



# Vilas County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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55125 Vilas County, WI

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### Class of Worker

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

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

## Economy Overview

**22,427**

**Population (2020)**

Population **grew by 980** over the last 5 years and is projected to **grow by 921** over the next 5 years.

**9,324**

**Total Regional Employment**

Jobs **grew by 316** over the last 5 years and are projected to **grow by 485** over the next 5 years.

**\$47.1K**

**Median Household Income (2019)**

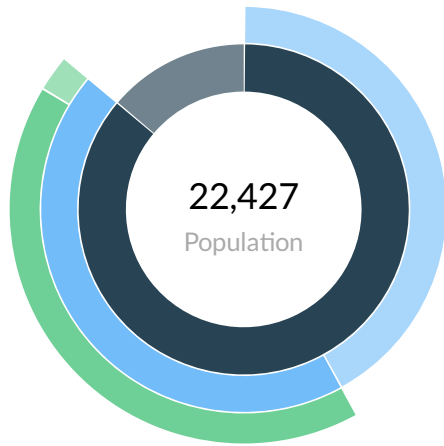
Median household income is **\$15.8K below** the national median household income of \$62.8K.

## Takeaways

- As of 2020 the region's population **increased by 4.6%** since 2015, growing by 980. Population is expected to **increase by 4.1%** between 2020 and 2025, adding 921.
- From 2015 to 2020, jobs **increased by 3.5%** in Vilas County, WI from 9,008 to **9,324**. This change **outpaced the national growth rate of 1.3% by 2.2%**. As the number of jobs increased, the **labor force participation rate decreased from 51.3% to 51.3% between 2015 and 2020**.
- Concerning educational attainment, **19.5% of Vilas County, WI residents possess a Bachelor's Degree** (0.6% below the national average), and **9.9% hold an Associate's Degree** (1.3% above the national average).
- The top three industries in 2020 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	22,427	9,901	9,324	103.7	\$832.71M	\$1.35B	\$937.35M
NCWRPC	441,515	220,182	219,922	99.4	\$21.89B	\$30.67B	\$28.81B
Wisconsin	5,848,151	3,038,273	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B

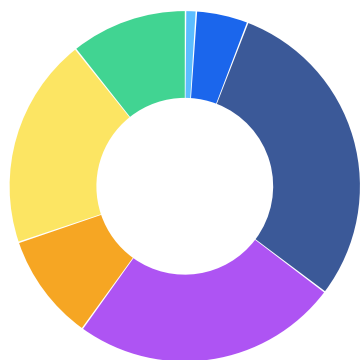
## 2020 Labor Force Breakdown



	Population
● Total Working Age Population	19,304
● Not in Labor Force (15+)	9,403
● Labor Force	9,901
● Employed	9,332
● Unemployed	569
● Under 15	3,123

## Educational Attainment

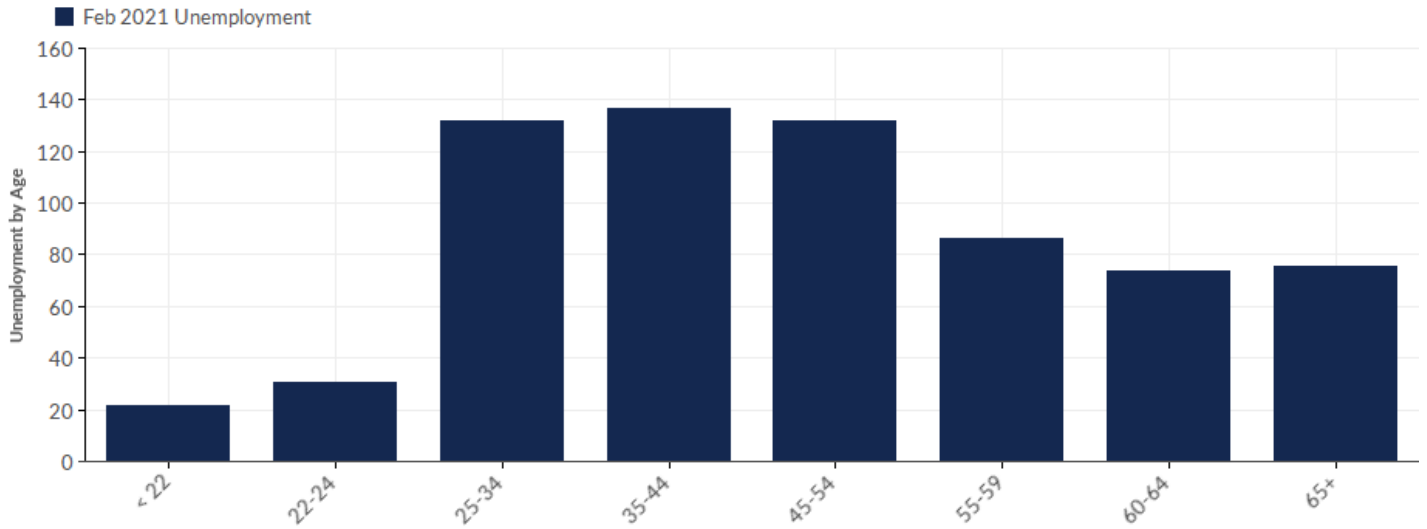
Concerning educational attainment, **19.5% of Vilas County, WI residents possess a Bachelor's Degree** (0.6% below the national average), and **9.9% hold an Associate's Degree** (1.3% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.0%	172
● 9th Grade to 12th Grade	4.8%	836
● High School Diploma	29.5%	5,148
● Some College	24.6%	4,306
● Associate's Degree	9.9%	1,728
● Bachelor's Degree	19.5%	3,406
● Graduate Degree and Higher	10.8%	1,882

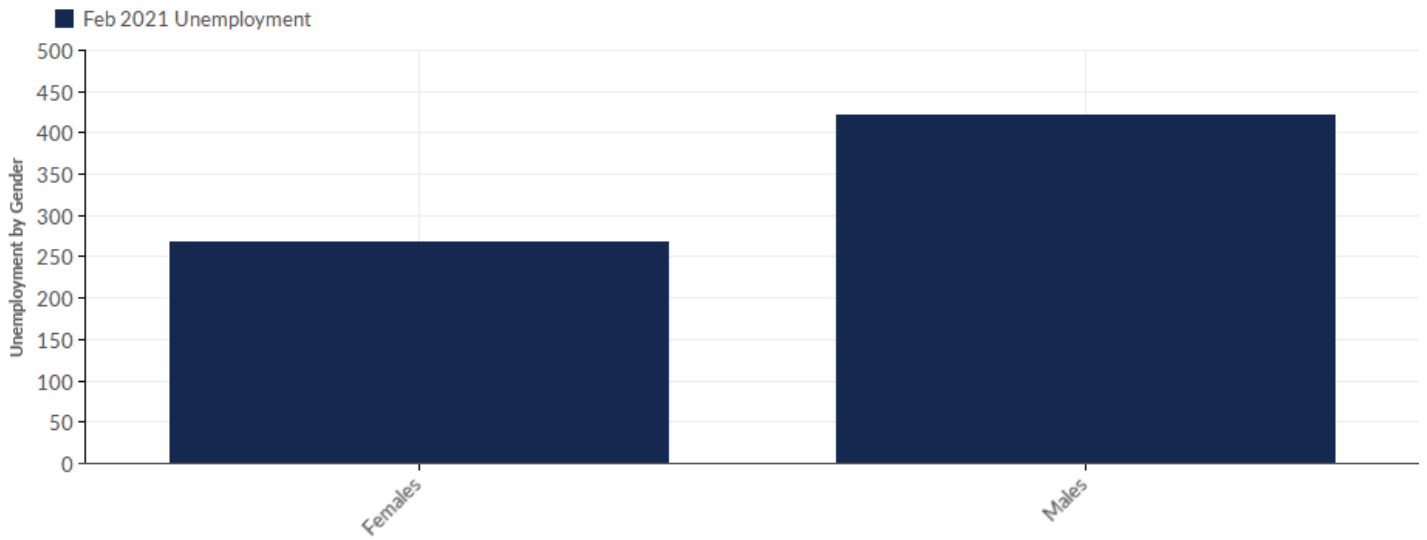
# Unemployment by Demographics

## Unemployment by Age



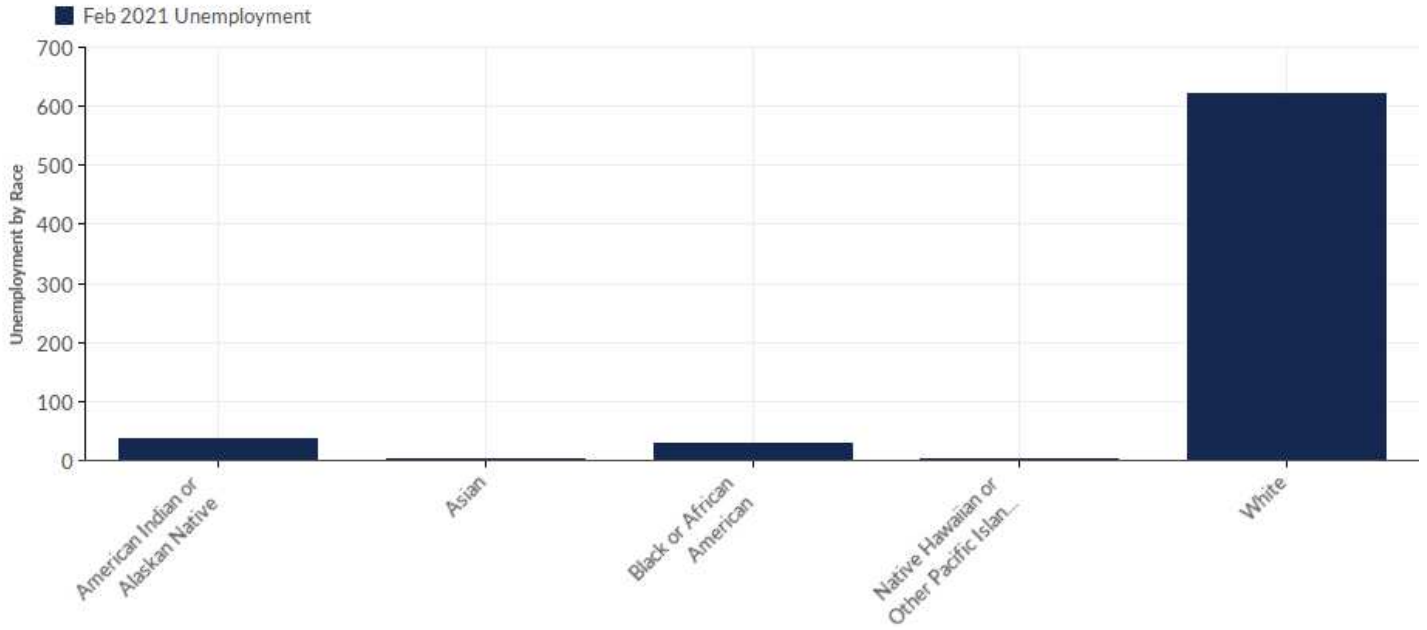
Age	Unemployment (Feb 2021)	% of Age Cohort
< 22	22	3.20%
22-24	31	4.51%
25-34	132	19.19%
35-44	136	19.77%
45-54	132	19.19%
55-59	87	12.65%
60-64	74	10.76%
65+	76	11.05%
<b>Total</b>	<b>688</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Feb 2021)	% of Age Cohort
Females	267	38.81%
Males	421	61.19%
Total	688	100.00%

