



# Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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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

**28,796**

**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.

**11,701**

**Total Regional Employment**

Jobs **decreased by 656** over the last 5 years and are projected to **decrease by 10** over the next 5 years.

**\$61.4K**

**Median Household Income (2022)**

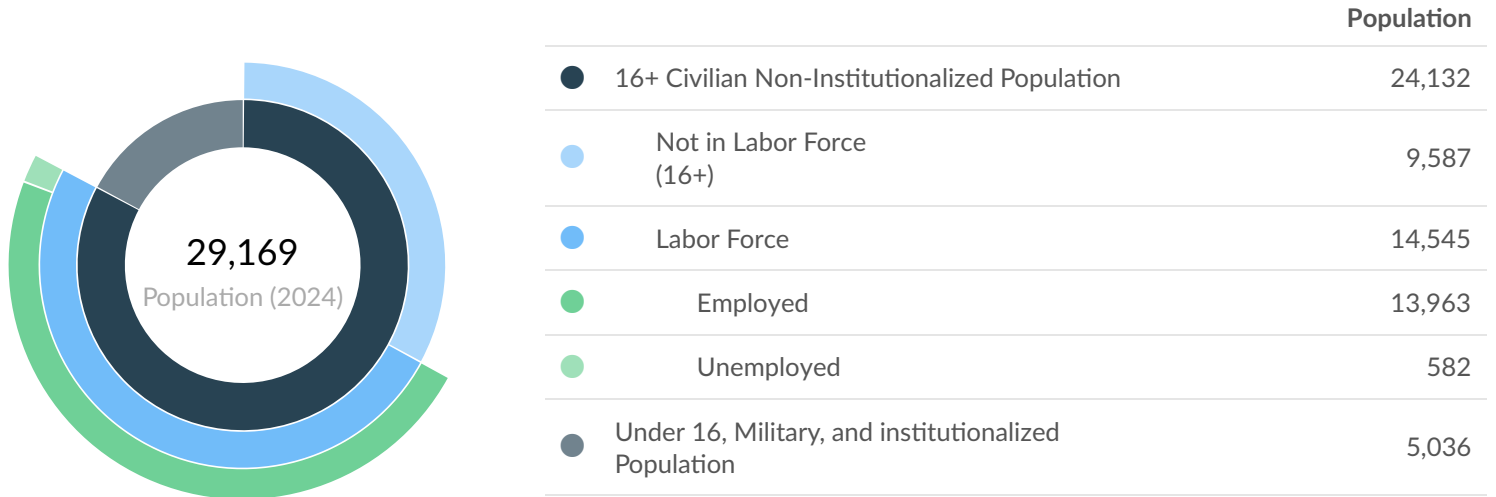
Median household income is **\$7.7K below** the national median household income of \$69.0K.

### 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 5.3%** in Lincoln County, WI from 12,356 to **11,701**. This change **fell short of the national growth rate of 3.9% by 9.2%**. As the number of jobs declined, the **labor force participation rate decreased from 66.6% to 60.9% between 2018 and 2023**.
- Concerning educational attainment, **12.9% of Lincoln County, WI residents possess a Bachelor's Degree** (8.3% below the national average), and **11.2% hold an Associate's Degree** (2.3% above the national average).
- The top three industries in 2023 are Insurance Carriers, Education and Hospitals (Local Government), and Restaurants and Other Eating Places.

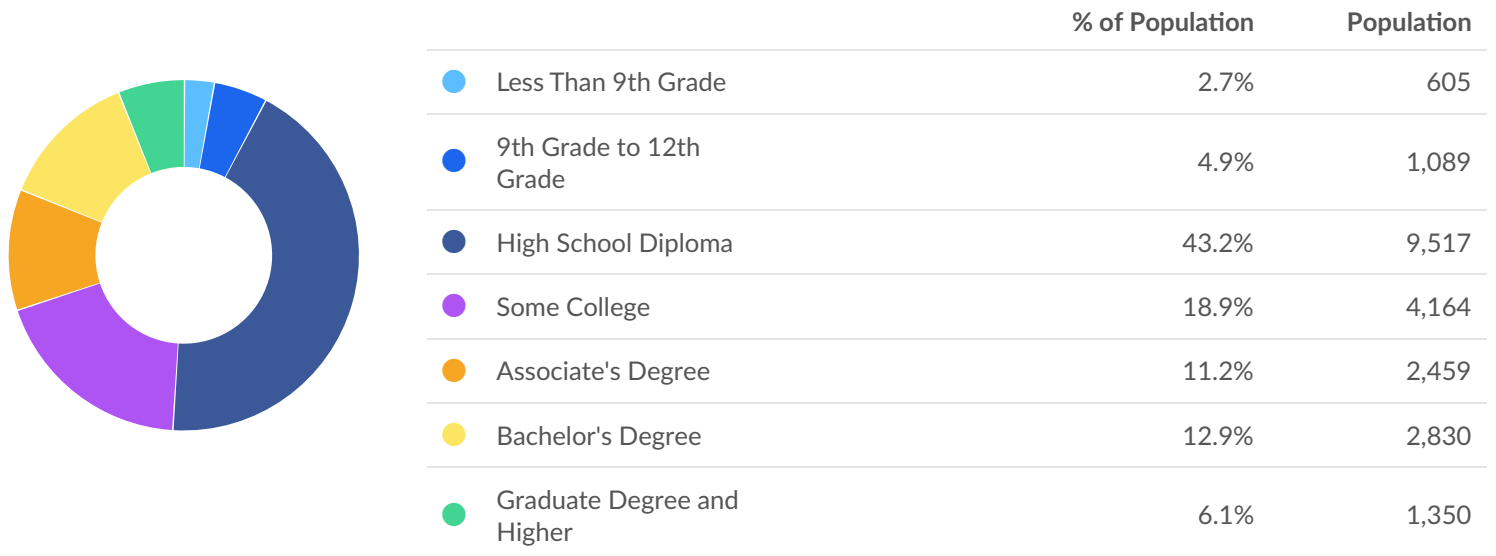
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	29,169	14,545	11,701	100.3	\$1.41B	\$2.41B	\$2.09B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

## Feb 2024 Labor Force Breakdown



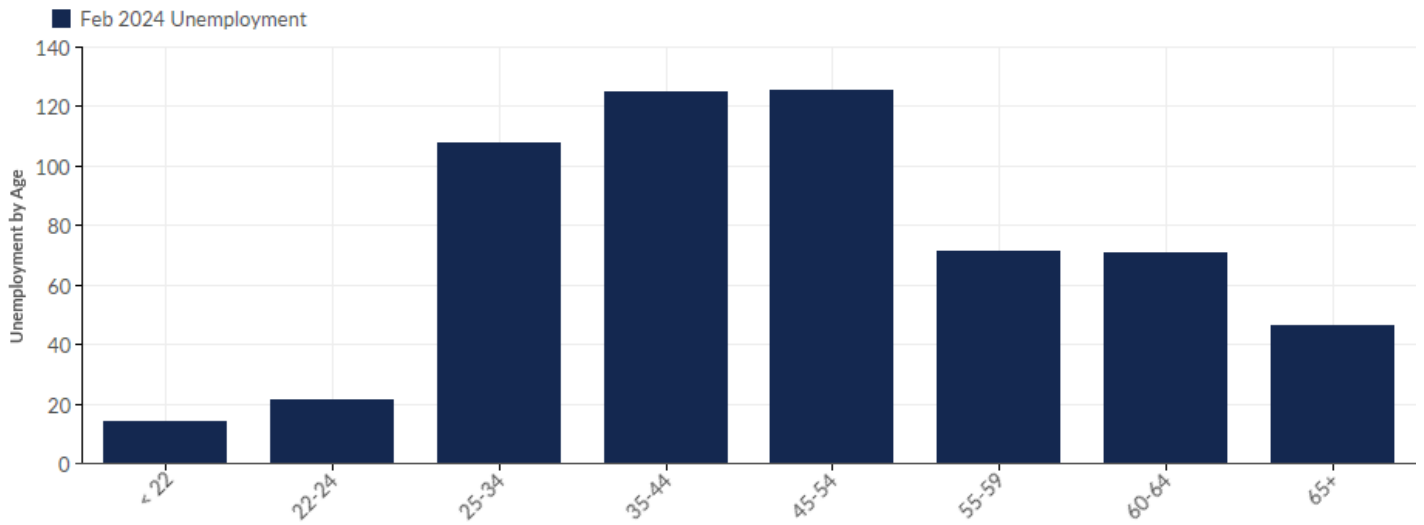
## Educational Attainment

Concerning educational attainment, **12.9% of Lincoln County, WI residents possess a Bachelor's Degree** (8.3% below the national average), and **11.2% hold an Associate's Degree** (2.3% above the national average).



