



# Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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55069 Lincoln County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**27,532**

**Population (2020)**

Population **decreased by 335** over the last 5 years and is projected to **decrease by 350** over the next 5 years.

**11,682**

**Total Regional Employment**

Jobs **decreased by 466** over the last 5 years and are projected to **decrease by 124** over the next 5 years.

**\$58.5K**

**Median Household Income (2019)**

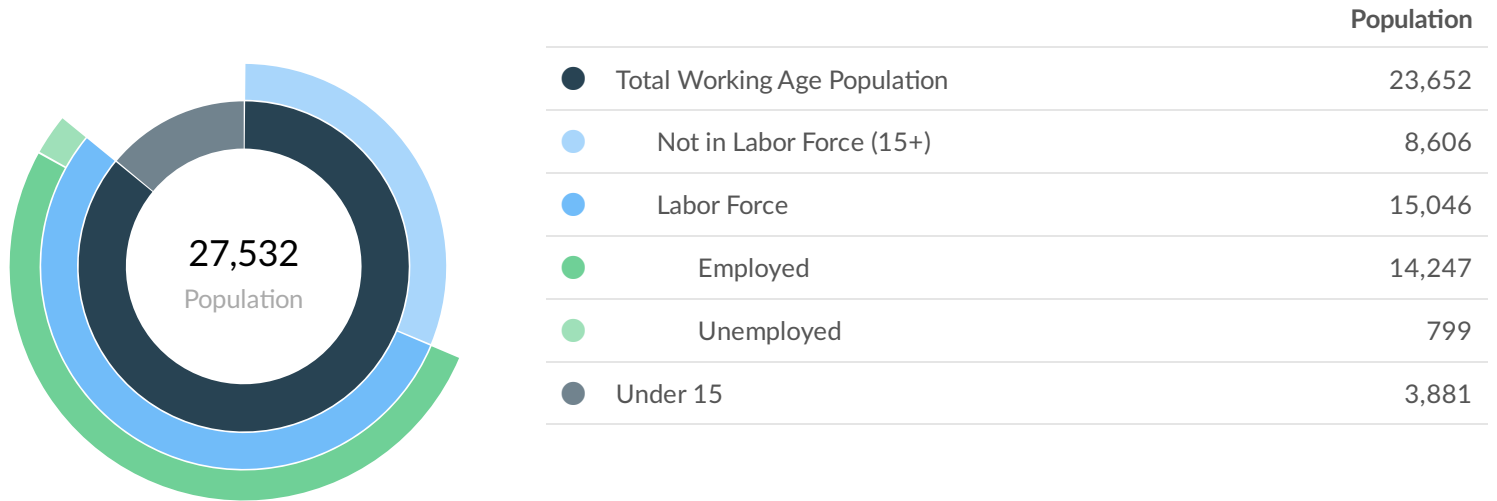
Median household income is **\$4.3K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **declined by 1.2%** since 2015, falling by 335. Population is expected to **decrease by 1.3%** between 2020 and 2025, losing 350.
- From 2015 to 2020, jobs **declined by 3.8%** in Lincoln County, WI from 12,148 to **11,682**. This change **fell short of the national growth rate of 3.1% by 6.9%**. As the number of jobs declined, the **labor force participation rate decreased from 65.1% to 63.6% between 2015 and 2020**.
- Concerning educational attainment, **13.2% of Lincoln County, WI residents possess a Bachelor's Degree** (6.9% below the national average), and **12.8% hold an Associate's Degree** (4.2% above the national average).
- The top three industries in 2020 are Insurance Carriers, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

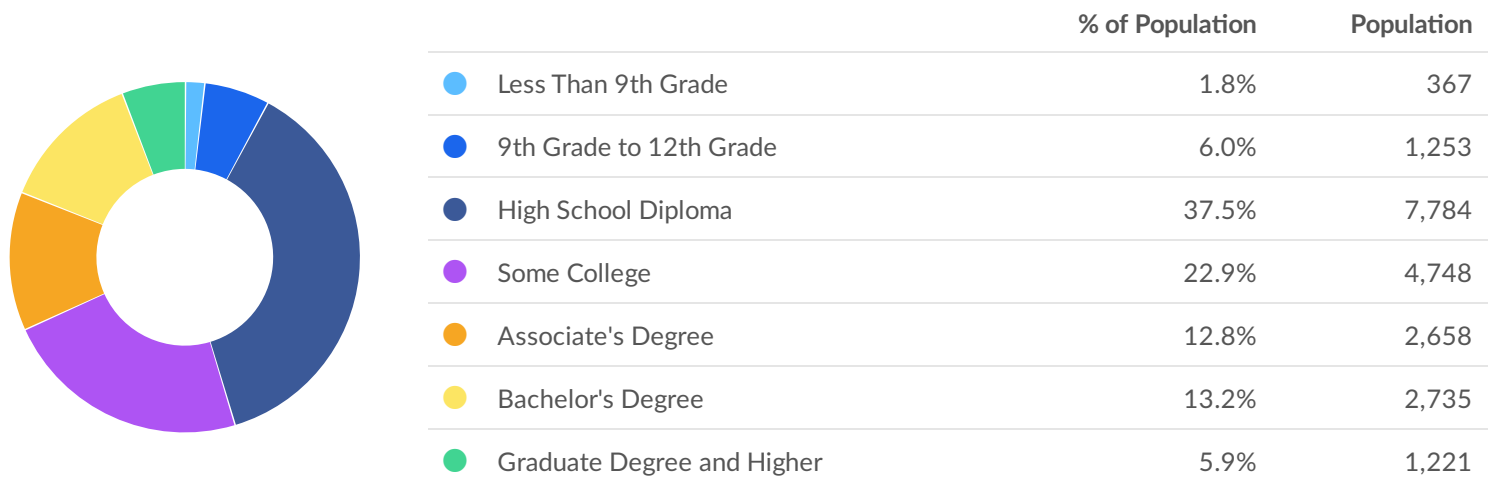
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	27,532	15,046	11,682	100.5	\$1.17B	\$2.10B	\$1.76B
NCWRPC	440,608	224,830	222,893	99.4	\$21.99B	\$30.45B	\$28.78B
Wisconsin	5,844,919	3,094,138	3,117,826	100.0	\$333.28B	\$320.20B	\$341.40B

## 2020 Labor Force Breakdown



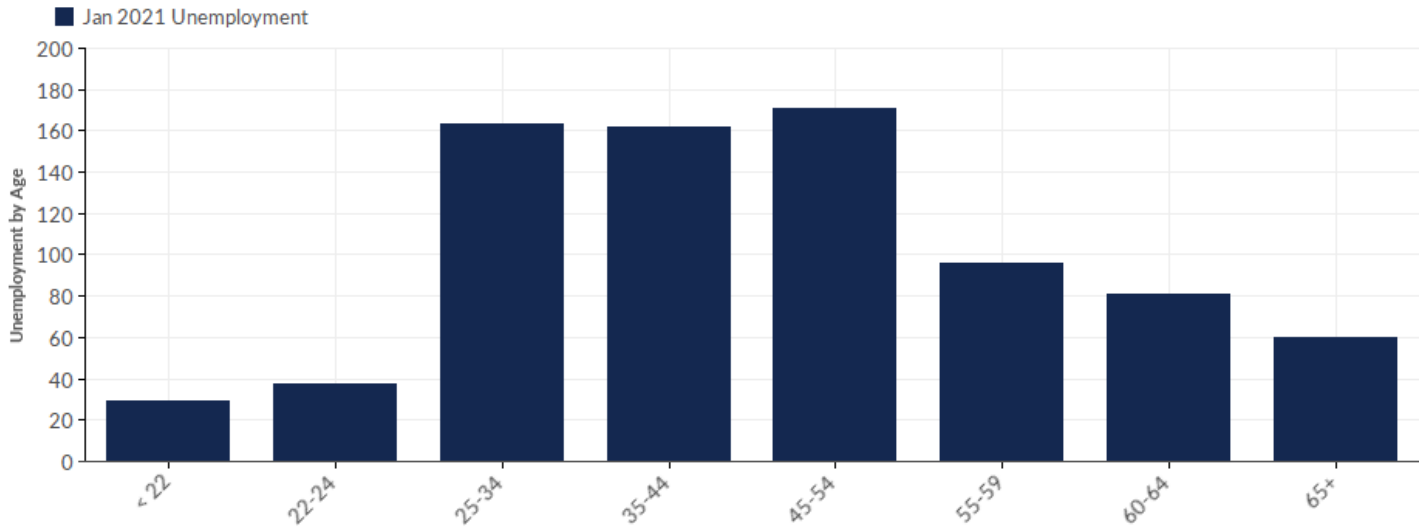
## Educational Attainment

Concerning educational attainment, **13.2% of Lincoln County, WI residents possess a Bachelor's Degree** (6.9% below the national average), and **12.8% hold an Associate's Degree** (4.2% above the national average).



