



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

28,997

Population (2022)

Population **grew by 1,252** over the last 5 years and is projected to **grow by 1,921** over the next 5 years.

11,081

Total Regional Employment

Jobs **decreased by 707** over the last 5 years but are projected to **grow by 147** over the next 5 years.

\$61.4K

Median Household Income (2021)

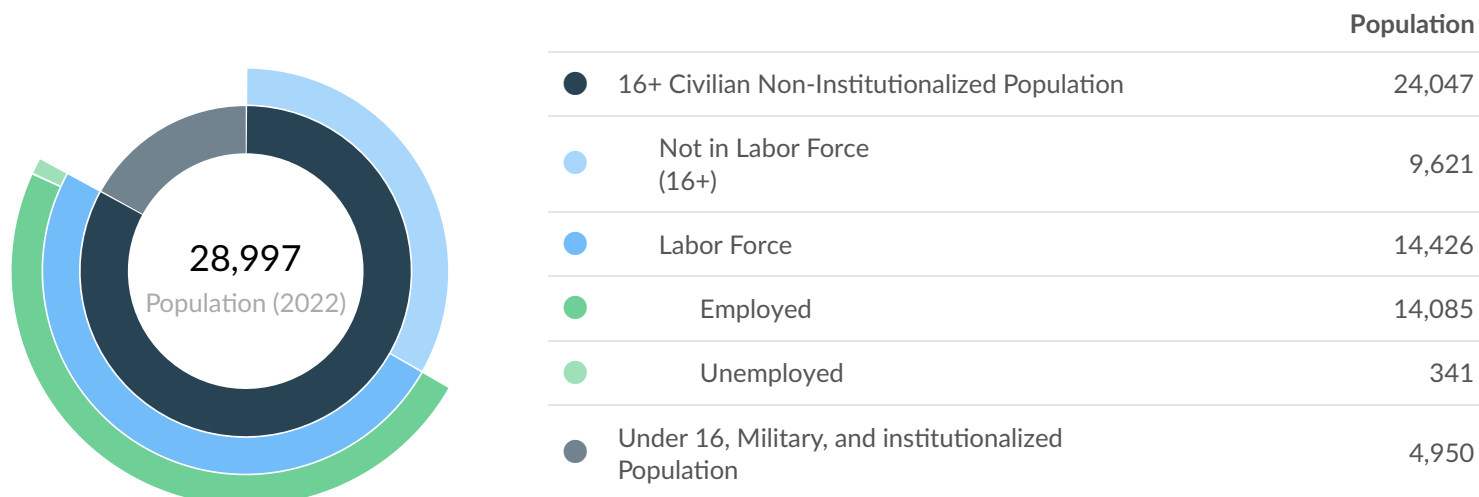
Median household income is **\$7.7K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 4.5%** since 2017, growing by 1,252. Population is expected to **increase by 6.6%** between 2022 and 2027, adding 1,921.
- From 2017 to 2022, jobs **declined by 6.0%** in Lincoln County, WI from 11,788 to **11,081**. This change **fell short of the national growth rate of 2.4% by 8.4%**. As the number of jobs declined, the **labor force participation rate decreased from 67.3% to 60.0% between 2017 and 2022**.
- Concerning educational attainment, **13.3% of Lincoln County, WI residents possess a Bachelor's Degree** (7.5% below the national average), and **12.2% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2022 are Education and Hospitals (Local Government), Insurance Carriers, and Local Government, Excluding Education and Hospitals.

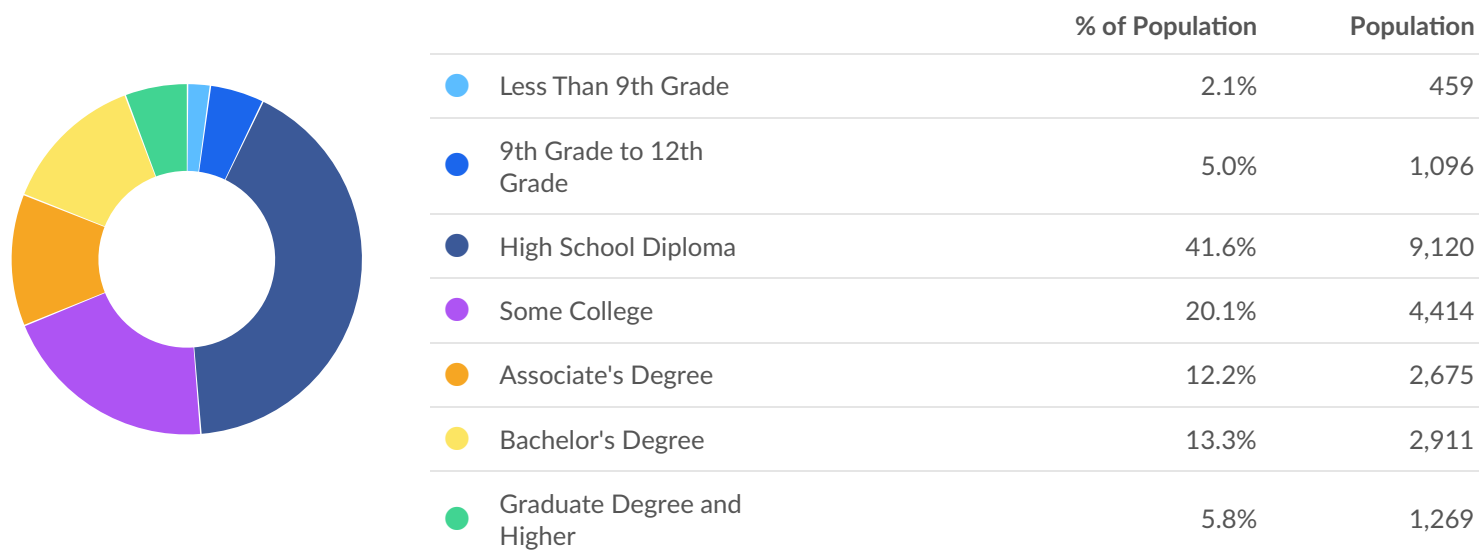
	Population (2022)	Labor Force (Dec 2022)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	28,997	14,426	11,081	100.5	\$1.29B	\$2.28B	\$1.93B
NCWRPC	453,569	216,131	213,049	99.6	\$24.99B	\$32.65B	\$31.07B
Wisconsin	5,935,388	3,050,771	3,149,359	100.4	\$383.12B	\$351.25B	\$380.49B

Dec 2022 Labor Force Breakdown



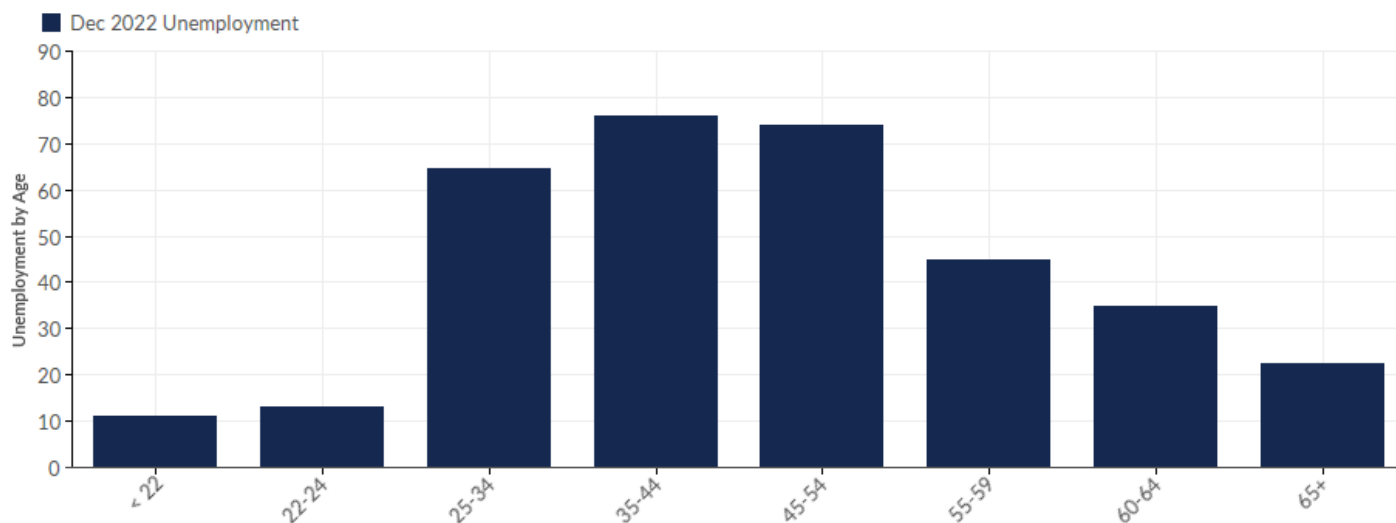
Educational Attainment

Concerning educational attainment, **13.3% of Lincoln County, WI residents possess a Bachelor's Degree** (7.5% below the national average), and **12.2% hold an Associate's Degree** (3.4% above the national average).



