



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.

9,368

Total Regional Employment

Jobs **grew by 92** over the last 5 years and are projected to **grow by 536** 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 1.0%** in Vilas County, WI from 9,276 to **9,368**. This change **fell short of the national growth rate of 3.8% by 2.8%**. As the number of jobs increased, the **labor force participation rate decreased from 52.2% to 47.1% 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).

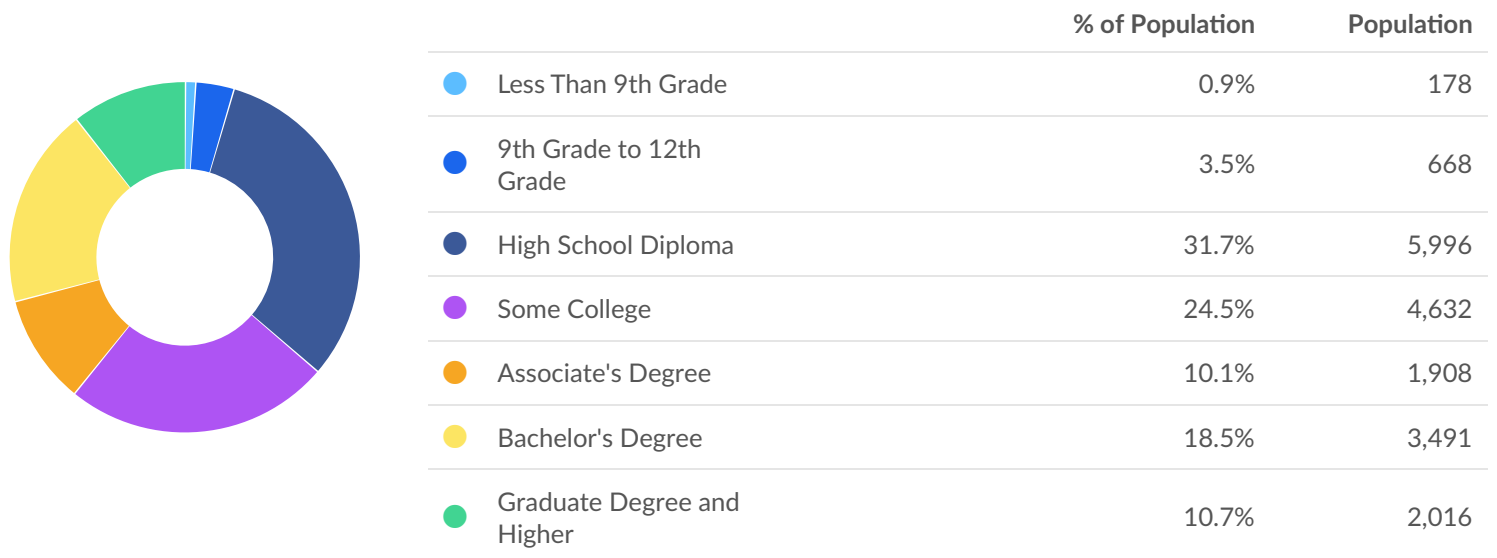
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	24,832	9,941	9,368	103.0	\$954.48M	\$1.49B	\$1.05B
NCWRPC	457,338	221,923	221,945	99.6	\$25.81B	\$33.33B	\$31.89B
Wisconsin	5,965,358	3,097,211	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

Apr 2023 Labor Force Breakdown



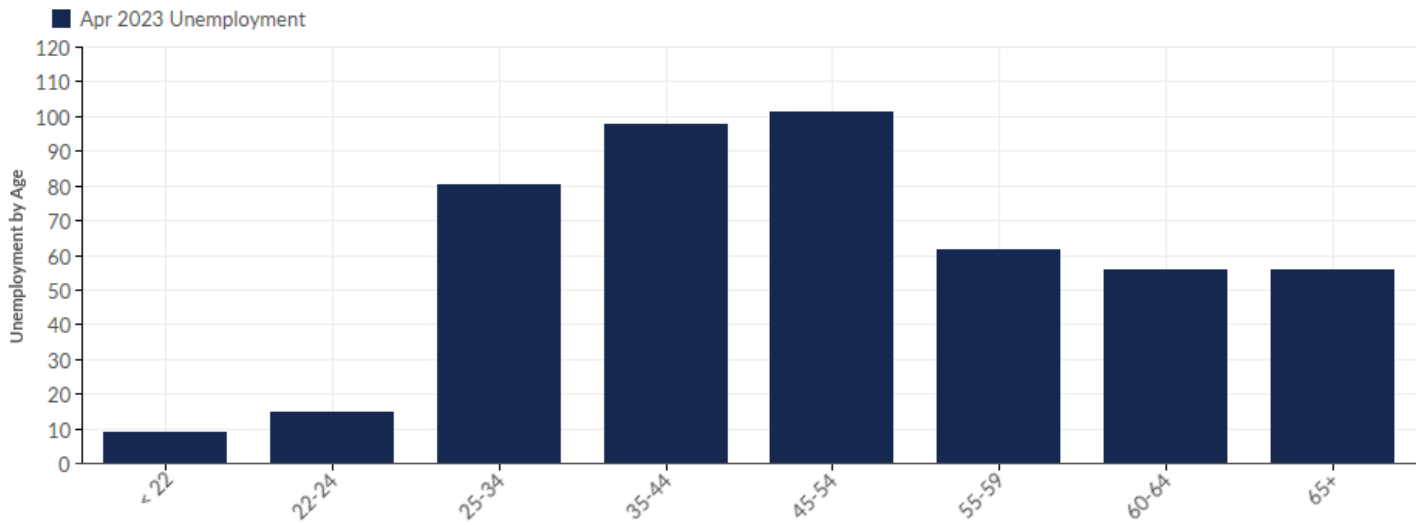
Educational Attainment

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).



