Lincoln County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

210 McClellan Street, Suite 210
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.

12,280

Total Regional Employment

Jobs **grew by 553** over the last 5 years and are projected to **grow by 471** over the next 5 years.

$54.2K

Median Household Income (2017)

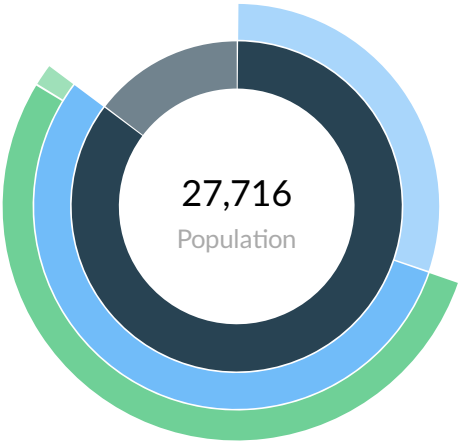
Median household income is **$3.4K below** the national median household income of $57.7K.

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 4.7%** in Lincoln County, WI from 11,727 to **12,280**. This change **fell short of the national growth rate of 8.5% by 3.8%**. As the number of jobs increased, the **labor force participation rate increased from 64.2% to 64.6% 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	15,260	12,280	100.4	$1.22B	$2.06B	$1.81B
NCWRPC	438,224	226,339	227,345	99.3	$22.23B	$28.15B	$27.20B
Wisconsin	5,810,713	3,106,626	3,156,907	100.0	$329.70B	$293.29B	$321.51B

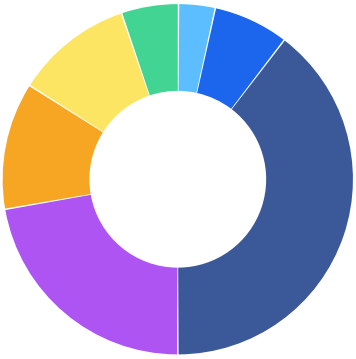
2018 Labor Force Breakdown



	Population
Total Working Age Population	23,620
Not in Labor Force (15+)	8,360
Labor Force	15,260
Employed	14,819
Unemployed	441
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).

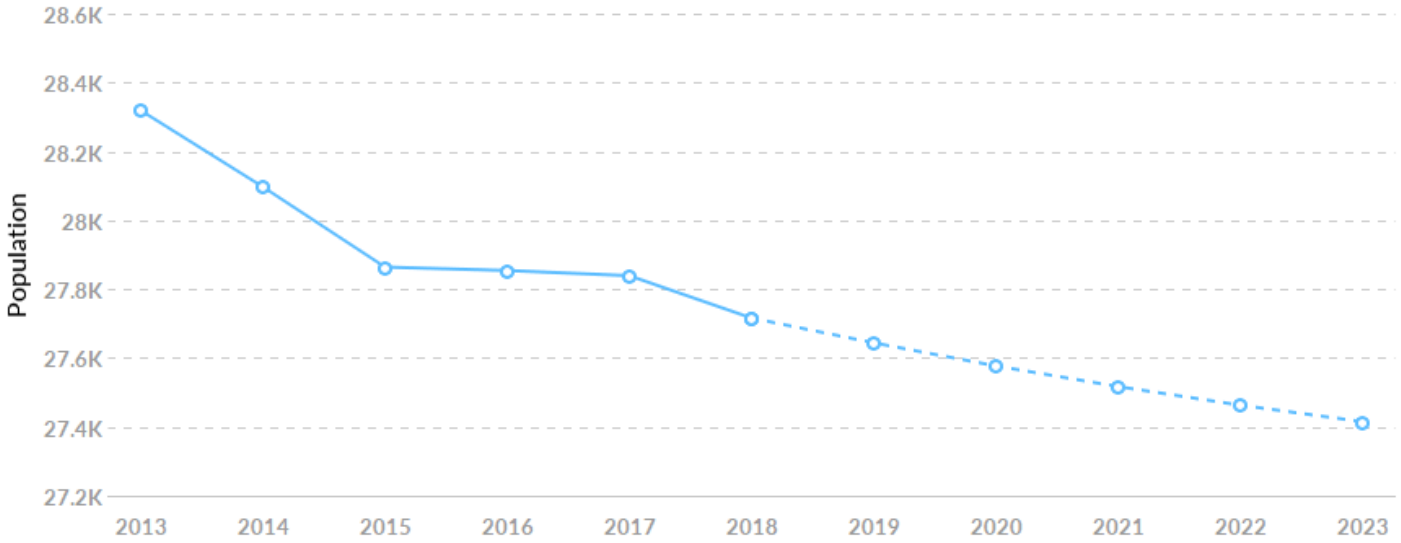


	% of Population	Population
Less Than 9th Grade	3.4%	698
9th Grade to 12th Grade	6.9%	1,438
High School Diploma	39.6%	8,194
Some College	22.3%	4,606
Associate's Degree	11.7%	2,425
Bachelor's Degree	10.8%	2,241
Graduate Degree and Higher	5.3%	1,089

Historic & Projected Trends

Population Trends

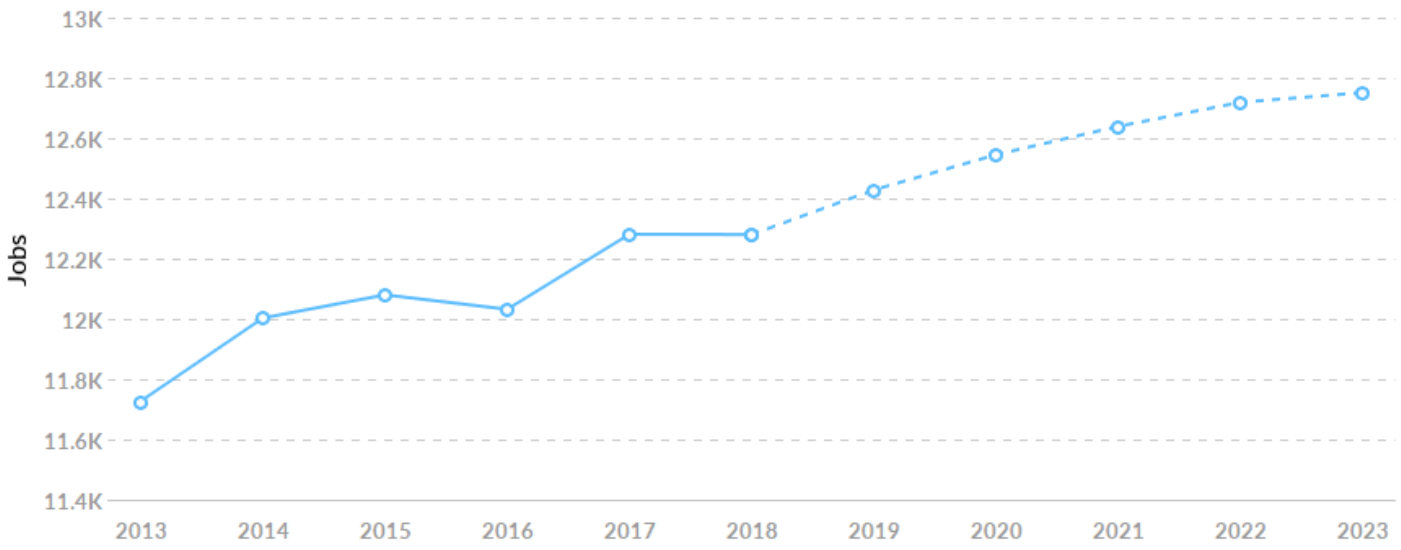
As of 2018 the region's population **declined by 2.1%** since 2013, falling by 603. Population is expected to **decrease by 1.1%** between 2018 and 2023, losing 301.



