



# Vilas County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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

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).

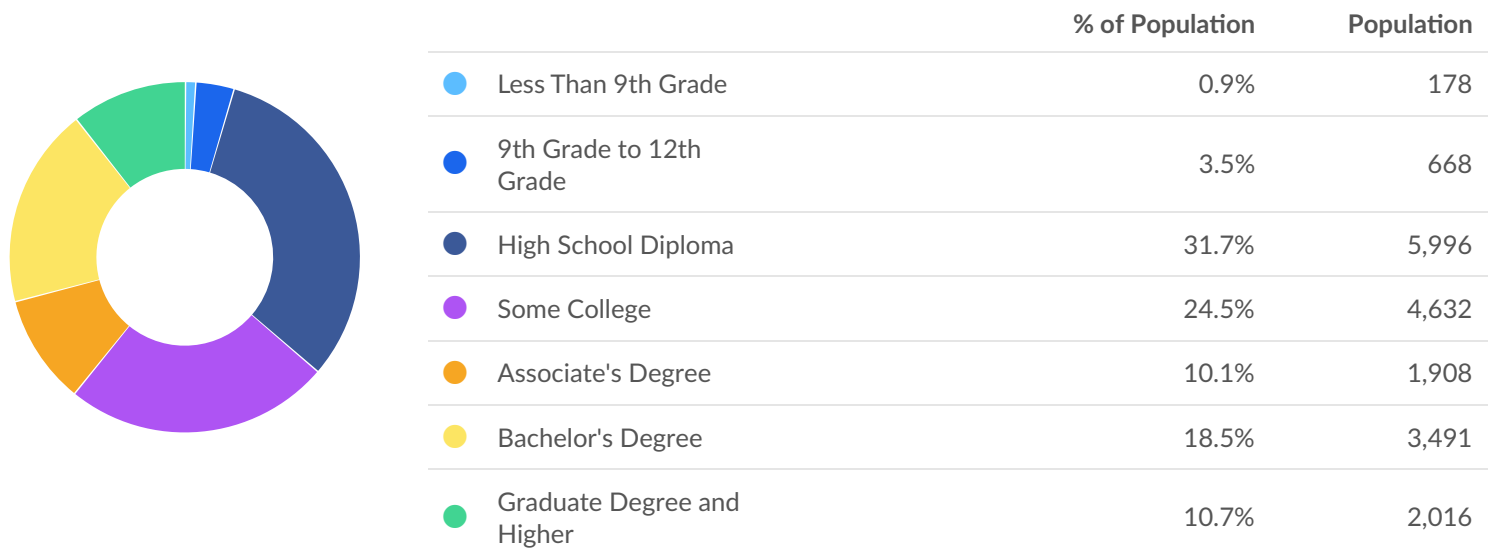
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	24,832	9,641	8,541	103.0	\$927.35M	\$1.48B	\$1.03B
NCWRPC	457,338	216,937	213,508	99.6	\$25.25B	\$33.07B	\$31.54B
Wisconsin	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

## Jan 2023 Labor Force Breakdown



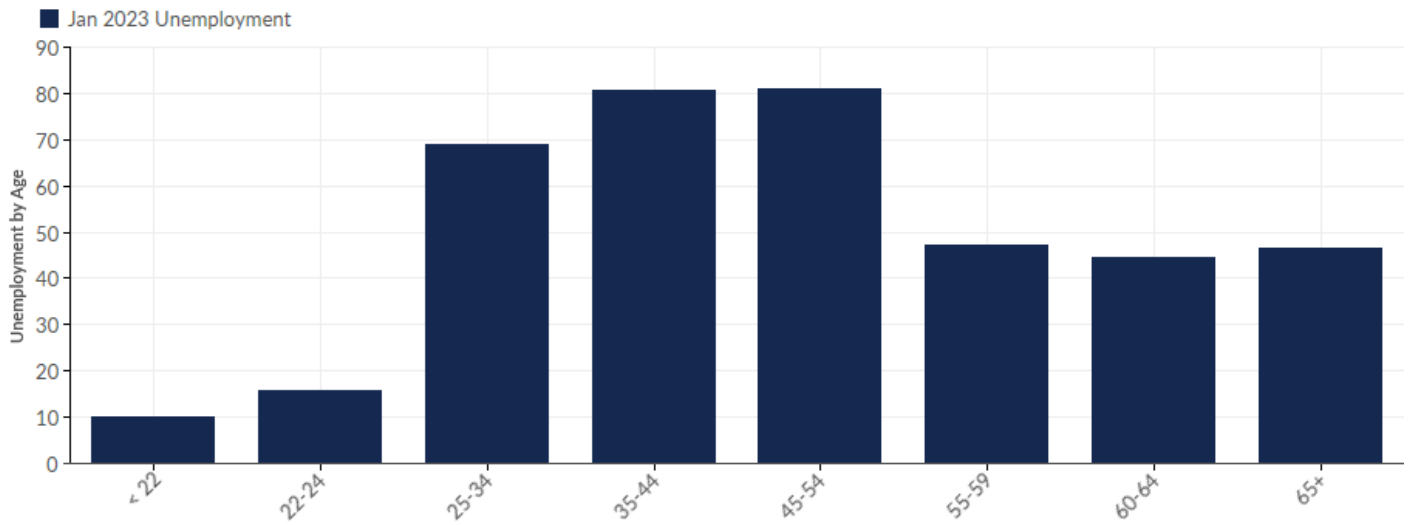
## Educational Attainment

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).



