



Vilas County, WI

North Central Wisconsin Regional Planning Commission



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Contents

| | |
|-----------------------------------|----|
| Report Parameters | 1 |
| Economy Overview | 2 |
| Historic & Projected Trends | 4 |
| Population Characteristics | 8 |
| Industry Characteristics | 10 |
| Business Characteristics | 16 |
| Workforce Characteristics | 18 |
| Educational Pipeline | 26 |
| In-Demand Skills | 27 |

Report Parameters

1 County

55125 Vilas County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

21,992

Population (2019)

Population grew by **589** over the last 5 years and is projected to grow by **424** over the next 5 years.

9,448

Total Regional Employment

Jobs grew by **618** over the last 5 years and are projected to grow by **375** over the next 5 years.

\$44.3K

Median Household Income (2018)

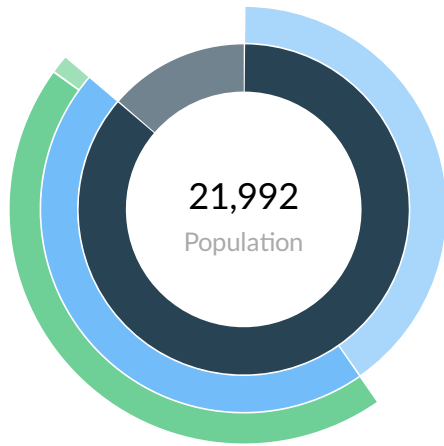
Median household income is **\$16.0K below** the national median household income of \$60.3K.

Takeaways

- As of 2019 the region's population **increased by 2.8%** since 2014, growing by 589. Population is expected to **increase by 1.9%** between 2019 and 2024, adding 424.
- From 2014 to 2019, jobs **increased by 7.0%** in Vilas County, WI from 8,829 to **9,448**. This change **fell short of the national growth rate of 7.3% by 0.3%**. As the number of jobs increased, the **labor force participation rate increased from 51.4% to 53.3% between 2014 and 2019**.
- Concerning educational attainment, **17.2% of Vilas County, WI residents possess a Bachelor's Degree** (1.7% below the national average), and **9.1% hold an Associate's Degree** (1.0% above the national average).
- The top three industries in 2019 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

| | Population (2019) | Labor Force (2019) | Jobs (2019) | Cost of Living | GRP | Imports | Exports |
|----------------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 21,992 | 10,115 | 9,448 | 104.6 | \$819.55M | \$1.24B | \$878.90M |
| Portage County | 70,984 | 38,791 | 38,809 | 99.0 | \$4.08B | \$5.11B | \$4.93B |
| NCWRPC | 439,469 | 224,528 | 227,782 | 99.3 | \$22.46B | \$29.15B | \$27.97B |
| Grow North | 195,459 | 98,325 | 84,346 | 100.9 | \$7.67B | \$12.66B | \$9.95B |
| Centergy | 327,328 | 170,330 | 177,036 | 98.6 | \$17.92B | \$22.42B | \$22.15B |
| Wisconsin | 5,829,343 | 3,110,345 | 3,165,584 | 100.0 | \$334.34B | \$304.15B | \$331.76B |

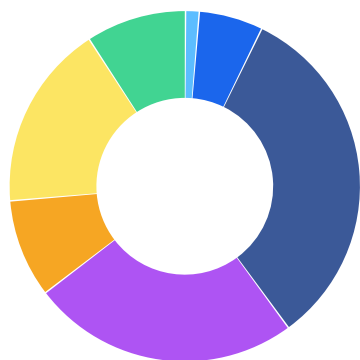
2019 Labor Force Breakdown



| | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 18,963 |
| ● Not in Labor Force (15+) | 8,848 |
| ● Labor Force | 10,115 |
| ● Employed | 9,825 |
| ● Unemployed | 290 |
| ● Under 15 | 3,029 |

Educational Attainment

Concerning educational attainment, **17.2% of Vilas County, WI residents possess a Bachelor's Degree** (1.7% below the national average), and **9.1% hold an Associate's Degree** (1.0% above the national average).

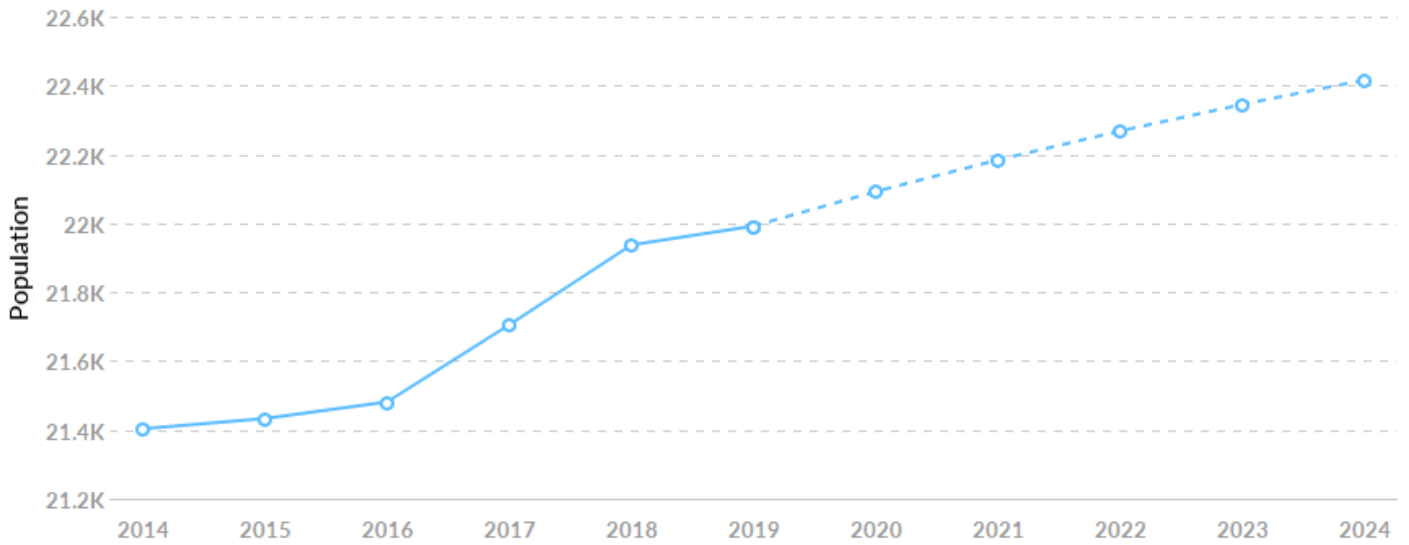


| | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade | 1.3% | 216 |
| ● 9th Grade to 12th Grade | 5.9% | 1,013 |
| ● High School Diploma | 32.7% | 5,603 |
| ● Some College | 24.7% | 4,229 |
| ● Associate's Degree | 9.1% | 1,552 |
| ● Bachelor's Degree | 17.2% | 2,940 |
| ● Graduate Degree and Higher | 9.2% | 1,584 |

Historic & Projected Trends

Population Trends

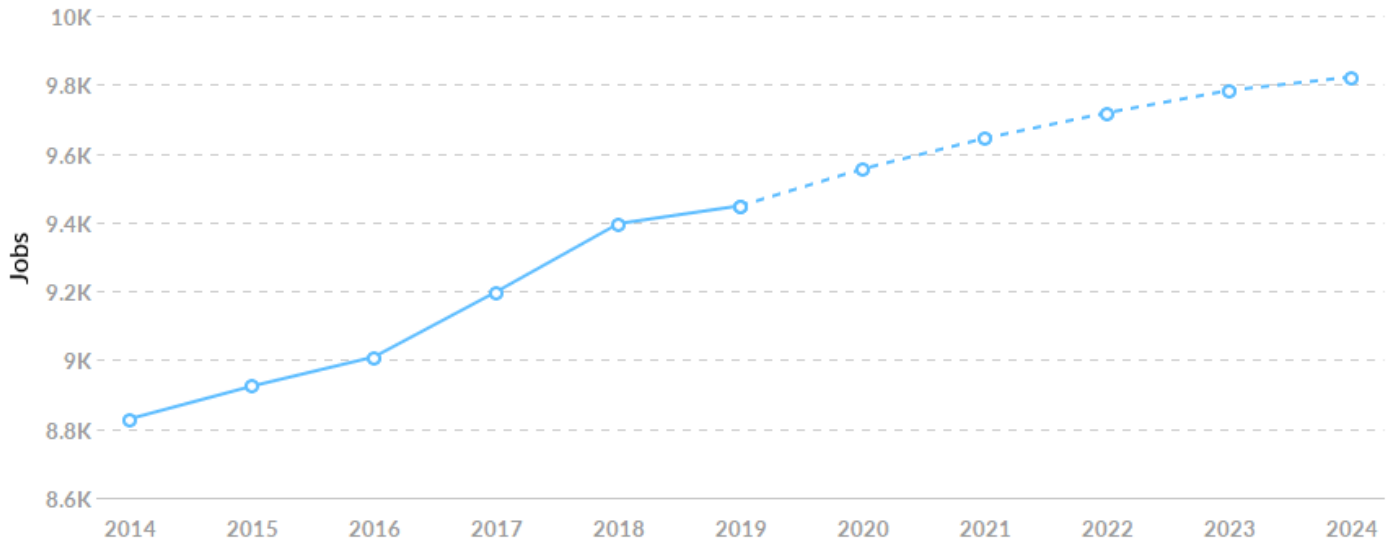
As of 2019 the region's population **increased by 2.8%** since 2014, growing by 589. Population is expected to **increase by 1.9%** between 2019 and 2024, adding 424.



