



Vilas County, WI

North Central Wisconsin Regional Planning Commission



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Economy Overview

21,686

Population (2018)

Population **grew by 312** over the last 5 years and is projected to **grow by 241** over the next 5 years.

9,296

Jobs (2018)

Jobs **grew by 474** over the last 5 years and are projected to **grow by 369** over the next 5 years.

\$41.6K

Median Household Income (2016)

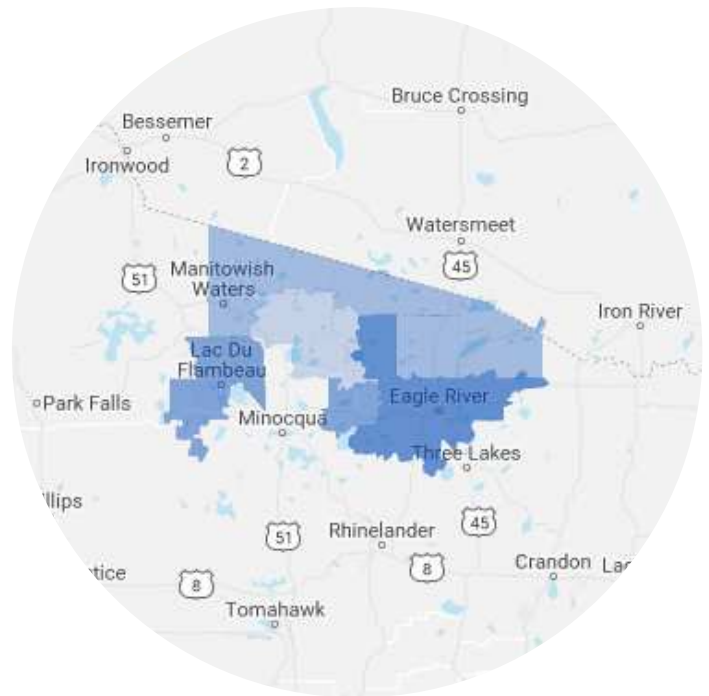
Median household income is **\$13.7K below** the national median household income of \$55.3K.

As of 2018 the region's population **increased by 1.5%** since 2013, growing by 312. Population is expected to **increase by 1.1%** between 2018 and 2023, adding 241.

From 2013 to 2018, jobs **increased by 5.4%** in Vilas County, WI from 8,822 to **9,296**. This change **fell short of the national growth rate of 7.4% by 2.0%**. As the number of jobs increased, the **labor force participation rate decreased from 61.5% to 61.3% between 2013 and 2018**.

Concerning educational attainment, **18.0% of Vilas County, WI residents possess a Bachelor's Degree** (0.6% below the national average), and **9.7% hold an Associate's Degree** (1.7% above the national average).

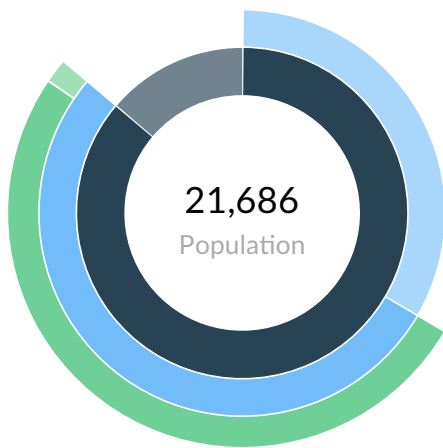
The top three industries in 2018 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	21,686	11,449	9,296	104.1	\$741.58M	\$1.18B	\$776.05M
NCWRPC	438,224	235,081	227,020	99.6	\$21.51B	\$27.36B	\$26.67B
Wisconsin	5,810,713	3,216,111	3,142,522	100.3	\$316.61B	\$285.96B	\$314.19B
United States	328,038,851	163,733,789	161,636,598	100.0	\$19.28T	\$0	\$8.38T

Economy Overview - Cont.

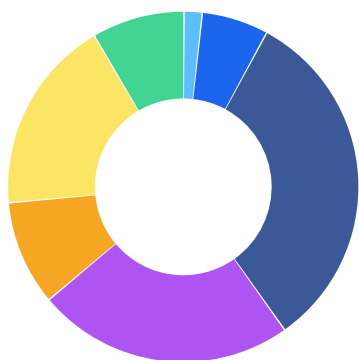
2018 Labor Force Breakdown



	Population
● Total Working Age Population	18,681
● Not in Labor Force (15+)	7,232
● Labor Force	11,449
● Employed	11,080
● Unemployed	369
● Under 15	3,005

Educational Attainment

Concerning educational attainment, **18.0% of Vilas County, WI residents possess a Bachelor's Degree** (0.6% below the national average), and **9.7% hold an Associate's Degree** (1.7% above the national average).

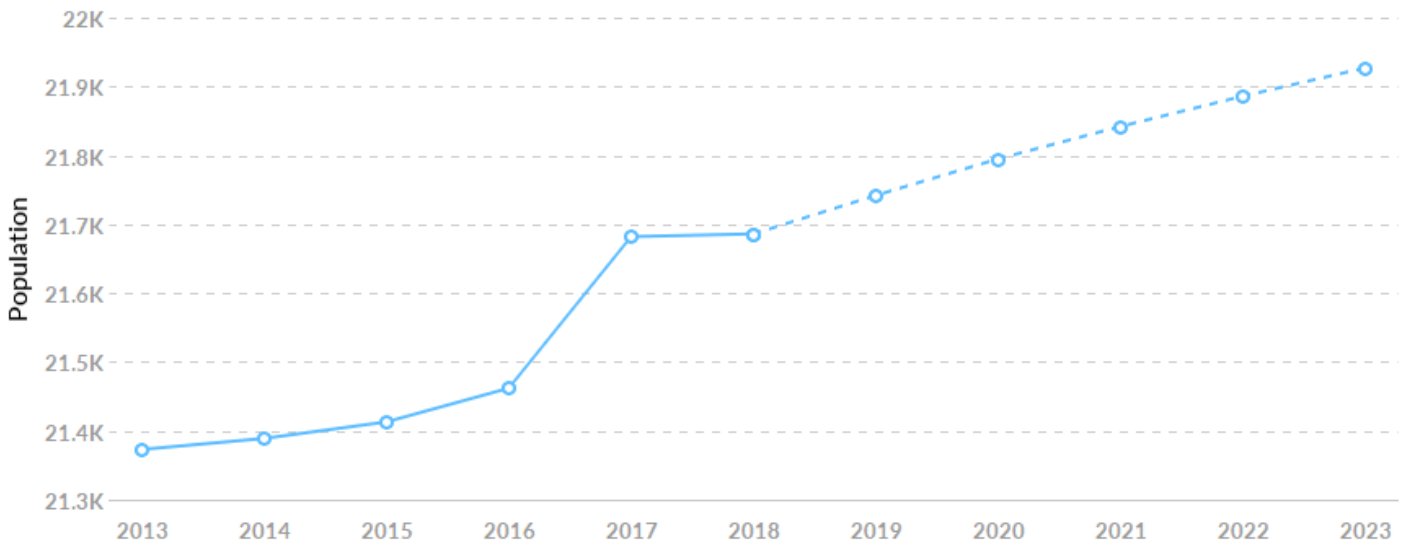


	% of Population	Population
● Less Than 9th Grade	1.7%	282
● 9th Grade to 12th Grade	6.2%	1,039
● High School Diploma	32.3%	5,450
● Some College	23.7%	3,999
● Associate's Degree	9.7%	1,633
● Bachelor's Degree	18.0%	3,037
● Graduate Degree and Higher	8.5%	1,441

Historic & Projected Trends

Population Trends

As of 2018 the region's population increased by 1.5% since 2013, growing by 312. Population is expected to increase by 1.1% between 2018 and 2023, adding 241.

