



Vilas County, WI

North Central Wisconsin Regional Planning Commission



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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

24,451

Population (2023)

Population **grew by 2,502** over the last 5 years and is projected to **grow by 2,909** over the next 5 years.

9,575

Total Regional Employment

Jobs **grew by 78** over the last 5 years and are projected to **grow by 270** 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 2023 the region's population **increased by 11.4%** since 2018, growing by 2,502. Population is expected to **increase by 11.9%** between 2023 and 2028, adding 2,909.
- From 2018 to 2023, jobs **increased by 0.8%** in Vilas County, WI from 9,497 to **9,575**. This change **fell short of the national growth rate of 3.6% by 2.8%**. As the number of jobs increased, the **labor force participation rate decreased from 54.8% to 49.9% between 2018 and 2023**.
- Concerning educational attainment, **18.7% of Vilas County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **10.3% hold an Associate's Degree** (1.4% above the national average).
- The top three industries in 2023 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

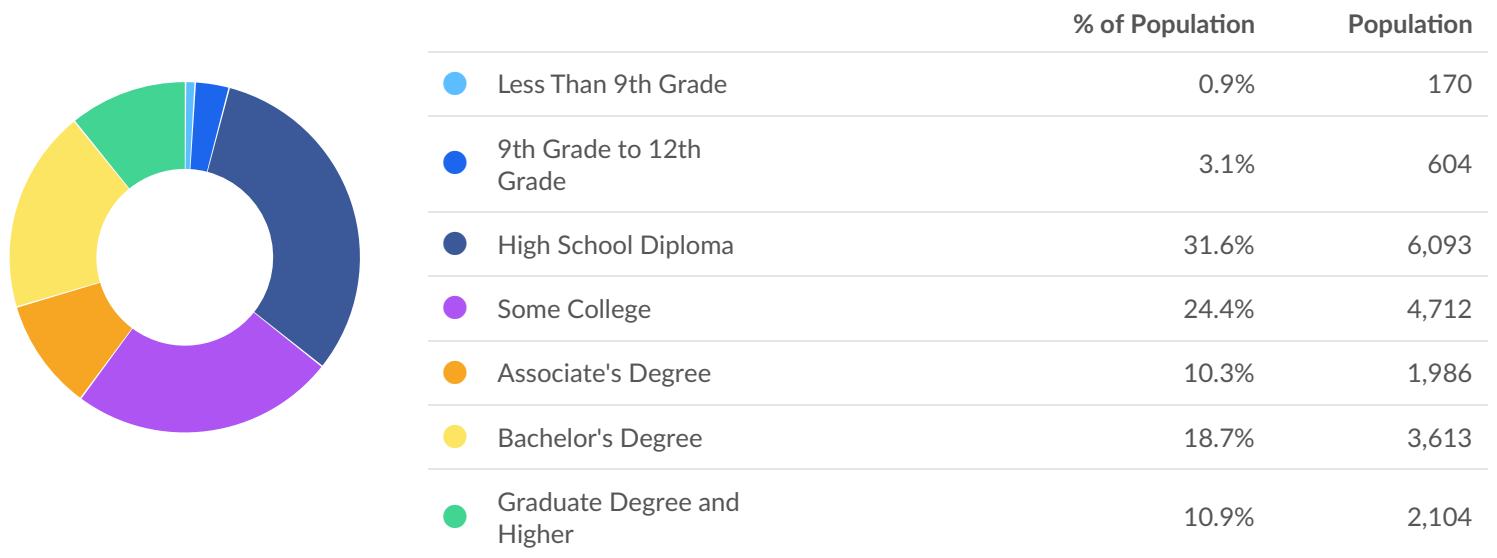
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	24,451	10,364	9,575	102.8	\$977.03M	\$1.59B	\$1.05B
NCWRPC	453,889	223,288	224,196	99.4	\$25.72B	\$33.89B	\$32.19B
Wisconsin	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



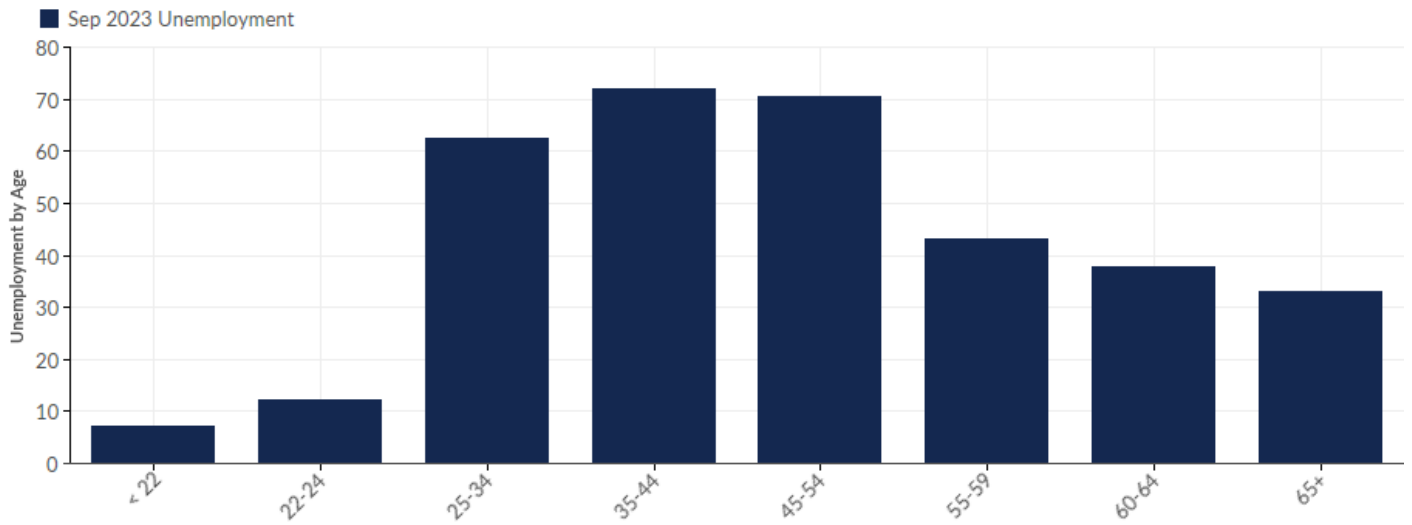
Educational Attainment

Concerning educational attainment, **18.7% of Vilas County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **10.3% hold an Associate's Degree** (1.4% above the national average).



