



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	28
In-Demand Skills	29

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

28,662

Population (2023)

Population grew by 976 over the last 5 years and is projected to grow by 943 over the next 5 years.

11,631

Total Regional Employment

Jobs decreased by 725 over the last 5 years and are projected to decrease by 49 over the next 5 years.

\$64.3K

Median Household Income (2022)

Median household income is \$10.8K below the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population increased by 3.5% since 2018, growing by 976. Population is expected to increase by 3.3% between 2023 and 2028, adding 943.
- From 2018 to 2023, jobs declined by 5.9% in Lincoln County, WI from 12,356 to 11,631. This change fell short of the national growth rate of 4.3% by 10.2%. As the number of jobs declined, the labor force participation rate decreased from 66.6% to 60.7% between 2018 and 2023.
- Concerning educational attainment, 12.8% 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.

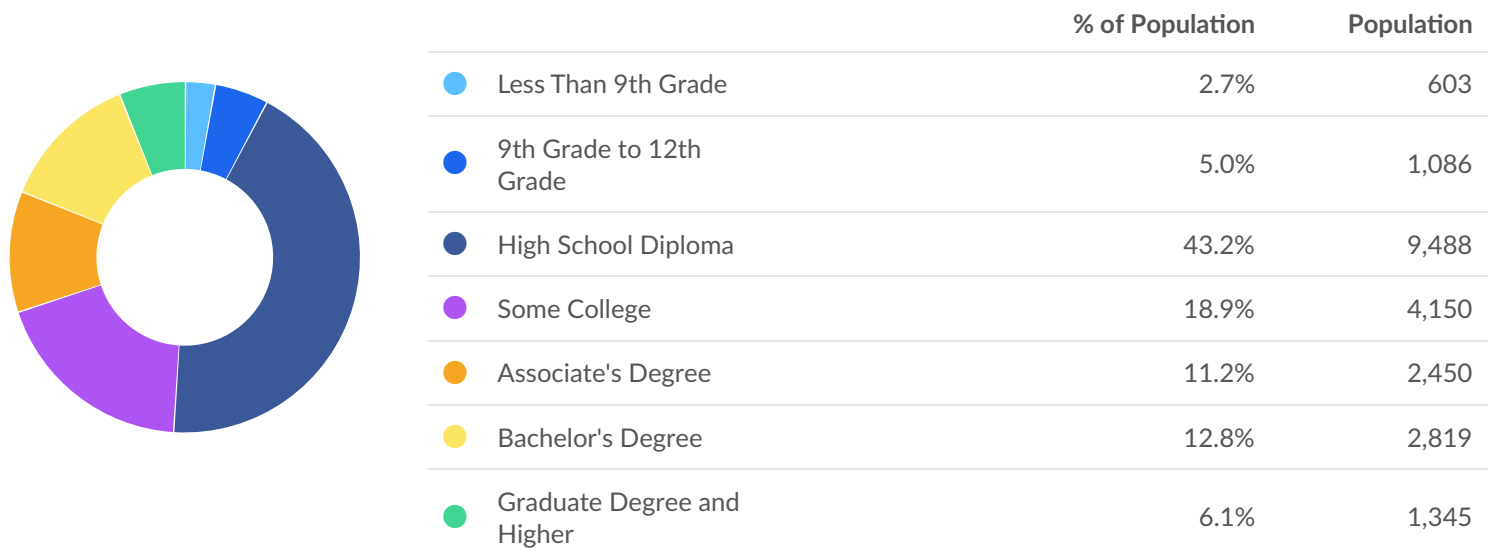
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	28,876	14,549	11,631	100.2	\$1.43B	\$2.41B	\$2.09B
State	5,940,347	3,129,054	3,241,311	100.2	\$416.85B	\$383.10B	\$414.67B

Mar 2024 Labor Force Breakdown



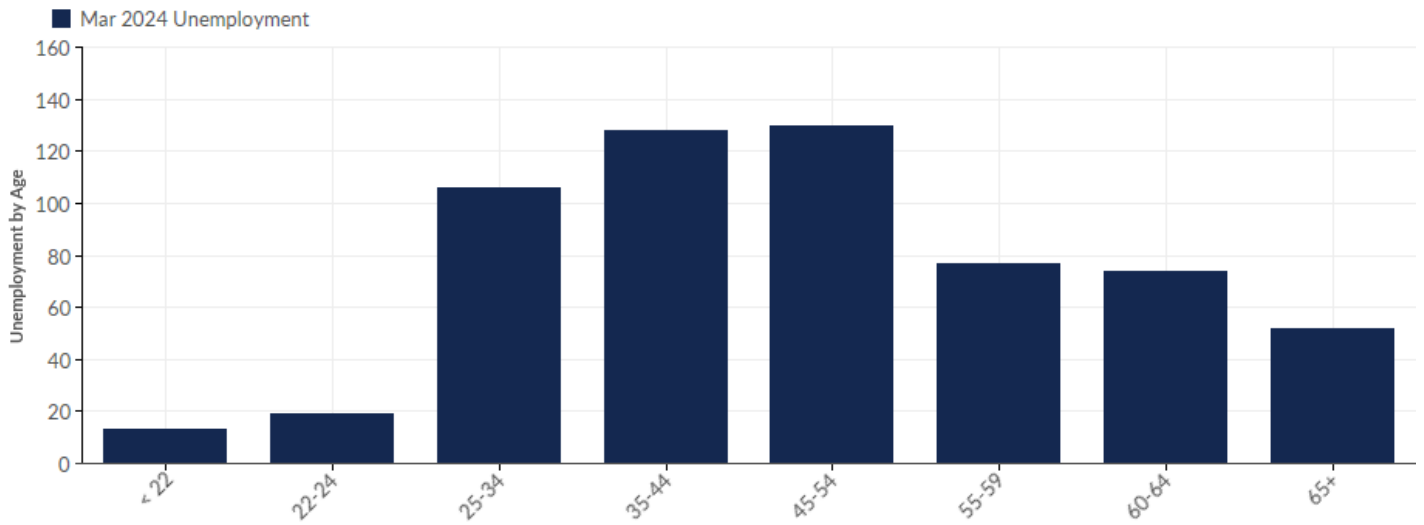
Educational Attainment

Concerning educational attainment, **12.8% 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).



