



Vilas County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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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.

9,348

Jobs (2018)

Jobs **grew by 527** over the last 5 years and are projected to **grow by 401** 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.

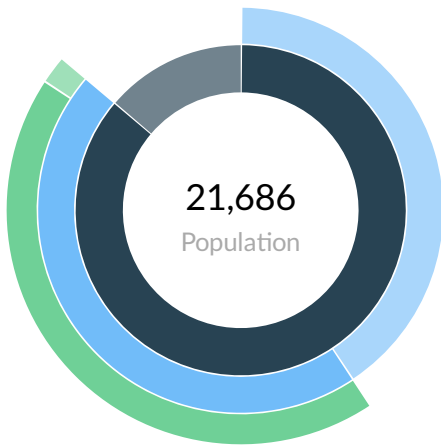
Takeaways

- 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 6.0%** in Vilas County, WI from 8,820 to **9,348**. This change **fell short of the national growth rate of 8.2% by 2.2%**. As the number of jobs increased, the **labor force participation rate decreased from 53.0% to 52.9% 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	9,876	9,348	104.1	\$772.78M	\$1.21B	\$805.38M
NCWRPC	438,224	227,610	226,804	99.6	\$22.05B	\$28.07B	\$27.11B
Wisconsin	5,810,713	3,105,645	3,147,009	100.3	\$327.87B	\$291.36B	\$319.54B

Economy Overview - Cont.

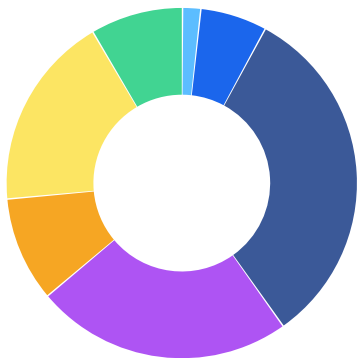
2018 Labor Force Breakdown



	Population
● Total Working Age Population	18,681
● Not in Labor Force (15+)	8,805
● Labor Force	9,876
● Employed	9,452
● Unemployed	424
● 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).

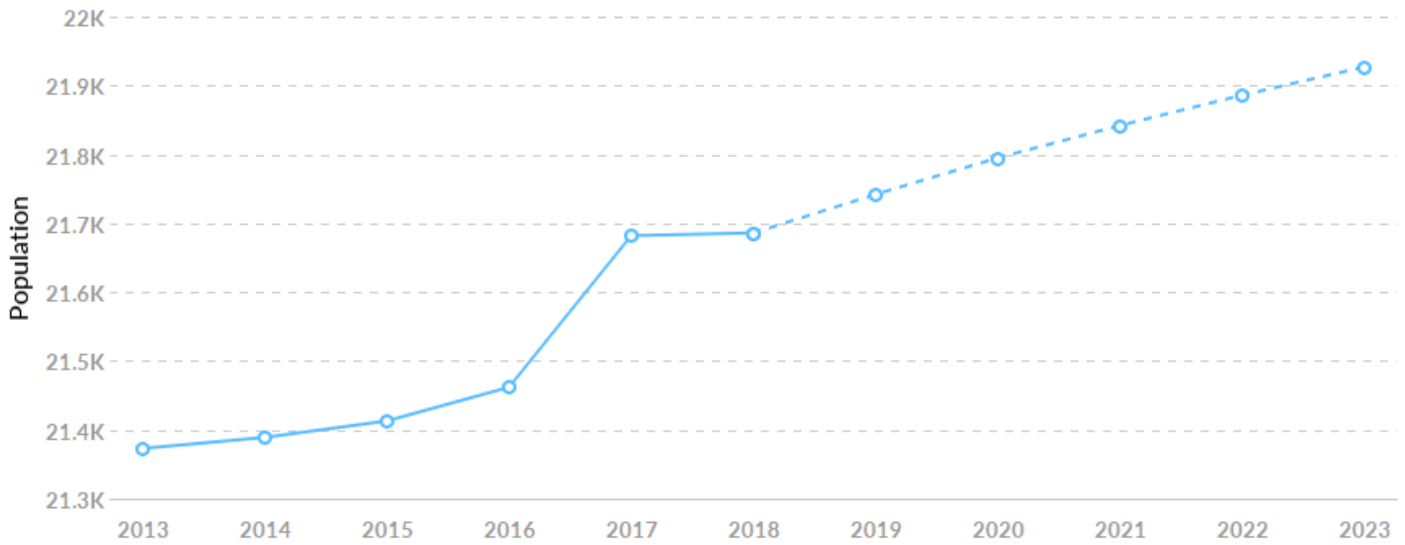


	% of Population	Population
● Less Than 9th Grade	1.7%	282
● 9th Grade to 12th Grade	6.2%	1,039
● High School Diploma	32.3%	5,450
● Some College	23.7%	3,999
● Associate's Degree	9.7%	1,633
● Bachelor's Degree	18.0%	3,037
● Graduate Degree and Higher	8.5%	1,441

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.

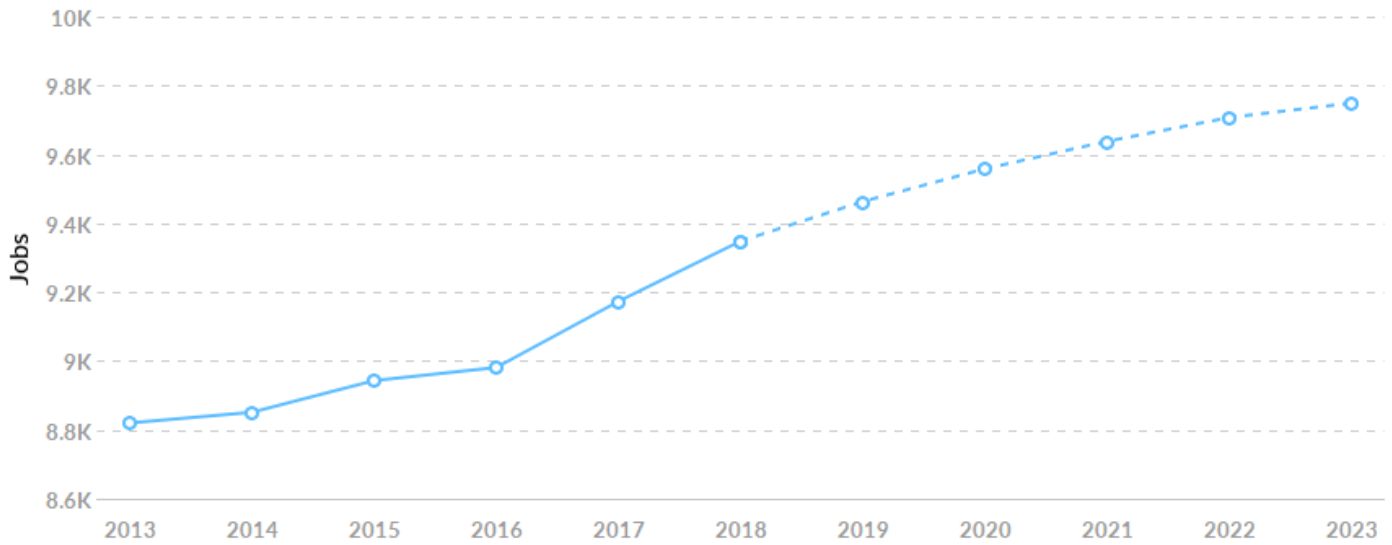


Timeframe	Population
2013	21,373
2014	21,389
2015	21,413
2016	21,462
2017	21,682
2018	21,686
2019	21,742
2020	21,795
2021	21,842
2022	21,886
2023	21,927

Historic & Projected Trends - Cont.

