

Lincoln County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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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
Layoff Activity 23
Workforce Characteristics 24
Educational Pipeline 30
In-Demand Skills 31

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

28,403

Population (2025)

Population **decreased by 20** over the last 5 years but is projected to **grow by 429** over the next 5 years.

11,339

Total Regional Employment

Jobs **decreased by 52** over the last 5 years and are projected to **decrease by 286** over the next 5 years.

$68.2K

Median Household Income (2024)

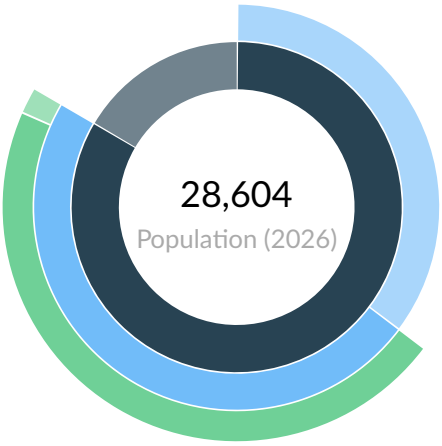
Median household income is **$12.6K below** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **declined by 0.1%** since 2020, falling by 20. Population is expected to **increase by 1.5%** between 2025 and 2030, adding 429.
- From 2020 to 2025, jobs **declined by 0.5%** in Lincoln County, WI from 11,391 to **11,339**. This change **fell short of the national growth rate of 10.7% by 11.2%**. As the number of jobs declined, the **labor force participation rate decreased from 62.1% to 58.1% between 2020 and 2025**.
- Concerning educational attainment, **13.3% of Lincoln County, WI residents possess a Bachelor's Degree** (8.5% below the national average), and **13.3% hold an Associate's Degree** (4.4% 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 (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	28,604	13,781	11,339	100.4	$1.53B	$2.64B	$2.15B
State	5,995,935	3,191,892	3,272,992	100.3	$465.83B	$405.24B	$440.26B

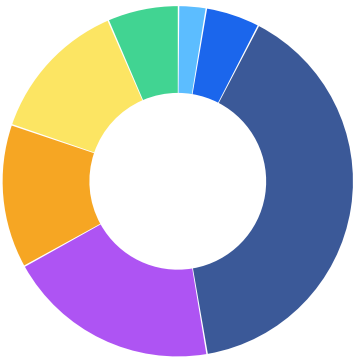
Jul 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	23,851
Not in Labor Force (16+)	10,070
Labor Force	13,781
Employed	13,254
Unemployed	527
Under 16, Military, and institutionalized Population	4,754

Educational Attainment

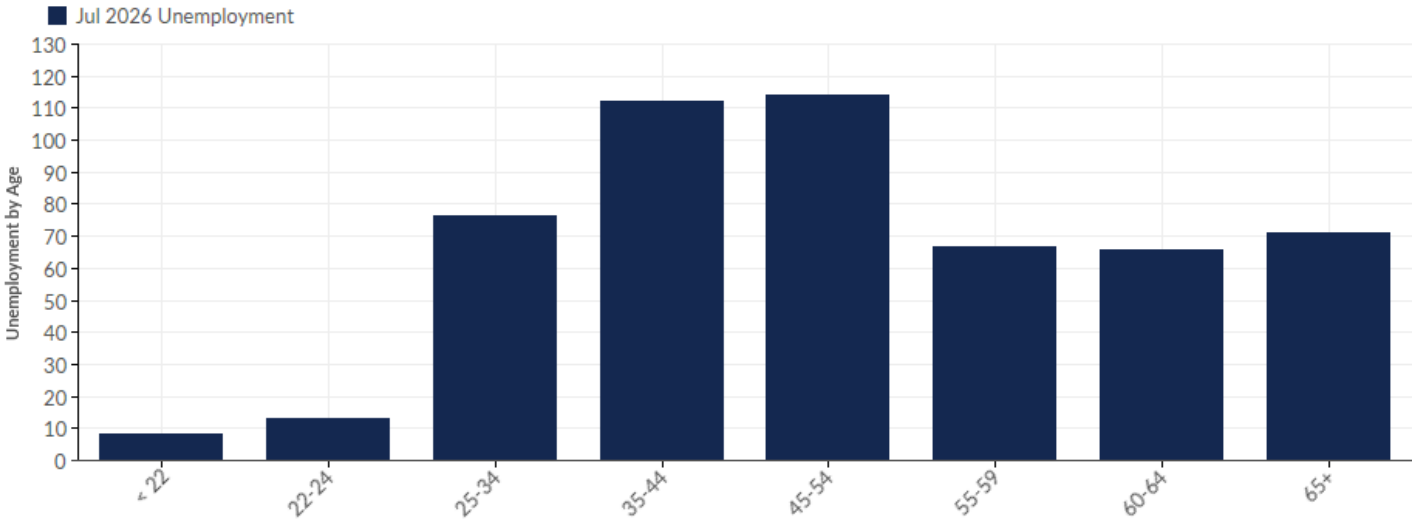
Concerning educational attainment, **13.3% of Lincoln County, WI residents possess a Bachelor's Degree** (8.5% below the national average), and **13.3% hold an Associate's Degree** (4.4% above the national average).



	% of Population	Population
Less Than 9th Grade	2.5%	546
9th Grade to 12th Grade	5.0%	1,074
High School Diploma	39.7%	8,536
Some College	19.6%	4,219
Associate's Degree	13.3%	2,851
Bachelor's Degree	13.3%	2,855
Graduate Degree and Higher	6.6%	1,411

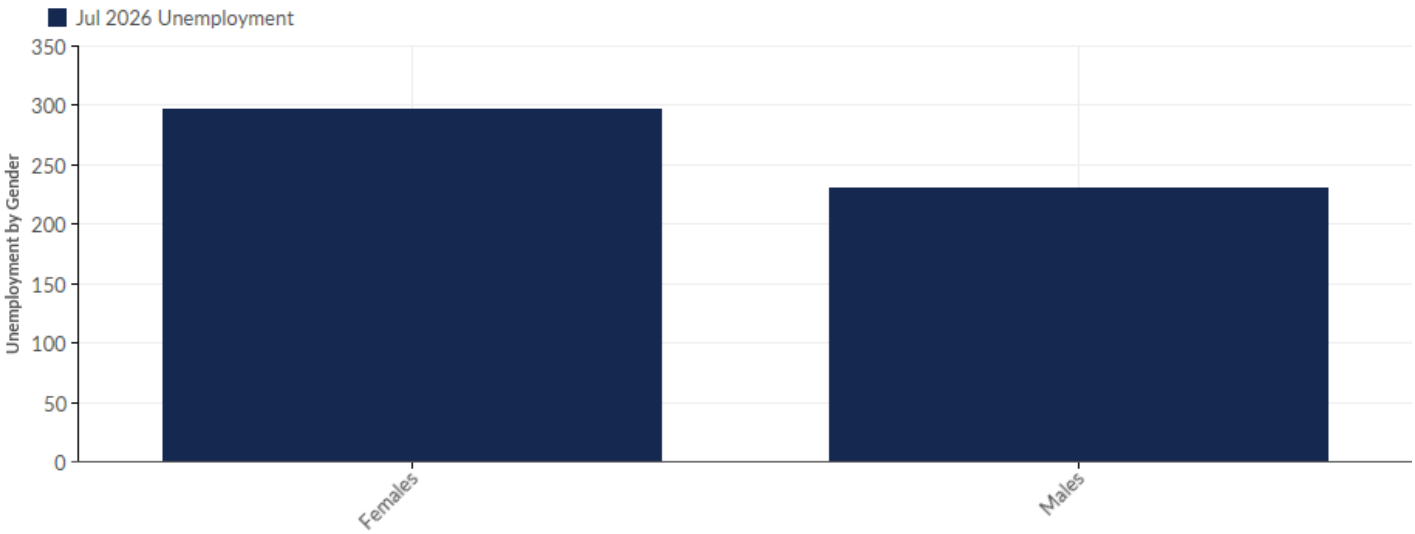
Unemployment by Demographics

Unemployment by Age



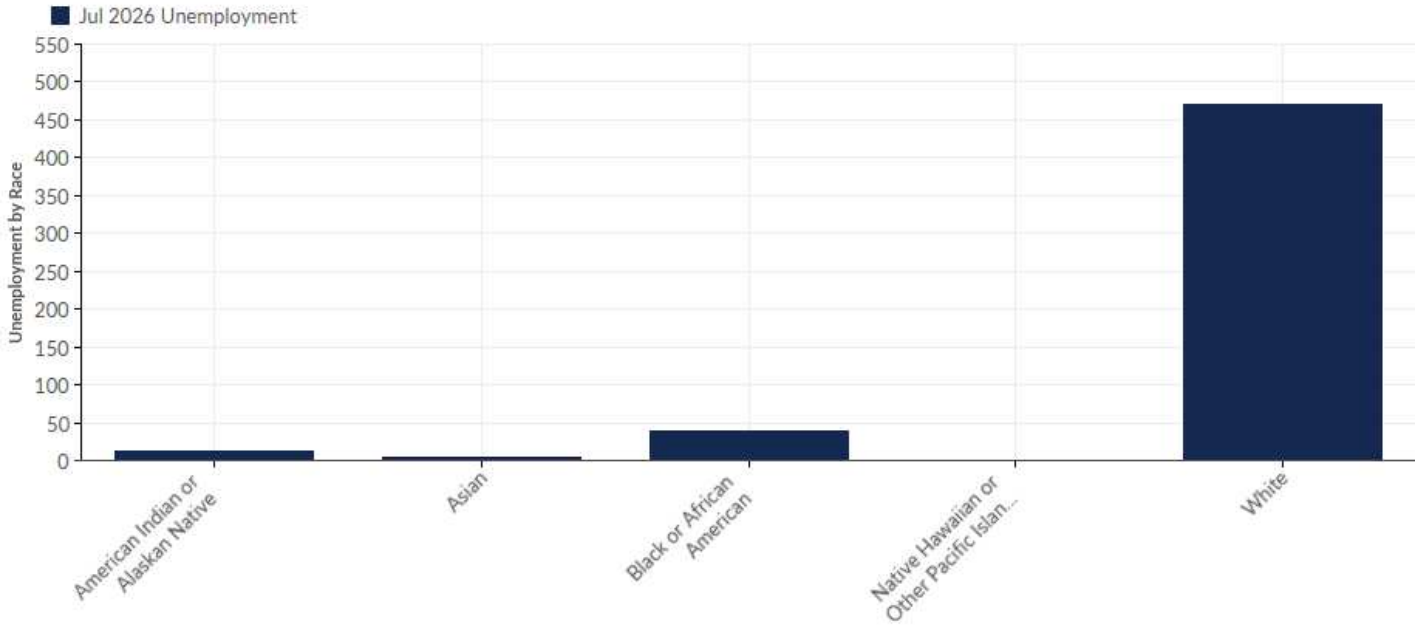
Age		Unemployment (Jul 2026)	% of Unemployed
< 22		8	1.52%
22-24		13	2.47%
25-34		76	14.42%
35-44		112	21.25%
45-54		114	21.63%
55-59		67	12.71%
60-64		66	12.52%
65+		71	13.47%
	Total	527	100.00%

