



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

27,615

Population (2021)

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

11,495

Total Regional Employment

Jobs **decreased by 597** over the last 5 years but are projected to **grow by 42** over the next 5 years.

\$59.2K

Median Household Income (2020)

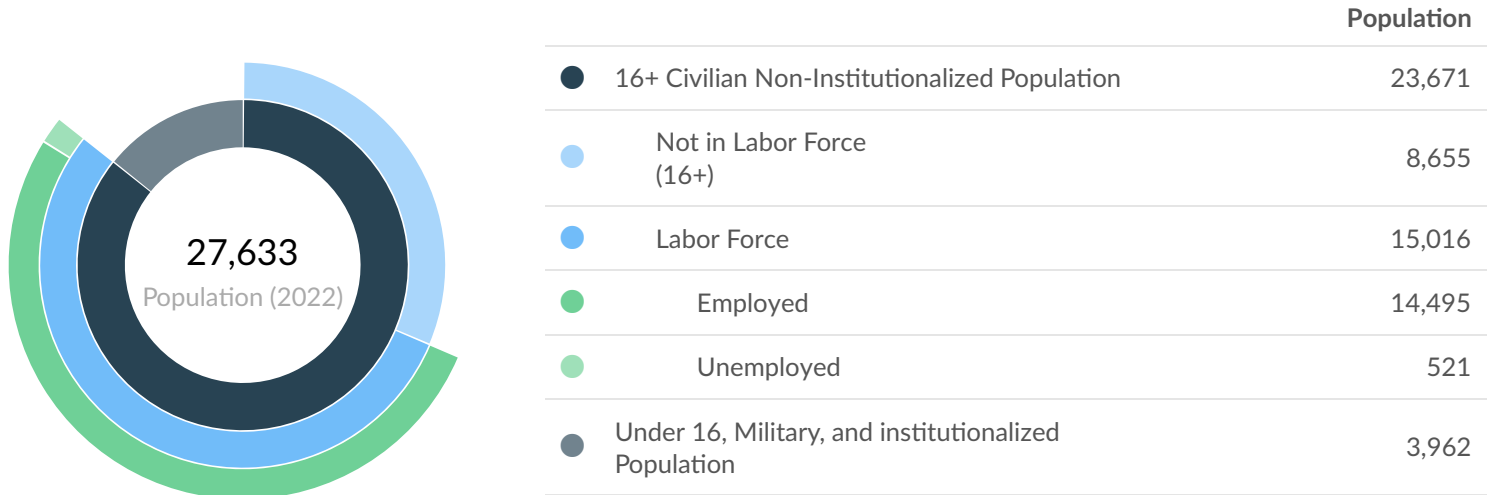
Median household income is **\$5.8K below** the national median household income of \$65.0K.

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 4.9%** in Lincoln County, WI from 12,091 to **11,495**. This change **fell short of the national growth rate of 1.8% by 6.7%**. As the number of jobs declined, the **labor force participation rate decreased from 65.9% to 62.5% 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.

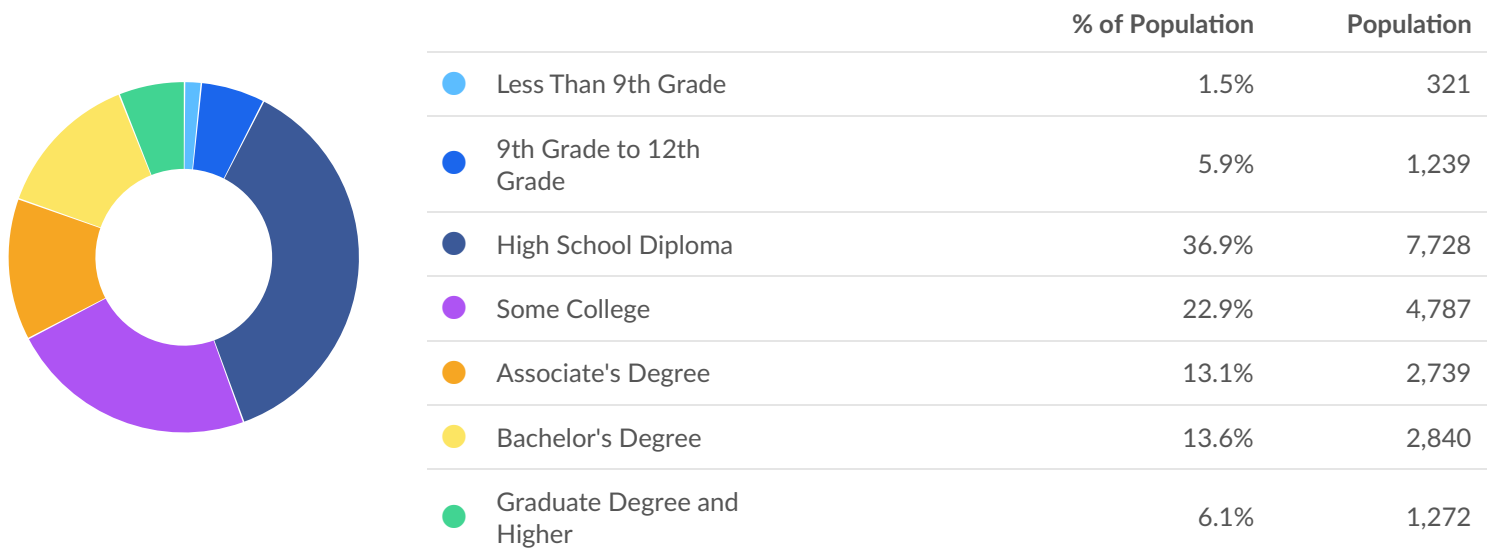
	Population (2022)	Labor Force (Jun 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	27,633	15,016	11,495	100.4	\$1.23B	\$2.20B	\$1.82B
NCWRPC	443,262	227,242	220,380	99.7	\$23.77B	\$31.13B	\$29.22B
Wisconsin	5,881,227	3,153,688	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B

Jun 2022 Labor Force Breakdown



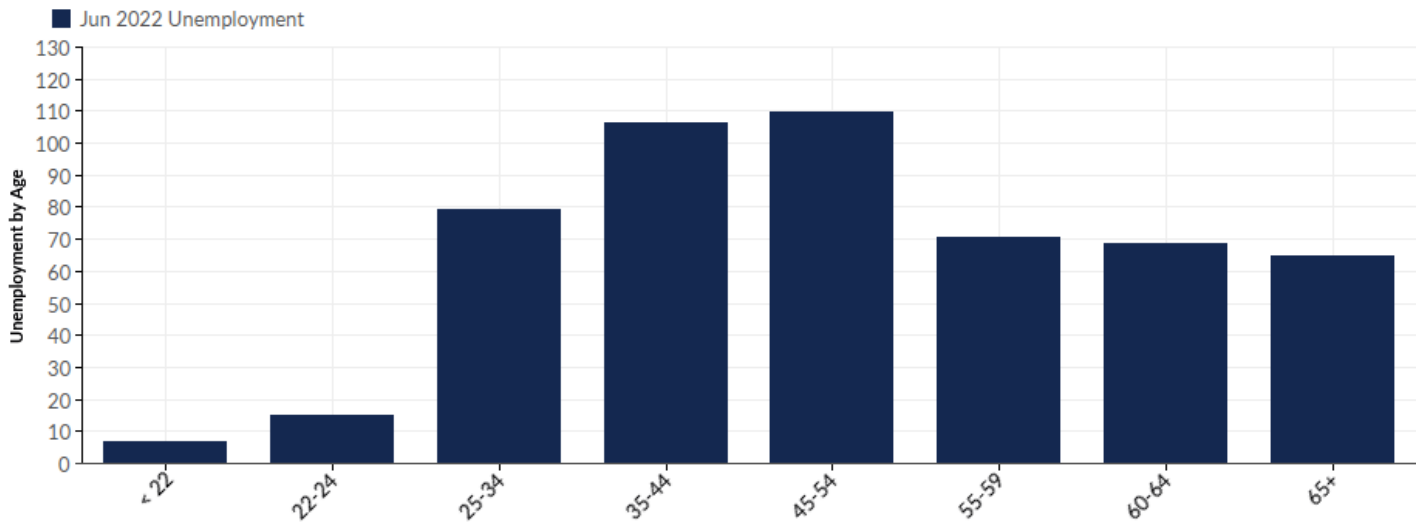
Educational Attainment

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).