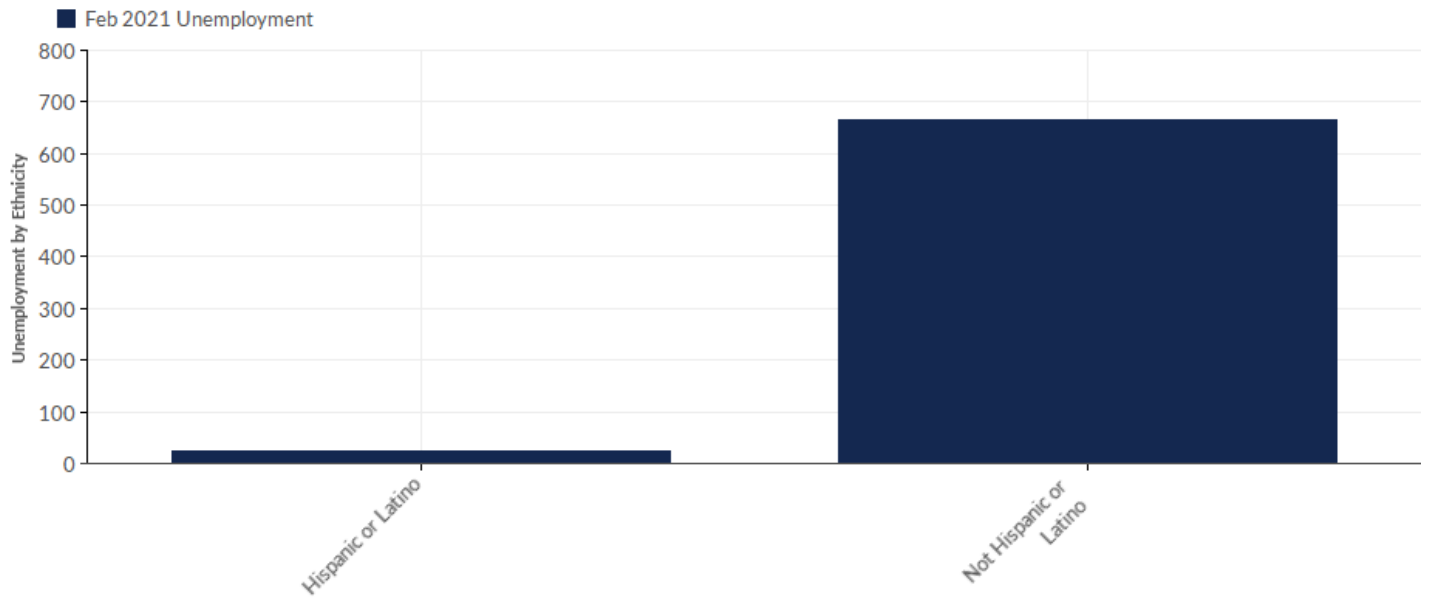
## Unemployment by Race



Race	Unemployment (Feb 2021)	% of Age Cohort
American Indian or Alaskan Native	36	5.23%
Asian	3	0.44%
Black or African American	28	4.07%
Native Hawaiian or Other Pacific Islander	2	0.29%
White	620	90.12%
Total	688	100.00%



## Unemployment by Ethnicity

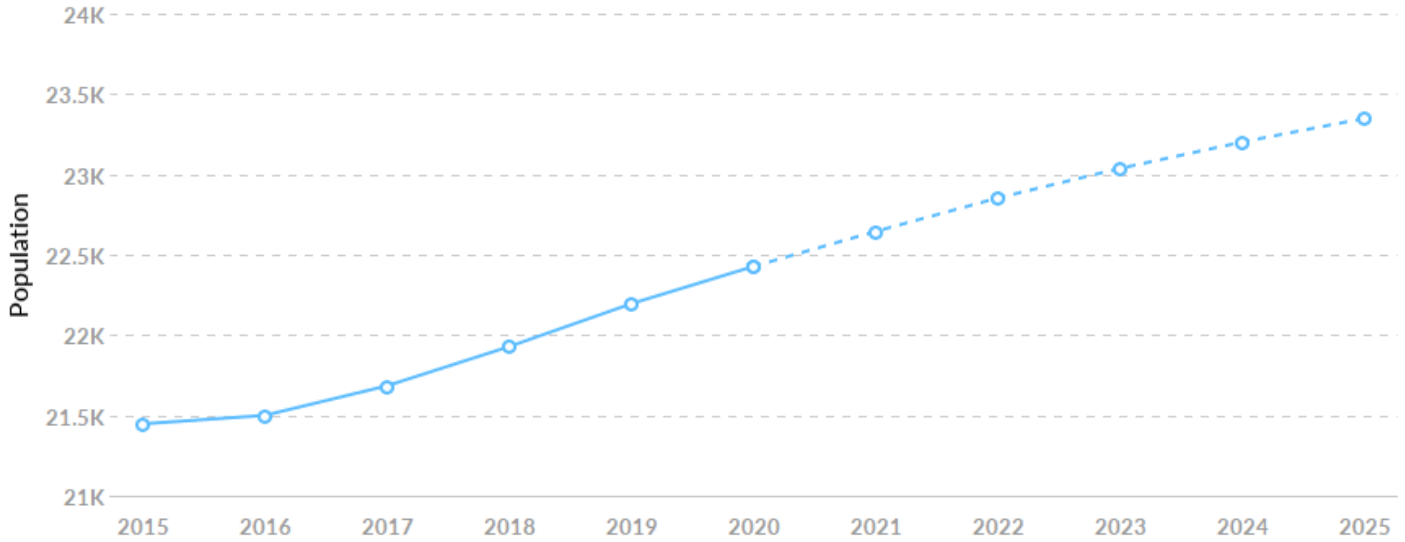


Ethnicity	Unemployment (Feb 2021)	% of Age Cohort
Hispanic or Latino	24	3.49%
Not Hispanic or Latino	664	96.51%
Total	688	100.00%

# Historic & Projected Trends

## Population Trends

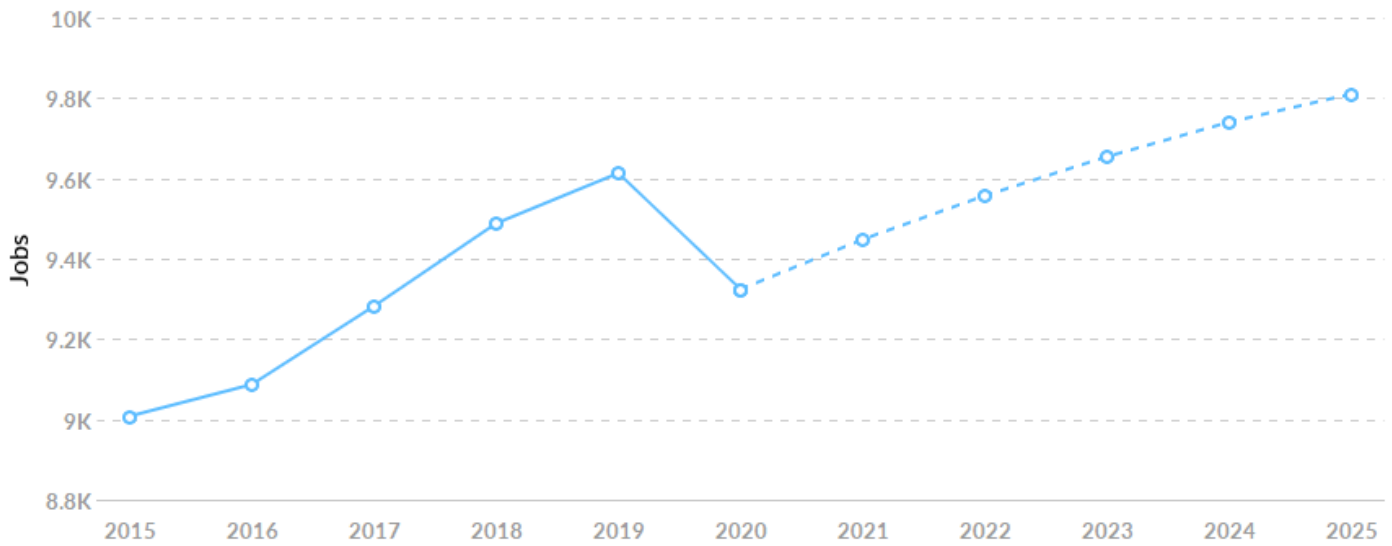
As of 2020 the region's population **increased by 4.6%** since 2015, growing by 980. Population is expected to **increase by 4.1%** between 2020 and 2025, adding 921.



Timeframe	Population
2015	21,447
2016	21,500
2017	21,684
2018	21,928
2019	22,195
2020	22,427
2021	22,645
2022	22,853
2023	23,037
2024	23,201
2025	23,348

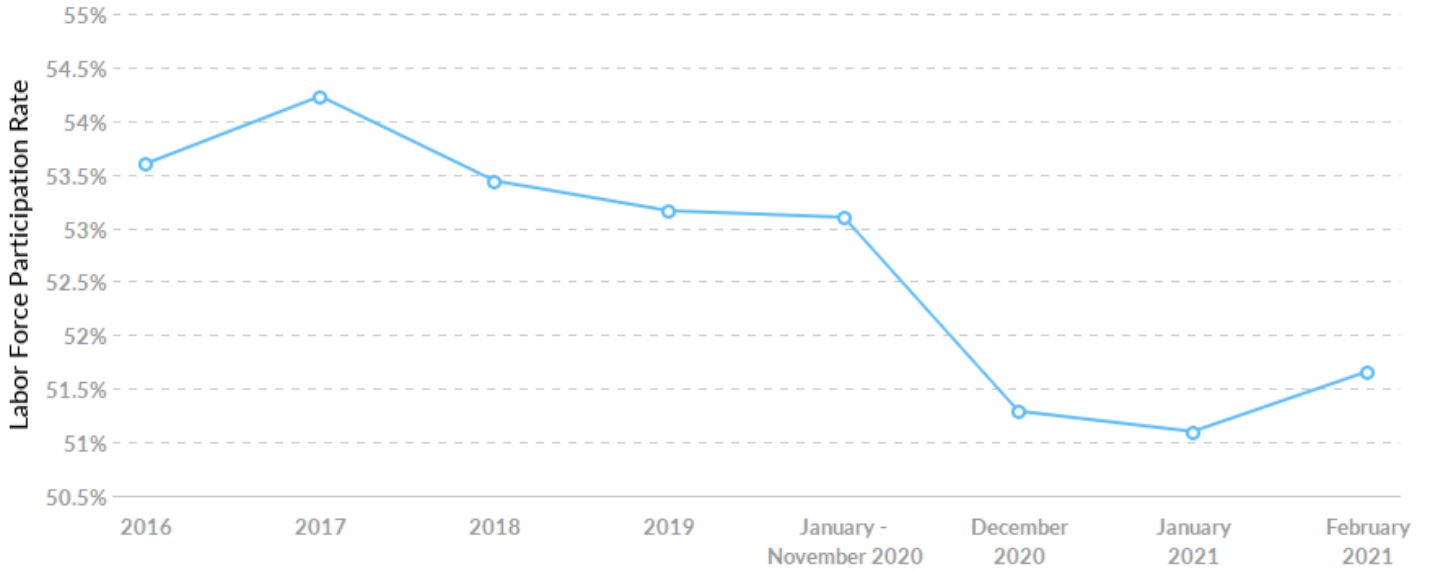
## Job Trends

From 2015 to 2020, jobs increased by 3.5% in Vilas County, WI from 9,008 to 9,324. This change **outpaced the national growth rate of 1.3% by 2.2%.**



