



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.

9,365

Total Regional Employment

Jobs **grew by 523** over the last 5 years and are projected to **grow by 380** over the next 5 years.

\$42.7K

Median Household Income (2017)

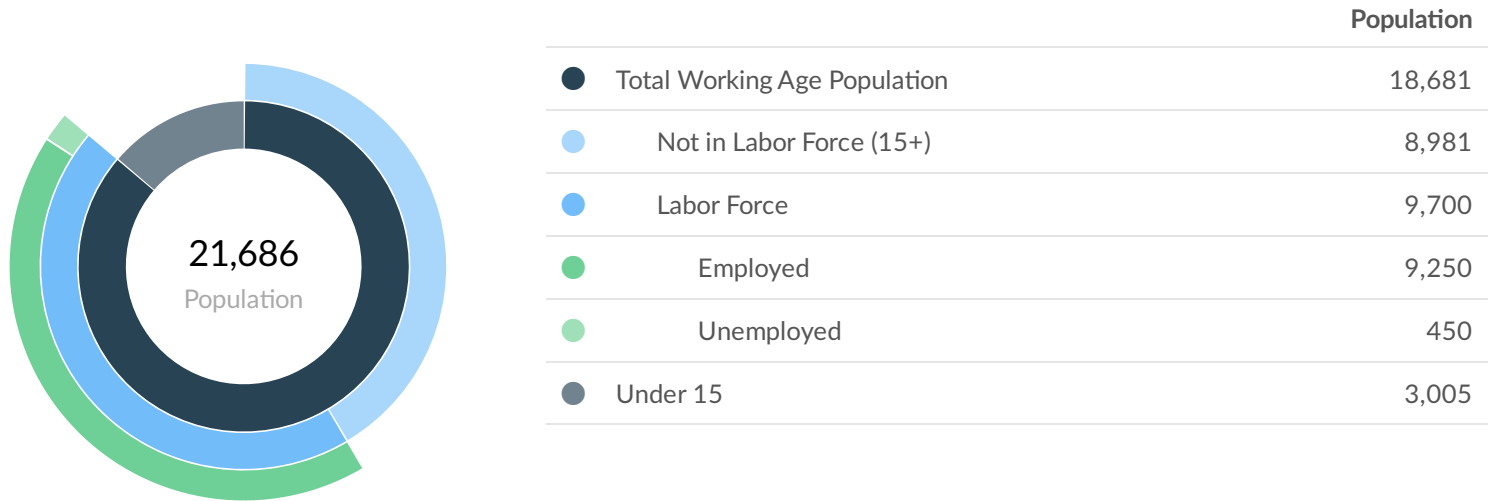
Median household income is **\$14.9K below** the national median household income of \$57.7K.

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 5.9%** in Vilas County, WI from 8,842 to **9,365**. This change **fell short of the national growth rate of 8.5% by 2.6%**. As the number of jobs increased, the **labor force participation rate decreased from 53.0% to 51.9% 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).

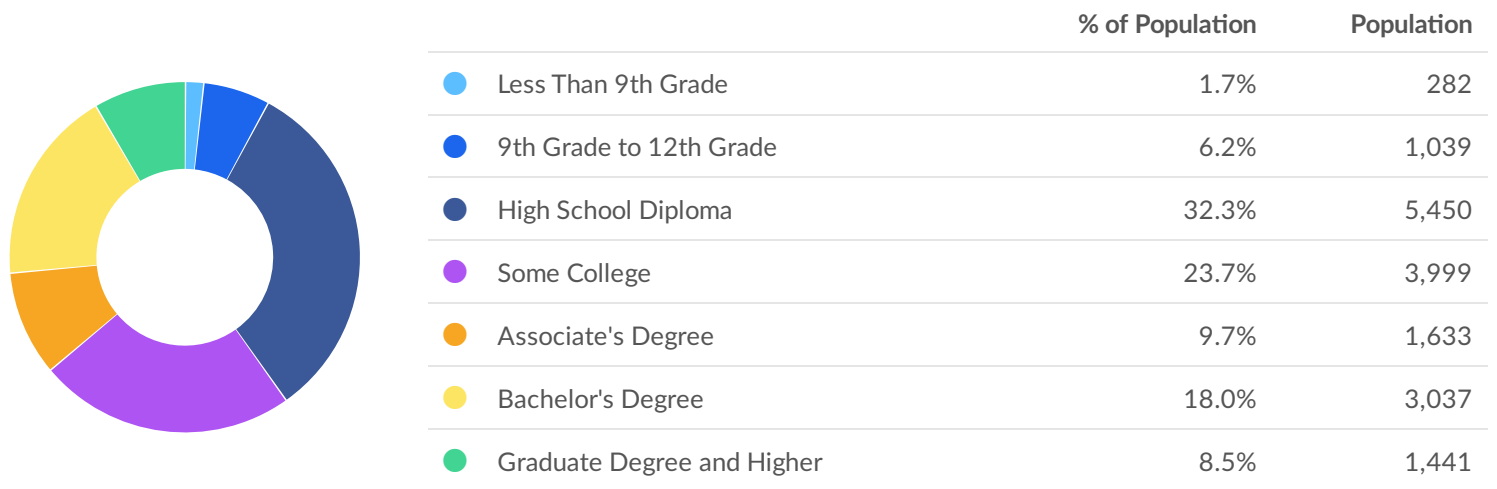
| | Population (2018) | Labor Force (2018) | Jobs (2018) | Cost of Living | GRP | Imports | Exports |
|-----------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 21,686 | 9,700 | 9,365 | 104.6 | \$797.42M | \$1.21B | \$827.18M |
| NCWRPC | 438,224 | 226,339 | 227,345 | 99.3 | \$22.23B | \$28.15B | \$27.20B |
| Wisconsin | 5,810,713 | 3,106,626 | 3,156,907 | 100.0 | \$329.70B | \$293.29B | \$321.51B |

2018 Labor Force Breakdown



Educational Attainment

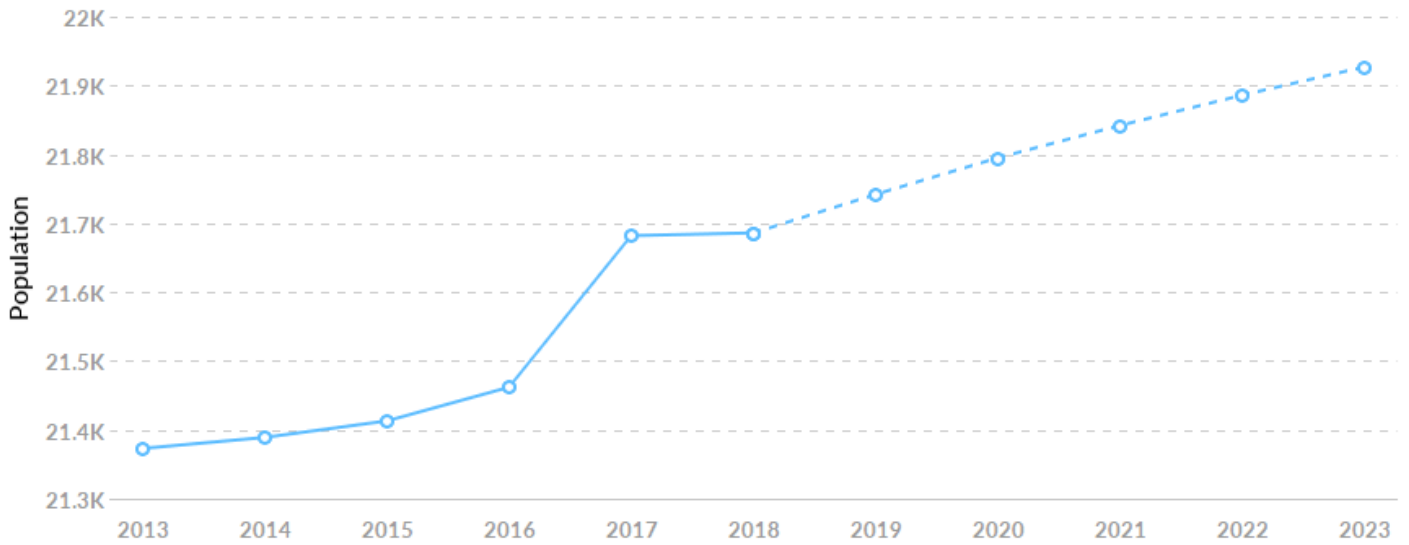
Concerning educational attainment, **18.0% of Vilas County, WI residents possess a Bachelor's Degree** (0.6% below the national average), and **9.7% hold an Associate's Degree** (1.7% above the national average).



