



Vilas County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

22,356

Population (2020)

Population **grew by 901** over the last 5 years and is projected to **grow by 793** over the next 5 years.

9,267

Total Regional Employment

Jobs **grew by 259** over the last 5 years and are projected to **grow by 854** 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 4.2%** since 2015, growing by 901. Population is expected to **increase by 3.5%** between 2020 and 2025, adding 793.
- From 2015 to 2020, jobs **increased by 2.9%** in Vilas County, WI from 9,008 to **9,267**. This change **outpaced the national growth rate of 0.0% by 2.9%**. As the number of jobs increased, the **labor force participation rate increased from 52.4% to 52.5% 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).

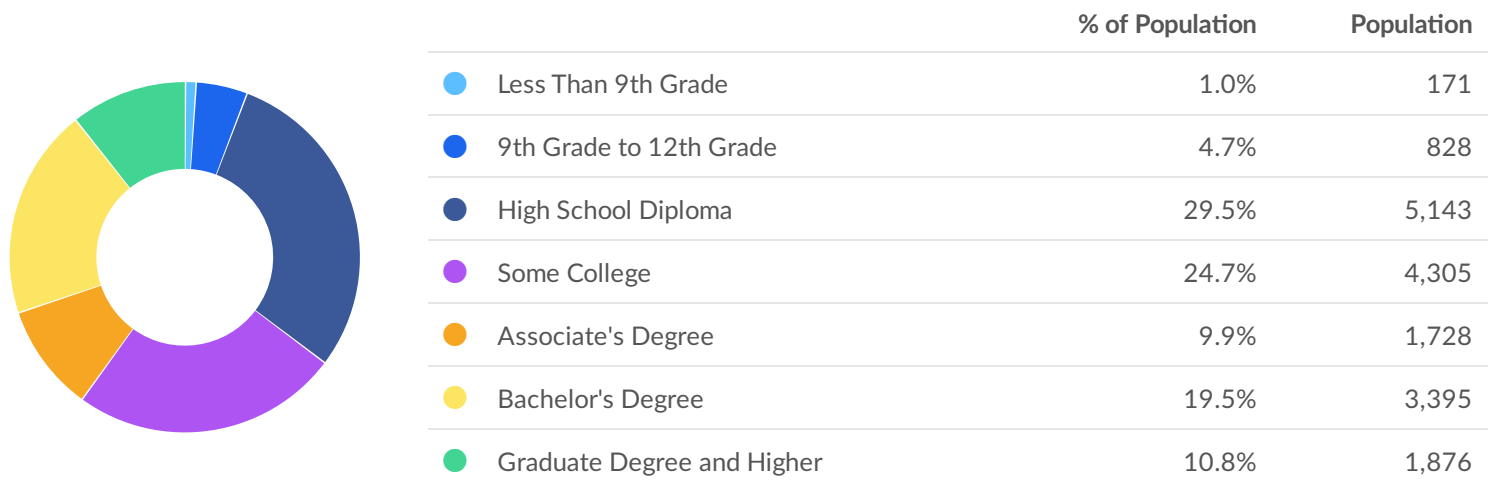
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	22,356	9,901	9,267	103.8	\$831.44M	\$1.37B	\$954.54M
NCWRPC	440,343	220,182	217,548	99.7	\$21.60B	\$31.10B	\$29.06B
Wisconsin	5,832,655	3,038,273	3,041,642	100.3	\$328.66B	\$327.57B	\$346.07B

Dec 2020 Labor Force Breakdown



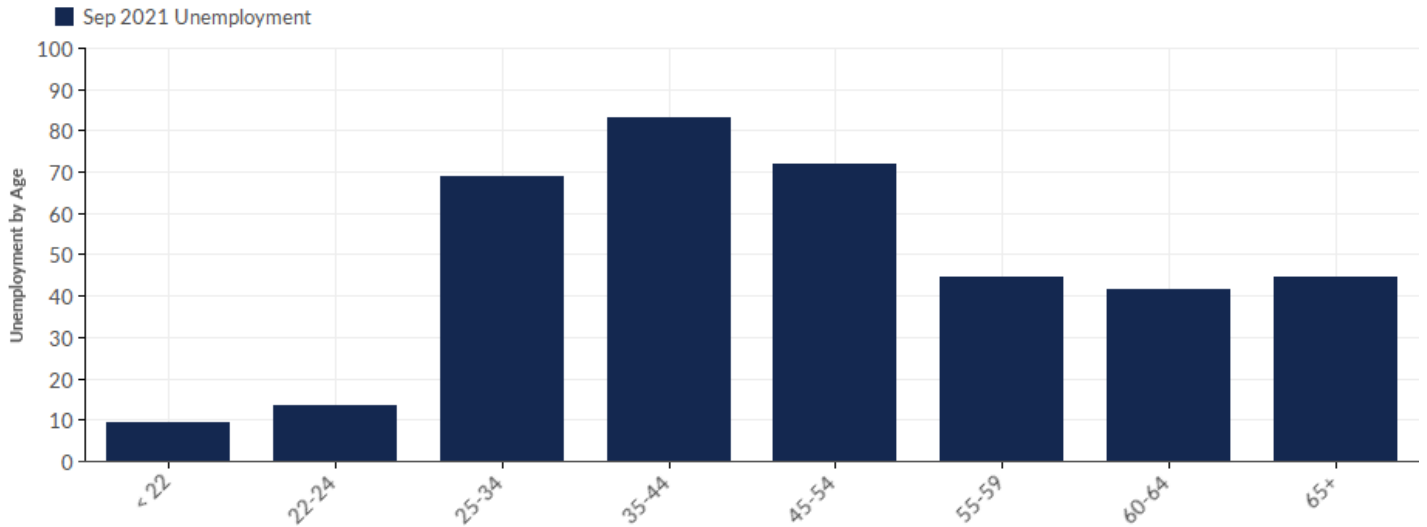
Educational Attainment

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).