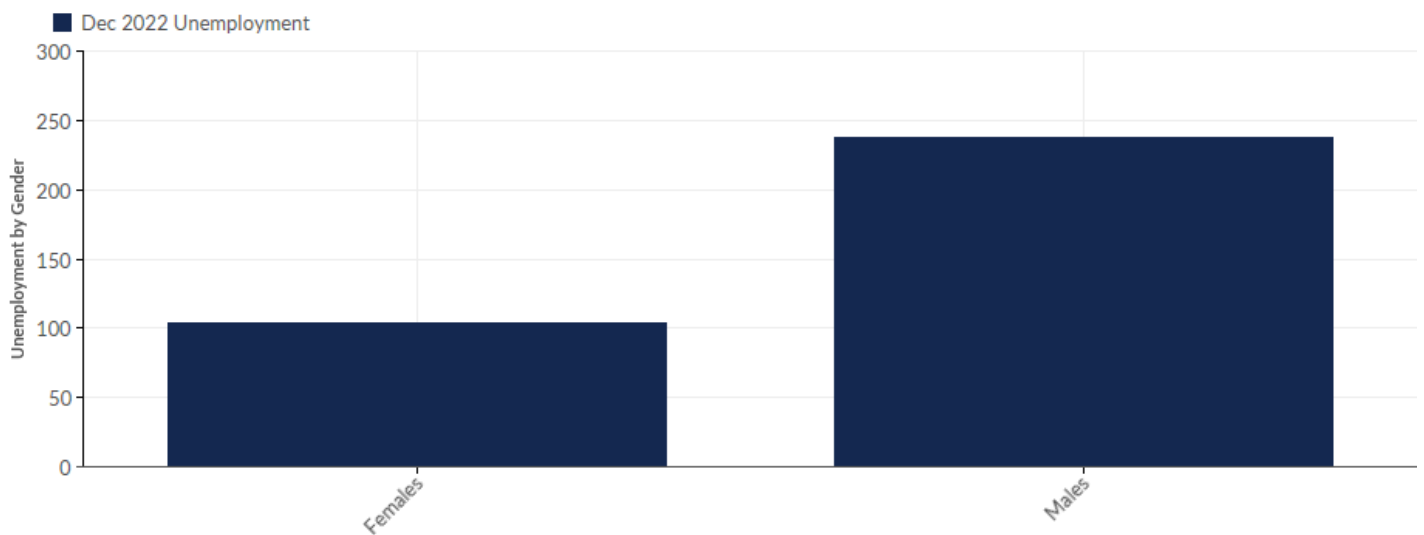
Unemployment by Demographics

Unemployment by Age



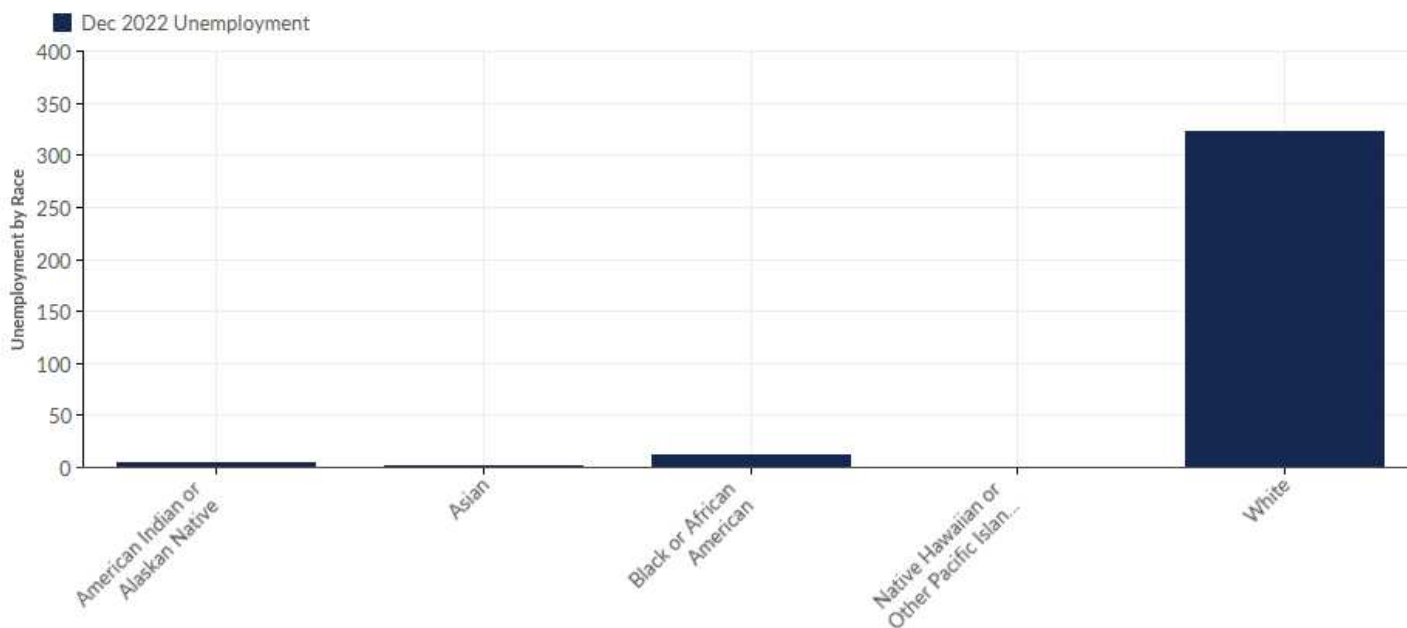
Age	Unemployment (Dec 2022)	% of Unemployed
< 22	11	3.23%
22-24	13	3.81%
25-34	65	19.06%
35-44	76	22.29%
45-54	74	21.70%
55-59	45	13.20%
60-64	35	10.26%
65+	23	6.74%
Total	341	100.00%

Unemployment by Gender



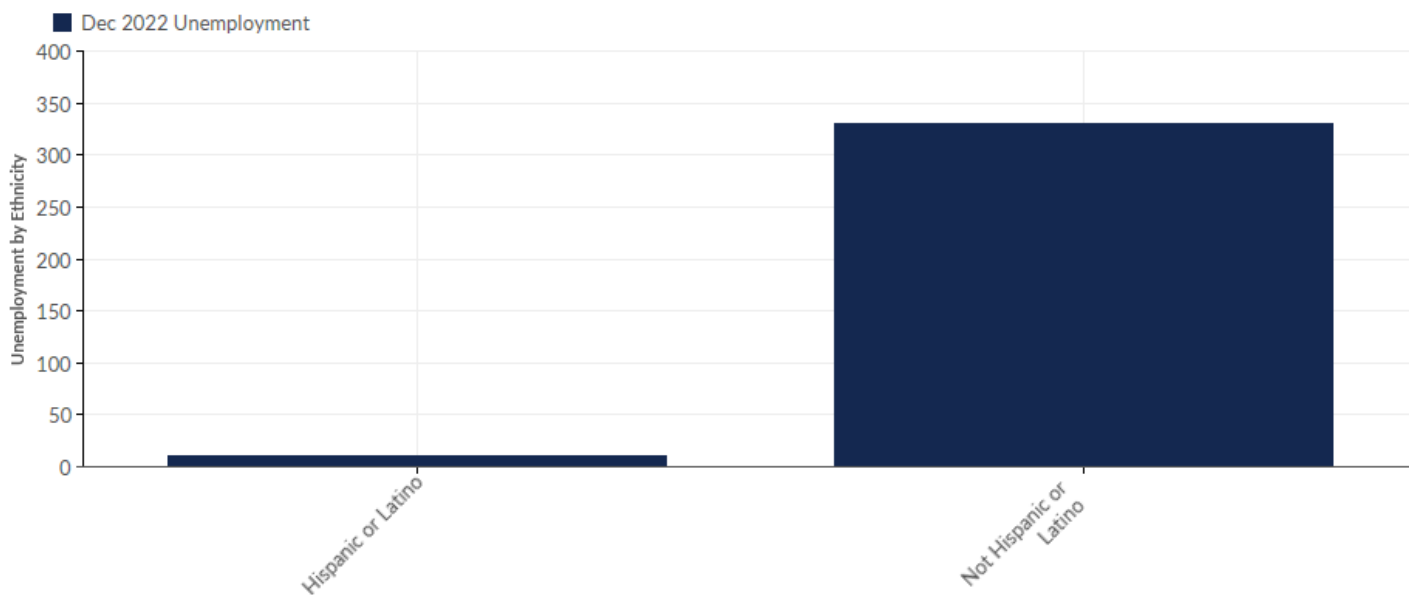
Gender	Unemployment (Dec 2022)	% of Unemployed
Females	104	30.50%
Males	237	69.50%
Total	341	100.00%

Unemployment by Race



Race	Unemployment (Dec 2022)	% of Unemployed
American Indian or Alaskan Native	5	1.47%
Asian	1	0.29%
Black or African American	12	3.52%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	323	94.72%
Total	341	100.00%

Unemployment by Ethnicity

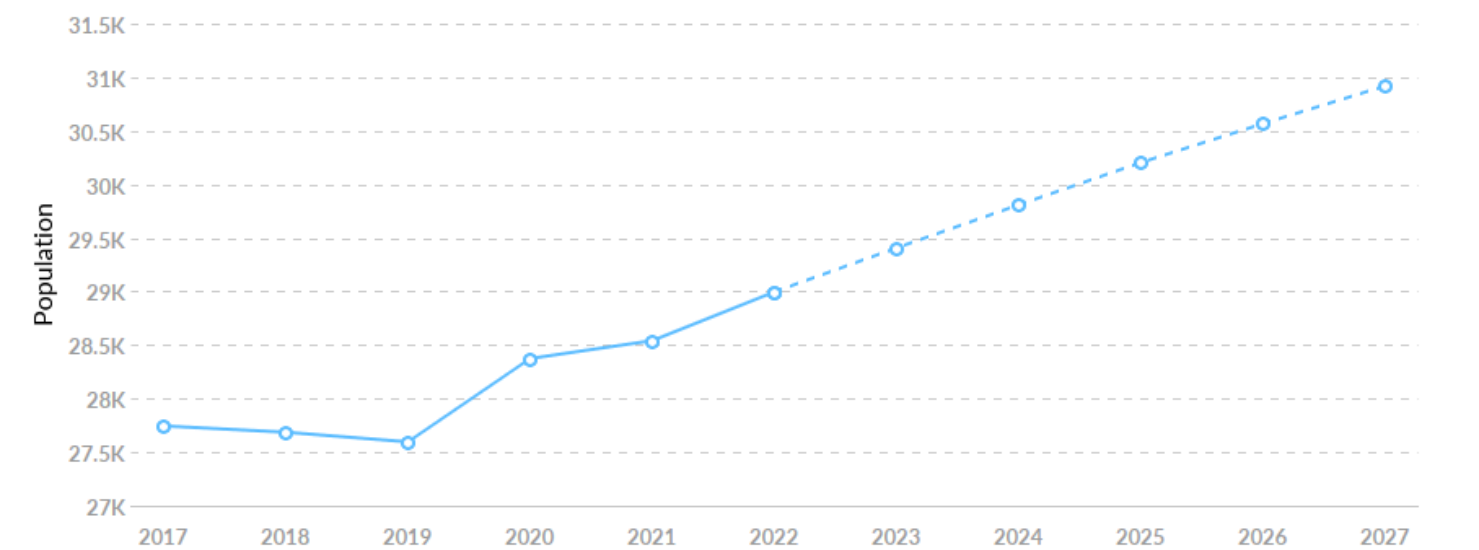


Ethnicity	Unemployment (Dec 2022)	% of Unemployed
Hispanic or Latino	11	3.23%
Not Hispanic or Latino	330	96.77%
Total	341	100.00%

Historic & Projected Trends

Population Trends

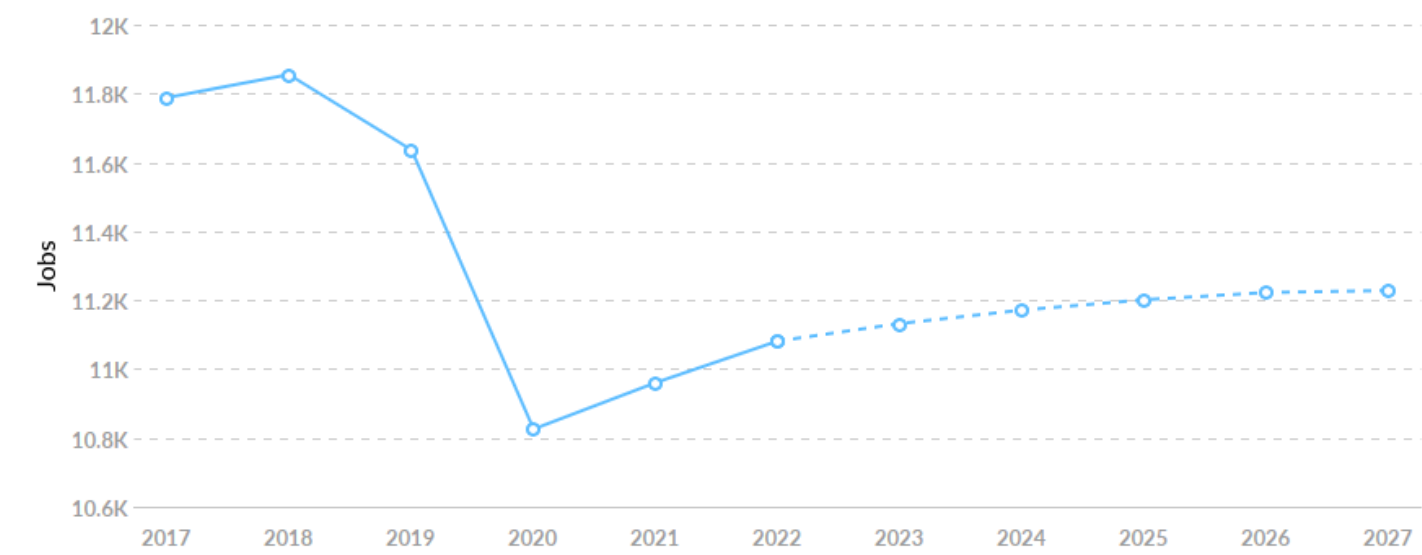
As of 2022 the region's population **increased by 4.5%** since 2017, growing by 1,252. Population is expected to **increase by 6.6%** between 2022 and 2027, adding 1,921.



Timeframe	Population
2017	27,745
2018	27,686
2019	27,596
2020	28,374
2021	28,541
2022	28,997
2023	29,407
2024	29,809
2025	30,204
2026	30,567
2027	30,919

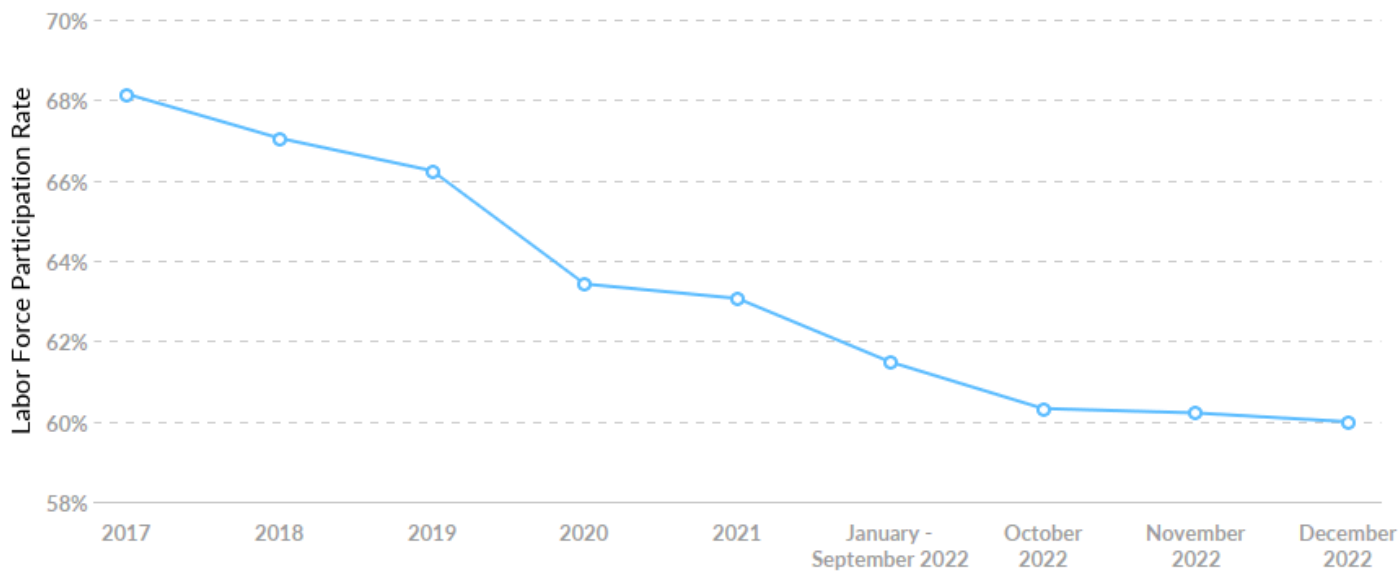
Job Trends

From 2017 to 2022, jobs **declined by 6.0%** in Lincoln County, WI from 11,788 to **11,081**. This change **fell short of the national growth rate of 2.4%** by 8.4%.



Timeframe	Jobs
2017	11,788
2018	11,855
2019	11,637
2020	10,825
2021	10,960
2022	11,081
2023	11,132
2024	11,171
2025	11,201
2026	11,222
2027	11,228

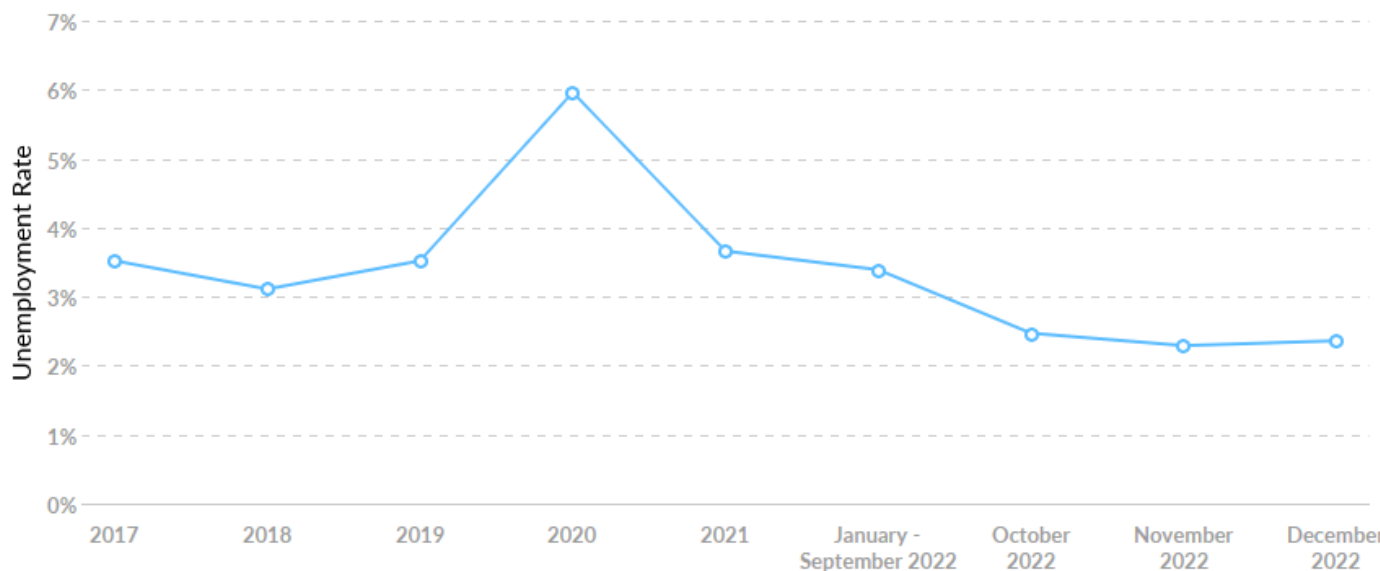
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	68.15%
2018	67.05%
2019	66.24%
2020	63.42%
2021	63.06%
January - September 2022	61.48%
October 2022	60.32%
November 2022	60.21%
December 2022	59.99%

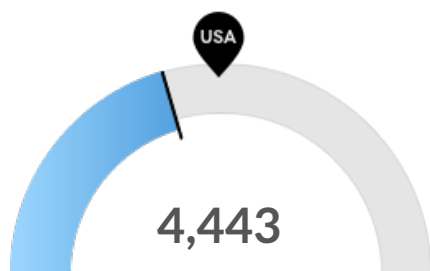
Unemployment Rate Trends

Lincoln County, WI had a December 2022 unemployment rate of 2.36%,**decreasing from 3.52%** 5 years before.



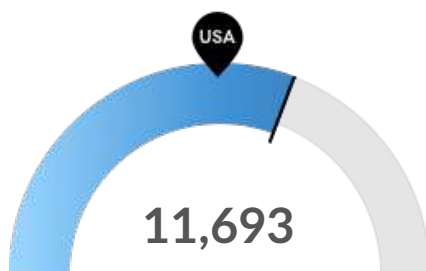
Timeframe	Unemployment Rate
2017	3.52%
2018	3.11%
2019	3.52%
2020	5.96%
2021	3.66%
January - September 2022	3.39%
October 2022	2.47%
November 2022	2.29%
December 2022	2.36%

Population Characteristics



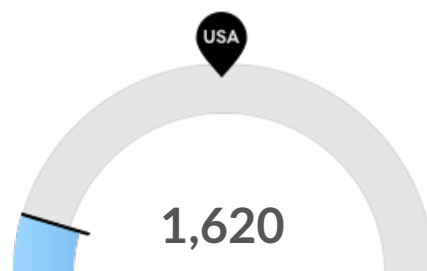
Millennials

Lincoln County, WI has 4,443 millennials (ages 25-39). The national average for an area this size is 5,830.



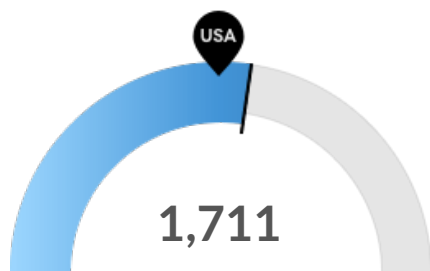
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,483 people 55 or older, while there are 11,693 here.



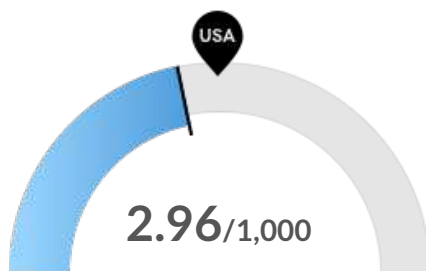
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 11,614 racially diverse people, while there are 1,620 here.



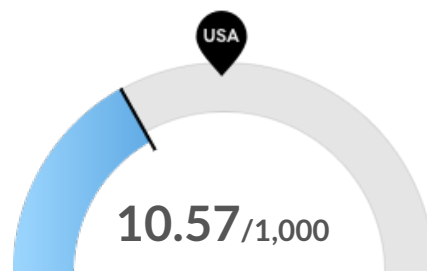
Veterans

Lincoln County, WI has 1,711 veterans. The national average for an area this size is 1,499.



Violent Crime

Lincoln County, WI has 2.96 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

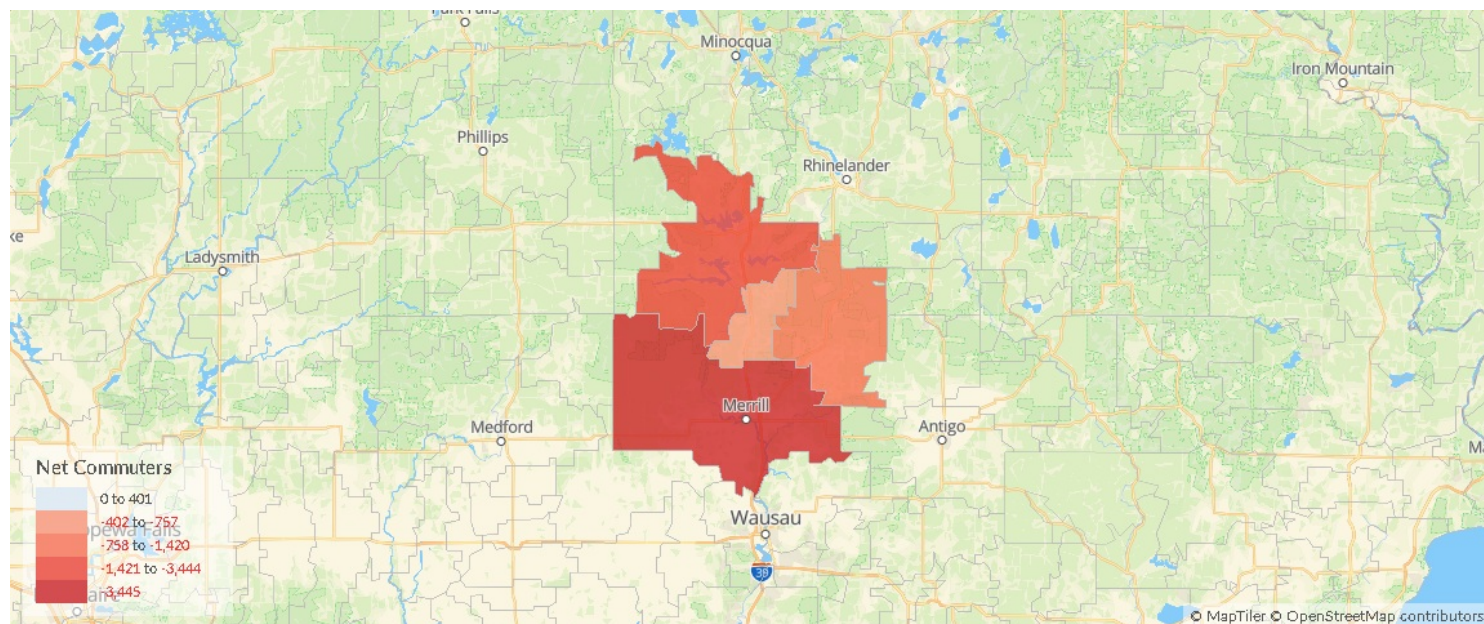


Property Crime

Lincoln County, WI has 10.57 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54452	Merrill, WI (in Lincoln c...	6,834
54487	Tomahawk, WI (in Linco...	3,745
54435	Gleason, WI (in Lincoln ...	287
54442	Irma, WI (in Lincoln cou...	175
54532	Heafford Junction, WI (i...	40

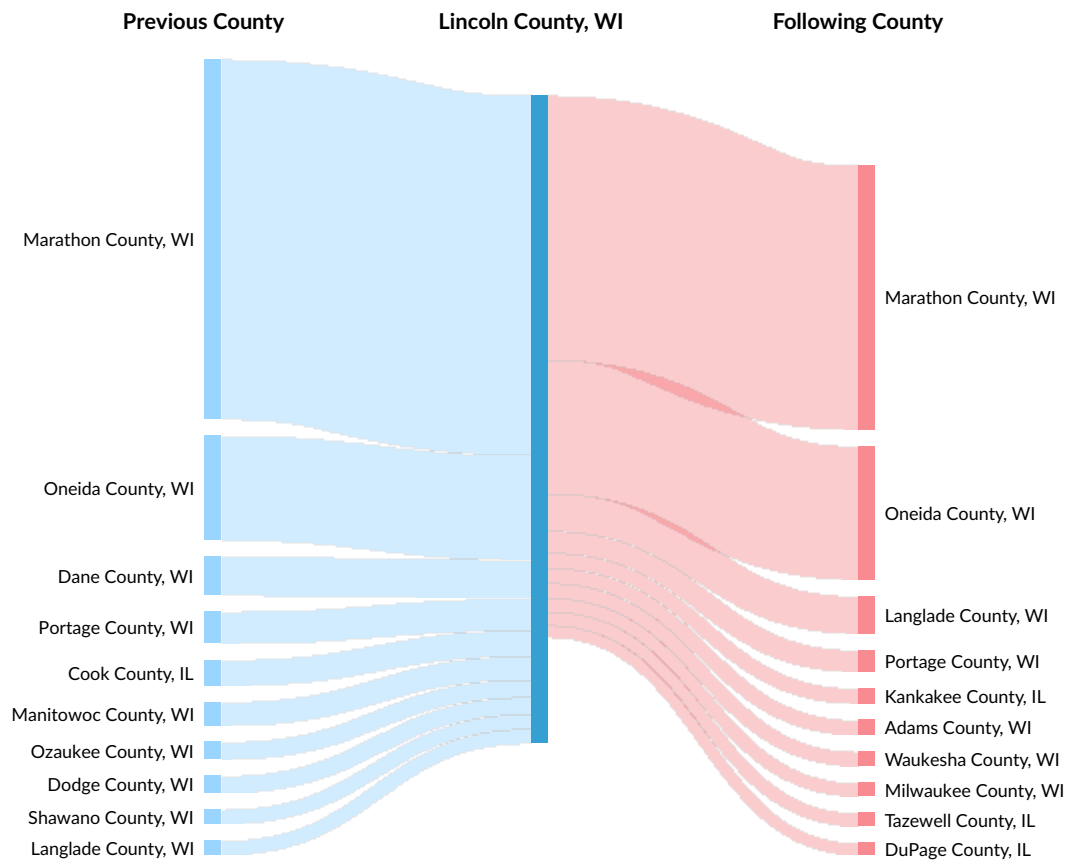
Where Talent Lives

ZIP	Name	2022 Workers
54452	Merrill, WI (in Lincoln c...	10,279
54487	Tomahawk, WI (in Linco...	5,167
54435	Gleason, WI (in Lincoln ...	1,045
54442	Irma, WI (in Lincoln cou...	577
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.

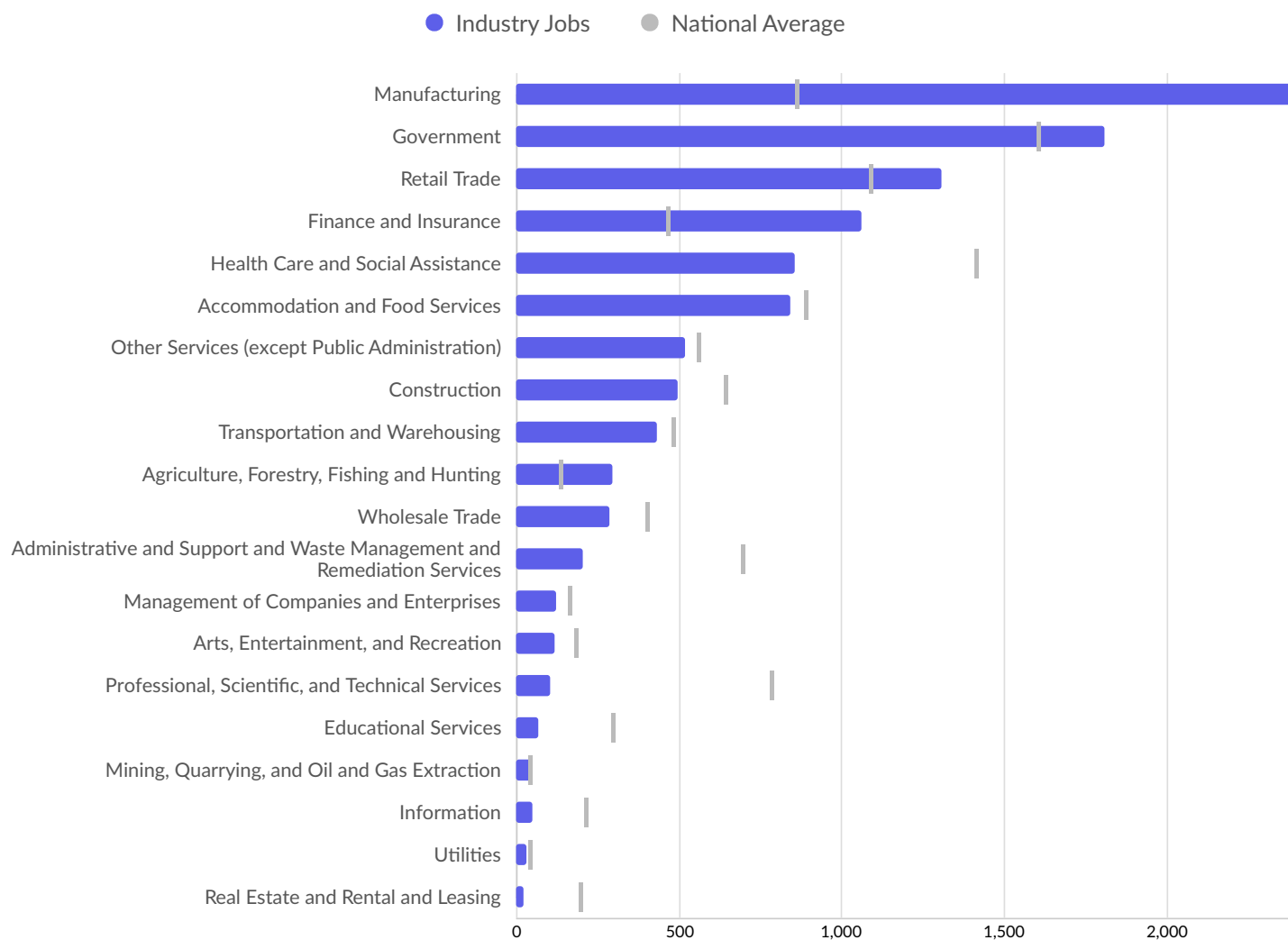


Top Previous Counties	Migrations
Marathon County, WI	411
Oneida County, WI	119
Dane County, WI	44
Portage County, WI	36
Cook County, IL	29
Manitowoc County, WI	27

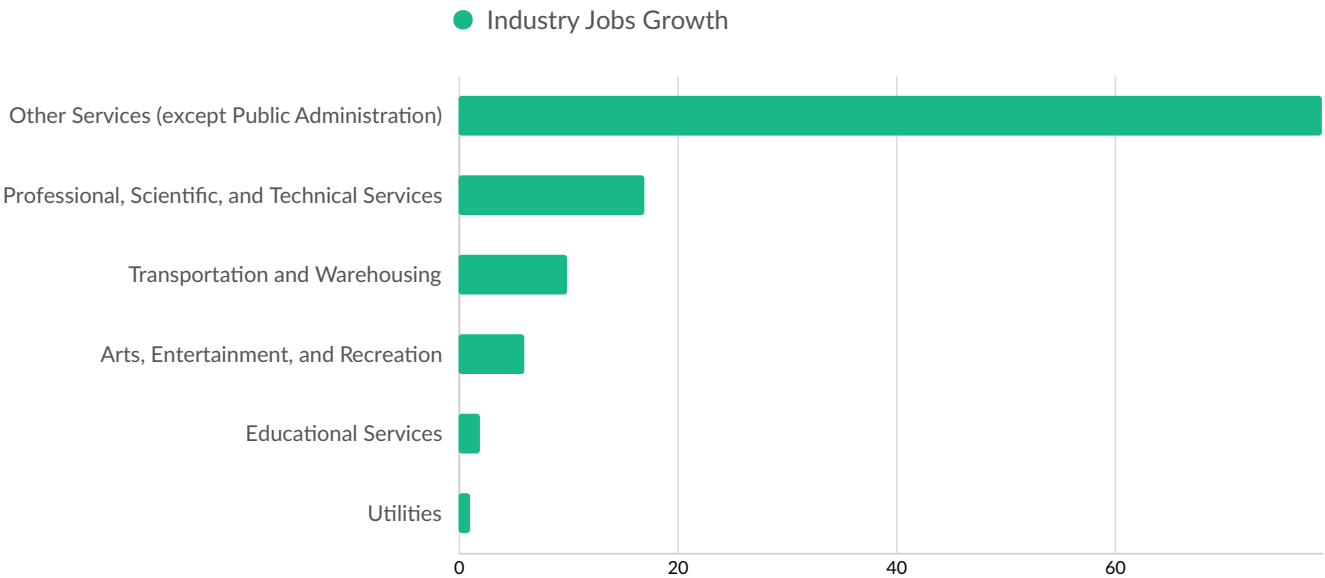
Top Previous Counties	Migrations
Ozaukee County, WI	20
Dodge County, WI	19
Shawano County, WI	17
Langlade County, WI	17
Hennepin County, MN	15
Sauk County, WI	14
Taylor County, WI	14
Vilas County, WI	14
Eau Claire County, WI	14
Top Following Counties	Migrations
Marathon County, WI	302
Oneida County, 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

