



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

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Economy Overview

27,716

Population (2018)

Population **decreased by 603** over the last 5 years and is projected to **decrease by 301** over the next 5 years.

12,302

Jobs (2018)

Jobs **grew by 599** over the last 5 years and are projected to **grow by 469** over the next 5 years.

\$52.2K

Median Household Income (2016)

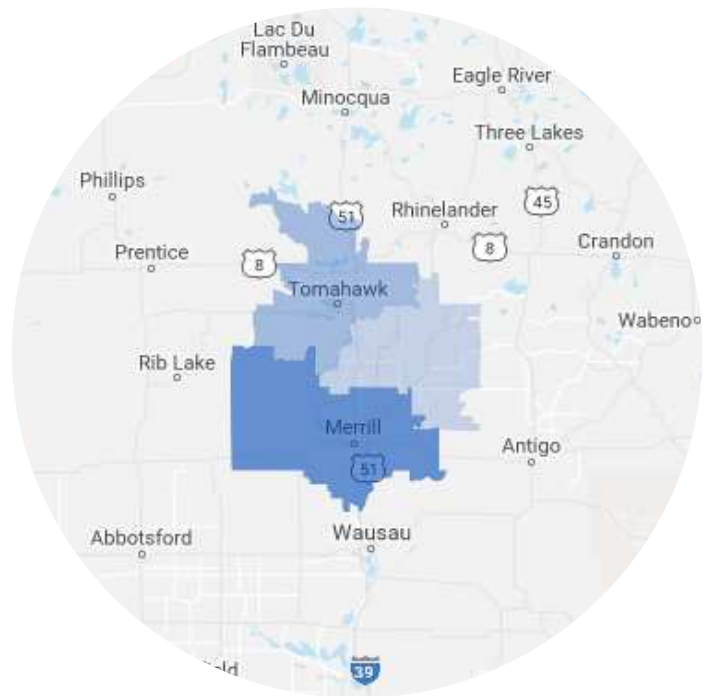
Median household income is **\$3.1K below** the national median household income of \$55.3K.

As of 2018 the region's population **declined by 2.1%** since 2013, falling by 603. Population is expected to **decrease by 1.1%** between 2018 and 2023, losing 301.

From 2013 to 2018, jobs **increased by 5.1%** in Lincoln County, WI from 11,702 to **12,302**. This change **fell short of the national growth rate of 7.4% by 2.3%**. As the number of jobs increased, the **labor force participation rate increased from 63.5% to 66.9%** between 2013 and 2018.

Concerning educational attainment, **10.8% of Lincoln County, WI residents possess a Bachelor's Degree** (7.8% below the national average), and **11.7% hold an Associate's Degree** (3.7% above the national average).

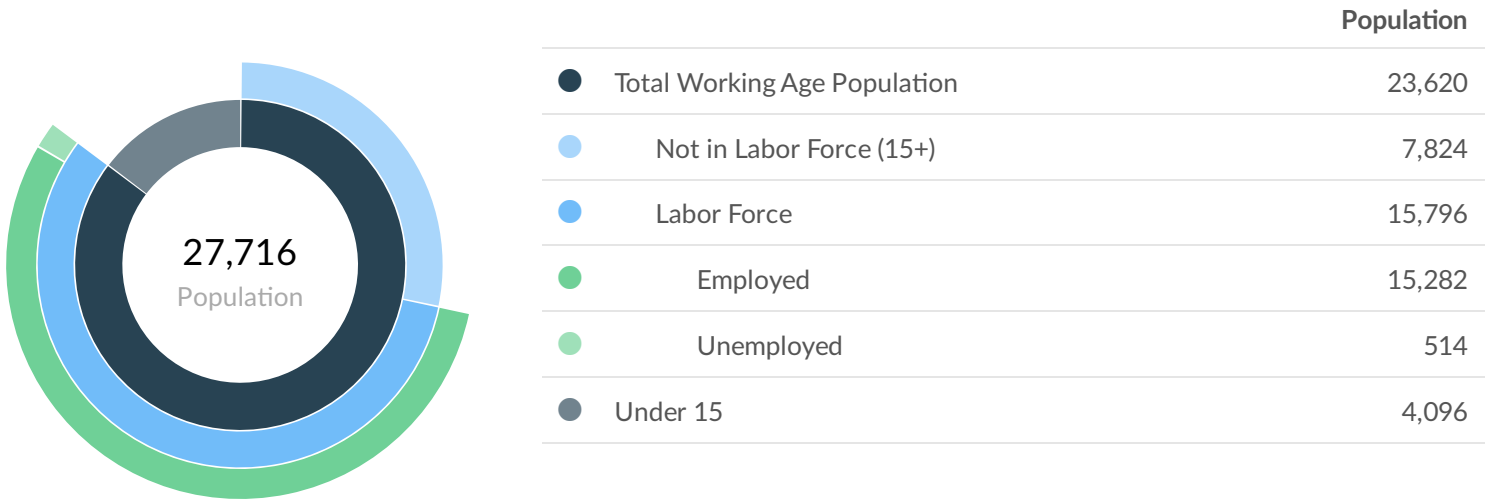
The top three industries in 2018 are Local Government, Excluding Education and Hospitals, Insurance Carriers, and Restaurants and Other Eating Places.



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	27,716	15,796	12,302	100.2	\$1.23B	\$2.00B	\$1.79B
NCWRPC	438,224	235,081	227,020	99.6	\$21.51B	\$27.36B	\$26.67B
Wisconsin	5,810,713	3,216,111	3,142,522	100.3	\$316.61B	\$285.96B	\$314.19B
United States	328,038,851	163,733,789	161,636,598	100.0	\$19.28T	\$0	\$8.38T

Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

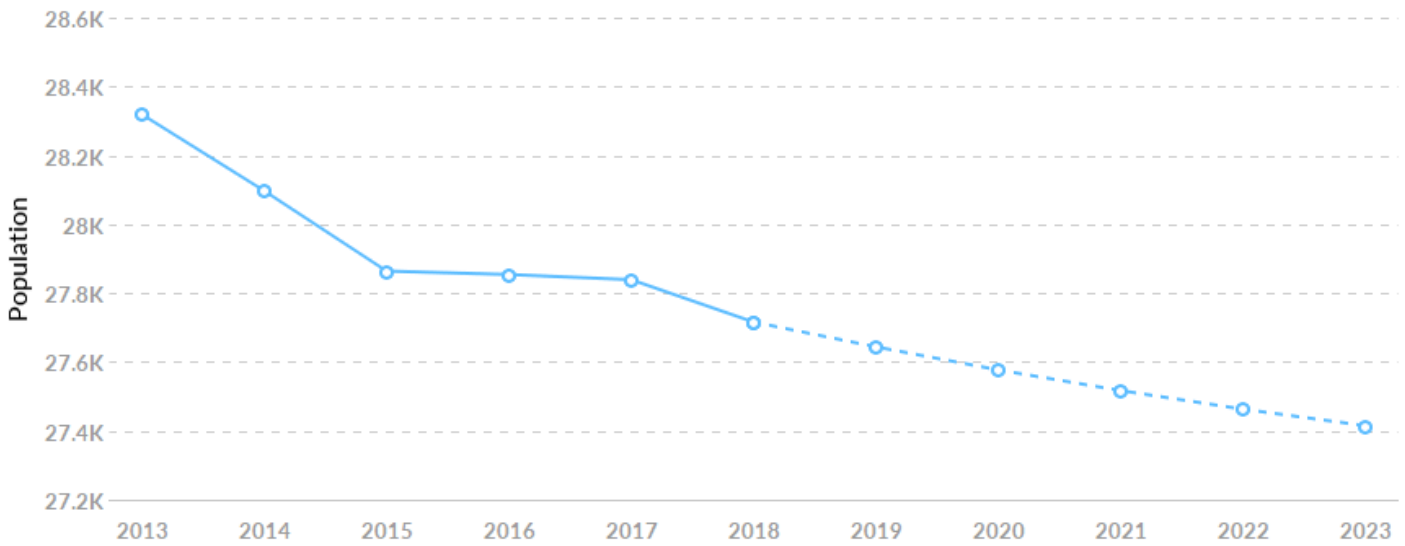
Concerning educational attainment, **10.8% of Lincoln County, WI residents possess a Bachelor's Degree** (7.8% below the national average), and **11.7% hold an Associate's Degree** (3.7% above the national average).



