



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

28,667

Population (2025)

Population grew by 238 over the last 5 years and is projected to grow by 617 over the next 5 years.

11,331

Total Regional Employment

Jobs decreased by 59 over the last 5 years and are projected to decrease by 187 over the next 5 years.

\$67.7K

Median Household Income (2023)

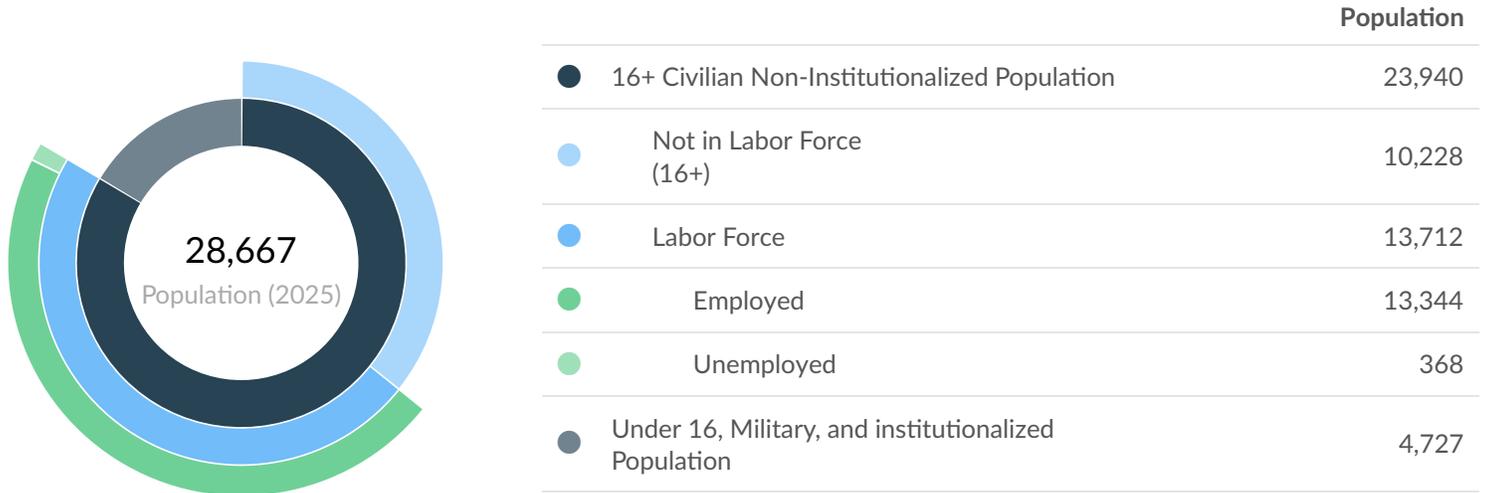
Median household income is \$10.8K below the national median household income of \$78.5K.

Takeaways

- As of 2025 the region's population increased by 0.8% since 2020, growing by 238. Population is expected to increase by 2.2% between 2025 and 2030, adding 617.
- From 2020 to 2025, jobs declined by 0.5% in Lincoln County, WI from 11,390 to 11,331. This change fell short of the national growth rate of 10.6% by 11.1%. As the number of jobs declined, the labor force participation rate decreased from 60.9% to 57.3% between 2020 and 2025.
- Concerning educational attainment, 13.0% of Lincoln County, WI residents possess a Bachelor's Degree (8.8% below the national average), and 12.9% hold an Associate's Degree (4.0% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Insurance Carriers, and Restaurants and Other Eating Places.

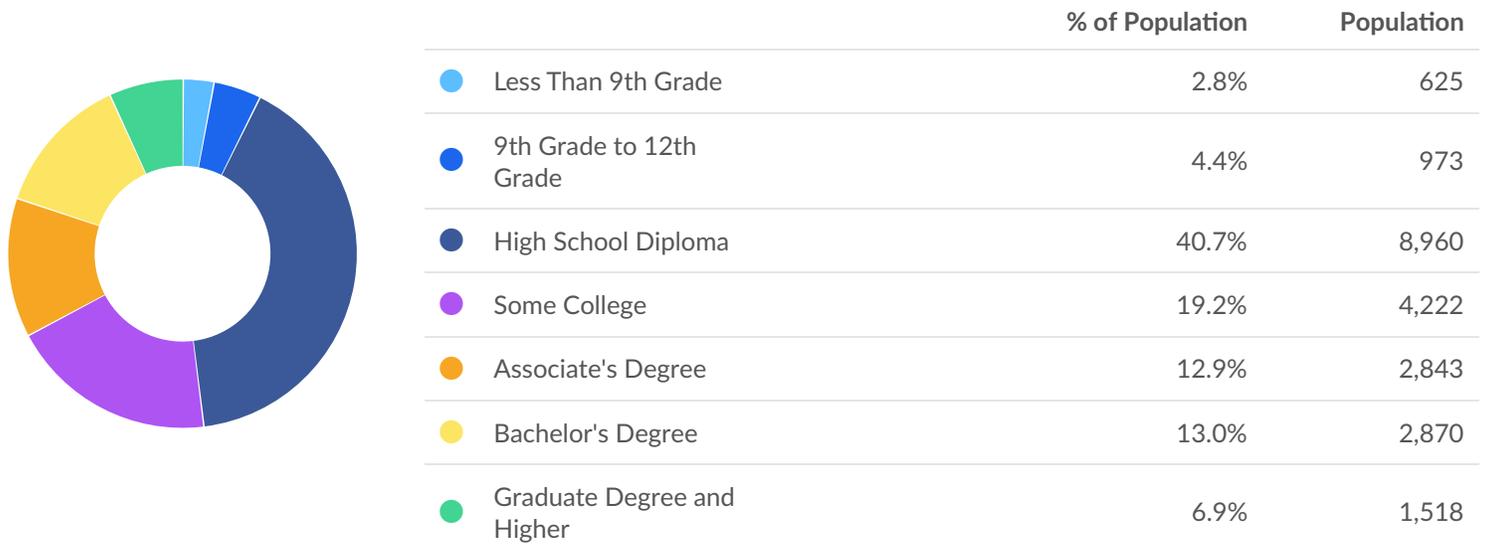
	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	28,667	13,712	11,331	100.3	\$1.48B	\$2.58B	\$2.08B
State	5,980,718	3,113,826	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Nov 2025 Labor Force Breakdown



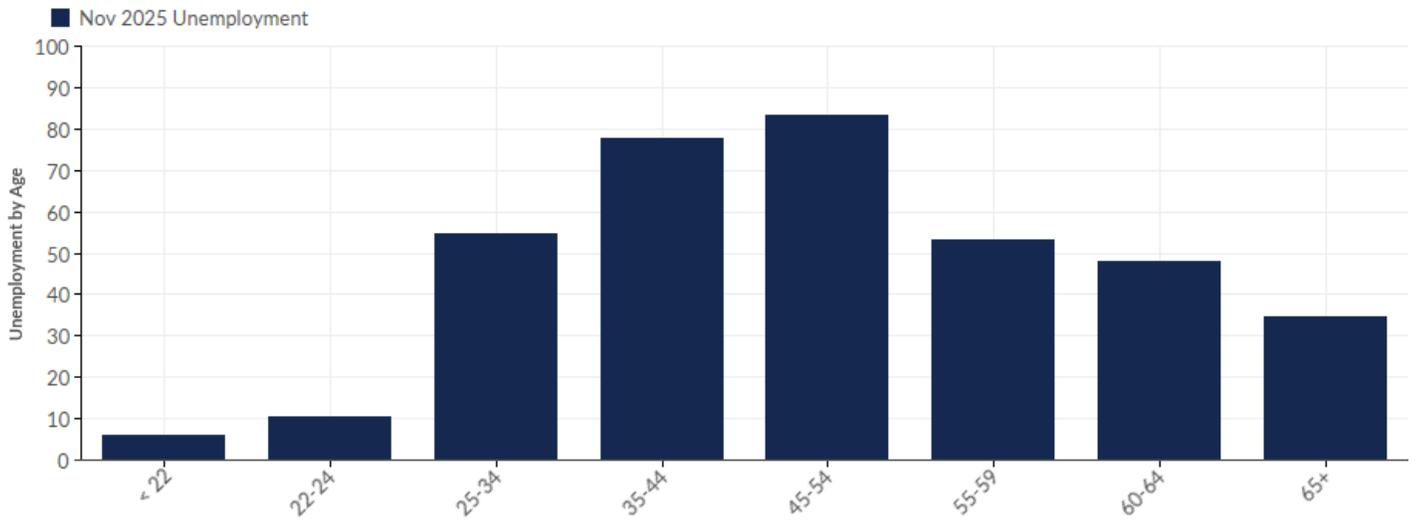
Educational Attainment

Concerning educational attainment, **13.0% of Lincoln County, WI residents possess a Bachelor's Degree** (8.8% below the national average), and **12.9% hold an Associate's Degree** (4.0% above the national average).