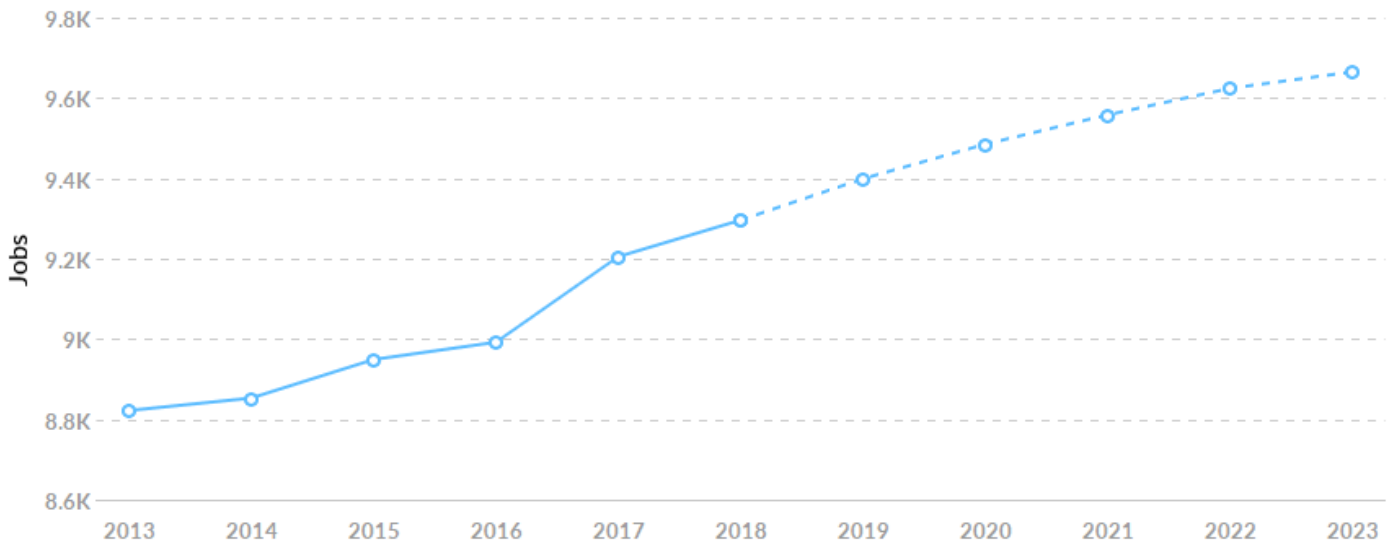


Timeframe	Population
2013	21,373
2014	21,389
2015	21,413
2016	21,462
2017	21,682
2018	21,686
2019	21,742
2020	21,795
2021	21,842
2022	21,886
2023	21,927

Historic & Projected Trends - Cont.

Job Trends

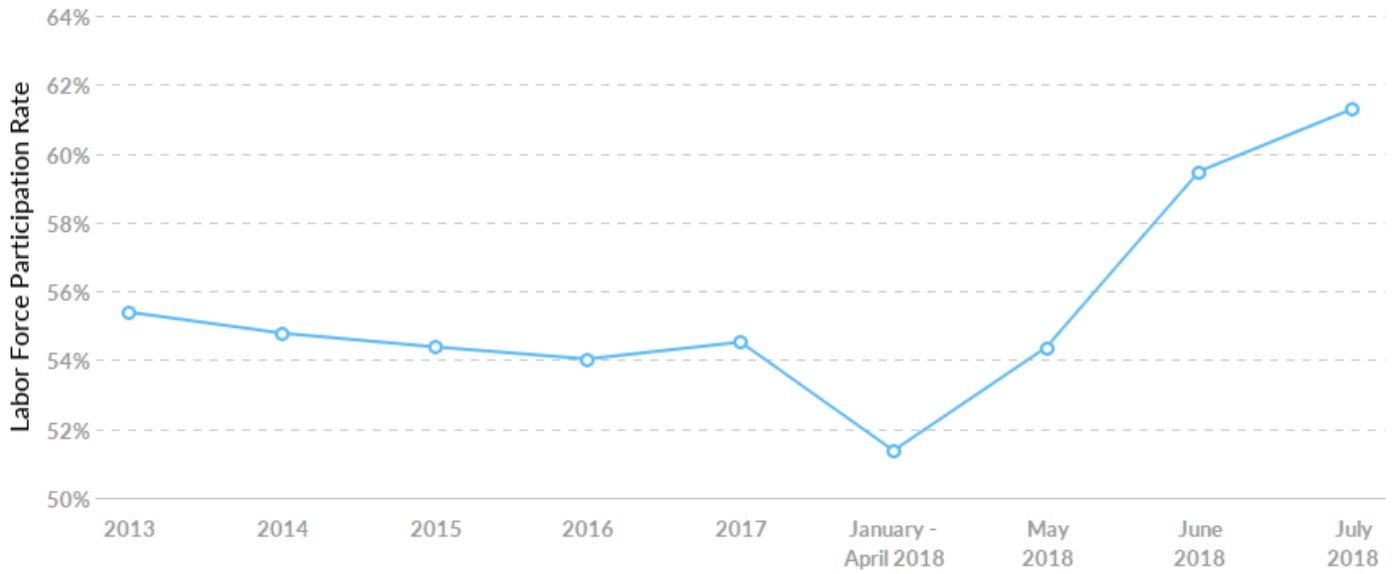
From 2013 to 2018, jobs increased by 5.4% in Vilas County, WI from 8,822 to 9,296. This change fell short of the national growth rate of 7.4% by 2.0%.



Timeframe	Jobs
2013	8,822
2014	8,853
2015	8,949
2016	8,992
2017	9,205
2018	9,296
2019	9,399
2020	9,485
2021	9,558
2022	9,624
2023	9,665