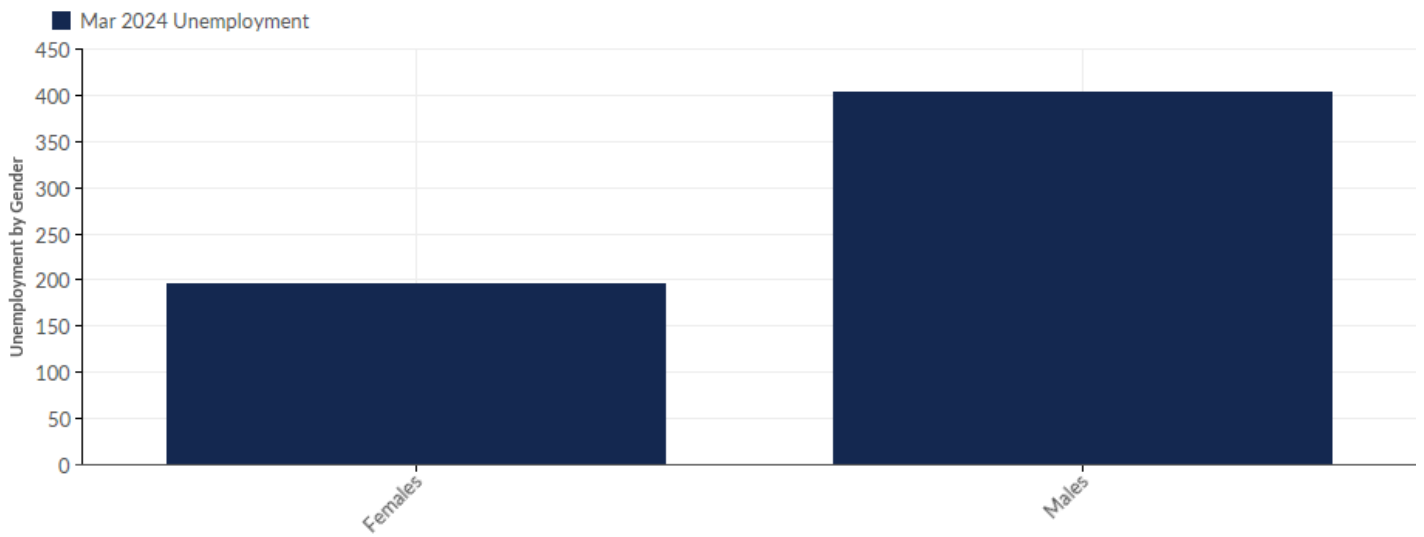
Unemployment by Demographics

Unemployment by Age



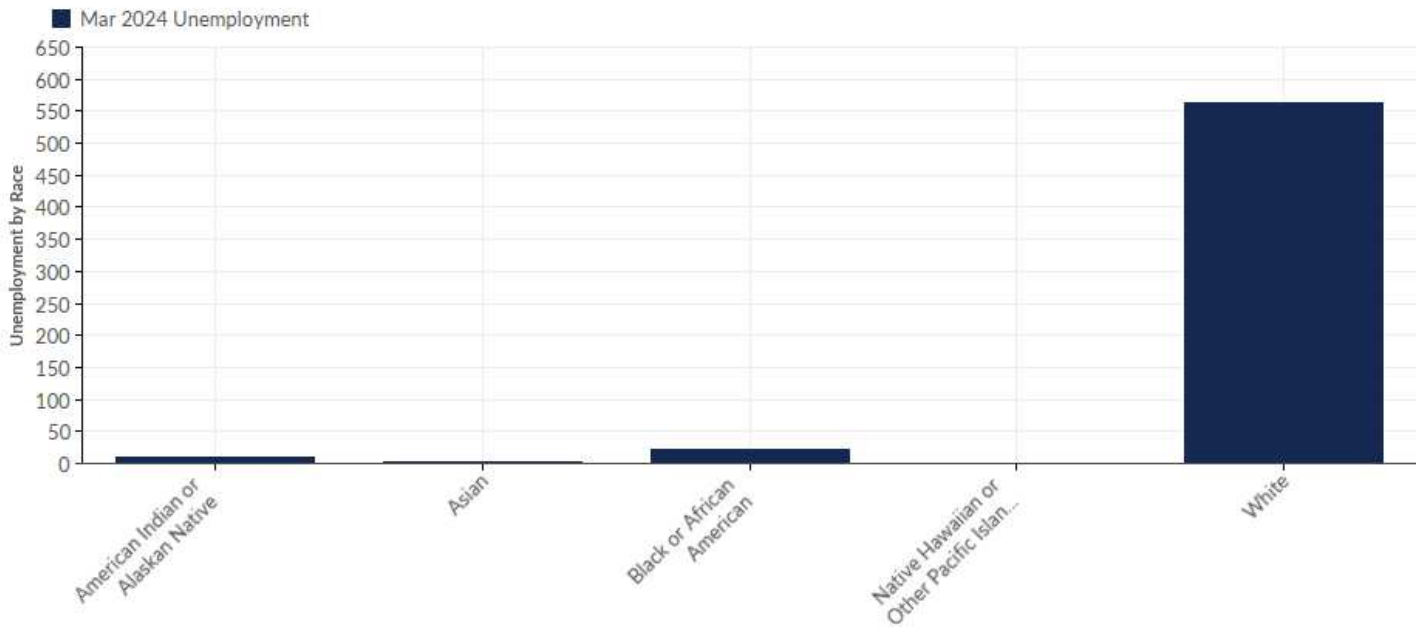
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	13	2.17%
22-24	19	3.18%
25-34	106	17.73%
35-44	128	21.40%
45-54	130	21.74%
55-59	77	12.88%
60-64	74	12.37%
65+	52	8.70%
Total	598	100.00%

Unemployment by Gender



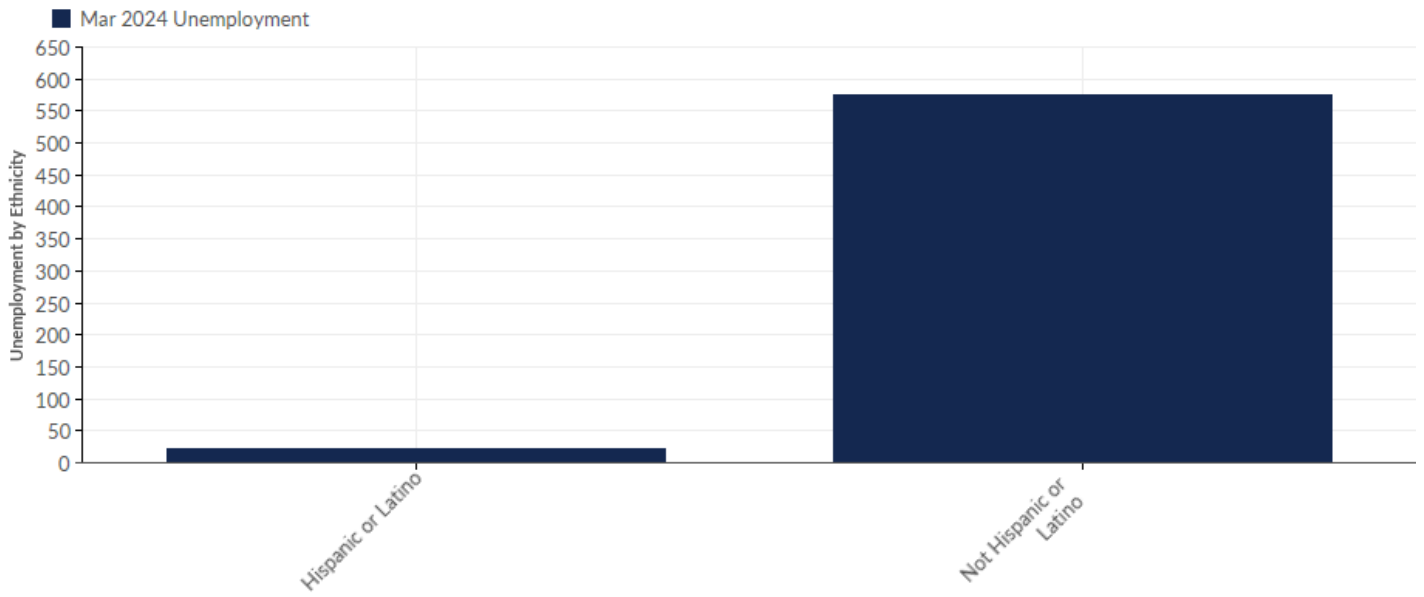
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	196	32.78%
Males	402	67.22%
Total	598	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	9	1.51%
Asian	3	0.50%
Black or African American	22	3.68%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	563	94.15%
Total	598	100.00%

Unemployment by Ethnicity

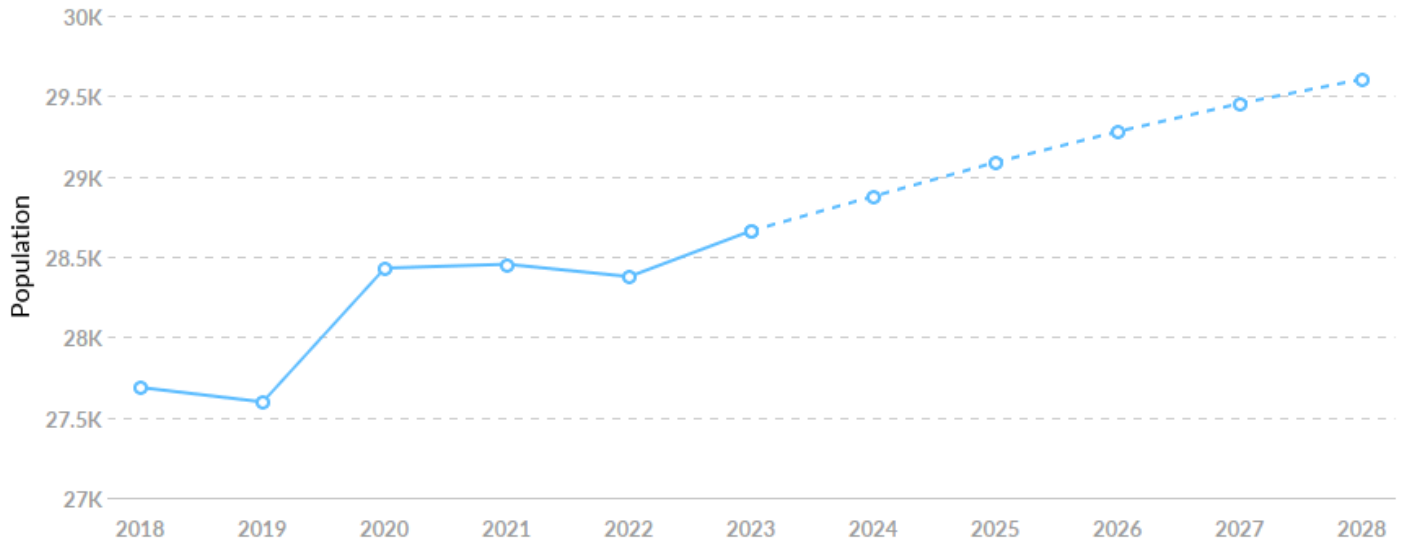


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	22	3.68%
Not Hispanic or Latino	576	96.32%
Total	598	100.00%

Historic & Projected Trends

Population Trends

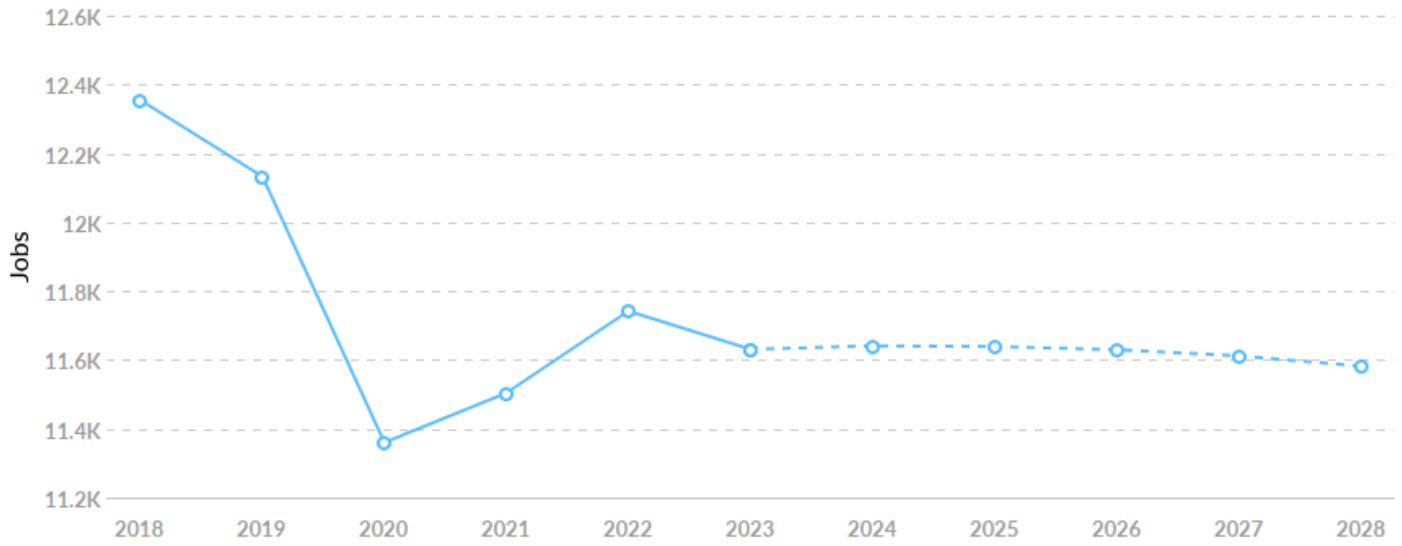
As of 2023 the region's population **increased by 3.5%** since 2018, growing by 976. Population is expected to **increase by 3.3%** between 2023 and 2028, adding 943.