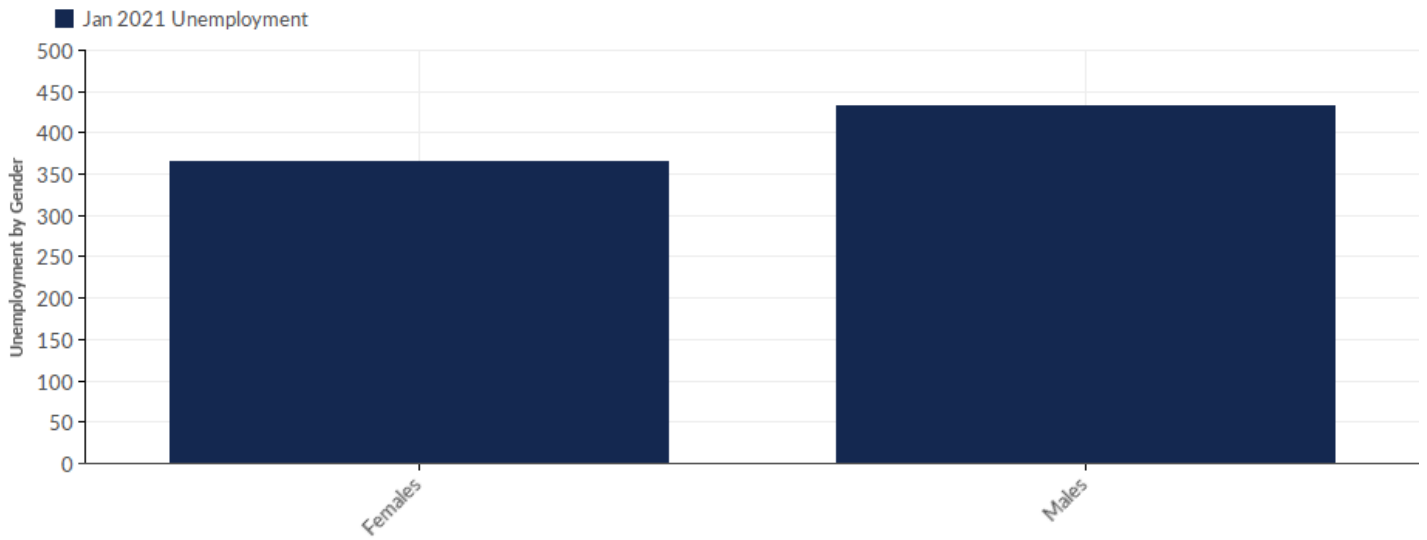
# Unemployment by Demographics

## Unemployment by Age



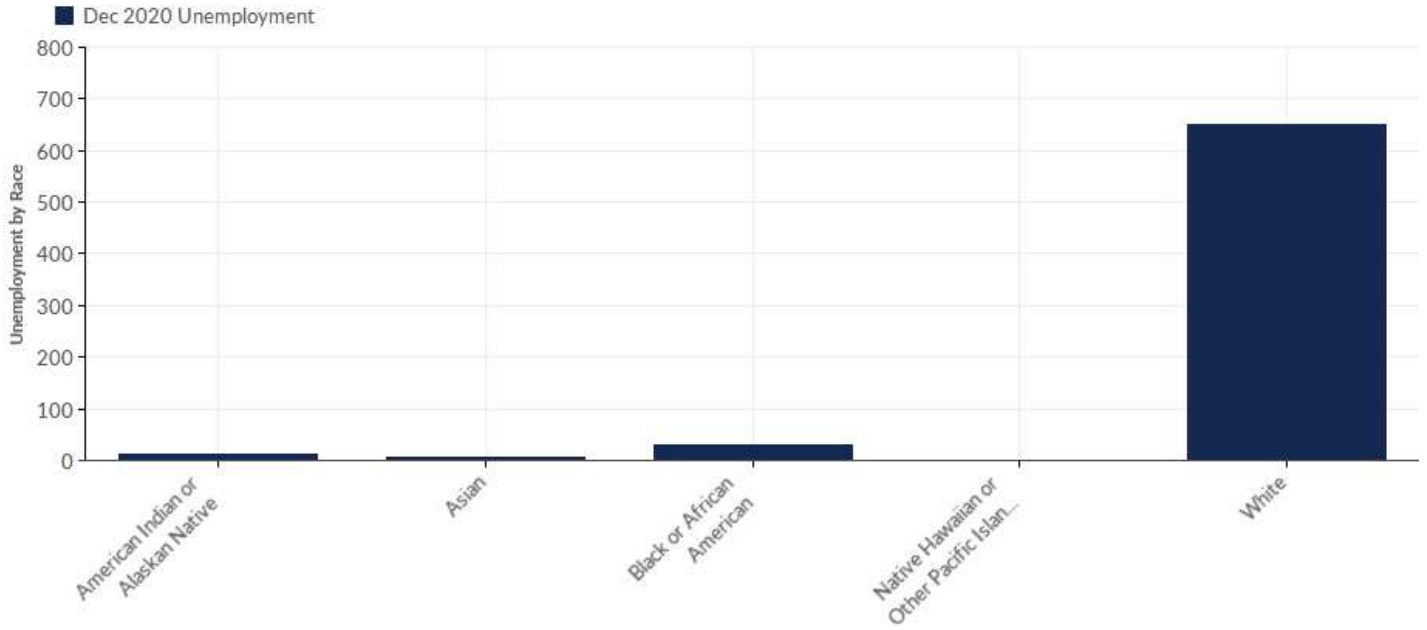
Age	Unemployment (Jan 2021)	% of Age Cohort
< 22	29	3.63%
22-24	37	4.63%
25-34	163	20.40%
35-44	162	20.28%
45-54	171	21.40%
55-59	96	12.02%
60-64	81	10.14%
65+	60	7.51%
<b>Total</b>	<b>799</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Jan 2021)	% of Age Cohort
Females	366	45.81%
Males	433	54.19%
Total	799	100.00%

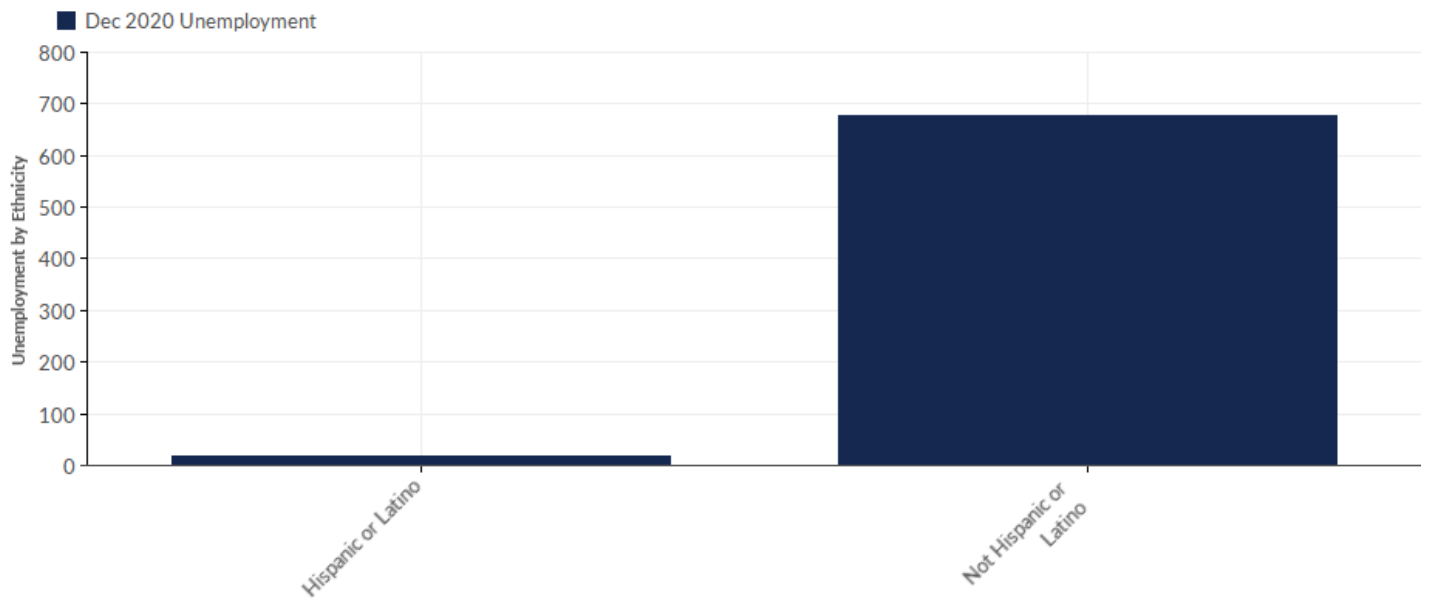
## Unemployment by Race



Race	Unemployment (Dec 2020)	% of Age Cohort
American Indian or Alaskan Native	11	1.58%
Asian	5	0.72%
Black or African American	29	4.17%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	650	93.53%
<b>Total</b>	<b>695</b>	<b>100.00%</b>



## Unemployment by Ethnicity

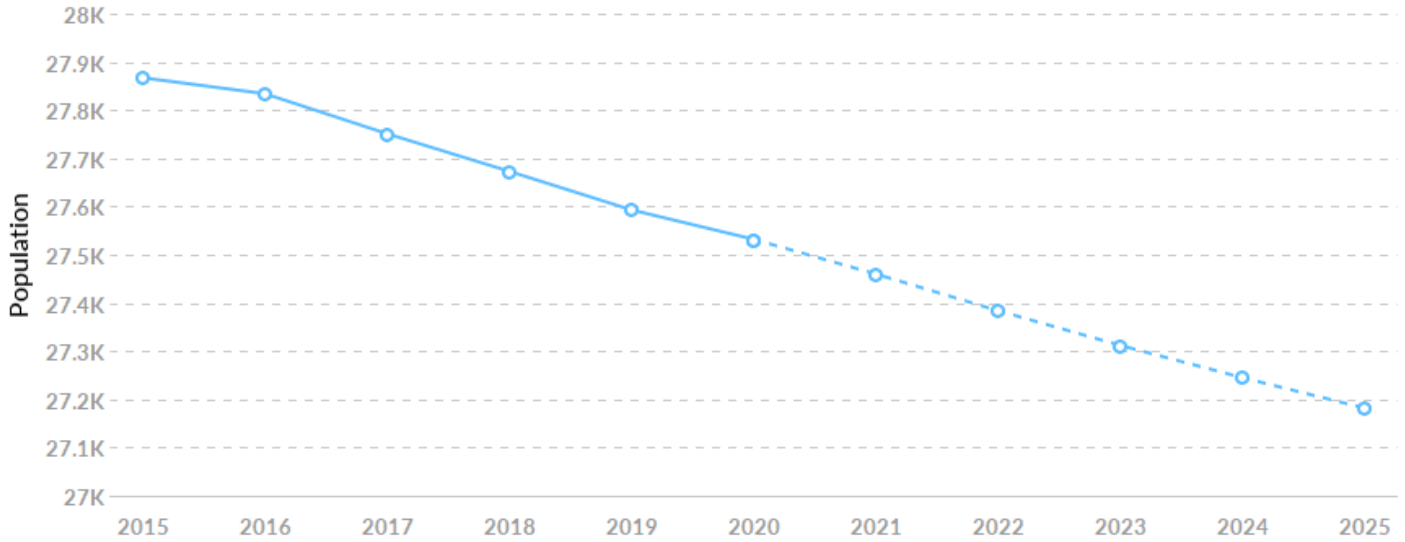


Ethnicity	Unemployment (Dec 2020)	% of Age Cohort
Hispanic or Latino	18	2.59%
Not Hispanic or Latino	677	97.41%
Total	695	100.00%