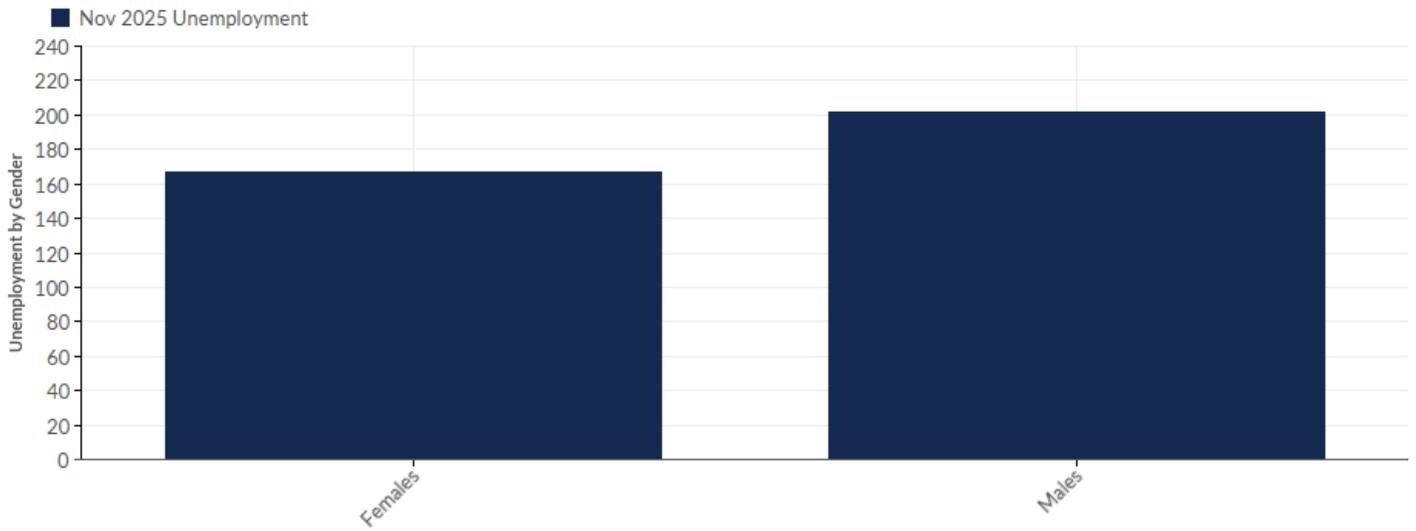
Unemployment by Demographics

Unemployment by Age



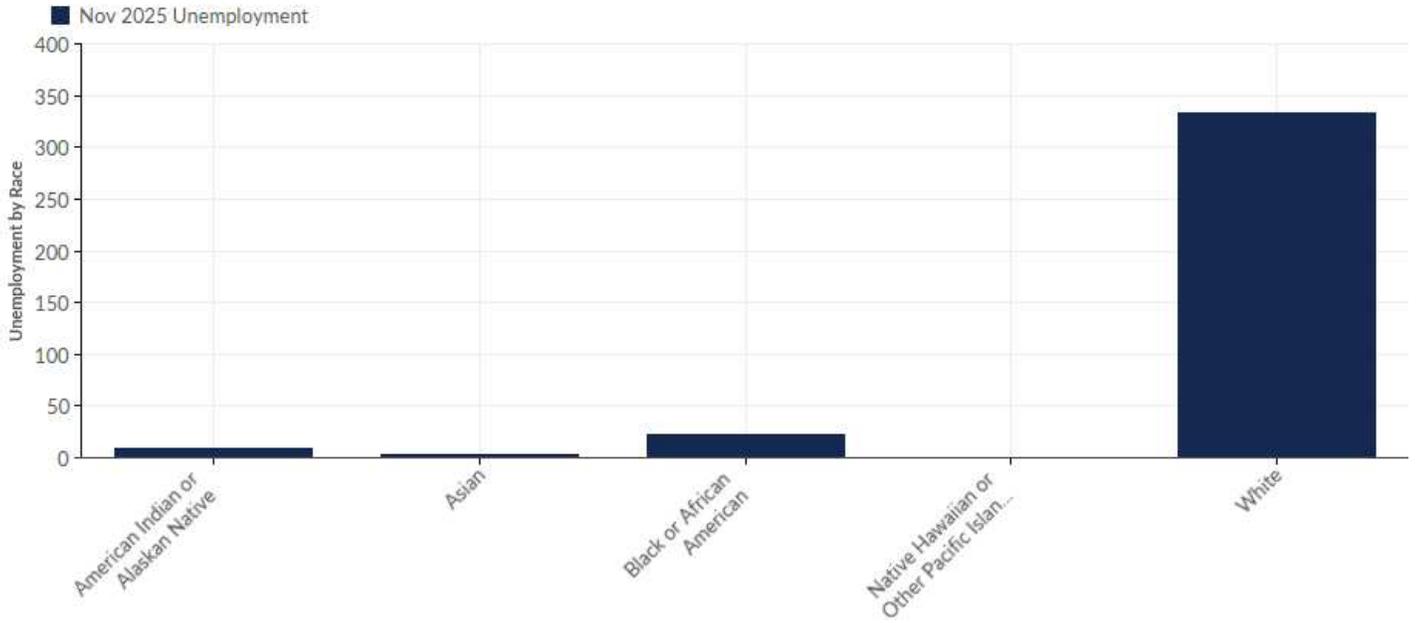
Age	Unemployment (Nov 2025)	% of Unemployed
< 22	6	1.63%
22-24	10	2.72%
25-34	55	14.95%
35-44	78	21.20%
45-54	83	22.55%
55-59	53	14.40%
60-64	48	13.04%
65+	35	9.51%
Total	368	100.00%

Unemployment by Gender



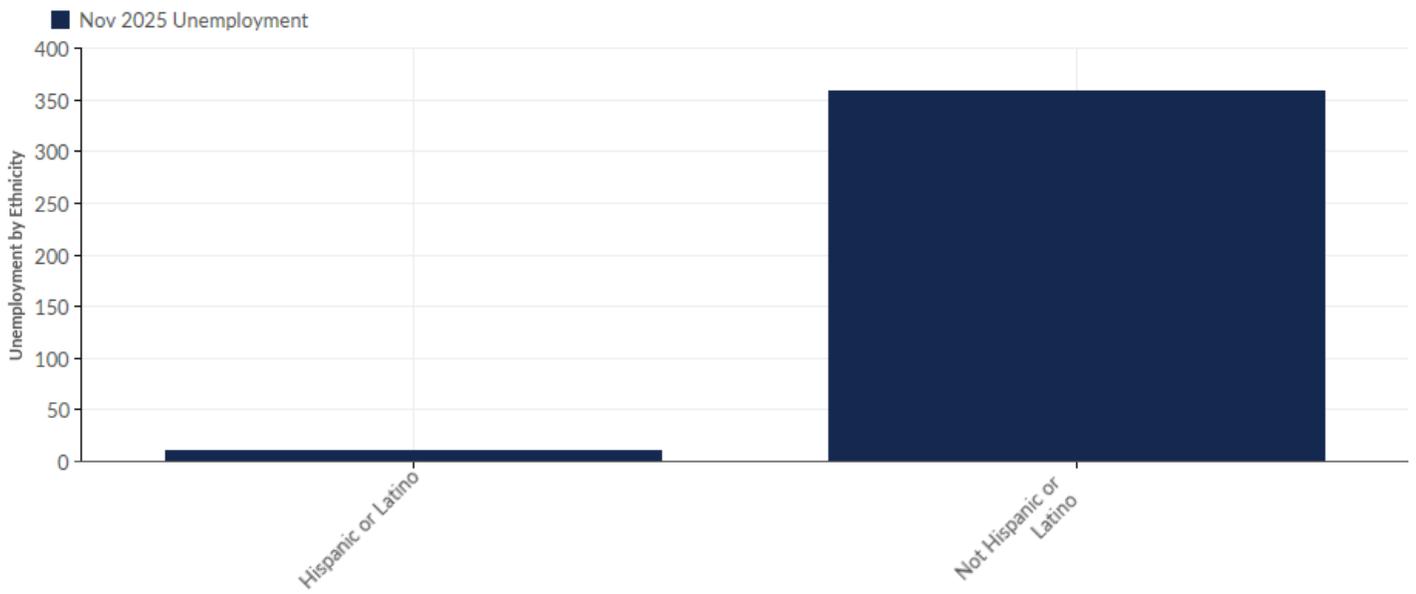
Gender	Unemployment (Nov 2025)	% of Unemployed
Females	166	45.11%
Males	202	54.89%
Total	368	100.00%

Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	9	2.45%
Asian	3	0.82%
Black or African American	22	5.98%
Native Hawaiian or Other Pacific Islander	1	0.27%
White	333	90.49%
Total	368	100.00%

Unemployment by Ethnicity

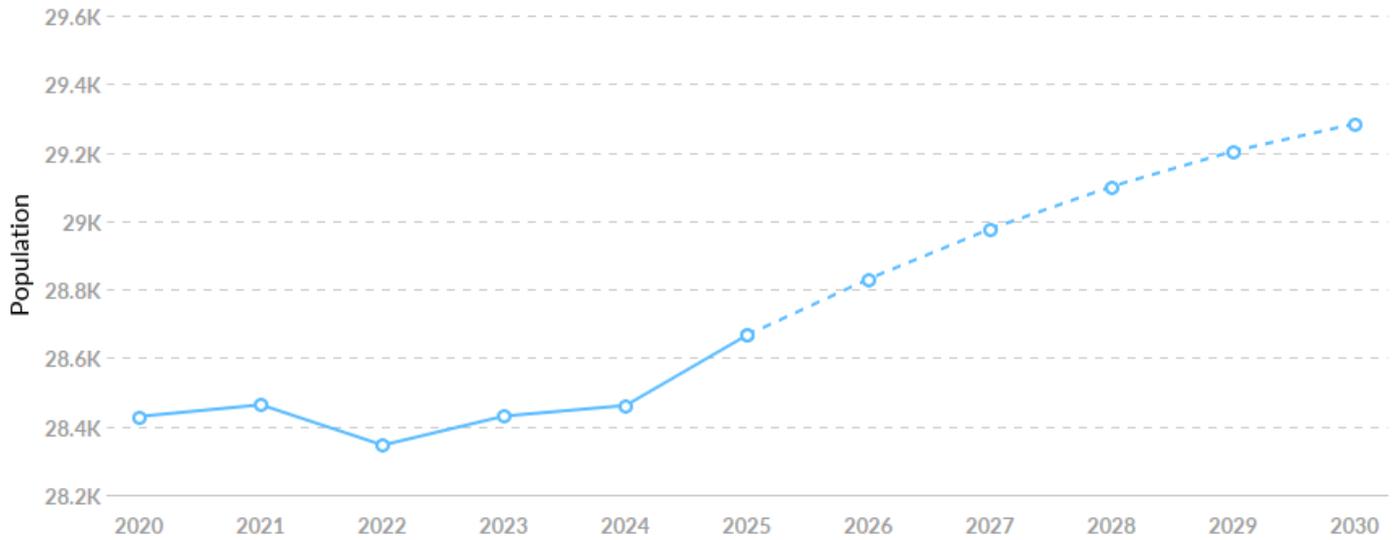


Ethnicity	Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino	10	2.72%
Not Hispanic or Latino	358	97.28%
Total	368	100.00%

