



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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Contents

Economy Overview	1
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	17
Workforce Characteristics	19
Educational Pipeline	26

Economy Overview

27,754

Population (2017)

Population **decreased by 728** over the last 5 years and is projected to **decrease by 487** over the next 5 years.

12,201

Jobs (2017)

Jobs **grew by 825** over the last 5 years and are projected to **grow by 318** over the next 5 years.

\$52.2K

Median Household Income (2016)

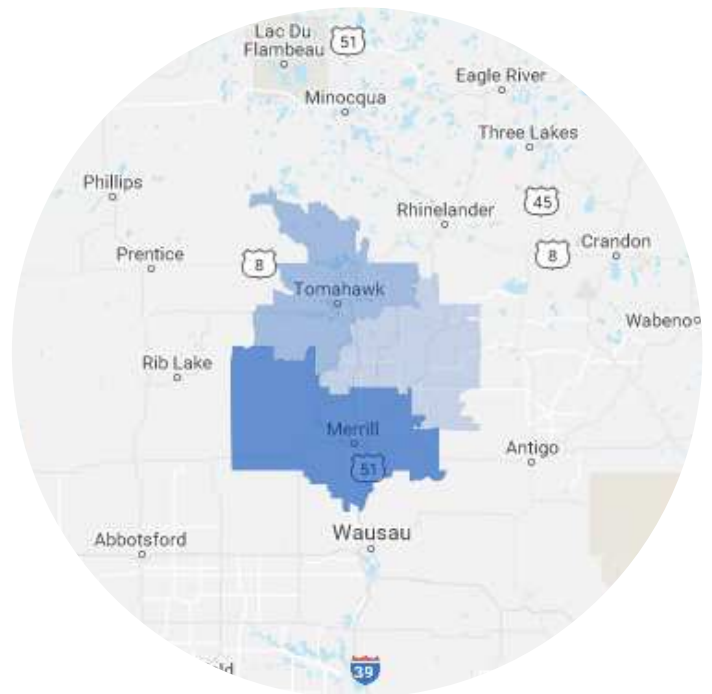
Median household income is **\$3.1K below** the national median household income of \$55.3K.

As of 2017 the region's population **declined by 2.6%** since 2012, falling by 728. Population is expected to **decrease by 1.8%** between 2017 and 2022, losing 487.

From 2012 to 2017, jobs **increased by 7.3%** in Lincoln County, WI from 11,376 to **12,201**. This change **fell short of the national growth rate of 7.9% by 0.6%**. As the number of jobs increased, the **labor force participation rate increased from 63.5% to 66.2% between 2012 and 2017**.

Concerning educational attainment, **11.1% of Lincoln County, WI residents possess a Bachelor's Degree** (7.3% below the national average), and **10.5% hold an Associate's Degree** (2.6% above the national average).

The top three industries in 2017 are Local Government, Excluding Education and Hospitals, Insurance Carriers, and Restaurants and Other Eating Places.

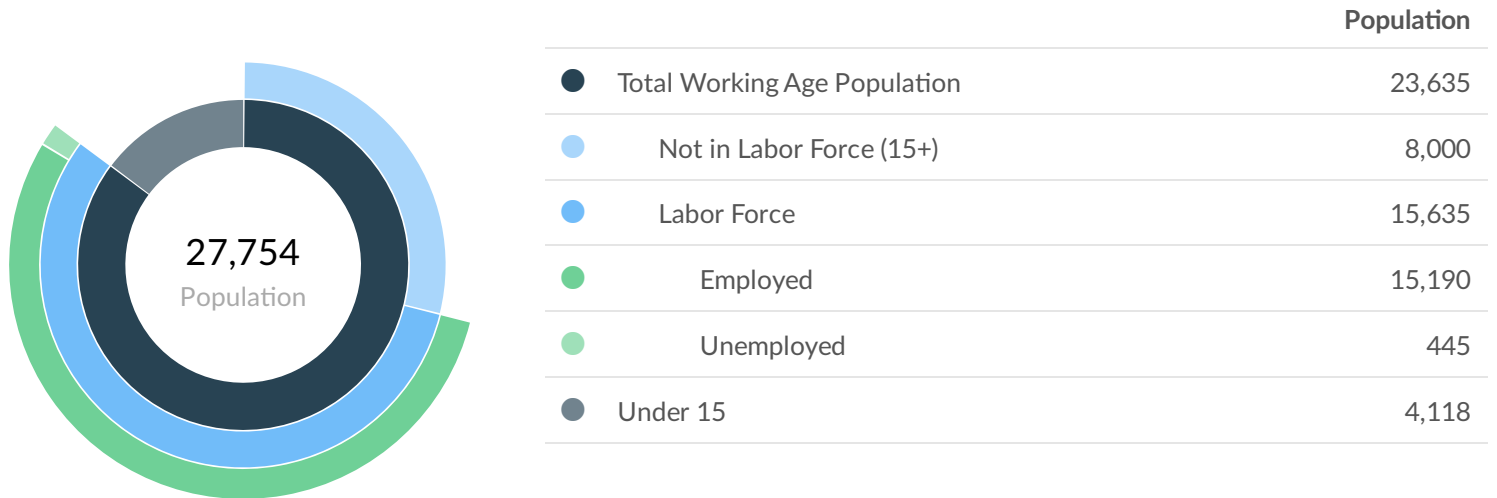


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	27,754	15,635	12,201	99.4	\$1.29B	\$2.02B	\$1.87B
NCWRPC	438,289	232,666	226,355	99.5	\$21.40B	\$27.24B	\$26.66B
Wisconsin	5,795,388	3,150,288	3,126,730	100.5	\$313.60B	\$280.38B	\$310.05B
United States	325,401,909	159,887,109	160,157,543	100.0	\$19.09T	\$0	\$8.52T

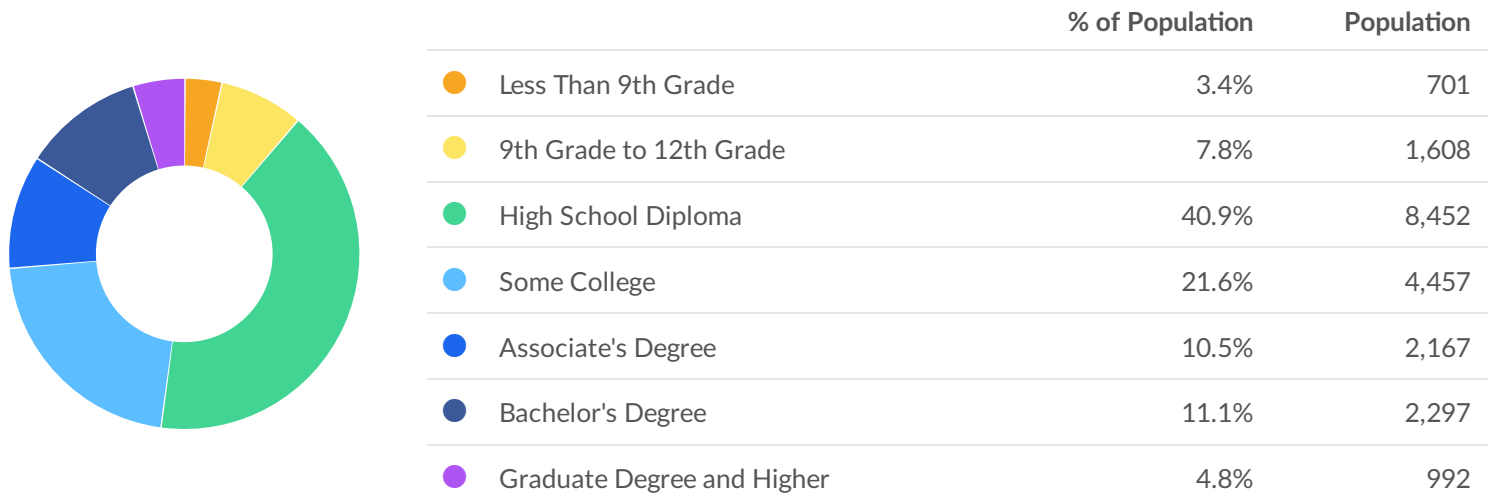
Economy Overview - Cont.