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

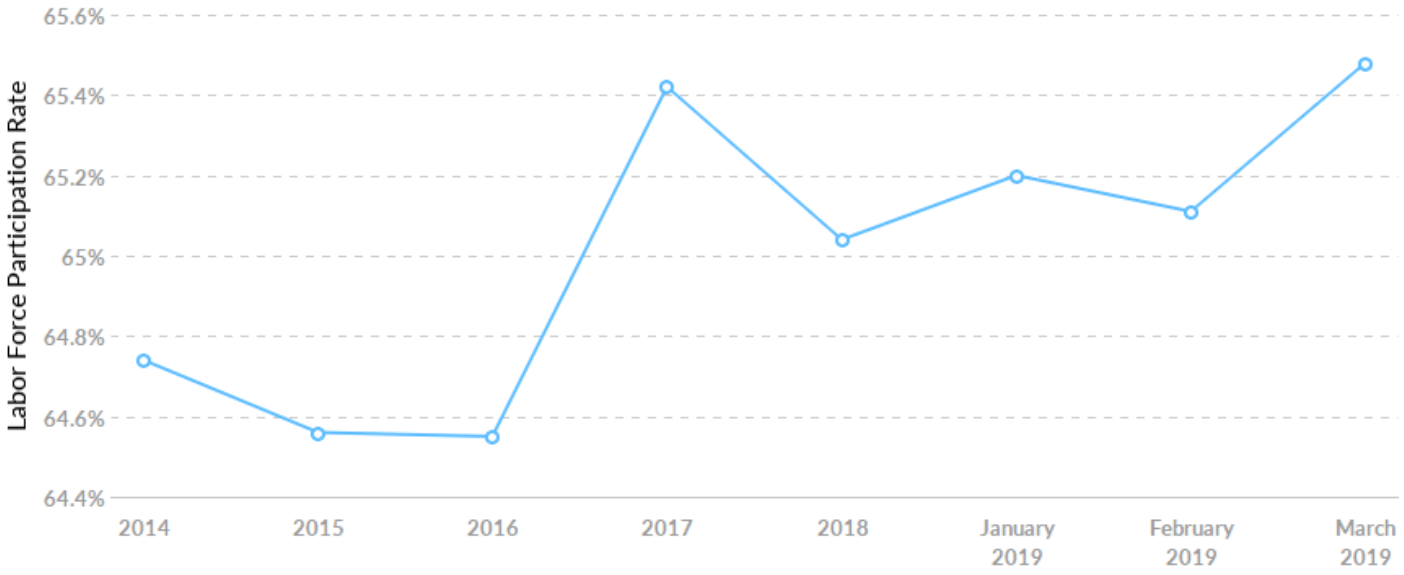
Job Trends

From 2013 to 2018, jobs **increased by 4.7%** in Lincoln County, WI from 11,727 to **12,280**. This change **fell short of the national growth rate of 8.5% by 3.8%**.



Timeframe	Jobs
2013	11,727
2014	12,003
2015	12,080
2016	12,032
2017	12,281
2018	12,280
2019	12,428
2020	12,545
2021	12,639
2022	12,719
2023	12,751

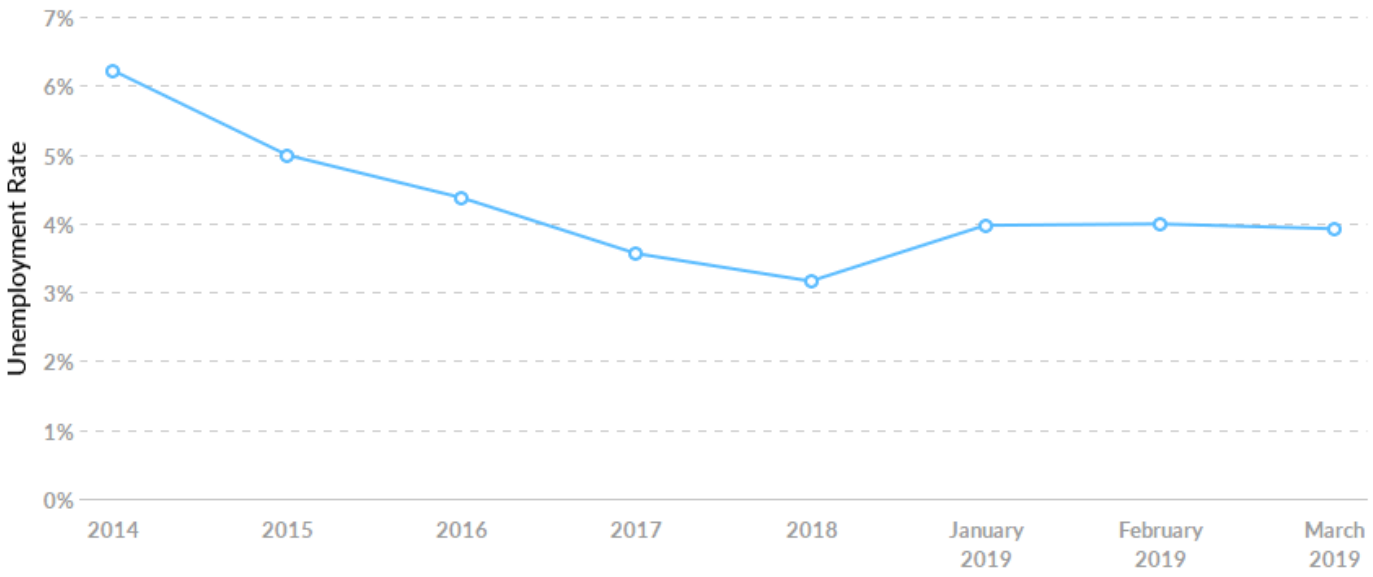
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	64.74%
2015	64.56%
2016	64.55%
2017	65.42%
2018	65.04%
January 2019	65.20%
February 2019	65.11%
March 2019	65.48%

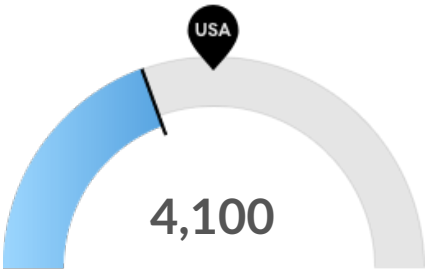
Unemployment Rate Trends

Lincoln County, WI had a March 2019 unemployment rate of 3.92%, **decreasing from 6.22%** 5 years before.



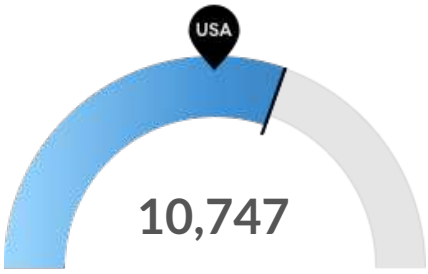
Timeframe	Unemployment Rate
2014	6.22%
2015	4.99%
2016	4.37%
2017	3.56%
2018	3.16%
January 2019	3.97%
February 2019	3.99%
March 2019	3.92%

Population Characteristics



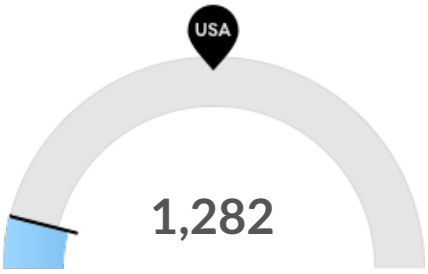
Millennials

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



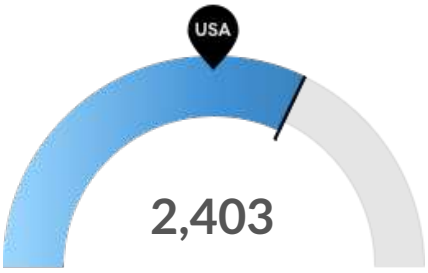
Retiring Soon

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.



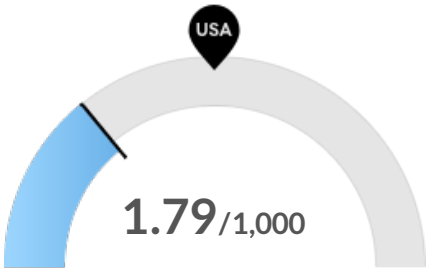
Racial Diversity

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.



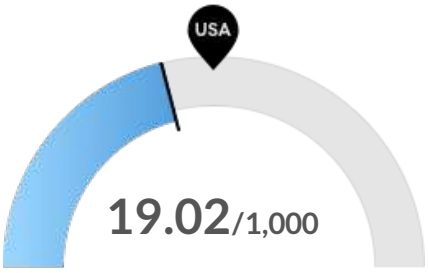
Veterans

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.