Timeframe	Population
2018	27,686
2019	27,596
2020	28,429
2021	28,453
2022	28,376
2023	28,662
2024	28,876
2025	29,088
2026	29,279
2027	29,454
2028	29,605

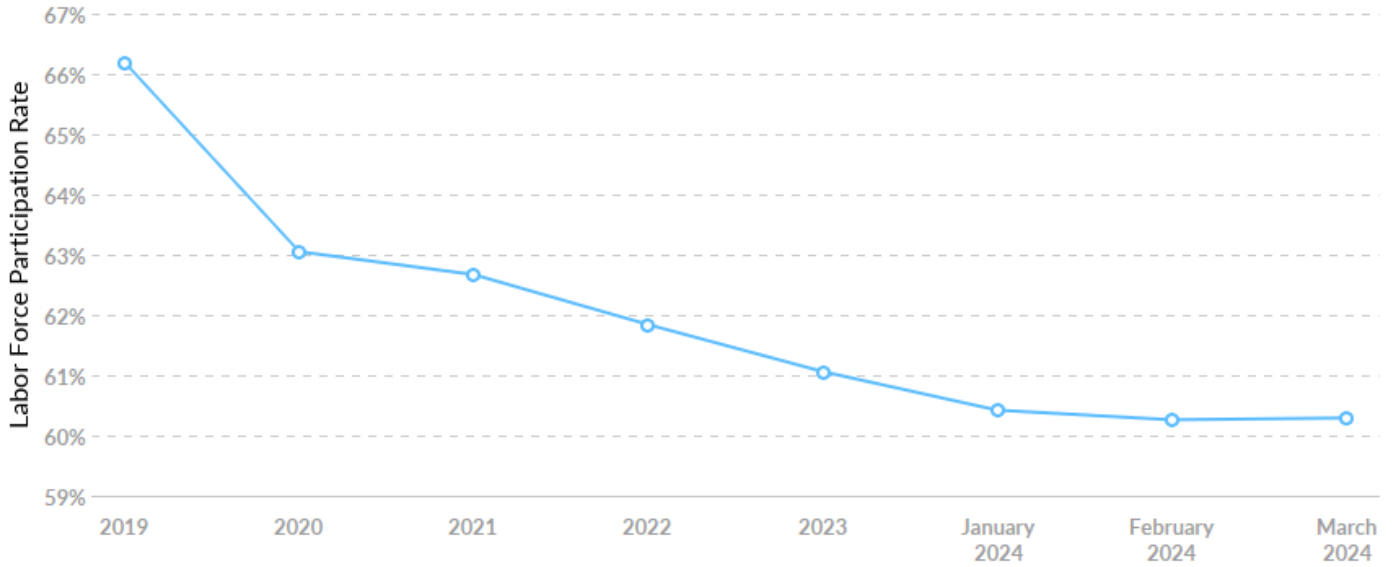
Job Trends

From 2018 to 2023, jobs declined by 5.9% in Lincoln County, WI from 12,356 to 11,631. This change fell short of the national growth rate of 4.3% by 10.2%.



Timeframe	Jobs
2018	12,356
2019	12,134
2020	11,360
2021	11,504
2022	11,742
2023	11,631
2024	11,641
2025	11,639
2026	11,630
2027	11,612
2028	11,582

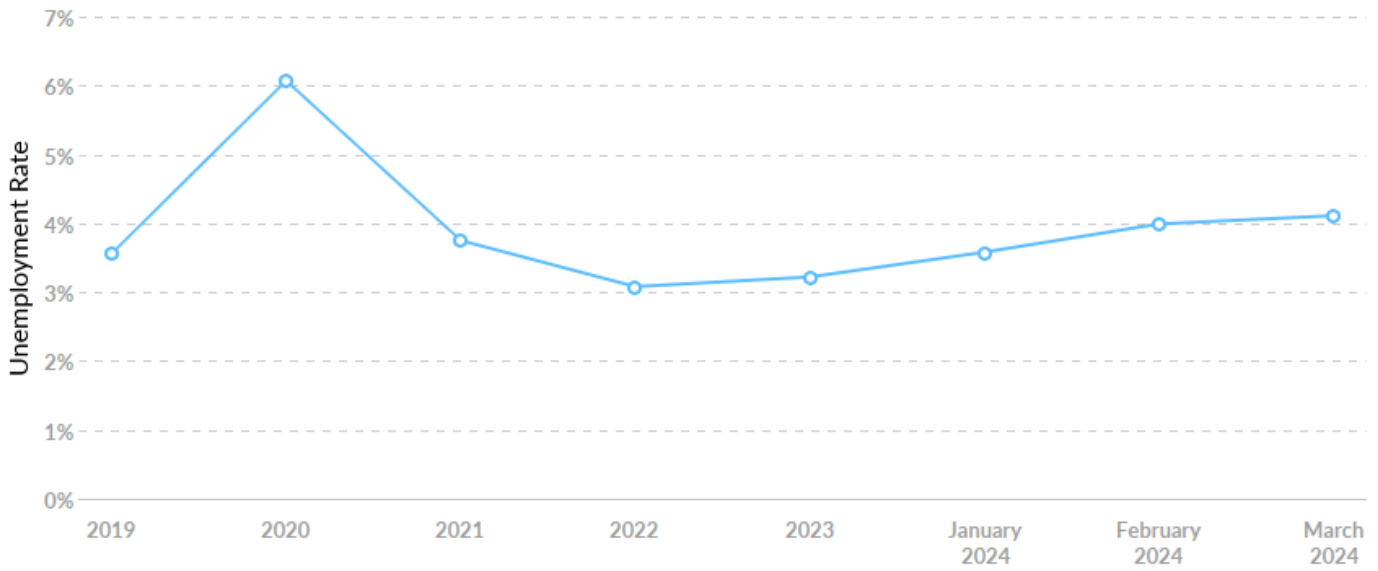
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.19%
2020	63.05%
2021	62.67%
2022	61.84%
2023	61.06%
January 2024	60.42%
February 2024	60.26%
March 2024	60.29%

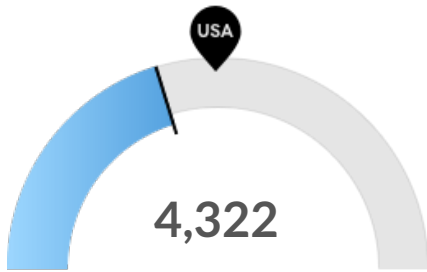
Unemployment Rate Trends

Lincoln County, WI had a March 2024 unemployment rate of 4.11%, increasing from 3.56% 5 years before.



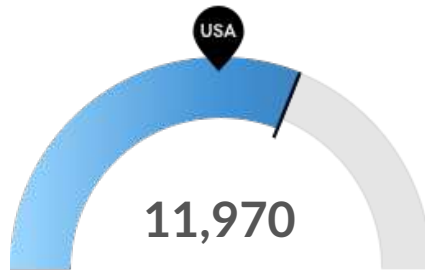
Timeframe	Unemployment Rate
2019	3.56%
2020	6.07%
2021	3.75%
2022	3.08%
2023	3.22%
January 2024	3.58%
February 2024	3.99%
March 2024	4.11%

Population Characteristics



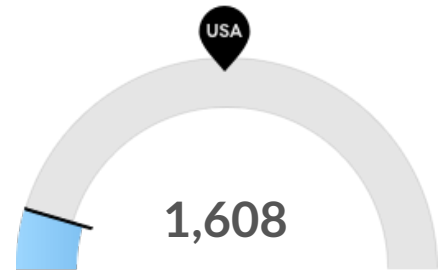
Millennials

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



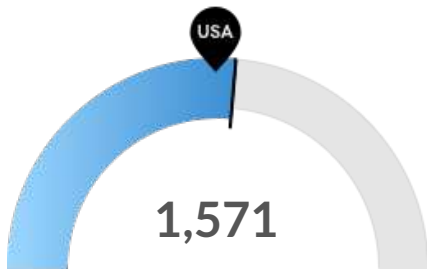
Retiring Soon

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.



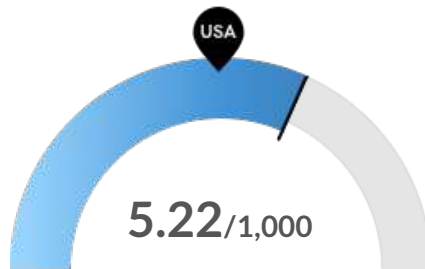
Racial Diversity

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.



