



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

27,615

Population (2021)

Population **decreased by 229** over the last 5 years and is projected to **decrease by 11** over the next 5 years.

11,454

Total Regional Employment

Jobs **decreased by 637** over the last 5 years but are projected to **grow by 19** 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 0.8%** since 2016, falling by 229. Population is expected to **decrease by 0.0%** between 2021 and 2026, losing 11.
- From 2016 to 2021, jobs **declined by 5.3%** in Lincoln County, WI from 12,091 to **11,454**. This change **fell short of the national growth rate of 0.7% by 6.0%**. As the number of jobs declined, the **labor force participation rate decreased from 65.9% 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 Local Government, Excluding Education and Hospitals.

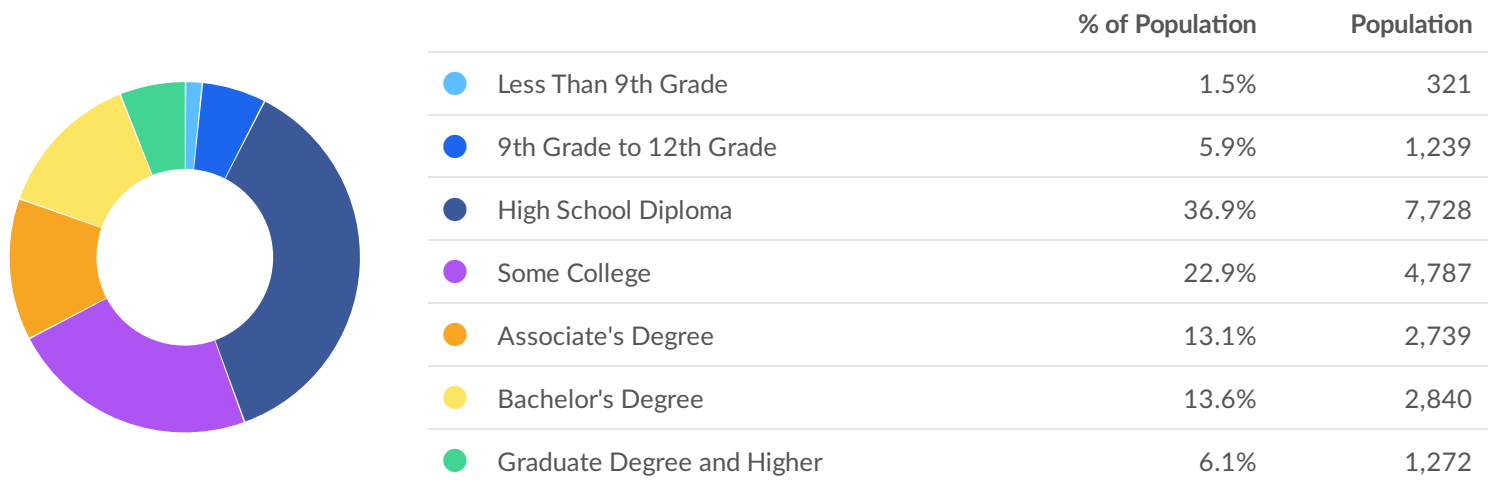
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	27,615	14,770	11,454	100.4	\$1.21B	\$2.17B	\$1.80B
NCWRPC	442,118	224,156	219,837	99.7	\$23.27B	\$30.68B	\$28.86B
Wisconsin	5,862,467	3,124,751	3,092,982	100.3	\$350.81B	\$326.32B	\$348.63B

Dec 2021 Labor Force Breakdown



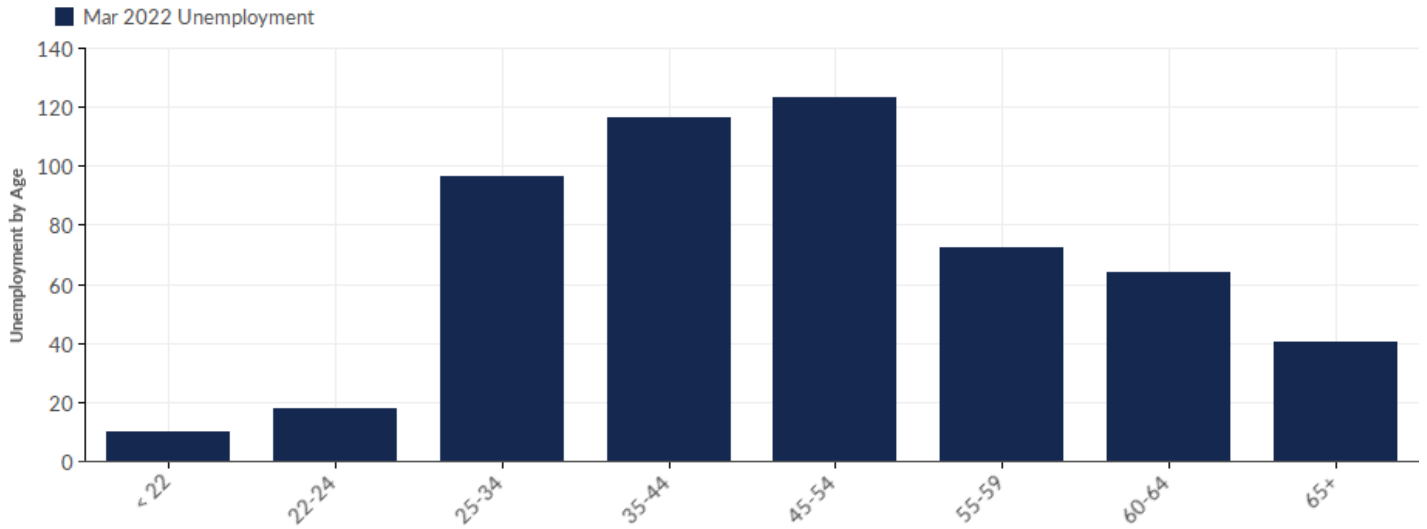
Educational Attainment

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).



