

# Vilas County, WI

North Central Wisconsin Regional Planning Commission



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. 8,541

Total Regional Employment

Jobs grew by 23 over the last 5 years and are projected to grow by 487 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 8,541. This change fell short of the national growth rate of 3.4% by 3.1%. 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 (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	24,832	9,641	8,541	103.0	\$927.35M	\$1.48B	\$1.03B
NCWRPC	457,338	216,937	213,508	99.6	\$25.25B	\$33.07B	\$31.54B
Wisconsin	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

### Jan 2023 Labor Force Breakdown



#### **Educational Attainment**

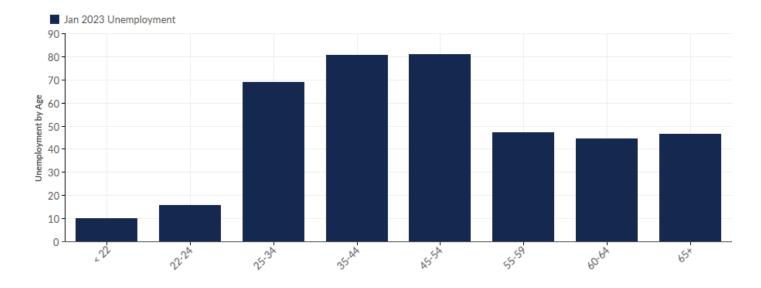
Concerning educational attainment, **18.5% of Vilas County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **10.1% hold an Associate's Degree** (1.3% above the national average).

		% 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



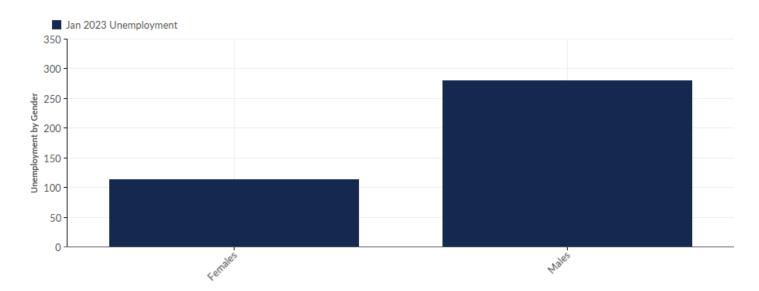
# Unemployment by Demographics

# Unemployment by Age



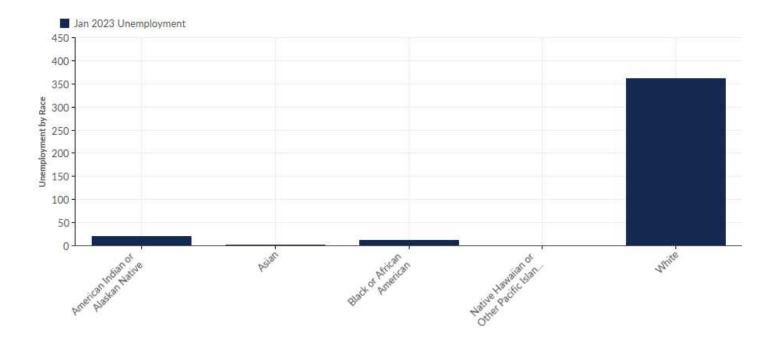
Age	Unemplo (Jan	yment 2023)	% of Unemployed
< 22		10	2.54%
22-24		16	4.06%
25-34		69	17.51%
35-44		80	20.30%
45-54		81	20.56%
55-59		47	11.93%
60-64		44	11.17%
65+		47	11.93%
	Total	394	100.00%

# **Unemployment by Gender**



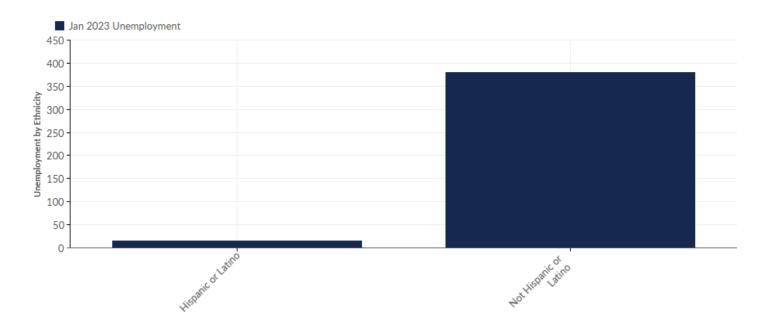
Gender	Une	employment (Jan 2023)	% of Unemployed
Females		114	28.93%
Males		280	71.07%
	Total	394	100.00%

