



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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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.

12,274

Jobs (2018)

Jobs grew by 573 over the last 5 years and are projected to grow by 484 over the next 5 years.

\$54.2K

Median Household Income (2017)

Median household income is \$3.4K below the national median household income of \$57.7K.

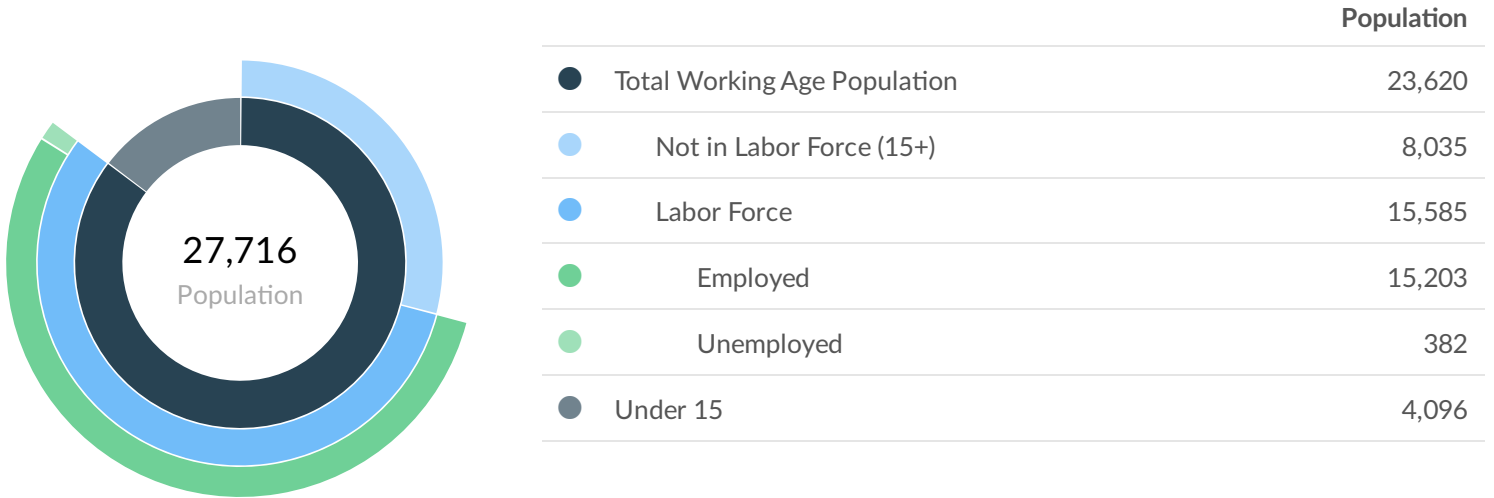
Takeaways

- 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 4.9% in Lincoln County, WI from 11,701 to 12,274. This change fell short of the national growth rate of 7.8% by 2.9%. As the number of jobs increased, the labor force participation rate increased from 63.3% to 66.0% 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	15,585	12,274	100.2	\$1.22B	\$2.04B	\$1.81B
NCWRPC	438,224	229,828	226,463	99.6	\$22.05B	\$28.00B	\$27.29B
Wisconsin	5,810,713	3,148,851	3,139,957	100.3	\$327.94B	\$290.04B	\$322.18B

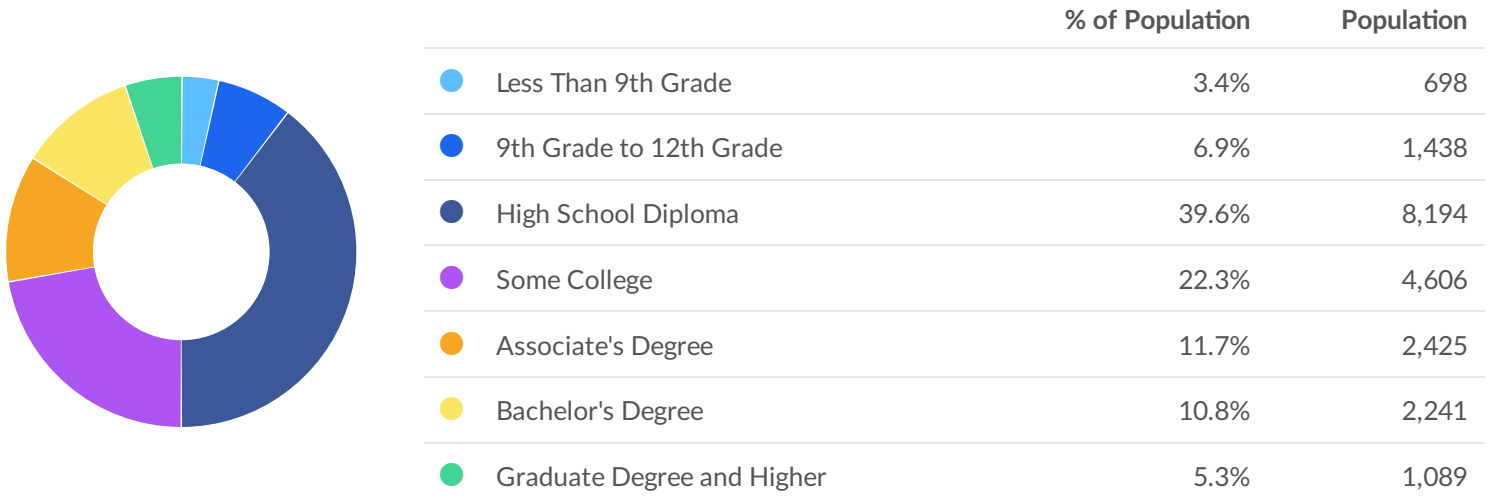
Economy Overview - Cont.

2018 Labor Force Breakdown



Educational Attainment

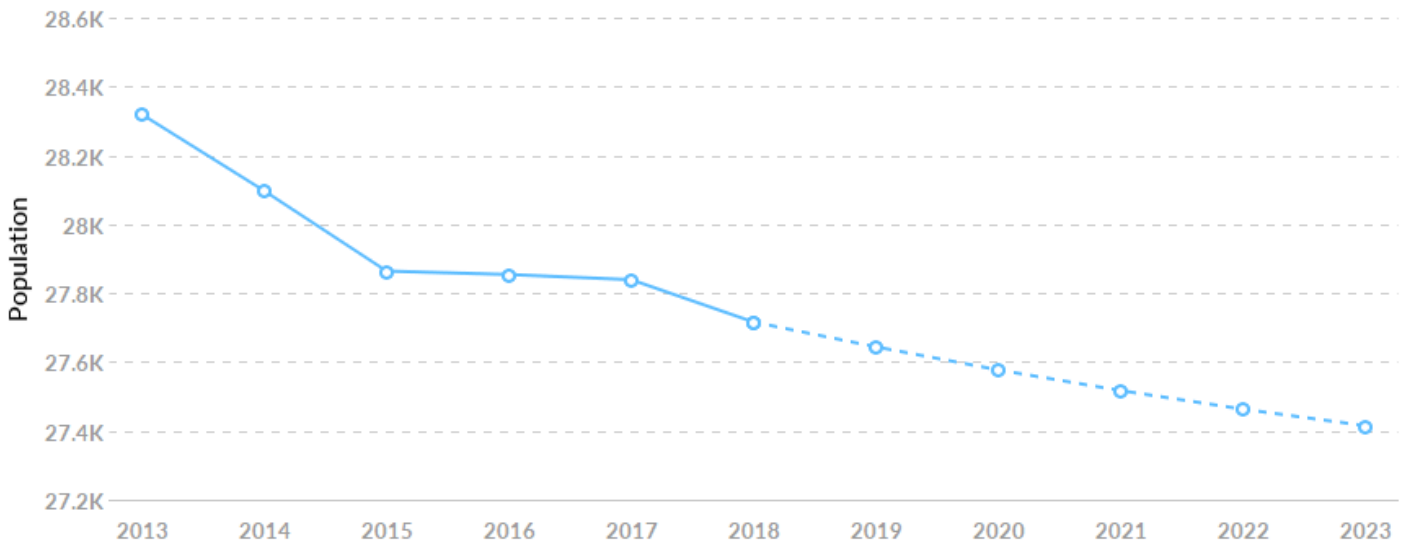
Concerning educational attainment, **10.8% of Lincoln County, WI residents possess a Bachelor's Degree** (7.8% below the national average), and **11.7% hold an Associate's Degree** (3.7% above the national average).



