Vilas County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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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

24,203

Population (2022)

Population **grew by 2,536** over the last 5 years and is projected to **grow by 2,993** over the next 5 years.

8,542

Total Regional Employment

Jobs **grew by 24** over the last 5 years and are projected to **grow by 457** over the next 5 years.

$56.8K

Median Household Income (2021)

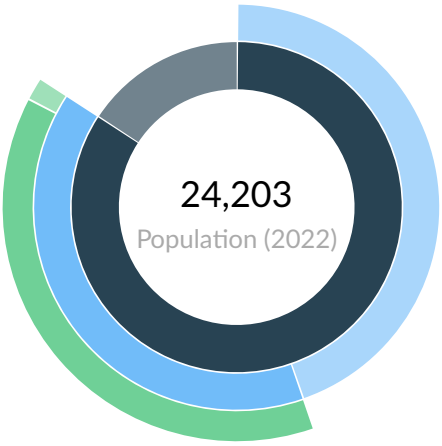
Median household income is **$12.2K below** the national median household income of $69.0K.

Takeaways

- As of 2022 the region's population **increased by 11.7%** since 2017, growing by 2,536. Population is expected to **increase by 12.4%** between 2022 and 2027, adding 2,993.
- From 2017 to 2022, jobs **increased by 0.3%** in Vilas County, WI from 8,518 to **8,542**. This change **fell short of the national growth rate of 2.4% by 2.1%**. As the number of jobs increased, the **labor force participation rate decreased from 52.2% to 47.0% between 2017 and 2022**.
- Concerning educational attainment, **18.5% of Vilas County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **10.1% hold an Associate's Degree** (1.3% above the national average).
- The top three industries in 2022 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

	Population (2022)	Labor Force (Dec 2022)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	24,203	9,576	8,542	103.0	$920.12M	$1.47B	$1.02B
NCWRPC	453,569	216,131	213,049	99.6	$24.99B	$32.65B	$31.07B
Wisconsin	5,935,388	3,050,771	3,149,359	100.4	$383.12B	$351.25B	$380.49B

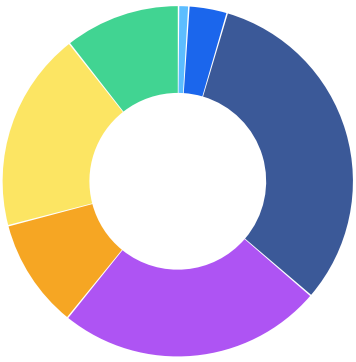
Dec 2022 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	20,369
Not in Labor Force (16+)	10,793
Labor Force	9,576
Employed	9,187
Unemployed	389
Under 16, Military, and institutionalized Population	3,834

Educational Attainment

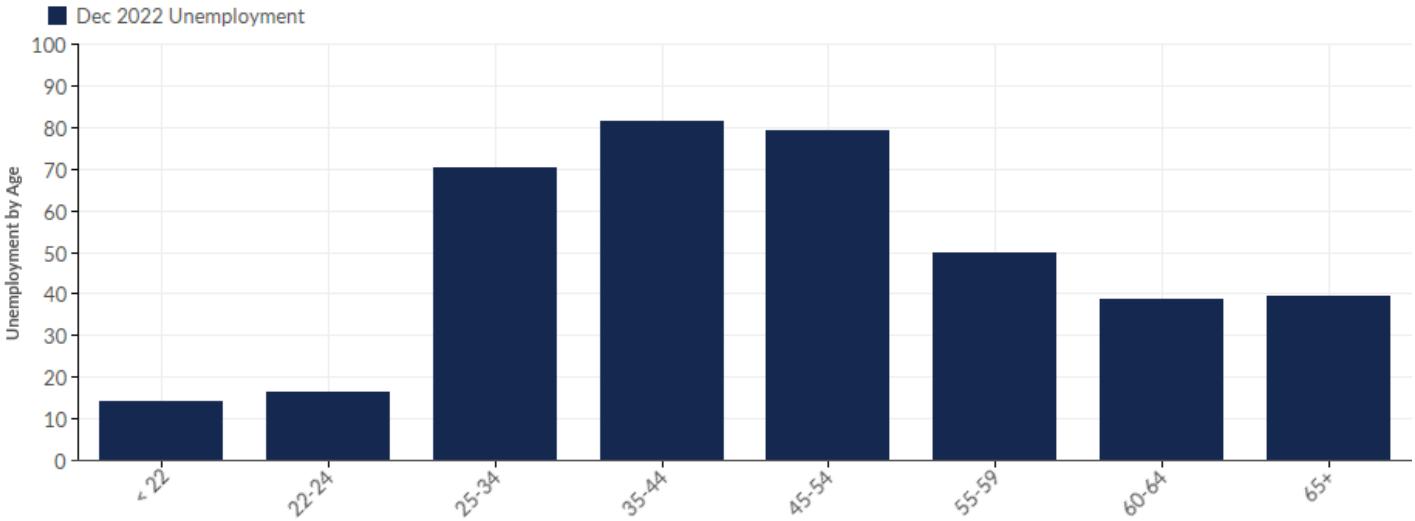
Concerning educational attainment, **18.5% of Vilas County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **10.1% hold an Associate's Degree** (1.3% above the national average).



	% of Population	Population
Less Than 9th Grade	0.9%	178
9th Grade to 12th Grade	3.5%	668
High School Diploma	31.7%	5,996
Some College	24.5%	4,632
Associate's Degree	10.1%	1,908
Bachelor's Degree	18.5%	3,491
Graduate Degree and Higher	10.7%	2,016

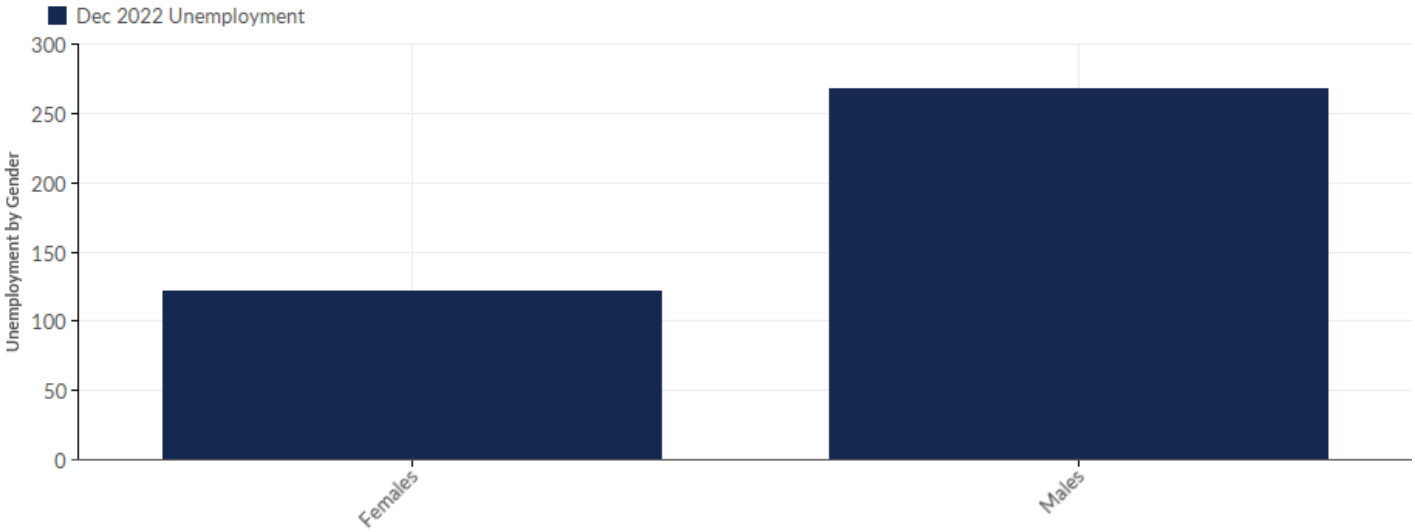
Unemployment by Demographics

Unemployment by Age



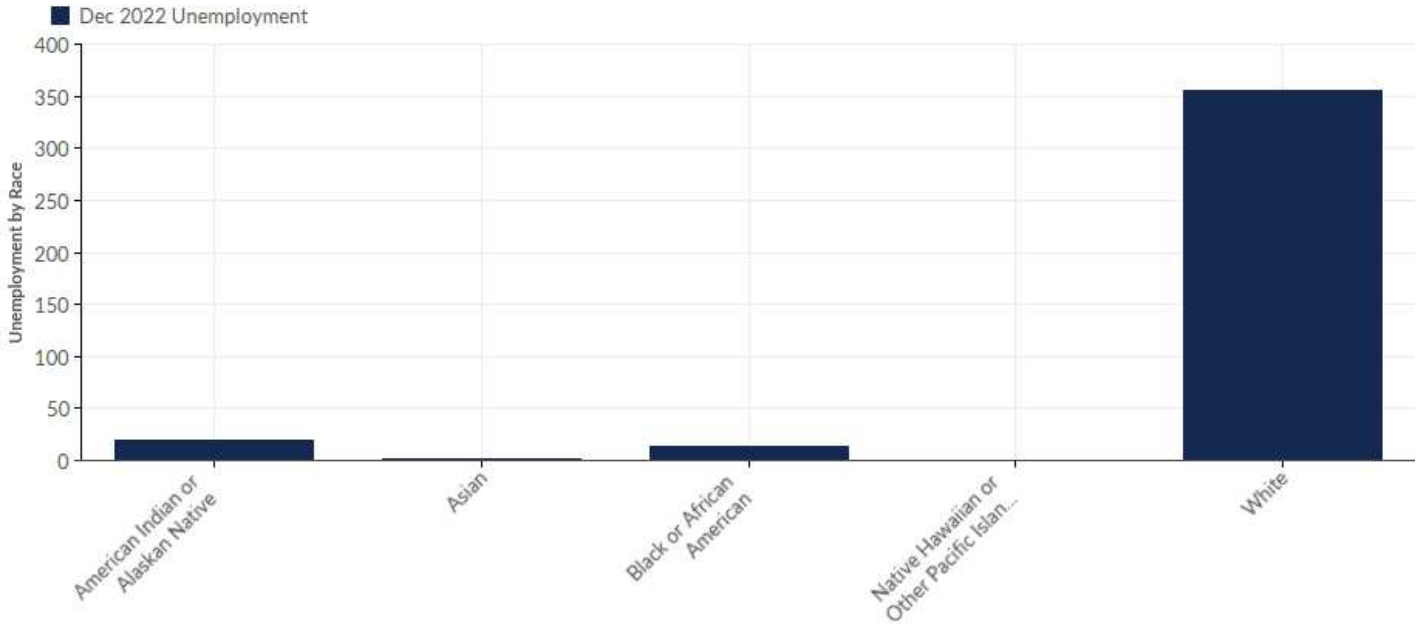
Age		Unemployment (Dec 2022)	% of Unemployed
< 22		14	3.60%
22-24		16	4.11%
25-34		70	17.99%
35-44		81	20.82%
45-54		79	20.31%
55-59		50	12.85%
60-64		39	10.03%
65+		39	10.03%
	Total	389	100.00%