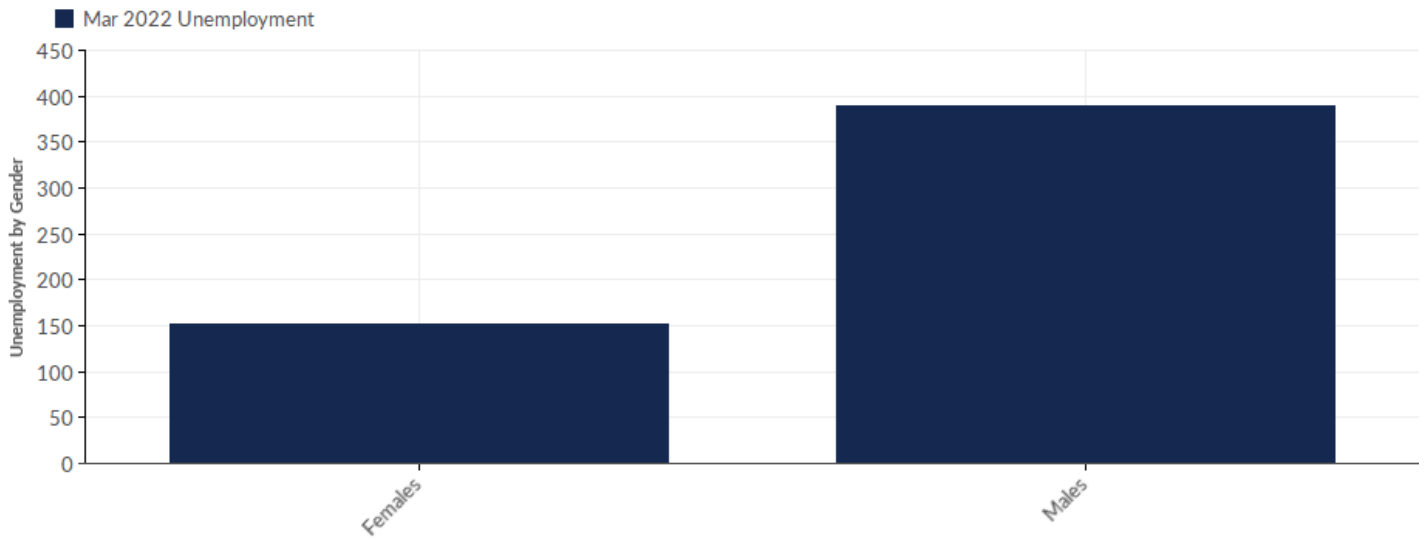
Unemployment by Demographics

Unemployment by Age



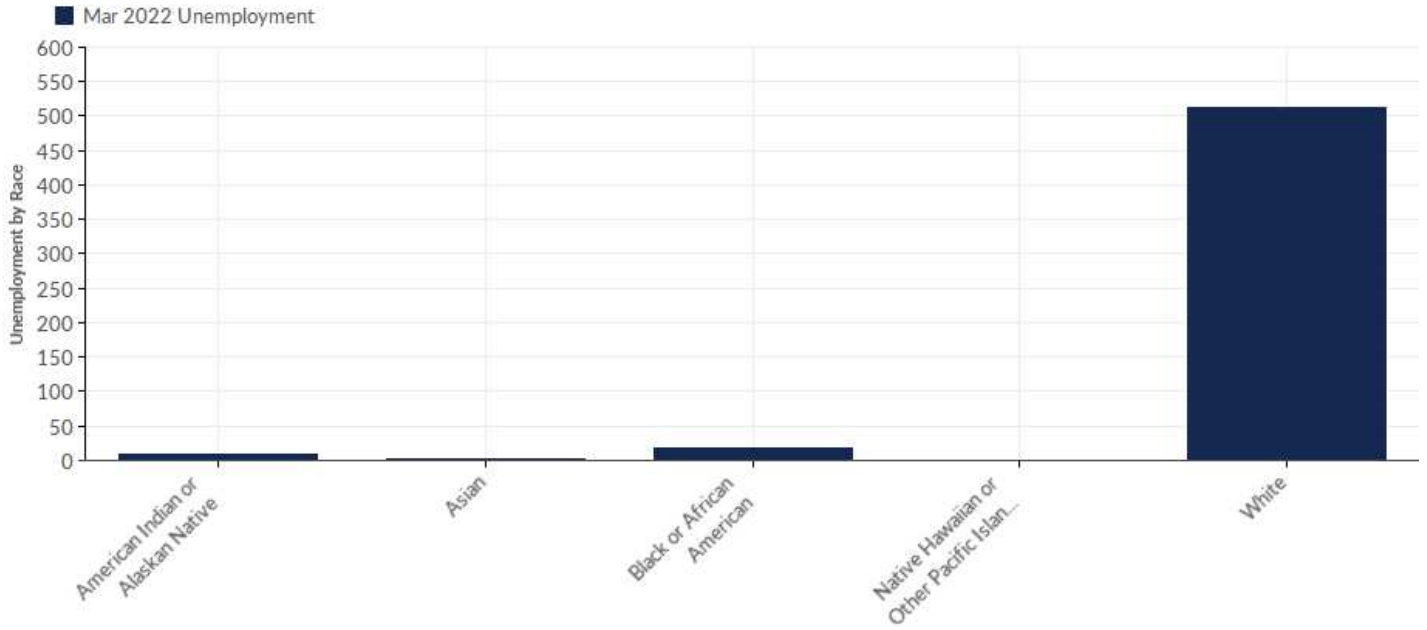
Age	Unemployment (Mar 2022)	% of Unemployed
< 22	10	1.85%
22-24	18	3.33%
25-34	96	17.74%
35-44	116	21.44%
45-54	123	22.74%
55-59	72	13.31%
60-64	64	11.83%
65+	41	7.58%
Total	541	100.00%

Unemployment by Gender



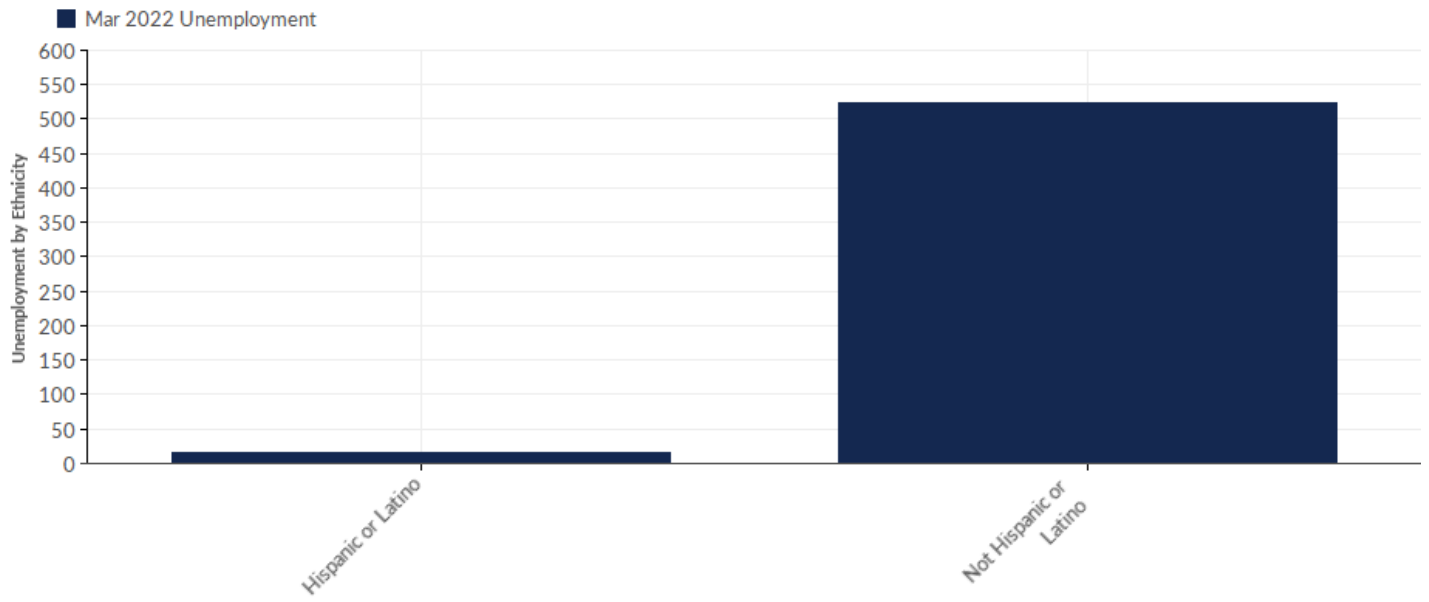
Gender	Unemployment (Mar 2022)	% of Unemployed
Females	151	27.91%
Males	390	72.09%
Total	541	100.00%

Unemployment by Race



Race	Unemployment (Mar 2022)	% of Unemployed
American Indian or Alaskan Native	9	1.66%
Asian	2	0.37%
Black or African American	18	3.33%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	511	94.45%
Total	541	100.00%

Unemployment by Ethnicity

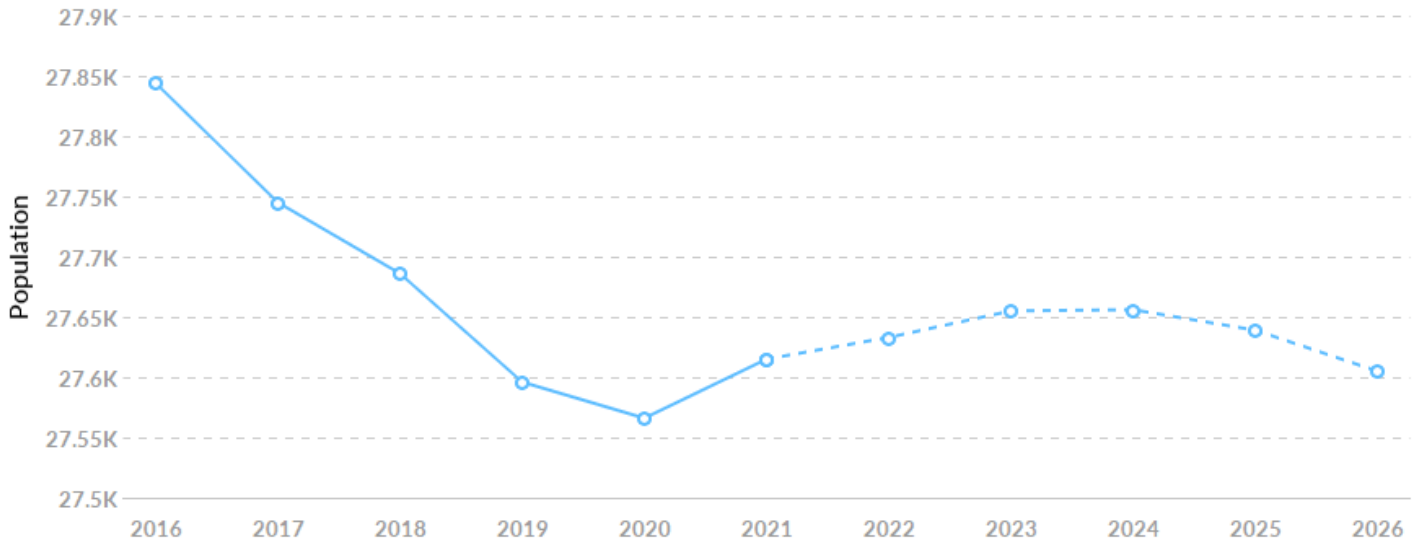


Ethnicity	Unemployment (Mar 2022)	% of Unemployed
Hispanic or Latino	17	3.14%
Not Hispanic or Latino	524	96.86%
Total	541	100.00%

