



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



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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

27,493

Population (2020)

Population **decreased by 374** over the last 5 years and is projected to **decrease by 338** over the next 5 years.

11,999

Total Regional Employment

Jobs **decreased by 89** over the last 5 years and are projected to **decrease by 49** over the next 5 years.

\$56.1K

Median Household Income (2018)

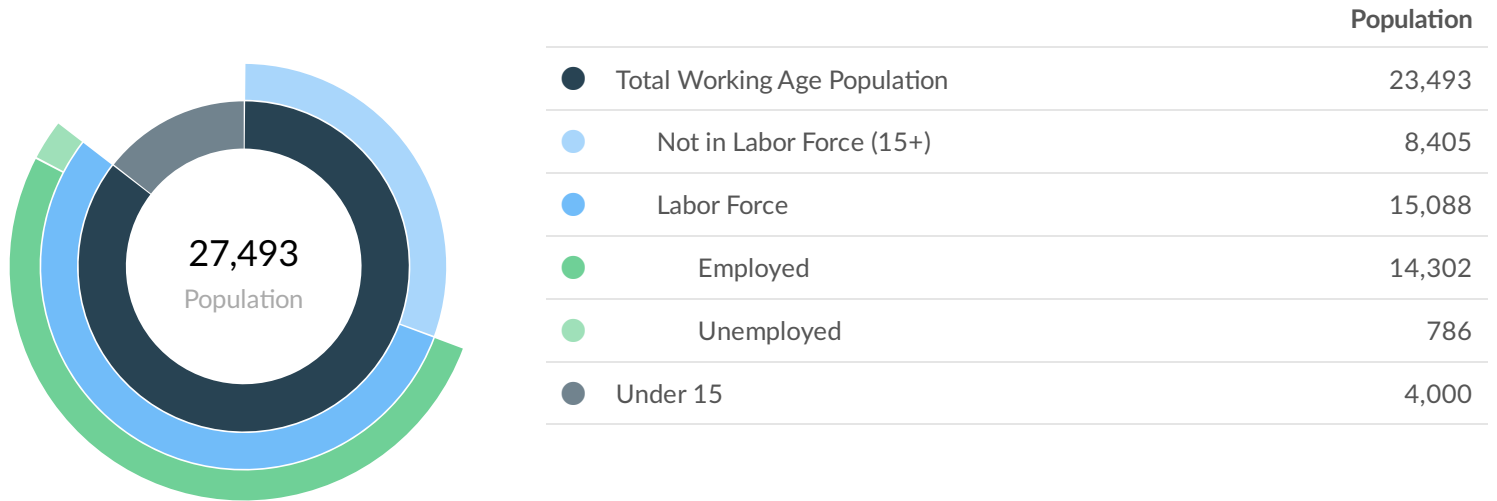
Median household income is **\$4.2K below** the national median household income of \$60.3K.

Takeaways

- As of 2020 the region's population **declined by 1.3%** since 2015, falling by 374. Population is expected to **decrease by 1.2%** between 2020 and 2025, losing 338.
- From 2015 to 2020, jobs **declined by 0.7%** in Lincoln County, WI from 12,088 to **11,999**. This change **fell short of the national growth rate of 6.2% by 6.9%**. As the number of jobs declined, the **labor force participation rate increased from 63.8% to 64.2% between 2015 and 2020**.
- Concerning educational attainment, **11.7% of Lincoln County, WI residents possess a Bachelor's Degree** (7.4% below the national average), and **11.3% hold an Associate's Degree** (3.2% above the national average).
- The top three industries in 2020 are Insurance Carriers, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

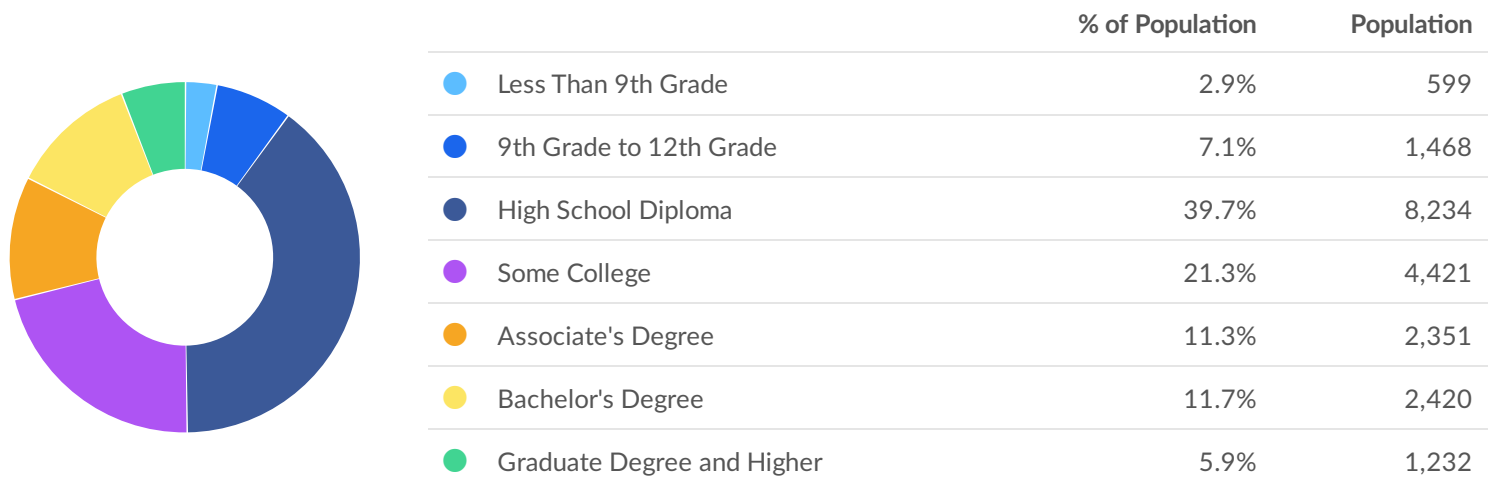
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	27,493	15,088	11,999	100.5	\$1.21B	\$2.05B	\$1.76B
NCWRPC	440,000	225,585	227,348	99.4	\$22.76B	\$29.92B	\$28.79B
State	5,838,034	3,062,770	3,184,256	100.0	\$339.97B	\$308.33B	\$336.99B

2020 Labor Force Breakdown



Educational Attainment

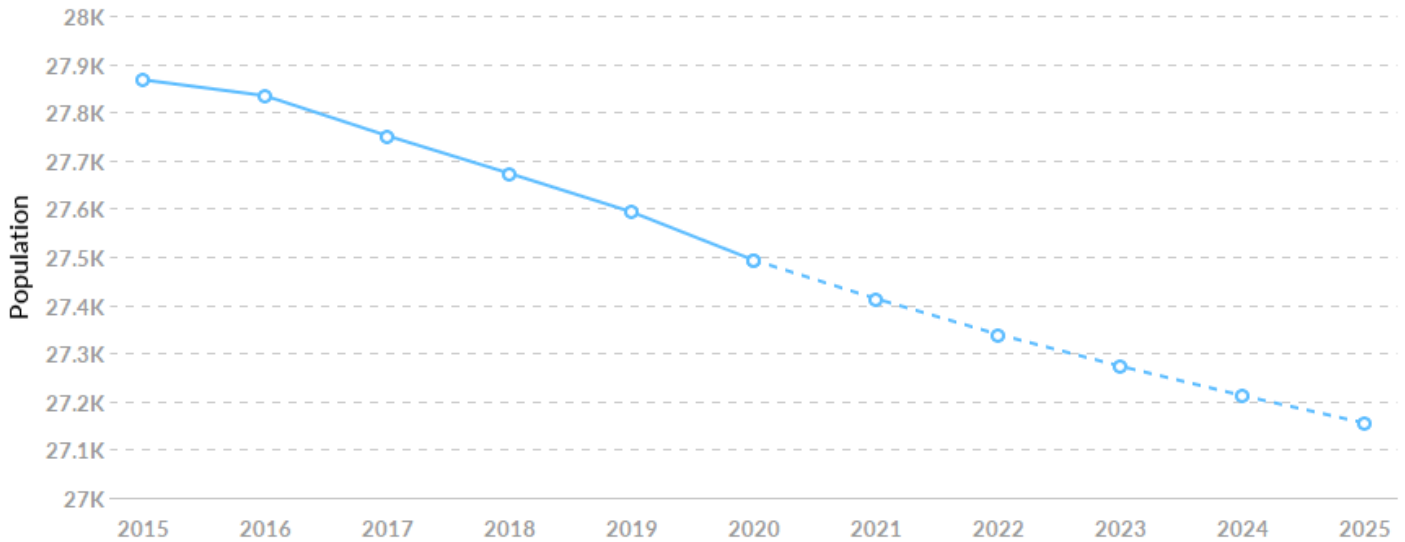
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Historic & Projected Trends

