



# Lincoln County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

## Contents

Economy Overview .....	1
Historic & Projected Trends .....	3
Population Characteristics .....	7
Industry Characteristics .....	9
Business Characteristics .....	15
Workforce Characteristics .....	17
Educational Pipeline .....	25

## 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.

**12,285**

Jobs (2018)

Jobs **grew by 585** over the last 5 years and are projected to **grow by 476** 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.

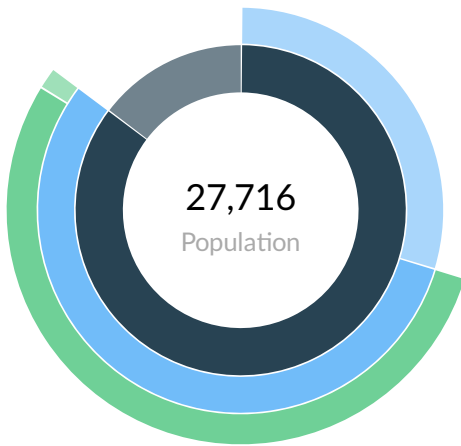
## Takeaways

- 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 5.0%** in Lincoln County, WI from 11,701 to **12,285**. This change **fell short of the national growth rate of 8.2% by 3.2%**. As the number of jobs increased, the **labor force participation rate increased from 64.2% to 65.2% 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	15,412	12,285	100.2	\$1.22B	\$2.04B	\$1.79B
NCWRPC	438,224	227,610	226,804	99.6	\$22.05B	\$28.07B	\$27.11B
Wisconsin	5,810,713	3,105,645	3,147,009	100.3	\$327.87B	\$291.36B	\$319.54B

## Economy Overview - Cont.

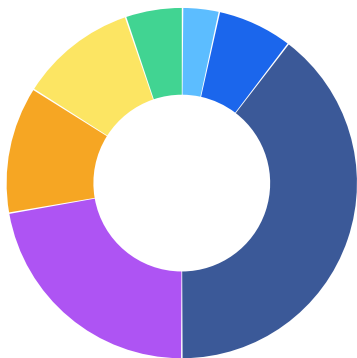
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	23,620
● Not in Labor Force (15+)	8,208
● Labor Force	15,412
● Employed	14,994
● Unemployed	418
● Under 15	4,096

### 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).

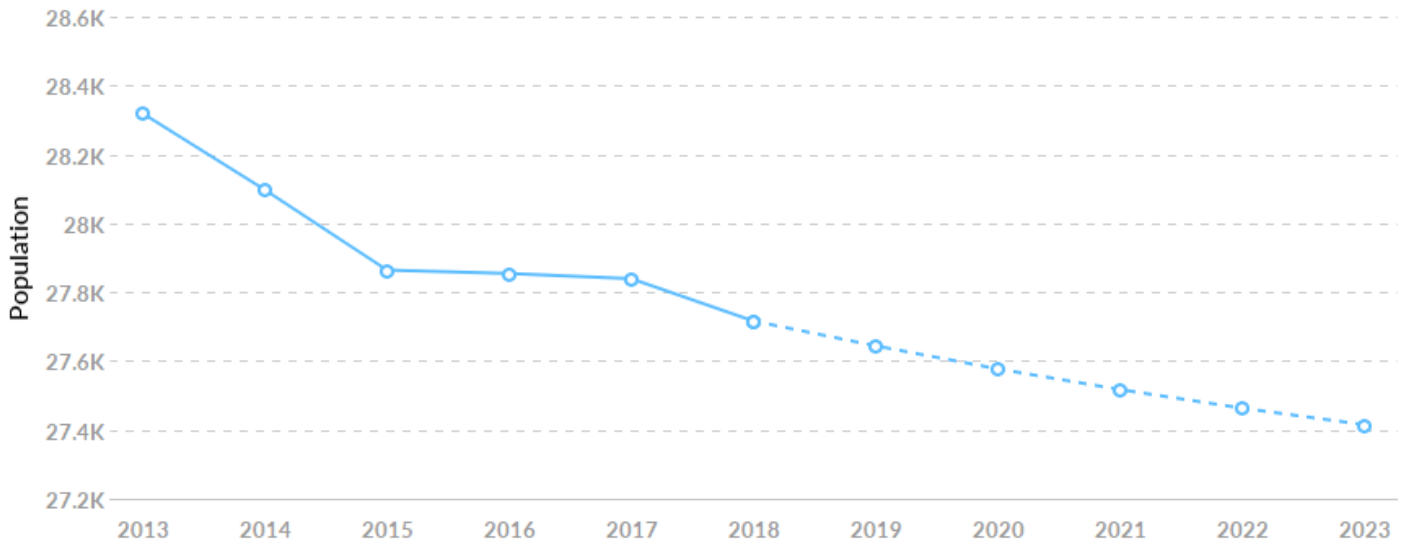


	% of Population	Population
● Less Than 9th Grade	3.4%	698
● 9th Grade to 12th Grade	6.9%	1,438
● High School Diploma	39.6%	8,194
● Some College	22.3%	4,606
● Associate's Degree	11.7%	2,425
● Bachelor's Degree	10.8%	2,241
● Graduate Degree and Higher	5.3%	1,089

# 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.

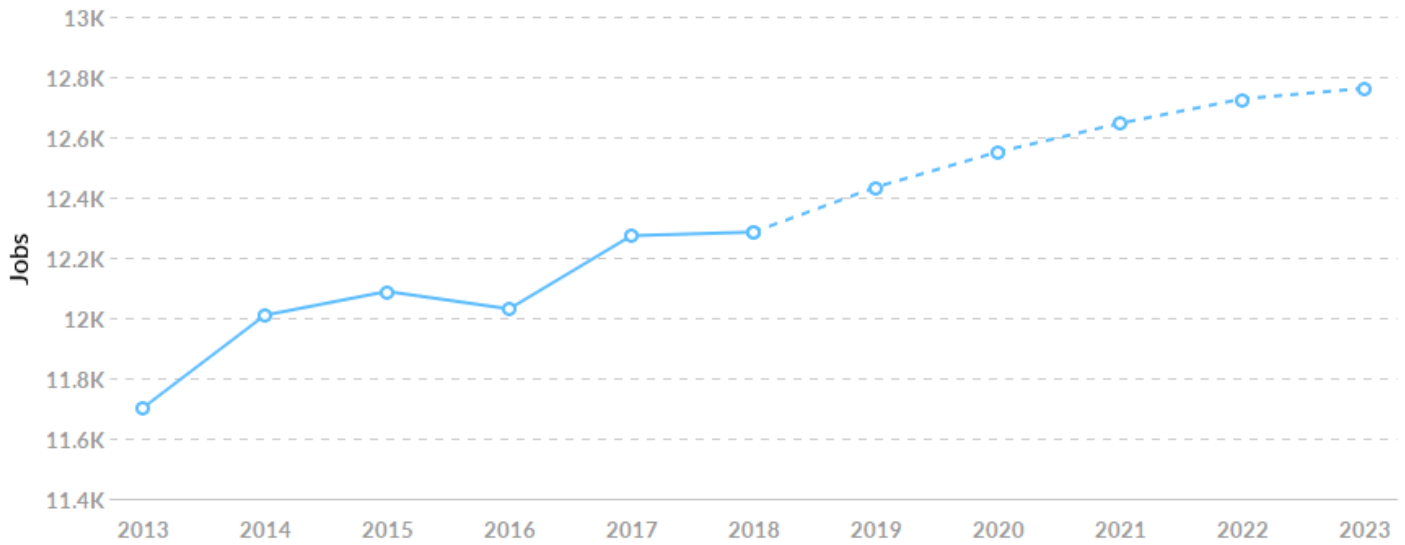


Timeframe	Population
2013	28,319
2014	28,097
2015	27,864
2016	27,854
2017	27,839
2018	27,716
2019	27,644
2020	27,577
2021	27,517
2022	27,463
2023	27,415

