



# 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 .....	28
In-Demand Skills .....	29

## 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

**23,763**

**Population (2022)**

Population **grew by 2,096** over the last 5 years and is projected to **grow by 3,075** over the next 5 years.

**9,438**

**Total Regional Employment**

Jobs **grew by 162** over the last 5 years and are projected to **grow by 529** 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 9.7%** since 2017, growing by 2,096. Population is expected to **increase by 12.9%** between 2022 and 2027, adding 3,075.
- From 2017 to 2022, jobs **increased by 1.7%** in Vilas County, WI from 9,276 to **9,438**. This change **fell short of the national growth rate of 3.8% by 2.1%**. As the number of jobs increased, the **labor force participation rate decreased from 52.2% to 47.5% 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).

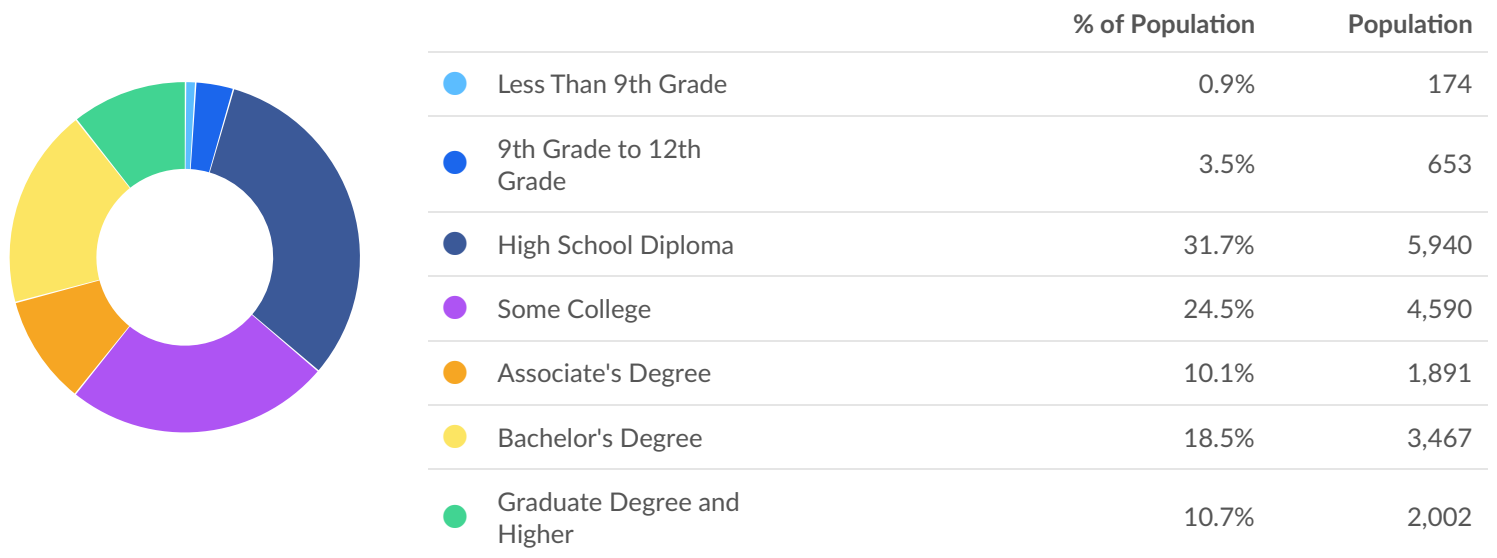
	Population (2023)	Labor Force (Aug 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	24,451	11,117	9,438	102.8	\$959.77M	\$1.54B	\$1.05B
State	5,921,135	3,169,909	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

## Aug 2023 Labor Force Breakdown



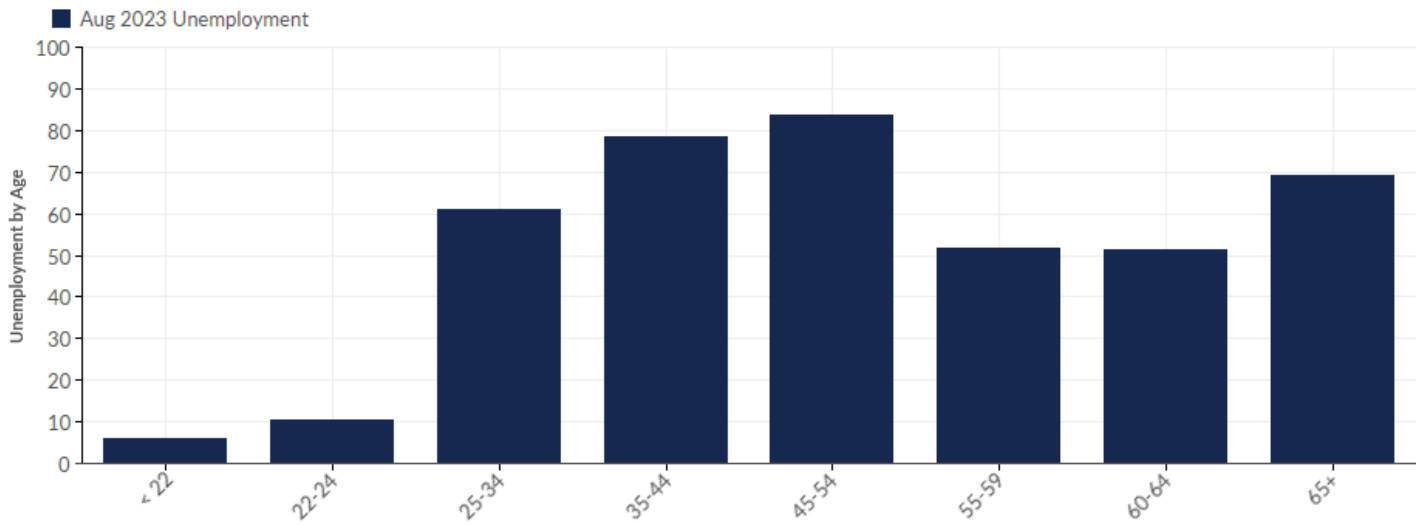
## Educational Attainment

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).