Population Trends

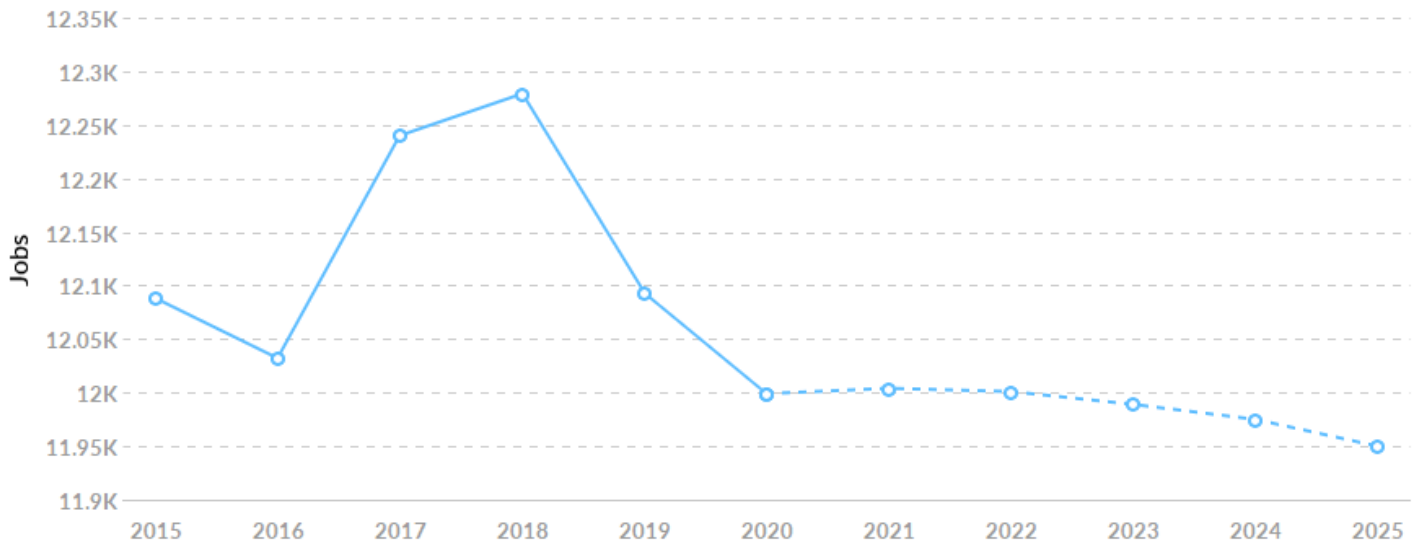
As of 2020 the region's population **declined by 1.3%** since 2015, falling by 374. Population is expected to **decrease by 1.2%** between 2020 and 2025, losing 338.



Timeframe	Population
2015	27,867
2016	27,834
2017	27,751
2018	27,673
2019	27,593
2020	27,493
2021	27,413
2022	27,339
2023	27,273
2024	27,212
2025	27,155

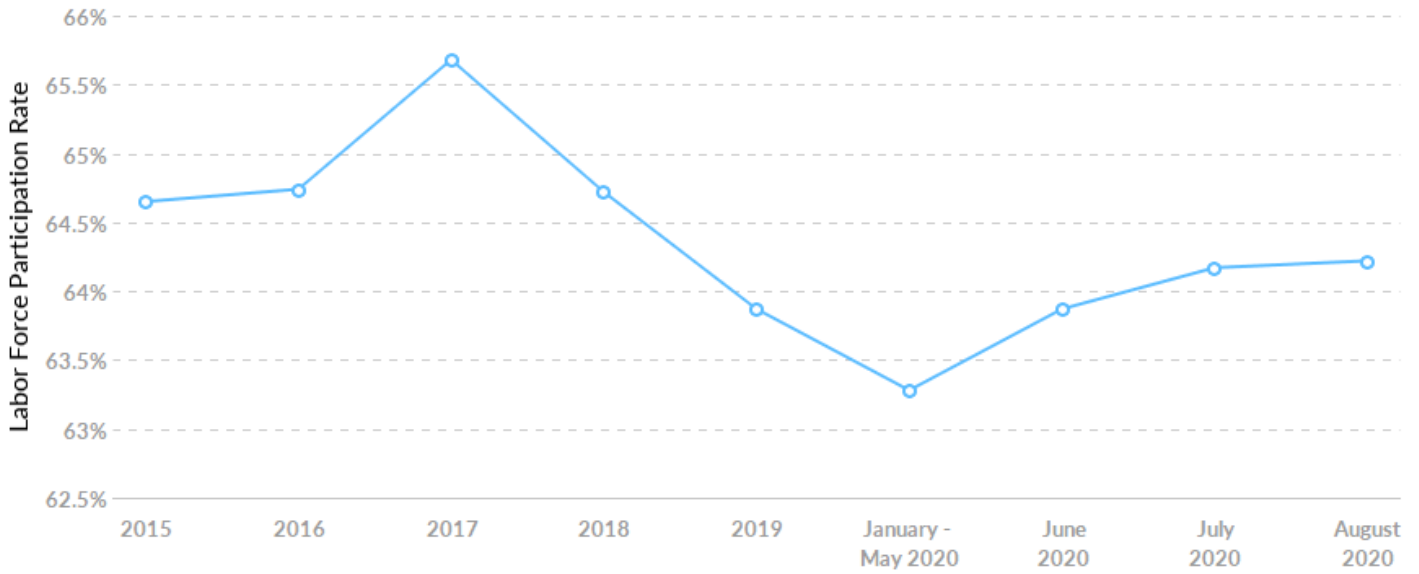
Job Trends

From 2015 to 2020, jobs declined by 0.7% in Lincoln County, WI from 12,088 to 11,999. This change fell short of the national growth rate of 6.2% by 6.9%.



Timeframe	Jobs
2015	12,088
2016	12,032
2017	12,240
2018	12,279
2019	12,093
2020	11,999
2021	12,004
2022	12,001
2023	11,989
2024	11,975
2025	11,950

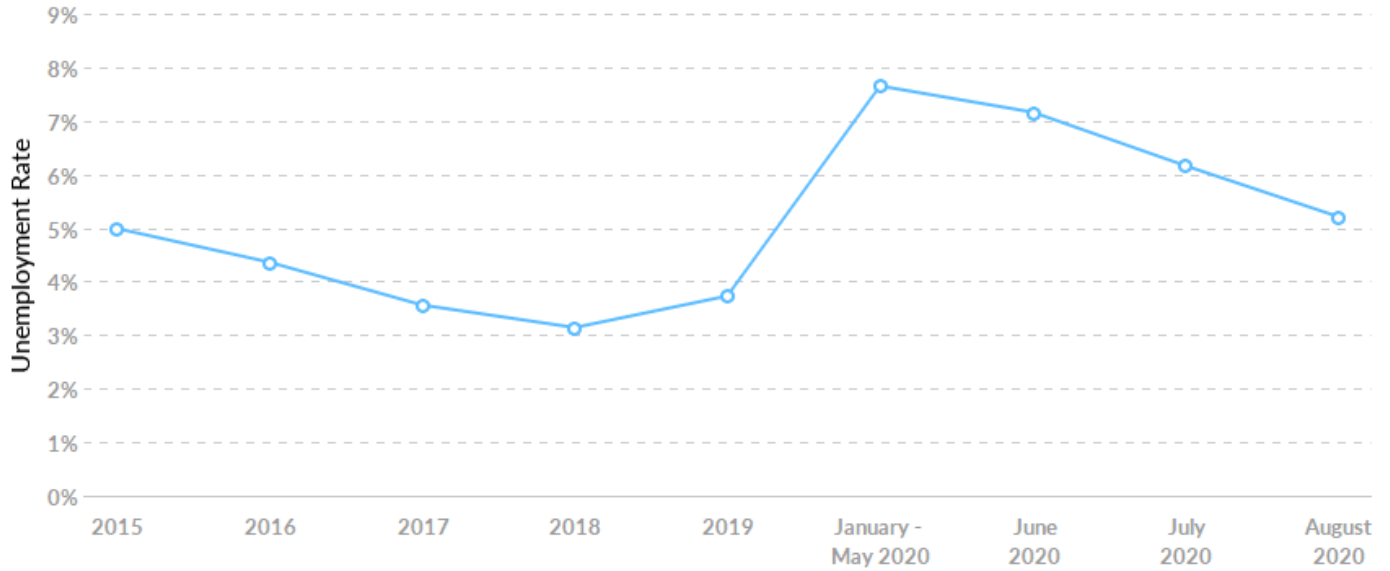
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	64.65%
2016	64.74%
2017	65.68%
2018	64.72%
2019	63.87%
January - May 2020	63.28%
June 2020	63.87%
July 2020	64.17%
August 2020	64.22%

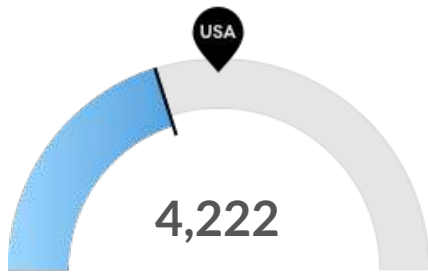
Unemployment Rate Trends

Lincoln County, WI had an August 2020 unemployment rate of 5.21%, **increasing from 4.99%** 5 years before.