Unemployment by Gender



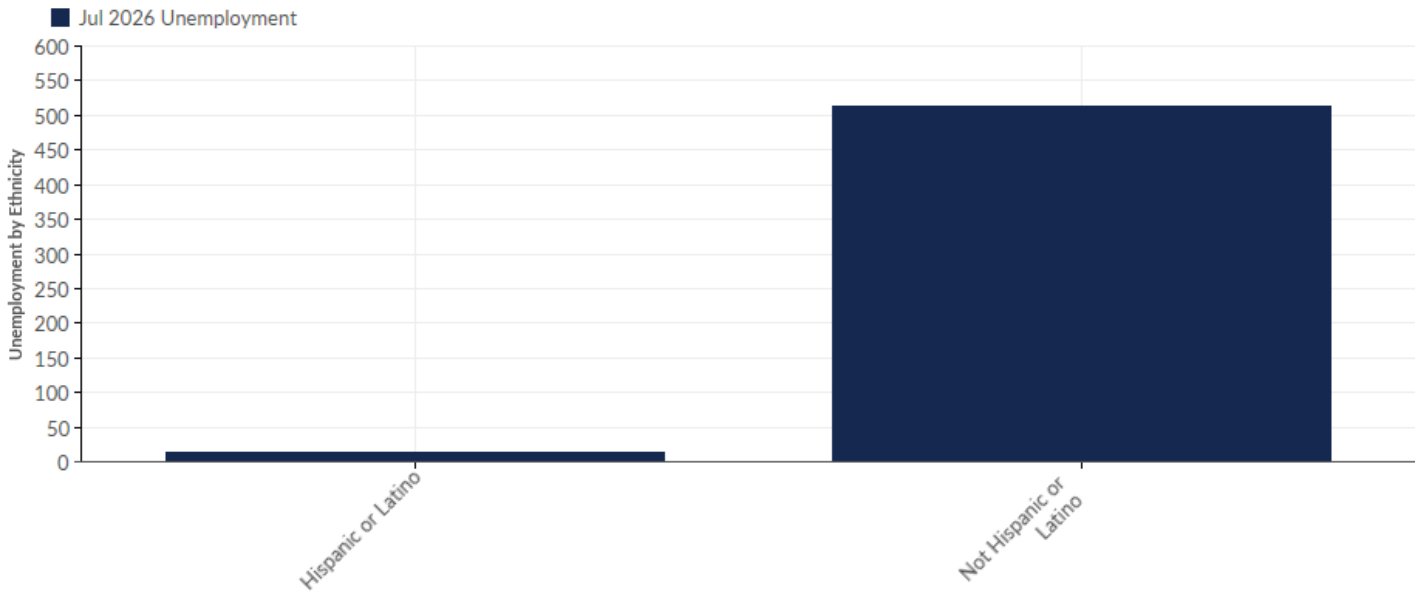
Gender		Unemployment (Jul 2026)	% of Unemployed
Females		296	56.17%
Males		231	43.83%
	Total	527	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	12	2.28%
Asian	5	0.95%
Black or African American	39	7.40%
Native Hawaiian or Other Pacific Islander	1	0.19%
White	471	89.37%
Total	527	100.00%

Unemployment by Ethnicity

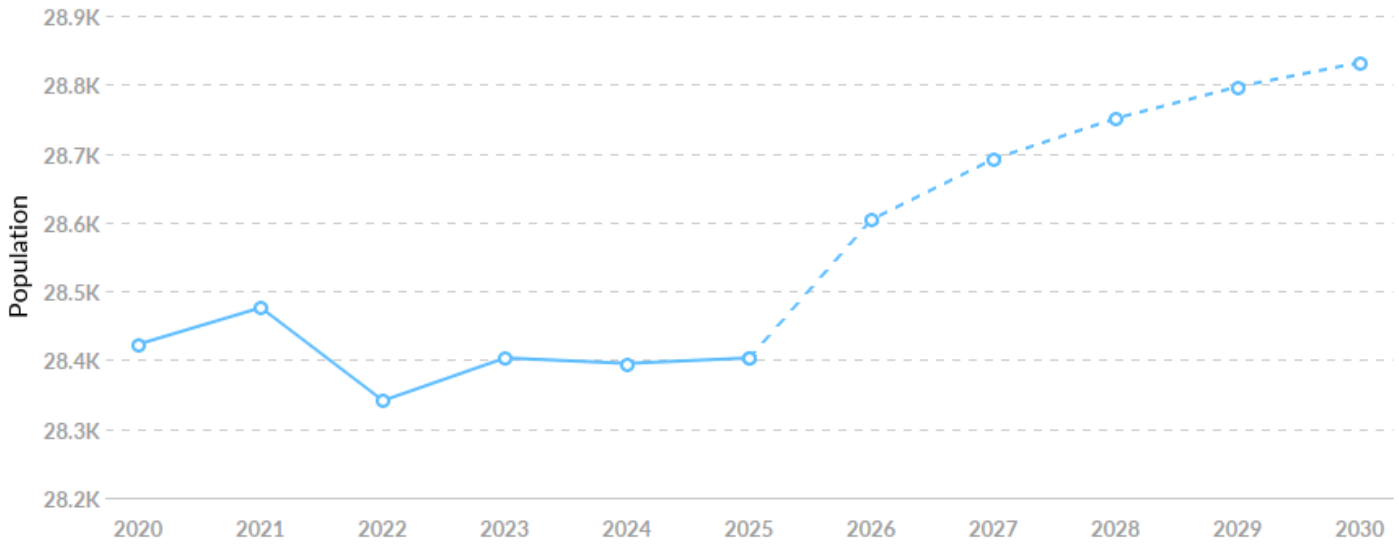


Ethnicity		Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino		14	2.66%
Not Hispanic or Latino		513	97.34%
	Total	527	100.00%

Historic & Projected Trends

Population Trends

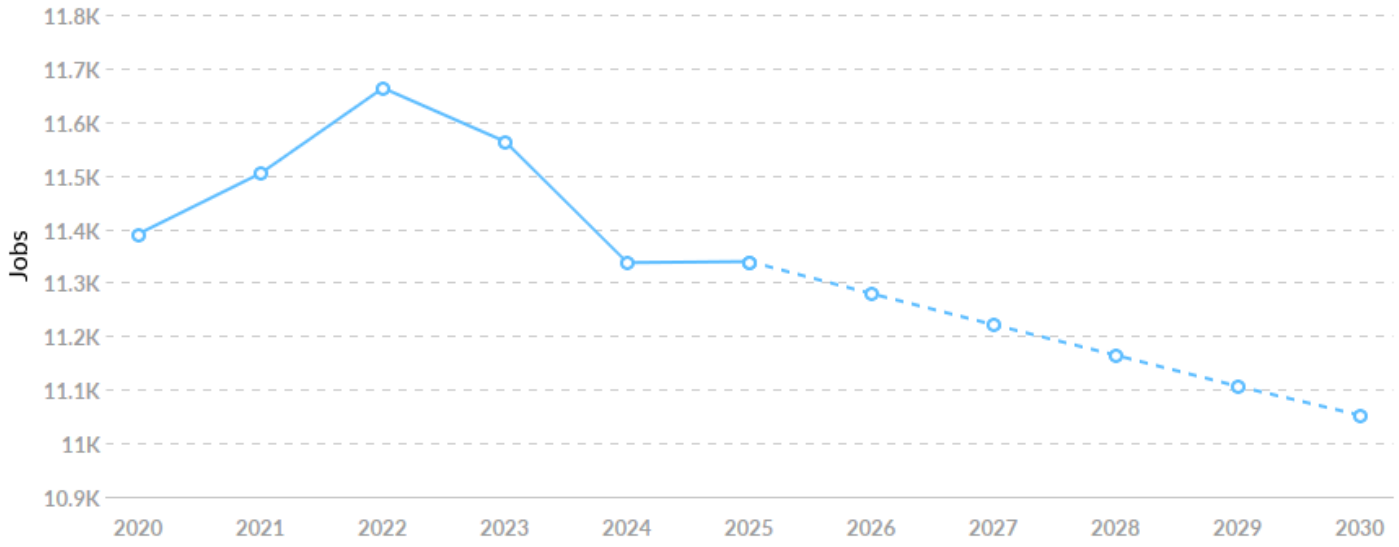
As of 2025 the region's population **declined by 0.1%** since 2020, falling by 20. Population is expected to **increase by 1.5%** between 2025 and 2030, adding 429.