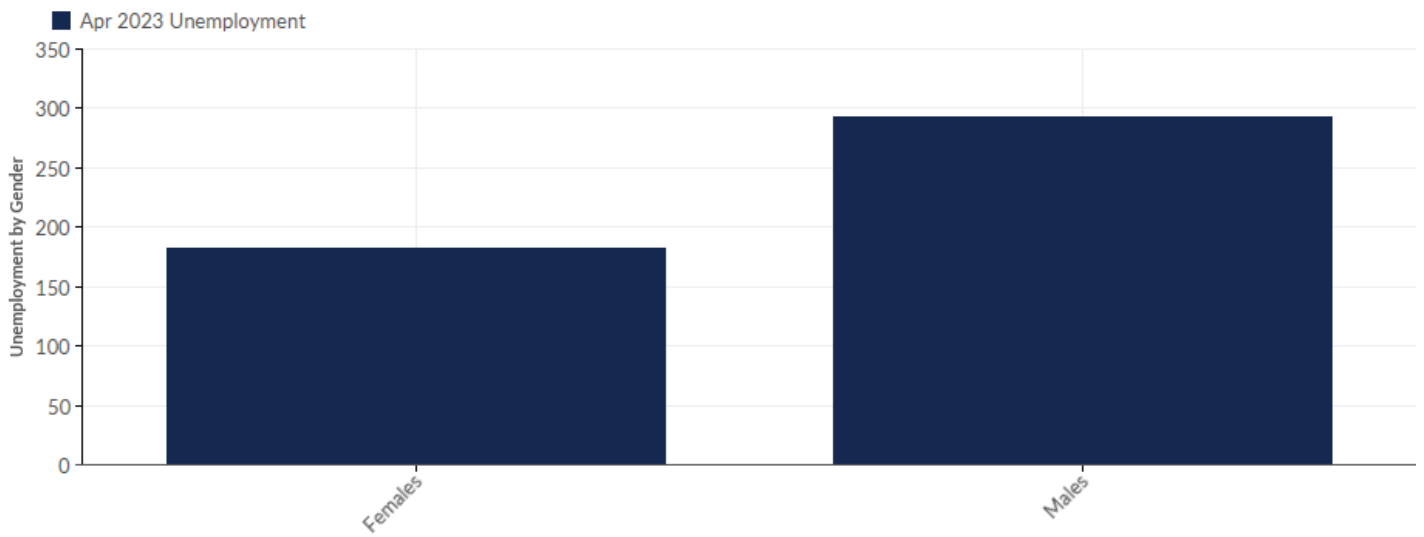
Unemployment by Demographics

Unemployment by Age



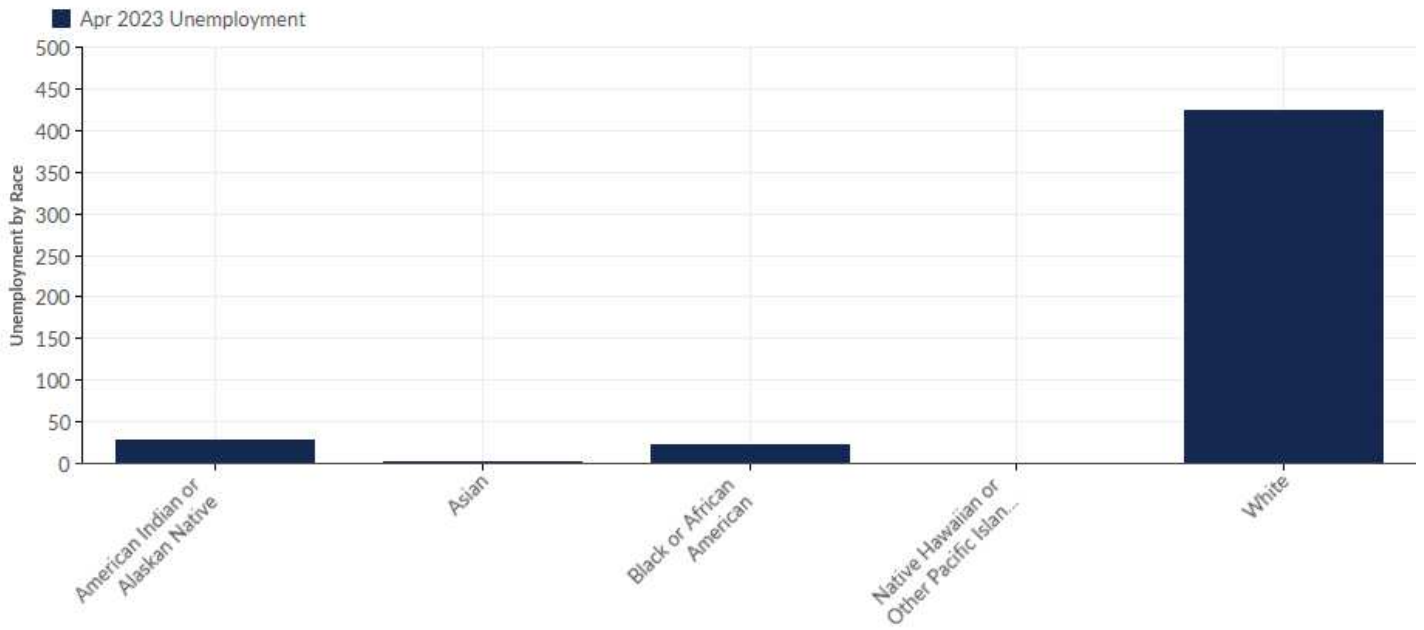
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	9	1.89%
22-24	15	3.15%
25-34	80	16.81%
35-44	98	20.59%
45-54	101	21.22%
55-59	61	12.82%
60-64	56	11.76%
65+	56	11.76%
Total	476	100.00%

Unemployment by Gender



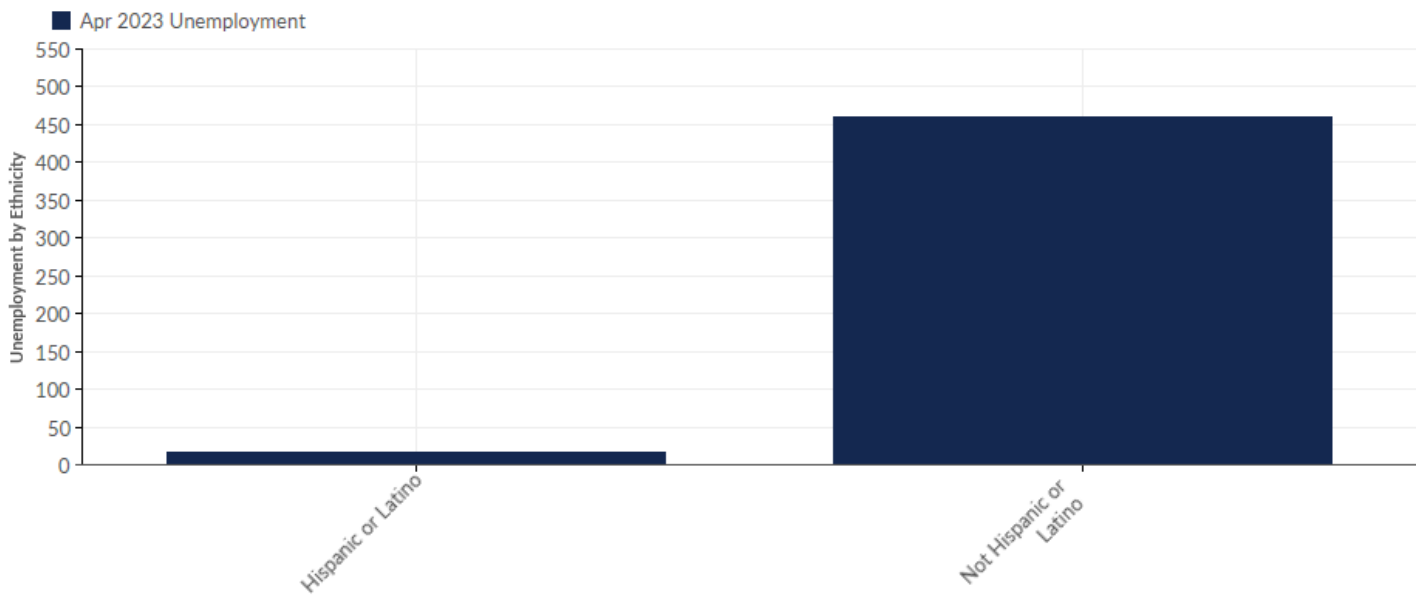
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	183	38.45%
Males	293	61.55%
Total	476	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	28	5.88%
Asian	2	0.42%
Black or African American	22	4.62%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	425	89.29%
Total	476	100.00%

Unemployment by Ethnicity

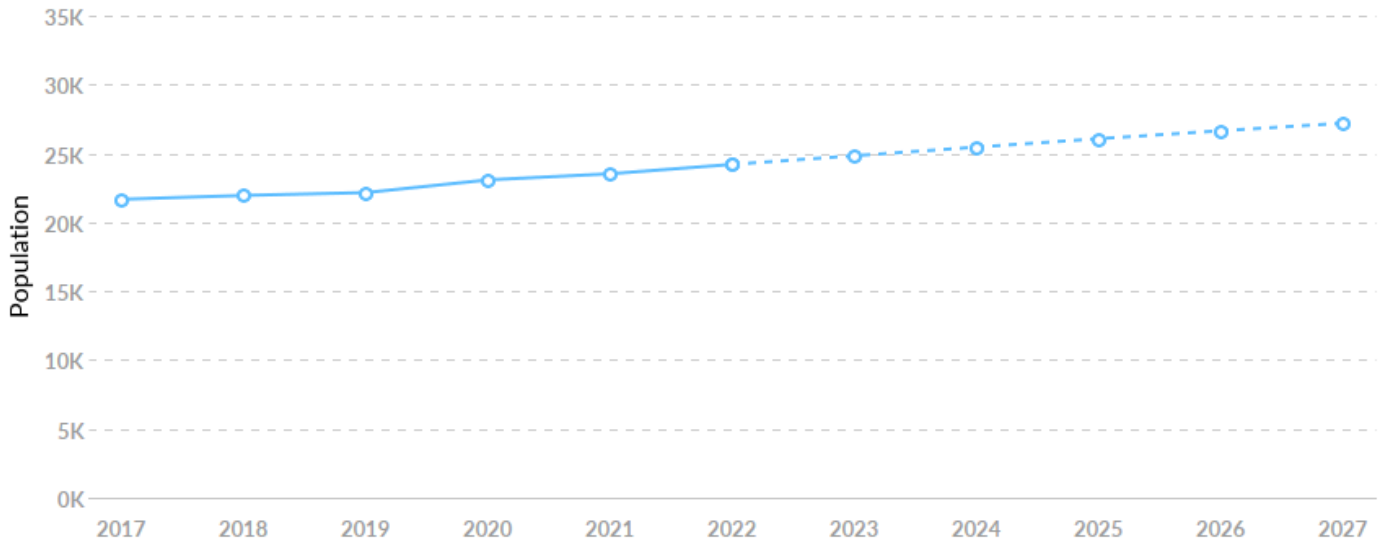


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	16	3.36%
Not Hispanic or Latino	460	96.64%
Total	476	100.00%

Historic & Projected Trends

Population Trends

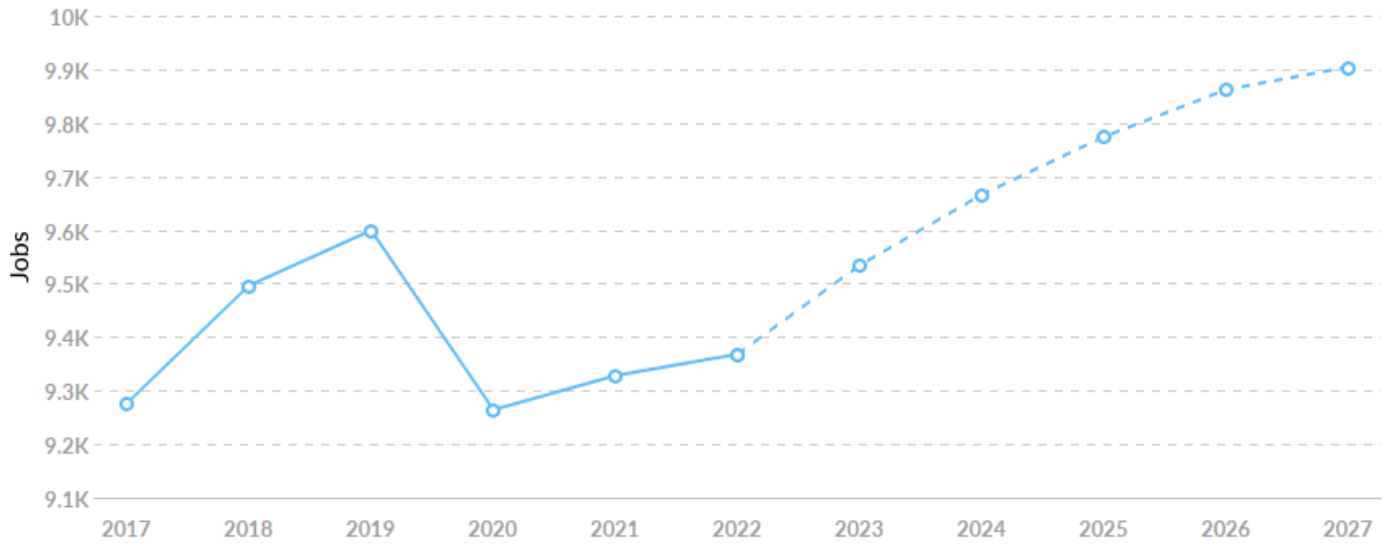
As of 2022 the region's population **increased by 11.7%** since 2017, growing by 2,536. Population is expected to **increase by 12.4%** between 2022 and 2027, adding 2,993.