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

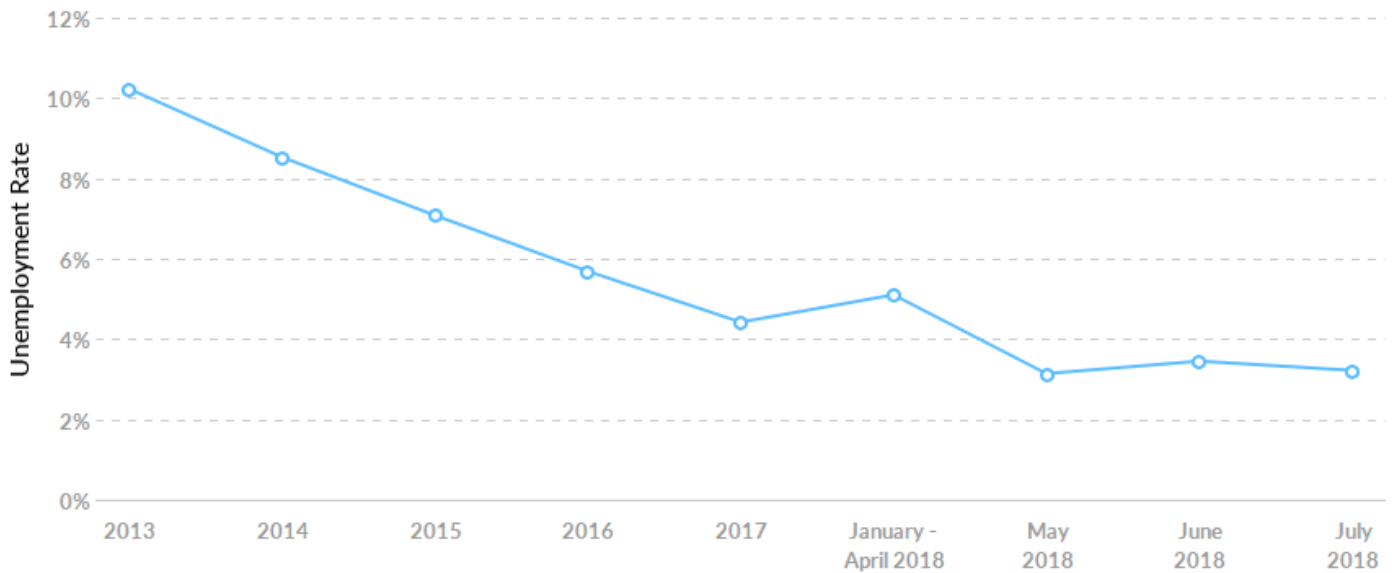


Timeframe	Labor Force Participation Rate
2013	55.39%
2014	54.78%
2015	54.38%
2016	54.03%
2017	54.52%
January - April 2018	51.37%
May 2018	54.37%
June 2018	59.48%
July 2018	61.29%

Historic & Projected Trends - Cont.

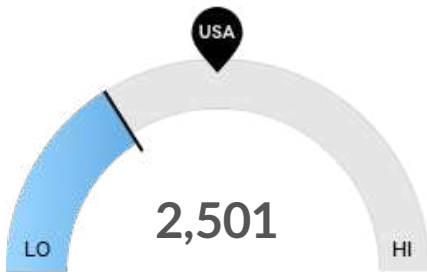
Unemployment Rate Trends

Vilas County, WI had a July 2018 unemployment rate of 3.22%, **decreasing from 10.23%** 5 years before.



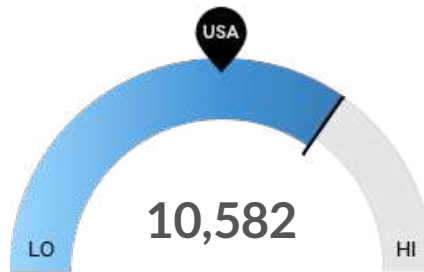
Timeframe	Unemployment Rate
2013	10.23%
2014	8.53%
2015	7.08%
2016	5.69%
2017	4.42%
January - April 2018	5.10%
May 2018	3.14%
June 2018	3.45%
July 2018	3.22%

Population Characteristics



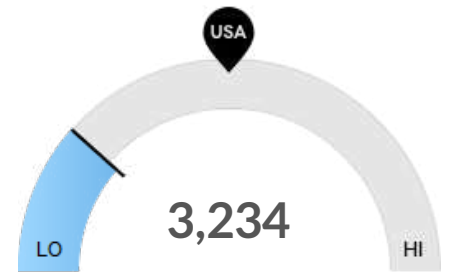
Millennials

Vilas County, WI has 2,501 millennials (ages 20-34). The national average for an area this size is 4,491.



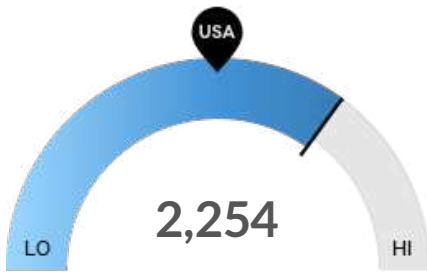
Retiring Soon

Retirement risk is high in Vilas County, WI. The national average for an area this size is 6,181 people 55 or older, while there are 10,582 here.



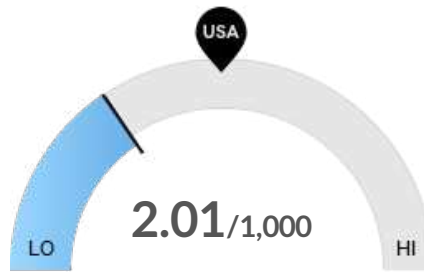
Racial Diversity

Racial diversity is low in Vilas County, WI. The national average for an area this size is 8,515 racially diverse people, while there are 3,234 here.



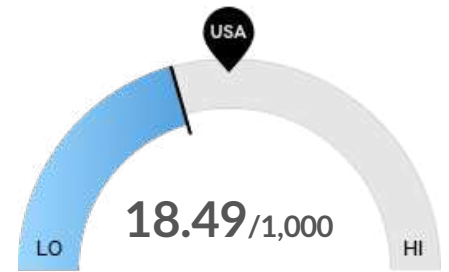
Veterans

Vilas County, WI has 2,254 veterans. The national average for an area this size is 1,296.



Violent Crime

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



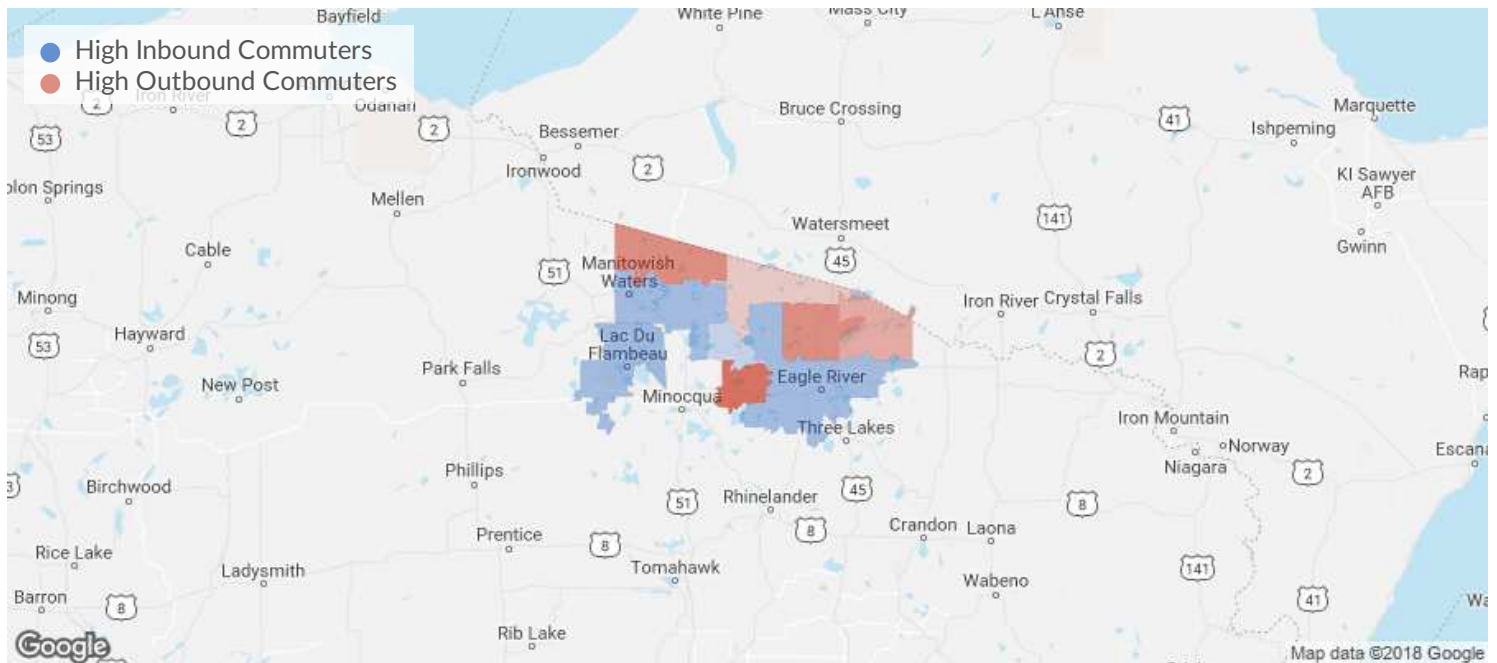
Property Crime

Vilas County, WI has 18.49 property crimes per 1,000 people. The national rate is 24.21 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