Unemployment by Gender



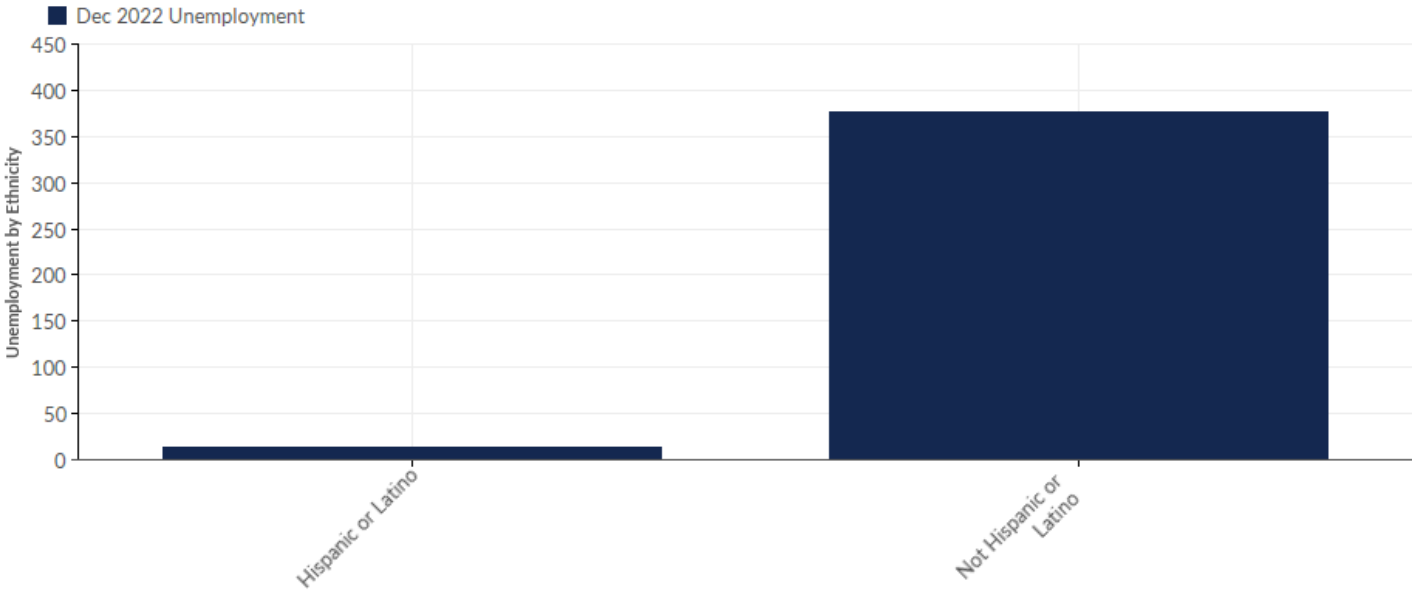
Gender		Unemployment (Dec 2022)	% of Unemployed
Females		121	31.11%
Males		268	68.89%
	Total	389	100.00%

Unemployment by Race



Race	Unemployment (Dec 2022)	% of Unemployed
American Indian or Alaskan Native	19	4.88%
Asian	1	0.26%
Black or African American	13	3.34%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	356	91.52%
Total	389	100.00%

Unemployment by Ethnicity

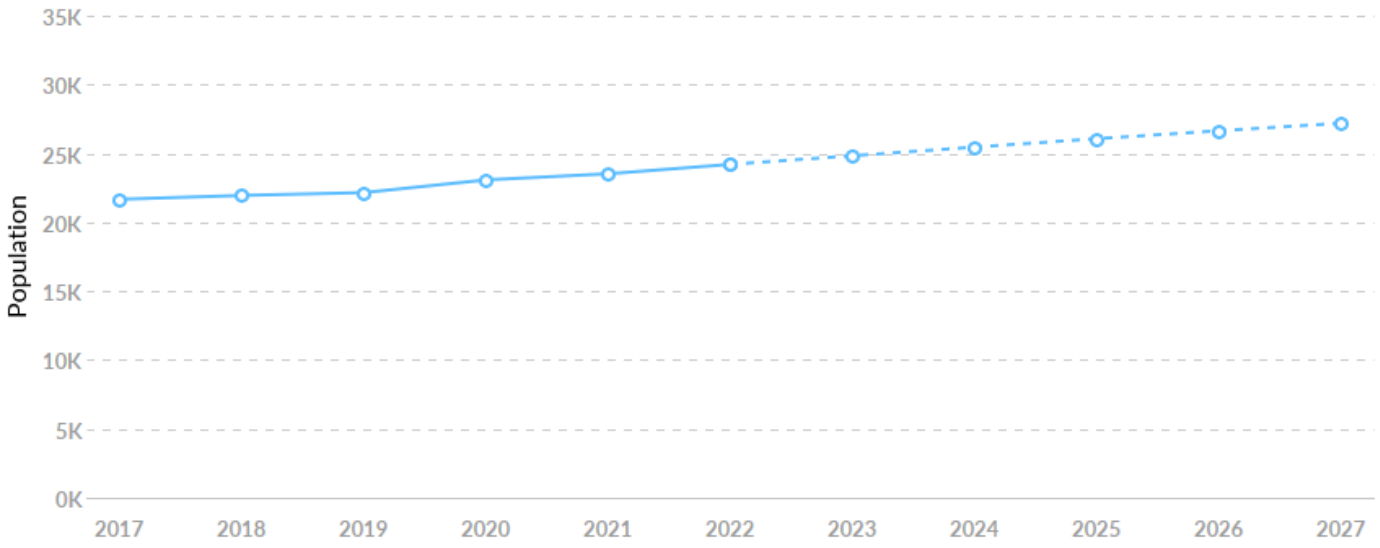


Ethnicity		Unemployment (Dec 2022)	% of Unemployed
Hispanic or Latino		13	3.34%
Not Hispanic or Latino		376	96.66%
	Total	389	100.00%

Historic & Projected Trends

Population Trends

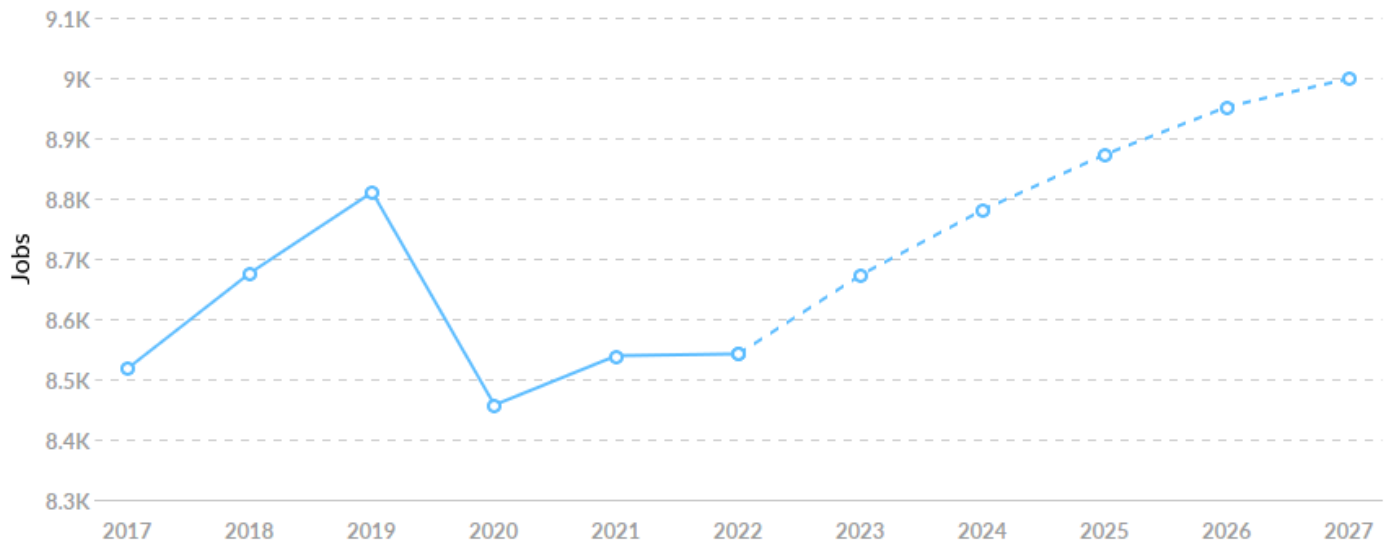
As of 2022 the region's population **increased by 11.7%** since 2017, growing by 2,536. Population is expected to **increase by 12.4%** between 2022 and 2027, adding 2,993.