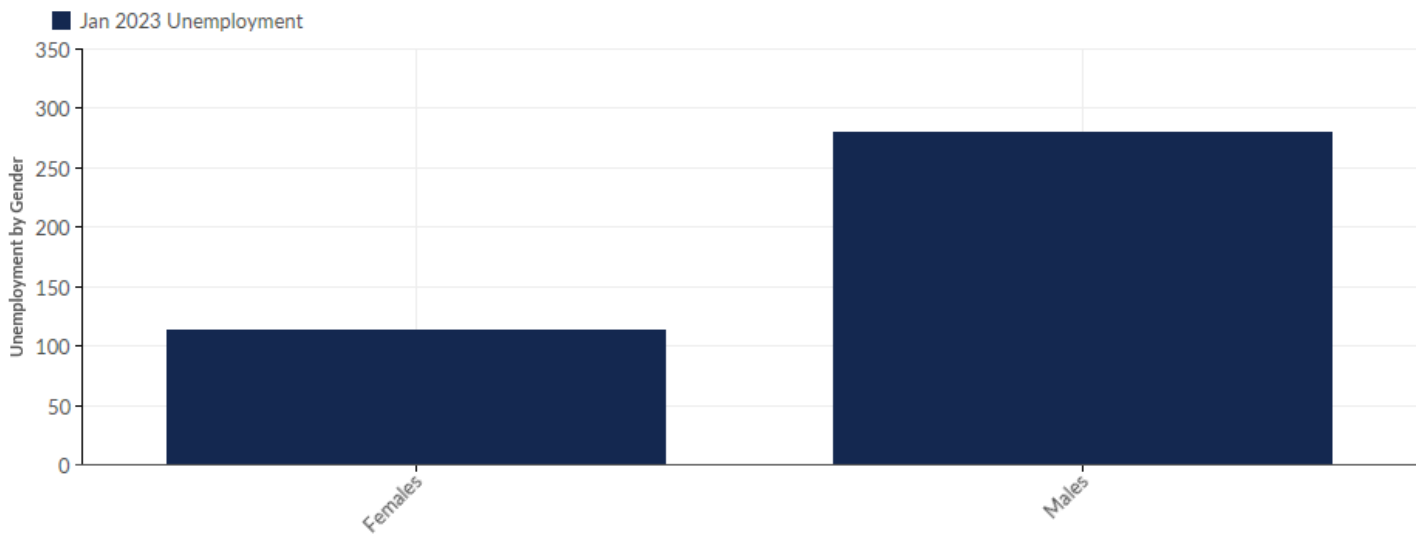
# Unemployment by Demographics

## Unemployment by Age



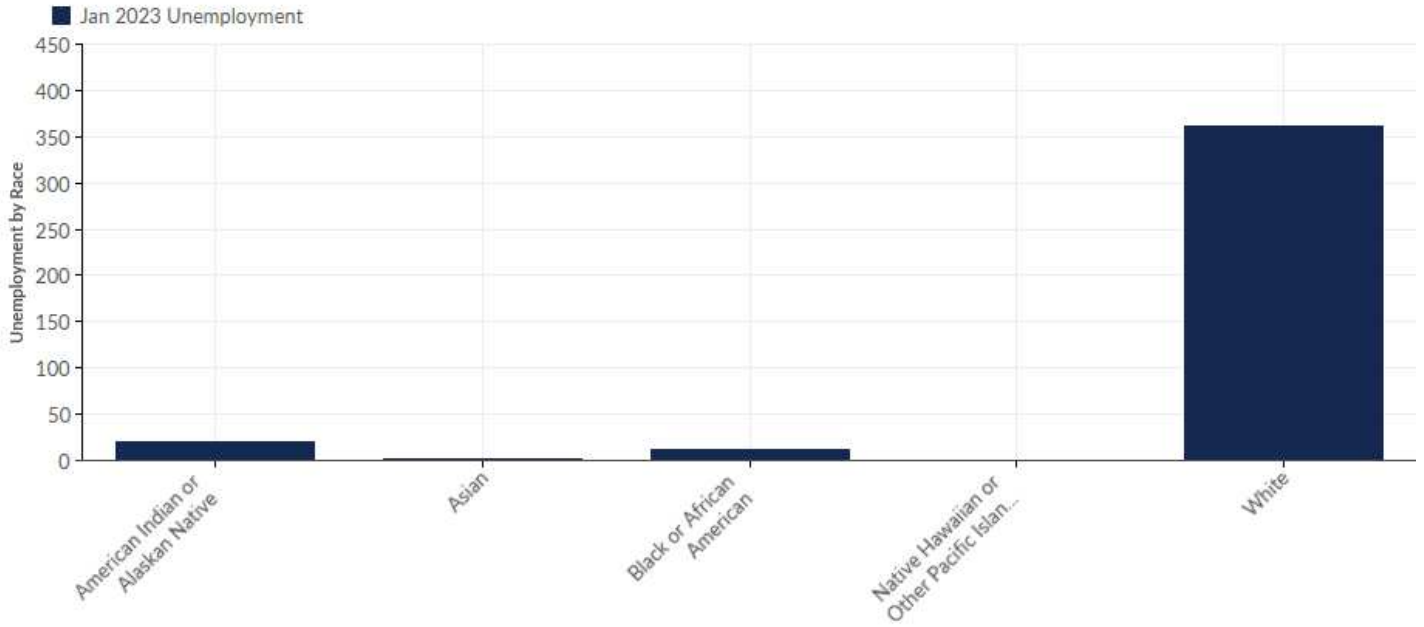
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	10	2.54%
22-24	16	4.06%
25-34	69	17.51%
35-44	80	20.30%
45-54	81	20.56%
55-59	47	11.93%
60-64	44	11.17%
65+	47	11.93%
<b>Total</b>	<b>394</b>	<b>100.00%</b>

## Unemployment by Gender



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

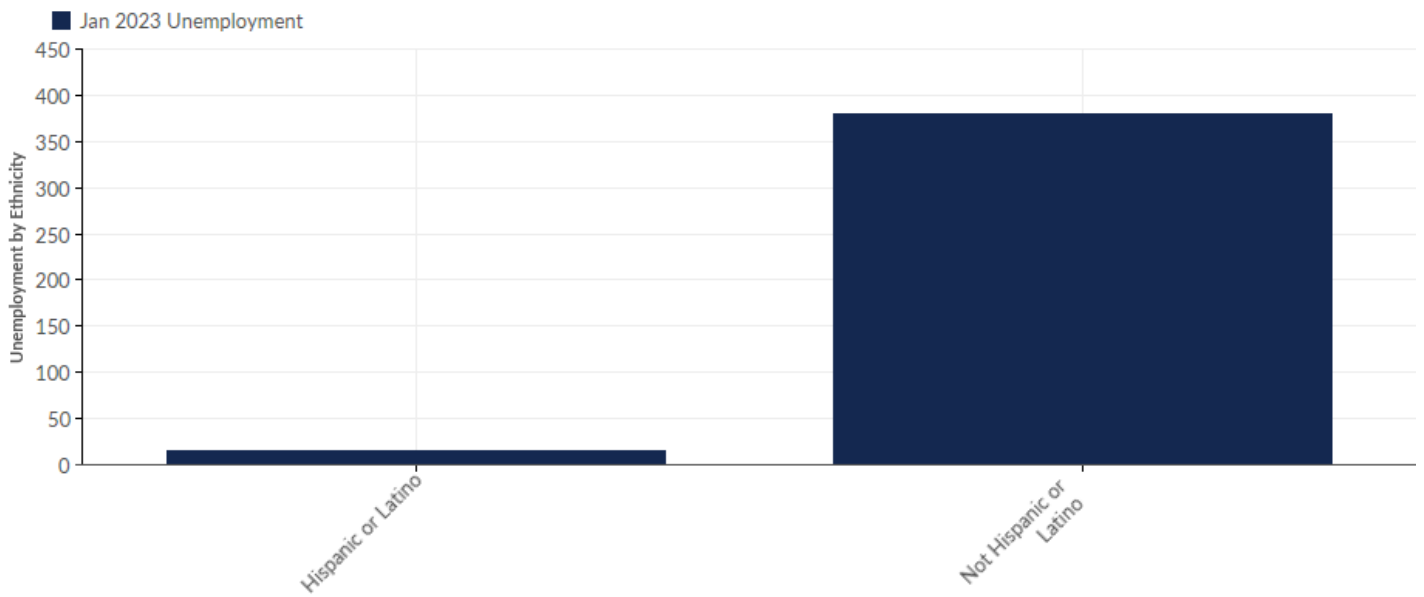
## Unemployment by Race



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%
<b>Total</b>	<b>394</b>	<b>100.00%</b>



## Unemployment by Ethnicity

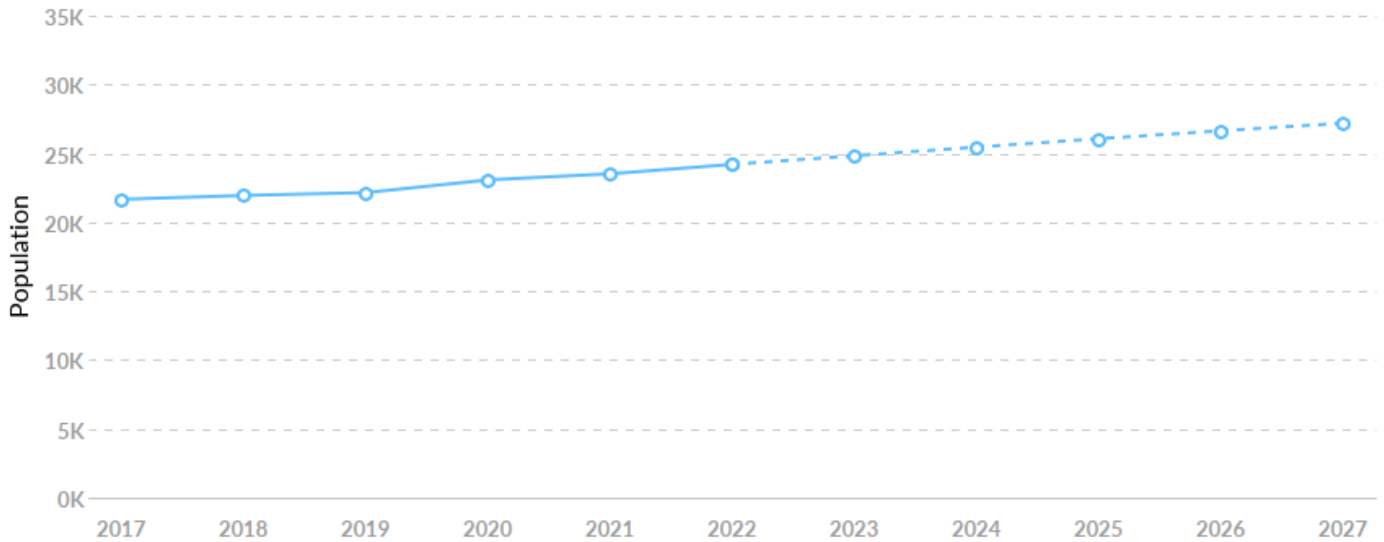


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	15	3.81%
Not Hispanic or Latino	379	96.19%
Total	394	100.00%

# Historic & Projected Trends

## Population Trends

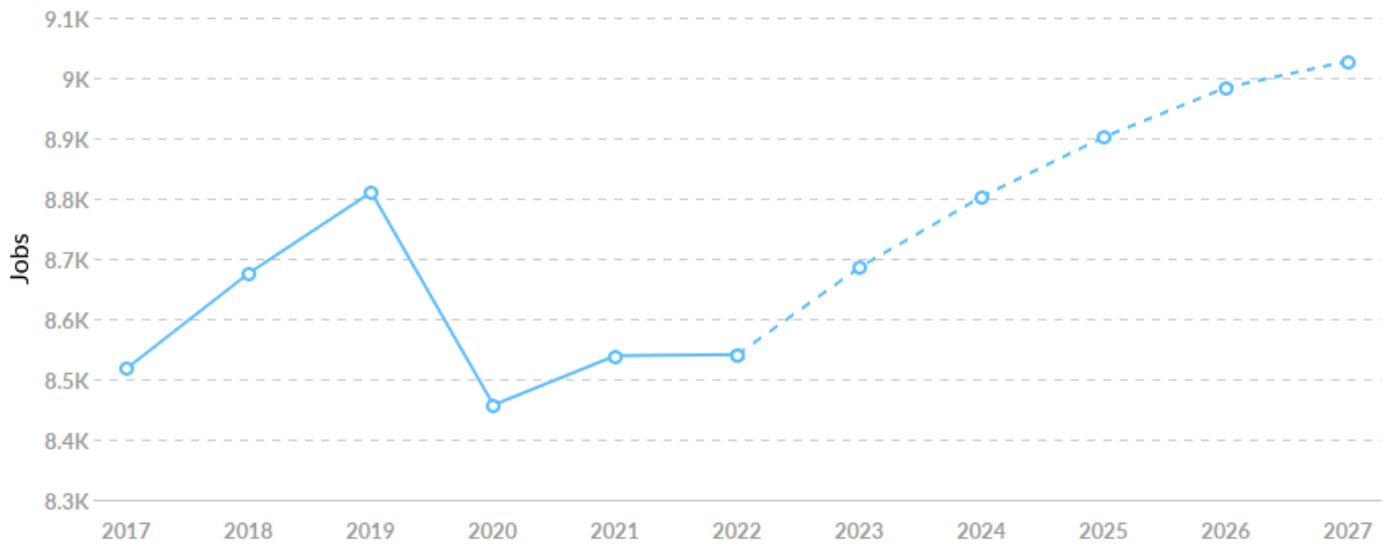
As of 2022 the region's population **increased by 11.7%** since 2017, growing by 2,536. Population is expected to **increase by 12.4%** between 2022 and 2027, adding 2,993.



