



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

28,621

Population (2024)

Population **grew by 1,025** over the last 5 years and is projected to **grow by 676** over the next 5 years.

11,401

Total Regional Employment

Jobs **decreased by 754** over the last 5 years and are projected to **decrease by 149** over the next 5 years.

\$64.3K

Median Household Income (2022)

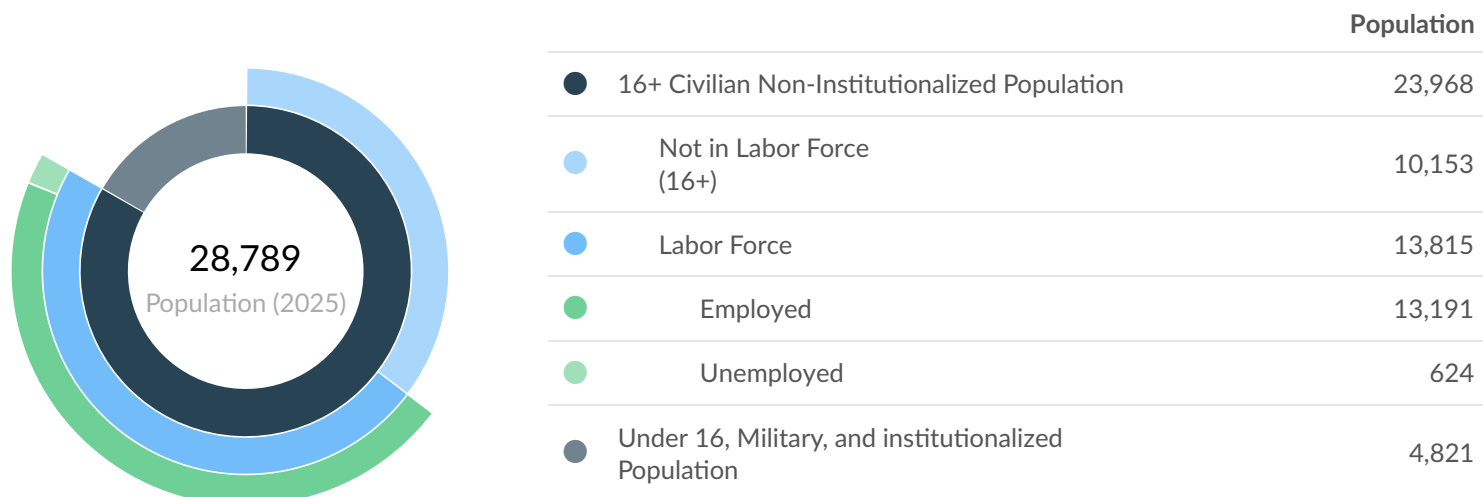
Median household income is **\$10.8K below** the national median household income of \$75.1K.

Takeaways

- As of 2024 the region's population **increased by 3.7%** since 2019, growing by 1,025. Population is expected to **increase by 2.4%** between 2024 and 2029, adding 676.
- From 2019 to 2024, jobs **declined by 6.2%** in Lincoln County, WI from 12,155 to **11,401**. This change **fell short of the national growth rate of 4.1% by 10.3%**. As the number of jobs declined, the **labor force participation rate decreased from 65.0% to 58.4% between 2019 and 2024**.
- Concerning educational attainment, **12.9% of Lincoln County, WI residents possess a Bachelor's Degree** (8.6% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2024 are Education and Hospitals (Local Government), Insurance Carriers, and Restaurants and Other Eating Places.

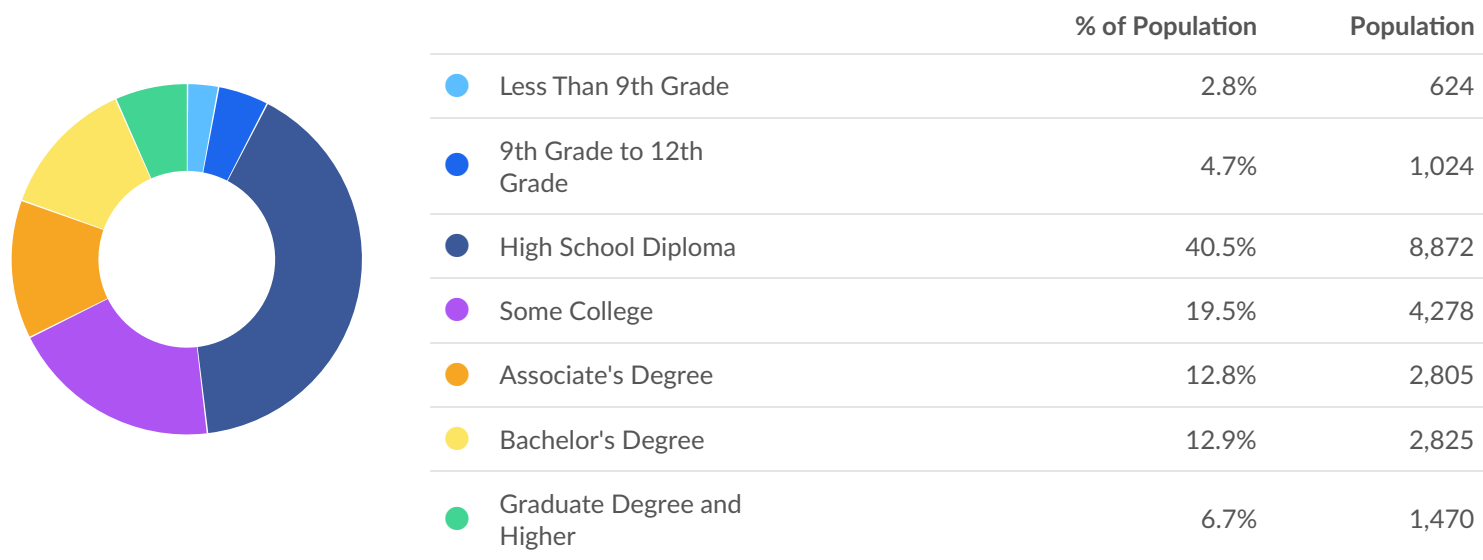
	Population (2025)	Labor Force (Mar 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	28,789	13,815	11,401	100.2	\$1.41B	\$2.49B	\$2.02B
State	5,948,400	3,156,017	3,257,504	100.2	\$437.07B	\$390.04B	\$418.85B

Mar 2025 Labor Force Breakdown



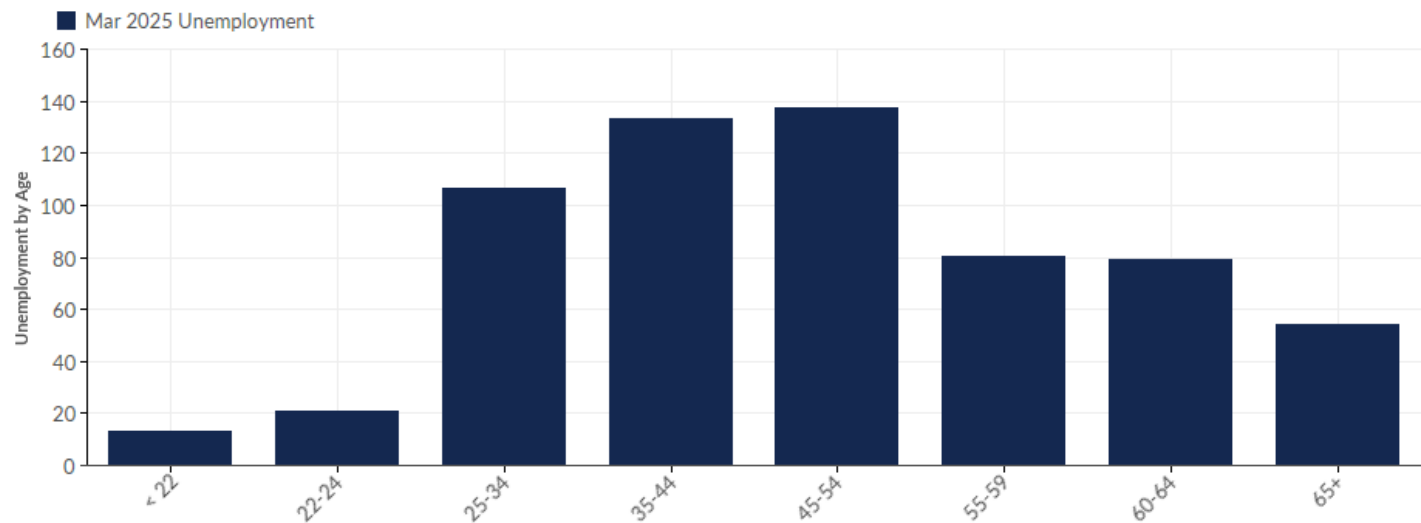
Educational Attainment

Concerning educational attainment, **12.9% of Lincoln County, WI residents possess a Bachelor's Degree** (8.6% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).