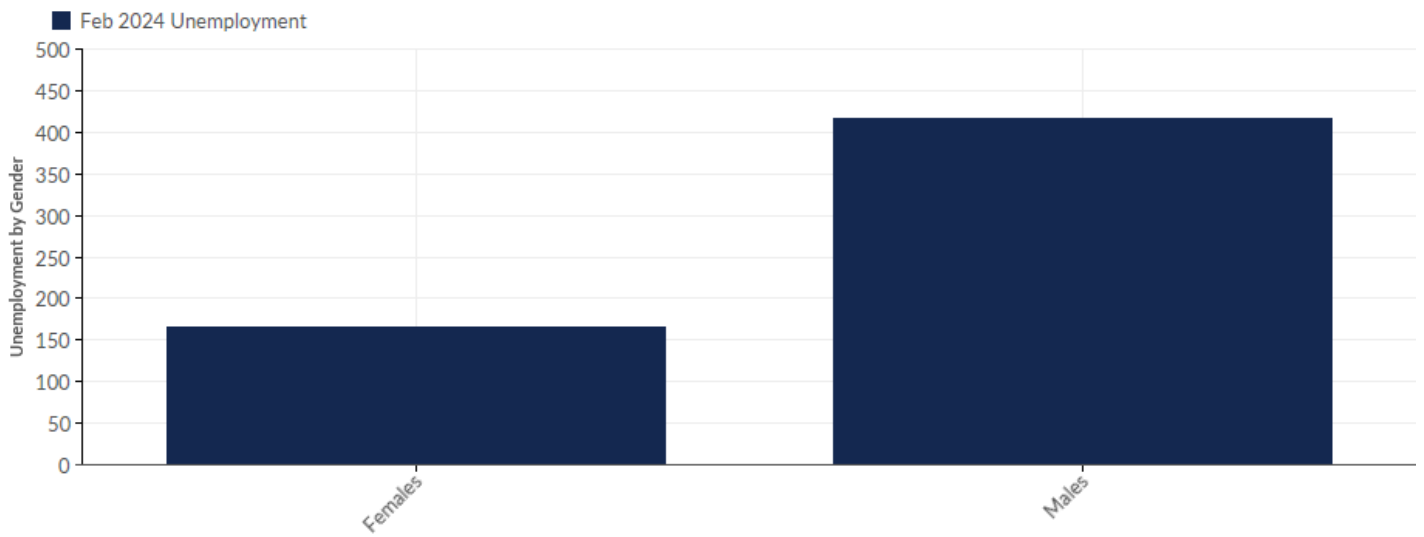
# Unemployment by Demographics

## Unemployment by Age



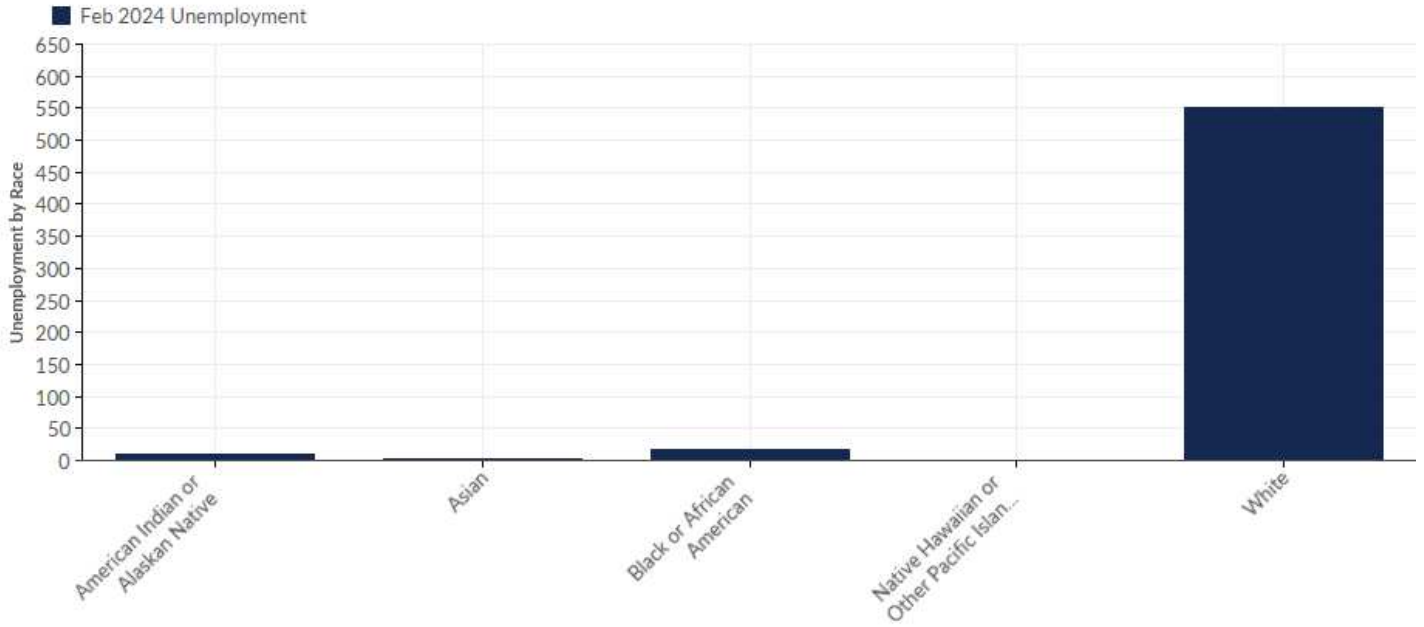
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	14	2.41%
22-24	22	3.78%
25-34	108	18.56%
35-44	125	21.48%
45-54	125	21.48%
55-59	71	12.20%
60-64	71	12.20%
65+	46	7.90%
Total	582	100.00%

## Unemployment by Gender



Gender	Unemployment (Feb 2024)	% of Unemployed
Females	165	28.35%
Males	417	71.65%
Total	582	100.00%

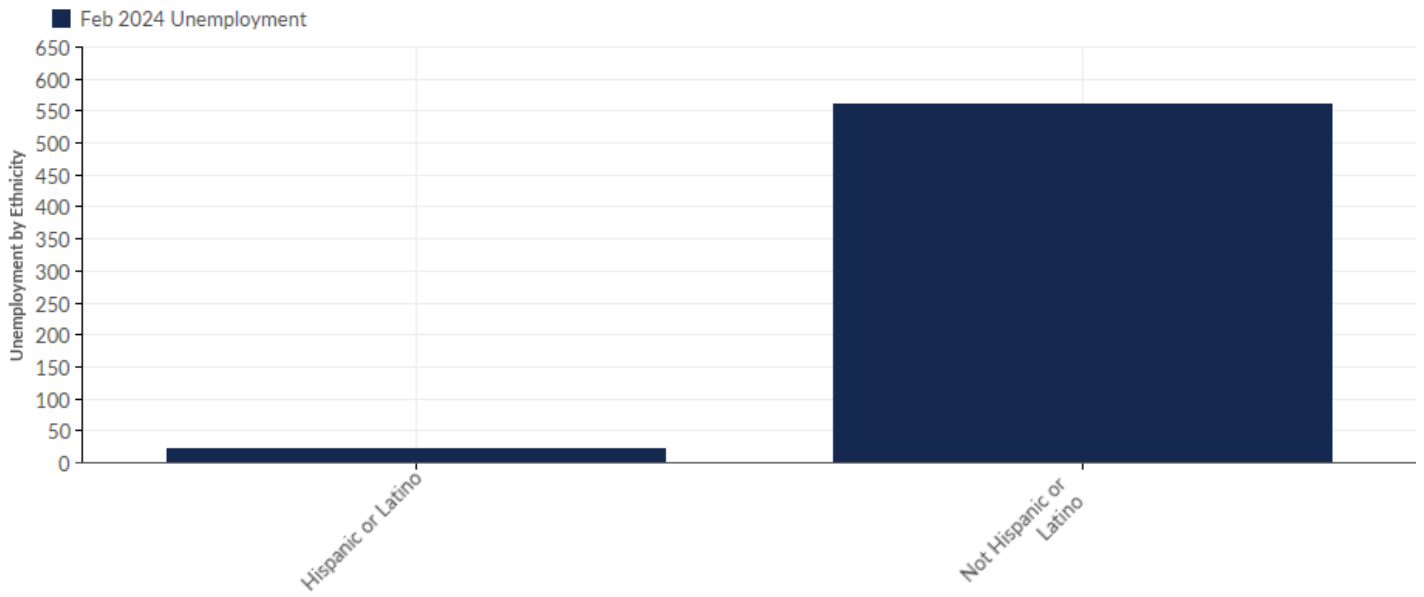
## Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	9	1.55%
Asian	3	0.52%
Black or African American	18	3.09%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	552	94.85%
Total	582	100.00%



## Unemployment by Ethnicity

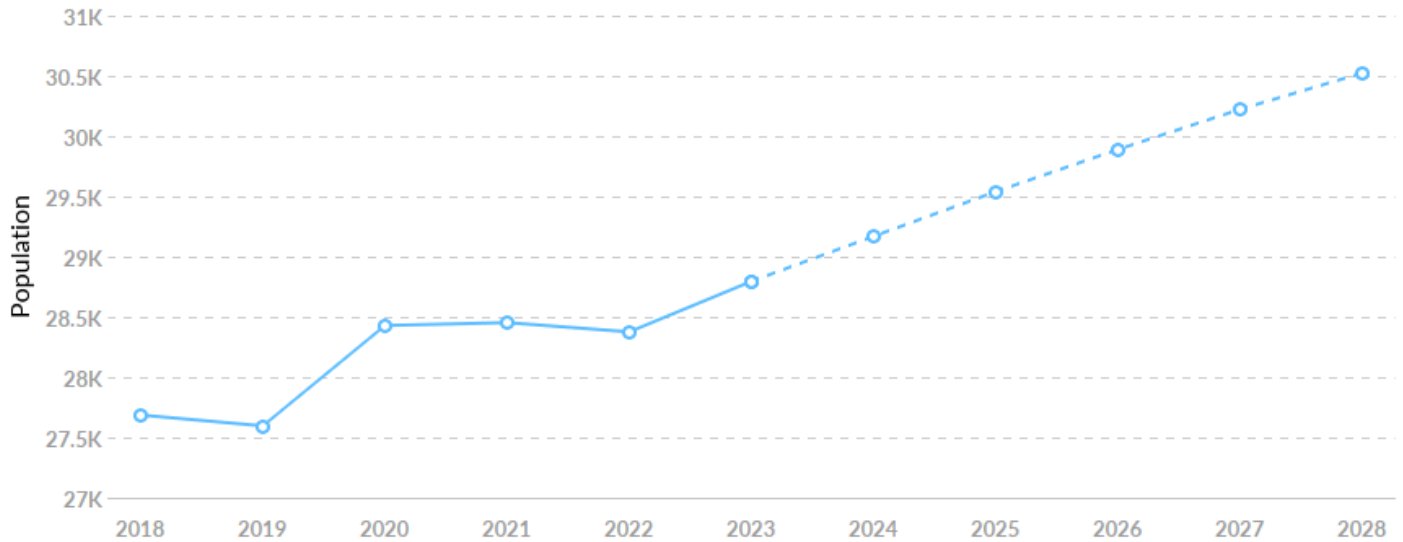


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	22	3.78%
Not Hispanic or Latino	560	96.22%
Total	582	100.00%

