



# 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

28,621

Population (2024)

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

11,344

Total Regional Employment

Jobs **decreased by 809** over the last 5 years and are projected to **decrease by 168** over the next 5 years.

\$67.7K

Median Household Income (2023)

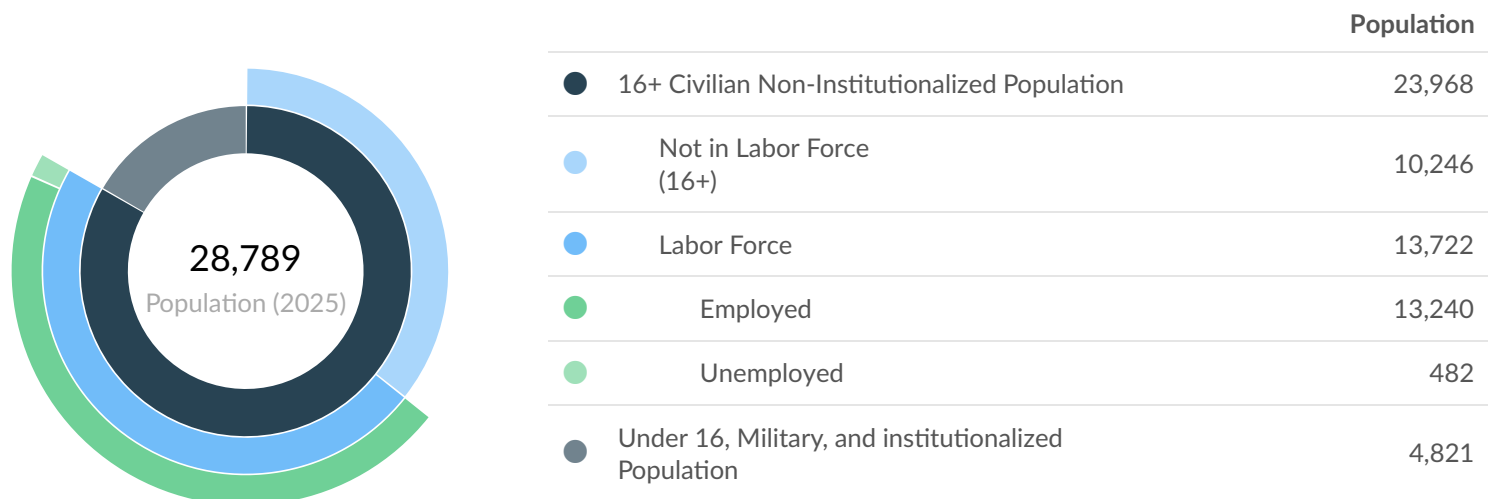
Median household income is **\$10.8K below** the national median household income of \$78.5K.

## 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 6.7%** in Lincoln County, WI from 12,153 to **11,344**. This change **fell short of the national growth rate of 4.3% by 11.0%**. 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.

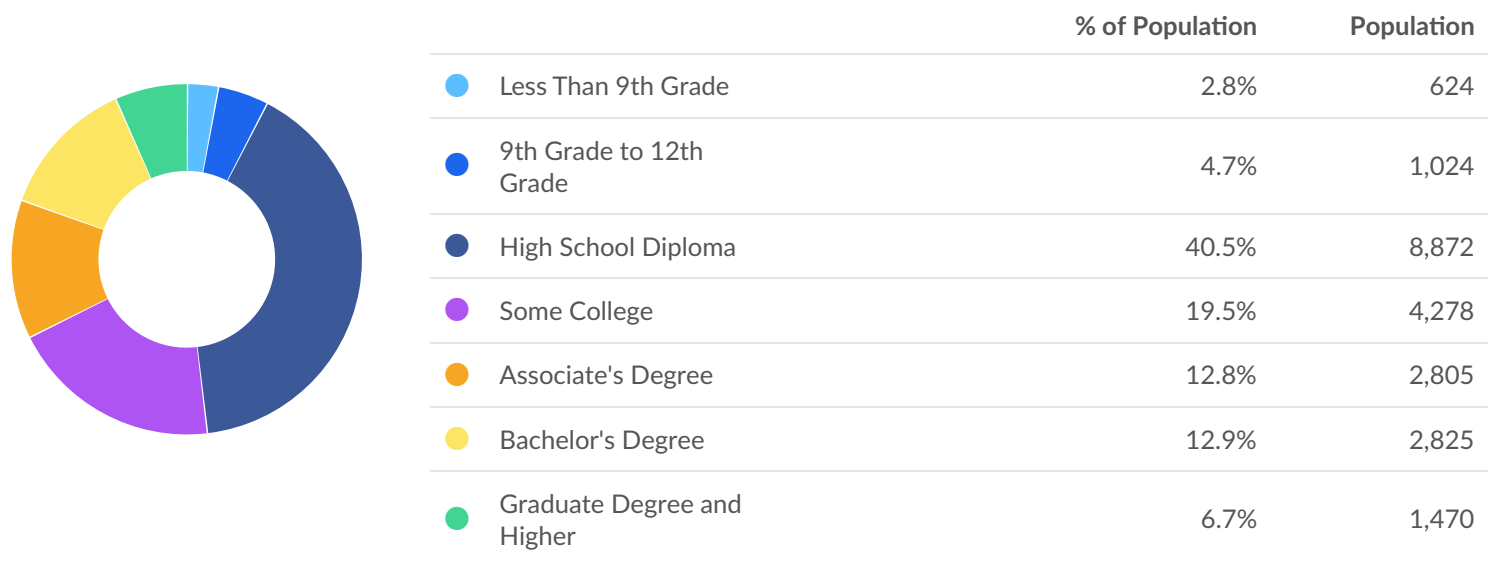
	Population (2025)	Labor Force (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	28,789	13,722	11,344	100.3	\$1.41B	\$2.50B	\$2.01B
State	5,948,400	3,123,479	3,263,455	100.3	\$439.69B	\$391.85B	\$421.21B

## May 2025 Labor Force Breakdown



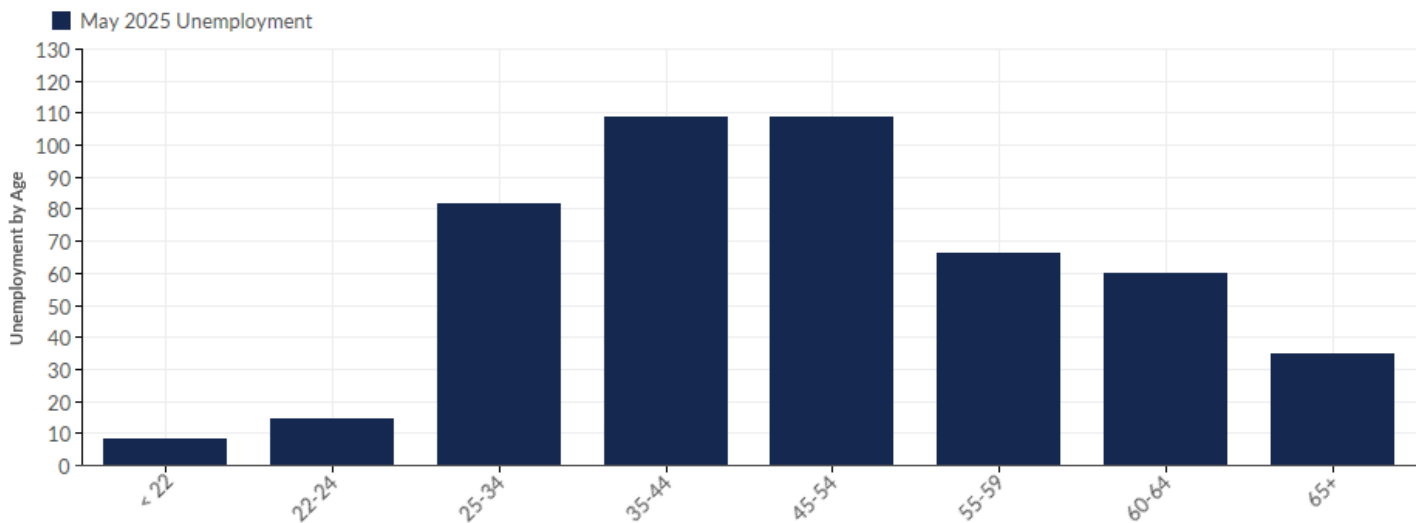
## Educational Attainment

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).