# **Unemployment by Race**



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	19	4.82%
Asian	1	0.25%
Black or African American	12	3.05%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	362	91.88%
Tot	tal 394	100.00%

# **Unemployment by Ethnicity**

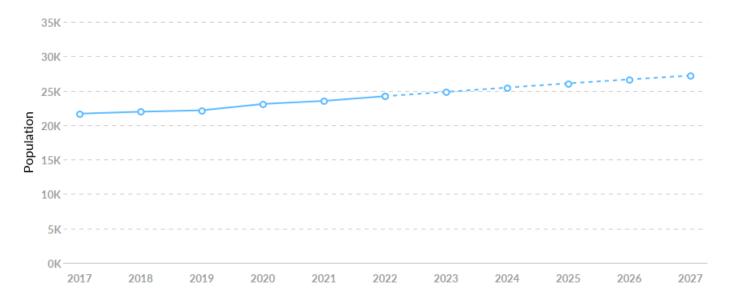


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	15	3.81%
Not Hispanic or Latino	379	96.19%
То	tal 394	100.00%

# Historic & Projected Trends

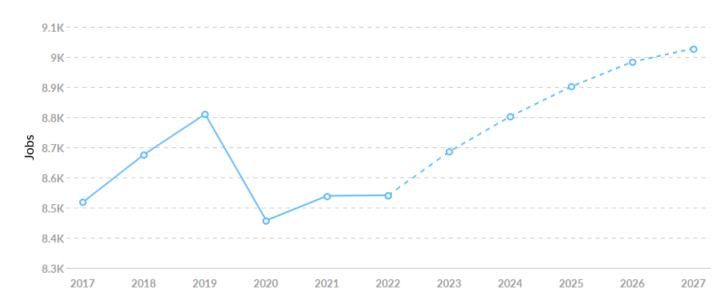
# **Population Trends**

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.



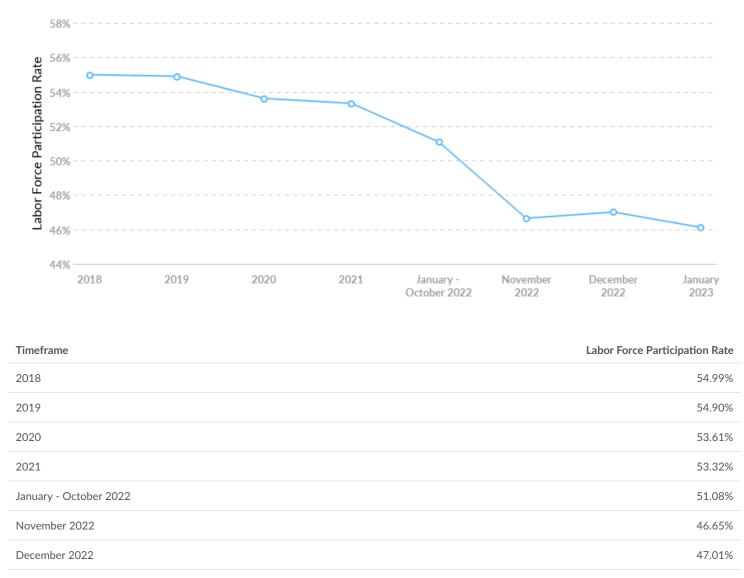
Timeframe	Population
2017	21,667
2018	21,949
2019	22,153
2020	23,076
2021	23,520
2022	24,203
2023	24,832
2024	25,456
2025	26,068
2026	26,644
2027	27,196

# **Job Trends**



From 2017 to 2022, jobs **increased by 0.3%** in Vilas County, WI from 8,518 to **8,541**. This change **fell short of the national growth rate of 3.4% by 3.1%**.

