



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

28,796

Population (2023)

Population **grew by 1,110** over the last 5 years and is projected to **grow by 1,728** over the next 5 years.

11,741

Total Regional Employment

Jobs **decreased by 615** over the last 5 years but are projected to **grow by 15** over the next 5 years.

\$61.4K

Median Household Income (2021)

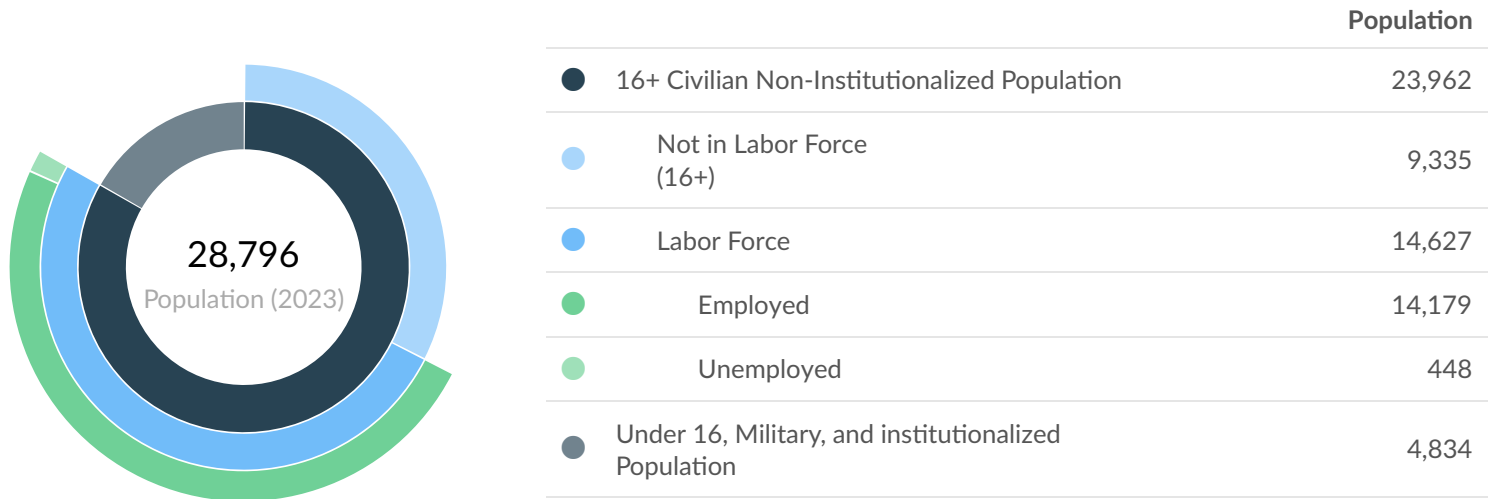
Median household income is **\$7.7K below** the national median household income of \$69.0K.

Takeaways

- As of 2023 the region's population **increased by 4.0%** since 2018, growing by 1,110. Population is expected to **increase by 6.0%** between 2023 and 2028, adding 1,728.
- From 2018 to 2023, jobs **declined by 5.0%** in Lincoln County, WI from 12,356 to **11,741**. This change **fell short of the national growth rate of 3.6% by 8.6%**. As the number of jobs declined, the **labor force participation rate decreased from 66.8% to 61.0% between 2018 and 2023**.
- Concerning educational attainment, **13.6% of Lincoln County, WI residents possess a Bachelor's Degree** (7.5% below the national average), and **12.3% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2023 are Insurance Carriers, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

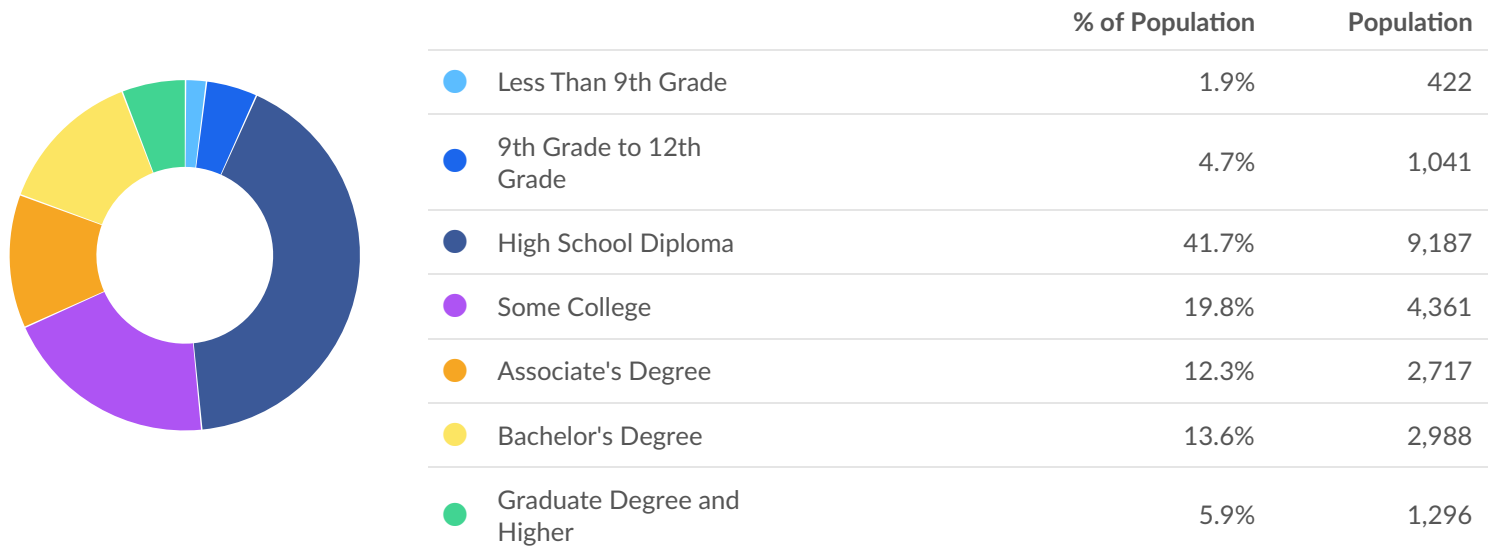
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	28,796	14,627	11,741	100.3	\$1.34B	\$2.41B	\$2.08B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



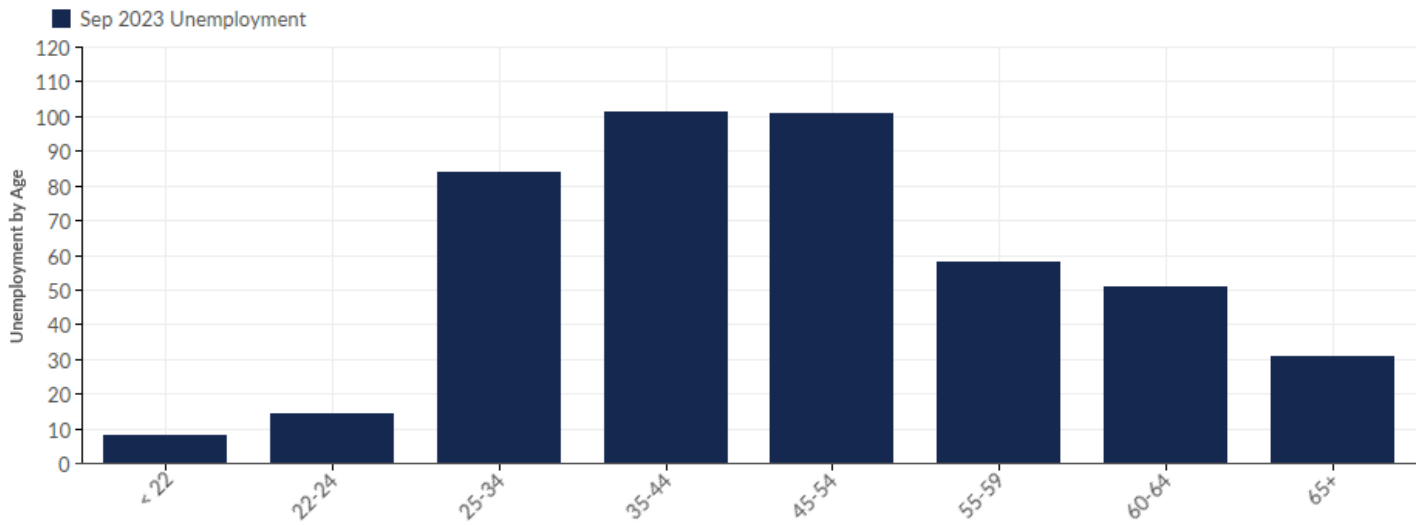
Educational Attainment

Concerning educational attainment, **13.6% of Lincoln County, WI residents possess a Bachelor's Degree** (7.5% below the national average), and **12.3% hold an Associate's Degree** (3.4% above the national average).



