Lincoln County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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.

12,095

Total Regional Employment

Jobs **grew by 103** over the last 5 years and are projected to **grow by 241** over the next 5 years.

$56.1K

Median Household Income (2018)

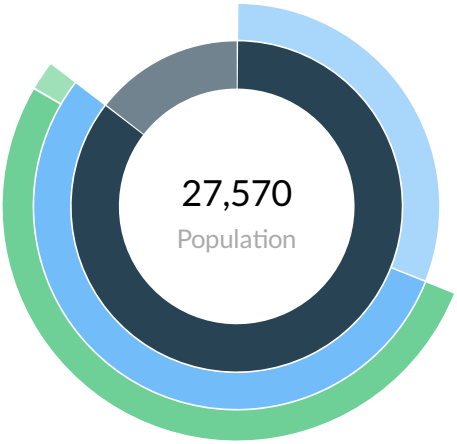
Median household income is **$4.2K below** the national median household income of $60.3K.

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 0.9%** in Lincoln County, WI from 11,992 to **12,095**. This change **fell short of the national growth rate of 7.9% by 7.0%**. 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	15,014	12,095	100.5	$1.23B	$2.06B	$1.83B
NCWRPC	439,469	224,862	228,305	99.4	$22.63B	$29.66B	$28.40B
Wisconsin	5,829,343	3,089,956	3,180,026	100.0	$339.02B	$308.87B	$336.99B

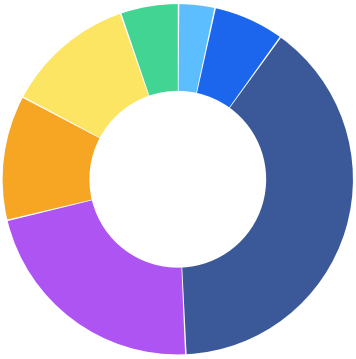
2019 Labor Force Breakdown



	Population
Total Working Age Population	23,544
Not in Labor Force (15+)	8,530
Labor Force	15,014
Employed	14,442
Unemployed	572
Under 15	4,026

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).

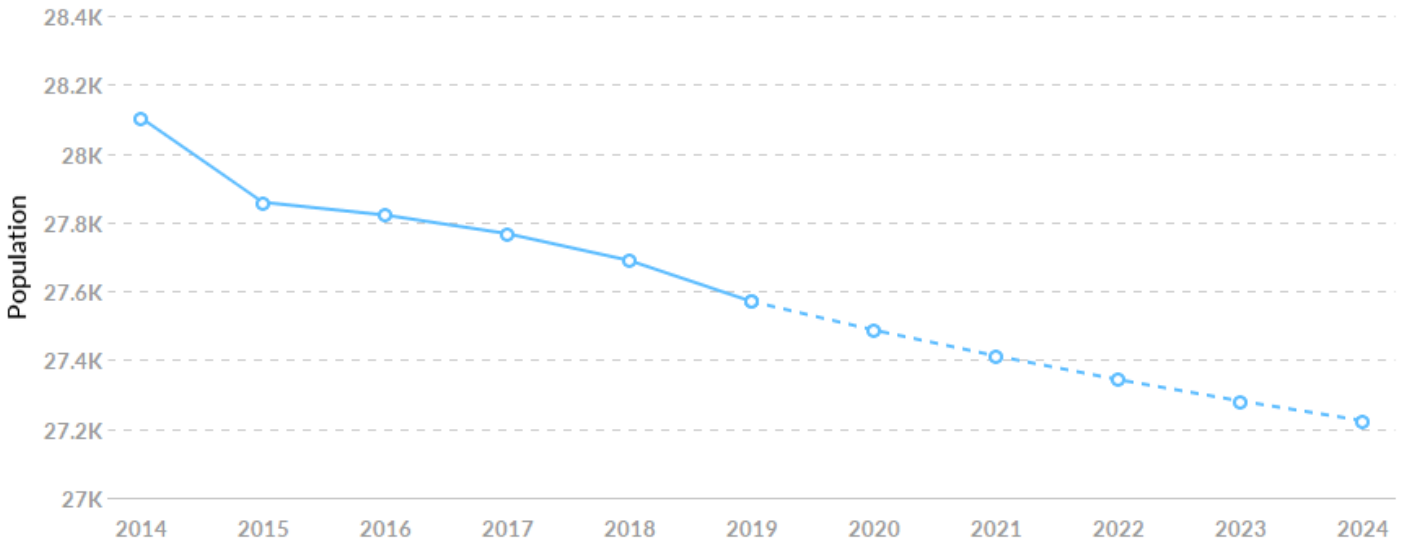


	% of Population	Population
Less Than 9th Grade	3.4%	695
9th Grade to 12th Grade	6.5%	1,356
High School Diploma	39.3%	8,158
Some College	22.0%	4,559
Associate's Degree	11.5%	2,392
Bachelor's Degree	12.0%	2,482
Graduate Degree and Higher	5.4%	1,111

Historic & Projected Trends

Population Trends

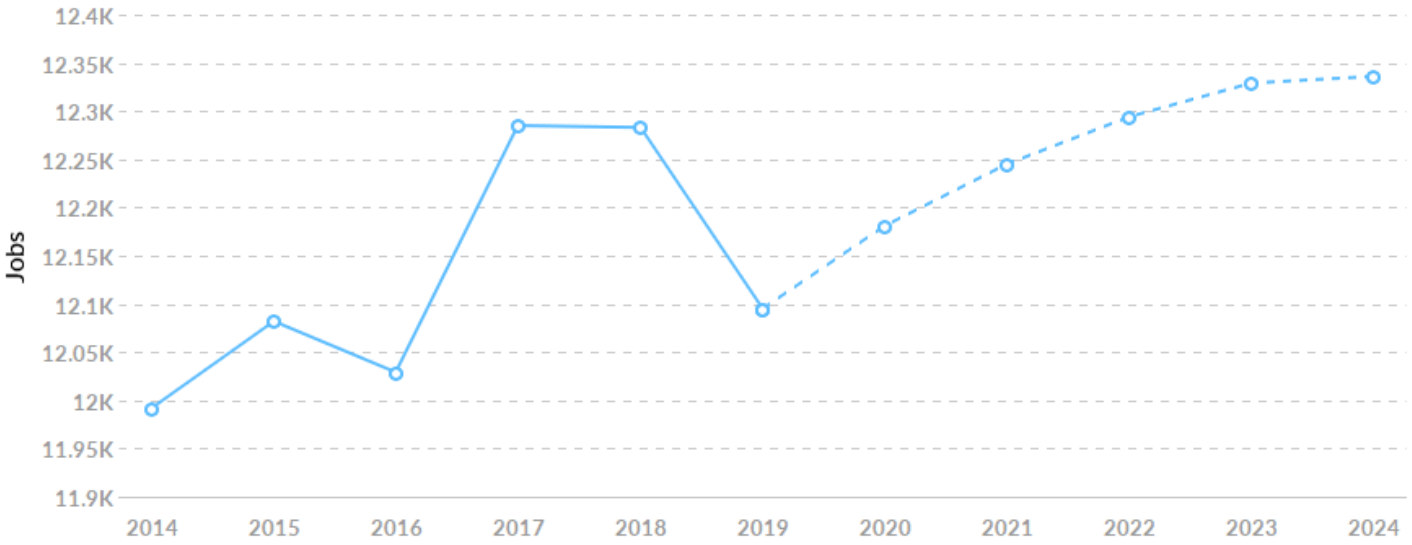
As of 2019 the region's population **declined by 1.9%** since 2014, falling by 535. Population is expected to **decrease by 1.3%** between 2019 and 2024, losing 346.