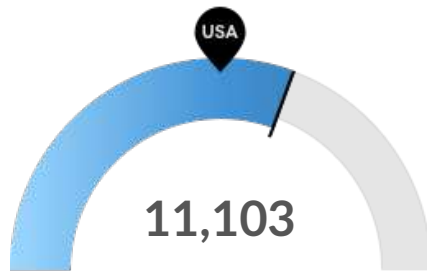
Timeframe	Unemployment Rate
2015	4.99%
2016	4.36%
2017	3.56%
2018	3.14%
2019	3.73%
January - May 2020	7.65%
June 2020	7.16%
July 2020	6.16%
August 2020	5.21%

Population Characteristics



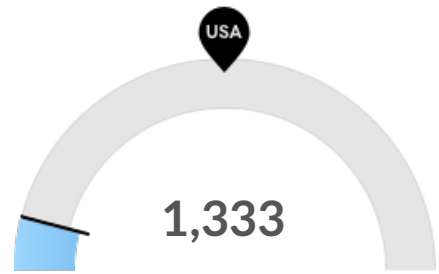
Millennials

Lincoln County, WI has 4,222 millennials (ages 25-39). The national average for an area this size is 5,689.



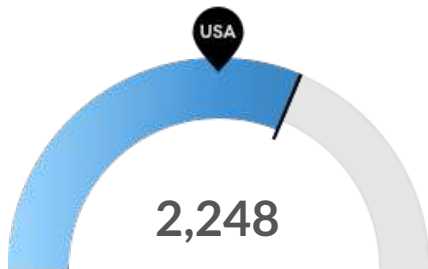
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 8,113 people 55 or older, while there are 11,103 here.



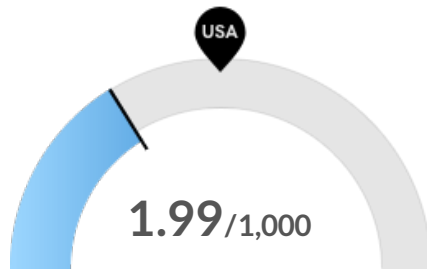
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 11,007 racially diverse people, while there are 1,333 here.



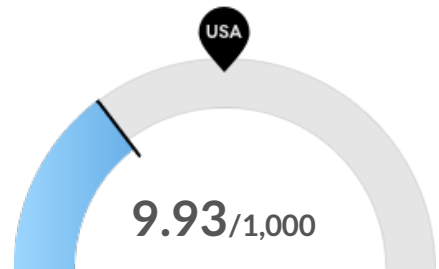
Veterans

Lincoln County, WI has 2,248 veterans. The national average for an area this size is 1,577.



Violent Crime

Lincoln County, WI has 1.99 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

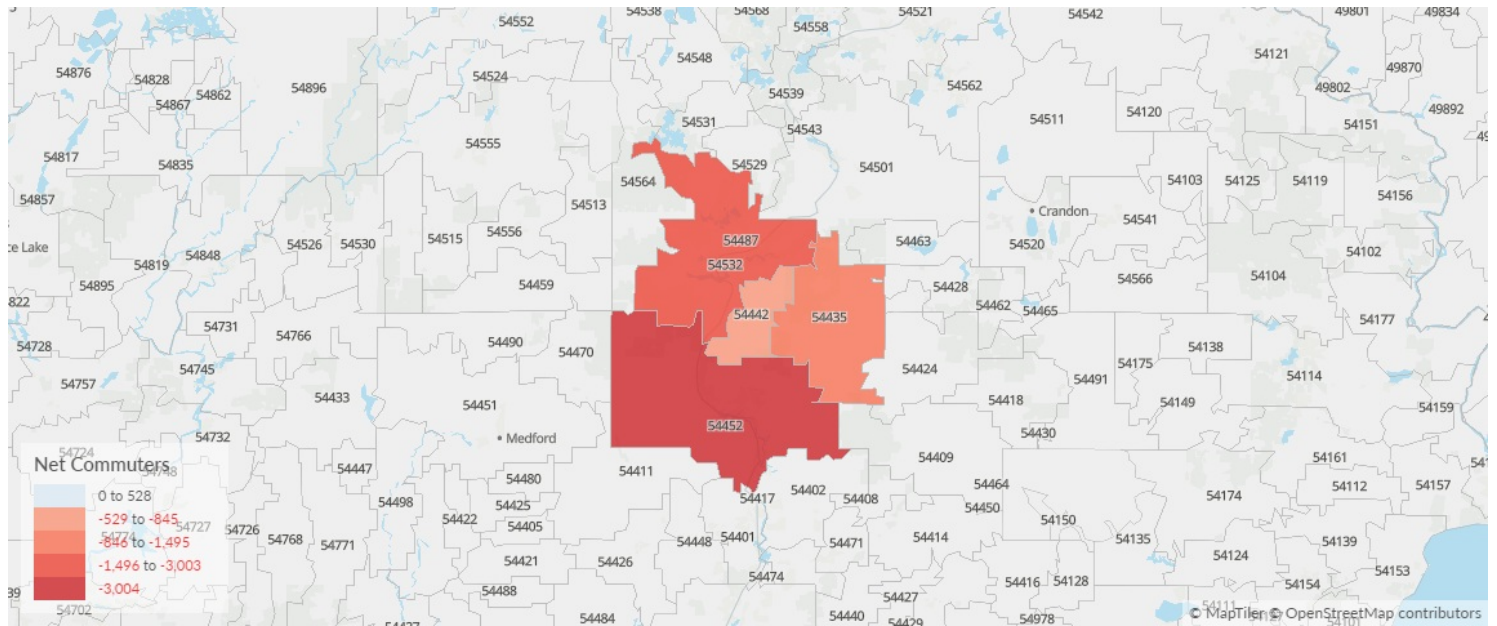


Property Crime

Lincoln County, WI has 9.93 property crimes per 1,000 people. The national rate is 19.79 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

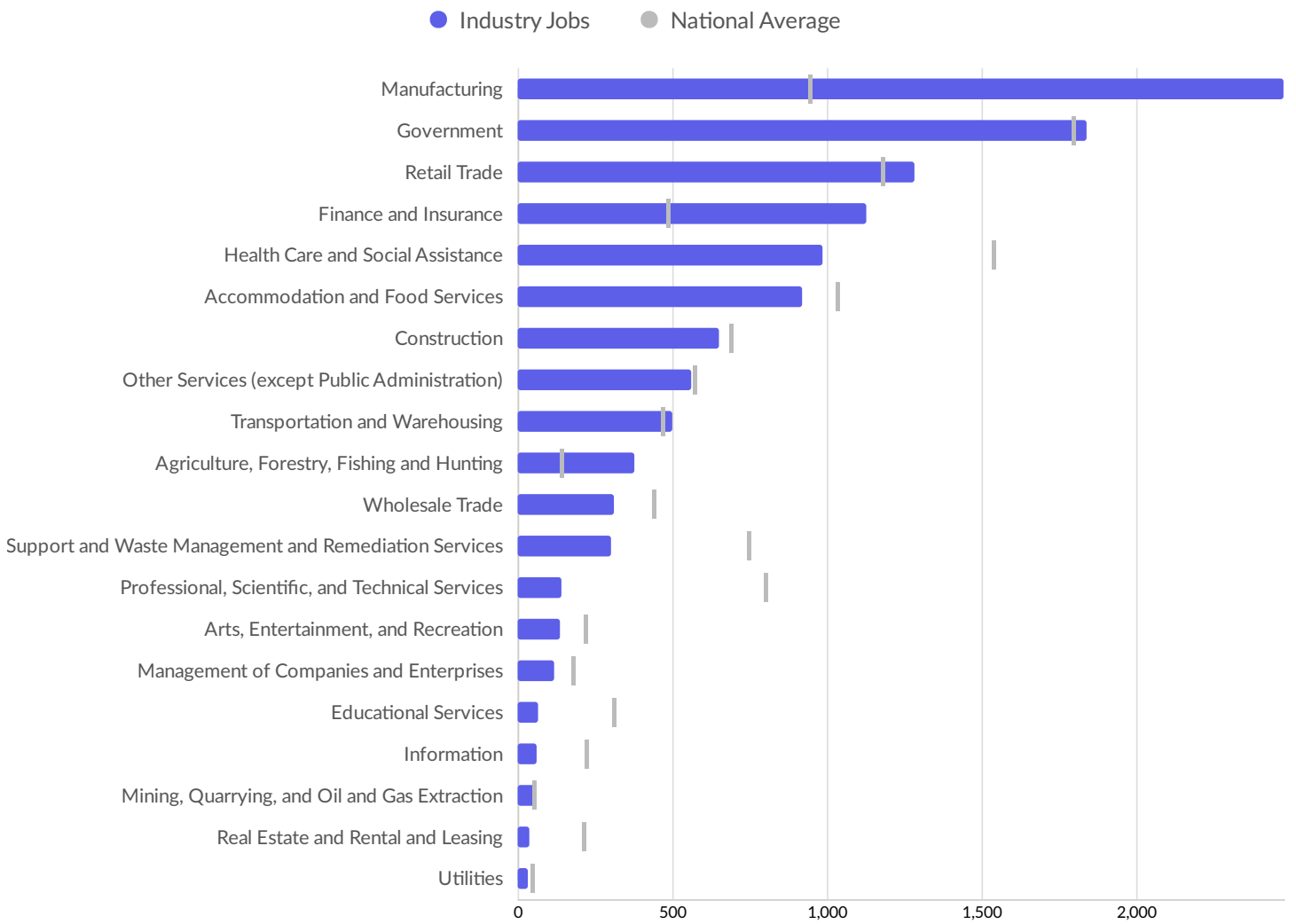
Where Talent Lives

ZIP	Name	2020 Employment
54452	Merrill, WI (in Lincoln c...	7,726
54487	Tomahawk, WI (in Linco...	3,852
54435	Gleason, WI (in Lincoln ...	342
54442	Irma, WI (in Lincoln cou...	70
54532	Heafford Junction, WI (i...	<10