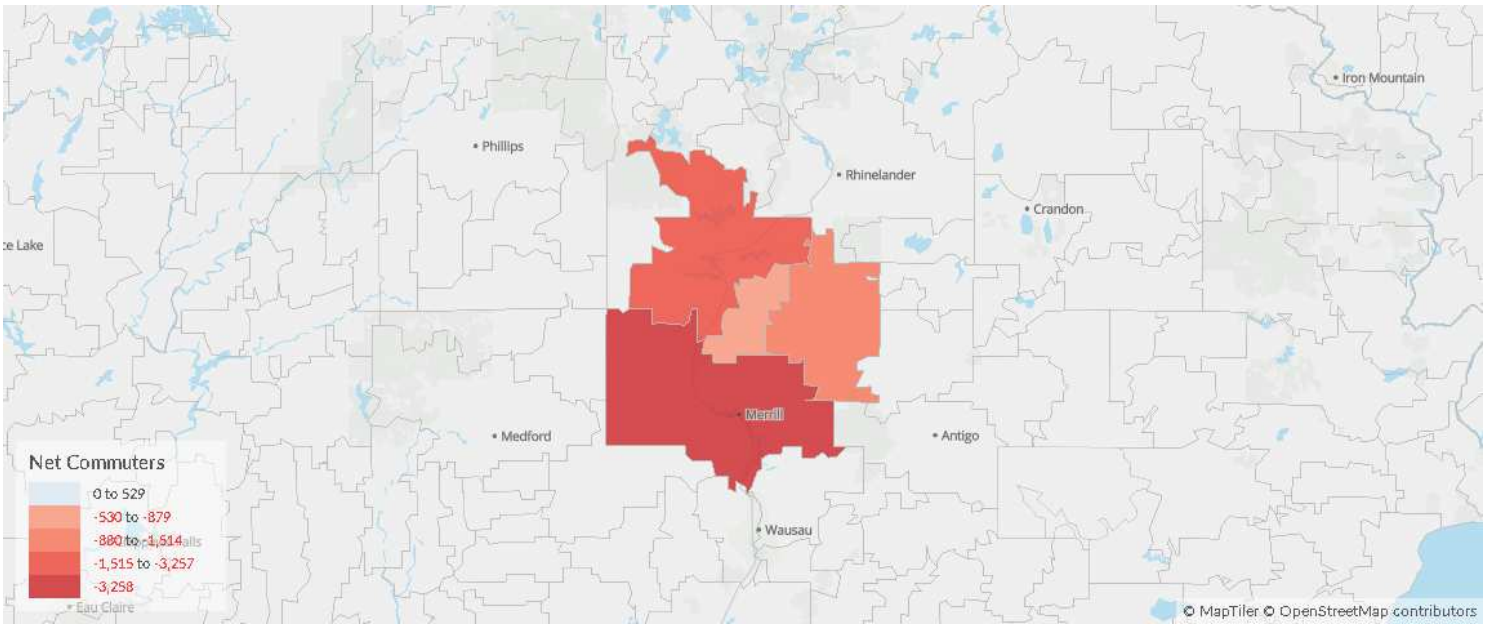


Property Crime

Lincoln County, WI has 19.02 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

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

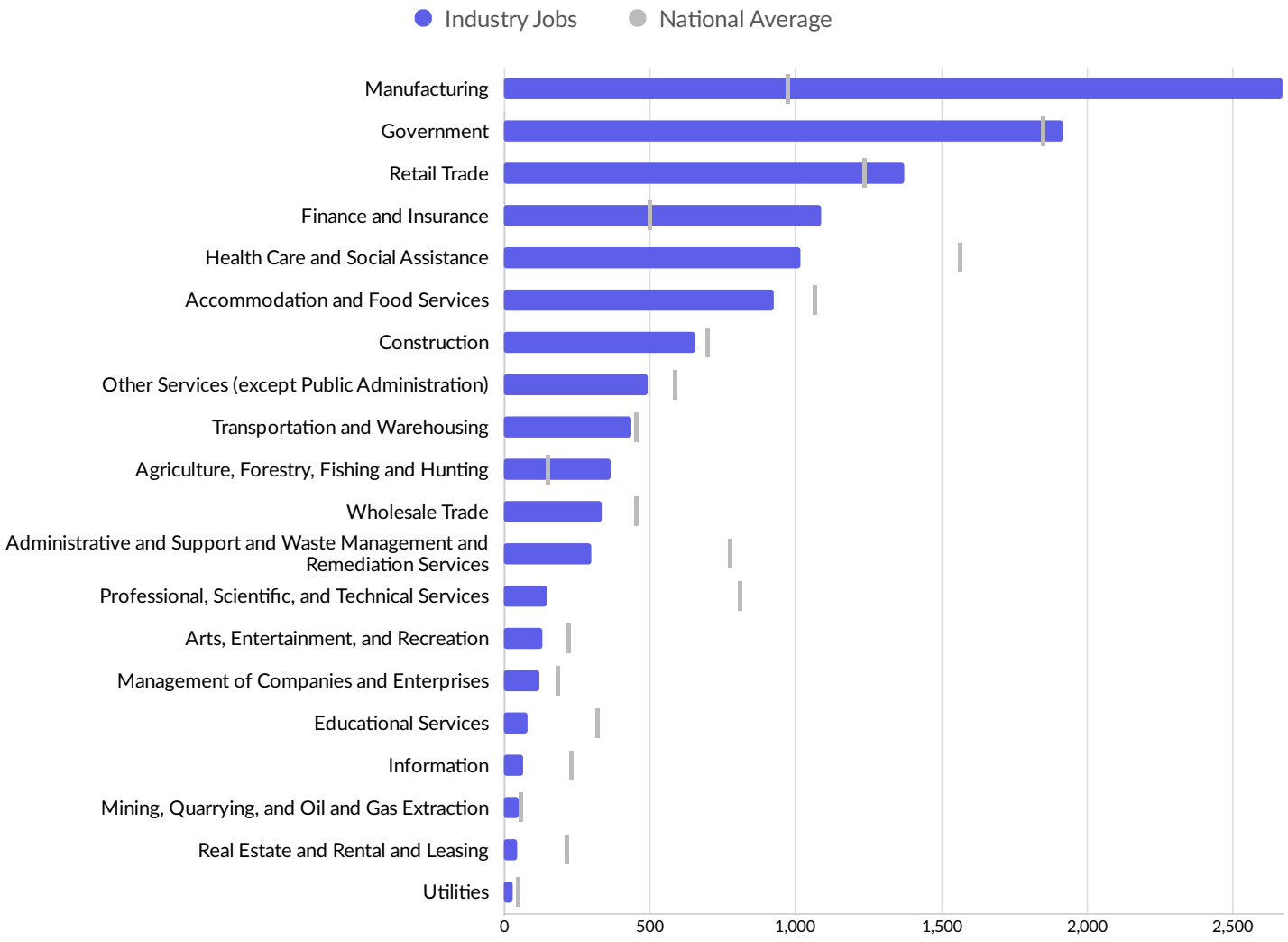
ZIP	Name	2018 Employment
54452	Merrill, WI (in Lincoln c...	7,808
54487	Tomahawk, WI (in Linco...	4,009
54435	Gleason, WI (in Lincoln ...	357
54442	Irma, WI (in Lincoln cou...	98
54532	Heafford Junction, WI (i...	<10

Where Talent Lives

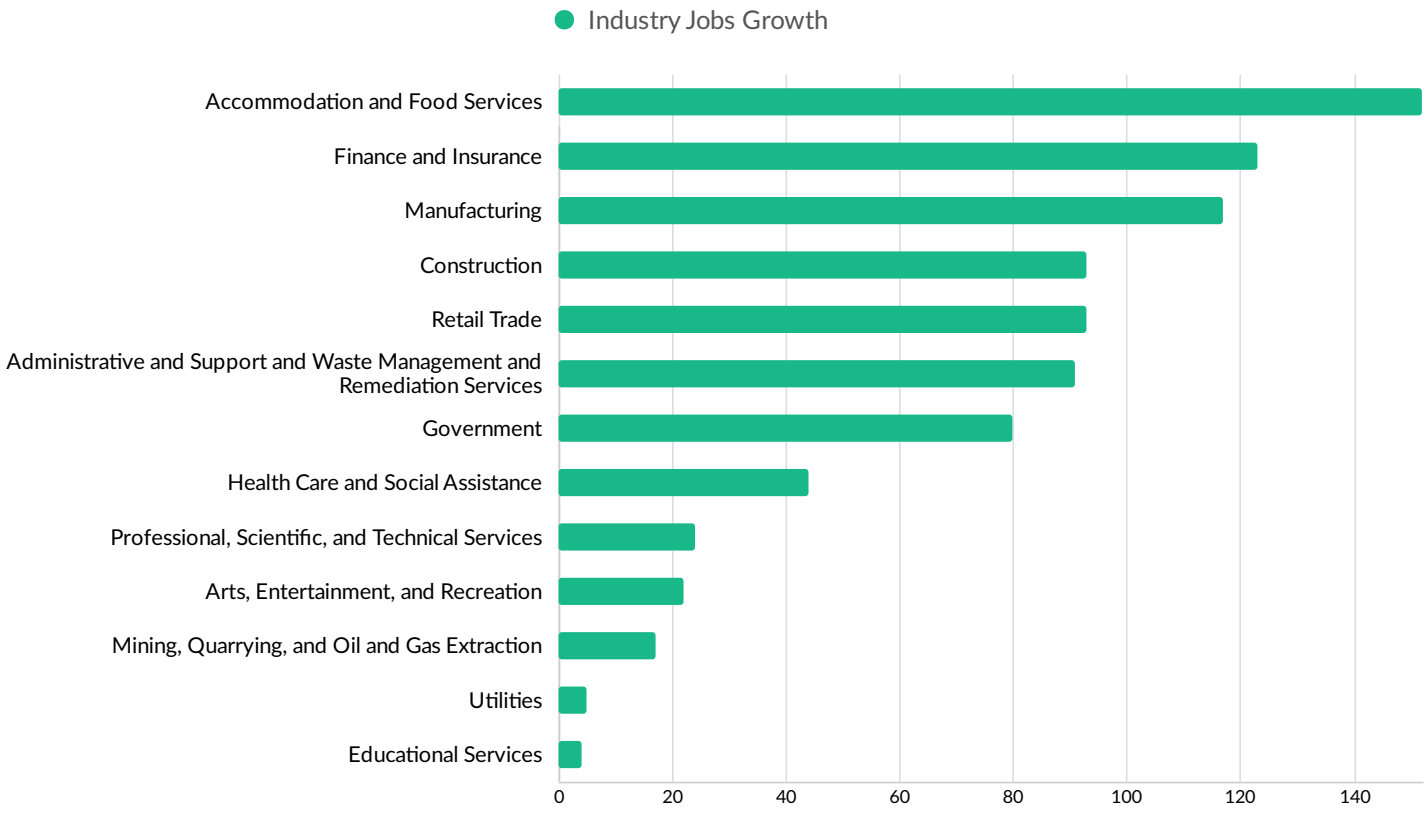
ZIP	Name	2018 Workers
54452	Merrill, WI (in Lincoln c...	11,066
54487	Tomahawk, WI (in Linco...	5,524
54435	Gleason, WI (in Lincoln ...	1,236
54442	Irma, WI (in Lincoln cou...	628
54532	Heafford Junction, WI (i...	<10