Historic & Projected Trends

Population Trends

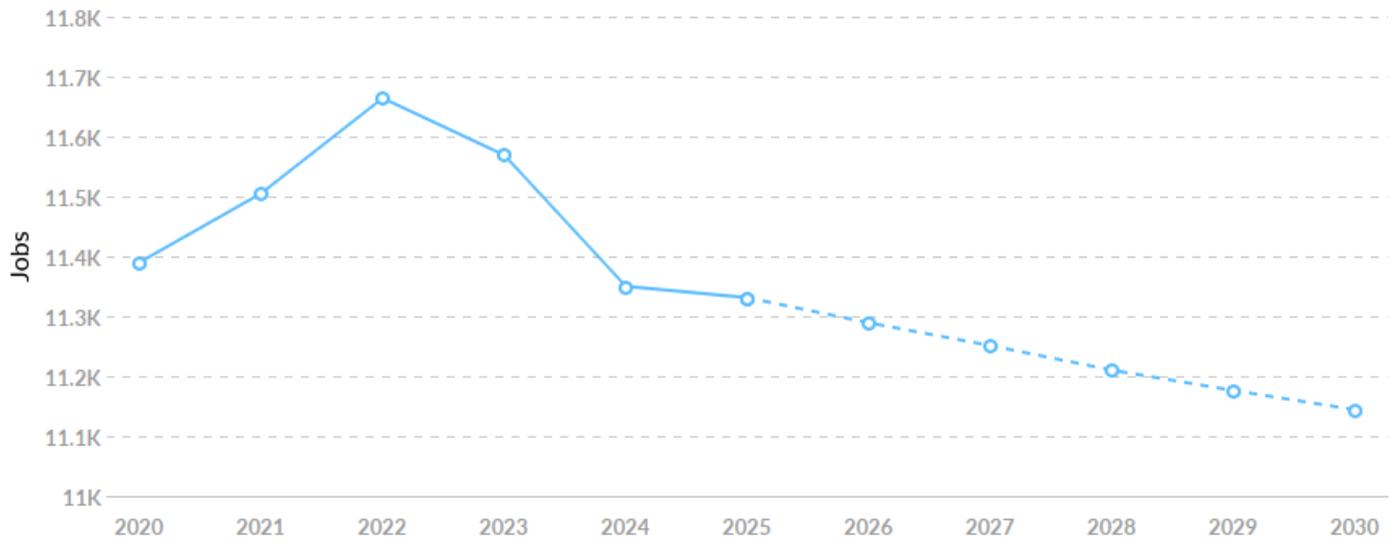
As of 2025 the region's population increased by 0.8% since 2020, growing by 238. Population is expected to increase by 2.2% between 2025 and 2030, adding 617.



Timeframe	Population
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
2030	29,284

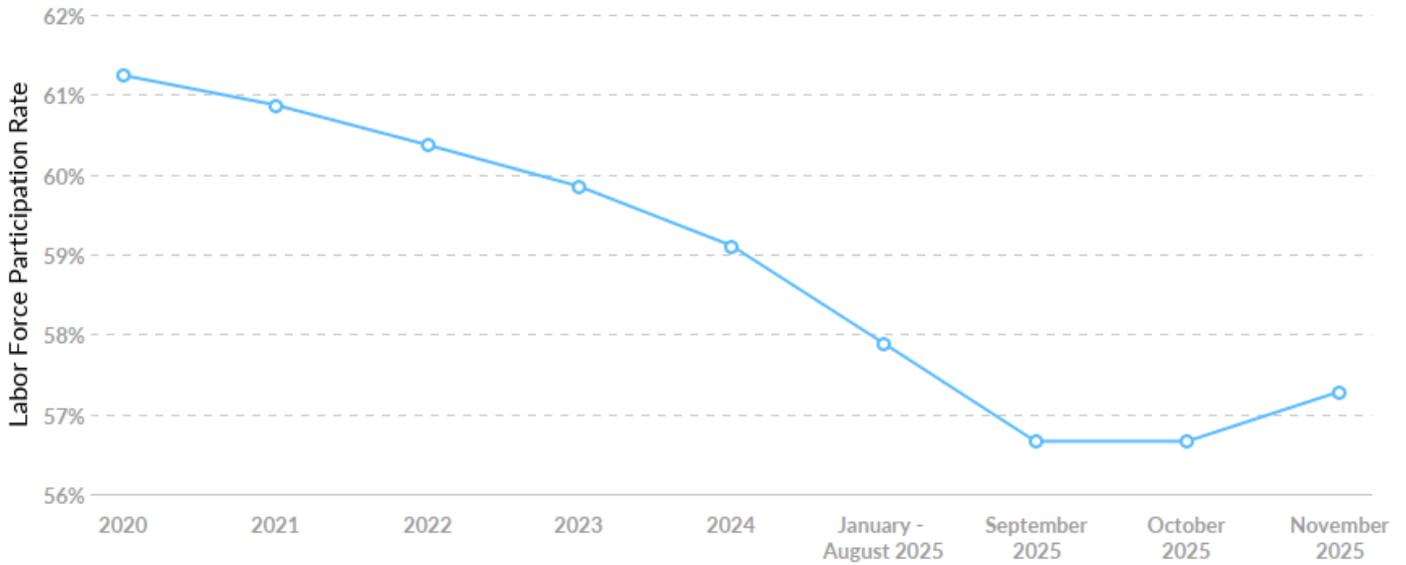
Job Trends

From 2020 to 2025, jobs declined by 0.5% in Lincoln County, WI from 11,390 to **11,331**. This change fell short of the national growth rate of 10.6% by 11.1%.



Timeframe	Jobs
2020	11,390
2021	11,505
2022	11,664
2023	11,569
2024	11,350
2025	11,331
2026	11,289
2027	11,251
2028	11,210
2029	11,176
2030	11,144

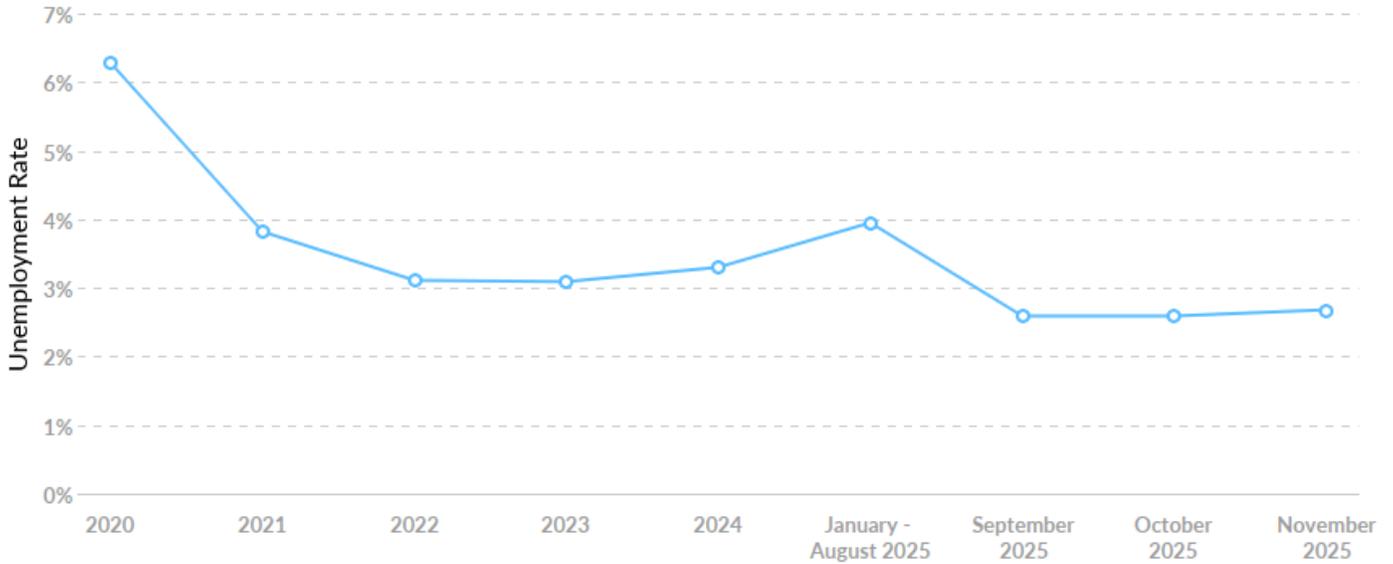
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	61.24%
2021	60.87%
2022	60.37%
2023	59.85%
2024	59.11%
January - August 2025	57.89%
September 2025	56.66%
October 2025	56.66%
November 2025	57.28%

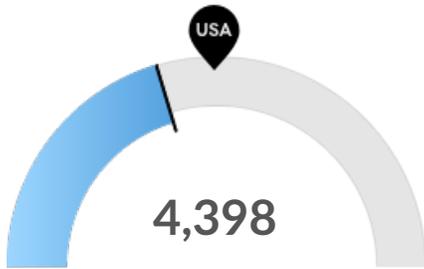
Unemployment Rate Trends

Lincoln County, WI had a November 2025 unemployment rate of 2.68%, **decreasing from 6.28%** 5 years before.