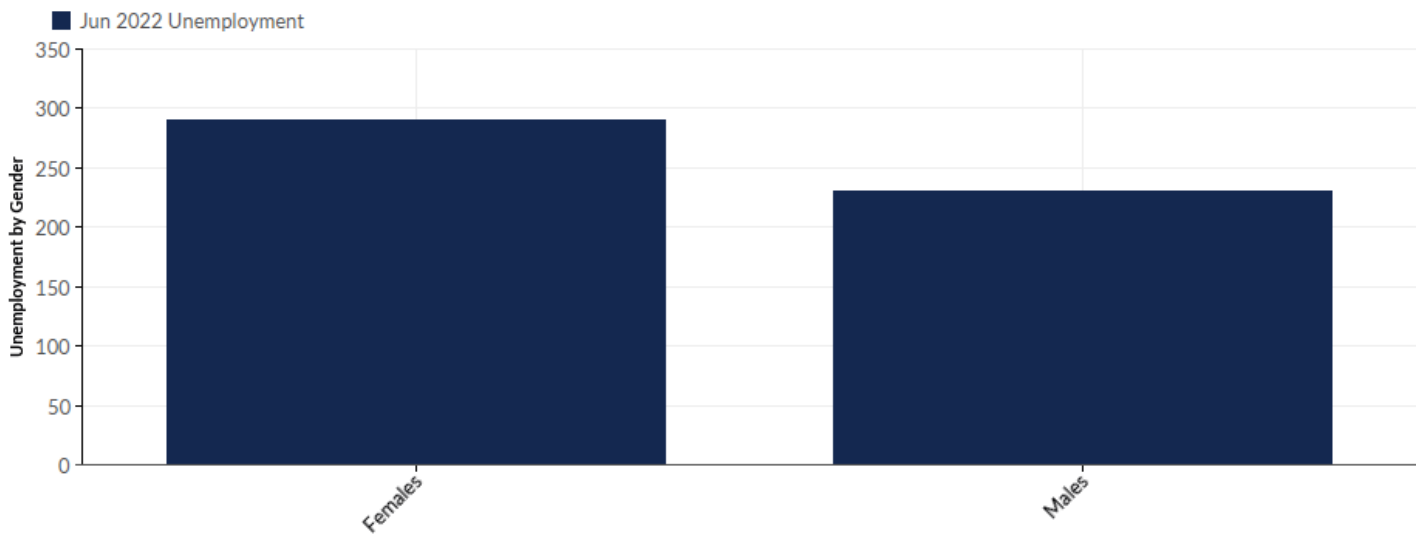
Unemployment by Demographics

Unemployment by Age



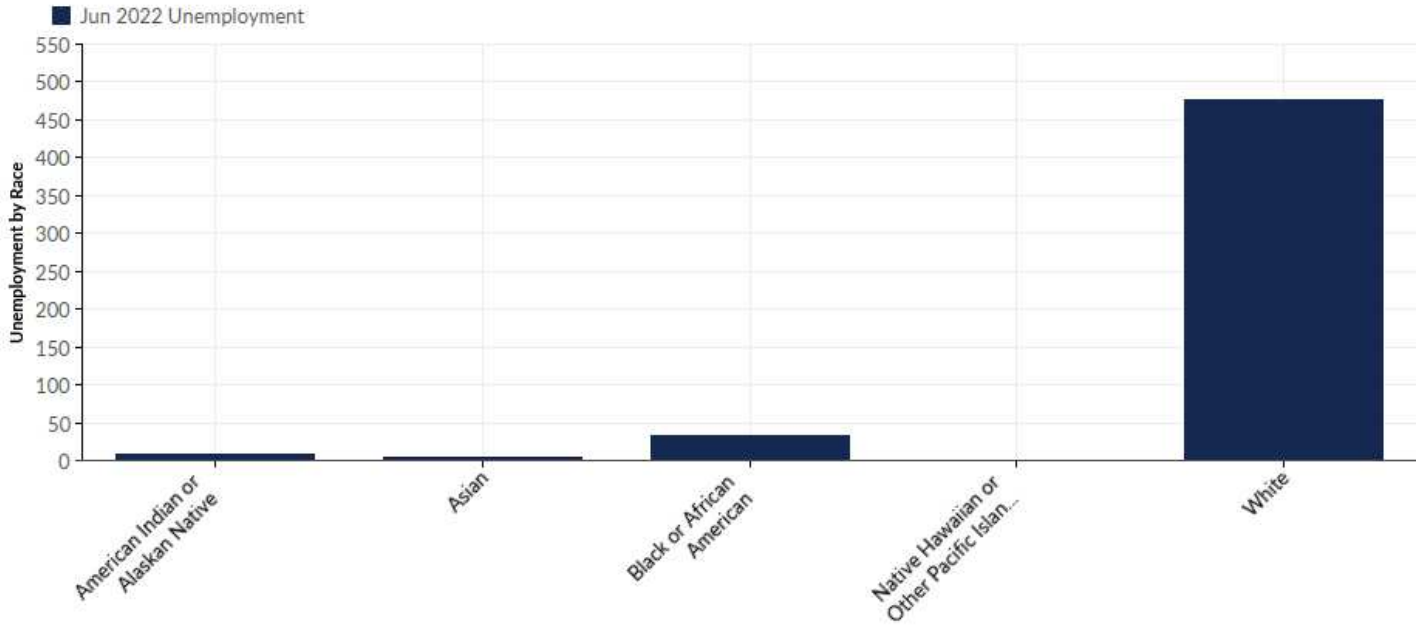
Age	Unemployment (Jun 2022)	% of Unemployed
< 22	7	1.34%
22-24	15	2.88%
25-34	79	15.16%
35-44	106	20.35%
45-54	110	21.11%
55-59	71	13.63%
60-64	68	13.05%
65+	65	12.48%
Total	521	100.00%

Unemployment by Gender



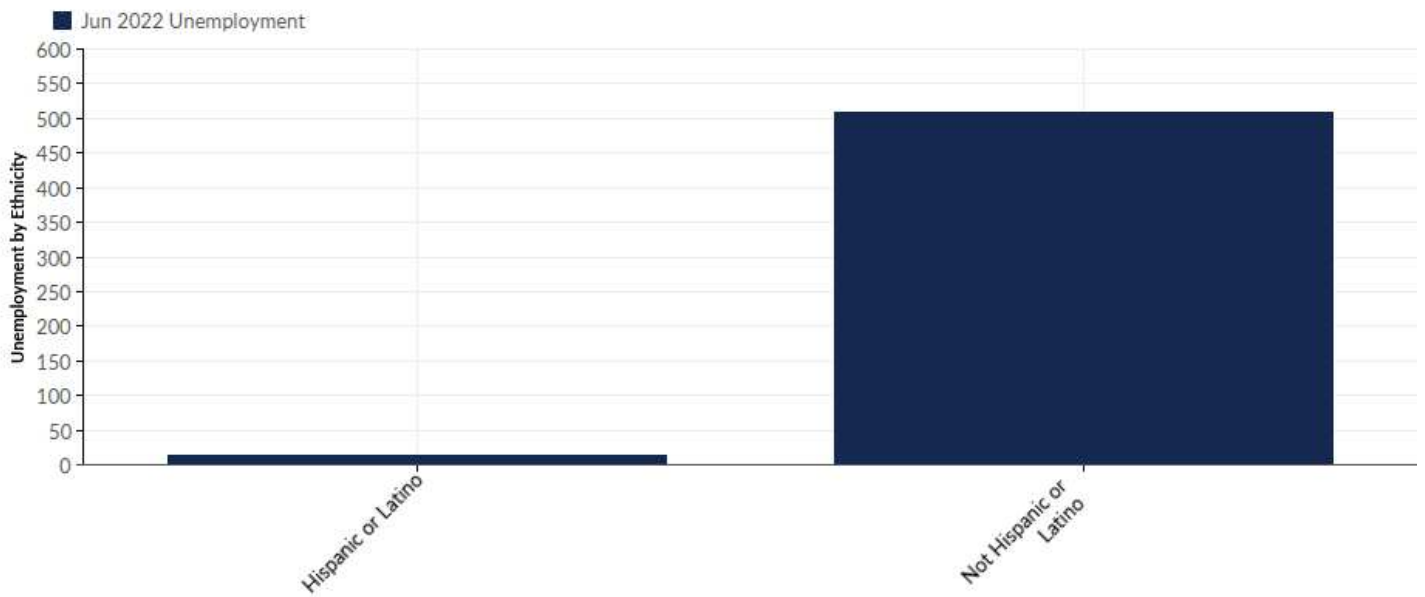
Gender	Unemployment (Jun 2022)	% of Unemployed
Females	291	55.85%
Males	230	44.15%
Total	521	100.00%

Unemployment by Race



Race	Unemployment (Jun 2022)	% of Unemployed
American Indian or Alaskan Native	8	1.54%
Asian	3	0.58%
Black or African American	32	6.14%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	477	91.55%
Total	521	100.00%

Unemployment by Ethnicity

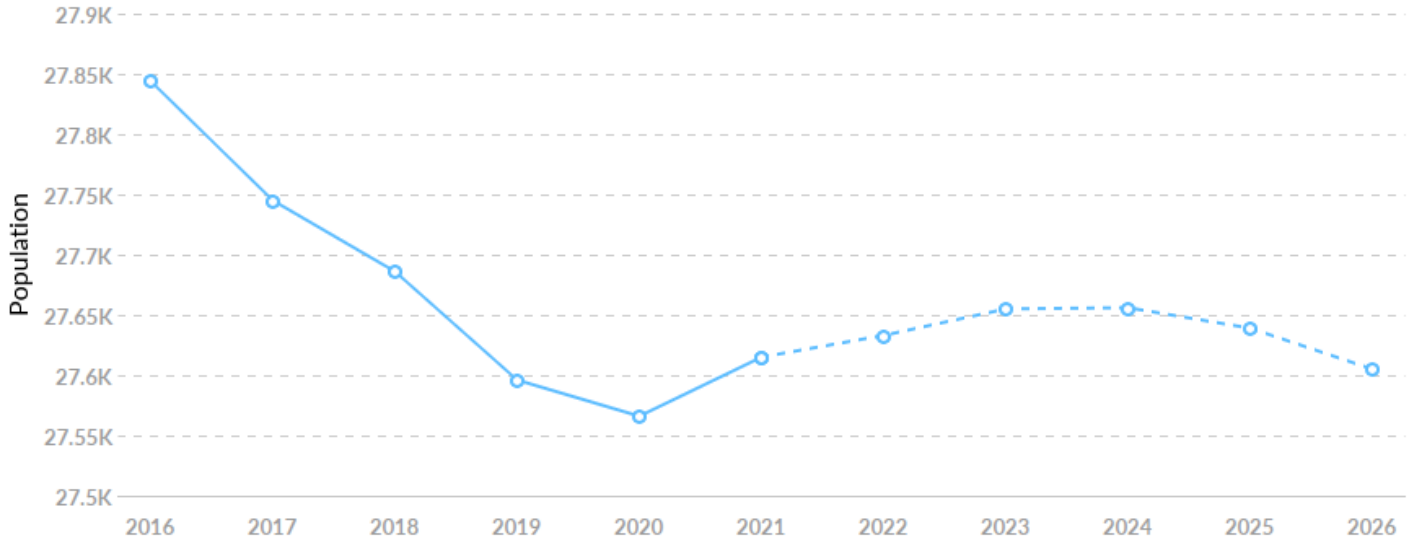


Ethnicity	Unemployment (Jun 2022)	% of Unemployed
Hispanic or Latino	13	2.50%
Not Hispanic or Latino	508	97.50%
Total	521	100.00%