Timeframe	Population
2017	21,667
2018	21,949
2019	22,153
2020	23,076
2021	23,520
2022	24,203
2023	24,832
2024	25,456
2025	26,068
2026	26,644
2027	27,196

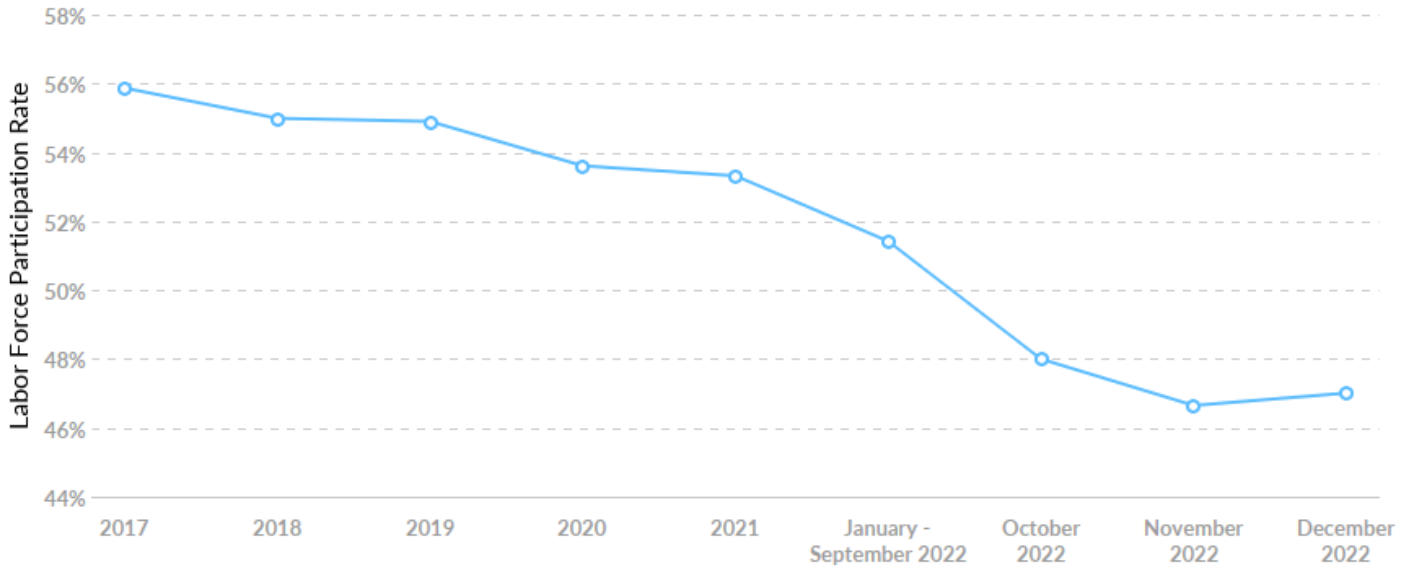
Job Trends

From 2017 to 2022, jobs **increased by 0.3%** in Vilas County, WI from 8,518 to **8,542**. This change **fell short of the national growth rate of 2.4% by 2.1%**.



Timeframe	Jobs
2017	8,518
2018	8,676
2019	8,810
2020	8,457
2021	8,539
2022	8,542
2023	8,673
2024	8,781
2025	8,873
2026	8,952
2027	8,999

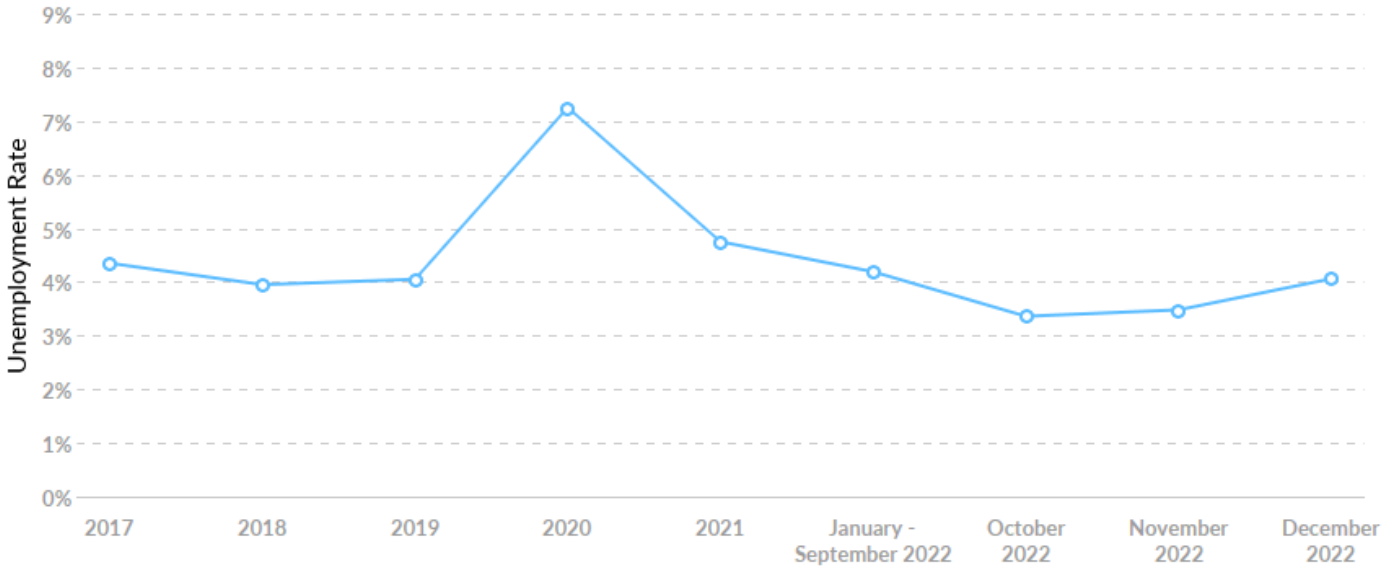
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	55.87%
2018	54.99%
2019	54.90%
2020	53.61%
2021	53.32%
January - September 2022	51.42%
October 2022	48.00%
November 2022	46.65%
December 2022	47.01%

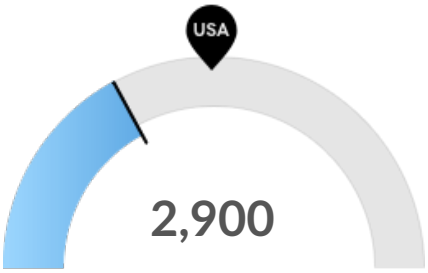
Unemployment Rate Trends

Vilas County, WI had a December 2022 unemployment rate of 4.06%, **decreasing from 4.35%** 5 years before.



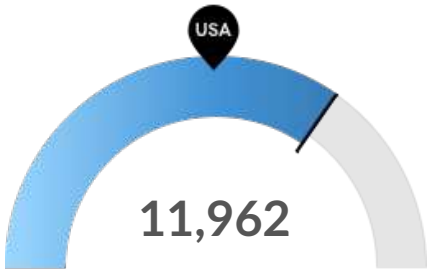
Timeframe	Unemployment Rate
2017	4.35%
2018	3.95%
2019	4.05%
2020	7.25%
2021	4.75%
January - September 2022	4.19%
October 2022	3.36%
November 2022	3.48%
December 2022	4.06%

Population Characteristics



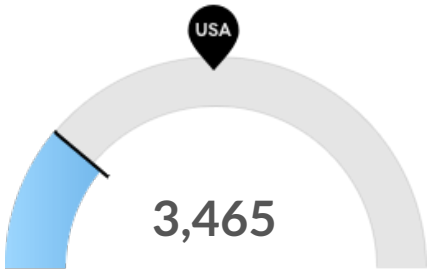
Millennials

Vilas County, WI has 2,900 millennials (ages 25-39). The national average for an area this size is 4,804.



Retiring Soon

Retirement risk is high in Vilas County, WI. The national average for an area this size is 6,991 people 55 or older, while there are 11,962 here.

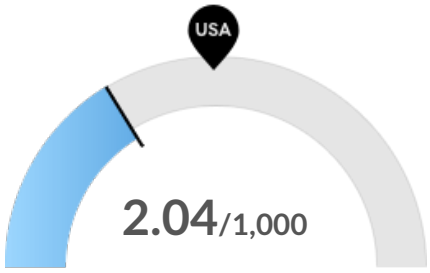


Racial Diversity

Racial diversity is low in Vilas County, WI. The national average for an area this size is 9,571 racially diverse people, while there are 3,465 here.

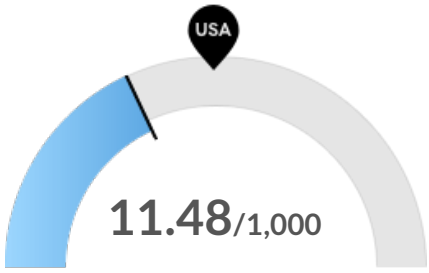
Veterans

Vilas County, WI has 2,012 veterans. The national average for an area this size is 1,235.