Historic & Projected Trends

Population Trends

As of 2018 the region's population **declined by 2.1%** since 2013, falling by 603. Population is expected to **decrease by 1.1%** between 2018 and 2023, losing 301.

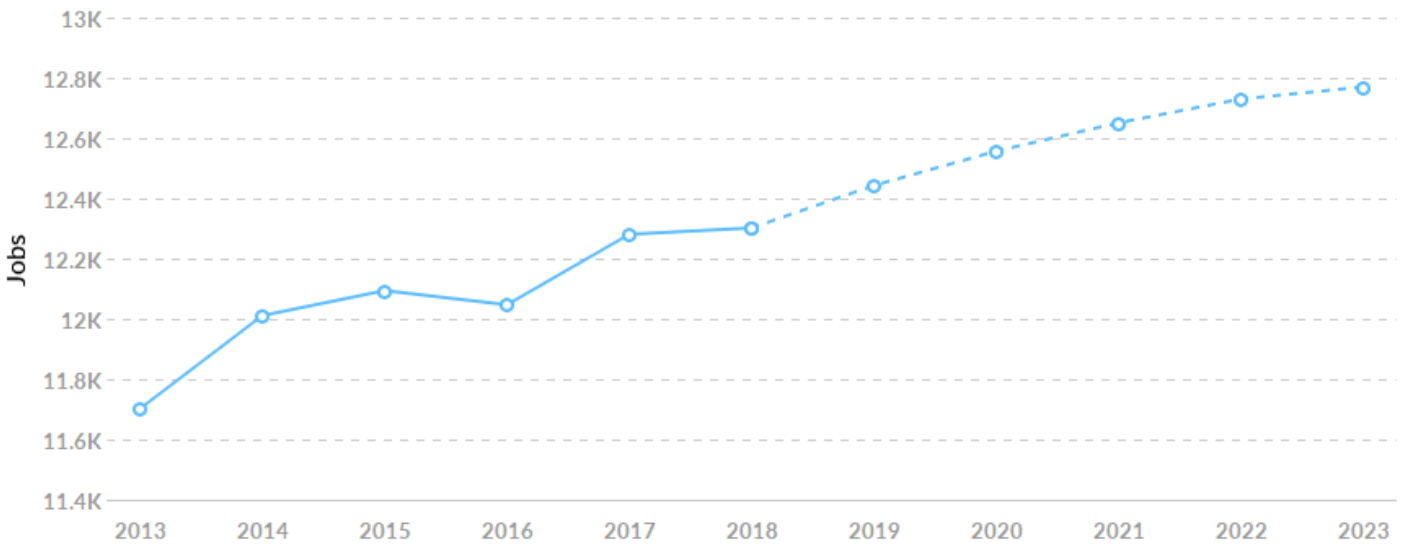


Timeframe	Population
2013	28,319
2014	28,097
2015	27,864
2016	27,854
2017	27,839
2018	27,716
2019	27,644
2020	27,577
2021	27,517
2022	27,463
2023	27,415

Historic & Projected Trends - Cont.

Job Trends

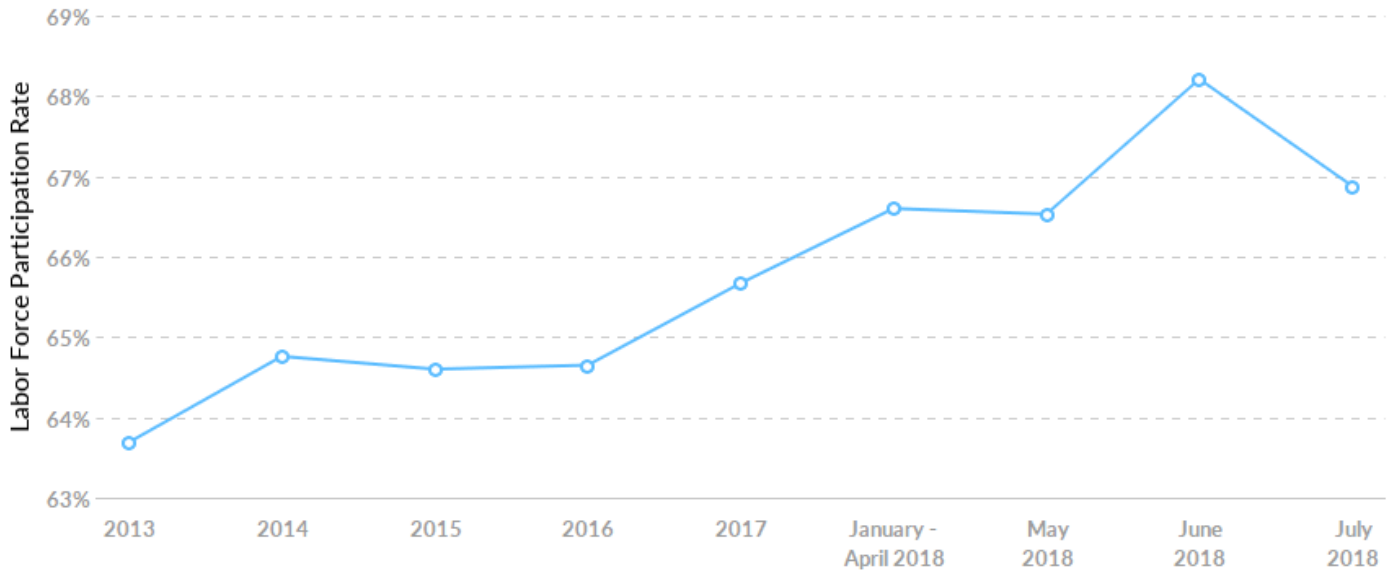
From 2013 to 2018, jobs increased by 5.1% in Lincoln County, WI from 11,702 to 12,302. This change fell short of the national growth rate of 7.4% by 2.3%.



