



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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Report Parameters

1 County

55069 Lincoln County, WI

Class of Worker

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

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

Economy Overview

27,572

Population (2021)

Population **decreased by 272** over the last 5 years and is projected to **decrease by 186** over the next 5 years.

11,440

Total Regional Employment

Jobs **decreased by 651** over the last 5 years but are projected to **grow by 71** 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 2021 the region's population **declined by 1.0%** since 2016, falling by 272. Population is expected to **decrease by 0.7%** between 2021 and 2026, losing 186.
- From 2016 to 2021, jobs **declined by 5.4%** in Lincoln County, WI from 12,091 to **11,440**. This change **fell short of the national growth rate of 0.4% by 5.0%**. As the number of jobs declined, the **labor force participation rate decreased from 66.0% to 64.4% between 2016 and 2021**.
- Concerning educational attainment, **13.6% of Lincoln County, WI residents possess a Bachelor's Degree** (6.7% below the national average), and **13.1% hold an Associate's Degree** (4.4% above the national average).
- The top three industries in 2021 are Insurance Carriers, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

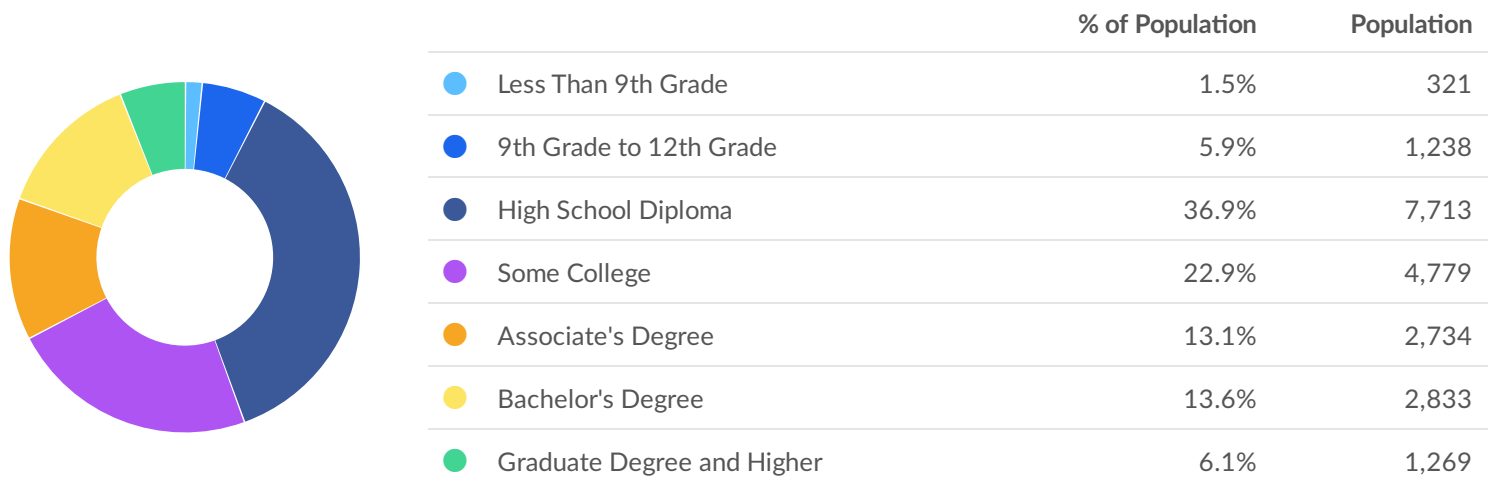
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	27,572	14,728	11,440	100.4	\$1.20B	\$2.14B	\$1.77B
NCWRPC	441,223	222,283	218,790	99.7	\$23.11B	\$30.24B	\$28.47B
Wisconsin	5,855,036	3,102,500	3,069,154	100.3	\$345.97B	\$320.32B	\$341.85B

Nov 2021 Labor Force Breakdown



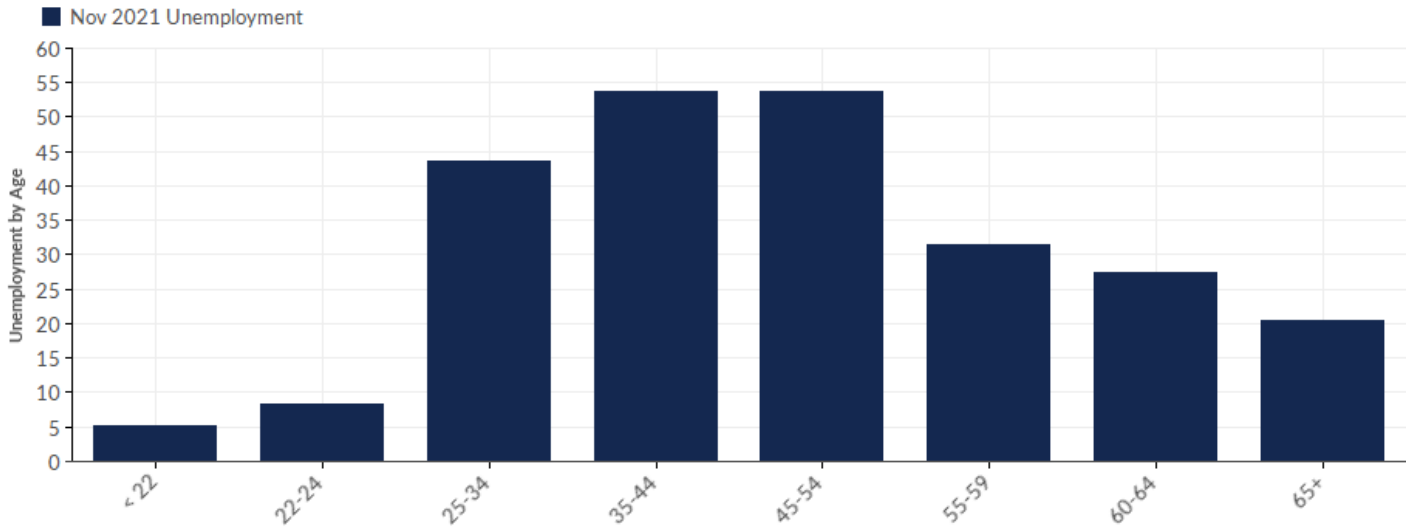
Educational Attainment

Concerning educational attainment, **13.6% of Lincoln County, WI residents possess a Bachelor's Degree** (6.7% below the national average), and **13.1% hold an Associate's Degree** (4.4% above the national average).