Violent Crime

Vilas County, WI has 2.04 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

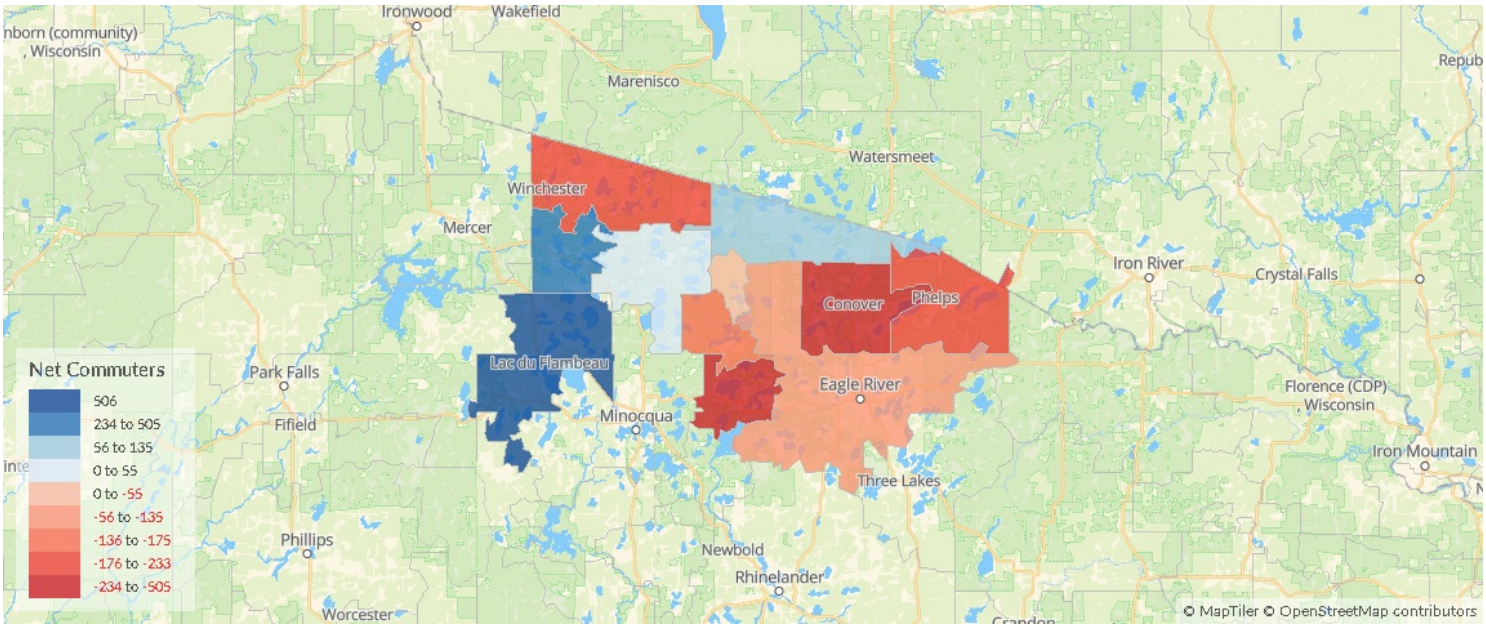


Property Crime

Vilas County, WI has 11.48 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54521	Eagle River, WI (in Vilas ...	3,699
54538	Lac Du Flambeau, WI (i...	1,528
54558	Saint Germain, WI (in Vi...	774
54545	Manitowish Waters, WI...	594
54540	Land O Lakes, WI (in Vil...	504

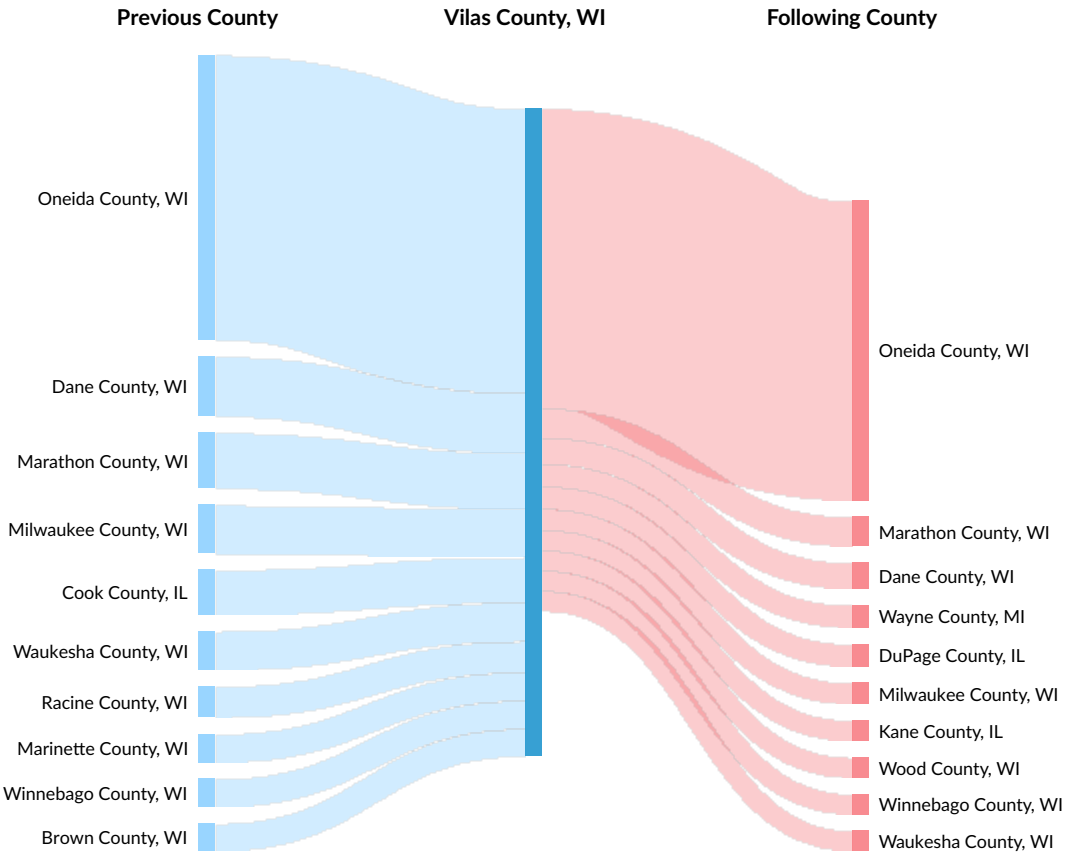
Where Talent Lives

ZIP	Name	2022 Workers
54521	Eagle River, WI (in Vilas ...	3,781
54538	Lac Du Flambeau, WI (i...	1,022
54558	Saint Germain, WI (in Vi...	1,009
54519	Conover, WI (in Vilas co...	553
54554	Phelps, WI (in Vilas cou...	530

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 2020, 327 people have migrated from Oneida County, WI to Vilas County, WI. In the same year, 344 people left Vilas County, WI migrating to Oneida County, WI. The total Net Migration for Vilas County, WI in 2020 was 487.



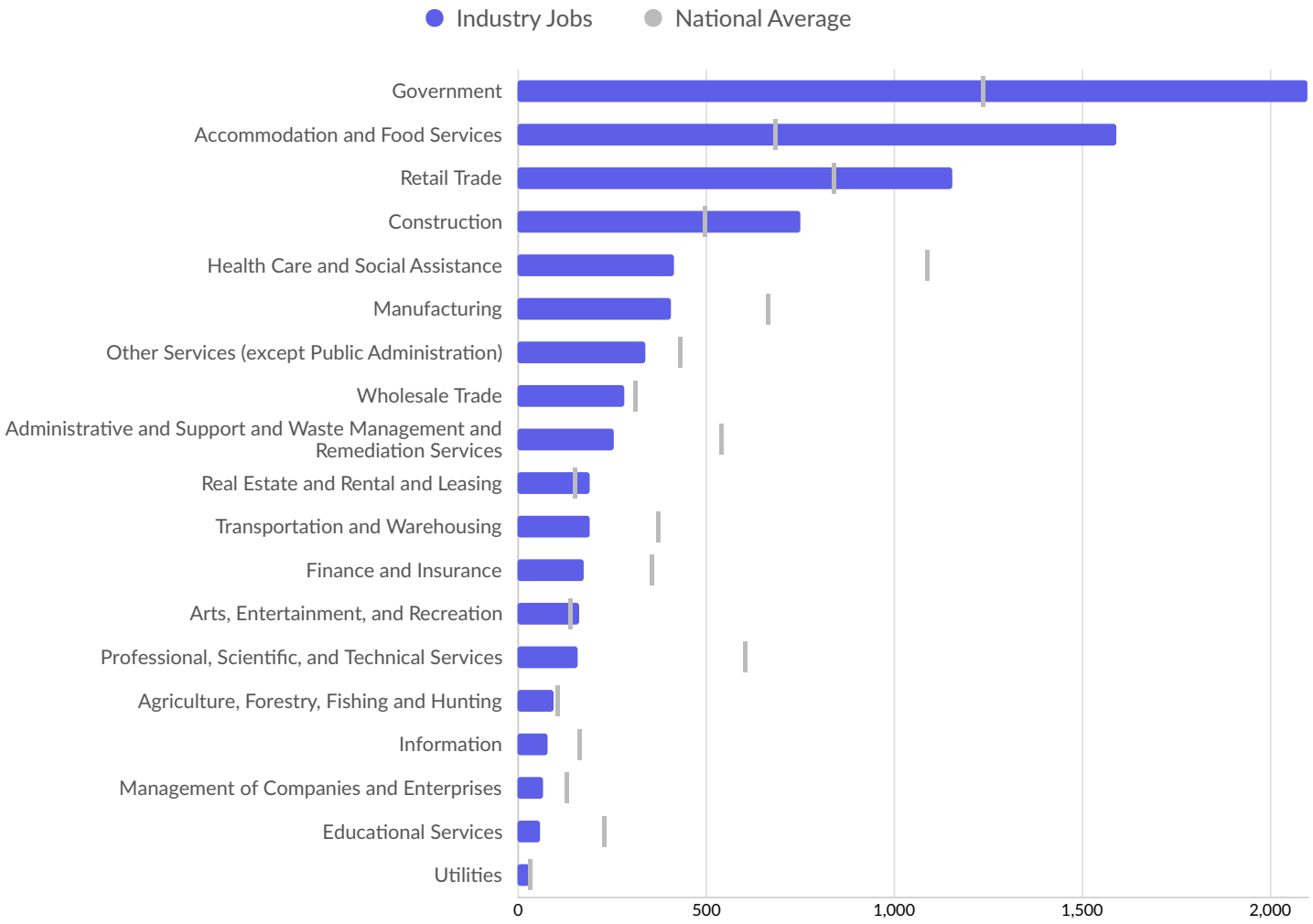
Top Previous Counties	Migrations
Oneida County, WI	327
Dane County, WI	69
Marathon County, WI	64
Milwaukee County, WI	55
Cook County, IL	52
Waukesha County, WI	45

Top Previous Counties	Migrations
Racine County, WI	36
Marinette County, WI	33
Winnebago County, WI	32
Brown County, WI	32
Rock County, WI	31
Sauk County, WI	25
Hennepin County, MN	24
Bingham County, ID	23
Maricopa County, AZ	22