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

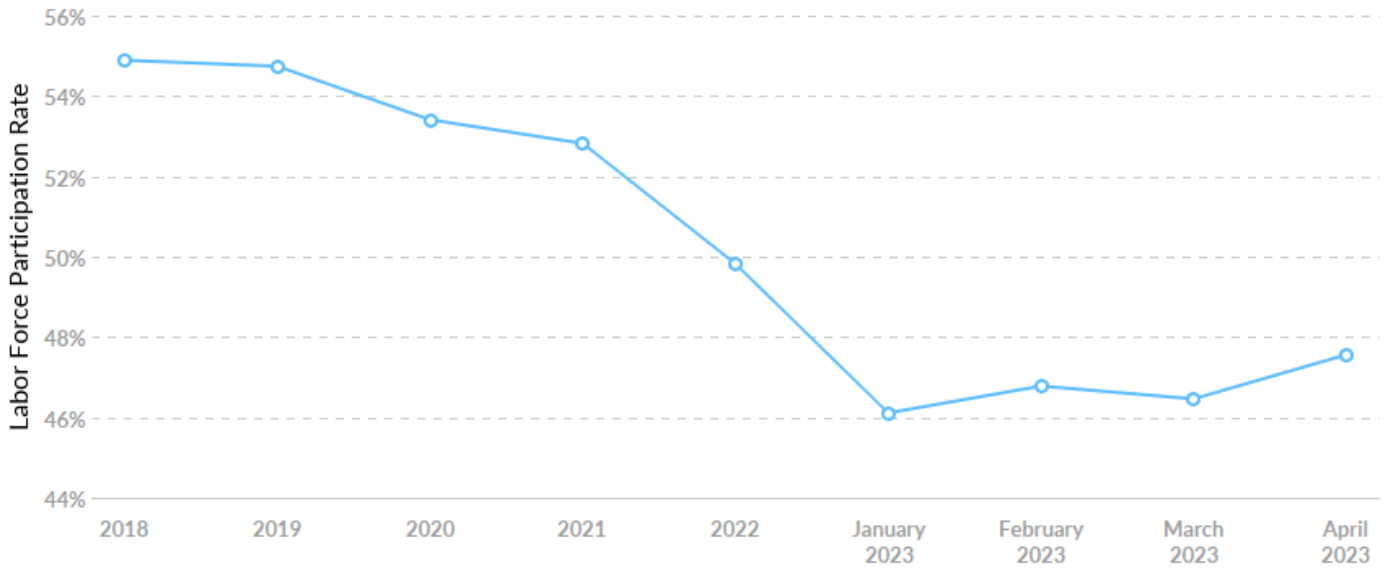
Job Trends

From 2017 to 2022, jobs increased by 1.0% in Vilas County, WI from 9,276 to 9,368. This change fell short of the national growth rate of 3.8% by 2.8%.



Timeframe	Jobs
2017	9,276
2018	9,496
2019	9,599
2020	9,264
2021	9,328
2022	9,368
2023	9,534
2024	9,666
2025	9,774
2026	9,862
2027	9,904

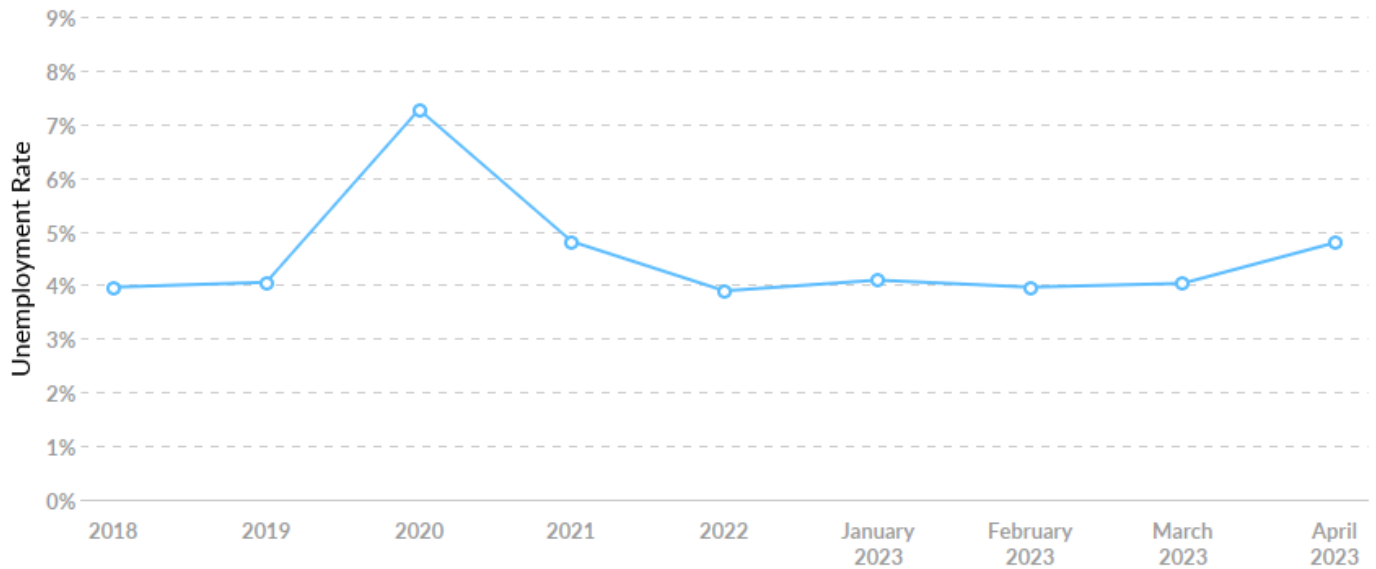
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	54.89%
2019	54.74%
2020	53.41%
2021	52.82%
2022	49.82%
January 2023	46.11%
February 2023	46.78%
March 2023	46.46%
April 2023	47.56%

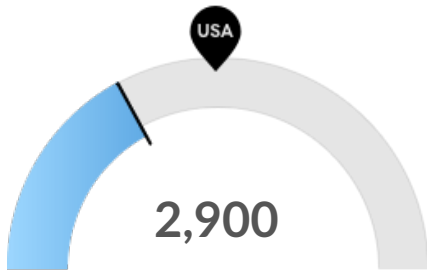
Unemployment Rate Trends

Vilas County, WI had an April 2023 unemployment rate of 4.79%, **increasing from 3.96%** 5 years before.



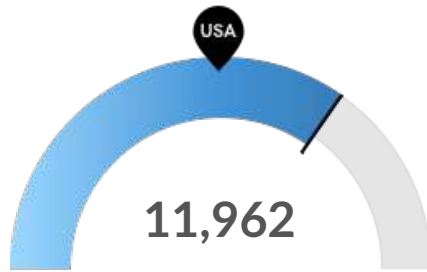
Timeframe	Unemployment Rate
2018	3.96%
2019	4.05%
2020	7.27%
2021	4.81%
2022	3.89%
January 2023	4.09%
February 2023	3.96%
March 2023	4.03%
April 2023	4.79%

Population Characteristics



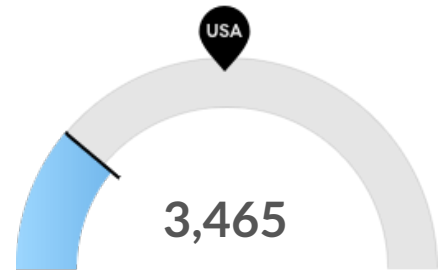
Millennials

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.



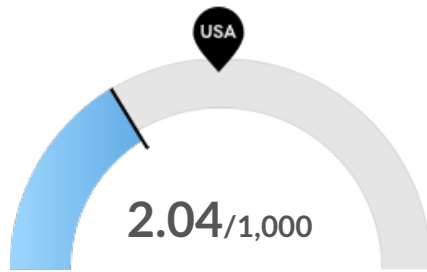
Racial Diversity

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.



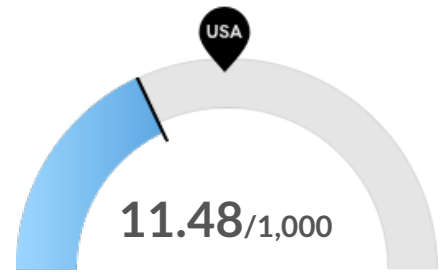
Veterans

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.