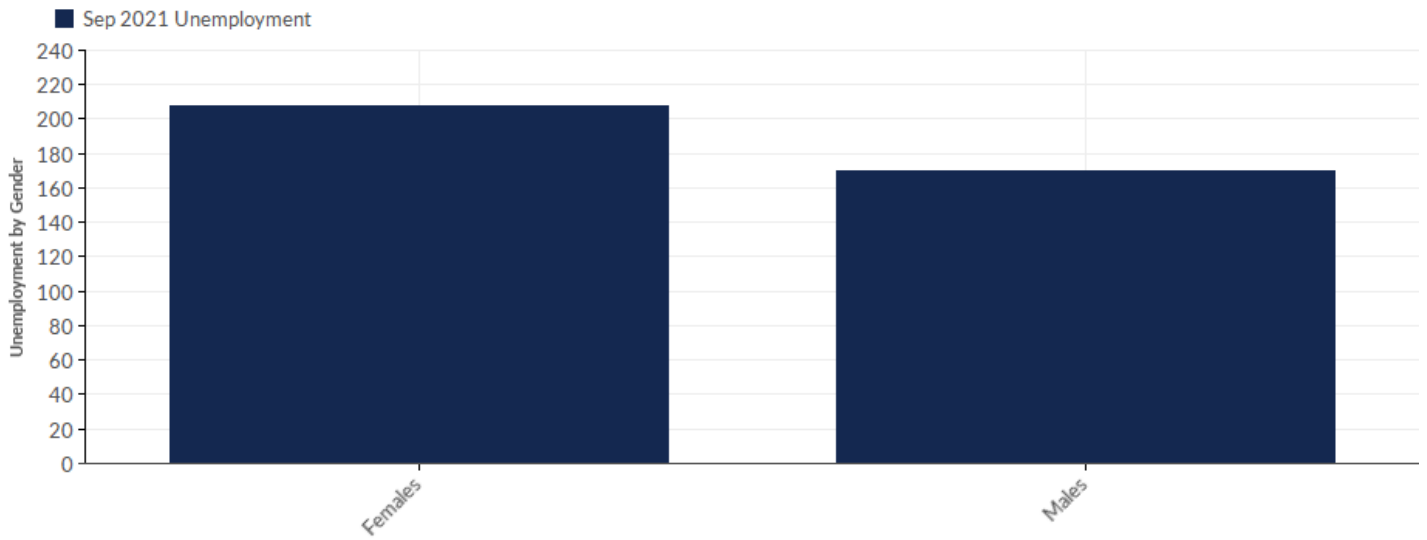
Unemployment by Demographics

Unemployment by Age



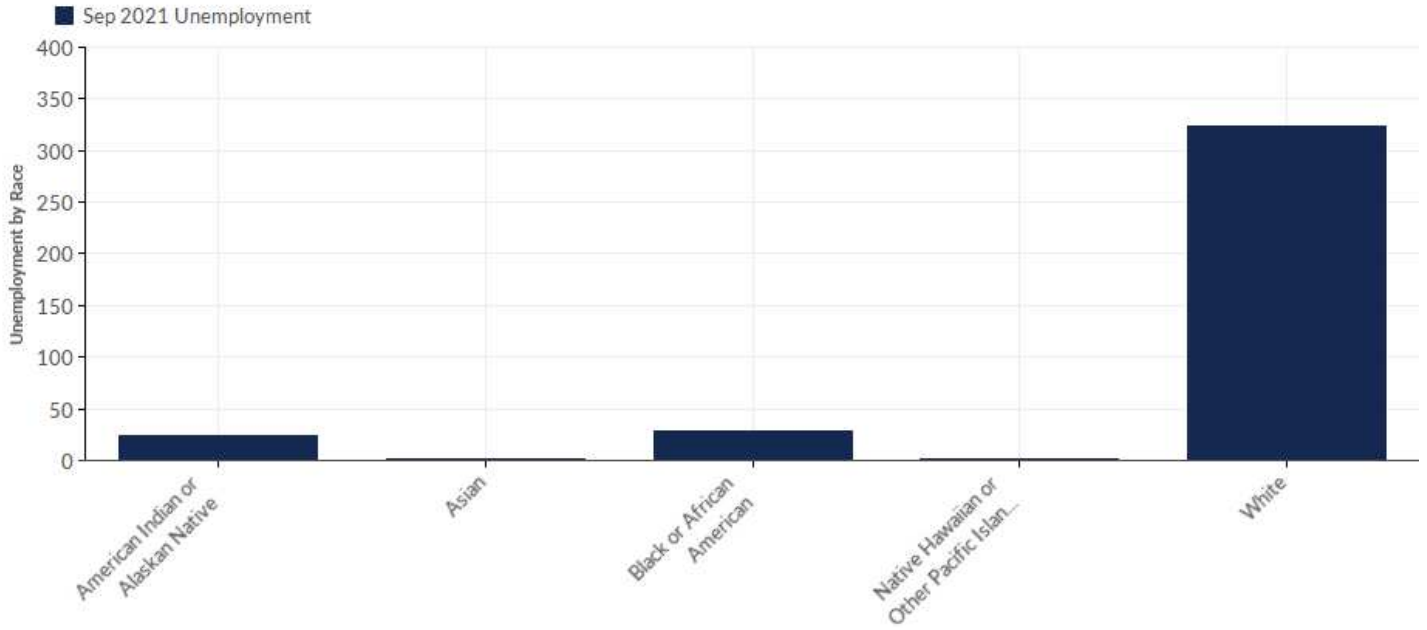
Age	Unemployment (Sep 2021)	% of Cohort
< 22	9	2.38%
22-24	14	3.70%
25-34	69	18.25%
35-44	83	21.96%
45-54	72	19.05%
55-59	45	11.90%
60-64	42	11.11%
65+	45	11.90%
Total	378	100.00%

Unemployment by Gender



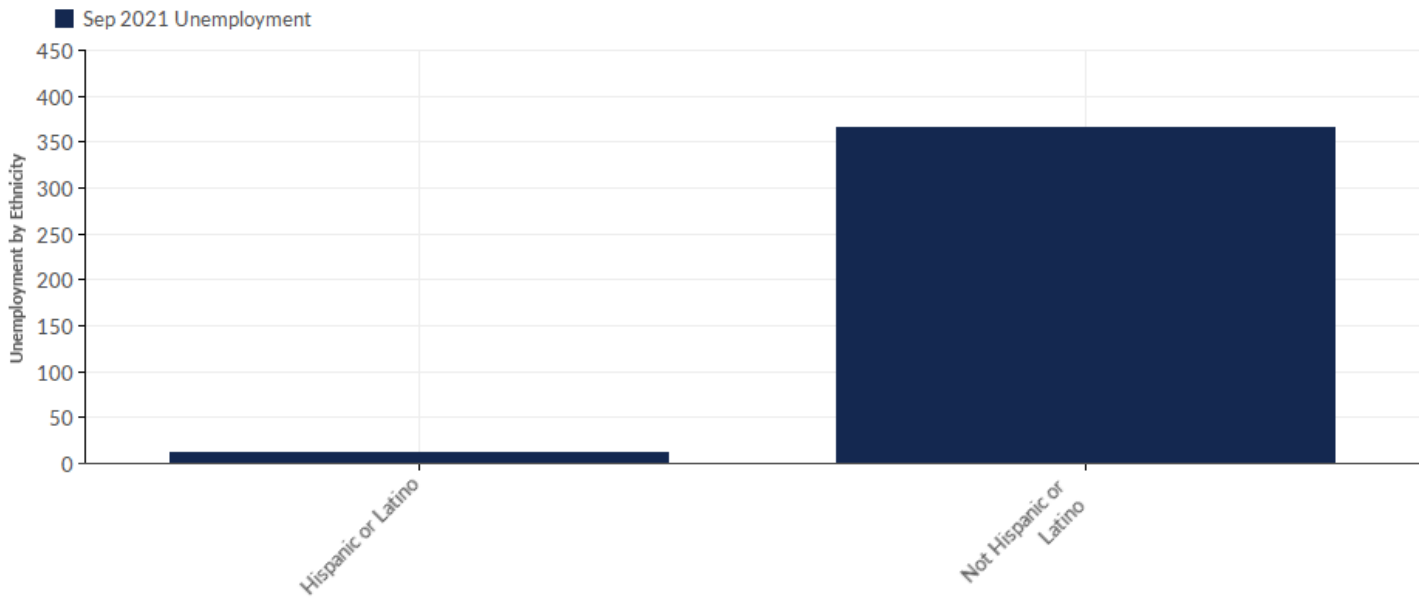
Gender	Unemployment (Sep 2021)	% of Cohort
Females	208	55.03%
Males	170	44.97%
Total	378	100.00%

Unemployment by Race



Race	Unemployment (Sep 2021)	% of Cohort
American Indian or Alaskan Native	24	6.35%
Asian	2	0.53%
Black or African American	28	7.41%
Native Hawaiian or Other Pacific Islander	1	0.26%
White	323	85.45%
Total	378	100.00%

Unemployment by Ethnicity

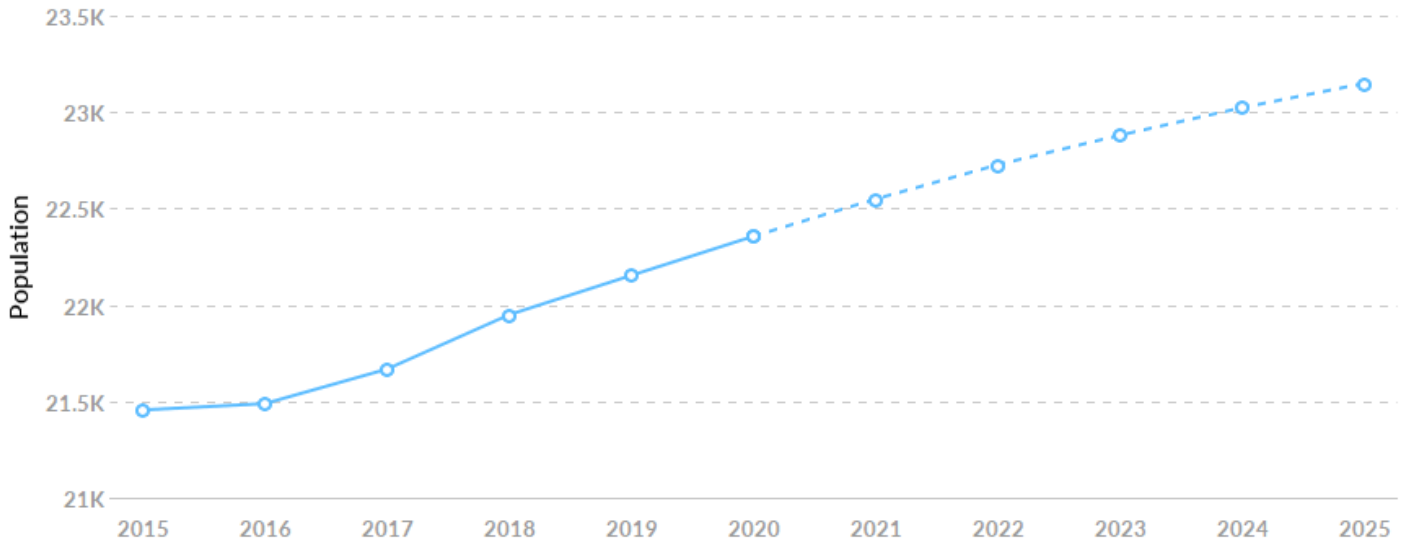


Ethnicity	Unemployment (Sep 2021)	% of Cohort
Hispanic or Latino	12	3.17%
Not Hispanic or Latino	366	96.83%
Total	378	100.00%

Historic & Projected Trends

Population Trends

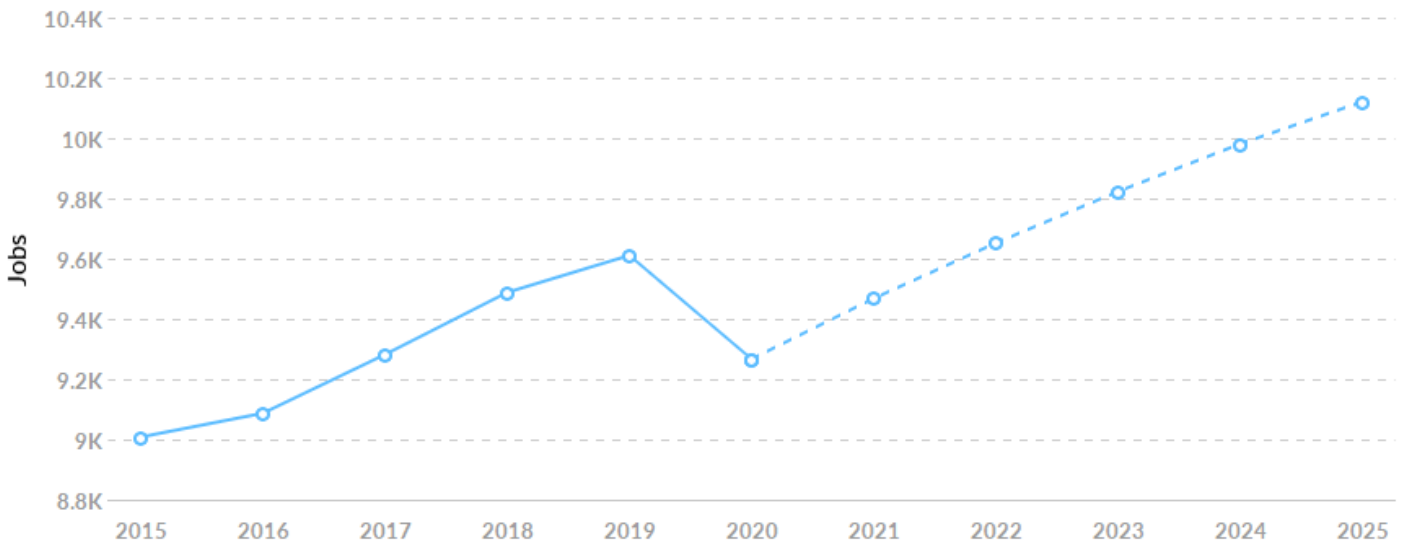
As of 2020 the region's population **increased by 4.2%** since 2015, growing by 901. Population is expected to **increase by 3.5%** between 2020 and 2025, adding 793.