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

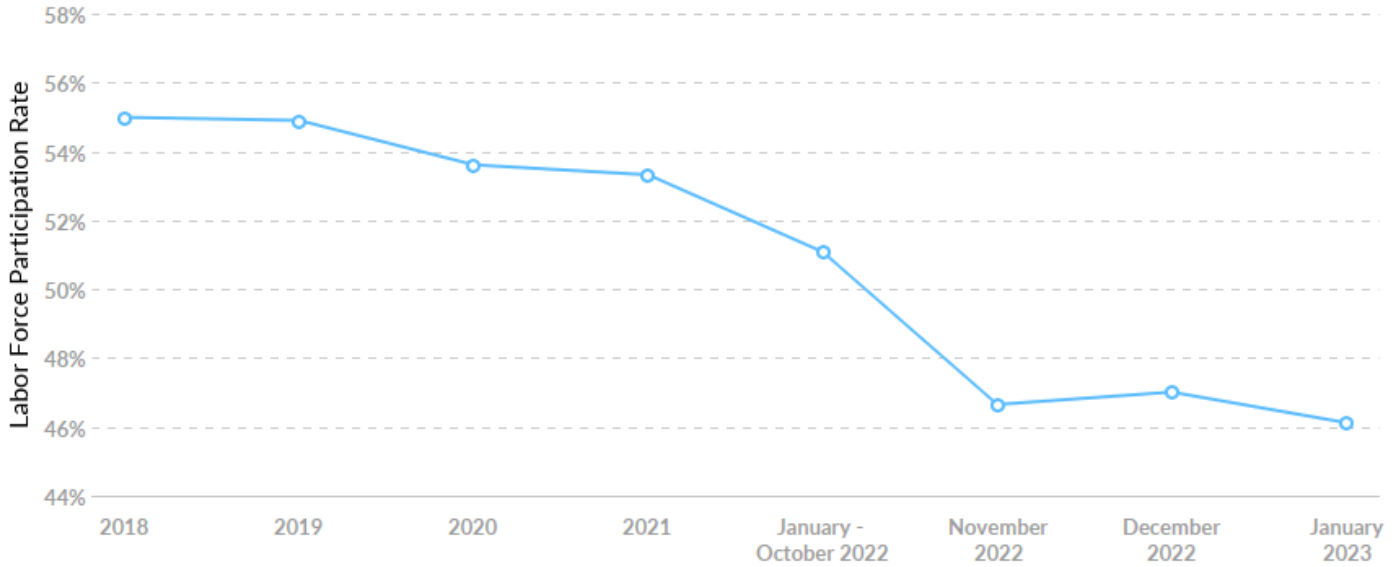
## Job Trends

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

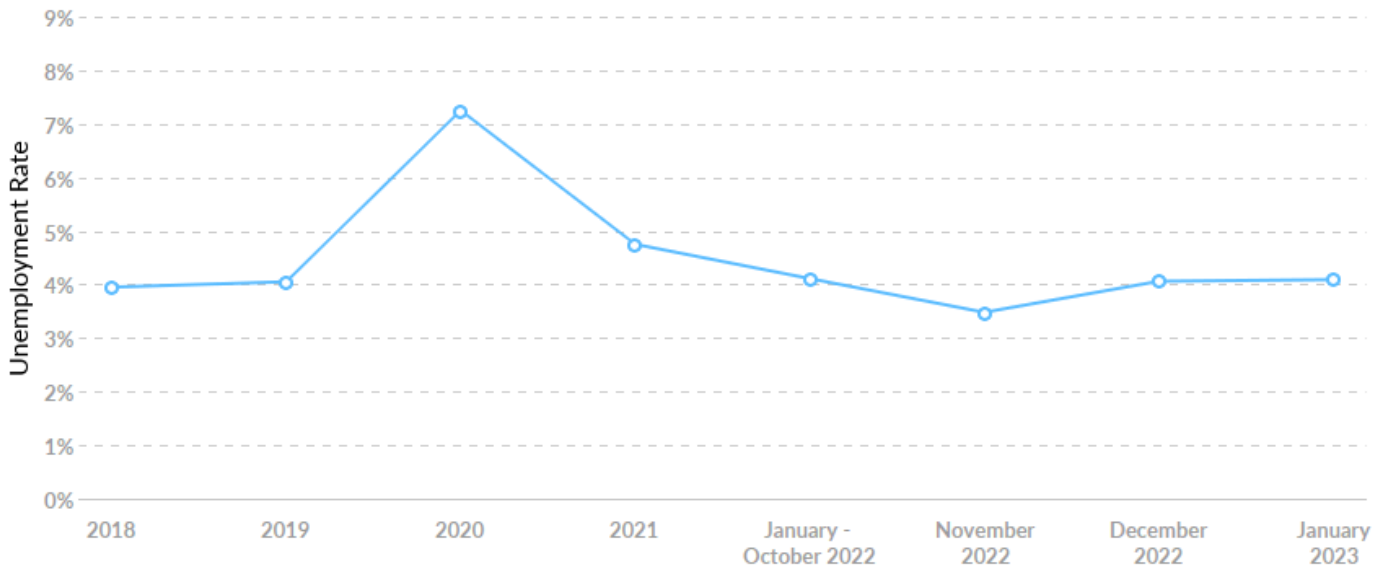
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	54.99%
2019	54.90%
2020	53.61%
2021	53.32%
January - October 2022	51.08%
November 2022	46.65%
December 2022	47.01%
January 2023	46.12%

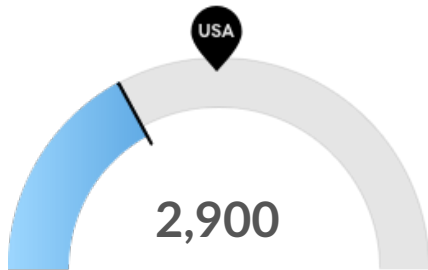
## Unemployment Rate Trends

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



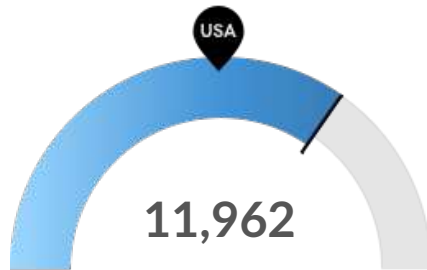
Timeframe	Unemployment Rate
2018	3.95%
2019	4.05%
2020	7.25%
2021	4.75%
January - October 2022	4.11%
November 2022	3.48%
December 2022	4.06%
January 2023	4.09%

## Population Characteristics



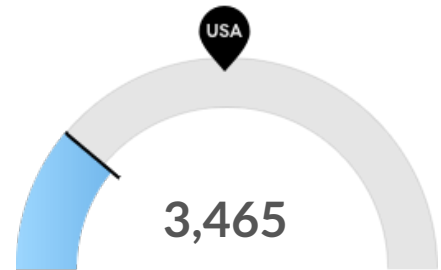
**Millennials**

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.



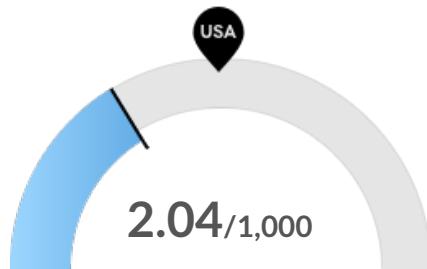
**Racial Diversity**

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.



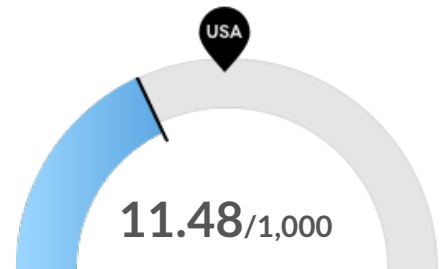
**Veterans**

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.