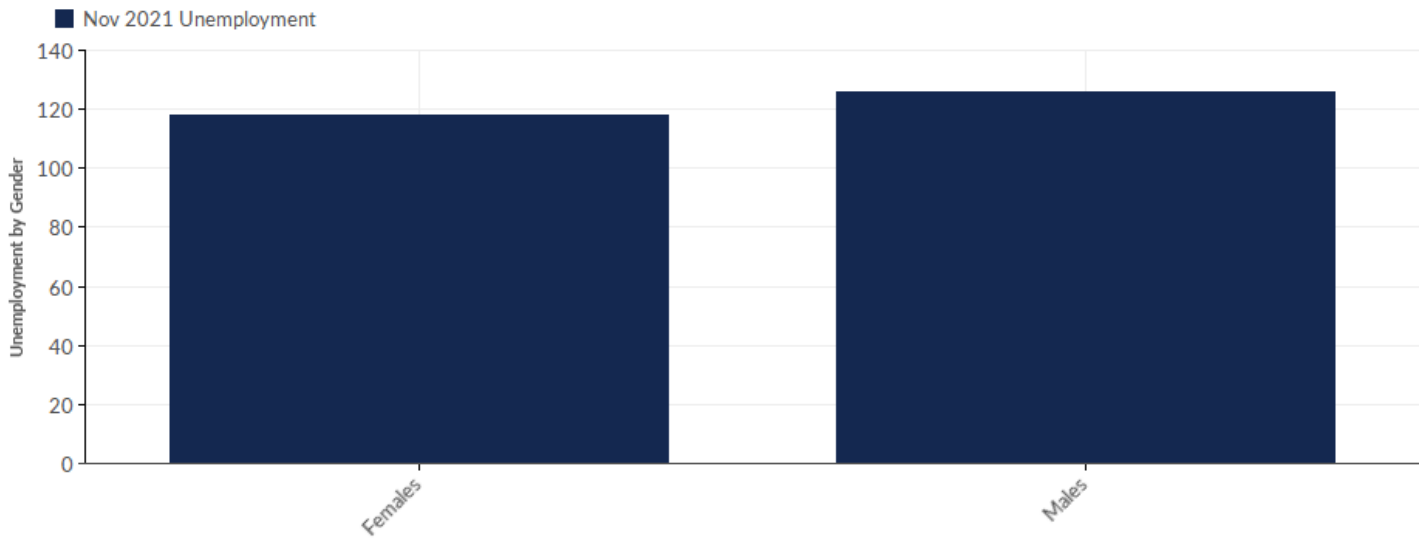
Unemployment by Demographics

Unemployment by Age



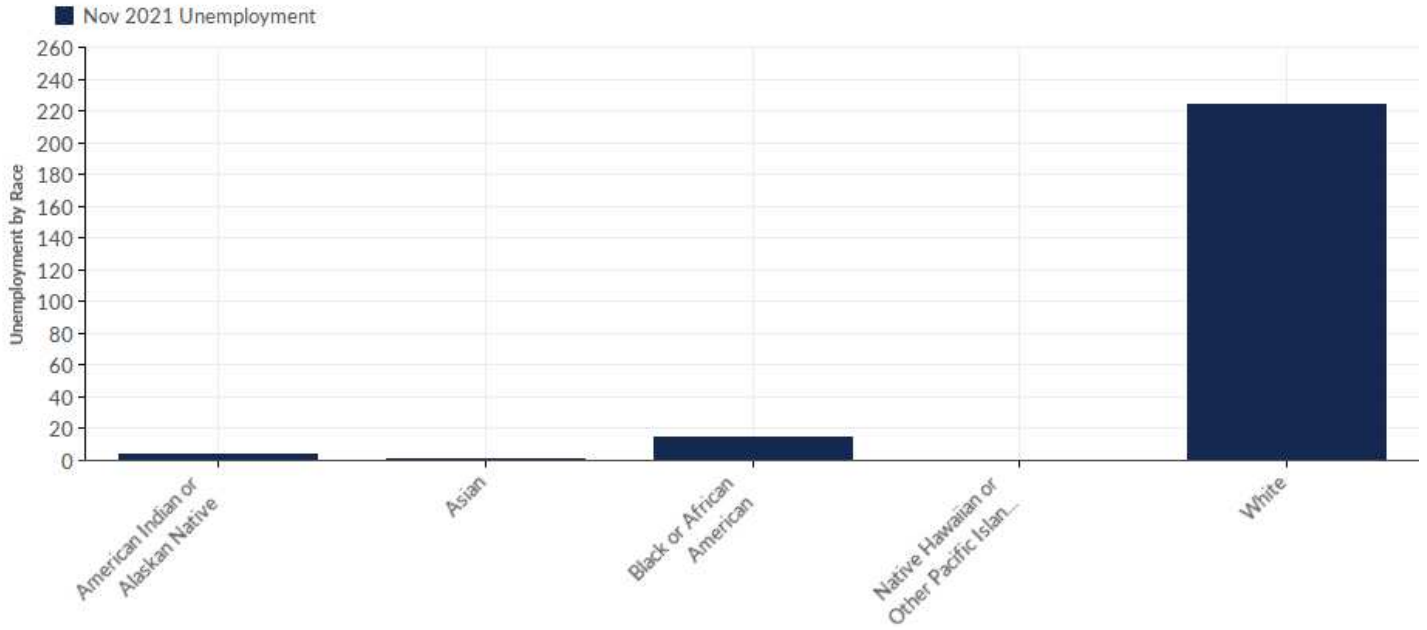
Age	Unemployment (Nov 2021)	% of Cohort
< 22	5	2.05%
22-24	8	3.28%
25-34	44	18.03%
35-44	54	22.13%
45-54	54	22.13%
55-59	31	12.70%
60-64	27	11.07%
65+	20	8.20%
Total	244	100.00%

Unemployment by Gender



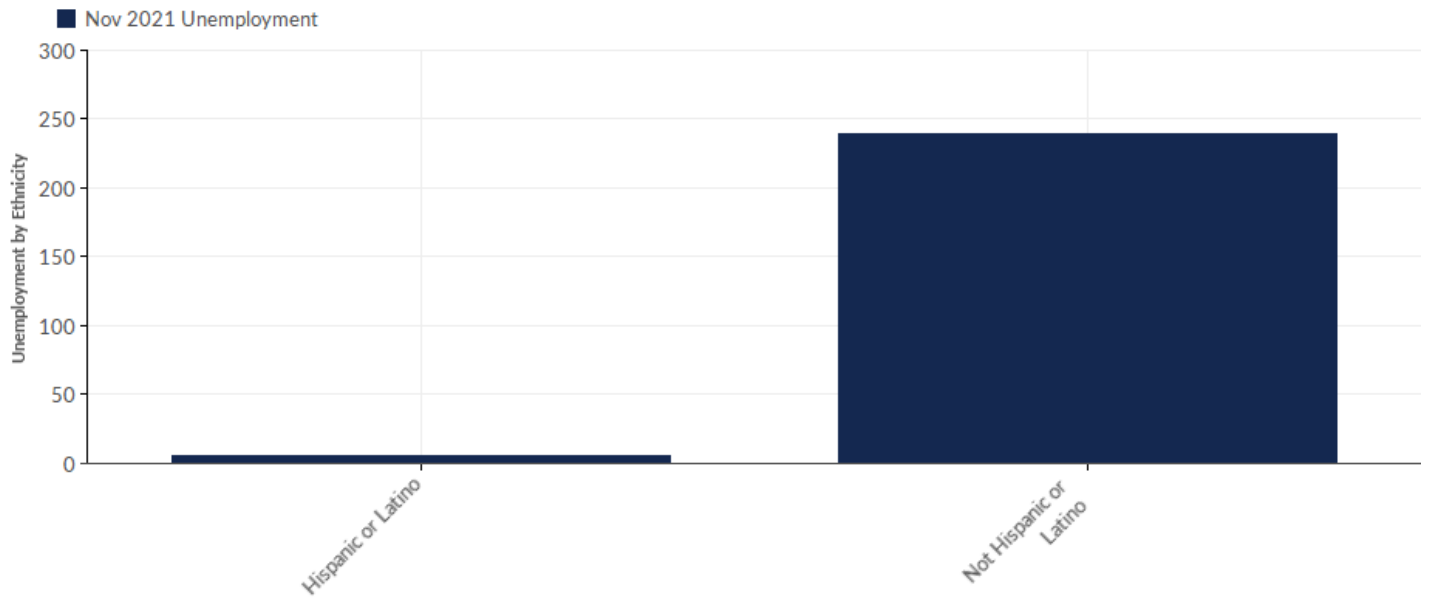
Gender	Unemployment (Nov 2021)	% of Cohort
Females	118	48.36%
Males	126	51.64%
Total	244	100.00%

Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	4	1.64%
Asian	1	0.41%
Black or African American	14	5.74%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	224	91.80%
Total	244	100.00%

Unemployment by Ethnicity

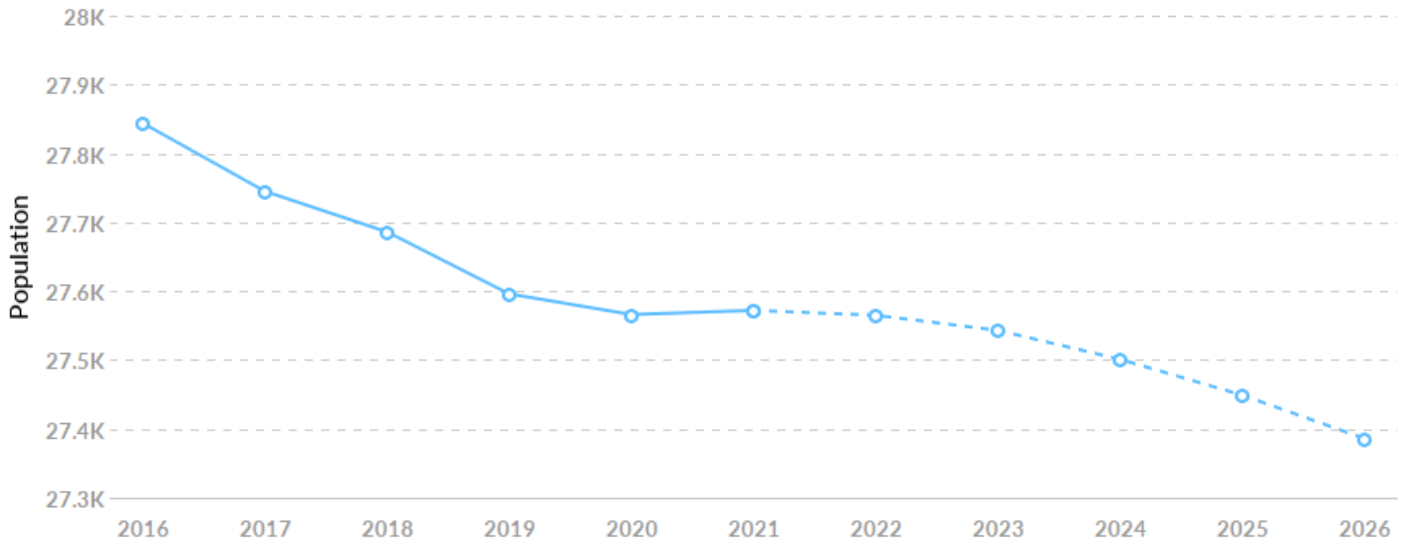


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	5	2.05%
Not Hispanic or Latino	239	97.95%
Total	244	100.00%

