



# 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

**28,622**

**Population (2024)**

Population **grew by 1,026** over the last 5 years and is projected to **grow by 683** over the next 5 years.

**11,523**

**Total Regional Employment**

Jobs **decreased by 611** over the last 5 years and are projected to **decrease by 56** over the next 5 years.

**\$64.3K**

**Median Household Income (2022)**

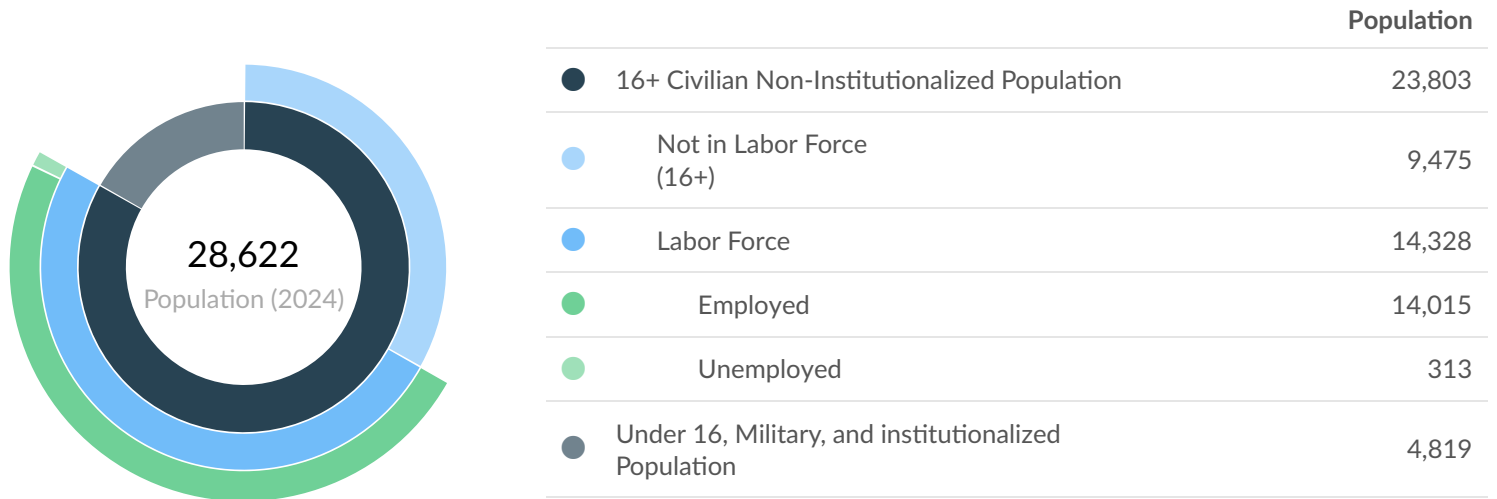
Median household income is **\$10.8K below** the national median household income of \$75.1K.

## Takeaways

- As of 2024 the region's population **increased by 3.7%** since 2019, growing by 1,026. Population is expected to **increase by 2.4%** between 2024 and 2029, adding 683.
- From 2019 to 2024, jobs **declined by 5.0%** in Lincoln County, WI from 12,134 to **11,523**. This change **fell short of the national growth rate of 3.9% by 8.9%**. As the number of jobs declined, the **labor force participation rate decreased from 66.1% to 60.2% between 2019 and 2024**.
- Concerning educational attainment, **13.1% of Lincoln County, WI residents possess a Bachelor's Degree** (8.4% below the national average), and **11.1% hold an Associate's Degree** (2.2% above the national average).
- The top three industries in 2024 are Education and Hospitals (Local Government), Insurance Carriers, and Restaurants and Other Eating Places.

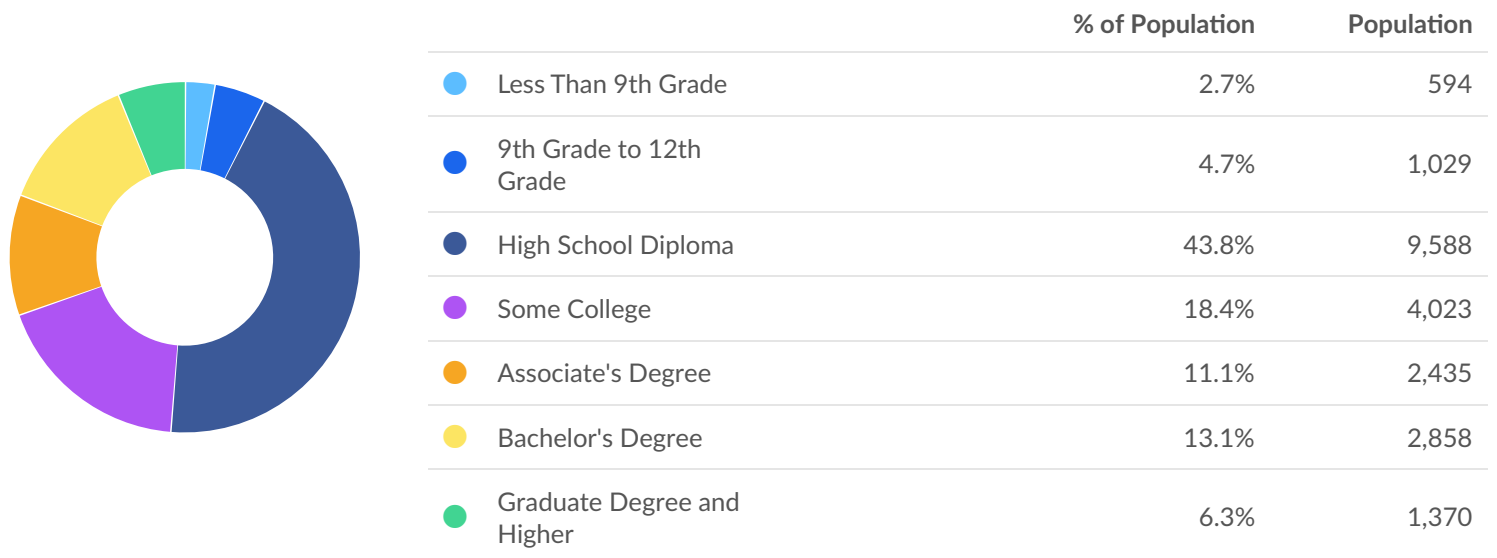
	Population (2024)	Labor Force (Oct 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	28,622	14,328	11,523	100.2	\$1.38B	\$2.47B	\$2.03B
State	5,932,800	3,179,316	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

## Oct 2024 Labor Force Breakdown



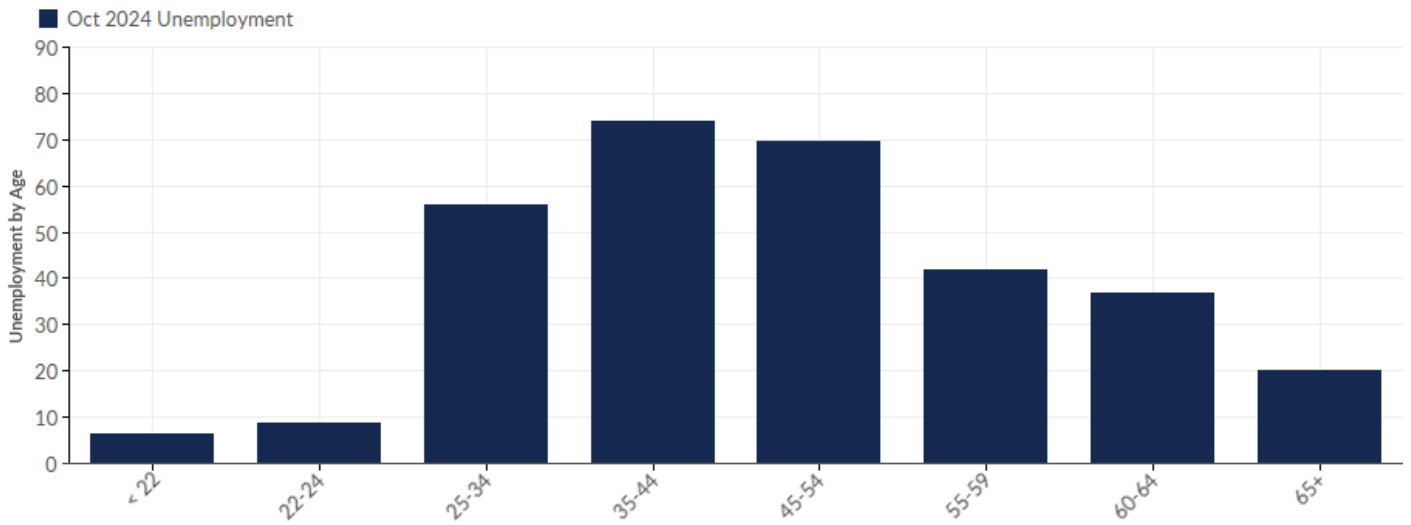
## Educational Attainment

Concerning educational attainment, **13.1% of Lincoln County, WI residents possess a Bachelor's Degree** (8.4% below the national average), and **11.1% hold an Associate's Degree** (2.2% above the national average).