Timeframe	Jobs
2017	8,518
2018	8,676
2019	8,810
2020	8,457
2021	8,539
2022	8,541
2023	8,686
2024	8,803
2025	8,902
2026	8,984
2027	9,028



# Labor Force Participation Rate Trends

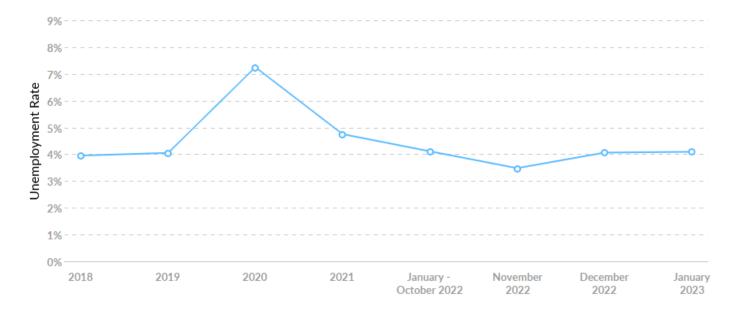
January 2023

46.12%



# **Unemployment Rate Trends**

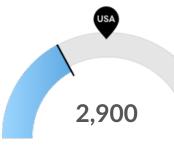
Vilas County, WI had a January 2023 unemployment rate of 4.09%, increasing from 3.95% 5 years before.



Timeframe	Unemployment Rate
2018	3.95%
2019	4.05%
2020	7.25%
2021	4.75%
January - October 2022	4.11%
November 2022	3.48%
December 2022	4.06%
January 2023	4.09%



# **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. 3,465

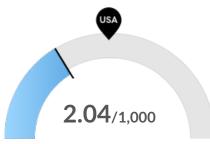
**Racial Diversity** 

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.



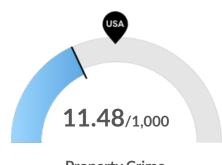
Veterans

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.

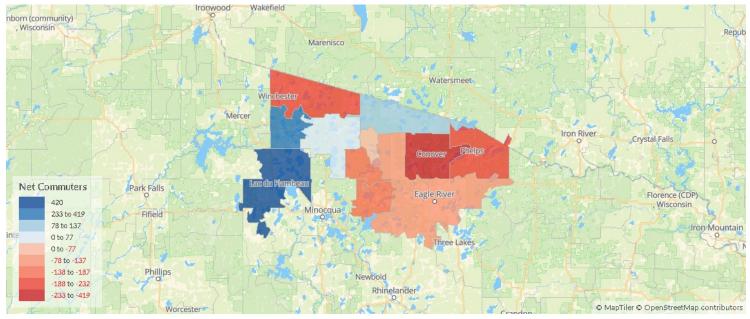


Property Crime

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	1,415
54558	Saint Germain, WI (in Vi	862
54545	Manitowish Waters, WI	582
54540	Land O Lakes, WI (in Vil	527

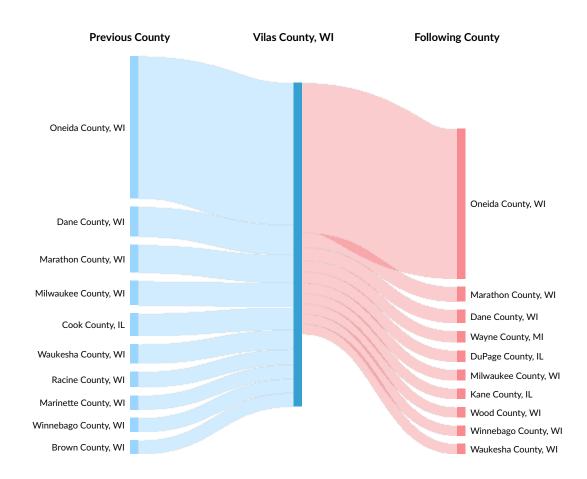
#### Where Talent Lives

ZIP	Name	2022 Workers
54521	Eagle River, WI (in Vilas	3,812
54558	Saint Germain, WI (in Vi	1,015
54538	Lac Du Flambeau, WI (i	995
54519	Conover, WI (in Vilas co	557
54554	Phelps, WI (in Vilas cou	535