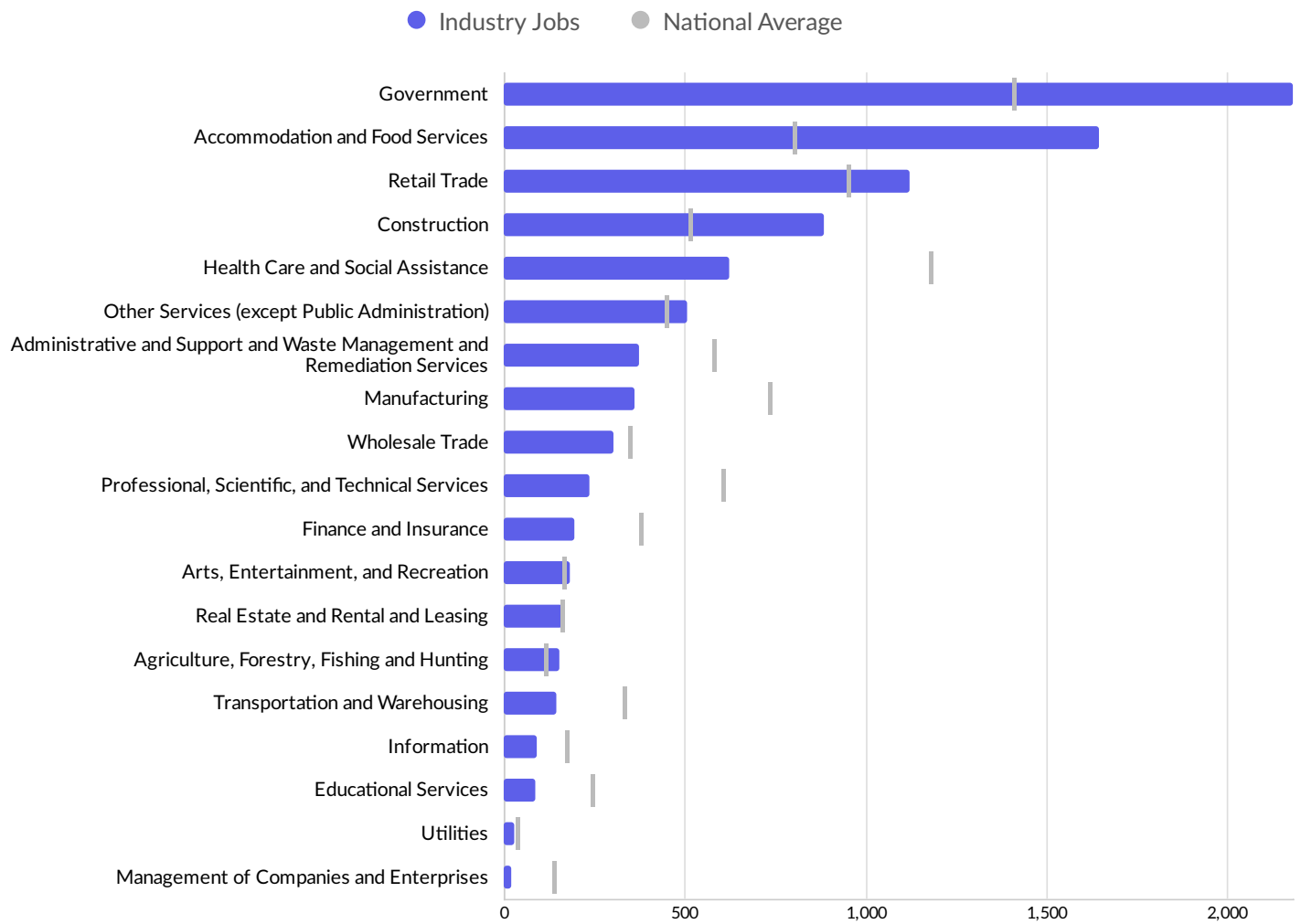
Where Talent Lives

ZIP	Name	2018 Employment
54521	Eagle River, WI (in Vilas...	4,595
54538	Lac Du Flambeau, WI (...	902
54558	Saint Germain, WI (in V...	739
54545	Manitowish Waters, W...	631
54540	Land O Lakes, WI (in V...	581

ZIP	Name	2018 Workers
54521	Eagle River, WI (in Vilas...	4,517
54558	Saint Germain, WI (in V...	1,250
54538	Lac Du Flambeau, WI (...	787
54519	Conover, WI (in Vilas c...	659
54554	Phelps, WI (in Vilas cou...	633