Timeframe	Population
2015	21,455
2016	21,488
2017	21,667
2018	21,949
2019	22,153
2020	22,356
2021	22,549
2022	22,727
2023	22,880
2024	23,023
2025	23,149

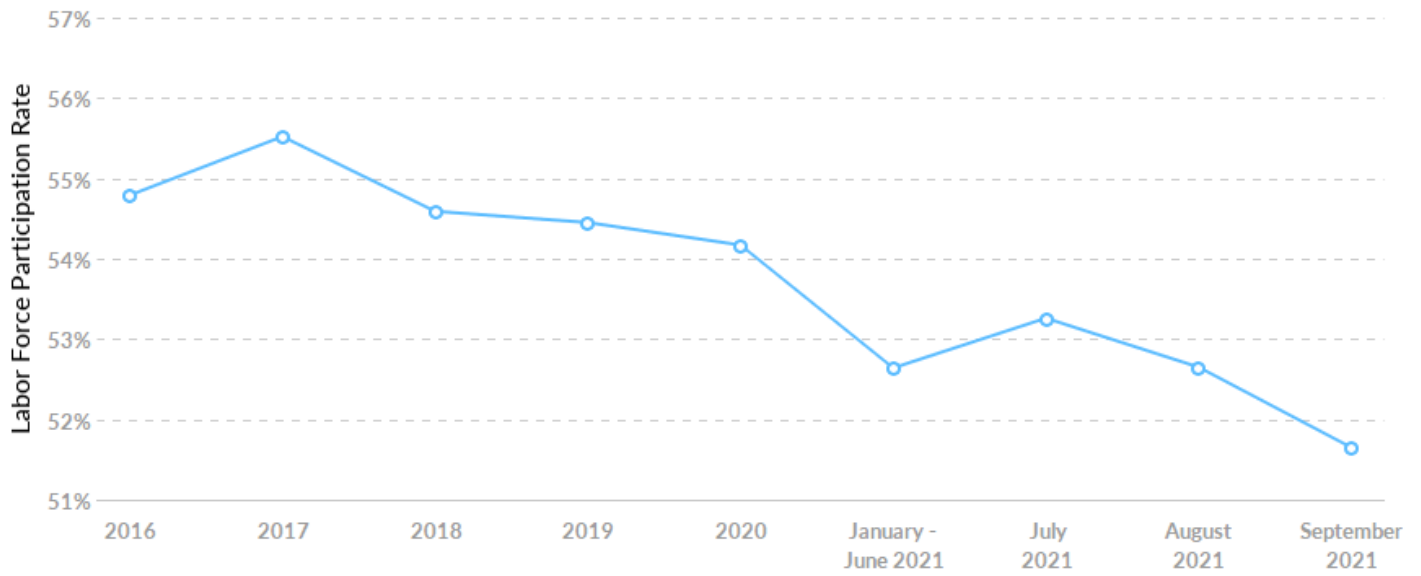
Job Trends

From 2015 to 2020, jobs increased by 2.9% in Vilas County, WI from 9,008 to 9,267. This change **outpaced the national growth rate of 0.0% by 2.9%**.



Timeframe	Jobs
2015	9,008
2016	9,087
2017	9,282
2018	9,488
2019	9,611
2020	9,267
2021	9,468
2022	9,652
2023	9,823
2024	9,981
2025	10,121

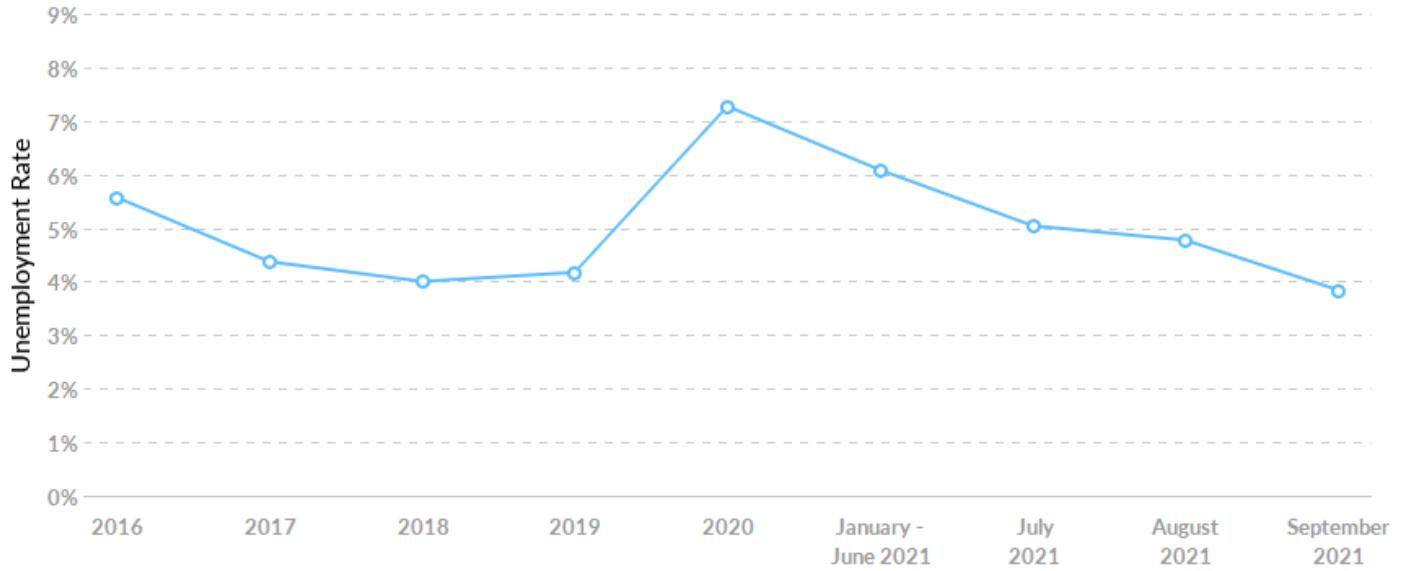
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	54.79%
2017	55.52%
2018	54.59%
2019	54.45%
2020	54.17%
January - June 2021	52.64%
July 2021	53.26%
August 2021	52.65%
September 2021	51.65%

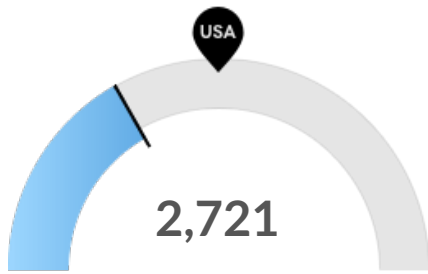
Unemployment Rate Trends

Vilas County, WI had a September 2021 unemployment rate of 3.84%, decreasing from 5.57% 5 years before.



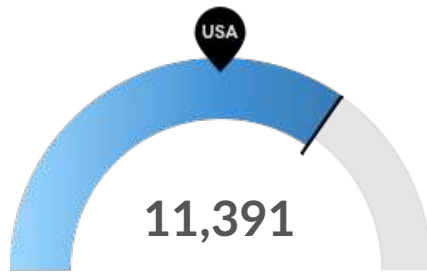
Timeframe	Unemployment Rate
2016	5.57%
2017	4.37%
2018	4.00%
2019	4.17%
2020	7.27%
January - June 2021	6.08%
July 2021	5.04%
August 2021	4.77%
September 2021	3.84%

Population Characteristics



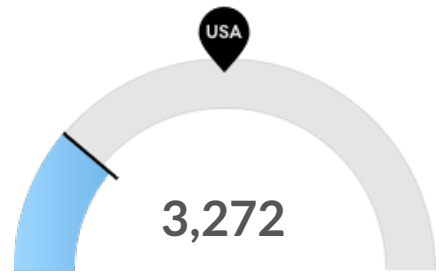
Millennials

Vilas County, WI has 2,721 millennials (ages 25-39). The national average for an area this size is 4,607.



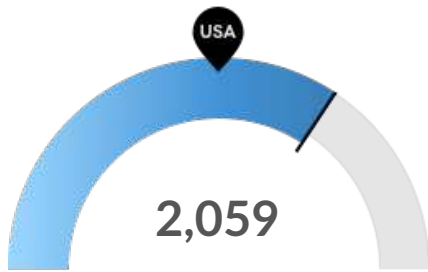
Retiring Soon

Retirement risk is high in Vilas County, WI. The national average for an area this size is 6,654 people 55 or older, while there are 11,391 here.



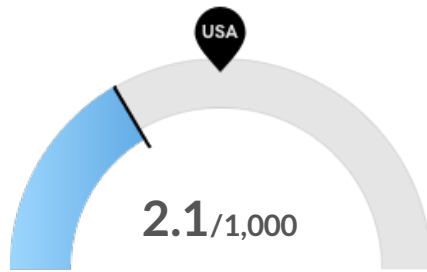
Racial Diversity

Racial diversity is low in Vilas County, WI. The national average for an area this size is 9,005 racially diverse people, while there are 3,272 here.



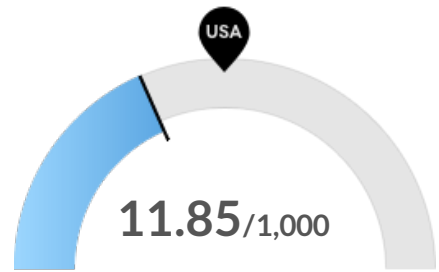
Veterans

Vilas County, WI has 2,059 veterans. The national average for an area this size is 1,230.