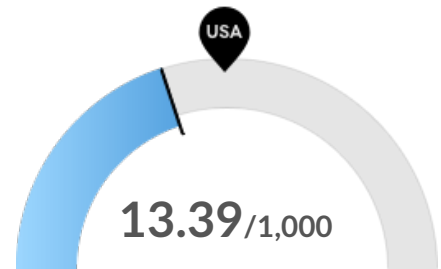
Veterans

Lincoln County, WI has 1,571 veterans. The national average for an area this size is 1,451.



Violent Crime

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

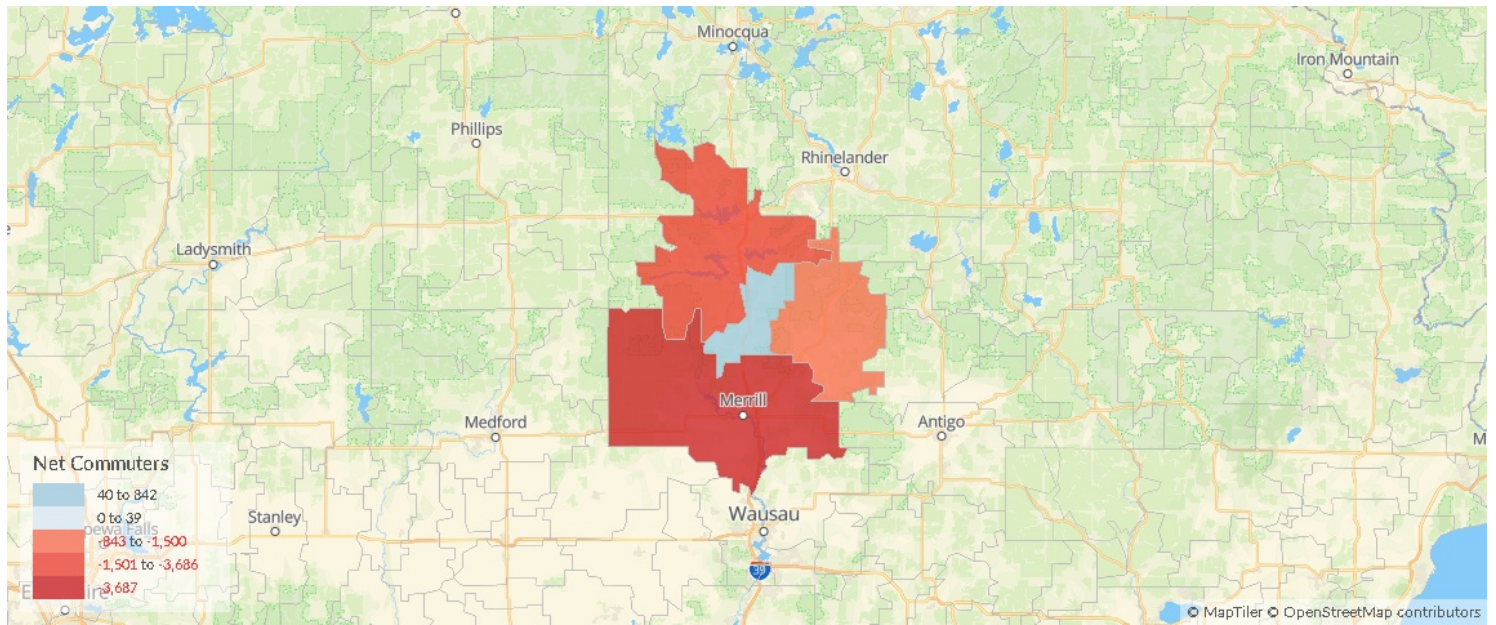


Property Crime

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...	6,561
54487	Tomahawk, WI (in Linco...	4,063
54442	Irma, WI (in Lincoln cou...	643
54435	Gleason, WI (in Lincoln ...	341
54532	Heafford Junction, WI (i...	24

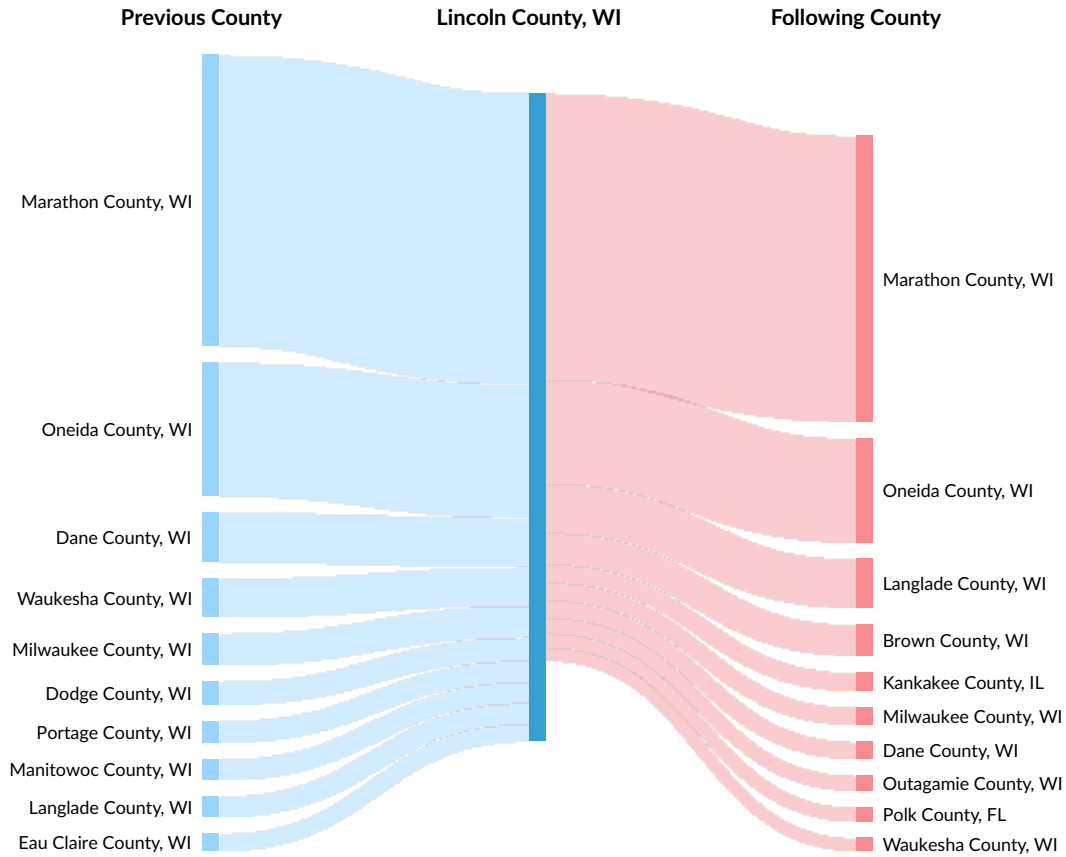
Where Talent Lives

ZIP	Name	2023 Workers
54452	Merrill, WI (in Lincoln c...	10,248
54487	Tomahawk, WI (in Linco...	5,564
54435	Gleason, WI (in Lincoln ...	1,184
54442	Irma, WI (in Lincoln cou...	603
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 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.

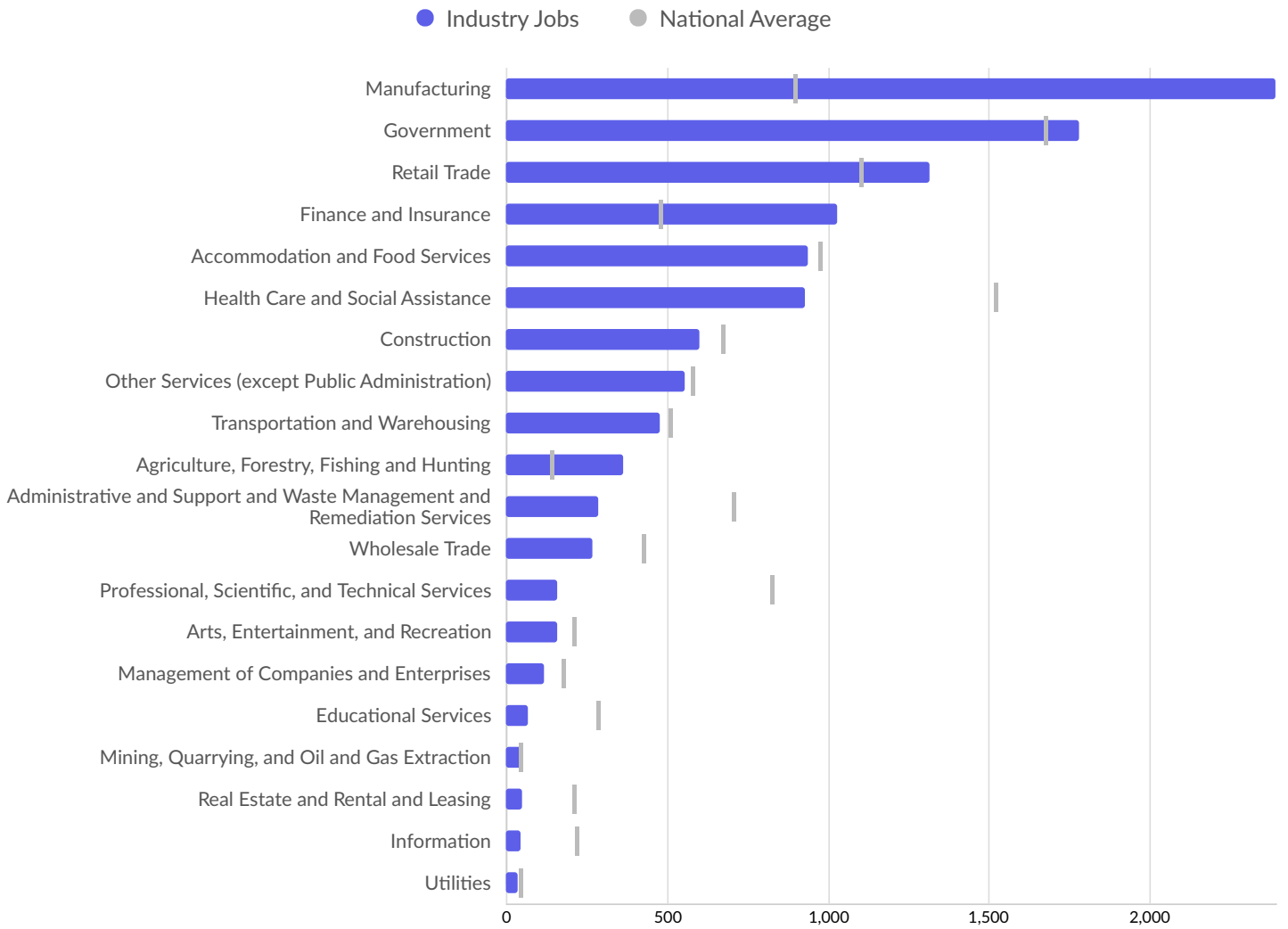


Top Previous Counties	Migrations
Marathon County, WI	324
Oneida County, WI	148
Dane County, WI	55
Waukesha County, WI	43
Milwaukee County, WI	35
Dodge County, WI	26

