



Vilas County, WI

North Central Wisconsin Regional Planning Commission



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Economy Overview

21,432

Population (2017)

Population **grew by 139** over the last 5 years and is projected to **grow by 44** over the next 5 years.

9,053

Jobs (2017)

Jobs **grew by 403** over the last 5 years and are projected to **grow by 63** over the next 5 years.

\$41.6K

Median Household Income (2016)

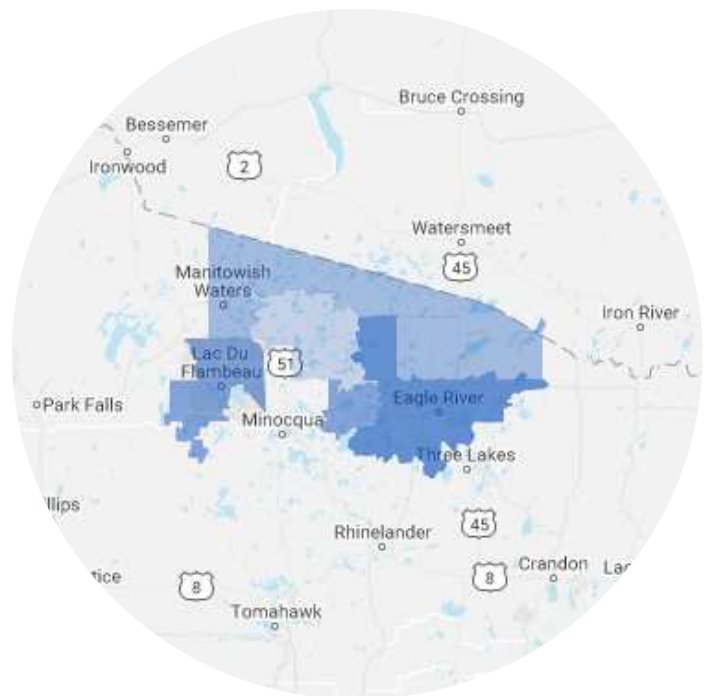
Median household income is **\$13.7K below** the national median household income of \$55.3K.

As of 2017 the region's population **increased by 0.7%** since 2012, growing by 139. Population is expected to **increase by 0.2%** between 2017 and 2022, adding 44.

From 2012 to 2017, jobs **increased by 4.7%** in Vilas County, WI from 8,650 to **9,053**. This change **fell short of the national growth rate of 7.6% by 2.9%**. As the number of jobs increased, the **labor force participation rate increased from 52.3% to 53.7% between 2012 and 2017**.

Concerning educational attainment, **17.7% of Vilas County, WI residents possess a Bachelor's Degree** (0.7% below the national average), and **8.8% hold an Associate's Degree** (0.9% above the national average).

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

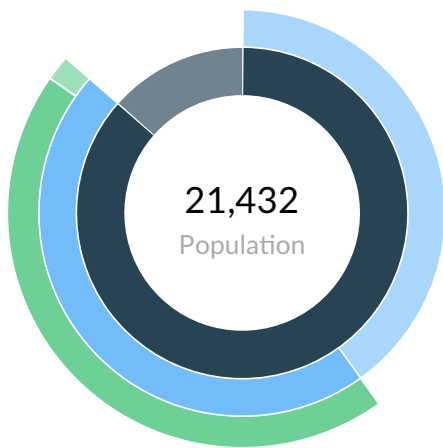


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	21,432	9,942	9,053	100.8	\$720.15M	\$1.16B	\$744.21M
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.

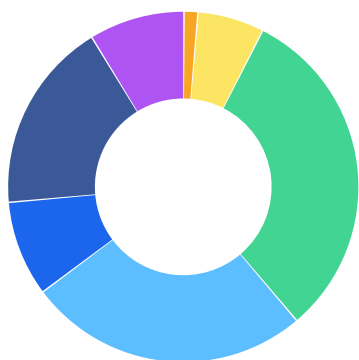
2017 Labor Force Breakdown



	Population
● Total Working Age Population	18,521
● Not in Labor Force (15+)	8,579
● Labor Force	9,942
● Employed	9,566
● Unemployed	376
● Under 15	2,911

Educational Attainment

Concerning educational attainment, **17.7% of Vilas County, WI residents possess a Bachelor's Degree** (0.7% below the national average), and **8.8% hold an Associate's Degree** (0.9% above the national average).

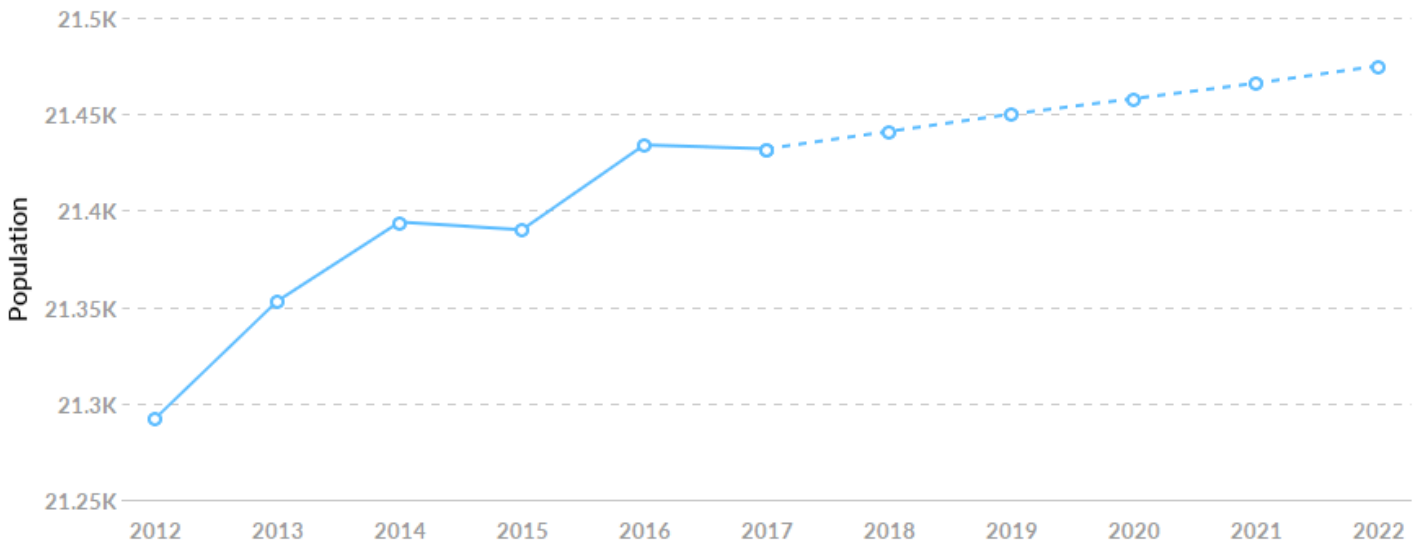


	% of Population	Population
● Less Than 9th Grade	1.3%	213
● 9th Grade to 12th Grade	6.1%	1,027
● High School Diploma	31.3%	5,229
● Some College	26.0%	4,339
● Associate's Degree	8.8%	1,471
● Bachelor's Degree	17.7%	2,952
● Graduate Degree and Higher	8.8%	1,471

Historic & Projected Trends

Population Trends

As of 2017 the region's population increased by 0.7% since 2012, growing by 139. Population is expected to increase by 0.2% between 2017 and 2022, adding 44.