Historic & Projected Trends

Population Trends

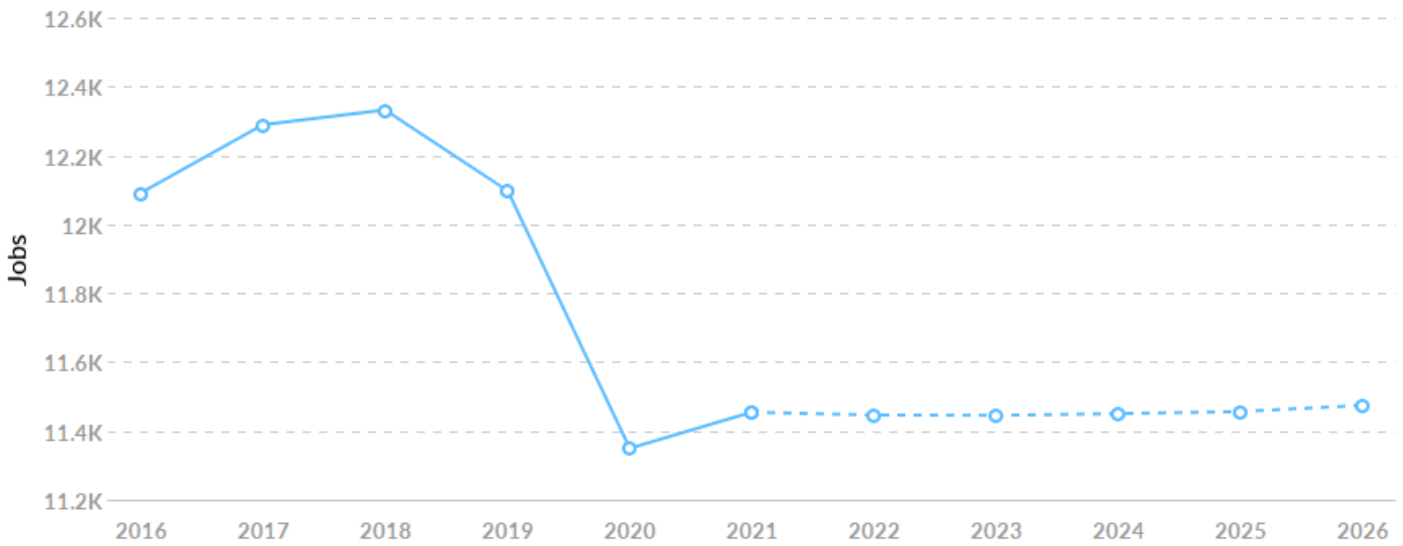
As of 2021 the region's population **declined by 0.8%** since 2016, falling by 229. Population is expected to **decrease by 0.0%** between 2021 and 2026, losing 11.



Timeframe	Population
2016	27,844
2017	27,745
2018	27,686
2019	27,596
2020	27,566
2021	27,615
2022	27,633
2023	27,655
2024	27,656
2025	27,639
2026	27,605

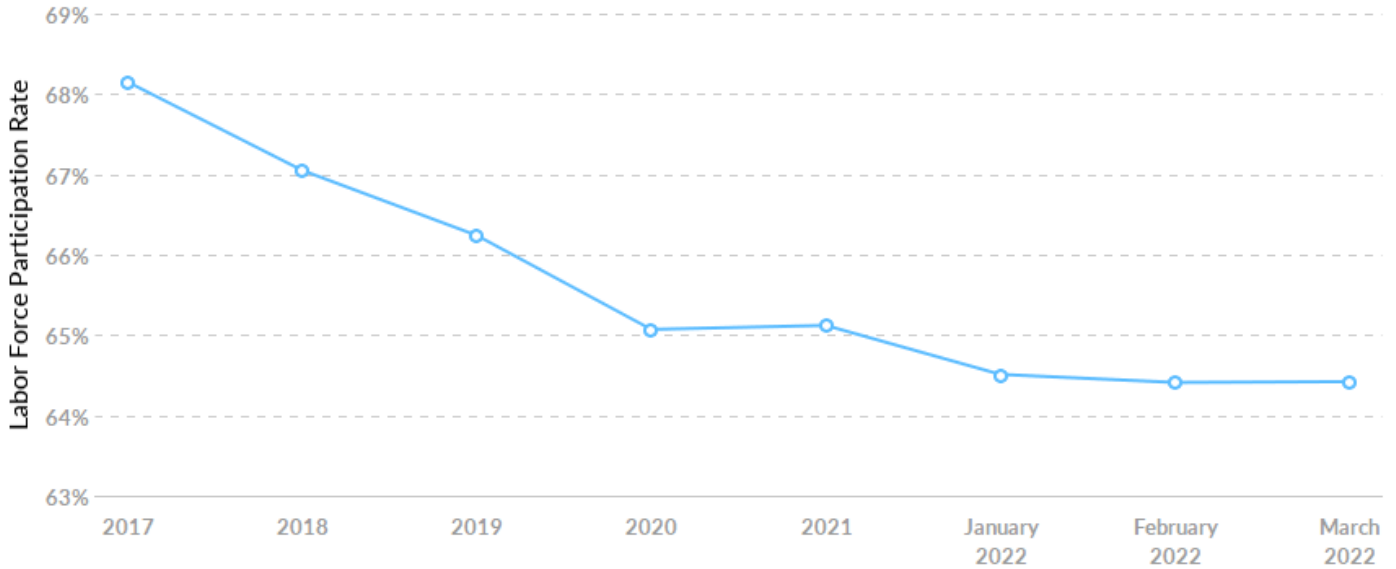
Job Trends

From 2016 to 2021, jobs declined by 5.3% in Lincoln County, WI from 12,091 to 11,454. This change fell short of the national growth rate of 0.7% by 6.0%.



Timeframe	Jobs
2016	12,091
2017	12,289
2018	12,332
2019	12,098
2020	11,349
2021	11,454
2022	11,446
2023	11,445
2024	11,450
2025	11,456
2026	11,474

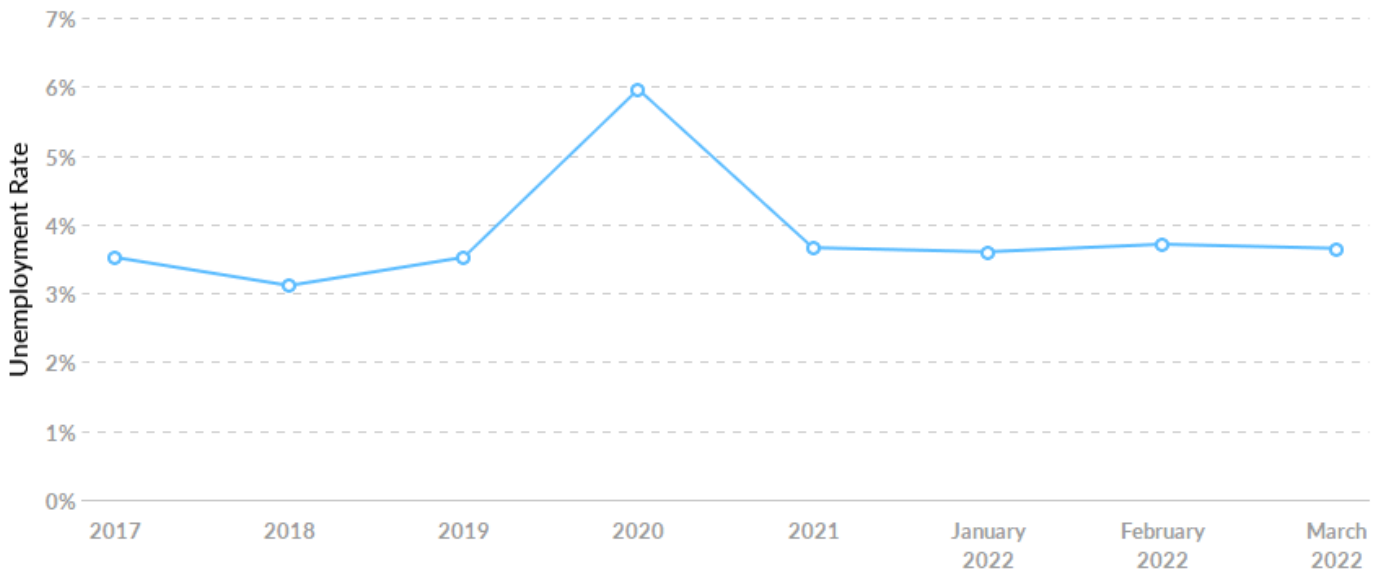
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	68.15%
2018	67.05%
2019	66.24%
2020	65.07%
2021	65.12%
January 2022	64.51%
February 2022	64.41%
March 2022	64.42%

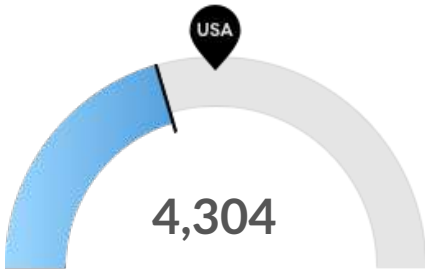
Unemployment Rate Trends

Lincoln County, WI had a March 2022 unemployment rate of 3.65%, **increasing from 3.52% 5 years before.**



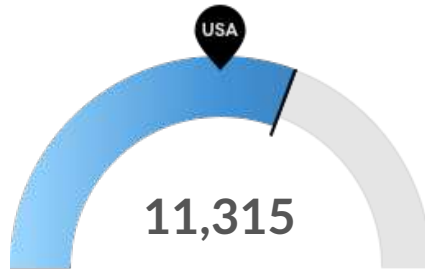
Timeframe	Unemployment Rate
2017	3.52%
2018	3.11%
2019	3.52%
2020	5.96%
2021	3.66%
January 2022	3.60%
February 2022	3.71%
March 2022	3.65%

Population Characteristics



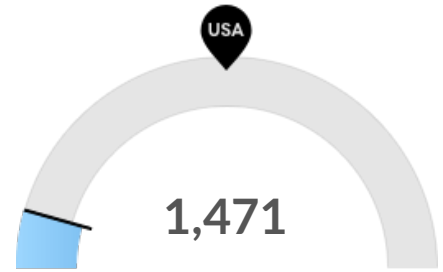
Millennials

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



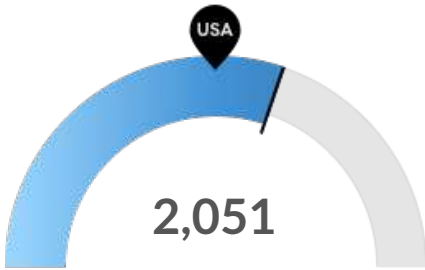
Retiring Soon

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.