Timeframe	Jobs
2015	9,008
2016	9,087
2017	9,282
2018	9,488
2019	9,613
2020	9,324
2021	9,448
2022	9,557
2023	9,654
2024	9,740
2025	9,810

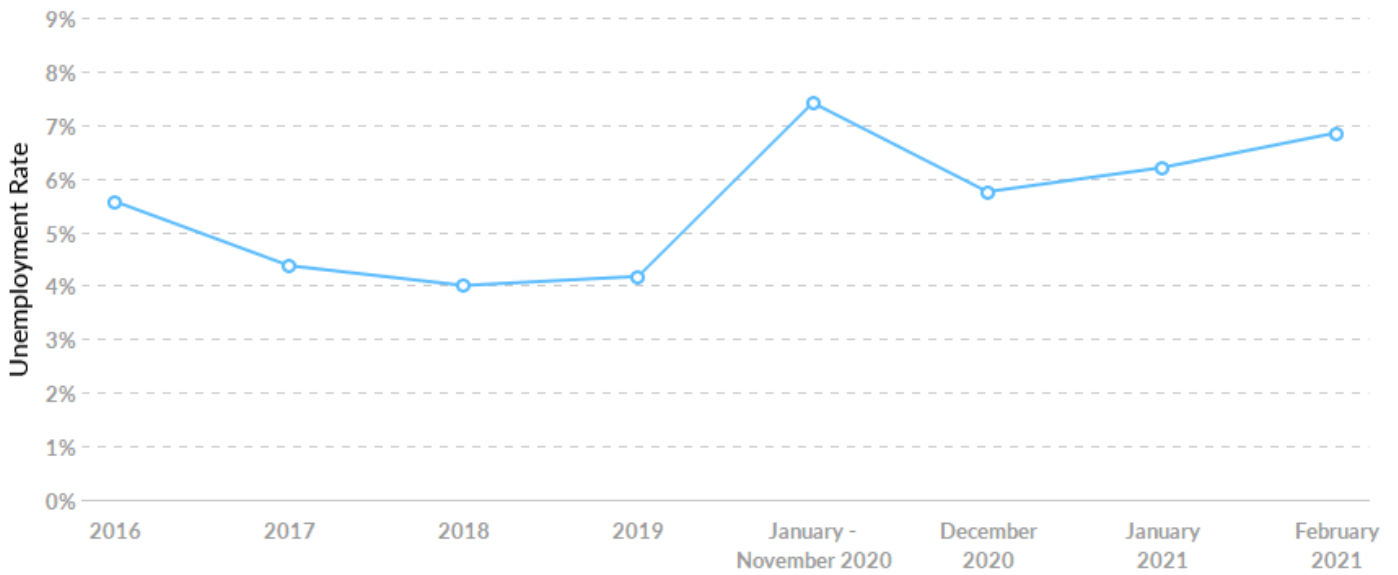
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	53.60%
2017	54.23%
2018	53.44%
2019	53.16%
January - November 2020	53.10%
December 2020	51.29%
January 2021	51.10%
February 2021	51.66%

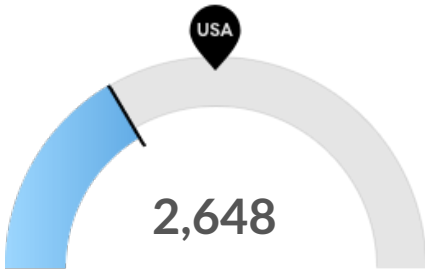
## Unemployment Rate Trends

Vilas County, WI had a February 2021 unemployment rate of 6.85%, **increasing from 5.57%** 5 years before.



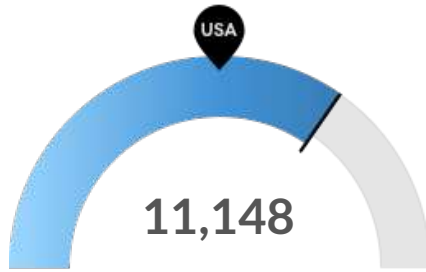
Timeframe	Unemployment Rate
2016	5.57%
2017	4.37%
2018	4.00%
2019	4.17%
January - November 2020	7.41%
December 2020	5.75%
January 2021	6.20%
February 2021	6.85%

## Population Characteristics



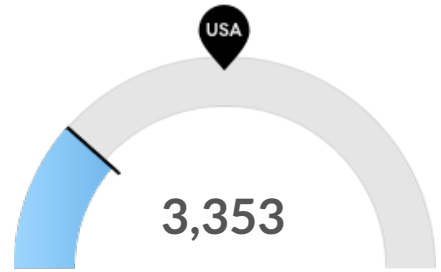
**Millennials**

Vilas County, WI has 2,648 millennials (ages 25-39). The national average for an area this size is 4,576.



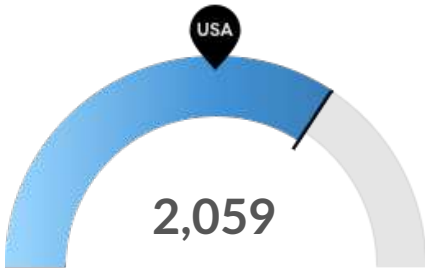
**Retiring Soon**

Retirement risk is high in Vilas County, WI. The national average for an area this size is 6,526 people 55 or older, while there are 11,148 here.



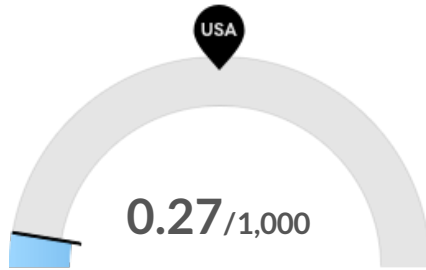
**Racial Diversity**

Racial diversity is low in Vilas County, WI. The national average for an area this size is 8,853 racially diverse people, while there are 3,353 here.



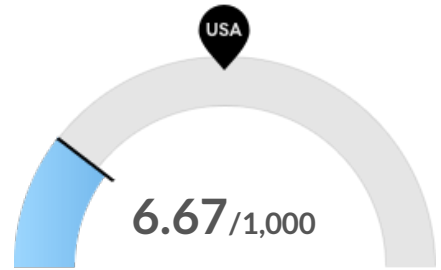
**Veterans**

Vilas County, WI has 2,059 veterans. The national average for an area this size is 1,233.



**Violent Crime**

Vilas County, WI has 0.27 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

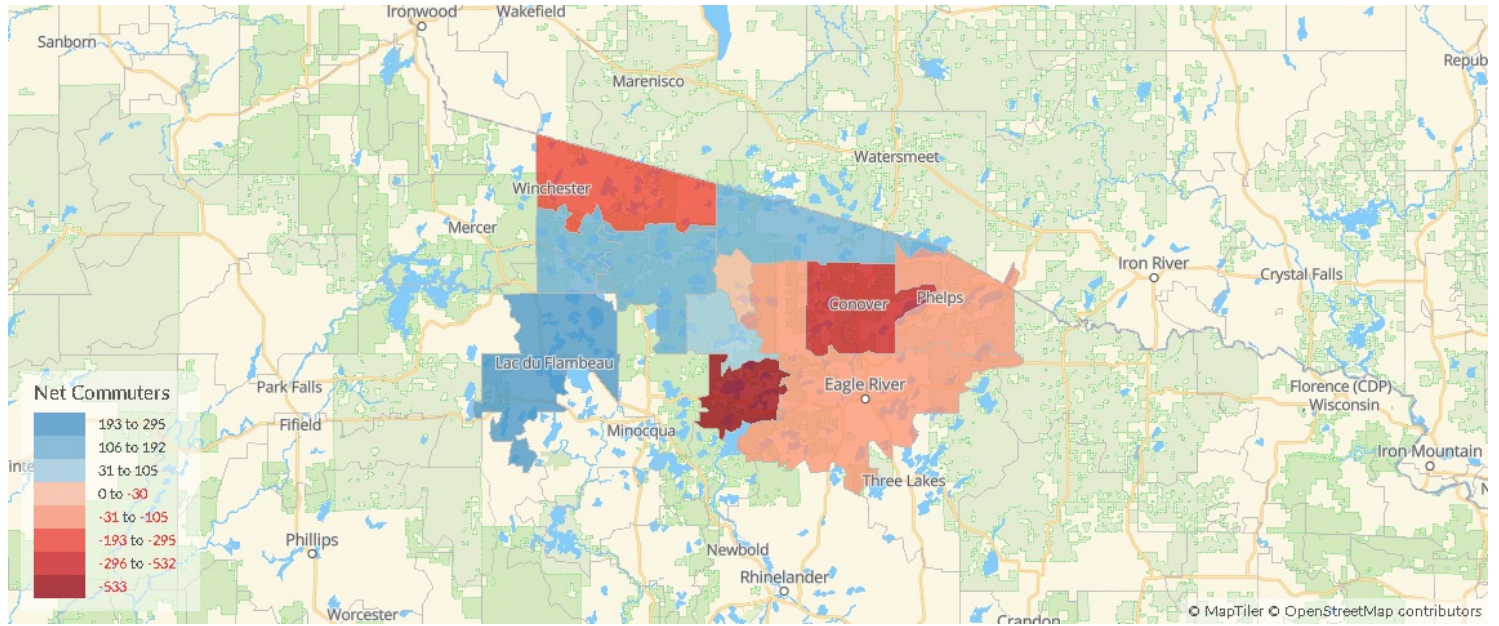


**Property Crime**

Vilas County, WI has 6.67 property crimes per 1,000 people. The national rate is 19.79 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	2020 Employment
54521	Eagle River, WI (in Vilas...	4,450
54538	Lac Du Flambeau, WI (i...	1,142
54558	Saint Germain, WI (in Vi...	697
54540	Land O Lakes, WI (in Vil...	670
54545	Manitowish Waters, WI...	591

