



# 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.

**9,302**

**Jobs (2018)**

Jobs **grew by 481** over the last 5 years and are projected to **grow by 387** over the next 5 years.

**\$42.7K**

**Median Household Income (2017)**

Median household income is **\$14.9K below** the national median household income of \$57.7K.

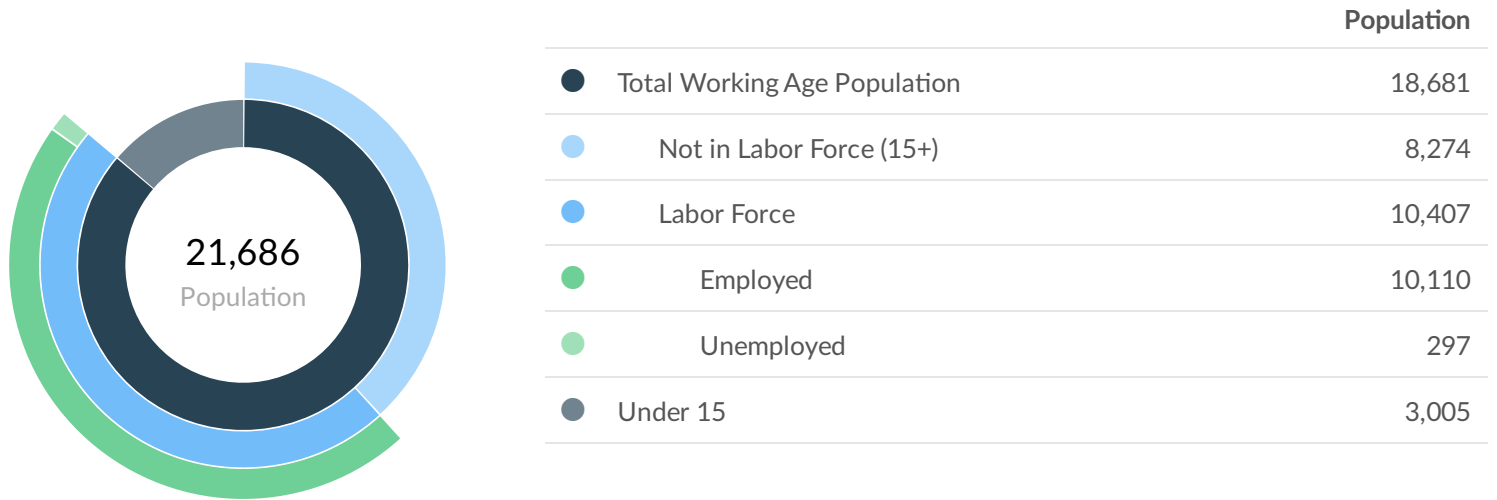
## Takeaways

- 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 5.5%** in Vilas County, WI from 8,820 to **9,302**. This change **fell short of the national growth rate of 7.8% by 2.3%**. As the number of jobs increased, the **labor force participation rate increased from 53.1% to 55.7% 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	10,407	9,302	104.1	\$770.48M	\$1.20B	\$805.91M
NCWRPC	438,224	229,828	226,463	99.6	\$22.05B	\$28.00B	\$27.29B
Wisconsin	5,810,713	3,148,851	3,139,957	100.3	\$327.94B	\$290.04B	\$322.18B

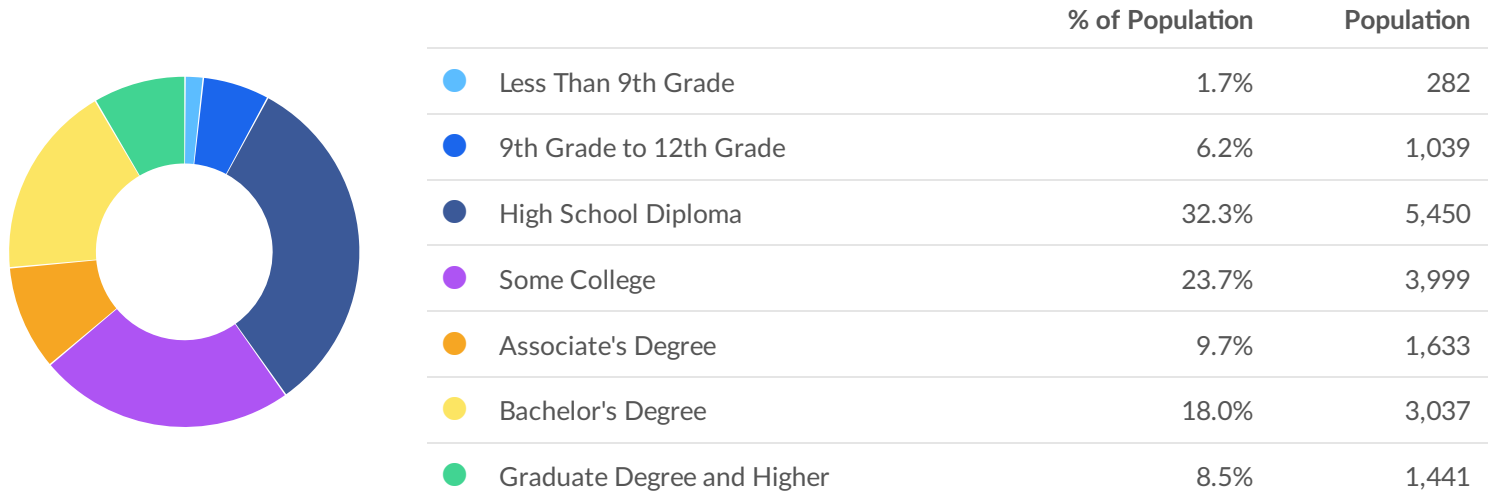
## Economy Overview - Cont.

### 2018 Labor Force Breakdown



### Educational Attainment

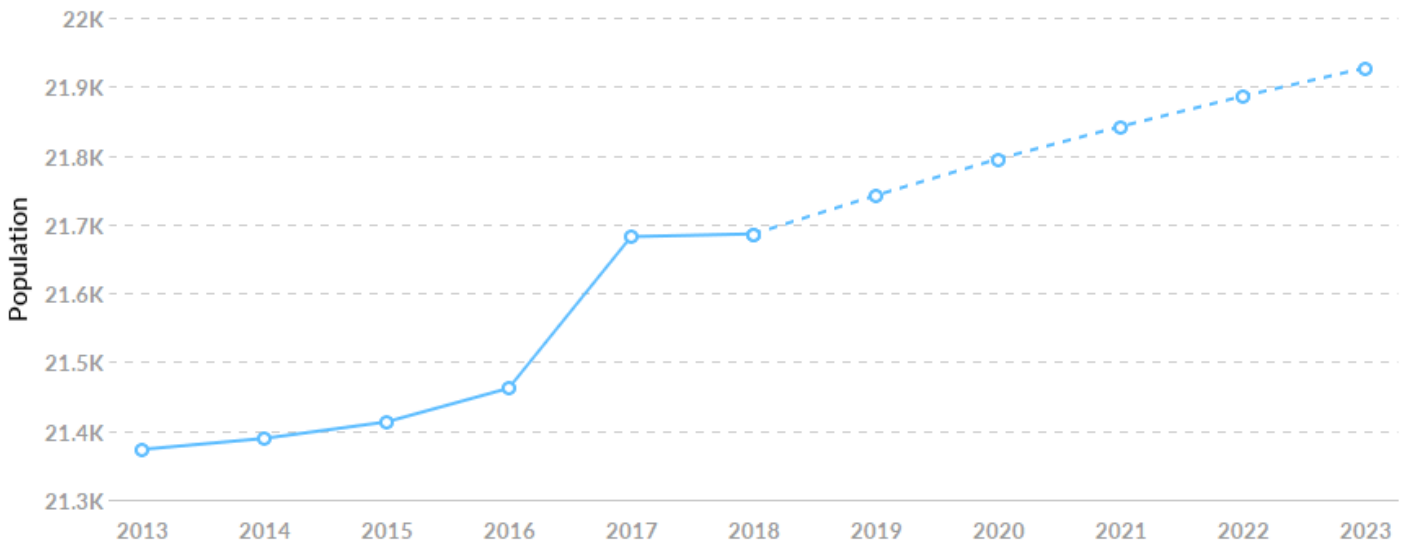
Concerning educational attainment, **18.0% of Vilas County, WI residents possess a Bachelor's Degree** (0.6% below the national average), and **9.7% hold an Associate's Degree** (1.7% above the national average).