Job Trends

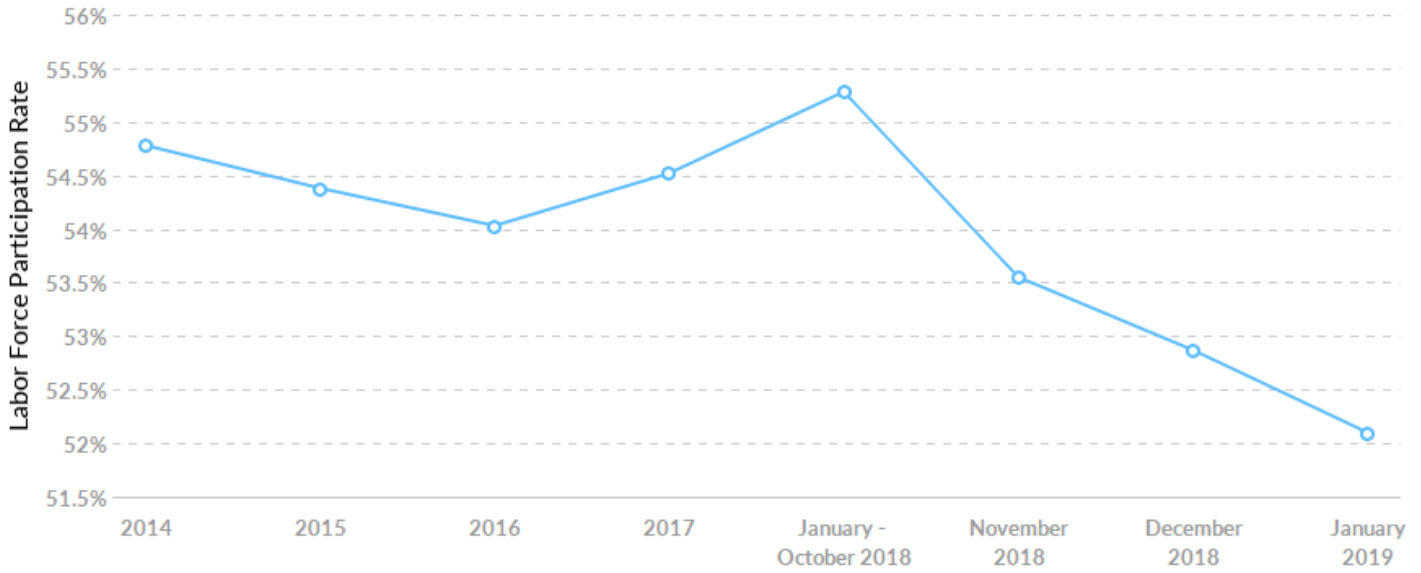
From 2013 to 2018, jobs increased by 6.0% in Vilas County, WI from 8,820 to 9,348. This change fell short of the national growth rate of 8.2% by 2.2%.



Timeframe	Jobs
2013	8,820
2014	8,851
2015	8,943
2016	8,981
2017	9,173
2018	9,348
2019	9,463
2020	9,558
2021	9,638
2022	9,707
2023	9,749

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

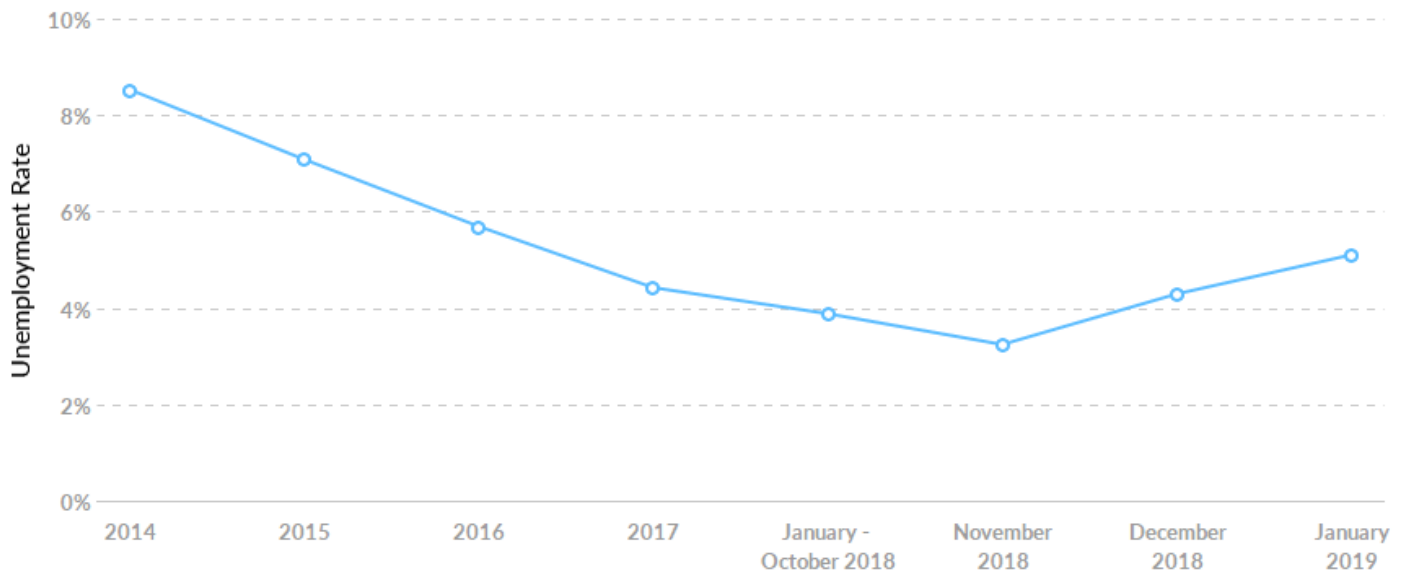


Timeframe	Labor Force Participation Rate
2014	54.78%
2015	54.38%
2016	54.03%
2017	54.52%
January - October 2018	55.28%
November 2018	53.55%
December 2018	52.87%
January 2019	52.10%

Historic & Projected Trends - Cont.

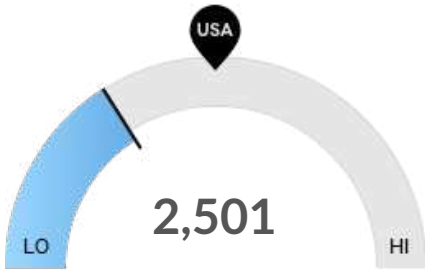
Unemployment Rate Trends

Vilas County, WI had a January 2019 unemployment rate of 5.10%, **decreasing from 8.53%** 5 years before.



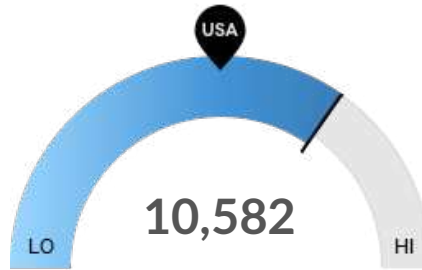
Timeframe	Unemployment Rate
2014	8.53%
2015	7.08%
2016	5.69%
2017	4.42%
January - October 2018	3.88%
November 2018	3.24%
December 2018	4.29%
January 2019	5.10%

Population Characteristics



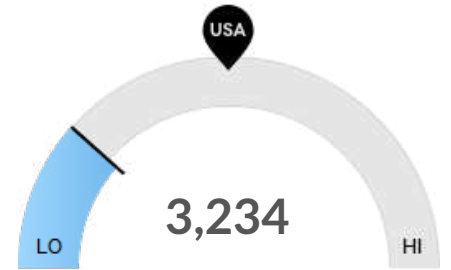
Millennials

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



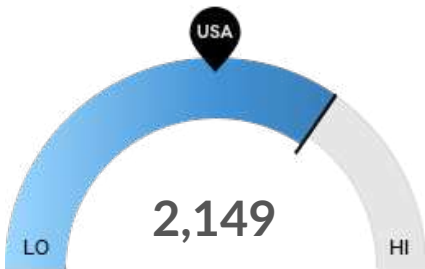
Retiring Soon

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.



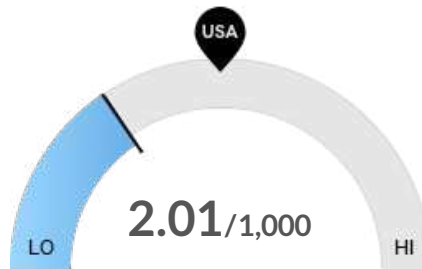
Racial Diversity

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.



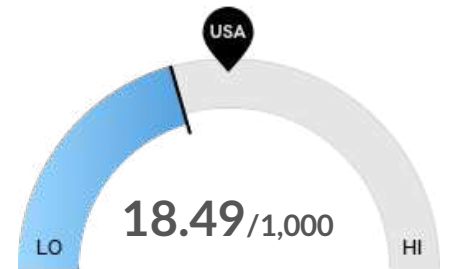
Veterans

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.