# Historic & Projected Trends - Cont.

## Job Trends

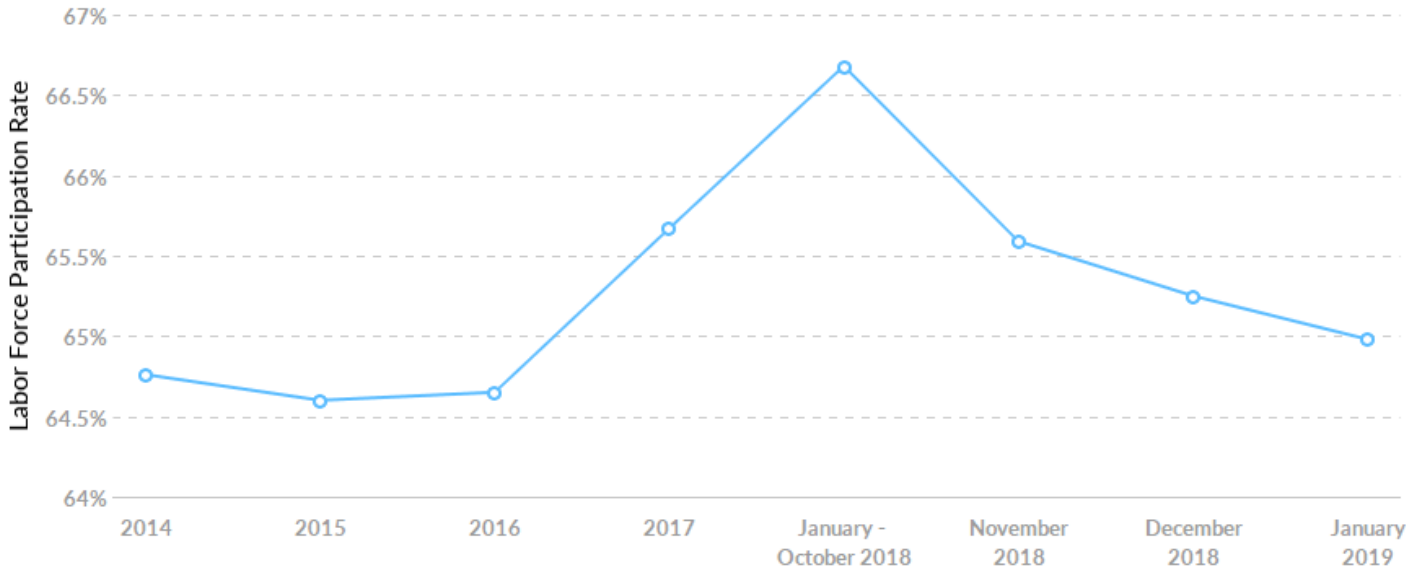
From 2013 to 2018, jobs increased by 5.0% in Lincoln County, WI from 11,701 to 12,285. This change fell short of the national growth rate of 8.2% by 3.2%.



Timeframe	Jobs
2013	11,701
2014	12,009
2015	12,088
2016	12,030
2017	12,273
2018	12,285
2019	12,434
2020	12,551
2021	12,646
2022	12,727
2023	12,762

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

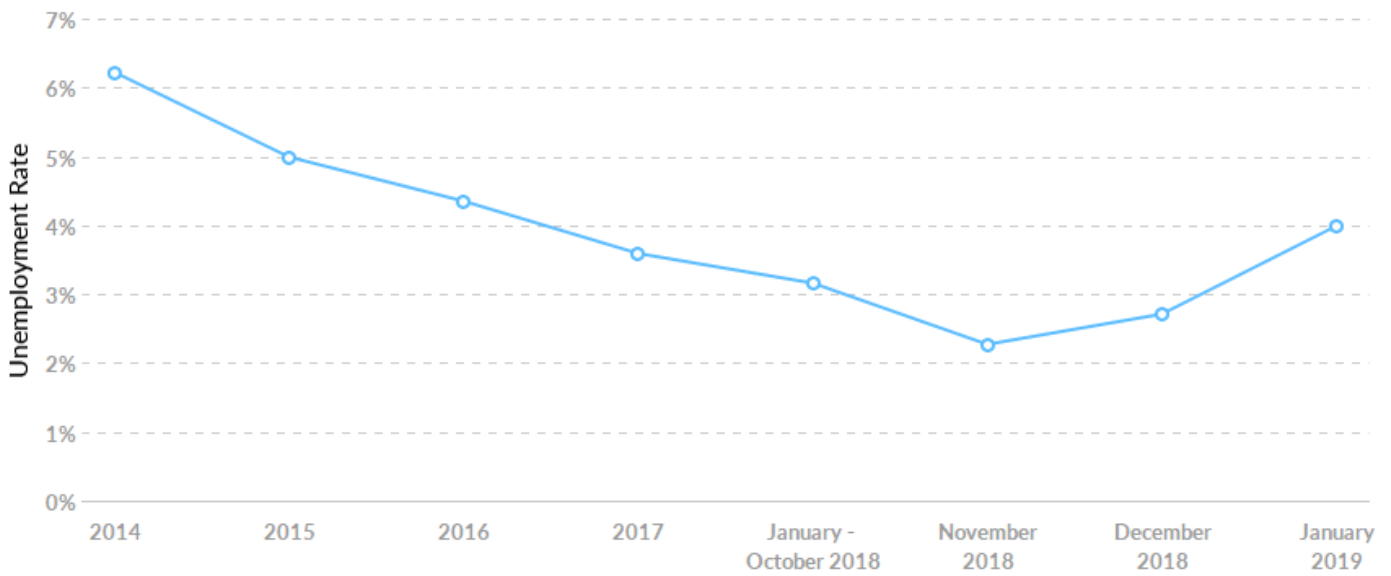


Timeframe	Labor Force Participation Rate
2014	64.76%
2015	64.60%
2016	64.65%
2017	65.67%
January - October 2018	66.68%
November 2018	65.59%
December 2018	65.25%
January 2019	64.98%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

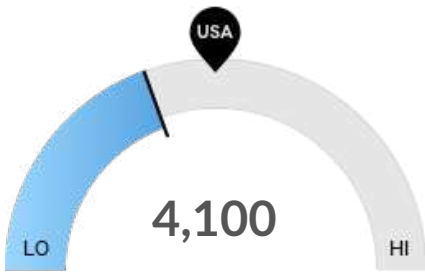
Lincoln County, WI had a January 2019 unemployment rate of 3.99%, **decreasing from 6.22%** 5 years before.



Timeframe	Unemployment Rate
2014	6.22%
2015	4.99%
2016	4.35%
2017	3.59%
January - October 2018	3.16%
November 2018	2.27%
December 2018	2.71%
January 2019	3.99%

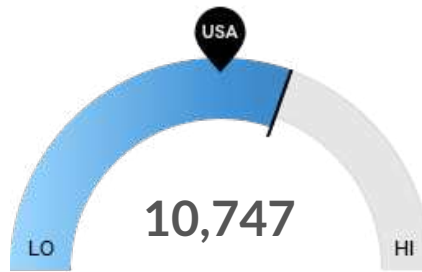


## Population Characteristics



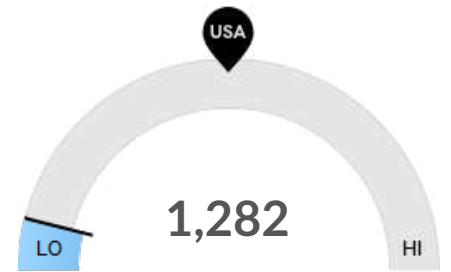
**Millennials**

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



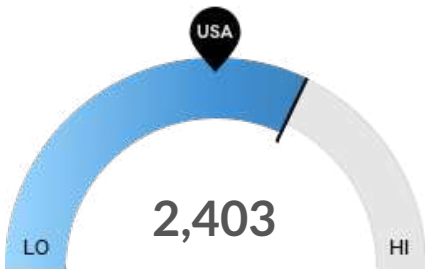
**Retiring Soon**

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.



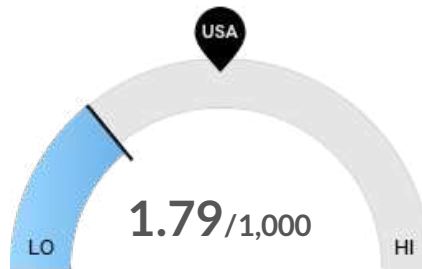
**Racial Diversity**

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.



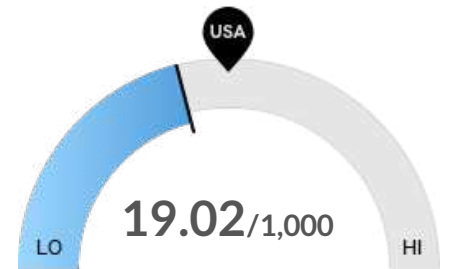
**Veterans**

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.