# Historic & Projected Trends

## Population Trends

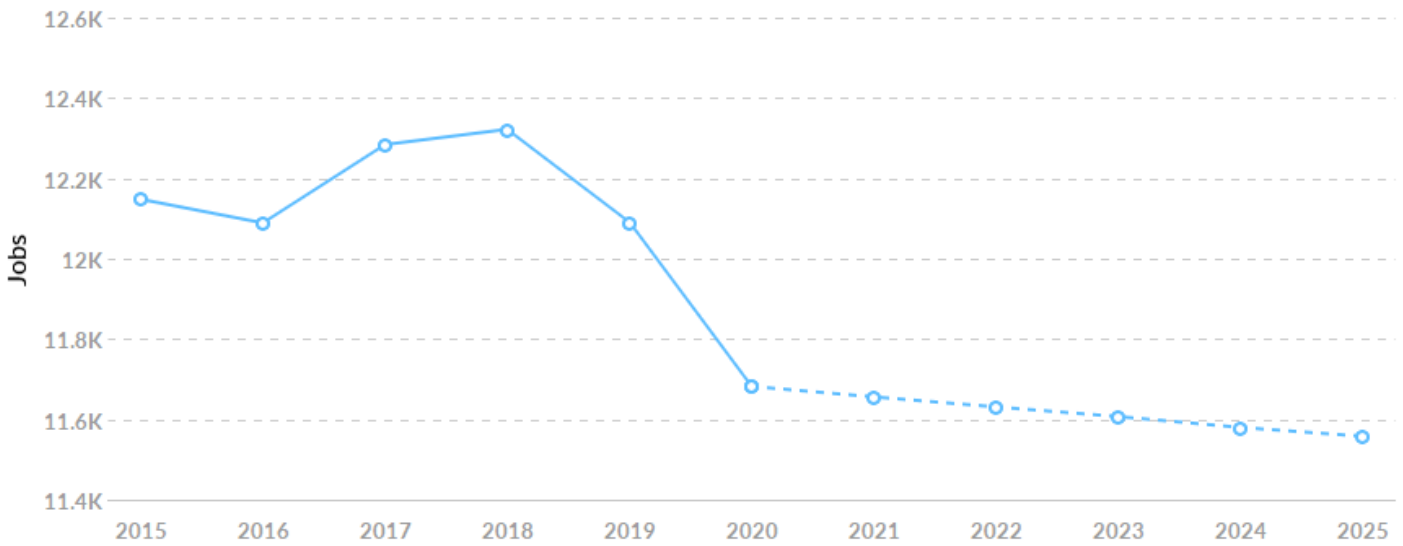
As of 2020 the region's population **declined by 1.2%** since 2015, falling by 335. Population is expected to **decrease by 1.3%** between 2020 and 2025, losing 350.



Timeframe	Population
2015	27,867
2016	27,834
2017	27,751
2018	27,673
2019	27,593
2020	27,532
2021	27,460
2022	27,384
2023	27,312
2024	27,245
2025	27,182

## Job Trends

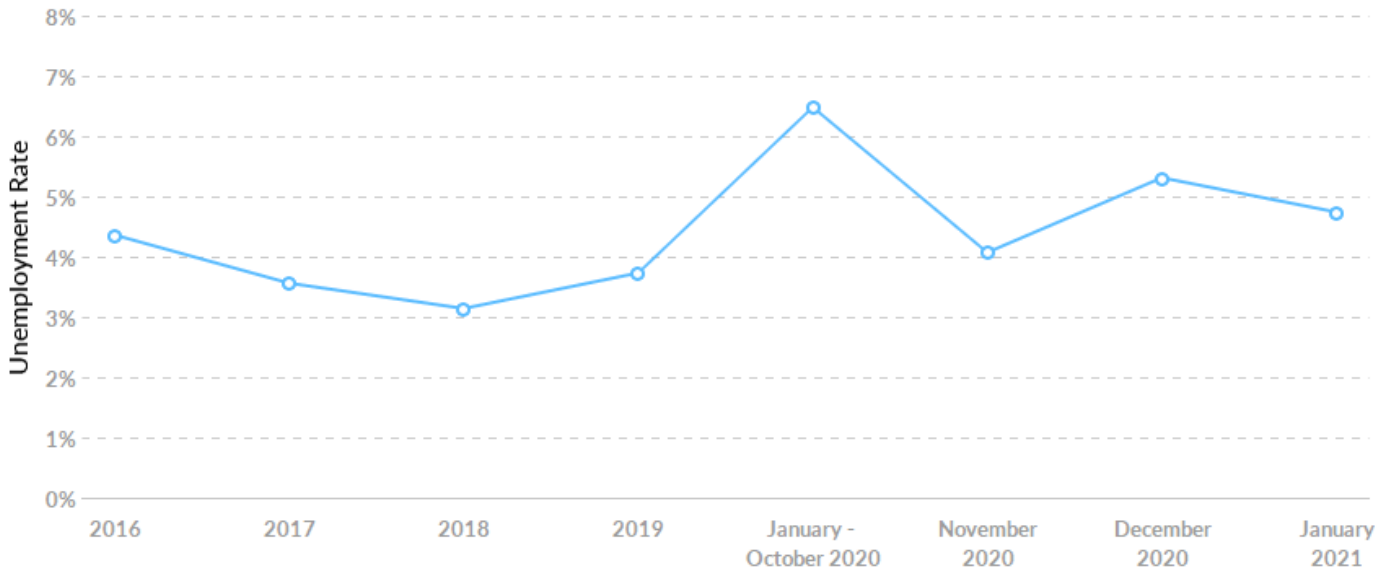
From 2015 to 2020, jobs declined by 3.8% in Lincoln County, WI from 12,148 to **11,682**. This change fell short of the national growth rate of 3.1% by 6.9%.



Timeframe	Jobs
2015	12,148
2016	12,089
2017	12,284
2018	12,322
2019	12,091
2020	11,682
2021	11,656
2022	11,631
2023	11,607
2024	11,580
2025	11,558

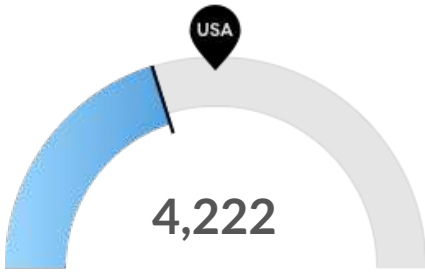
## Unemployment Rate Trends

Lincoln County, WI had a January 2021 unemployment rate of 4.74%, **increasing from 4.36%** 5 years before.



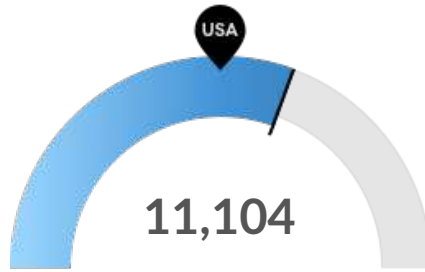
Timeframe	Unemployment Rate
2016	4.36%
2017	3.56%
2018	3.14%
2019	3.73%
January - October 2020	6.48%
November 2020	4.07%
December 2020	5.31%
January 2021	4.74%

## Population Characteristics



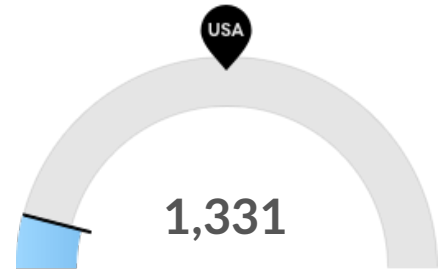
**Millennials**

Lincoln County, WI has 4,222 millennials (ages 25-39). The national average for an area this size is 5,689.



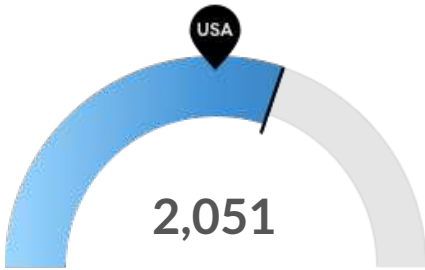
**Retiring Soon**

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,113 people 55 or older, while there are 11,104 here.



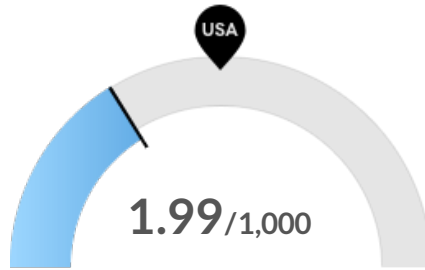
**Racial Diversity**

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 11,006 racially diverse people, while there are 1,331 here.



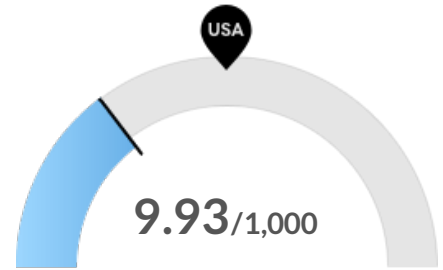
**Veterans**

Lincoln County, WI has 2,051 veterans. The national average for an area this size is 1,533.



**Violent Crime**

Lincoln County, WI has 1.99 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