2017 Labor Force Breakdown



Educational Attainment

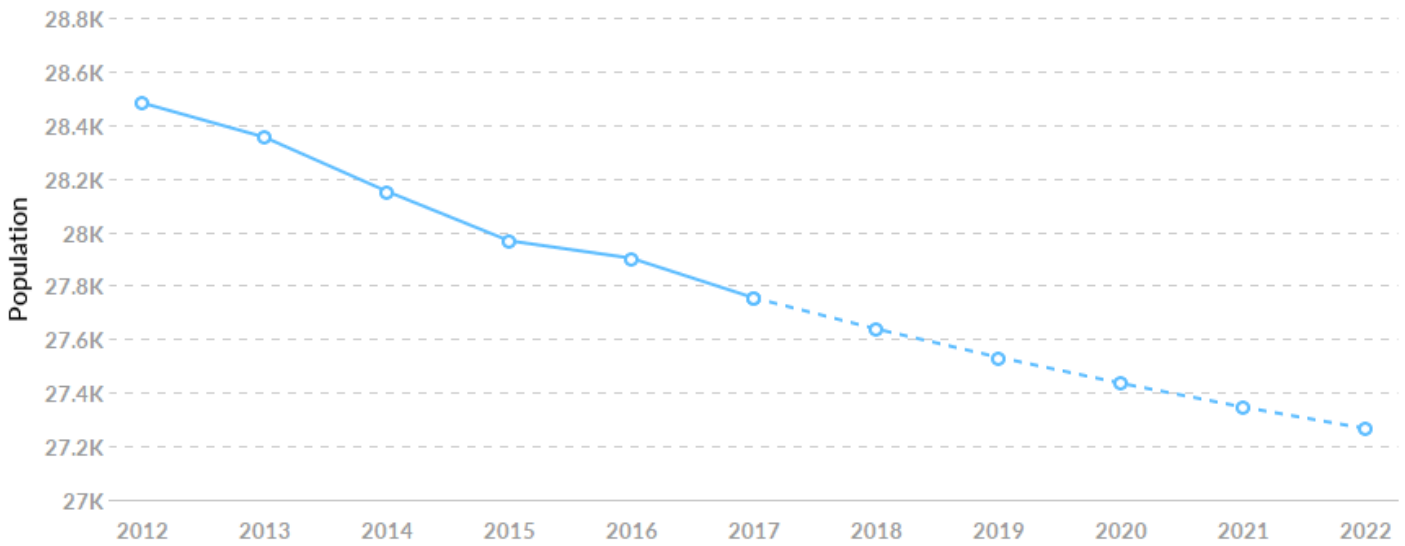
Concerning educational attainment, **11.1% of Lincoln County, WI residents possess a Bachelor's Degree** (7.3% below the national average), and **10.5% hold an Associate's Degree** (2.6% above the national average).



Historic & Projected Trends

Population Trends

As of 2017 the region's population declined by 2.6% since 2012, falling by 728. Population is expected to decrease by 1.8% between 2017 and 2022, losing 487.

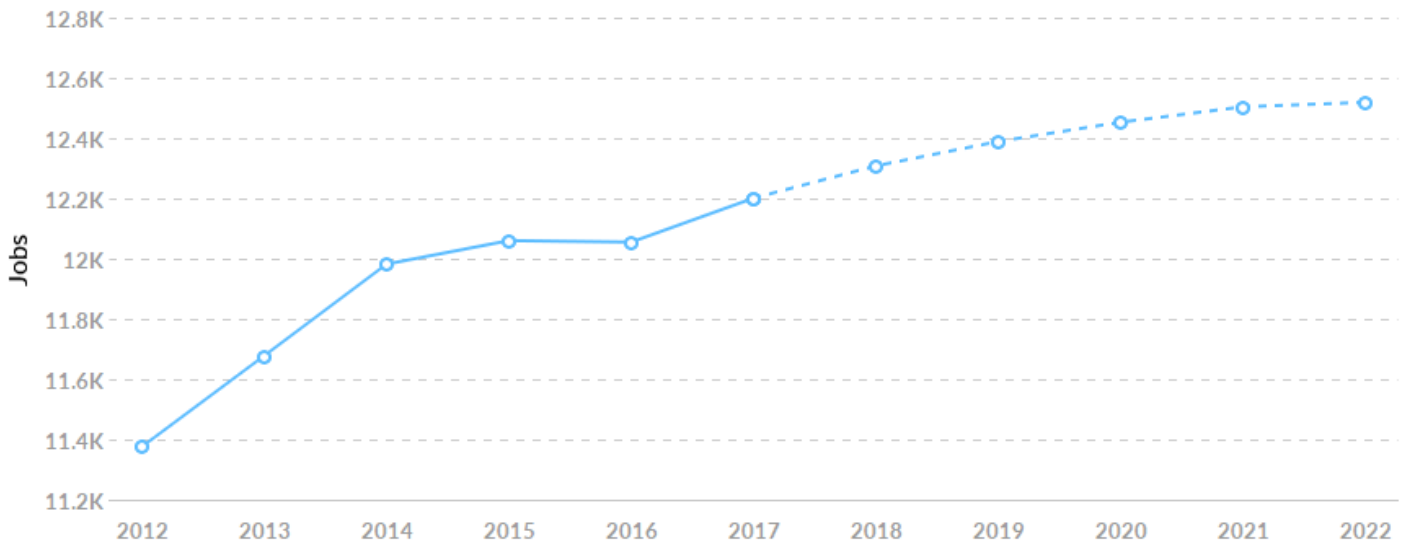


Timeframe	Population
2012	28,482
2013	28,354
2014	28,152
2015	27,967
2016	27,902
2017	27,754
2018	27,638
2019	27,532
2020	27,435
2021	27,346
2022	27,266

Historic & Projected Trends - Cont.

Job Trends

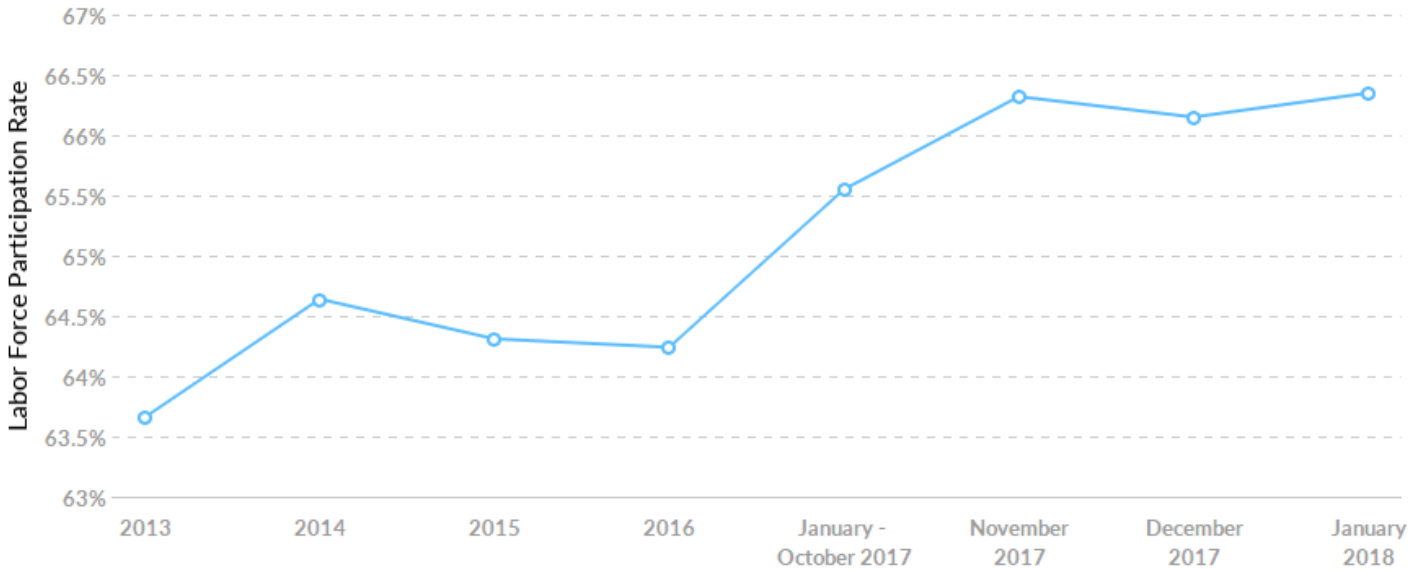
From 2012 to 2017, jobs increased by 7.3% in Lincoln County, WI from 11,376 to 12,201. This change fell short of the national growth rate of 7.9% by 0.6%.