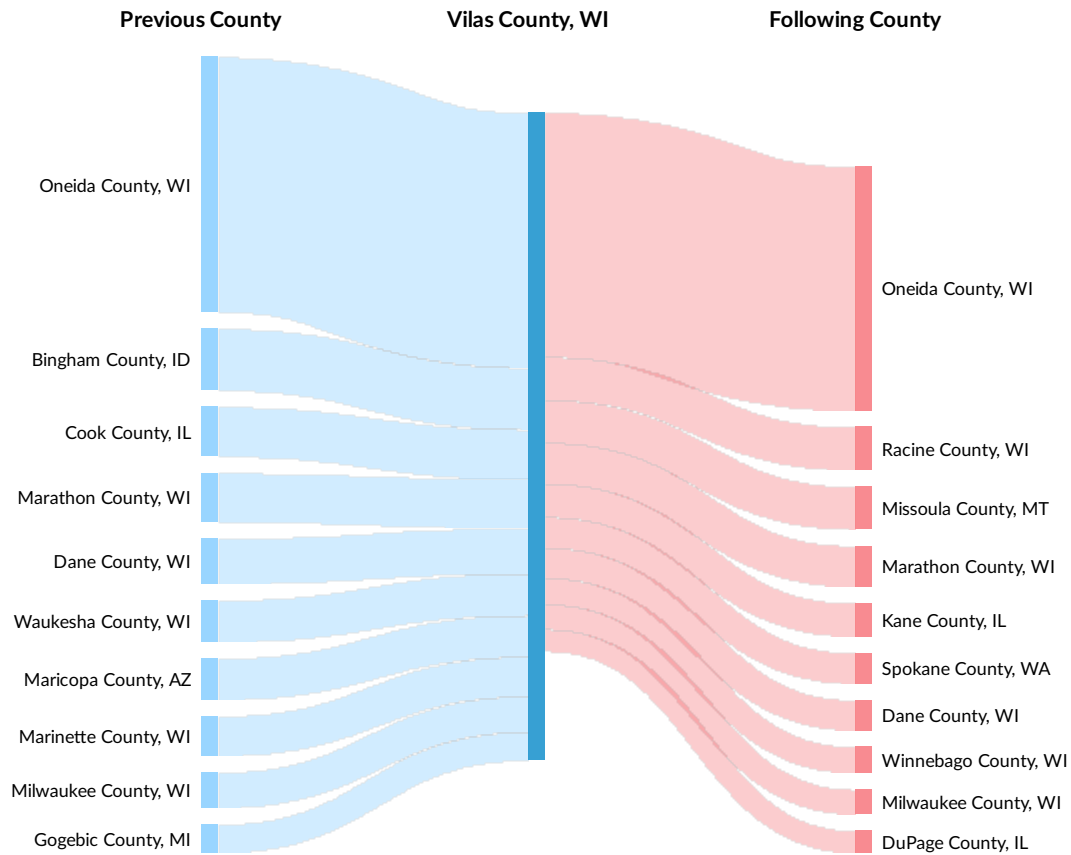
Where Talent Lives

ZIP	Name	2020 Workers
54521	Eagle River, WI (in Vilas...	4,488
54558	Saint Germain, WI (in Vi...	1,231
54538	Lac Du Flambeau, WI (i...	919
54519	Conover, WI (in Vilas co...	619
54554	Phelps, WI (in Vilas cou...	607

# Inbound and Outbound Migration

The table below analyzes past and current residents of Vilas County, WI. The left column shows residents of other counties migrating to Vilas County, WI. The right column shows residents migrating from Vilas County, WI to other counties.

As of 2018, 258 people have migrated from Oneida County, WI to Vilas County, WI. In the same year, 248 people left Vilas County, WI migrating to Oneida County, WI. The total Net Migration for Vilas County, WI in 2018 was -70.



Top Previous Counties	Migrations
Oneida County, WI	258
Bingham County, ID	63
Cook County, IL	50
Marathon County, WI	50
Dane County, WI	46
Waukesha County, WI	42



Top Previous Counties	Migrations
Maricopa County, AZ	42
Marinette County, WI	40
Milwaukee County, WI	36
Gogebic County, MI	29
Rock County, WI	28
Brown County, WI	27
Lewis and Clark County, MT	20
Sauk County, WI	14
Indian River County, FL	11
Benton County, AR	11
Houghton County, MI	11
Wood County, WI	10
Winnebago County, WI	10
Hennepin County, MN	9
Langlade County, WI	8
Racine County, WI	6
Kenai Peninsula Borough County, AK	5
Marquette County, MI	5
Monroe County, WI	5
Waupaca County, WI	5
Los Angeles County, CA	5
Essex County, MA	4
Barron County, WI	4
Morton County, ND	4
Iron County, WI	4
Fond du Lac County, WI	3

Top Previous Counties	Migrations
Lincoln County, WI	3
Sawyer County, WI	3
Ramsey County, MN	3
Fayette County, KY	2
Chippewa County, WI	2
Clearwater County, MN	2
Manitowoc County, WI	2
Miami County, OH	2
Ozaukee County, WI	2
Waushara County, WI	2
Dunn County, WI	2
Ashland County, WI	2
Washburn County, WI	1
Portage County, WI	1
Shawano County, WI	1
Muscogee County, GA	1
Grant County, WI	0
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0
Top Following Counties	Migrations
Oneida County, WI	248
Racine County, WI	44
Missoula County, MT	43
Marathon County, WI	41
Kane County, IL	34

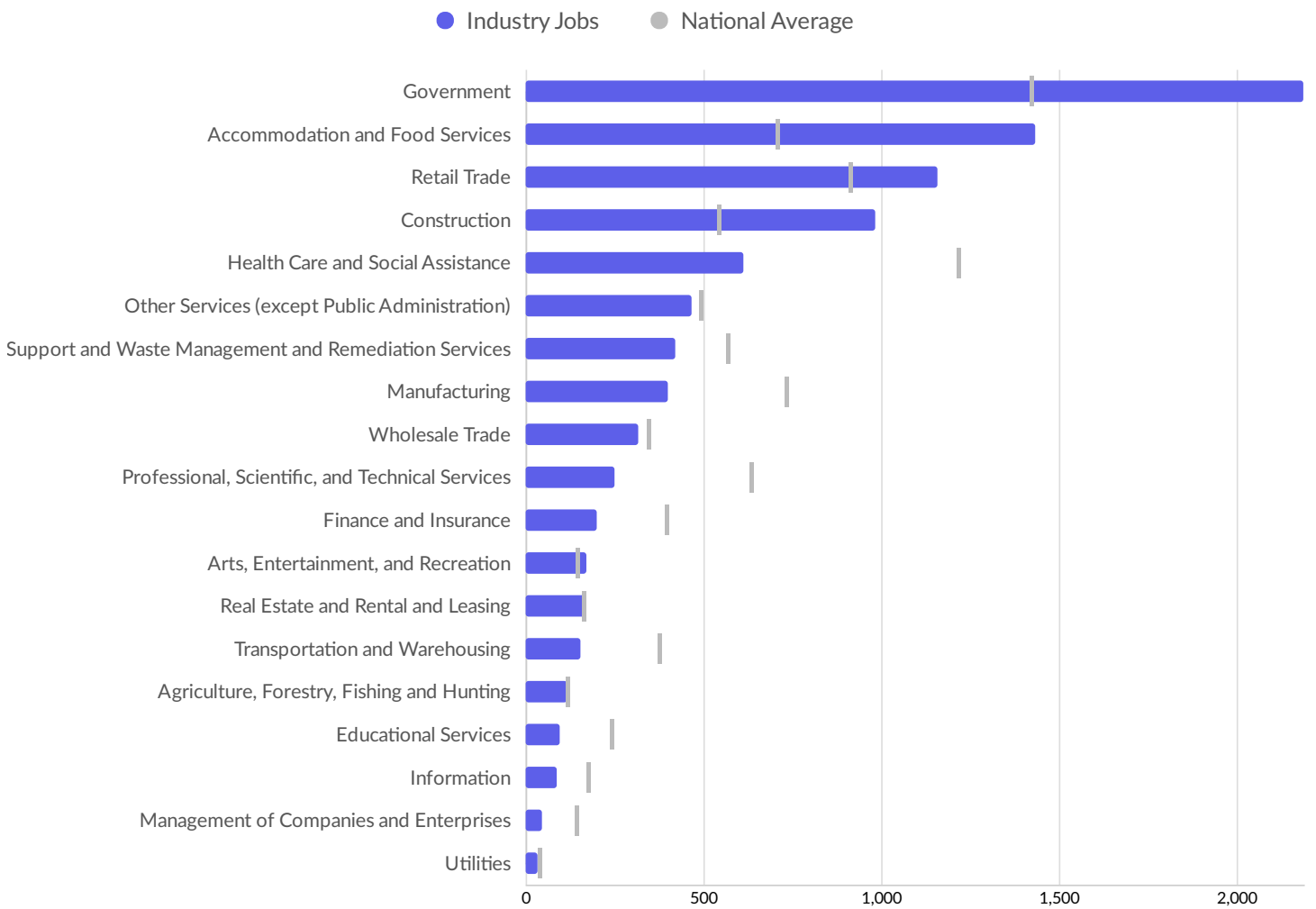
Top Following Counties	Migrations
Spokane County, WA	31
Dane County, WI	31
Winnebago County, WI	27
Milwaukee County, WI	25
DuPage County, IL	22
Waukesha County, WI	20
Lake County, FL	20
Nassau County, FL	18
Wood County, WI	18
Gogebic County, MI	17
Polk County, WI	16
Crawford County, WI	16
Calhoun County, FL	16
Cook County, IL	15
Lincoln County, WI	15
Iron County, MI	14
Iron County, WI	14
Polk County, TX	14
Portage County, WI	13
Price County, WI	10
Charlotte County, FL	9
Delaware County, OH	9
Wayne County, MI	8
Outagamie County, WI	7
Scott County, MN	7
Walworth County, WI	7

Top Following Counties	Migrations
Cannon County, TN	7
Sumter County, FL	7
Polk County, OR	7
Trempealeau County, WI	6
La Crosse County, WI	6
Fond du Lac County, WI	6
Iowa County, WI	5
Brown County, WI	5
Montgomery County, OH	5
Will County, IL	5
Lake County, IL	5
Sheboygan County, WI	5
Dodge County, WI	5
Dallas County, TX	5
Shelby County, TN	5
Burnett County, WI	4
Kankakee County, IL	4
McHenry County, IL	4
Waupaca County, WI	3
Manitowoc County, WI	3
Clark County, NV	3
Kenosha County, WI	3
Dickinson County, MI	3
Hamilton County, OH	3
Anne Arundel County, MD	2
Bexar County, TX	2