Historic & Projected Trends

Population Trends

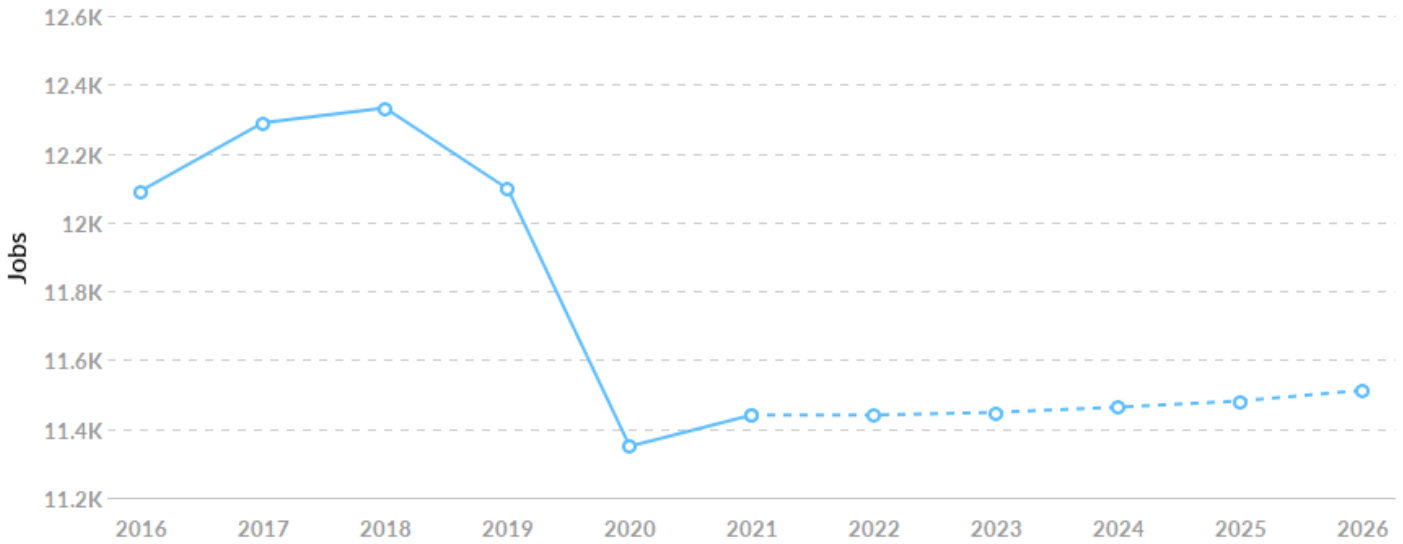
As of 2021 the region's population **declined by 1.0%** since 2016, falling by 272. Population is expected to **decrease by 0.7%** between 2021 and 2026, losing 186.



Timeframe	Population
2016	27,844
2017	27,745
2018	27,686
2019	27,596
2020	27,566
2021	27,572
2022	27,565
2023	27,543
2024	27,501
2025	27,449
2026	27,386

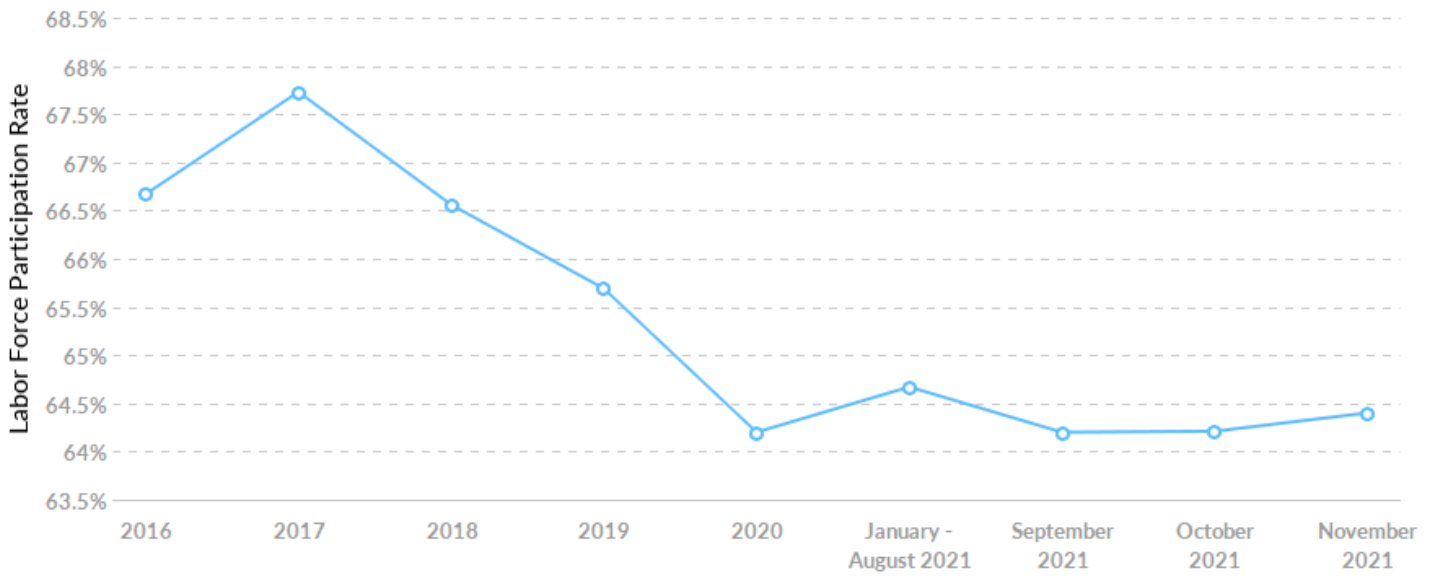
Job Trends

From 2016 to 2021, jobs declined by 5.4% in Lincoln County, WI from 12,091 to 11,440. This change fell short of the national growth rate of 0.4% by 5.0%.



Timeframe	Jobs
2016	12,091
2017	12,289
2018	12,332
2019	12,098
2020	11,349
2021	11,440
2022	11,440
2023	11,448
2024	11,463
2025	11,481
2026	11,512

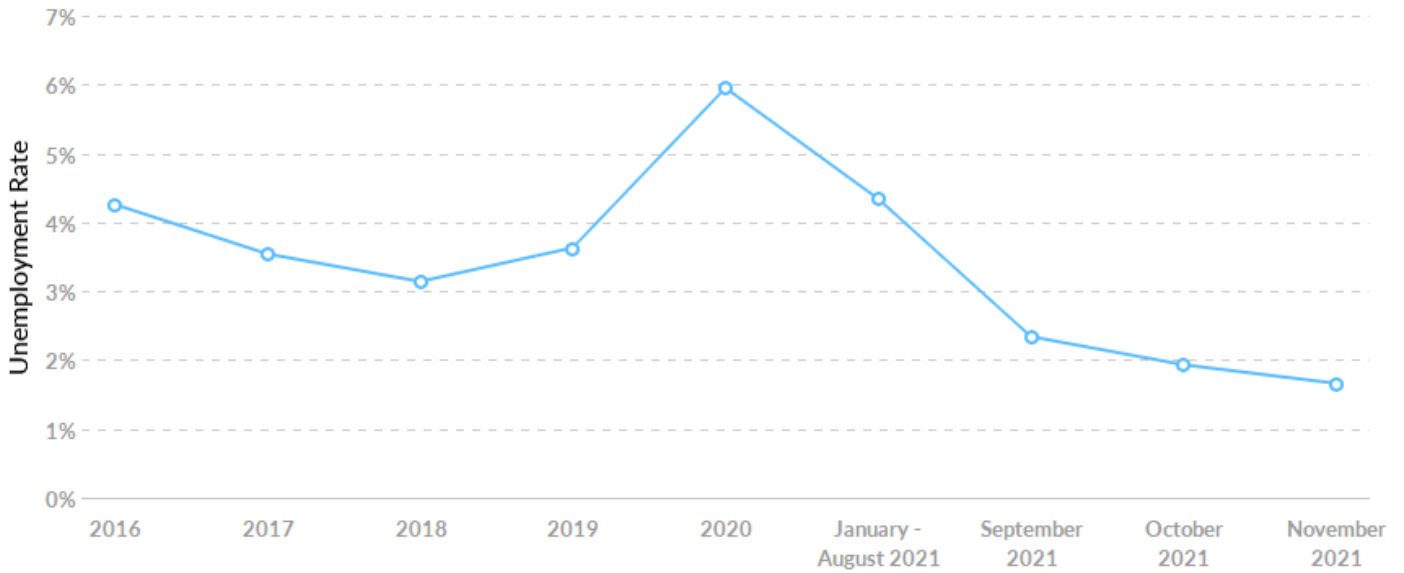
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	66.67%
2017	67.73%
2018	66.56%
2019	65.69%
2020	64.20%
January - August 2021	64.67%
September 2021	64.20%
October 2021	64.21%
November 2021	64.40%

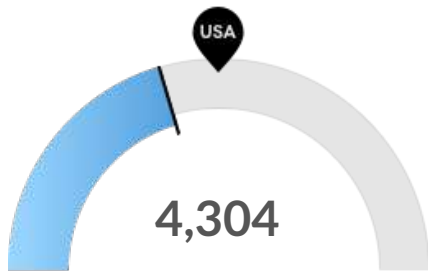
Unemployment Rate Trends

Lincoln County, WI had a November 2021 unemployment rate of 1.66%, **decreasing from 4.26%** 5 years before.



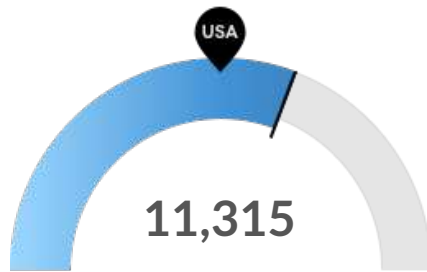
Timeframe	Unemployment Rate
2016	4.26%
2017	3.54%
2018	3.14%
2019	3.63%
2020	5.95%
January - August 2021	4.34%
September 2021	2.34%
October 2021	1.93%
November 2021	1.66%

Population Characteristics



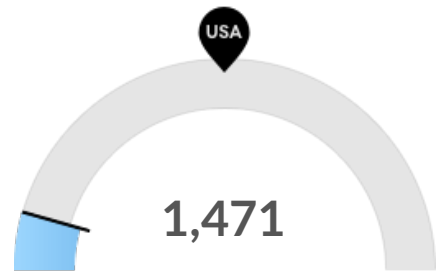
Millennials

Lincoln County, WI has 4,304 millennials (ages 25-39). The national average for an area this size is 5,681.