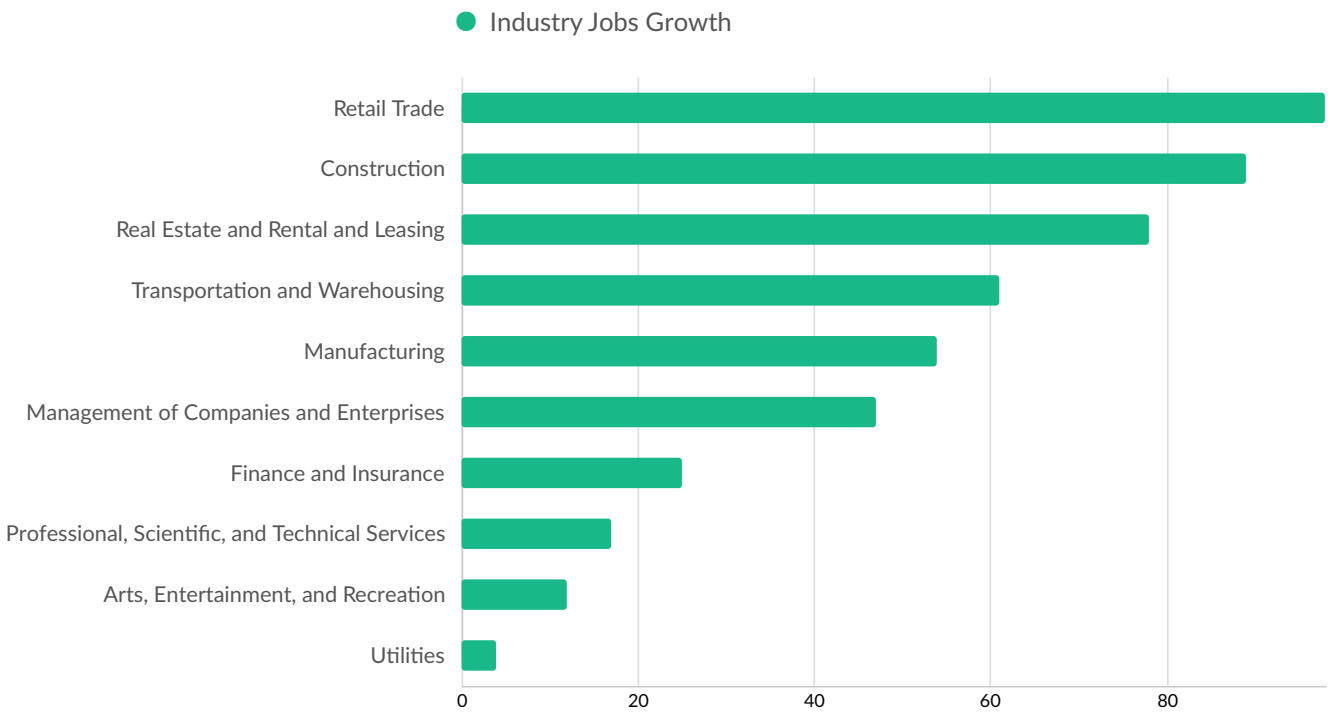
Top Following Counties	Migrations
Oneida County, WI	344
Marathon County, WI	34
Dane County, WI	30
Wayne County, MI	26
DuPage County, IL	26
Milwaukee County, WI	24
Kane County, IL	23
Wood County, WI	23
Winnebago County, WI	23
Waukesha County, WI	23
Spokane County, WA	22
Lake County, FL	20
Iron County, MI	16
Scott County, MN	15
Lincoln County, WI	14