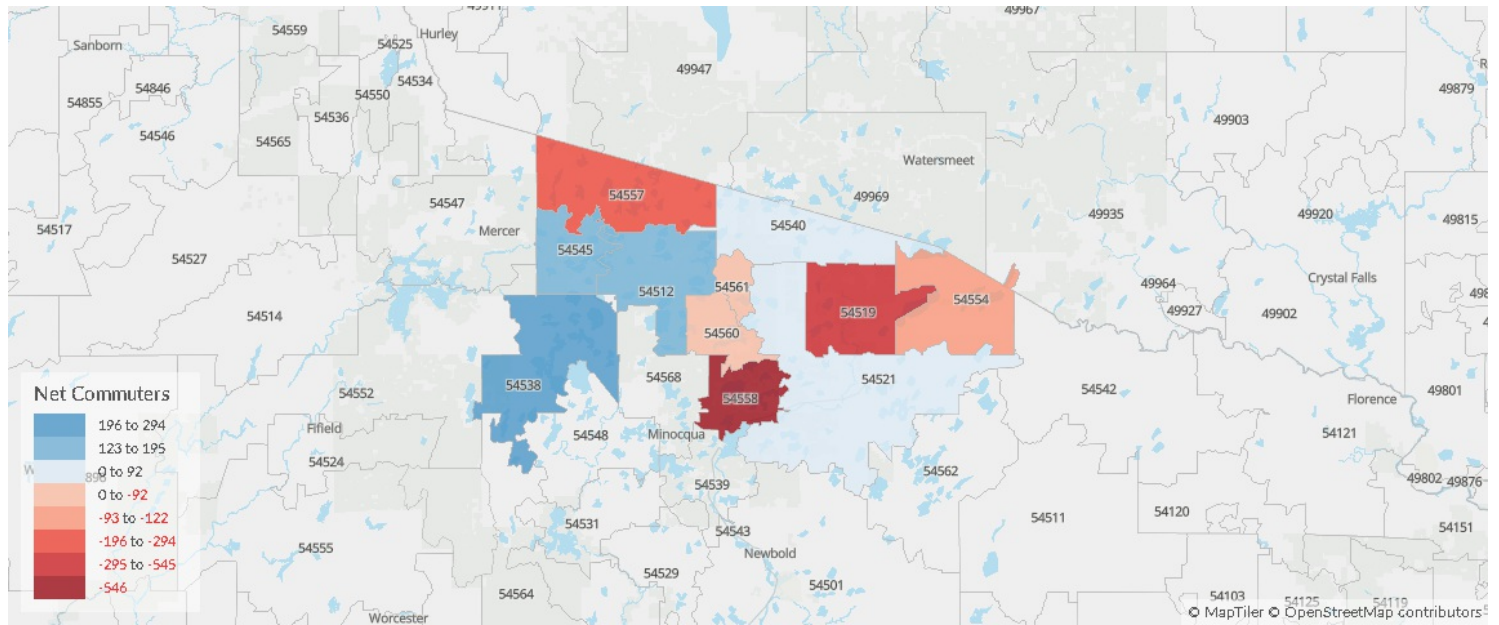
Property Crime

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

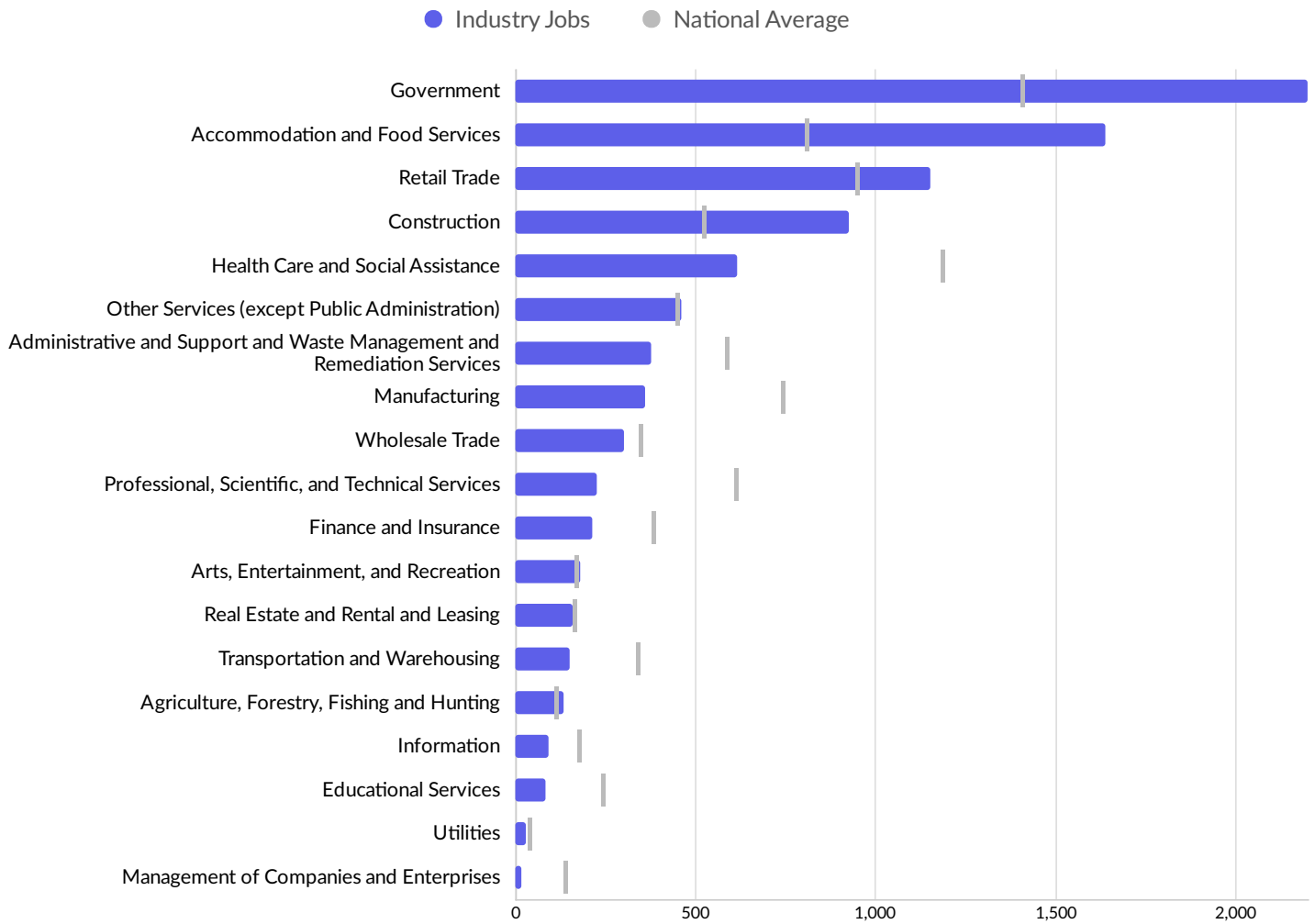
Where Talent Lives

ZIP	Name	2018 Employment
54521	Eagle River, WI (in Vilas...	4,550
54538	Lac Du Flambeau, WI (i...	1,001
54558	Saint Germain, WI (in Vi...	745
54545	Manitowish Waters, WI...	638
54540	Land O Lakes, WI (in Vil...	588

ZIP	Name	2018 Workers
54521	Eagle River, WI (in Vilas...	4,510
54558	Saint Germain, WI (in Vi...	1,291
54538	Lac Du Flambeau, WI (i...	805
54554	Phelps, WI (in Vilas cou...	636
54519	Conover, WI (in Vilas co...	634