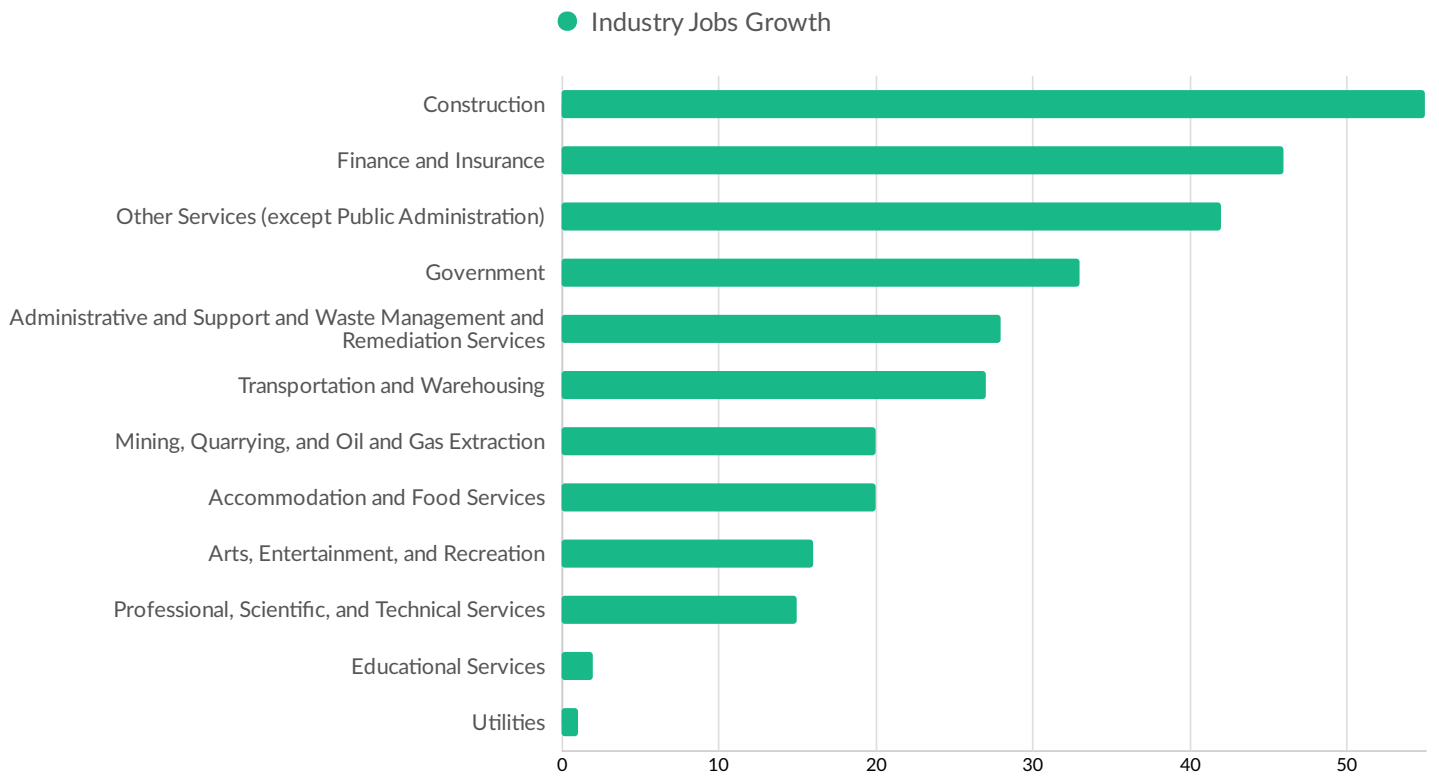
ZIP	Name	2020 Workers
54452	Merrill, WI (in Lincoln c...	10,730
54487	Tomahawk, WI (in Linco...	5,348
54435	Gleason, WI (in Lincoln ...	1,188
54442	Irma, WI (in Lincoln cou...	598
54532	Heafford Junction, WI (i...	<10