# 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.

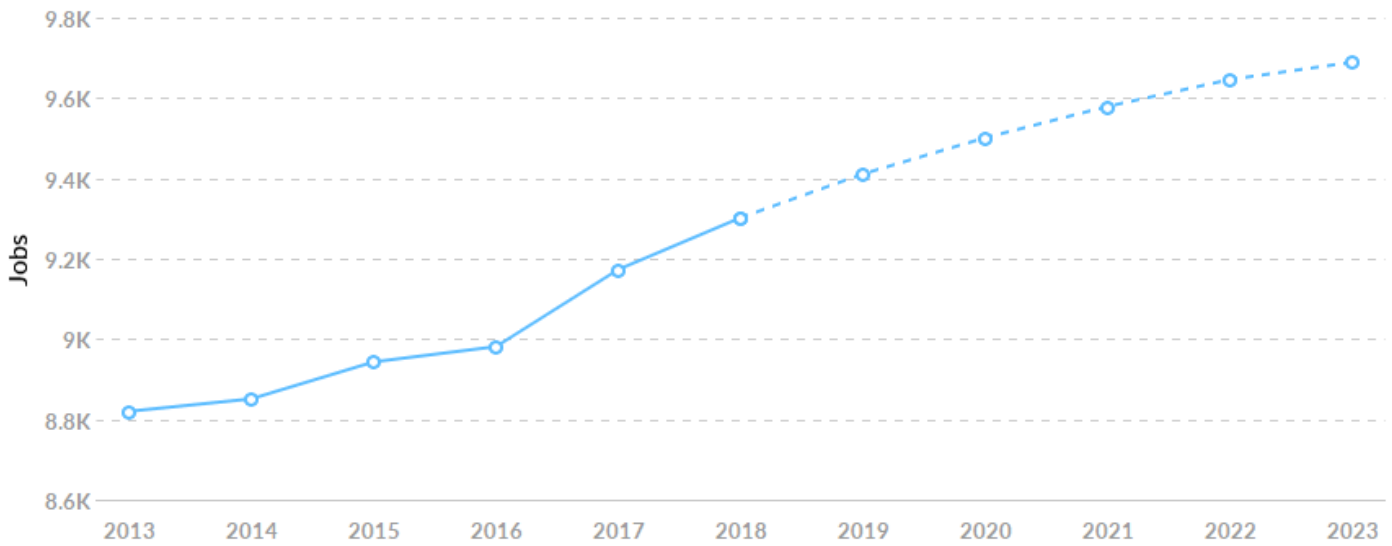


Timeframe	Population
2013	21,373
2014	21,389
2015	21,413
2016	21,462
2017	21,682
2018	21,686
2019	21,742
2020	21,795
2021	21,842
2022	21,886
2023	21,927

# Historic & Projected Trends - Cont.

## Job Trends

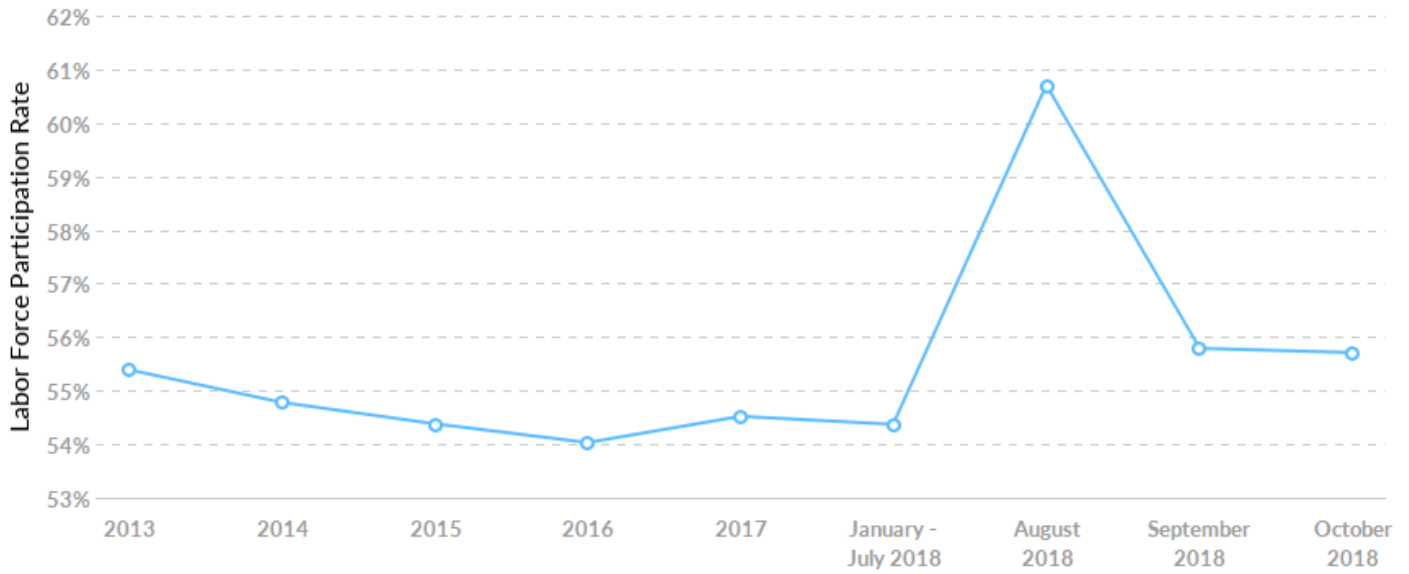
From 2013 to 2018, jobs increased by 5.5% in Vilas County, WI from 8,820 to 9,302. This change fell short of the national growth rate of 7.8% by 2.3%.



Timeframe	Jobs
2013	8,820
2014	8,851
2015	8,943
2016	8,981
2017	9,173
2018	9,302
2019	9,411
2020	9,501
2021	9,579
2022	9,646
2023	9,689

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

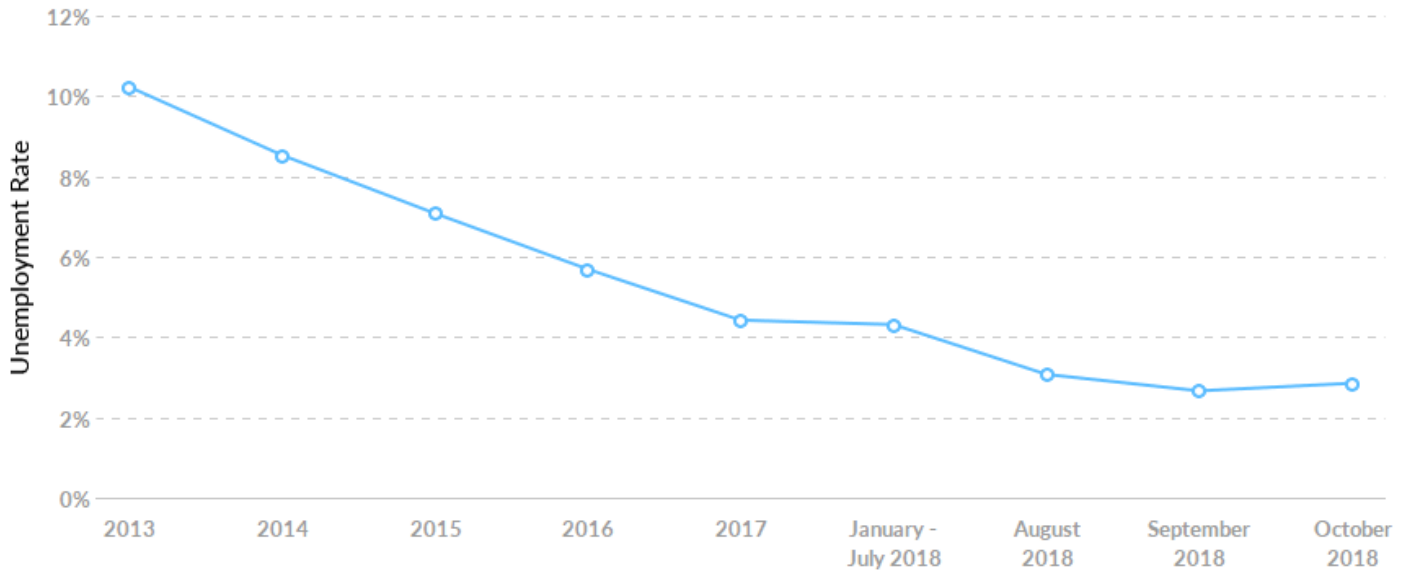


Timeframe	Labor Force Participation Rate
2013	55.39%
2014	54.78%
2015	54.38%
2016	54.03%
2017	54.52%
January - July 2018	54.37%
August 2018	60.69%
September 2018	55.79%
October 2018	55.71%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

