

GROW NORTH REGIONAL PROFILE

ECONOMIC & DEMOGRAPHIC COMPREHENSIVE DATA BRIEF | 8-COUNTY AGGREGATE

Data Source: U.S. Census Bureau QuickFacts (Florence, Forest, Langlade, Lincoln, Marinette, Oconto, Oneida, Vilas)

Date Retrieved: September 14, 2026

TOTAL POPULATION
206,920
+1.74% Growth (2020-2025)

TOTAL HOUSEHOLDS
92,358
60.0% Primary Occupancy

MEDIAN HH INCOME
\$67,122
Household Weighted Avg

TOTAL EMPLOYMENT
59,090
Across 5,766 Employer Firms

1. POPULATION TRENDS & DEMOGRAPHICS

Population Weighted Base Calculations

County / Region	2025 Pop.	2020 Pop.	% Change	Under 18 (%)	65+ Yrs (%)	Veterans	HS Grad (%)	Bach. (%)
Florence County	4,748	4,558	+4.17%	13.1%	35.7%	462	94.7%	23.3%
Forest County	9,574	9,179	+4.30%	20.4%	28.9%	631	88.5%	18.0%
Langlade County	19,534	19,491	+0.22%	18.7%	28.8%	1,378	91.8%	19.3%
Lincoln County	28,403	28,415	-0.04%	17.7%	26.8%	2,105	93.3%	22.8%
Marinette County	42,574	41,872	+1.68%	18.1%	28.3%	3,210	92.2%	21.0%
Oconto County	40,195	38,377	+4.74%	19.2%	25.8%	2,840	93.8%	23.5%
Oneida County	38,131	37,813	+0.84%	15.6%	32.5%	3,120	95.1%	31.8%
Vilas County	23,761	23,047	+3.10%	14.9%	37.1%	2,190	94.2%	31.4%
Grow North Region	206,920	203,352	+1.75%	17.5%	29.6%	15,936	93.2%	24.5%

2. RACE & ETHNICITY DISTRIBUTION

Population Weighted Percentages

County / Region	White Alone	Black / AA	Amer. Indian	Asian	Two+ Races	Hispanic/Latino
Florence County	94.8%	0.4%	0.8%	0.3%	3.4%	1.6%
Forest County	78.1%	0.8%	12.4%	0.3%	8.1%	3.2%
Langlade County	93.2%	0.6%	1.1%	0.5%	4.3%	2.4%
Lincoln County	94.5%	0.6%	0.6%	0.6%	3.4%	1.8%
Marinette County	93.8%	0.6%	0.7%	0.5%	4.1%	2.1%
Oconto County	94.2%	0.4%	1.0%	0.4%	3.8%	2.0%
Oneida County	93.5%	0.6%	1.3%	0.8%	3.5%	2.1%
Vilas County	84.1%	0.5%	10.8%	0.4%	3.9%	2.7%
Grow North Region	91.9%	0.6%	2.4%	0.5%	4.1%	2.1%

3. HOUSING STOCK, OCCUPANCY & CONNECTIVITY

Household & Housing Unit Base Weights

County / Region	Total Units	Households	Primary (%)	Seasonal (%)	Homeowner (%)	Med. Value	Broadband
Florence County	4,729	2,118	44.8%	55.2%	90.9%	\$173,200	85.0%
Forest County	8,879	3,736	42.1%	57.9%	82.0%	\$185,000	81.3%
Langlade County	12,375	8,719	70.5%	29.5%	76.9%	\$158,200	84.8%
Lincoln County	15,221	12,714	83.5%	16.5%	80.9%	\$206,100	87.2%
Marinette County	28,144	19,378	68.9%	31.1%	80.0%	\$175,600	86.8%
Oconto County	23,407	17,313	74.0%	26.0%	87.6%	\$259,500	88.5%
Oneida County	33,088	17,688	53.5%	46.5%	80.4%	\$249,700	87.8%
Vilas County	28,212	10,692	37.9%	62.1%	83.2%	\$271,700	88.6%
Grow North Region	153,855	92,358	60.0%	40.0%	82.1%	\$210,966	86.8%

Housing Dynamics: Primary vs. Seasonal / Secondary Properties

Across the Grow North region, 40.0% of all housing structures (over 61,400 properties) serve as secondary, recreational, or seasonal residences rather than primary households. In destination resort counties like Vilas (62.1%), Forest (57.9%), and Florence (55.2%), secondary properties outnumber primary residences, providing a major property tax base while sustaining high seasonal retail and service spending.

4. INCOME, BUSINESS & WORKFORCE INDICATORS

Economic & Employment Base Aggregates

County / Region	Total Jobs ('23)	Establishments	Annual Payroll	Median HH Inc.	Per Capita Inc.	Poverty Rate	Civilian Labor (%)
Florence County	703	117	\$28,812k	\$61,086	\$36,922	9.9%	50.2%
Forest County	1,514	125	\$58,683k	\$61,071	\$32,156	15.6%	49.6%
Langlade County	6,346	329	\$256,120k	\$55,878	\$32,326	12.3%	57.8%
Lincoln County	8,881	370	\$387,130k	\$68,164	\$38,367	9.0%	59.8%
Marinette County	14,845	739	\$762,940k	\$63,809	\$36,666	10.4%	57.2%
Oconto County	7,279	824	\$298,450k	\$75,049	\$40,654	8.0%	61.4%
Oneida County	13,688	1,440	\$612,380k	\$69,371	\$44,976	10.0%	55.9%
Vilas County	5,834	1,822	\$215,690k	\$68,431	\$42,661	10.1%	48.5%
Grow North Region	59,090	5,766	\$2,620,205k	\$67,122	\$39,262	10.2%	56.3%

5. REGIONAL ECONOMIC STRATEGIC SUMMARY

Seasonal & Recreational Housing Impact

With 153,855 total housing units but only 92,358 year-round households, 61,497 properties (40.0% region-wide) represent secondary or vacation homes. This creates a strong property tax foundation supporting local services.

Income & Wealth Distribution

Oconto County leads in household prosperity (\$75,049 median household income) near the Green Bay labor market, while Oneida County leads in per capita wealth (\$44,976) driven by executive and retiree demographics.

Small Business Density

The region boasts 5,766 employer establishments alongside over 15,000 nonemployer sole proprietorships. Vilas County holds the highest concentration of small businesses per capita (1,822 establishments for 23.7k residents).