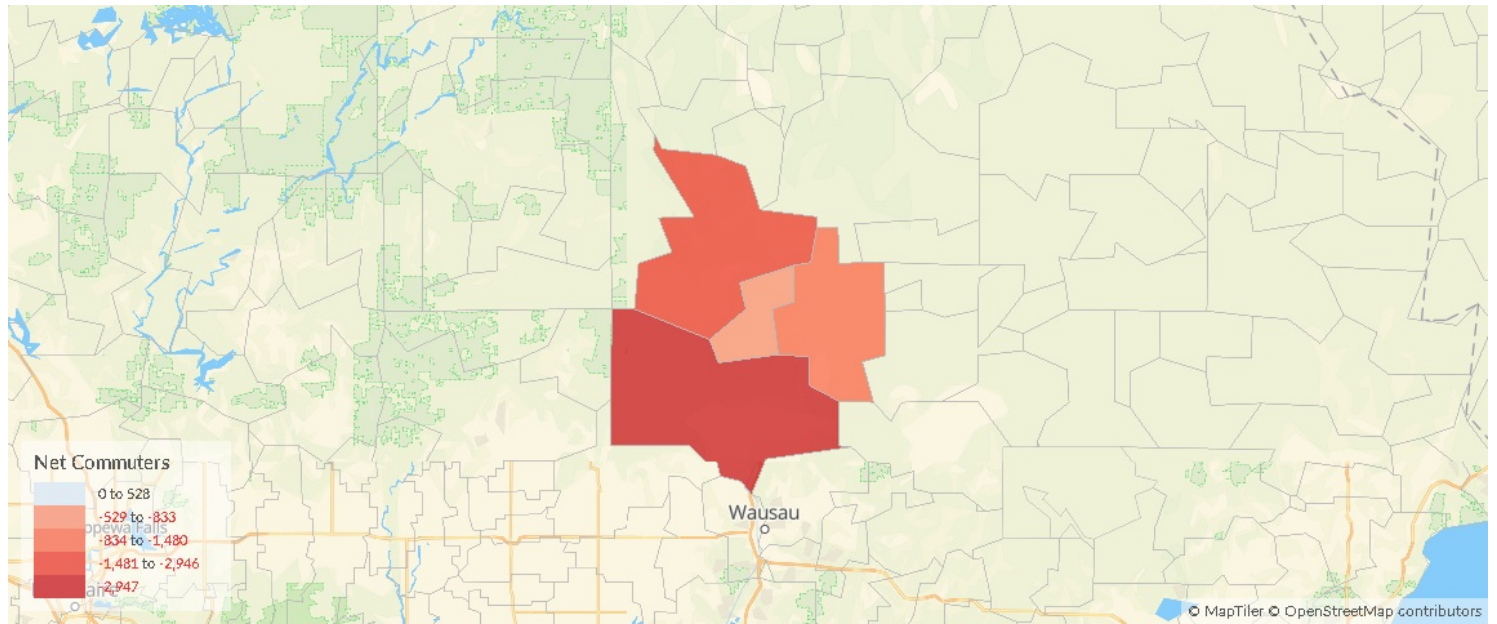


**Property Crime**

Lincoln County, WI has 9.93 property crimes per 1,000 people. The national rate is 19.79 per 1,000 people.

## Place of Work vs Place of Residence

Understanding where talent in Lincoln County, WI currently works compared to where talent lives can help you optimize site decisions.



**Where Talent Works**

ZIP	Name	2020 Employment
54452	Merrill, WI (in Lincoln c...	7,569
54487	Tomahawk, WI (in Linco...	3,724
54435	Gleason, WI (in Lincoln ...	323
54442	Irma, WI (in Lincoln cou...	57
54532	Heafford Junction, WI (i...	<10

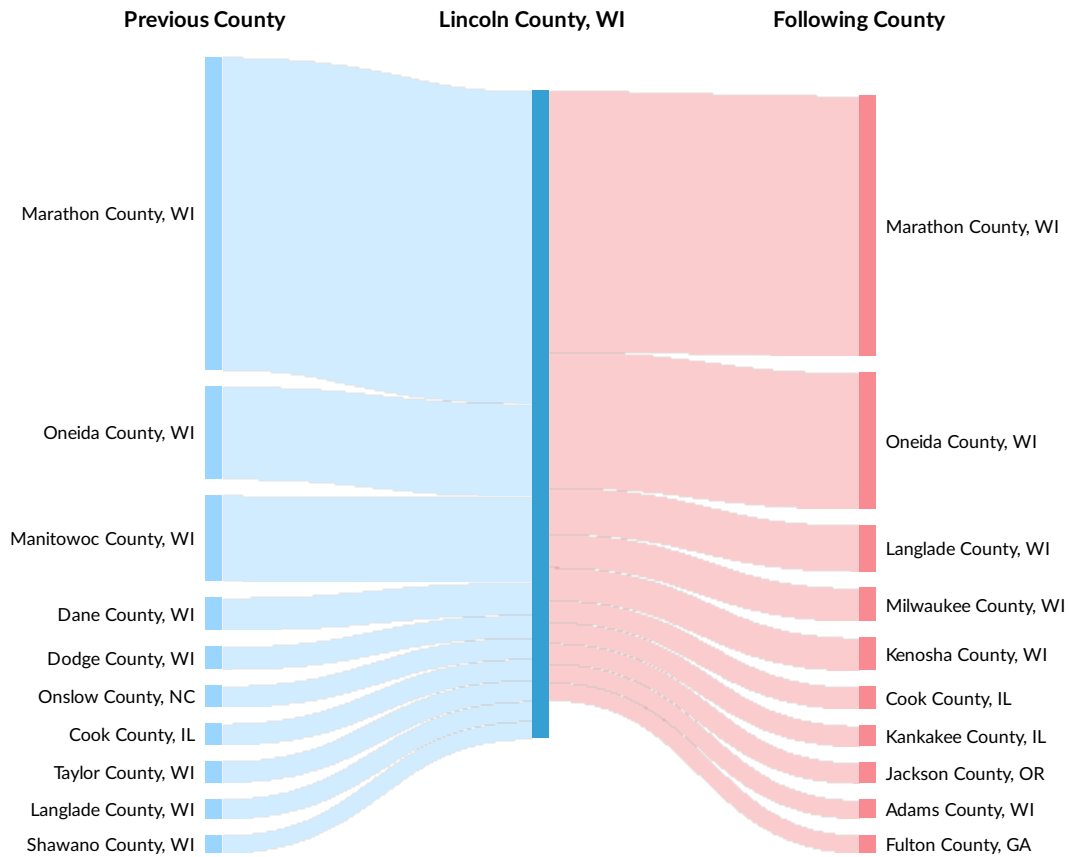
**Where Talent Lives**

ZIP	Name	2020 Workers
54452	Merrill, WI (in Lincoln c...	10,516
54487	Tomahawk, WI (in Linco...	5,206
54435	Gleason, WI (in Lincoln ...	1,157
54442	Irma, WI (in Lincoln cou...	586
54532	Heafford Junction, WI (i...	<10

# Inbound and Outbound Migration

The table below analyzes past and current residents of Lincoln County, WI. The left column shows residents of other counties migrating to Lincoln County, WI. The right column shows residents migrating from Lincoln County, WI to other counties.

As of 2018, 329 people have migrated from Marathon County, WI to Lincoln County, WI. In the same year, 274 people left Lincoln County, WI migrating to Marathon County, WI. The total Net Migration for Lincoln County, WI in 2018 was -39.



Top Previous Counties	Migrations
Marathon County, WI	329
Oneida County, WI	97
Manitowoc County, WI	90
Dane County, WI	34
Dodge County, WI	24
Onslow County, NC	22

Top Previous Counties	Migrations
Cook County, IL	22
Taylor County, WI	22
Langlade County, WI	21
Shawano County, WI	19
Ventura County, CA	19
Vilas County, WI	15
Sauk County, WI	15
Ozaukee County, WI	15
Marquette County, WI	14
Eau Claire County, WI	14
Livingston County, MI	12
El Paso County, CO	11
Price County, WI	11
Hennepin County, MN	10
Pine County, MN	10
Wood County, WI	10
Ogle County, IL	9
Rock County, WI	9
Dunn County, WI	9
Kent County, MI	9
Mohave County, AZ	8
Portage County, WI	7
Jefferson County, WI	7
Outagamie County, WI	7
Ashland County, WI	6
Wichita County, TX	5



Top Previous Counties	Migrations
Menominee County, MI	5
Columbia County, WI	5
La Crosse County, WI	4
Waushara County, WI	4
Fond du Lac County, WI	4
Winnebago County, WI	3
Rice County, MN	3
Ontonagon County, MI	2
Monroe County, WI	2
Platte County, MO	2
Oceana County, MI	1
Richland County, WI	1
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0
Top Following Counties	Migrations
Marathon County, WI	274
Oneida County, WI	143
Langlade County, WI	49
Milwaukee County, WI	35
Kenosha County, WI	35
Cook County, IL	23
Kankakee County, IL	22
Jackson County, OR	22
Adams County, WI	19
Fulton County, GA	19

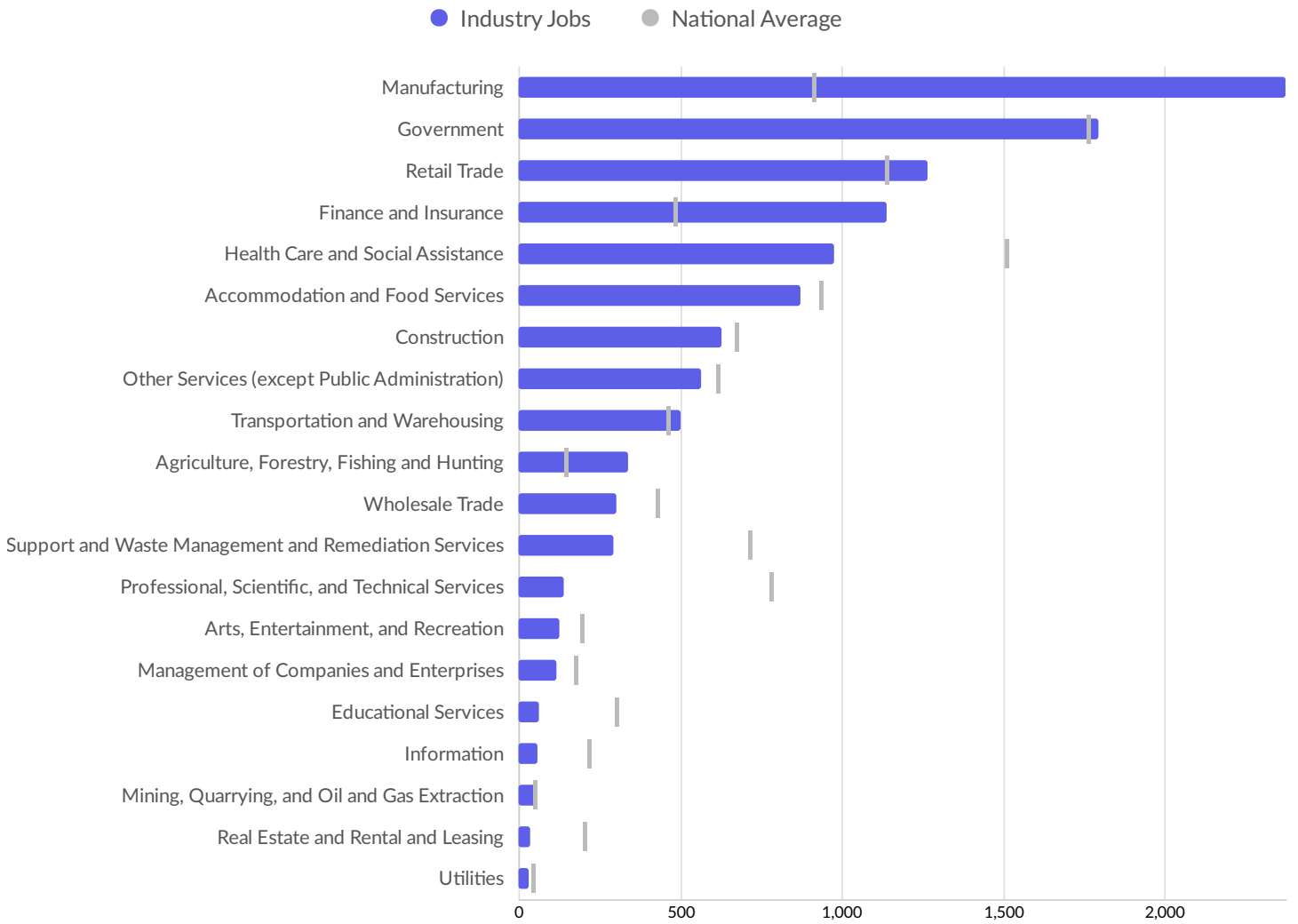
Top Following Counties	Migrations
Alexandria City County, VA	17
Waukesha County, WI	17
Iron County, WI	16
Price County, WI	13
Columbia County, WI	13
Tazewell County, IL	13
DuPage County, IL	12
Bethel Census Area County, AK	12
Cameron County, TX	12
Eau Claire County, WI	11
Lake County, IN	10
Manitowoc County, WI	10
Outagamie County, WI	9
Brown County, WI	9
Minnehaha County, SD	9
Jefferson County, WI	8
Barron County, WI	8
Broomfield County, CO	8
San Bernardino County, CA	8
Shawano County, WI	8
Dane County, WI	8
Polk County, FL	7
Portage County, WI	7
Washington County, WI	7
Trempealeau County, WI	6
Maricopa County, AZ	6

