



# Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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# 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.

**12,296**

**Jobs (2017)**

Jobs **grew by 892** over the last 5 years and are projected to **grow by 368** over the next 5 years.

**\$52.2K**

**Median Household Income (2016)**

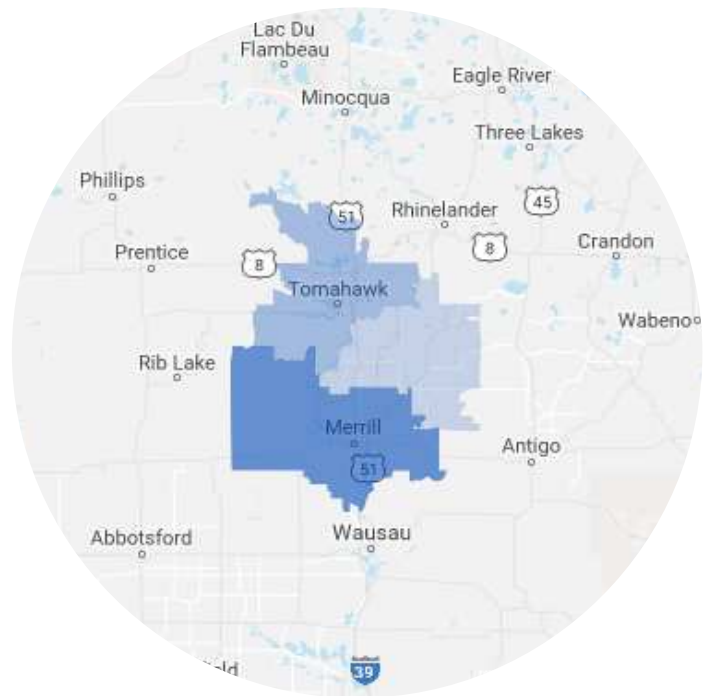
Median household income is **\$3.1K below** the national median household income of \$55.3K.

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 7.8%** in Lincoln County, WI from 11,404 to **12,296**. This change **fell short of the national growth rate of 8.2% by 0.4%**. As the number of jobs increased, the **labor force participation rate increased from 63.5% to 65.9% 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).

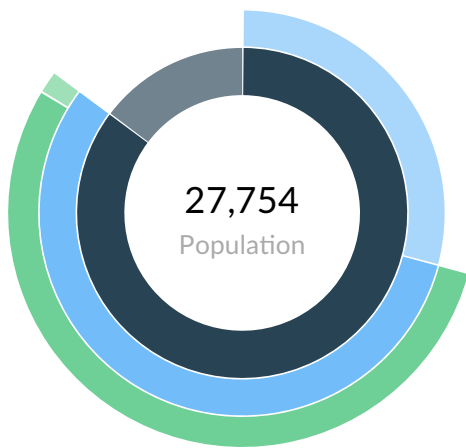
The top three industries in 2017 are Local Government, Excluding Education and Hospitals, Insurance Carriers, and Restaurants and Other Eating Places.



	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	27,754	15,567	12,296	100.2	\$1.22B	\$2.00B	\$1.79B
NCWRPC	438,289	229,691	226,667	99.6	\$21.46B	\$27.38B	\$26.69B
Wisconsin	5,795,388	3,132,674	3,133,492	100.3	\$316.46B	\$285.78B	\$314.04B
United States	325,401,909	160,185,502	160,946,219	100.0	\$19.27T	\$0	\$8.36T

## Economy Overview - Cont.

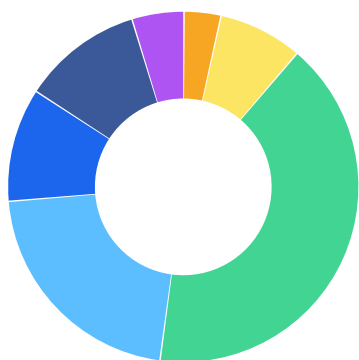
### 2017 Labor Force Breakdown



	Population
● Total Working Age Population	23,635
● Not in Labor Force (15+)	8,068
● Labor Force	15,567
● Employed	15,126
● Unemployed	441
● Under 15	4,118

### 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).

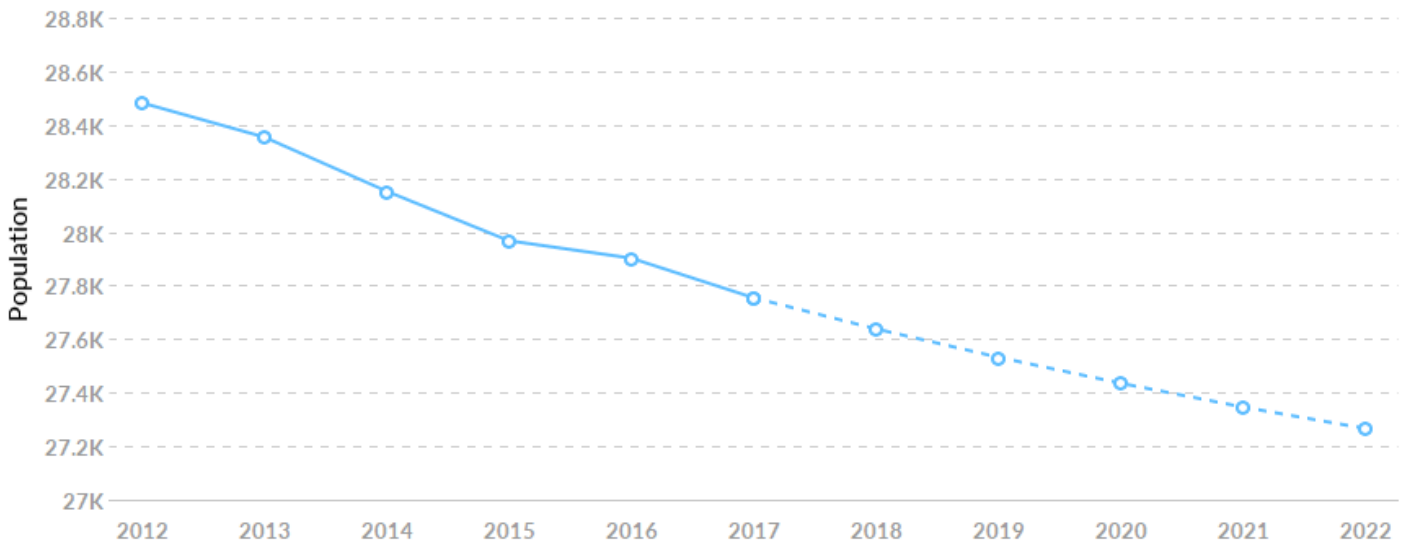


	% of Population	Population
● Less Than 9th Grade	3.4%	701
● 9th Grade to 12th Grade	7.8%	1,608
● High School Diploma	40.9%	8,452
● Some College	21.6%	4,457
● Associate's Degree	10.5%	2,167
● Bachelor's Degree	11.1%	2,297
● Graduate Degree and Higher	4.8%	992