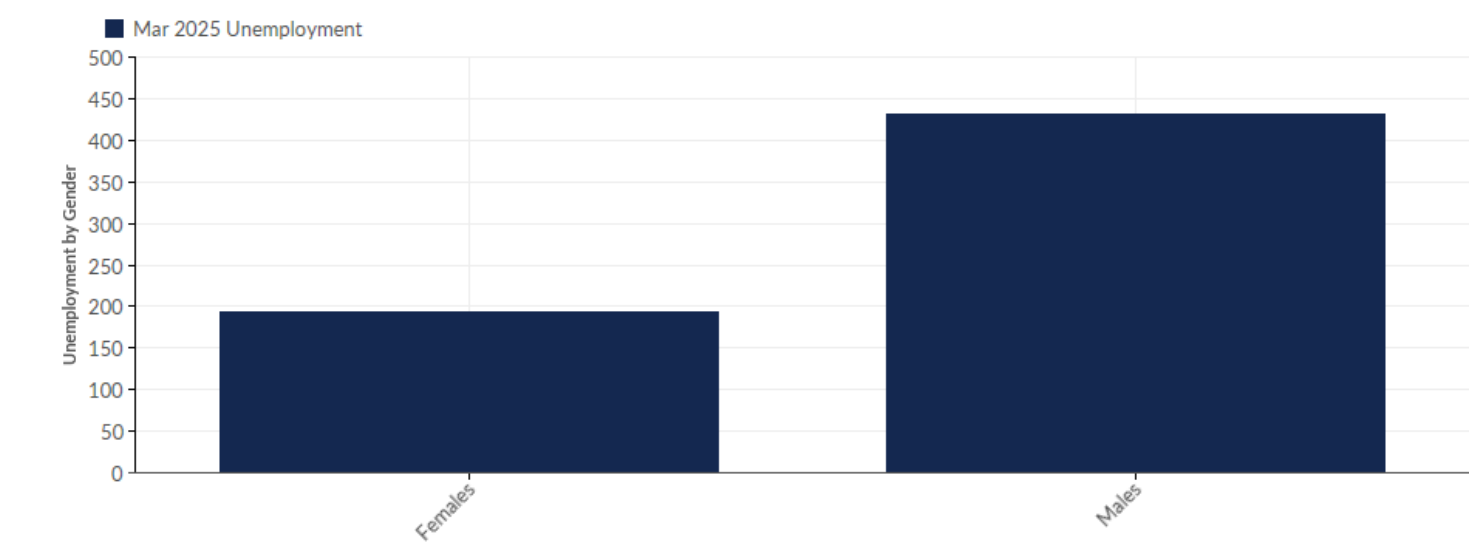
Unemployment by Demographics

Unemployment by Age



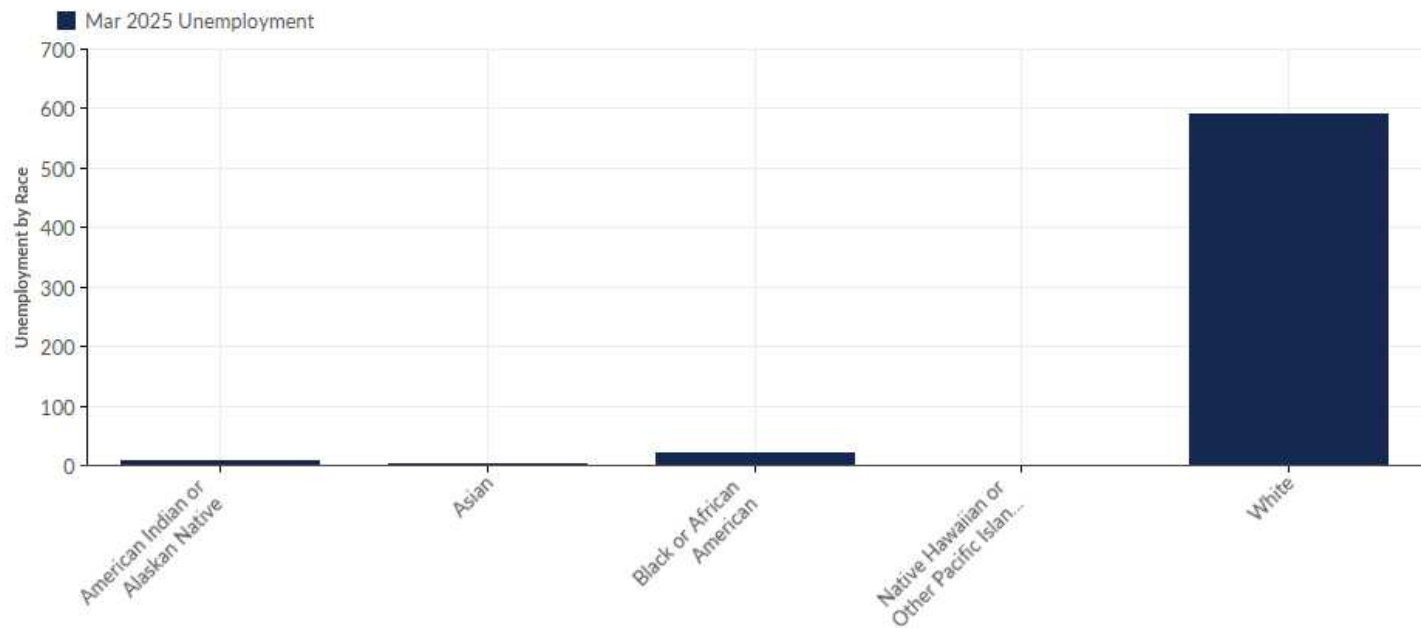
Age	Unemployment (Mar 2025)	% of Unemployed
< 22	13	2.08%
22-24	21	3.37%
25-34	106	16.99%
35-44	133	21.31%
45-54	137	21.96%
55-59	80	12.82%
60-64	79	12.66%
65+	54	8.65%
Total	624	100.00%

Unemployment by Gender



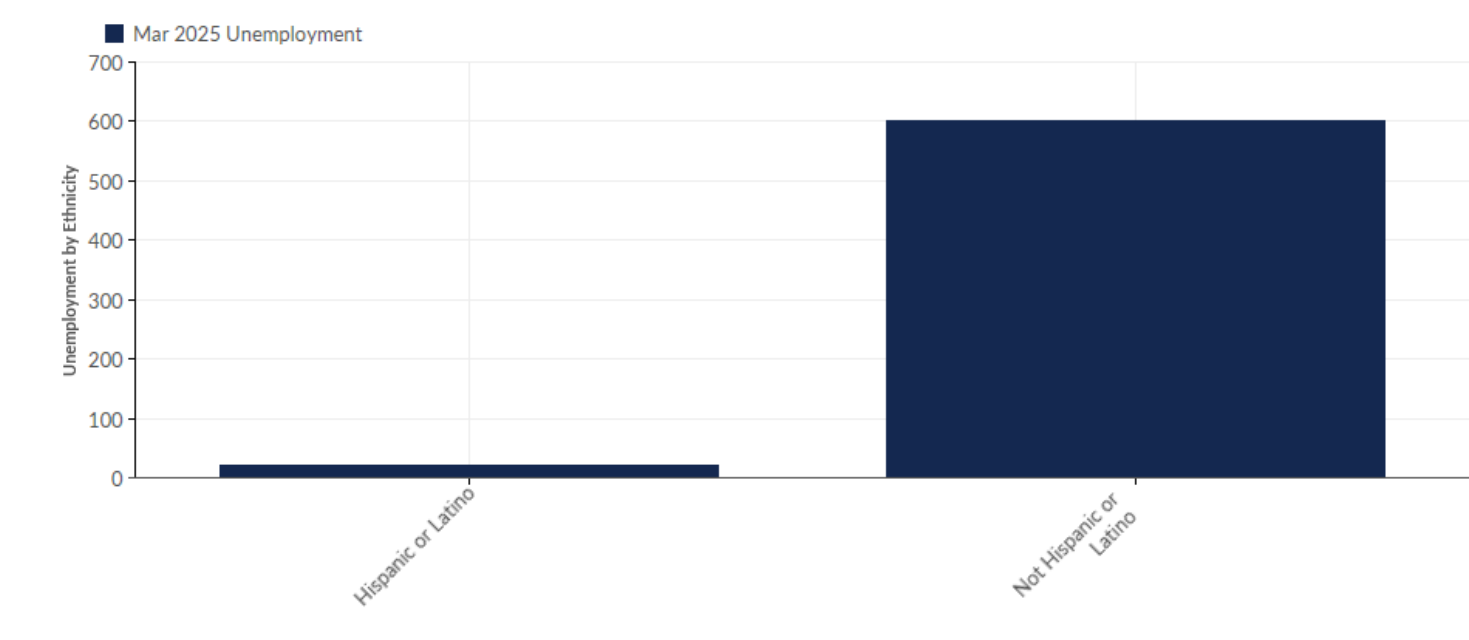
Gender	Unemployment (Mar 2025)	% of Unemployed
Females	193	30.93%
Males	431	69.07%
Total	624	100.00%

Unemployment by Race



Race	Unemployment (Mar 2025)	% of Unemployed
American Indian or Alaskan Native	9	1.44%
Asian	3	0.48%
Black or African American	22	3.53%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	590	94.55%
Total	624	100.00%

Unemployment by Ethnicity

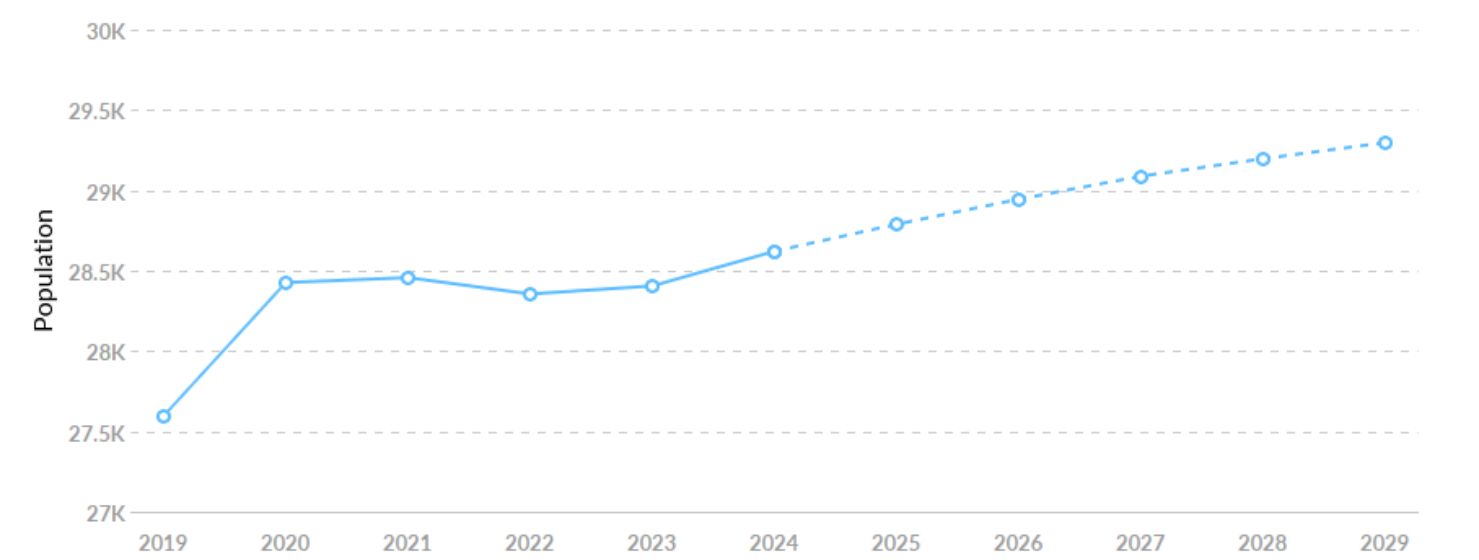


Ethnicity	Unemployment (Mar 2025)	% of Unemployed
Hispanic or Latino	22	3.53%
Not Hispanic or Latino	602	96.47%
Total	624	100.00%