# Historic & Projected Trends

## Population Trends

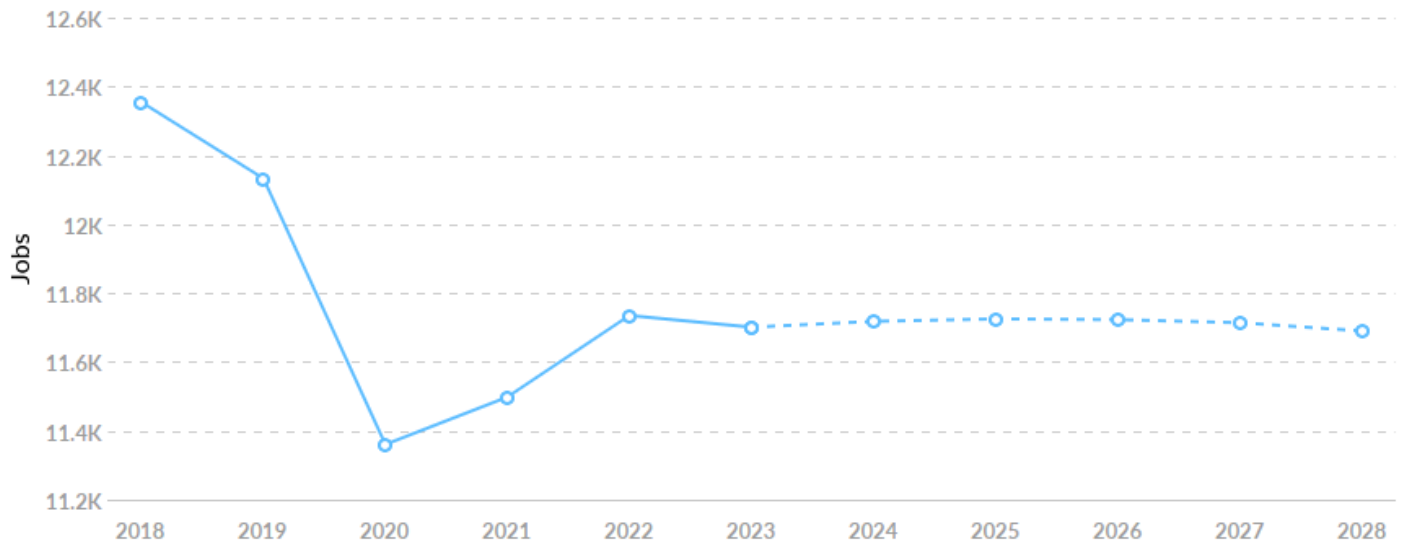
As of 2023 the region's population **increased by 4.0%** since 2018, growing by 1,110. Population is expected to **increase by 6.0%** between 2023 and 2028, adding 1,728.



Timeframe	Population
2018	27,686
2019	27,596
2020	28,429
2021	28,453
2022	28,376
2023	28,796
2024	29,169
2025	29,540
2026	29,890
2027	30,223
2028	30,524

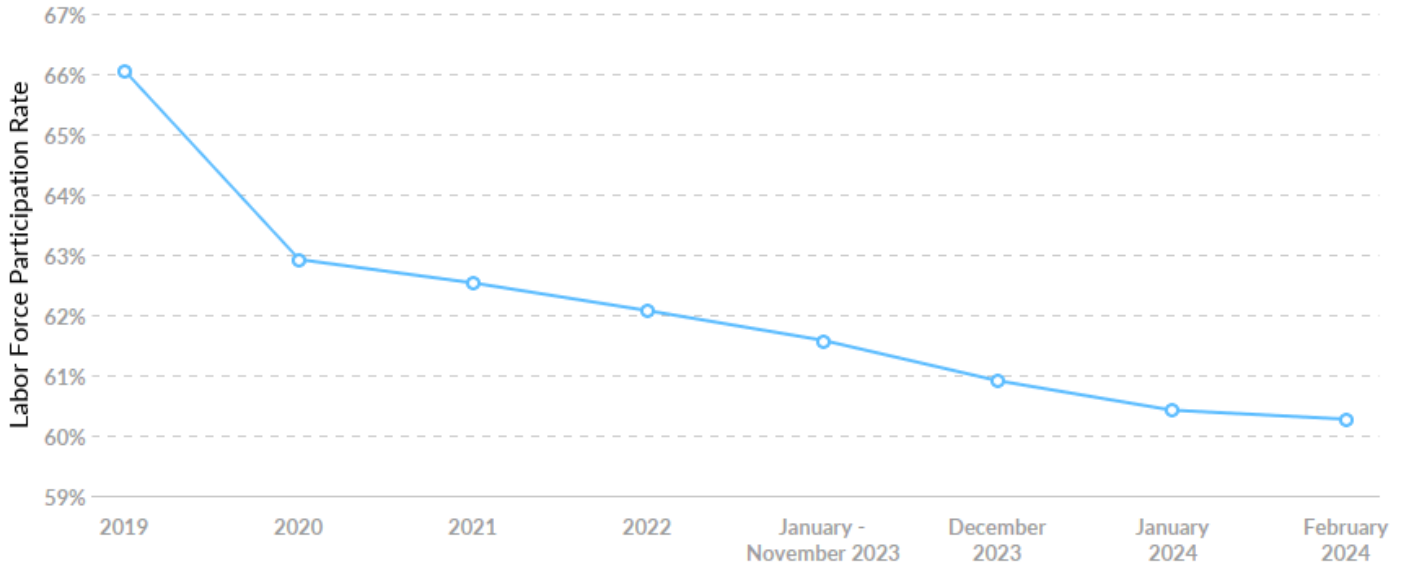
## Job Trends

From 2018 to 2023, jobs declined by 5.3% in Lincoln County, WI from 12,356 to 11,701. This change fell short of the national growth rate of 3.9% by 9.2%.



Timeframe	Jobs
2018	12,356
2019	12,134
2020	11,360
2021	11,498
2022	11,735
2023	11,701
2024	11,718
2025	11,725
2026	11,723
2027	11,714
2028	11,690

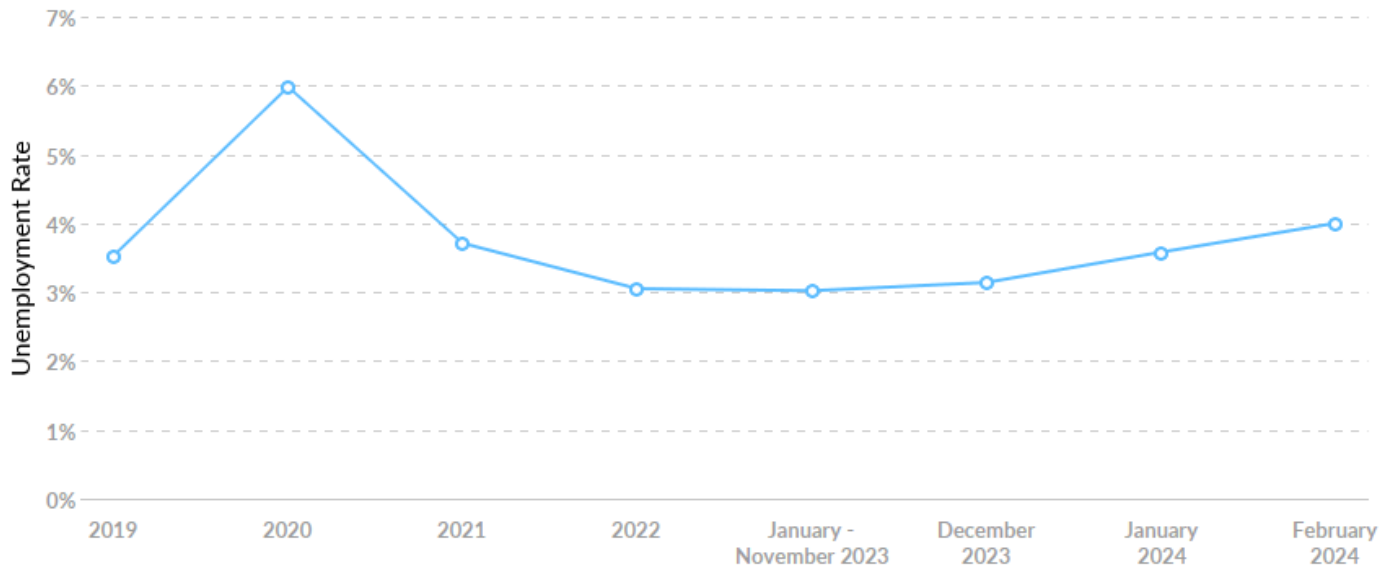
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.05%
2020	62.92%
2021	62.53%
2022	62.07%
January - November 2023	61.58%
December 2023	60.91%
January 2024	60.42%
February 2024	60.27%

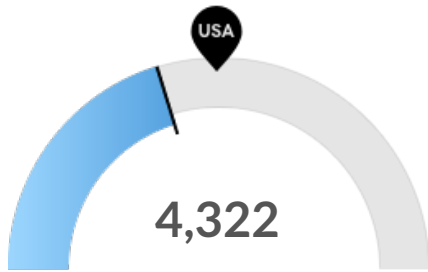
## Unemployment Rate Trends

Lincoln County, WI had a February 2024 unemployment rate of 4.00%, **increasing from 3.53%** 5 years before.