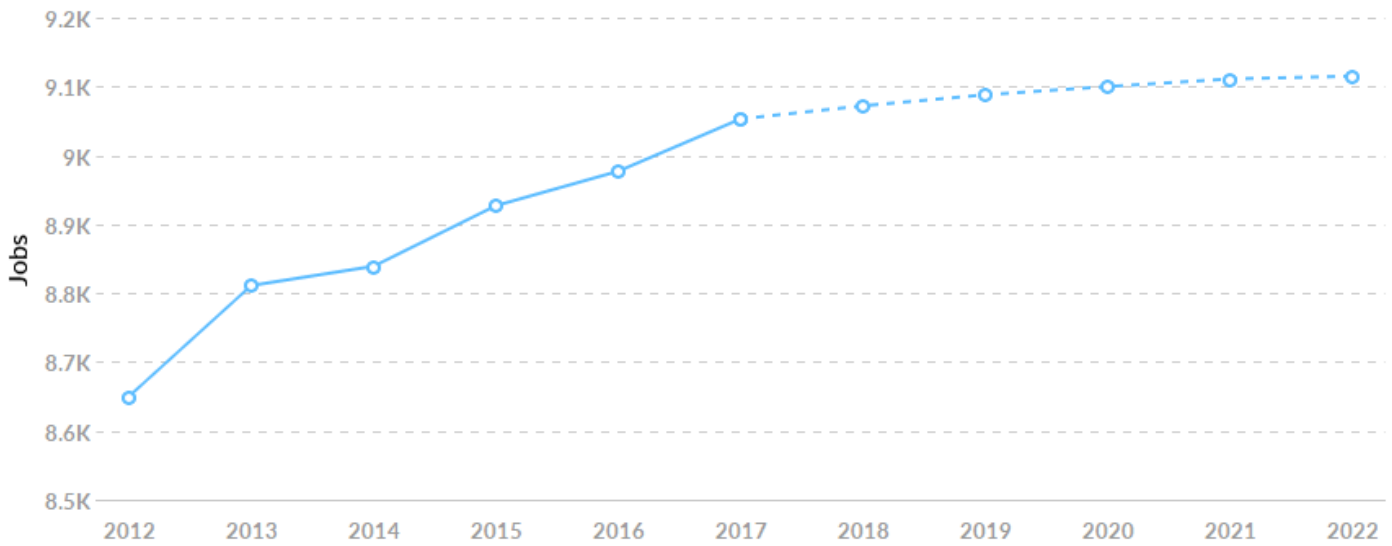


Timeframe	Population
2012	21,292
2013	21,353
2014	21,394
2015	21,390
2016	21,434
2017	21,432
2018	21,441
2019	21,450
2020	21,458
2021	21,466
2022	21,475

Historic & Projected Trends - Cont.

Job Trends

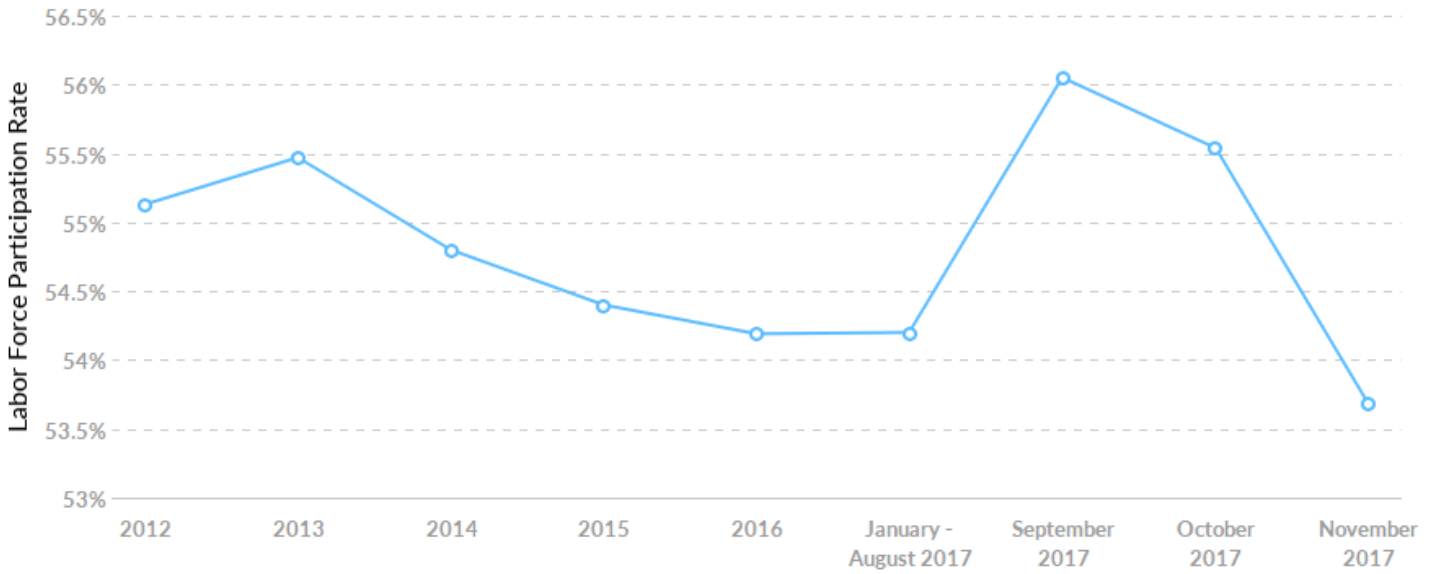
From 2012 to 2017, jobs increased by 4.7% in Vilas County, WI from 8,650 to 9,053. This change fell short of the national growth rate of 7.6% by 2.9%.



Timeframe	Jobs
2012	8,650
2013	8,811
2014	8,839
2015	8,927
2016	8,977
2017	9,053
2018	9,072
2019	9,088
2020	9,100
2021	9,111
2022	9,115

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

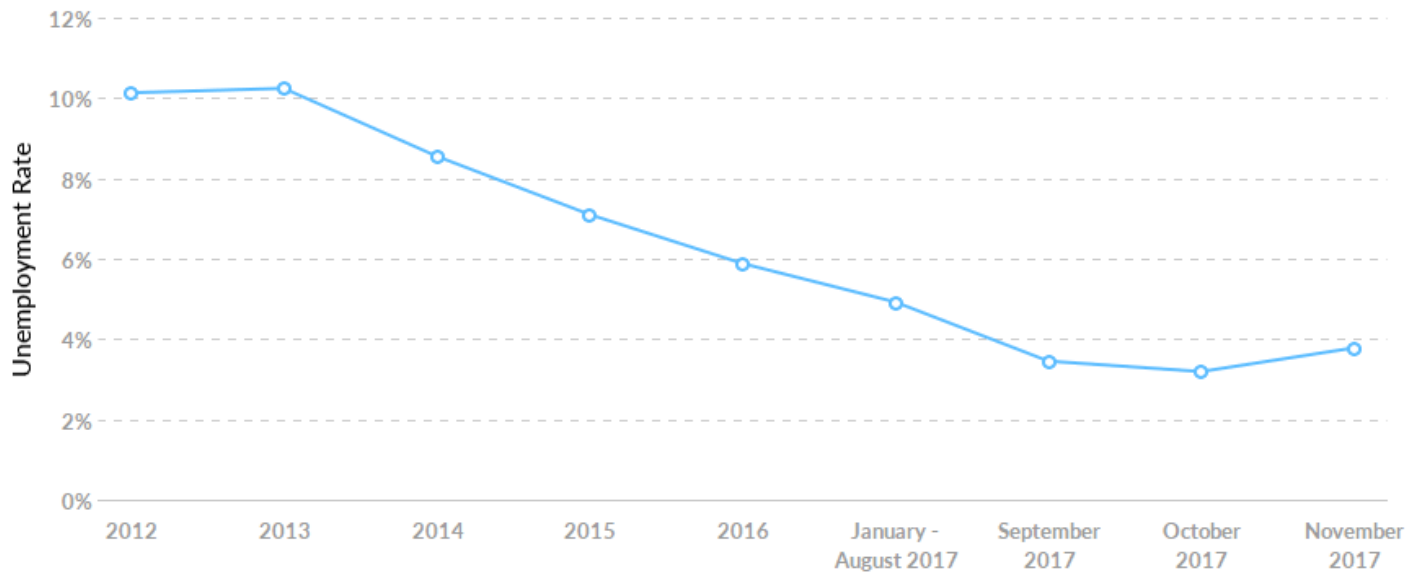


Timeframe	Labor Force Participation Rate
2012	55.13%
2013	55.47%
2014	54.80%
2015	54.40%
2016	54.19%
January - August 2017	54.20%
September 2017	56.05%
October 2017	55.54%
November 2017	53.68%

Historic & Projected Trends - Cont.