Industry Characteristics

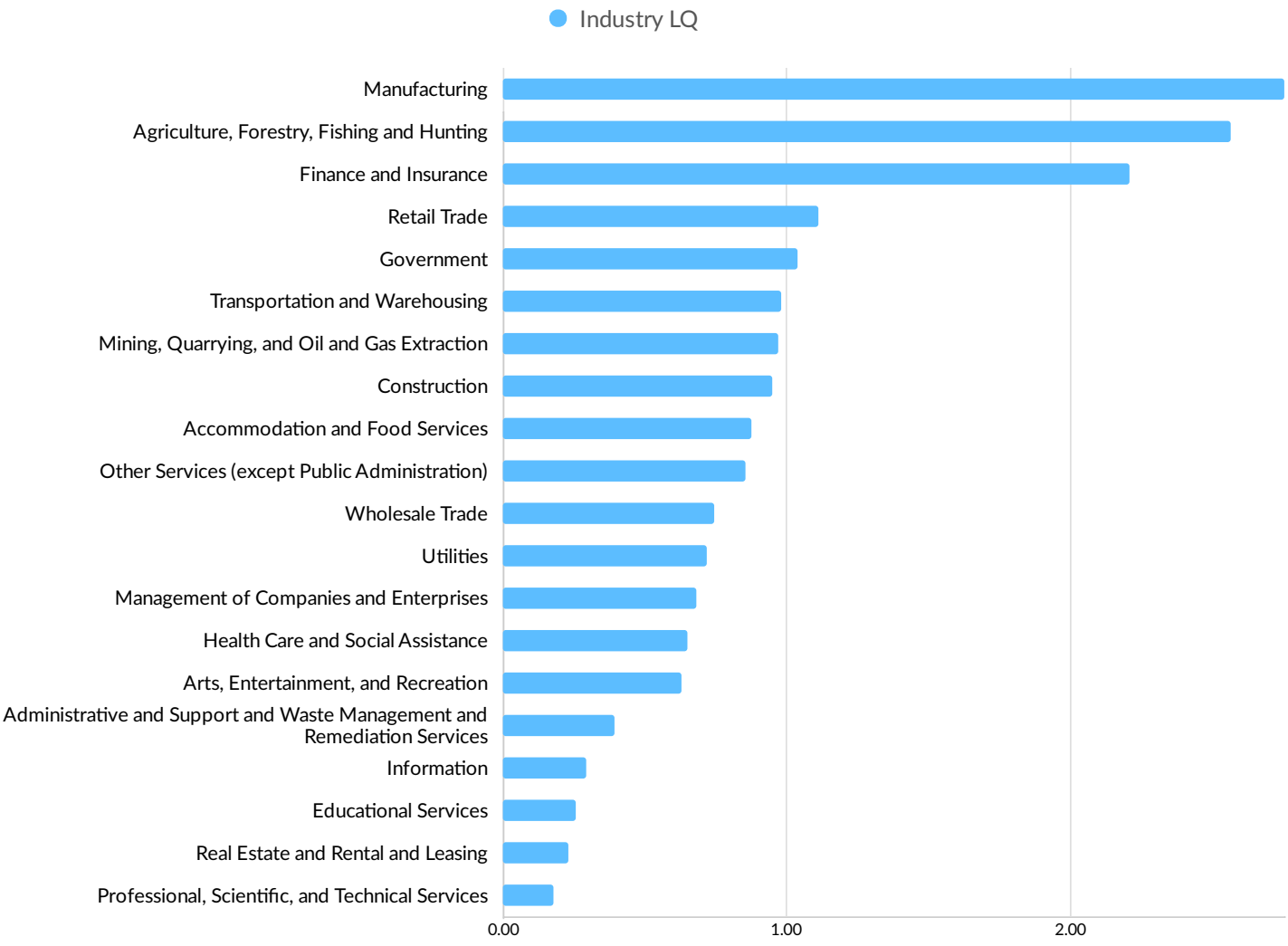
Largest Industries



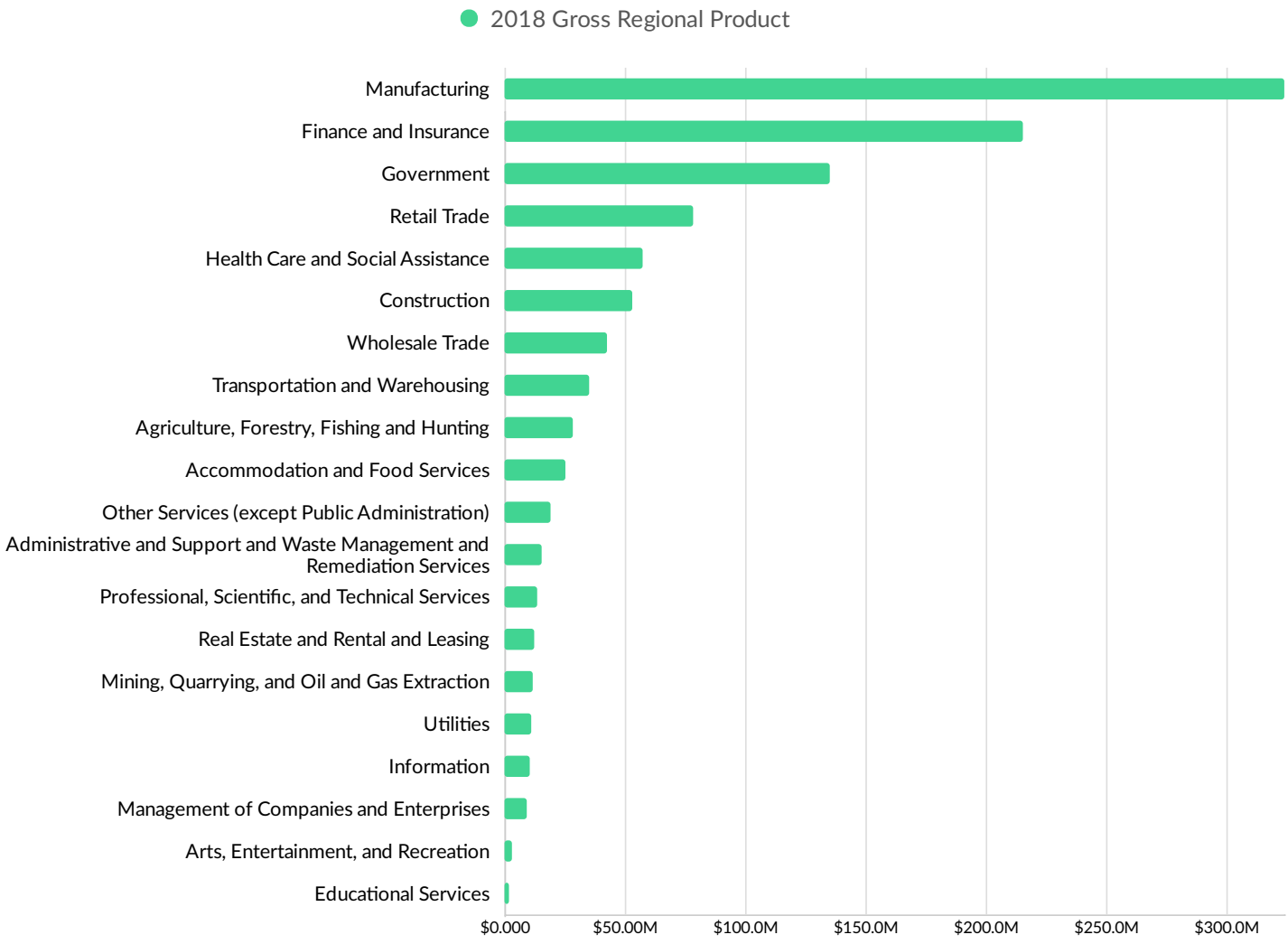
Top Growing Industries



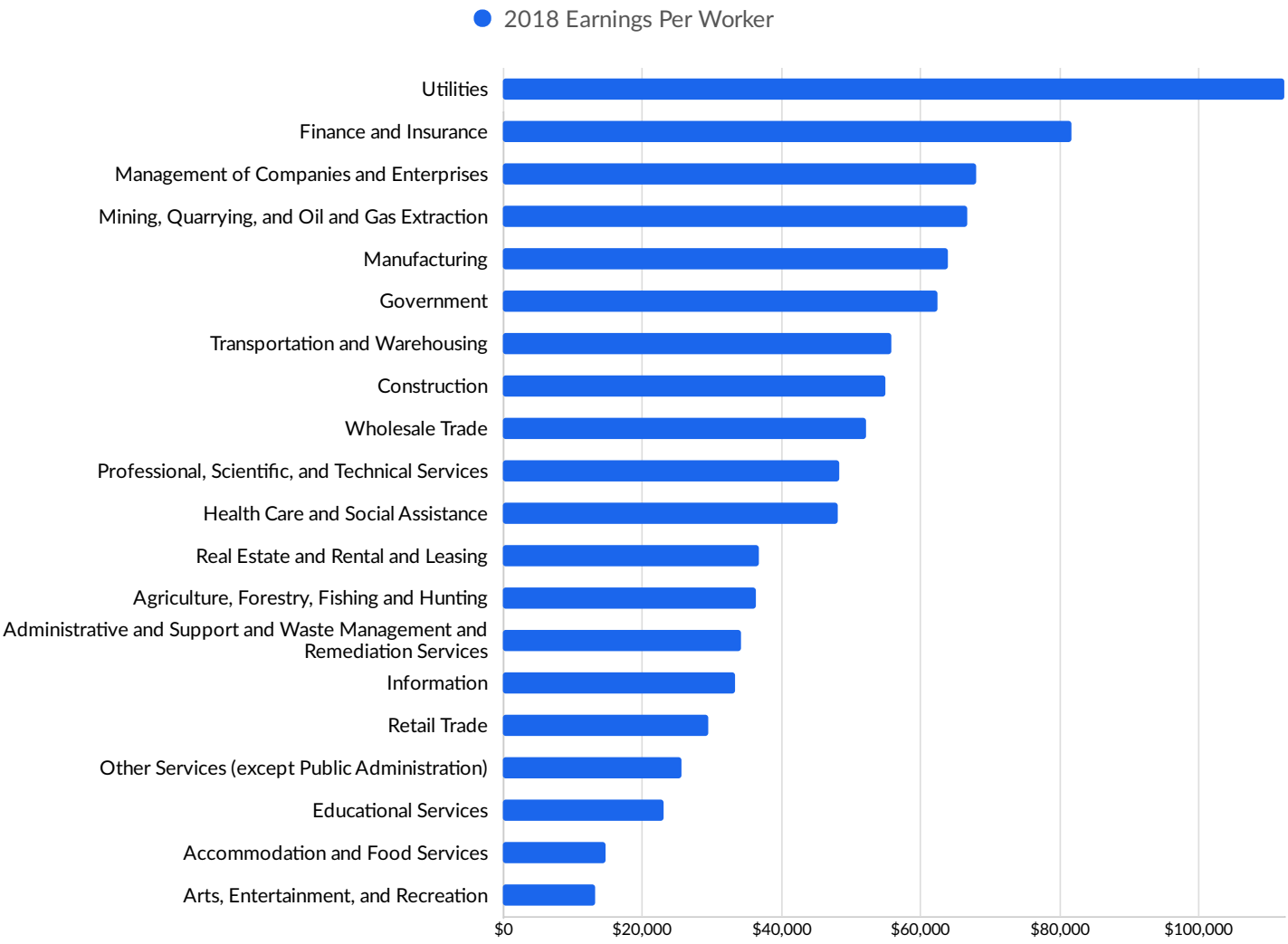
Top Industry LQ



Top Industry GRP



Top Industry Earnings



Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Manufacturing	2,556	2,673	117	+5%	2.76	$63,976	$323.97M
Government	1,840	1,920	80	+4%	1.04	$62,510	$135.00M
Retail Trade	1,284	1,377	93	+7%	1.12	$29,603	$78.23M
Finance and Insurance	967	1,090	123	+13%	2.21	$81,907	$215.39M
Health Care and Social Assistance	976	1,020	44	+5%	0.65	$48,279	$57.15M
Accommodation and Food Services	775	927	152	+20%	0.88	$14,859	$25.15M
Construction	565	658	93	+16%	0.95	$55,082	$52.90M
Other Services (except Public Administration)	570	496	-74	-13%	0.85	$25,595	$19.12M
Transportation and Warehousing	471	440	-31	-7%	0.98	$55,869	$35.32M
Agriculture, Forestry, Fishing and Hunting	459	368	-91	-20%	2.57	$36,434	$28.36M
Wholesale Trade	375	335	-40	-11%	0.74	$52,286	$42.36M
Administrative and Support and Waste Management and Remediation Services	210	301	91	+43%	0.39	$34,292	$15.62M
Professional, Scientific, and Technical Services	121	145	24	+20%	0.18	$48,372	$13.67M
Arts, Entertainment, and Recreation	112	134	22	+20%	0.63	$13,271	$2.79M