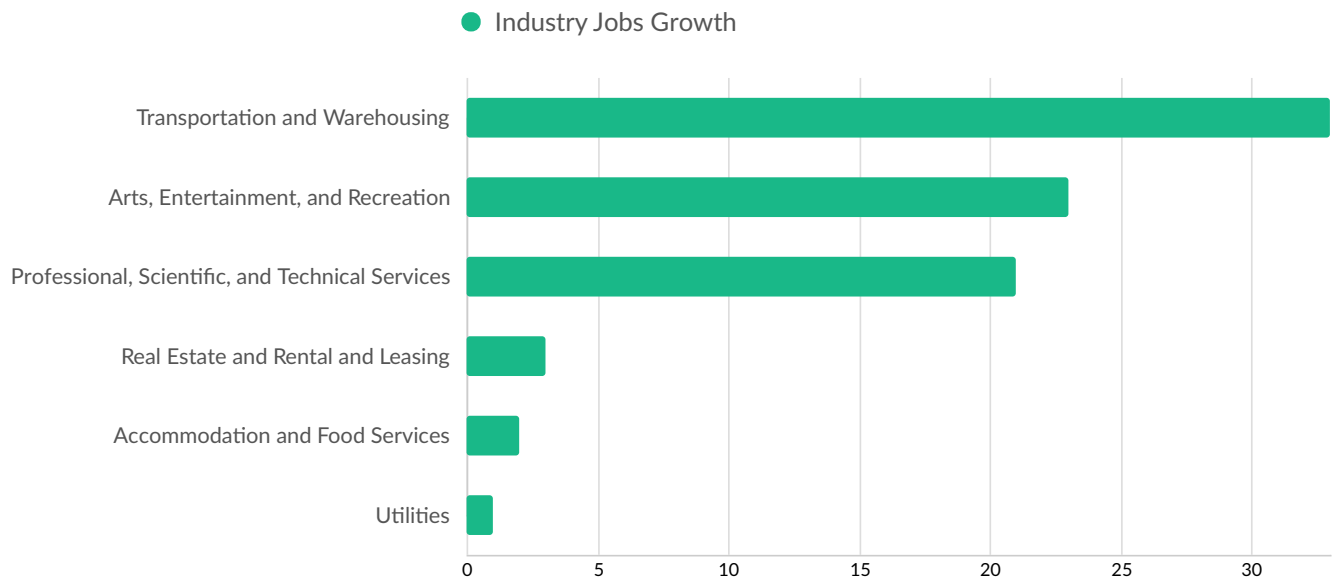
Top Previous Counties	Migrations
Portage County, WI	24
Manitowoc County, WI	23
Langlade County, WI	23
Eau Claire County, WI	19
Hennepin County, MN	16
Taylor County, WI	15
Pine County, MN	15
Sauk County, WI	14
Onslow County, NC	14
Top Following Counties	Migrations
Marathon County, WI	318
Oneida County, 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