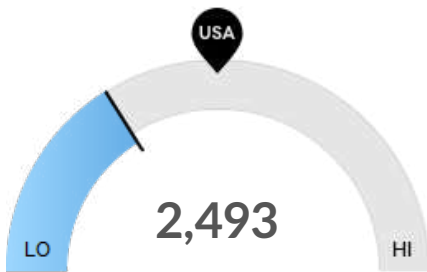
Unemployment Rate Trends

Vilas County, WI had a November 2017 unemployment rate of 3.78%, **decreasing from 10.13%** 5 years before.



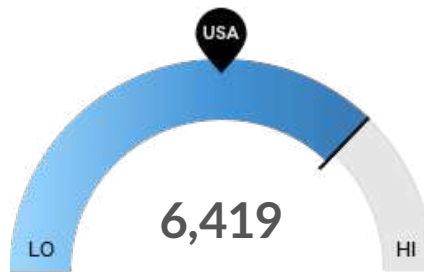
Timeframe	Unemployment Rate
2012	10.13%
2013	10.24%
2014	8.55%
2015	7.10%
2016	5.88%
January - August 2017	4.92%
September 2017	3.45%
October 2017	3.19%
November 2017	3.78%

Population Characteristics



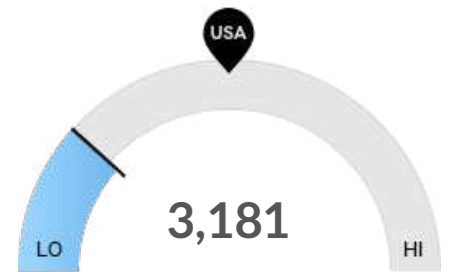
Millennials

Vilas County, WI has 2,493 millennials (ages 20-34). The national average for an area this size is 4,448.



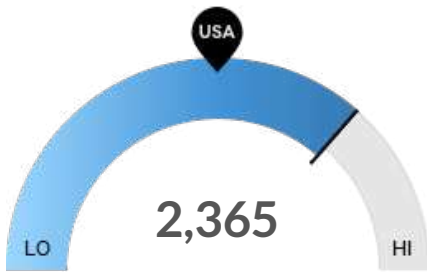
Retiring Soon

Retirement risk is high in Vilas County, WI. The national average for an area this size is 3,266 people 65 or older, while there are 6,419 here.



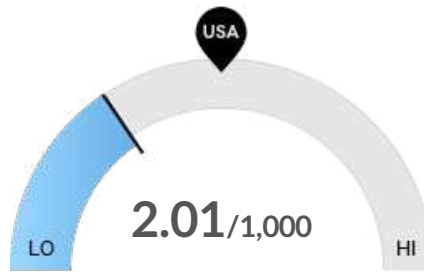
Racial Diversity

Racial diversity is low in Vilas County, WI. The national average for an area this size is 8,302 racially diverse people, while there are 3,181 here.



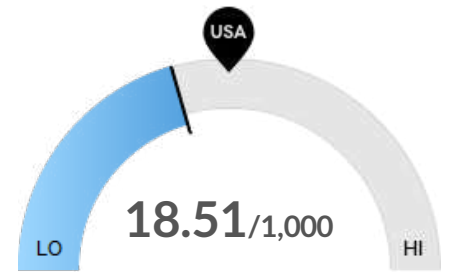
Veterans

Vilas County, WI has 2,365 veterans. The national average for an area this size is 1,255.



Violent Crime

Vilas County, WI has 2.01 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



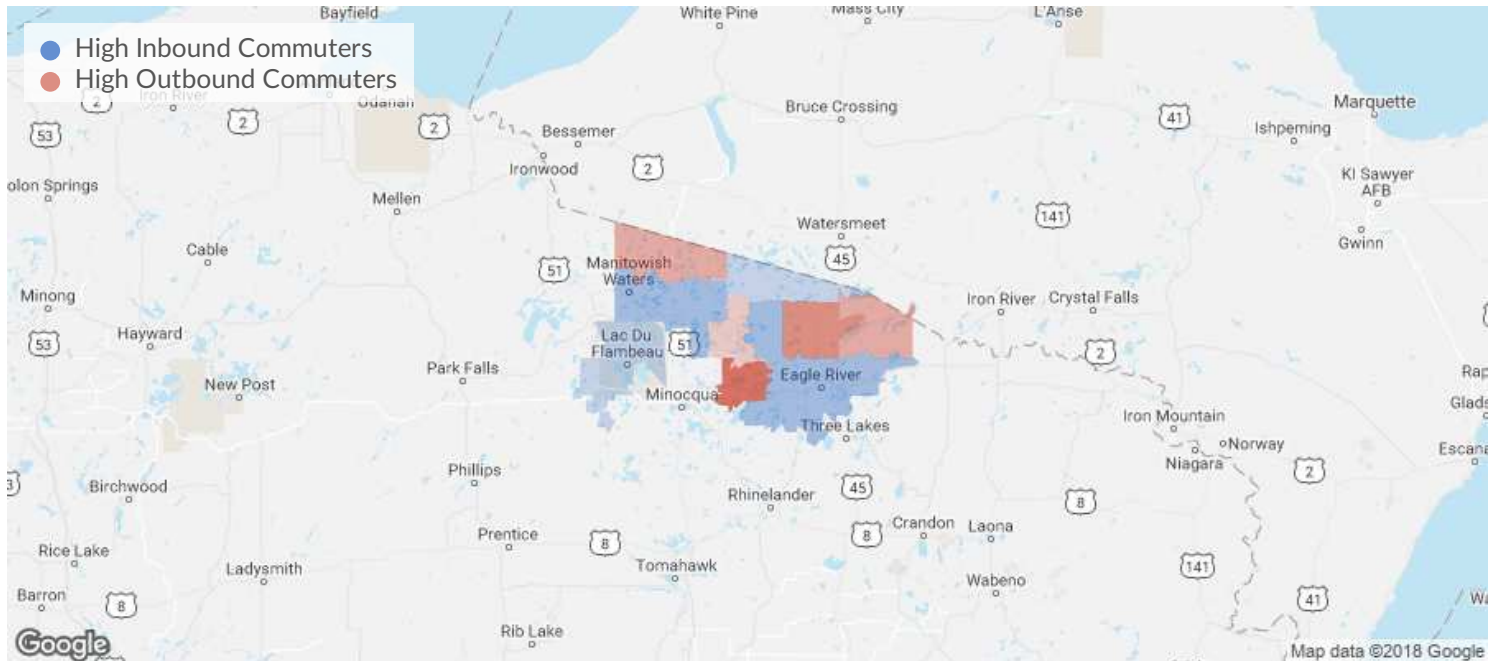
Property Crime

Vilas County, WI has 18.51 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 Vilas County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