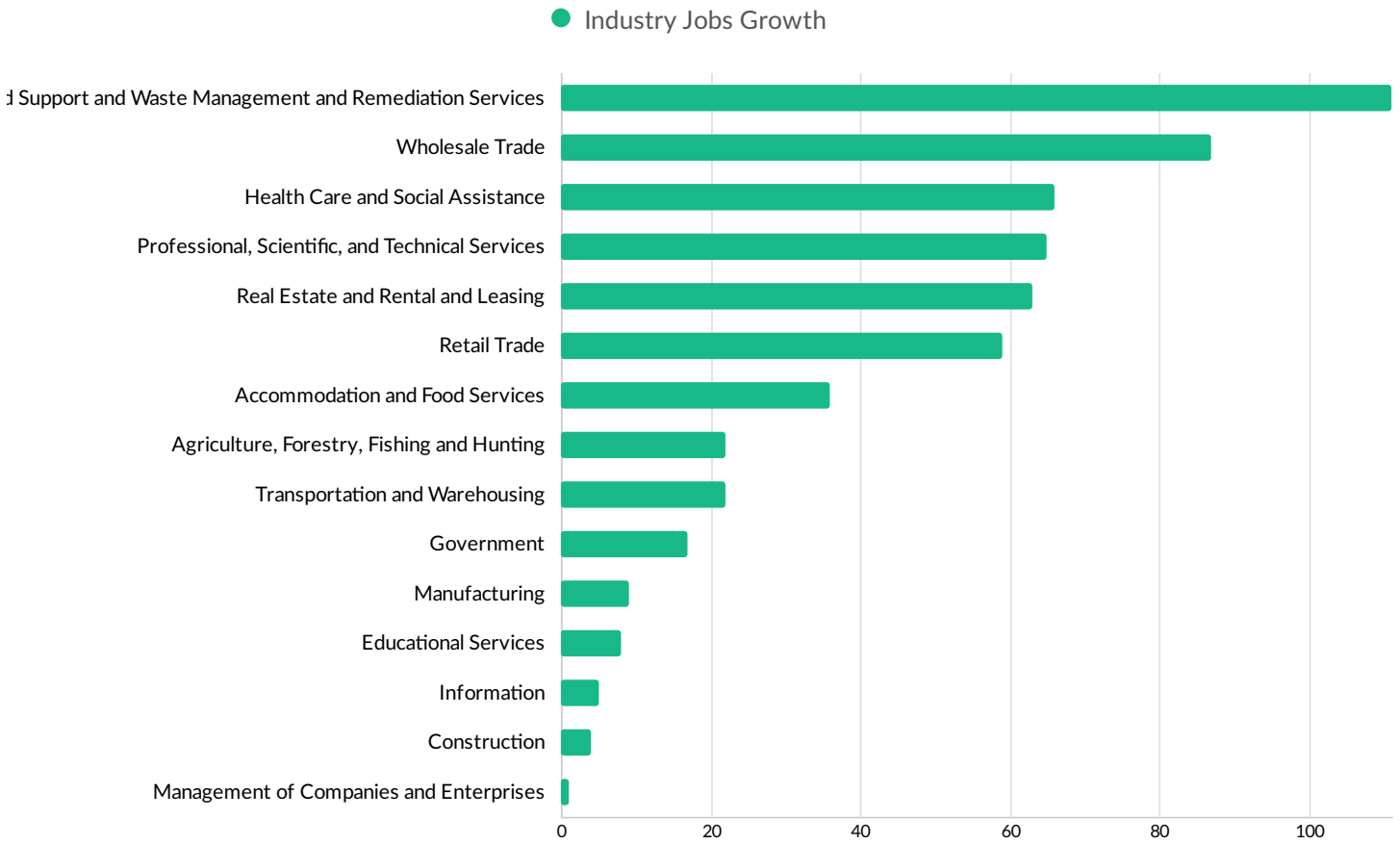
Industry Characteristics

Largest Industries



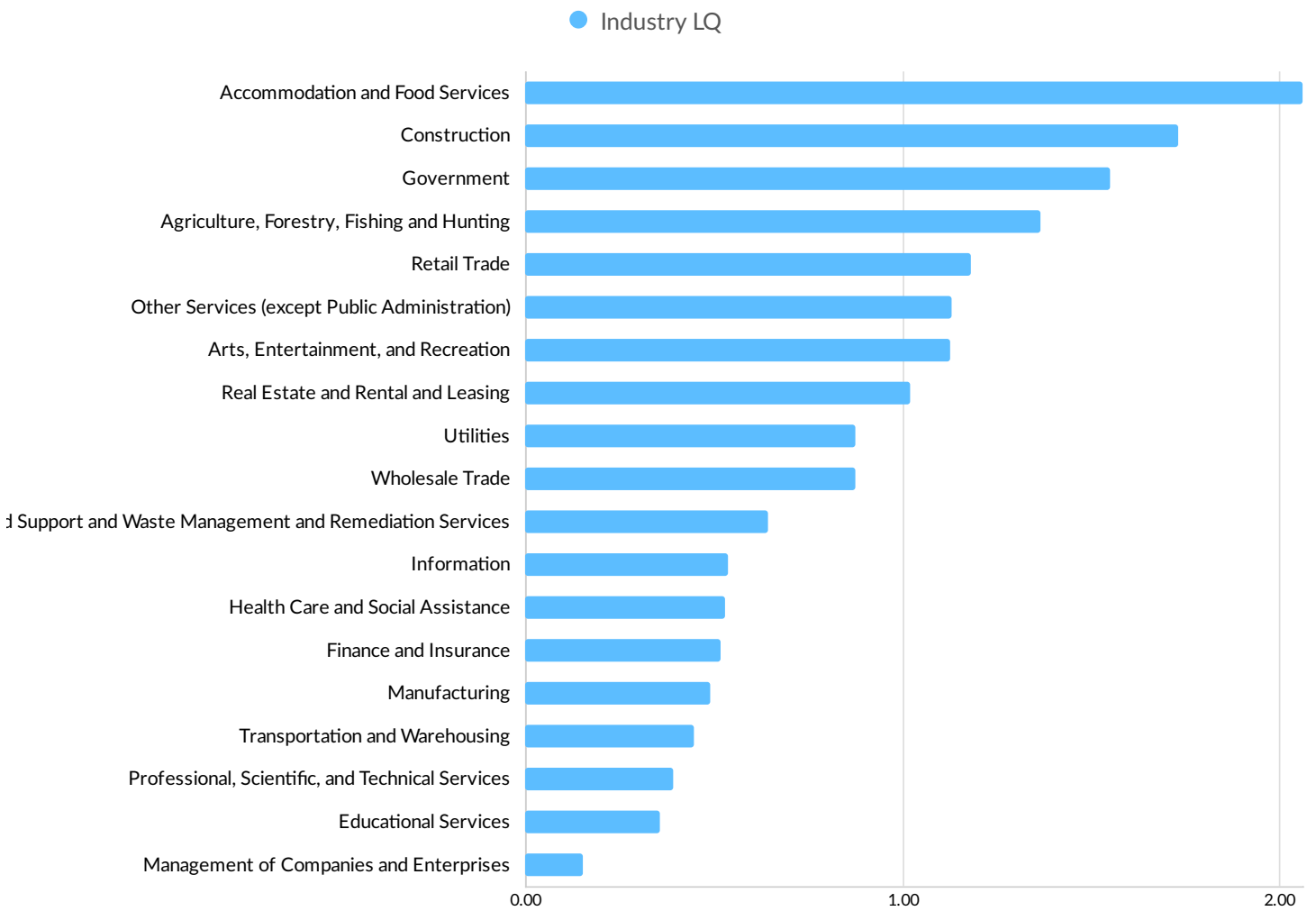
Industry Characteristics - Cont.

Top Growing Industries



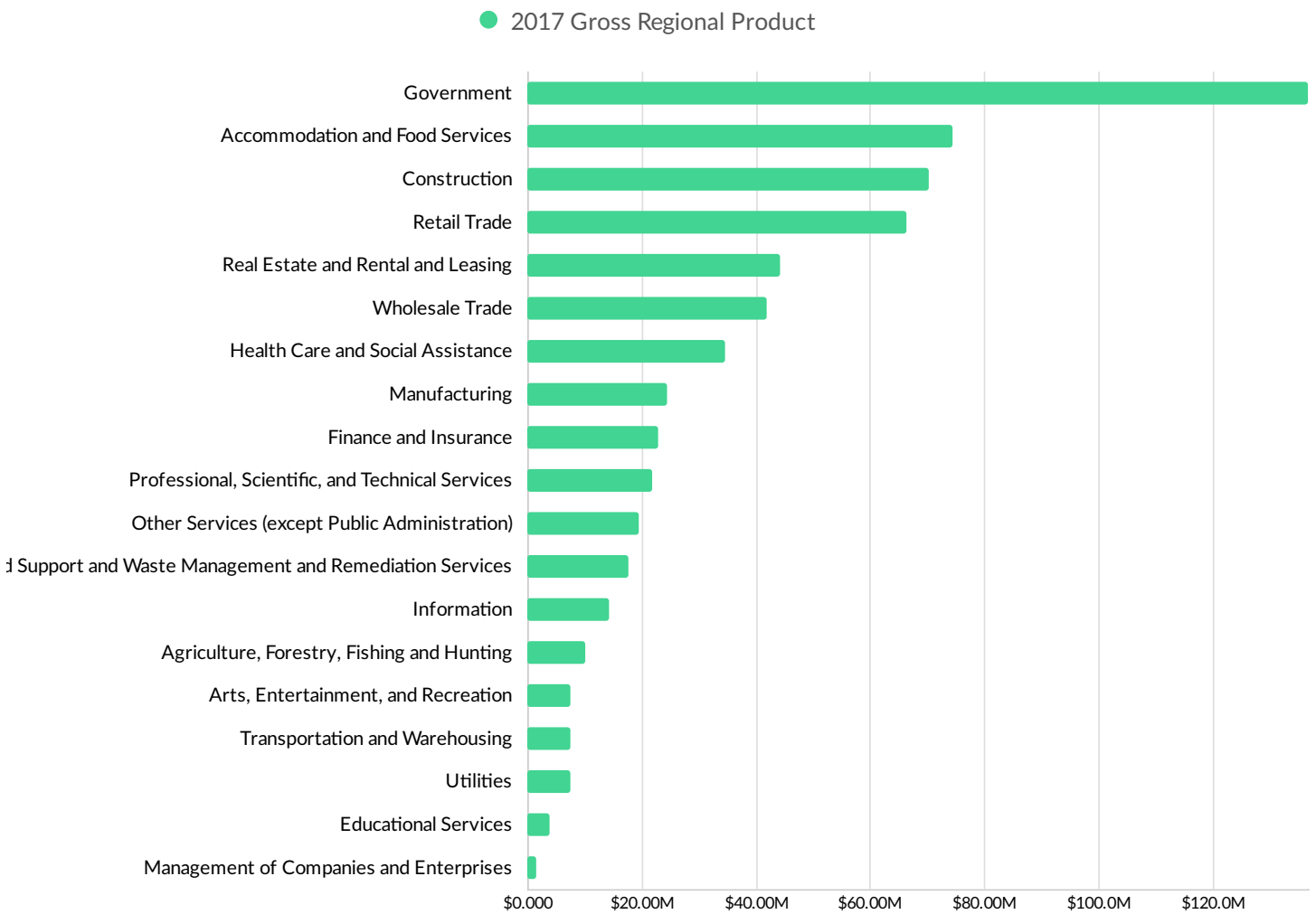
Industry Characteristics - Cont.