Top Following Counties	Migrations
Calumet County, WI	5
Marquette County, WI	5
Anoka County, MN	4
Gallatin County, MT	4
Jackson County, MI	4
Osage County, OK	4
Liberty County, GA	4
Chippewa County, WI	3
Dakota County, MN	3
Fond du Lac County, WI	3
Vilas County, WI	3
Rock Island County, IL	3
Fulton County, IL	3
Polk County, IA	3
Bartow County, GA	3
Manatee County, FL	3
Taylor County, WI	3
Dunn County, WI	3
Kane County, IL	2
McHenry County, IL	2
Rock County, WI	2
Fresno County, CA	2
Wood County, WI	2
Florence County, WI	2
Green County, WI	2
Sheboygan County, WI	2

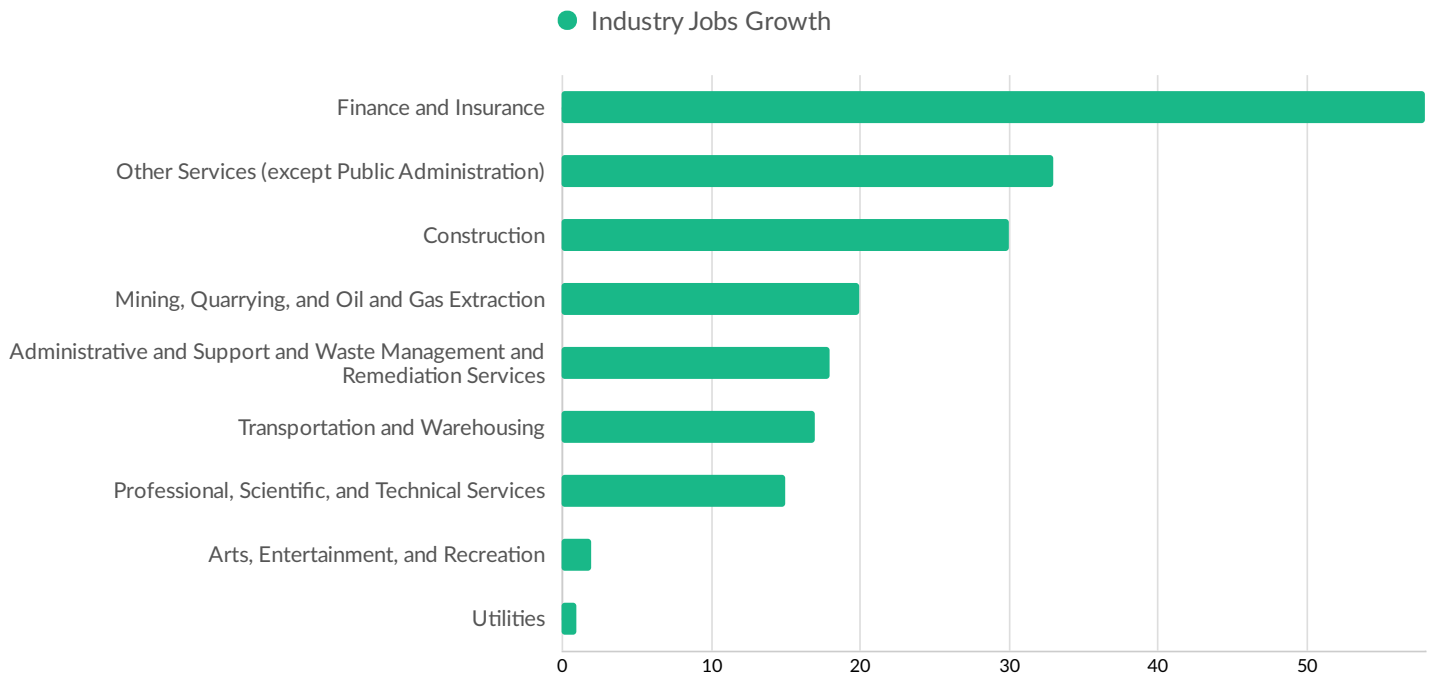
Top Following Counties	Migrations
Lafayette County, WI	1
Howell County, MO	1
Hennepin County, MN	1
Juneau County, WI	1
Grant County, WI	1
DeKalb County, IL	0
Whiteside County, IL	0