| Timeframe | Population |
|-----------|------------|
| 2014 | 21,403 |
| 2015 | 21,433 |
| 2016 | 21,481 |
| 2017 | 21,705 |
| 2018 | 21,937 |
| 2019 | 21,992 |
| 2020 | 22,092 |
| 2021 | 22,184 |
| 2022 | 22,268 |
| 2023 | 22,345 |
| 2024 | 22,416 |

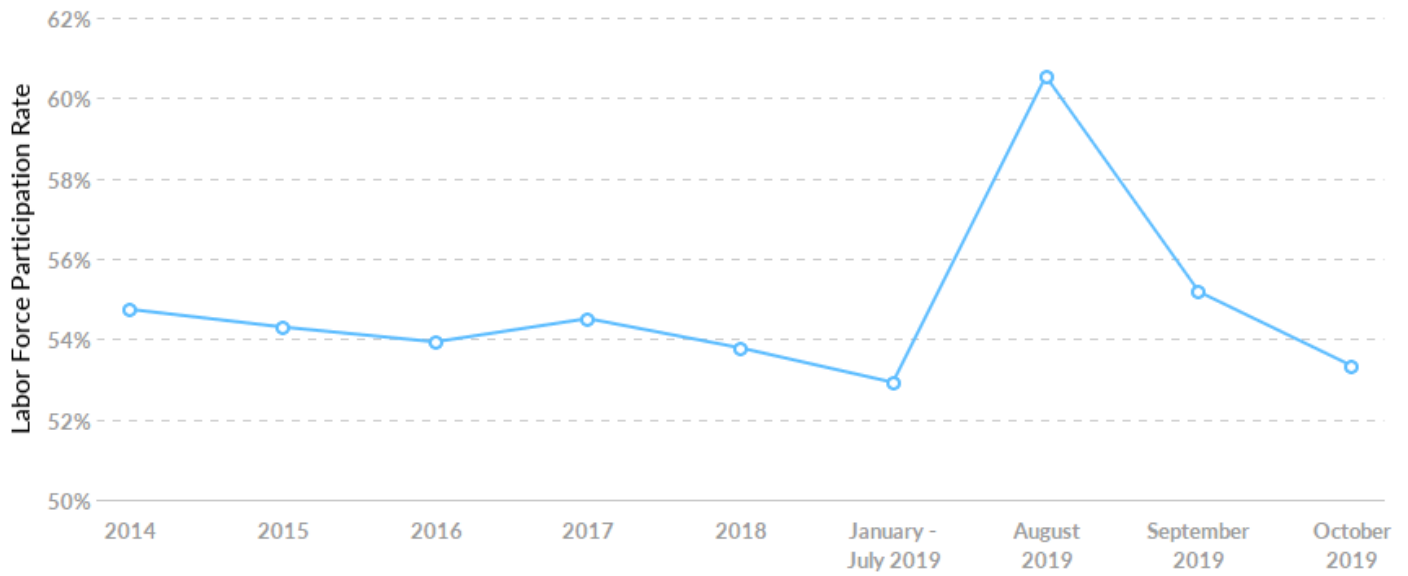
Job Trends

From 2014 to 2019, jobs increased by 7.0% in Vilas County, WI from 8,829 to 9,448. This change fell short of the national growth rate of 7.3% by 0.3%.



| Timeframe | Jobs |
|-----------|-------|
| 2014 | 8,829 |
| 2015 | 8,924 |
| 2016 | 9,009 |
| 2017 | 9,198 |
| 2018 | 9,396 |
| 2019 | 9,448 |
| 2020 | 9,555 |
| 2021 | 9,644 |
| 2022 | 9,718 |
| 2023 | 9,783 |
| 2024 | 9,822 |

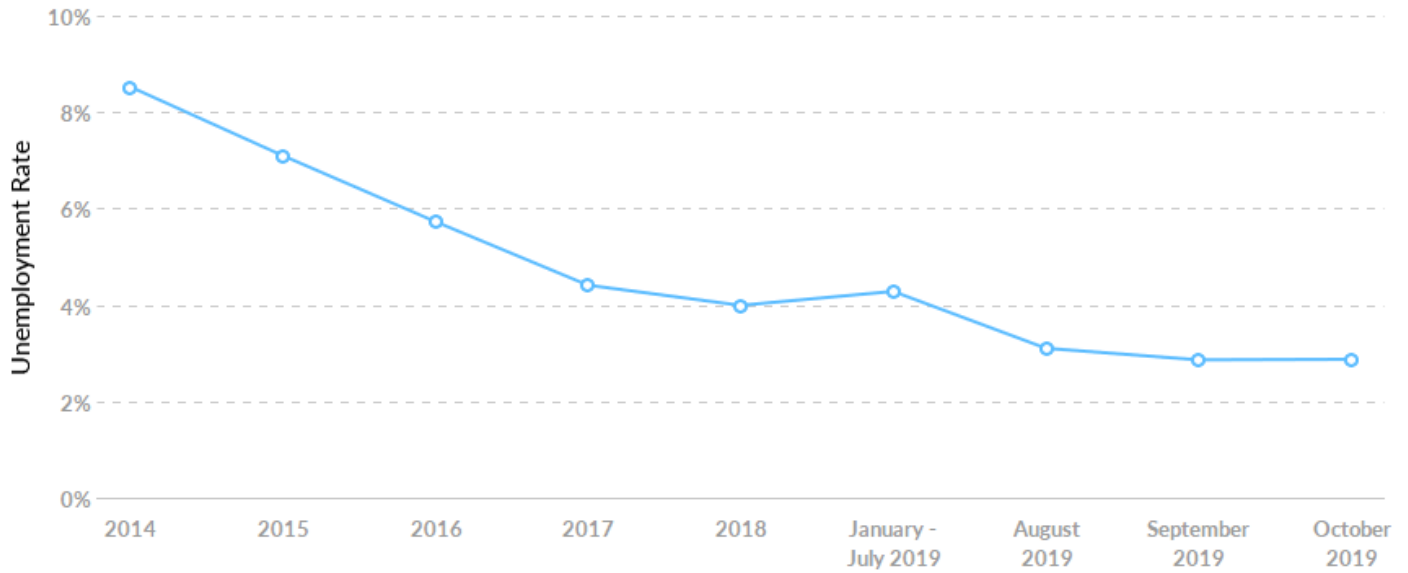
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------------|--------------------------------|
| 2014 | 54.74% |
| 2015 | 54.30% |
| 2016 | 53.93% |
| 2017 | 54.51% |
| 2018 | 53.78% |
| January - July 2019 | 52.92% |
| August 2019 | 60.53% |
| September 2019 | 55.18% |
| October 2019 | 53.34% |

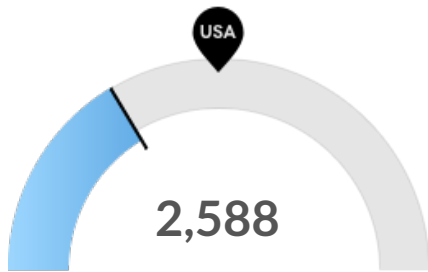
Unemployment Rate Trends

Vilas County, WI had an October 2019 unemployment rate of 2.87%, **decreasing from 8.53%** 5 years before.



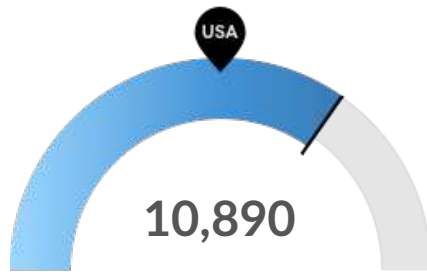
| Timeframe | Unemployment Rate |
|---------------------|-------------------|
| 2014 | 8.53% |
| 2015 | 7.10% |
| 2016 | 5.73% |
| 2017 | 4.41% |
| 2018 | 3.99% |
| January - July 2019 | 4.28% |
| August 2019 | 3.10% |
| September 2019 | 2.86% |
| October 2019 | 2.87% |

Population Characteristics



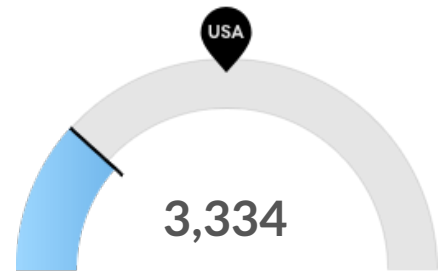
Millennials

Vilas County, WI has 2,588 millennials (ages 25-39). The national average for an area this size is 4,510.