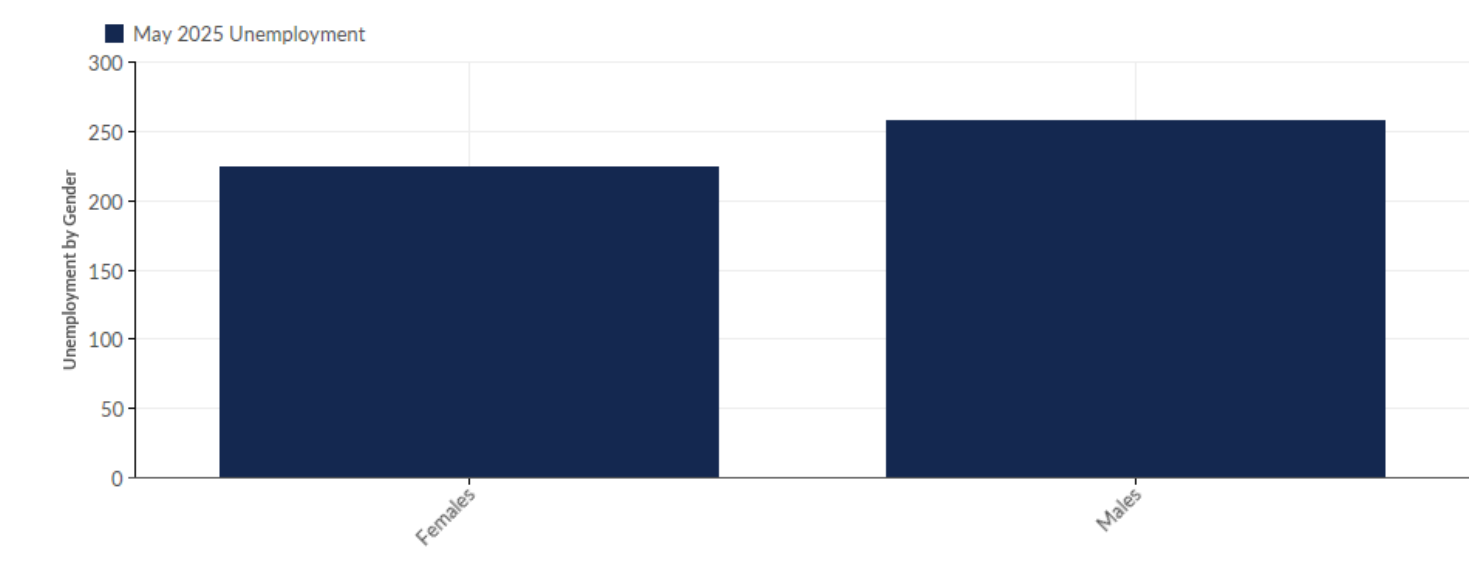
# Unemployment by Demographics

## Unemployment by Age



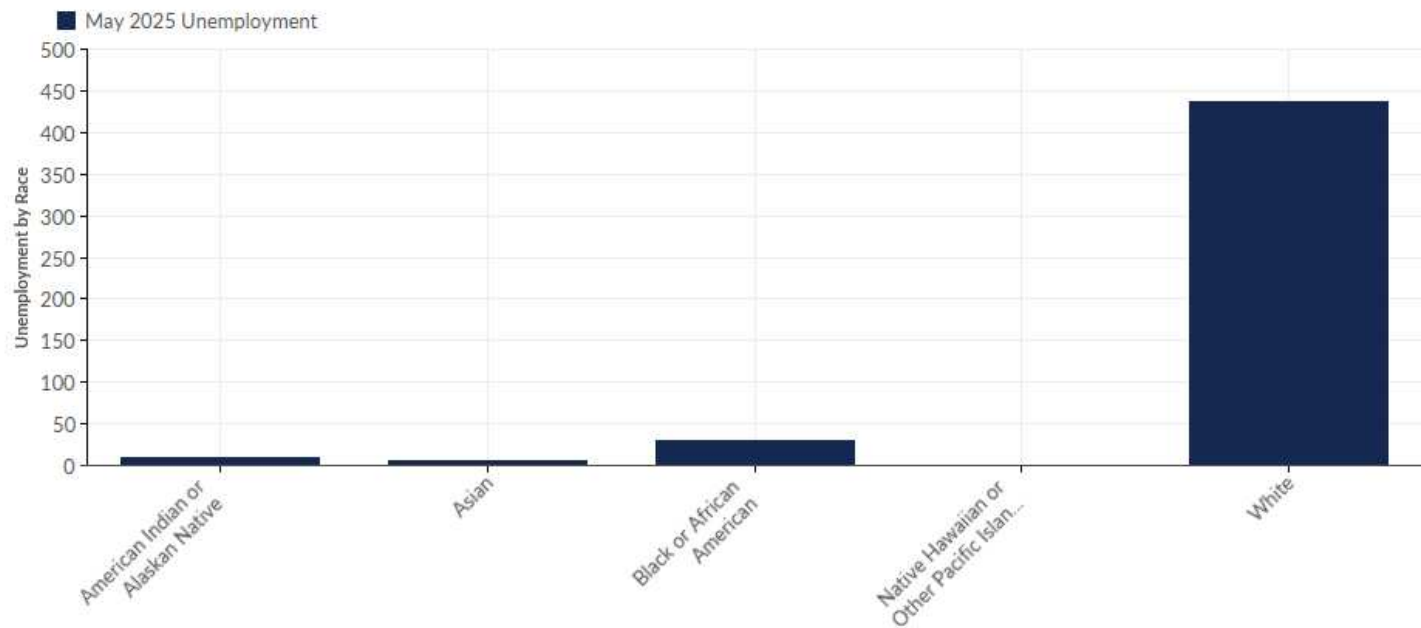
Age	Unemployment (May 2025)	% of Unemployed
< 22	8	1.66%
22-24	15	3.11%
25-34	82	17.01%
35-44	109	22.61%
45-54	109	22.61%
55-59	66	13.69%
60-64	60	12.45%
65+	35	7.26%
Total	482	100.00%

## Unemployment by Gender



Gender	Unemployment (May 2025)	% of Unemployed
Females	224	46.47%
Males	258	53.53%
Total	482	100.00%

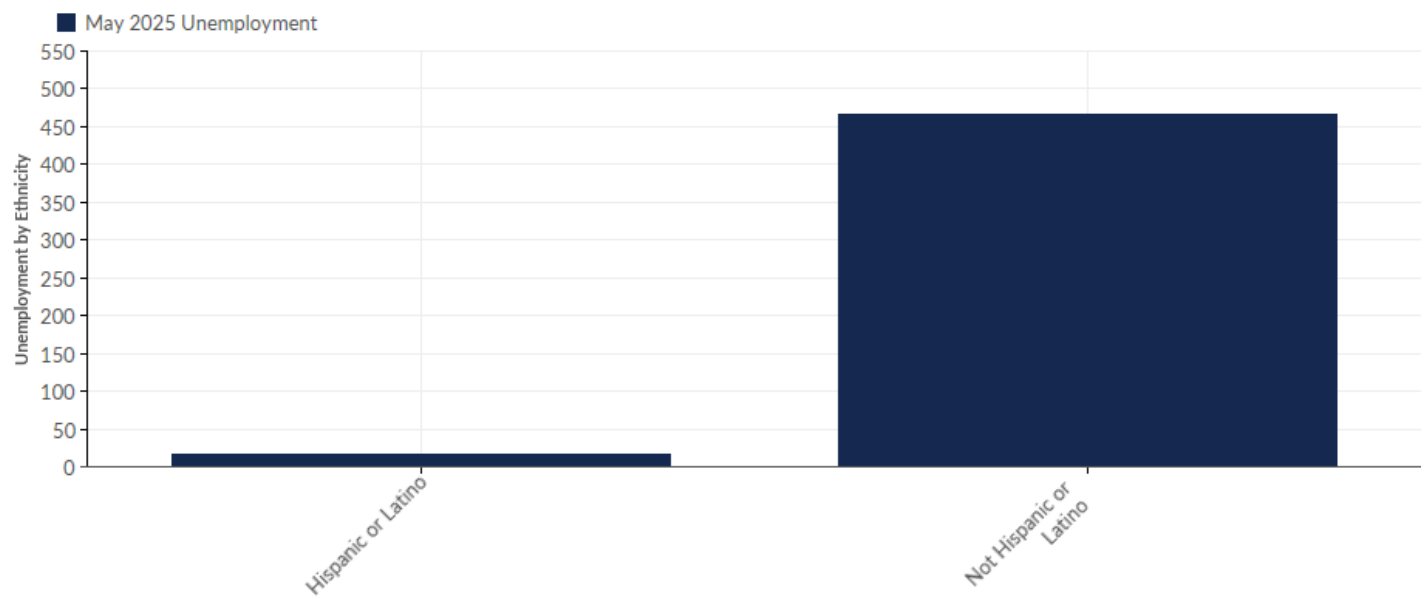
## Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	9	1.87%
Asian	5	1.04%
Black or African American	30	6.22%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	437	90.66%
Total	482	100.00%



## Unemployment by Ethnicity

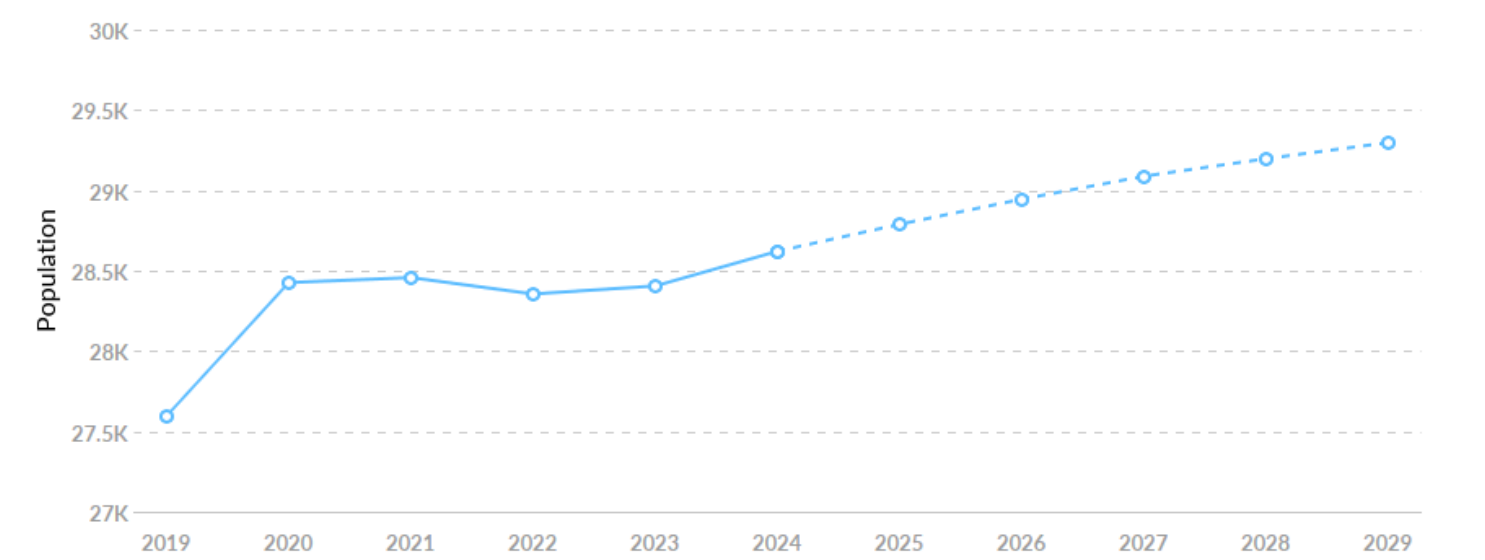


Ethnicity	Unemployment (May 2025)	% of Unemployed
Hispanic or Latino	15	3.11%
Not Hispanic or Latino	467	96.89%
Total	482	100.00%

