



# 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

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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

**24,451**

**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.

**9,647**

**Total Regional Employment**

Jobs **grew by 150** over the last 5 years and are projected to **grow by 304** over the next 5 years.

**\$56.8K**

**Median Household Income (2022)**

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 1.6%** in Vilas County, WI from 9,497 to **9,647**. This change **fell short of the national growth rate of 3.9% by 2.3%**. As the number of jobs increased, the **labor force participation rate decreased from 52.4% to 48.6% between 2018 and 2023**.
- Concerning educational attainment, **19.2% of Vilas County, WI residents possess a Bachelor's Degree** (1.9% below the national average), and **10.7% hold an Associate's Degree** (1.9% 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).

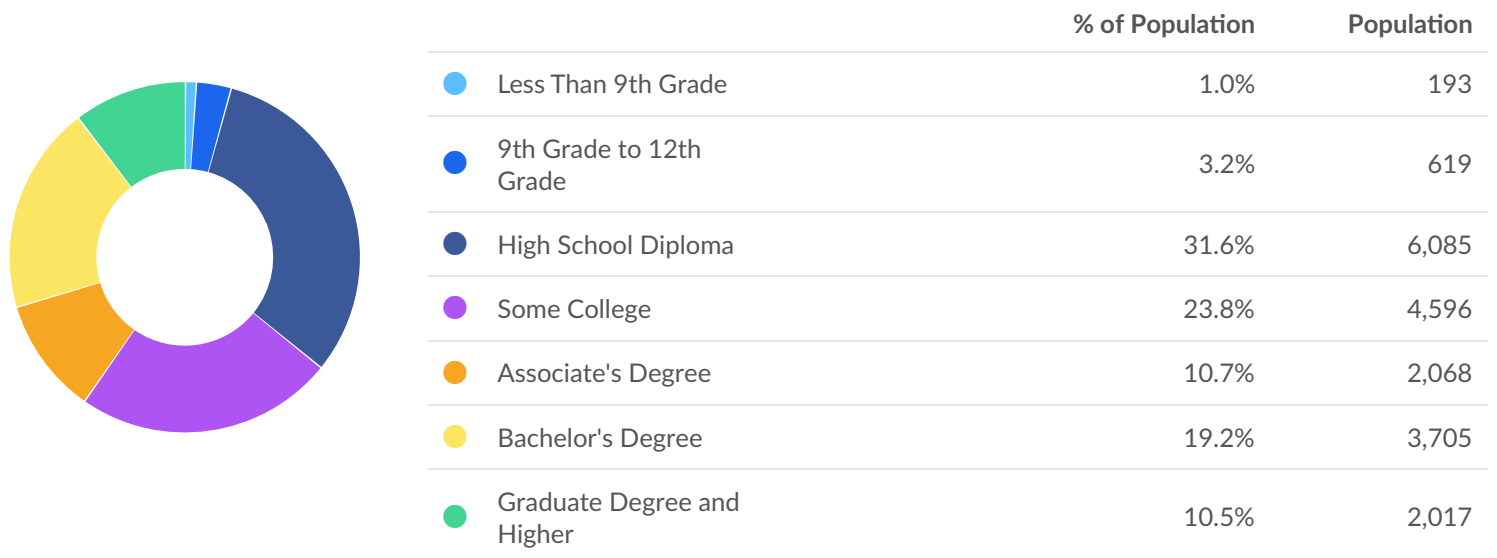
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	25,080	10,303	9,647	102.8	\$1.04B	\$1.68B	\$1.14B
NCWRPC	457,018	221,514	224,170	99.4	\$26.74B	\$34.99B	\$33.21B
Wisconsin	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

## Feb 2024 Labor Force Breakdown



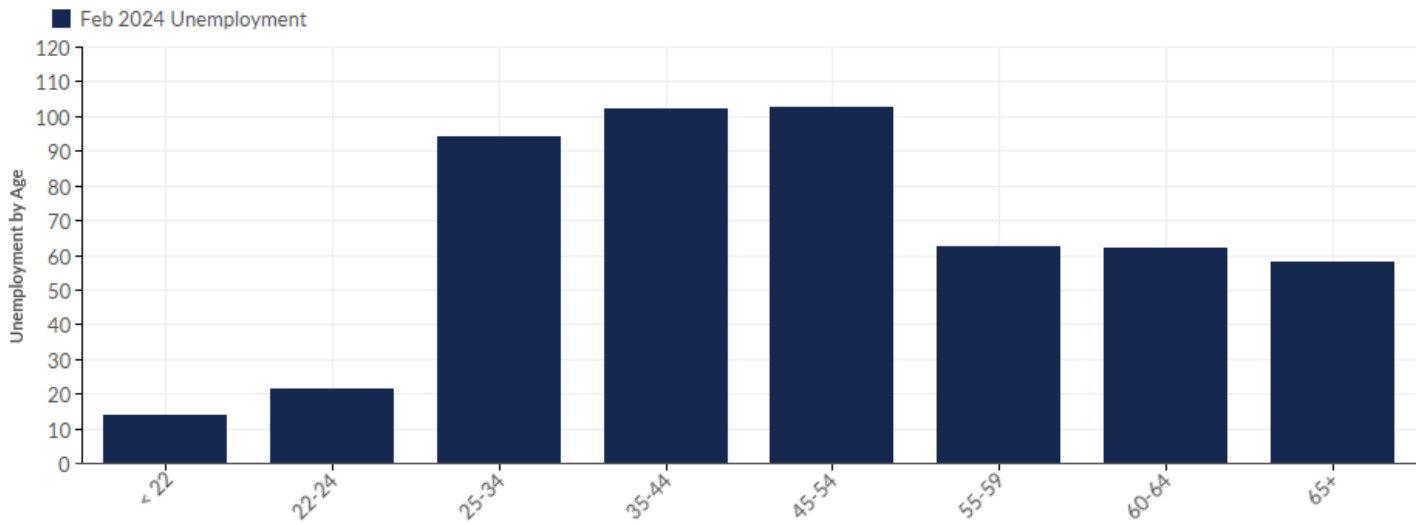
## Educational Attainment

Concerning educational attainment, **19.2% of Vilas County, WI residents possess a Bachelor's Degree** (1.9% below the national average), and **10.7% hold an Associate's Degree** (1.9% above the national average).