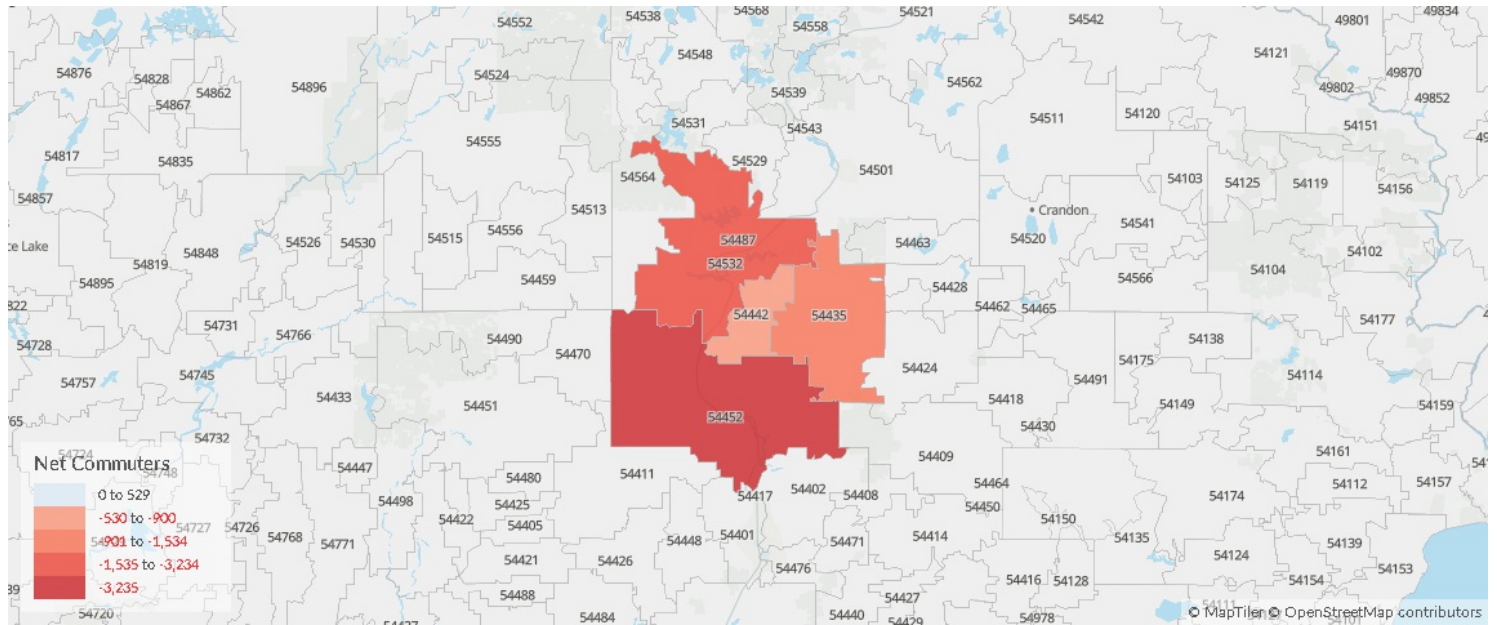
**Property Crime**

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

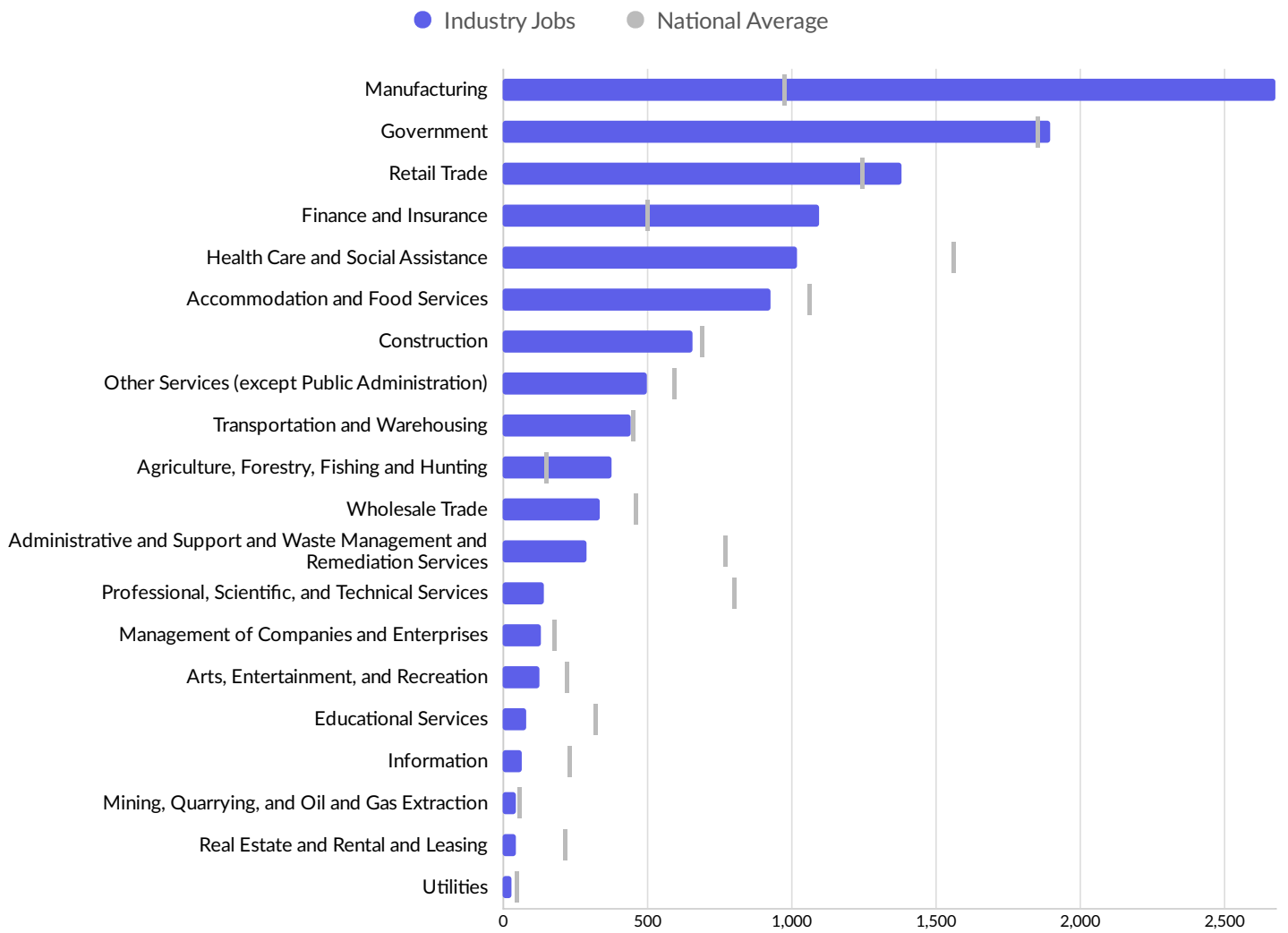
### Where Talent Lives

ZIP	Name	2018 Employment
54452	Merrill, WI (in Lincoln c...	7,802
54487	Tomahawk, WI (in Linco...	4,018
54435	Gleason, WI (in Lincoln ...	354
54442	Irma, WI (in Lincoln cou...	103
54532	Heafford Junction, WI (i...	<10

ZIP	Name	2018 Workers
54452	Merrill, WI (in Lincoln c...	11,037
54487	Tomahawk, WI (in Linco...	5,553
54435	Gleason, WI (in Lincoln ...	1,255
54442	Irma, WI (in Lincoln cou...	633
54532	Heafford Junction, WI (i...	<10