# Historic & Projected Trends

## Population Trends

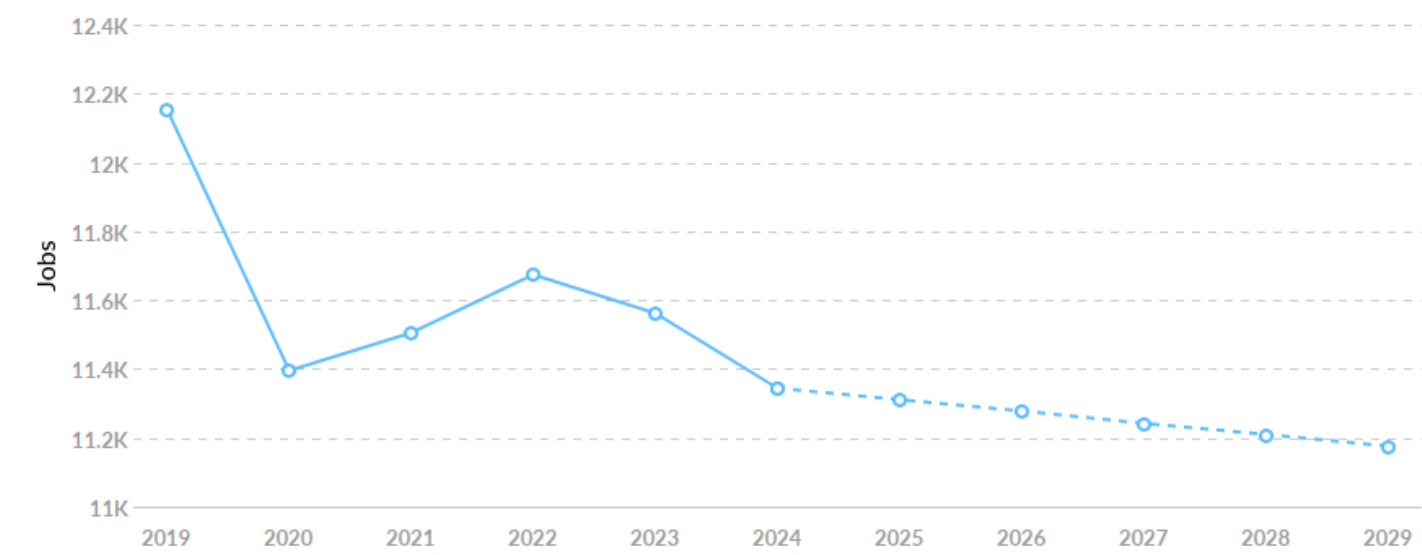
As of 2024 the region's population **increased by 3.7%** since 2019, growing by 1,025. Population is expected to **increase by 2.4%** between 2024 and 2029, adding 676.



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

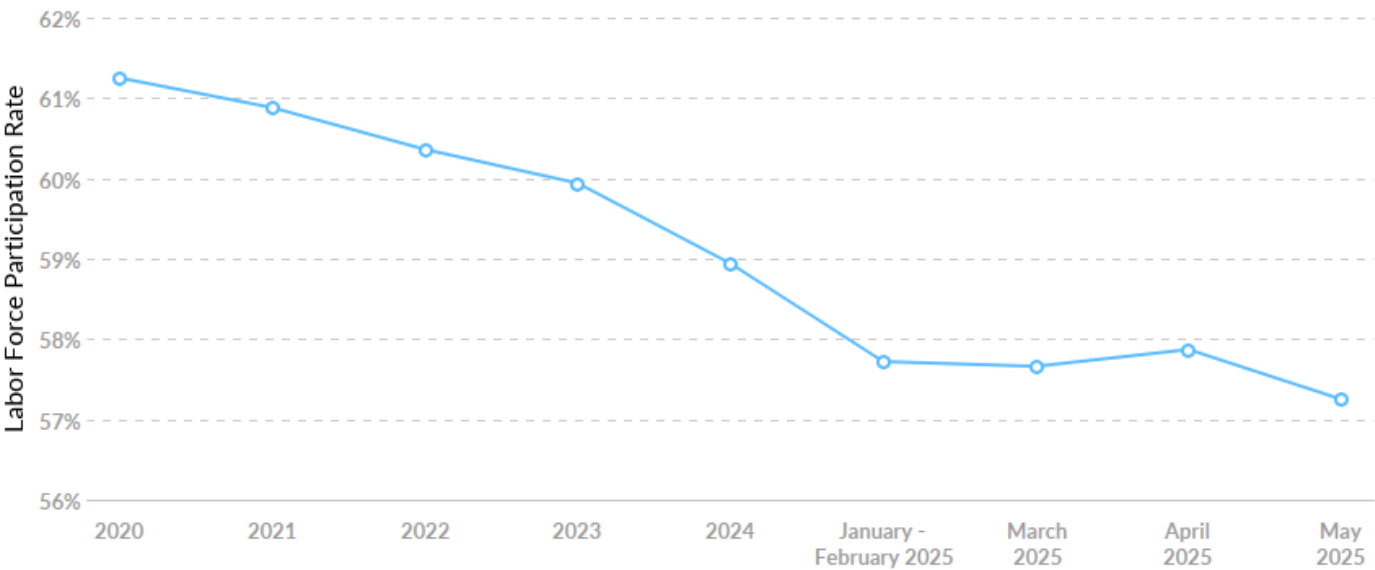
Job Trends

From 2019 to 2024, jobs declined by 6.7% in Lincoln County, WI from 12,153 to 11,344. This change fell short of the national growth rate of 4.3% by 11.0%.



Timeframe	Jobs
2019	12,153
2020	11,395
2021	11,505
2022	11,674
2023	11,562
2024	11,344
2025	11,311
2026	11,278
2027	11,242
2028	11,210
2029	11,176

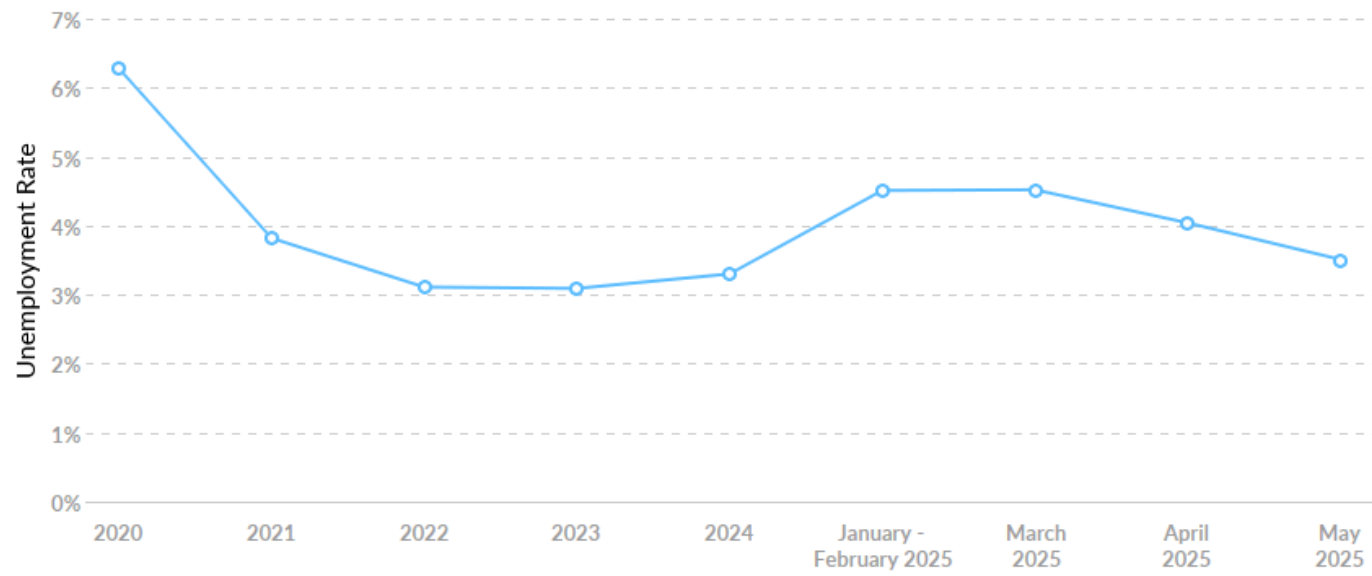
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	61.25%
2021	60.88%
2022	60.36%
2023	59.94%
2024	58.94%
January - February 2025	57.72%
March 2025	57.66%
April 2025	57.87%
May 2025	57.25%

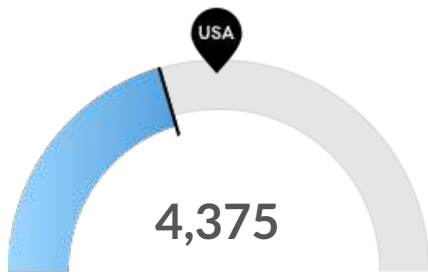
## Unemployment Rate Trends

Lincoln County, WI had a May 2025 unemployment rate of 3.51%, **decreasing from 6.28%** 5 years before.