Timeframe	Population
2020	28,423
2021	28,476
2022	28,341
2023	28,403
2024	28,395
2025	28,403
2026	28,604
2027	28,692
2028	28,751
2029	28,797
2030	28,832

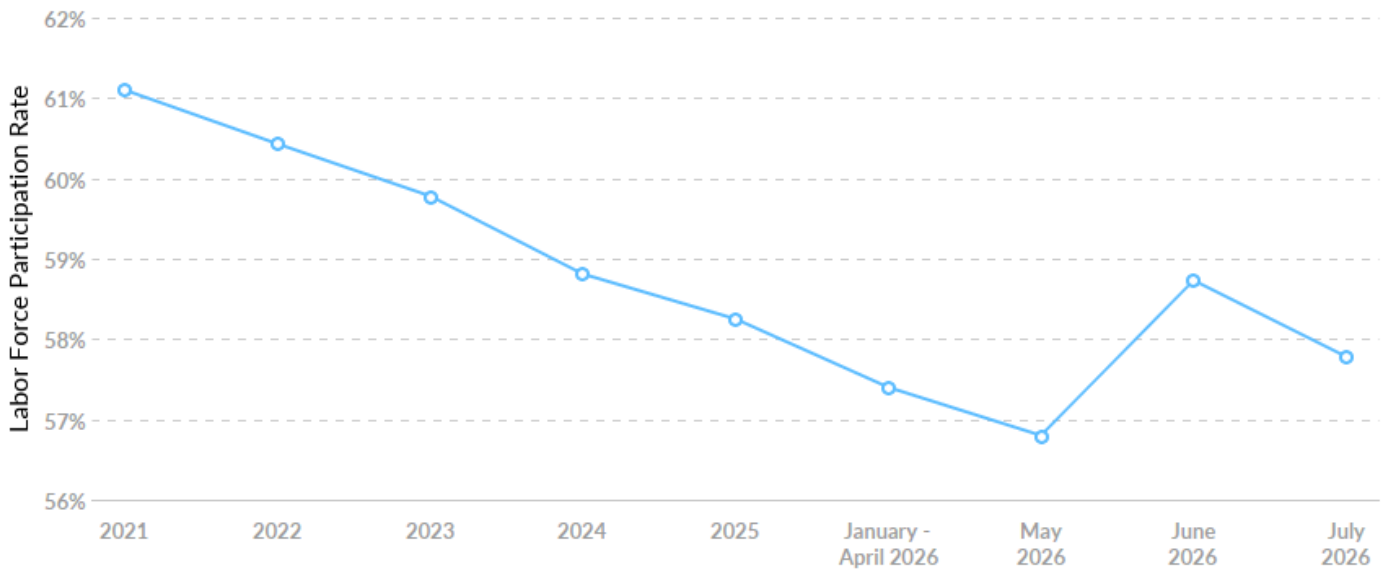
Job Trends

From 2020 to 2025, jobs **declined by 0.5%** in Lincoln County, WI from 11,391 to **11,339**. This change **fell short of the national growth rate of 10.7% by 11.2%**.



Timeframe	Jobs
2020	11,391
2021	11,504
2022	11,663
2023	11,563
2024	11,337
2025	11,339
2026	11,279
2027	11,221
2028	11,164
2029	11,106
2030	11,052

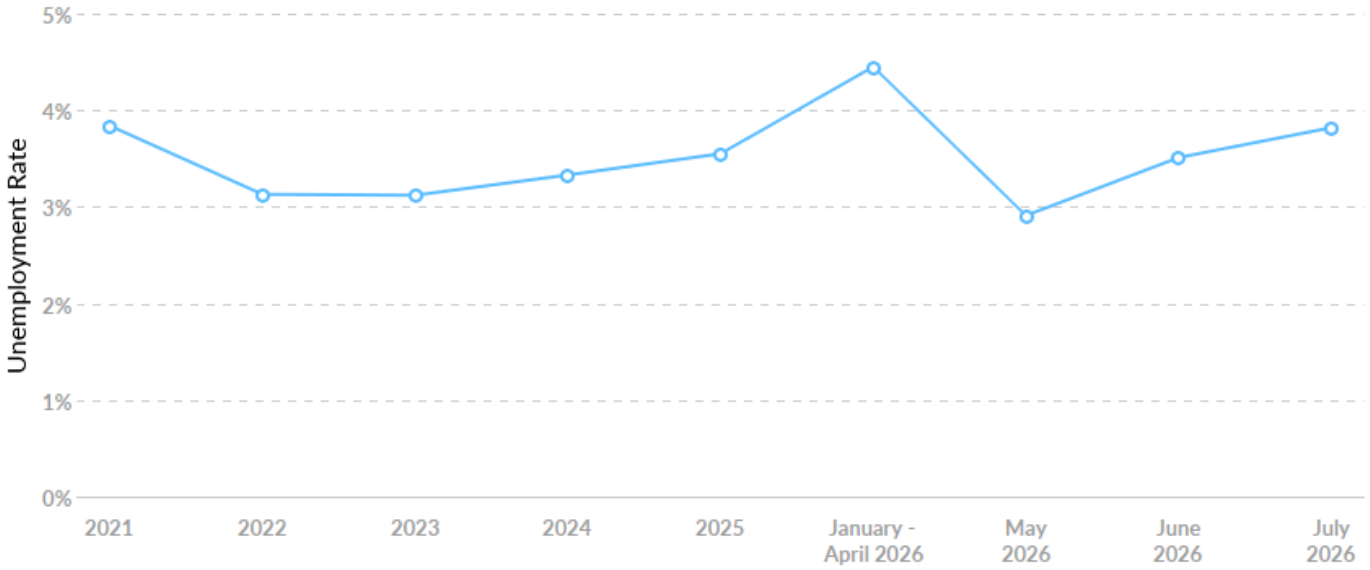
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	61.10%
2022	60.43%
2023	59.78%
2024	58.81%
2025	58.25%
January - April 2026	57.40%
May 2026	56.80%
June 2026	58.73%
July 2026	57.78%

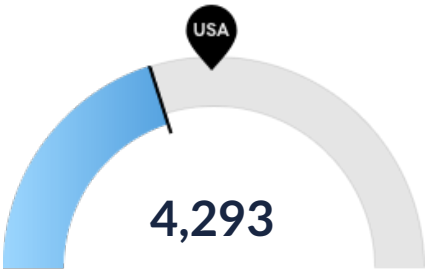
Unemployment Rate Trends

Lincoln County, WI had a July 2026 unemployment rate of 3.82%, **decreasing from 3.84%** 5 years before.



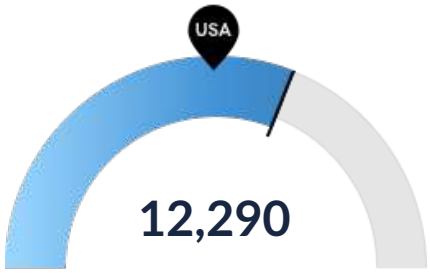
Timeframe	Unemployment Rate
2021	3.84%
2022	3.13%
2023	3.12%
2024	3.33%
2025	3.55%
January - April 2026	4.45%
May 2026	2.91%
June 2026	3.51%
July 2026	3.82%

Population Characteristics



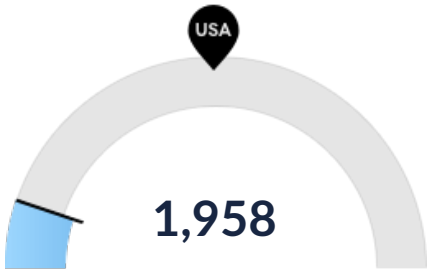
Millennials

Lincoln County, WI has 4,293 millennials (ages 25-39). The national average for an area this size is 5,795.



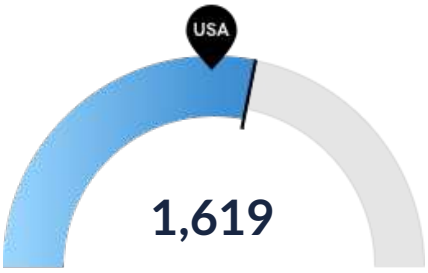
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,793 people 55 or older, while there are 12,290 here.



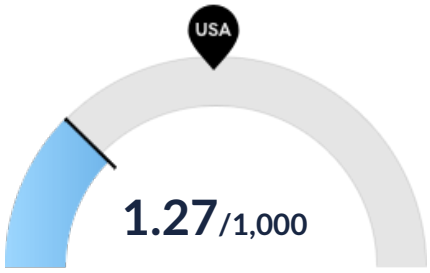
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 12,467 racially diverse people, while there are 1,958 here.



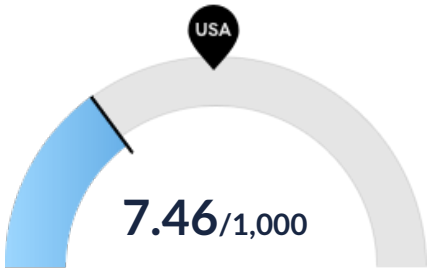
Veterans

Lincoln County, WI has 1,619 veterans. The national average for an area this size is 1,352.