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

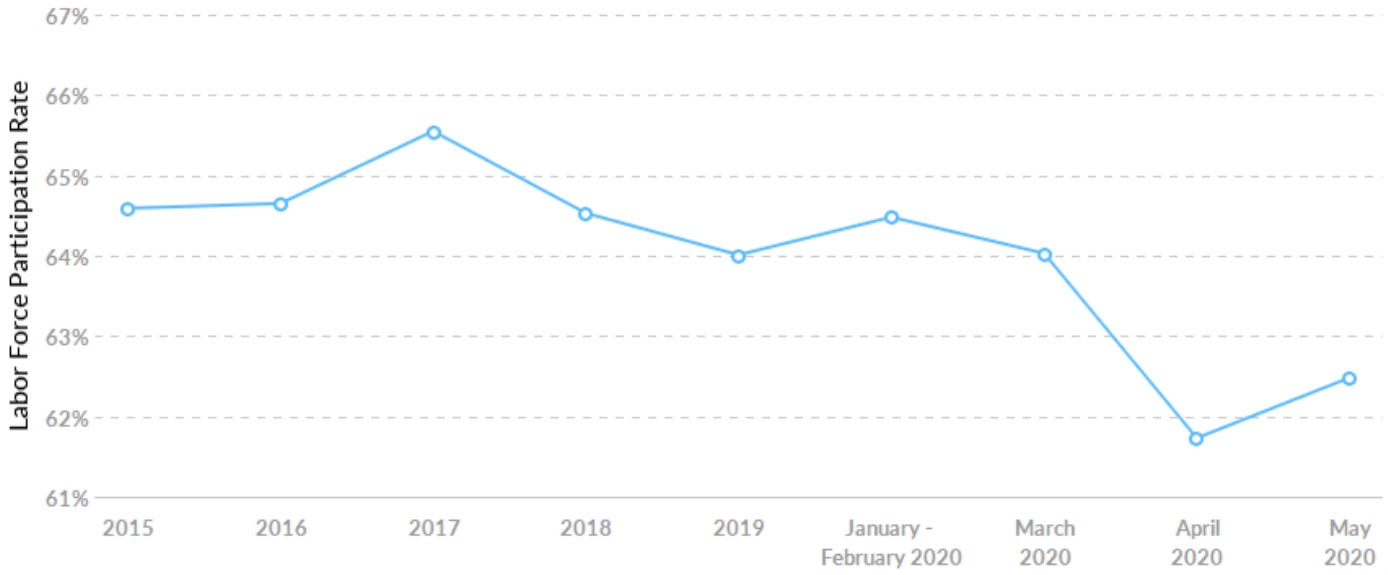
Job Trends

From 2014 to 2019, jobs **increased by 0.9%** in Lincoln County, WI from 11,992 to **12,095**. This change **fell short of the national growth rate of 7.9% by 7.0%**.



Timeframe	Jobs
2014	11,992
2015	12,082
2016	12,029
2017	12,285
2018	12,283
2019	12,095
2020	12,181
2021	12,245
2022	12,294
2023	12,329
2024	12,336

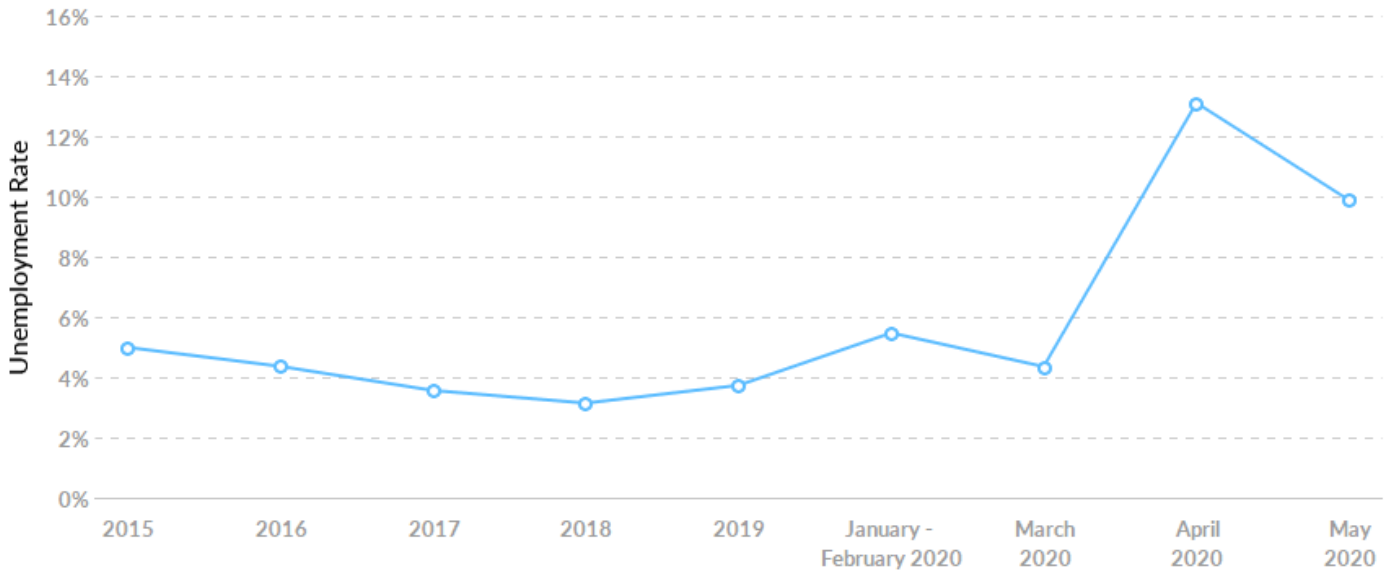
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	64.59%
2016	64.65%
2017	65.55%
2018	64.53%
2019	64.01%
January - February 2020	64.48%
March 2020	64.03%
April 2020	61.73%
May 2020	62.48%

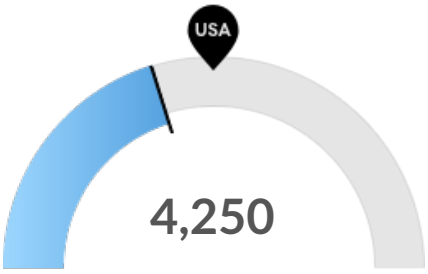
Unemployment Rate Trends

Lincoln County, WI had a May 2020 unemployment rate of 9.87%, **increasing from 4.99%** 5 years before.



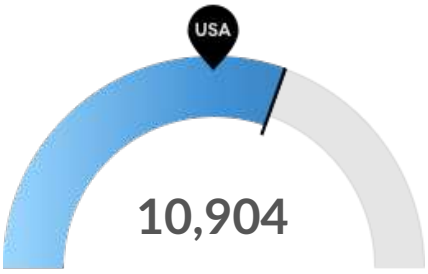
Timeframe	Unemployment Rate
2015	4.99%
2016	4.36%
2017	3.56%
2018	3.14%
2019	3.73%
January - February 2020	5.47%
March 2020	4.35%
April 2020	13.10%
May 2020	9.87%

Population Characteristics



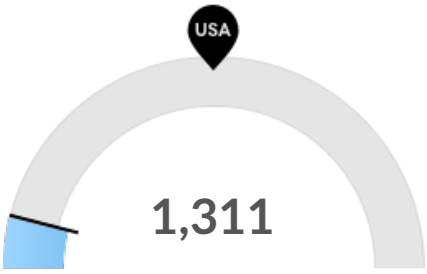
Millennials

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



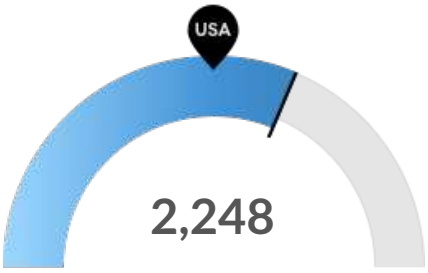
Retiring Soon

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.



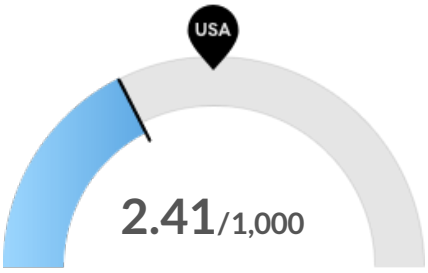
Racial Diversity

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.



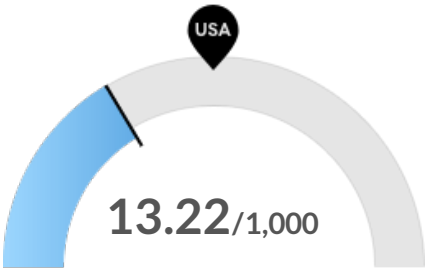
Veterans

Lincoln County, WI has 2,248 veterans. The national average for an area this size is 1,575.



