



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

28,461

Population (2024)

Population **grew by 865** over the last 5 years and is projected to **grow by 743** over the next 5 years.

11,350

Total Regional Employment

Jobs **decreased by 802** over the last 5 years and are projected to **decrease by 175** over the next 5 years.

\$67.7K

Median Household Income (2023)

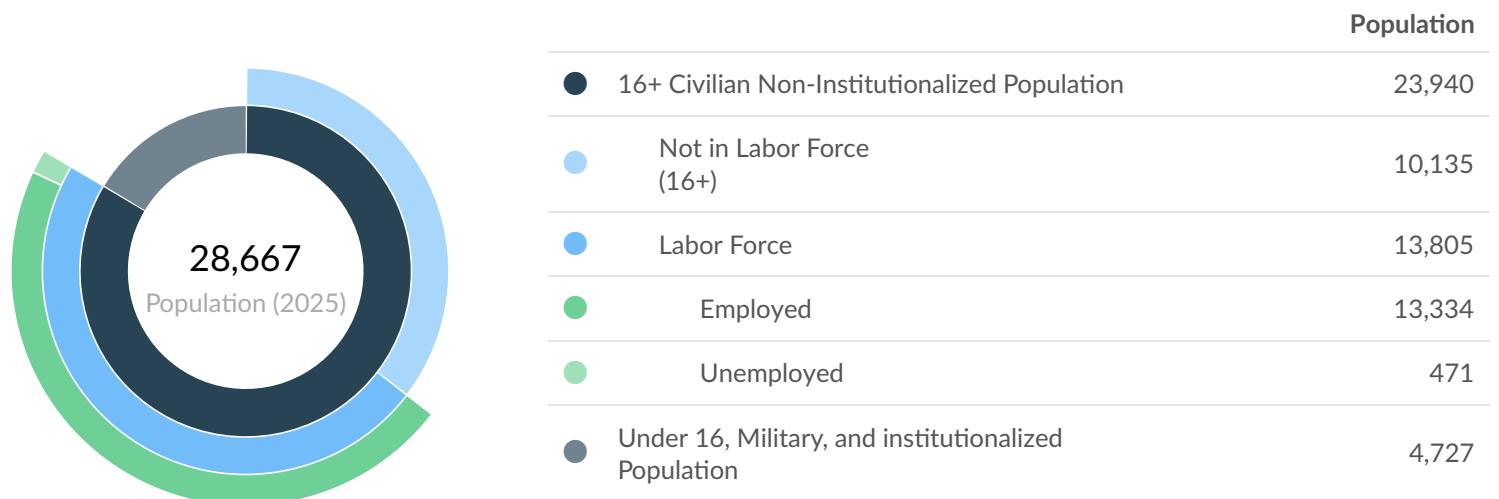
Median household income is **\$10.8K below** the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population **increased by 3.1%** since 2019, growing by 865. Population is expected to **increase by 2.6%** between 2024 and 2029, adding 743.
- From 2019 to 2024, jobs **declined by 6.6%** in Lincoln County, WI from 12,152 to **11,350**. This change **fell short of the national growth rate of 4.4% by 11.0%**. As the number of jobs declined, the **labor force participation rate decreased from 65.0% to 58.5% 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 Local Government, Excluding Education and Hospitals.

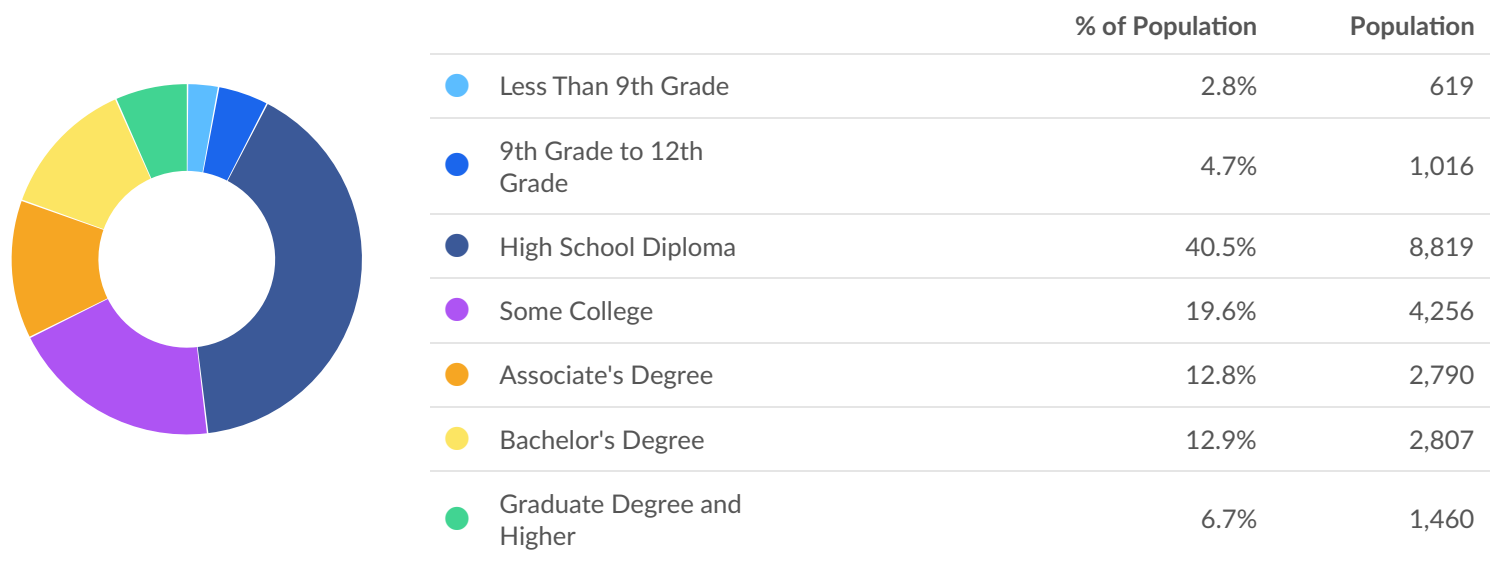
	Population (2025)	Labor Force (Aug 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	28,667	13,805	11,350	100.3	\$1.41B	\$2.49B	\$2.01B
State	5,980,718	3,144,655	3,264,613	100.3	\$439.61B	\$392.12B	\$421.40B

Aug 2025 Labor Force Breakdown



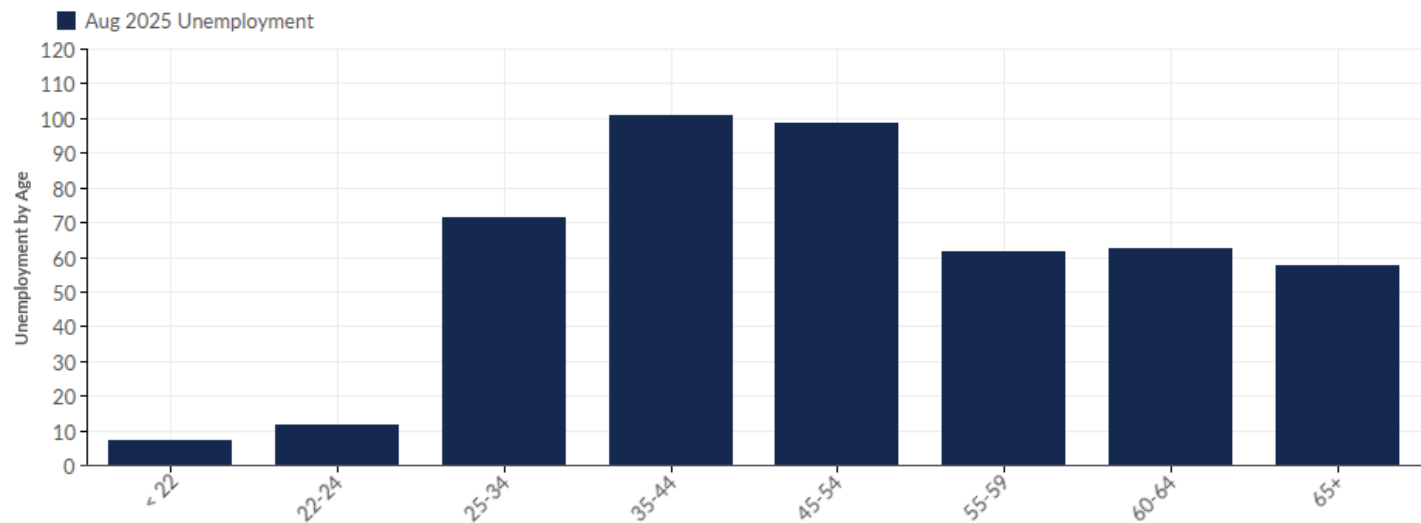
Educational Attainment

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).