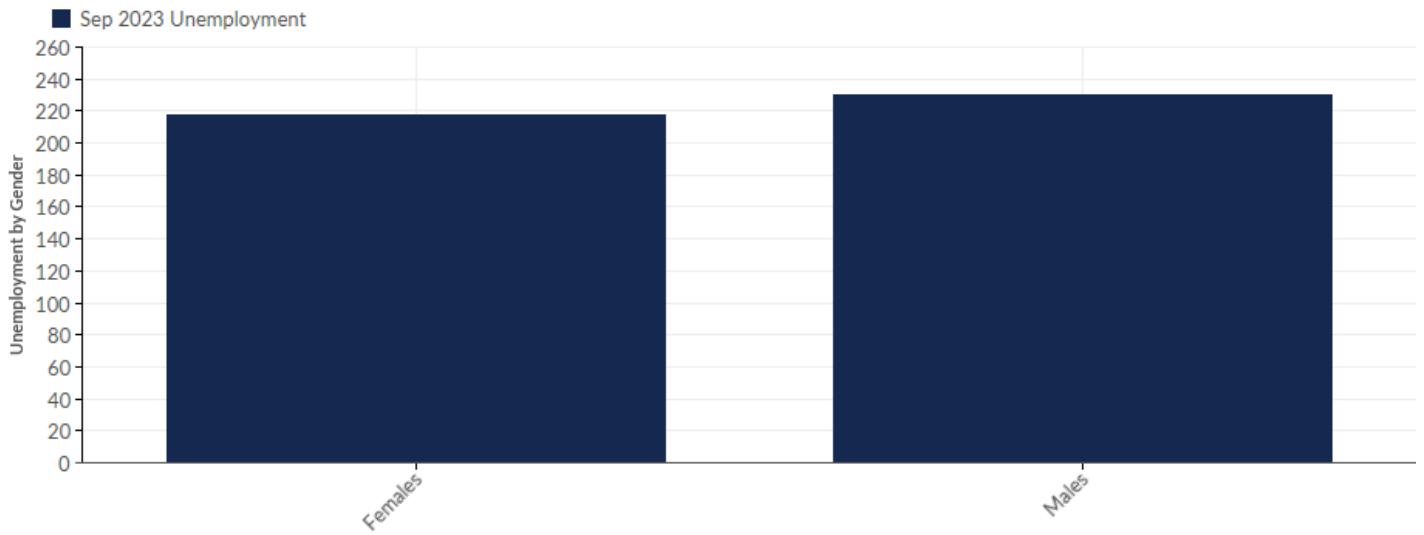
Unemployment by Demographics

Unemployment by Age



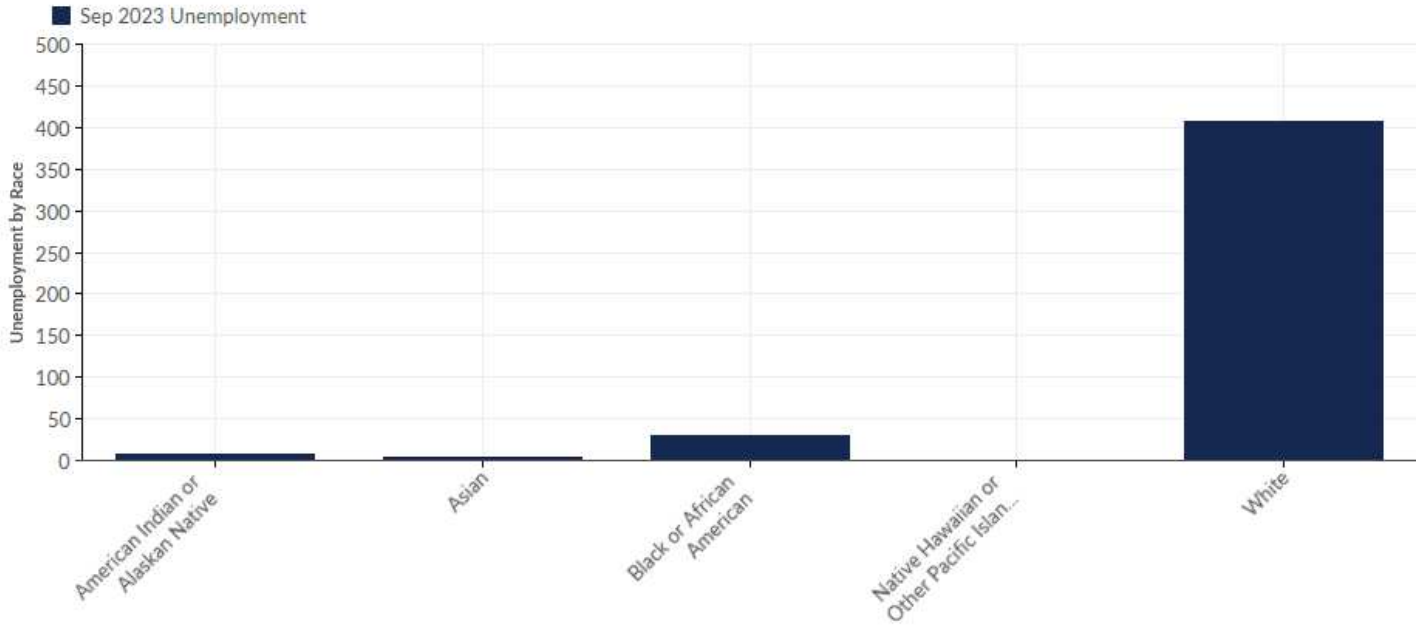
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	8	1.79%
22-24	14	3.13%
25-34	84	18.75%
35-44	101	22.54%
45-54	101	22.54%
55-59	58	12.95%
60-64	51	11.38%
65+	31	6.92%
Total	448	100.00%

Unemployment by Gender



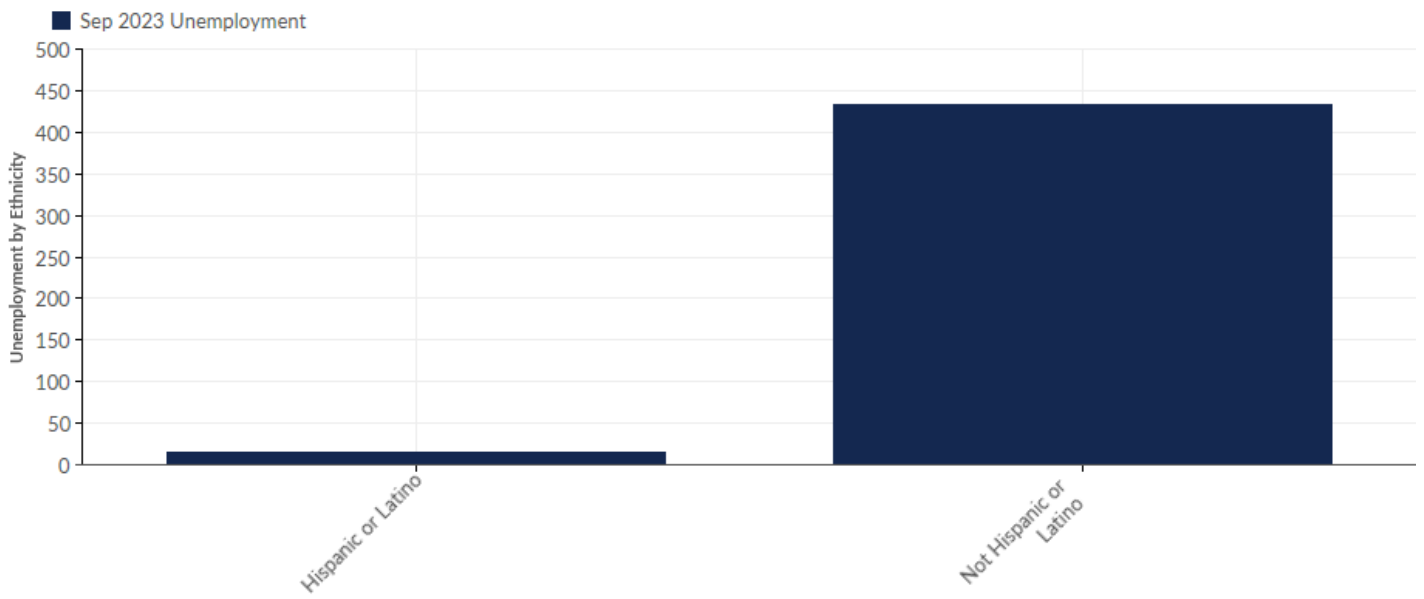
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	218	48.66%
Males	230	51.34%
Total	448	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	8	1.79%
Asian	4	0.89%
Black or African American	29	6.47%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	407	90.85%
Total	448	100.00%

Unemployment by Ethnicity

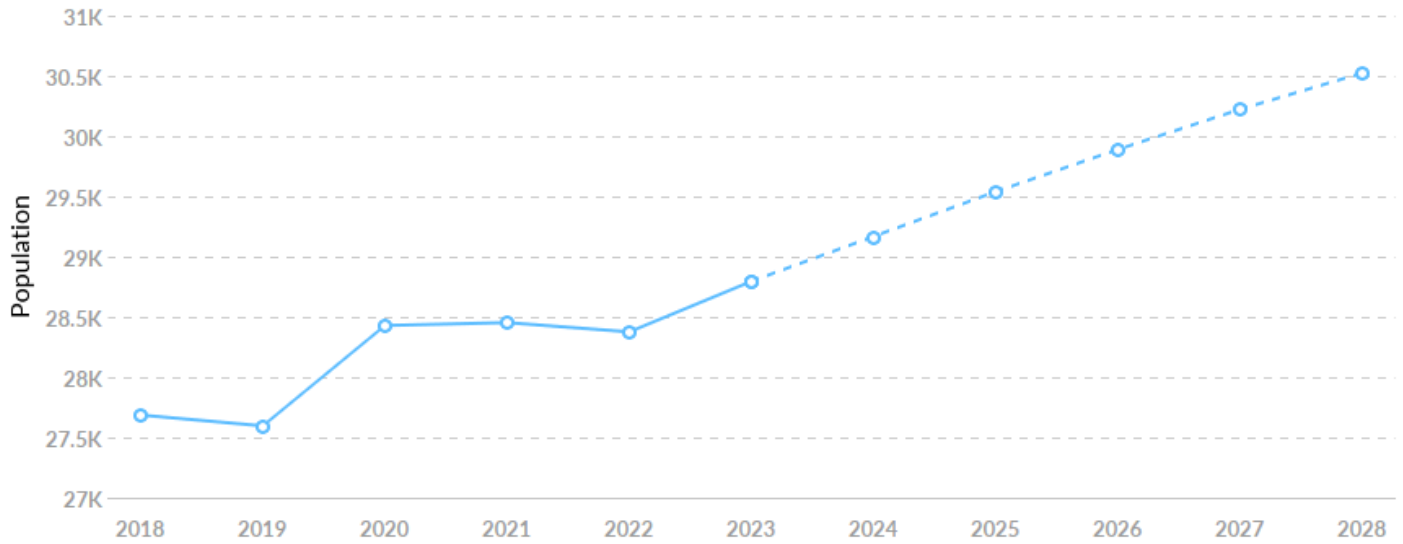


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	14	3.13%
Not Hispanic or Latino	434	96.88%
Total	448	100.00%