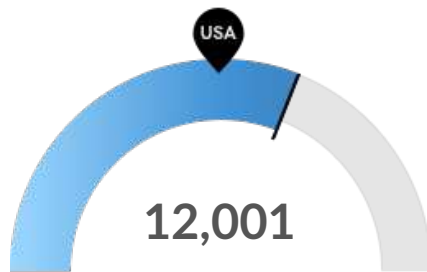
Timeframe	Unemployment Rate
2020	6.28%
2021	3.82%
2022	3.11%
2023	3.09%
2024	3.30%
January - February 2025	4.51%
March 2025	4.52%
April 2025	4.04%
May 2025	3.51%

## Population Characteristics



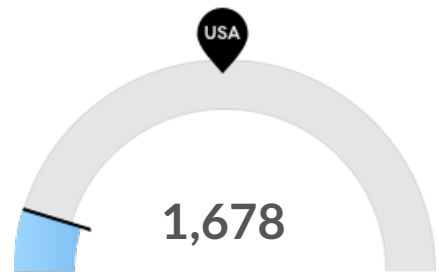
**Millennials**

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



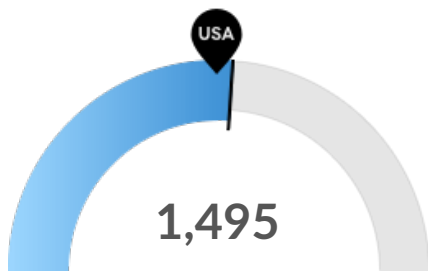
**Retiring Soon**

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.



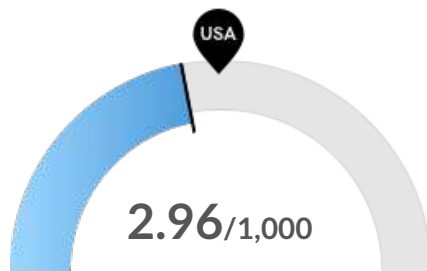
**Racial Diversity**

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.



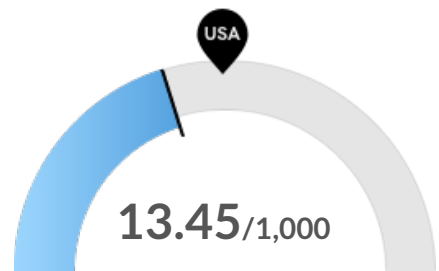
**Veterans**

Lincoln County, WI has 1,495 veterans. The national average for an area this size is 1,405.



**Violent Crime**

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

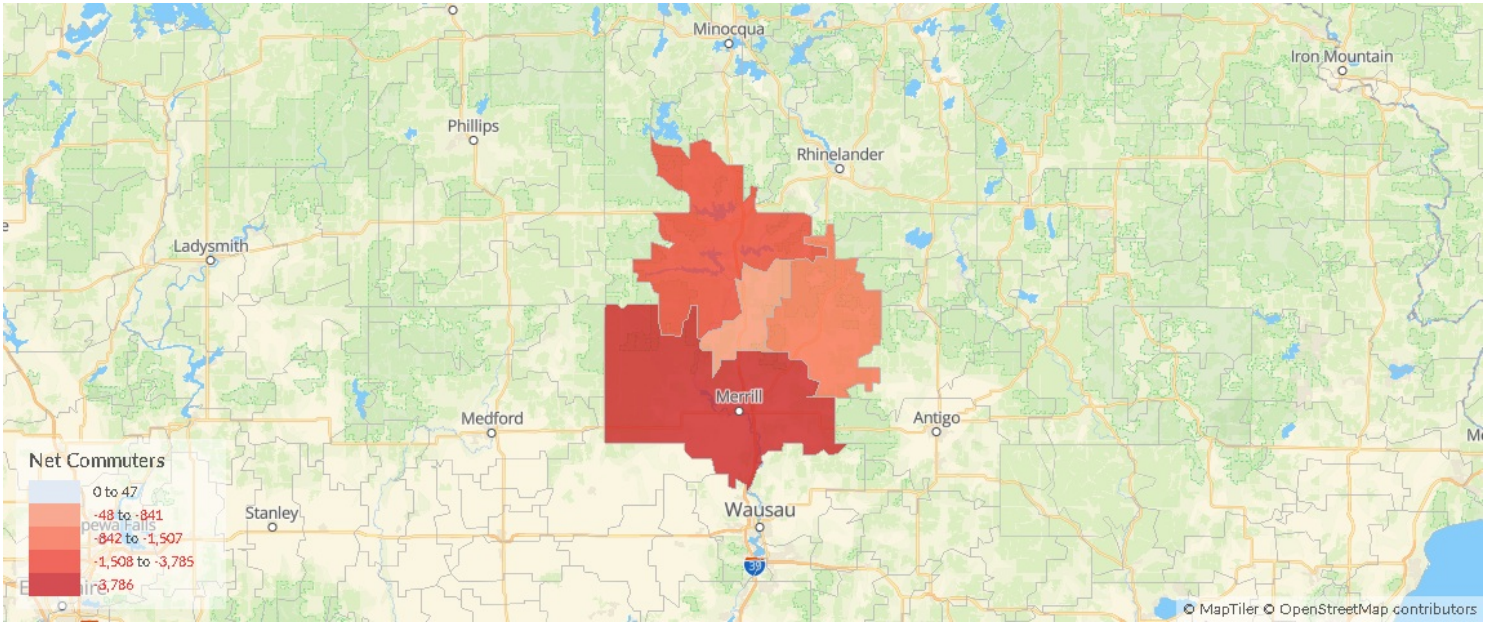


**Property Crime**

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...	6,446
54487	Tomahawk, WI (in Linco...	3,998
54442	Irma, WI (in Lincoln cou...	584
54435	Gleason, WI (in Lincoln ...	292
54532	Heafford Junction, WI (i...	24

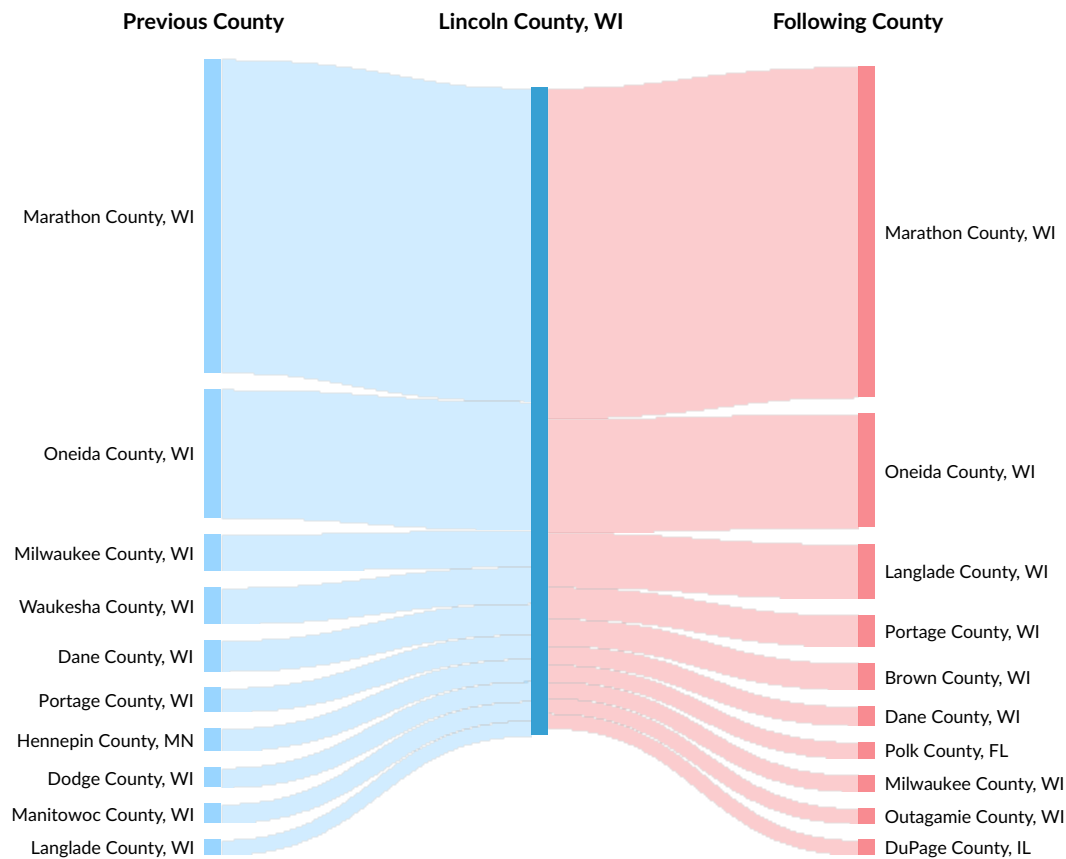
Where Talent Lives

ZIP	Name	2024 Workers
54452	Merrill, WI (in Lincoln c...	10,231
54487	Tomahawk, WI (in Linco...	5,506
54435	Gleason, WI (in Lincoln ...	1,135
54442	Irma, WI (in Lincoln cou...	633
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.