Violent Crime

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

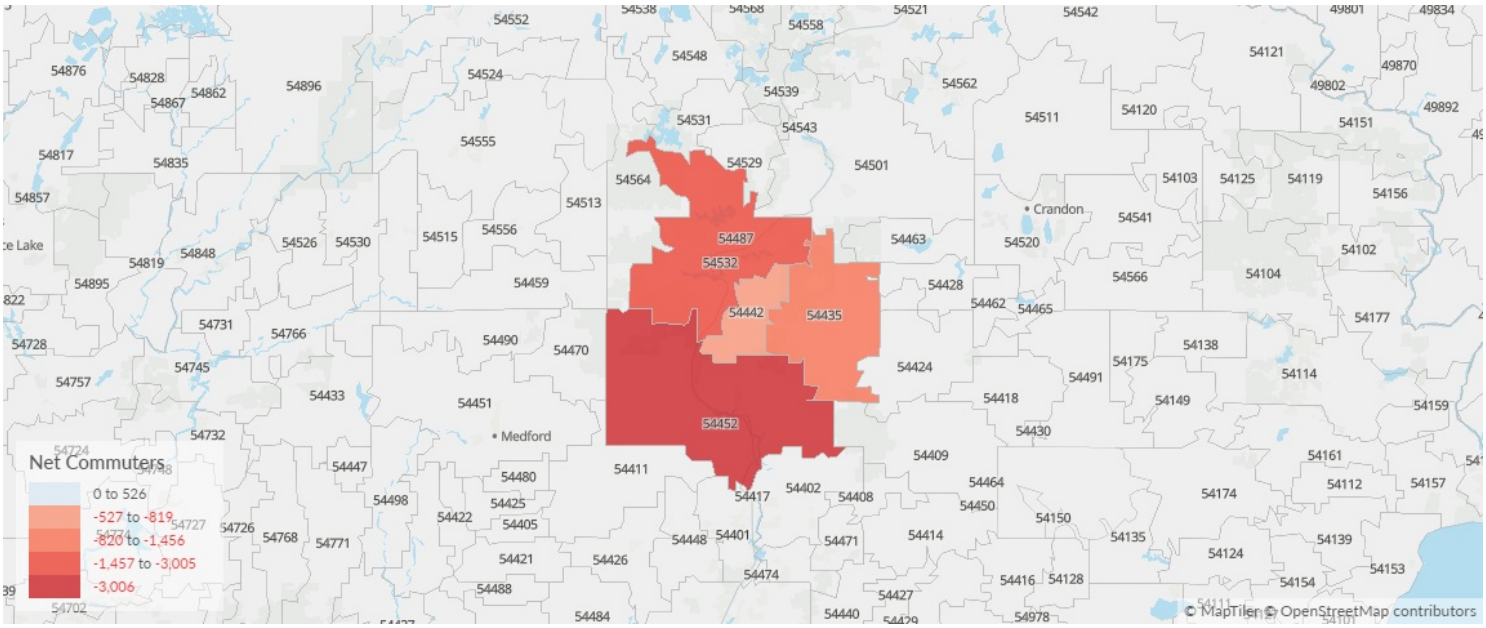


Property Crime

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

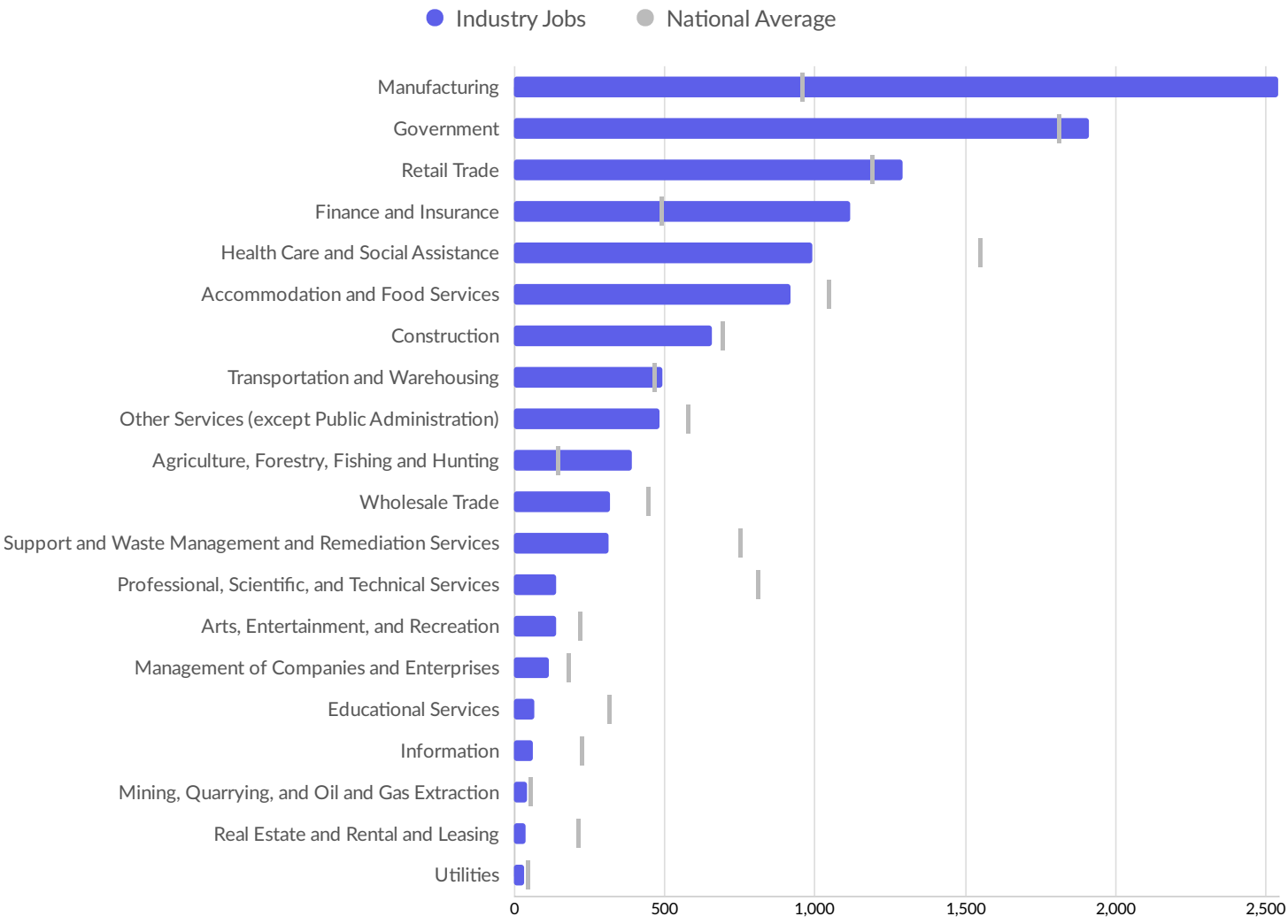
ZIP	Name	2019 Employment
54452	Merrill, WI (in Lincoln c...	7,717
54487	Tomahawk, WI (in Linco...	3,930
54435	Gleason, WI (in Lincoln ...	366
54442	Irma, WI (in Lincoln cou...	73
54532	Heafford Junction, WI (i...	<10

Where Talent Lives

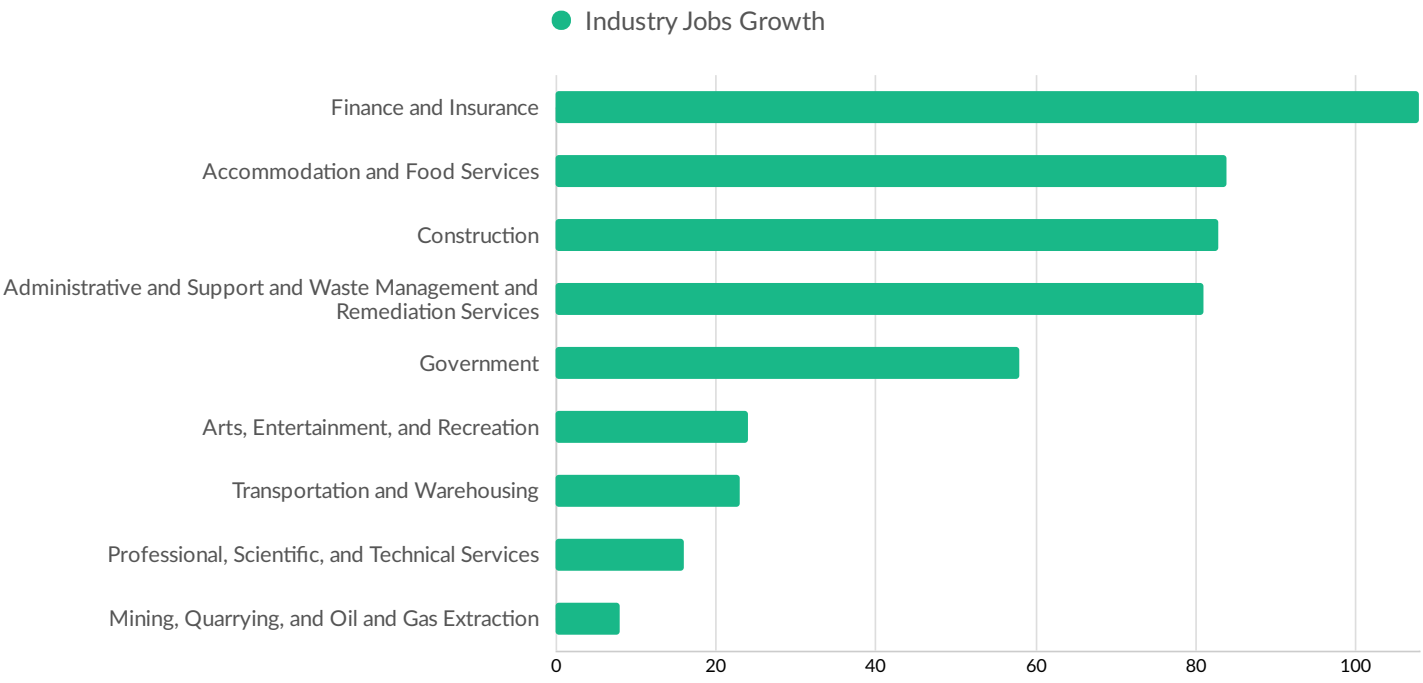
ZIP	Name	2019 Workers
54452	Merrill, WI (in Lincoln c...	10,723
54487	Tomahawk, WI (in Linco...	5,388
54435	Gleason, WI (in Lincoln ...	1,186
54442	Irma, WI (in Lincoln cou...	600
54532	Heafford Junction, WI (i...	<10

