



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

28,616

Population (2025)

Population **grew by 187** over the last 5 years and is projected to **grow by 306** over the next 5 years.

11,337

Total Regional Employment

Jobs **decreased by 51** over the last 5 years and are projected to **decrease by 172** over the next 5 years.

\$68.2K

Median Household Income (2024)

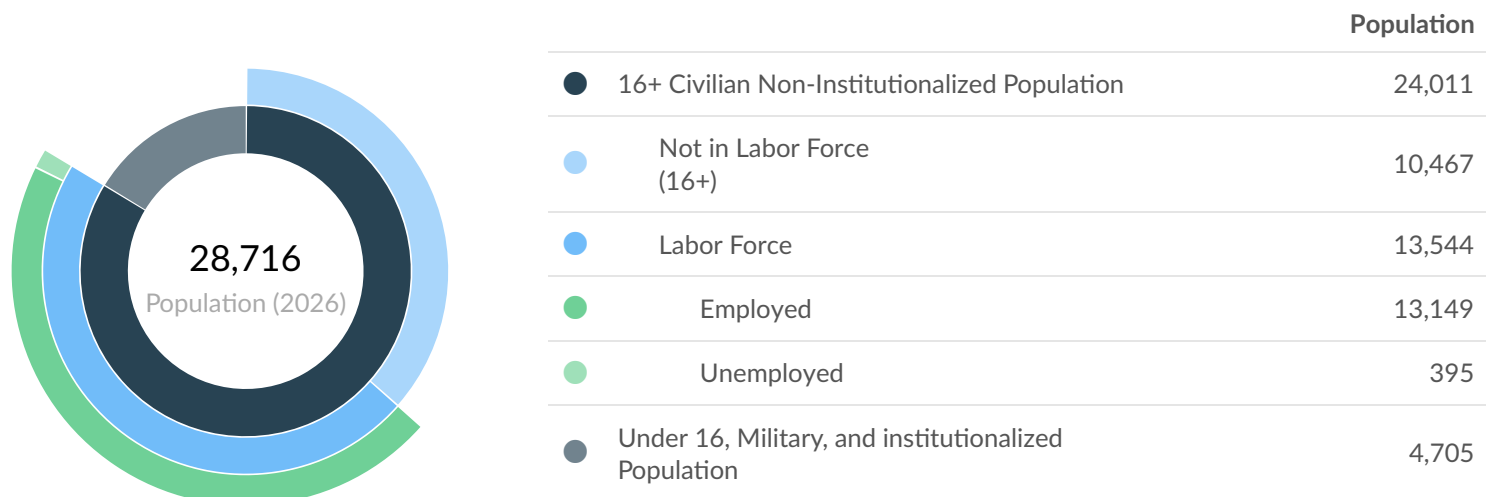
Median household income is **\$12.6K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 0.7%** since 2020, growing by 187. Population is expected to **increase by 1.1%** between 2025 and 2030, adding 306.
- From 2020 to 2025, jobs **declined by 0.4%** in Lincoln County, WI from 11,388 to **11,337**. This change **fell short of the national growth rate of 10.7% by 11.1%**. As the number of jobs declined, the **labor force participation rate decreased from 61.5% to 57.5% between 2020 and 2025**.
- Concerning educational attainment, **13.3% of Lincoln County, WI residents possess a Bachelor's Degree** (8.6% below the national average), and **13.2% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2025 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and Insurance Carriers.

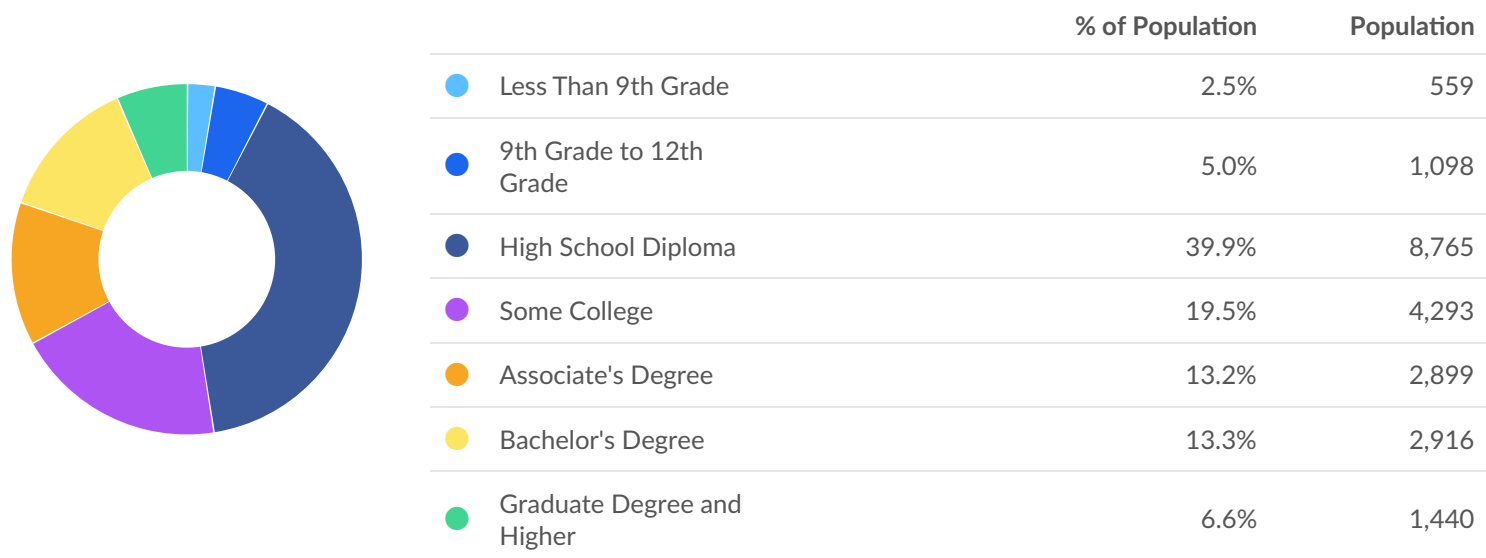
	Population (2026)	Labor Force (May 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	28,716	13,544	11,337	100.4	\$1.53B	\$2.64B	\$2.15B
State	5,996,794	3,116,888	3,271,903	100.3	\$465.78B	\$405.31B	\$440.34B

May 2026 Labor Force Breakdown



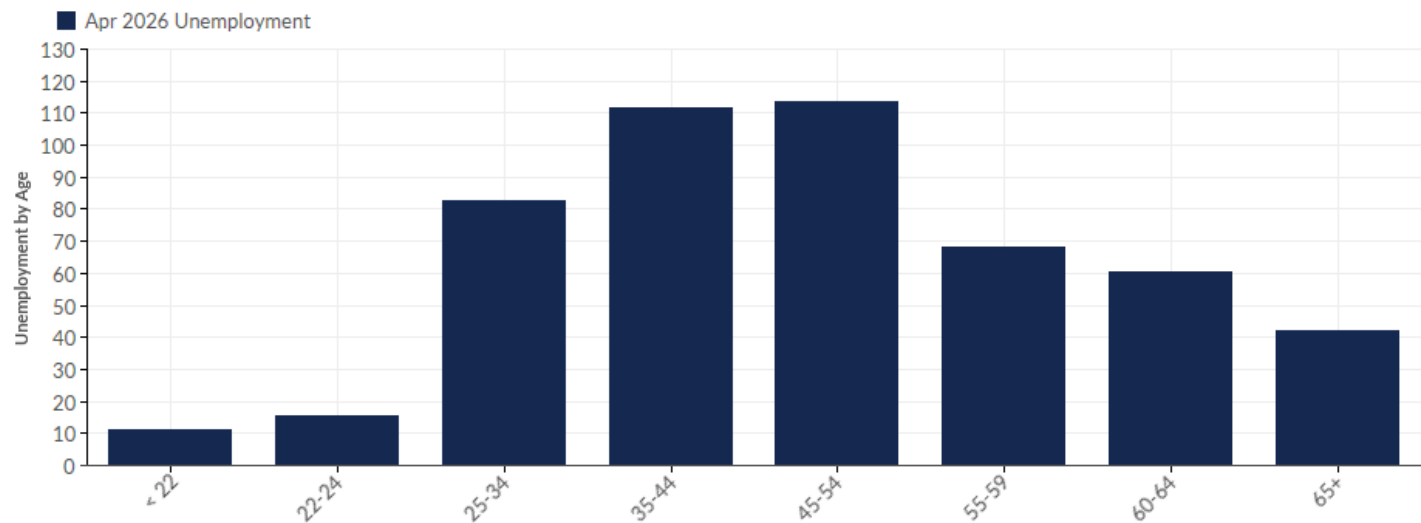
Educational Attainment

Concerning educational attainment, **13.3% of Lincoln County, WI residents possess a Bachelor's Degree** (8.6% below the national average), and **13.2% hold an Associate's Degree** (4.3% above the national average).



