



Lincoln County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Contents

Economy Overview	1
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	17
Workforce Characteristics	19
Educational Pipeline	26

Economy Overview

27,754

Population (2017)

Population **decreased by 728** over the last 5 years and is projected to **decrease by 487** over the next 5 years.

12,155

Jobs (2017)

Jobs **grew by 778** over the last 5 years and are projected to **grow by 351** over the next 5 years.

\$52.2K

Median Household Income (2016)

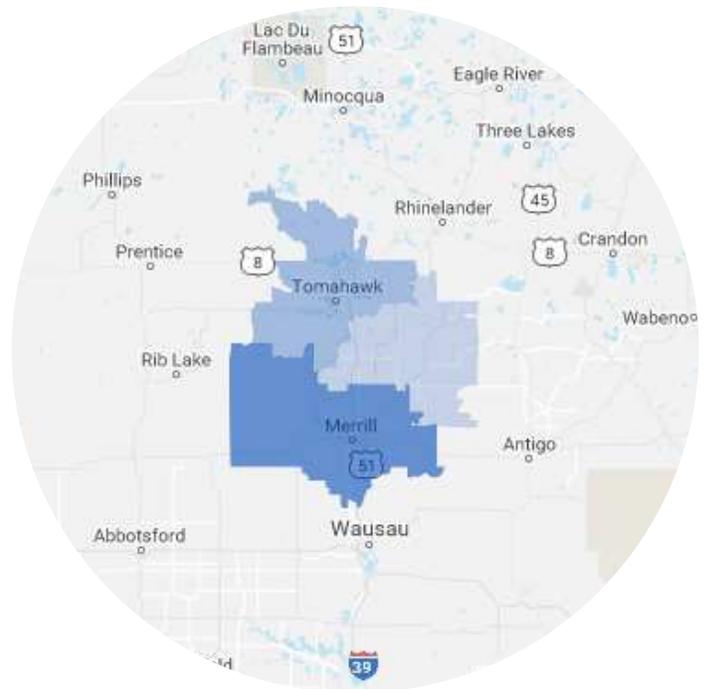
Median household income is **\$3.1K below** the national median household income of \$55.3K.

As of 2017 the region's population **declined by 2.6%** since 2012, falling by 728. Population is expected to **decrease by 1.8%** between 2017 and 2022, losing 487.

From 2012 to 2017, jobs **increased by 6.8%** in Lincoln County, WI from 11,376 to **12,155**. This change **fell short of the national growth rate of 7.6% by 0.8%**. As the number of jobs increased, the **labor force participation rate increased from 63.3% to 66.3% between 2012 and 2017**.

Concerning educational attainment, **11.1% of Lincoln County, WI residents possess a Bachelor's Degree** (7.3% below the national average), and **10.5% hold an Associate's Degree** (2.6% above the national average).

The top three industries in 2017 are Local Government, Excluding Education and Hospitals, Insurance Carriers, and Restaurants and Other Eating Places.

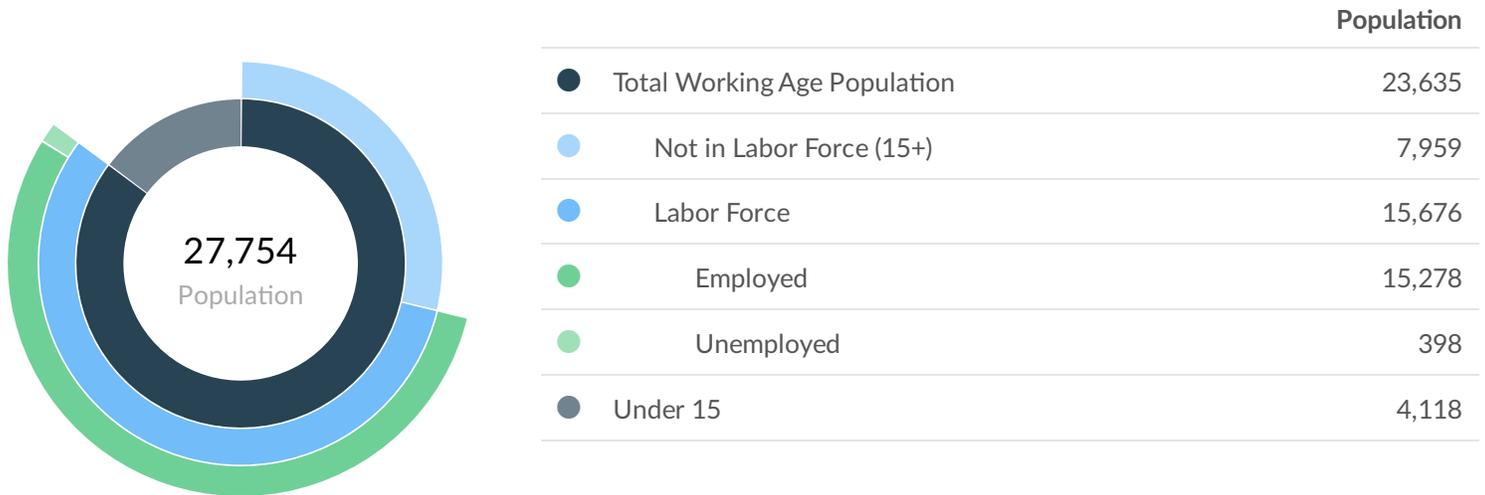


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	27,754	15,676	12,155	99.4	\$1.28B	\$2.01B	\$1.87B
NCWRPC	438,289	232,681	226,293	99.5	\$21.43B	\$27.37B	\$26.68B
Wisconsin	5,795,388	3,172,607	3,122,960	100.5	\$313.85B	\$281.15B	\$310.20B
United States	325,401,909	160,469,465	159,732,809	100.0	\$19.08T	\$0	\$8.52T

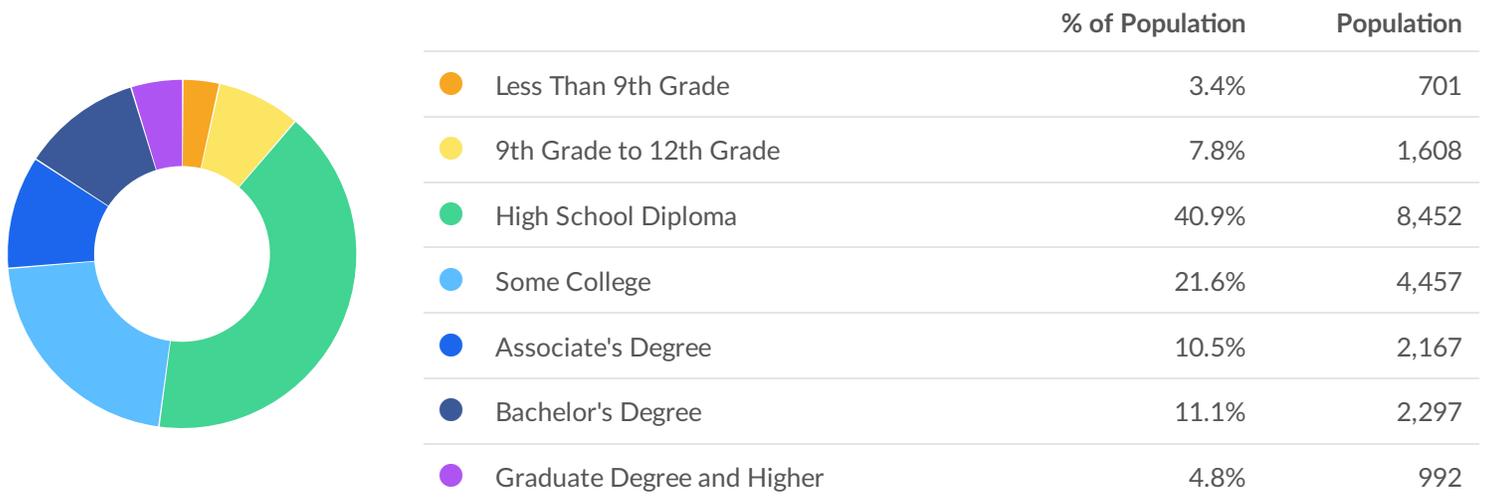
Economy Overview - Cont.