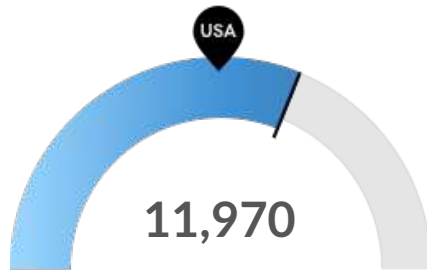
Timeframe	Unemployment Rate
2019	3.53%
2020	5.98%
2021	3.71%
2022	3.05%
January - November 2023	3.02%
December 2023	3.14%
January 2024	3.58%
February 2024	4.00%

## Population Characteristics



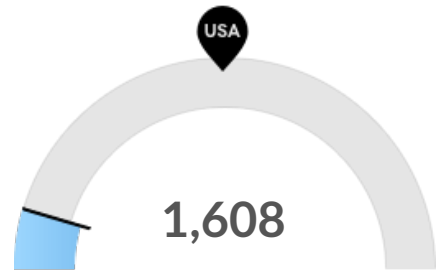
**Millennials**

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



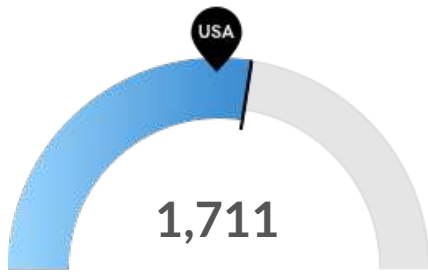
**Retiring Soon**

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.



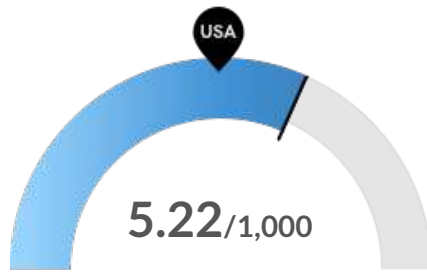
**Racial Diversity**

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.



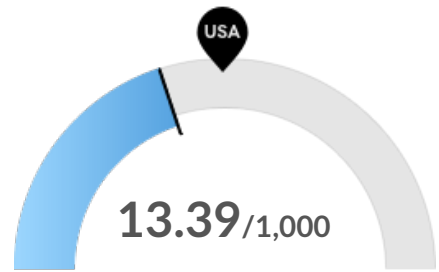
**Veterans**

Lincoln County, WI has 1,711 veterans. The national average for an area this size is 1,484.



**Violent Crime**

Lincoln County, WI has 5.22 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

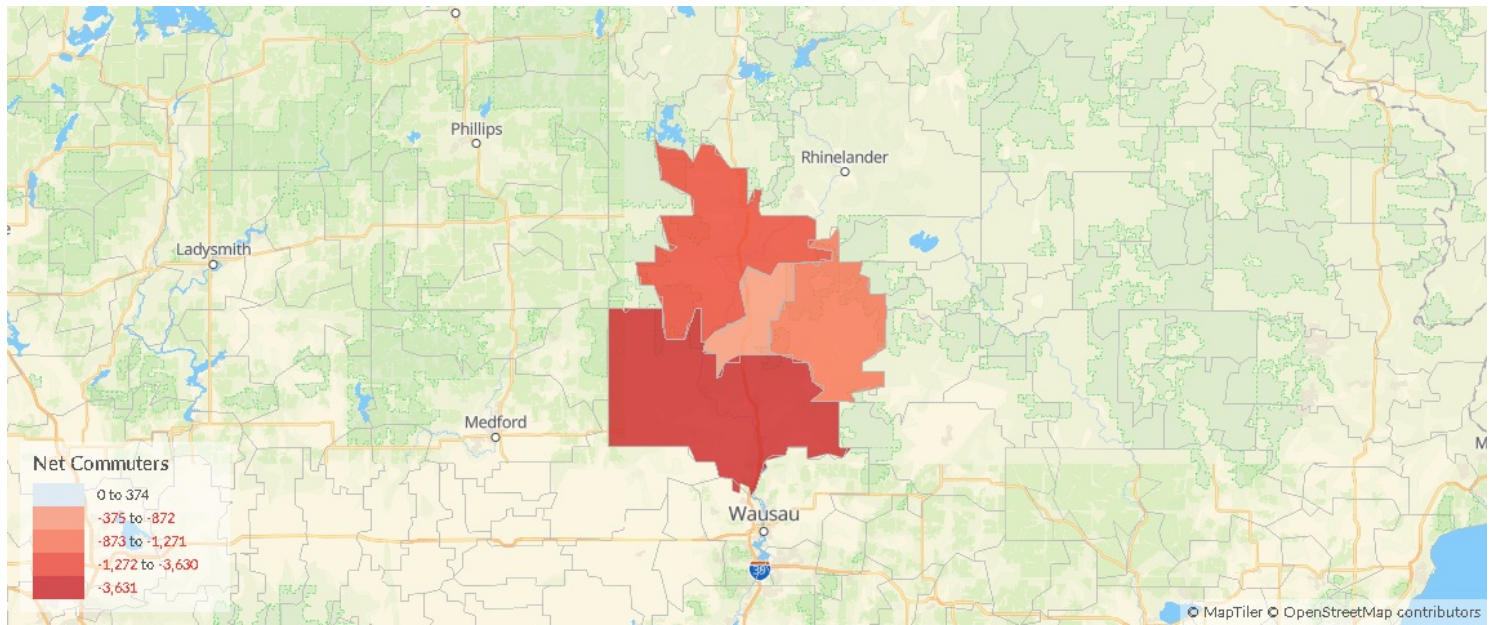


**Property Crime**

Lincoln County, WI has 13.39 property crimes per 1,000 people. The national rate is 18.22 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...	6,670
54487	Tomahawk, WI (in Linco...	4,442
54435	Gleason, WI (in Lincoln ...	322
54442	Irma, WI (in Lincoln cou...	242
54532	Heafford Junction, WI (i...	25

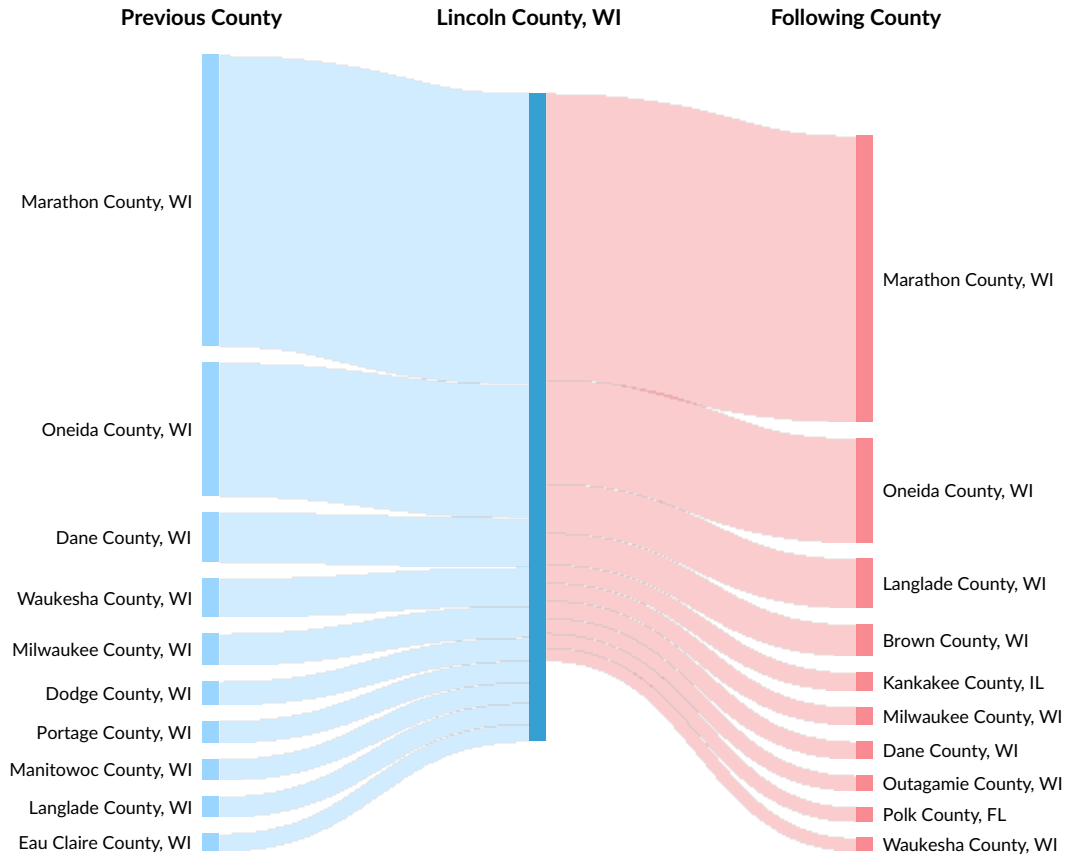
### Where Talent Lives

ZIP	Name	2023 Workers
54452	Merrill, WI (in Lincoln c...	10,301
54487	Tomahawk, WI (in Linco...	5,713
54435	Gleason, WI (in Lincoln ...	1,196
54442	Irma, WI (in Lincoln cou...	617
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, 324 people have migrated from Marathon County, WI to Lincoln County, WI. In the same year, 318 people left Lincoln County, WI migrating to Marathon County, WI. The total Net Migration for Lincoln County, WI in 2021 was 294.