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.

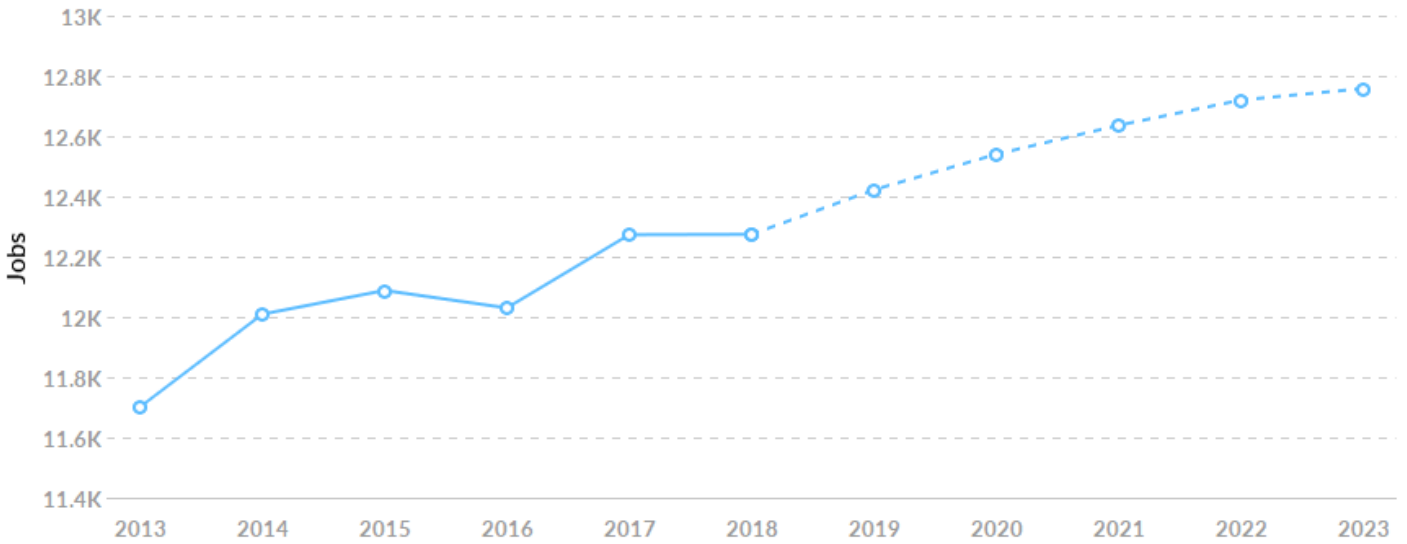


Timeframe	Population
2013	28,319
2014	28,097
2015	27,864
2016	27,854
2017	27,839
2018	27,716
2019	27,644
2020	27,577
2021	27,517
2022	27,463
2023	27,415

Historic & Projected Trends - Cont.

Job Trends

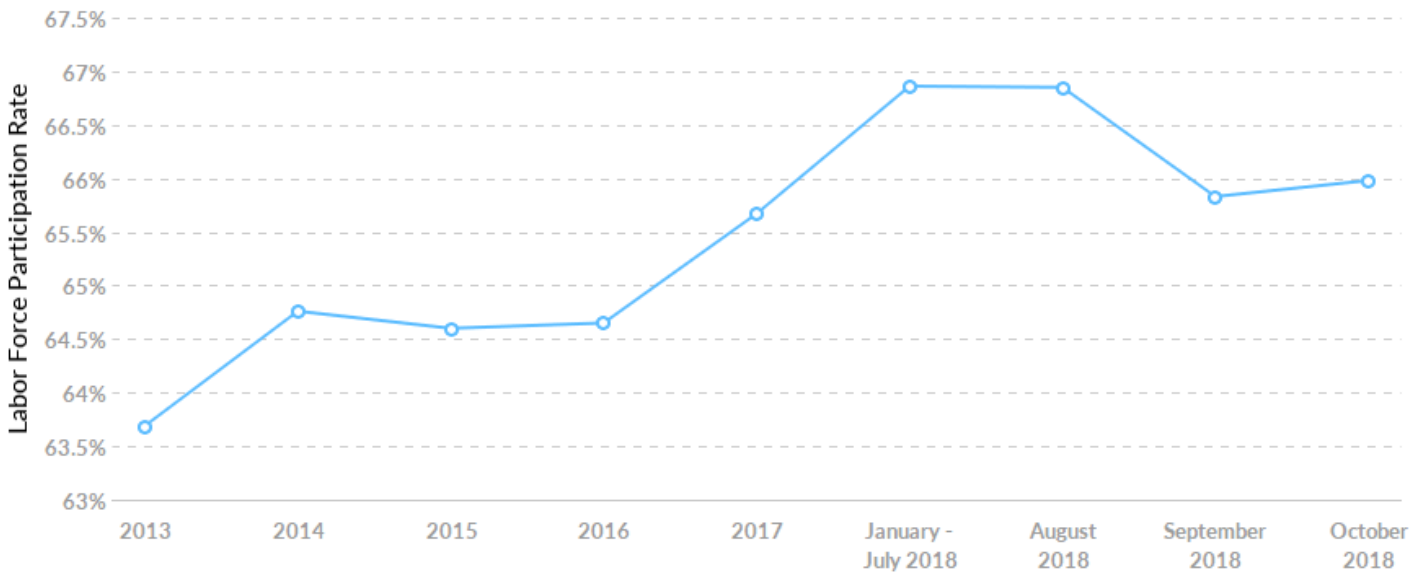
From 2013 to 2018, jobs increased by 4.9% in Lincoln County, WI from 11,701 to 12,274. This change fell short of the national growth rate of 7.8% by 2.9%.



Timeframe	Jobs
2013	11,701
2014	12,009
2015	12,088
2016	12,030
2017	12,273
2018	12,274
2019	12,422
2020	12,540
2021	12,636
2022	12,720
2023	12,758

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

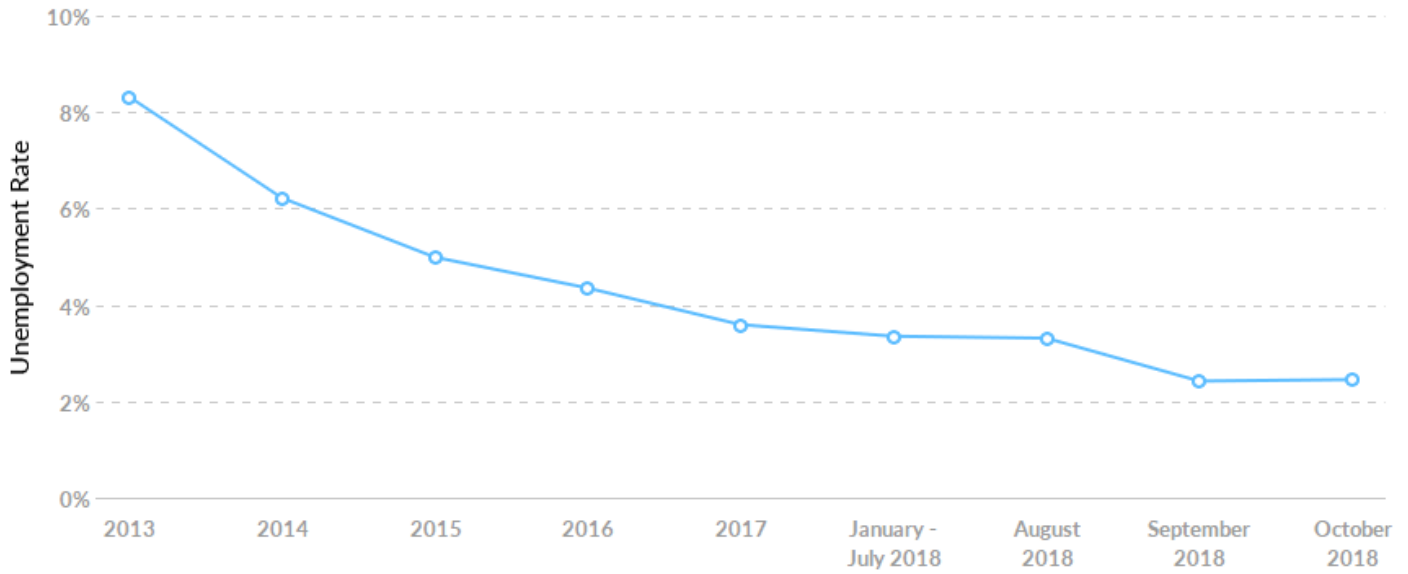


Timeframe	Labor Force Participation Rate
2013	63.69%
2014	64.76%
2015	64.60%
2016	64.65%
2017	65.67%
January - July 2018	66.86%
August 2018	66.85%
September 2018	65.83%
October 2018	65.98%

Historic & Projected Trends - Cont.