Historic & Projected Trends

Population Trends

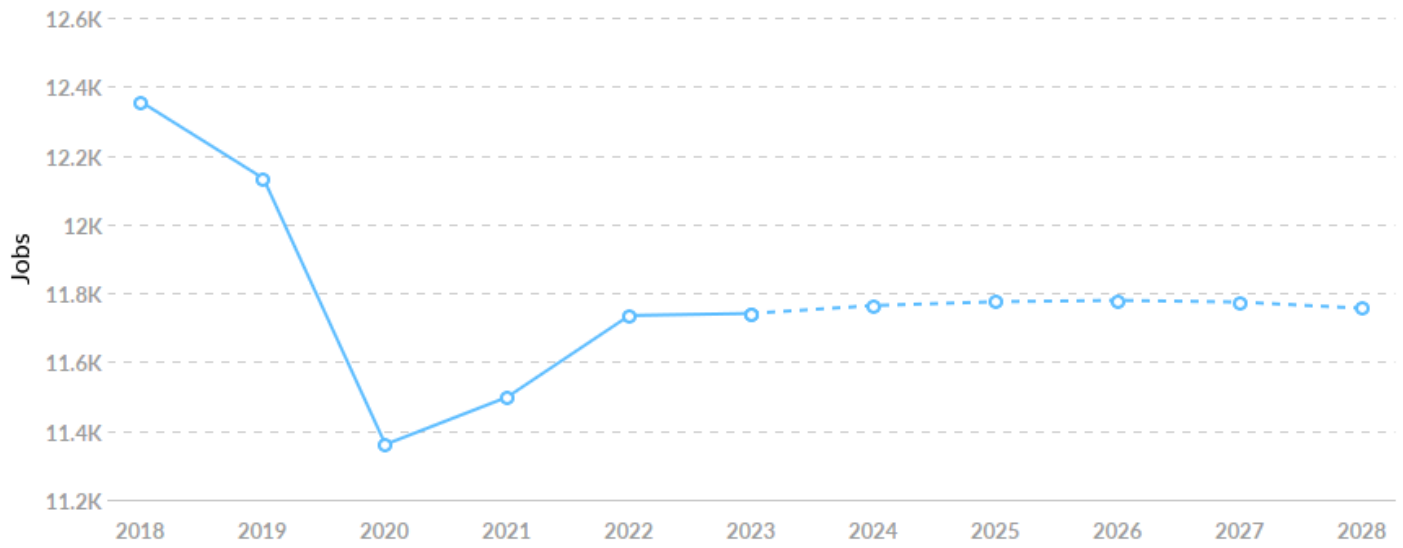
As of 2023 the region's population increased by 4.0% since 2018, growing by 1,110. Population is expected to increase by 6.0% between 2023 and 2028, adding 1,728.



Timeframe	Population
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
2028	30,524

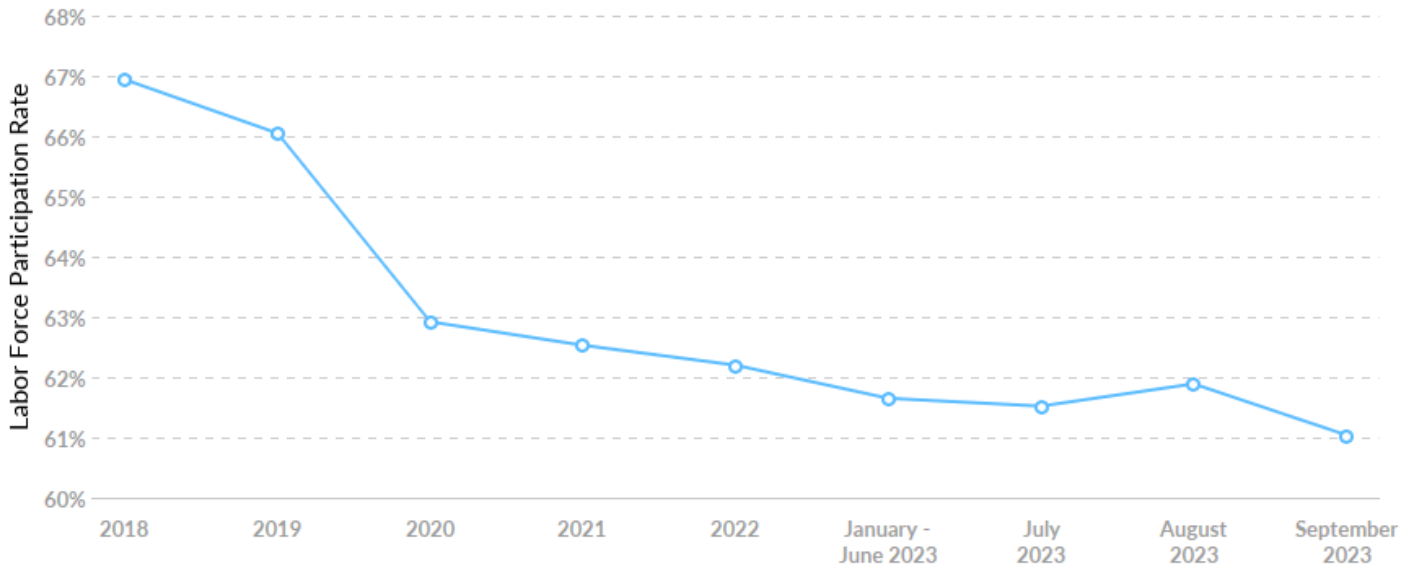
Job Trends

From 2018 to 2023, jobs declined by 5.0% in Lincoln County, WI from 12,356 to 11,741. This change fell short of the national growth rate of 3.6% by 8.6%.



Timeframe	Jobs
2018	12,356
2019	12,134
2020	11,360
2021	11,498
2022	11,735
2023	11,741
2024	11,764
2025	11,775
2026	11,779
2027	11,774
2028	11,756

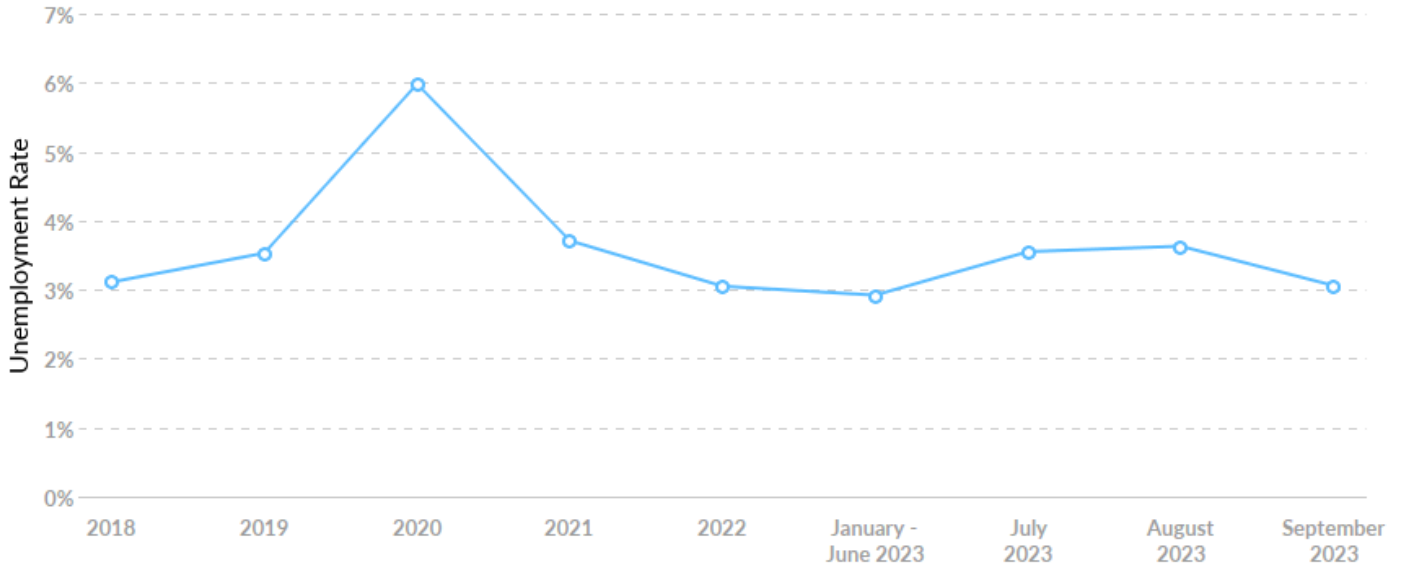
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.94%
2019	66.05%
2020	62.92%
2021	62.53%
2022	62.20%
January - June 2023	61.65%
July 2023	61.52%
August 2023	61.89%
September 2023	61.04%

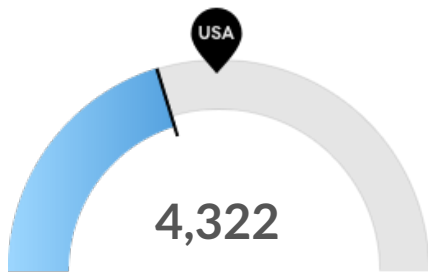
Unemployment Rate Trends

Lincoln County, WI had a September 2023 unemployment rate of 3.06%, **decreasing from 3.11% 5 years before.**



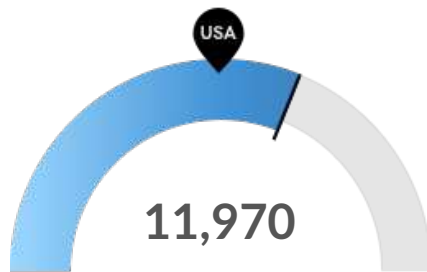
Timeframe	Unemployment Rate
2018	3.11%
2019	3.53%
2020	5.98%
2021	3.71%
2022	3.05%
January - June 2023	2.92%
July 2023	3.55%
August 2023	3.63%
September 2023	3.06%

Population Characteristics



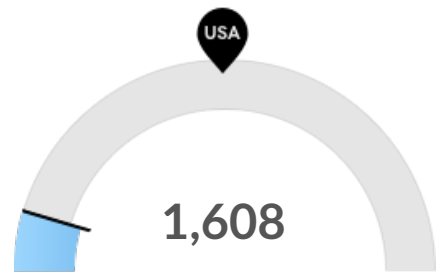
Millennials

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



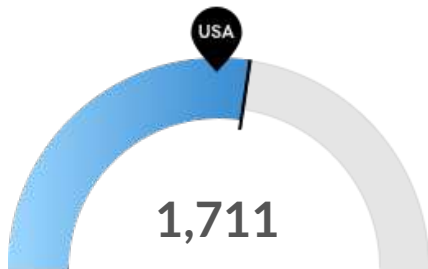
Retiring Soon

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.