Industry Characteristics

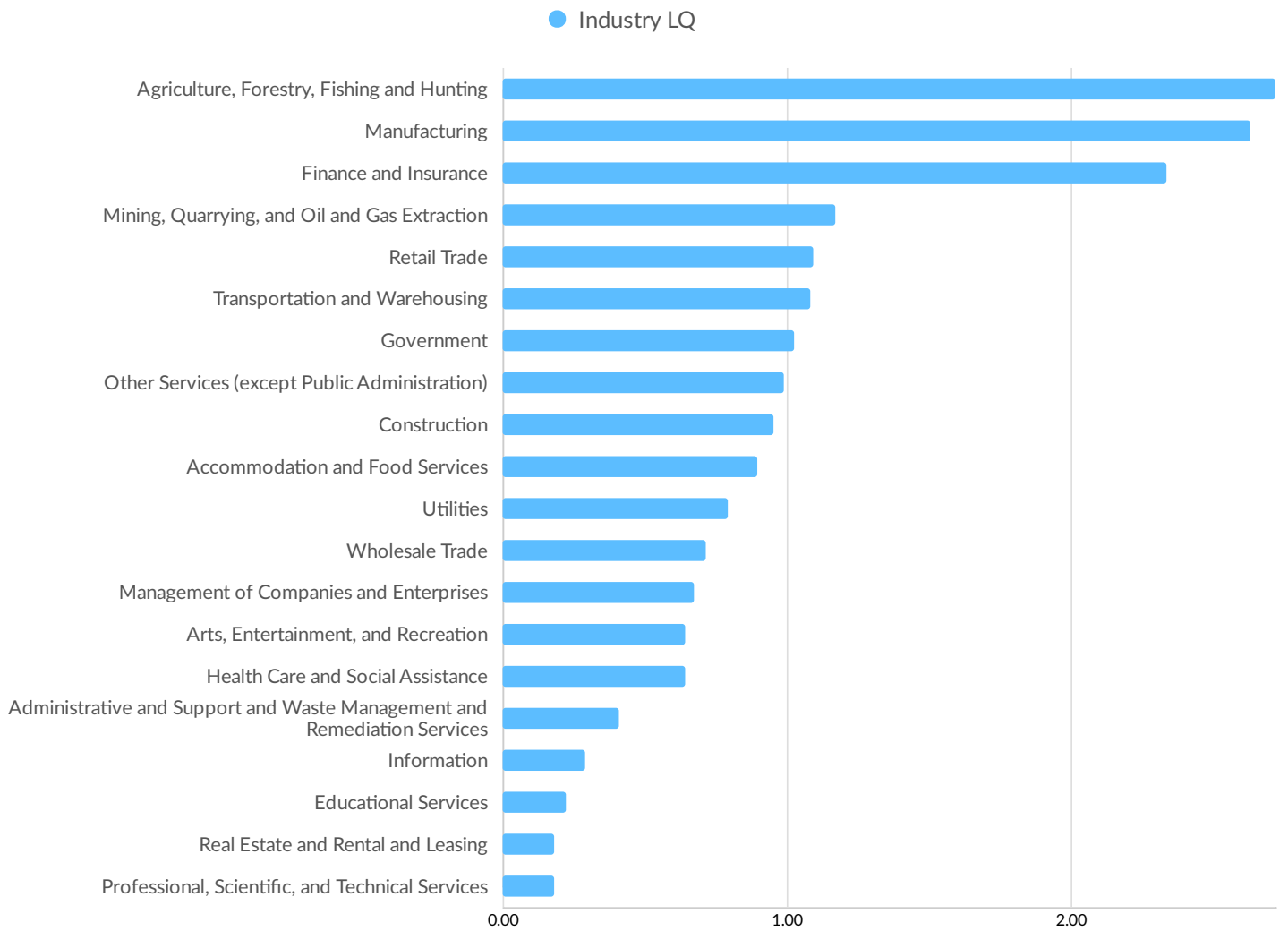
Largest Industries



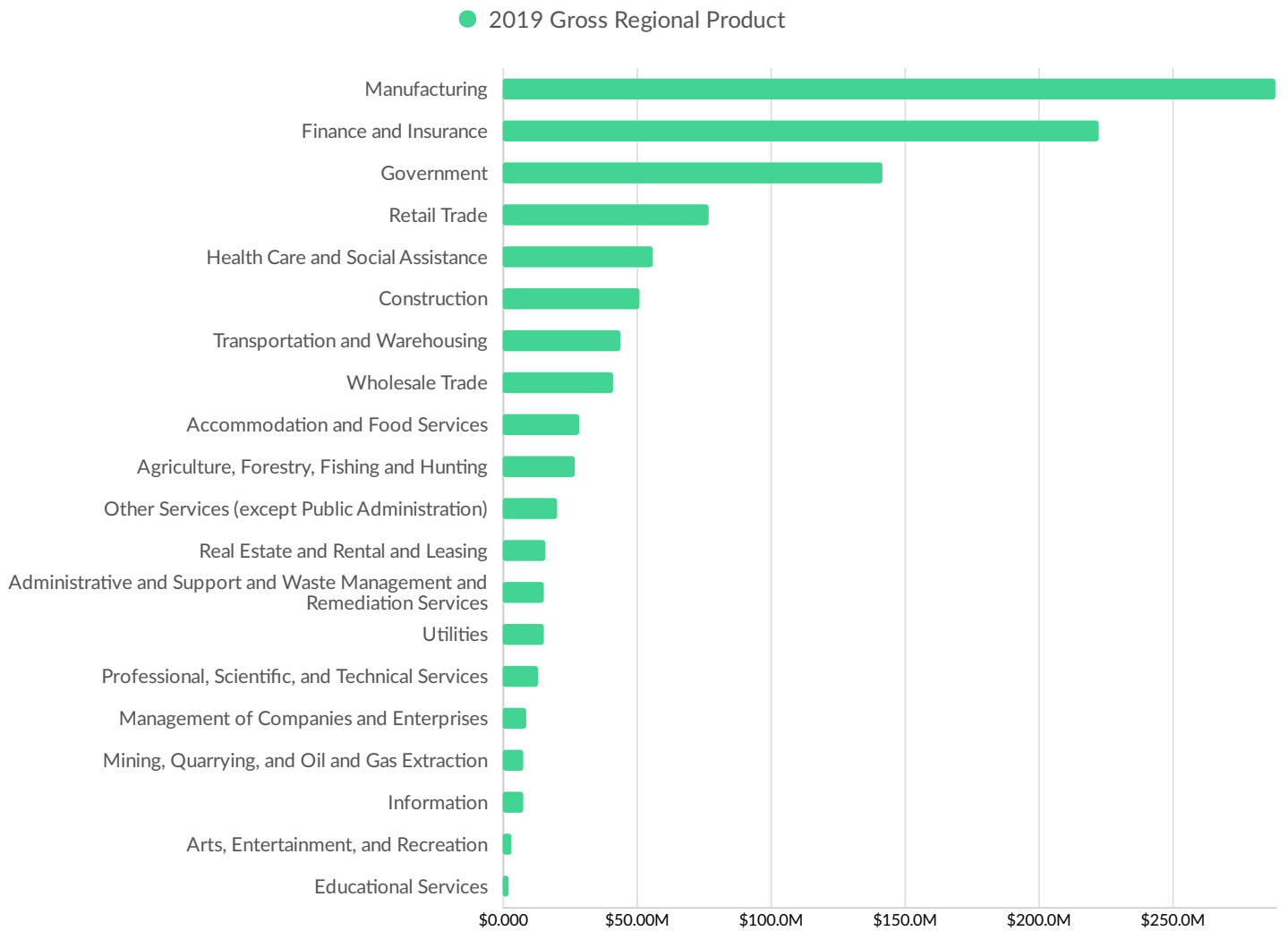
Top Growing Industries



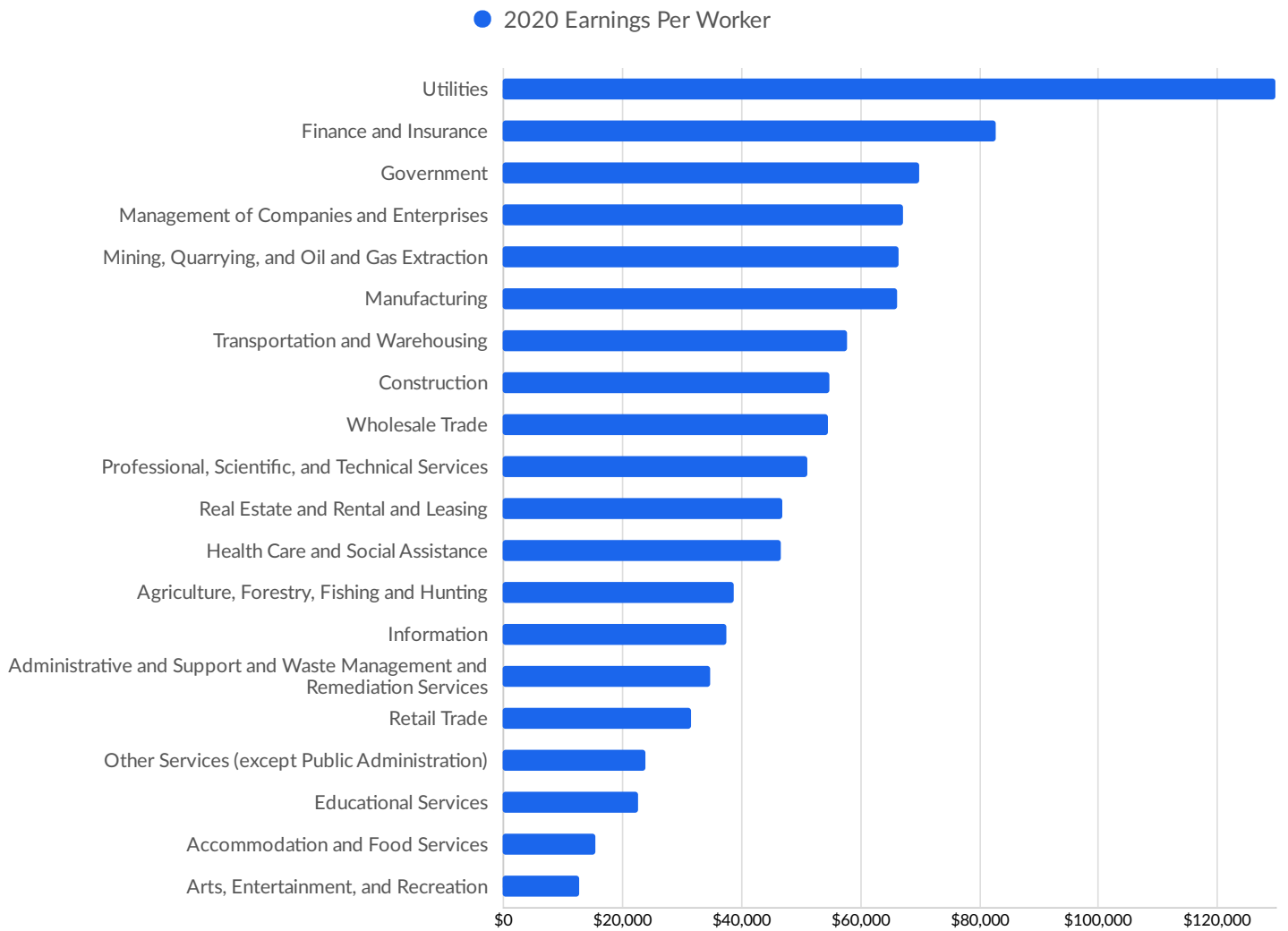
Top Industry LQ



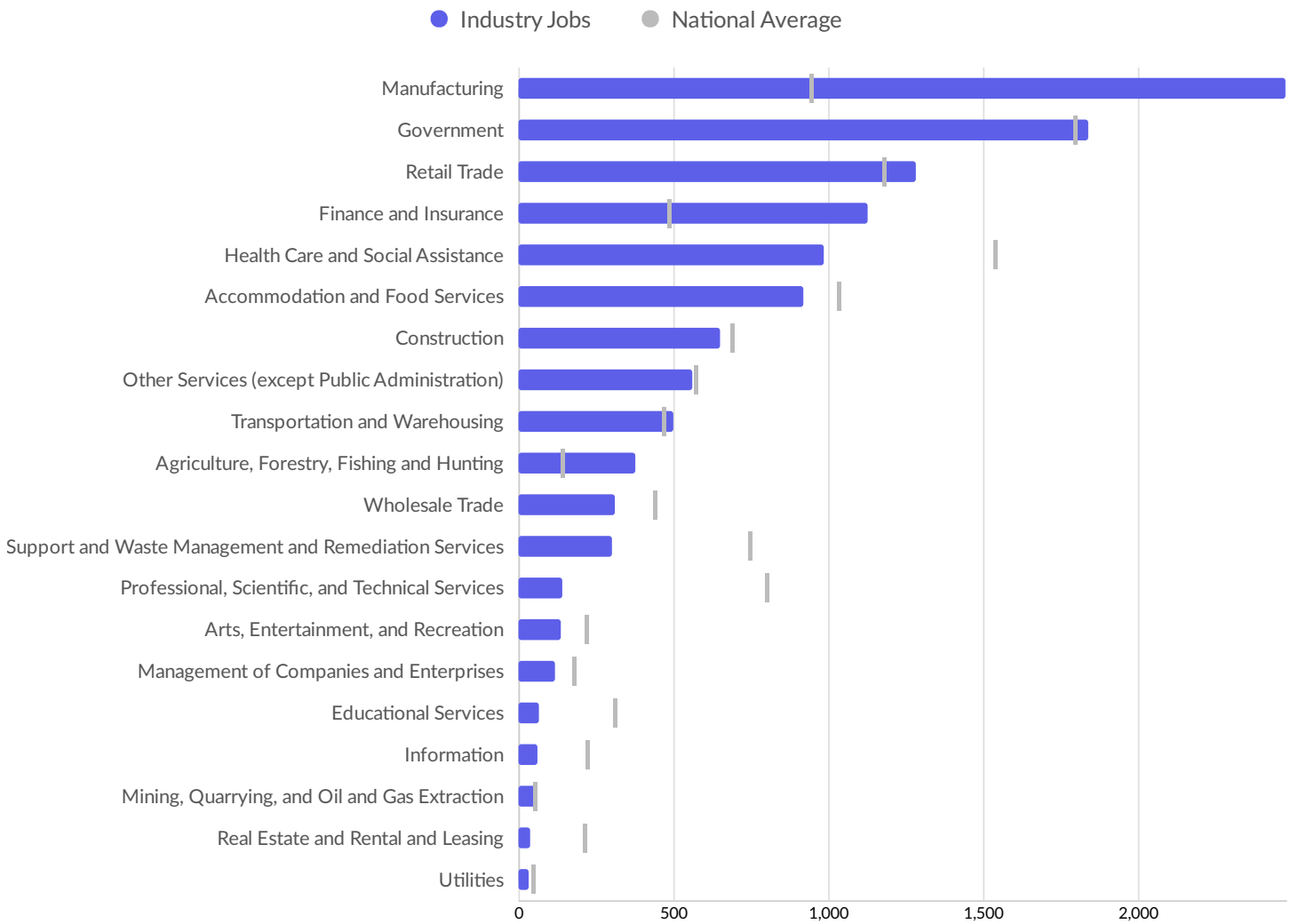
Top Industry GRP



Top Industry Earnings



Largest Industries



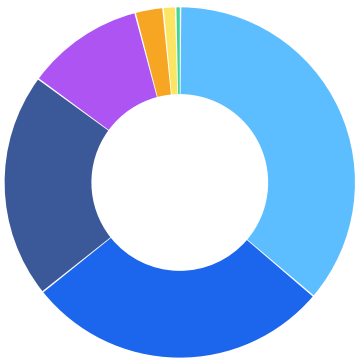
Business Characteristics

1,950 Companies Employ Your Workers

Online profiles for your workers mention 1,950 companies as employers, with the top 10 appearing below. In the last 12 months, 565 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...	124 	Church Mutual Insurance Comp...	134 
Aspirus Wausau Hospital, Inc.	65 	Platinum Supplemental Insuranc...	113 