Historic & Projected Trends

Population Trends

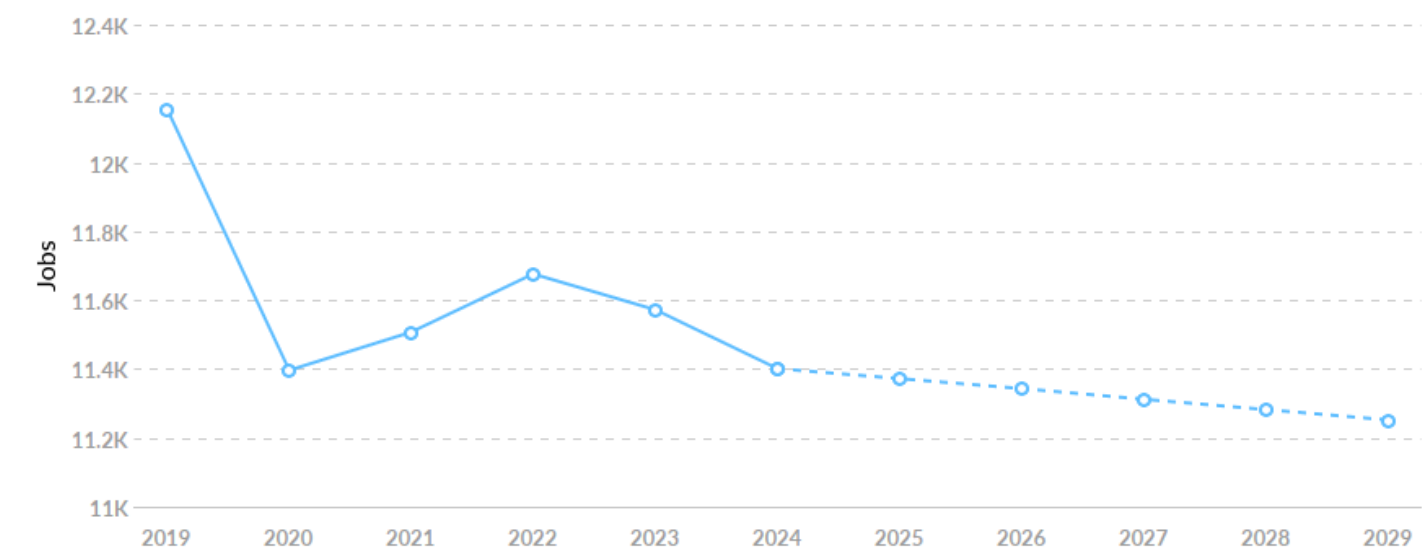
As of 2024 the region's population **increased by 3.7%** since 2019, growing by 1,025. Population is expected to **increase by 2.4%** between 2024 and 2029, adding 676.



Timeframe	Population
2019	27,596
2020	28,426
2021	28,457
2022	28,355
2023	28,405
2024	28,621
2025	28,789
2026	28,945
2027	29,088
2028	29,197
2029	29,297

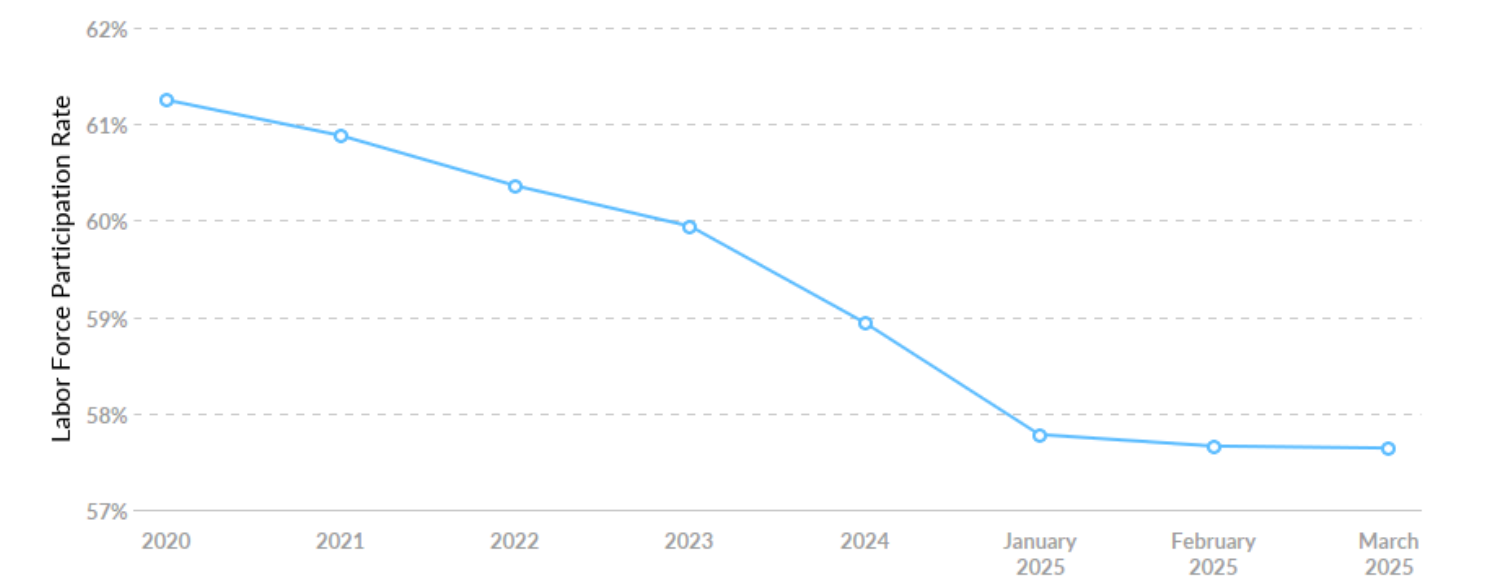
Job Trends

From 2019 to 2024, jobs **declined by 6.2%** in Lincoln County, WI from 12,155 to **11,401**. This change **fell short of the national growth rate of 4.1% by 10.3%**.



Timeframe	Jobs
2019	12,155
2020	11,396
2021	11,507
2022	11,676
2023	11,572
2024	11,401
2025	11,372
2026	11,343
2027	11,312
2028	11,282
2029	11,252

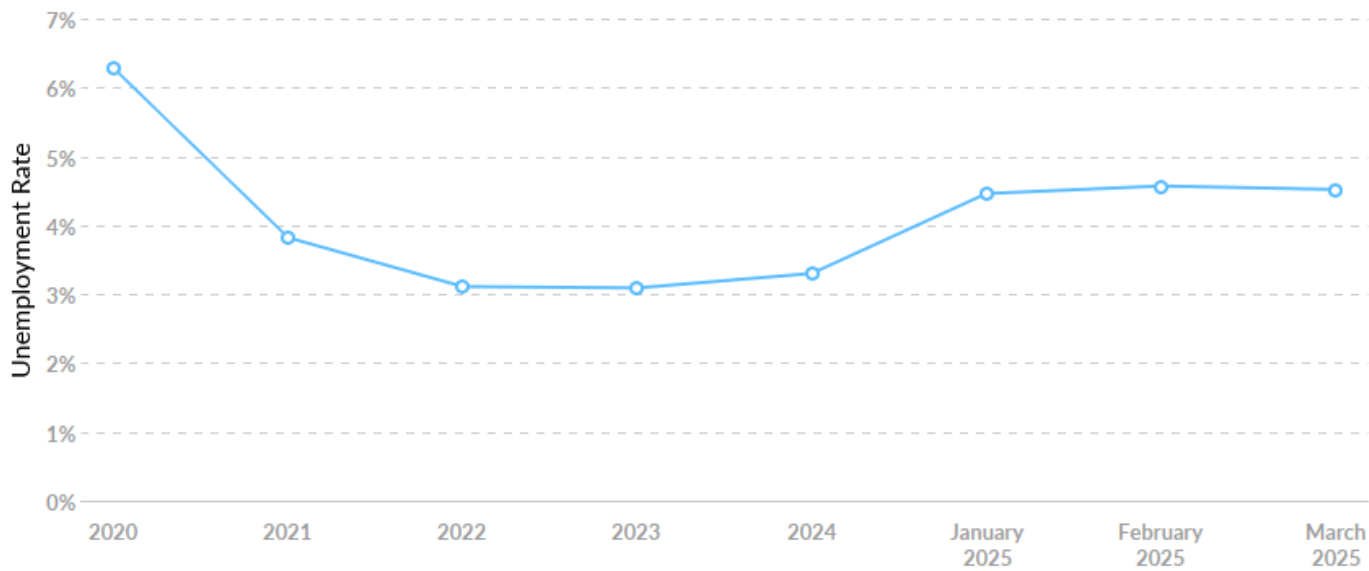
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	61.25%
2021	60.88%
2022	60.36%
2023	59.94%
2024	58.94%
January 2025	57.78%
February 2025	57.66%
March 2025	57.64%

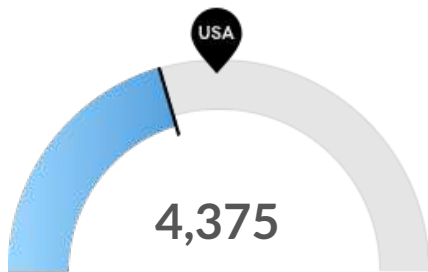
Unemployment Rate Trends

Lincoln County, WI had a March 2025 unemployment rate of 4.52%, **decreasing from 6.28%** 5 years before.



