



# Vilas County, WI

North Central Wisconsin Regional Planning Commission



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## 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

**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.

**9,124**

Jobs (2017)

Jobs **grew by 474** over the last 5 years and are projected to **grow by 93** over the next 5 years.

**\$41.6K**

Median Household Income (2016)

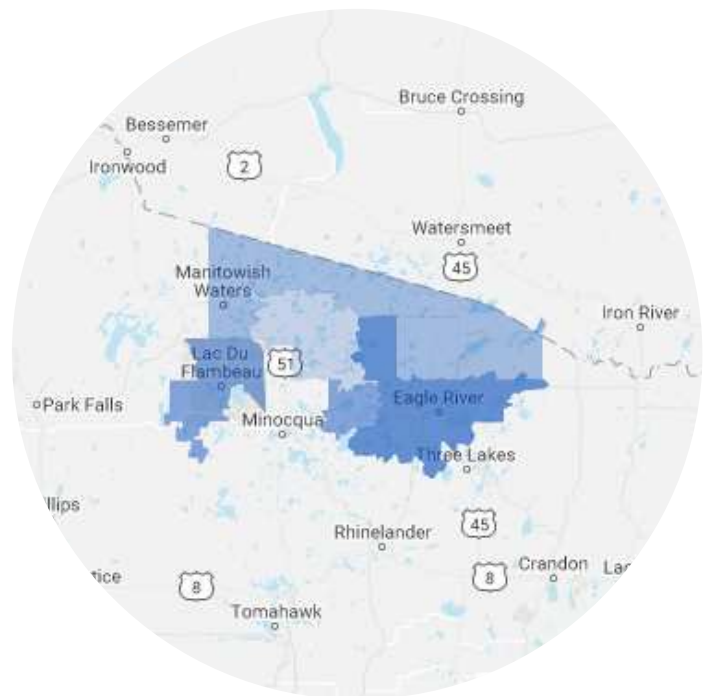
Median household income is **\$13.7K below** the national median household income of \$55.3K.

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 5.5%** in Vilas County, WI from 8,650 to 9,124. This change **fell short of the national growth rate of 7.9% by 2.4%**. As the number of jobs increased, the **labor force participation rate increased from 52.6% to 52.8% 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).

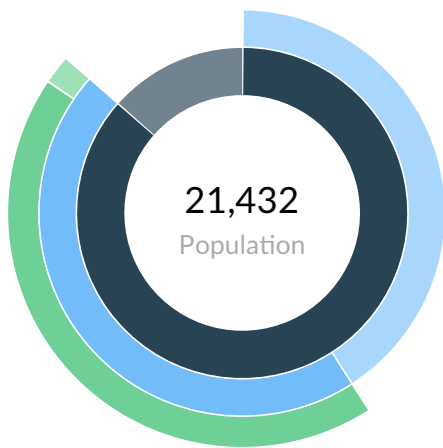


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	21,432	9,771	9,124	100.8	\$723.08M	\$1.16B	\$749.04M
NCWRPC	438,289	232,666	226,355	99.5	\$21.40B	\$27.24B	\$26.66B
Wisconsin	5,795,388	3,150,288	3,126,730	100.5	\$313.60B	\$280.38B	\$310.05B
United States	325,401,909	159,887,109	160,157,543	100.0	\$19.09T	\$0	\$8.52T

## Economy Overview - Cont.

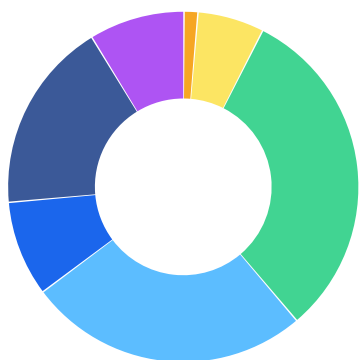
### 2017 Labor Force Breakdown



	Population
Total Working Age Population	18,521
Not in Labor Force (15+)	8,750
Labor Force	9,771
Employed	9,339
Unemployed	432
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).

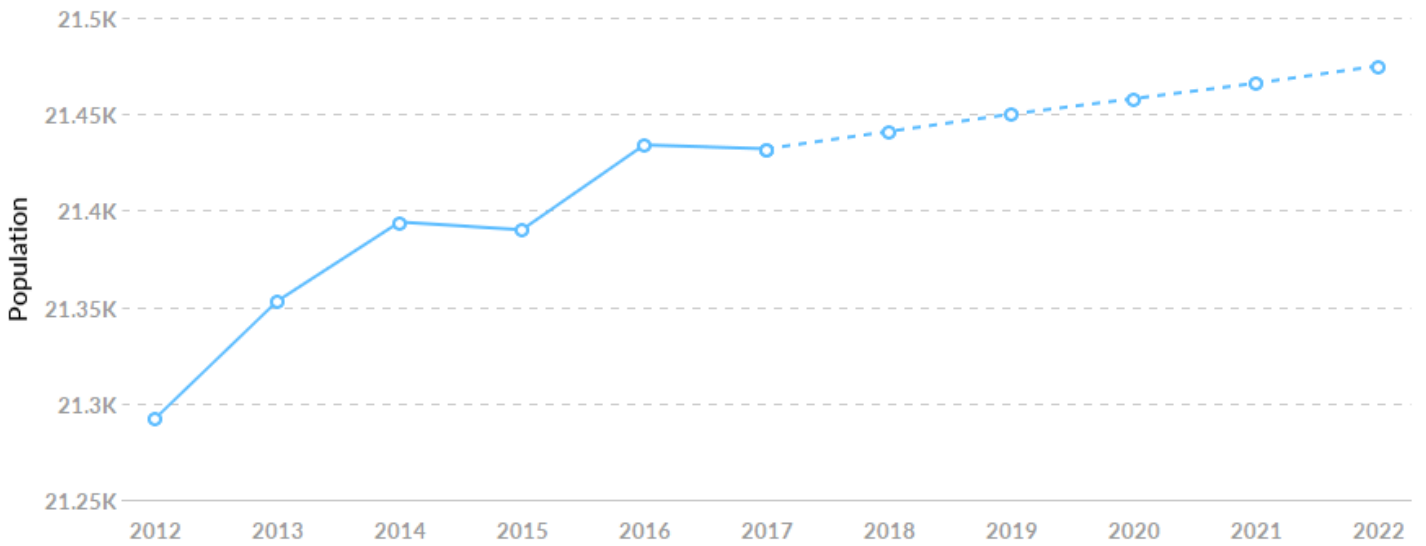


	% of Population	Population
Less Than 9th Grade	1.3%	213
9th Grade to 12th Grade	6.1%	1,027
High School Diploma	31.3%	5,229
Some College	26.0%	4,339
Associate's Degree	8.8%	1,471
Bachelor's Degree	17.7%	2,952
Graduate Degree and Higher	8.8%	1,471

# 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.

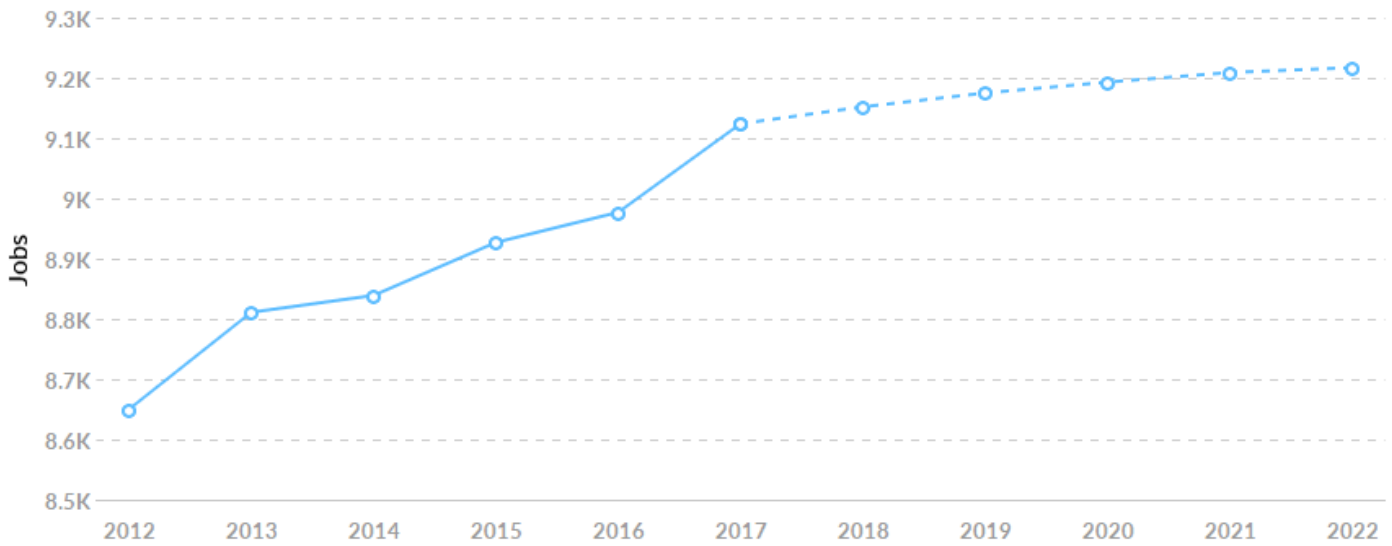


Timeframe	Population
2012	21,292
2013	21,353
2014	21,394
2015	21,390
2016	21,434
2017	21,432
2018	21,441
2019	21,450
2020	21,458
2021	21,466
2022	21,475