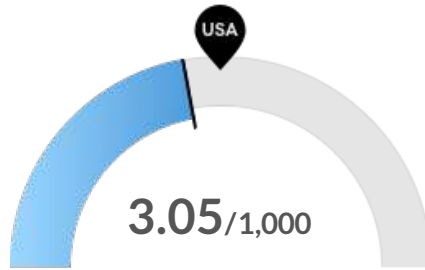
Racial Diversity

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.



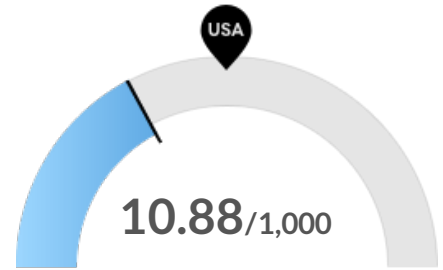
Veterans

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.

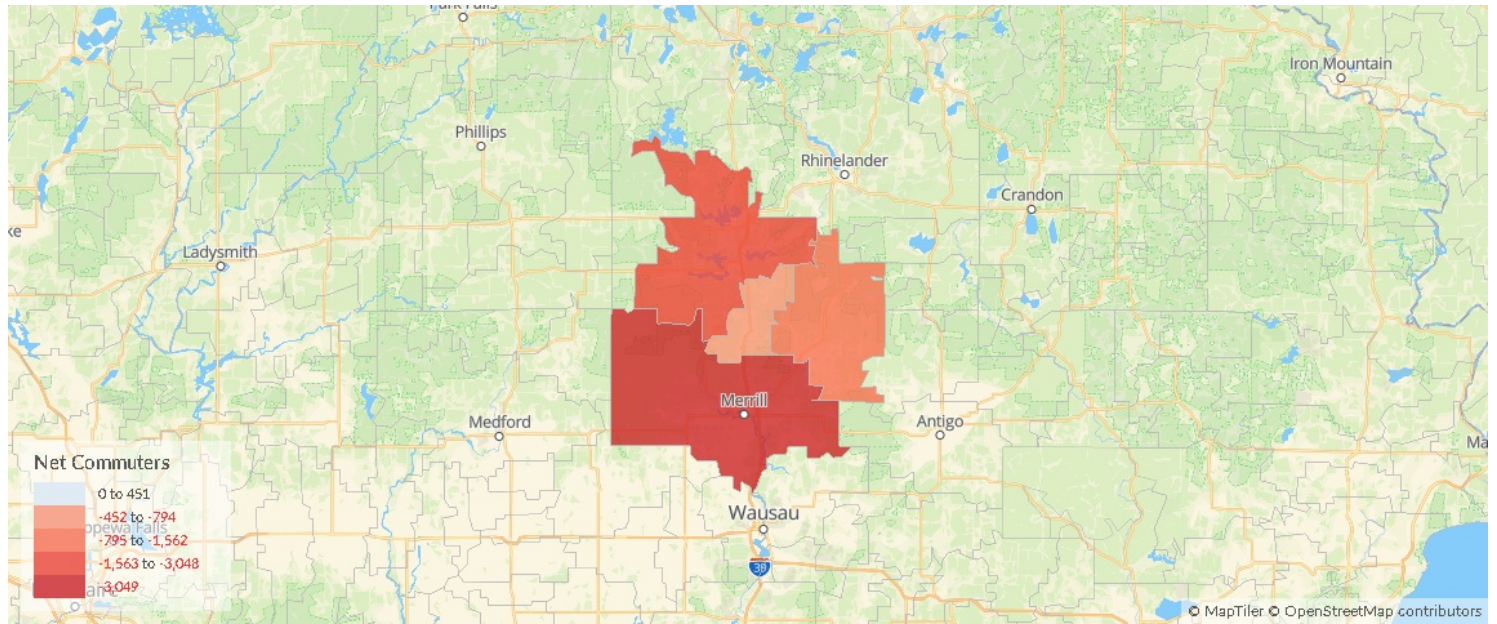


Property Crime

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

Where Talent Lives

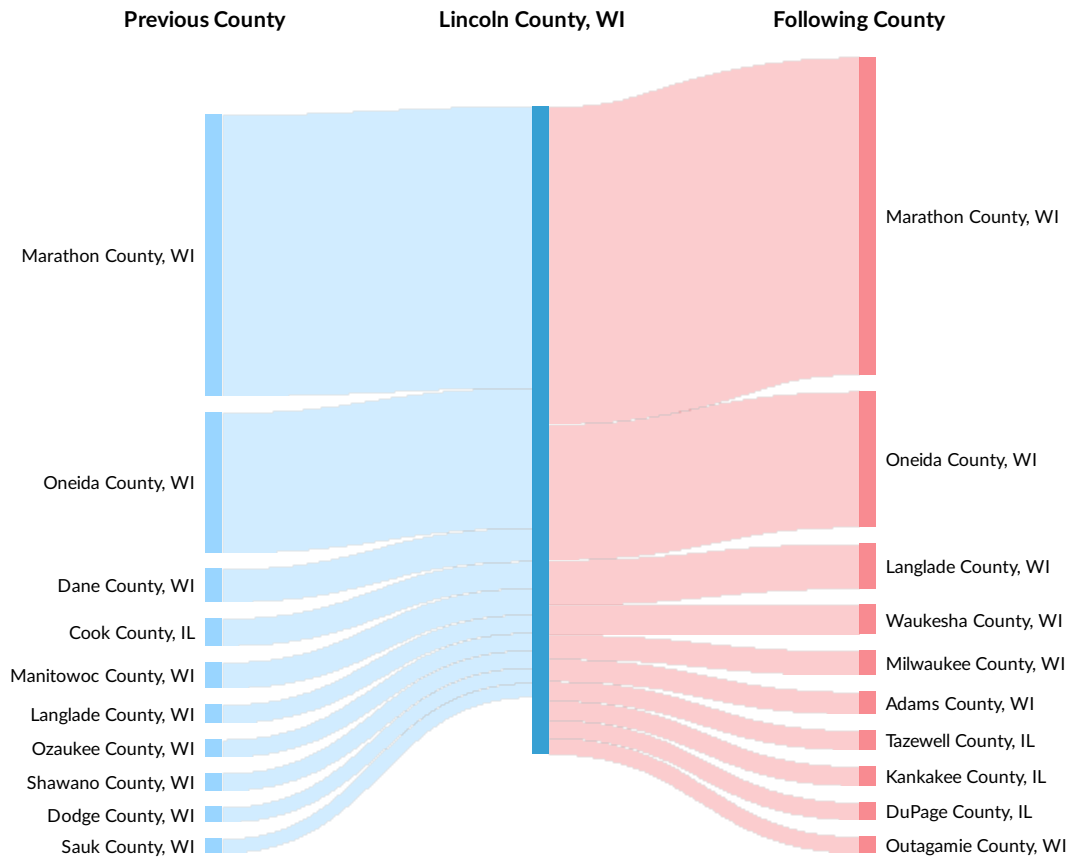
ZIP	Name	2021 Employment
54452	Merrill, WI (in Lincoln c...	7,196
54487	Tomahawk, WI (in Linco...	3,722
54435	Gleason, WI (in Lincoln ...	322
54442	Irma, WI (in Lincoln cou...	175
54532	Heafford Junction, WI (i...	40

ZIP	Name	2021 Workers
54452	Merrill, WI (in Lincoln c...	10,245
54487	Tomahawk, WI (in Linco...	5,285
54435	Gleason, WI (in Lincoln ...	1,117
54442	Irma, WI (in Lincoln cou...	626
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.