Historic & Projected Trends

Population Trends

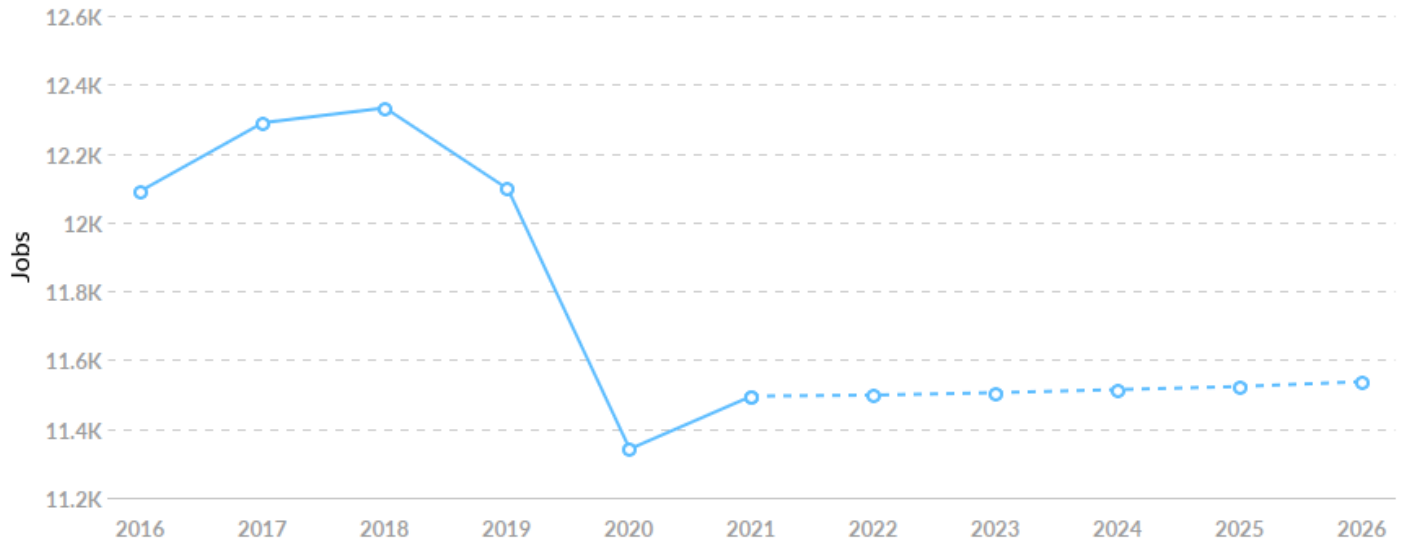
As of 2021 the region's population **declined by 0.8%** since 2016, falling by 229. Population is expected to **decrease by 0.0%** between 2021 and 2026, losing 11.



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

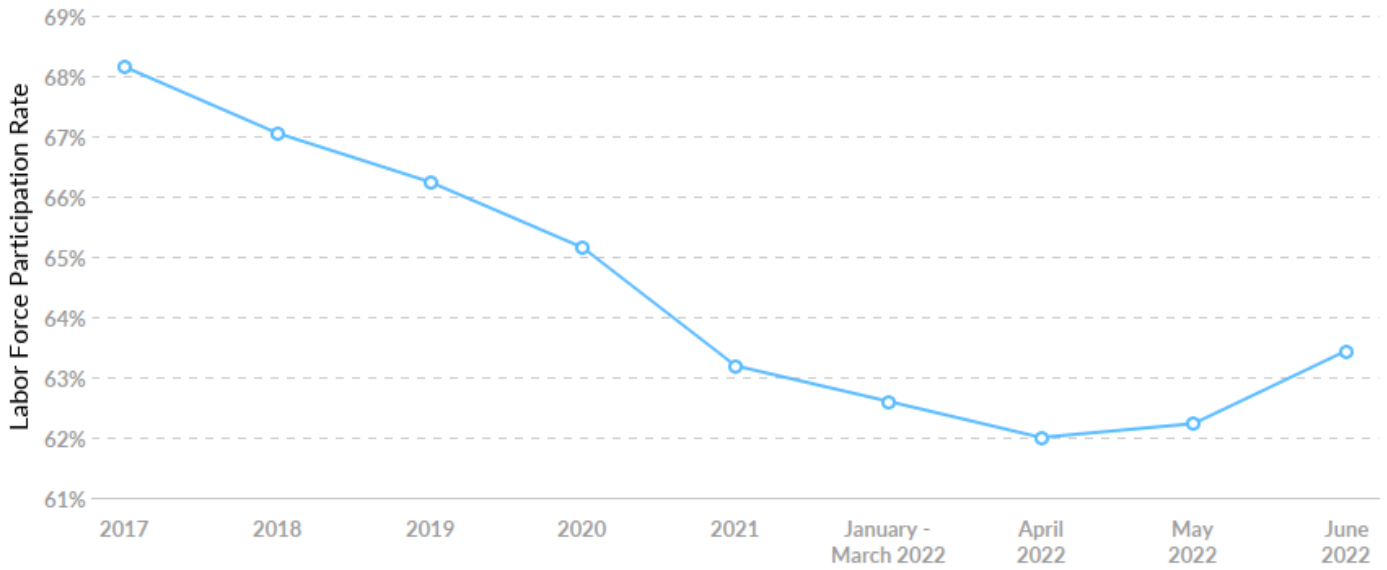
Job Trends

From 2016 to 2021, jobs declined by 4.9% in Lincoln County, WI from 12,091 to 11,495. This change fell short of the national growth rate of 1.8% by 6.7%.



Timeframe	Jobs
2016	12,091
2017	12,289
2018	12,332
2019	12,098
2020	11,341
2021	11,495
2022	11,498
2023	11,505
2024	11,514
2025	11,523
2026	11,537

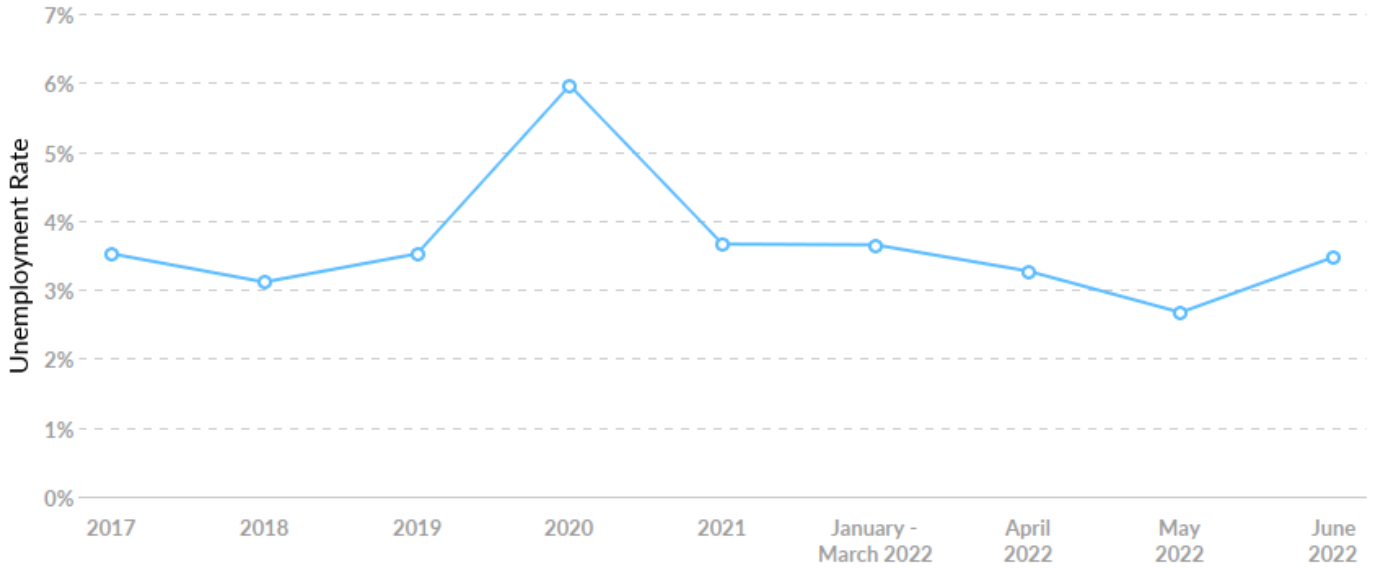
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	68.15%
2018	67.05%
2019	66.24%
2020	65.15%
2021	63.19%
January - March 2022	62.60%
April 2022	62.00%
May 2022	62.23%
June 2022	63.44%

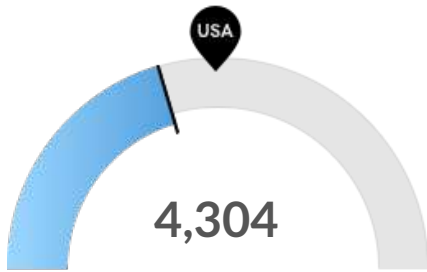
Unemployment Rate Trends

Lincoln County, WI had a June 2022 unemployment rate of 3.47%, **decreasing from 3.52%** 5 years before.



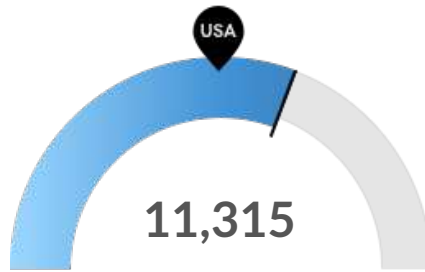
Timeframe	Unemployment Rate
2017	3.52%
2018	3.11%
2019	3.52%
2020	5.96%
2021	3.66%
January - March 2022	3.65%
April 2022	3.27%
May 2022	2.67%
June 2022	3.47%

Population Characteristics



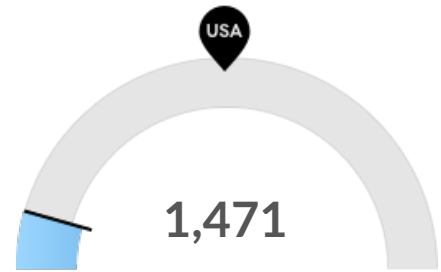
Millennials

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



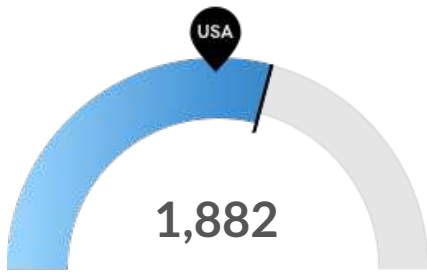
Retiring Soon

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.