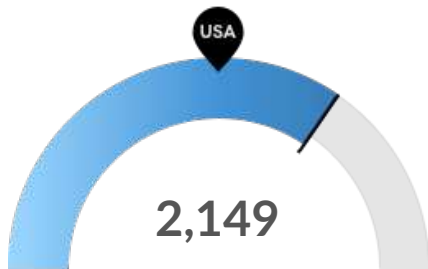
Retiring Soon

Retirement risk is high in Vilas County, WI. The national average for an area this size is 6,350 people 55 or older, while there are 10,890 here.



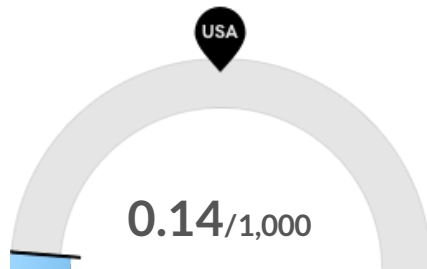
Racial Diversity

Racial diversity is low in Vilas County, WI. The national average for an area this size is 8,691 racially diverse people, while there are 3,334 here.



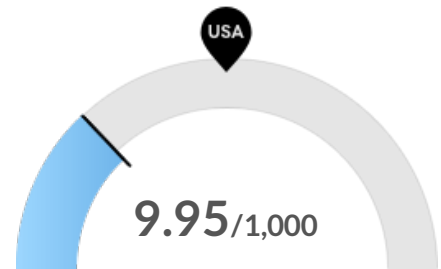
Veterans

Vilas County, WI has 2,149 veterans. The national average for an area this size is 1,264.



Violent Crime

Vilas County, WI has 0.14 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

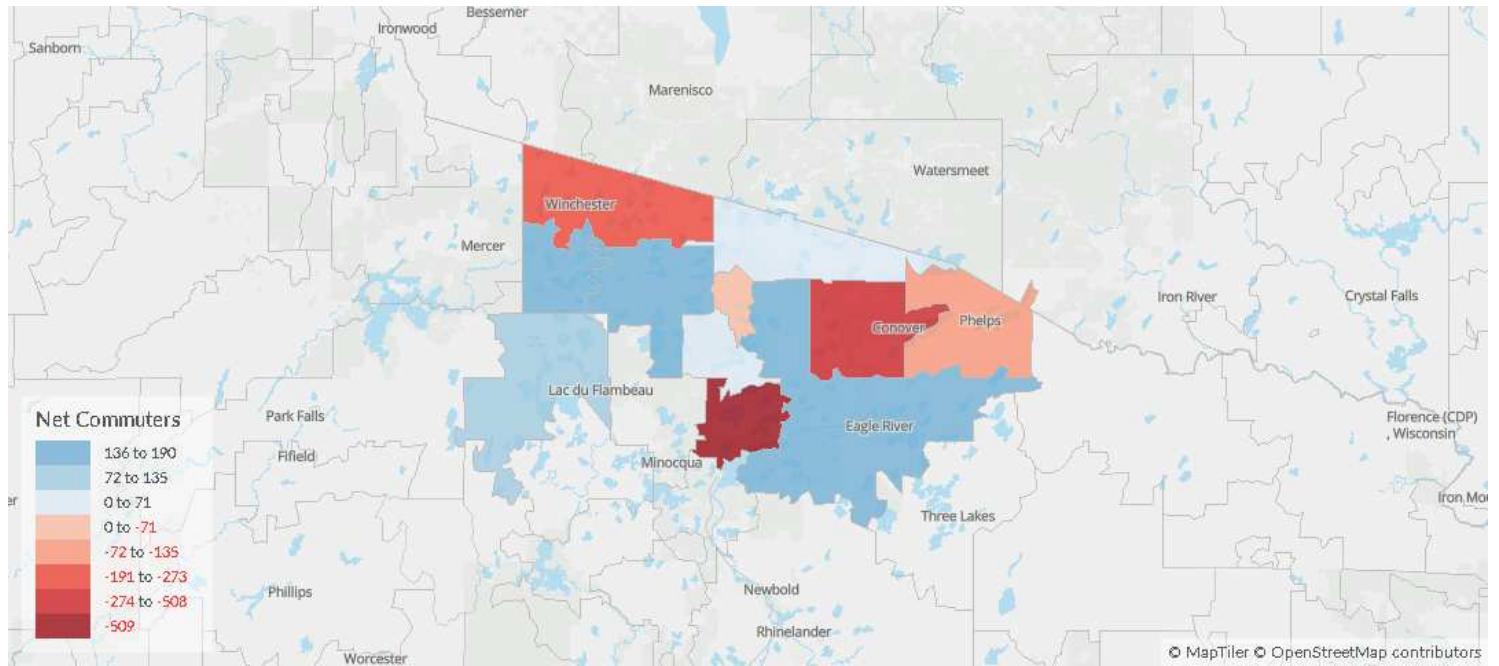


Property Crime

Vilas County, WI has 9.95 property crimes per 1,000 people. The national rate is 22.98 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

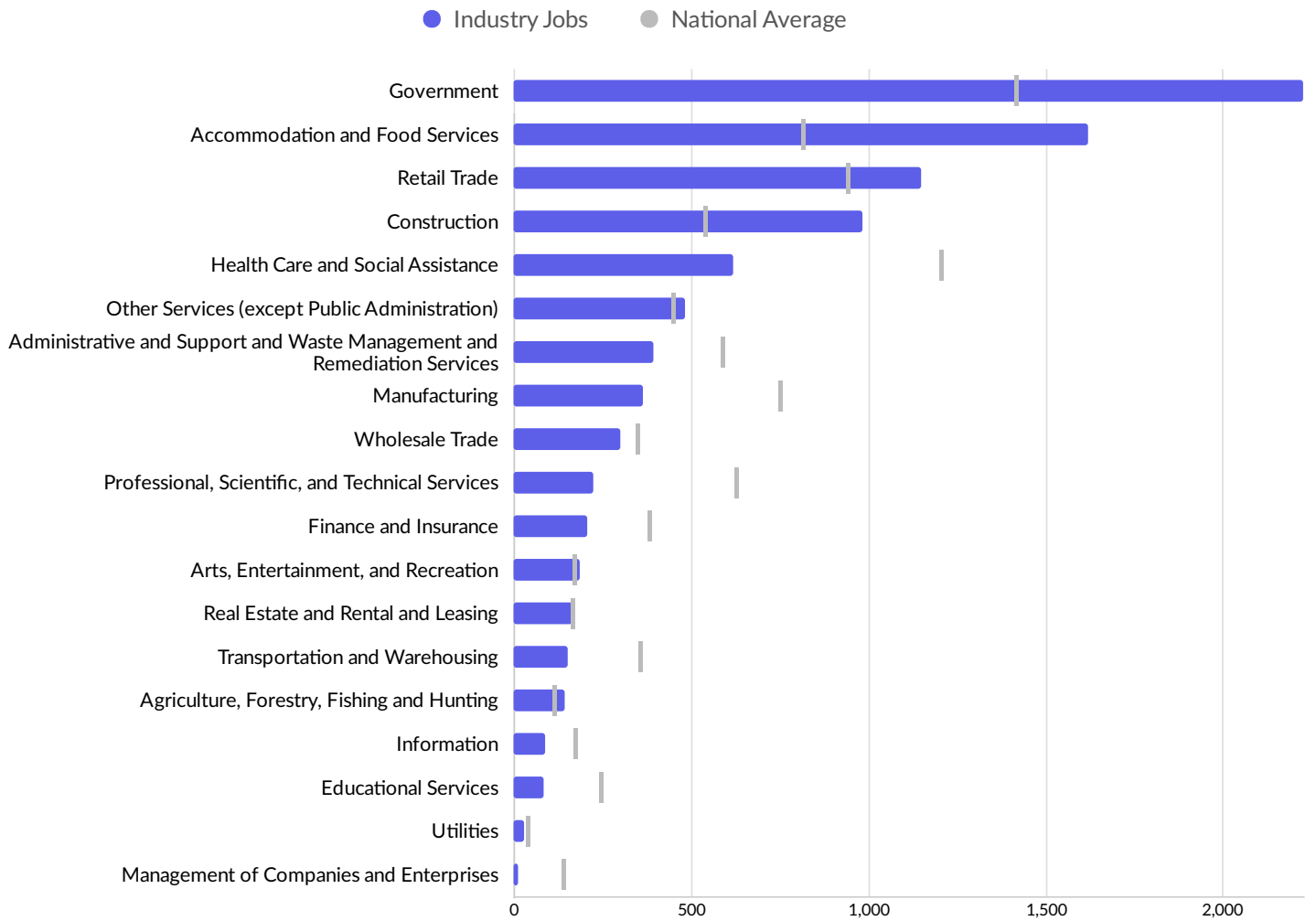
| ZIP | Name | 2019 Employment |
|-------|------------------------------|-----------------|
| 54521 | Eagle River, WI (in Vilas... | 4,575 |
| 54538 | Lac Du Flambeau, WI (i... | 1,014 |
| 54558 | Saint Germain, WI (in Vi... | 761 |
| 54545 | Manitowish Waters, WI... | 647 |
| 54540 | Land O Lakes, WI (in Vil... | 604 |