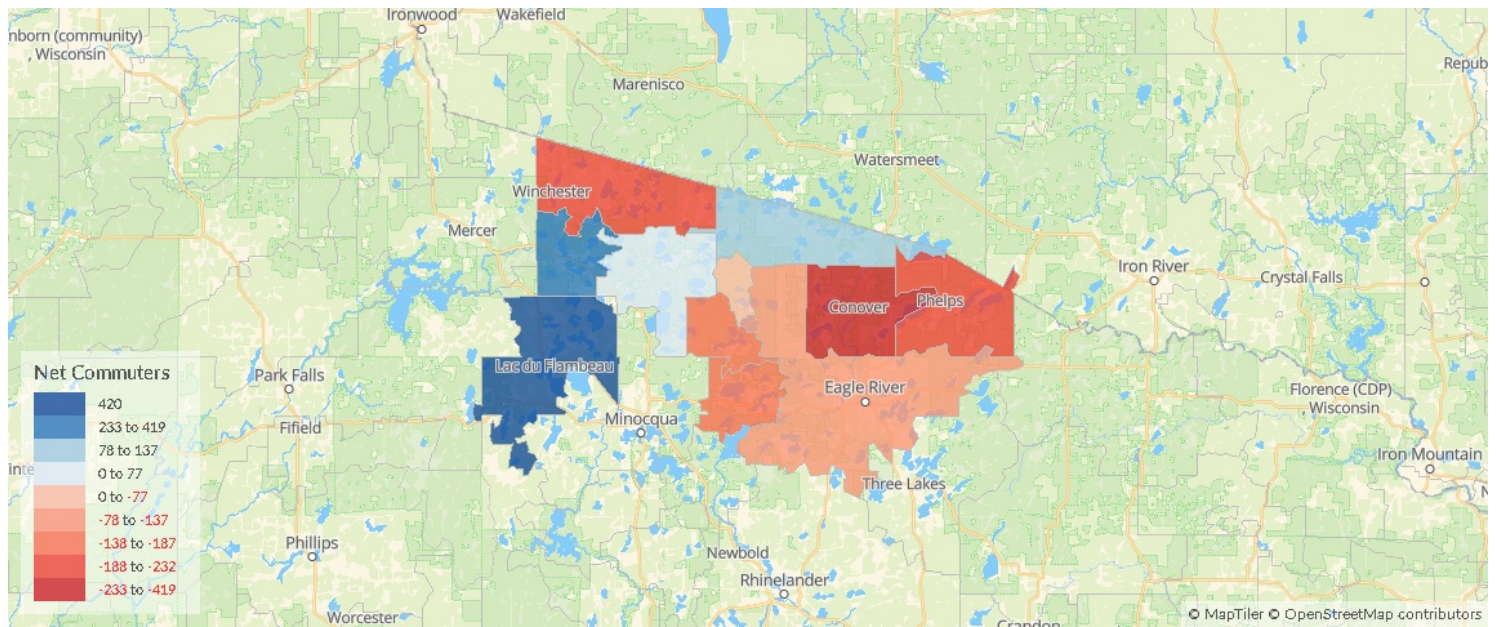


**Property Crime**

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

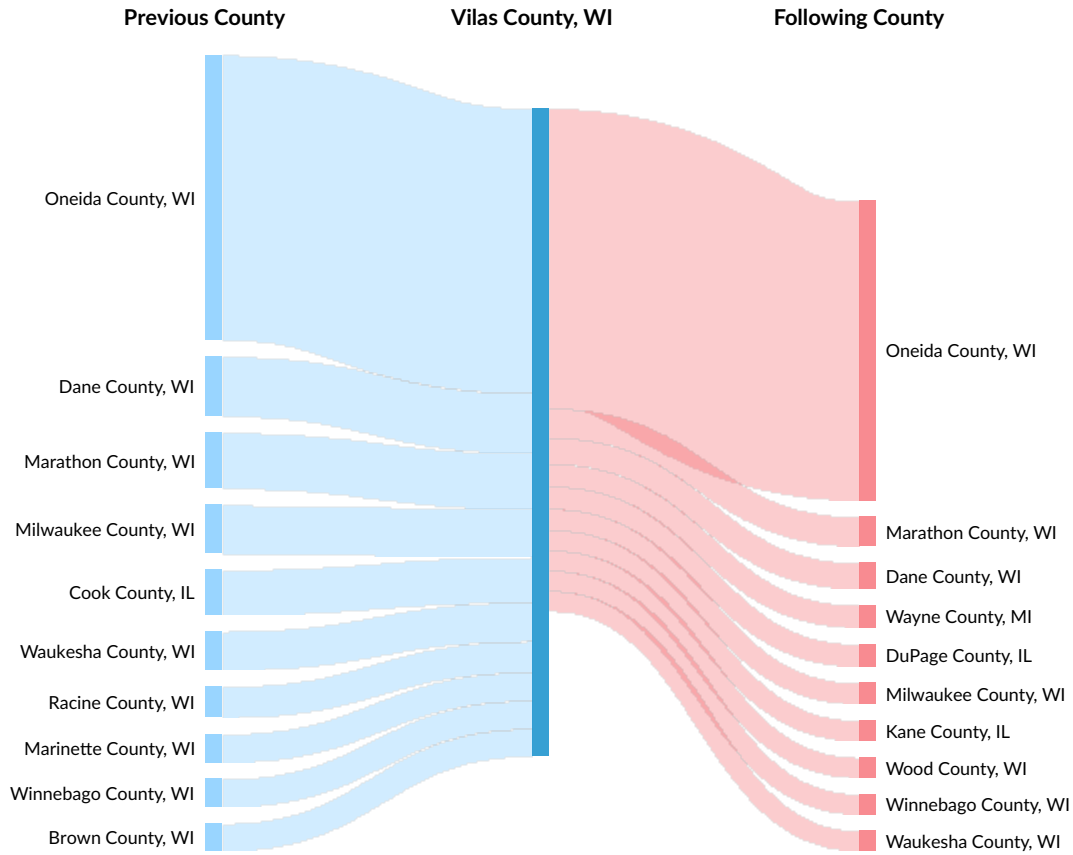
### Where Talent Lives

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**.



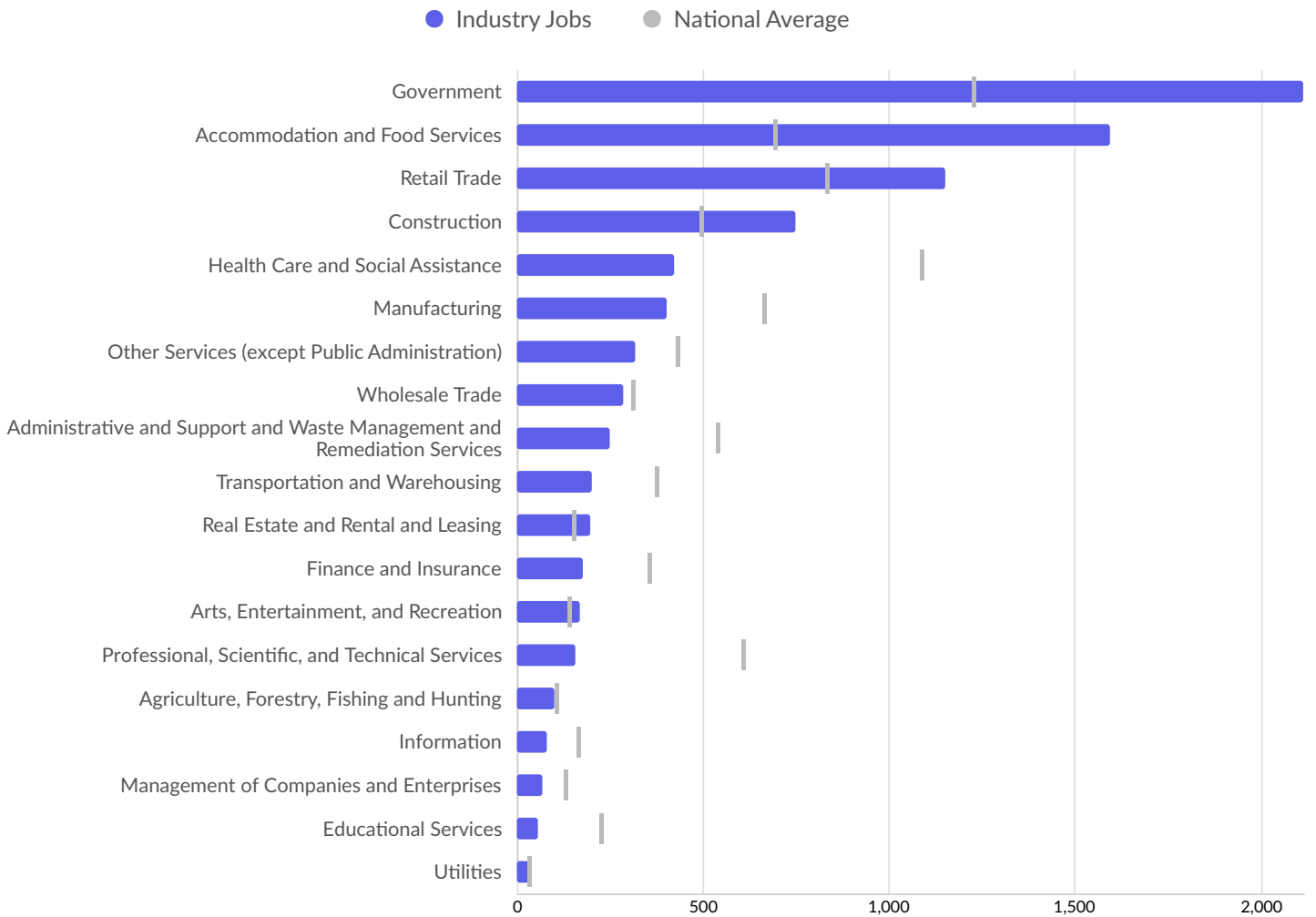
Top Previous Counties	Migrations
Oneida County, WI	327
Dane County, WI	69
Marathon County, WI	64
Milwaukee County, WI	55
Cook County, IL	52
Waukesha County, WI	45