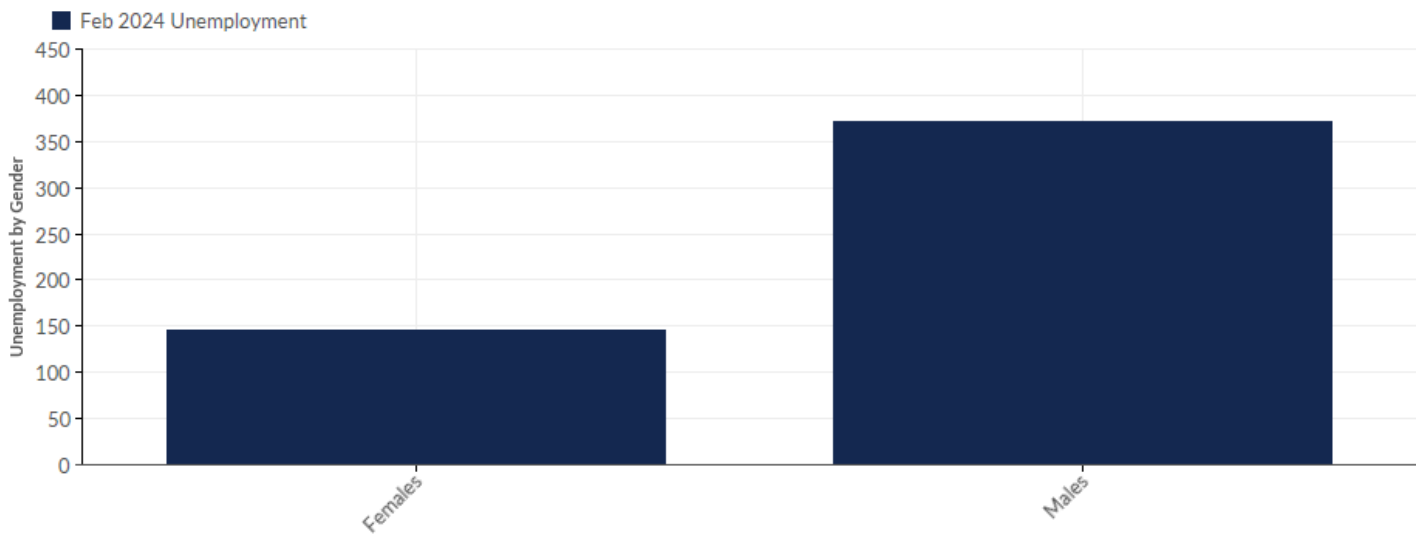
# Unemployment by Demographics

## Unemployment by Age



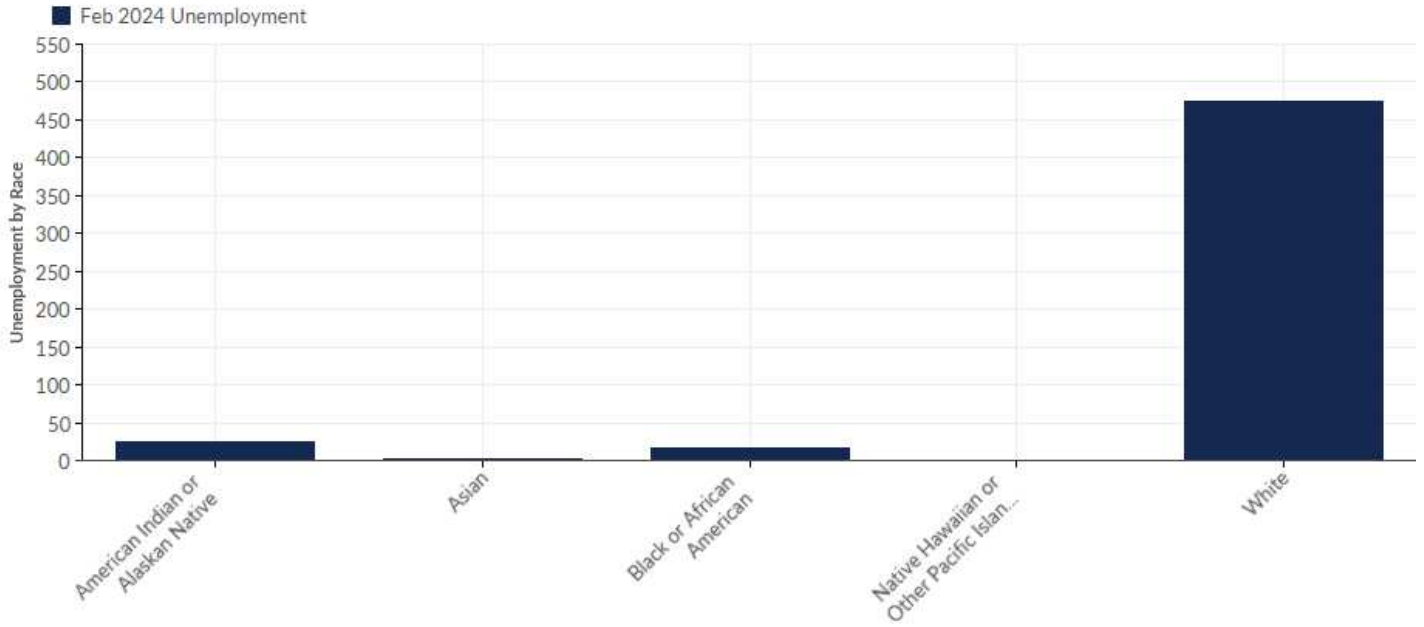
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	14	2.71%
22-24	21	4.07%
25-34	94	18.22%
35-44	102	19.77%
45-54	102	19.77%
55-59	62	12.02%
60-64	62	12.02%
65+	58	11.24%
Total	516	100.00%

## Unemployment by Gender



Gender	Unemployment (Feb 2024)	% of Unemployed
Females	145	28.10%
Males	371	71.90%
Total	516	100.00%

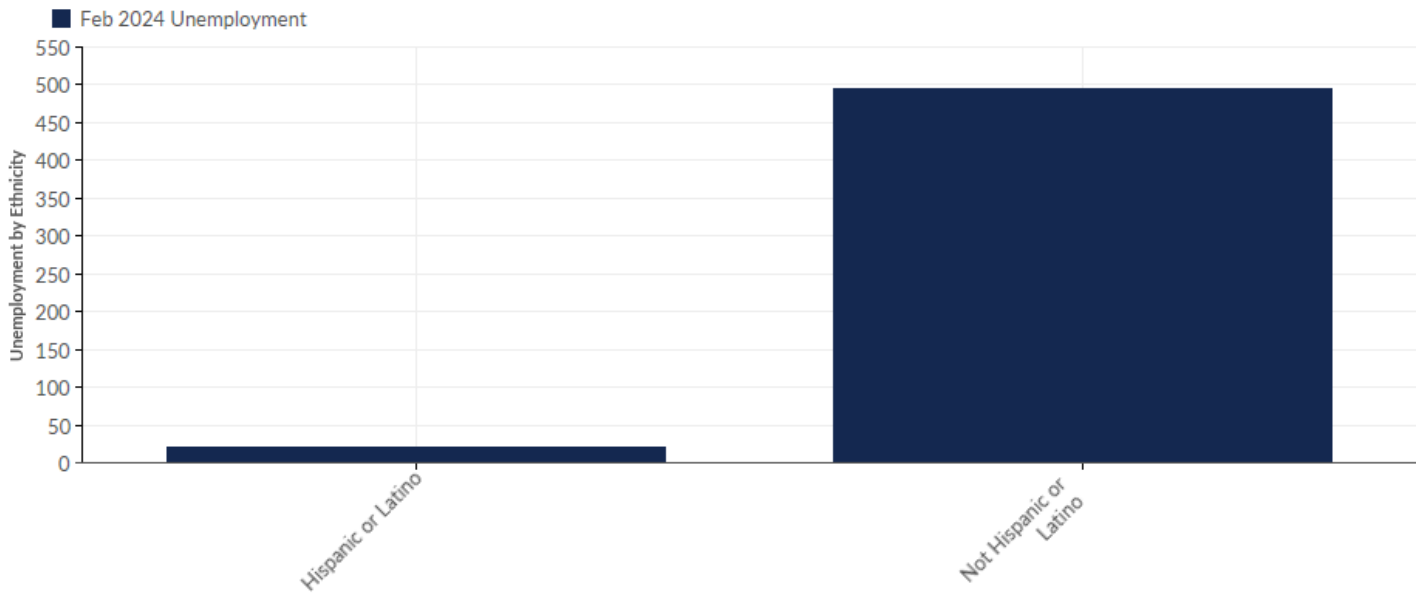
## Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	24	4.65%
Asian	2	0.39%
Black or African American	16	3.10%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	474	91.86%
<b>Total</b>	<b>516</b>	<b>100.00%</b>



## Unemployment by Ethnicity

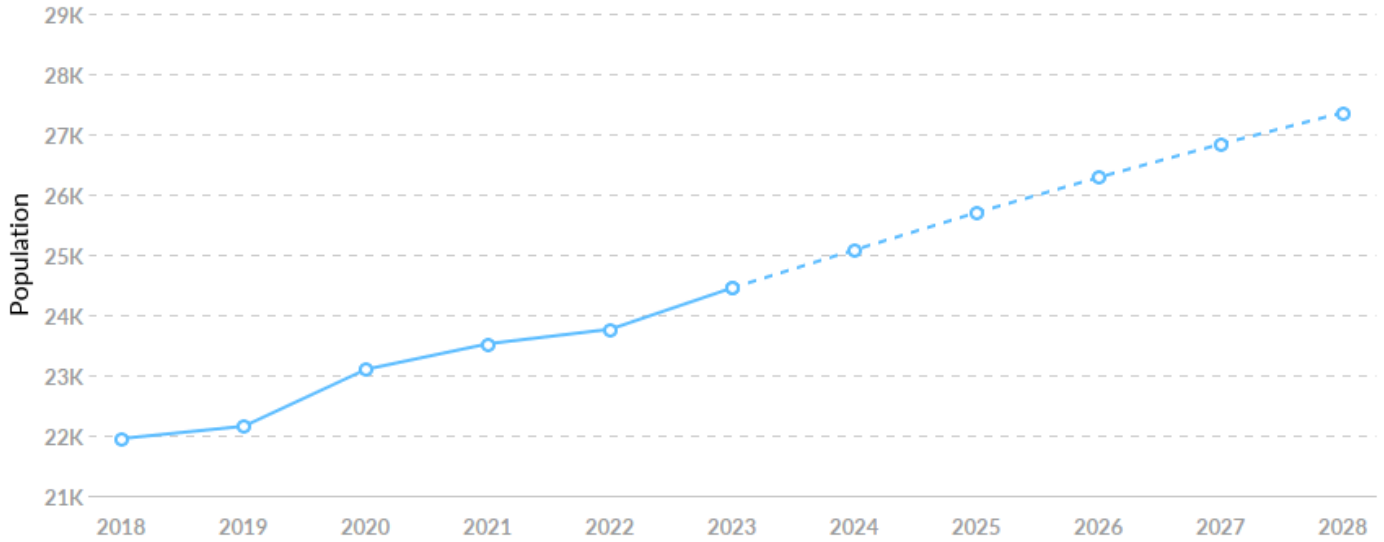


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	21	4.07%
Not Hispanic or Latino	495	95.93%
Total	516	100.00%