# Historic & Projected Trends - Cont.

## Job Trends

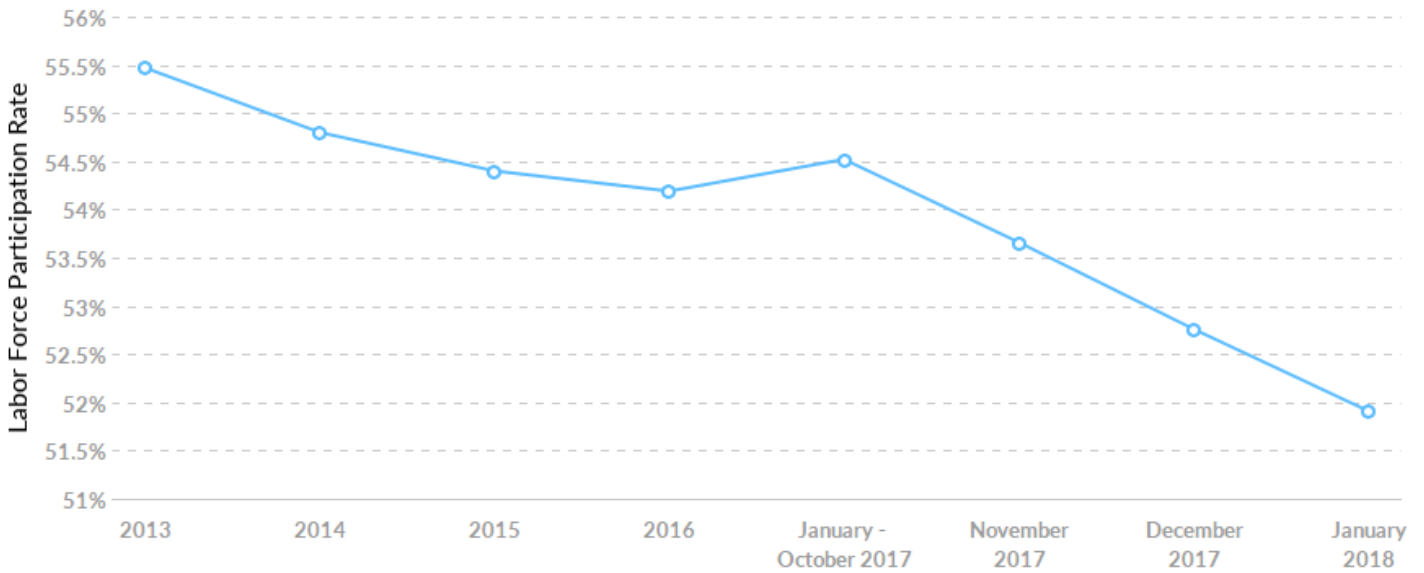
From 2012 to 2017, jobs increased by 5.5% in Vilas County, WI from 8,650 to 9,124. This change fell short of the national growth rate of 7.9% by 2.4%.



Timeframe	Jobs
2012	8,650
2013	8,811
2014	8,839
2015	8,927
2016	8,977
2017	9,124
2018	9,152
2019	9,175
2020	9,193
2021	9,209
2022	9,217

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



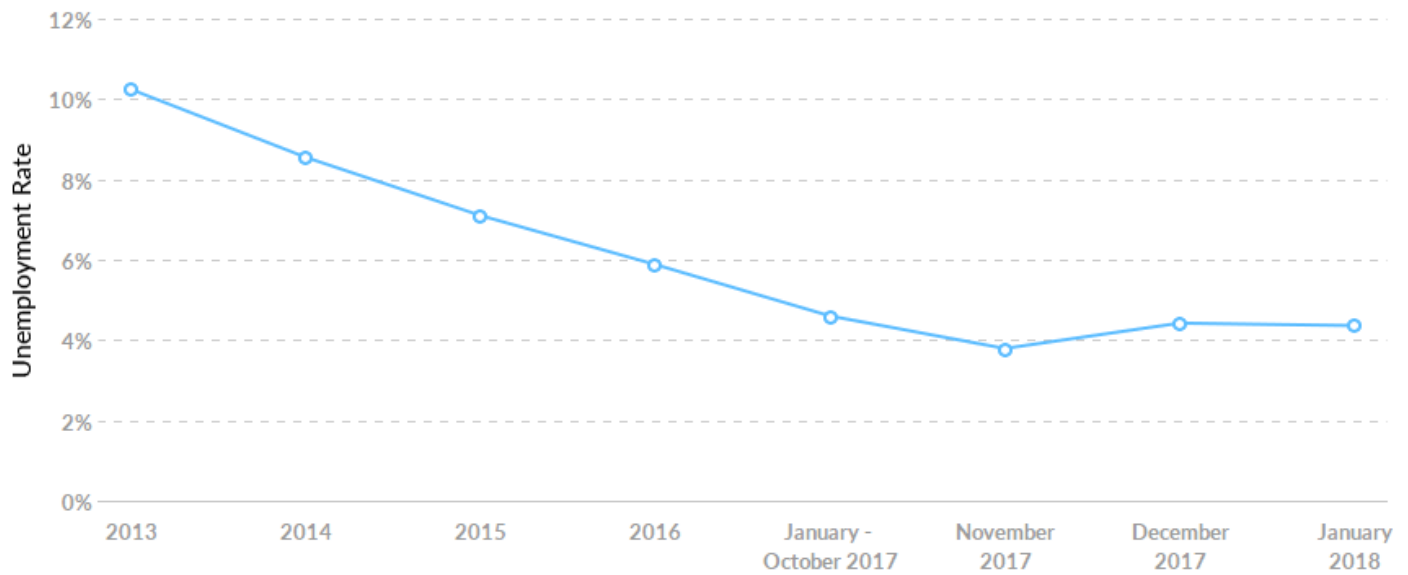
Timeframe	Labor Force Participation Rate
2013	55.47%
2014	54.80%
2015	54.40%
2016	54.19%
January - October 2017	54.52%
November 2017	53.66%
December 2017	52.76%
January 2018	51.91%



## Historic & Projected Trends - Cont.

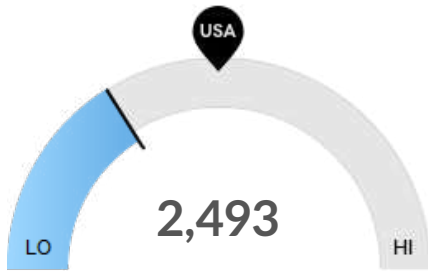
### Unemployment Rate Trends

Vilas County, WI had a January 2018 unemployment rate of 4.36%, **decreasing from 10.24%** 5 years before.