2017 Labor Force Breakdown



Educational Attainment

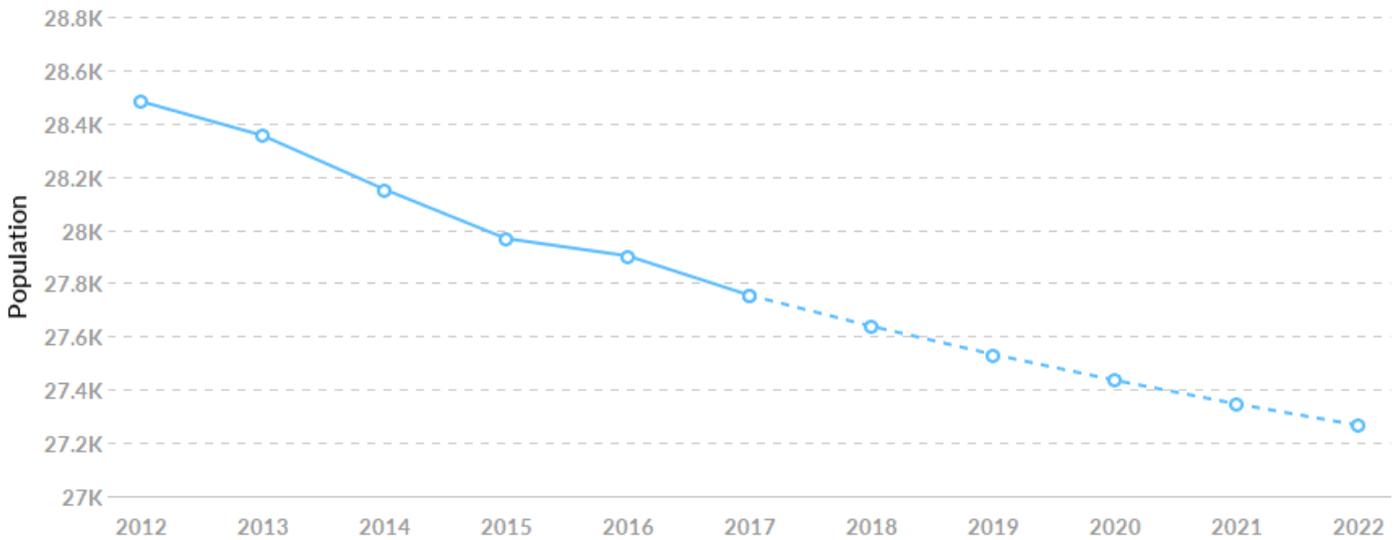
Concerning educational attainment, **11.1% of Lincoln County, WI residents possess a Bachelor's Degree** (7.3% below the national average), and **10.5% hold an Associate's Degree** (2.6% above the national average).



Historic & Projected Trends

Population Trends

As of 2017 the region's population declined by 2.6% since 2012, falling by 728. Population is expected to decrease by 1.8% between 2017 and 2022, losing 487.

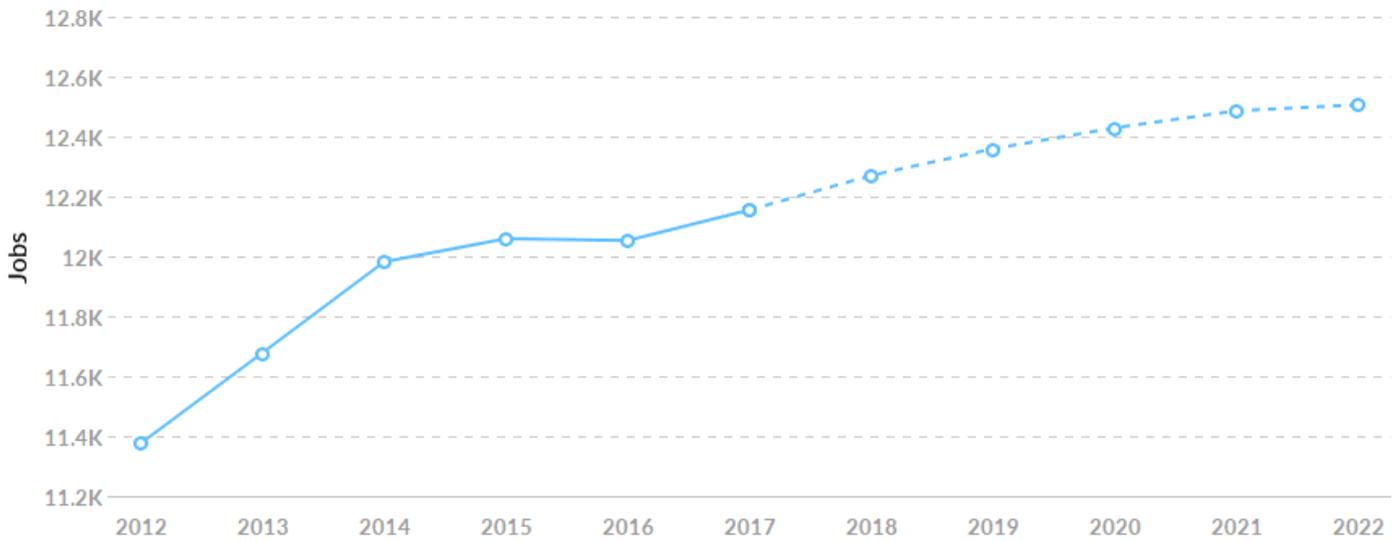


Timeframe	Population
2012	28,482
2013	28,354
2014	28,152
2015	27,967
2016	27,902
2017	27,754
2018	27,638
2019	27,532
2020	27,435
2021	27,346
2022	27,266

Historic & Projected Trends - Cont.

Job Trends

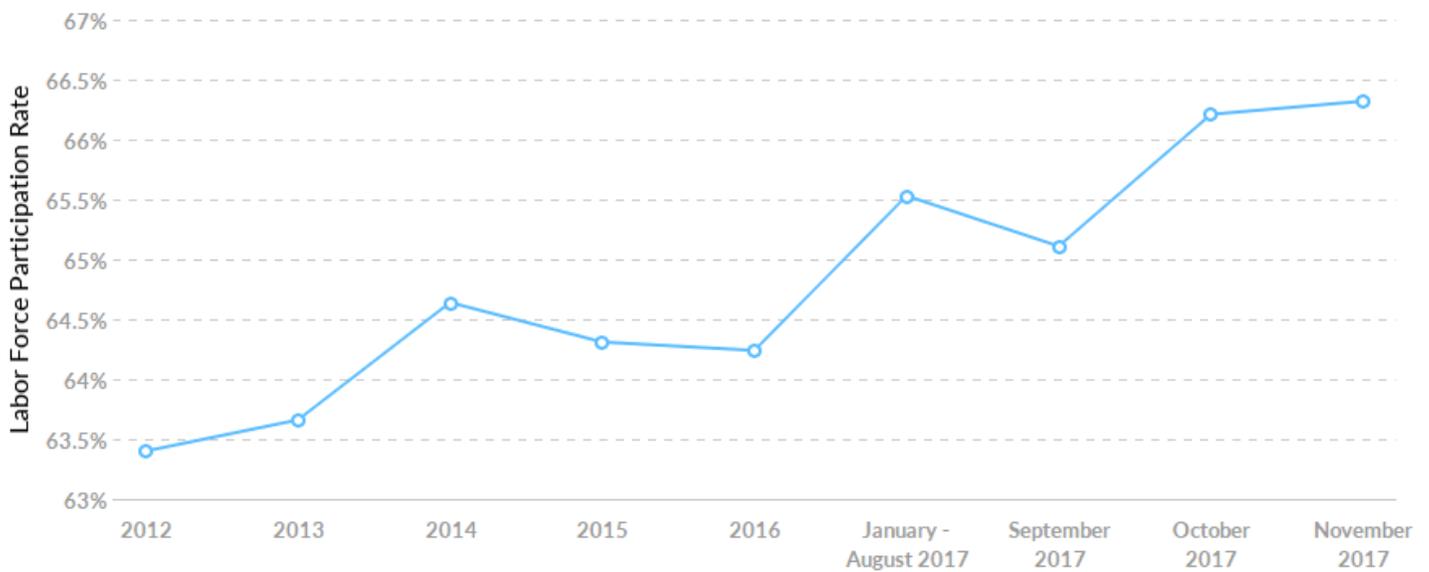
From 2012 to 2017, jobs increased by 6.8% in Lincoln County, WI from 11,376 to 12,155. This change fell short of the national growth rate of 7.6% by 0.8%.