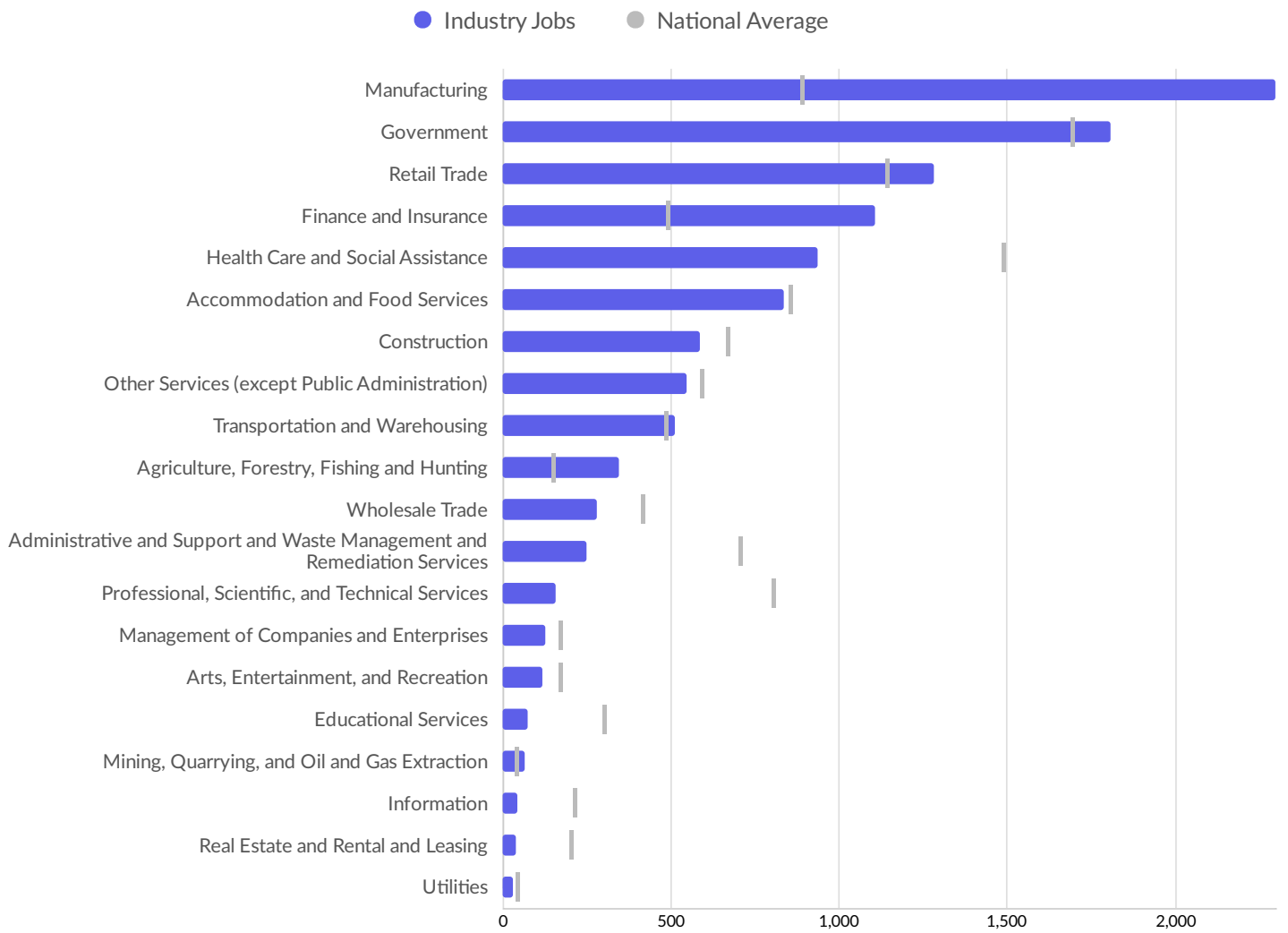


Top Previous Counties	Migrations
Marathon County, WI	238
Oneida County, WI	118
Dane County, WI	28
Cook County, IL	23
Manitowoc County, WI	22
Langlade County, WI	16

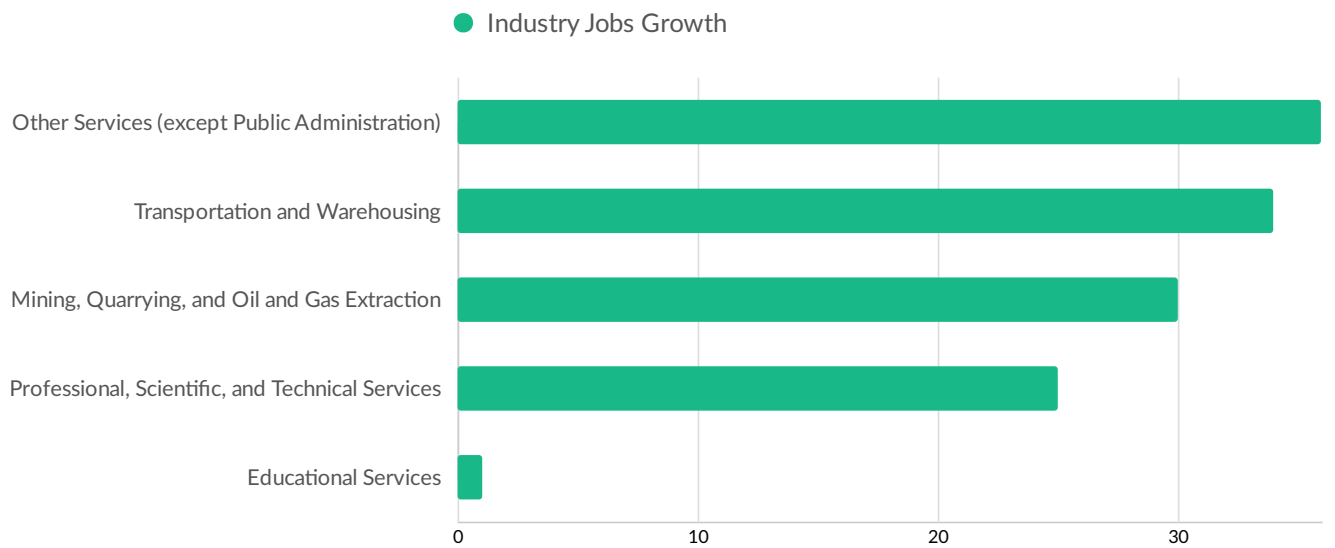
Top Previous Counties	Migrations
Ozaukee County, WI	15
Shawano County, WI	15
Dodge County, WI	13
Sauk County, WI	12
Eau Claire County, WI	12
Taylor County, WI	11
Portage County, WI	11
Vilas County, WI	10
Price County, WI	10
Top Following Counties	Migrations
Marathon County, WI	269
Oneida County, WI	115
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