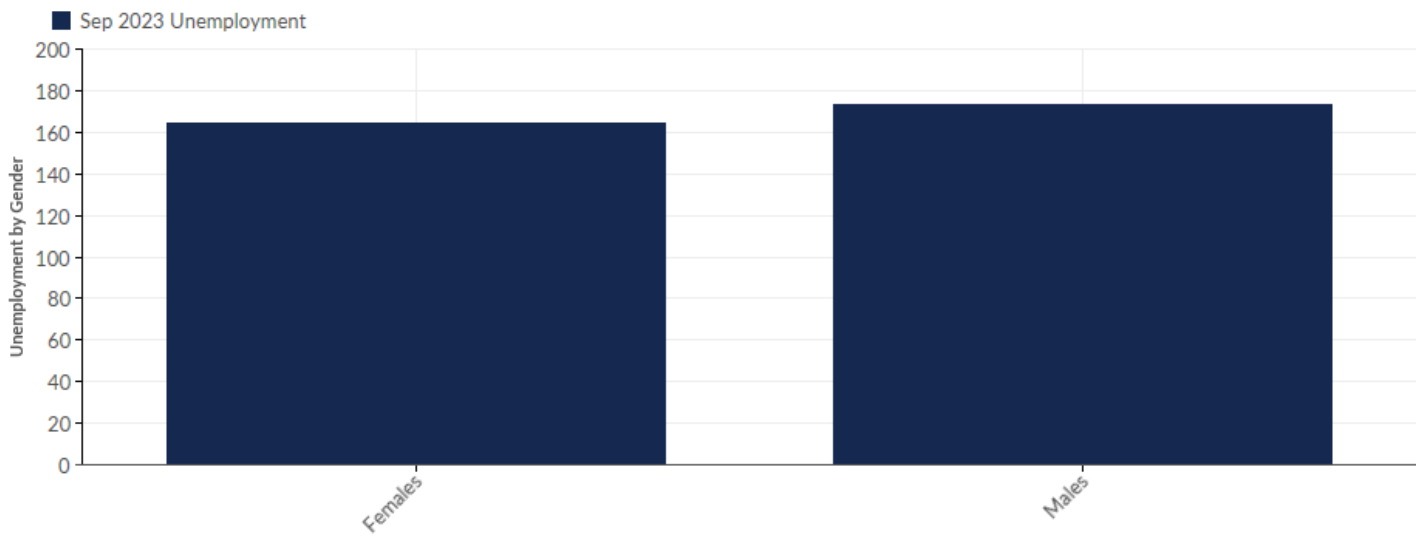
Unemployment by Demographics

Unemployment by Age



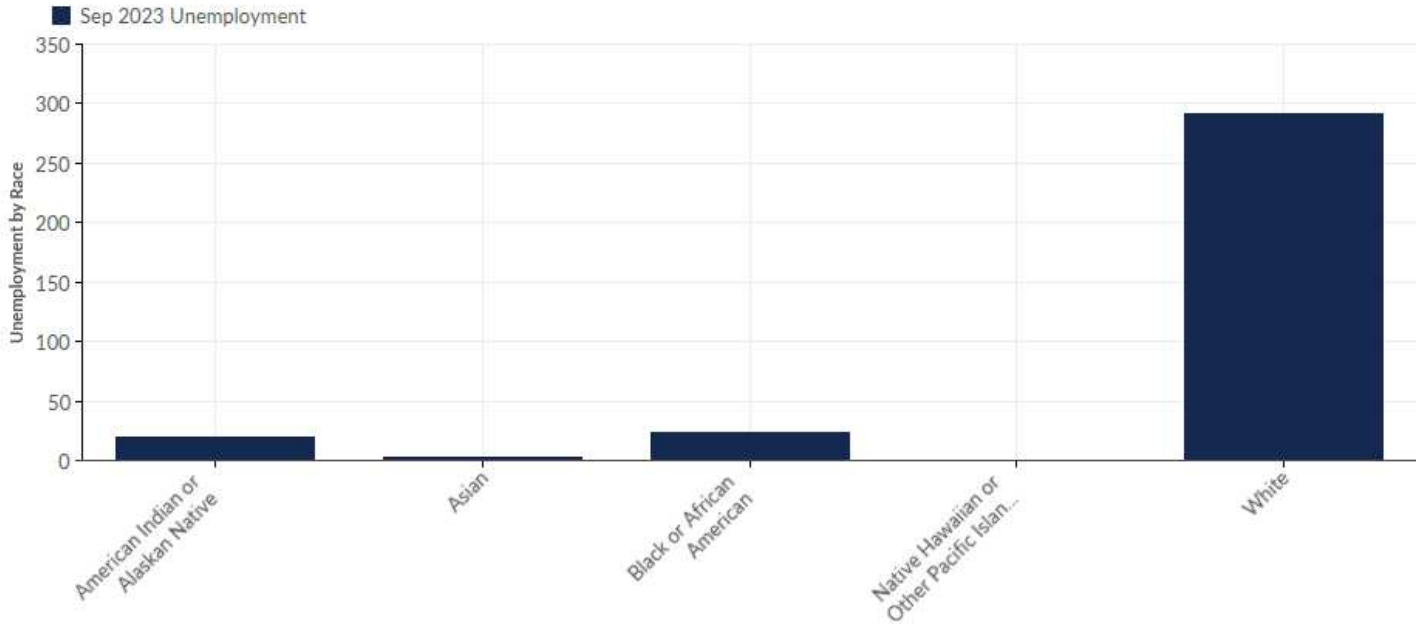
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	7	2.07%
22-24	12	3.55%
25-34	62	18.34%
35-44	72	21.30%
45-54	71	21.01%
55-59	43	12.72%
60-64	38	11.24%
65+	33	9.76%
Total	338	100.00%

Unemployment by Gender



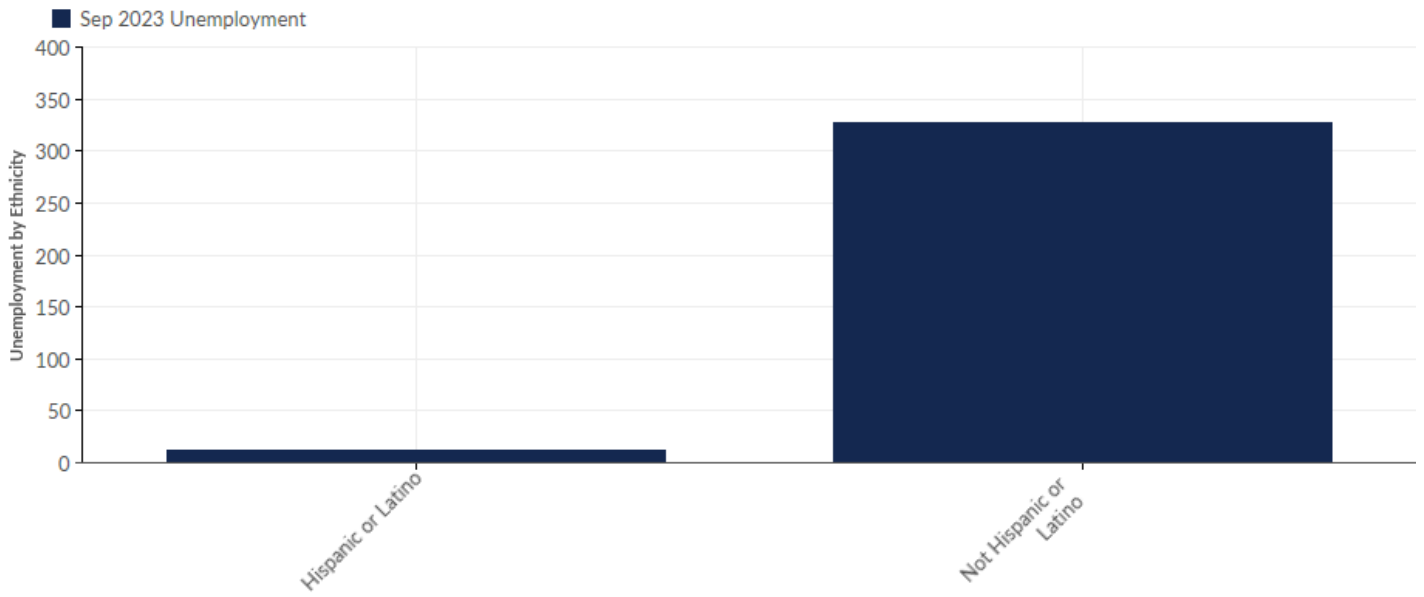
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	164	48.52%
Males	174	51.48%
Total	338	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	20	5.92%
Asian	2	0.59%
Black or African American	24	7.10%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	292	86.39%
Total	338	100.00%

Unemployment by Ethnicity

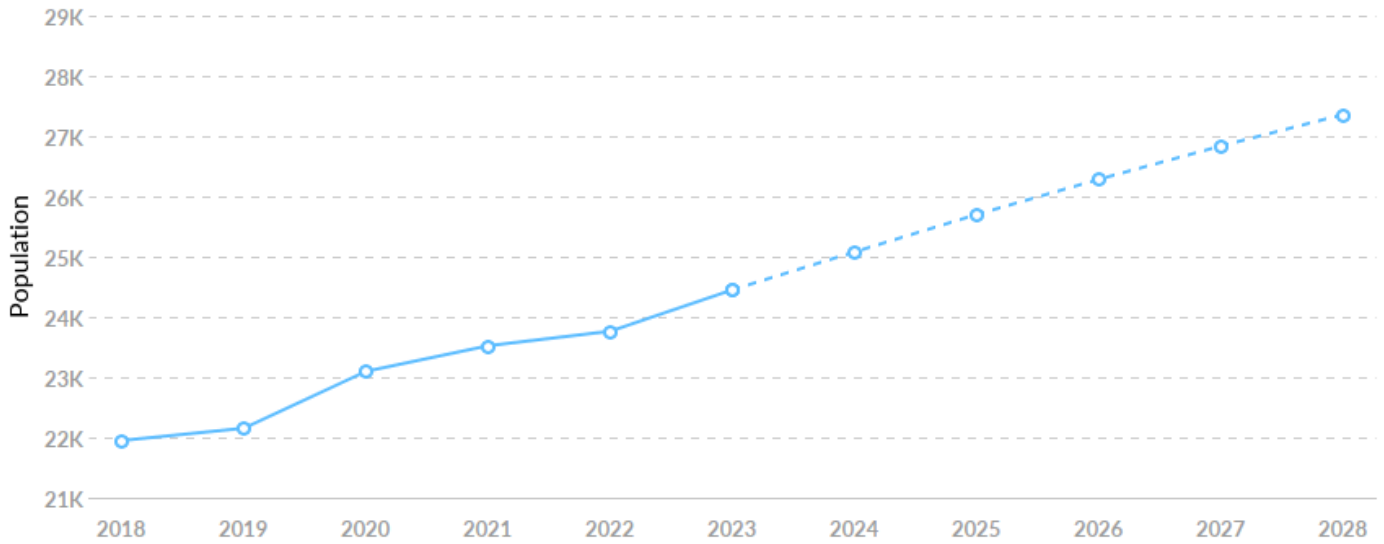


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	11	3.25%
Not Hispanic or Latino	327	96.75%
Total	338	100.00%

Historic & Projected Trends

Population Trends

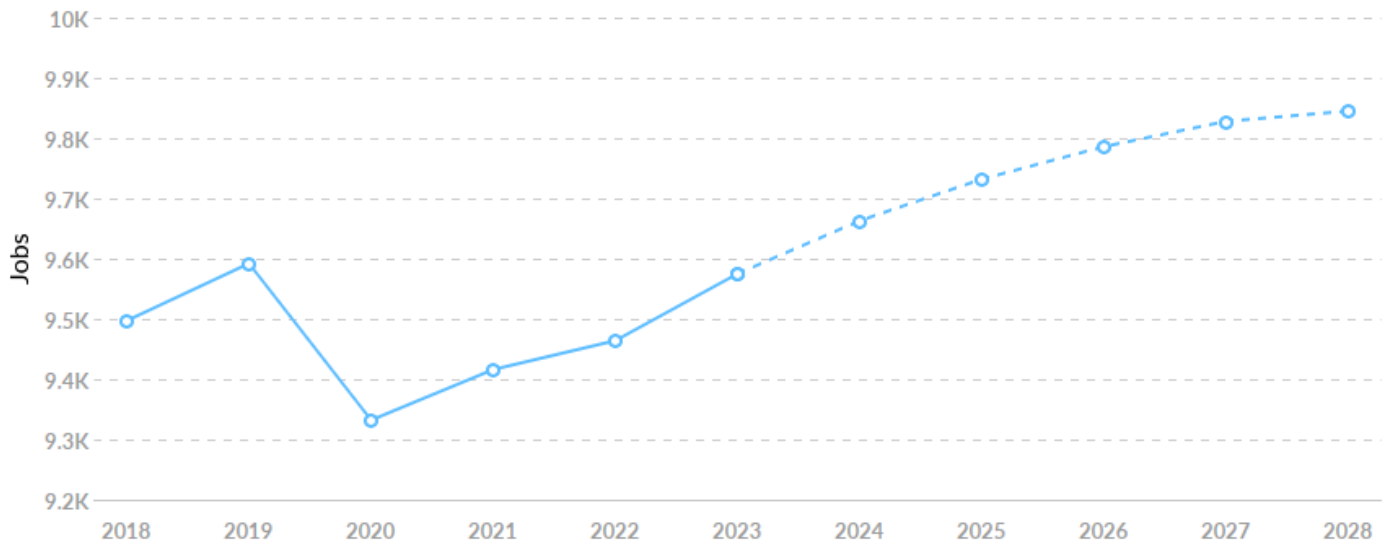
As of 2023 the region's population **increased by 11.4%** since 2018, growing by 2,502. Population is expected to **increase by 11.9%** between 2023 and 2028, adding 2,909.