Industry Characteristics

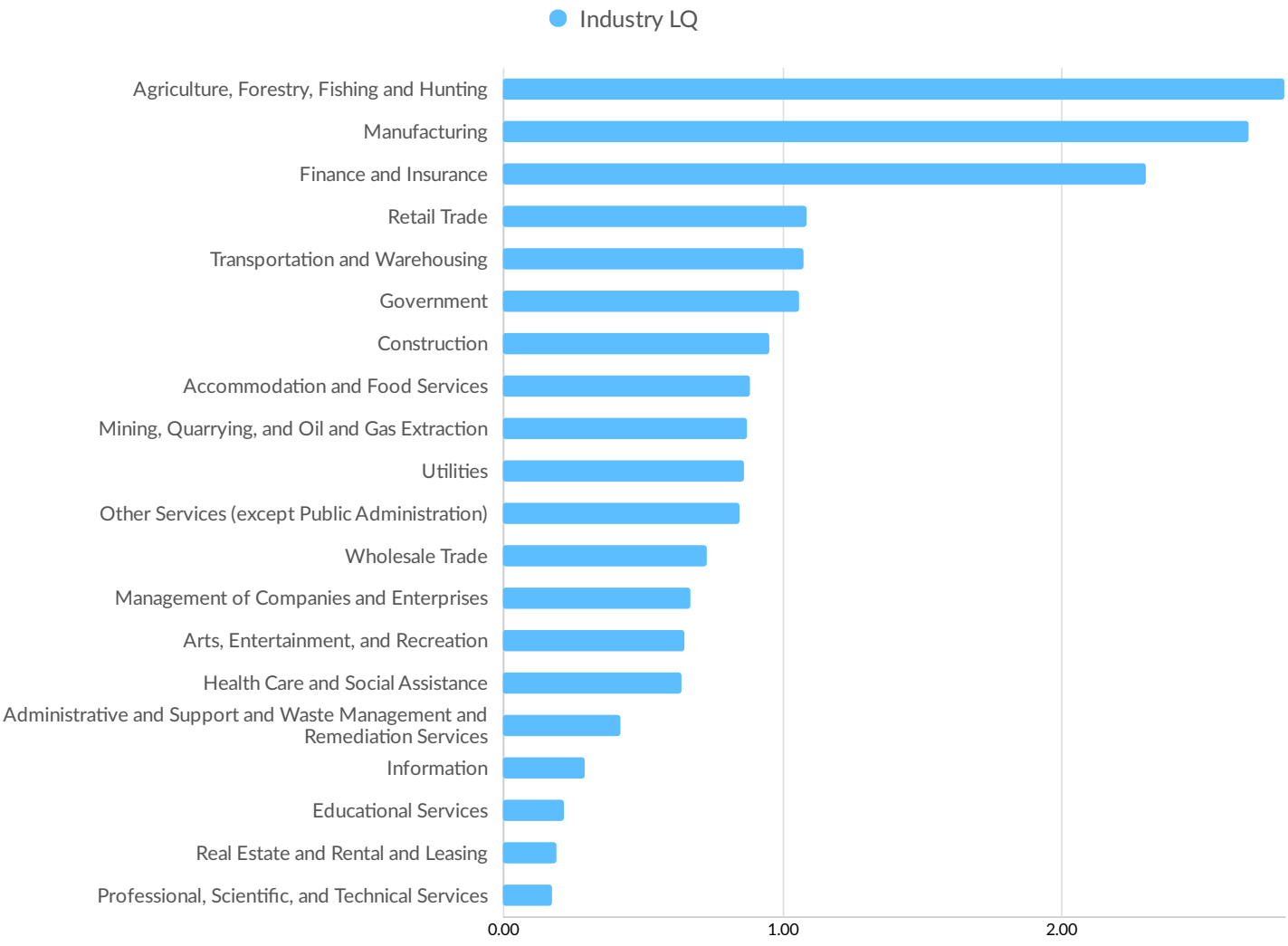
Largest Industries



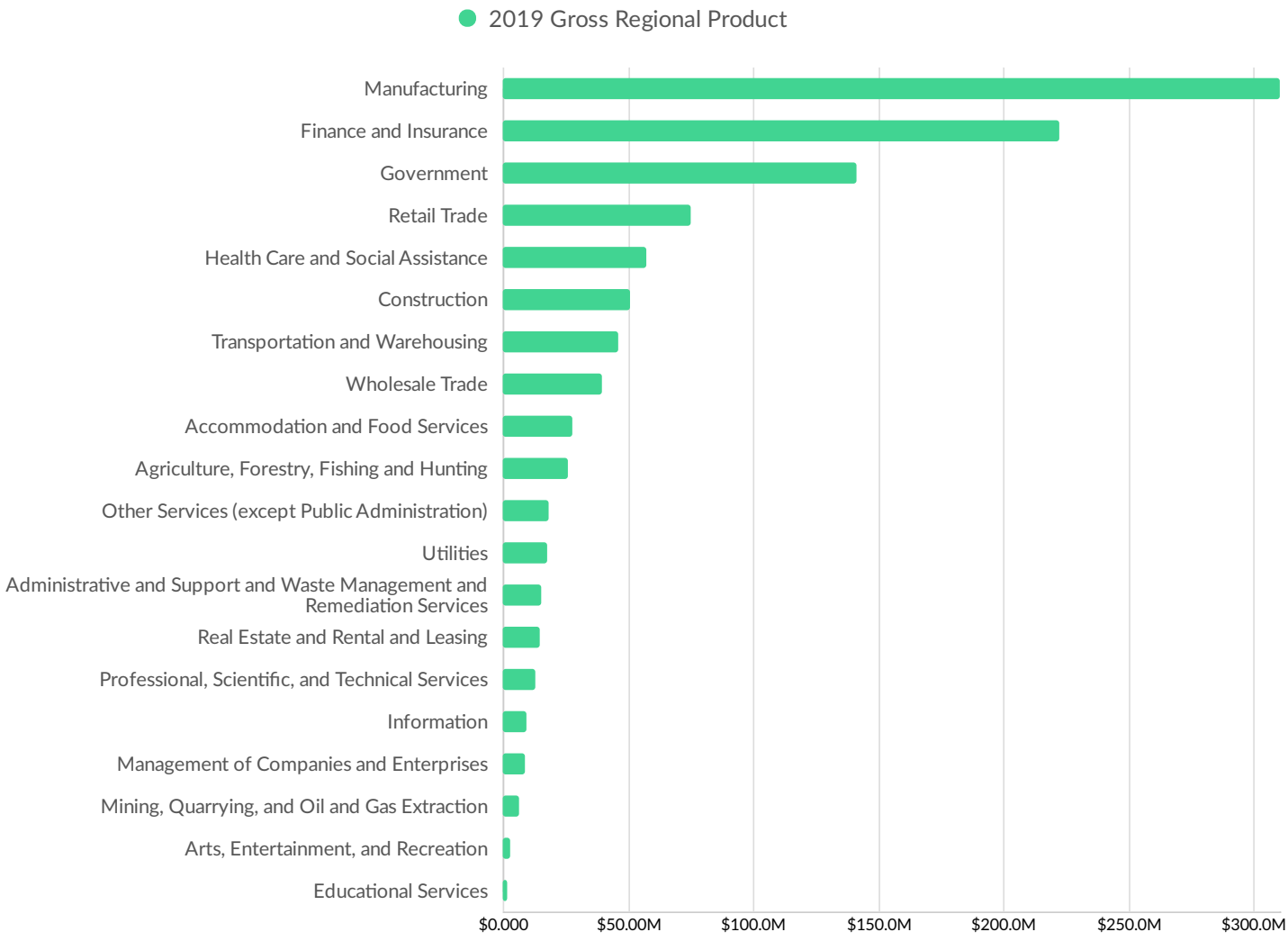
Top Growing Industries



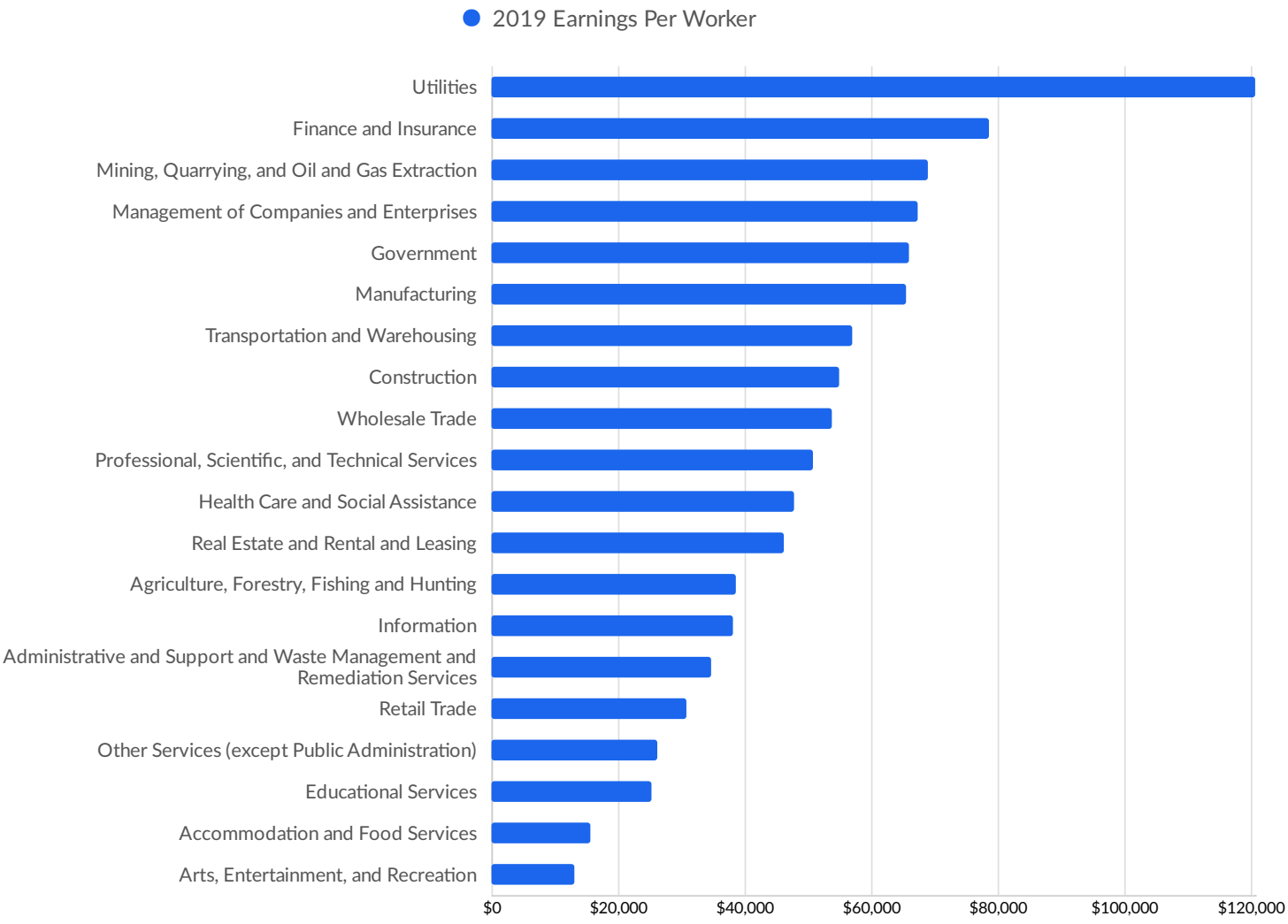
Top Industry LQ



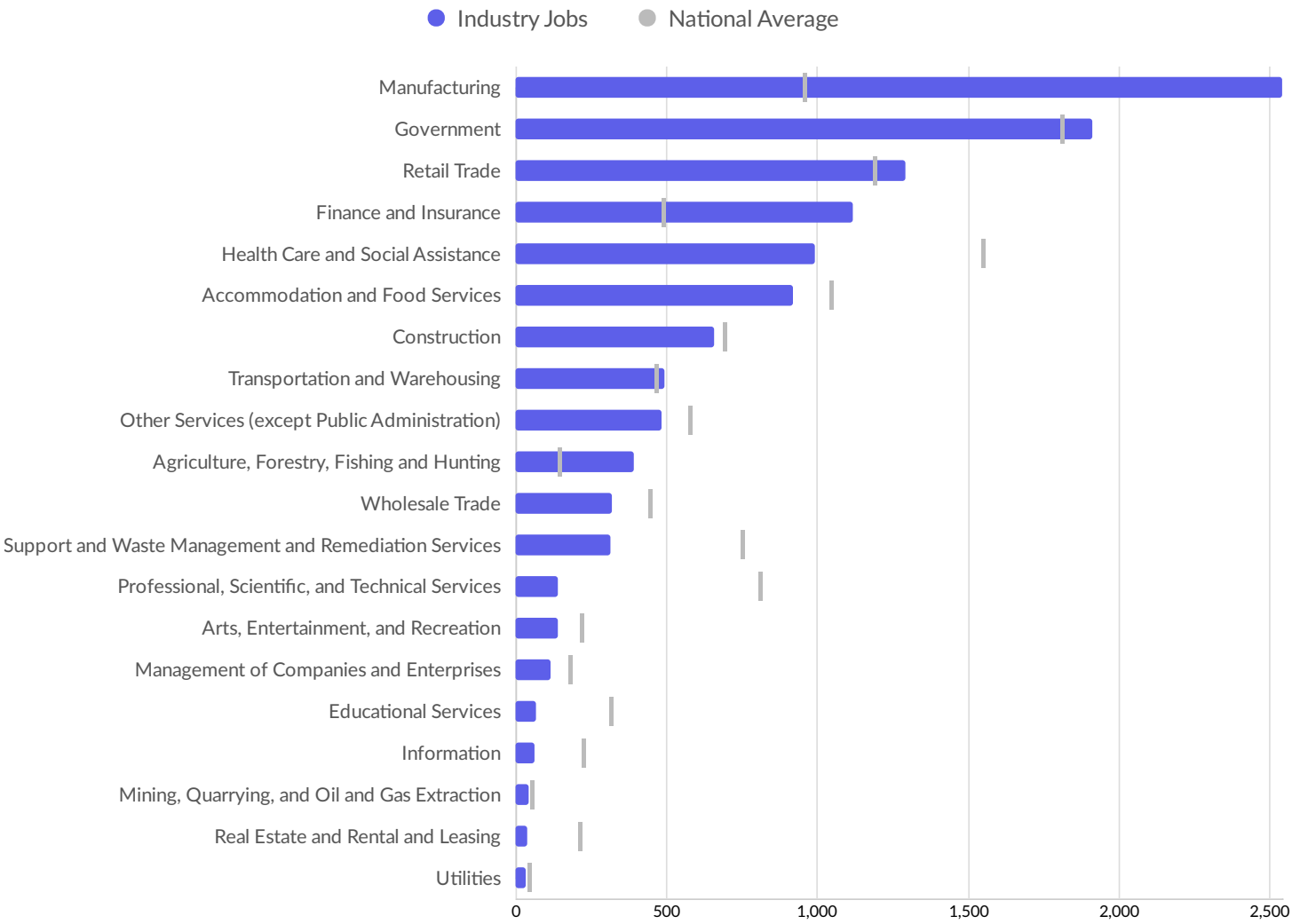
Top Industry GRP



Top Industry Earnings



Largest Industries



Business Characteristics

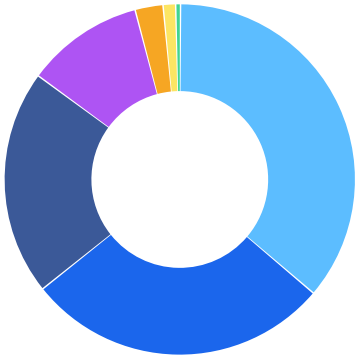
1,910 Companies Employ Your Workers

Online profiles for your workers mention 1,910 companies as employers, with the top 10 appearing below. In the last 12 months, 622 companies in Lincoln County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Church Mutual Insurance Comp...	120
Aspirus Wausau Hospital, Inc.	64
Harley-Davidson, Inc.	48
State of Wisconsin	48
Merrill Area Public Schools Inc	47
Marshfield Clinic	40
Packaging Corporation of Ameri...	38
Ministry Health Care, Inc.	37
Wal-Mart, Inc.	31
Foot Locker, Inc.	30

Top Companies Posting	Unique Postings
Church Mutual Insurance Comp...	156
Platinum Supplemental Insuranc...	135
Roehl Transport, Inc.	116
HealthCare Employment Netwo...	113
Pizza Hut, Inc.	88
U.S. Xpress, Inc.	51
Care.com, Inc.	45
Ascension	44
CRST International, Inc.	43
Wal-Mart, Inc.	43