Management of Companies and Enterprises	166	121	-45	-27%	0.69	$68,042	$9.02M
Educational Services	77	81	4	+5%	0.26	$23,148	$2.12M
Information	88	66	-22	-25%	0.30	$33,455	$10.37M
Mining, Quarrying, and Oil and Gas Extraction	33	50	17	+52%	0.97	$66,876	$11.64M
Real Estate and Rental and Leasing	55	48	-7	-13%	0.23	$36,912	$12.61M
Utilities	25	30	5	+20%	0.72	$112,433	$10.82M

Business Characteristics

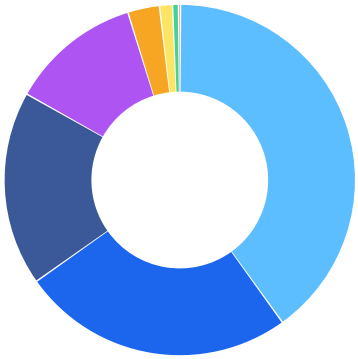
2,154 Companies Employ Your Workers

Online profiles for your workers mention 2,154 companies as employers, with the top 10 appearing below. In the last 12 months, 686 companies in Lincoln County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Church Mutual Insurance Comp...	169
Aspirus Wausau Hospital, Inc.	74
Harley-Davidson, Inc.	65
Merrill Area Public Schools Inc	65
Ministry Health Care, Inc.	52
Packaging Corporation of Ameri...	52
Marshfield Clinic	48
Wal-Mart Stores, Inc.	38
State of Wisconsin	36
School District of Tomahawk	33

Top Companies Posting	Unique Postings
Church Mutual Insurance Comp...	247
Roehl Transport, Inc.	139
Platinum Supplemental Insuranc...	108
Pizza Hut, Inc.	104
Travelers Healthcare	93
U. S. Xpress, Inc.	84
Telereach Inc	83
Ascension Health	81
C.R. England, Inc.	61
Teach For America, Inc.	60