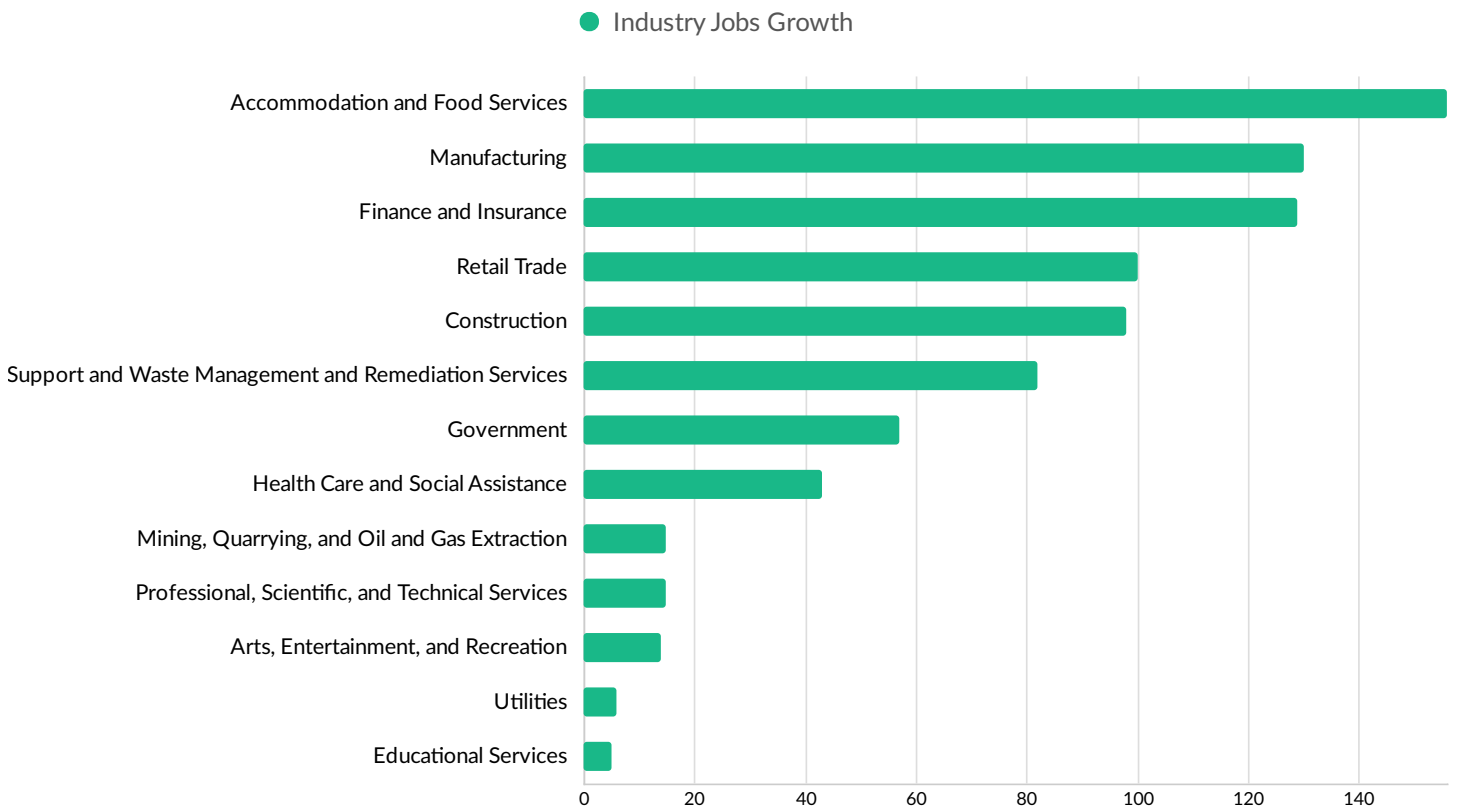
# Industry Characteristics

## Largest Industries



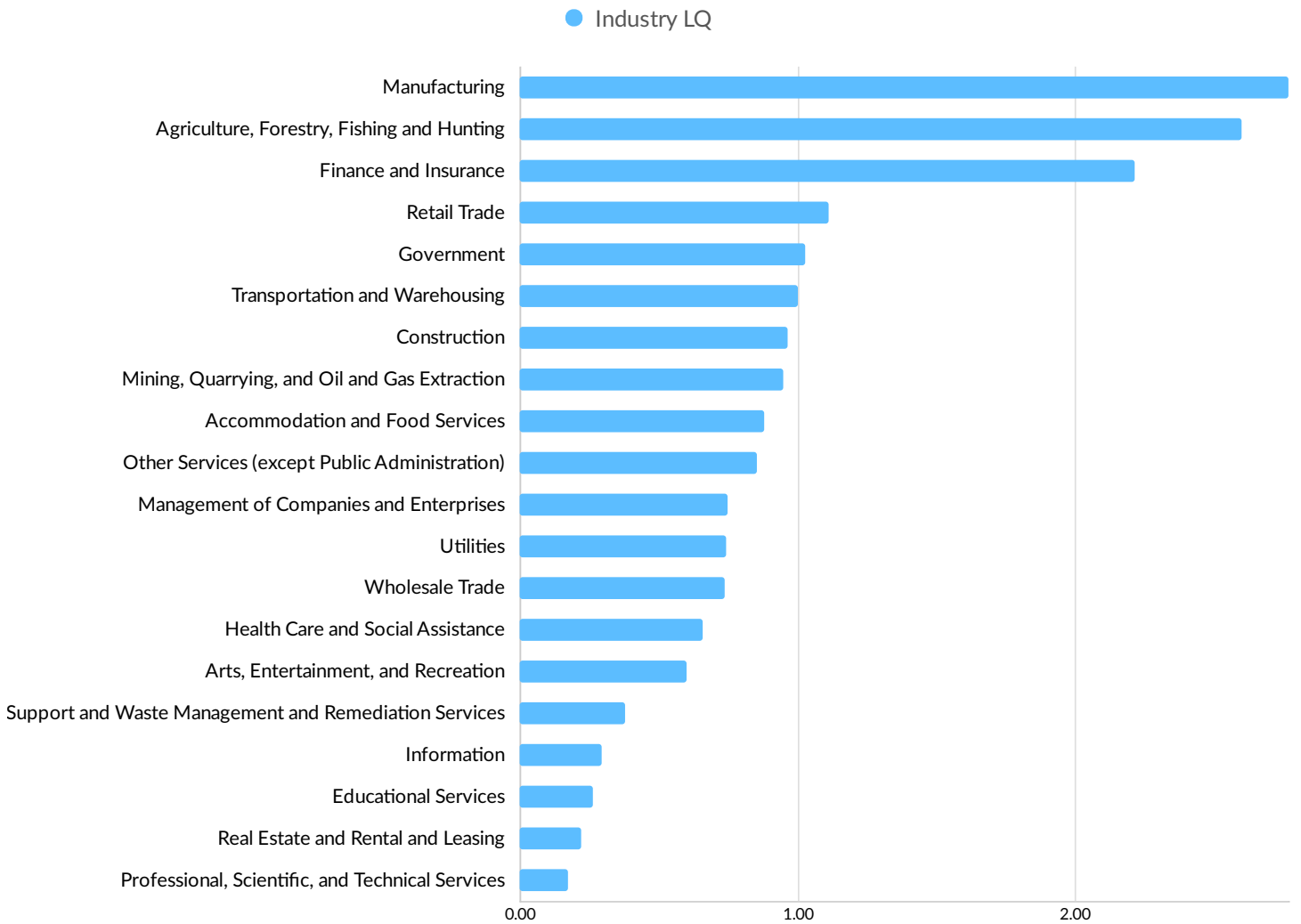
# Industry Characteristics - Cont.

## Top Growing Industries



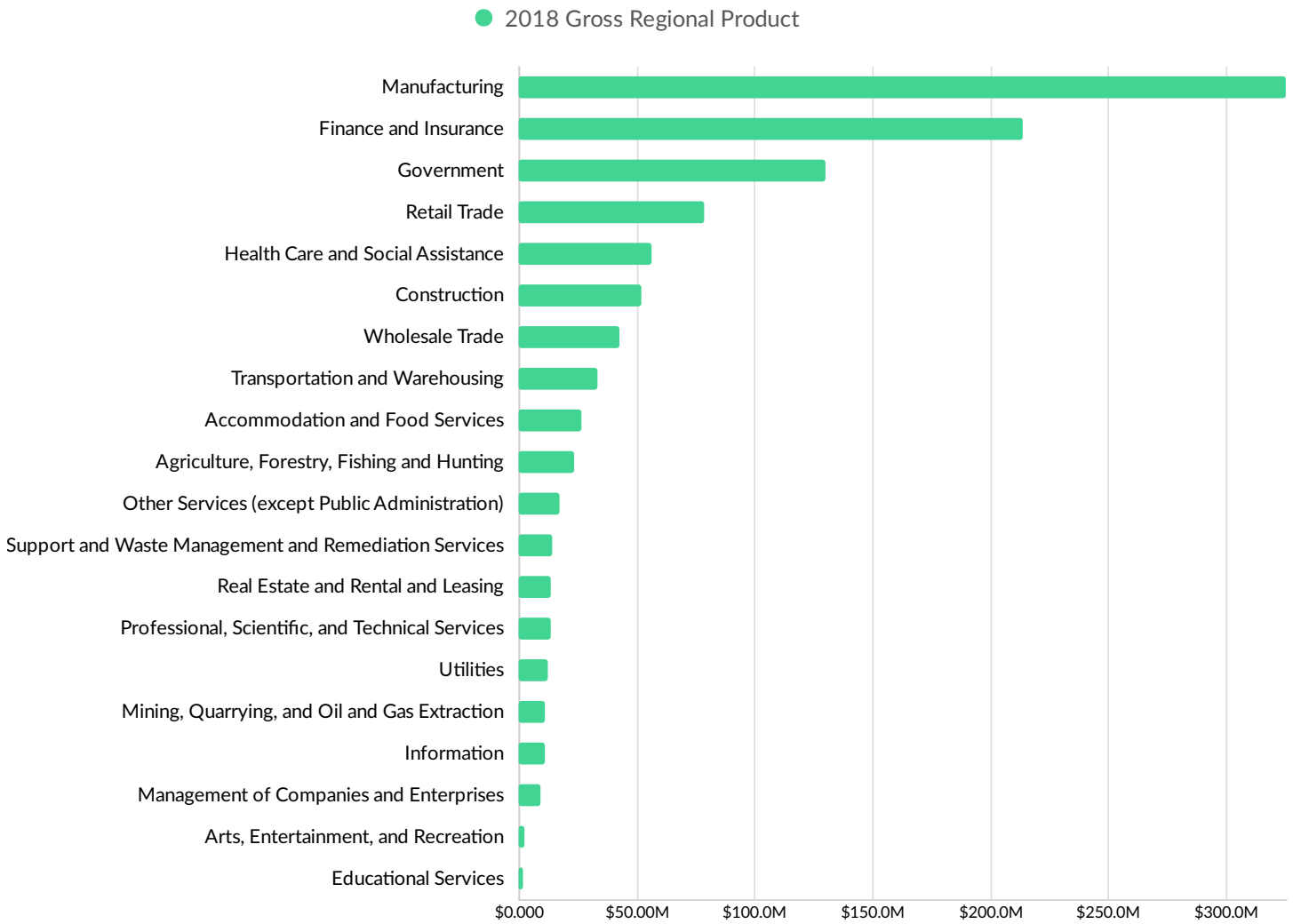
## Industry Characteristics - Cont.

### Top Industry LQ



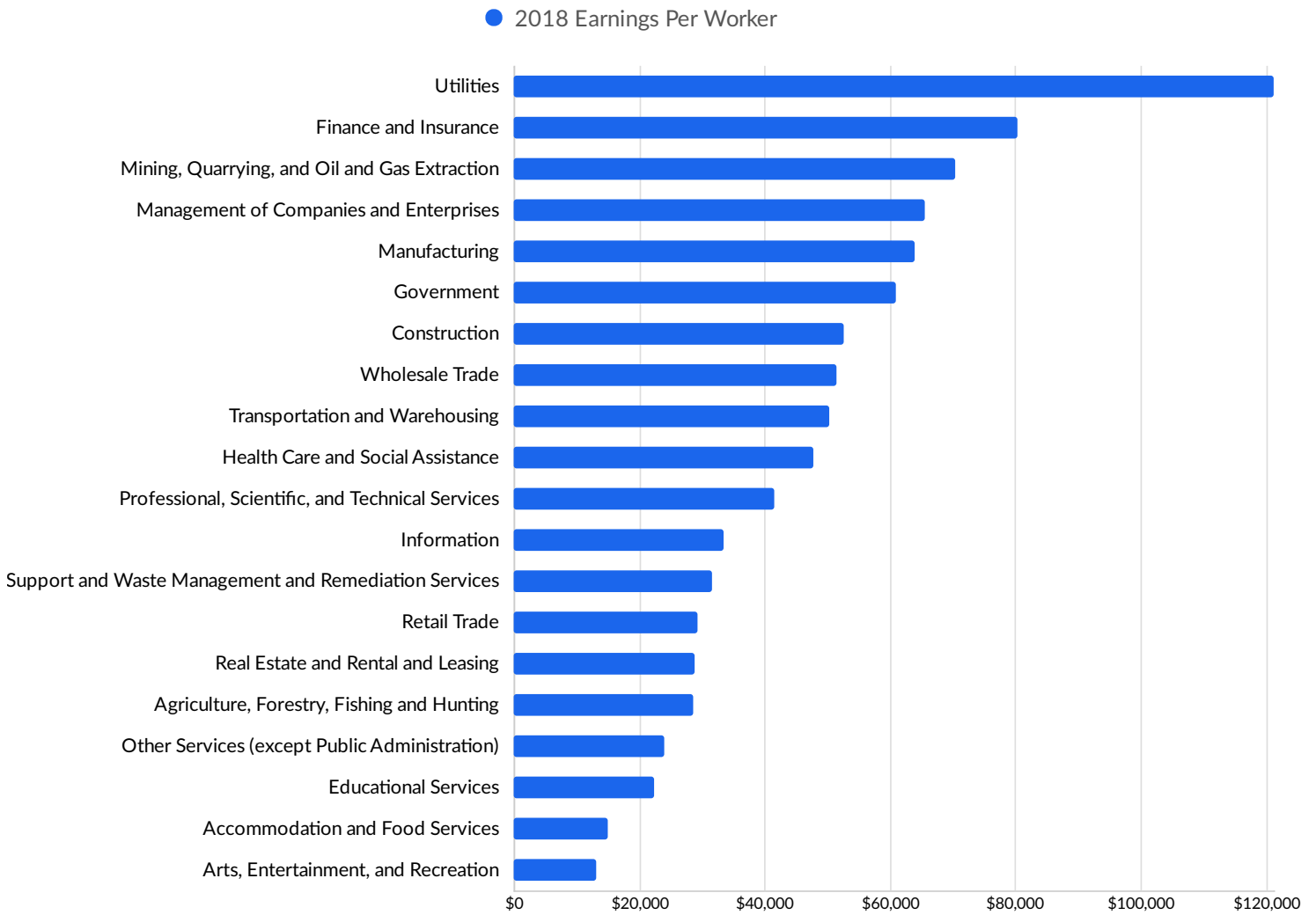
## Industry Characteristics - Cont.

### 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	2,680	130	+5%	2.77	\$63,974	\$325.48M
Government	1,840	1,897	57	+3%	1.03	\$61,032	\$130.27M
Retail Trade	1,284	1,384	100	+8%	1.11	\$29,319	\$79.00M
Finance and Insurance	967	1,096	129	+13%	2.22	\$80,419	\$213.61M
Health Care and Social Assistance	978	1,021	43	+4%	0.66	\$47,790	\$56.53M
Accommodation and Food Services	774	930	156	+20%	0.88	\$15,014	\$26.95M
Construction	561	659	98	+17%	0.96	\$52,648	\$52.32M
Other Services (except Public Administration)	563	499	-64	-11%	0.85	\$23,905	\$17.61M
Transportation and Warehousing	471	444	-27	-6%	1.00	\$50,312	\$33.61M
Agriculture, Forestry, Fishing and Hunting	449	376	-73	-16%	2.60	\$28,550	\$23.57M
Wholesale Trade	375	335	-40	-11%	0.74	\$51,387	\$43.05M
Administrative and Support and Waste Management and Remediation Services	208	290	82	+39%	0.38	\$31,586	\$14.54M
Professional, Scientific, and Technical Services	125	140	15	+12%	0.18	\$41,566	\$13.48M
Management of Companies and Enterprises	166	131	-35	-21%	0.75	\$65,663	\$9.45M
Arts, Entertainment, and Recreation	114	128	14	+12%	0.60	\$13,054	\$2.70M
Educational Services	78	83	5	+6%	0.26	\$22,479	\$2.17M
Information	86	67	-19	-22%	0.30	\$33,500	\$11.08M
Mining, Quarrying, and Oil and Gas Extraction	33	48	15	+45%	0.95	\$70,348	\$11.44M
Real Estate and Rental and Leasing	55	46	-9	-16%	0.22	\$28,882	\$13.63M
Utilities	25	31	6	+24%	0.74	\$121,227	\$12.28M



## Business Characteristics

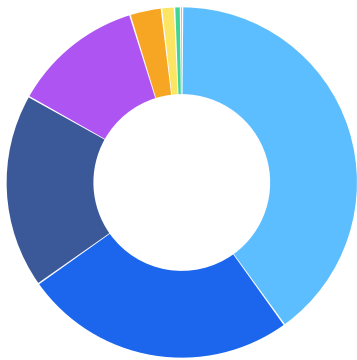
### 2,128 Companies Employ Your Workers

Online profiles for your workers mention 2,128 companies as employers, with the top 10 appearing below. In the last 12 months, 600 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 Comp...	132 	Church Mutual Insurance Comp...	213 
Aspirus Wausau Hospital, Inc.	52 	Roehl Transport, Inc.	125 
Merrill Area Public Schools Inc	50 	Pizza Hut, Inc.	82 
Harley-Davidson, Inc.	39 	C.R. England, Inc.	77 
Ministry Health Care, Inc.	38 	Travelers Healthcare	75 
Marshfield Clinic	32 	U. S. Xpress, Inc.	69 
Packaging Corporation of Ameri...	31 	Platinum Supplemental Insuranc...	56 
State of Wisconsin	31 	Teach For America, Inc.	56 
School District of Tomahawk	23 	Allied Universal	54 
Eastbay, Inc.	22 	Tutree, Inc.	51 

## Business Characteristics - Cont.

### Business Size

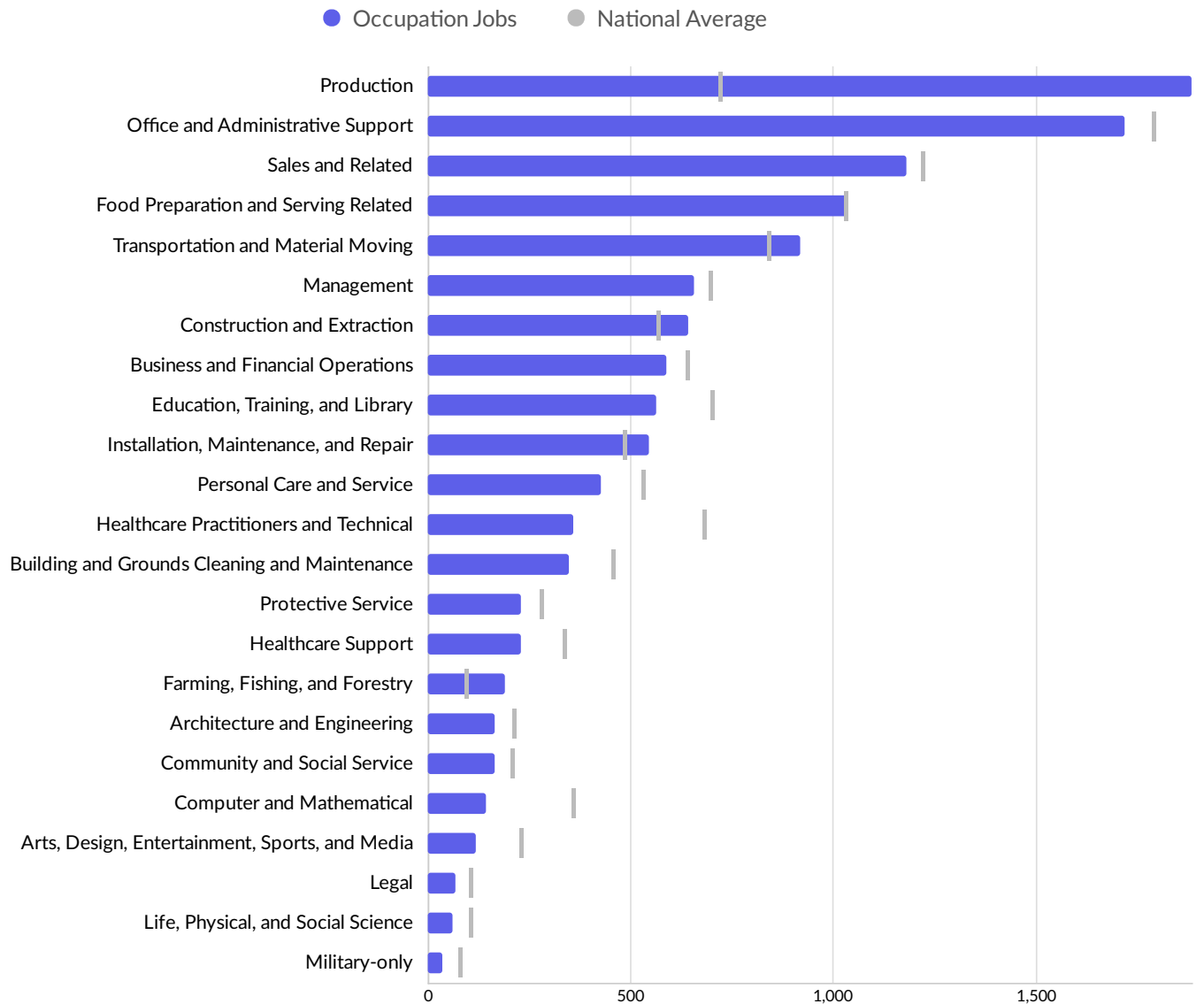


	Percentage	Business Count
1 to 4 employees	40.0%	437
5 to 9 employees	25.2%	275
10 to 19 employees	17.9%	196
20 to 49 employees	12.1%	132
50 to 99 employees	2.9%	32
100 to 249 employees	1.2%	13
250 to 499 employees	0.5%	6
500+ employees	0.2%	2

*\*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.*

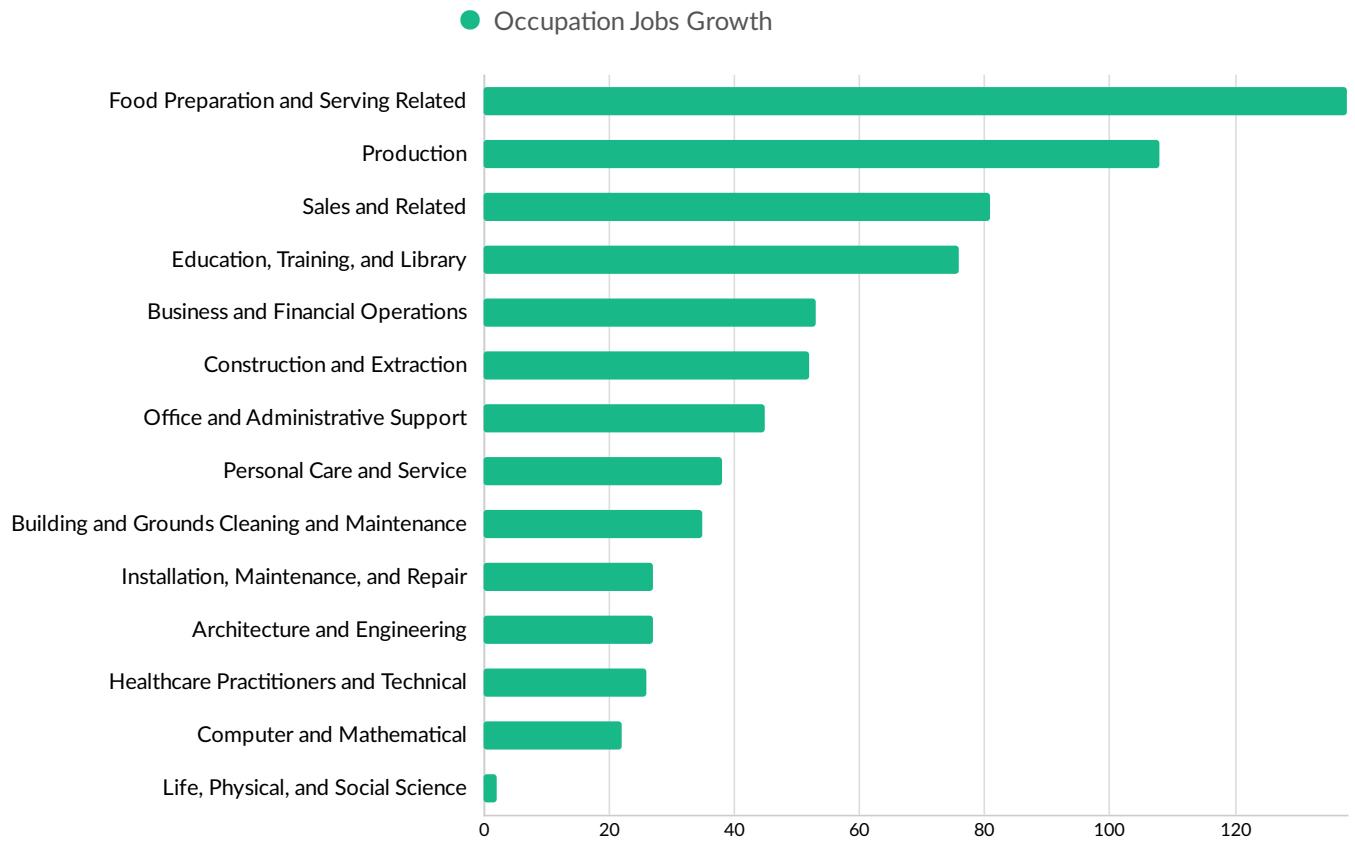
# Workforce Characteristics

## Largest Occupations



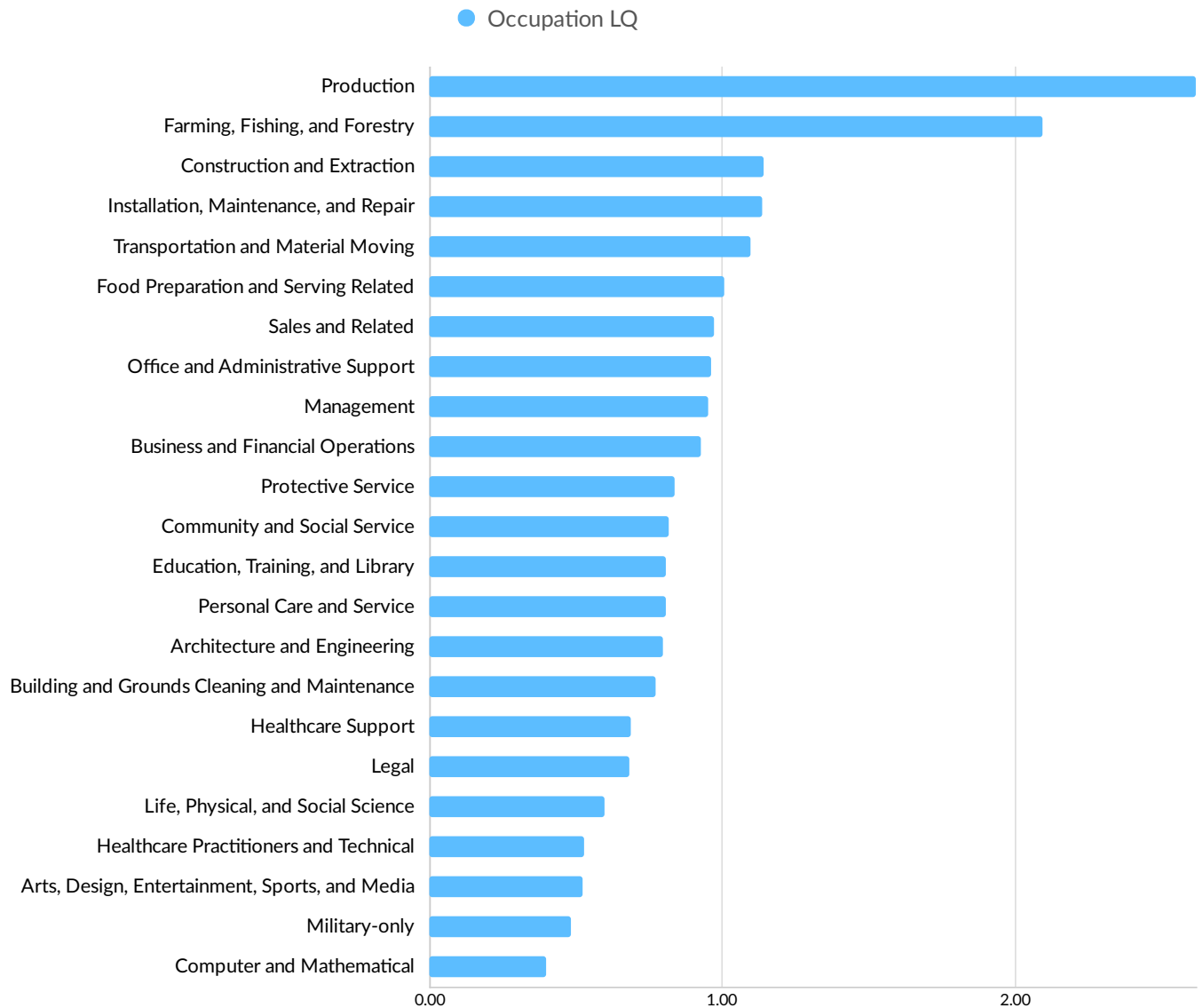
## Workforce Characteristics - Cont.

### Top Growing Occupations



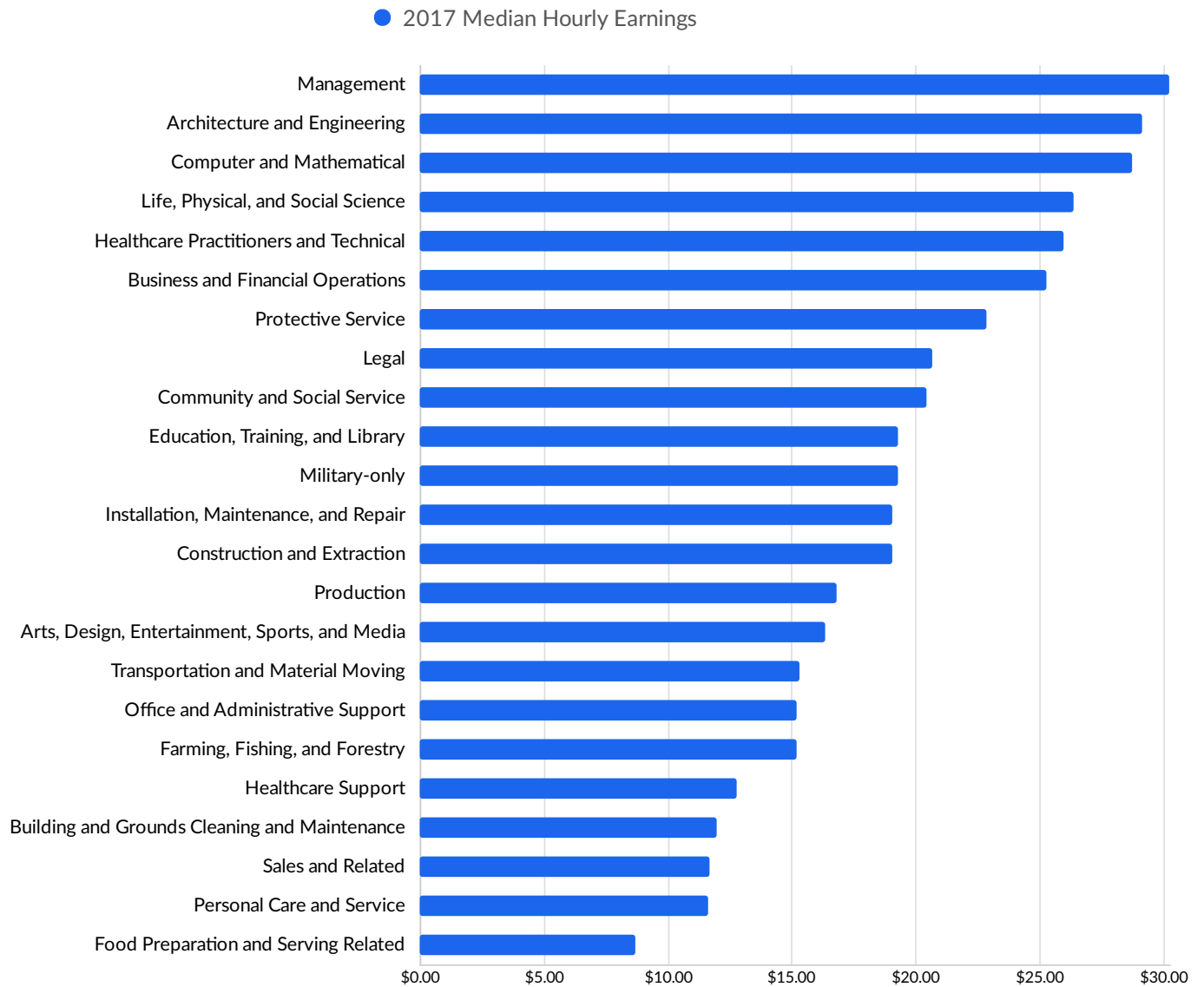
# Workforce Characteristics - Cont.

## Top Occupation LQ



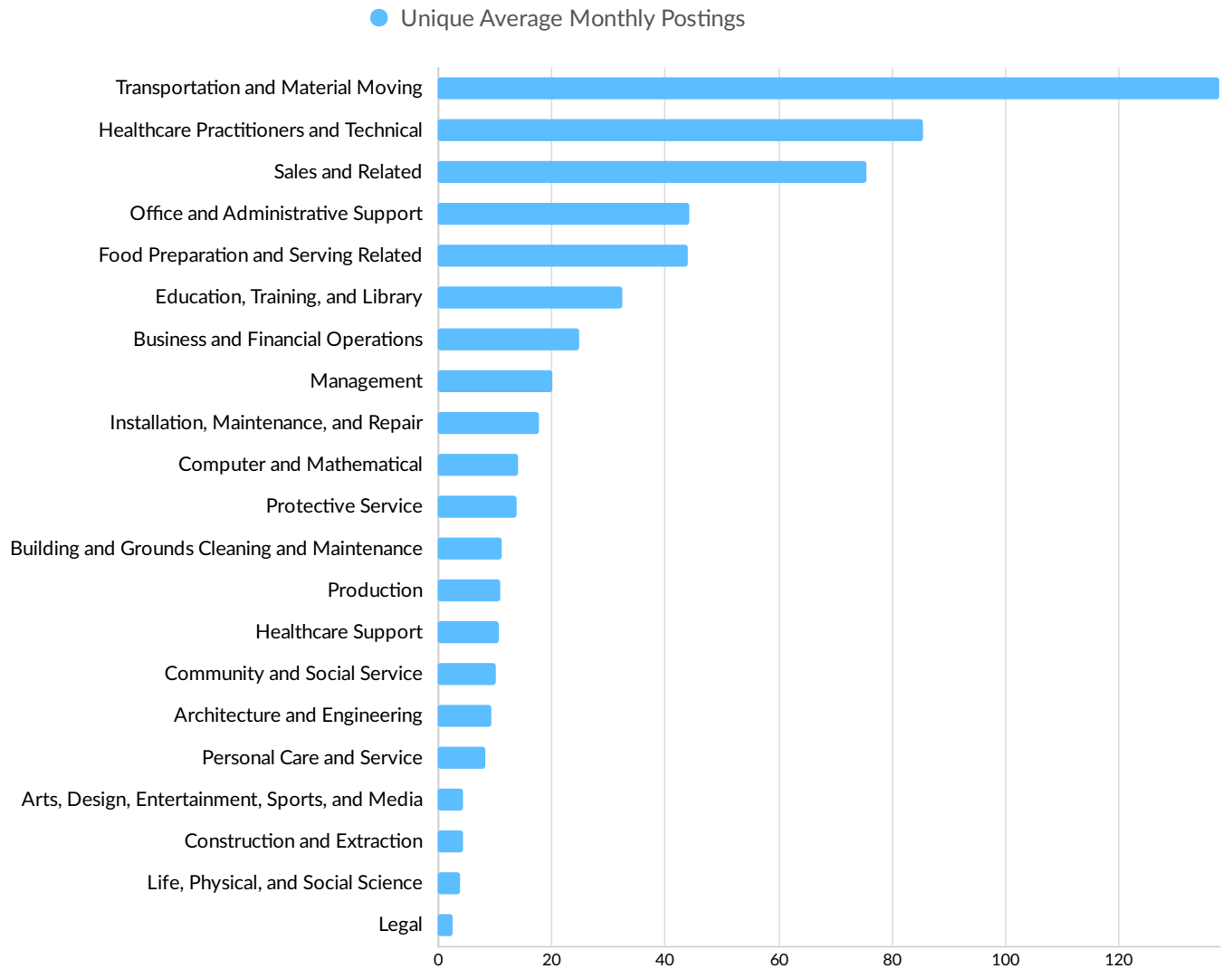
## Workforce Characteristics - Cont.

### Top Occupation Earnings



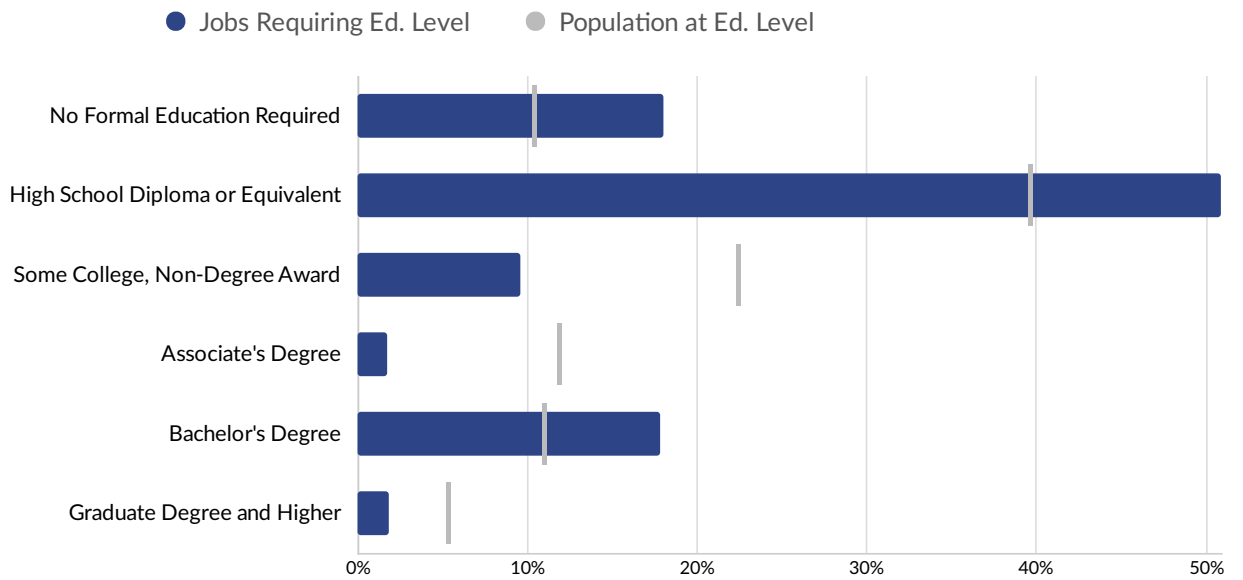
# Workforce Characteristics - Cont.

## Top Posted Occupations



## Workforce Characteristics - Cont.

### Underemployment





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Production	1,777	1,885	108	+6%	2.62	\$16.81	11
Office and Administrative Support	1,675	1,720	45	+3%	0.96	\$15.21	44
Sales and Related	1,100	1,181	81	+7%	0.97	\$11.71	76
Food Preparation and Serving Related	896	1,034	138	+15%	1.01	\$8.71	44
Transportation and Material Moving	934	920	-14	-1%	1.10	\$15.34	138
Management	710	659	-51	-7%	0.95	\$30.24	20
Construction and Extraction	590	642	52	+9%	1.14	\$19.04	5
Business and Financial Operations	535	588	53	+10%	0.93	\$25.27	25
Education, Training, and Library	488	564	76	+16%	0.81	\$19.32	33
Installation, Maintenance, and Repair	519	546	27	+5%	1.14	\$19.04	18
Personal Care and Service	388	426	38	+10%	0.81	\$11.62	8
Healthcare Practitioners and Technical	335	361	26	+8%	0.53	\$25.99	86
Building and Grounds Cleaning and Maintenance	313	348	35	+11%	0.77	\$12.01	11
Protective Service	241	230	-11	-5%	0.84	\$22.84	14
Healthcare Support	246	230	-16	-7%	0.69	\$12.81	11
Farming, Fishing, and Forestry	200	192	-8	-4%	2.10	\$15.21	0
Architecture and Engineering	140	167	27	+19%	0.80	\$29.16	9
Community and Social Service	194	166	-28	-14%	0.82	\$20.45	10

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Computer and Mathematical	120	142	22	+18%	0.40	\$28.74	14
Arts, Design, Entertainment, Sports, and Media	131	118	-13	-10%	0.52	\$16.34	5
Legal	69	69	0	0%	0.68	\$20.68	3
Life, Physical, and Social Science	58	60	2	+3%	0.60	\$26.38	4
Military-only	41	36	-5	-12%	0.49	\$19.31	0

## Educational Pipeline

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