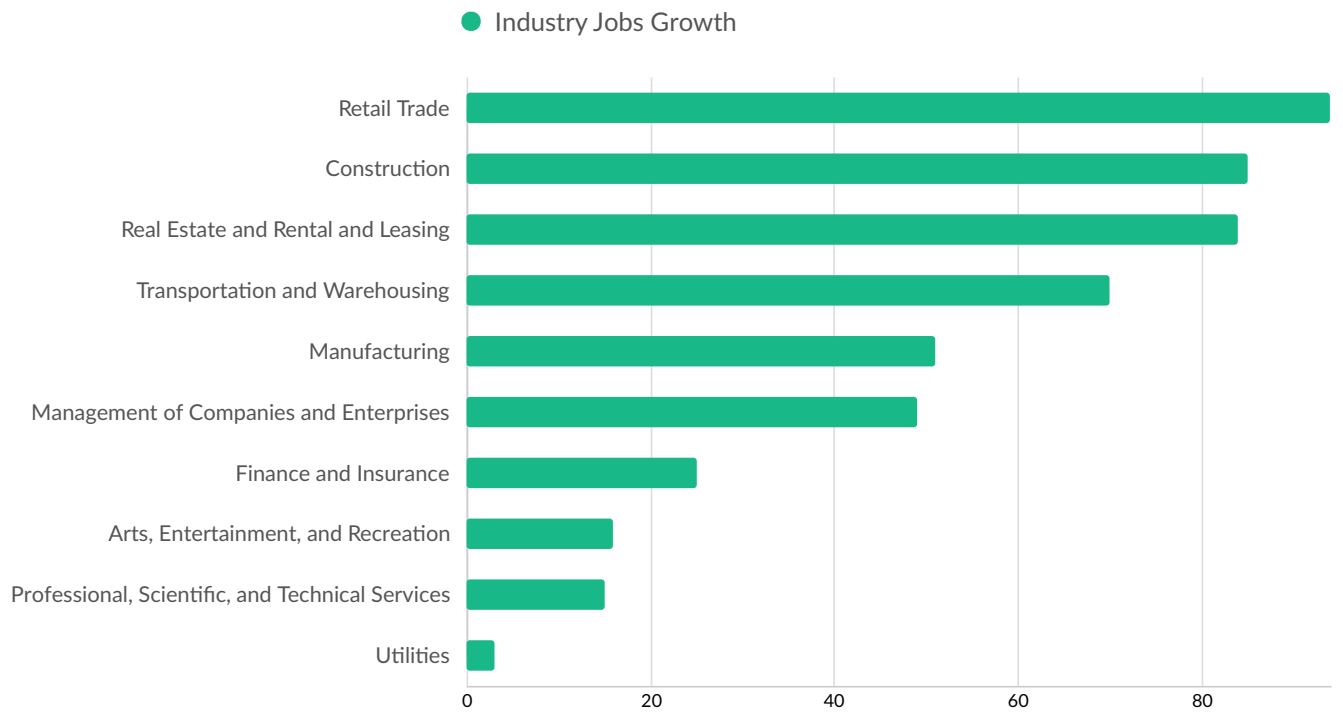
Top Previous Counties	Migrations
Racine County, WI	36
Marinette County, WI	33
Winnebago County, WI	32
Brown County, WI	32
Rock County, WI	31
Sauk County, WI	25
Hennepin County, MN	24
Bingham County, ID	23
Maricopa County, AZ	22
Top Following Counties	Migrations
Oneida County, WI	344
Marathon County, 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