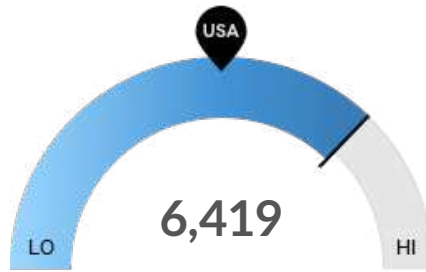
Timeframe	Unemployment Rate
2013	10.24%
2014	8.55%
2015	7.10%
2016	5.88%
January - October 2017	4.60%
November 2017	3.79%
December 2017	4.42%
January 2018	4.36%

## Population Characteristics



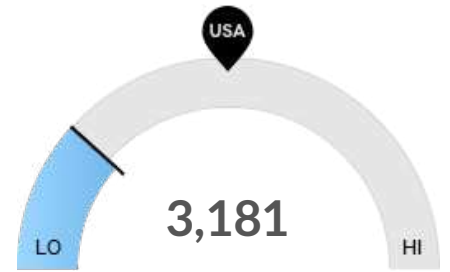
**Millennials**

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



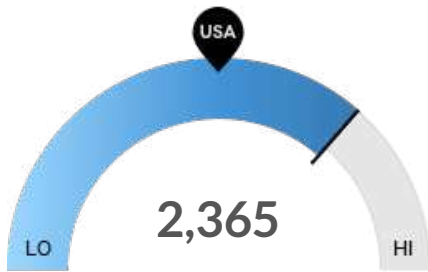
**Retiring Soon**

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.



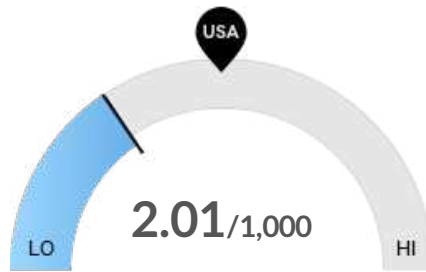
**Racial Diversity**

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.



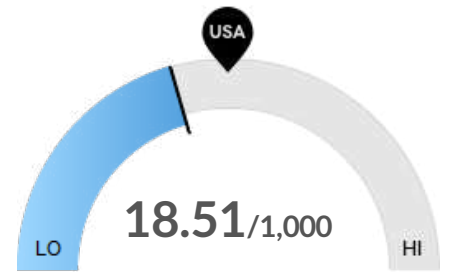
**Veterans**

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.



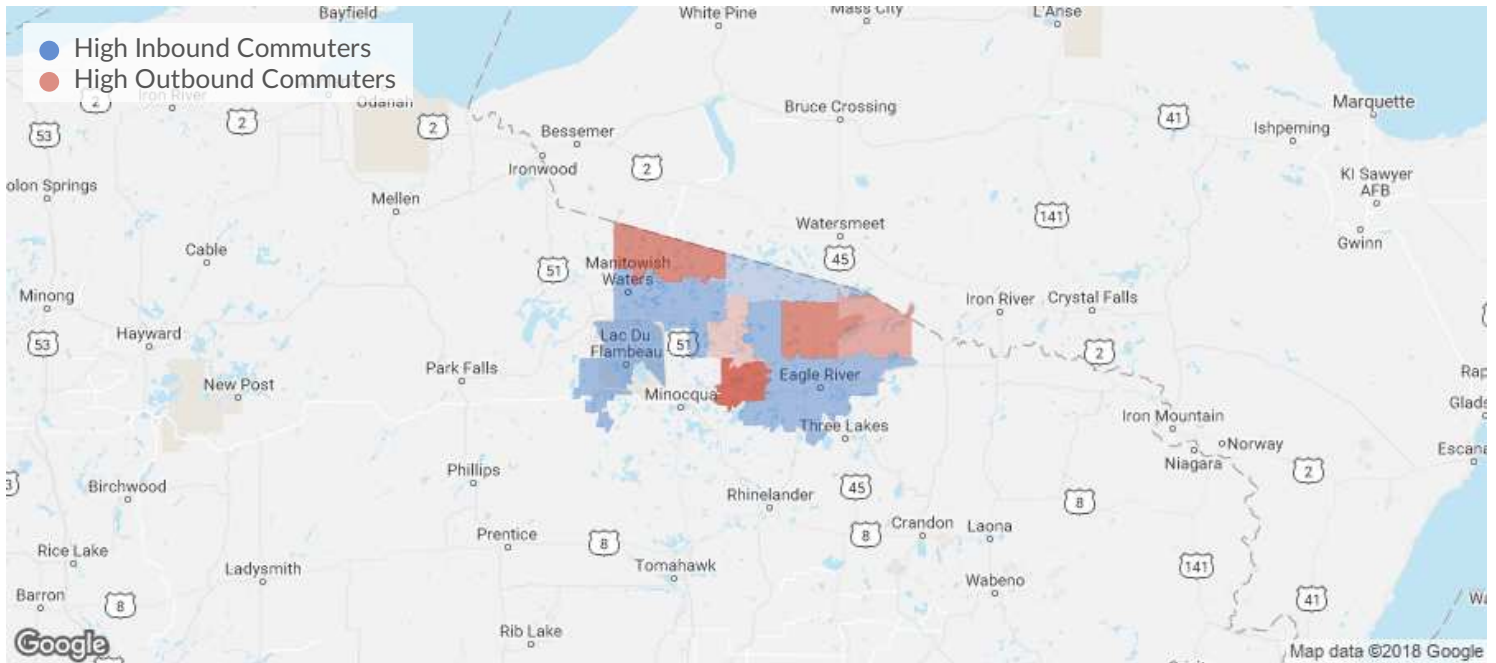
**Property Crime**

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**

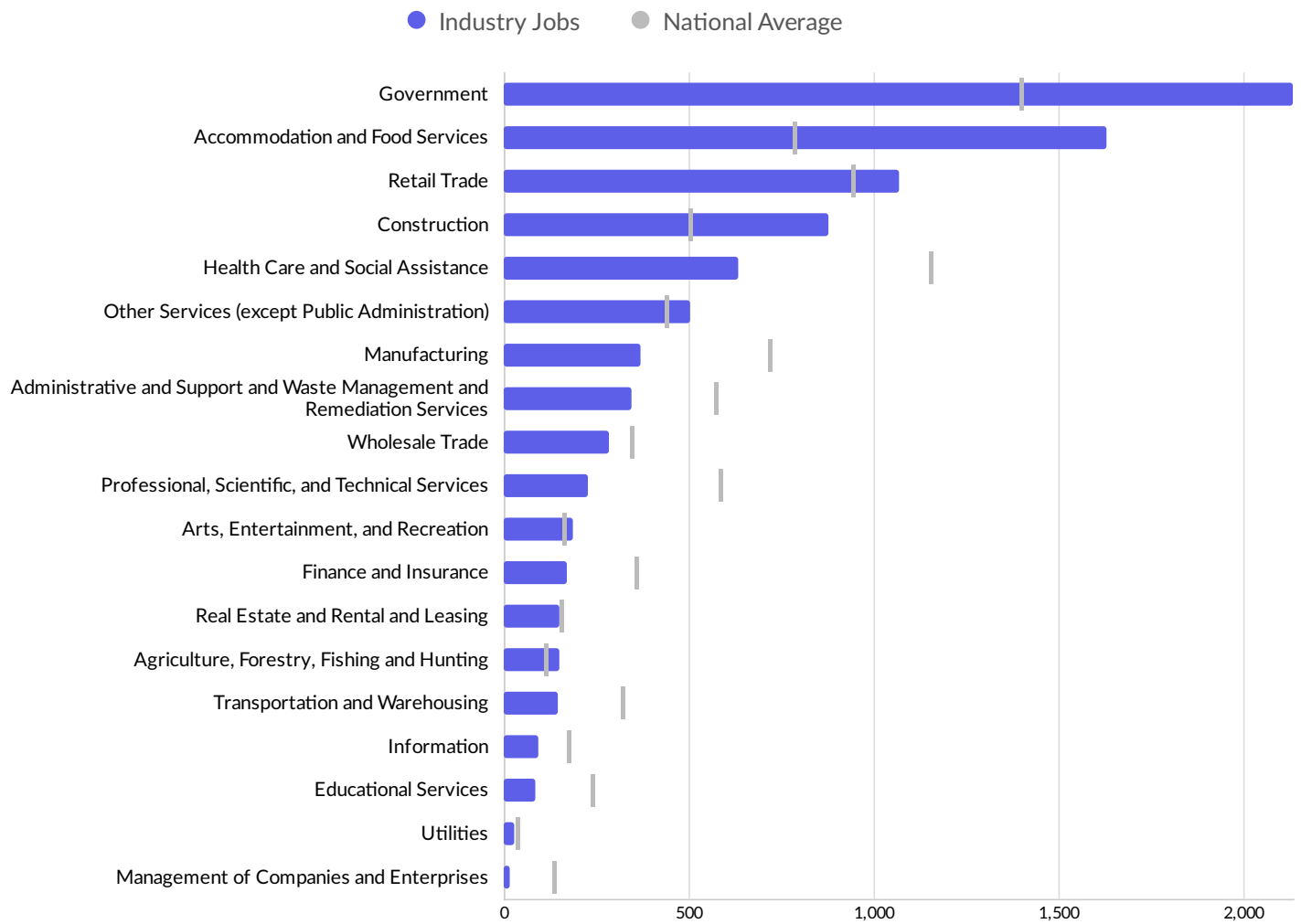
**Where Talent Lives**

ZIP	Name	2017 Employment
54521	Eagle River, WI (in Vilas...	4,520
54538	Lac Du Flambeau, WI (...	870
54558	Saint Germain, WI (in V...	687
54545	Manitowish Waters, W...	616
54540	Land O Lakes, WI (in V...	606