# 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.



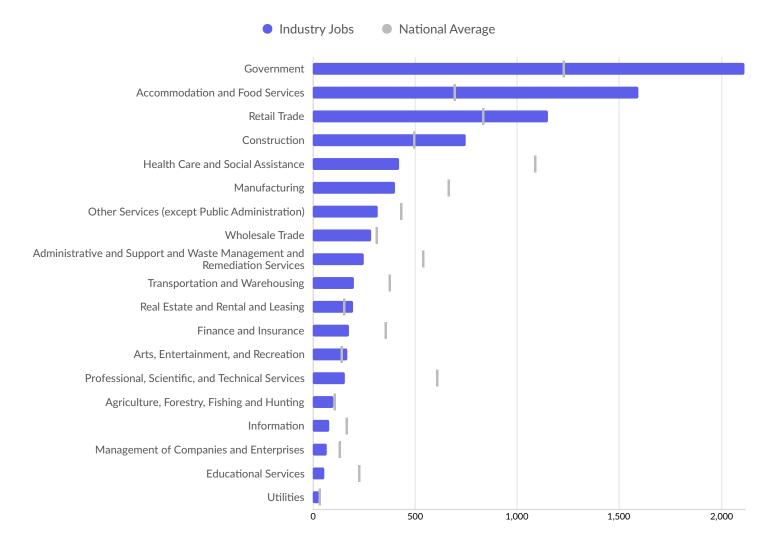
Top Previous Counties	Migrations
Oneida County, WI	327
Dane County, WI	69
Marathon County, WI	64
Milwaukee County, WI	55
Cook County, IL	52
Waukesha County, WI	45

#### Lightcast Q2 2023 Data Set | lightcast.io

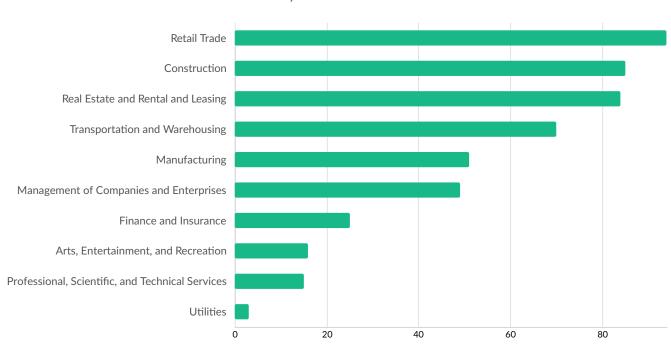
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Bingham County, ID23Maricopa County, AZ22Top Following CountiesMigrationsOneida County, WI344Marathon County, WI34Dane County, WI30Wayne County, MI30Wayne County, IL36Illiwaukee County, IL36Wood County, WI38Wood County, WI38Waukesha County, WI38Waukesha County, WI38Illiwaukee County, WI38Wood County, WI38Wood County, WI38Waukesha County, WI38Spokane County, WI38Spokane County, FL30Ico County, MI31Spokane C	Sauk County, WI	25
Maricopa County, AZ22Top Following CountiesMigrationsOneida County, WI344Marathon County, WI34Dane County, WI30Wayne County, MI30Wayne County, IL26Milwaukee County, IL28Kane County, IL23Wood County, WI23Wunebago County, WI23Wunebago County, WI23I Spokane County, WI23Spokane County, WI33Spokane County, WI34Spokane County, MI34Spokane County, MI34Sp	Hennepin County, MN	24
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DuPage County, IL26Milwaukee County, WI21Kane County, IL23Wood County, WI23Winnebago County, WI23Waukesha County, WI23Spokane County, WA22Lake County, FL20Iron County, MI16Scott County, MN15	Dane County, WI	30
Milwaukee County, WI24Kane County, IL23Wood County, WI23Winnebago County, WI23Waukesha County, WI23Spokane County, WA22Lake County, FL20Iron County, MI16Scott County, MN15	Wayne County, MI	26
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Spokane County, WA22Lake County, FL20Iron County, MI16Scott County, MN15	Winnebago County, WI	23
Lake County, FL20Iron County, MI16Scott County, MN15	Waukesha County, WI	23
Iron County, MI16Scott County, MN15	Spokane County, WA	22
Scott County, MN 15	Lake County, FL	20
	Iron County, MI	16
Lincoln County, WI 14	Scott County, MN	15
	Lincoln County, WI	14