Violent Crime

Vilas County, WI has 2.1 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

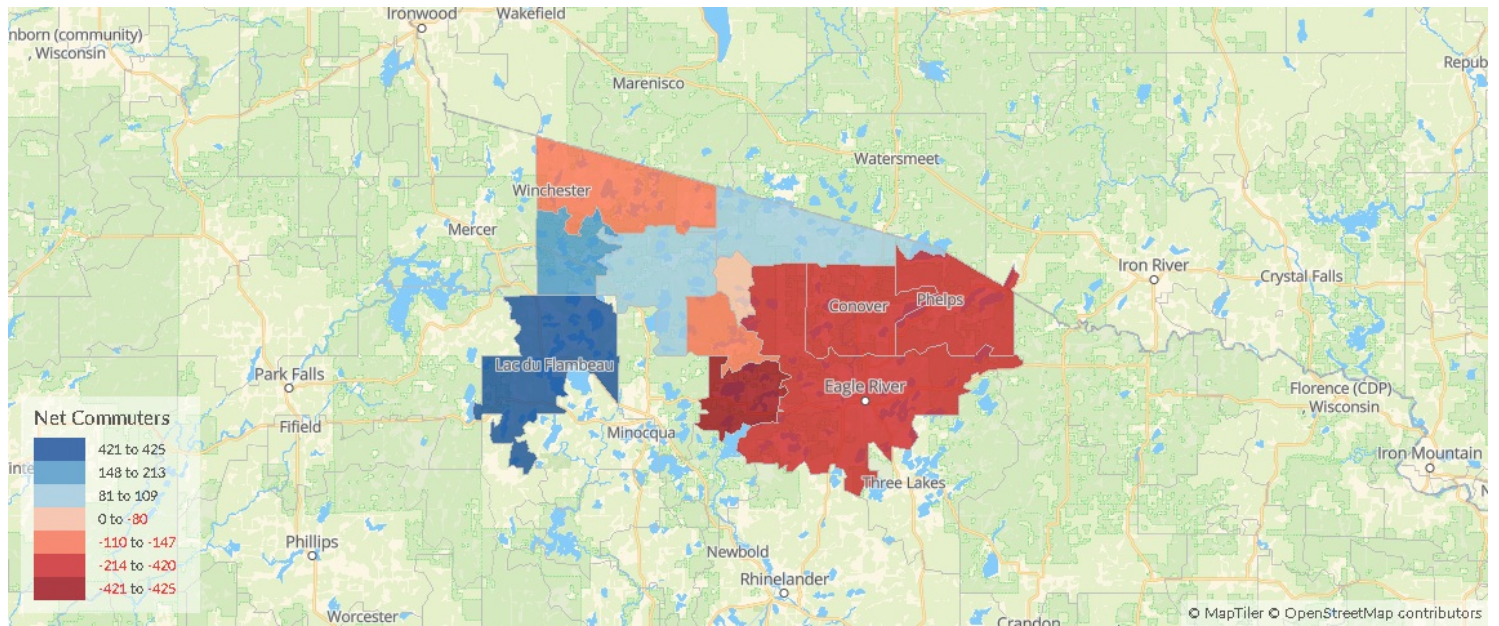


Property Crime

Vilas County, WI has 11.85 property crimes per 1,000 people. The national rate is 17.91 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...	4,221
54538	Lac Du Flambeau, WI (i...	1,429
54558	Saint Germain, WI (in Vi...	775
54540	Land O Lakes, WI (in Vil...	630
54545	Manitowish Waters, WI...	603

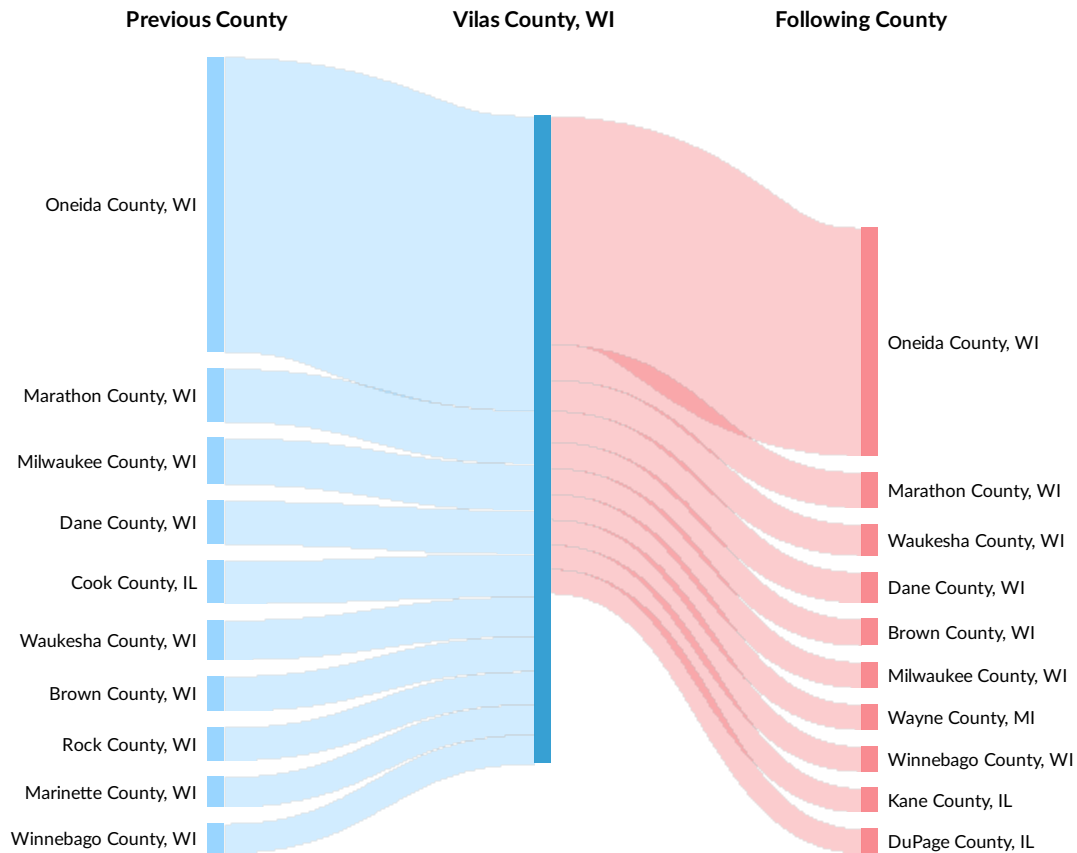
Where Talent Lives

ZIP	Name	2020 Workers
54521	Eagle River, WI (in Vilas...	4,435
54558	Saint Germain, WI (in Vi...	1,197
54538	Lac Du Flambeau, WI (i...	1,003
54519	Conover, WI (in Vilas co...	630
54554	Phelps, WI (in Vilas cou...	599

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 2019, 271 people have migrated from Oneida County, WI to Vilas County, WI. In the same year, 210 people left Vilas County, WI migrating to Oneida County, WI. The total Net Migration for Vilas County, WI in 2018 was 336.

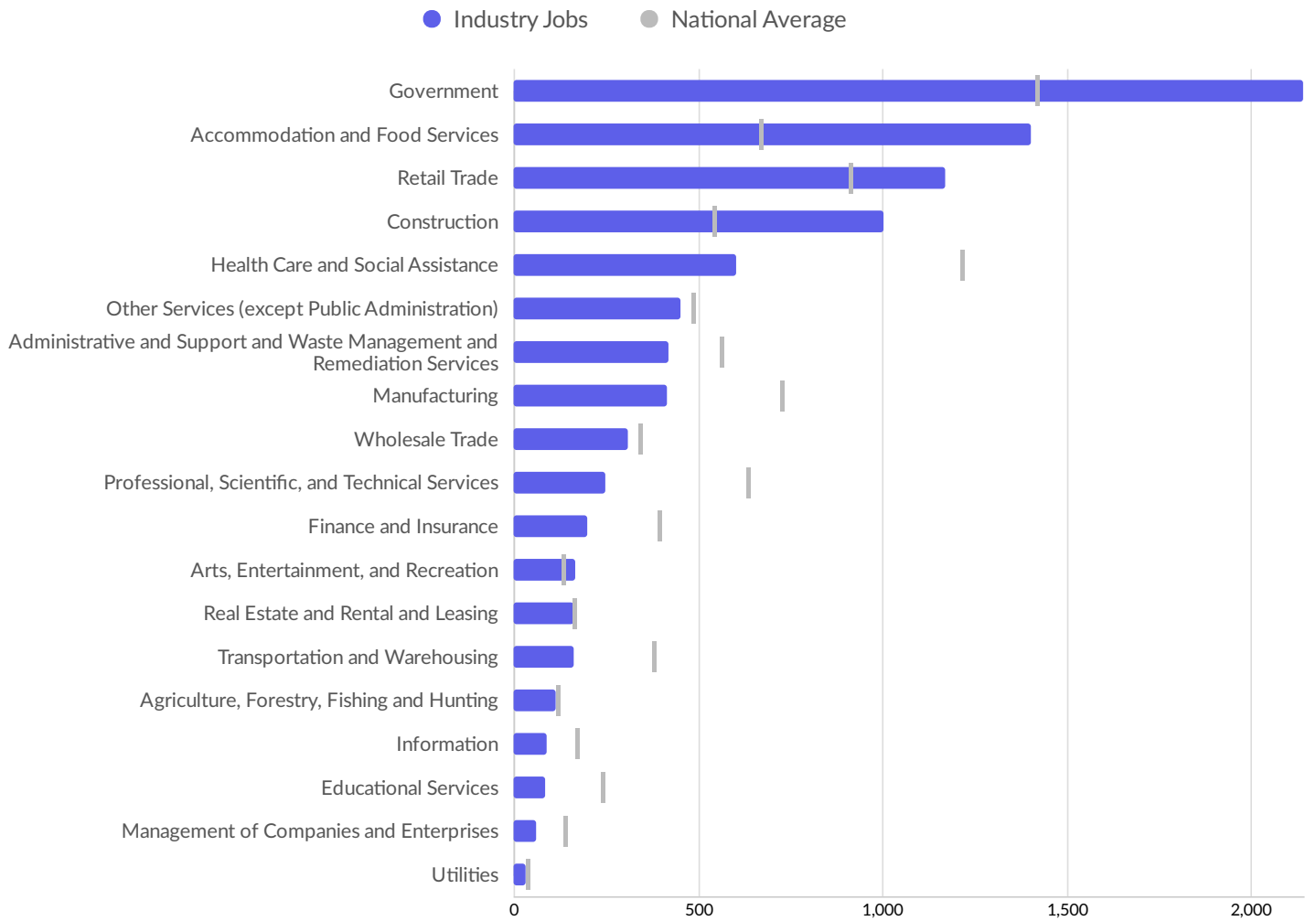


Top Previous Counties	Migrations
Oneida County, WI	271
Marathon County, WI	49
Milwaukee County, WI	43
Dane County, WI	40
Cook County, IL	39
Waukesha County, WI	36