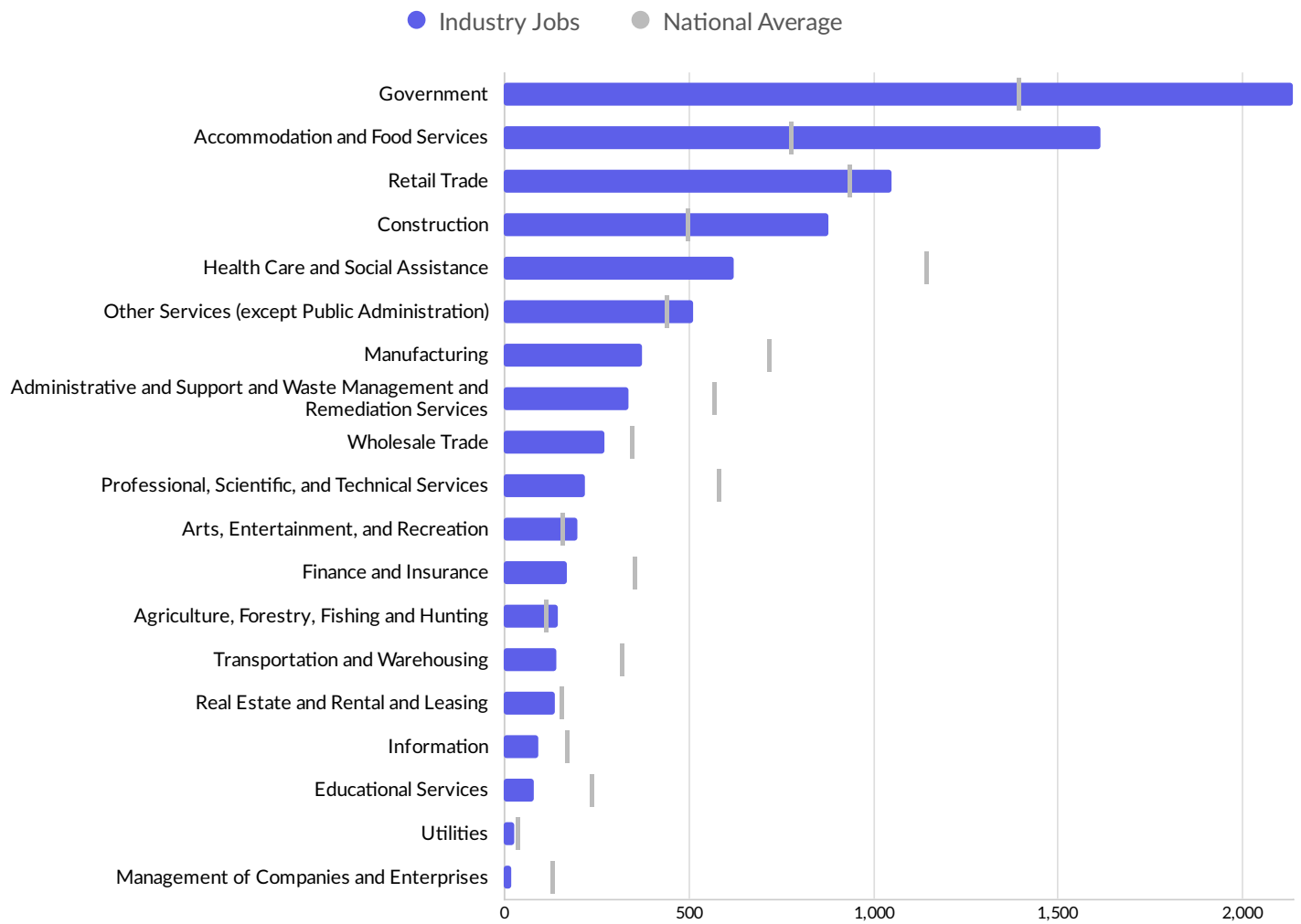
Where Talent Lives

ZIP	Name	2017 Employment
54521	Eagle River, WI (in Vilas...	4,509
54538	Lac Du Flambeau, WI (...	852
54558	Saint Germain, WI (in V...	683
54545	Manitowish Waters, W...	609
54540	Land O Lakes, WI (in V...	600

ZIP	Name	2017 Workers
54521	Eagle River, WI (in Vilas...	4,424
54558	Saint Germain, WI (in V...	1,205
54538	Lac Du Flambeau, WI (...	818
54519	Conover, WI (in Vilas c...	629
54554	Phelps, WI (in Vilas cou...	621