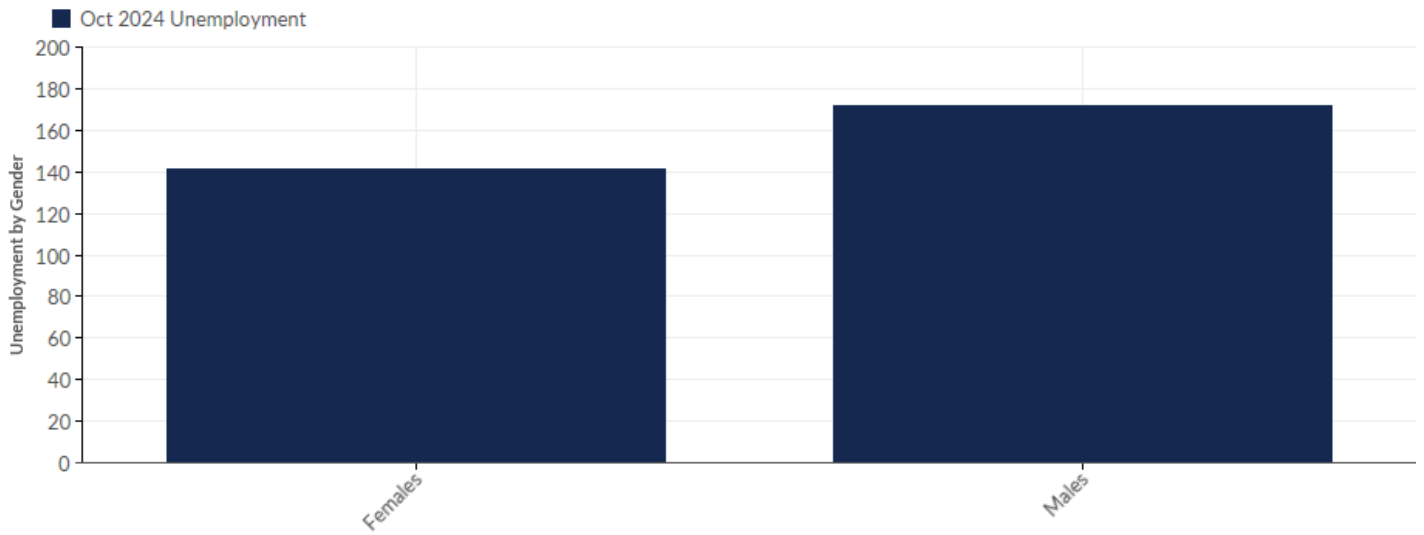
# Unemployment by Demographics

## Unemployment by Age



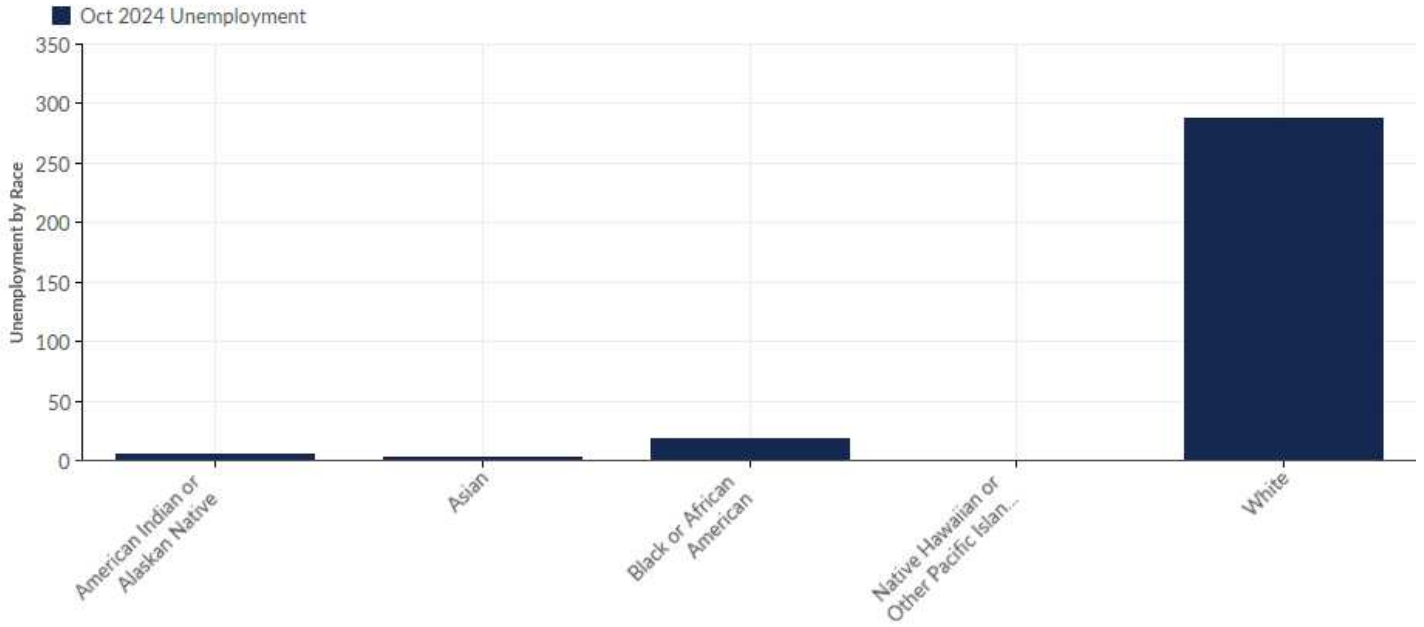
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	6	1.92%
22-24	9	2.88%
25-34	56	17.89%
35-44	74	23.64%
45-54	69	22.04%
55-59	42	13.42%
60-64	37	11.82%
65+	20	6.39%
<b>Total</b>	<b>313</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Oct 2024)	% of Unemployed
Females	141	45.05%
Males	172	54.95%
Total	313	100.00%

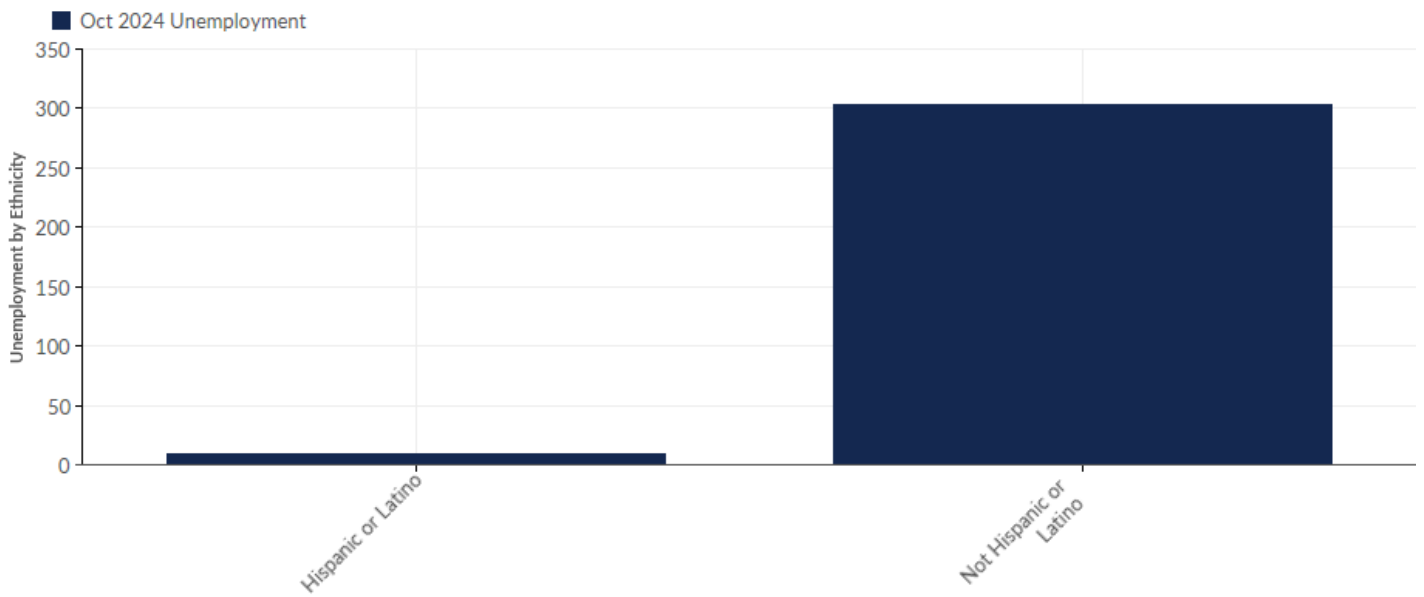
## Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	5	1.60%
Asian	3	0.96%
Black or African American	18	5.75%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	287	91.69%
<b>Total</b>	<b>313</b>	<b>100.00%</b>



## Unemployment by Ethnicity

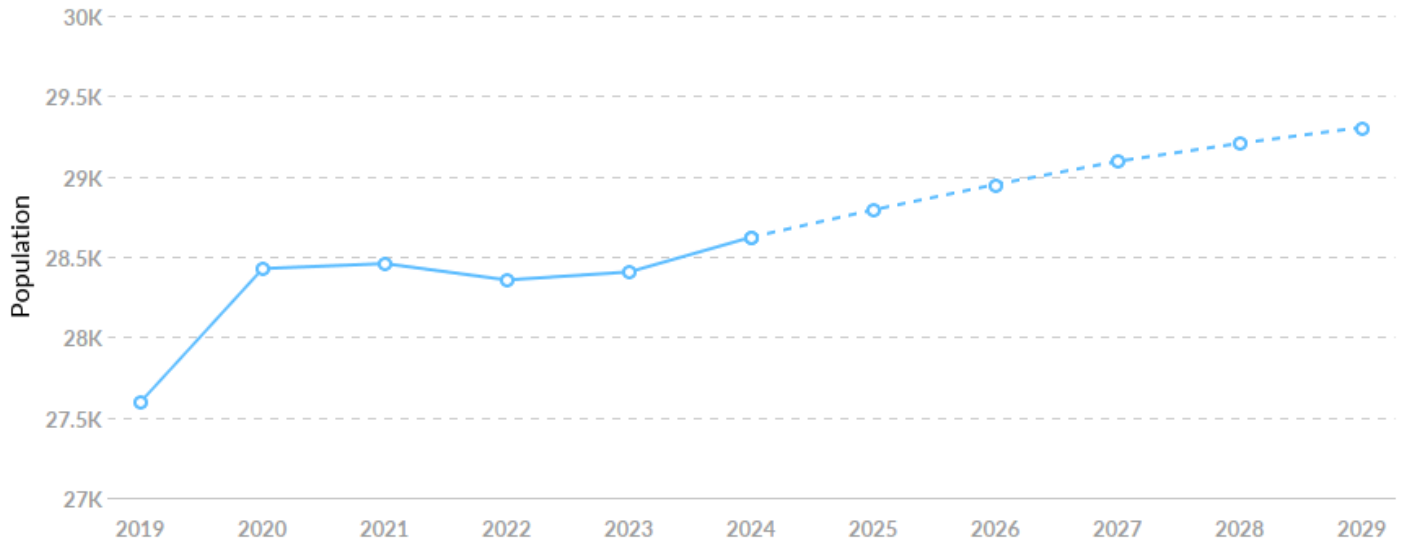


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	9	2.88%
Not Hispanic or Latino	304	97.12%
Total	313	100.00%