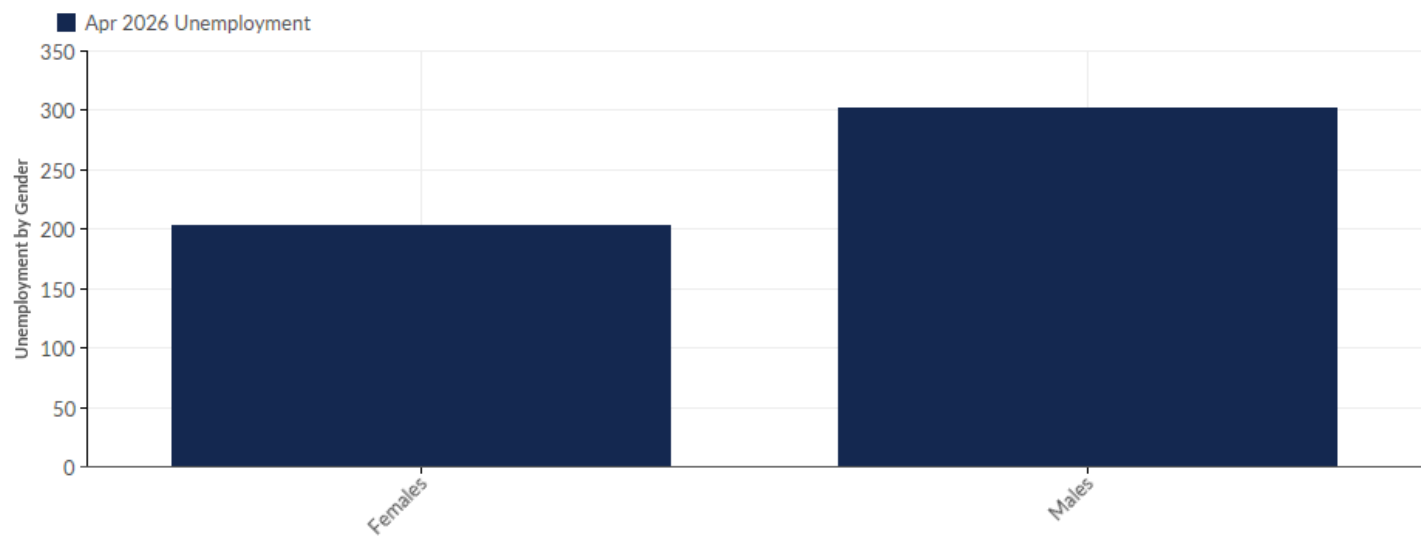
Unemployment by Demographics

Unemployment by Age



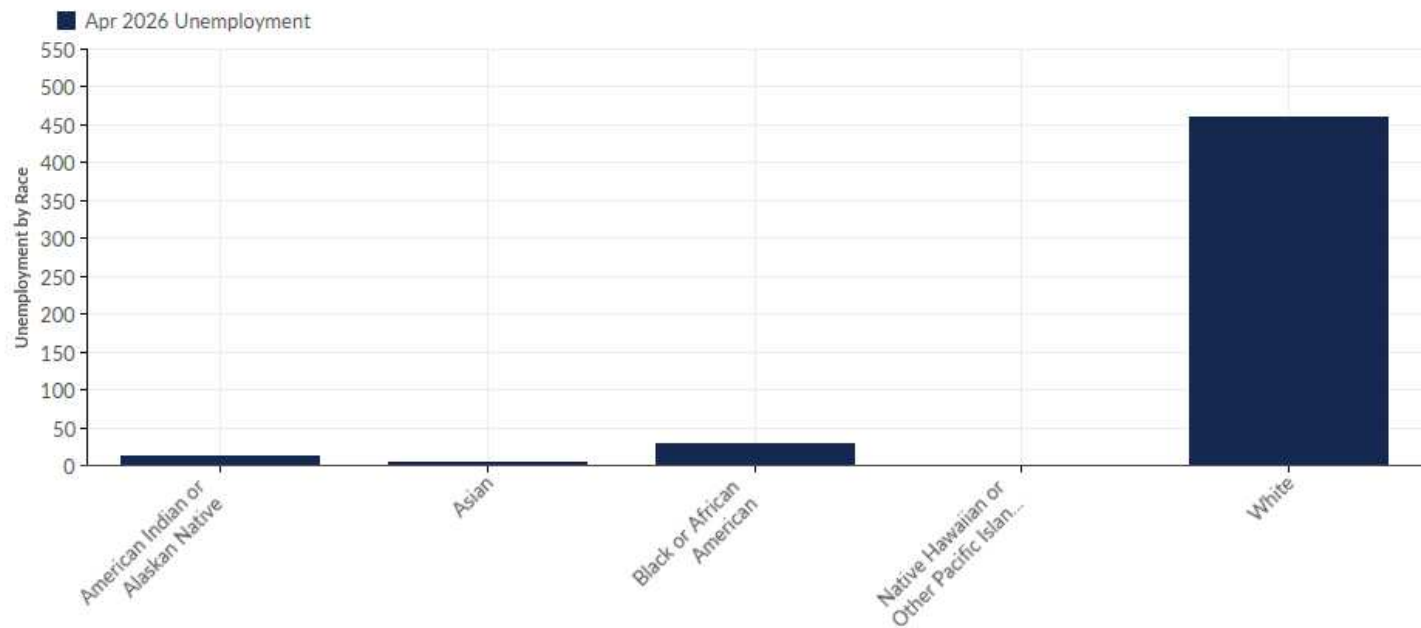
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	11	2.18%
22-24	16	3.17%
25-34	83	16.44%
35-44	112	22.18%
45-54	114	22.57%
55-59	68	13.47%
60-64	60	11.88%
65+	42	8.32%
Total	505	100.00%

Unemployment by Gender



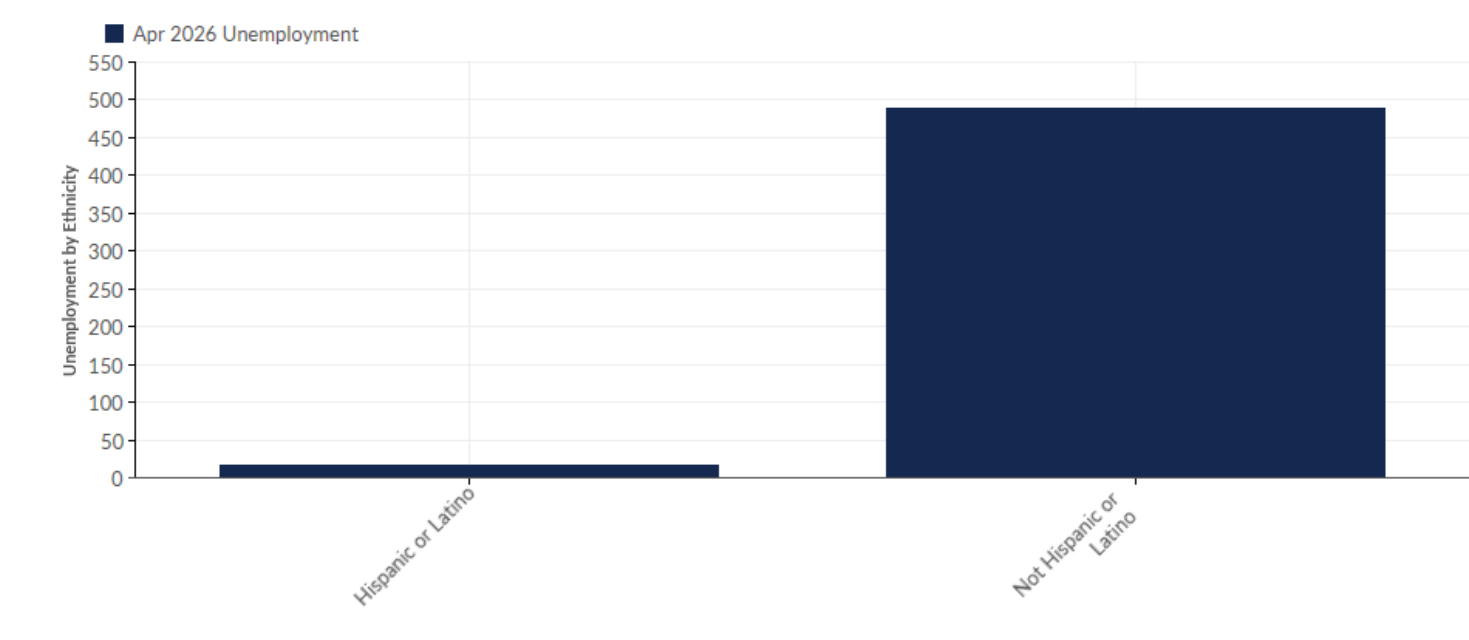
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	203	40.20%
Males	302	59.80%
Total	505	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	12	2.38%
Asian	4	0.79%
Black or African American	29	5.74%
Native Hawaiian or Other Pacific Islander	1	0.20%
White	460	91.09%
Total	505	100.00%

Unemployment by Ethnicity

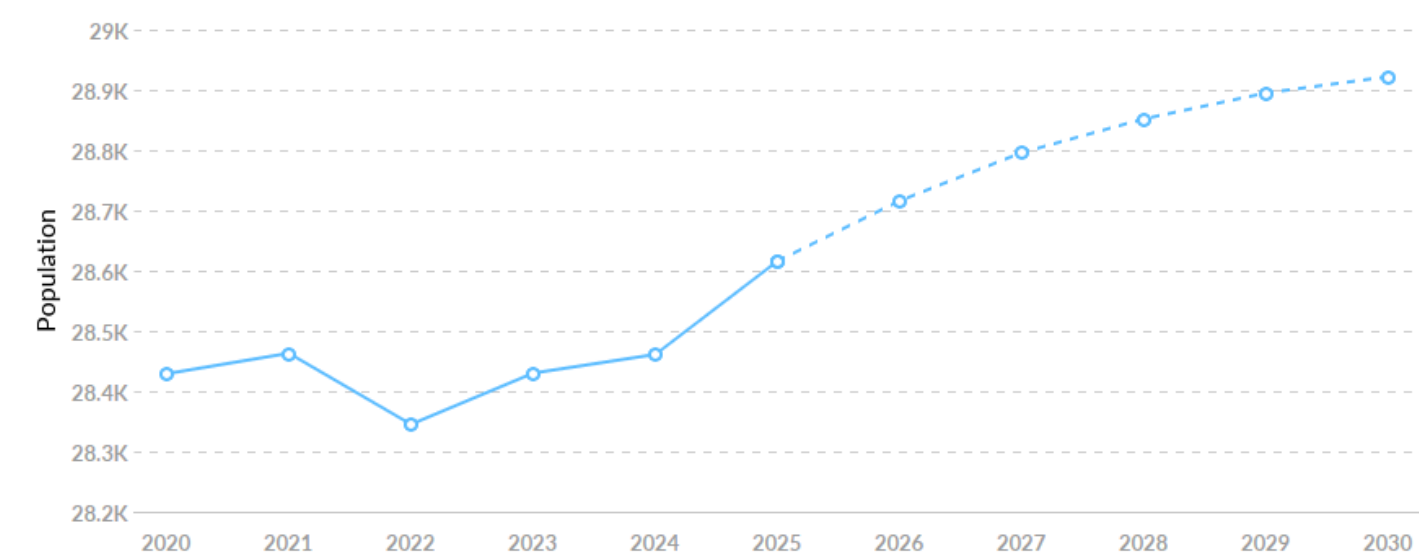


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	17	3.37%
Not Hispanic or Latino	488	96.63%
Total	505	100.00%