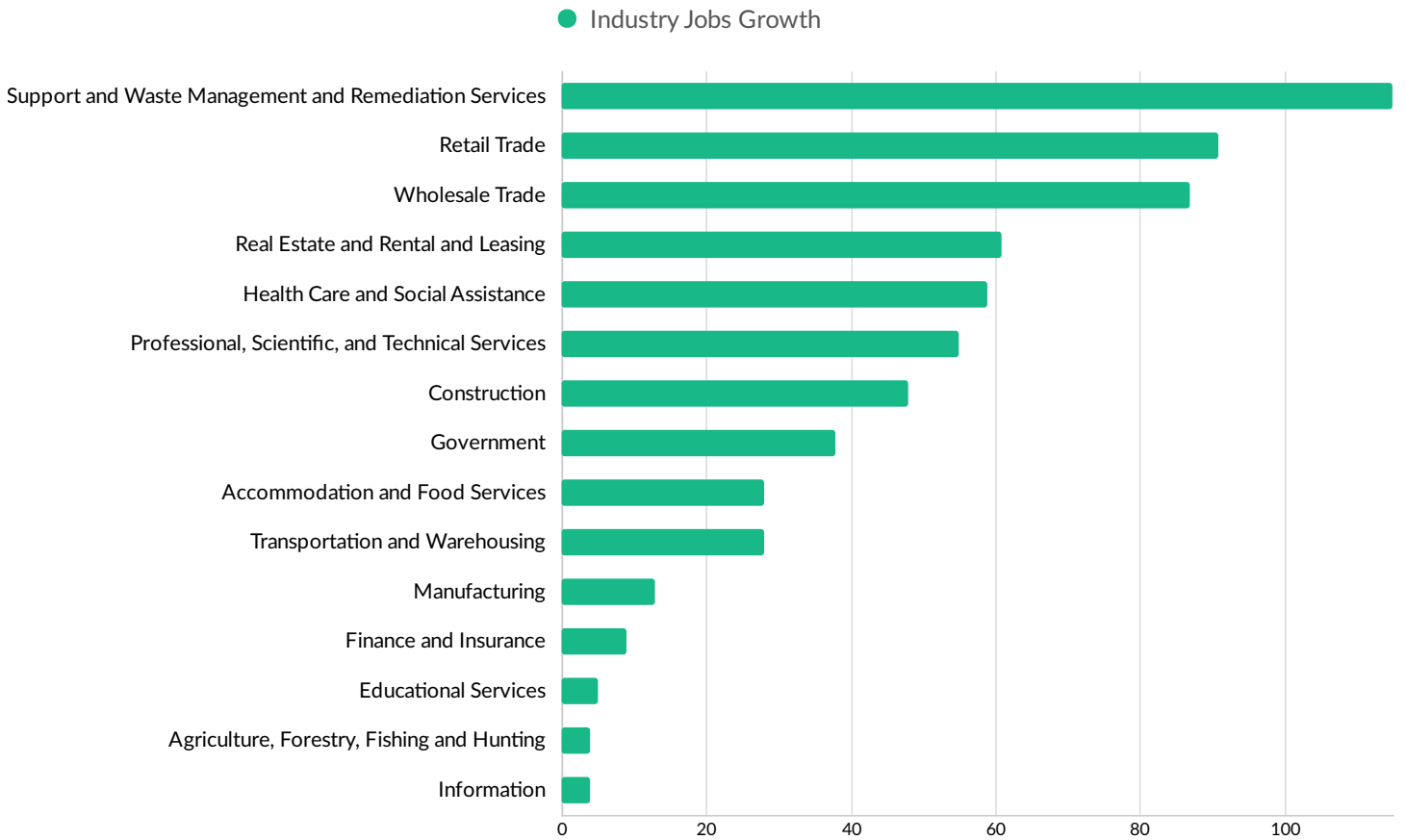
Industry Characteristics

Largest Industries



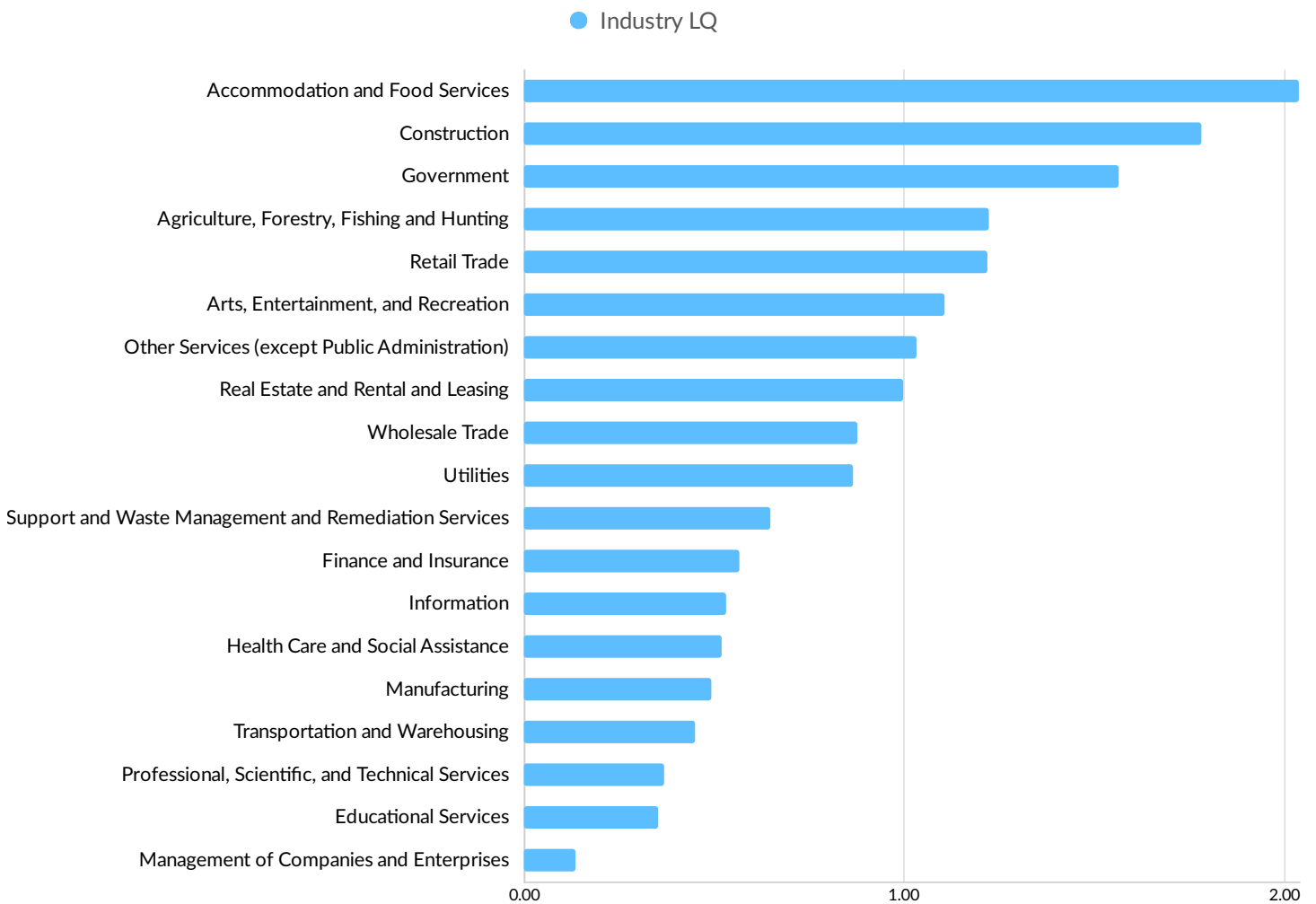
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