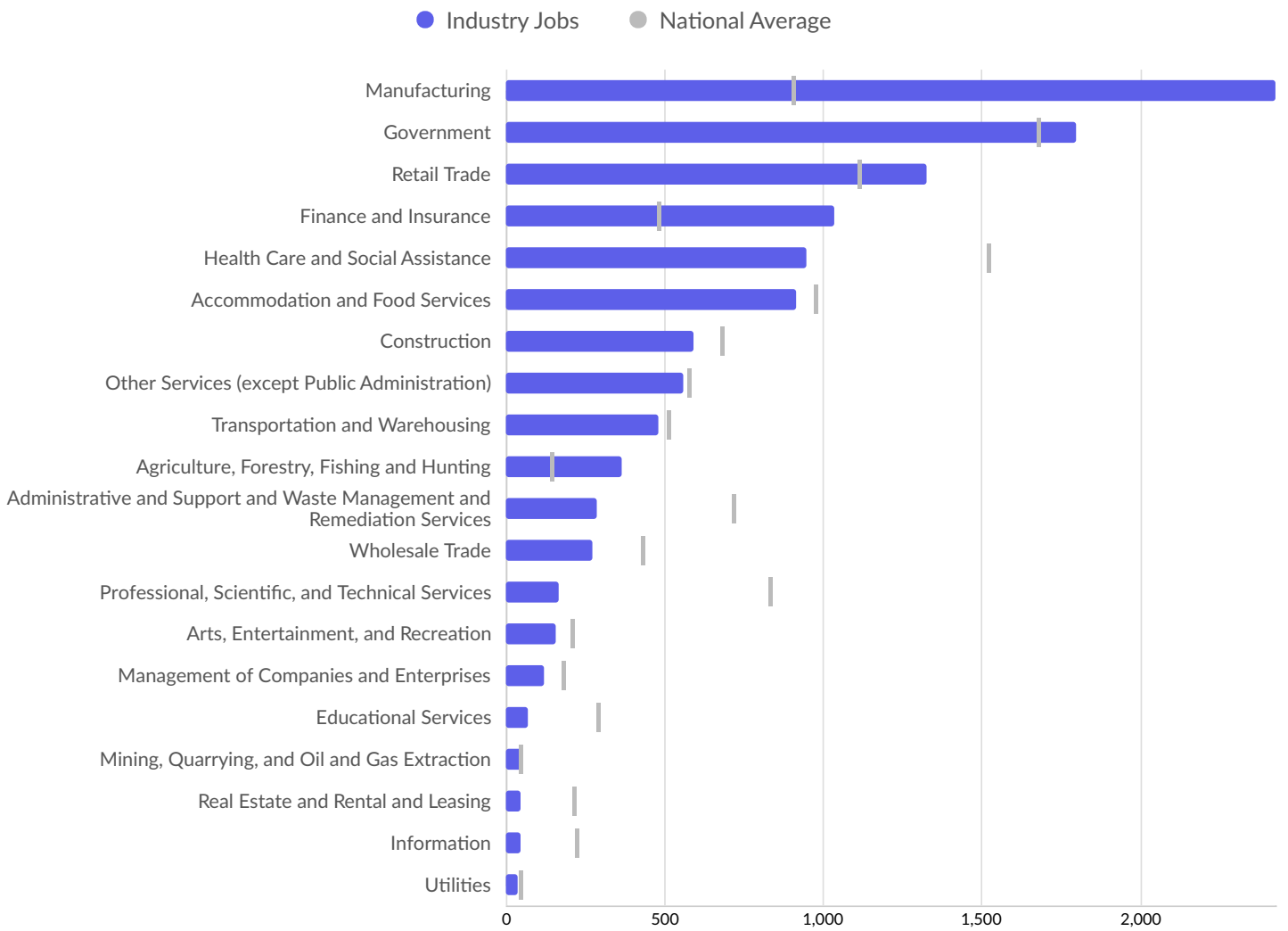
Top Previous Counties	Migrations
Marathon County, WI	324
Oneida County, WI	148
Dane County, WI	55
Waukesha County, WI	43
Milwaukee County, WI	35
Dodge County, WI	26



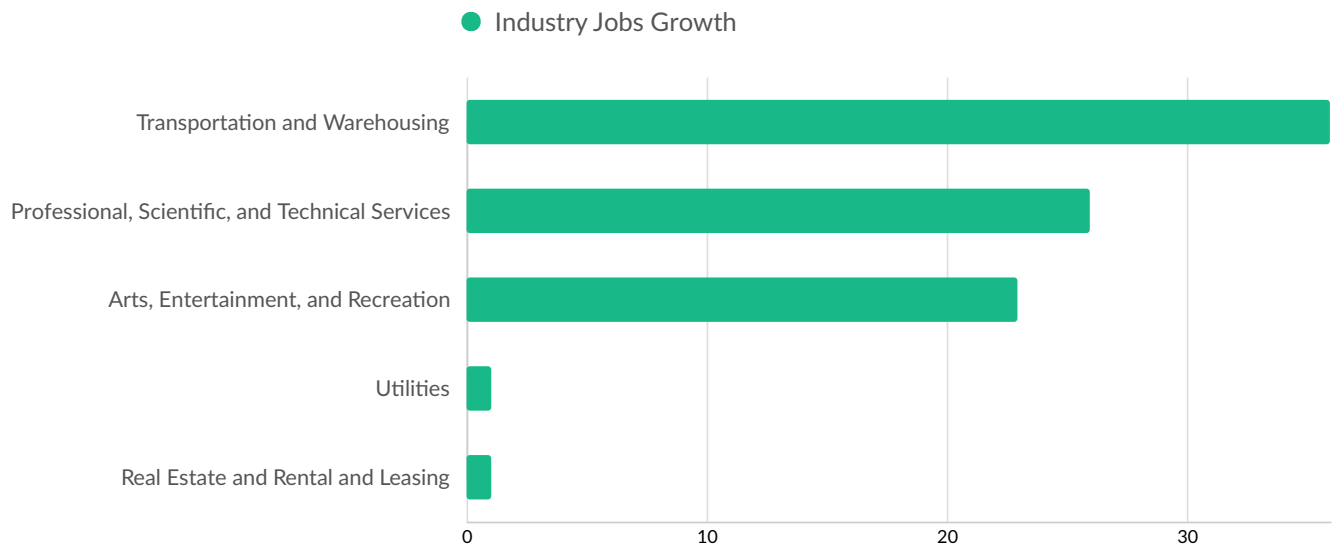
Top Previous Counties	Migrations
Portage County, WI	24
Manitowoc County, WI	23
Langlade County, WI	23
Eau Claire County, WI	19
Hennepin County, MN	16
Taylor County, WI	15
Pine County, MN	15
Sauk County, WI	14
Onslow County, NC	14
Top Following Counties	Migrations
Marathon County, WI	318
Oneida County, WI	116
Langlade County, WI	55
Brown County, WI	35
Kankakee County, IL	20
Milwaukee County, WI	20
Dane County, WI	19
Outagamie County, WI	17
Polk County, FL	16
Waukesha County, WI	15
Portage County, WI	14
Columbia County, WI	13
DuPage County, IL	13
Vilas County, WI	12
Tazewell County, IL	12