Business Size

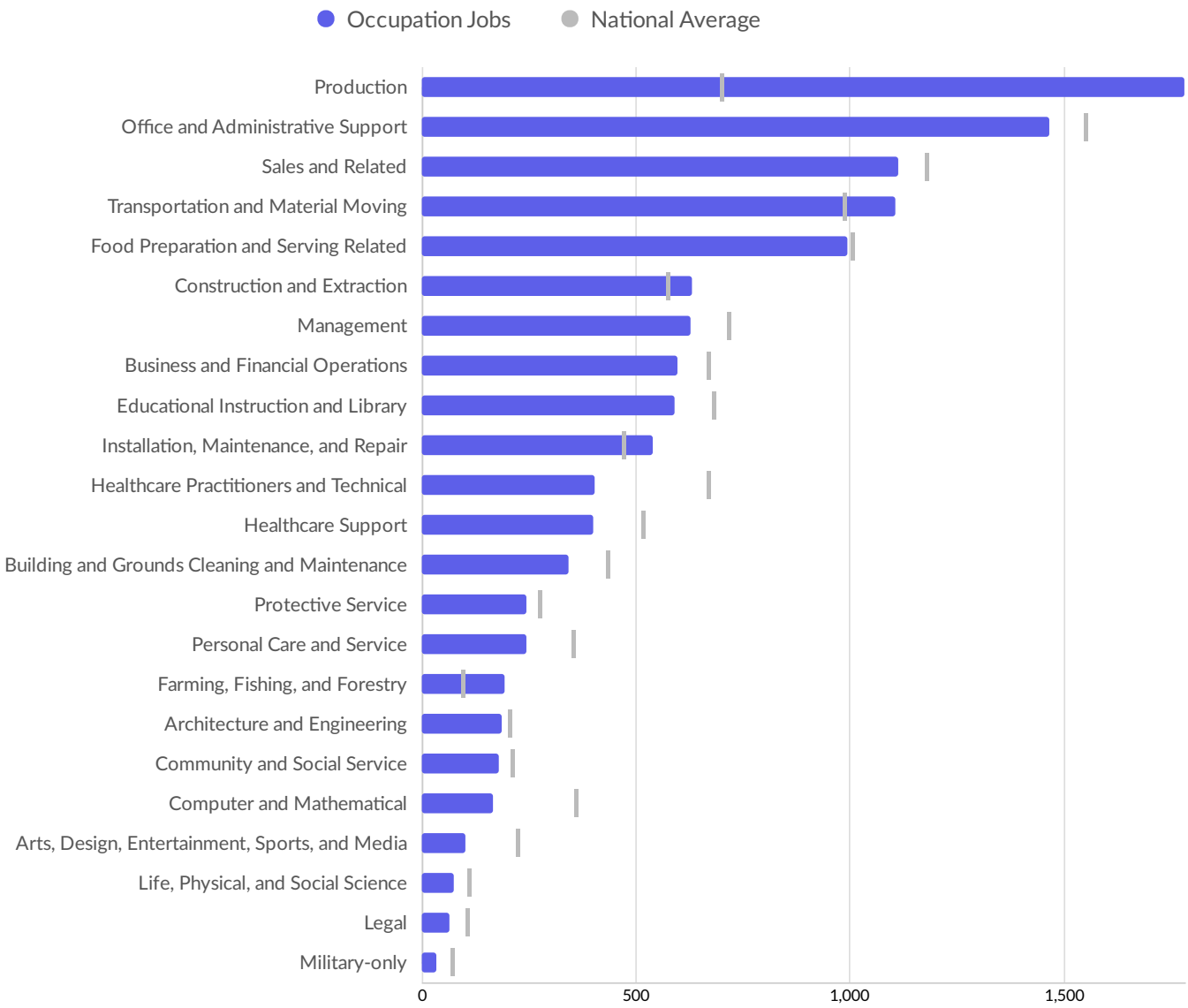


	Percentage	Business Count
1 to 4 employees	36.1%	407
5 to 9 employees	28.1%	316
10 to 19 employees	20.8%	234
20 to 49 employees	10.8%	122
50 to 99 employees	2.6%	29
100 to 249 employees	1.2%	13
250 to 499 employees	0.4%	5

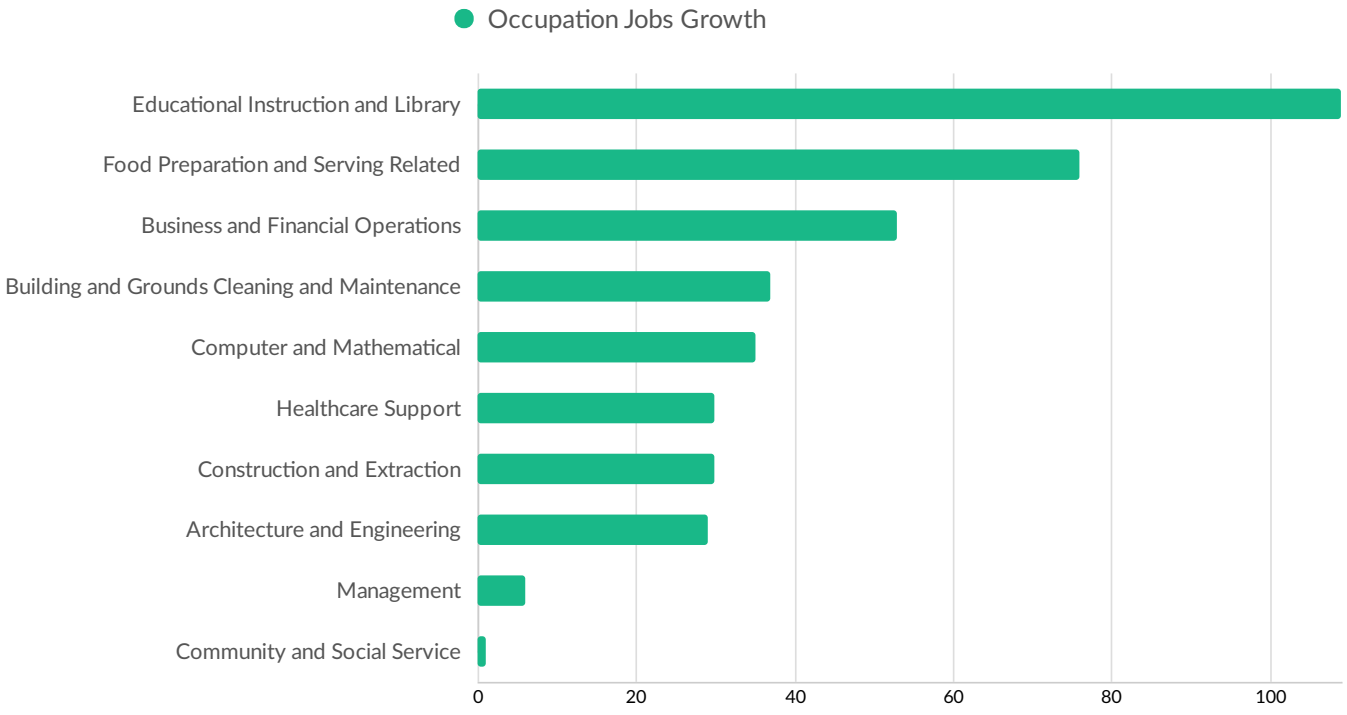
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