Timeframe	Jobs
2013	11,702
2014	12,011
2015	12,094
2016	12,047
2017	12,281
2018	12,302
2019	12,443
2020	12,557
2021	12,651
2022	12,730
2023	12,770

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

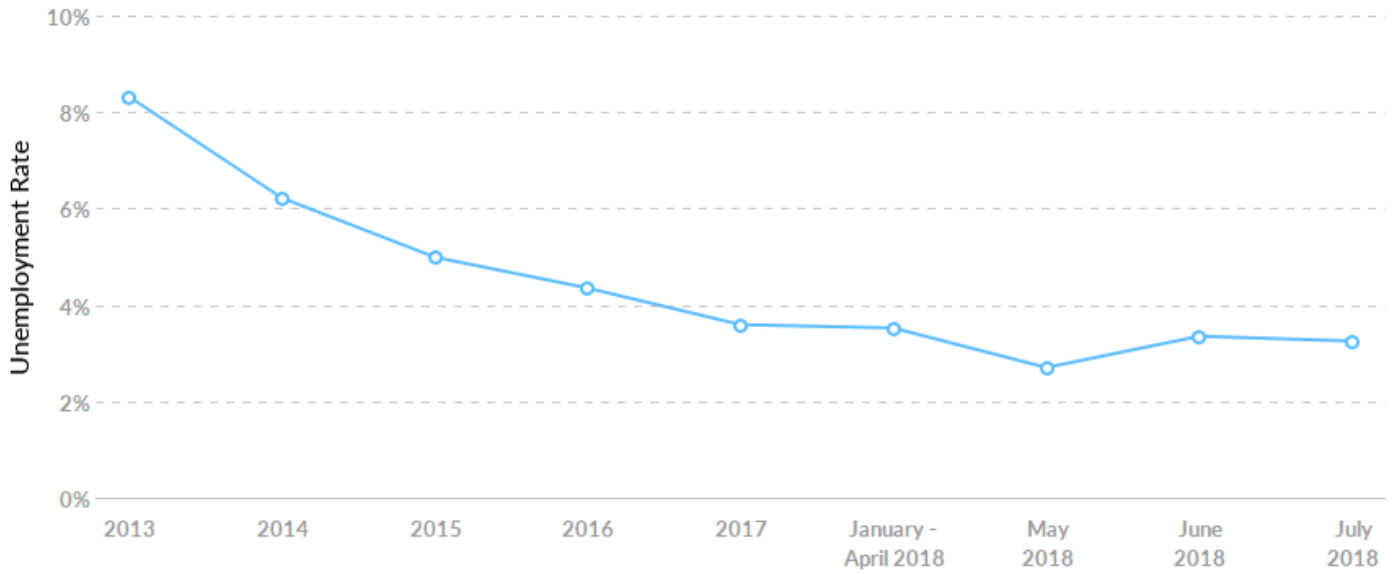


Timeframe	Labor Force Participation Rate
2013	63.69%
2014	64.76%
2015	64.60%
2016	64.65%
2017	65.67%
January - April 2018	66.60%
May 2018	66.53%
June 2018	68.21%
July 2018	66.88%

Historic & Projected Trends - Cont.

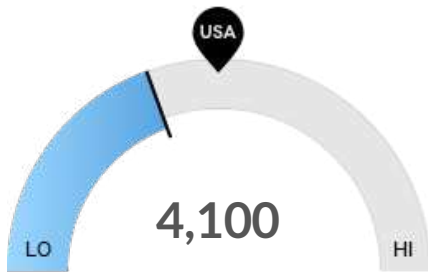
Unemployment Rate Trends

Lincoln County, WI had a July 2018 unemployment rate of 3.25%, **decreasing from 8.32%** 5 years before.



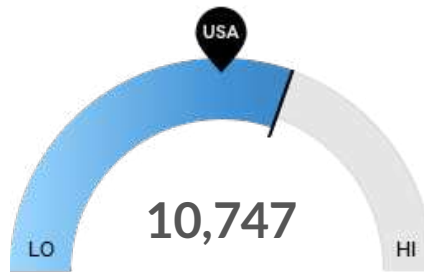
Timeframe	Unemployment Rate
2013	8.32%
2014	6.22%
2015	4.99%
2016	4.35%
2017	3.59%
January - April 2018	3.52%
May 2018	2.70%
June 2018	3.35%
July 2018	3.25%

Population Characteristics



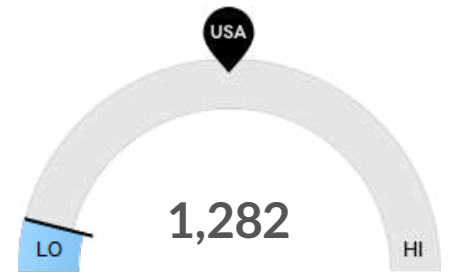
Millennials

Lincoln County, WI has 4,100 millennials (ages 20-34). The national average for an area this size is 5,766.



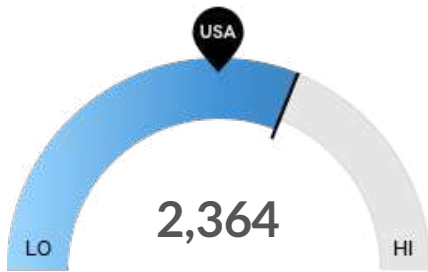
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 7,936 people 55 or older, while there are 10,747 here.



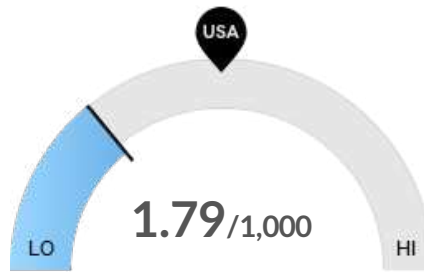
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 10,933 racially diverse people, while there are 1,282 here.



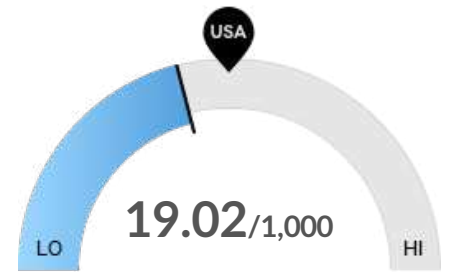
Veterans

Lincoln County, WI has 2,364 veterans. The national average for an area this size is 1,683.