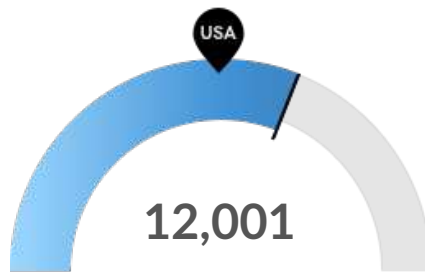
Timeframe	Unemployment Rate
2020	6.28%
2021	3.82%
2022	3.11%
2023	3.09%
2024	3.30%
January 2025	4.46%
February 2025	4.57%
March 2025	4.52%

Population Characteristics



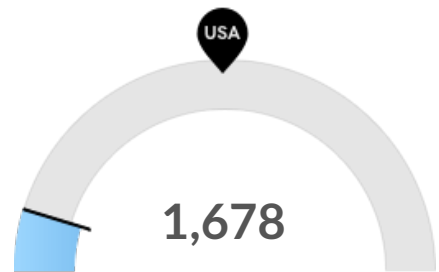
Millennials

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



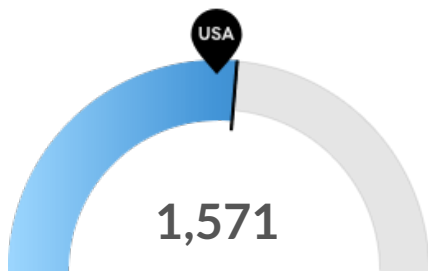
Retiring Soon

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.



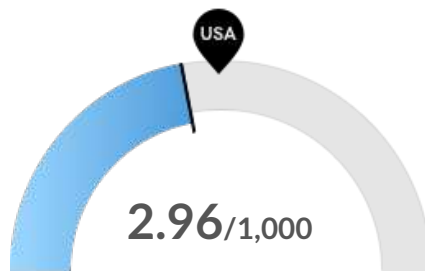
Racial Diversity

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.



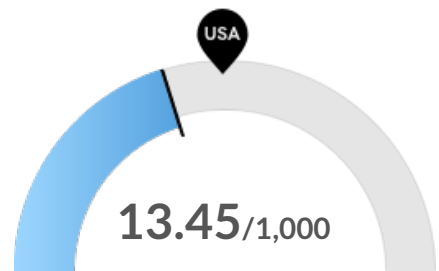
Veterans

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.

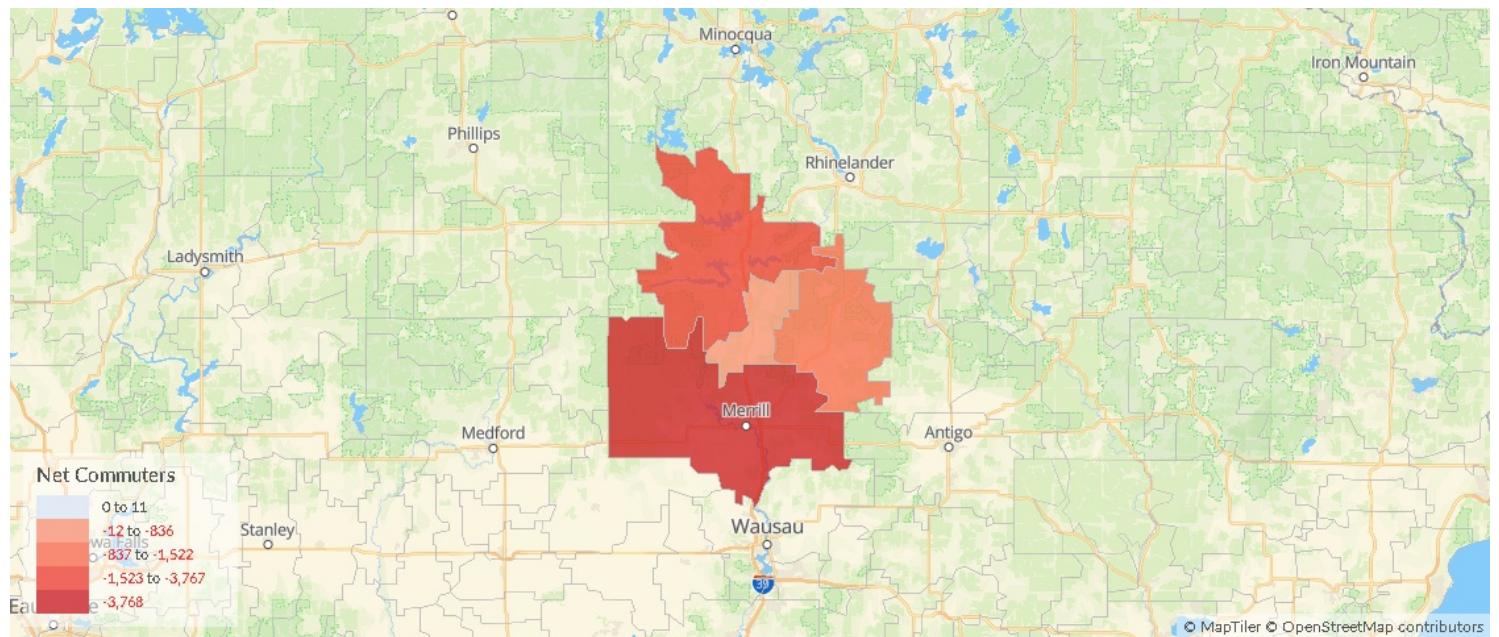


Property Crime

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.

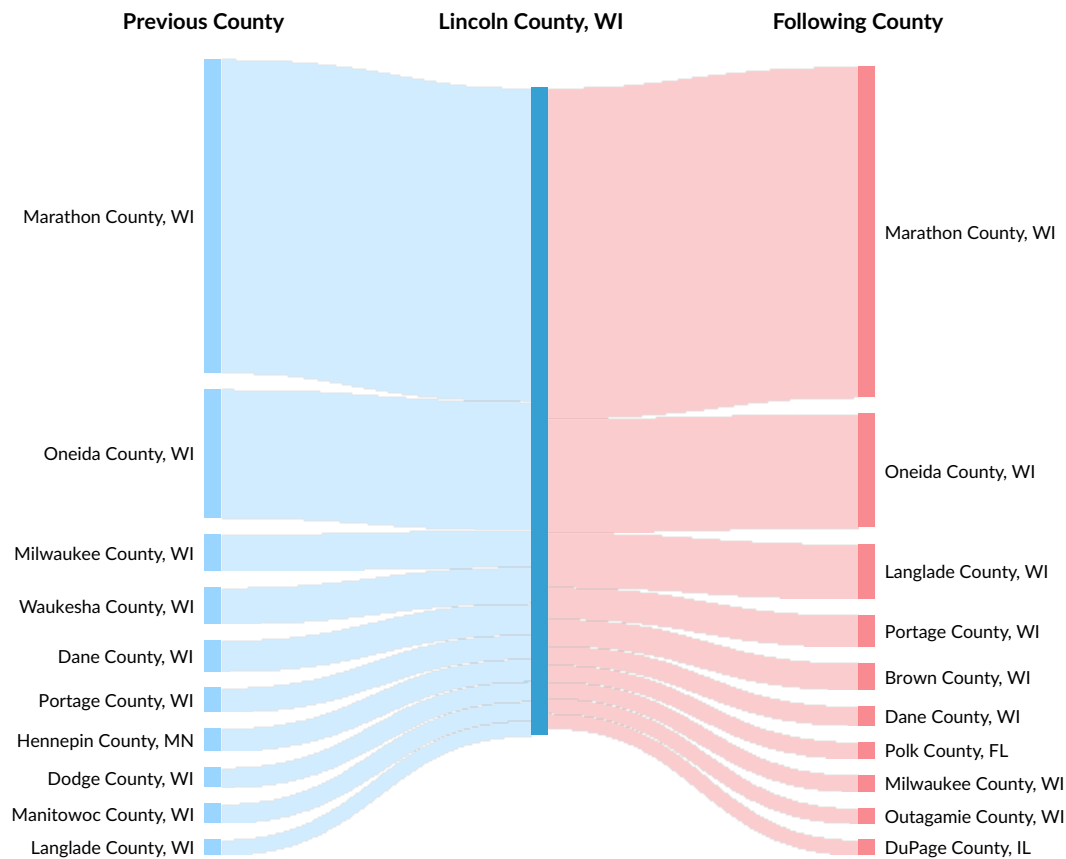


Where Talent Works			Where Talent Lives		
ZIP	Name	2024 Employment	ZIP	Name	2024 Workers
54452	Merrill, WI (in Lincoln c...	6,502	54452	Merrill, WI (in Lincoln c...	10,270
54487	Tomahawk, WI (in Linco...	3,958	54487	Tomahawk, WI (in Linco...	5,480
54442	Irma, WI (in Lincoln cou...	618	54435	Gleason, WI (in Lincoln ...	1,136
54435	Gleason, WI (in Lincoln ...	299	54442	Irma, WI (in Lincoln cou...	630
54532	Heafford Junction, WI (i...	24	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 150.