Timeframe	Jobs
2012	11,376
2013	11,678
2014	11,982
2015	12,059
2016	12,053
2017	12,155
2018	12,270
2019	12,359
2020	12,429
2021	12,486
2022	12,506

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

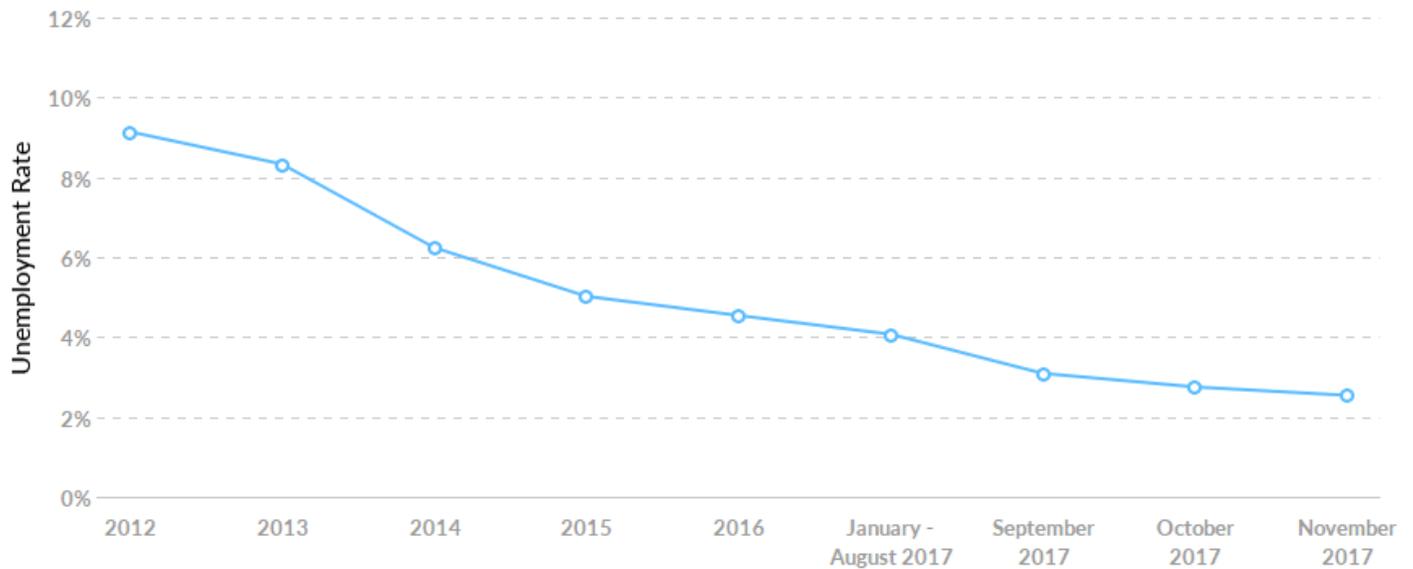


Timeframe	Labor Force Participation Rate
2012	63.40%
2013	63.66%
2014	64.64%
2015	64.31%
2016	64.24%
January - August 2017	65.53%
September 2017	65.11%
October 2017	66.21%
November 2017	66.32%

Historic & Projected Trends - Cont.

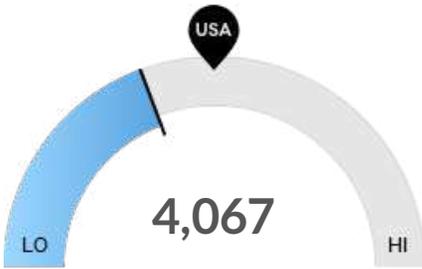
Unemployment Rate Trends

Lincoln County, WI had a November 2017 unemployment rate of 2.54%, **decreasing from 9.14%** 5 years before.



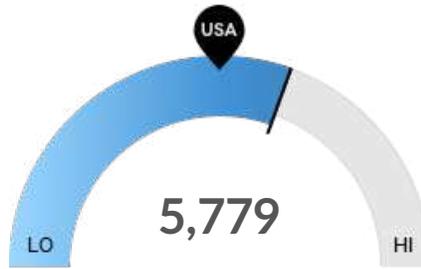
Timeframe	Unemployment Rate
2012	9.14%
2013	8.33%
2014	6.24%
2015	5.02%
2016	4.54%
January - August 2017	4.07%
September 2017	3.09%
October 2017	2.75%
November 2017	2.54%

Population Characteristics



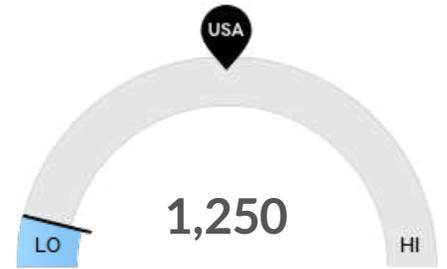
Millennials

Lincoln County, WI has 4,067 millennials (ages 20-34). The national average for an area this size is 5,790.



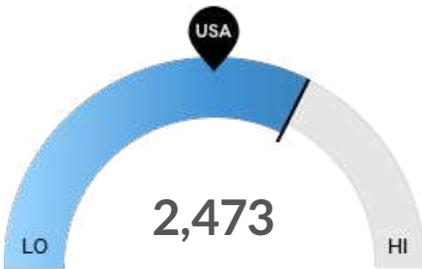
Retiring Soon

Retirement risk is high in Lincoln County, WI. The national average for an area this size is 4,252 people 65 or older, while there are 5,779 here.



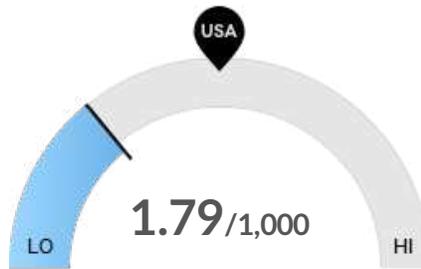
Racial Diversity

Racial diversity is low in Lincoln County, WI. The national average for an area this size is 10,807 racially diverse people, while there are 1,250 here.



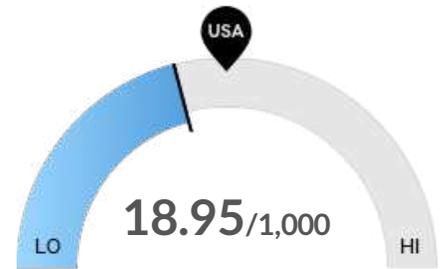
Veterans

Lincoln County, WI has 2,473 veterans. The national average for an area this size is 1,641.



Violent Crime

Lincoln County, WI has 1.79 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



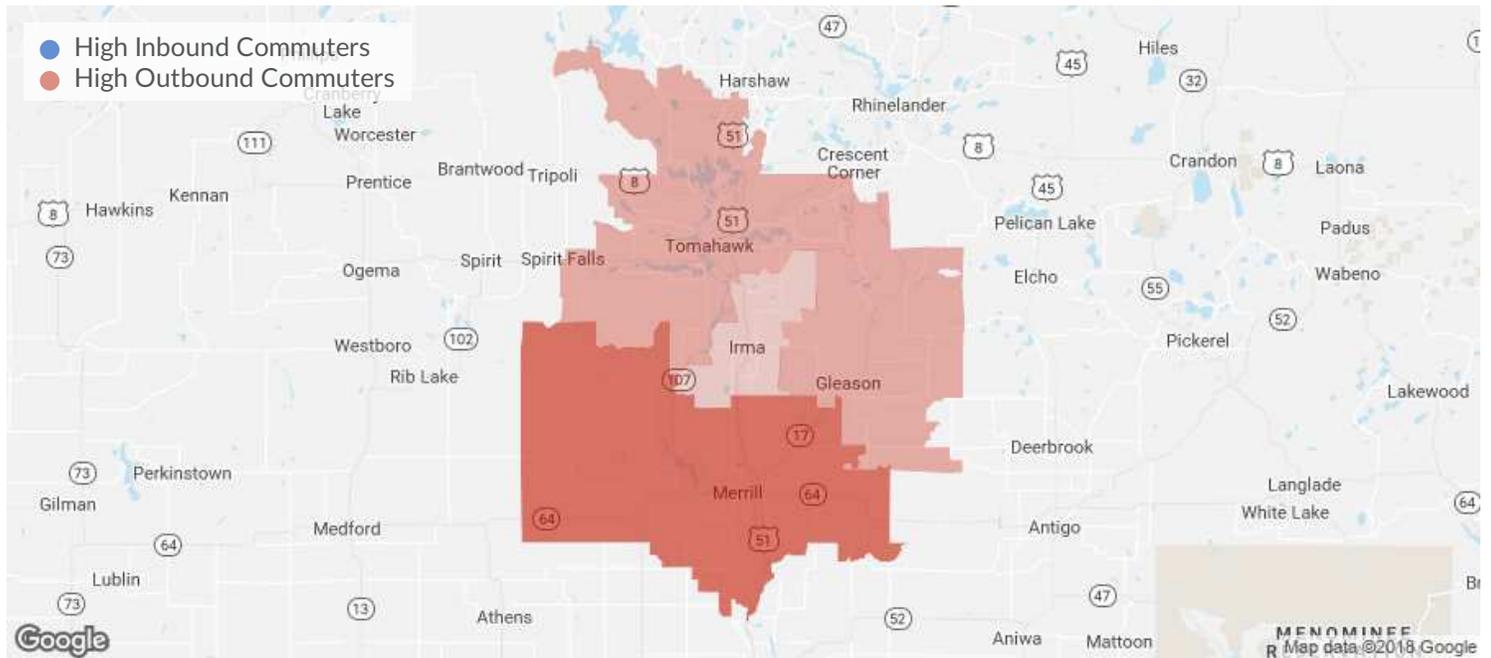
Property Crime

Lincoln County, WI has 18.95 property crimes per 1,000 people. The national rate is 24.22 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