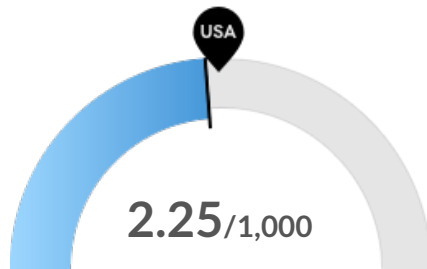
Racial Diversity

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.



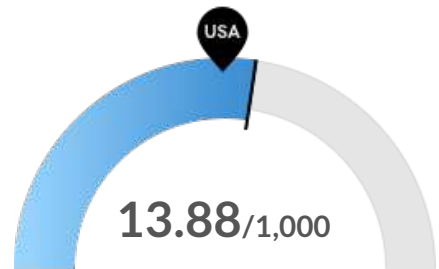
Veterans

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



Violent Crime

Lincoln County, WI has 2.25 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

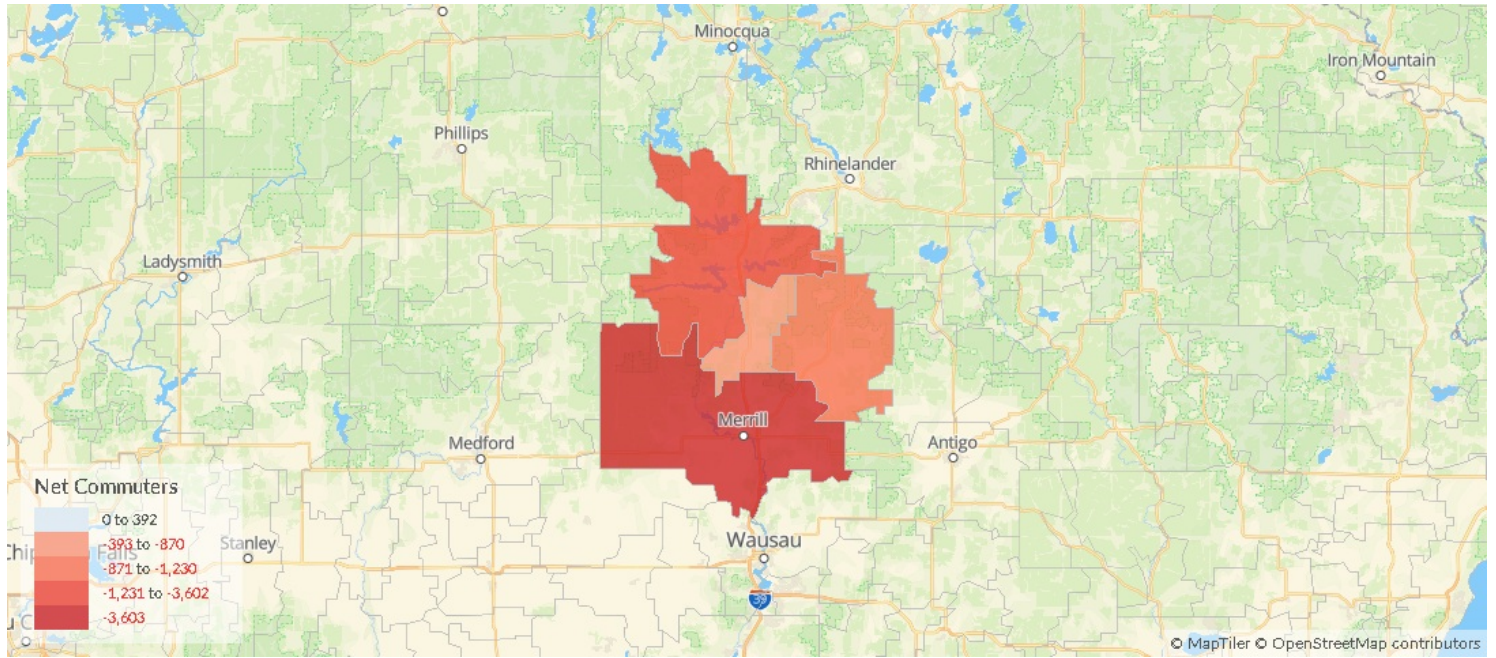


Property Crime

Lincoln County, WI has 13.88 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
54452	Merrill, WI (in Lincoln c...	6,726
54487	Tomahawk, WI (in Linco...	4,438
54435	Gleason, WI (in Lincoln ...	328
54442	Irma, WI (in Lincoln cou...	225
54532	Heafford Junction, WI (i...	25

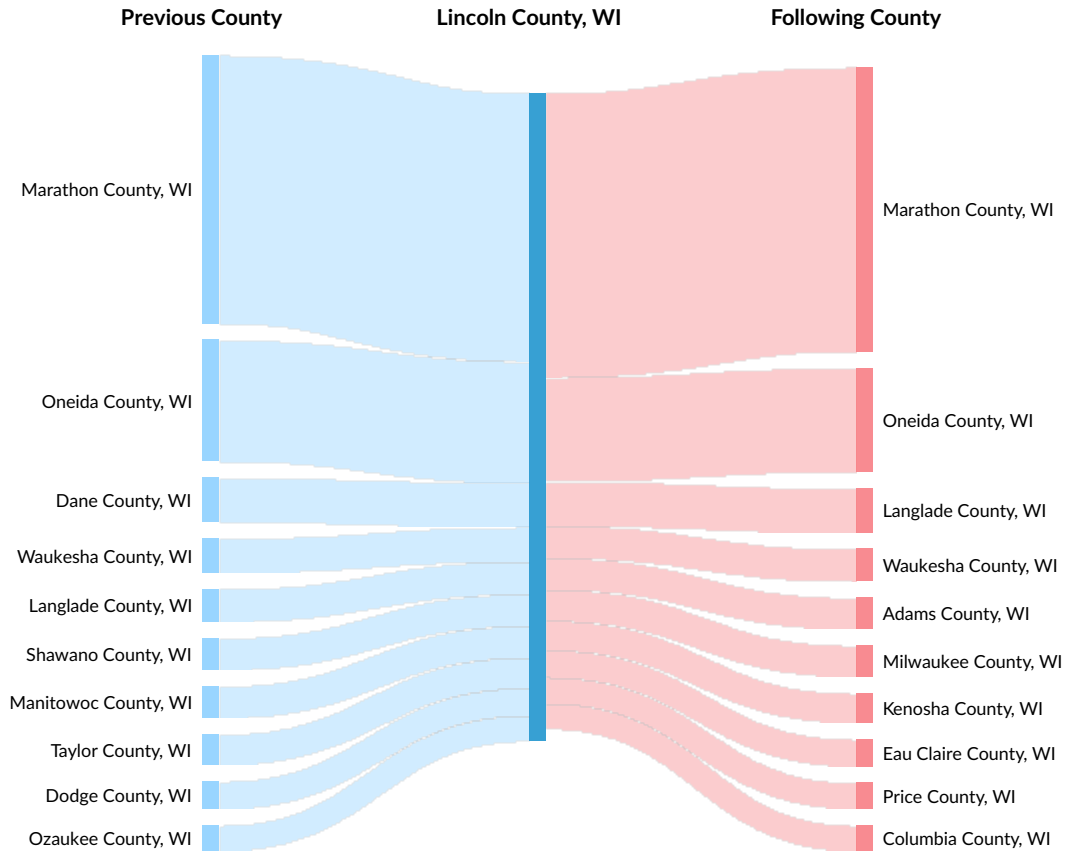
Where Talent Lives

ZIP	Name	2023 Workers
54452	Merrill, WI (in Lincoln c...	10,329
54487	Tomahawk, WI (in Linco...	5,668
54435	Gleason, WI (in Lincoln ...	1,199
54442	Irma, WI (in Lincoln cou...	618
54532	Heafford Junction, WI (i...	25

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 2021, **308** people have migrated from Marathon County, WI to Lincoln County, WI. In the same year, **326** people left Lincoln County, WI migrating to Marathon County, WI. The total Net Migration for Lincoln County, WI in 2021 was **267**.