# Industry Characteristics

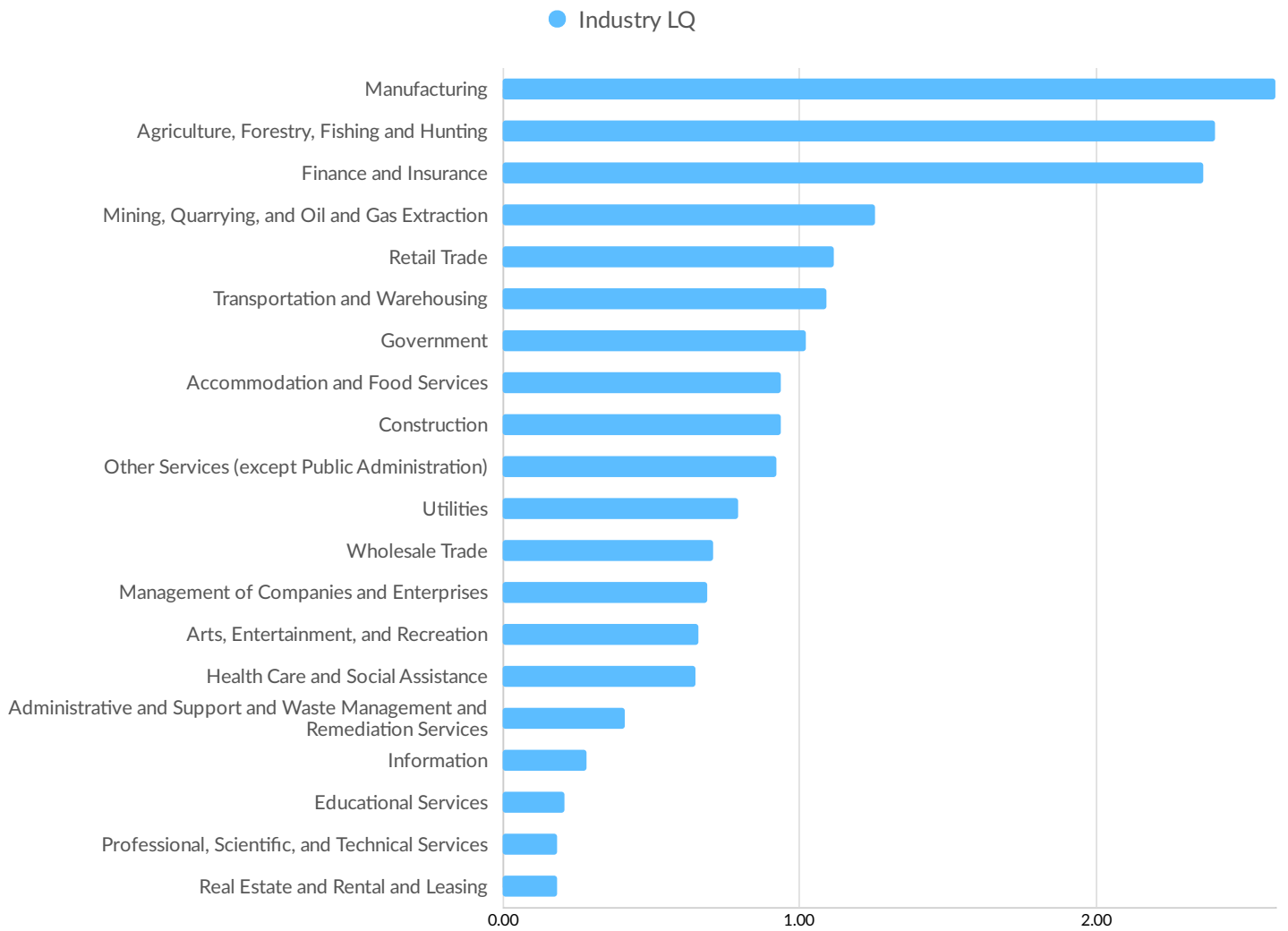
## Largest Industries



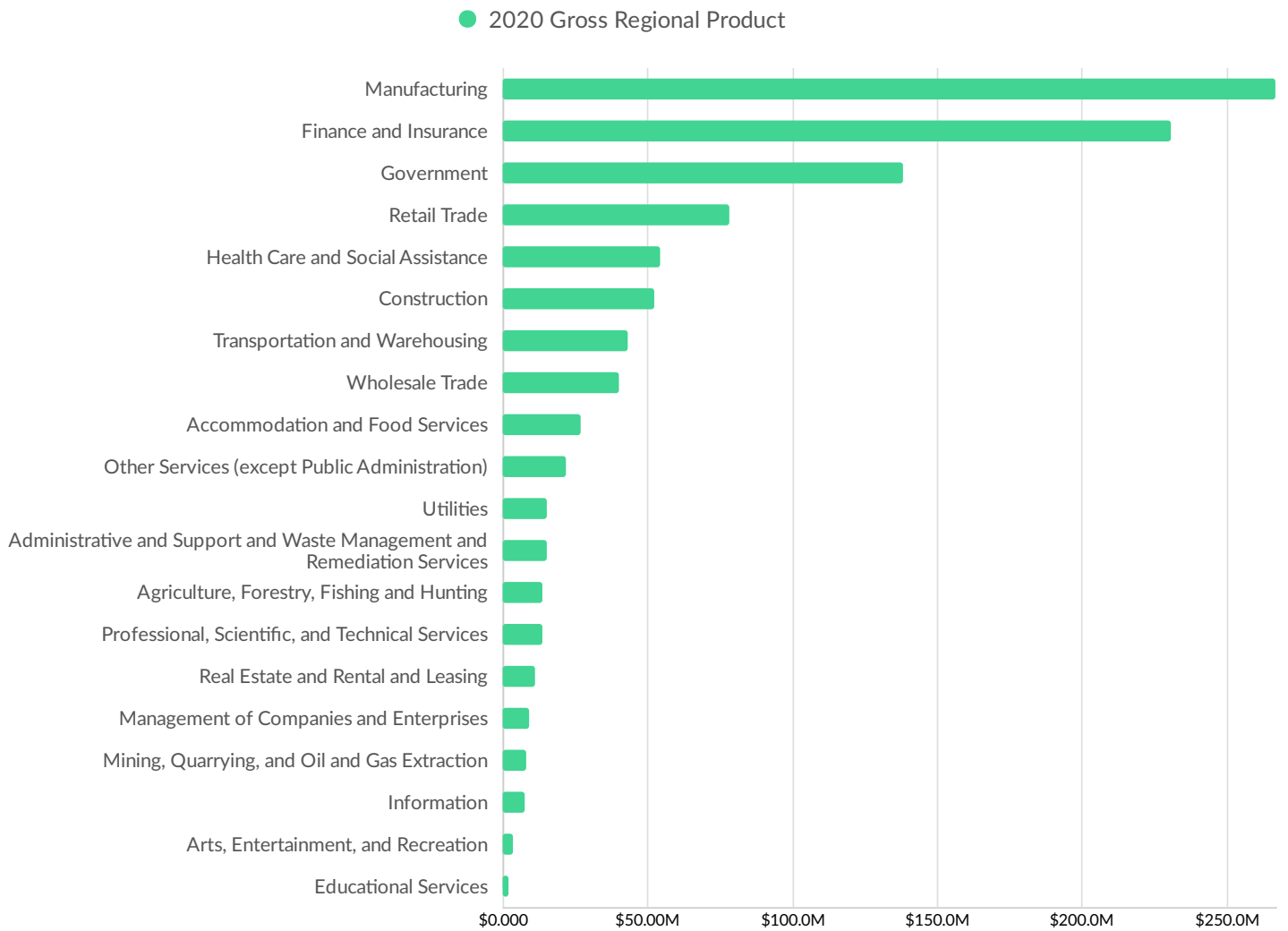
## Top Growing Industries



## Top Industry LQ

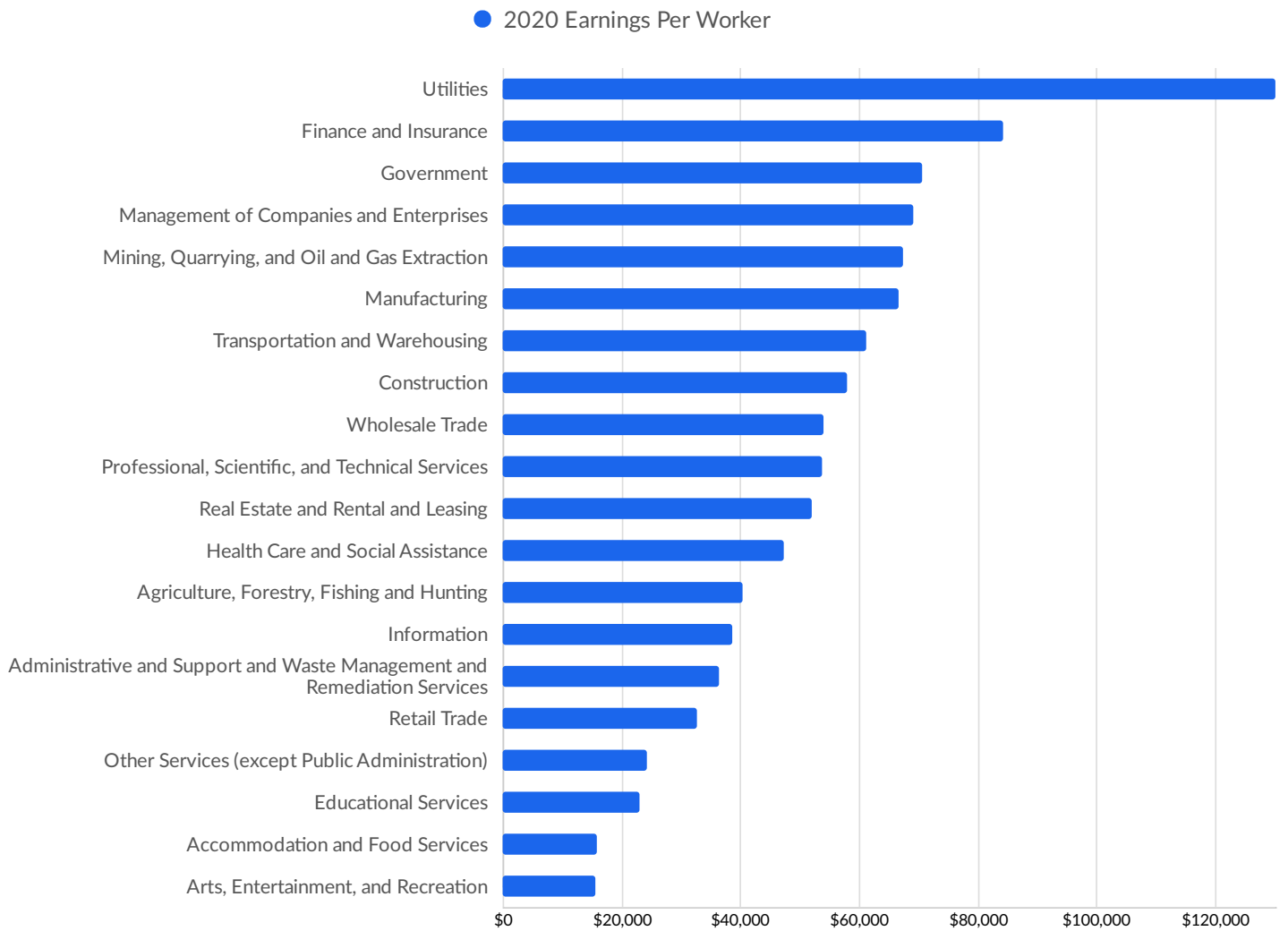


## Top Industry GRP

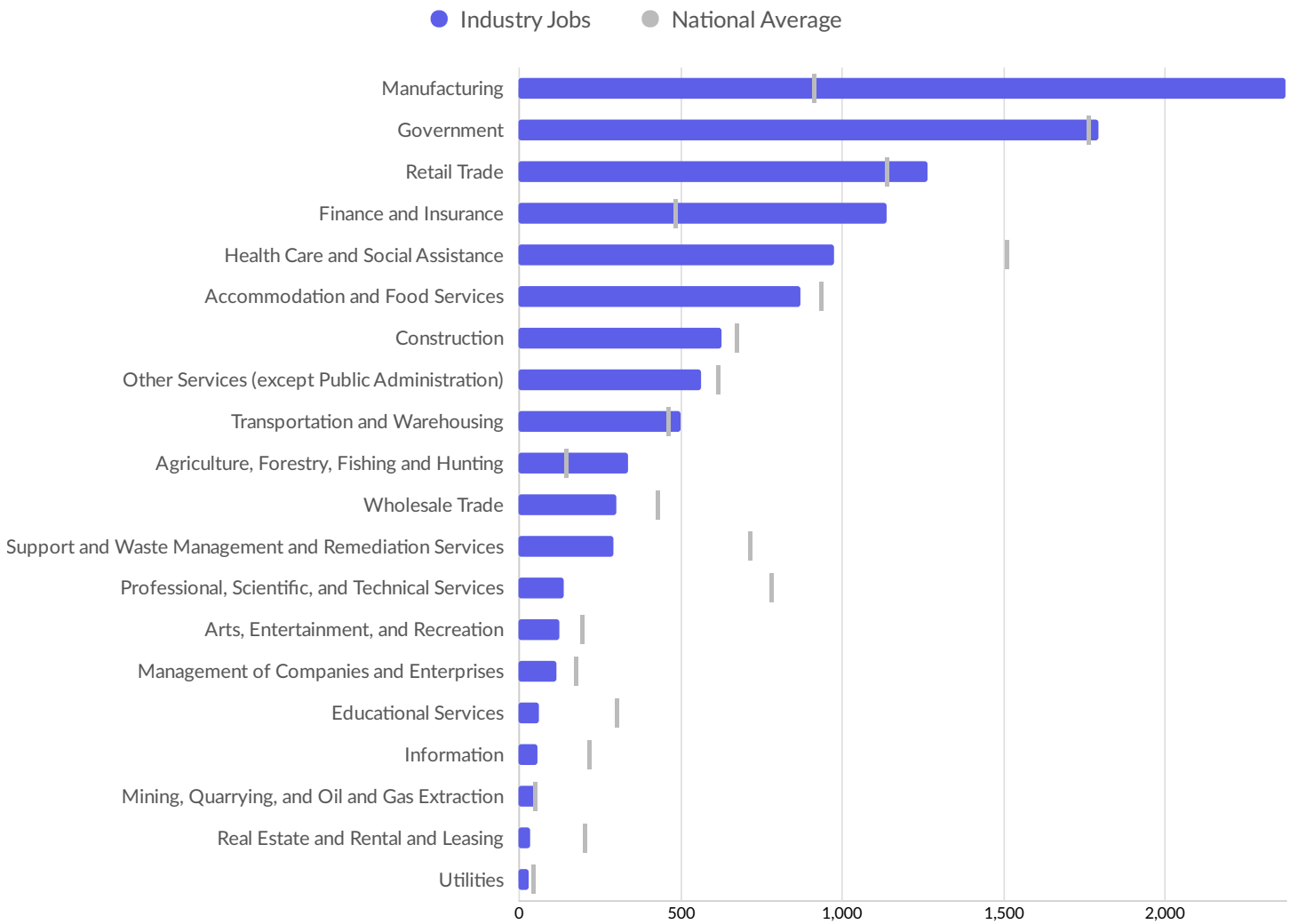




## Top Industry Earnings






















## Largest Industries



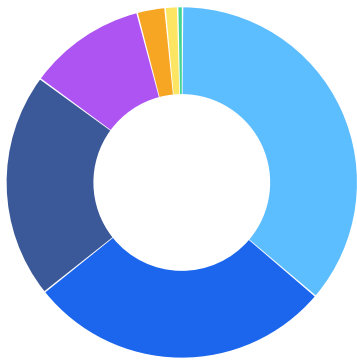
## Business Characteristics

### 1,550 Companies Employ Your Workers

Online profiles for your workers mention 1,550 companies as employers, with the top 10 appearing below. In the last 12 months, 630 companies in Lincoln County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Church Mutual Insurance Comp...	259 	Roehl Transport, Inc.	133 
Merrill Area Public Schools Inc	102 	Ascension	101 