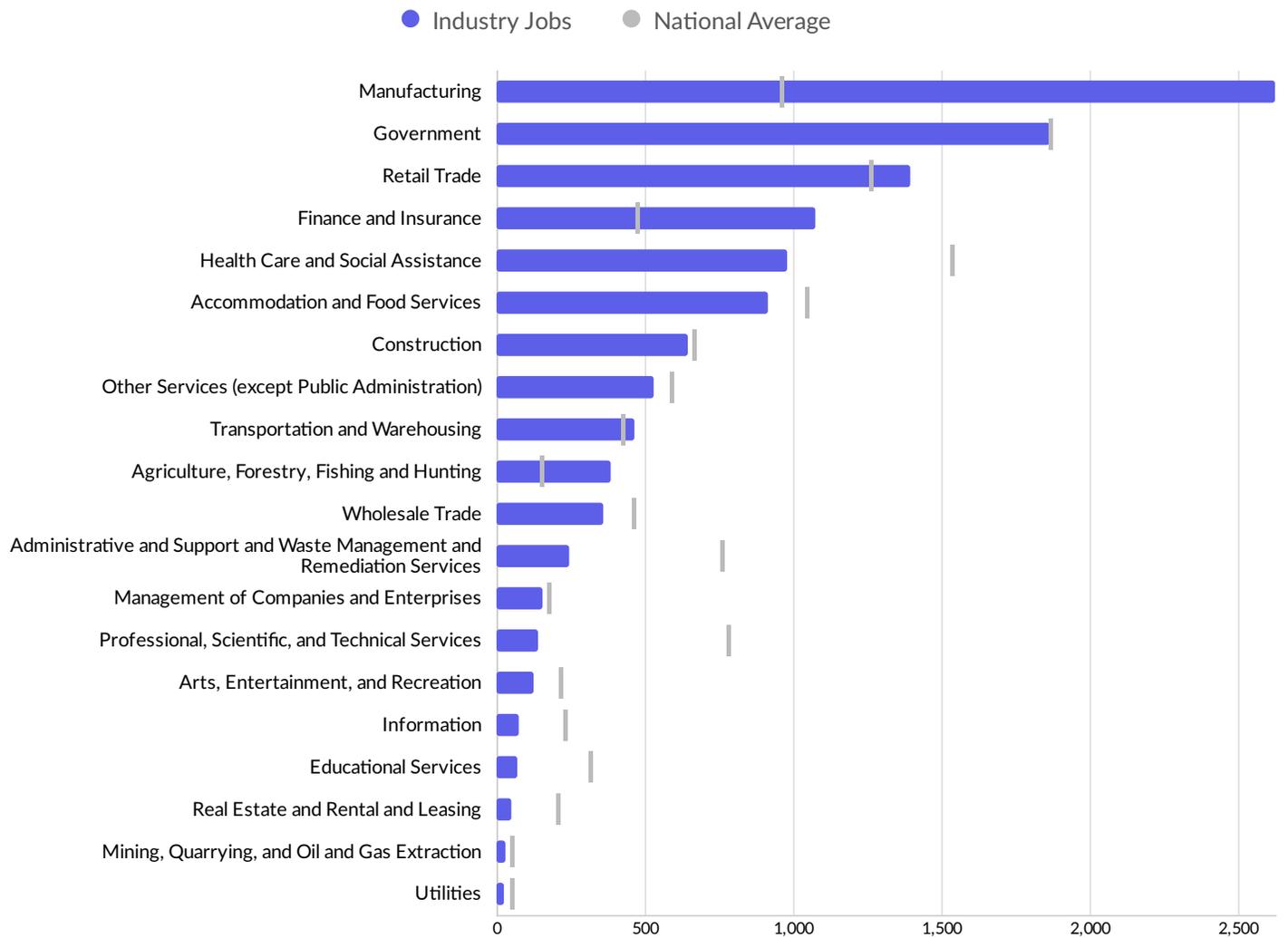
ZIP	Name	2017 Employment
54452	Merrill, WI (in Lincoln ...	7,599
54487	Tomahawk, WI (in Linc...	4,043
54435	Gleason, WI (in Lincoln...	363
54442	Irma, WI (in Lincoln co...	144
54532	Heafford Junction, WI ...	<10

Where Talent Lives

ZIP	Name	2017 Workers
54452	Merrill, WI (in Lincoln ...	11,209
54487	Tomahawk, WI (in Linc...	5,631
54435	Gleason, WI (in Lincoln...	1,270
54442	Irma, WI (in Lincoln co...	644
54532	Heafford Junction, WI ...	<10