Timeframe	Population
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
2028	27,360

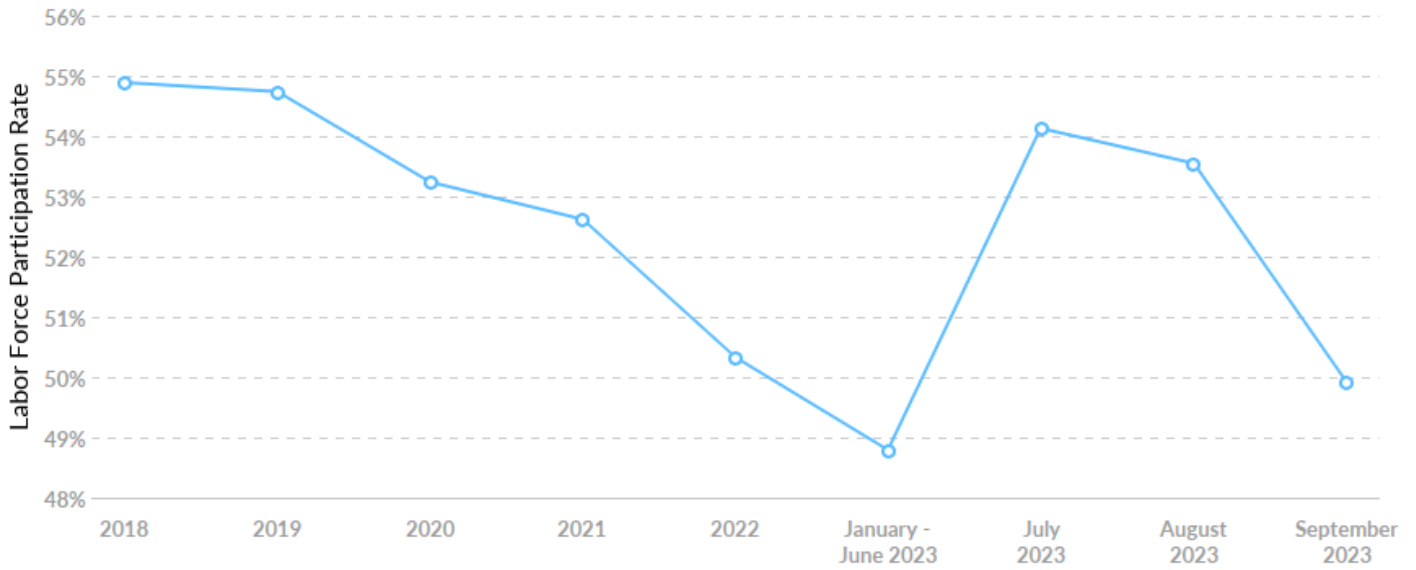
Job Trends

From 2018 to 2023, jobs increased by 0.8% in Vilas County, WI from 9,497 to 9,575. This change fell short of the national growth rate of 3.6% by 2.8%.



Timeframe	Jobs
2018	9,497
2019	9,592
2020	9,332
2021	9,416
2022	9,464
2023	9,575
2024	9,663
2025	9,732
2026	9,786
2027	9,828
2028	9,845

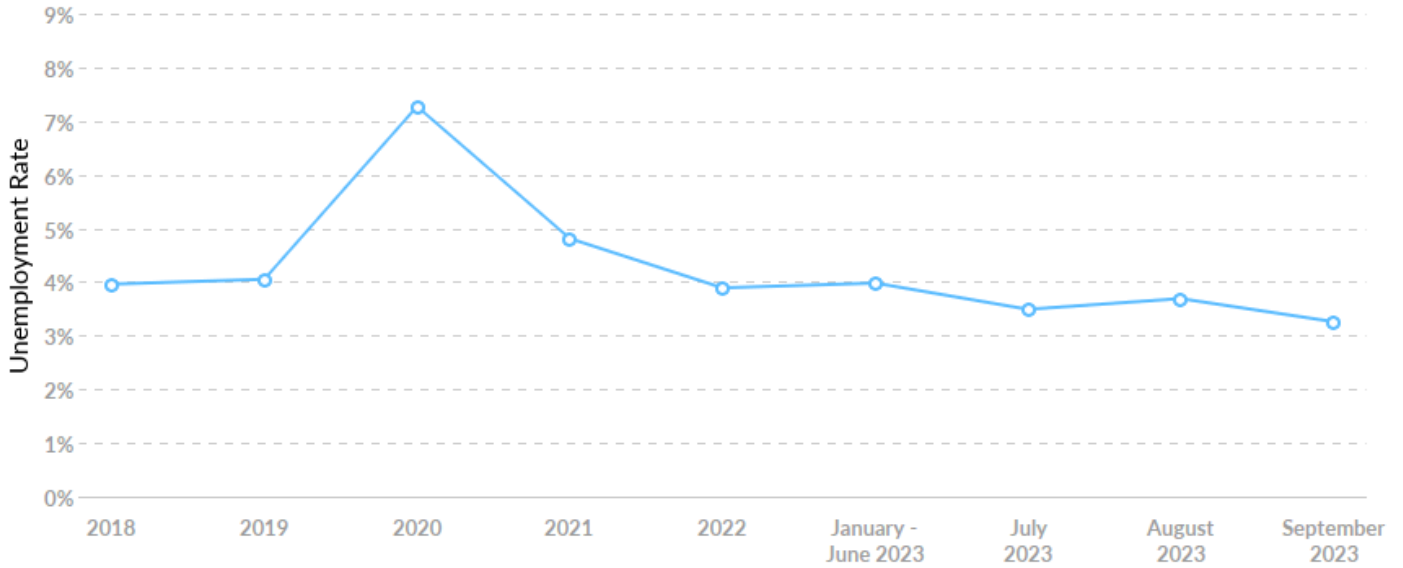
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	54.89%
2019	54.74%
2020	53.24%
2021	52.62%
2022	50.33%
January - June 2023	48.79%
July 2023	54.13%
August 2023	53.55%
September 2023	49.92%

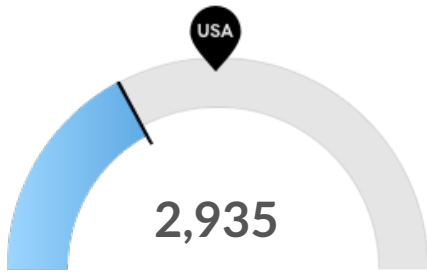
Unemployment Rate Trends

Vilas County, WI had a September 2023 unemployment rate of 3.26%, **decreasing from 3.96%** 5 years before.



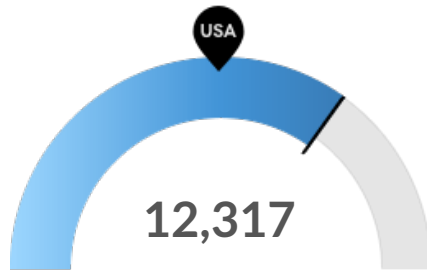
Timeframe	Unemployment Rate
2018	3.96%
2019	4.05%
2020	7.27%
2021	4.81%
2022	3.89%
January - June 2023	3.98%
July 2023	3.49%
August 2023	3.69%
September 2023	3.26%

Population Characteristics



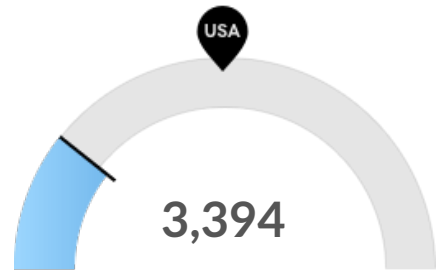
Millennials

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.



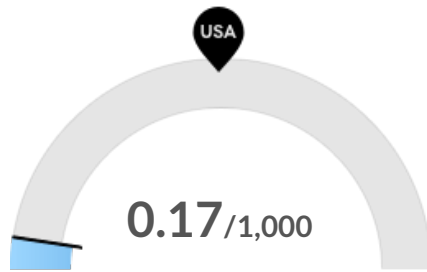
Racial Diversity

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.