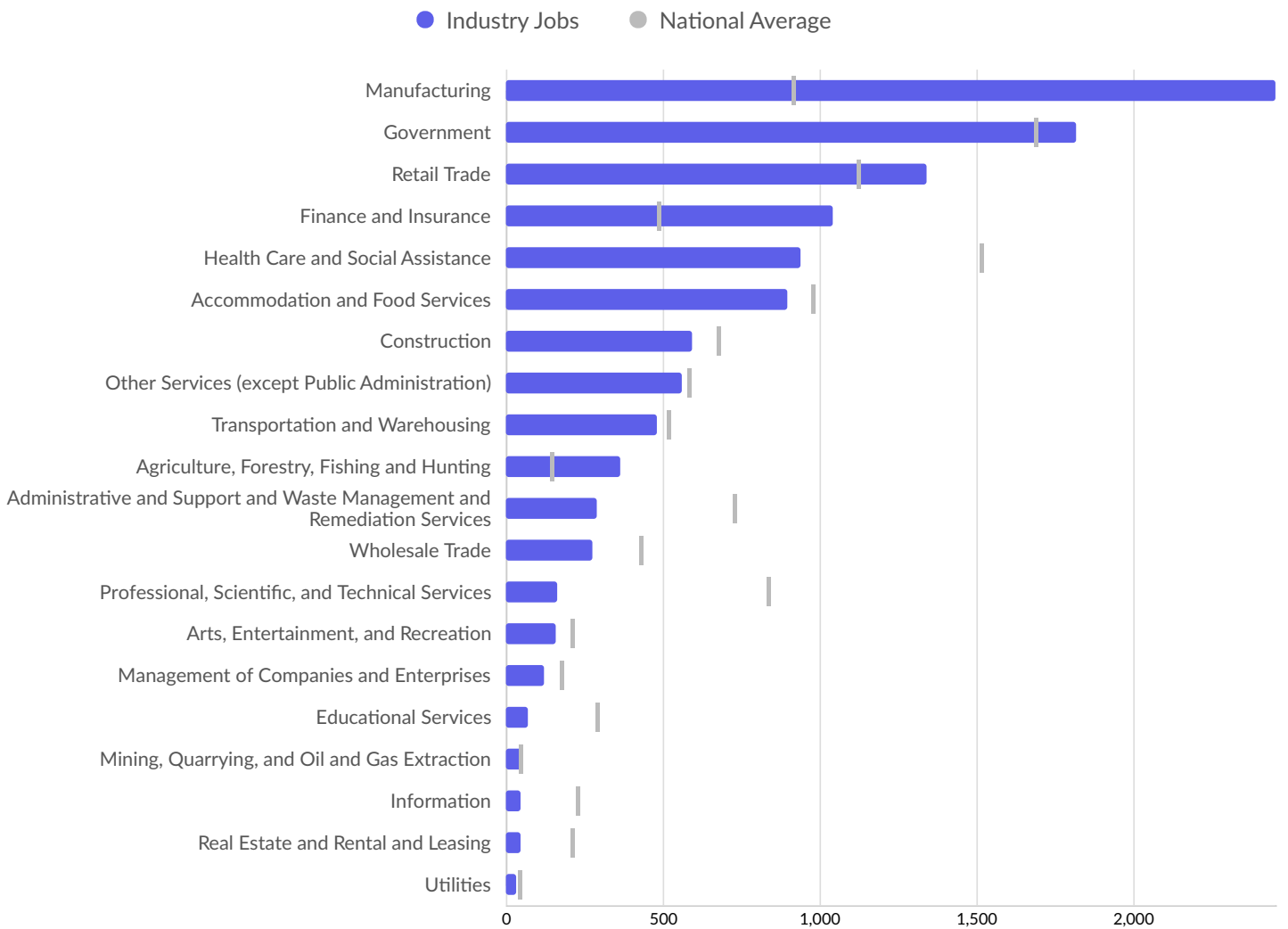


Top Previous Counties	Migrations
Marathon County, WI	308
Oneida County, WI	139
Dane County, WI	51
Waukesha County, WI	39
Langlade County, WI	38
Shawano County, WI	36

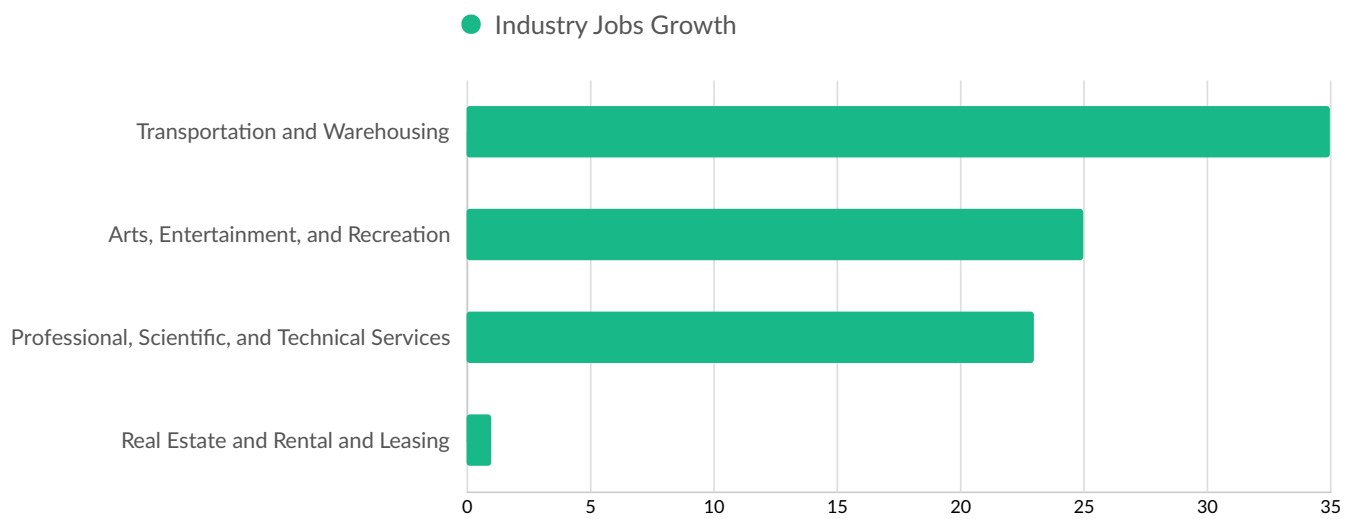
Top Previous Counties	Migrations
Manitowoc County, WI	36
Taylor County, WI	35
Dodge County, WI	31
Ozaukee County, WI	29
Eau Claire County, WI	27
Dunn County, WI	26
Marquette County, WI	24
Price County, WI	24
Portage County, WI	24
Top Following Counties	Migrations
Marathon County, WI	326
Oneida County, WI	119
Langlade County, WI	51
Waukesha County, WI	37
Adams County, WI	36
Milwaukee County, WI	36
Kenosha County, WI	34
Eau Claire County, WI	31
Price County, WI	30
Columbia County, WI	29
Kankakee County, IL	28
Brown County, WI	25
Iron County, WI	25
Tazewell County, IL	25
Outagamie County, WI	23