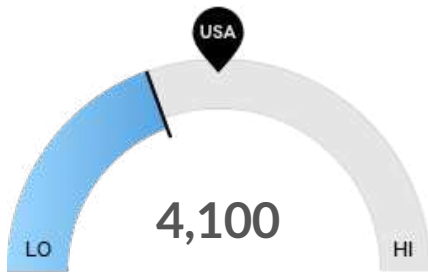
Unemployment Rate Trends

Lincoln County, WI had an October 2018 unemployment rate of 2.45%, **decreasing from 8.32%** 5 years before.



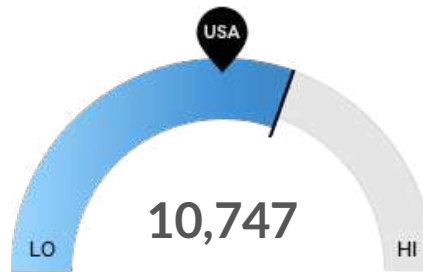
Timeframe	Unemployment Rate
2013	8.32%
2014	6.22%
2015	4.99%
2016	4.35%
2017	3.59%
January - July 2018	3.35%
August 2018	3.31%
September 2018	2.42%
October 2018	2.45%

Population Characteristics



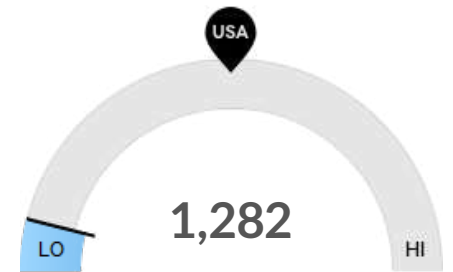
Millennials

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



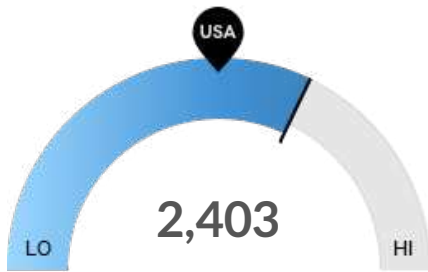
Retiring Soon

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.



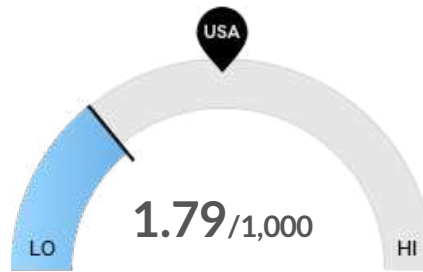
Racial Diversity

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.



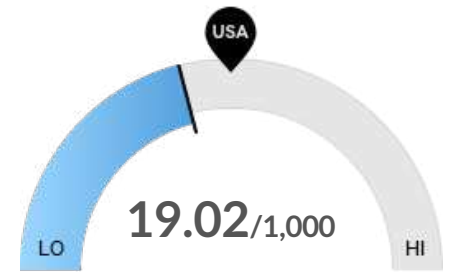
Veterans

Lincoln County, WI has 2,403 veterans. The national average for an area this size is 1,619.



