



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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	29
In-Demand Skills	30

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

28,405

Population (2023)

Population **grew by 719** over the last 5 years and is projected to **grow by 801** over the next 5 years.

11,668

Total Regional Employment

Jobs **decreased by 688** over the last 5 years but are projected to **grow by 39** over the next 5 years.

\$64.3K

Median Household Income (2022)

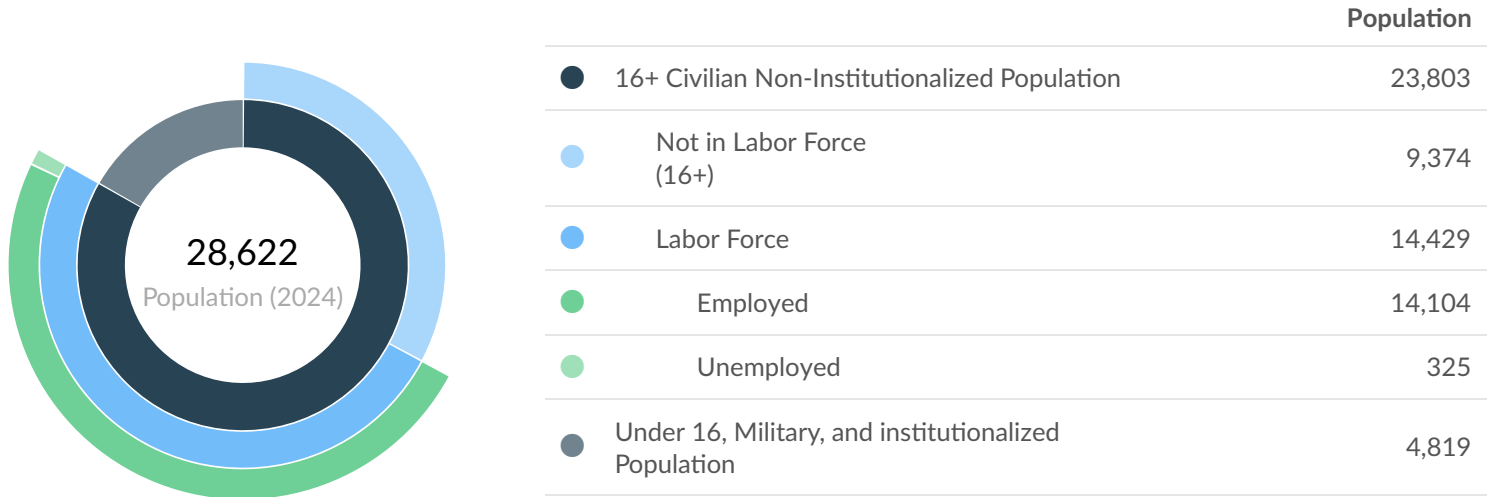
Median household income is **\$10.8K below** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 2.6%** since 2018, growing by 719. Population is expected to **increase by 2.8%** between 2023 and 2028, adding 801.
- From 2018 to 2023, jobs **declined by 5.6%** in Lincoln County, WI from 12,356 to **11,668**. This change **fell short of the national growth rate of 4.5% by 10.1%**. As the number of jobs declined, the **labor force participation rate decreased from 66.6% to 61.6% 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.

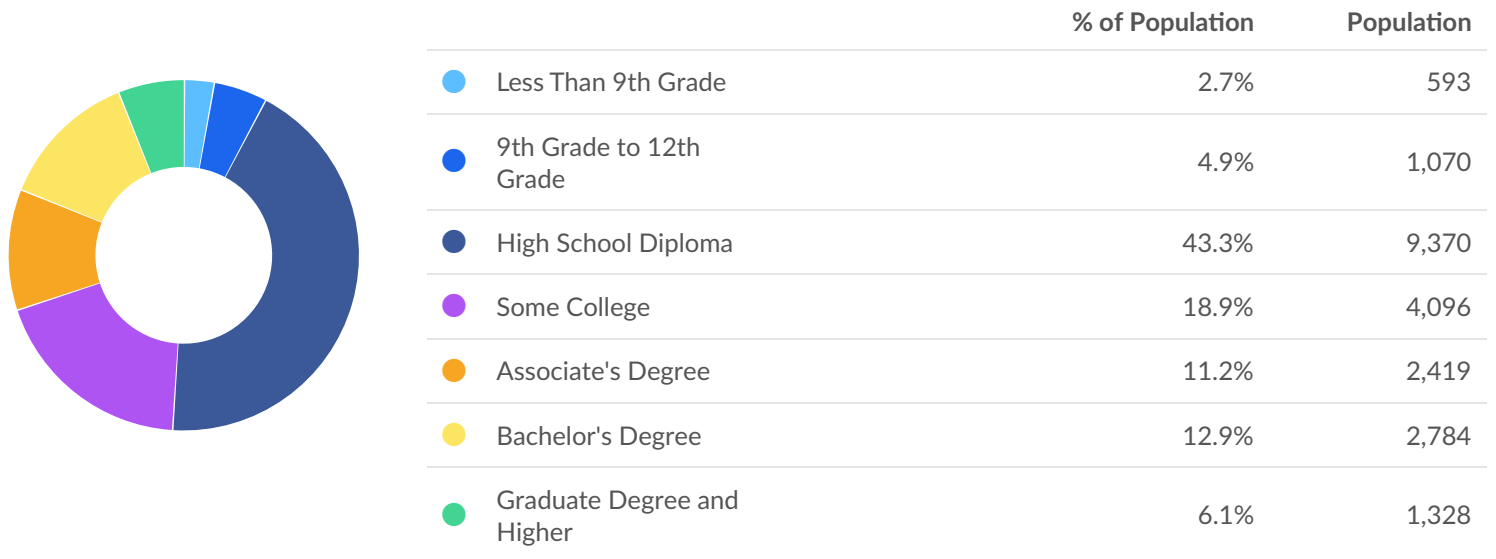
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	28,622	14,429	11,668	100.2	\$1.41B	\$2.40B	\$2.06B
State	5,932,800	3,174,542	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

Sep 2024 Labor Force Breakdown



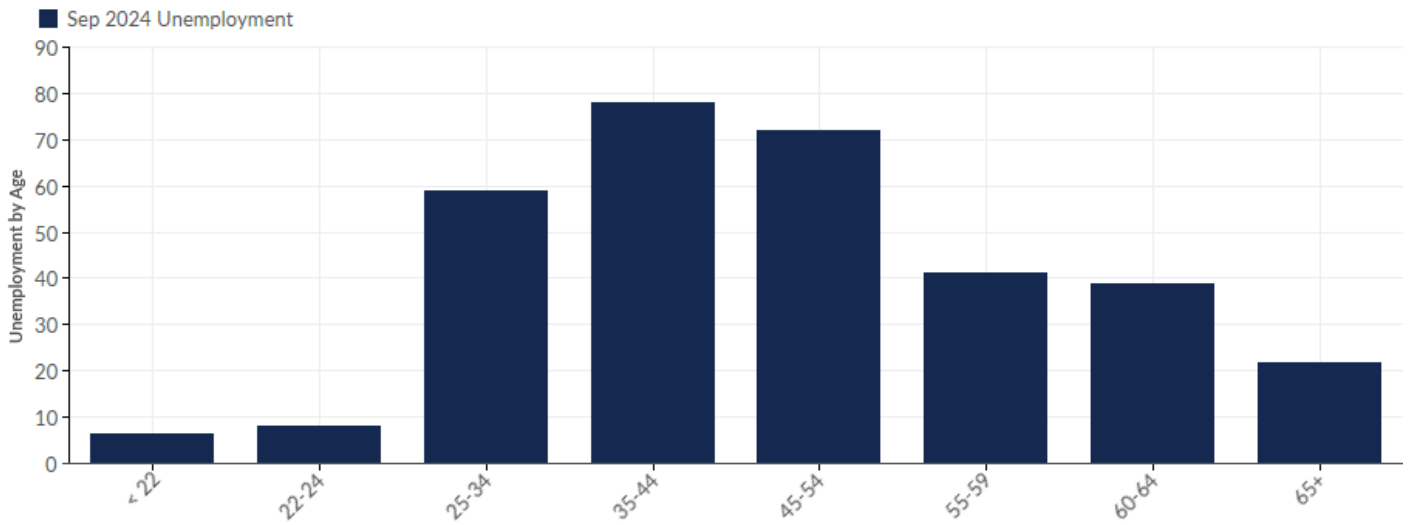
Educational Attainment

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).