Aspirus Wausau Hospital, Inc.	98 	Wal-Mart, Inc.	71 
State of Wisconsin	80 	The Home Depot	57 
Packaging Corporation of Ameri...	66 	Dollar General Corporation	54 
Harley-Davidson, Inc.	61 	Harley-Davidson, Inc.	51 
Ministry Health Care, Inc.	52 	U.S. Xpress, Inc.	49 
Marshfield Clinic	39 	Church Mutual Insurance Comp...	46 
School District of Tomahawk	39 	Packaging Corporation of Ameri...	45 
Agra Industries, Inc.	37 	Pizza Hut, Inc.	44 

## Business Size

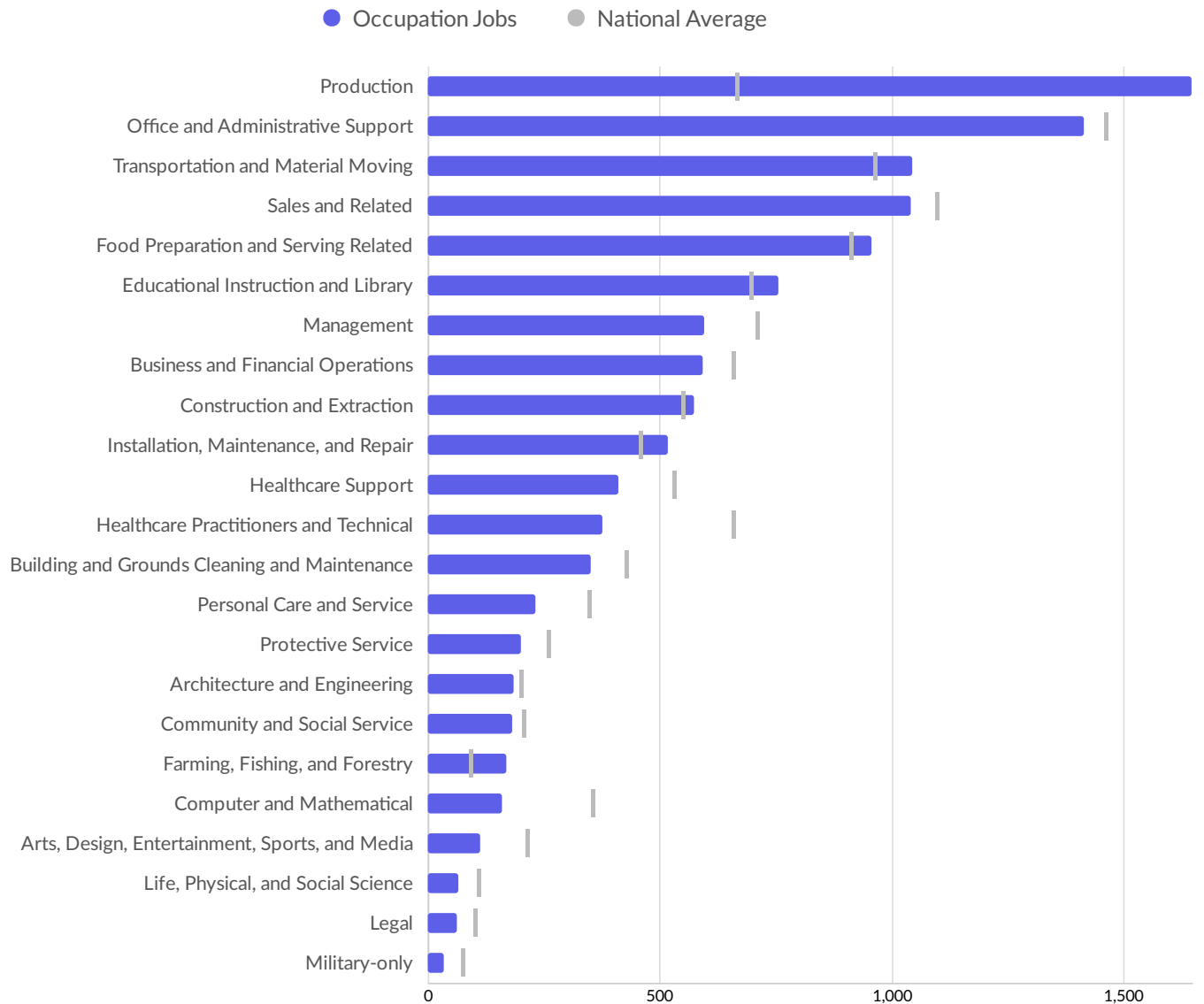


	Percentage	Business Count
1 to 4 employees	36.1%	407
5 to 9 employees	28.1%	316
10 to 19 employees	20.8%	234
20 to 49 employees	10.8%	122
50 to 99 employees	2.6%	29
100 to 249 employees	1.2%	13
250 to 499 employees	0.4%	5

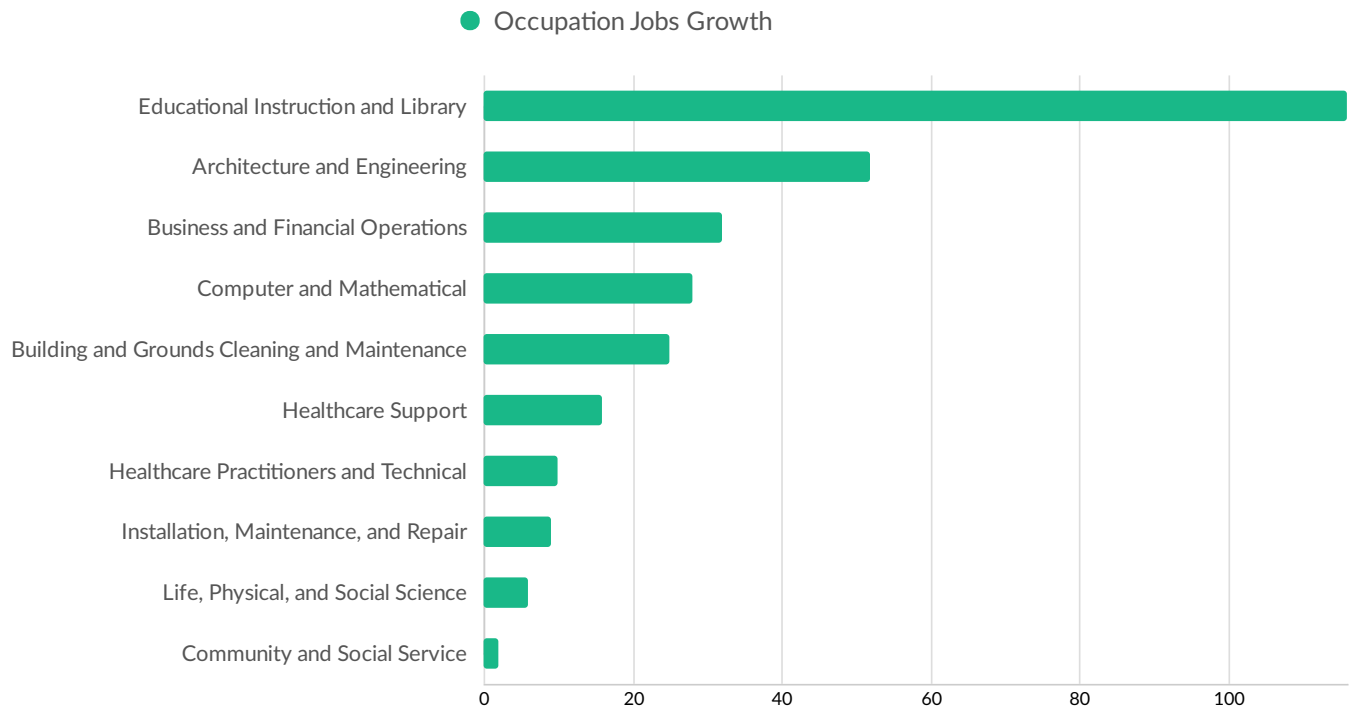
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