Violent Crime

Lincoln County, WI has 1.27 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

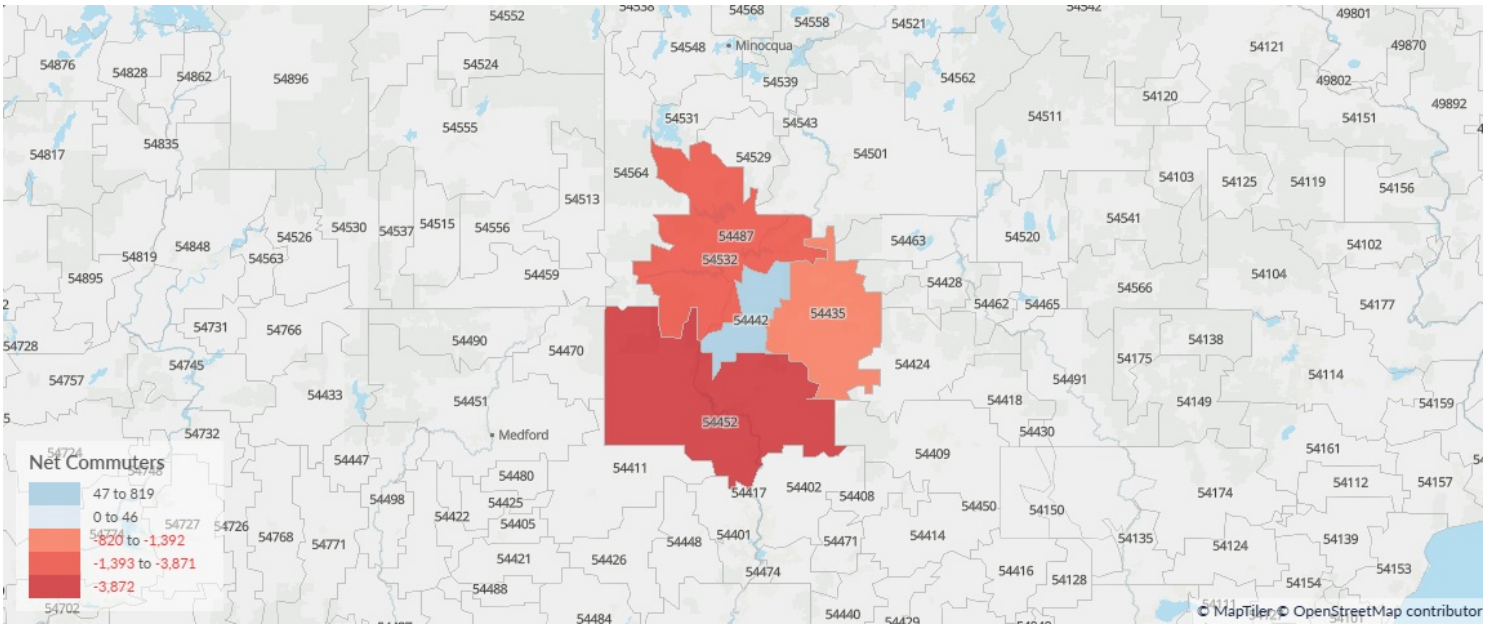


Property Crime

Lincoln County, WI has 7.46 property crimes per 1,000 people. The national rate is 14.58 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...	6,521
54487	Tomahawk, WI (in Linco...	3,775
54442	Irma, WI (in Lincoln cou...	669
54435	Gleason, WI (in Lincoln ...	350
54532	Heafford Junction, WI (i...	24

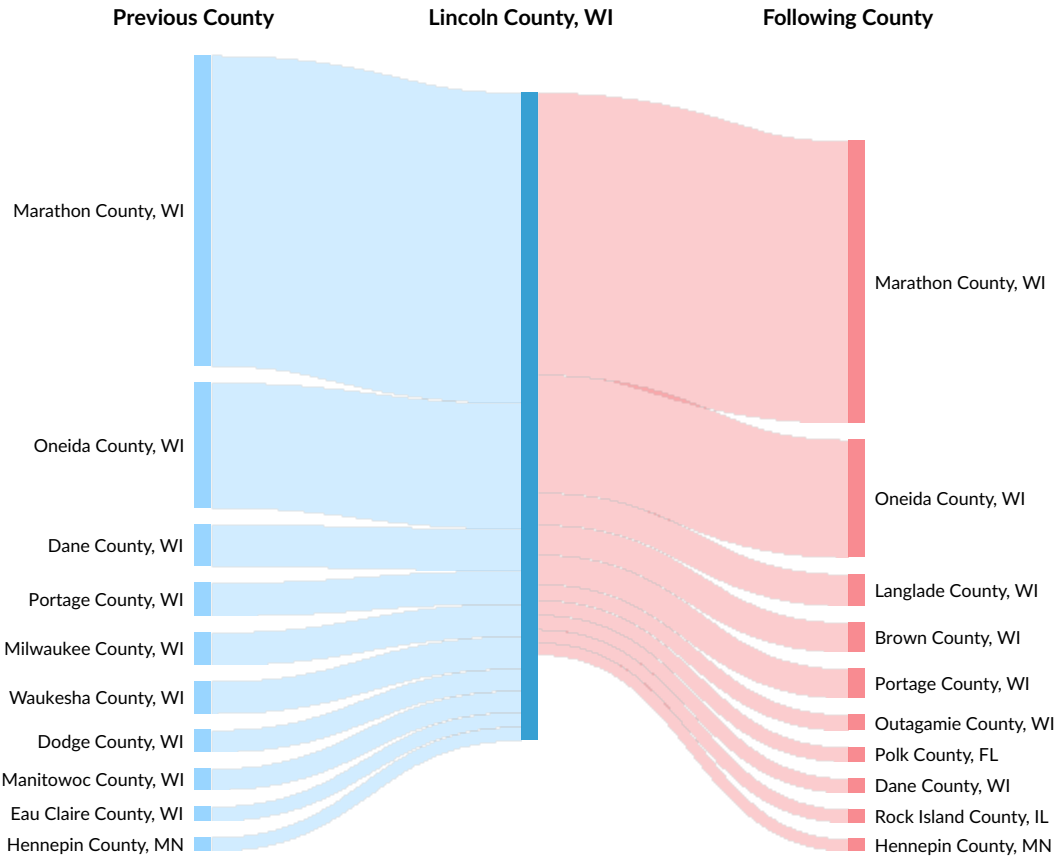
Where Talent Lives

ZIP	Name	2025 Workers
54452	Merrill, WI (in Lincoln c...	10,393
54487	Tomahawk, WI (in Linco...	5,168
54435	Gleason, WI (in Lincoln ...	1,170
54442	Irma, WI (in Lincoln cou...	622
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 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.



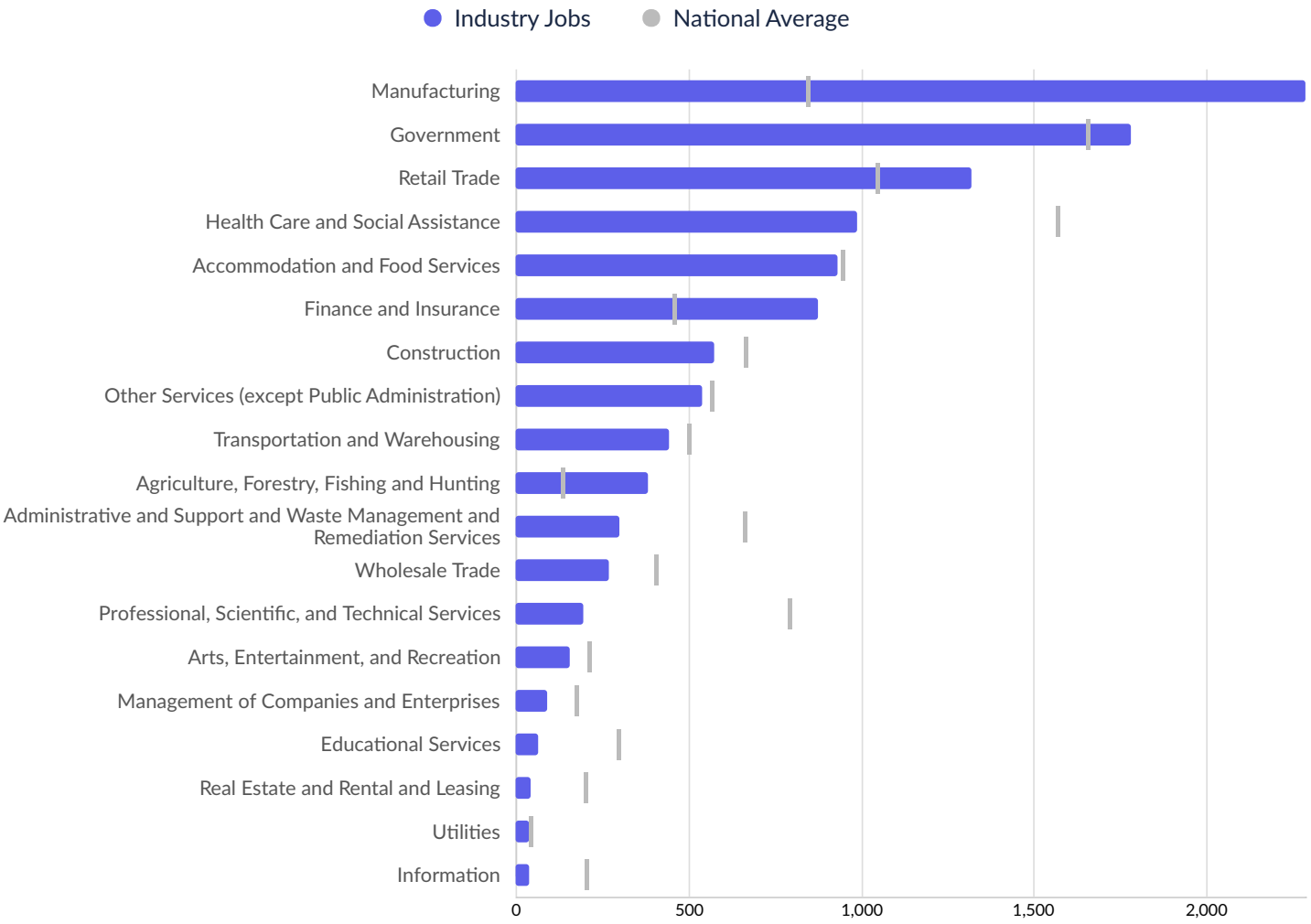
Top Previous Counties	Migrations
Marathon County, WI	291
Oneida County, WI	117
Dane County, WI	39
Portage County, WI	31
Milwaukee County, WI	30
Waukesha County, WI	30