Industry Characteristics

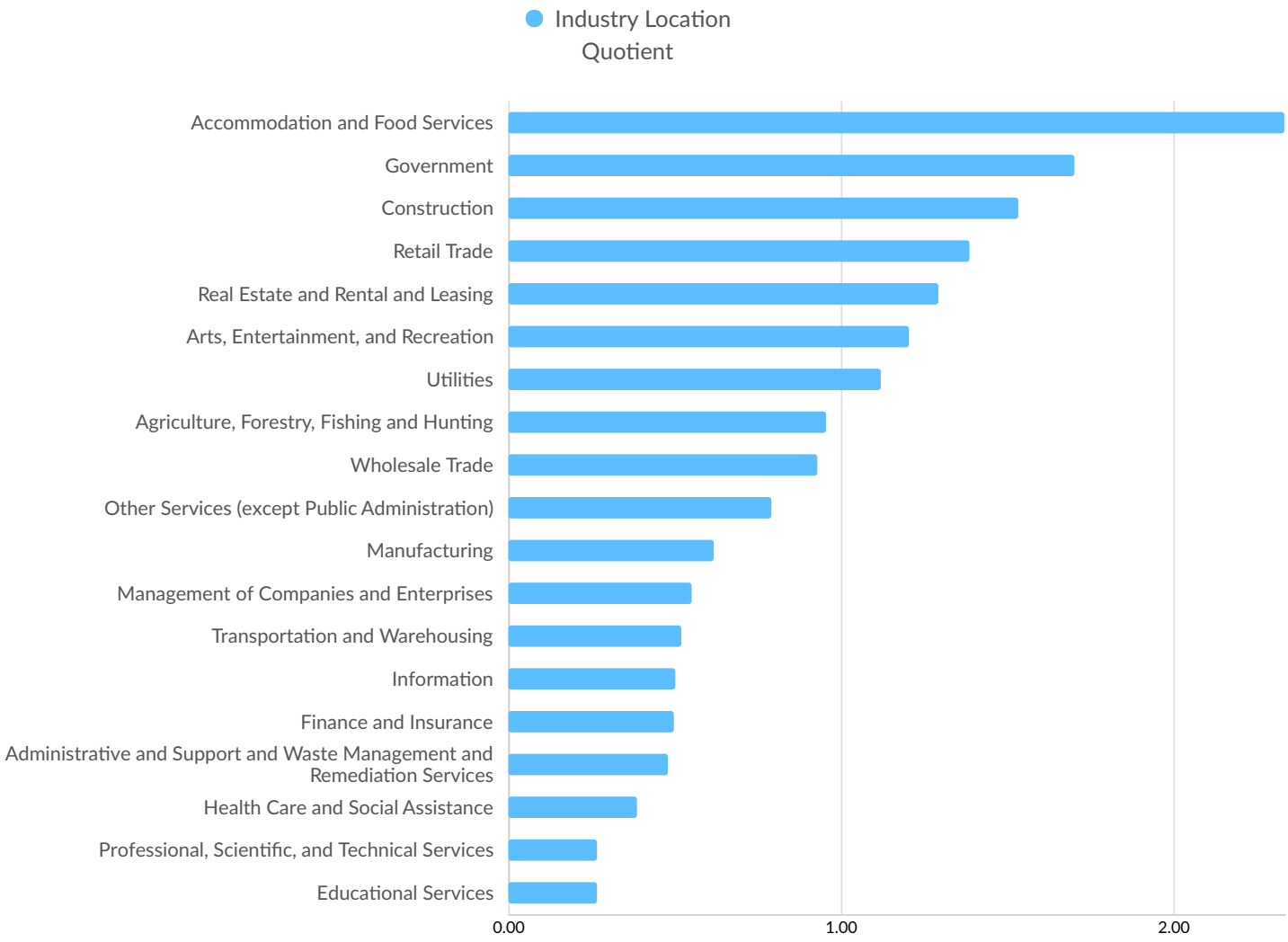
Largest Industries



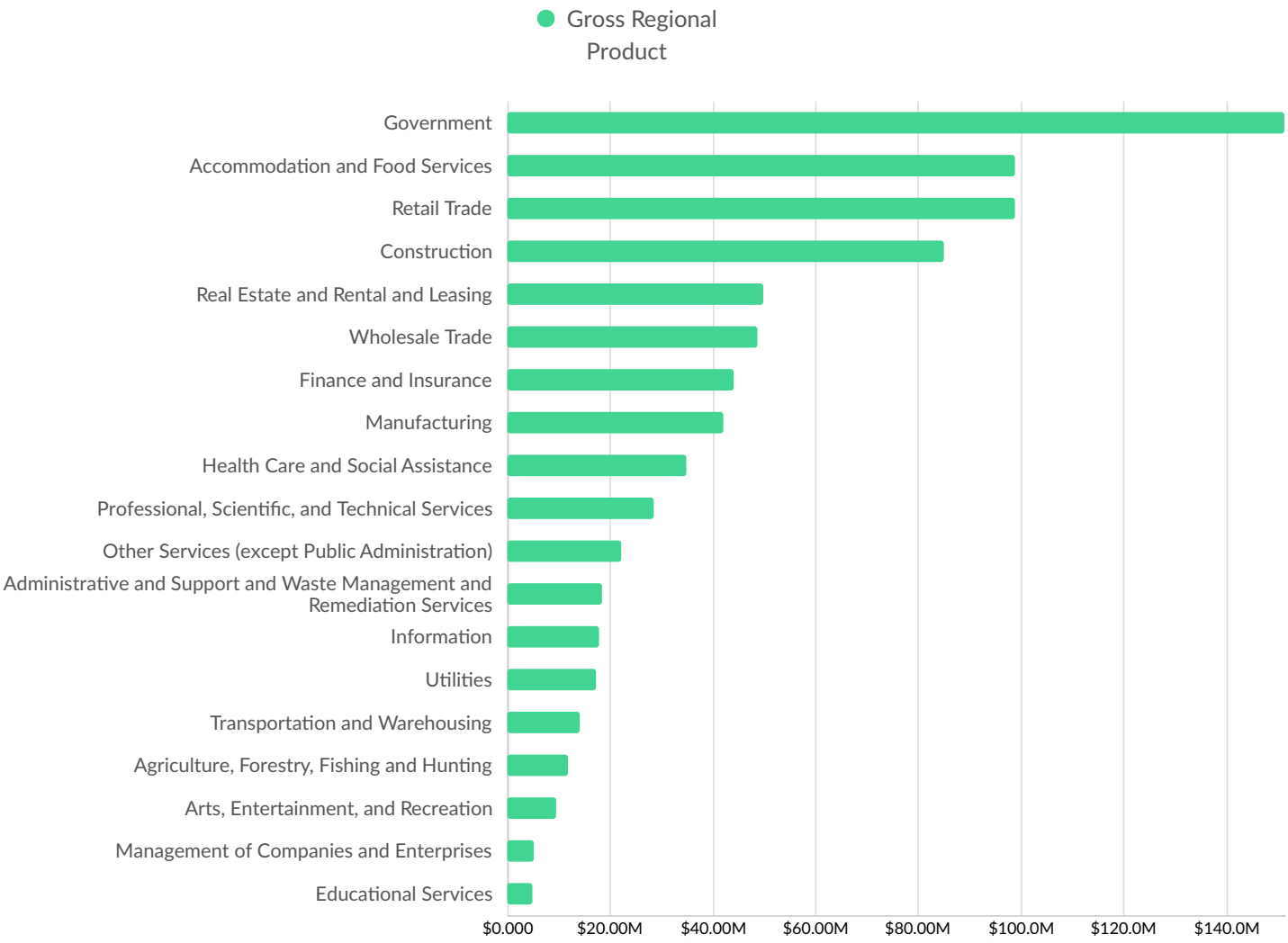
Top Growing Industries



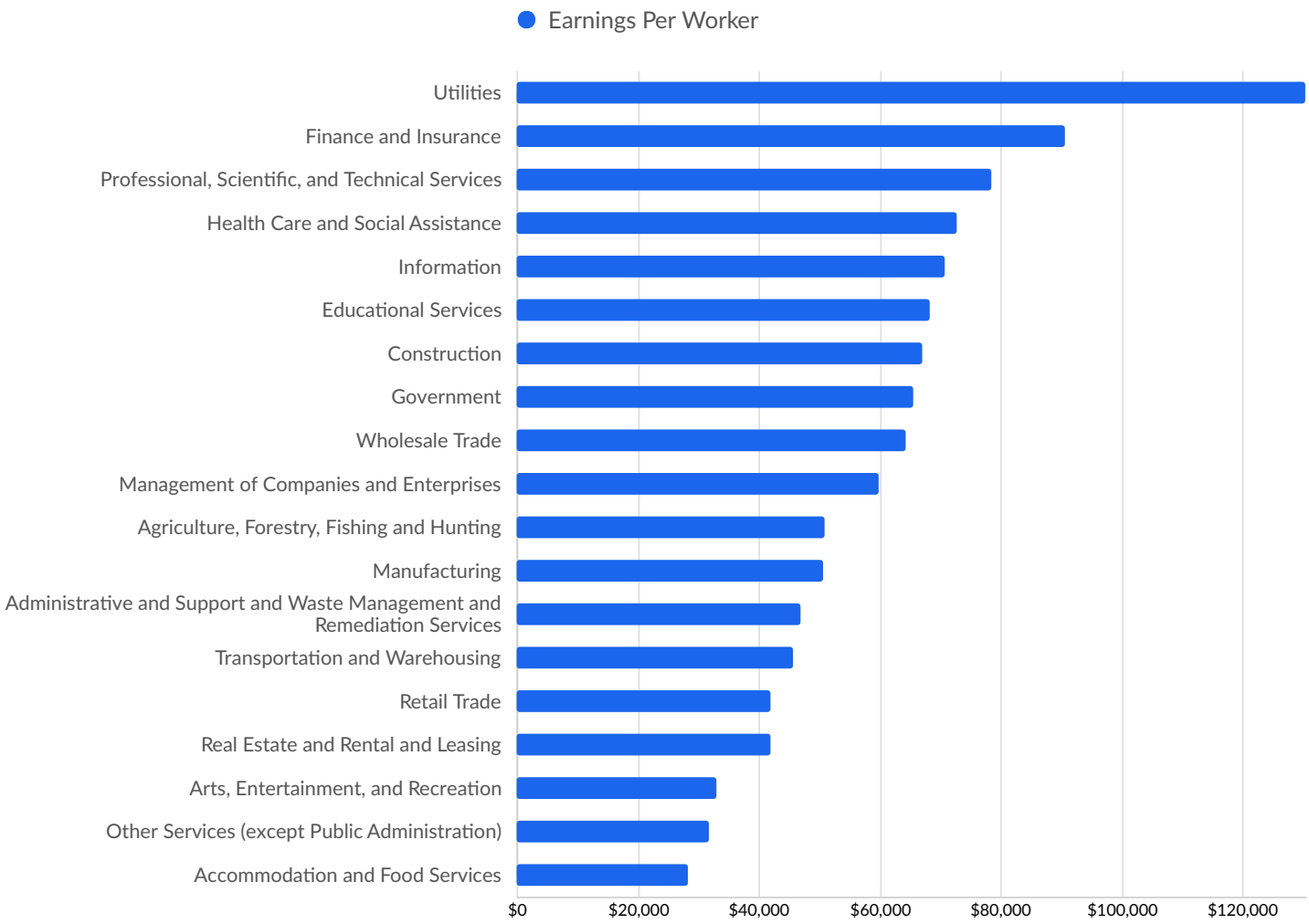
Top Industry Location Quotient



Top Industry GRP



Top Industry Earnings



Business Characteristics

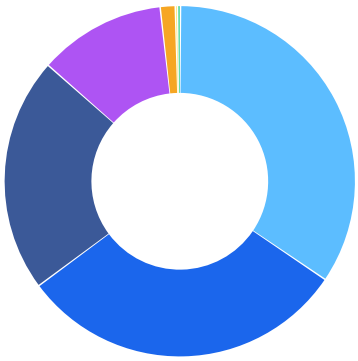
1,746 Companies Employ Your Workers

Online profiles for your workers mention 1,746 companies as employers, with the top 10 appearing below. In the last 12 months, 133 companies in Vilas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Mukwonago Area School District	42
Lake Of The Torches Resort Casi...	34
Ministry Health Care	34
Marshfield Clinic	33
Vilas County	32
Lac Du Flambeau Public School	27
Eliason Realty Of The North	22
Lac Du Flambeau Tribe	21
Lac Du Flambeau Band Of Lake ...	19
Conserve School	17

Top Companies Posting	Unique Postings
Amazon	134
FedEx	61
Aspirus	47
Nicolet National Bank	43
Republic Services	26
Mastec North America	23
Kwik Trip	19
PepsiCo	13
Lampert Yards	12
US LBM Holdings	12

Business Size

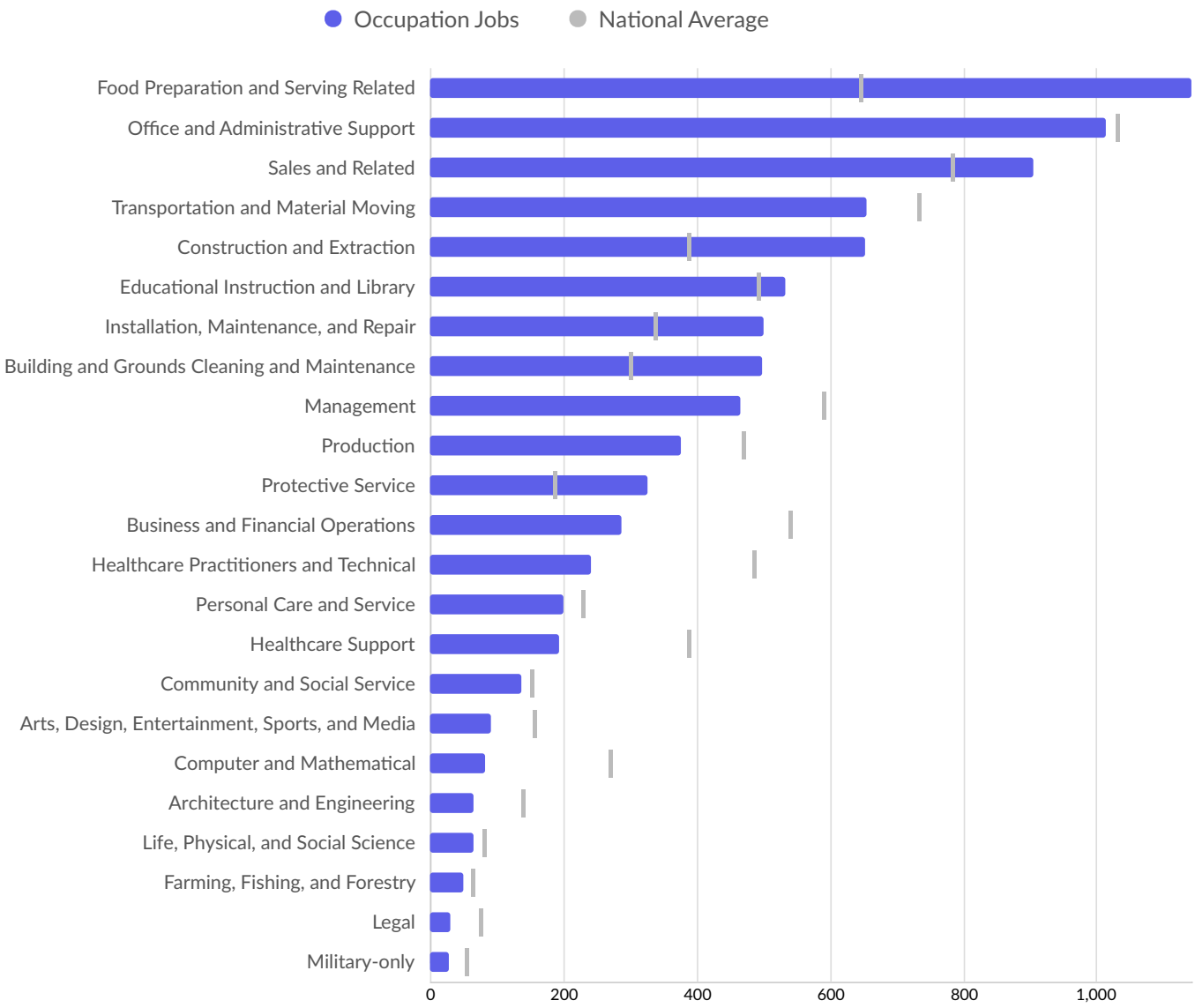


	Percentage	Business Count
1 to 4 employees	34.4%	499
5 to 9 employees	30.4%	441
10 to 19 employees	21.6%	314
20 to 49 employees	11.7%	170
50 to 99 employees	1.4%	20
100 to 249 employees	0.2%	3
500+ employees	0.3%	4