Historic & Projected Trends

Population Trends

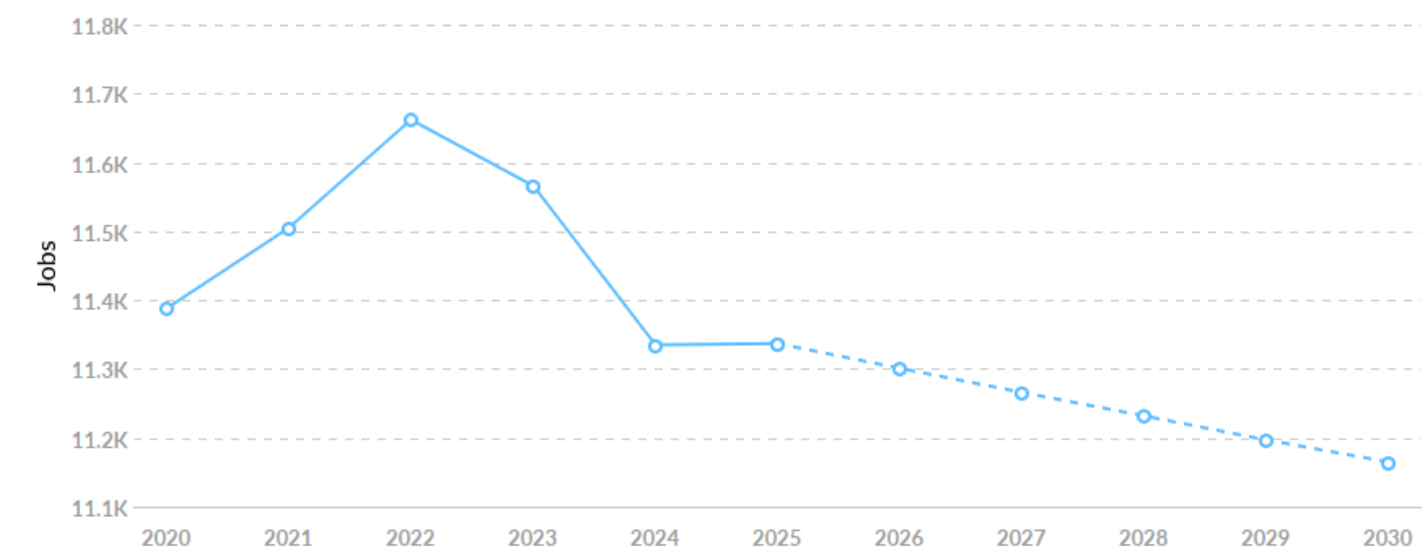
As of 2025 the region's population **increased by 0.7%** since 2020, growing by 187. Population is expected to **increase by 1.1%** between 2025 and 2030, adding 306.



Timeframe	Population
2020	28,429
2021	28,463
2022	28,345
2023	28,430
2024	28,461
2025	28,616
2026	28,716
2027	28,796
2028	28,852
2029	28,895
2030	28,922

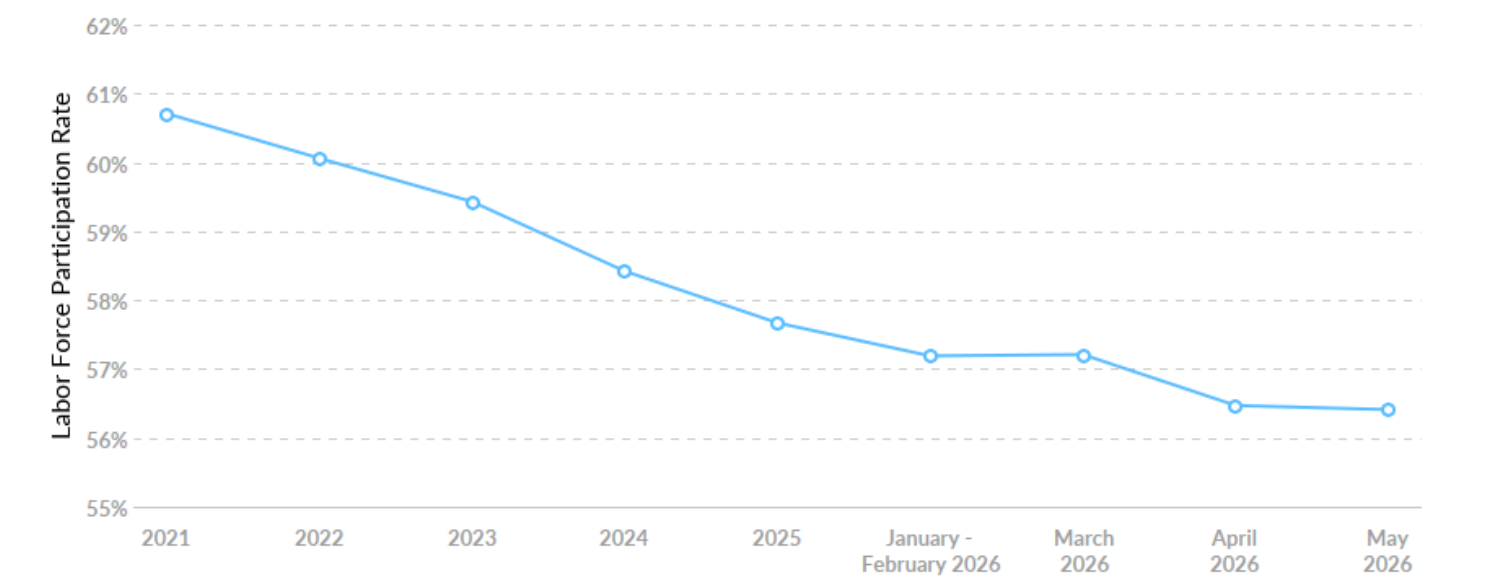
Job Trends

From 2020 to 2025, jobs **declined by 0.4%** in Lincoln County, WI from 11,388 to **11,337**. This change **fell short of the national growth rate of 10.7% by 11.1%**.



Timeframe	Jobs
2020	11,388
2021	11,505
2022	11,662
2023	11,566
2024	11,335
2025	11,337
2026	11,301
2027	11,266
2028	11,232
2029	11,197
2030	11,165

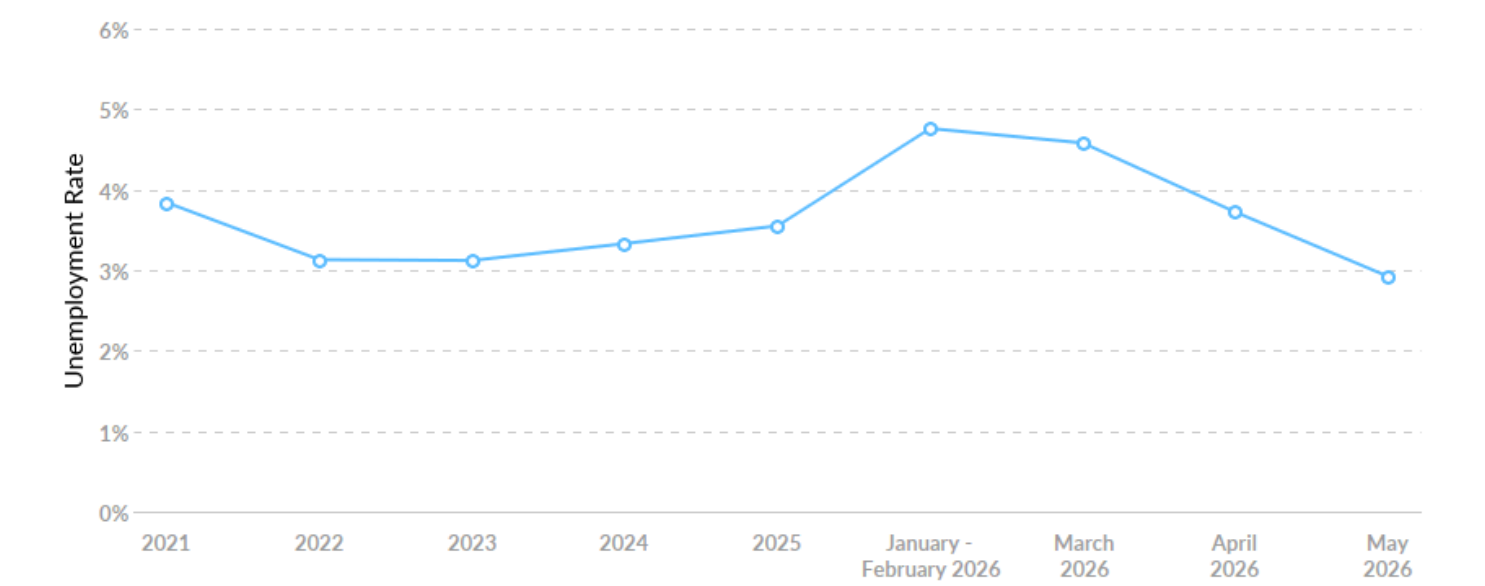
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	60.71%
2022	60.06%
2023	59.43%
2024	58.42%
2025	57.67%
January - February 2026	57.19%
March 2026	57.21%
April 2026	56.47%
May 2026	56.41%

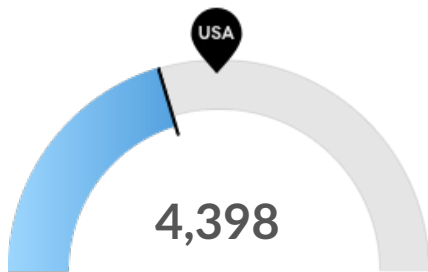
Unemployment Rate Trends

Lincoln County, WI had a May 2026 unemployment rate of 2.92%, **decreasing from 3.84%** 5 years before.