# **Industry Characteristics**

### **Largest Industries**

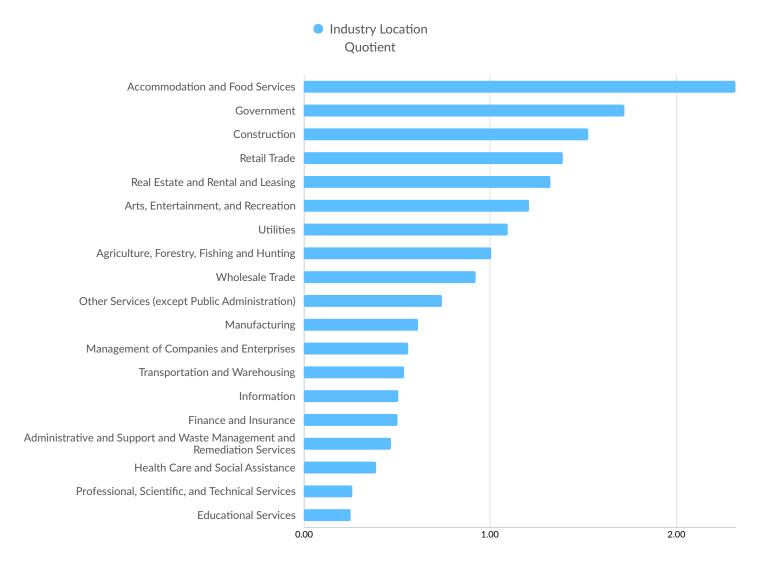


# **Top Growing Industries**

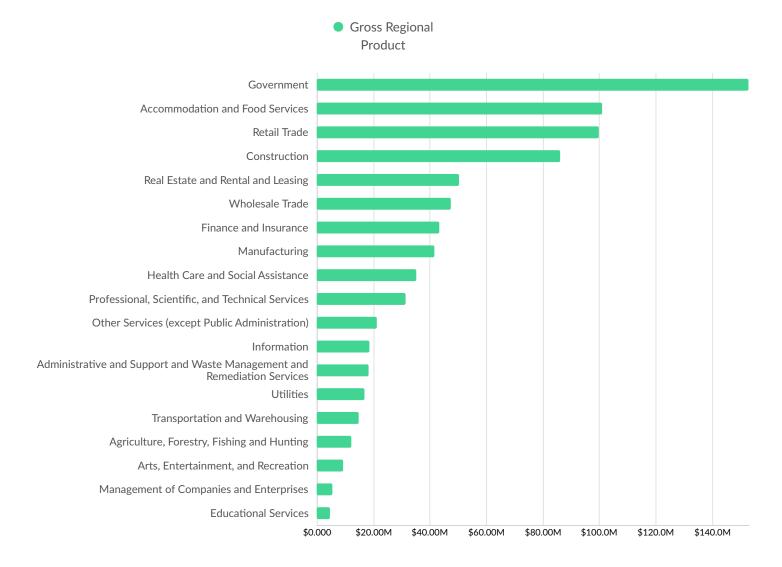


Industry Jobs Growth

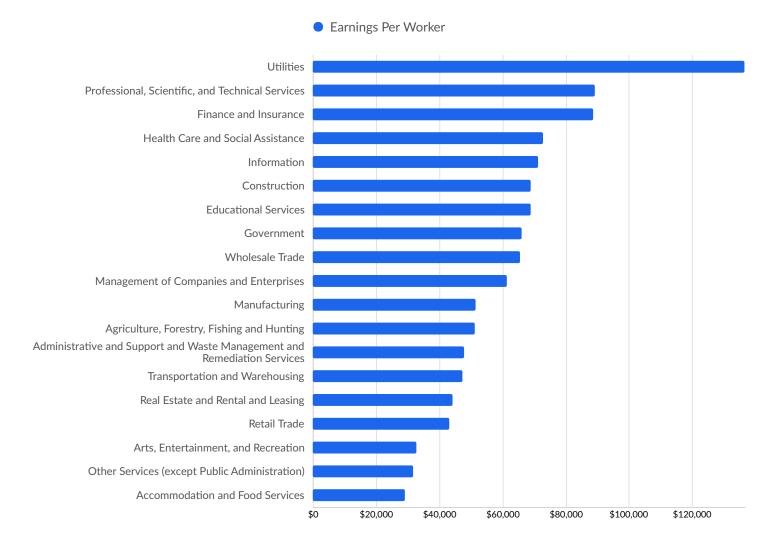
#### **Top Industry Location Quotient**



### **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	Top Companies Posting	Unique Postings
Mukwonago Area School District	42	Amazon	134
Lake Of The Torches Resort Casi	34	FedEx	61
Ministry Health Care	34	Aspirus	47
