



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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Report Parameters

1 County

55069 Lincoln County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

27,570

Population (2019)

Population **decreased by 535** over the last 5 years and is projected to **decrease by 346** over the next 5 years.

12,235

Total Regional Employment

Jobs **grew by 238** over the last 5 years and are projected to **grow by 268** over the next 5 years.

\$56.1K

Median Household Income (2018)

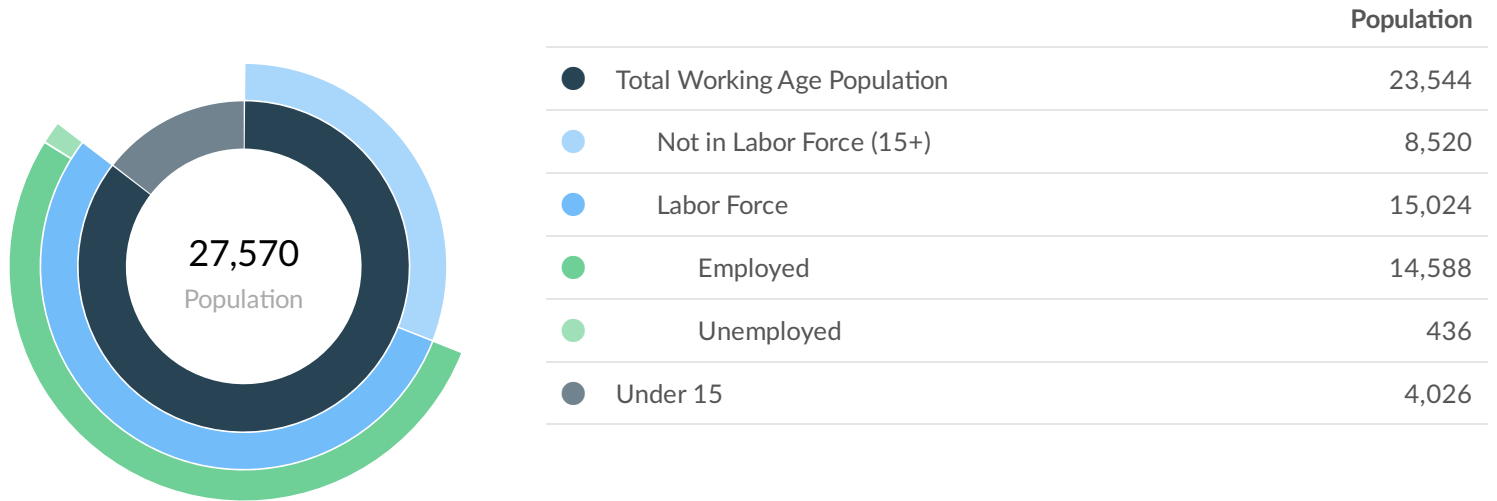
Median household income is **\$4.2K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **declined by 1.9%** since 2014, falling by 535. Population is expected to **decrease by 1.3%** between 2019 and 2024, losing 346.
- From 2014 to 2019, jobs **increased by 2.0%** in Lincoln County, WI from 11,997 to **12,235**. This change **fell short of the national growth rate of 7.3% by 5.3%**. As the number of jobs increased, the **labor force participation rate decreased from 64.6% to 63.8% between 2014 and 2019**.
- Concerning educational attainment, **12.0% of Lincoln County, WI residents possess a Bachelor's Degree** (6.9% below the national average), and **11.5% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Insurance Carriers, and Restaurants and Other Eating Places.

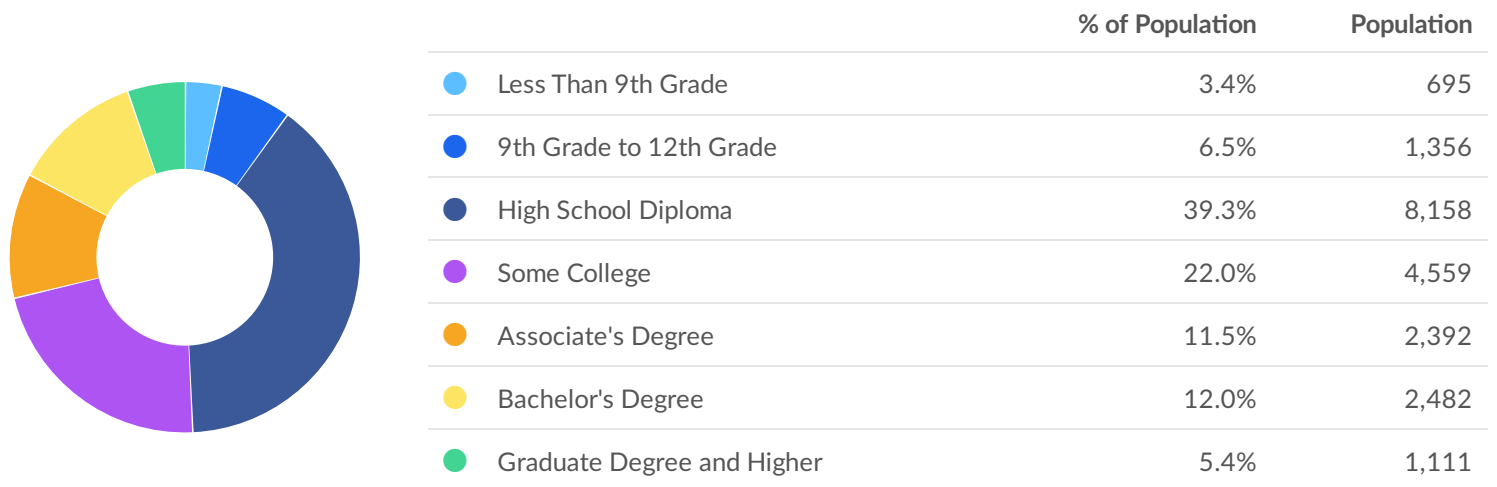
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	27,570	15,024	12,235	100.4	\$1.23B	\$2.04B	\$1.80B
Grow North	195,459	98,325	84,346	100.9	\$7.67B	\$12.66B	\$9.95B
Centergy	327,328	170,330	177,036	98.6	\$17.92B	\$22.42B	\$22.15B
NCWRPC	439,469	224,528	227,782	99.3	\$22.46B	\$29.15B	\$27.97B
Wisconsin	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B

2019 Labor Force Breakdown



Educational Attainment

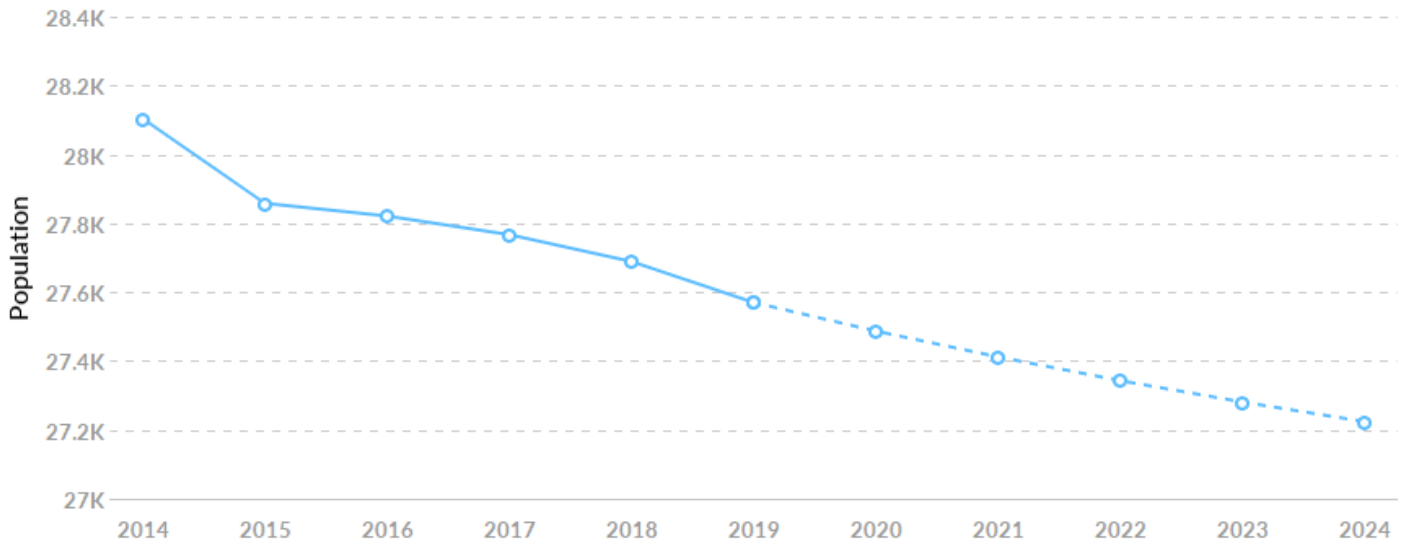
Concerning educational attainment, **12.0% of Lincoln County, WI residents possess a Bachelor's Degree** (6.9% below the national average), and **11.5% hold an Associate's Degree** (3.4% above the national average).