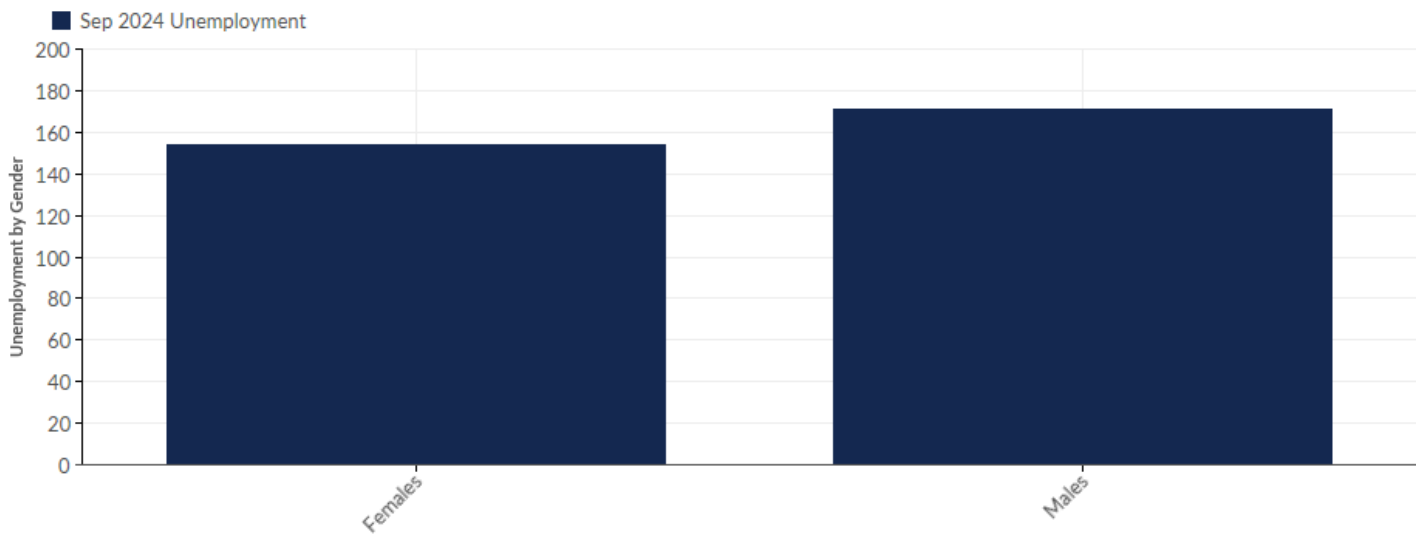
Unemployment by Demographics

Unemployment by Age



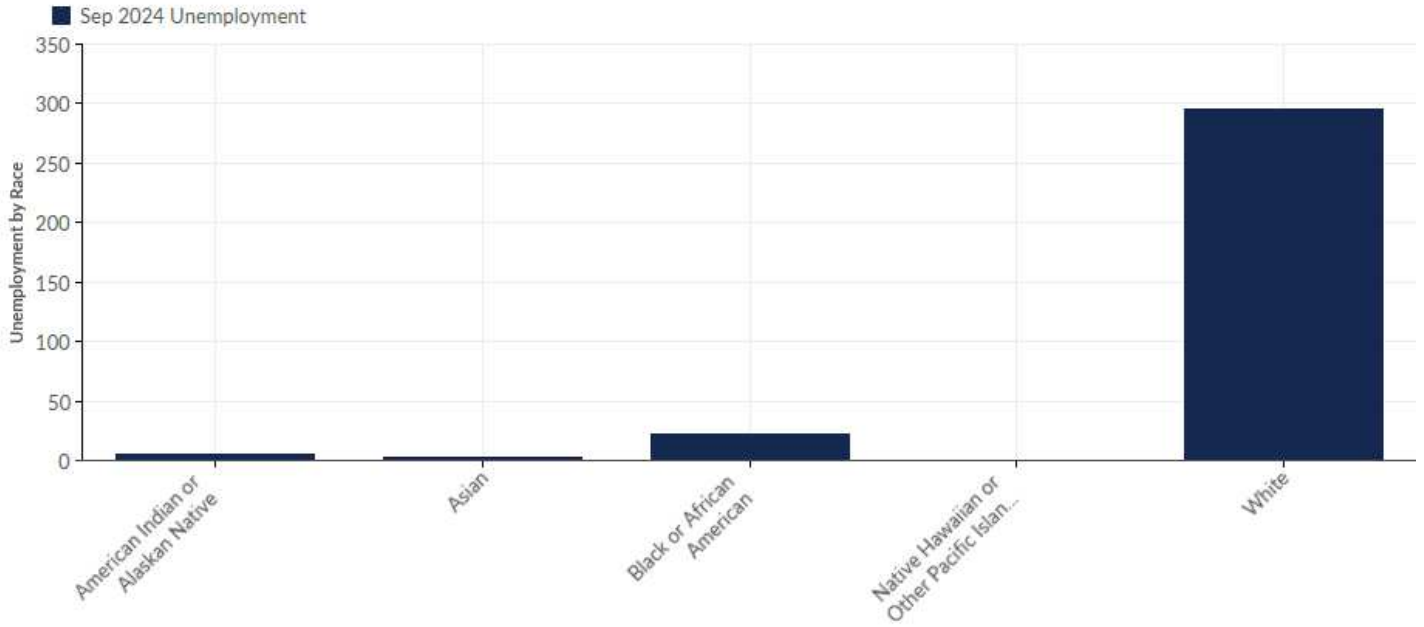
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	6	1.85%
22-24	8	2.46%
25-34	59	18.15%
35-44	78	24.00%
45-54	72	22.15%
55-59	41	12.62%
60-64	39	12.00%
65+	22	6.77%
Total	325	100.00%

Unemployment by Gender



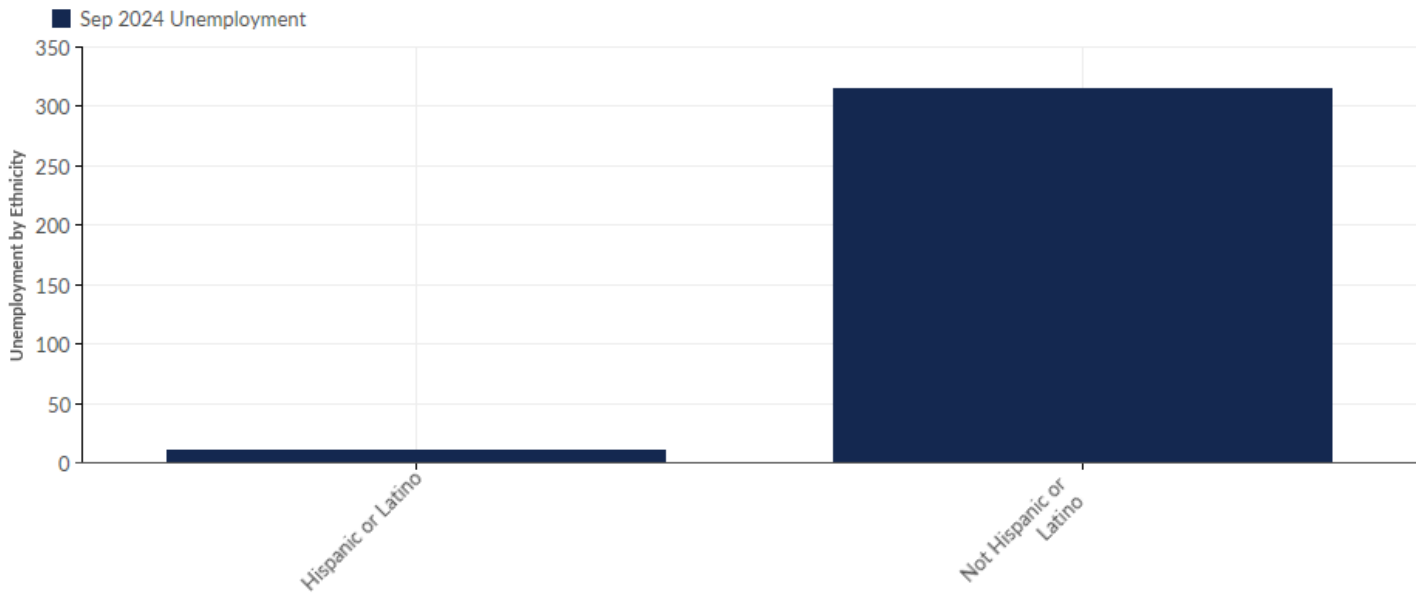
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	154	47.38%
Males	171	52.62%
Total	325	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	5	1.54%
Asian	3	0.92%
Black or African American	22	6.77%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	295	90.77%
Total	325	100.00%

Unemployment by Ethnicity

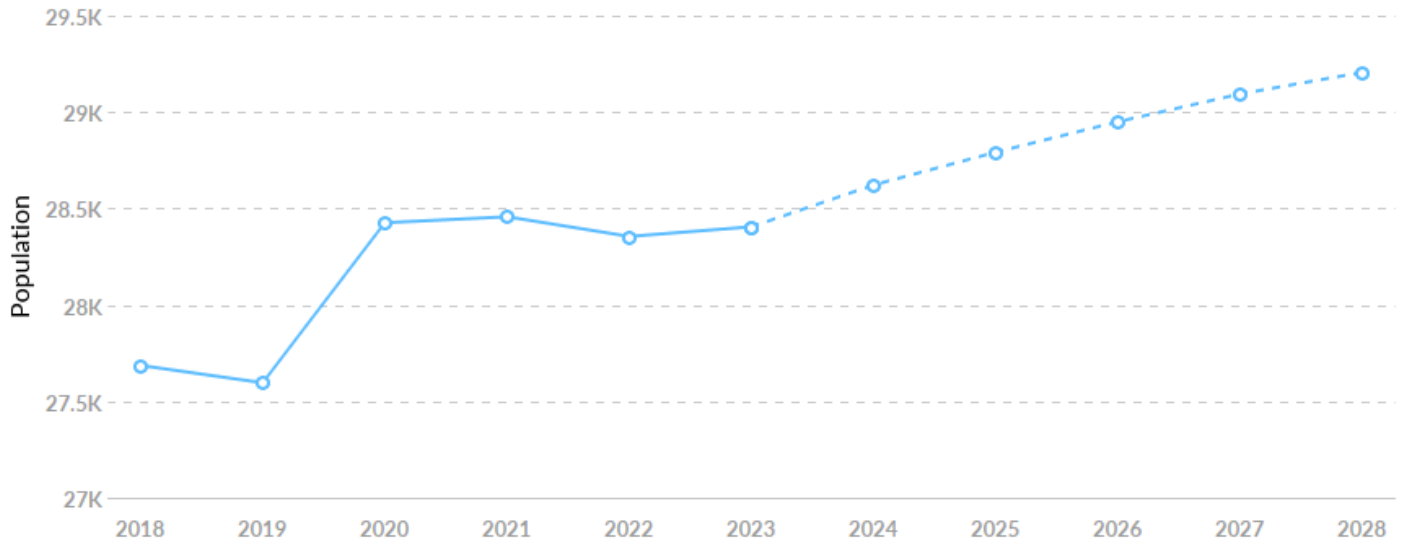


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	10	3.08%
Not Hispanic or Latino	315	96.92%
Total	325	100.00%