Marshfield Clinic	33	Nicolet National Bank	43
Vilas County	32	Republic Services	26
Lac Du Flambeau Public School	27	Mastec North America	23
Eliason Realty Of The North	22	Kwik Trip	19
Lac Du Flambeau Tribe	21	PepsiCo	13
Lac Du Flambeau Band Of Lake	19	Lampert Yards	12
Conserve School	17	US LBM Holdings	12

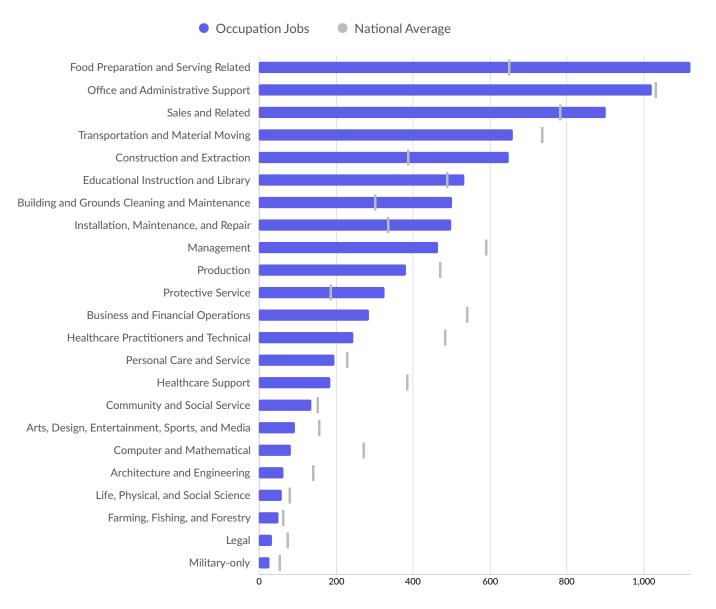
#### **Business Size**

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

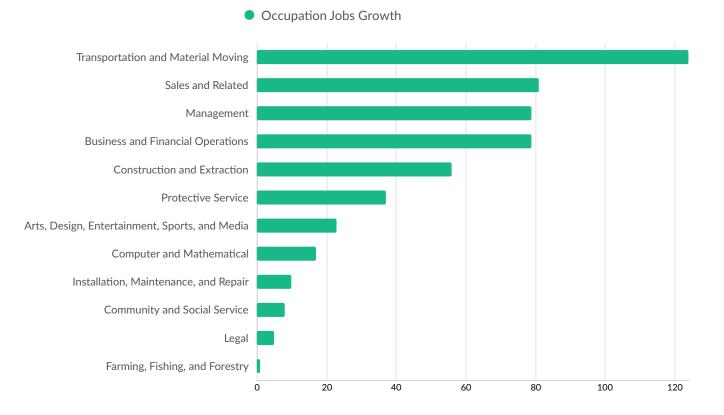
\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