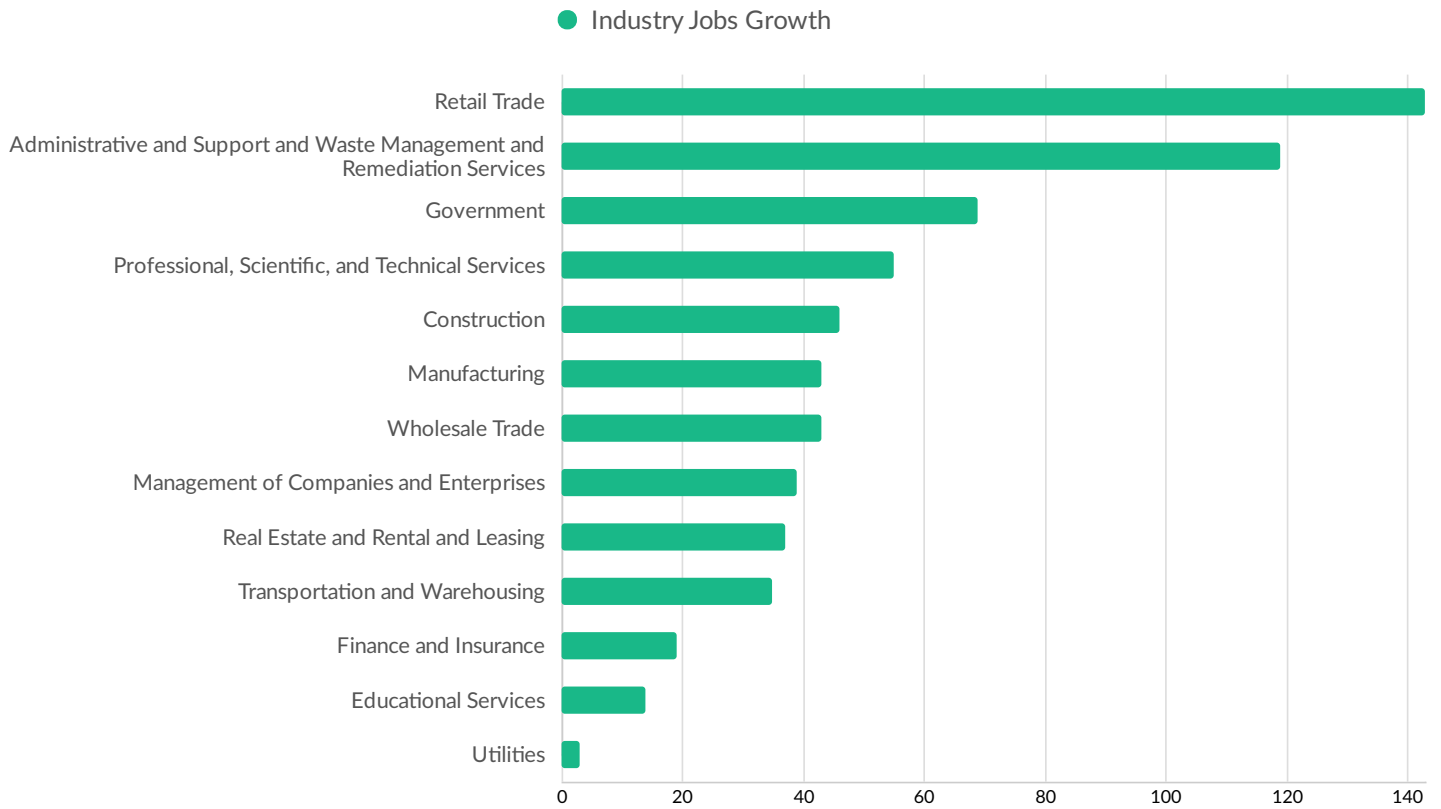
Top Previous Counties	Migrations
Brown County, WI	32
Rock County, WI	30
Marinette County, WI	28
Winnebago County, WI	27
Sauk County, WI	22
Lewis and Clark County, MT	19
Maricopa County, AZ	19
Bingham County, ID	19
Wood County, WI	17
Top Following Counties	Migrations
Oneida County, WI	210
Marathon County, WI	33
Waukesha County, WI	29
Dane County, WI	28
Brown County, WI	24
Milwaukee County, WI	24
Wayne County, MI	23
Winnebago County, WI	23
Kane County, IL	22
DuPage County, IL	22
Spokane County, WA	21
Wood County, WI	20
Lake County, FL	20
Scott County, MN	13
Racine County, WI	13