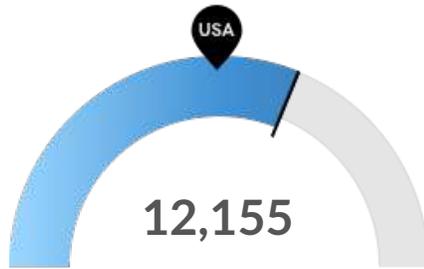
Timeframe	Unemployment Rate
2020	6.28%
2021	3.82%
2022	3.11%
2023	3.09%
2024	3.30%
January - August 2025	3.95%
September 2025	2.59%
October 2025	2.59%
November 2025	2.68%

Population Characteristics



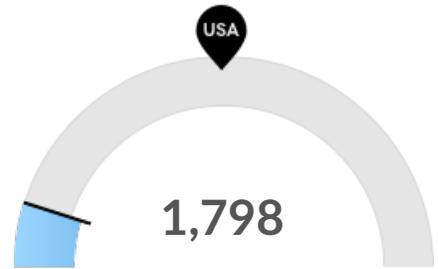
Millennials

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



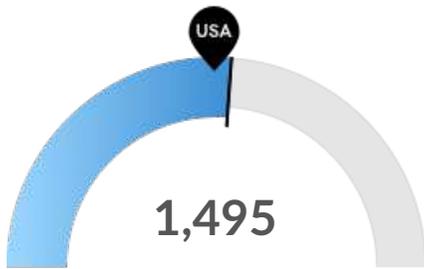
Retiring Soon

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.



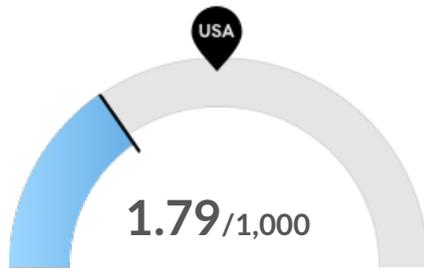
Racial Diversity

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.



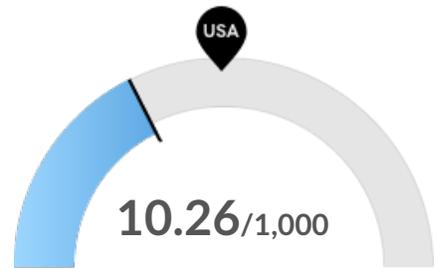
Veterans

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.

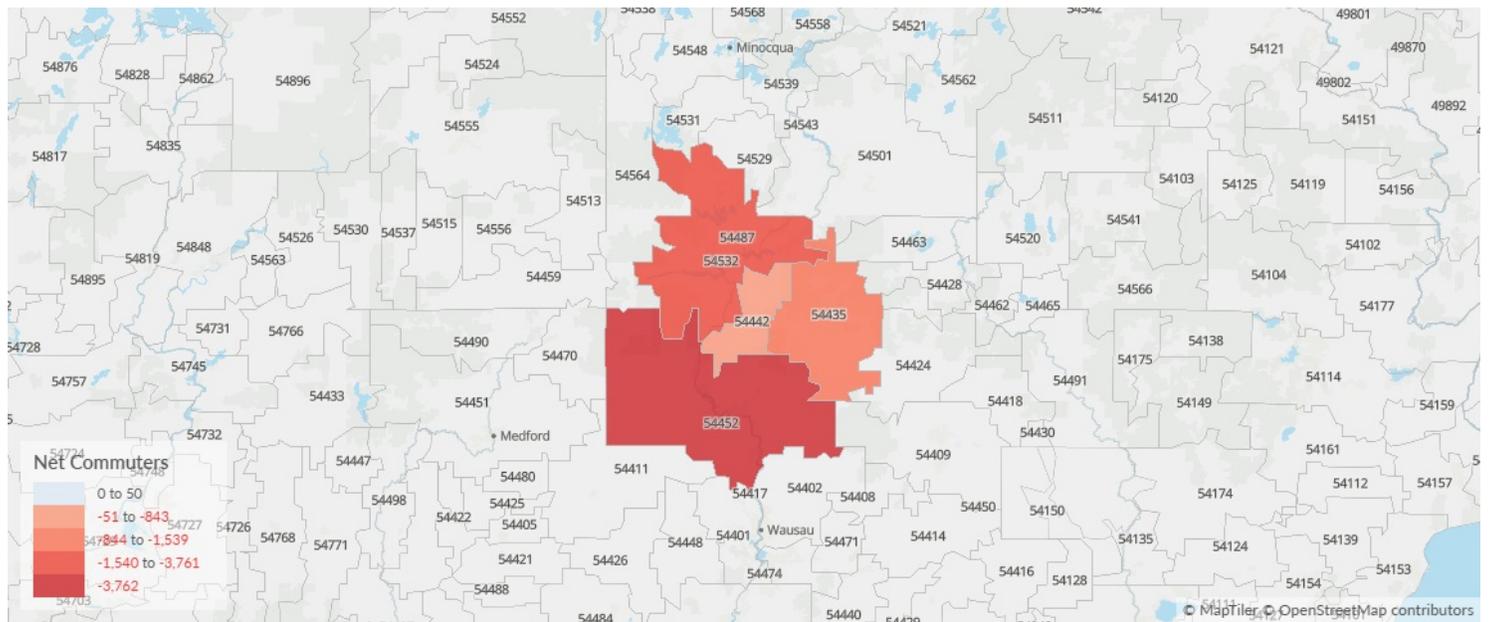


Property Crime

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

Where Talent Lives

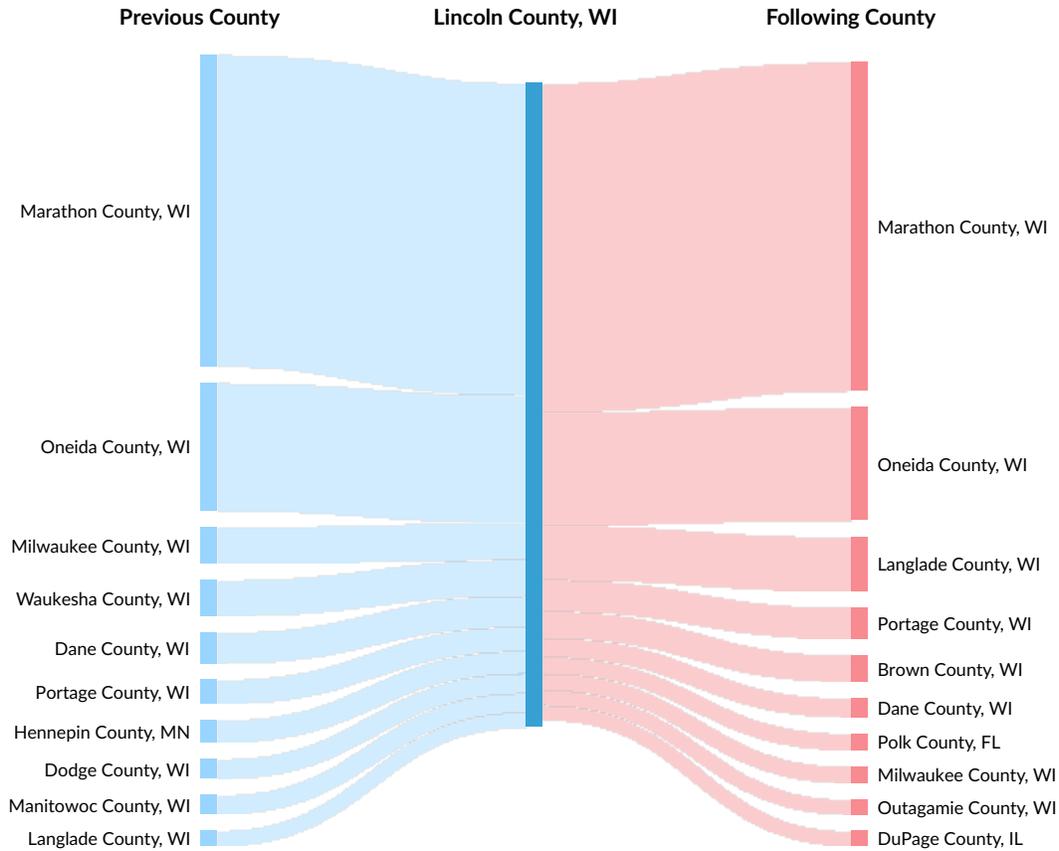
ZIP	Name	2025 Employment
54452	Merrill, WI (in Lincoln c...	6,455
54487	Tomahawk, WI (in Linco...	3,980
54442	Irma, WI (in Lincoln cou...	581
54435	Gleason, WI (in Lincoln ...	291
54532	Heafford Junction, WI (i...	24

ZIP	Name	2025 Workers
54452	Merrill, WI (in Lincoln c...	10,216
54487	Tomahawk, WI (in Linco...	5,521
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.

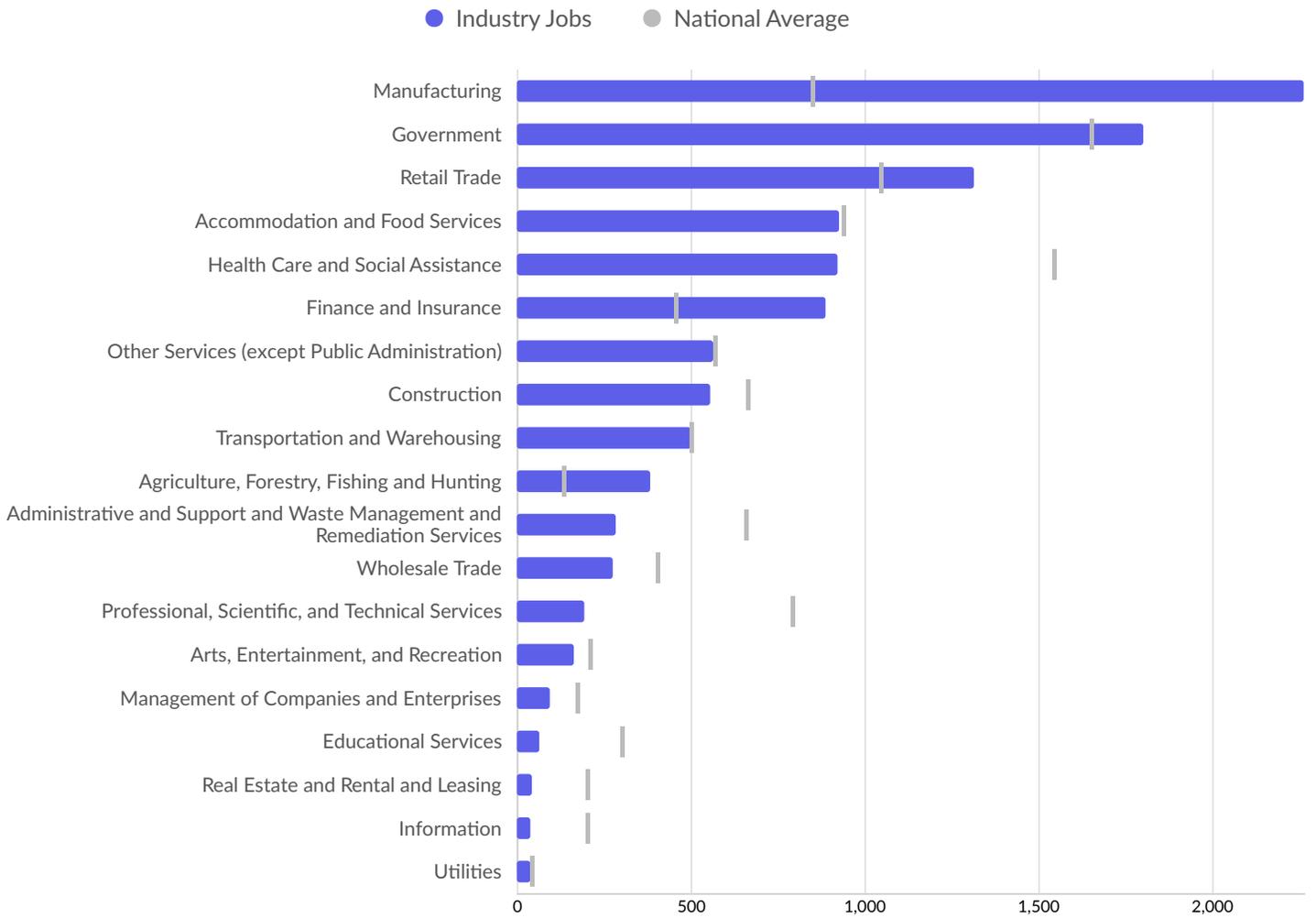


Top Previous Counties	Migrations
Marathon County, WI	282
Oneida County, WI	116
Milwaukee County, WI	33
Waukesha County, WI	33
Dane County, WI	28
Portage County, WI	22

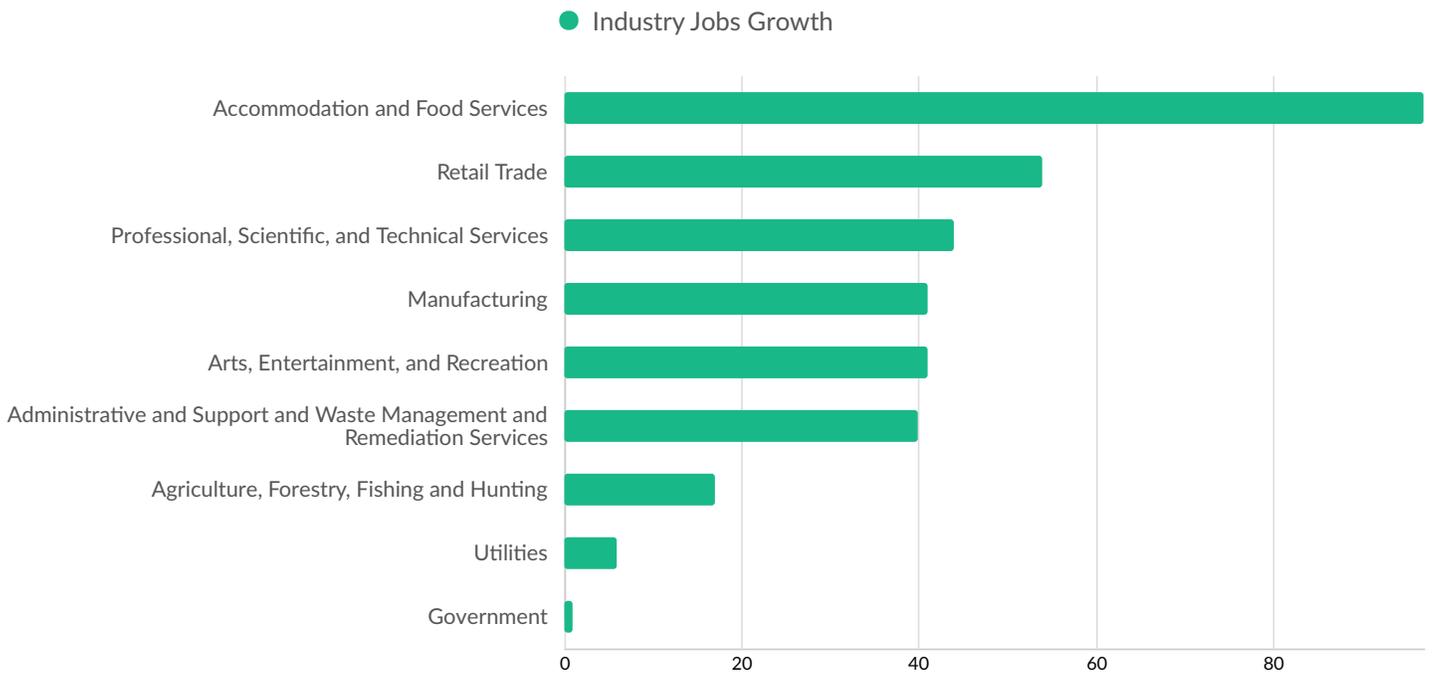
Top Previous Counties	Migrations
Hennepin County, MN	20
Dodge County, WI	18
Manitowoc County, WI	17
Langlade County, WI	14
Eau Claire County, WI	14
Cook County, IL	12
Jefferson County, WI	11
Winnebago County, WI	9
Brown County, WI	9
Top Following Counties	Migrations
Marathon County, WI	297
Oneida County,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

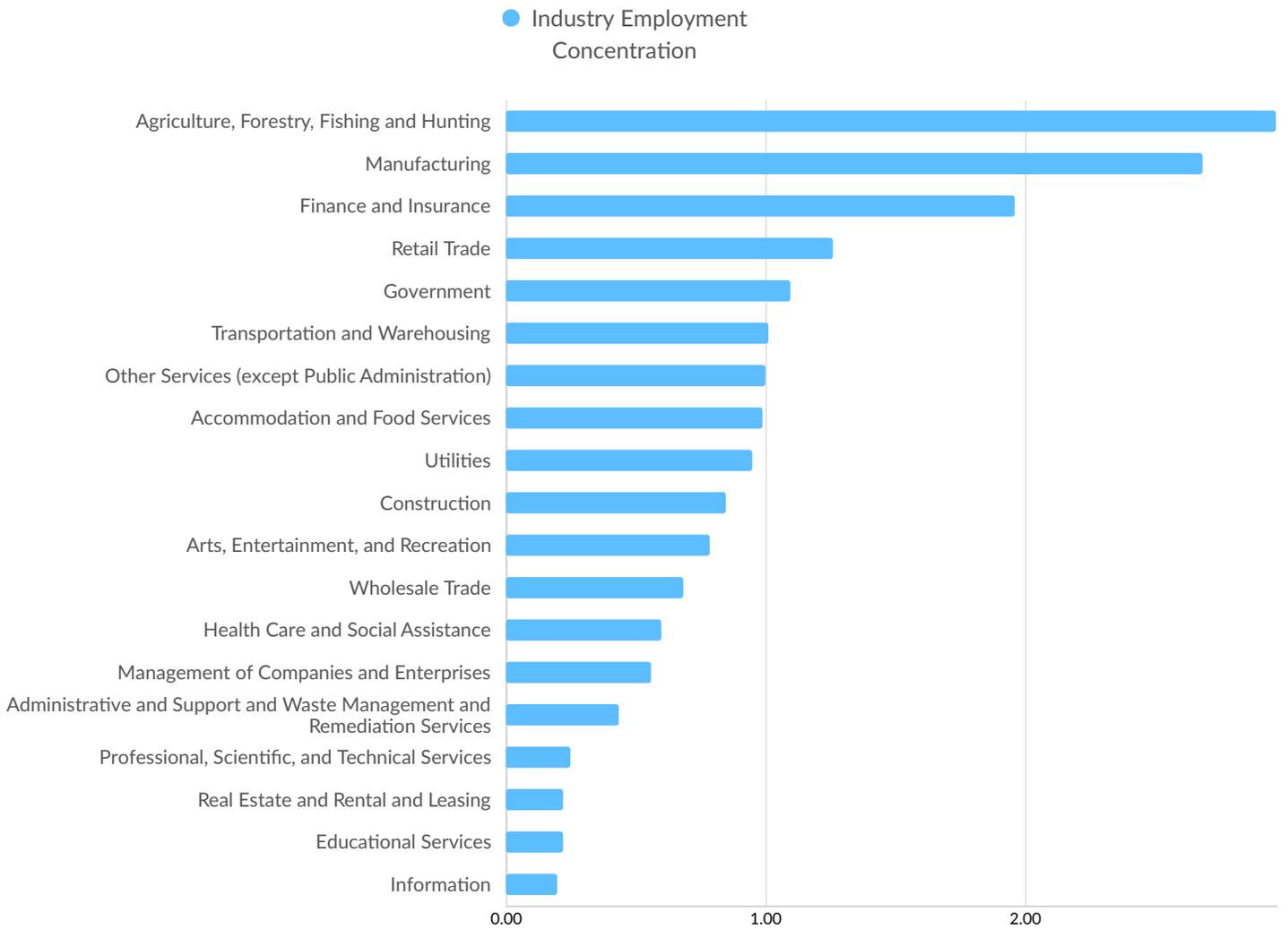
Largest Industries



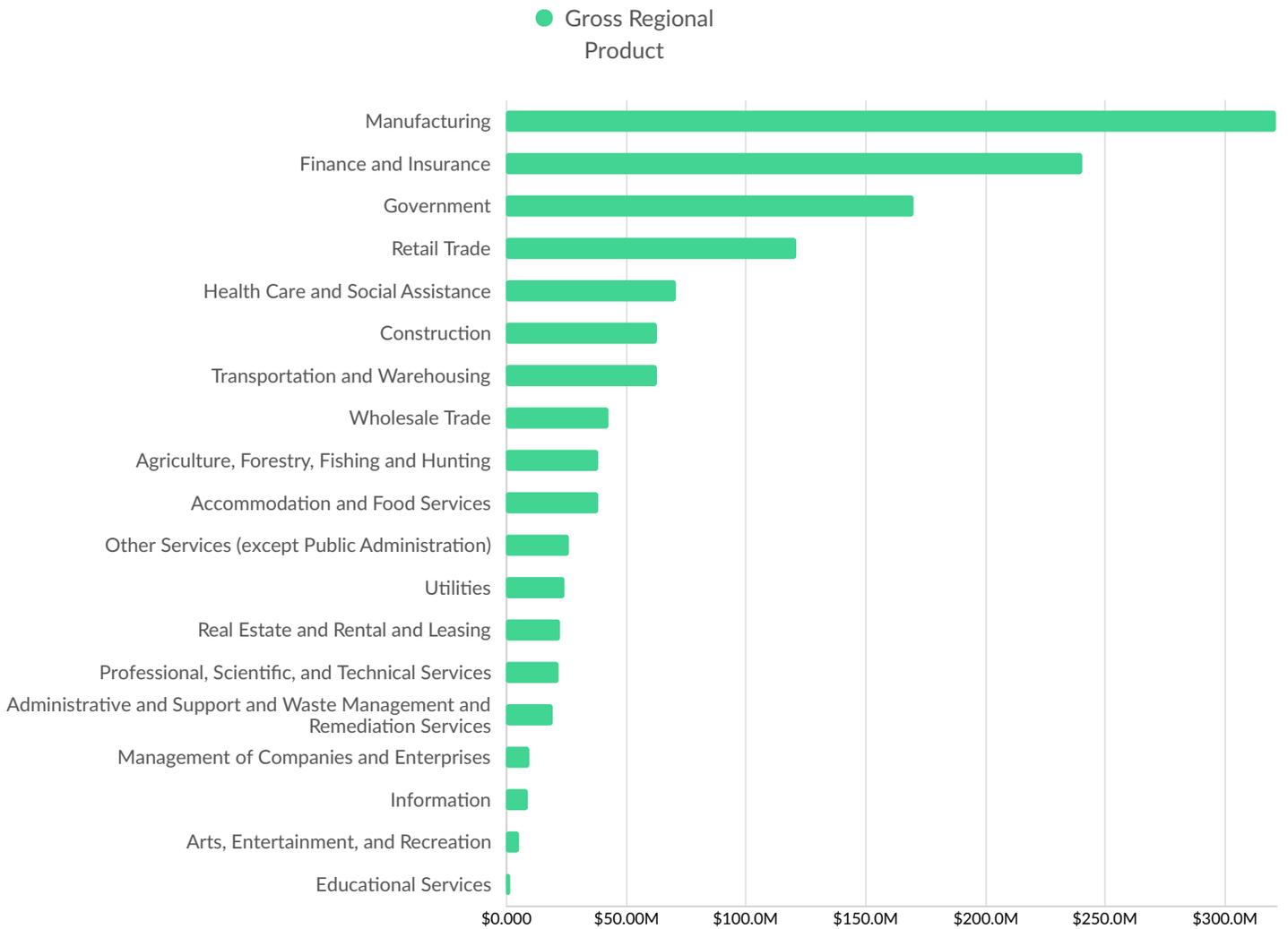
Top Growing Industries



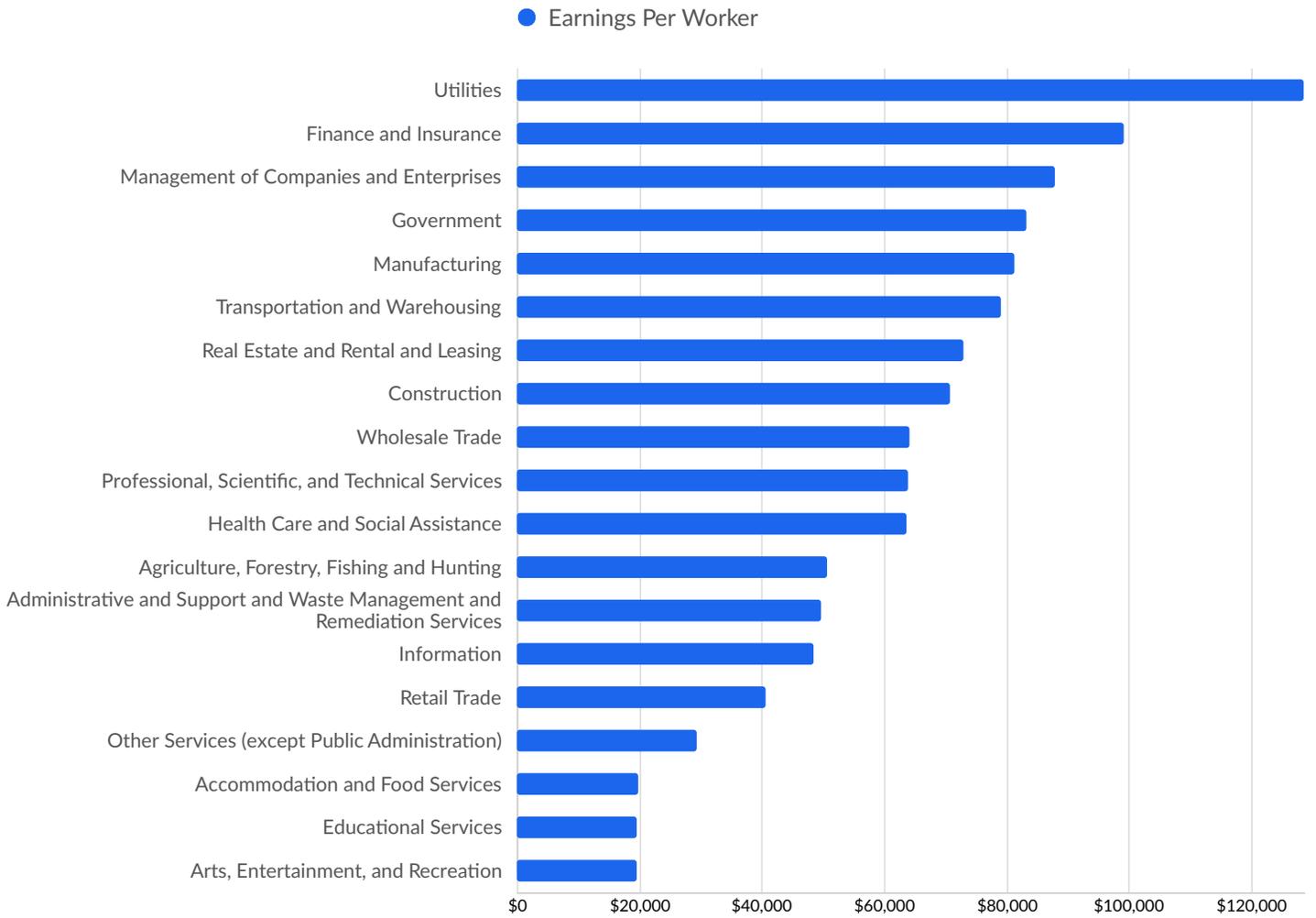
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



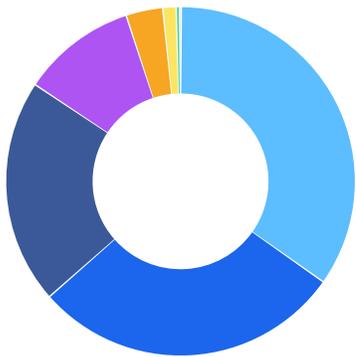
Business Characteristics

3,216 Companies Employ Your Workers

Online profiles for your workers mention 3,216 companies as employers, with the top 10 appearing below. In the last 12 months, 381 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...	331 	Aspirus	129 
Merrill Area Public Schools	122 	Church Mutual Insurance Comp...	59 
Aspirus	117 	Vetted Health	50 
Harley-Davidson	102 	Church Mutual Insurance Comp...	48 
Packaging Corporation of Ameri...	99 	Packaging Corporation of Ameri...	48 
State of Wisconsin	76 	Community Horizons	47 
Ministry Health Care	49 	Walmart	37 
Marshfield Clinic	44 	GPM Investments	35 
Weinbrenner Shoe Co	42 	Walgreens Boots Alliance	34 
Agra Industries	41 	Sierra Pacific Industries	32 

Business Size

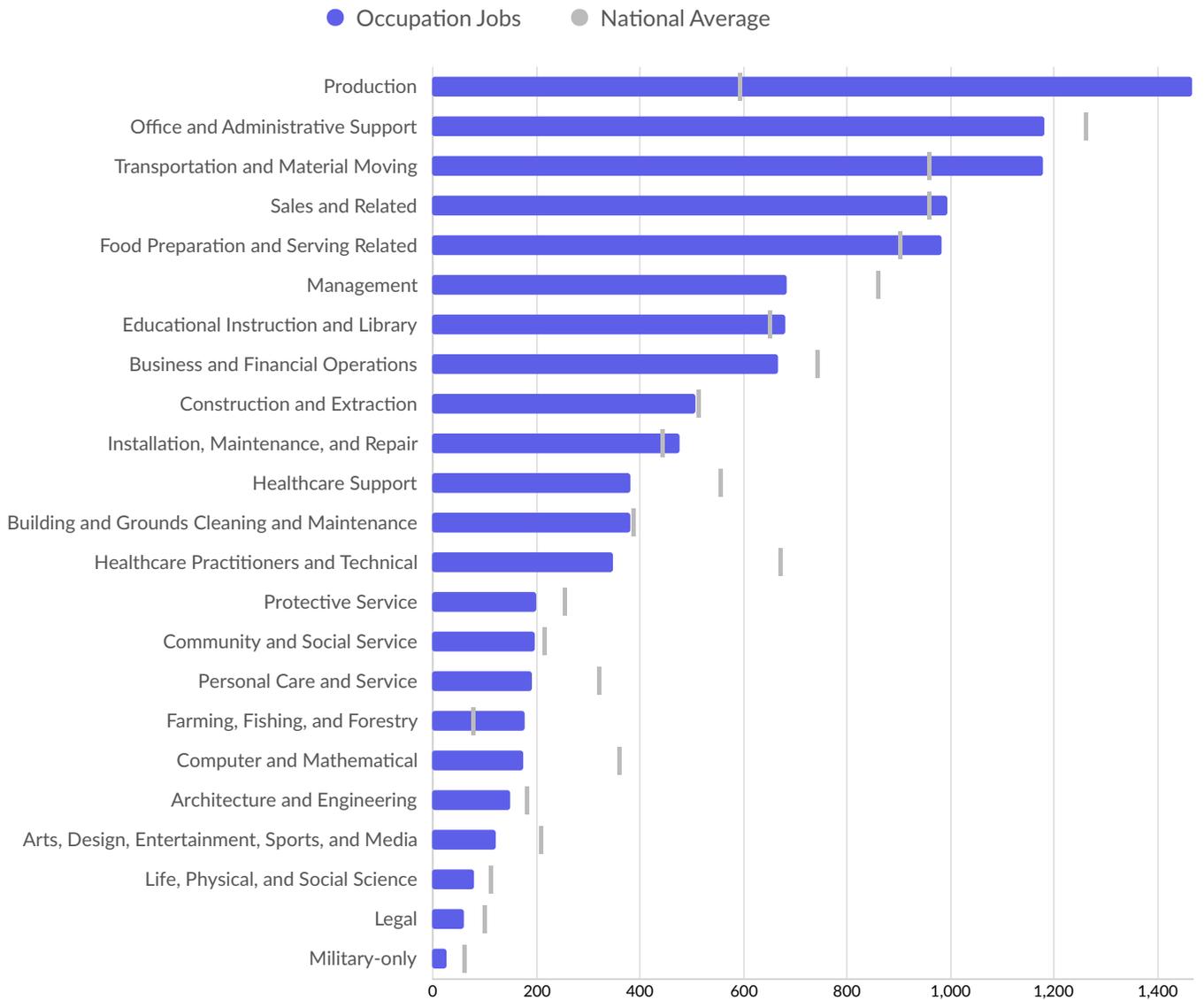


	Percentage	Business Count
● 1 to 4 employees	34.7%	448
● 5 to 9 employees	28.7%	371
● 10 to 19 employees	20.8%	269
● 20 to 49 employees	10.6%	137
● 50 to 99 employees	3.4%	44
● 100 to 249 employees	1.2%	16
● 250 to 499 employees	0.3%	4
● 500+ employees	0.2%	2

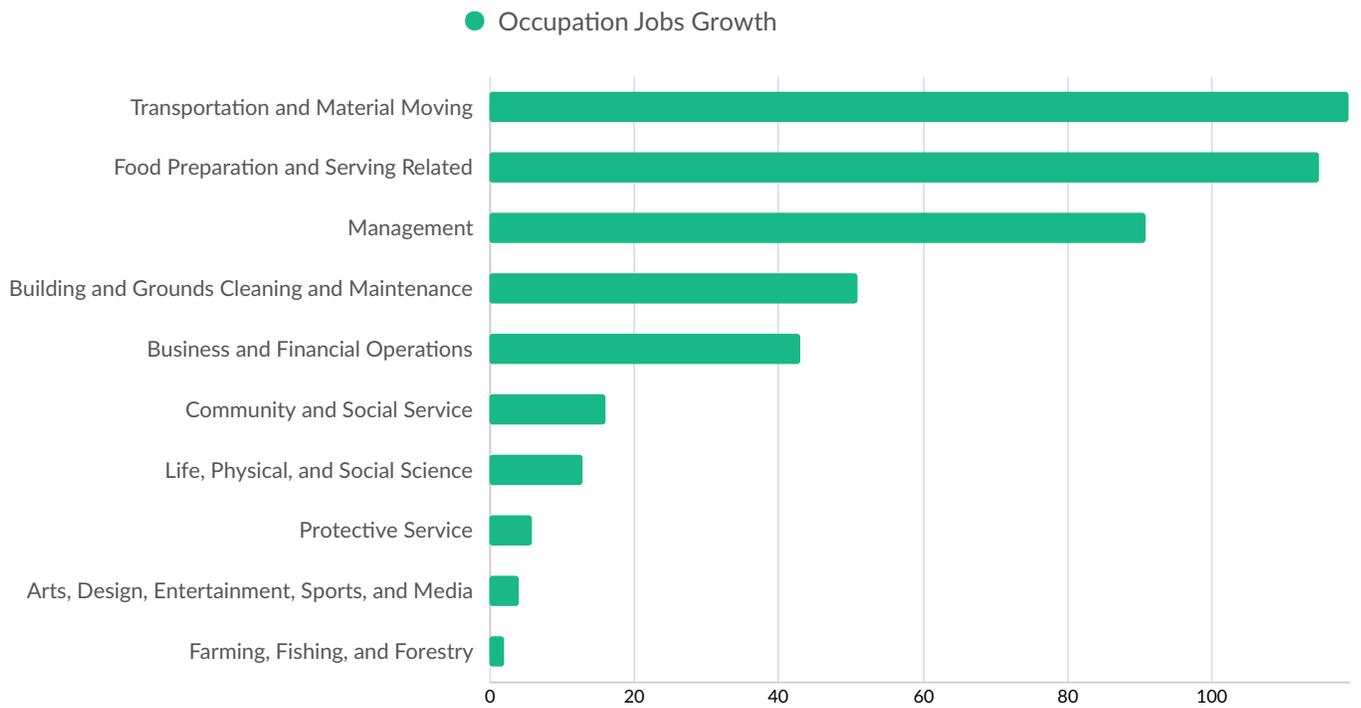
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