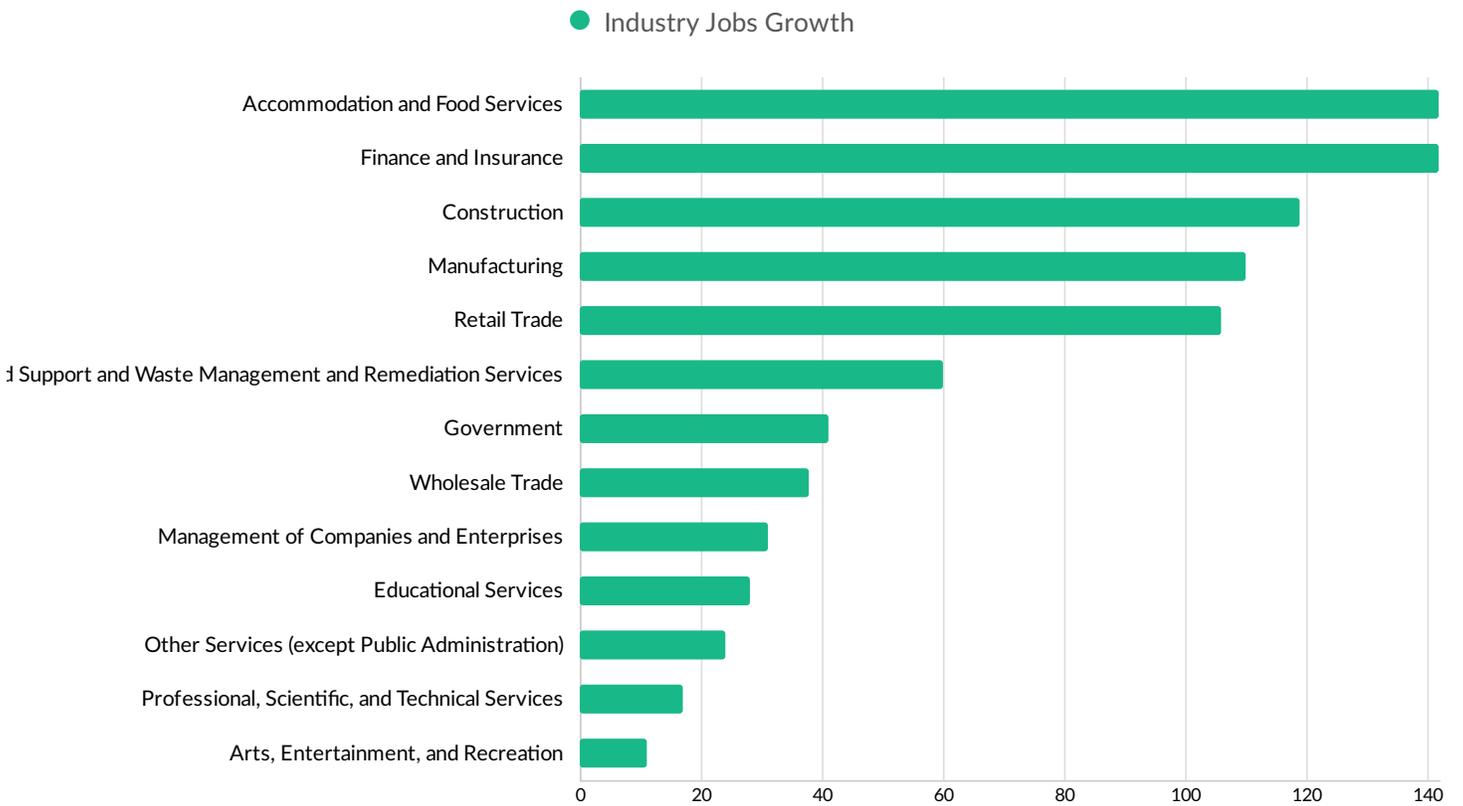
Industry Characteristics

Largest Industries



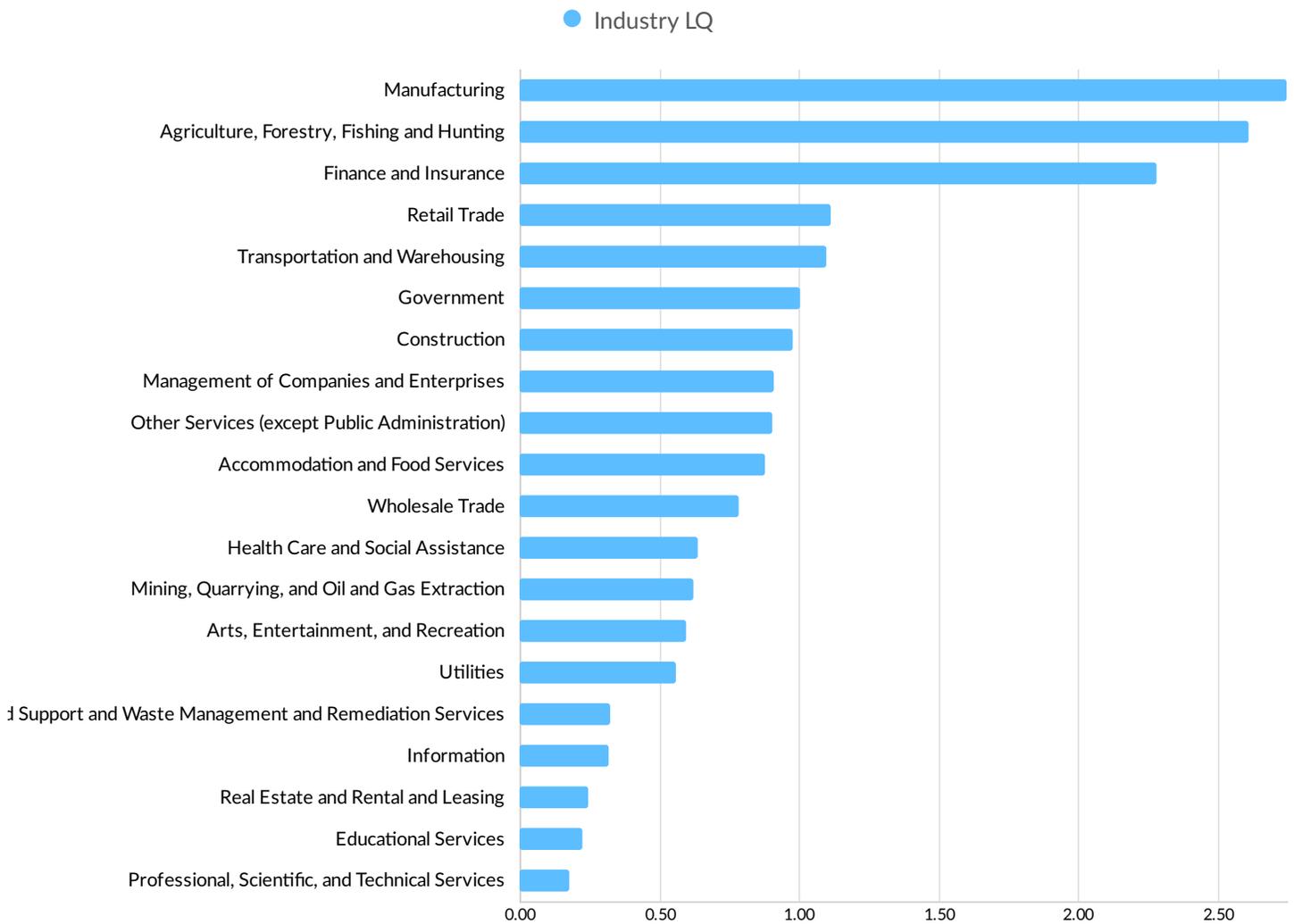
Industry Characteristics - Cont.

Top Growing Industries



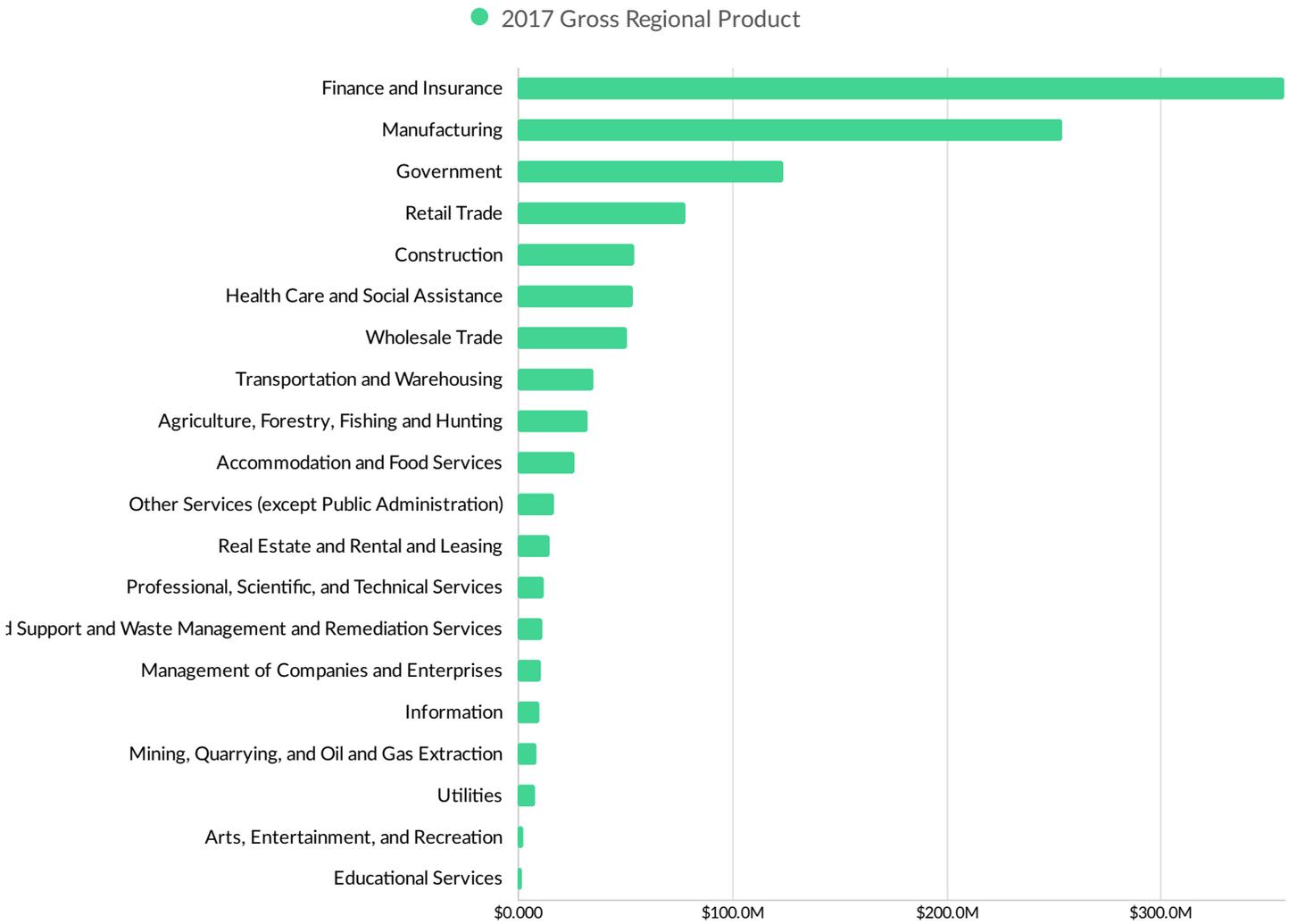
Industry Characteristics - Cont.