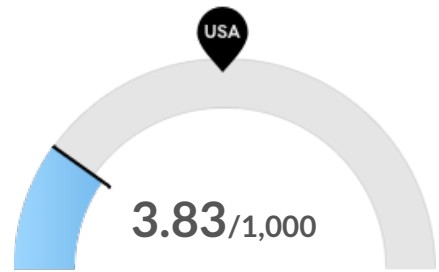
Veterans

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



Violent Crime

Vilas County, WI has 0.17 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

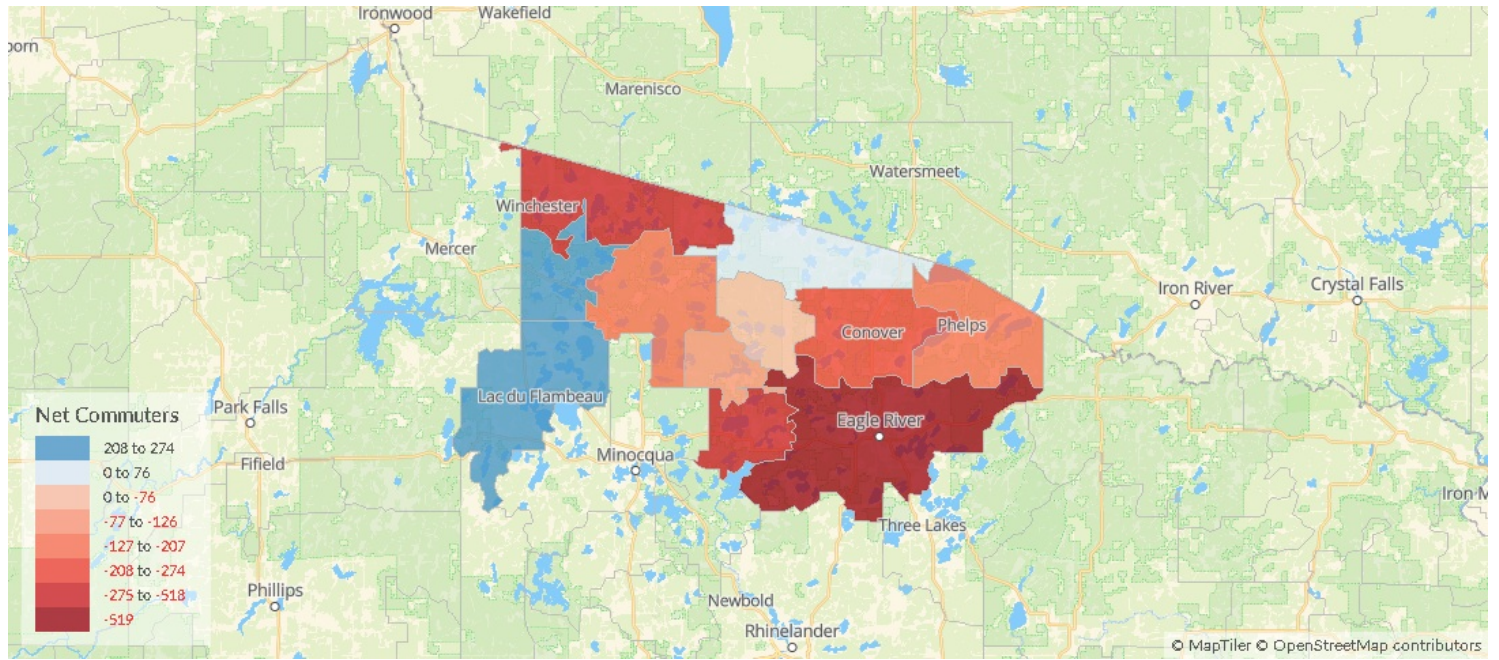


Property Crime

Vilas County, WI has 3.83 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
54521	Eagle River, WI (in Vilas ...	4,357
54538	Lac Du Flambeau, WI (i...	1,239
54558	Saint Germain, WI (in Vi...	942
54545	Manitowish Waters, WI...	674
54540	Land O Lakes, WI (in Vil...	580

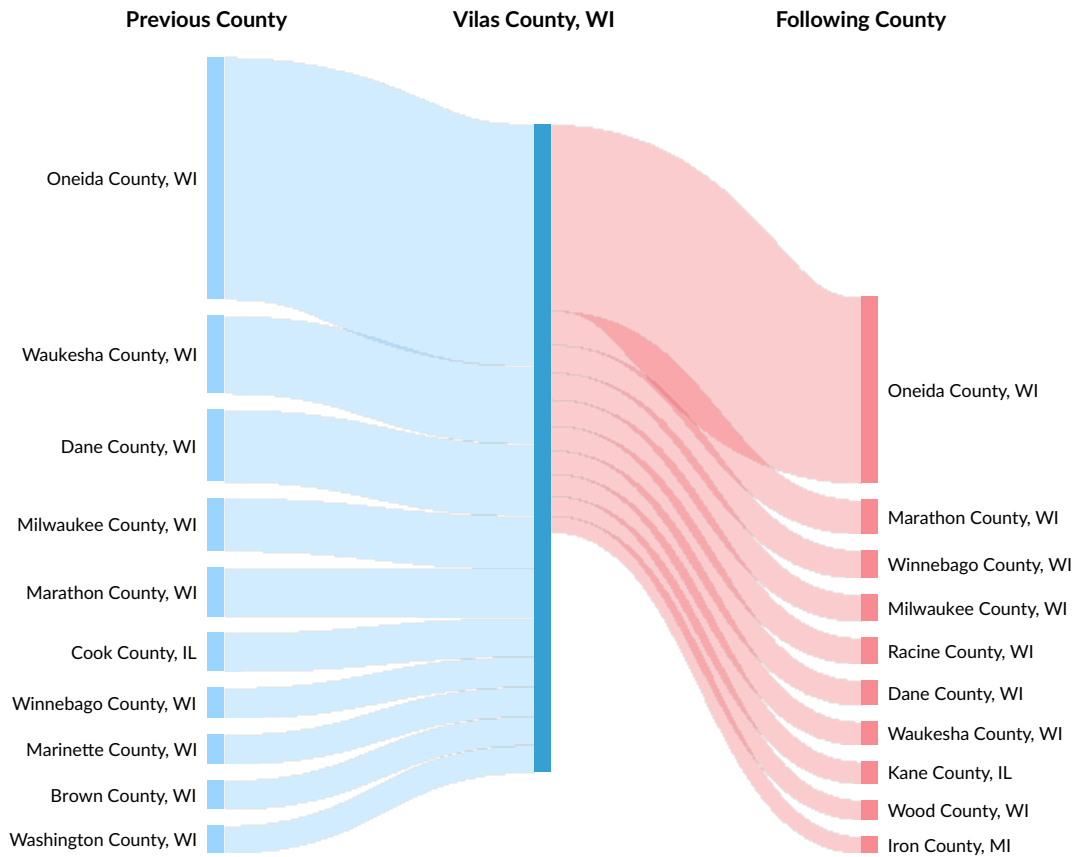
Where Talent Lives

ZIP	Name	2023 Workers
54521	Eagle River, WI (in Vilas ...	4,876
54558	Saint Germain, WI (in Vi...	1,230
54538	Lac Du Flambeau, WI (i...	995
54519	Conover, WI (in Vilas co...	613
54557	Presque Isle, WI (in Vila...	567

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 2021, **292** people have migrated from Oneida County, WI to Vilas County, WI. In the same year, **225** people left Vilas County, WI migrating to Oneida County, WI. The total Net Migration for Vilas County, WI in 2021 was **505**.

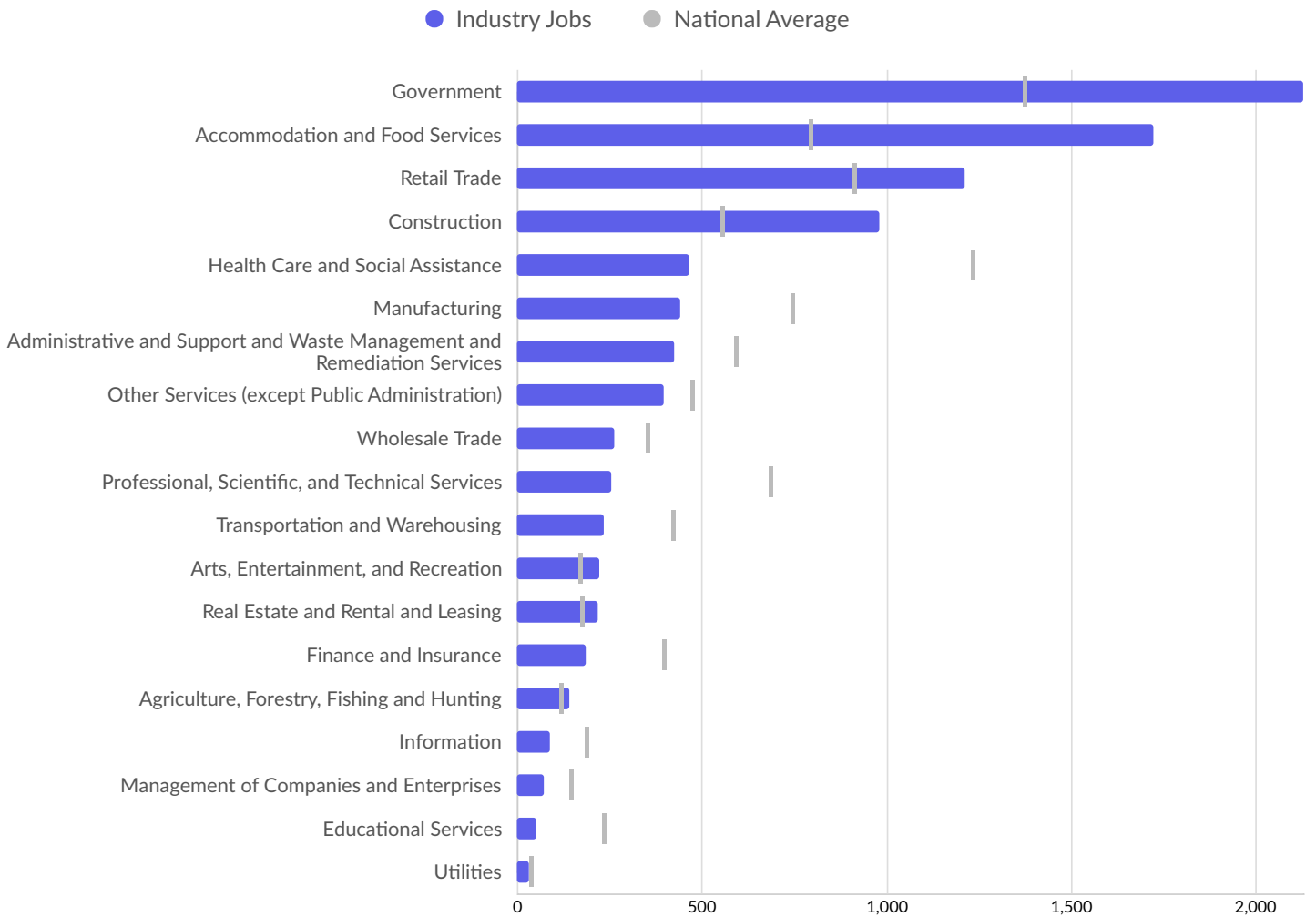


Top Previous Counties	Migrations
Oneida County, WI	292
Waukesha County, WI	94
Dane County, WI	87
Milwaukee County, WI	64
Marathon County, WI	59
Cook County, IL	46