Where Talent Lives

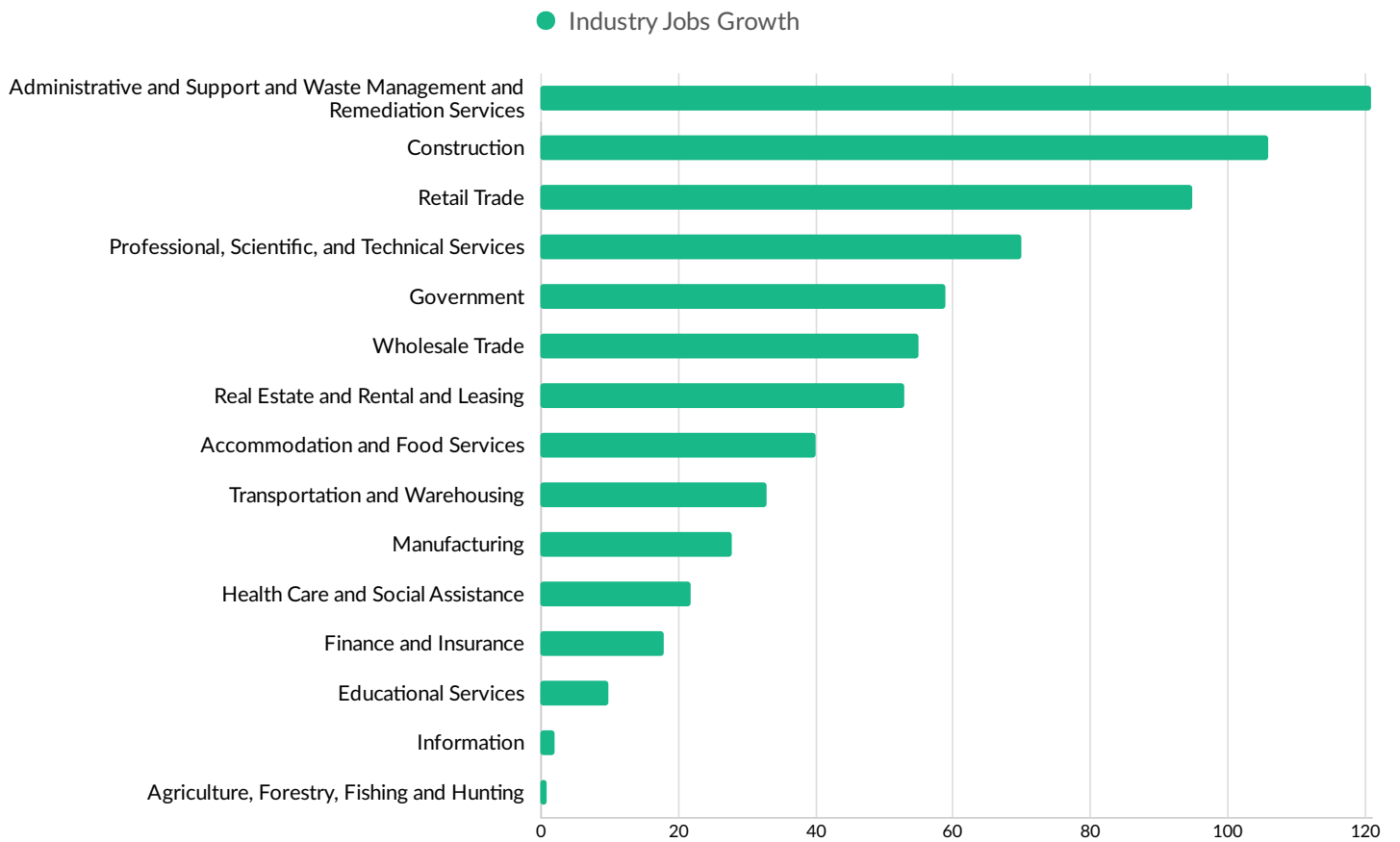
| ZIP | Name | 2019 Workers |
|-------|------------------------------|--------------|
| 54521 | Eagle River, WI (in Vilas... | 4,439 |
| 54558 | Saint Germain, WI (in Vi... | 1,270 |
| 54538 | Lac Du Flambeau, WI (i... | 915 |
| 54519 | Conover, WI (in Vilas co... | 620 |
| 54554 | Phelps, WI (in Vilas cou... | 619 |