# Historic & Projected Trends

## Population Trends

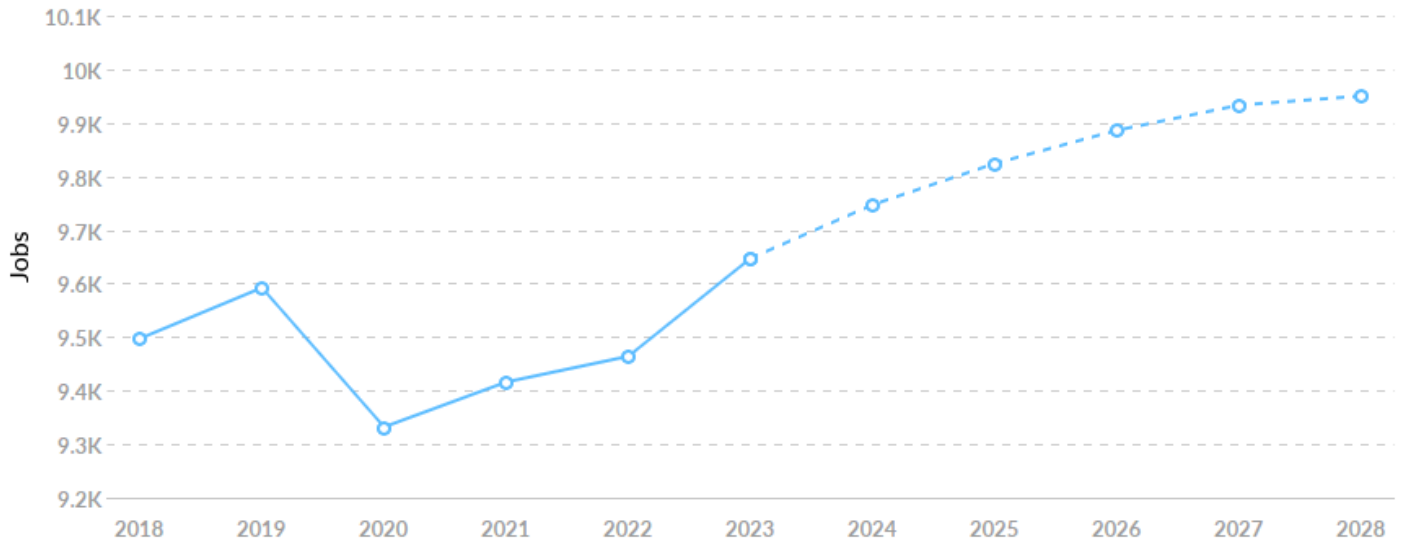
As of 2023 the region's population increased by 11.4% since 2018, growing by 2,502. Population is expected to increase by 11.9% between 2023 and 2028, adding 2,909.



Timeframe	Population
2018	21,949
2019	22,153
2020	23,097
2021	23,522
2022	23,763
2023	24,451
2024	25,080
2025	25,700
2026	26,285
2027	26,838
2028	27,360

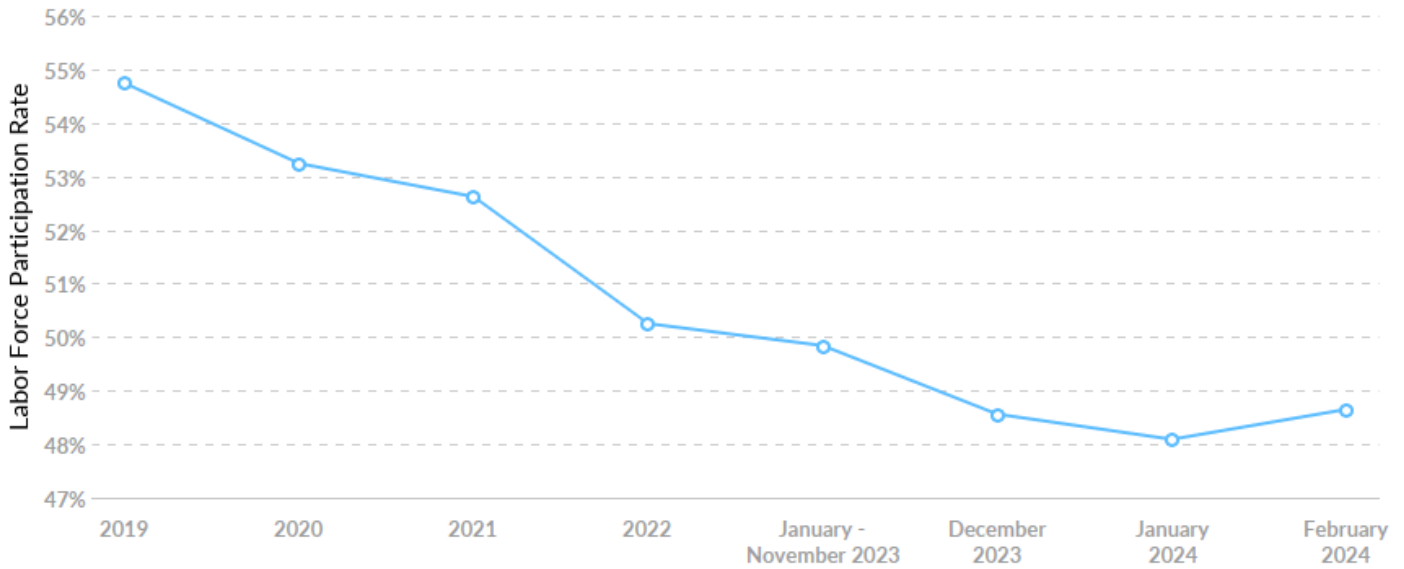
## Job Trends

From 2018 to 2023, jobs increased by 1.6% in Vilas County, WI from 9,497 to 9,647. This change fell short of the national growth rate of 3.9% by 2.3%.



Timeframe	Jobs
2018	9,497
2019	9,592
2020	9,332
2021	9,416
2022	9,464
2023	9,647
2024	9,747
2025	9,824
2026	9,886
2027	9,933
2028	9,950

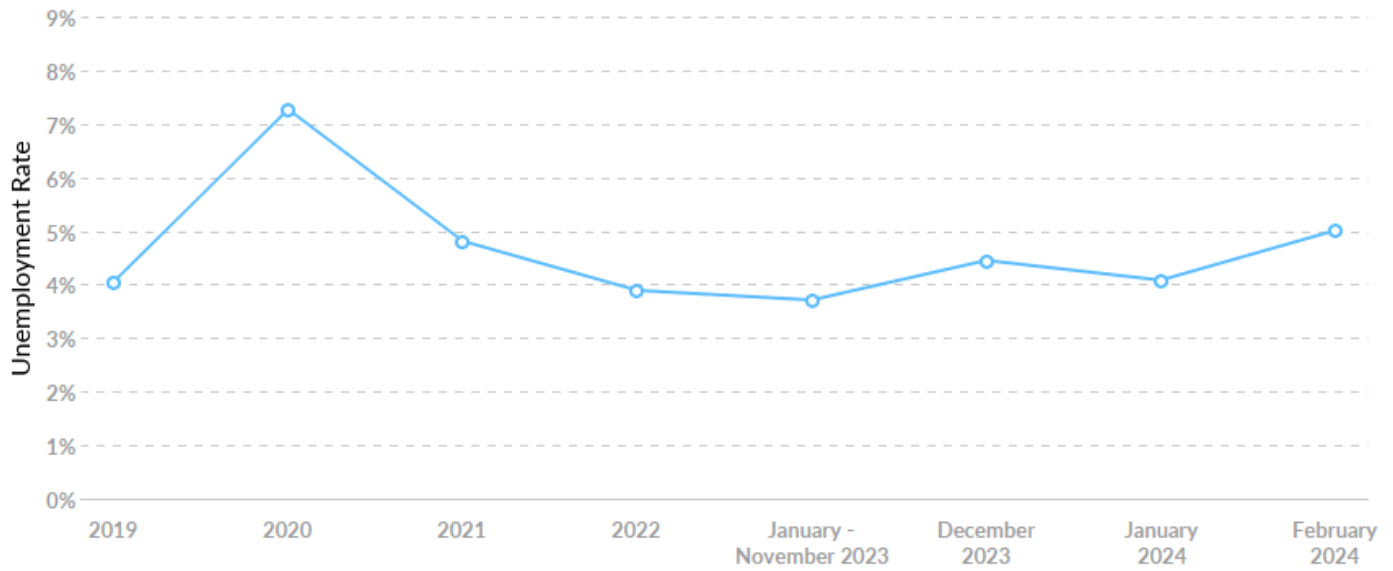
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	54.74%
2020	53.24%
2021	52.62%
2022	50.25%
January - November 2023	49.84%
December 2023	48.56%
January 2024	48.09%
February 2024	48.65%

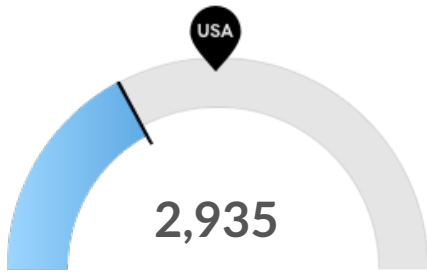
## Unemployment Rate Trends

Vilas County, WI had a February 2024 unemployment rate of 5.01%, **increasing from 4.05%** 5 years before.