Industry Characteristics

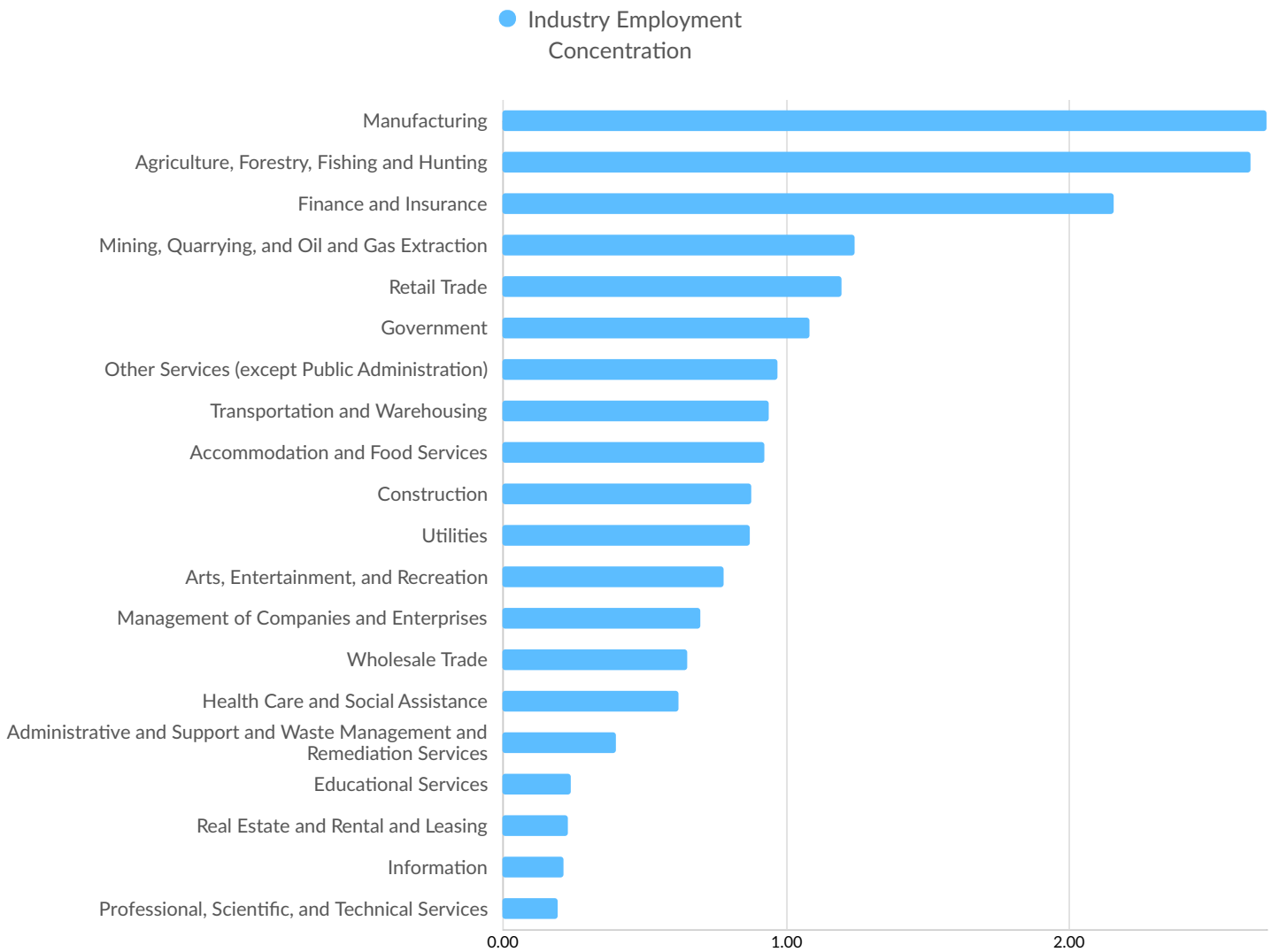
Largest Industries



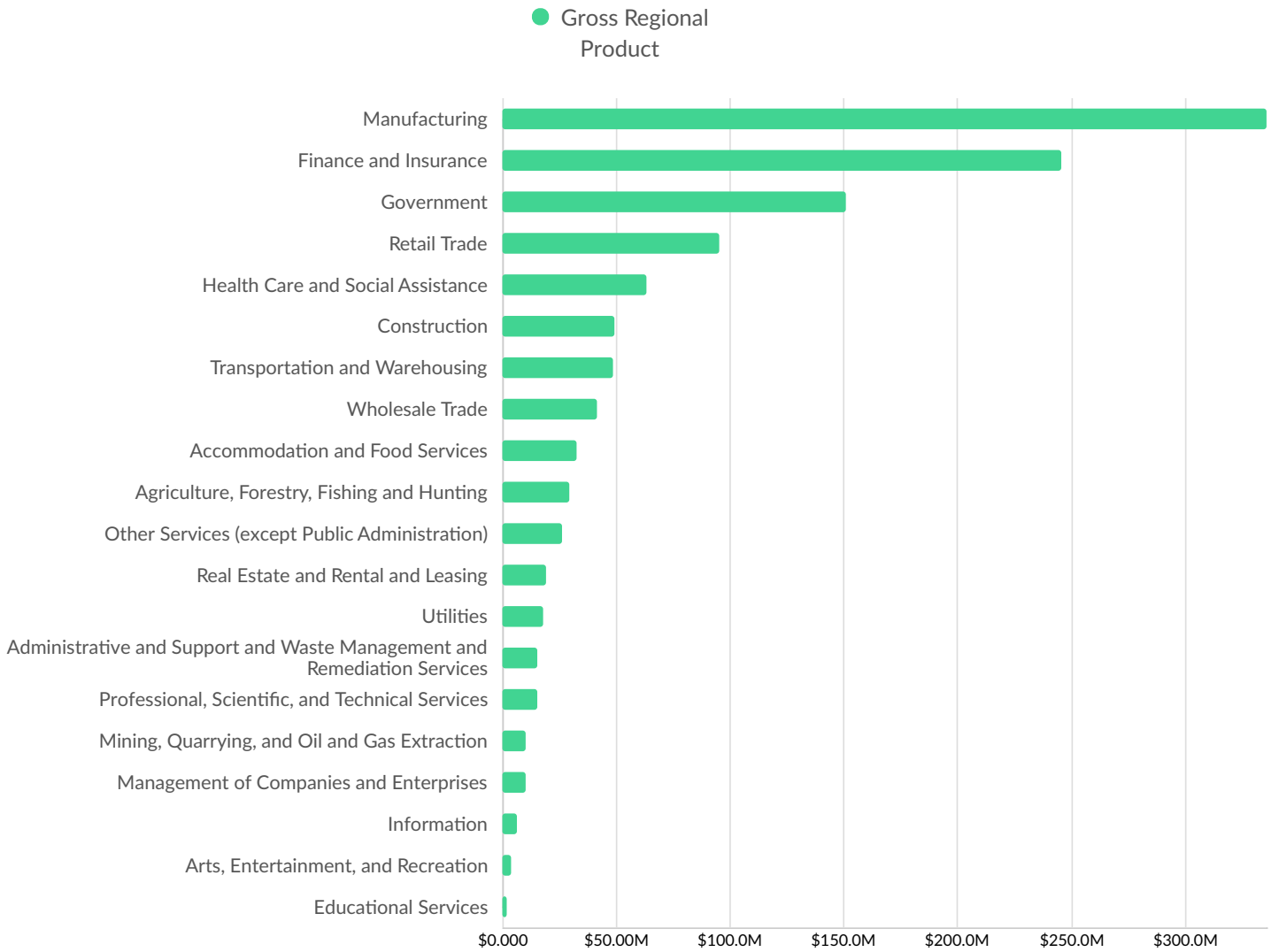
Top Growing Industries



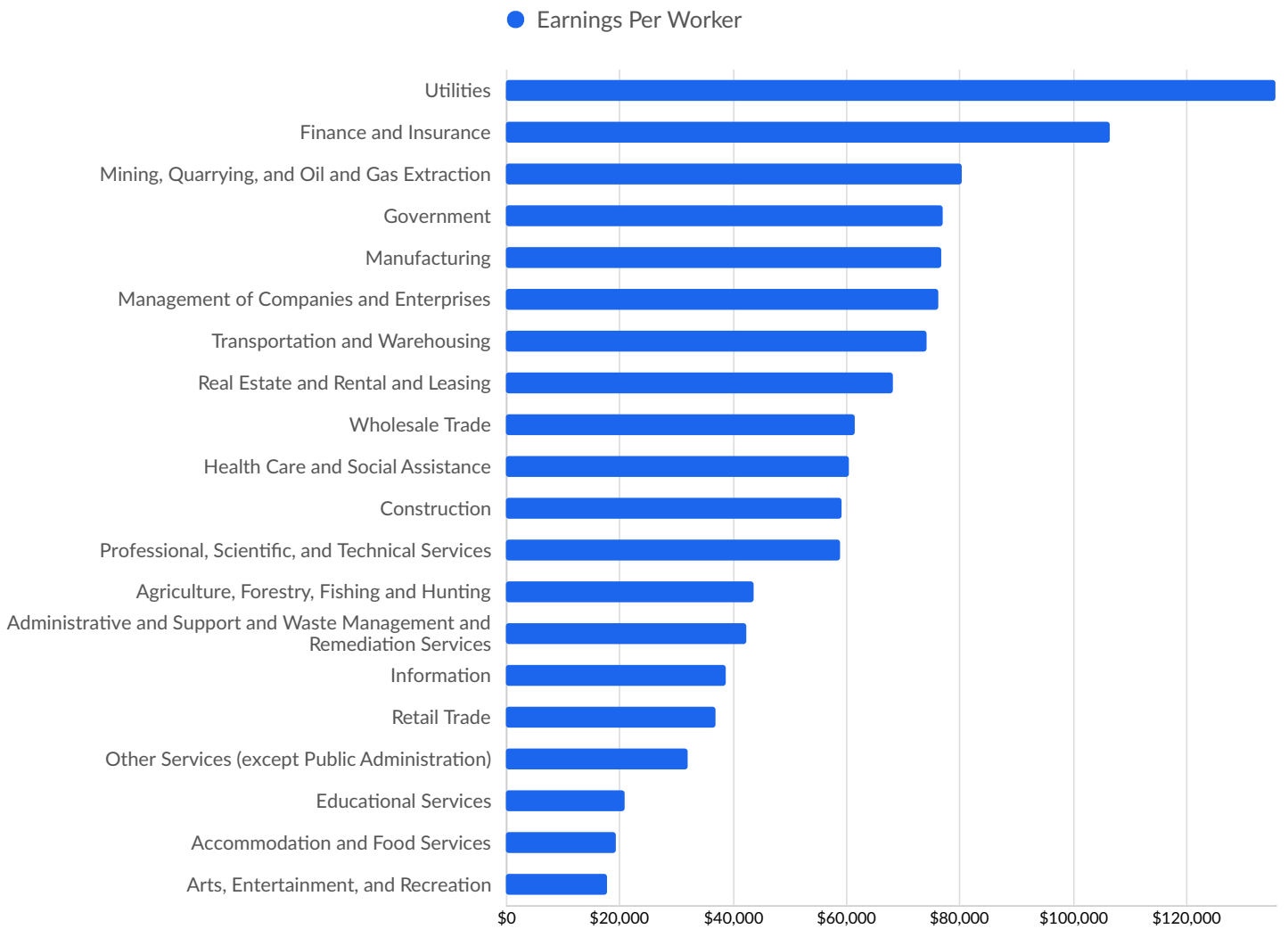
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



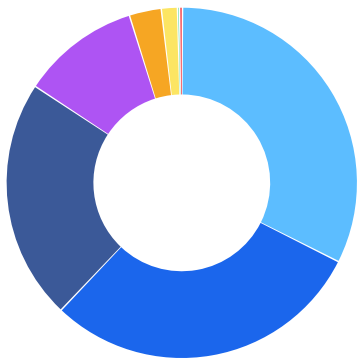
Business Characteristics

2,536 Companies Employ Your Workers

Online profiles for your workers mention 2,536 companies as employers, with the top 10 appearing below. In the last 12 months, 224 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...	312 	Aspirus	73 
Merrill Area Public Schools	112 	Church Mutual Insurance Comp...	53 
Aspirus	108 	Church Mutual Insurance Comp...	48 
Packaging Corporation of Ameri...	82 	Packaging Corporation of Ameri...	38 
Harley-Davidson	67 	M & R Stores	30 
State of Wisconsin	60 	Harley-Davidson	27 
Ministry Health Care	52 	Kwik Trip	25 
Marshfield Clinic	49 	Samuel Whittar Incorporated	22 
Agra Industries	42 	Walmart	22 
Greenheck	36 	Walgreens Boots Alliance	20 