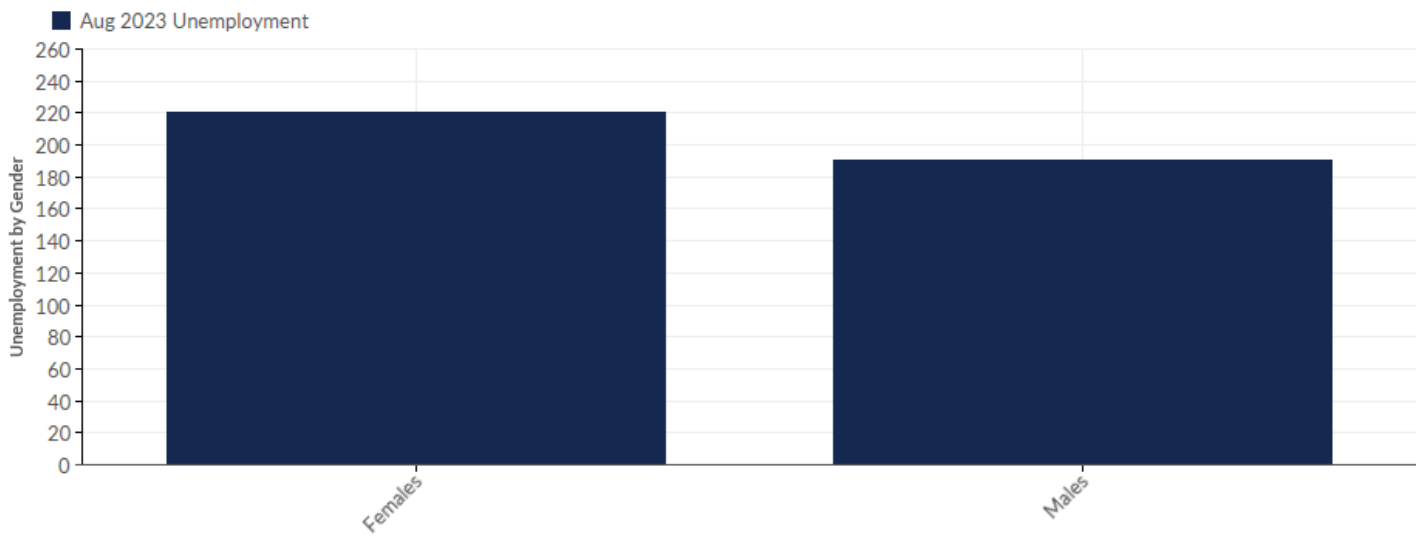
# Unemployment by Demographics

## Unemployment by Age



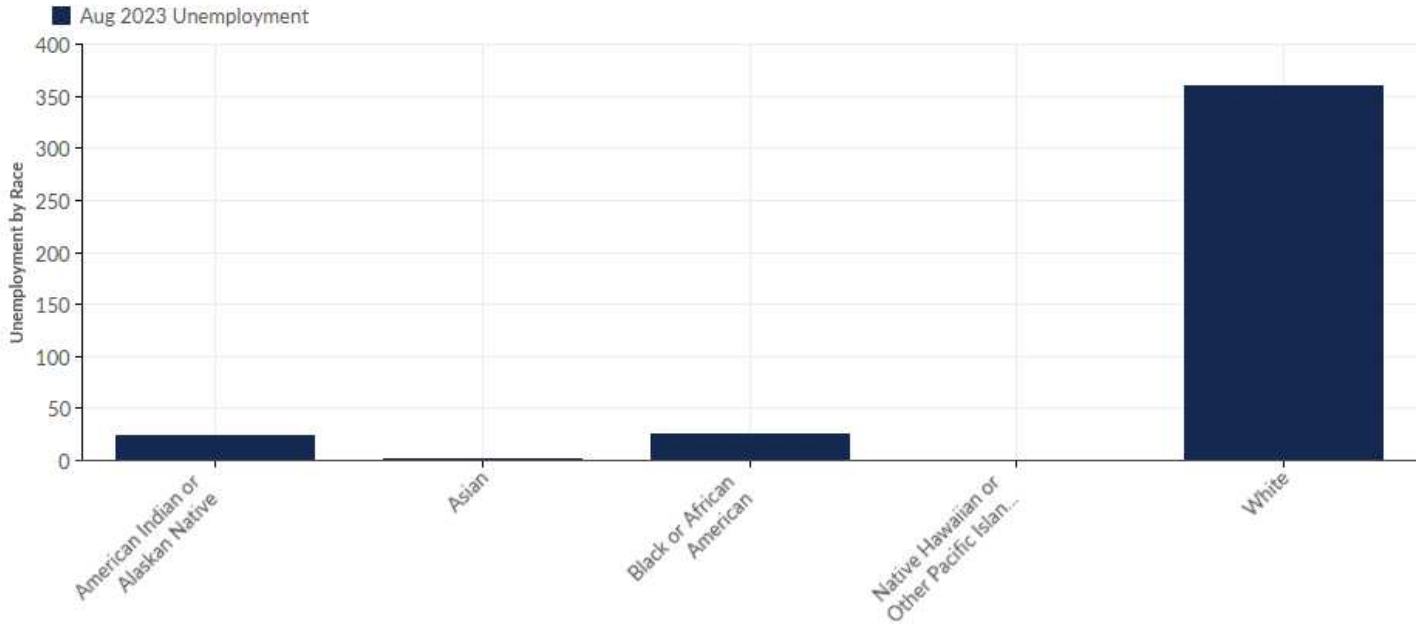
Age	Unemployment (Aug 2023)	% of Unemployed
< 22	6	1.46%
22-24	10	2.43%
25-34	61	14.84%
35-44	78	18.98%
45-54	84	20.44%
55-59	52	12.65%
60-64	51	12.41%
65+	69	16.79%
<b>Total</b>	<b>411</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Aug 2023)	% of Unemployed
Females	220	53.53%
Males	191	46.47%
Total	411	100.00%

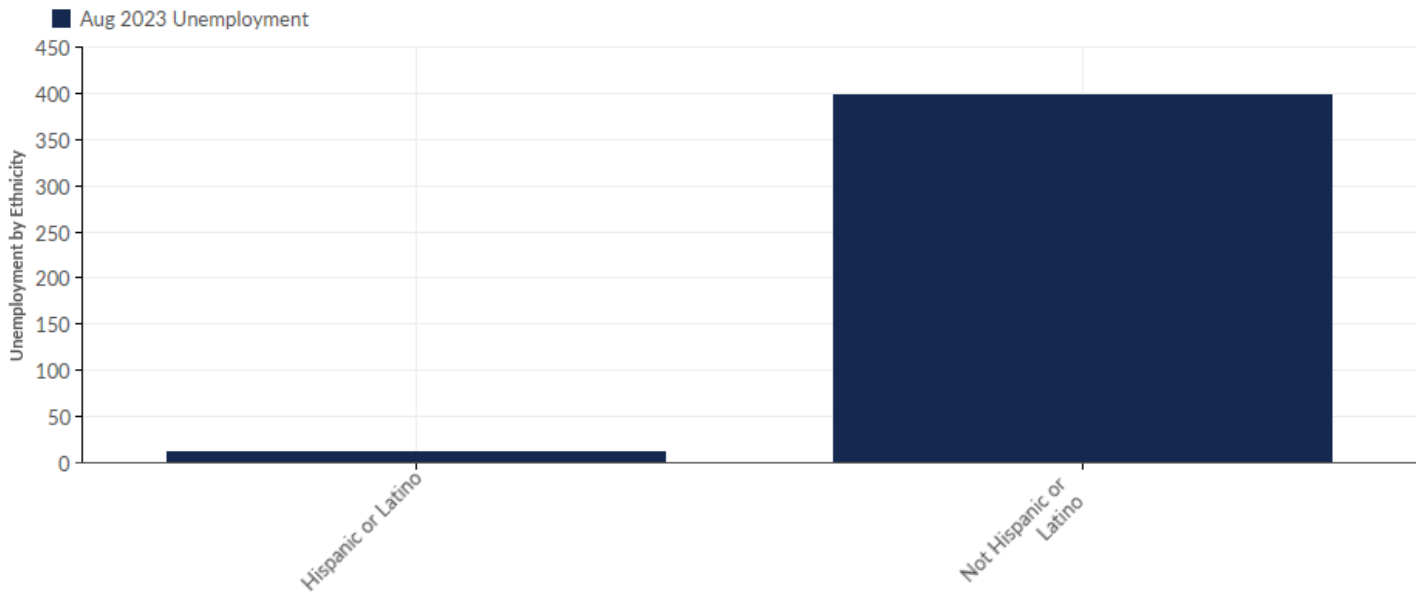
## Unemployment by Race



Race	Unemployment (Aug 2023)	% of Unemployed
American Indian or Alaskan Native	23	5.60%
Asian	2	0.49%
Black or African American	26	6.33%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	359	87.35%
<b>Total</b>	<b>411</b>	<b>100.00%</b>



## Unemployment by Ethnicity

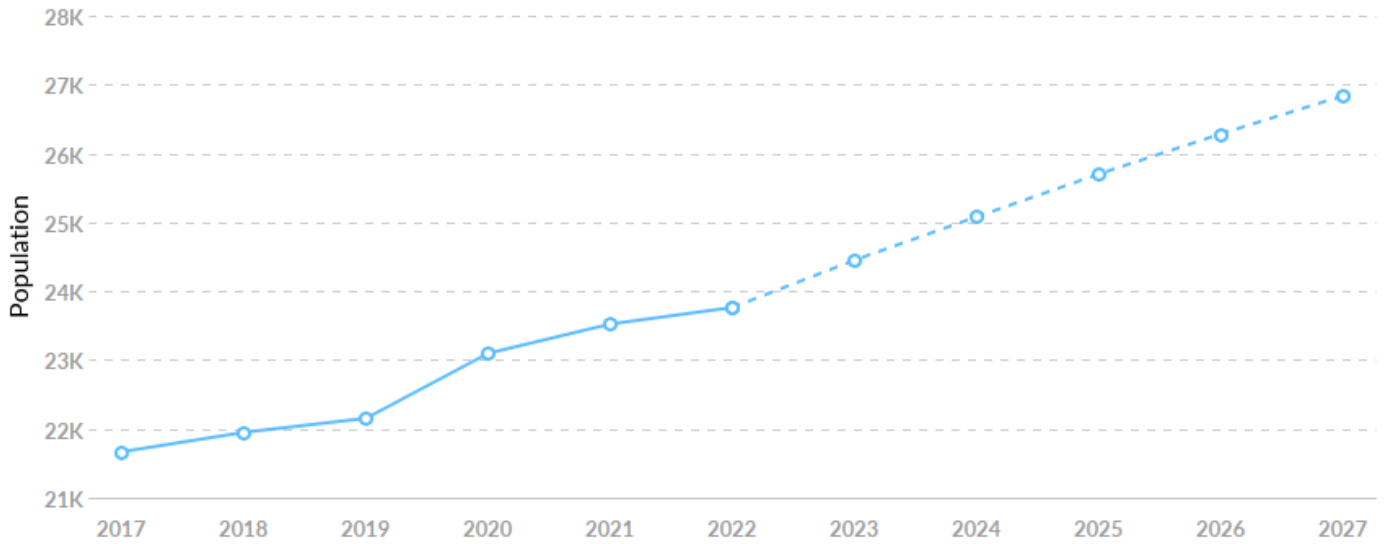


Ethnicity	Unemployment (Aug 2023)	% of Unemployed
Hispanic or Latino	12	2.92%
Not Hispanic or Latino	399	97.08%
Total	411	100.00%

# Historic & Projected Trends

## Population Trends

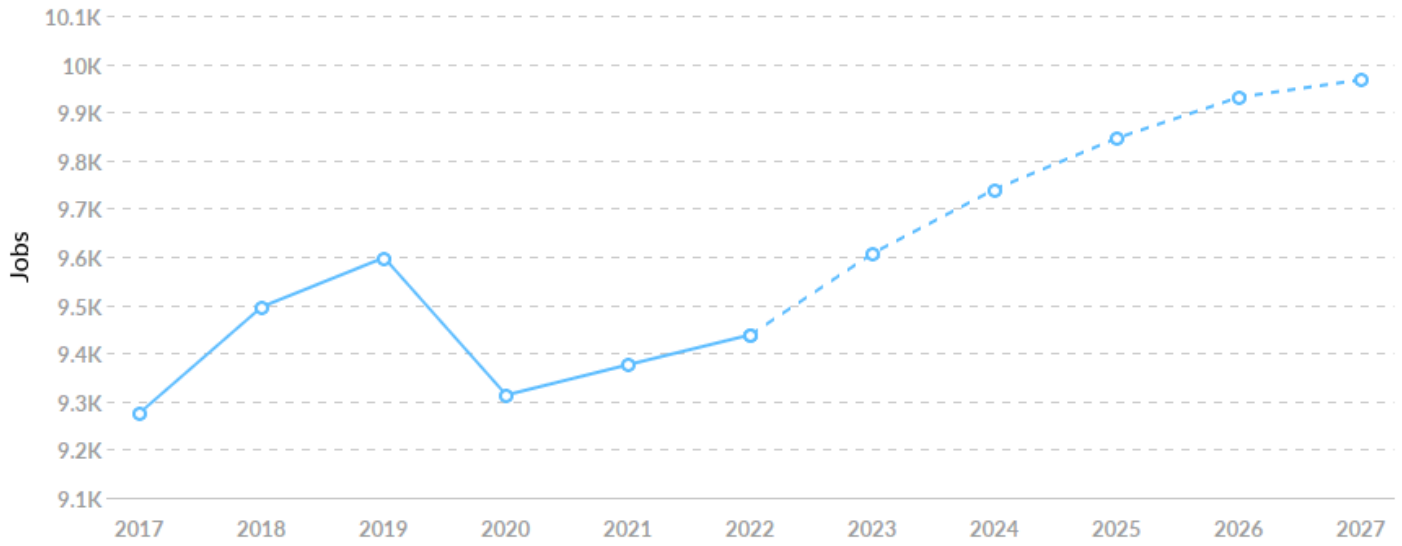
As of 2022 the region's population increased by 9.7% since 2017, growing by 2,096. Population is expected to increase by 12.9% between 2022 and 2027, adding 3,075.