Top Industry LQ



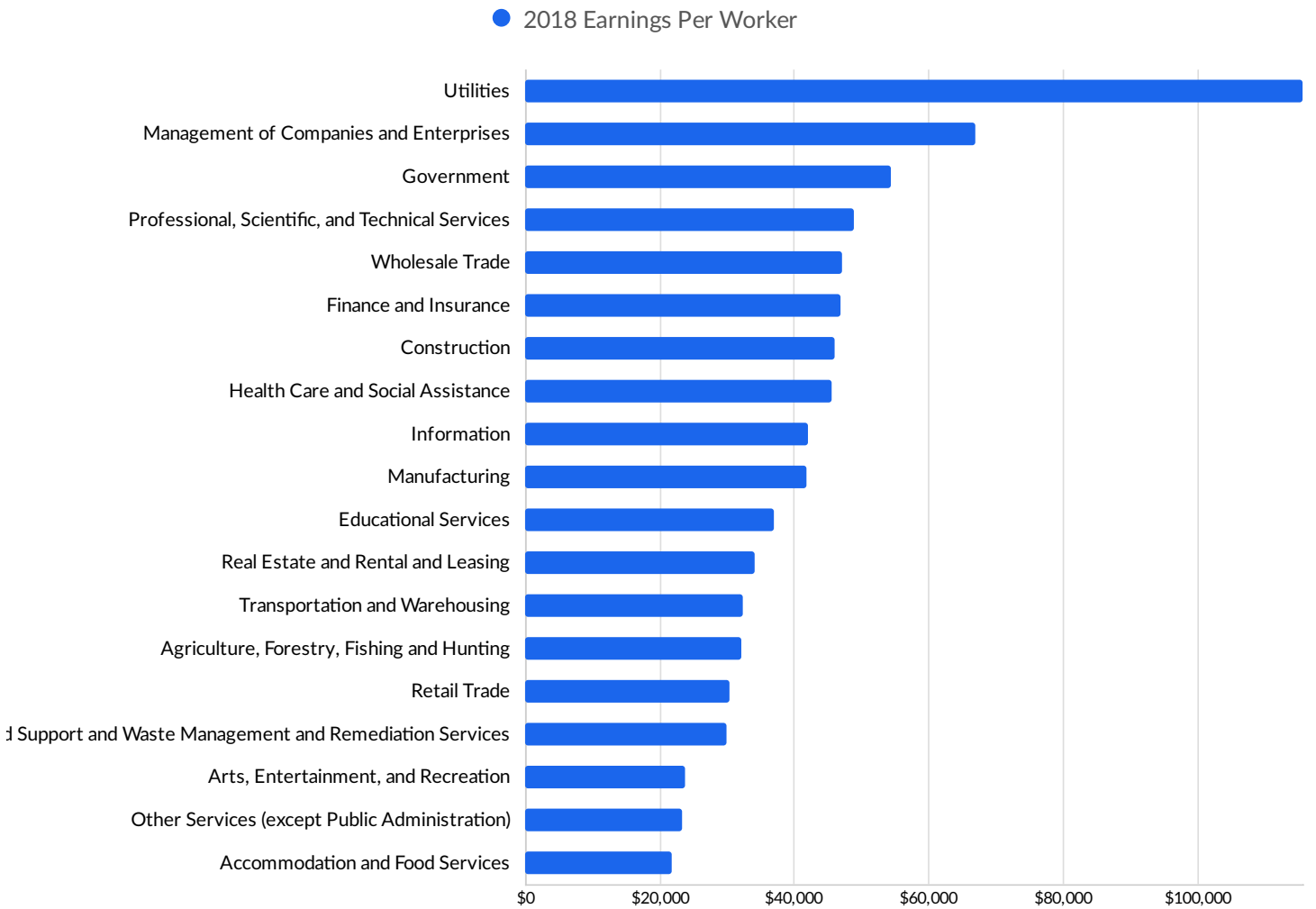
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings






















Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Government	2,164	2,181	17	+1%	1.55	\$54,537	\$136.69M
Accommodation and Food Services	1,611	1,647	36	+2%	2.06	\$21,803	\$74.54M
Retail Trade	1,063	1,122	59	+6%	1.18	\$30,477	\$66.48M
Construction	881	885	4	+0%	1.73	\$46,172	\$70.19M
Health Care and Social Assistance	559	625	66	+12%	0.53	\$45,597	\$34.58M
Other Services (except Public Administration)	576	505	-71	-12%	1.13	\$23,411	\$19.50M
Administrative and Support and Waste Management and Remediation Services	263	374	111	+42%	0.65	\$30,041	\$17.72M
Manufacturing	350	359	9	+3%	0.49	\$41,876	\$24.48M
Wholesale Trade	216	303	87	+40%	0.88	\$47,237	\$41.89M
Professional, Scientific, and Technical Services	170	235	65	+38%	0.39	\$48,862	\$21.87M
Finance and Insurance	204	194	-10	-5%	0.52	\$46,959	\$23.00M
Arts, Entertainment, and Recreation	197	181	-16	-8%	1.13	\$23,747	\$7.59M
Real Estate and Rental and Leasing	97	160	63	+65%	1.02	\$34,161	\$44.14M
Agriculture, Forestry, Fishing and Hunting	130	152	22	+17%	1.37	\$32,177	\$10.24M
Transportation and Warehousing	124	146	22	+18%	0.45	\$32,398	\$7.45M
Information	87	92	5	+6%	0.54	\$42,171	\$14.32M
Educational Services	79	87	8	+10%	0.36	\$36,998	\$3.85M
Utilities	32	28	-4	-13%	0.88	\$115,741	\$7.45M
Management of Companies and Enterprises	19	20	1	+5%	0.15	\$66,978	\$1.59M

Business Characteristics

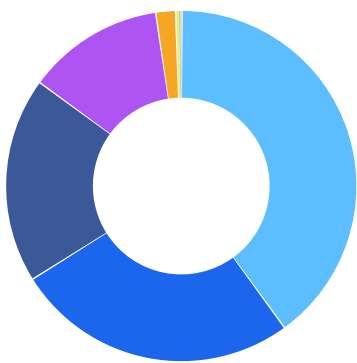
930 Companies Employ Your Workers

Online profiles for your workers mention 930 companies as employers, with the top 10 appearing below. In the last 12 months, 268 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	33 	Platinum Supplemental Insuran...	130 
Ministry Health Care, Inc.	24 	Barr-Nunn Transportation, Inc.	98 
Lac Du Flambeau Band of Lake...	17 	Tutree, Inc.	93 
Lake of The Torches Econ Dev ...	15 	Roehl Transport, Inc.	87 
Peter Christensen	14 	C.R. England, Inc.	70 
Marshfield Clinic	12 	Heartland Express, Inc.	50 
Eliason Realty of The North LLC	11 	United Parcel Service, Inc.	50 
Lac Du Flambeau School District	10 	Shopko Stores Operating Co., L...	39 
Eagle River Memorial Hospital, ...	9 	Westway Transportation Servic...	37 
Great Lakes Inter-Tribal Counci...	9 	J.B. Hunt Transport Services, In...	36 

Business Characteristics - Cont.