Industry Characteristics

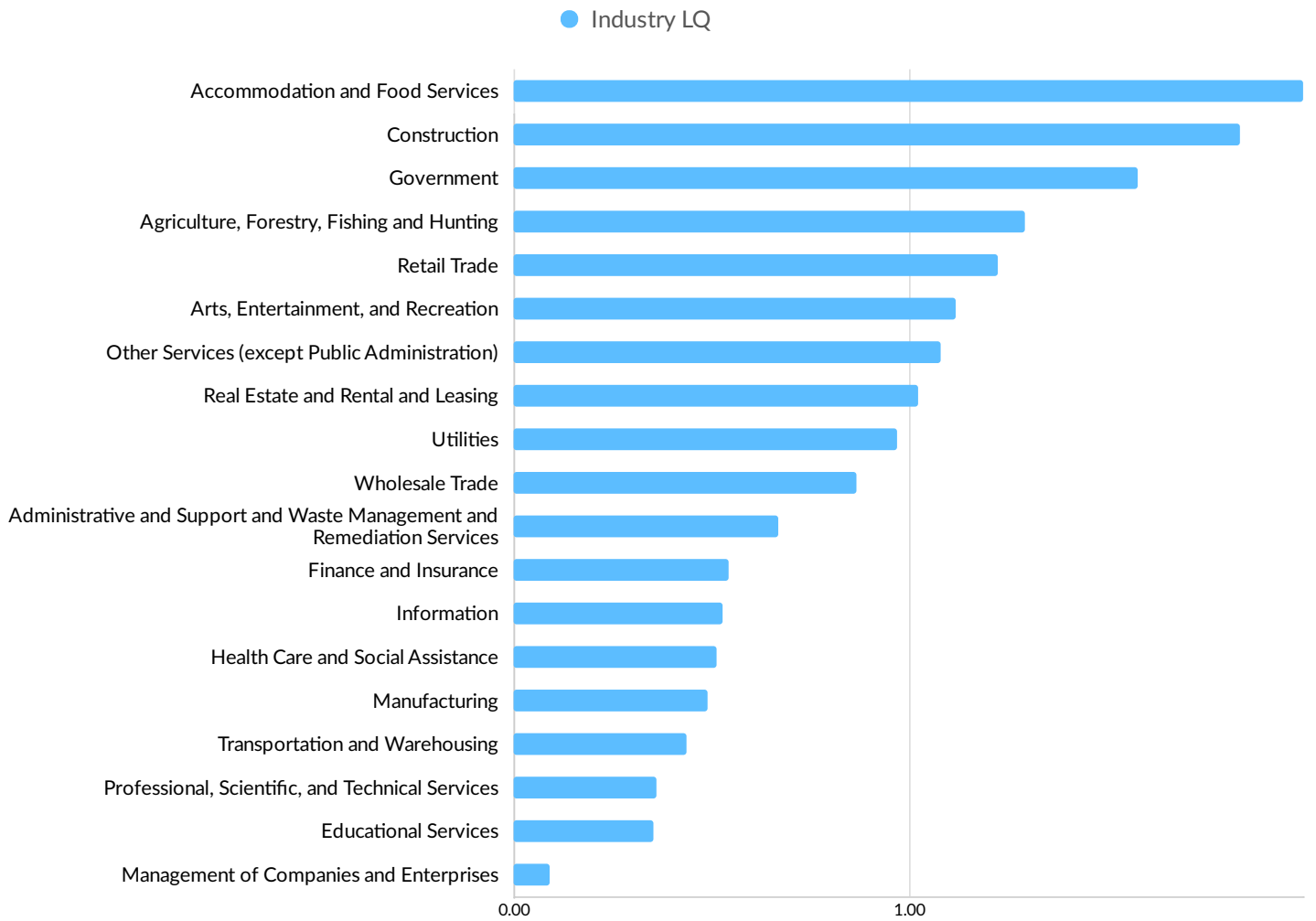
Largest Industries



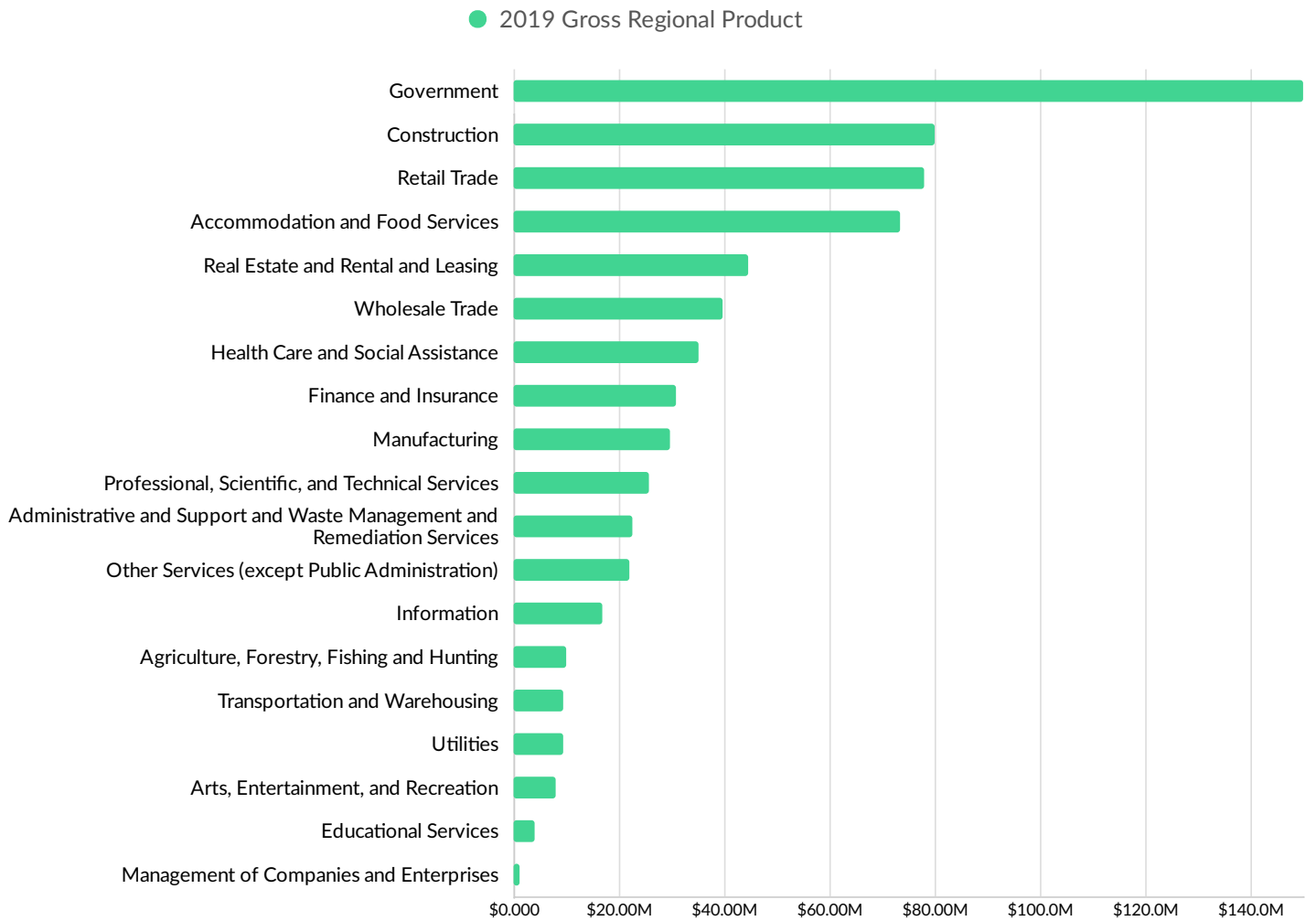
Top Growing Industries



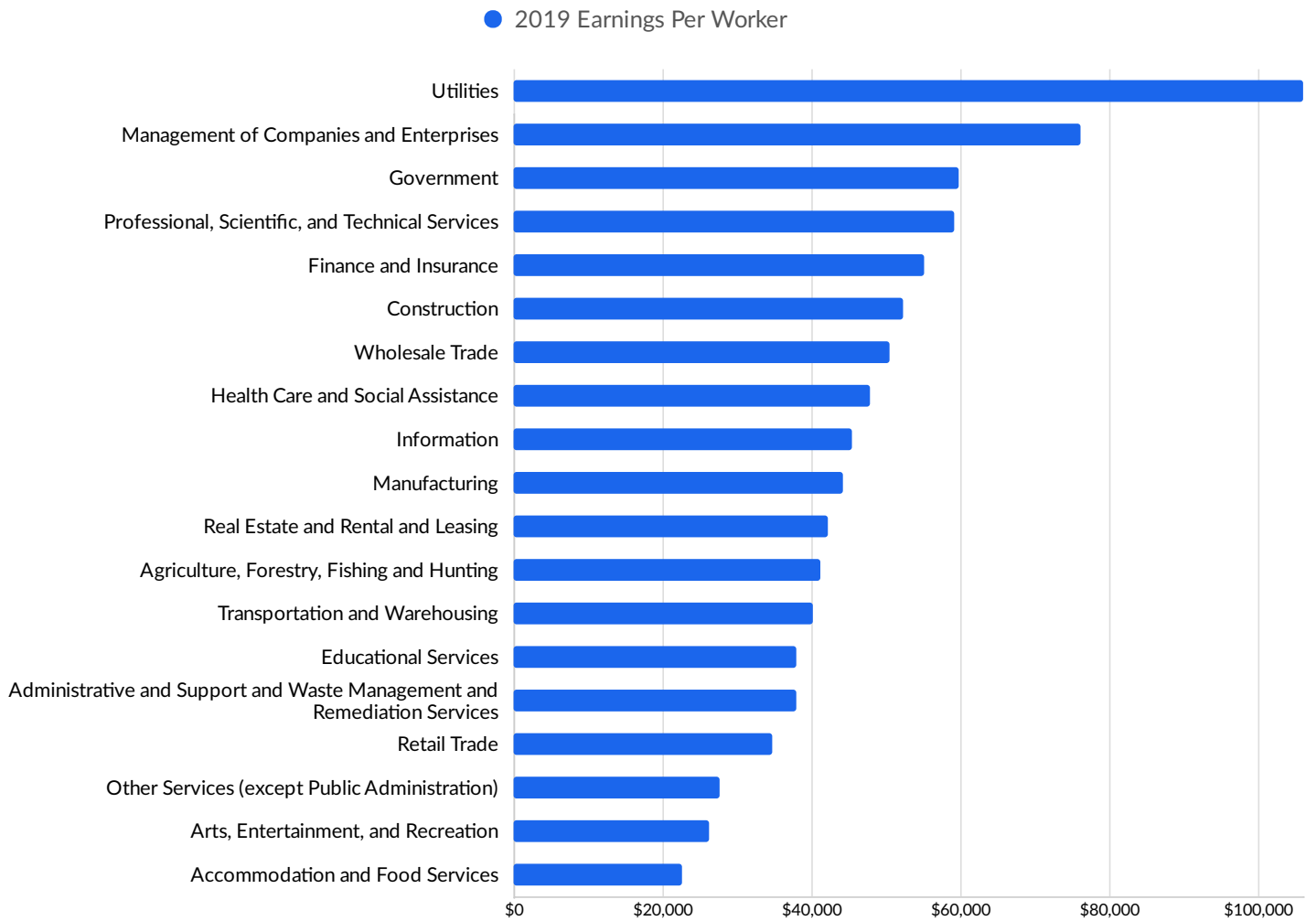
Top Industry LQ



Top Industry GRP



Top Industry Earnings























| Industry | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2019 Earnings Per Worker | 2019 GRP |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Government | 2,168 | 2,227 | 59 | +3% | 1.58 | \$59,777 | \$149.98M |
| Accommodation and Food Services | 1,582 | 1,622 | 40 | +3% | 2.00 | \$22,567 | \$73.32M |
| Retail Trade | 1,054 | 1,149 | 95 | +9% | 1.22 | \$34,745 | \$77.86M |
| Construction | 879 | 985 | 106 | +12% | 1.84 | \$52,408 | \$80.08M |
| Health Care and Social Assistance | 596 | 618 | 22 | +4% | 0.51 | \$47,902 | \$35.04M |
| Other Services (except Public Administration) | 558 | 483 | -75 | -13% | 1.08 | \$27,604 | \$21.99M |
| Administrative and Support and Waste Management and Remediation Services | 272 | 393 | 121 | +44% | 0.67 | \$37,907 | \$22.65M |
| Manufacturing | 339 | 367 | 28 | +8% | 0.49 | \$44,231 | \$29.71M |
| Wholesale Trade | 245 | 300 | 55 | +22% | 0.87 | \$50,587 | \$39.73M |
| Professional, Scientific, and Technical Services | 154 | 224 | 70 | +45% | 0.36 | \$59,178 | \$25.62M |
| Finance and Insurance | 188 | 206 | 18 | +10% | 0.55 | \$55,150 | \$30.97M |
| Arts, Entertainment, and Recreation | 198 | 185 | -13 | -7% | 1.12 | \$26,339 | \$7.90M |
| Real Estate and Rental and Leasing | 112 | 165 | 53 | +47% | 1.02 | \$42,333 | \$44.44M |
| Transportation and Warehousing | 122 | 155 | 33 | +27% | 0.44 | \$40,273 | \$9.52M |
| Agriculture, Forestry, Fishing and Hunting | 141 | 142 | 1 | +1% | 1.29 | \$41,218 | \$10.10M |
| Information | 88 | 90 | 2 | +2% | 0.53 | \$45,512 | \$16.73M |
| Educational Services | 76 | 86 | 10 | +13% | 0.35 | \$38,004 | \$4.05M |
| Utilities | 33 | 31 | -2 | -6% | 0.97 | \$106,113 | \$9.41M |
| Management of Companies and Enterprises | 22 | 12 | -10 | -45% | 0.09 | \$76,275 | \$1.09M |