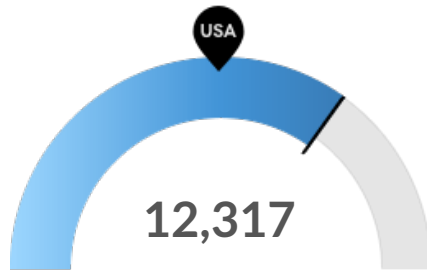
Timeframe	Unemployment Rate
2019	4.05%
2020	7.27%
2021	4.81%
2022	3.89%
January - November 2023	3.71%
December 2023	4.45%
January 2024	4.08%
February 2024	5.01%

## Population Characteristics



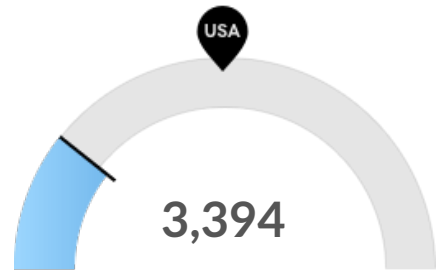
**Millennials**

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.



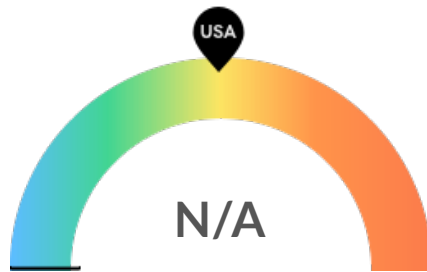
**Racial Diversity**

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.



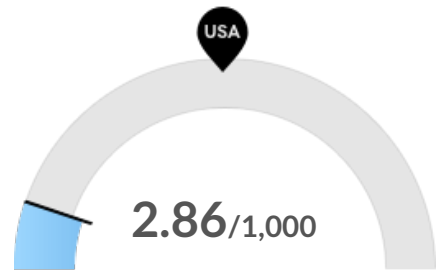
**Veterans**

Vilas County, WI has 2,012 veterans. The national average for an area this size is 1,243.



**Violent Crime**

No crime information is available in Vilas County, WI.

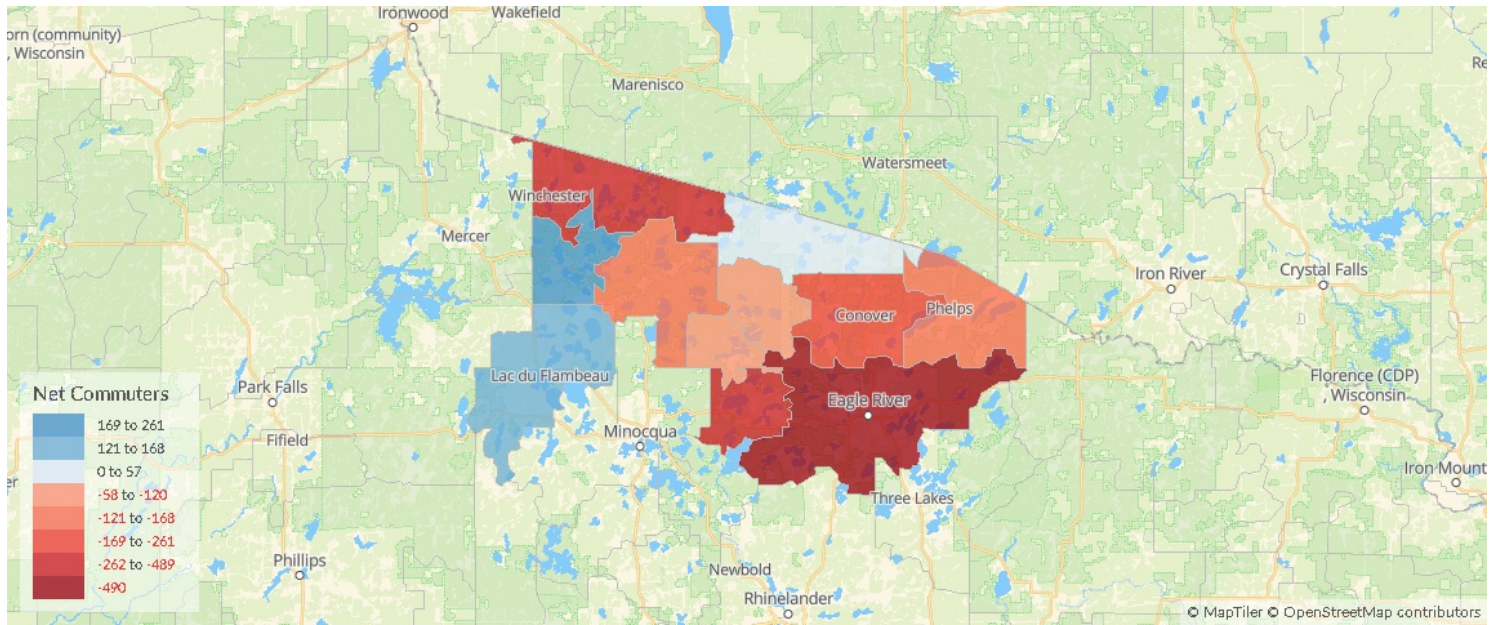


**Property Crime**

Vilas County, WI has 2.86 property crimes per 1,000 people. The national rate is 18.22 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 ...	4,460
54538	Lac Du Flambeau, WI (i...	1,061
54558	Saint Germain, WI (in Vi...	979
54545	Manitowish Waters, WI...	677
54540	Land O Lakes, WI (in Vil...	588

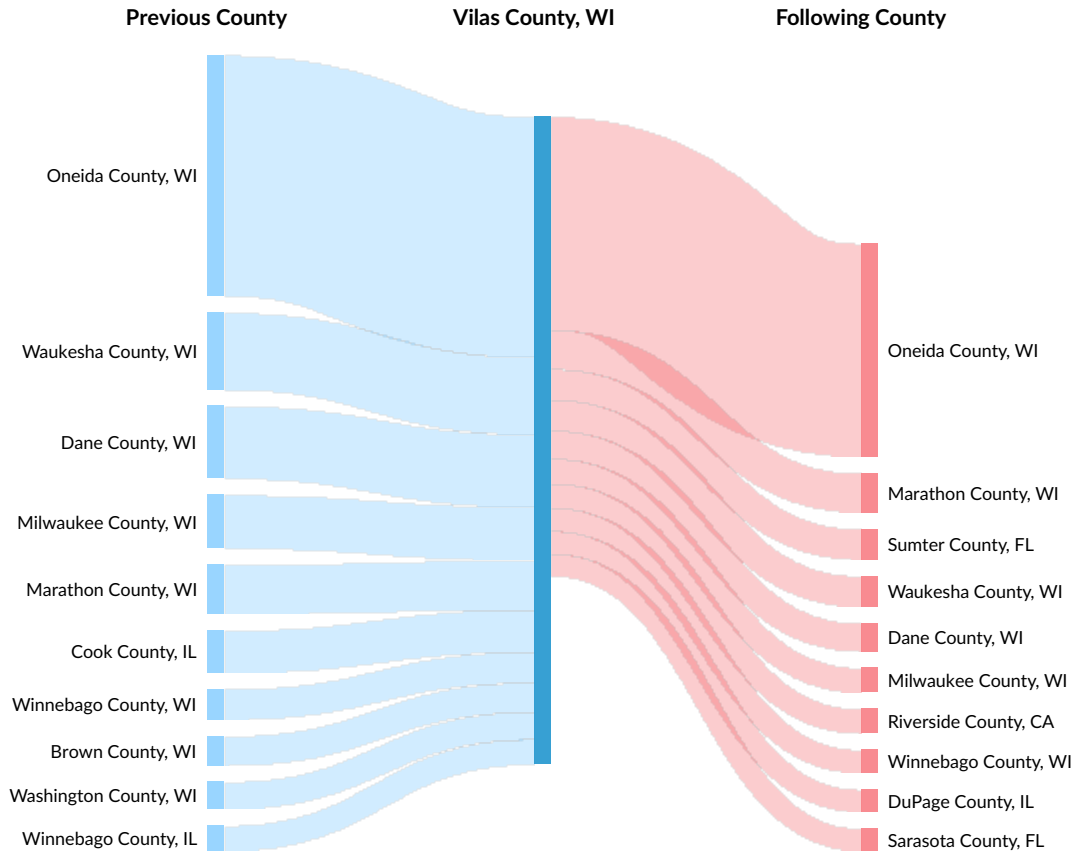
### Where Talent Lives

ZIP	Name	2023 Workers
54521	Eagle River, WI (in Vilas ...	4,950
54558	Saint Germain, WI (in Vi...	1,242
54538	Lac Du Flambeau, WI (i...	941
54519	Conover, WI (in Vilas co...	629
54557	Presque Isle, WI (in Vila...	576

# 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, 274 people have migrated from Oneida County, WI to Vilas County, WI. In the same year, 243 people left Vilas County, WI migrating to Oneida County, WI. The total Net Migration for Vilas County, WI in 2021 was 531.