Top Industry LQ



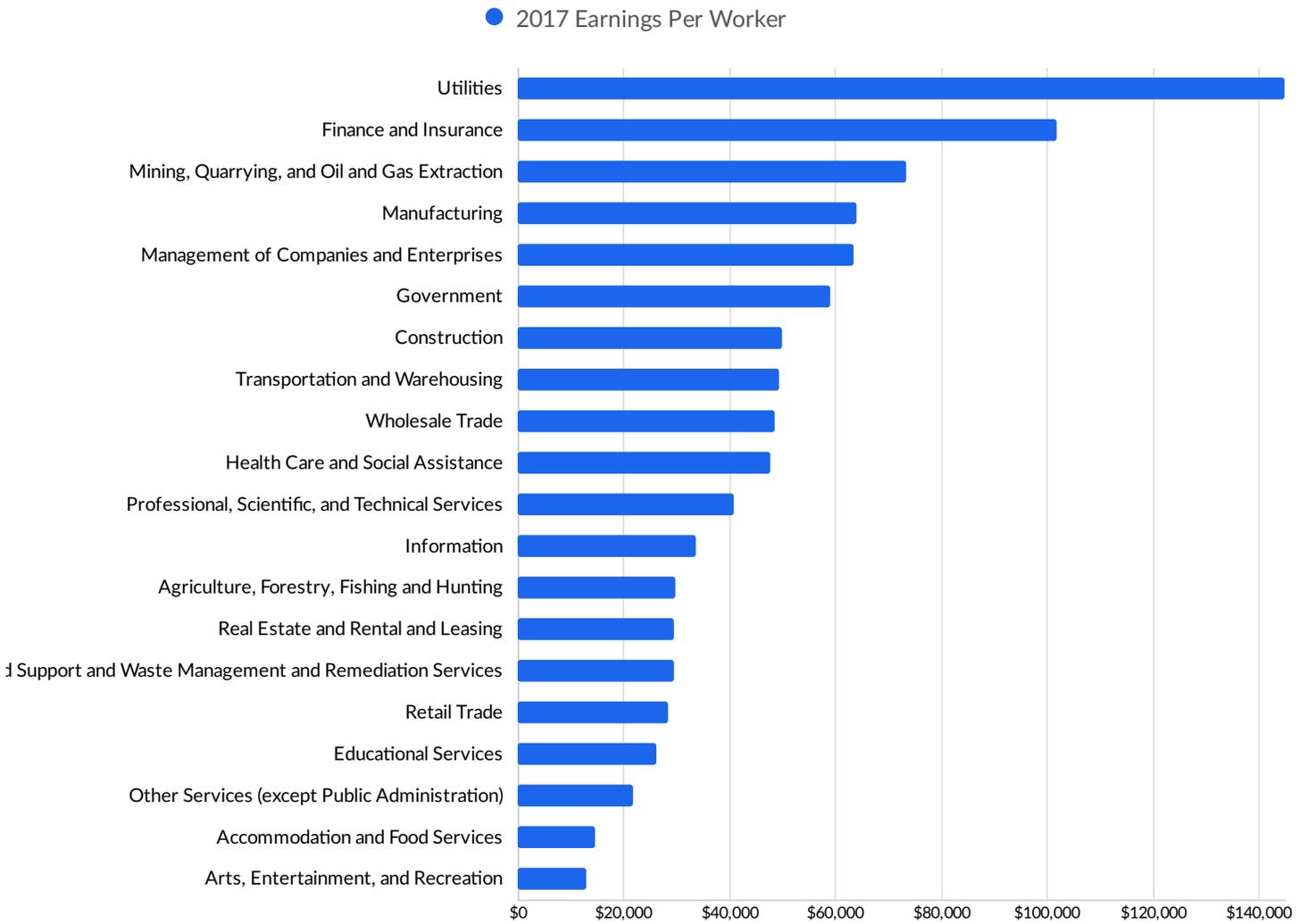
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Manufacturing	2,517	2,627	110	+4%	2.75	\$64,181	\$254.38M
Government	1,828	1,869	41	+2%	1.00	\$59,051	\$124.00M
Retail Trade	1,291	1,397	106	+8%	1.11	\$28,438	\$78.38M
Finance and Insurance	933	1,075	142	+15%	2.28	\$101,874	\$357.67M
Health Care and Social Assistance	1,000	982	-18	-2%	0.64	\$47,750	\$53.95M
Accommodation and Food Services	775	917	142	+18%	0.88	\$14,599	\$26.90M
Construction	527	646	119	+23%	0.98	\$49,975	\$54.33M
Other Services (except Public Administration)	504	528	24	+5%	0.91	\$21,864	\$17.31M
Transportation and Warehousing	463	463	0	0%	1.10	\$49,388	\$35.55M
Agriculture, Forestry, Fishing and Hunting	429	383	-46	-11%	2.61	\$29,764	\$32.66M
Wholesale Trade	321	359	38	+12%	0.79	\$48,690	\$51.16M
Administrative and Support and Waste Management and Remediation Services	185	245	60	+32%	0.32	\$29,449	\$11.53M
Management of Companies and Enterprises	125	156	31	+25%	0.91	\$63,522	\$10.92M
Professional, Scientific, and Technical Services	122	139	17	+14%	0.18	\$40,967	\$12.21M
Arts, Entertainment, and Recreation	113	124	11	+10%	0.60	\$12,875	\$2.77M

Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Information	77	73	-4	-5%	0.32	\$33,625	\$10.09M
Educational Services	42	70	28	+67%	0.22	\$26,326	\$2.15M
Real Estate and Rental and Leasing	55	49	-6	-11%	0.24	\$29,626	\$14.98M
Mining, Quarrying, and Oil and Gas Extraction	34	29	-5	-15%	0.62	\$73,585	\$8.52M
Utilities	34	24	-10	-29%	0.56	\$144,975	\$8.13M

Business Characteristics

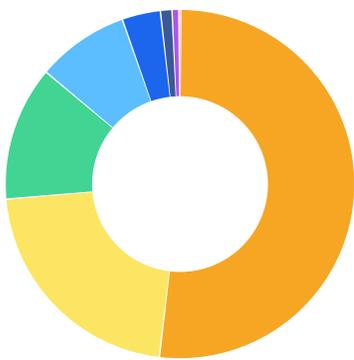
1,020 Companies Employ Your Workers

Online profiles for your workers mention 1,020 companies as employers, with the top 10 appearing below. In the last 12 months, 429 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 Com...	138 	Pizza Hut, Inc.	439 
Merrill Area Public Schools Inc	41 	Comphealth Associates, Inc	311 
Ministry Health Care, Inc.	37 	Ascension Health	288 
Harley-Davidson, Inc.	33 	Church Mutual Insurance Com...	271 
Packaging Corporation of Ame...	29 	Kwik Trip, Inc.	199 
Aspirus Wausau Hospital, Inc.	24 	Roehl Transport, Inc.	195 
State of Wisconsin	22 	C.R. England, Inc.	158 
Marshfield Clinic	21 	Platinum Supplemental Insuran...	151 
Pca, LLC	20 	Weatherby Health Care	150 
Agra Industries, Inc.	16 	Marten Transport, Ltd.	141 

Business Characteristics - Cont.

Business Size

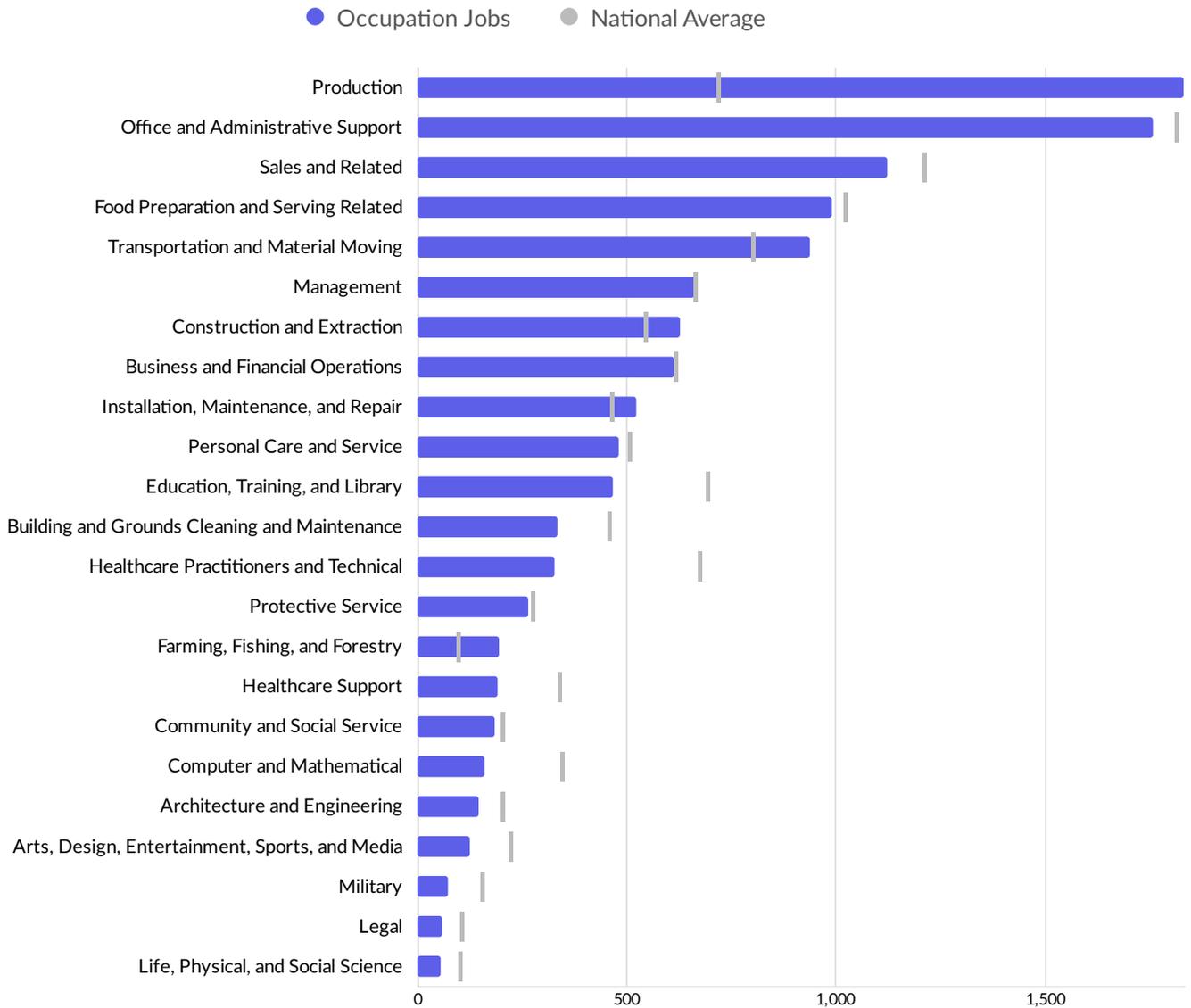


	Percentage	Business Count
● 1 to 4 employees	51.8%	582
● 5 to 9 employees	21.7%	244
● 10 to 19 employees	12.5%	140
● 20 to 49 employees	8.5%	96
● 50 to 99 employees	3.6%	40
● 100 to 249 employees	1.1%	12
● 250 to 499 employees	0.6%	7
● 500+ employees	0.2%	2