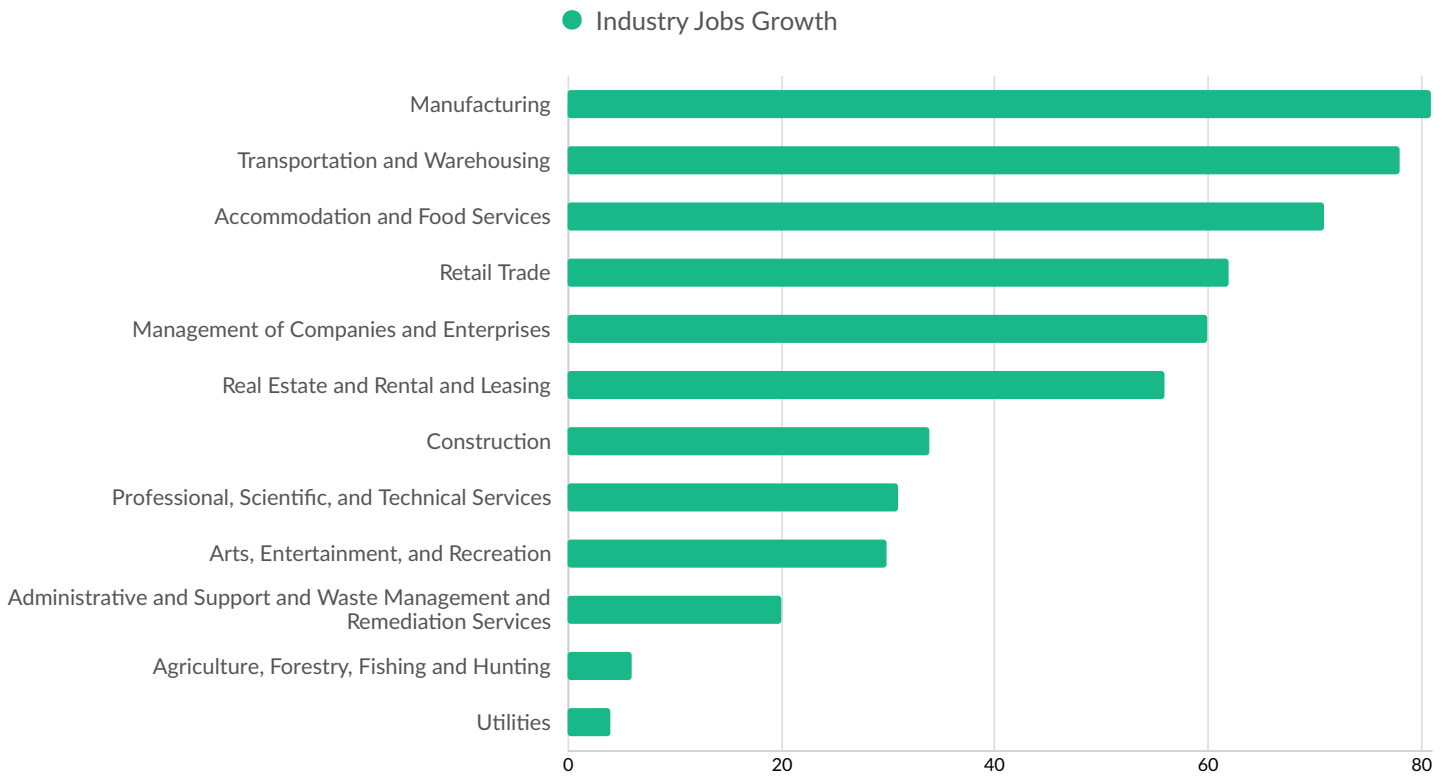
Top Previous Counties	Migrations
Winnebago County, WI	36
Marinette County, WI	36
Brown County, WI	35
Washington County, WI	33
Bingham County, ID	31
Winnebago County, IL	28
Rock County, WI	26
Langlade County, WI	26
Sauk County, WI	23
Top Following Counties	Migrations
Oneida County, WI	225
Marathon County, WI	41
Winnebago County, WI	34
Milwaukee County, WI	32
Racine County, WI	32
Dane County, WI	30
Waukesha County, WI	28
Kane County, IL	27
Wood County, WI	24
Iron County, MI	20
Portage County, WI	19
Spokane County, WA	19
Lincoln County, WI	19
Gogebic County, MI	19
DuPage County, IL	17