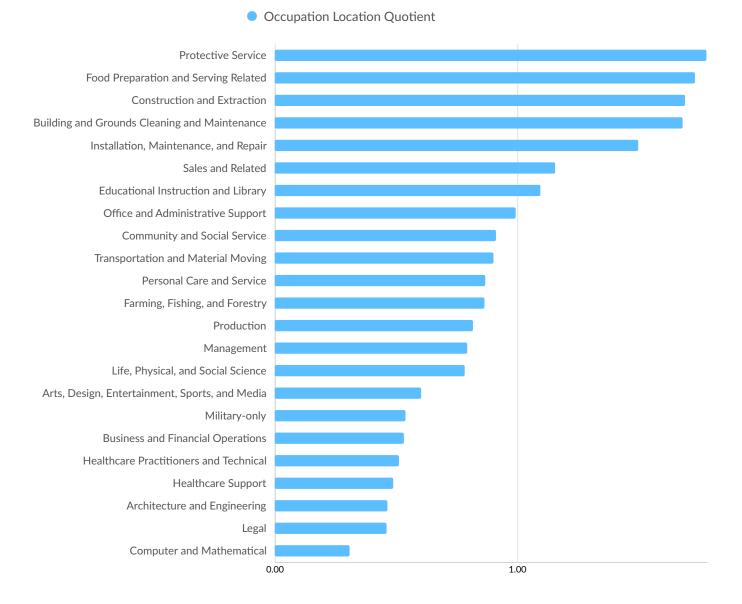
### **Largest Occupations**



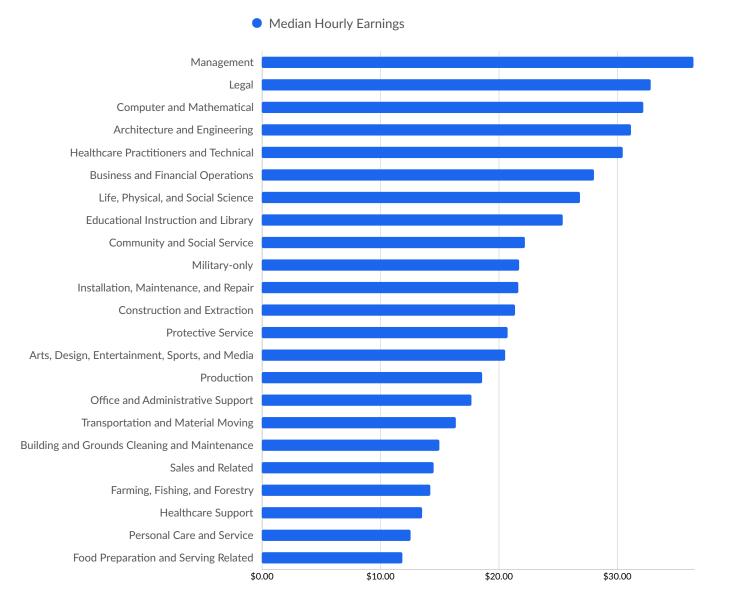
# **Top Growing Occupations**



#### **Top Occupation Location Quotient**

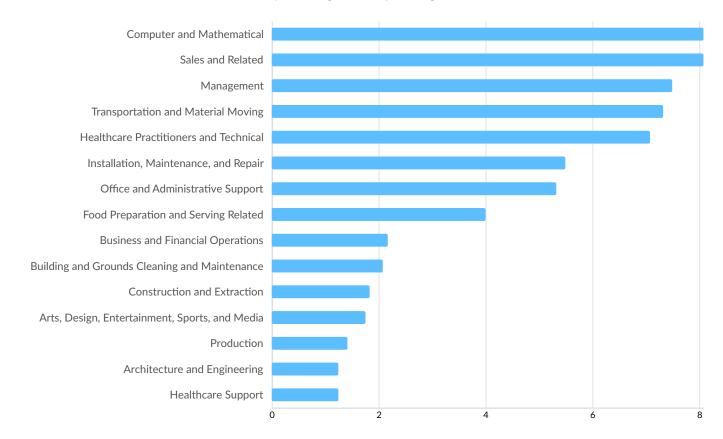


#### **Top Occupation Earnings**



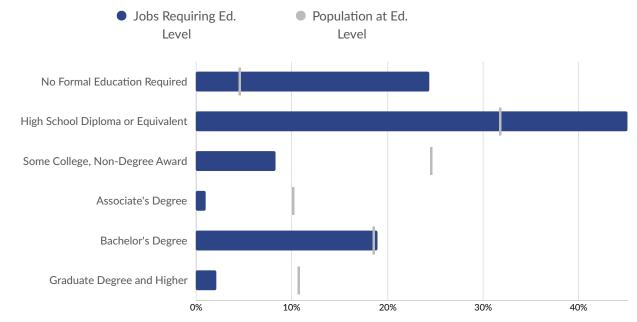


# **Top Posted Occupations**



Unique Average Monthly Postings

# Underemployment







# **Educational Pipeline**

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

# **In-Demand Skills**