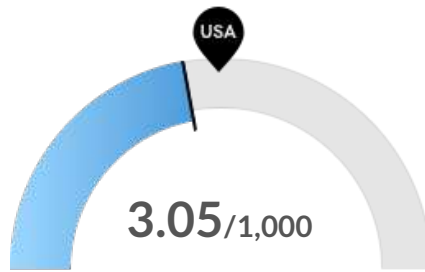
Racial Diversity

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.



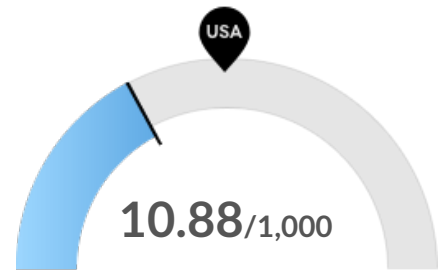
Veterans

Lincoln County, WI has 1,882 veterans. The national average for an area this size is 1,492.



Violent Crime

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

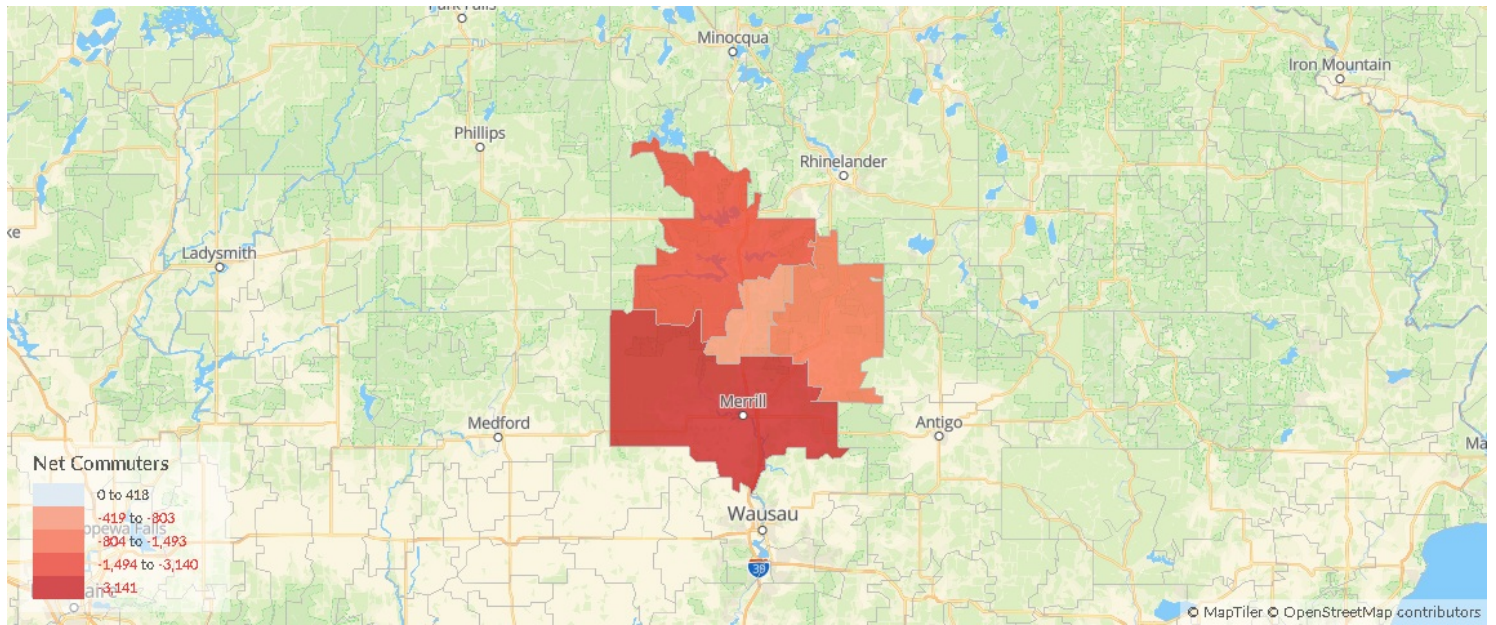


Property Crime

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...	7,193
54487	Tomahawk, WI (in Linco...	3,759
54435	Gleason, WI (in Lincoln ...	324
54442	Irma, WI (in Lincoln cou...	179
54532	Heafford Junction, WI (i...	40

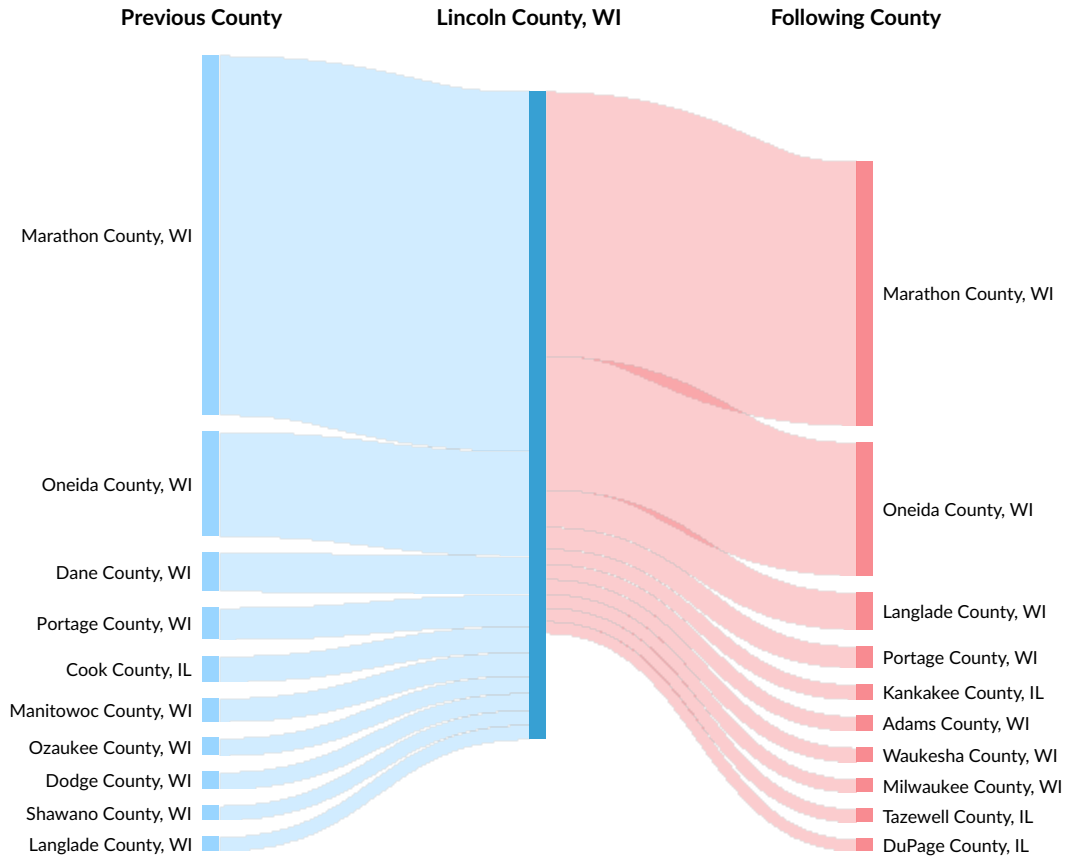
Where Talent Lives

ZIP	Name	2021 Workers
54452	Merrill, WI (in Lincoln c...	10,334
54487	Tomahawk, WI (in Linco...	5,253
54435	Gleason, WI (in Lincoln ...	1,127
54442	Irma, WI (in Lincoln cou...	597
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 2020, **411** people have migrated from Marathon County, WI to Lincoln County, WI. In the same year, **302** people left Lincoln County, WI migrating to Marathon County, WI. The total Net Migration for Lincoln County, WI in 2020 was **291**.