Industry Characteristics

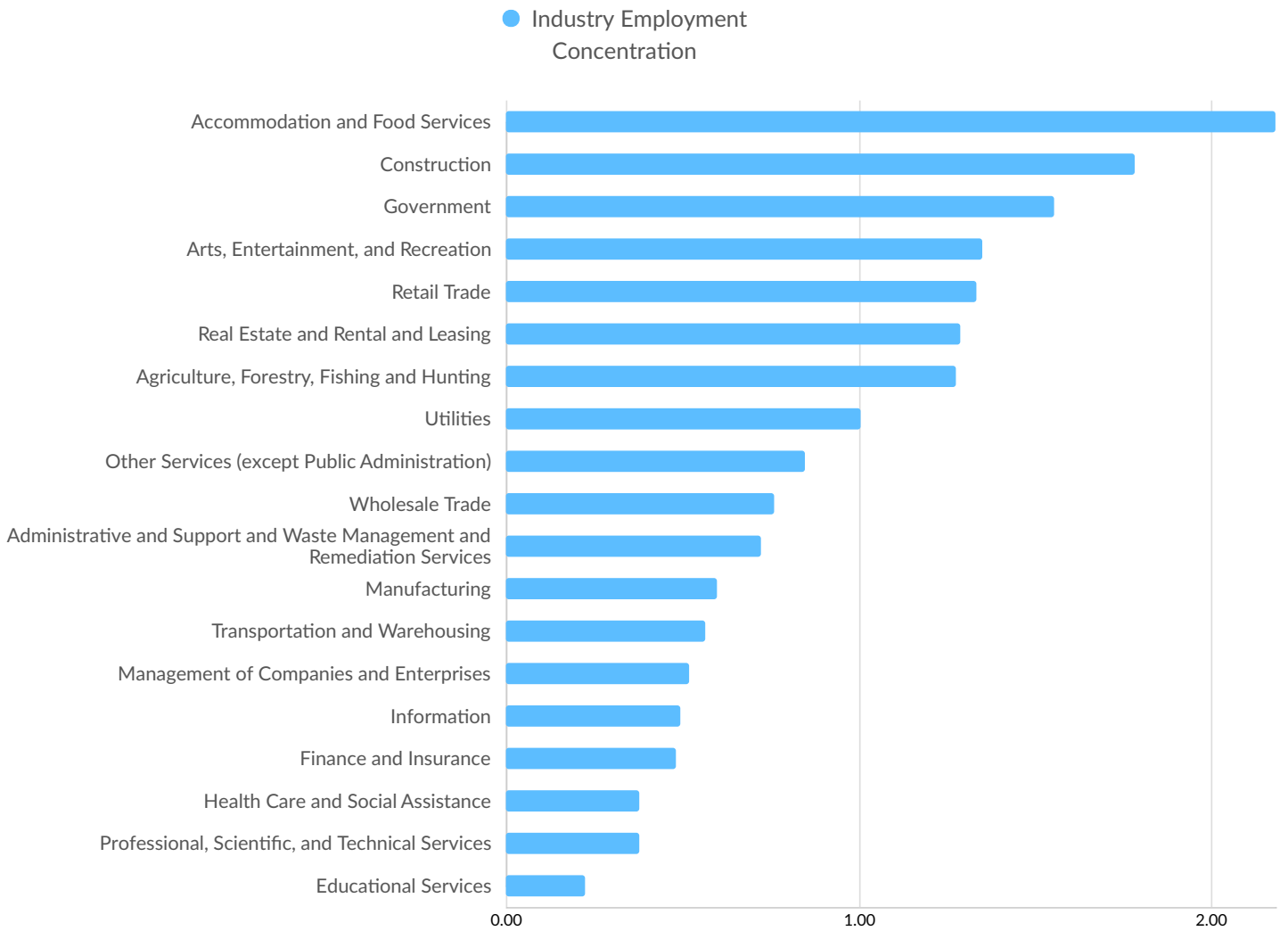
Largest Industries



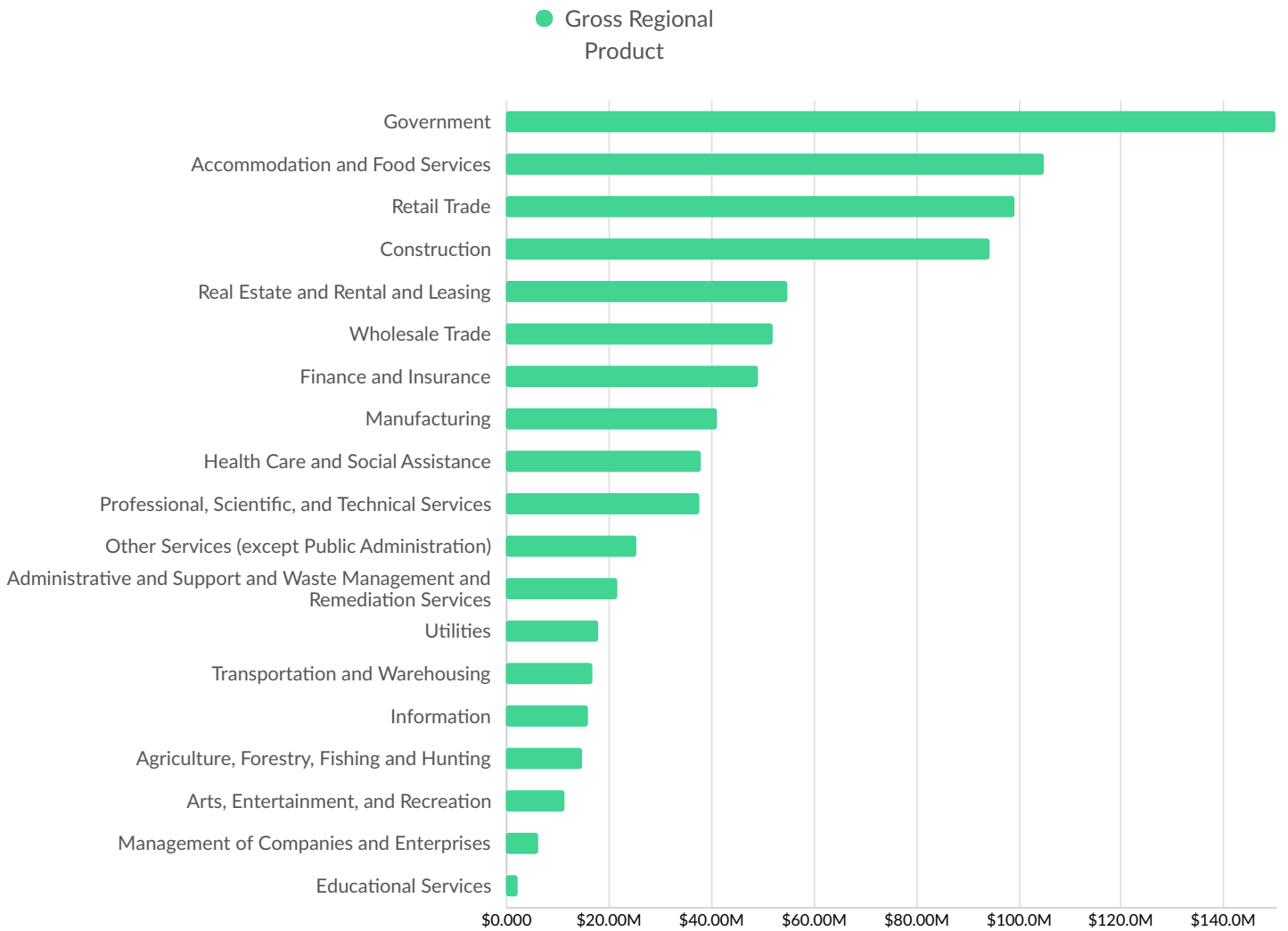
Top Growing Industries



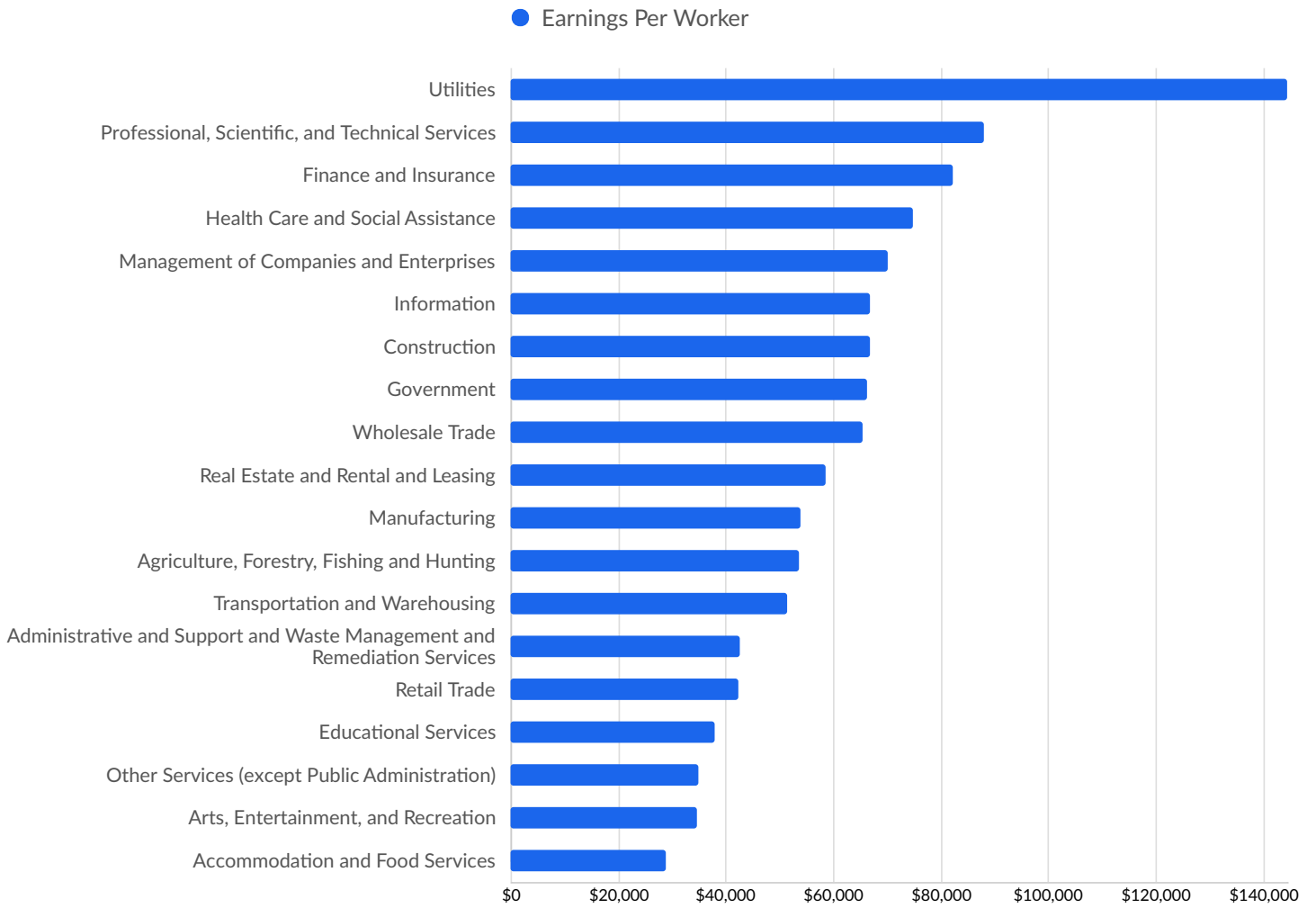
Top Industry Employment Concentration



Top Industry GRP



















Top Industry Earnings



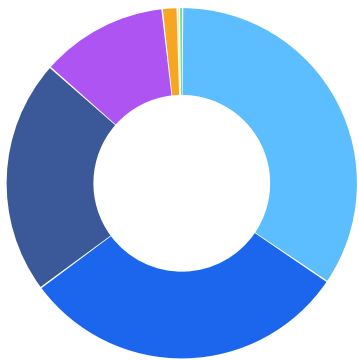
Business Characteristics

2,393 Companies Employ Your Workers

Online profiles for your workers mention 2,393 companies as employers, with the top 10 appearing below. In the last 12 months, 148 companies in Vilas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Northland Pines School District	51 	United Way Of Washington Cou...	55 
Marshfield Clinic	39 	Aspirus	46 
Vilas County	36 	Nicolet National Bank	37 
Lake Of The Torches Resort Casi...	34 	Mastec North America	23 
Ministry Health Care	32 	Republic Services	17 
State of Wisconsin	30 	Kindred Healthcare	16 
Lac Du Flambeau Public School	29 	Border Foods	15 
Lac Du Flambeau Band Of Lake ...	25 	Eau Holdings	14 
Lac Du Flambeau Tribe	24 	Dollar Tree	13 
Eliason Realty Of The North	23 	FedEx	13 