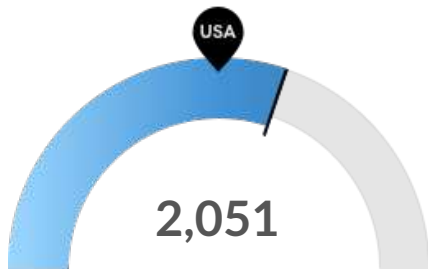
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,204 people 55 or older, while there are 11,315 here.



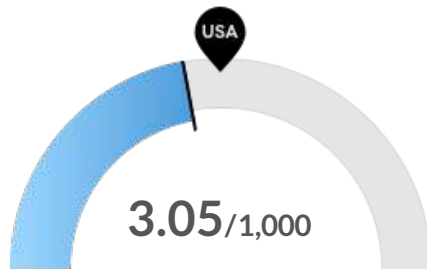
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 11,103 racially diverse people, while there are 1,471 here.



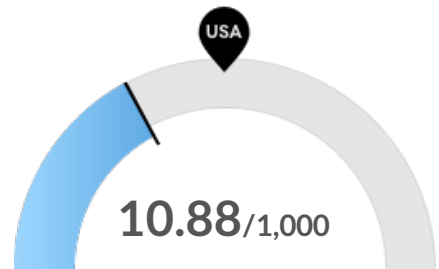
Veterans

Lincoln County, WI has 2,051 veterans. The national average for an area this size is 1,532.



Violent Crime

Lincoln County, WI has 3.05 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

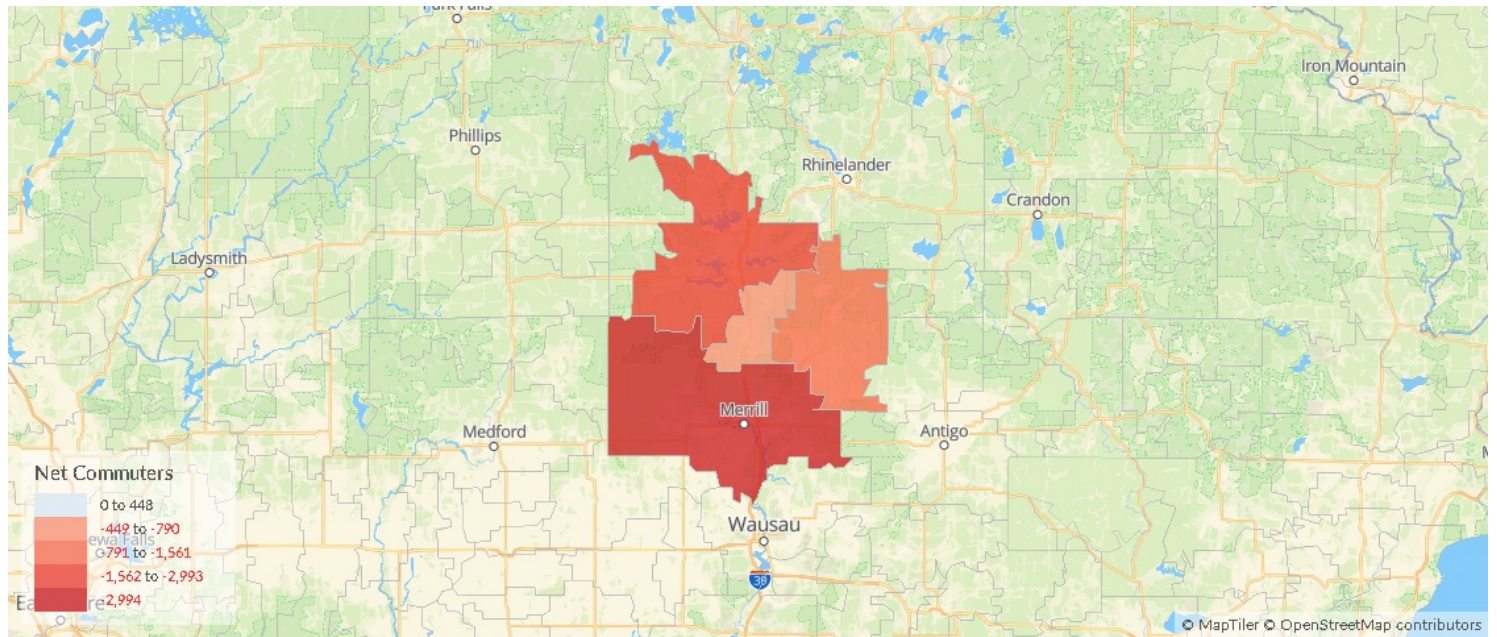


Property Crime

Lincoln County, WI has 10.88 property crimes per 1,000 people. The national rate is 17.91 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	2021 Employment
54452	Merrill, WI (in Lincoln c...	7,207
54487	Tomahawk, WI (in Linco...	3,696
54435	Gleason, WI (in Lincoln ...	323
54442	Irma, WI (in Lincoln cou...	173
54532	Heafford Junction, WI (i...	40

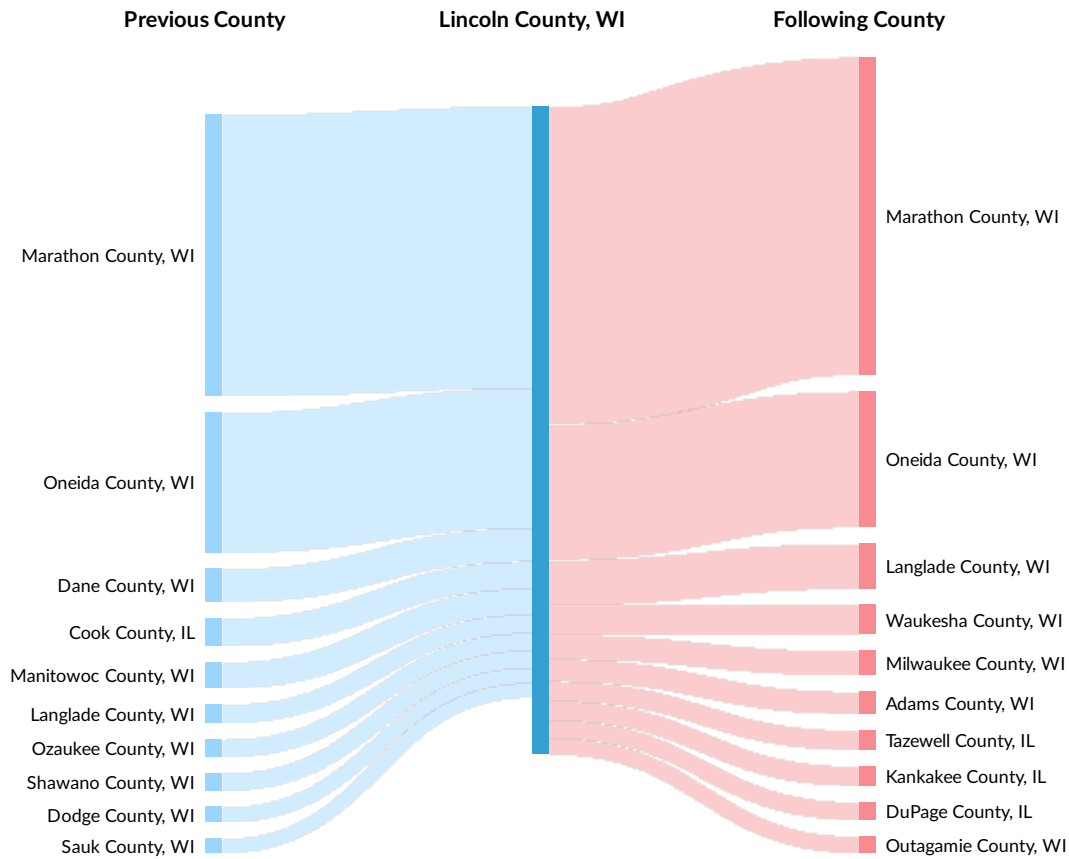
Where Talent Lives

ZIP	Name	2021 Workers
54452	Merrill, WI (in Lincoln c...	10,202
54487	Tomahawk, WI (in Linco...	5,259
54435	Gleason, WI (in Lincoln ...	1,113
54442	Irma, WI (in Lincoln cou...	623
54532	Heafford Junction, WI (i...	40

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 2019, 238 people have migrated from Marathon County, WI to Lincoln County, WI. In the same year, 269 people left Lincoln County, WI migrating to Marathon County, WI. The total Net Migration for Lincoln County, WI in 2019 was -41.