# 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.

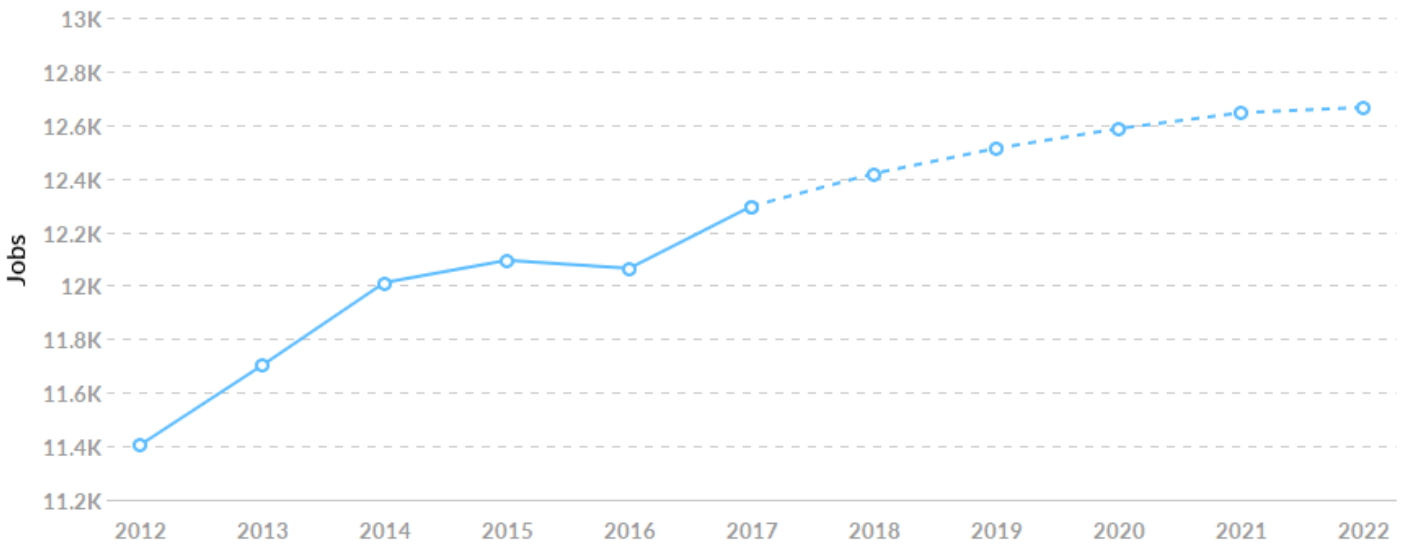


Timeframe	Population
2012	28,482
2013	28,354
2014	28,152
2015	27,967
2016	27,902
2017	27,754
2018	27,638
2019	27,532
2020	27,435
2021	27,346
2022	27,266

# Historic & Projected Trends - Cont.

## Job Trends

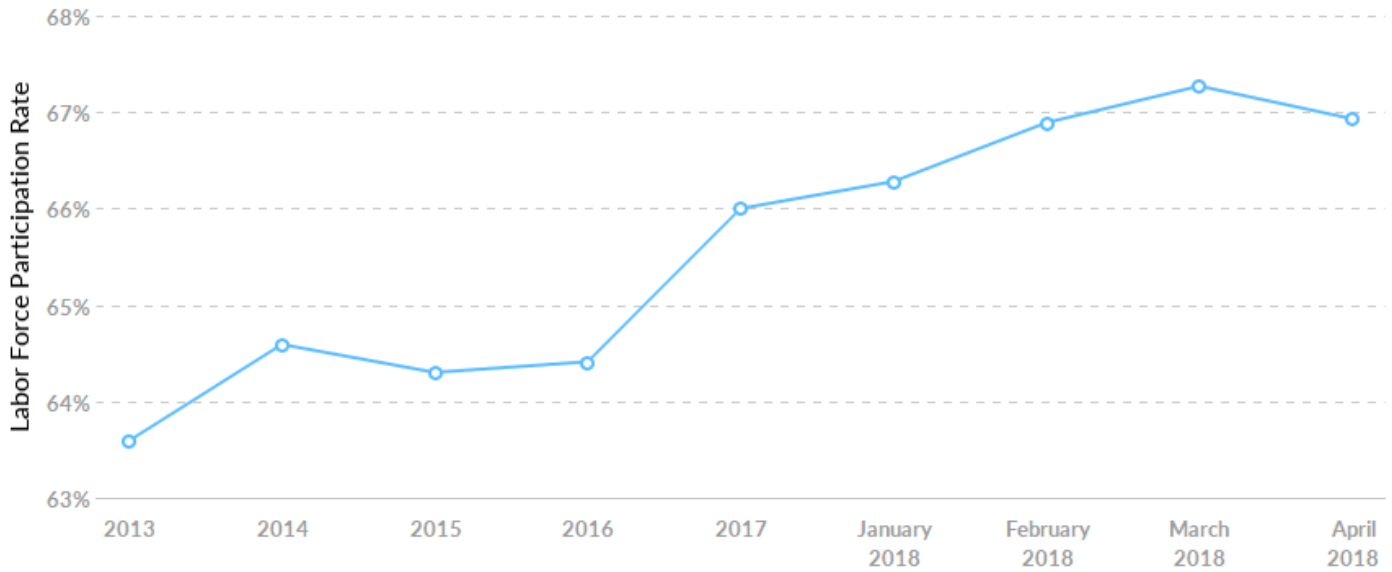
From 2012 to 2017, jobs increased by 7.8% in Lincoln County, WI from 11,404 to 12,296. This change fell short of the national growth rate of 8.2% by 0.4%.



Timeframe	Jobs
2012	11,404
2013	11,702
2014	12,011
2015	12,094
2016	12,064
2017	12,296
2018	12,418
2019	12,512
2020	12,586
2021	12,645
2022	12,665

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

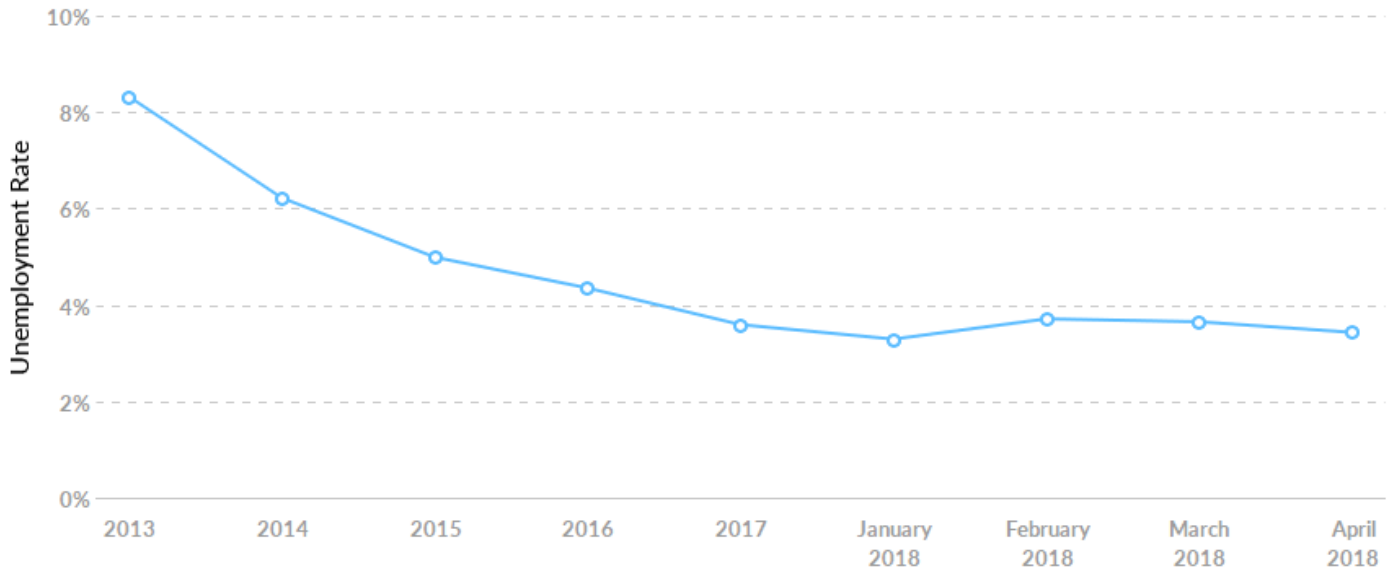


Timeframe	Labor Force Participation Rate
2013	63.59%
2014	64.59%
2015	64.30%
2016	64.41%
2017	66.00%
January 2018	66.28%
February 2018	66.89%
March 2018	67.27%
April 2018	66.93%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

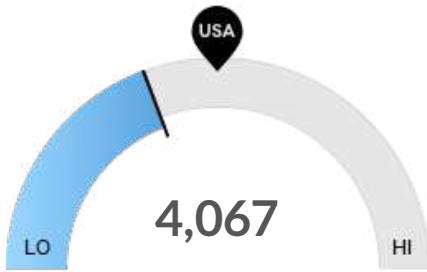
Lincoln County, WI had an April 2018 unemployment rate of 3.43%, **decreasing from 8.32%** 5 years before.