Industry Characteristics

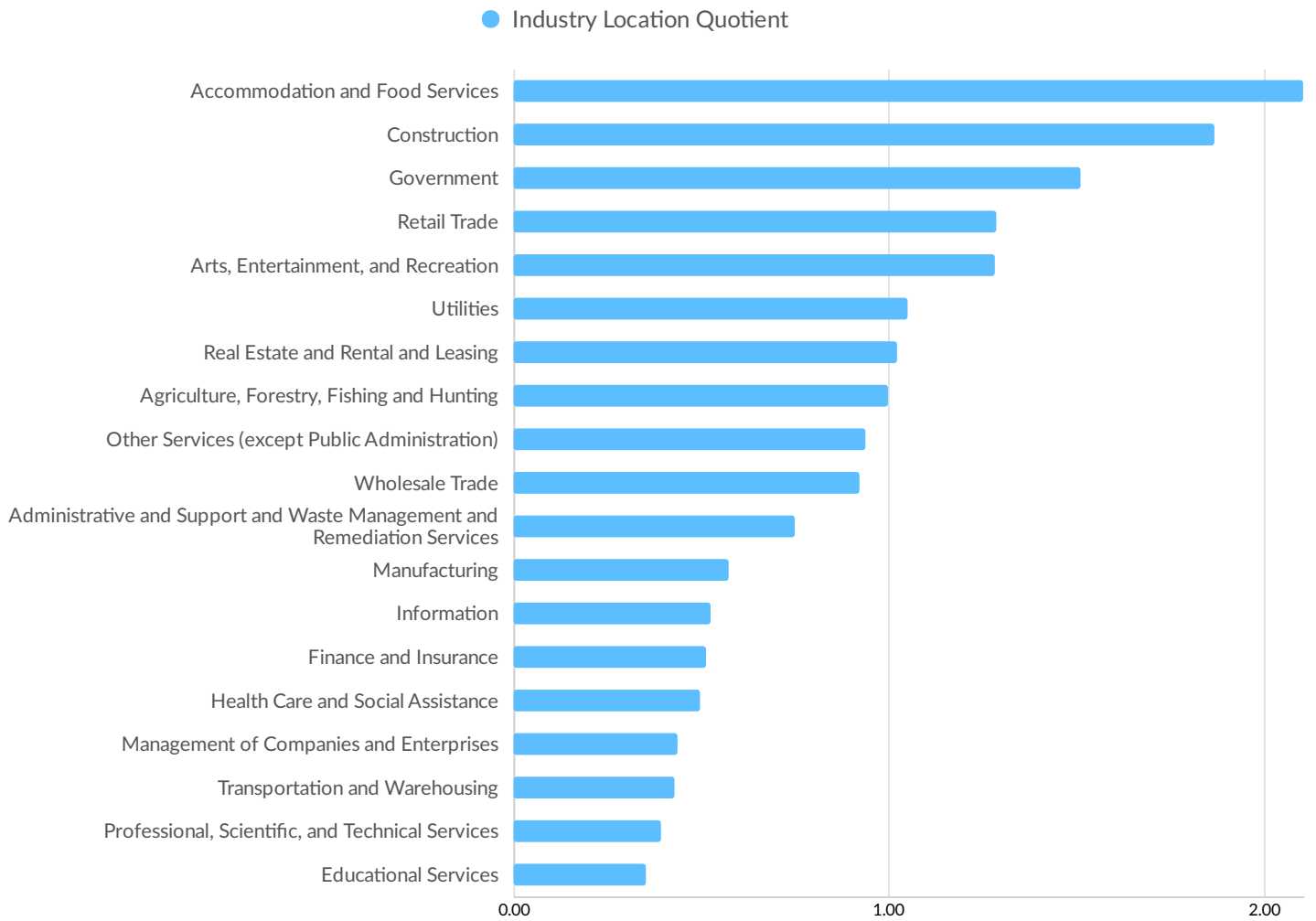
Largest Industries



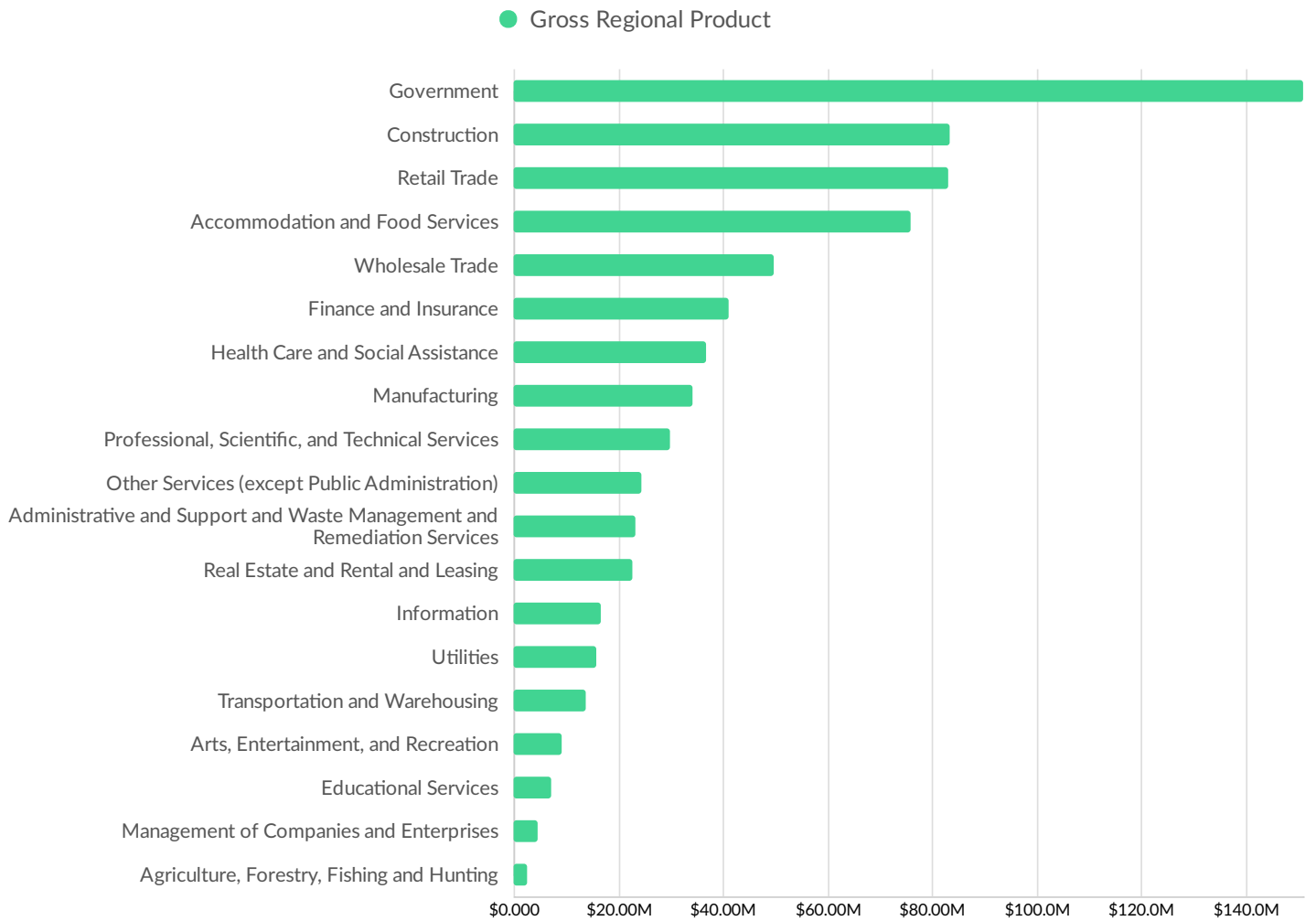
Top Growing Industries



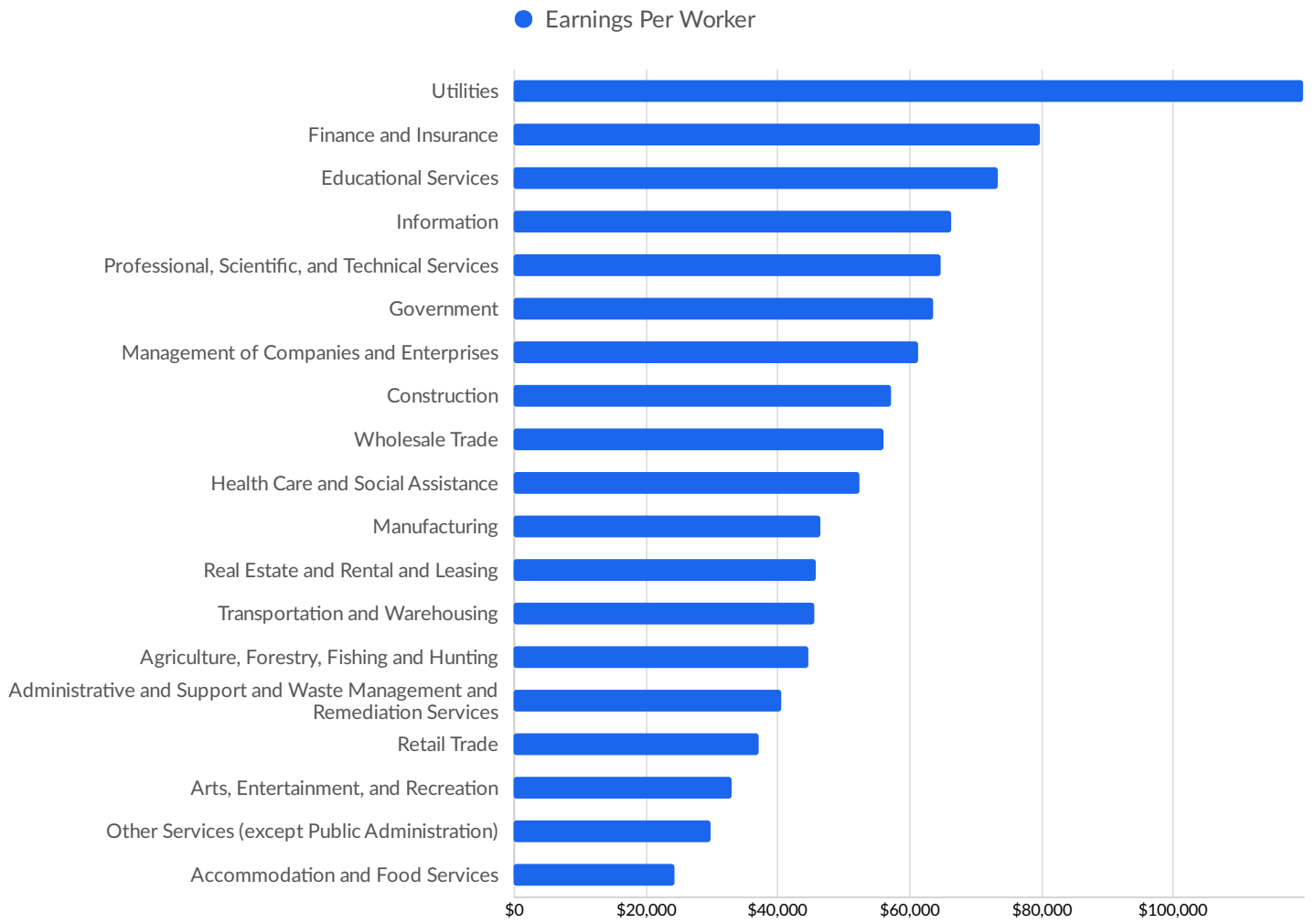
Top Industry Location Quotient



Top Industry GRP










Top Industry Earnings



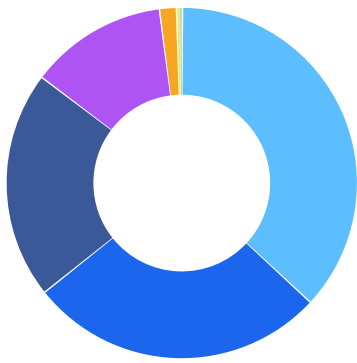
Business Characteristics

1,819 Companies Employ Your Workers

Online profiles for your workers mention 1,819 companies as employers, with the top 10 appearing below. In the last 12 months, 519 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...	46 	Roehl Transport, Inc.	110 
Ministry Health Care, Inc.	39 	FedEx Corporation	98 
Lac Du Flambeau Band of Lake S...	37 	C.R. England, Inc.	79 
Mmsd Corporation	35 	Care.com, Inc.	78 
State of Wisconsin	32 	TotalMed, Inc.	58 
Lac Du Flambeau School District	30 	U.S. Xpress, Inc.	55 
Marshfield Clinic	29 	Parexel International Corporation	50 
County of Vilas	25 	The Kroger Co	50 
National Association of Indepen...	20 	Uber Eats	46 
Peter Christensen	19 	Vacasa LLC	41 