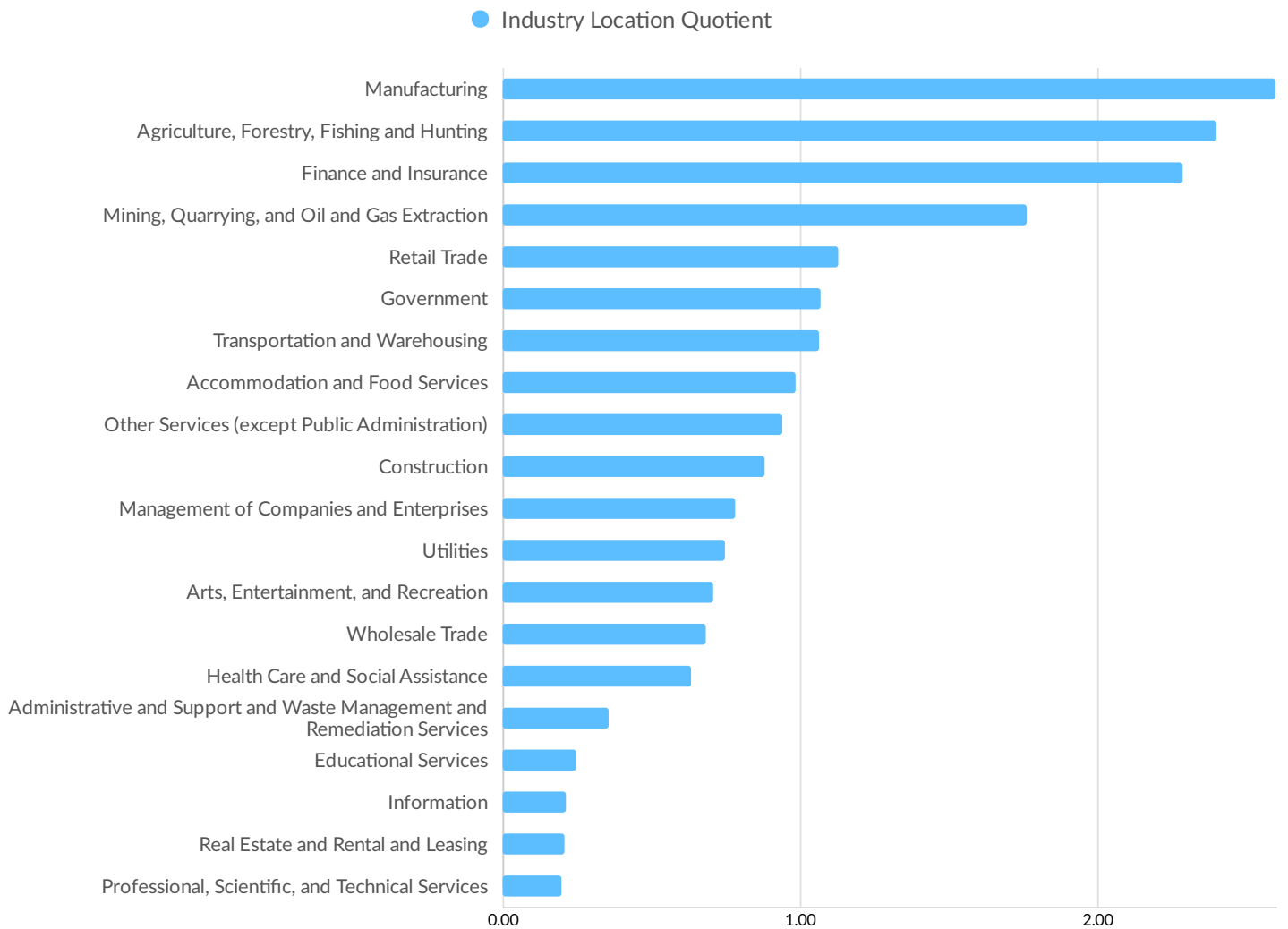
Largest Industries



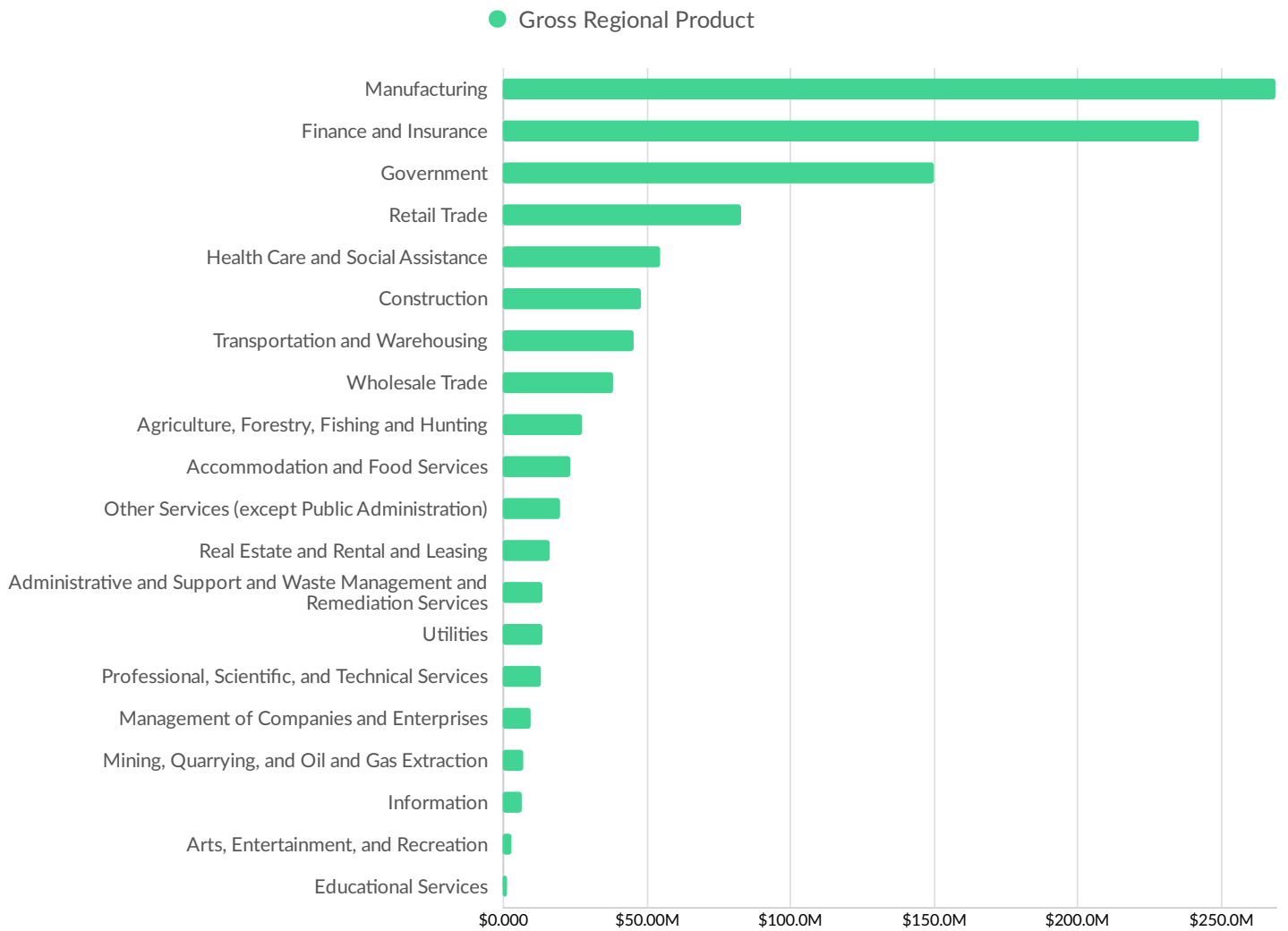
Top Growing Industries



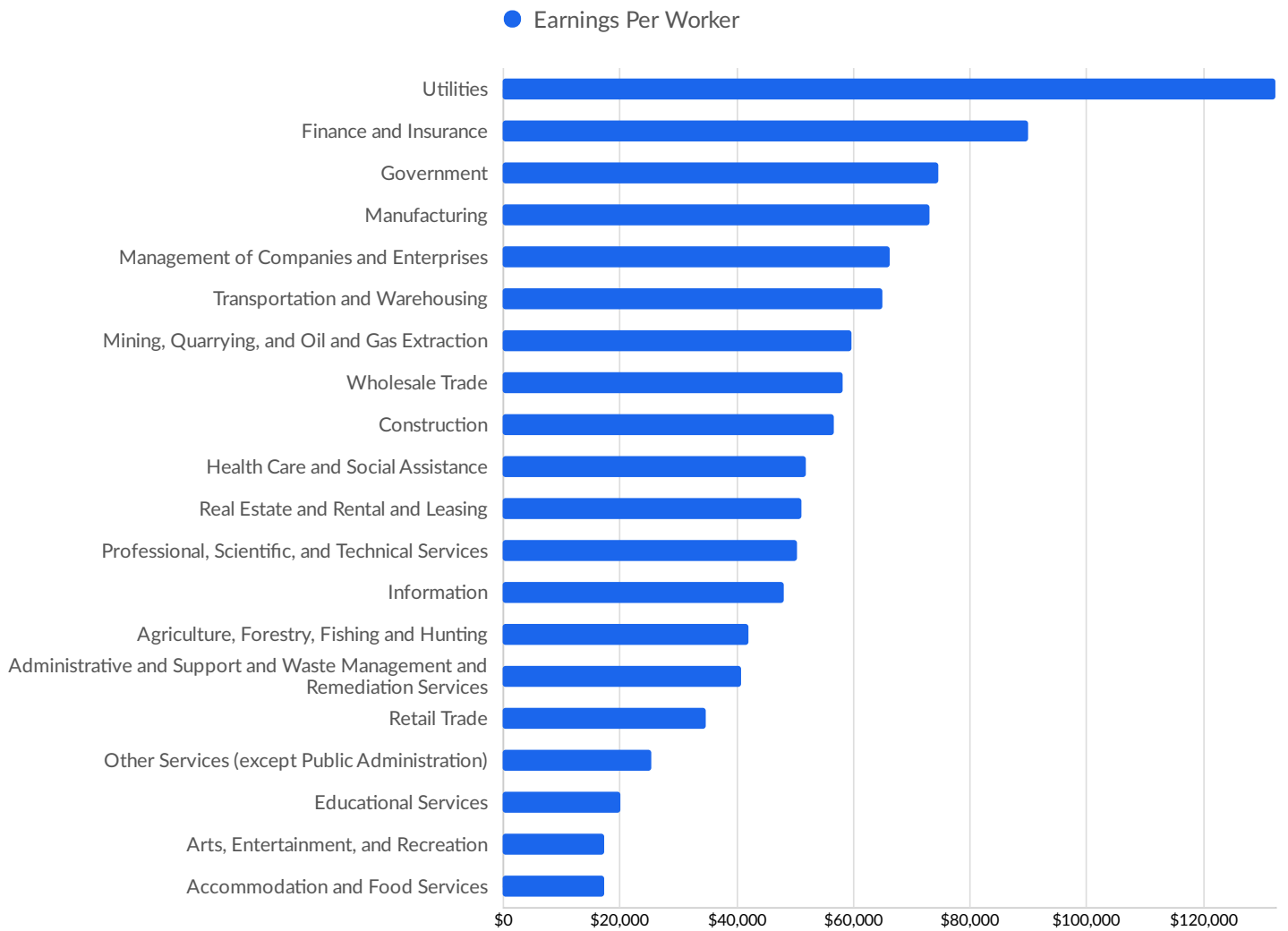
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