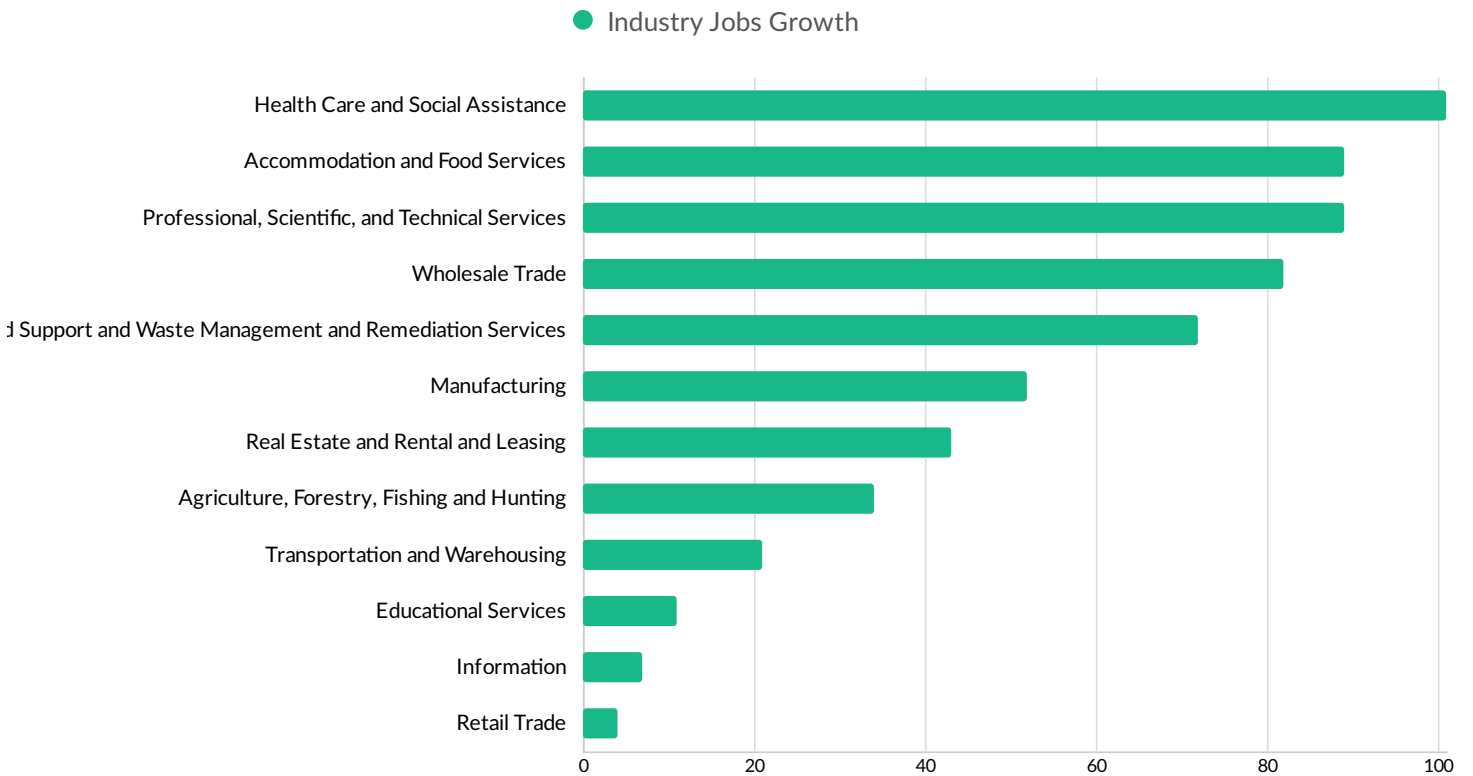
Industry Characteristics

Largest Industries



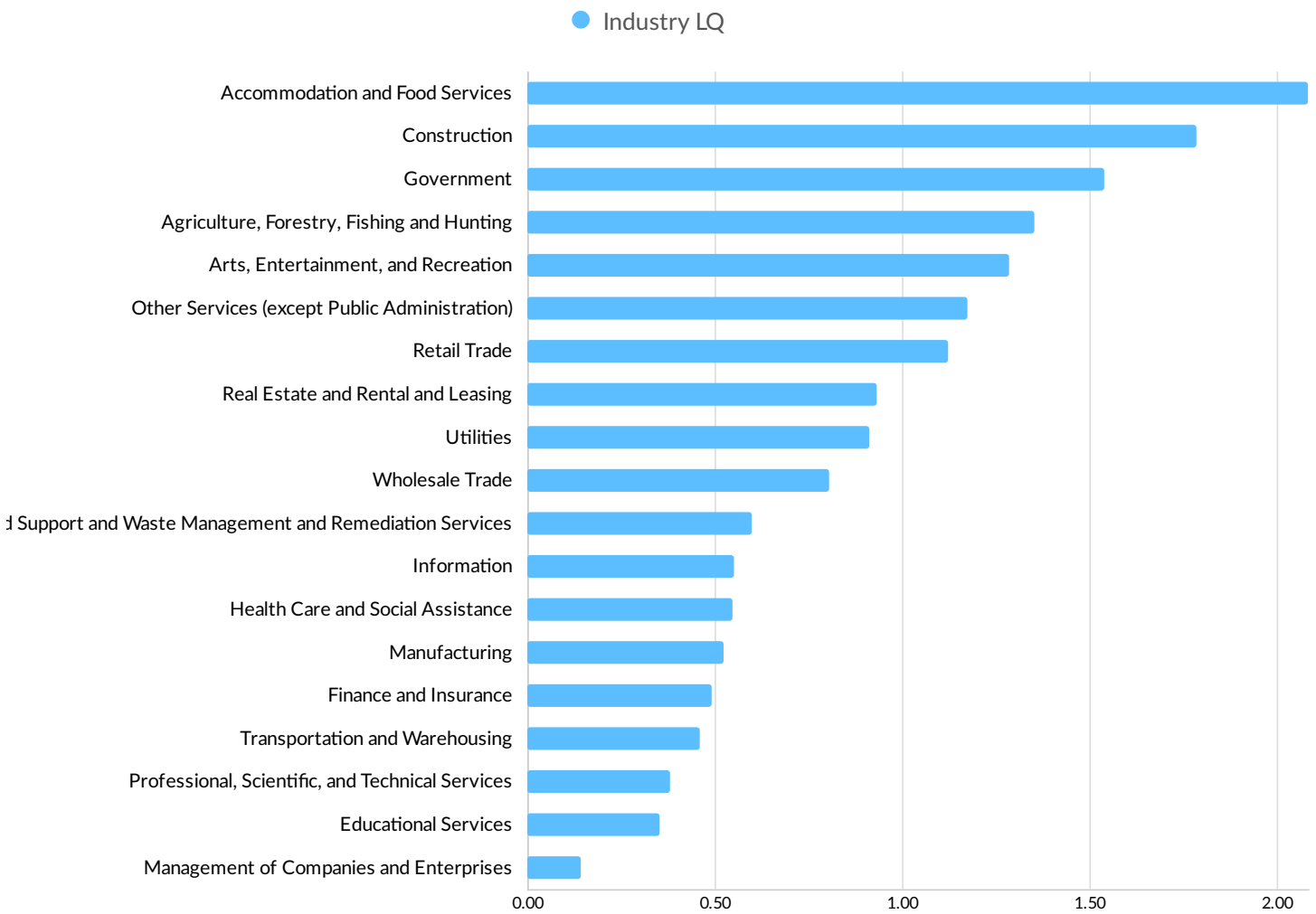
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

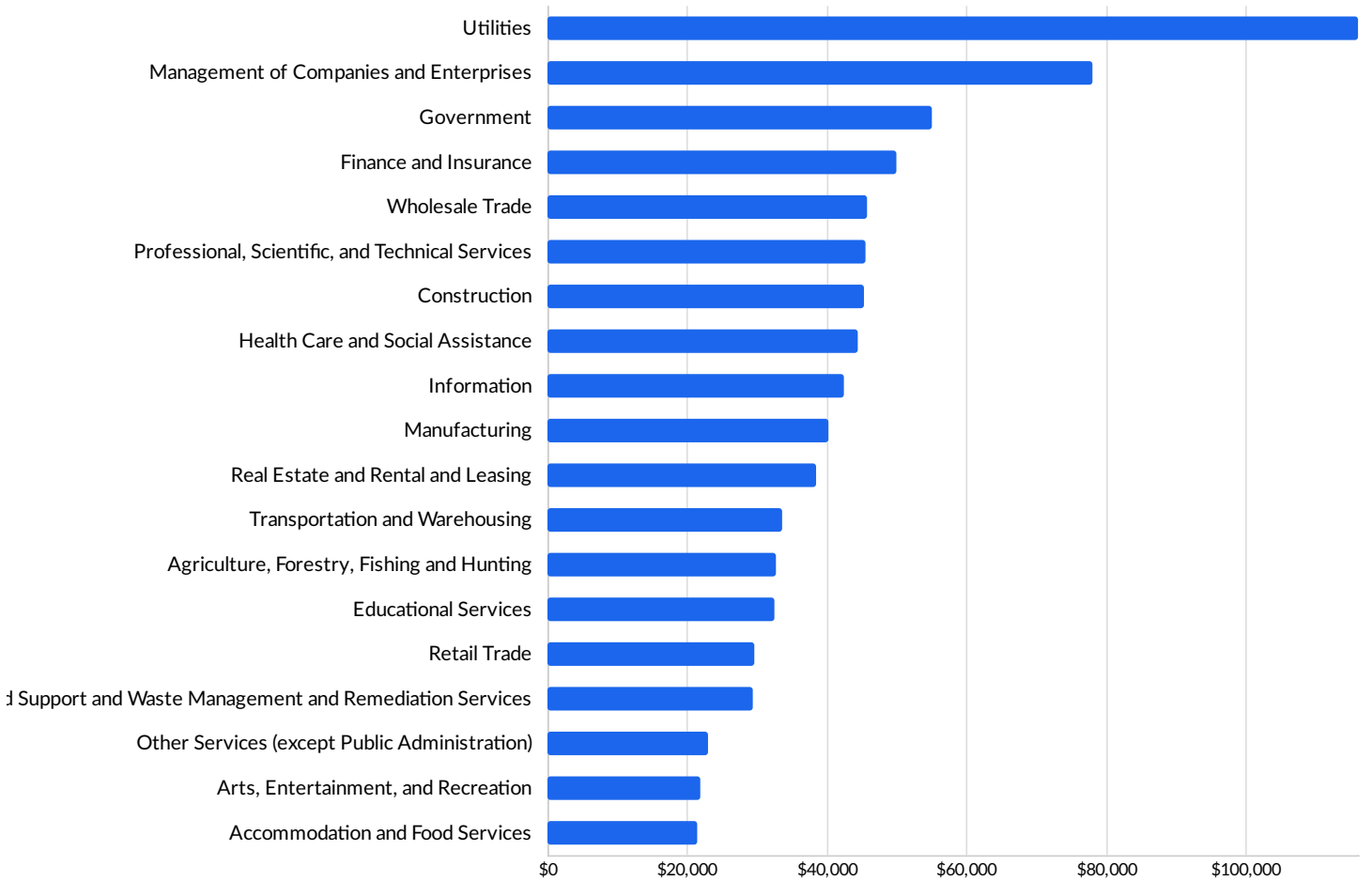
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2017 Earnings Per Worker



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Government	2,162	2,137	-25	-1%	1.54	\$54,966	\$128.61M
Accommodation and Food Services	1,527	1,616	89	+6%	2.08	\$21,522	\$74.69M
Retail Trade	1,045	1,049	4	+0%	1.12	\$29,664	\$64.28M
Construction	920	880	-40	-4%	1.79	\$45,402	\$68.76M
Health Care and Social Assistance	523	624	101	+19%	0.55	\$44,323	\$33.60M
Other Services (except Public Administration)	582	511	-71	-12%	1.18	\$23,019	\$19.66M
Manufacturing	323	375	52	+16%	0.53	\$40,270	\$26.45M
Administrative and Support and Waste Management and Remediation Services	266	338	72	+27%	0.60	\$29,380	\$16.25M
Wholesale Trade	193	275	82	+42%	0.81	\$45,725	\$35.15M
Professional, Scientific, and Technical Services	130	219	89	+68%	0.38	\$45,603	\$20.84M
Arts, Entertainment, and Recreation	201	200	-1	0%	1.29	\$21,802	\$7.82M
Finance and Insurance	210	173	-37	-18%	0.49	\$50,033	\$24.28M
Agriculture, Forestry, Fishing and Hunting	114	148	34	+30%	1.35	\$32,763	\$10.68M
Transportation and Warehousing	123	144	21	+17%	0.46	\$33,532	\$7.92M
Real Estate and Rental and Leasing	97	140	43	+44%	0.93	\$38,441	\$41.61M
















Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Information	86	93	7	+8%	0.55	\$42,398	\$12.33M
Educational Services	71	82	11	+15%	0.35	\$32,534	\$3.24M
Utilities	33	29	-4	-12%	0.92	\$116,043	\$12.69M
Management of Companies and Enterprises	42	18	-24	-57%	0.14	\$78,065	\$1.64M

Business Characteristics

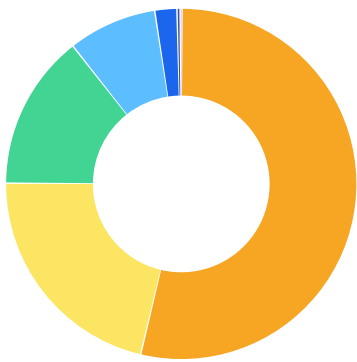
679 Companies Employ Your Workers

Online profiles for your workers mention 679 companies as employers, with the top 10 appearing below. In the last 12 months, 259 companies in Vilas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ministry Health Care, Inc.	25 	Pizza Hut, Inc.	207 
Northland Pines School District	21 	CRST International, Inc.	183 
Peter Christensen	12 	C.R. England, Inc.	164 
Eliason Realty of The North LLC	11 	Platinum Supplemental Insuran...	155 
Lake of The Torches Econ Dev ...	11 	KI Harring Transportation, LLC	134 
Lac Du Flambeau Band of Lake...	10 	Kwik Trip, Inc.	133 
Lac Du Flambeau School District	10 	Roehl Transport, Inc.	130 
Marshfield Clinic	9 	Shopko Stores Operating Co., L...	126 
State of Wisconsin	9 	Panther Premium Logistics, Inc.	125 
Miller Beer of Northwoods Inc	7 	Dollar General Corporation	117 

Business Characteristics - Cont.

Business Size

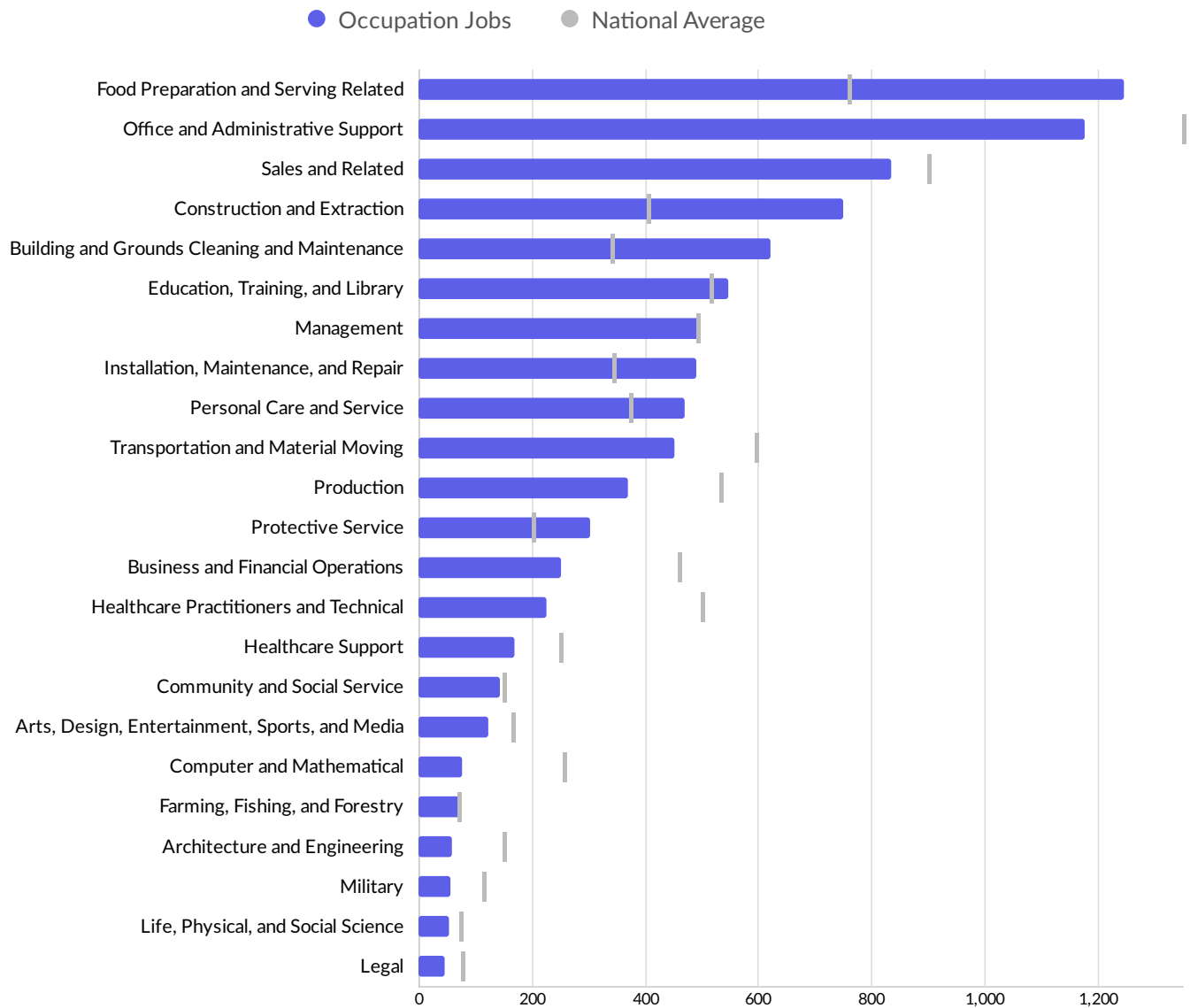


	Percentage	Business Count
1 to 4 employees	53.7%	925
5 to 9 employees	21.3%	368
10 to 19 employees	14.3%	247
20 to 49 employees	8.2%	141
50 to 99 employees	2.0%	35
100 to 249 employees	0.3%	5
500+ employees	0.2%	3