Timeframe	Unemployment Rate
2013	8.32%
2014	6.22%
2015	4.99%
2016	4.35%
2017	3.59%
January 2018	3.29%
February 2018	3.71%
March 2018	3.65%
April 2018	3.43%

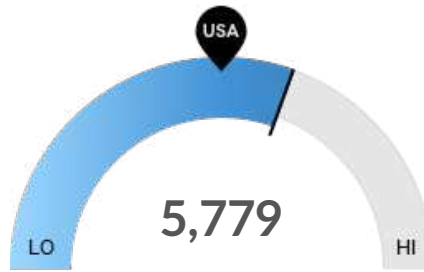


## Population Characteristics



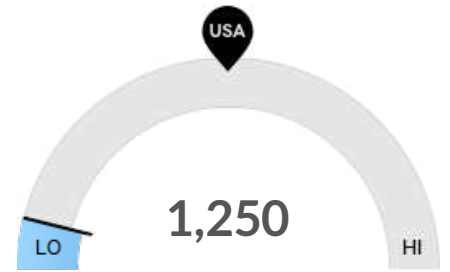
**Millennials**

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



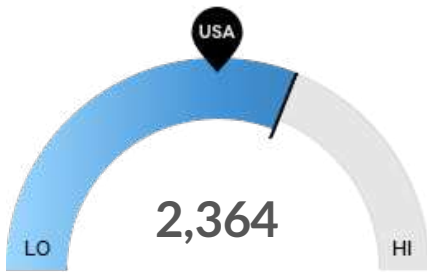
**Retiring Soon**

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.



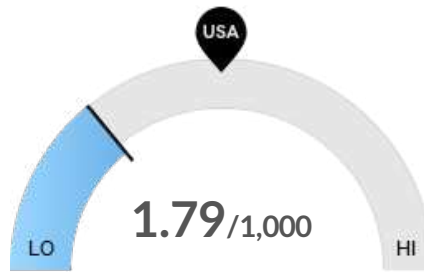
**Racial Diversity**

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.



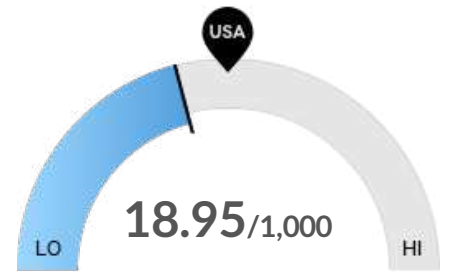
**Veterans**

Lincoln County, WI has 2,364 veterans. The national average for an area this size is 1,687.