Timeframe	Jobs
2012	11,376
2013	11,678
2014	11,982
2015	12,060
2016	12,055
2017	12,201
2018	12,308
2019	12,389
2020	12,453
2021	12,504
2022	12,519

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

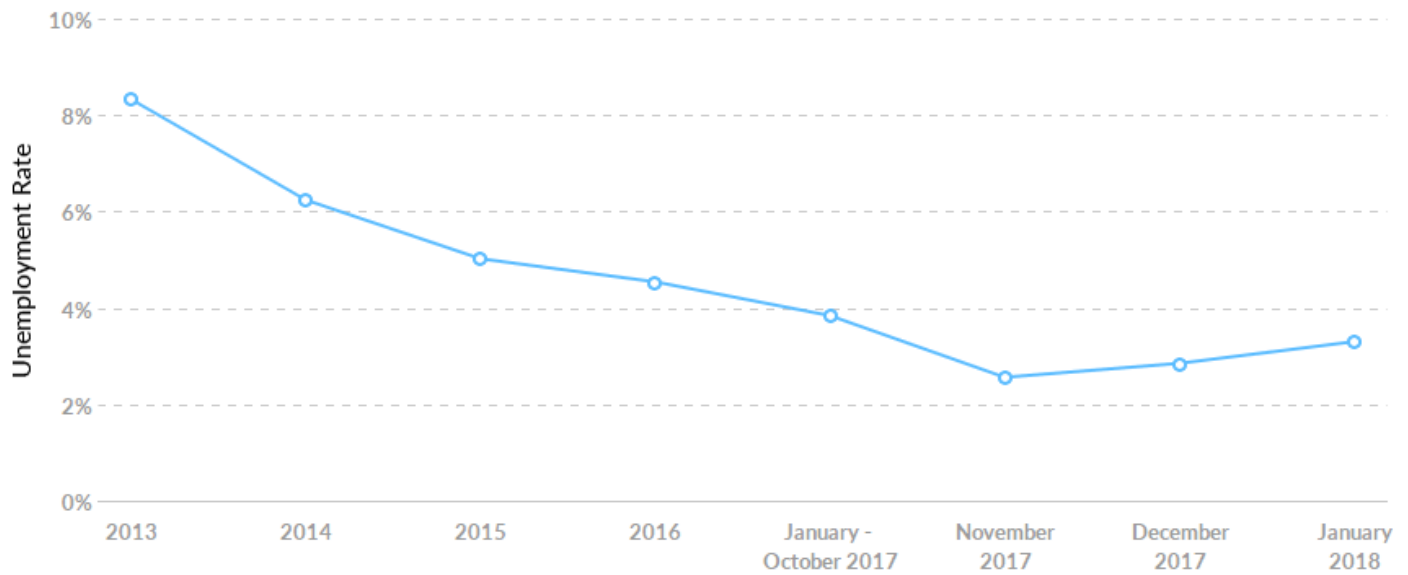


Timeframe	Labor Force Participation Rate
2013	63.66%
2014	64.64%
2015	64.31%
2016	64.24%
January - October 2017	65.55%
November 2017	66.32%
December 2017	66.15%
January 2018	66.35%

Historic & Projected Trends - Cont.

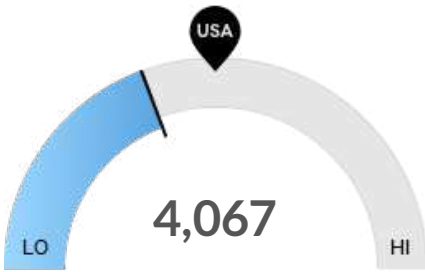
Unemployment Rate Trends

Lincoln County, WI had a January 2018 unemployment rate of 3.30%, **decreasing from 8.33%** 5 years before.



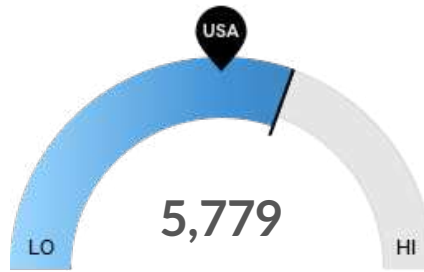
Timeframe	Unemployment Rate
2013	8.33%
2014	6.24%
2015	5.02%
2016	4.54%
January - October 2017	3.84%
November 2017	2.56%
December 2017	2.85%
January 2018	3.30%

Population Characteristics



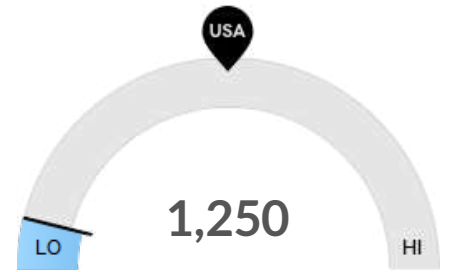
Millennials

Lincoln County, WI has 4,067 millennials (ages 20-34). The national average for an area this size is 5,790.



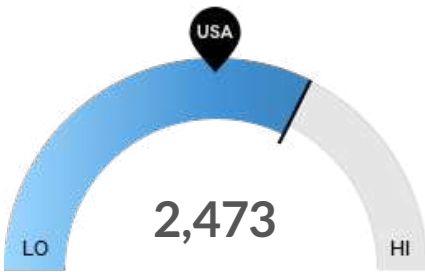
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 4,252 people 65 or older, while there are 5,779 here.



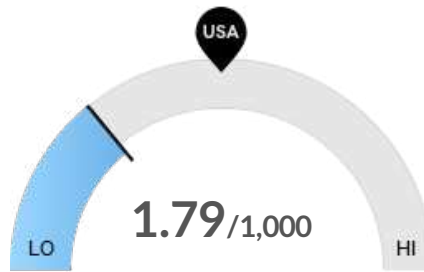
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 10,807 racially diverse people, while there are 1,250 here.



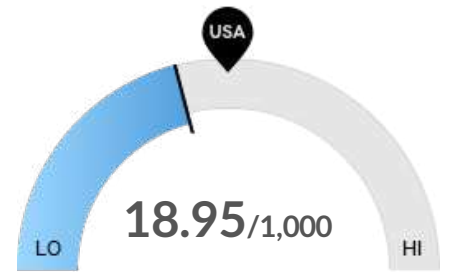
Veterans

Lincoln County, WI has 2,473 veterans. The national average for an area this size is 1,641.



Violent Crime

Lincoln County, WI has 1.79 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



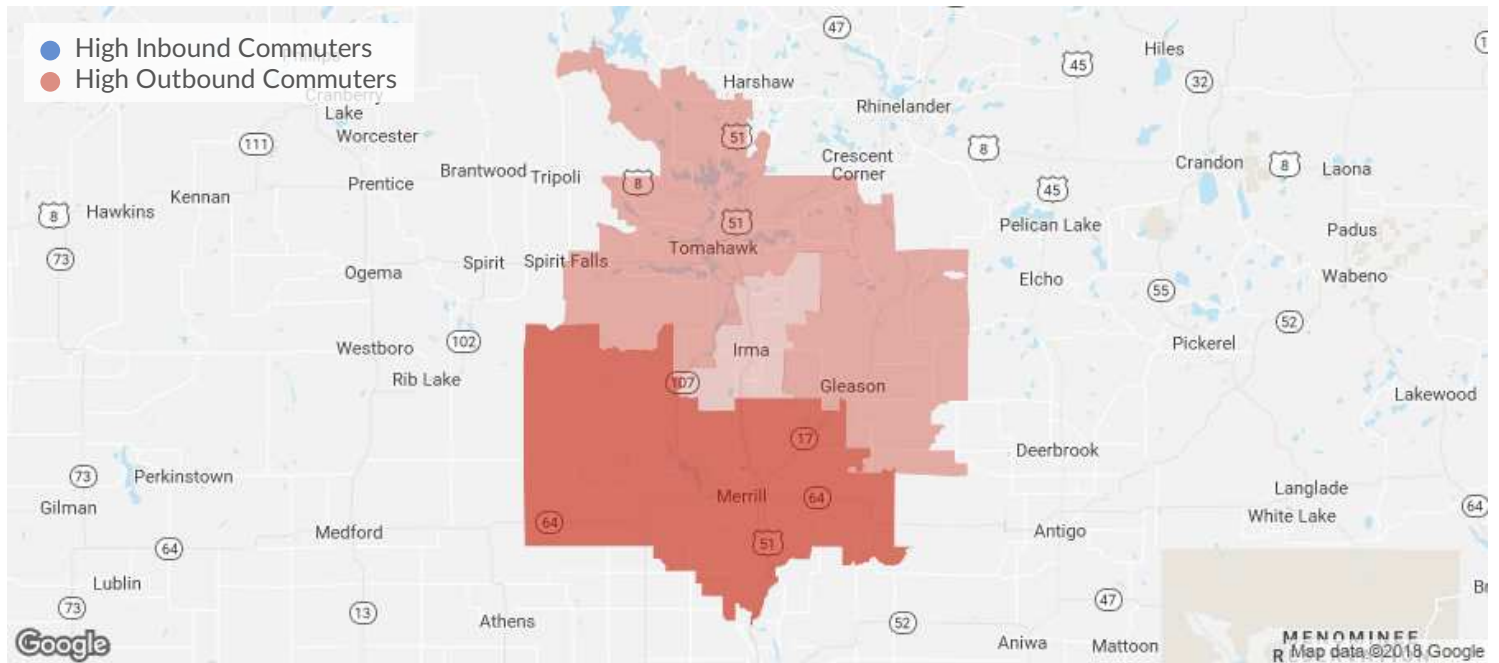
Property Crime

Lincoln County, WI has 18.95 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