Business Size

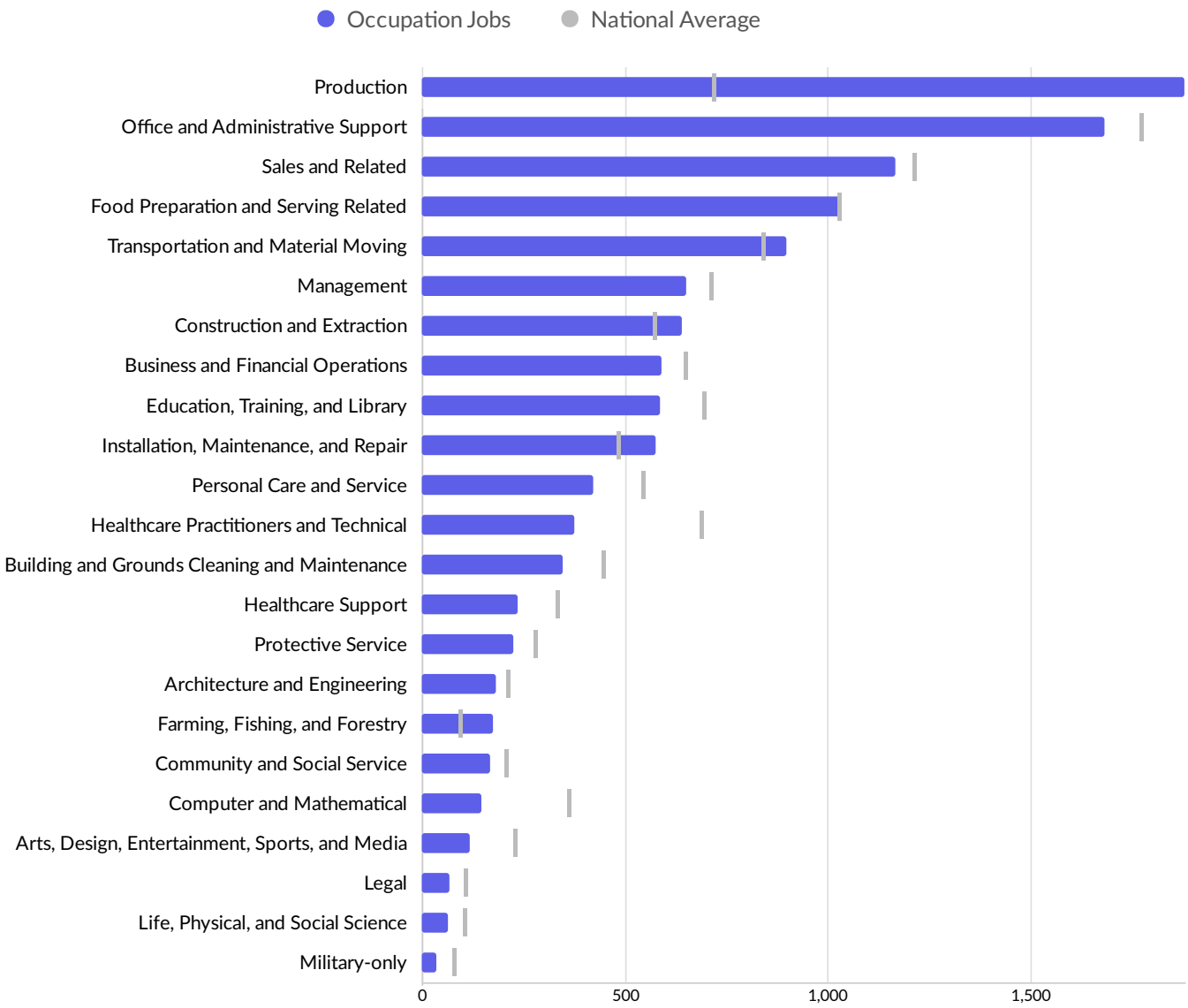


	Percentage	Business Count
1 to 4 employees	40.0%	437
5 to 9 employees	25.2%	275
10 to 19 employees	17.9%	196
20 to 49 employees	12.1%	132
50 to 99 employees	2.9%	32
100 to 249 employees	1.2%	13
250 to 499 employees	0.5%	6
500+ employees	0.2%	2

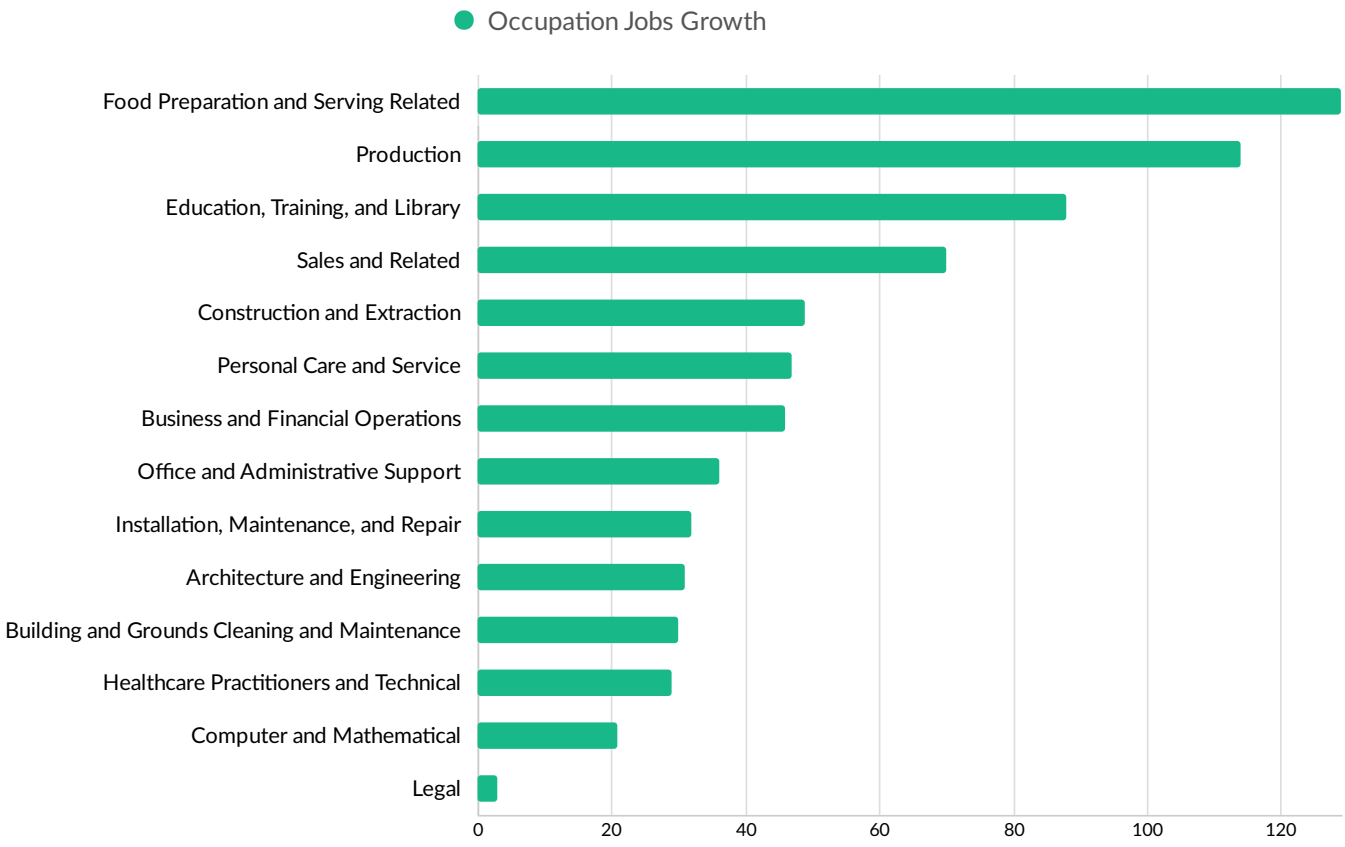
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