Violent Crime

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



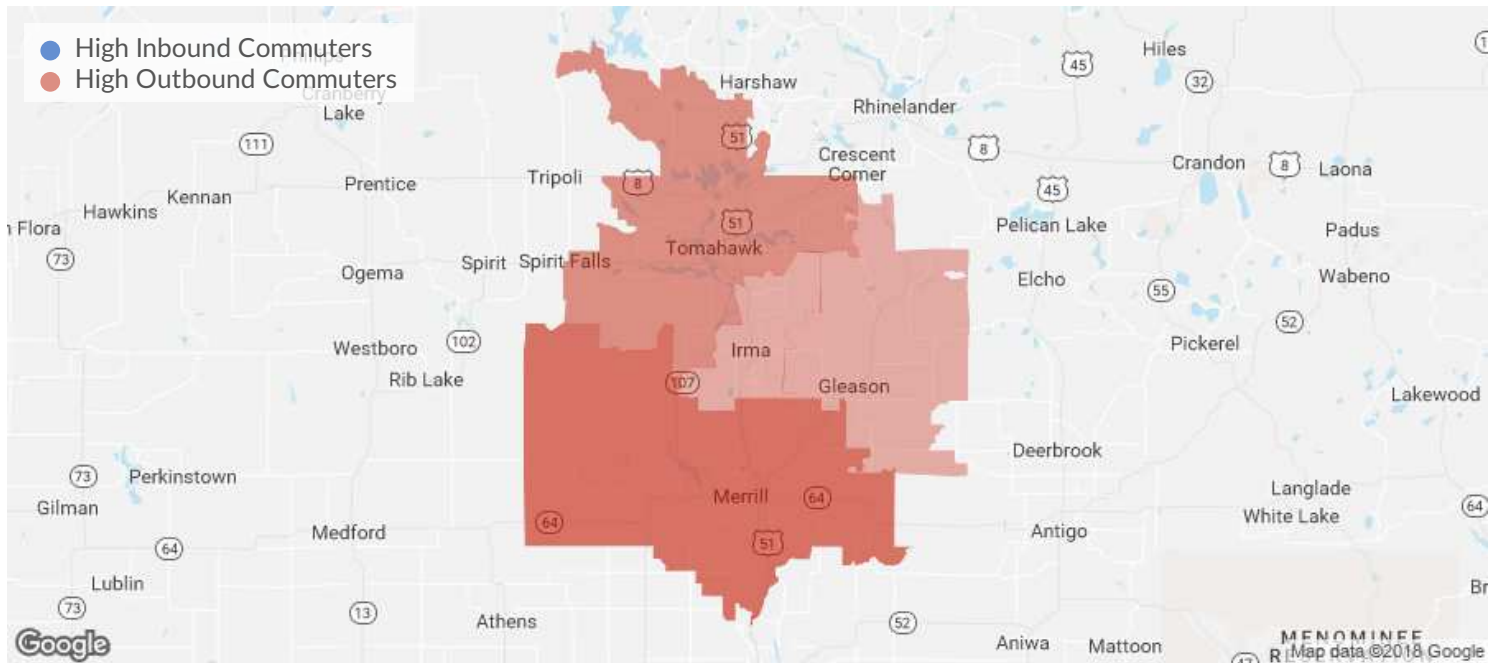
Property Crime

Lincoln County, WI has 19.02 property crimes per 1,000 people. The national rate is 24.21 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

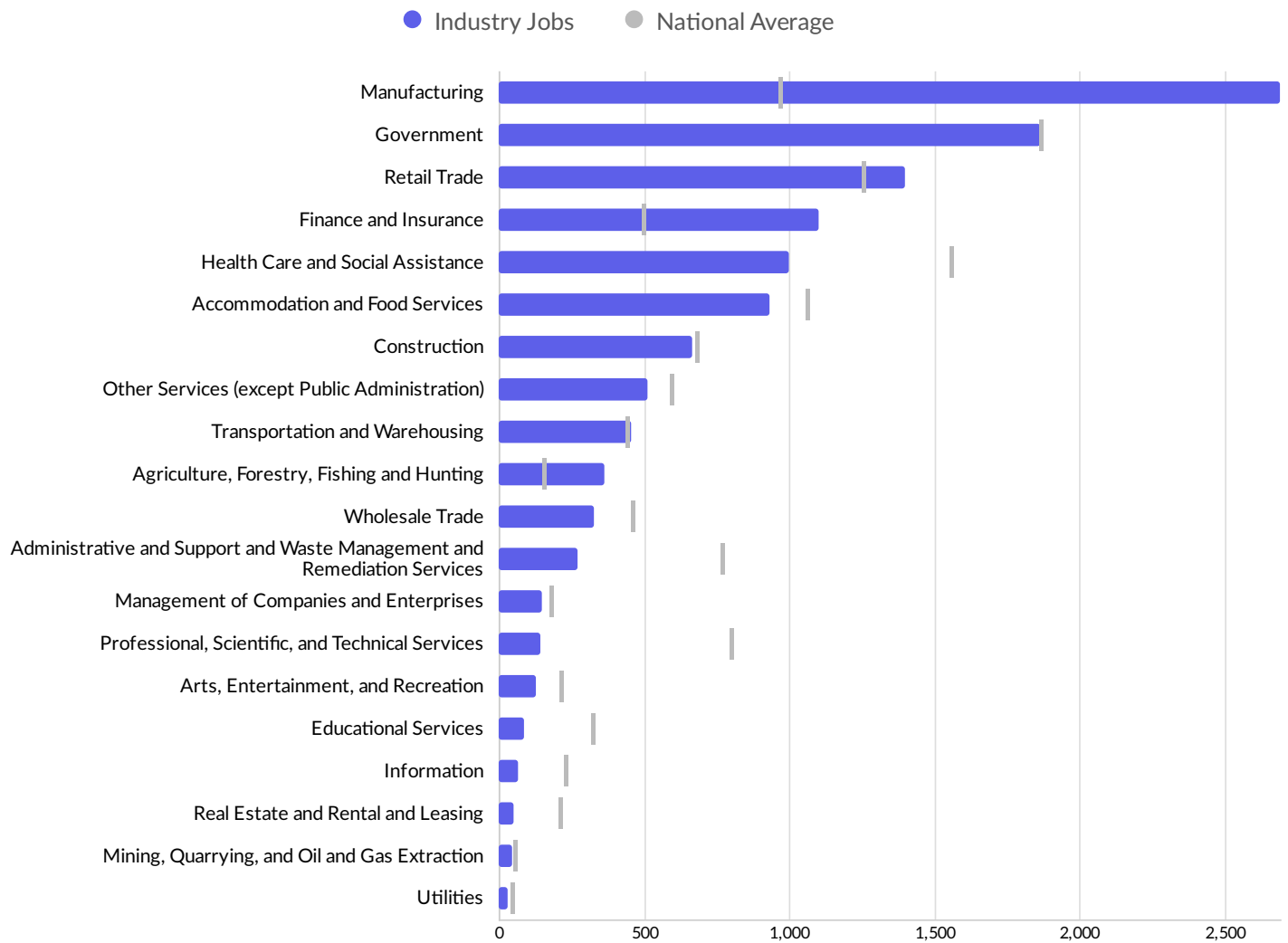
ZIP	Name	2018 Employment
54452	Merrill, WI (in Lincoln ...	7,735
54487	Tomahawk, WI (in Linc...	4,076
54435	Gleason, WI (in Lincoln...	344
54442	Irma, WI (in Lincoln co...	139
54532	Heafford Junction, WI ...	<10

Where Talent Lives

ZIP	Name	2018 Workers
54452	Merrill, WI (in Lincoln ...	10,996
54487	Tomahawk, WI (in Linc...	5,580
54435	Gleason, WI (in Lincoln...	1,244
54442	Irma, WI (in Lincoln co...	630
54532	Heafford Junction, WI ...	<10