Historic & Projected Trends

Population Trends

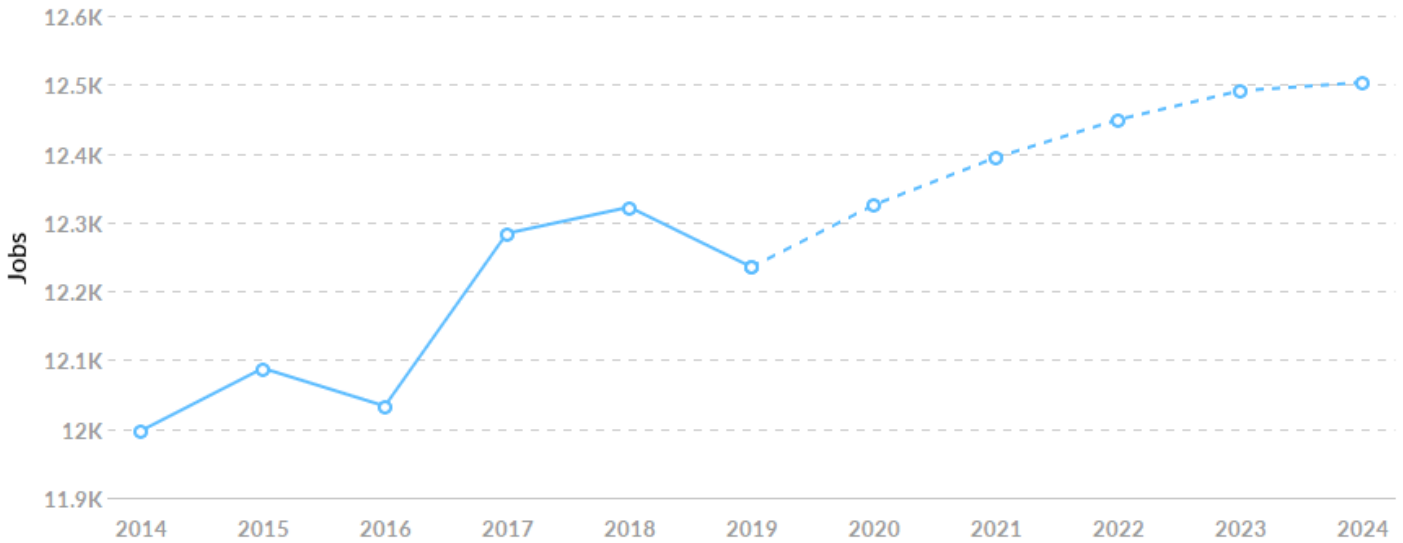
As of 2019 the region's population **declined by 1.9%** since 2014, falling by 535. Population is expected to **decrease by 1.3%** between 2019 and 2024, losing 346.



Timeframe	Population
2014	28,104
2015	27,858
2016	27,821
2017	27,767
2018	27,689
2019	27,570
2020	27,487
2021	27,412
2022	27,343
2023	27,281
2024	27,224

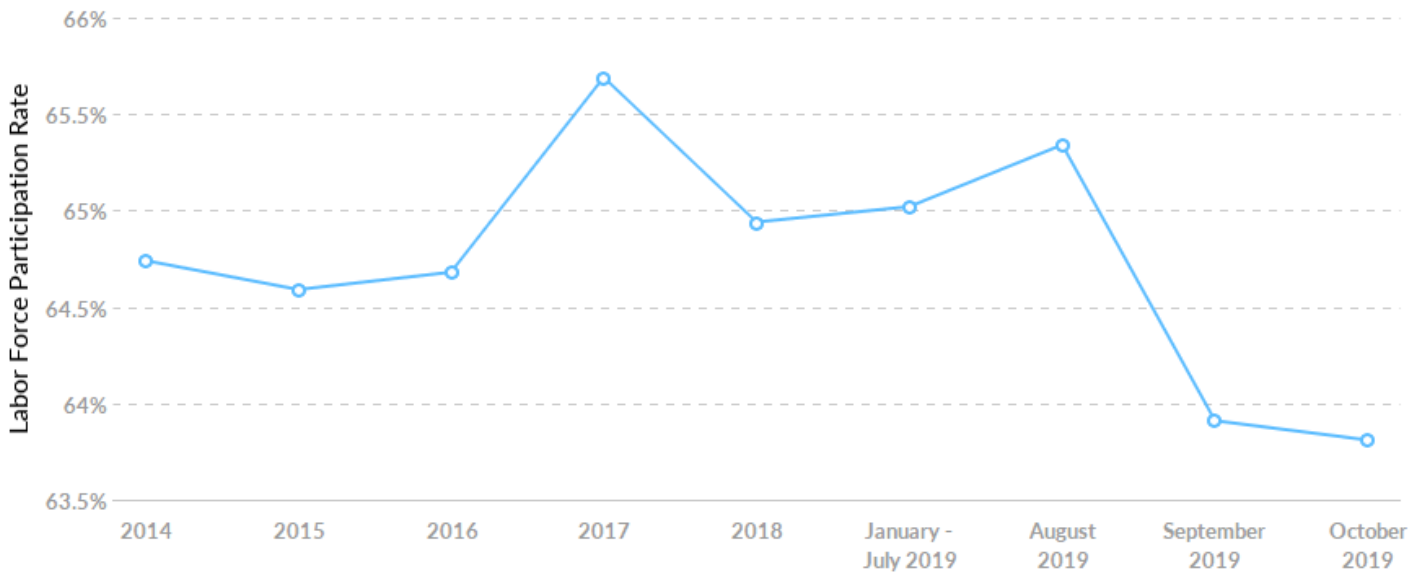
Job Trends

From 2014 to 2019, jobs increased by 2.0% in Lincoln County, WI from 11,997 to 12,235. This change fell short of the national growth rate of 7.3% by 5.3%.



Timeframe	Jobs
2014	11,997
2015	12,088
2016	12,033
2017	12,284
2018	12,322
2019	12,235
2020	12,325
2021	12,394
2022	12,449
2023	12,491
2024	12,503

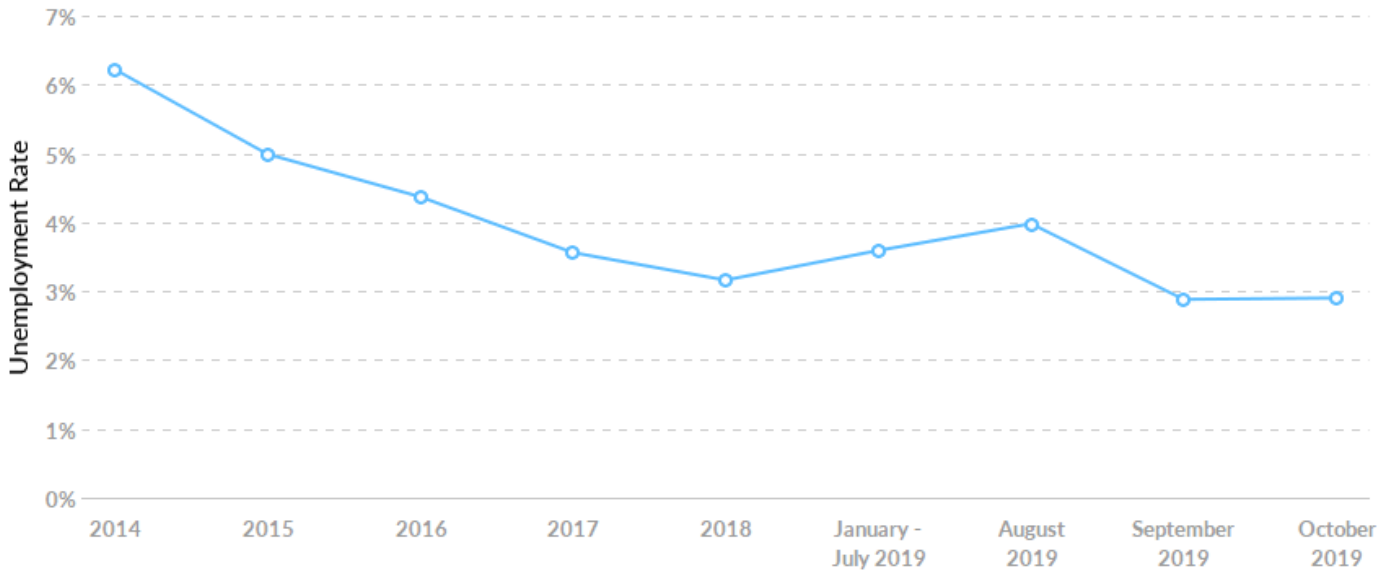
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	64.74%
2015	64.59%
2016	64.68%
2017	65.69%
2018	64.94%
January - July 2019	65.02%
August 2019	65.34%
September 2019	63.91%
October 2019	63.81%

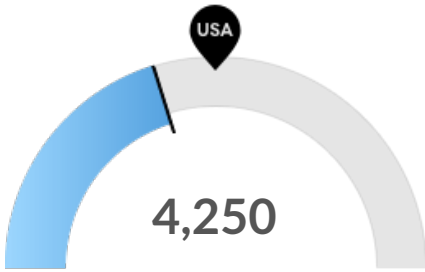
Unemployment Rate Trends

Lincoln County, WI had an October 2019 unemployment rate of 2.90%, **decreasing from 6.22%** 5 years before.