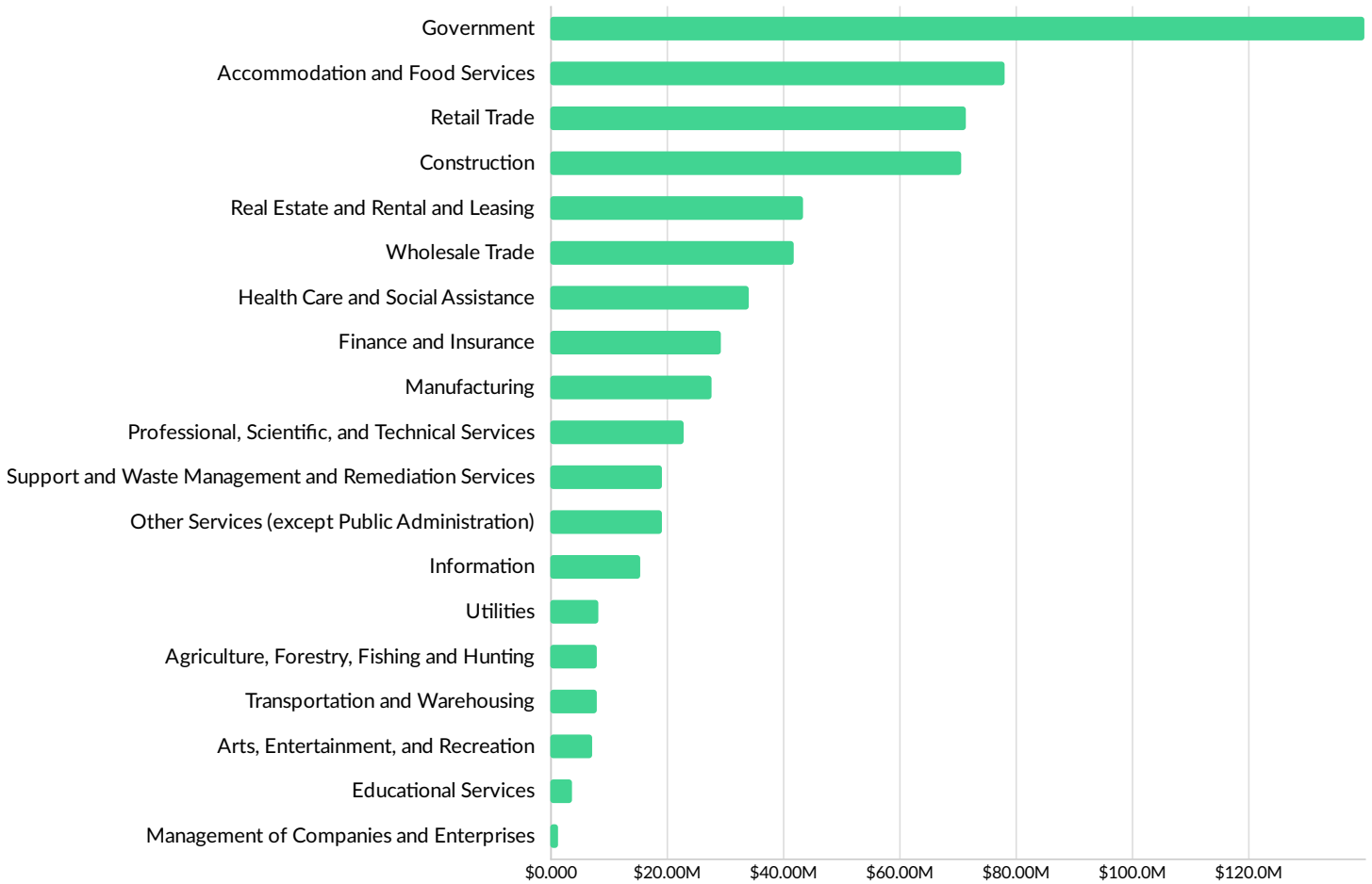
Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP

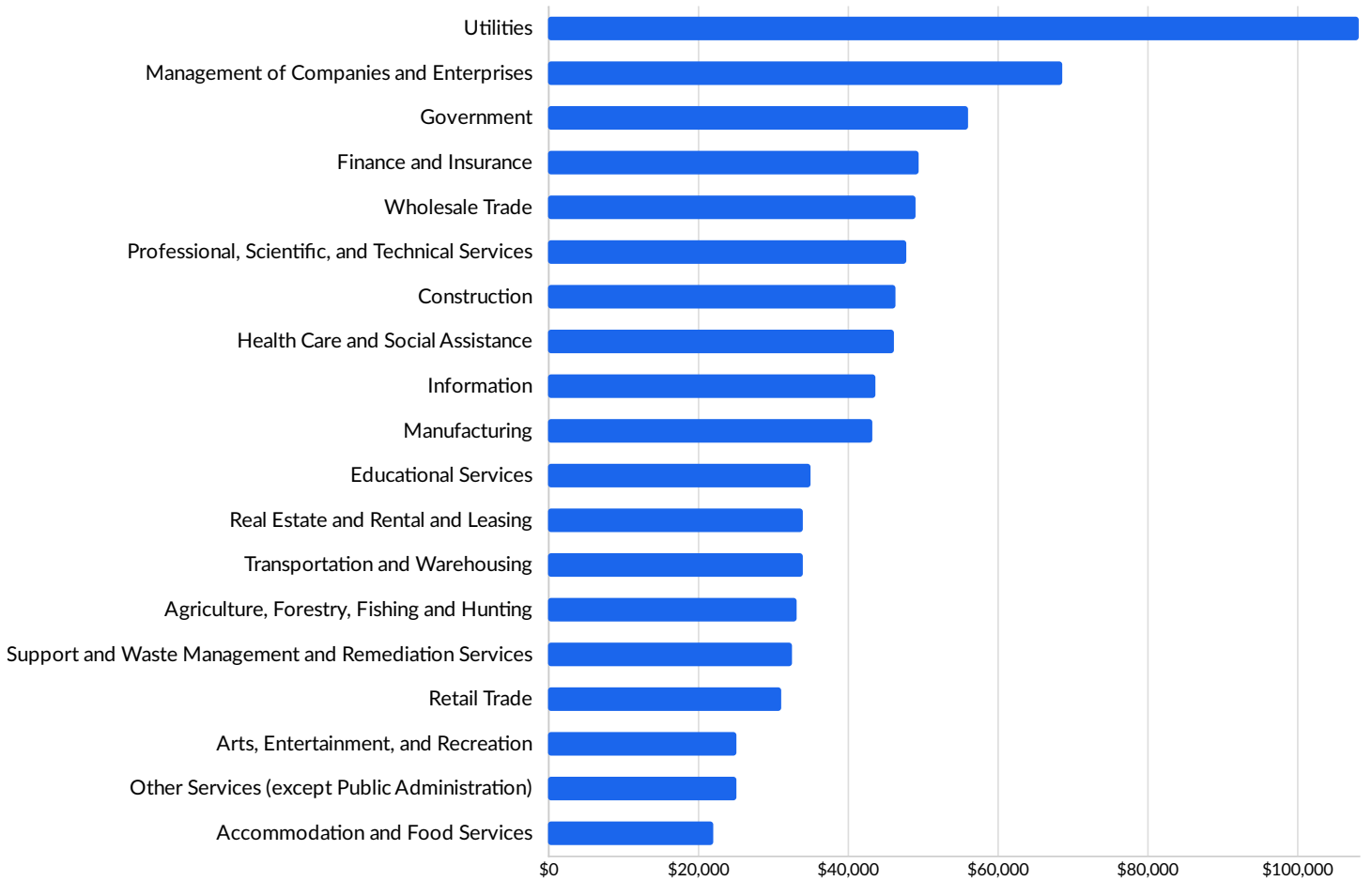
● 2018 Gross Regional Product



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	2,202	38	+2%	1.56	\$56,018	\$139.93M
Accommodation and Food Services	1,611	1,639	28	+2%	2.04	\$22,157	\$78.12M
Retail Trade	1,063	1,154	91	+9%	1.22	\$31,113	\$71.46M
Construction	880	928	48	+5%	1.78	\$46,343	\$70.69M
Health Care and Social Assistance	559	618	59	+11%	0.52	\$46,252	\$34.15M
Other Services (except Public Administration)	576	460	-116	-20%	1.03	\$25,184	\$19.09M
Administrative and Support and Waste Management and Remediation Services	263	378	115	+44%	0.65	\$32,554	\$19.28M
Manufacturing	350	363	13	+4%	0.49	\$43,350	\$27.72M
Wholesale Trade	216	303	87	+40%	0.88	\$49,030	\$41.85M
Professional, Scientific, and Technical Services	170	225	55	+32%	0.37	\$47,849	\$22.82M
Finance and Insurance	204	213	9	+4%	0.57	\$49,527	\$29.23M
Arts, Entertainment, and Recreation	197	180	-17	-9%	1.11	\$25,221	\$7.22M
Real Estate and Rental and Leasing	97	158	61	+63%	1.00	\$34,032	\$43.50M
Transportation and Warehousing	124	152	28	+23%	0.45	\$33,926	\$8.00M
Agriculture, Forestry, Fishing and Hunting	130	134	4	+3%	1.22	\$33,220	\$8.10M
Information	87	91	4	+5%	0.53	\$43,620	\$15.41M
Educational Services	79	84	5	+6%	0.35	\$35,033	\$3.67M
Utilities	32	28	-4	-13%	0.86	\$108,214	\$8.25M
Management of Companies and Enterprises	19	18	-1	-5%	0.14	\$68,731	\$1.42M

Business Characteristics

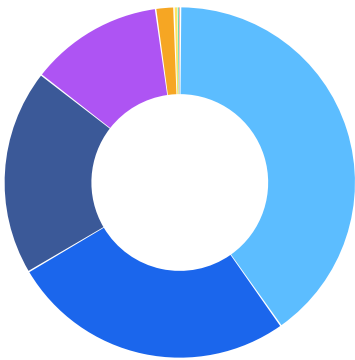
930 Companies Employ Your Workers

Online profiles for your workers mention 930 companies as employers, with the top 10 appearing below. In the last 12 months, 414 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.	129 
Ministry Health Care, Inc.	24 	C.R. England, Inc.	107 
Lac Du Flambeau Band of Lake S...	17 	U. S. Xpress, Inc.	99 
Lake of The Torches Econ Dev C...	15 	Tutree, Inc.	85 
Peter Christensen	14 	Platinum Supplemental Insuranc...	66 
Marshfield Clinic	12 	J.B. Hunt Transport Services, Inc.	60 
Eliason Realty of The North LLC	11 	Barr-Nunn Transportation, Inc.	58 
Lac Du Flambeau School District	10 	Pizza Hut, Inc.	51 
Eagle River Memorial Hospital, I...	9 	Shopko Stores Operating Co., LLC	46 
Great Lakes Inter-Tribal Council,...	9 	Dollar General Corporation	45 

Business Characteristics - Cont.

Business Size

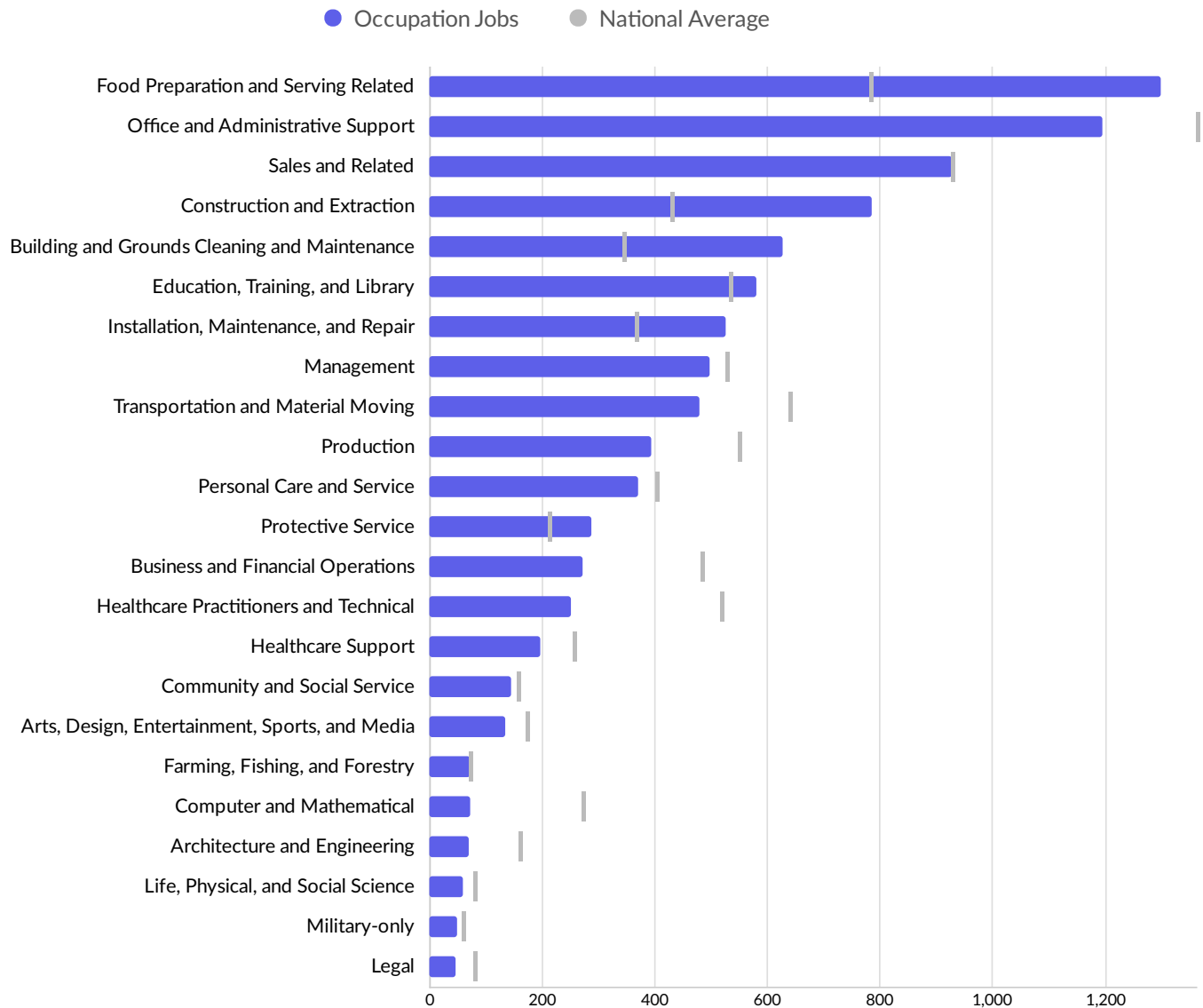


	Percentage	Business Count
1 to 4 employees	40.1%	670
5 to 9 employees	26.3%	439
10 to 19 employees	19.0%	317
20 to 49 employees	12.3%	205
50 to 99 employees	1.7%	28
100 to 249 employees	0.4%	6
250 to 499 employees	0.1%	1
500+ employees	0.2%	3

**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.*

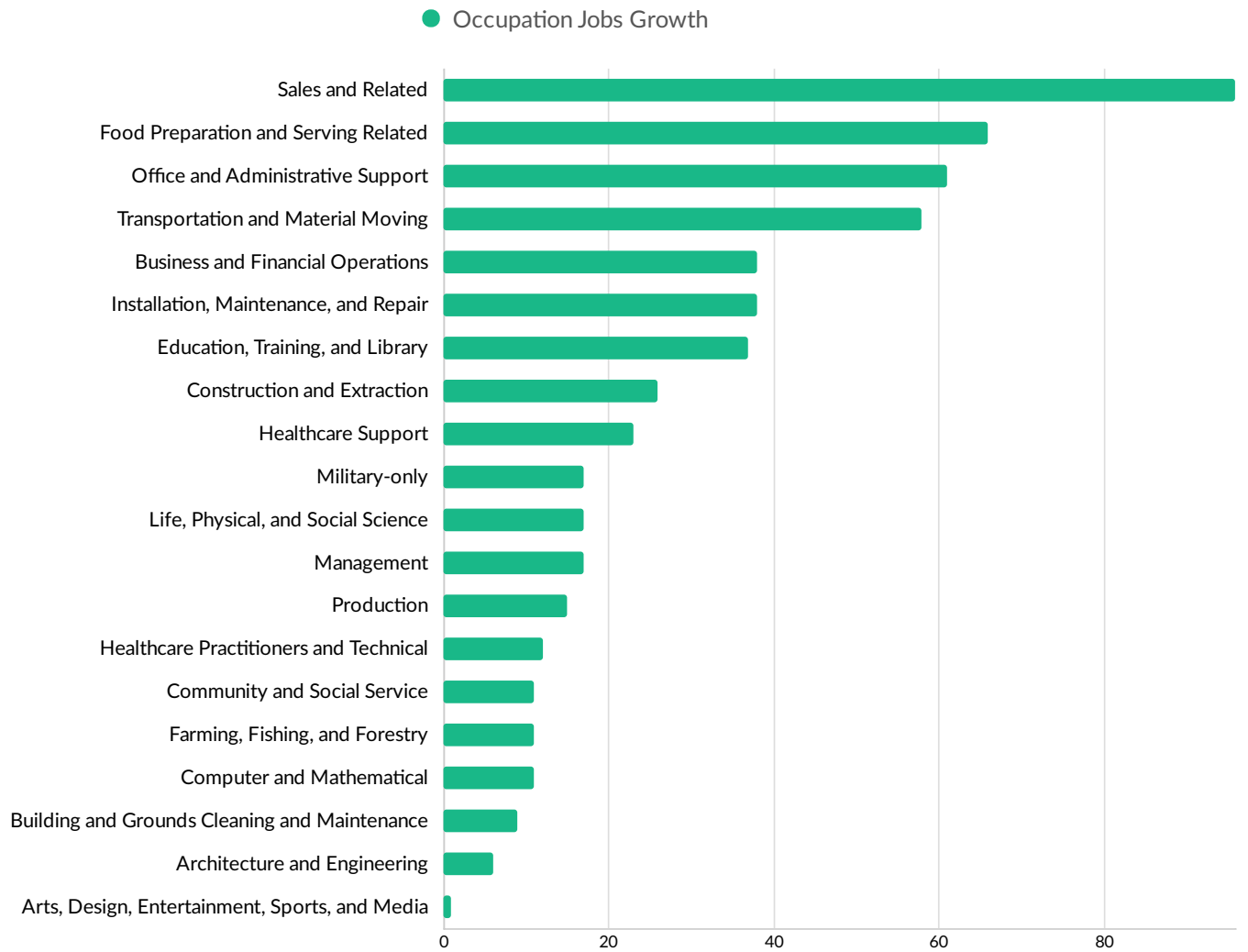
Workforce Characteristics

Largest Occupations



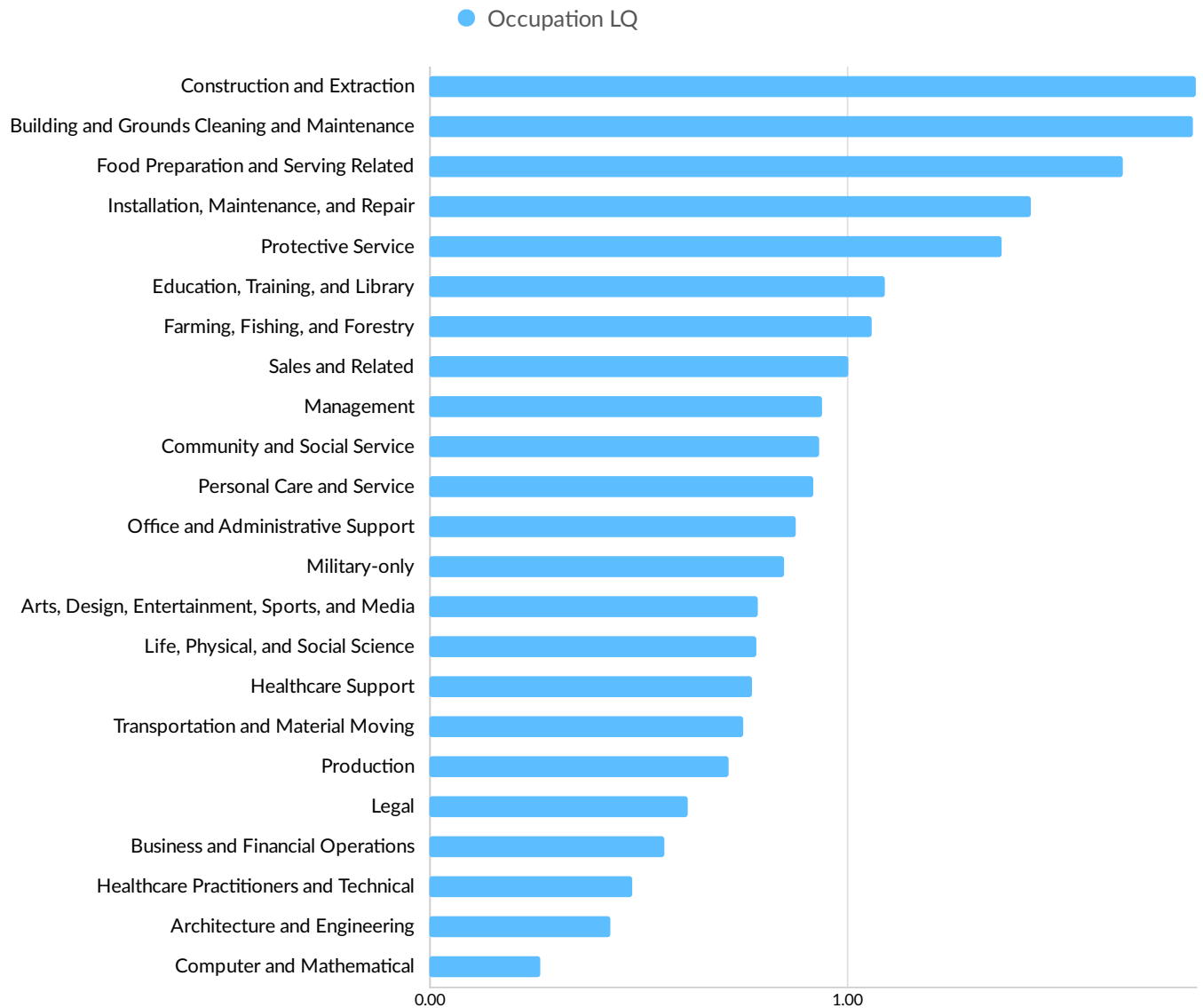
Workforce Characteristics - Cont.

Top Growing Occupations



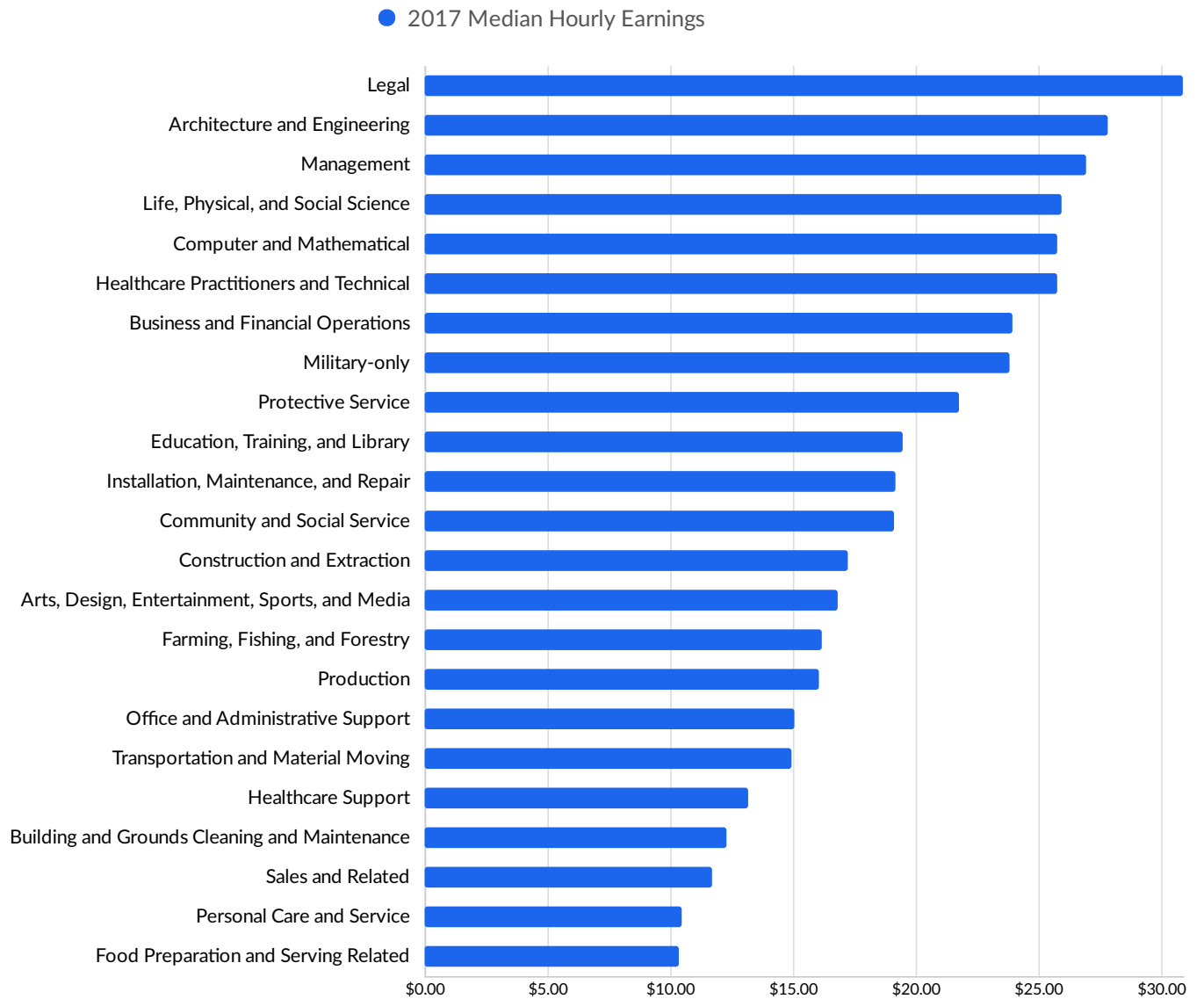
Workforce Characteristics - Cont.

Top Occupation LQ



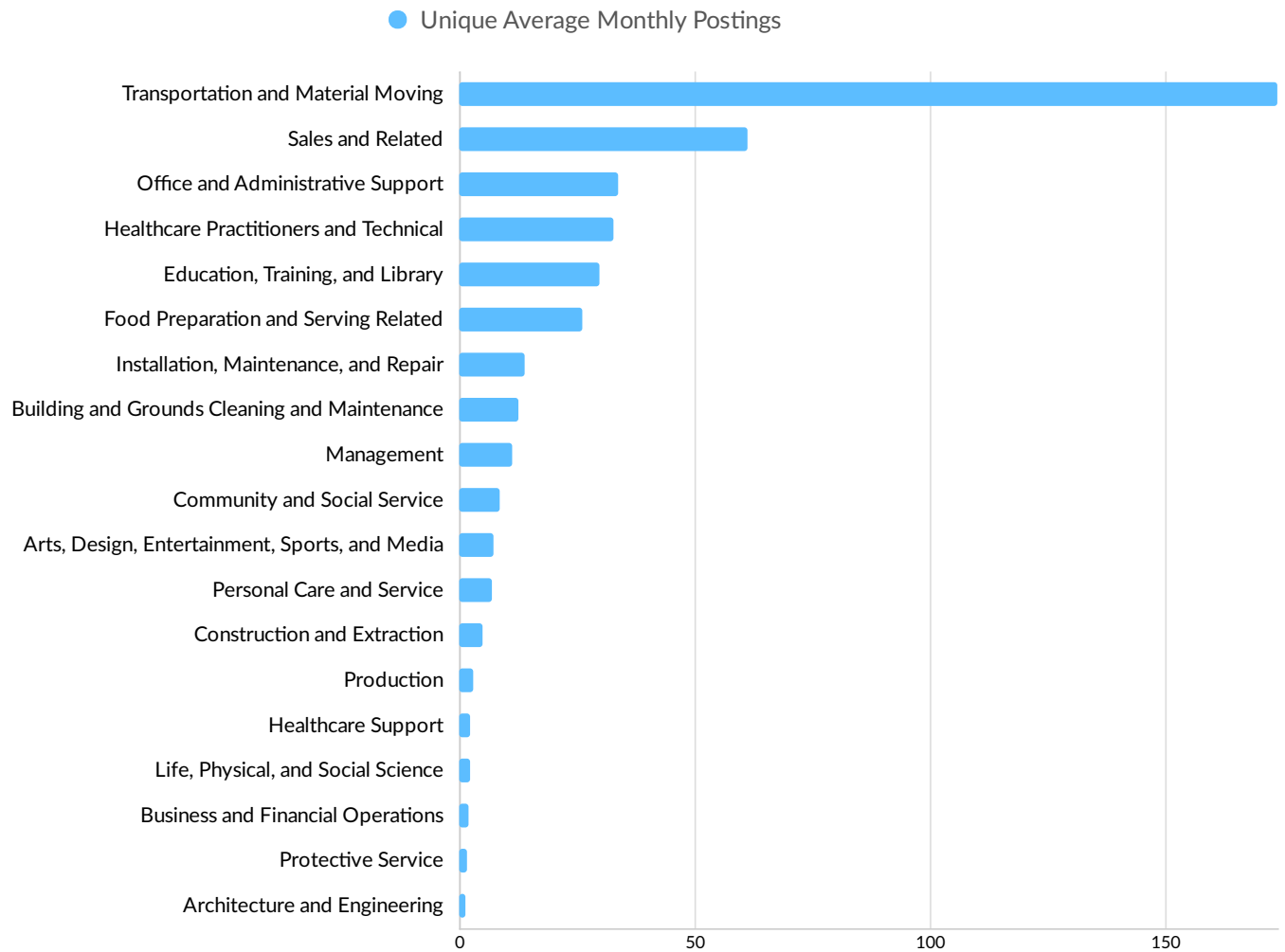
Workforce Characteristics - Cont.

Top Occupation Earnings



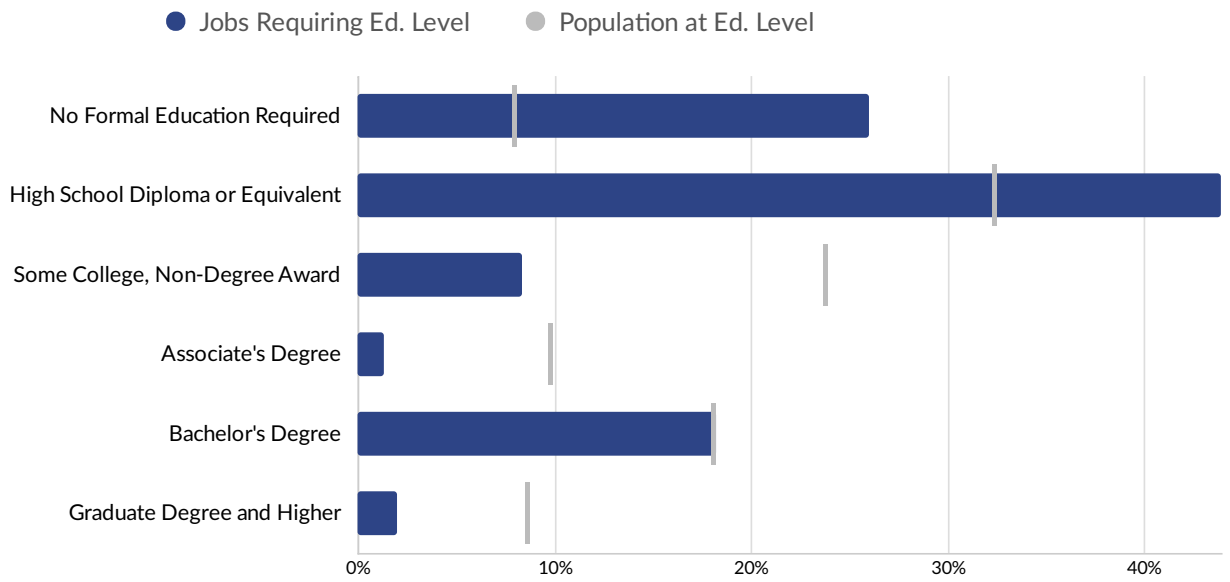
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Food Preparation and Serving Related	1,235	1,301	66	+5%	1.66	\$10.35	26
Office and Administrative Support	1,135	1,196	61	+5%	0.88	\$15.04	34
Sales and Related	832	928	96	+12%	1.00	\$11.69	61
Construction and Extraction	760	786	26	+3%	1.84	\$17.21	5
Building and Grounds Cleaning and Maintenance	619	628	9	+1%	1.83	\$12.32	13
Education, Training, and Library	543	580	37	+7%	1.09	\$19.45	30
Installation, Maintenance, and Repair	490	528	38	+8%	1.44	\$19.18	14
Management	480	497	17	+4%	0.94	\$26.96	11
Transportation and Material Moving	422	480	58	+14%	0.75	\$14.95	174
Production	379	394	15	+4%	0.72	\$16.05	3
Personal Care and Service	398	370	-28	-7%	0.92	\$10.47	7
Protective Service	300	287	-13	-4%	1.37	\$21.75	2
Business and Financial Operations	234	272	38	+16%	0.56	\$23.97	2
Healthcare Practitioners and Technical	240	252	12	+5%	0.49	\$25.78	33
Healthcare Support	173	196	23	+13%	0.77	\$13.19	2
Community and Social Service	134	145	11	+8%	0.94	\$19.13	9
Arts, Design, Entertainment, Sports, and Media	134	135	1	+1%	0.79	\$16.85	7

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	63	74	11	+17%	1.06	\$16.20	0
Computer and Mathematical	61	72	11	+18%	0.27	\$25.79	1
Architecture and Engineering	63	69	6	+10%	0.44	\$27.80	1
Life, Physical, and Social Science	43	60	17	+40%	0.78	\$25.97	2
Military-only	31	48	17	+55%	0.85	\$23.84	0
Legal	50	48	-2	-4%	0.62	\$30.89	1

Educational Pipeline

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