ZIP	Name	2017 Workers
54521	Eagle River, WI (in Vilas...	4,460
54558	Saint Germain, WI (in V...	1,232
54538	Lac Du Flambeau, WI (...	757
54519	Conover, WI (in Vilas c...	647
54554	Phelps, WI (in Vilas cou...	630

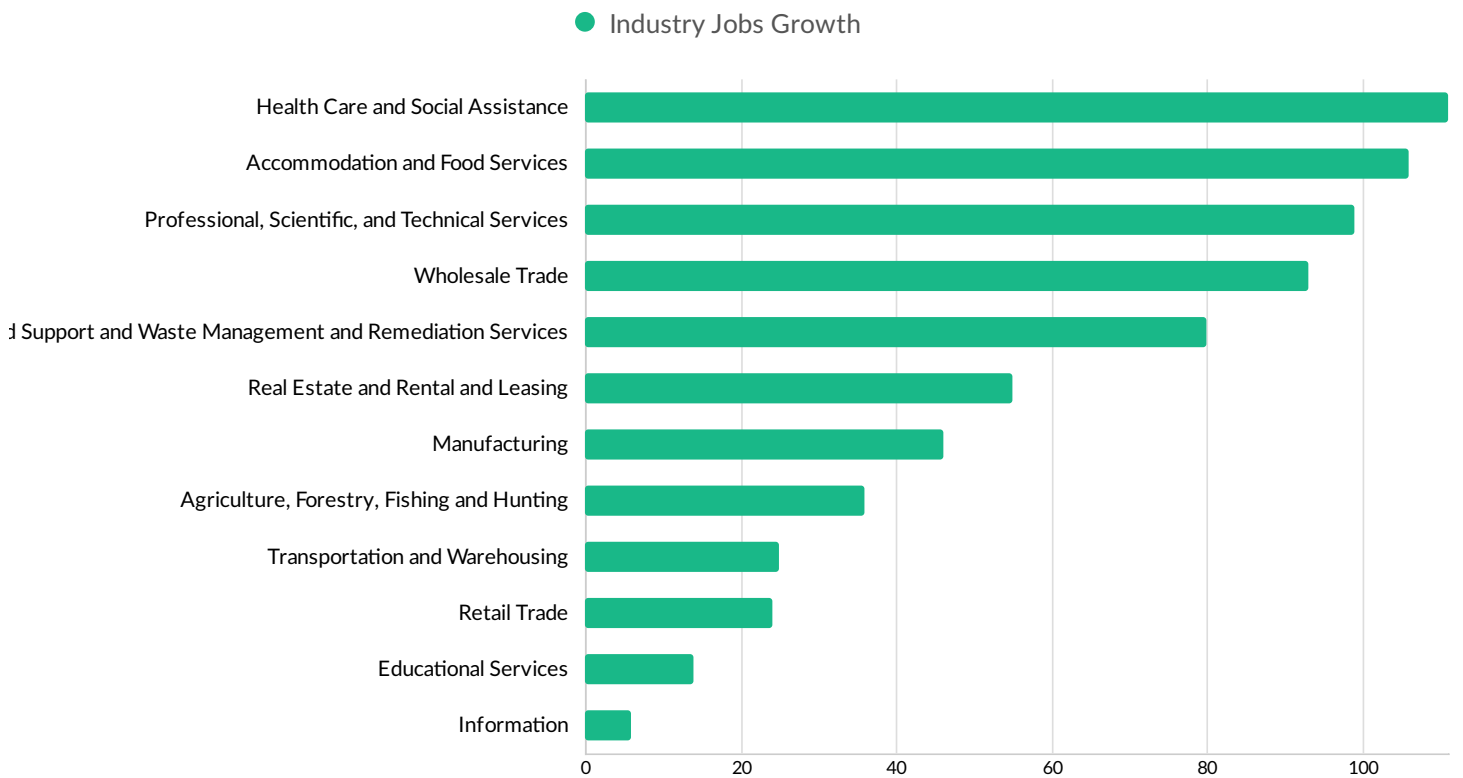
# Industry Characteristics

## Largest Industries



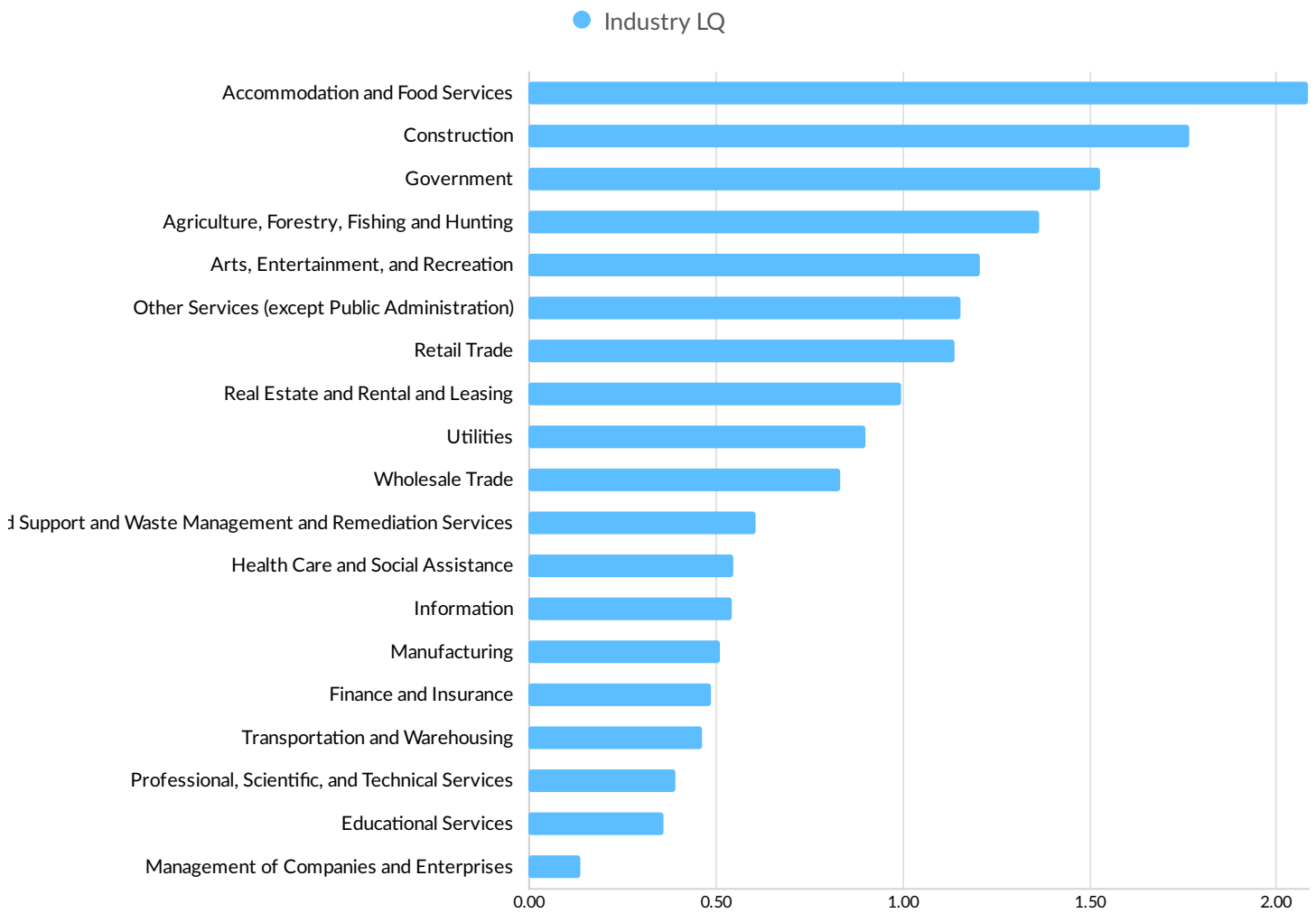
## Industry Characteristics - Cont.