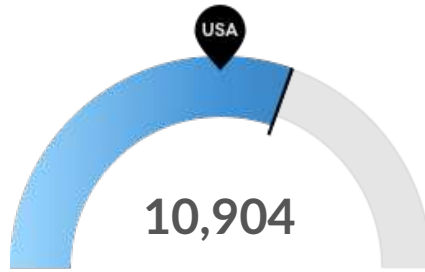
Timeframe	Unemployment Rate
2014	6.22%
2015	4.99%
2016	4.37%
2017	3.56%
2018	3.16%
January - July 2019	3.59%
August 2019	3.98%
September 2019	2.88%
October 2019	2.90%

Population Characteristics



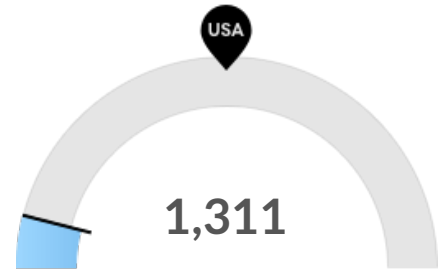
Millennials

Lincoln County, WI has 4,250 millennials (ages 25-39). The national average for an area this size is 5,693.



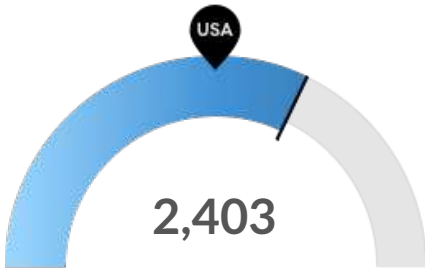
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,015 people 55 or older, while there are 10,904 here.



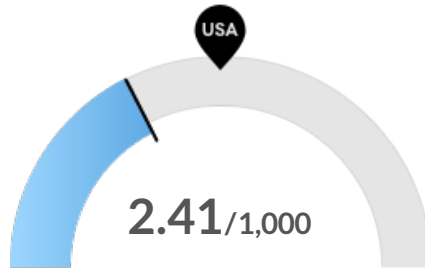
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 10,970 racially diverse people, while there are 1,311 here.



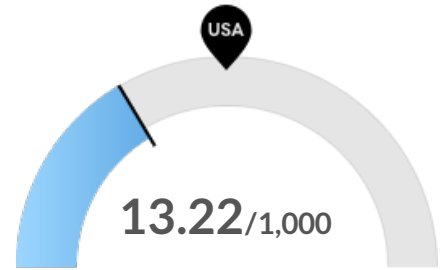
Veterans

Lincoln County, WI has 2,403 veterans. The national average for an area this size is 1,617.



Violent Crime

Lincoln County, WI has 2.41 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

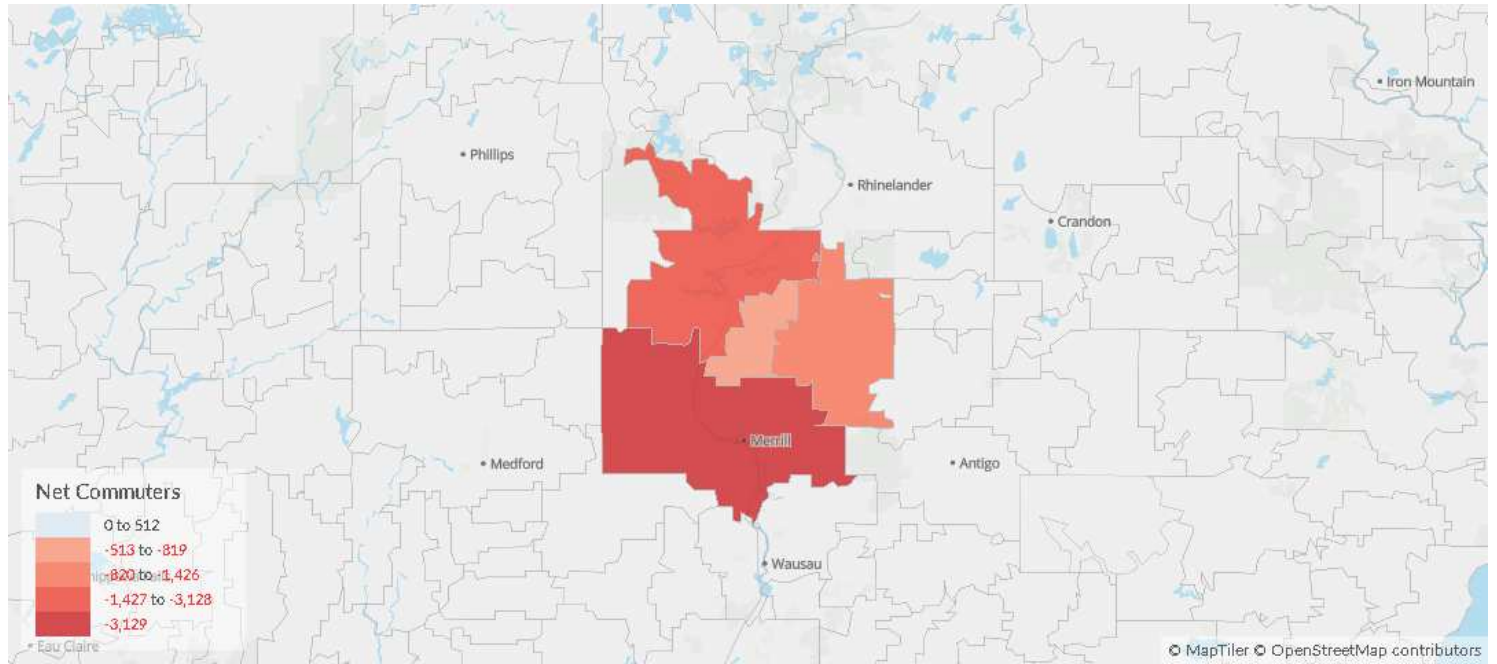


Property Crime

Lincoln County, WI has 13.22 property crimes per 1,000 people. The national rate is 22.98 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

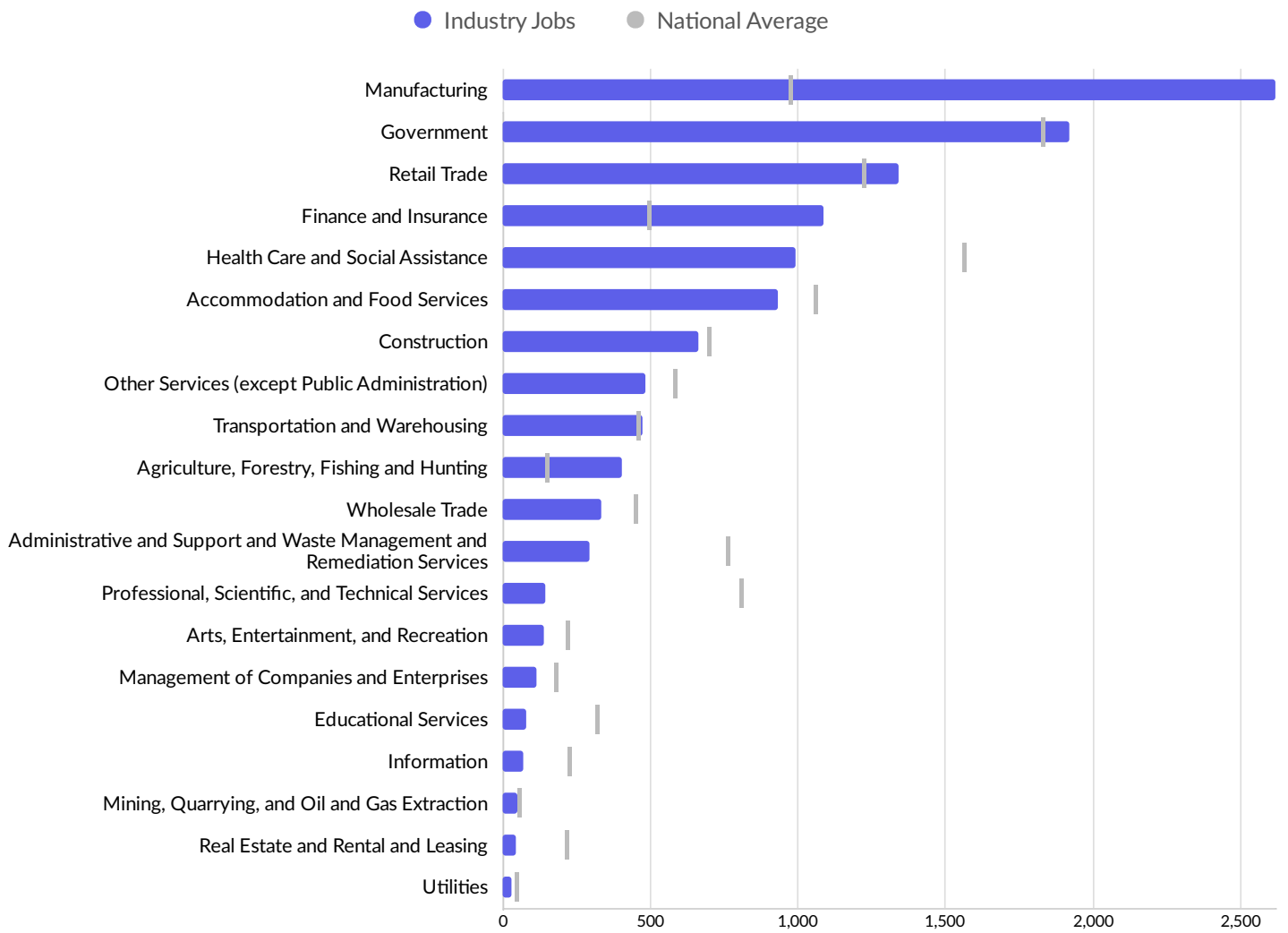
ZIP	Name	2019 Employment
54452	Merrill, WI (in Lincoln c...	7,778
54487	Tomahawk, WI (in Linco...	3,994
54435	Gleason, WI (in Lincoln ...	367
54442	Irma, WI (in Lincoln cou...	88
54532	Heafford Junction, WI (i...	<10