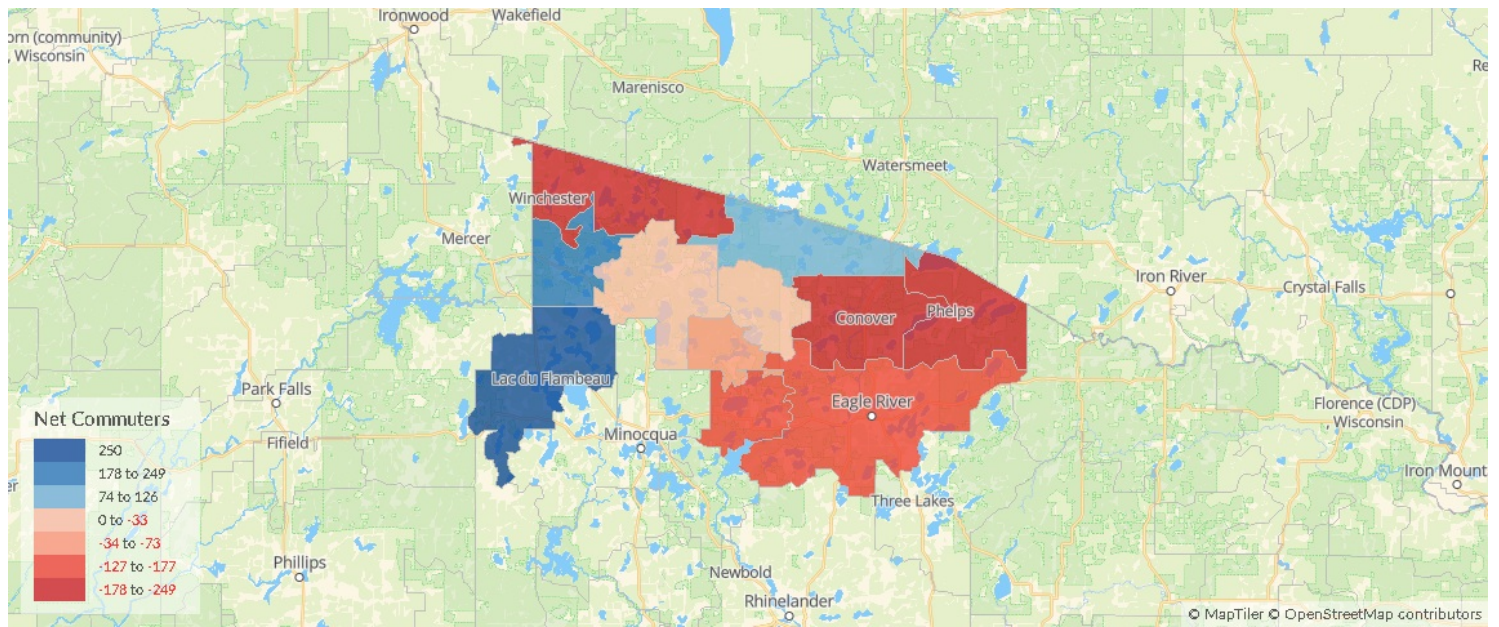


Property Crime

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

Where Talent Lives

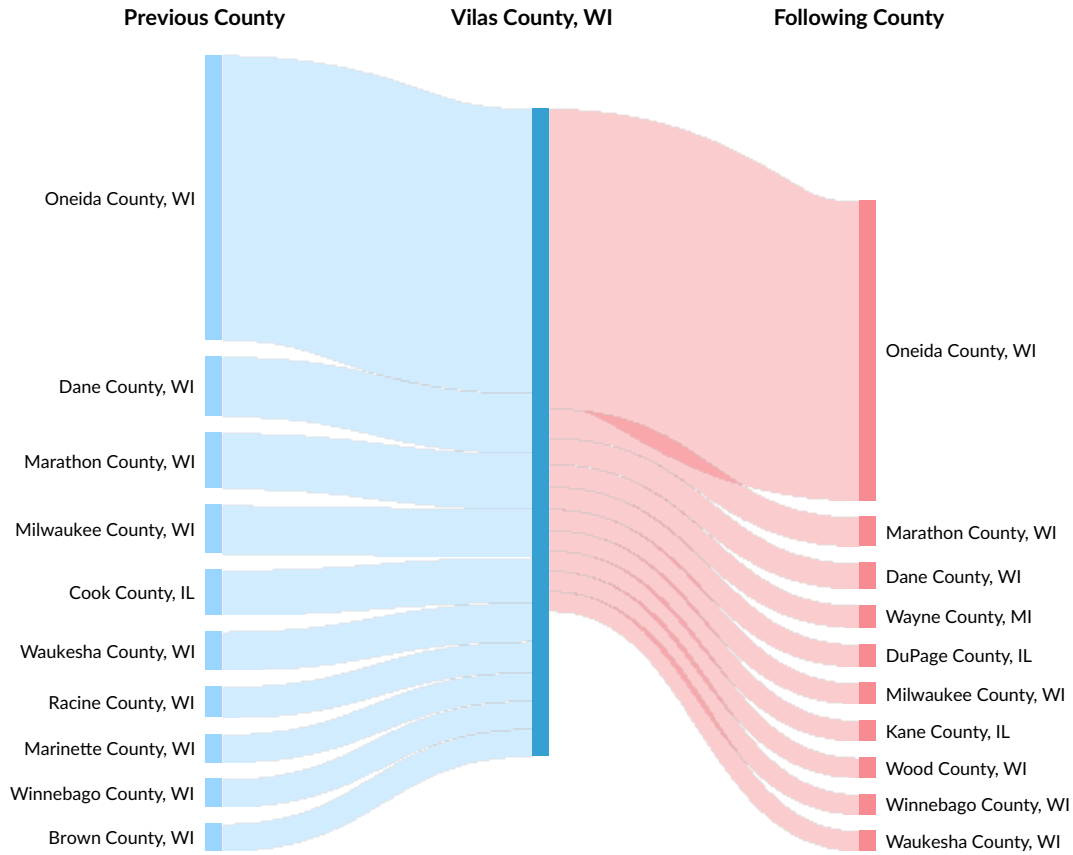
ZIP	Name	2022 Employment
54521	Eagle River, WI (in Vilas ...	4,217
54538	Lac Du Flambeau, WI (i...	1,220
54558	Saint Germain, WI (in Vi...	945
54545	Manitowish Waters, WI...	605
54540	Land O Lakes, WI (in Vil...	581

ZIP	Name	2022 Workers
54521	Eagle River, WI (in Vilas ...	4,343
54558	Saint Germain, WI (in Vi...	1,075
54538	Lac Du Flambeau, WI (i...	970
54554	Phelps, WI (in Vilas cou...	605
54519	Conover, WI (in Vilas co...	601

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**.

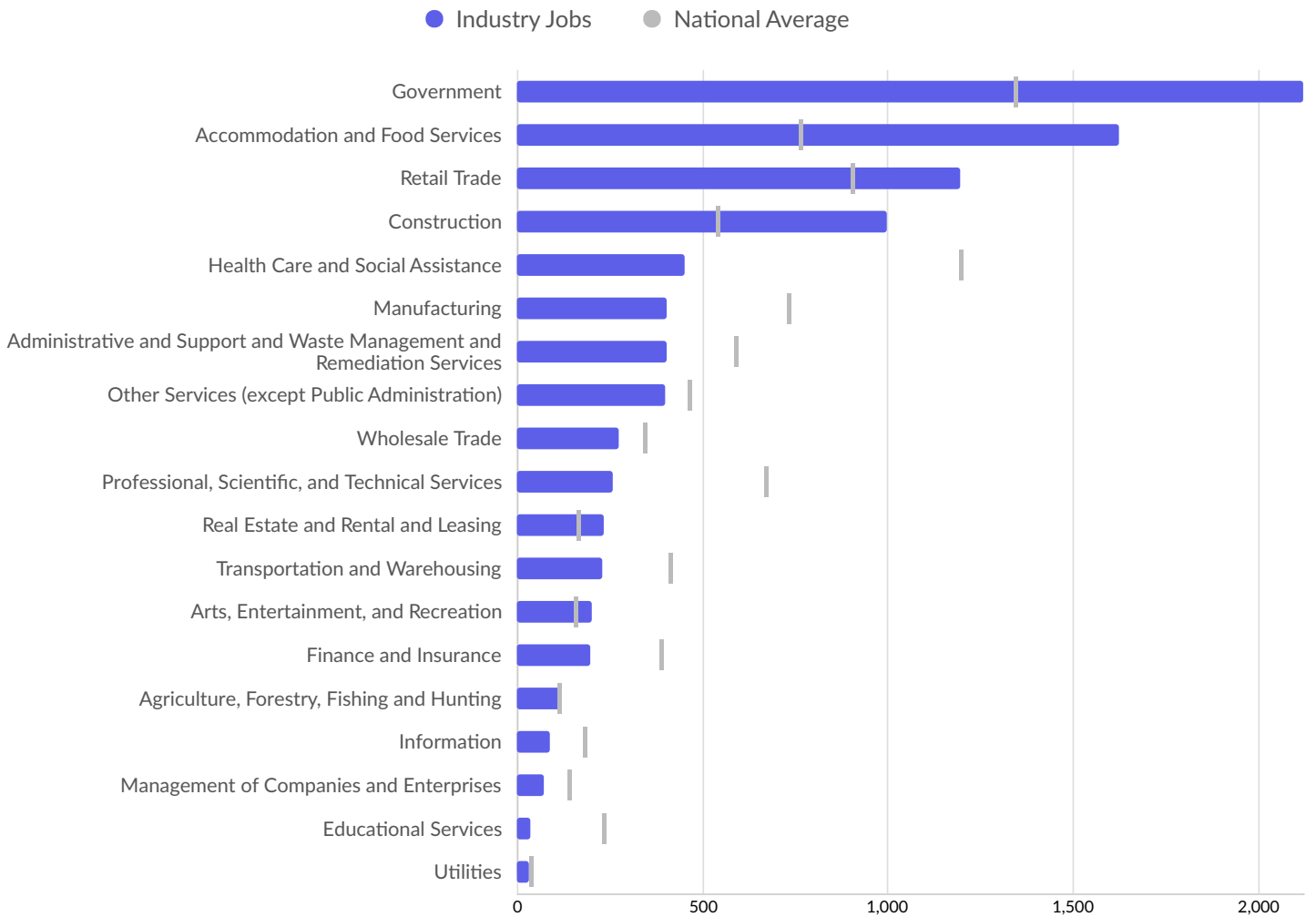


Top Previous Counties	Migrations
Oneida County, WI	327
Dane County, WI	69
Marathon County, WI	64
Milwaukee County, WI	55
Cook County, IL	52
Waukesha County, WI	45