Business Size

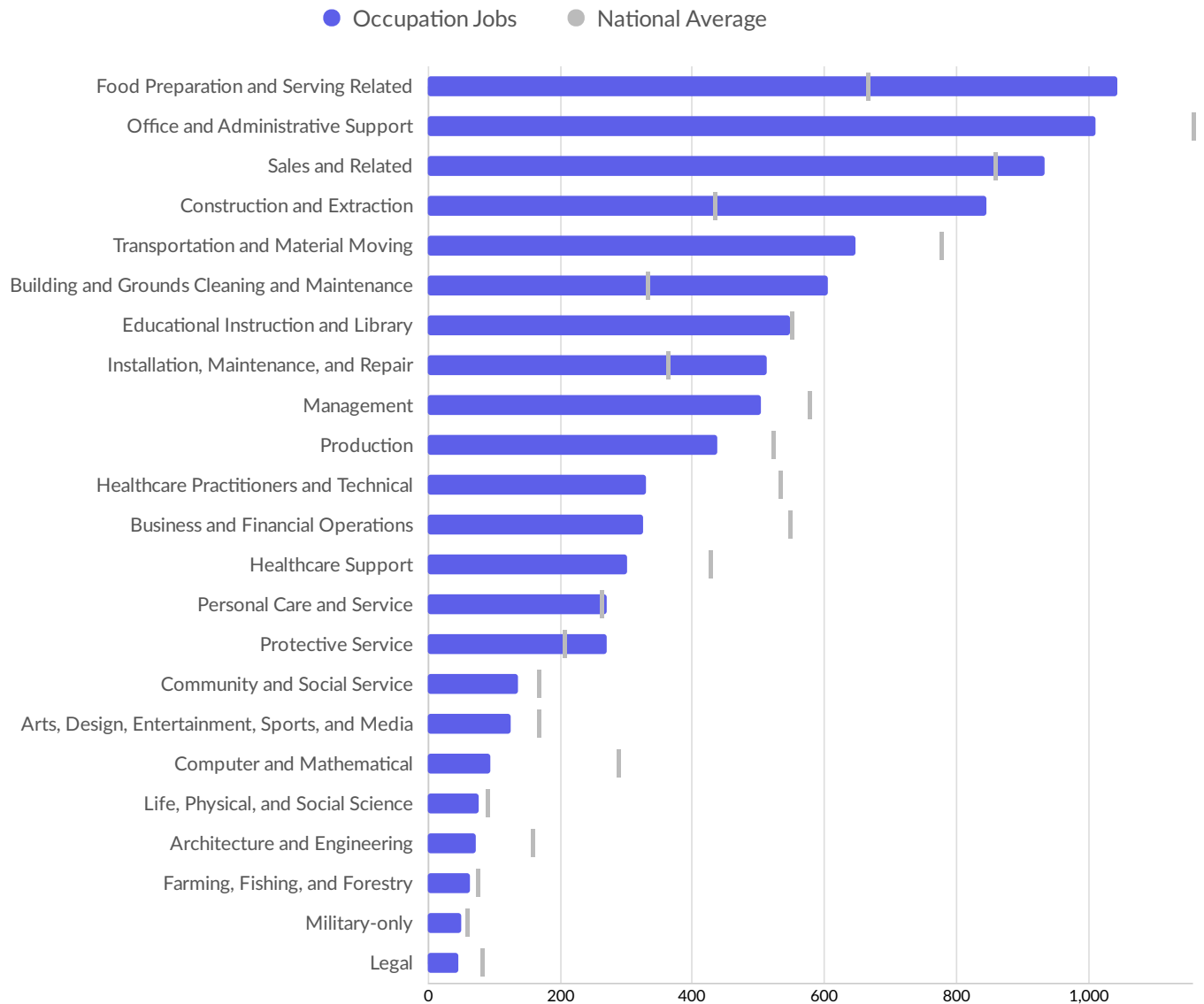


	Percentage	Business Count
1 to 4 employees	36.8%	593
5 to 9 employees	27.4%	441
10 to 19 employees	21.0%	338
20 to 49 employees	12.7%	204
50 to 99 employees	1.6%	25
100 to 249 employees	0.4%	6
250 to 499 employees	0.1%	1
500+ employees	0.1%	2

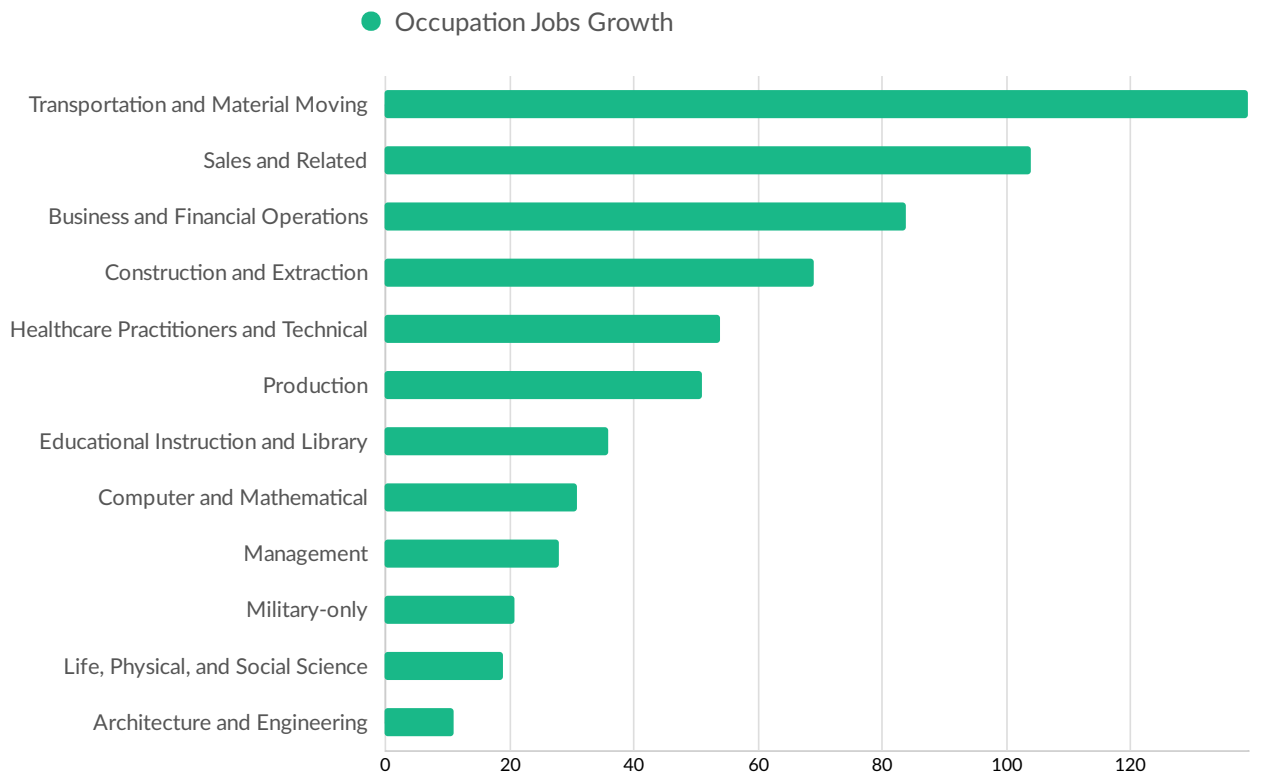
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