Where Talent Lives

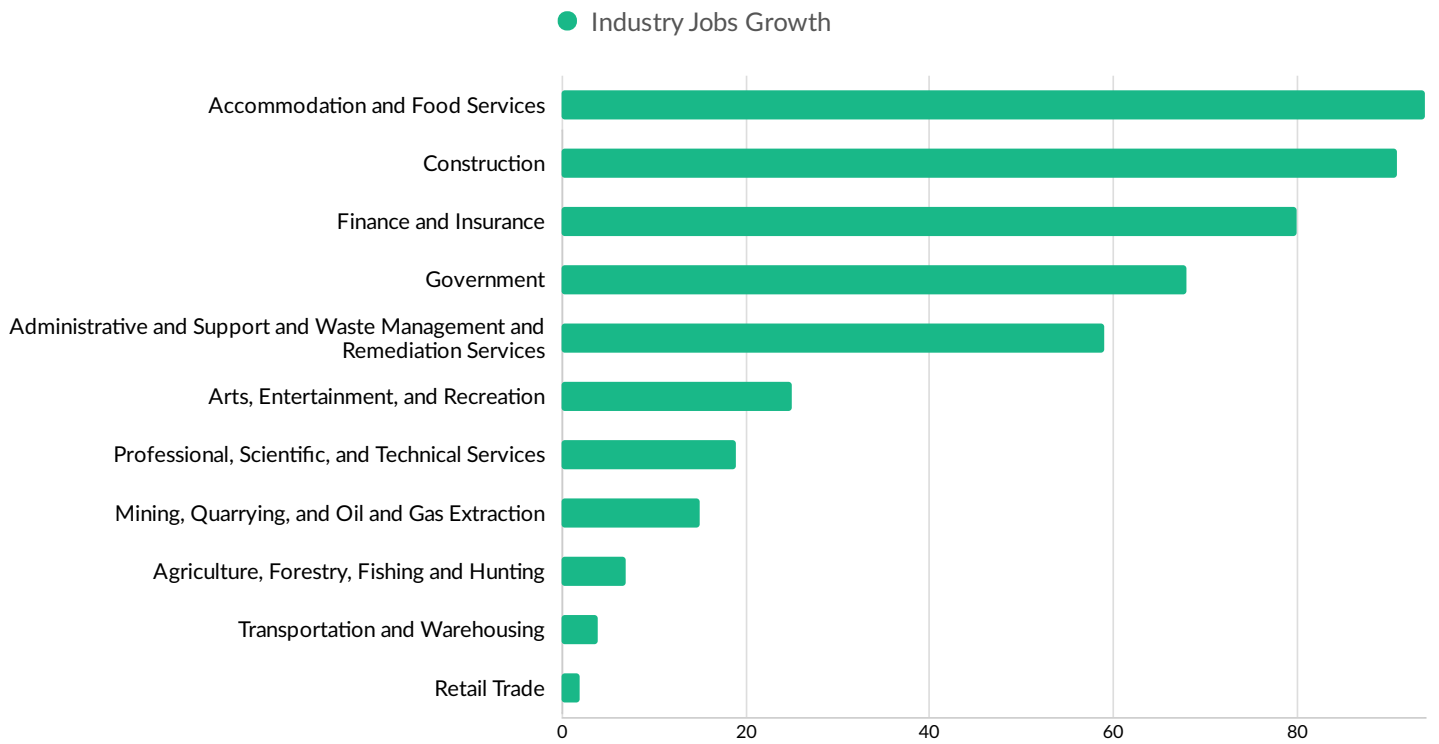
ZIP	Name	2019 Workers
54452	Merrill, WI (in Lincoln c...	10,907
54487	Tomahawk, WI (in Linco...	5,421
54435	Gleason, WI (in Lincoln ...	1,187
54442	Irma, WI (in Lincoln cou...	602
54532	Heafford Junction, WI (i...	<10

Industry Characteristics

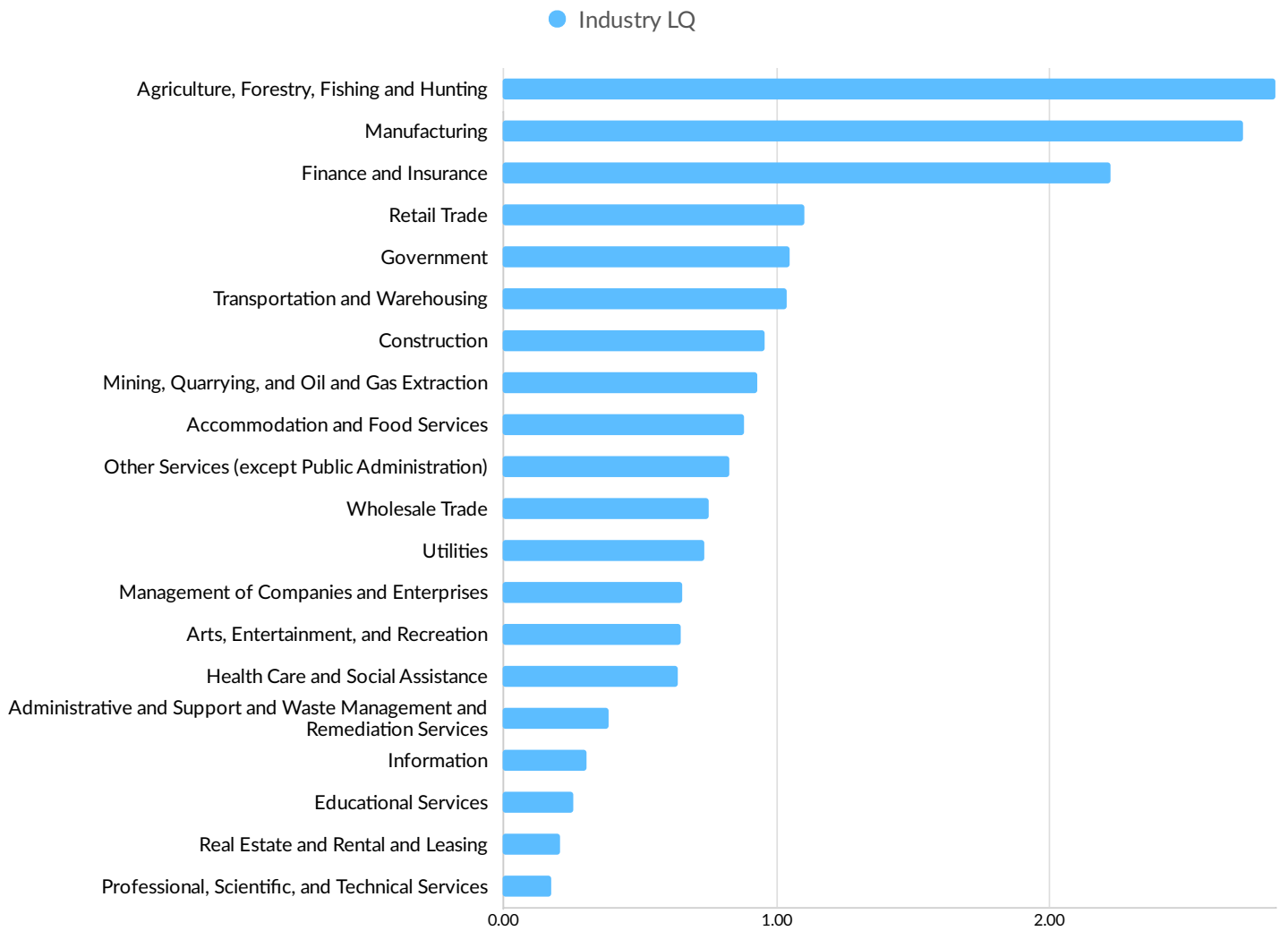
Largest Industries



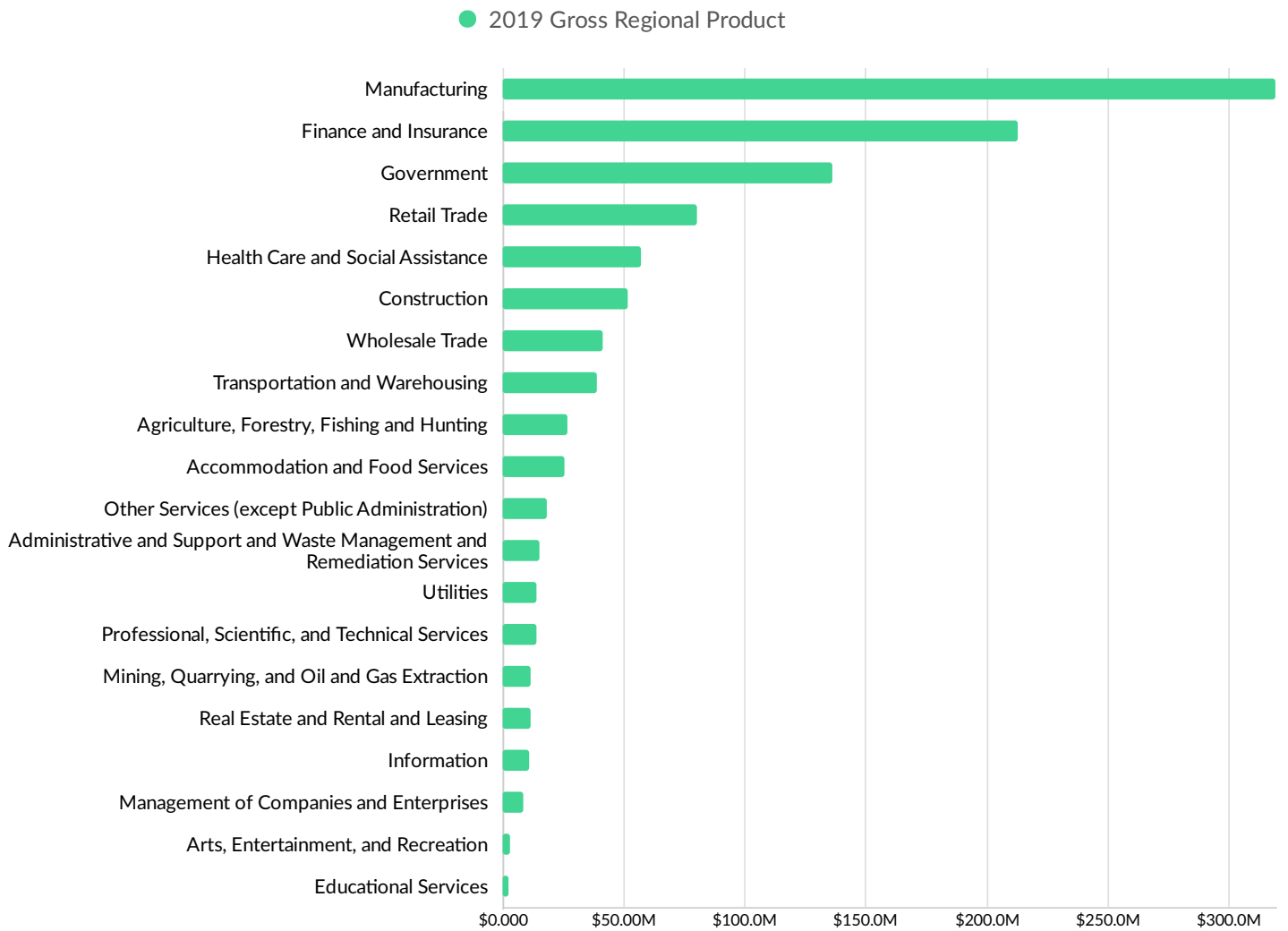
Top Growing Industries



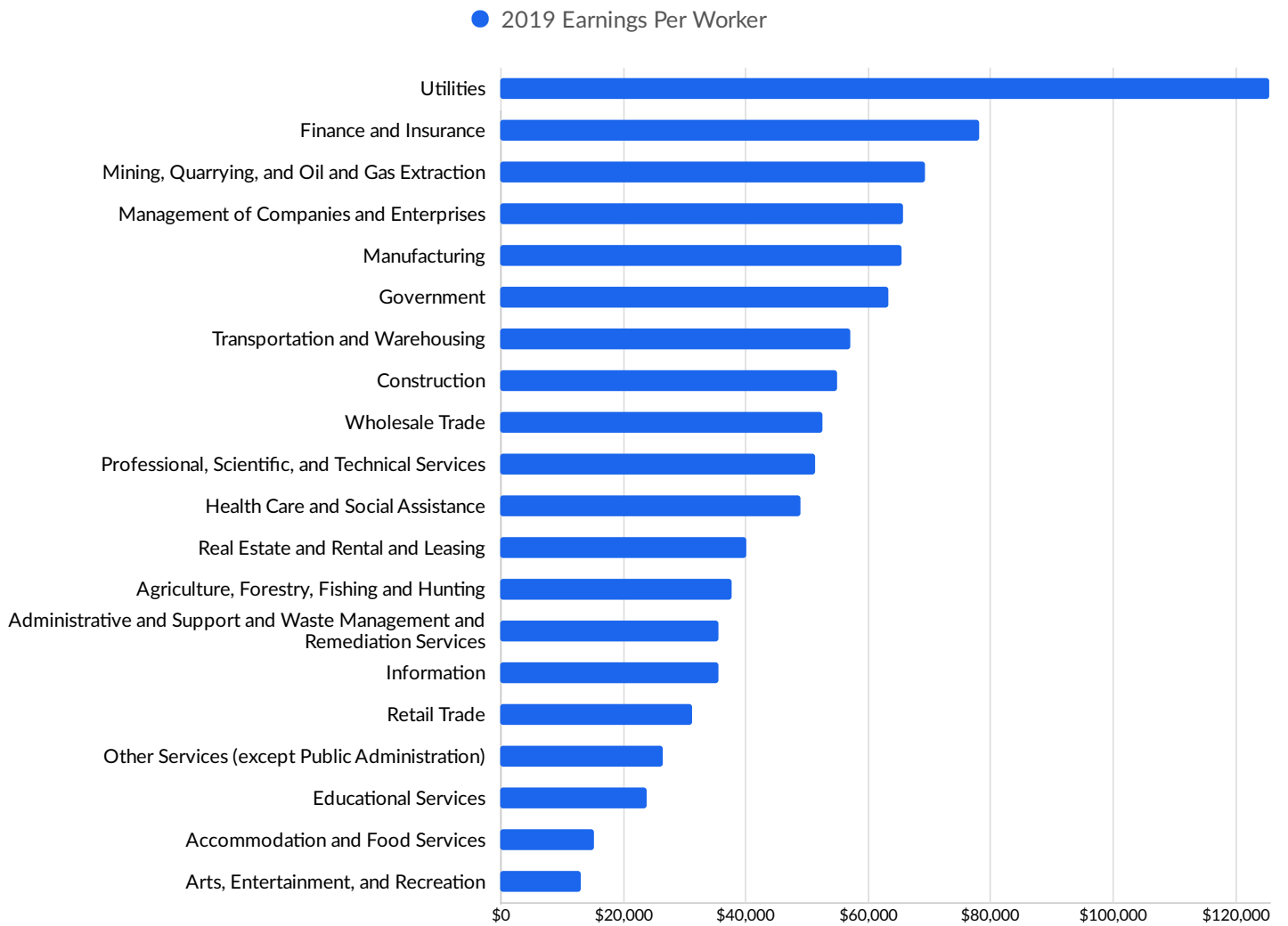
Top Industry LQ



Top Industry GRP



Top Industry Earnings






















Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Manufacturing	2,647	2,621	-26	-1%	2.71	\$65,518	\$319.58M
Government	1,855	1,923	68	+4%	1.05	\$63,389	\$136.53M
Retail Trade	1,343	1,345	2	+0%	1.11	\$31,377	\$80.12M
Finance and Insurance	1,010	1,090	80	+8%	2.22	\$78,210	\$213.18M
Health Care and Social Assistance	1,030	996	-34	-3%	0.64	\$49,164	\$57.11M
Accommodation and Food Services	838	932	94	+11%	0.89	\$15,250	\$25.52M
Construction	574	665	91	+16%	0.96	\$54,962	\$51.71M
Other Services (except Public Administration)	518	482	-36	-7%	0.83	\$26,503	\$18.53M
Transportation and Warehousing	472	476	4	+1%	1.04	\$57,096	\$39.05M
Agriculture, Forestry, Fishing and Hunting	397	404	7	+2%	2.83	\$37,710	\$26.61M
Wholesale Trade	383	336	-47	-12%	0.75	\$52,752	\$41.15M
Administrative and Support and Waste Management and Remediation Services	235	294	59	+25%	0.39	\$35,656	\$15.14M
Professional, Scientific, and Technical Services	125	144	19	+15%	0.18	\$51,327	\$13.72M
Arts, Entertainment, and Recreation	115	140	25	+22%	0.65	\$13,129	\$2.92M
Management of Companies and Enterprises	170	116	-54	-32%	0.66	\$65,881	\$8.51M