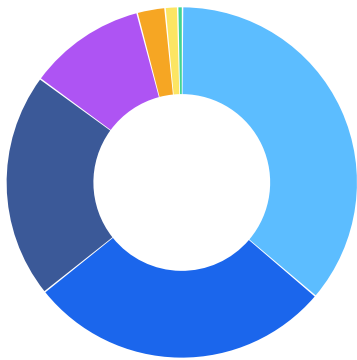
Business Characteristics

1,816 Companies Employ Your Workers

Online profiles for your workers mention 1,816 companies as employers, with the top 10 appearing below. In the last 12 months, 246 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...	271 	Church Mutual Insurance Comp...	133 
Merrill Area Public Schools	108 	Aspirus	91 
Aspirus	84 	Compagnie Mutuelle D'assuranc...	66 
PCA	73 	Kwik Trip	60 
Harley-Davidson	71 	Harley-Davidson	50 
Ministry Health Care	50 	Walmart	32 
Marshfield Clinic	44 	PCA	31 
Tomahawk School District Of	38 	Marshfield Clinic	26 
Agra Industries	37 	North Shore Healthcare	25 
State of Wisconsin	37 	GPM Investments	22 

Business Size

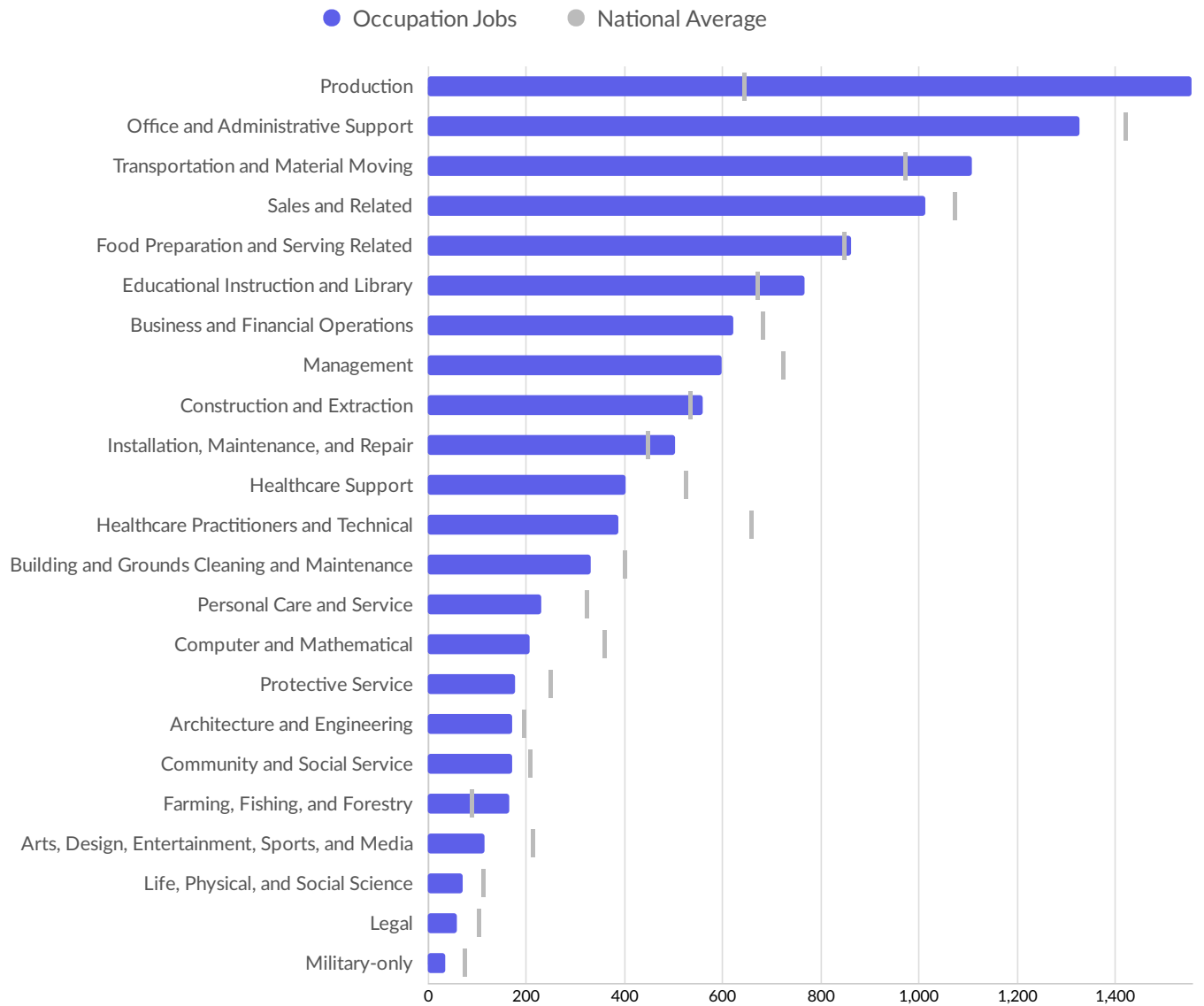


	Percentage	Business Count
1 to 4 employees	36.1%	407
5 to 9 employees	28.1%	316
10 to 19 employees	20.8%	234
20 to 49 employees	10.8%	122
50 to 99 employees	2.6%	29
100 to 249 employees	1.2%	13
250 to 499 employees	0.4%	5

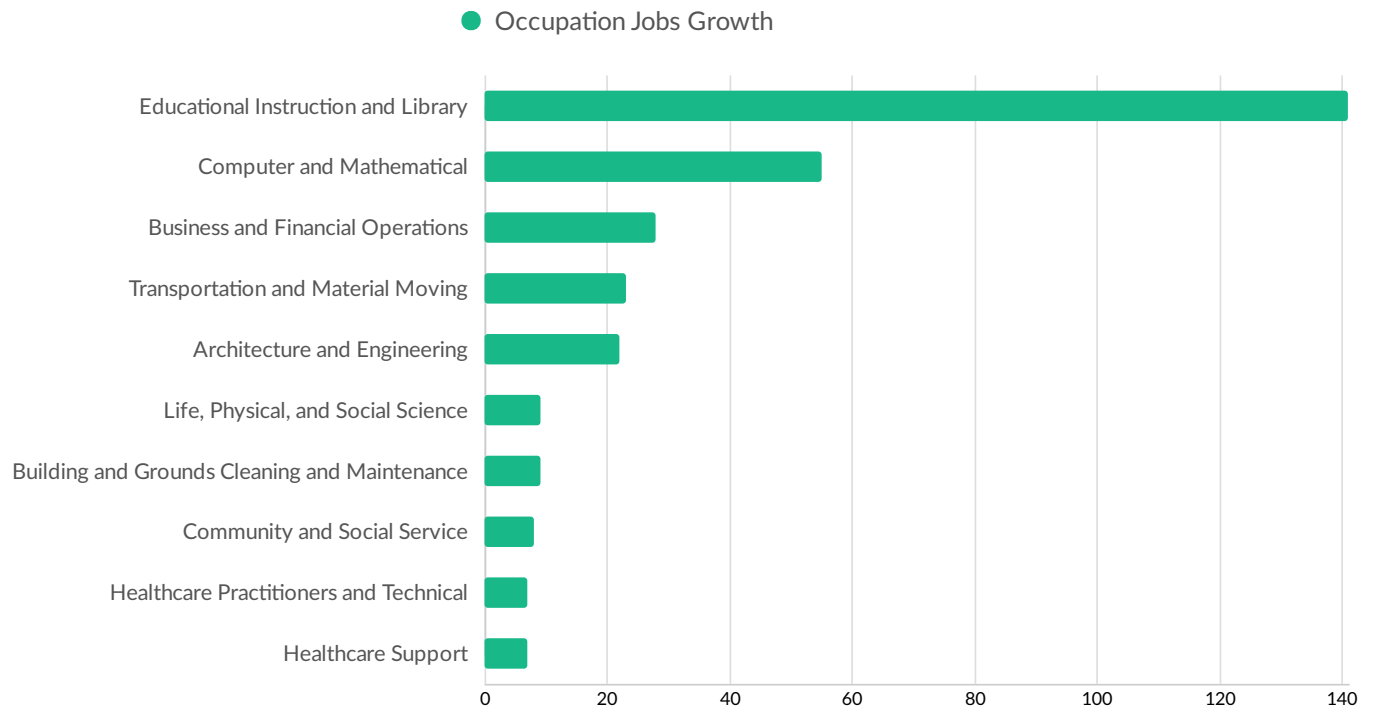
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