Timeframe	Population
2017	21,667
2018	21,949
2019	22,153
2020	23,097
2021	23,522
2022	23,763
2023	24,451
2024	25,080
2025	25,701
2026	26,285
2027	26,838

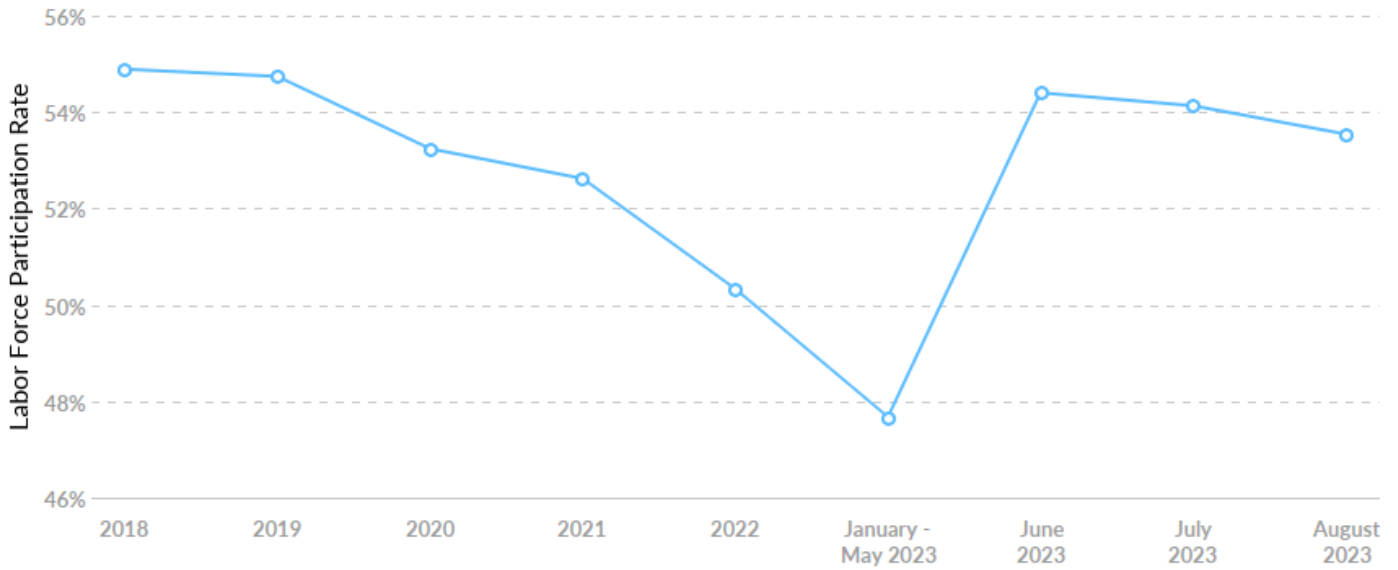
## Job Trends

From 2017 to 2022, jobs increased by 1.7% in Vilas County, WI from 9,276 to 9,438. This change fell short of the national growth rate of 3.8% by 2.1%.



Timeframe	Jobs
2017	9,276
2018	9,496
2019	9,598
2020	9,313
2021	9,376
2022	9,438
2023	9,607
2024	9,740
2025	9,846
2026	9,931
2027	9,967

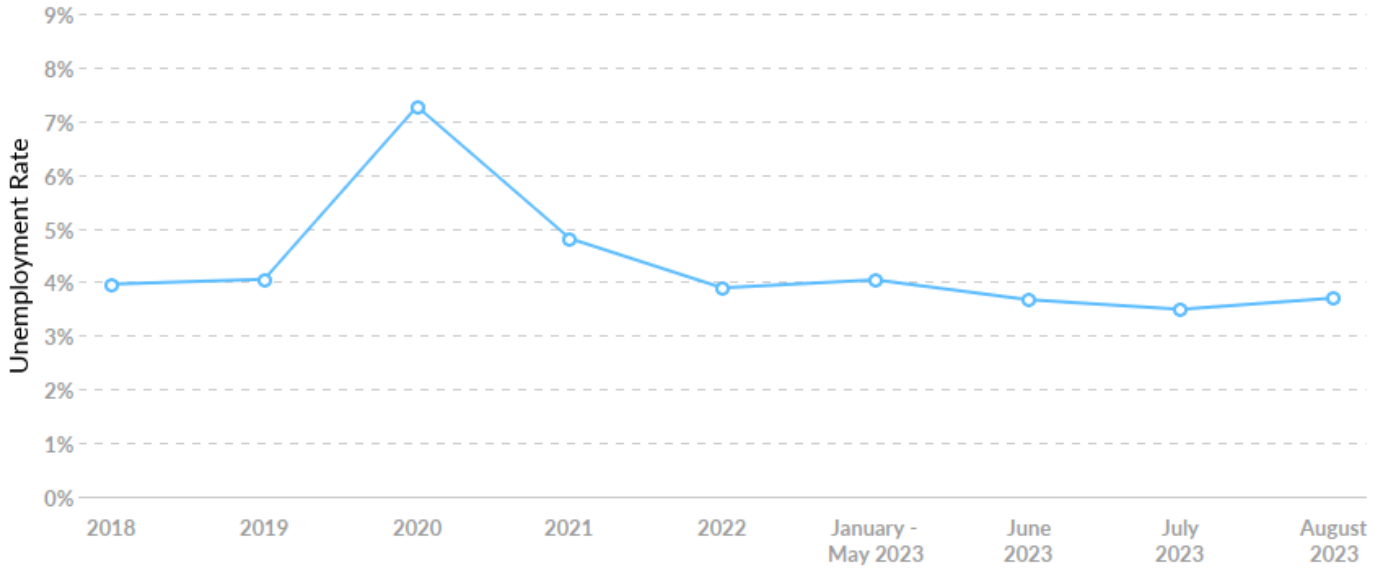
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	54.89%
2019	54.74%
2020	53.24%
2021	52.62%
2022	50.33%
January - May 2023	47.67%
June 2023	54.40%
July 2023	54.13%
August 2023	53.54%

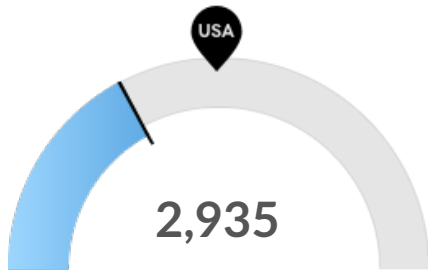
## Unemployment Rate Trends

Vilas County, WI had an August 2023 unemployment rate of 3.70%, decreasing from 3.96% 5 years before.



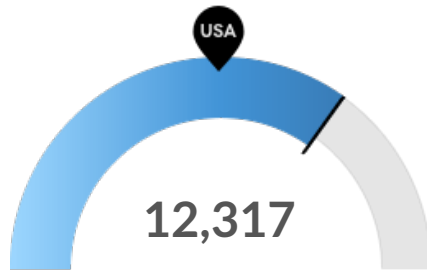
Timeframe	Unemployment Rate
2018	3.96%
2019	4.05%
2020	7.27%
2021	4.81%
2022	3.89%
January - May 2023	4.04%
June 2023	3.67%
July 2023	3.49%
August 2023	3.70%

## Population Characteristics



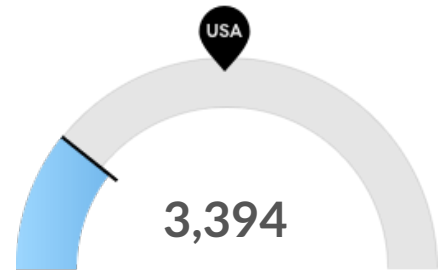
**Millennials**

Vilas County, WI has 2,935 millennials (ages 25-39). The national average for an area this size is 4,832.



**Retiring Soon**

Retirement risk is high in Vilas County, WI. The national average for an area this size is 7,121 people 55 or older, while there are 12,317 here.



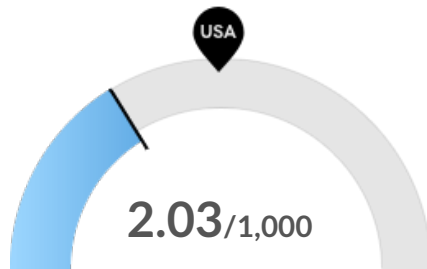
**Racial Diversity**

Racial diversity is low in Vilas County, WI. The national average for an area this size is 9,772 racially diverse people, while there are 3,394 here.