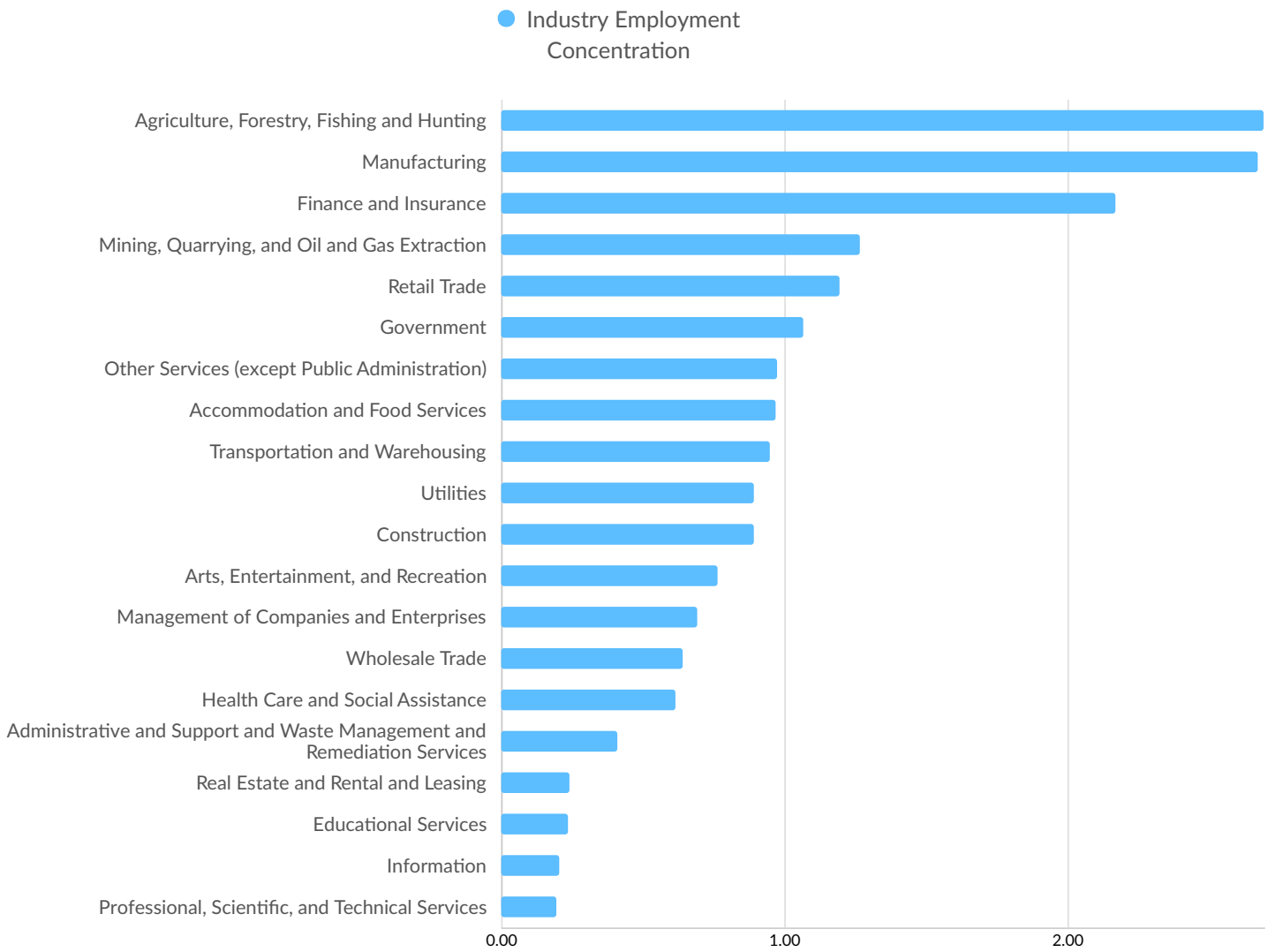
Largest Industries



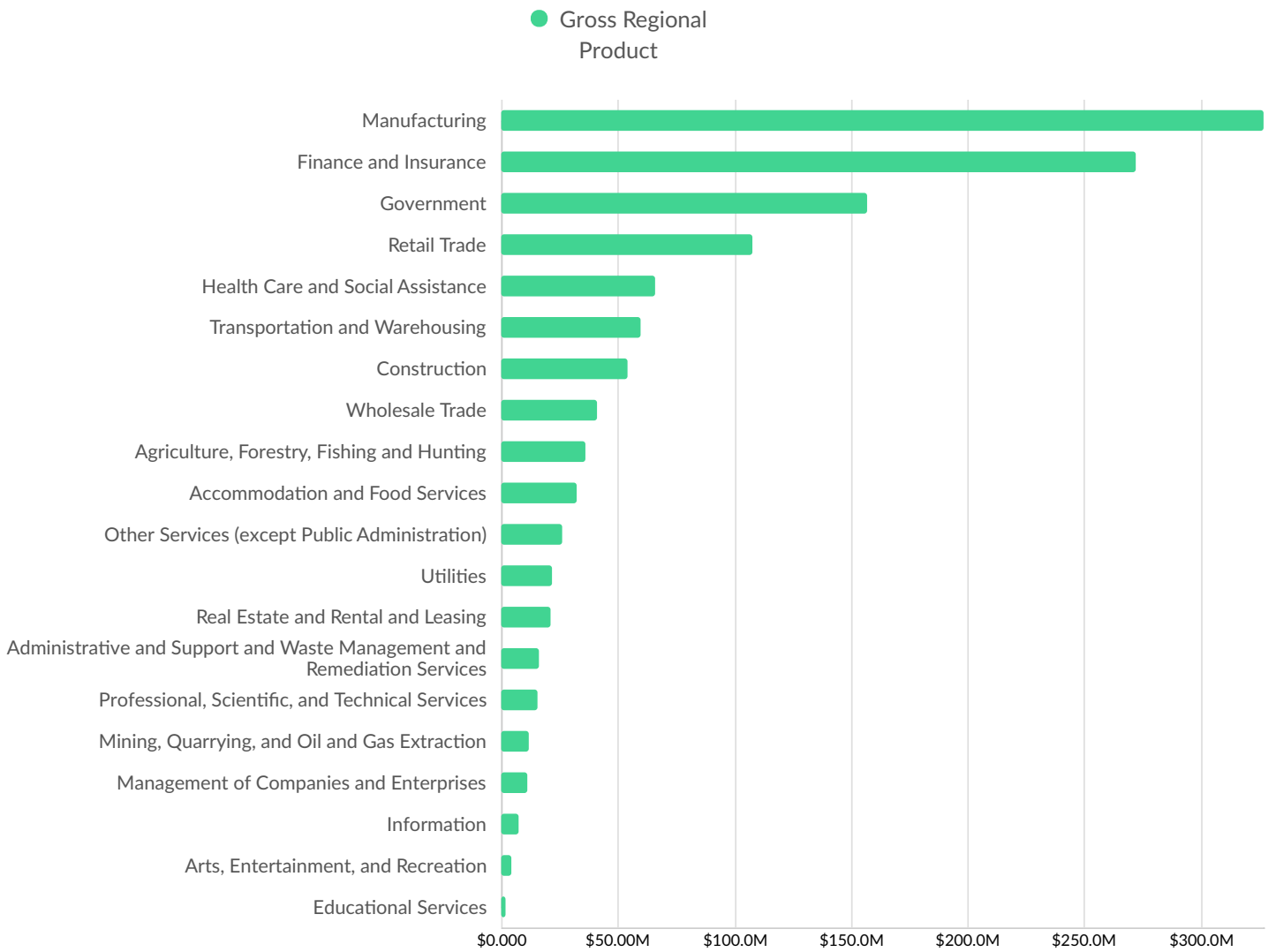
Top Growing Industries



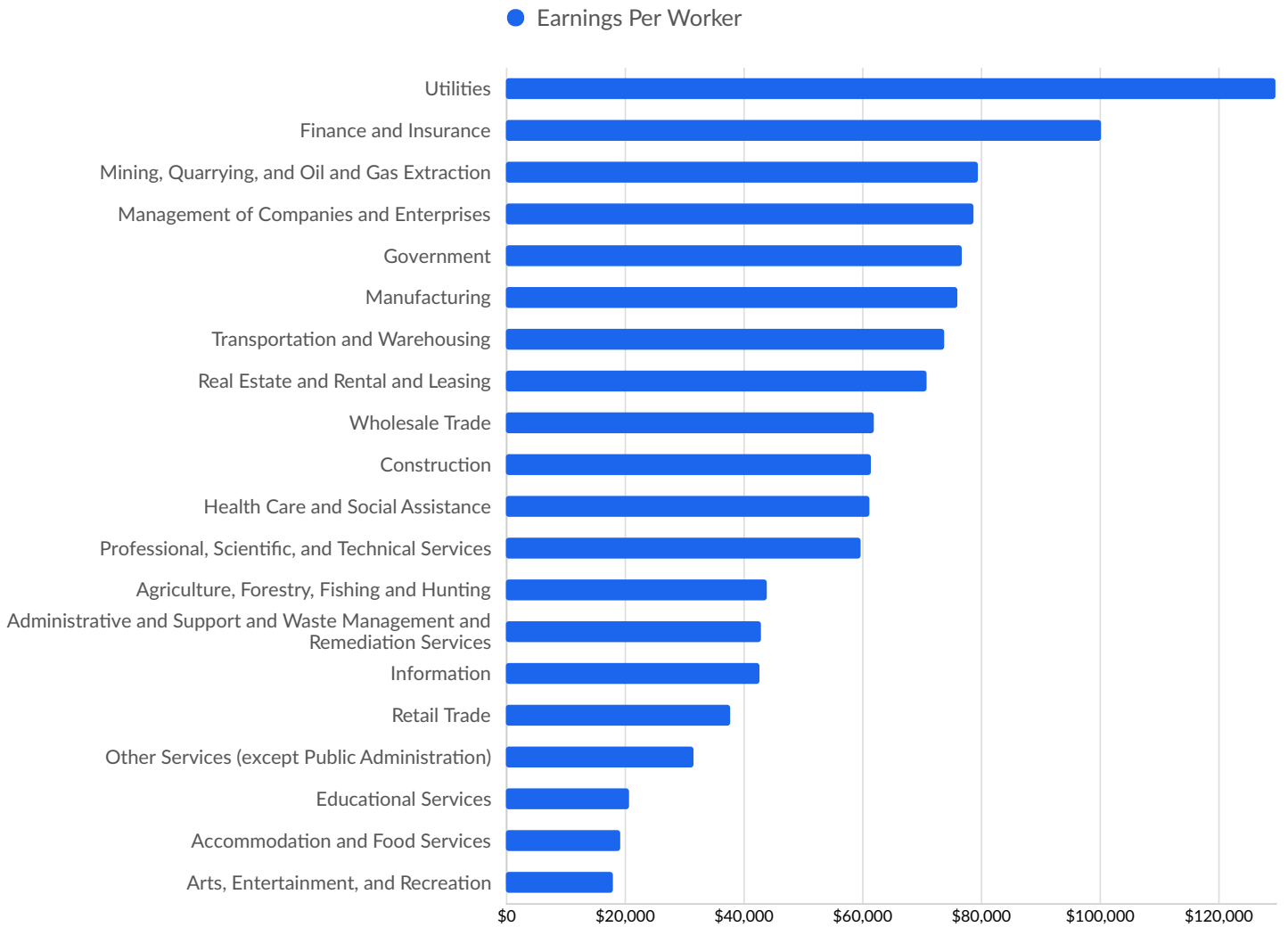
Top Industry Employment Concentration



Top Industry GRP













Top Industry Earnings













Business Characteristics

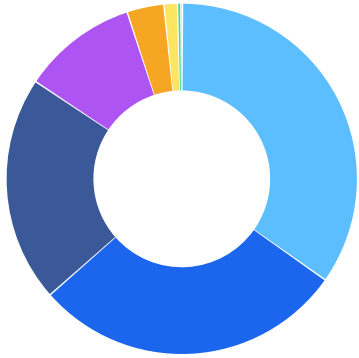
2,860 Companies Employ Your Workers

Online profiles for your workers mention 2,860 companies as employers, with the top 10 appearing below. In the last 12 months, 203 companies in Lincoln County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Church Mutual Insurance Comp...	286 
Merrill Area Public Schools	117 
Aspirus	103 
Packaging Corporation of Ameri...	72 
State of Wisconsin	57 
Harley-Davidson	56 
Marshfield Clinic	49 
Ministry Health Care	49 
Agra Industries	42 
Greenheck	33 

Top Companies Posting	Unique Postings
Aspirus	75 
Church Mutual Insurance Comp...	68 
Packaging Corporation of Ameri...	57 
Church Mutual Insurance Comp...	49 
Harley-Davidson	28 
Walmart	24 
Samuel Whittar Incorporated	22 
M & R Stores	21 
Sierra Pacific Industries	21 
Kwik Trip	20 