### Top Growing Industries



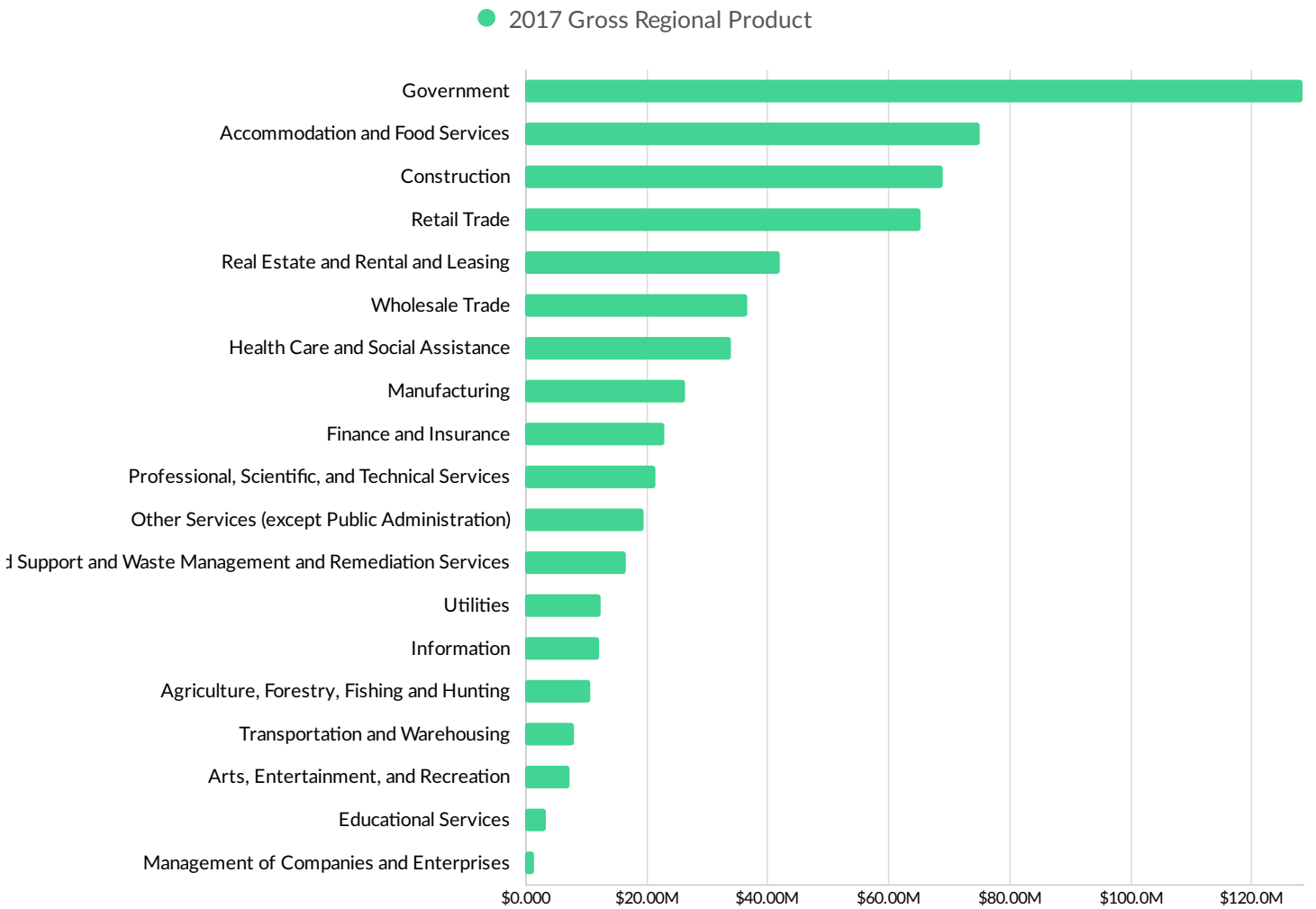
## Industry Characteristics - Cont.