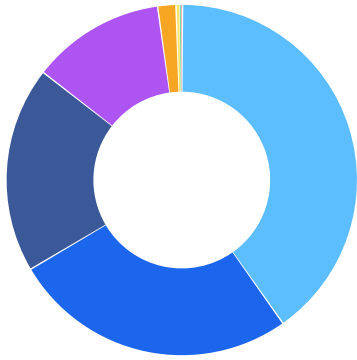
Business Characteristics

1,211 Companies Employ Your Workers

Online profiles for your workers mention 1,211 companies as employers, with the top 10 appearing below. In the last 12 months, 539 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. | 31  | Platinum Supplemental Insuranc... | 214  |
| Lac Du Flambeau Band of Lake S... | 30  | Roehl Transport, Inc. | 194  |
| Lake of The Torches Econ Dev C... | 28  | Telereach Inc | 144  |
| Northland Pines School District | 28  | U.S. Xpress, Inc. | 107  |
| Lac Du Flambeau School District | 27  | HomeAdvisor, Inc. | 80  |
| County of Vilas | 16  | McDonald's Corporation | 70  |
| Peter Christensen | 16  | C.R. England, Inc. | 69  |
| State of Wisconsin | 16  | Ef Education First, Inc. | 69  |
| Marshfield Clinic | 15  | CRST International, Inc. | 67  |
| Camp Manitowish Y.M.C.A., Inc. | 13  | Dollar General Corporation | 57  |

Business Size

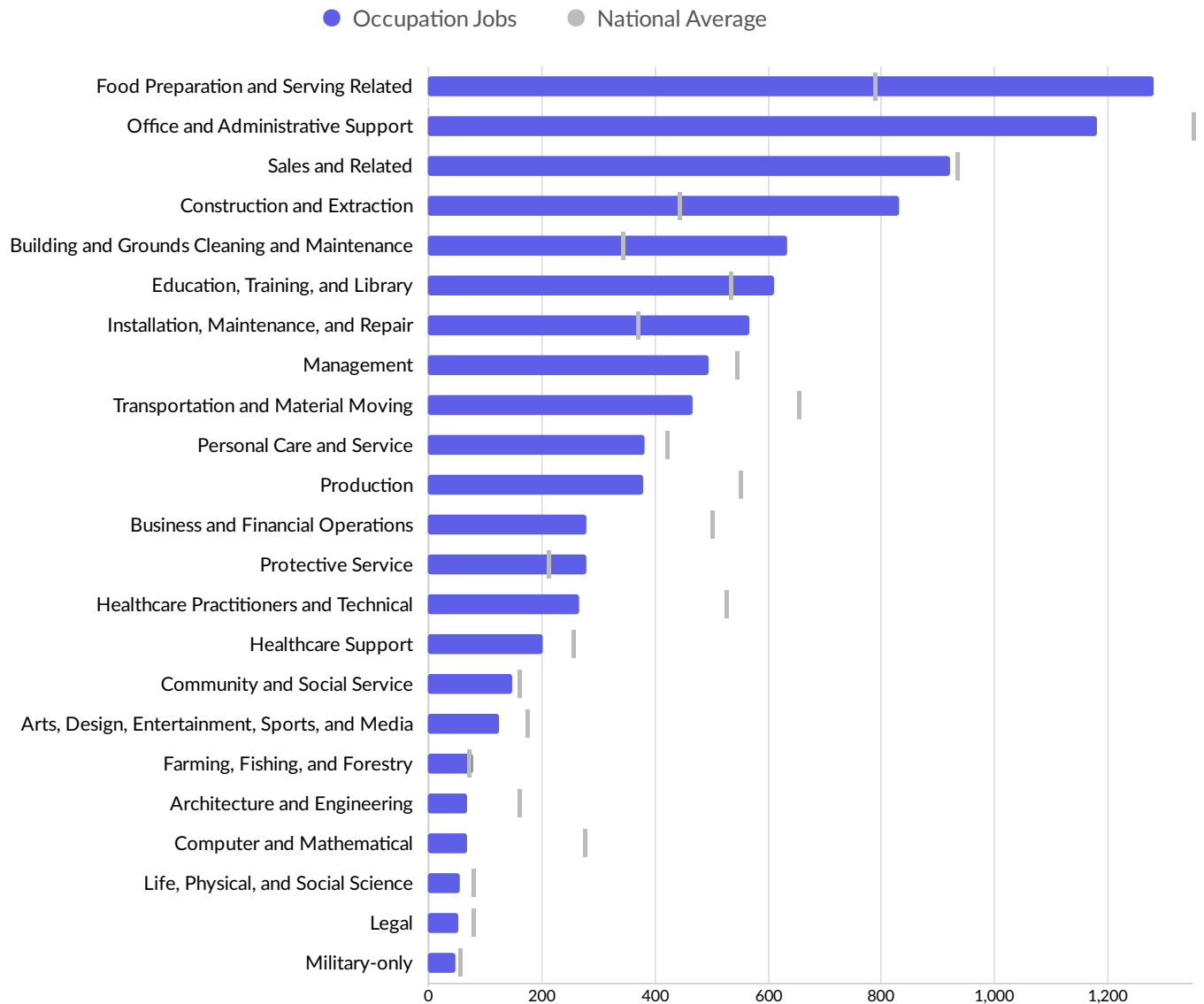


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 40.1% | 670 |
| 5 to 9 employees | 26.3% | 439 |
| 10 to 19 employees | 19.0% | 317 |
| 20 to 49 employees | 12.3% | 205 |
| 50 to 99 employees | 1.7% | 28 |
| 100 to 249 employees | 0.4% | 6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

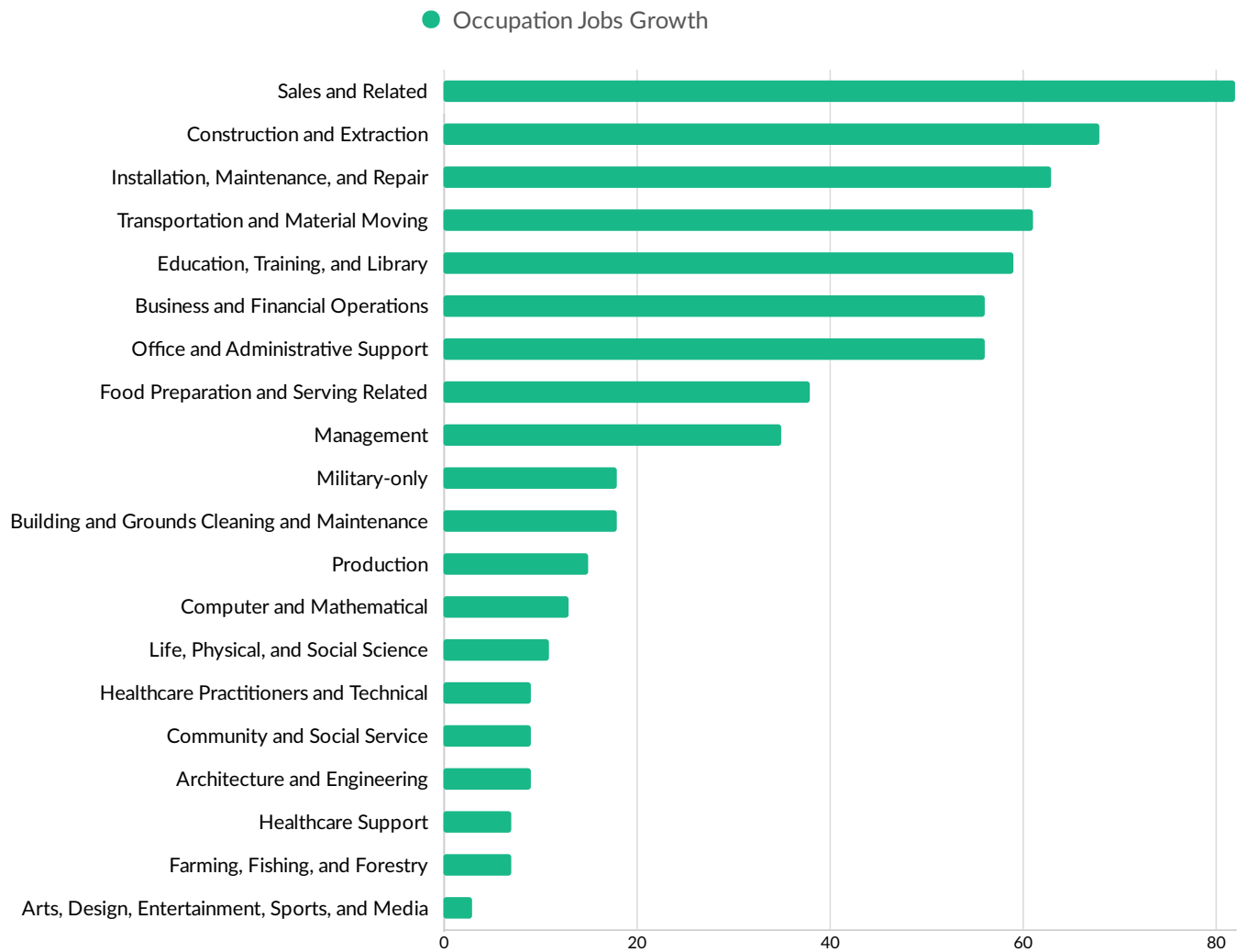
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