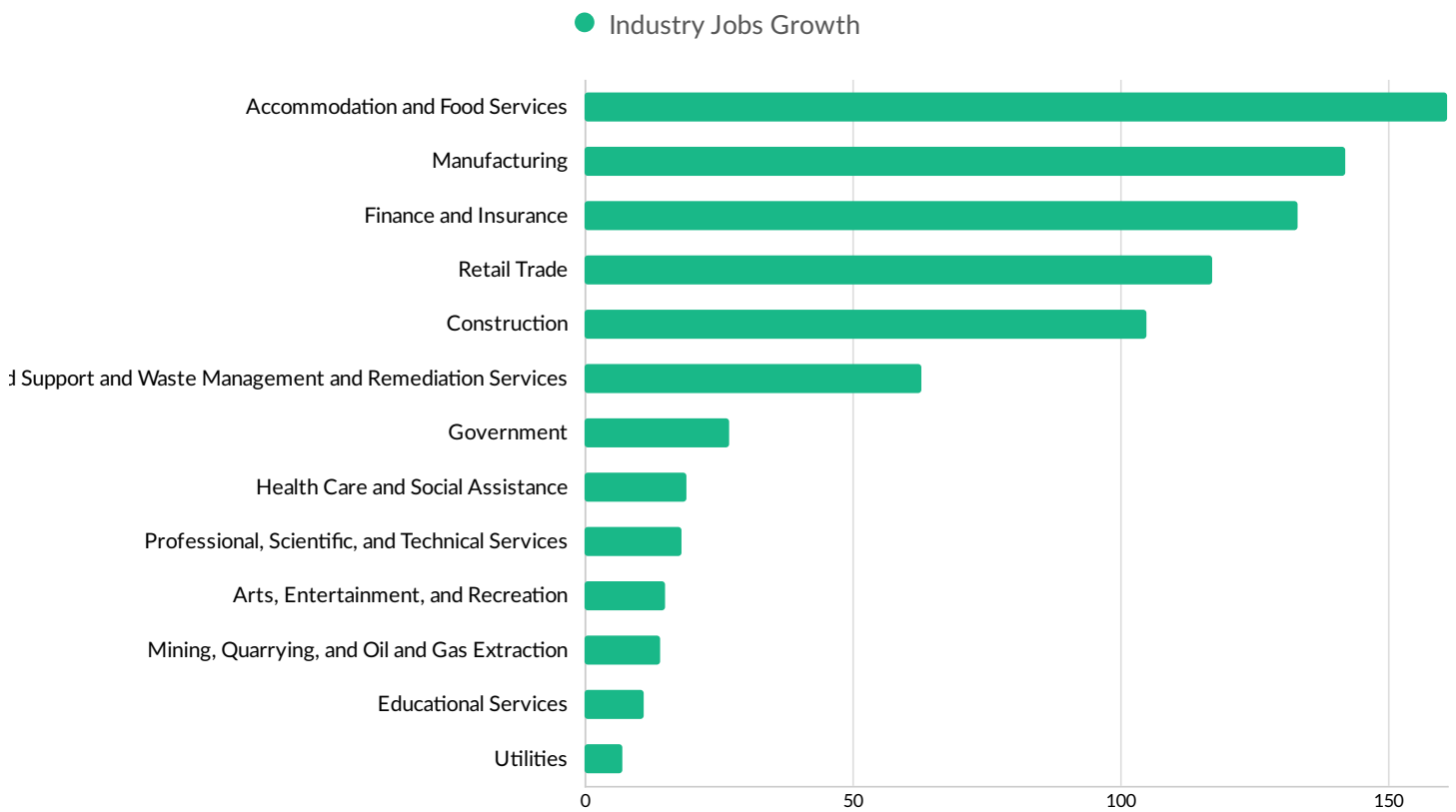
Industry Characteristics

Largest Industries



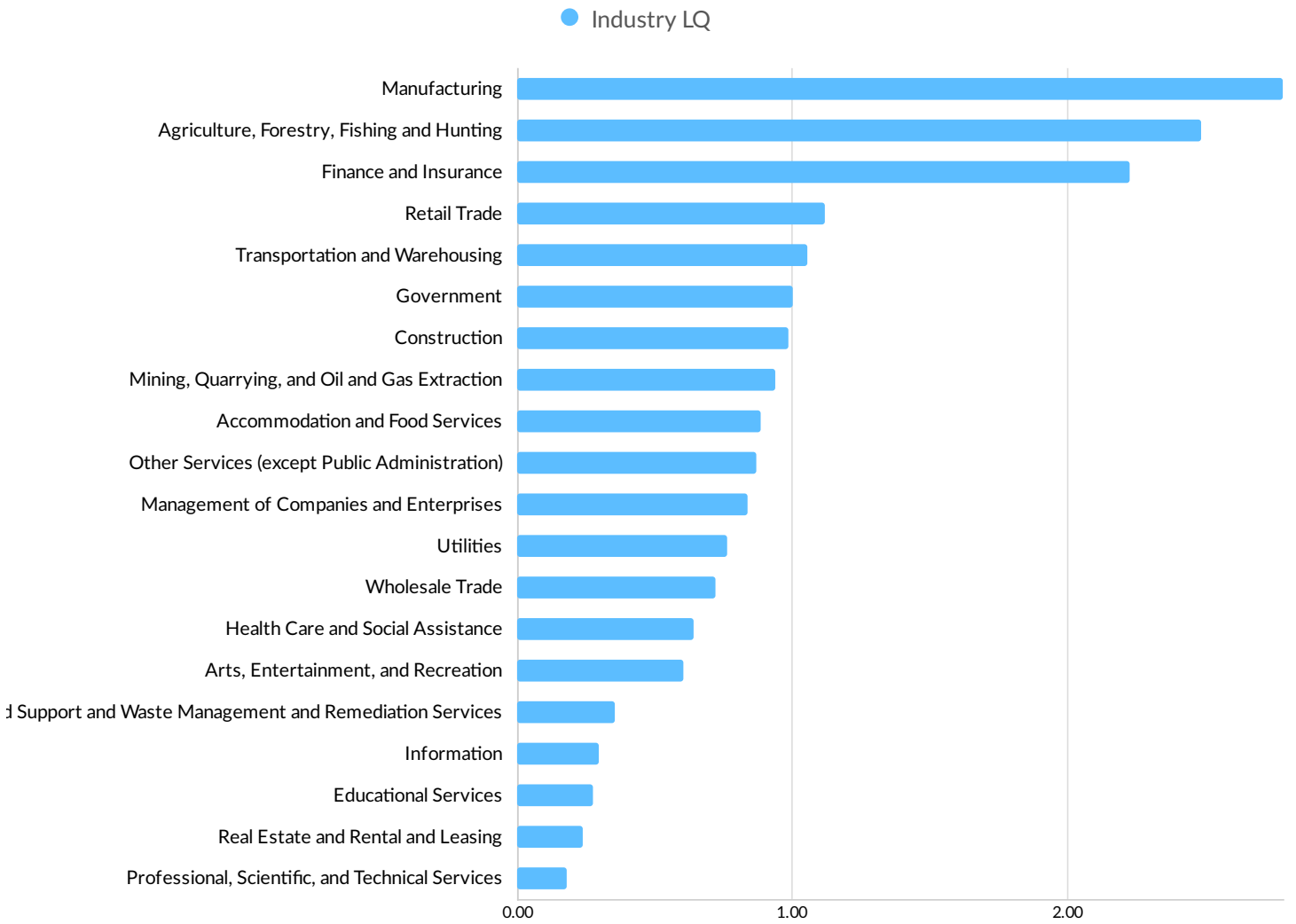
Industry Characteristics - Cont.