# Historic & Projected Trends

## Population Trends

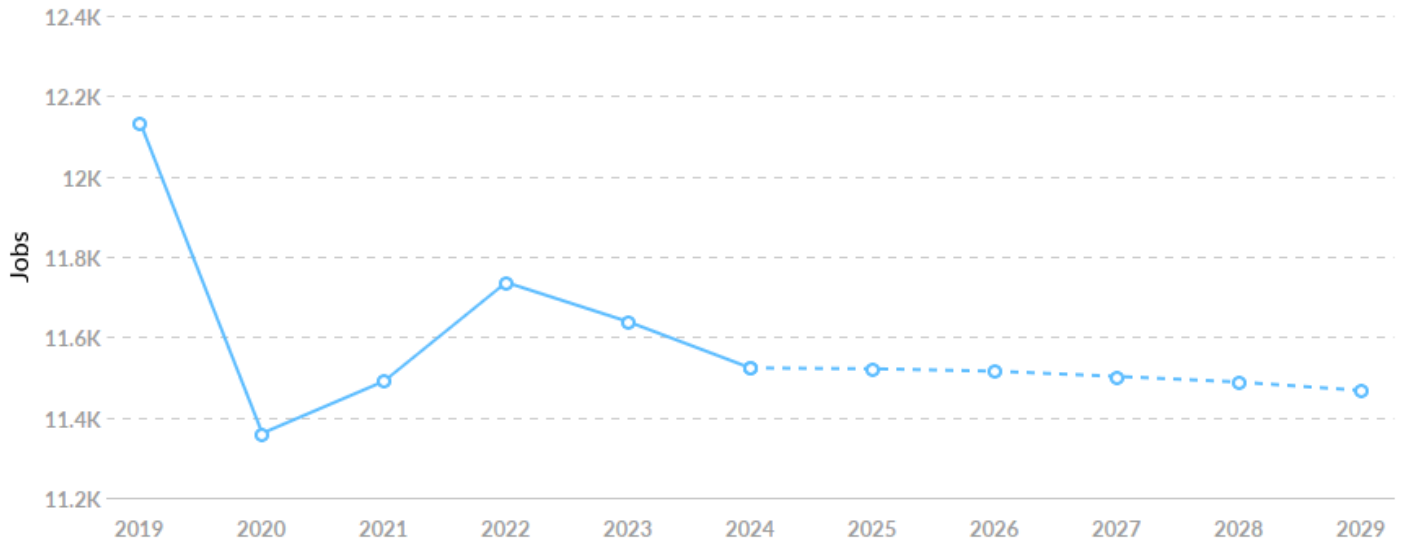
As of 2024 the region's population **increased by 3.7%** since 2019, growing by 1,026. Population is expected to **increase by 2.4%** between 2024 and 2029, adding 683.



Timeframe	Population
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
2029	29,305

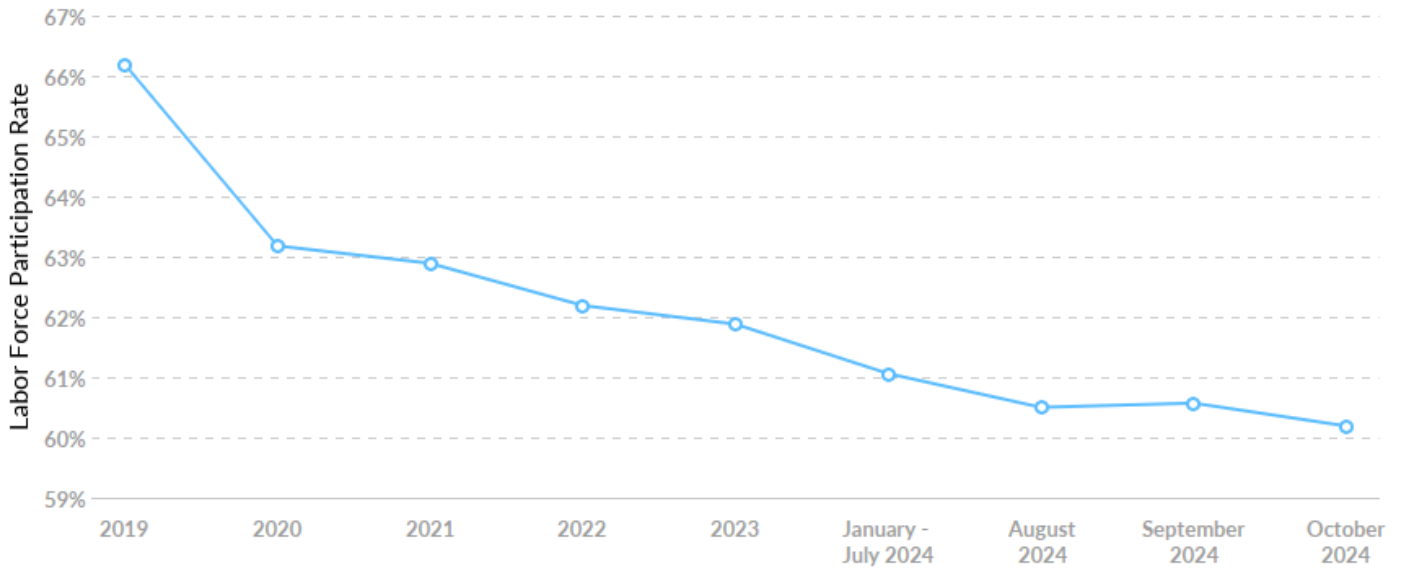
## Job Trends

From 2019 to 2024, jobs declined by 5.0% in Lincoln County, WI from 12,134 to **11,523**. This change fell short of the national growth rate of 3.9% by 8.9%.



Timeframe	Jobs
2019	12,134
2020	11,360
2021	11,490
2022	11,736
2023	11,638
2024	11,523
2025	11,521
2026	11,515
2027	11,502
2028	11,488
2029	11,467

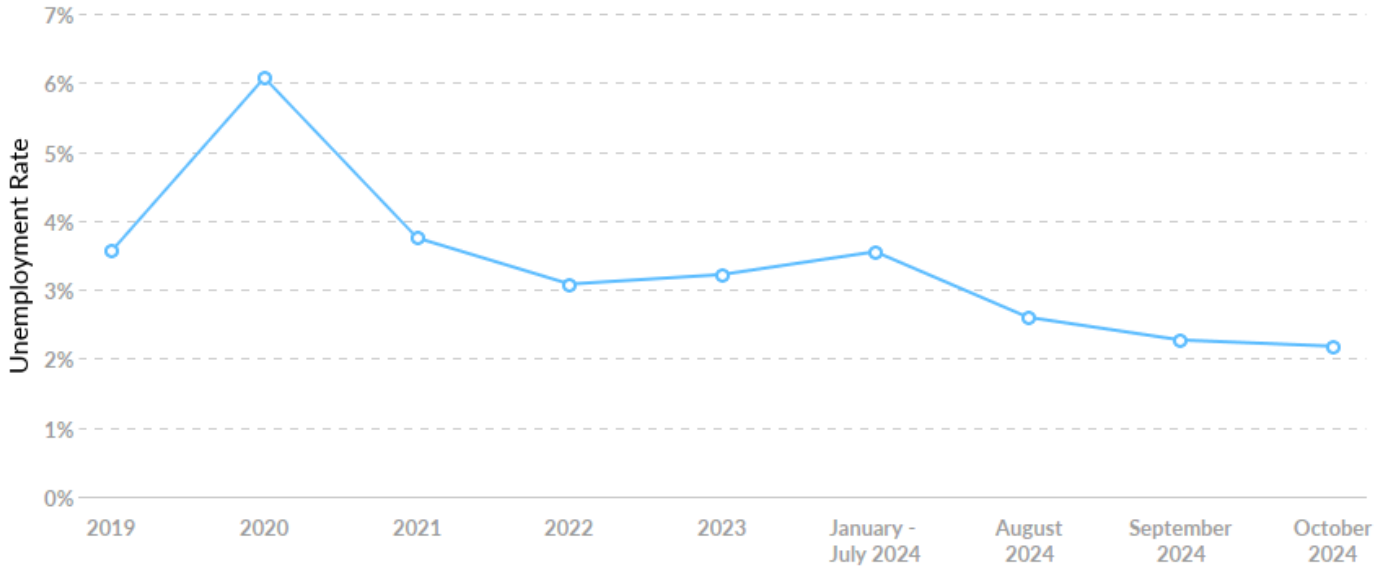
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	66.19%
2020	63.18%
2021	62.89%
2022	62.19%
2023	61.88%
January - July 2024	61.06%
August 2024	60.50%
September 2024	60.57%
October 2024	60.19%

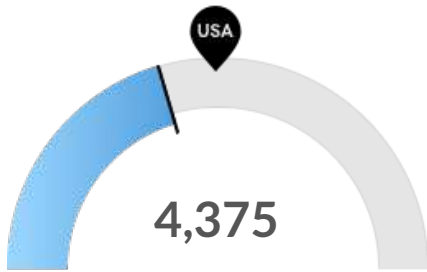
## Unemployment Rate Trends

Lincoln County, WI had an October 2024 unemployment rate of 2.18%, **decreasing from 3.56%** 5 years before.