Business Size

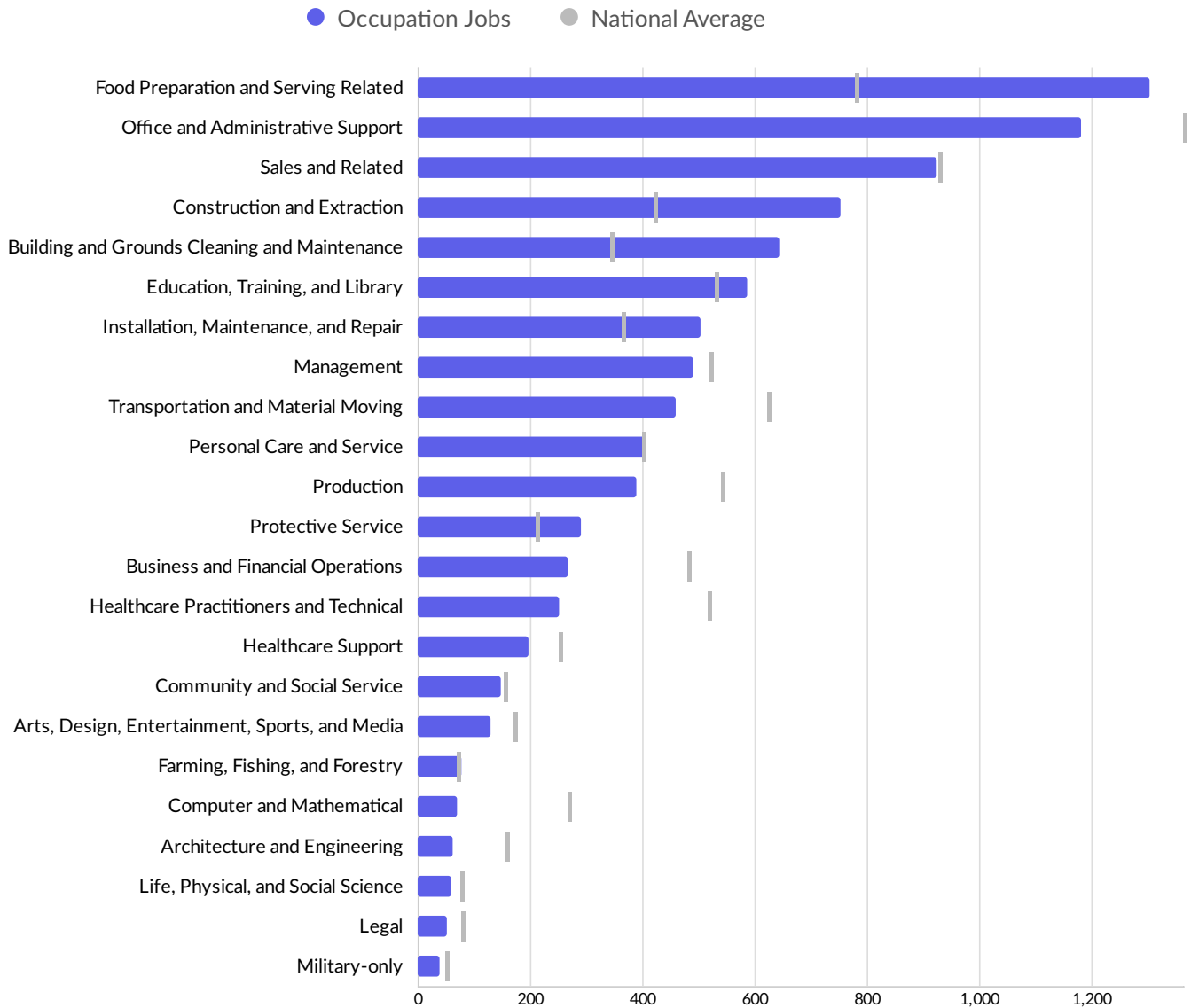


	Percentage	Business Count
● 1 to 4 employees	39.9%	680
● 5 to 9 employees	26.1%	445
● 10 to 19 employees	19.0%	323
● 20 to 49 employees	12.6%	215
● 50 to 99 employees	1.8%	31
● 100 to 249 employees	0.4%	6
● 250 to 499 employees	0.1%	1
● 500+ employees	0.2%	3

**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



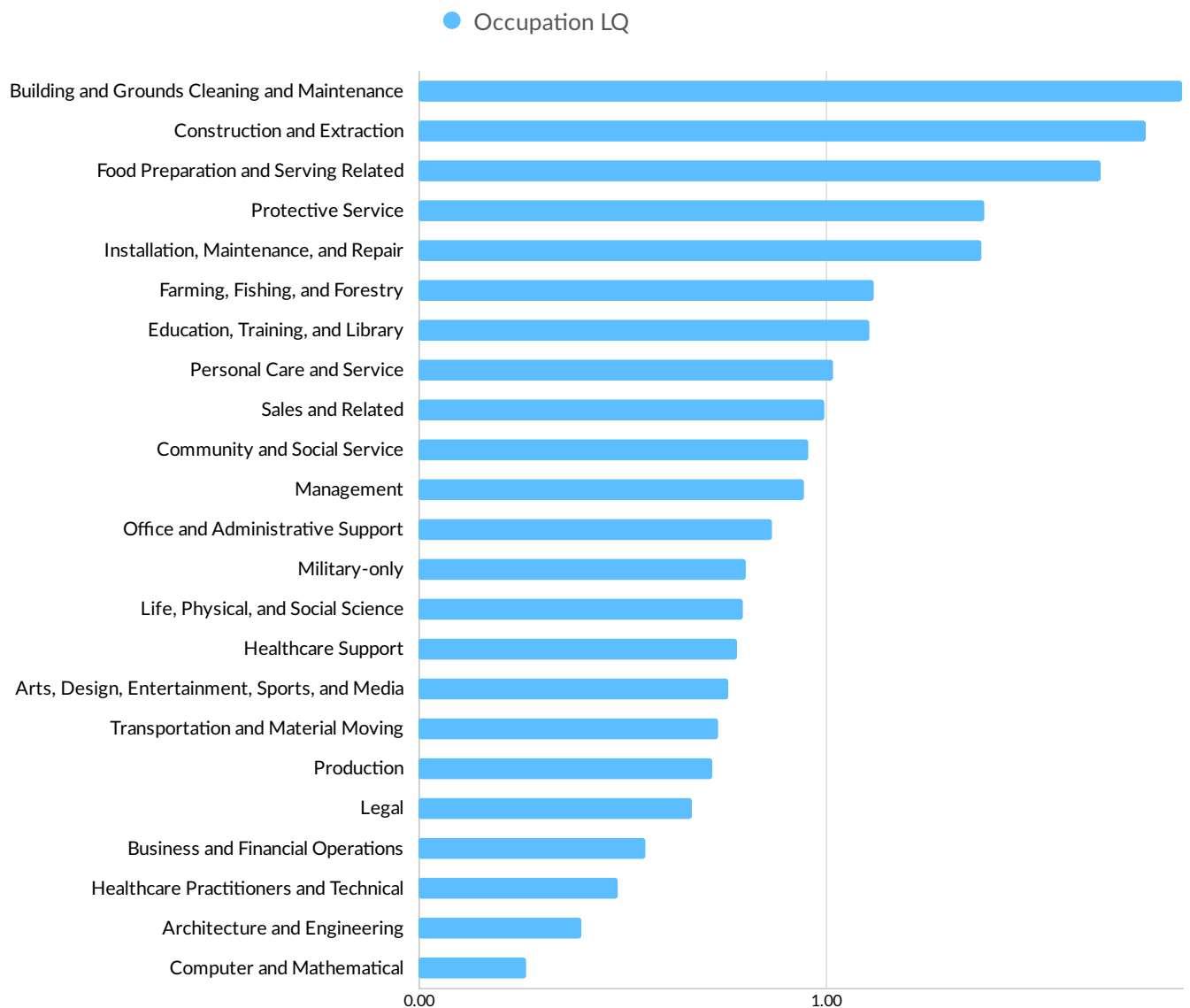
Workforce Characteristics - Cont.