Educational Services	84	81	-3	-4%	0.26	\$23,928	\$2.21M
Information	78	68	-10	-13%	0.31	\$35,575	\$11.04M
Mining, Quarrying, and Oil and Gas Extraction	34	49	15	+44%	0.93	\$69,386	\$11.60M
Real Estate and Rental and Leasing	52	44	-8	-15%	0.21	\$40,278	\$11.41M
Utilities	35	31	-4	-11%	0.74	\$125,606	\$13.77M

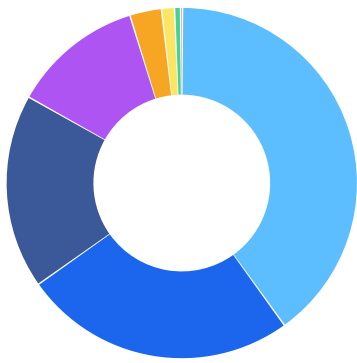
Business Characteristics

2,248 Companies Employ Your Workers

Online profiles for your workers mention 2,248 companies as employers, with the top 10 appearing below. In the last 12 months, 715 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...	224 	Church Mutual Insurance Comp...	250 
Aspirus Wausau Hospital, Inc.	88 	HealthCare Employment Netwo...	168 
Harley-Davidson, Inc.	73 	Platinum Supplemental Insuranc...	160 
Merrill Area Public Schools Inc	71 	Roehl Transport, Inc.	151 
Packaging Corporation of Ameri...	57 	Pizza Hut, Inc.	124 
Ministry Health Care, Inc.	53 	Telereach Inc	91 
Marshfield Clinic	49 	U.S. Xpress, Inc.	90 
State of Wisconsin	45 	Ascension Health	79 
Wal-Mart Stores, Inc.	41 	HomeAdvisor, Inc.	76 
Unitedhealth Group Incorporated	40 	McDonald's Corporation	66 

Business Size

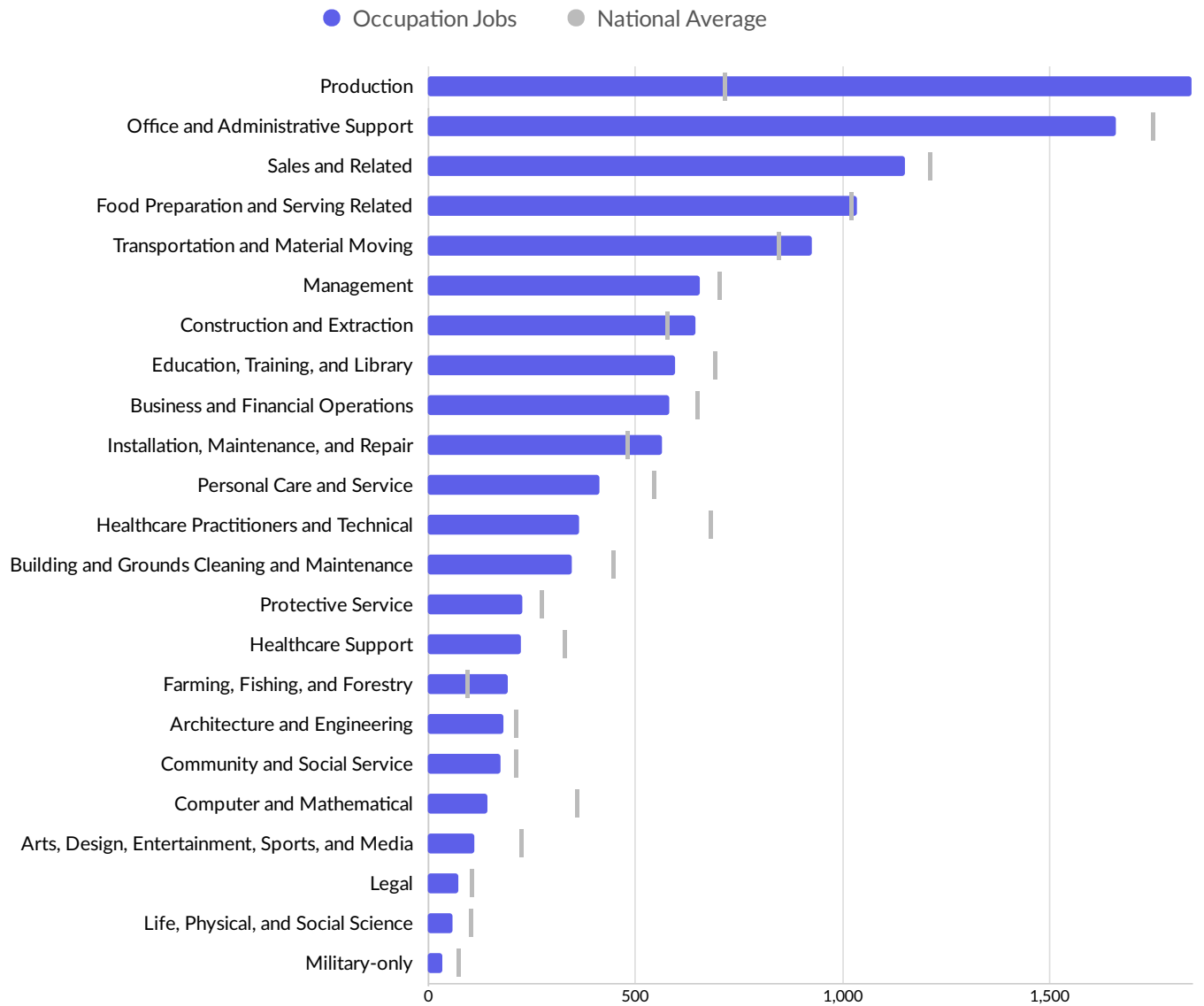


	Percentage	Business Count
1 to 4 employees	40.0%	437
5 to 9 employees	25.2%	275
10 to 19 employees	17.9%	196
20 to 49 employees	12.1%	132
50 to 99 employees	2.9%	32
100 to 249 employees	1.2%	13
250 to 499 employees	0.5%	6
500+ employees	0.2%	2