Business Size

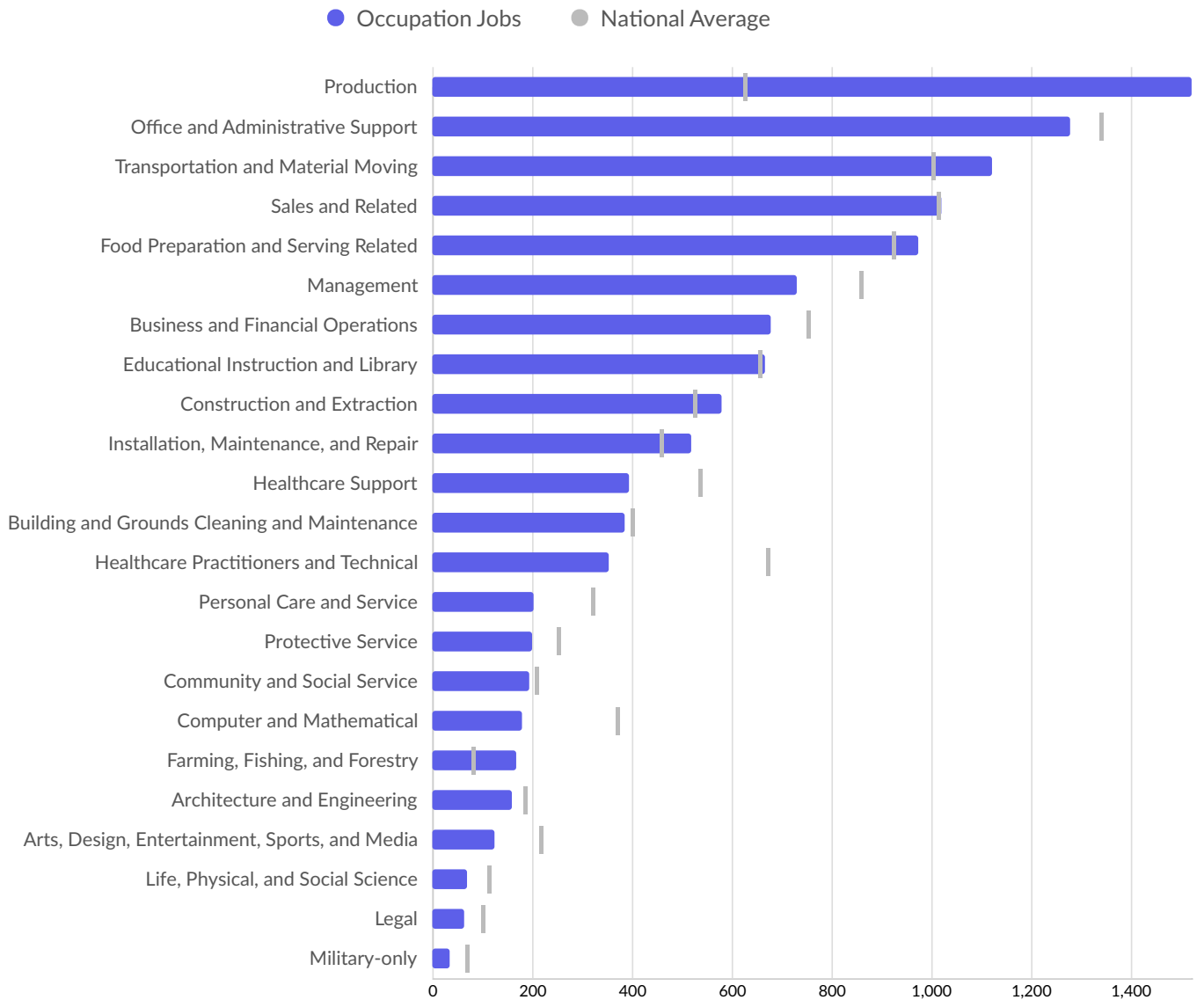


	Percentage	Business Count
● 1 to 4 employees	34.7%	448
● 5 to 9 employees	28.7%	371
● 10 to 19 employees	20.8%	269
● 20 to 49 employees	10.6%	137
● 50 to 99 employees	3.4%	44
● 100 to 249 employees	1.2%	16
● 250 to 499 employees	0.3%	4
● 500+ employees	0.2%	2

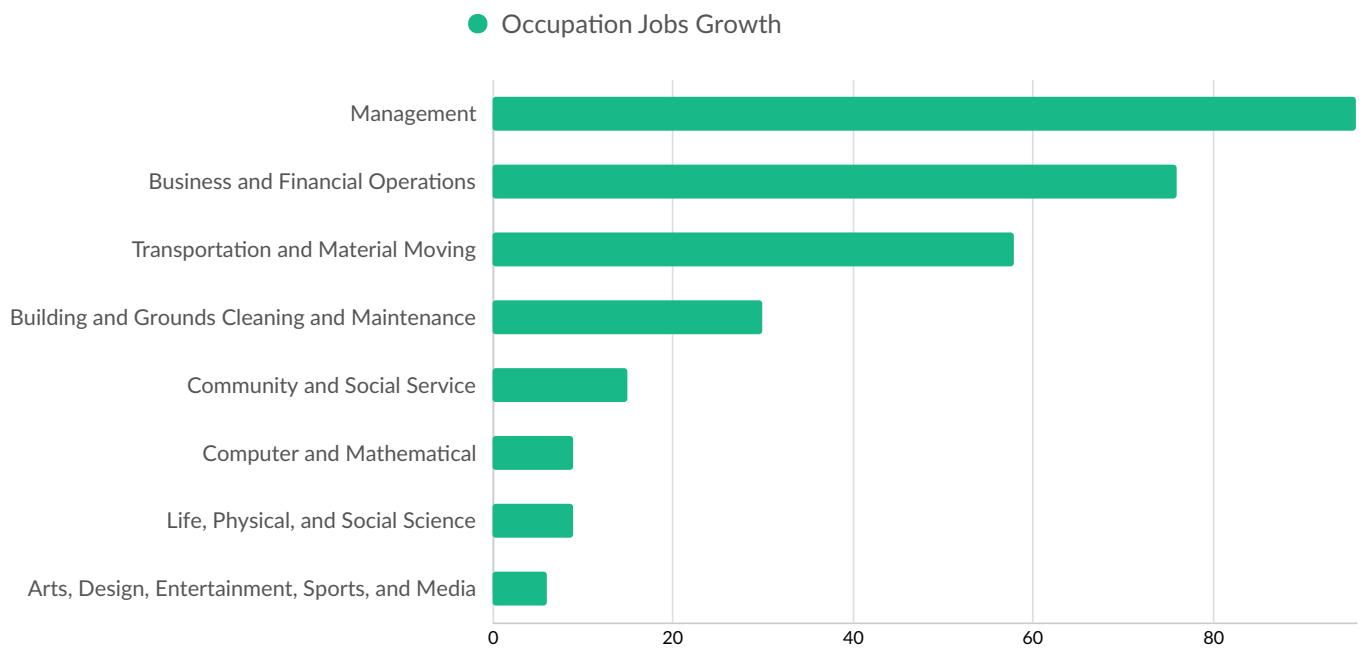
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