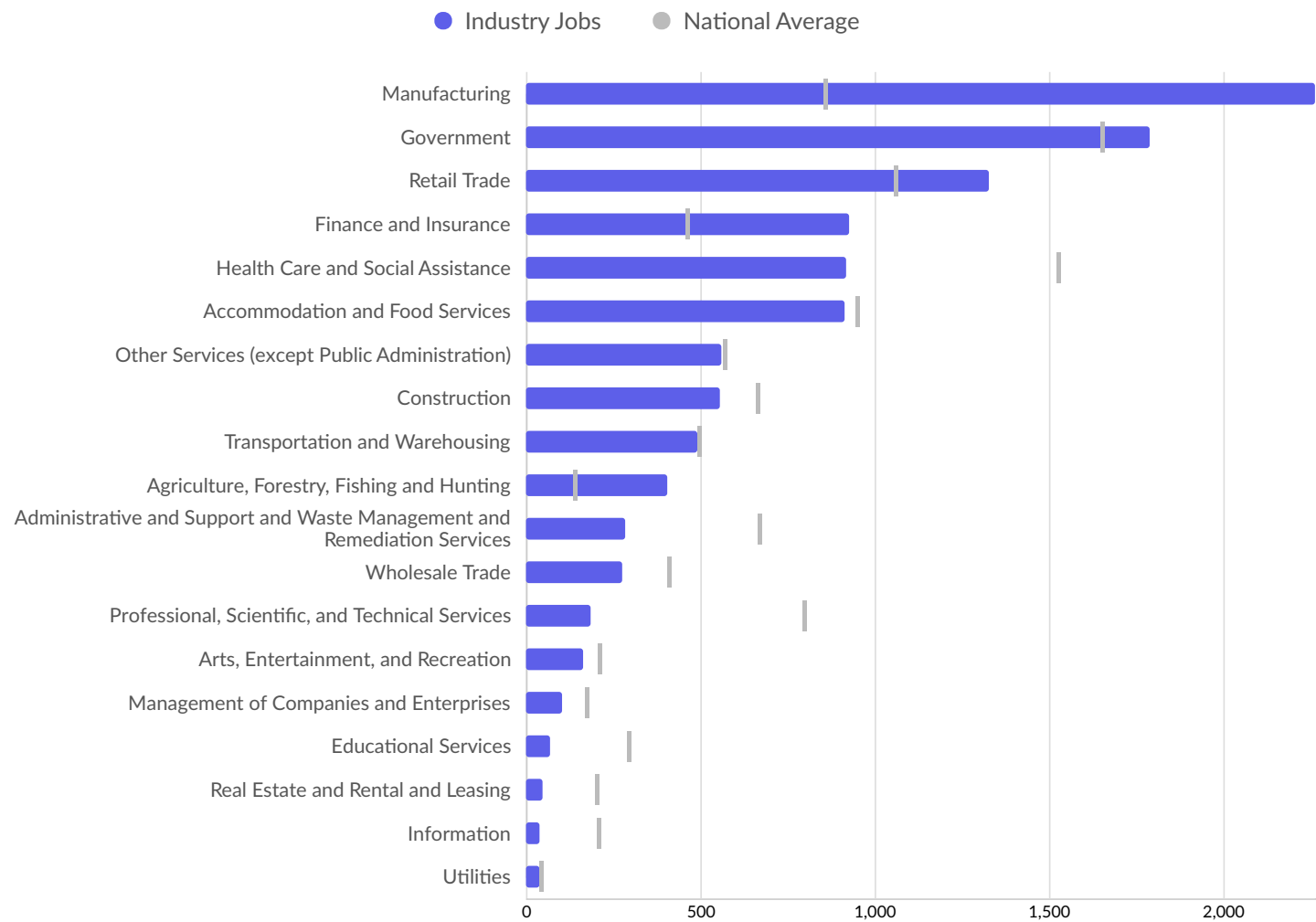
Top Previous Counties	Migrations
Marathon County, WI	282
Oneida County, WI	116
Milwaukee County, WI	33
Waukesha County, WI	33
Dane County, WI	28
Portage County, WI	22



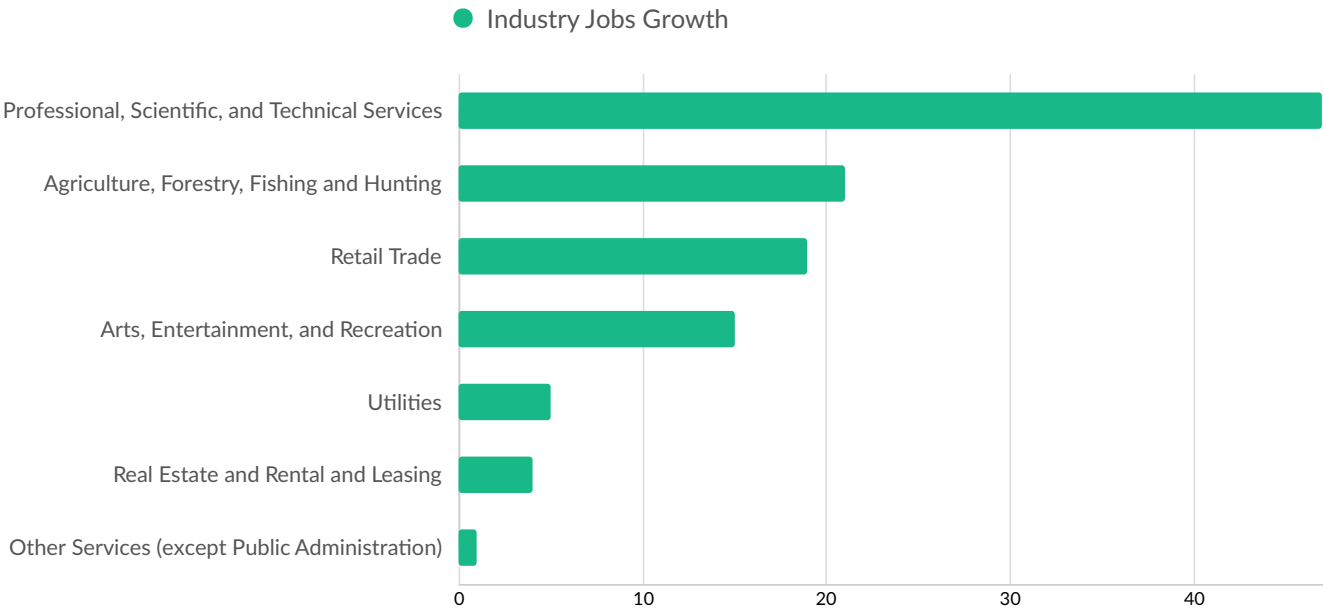
Top Previous Counties	Migrations
Hennepin County, MN	20
Dodge County, WI	18
Manitowoc County, WI	17
Langlade County, WI	14
Eau Claire County, WI	14
Cook County, IL	12
Jefferson County, WI	11
Winnebago County, WI	9
Brown County, WI	9
Top Following Counties	Migrations
Marathon County, WI	297
Oneida County, 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

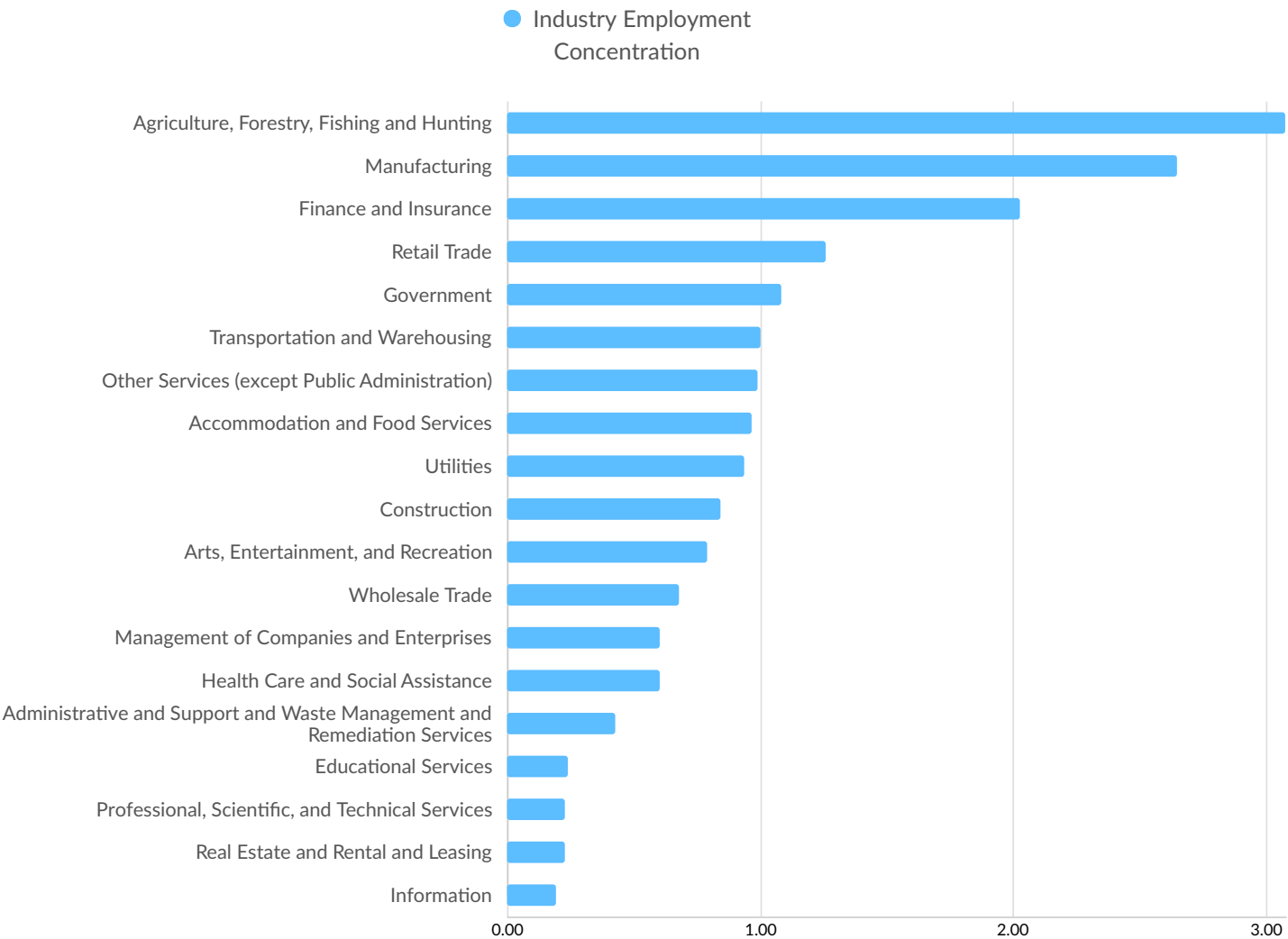
## Largest Industries



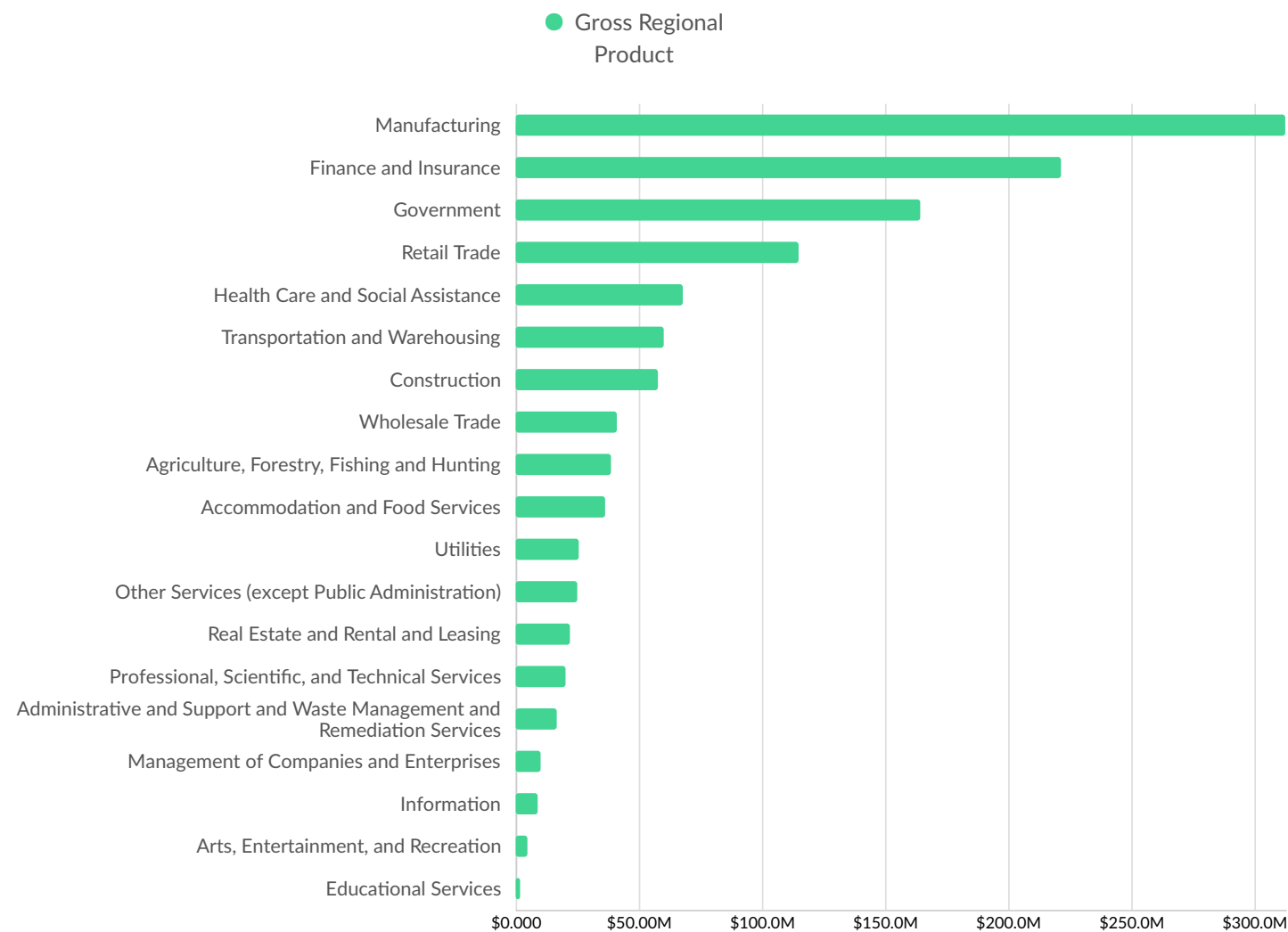
### Top Growing Industries



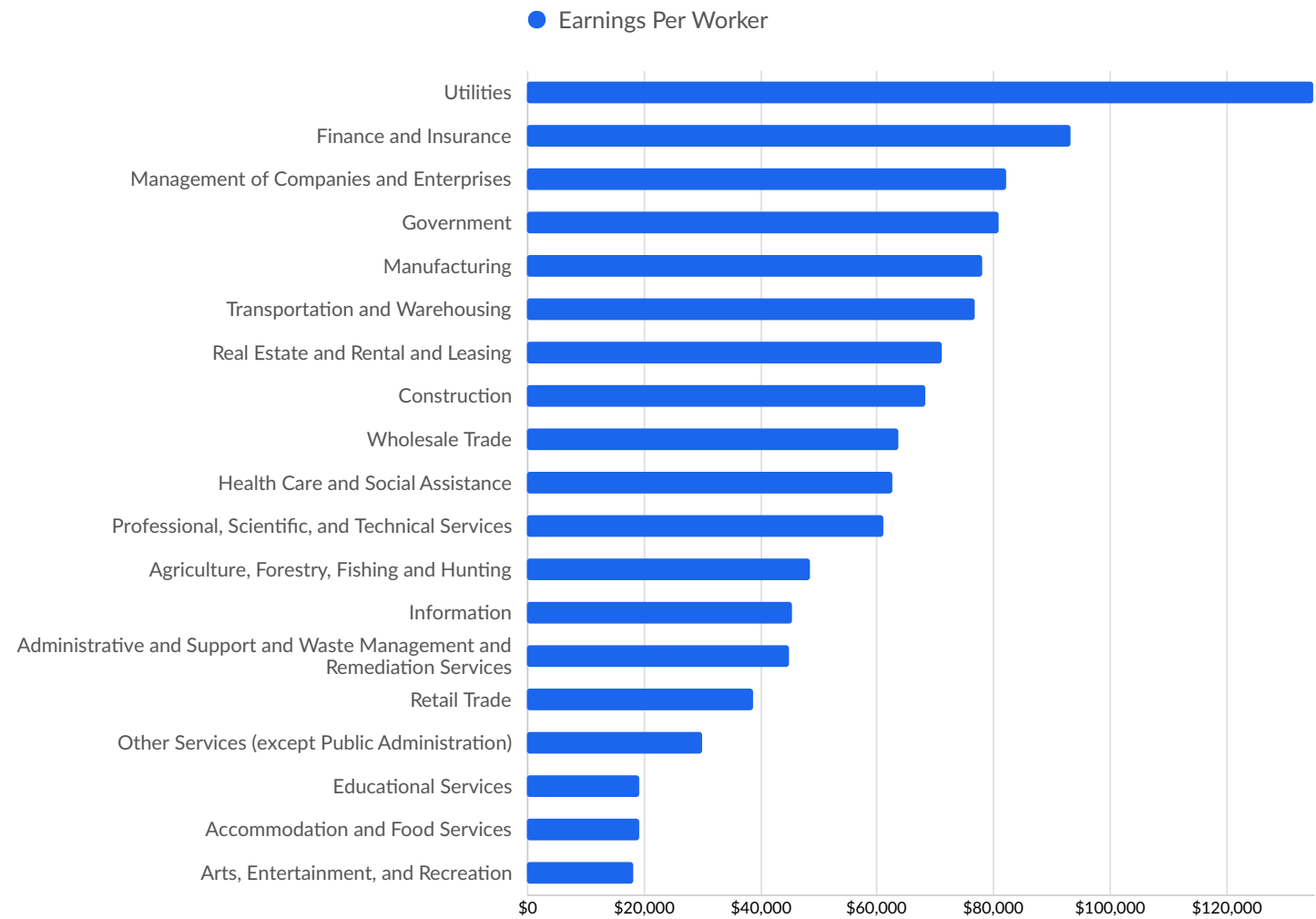
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



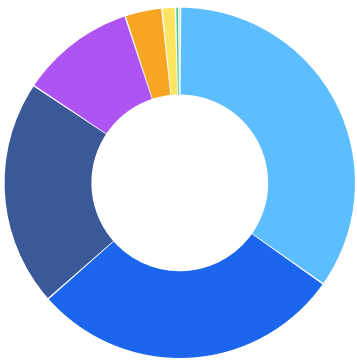
## Business Characteristics

### 2,913 Companies Employ Your Workers

Online profiles for your workers mention 2,913 companies as employers, with the top 10 appearing below. In the last 12 months, 323 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...	333 <div></div>	Aspirus	103 <div></div>
Aspirus	114 <div></div>	Church Mutual Insurance Comp...	76 <div></div>
Merrill Area Public Schools	113 <div></div>	Walmart	62 <div></div>
Packaging Corporation of Ameri...	103 <div></div>	Packaging Corporation of Ameri...	60 <div></div>
Harley-Davidson	99 <div></div>	Community Horizons	39 <div></div>
State of Wisconsin	69 <div></div>	GPM Investments	38 <div></div>
Marshfield Clinic	52 <div></div>	Sierra Pacific Industries	34 <div></div>
Ministry Health Care	50 <div></div>	Walgreens Boots Alliance	32 <div></div>
Agra Industries	39 <div></div>	Harley-Davidson	31 <div></div>
Tomahawk School District Of	39 <div></div>	Vohra Wound Physicians	29 <div></div>

## Business Size



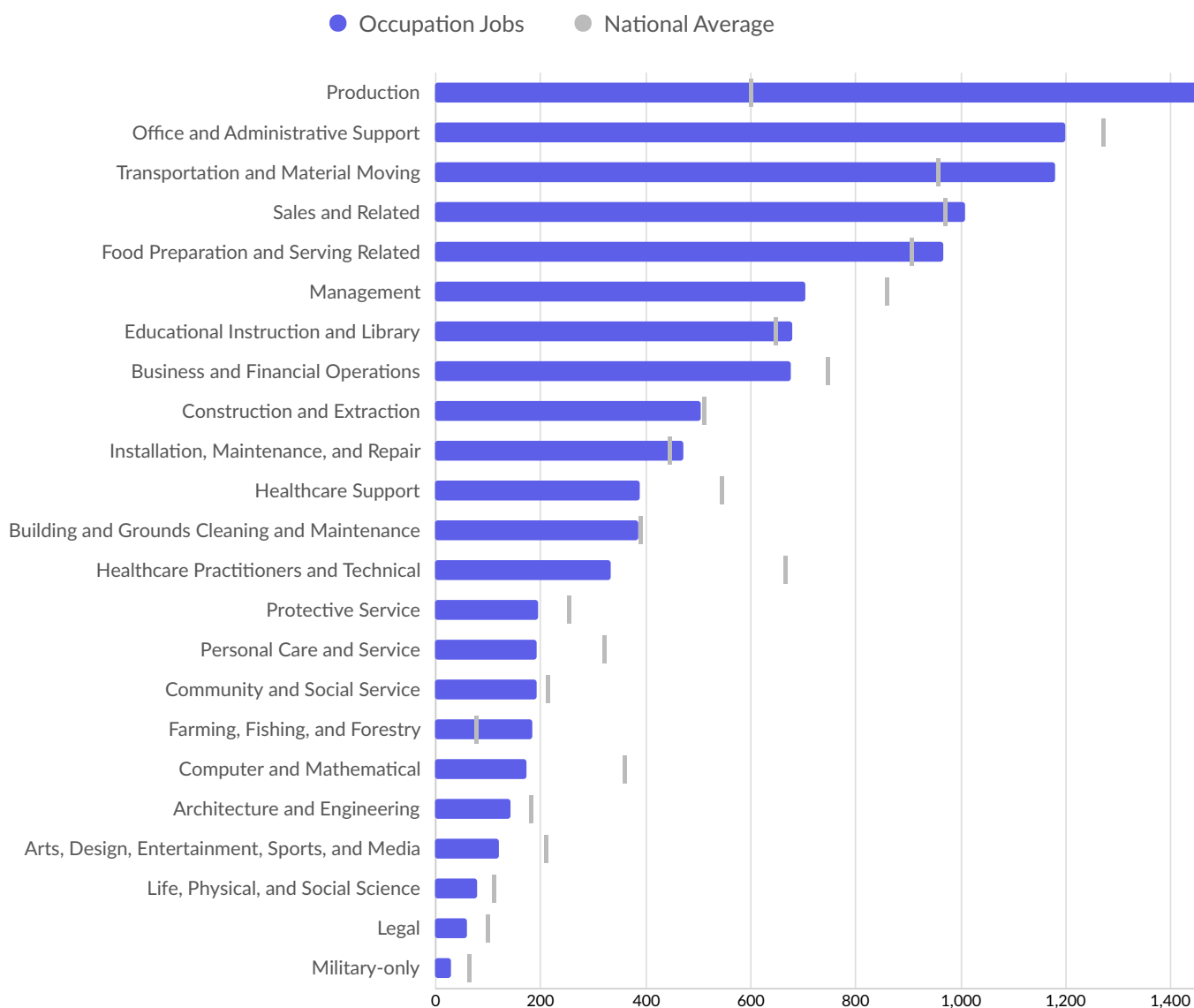
	Percentage	Business Count
<div></div> 1 to 4 employees	34.7%	448
<div></div> 5 to 9 employees	28.7%	371
<div></div> 10 to 19 employees	20.8%	269
<div></div> 20 to 49 employees	10.6%	137
<div></div> 50 to 99 employees	3.4%	44
<div></div> 100 to 249 employees	1.2%	16
<div></div> 250 to 499 employees	0.3%	4
<div></div> 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.*

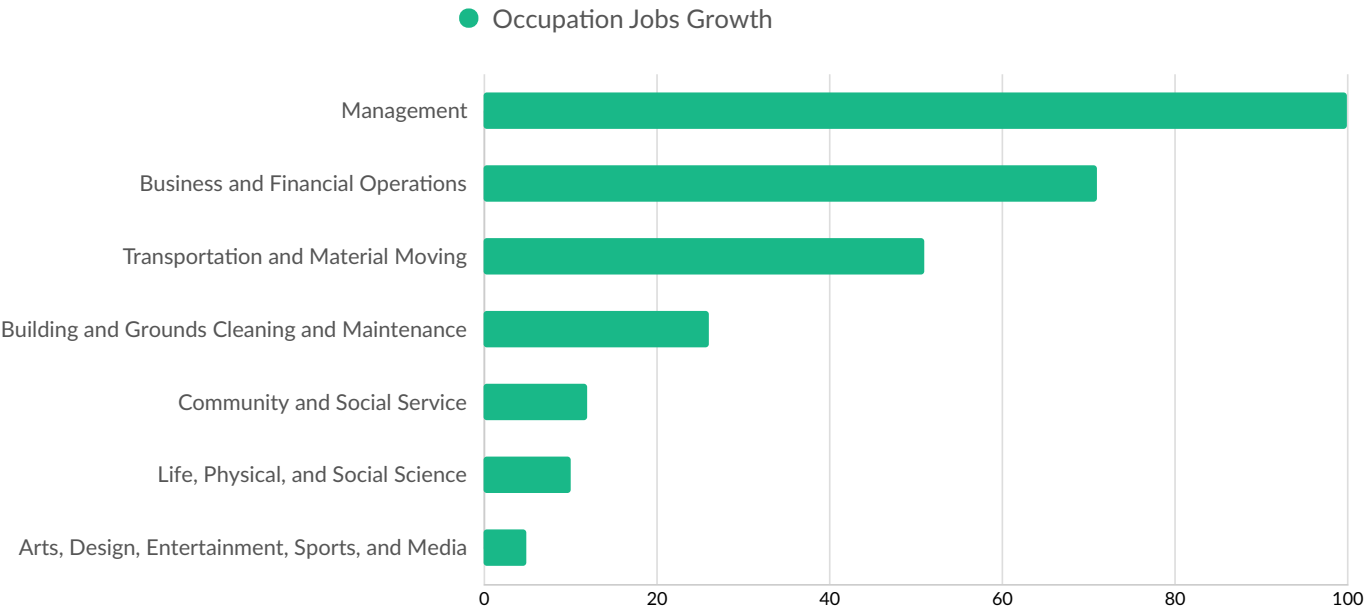


# Workforce Characteristics

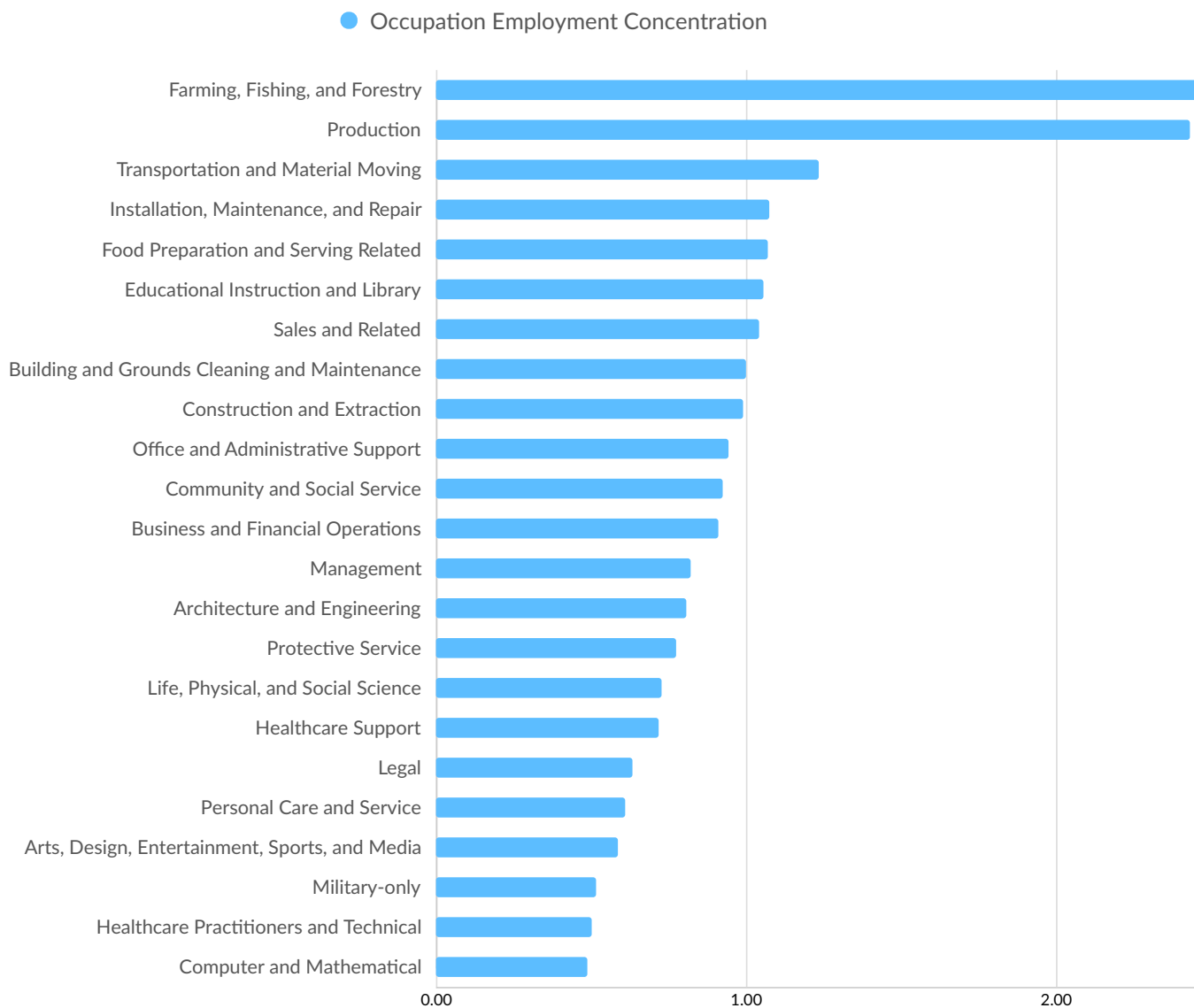
## Largest Occupations



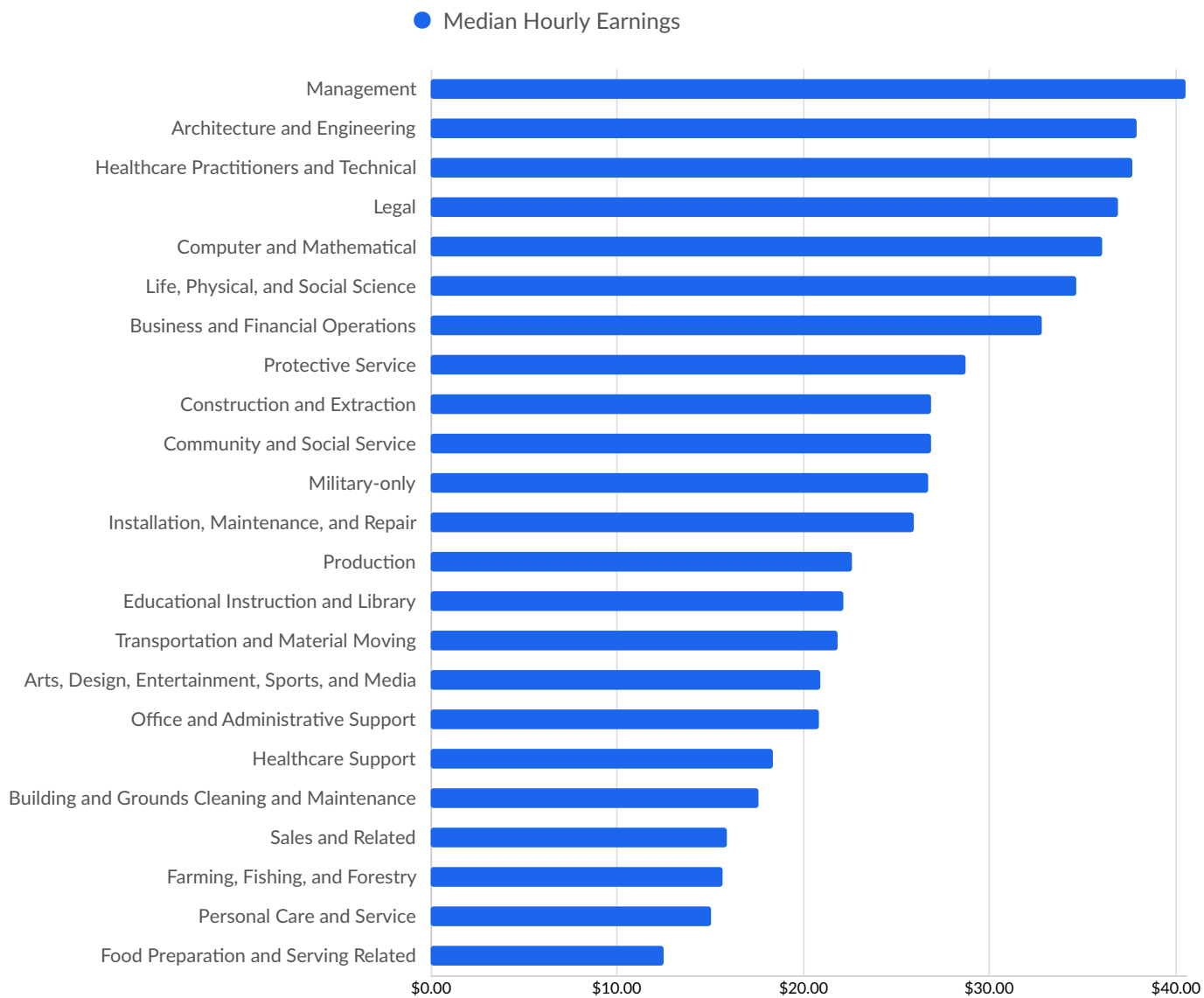
Top Growing Occupations



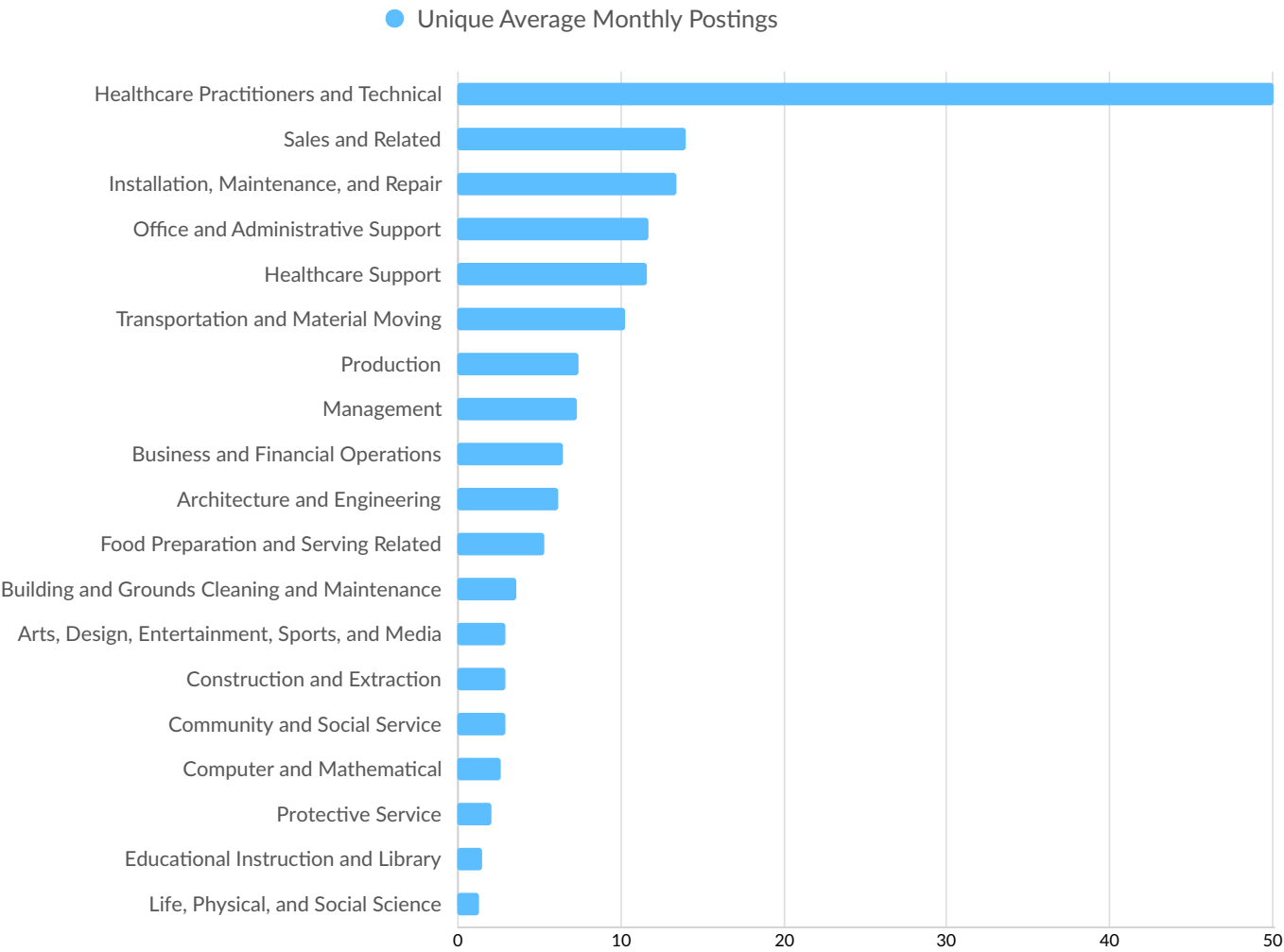
## Top Occupation Employment Concentration



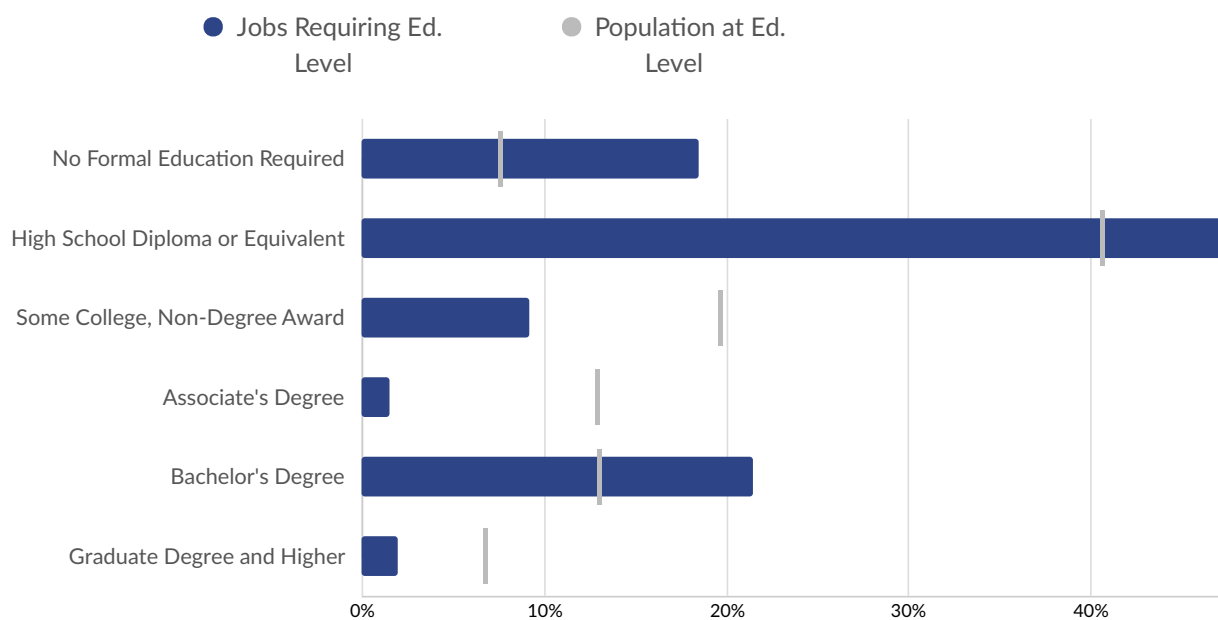
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