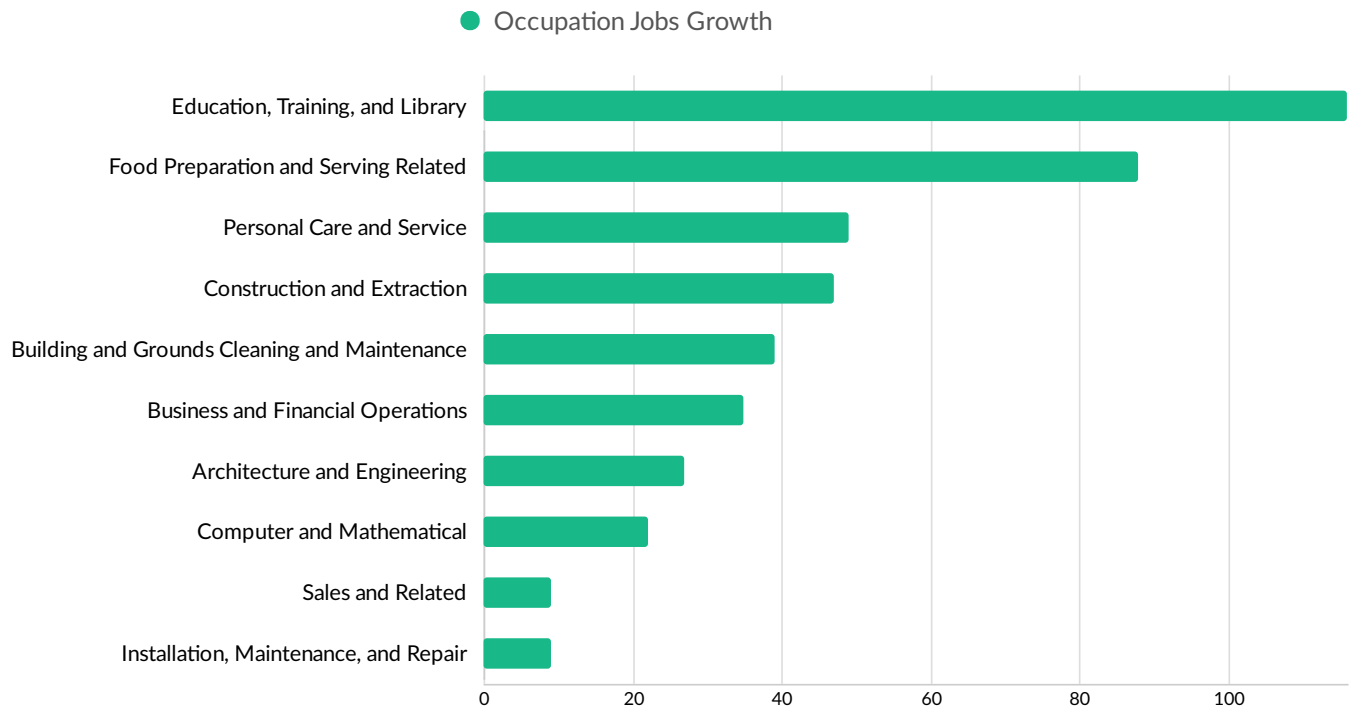
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