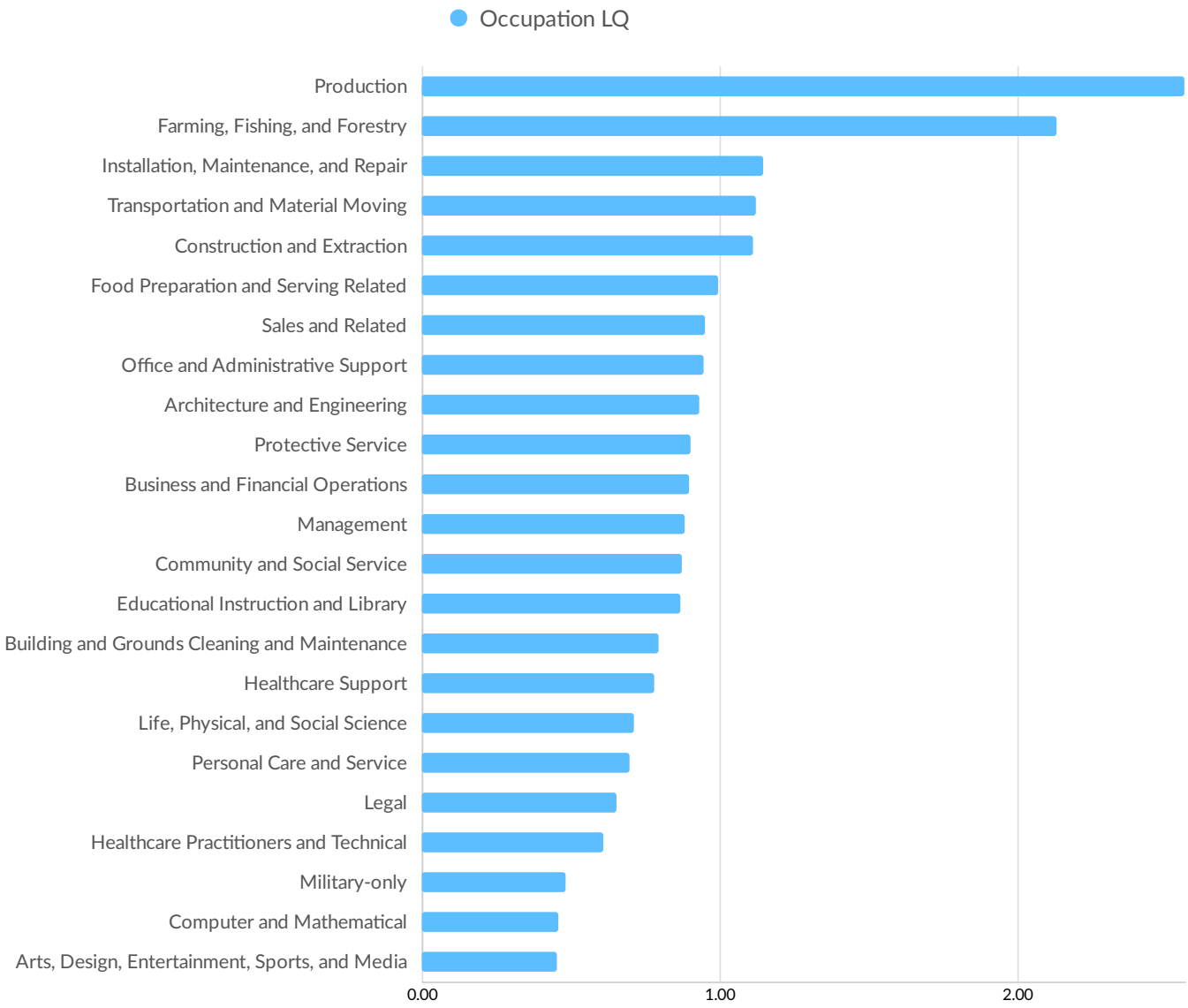
Largest Occupations



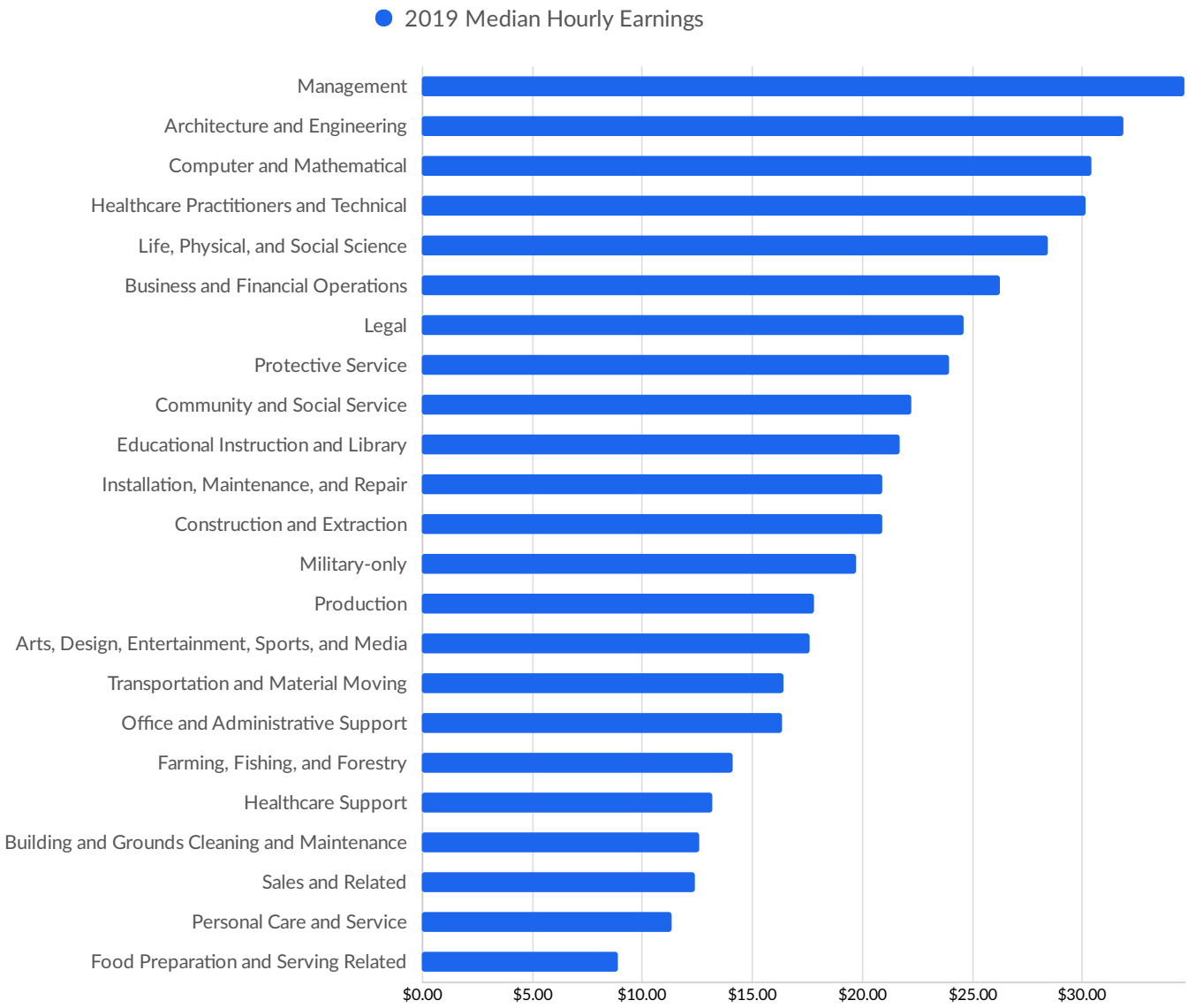
Top Growing Occupations



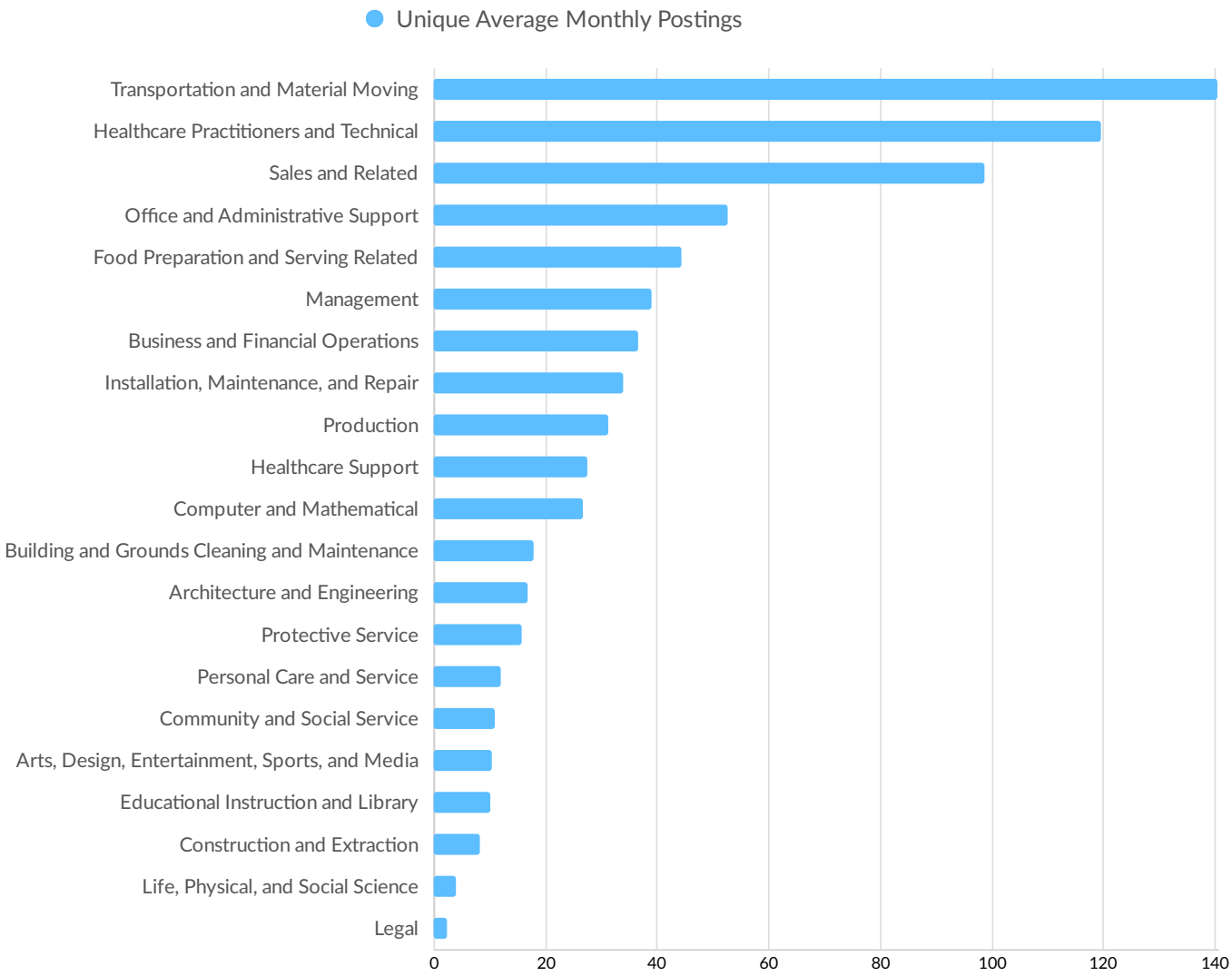
Top Occupation LQ



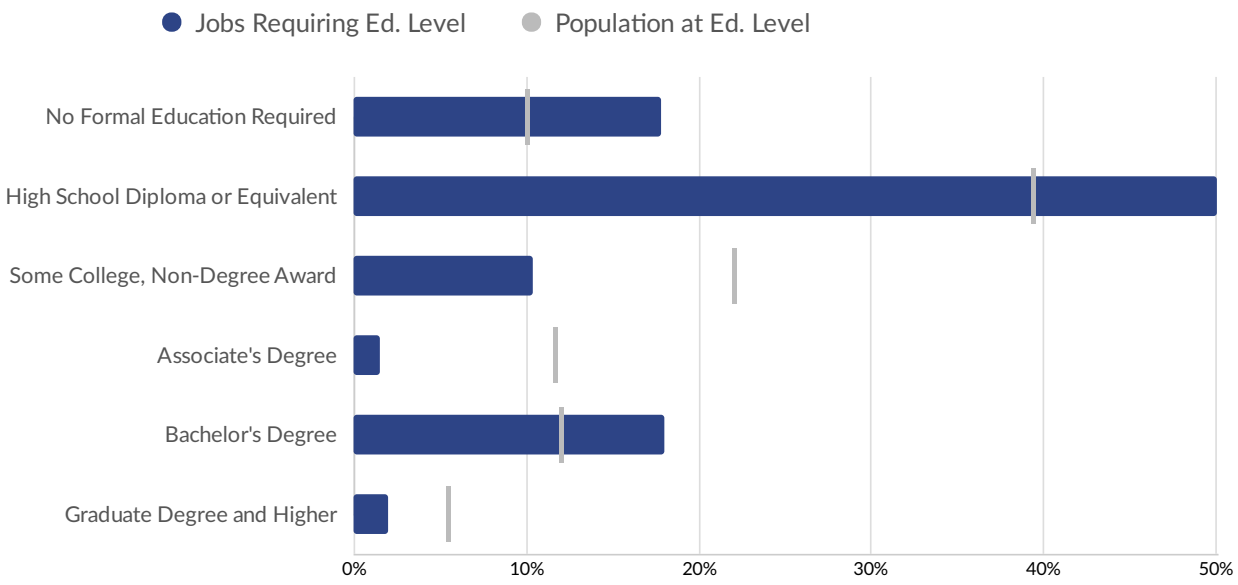
Top Occupation Earnings