Historic & Projected Trends

Population Trends

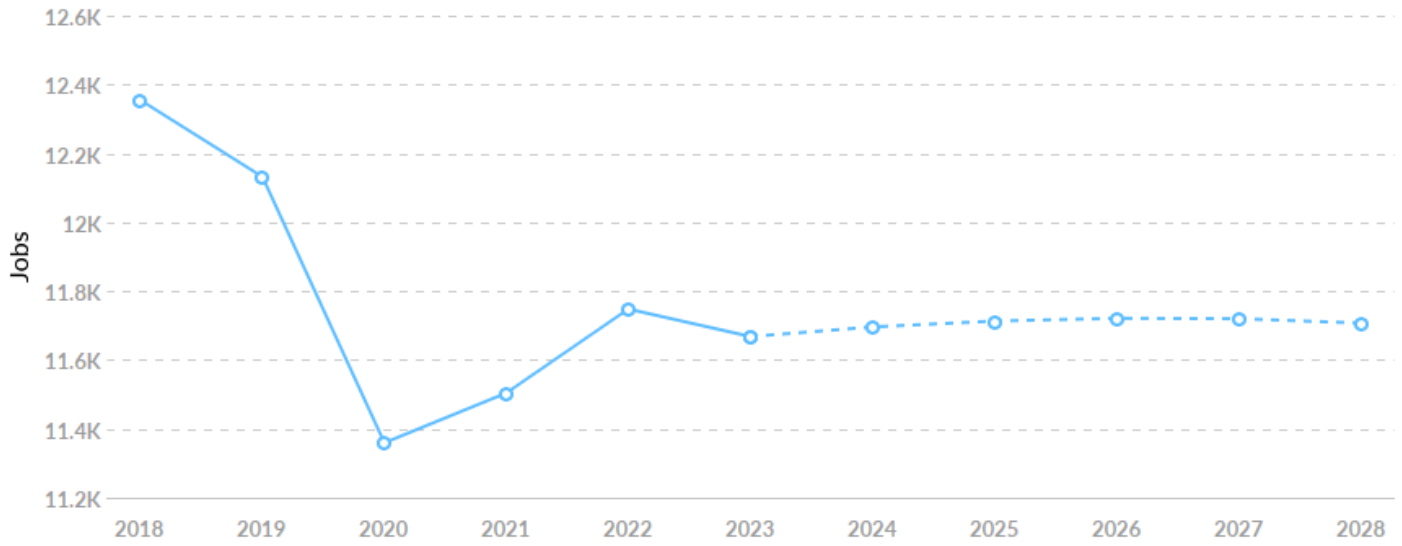
As of 2023 the region's population increased by 2.6% since 2018, growing by 719. Population is expected to increase by 2.8% between 2023 and 2028, adding 801.



Timeframe	Population
2018	27,686
2019	27,596
2020	28,426
2021	28,457
2022	28,355
2023	28,405
2024	28,622
2025	28,792
2026	28,950
2027	29,094
2028	29,206

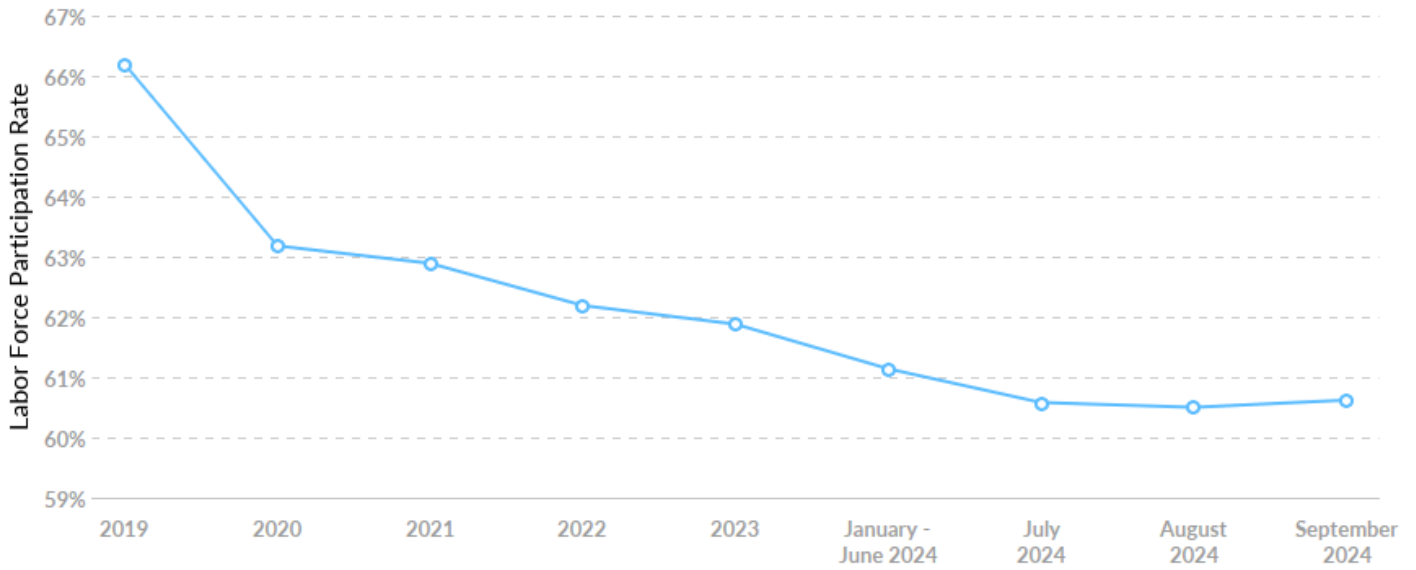
Job Trends

From 2018 to 2023, jobs declined by 5.6% in Lincoln County, WI from 12,356 to 11,668. This change fell short of the national growth rate of 4.5% by 10.1%.



Timeframe	Jobs
2018	12,356
2019	12,133
2020	11,359
2021	11,504
2022	11,748
2023	11,668
2024	11,696
2025	11,713
2026	11,721
2027	11,720
2028	11,707

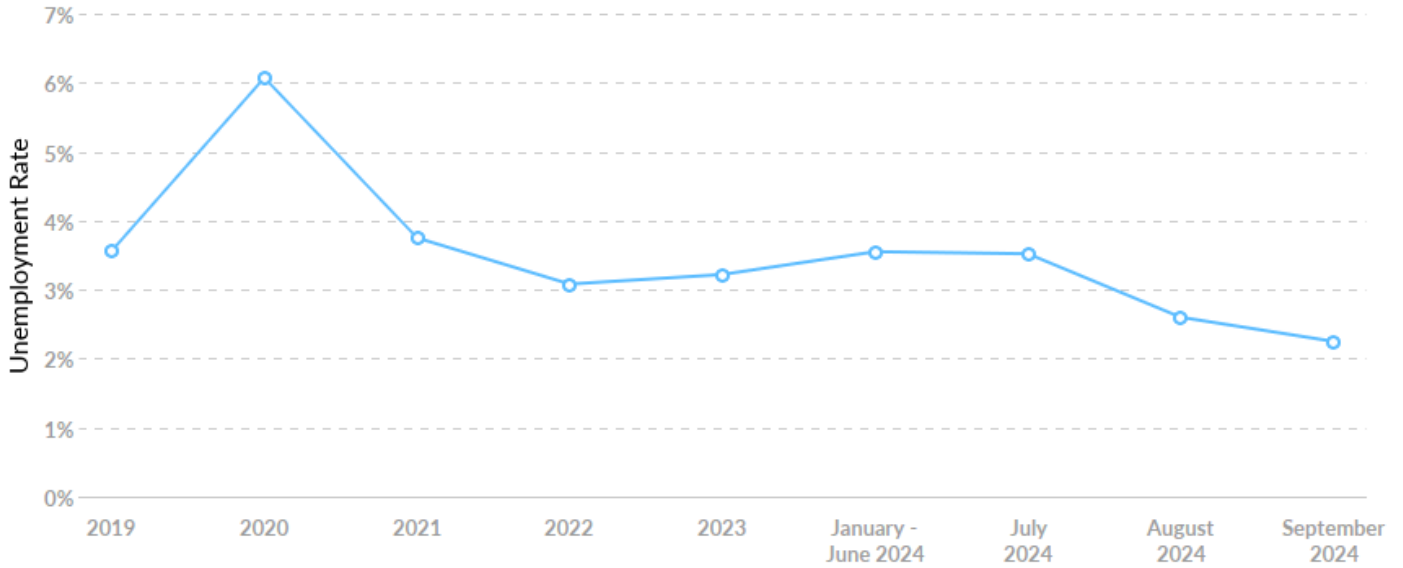
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.19%
2020	63.18%
2021	62.89%
2022	62.19%
2023	61.88%
January - June 2024	61.14%
July 2024	60.58%
August 2024	60.50%
September 2024	60.62%

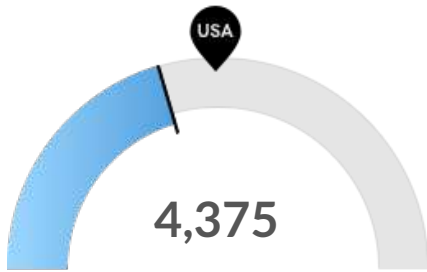
Unemployment Rate Trends

Lincoln County, WI had a September 2024 unemployment rate of 2.25%, **decreasing from 3.56%** 5 years before.



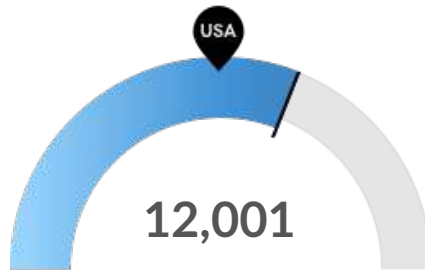
Timeframe	Unemployment Rate
2019	3.56%
2020	6.07%
2021	3.75%
2022	3.08%
2023	3.22%
January - June 2024	3.55%
July 2024	3.52%
August 2024	2.60%
September 2024	2.25%

Population Characteristics



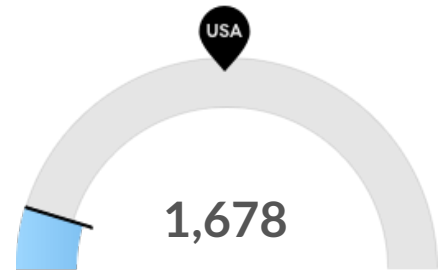
Millennials

Lincoln County, WI has 4,375 millennials (ages 25-39). The national average for an area this size is 5,771.