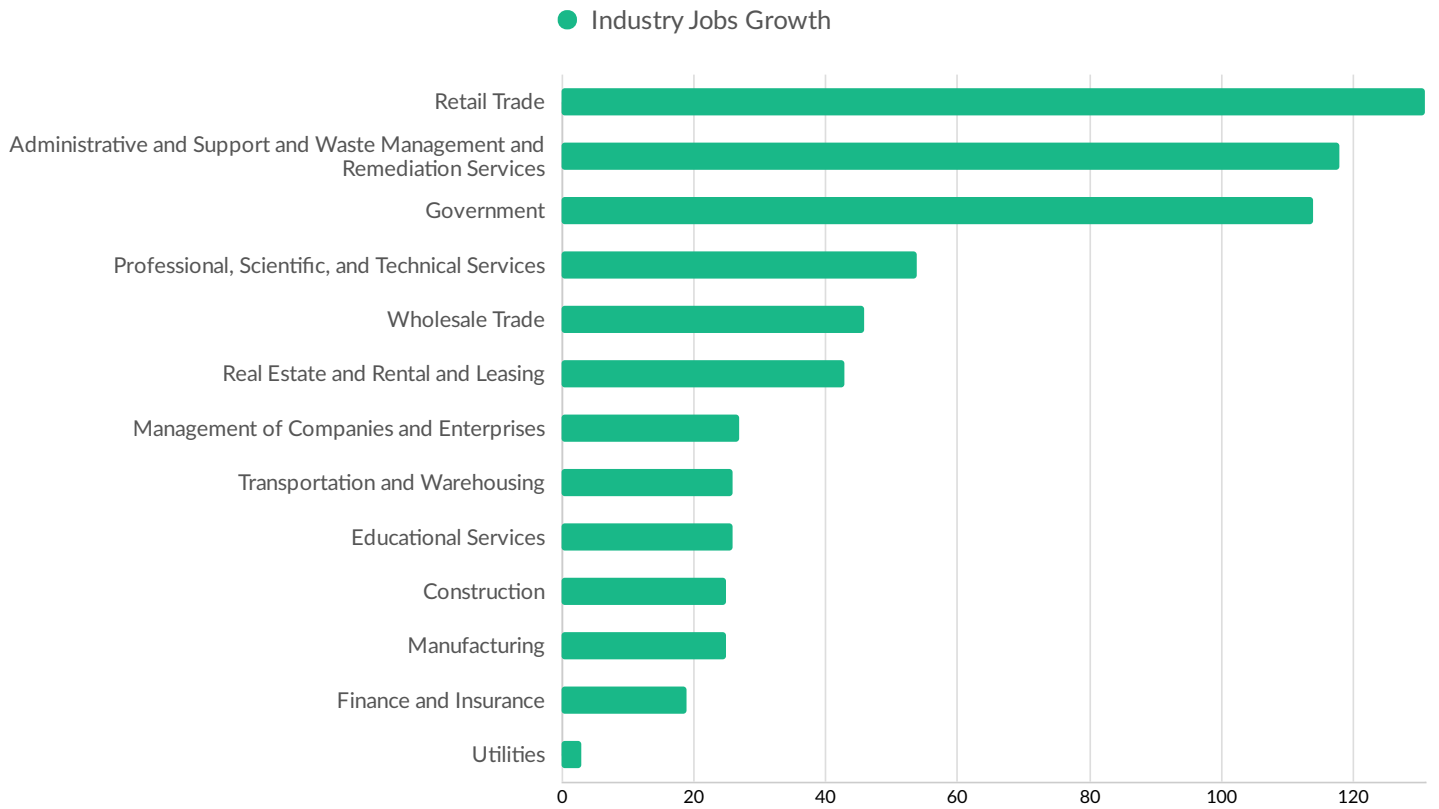
Top Following Counties	Migrations
Ventura County, CA	2
Washington County, WI	2
Grant County, WI	2
Ramsey County, MN	2
Barron County, WI	1
Monroe County, WI	1
Polk County, IA	1
Washington County, MN	1
Klamath County, OR	1
El Paso County, CO	1
Larimer County, CO	1
Kewaunee County, WI	1
Rusk County, WI	1
Ashland County, WI	1
Goodhue County, MN	1
Baraga County, MI	1
Itasca County, MN	1
Hennepin County, MN	1