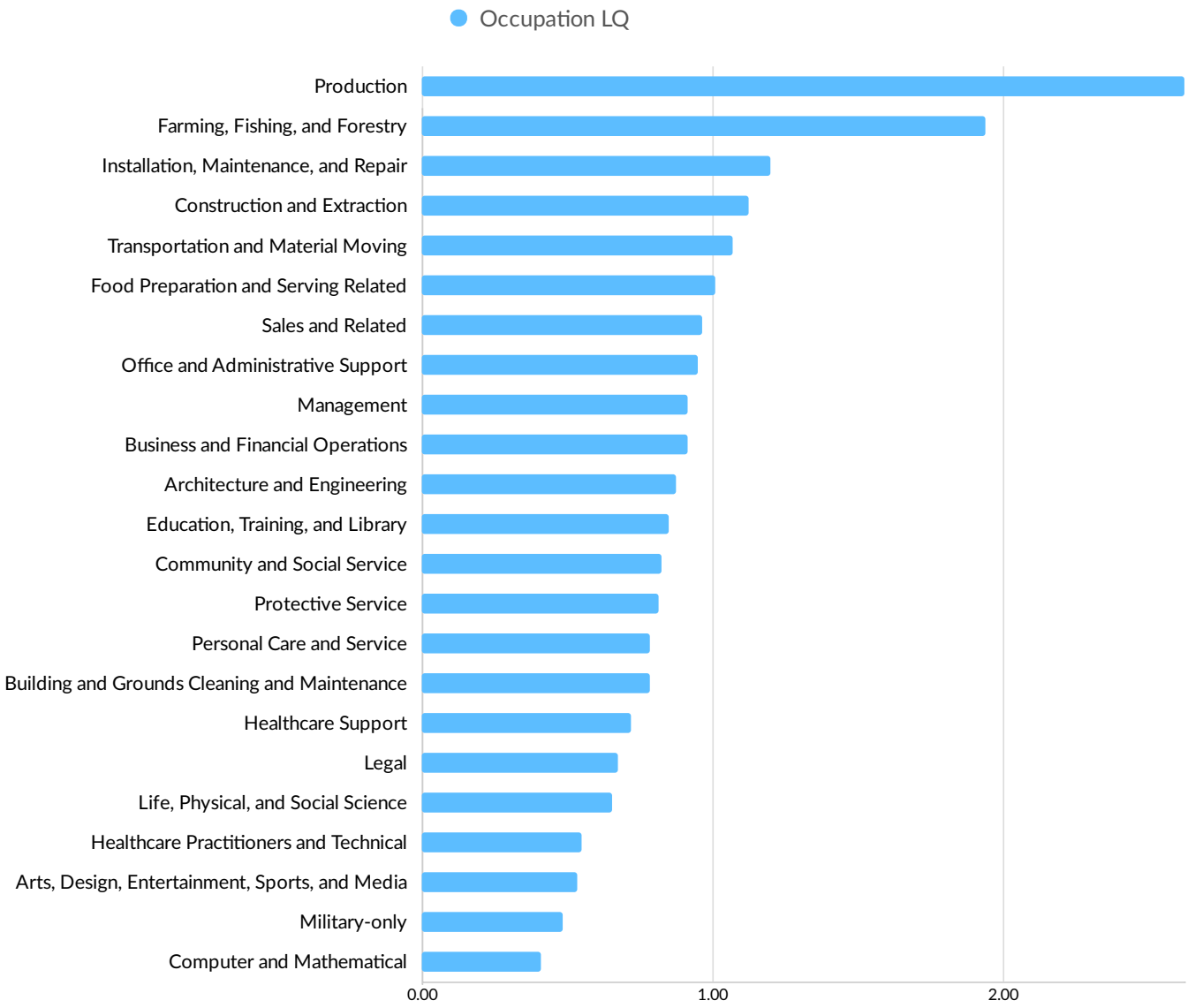
Largest Occupations



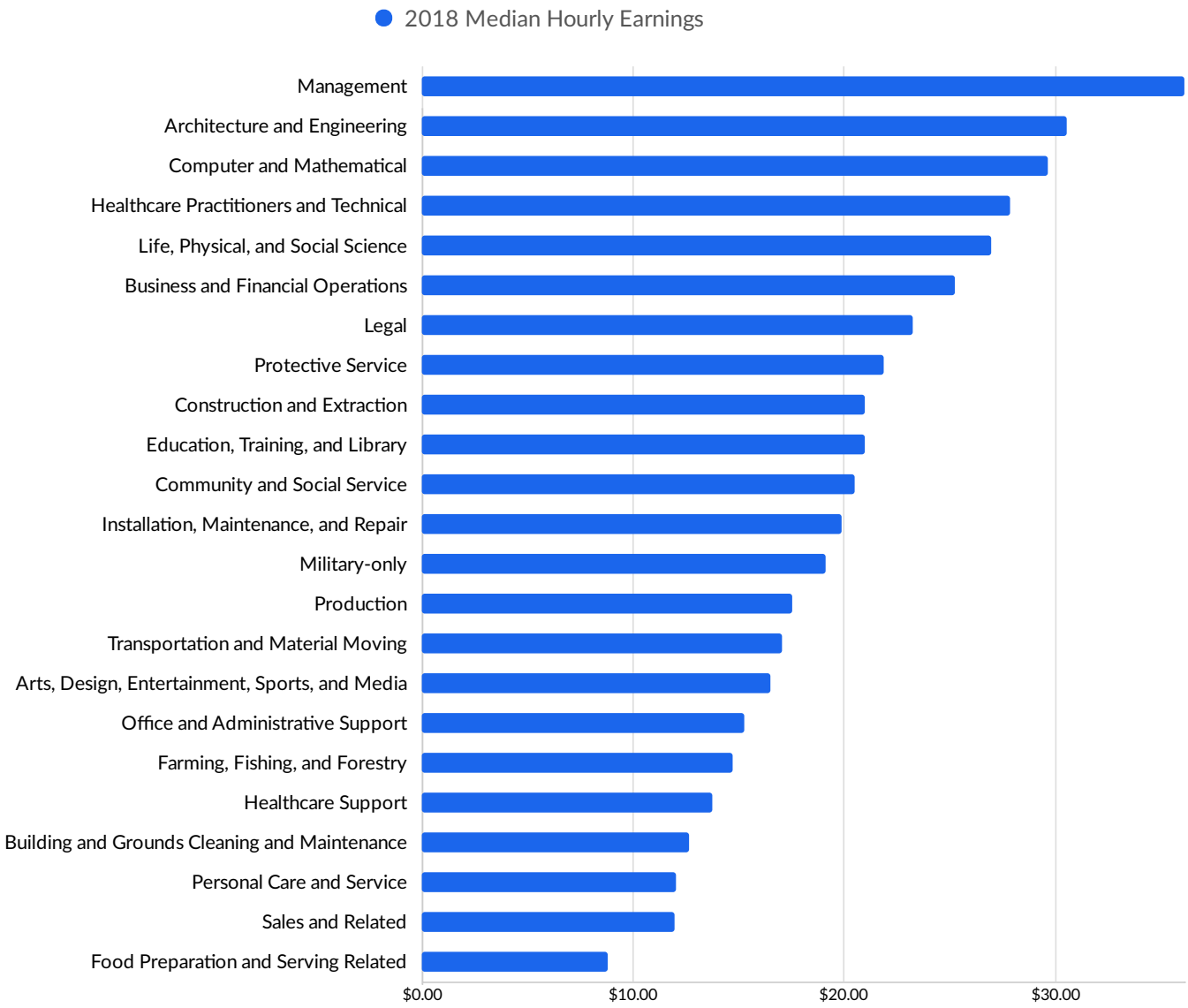
Top Growing Occupations



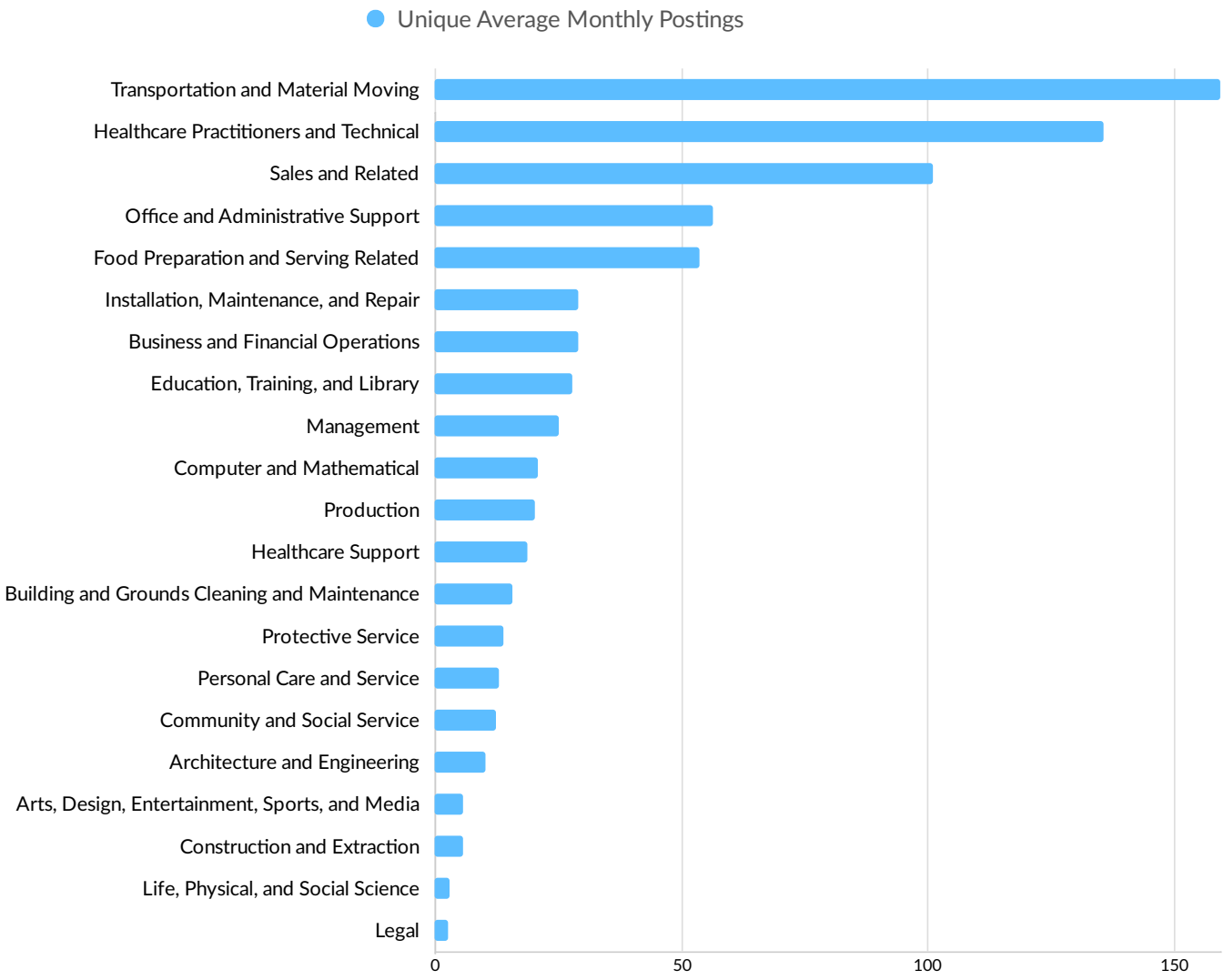
Top Occupation LQ



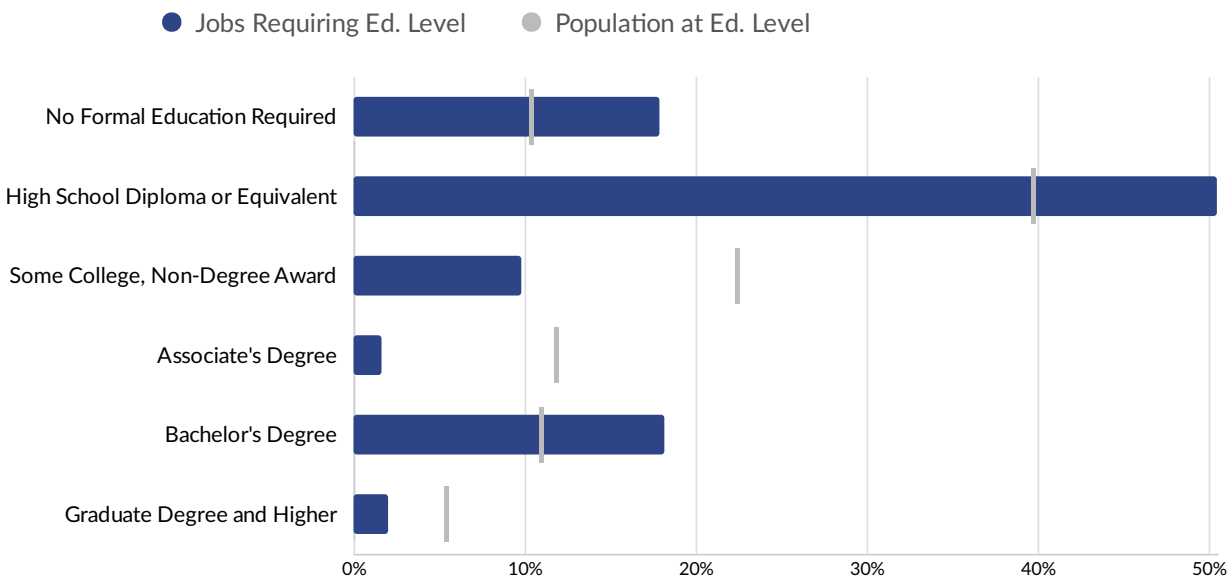
Top Occupation Earnings



Top Posted Occupations



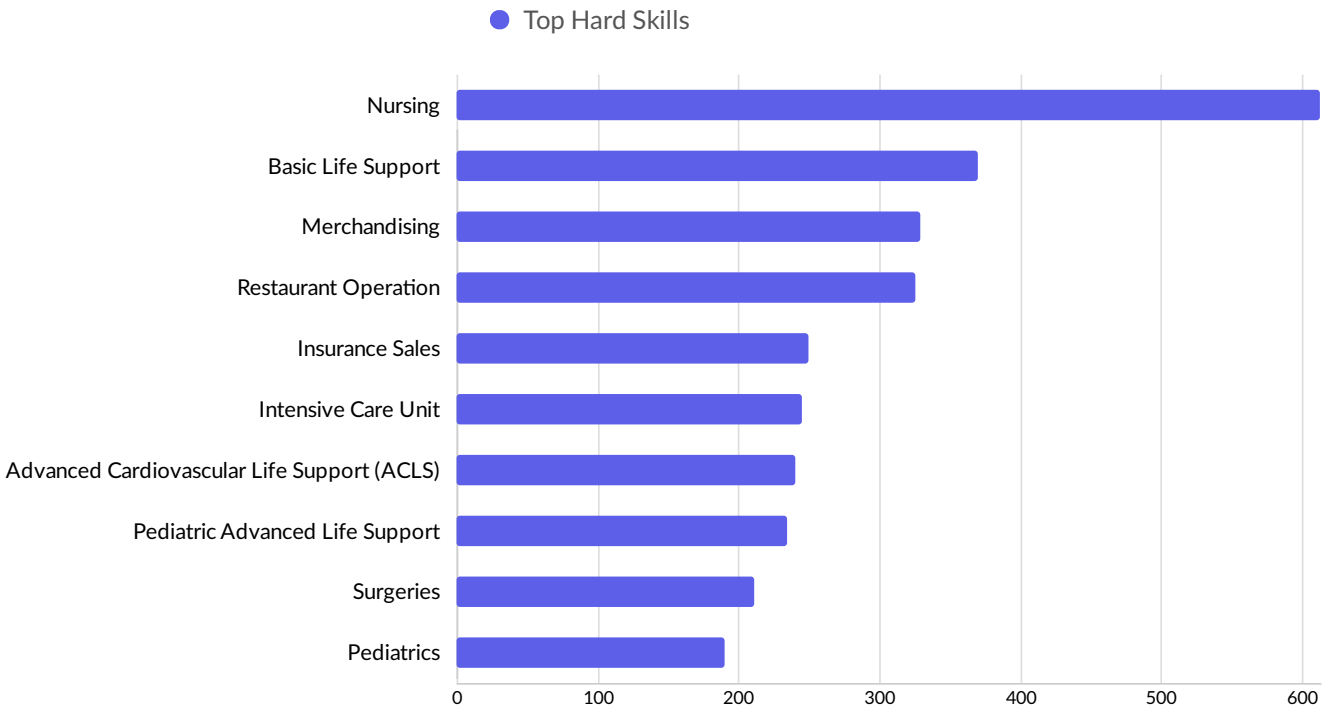
Underemployment



Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Production	1,766	1,880	114	+6%	2.63	$17.58	20
Office and Administrative Support	1,646	1,682	36	+2%	0.95	$15.30	57
Sales and Related	1,099	1,169	70	+6%	0.97	$11.97	101
Food Preparation and Serving Related	903	1,032	129	+14%	1.01	$8.81	54
Transportation and Material Moving	923	897	-26	-3%	1.07	$17.09	159
Management	694	650	-44	-6%	0.92	$36.15	25
Construction and Extraction	591	640	49	+8%	1.13	$21.01	6
Business and Financial Operations	544	590	46	+8%	0.92	$25.30	29
Education, Training, and Library	501	589	88	+18%	0.85	$21.00	28
Installation, Maintenance, and Repair	544	576	32	+6%	1.20	$19.92	29
Personal Care and Service	377	424	47	+12%	0.79	$12.07	13
Healthcare Practitioners and Technical	348	377	29	+8%	0.55	$27.91	136
Building and Grounds Cleaning and Maintenance	318	348	30	+9%	0.78	$12.70	16
Healthcare Support	258	236	-22	-9%	0.72	$13.74	19
Protective Service	233	225	-8	-3%	0.82	$21.92	14
Architecture and Engineering	151	182	31	+21%	0.88	$30.60	10
Farming, Fishing, and Forestry	206	177	-29	-14%	1.94	$14.75	0
Community and Social Service	199	170	-29	-15%	0.83	$20.52	13

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Computer and Mathematical	126	147	21	+17%	0.41	$29.70	21
Arts, Design, Entertainment, Sports, and Media	125	120	-5	-4%	0.53	$16.50	6
Legal	66	69	3	+5%	0.68	$23.25	3
Life, Physical, and Social Science	66	66	0	0%	0.66	$27.01	3
Military-only	42	36	-6	-14%	0.49	$19.15	0

Educational Pipeline

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

In-Demand Skills