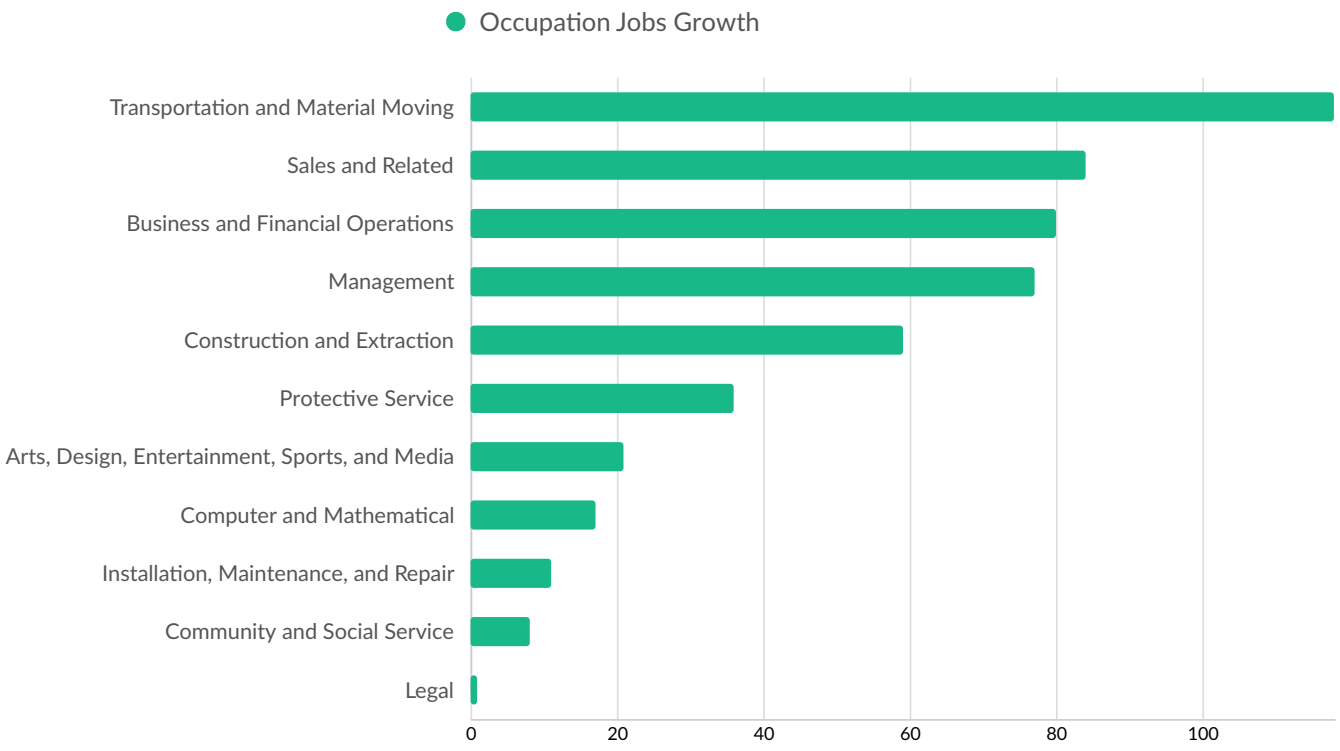
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