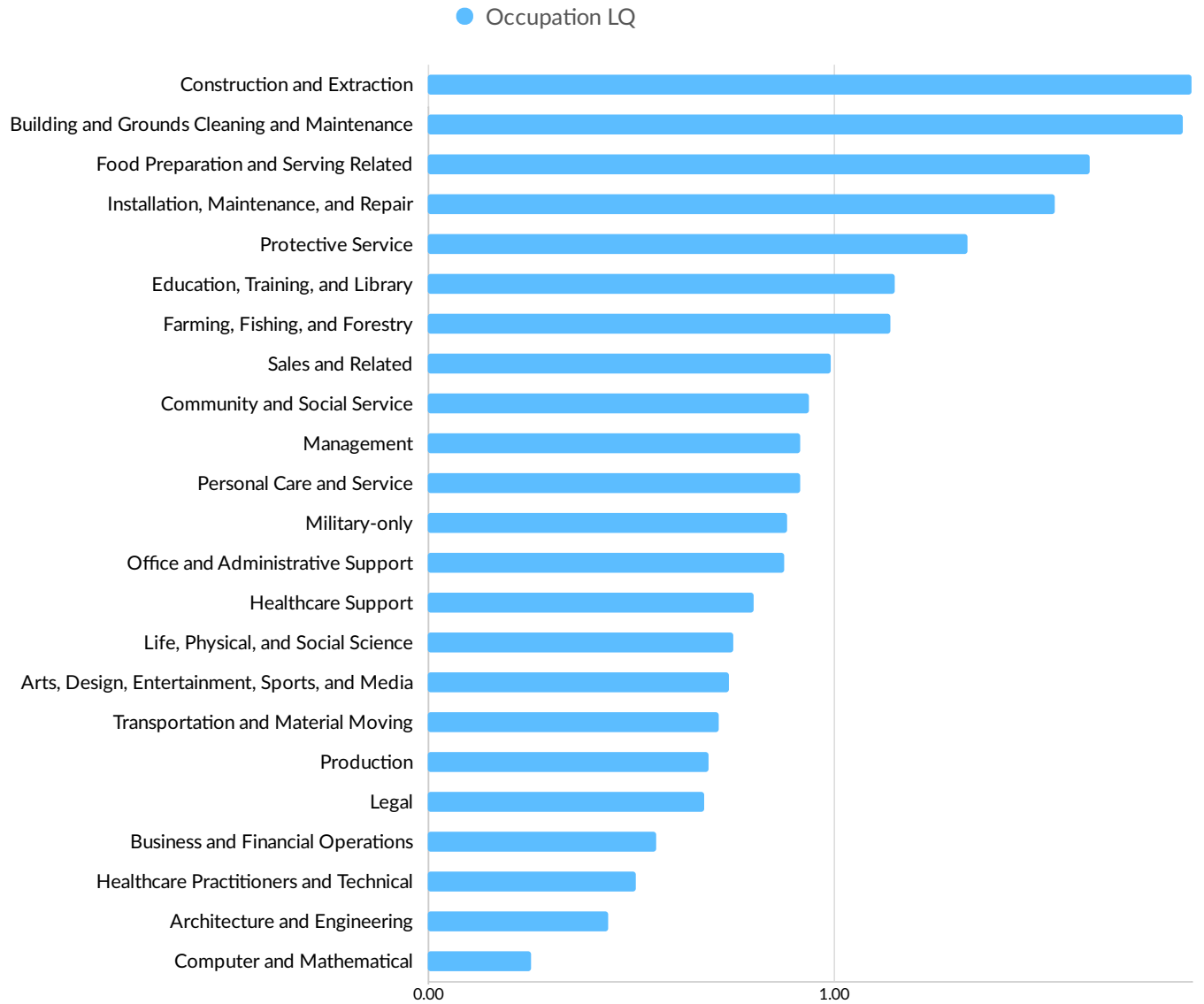
Largest Occupations



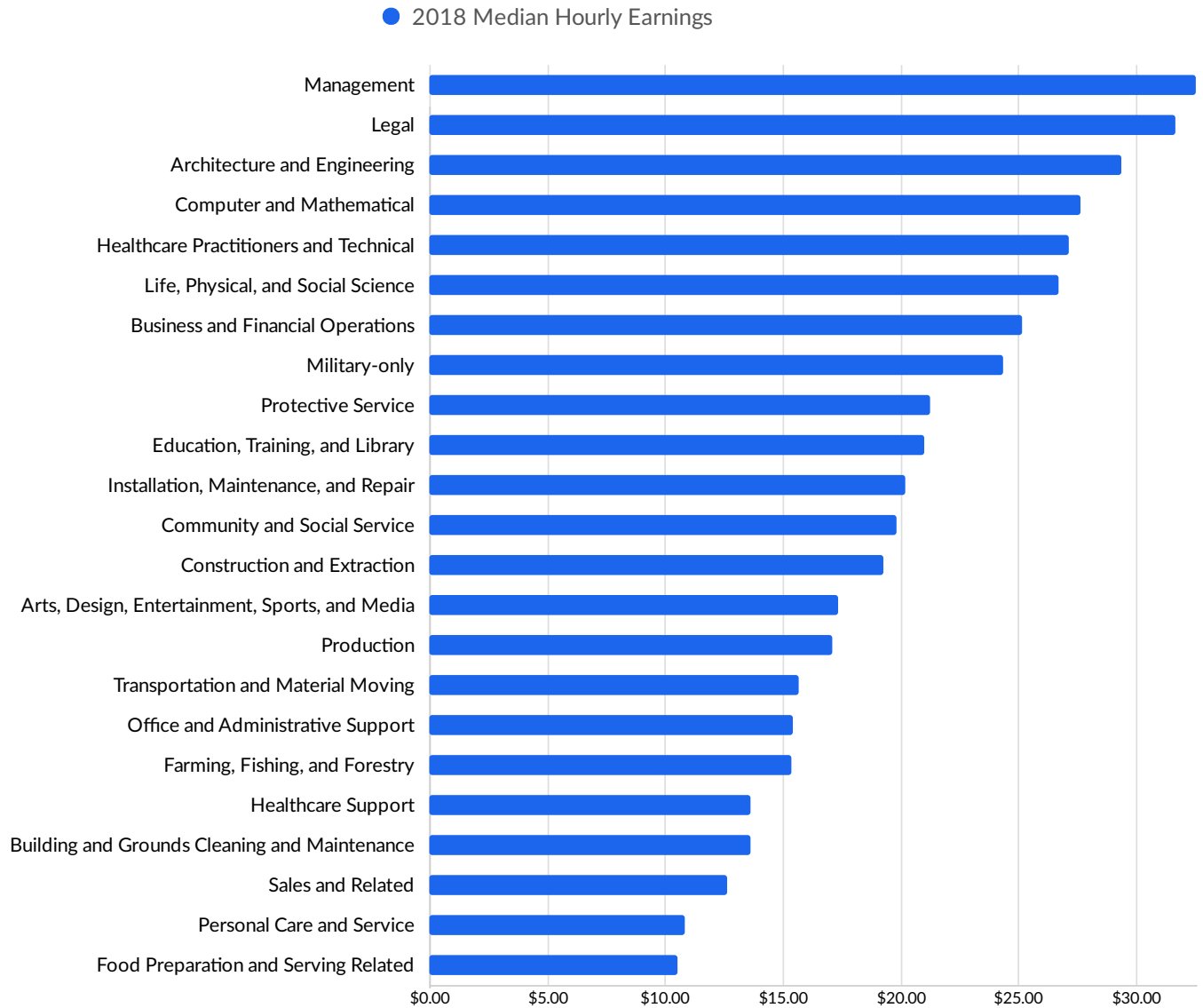
Top Growing Occupations



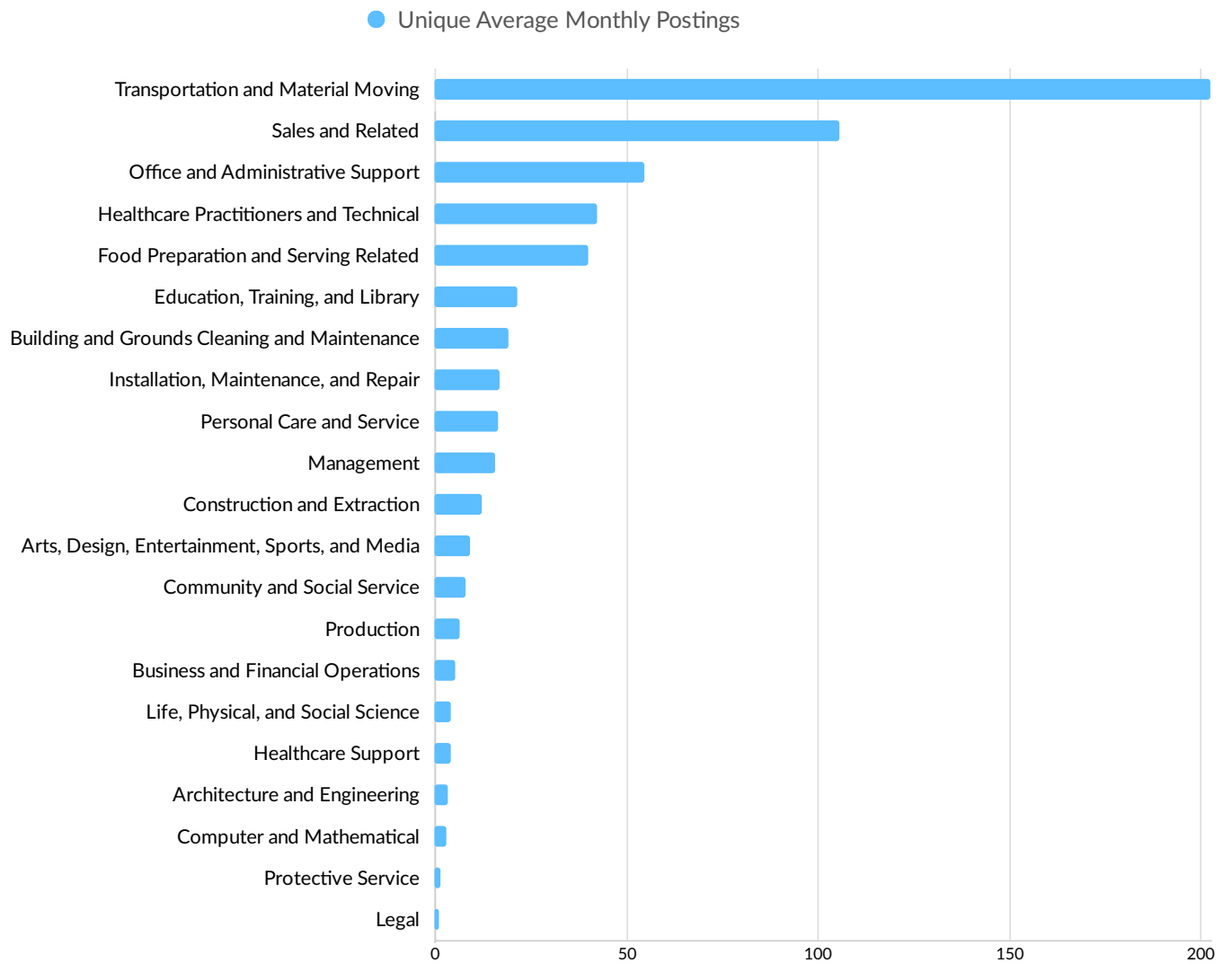
Top Occupation LQ



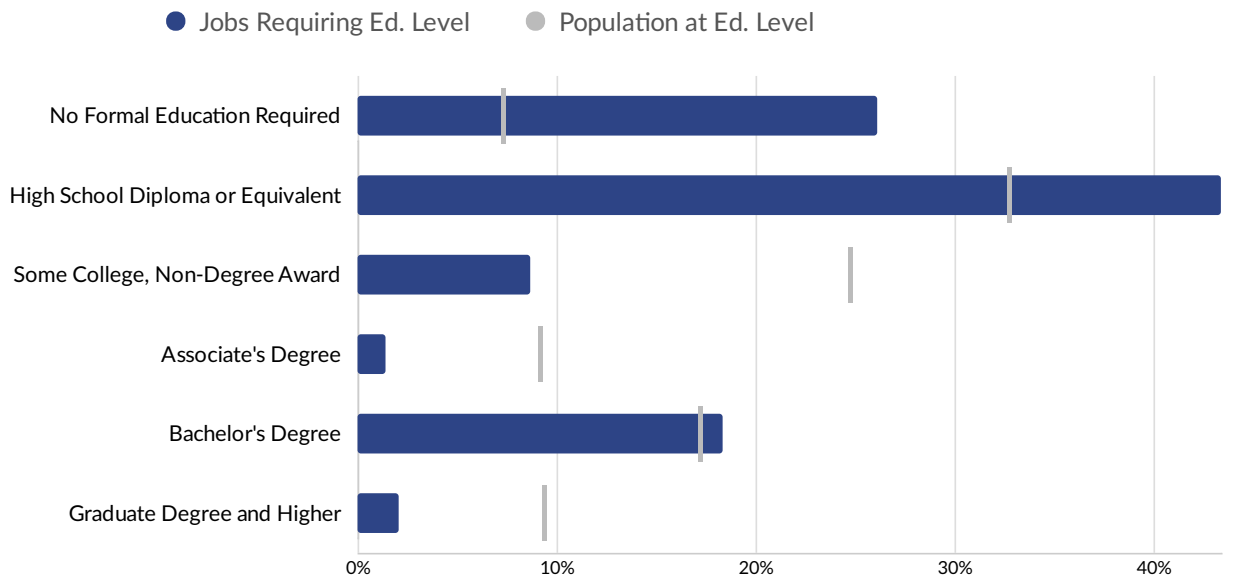
Top Occupation Earnings



Top Posted Occupations



Underemployment



| Occupation | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2018 Median Hourly Earnings | Jan 2019 - Dec 2019 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Food Preparation and Serving Related | 1,243 | 1,281 | 38 | +3% | 1.63 | \$10.54 | 40 |
| Office and Administrative Support | 1,127 | 1,183 | 56 | +5% | 0.88 | \$15.40 | 55 |
| Sales and Related | 841 | 923 | 82 | +10% | 0.99 | \$12.64 | 106 |
| Construction and Extraction | 764 | 832 | 68 | +9% | 1.88 | \$19.27 | 12 |
| Building and Grounds Cleaning and Maintenance | 616 | 634 | 18 | +3% | 1.86 | \$13.61 | 19 |
| Education, Training, and Library | 553 | 612 | 59 | +11% | 1.15 | \$21.01 | 22 |
| Installation, Maintenance, and Repair | 505 | 568 | 63 | +12% | 1.54 | \$20.21 | 17 |
| Management | 461 | 496 | 35 | +8% | 0.92 | \$32.54 | 16 |
| Transportation and Material Moving | 406 | 467 | 61 | +15% | 0.72 | \$15.67 | 203 |
| Personal Care and Service | 396 | 384 | -12 | -3% | 0.91 | \$10.87 | 17 |