**Violent Crime**

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



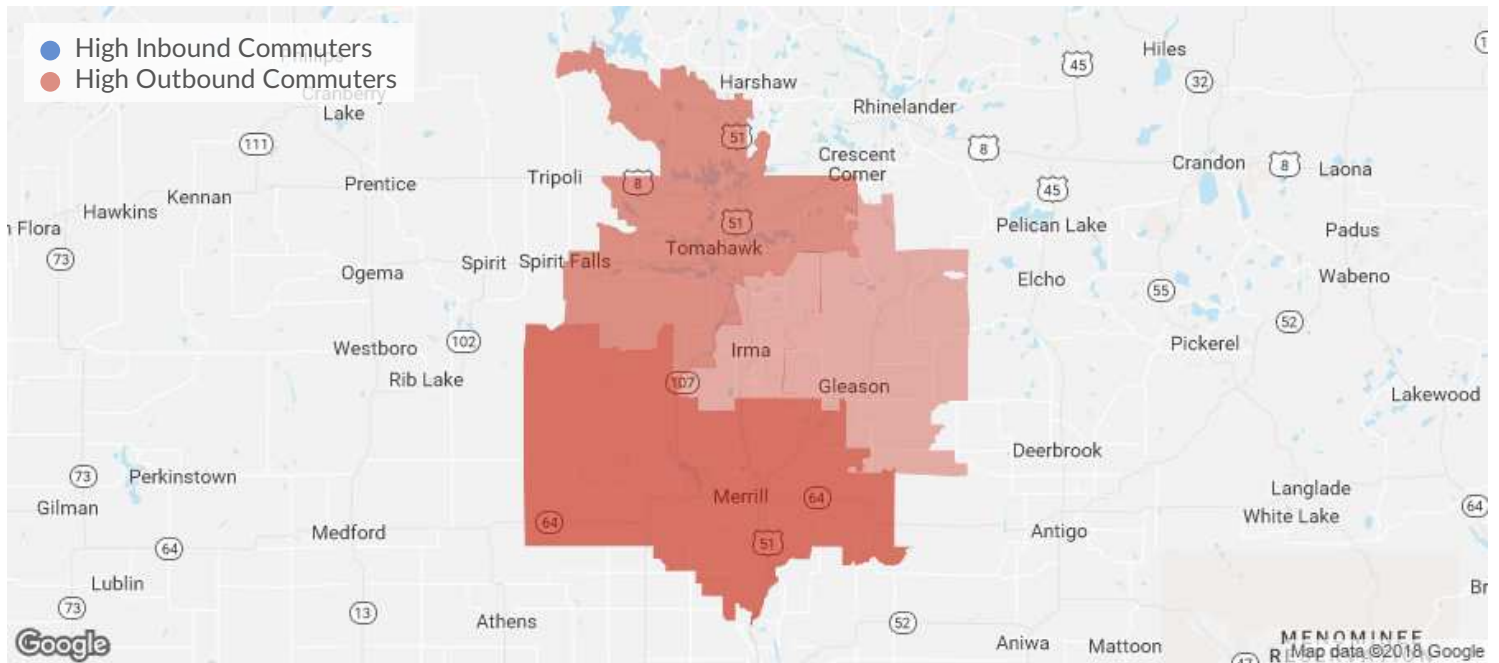
**Property Crime**

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

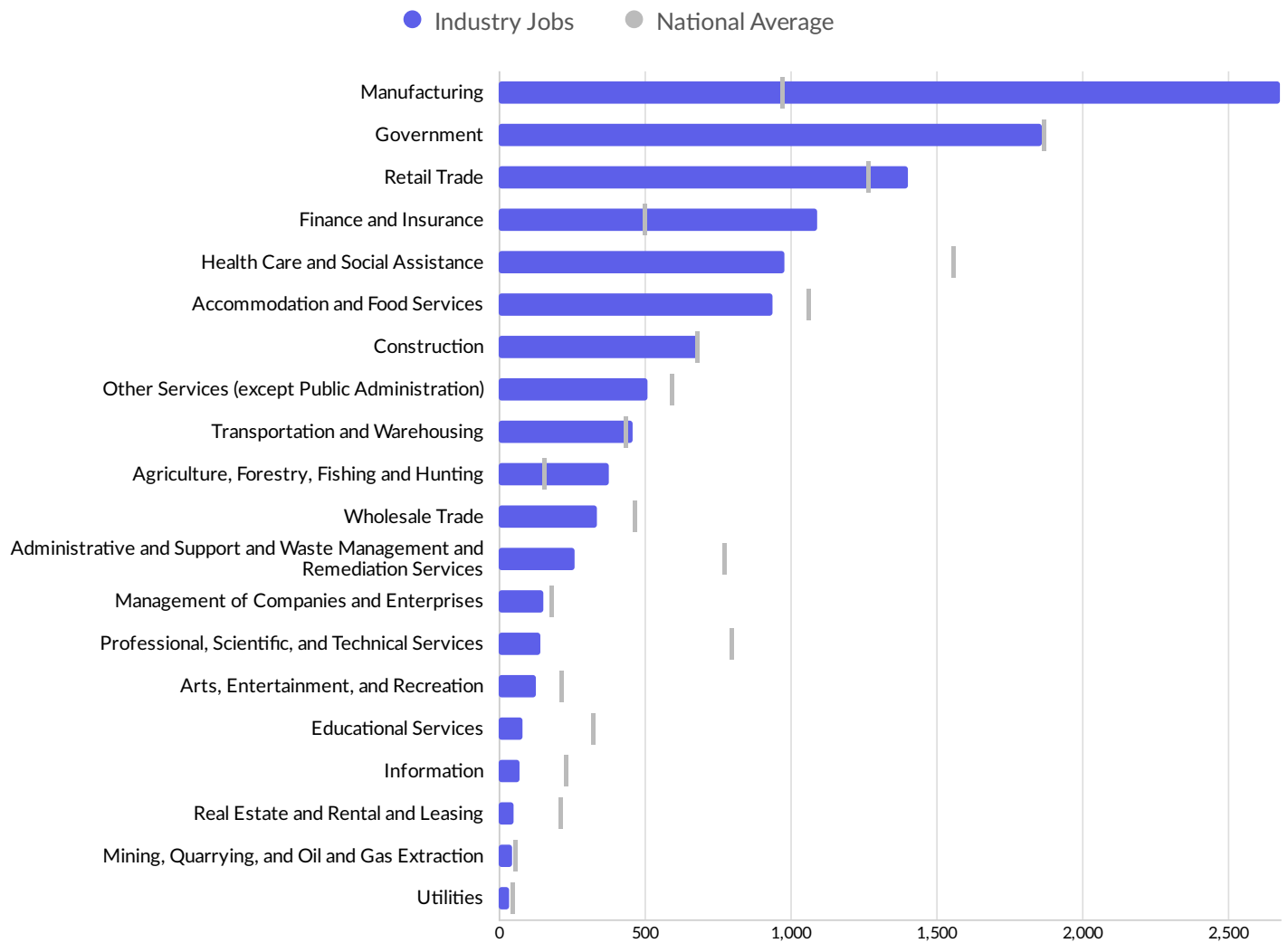
ZIP	Name	2017 Employment
54452	Merrill, WI (in Lincoln ...	7,708
54487	Tomahawk, WI (in Linc...	4,086
54435	Gleason, WI (in Lincoln...	350
54442	Irma, WI (in Lincoln co...	145
54532	Heafford Junction, WI ...	<10

### Where Talent Lives

ZIP	Name	2017 Workers
54452	Merrill, WI (in Lincoln ...	10,968
54487	Tomahawk, WI (in Linc...	5,581
54435	Gleason, WI (in Lincoln...	1,247
54442	Irma, WI (in Lincoln co...	628
54532	Heafford Junction, WI ...	<10