Business Size

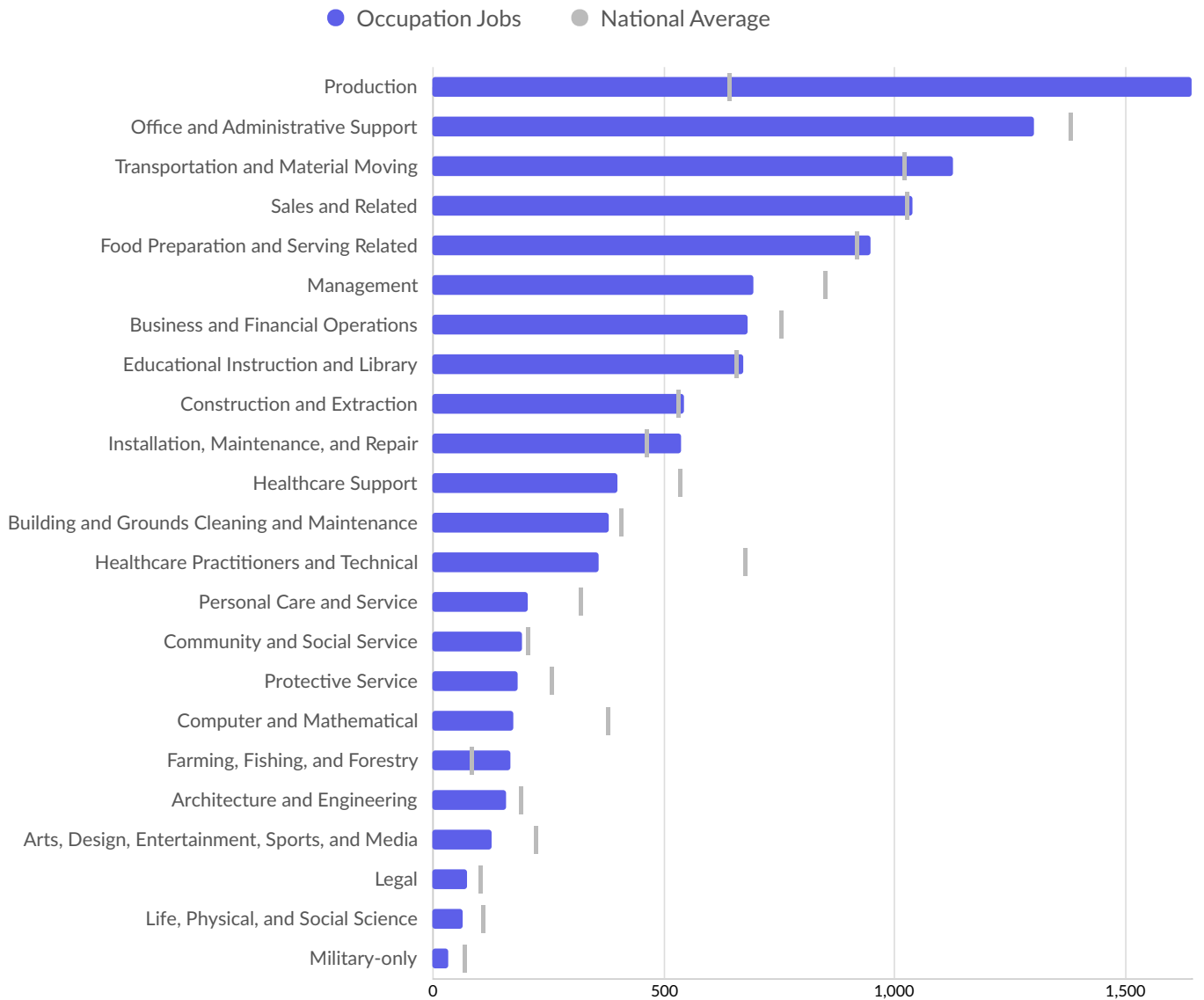


	Percentage	Business Count
● 1 to 4 employees	32.3%	350
● 5 to 9 employees	29.7%	321
● 10 to 19 employees	22.2%	240
● 20 to 49 employees	10.9%	118
● 50 to 99 employees	3.0%	32
● 100 to 249 employees	1.5%	16
● 250 to 499 employees	0.2%	2
● 500+ employees	0.3%	3

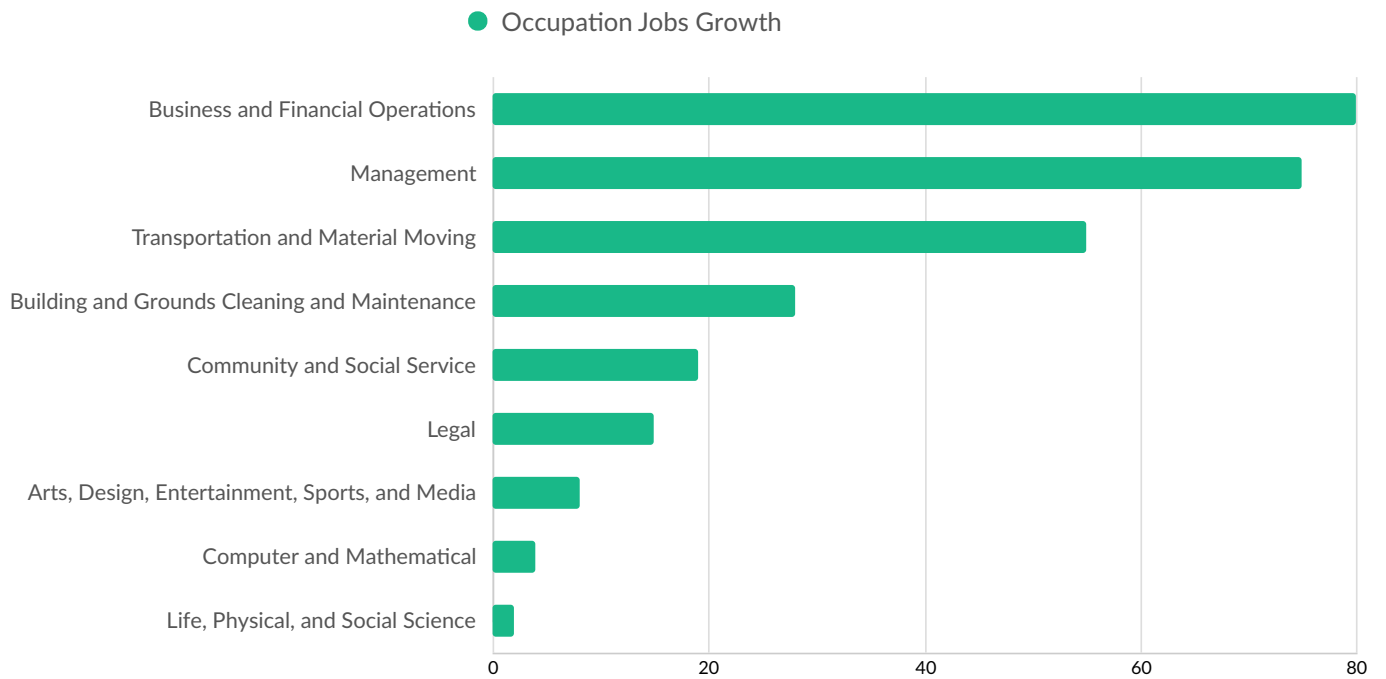
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