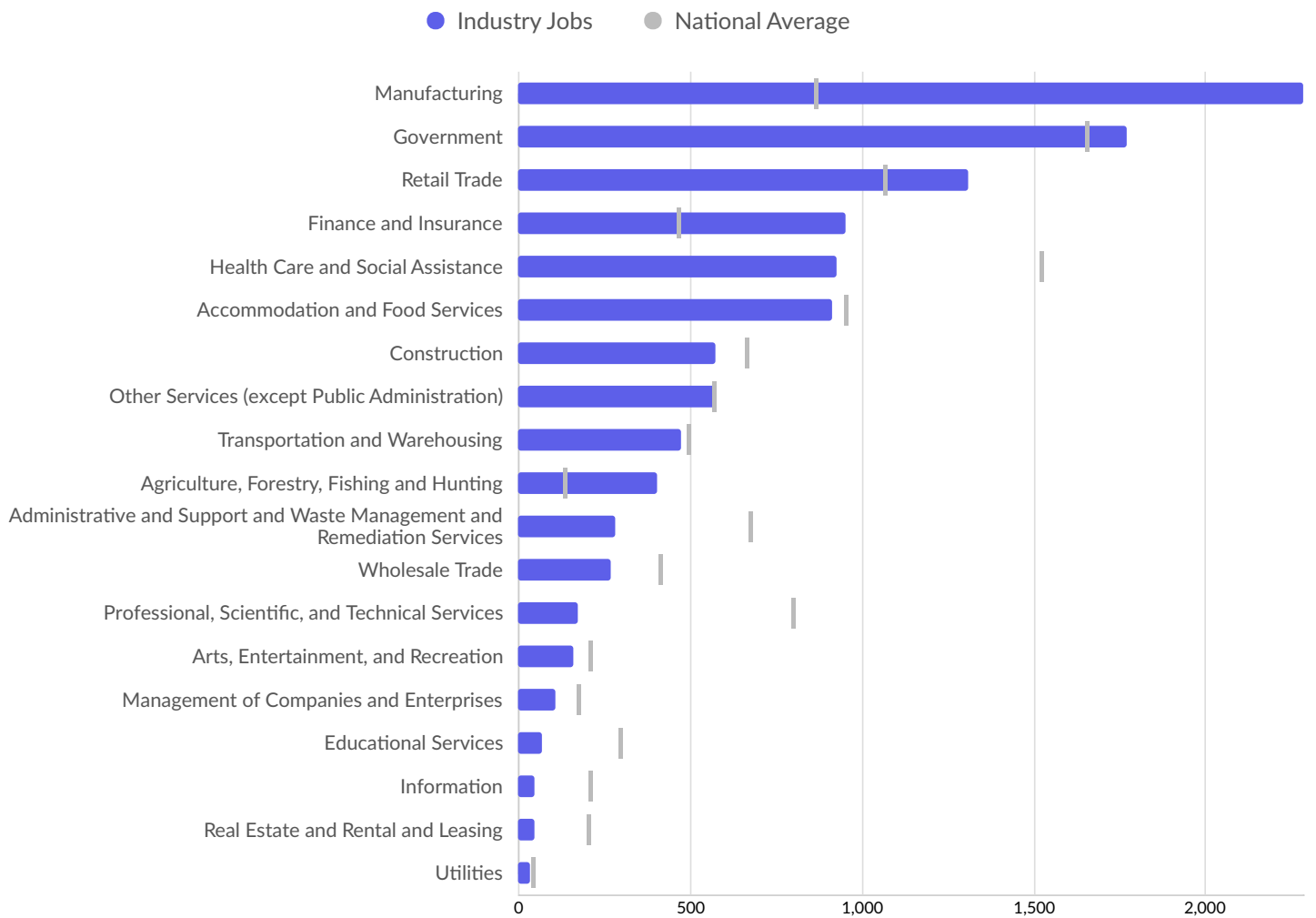


Top Previous Counties	Migrations
Marathon County, WI	282
Oneida County, WI	116
Milwaukee County, WI	33
Waukesha County, WI	33
Dane County, WI	28
Portage County, WI	22

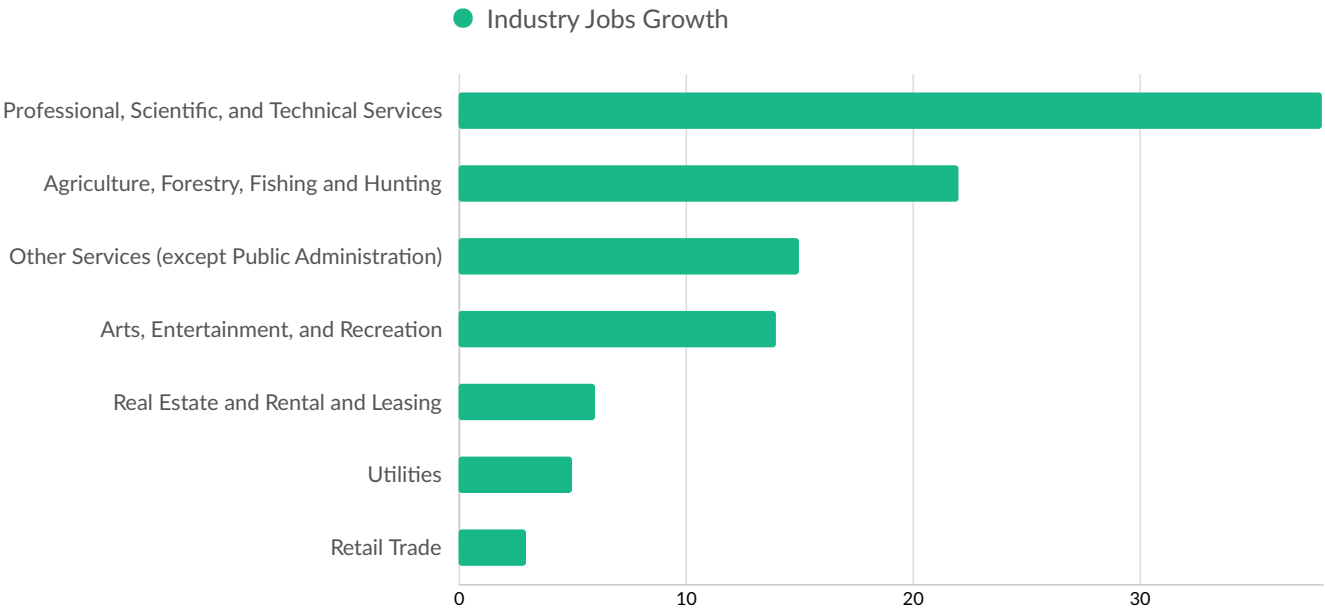
Top Previous Counties	Migrations
Hennepin County, MN	20
Dodge County, WI	18
Manitowoc County, WI	17
Langlade County, WI	14
Eau Claire County, WI	14
Cook County, IL	12
Jefferson County, WI	11
Winnebago County, WI	9
Brown County, WI	9
Top Following Counties	Migrations
Marathon County, WI	297
Oneida County, WI	103
Langlade County, WI	49
Portage County, WI	28
Brown County, WI	24
Dane County, WI	17
Polk County, FL	15
Milwaukee County, WI	15
Outagamie County, WI	14
DuPage County, IL	14
Waukesha County, WI	12
Harris County, TX	10
Anoka County, MN	10
Rock Island County, IL	10
Vilas County, WI	9