### Top Industry LQ



## Industry Characteristics - Cont.

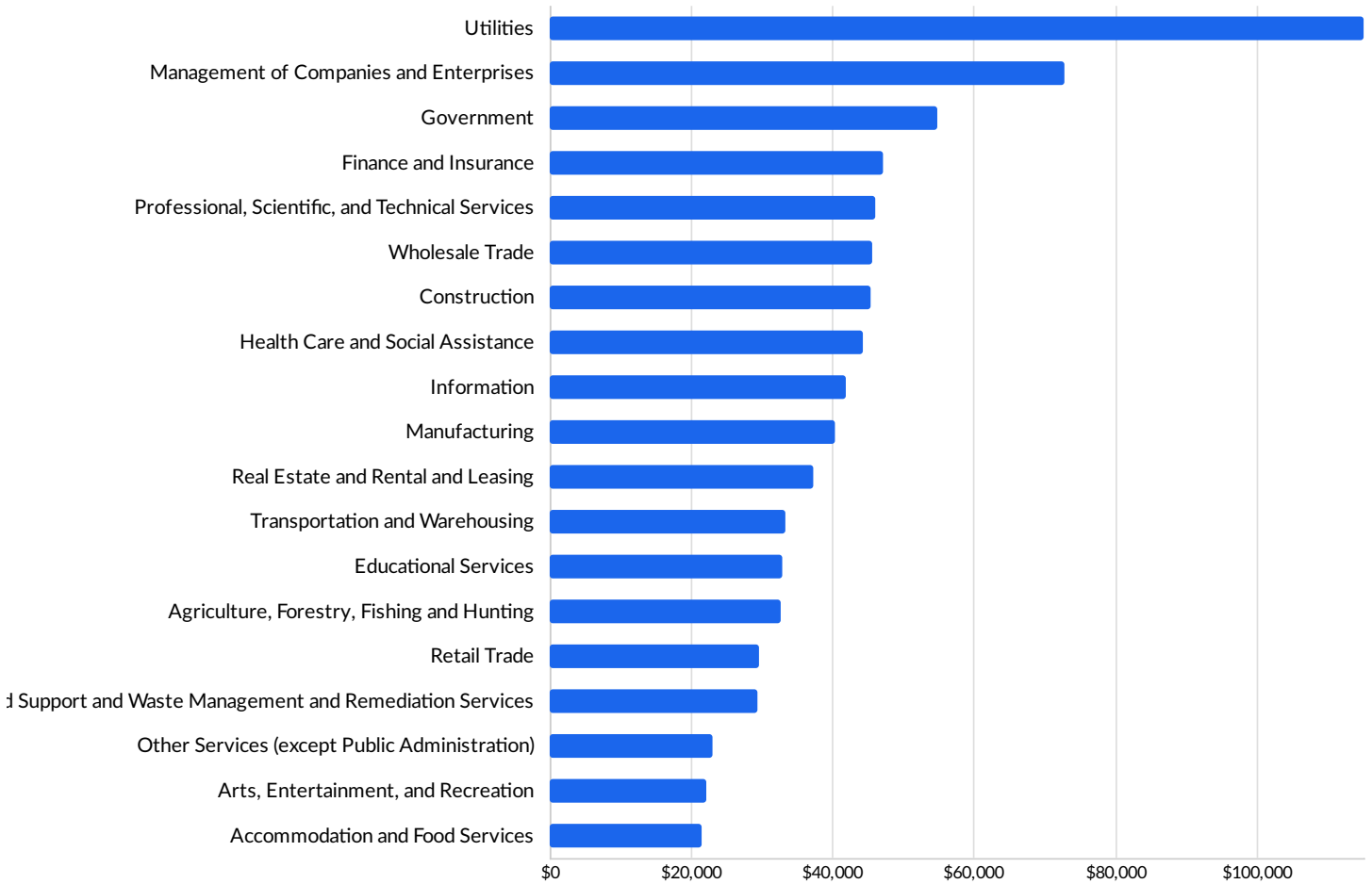
### Top Industry GRP



## 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	2,136	-26	-1%	1.53	\$54,932	\$128.45M
Accommodation and Food Services	1,527	1,633	106	+7%	2.09	\$21,416	\$75.10M
Retail Trade	1,045	1,069	24	+2%	1.14	\$29,694	\$65.33M
Construction	920	881	-39	-4%	1.77	\$45,507	\$69.04M
Health Care and Social Assistance	523	634	111	+21%	0.55	\$44,421	\$34.12M
Other Services (except Public Administration)	582	505	-77	-13%	1.16	\$23,046	\$19.52M
Manufacturing	323	369	46	+14%	0.51	\$40,406	\$26.35M
Administrative and Support and Waste Management and Remediation Services	266	346	80	+30%	0.61	\$29,508	\$16.65M
Wholesale Trade	193	286	93	+48%	0.84	\$45,583	\$36.60M
Professional, Scientific, and Technical Services	130	229	99	+76%	0.39	\$46,176	\$21.57M
Arts, Entertainment, and Recreation	201	189	-12	-6%	1.21	\$22,114	\$7.36M
Finance and Insurance	210	173	-37	-18%	0.49	\$47,257	\$22.91M
Real Estate and Rental and Leasing	97	152	55	+57%	1.00	\$37,265	\$41.98M
Agriculture, Forestry, Fishing and Hunting	114	150	36	+32%	1.37	\$32,709	\$10.68M
Transportation and Warehousing	123	148	25	+20%	0.47	\$33,330	\$8.07M

## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Information	86	92	6	+7%	0.54	\$41,924	\$12.12M
Educational Services	71	85	14	+20%	0.36	\$32,807	\$3.37M
Utilities	33	29	-4	-12%	0.90	\$115,204	\$12.56M
Management of Companies and Enterprises	42	18	-24	-57%	0.14	\$72,793	\$1.52M

## Business Characteristics

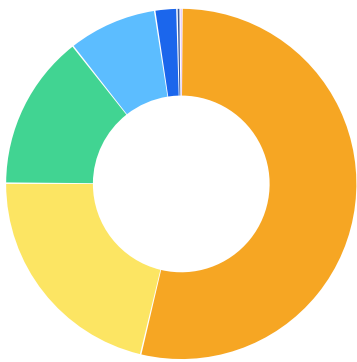
### 107 Companies Employ Your Workers

Online profiles for your workers mention 107 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
Northland Pines School District	4 	Pizza Hut, Inc.	207 
Eliason Realty of The North LLC	2 	CRST International, Inc.	183 
Lake of The Torches Econ Dev ...	2 	C.R. England, Inc.	164 
Peter Christensen	2 	Platinum Supplemental Insuran...	155 
Walgreens Boots Alliance, Inc.	2 	KI Harring Transportation, LLC	134 
AL HASSAN GROUP OF COM...	1 	Kwik Trip, Inc.	133 
Academy of Tae Kwon Do	1 	Roehl Transport, Inc.	130 
Accretion Management LLC	1 	Shopko Stores Operating Co., L...	126 
Adjunct Faculty Inc	1 	Panther Premium Logistics, Inc.	125 
Advantage Sales & Marketing L...	1 	Dollar General Corporation	117 

## Business Characteristics - Cont.

### Business Size

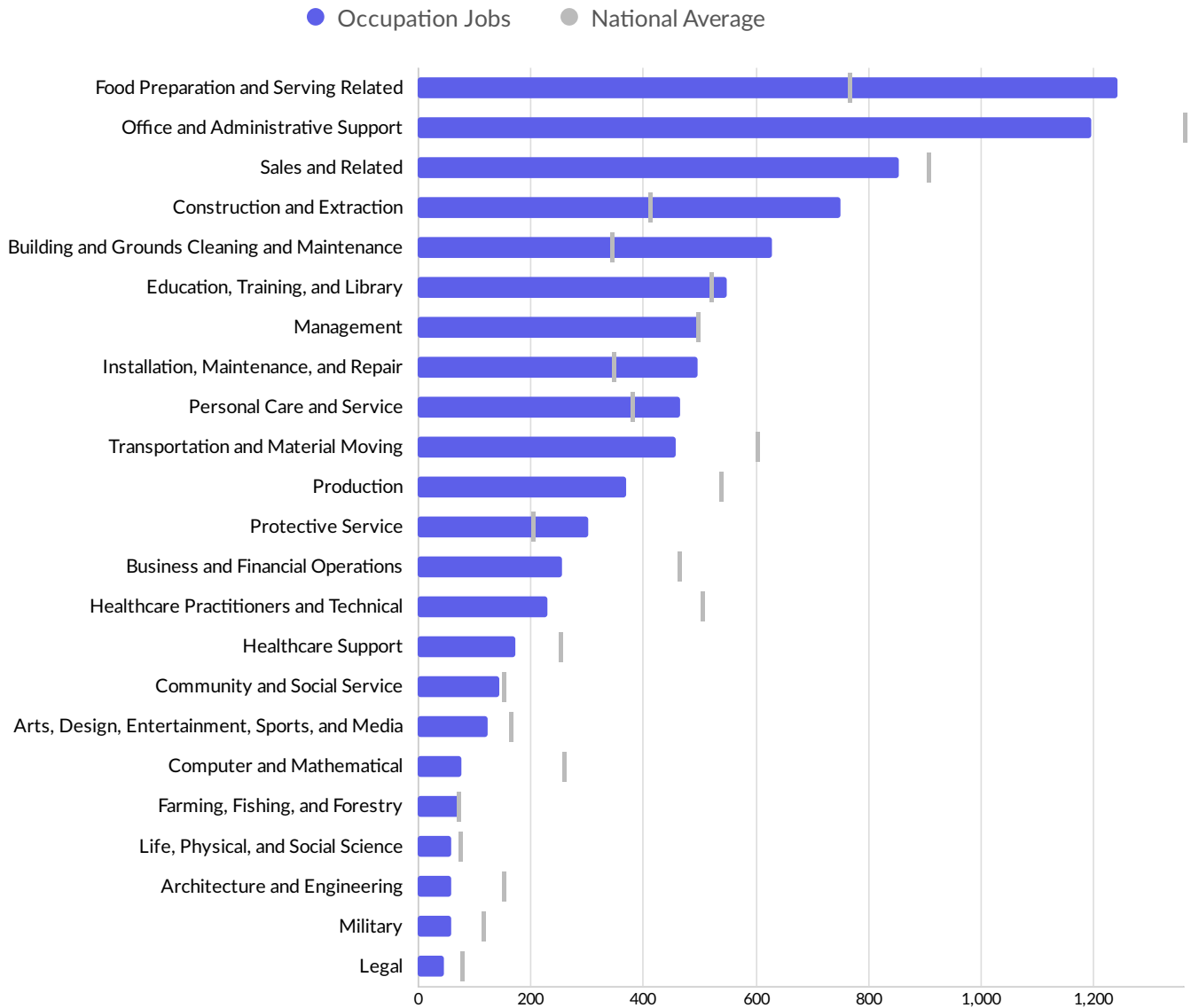


	Percentage	Business Count
1 to 4 employees	53.7%	925
5 to 9 employees	21.3%	368
10 to 19 employees	14.3%	247
20 to 49 employees	8.2%	141
50 to 99 employees	2.0%	35
100 to 249 employees	0.3%	5
500+ employees	0.2%	3