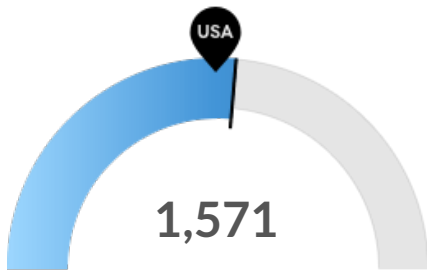
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,575 people 55 or older, while there are 12,001 here.



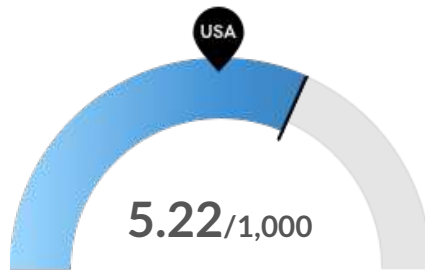
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 11,830 racially diverse people, while there are 1,678 here.



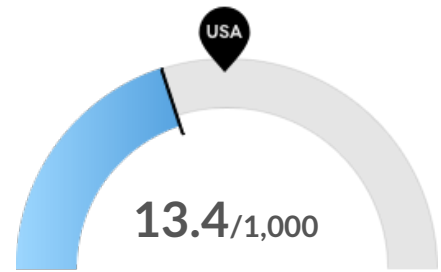
Veterans

Lincoln County, WI has 1,571 veterans. The national average for an area this size is 1,450.



Violent Crime

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

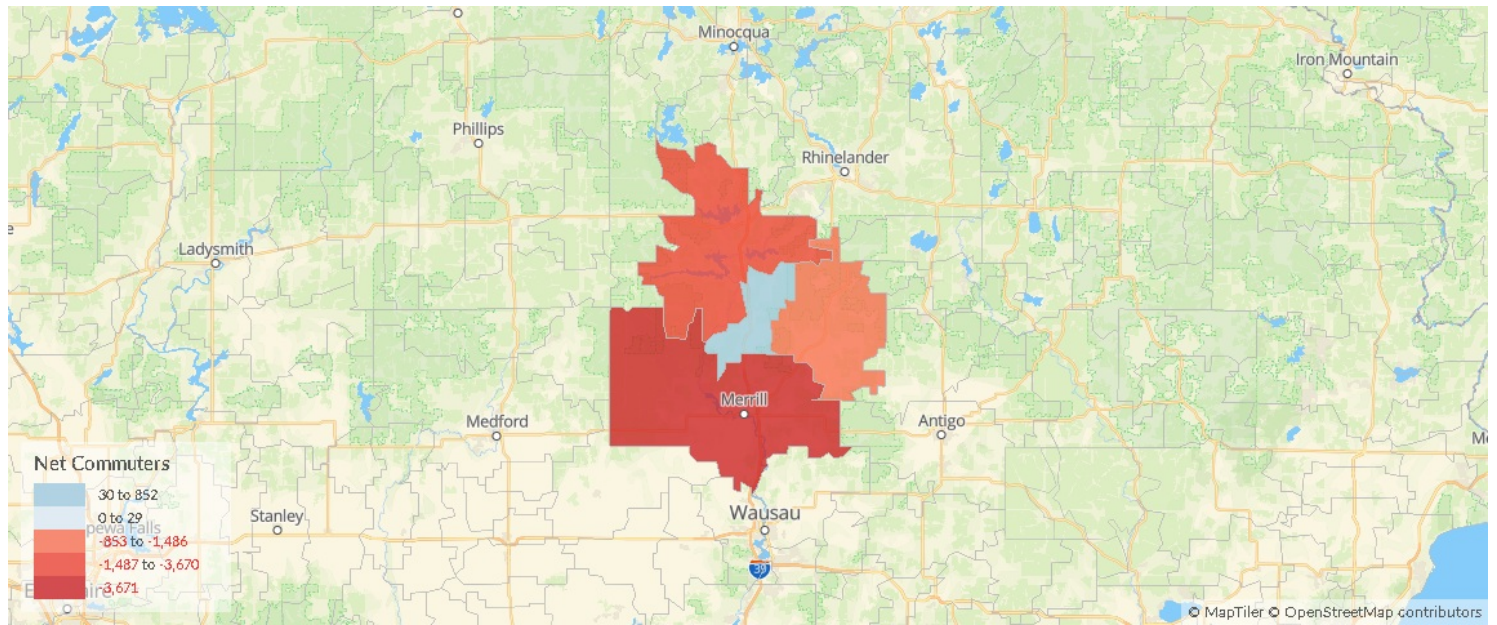


Property Crime

Lincoln County, WI has 13.4 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...	6,590
54487	Tomahawk, WI (in Linco...	4,088
54442	Irma, WI (in Lincoln cou...	634
54435	Gleason, WI (in Lincoln ...	332
54532	Heafford Junction, WI (i...	24

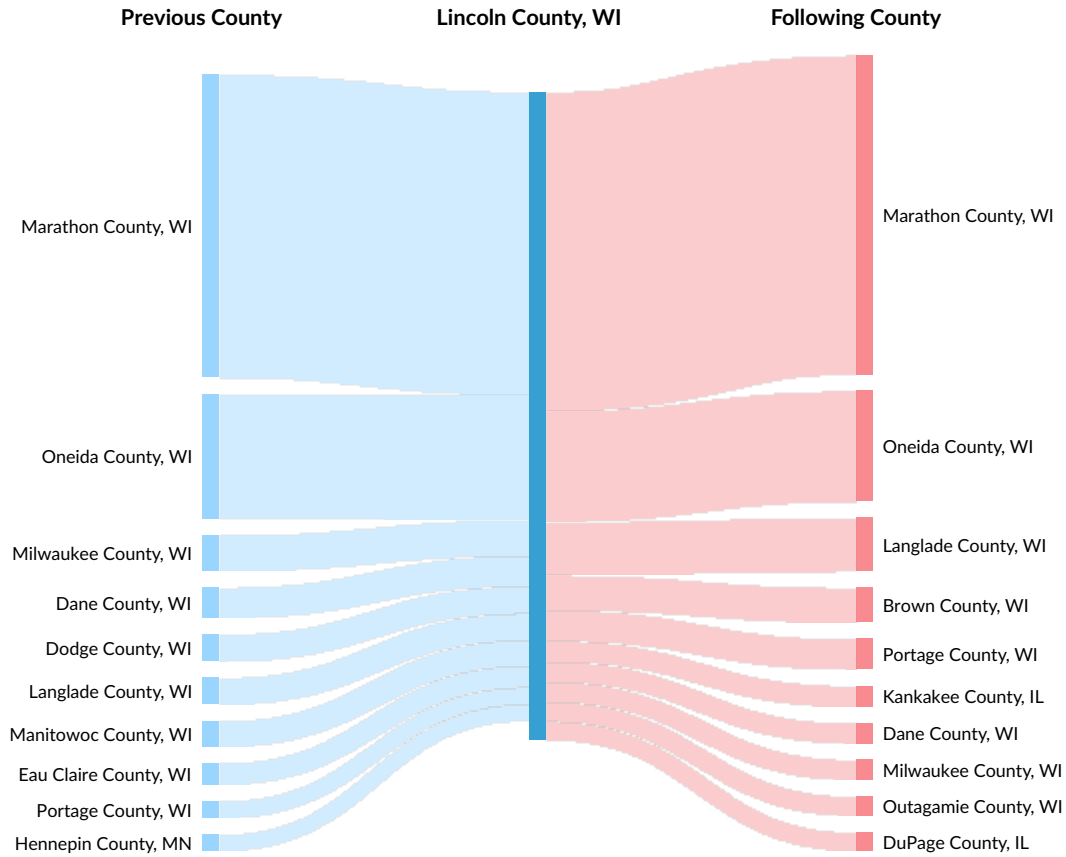
Where Talent Lives

ZIP	Name	2023 Workers
54452	Merrill, WI (in Lincoln c...	10,261
54487	Tomahawk, WI (in Linco...	5,575
54435	Gleason, WI (in Lincoln ...	1,185
54442	Irma, WI (in Lincoln cou...	604
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 2022, 282 people have migrated from Marathon County, WI to Lincoln County, WI. In the same year, 297 people left Lincoln County, WI migrating to Marathon County, WI. The total Net Migration for Lincoln County, WI in 2022 was 171.