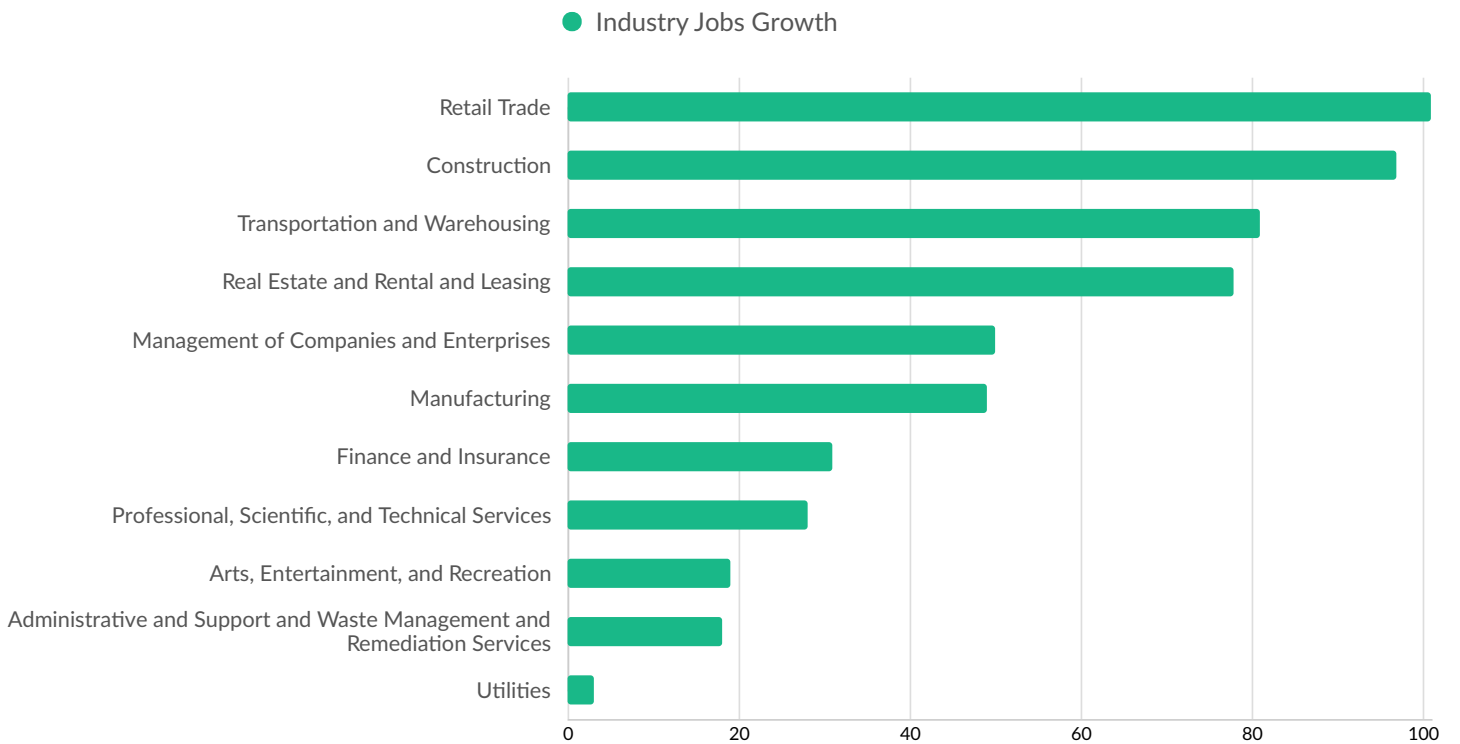
Top Previous Counties	Migrations
Racine County, WI	36
Marinette County, WI	33
Winnebago County, WI	32
Brown County, WI	32
Rock County, WI	31
Sauk County, WI	25
Hennepin County, MN	24
Bingham County, ID	23
Maricopa County, AZ	22
Top Following Counties	Migrations
Oneida County, WI	344
Marathon County,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