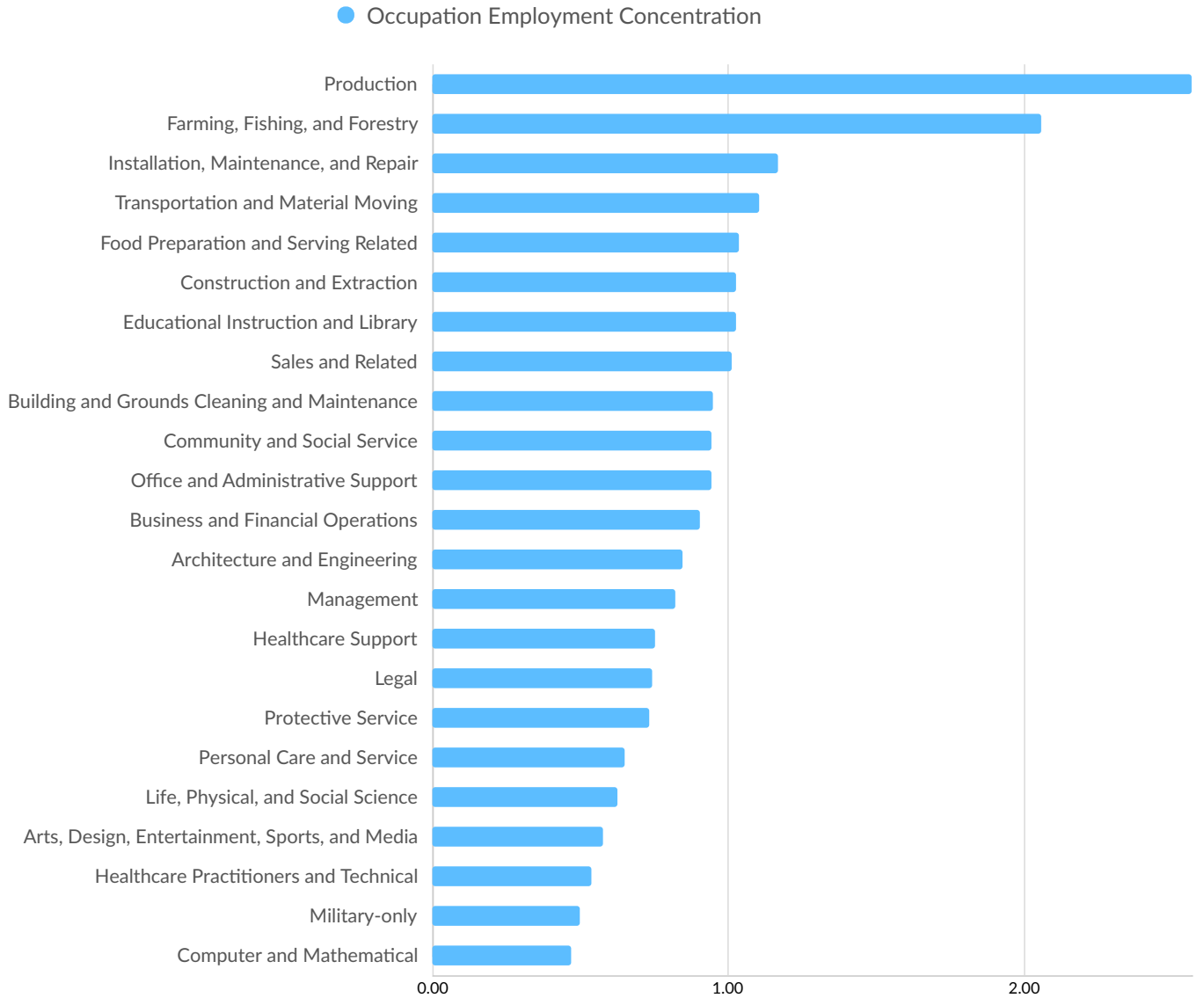
Largest Occupations



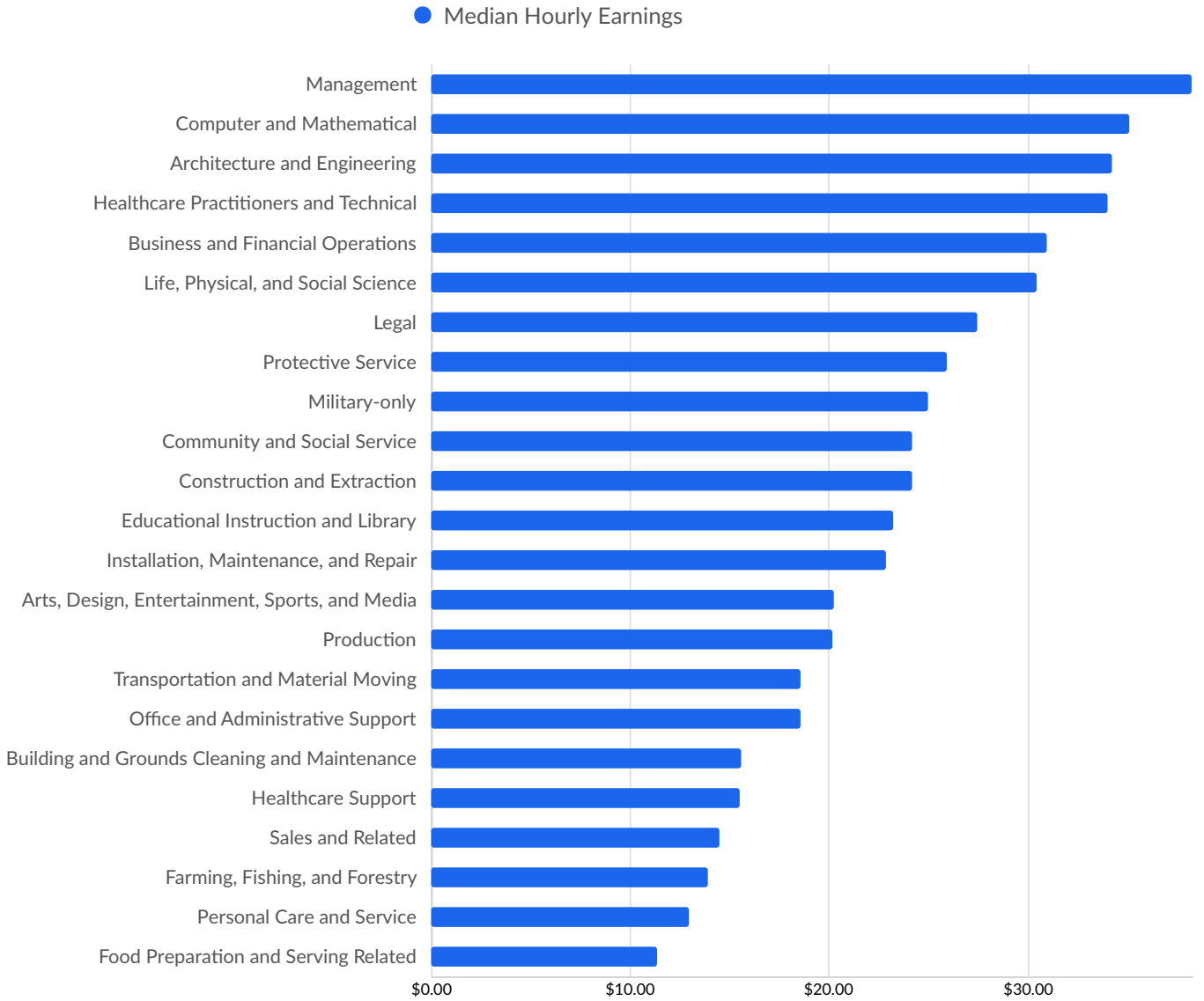
Top Growing Occupations



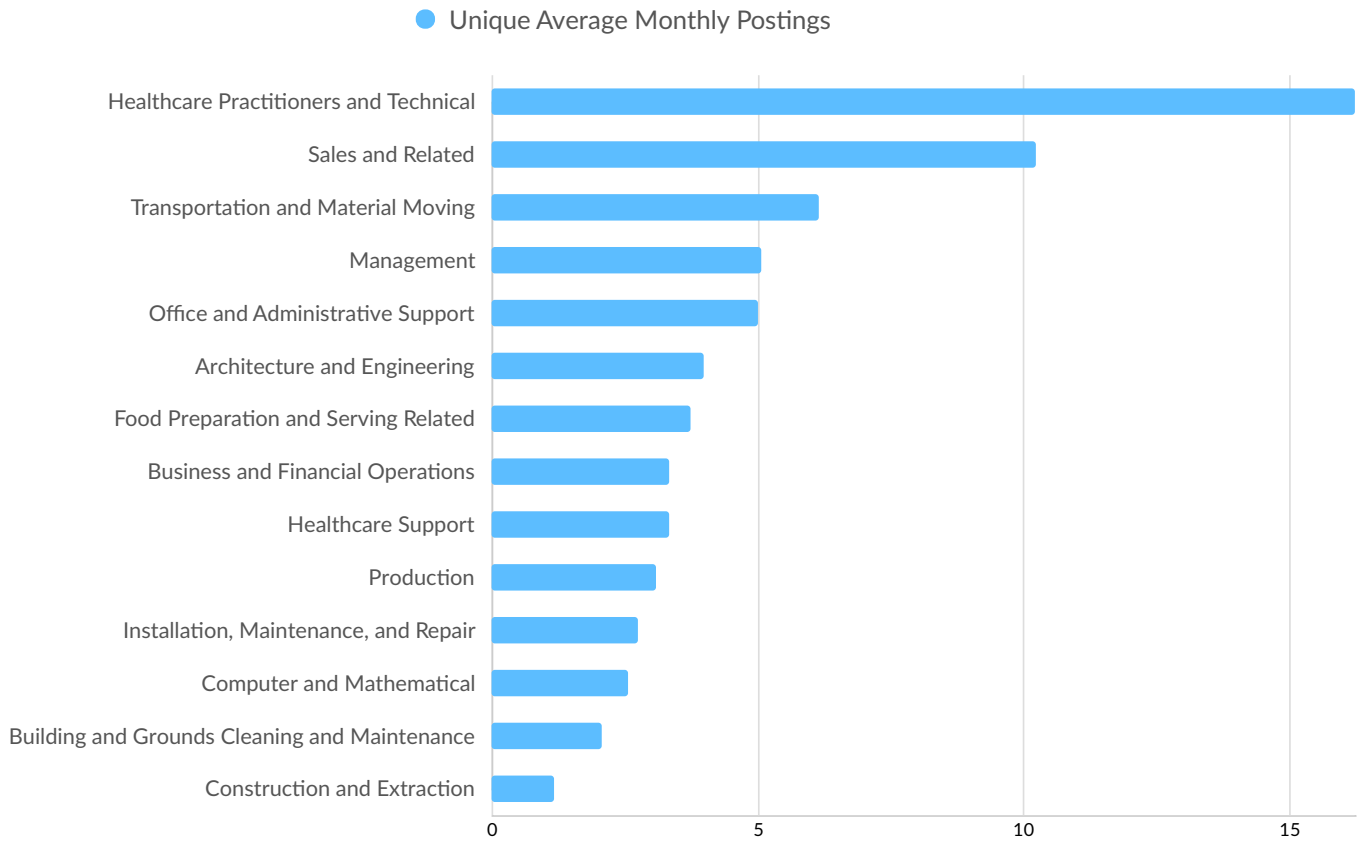
Top Occupation Employment Concentration



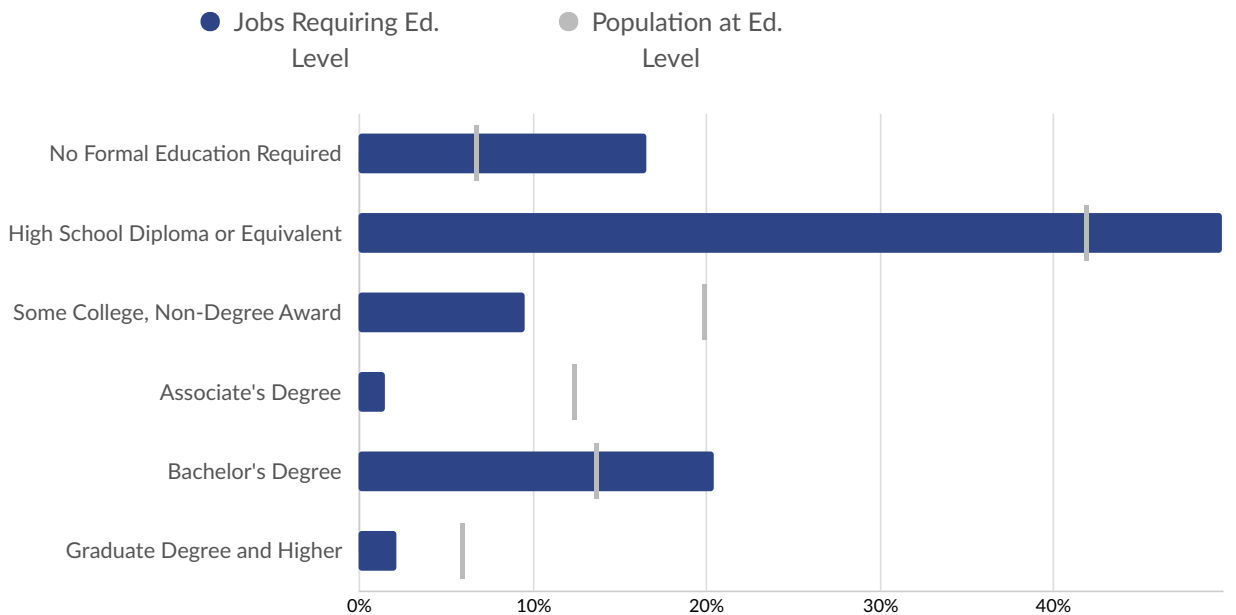
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