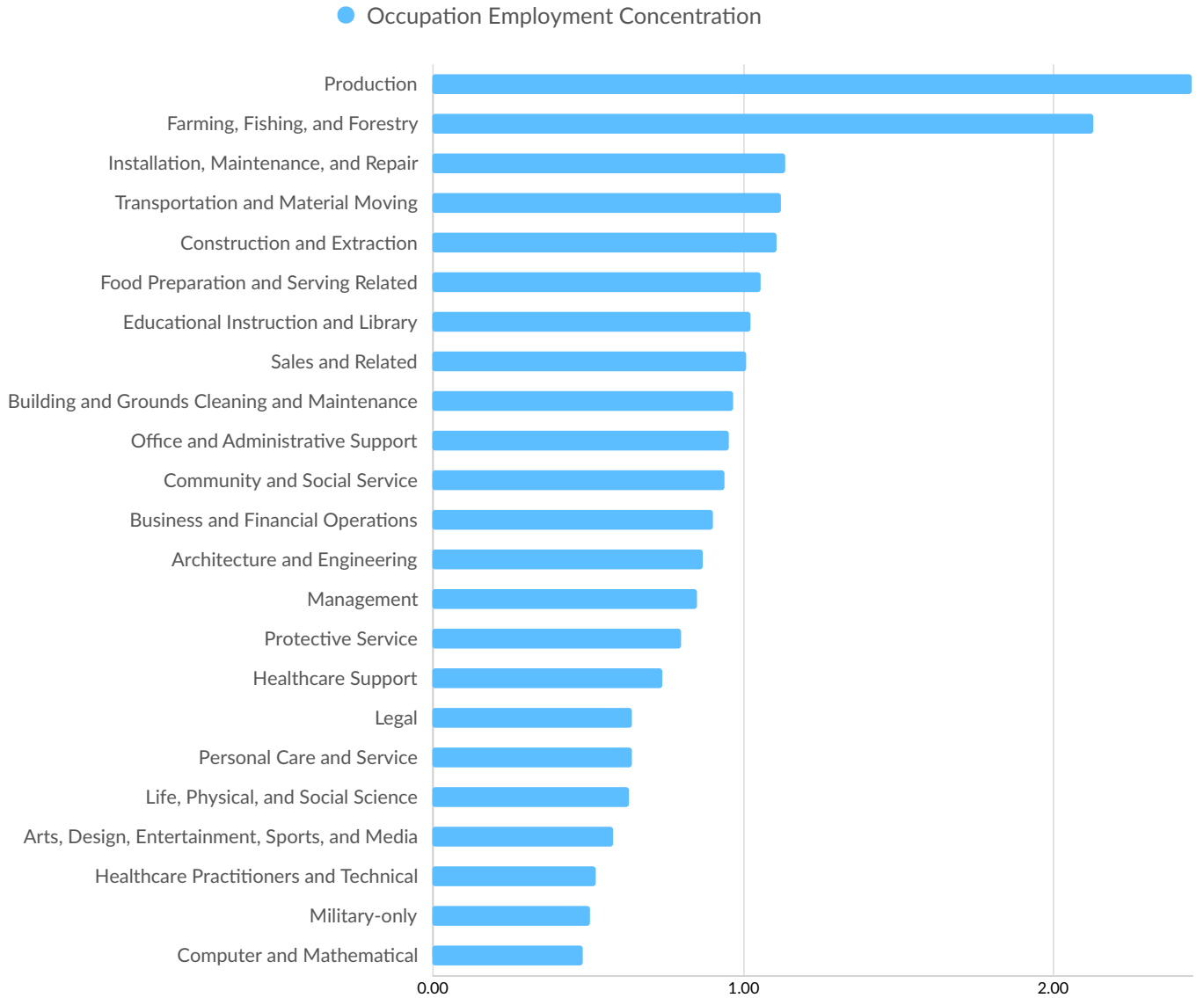
Largest Occupations



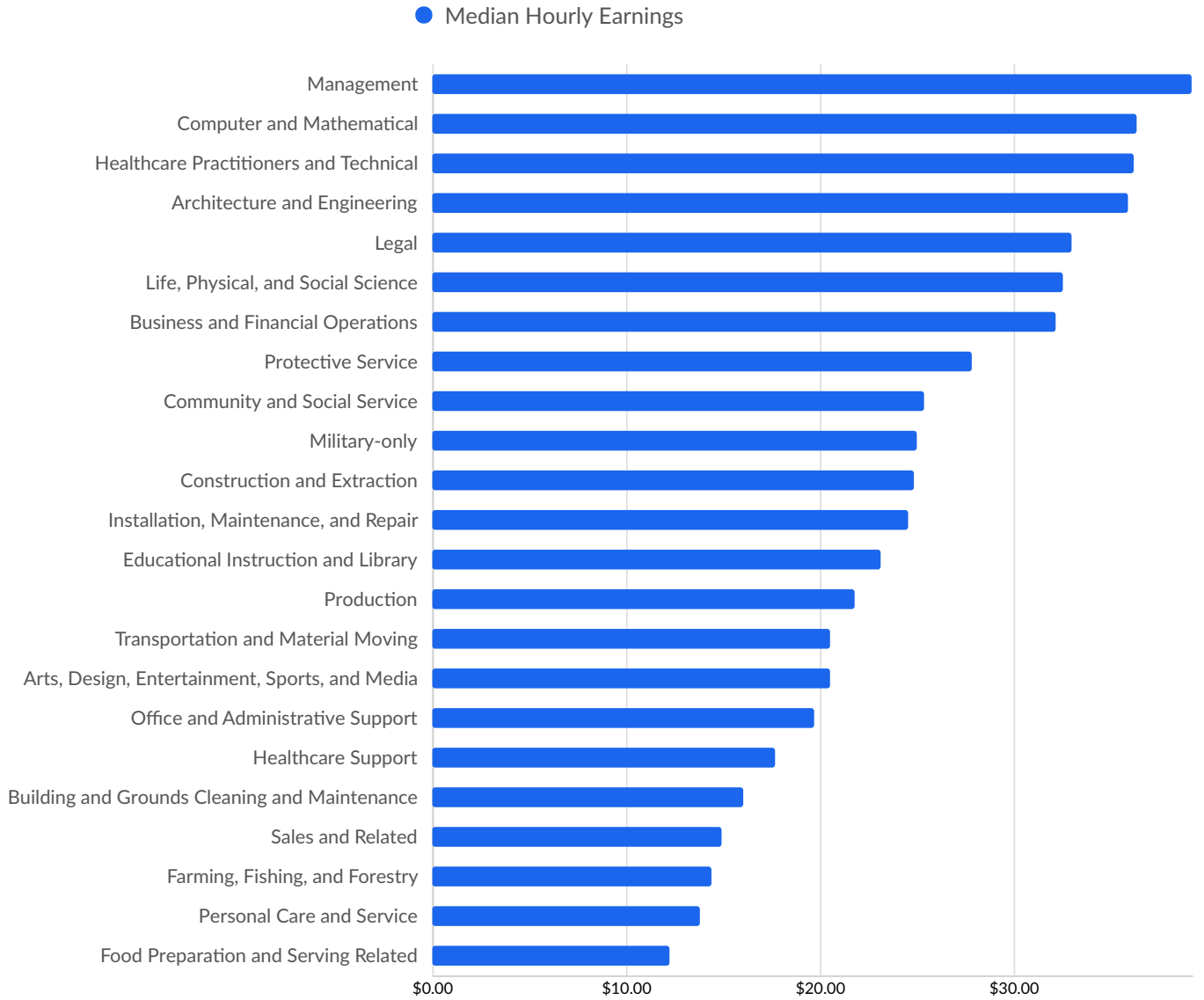
Top Growing Occupations



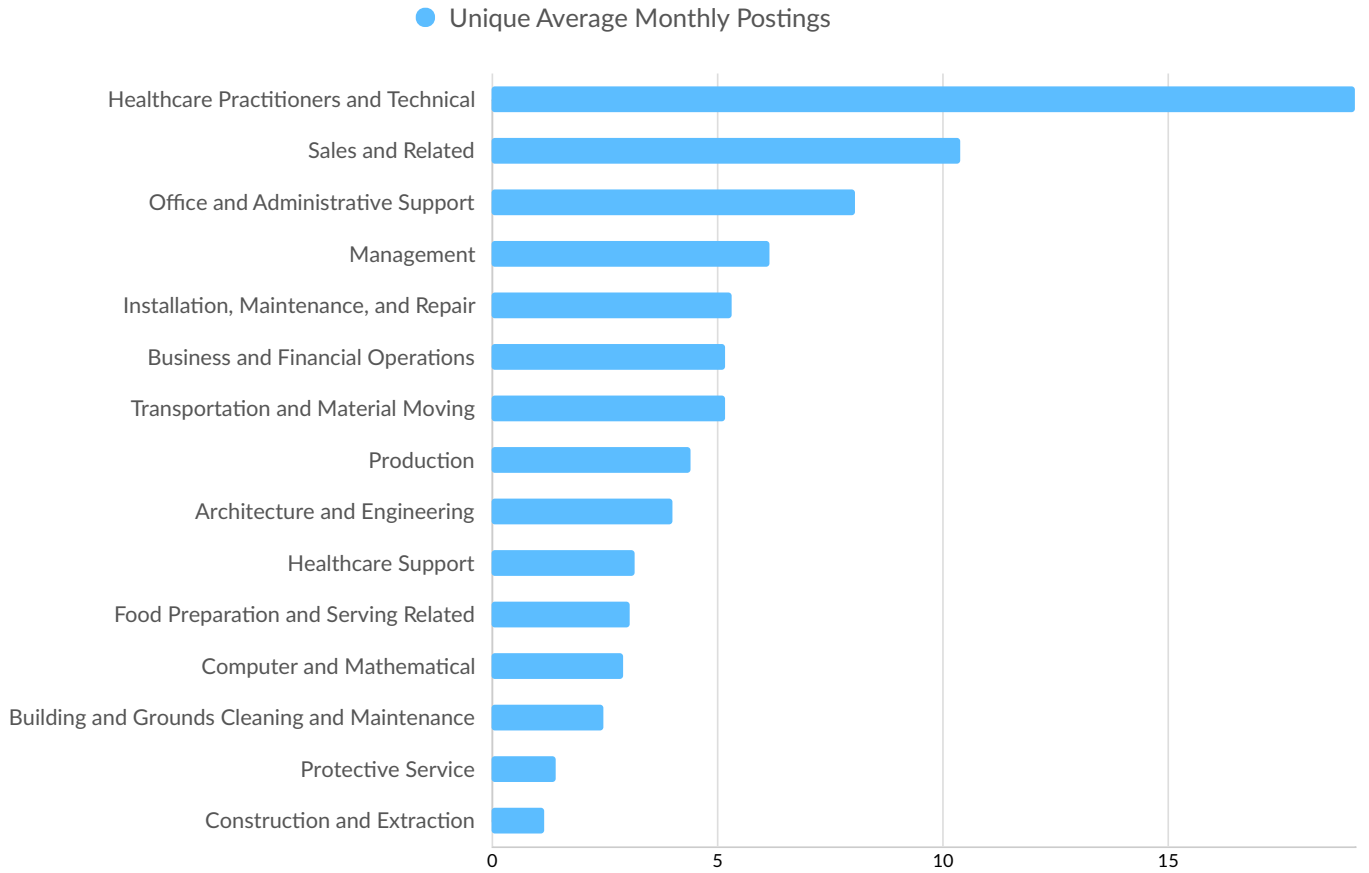
Top Occupation Employment Concentration



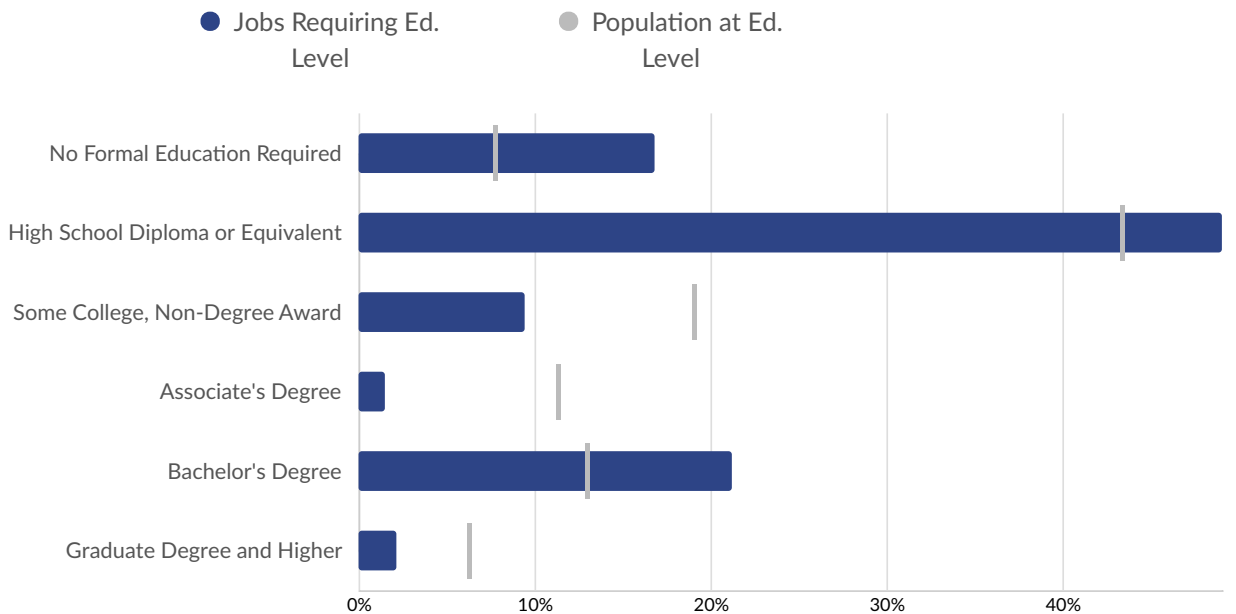
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