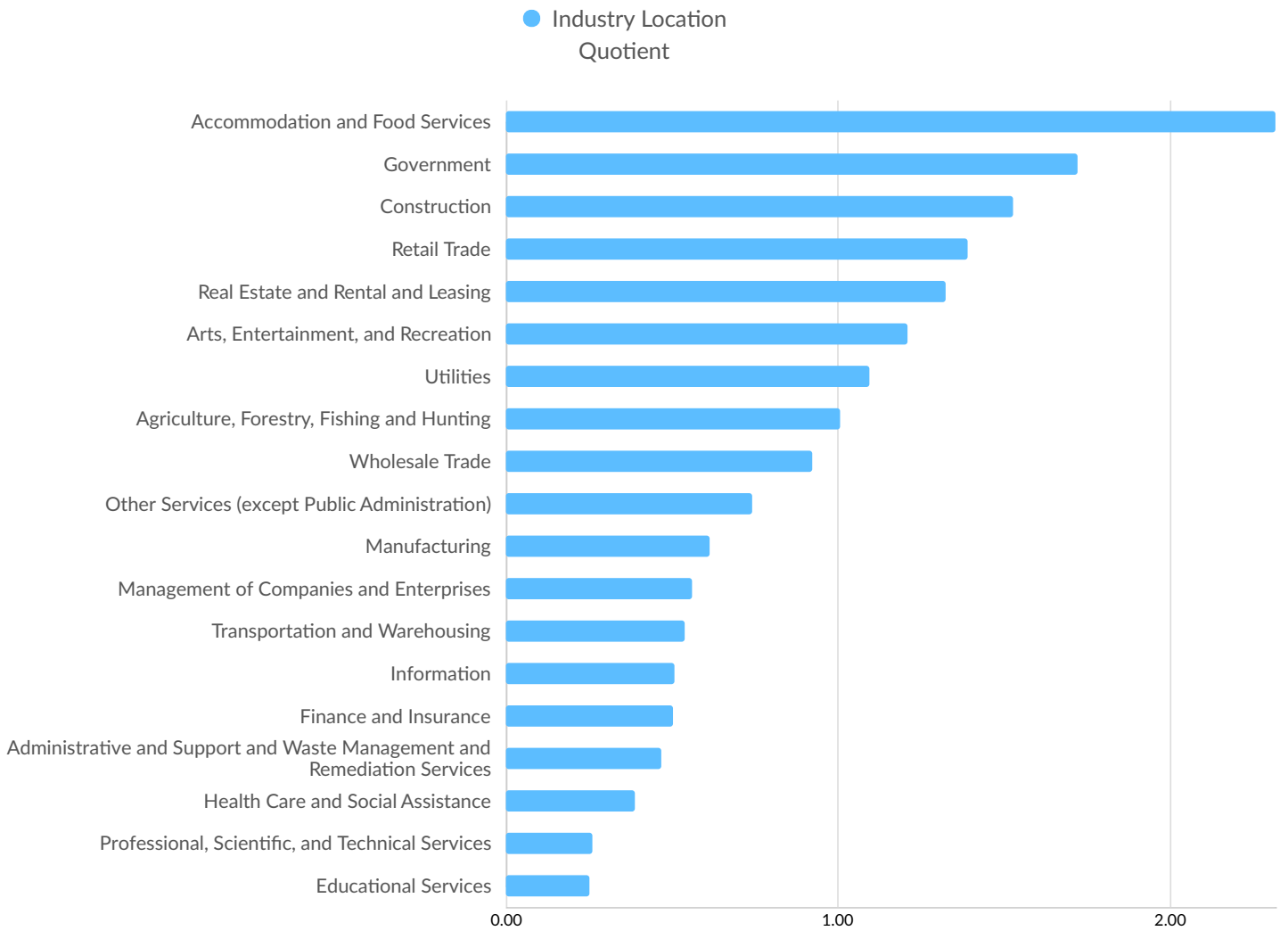
## Largest Industries



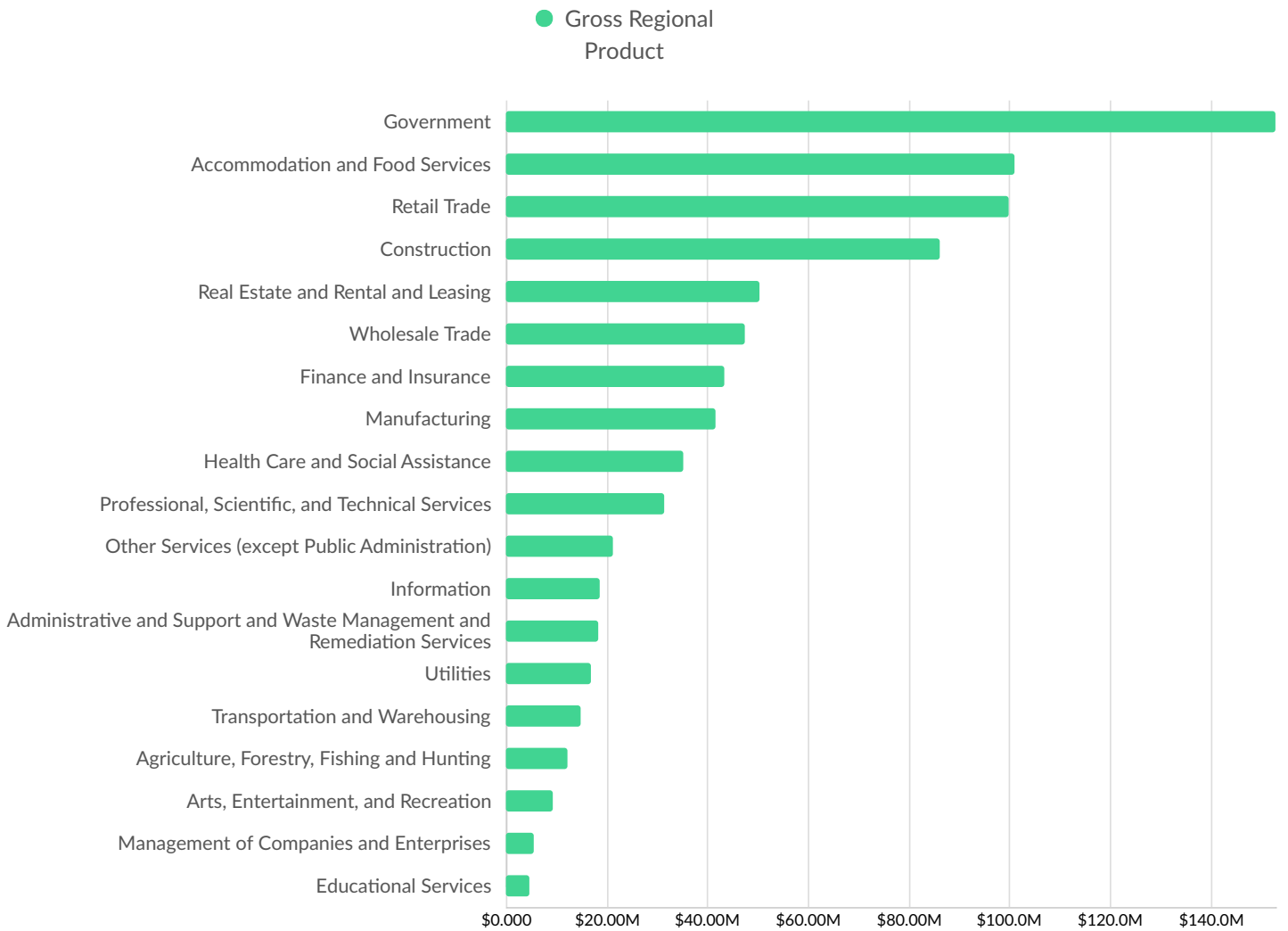
## Top Growing Industries



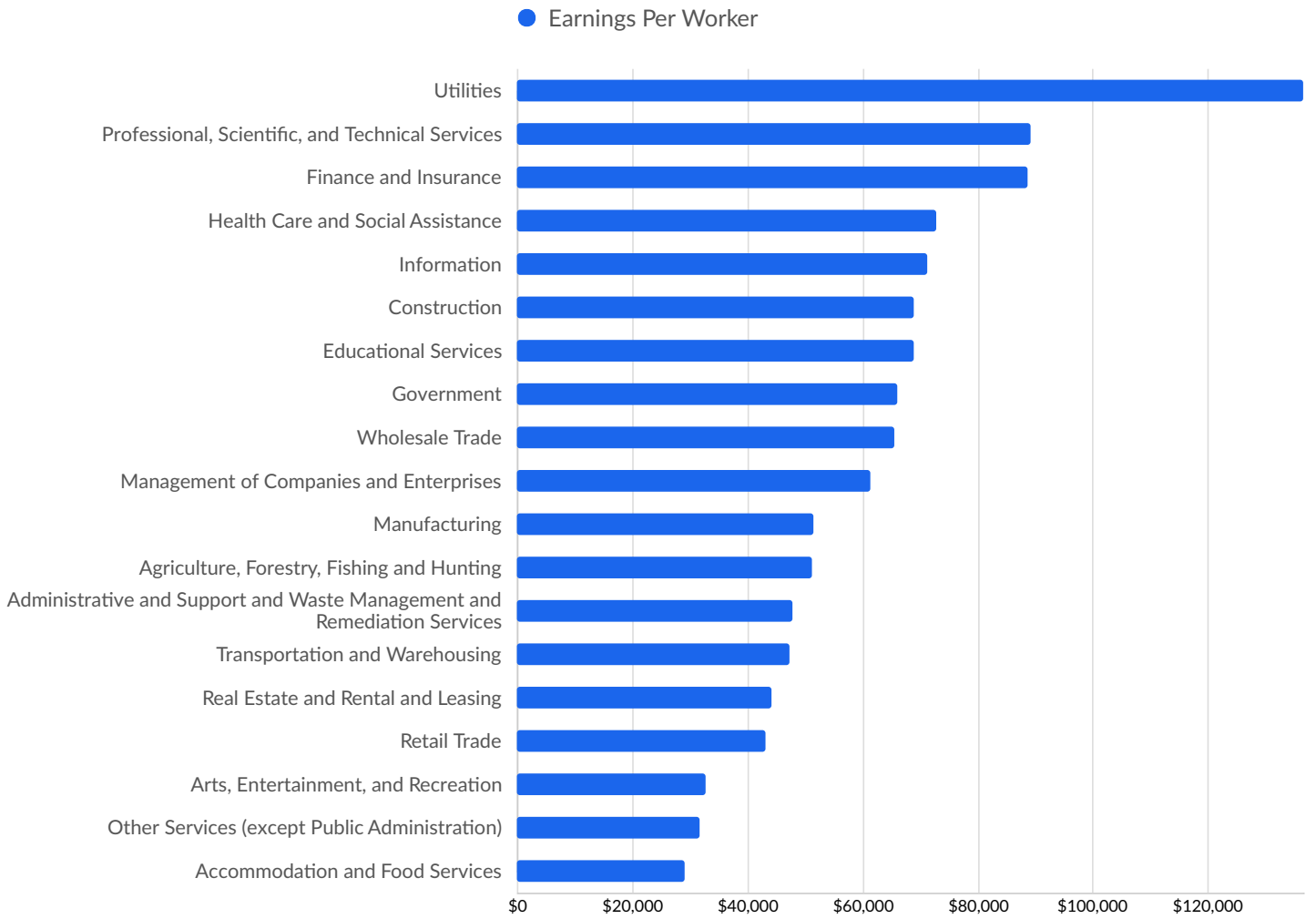
## Top Industry Location Quotient



## Top Industry GRP



## Top Industry Earnings



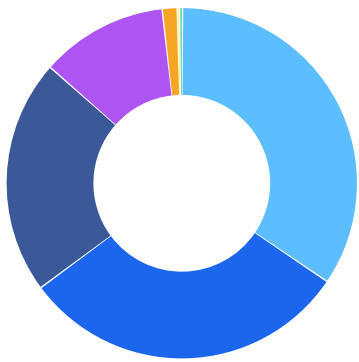
## Business Characteristics

### 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	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



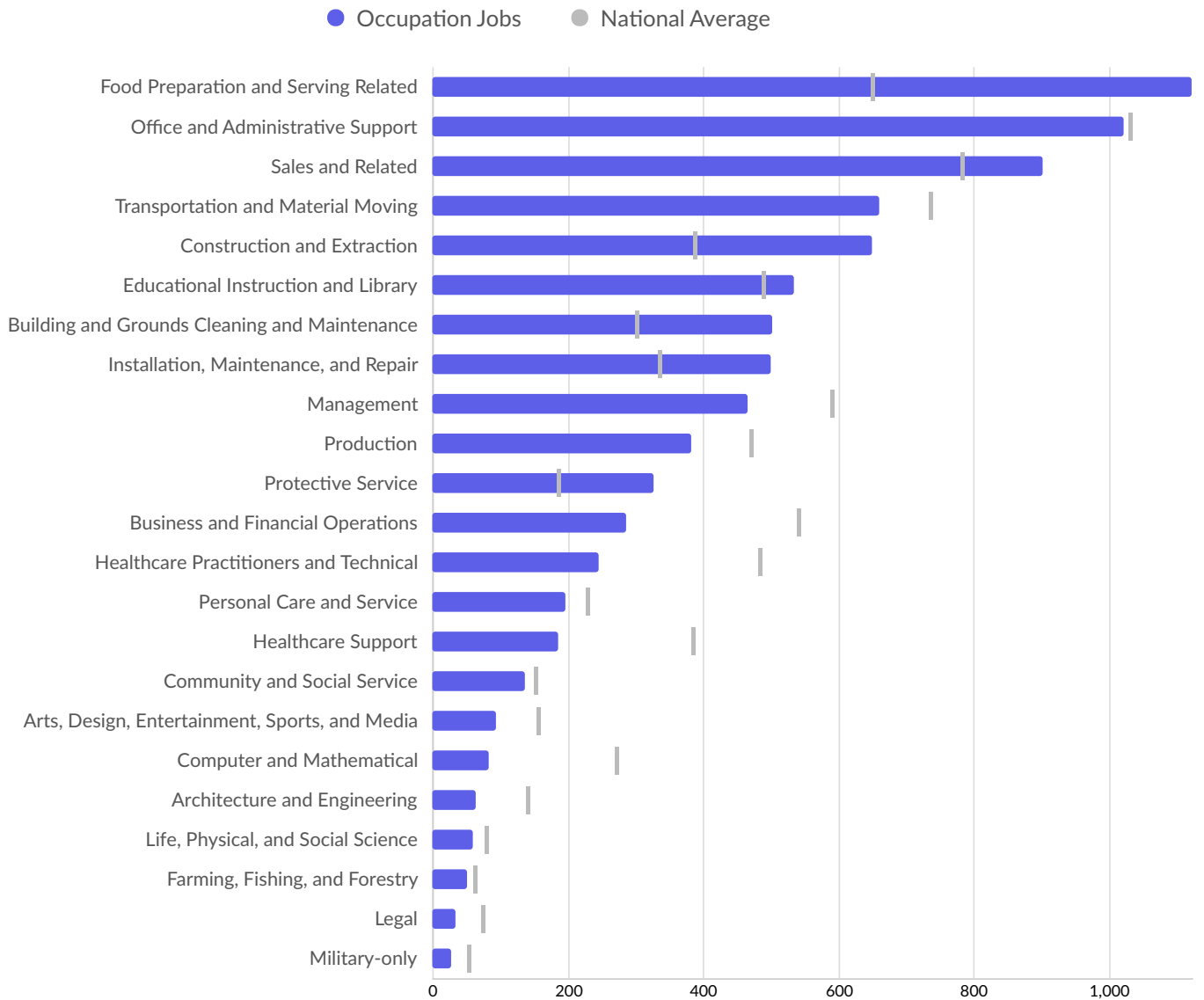
	Percentage	Business Count
1 to 4 employees	34.4%	499
5 to 9 employees	30.4%	441
10 to 19 employees	21.6%	314
20 to 49 employees	11.7%	170
50 to 99 employees	1.4%	20
100 to 249 employees	0.2%	3
500+ employees	0.3%	4

\*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.