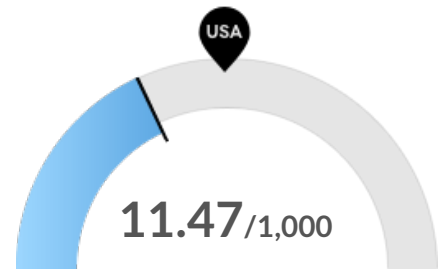
**Veterans**

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



**Violent Crime**

Vilas County, WI has 2.03 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

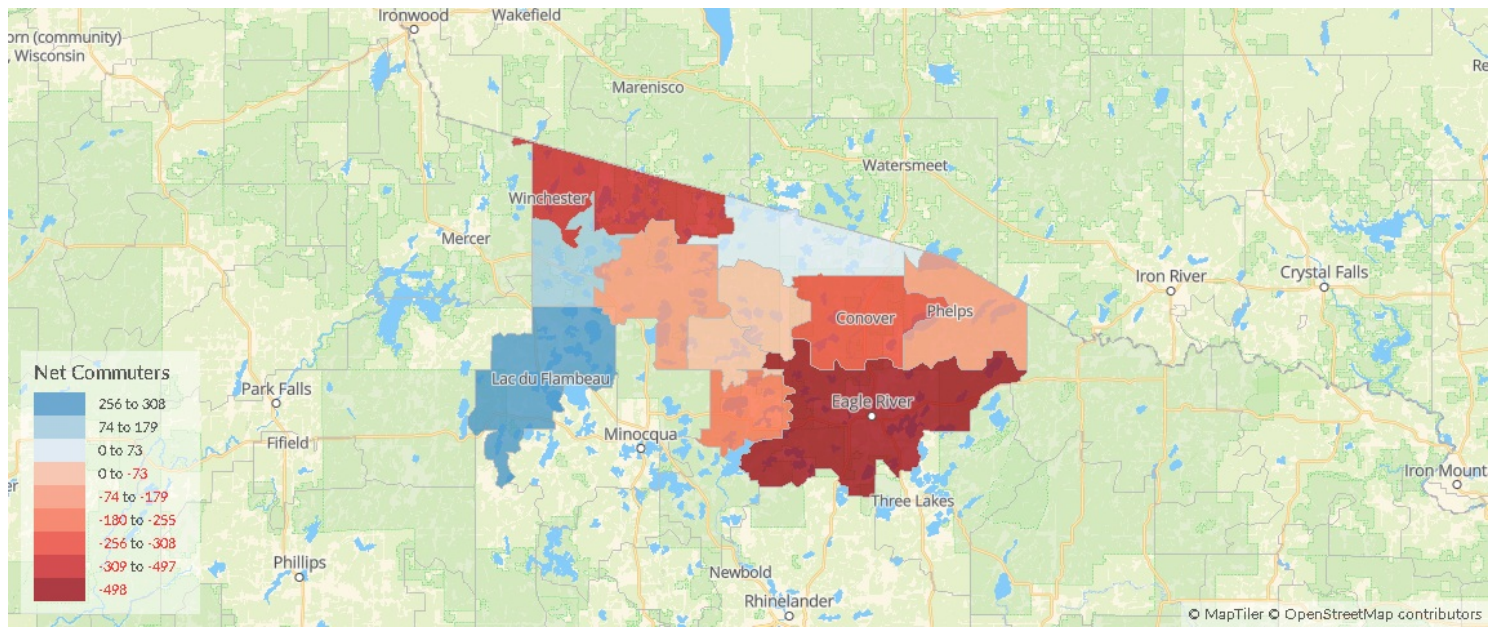


**Property Crime**

Vilas County, WI has 11.47 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

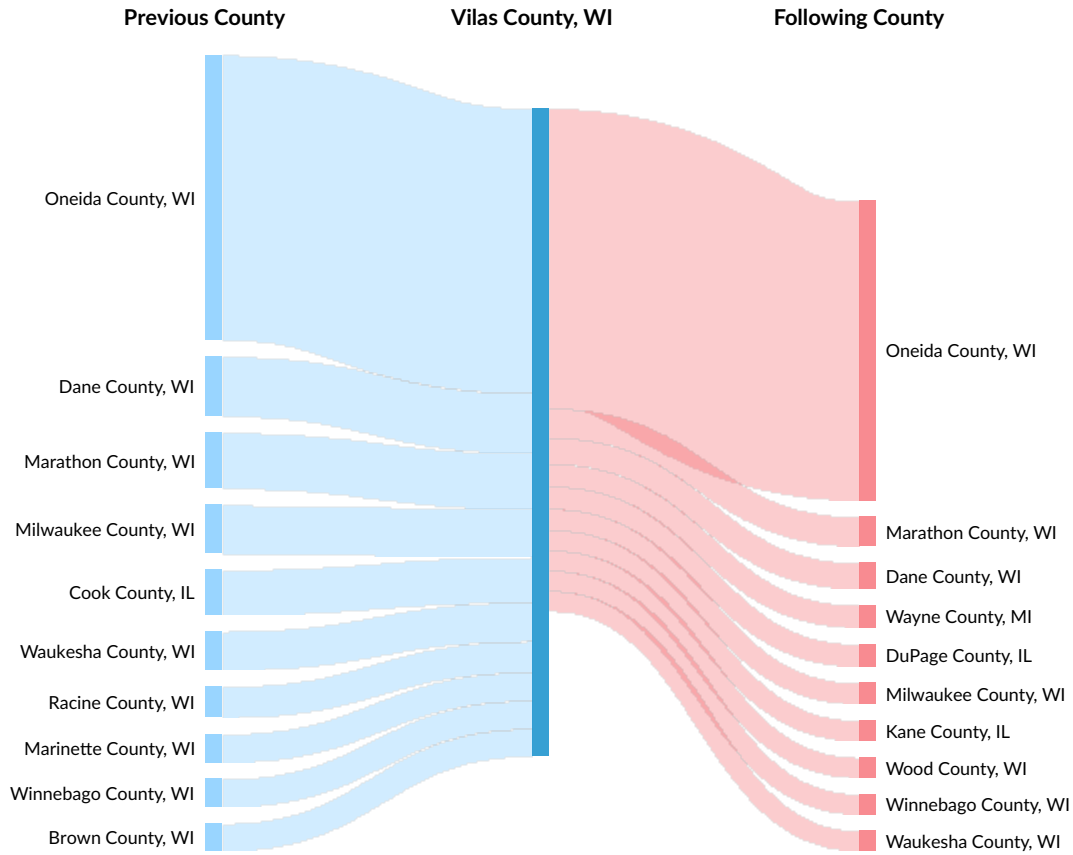
ZIP	Name	2022 Employment
54521	Eagle River, WI (in Vilas ...	4,257
54538	Lac Du Flambeau, WI (i...	1,232
54558	Saint Germain, WI (in Vi...	949
54545	Manitowish Waters, WI...	607
54540	Land O Lakes, WI (in Vil...	579

ZIP	Name	2022 Workers
54521	Eagle River, WI (in Vilas ...	4,755
54558	Saint Germain, WI (in Vi...	1,129
54538	Lac Du Flambeau, WI (i...	965
54519	Conover, WI (in Vilas co...	689
54557	Presque Isle, WI (in Vila...	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 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.



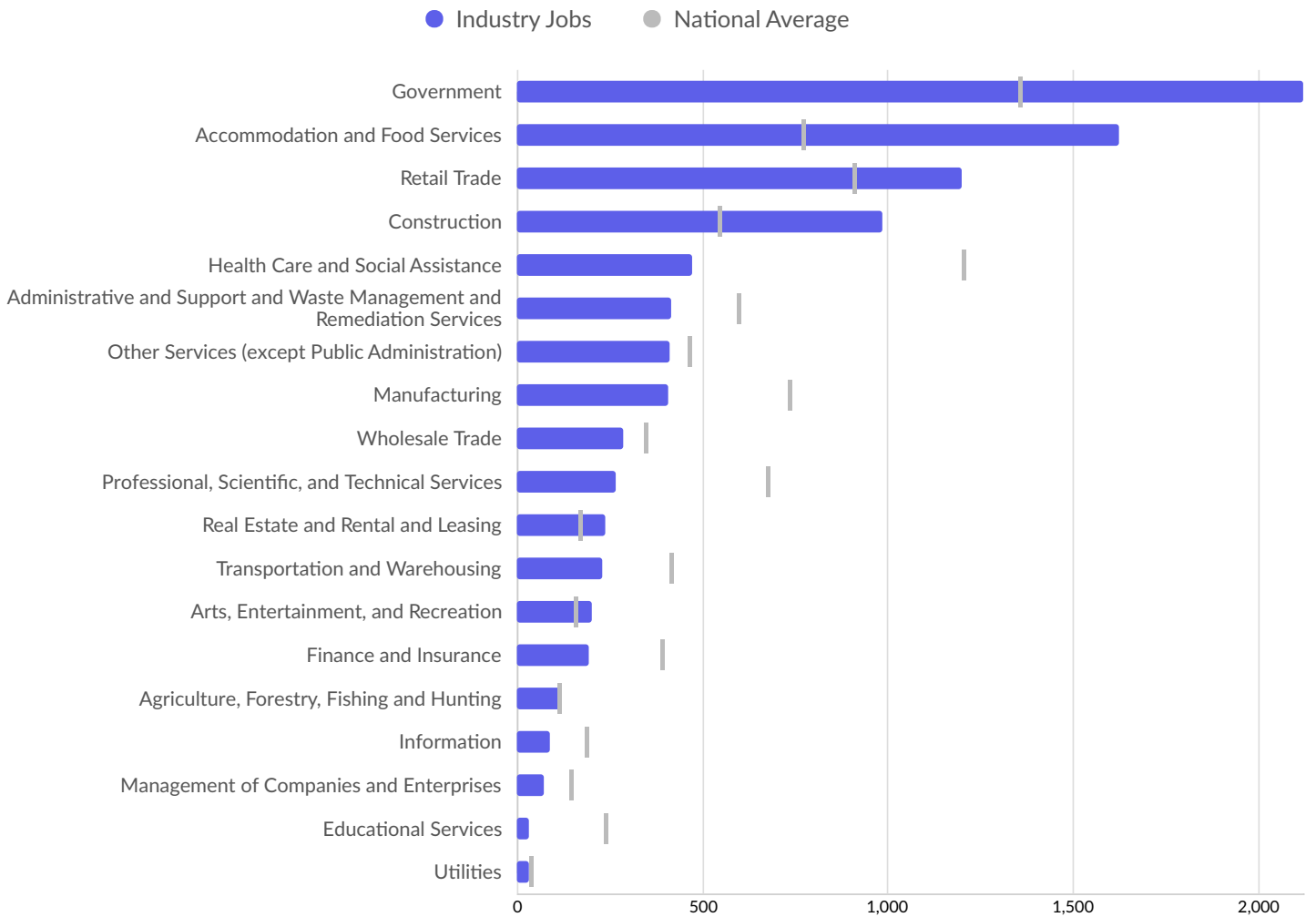
Top Previous Counties	Migrations
Oneida County, WI	327
Dane County, WI	69
Marathon County, WI	64
Milwaukee County, WI	55
Cook County, IL	52
Waukesha County, WI	45