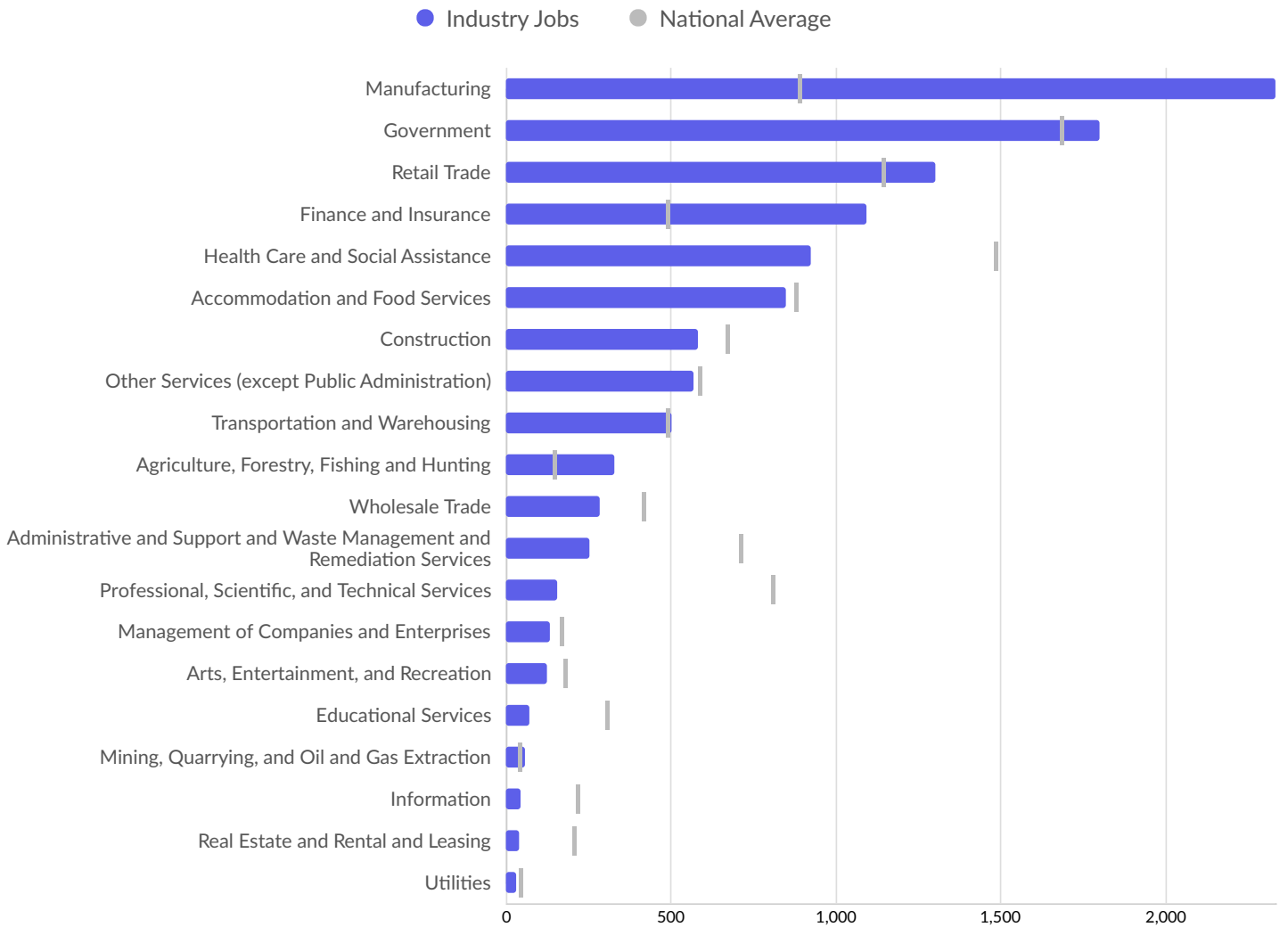


Top Previous Counties	Migrations
Marathon County, WI	411
Oneida County, WI	119
Dane County, WI	44
Portage County, WI	36
Cook County, IL	29
Manitowoc County, WI	27

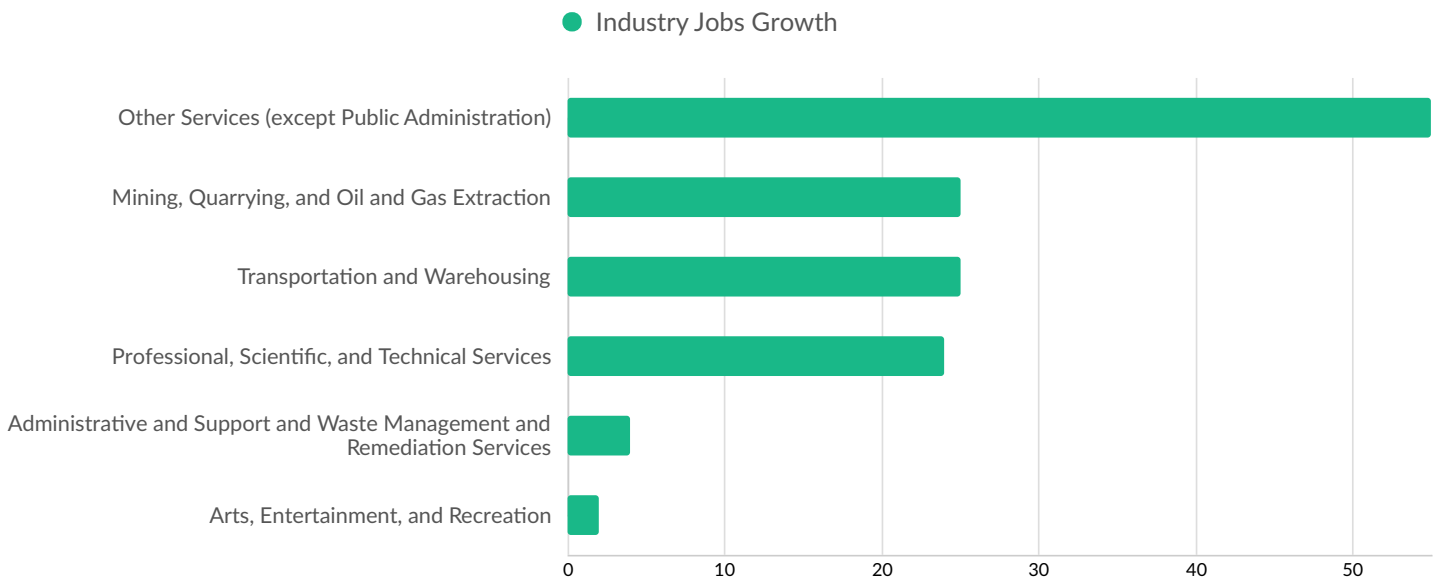
Top Previous Counties	Migrations
Ozaukee County, WI	20
Dodge County, WI	19
Shawano County, WI	17
Langlade County, WI	17
Hennepin County, MN	15
Sauk County, WI	14
Taylor County, WI	14
Vilas County, WI	14
Eau Claire County, WI	14
Top Following Counties	Migrations
Marathon County, WI	302
Oneida County, WI	153
Langlade County, WI	43
Portage County, WI	25
Kankakee County, IL	17
Adams County, WI	17
Waukesha County, WI	17
Milwaukee County, WI	16
Tazewell County, IL	15
DuPage County, IL	14
Brown County, WI	13
Outagamie County, WI	12
Price County, WI	11
Cameron County, TX	11
Dane County, WI	10