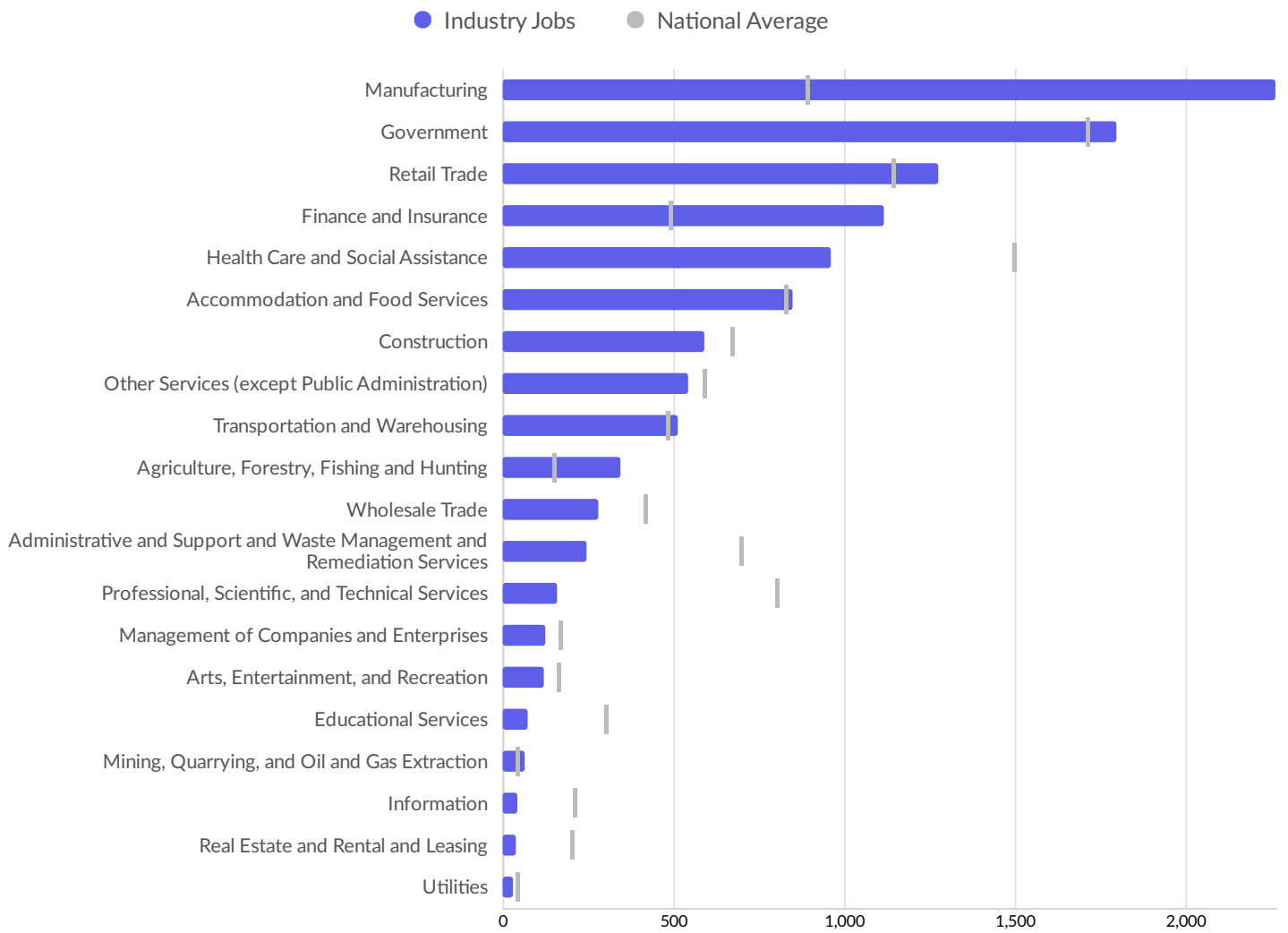


Top Previous Counties	Migrations
Marathon County, WI	238
Oneida County, WI	118
Dane County, WI	28
Cook County, IL	23
Manitowoc County, WI	22
Langlade County, WI	16

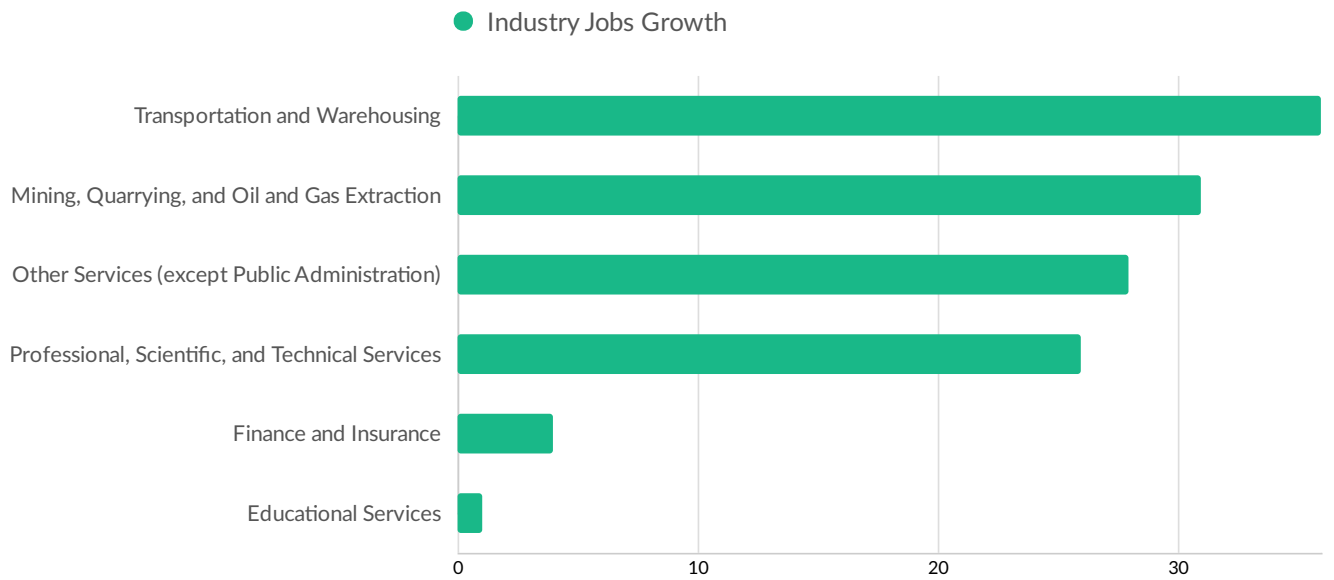
Top Previous Counties	Migrations
Ozaukee County, WI	15
Shawano County, WI	15
Dodge County, WI	13
Sauk County, WI	12
Eau Claire County, WI	12
Taylor County, WI	11
Portage County, WI	11
Vilas County, WI	10
Price County, WI	10
Top Following Counties	Migrations
Marathon County, WI	269
Oneida County, WI	115
Langlade County, WI	38
Waukesha County, WI	25
Milwaukee County, WI	20
Adams County, WI	19
Tazewell County, IL	16
Kankakee County, IL	16
DuPage County, IL	15
Outagamie County, WI	14
Brown County, WI	13
Eau Claire County, WI	13
Kenosha County, WI	12
Dane County, WI	12
Columbia County, WI	12