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

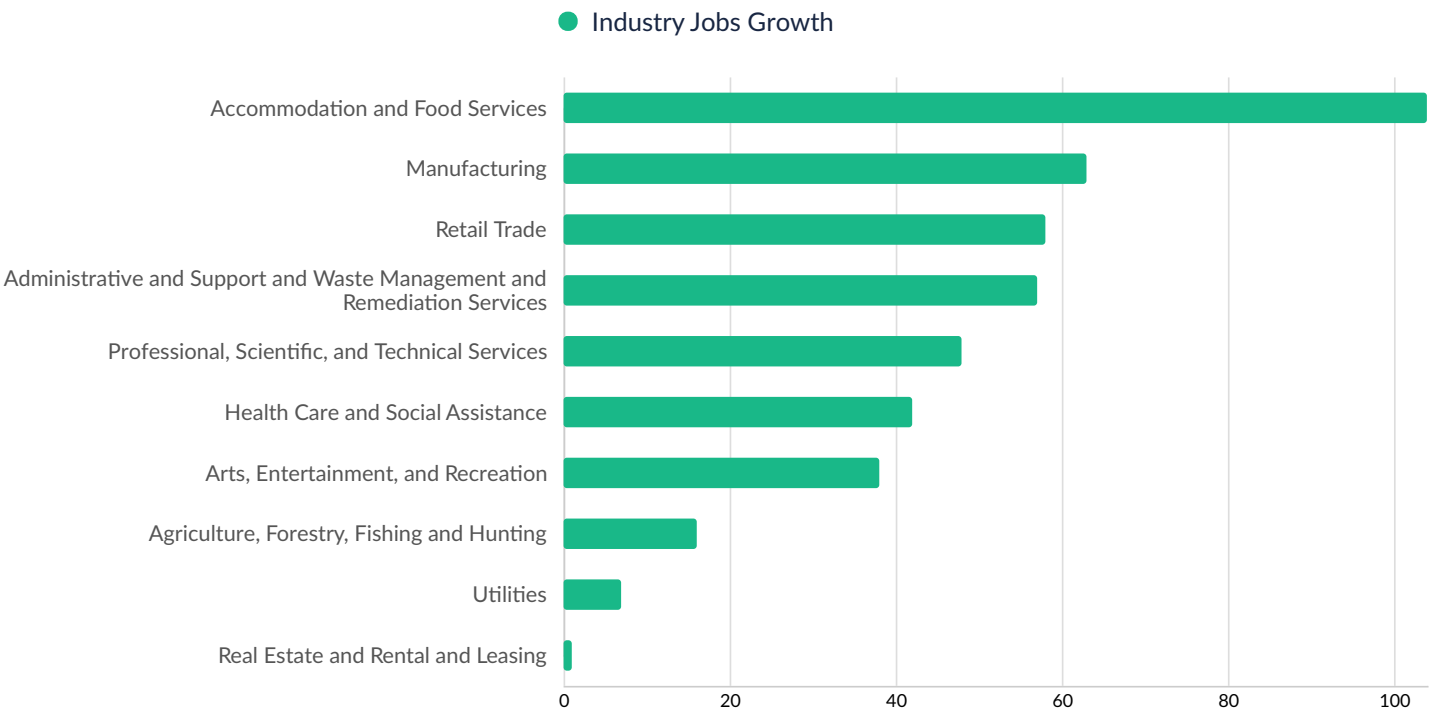
Top Following Counties	Migrations
Marathon County, WI	264
Oneida County, WI	110
Langlade County, WI	30
Brown County, WI	28
Portage County, WI	28
Outagamie County, WI	15
Polk County, FL	14
Dane County, WI	14
Rock Island County, IL	12
Hennepin County, MN	11
Waukesha County, WI	10
Vilas County, WI	9
Columbia County, WI	9
DuPage County, IL	8
Monroe County, WI	8

