



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.

11,733

Total Regional Employment

Jobs **decreased by 576** over the last 5 years but are projected to **grow by 418** 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 4.7%** in Lincoln County, WI from 12,310 to **11,733**. This change **fell short of the national growth rate of 3.8% by 8.5%**. As the number of jobs declined, the **labor force participation rate decreased from 67.3% to 60.2% 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.

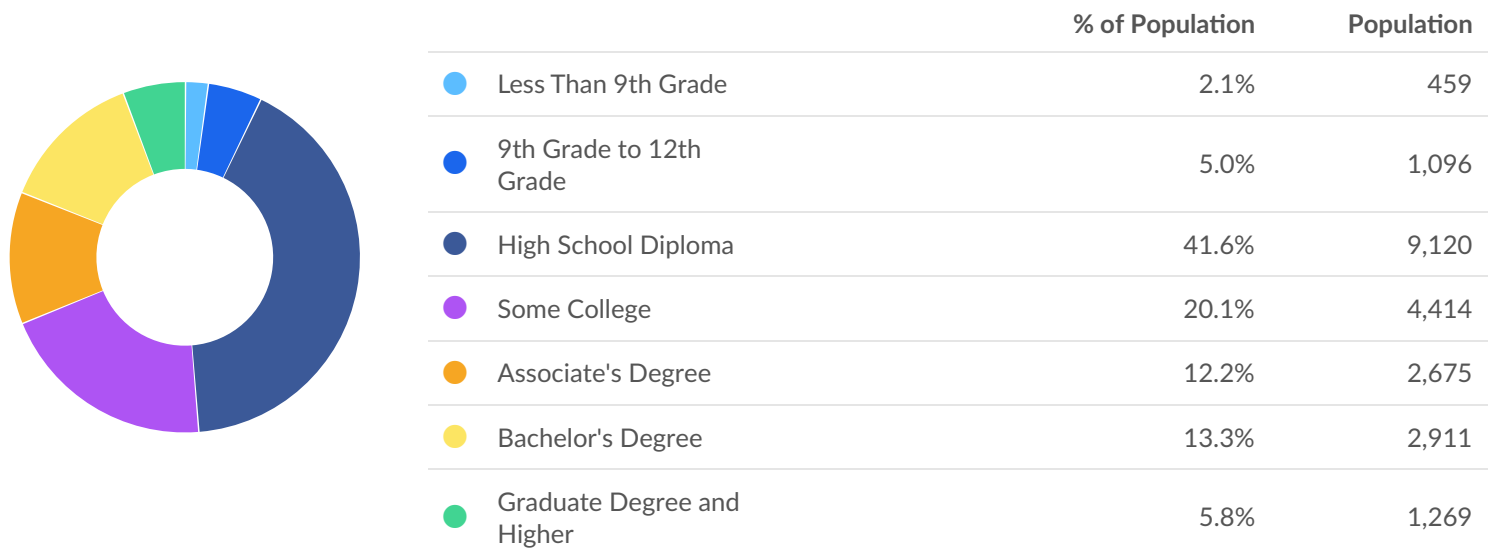
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	29,407	14,739	11,733	100.5	\$1.36B	\$2.33B	\$2.01B
State	5,965,358	3,097,211	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

Apr 2023 Labor Force Breakdown



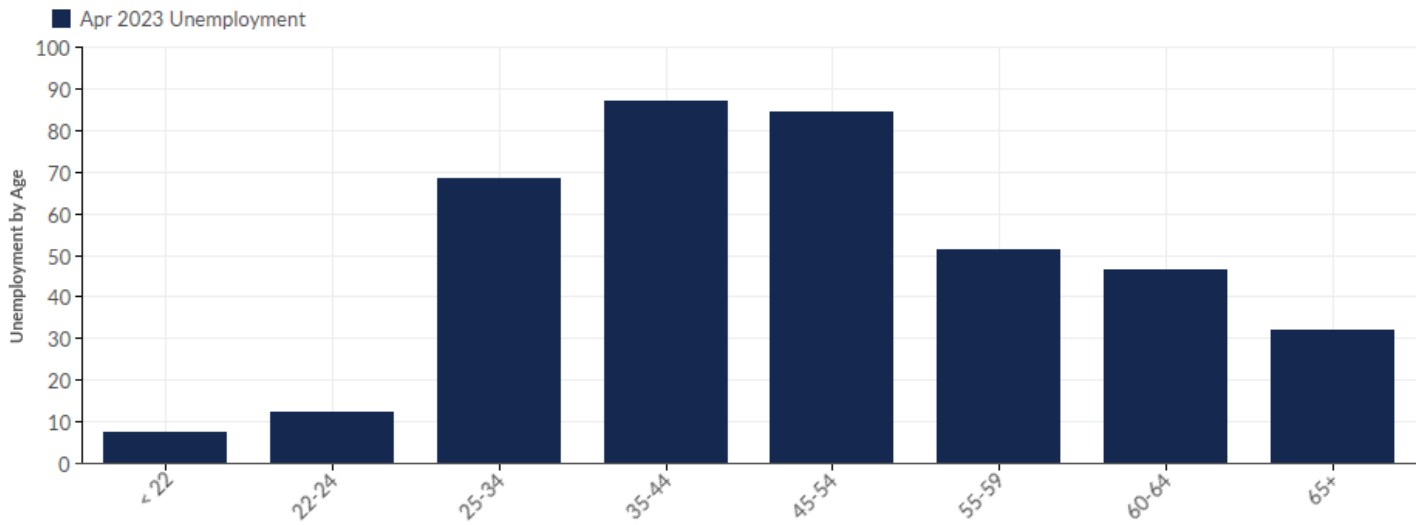
Educational Attainment

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).



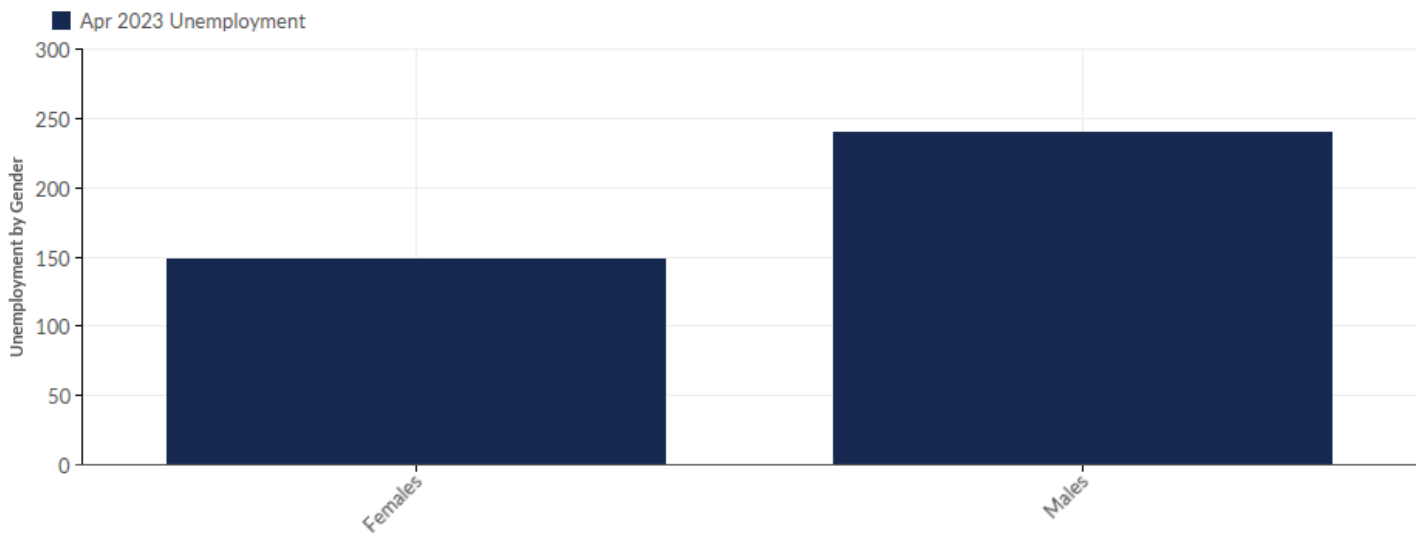
Unemployment by Demographics

Unemployment by Age



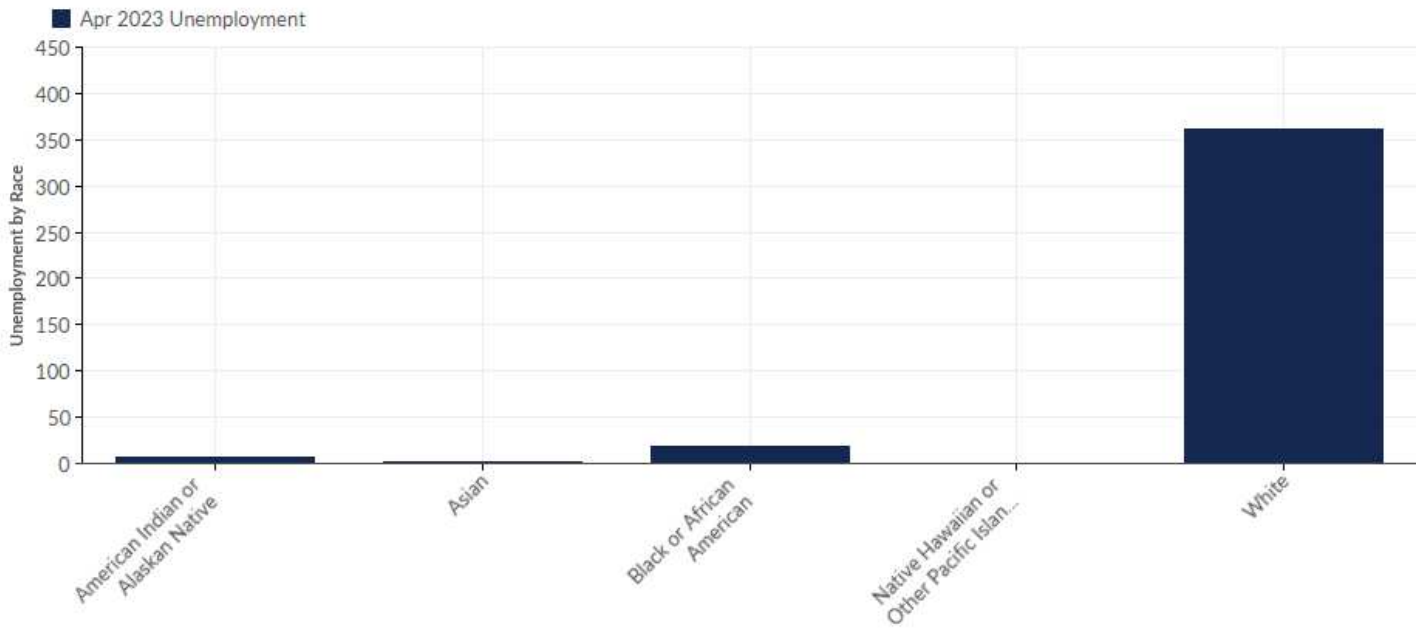
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	7	1.80%
22-24	12	3.08%
25-34	68	17.48%
35-44	87	22.37%
45-54	84	21.59%
55-59	51	13.11%
60-64	47	12.08%
65+	32	8.23%
Total	389	100.00%

Unemployment by Gender



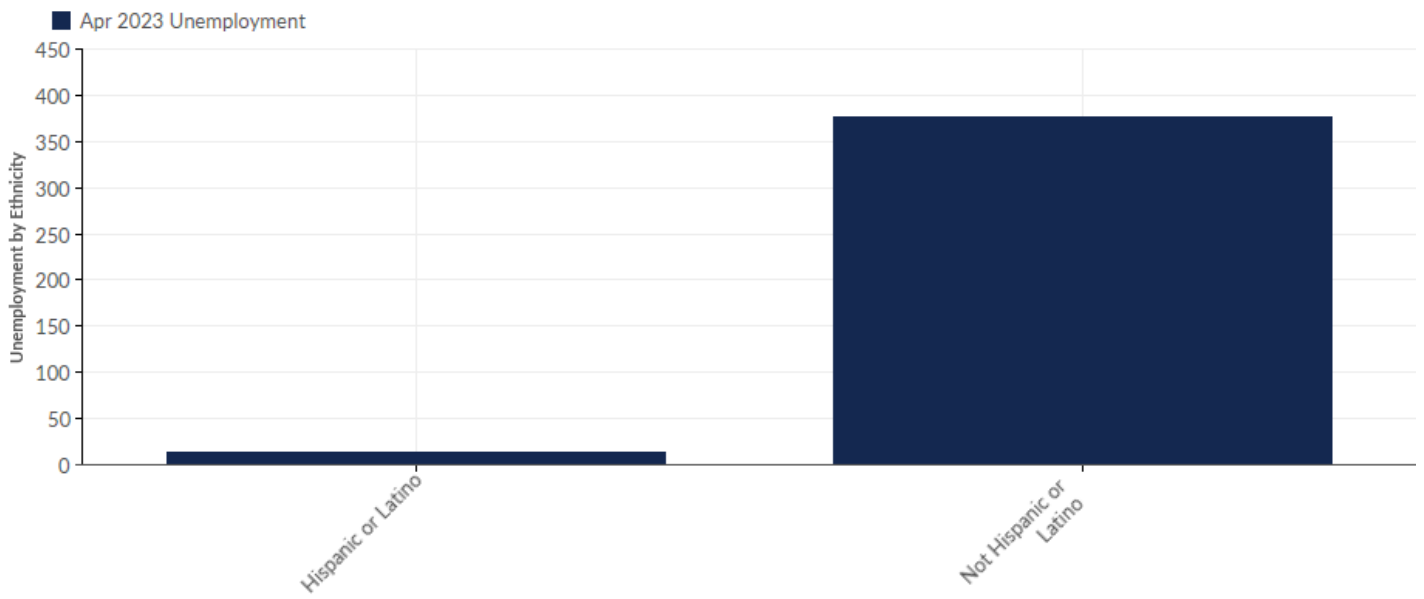
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	149	38.30%
Males	240	61.70%
Total	389	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	7	1.80%
Asian	2	0.51%
Black or African American	18	4.63%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	361	92.80%
Total	389	100.00%

Unemployment by Ethnicity

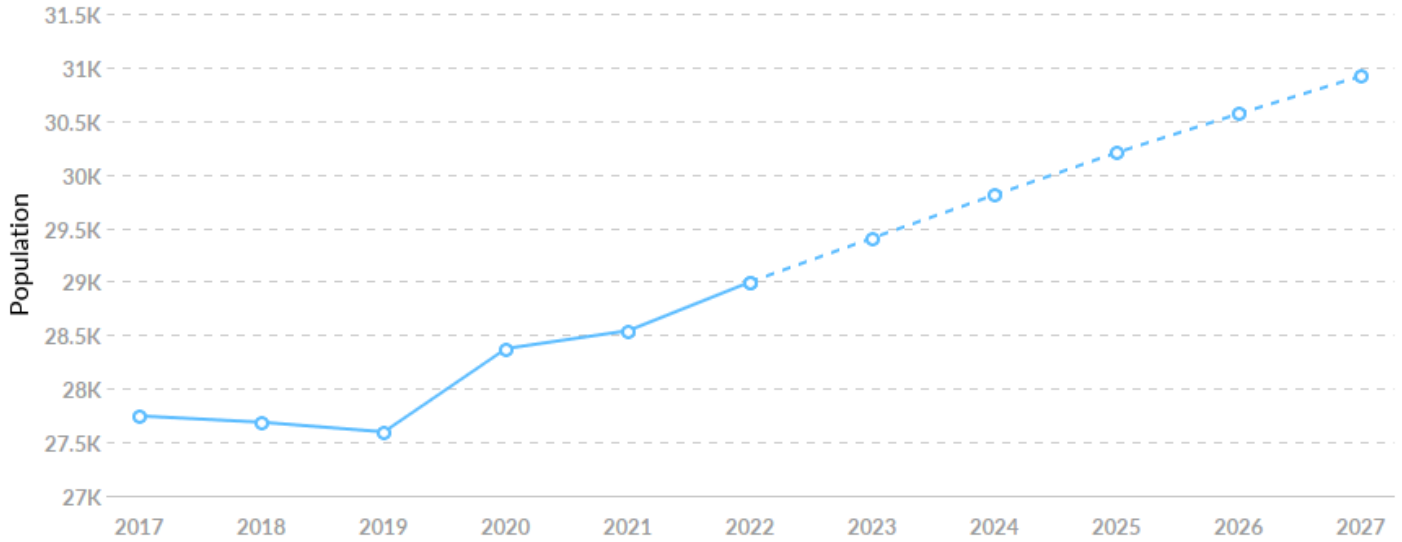


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	13	3.34%
Not Hispanic or Latino	376	96.66%
Total	389	100.00%

Historic & Projected Trends

Population Trends

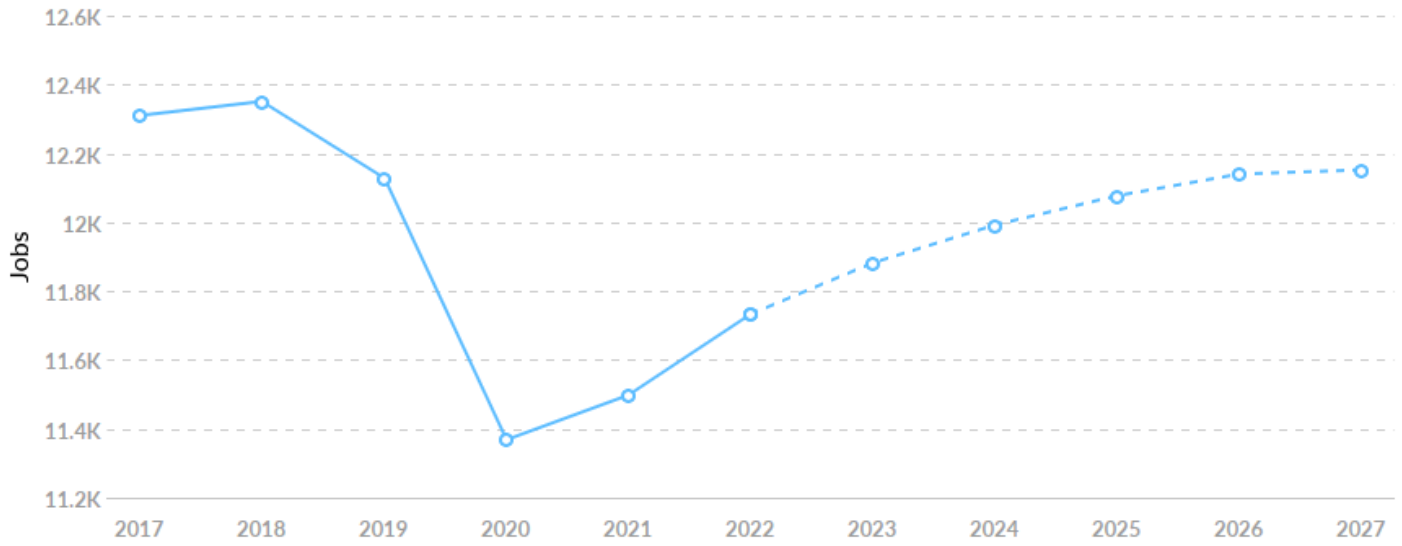
As of 2022 the region's population increased by 4.5% since 2017, growing by 1,252. Population is expected to increase by 6.6% between 2022 and 2027, adding 1,921.



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

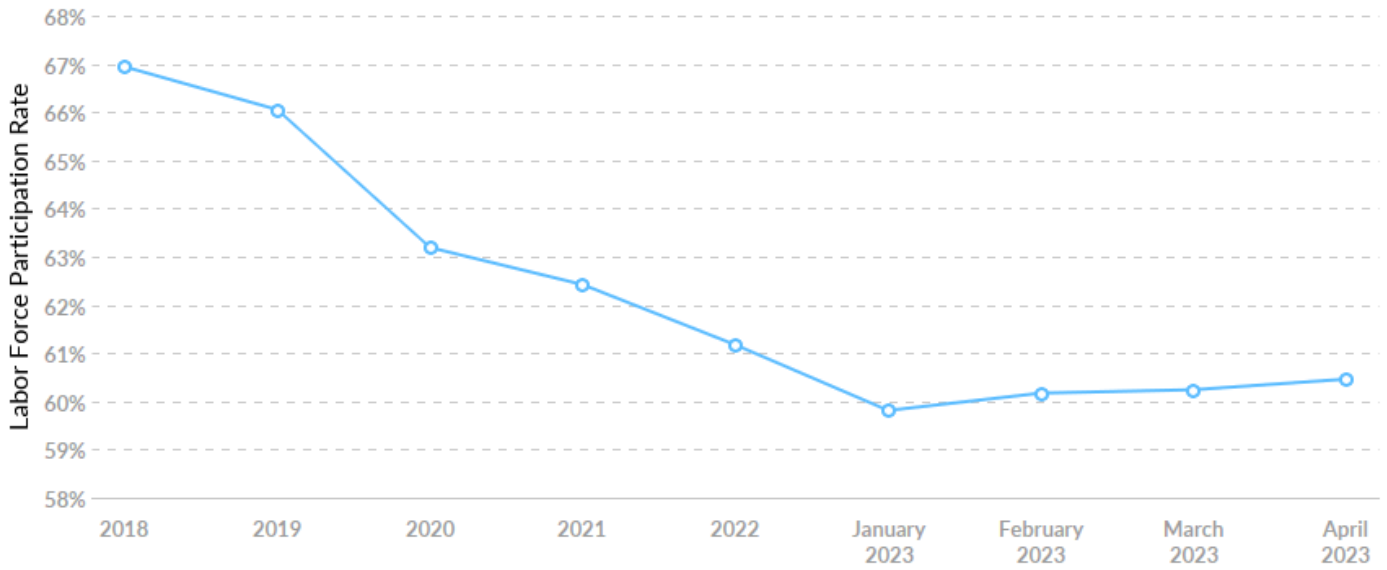
Job Trends

From 2017 to 2022, jobs declined by 4.7% in Lincoln County, WI from 12,310 to 11,733. This change fell short of the national growth rate of 3.8% by 8.5%.



Timeframe	Jobs
2017	12,310
2018	12,351
2019	12,129
2020	11,368
2021	11,498
2022	11,733
2023	11,882
2024	11,992
2025	12,077
2026	12,140
2027	12,152

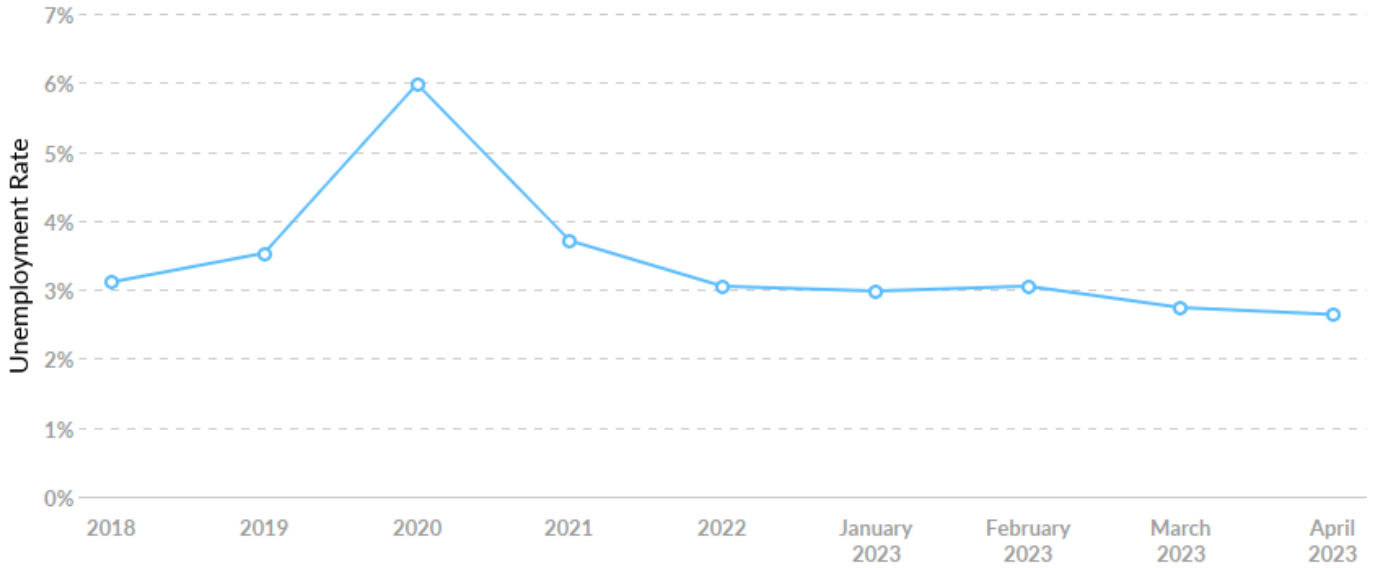
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.94%
2019	66.05%
2020	63.19%
2021	62.42%
2022	61.17%
January 2023	59.81%
February 2023	60.17%
March 2023	60.24%
April 2023	60.46%

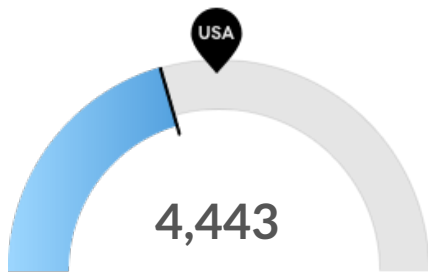
Unemployment Rate Trends

Lincoln County, WI had an April 2023 unemployment rate of 2.64%, **decreasing from 3.11%** 5 years before.



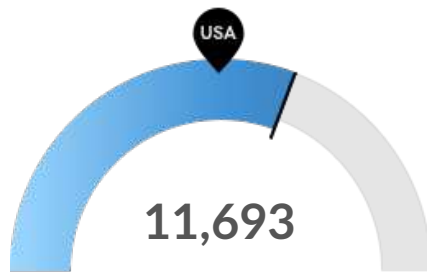
Timeframe	Unemployment Rate
2018	3.11%
2019	3.53%
2020	5.98%
2021	3.71%
2022	3.05%
January 2023	2.98%
February 2023	3.05%
March 2023	2.74%
April 2023	2.64%

Population Characteristics



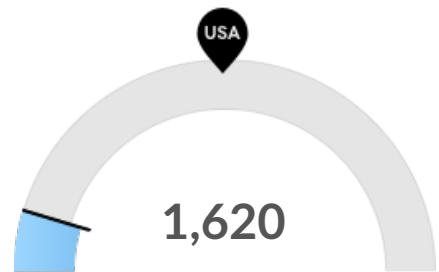
Millennials

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



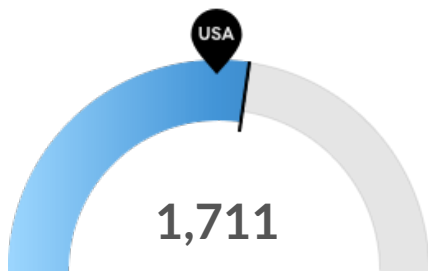
Retiring Soon

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.



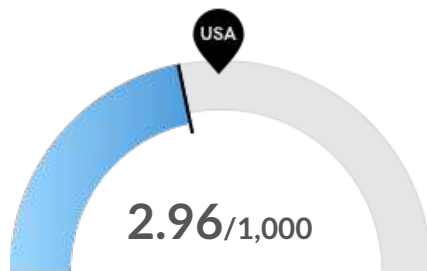
Racial Diversity

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.



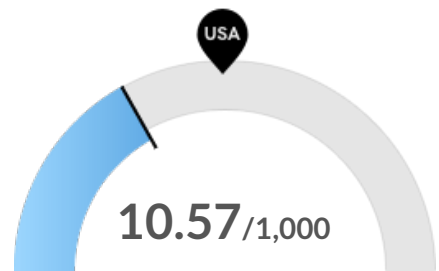
Veterans

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.

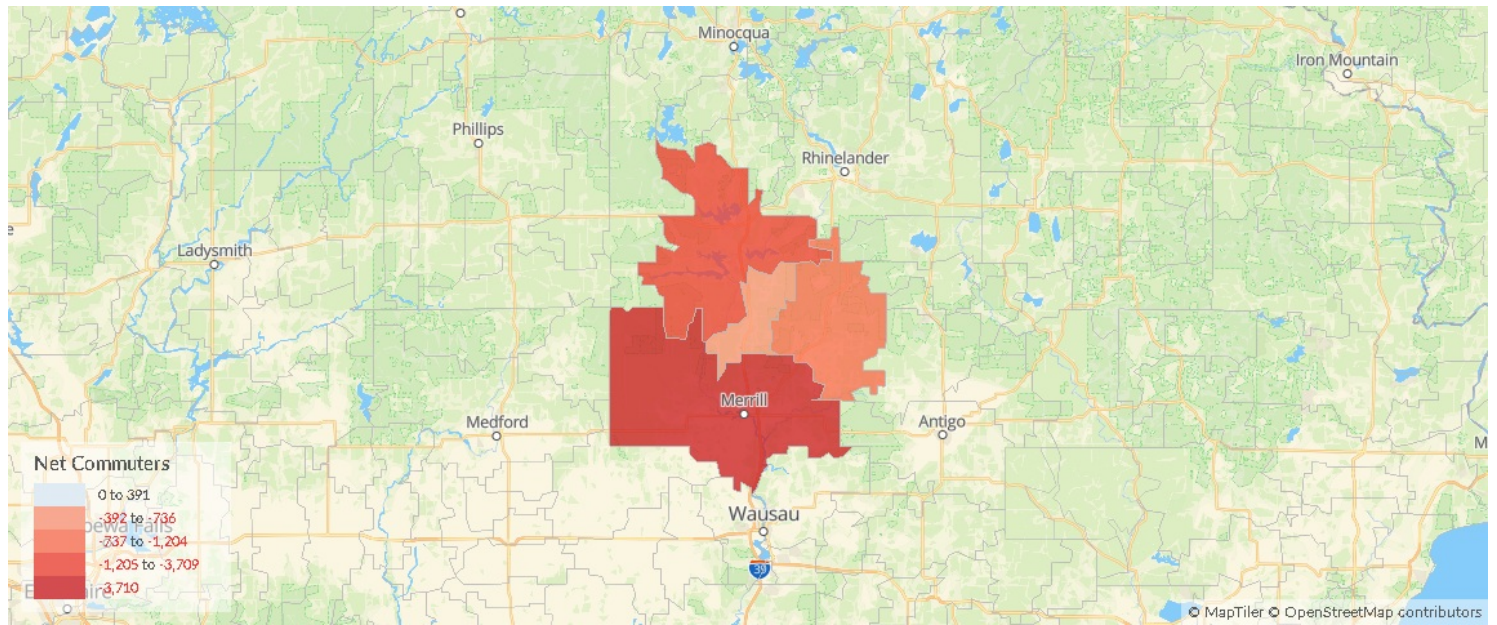


Property Crime

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

Where Talent Lives

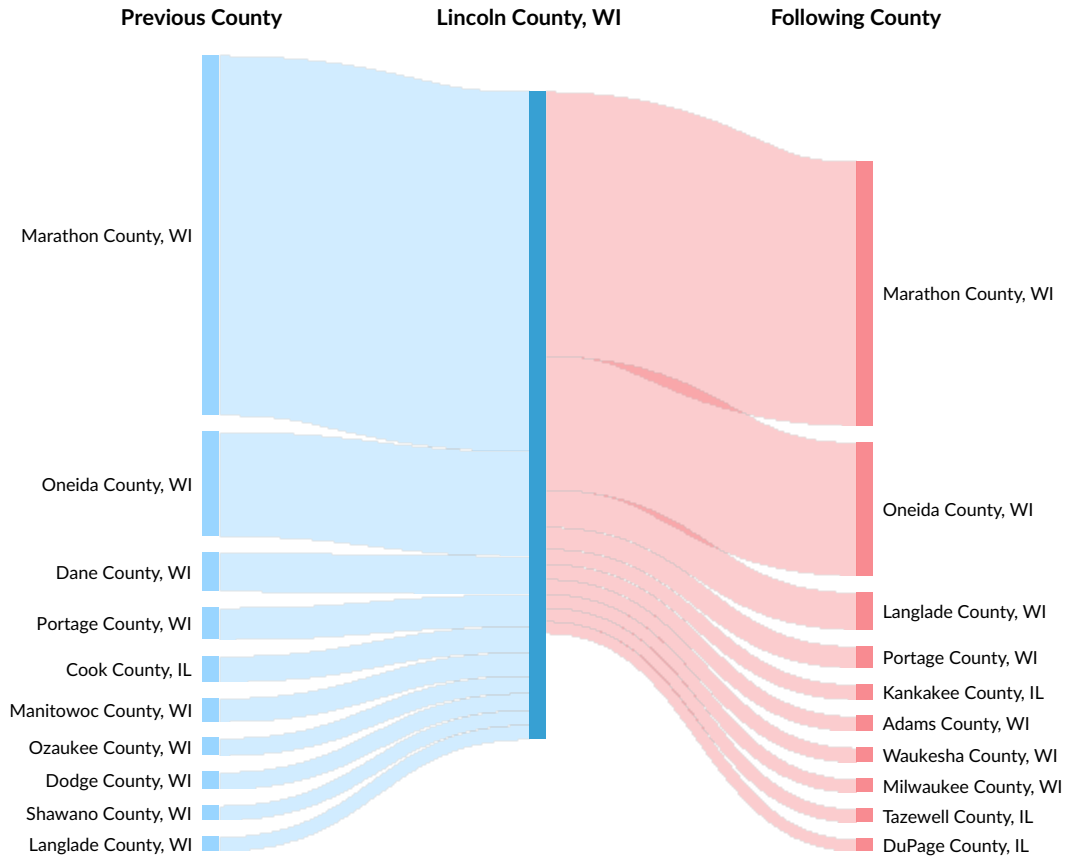
ZIP	Name	2022 Employment
54452	Merrill, WI (in Lincoln c...	6,829
54487	Tomahawk, WI (in Linco...	4,322
54435	Gleason, WI (in Lincoln ...	350
54442	Irma, WI (in Lincoln cou...	208
54532	Heafford Junction, WI (i...	24

ZIP	Name	2022 Workers
54452	Merrill, WI (in Lincoln c...	10,540
54487	Tomahawk, WI (in Linco...	5,527
54435	Gleason, WI (in Lincoln ...	1,086
54442	Irma, WI (in Lincoln cou...	600
54532	Heafford Junction, WI (i...	24

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**.

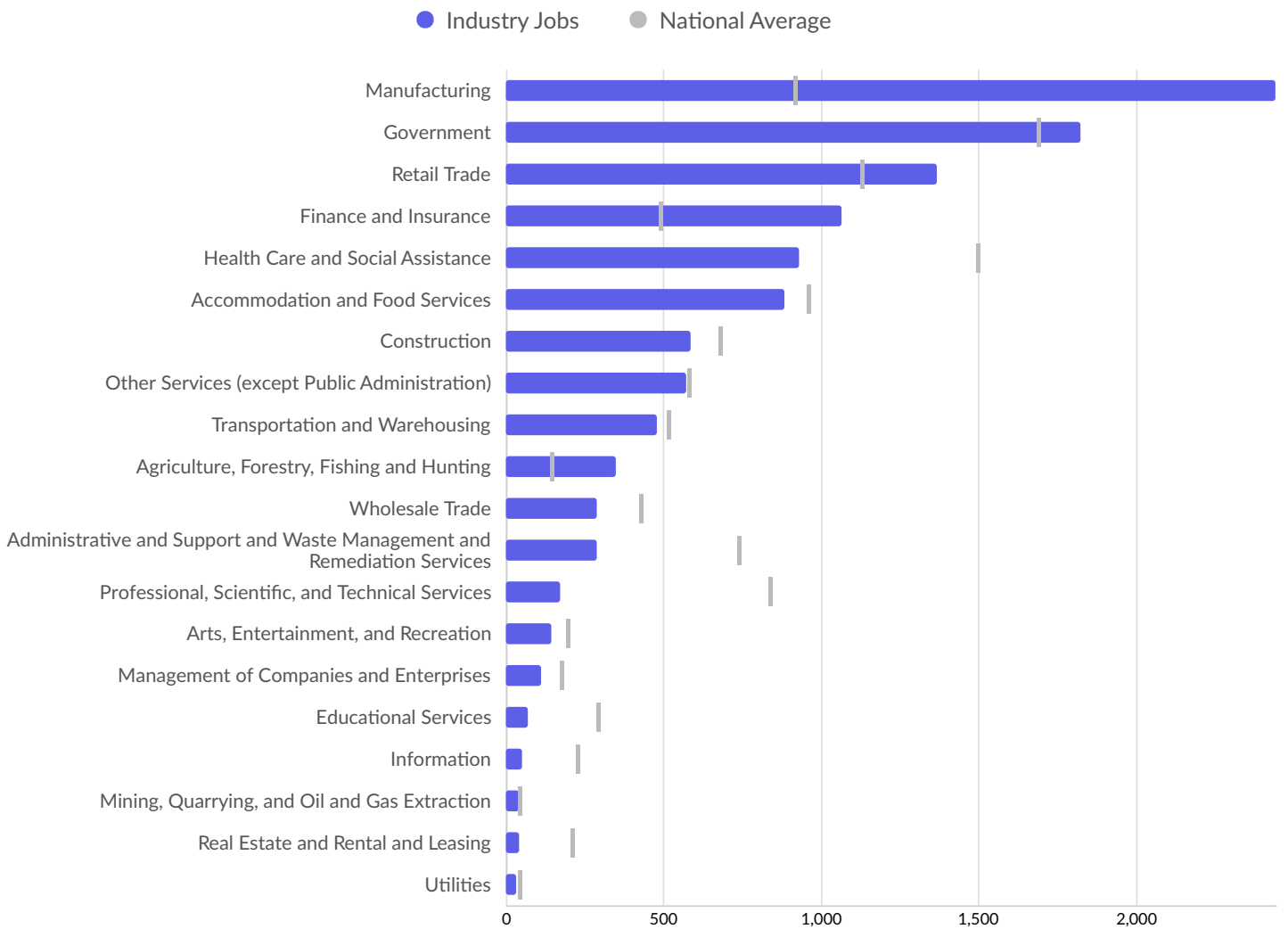


Top Previous Counties	Migrations
Marathon County, WI	411
Oneida County, WI	119
Dane County, WI	44
Portage County, WI	36
Cook County, IL	29
Manitowoc County, WI	27

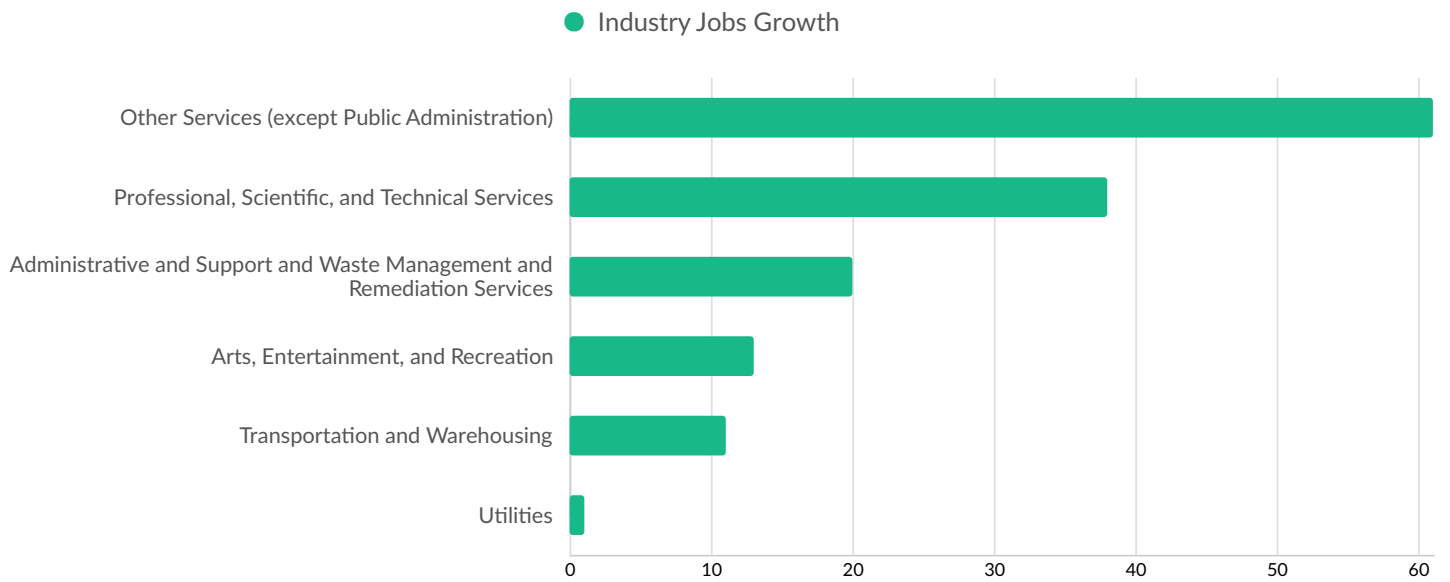
Top Previous Counties	Migrations
Ozaukee County, WI	20
Dodge County, WI	19
Shawano County, WI	17
Langlade County, WI	17
Hennepin County, MN	15
Sauk County, WI	14
Taylor County, WI	14
Vilas County, WI	14
Eau Claire County, WI	14
Top Following Counties	Migrations
Marathon County, WI	302
Oneida County,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

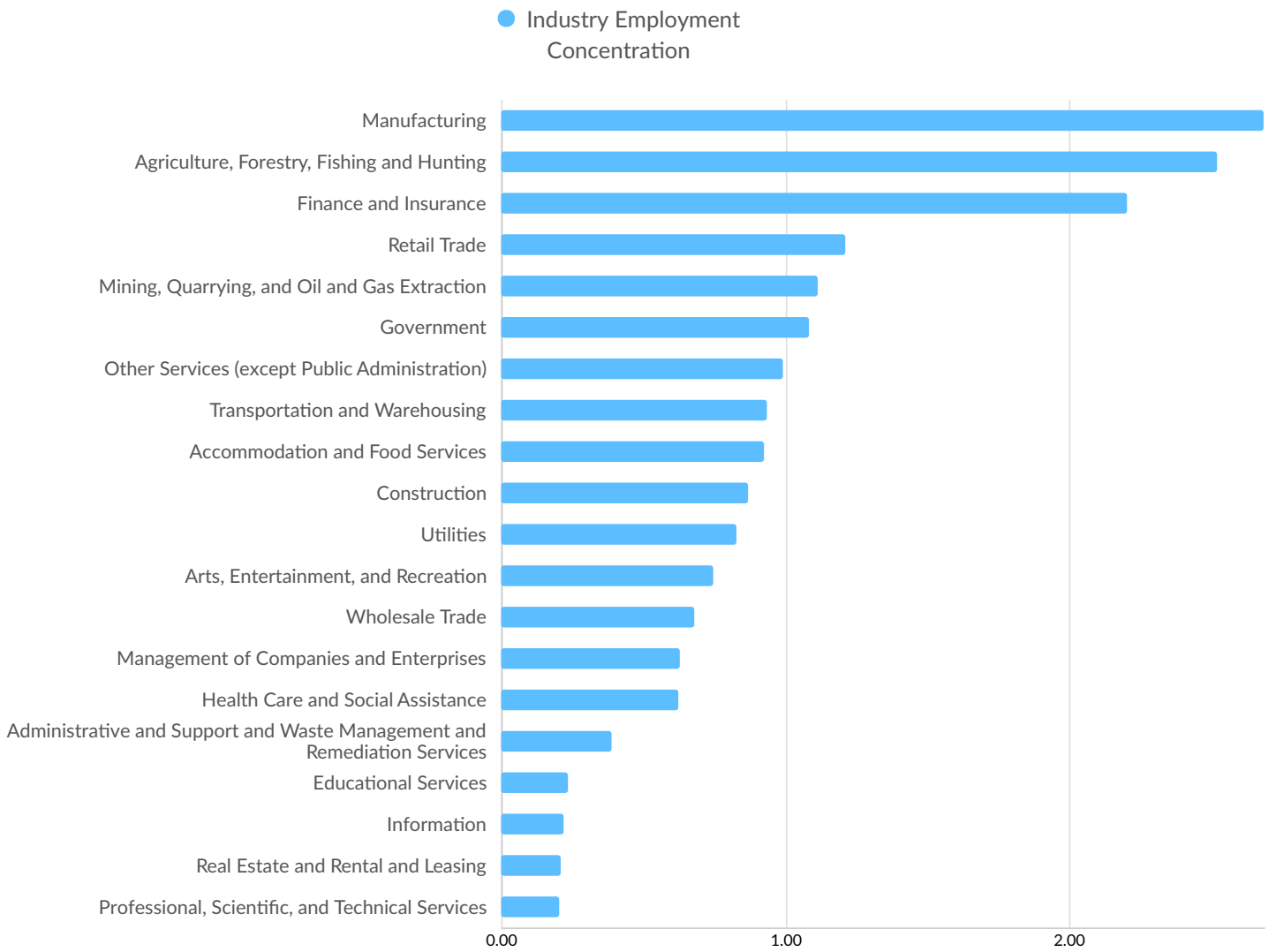
Largest Industries



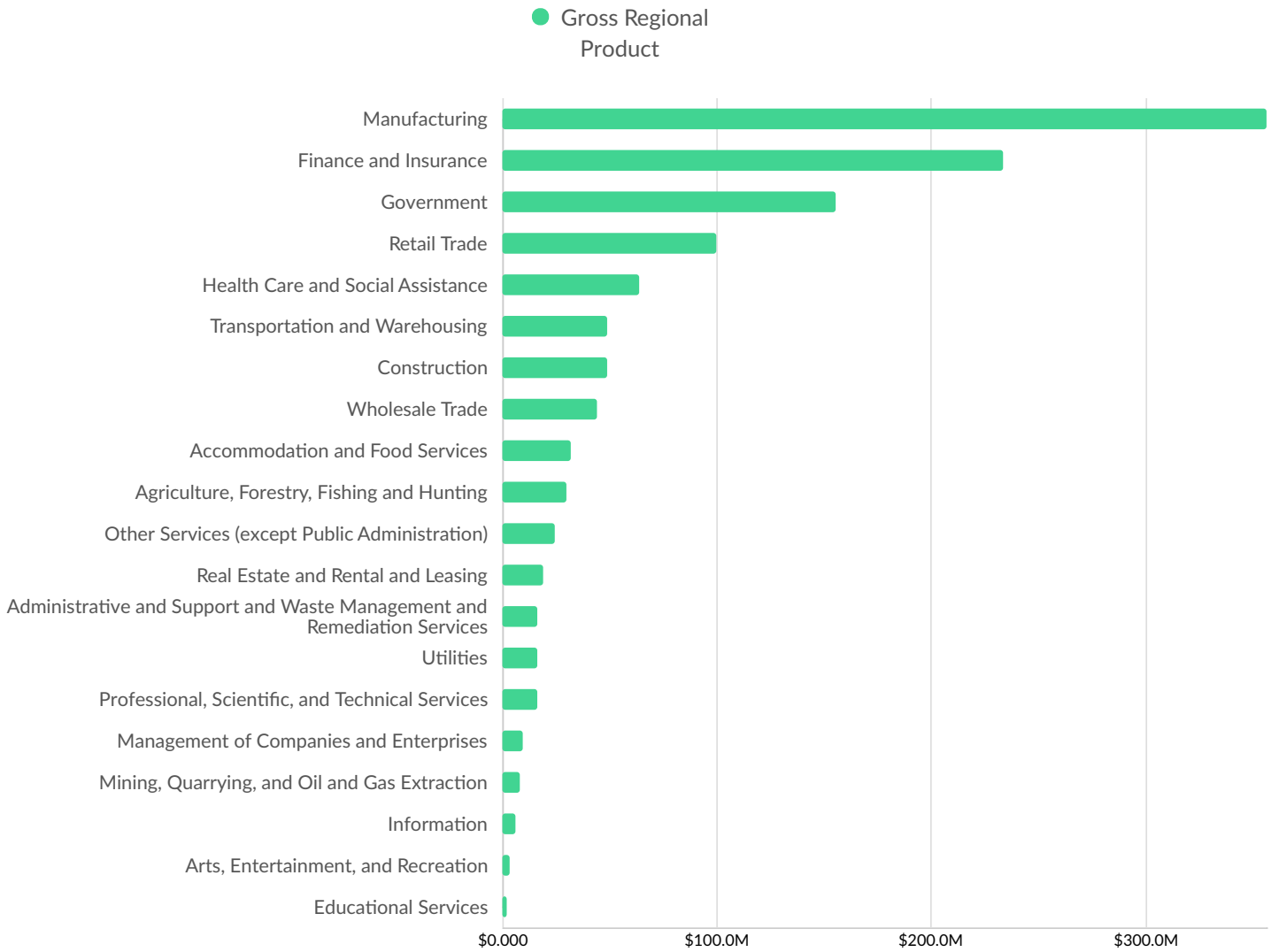
Top Growing Industries



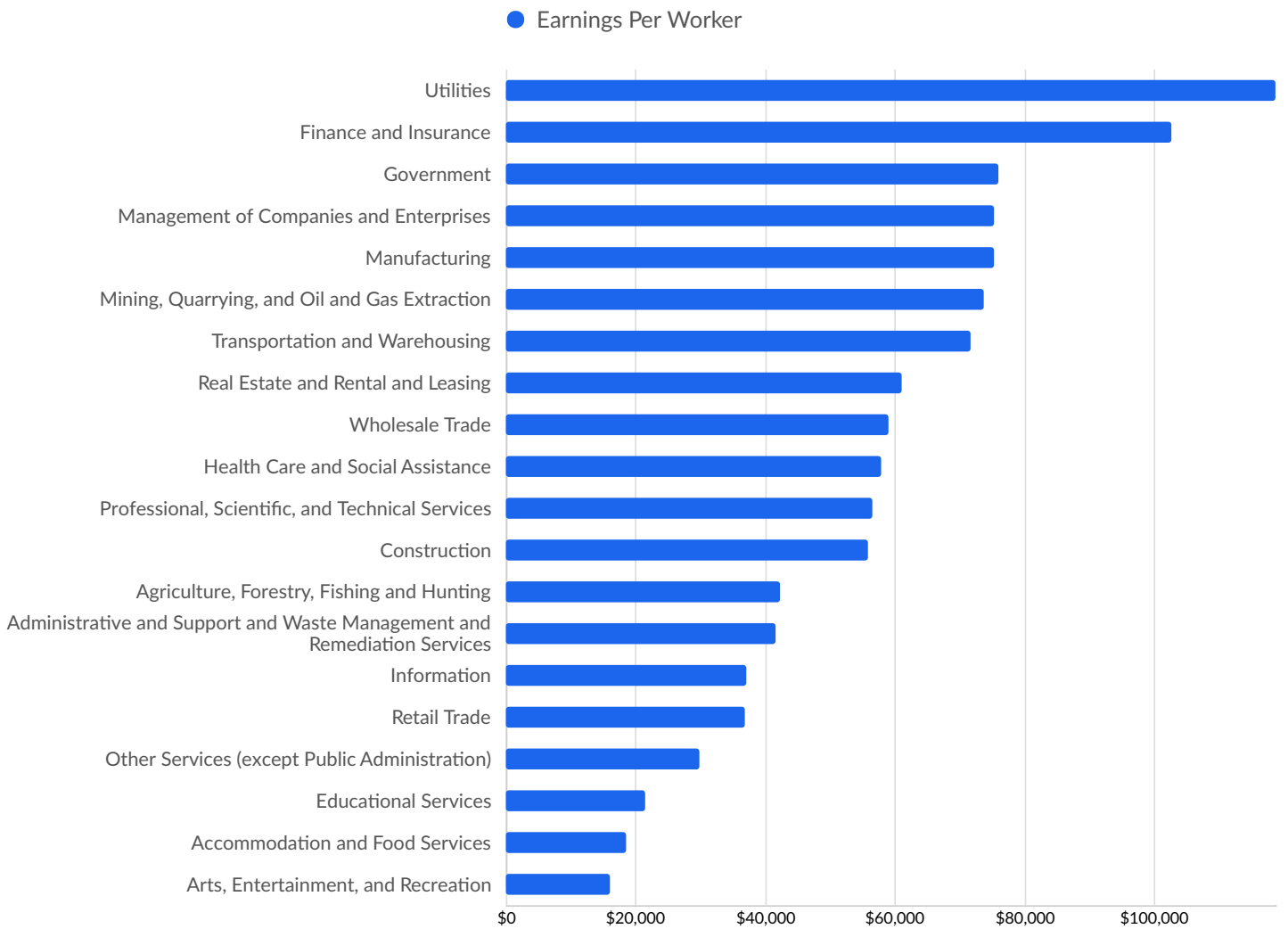
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



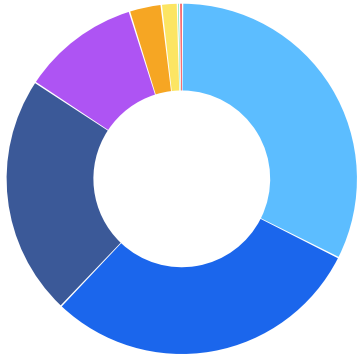
Business Characteristics

2,998 Companies Employ Your Workers

Online profiles for your workers mention 2,998 companies as employers, with the top 10 appearing below. In the last 12 months, 185 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...	336 	Aspirus	85 
Merrill Area Public Schools	115 	Church Mutual Insurance Comp...	57 
Aspirus	100 	Church Mutual Insurance Comp...	51 
Packaging Corporation of Ameri...	82 	M & R Stores	39 
Harley-Davidson	73 	Kwik Trip	37 
State of Wisconsin	52 	Harley-Davidson	31 
Ministry Health Care	51 	Packaging Corporation of Ameri...	29 
Marshfield Clinic	49 	Pizza Hut	28 
Northcentral Technical College	37 	Walmart	24 
Tomahawk School District Of	37 	Walgreens Boots Alliance	22 

Business Size

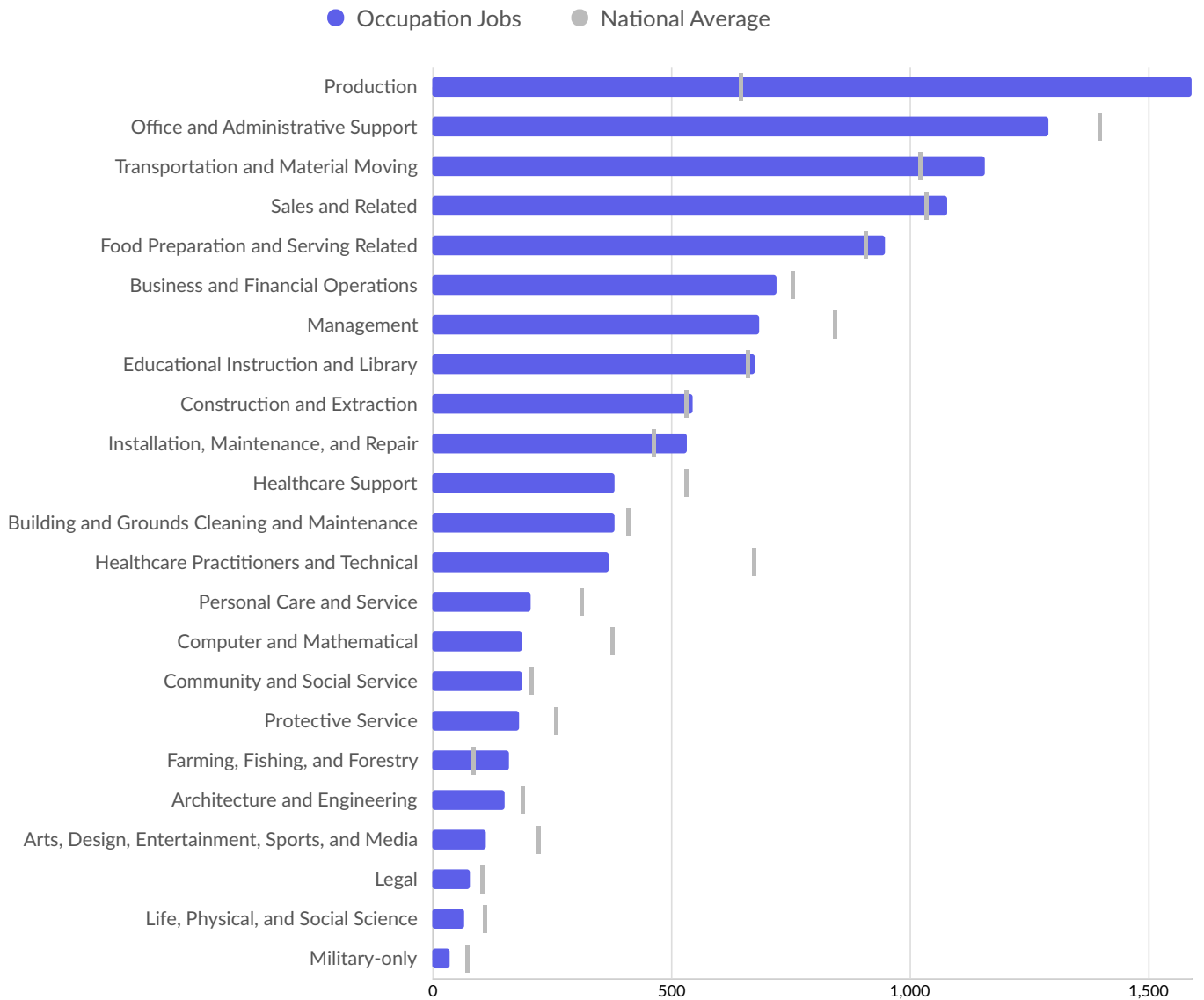


	Percentage	Business Count
● 1 to 4 employees	32.3%	350
● 5 to 9 employees	29.7%	321
● 10 to 19 employees	22.2%	240
● 20 to 49 employees	10.9%	118
● 50 to 99 employees	3.0%	32
● 100 to 249 employees	1.5%	16
● 250 to 499 employees	0.2%	2
● 500+ employees	0.3%	3

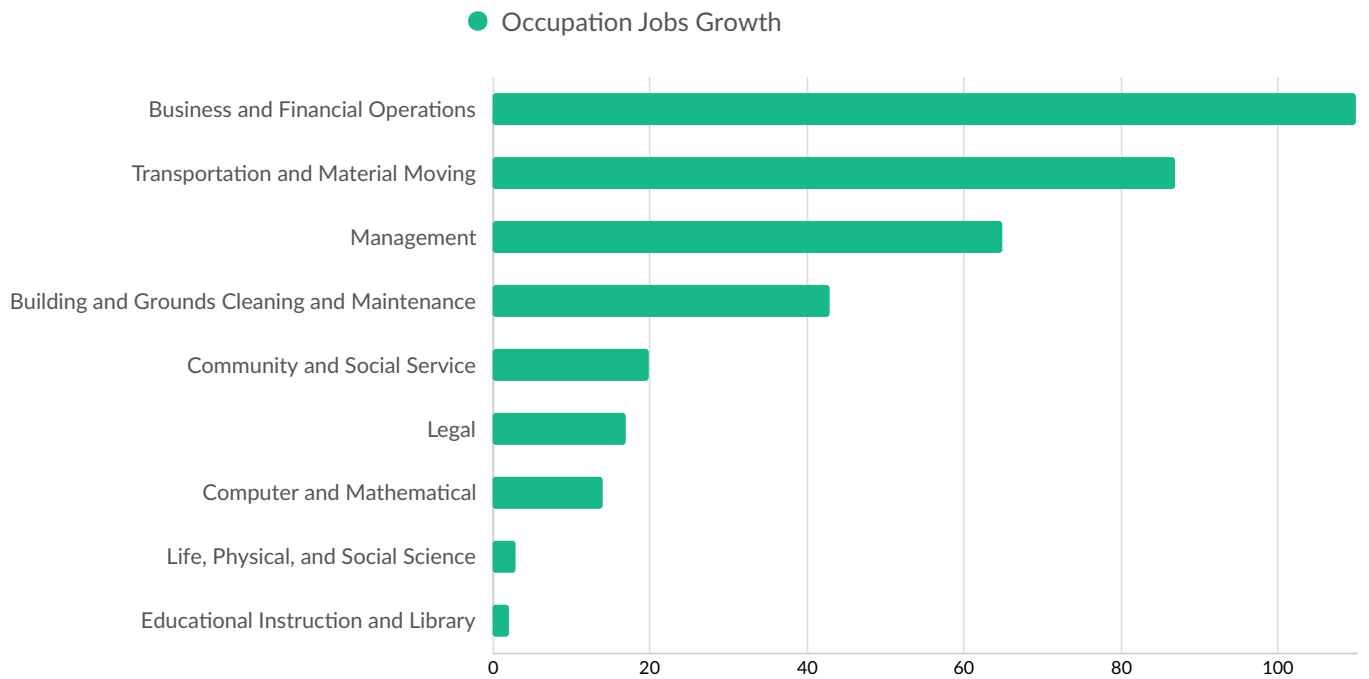
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

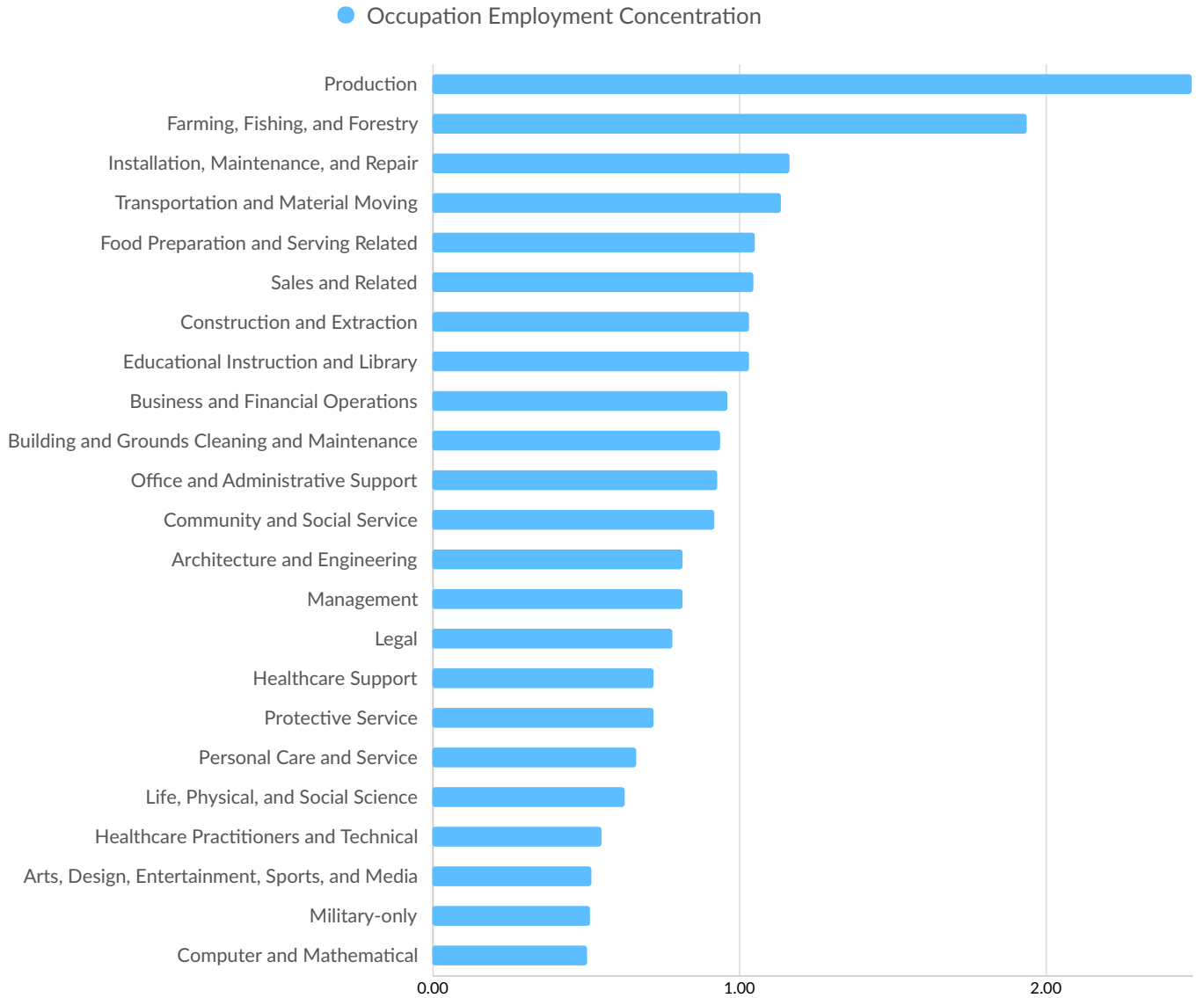
Largest Occupations



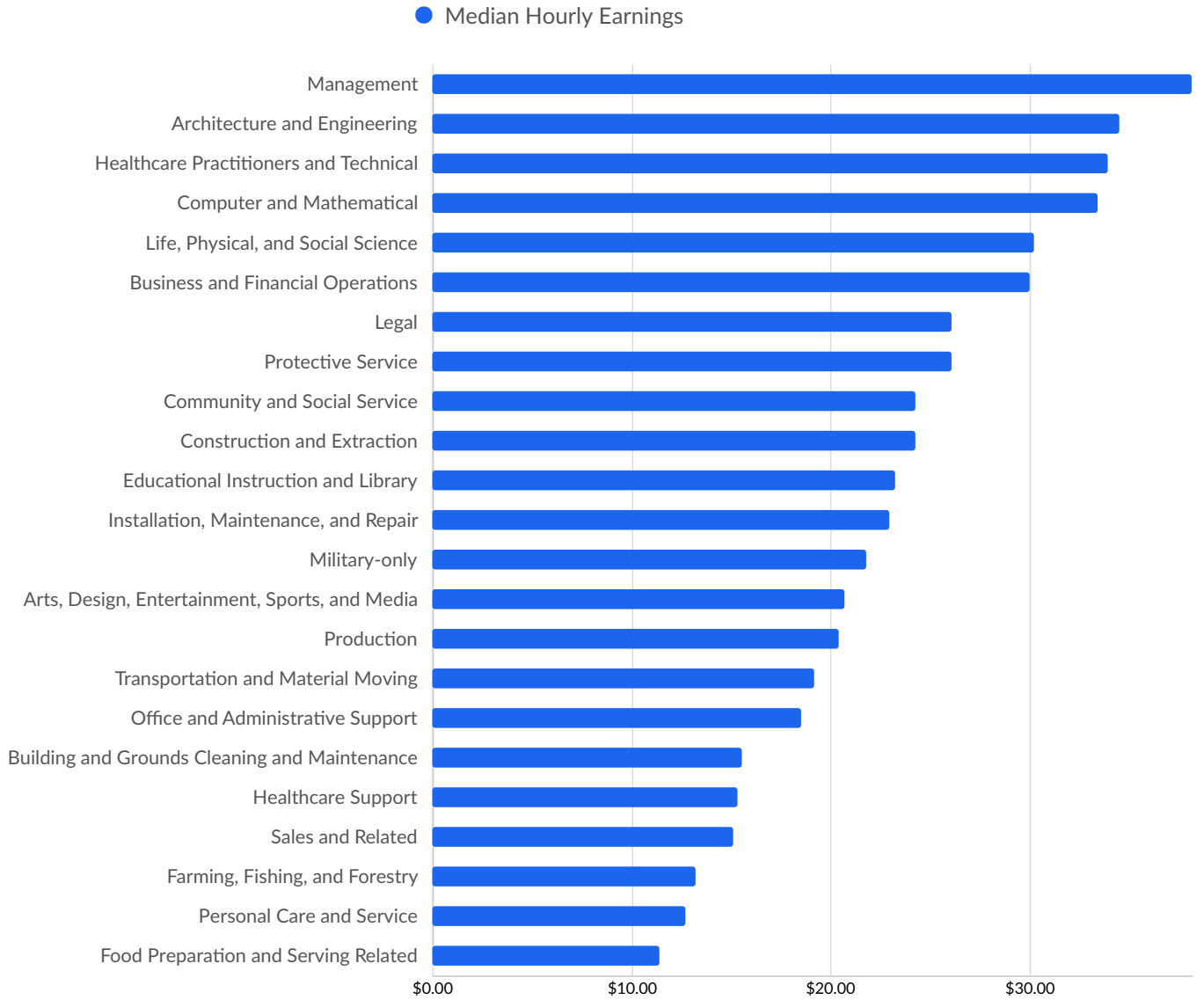
Top Growing Occupations



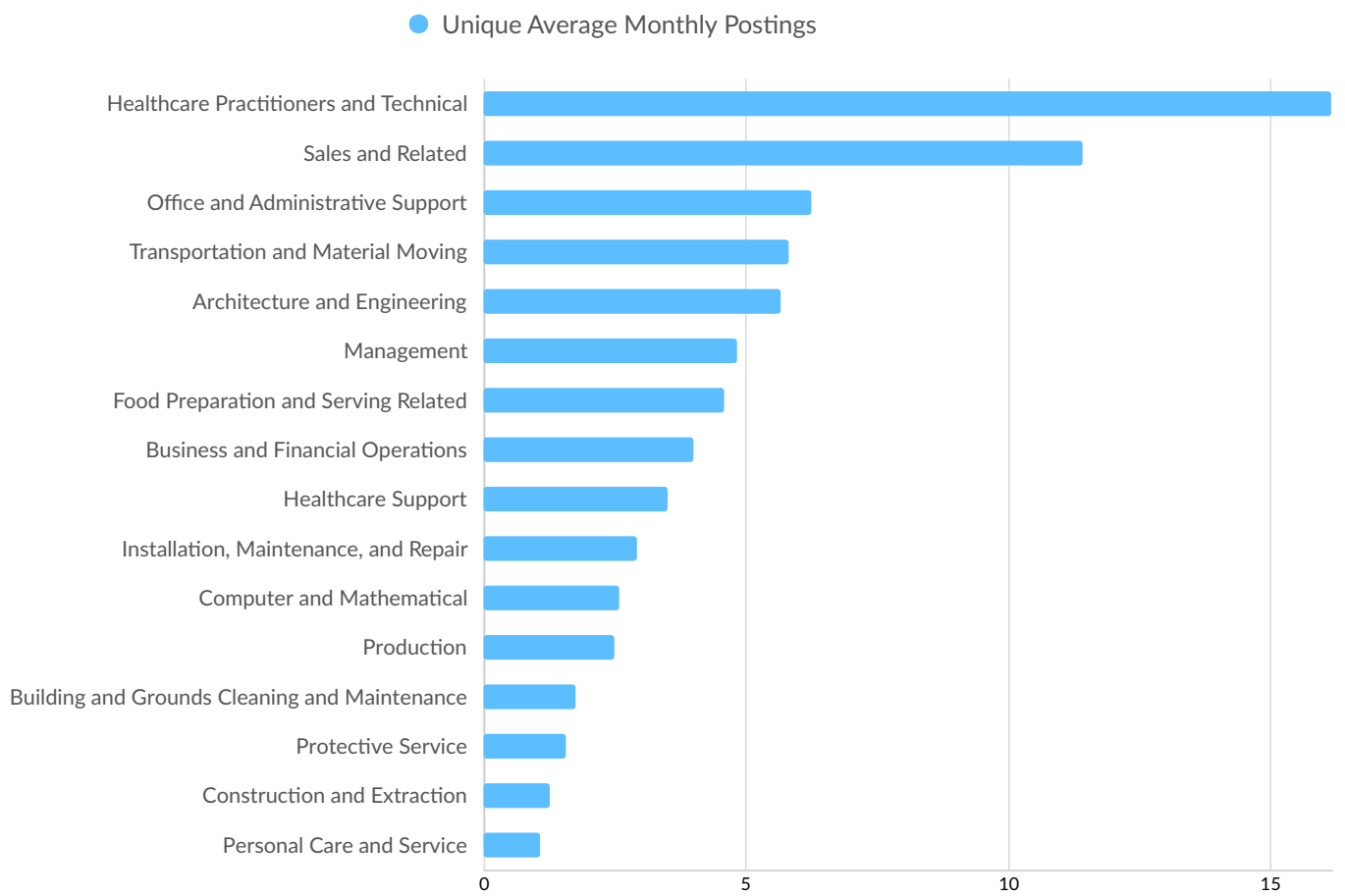
Top Occupation Employment Concentration



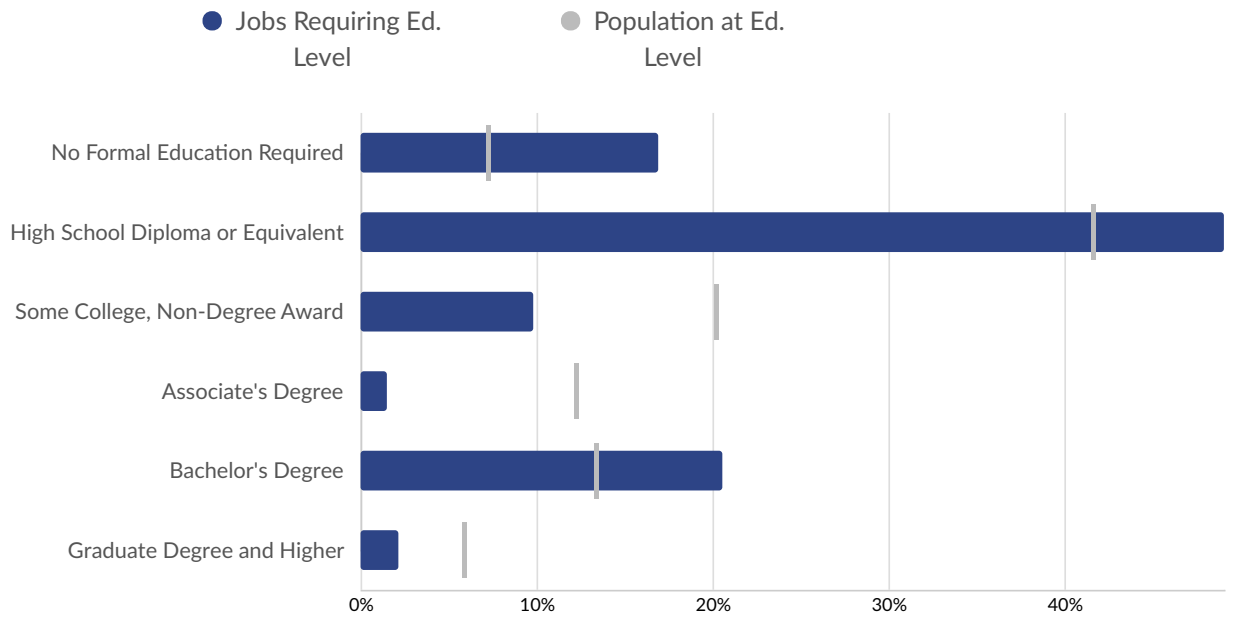
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