Top Growing Industries



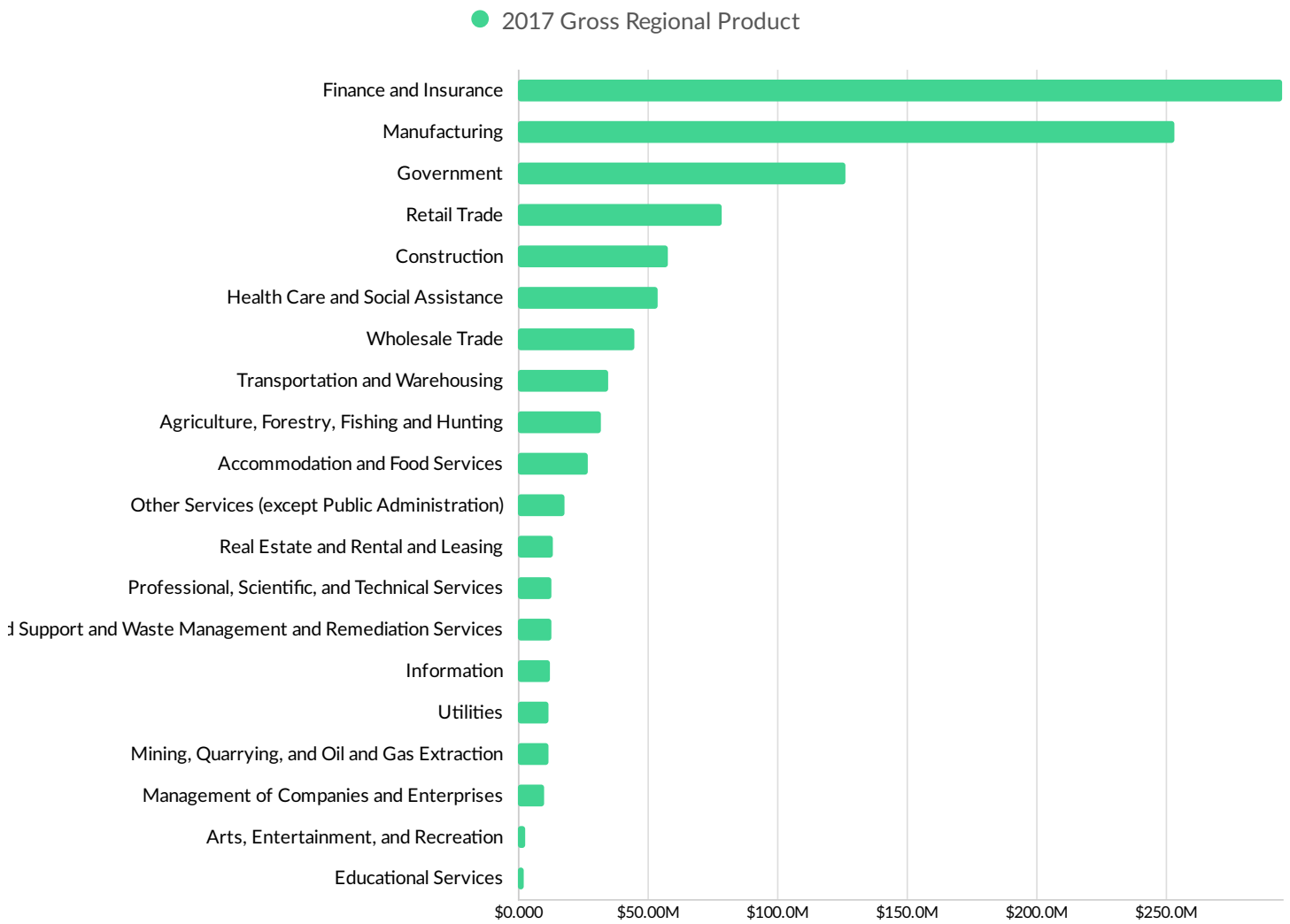
Industry Characteristics - Cont.

Top Industry LQ



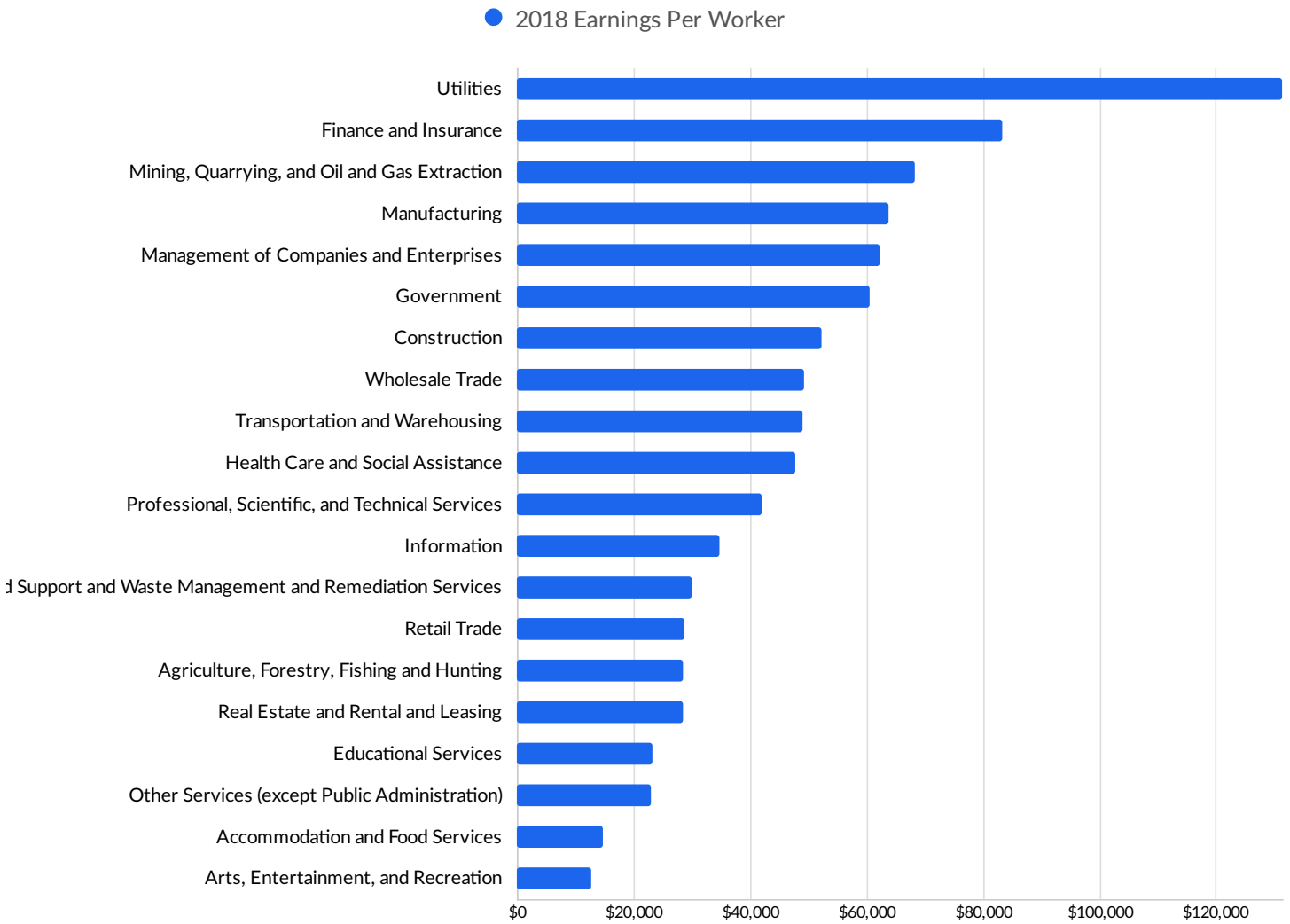
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings























Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Manufacturing	2,550	2,692	142	+6%	2.79	\$63,895	\$253.79M
Government	1,840	1,867	27	+1%	1.00	\$60,493	\$126.46M
Retail Trade	1,284	1,401	117	+9%	1.12	\$28,868	\$78.74M
Finance and Insurance	967	1,100	133	+14%	2.23	\$83,270	\$295.16M
Health Care and Social Assistance	979	998	19	+2%	0.64	\$47,771	\$53.97M
Accommodation and Food Services	774	935	161	+21%	0.89	\$14,884	\$27.24M
Construction	562	667	105	+19%	0.99	\$52,364	\$57.96M
Other Services (except Public Administration)	563	514	-49	-9%	0.87	\$23,026	\$18.26M
Transportation and Warehousing	471	459	-12	-3%	1.06	\$48,980	\$34.99M
Agriculture, Forestry, Fishing and Hunting	449	366	-83	-18%	2.49	\$28,440	\$31.98M
Wholesale Trade	375	330	-45	-12%	0.72	\$49,201	\$45.13M
Administrative and Support and Waste Management and Remediation Services	208	271	63	+30%	0.35	\$29,996	\$12.89M
Management of Companies and Enterprises	166	147	-19	-11%	0.84	\$62,217	\$10.31M
Professional, Scientific, and Technical Services	125	143	18	+14%	0.18	\$42,125	\$12.94M
Arts, Entertainment, and Recreation	114	129	15	+13%	0.61	\$12,882	\$2.80M
Educational Services	78	89	11	+14%	0.28	\$23,321	\$2.24M
Information	86	67	-19	-22%	0.30	\$34,854	\$12.53M
Real Estate and Rental and Leasing	55	50	-5	-9%	0.24	\$28,418	\$13.23M
Mining, Quarrying, and Oil and Gas Extraction	33	47	14	+42%	0.94	\$68,394	\$11.82M
Utilities	25	32	7	+28%	0.76	\$131,396	\$11.85M

Business Characteristics

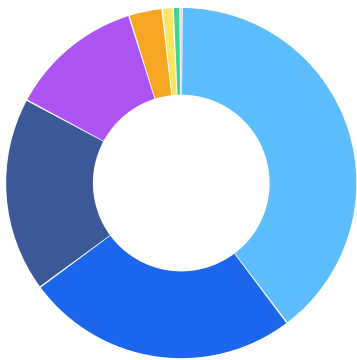
2,128 Companies Employ Your Workers

Online profiles for your workers mention 2,128 companies as employers, with the top 10 appearing below. In the last 12 months, 477 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...	132 	Church Mutual Insurance Com...	149 
Aspirus Wausau Hospital, Inc.	52 	Roehl Transport, Inc.	100 
Merrill Area Public Schools Inc	50 	Platinum Supplemental Insuran...	79 
Harley-Davidson, Inc.	39 	Tutree, Inc.	62 
Ministry Health Care, Inc.	38 	Pizza Hut, Inc.	59 
Marshfield Clinic	32 	C.R. England, Inc.	54 
Packaging Corporation of Ame...	31 	Ascension Health	45 
State of Wisconsin	31 	Barr-Nunn Transportation, Inc.	42 
School District of Tomahawk	23 	Shopko Stores Operating Co., L...	29 
Eastbay, Inc.	22 	Family Dollar Stores, Inc.	27 

Business Characteristics - Cont.