Business Size

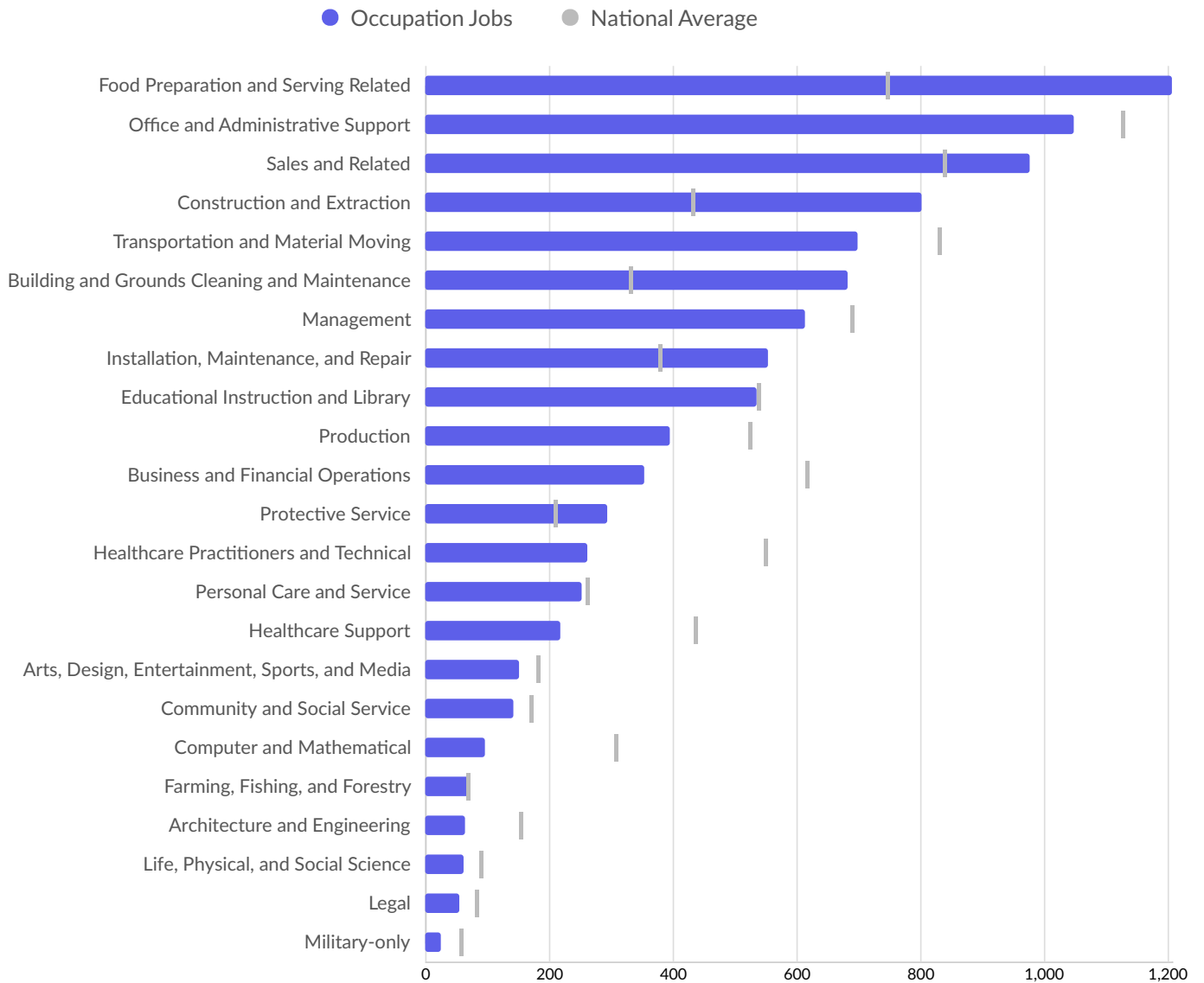


	Percentage	Business Count
1 to 4 employees	34.4%	499
5 to 9 employees	30.4%	441
10 to 19 employees	21.6%	314
20 to 49 employees	11.7%	170
50 to 99 employees	1.4%	20
100 to 249 employees	0.2%	3
500+ employees	0.3%	4

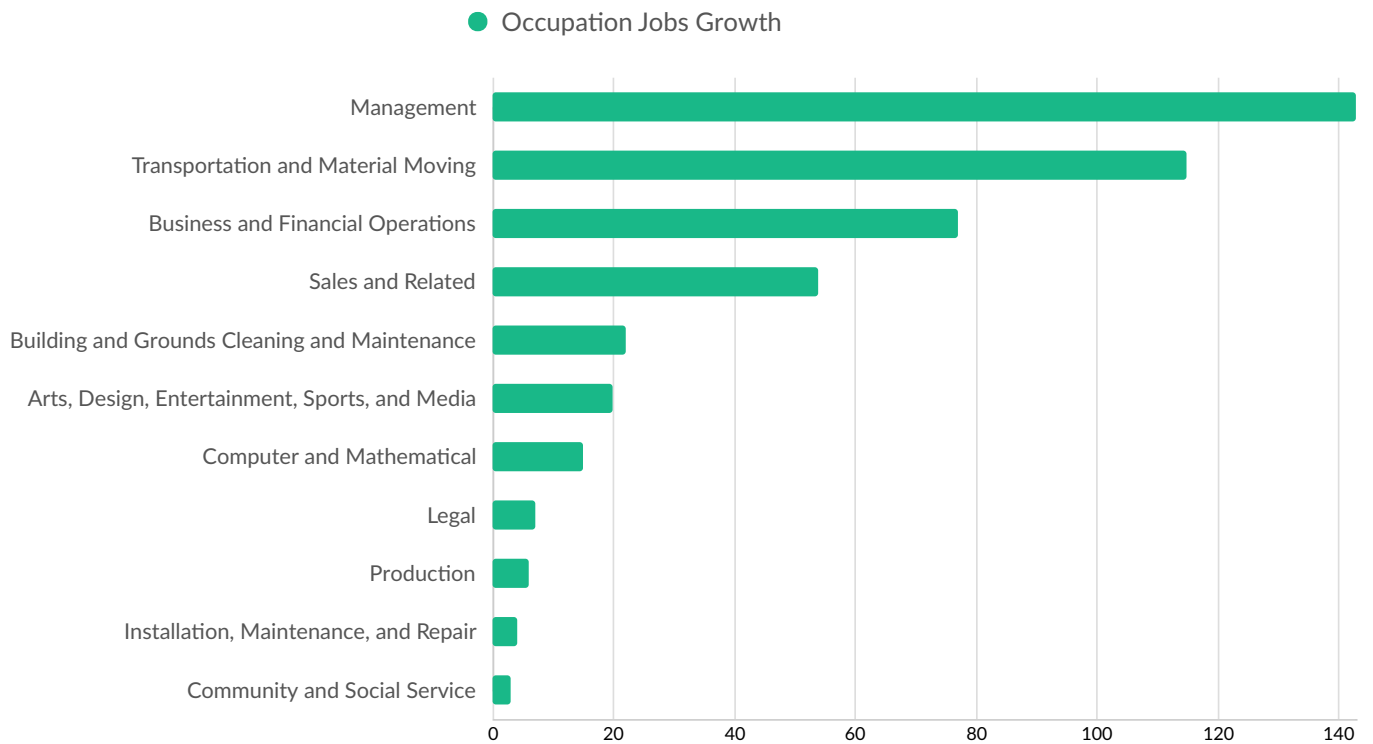
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