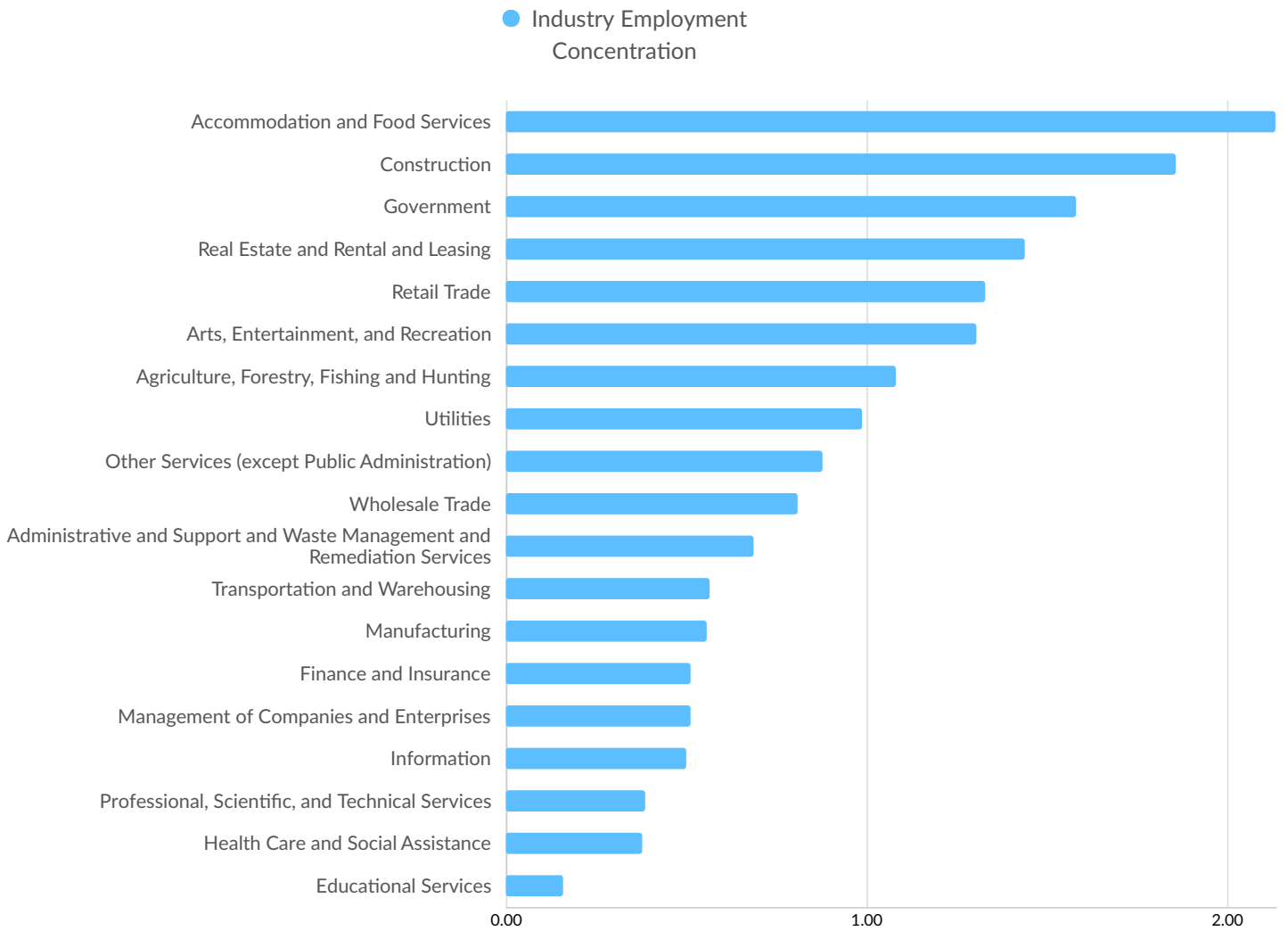
Largest Industries



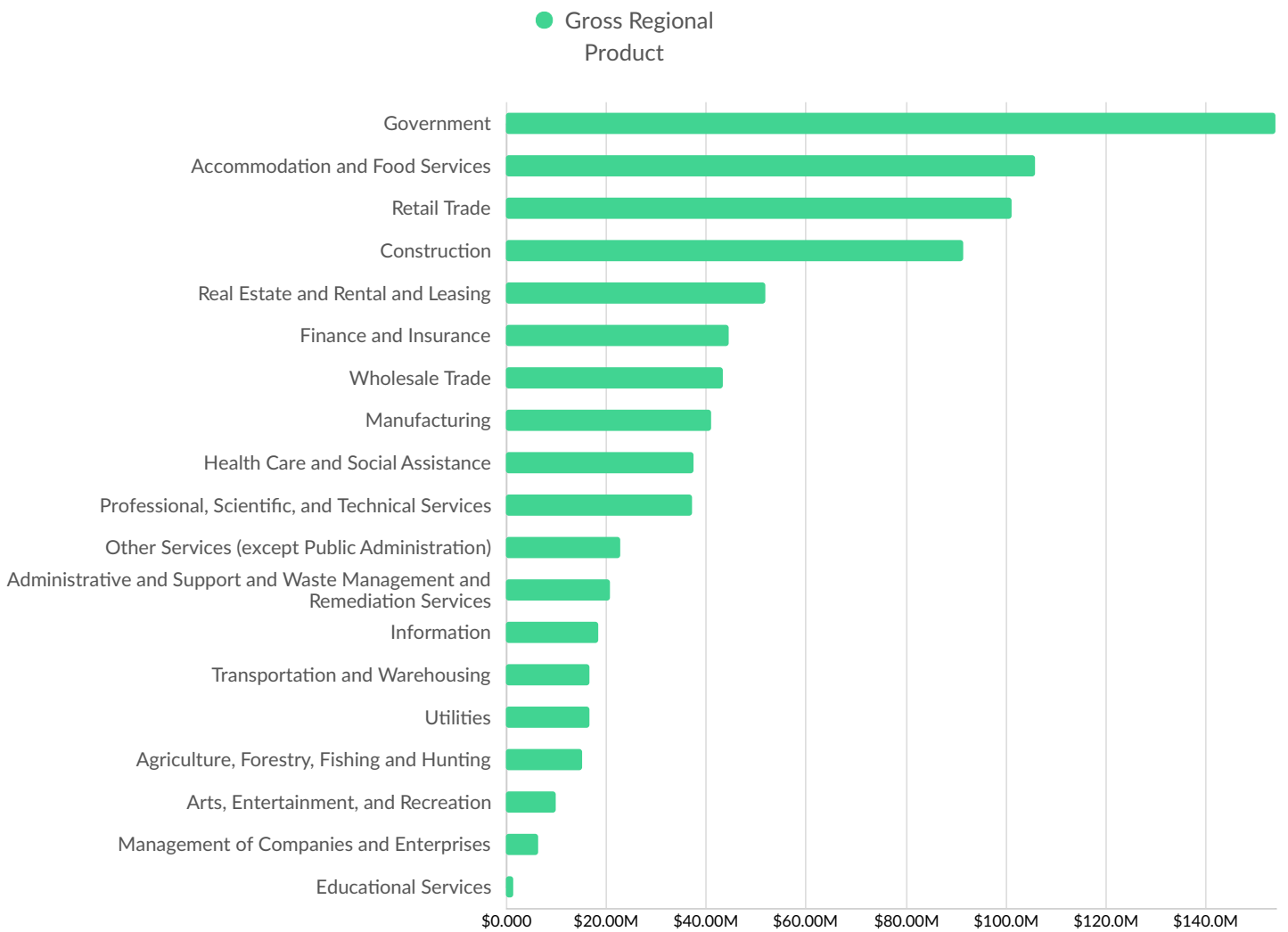
Top Growing Industries



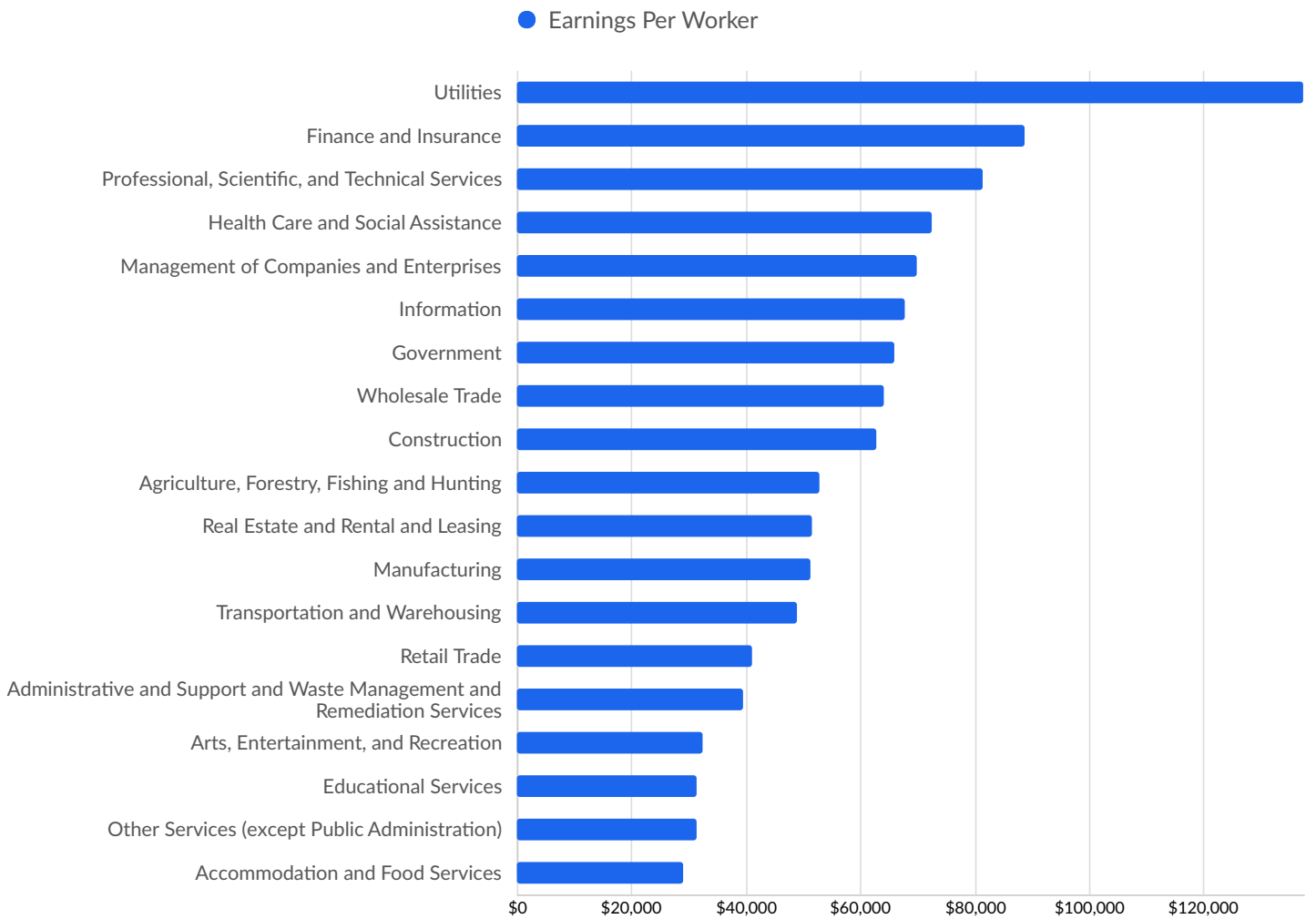
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



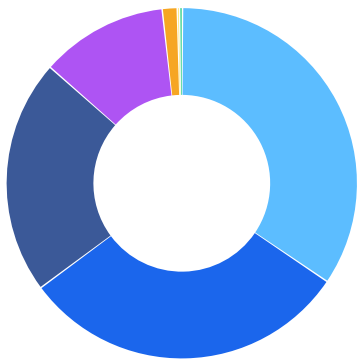
Business Characteristics

2,087 Companies Employ Your Workers

Online profiles for your workers mention 2,087 companies as employers, with the top 10 appearing below. In the last 12 months, 151 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	43 	Nicolet National Bank	50 
Ministry Health Care	37 	Aspirus	48 
Marshfield Clinic	36 	United Way Of Washington Cou...	27 
Lake Of The Torches Resort Casi...	33 	Republic Services	23 
Vilas County	32 	Mastec North America	19 
State of Wisconsin	27 	Kindred Healthcare	18 
Lac Du Flambeau Public School	26 	FedEx	17 
Eliason Realty Of The North	22 	Kwik Trip	13 
Lac Du Flambeau Band Of Lake ...	19 	Walgreens Boots Alliance	13 
Lac Du Flambeau Tribe	19 	Compassus	12 