*\*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.*

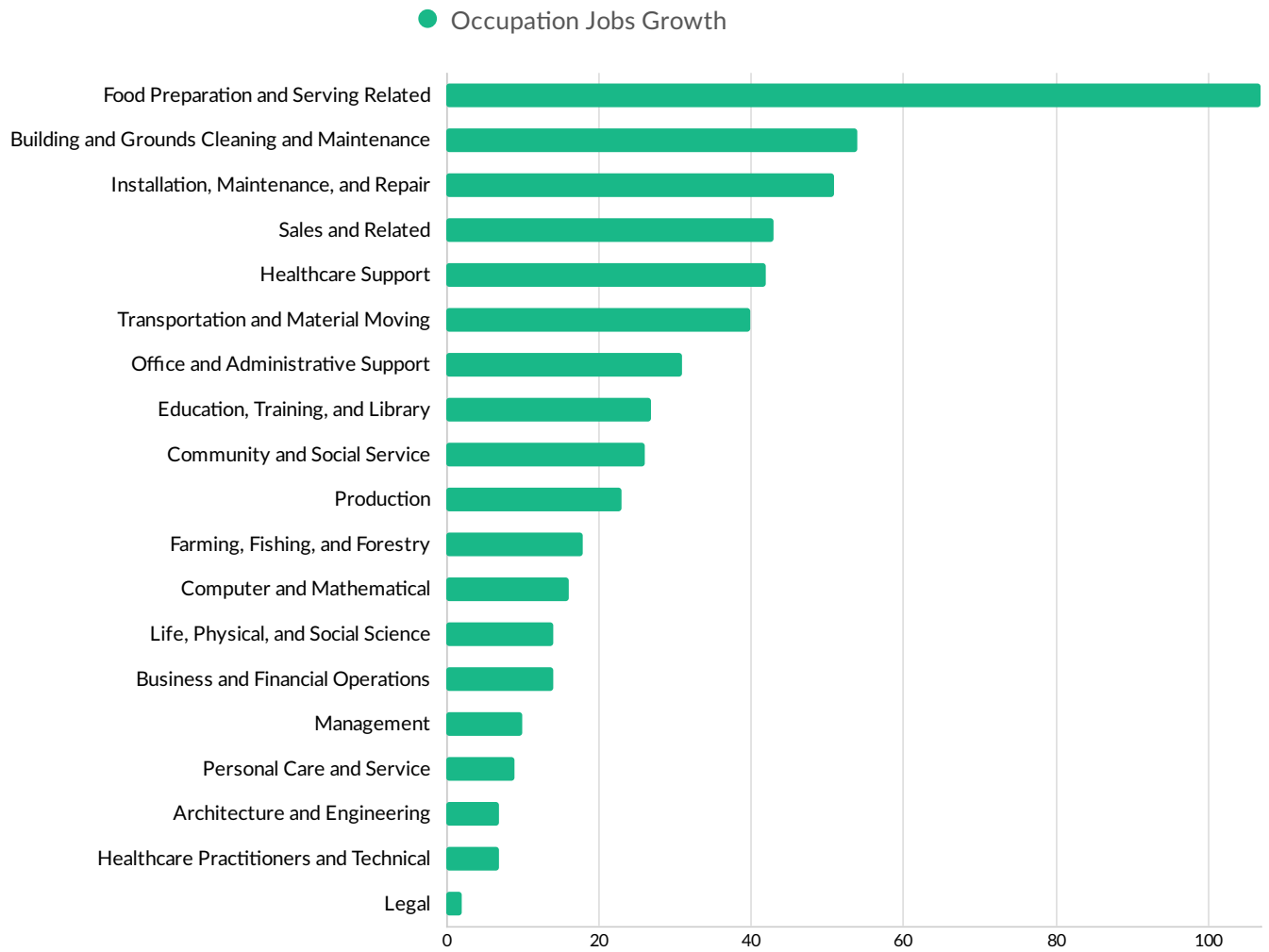
# Workforce Characteristics

## Largest Occupations



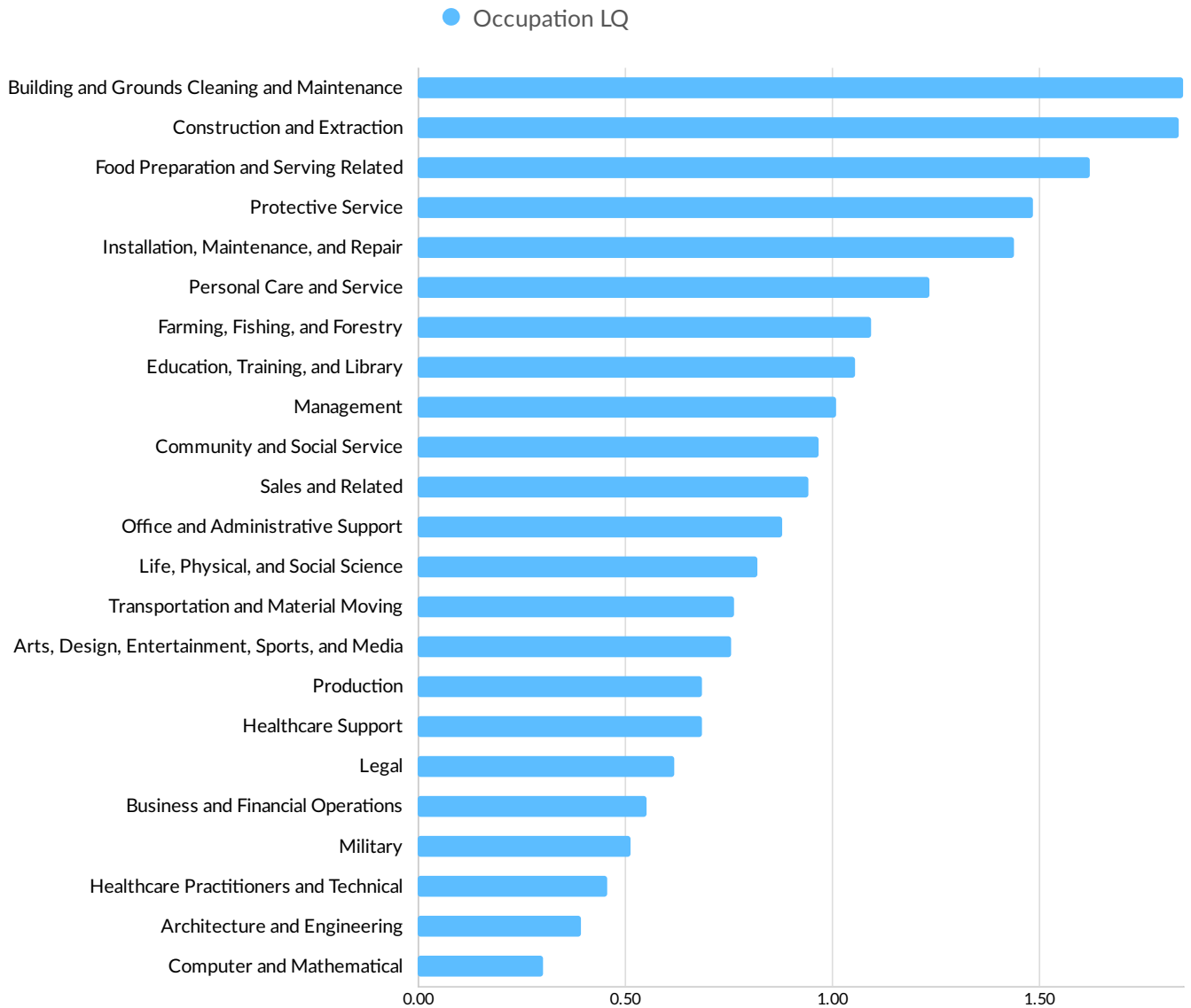
## Workforce Characteristics - Cont.