Violent Crime

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



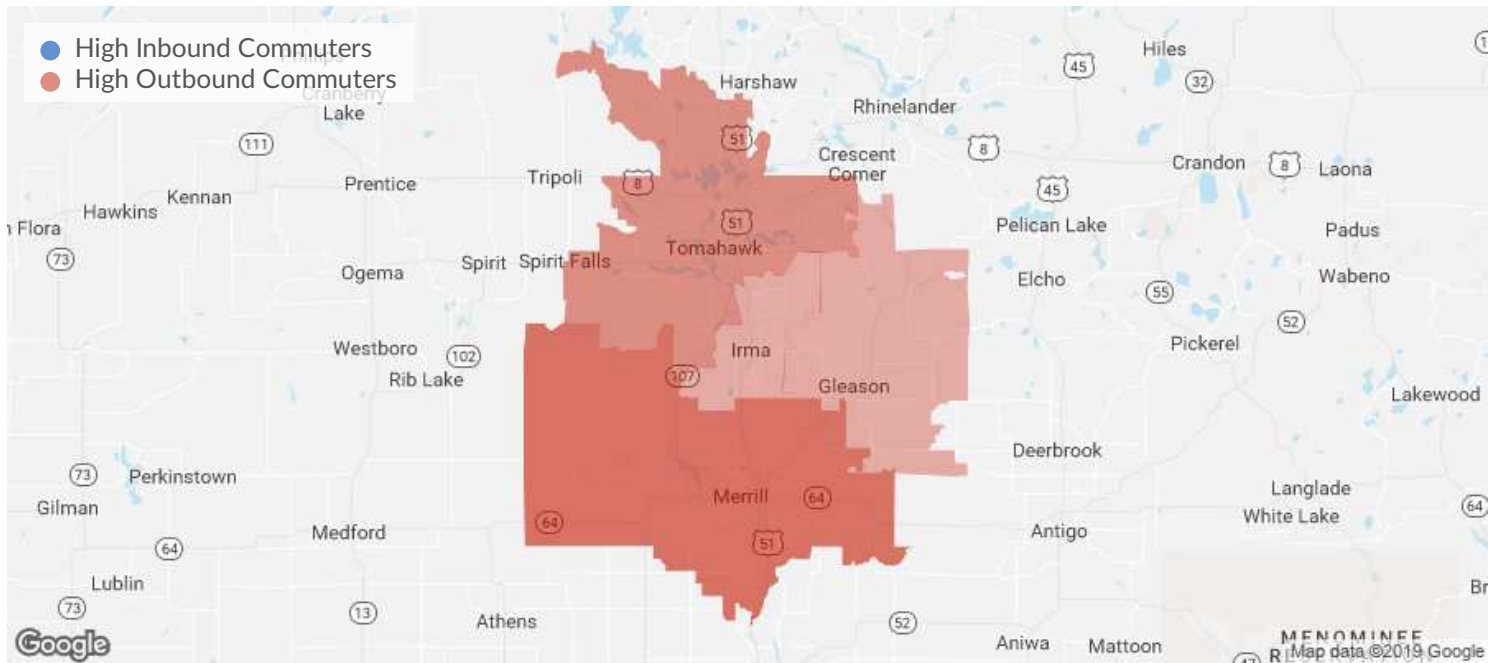
Property Crime

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

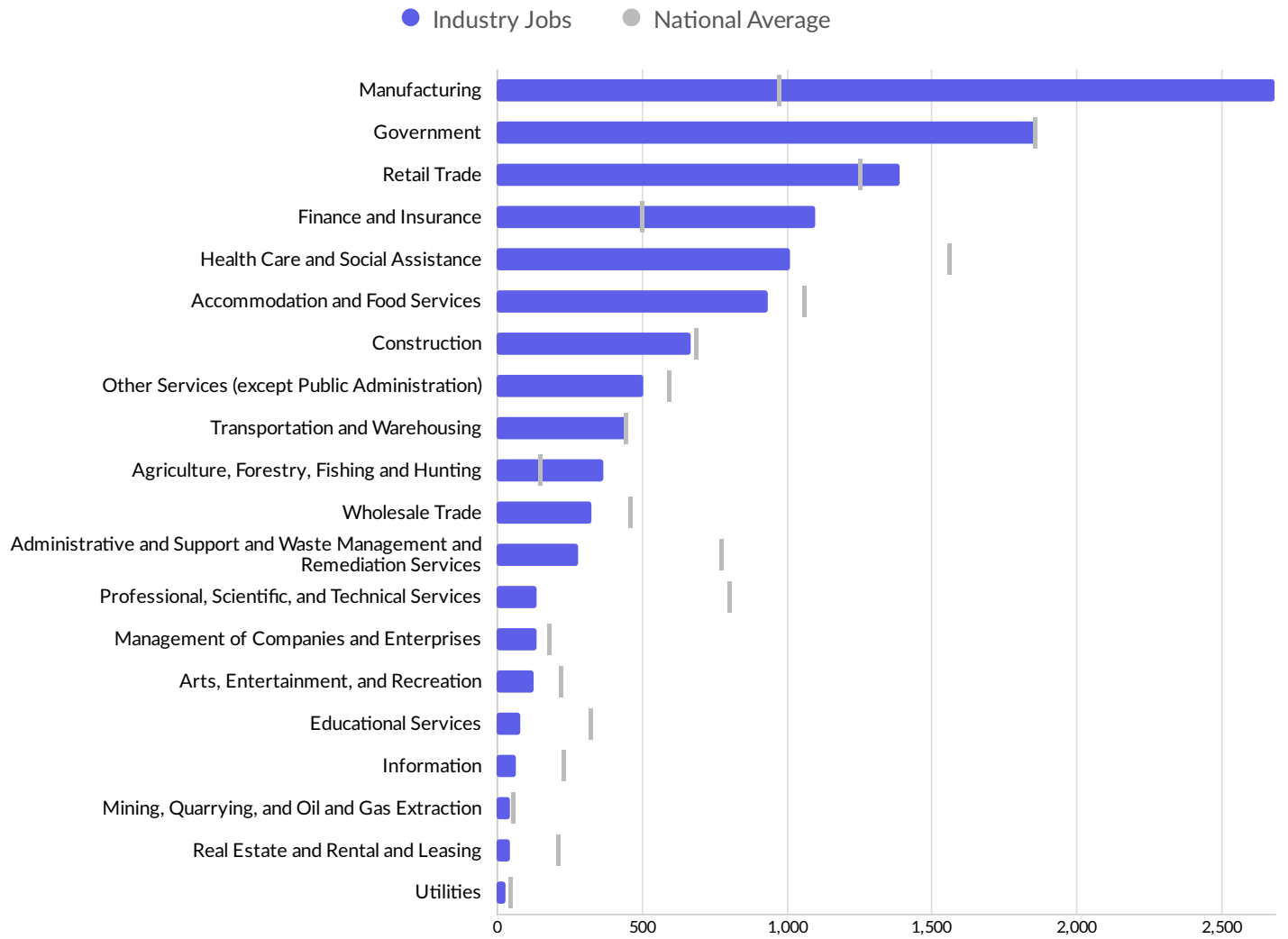
ZIP	Name	2018 Employment
54452	Merrill, WI (in Lincoln ...	7,790
54487	Tomahawk, WI (in Linc...	4,013
54435	Gleason, WI (in Lincoln...	352
54442	Irma, WI (in Lincoln co...	111
54532	Heafford Junction, WI ...	<10

Where Talent Lives

ZIP	Name	2018 Workers
54452	Merrill, WI (in Lincoln ...	11,028
54487	Tomahawk, WI (in Linc...	5,552
54435	Gleason, WI (in Lincoln...	1,246
54442	Irma, WI (in Lincoln co...	629
54532	Heafford Junction, WI ...	<10

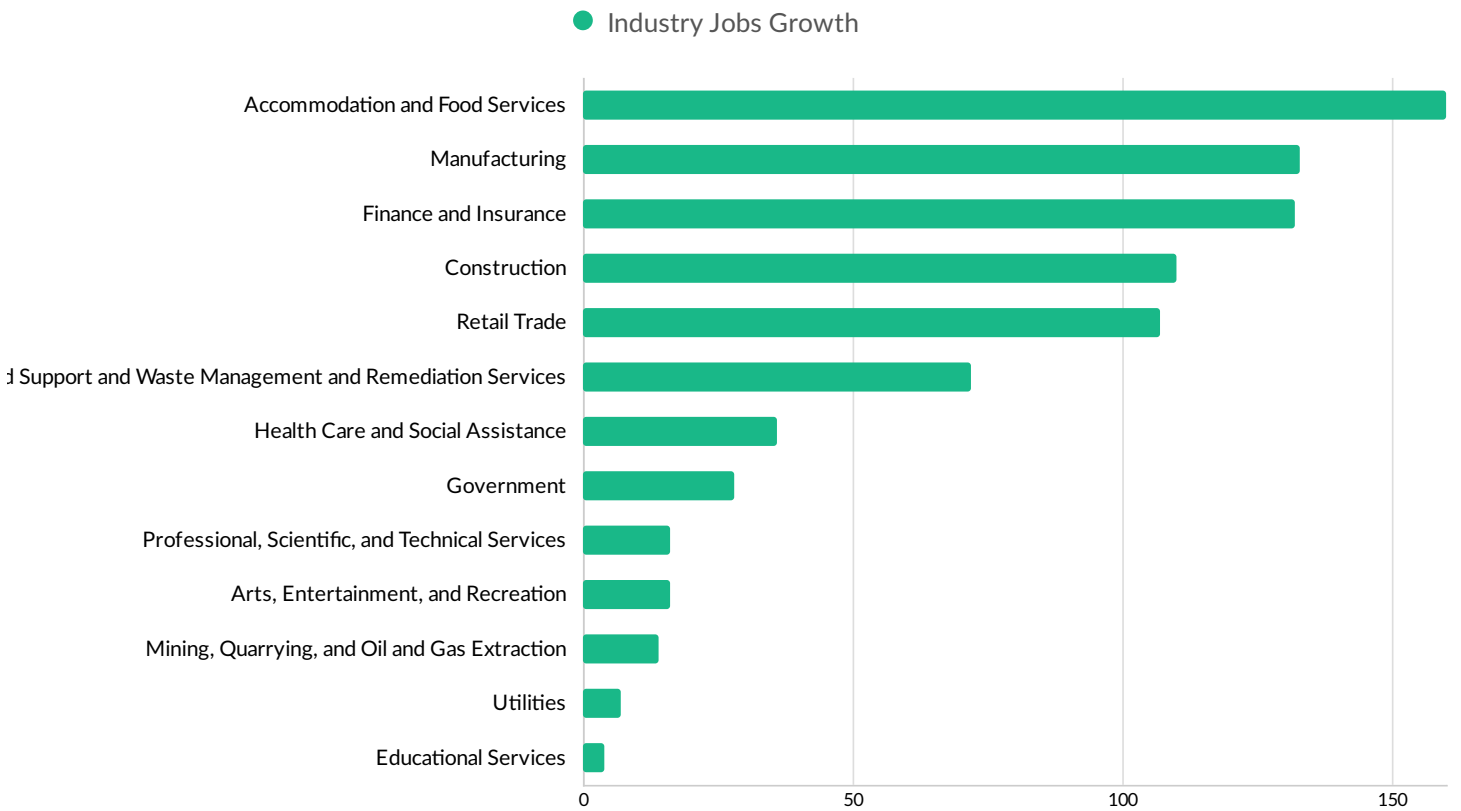
Industry Characteristics

Largest Industries



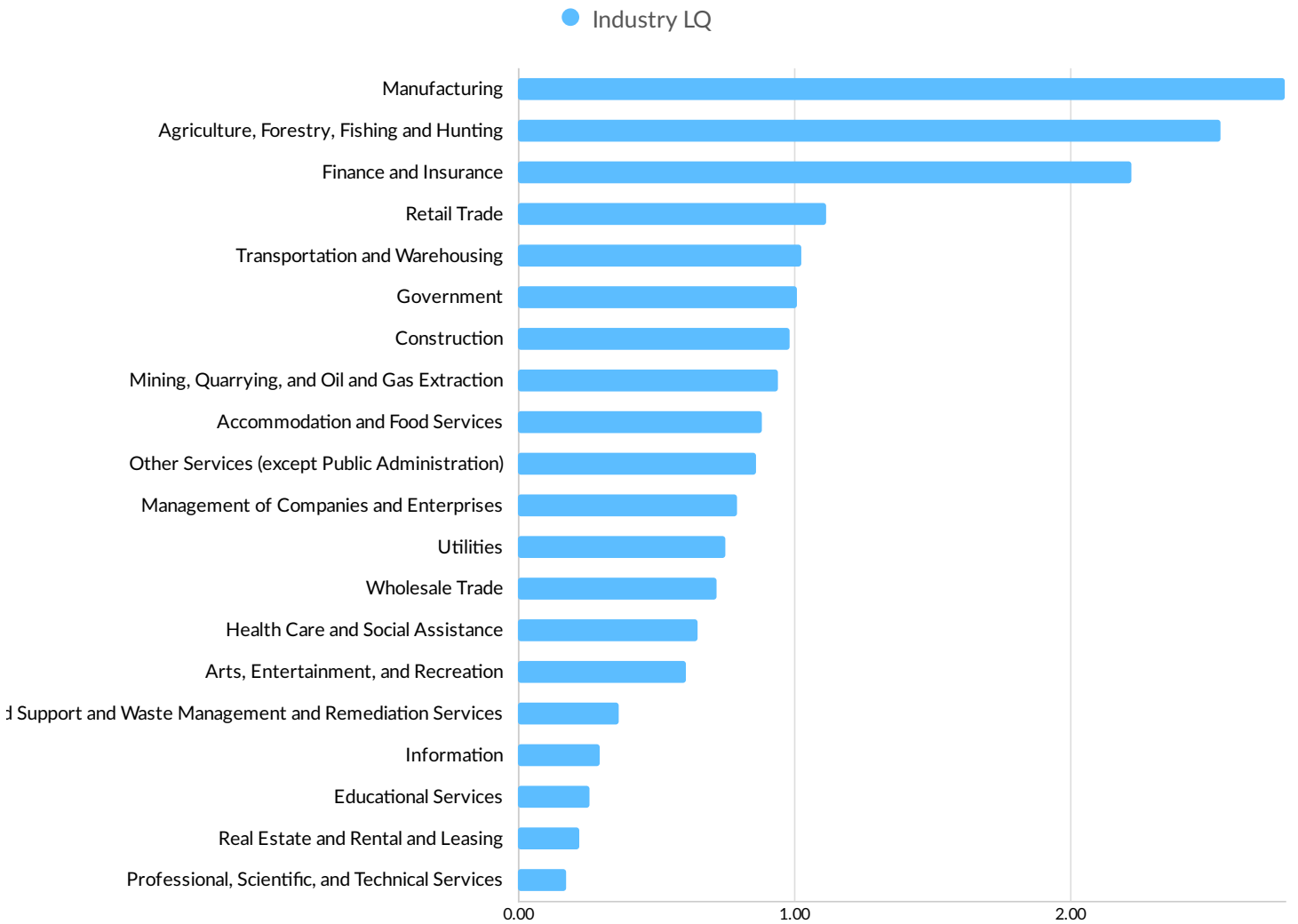
Industry Characteristics - Cont.

Top Growing Industries



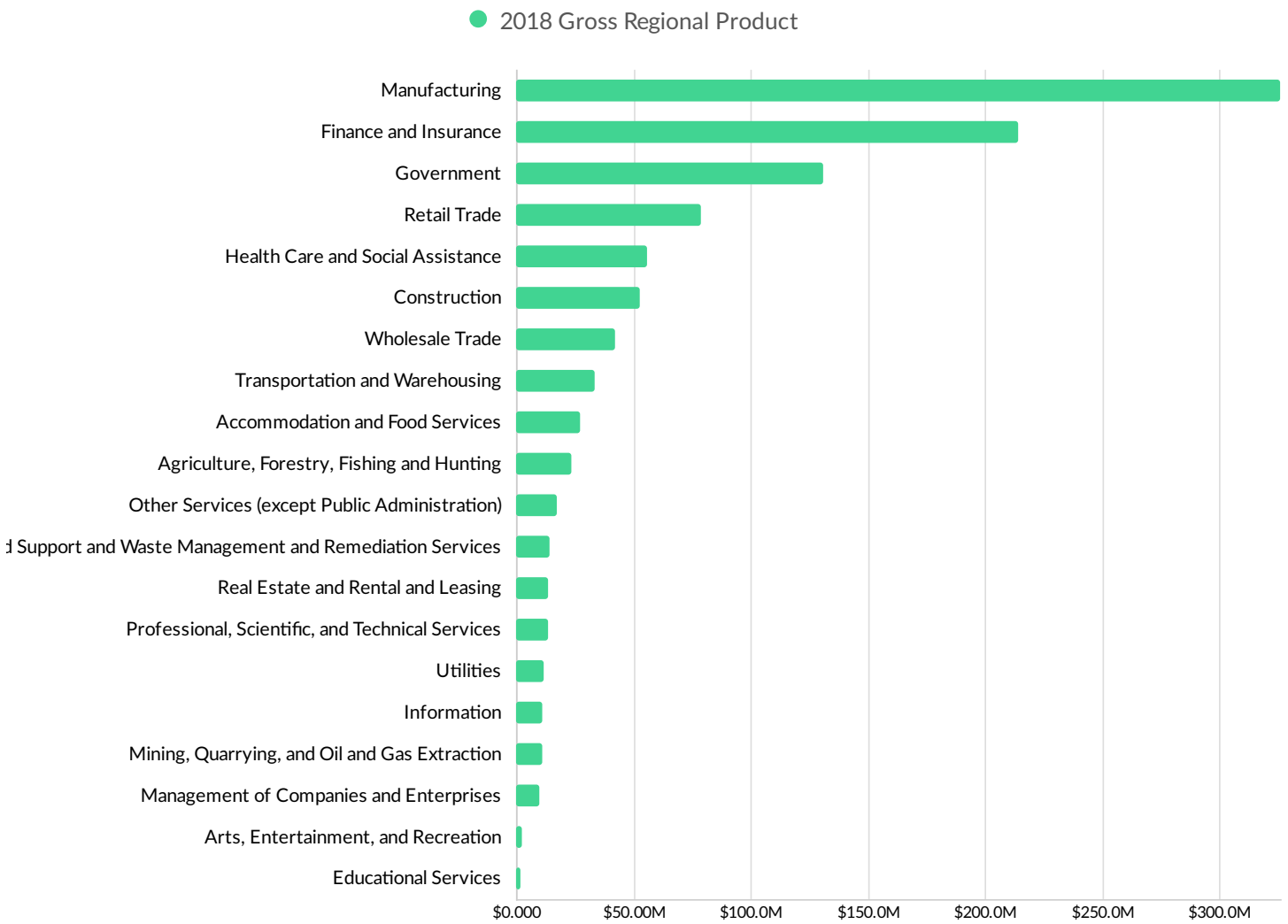
Industry Characteristics - Cont.

Top Industry LQ



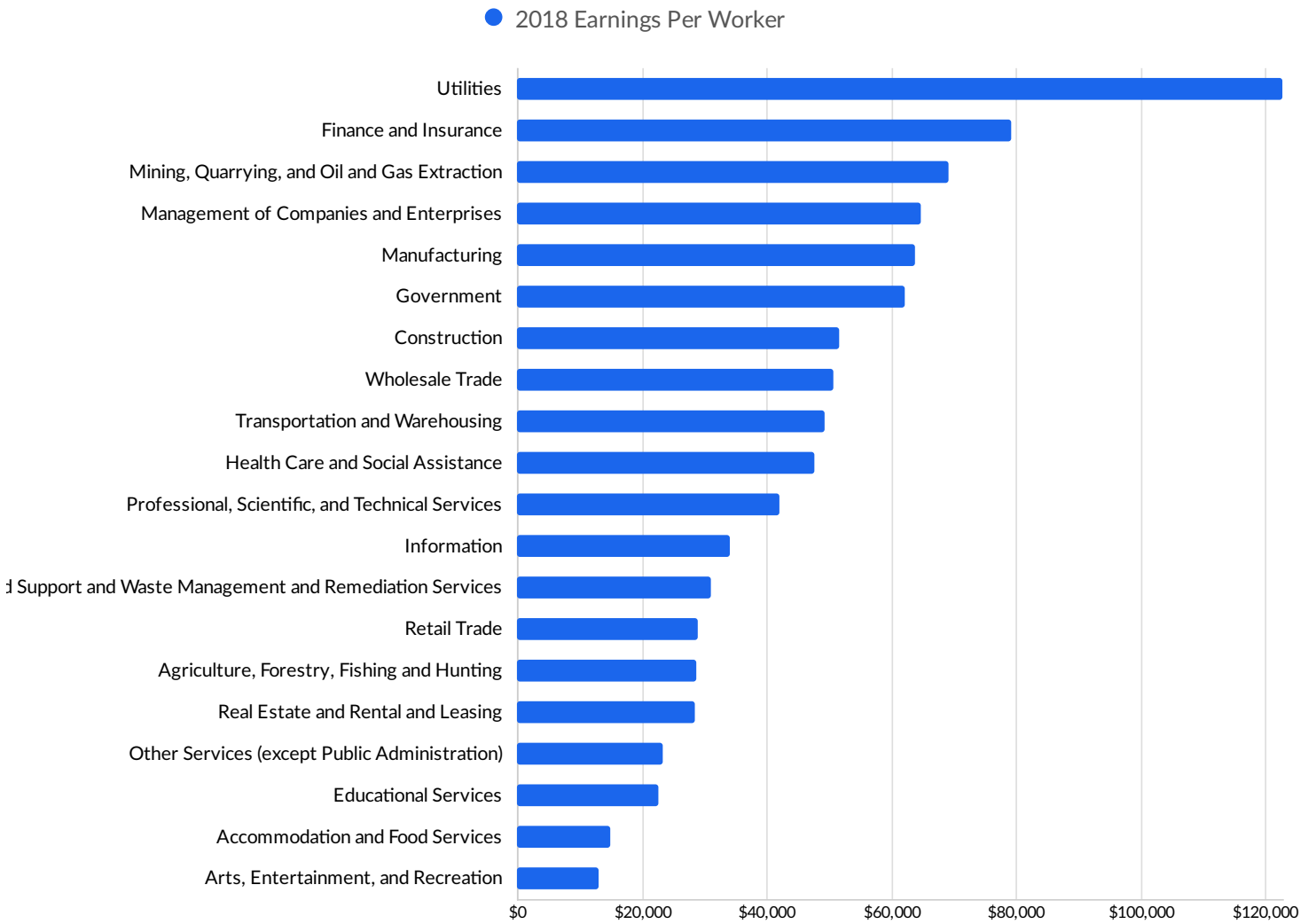
Industry Characteristics - Cont.

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	2018 GRP
Manufacturing	2,550	2,683	133	+5%	2.78	\$63,942	\$325.76M
Government	1,840	1,868	28	+2%	1.01	\$62,158	\$131.10M
Retail Trade	1,284	1,391	107	+8%	1.12	\$29,008	\$78.53M
Finance and Insurance	967	1,099	132	+14%	2.22	\$79,374	\$213.95M
Health Care and Social Assistance	978	1,014	36	+4%	0.65	\$47,775	\$56.08M
Accommodation and Food Services	774	934	160	+21%	0.89	\$14,972	\$27.00M
Construction	561	671	110	+20%	0.99	\$51,774	\$52.59M
Other Services (except Public Administration)	563	504	-59	-10%	0.86	\$23,439	\$17.43M
Transportation and Warehousing	471	451	-20	-4%	1.03	\$49,443	\$33.58M
Agriculture, Forestry, Fishing and Hunting	449	369	-80	-18%	2.54	\$28,833	\$23.40M
Wholesale Trade	375	328	-47	-13%	0.72	\$50,772	\$42.34M
Administrative and Support and Waste Management and Remediation Services	208	280	72	+35%	0.37	\$31,131	\$13.98M
Professional, Scientific, and Technical Services	125	141	16	+13%	0.18	\$42,017	\$13.61M
Management of Companies and Enterprises	166	139	-27	-16%	0.79	\$64,789	\$9.87M
Arts, Entertainment, and Recreation	114	130	16	+14%	0.61	\$13,096	\$2.78M
Educational Services	78	82	4	+5%	0.26	\$22,673	\$2.17M
Information	86	66	-20	-23%	0.29	\$34,061	\$11.20M
Mining, Quarrying, and Oil and Gas Extraction	33	47	14	+42%	0.94	\$69,204	\$10.96M
Real Estate and Rental and Leasing	55	46	-9	-16%	0.22	\$28,579	\$13.74M
Utilities	25	32	7	+28%	0.75	\$122,790	\$11.80M

Business Characteristics

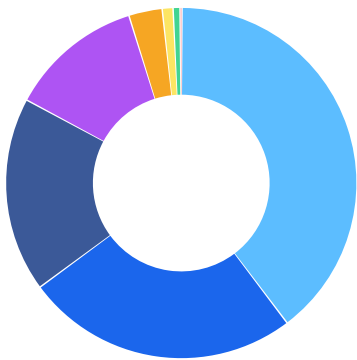
2,128 Companies Employ Your Workers

Online profiles for your workers mention 2,128 companies as employers, with the top 10 appearing below. In the last 12 months, 552 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...	179 
Aspirus Wausau Hospital, Inc.	52 	Roehl Transport, Inc.	104 
Merrill Area Public Schools Inc	50 	Pizza Hut, Inc.	72 
Harley-Davidson, Inc.	39 	C.R. England, Inc.	70 
Ministry Health Care, Inc.	38 	Platinum Supplemental Insuran...	58 
Marshfield Clinic	32 	Tutree, Inc.	56 
Packaging Corporation of Ame...	31 	Allied Universal	52 
State of Wisconsin	31 	Ascension Health	45 
School District of Tomahawk	23 	Shopko Stores Operating Co., L...	42 
Eastbay, Inc.	22 	Family Dollar Stores, Inc.	37 

Business Characteristics - Cont.

Business Size

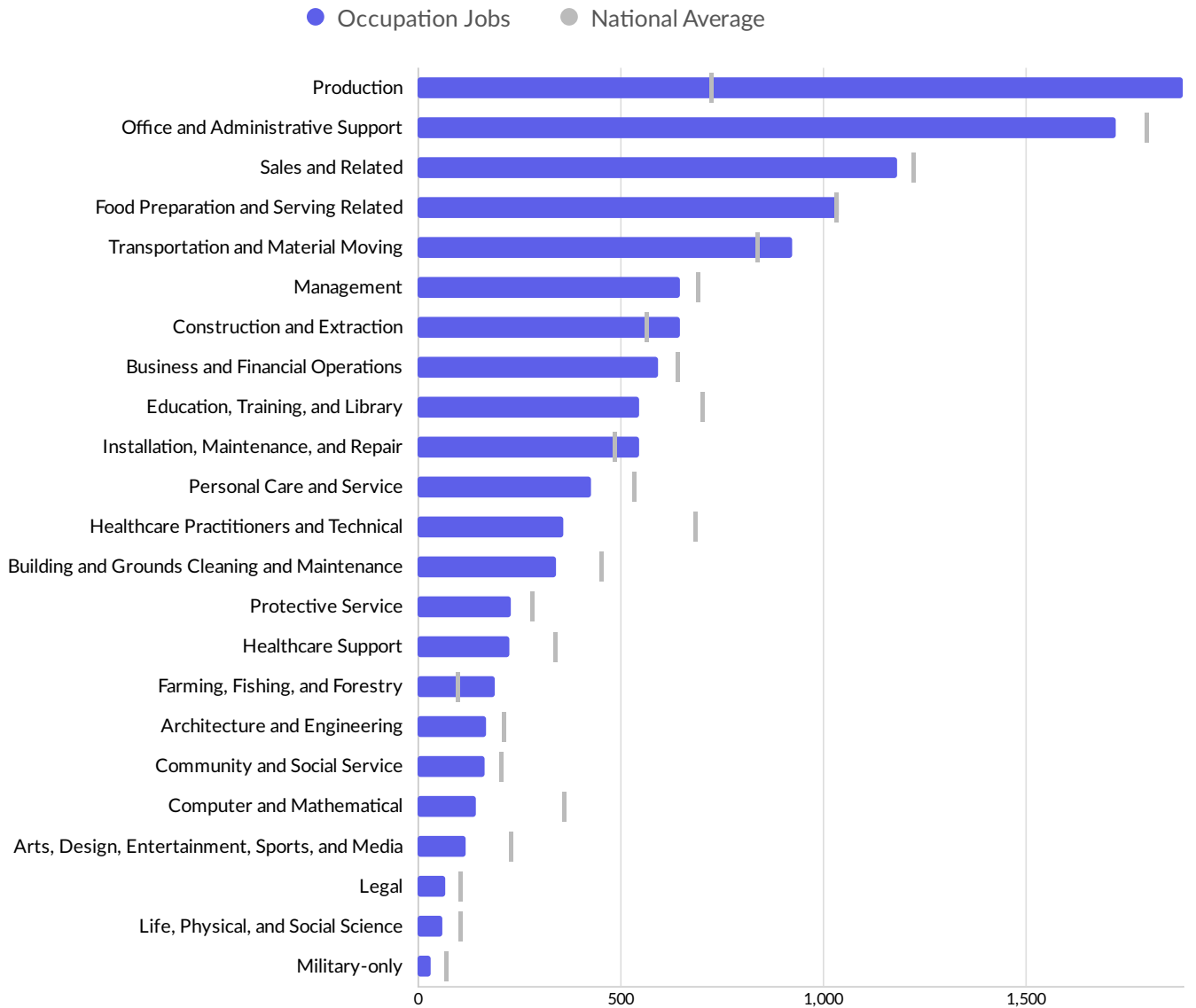


	Percentage	Business Count
1 to 4 employees	39.6%	437
5 to 9 employees	25.2%	278
10 to 19 employees	18.0%	198
20 to 49 employees	12.3%	136
50 to 99 employees	3.1%	34
100 to 249 employees	1.0%	11
250 to 499 employees	0.6%	7
500+ employees	0.2%	2

**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.*

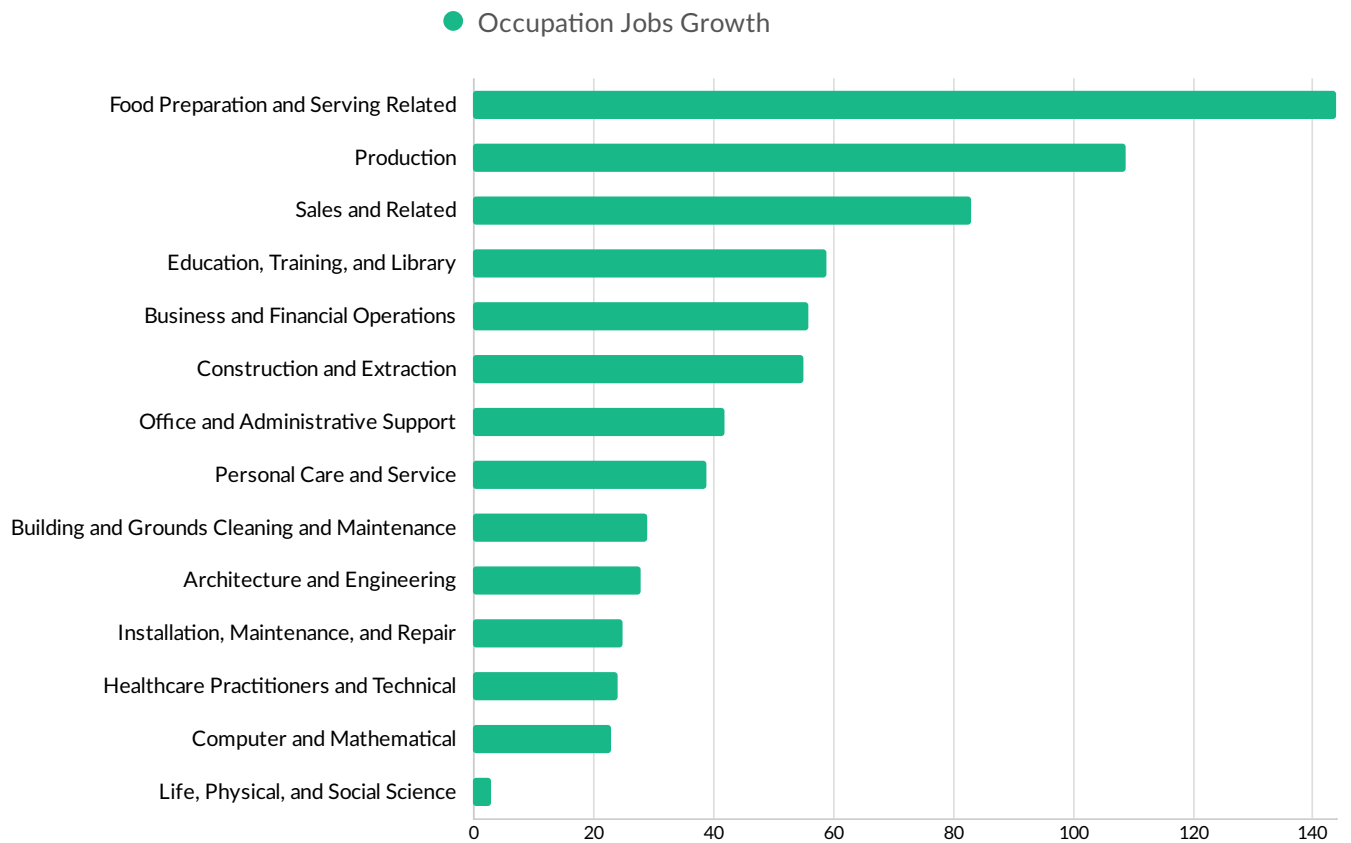
Workforce Characteristics

Largest Occupations



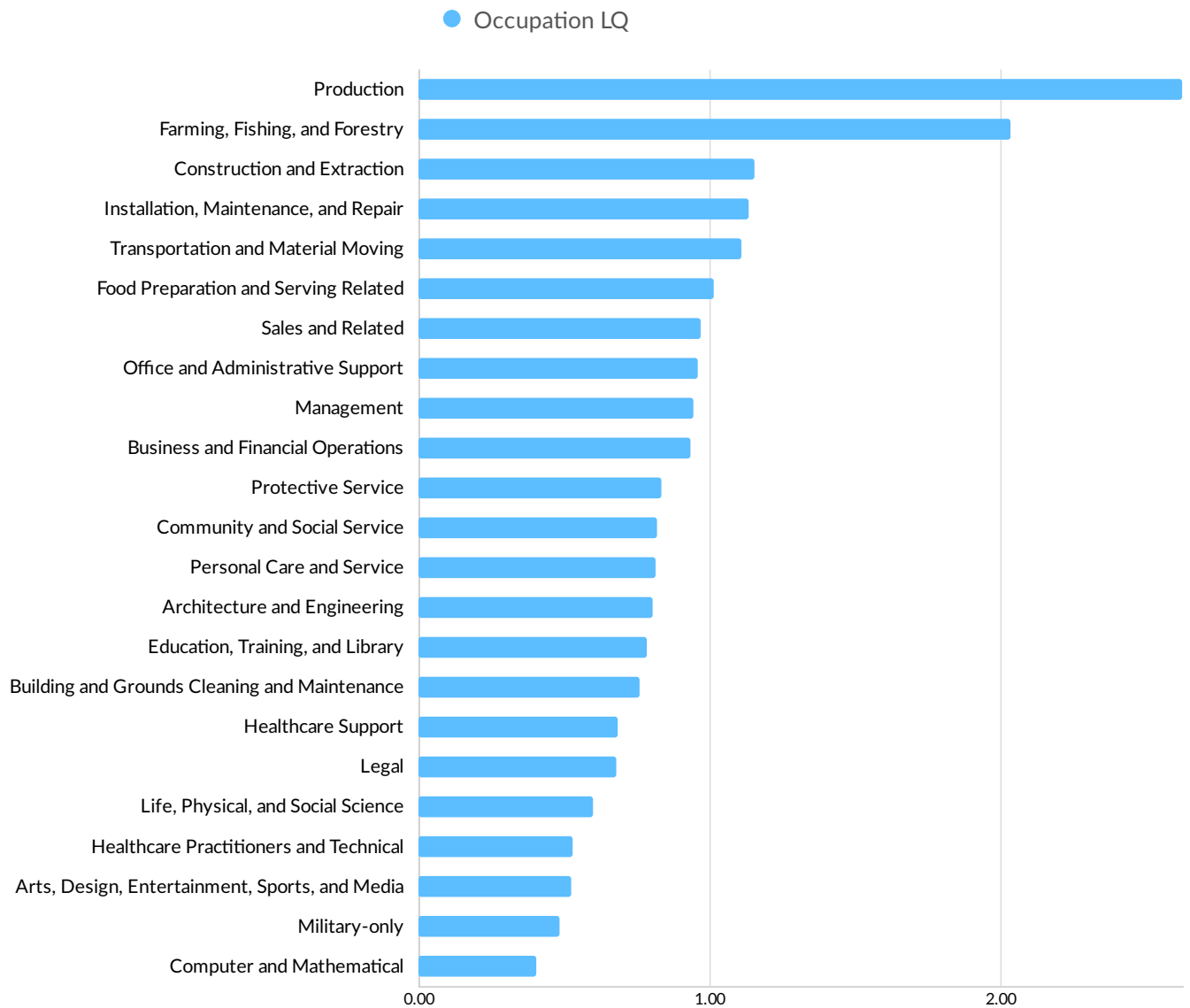
Workforce Characteristics - Cont.

Top Growing Occupations



Workforce Characteristics - Cont.

Top Occupation LQ



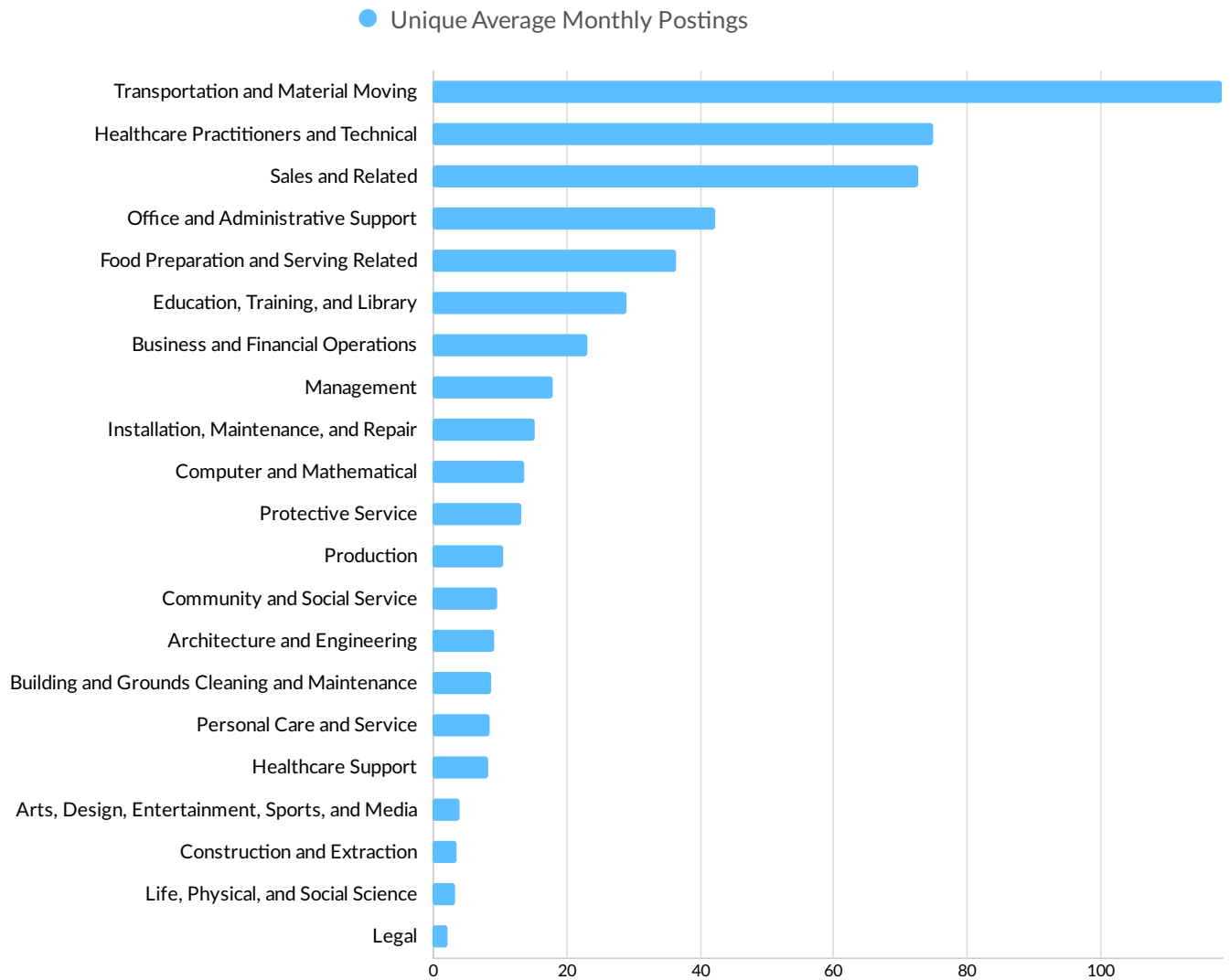
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Production	1,779	1,888	109	+6%	2.62	\$17.72	11
Office and Administrative Support	1,679	1,721	42	+3%	0.96	\$16.25	42
Sales and Related	1,101	1,184	83	+8%	0.97	\$16.42	73
Food Preparation and Serving Related	897	1,041	144	+16%	1.01	\$9.51	37
Transportation and Material Moving	936	926	-10	-1%	1.11	\$16.57	118
Management	699	649	-50	-7%	0.94	\$35.77	18
Construction and Extraction	592	647	55	+9%	1.15	\$22.54	4
Business and Financial Operations	536	592	56	+10%	0.93	\$27.27	23
Education, Training, and Library	488	547	59	+12%	0.79	\$21.28	29
Installation, Maintenance, and Repair	520	545	25	+5%	1.13	\$20.33	15
Personal Care and Service	389	428	39	+10%	0.81	\$11.93	9
Healthcare Practitioners and Technical	336	360	24	+7%	0.53	\$32.24	75
Building and Grounds Cleaning and Maintenance	314	343	29	+9%	0.76	\$13.08	9
Protective Service	242	229	-13	-5%	0.83	\$22.35	13
Healthcare Support	246	228	-18	-7%	0.69	\$13.47	8
Farming, Fishing, and Forestry	198	189	-9	-5%	2.03	\$15.86	0
Architecture and Engineering	140	168	28	+20%	0.80	\$30.75	9

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Community and Social Service	194	166	-28	-14%	0.82	\$21.15	10
Computer and Mathematical	121	144	23	+19%	0.41	\$30.55	14
Arts, Design, Entertainment, Sports, and Media	132	119	-13	-10%	0.53	\$18.75	4
Legal	70	69	-1	-1%	0.68	\$28.76	2
Life, Physical, and Social Science	58	61	3	+5%	0.60	\$27.81	3
Military-only	32	31	-1	-3%	0.48	\$18.45	0

Educational Pipeline

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