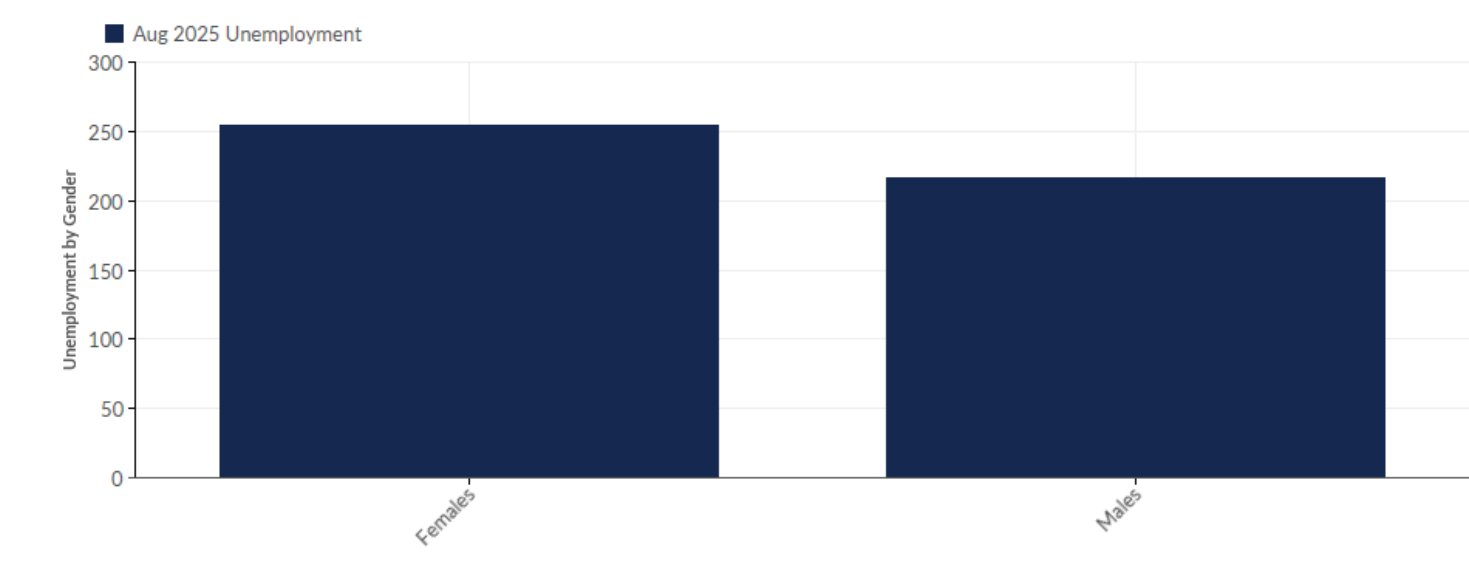
Unemployment by Demographics

Unemployment by Age



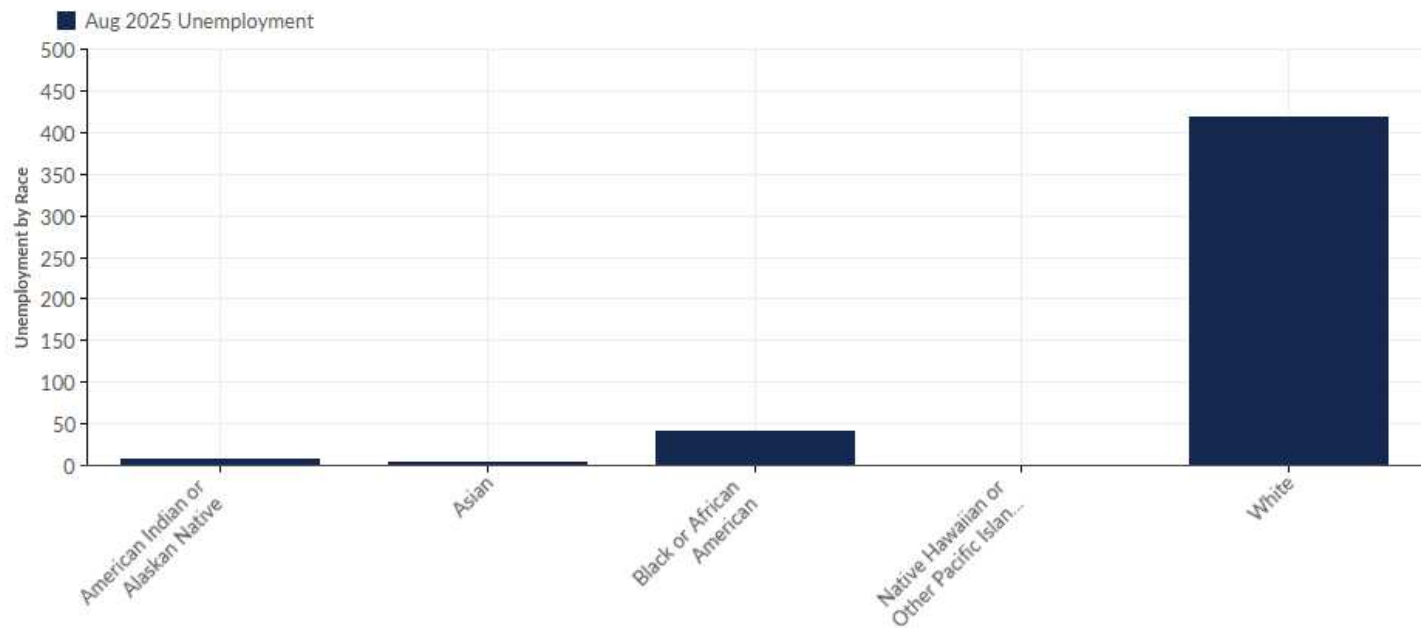
Age	Unemployment (Aug 2025)	% of Unemployed
< 22	7	1.49%
22-24	11	2.34%
25-34	71	15.07%
35-44	101	21.44%
45-54	99	21.02%
55-59	62	13.16%
60-64	63	13.38%
65+	57	12.10%
Total	471	100.00%

Unemployment by Gender



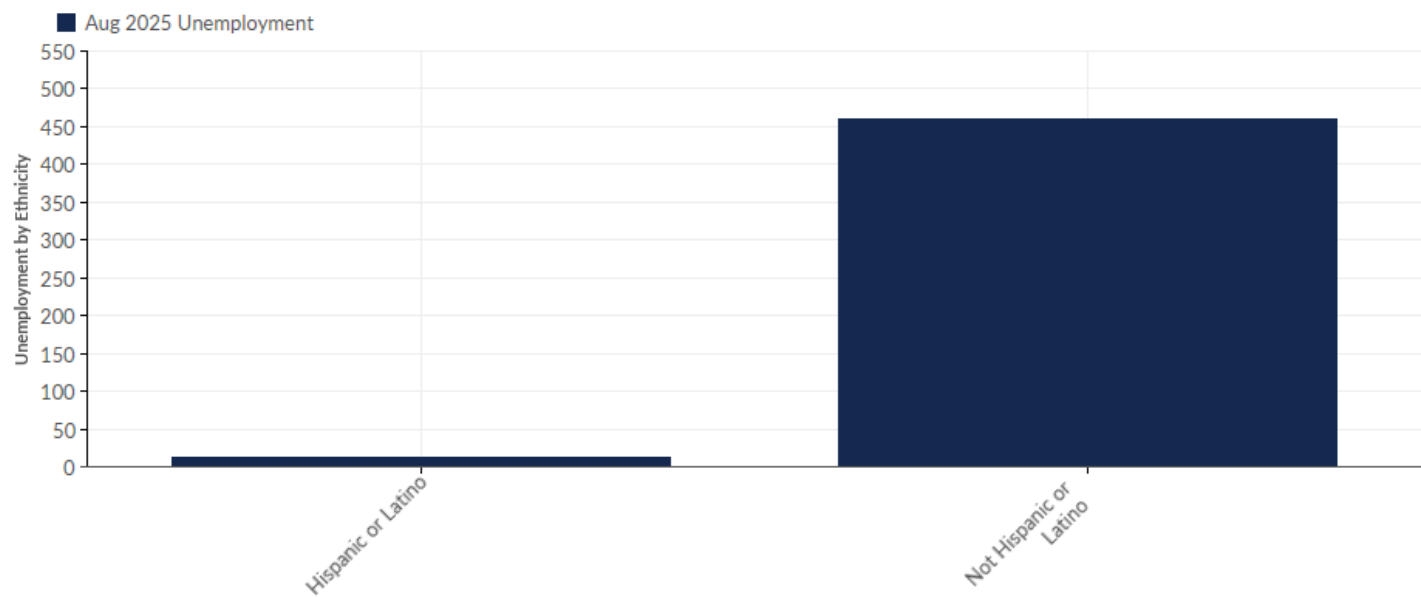
Gender	Unemployment (Aug 2025)	% of Unemployed
Females	254	53.93%
Males	217	46.07%
Total	471	100.00%

Unemployment by Race



Race	Unemployment (Aug 2025)	% of Unemployed
American Indian or Alaskan Native	8	1.70%
Asian	4	0.85%
Black or African American	41	8.70%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	417	88.54%
Total	471	100.00%

Unemployment by Ethnicity

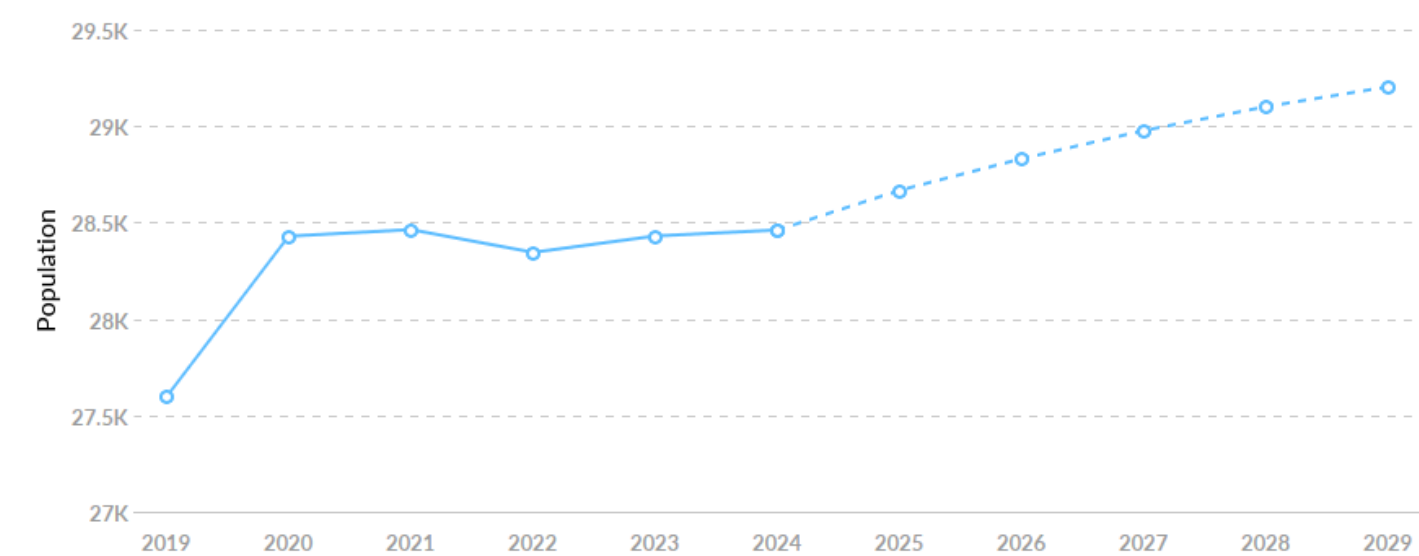


Ethnicity	Unemployment (Aug 2025)	% of Unemployed
Hispanic or Latino	12	2.55%
Not Hispanic or Latino	459	97.45%
Total	471	100.00%

Historic & Projected Trends

Population Trends

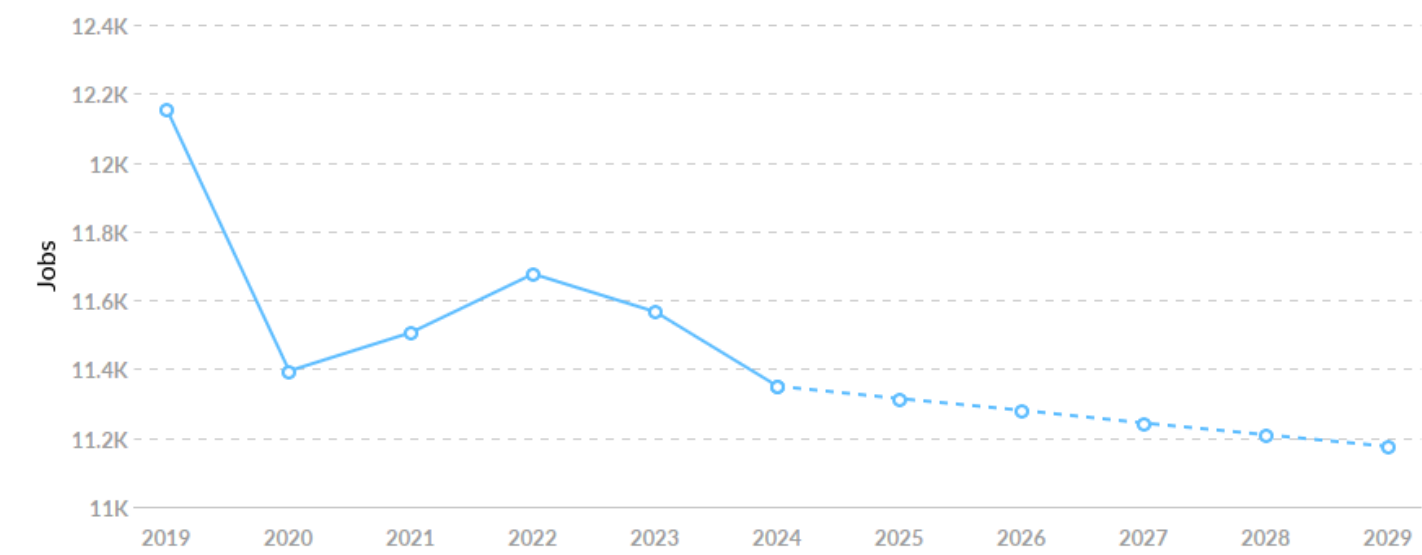
As of 2024 the region's population **increased by 3.1%** since 2019, growing by 865. Population is expected to **increase by 2.6%** between 2024 and 2029, adding 743.



Timeframe	Population
2019	27,596
2020	28,429
2021	28,463
2022	28,345
2023	28,430
2024	28,461
2025	28,667
2026	28,831
2027	28,977
2028	29,101
2029	29,204

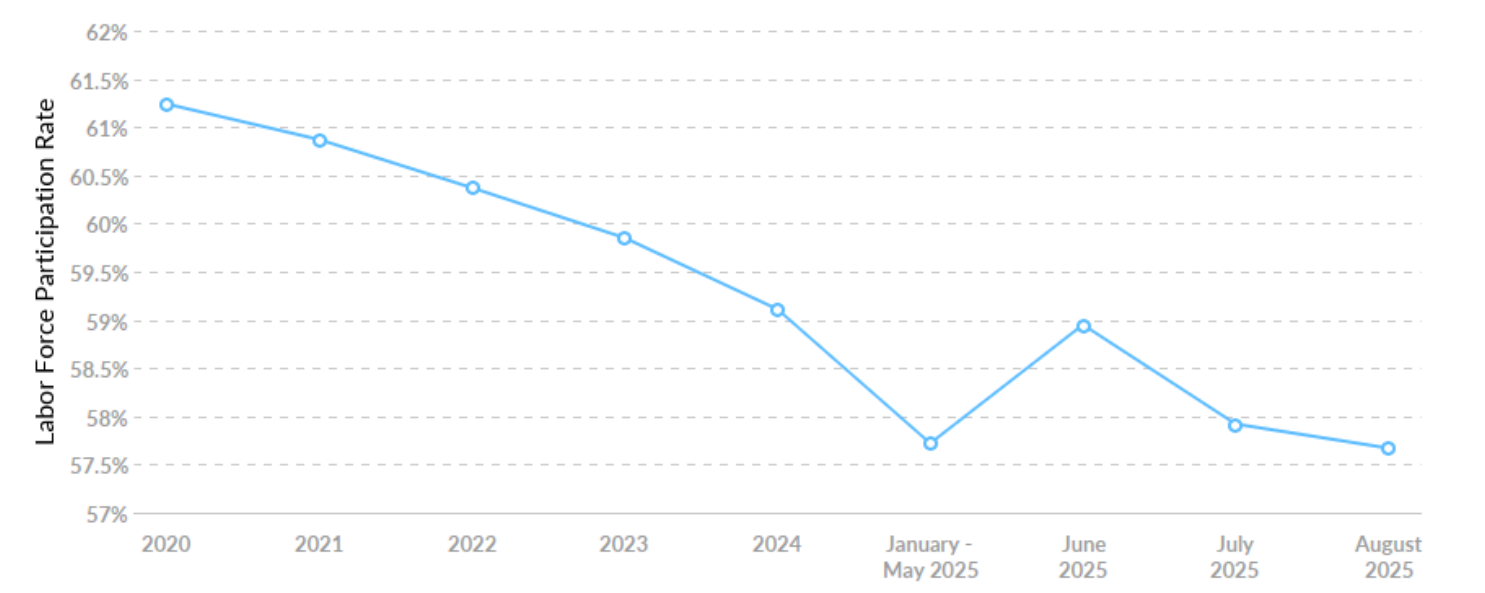
Job Trends

From 2019 to 2024, jobs declined by 6.6% in Lincoln County, WI from 12,152 to 11,350. This change fell short of the national growth rate of 4.4% by 11.0%.



Timeframe	Jobs
2019	12,152
2020	11,394
2021	11,506
2022	11,676
2023	11,566
2024	11,350
2025	11,314
2026	11,280
2027	11,243
2028	11,209
2029	11,175

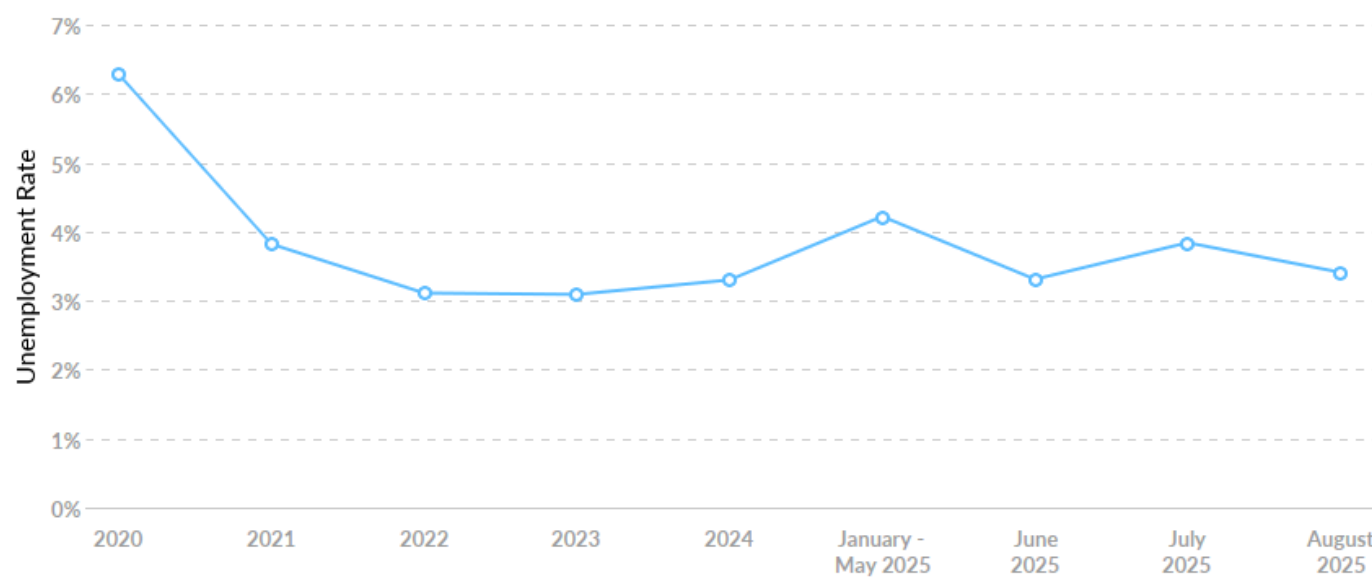
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	61.24%
2021	60.87%
2022	60.37%
2023	59.85%
2024	59.11%
January - May 2025	57.72%
June 2025	58.95%
July 2025	57.92%
August 2025	57.67%

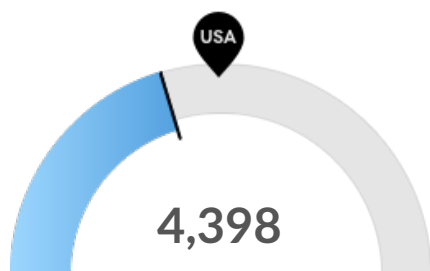
Unemployment Rate Trends

Lincoln County, WI had an August 2025 unemployment rate of 3.41%, **decreasing from 6.28%** 5 years before.



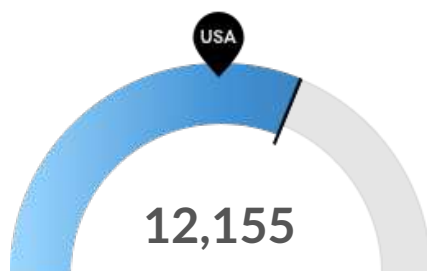
Timeframe	Unemployment Rate
2020	6.28%
2021	3.82%
2022	3.11%
2023	3.09%
2024	3.30%
January - May 2025	4.22%
June 2025	3.31%
July 2025	3.84%
August 2025	3.41%

Population Characteristics



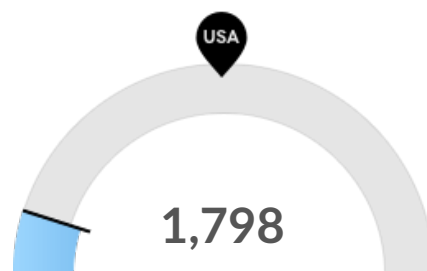
Millennials

Lincoln County, WI has 4,398 millennials (ages 25-39). The national average for an area this size is 5,826.



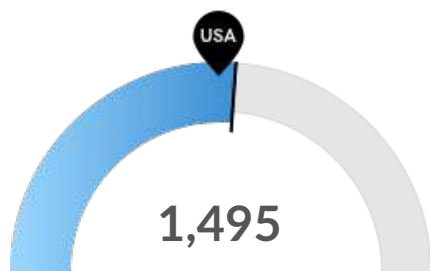
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,606 people 55 or older, while there are 12,155 here.



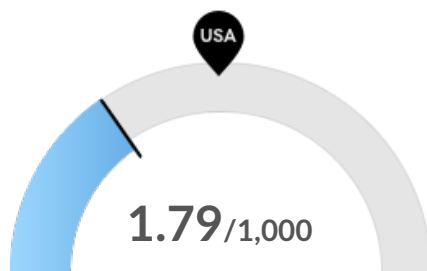
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 12,107 racially diverse people, while there are 1,798 here.



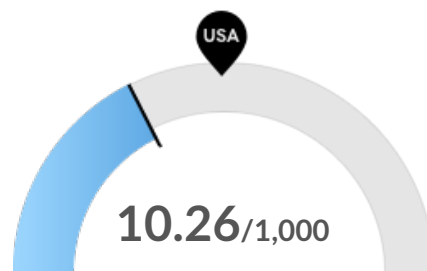
Veterans

Lincoln County, WI has 1,495 veterans. The national average for an area this size is 1,399.



Violent Crime

Lincoln County, WI has 1.79 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

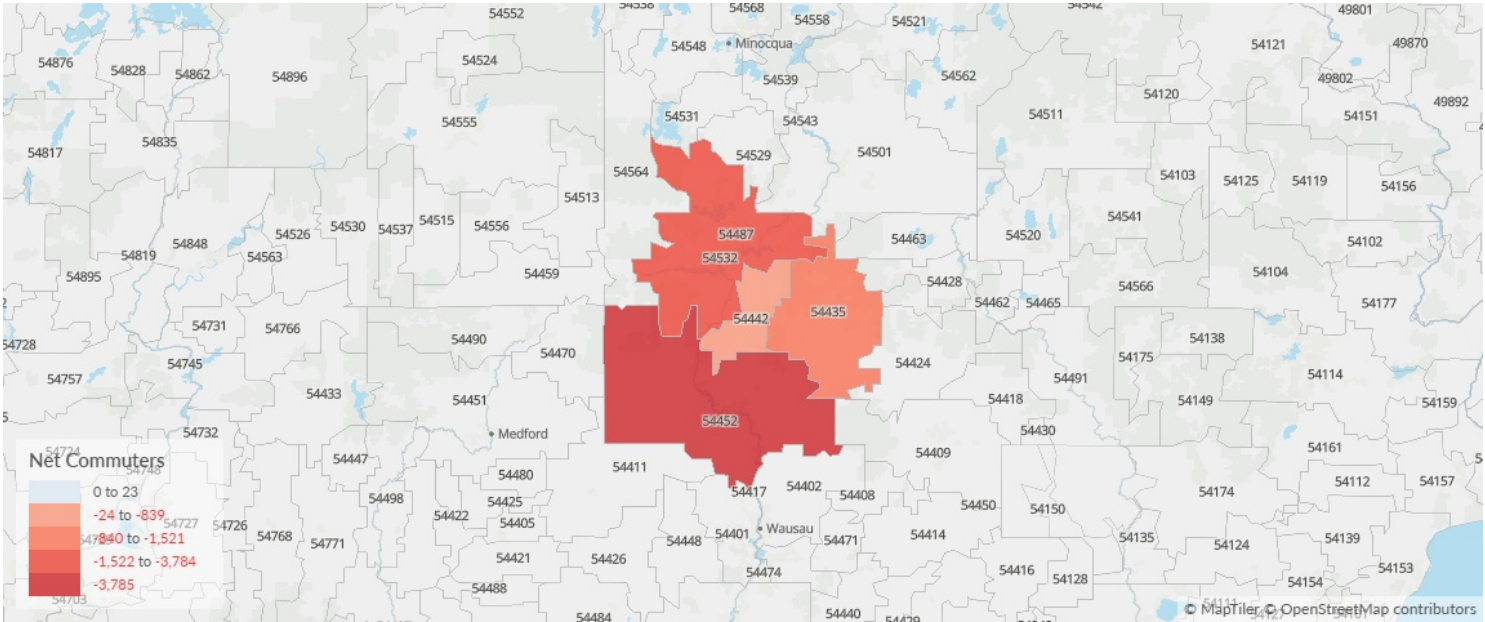


Property Crime

Lincoln County, WI has 10.26 property crimes per 1,000 people. The national rate is 16.44 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...	6,450
54487	Tomahawk, WI (in Linco...	3,974
54442	Irma, WI (in Lincoln cou...	607
54435	Gleason, WI (in Lincoln ...	295
54532	Heafford Junction, WI (i...	24

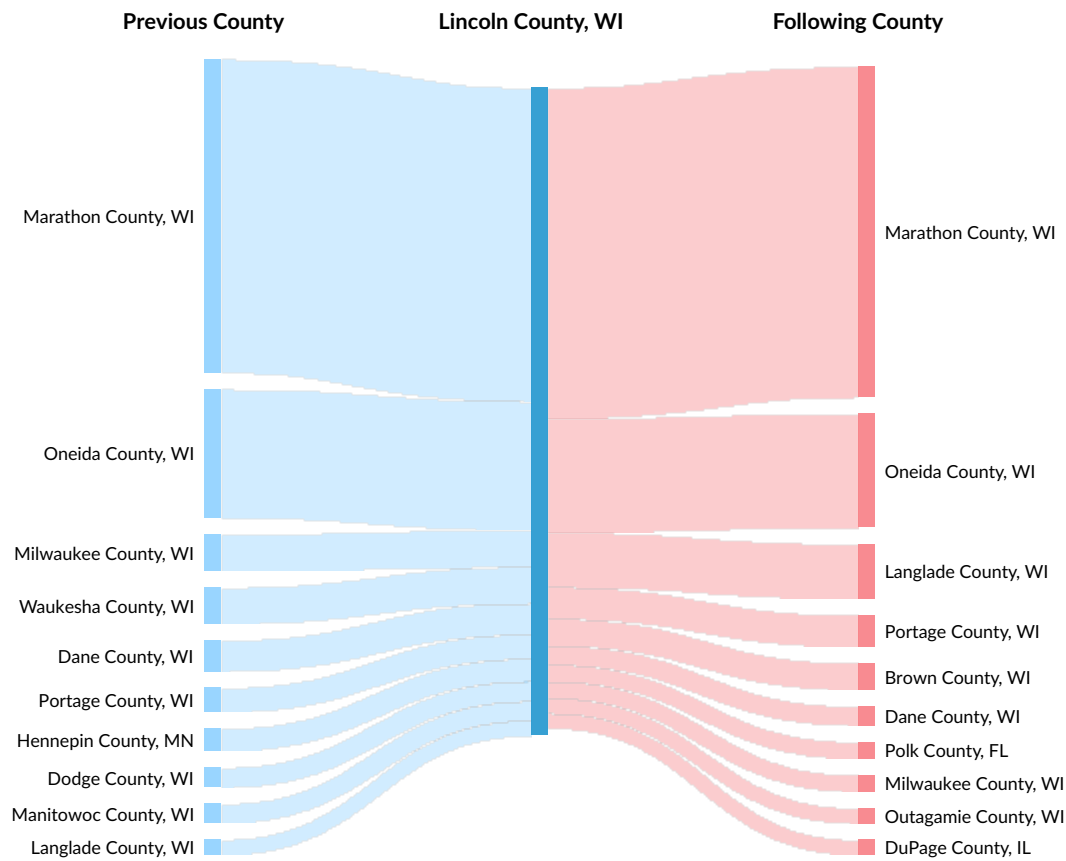
Where Talent Lives

ZIP	Name	2024 Workers
54452	Merrill, WI (in Lincoln c...	10,235
54487	Tomahawk, WI (in Linco...	5,495
54435	Gleason, WI (in Lincoln ...	1,135
54442	Irma, WI (in Lincoln cou...	631
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.

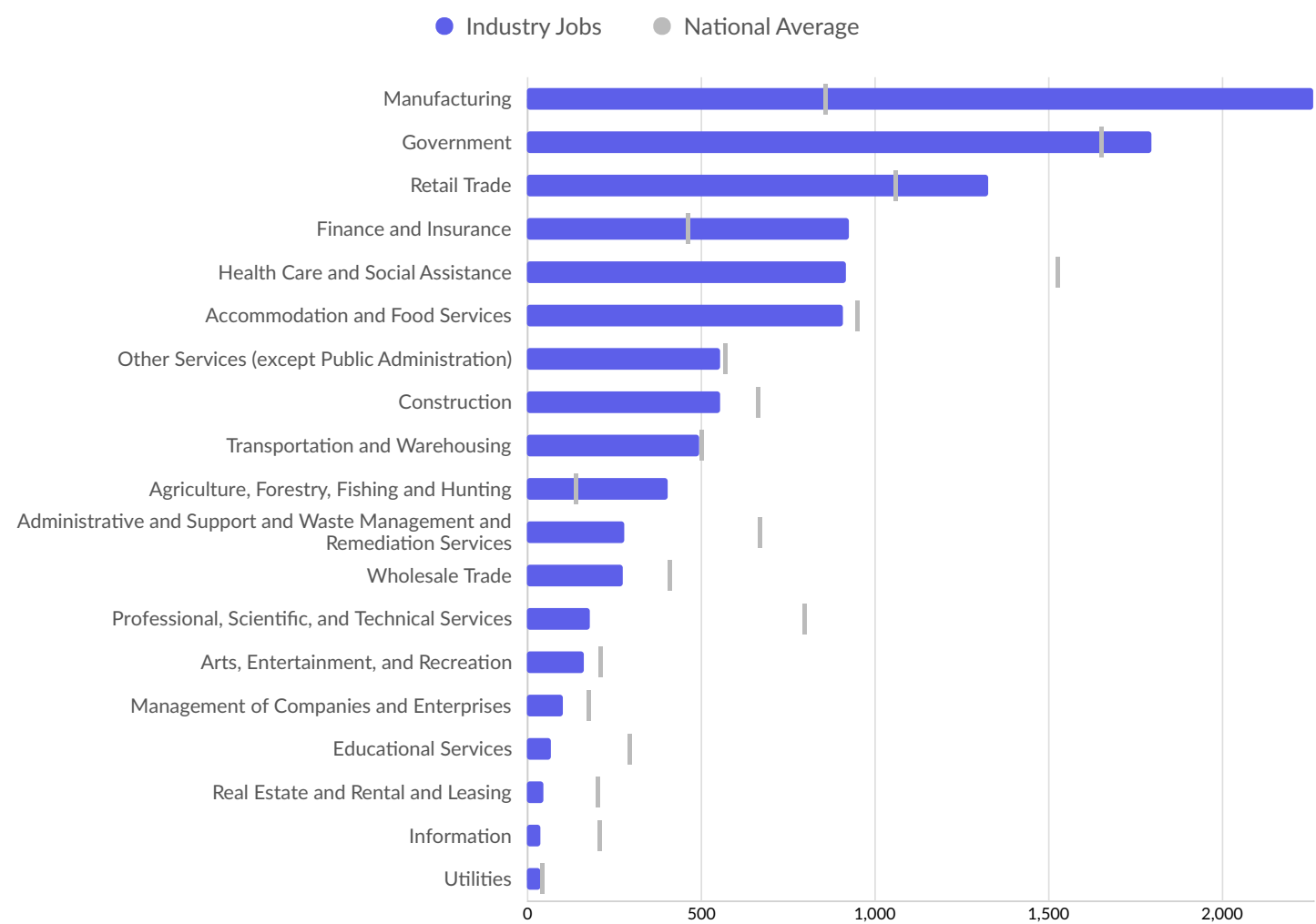


Top Previous Counties	Migrations
Marathon County, WI	282
Oneida County, WI	116
Milwaukee County, WI	33
Waukesha County, WI	33
Dane County, WI	28
Portage County, WI	22

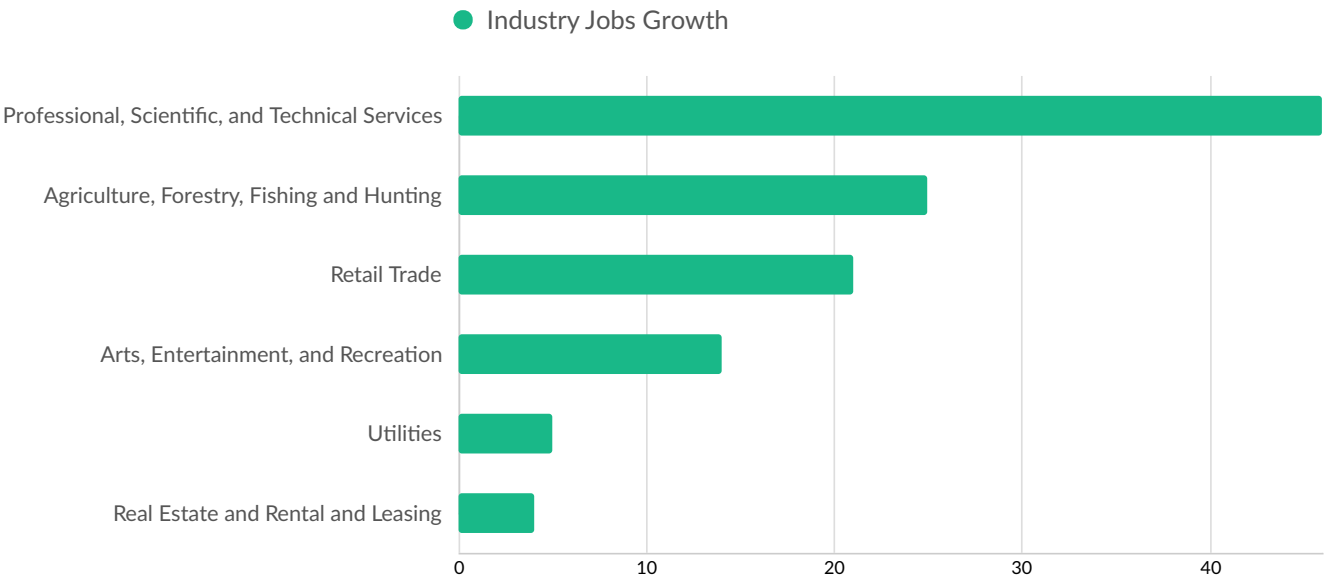
Top Previous Counties	Migrations
Hennepin County, MN	20
Dodge County, WI	18
Manitowoc County, WI	17
Langlade County, WI	14
Eau Claire County, WI	14
Cook County, IL	12
Jefferson County, WI	11
Winnebago County, WI	9
Brown County, WI	9
Top Following Counties	Migrations
Marathon County, WI	297
Oneida County,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

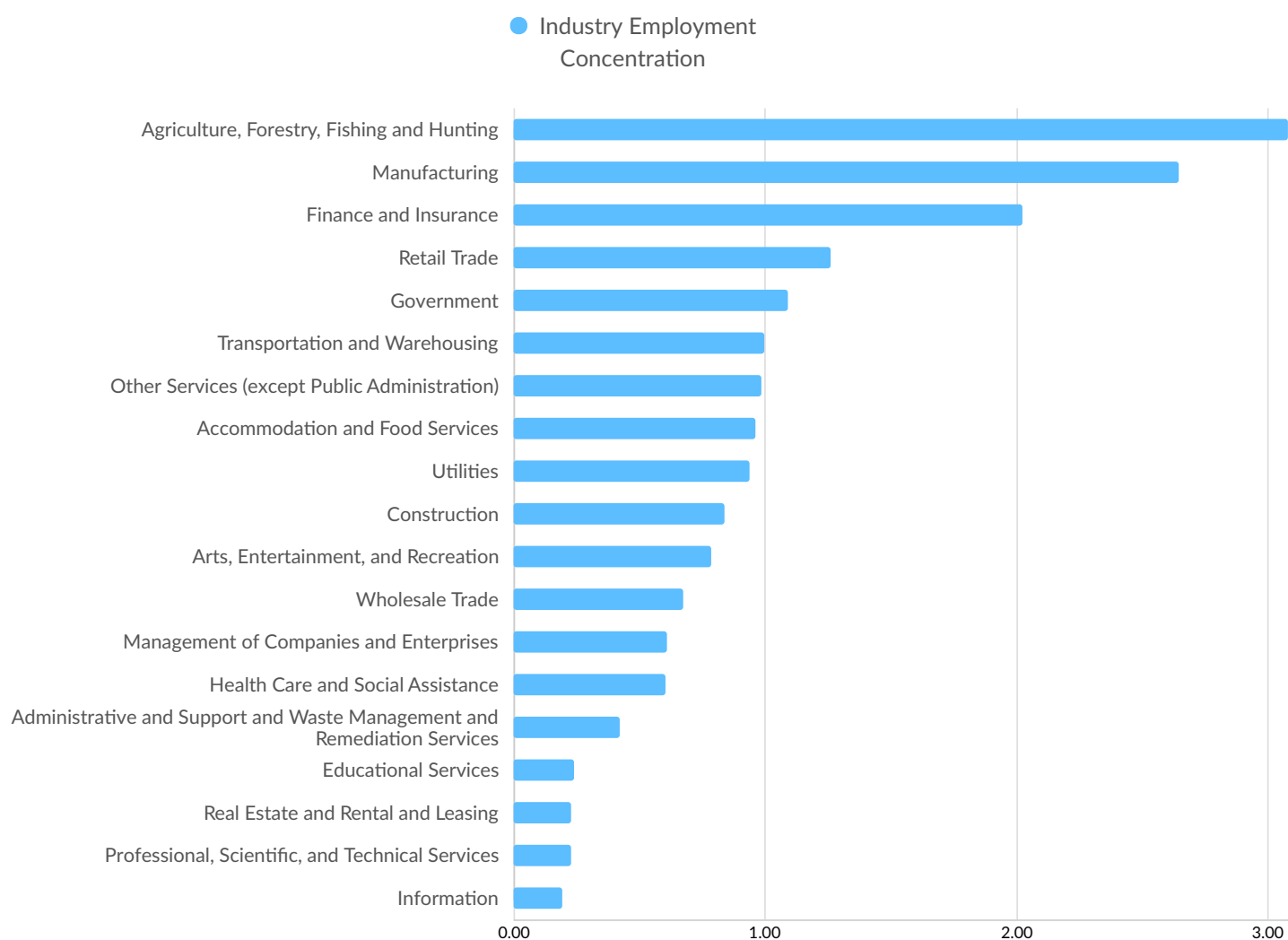
Largest Industries



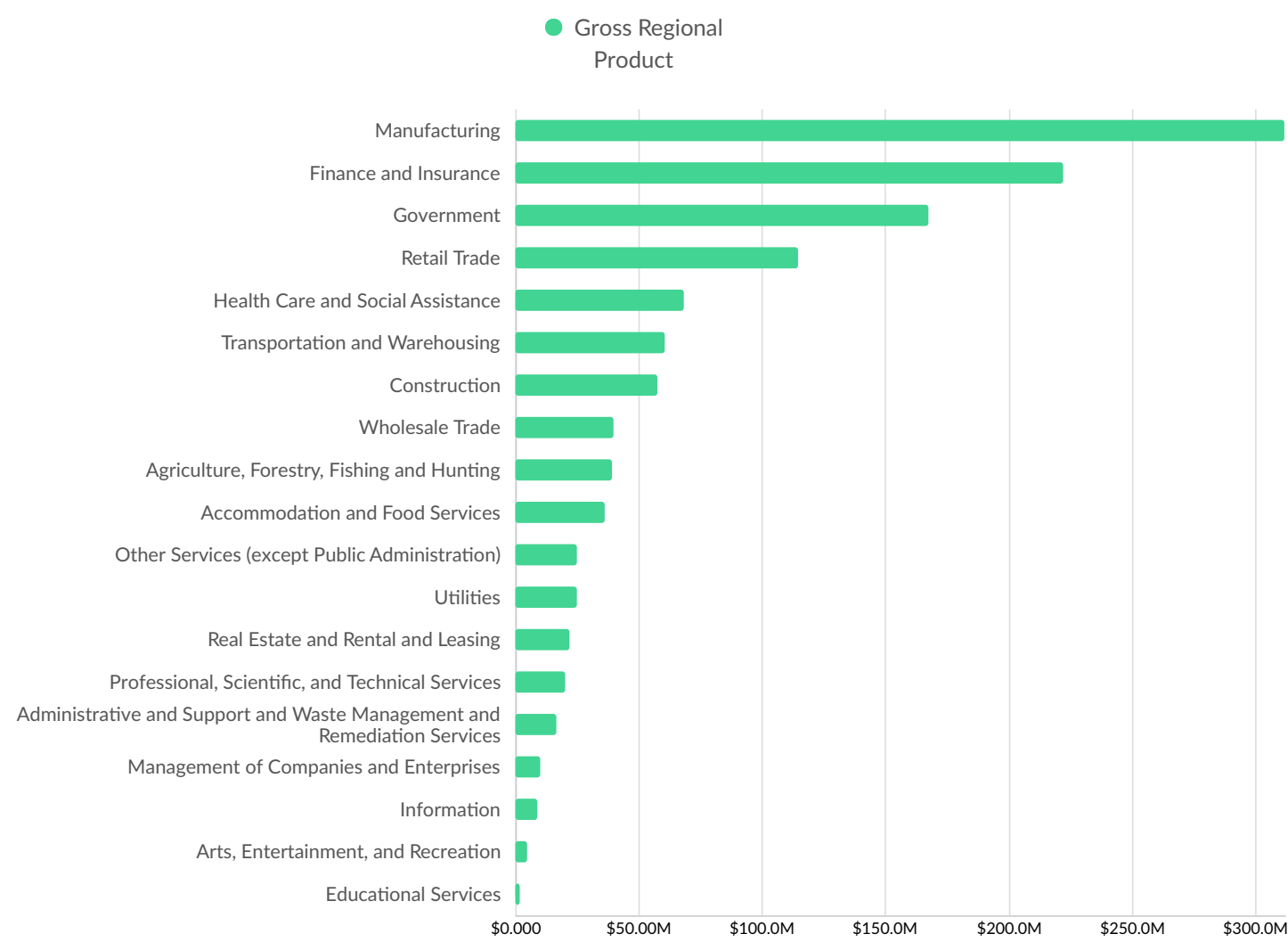
Top Growing Industries



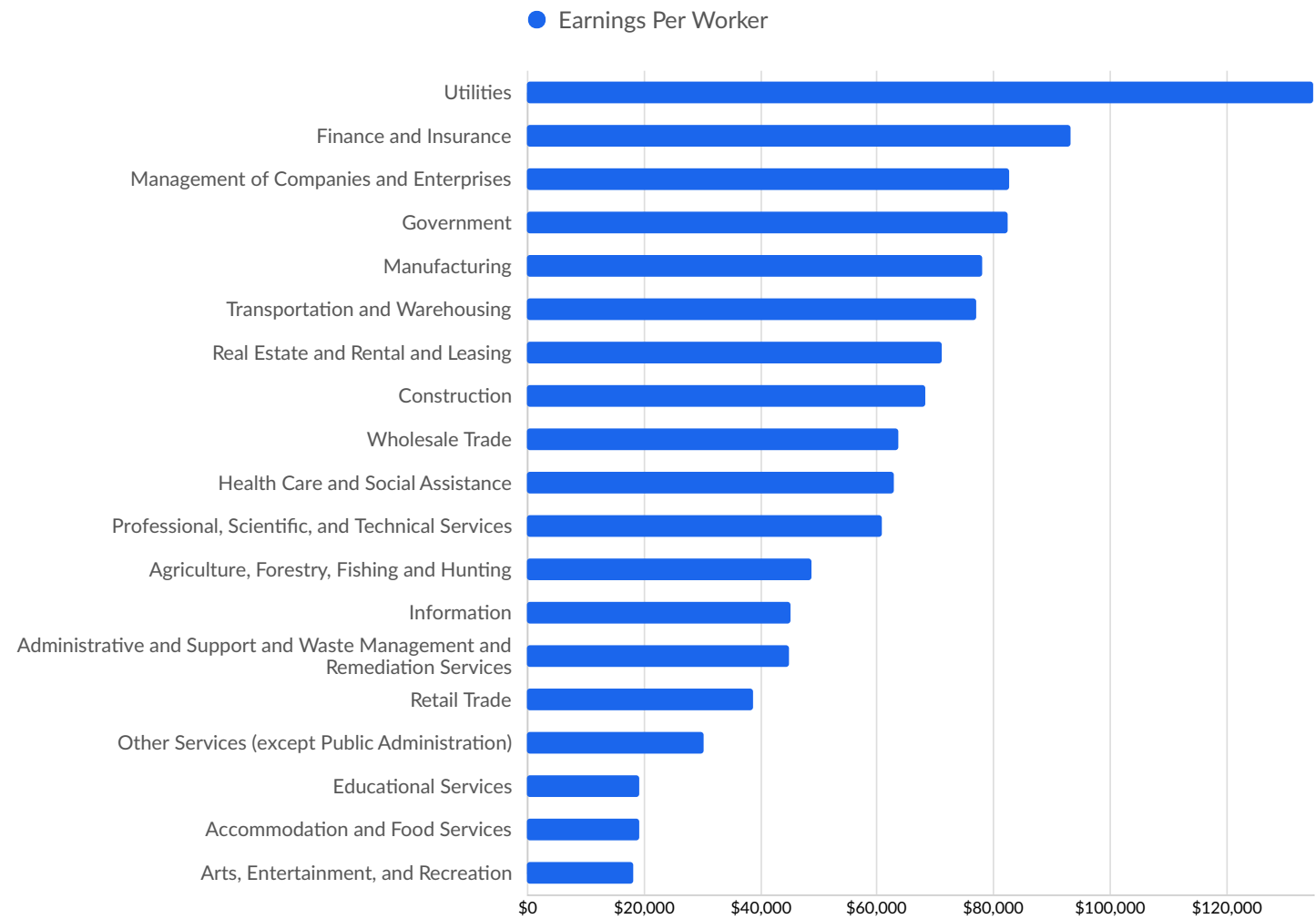
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



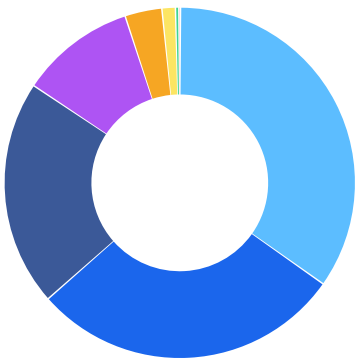
Business Characteristics

2,905 Companies Employ Your Workers

Online profiles for your workers mention 2,905 companies as employers, with the top 10 appearing below. In the last 12 months, 377 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...	287 <div></div>	Aspirus	120 <div></div>
Aspirus	118 <div></div>	Packaging Corporation of Ameri...	55 <div></div>
Merrill Area Public Schools	99 <div></div>	Church Mutual Insurance Comp...	53 <div></div>
Packaging Corporation of Ameri...	88 <div></div>	Community Horizons	52 <div></div>
State of Wisconsin	57 <div></div>	Walmart	46 <div></div>
Marshfield Clinic	53 <div></div>	GPM Investments	38 <div></div>
Pacific Harley Davidson	49 <div></div>	Walgreens Boots Alliance	36 <div></div>
Harley-Davidson	46 <div></div>	Healthcare Services Group	33 <div></div>
Weinbrenner Shoe Co	40 <div></div>	Sierra Pacific Industries	33 <div></div>
Ascension	39 <div></div>	Harley-Davidson	28 <div></div>

Business Size

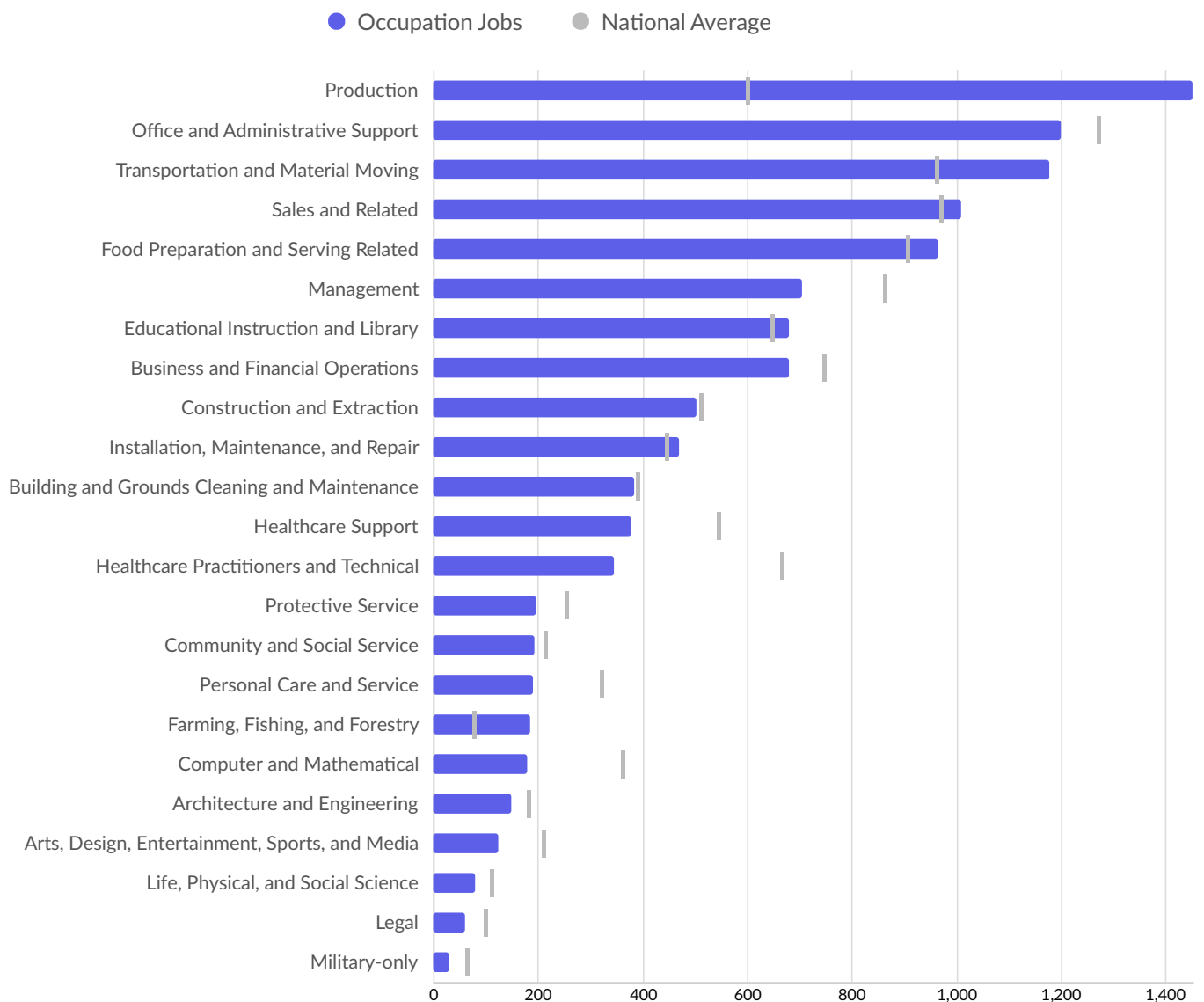


	Percentage	Business Count
1 to 4 employees	34.7%	448
5 to 9 employees	28.7%	371
10 to 19 employees	20.8%	269
20 to 49 employees	10.6%	137
50 to 99 employees	3.4%	44
100 to 249 employees	1.2%	16
250 to 499 employees	0.3%	4
500+ employees	0.2%	2

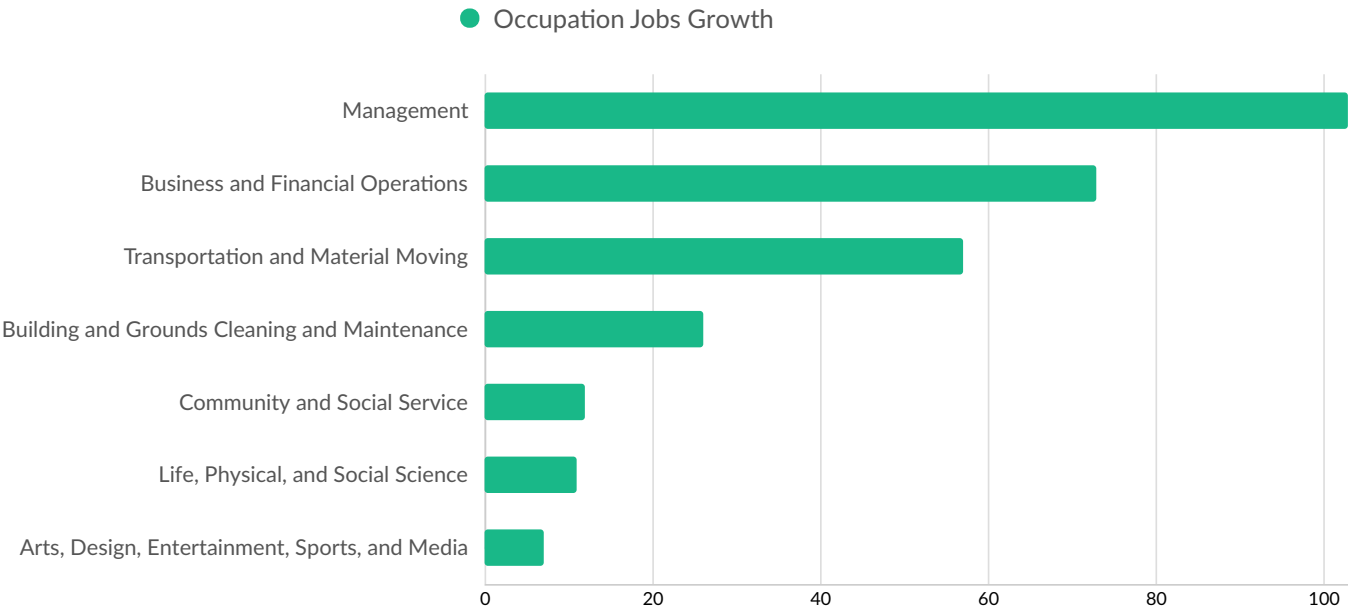
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

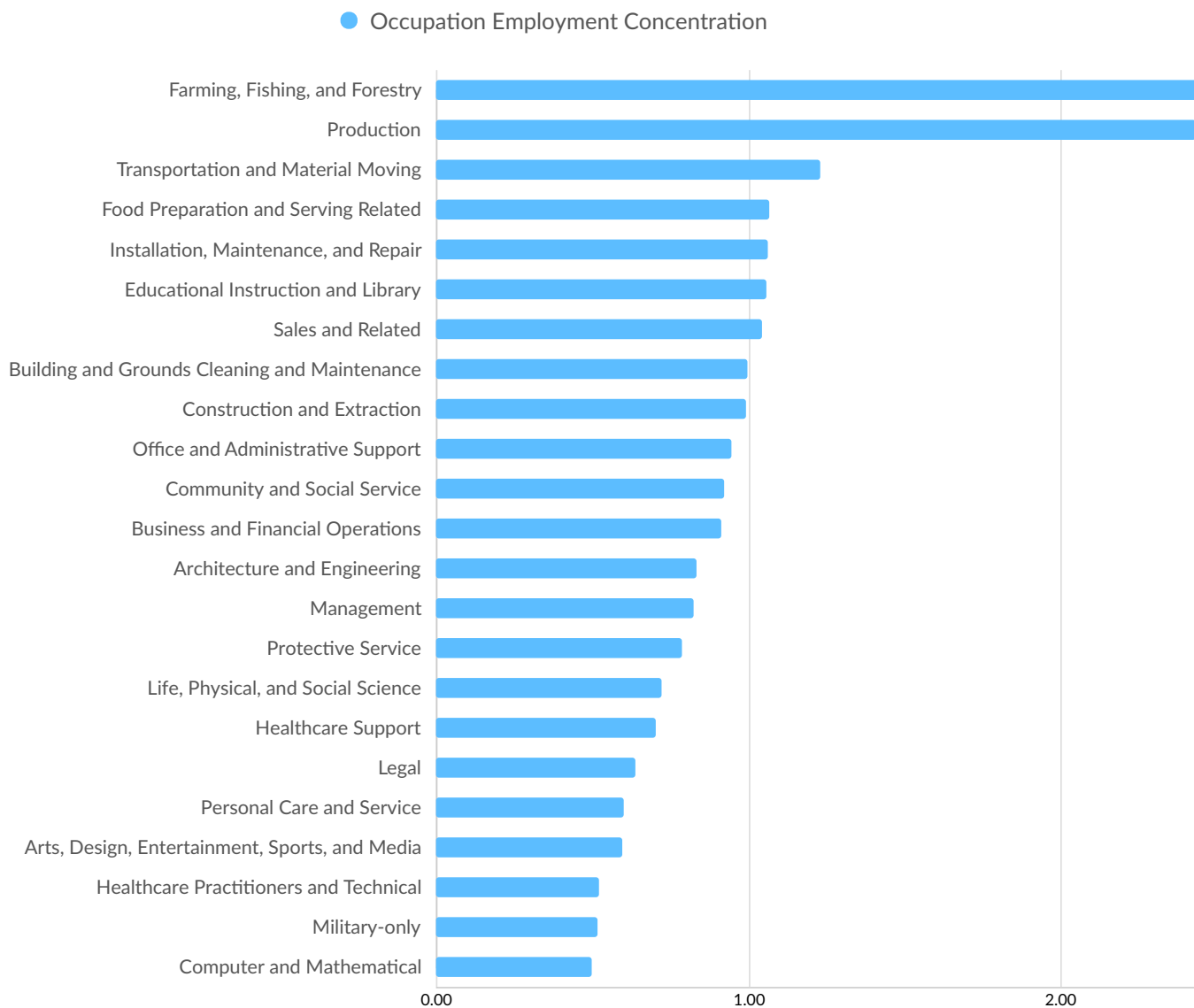
Largest Occupations



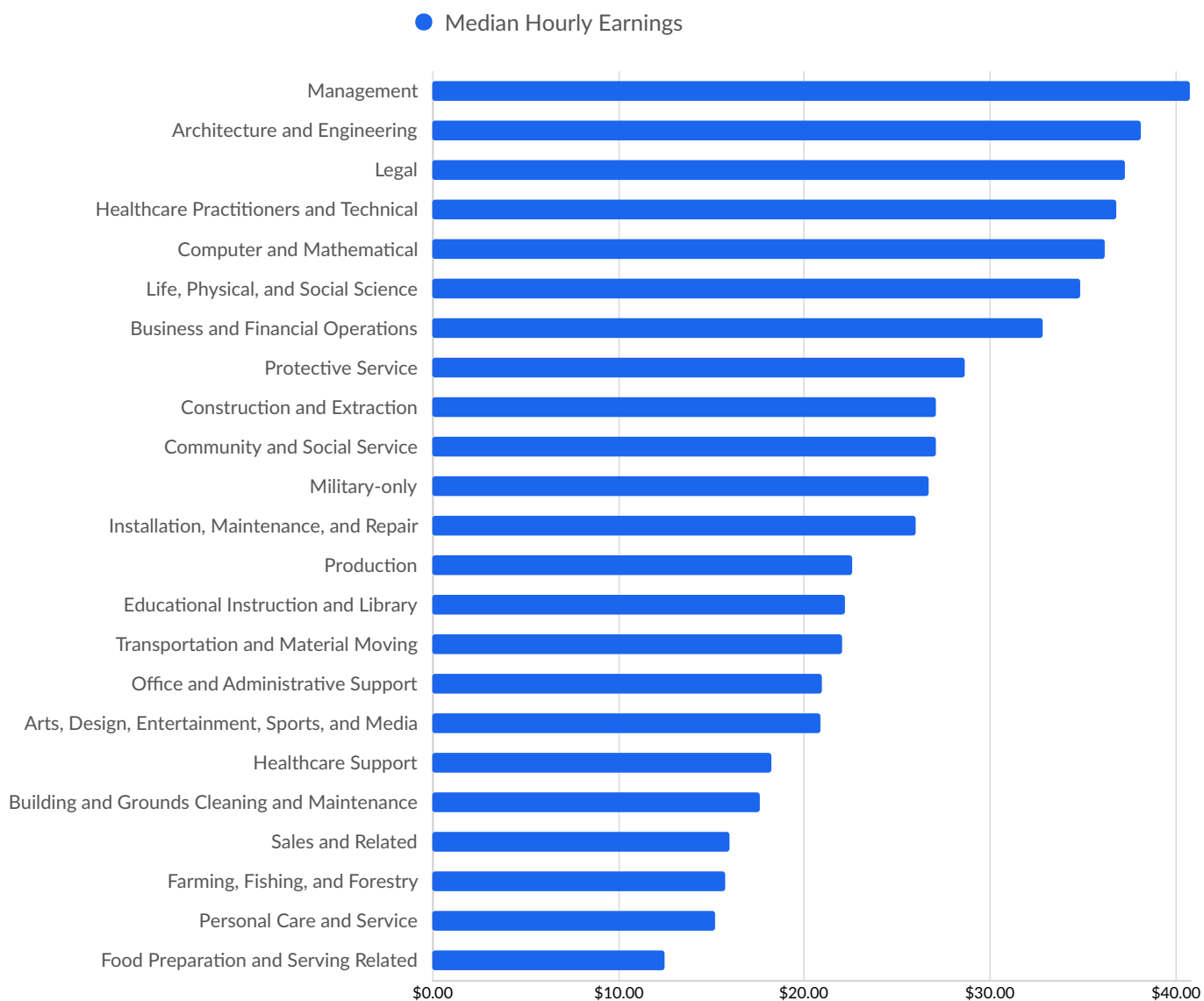
Top Growing Occupations



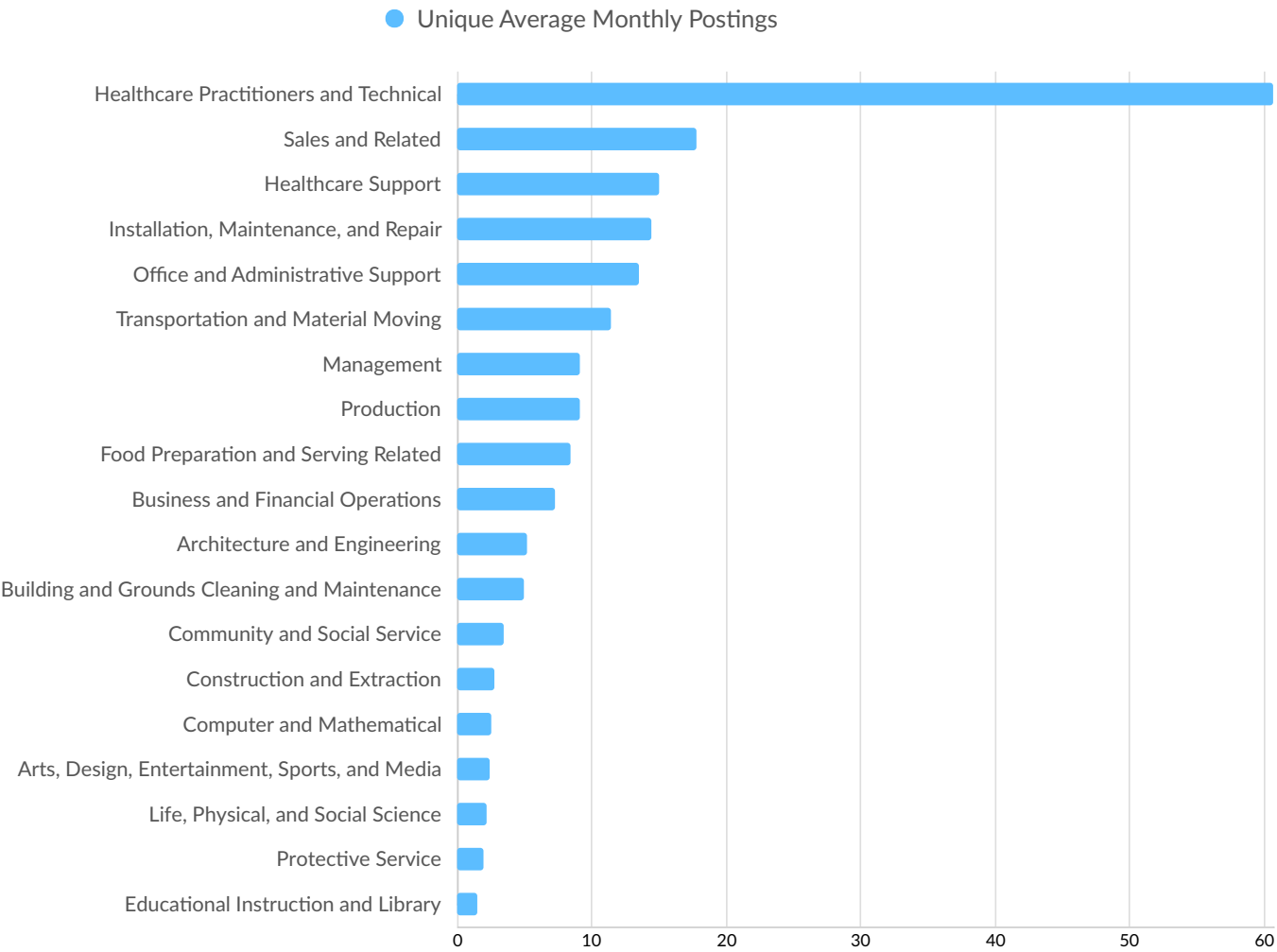
Top Occupation Employment Concentration



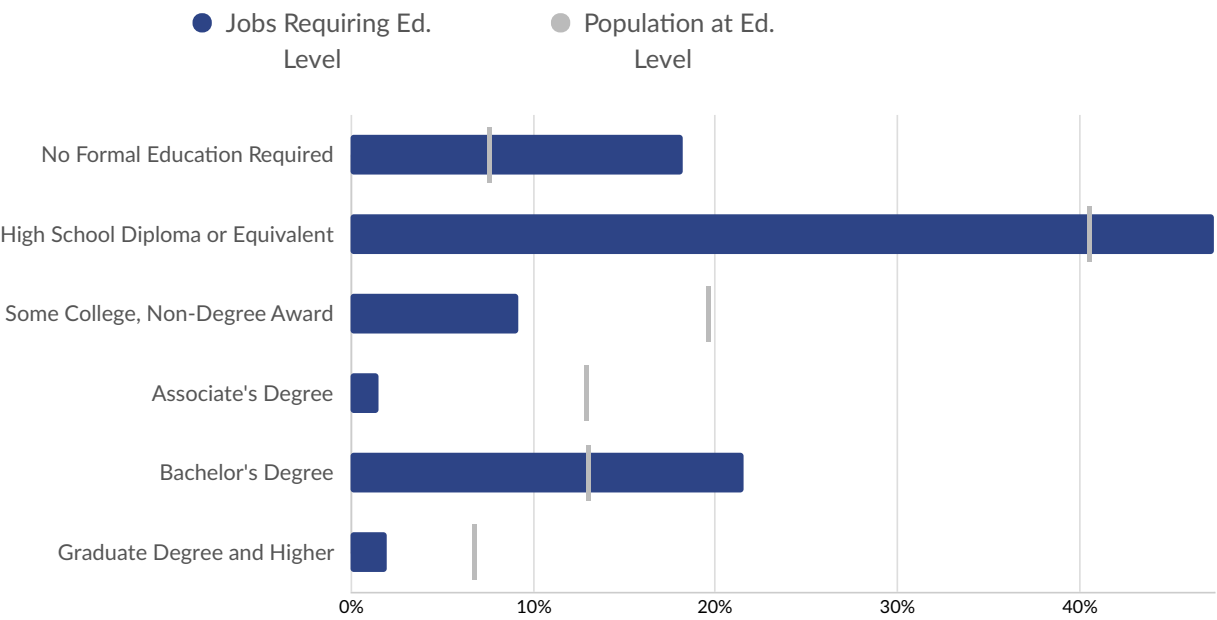
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