### Top Growing Occupations



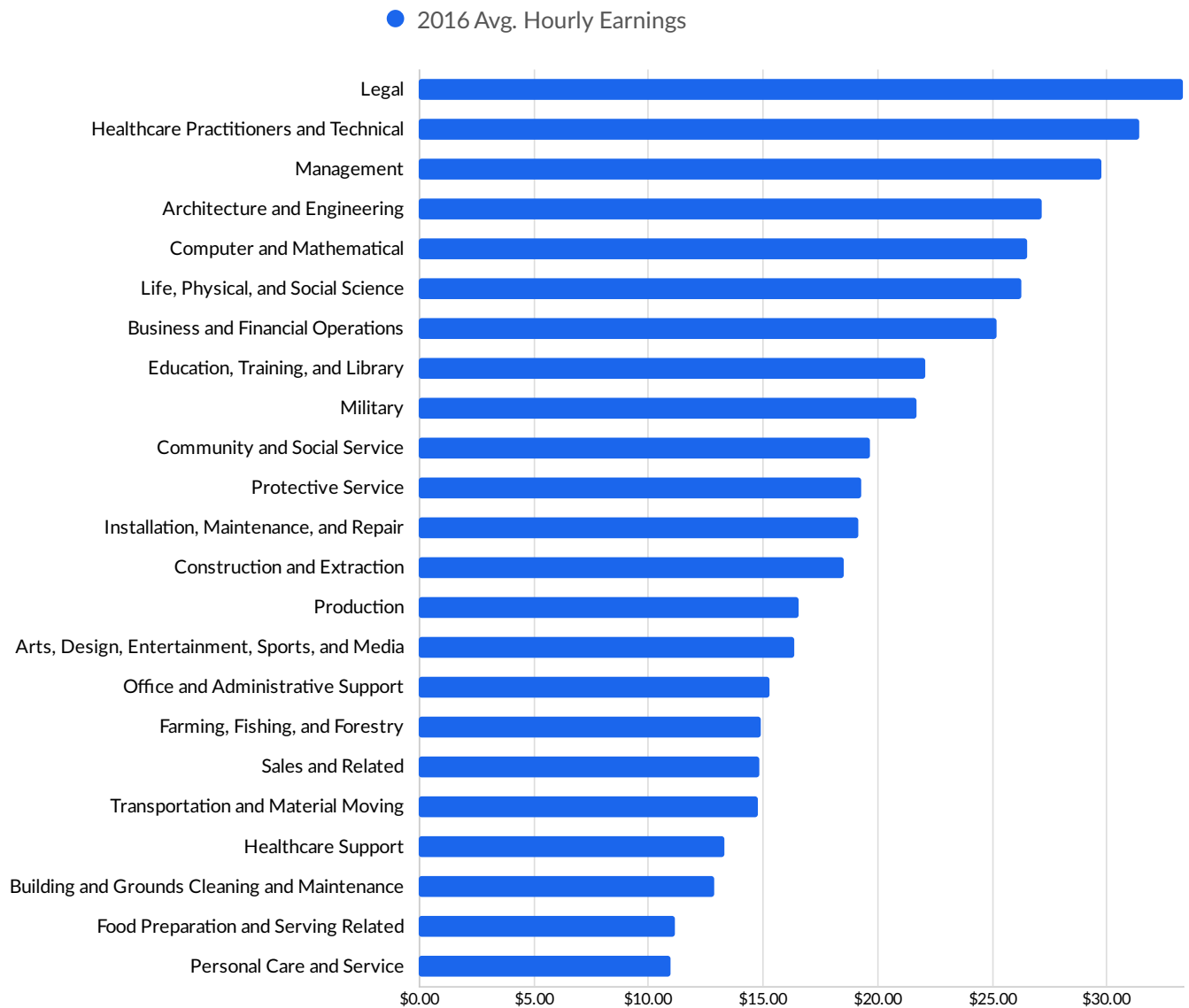
## Workforce Characteristics - Cont.

### Top Occupation LQ



## Workforce Characteristics - Cont.

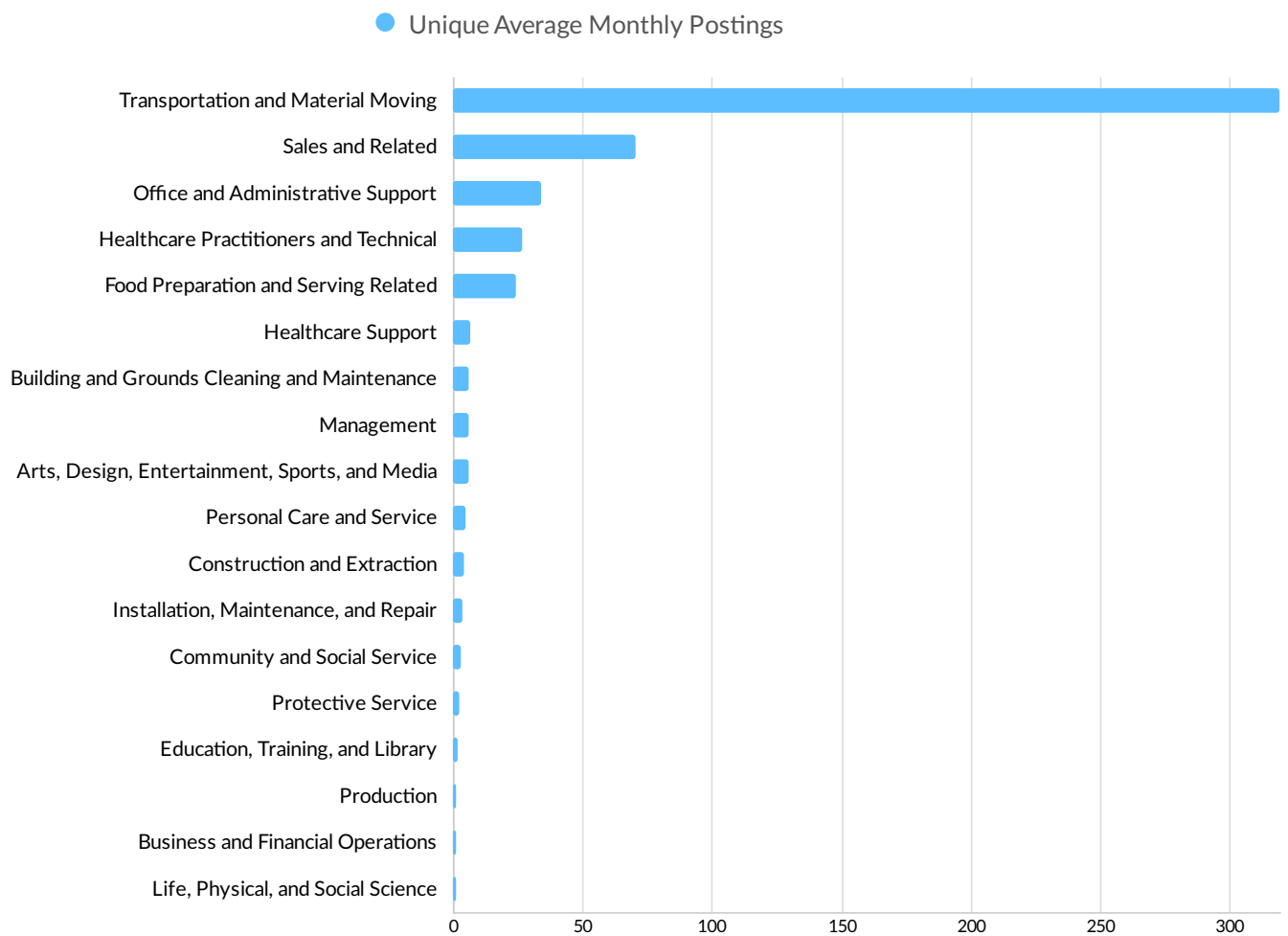
### Top Occupation Earnings





## 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	1,137	1,244	107	+9%	1.63	\$11.20	24
Office and Administrative Support	1,165	1,196	31	+3%	0.88	\$15.30	34
Sales and Related	811	854	43	+5%	0.94	\$14.83	71
Construction and Extraction	809	751	-58	-7%	1.84	\$18.57	4
Building and Grounds Cleaning and Maintenance	577	631	54	+9%	1.85	\$12.89	6
Education, Training, and Library	522	549	27	+5%	1.06	\$22.11	2
Management	492	502	10	+2%	1.01	\$29.80	6
Installation, Maintenance, and Repair	447	498	51	+11%	1.44	\$19.19	4
Personal Care and Service	458	467	9	+2%	1.24	\$11.00	5
Transportation and Material Moving	419	459	40	+10%	0.77	\$14.80	319
Production	346	369	23	+7%	0.69	\$16.57	2
Protective Service	310	302	-8	-3%	1.49	\$19.27	3
Business and Financial Operations	241	255	14	+6%	0.55	\$25.24	1
Healthcare Practitioners and Technical	222	229	7	+3%	0.46	\$31.45	27
Healthcare Support	131	173	42	+32%	0.69	\$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	119	145	26	+22%	0.97	\$19.68	3
Arts, Design, Entertainment, Sports, and Media	125	125	0	0%	0.76	\$16.41	6
Computer and Mathematical	62	78	16	+26%	0.30	\$26.52	1
Farming, Fishing, and Forestry	58	76	18	+31%	1.10	\$14.91	0
Life, Physical, and Social Science	45	59	14	+31%	0.82	\$26.31	1
Architecture and Engineering	52	59	7	+13%	0.40	\$27.17	0
Military	60	58	-2	-3%	0.51	\$21.74	0
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.