Historic & Projected Trends

Population Trends

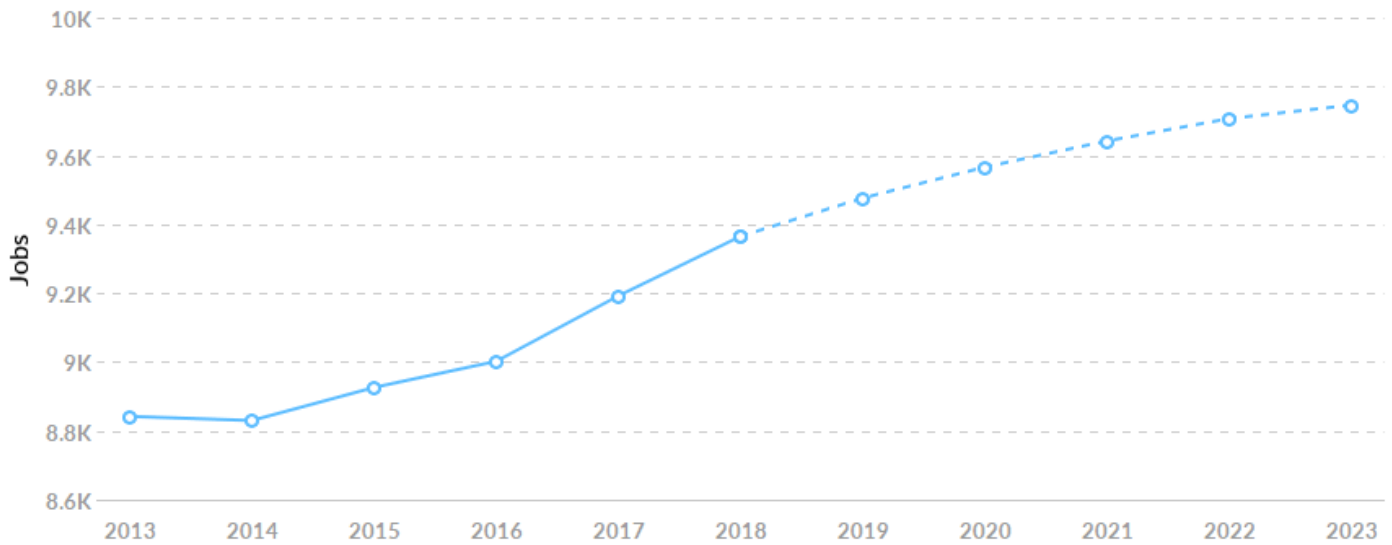
As of 2018 the region's population **increased by 1.5%** since 2013, growing by 312. Population is expected to **increase by 1.1%** between 2018 and 2023, adding 241.



| 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 |

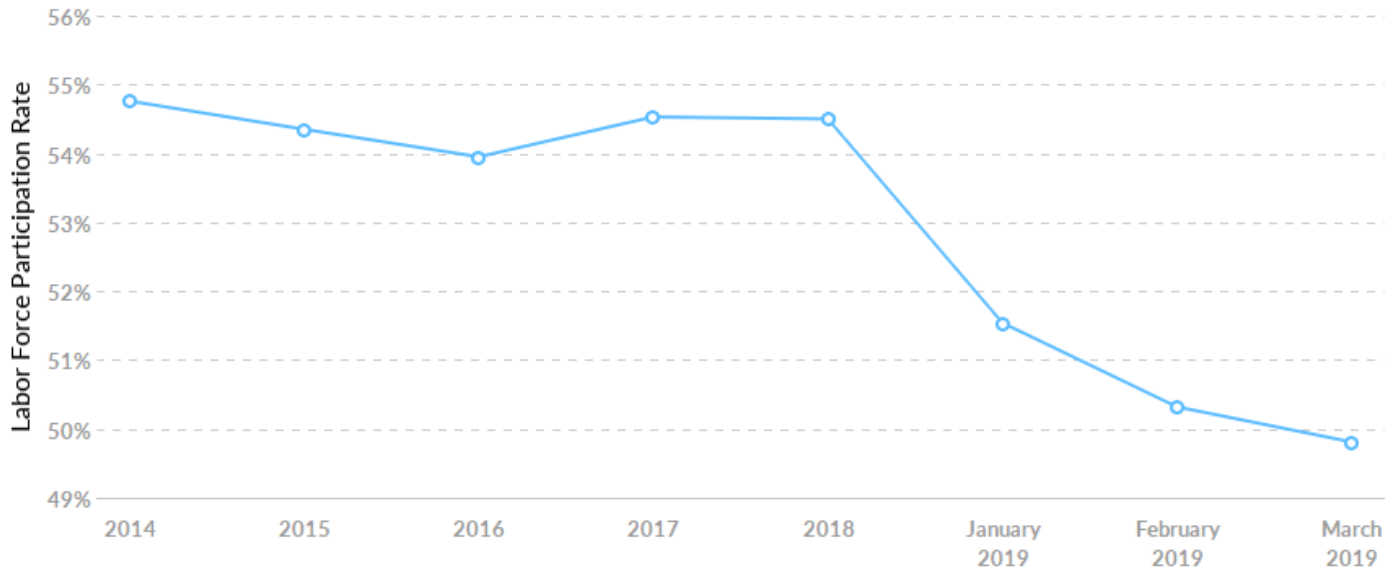
Job Trends

From 2013 to 2018, jobs increased by 5.9% in Vilas County, WI from 8,842 to 9,365. This change fell short of the national growth rate of 8.5% by 2.6%.



| Timeframe | Jobs |
|-----------|-------|
| 2013 | 8,842 |
| 2014 | 8,830 |
| 2015 | 8,926 |
| 2016 | 9,002 |
| 2017 | 9,192 |
| 2018 | 9,365 |
| 2019 | 9,476 |
| 2020 | 9,566 |
| 2021 | 9,642 |
| 2022 | 9,707 |
| 2023 | 9,746 |

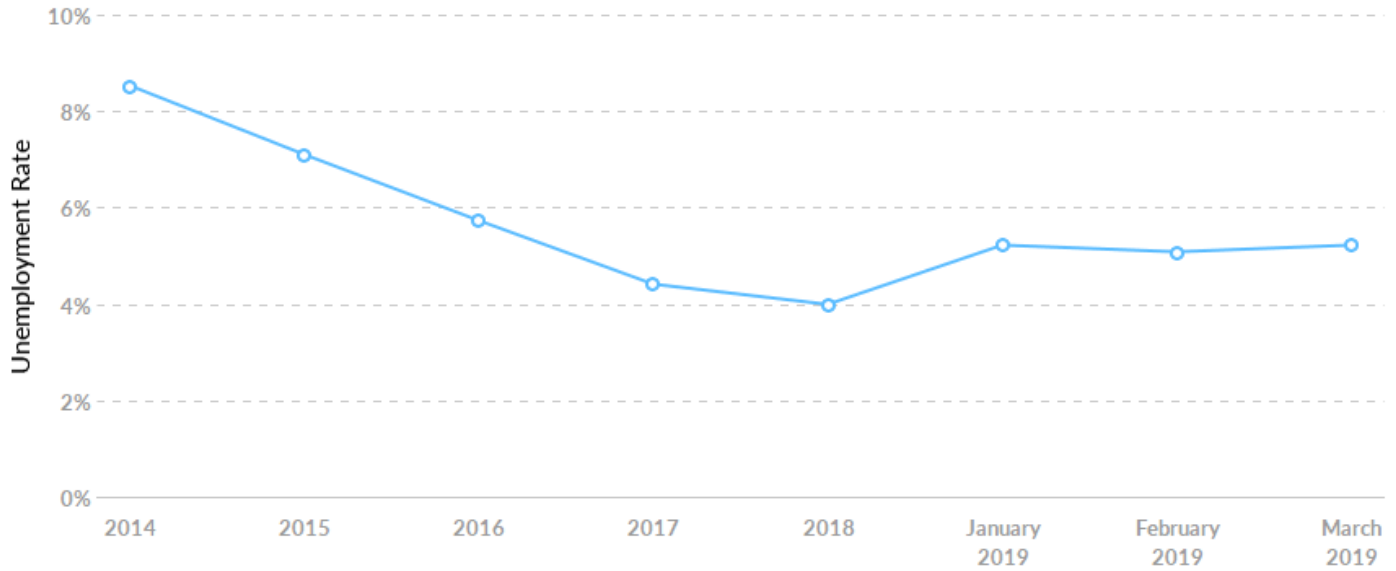
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------|--------------------------------|
| 2014 | 54.76% |
| 2015 | 54.35% |
| 2016 | 53.95% |
| 2017 | 54.53% |
| 2018 | 54.50% |
| January 2019 | 51.54% |
| February 2019 | 50.32% |
| March 2019 | 49.81% |

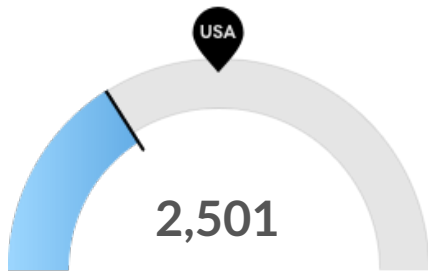
Unemployment Rate Trends

Vilas County, WI had a March 2019 unemployment rate of 5.22%, decreasing from 8.53% 5 years before.