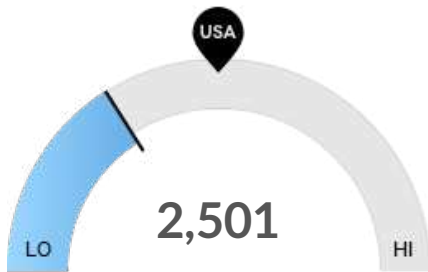
Vilas County, WI had an October 2018 unemployment rate of 2.85%, **decreasing from 10.23%** 5 years before.



Timeframe	Unemployment Rate
2013	10.23%
2014	8.53%
2015	7.08%
2016	5.69%
2017	4.42%
January - July 2018	4.31%
August 2018	3.07%
September 2018	2.66%
October 2018	2.85%

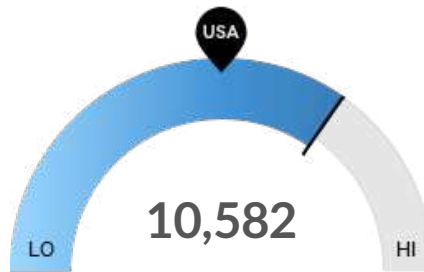


## Population Characteristics



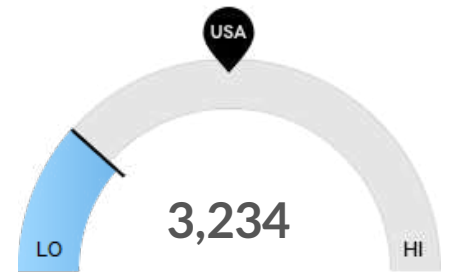
**Millennials**

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



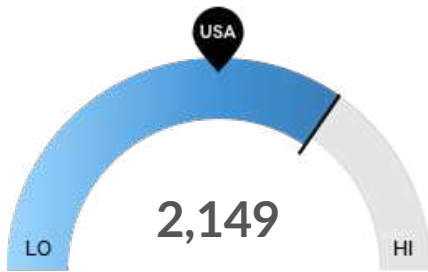
**Retiring Soon**

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.



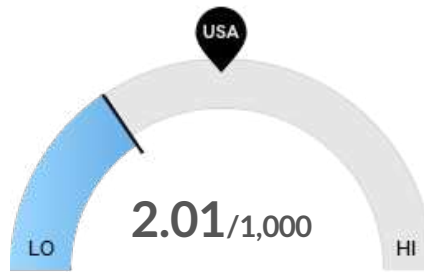
**Racial Diversity**

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.



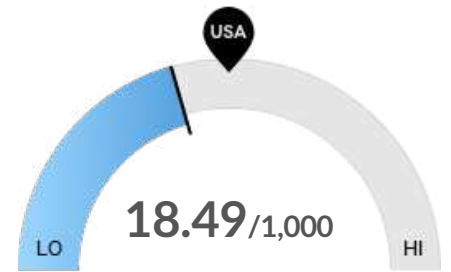
**Veterans**

Vilas County, WI has 2,149 veterans. The national average for an area this size is 1,261.