Industry Characteristics

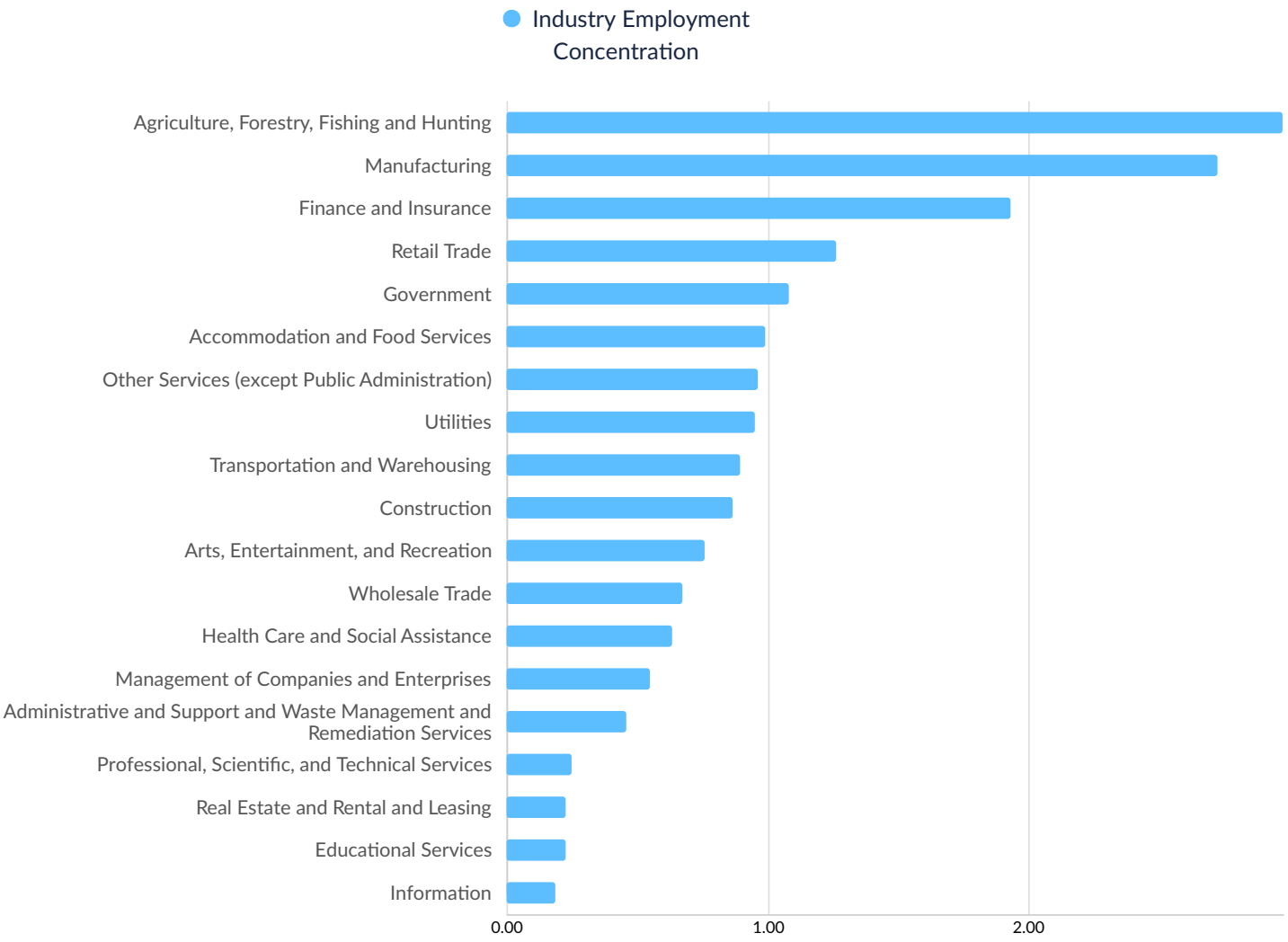
Largest Industries



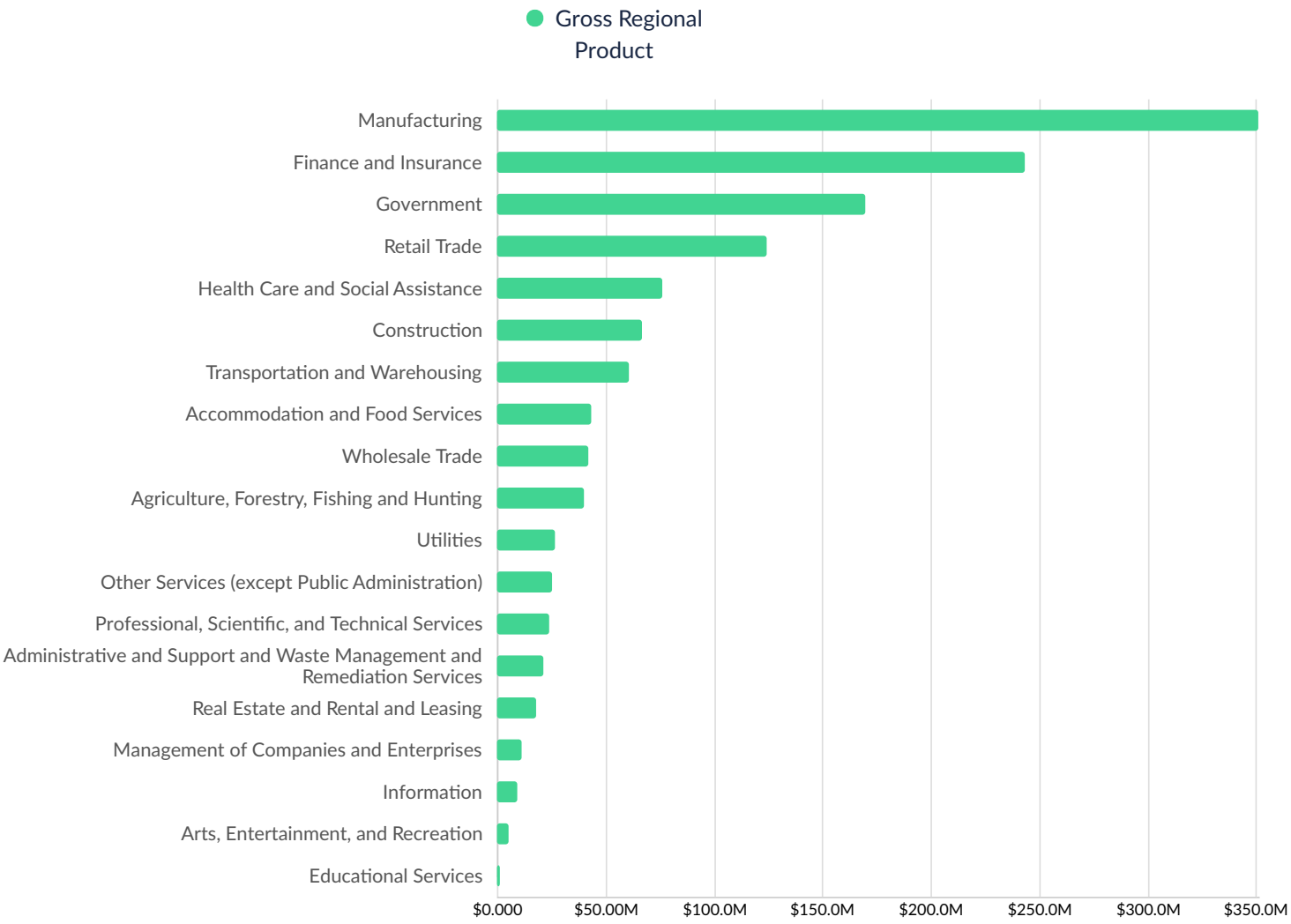
Top Growing Industries



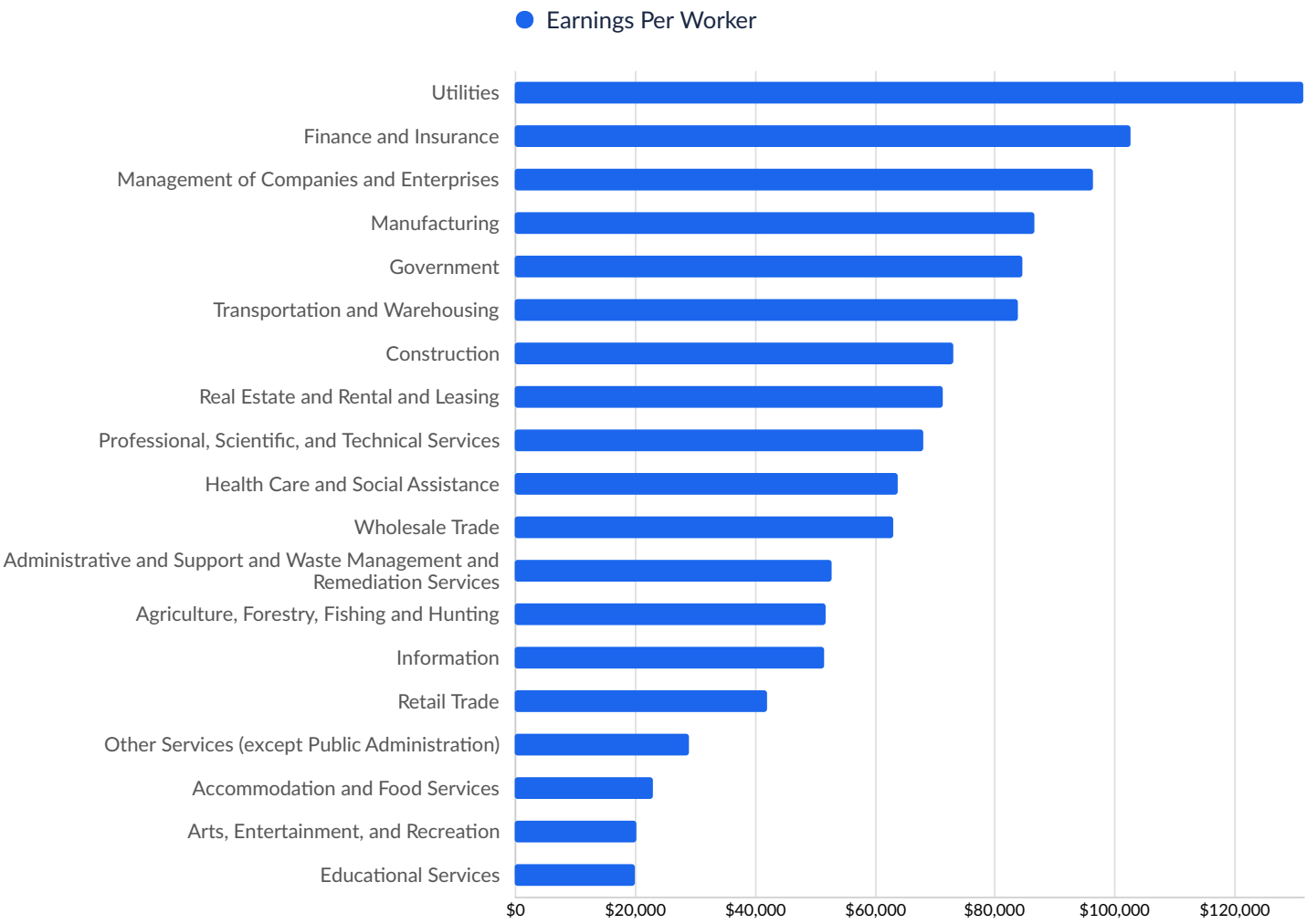
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

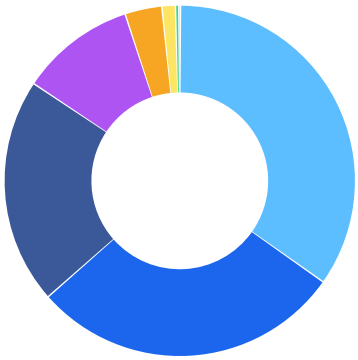
2,276 Companies Employ Your Workers

Online profiles for your workers mention 2,276 companies as employers, with the top 10 appearing below. In the last 12 months, 431 companies in Lincoln County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Church Mutual Insurance Comp...	287
Aspirus	127
Merrill Area Public Schools	112
Harley-Davidson	90
Packaging Corporation of Ameri...	79
State of Wisconsin	64
Ministry Health Care	53
Marshfield Clinic	43
Weinbrenner Shoe Co	40
Agra Industries	33

Top Companies Posting	Unique Postings
Aspirus	110
Church Mutual Insurance Comp...	90
Church Mutual Insurance Comp...	60
Packaging Corporation of Ameri...	54
Vetted Health	46
Riverview Health Services	28
Soliant Health	27
Steigerwaldt Land Services	27
Marshfield Clinic	26
Samuel, Son & Co., Limited	26

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.*

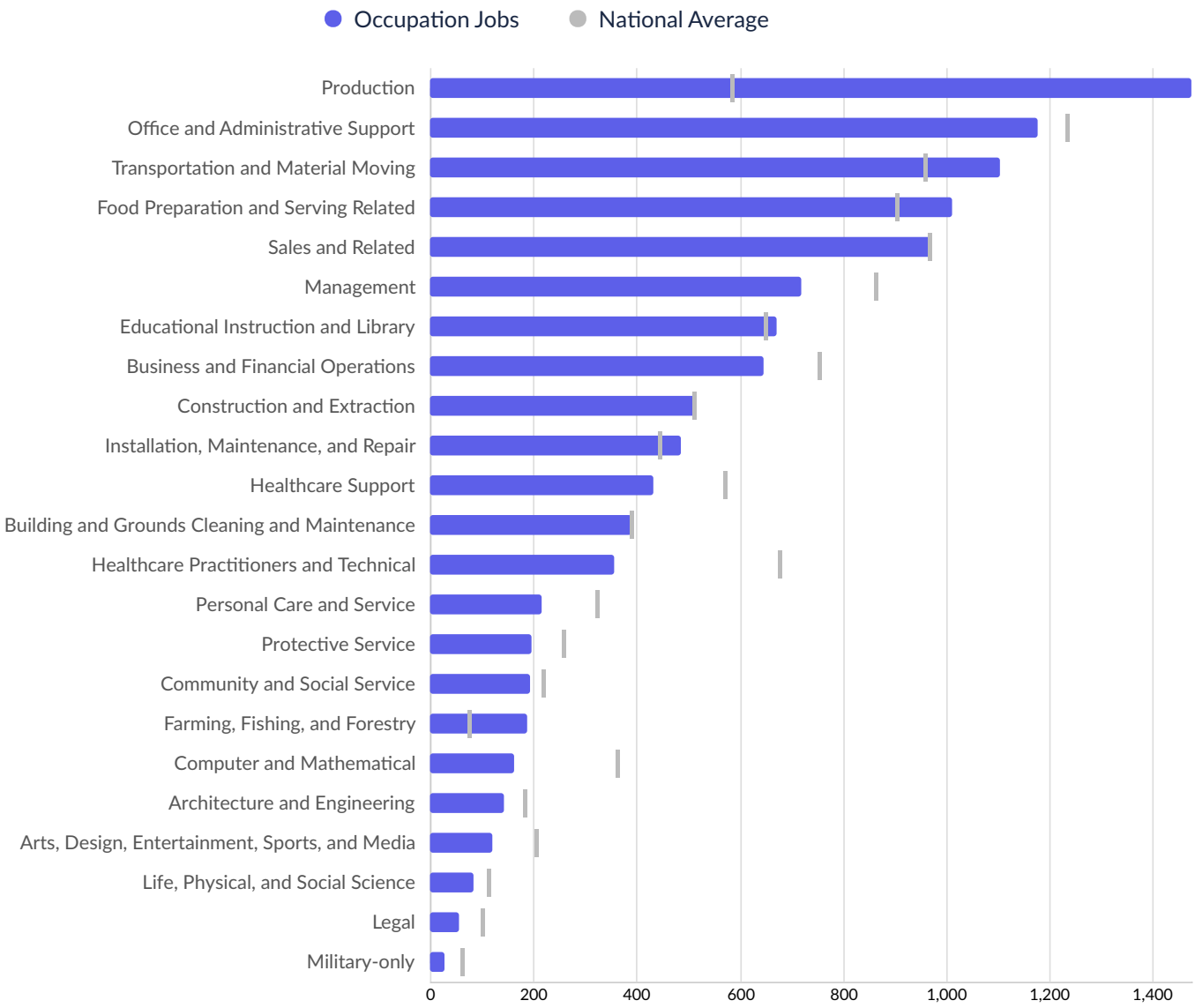
Layoff Activity (Reported WARN Notices)