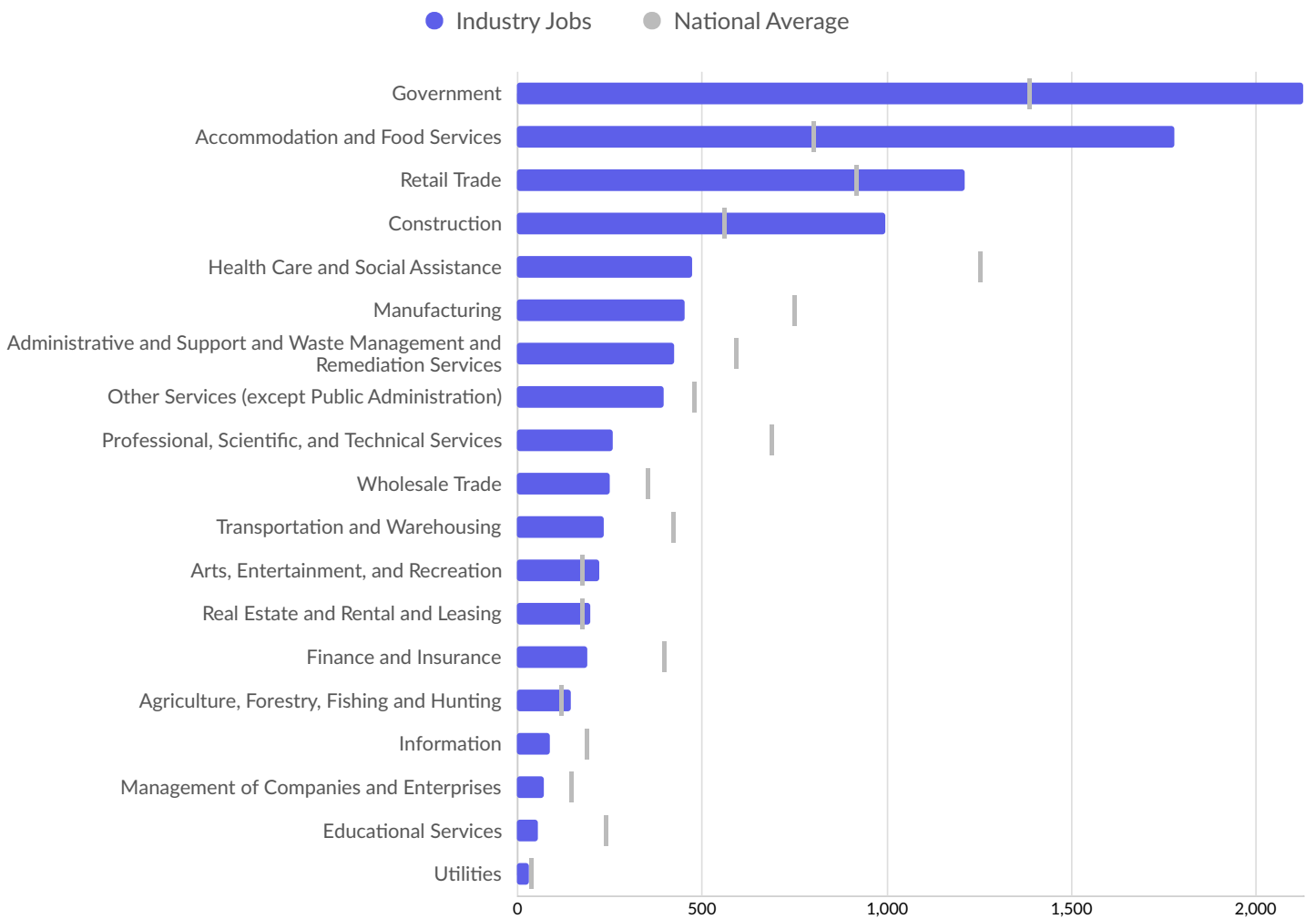
Top Previous Counties	Migrations
Oneida County, WI	274
Waukesha County, WI	88
Dane County, WI	82
Milwaukee County, WI	61
Marathon County, WI	56
Cook County, IL	48



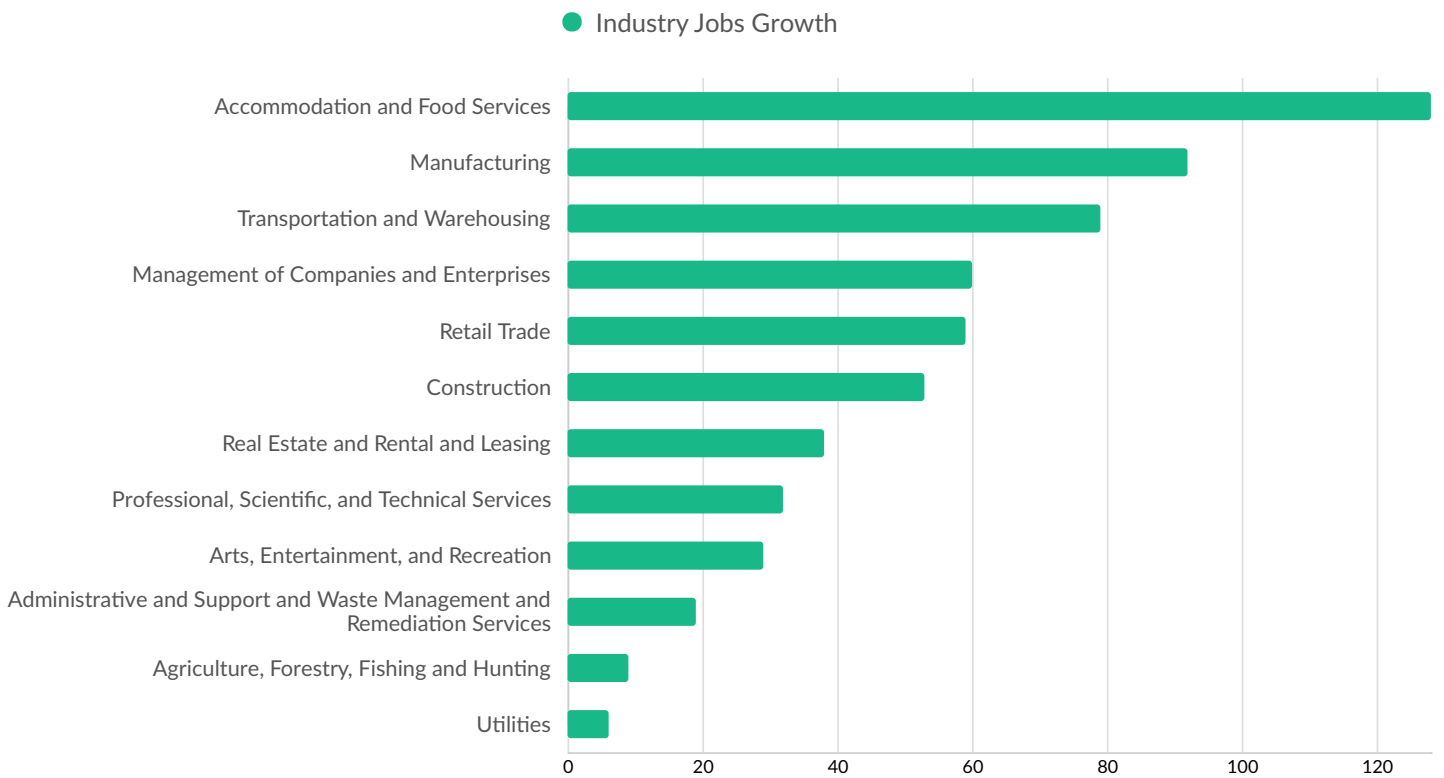
Top Previous Counties	Migrations
Winnebago County, WI	35
Brown County, WI	33
Washington County, WI	31
Winnebago County, IL	29
Outagamie County, WI	29
Bingham County, ID	27
Maricopa County, AZ	23
Hennepin County, MN	21
Lewis and Clark County, MT	21
Top Following Counties	Migrations
Oneida County, WI	243
Marathon County, WI	45
Sumter County, FL	35
Waukesha County, WI	35
Dane County, WI	32
Milwaukee County, WI	28
Riverside County, CA	28
Winnebago County, WI	26
DuPage County, IL	26
Sarasota County, FL	26
Portage County, WI	22
La Crosse County, WI	15
Richland County, WI	14
Missoula County, MT	11
Lake County, FL	11