**Violent Crime**

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



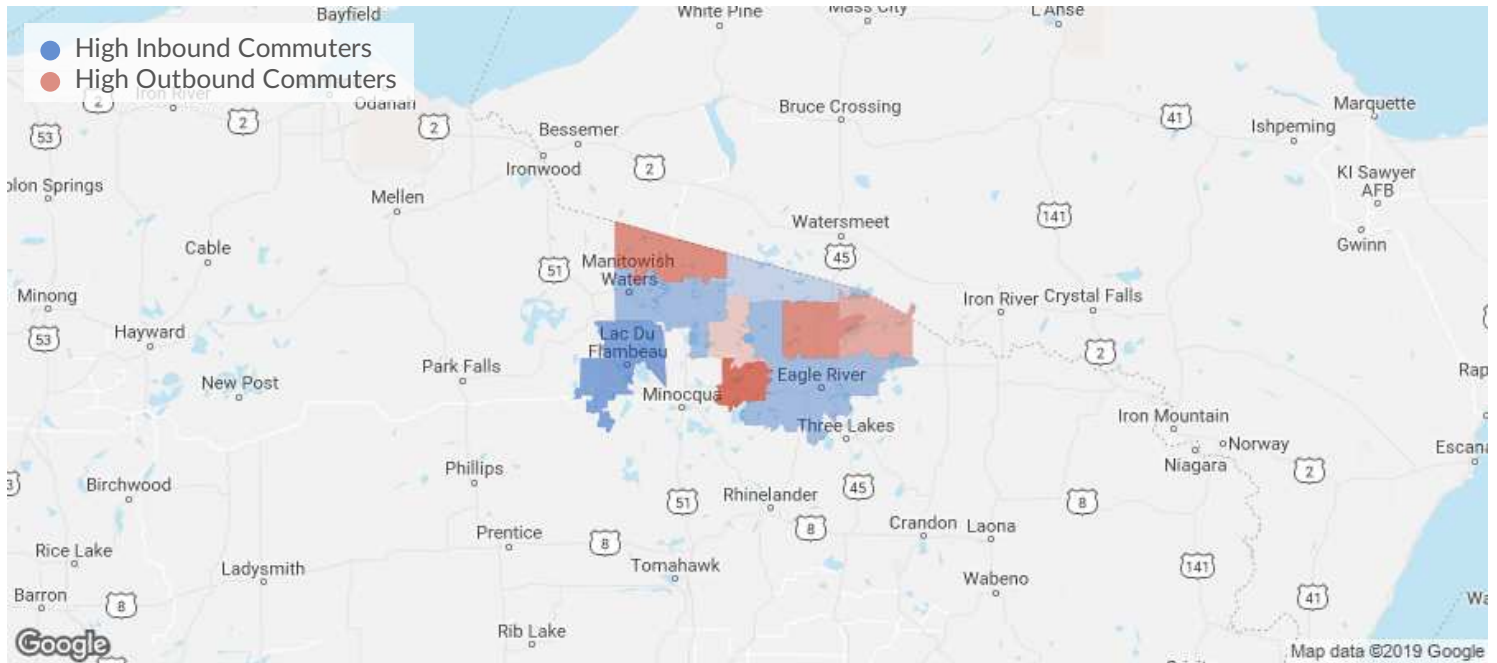
**Property Crime**

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

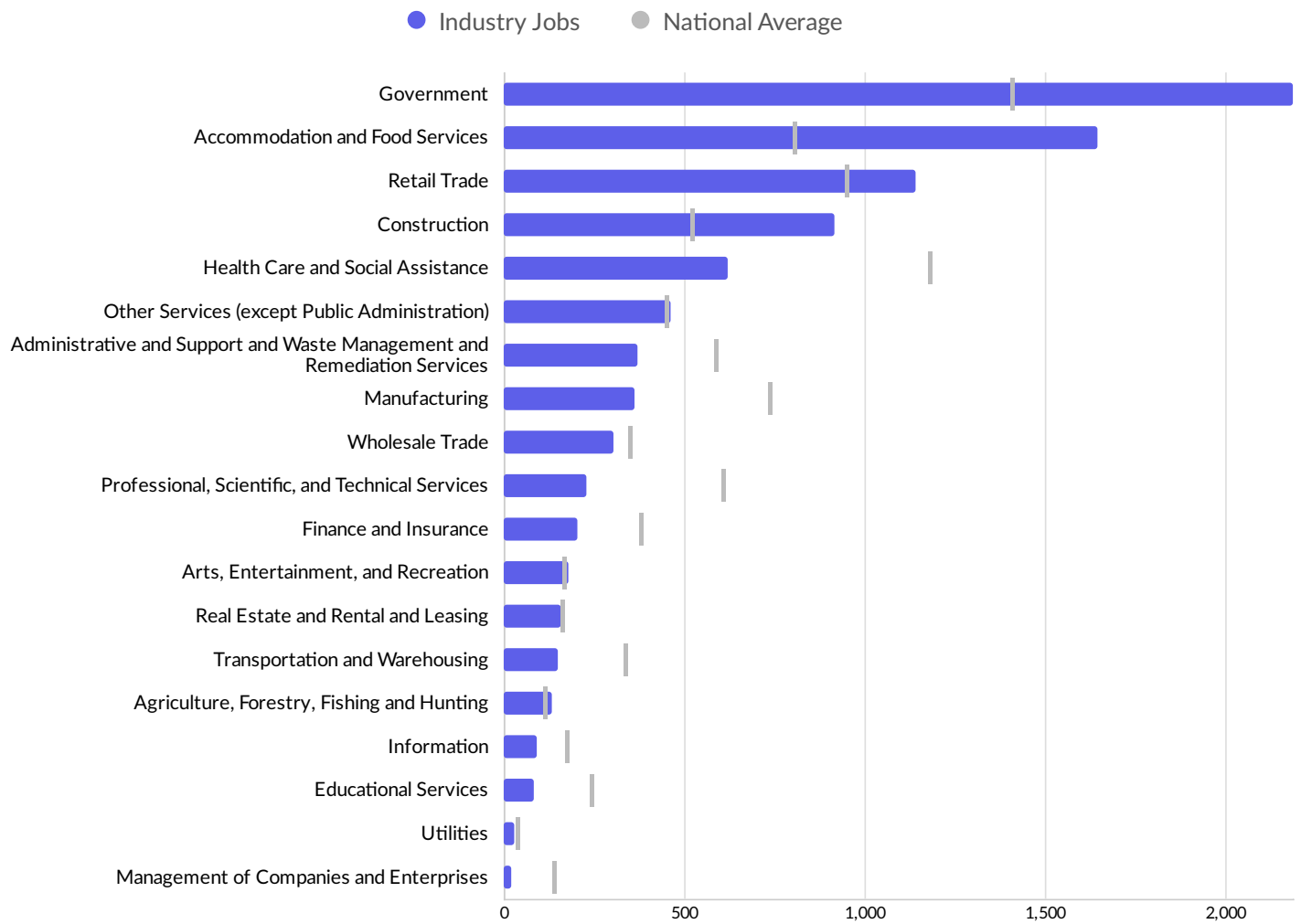
ZIP	Name	2018 Employment
54521	Eagle River, WI (in Vilas...	4,527
54538	Lac Du Flambeau, WI (...	1,003
54558	Saint Germain, WI (in V...	738
54545	Manitowish Waters, W...	630
54540	Land O Lakes, WI (in V...	585

### Where Talent Lives

ZIP	Name	2018 Workers
54521	Eagle River, WI (in Vilas...	4,491
54558	Saint Germain, WI (in V...	1,248
54538	Lac Du Flambeau, WI (...	806
54519	Conover, WI (in Vilas c...	654
54554	Phelps, WI (in Vilas cou...	630