Business Size

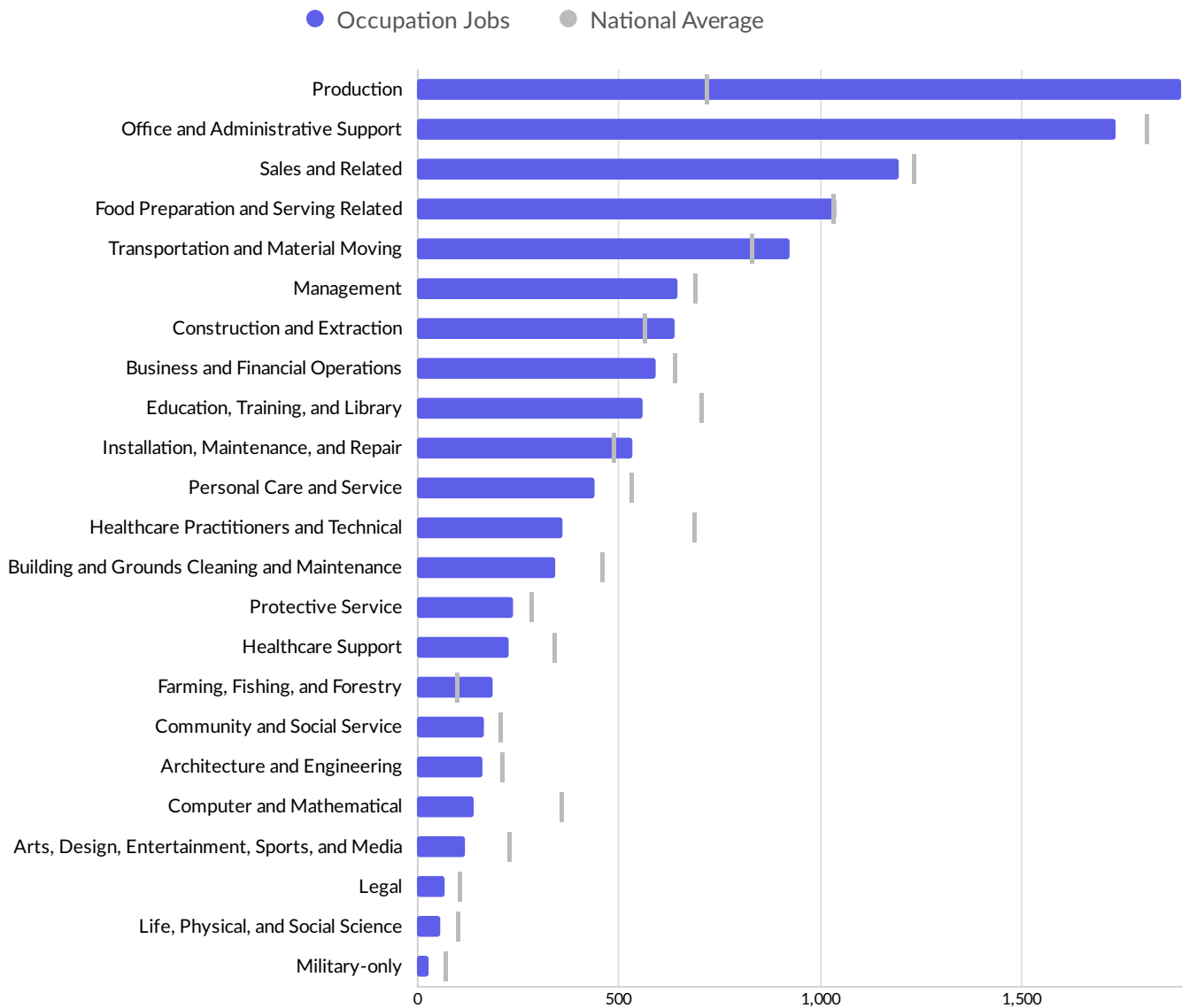


	Percentage	Business Count
1 to 4 employees	39.6%	437
5 to 9 employees	25.2%	278
10 to 19 employees	18.0%	198
20 to 49 employees	12.3%	136
50 to 99 employees	3.1%	34
100 to 249 employees	1.0%	11
250 to 499 employees	0.6%	7
500+ employees	0.2%	2

**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.*

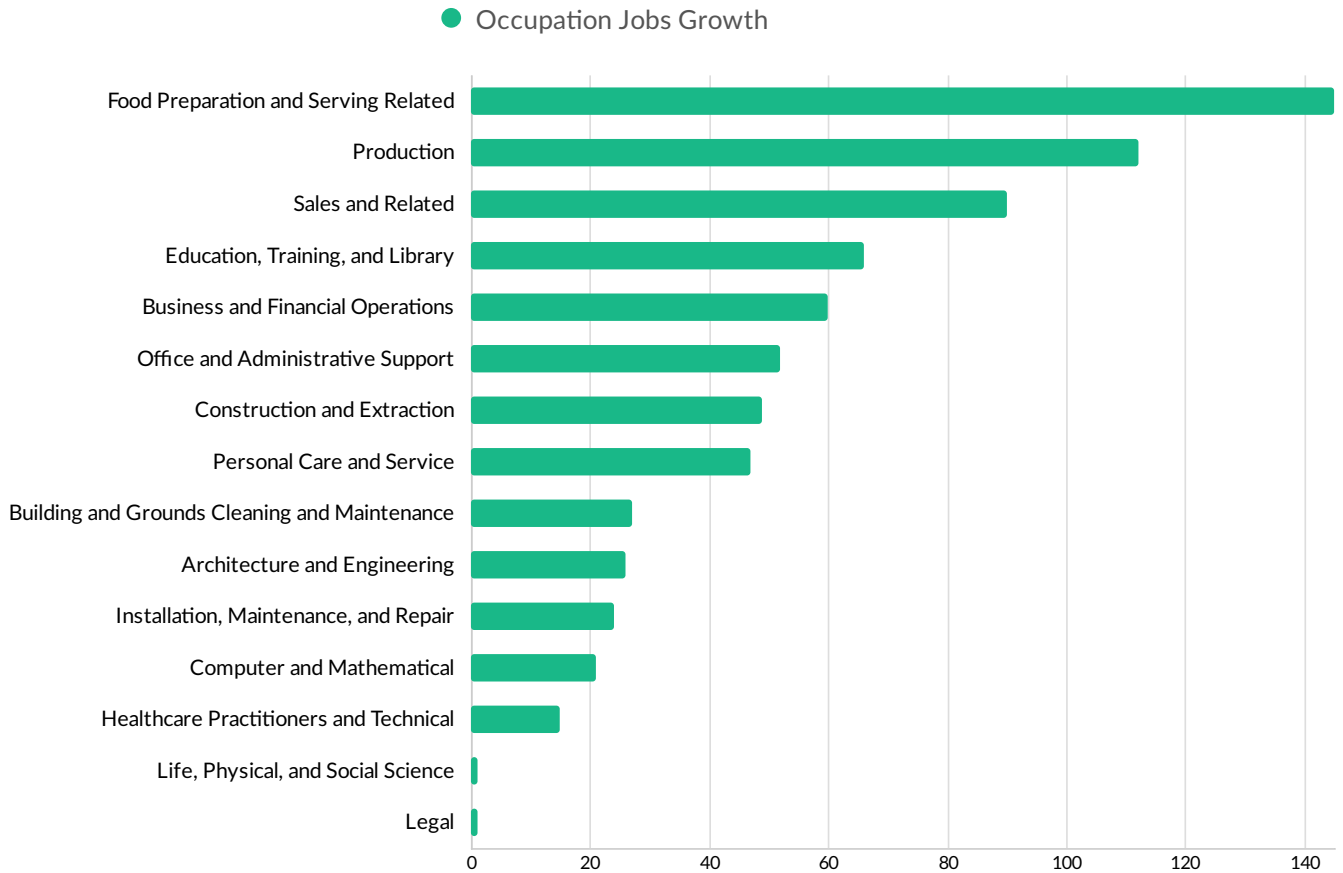
Workforce Characteristics

Largest Occupations



Workforce Characteristics - Cont.

Top Growing Occupations



Top Occupation LQ

● Occupation LQ

Top Occupation Earnings

● 2017 Avg. Hourly Earnings

Top Posted Occupations

● Unique Average Monthly Postings

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Production	1,785	1,897	112	+6%	2.65	\$17.11	11
Office and Administrative Support	1,682	1,734	52	+3%	0.96	\$15.97	40
Sales and Related	1,106	1,196	90	+8%	0.97	\$16.20	62
Food Preparation and Serving Related	896	1,041	145	+16%	1.01	\$9.50	27
Transportation and Material Moving	932	924	-8	-1%	1.12	\$16.28	106
Management	695	646	-49	-7%	0.94	\$35.10	16
Construction and Extraction	591	640	49	+8%	1.14	\$21.75	6
Business and Financial Operations	531	591	60	+11%	0.93	\$26.83	25
Education, Training, and Library	495	561	66	+13%	0.80	\$21.38	22
Installation, Maintenance, and Repair	511	535	24	+5%	1.11	\$19.97	14
Personal Care and Service	393	440	47	+12%	0.83	\$11.77	8
Healthcare Practitioners and Technical	346	361	15	+4%	0.53	\$32.43	78
Building and Grounds Cleaning and Maintenance	315	342	27	+9%	0.75	\$12.91	8
Protective Service	251	240	-11	-4%	0.86	\$21.38	9
Healthcare Support	244	226	-18	-7%	0.68	\$13.44	8
Farming, Fishing, and Forestry	198	187	-11	-6%	1.99	\$14.68	0
Community and Social Service	192	166	-26	-14%	0.81	\$21.00	8

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Architecture and Engineering	136	162	26	+19%	0.78	\$29.33	11
Computer and Mathematical	118	139	21	+18%	0.39	\$30.00	15
Arts, Design, Entertainment, Sports, and Media	128	118	-10	-8%	0.52	\$17.34	3
Legal	67	68	1	+1%	0.66	\$29.86	2
Life, Physical, and Social Science	58	59	1	+2%	0.60	\$27.37	2
Military-only	32	30	-2	-6%	0.47	\$21.74	0

Educational Pipeline

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