# Industry Characteristics

## Largest Industries



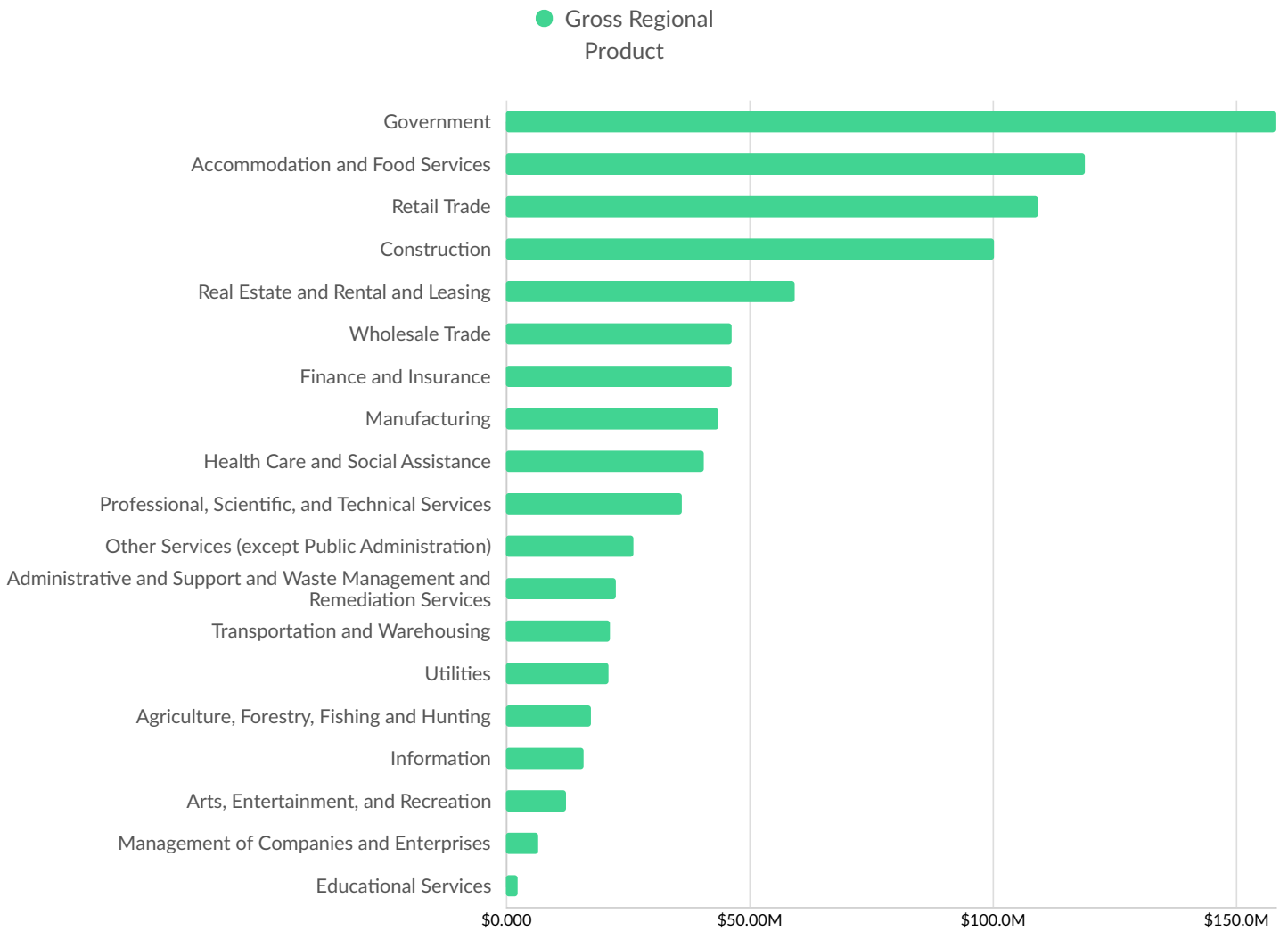
## Top Growing Industries



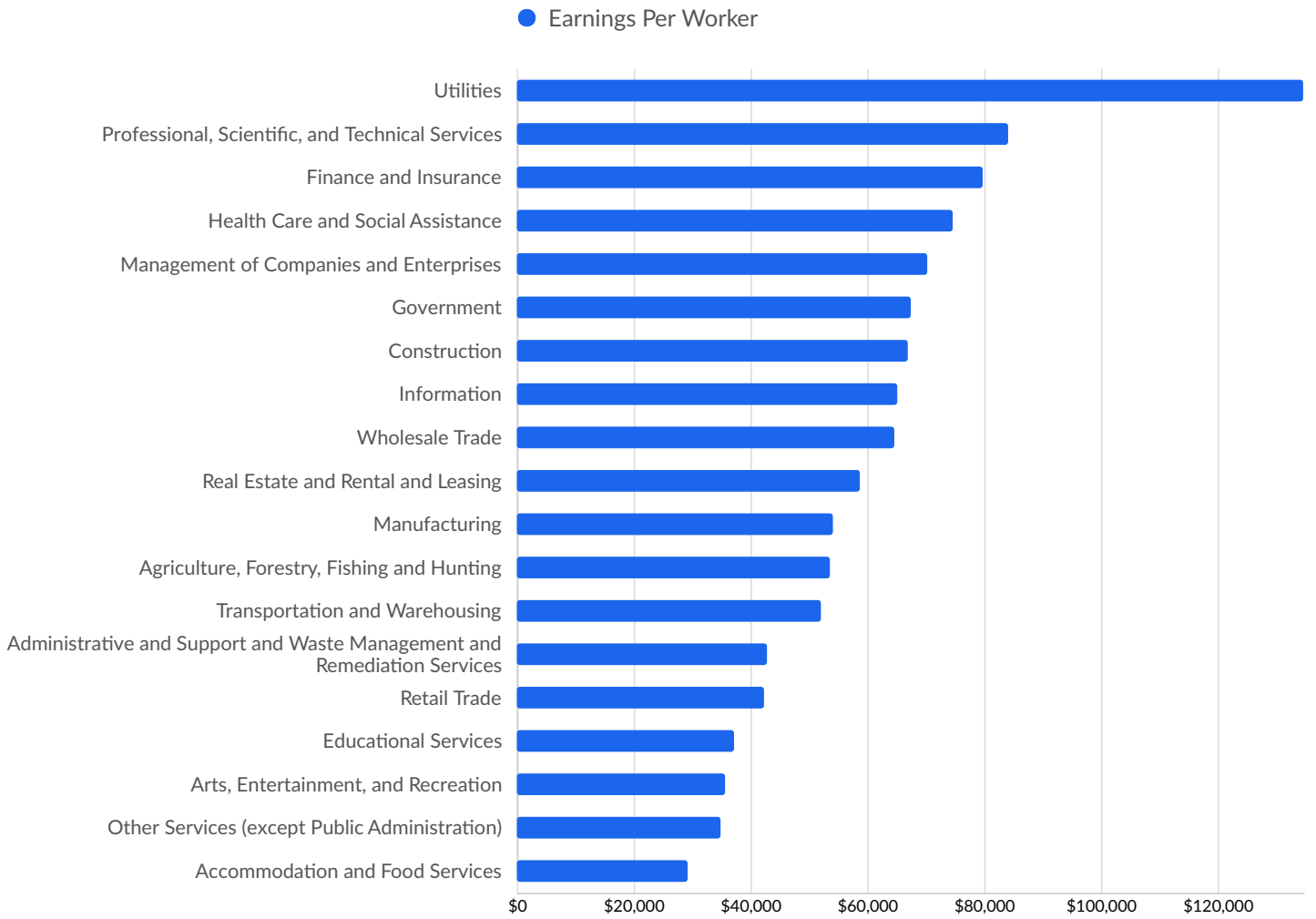
## Top Industry Employment Concentration



## Top Industry GRP





















## Top Industry Earnings



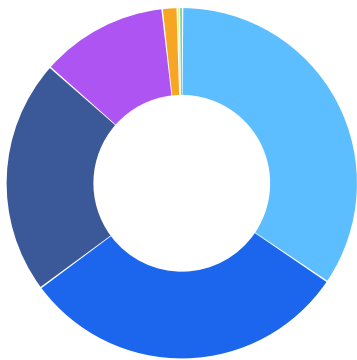
## Business Characteristics

### 2,444 Companies Employ Your Workers

Online profiles for your workers mention 2,444 companies as employers, with the top 10 appearing below. In the last 12 months, 159 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	52 	United Way Of Washington Cou...	71 
Marshfield Clinic	36 	Aspirus	44 
Ministry Health Care	33 	Nicolet National Bank	30 
Vilas County	33 	Border Foods	23 
Lake Of The Torches Resort Casi...	32 	MasTec	21 
State of Wisconsin	31 	Eau Holdings	20 
Lac Du Flambeau Band Of Lake ...	25 	Kroger	19 
Lac Du Flambeau Public School	25 	Kindred Healthcare	16 
University of Wisconsin System	24 	FedEx	14 
Lac Du Flambeau Tribe	23 	Republic Services	11 