**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.*

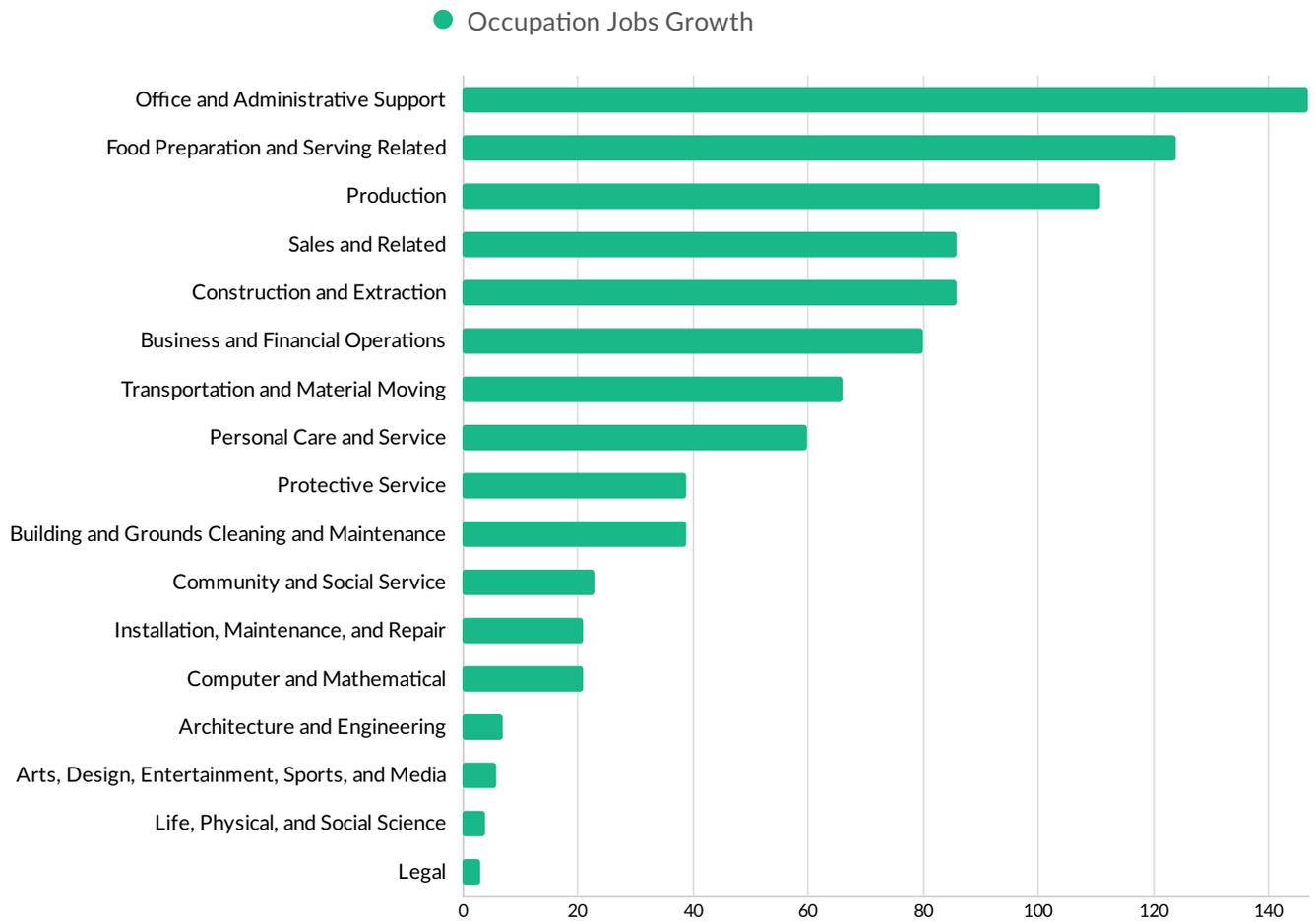
Workforce Characteristics

Largest Occupations



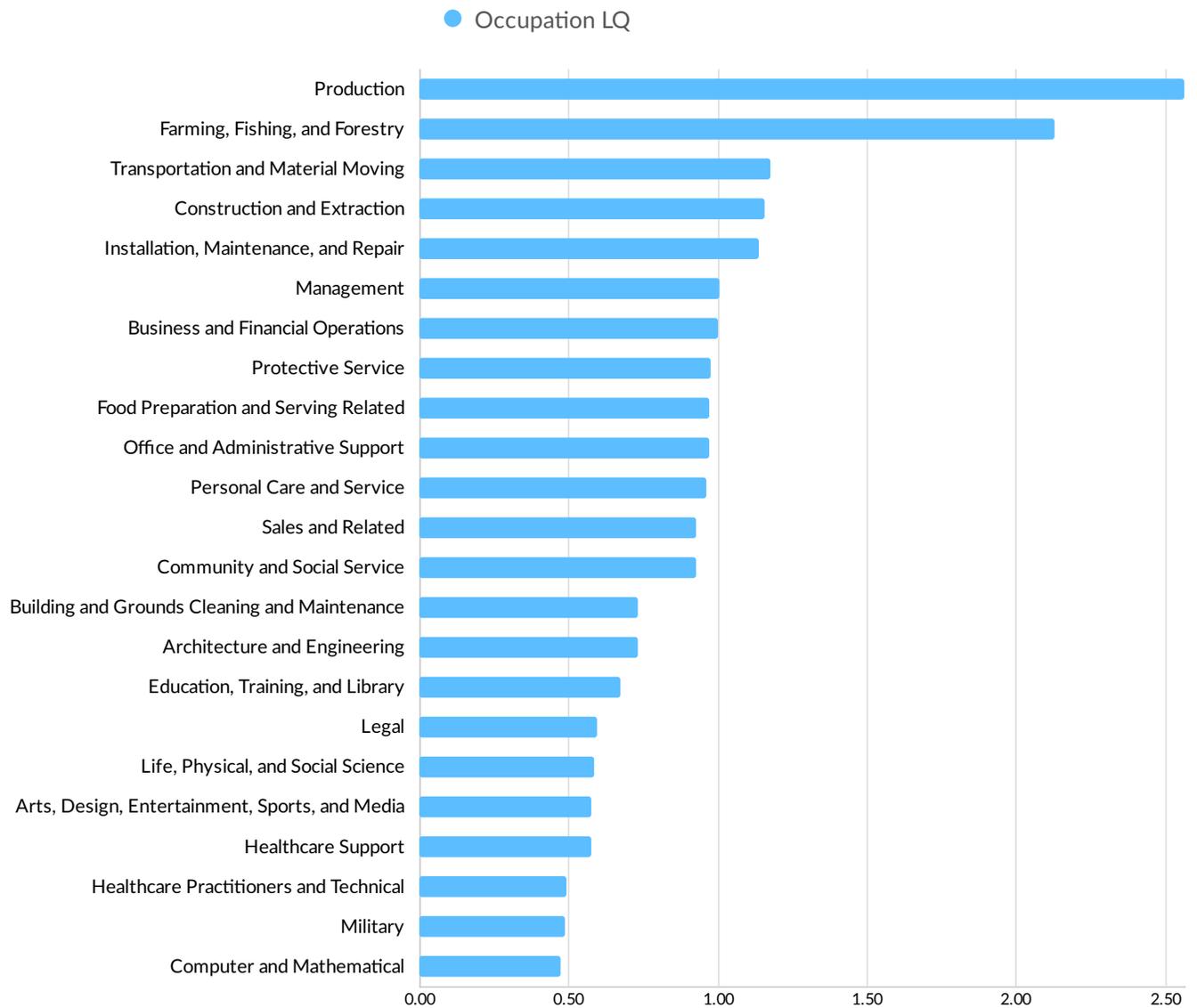
Workforce Characteristics - Cont.