Industry Characteristics

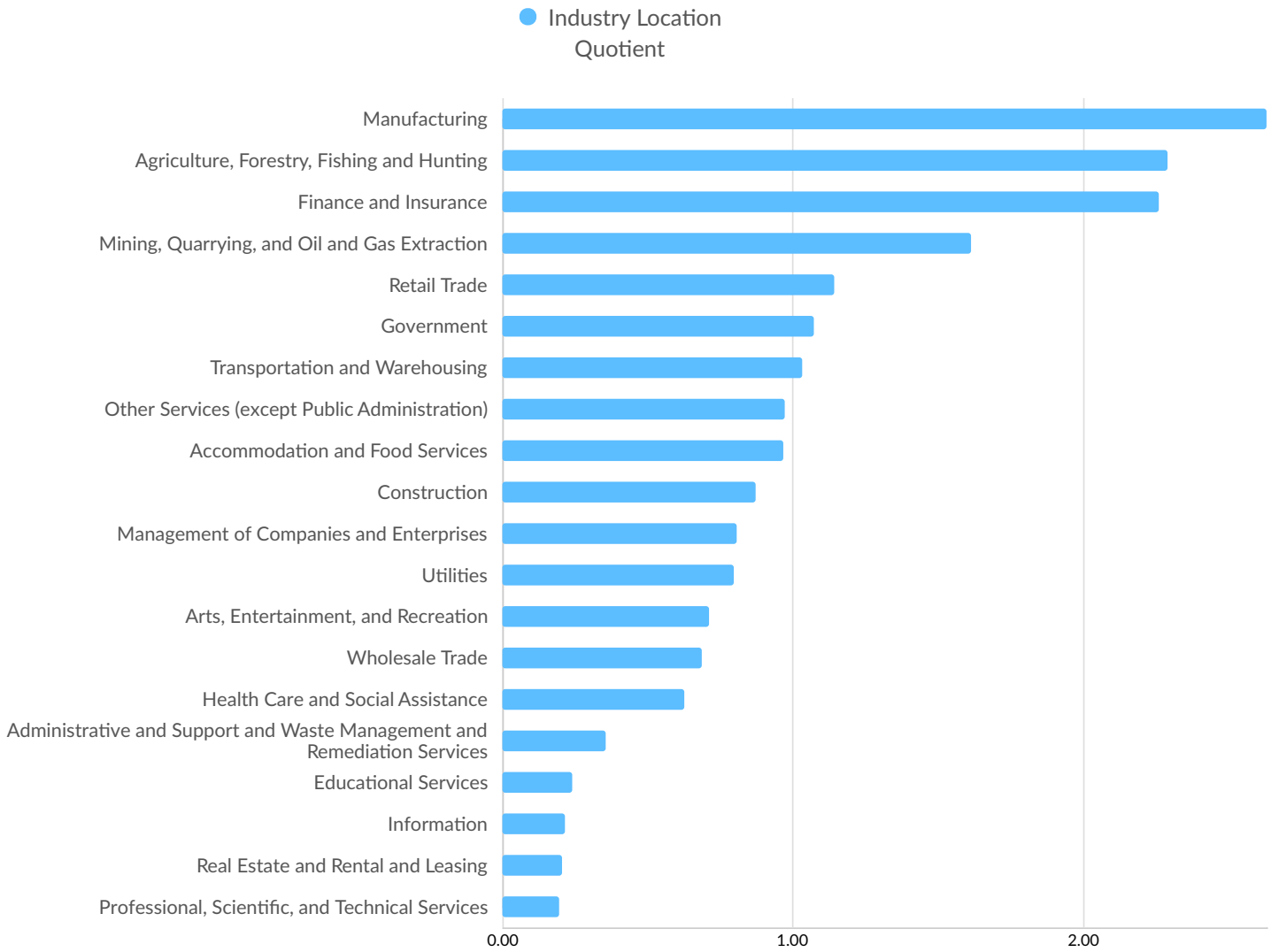
Largest Industries



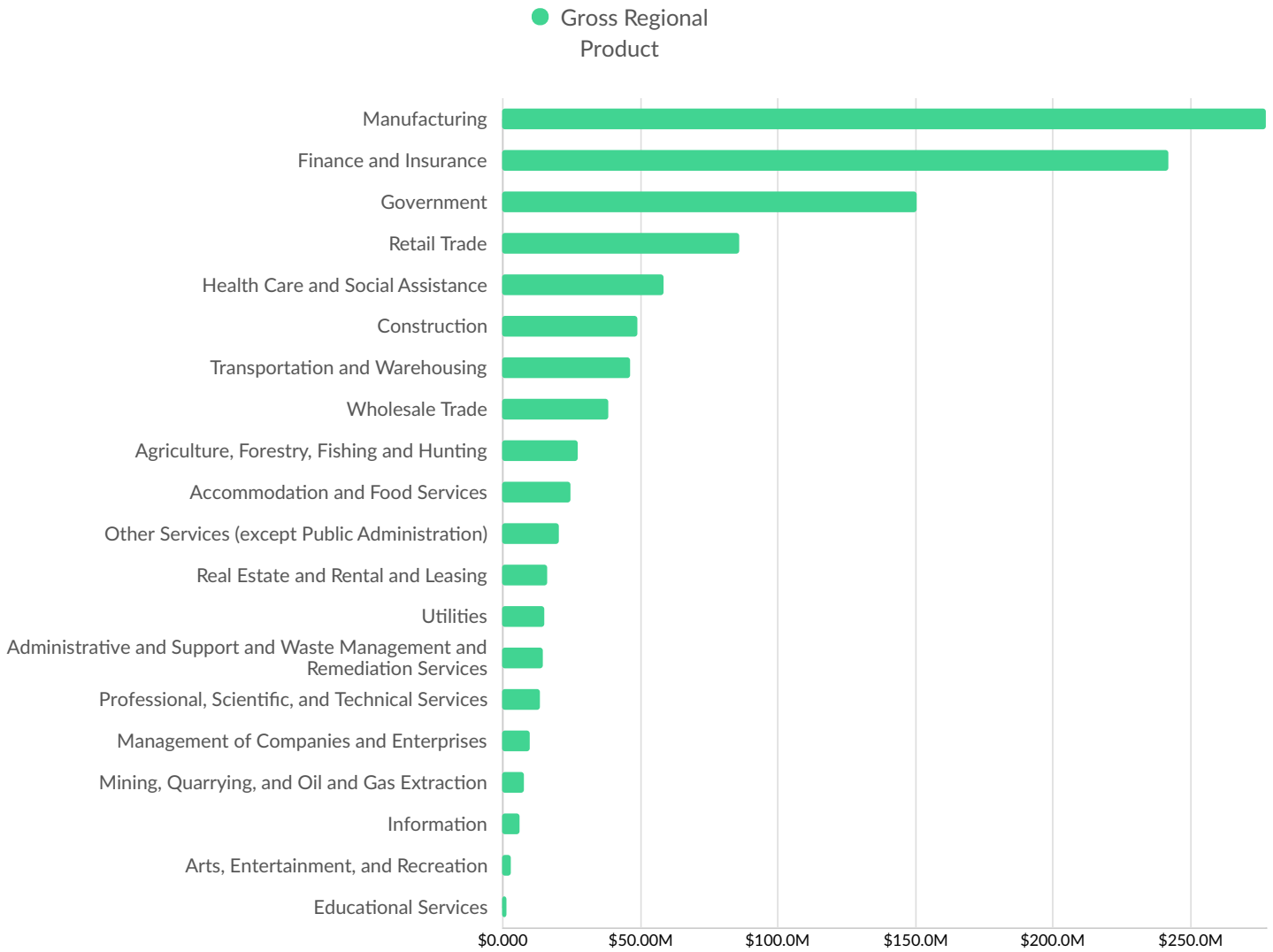
Top Growing Industries



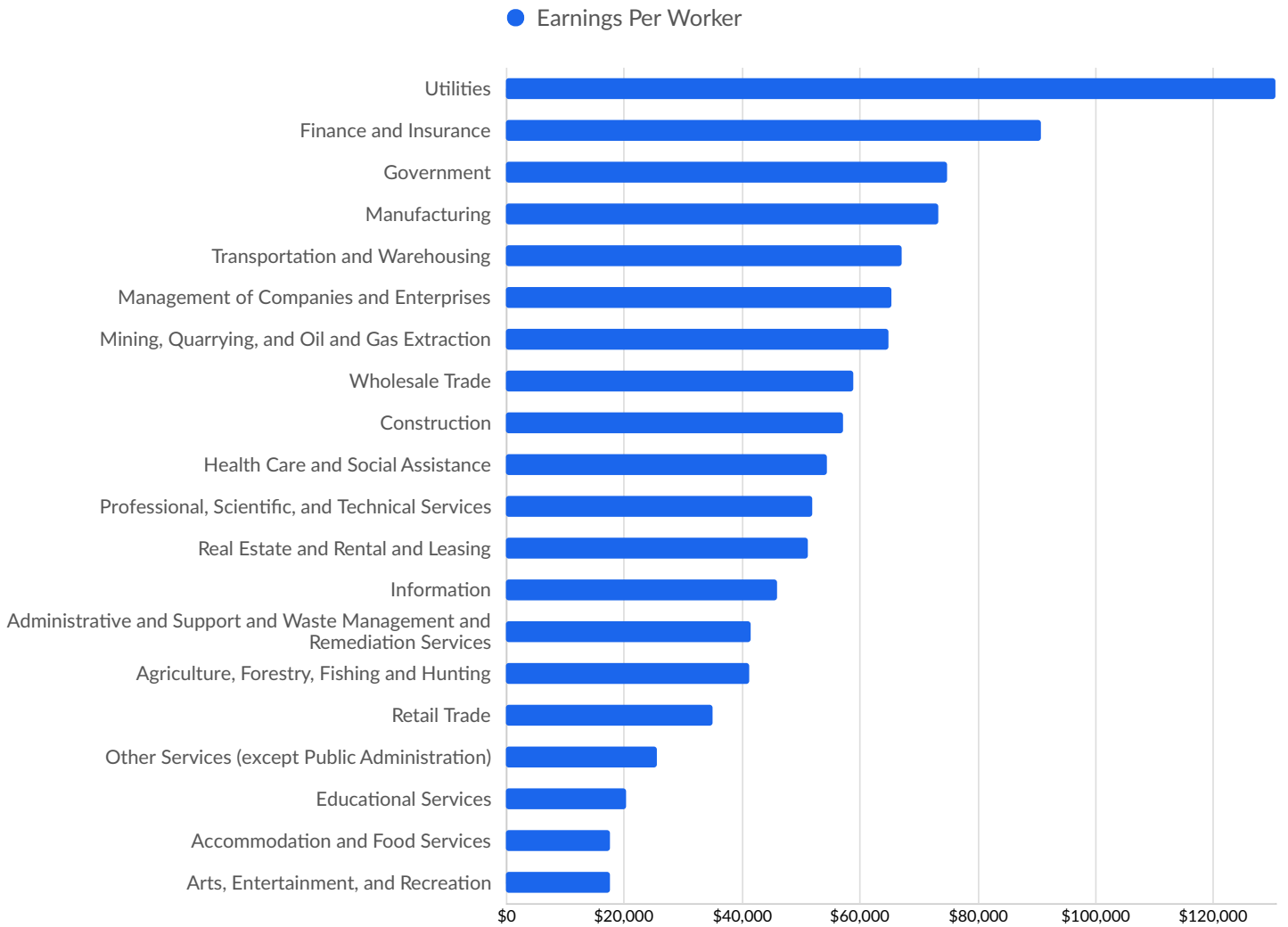
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



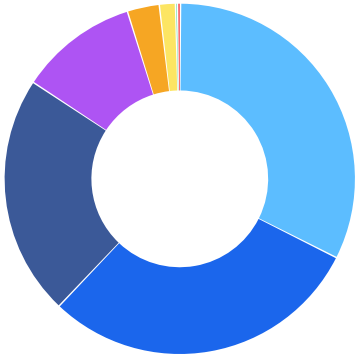
Business Characteristics

2,605 Companies Employ Your Workers

Online profiles for your workers mention 2,605 companies as employers, with the top 10 appearing below. In the last 12 months, 210 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...	299 	Aspirus	87 
Merrill Area Public Schools	113 	Advocate Aurora Health	74 
Aspirus	102 	Church Mutual Insurance Comp...	71 
Packaging Corp America	82 	Kwik Trip	53 
Harley-Davidson	80 	Walmart	44 
Marshfield Clinic	52 	M & R Stores	36 
Ministry Health Care	50 	Packaging Corp America	34 
Tomahawk School District Of	39 	Harley-Davidson	31 
State of Wisconsin	38 	Walgreens Boots Alliance	22 
Walmart	37 	Pizza Hut	19 