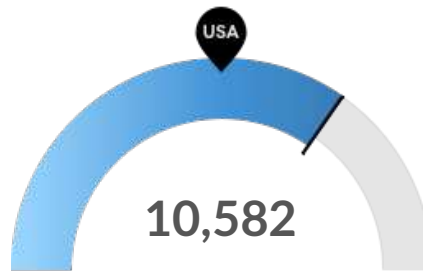
| Timeframe | Unemployment Rate |
|---------------|-------------------|
| 2014 | 8.53% |
| 2015 | 7.10% |
| 2016 | 5.73% |
| 2017 | 4.41% |
| 2018 | 3.99% |
| January 2019 | 5.22% |
| February 2019 | 5.08% |
| March 2019 | 5.22% |

Population Characteristics



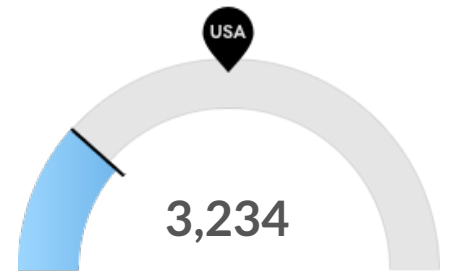
Millennials

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



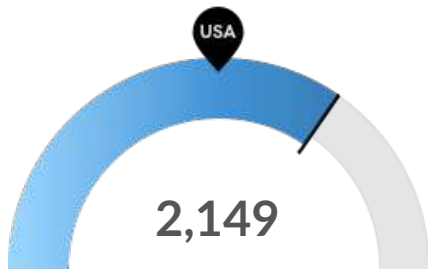
Retiring Soon

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.



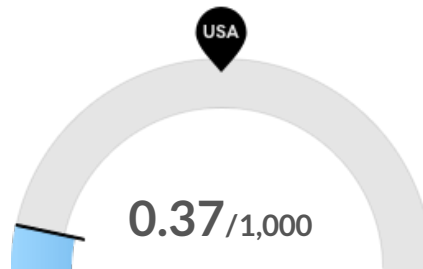
Racial Diversity

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.



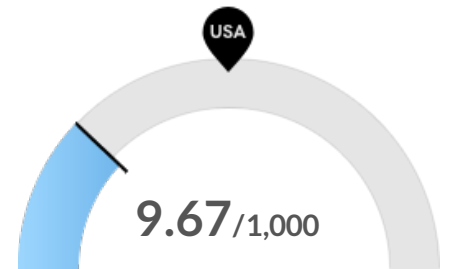
Veterans

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



Violent Crime

Vilas County, WI has 0.37 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.

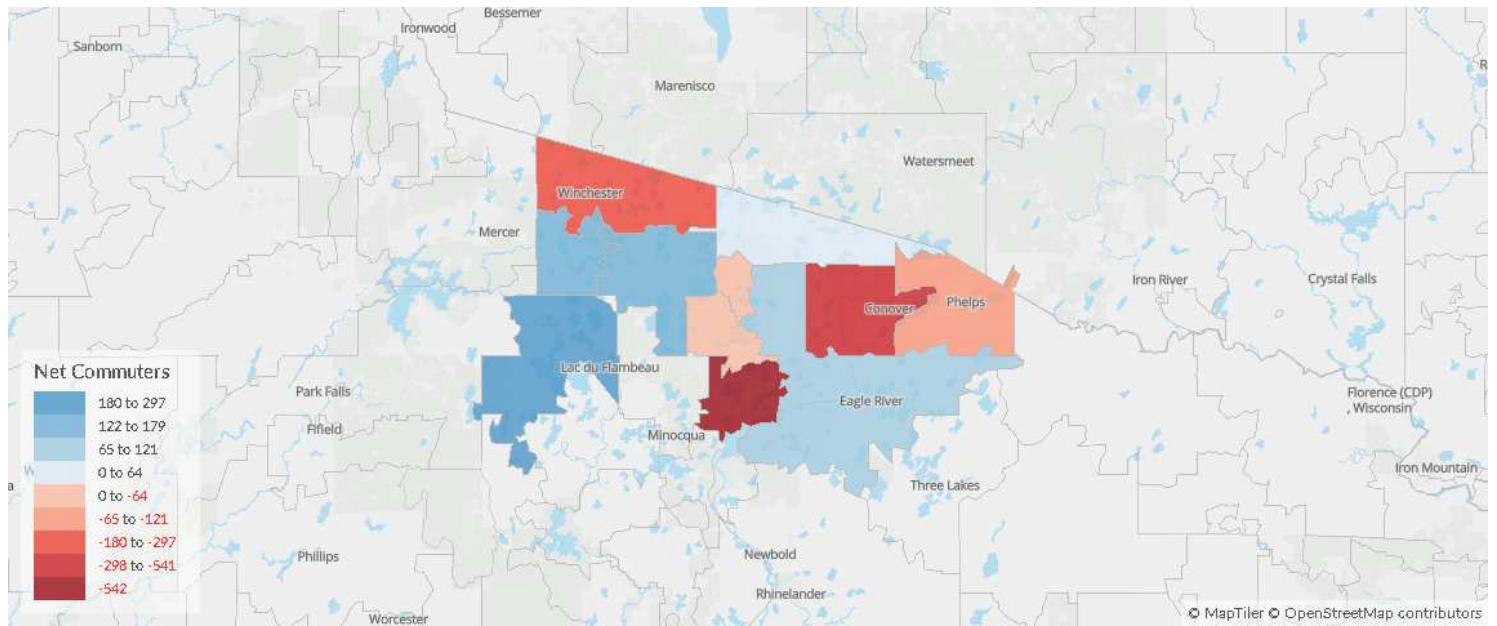


Property Crime

Vilas County, WI has 9.67 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

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

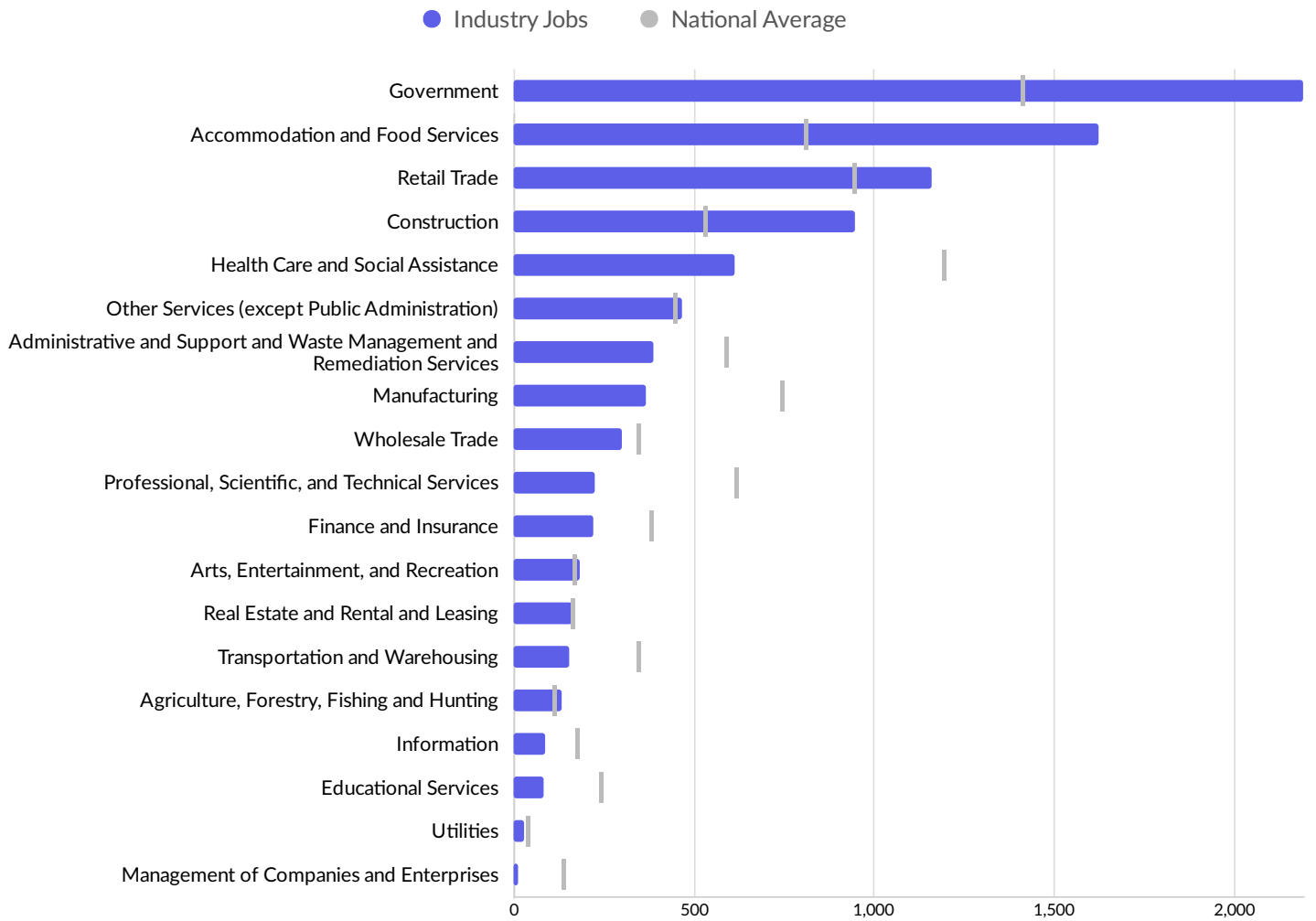
| ZIP | Name | 2018 Employment |
|-------|------------------------------|-----------------|
| 54521 | Eagle River, WI (in Vilas... | 4,552 |
| 54538 | Lac Du Flambeau, WI (i... | 992 |
| 54558 | Saint Germain, WI (in Vi... | 751 |
| 54545 | Manitowish Waters, WI... | 645 |
| 54540 | Land O Lakes, WI (in Vil... | 601 |

Where Talent Lives

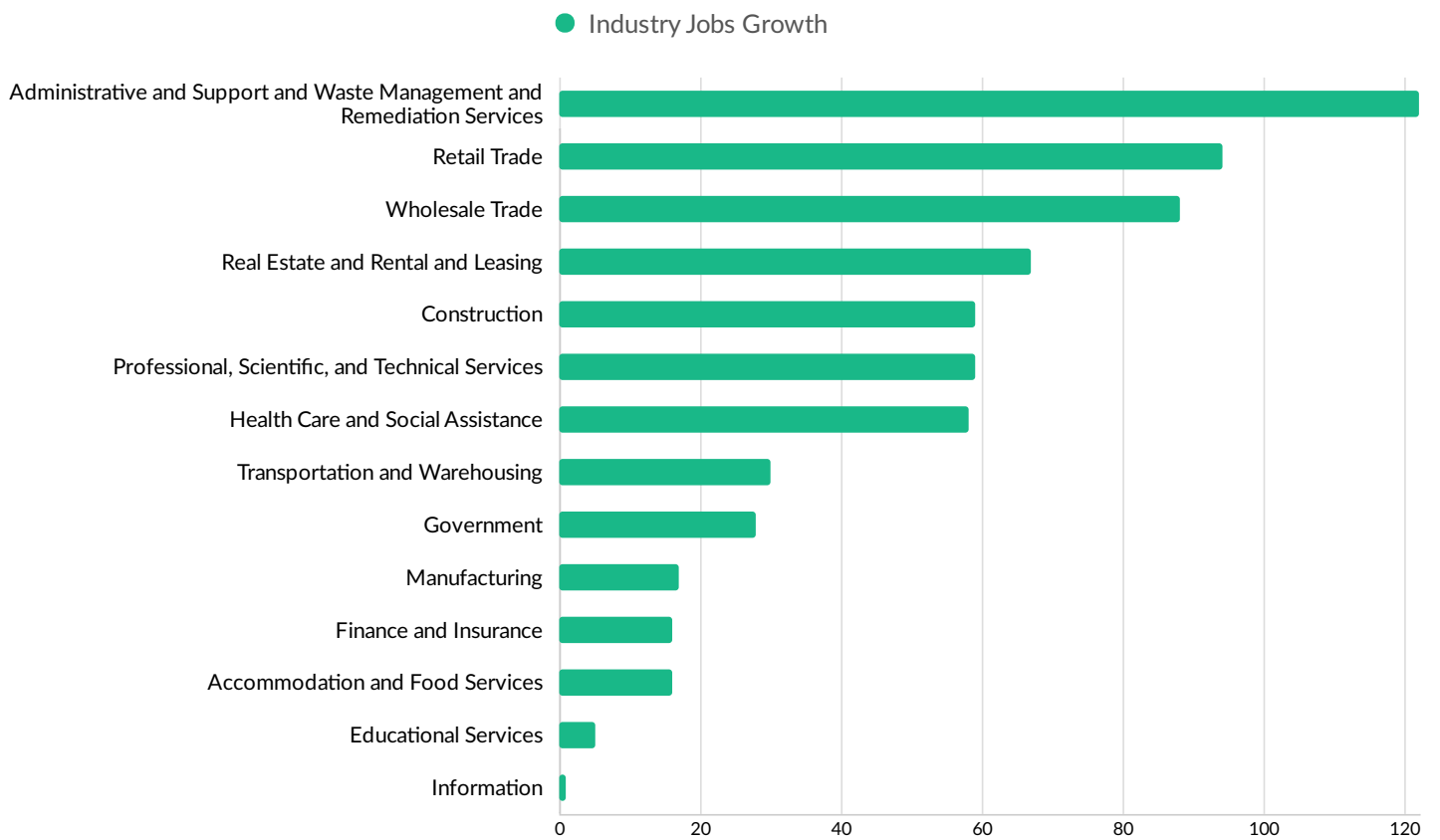
| ZIP | Name | 2018 Workers |
|-------|------------------------------|--------------|
| 54521 | Eagle River, WI (in Vilas... | 4,487 |
| 54558 | Saint Germain, WI (in Vi... | 1,293 |
| 54538 | Lac Du Flambeau, WI (i... | 812 |
| 54519 | Conover, WI (in Vilas co... | 635 |
| 54554 | Phelps, WI (in Vilas cou... | 627 |

Industry Characteristics

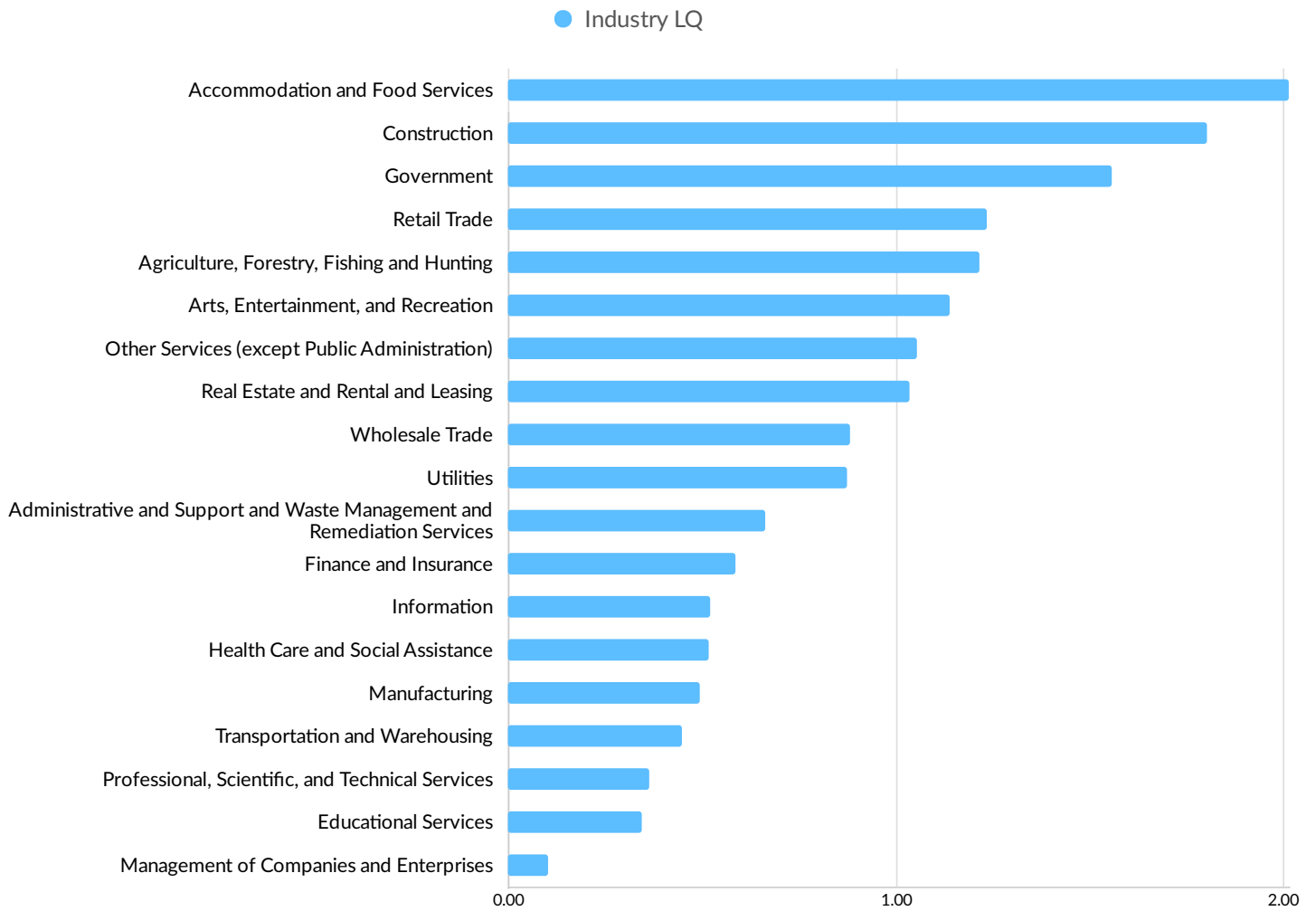
Largest Industries



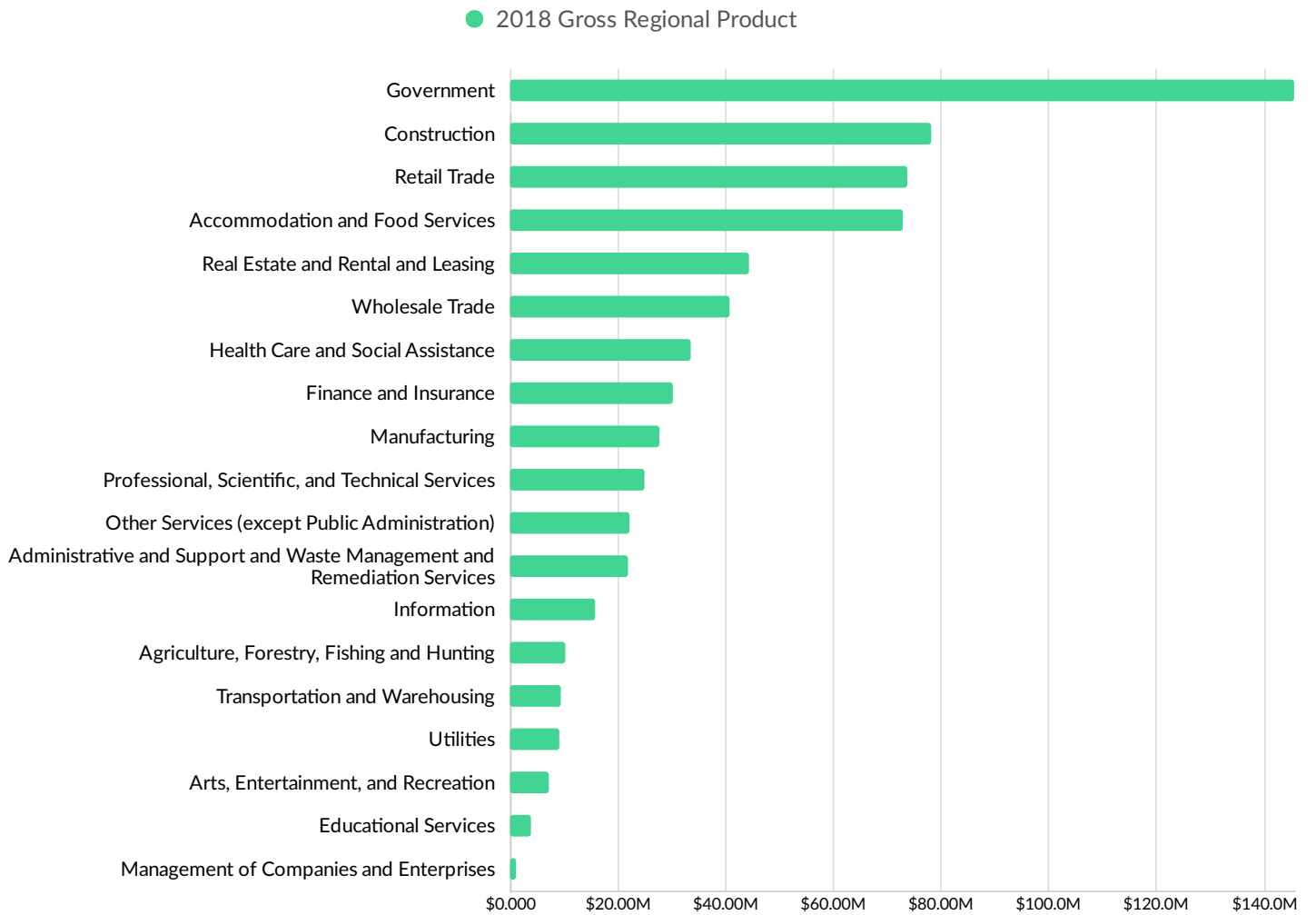
Top Growing Industries



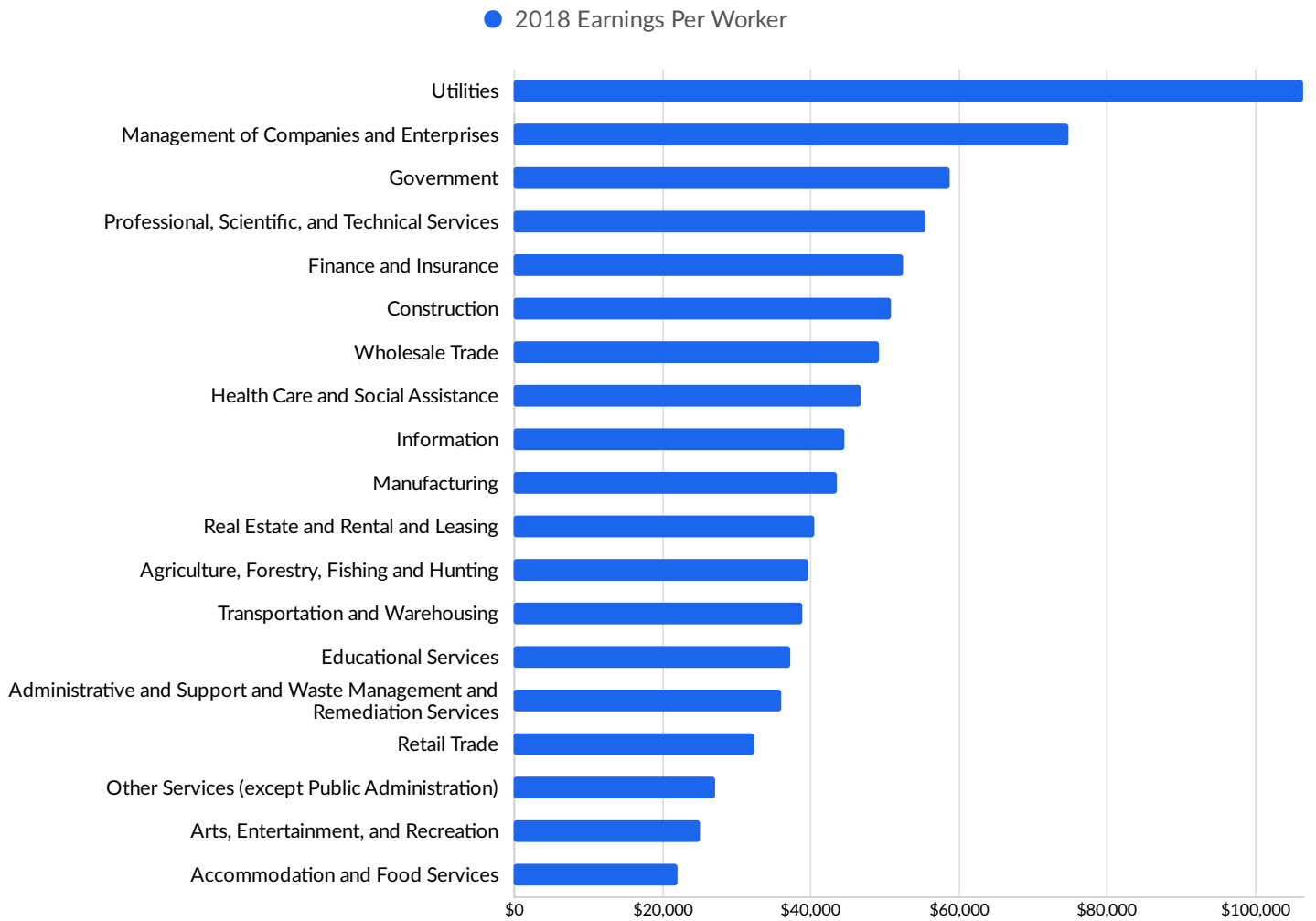
Top Industry LQ



Top Industry GRP



Top Industry Earnings























| Industry | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Earnings Per Worker | 2018 GRP |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Government | 2,164 | 2,192 | 28 | +1% | 1.56 | \$58,877 | \$145.67M |
| Accommodation and Food Services | 1,607 | 1,623 | 16 | +1% | 2.01 | \$22,116 | \$72.94M |
| Retail Trade | 1,068 | 1,162 | 94 | +9% | 1.23 | \$32,487 | \$73.84M |
| Construction | 890 | 949 | 59 | +7% | 1.80 | \$50,877 | \$78.32M |
| Health Care and Social Assistance | 556 | 614 | 58 | +10% | 0.52 | \$46,776 | \$33.59M |
| Other Services (except Public Administration) | 592 | 467 | -125 | -21% | 1.05 | \$27,078 | \$22.20M |
| Administrative and Support and Waste Management and Remediation Services | 267 | 389 | 122 | +46% | 0.66 | \$36,161 | \$21.93M |
| Manufacturing | 349 | 366 | 17 | +5% | 0.49 | \$43,699 | \$27.85M |
| Wholesale Trade | 215 | 303 | 88 | +41% | 0.88 | \$49,327 | \$40.79M |
| Professional, Scientific, and Technical Services | 165 | 224 | 59 | +36% | 0.37 | \$55,582 | \$25.04M |
| Finance and Insurance | 204 | 220 | 16 | +8% | 0.59 | \$52,528 | \$30.31M |
| Arts, Entertainment, and Recreation | 194 | 185 | -9 | -5% | 1.14 | \$25,160 | \$7.22M |
| Real Estate and Rental and Leasing | 97 | 164 | 67 | +69% | 1.04 | \$40,483 | \$44.34M |
| Transportation and Warehousing | 124 | 154 | 30 | +24% | 0.45 | \$38,848 | \$9.42M |
| Agriculture, Forestry, Fishing and Hunting | 133 | 133 | 0 | 0% | 1.22 | \$39,797 | \$10.16M |
| Information | 88 | 89 | 1 | +1% | 0.52 | \$44,634 | \$15.70M |
| Educational Services | 78 | 83 | 5 | +6% | 0.35 | \$37,215 | \$3.76M |
| Utilities | 32 | 28 | -4 | -13% | 0.88 | \$106,467 | \$9.14M |
| Management of Companies and Enterprises | 19 | 14 | -5 | -26% | 0.11 | \$74,804 | \$1.21M |

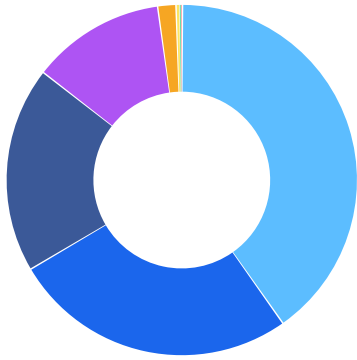
Business Characteristics

1,261 Companies Employ Your Workers

Online profiles for your workers mention 1,261 companies as employers, with the top 10 appearing below. In the last 12 months, 573 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. | 29  | Roehl Transport, Inc. | 160  |
| Lake of The Torches Econ Dev C... | 27  | Telereach Inc | 137  |
| Lac Du Flambeau Band of Lake S... | 26  | U. S. Xpress, Inc. | 128  |
| Northland Pines School District | 25  | Platinum Supplemental Insuranc... | 125  |
| Peter Christensen | 16  | C.R. England, Inc. | 90  |
| Lac Du Flambeau School District | 15  | Ef Education First, Inc. | 87  |
| State of Wisconsin | 13  | J.B. Hunt Transport Services, Inc. | 63  |
| County of Vilas | 12  | McDonald's Corporation | 57  |
| Eagle River Memorial Hospital, I... | 12  | Pizza Hut, Inc. | 57  |
| Marshfield Clinic | 12  | Tutree, Inc. | 57  |

Business Size

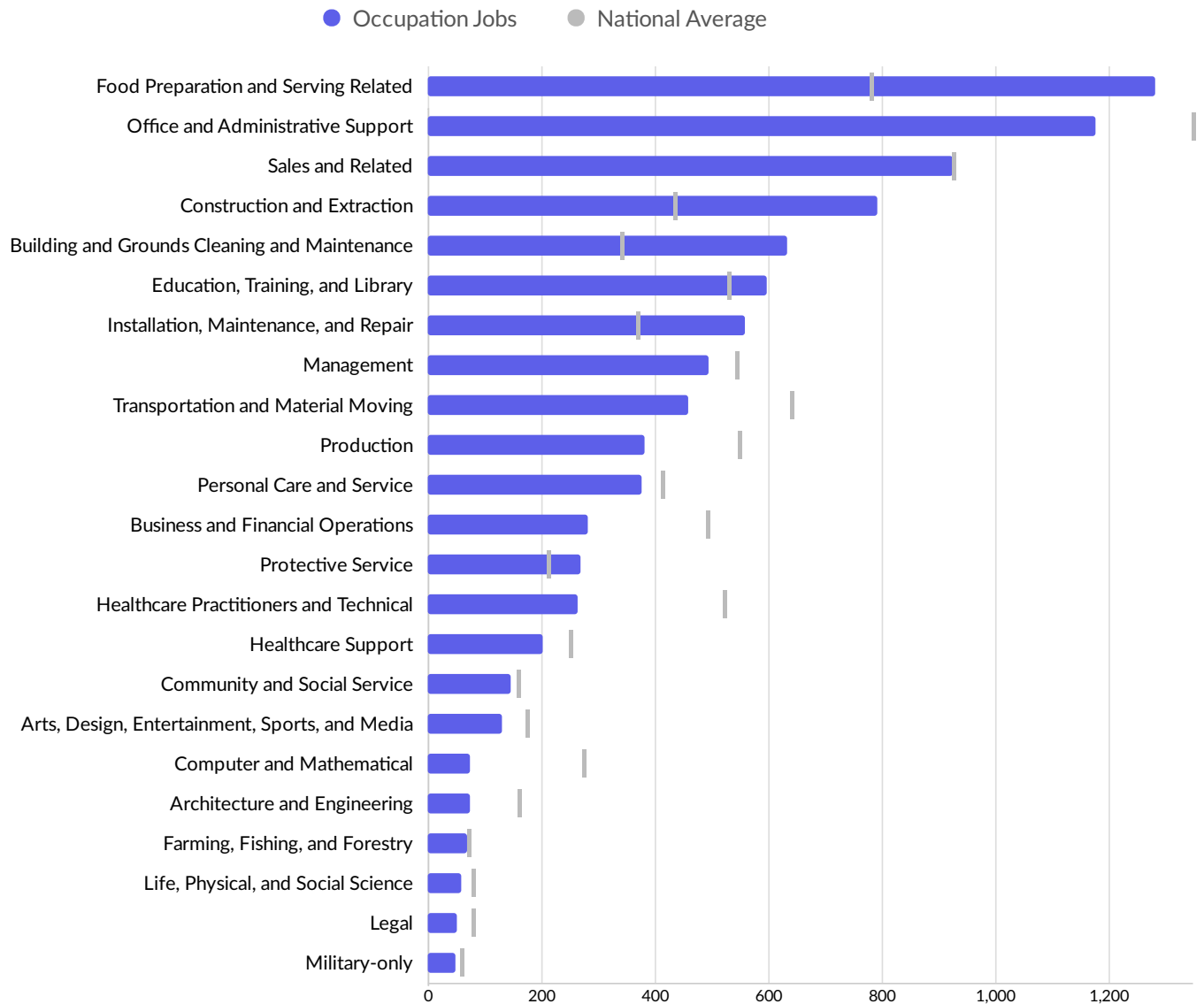


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 40.1% | 670 |
| 5 to 9 employees | 26.3% | 439 |
| 10 to 19 employees | 19.0% | 317 |
| 20 to 49 employees | 12.3% | 205 |
| 50 to 99 employees | 1.7% | 28 |
| 100 to 249 employees | 0.4% | 6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

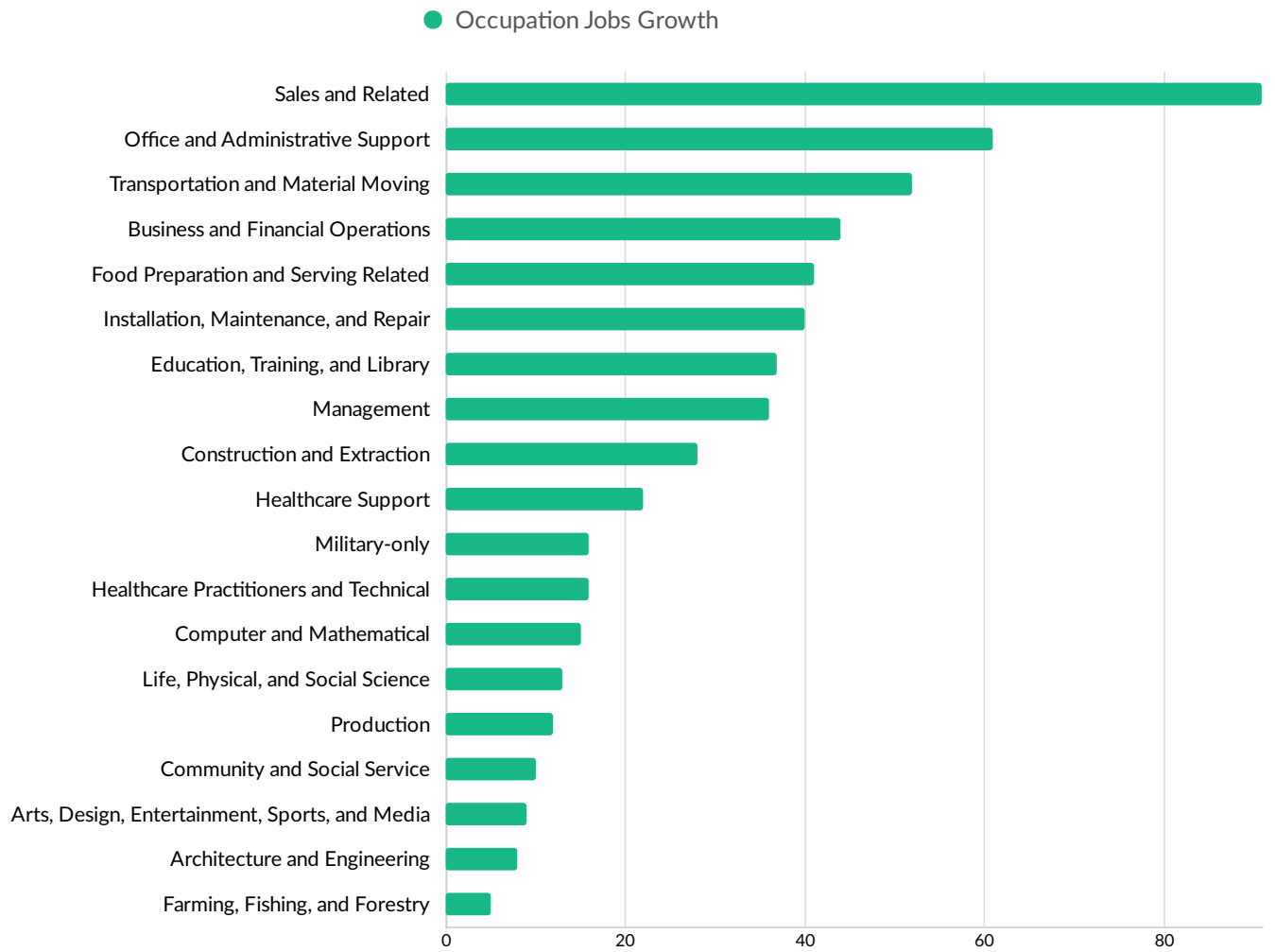
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

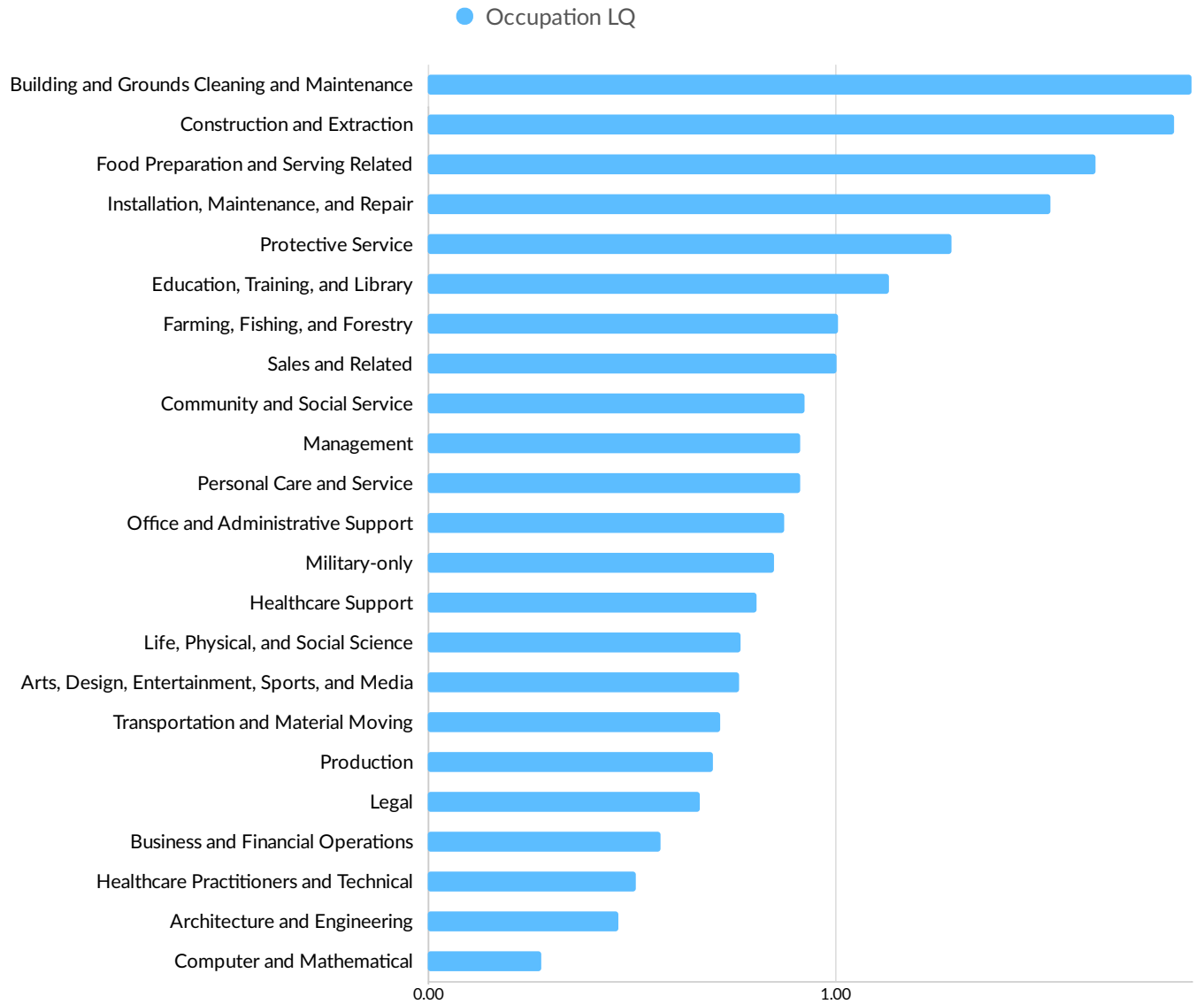
Largest Occupations



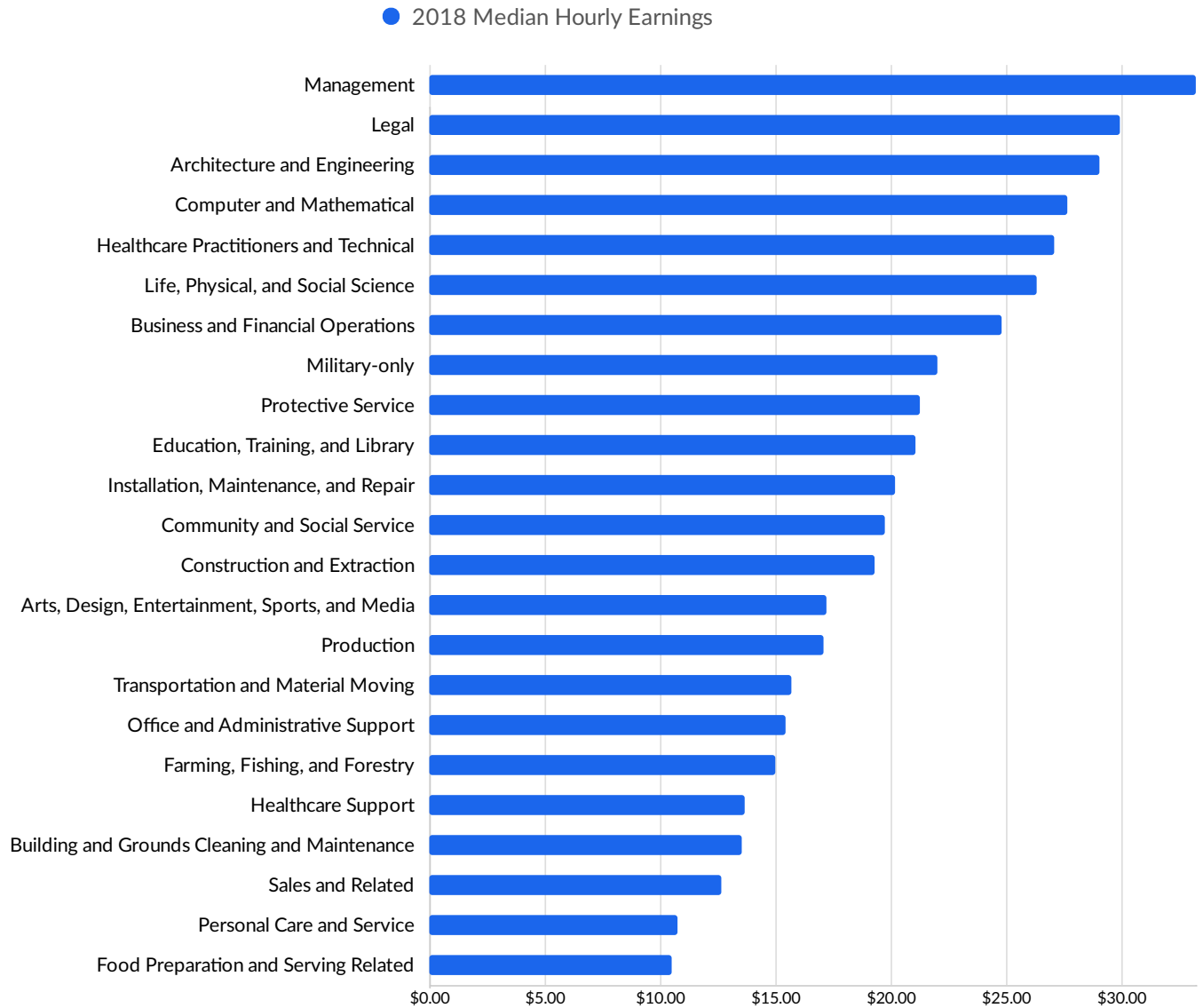
Top Growing Occupations



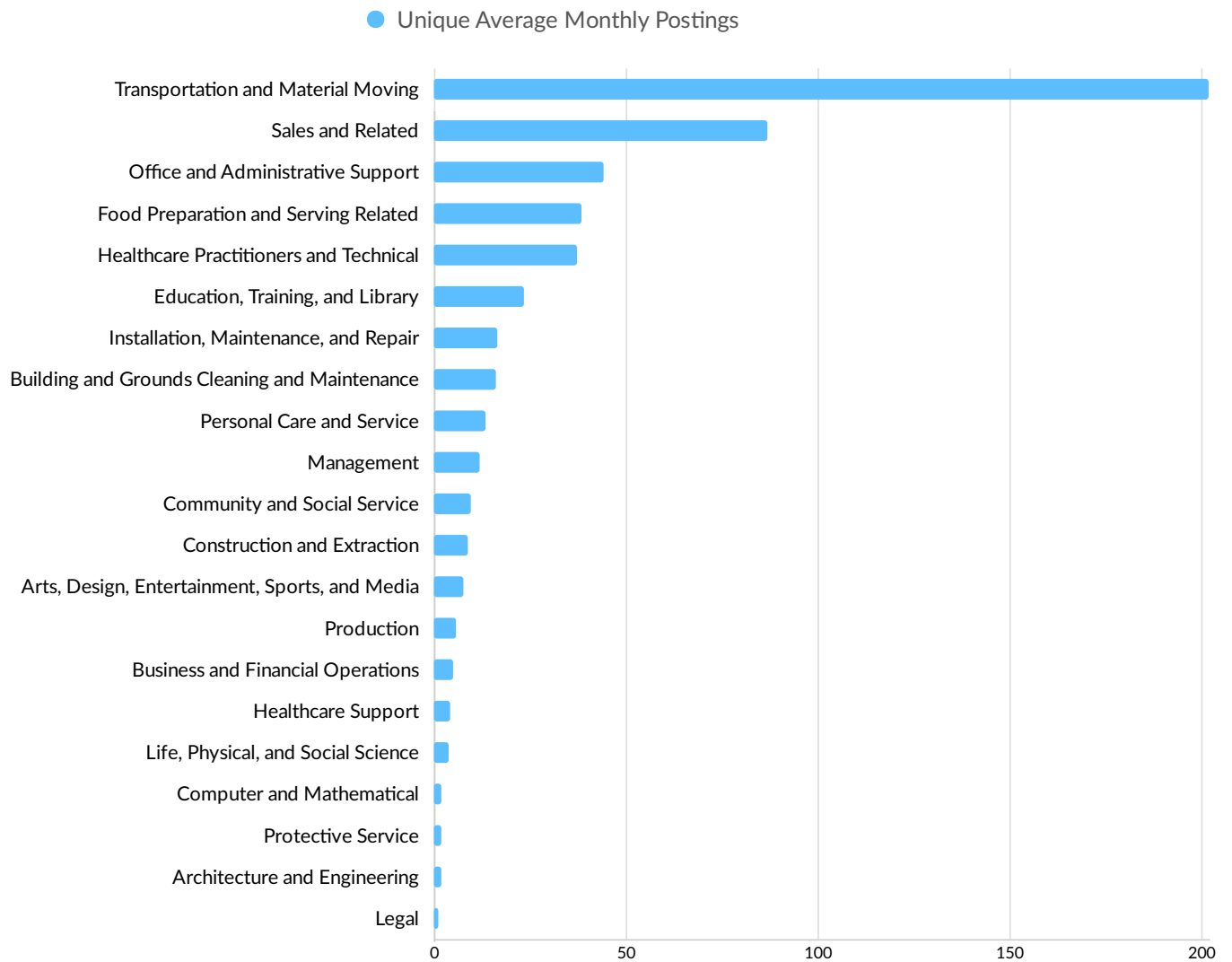
Top Occupation LQ



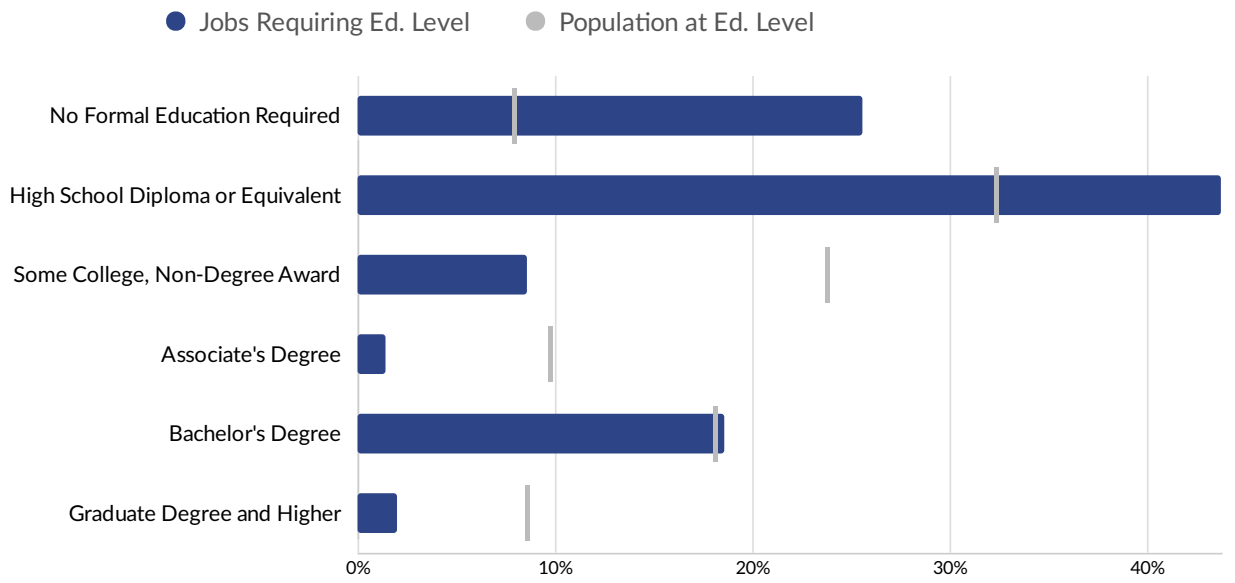
Top Occupation Earnings



Top Posted Occupations



Underemployment



| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Median Hourly Earnings | Aug 2018 - Jul 2019 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Food Preparation and Serving Related | 1,241 | 1,282 | 41 | +3% | 1.64 | \$10.55 | 39 |
| Office and Administrative Support | 1,118 | 1,179 | 61 | +5% | 0.88 | \$15.43 | 44 |
| Sales and Related | 836 | 927 | 91 | +11% | 1.00 | \$12.66 | 87 |
| Construction and Extraction | 766 | 794 | 28 | +4% | 1.83 | \$19.33 | 9 |
| Building and Grounds Cleaning and Maintenance | 638 | 635 | -3 | 0% | 1.88 | \$13.56 | 16 |
| Education, Training, and Library | 562 | 599 | 37 | +7% | 1.13 | \$21.09 | 24 |
| Installation, Maintenance, and Repair | 520 | 560 | 40 | +8% | 1.53 | \$20.24 | 17 |
| Management | 459 | 495 | 36 | +8% | 0.92 | \$33.26 | 12 |
| Transportation and Material Moving | 407 | 459 | 52 | +13% | 0.72 | \$15.72 | 202 |
| Production | 371 | 383 | 12 | +3% | 0.70 | \$17.13 | 6 |
| Personal Care and Service | 393 | 376 | -17 | -4% | 0.91 | \$10.80 | 14 |
| Business and Financial Operations | 237 | 281 | 44 | +19% | 0.57 | \$24.85 | 5 |
| Protective Service | 283 | 270 | -13 | -5% | 1.29 | \$21.28 | 2 |
| Healthcare Practitioners and Technical | 250 | 266 | 16 | +6% | 0.51 | \$27.10 | 37 |
| Healthcare Support | 180 | 202 | 22 | +12% | 0.81 | \$13.66 | 4 |
| Community and Social Service | 135 | 145 | 10 | +7% | 0.93 | \$19.79 | 10 |
| Arts, Design, Entertainment, Sports, and Media | 123 | 132 | 9 | +7% | 0.77 | \$17.24 | 8 |
| Computer and Mathematical | 61 | 76 | 15 | +25% | 0.28 | \$27.66 | 2 |

| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Median Hourly Earnings | Aug 2018 - Jul 2019 Unique Average Monthly Postings |
|------------------------------------|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Architecture and Engineering | 66 | 74 | 8 | +12% | 0.47 | \$29.09 | 2 |
| Farming, Fishing, and Forestry | 65 | 70 | 5 | +8% | 1.01 | \$15.01 | 0 |
| Life, Physical, and Social Science | 46 | 59 | 13 | +28% | 0.77 | \$26.32 | 4 |
| Legal | 52 | 52 | 0 | 0% | 0.67 | \$29.98 | 1 |
| Military-only | 32 | 48 | 16 | +50% | 0.85 | \$22.03 | 0 |

Educational Pipeline

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

In-Demand Skills