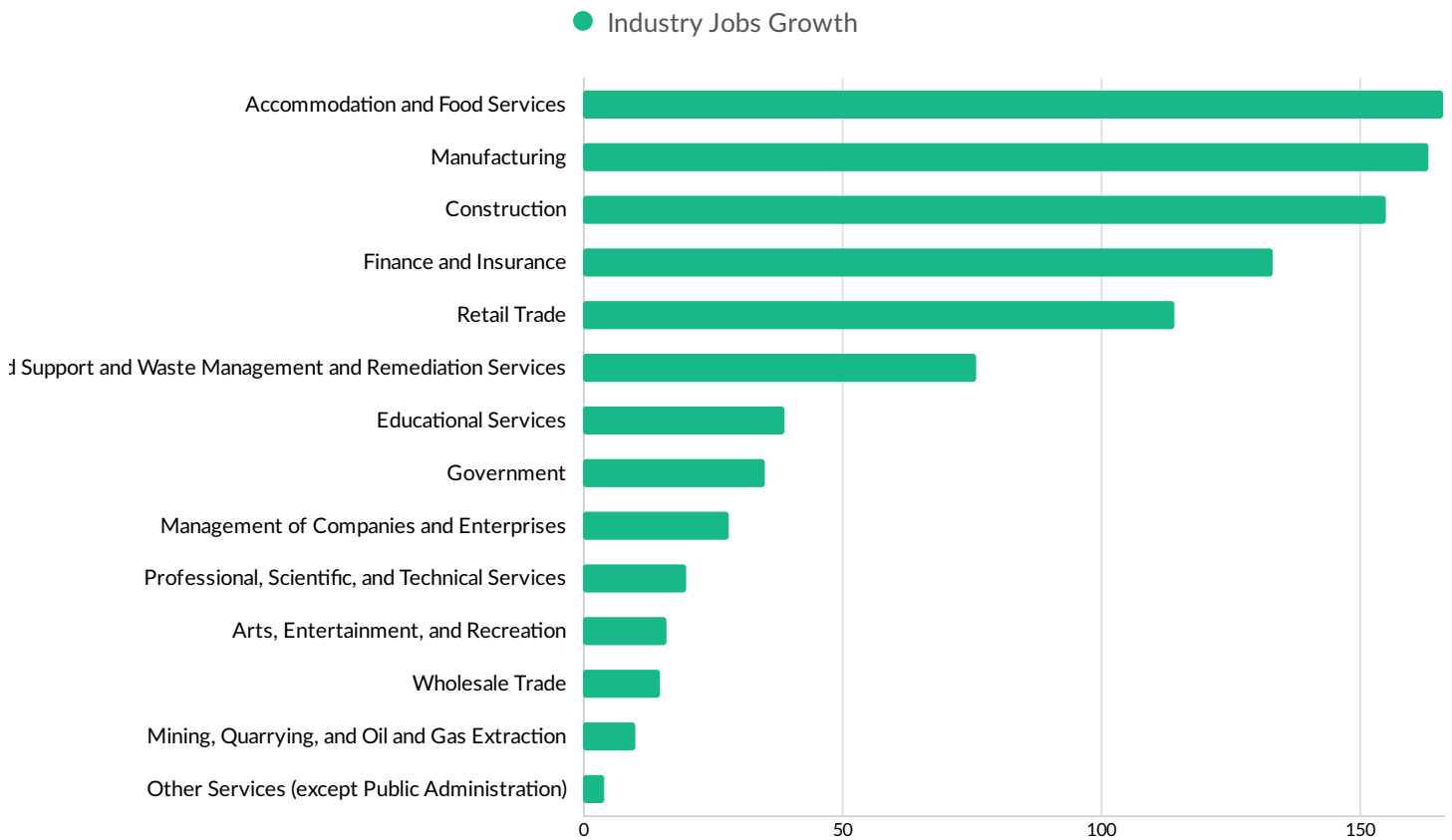
# Industry Characteristics

## Largest Industries



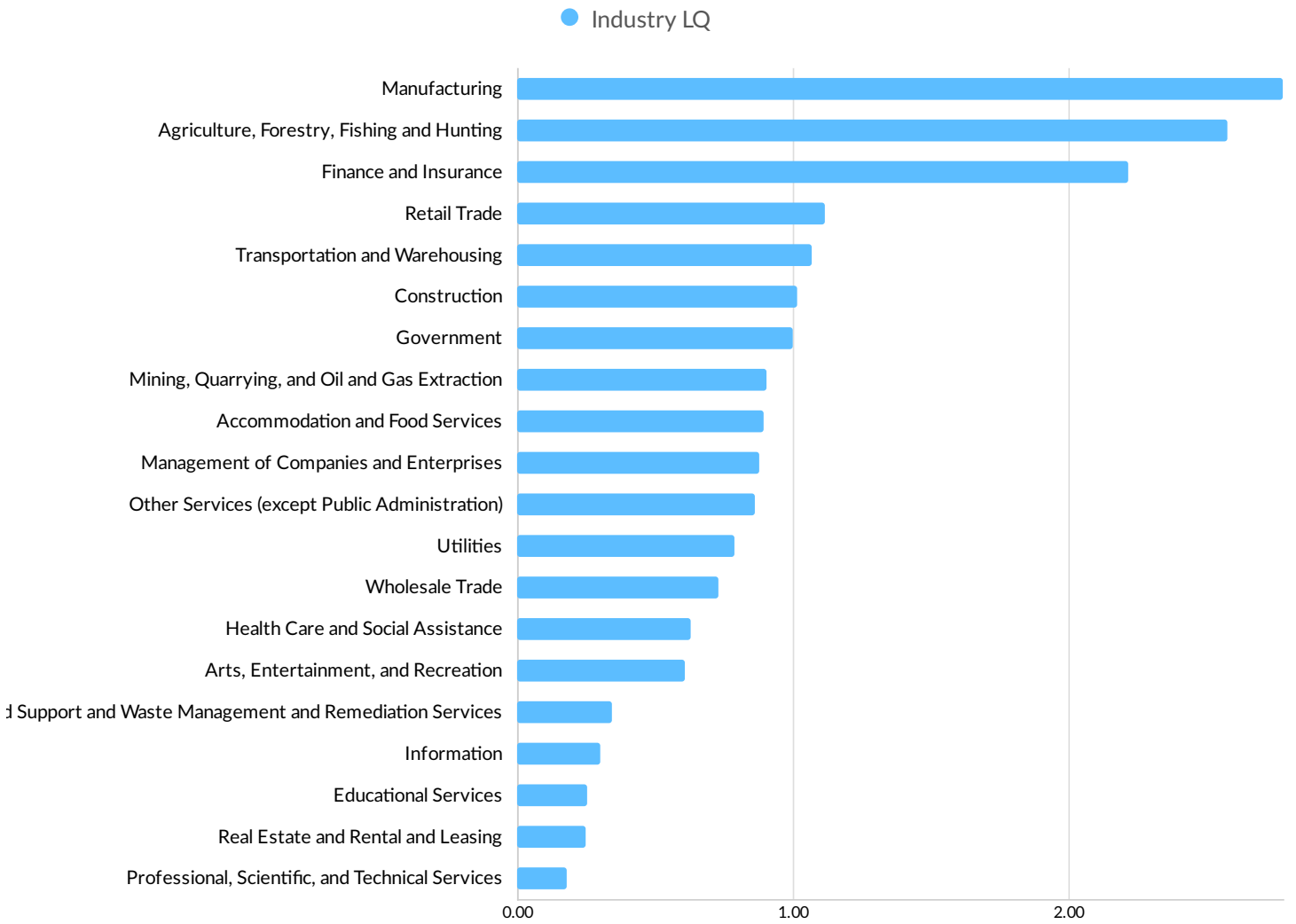
## Industry Characteristics - Cont.

### Top Growing Industries



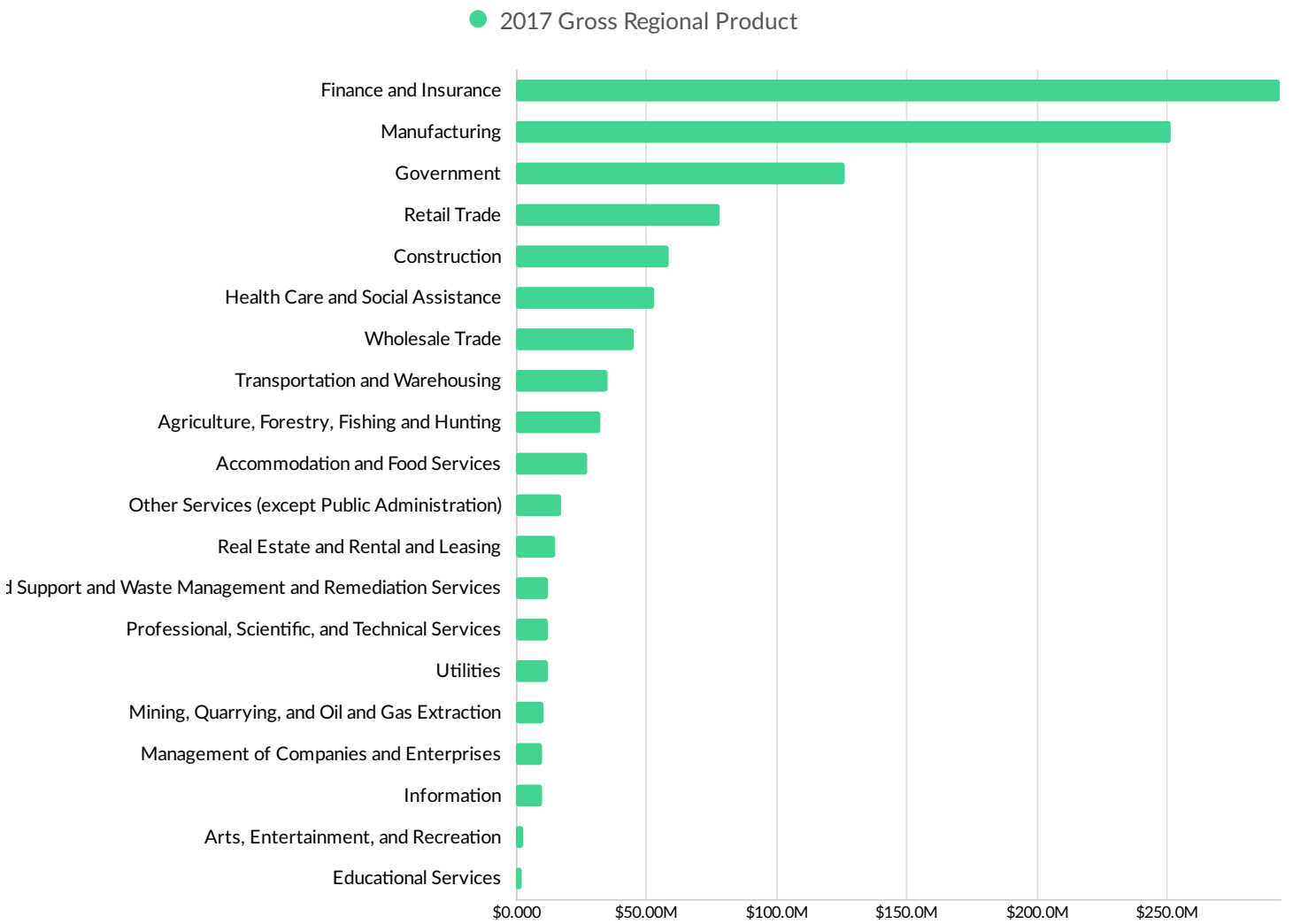
## Industry Characteristics - Cont.