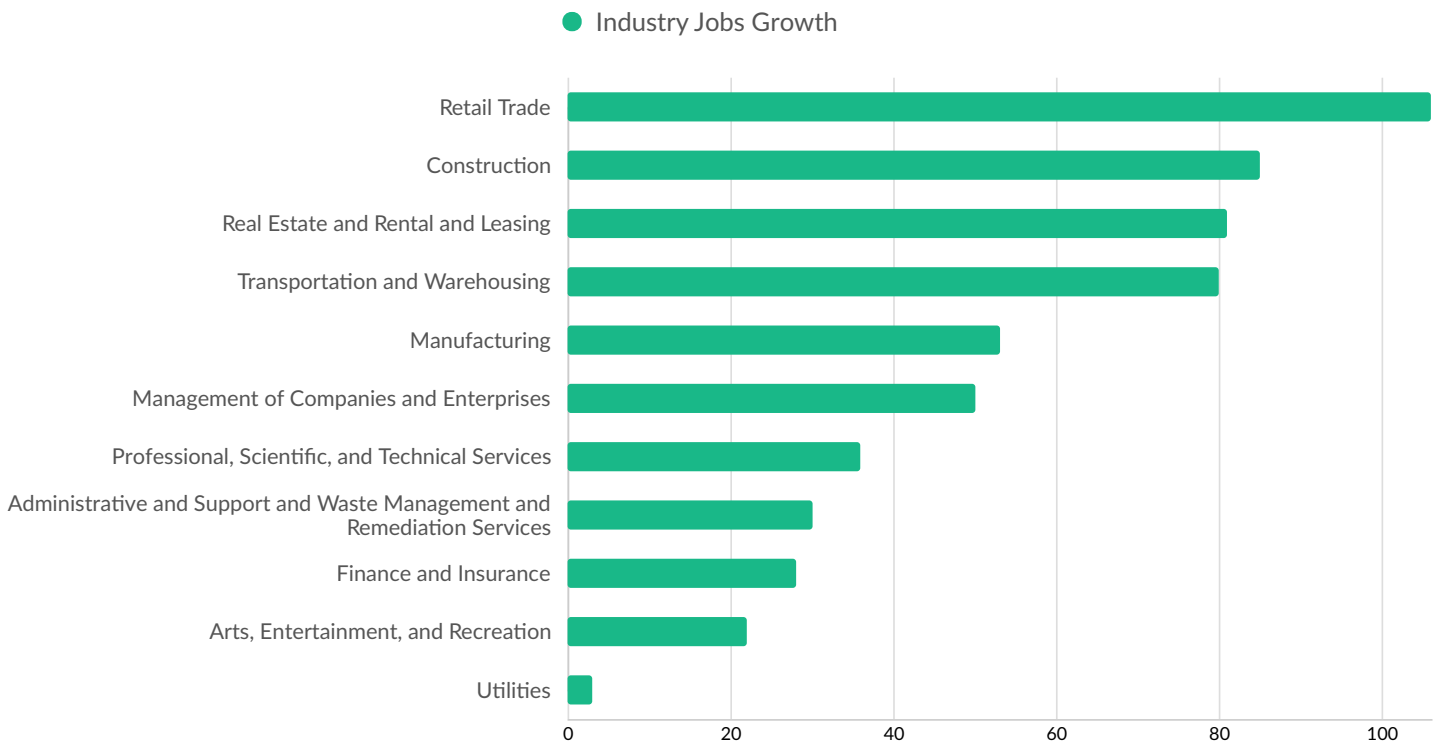
Top Previous Counties	Migrations
Racine County, WI	36
Marinette County, WI	33
Winnebago County, WI	32
Brown County, WI	32
Rock County, WI	31
Sauk County, WI	25
Hennepin County, MN	24
Bingham County, ID	23
Maricopa County, AZ	22
Top Following Counties	Migrations
Oneida County, WI	344
Marathon County,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