Harley-Davidson, Inc.	48 	Roehl Transport, Inc.	109 
Merrill Area Public Schools Inc	45 	Pizza Hut, Inc.	67 
State of Wisconsin	45 	Ascension	49 
Marshfield Clinic	40 	Wal-Mart, Inc.	48 
Ministry Health Care, Inc.	39 	Dollar General Corporation	45 
Packaging Corporation of Ameri...	38 	U.S. Xpress, Inc.	44 
Wal-Mart, Inc.	32 	CRST International, Inc.	43 
Foot Locker, Inc.	30 	Care.com, Inc.	43 

Business Size

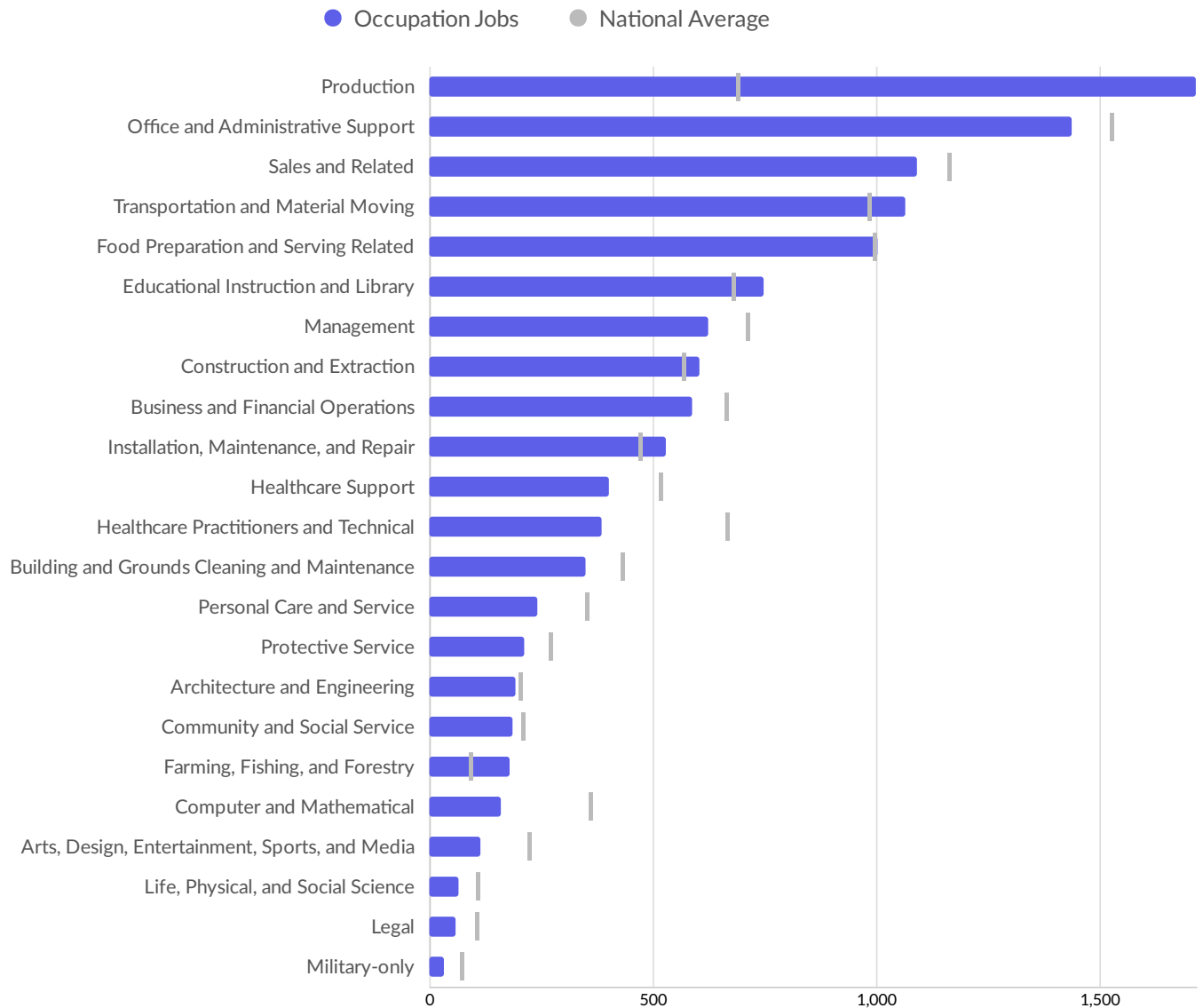


	Percentage	Business Count
1 to 4 employees	36.1%	407
5 to 9 employees	28.1%	316
10 to 19 employees	20.8%	234
20 to 49 employees	10.8%	122
50 to 99 employees	2.6%	29
100 to 249 employees	1.2%	13
250 to 499 employees	0.4%	5

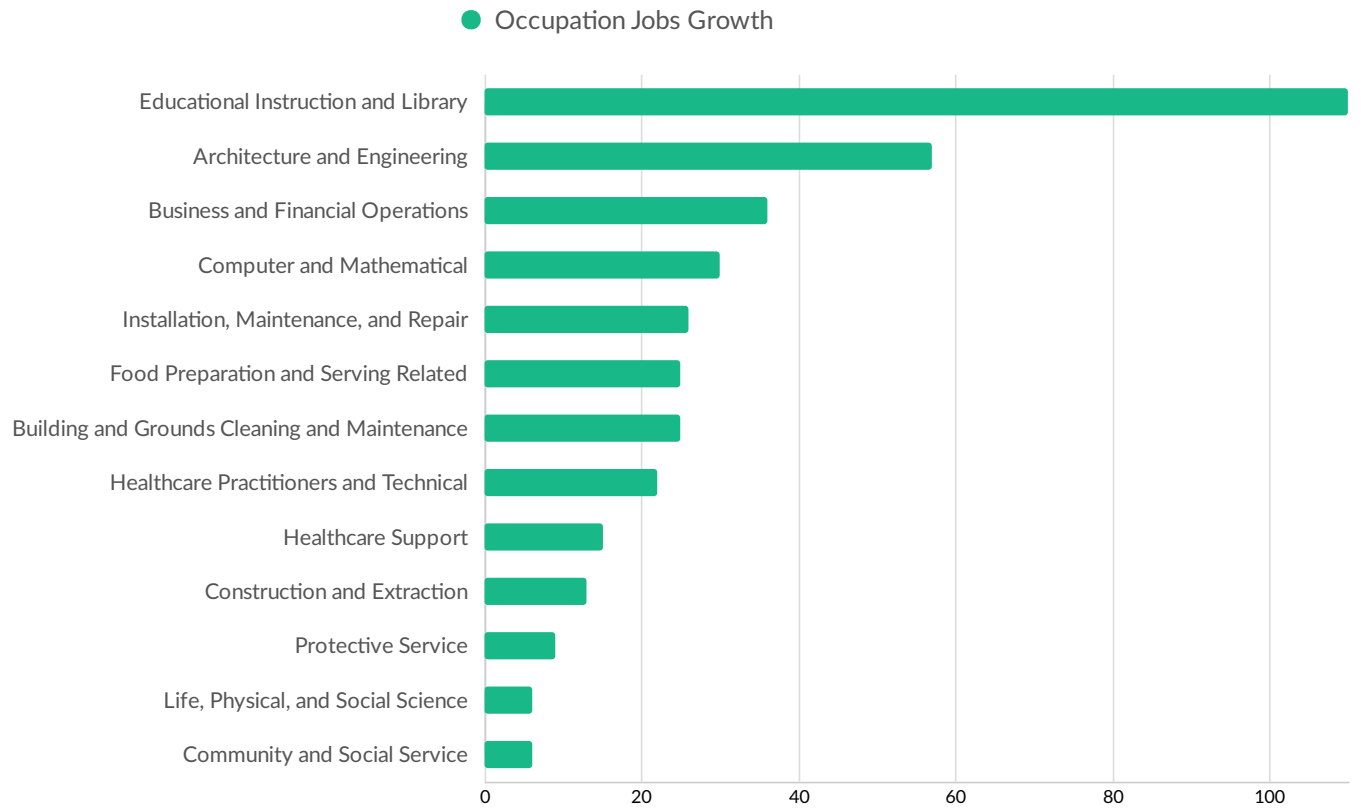
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