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

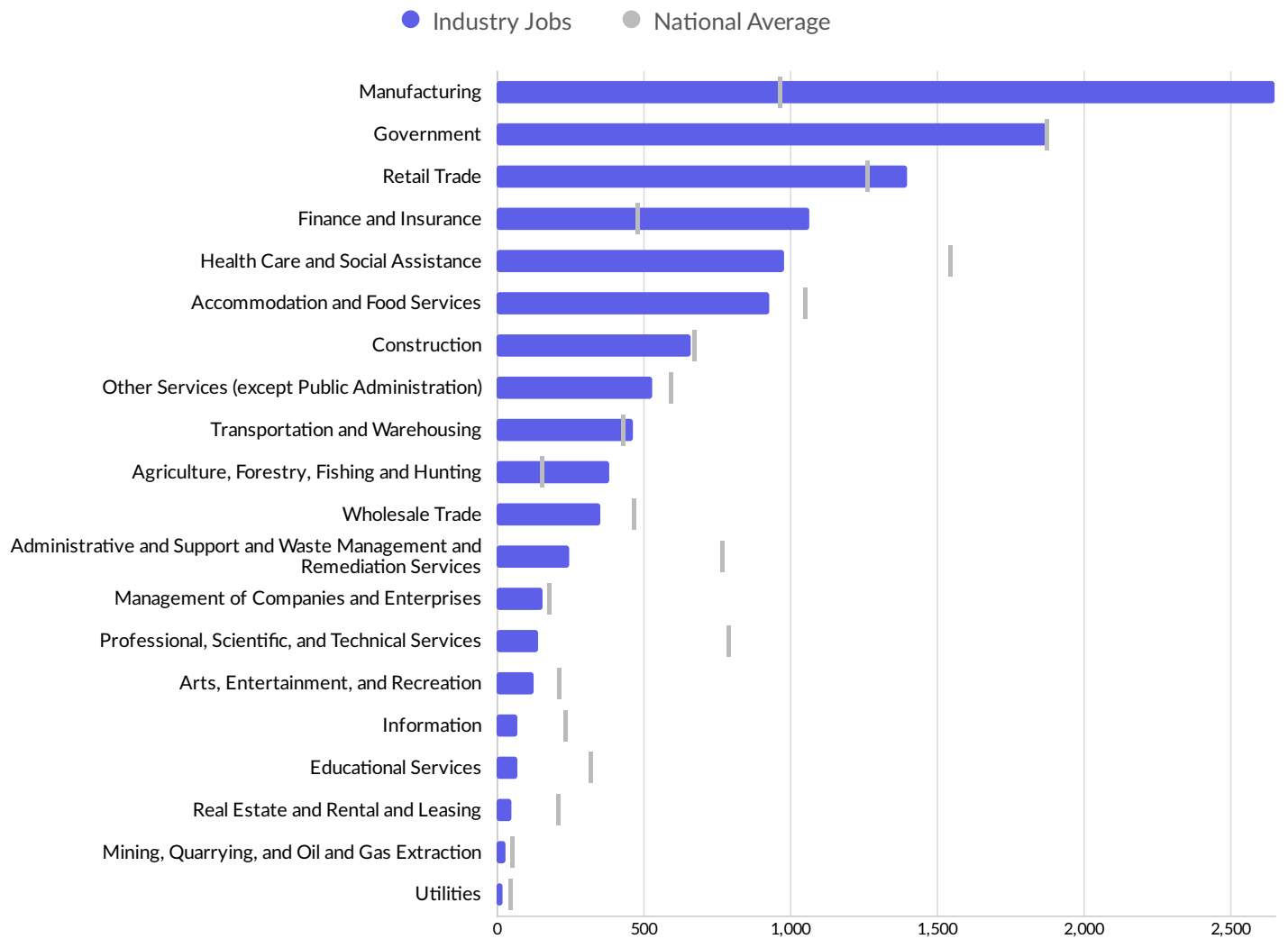
ZIP	Name	2017 Employment
54452	Merrill, WI (in Lincoln ...	7,647
54487	Tomahawk, WI (in Linc...	4,045
54435	Gleason, WI (in Lincoln...	359
54442	Irma, WI (in Lincoln co...	144
54532	Heafford Junction, WI ...	<10

Where Talent Lives

ZIP	Name	2017 Workers
54452	Merrill, WI (in Lincoln ...	10,890
54487	Tomahawk, WI (in Linc...	5,587
54435	Gleason, WI (in Lincoln...	1,269
54442	Irma, WI (in Lincoln co...	633
54532	Heafford Junction, WI ...	<10