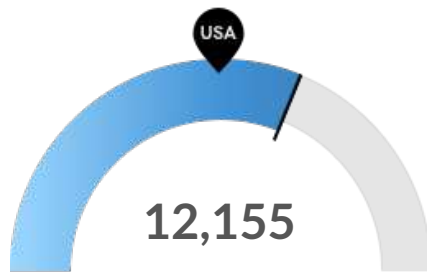
Timeframe	Unemployment Rate
2021	3.84%
2022	3.13%
2023	3.12%
2024	3.33%
2025	3.55%
January - February 2026	4.76%
March 2026	4.58%
April 2026	3.72%
May 2026	2.92%

Population Characteristics



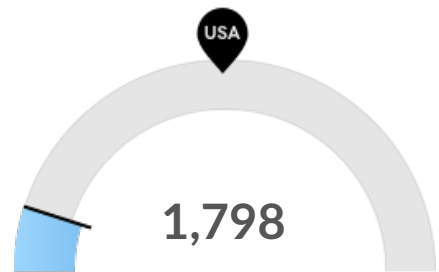
Millennials

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



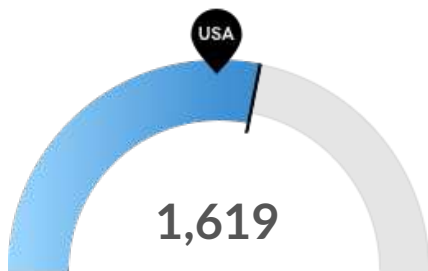
Retiring Soon

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.



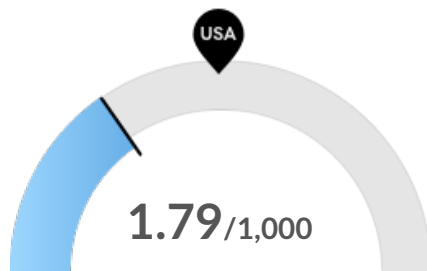
Racial Diversity

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.



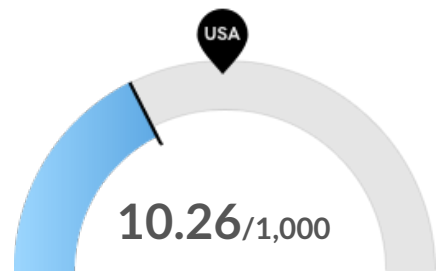
Veterans

Lincoln County, WI has 1,619 veterans. The national average for an area this size is 1,354.



Violent Crime

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

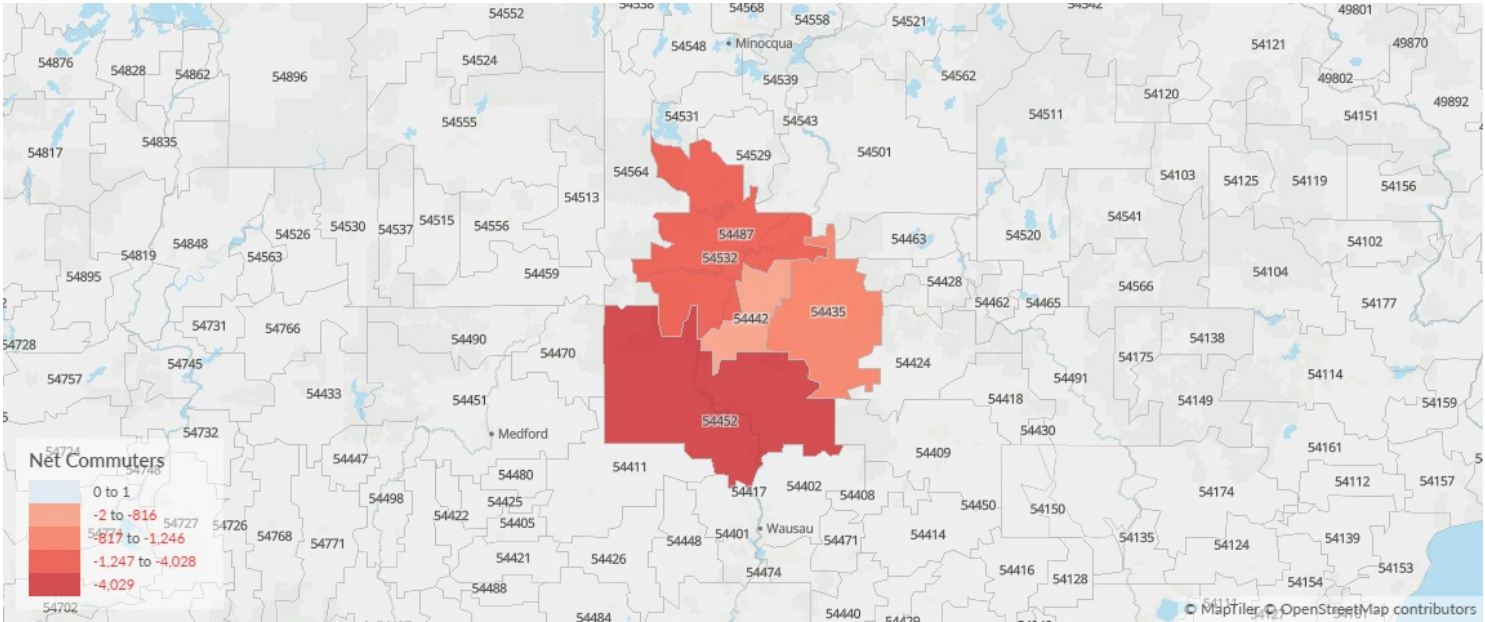


Property Crime

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	2025 Employment
54452	Merrill, WI (in Lincoln c...	6,304
54487	Tomahawk, WI (in Linco...	4,019
54442	Irma, WI (in Lincoln cou...	634
54435	Gleason, WI (in Lincoln ...	354
54532	Heafford Junction, WI (i...	26

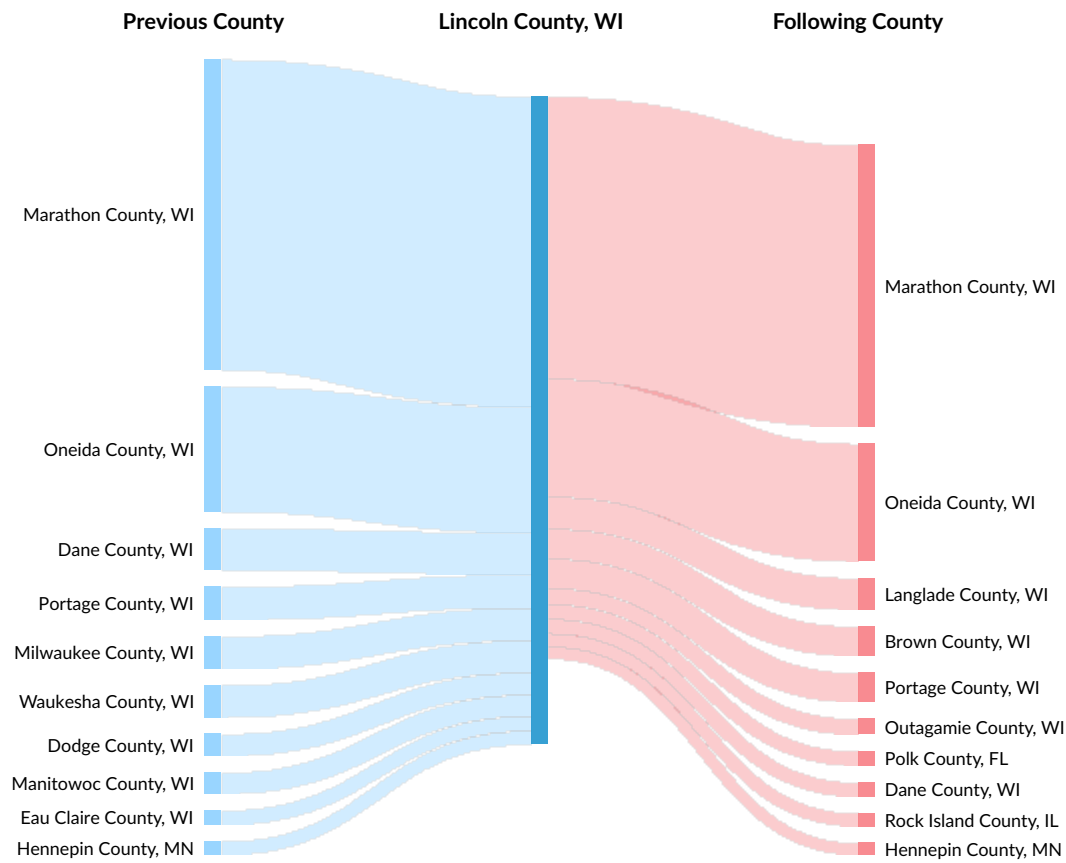
Where Talent Lives

ZIP	Name	2025 Workers
54452	Merrill, WI (in Lincoln c...	10,334
54487	Tomahawk, WI (in Linco...	5,266
54435	Gleason, WI (in Lincoln ...	1,171
54442	Irma, WI (in Lincoln cou...	636
54532	Heafford Junction, WI (i...	26

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 2023, 291 people have migrated from Marathon County, WI to Lincoln County, WI. In the same year, 264 people left Lincoln County, WI migrating to Marathon County, WI. The total Net Migration for Lincoln County, WI in 2023 was 208.

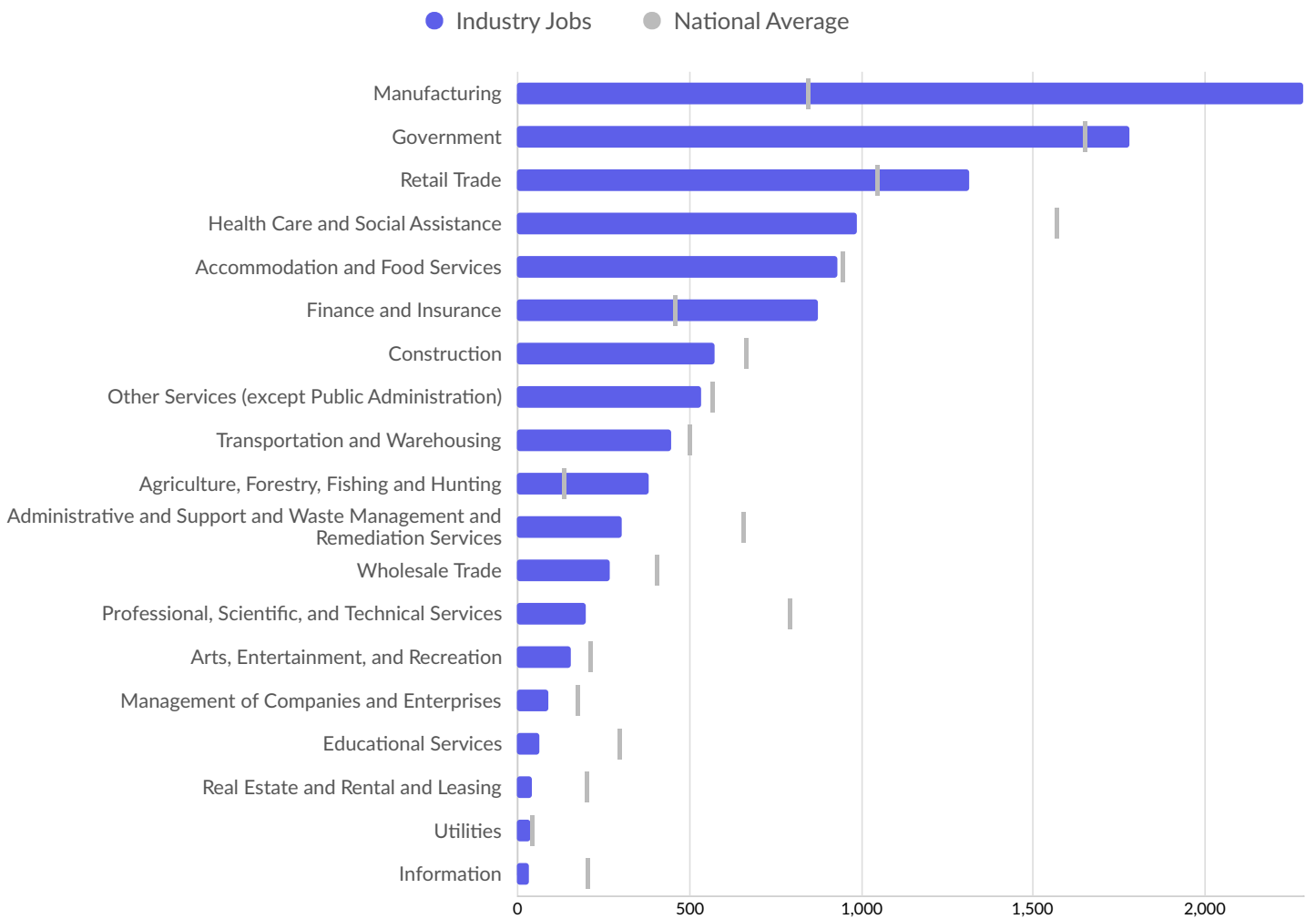


Top Previous Counties	Migrations
Marathon County, WI	291
Oneida County, WI	117
Dane County, WI	39
Portage County, WI	31
Milwaukee County, WI	30
Waukesha County, WI	30

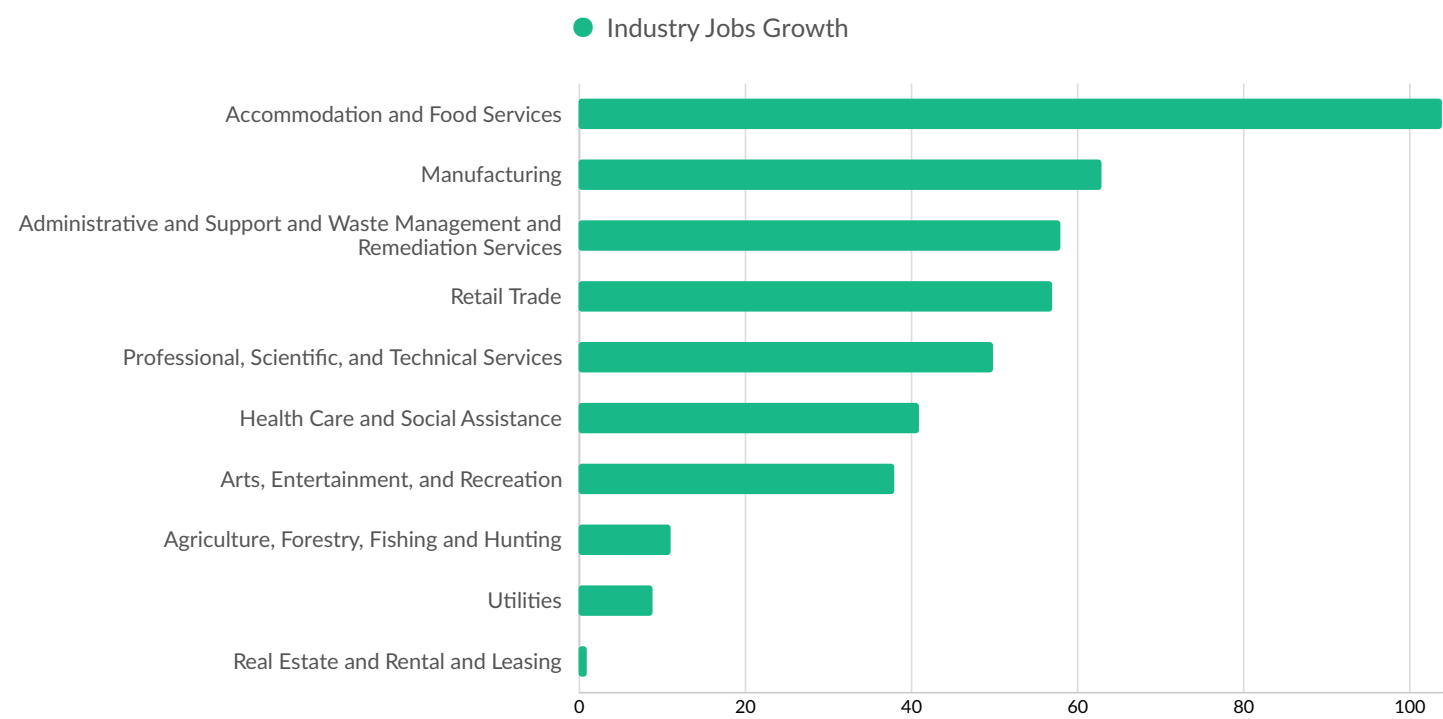
Top Previous Counties	Migrations
Dodge County, WI	21
Manitowoc County, WI	20
Eau Claire County, WI	14
Hennepin County, MN	13
Langlade County, WI	13
Brown County, WI	11
Jefferson County, WI	10
Sauk County, WI	9
Winnebago County, WI	9
Top Following Counties	Migrations
Marathon County, WI	264
Oneida County, WI	110
Langlade County, WI	30
Brown County, WI	28
Portage County, WI	28
Outagamie County, WI	15
Polk County, FL	14
Dane County, WI	14
Rock Island County, IL	12
Hennepin County, MN	11
Waukesha County, WI	10
Vilas County, WI	9
Columbia County, WI	9
DuPage County, IL	8
Monroe County, WI	8

Industry Characteristics

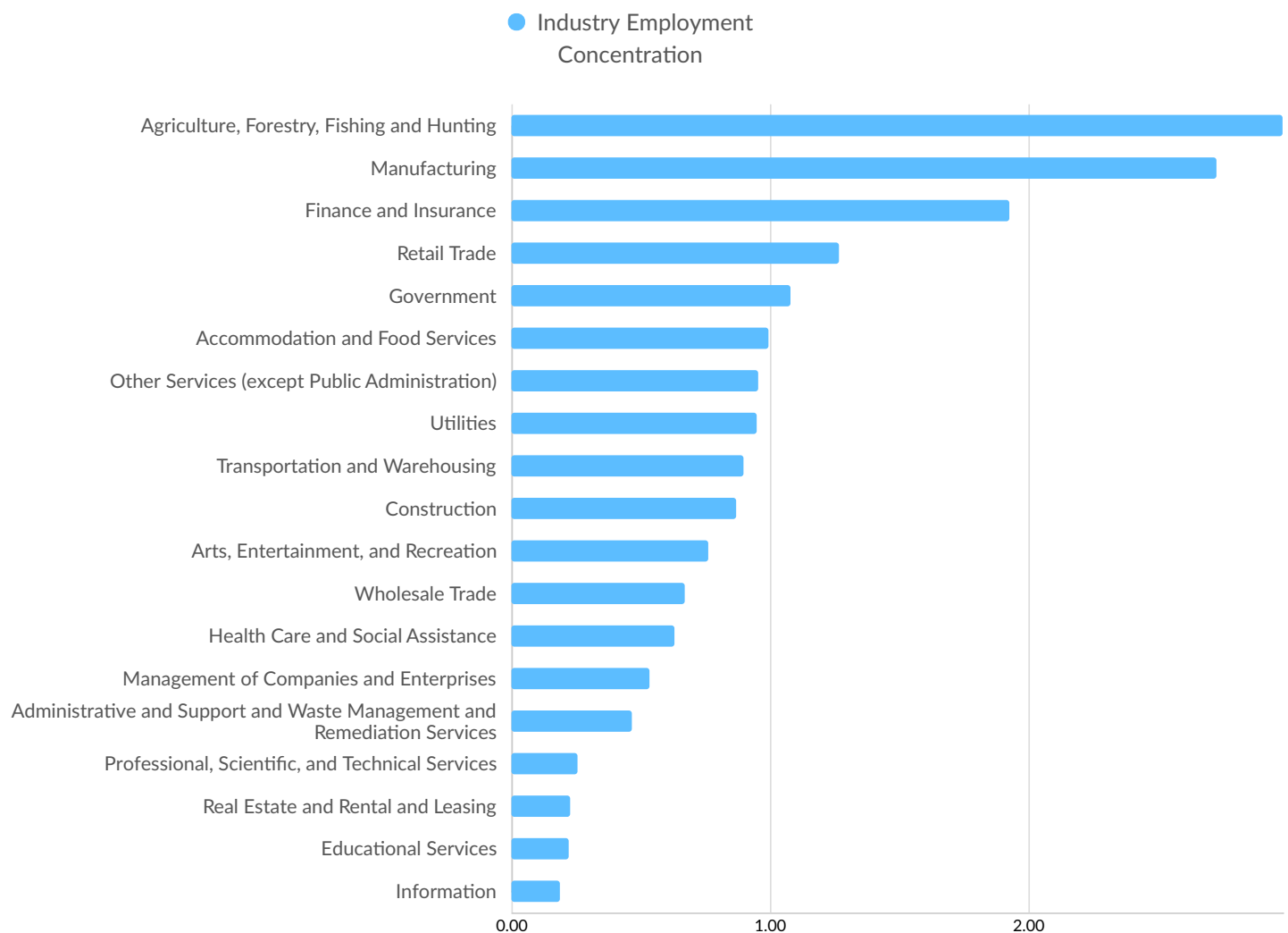
Largest Industries



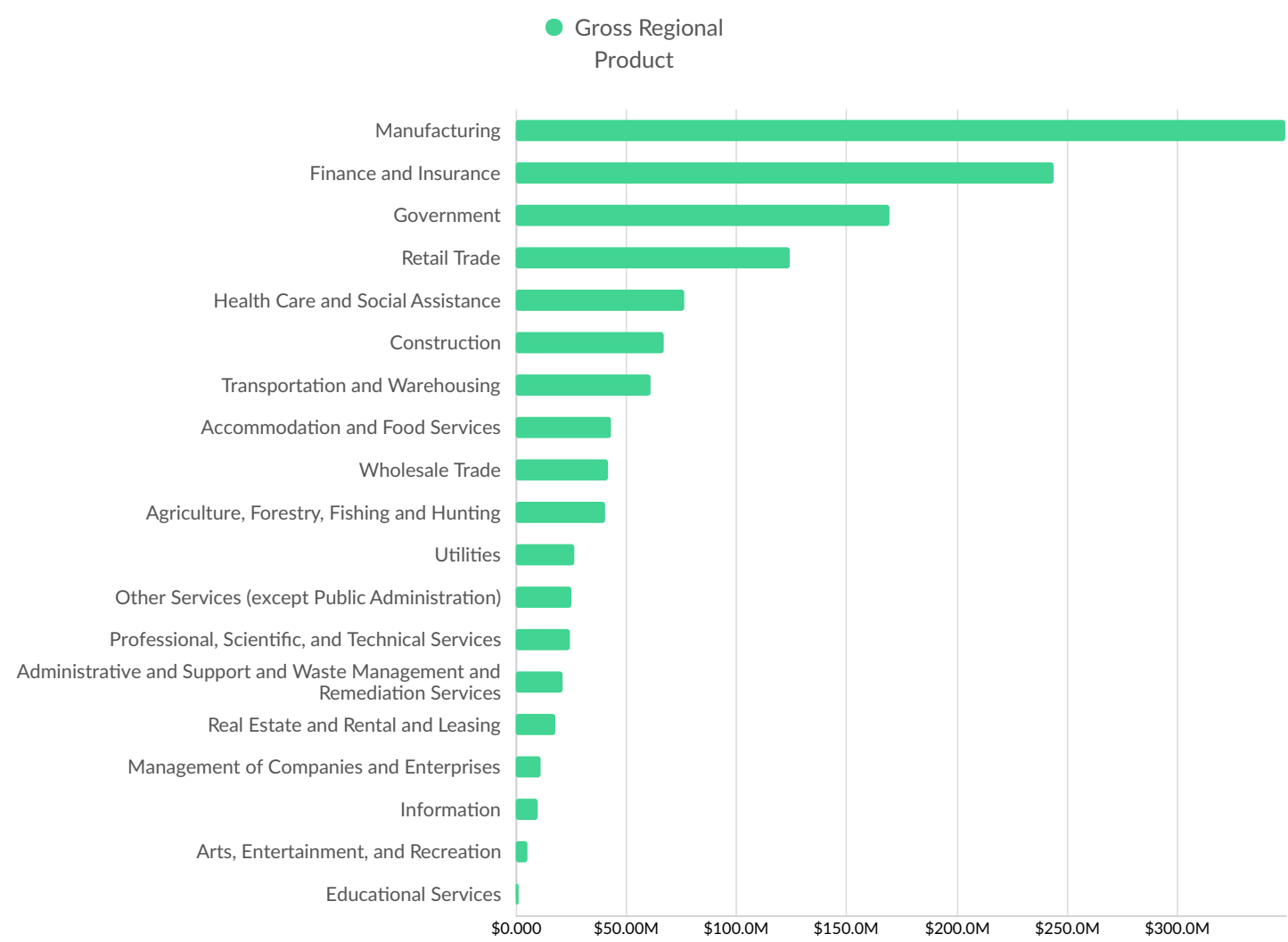
Top Growing Industries



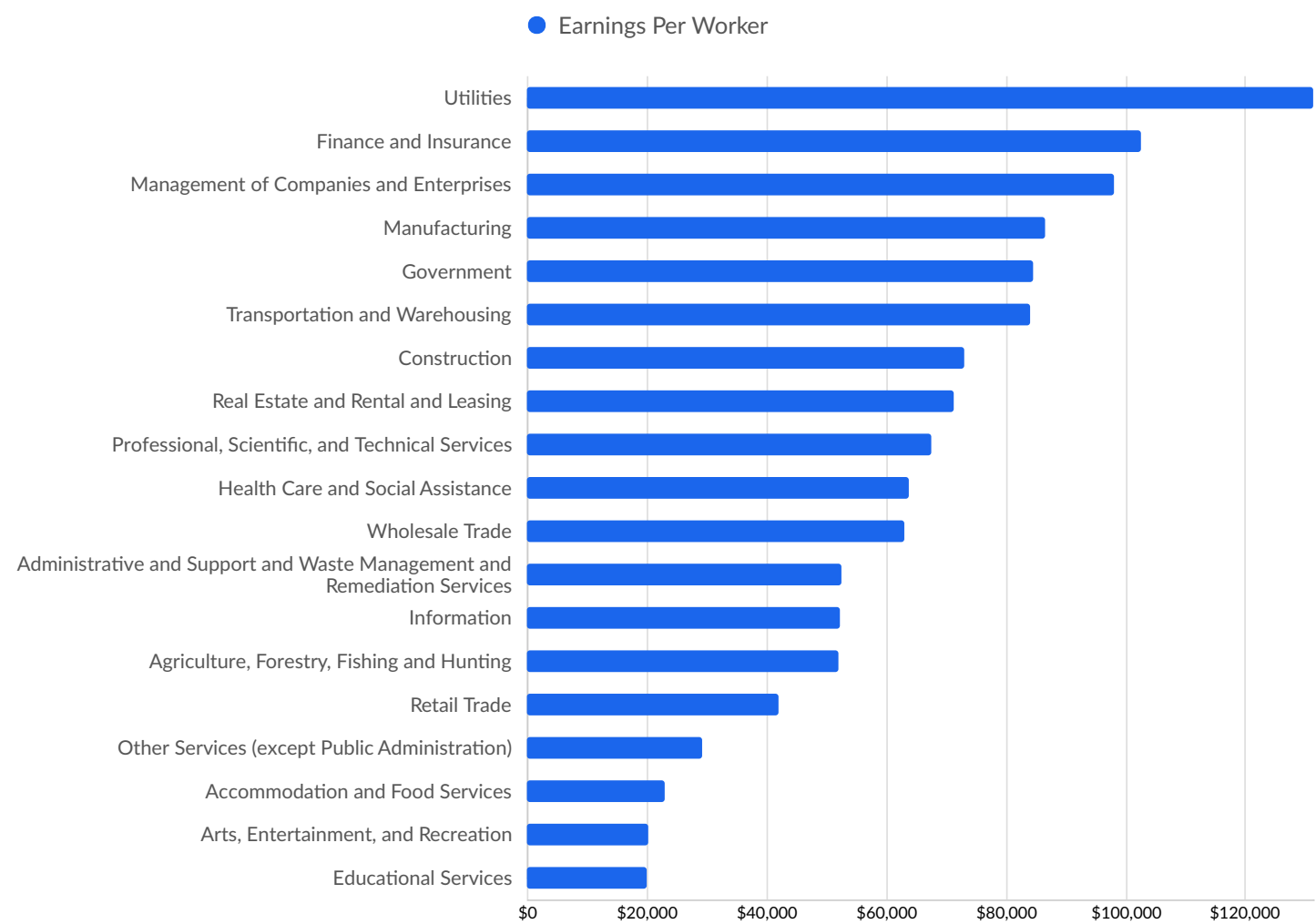
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



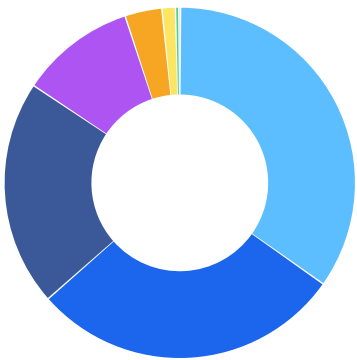
Business Characteristics

2,960 Companies Employ Your Workers

Online profiles for your workers mention 2,960 companies as employers, with the top 10 appearing below. In the last 12 months, 448 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...	286	Aspirus	119
Merrill Area Public Schools	122	Church Mutual Insurance Comp...	71
Aspirus	121	Church Mutual Insurance Comp...	59
Harley-Davidson	92	Packaging Corporation of Ameri...	49
Packaging Corporation of Ameri...	81	Vetted Health	49
State of Wisconsin	71	Truenorth	34
Ministry Health Care	53	CompHealth	31
Marshfield Clinic	44	Walmart	31
Weinbrenner Shoe Co	40	Community Horizons	29
Agra Industries	38	Taher	29

Business Size

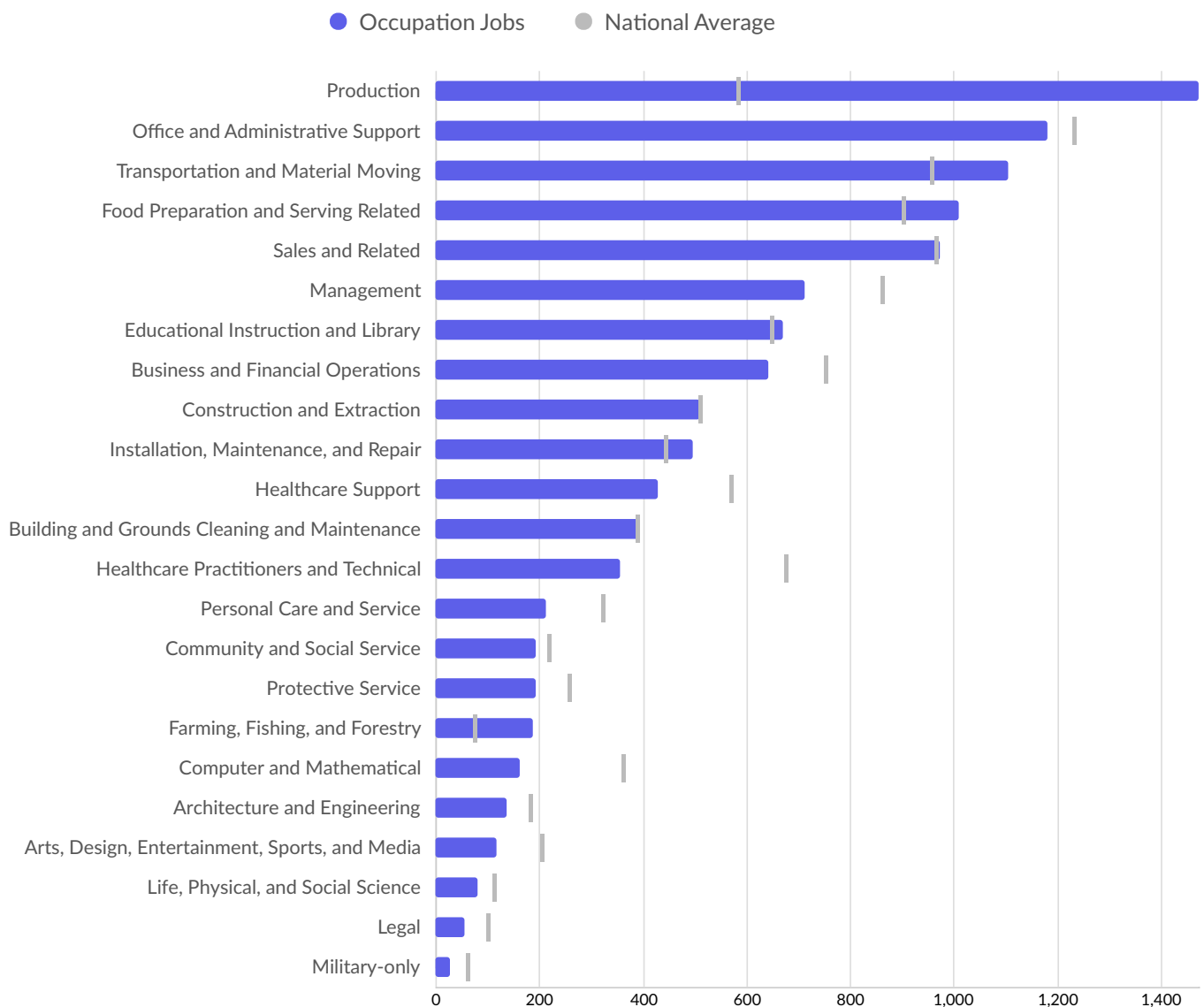


	Percentage	Business Count
1 to 4 employees	34.7%	448
5 to 9 employees	28.7%	371
10 to 19 employees	20.8%	269
20 to 49 employees	10.6%	137
50 to 99 employees	3.4%	44
100 to 249 employees	1.2%	16
250 to 499 employees	0.3%	4
500+ employees	0.2%	2

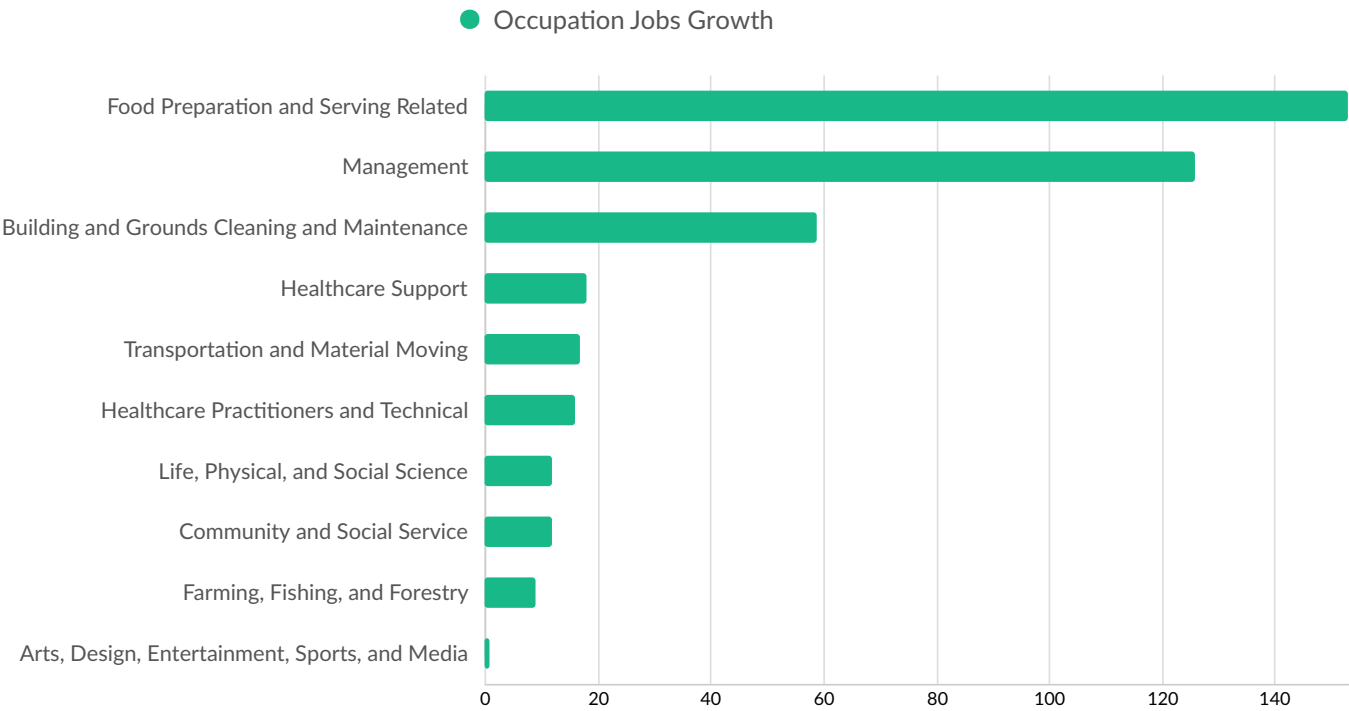
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