| Production | 365 | 380 | 15 | +4% | 0.69 | \$17.12 | 6 |
| Business and Financial Operations | 224 | 280 | 56 | +25% | 0.56 | \$25.14 | 5 |
| Protective Service | 289 | 279 | -10 | -3% | 1.33 | \$21.25 | 2 |
| Healthcare Practitioners and Technical | 259 | 268 | 9 | +3% | 0.51 | \$27.15 | 42 |
| Healthcare Support | 196 | 203 | 7 | +4% | 0.80 | \$13.65 | 4 |
| Community and Social Service | 140 | 149 | 9 | +6% | 0.94 | \$19.83 | 8 |
| Arts, Design, Entertainment, Sports, and Media | 124 | 127 | 3 | +2% | 0.74 | \$17.38 | 9 |
| Farming, Fishing, and Forestry | 73 | 80 | 7 | +10% | 1.14 | \$15.35 | 0 |

| Occupation | 2014 Jobs | 2019 Jobs | Change in Jobs | % Change in Jobs | 2019 LQ | 2018 Median Hourly Earnings | Jan 2019 - Dec 2019 Unique Average Monthly Postings |
|------------------------------------|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Architecture and Engineering | 61 | 70 | 9 | +15% | 0.44 | \$29.37 | 4 |
| Computer and Mathematical | 57 | 70 | 13 | +23% | 0.25 | \$27.65 | 3 |
| Life, Physical, and Social Science | 47 | 58 | 11 | +23% | 0.75 | \$26.70 | 4 |
| Legal | 53 | 53 | 0 | 0% | 0.68 | \$31.69 | 1 |
| Military-only | 30 | 48 | 18 | +60% | 0.88 | \$24.39 | 0 |

Educational Pipeline

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

In-Demand Skills