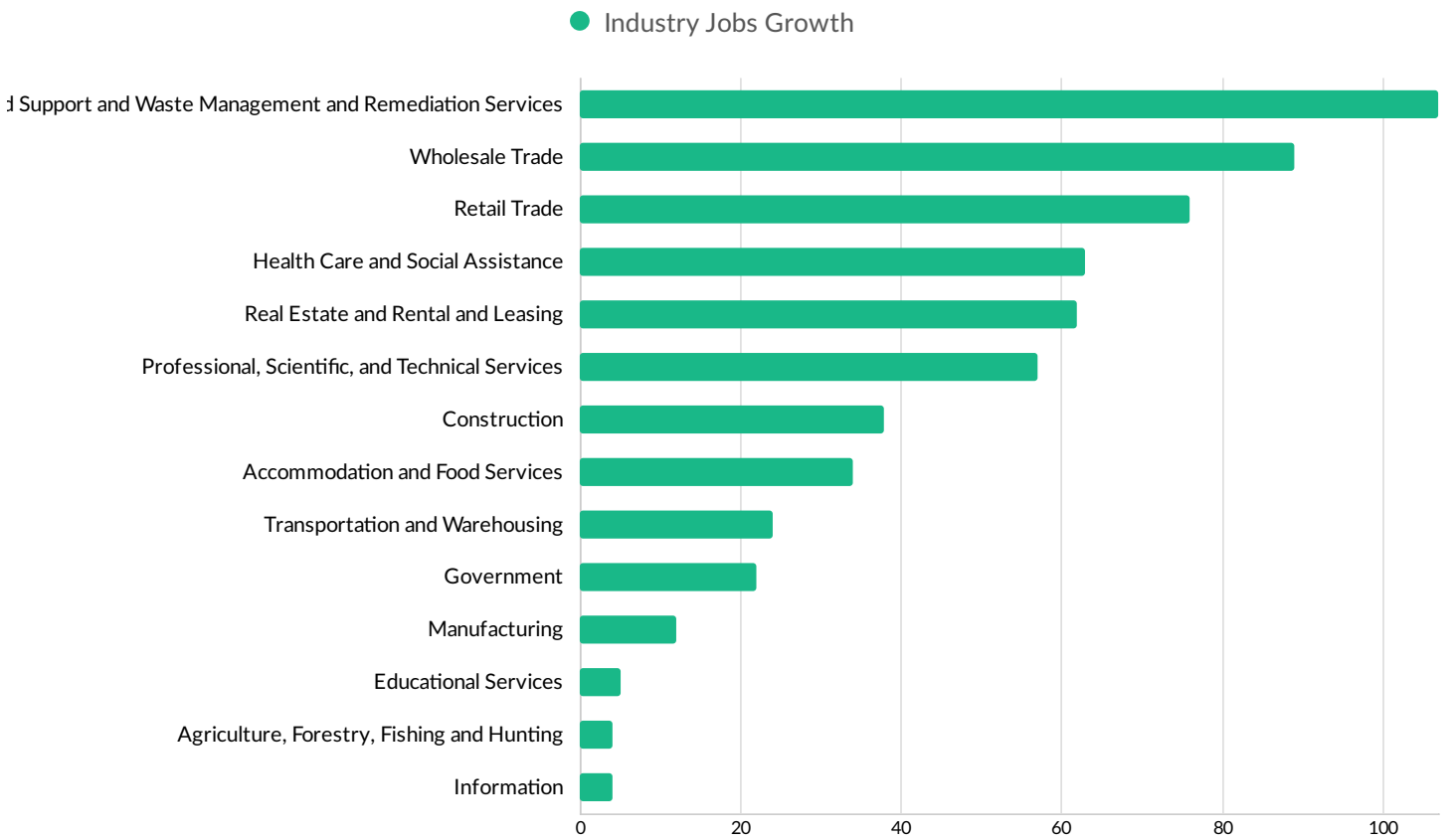
# Industry Characteristics

## Largest Industries



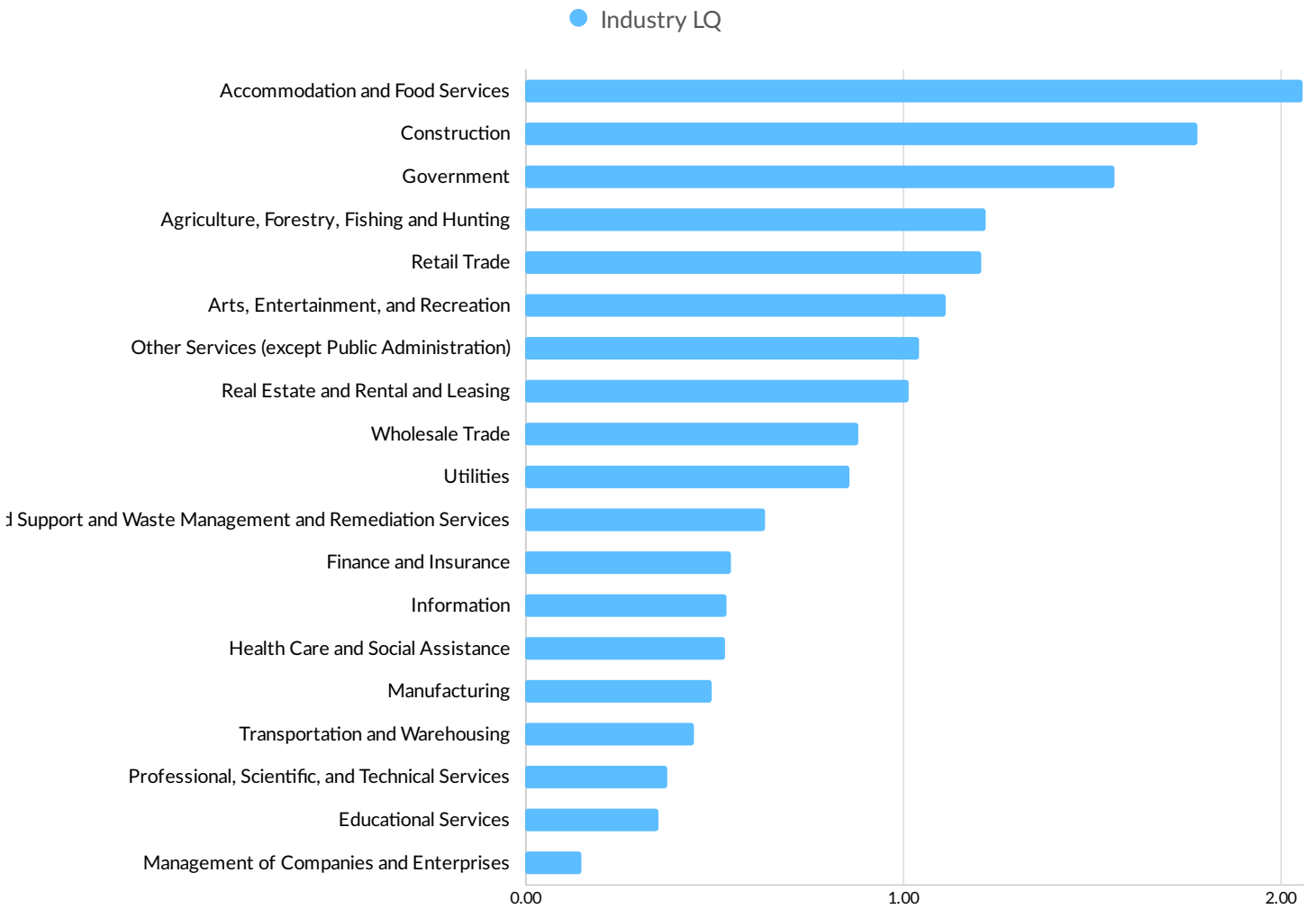
## Industry Characteristics - Cont.

### Top Growing Industries



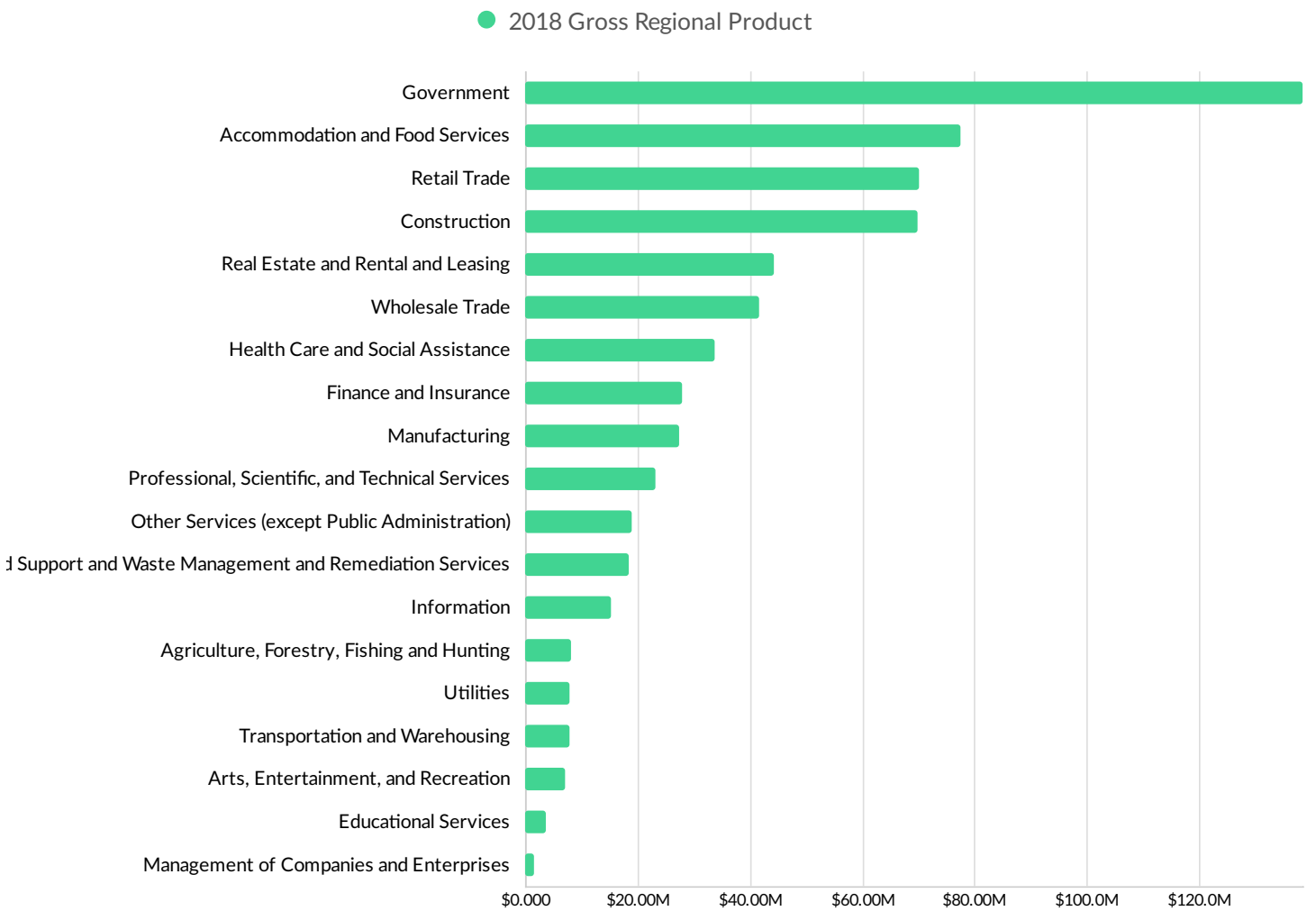
## Industry Characteristics - Cont.