Top Posted Occupations



Underemployment



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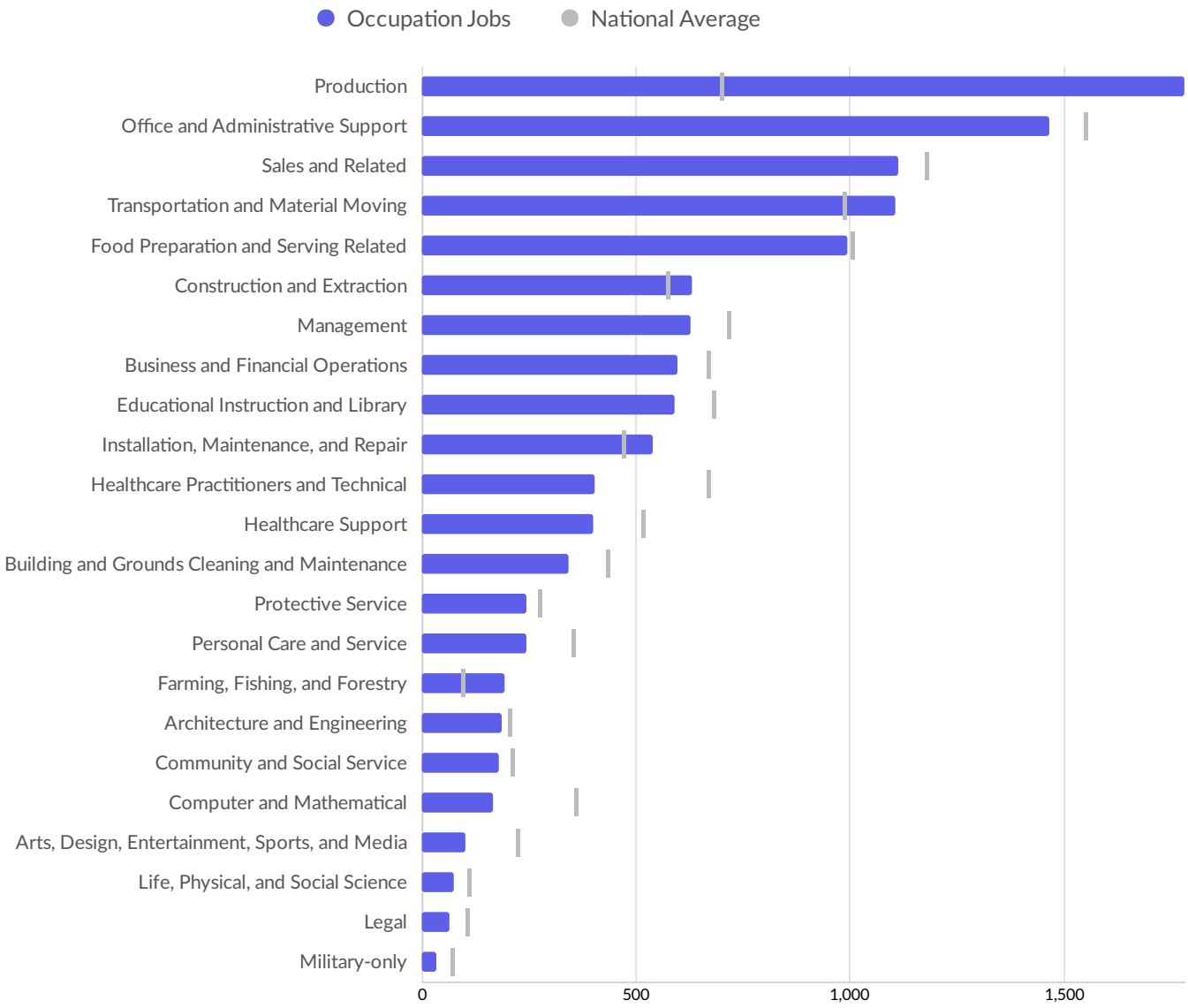
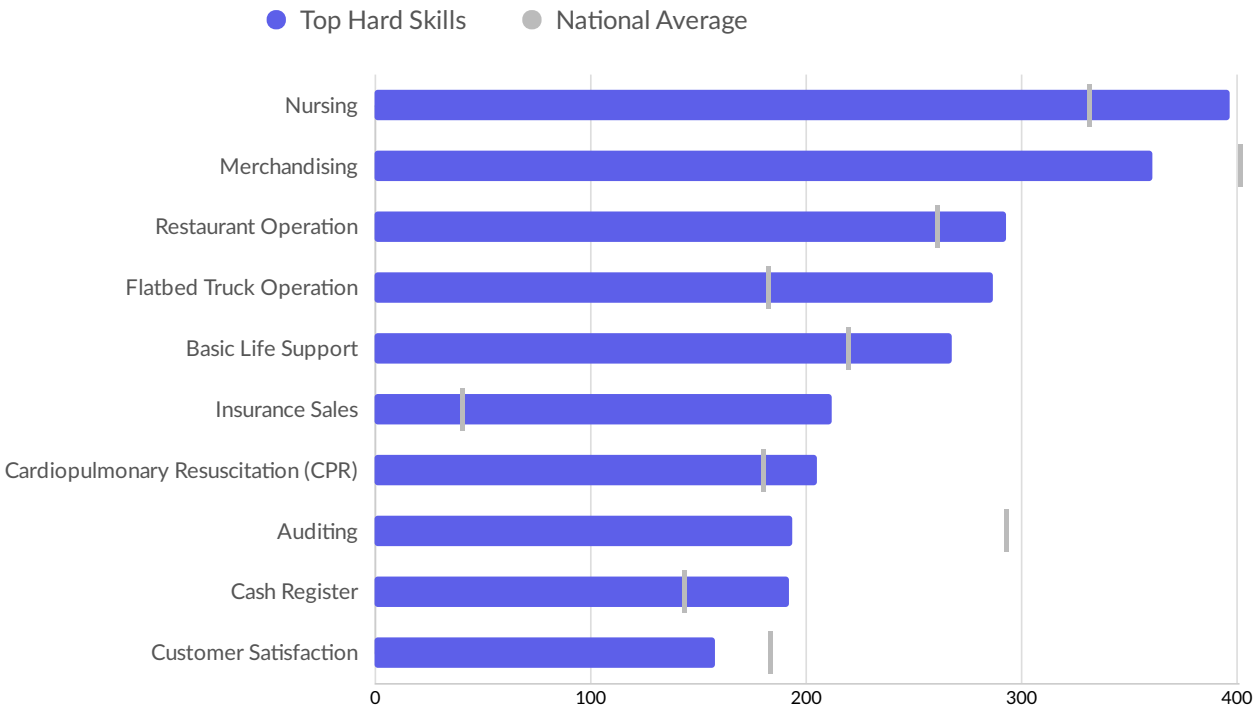


Educational Pipeline

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

In-Demand Skills