The table below shows the 50 most recent WARN records for the past 12 months. Since WARN notices can include both new notices and revisions to previously reported notices, duplicate records may be reflected in the table. Layoff data is based on employer-filed WARN notices and does not respond to occupation filters. Please see the knowledge base article to learn more.

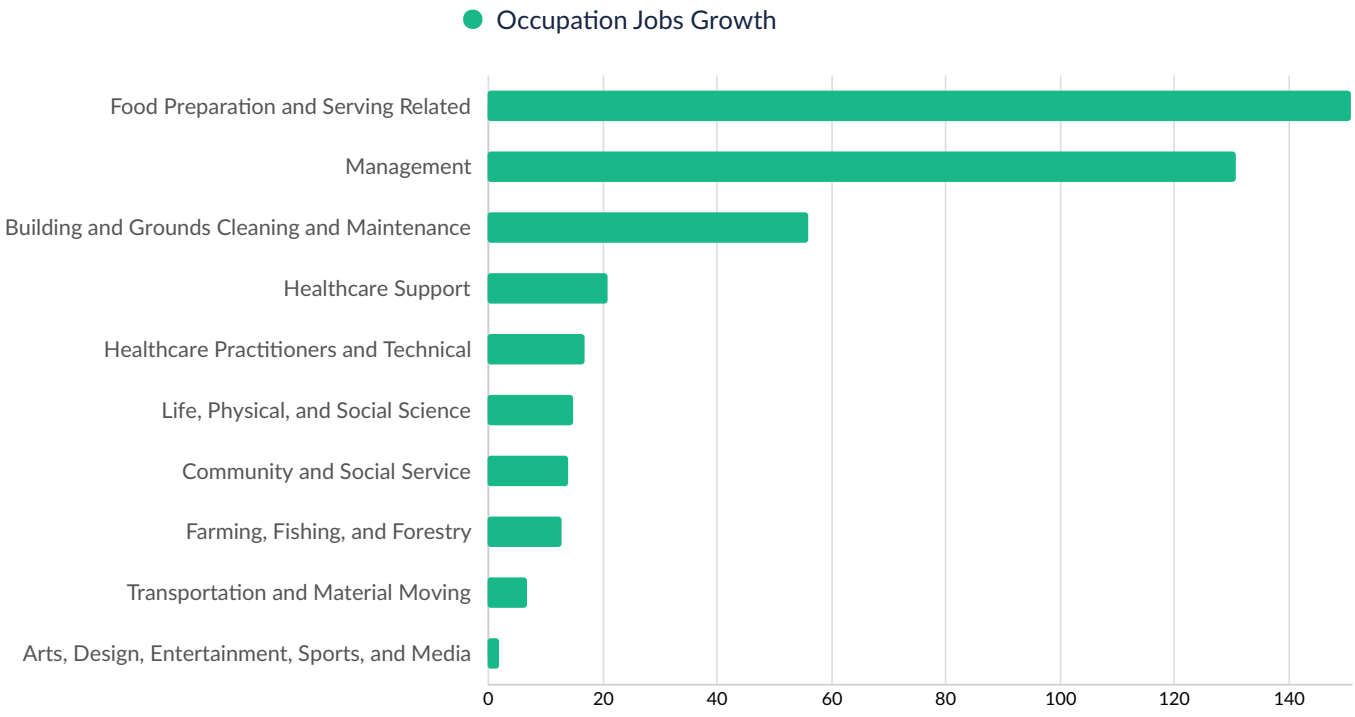
Region	Company	Event Date	Employees Affected
Lincoln	Samuel Pressure Vessel Group	08-05-2026	76