## Business Size



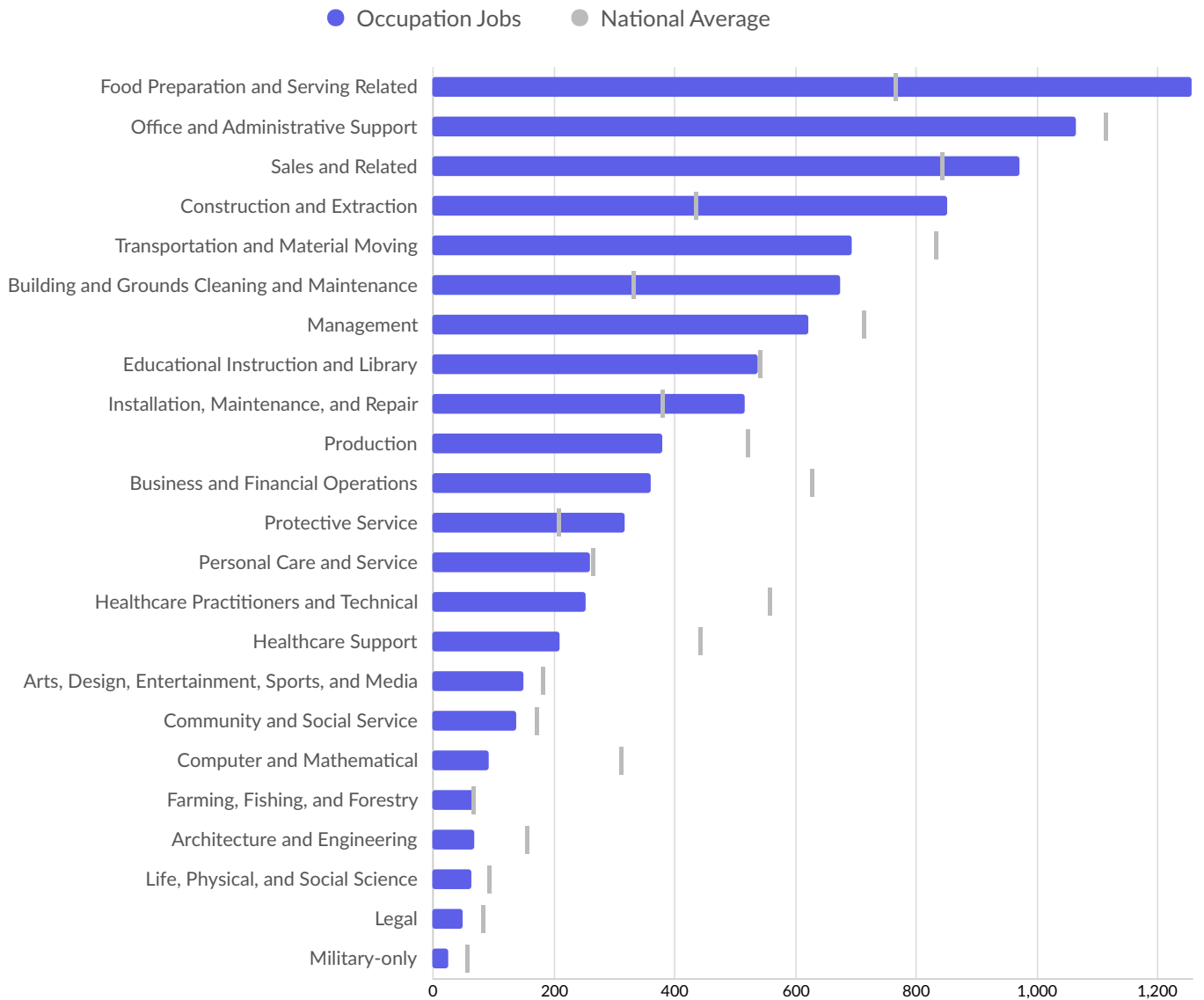
	Percentage	Business Count
1 to 4 employees	34.4%	499
5 to 9 employees	30.4%	441
10 to 19 employees	21.6%	314
20 to 49 employees	11.7%	170
50 to 99 employees	1.4%	20
100 to 249 employees	0.2%	3
500+ employees	0.3%	4

\*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.