Industry Characteristics

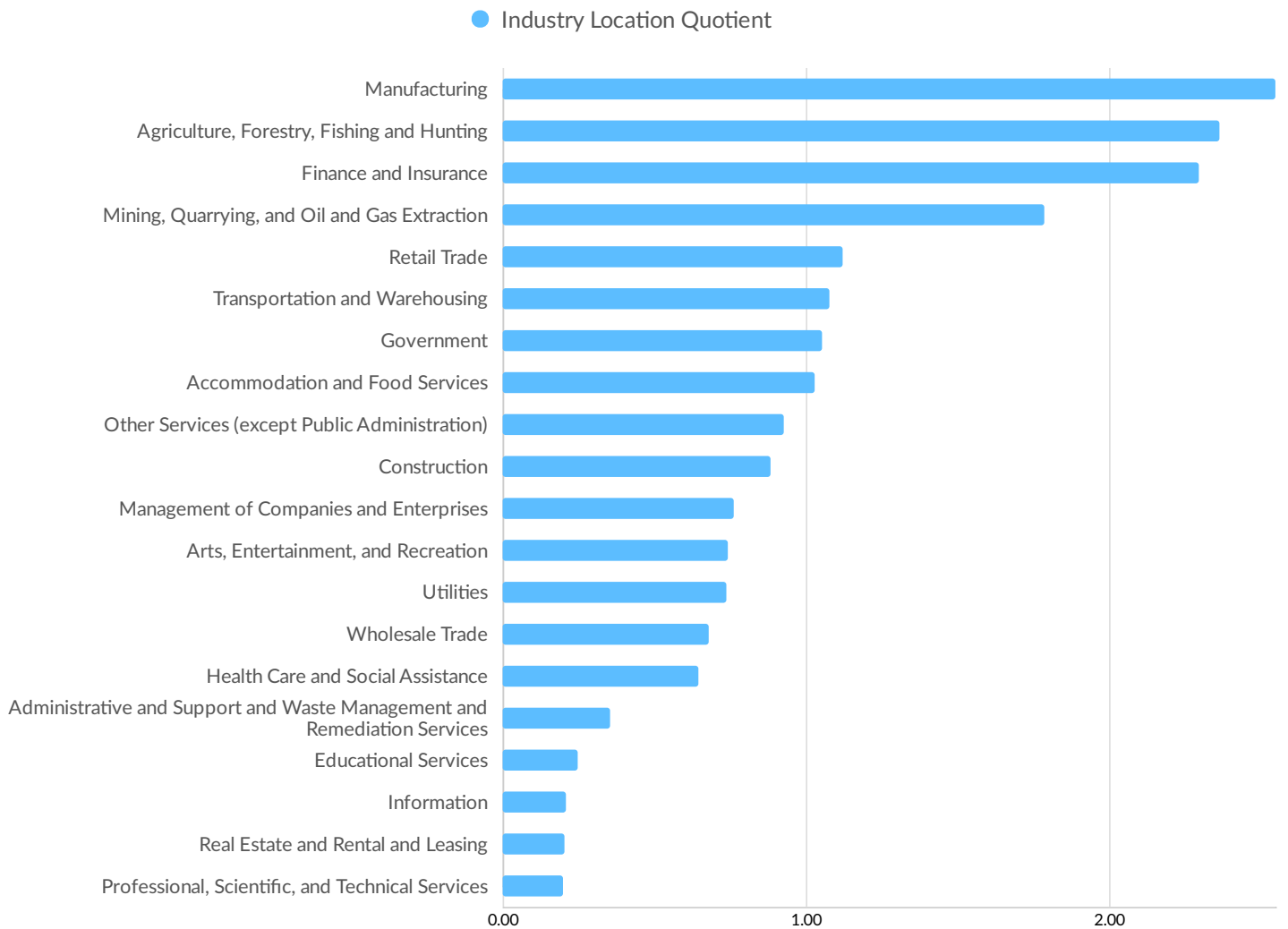
Largest Industries



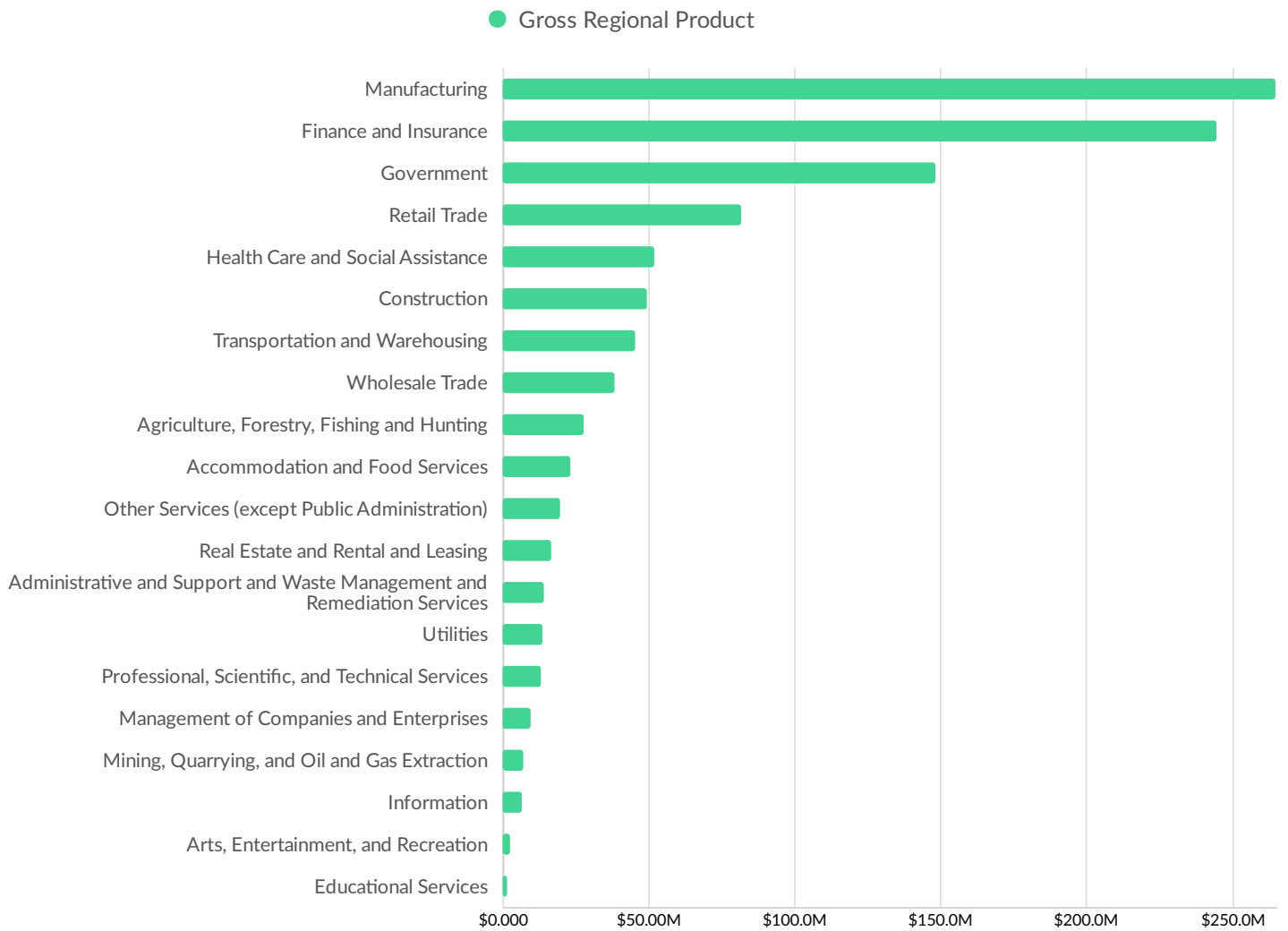
Top Growing Industries



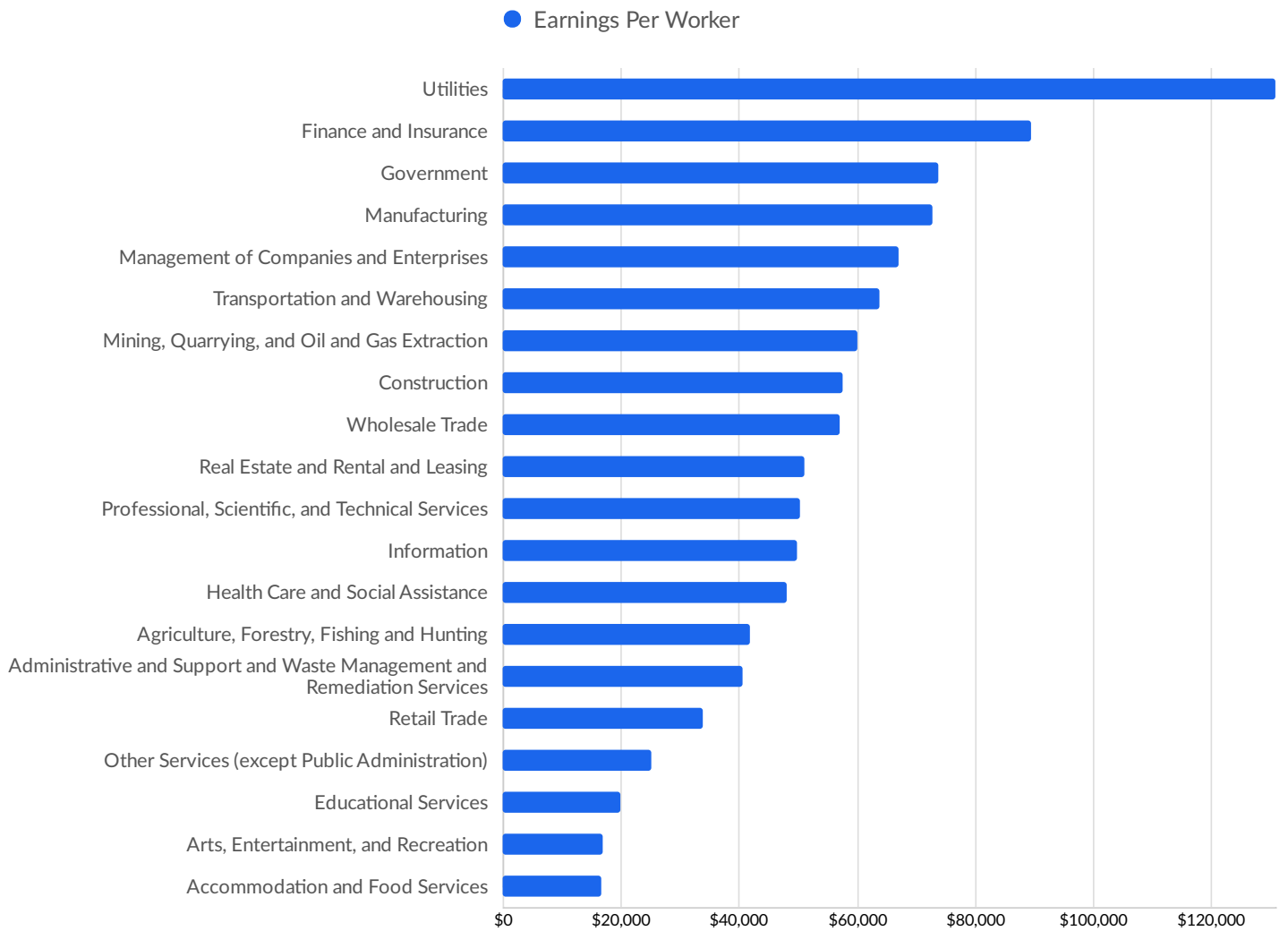
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