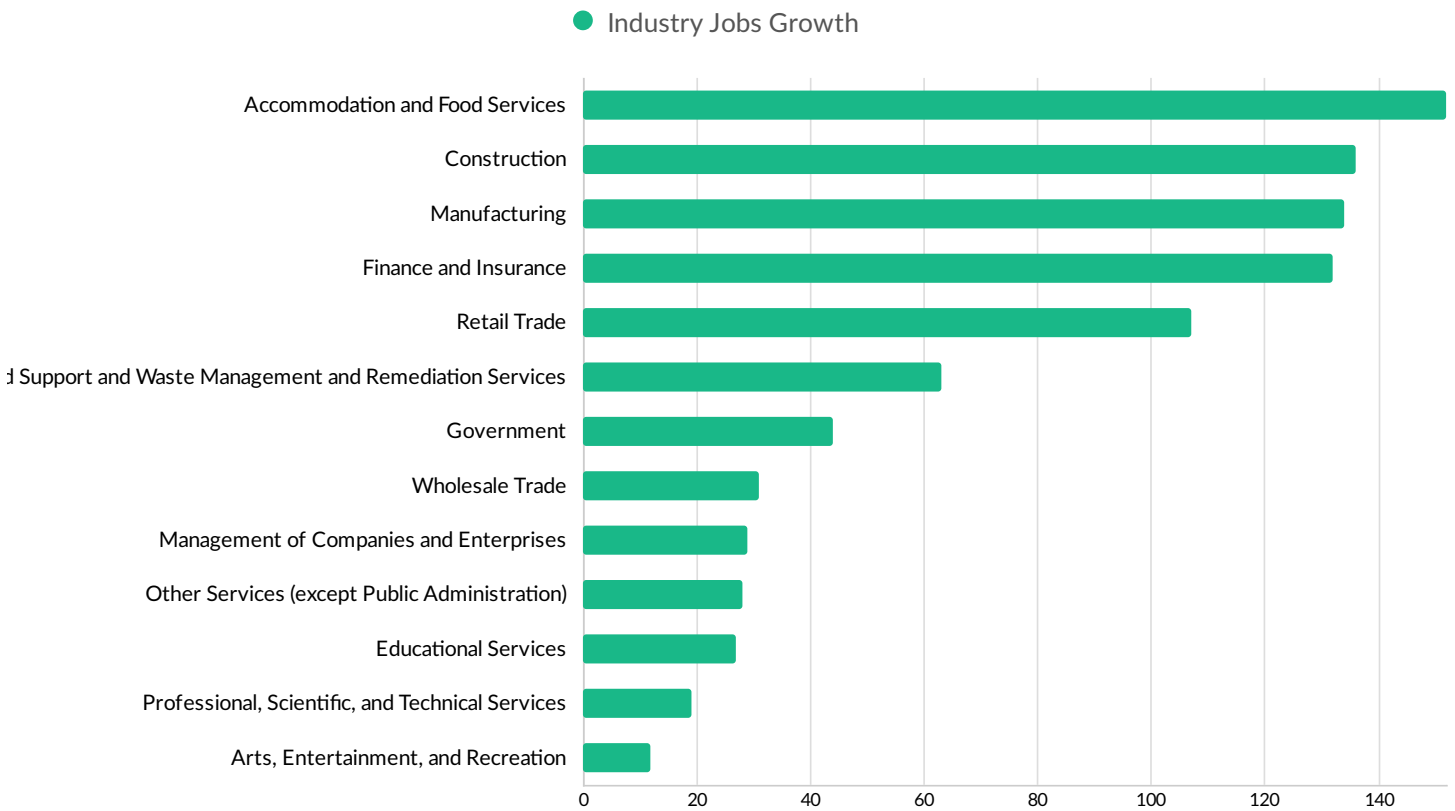
Industry Characteristics

Largest Industries



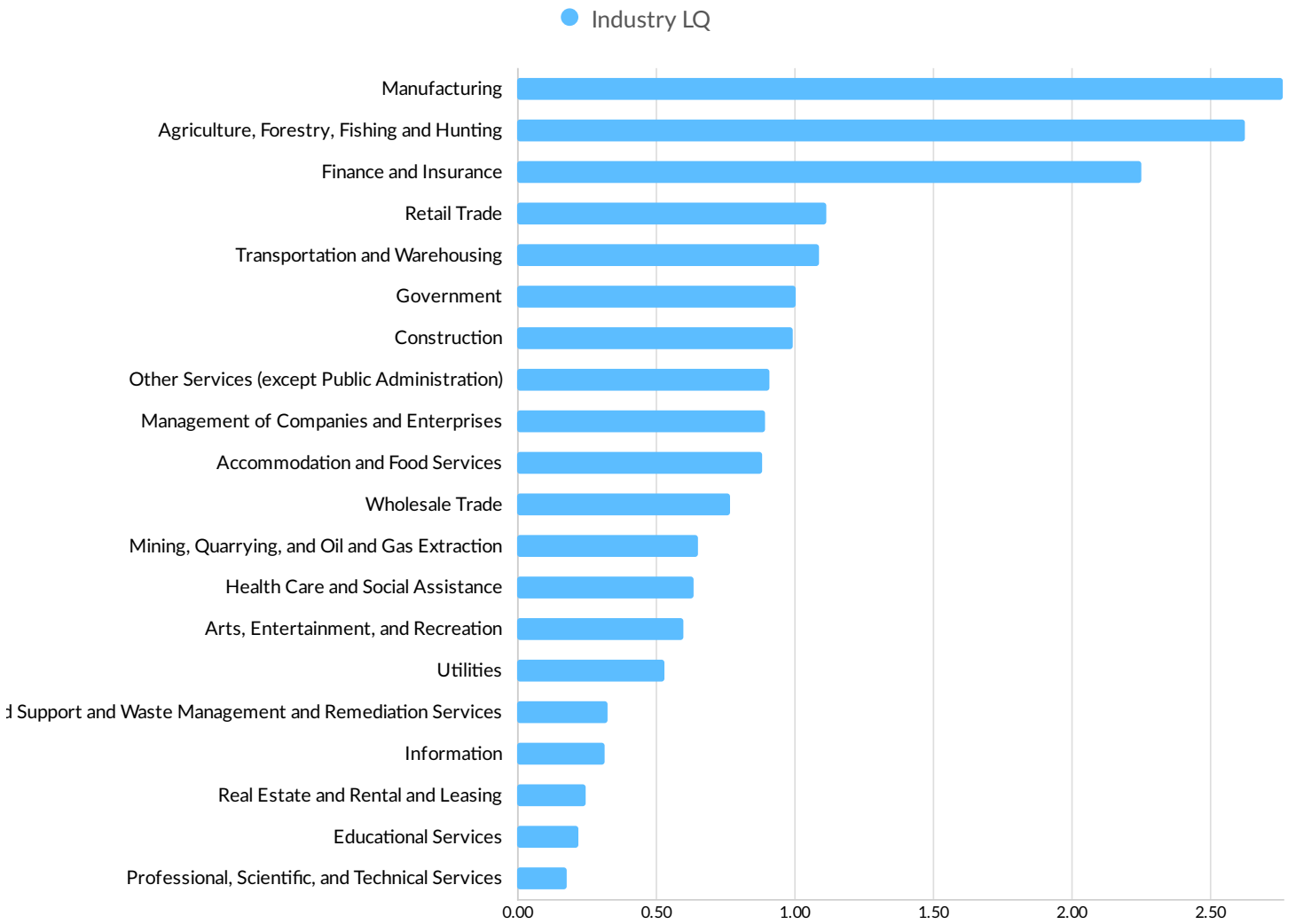
Industry Characteristics - Cont.

Top Growing Industries



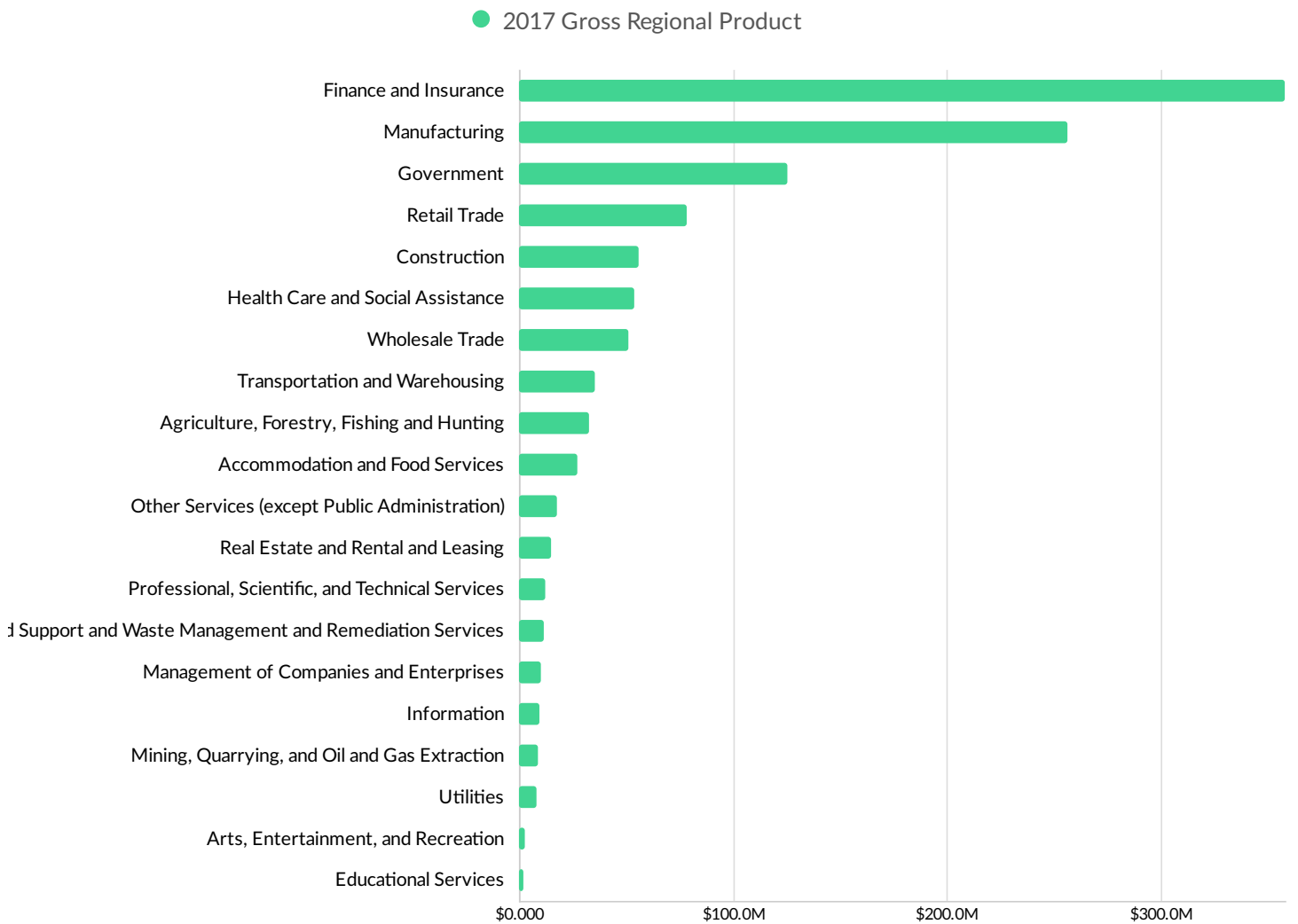
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

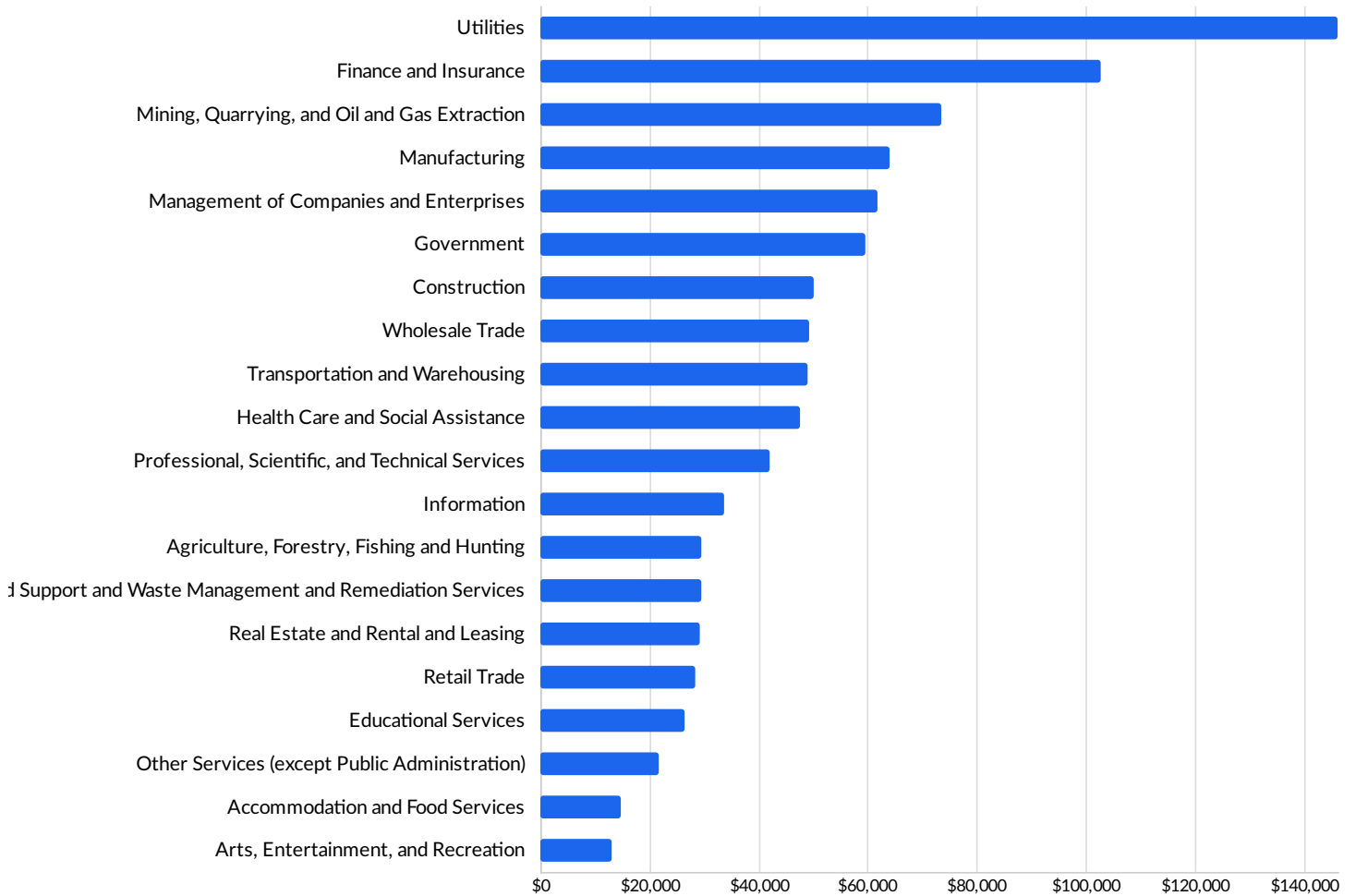
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2017 Earnings Per Worker



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Manufacturing	2,517	2,651	134	+5%	2.76	\$63,925	\$256.48M
Government	1,828	1,872	44	+2%	1.00	\$59,528	\$125.19M
Retail Trade	1,291	1,398	107	+8%	1.11	\$28,461	\$78.51M
Finance and Insurance	933	1,065	132	+14%	2.25	\$102,710	\$357.99M
Health Care and Social Assistance	1,000	980	-20	-2%	0.64	\$47,633	\$53.81M
Accommodation and Food Services	775	927	152	+20%	0.89	\$14,670	\$27.16M
Construction	527	663	136	+26%	0.99	\$50,062	\$55.72M
Other Services (except Public Administration)	504	532	28	+6%	0.91	\$21,830	\$17.40M
Transportation and Warehousing	463	462	-1	0%	1.09	\$49,125	\$35.36M
Agriculture, Forestry, Fishing and Hunting	429	385	-44	-10%	2.63	\$29,635	\$32.68M
Wholesale Trade	321	352	31	+10%	0.77	\$49,290	\$51.34M
Administrative and Support and Waste Management and Remediation Services	185	248	63	+34%	0.33	\$29,381	\$11.69M
Management of Companies and Enterprises	125	154	29	+23%	0.89	\$61,908	\$10.51M
Professional, Scientific, and Technical Services	122	141	19	+16%	0.18	\$41,917	\$12.44M
Arts, Entertainment, and Recreation	113	125	12	+11%	0.60	\$13,058	\$2.81M



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Information	77	71	-6	-8%	0.31	\$33,600	\$9.77M
Educational Services	42	69	27	+64%	0.22	\$26,319	\$2.10M
Real Estate and Rental and Leasing	55	50	-5	-9%	0.25	\$29,167	\$15.00M
Mining, Quarrying, and Oil and Gas Extraction	34	31	-3	-9%	0.65	\$73,589	\$8.82M
Utilities	34	23	-11	-32%	0.53	\$146,200	\$7.97M

Business Characteristics

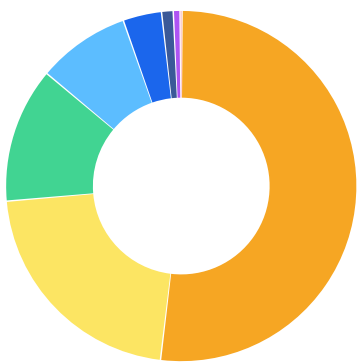
408 Companies Employ Your Workers

Online profiles for your workers mention 408 companies as employers, with the top 10 appearing below. In the last 12 months, 429 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 Com...	12 	Pizza Hut, Inc.	439 
Harley-Davidson, Inc.	7 	Comphealth Associates, Inc	311 
Marshfield Clinic	5 	Ascension Health	288 
Wal-Mart Stores, Inc.	5 	Church Mutual Insurance Com...	271 
Eastbay, Inc.	4 	Kwik Trip, Inc.	199 
Lincoln Wood Products, Inc.	4 	Roehl Transport, Inc.	195 
Merrill Distributing, Inc.	4 	C.R. England, Inc.	158 
State of Wisconsin	4 	Platinum Supplemental Insuran...	151 
The Interflex Group Inc	4 	Weatherby Health Care	150 
Greenheck Fan Corporation	3 	Marten Transport, Ltd.	141 

Business Characteristics - Cont.

Business Size

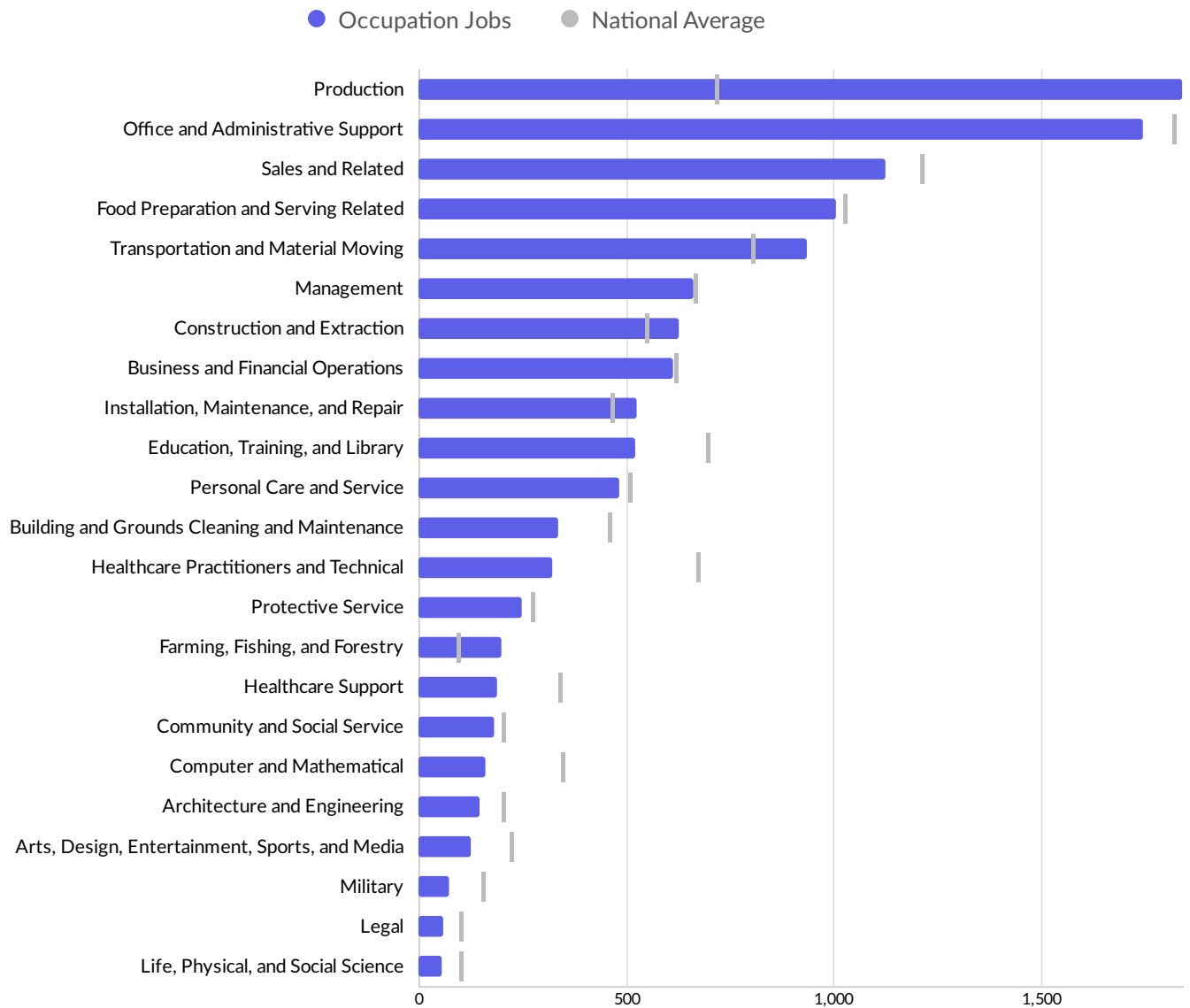


	Percentage	Business Count
● 1 to 4 employees	51.8%	582
● 5 to 9 employees	21.7%	244
● 10 to 19 employees	12.5%	140
● 20 to 49 employees	8.5%	96
● 50 to 99 employees	3.6%	40
● 100 to 249 employees	1.1%	12
● 250 to 499 employees	0.6%	7
● 500+ employees	0.2%	2