Business Size

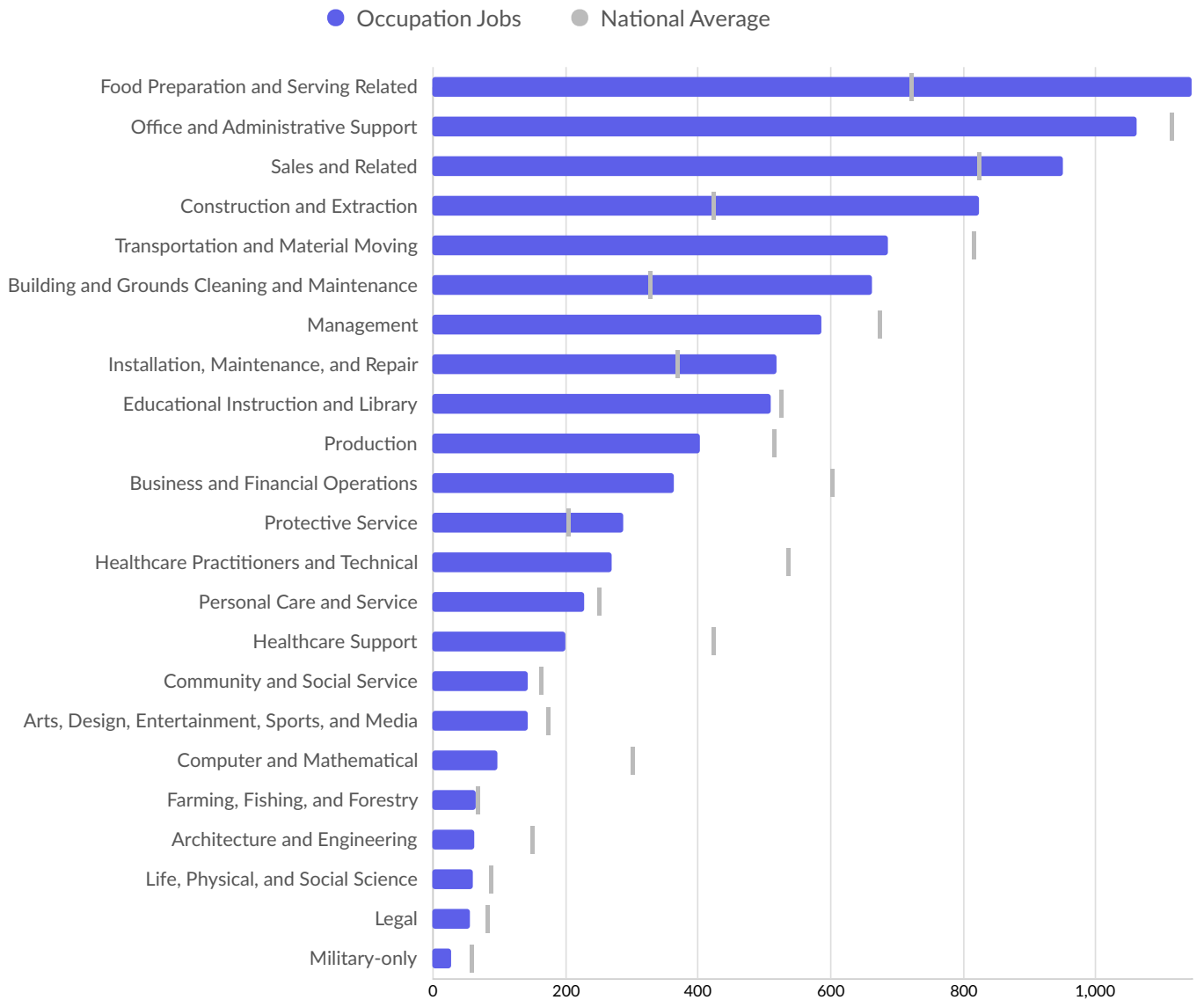


	Percentage	Business Count
1 to 4 employees	34.4%	499
5 to 9 employees	30.4%	441
10 to 19 employees	21.6%	314
20 to 49 employees	11.7%	170
50 to 99 employees	1.4%	20
100 to 249 employees	0.2%	3
500+ employees	0.3%	4

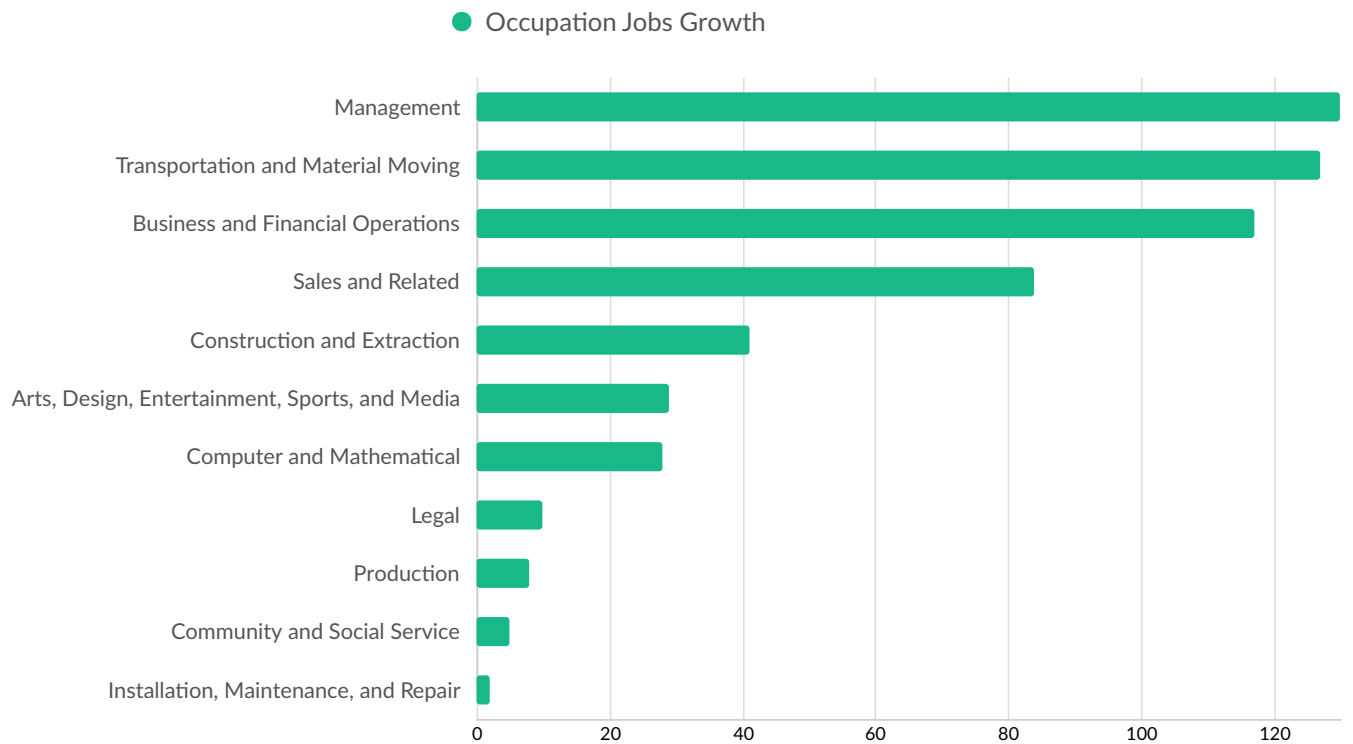
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