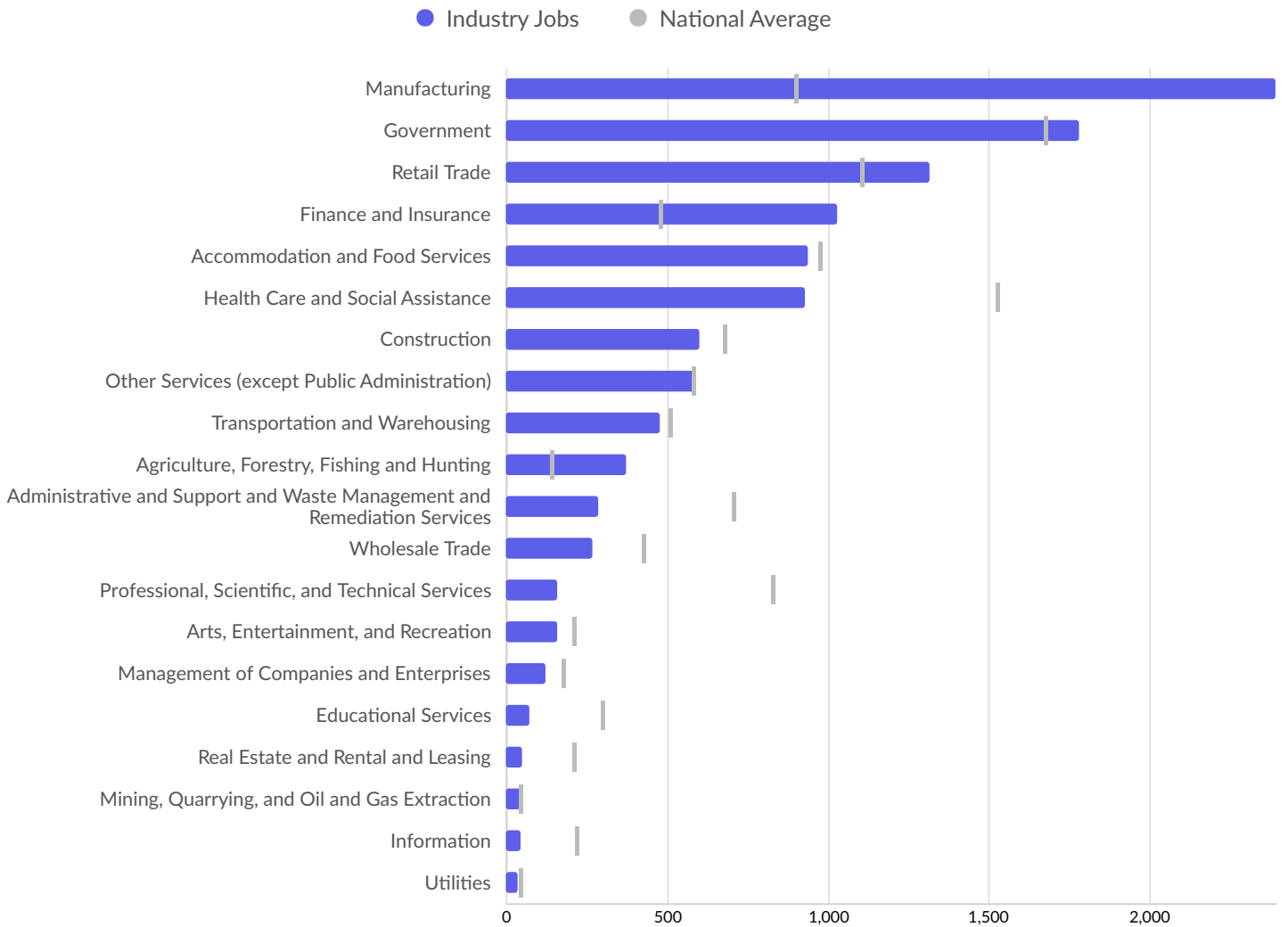


Top Previous Counties	Migrations
Marathon County, WI	282
Oneida County, WI	116
Milwaukee County, WI	33
Dane County, WI	28
Dodge County, WI	25
Langlade County, WI	25

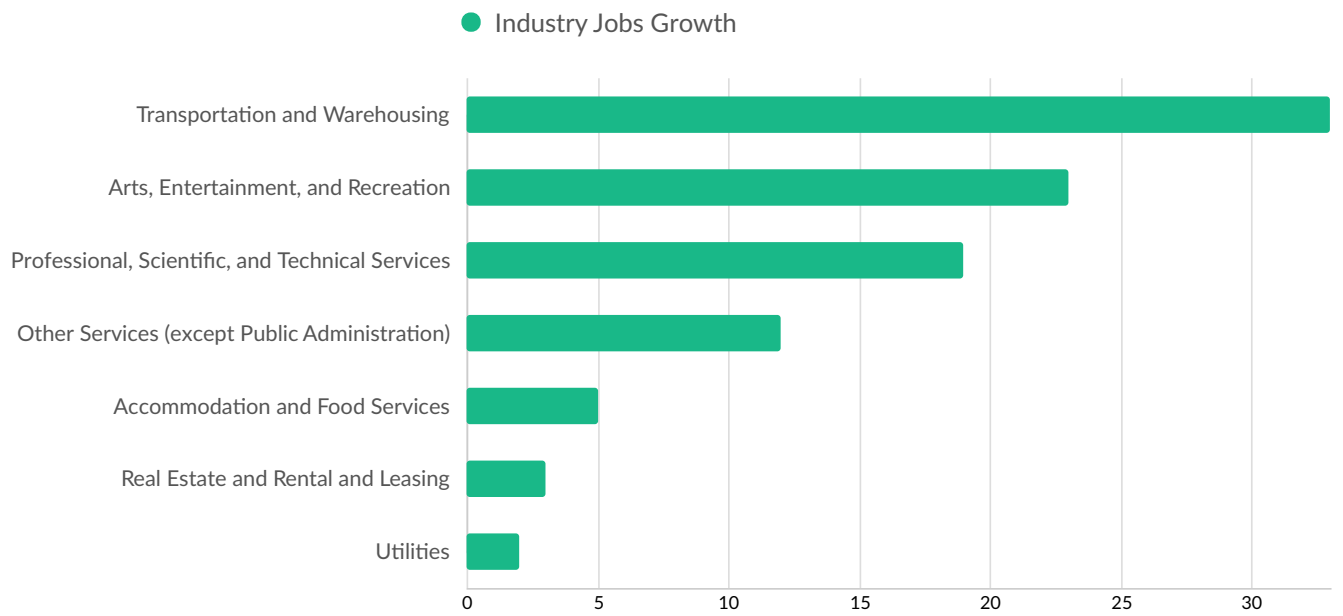
Top Previous Counties	Migrations
Manitowoc County, WI	24
Eau Claire County, WI	20
Portage County, WI	16
Hennepin County, MN	15
Pine County, MN	15
Jefferson County, WI	14
Taylor County, WI	14
Onslow County, NC	14
Montgomery County, MO	13
Top Following Counties	Migrations
Marathon County, WI	297
Oneida County, WI	103
Langlade County, WI	50
Brown County, WI	33
Portage County, WI	28
Kankakee County, IL	20
Dane County, WI	19
Milwaukee County, WI	19
Outagamie County, WI	18
DuPage County, IL	17
Polk County, FL	16
Tazewell County, IL	15
Columbia County, WI	13
Monroe County, WI	12
Waukesha County, WI	12