# Industry Characteristics

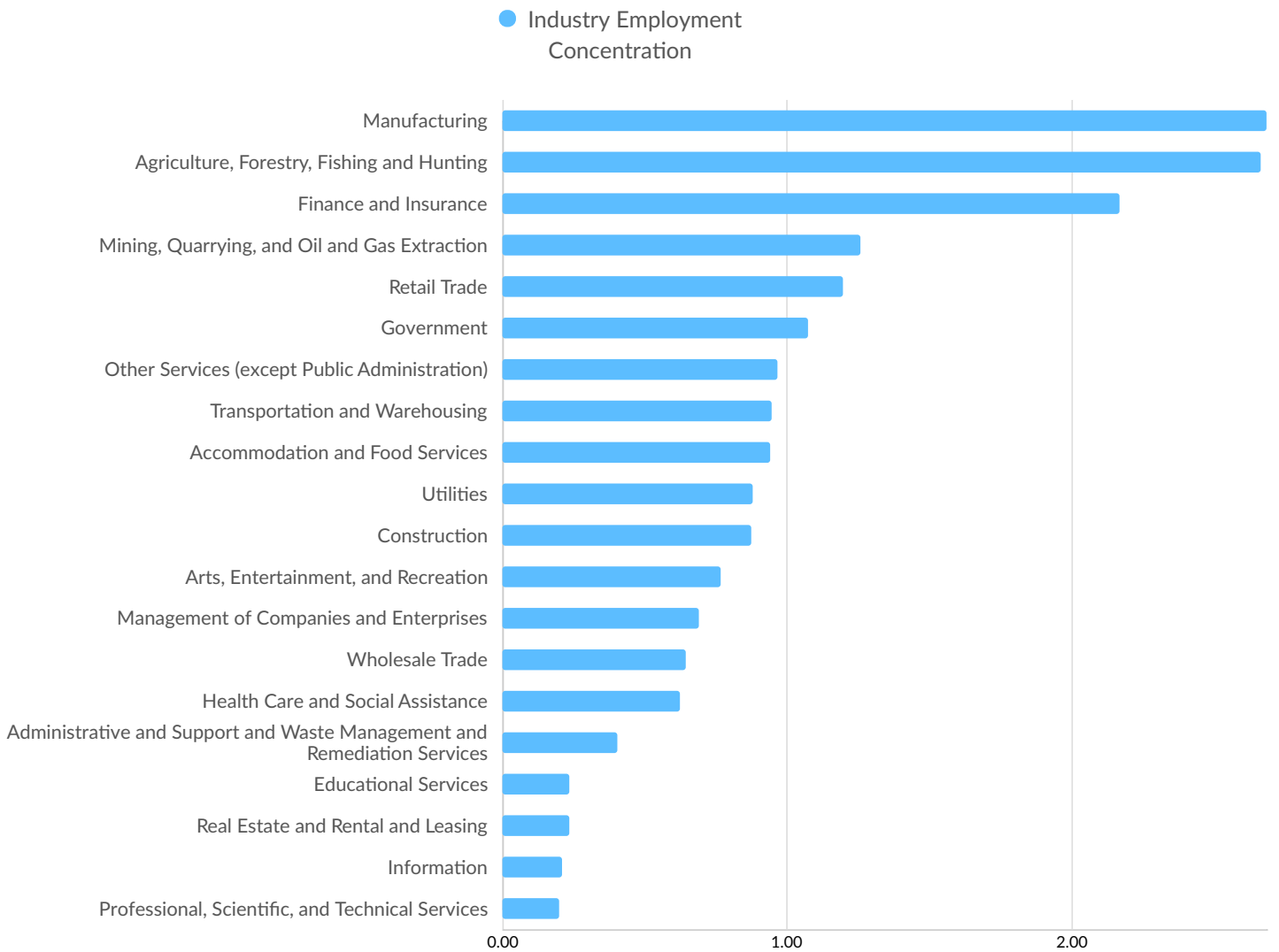
## Largest Industries



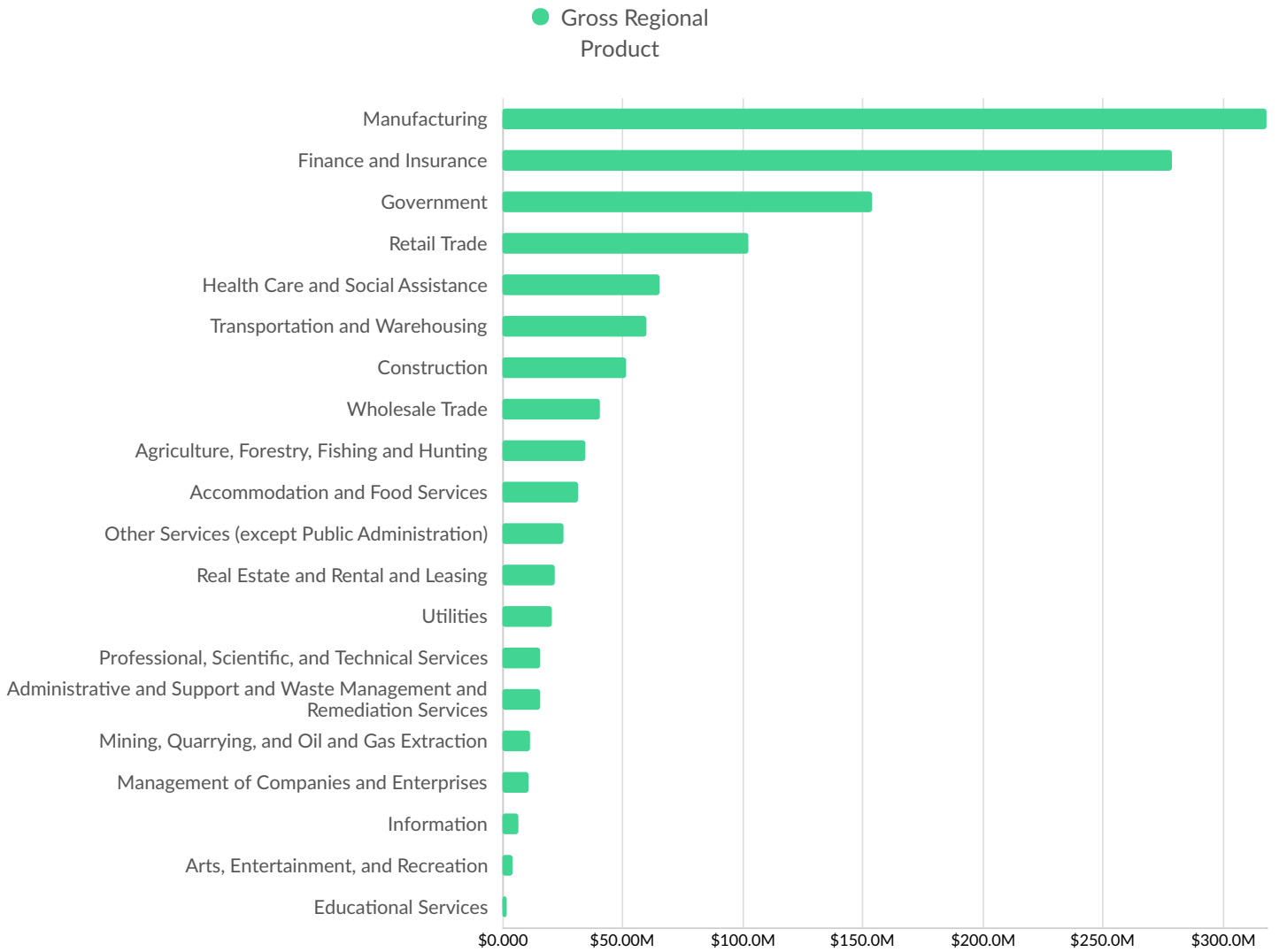
## Top Growing Industries



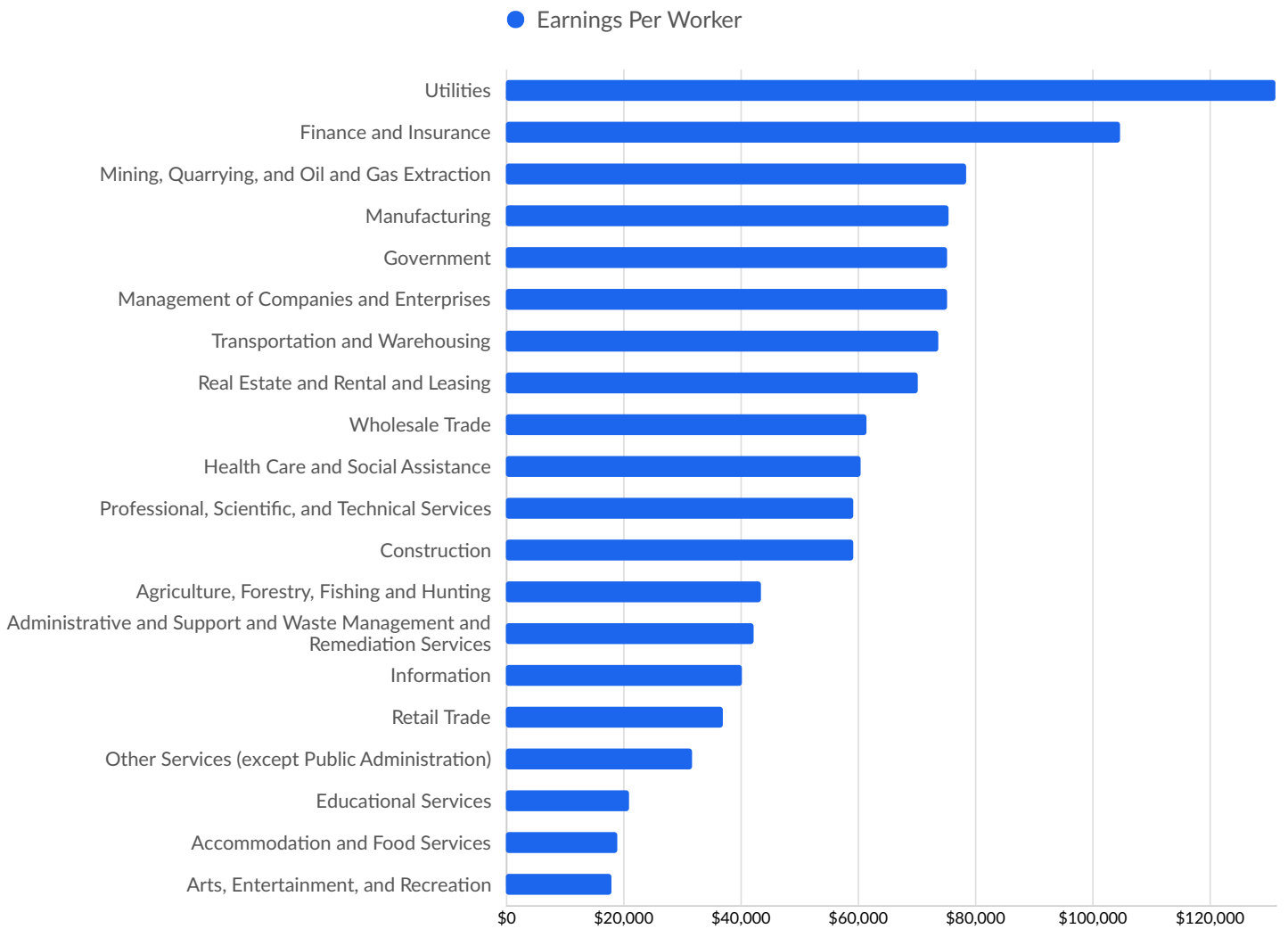
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



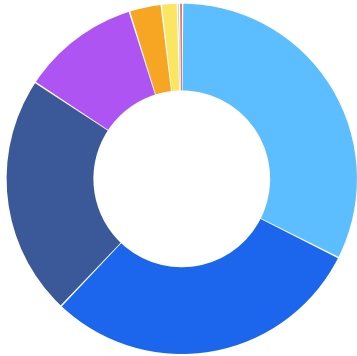
## Business Characteristics

### 2,571 Companies Employ Your Workers

Online profiles for your workers mention 2,571 companies as employers, with the top 10 appearing below. In the last 12 months, 208 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...	295 	Aspirus	72 
Merrill Area Public Schools	111 	Church Mutual Insurance Comp...	60 
Aspirus	102 	Packaging Corporation of Ameri...	50 
Packaging Corporation of Ameri...	74 	Church Mutual Insurance Comp...	43 
Harley-Davidson	62 	Harley-Davidson	26 
State of Wisconsin	57 	Samuel Whittar Incorporated	26 
Marshfield Clinic	49 	M & R Stores	24 
Ministry Health Care	47 	Umpqua Bank	21 
Agra Industries	40 	Walgreens Boots Alliance	21 
Greenheck	34 	Walmart	21 