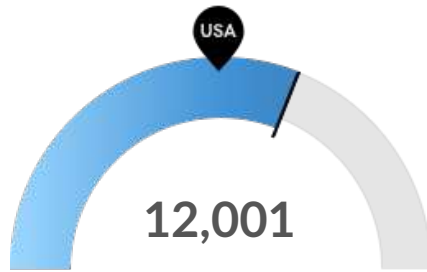
Timeframe	Unemployment Rate
2019	3.56%
2020	6.07%
2021	3.75%
2022	3.08%
2023	3.22%
January - July 2024	3.55%
August 2024	2.60%
September 2024	2.27%
October 2024	2.18%

## Population Characteristics



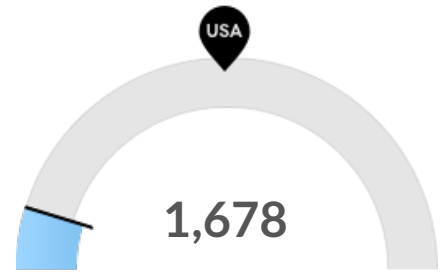
**Millennials**

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



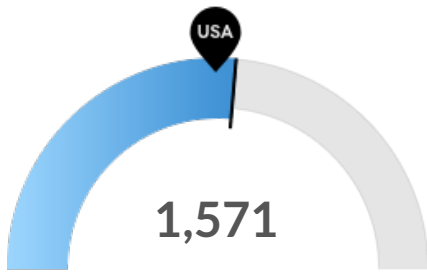
**Retiring Soon**

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.



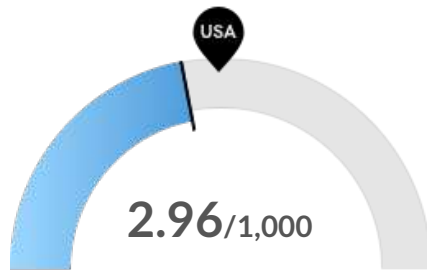
**Racial Diversity**

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.



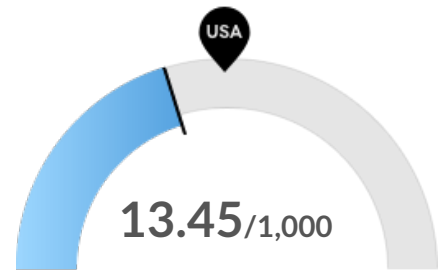
**Veterans**

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



**Violent Crime**

Lincoln County, WI has 2.96 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

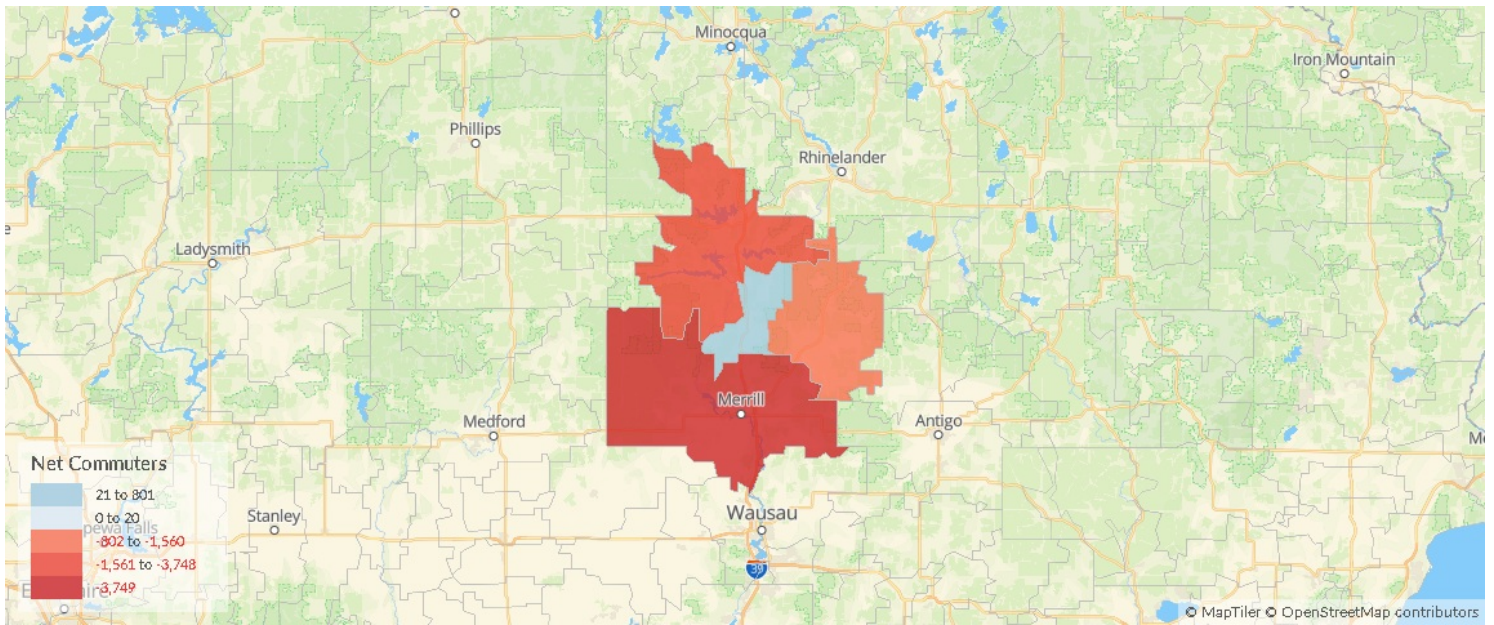


**Property Crime**

Lincoln County, WI has 13.45 property crimes per 1,000 people. The national rate is 18.02 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	2024 Employment
54452	Merrill, WI (in Lincoln c...	6,613
54487	Tomahawk, WI (in Linco...	3,911
54442	Irma, WI (in Lincoln cou...	640
54435	Gleason, WI (in Lincoln ...	336
54532	Heafford Junction, WI (i...	23

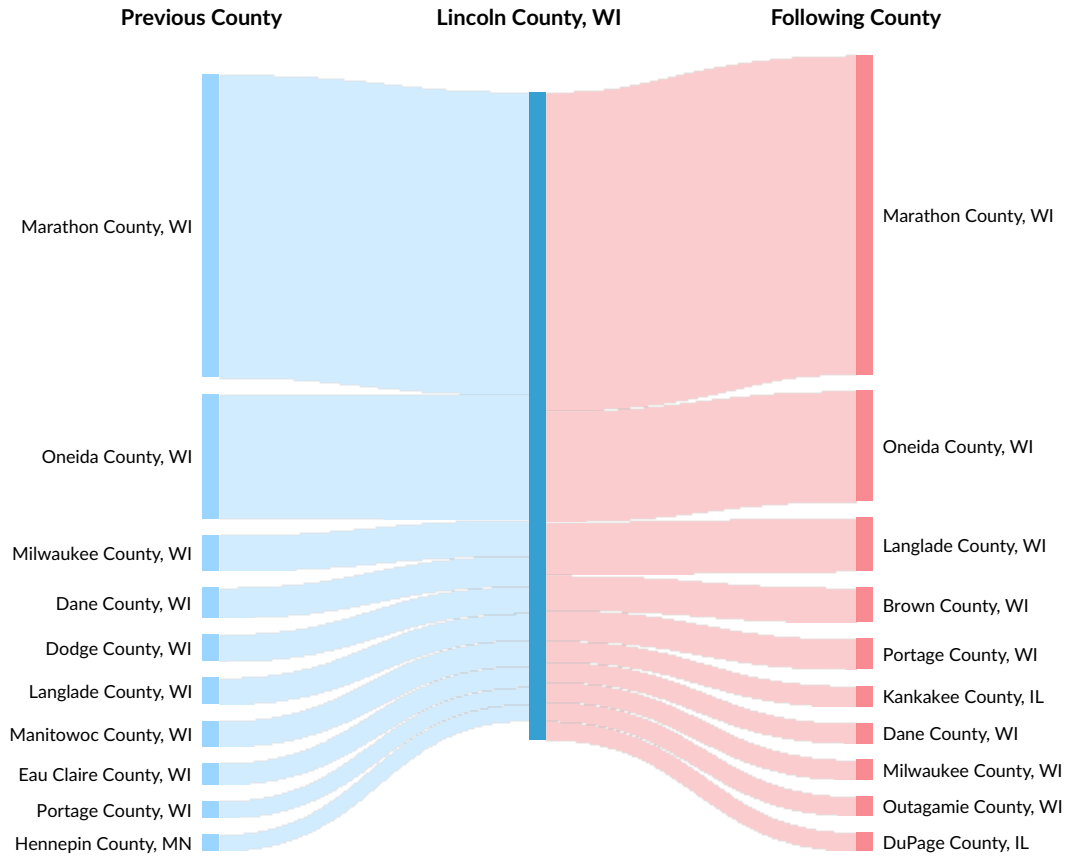
### Where Talent Lives

ZIP	Name	2024 Workers
54452	Merrill, WI (in Lincoln c...	10,362
54487	Tomahawk, WI (in Linco...	5,472
54435	Gleason, WI (in Lincoln ...	1,139
54442	Irma, WI (in Lincoln cou...	619
54532	Heafford Junction, WI (i...	23