Industry Characteristics

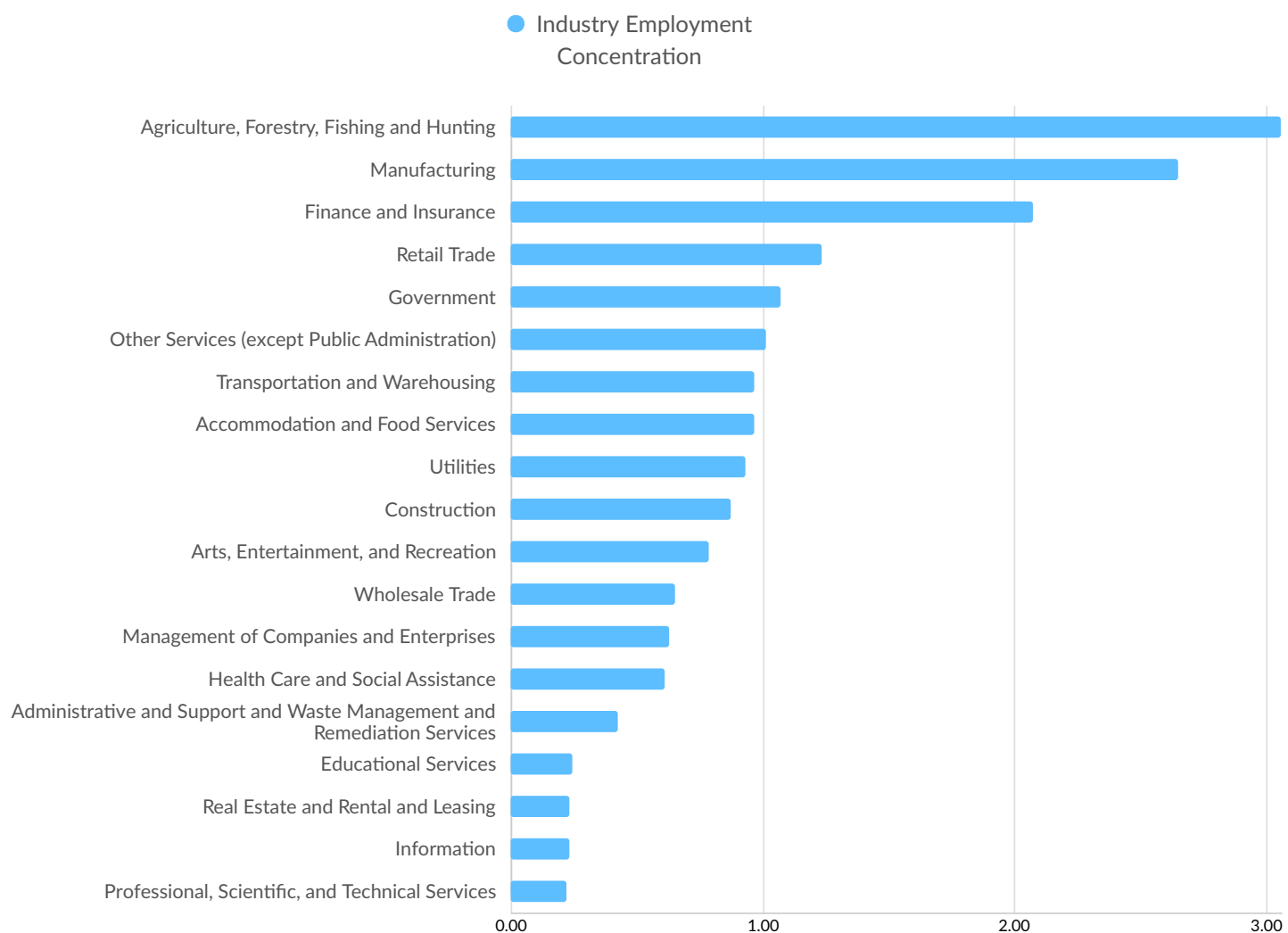
Largest Industries



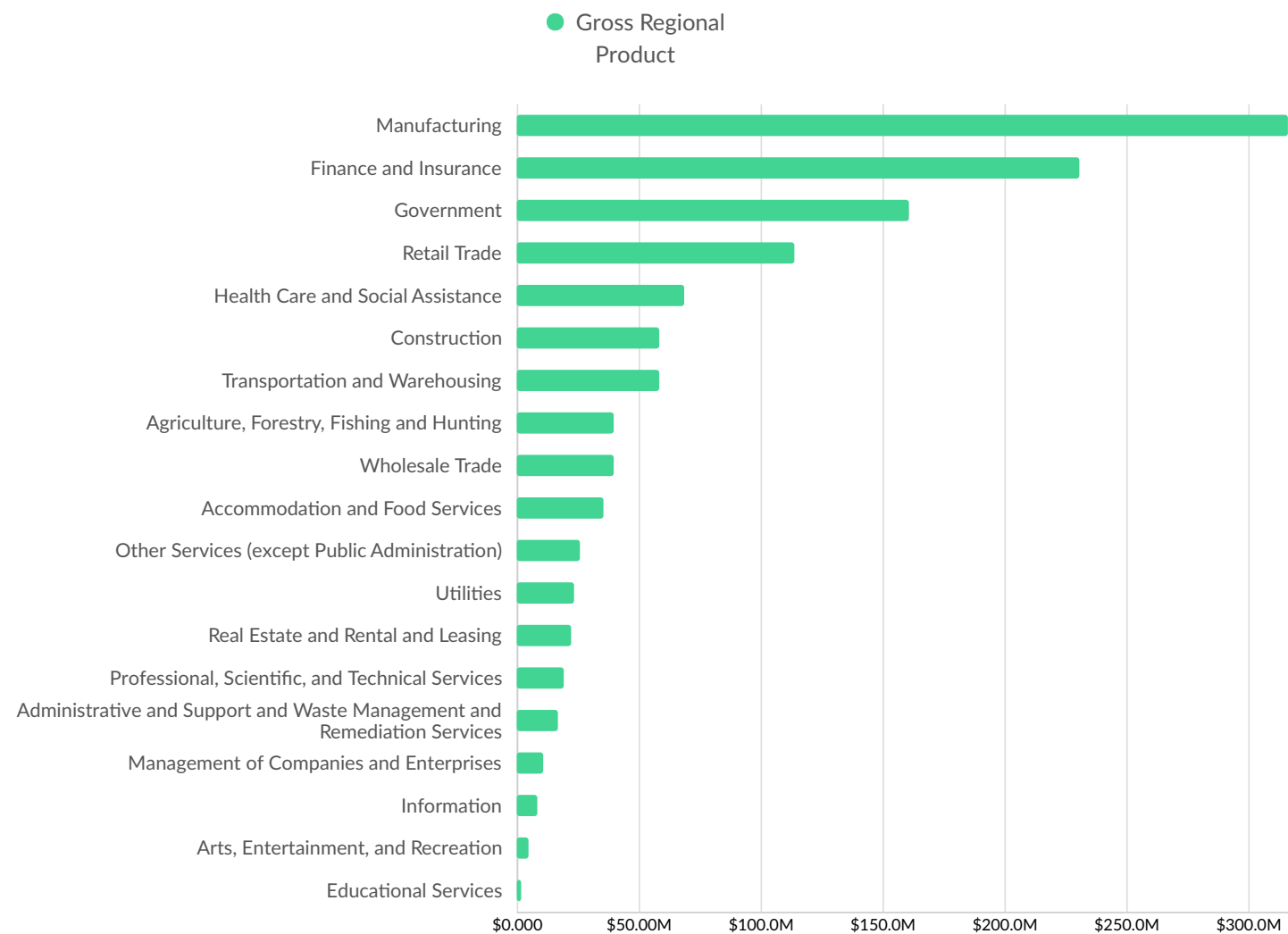
Top Growing Industries



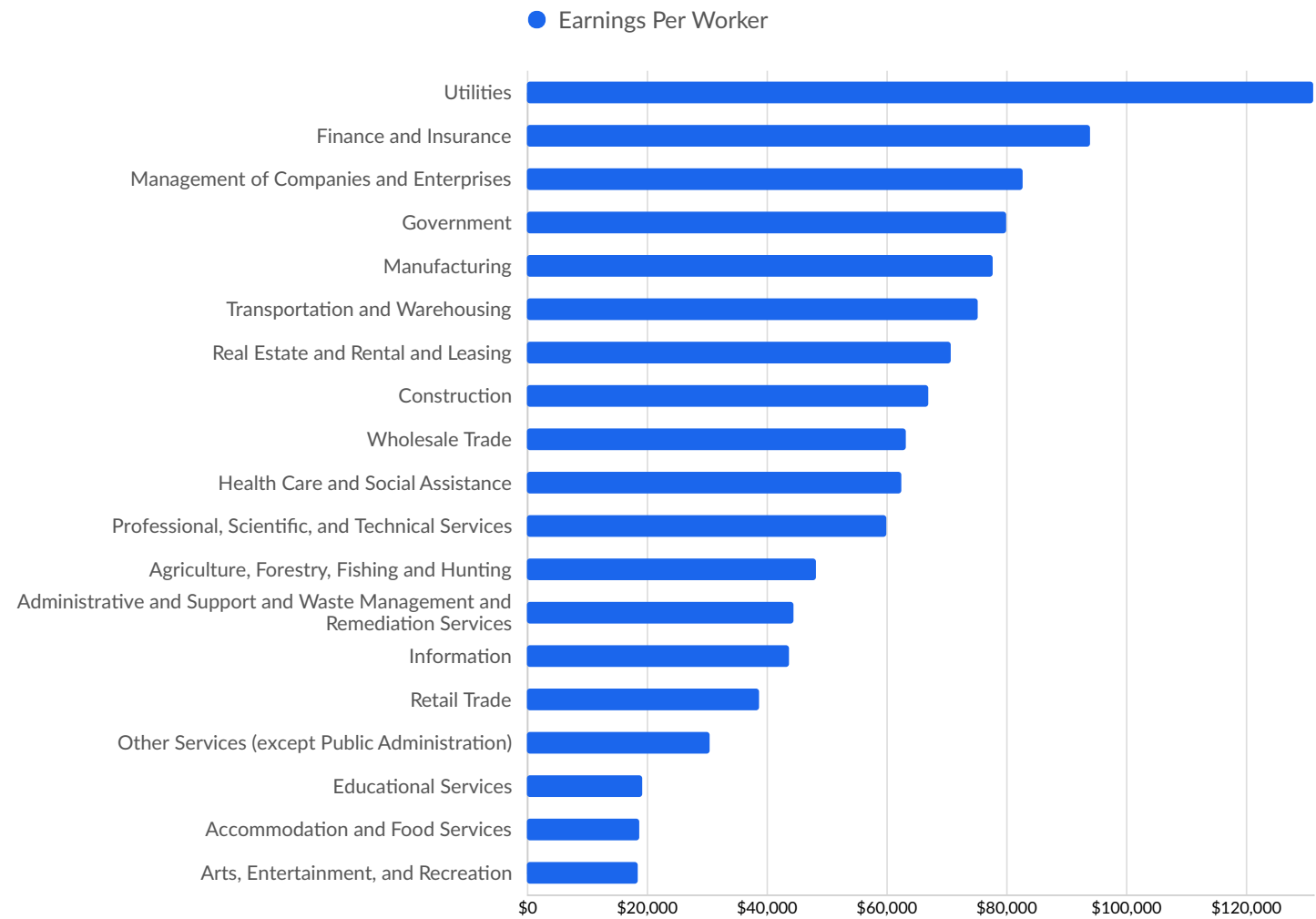
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



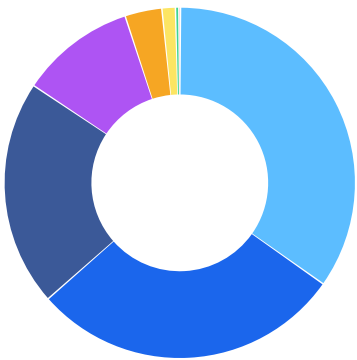
Business Characteristics

2,549 Companies Employ Your Workers

Online profiles for your workers mention 2,549 companies as employers, with the top 10 appearing below. In the last 12 months, 241 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...	306 <div></div>	Aspirus	104 <div></div>
Merrill Area Public Schools	123 <div></div>	Church Mutual Insurance Comp...	89 <div></div>
Aspirus	92 <div></div>	Packaging Corporation of Ameri...	66 <div></div>
State of Wisconsin	55 <div></div>	Walmart	65 <div></div>
Packaging Corporation of Ameri...	54 <div></div>	Vohra Wound Physicians	40 <div></div>
Harley-Davidson	46 <div></div>	Harley-Davidson	36 <div></div>
Marshfield Clinic	44 <div></div>	Walgreens Boots Alliance	27 <div></div>
Agra Industries	40 <div></div>	GPM Investments	26 <div></div>
UnitedHealth Group	38 <div></div>	Sierra Pacific Industries	24 <div></div>
Ministry Health Care	37 <div></div>	CoreMedical Group	22 <div></div>