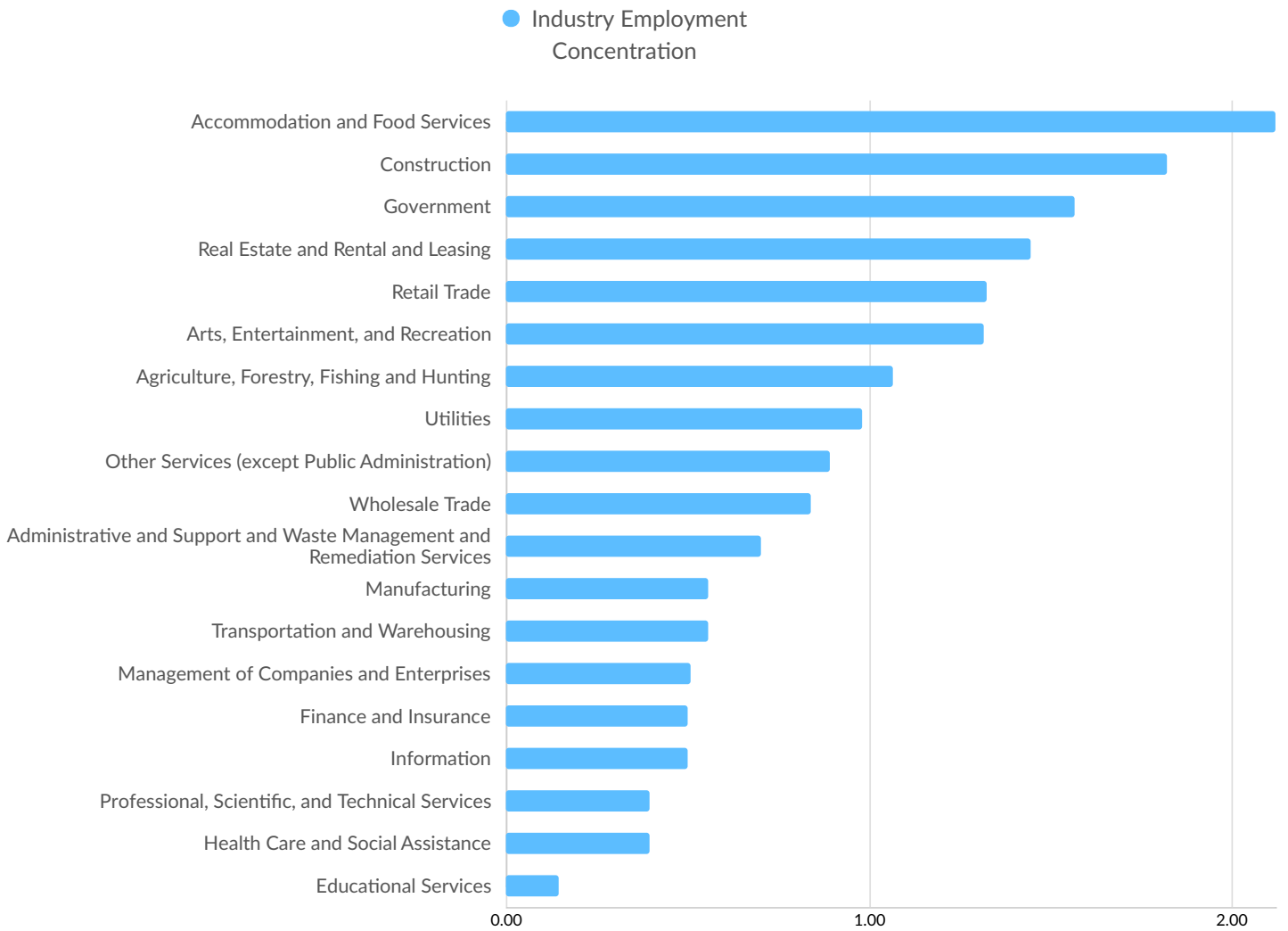
## Largest Industries



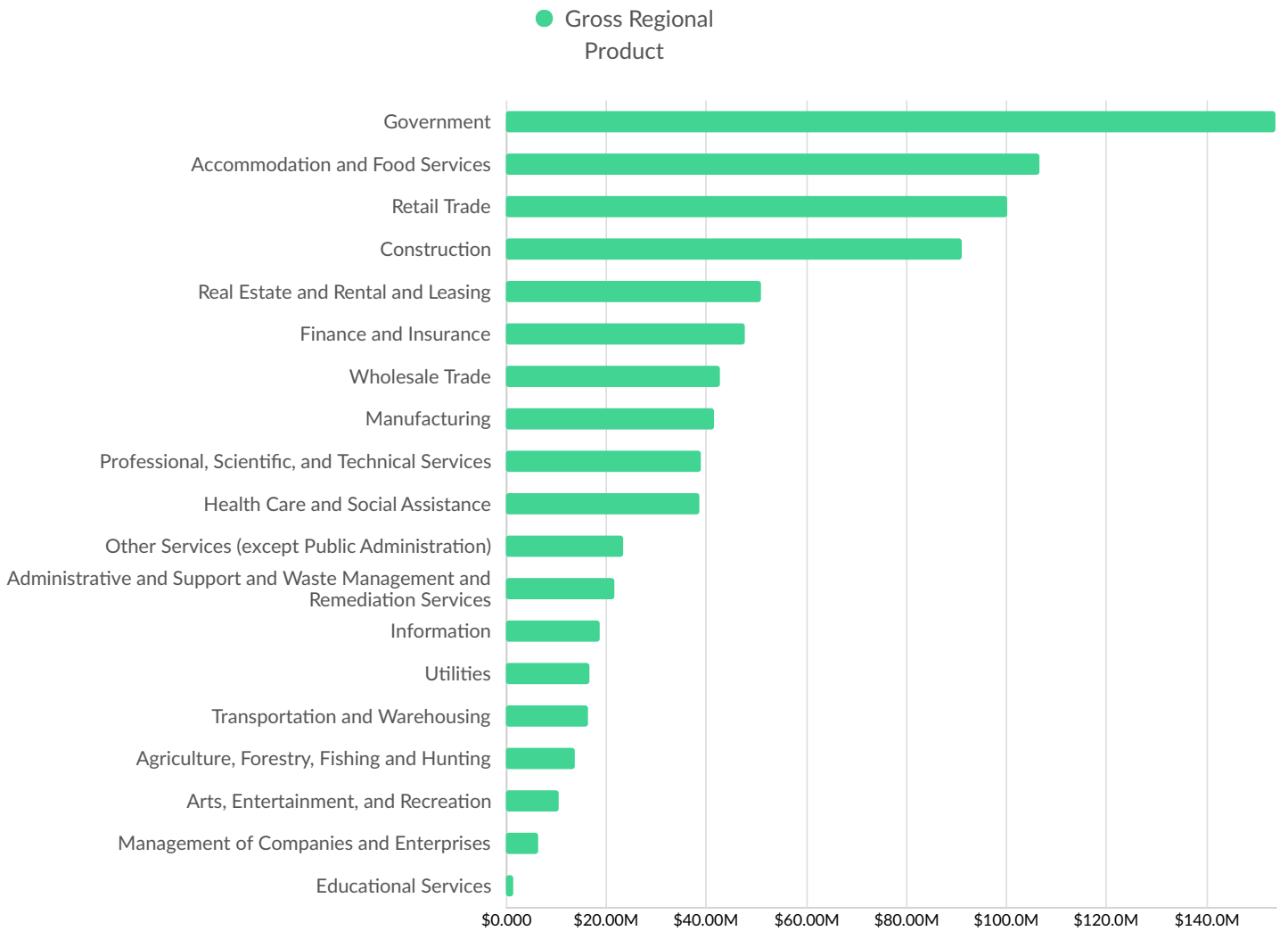
## Top Growing Industries



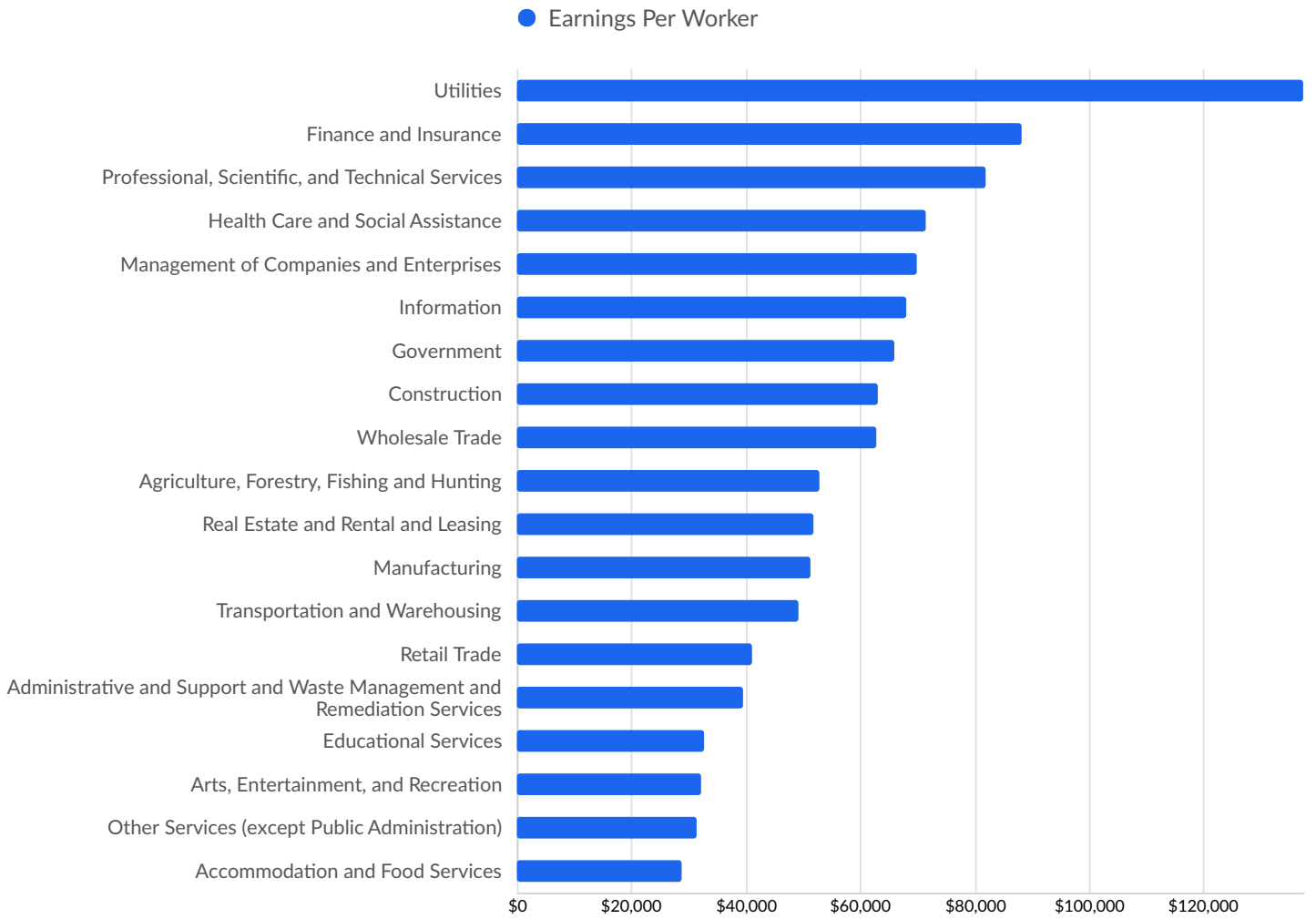
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



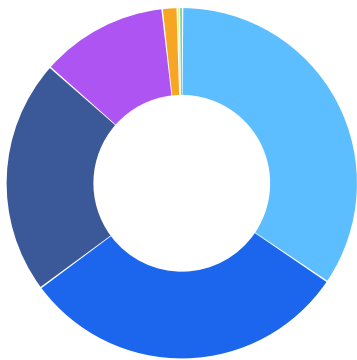
## Business Characteristics

### 2,227 Companies Employ Your Workers

Online profiles for your workers mention 2,227 companies as employers, with the top 10 appearing below. In the last 12 months, 135 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	50 	Aspirus	51 
Marshfield Clinic	39 	Nicolet National Bank	42 
Ministry Health Care	37 	United Way Of Washington Cou...	39 
Lake Of The Torches Resort Casi...	34 	Mastec North America	25 
Vilas County	34 	Republic Services	21 
State of Wisconsin	28 	Kindred Healthcare	20 
Lac Du Flambeau Public School	25 	Compassus	16 
Lac Du Flambeau Band Of Lake ...	24 	Dollar Tree	14 
Eliason Realty Of The North	23 	Walgreens Boots Alliance	14 
Lac Du Flambeau Tribe	23 	Kwik Trip	13 