# 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.



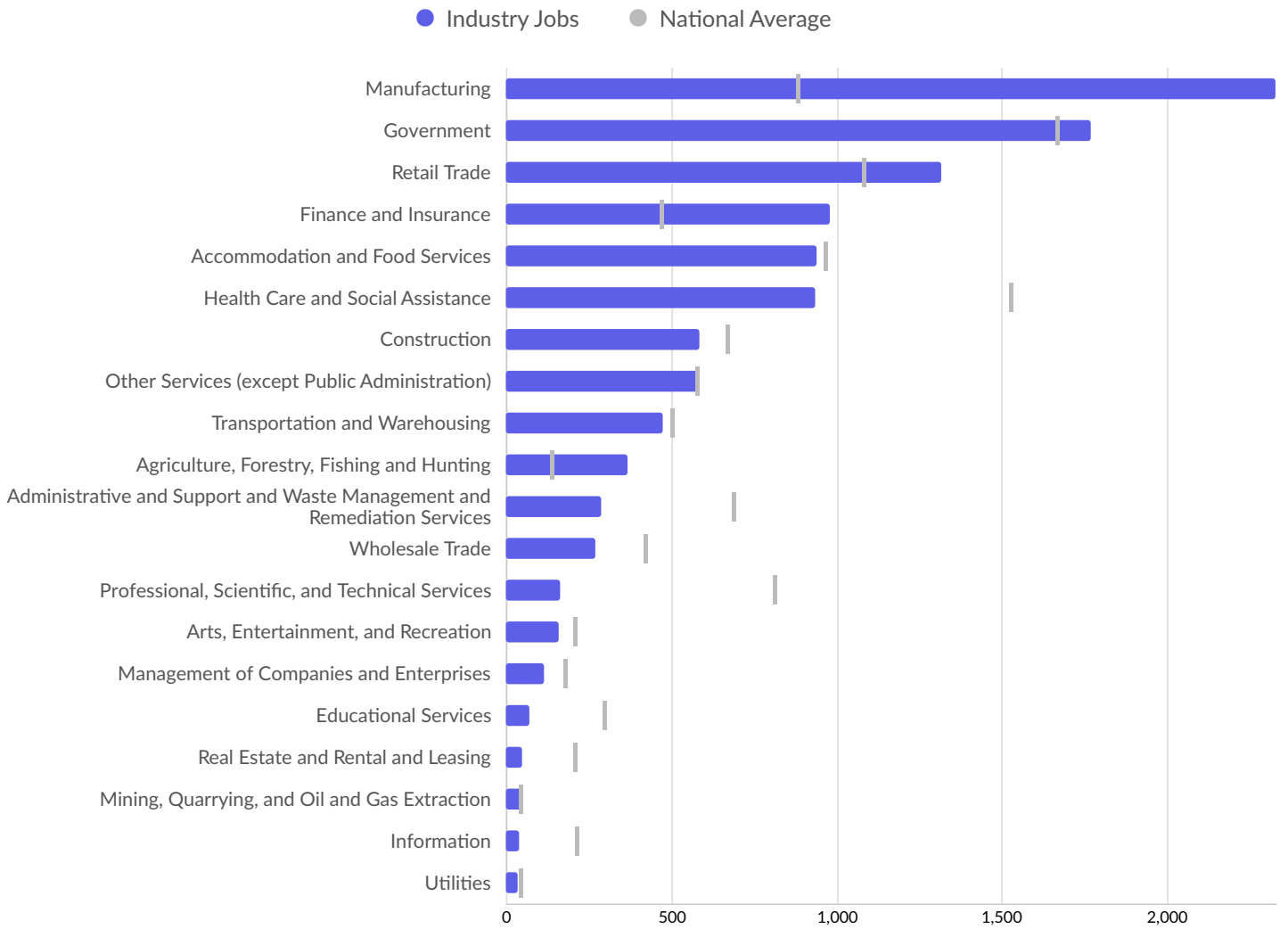
Top Previous Counties	Migrations
Marathon County, WI	282
Oneida County, WI	116
Milwaukee County, WI	33
Dane County, WI	28
Dodge County, WI	25
Langlade County, WI	25



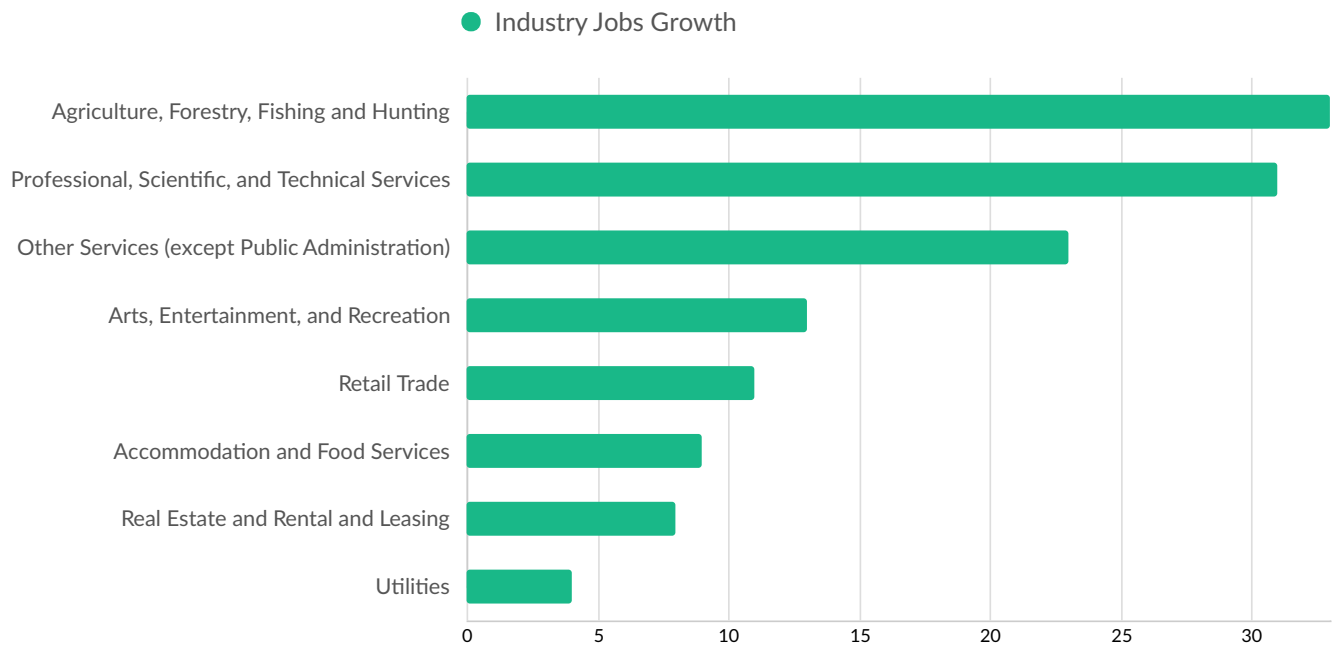
Top Previous Counties	Migrations
Manitowoc County, WI	24
Eau Claire County, WI	20
Portage County, WI	16
Hennepin County, MN	15
Pine County, MN	15
Jefferson County, WI	14
Taylor County, WI	14
Onslow County, NC	14
Montgomery County, MO	13
Top Following Counties	Migrations
Marathon County, WI	297
Oneida 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