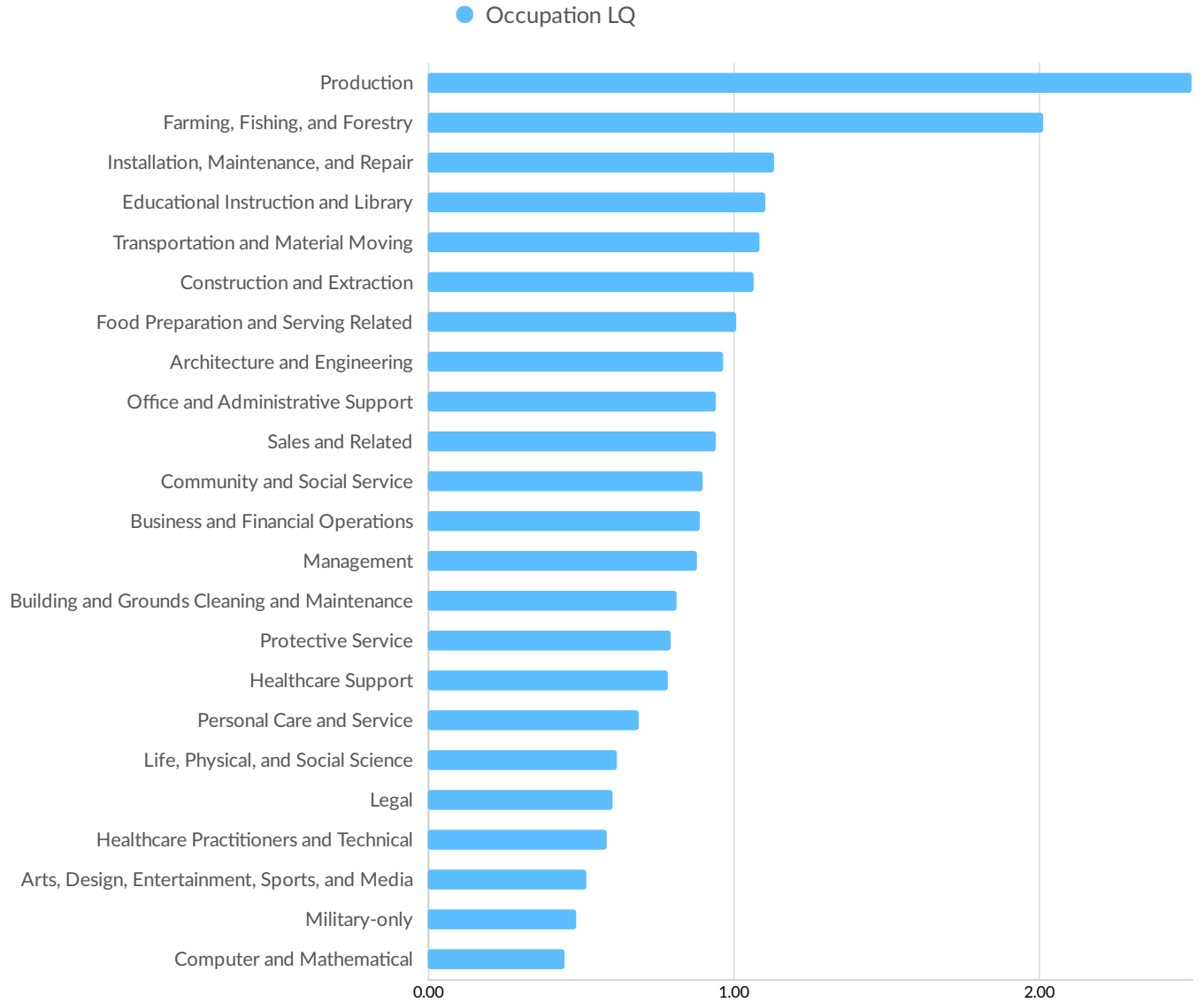
Largest Occupations



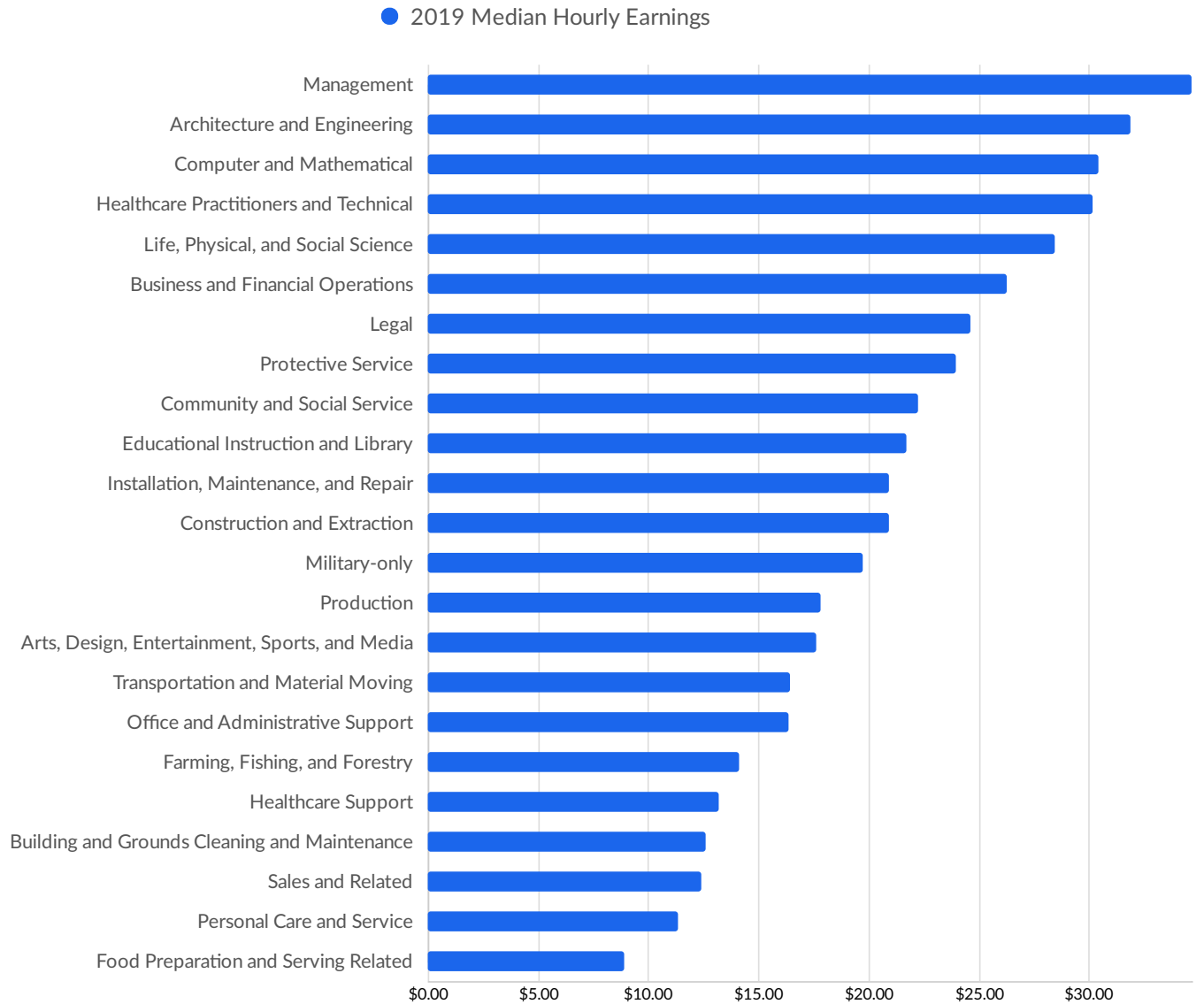
Top Growing Occupations



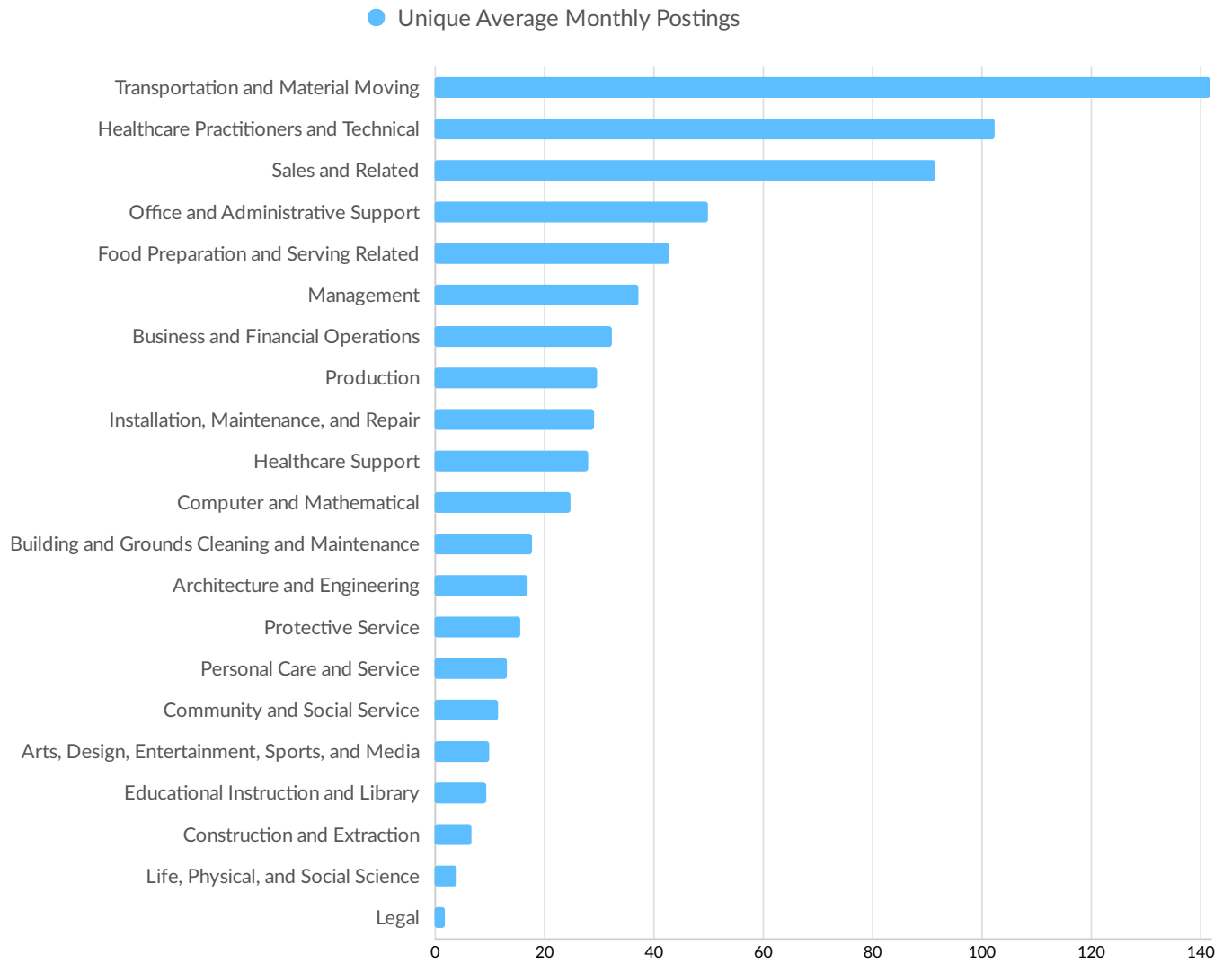
Top Occupation LQ



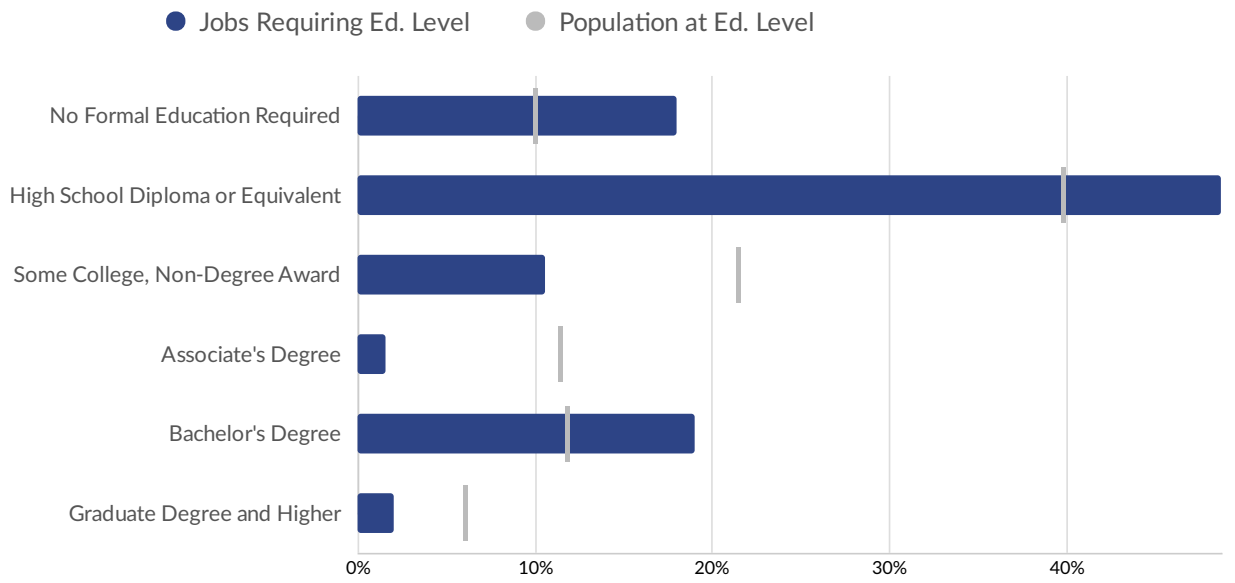