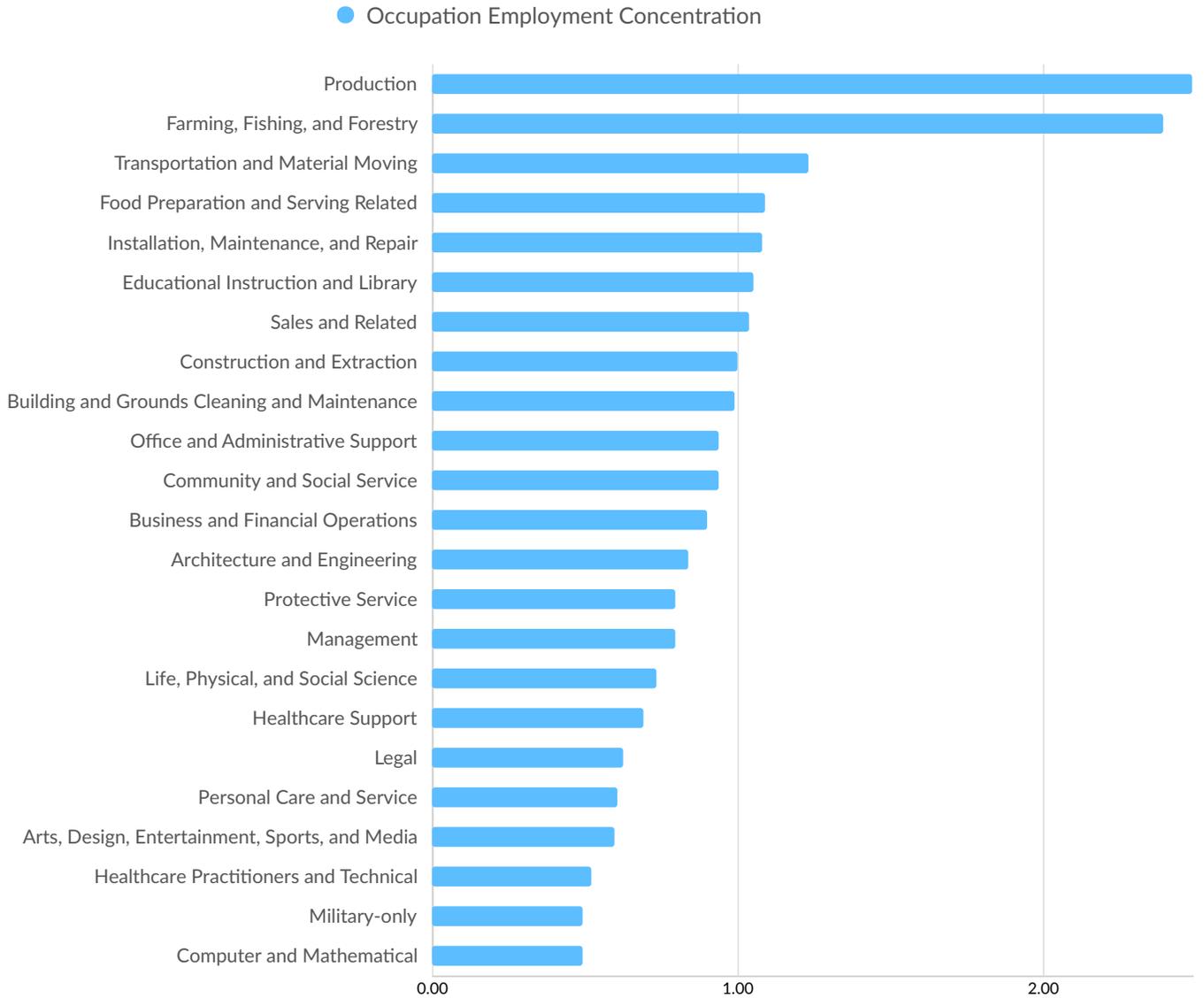
Largest Occupations



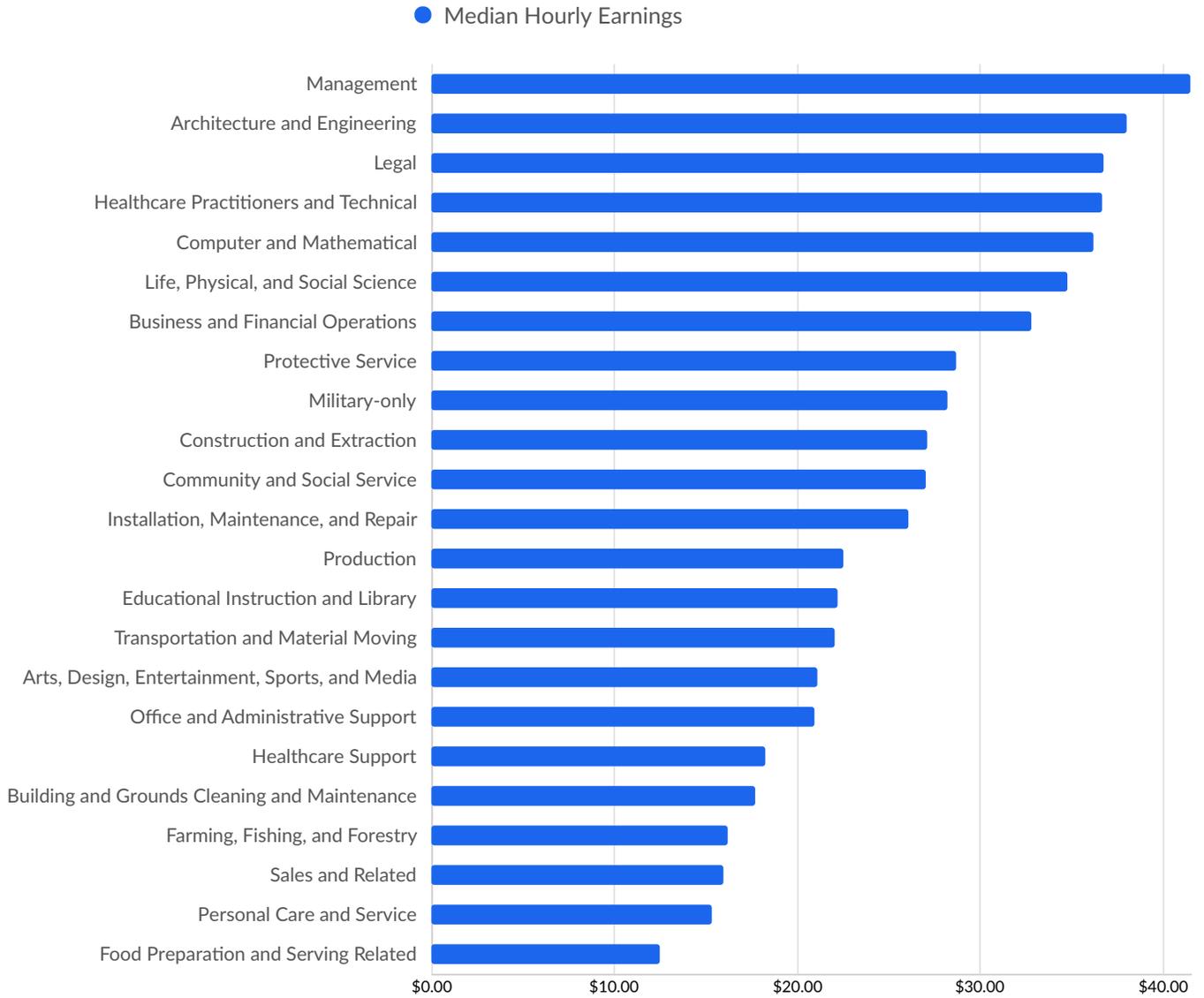
Top Growing Occupations



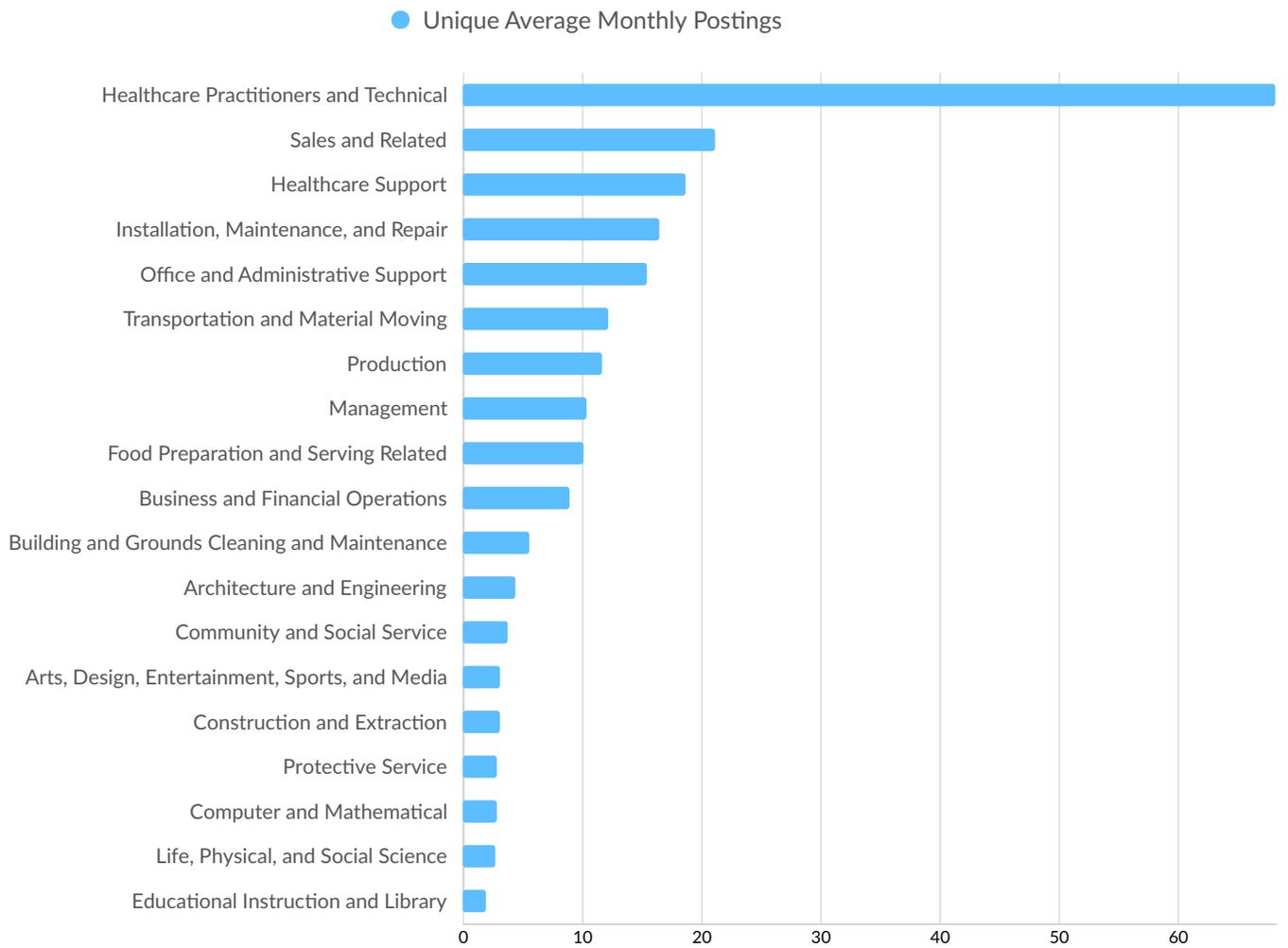
Top Occupation Employment Concentration



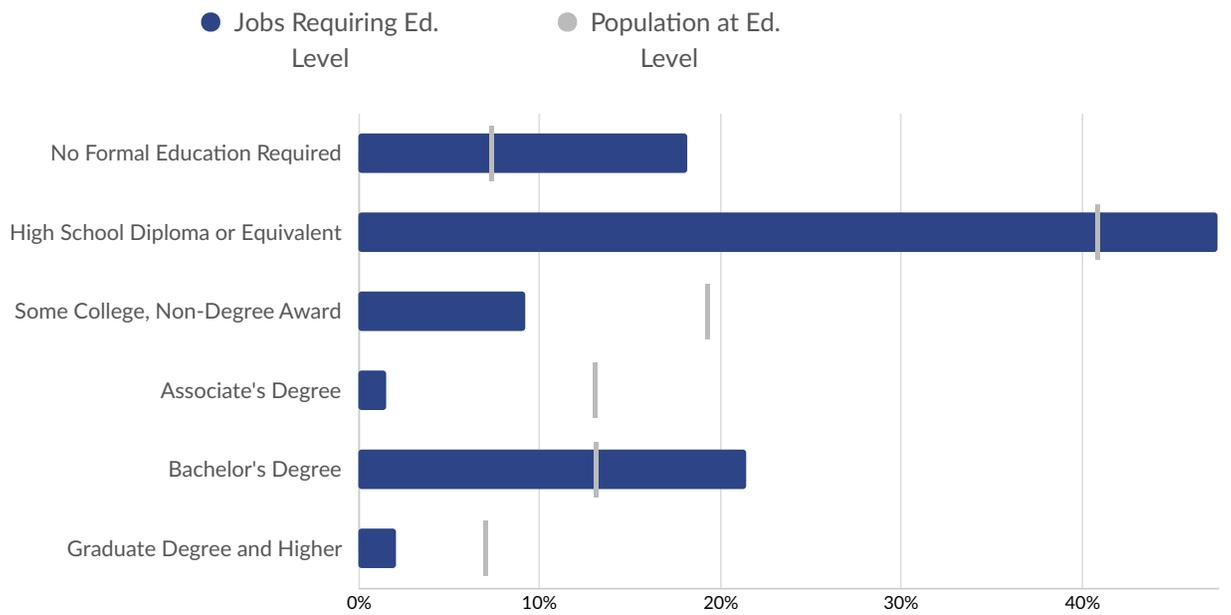
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