Industry Characteristics

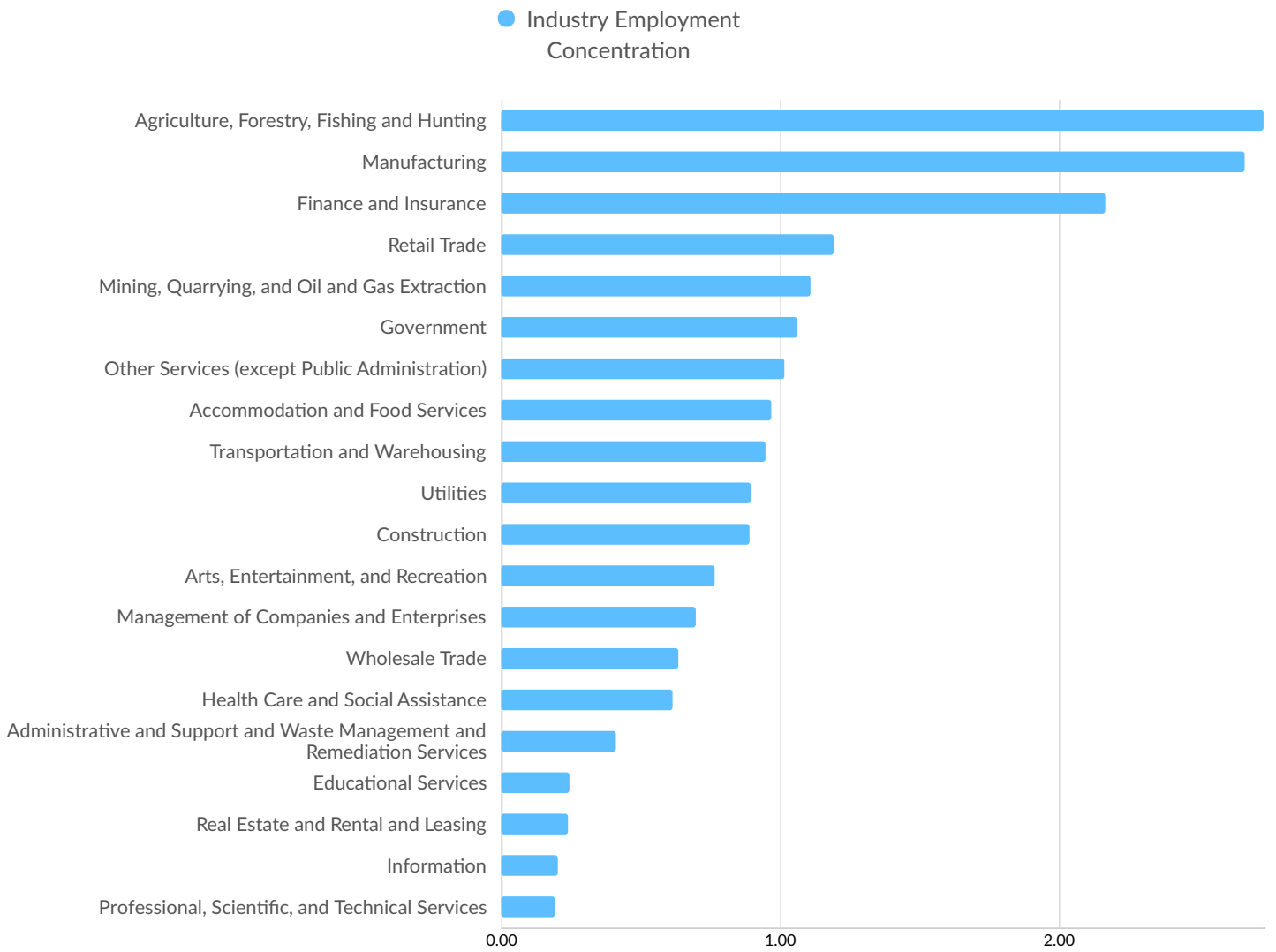
Largest Industries



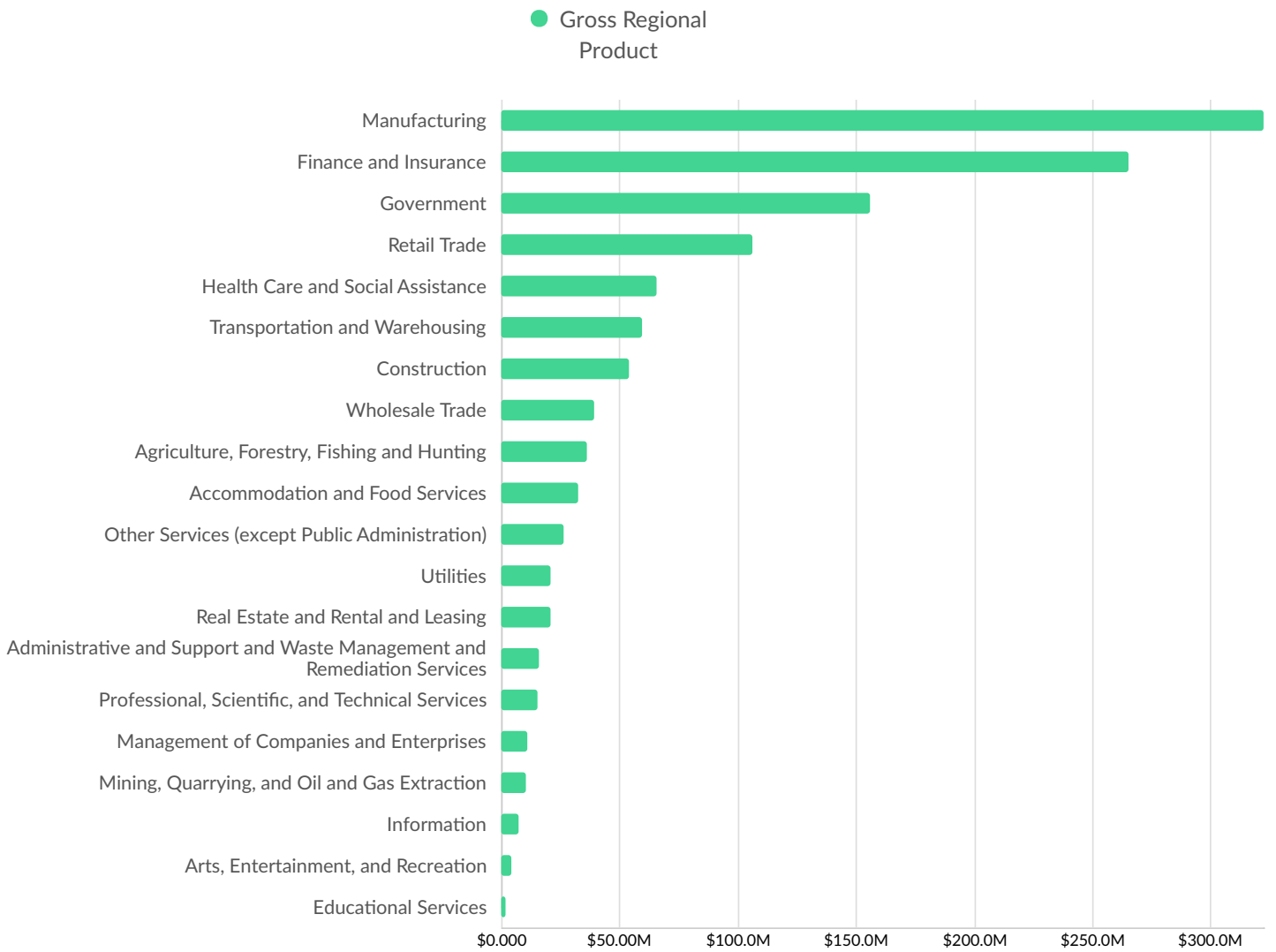
Top Growing Industries



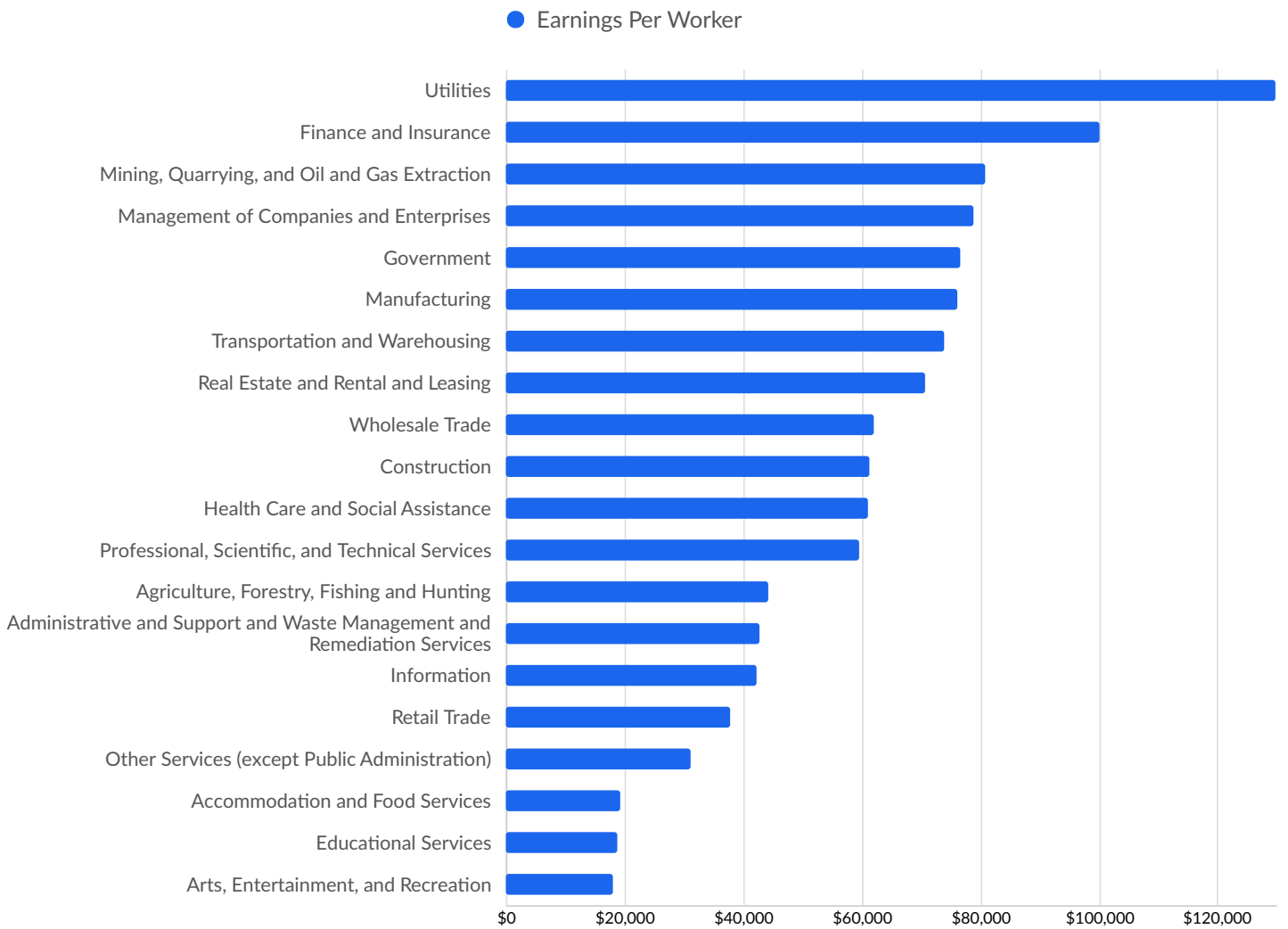
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



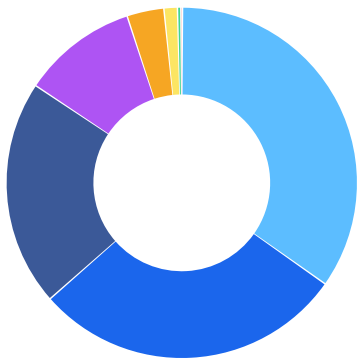
Business Characteristics

2,724 Companies Employ Your Workers

Online profiles for your workers mention 2,724 companies as employers, with the top 10 appearing below. In the last 12 months, 248 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...	314 	Church Mutual Insurance Comp...	84 
Merrill Area Public Schools	125 	Aspirus	76 
Aspirus	105 	Packaging Corporation of Ameri...	65 
Packaging Corporation of Ameri...	71 	Walmart	49 
State of Wisconsin	63 	Harley-Davidson	35 
Harley-Davidson	57 	Vohra Wound Physicians	29 
Ministry Health Care	50 	Church Mutual Insurance Comp...	28 
Marshfield Clinic	44 	Kwik Trip	25 
Agra Industries	41 	Samuel Whittar Incorporated	25 
Northcentral Technical College	34 	Samuel, Son & Co., Limited	20 