**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.*

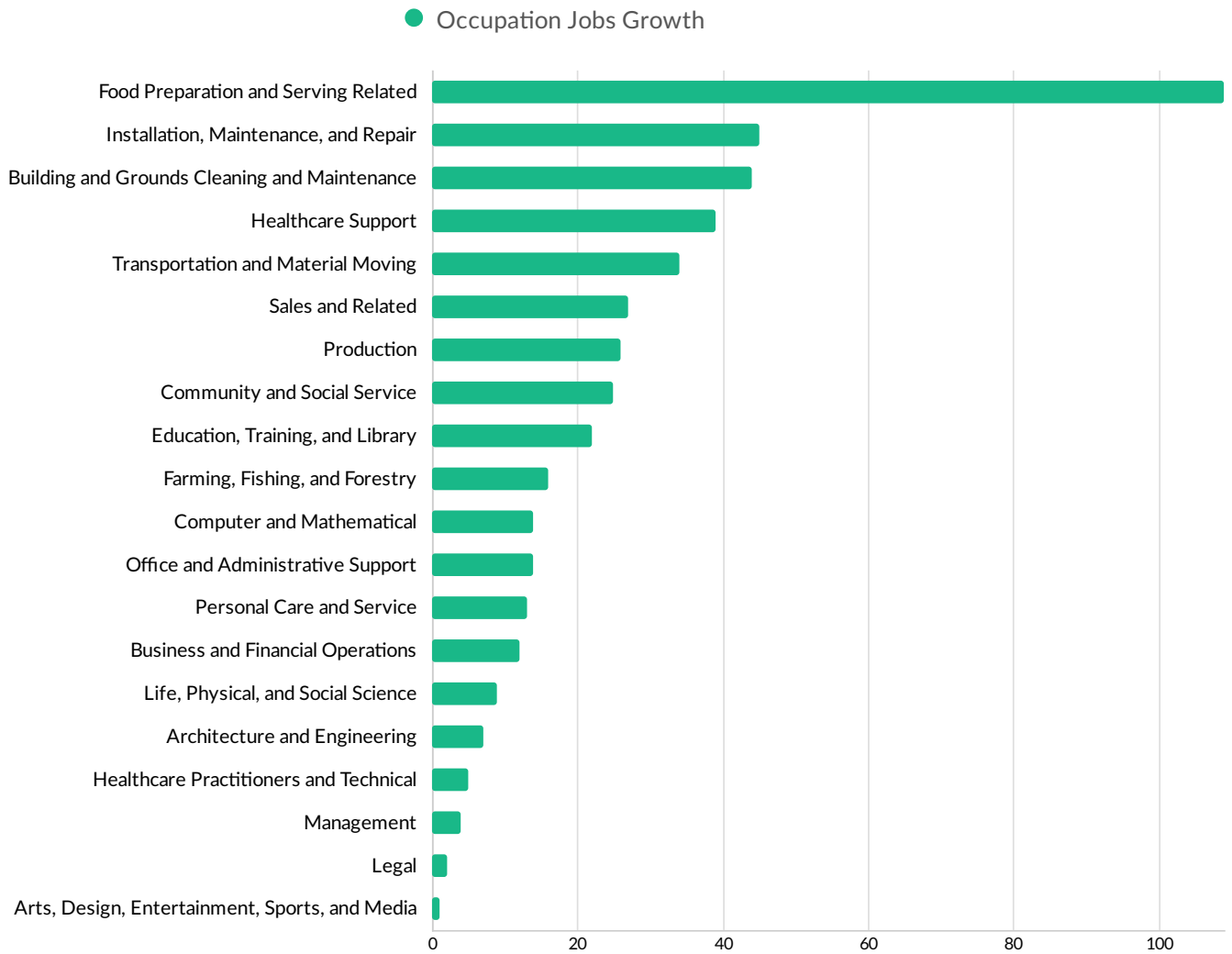
Workforce Characteristics

Largest Occupations



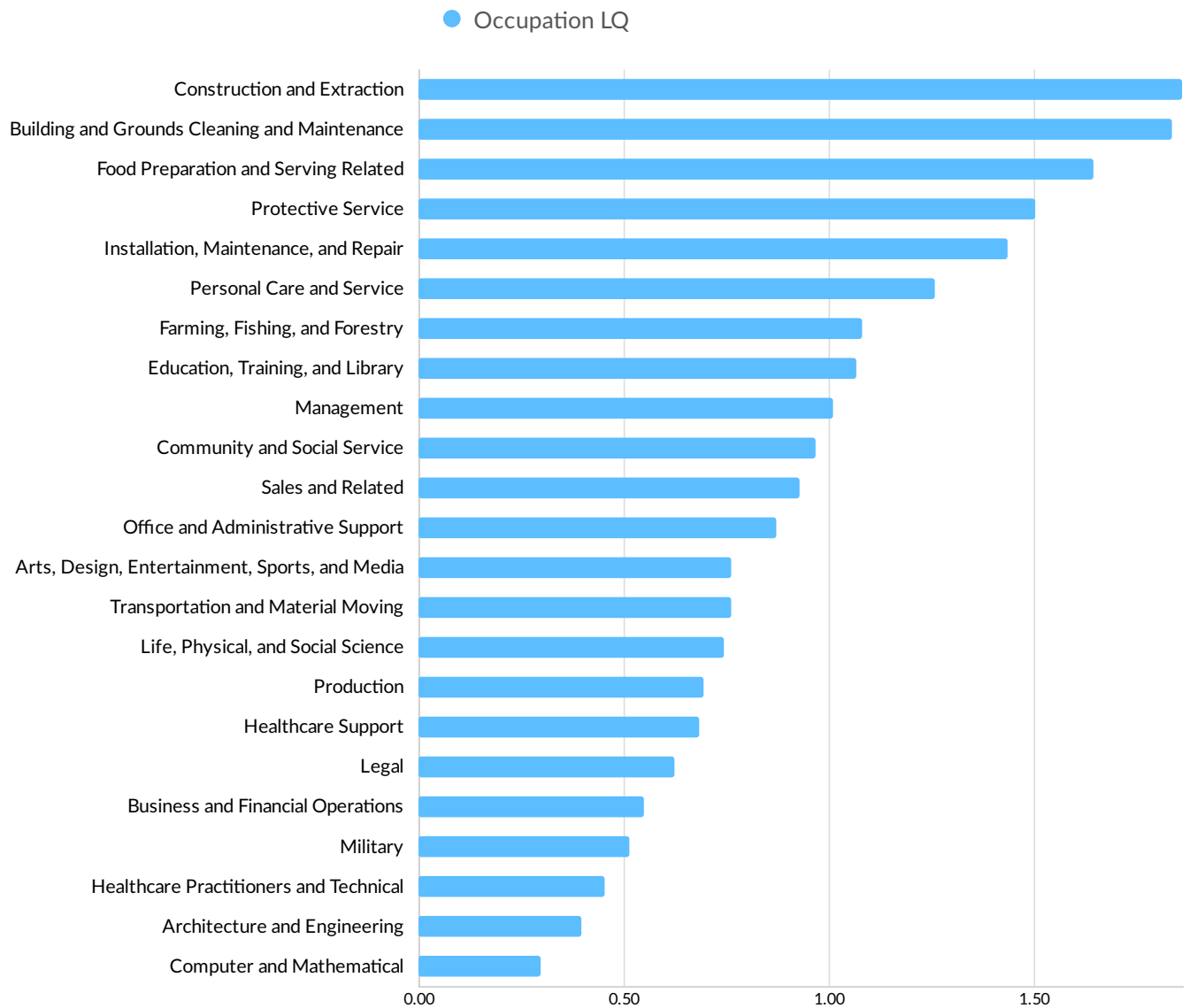
Workforce Characteristics - Cont.