Top Occupation Earnings



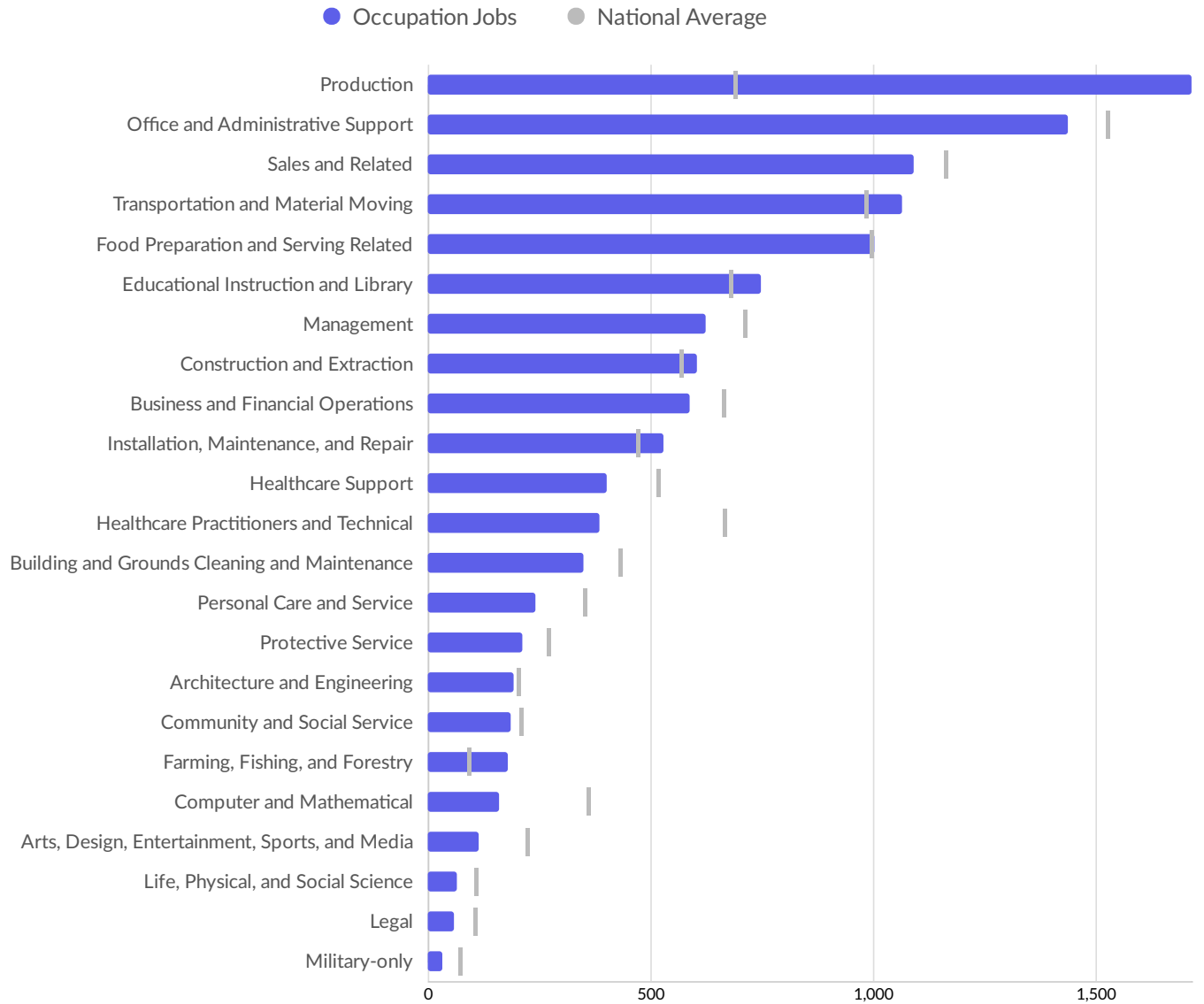
Top Posted Occupations



Underemployment



Largest Occupations



Educational Pipeline

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

In-Demand Skills