### Top Industry LQ



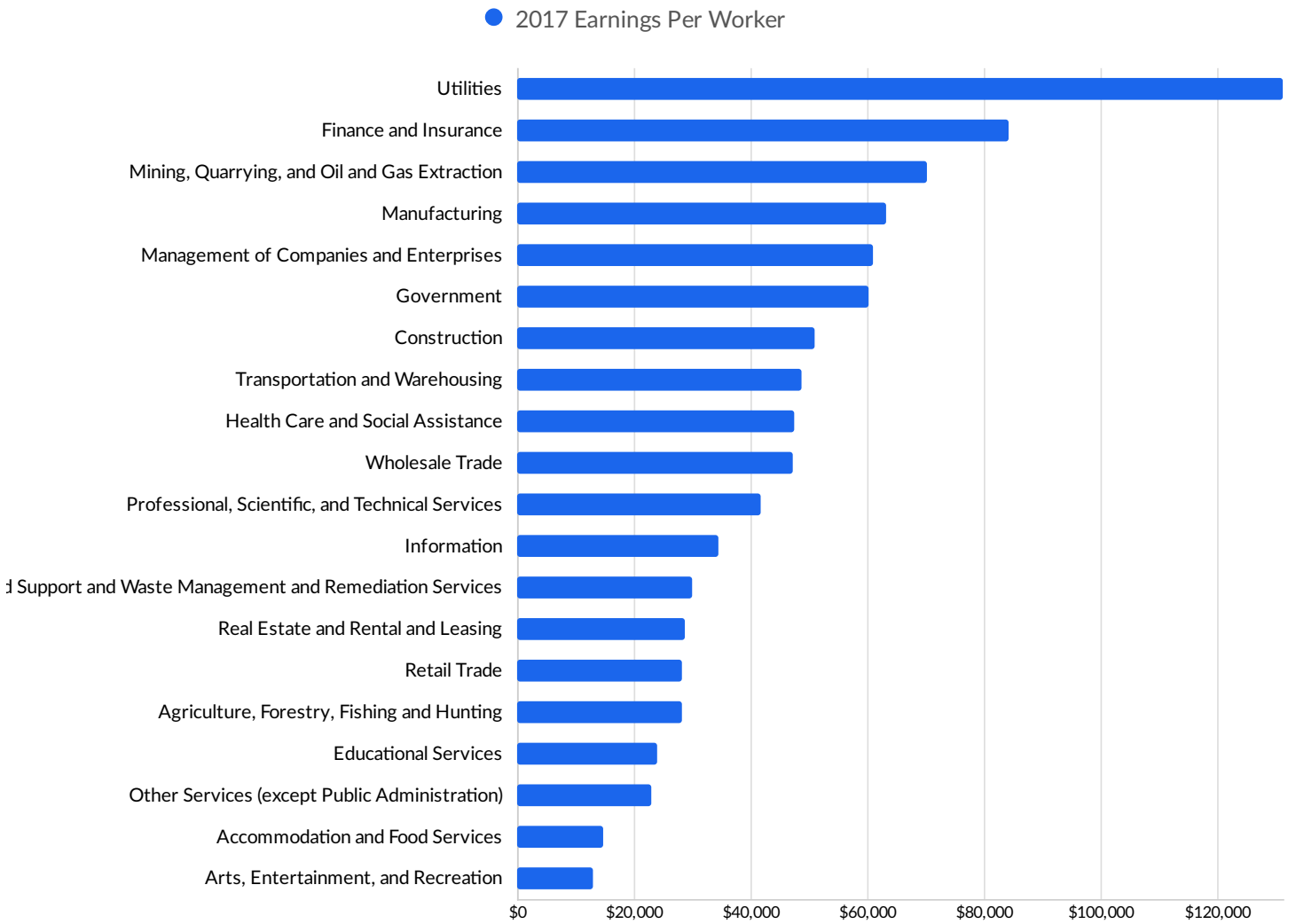
## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## 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	2,680	163	+6%	2.78	\$63,263	\$251.94M
Government	1,828	1,863	35	+2%	1.00	\$60,277	\$126.42M
Retail Trade	1,291	1,405	114	+9%	1.12	\$28,349	\$78.54M
Finance and Insurance	961	1,094	133	+14%	2.22	\$84,240	\$293.66M
Health Care and Social Assistance	1,000	981	-19	-2%	0.63	\$47,522	\$53.18M
Accommodation and Food Services	775	941	166	+21%	0.89	\$14,823	\$27.67M
Construction	527	682	155	+29%	1.01	\$50,953	\$58.77M
Other Services (except Public Administration)	504	508	4	+1%	0.86	\$23,021	\$17.59M
Transportation and Warehousing	463	461	-2	0%	1.07	\$48,641	\$35.09M
Agriculture, Forestry, Fishing and Hunting	429	380	-49	-11%	2.58	\$28,231	\$32.44M
Wholesale Trade	321	336	15	+5%	0.73	\$47,264	\$45.26M
Administrative and Support and Waste Management and Remediation Services	185	261	76	+41%	0.34	\$30,008	\$12.50M
Management of Companies and Enterprises	125	153	28	+22%	0.88	\$61,039	\$10.30M
Professional, Scientific, and Technical Services	122	142	20	+16%	0.18	\$41,666	\$12.37M
Arts, Entertainment, and Recreation	113	129	16	+14%	0.61	\$12,924	\$2.88M
Educational Services	42	81	39	+93%	0.26	\$24,028	\$2.22M
Information	77	69	-8	-10%	0.30	\$34,419	\$10.25M
Real Estate and Rental and Leasing	55	51	-4	-7%	0.25	\$28,754	\$15.02M
Mining, Quarrying, and Oil and Gas Extraction	34	44	10	+29%	0.91	\$70,142	\$10.57M
Utilities	34	34	0	0%	0.79	\$131,135	\$12.15M



# Business Characteristics

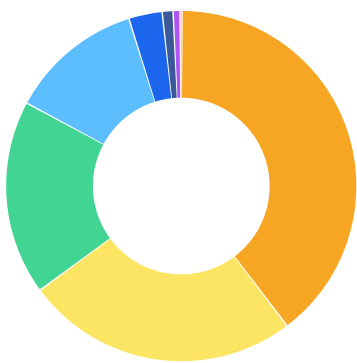
## 2,038 Companies Employ Your Workers

Online profiles for your workers mention 2,038 companies as employers, with the top 10 appearing below. In the last 12 months, 524 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...	131 	Church Mutual Insurance Com...	114 
Aspirus Wausau Hospital, Inc.	51 	Roehl Transport, Inc.	93 
Merrill Area Public Schools Inc	50 	Platinum Supplemental Insuran...	69 
Harley-Davidson, Inc.	40 	Travel Nurse Inc	55 
Ministry Health Care, Inc.	38 	Barr-Nunn Transportation, Inc.	49 
Marshfield Clinic	31 	C.R. England, Inc.	49 
Packaging Corporation of Ame...	31 	Pizza Hut, Inc.	44 
State of Wisconsin	31 	Ascension Health	42 
School District of Tomahawk	23 	Tutree, Inc.	41 
Eastbay, Inc.	21 	HealthCare Employment Netw...	26 