# Industry Characteristics

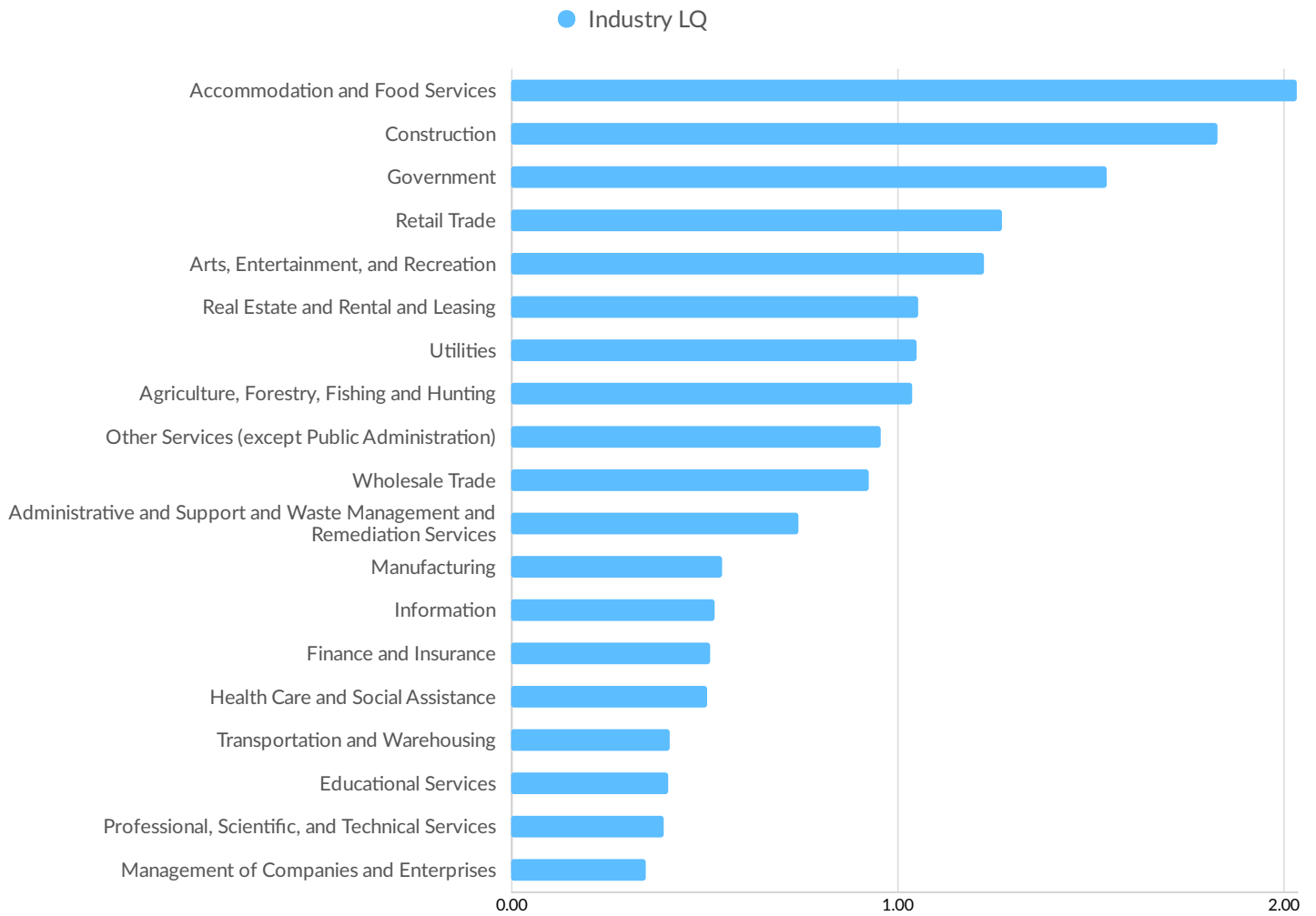
## Largest Industries



## Top Growing Industries

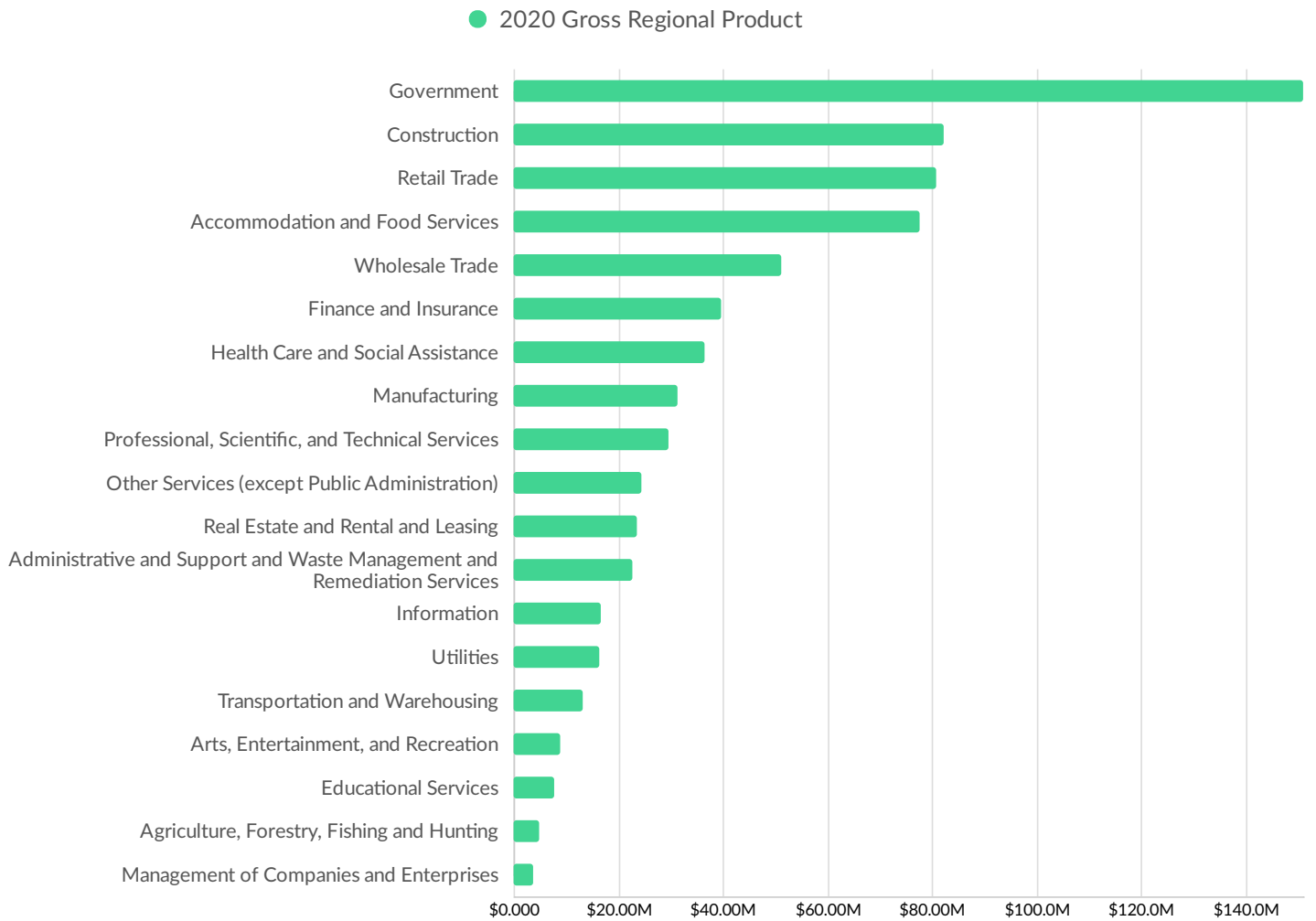


## Top Industry LQ

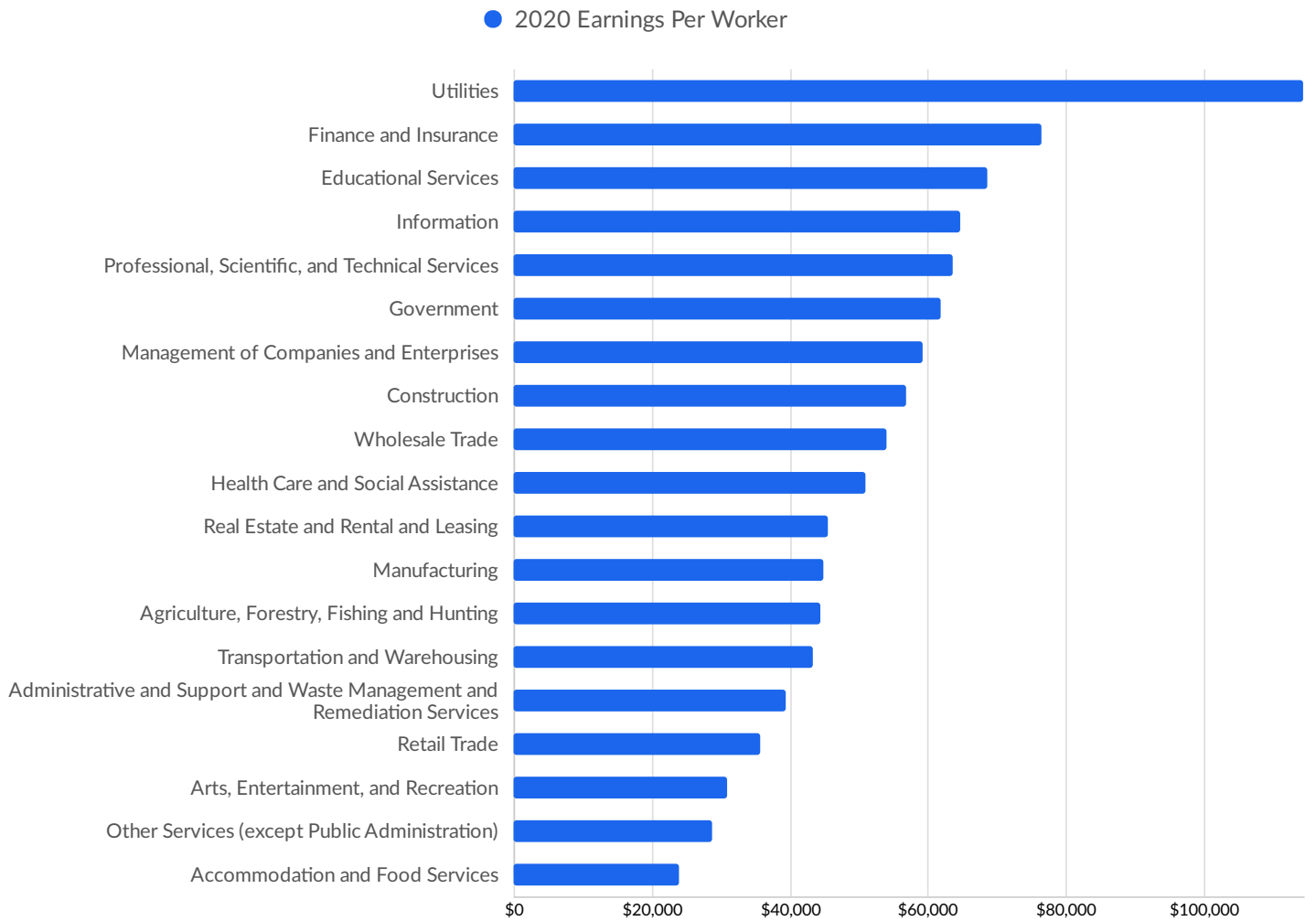




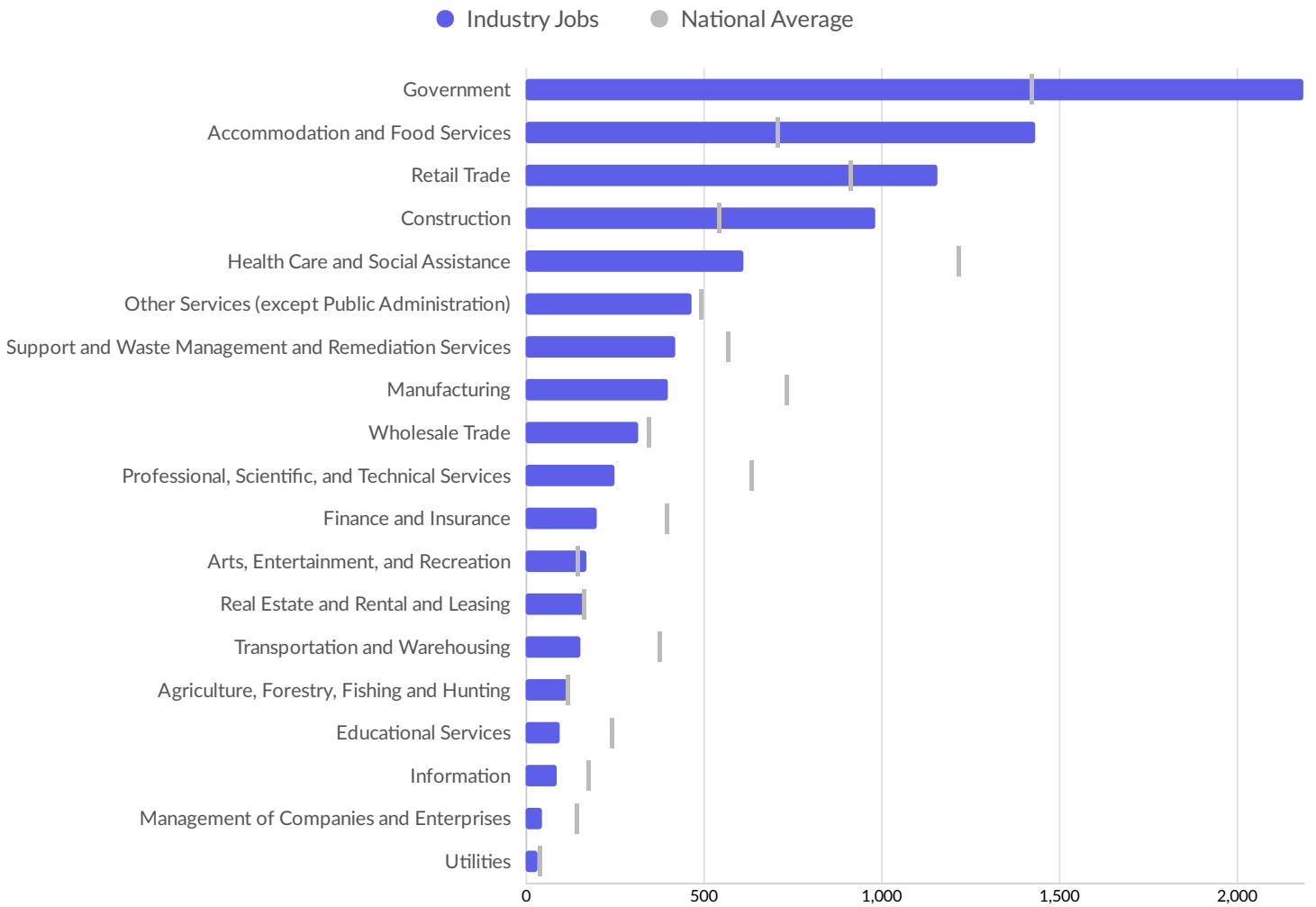
## Top Industry GRP



## Top Industry Earnings






















## Largest Industries



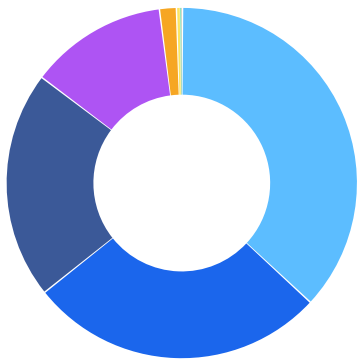
# Business Characteristics

## 1,979 Companies Employ Your Workers

Online profiles for your workers mention 1,979 companies as employers, with the top 10 appearing below. In the last 12 months, 398 companies in Vilas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Lake of The Torches Econ Dev C...	45 	Roehl Transport, Inc.	115 
Lac Du Flambeau Band of Lake S...	39 	Care.com, Inc.	94 
Ministry Health Care, Inc.	39 	C.R. England, Inc.	75 
Mmsd Corporation	34 	U.S. Xpress, Inc.	65 
State of Wisconsin	33 	FedEx Corporation	60 
Lac Du Flambeau School District	30 	The Kroger Co	57 
Marshfield Clinic	28 	Parexel International Corporation	53 
County of Vilas	25 	TotalMed, Inc.	49 
National Association of Indepen...	22 	Ascension	45 
Peter Christensen	19 	Kwik Trip, Inc.	45 

## Business Size

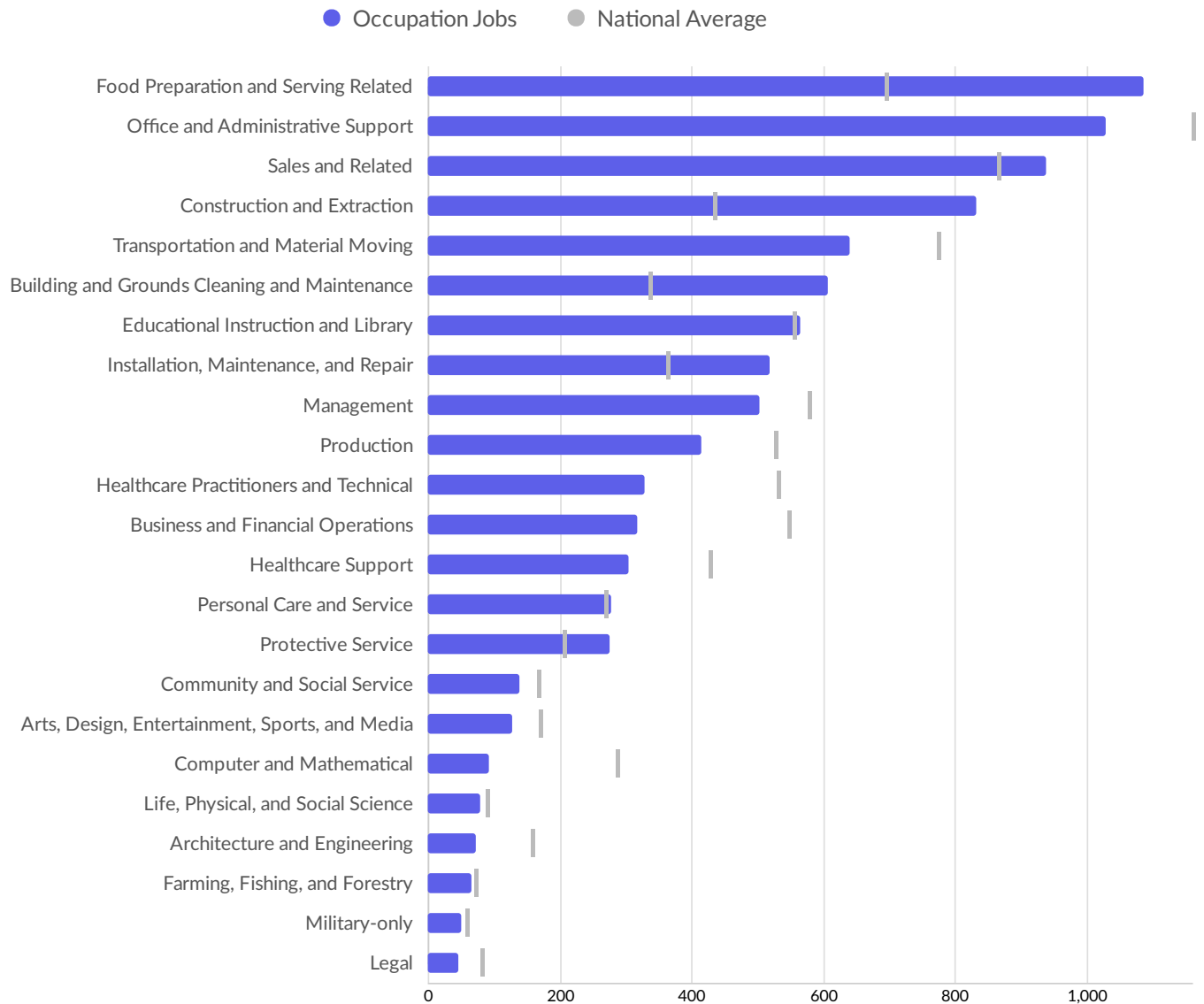


	Percentage	Business Count
1 to 4 employees	36.8%	593
5 to 9 employees	27.4%	441
10 to 19 employees	21.0%	338
20 to 49 employees	12.7%	204
50 to 99 employees	1.6%	25
100 to 249 employees	0.4%	6
250 to 499 employees	0.1%	1
500+ employees	0.1%	2