Business Size

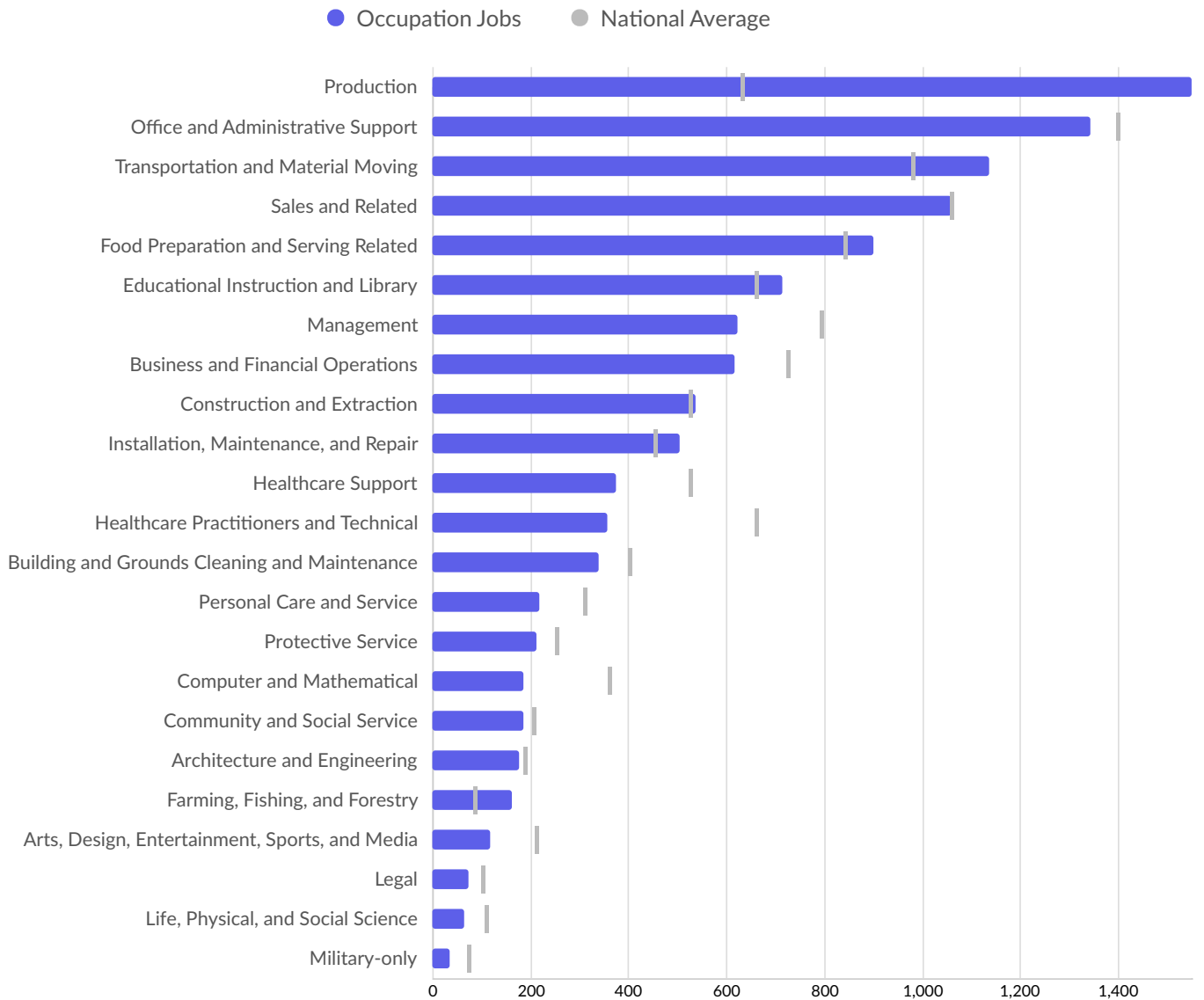


	Percentage	Business Count
● 1 to 4 employees	32.3%	350
● 5 to 9 employees	29.7%	321
● 10 to 19 employees	22.2%	240
● 20 to 49 employees	10.9%	118
● 50 to 99 employees	3.0%	32
● 100 to 249 employees	1.5%	16
● 250 to 499 employees	0.2%	2
● 500+ employees	0.3%	3

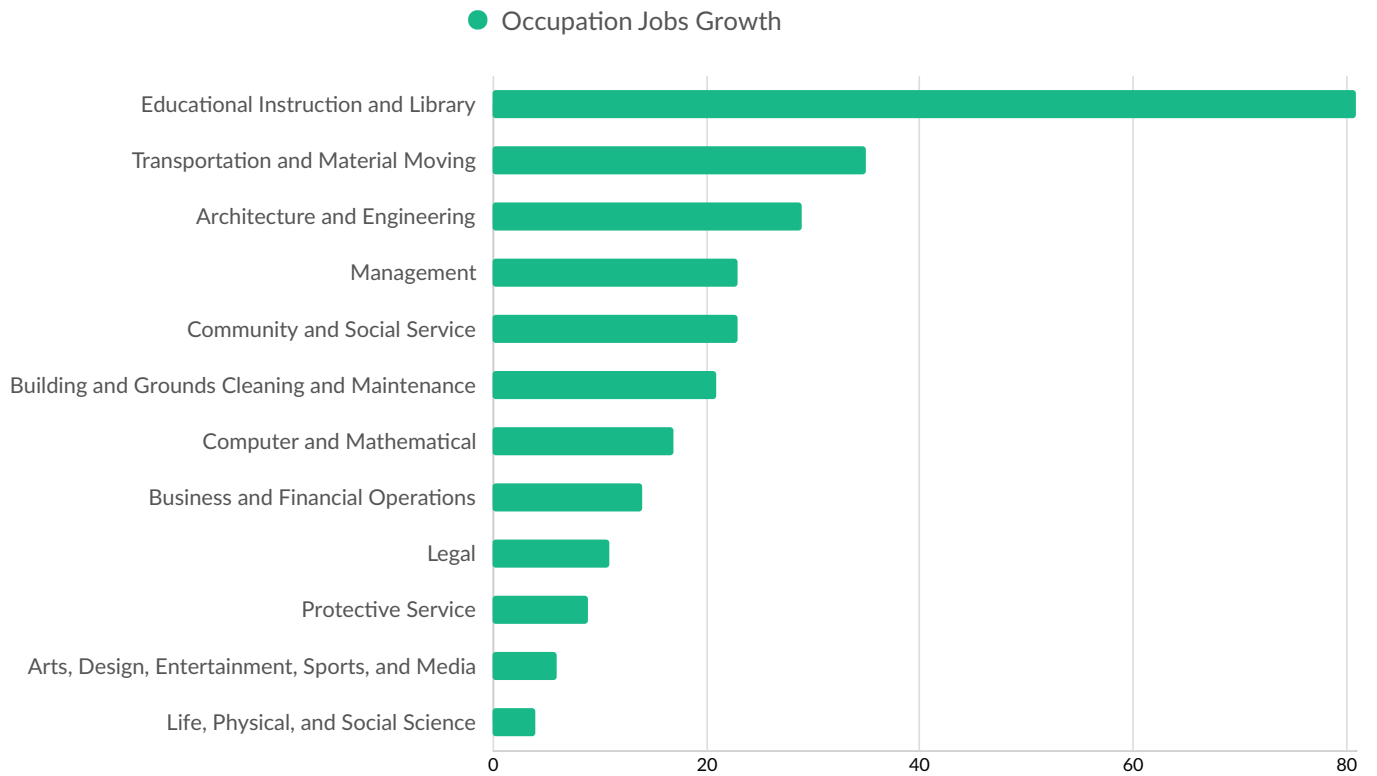
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