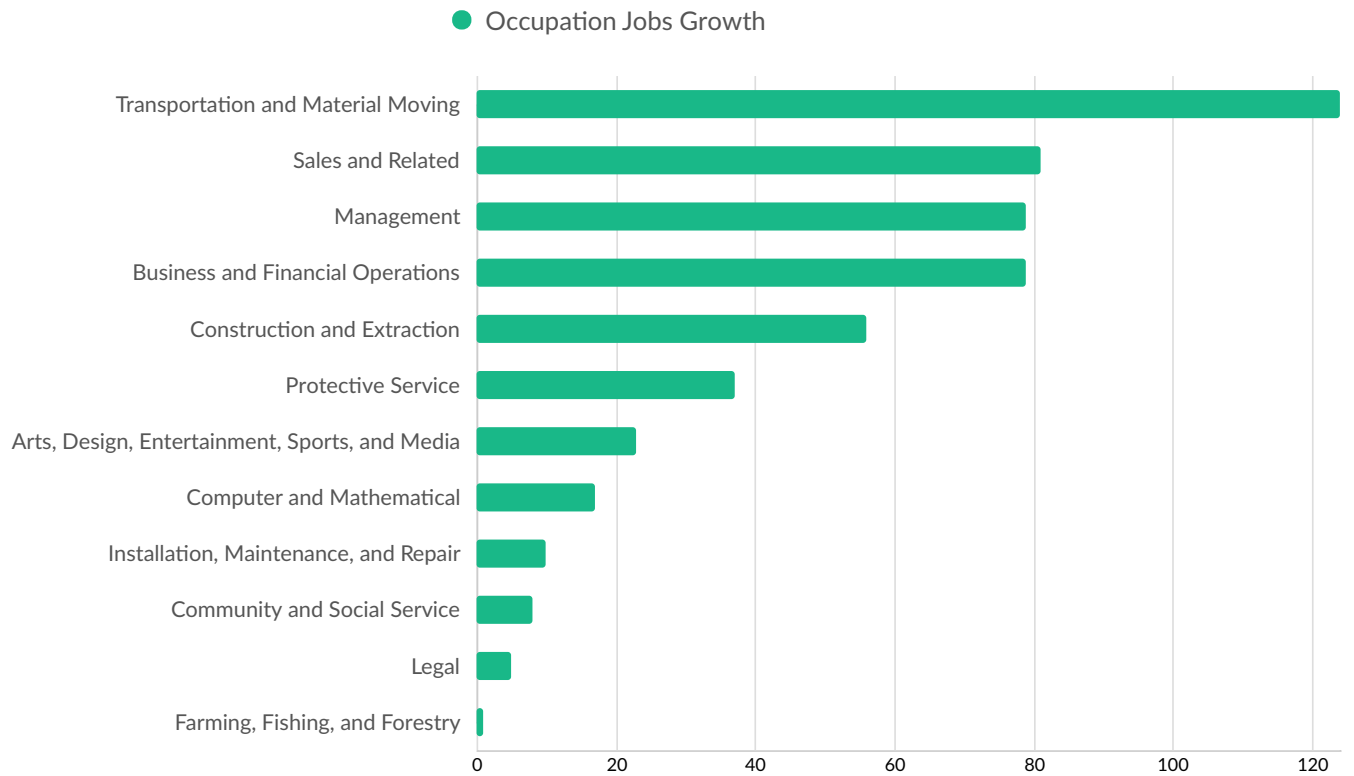


# Workforce Characteristics

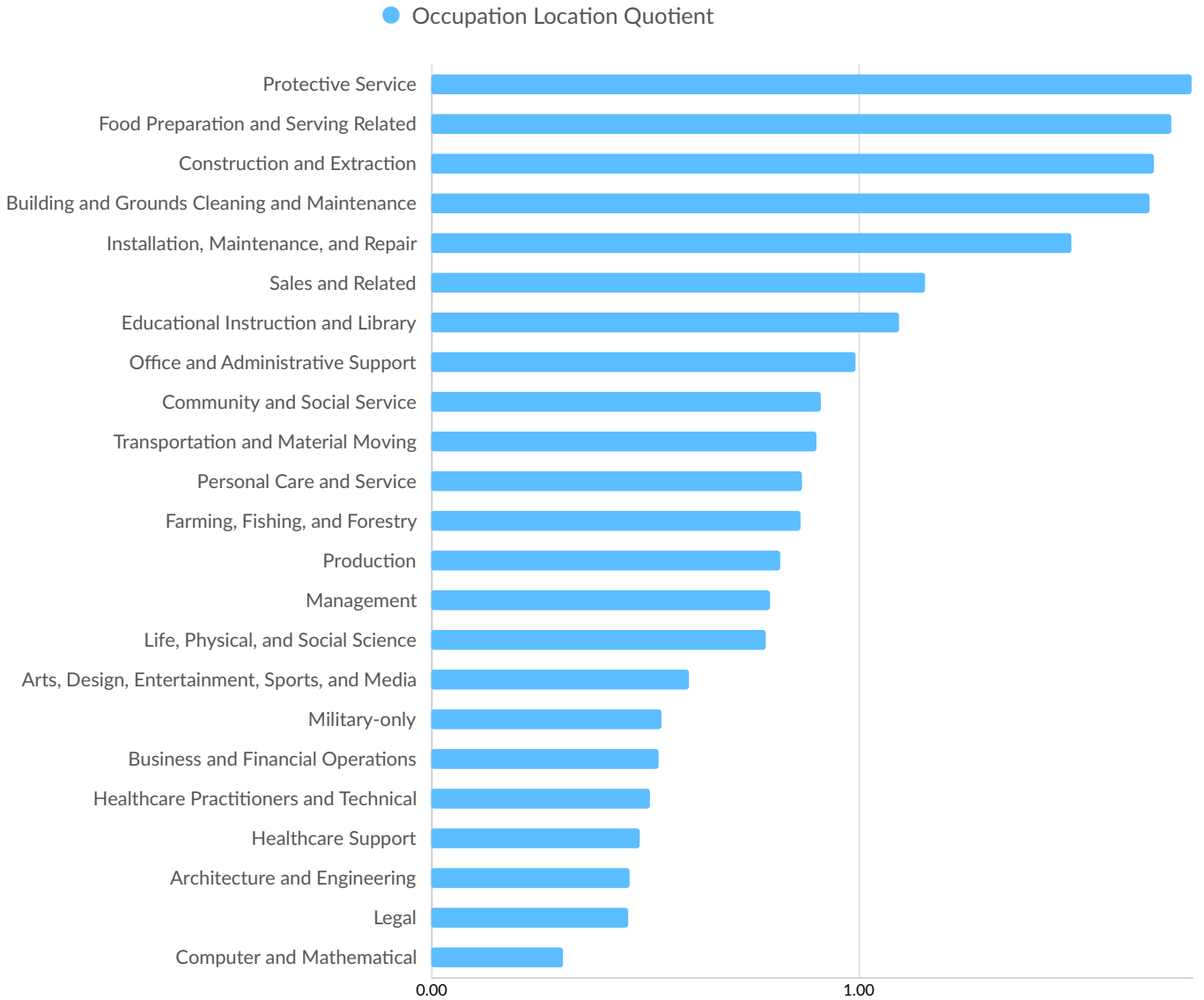
## Largest Occupations



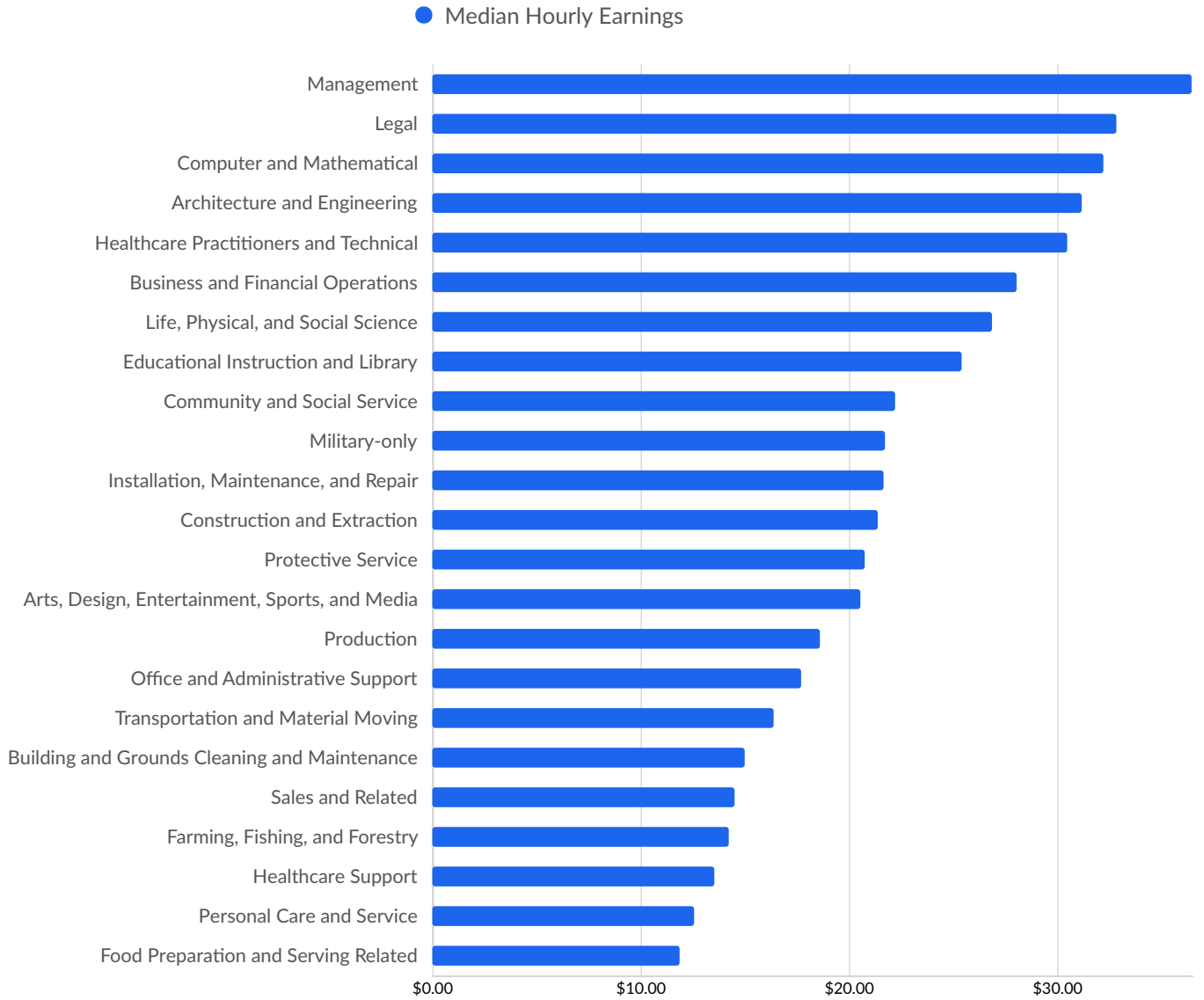