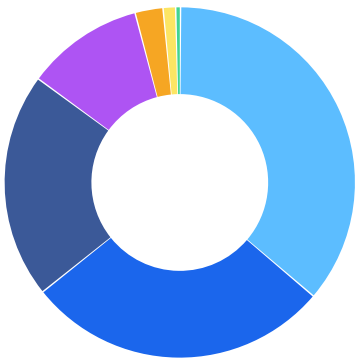
Business Characteristics

1,535 Companies Employ Your Workers

Online profiles for your workers mention 1,535 companies as employers, with the top 10 appearing below. In the last 12 months, 242 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...	265 	Church Mutual Insurance Comp...	146 
Merrill Area Public Schools	107 	Aspirus	77 
Aspirus	83 	Compagnie Mutuelle D'assuranc...	66 
Packaging Corporation of Ameri...	69 	Harley-Davidson	54 
Harley-Davidson	67 	Kwik Trip	42 
Ministry Health Care	49 	Ascension	41 
Marshfield Clinic	44 	Packaging Corporation of Ameri...	36 
Agra Industries	38 	Marshfield Clinic	30 
State of Wisconsin	38 	North Shore Healthcare	30 
Walmart	38 	The Home Depot	29 

Business Size

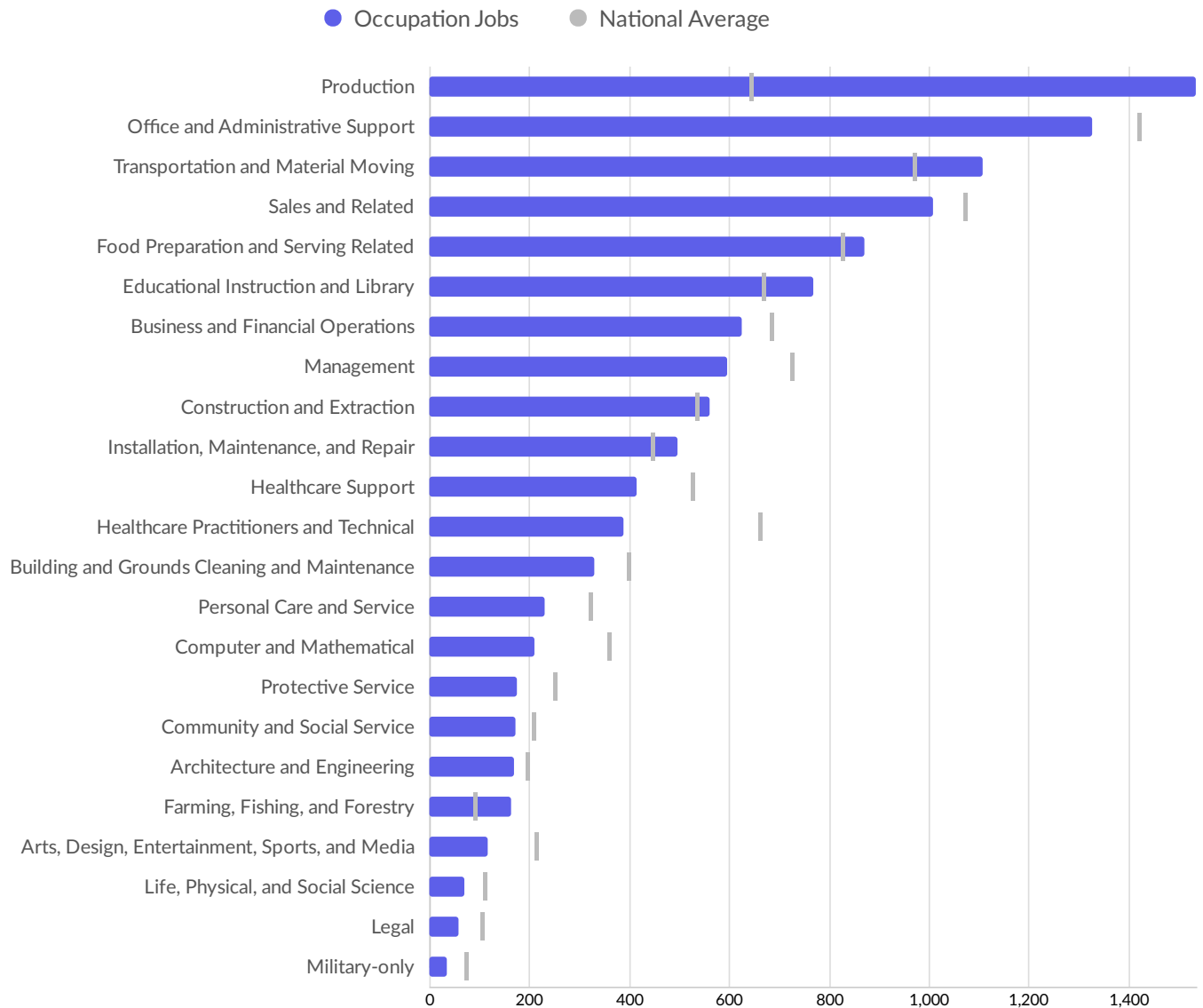


	Percentage	Business Count
● 1 to 4 employees	36.1%	407
● 5 to 9 employees	28.1%	316
● 10 to 19 employees	20.8%	234
● 20 to 49 employees	10.8%	122
● 50 to 99 employees	2.6%	29
● 100 to 249 employees	1.2%	13
● 250 to 499 employees	0.4%	5

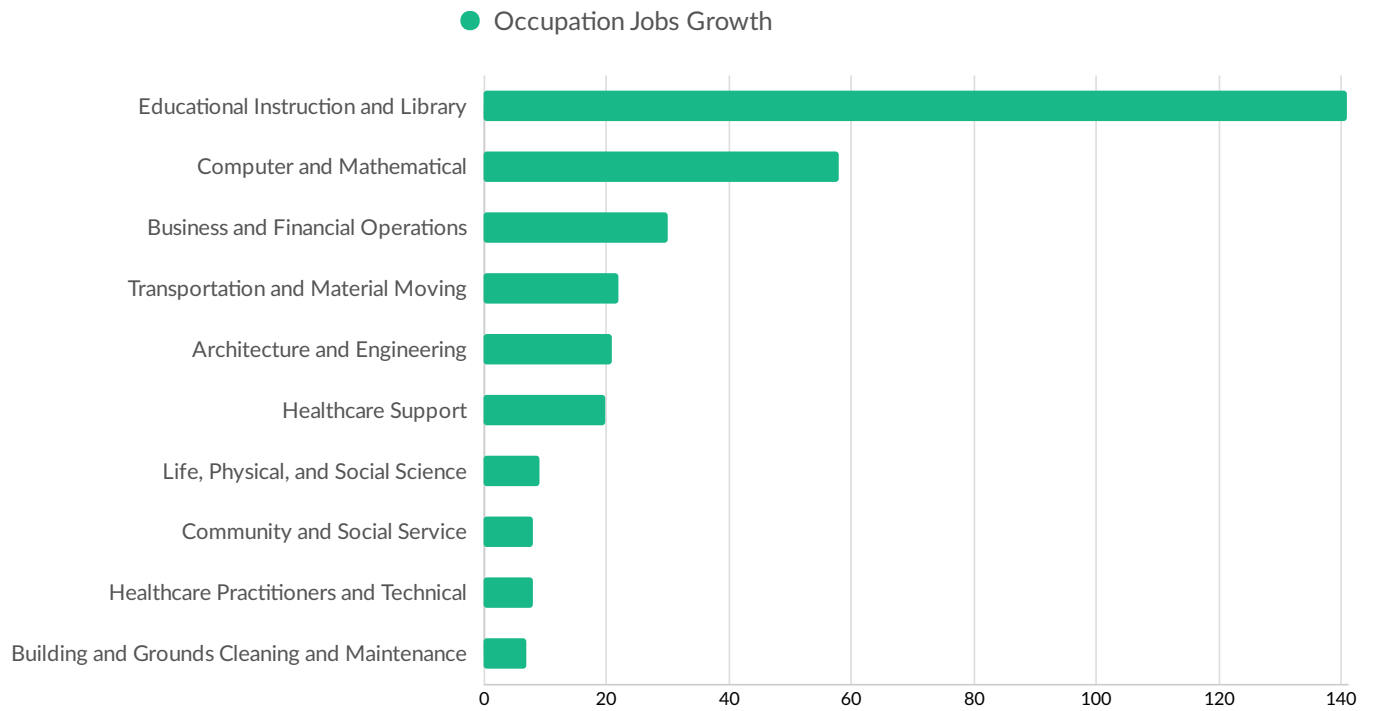
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