### Top Industry LQ



## Industry Characteristics - Cont.

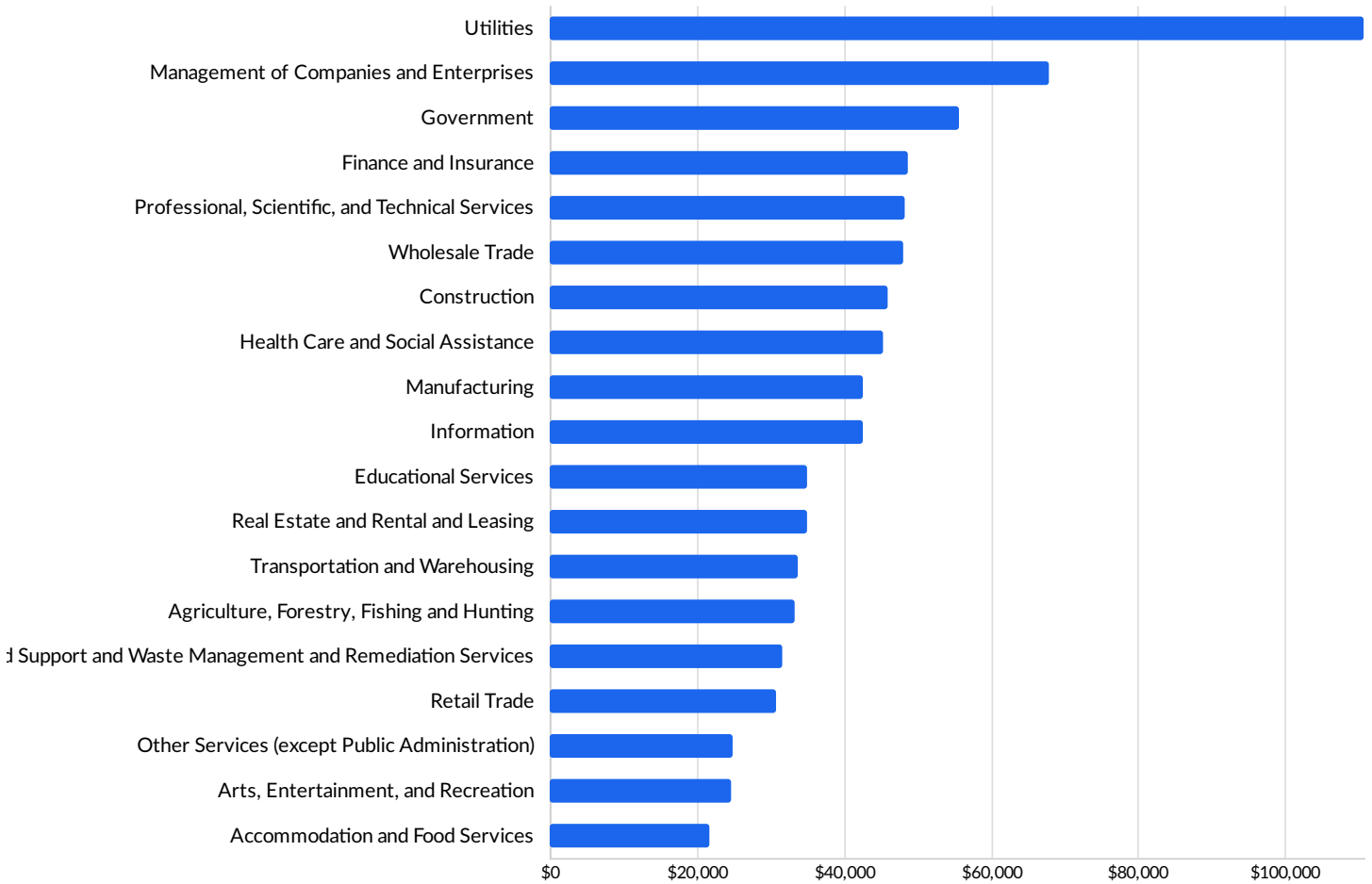
### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings

● 2018 Earnings Per Worker



## Industry Characteristics - Cont.





















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Government	2,164	2,186	22	+1%	1.56	\$55,661	\$138.41M
Accommodation and Food Services	1,611	1,645	34	+2%	2.06	\$21,808	\$77.54M
Retail Trade	1,063	1,139	76	+7%	1.21	\$30,740	\$70.02M
Construction	880	918	38	+4%	1.78	\$46,042	\$69.82M
Health Care and Social Assistance	559	622	63	+11%	0.53	\$45,405	\$33.80M
Other Services (except Public Administration)	576	462	-114	-20%	1.04	\$24,882	\$18.98M
Administrative and Support and Waste Management and Remediation Services	263	370	107	+41%	0.64	\$31,561	\$18.51M
Manufacturing	350	362	12	+3%	0.49	\$42,653	\$27.33M
Wholesale Trade	216	305	89	+41%	0.88	\$47,971	\$41.76M
Professional, Scientific, and Technical Services	170	227	57	+34%	0.38	\$48,301	\$23.33M
Finance and Insurance	204	204	0	0%	0.54	\$48,621	\$27.91M
Arts, Entertainment, and Recreation	197	179	-18	-9%	1.11	\$24,643	\$7.09M
Real Estate and Rental and Leasing	97	159	62	+64%	1.02	\$34,899	\$44.23M
Transportation and Warehousing	124	148	24	+19%	0.45	\$33,806	\$7.85M
Agriculture, Forestry, Fishing and Hunting	130	134	4	+3%	1.22	\$33,265	\$8.11M
Information	87	91	4	+5%	0.53	\$42,488	\$15.36M
Educational Services	79	84	5	+6%	0.35	\$35,000	\$3.68M
Utilities	32	28	-4	-13%	0.86	\$110,698	\$7.97M
Management of Companies and Enterprises	19	19	0	0%	0.15	\$67,815	\$1.48M



# Business Characteristics

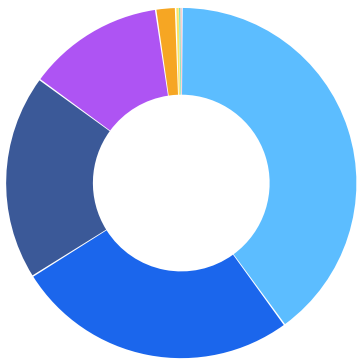
## 930 Companies Employ Your Workers

Online profiles for your workers mention 930 companies as employers, with the top 10 appearing below. In the last 12 months, 341 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 	Roehl Transport, Inc.	102 
Ministry Health Care, Inc.	24 	Tutree, Inc.	100 
Lac Du Flambeau Band of Lake...	17 	C.R. England, Inc.	93 
Lake of The Torches Econ Dev ...	15 	Platinum Supplemental Insuran...	77 
Peter Christensen	14 	Barr-Nunn Transportation, Inc.	75 
Marshfield Clinic	12 	J.B. Hunt Transport Services, In...	54 
Eliason Realty of The North LLC	11 	Pizza Hut, Inc.	49 
Lac Du Flambeau School District	10 	Shopko Stores Operating Co., L...	46 
Eagle River Memorial Hospital, ...	9 	Heartland Express, Inc.	39 
Great Lakes Inter-Tribal Counci...	9 	Dollar General Corporation	37 