Business Size

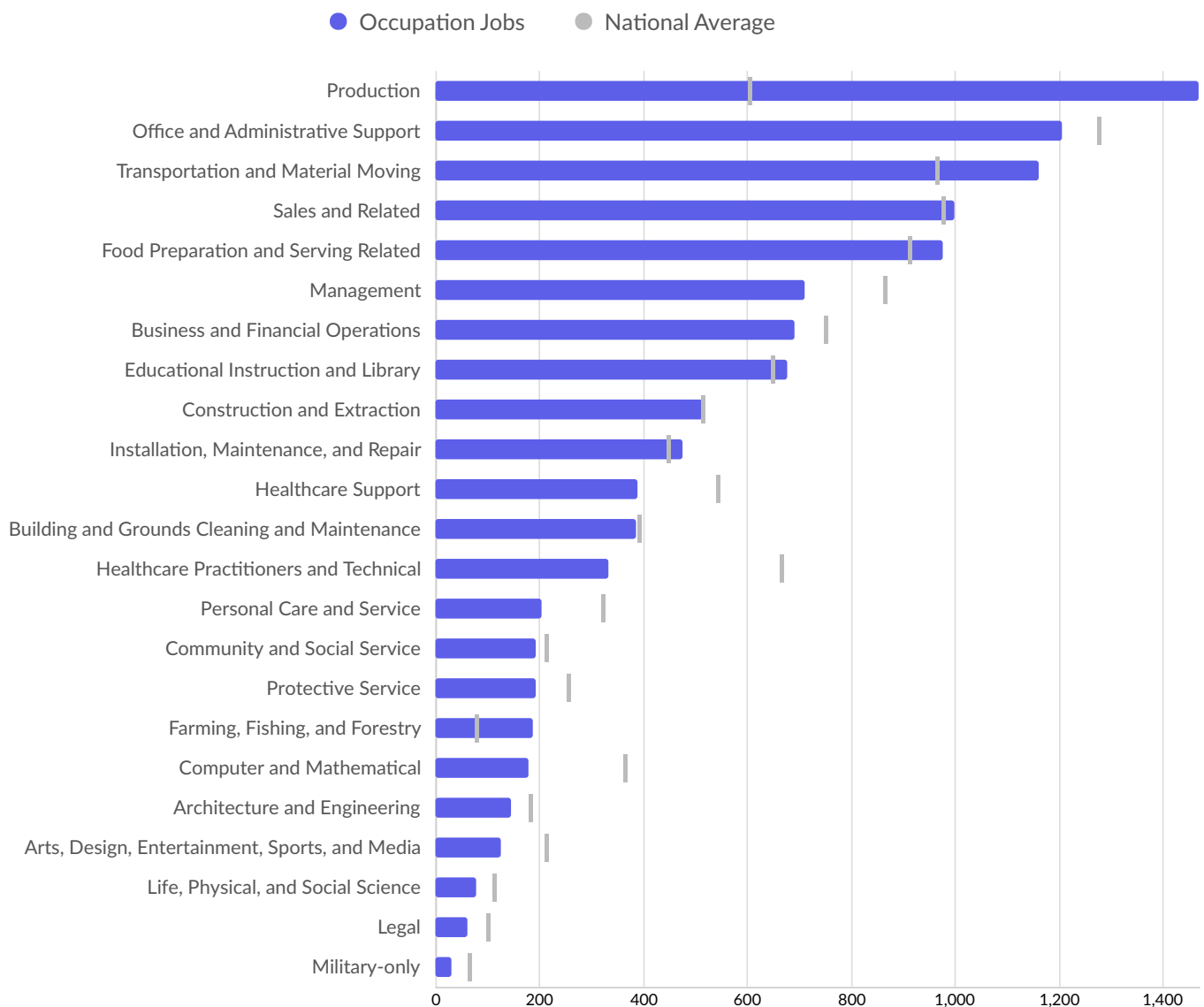


	Percentage	Business Count
1 to 4 employees	34.7%	448
5 to 9 employees	28.7%	371
10 to 19 employees	20.8%	269
20 to 49 employees	10.6%	137
50 to 99 employees	3.4%	44
100 to 249 employees	1.2%	16
250 to 499 employees	0.3%	4
500+ employees	0.2%	2

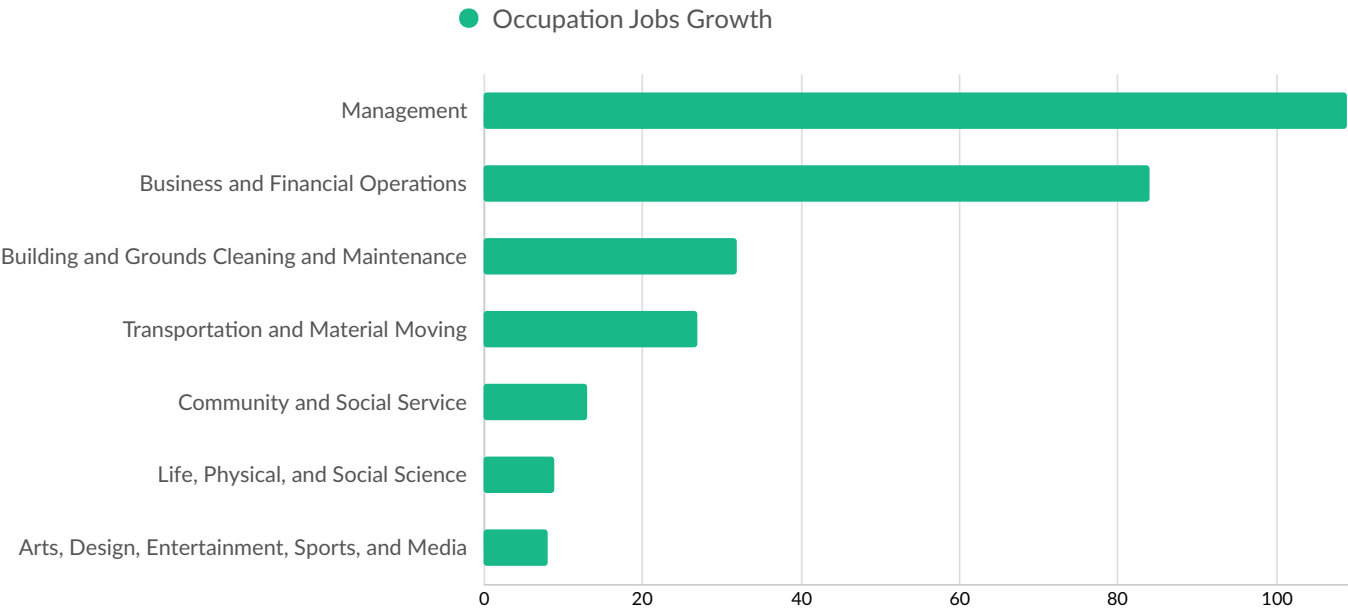
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