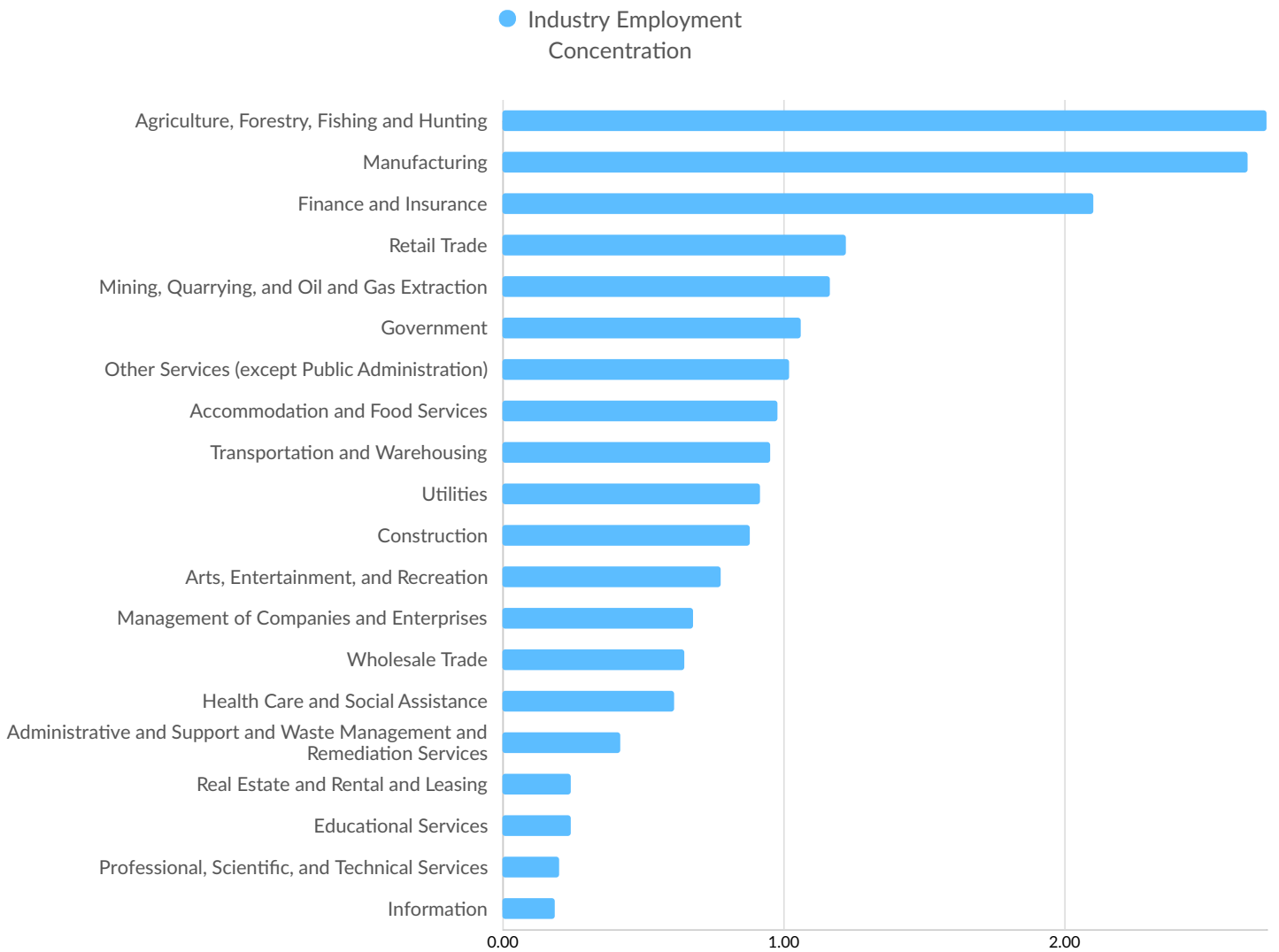
## Largest Industries



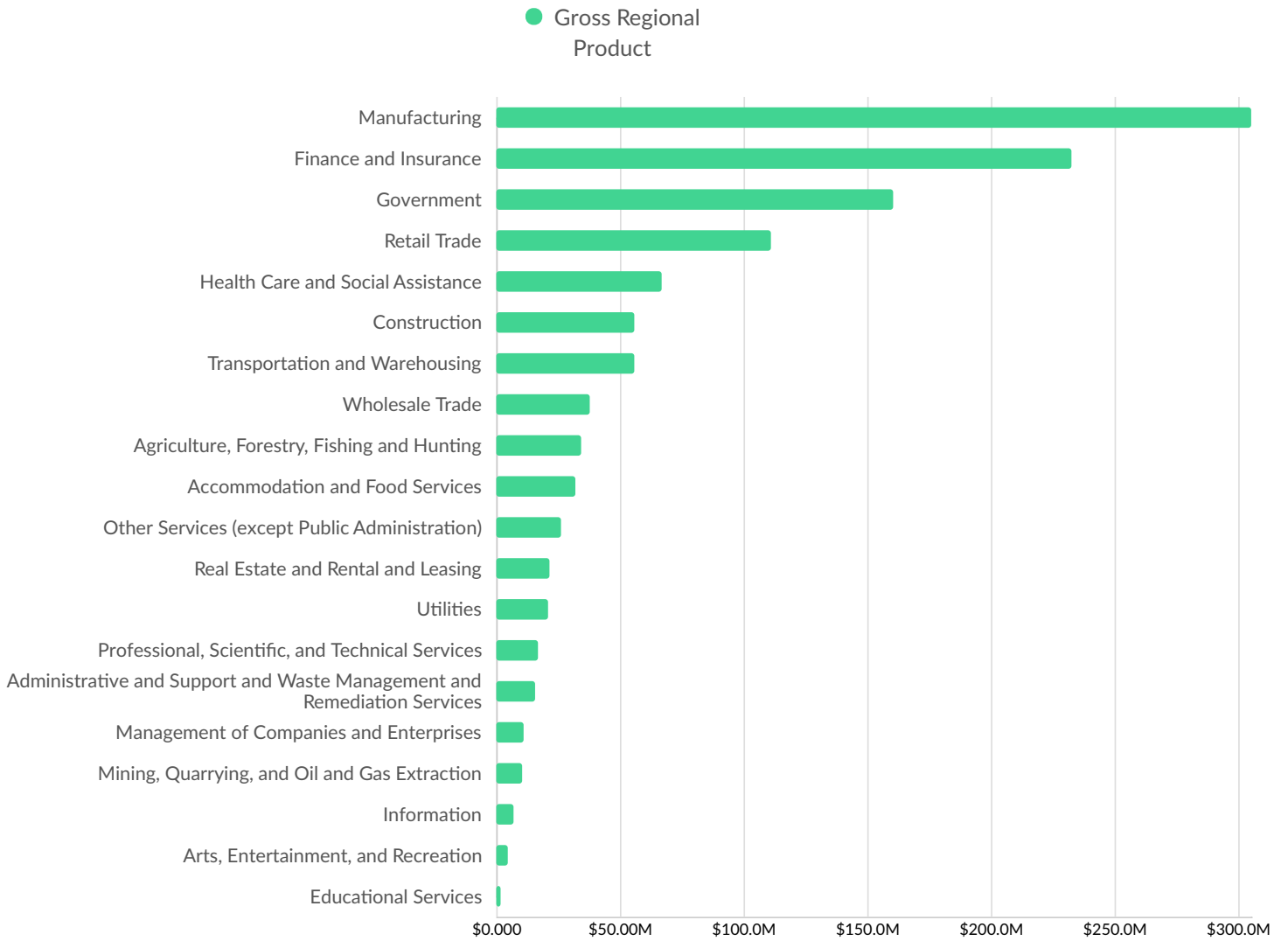
## Top Growing Industries



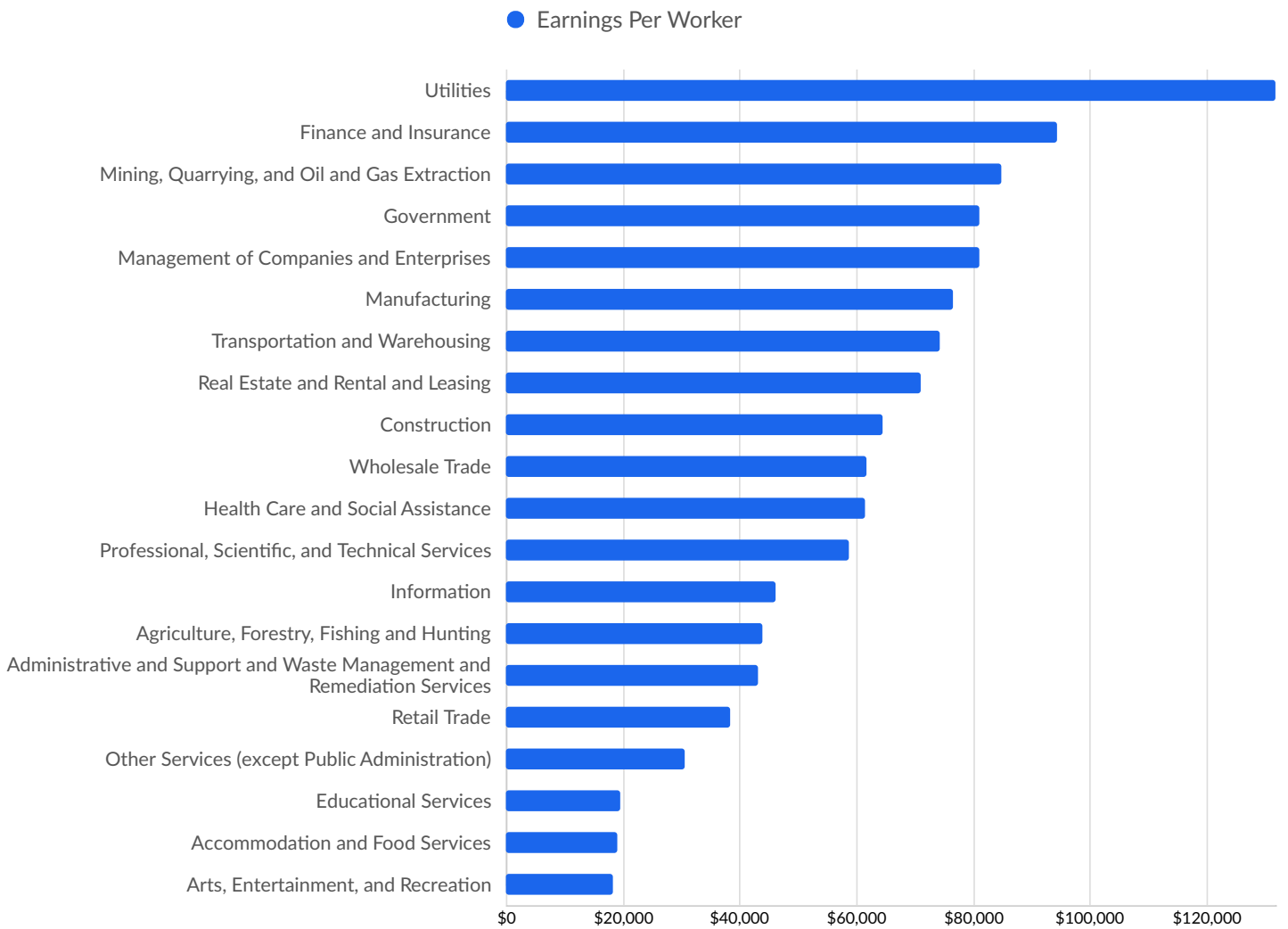
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



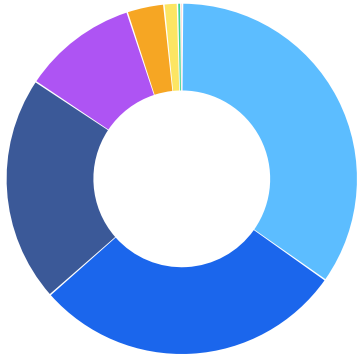
## Business Characteristics

### 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, 229 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 	Aspirus	99 
Merrill Area Public Schools	125 	Church Mutual Insurance Comp...	98 
Aspirus	105 	Packaging Corporation of Ameri...	75 
Packaging Corporation of Ameri...	71 	Walmart	55 
State of Wisconsin	63 	Harley-Davidson	38 
Harley-Davidson	57 	Vohra Wound Physicians	36 
Ministry Health Care	50 	Kwik Trip	25 
Marshfield Clinic	44 	Walgreens Boots Alliance	25 
Agra Industries	41 	Samuel, Son & Co., Limited	24 
Northcentral Technical College	34 	GPM Investments	22 