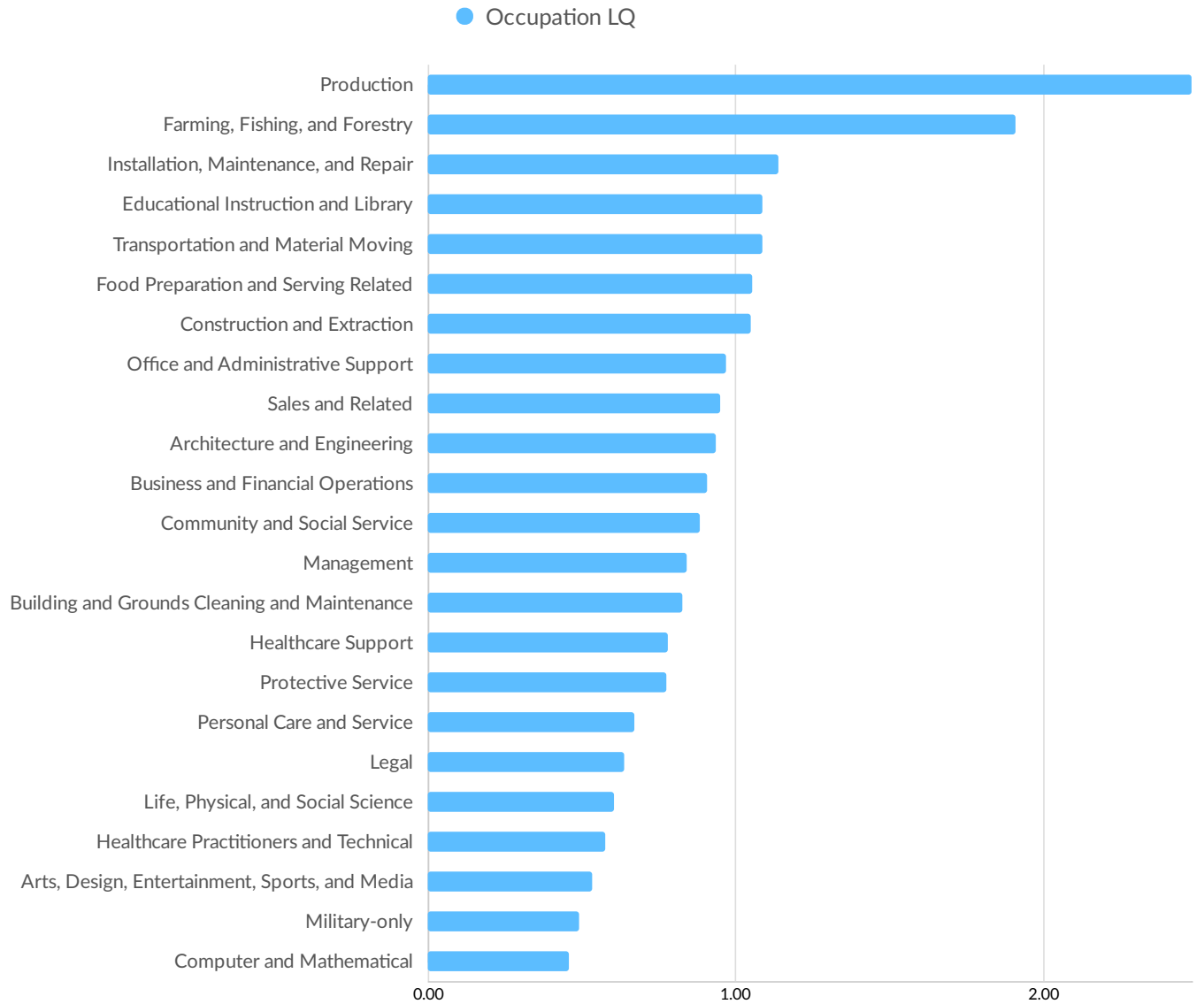
## Largest Occupations



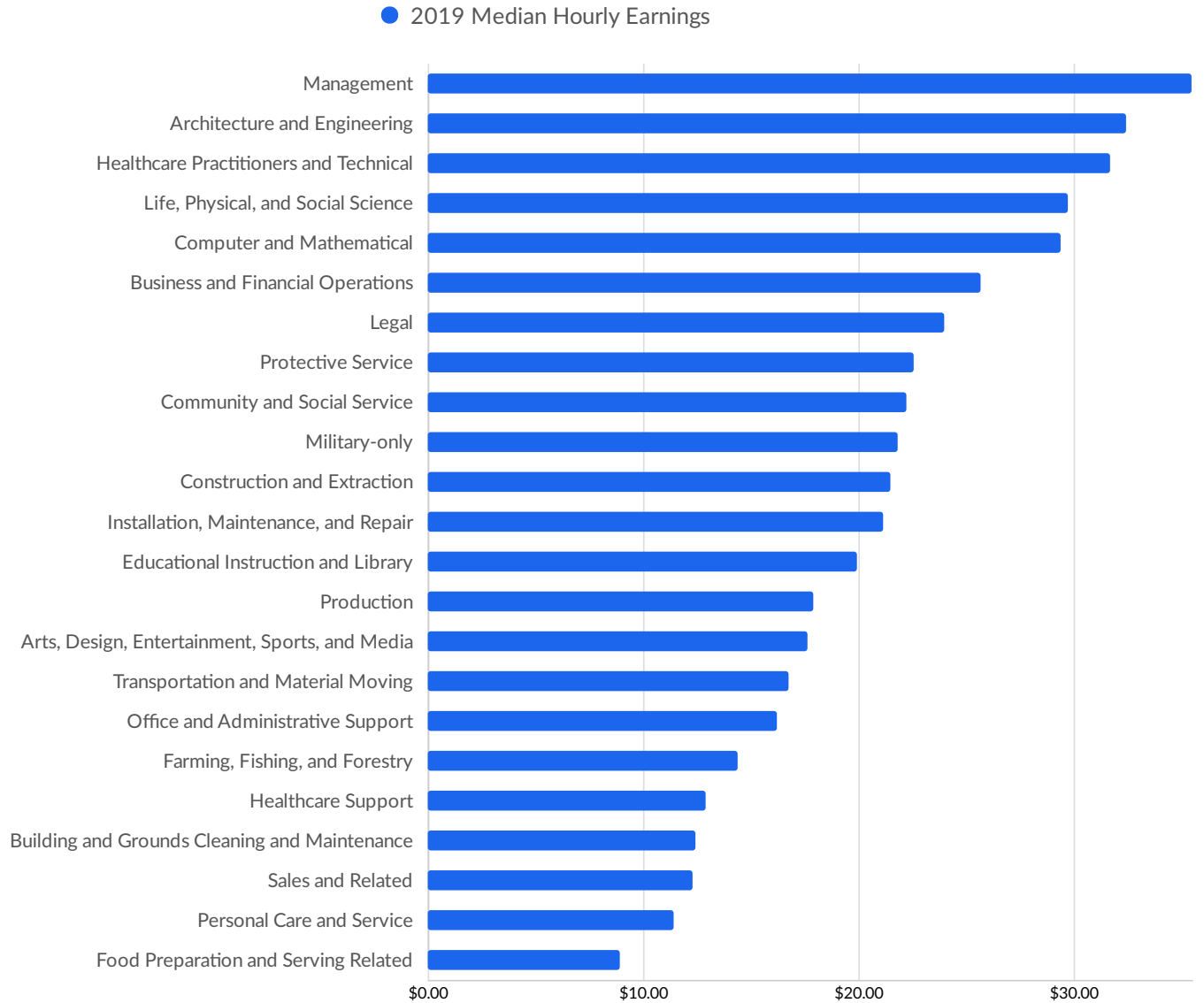
## Top Growing Occupations



## Top Occupation LQ



## Top Occupation Earnings



## Top Posted Occupations

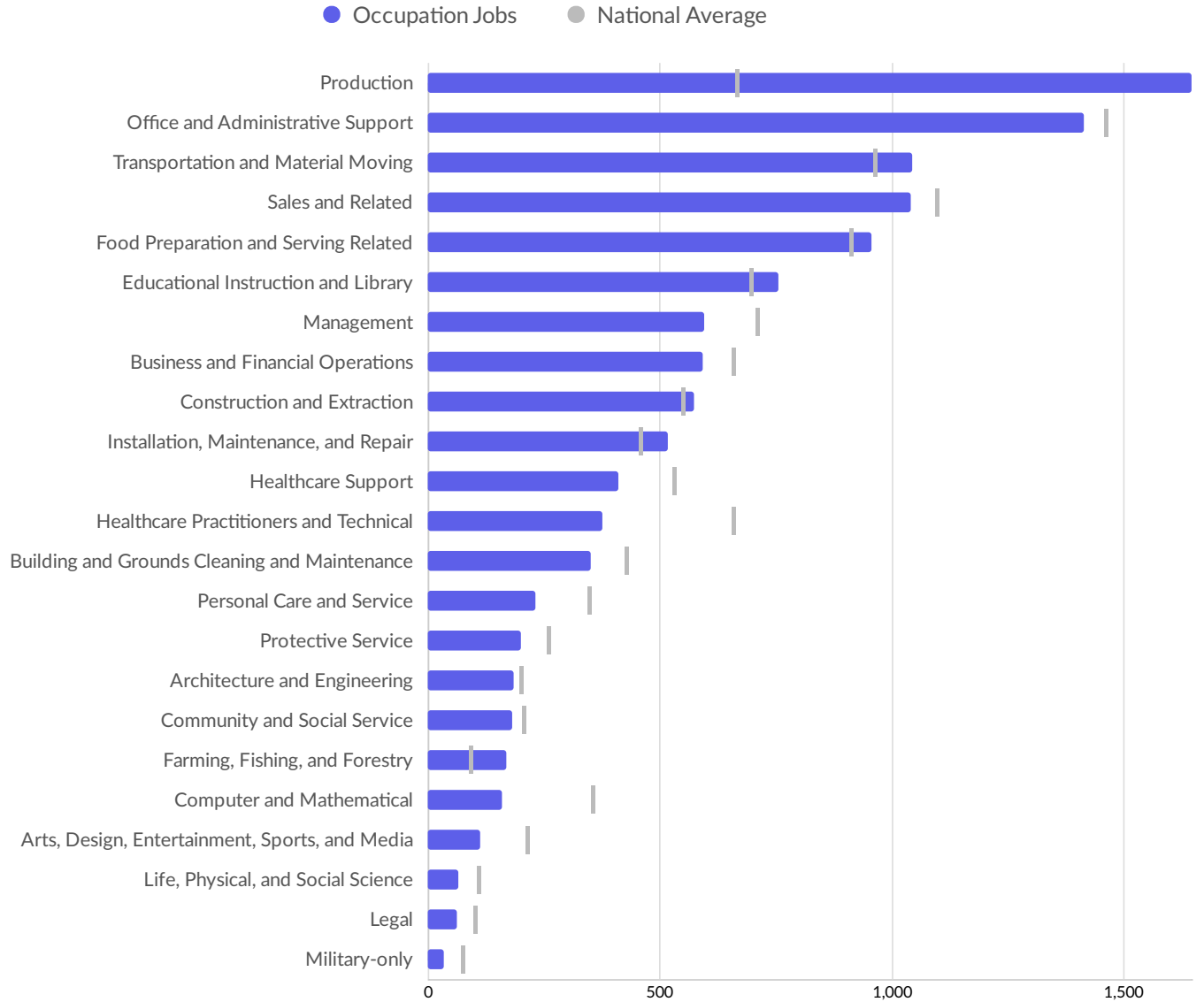
● Unique Average Monthly Postings

## Underemployment

● Jobs Requiring Ed. Level    ● Population at Ed. Level



## Largest Occupations



## Educational Pipeline

Over the last 5 years, no schools in Lincoln County, WI produced graduates.

# In-Demand Skills