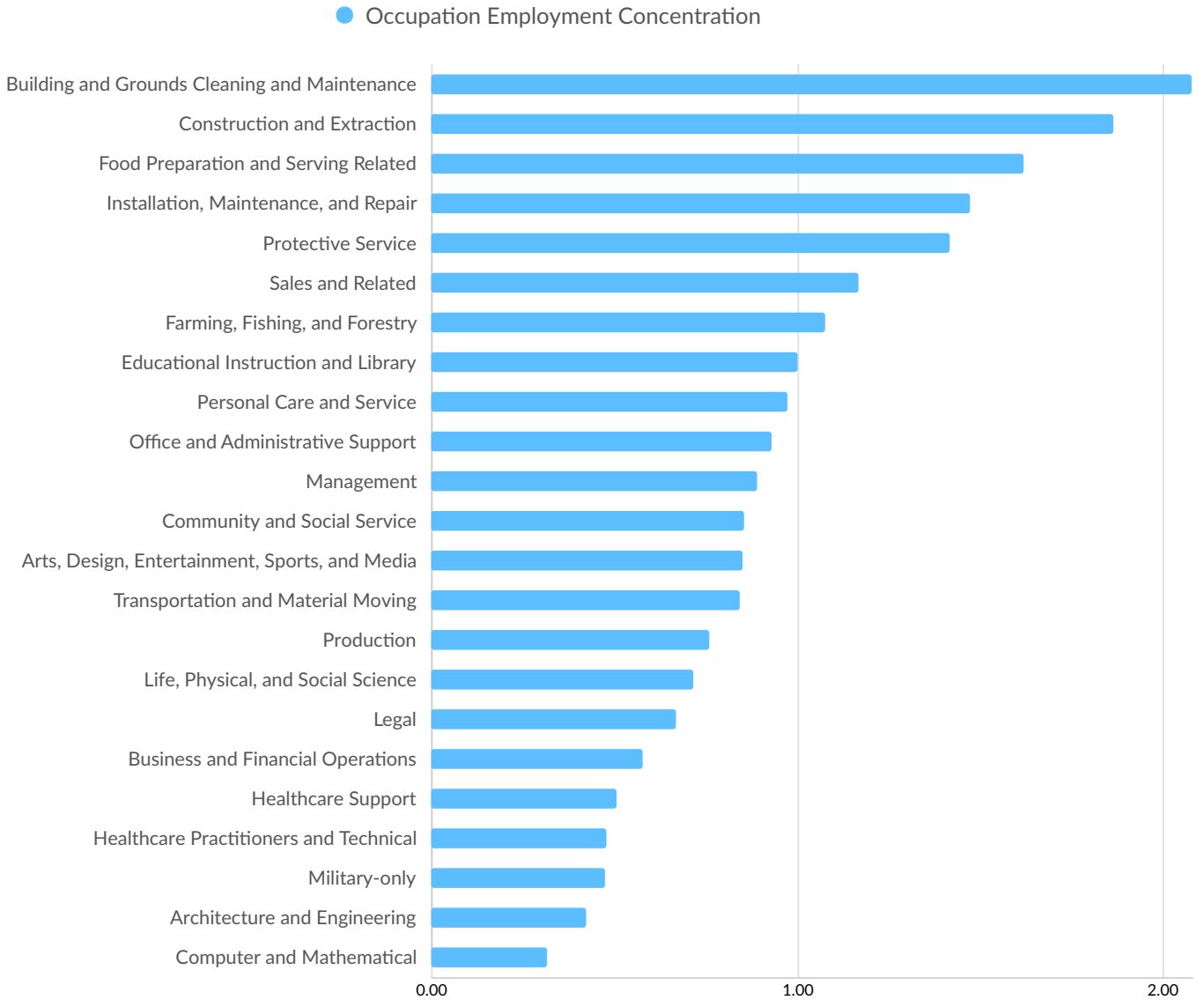
Largest Occupations



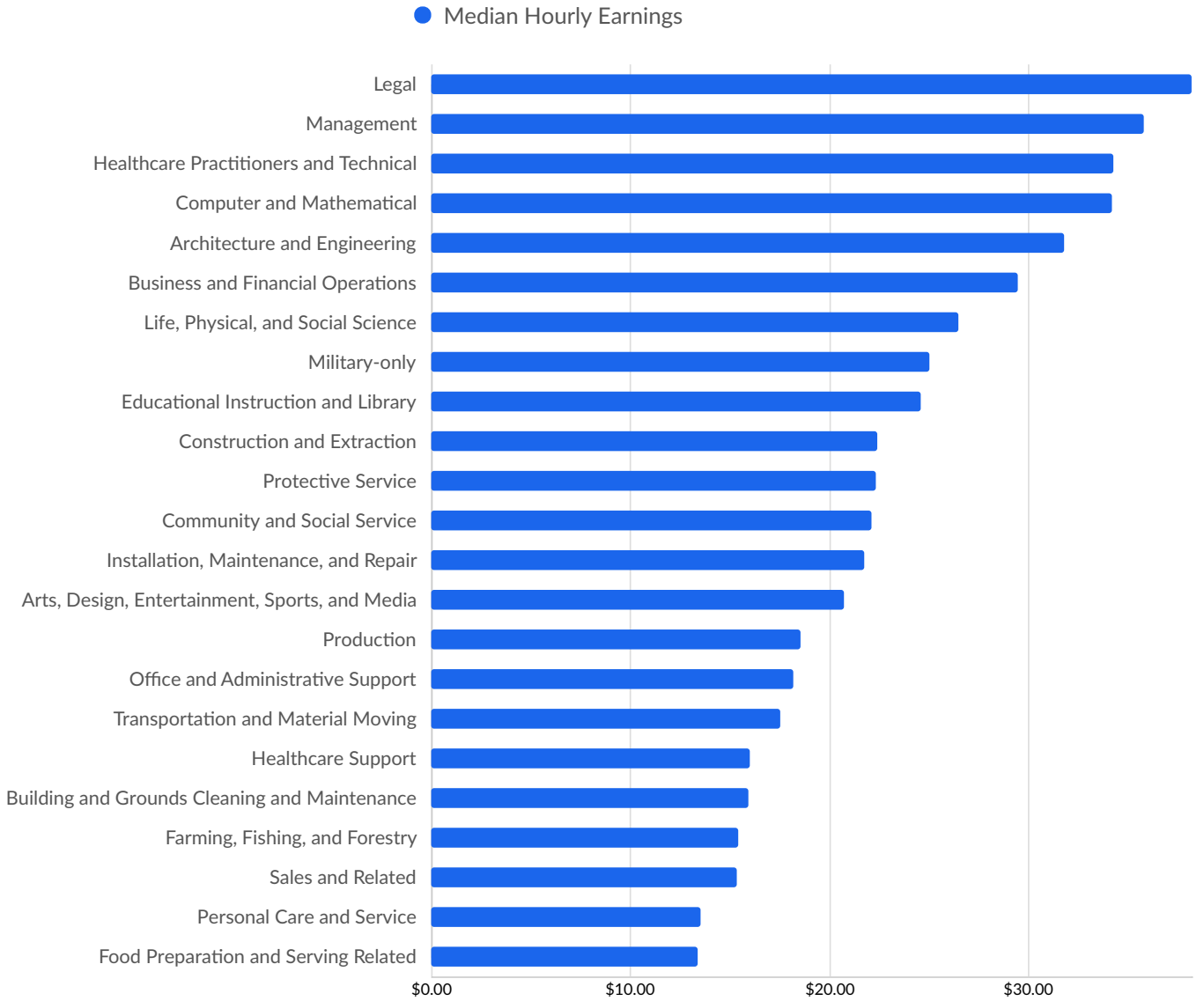
Top Growing Occupations



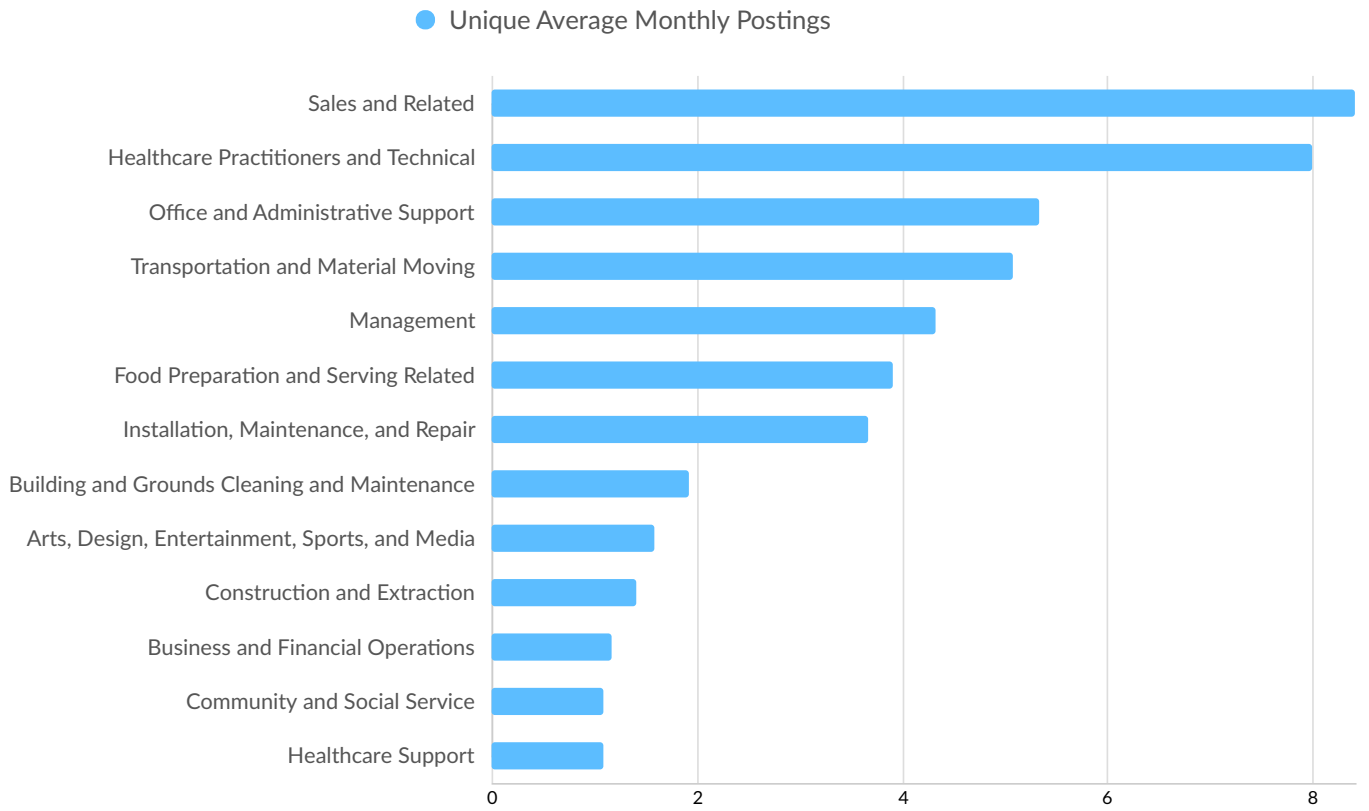
Top Occupation Employment Concentration



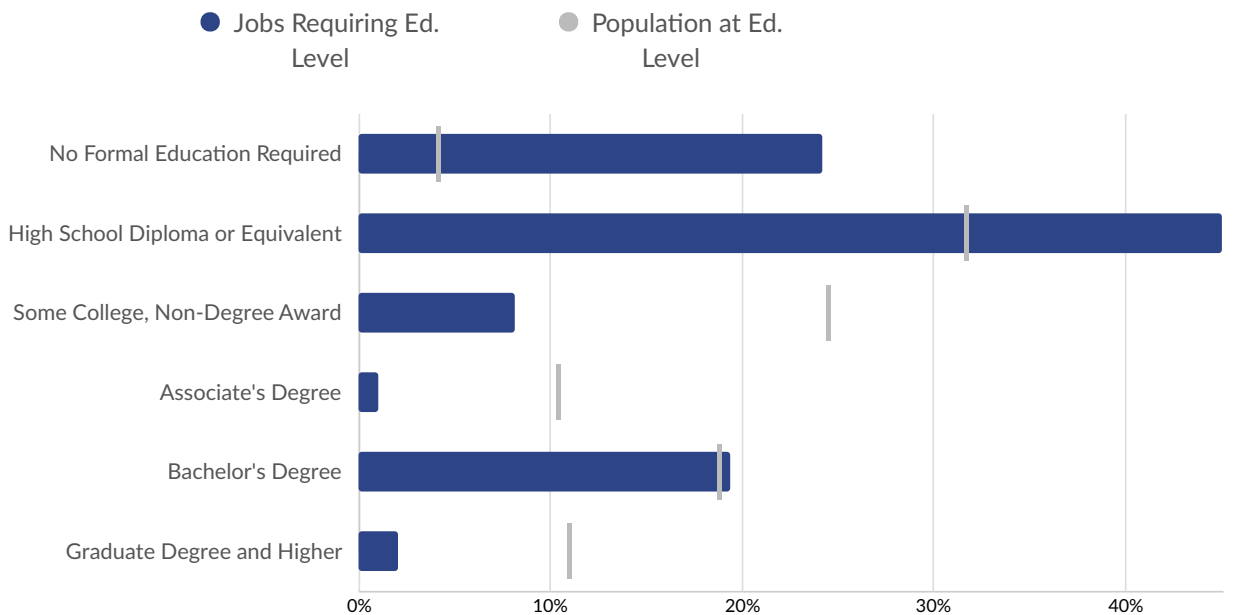
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