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

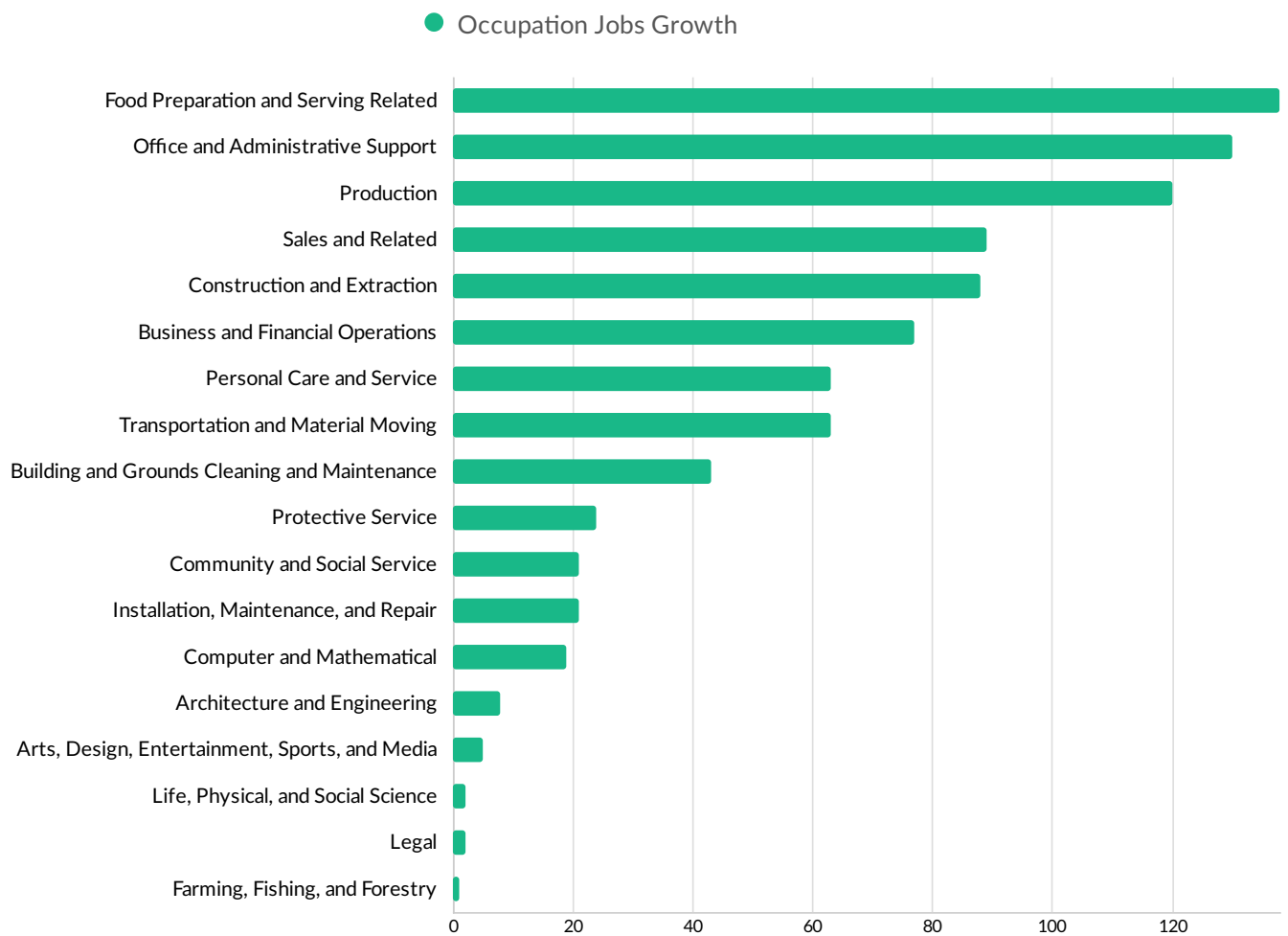
Workforce Characteristics

Largest Occupations



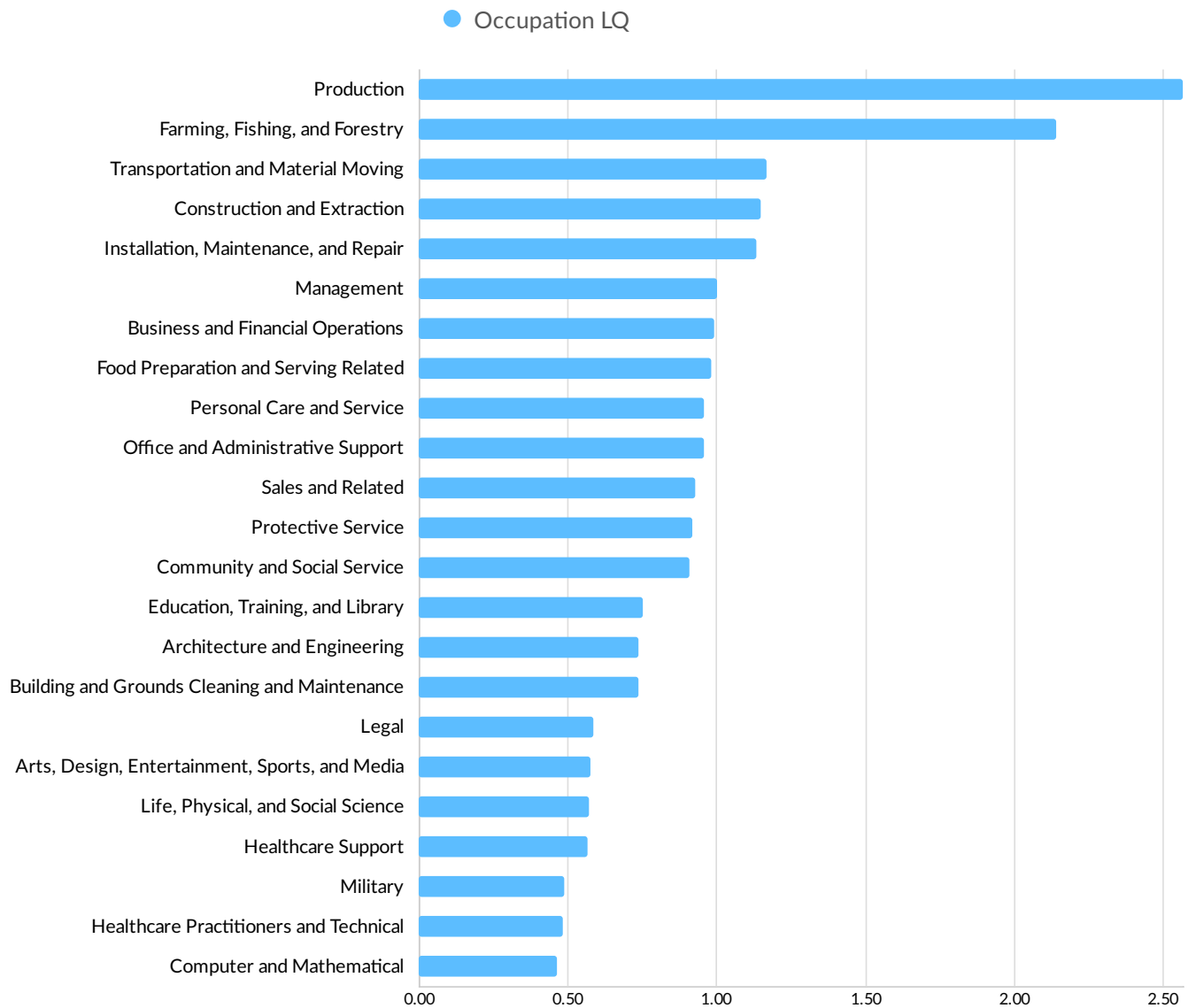
Workforce Characteristics - Cont.