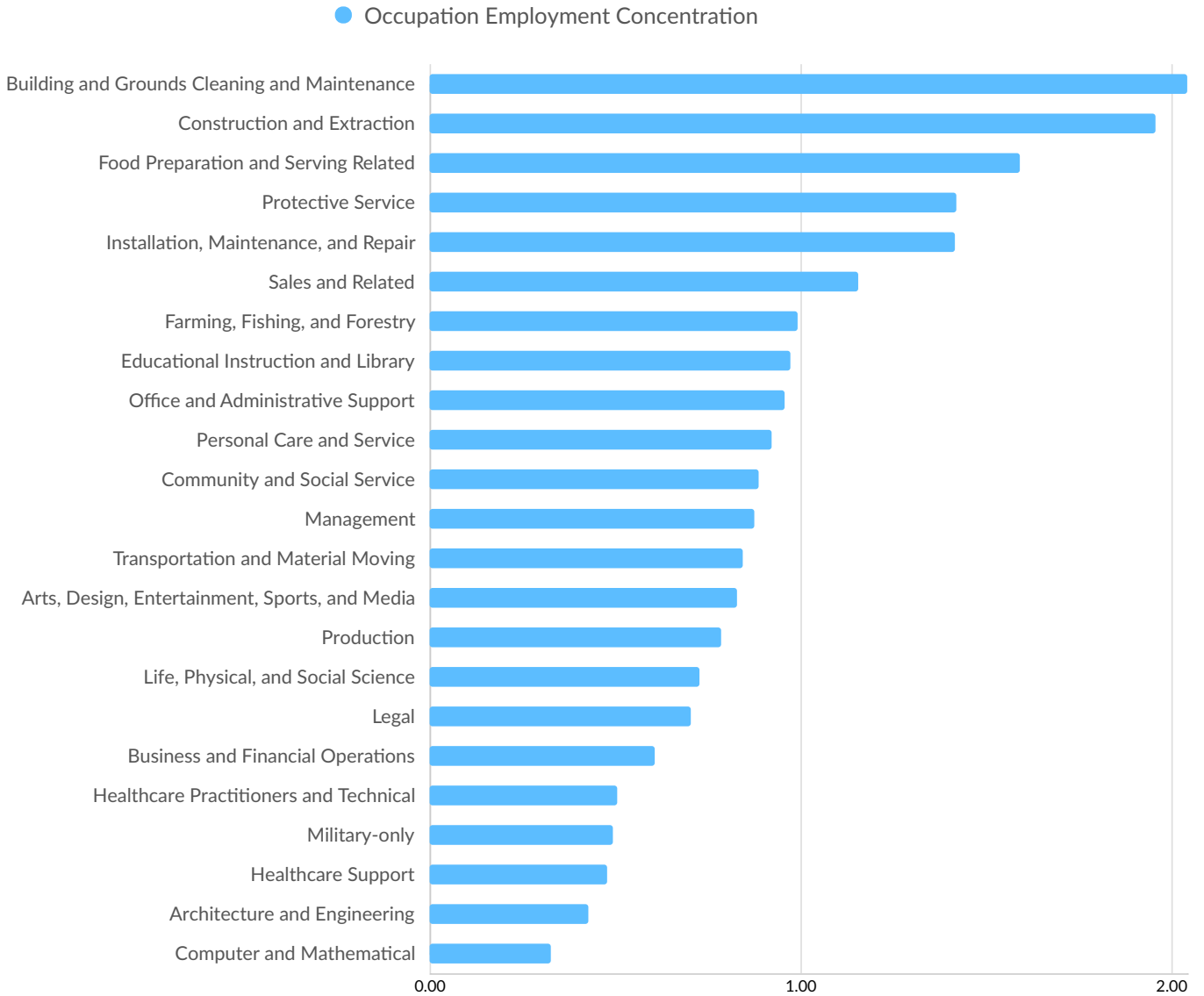
Largest Occupations



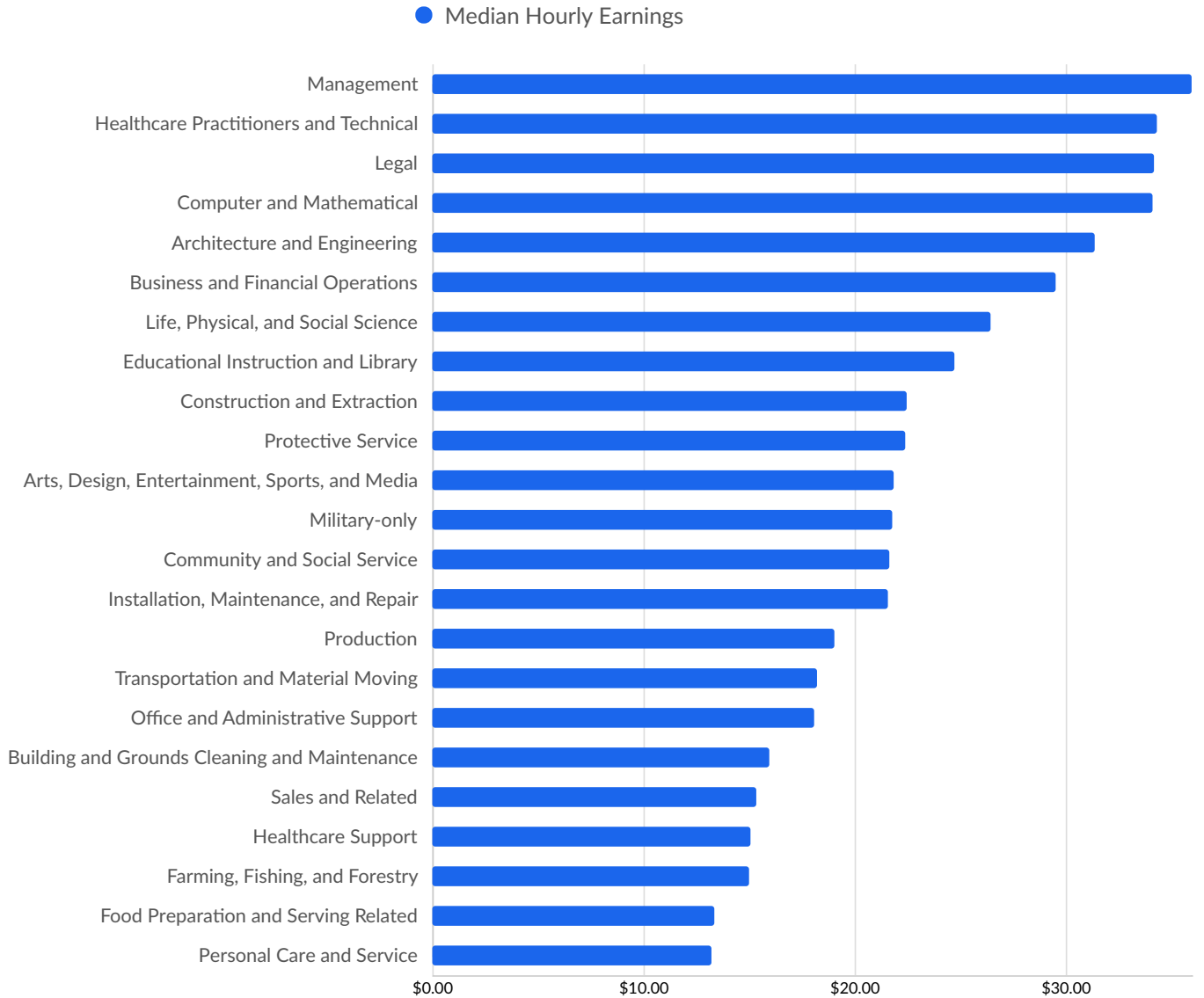
Top Growing Occupations



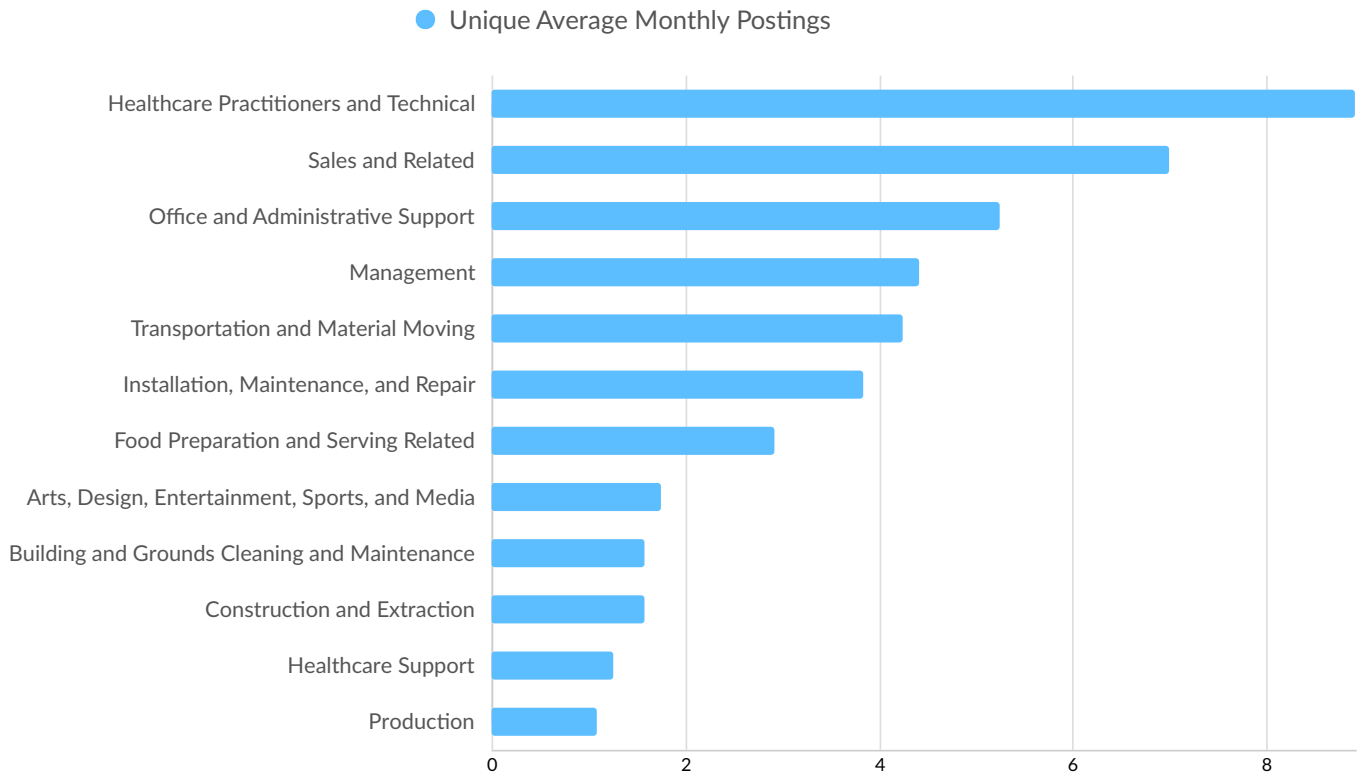
Top Occupation Employment Concentration



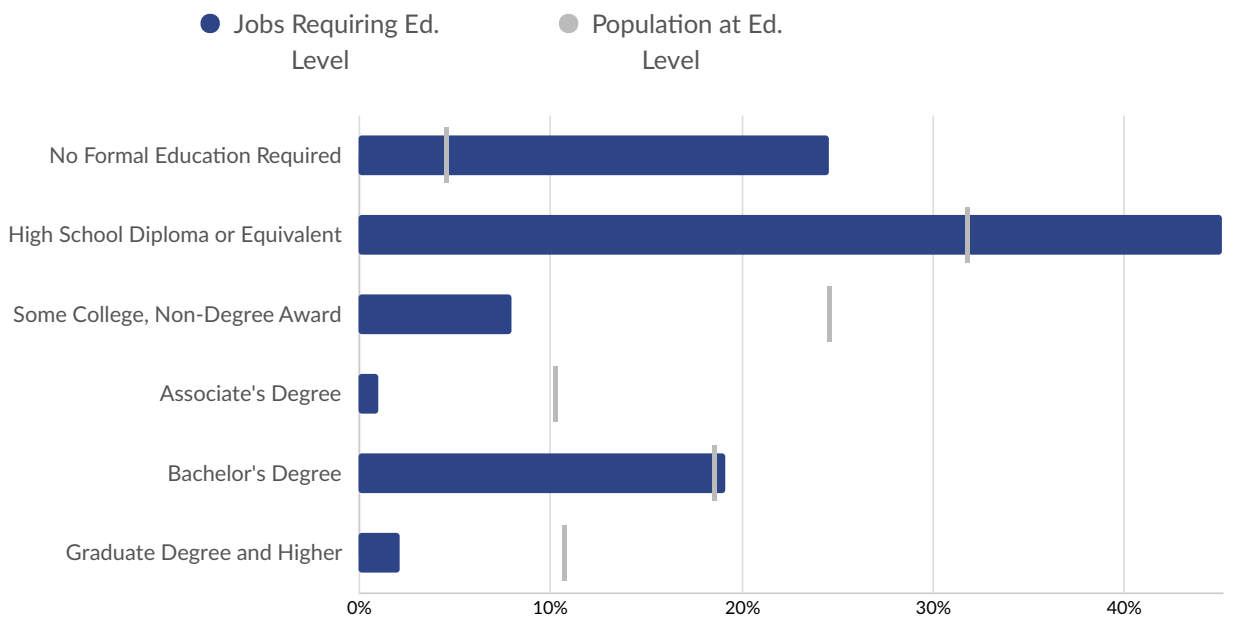
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