## Business Characteristics - Cont.

### Business Size

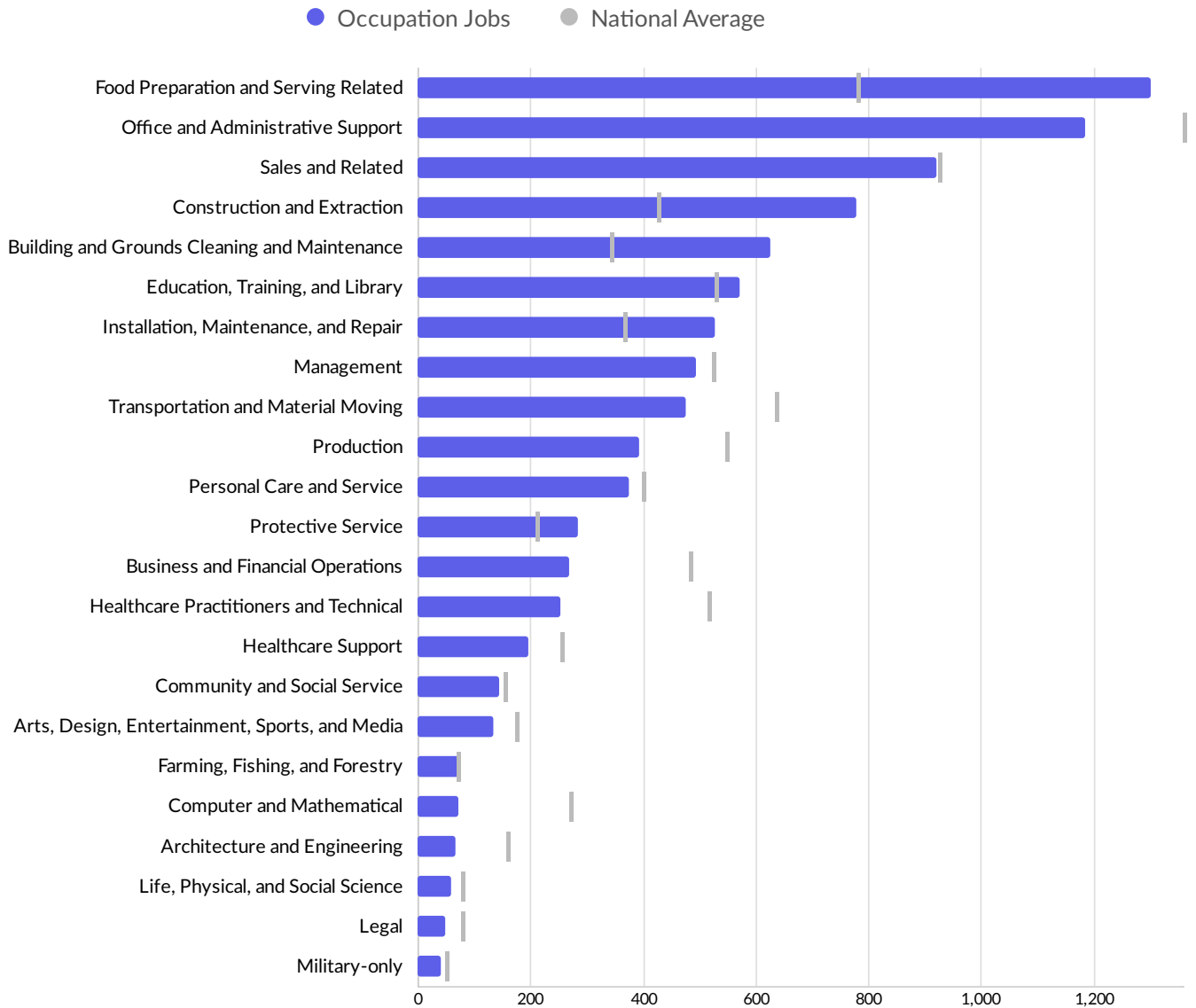


	Percentage	Business Count
● 1 to 4 employees	39.9%	680
● 5 to 9 employees	26.1%	445
● 10 to 19 employees	19.0%	323
● 20 to 49 employees	12.6%	215
● 50 to 99 employees	1.8%	31
● 100 to 249 employees	0.4%	6
● 250 to 499 employees	0.1%	1
● 500+ employees	0.2%	3