Top Growing Occupations



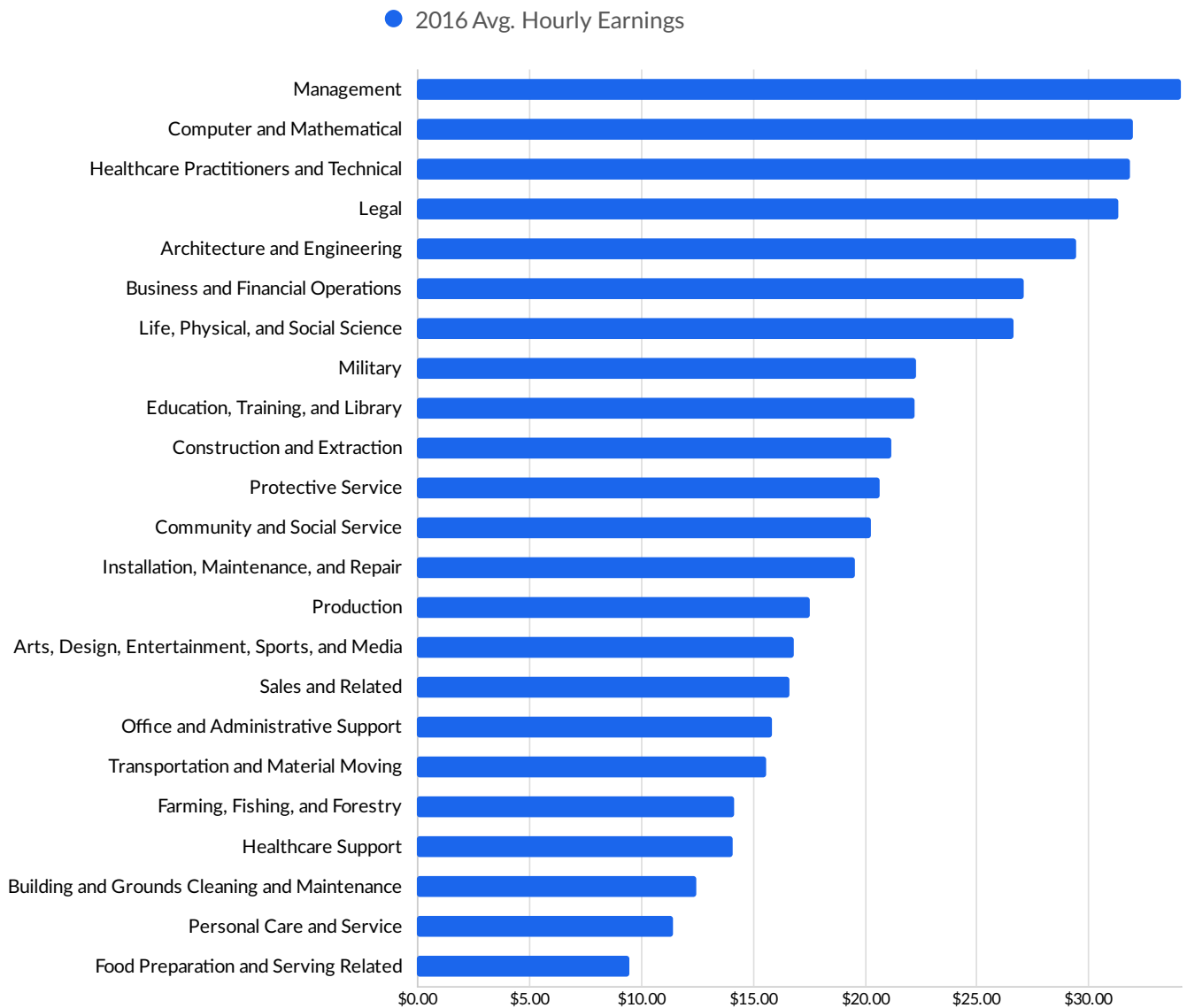
Workforce Characteristics - Cont.

Top Occupation LQ



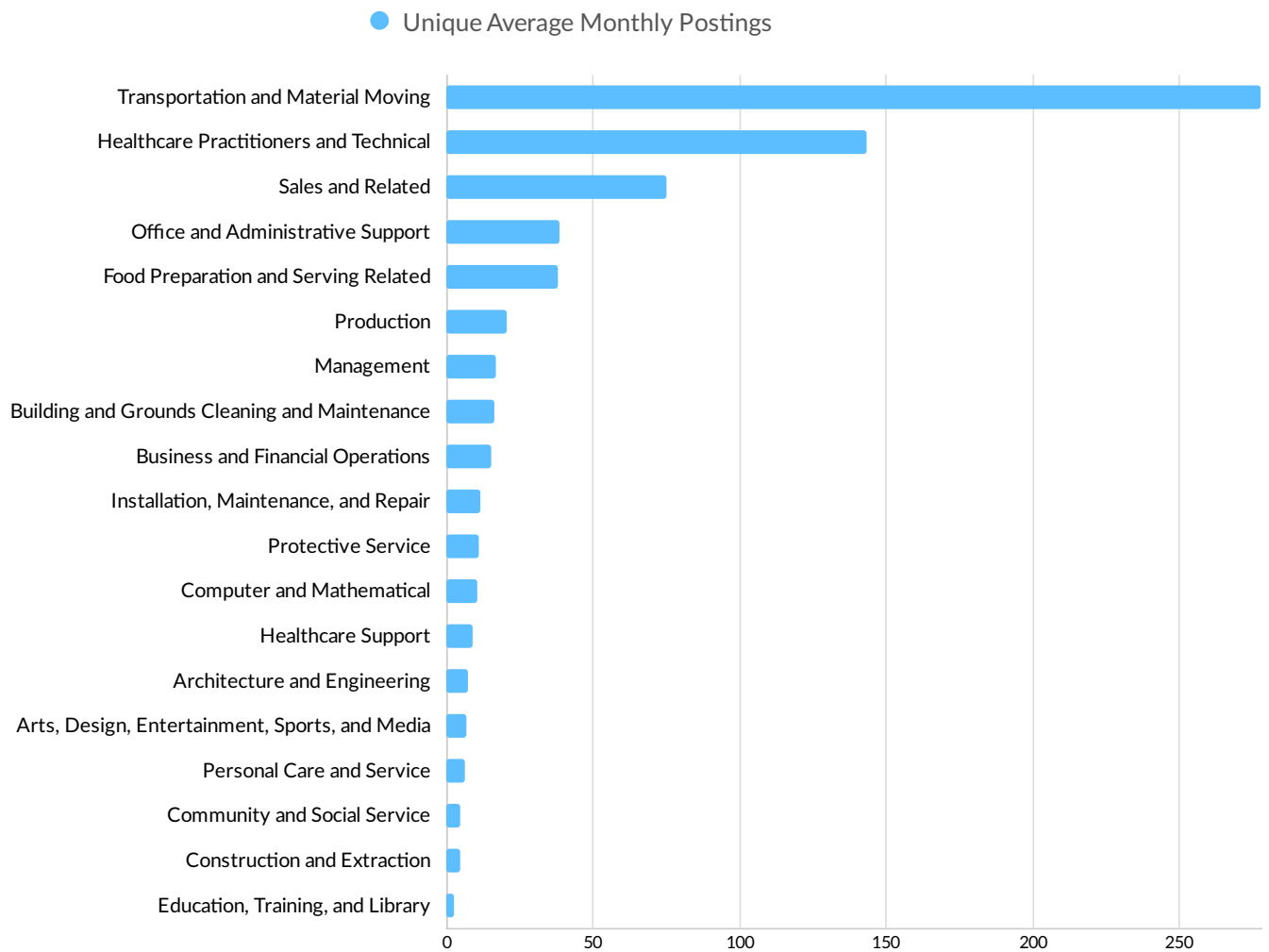
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Production	1,722	1,842	120	+7%	2.57	\$17.58	21
Office and Administrative Support	1,616	1,746	130	+8%	0.96	\$15.87	38
Sales and Related	1,037	1,126	89	+9%	0.93	\$16.65	75
Food Preparation and Serving Related	868	1,006	138	+16%	0.98	\$9.47	38
Transportation and Material Moving	874	937	63	+7%	1.17	\$15.63	278
Management	672	664	-8	-1%	1.00	\$34.15	17
Construction and Extraction	541	629	88	+16%	1.15	\$21.22	5
Business and Financial Operations	536	613	77	+14%	0.99	\$27.14	16
Installation, Maintenance, and Repair	504	525	21	+4%	1.14	\$19.57	12
Education, Training, and Library	521	521	0	0%	0.75	\$22.26	3
Personal Care and Service	423	486	63	+15%	0.96	\$11.44	7
Building and Grounds Cleaning and Maintenance	295	338	43	+15%	0.74	\$12.48	17
Healthcare Practitioners and Technical	376	324	-52	-14%	0.48	\$31.85	144
Protective Service	226	250	24	+11%	0.92	\$20.69	11
Farming, Fishing, and Forestry	198	199	1	+1%	2.14	\$14.20	0

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Healthcare Support	210	191	-19	-9%	0.57	\$14.11	9
Community and Social Service	161	182	21	+13%	0.91	\$20.26	5
Computer and Mathematical	142	161	19	+13%	0.47	\$31.99	11
Architecture and Engineering	140	148	8	+6%	0.74	\$29.44	8
Arts, Design, Entertainment, Sports, and Media	121	126	5	+4%	0.57	\$16.87	7
Military	82	74	-8	-10%	0.49	\$22.30	0
Legal	57	59	2	+4%	0.59	\$31.33	0
Life, Physical, and Social Science	53	55	2	+4%	0.57	\$26.63	1

Educational Pipeline

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