## Business Size



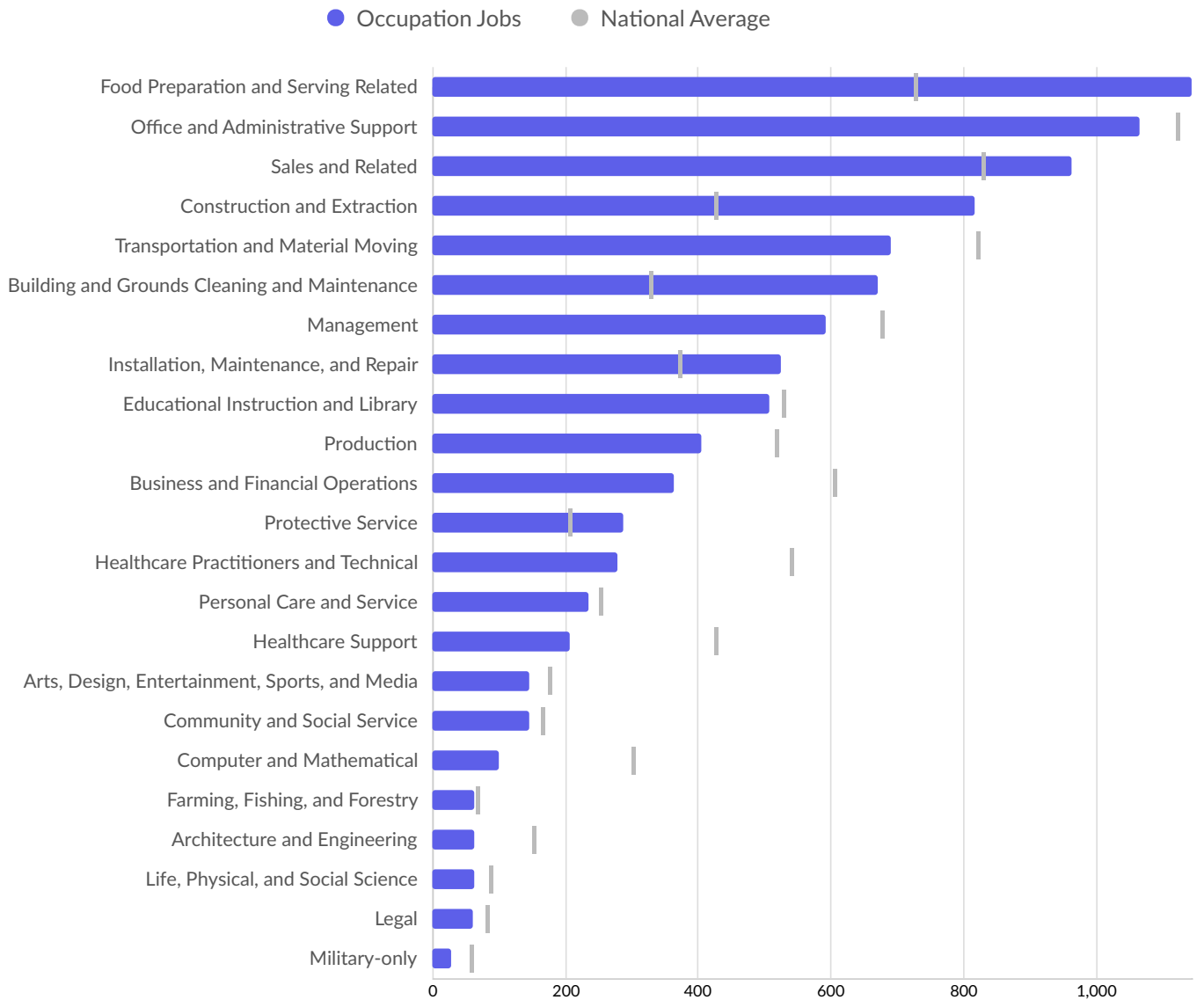
	Percentage	Business Count
1 to 4 employees	34.4%	499
5 to 9 employees	30.4%	441
10 to 19 employees	21.6%	314
20 to 49 employees	11.7%	170
50 to 99 employees	1.4%	20
100 to 249 employees	0.2%	3
500+ employees	0.3%	4

\*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.