Workforce Characteristics

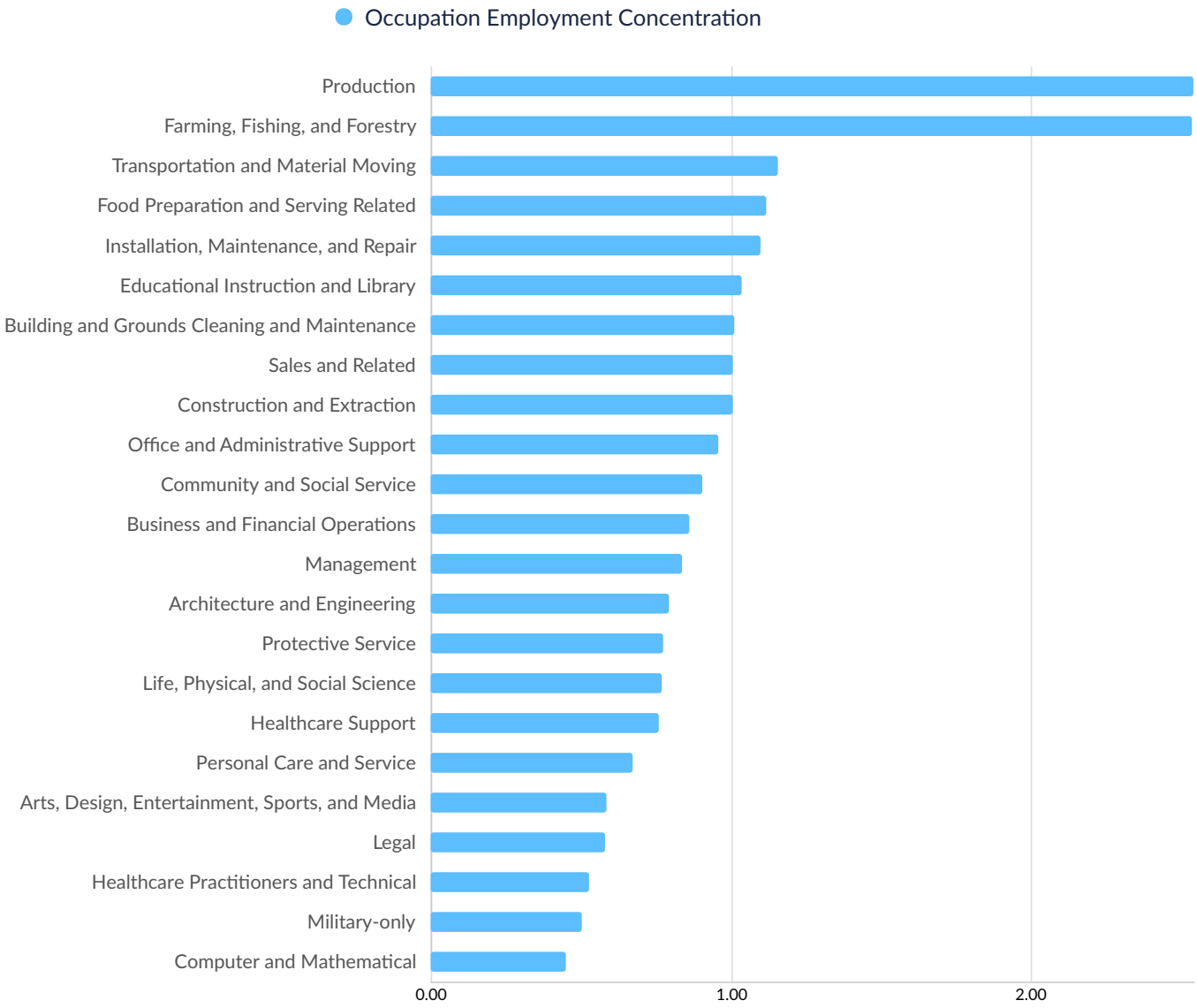
Largest Occupations



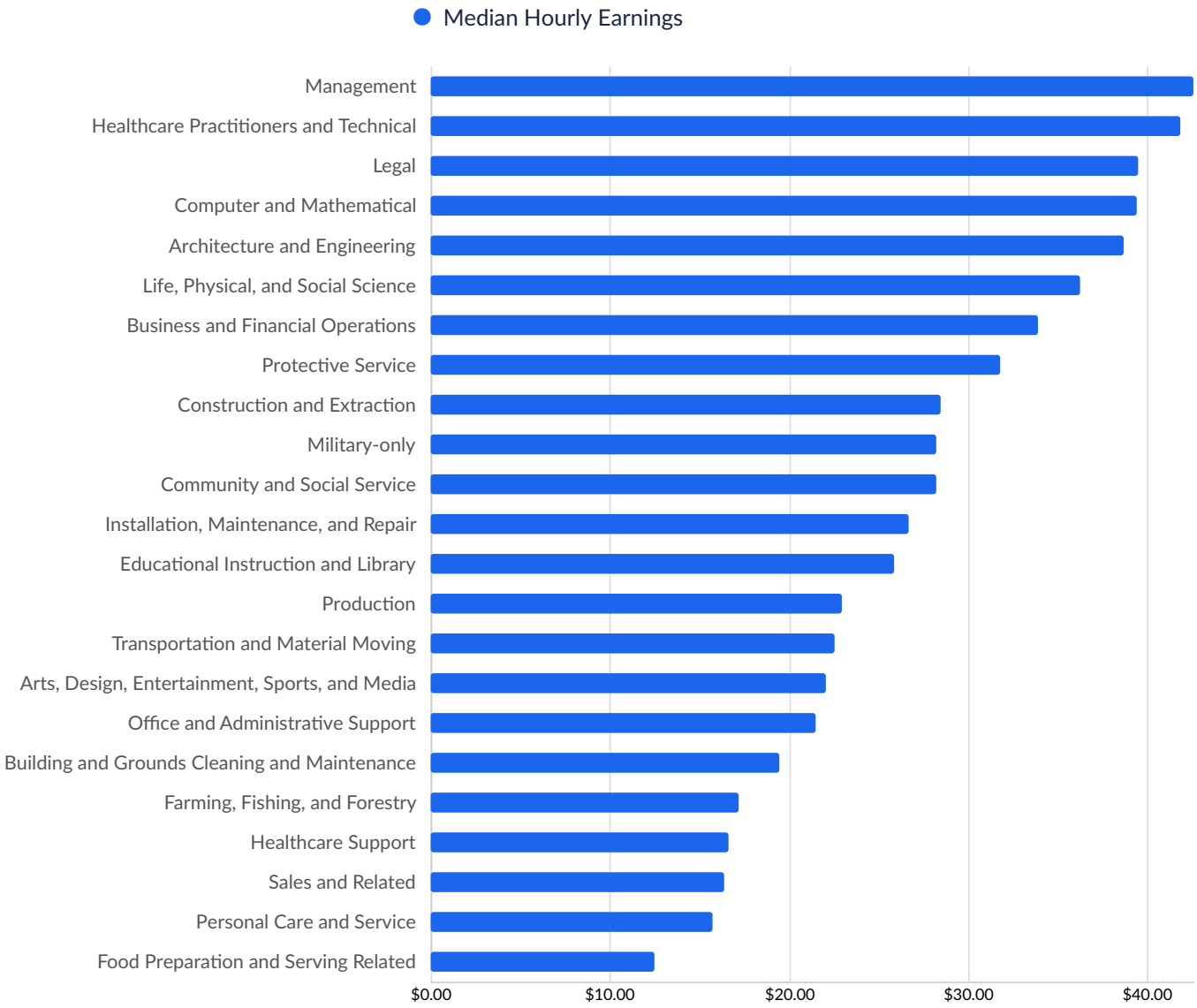
Top Growing Occupations



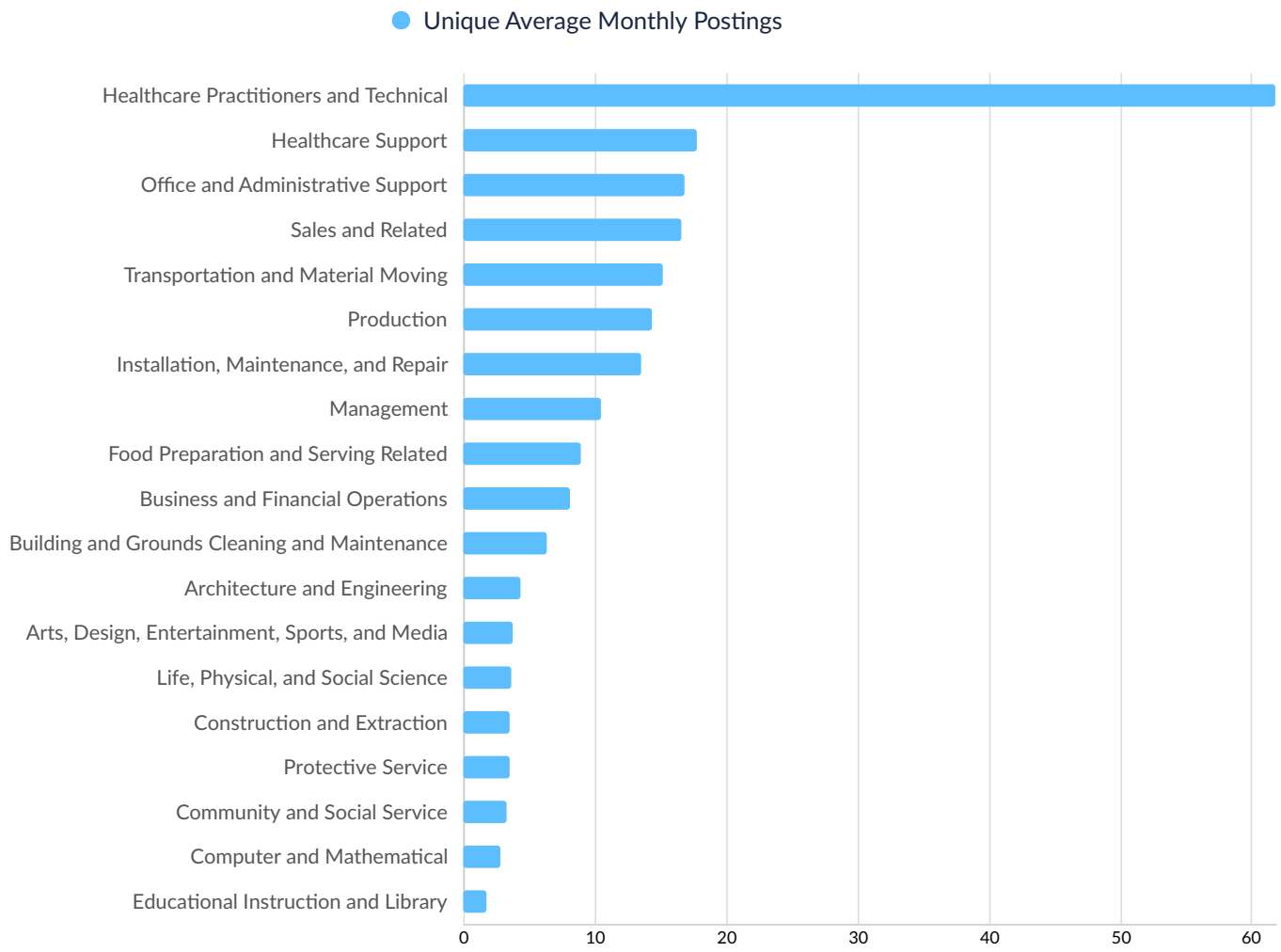
Top Occupation Employment Concentration



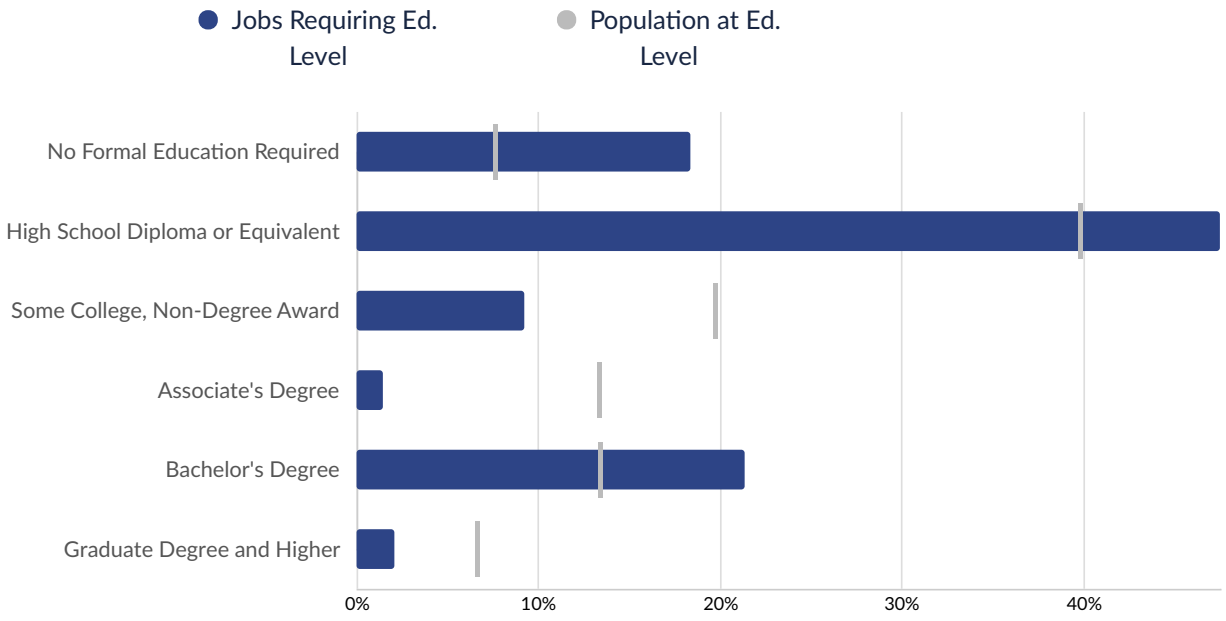
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