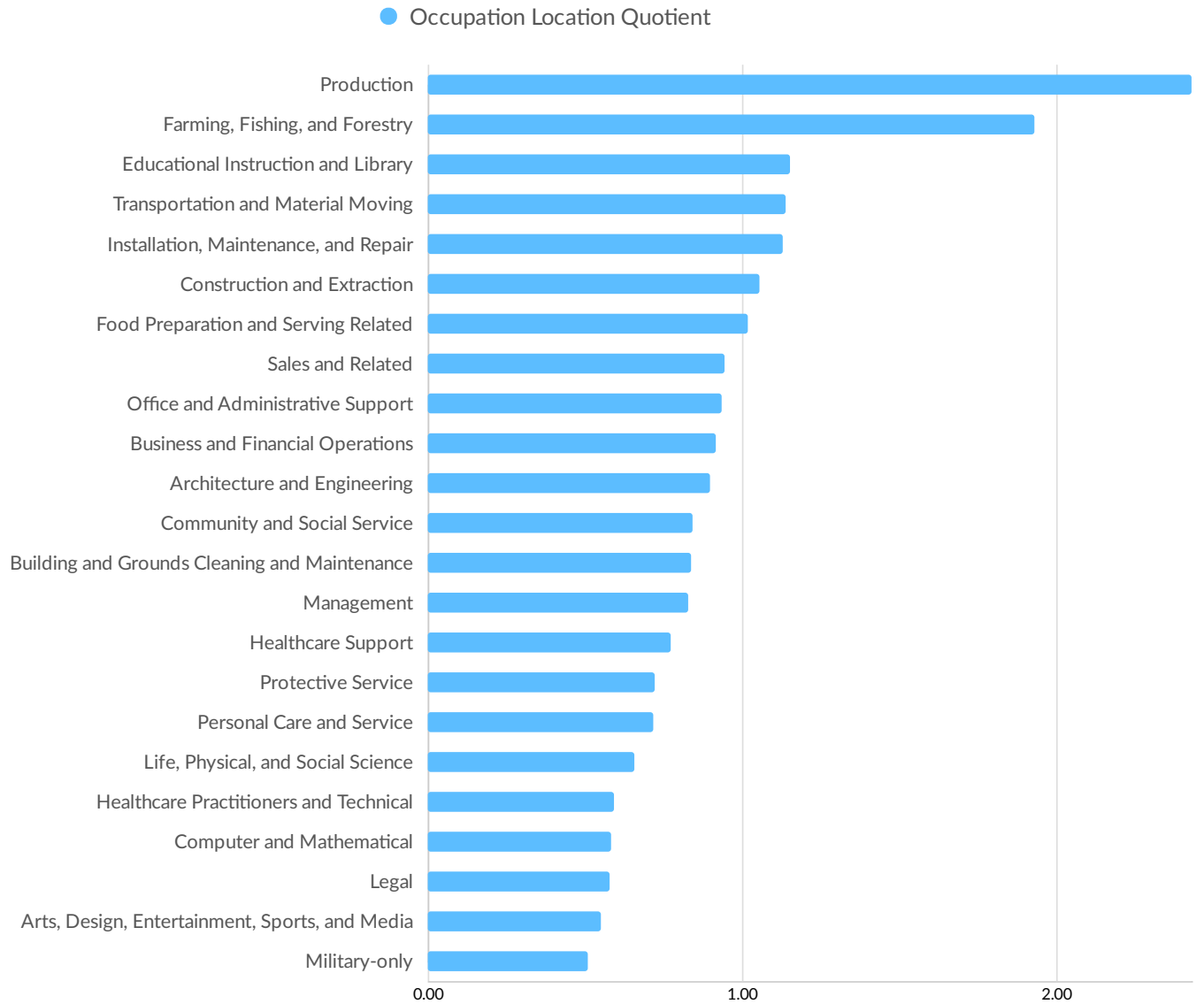
Largest Occupations



Top Growing Occupations



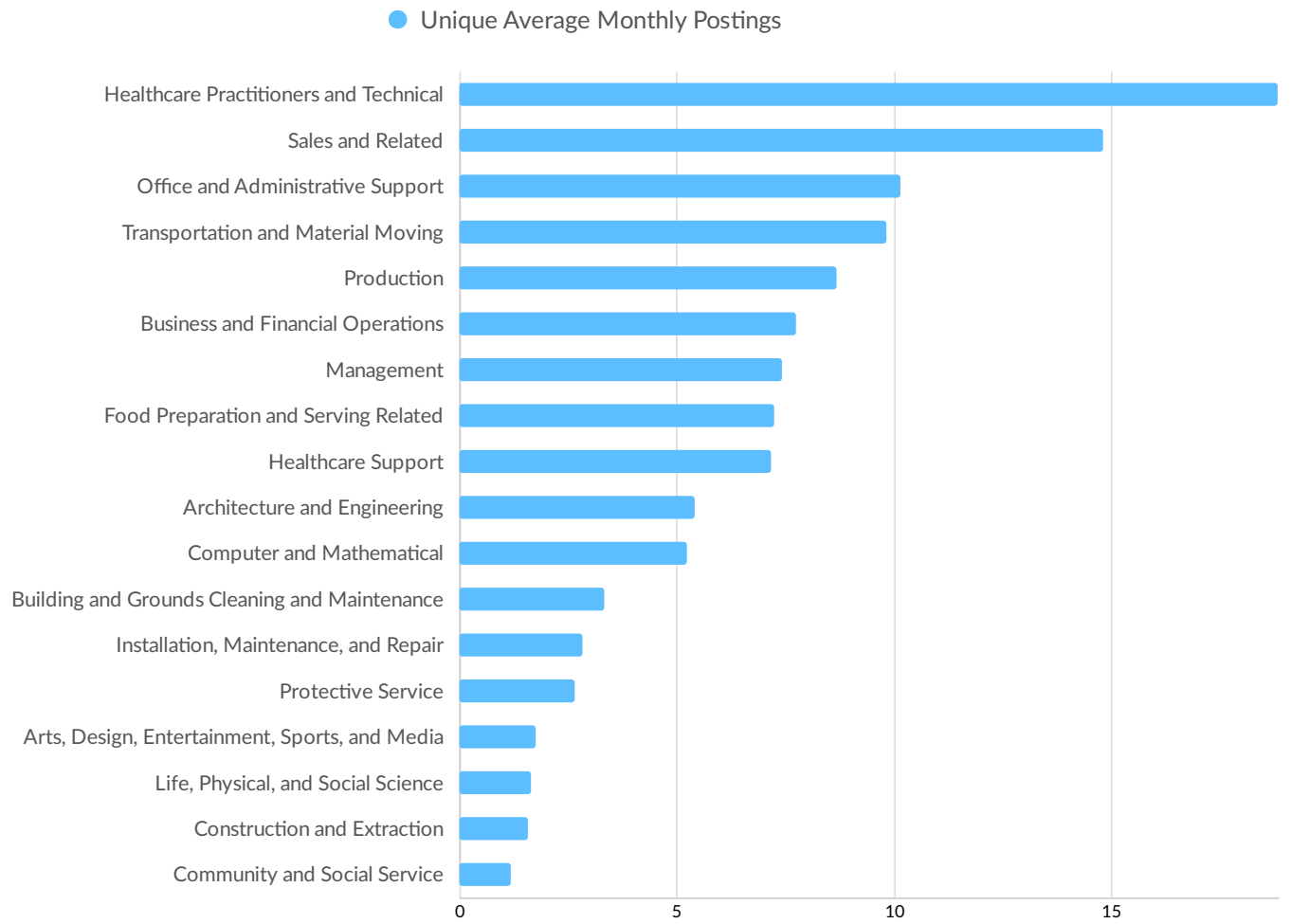
Top Occupation Location Quotient



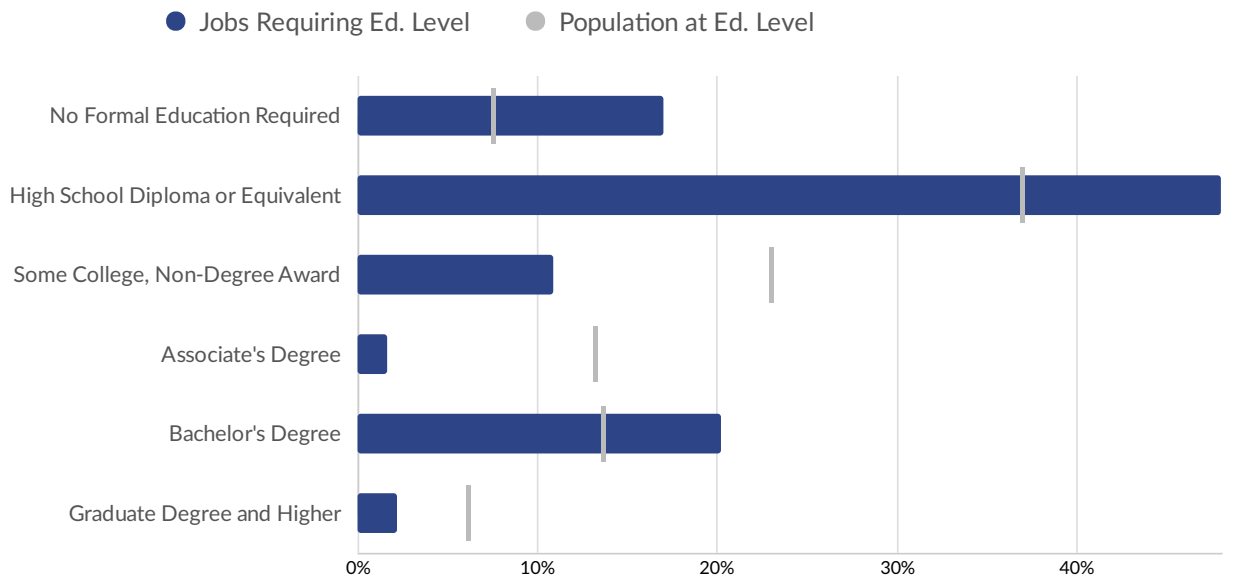
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