*\*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.*

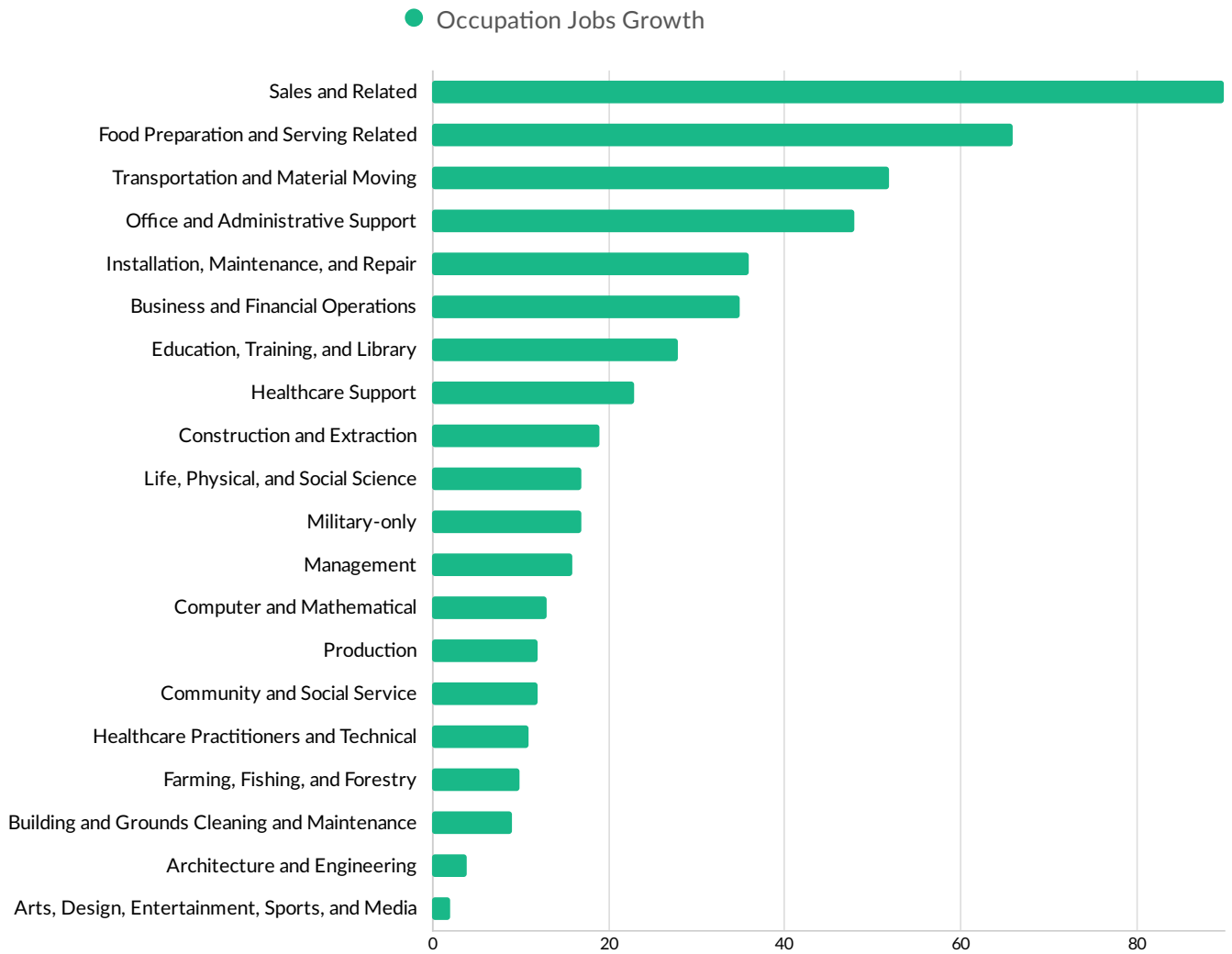
# Workforce Characteristics

## Largest Occupations



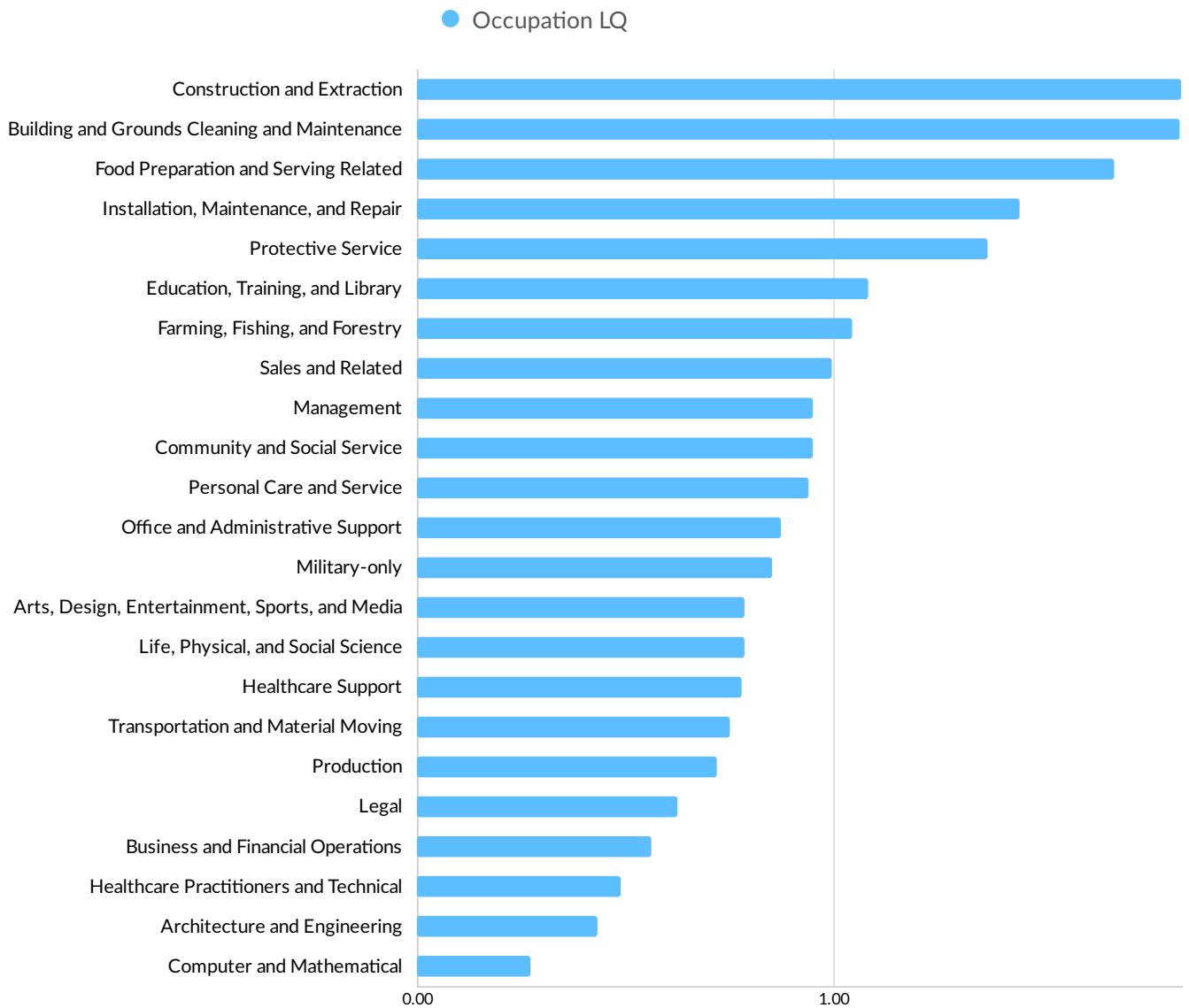
## Workforce Characteristics - Cont.

### Top Growing Occupations



## Workforce Characteristics - Cont.

### Top Occupation LQ



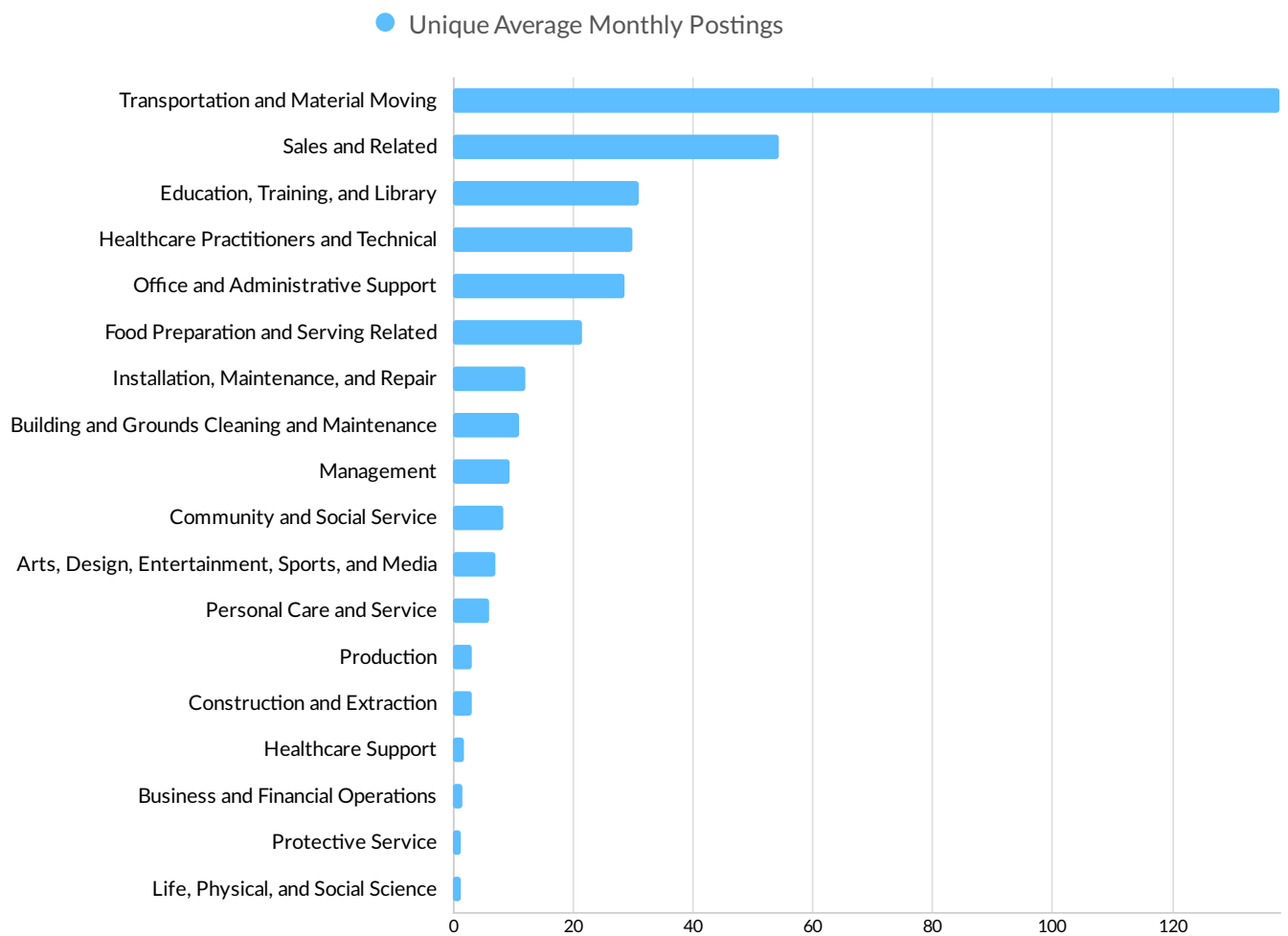
## Workforce Characteristics - Cont.

### Top Occupation Earnings



## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Food Preparation and Serving Related	1,236	1,302	66	+5%	1.67	\$11.28	22
Office and Administrative Support	1,138	1,186	48	+4%	0.87	\$15.75	29
Sales and Related	832	922	90	+11%	1.00	\$15.24	54
Construction and Extraction	760	779	19	+3%	1.84	\$19.67	3
Building and Grounds Cleaning and Maintenance	616	625	9	+1%	1.83	\$13.54	11
Education, Training, and Library	543	571	28	+5%	1.08	\$21.23	31
Installation, Maintenance, and Repair	491	527	36	+7%	1.45	\$20.45	12
Management	479	495	16	+3%	0.95	\$33.83	9
Transportation and Material Moving	423	475	52	+12%	0.75	\$16.31	138
Production	380	392	12	+3%	0.72	\$17.25	3
Personal Care and Service	397	375	-22	-6%	0.94	\$11.59	6
Protective Service	301	286	-15	-5%	1.37	\$21.59	1
Business and Financial Operations	235	270	35	+15%	0.56	\$25.66	2
Healthcare Practitioners and Technical	242	253	11	+5%	0.49	\$31.51	30
Healthcare Support	173	196	23	+13%	0.78	\$14.13	2
Community and Social Service	134	146	12	+9%	0.95	\$20.06	8
Arts, Design, Entertainment, Sports, and Media	134	136	2	+1%	0.79	\$20.57	7



## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	64	74	10	+16%	1.05	\$17.21	0
Computer and Mathematical	61	74	13	+21%	0.27	\$27.41	1
Architecture and Engineering	64	68	4	+6%	0.43	\$29.83	1
Life, Physical, and Social Science	43	60	17	+40%	0.79	\$28.97	1
Legal	50	48	-2	-4%	0.62	\$33.56	0
Military-only	24	41	17	+71%	0.85	\$22.77	0

## Educational Pipeline

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