## Business Size



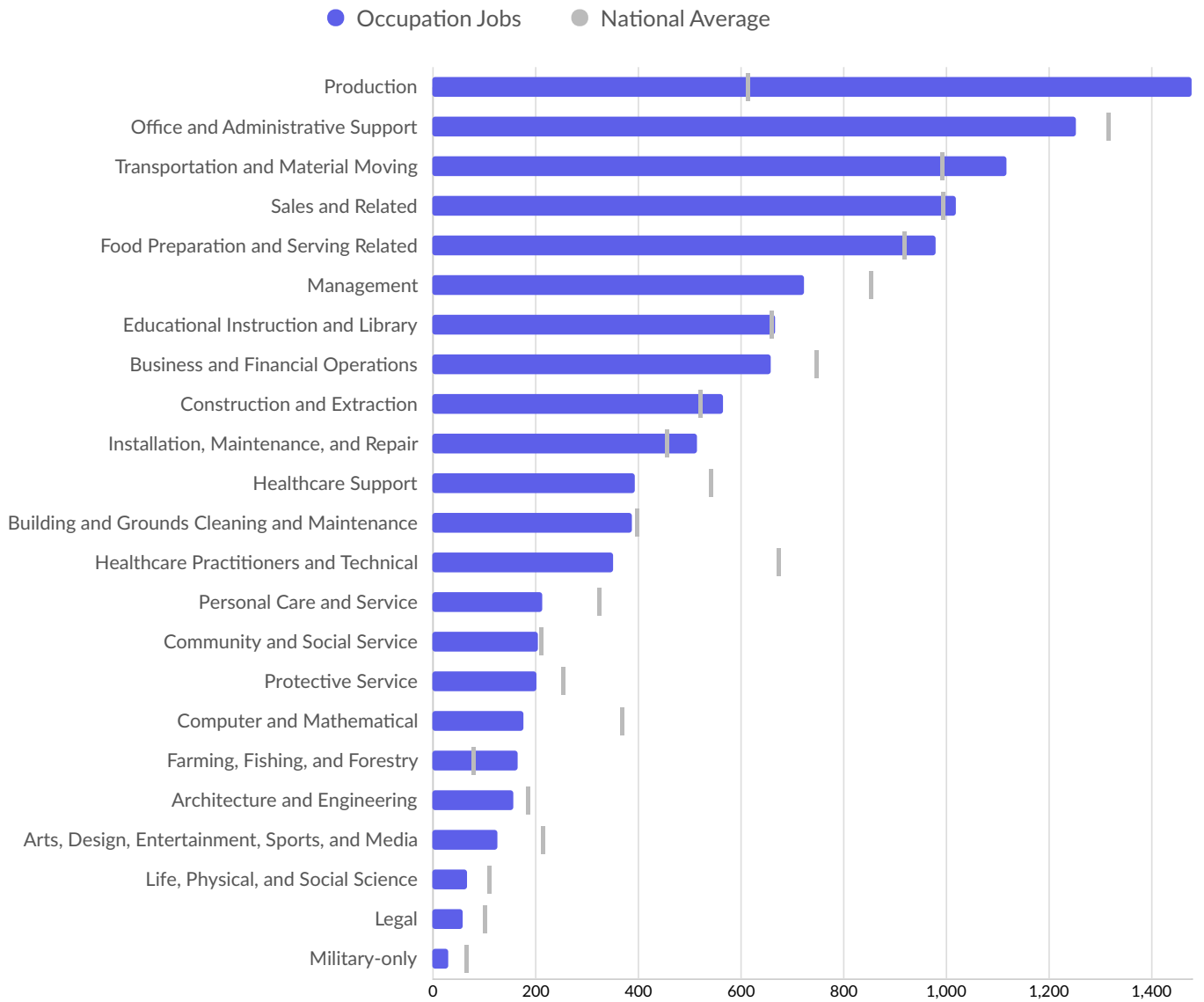
	Percentage	Business Count
● 1 to 4 employees	34.7%	448
● 5 to 9 employees	28.7%	371
● 10 to 19 employees	20.8%	269
● 20 to 49 employees	10.6%	137
● 50 to 99 employees	3.4%	44
● 100 to 249 employees	1.2%	16
● 250 to 499 employees	0.3%	4
● 500+ employees	0.2%	2

\*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.