## Business Size



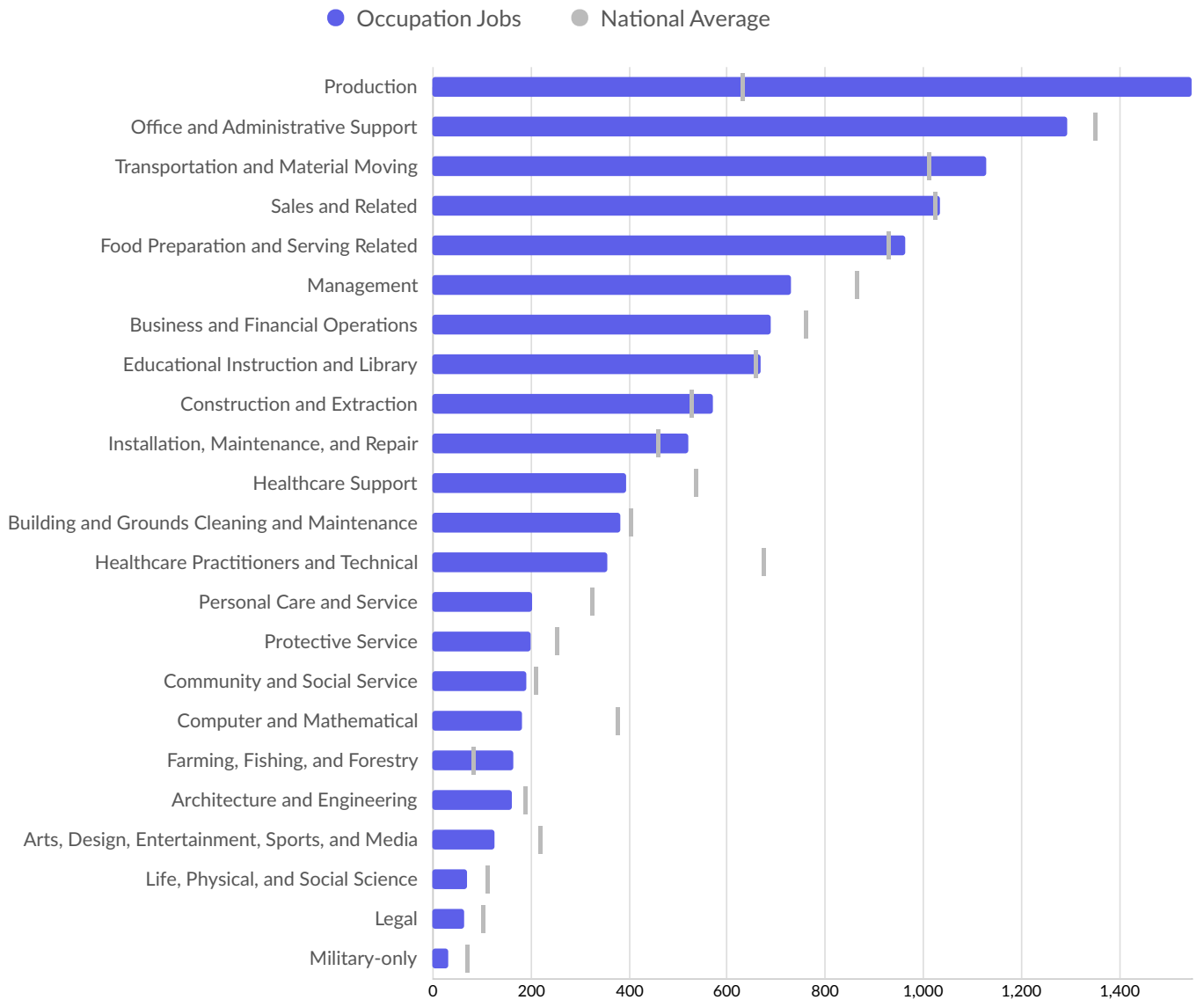
	Percentage	Business Count
● 1 to 4 employees	32.3%	350
● 5 to 9 employees	29.7%	321
● 10 to 19 employees	22.2%	240
● 20 to 49 employees	10.9%	118
● 50 to 99 employees	3.0%	32
● 100 to 249 employees	1.5%	16
● 250 to 499 employees	0.2%	2
● 500+ employees	0.3%	3