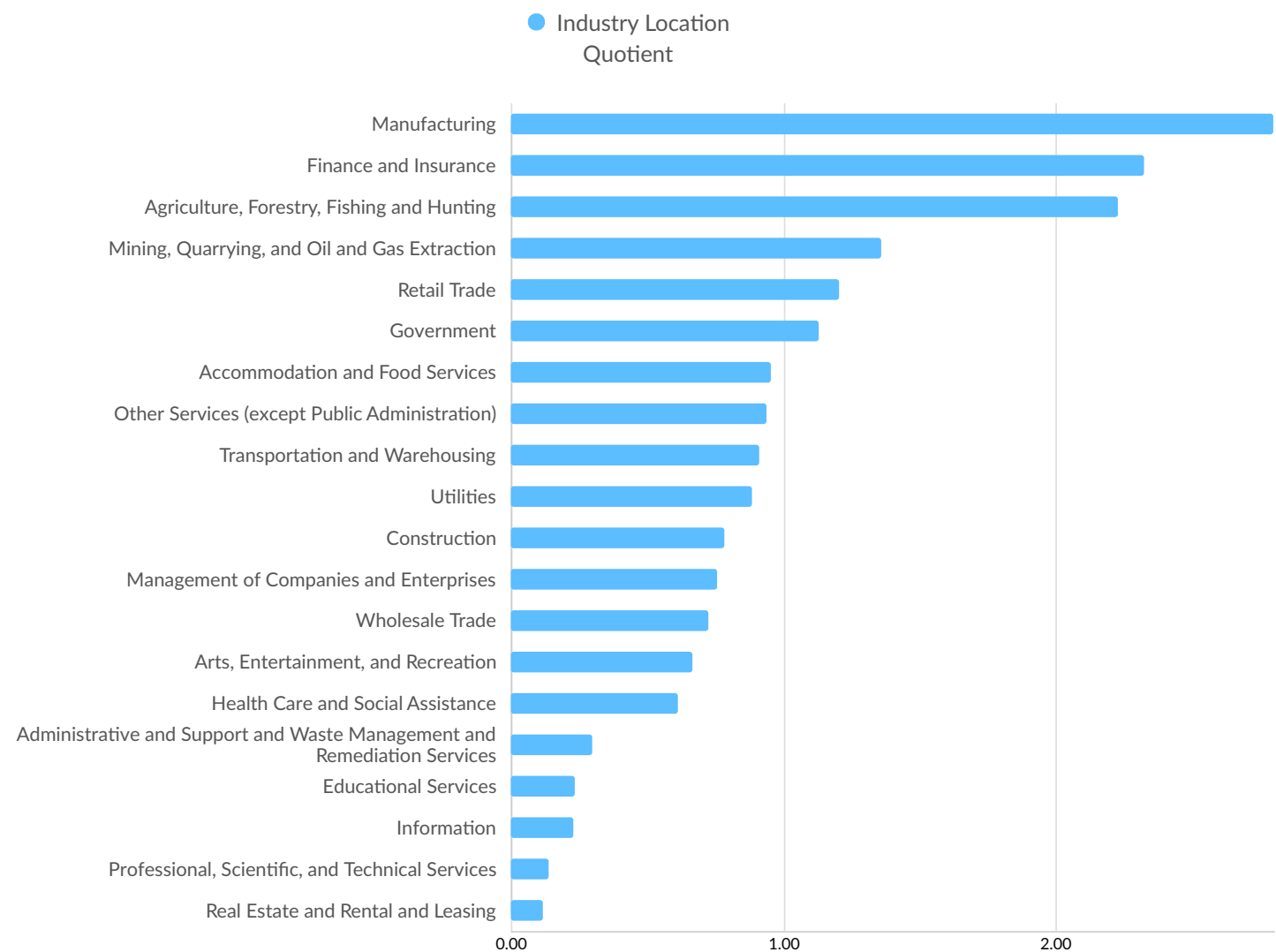
Largest Industries



Top Growing Industries

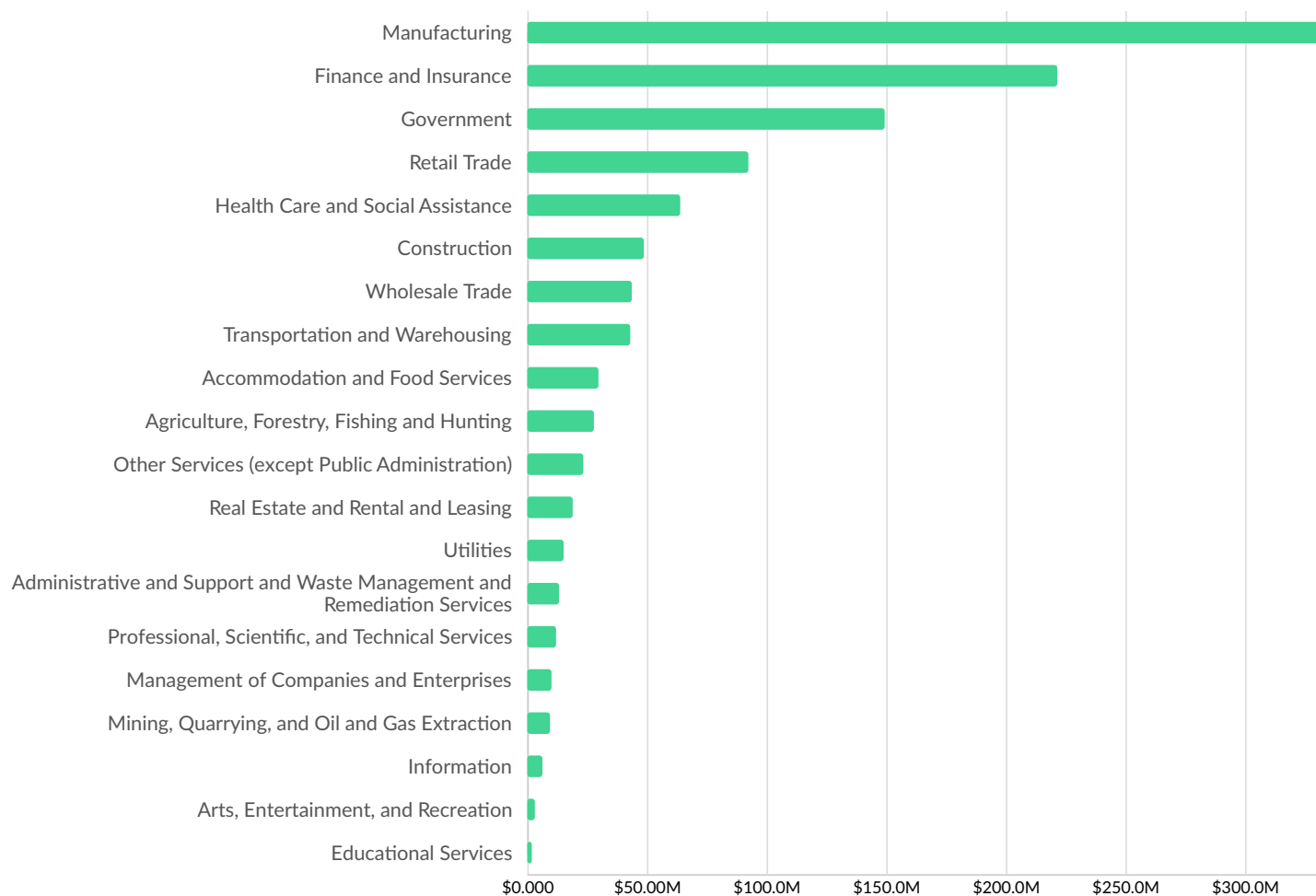


Top Industry Location Quotient

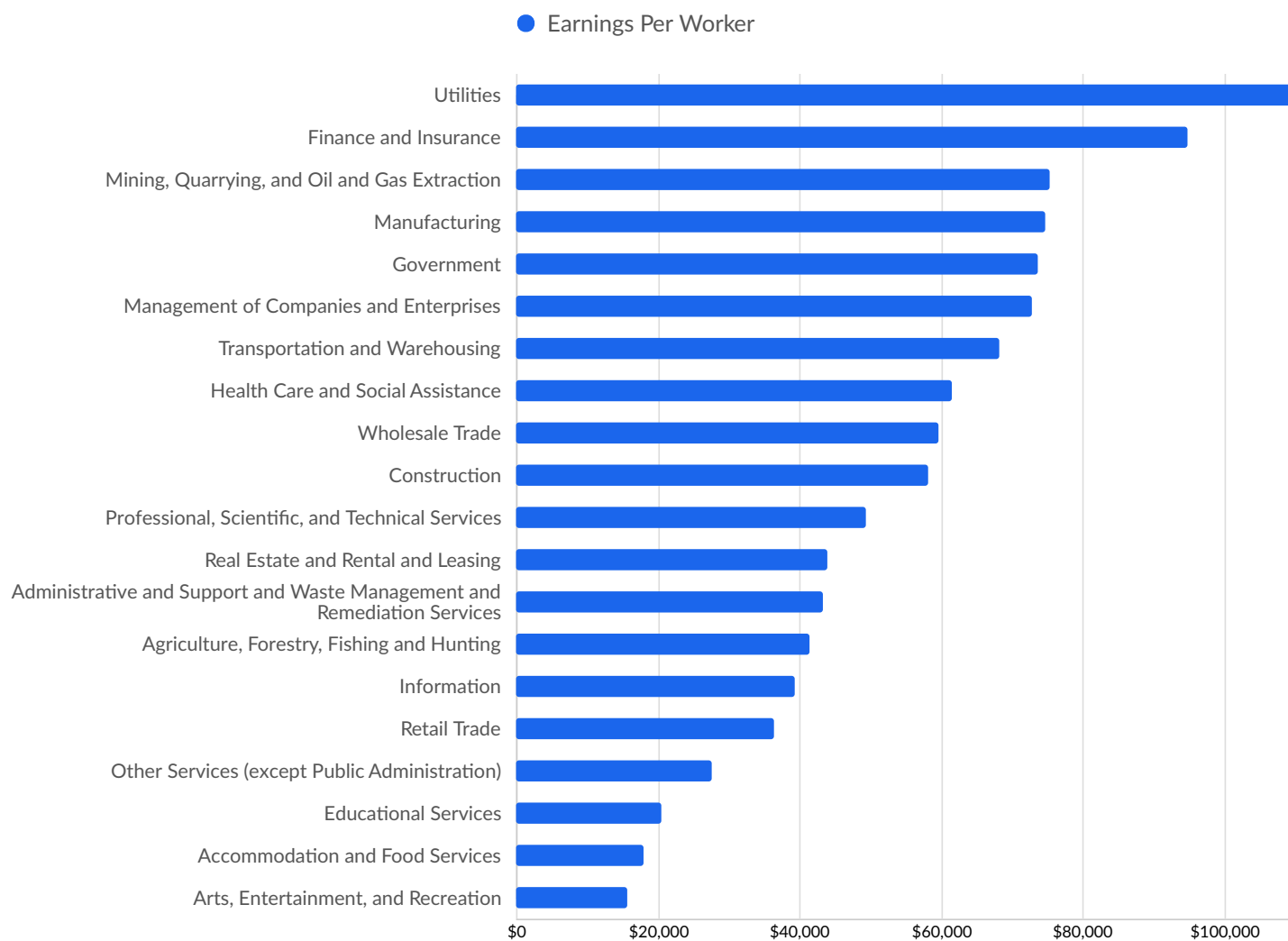


Top Industry GRP

● Gross Regional Product























Top Industry Earnings



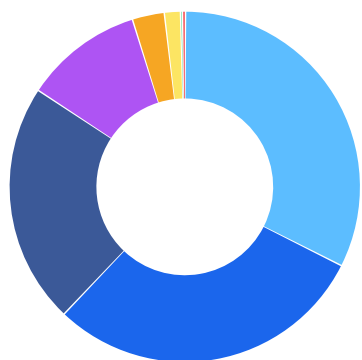
Business Characteristics

2,661 Companies Employ Your Workers

Online profiles for your workers mention 2,661 companies as employers, with the top 10 appearing below. In the last 12 months, 212 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...	323 	Church Mutual Insurance Comp...	105 
Merrill Area Public Schools	115 	Aspirus	89 
Aspirus	100 	Kwik Trip	44 
Packaging Corp America	84 	Walmart	44 
Harley-Davidson	78 	M & R Stores	38 
Ministry Health Care	51 	Harley-Davidson	31 
Marshfield Clinic	47 	Packaging Corp America	31 
Tomahawk School District Of	37 	Pizza Hut	20 
State of Wisconsin	36 	Walgreens Boots Alliance	19 
Agra Industries	35 	Allied Universal	18 