Business Size

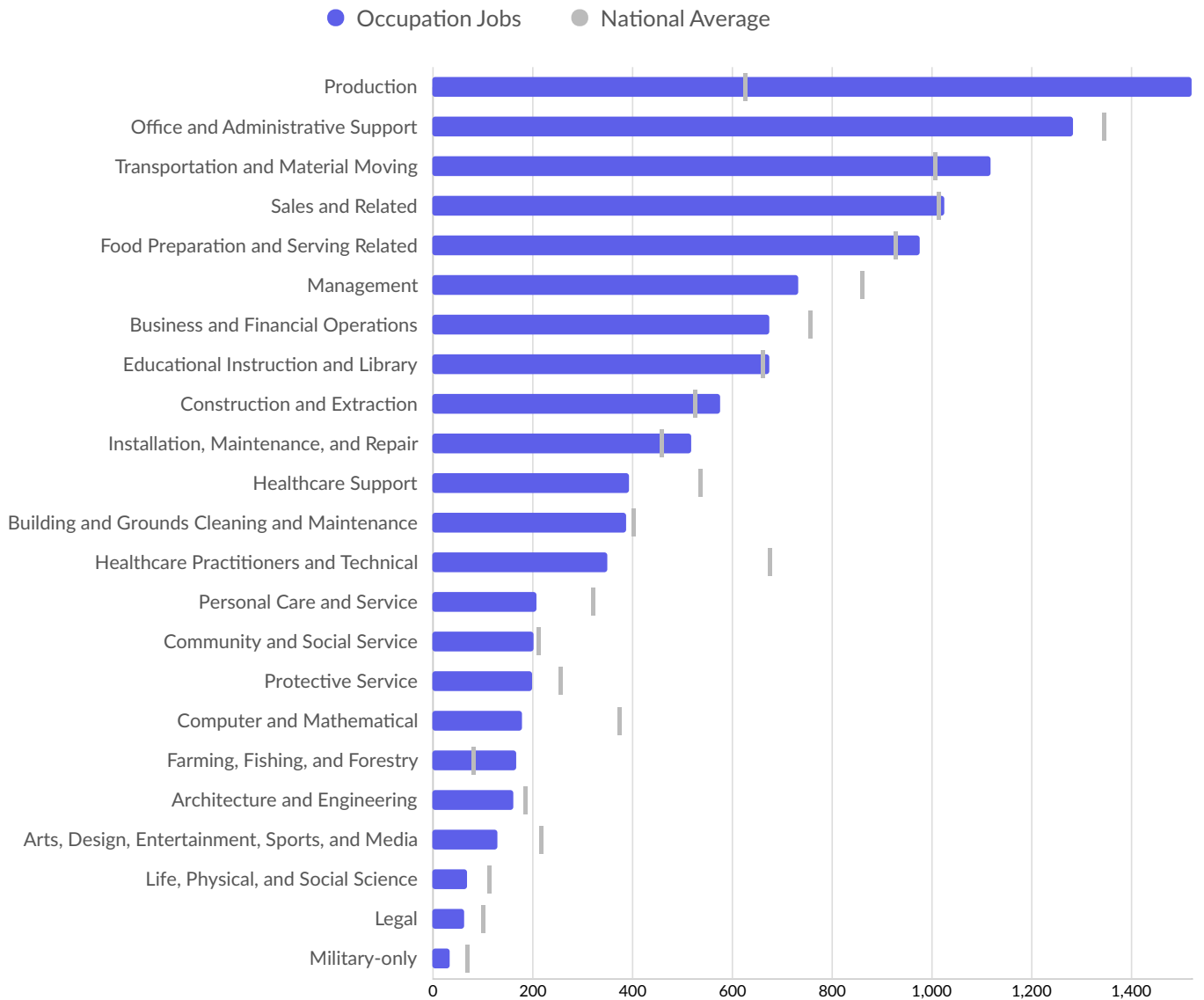


	Percentage	Business Count
● 1 to 4 employees	34.7%	448
● 5 to 9 employees	28.7%	371
● 10 to 19 employees	20.8%	269
● 20 to 49 employees	10.6%	137
● 50 to 99 employees	3.4%	44
● 100 to 249 employees	1.2%	16
● 250 to 499 employees	0.3%	4
● 500+ employees	0.2%	2

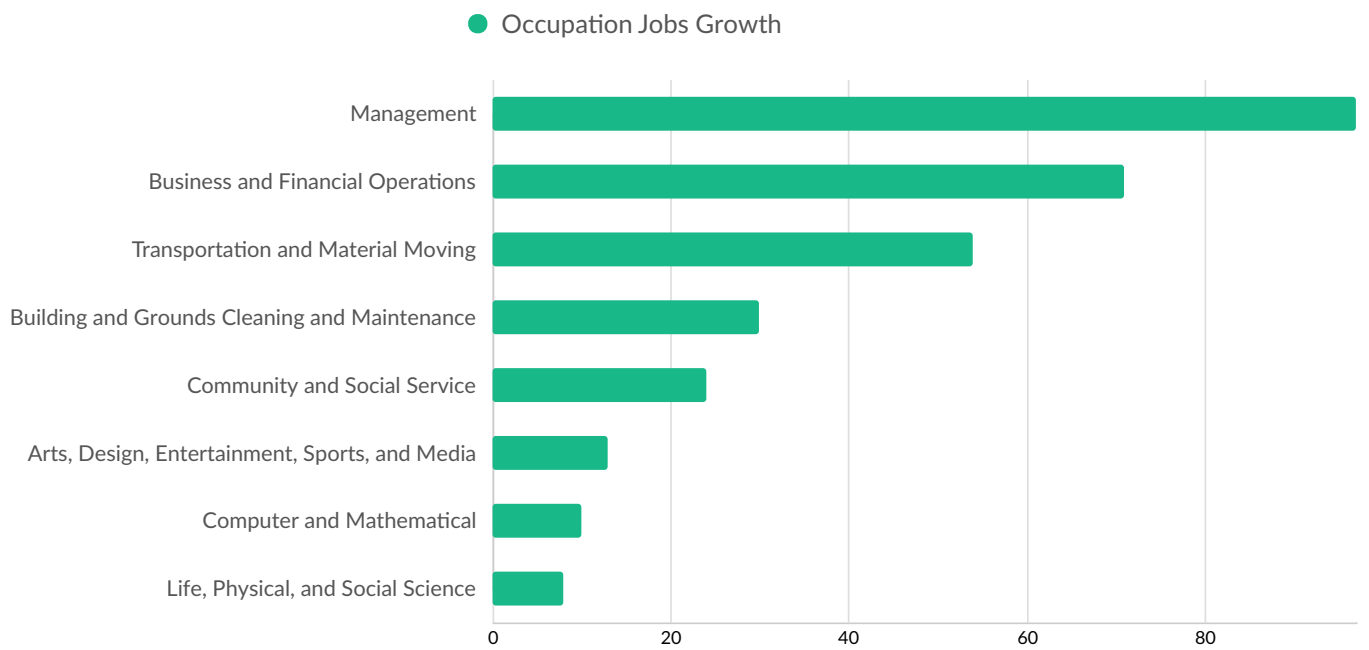
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