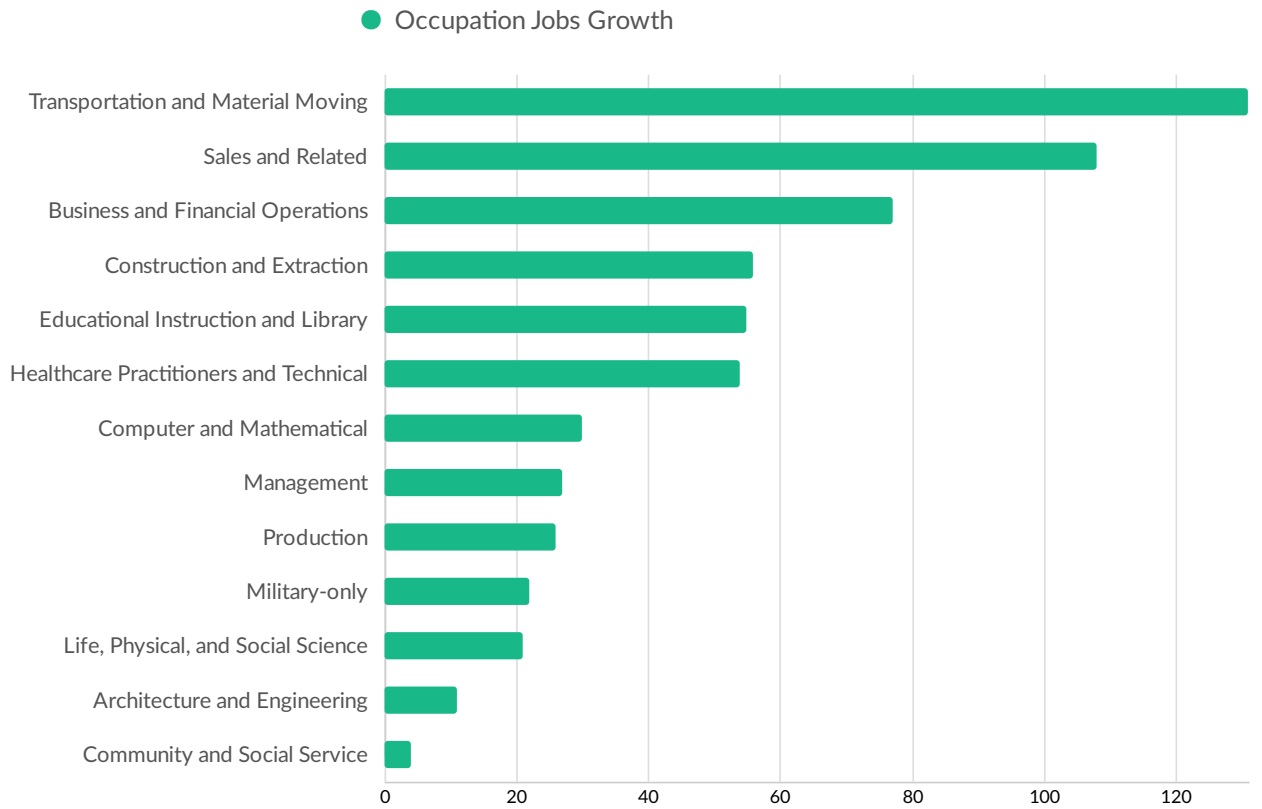
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

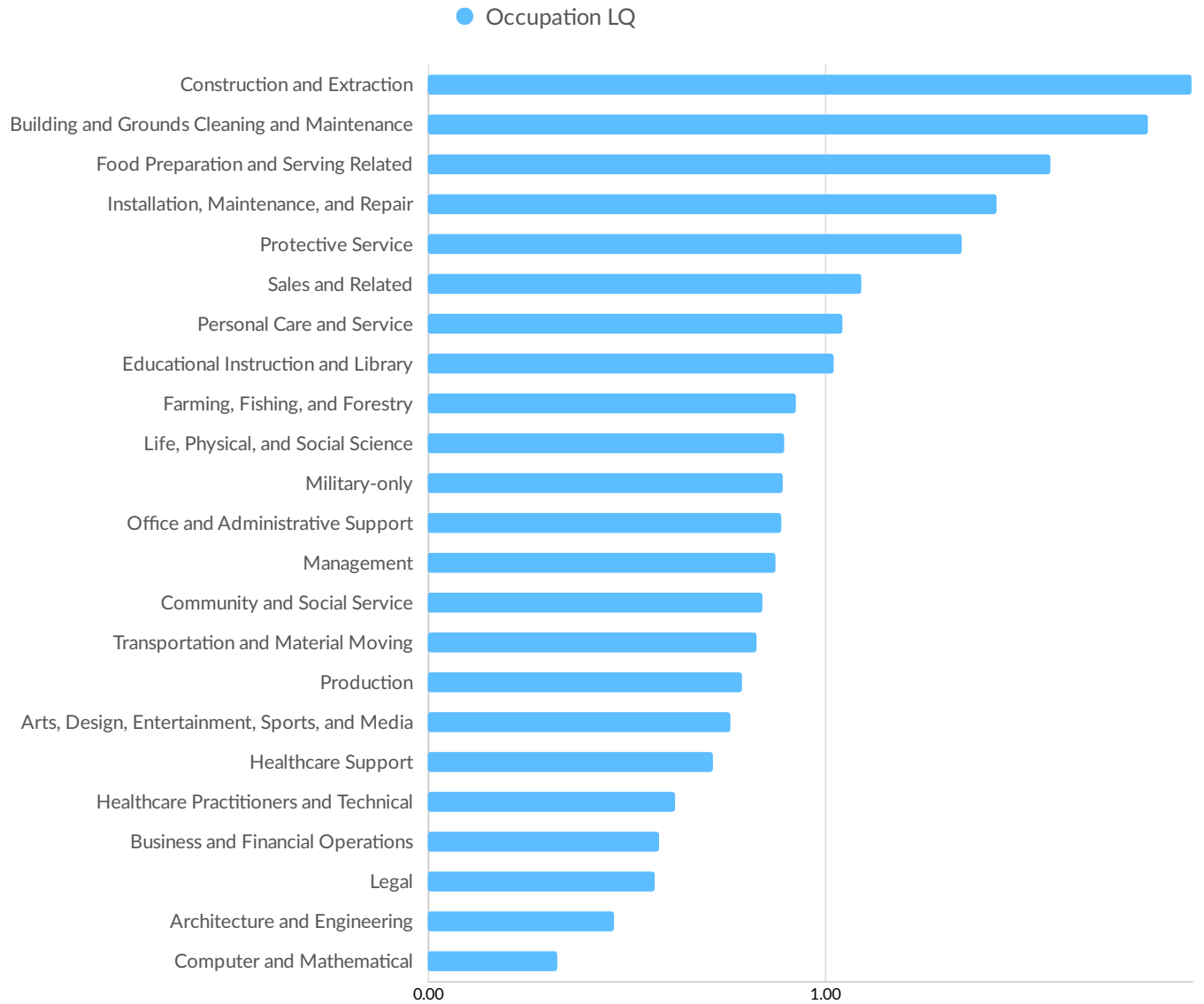
## Largest Occupations



## Top Growing Occupations

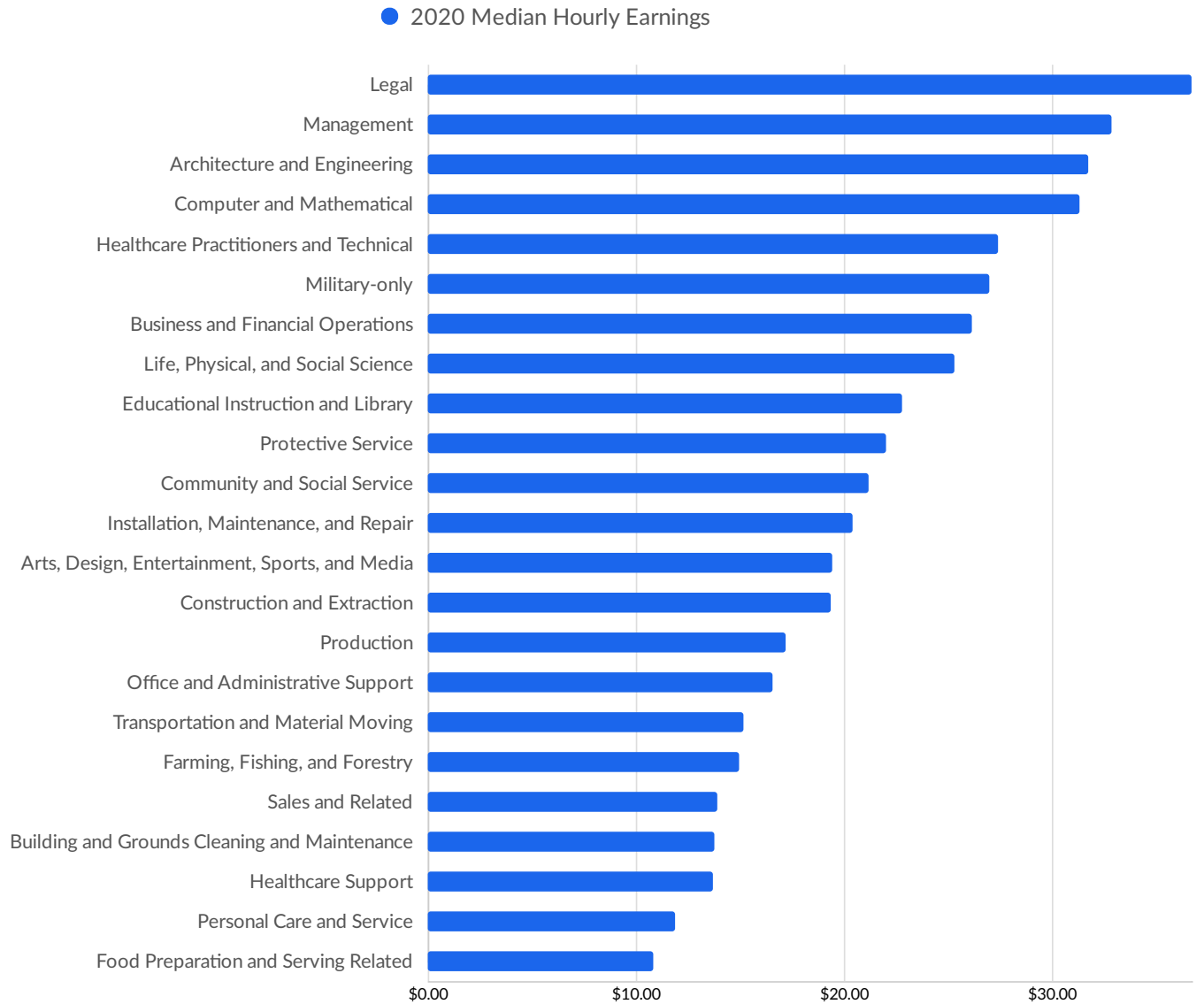


## Top Occupation LQ

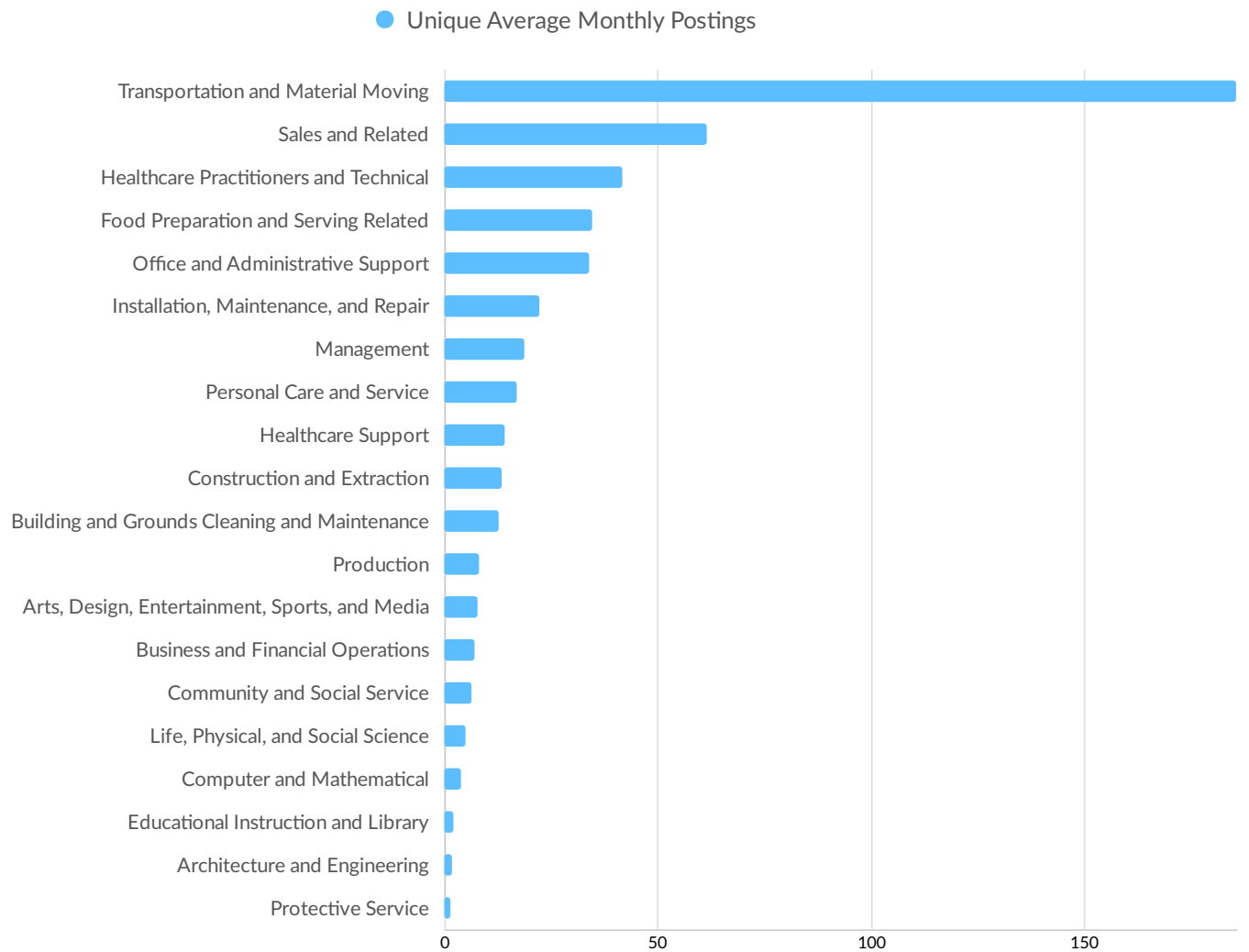




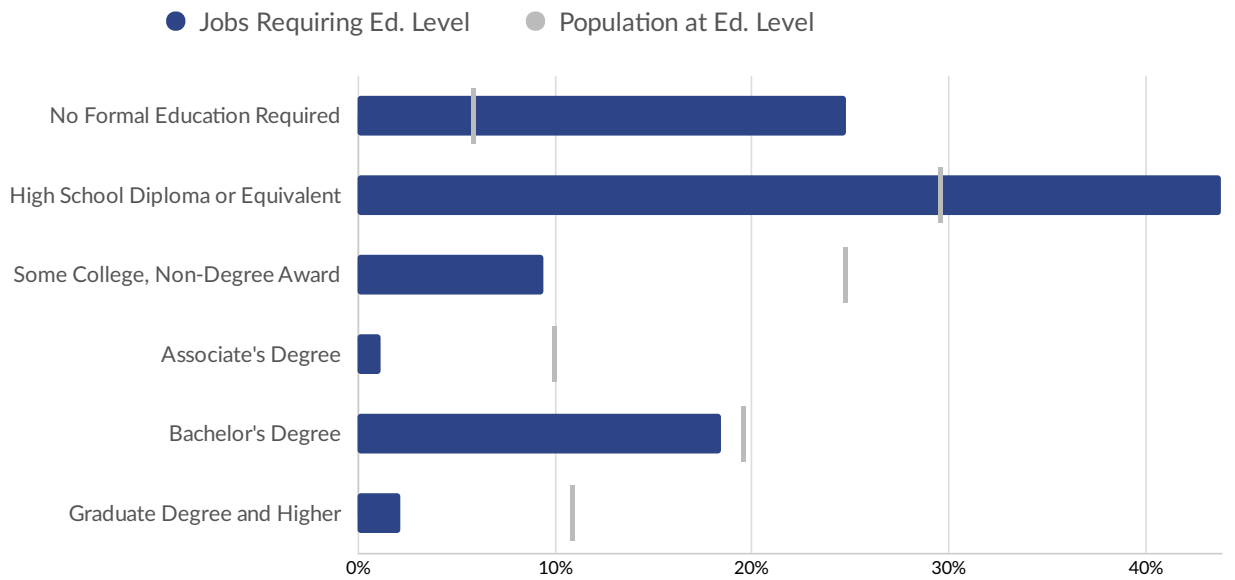
## Top Occupation Earnings



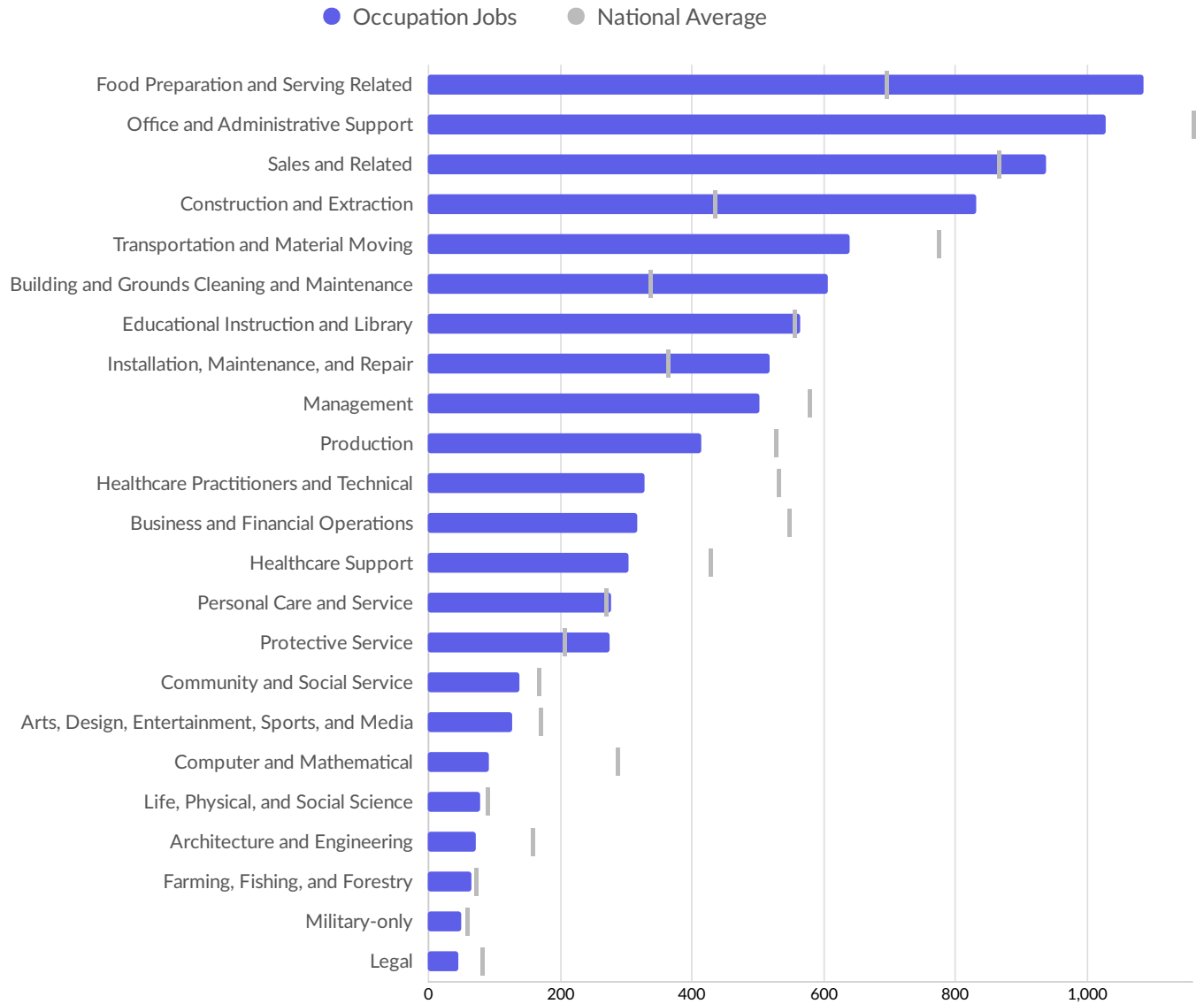
## Top Posted Occupations



## Underemployment



## Largest Occupations



## Educational Pipeline

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

# In-Demand Skills