Business Size

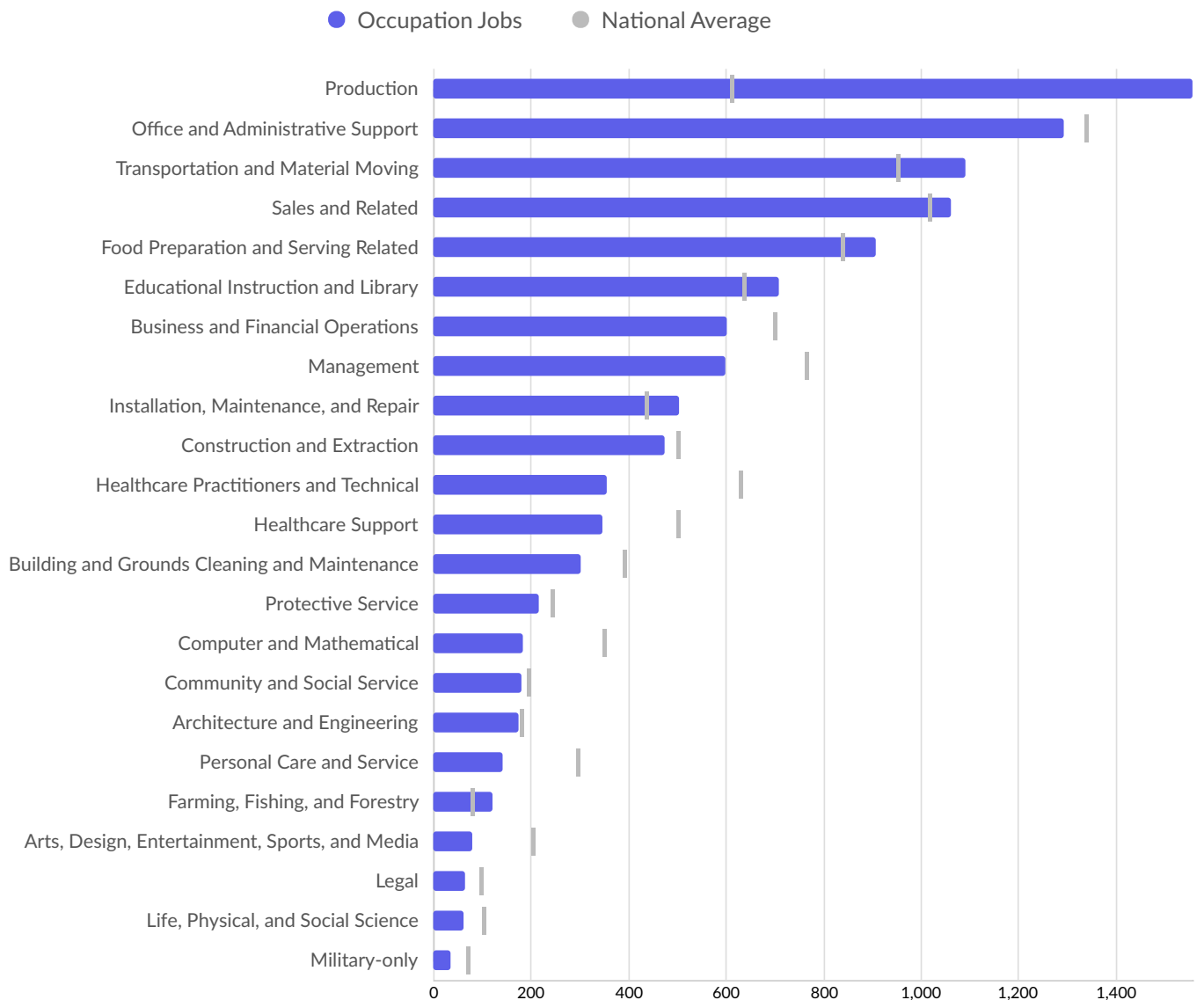


	Percentage	Business Count
1 to 4 employees	32.3%	350
5 to 9 employees	29.7%	321
10 to 19 employees	22.2%	240
20 to 49 employees	10.9%	118
50 to 99 employees	3.0%	32
100 to 249 employees	1.5%	16
250 to 499 employees	0.2%	2
500+ employees	0.3%	3

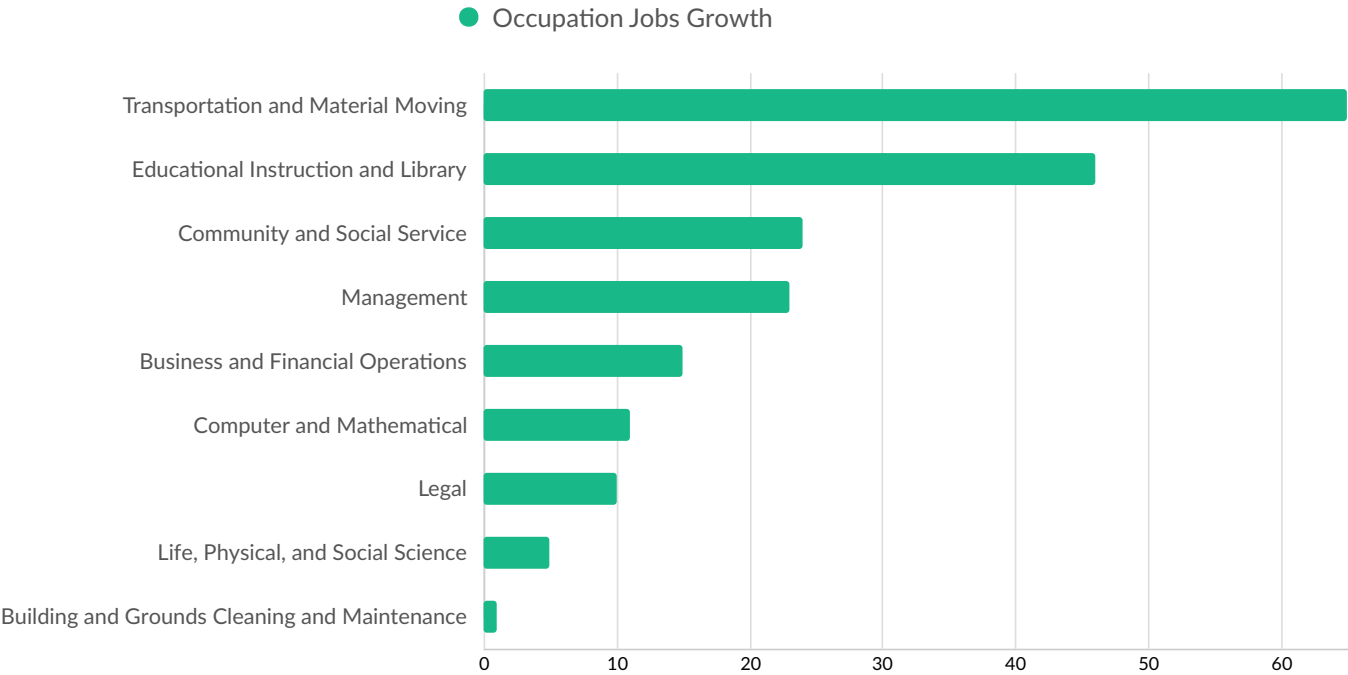
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