## Top Growing Occupations



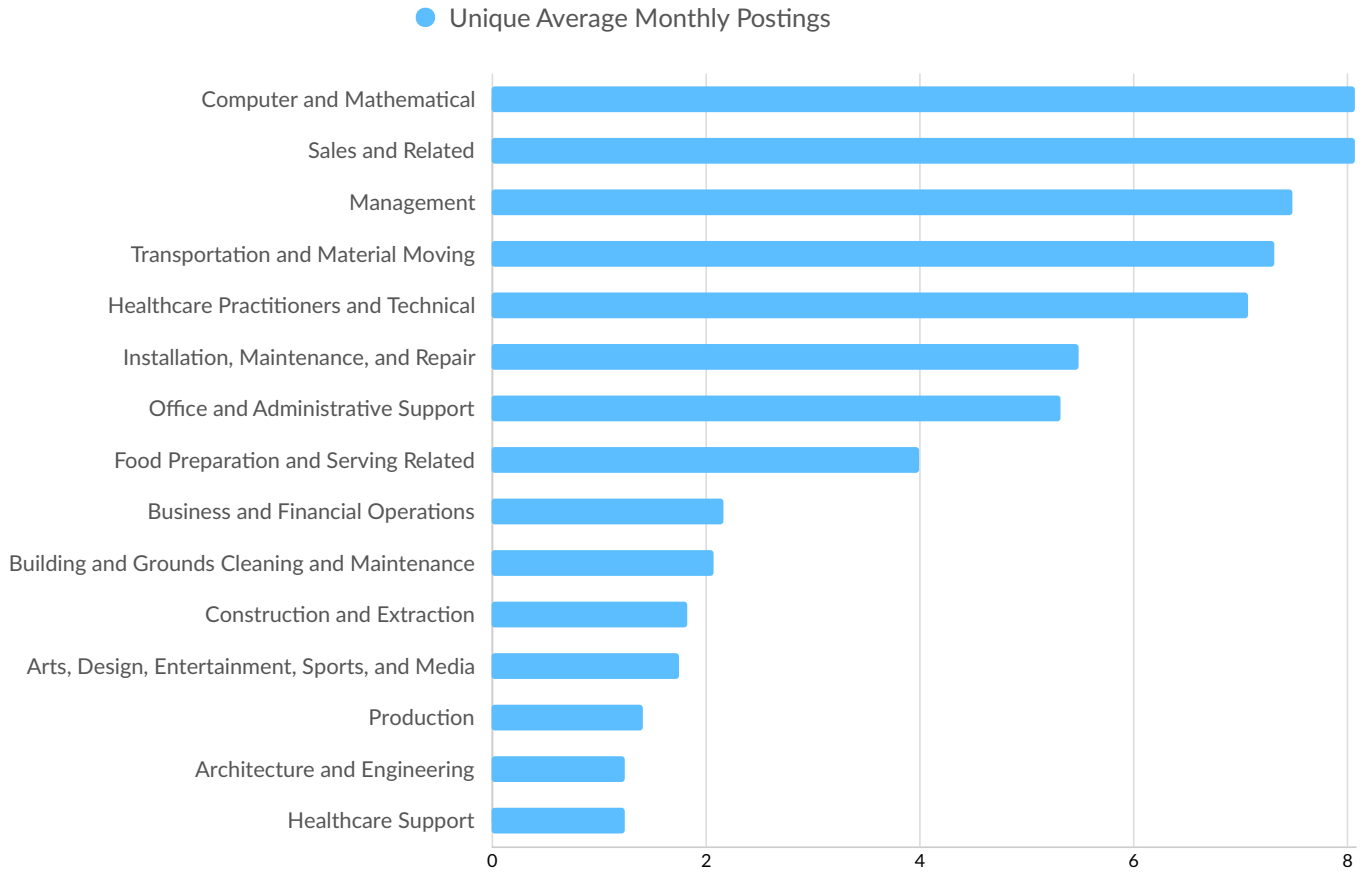
## Top Occupation Location Quotient



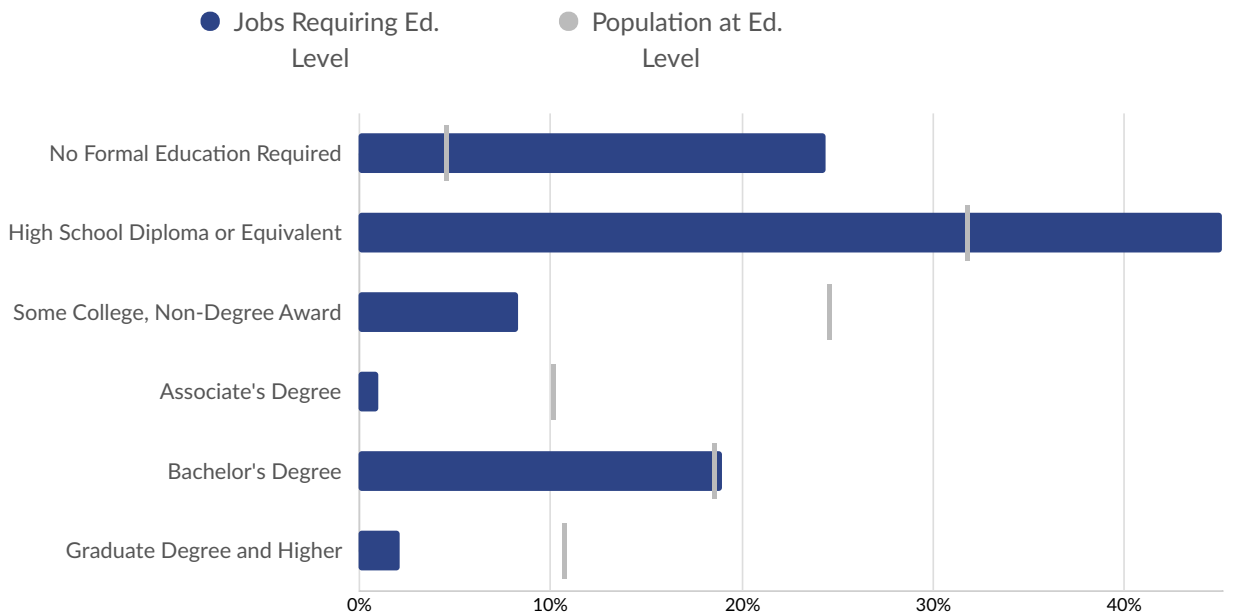
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

