

Broadband and Vacation Properties in the Northwoods of Wisconsin

An Economic Impact Study

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[Northwoods Broadband and Economic Development Coalition](#)



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Results: “Northwoods Wisconsin” Survey

How much longer would you stay in the Northwoods of Wisconsin each year if you had access to broadband internet?

Answer Options	Response Percent	Response Count
I would not stay any longer than I currently do	47.1%	112
Up to 2 weeks	8.4%	20
2-4 weeks	13.4%	32
1-2 months	16.8%	40
3-4 months	5.9%	14
5-6 months	2.9%	7
6-12 months	5.5%	13
	Answered Question	238

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Economic Impact

- Multiplying \$67.26 (average daily expenditure) times 37 (average number of extra days residents would spend in their vacationing homes) gives us a total of \$2,488.62 additional dollars per seasonal home spent a year in the local economy if owners had broadband internet connectivity



“Northwoods” Counties

- FERC determined that in Forest, Langlade, Lincoln, Oneida, and Vilas Counties there are currently 31,180 seasonal houses
- Of these 31,180 seasonal houses, the survey concluded that 52.9% did not have internet access or had issues staying connected



Direct Economic Impact

- As a result, using our numbers from the previous slides, we conclude that in Forest, Langlade, Lincoln, Oneida, and Vilas part-time residents would directly contribute with **\$41,047,845.77** ($31,180 \times 52.9\% \times \$2,488.62$) dollars in the local economy if they had better access to internet
- 31,180 (seasonal houses)
- 52.9% (percentage of households with internet access issues)
- \$2,488.62 (additional spending a year per seasonal home)



IMPLAN Results

Impact Type	Employment	Labor Income	Output
Direct Effect	1,454	\$23,528,923	\$55,778,505
Indirect Effect	109	\$4,294,936	\$12,867,676
Induced Effect	188	\$7,281,161	\$22,466,186
Total Effect	1,751	\$35,105,021	\$91,112,368

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Conclusions

- Broadband internet connectivity in vacationing homes would generate additional spending in the local economy, causing regional economic prosperity
- The yearly impact in Forest, Langlade, Lincoln, Oneida, and Vilas Counties in Wisconsin would be between **\$41,047,845.77 and \$55,778,505**
- Benefits: job creation, higher tax revenues, and better infrastructure in the county