## Business Characteristics - Cont.

### Business Size

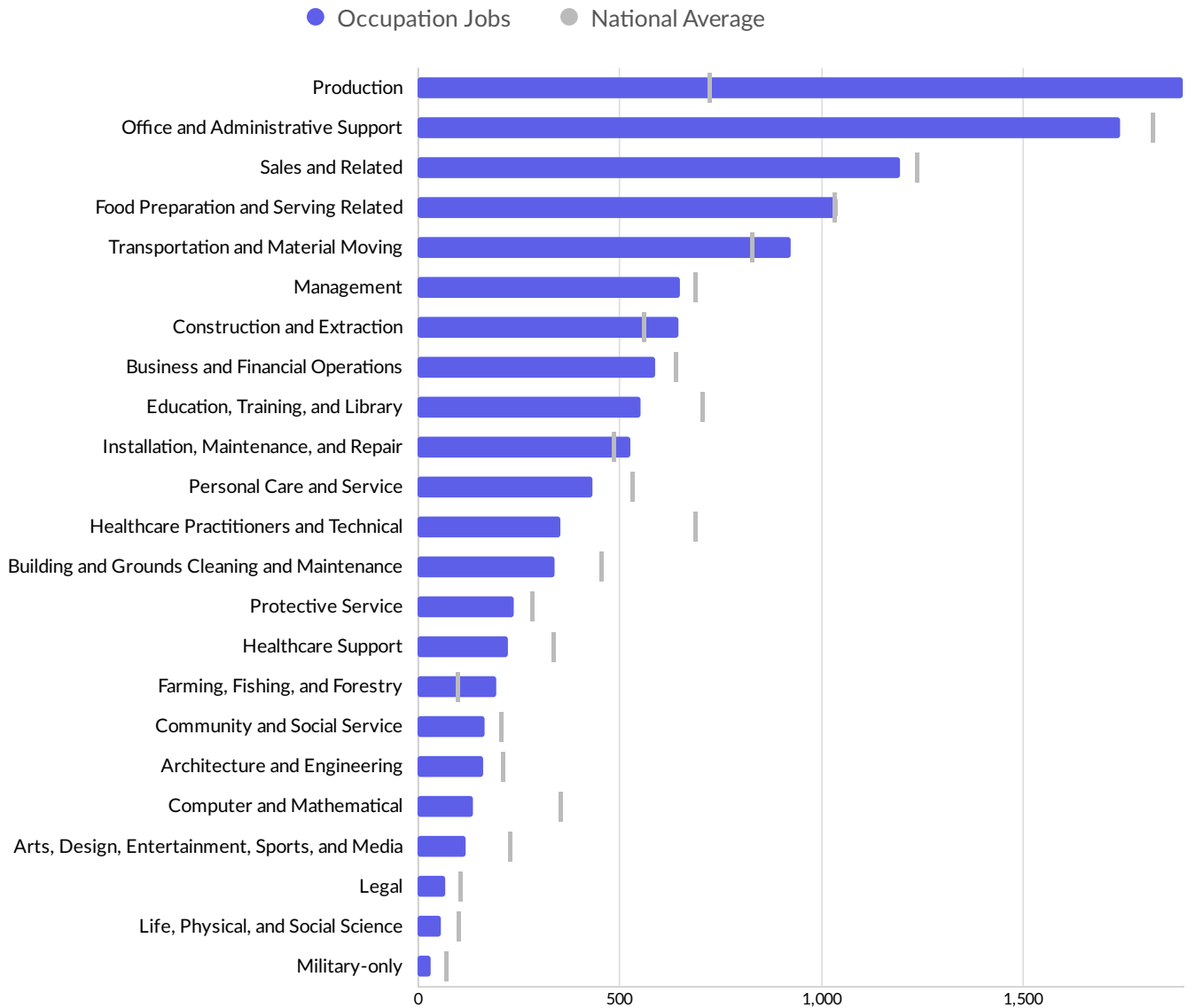


	Percentage	Business Count
● 1 to 4 employees	39.6%	437
● 5 to 9 employees	25.2%	278
● 10 to 19 employees	18.0%	198
● 20 to 49 employees	12.3%	136
● 50 to 99 employees	3.1%	34
● 100 to 249 employees	1.0%	11
● 250 to 499 employees	0.6%	7
● 500+ employees	0.2%	2