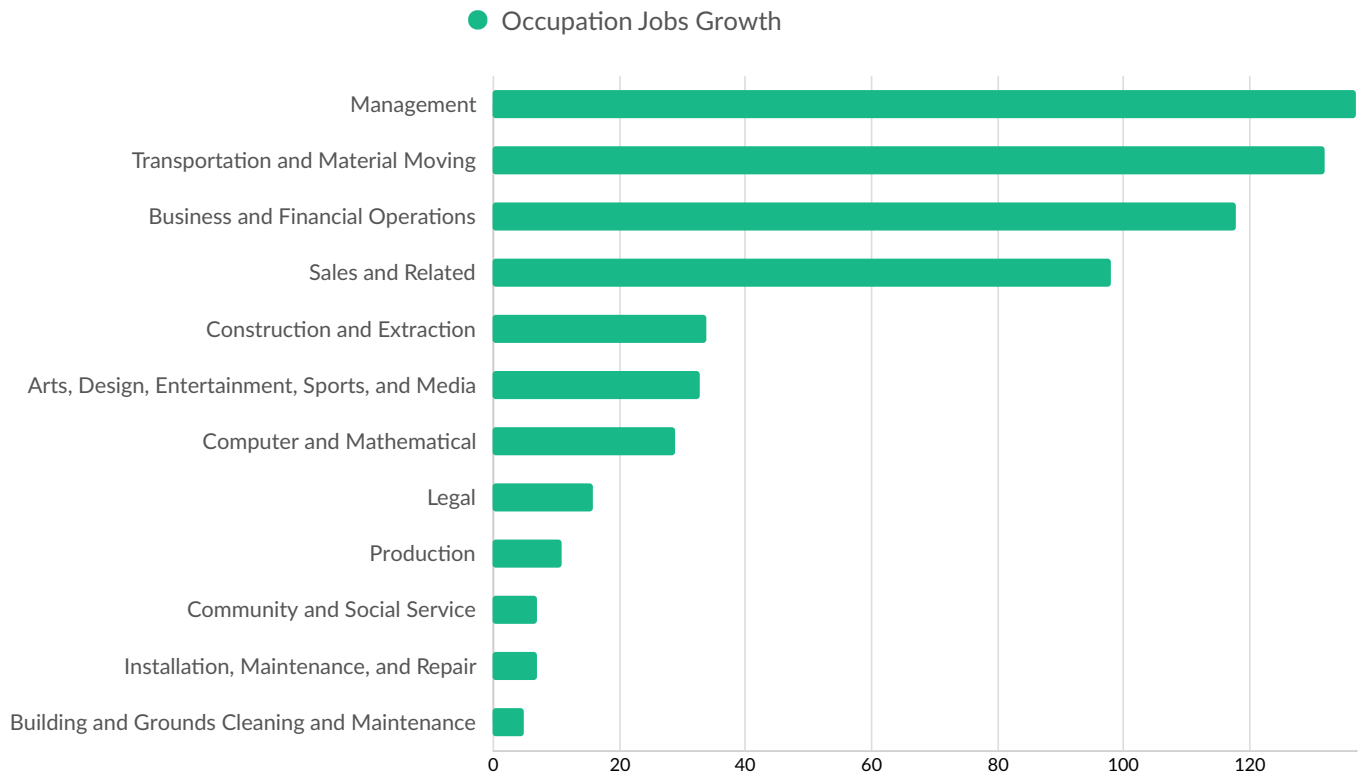


# Workforce Characteristics

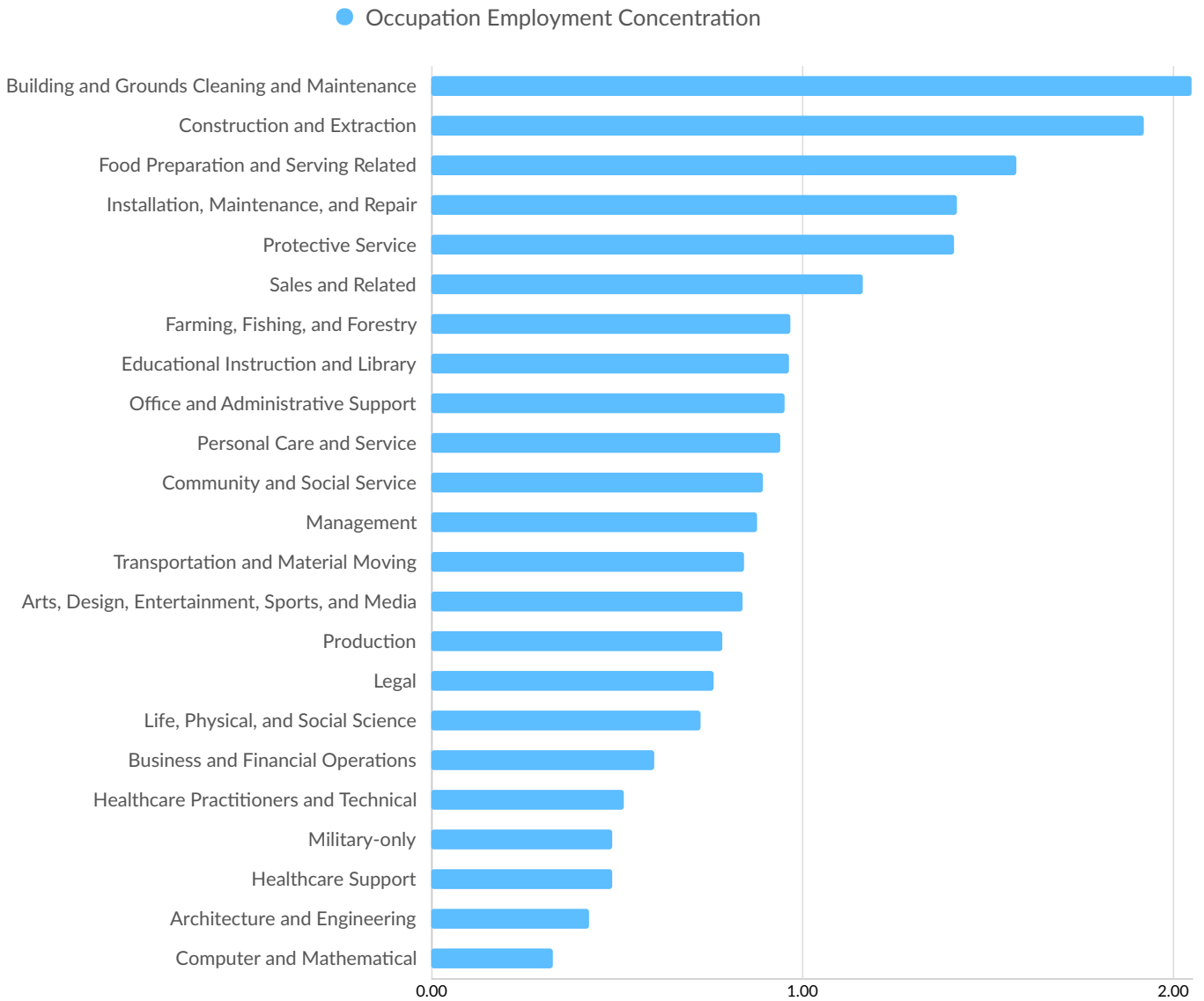
## Largest Occupations



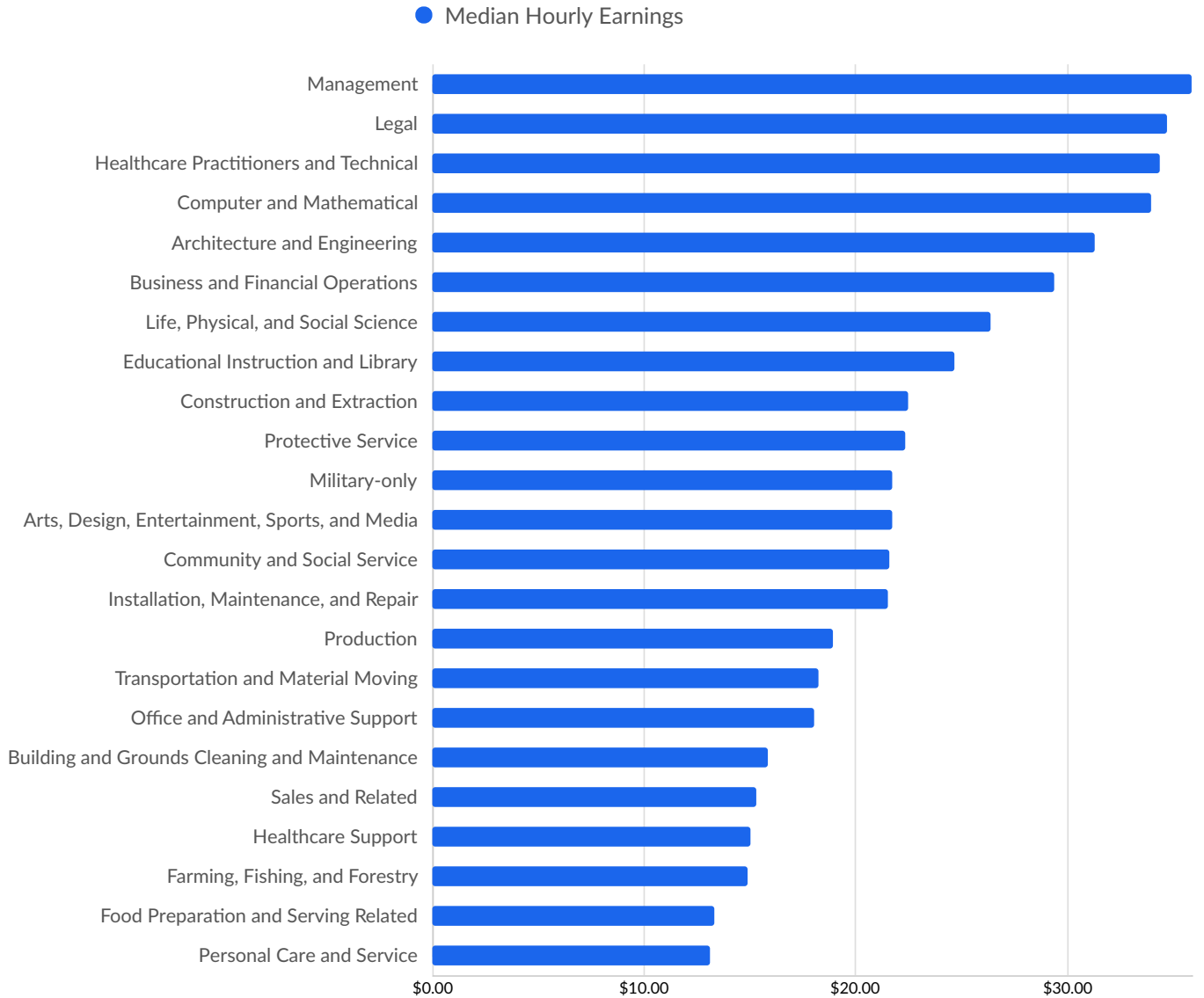
## Top Growing Occupations



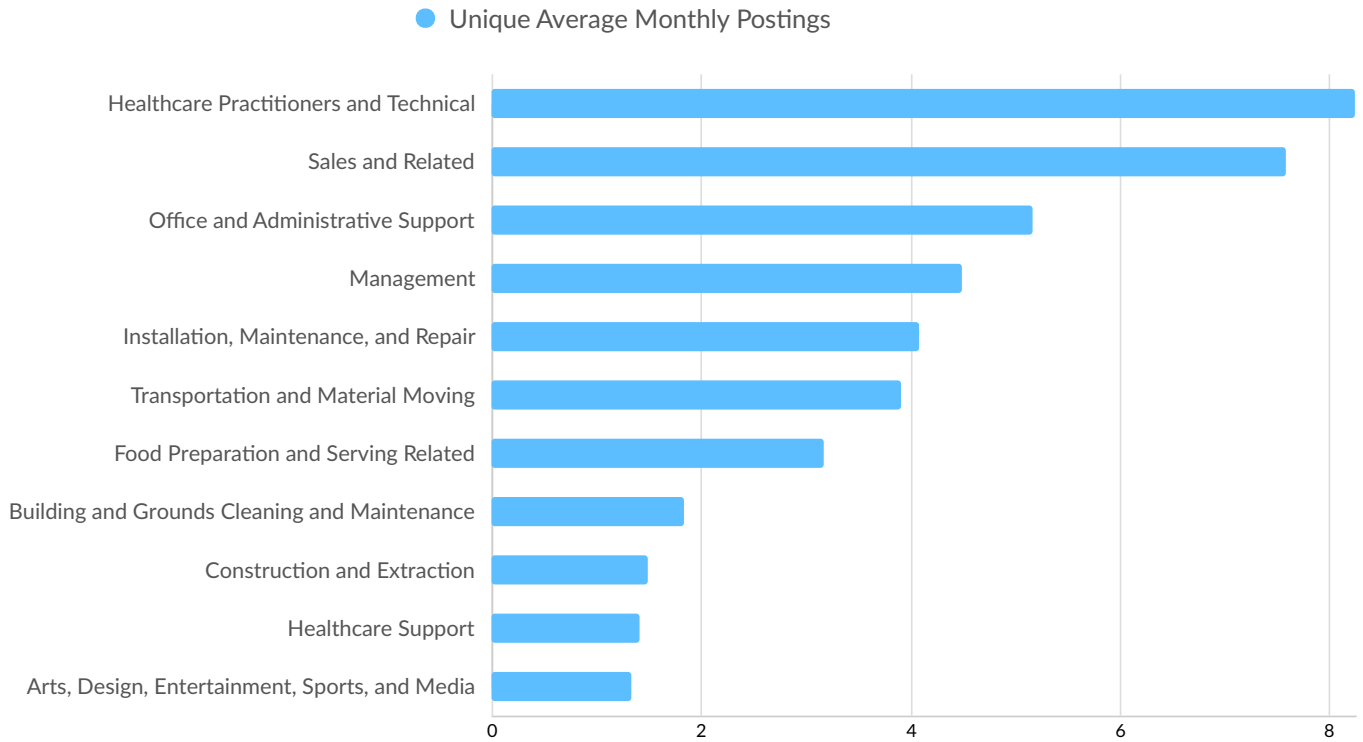
## Top Occupation Employment Concentration



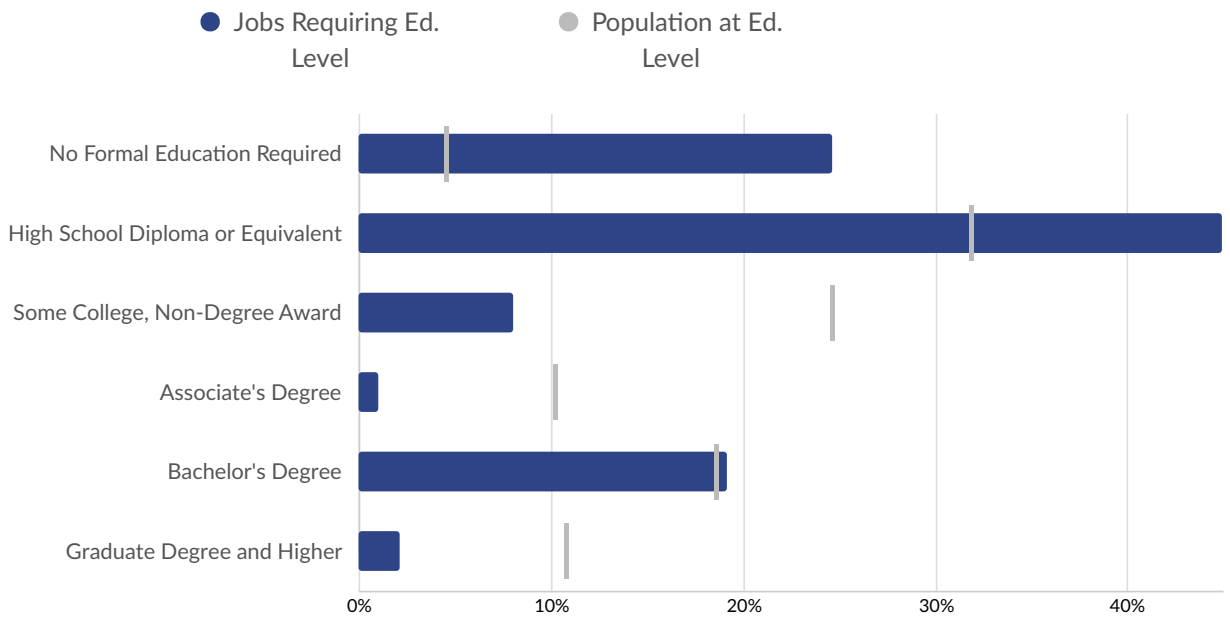
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

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

# In-Demand Skills