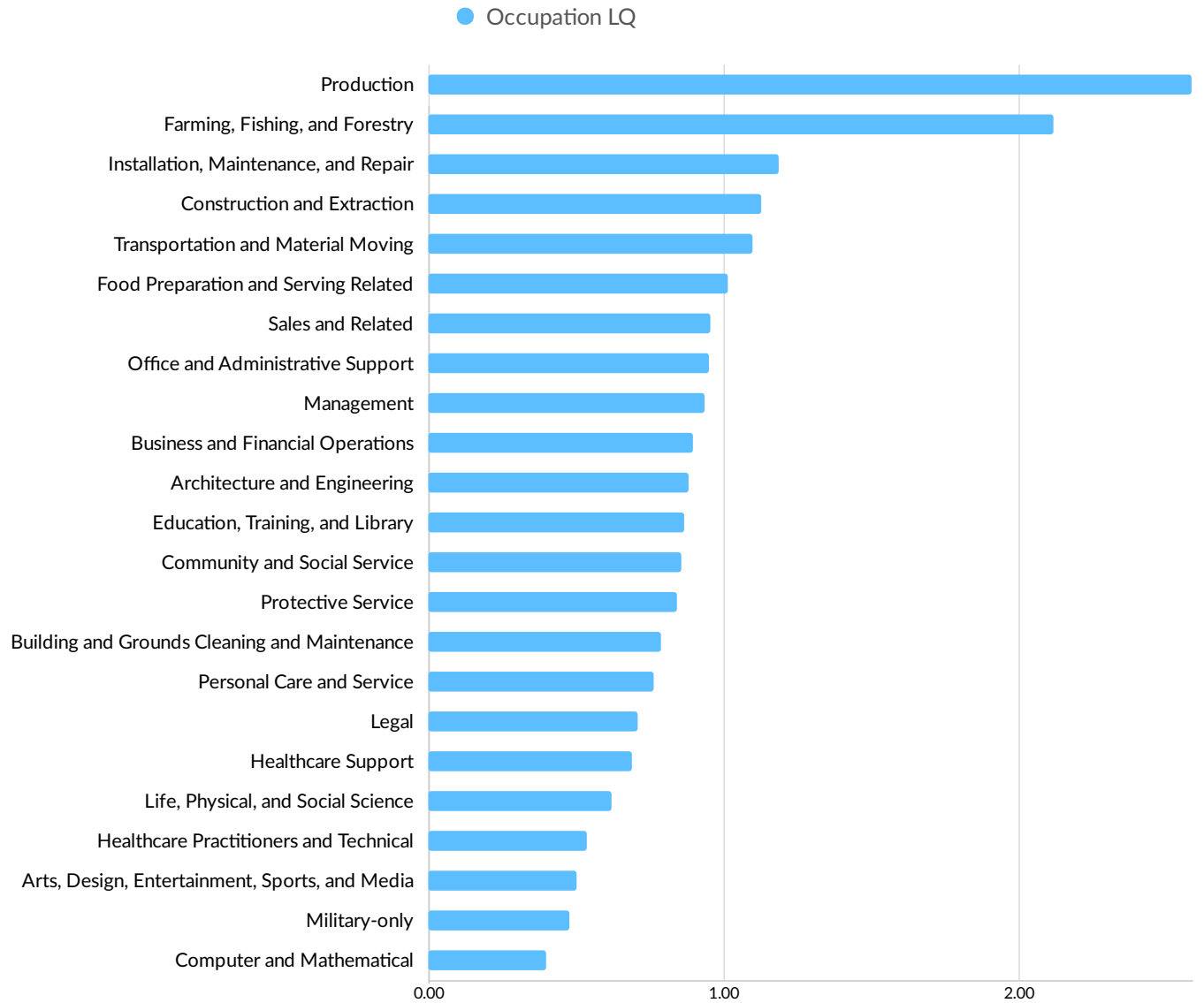
Largest Occupations



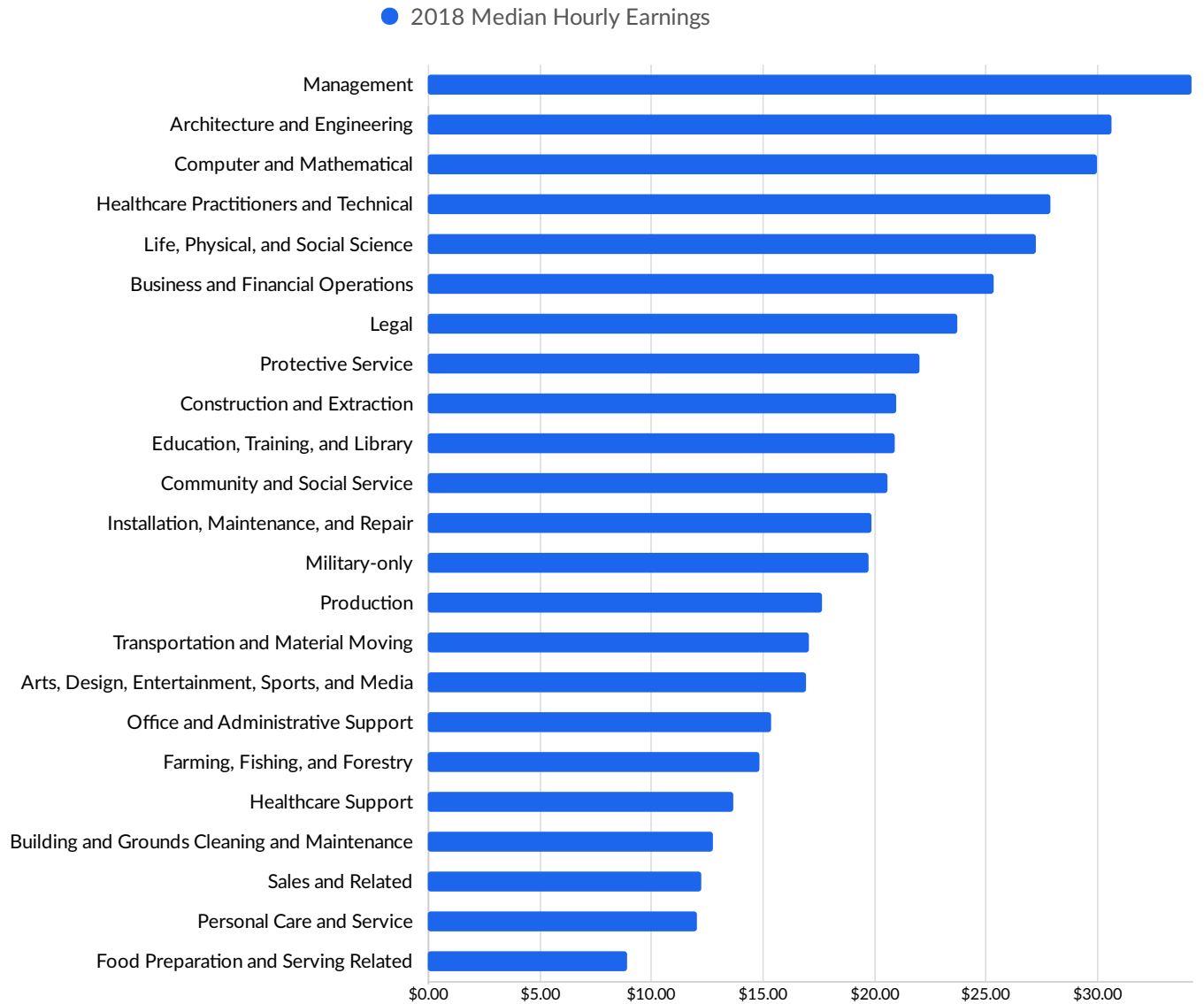
Top Growing Occupations



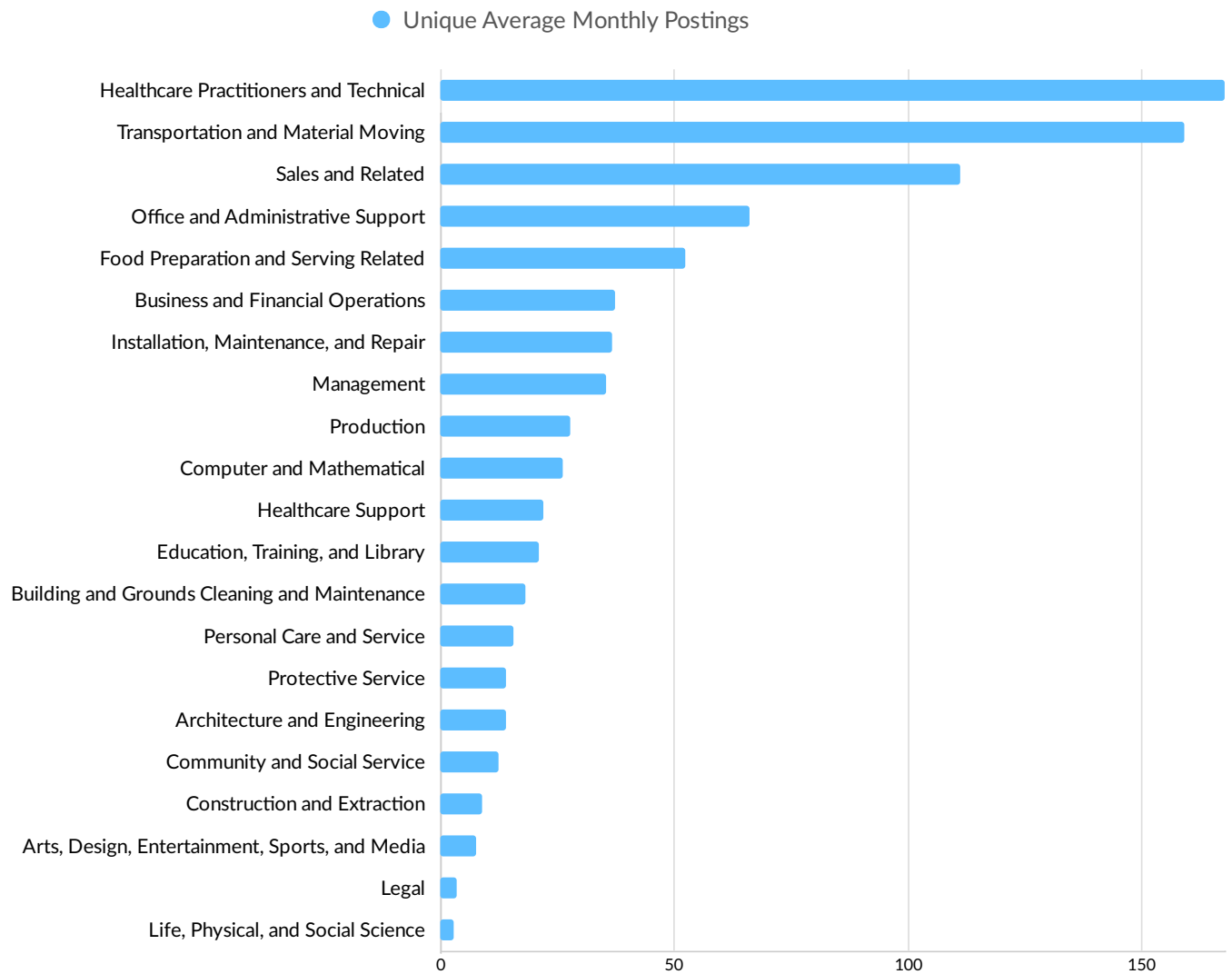
Top Occupation LQ



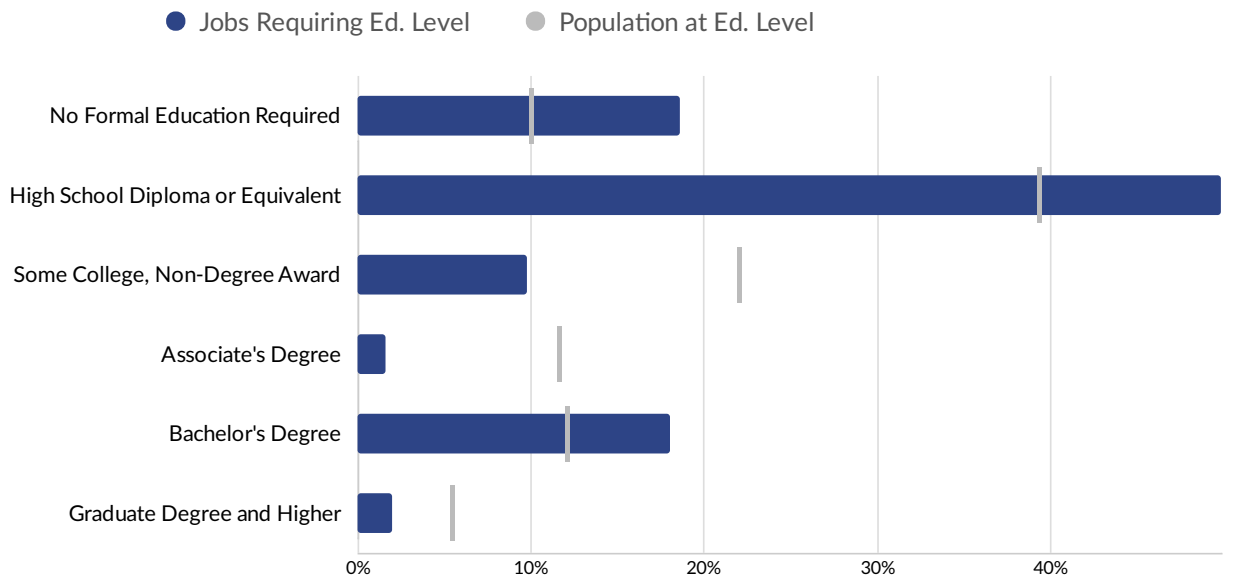
Top Occupation Earnings



Top Posted Occupations



Underemployment



Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Production	1,858	1,845	-13	-1%	2.59	\$17.69	28
Office and Administrative Support	1,732	1,664	-68	-4%	0.95	\$15.42	66
Sales and Related	1,145	1,154	9	+1%	0.96	\$12.29	111
Food Preparation and Serving Related	947	1,035	88	+9%	1.02	\$8.91	52
Transportation and Material Moving	933	927	-6	-1%	1.10	\$17.09	159
Management	661	659	-2	0%	0.94	\$34.24	35
Construction and Extraction	601	648	47	+8%	1.13	\$21.00	9
Education, Training, and Library	483	599	116	+24%	0.87	\$20.93	21
Business and Financial Operations	547	582	35	+6%	0.90	\$25.39	38
Installation, Maintenance, and Repair	557	566	9	+2%	1.19	\$19.92	37
Personal Care and Service	365	414	49	+13%	0.76	\$12.08	16
Healthcare Practitioners and Technical	396	364	-32	-8%	0.54	\$27.90	168
Building and Grounds Cleaning and Maintenance	309	348	39	+13%	0.79	\$12.77	18
Protective Service	252	229	-23	-9%	0.84	\$22.04	14
Healthcare Support	264	226	-38	-14%	0.69	\$13.69	22
Farming, Fishing, and Forestry	196	193	-3	-2%	2.12	\$14.86	0
Architecture and Engineering	155	182	27	+17%	0.88	\$30.66	14
Community and Social Service	182	177	-5	-3%	0.86	\$20.58	13

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Computer and Mathematical	121	143	22	+18%	0.40	\$29.97	26
Arts, Design, Entertainment, Sports, and Media	118	112	-6	-5%	0.50	\$16.98	8
Legal	74	72	-2	-3%	0.71	\$23.75	3
Life, Physical, and Social Science	62	61	-1	-2%	0.62	\$27.23	3
Military-only	39	33	-6	-15%	0.48	\$19.76	0

Educational Pipeline

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

In-Demand Skills