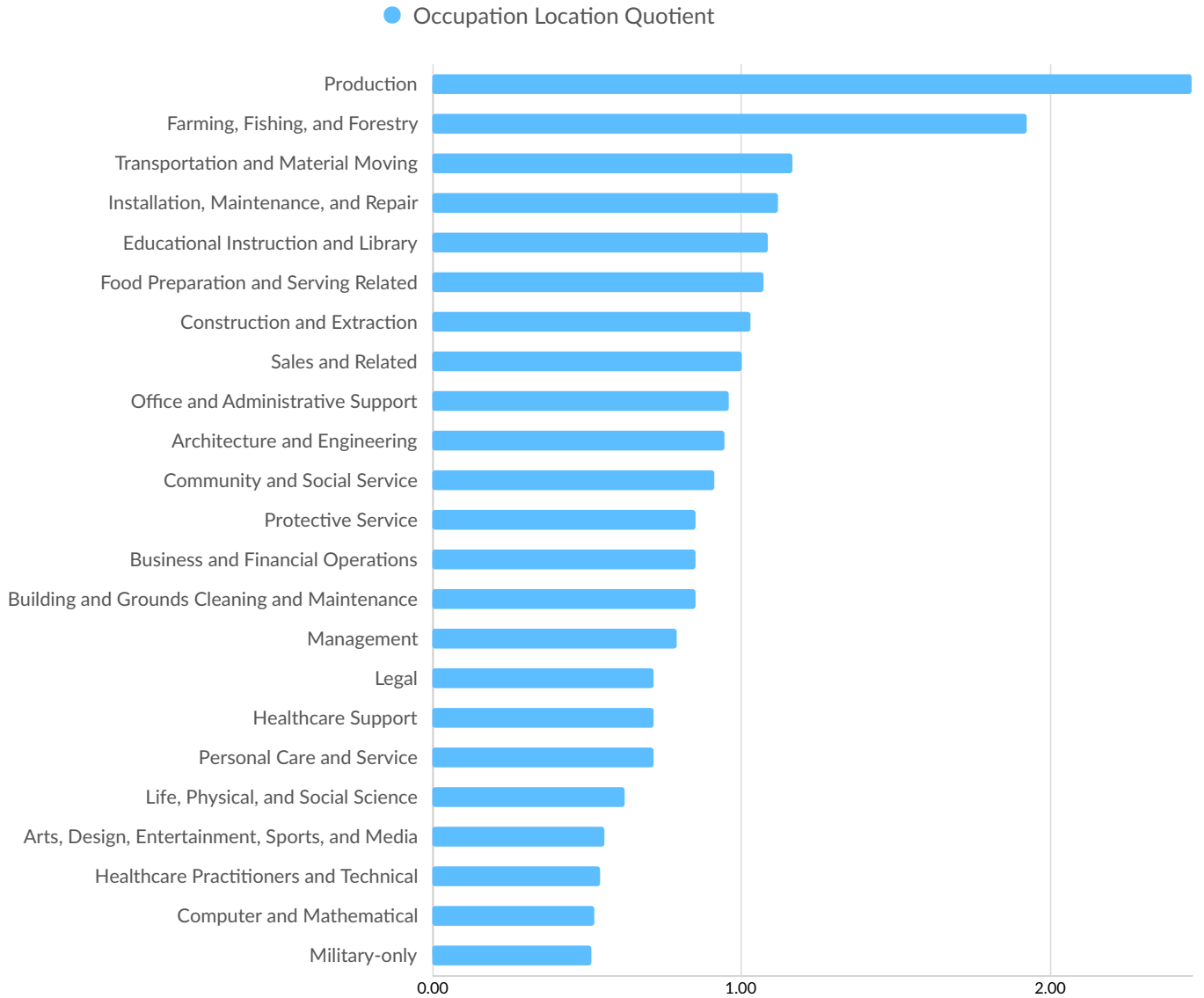
Largest Occupations



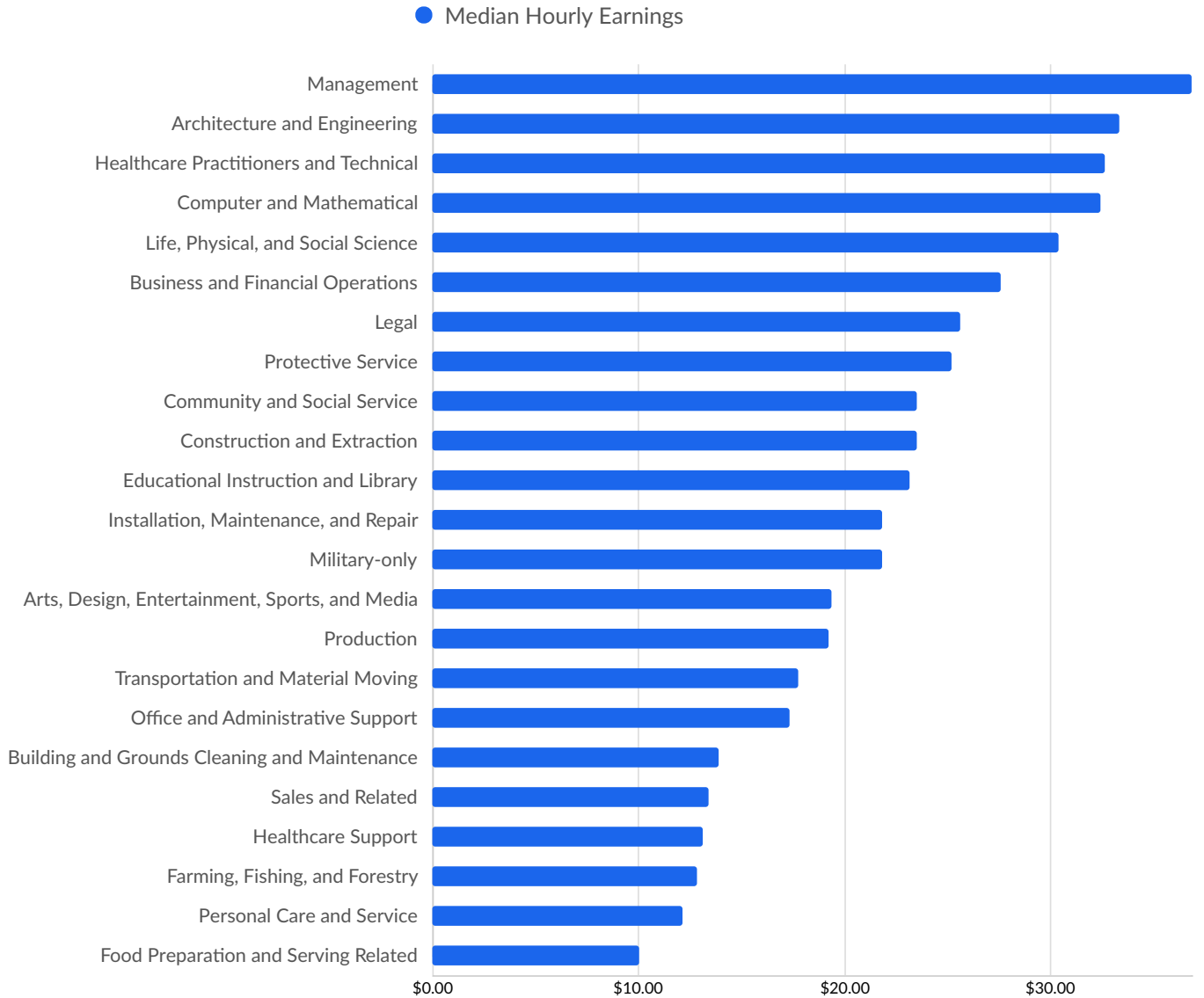
Top Growing Occupations



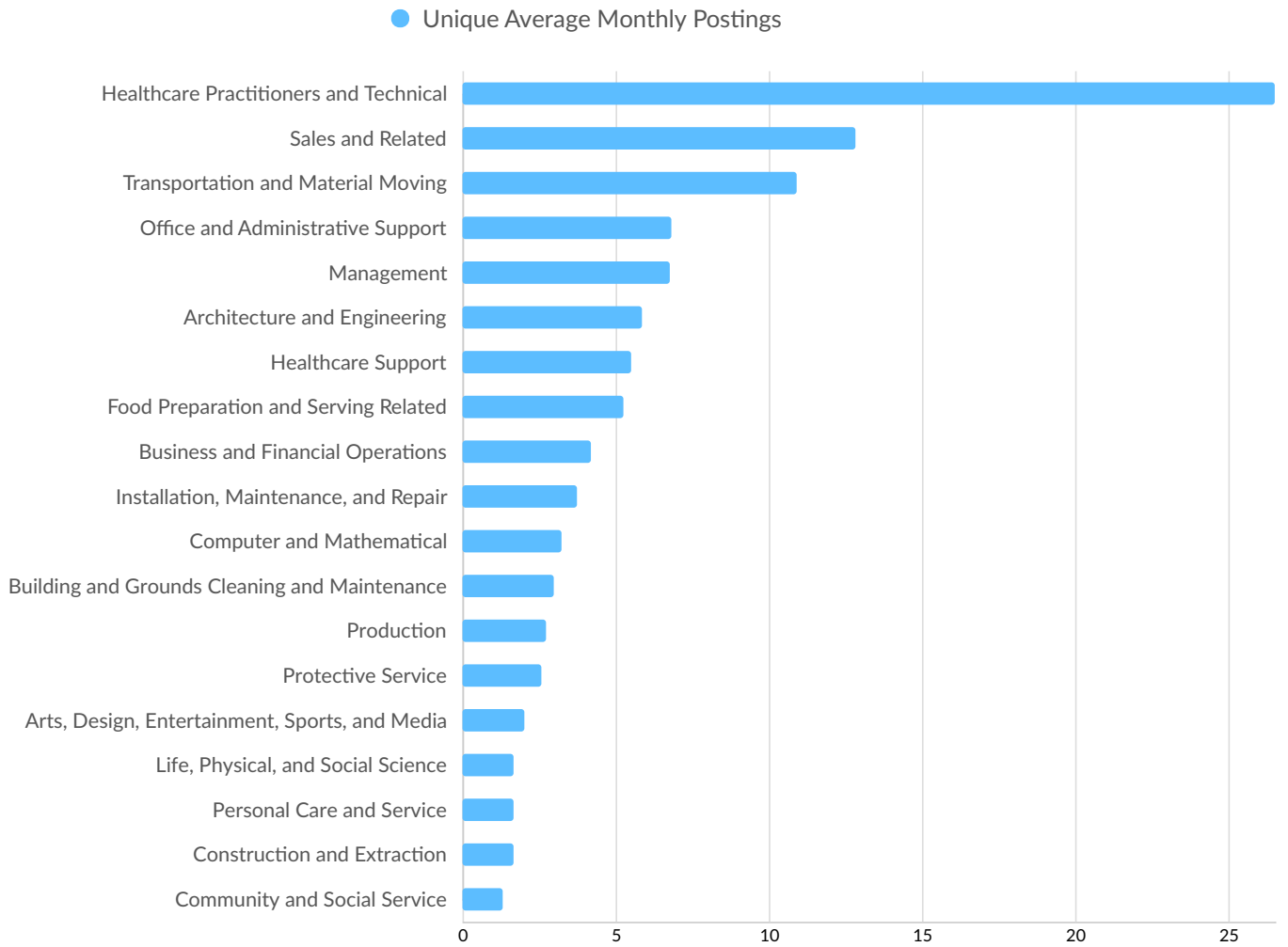
Top Occupation Location Quotient



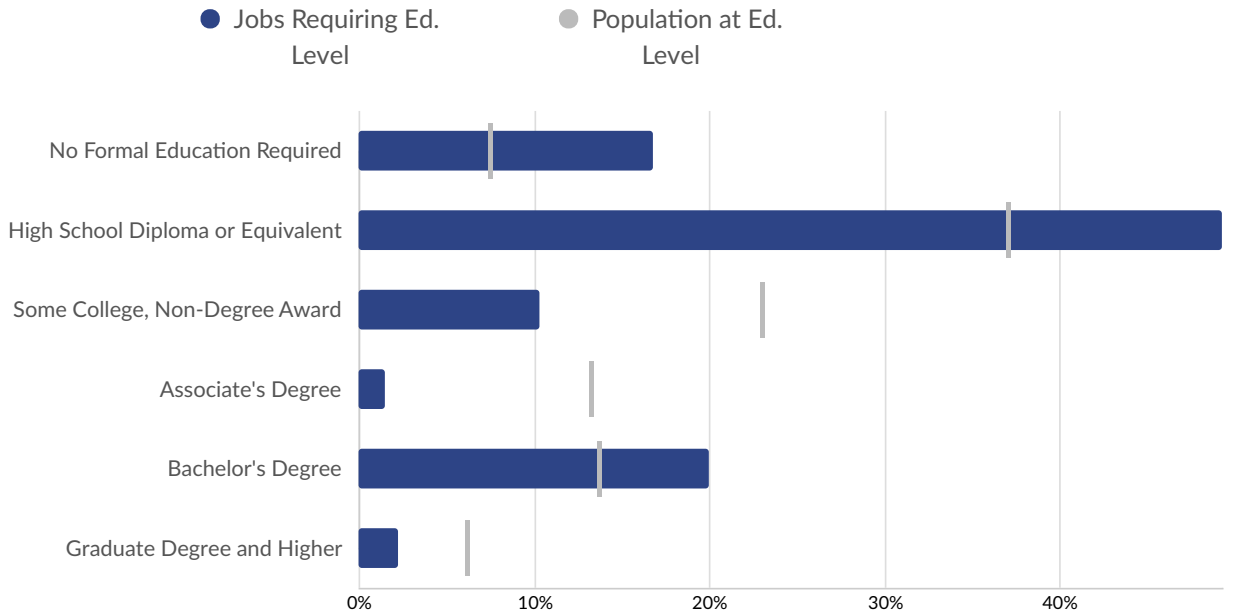
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