Top Growing Occupations



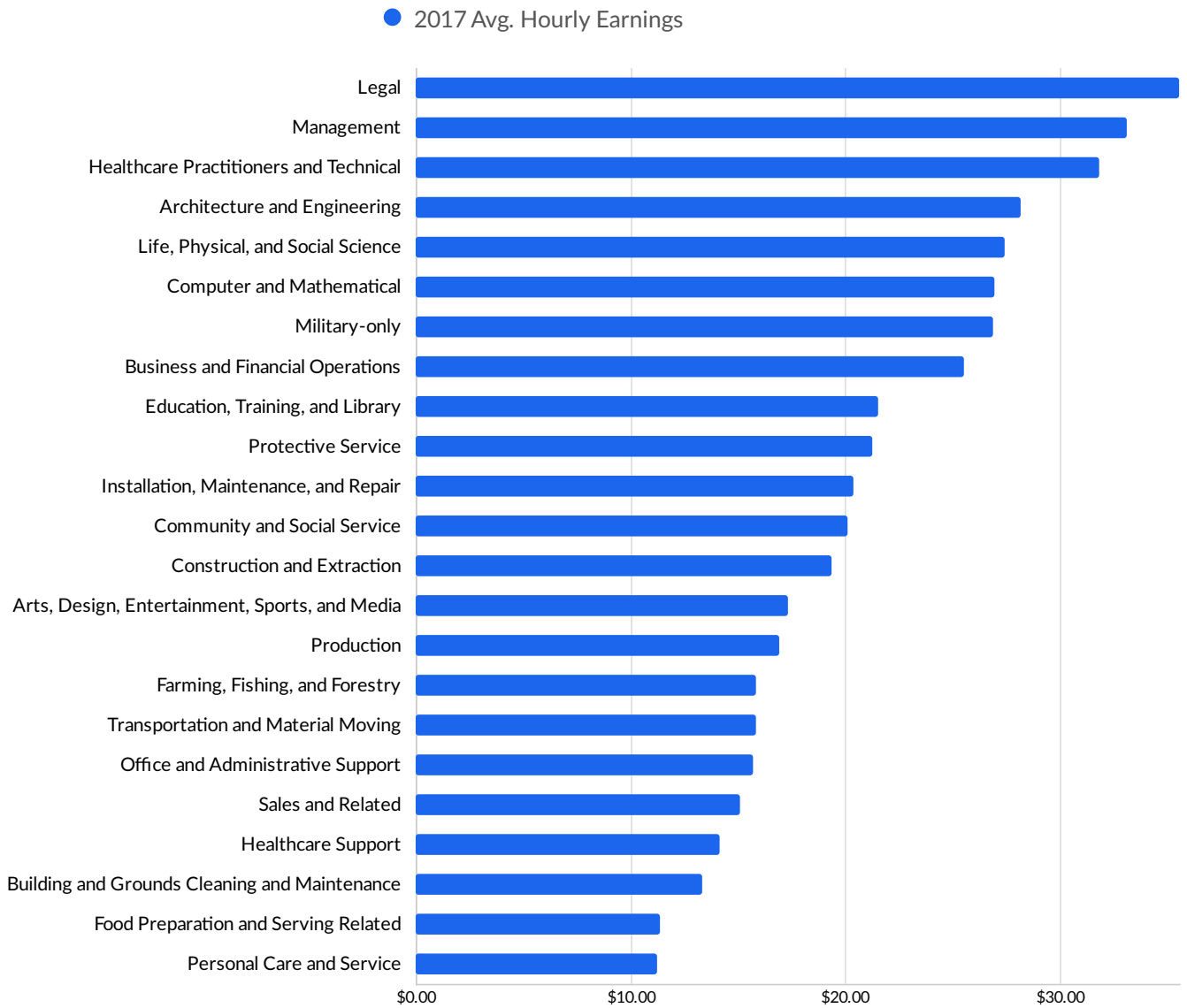
Workforce Characteristics - Cont.

Top Occupation LQ



Workforce Characteristics - Cont.

Top Occupation Earnings



Top Posted Occupations

● Unique Average Monthly Postings

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Food Preparation and Serving Related	1,236	1,304	68	+6%	1.67	\$11.34	19
Office and Administrative Support	1,147	1,182	35	+3%	0.87	\$15.71	22
Sales and Related	843	926	83	+10%	1.00	\$15.07	61
Construction and Extraction	765	754	-11	-1%	1.79	\$19.35	4
Building and Grounds Cleaning and Maintenance	617	644	27	+4%	1.87	\$13.35	10
Education, Training, and Library	554	587	33	+6%	1.11	\$21.56	24
Installation, Maintenance, and Repair	471	504	33	+7%	1.38	\$20.34	11
Management	478	490	12	+3%	0.95	\$33.11	8
Transportation and Material Moving	419	460	41	+10%	0.74	\$15.86	120
Personal Care and Service	399	406	7	+2%	1.02	\$11.24	6
Production	378	391	13	+3%	0.72	\$16.90	2
Protective Service	305	292	-13	-4%	1.39	\$21.23	1
Business and Financial Operations	234	267	33	+14%	0.56	\$25.49	1
Healthcare Practitioners and Technical	244	252	8	+3%	0.49	\$31.82	29
Healthcare Support	171	197	26	+15%	0.78	\$14.11	2
Community and Social Service	130	148	18	+14%	0.96	\$20.09	7

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	128	129	1	+1%	0.76	\$17.32	6
Farming, Fishing, and Forestry	64	79	15	+23%	1.12	\$15.86	0
Computer and Mathematical	59	71	12	+20%	0.26	\$26.96	0
Architecture and Engineering	62	62	0	0%	0.40	\$28.17	0
Life, Physical, and Social Science	45	60	15	+33%	0.80	\$27.39	1
Legal	50	52	2	+4%	0.67	\$35.54	0
Military-only	24	39	15	+63%	0.80	\$26.84	0

Educational Pipeline

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