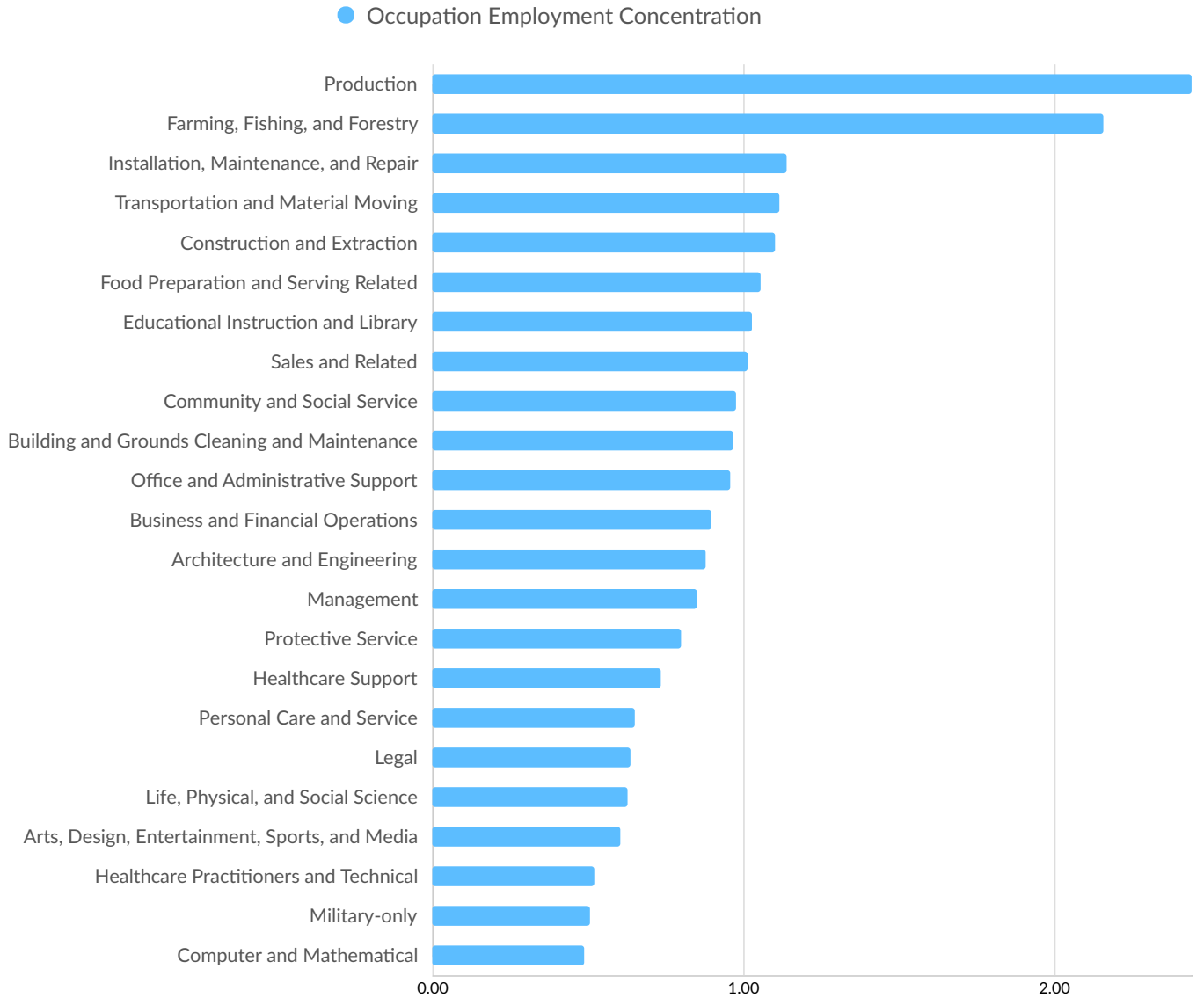
Largest Occupations



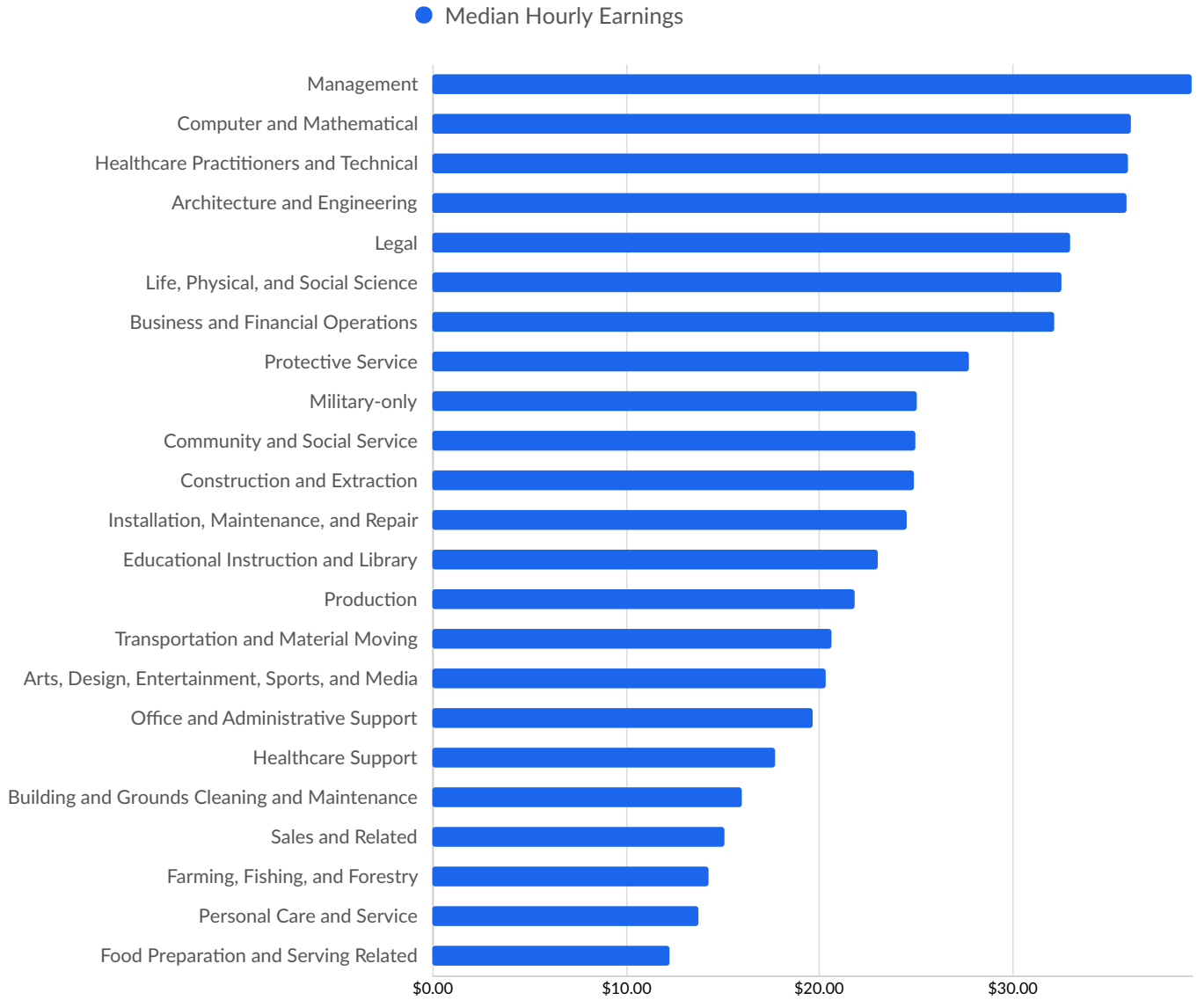
Top Growing Occupations



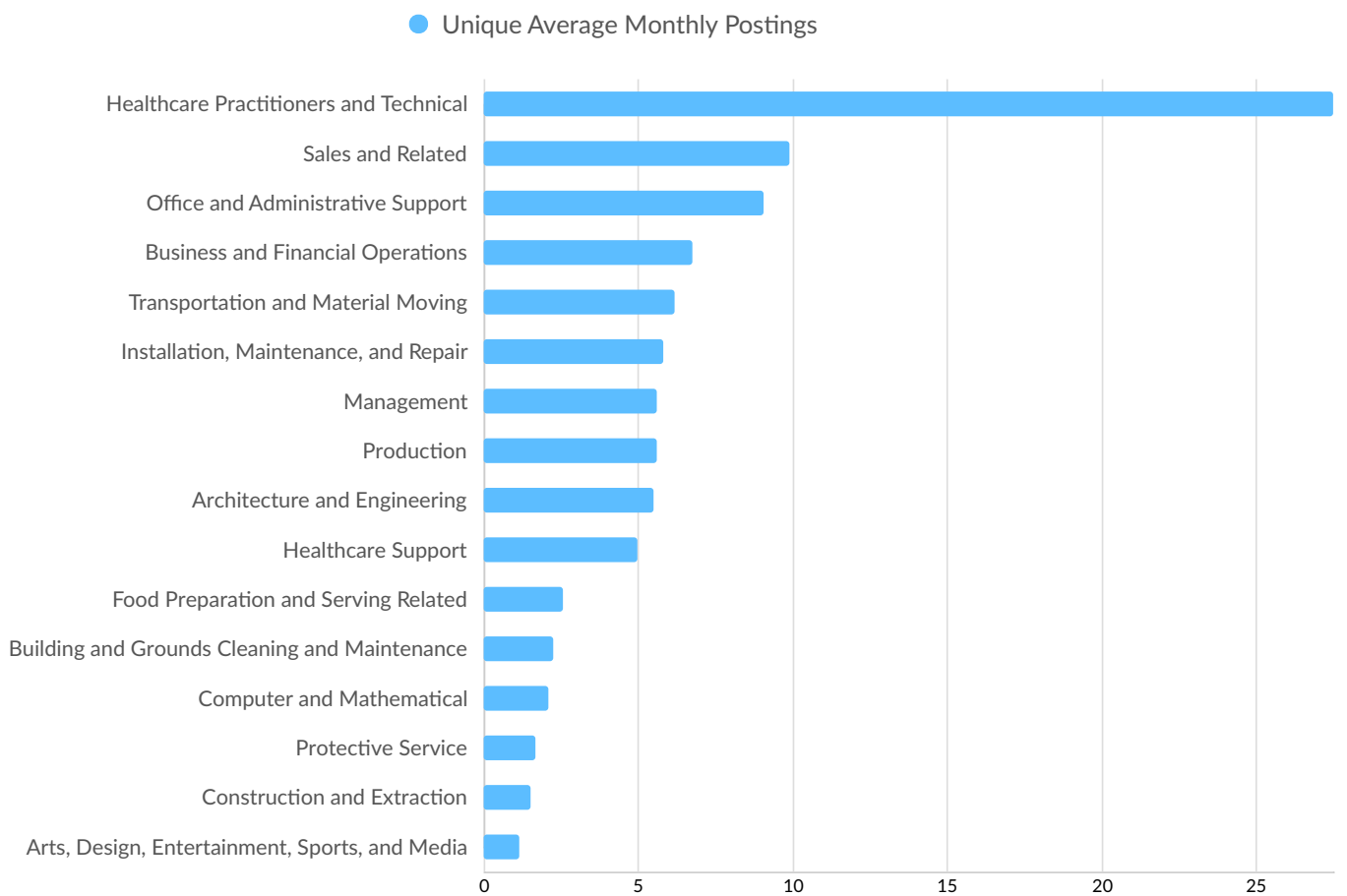
Top Occupation Employment Concentration



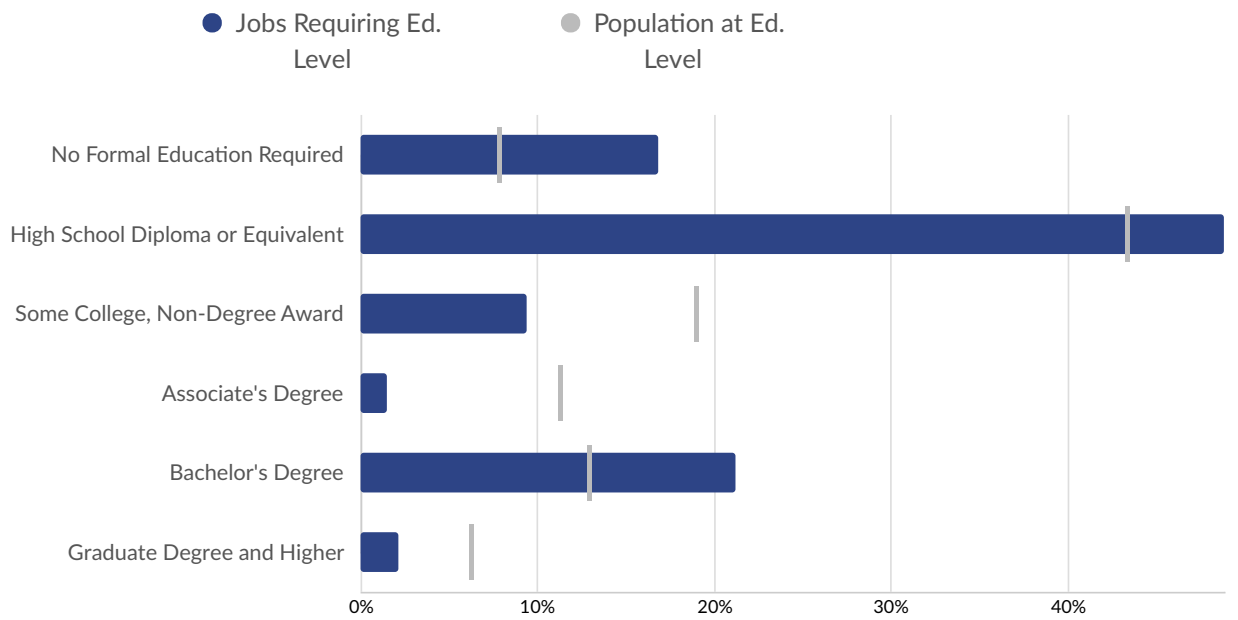
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