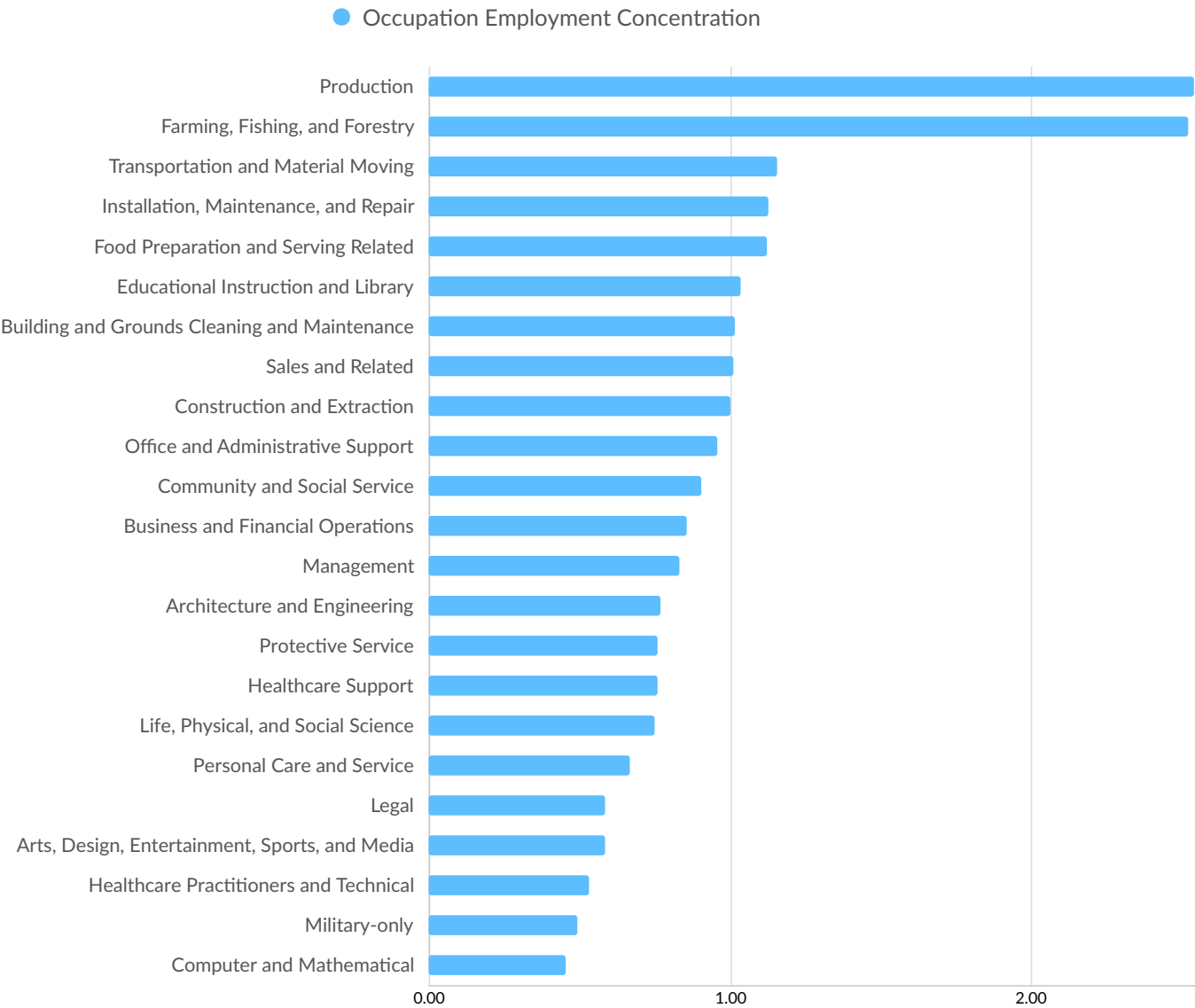
Largest Occupations



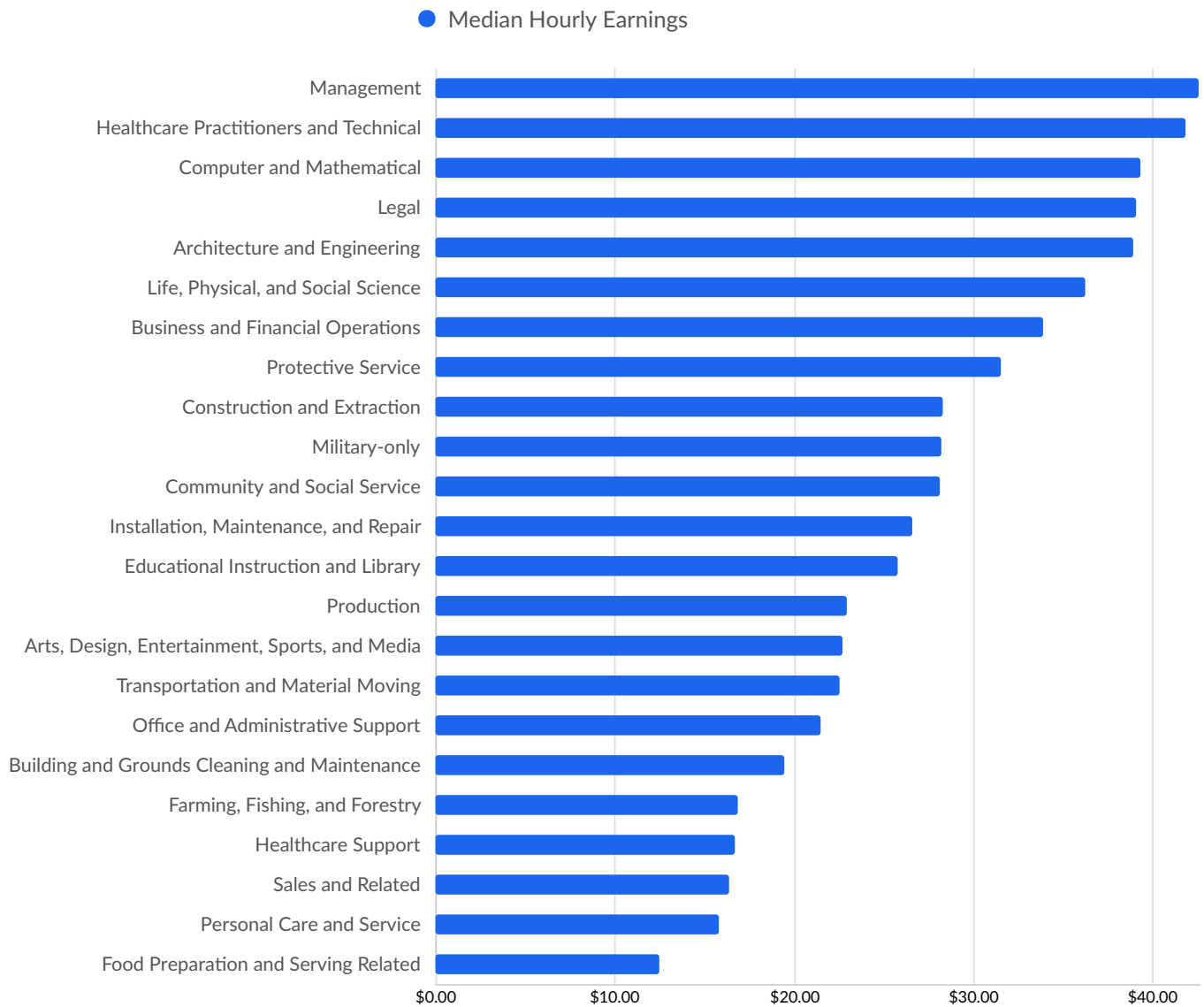
Top Growing Occupations



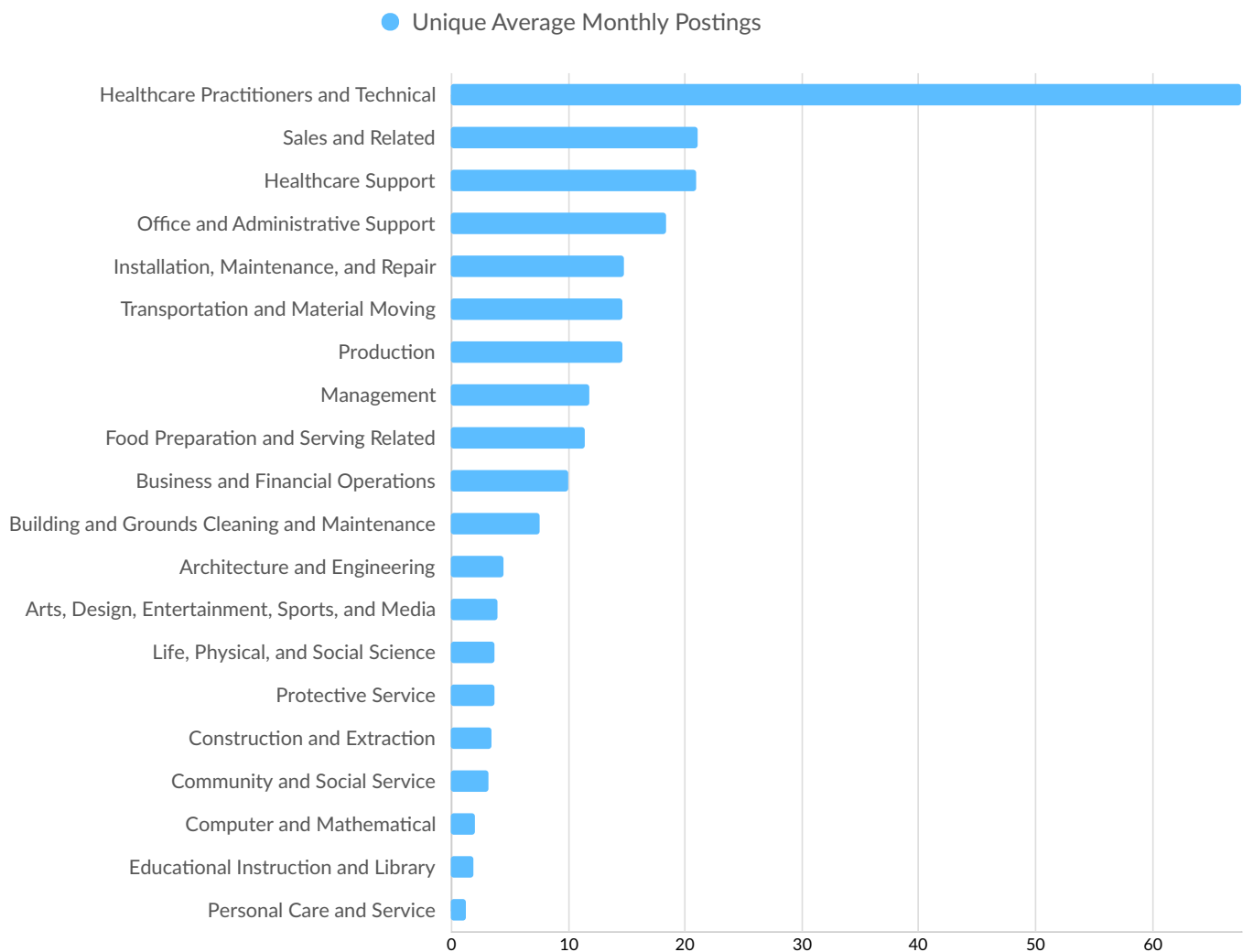
Top Occupation Employment Concentration



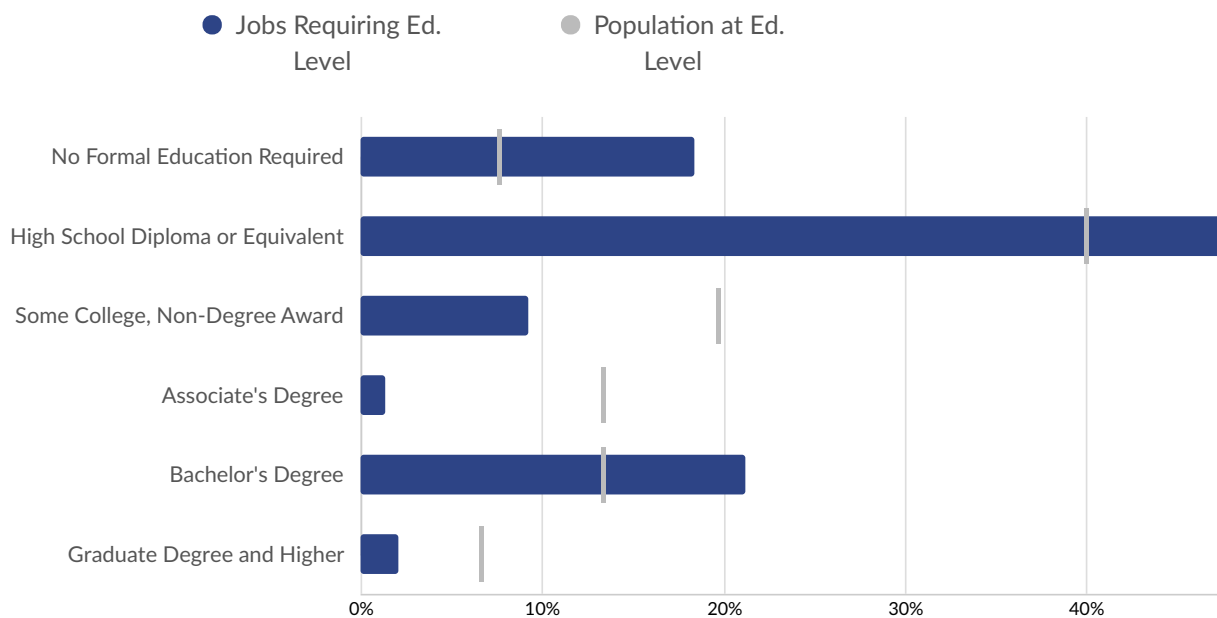
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