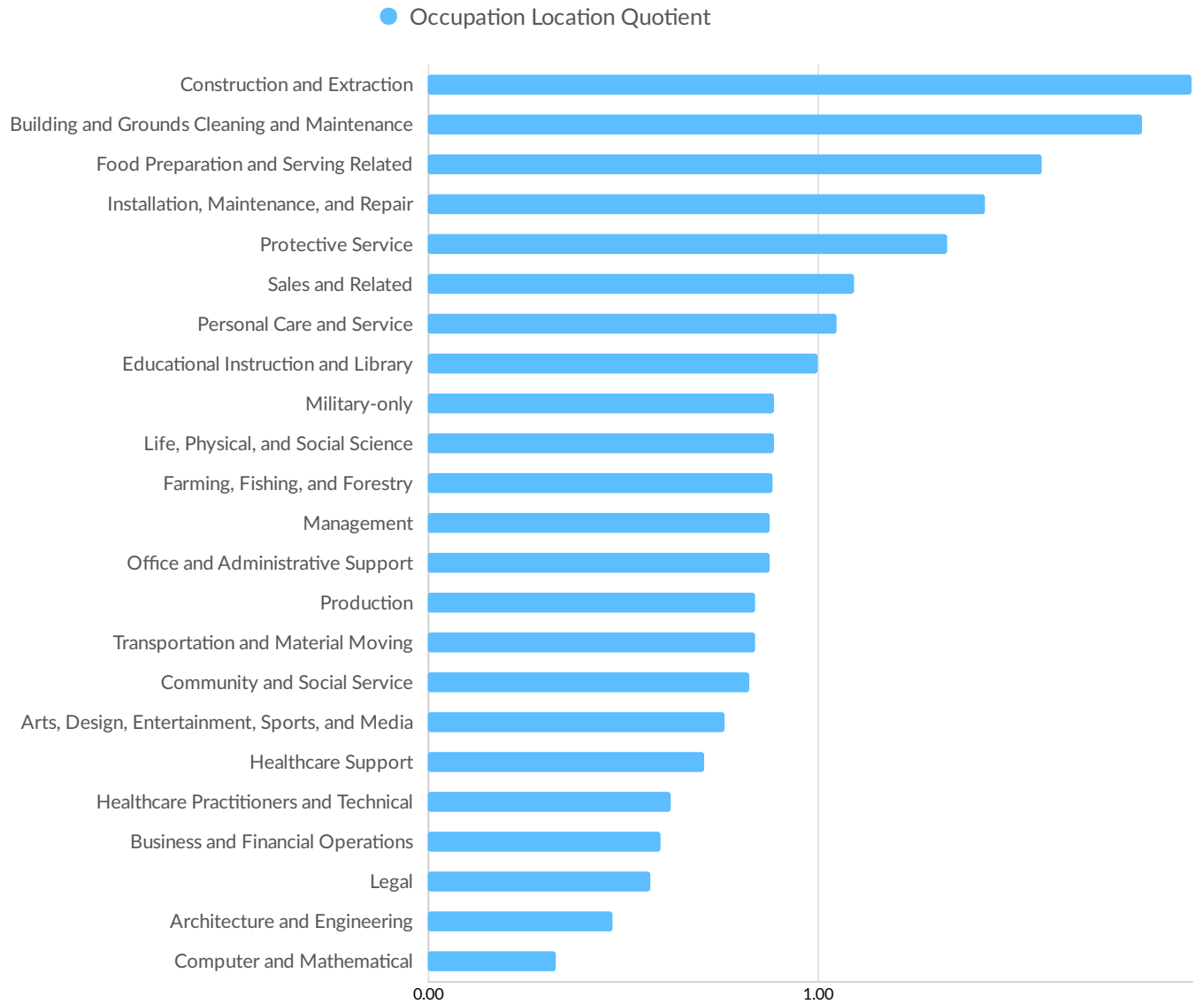
Largest Occupations



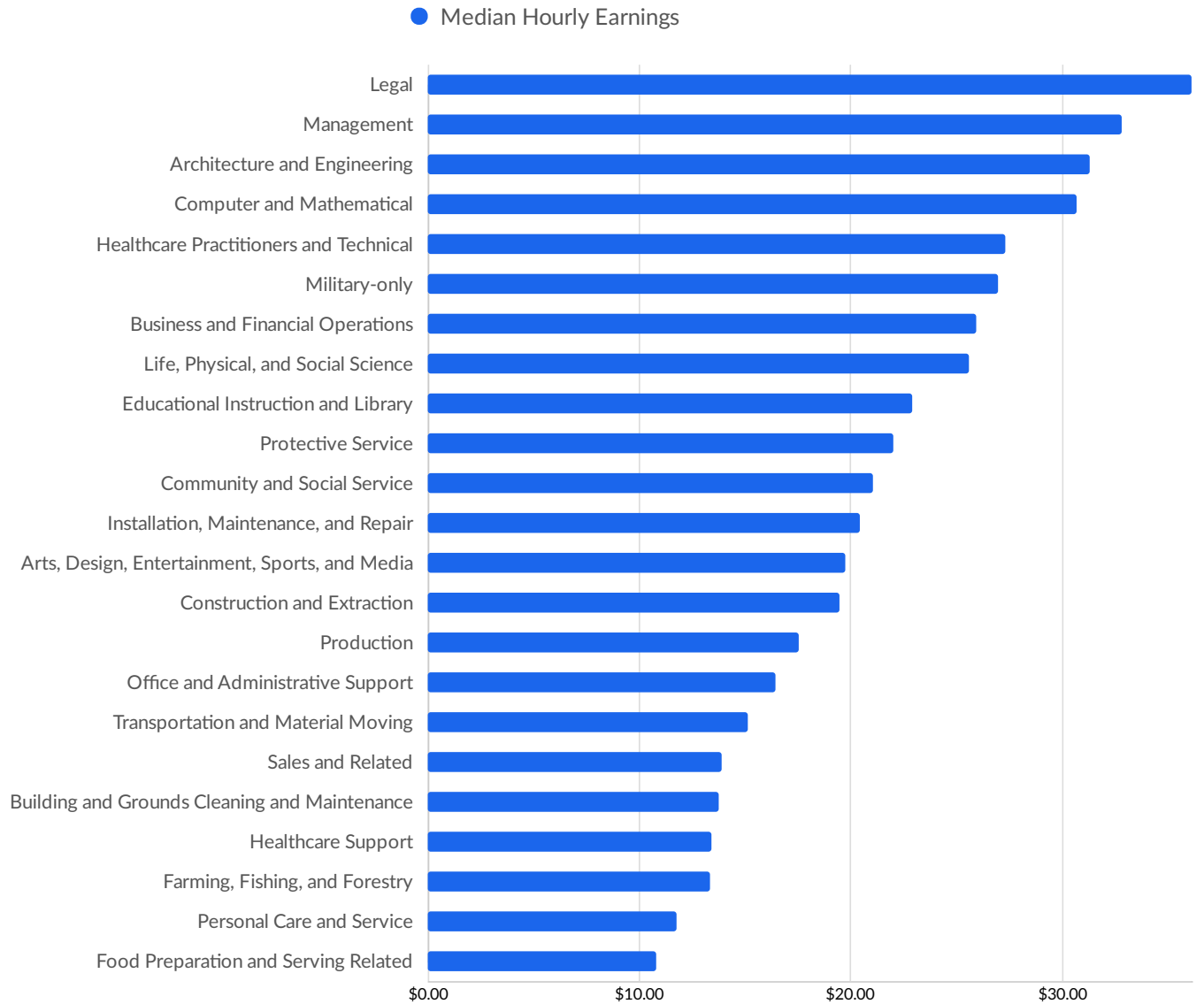
Top Growing Occupations



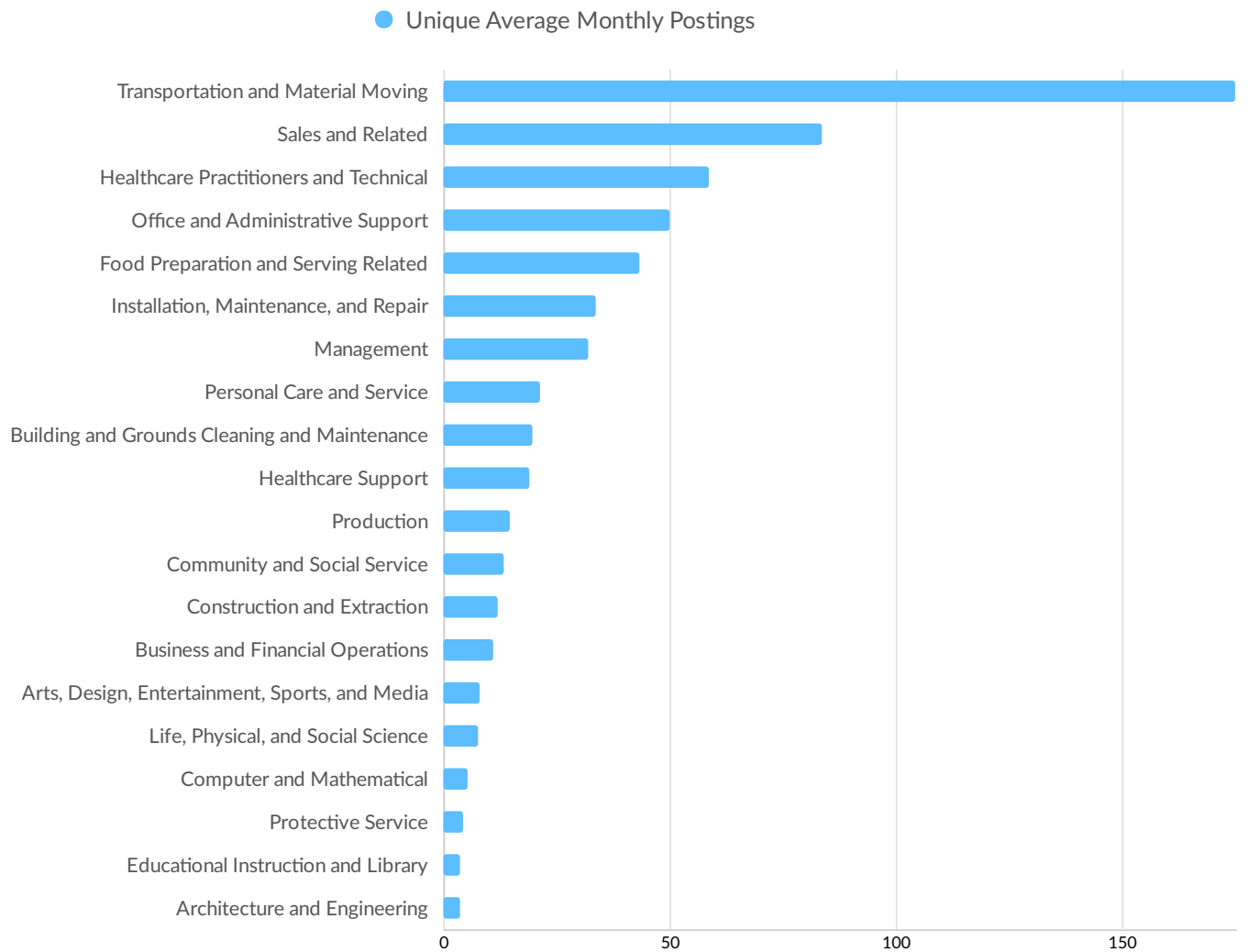
Top Occupation Location Quotient



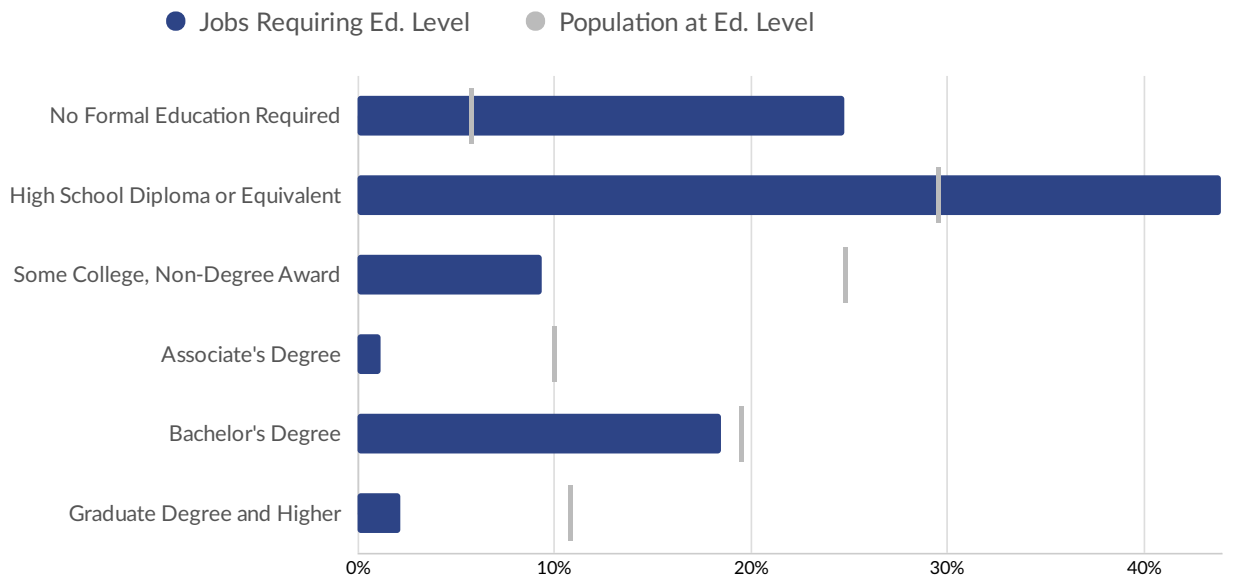
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