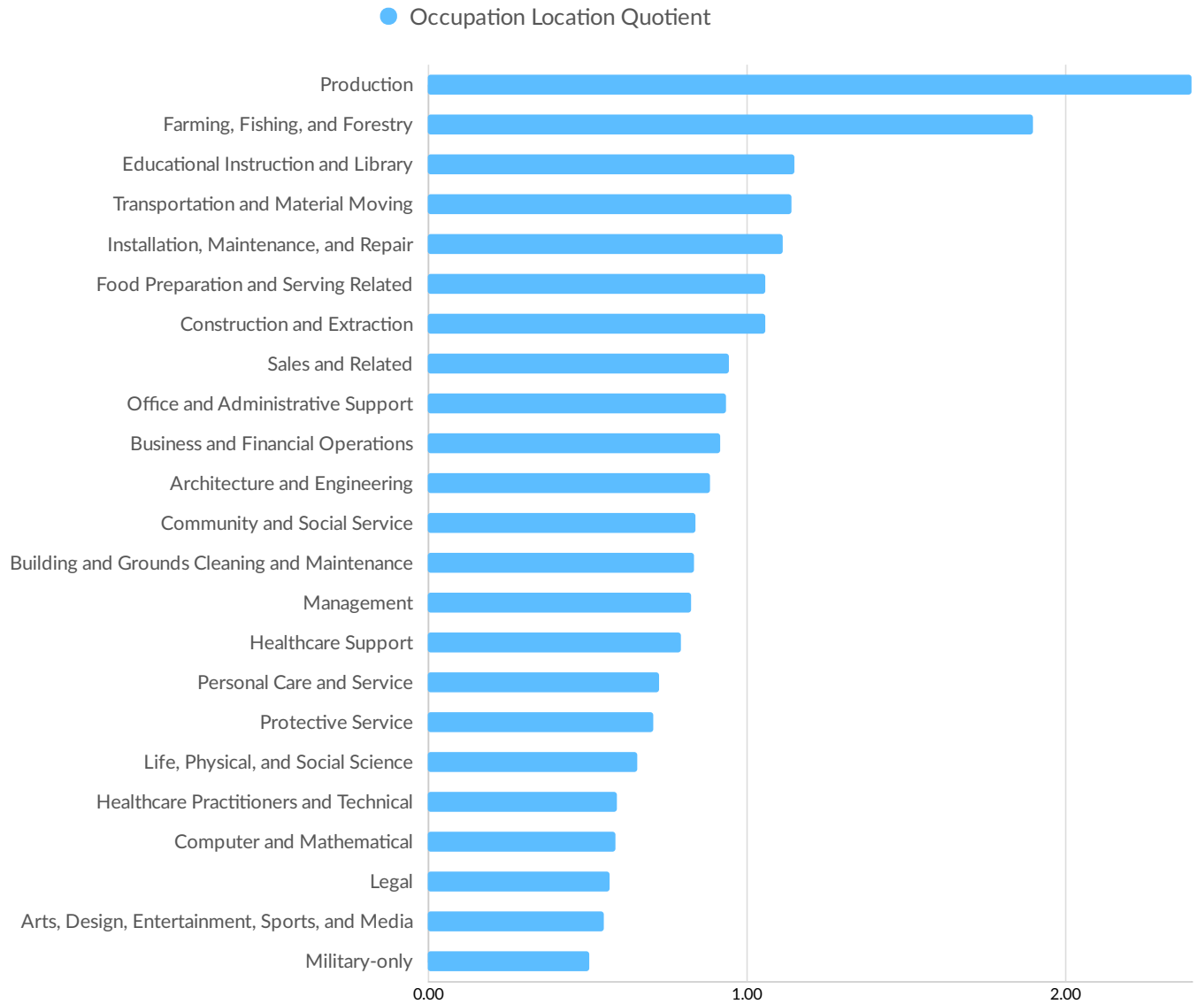
Largest Occupations



Top Growing Occupations



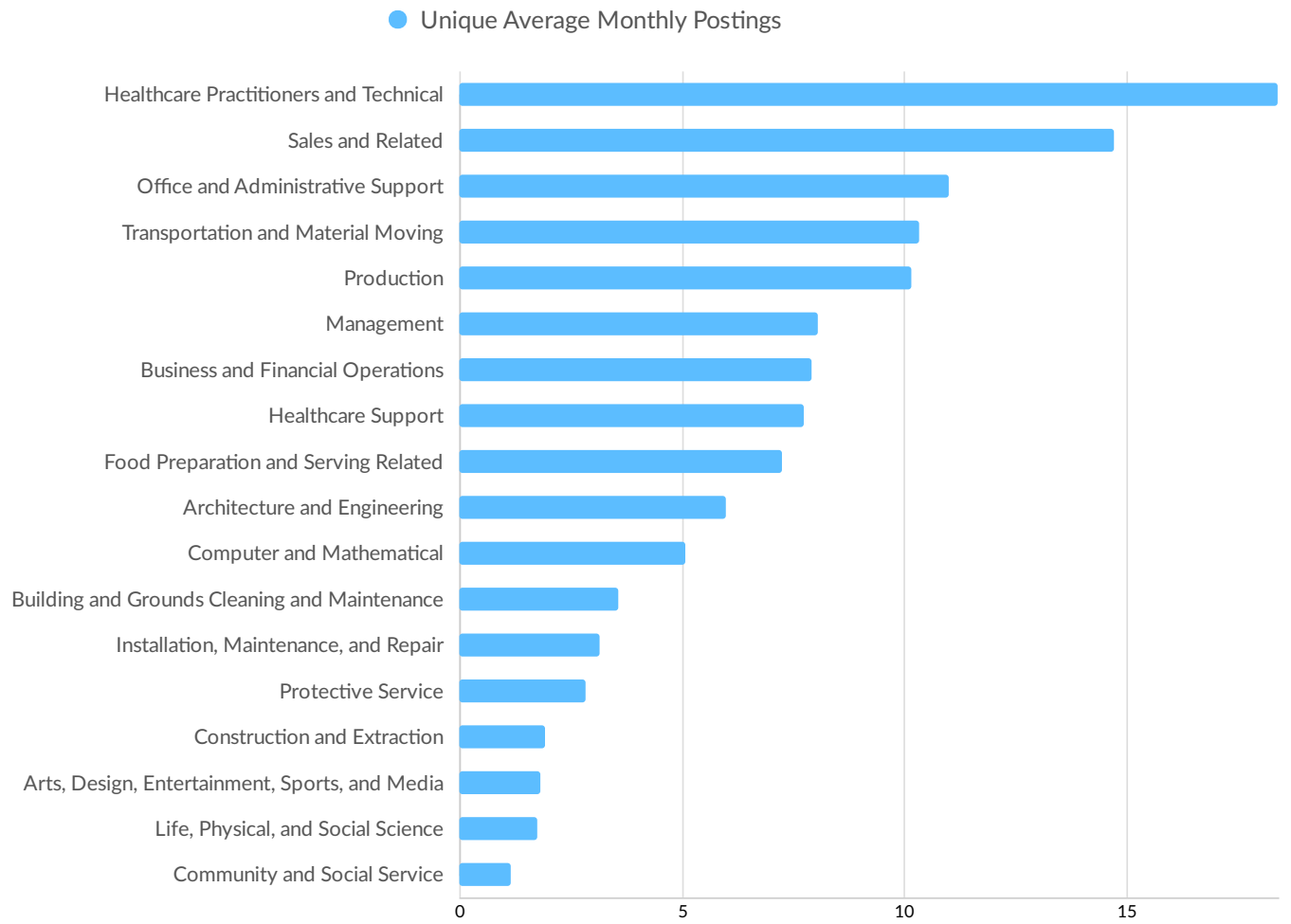
Top Occupation Location Quotient



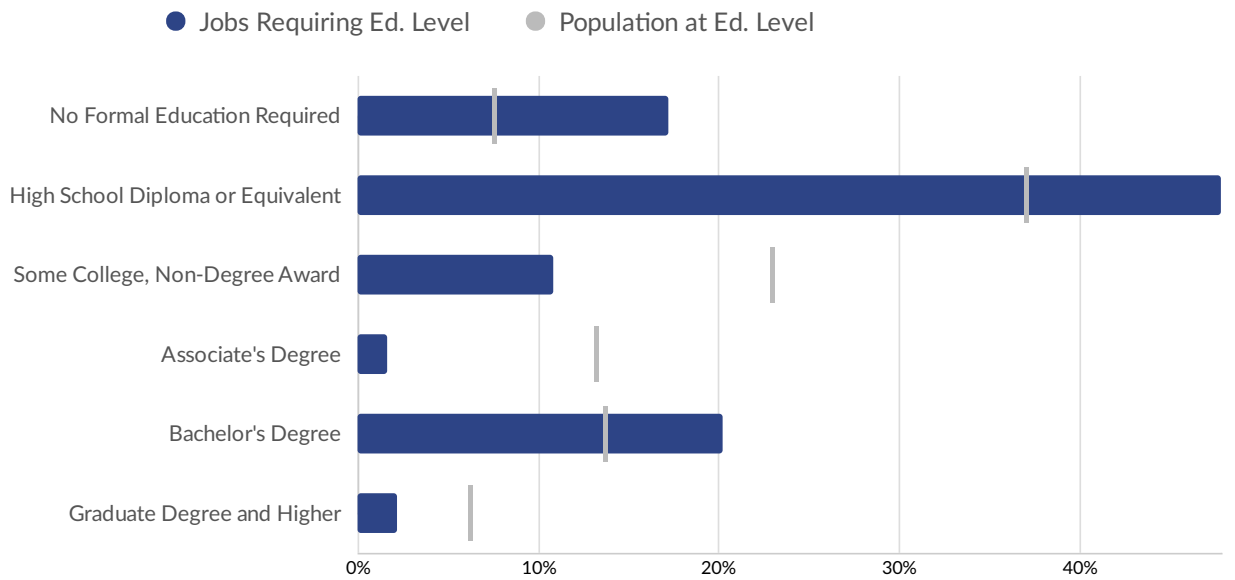
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