Top Growing Occupations



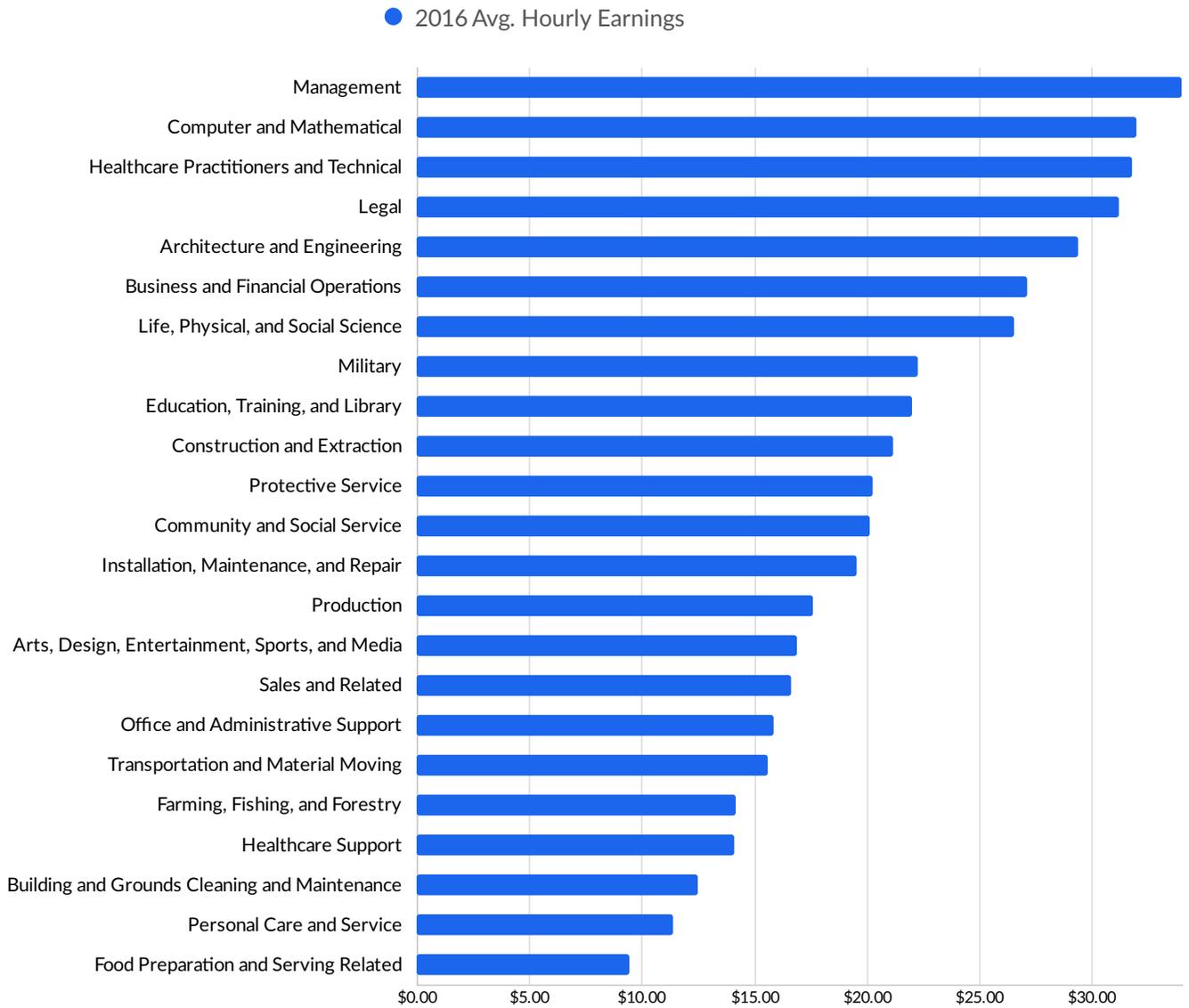
Workforce Characteristics - Cont.

Top Occupation LQ



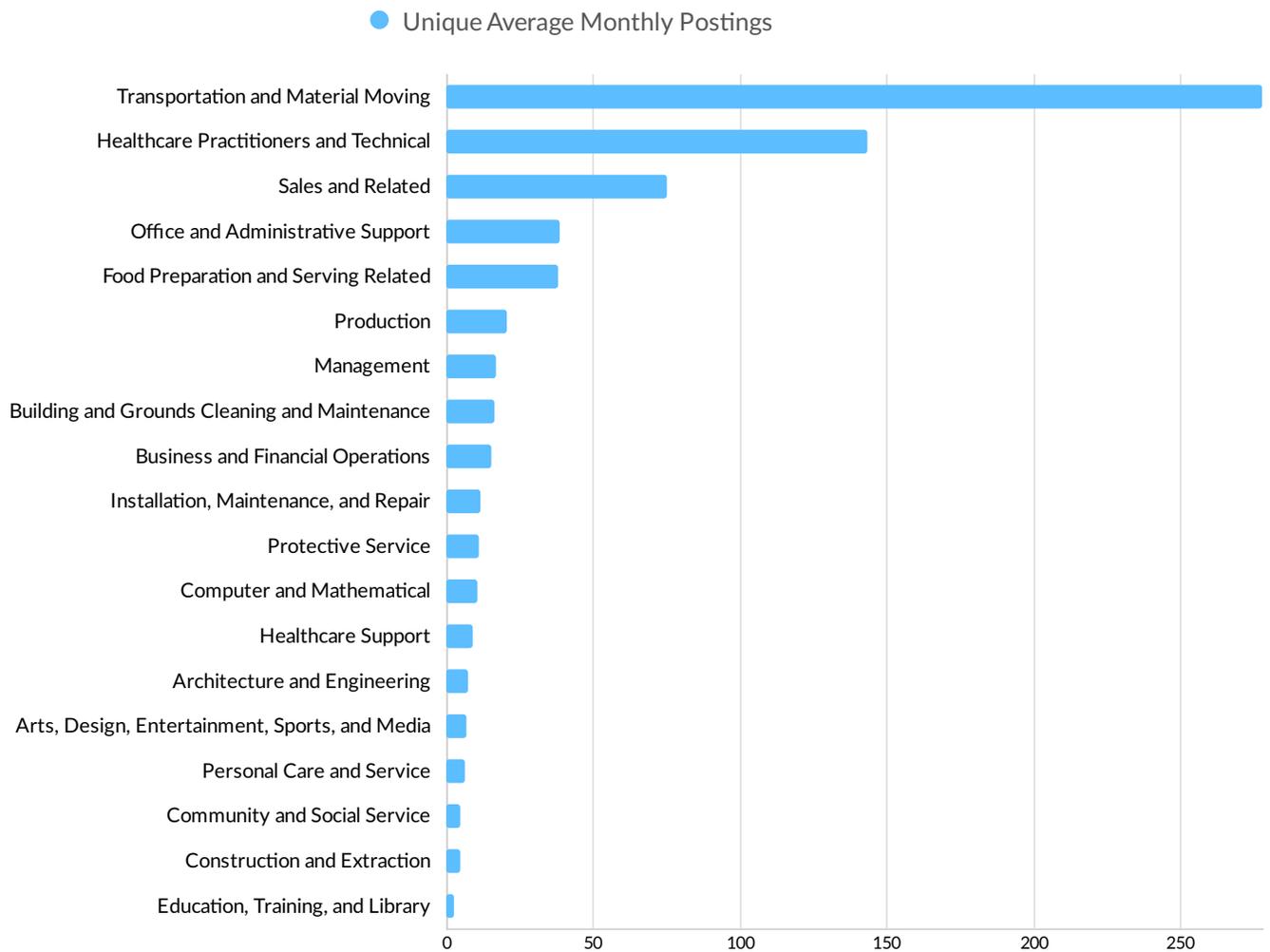
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Production	1,722	1,833	111	+6%	2.56	\$17.58	21
Office and Administrative Support	1,614	1,761	147	+9%	0.97	\$15.83	38
Sales and Related	1,037	1,123	86	+8%	0.93	\$16.64	75
Food Preparation and Serving Related	868	992	124	+14%	0.97	\$9.48	38
Transportation and Material Moving	874	940	66	+8%	1.18	\$15.62	278
Management	672	663	-9	-1%	1.00	\$33.98	17
Construction and Extraction	541	627	86	+16%	1.16	\$21.14	5
Business and Financial Operations	536	616	80	+15%	1.00	\$27.11	16
Installation, Maintenance, and Repair	504	525	21	+4%	1.14	\$19.53	12
Personal Care and Service	423	483	60	+14%	0.96	\$11.42	7
Education, Training, and Library	526	467	-59	-11%	0.68	\$22.02	3
Building and Grounds Cleaning and Maintenance	295	334	39	+13%	0.74	\$12.49	17
Healthcare Practitioners and Technical	376	329	-47	-13%	0.49	\$31.78	144
Protective Service	225	264	39	+17%	0.97	\$20.27	11
Farming, Fishing, and Forestry	198	197	-1	-1%	2.13	\$14.20	0

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Healthcare Support	210	192	-18	-9%	0.57	\$14.09	9
Community and Social Service	161	184	23	+14%	0.93	\$20.10	5
Computer and Mathematical	141	162	21	+15%	0.47	\$31.97	11
Architecture and Engineering	139	146	7	+5%	0.73	\$29.37	8
Arts, Design, Entertainment, Sports, and Media	121	127	6	+5%	0.58	\$16.88	7
Military	82	74	-8	-10%	0.49	\$22.30	0
Legal	57	60	3	+5%	0.60	\$31.22	0
Life, Physical, and Social Science	53	57	4	+8%	0.59	\$26.51	1

Educational Pipeline

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