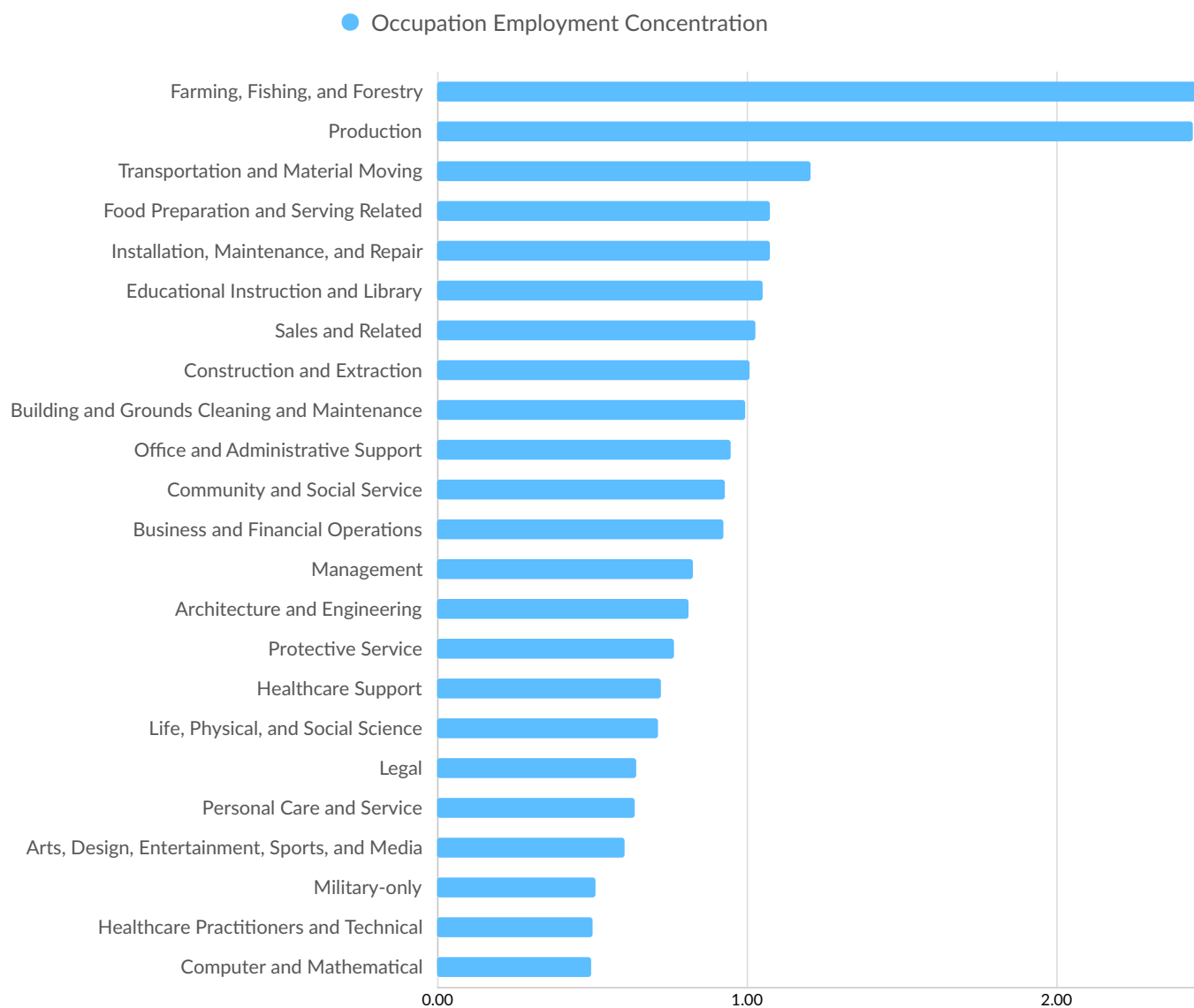
Largest Occupations



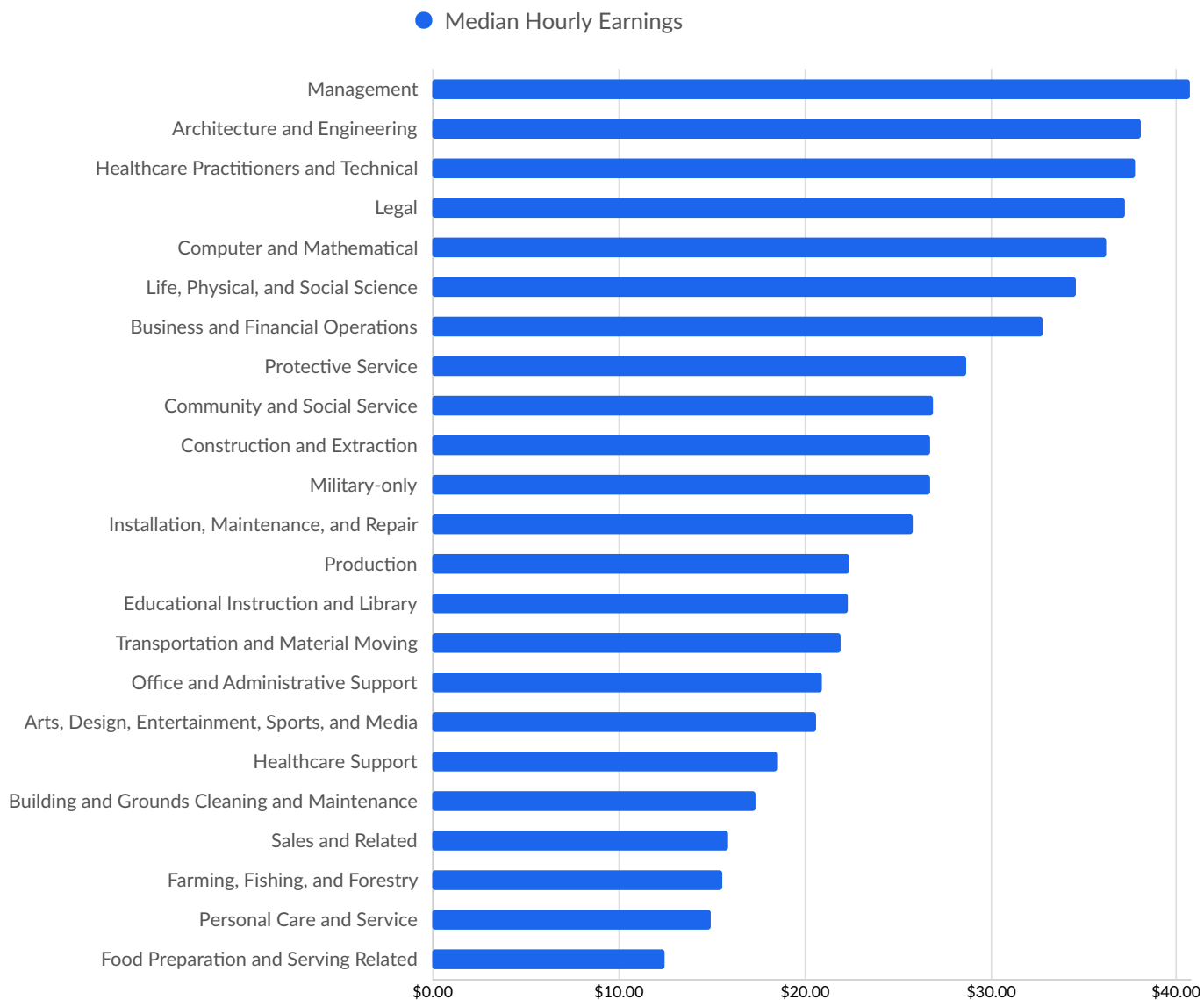
Top Growing Occupations



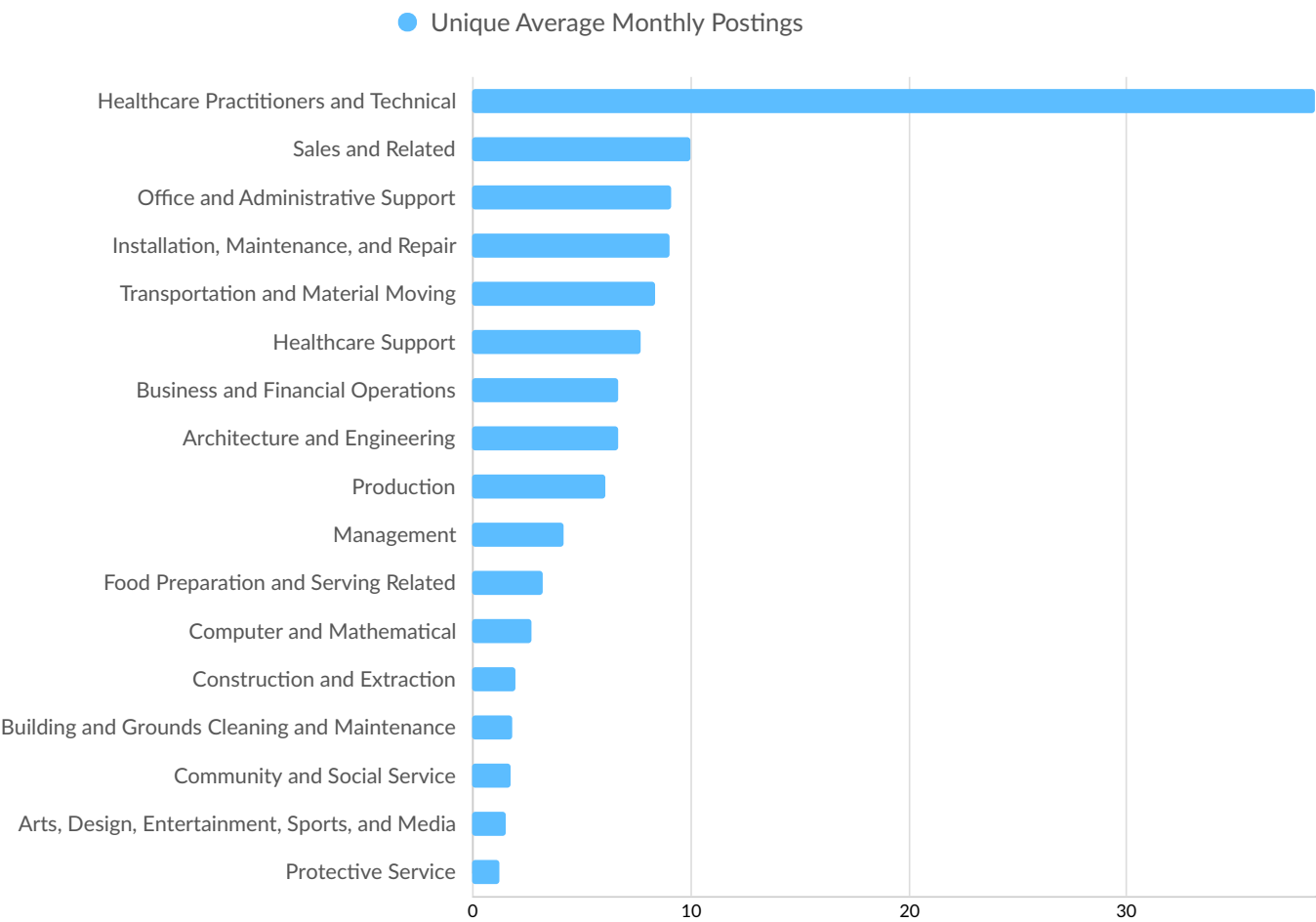
Top Occupation Employment Concentration



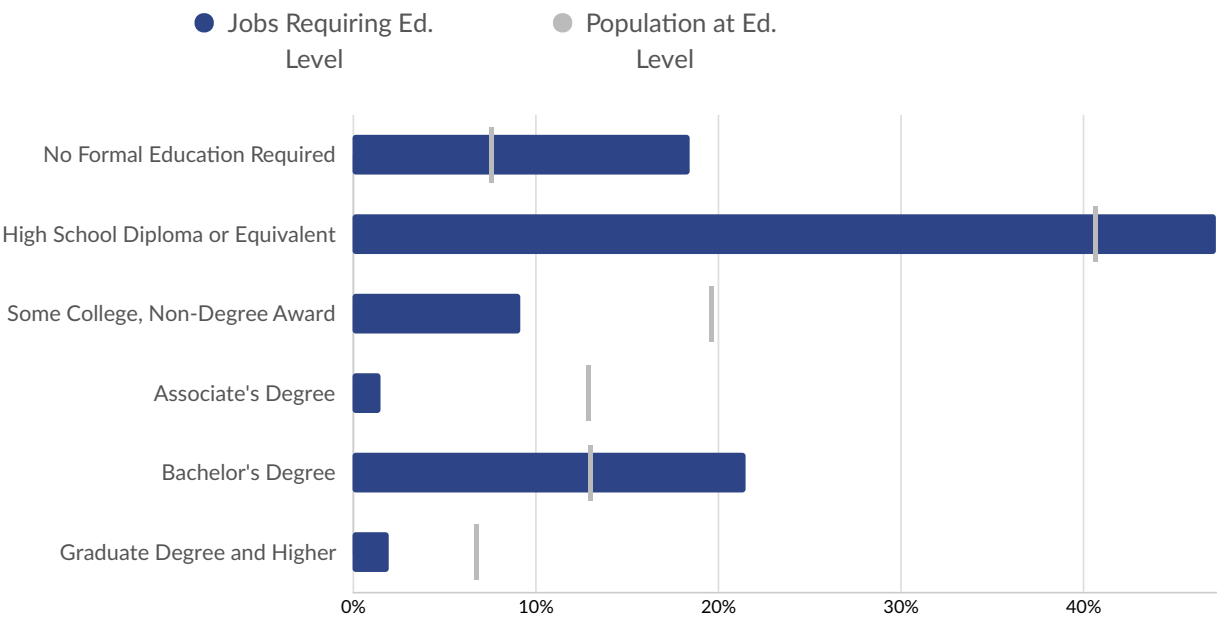
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