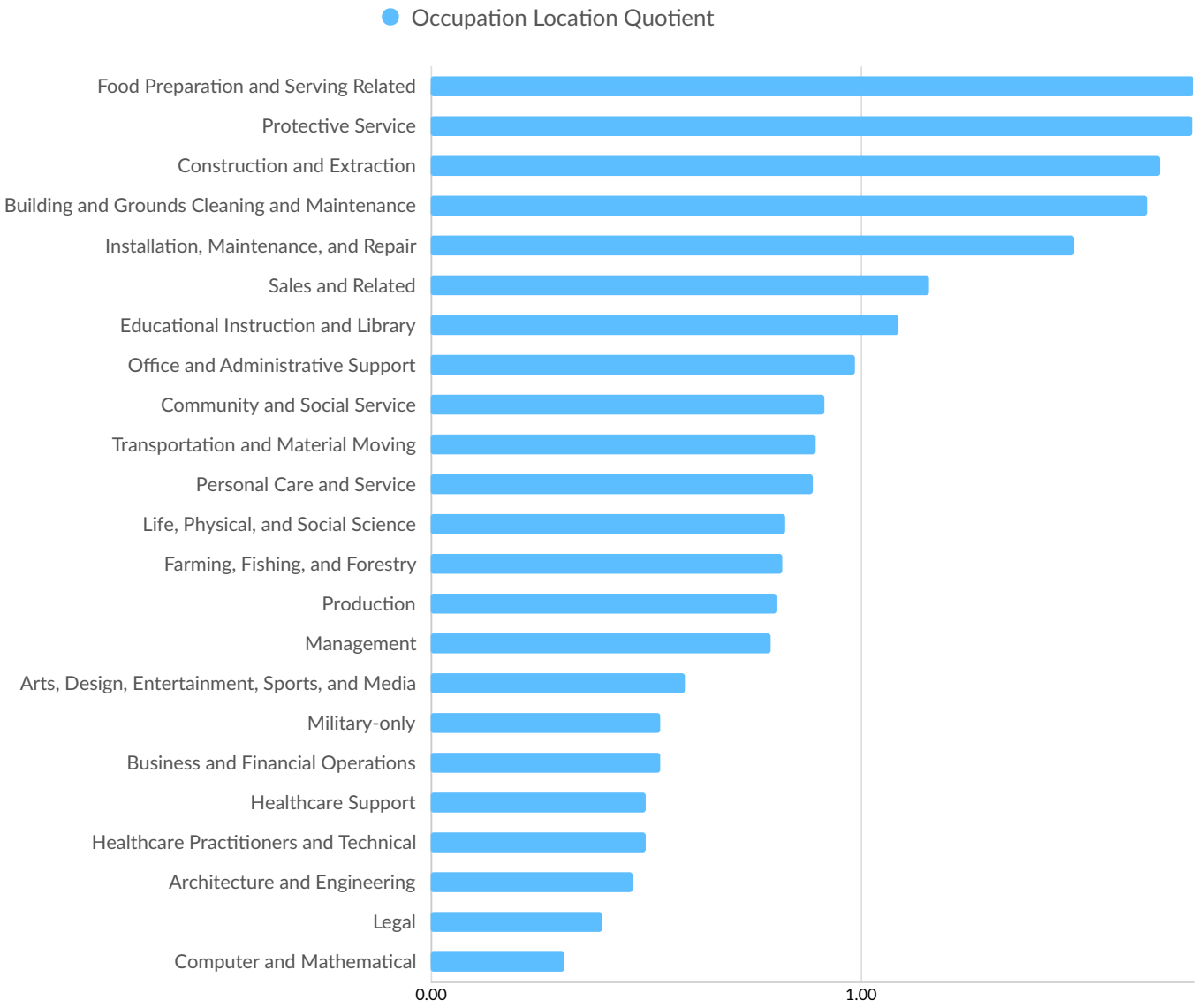
Largest Occupations



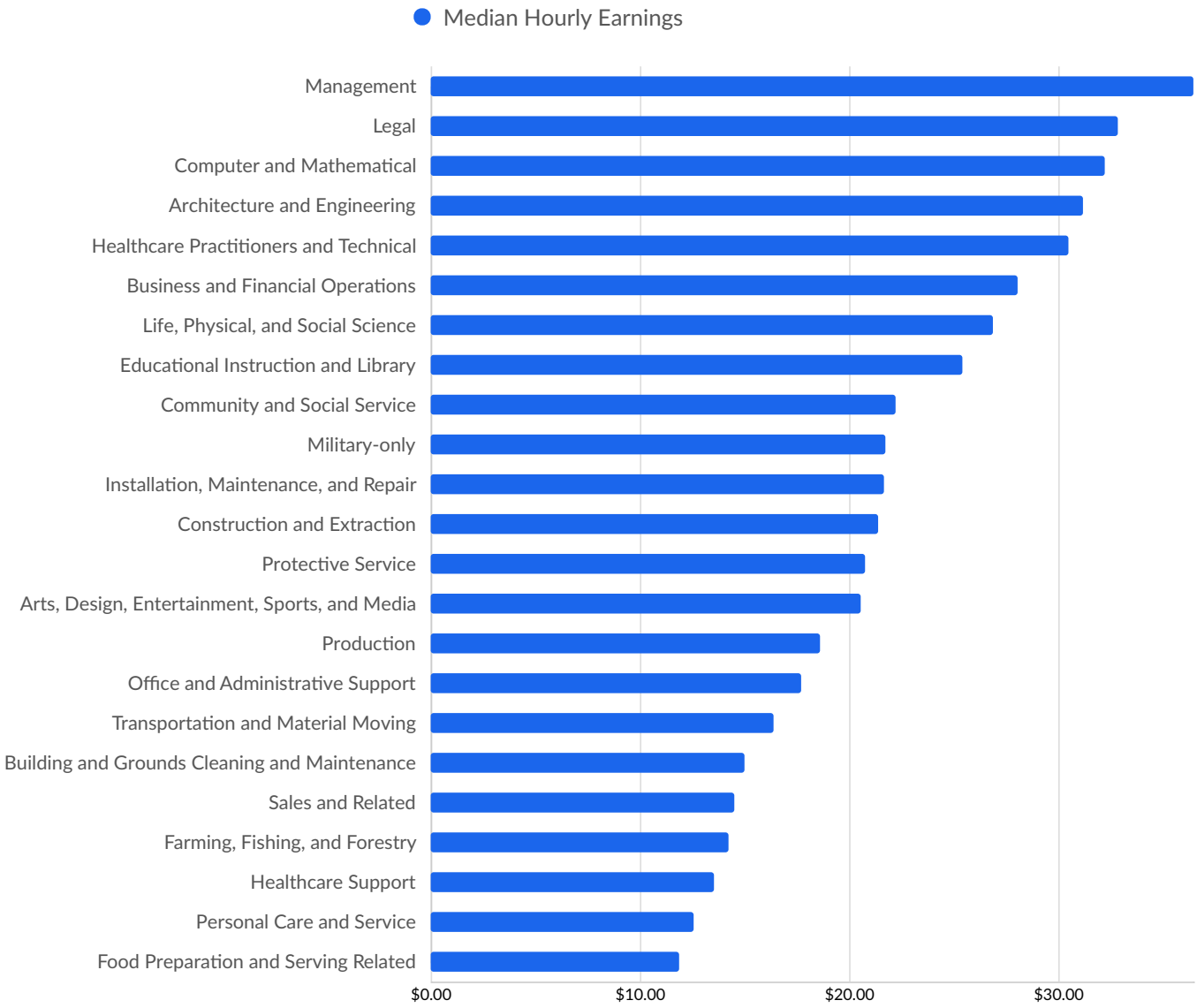
Top Growing Occupations



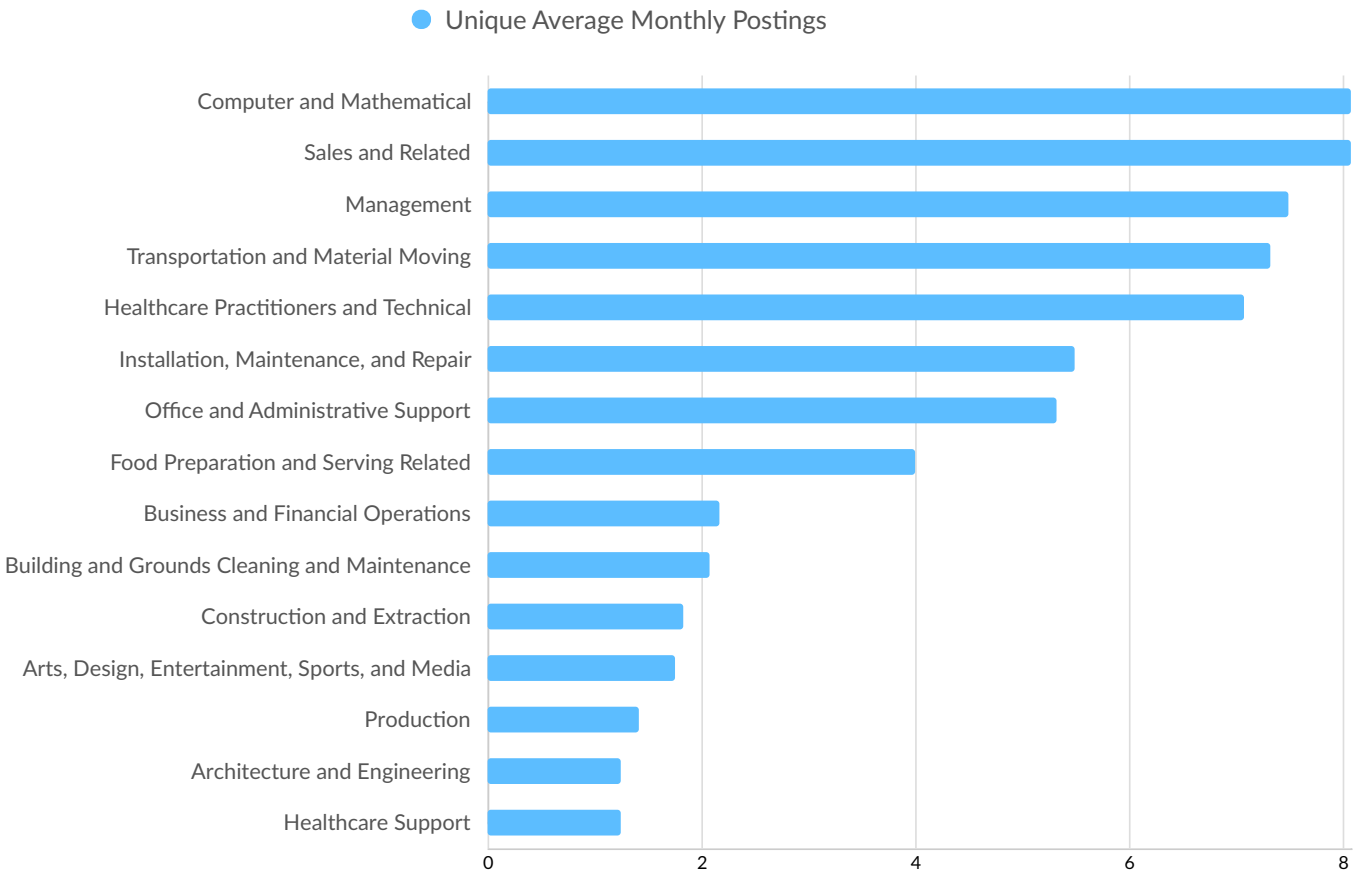
Top Occupation Location Quotient



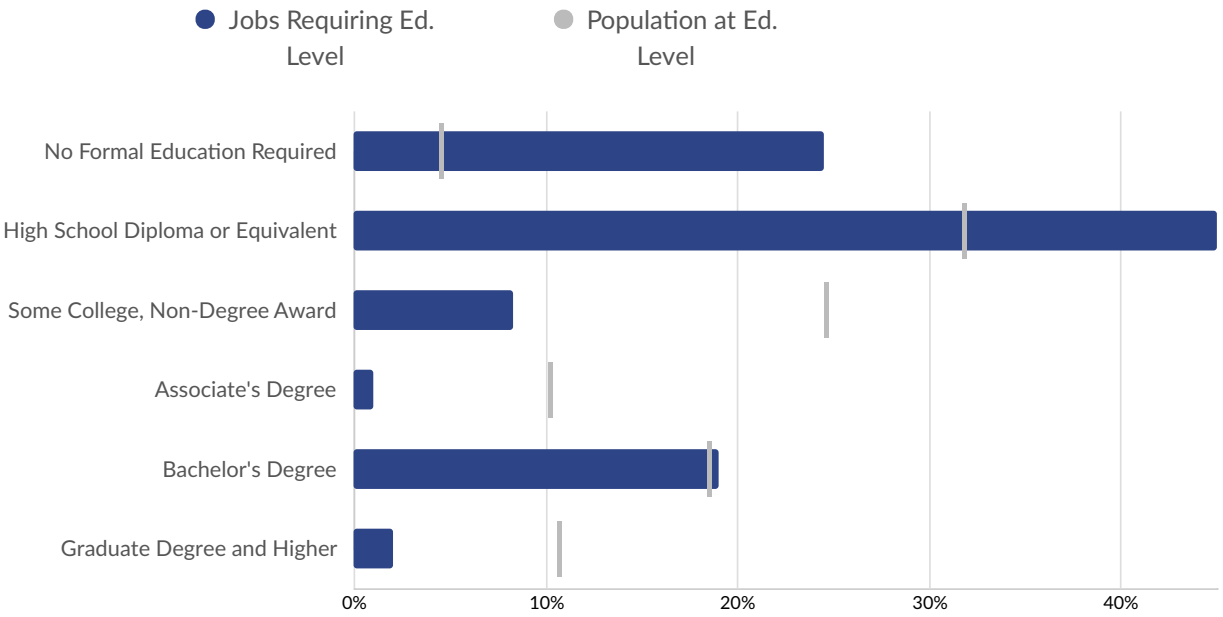
Top Occupation Earnings



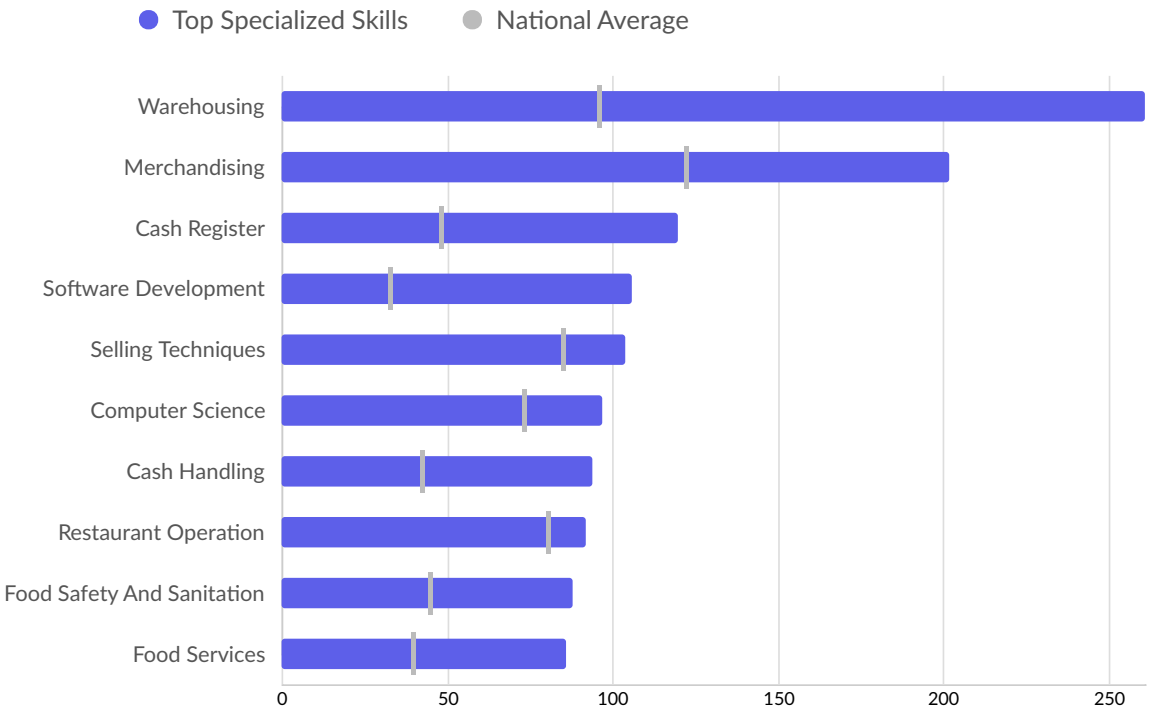
Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills