



# Lincoln County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

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## Report Parameters

### 1 County

55069 Lincoln County, WI

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### Class of Worker

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

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

## Economy Overview

**28,376**

**Population (2022)**

Population grew by 631 over the last 5 years and is projected to grow by 1,847 over the next 5 years.

**11,714**

**Total Regional Employment**

Jobs decreased by 600 over the last 5 years but are projected to grow by 324 over the next 5 years.

**\$61.4K**

**Median Household Income (2021)**

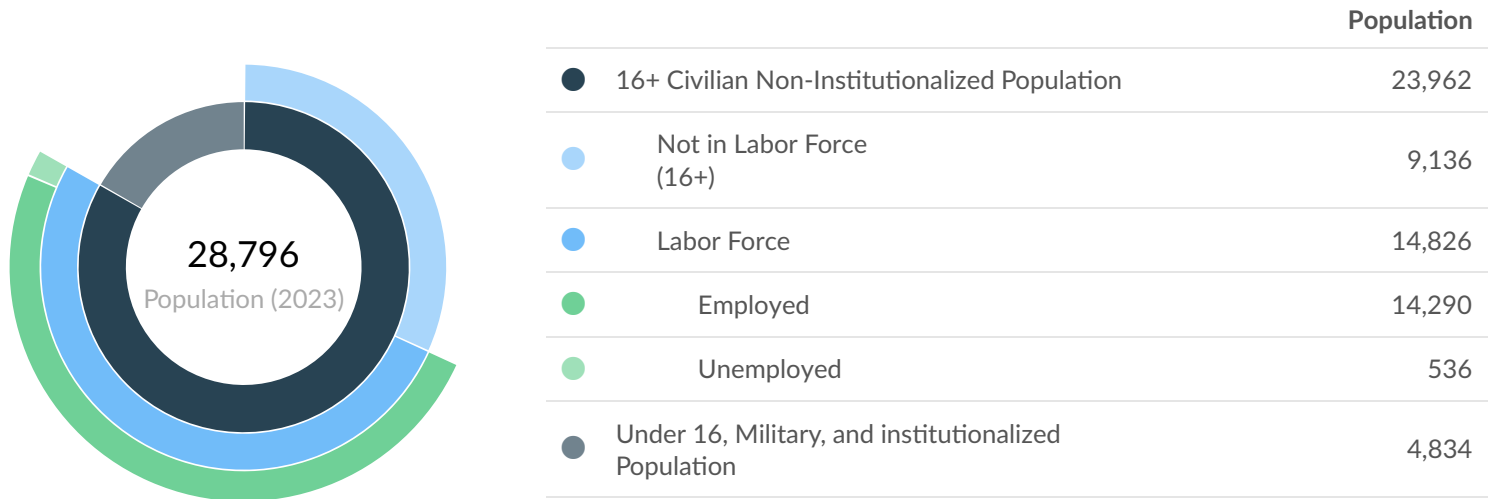
Median household income is \$7.7K below the national median household income of \$69.0K.

### Takeaways

- As of 2022 the region's population increased by 2.3% since 2017, growing by 631. Population is expected to increase by 6.5% between 2022 and 2027, adding 1,847.
- From 2017 to 2022, jobs declined by 4.9% in Lincoln County, WI from 12,314 to 11,714. This change fell short of the national growth rate of 3.8% by 8.7%. As the number of jobs declined, the labor force participation rate decreased from 67.3% to 61.2% between 2017 and 2022.
- Concerning educational attainment, 13.3% of Lincoln County, WI residents possess a Bachelor's Degree (7.6% 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.

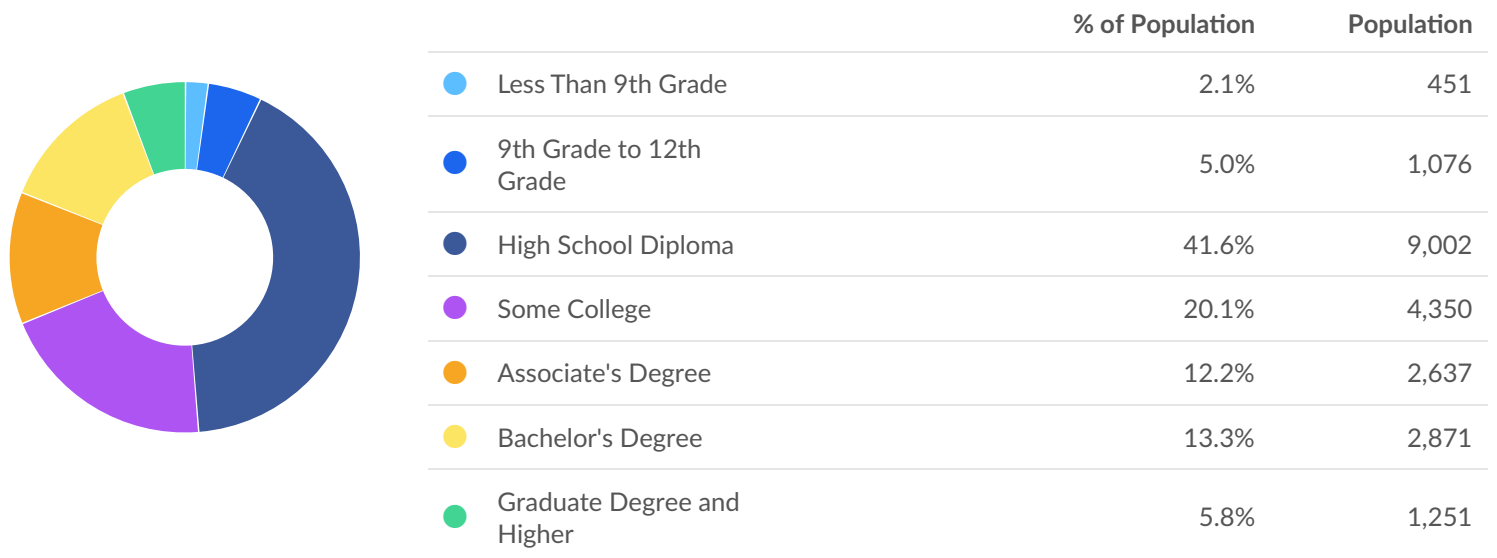
	Population (2023)	Labor Force (Aug 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	28,796	14,826	11,714	100.3	\$1.35B	\$2.34B	\$2.00B
State	5,921,135	3,169,909	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

## Aug 2023 Labor Force Breakdown



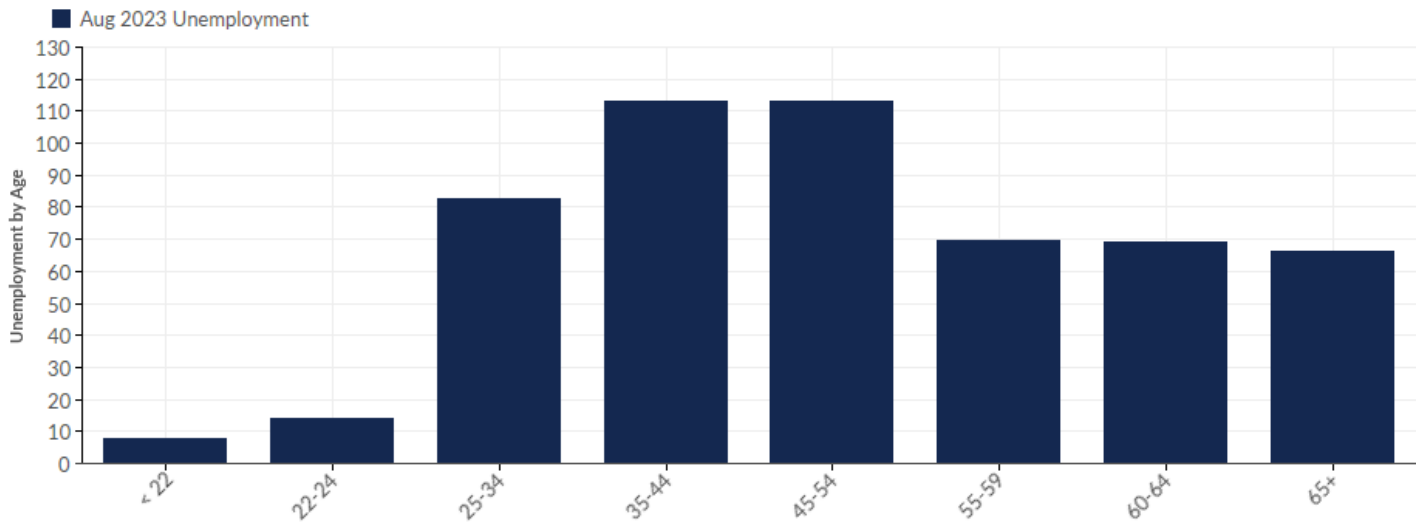
## Educational Attainment

Concerning educational attainment, **13.3% of Lincoln County, WI residents possess a Bachelor's Degree** (7.6% below the national average), and **12.2% hold an Associate's Degree** (3.4% above the national average).



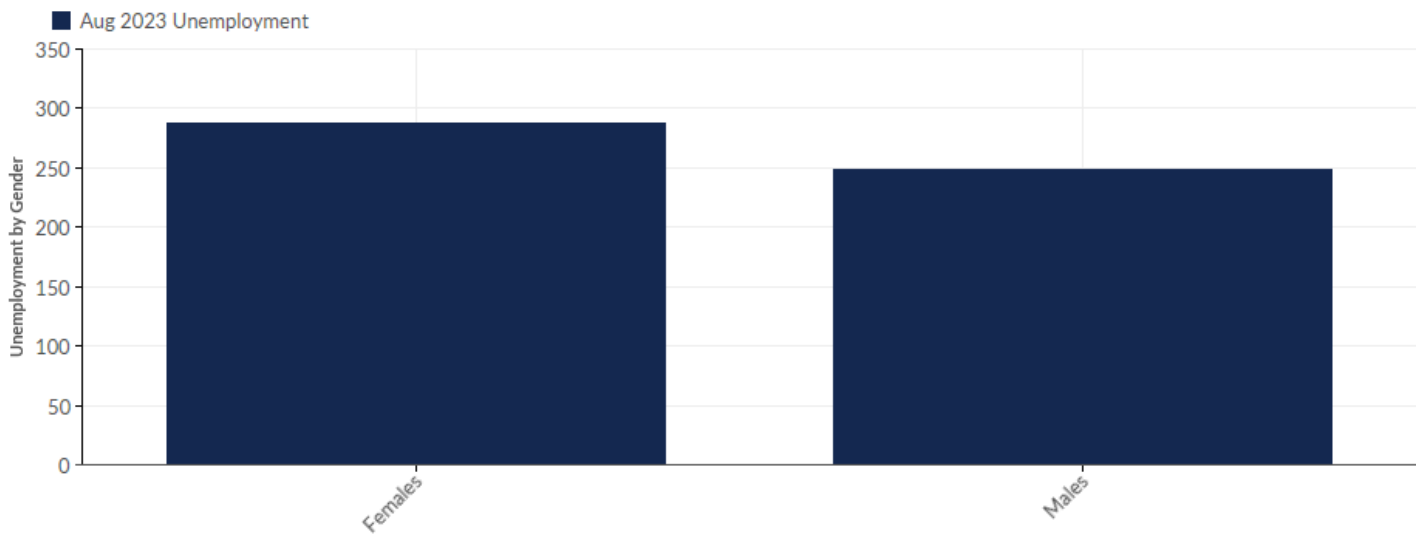
# Unemployment by Demographics

## Unemployment by Age



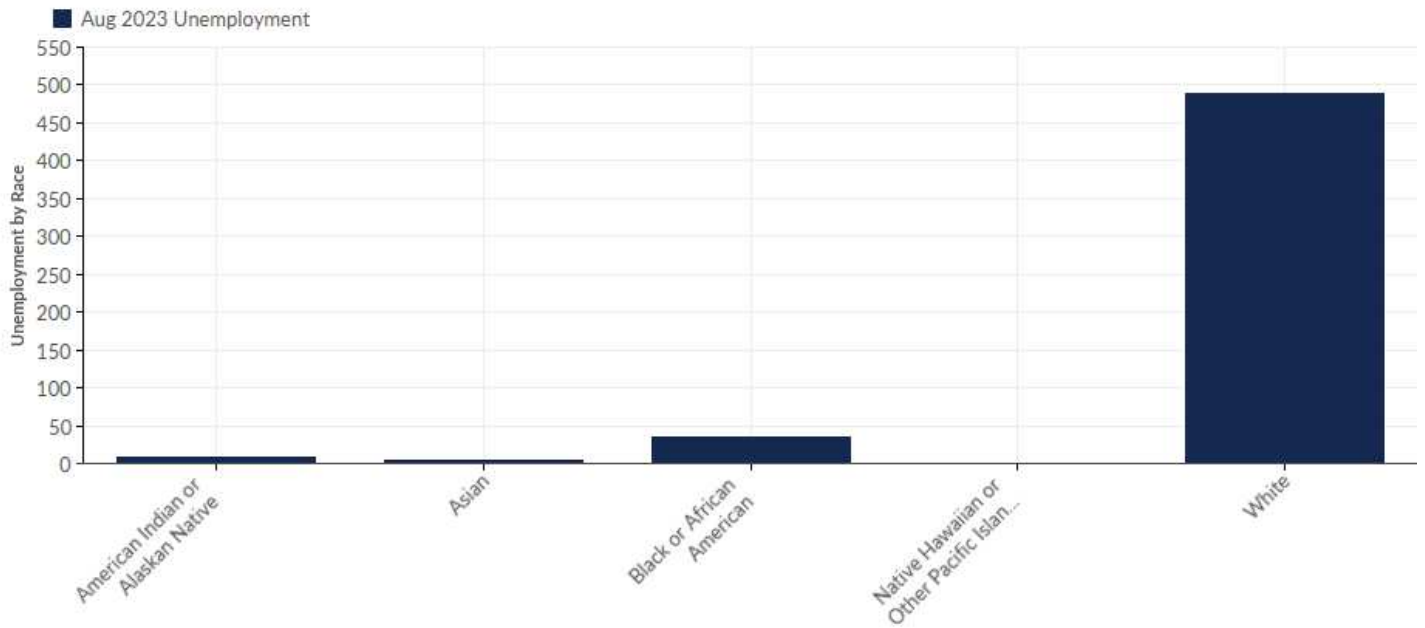
Age	Unemployment (Aug 2023)	% of Unemployed
< 22	8	1.49%
22-24	14	2.61%
25-34	83	15.49%
35-44	113	21.08%
45-54	113	21.08%
55-59	70	13.06%
60-64	69	12.87%
65+	66	12.31%
Total	536	100.00%

## Unemployment by Gender



Gender	Unemployment (Aug 2023)	% of Unemployed
Females	288	53.73%
Males	248	46.27%
Total	536	100.00%

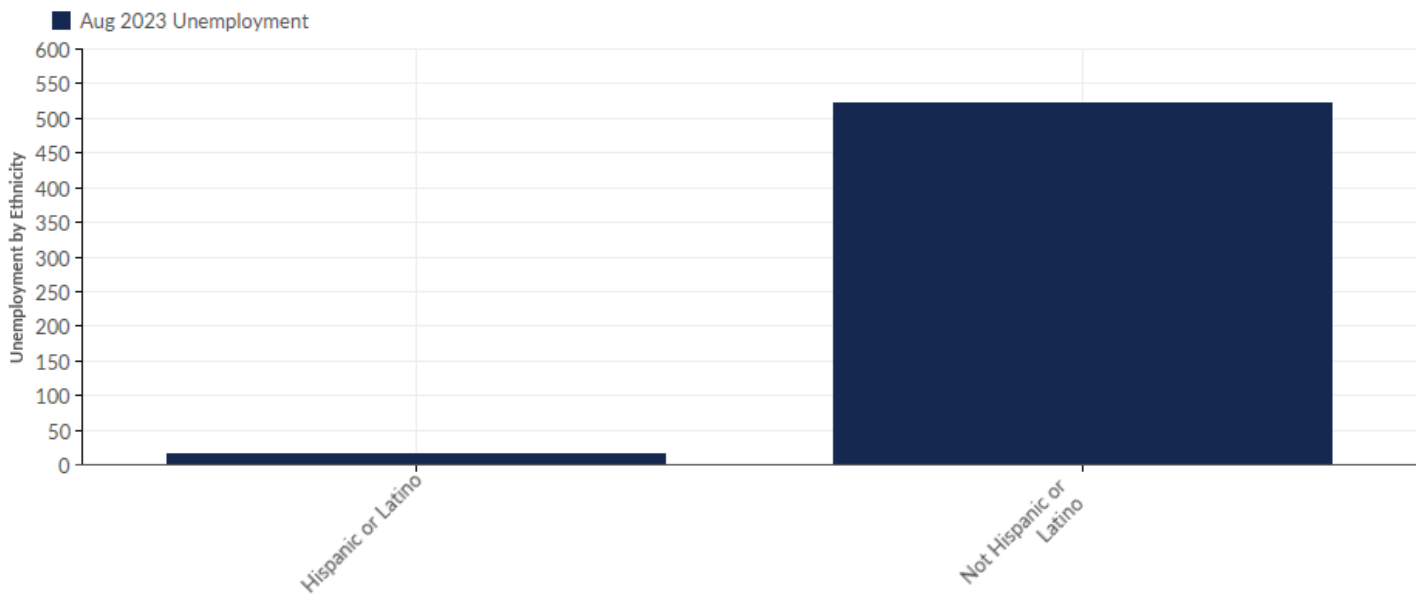
## Unemployment by Race



Race	Unemployment (Aug 2023)	% of Unemployed
American Indian or Alaskan Native	9	1.68%
Asian	3	0.56%
Black or African American	34	6.34%
Native Hawaiian or Other Pacific Islander	1	0.19%
White	489	91.23%
<b>Total</b>	<b>536</b>	<b>100.00%</b>



## Unemployment by Ethnicity

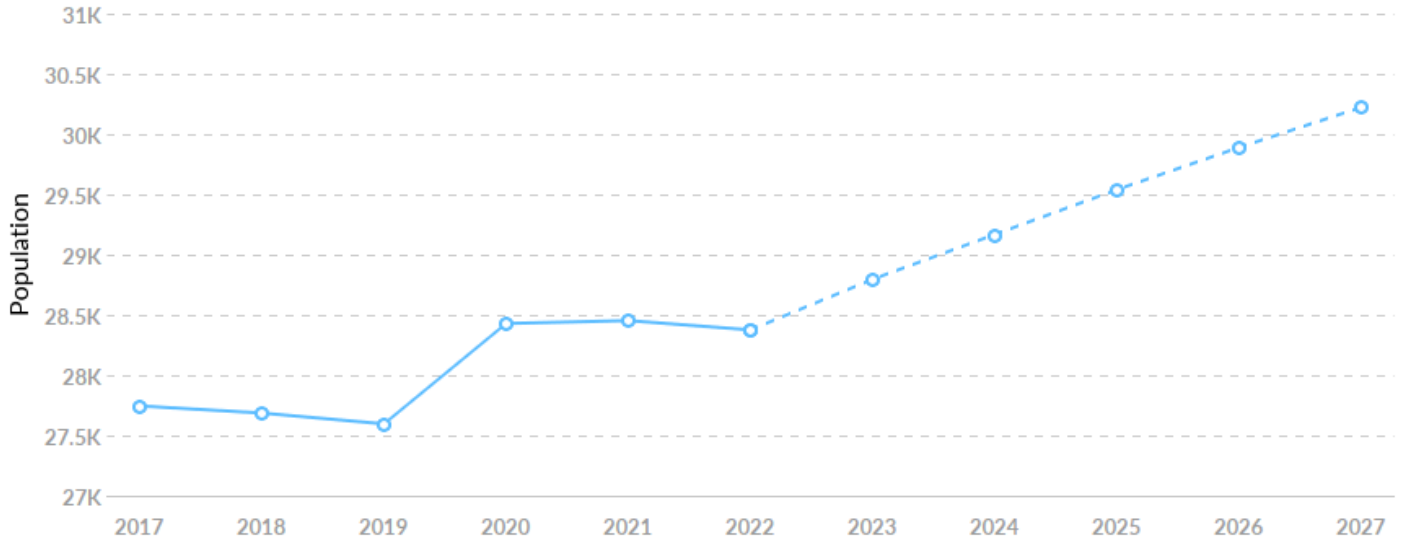


Ethnicity	Unemployment (Aug 2023)	% of Unemployed
Hispanic or Latino	15	2.80%
Not Hispanic or Latino	521	97.20%
Total	536	100.00%

# Historic & Projected Trends

## Population Trends

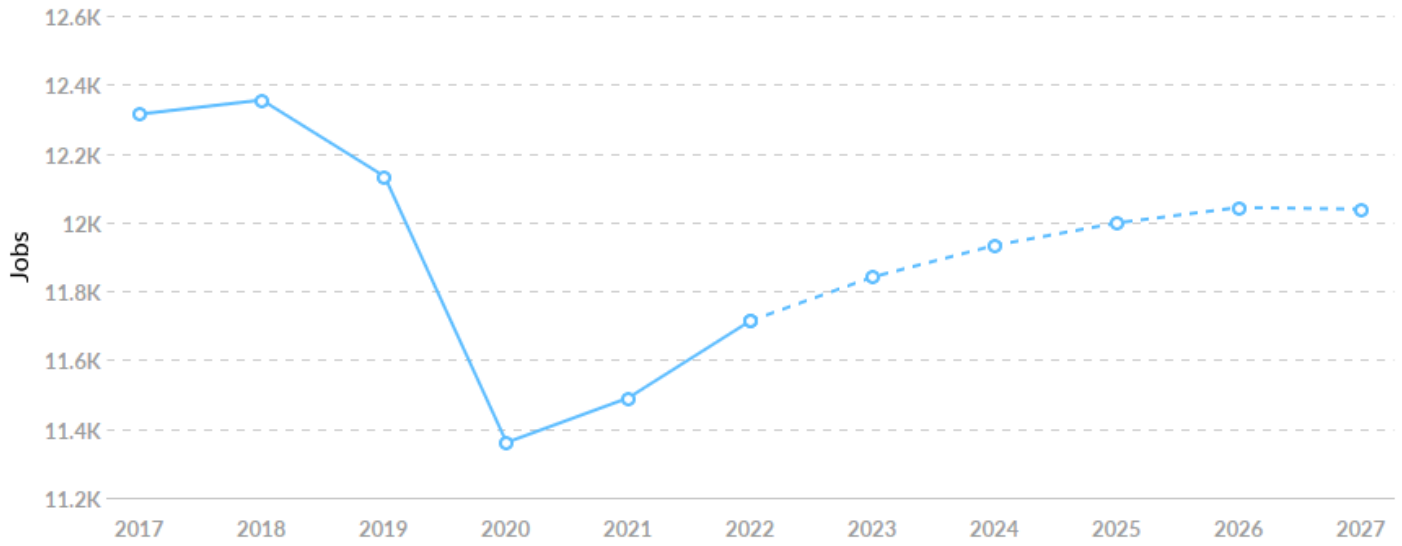
As of 2022 the region's population increased by 2.3% since 2017, growing by 631. Population is expected to increase by 6.5% between 2022 and 2027, adding 1,847.



Timeframe	Population
2017	27,745
2018	27,686
2019	27,596
2020	28,429
2021	28,453
2022	28,376
2023	28,796
2024	29,168
2025	29,540
2026	29,890
2027	30,223

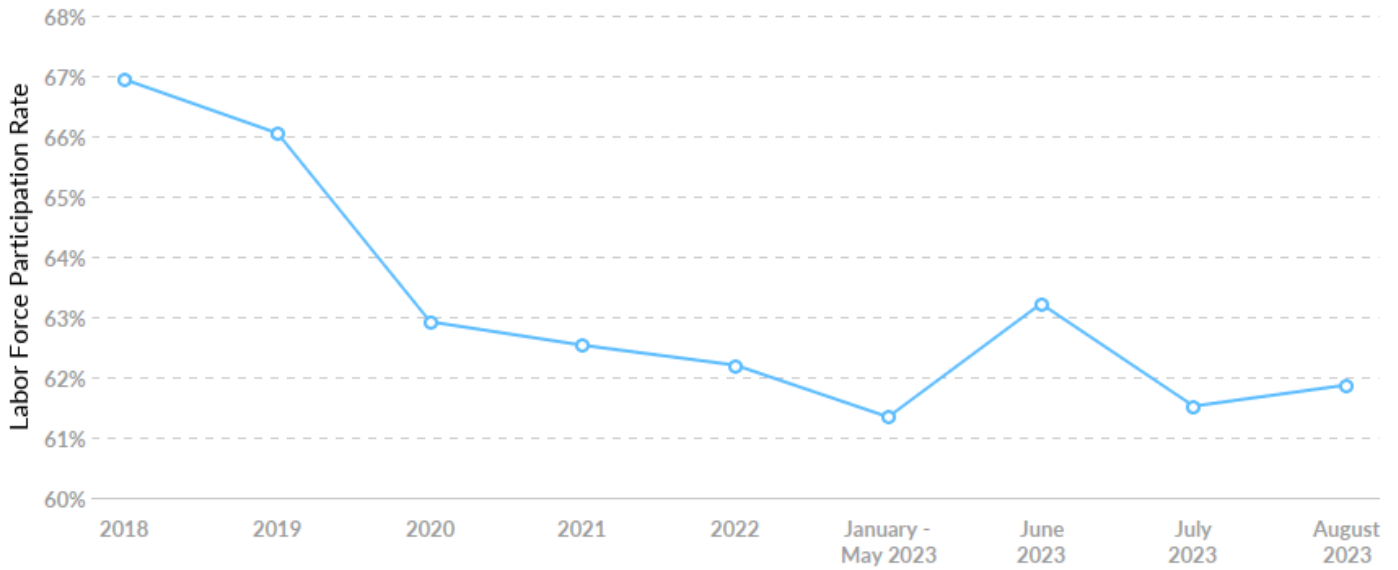
## Job Trends

From 2017 to 2022, jobs declined by 4.9% in Lincoln County, WI from 12,314 to 11,714. This change fell short of the national growth rate of 3.8% by 8.7%.



Timeframe	Jobs
2017	12,314
2018	12,355
2019	12,134
2020	11,360
2021	11,490
2022	11,714
2023	11,841
2024	11,933
2025	11,998
2026	12,043
2027	12,038

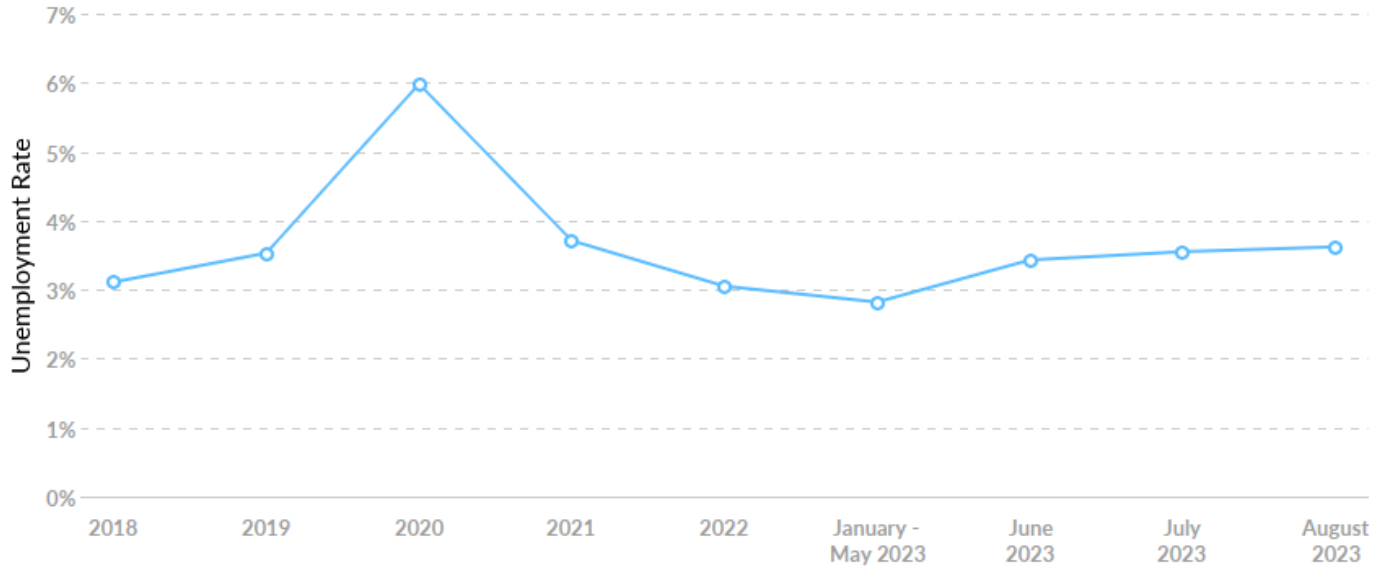
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.94%
2019	66.05%
2020	62.92%
2021	62.53%
2022	62.20%
January - May 2023	61.34%
June 2023	63.22%
July 2023	61.52%
August 2023	61.87%

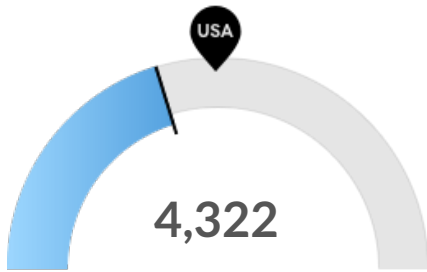
## Unemployment Rate Trends

Lincoln County, WI had an August 2023 unemployment rate of 3.62%, **increasing from 3.11%** 5 years before.



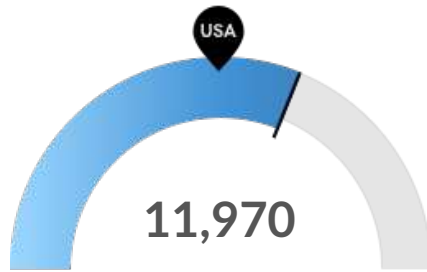
Timeframe	Unemployment Rate
2018	3.11%
2019	3.53%
2020	5.98%
2021	3.71%
2022	3.05%
January - May 2023	2.82%
June 2023	3.43%
July 2023	3.55%
August 2023	3.62%

## Population Characteristics



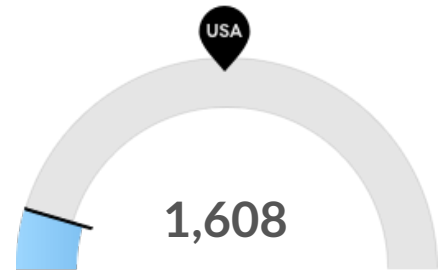
**Millennials**

Lincoln County, WI has 4,322 millennials (ages 25-39). The national average for an area this size is 5,770.



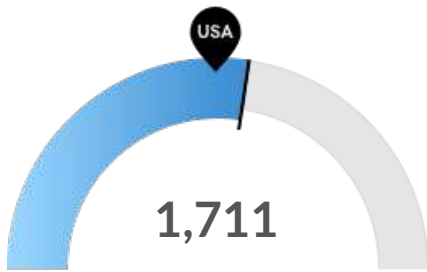
**Retiring Soon**

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,504 people 55 or older, while there are 11,970 here.



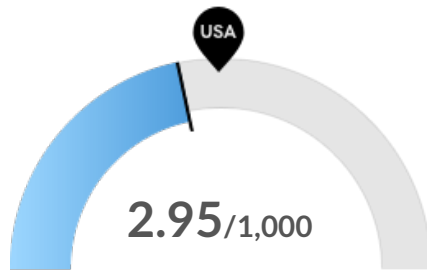
**Racial Diversity**

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 11,669 racially diverse people, while there are 1,608 here.



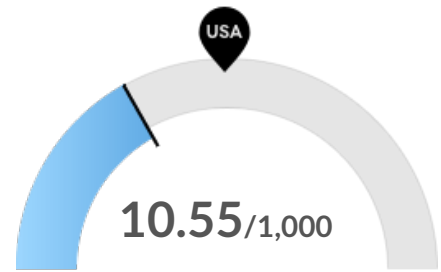
**Veterans**

Lincoln County, WI has 1,711 veterans. The national average for an area this size is 1,494.



**Violent Crime**

Lincoln County, WI has 2.95 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

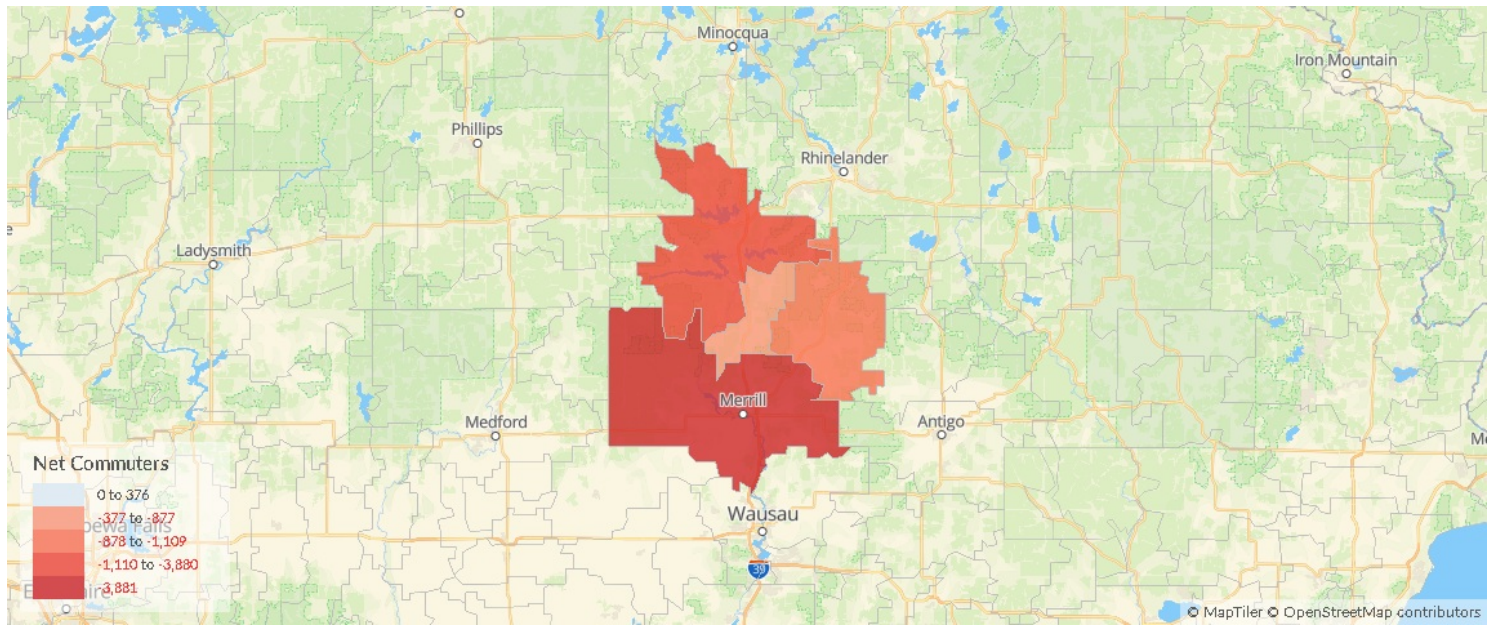


**Property Crime**

Lincoln County, WI has 10.55 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...	6,823
54487	Tomahawk, WI (in Linco...	4,315
54435	Gleason, WI (in Lincoln ...	345
54442	Irma, WI (in Lincoln cou...	206
54532	Heafford Junction, WI (i...	24

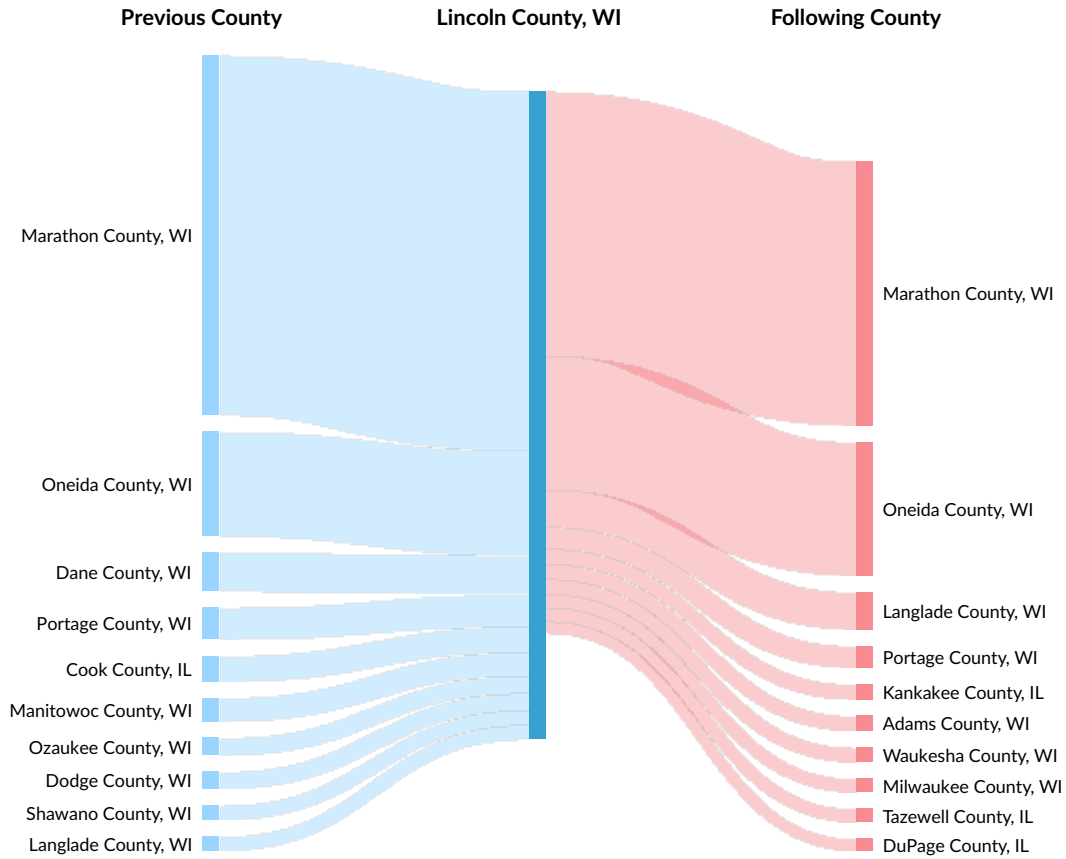
### Where Talent Lives

ZIP	Name	2022 Workers
54452	Merrill, WI (in Lincoln c...	10,705
54487	Tomahawk, WI (in Linco...	5,425
54435	Gleason, WI (in Lincoln ...	1,223
54442	Irma, WI (in Lincoln cou...	583
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**.



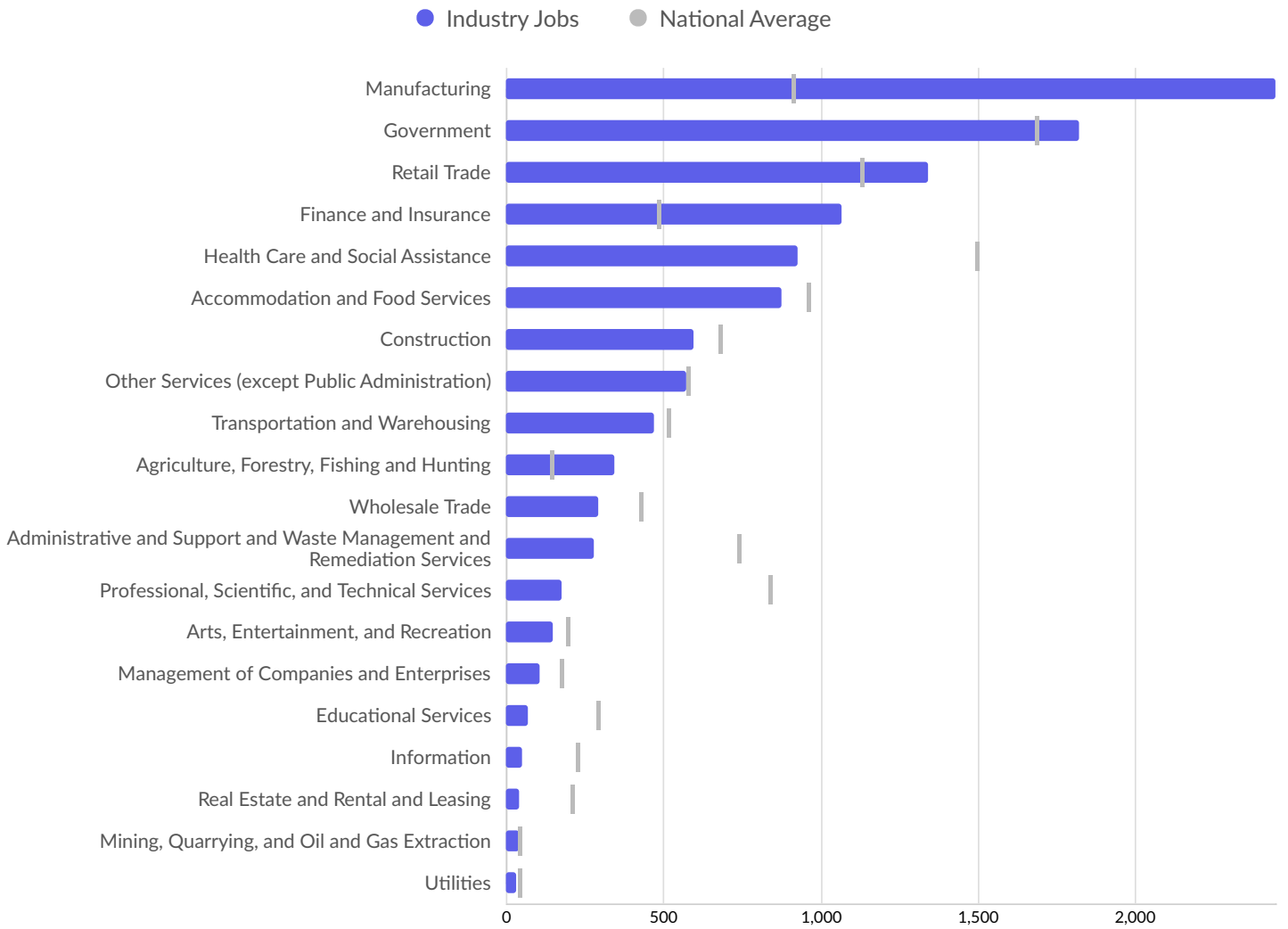
Top Previous Counties	Migrations
Marathon County, WI	411
Oneida County, WI	119
Dane County, WI	44
Portage County, WI	36
Cook County, IL	29
Manitowoc County, WI	27



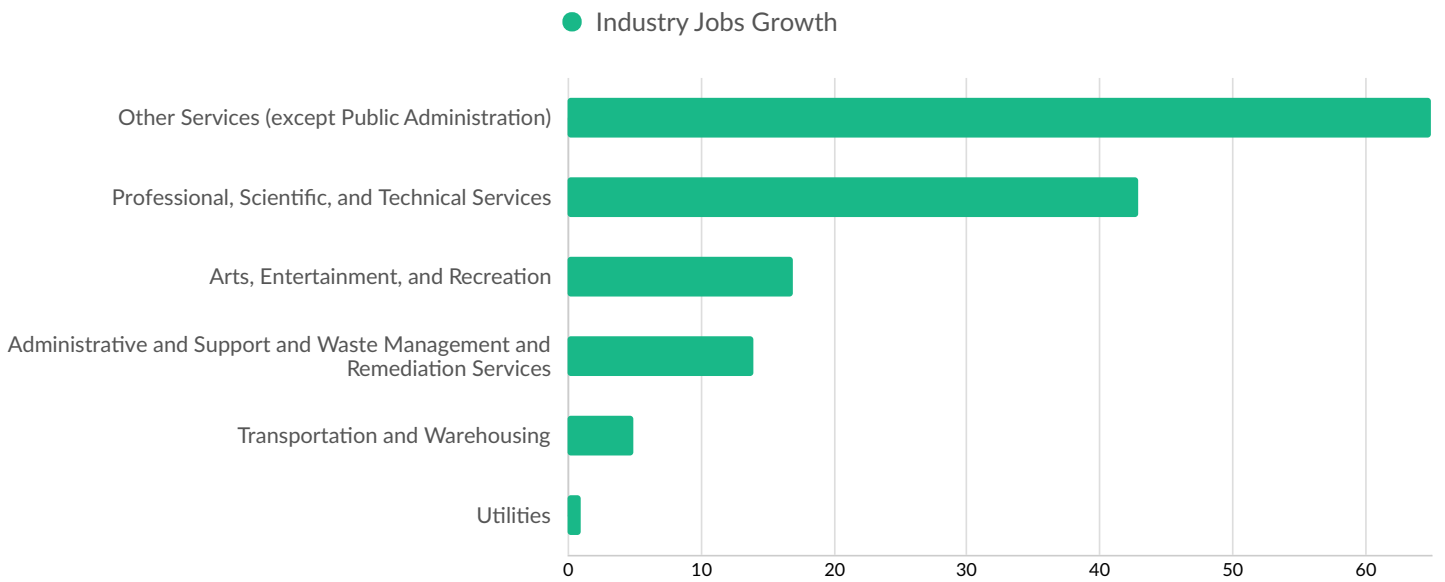
Top Previous Counties	Migrations
Ozaukee County, WI	20
Dodge County, WI	19
Shawano County, WI	17
Langlade County, WI	17
Hennepin County, MN	15
Sauk County, WI	14
Taylor County, WI	14
Vilas County, WI	14
Eau Claire County, WI	14
Top Following Counties	Migrations
Marathon County, WI	302
Oneida County,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

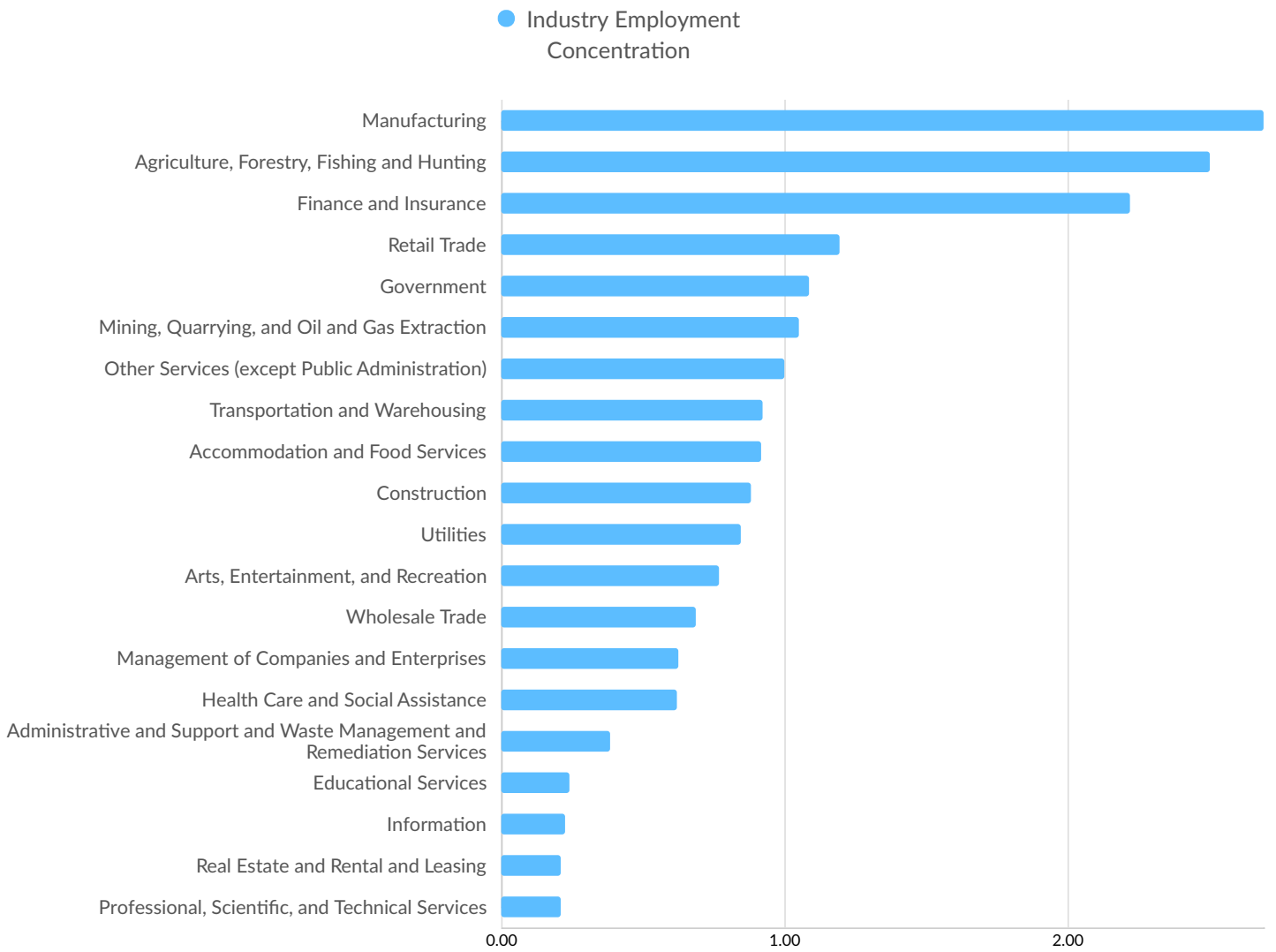
## Largest Industries



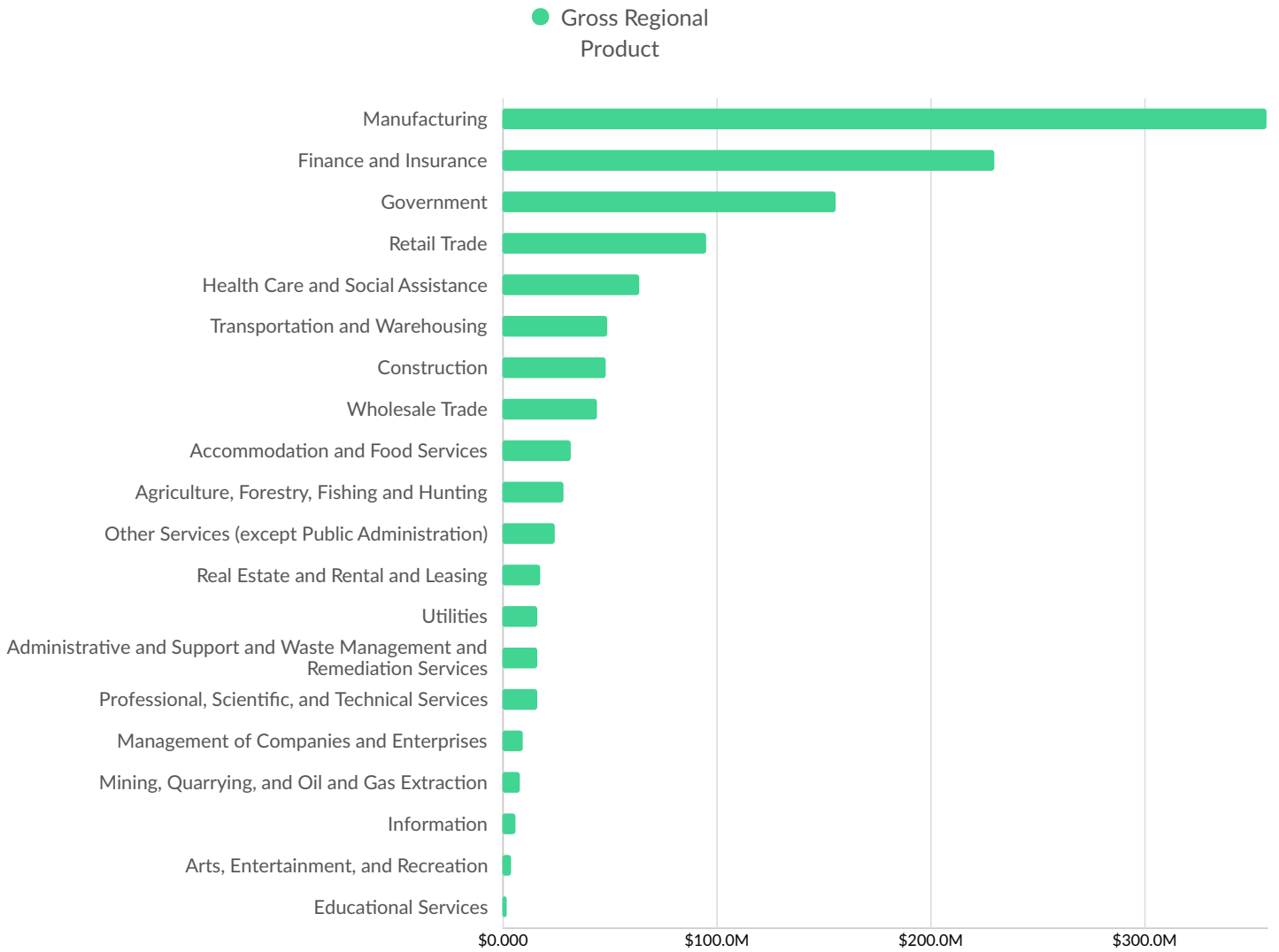
## Top Growing Industries



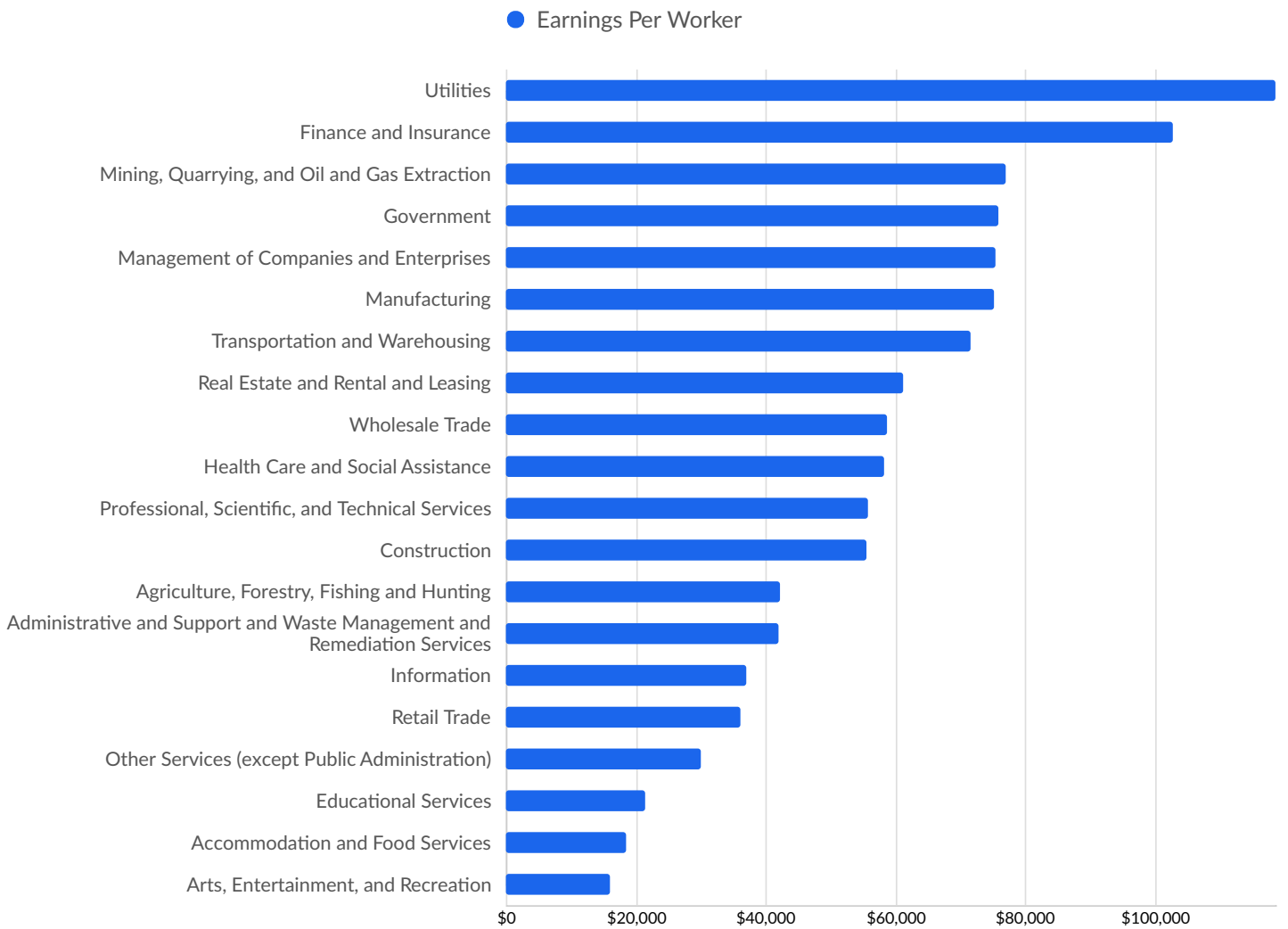
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



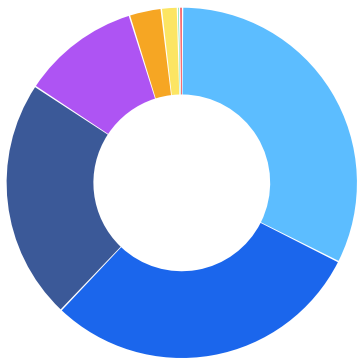
# Business Characteristics

## 2,919 Companies Employ Your Workers

Online profiles for your workers mention 2,919 companies as employers, with the top 10 appearing below. In the last 12 months, 165 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...	339 	Aspirus	89 
Merrill Area Public Schools	113 	Church Mutual Insurance Comp...	63 
Aspirus	103 	Church Mutual Insurance Comp...	55 
Packaging Corporation of Ameri...	74 	Walmart	40 
Harley-Davidson	68 	M & R Stores	34 
State of Wisconsin	55 	Packaging Corporation of Ameri...	34 
Marshfield Clinic	51 	Kwik Trip	31 
Ministry Health Care	50 	Harley-Davidson	29 
Agra Industries	41 	Pizza Hut	26 
Northcentral Technical College	36 	Walgreens Boots Alliance	21 

## Business Size



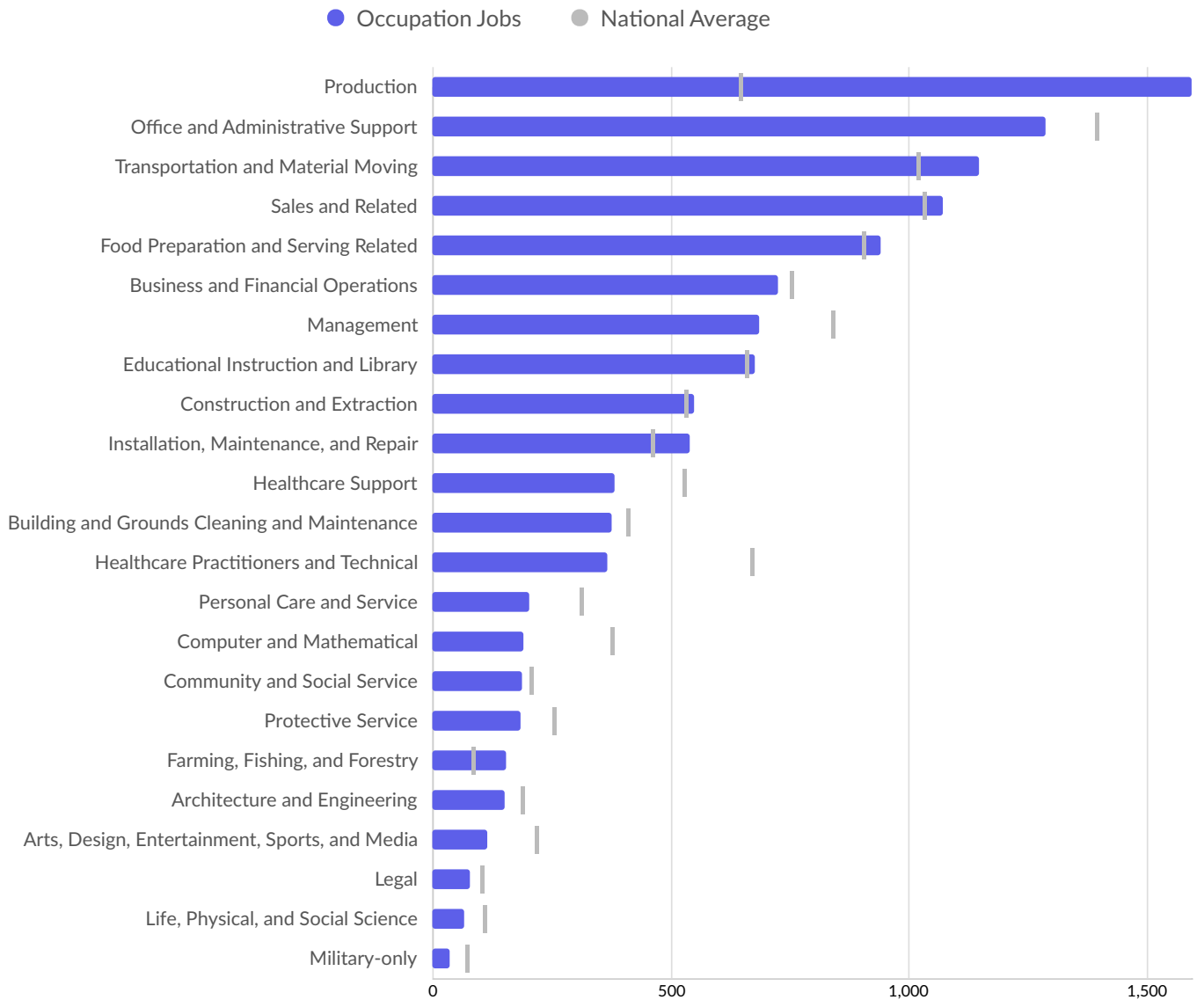
	Percentage	Business Count
● 1 to 4 employees	32.3%	350
● 5 to 9 employees	29.7%	321
● 10 to 19 employees	22.2%	240
● 20 to 49 employees	10.9%	118
● 50 to 99 employees	3.0%	32
● 100 to 249 employees	1.5%	16
● 250 to 499 employees	0.2%	2
● 500+ employees	0.3%	3

*\*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.*

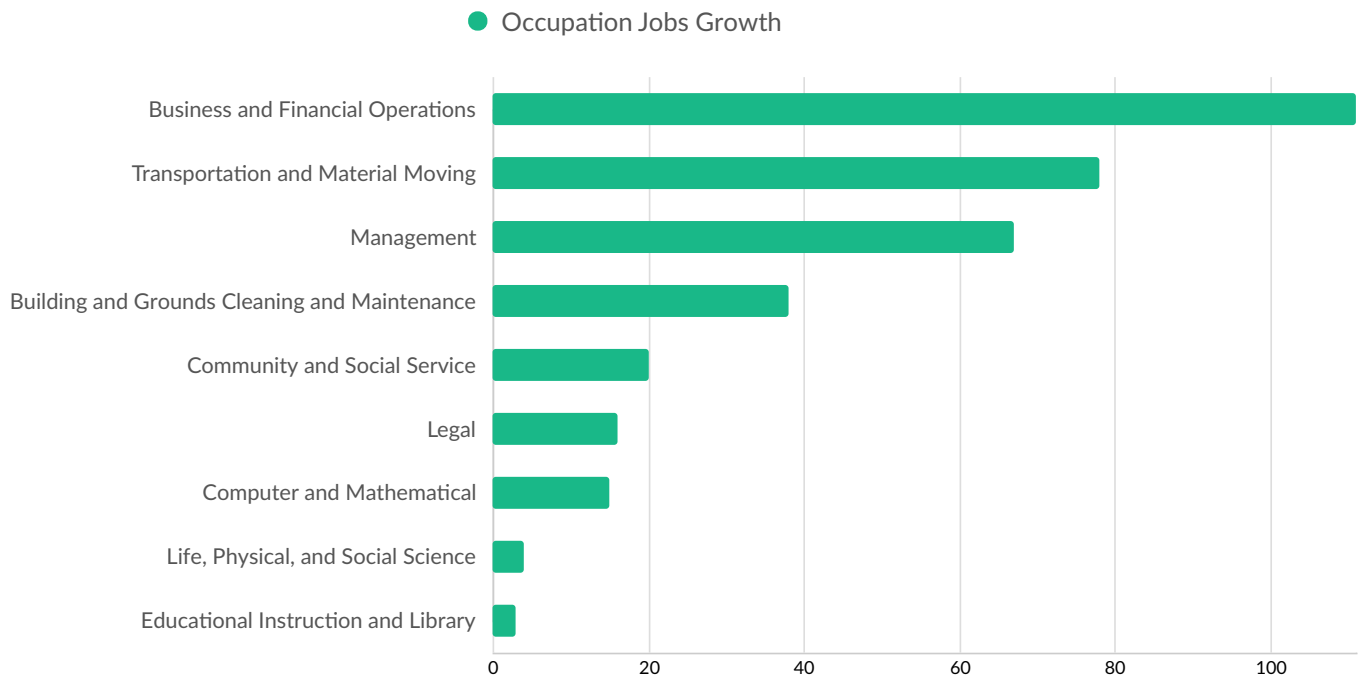


# Workforce Characteristics

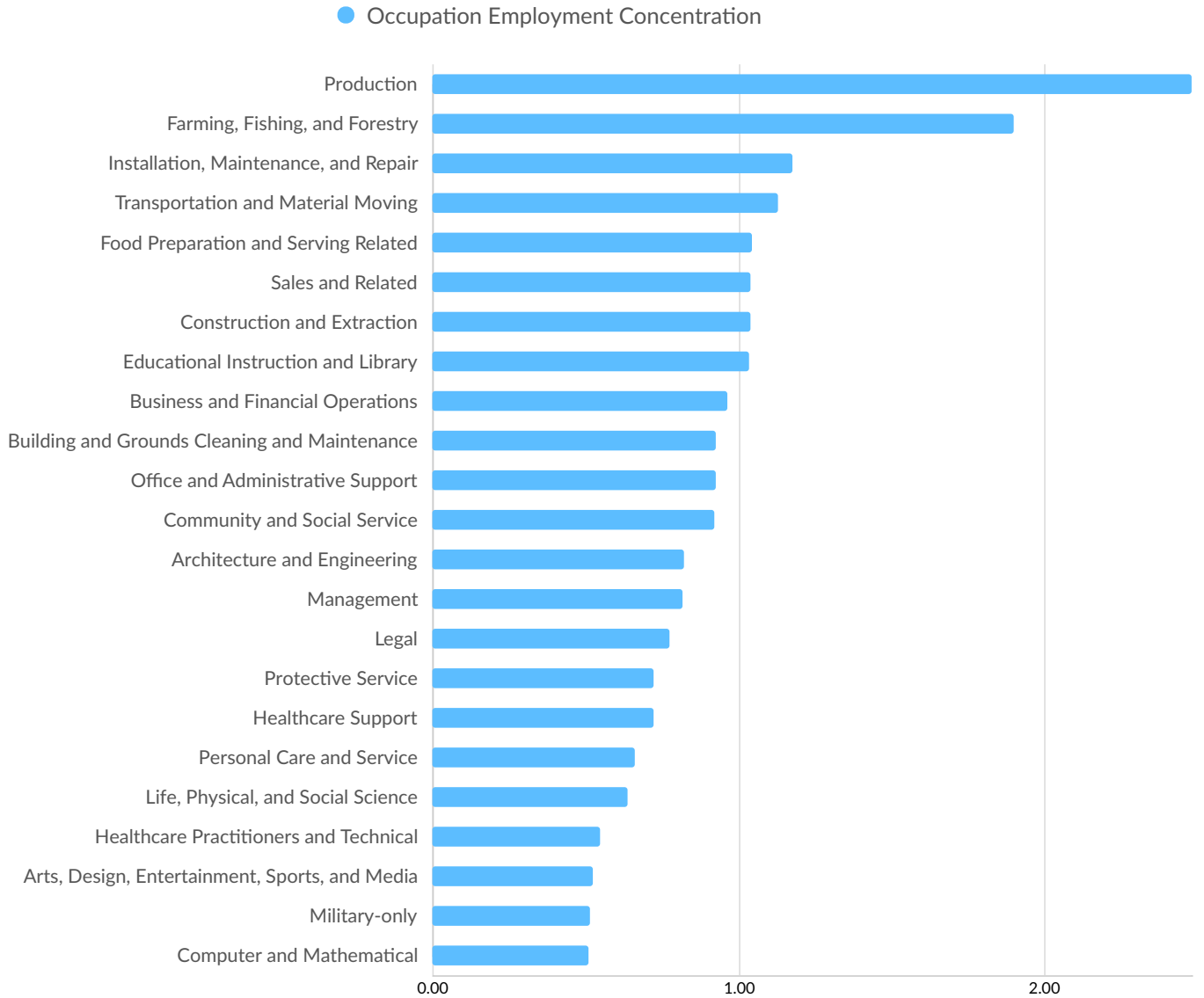
## Largest Occupations



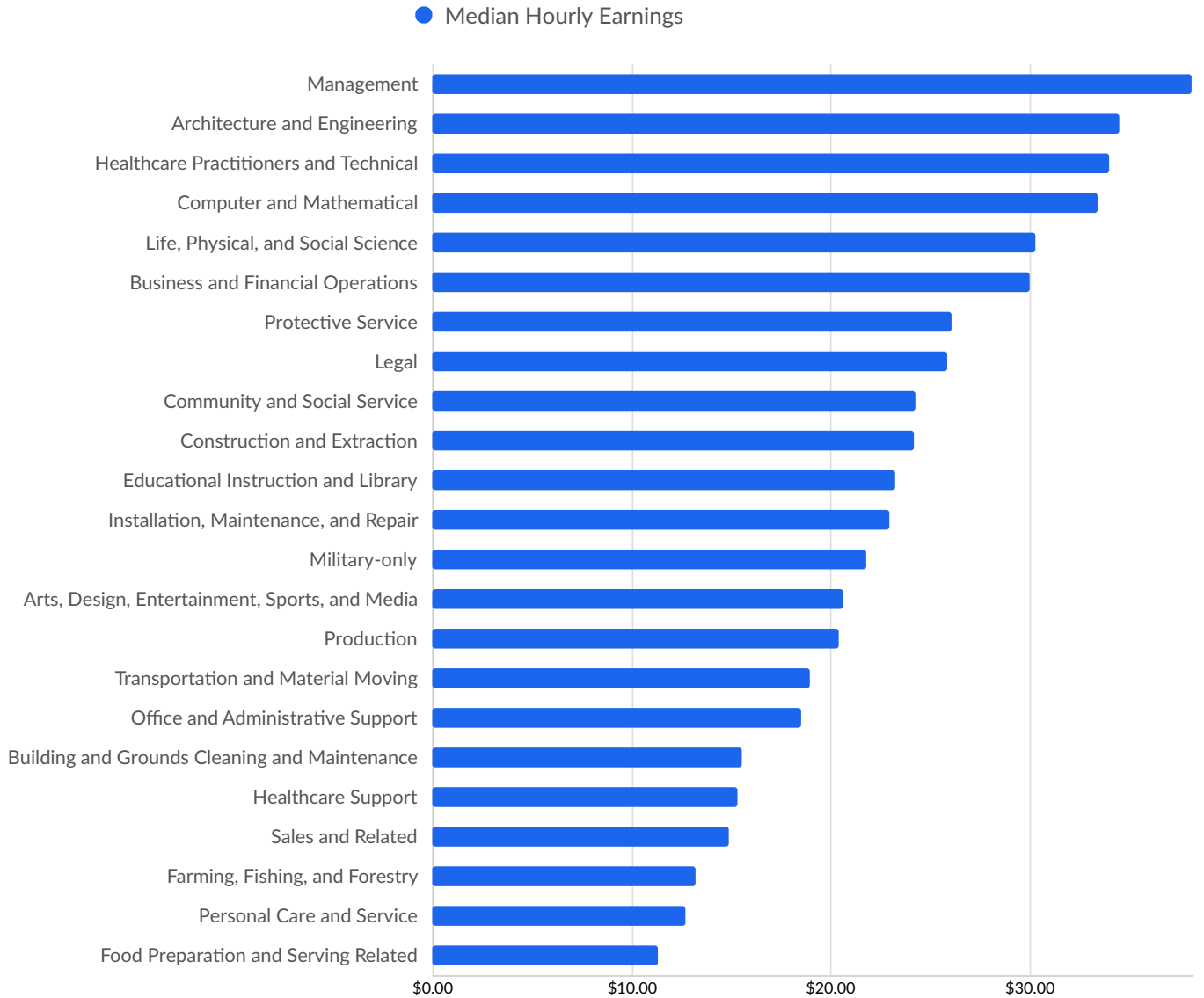
## Top Growing Occupations



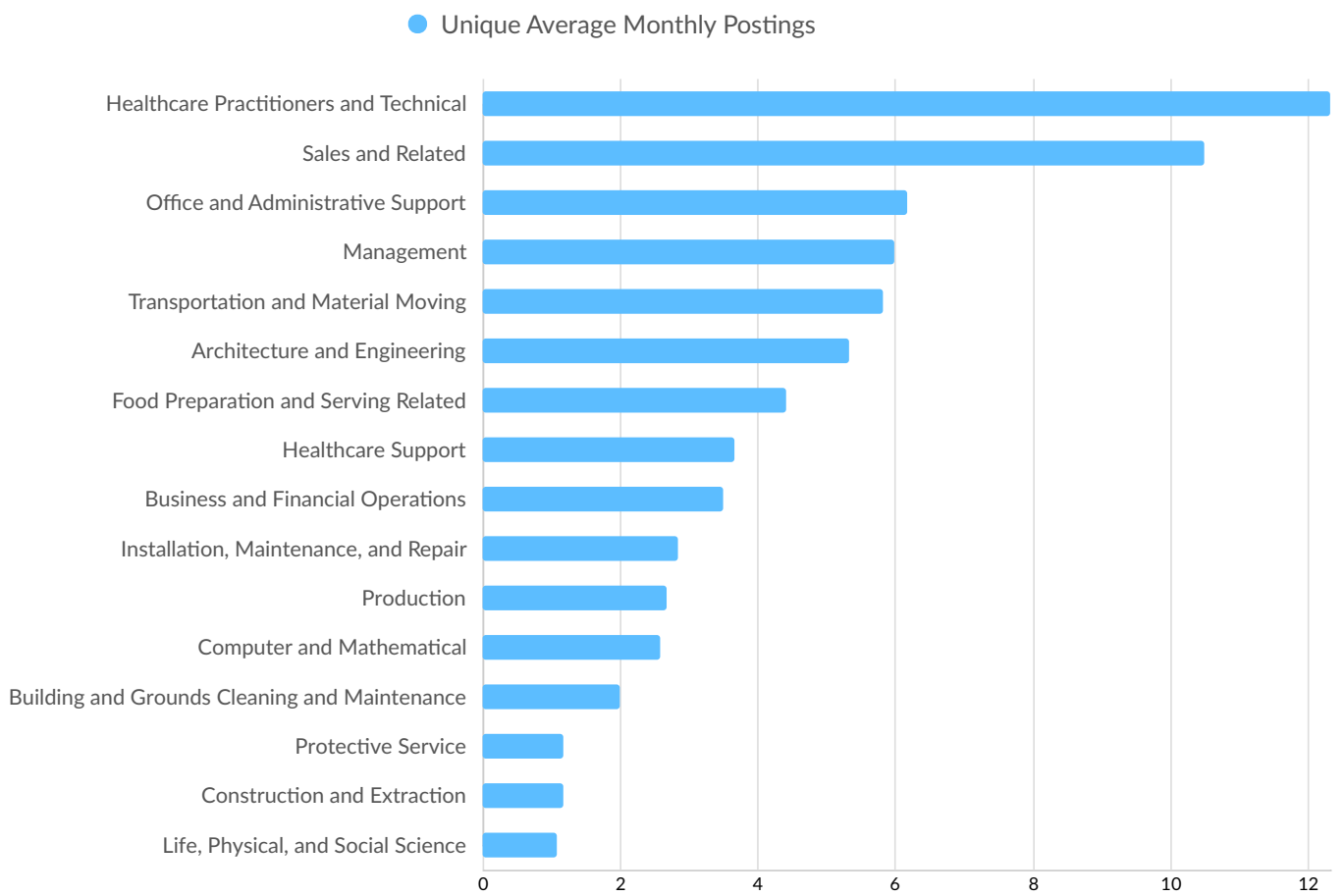
## Top Occupation Employment Concentration



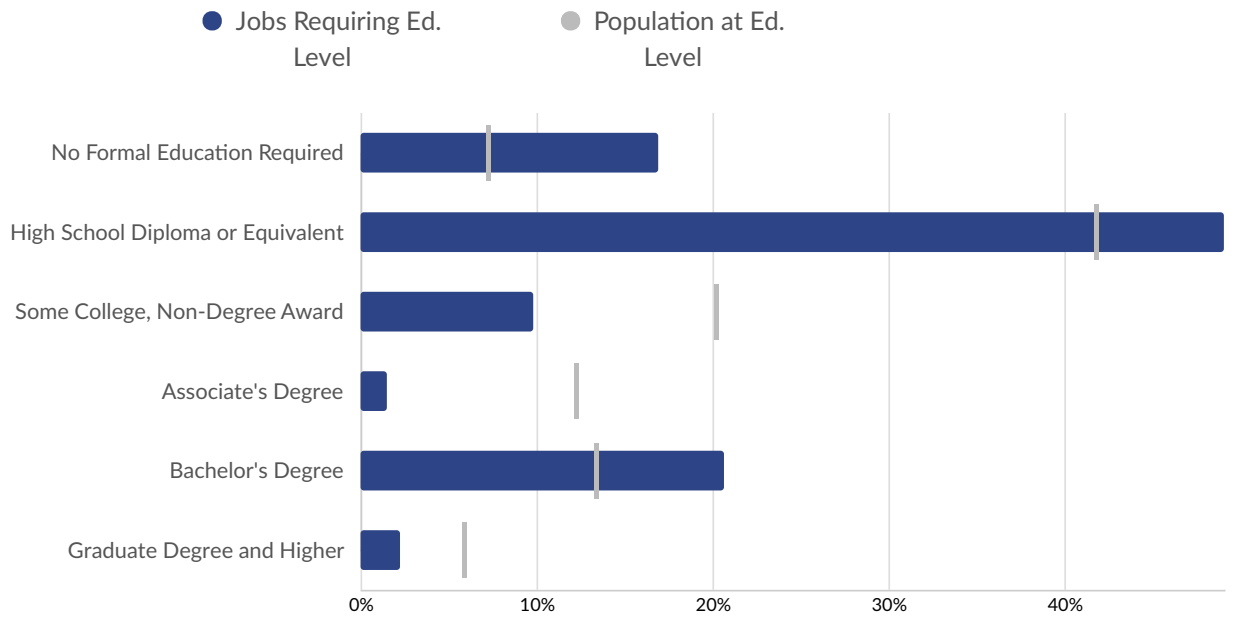
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