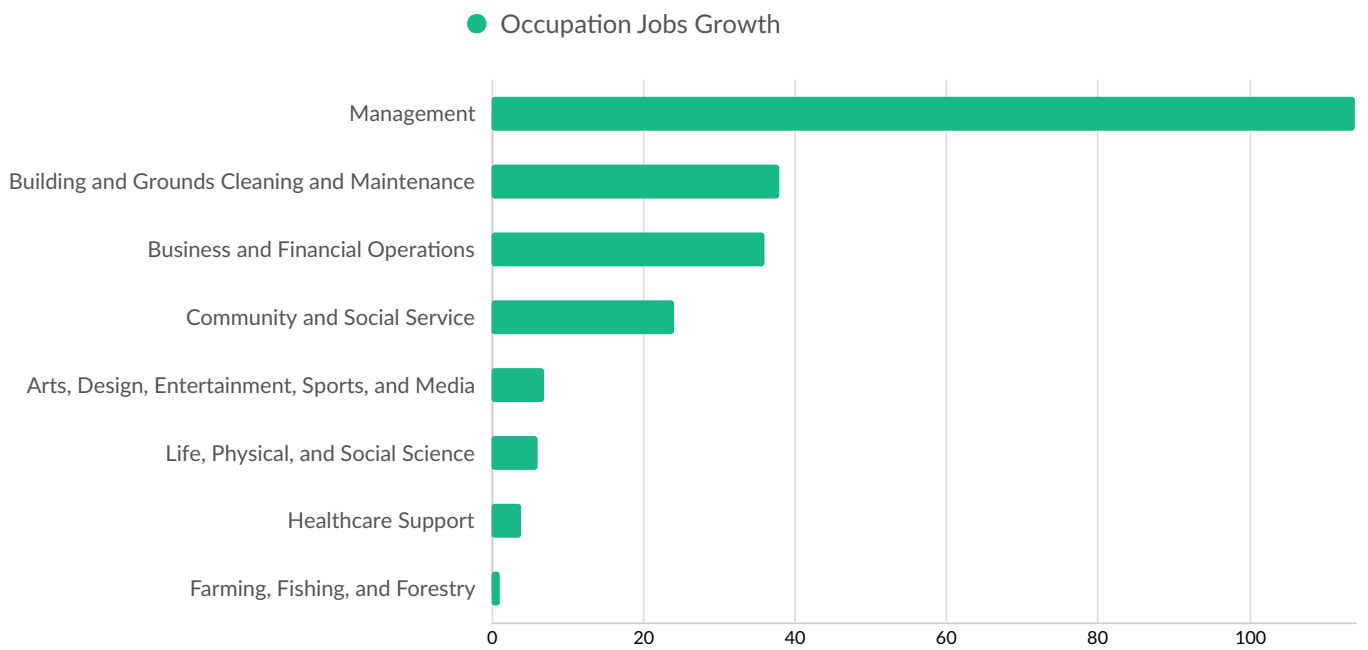


# Workforce Characteristics

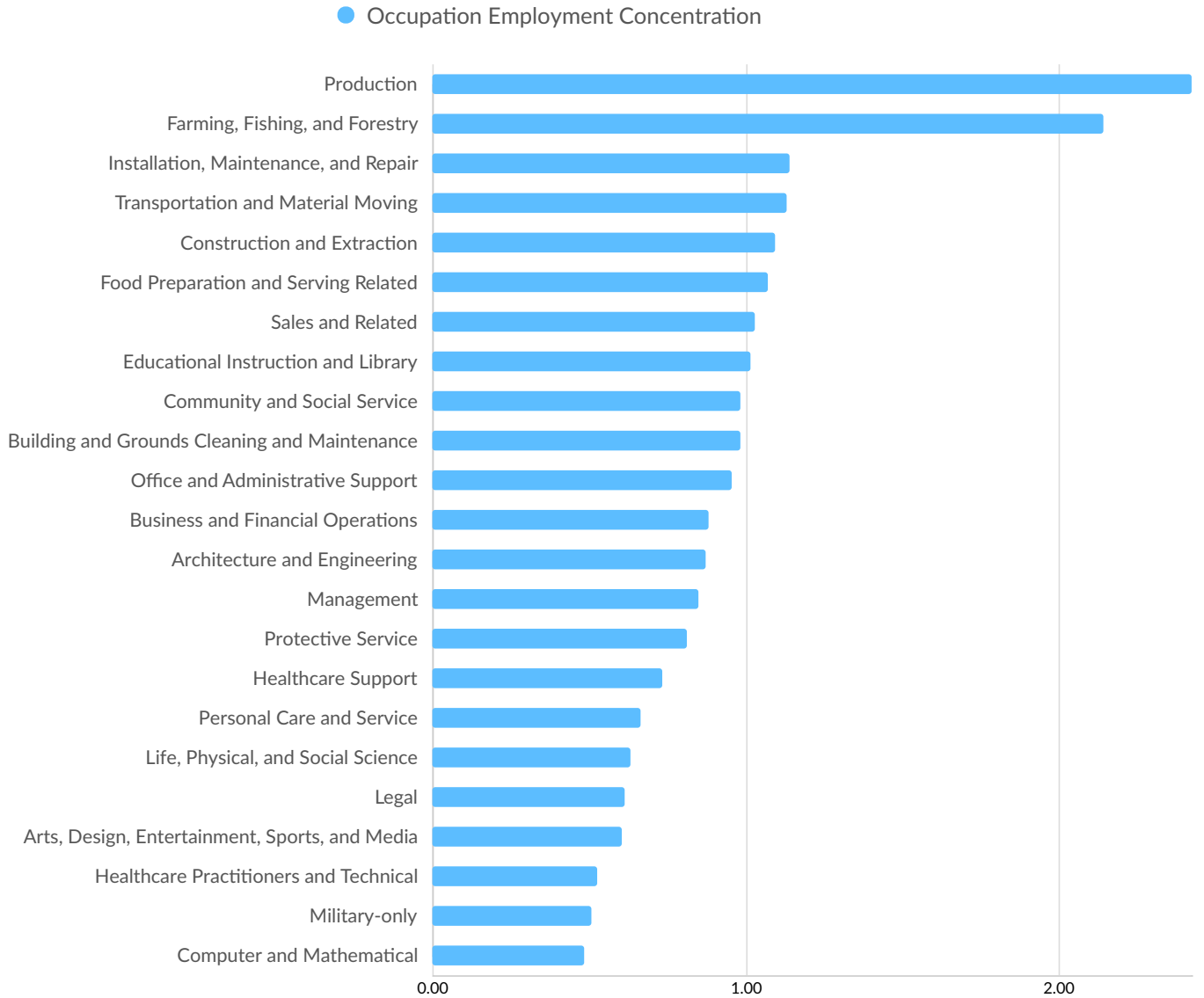
## Largest Occupations



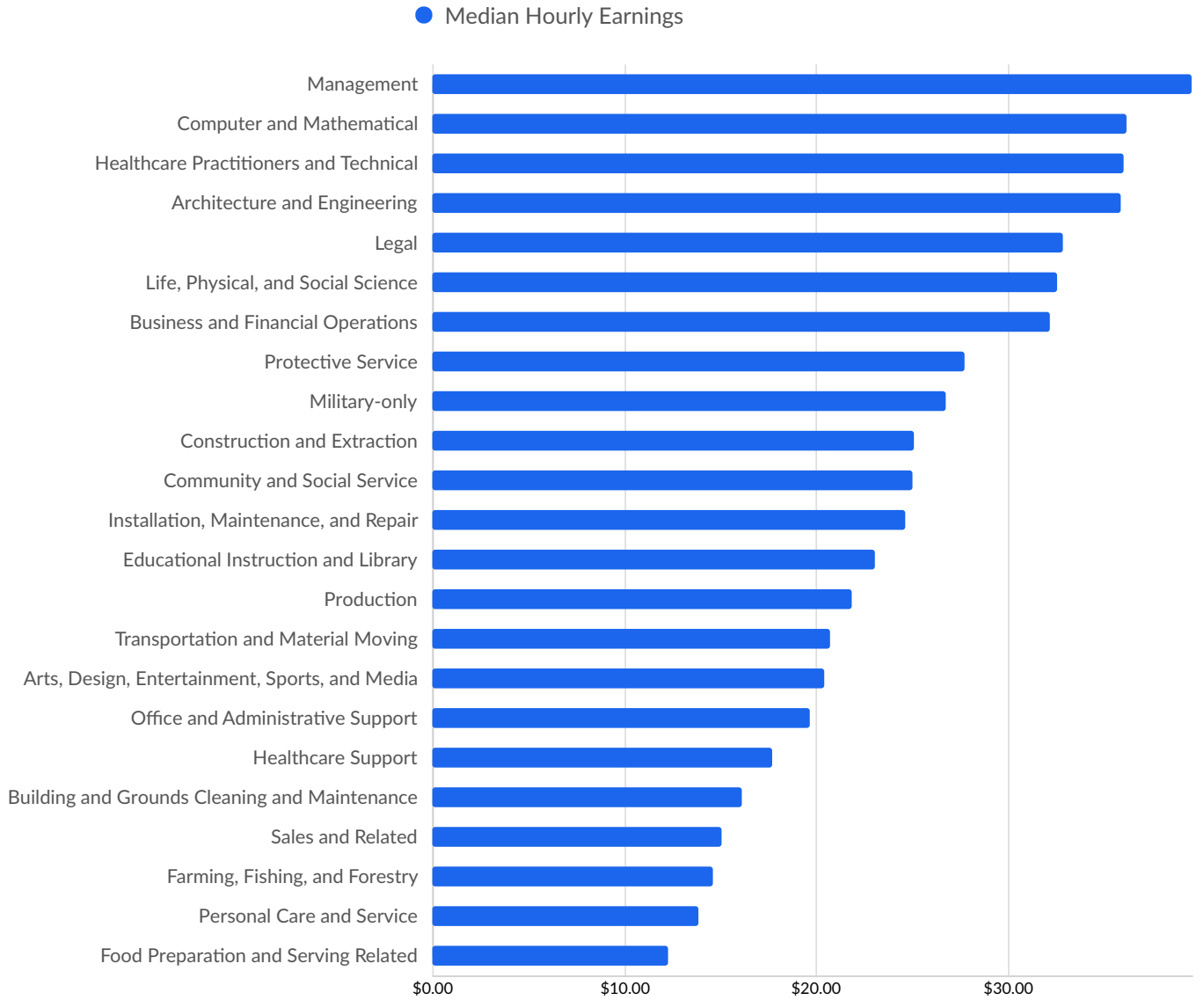
## Top Growing Occupations



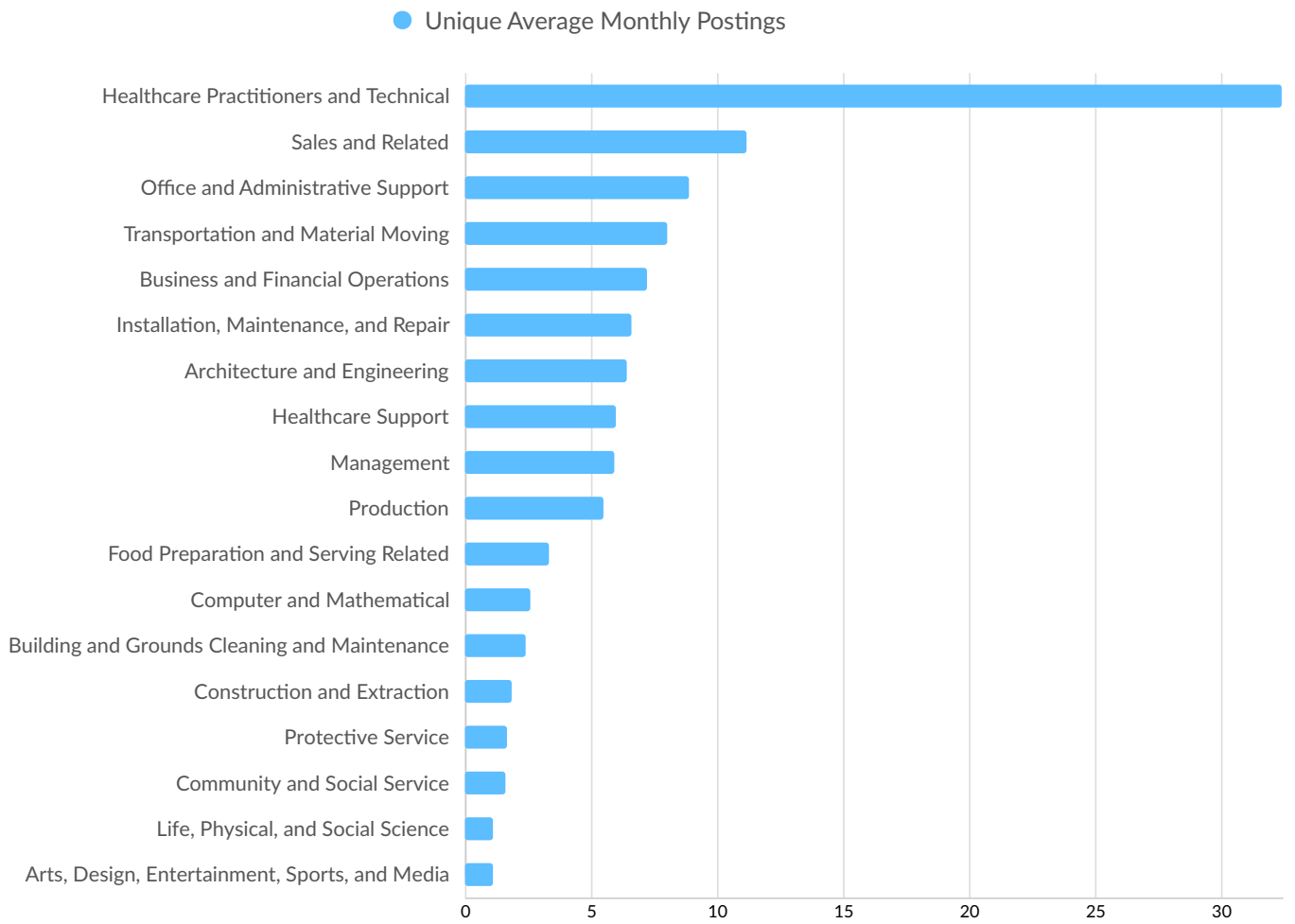
## Top Occupation Employment Concentration



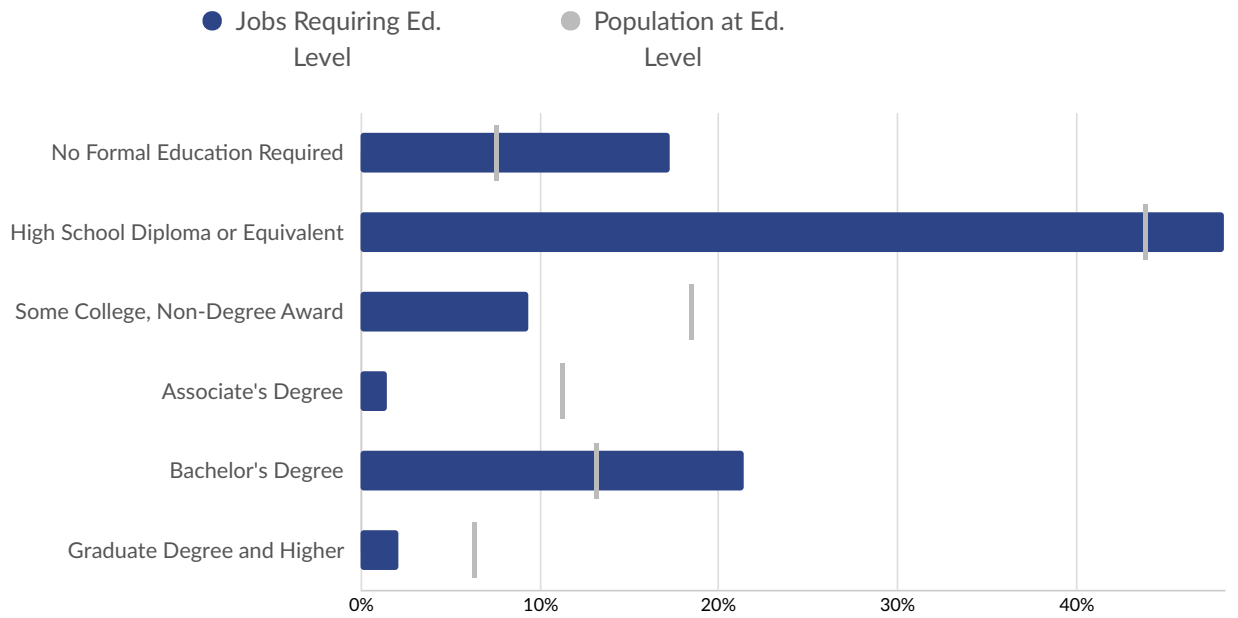
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