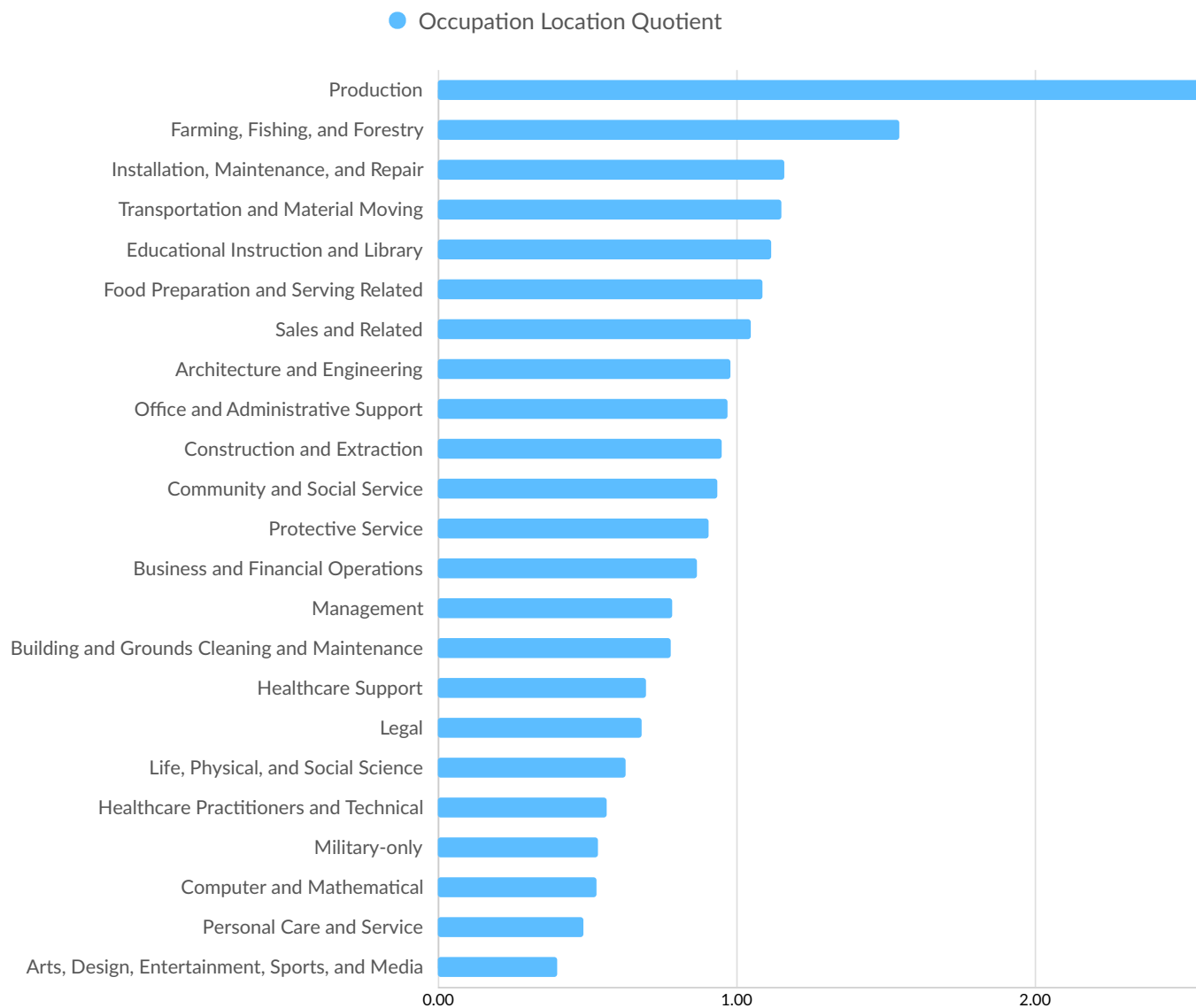
Largest Occupations



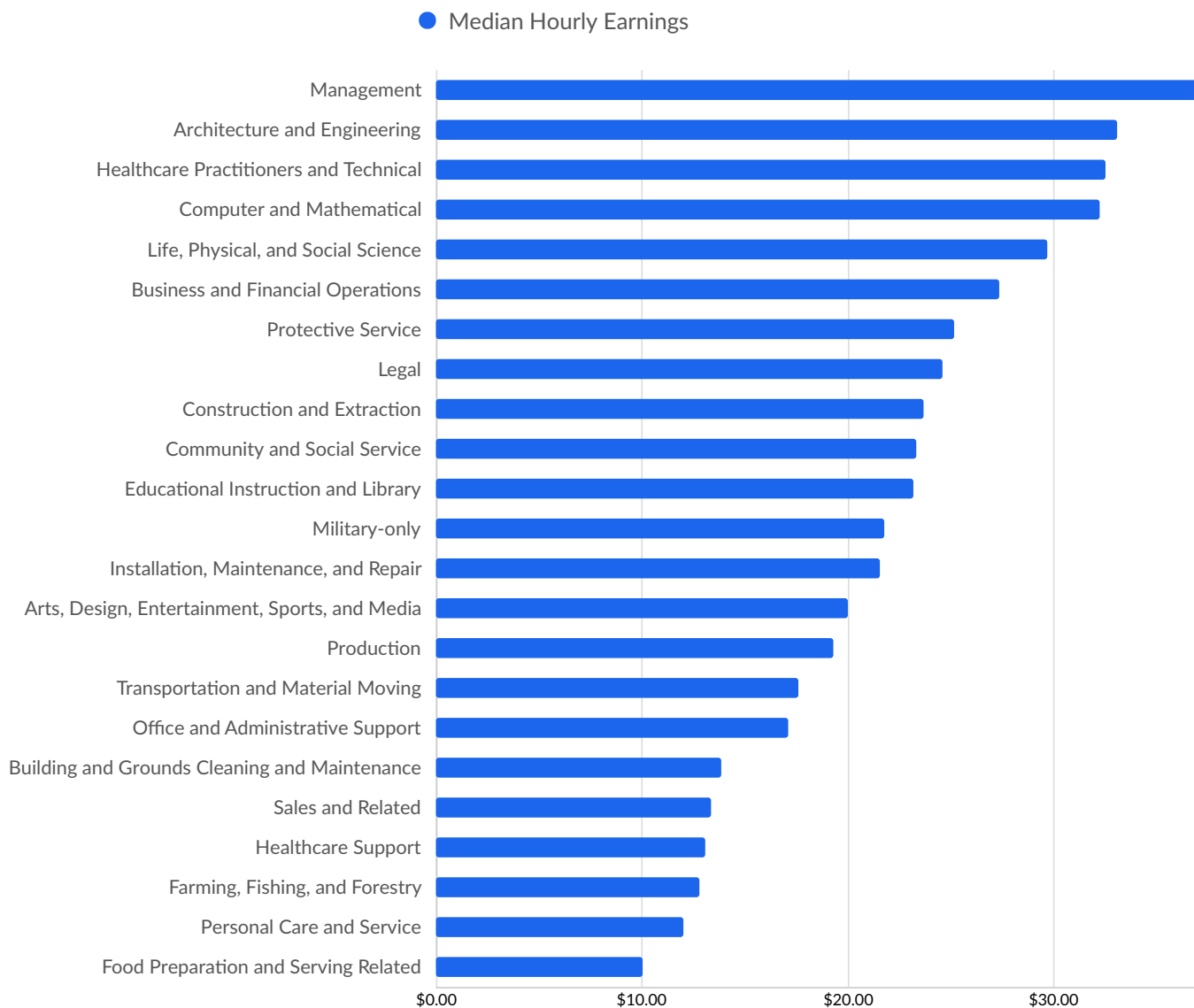
Top Growing Occupations



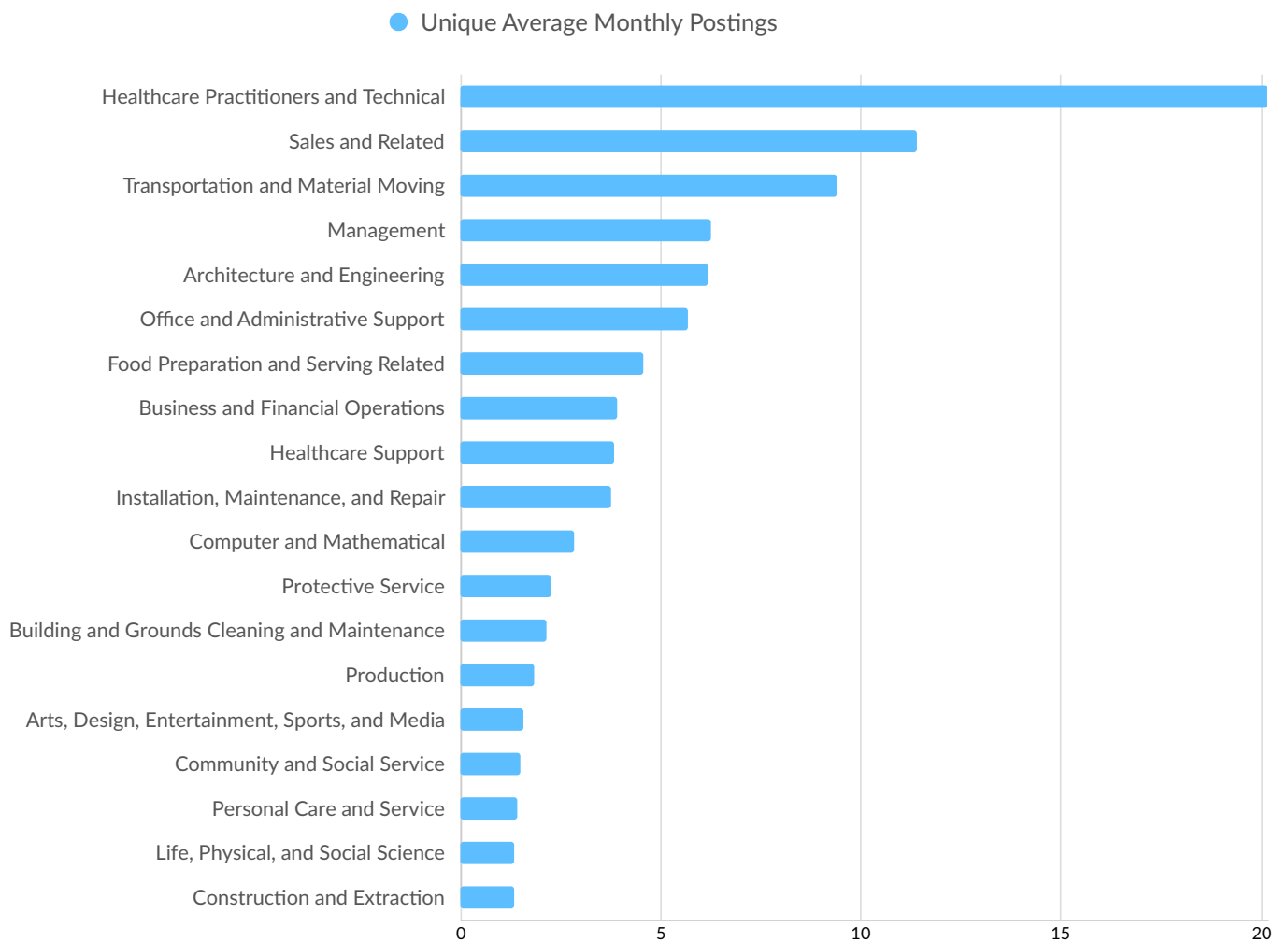
Top Occupation Location Quotient



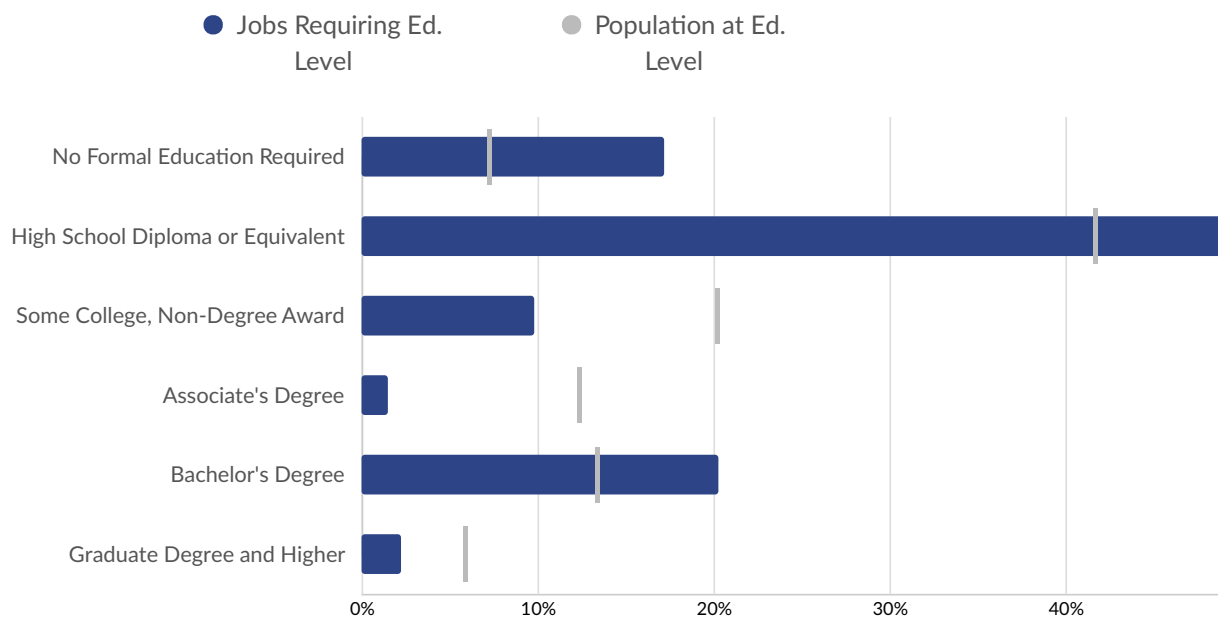
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