Top Growing Occupations



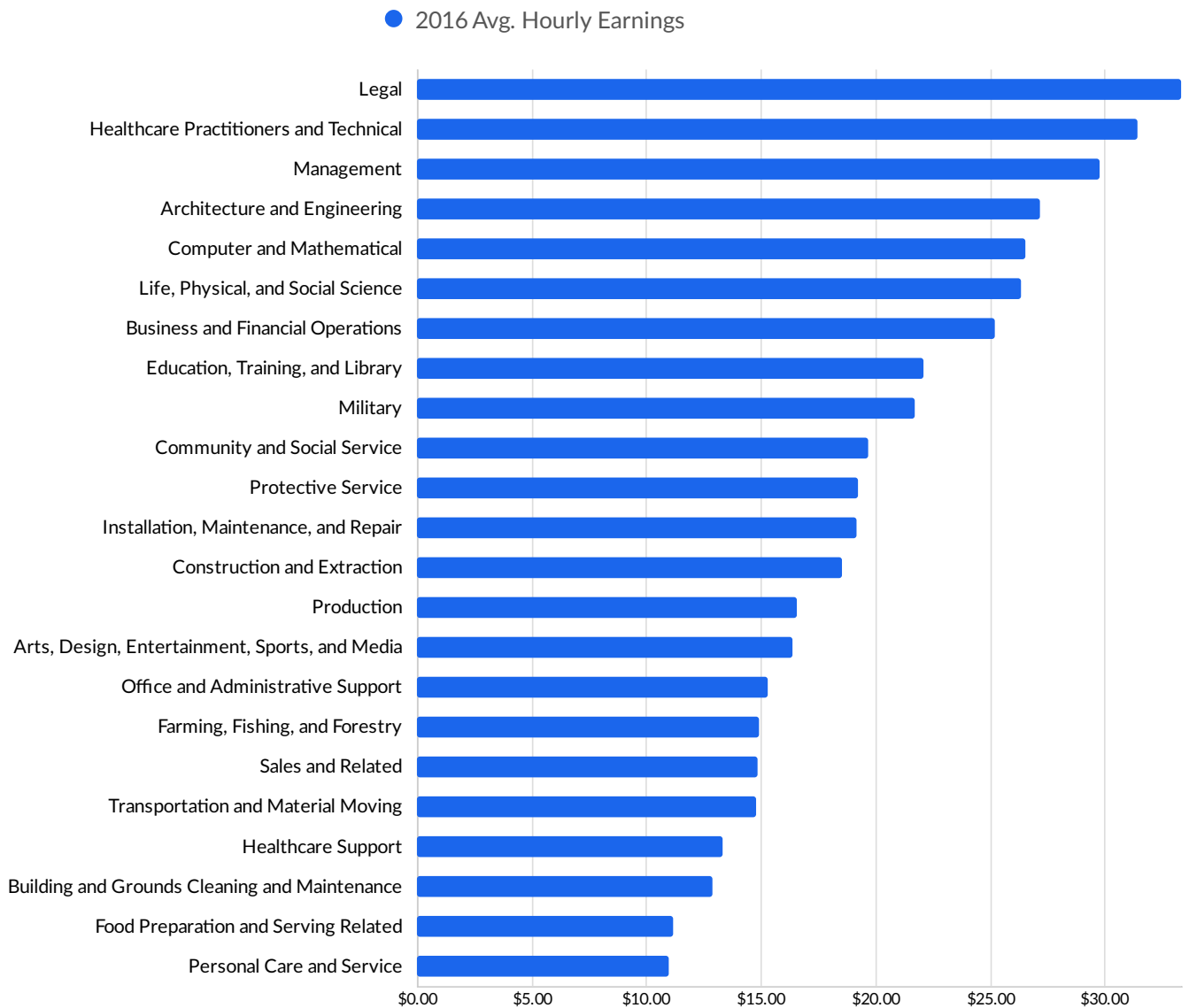
Workforce Characteristics - Cont.

Top Occupation LQ



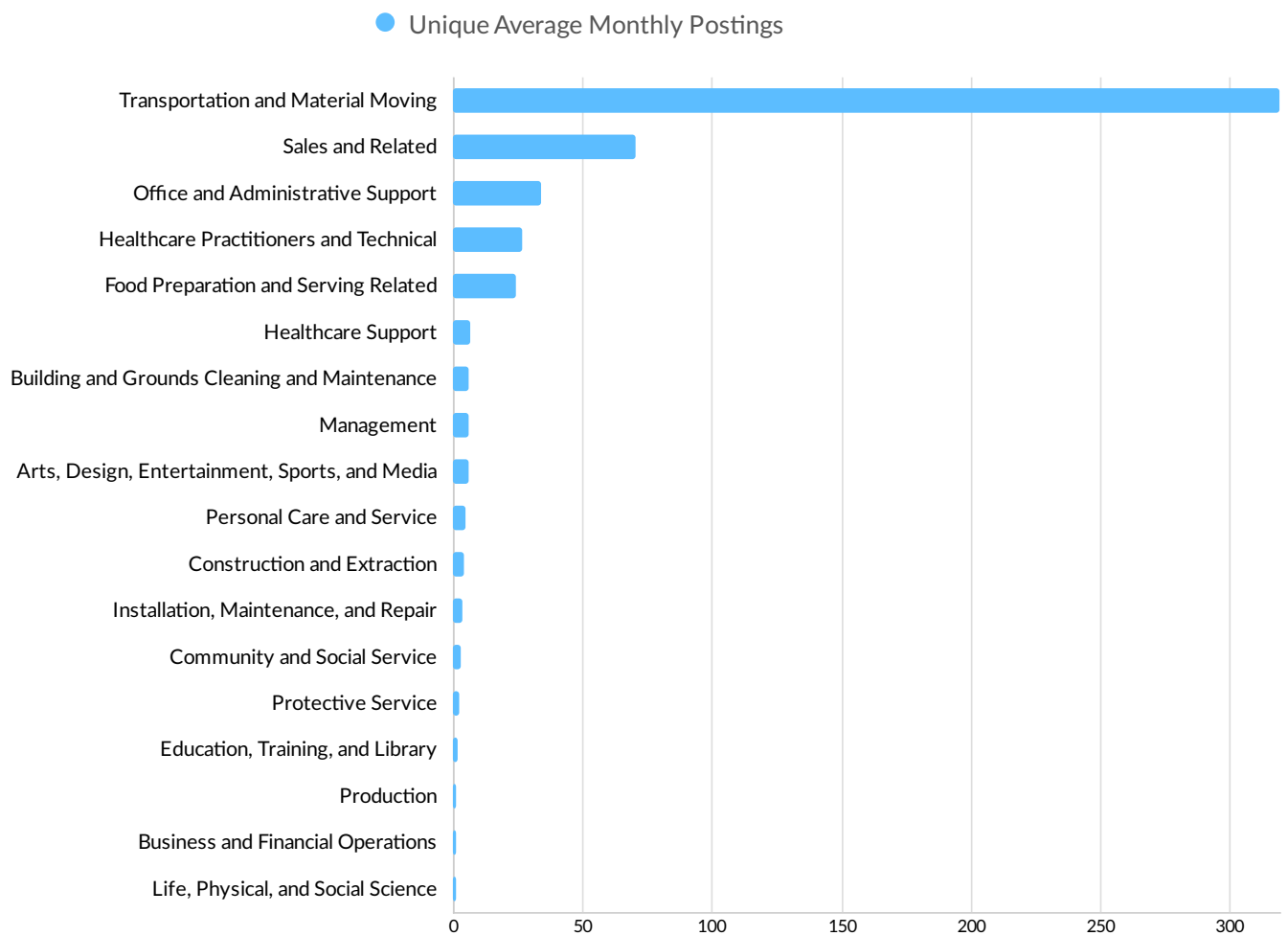
Workforce Characteristics - Cont.

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
Food Preparation and Serving Related	1,138	1,247	109	+10%	1.64	\$11.20	24
Office and Administrative Support	1,164	1,178	14	+1%	0.87	\$15.30	34
Sales and Related	810	837	27	+3%	0.93	\$14.83	71
Construction and Extraction	808	752	-56	-7%	1.86	\$18.57	4
Building and Grounds Cleaning and Maintenance	577	621	44	+8%	1.83	\$12.88	6
Education, Training, and Library	527	549	22	+4%	1.07	\$22.12	2
Management	492	496	4	+1%	1.01	\$29.80	6
Installation, Maintenance, and Repair	447	492	45	+10%	1.43	\$19.19	4
Personal Care and Service	458	471	13	+3%	1.26	\$11.00	5
Transportation and Material Moving	419	453	34	+8%	0.76	\$14.79	319
Production	345	371	26	+8%	0.70	\$16.58	2
Protective Service	310	303	-7	-2%	1.50	\$19.27	3
Business and Financial Operations	240	252	12	+5%	0.55	\$25.24	1
Healthcare Practitioners and Technical	222	227	5	+2%	0.45	\$31.45	27
Healthcare Support	131	170	39	+30%	0.68	\$13.33	7

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
Community and Social Service	118	143	25	+21%	0.97	\$19.67	3
Arts, Design, Entertainment, Sports, and Media	124	125	1	+1%	0.76	\$16.39	6
Computer and Mathematical	62	76	14	+23%	0.30	\$26.53	1
Farming, Fishing, and Forestry	58	74	16	+28%	1.08	\$14.90	0
Architecture and Engineering	52	59	7	+13%	0.40	\$27.17	0
Military	60	58	-2	-3%	0.51	\$21.74	0
Life, Physical, and Social Science	45	54	9	+20%	0.75	\$26.35	1
Legal	44	46	2	+5%	0.62	\$33.34	0

Educational Pipeline

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