*\*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.*

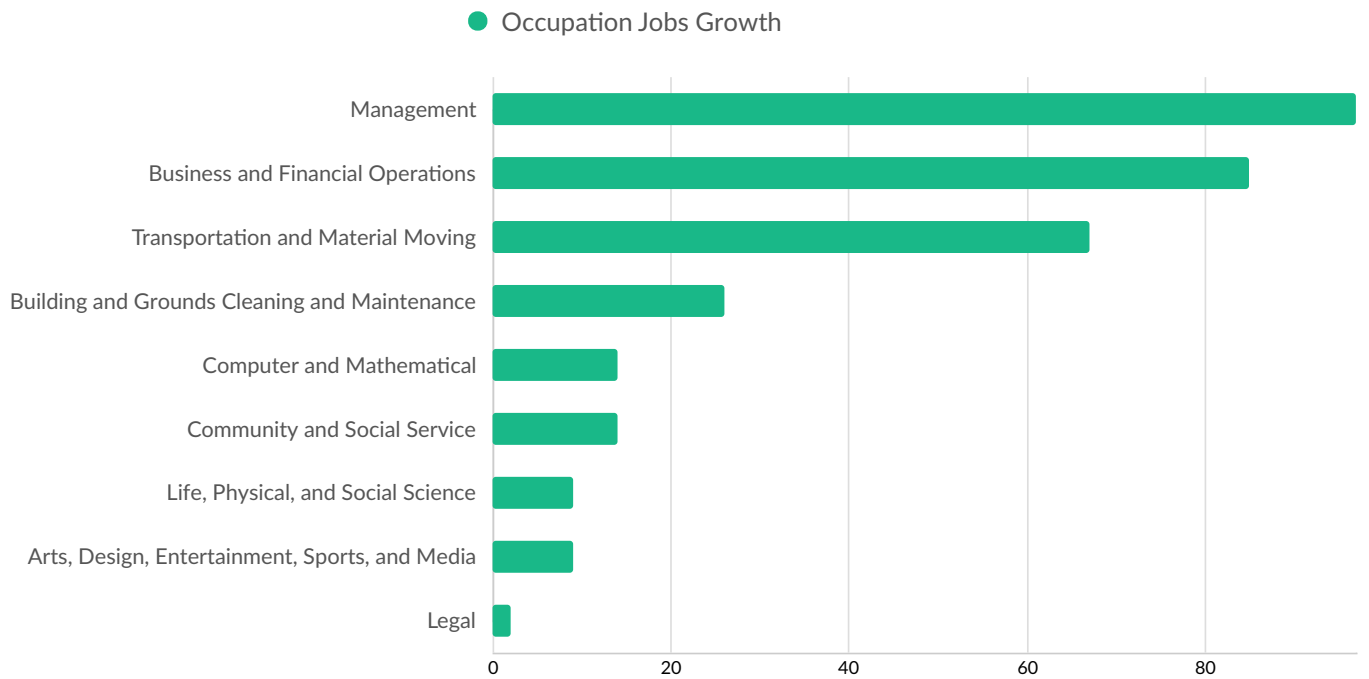


# Workforce Characteristics

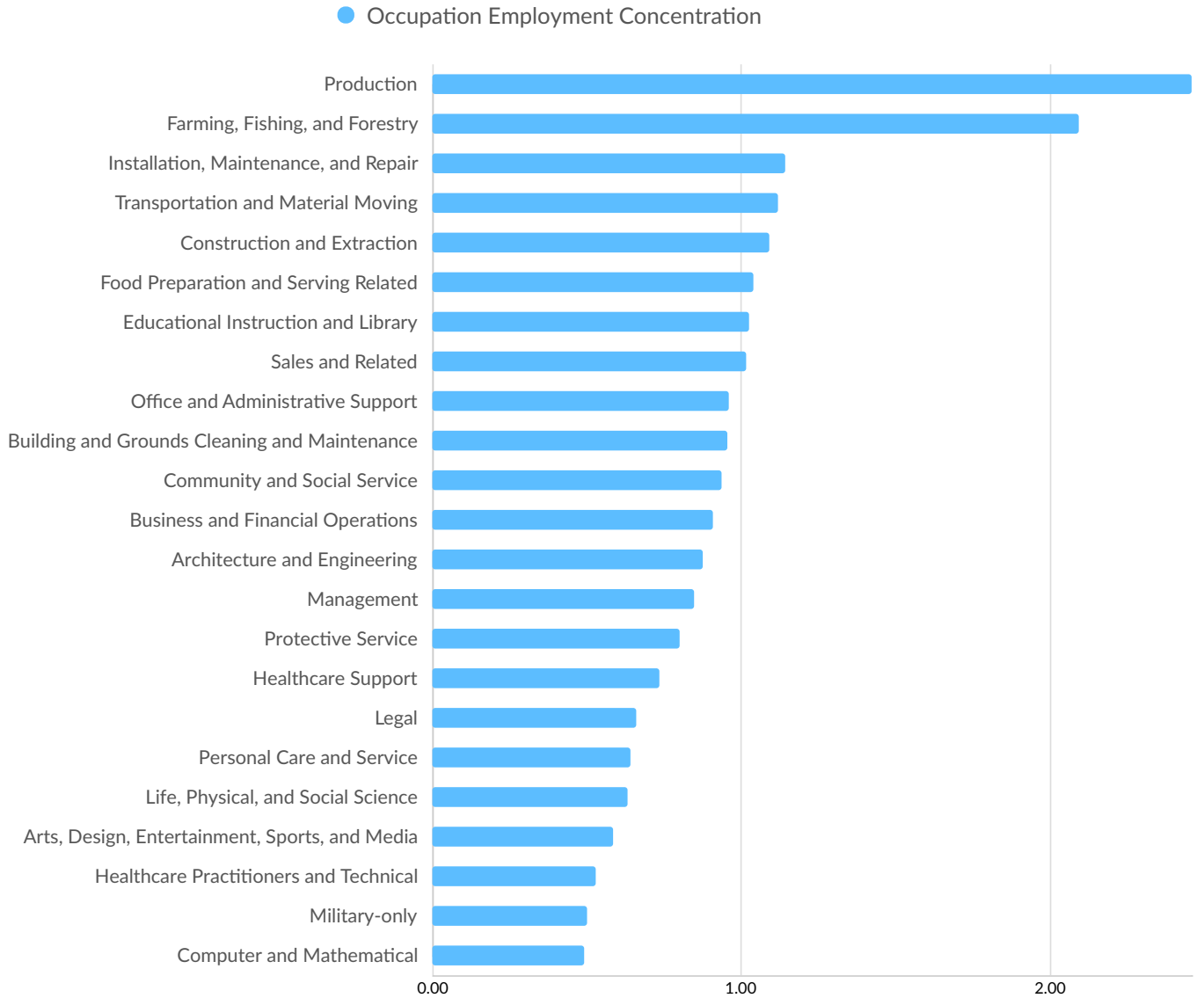
## Largest Occupations



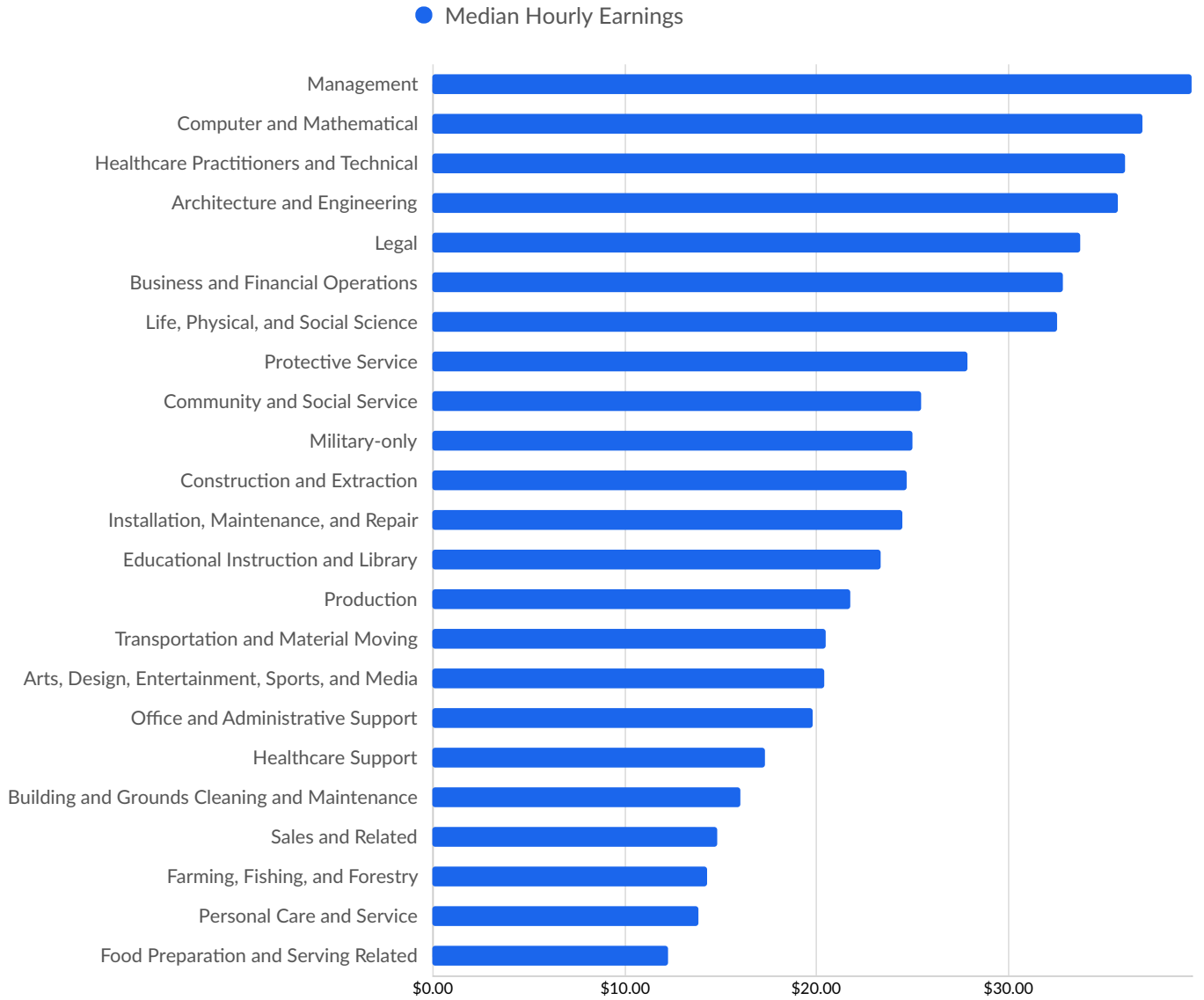
## Top Growing Occupations



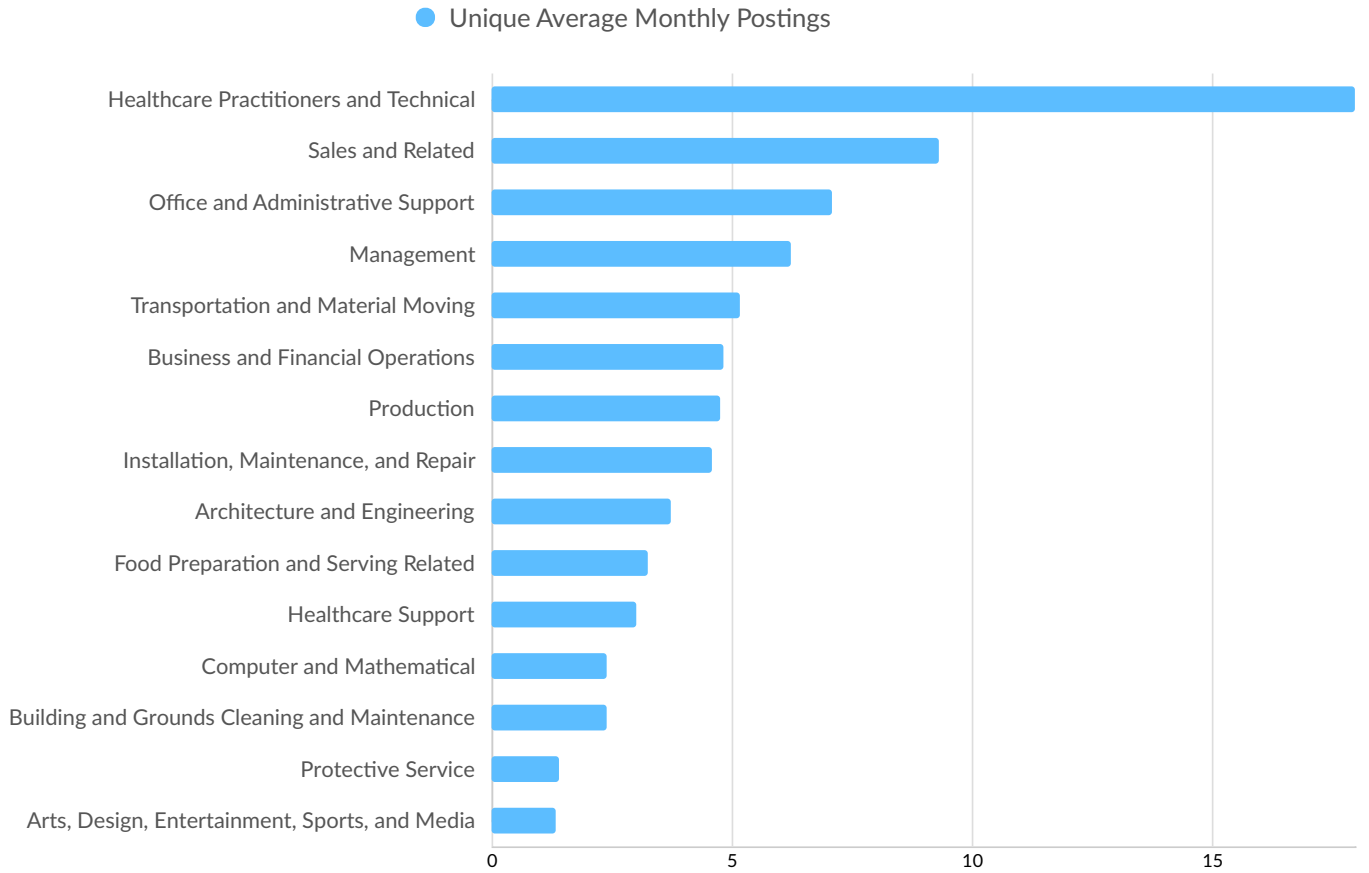
## Top Occupation Employment Concentration



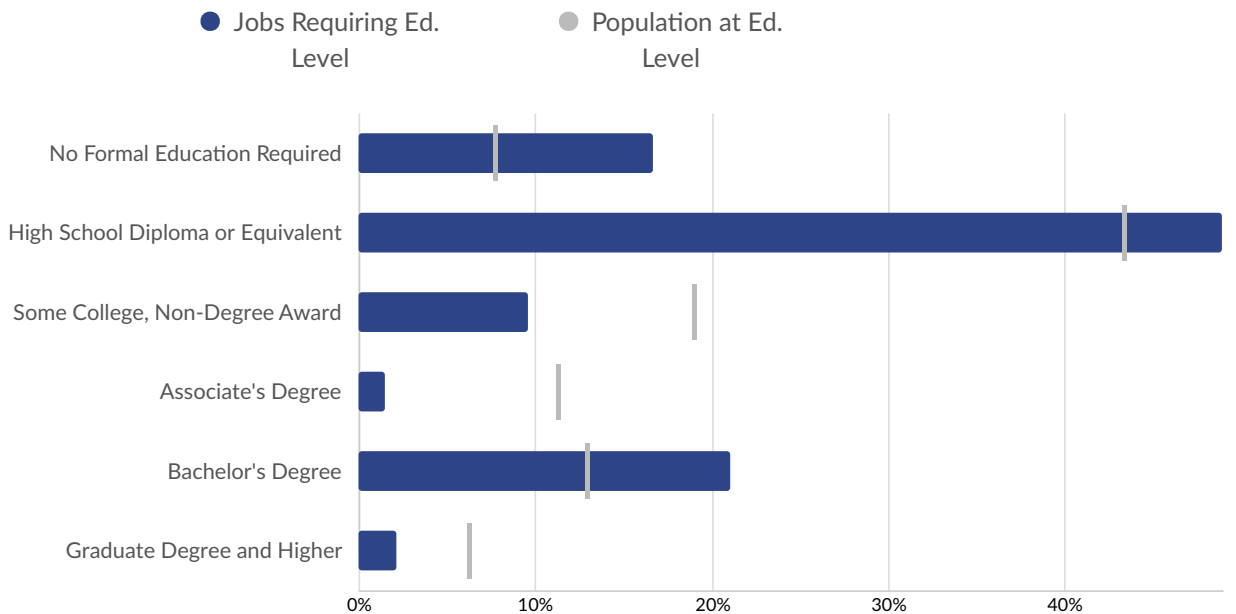
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

Over the last 4 years, no schools in Lincoln County, WI produced graduates.

## In-Demand Skills