*\*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.*

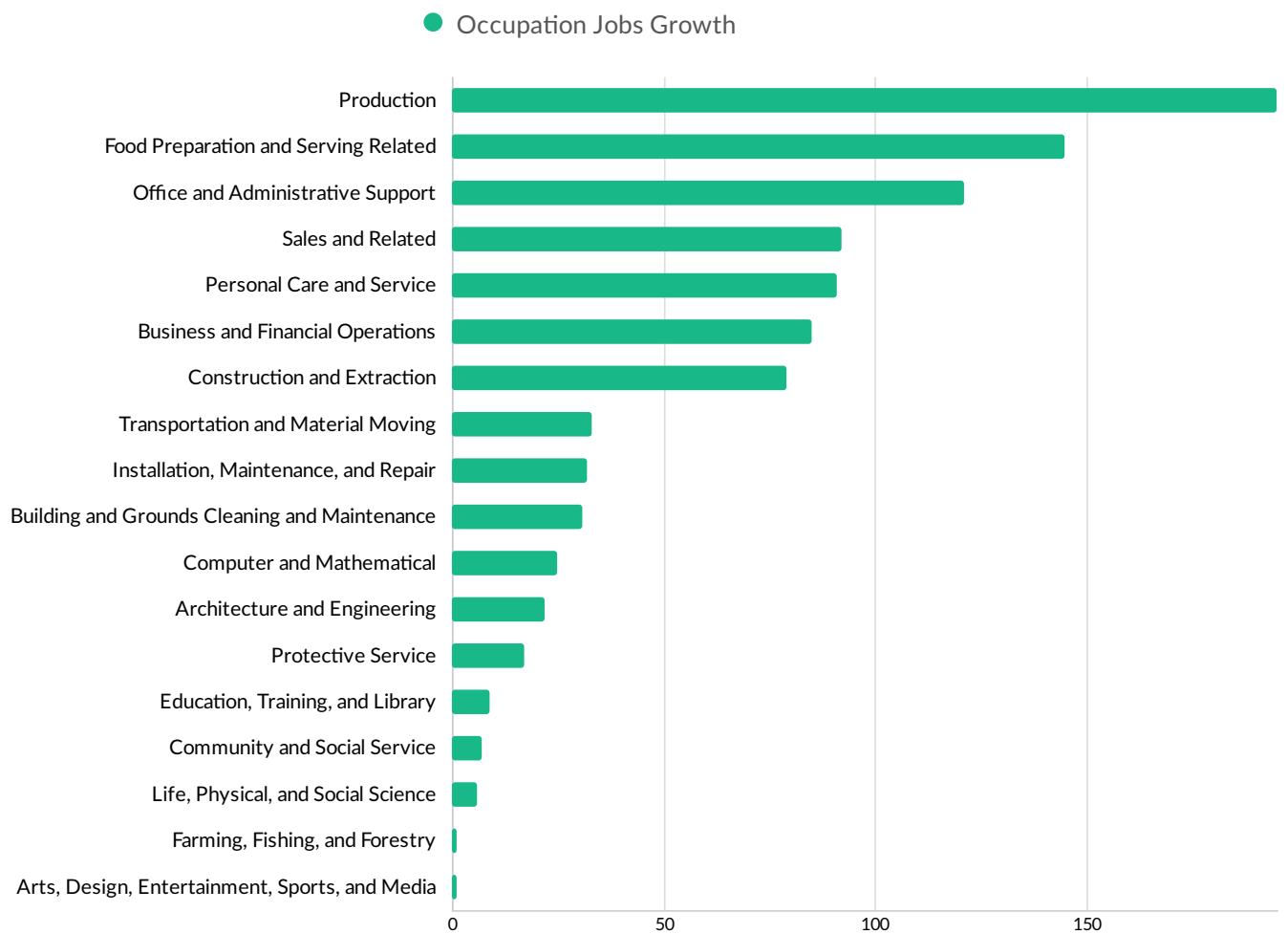
# Workforce Characteristics

## Largest Occupations



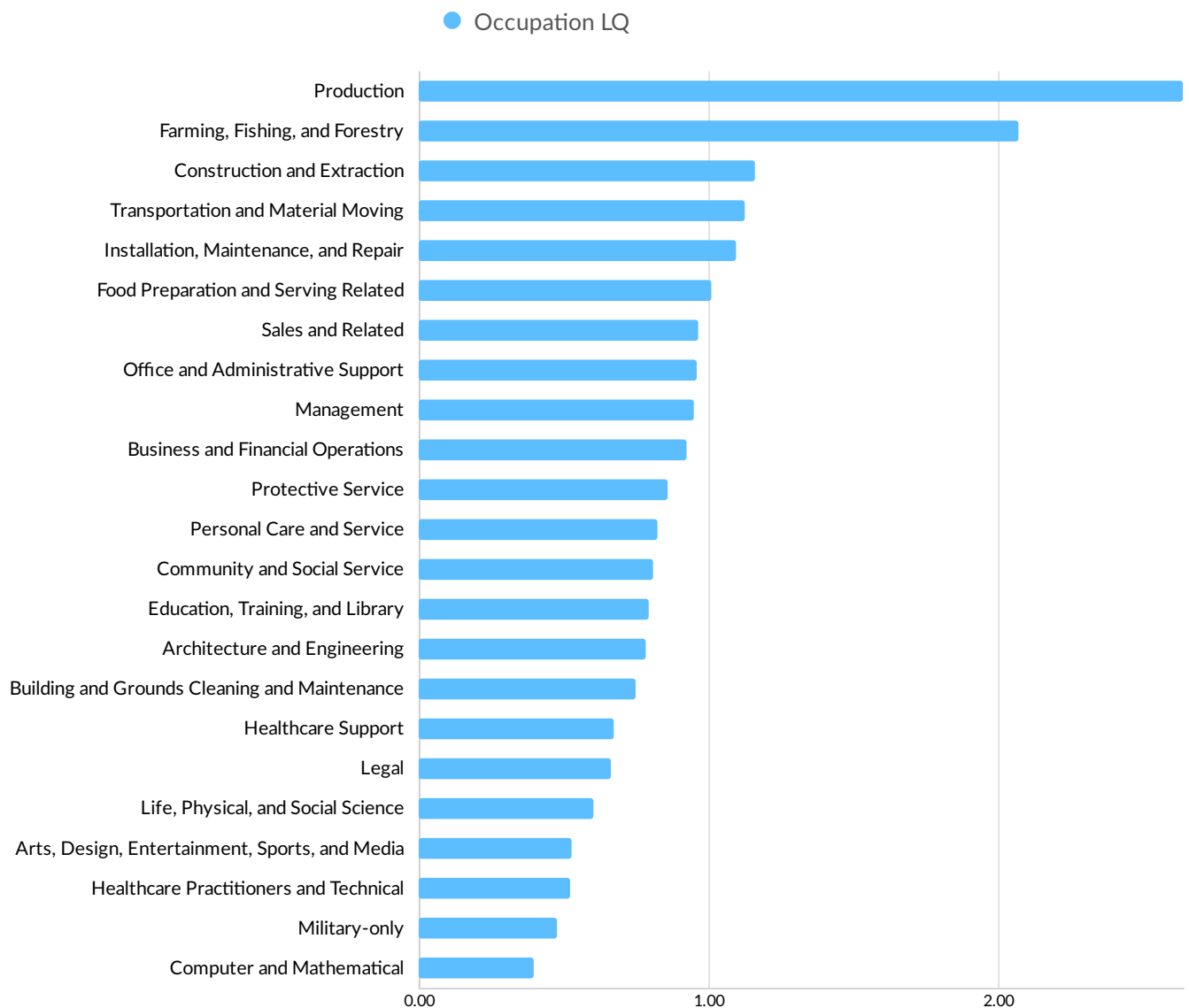
## Workforce Characteristics - Cont.

### Top Growing Occupations



## Workforce Characteristics - Cont.

### Top Occupation LQ



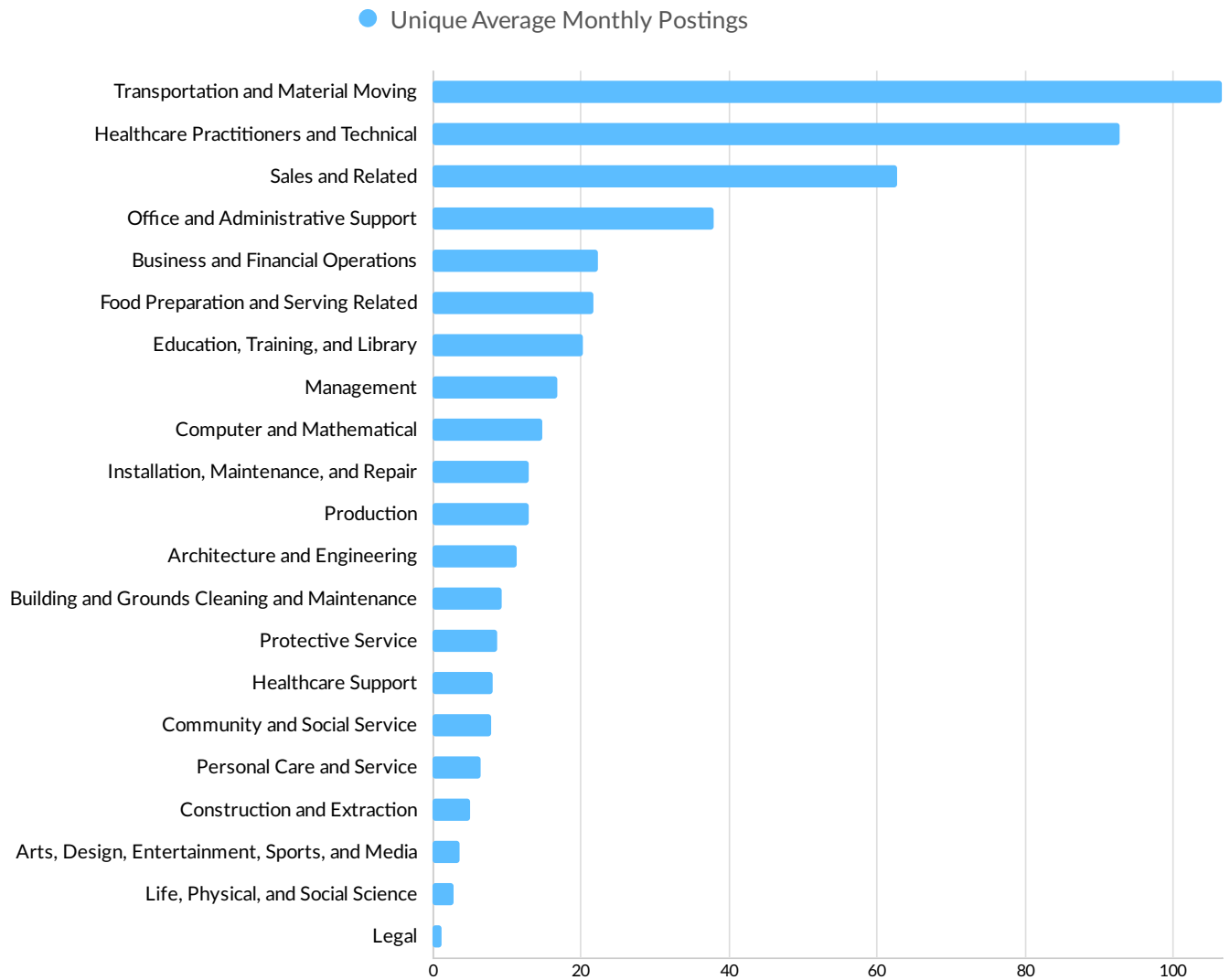
## Workforce Characteristics - Cont.

### 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	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Production	1,702	1,897	195	+11%	2.64	\$17.15	13
Office and Administrative Support	1,620	1,741	121	+7%	0.96	\$15.98	38
Sales and Related	1,103	1,195	92	+8%	0.97	\$16.19	63
Food Preparation and Serving Related	896	1,041	145	+16%	1.01	\$9.53	22
Transportation and Material Moving	894	927	33	+4%	1.13	\$16.33	107
Management	665	650	-15	-2%	0.95	\$35.04	17
Construction and Extraction	568	647	79	+14%	1.16	\$21.74	5
Business and Financial Operations	503	588	85	+17%	0.93	\$26.86	22
Education, Training, and Library	545	554	9	+2%	0.79	\$21.38	20
Installation, Maintenance, and Repair	495	527	32	+6%	1.09	\$20.01	13
Personal Care and Service	344	435	91	+26%	0.83	\$11.80	6
Healthcare Practitioners and Technical	401	356	-45	-11%	0.52	\$32.18	93
Building and Grounds Cleaning and Maintenance	307	338	31	+10%	0.75	\$12.94	9
Protective Service	222	239	17	+8%	0.86	\$21.35	9
Healthcare Support	262	224	-38	-15%	0.67	\$13.41	8
Farming, Fishing, and Forestry	193	194	1	+1%	2.07	\$14.70	0
Community and Social Service	158	165	7	+4%	0.81	\$20.99	8



## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Architecture and Engineering	140	162	22	+16%	0.79	\$29.29	11
Computer and Mathematical	114	139	25	+22%	0.40	\$29.90	15
Arts, Design, Entertainment, Sports, and Media	118	119	1	+1%	0.53	\$17.27	4
Legal	68	68	0	0%	0.67	\$29.93	1
Life, Physical, and Social Science	54	60	6	+11%	0.60	\$27.46	3
Military-only	34	31	-3	-9%	0.48	\$21.74	0

## Educational Pipeline

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