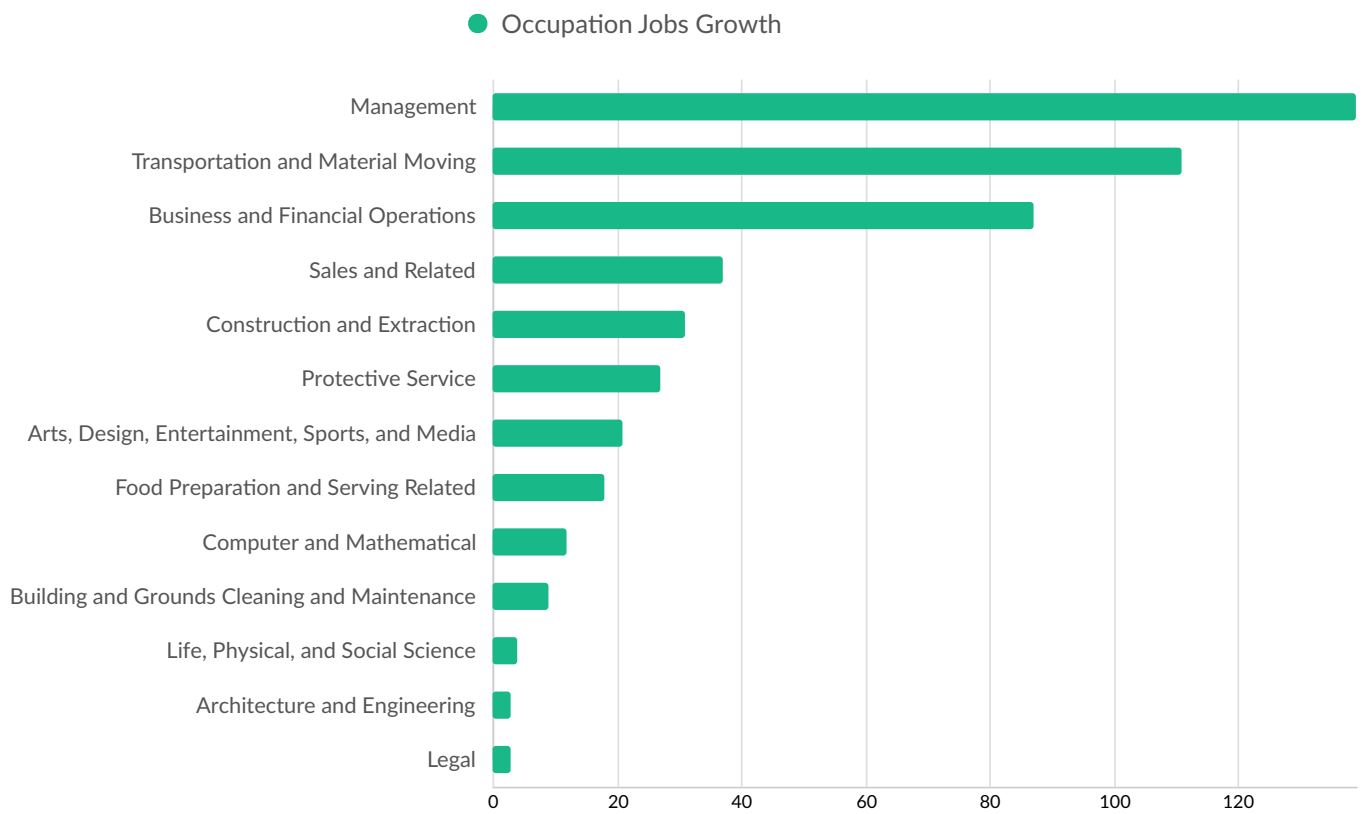


# Workforce Characteristics

## Largest Occupations

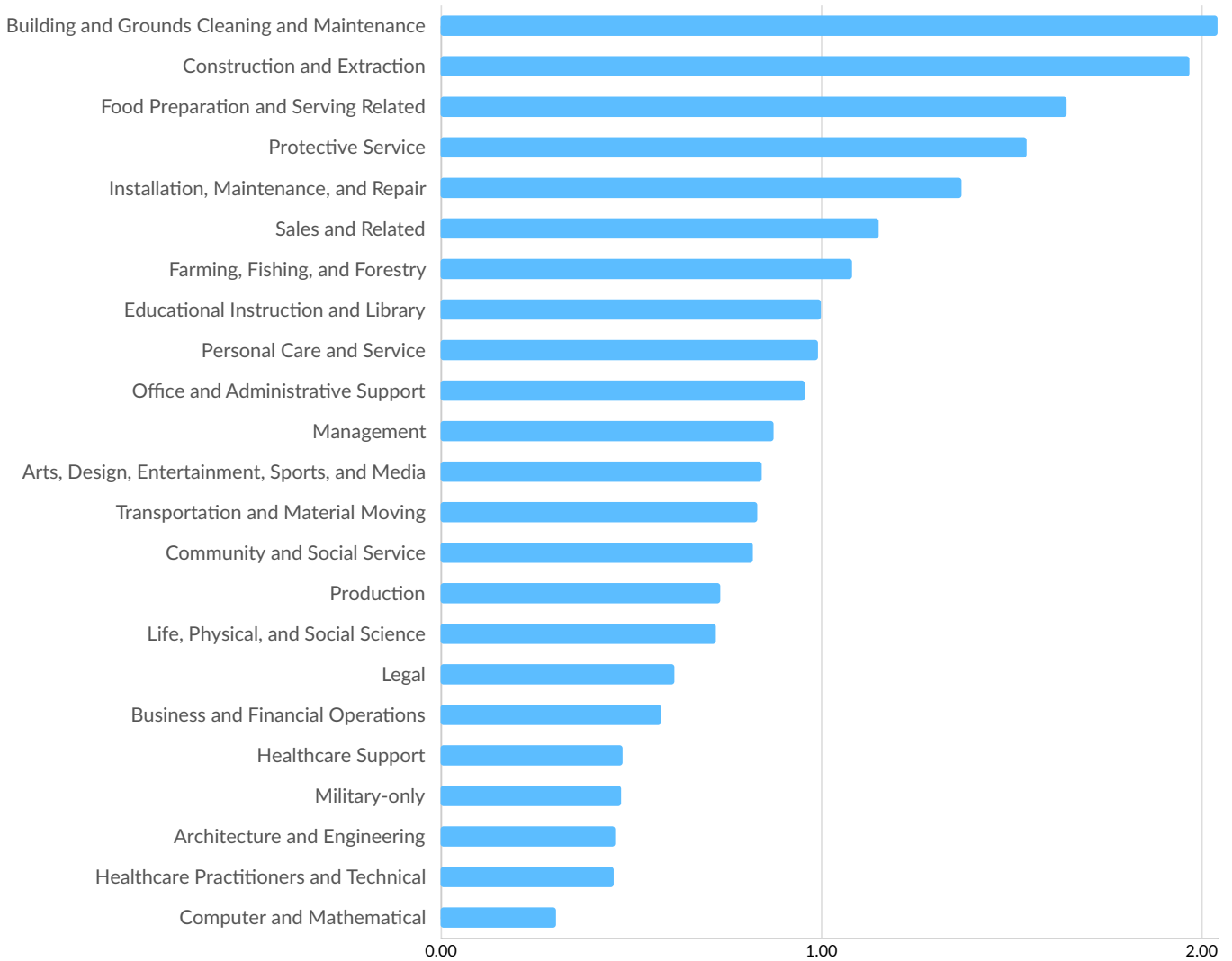


## Top Growing Occupations

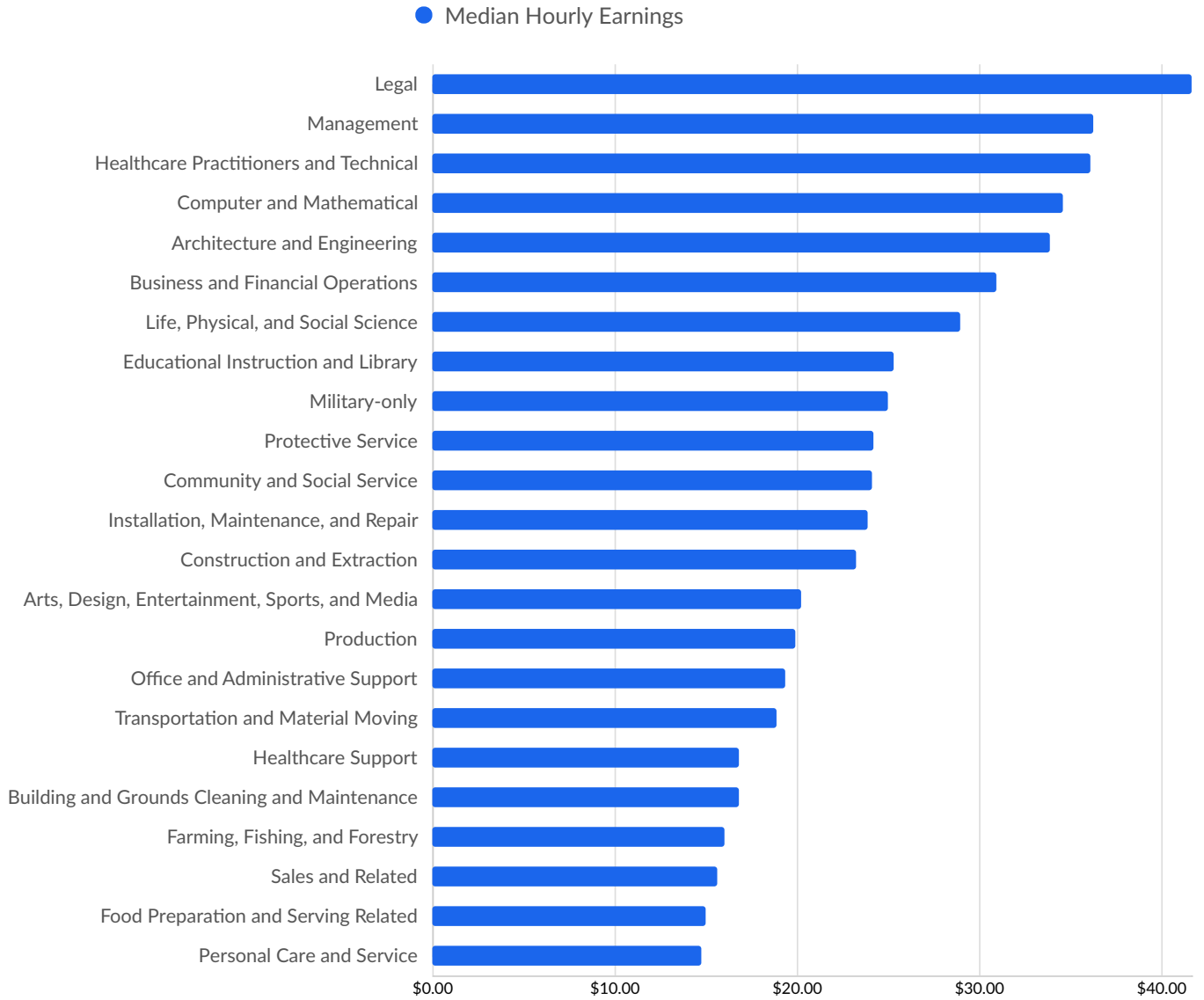


## Top Occupation Employment Concentration

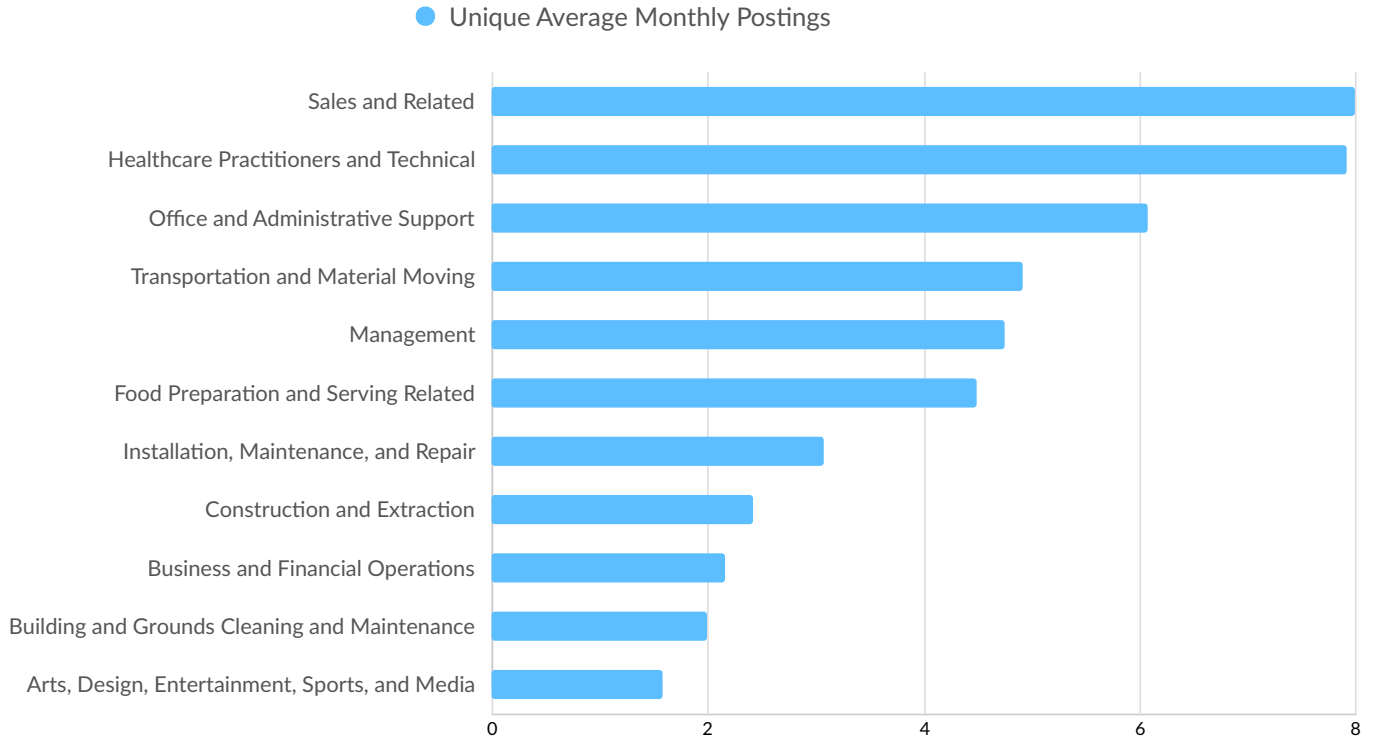
● Occupation Employment Concentration



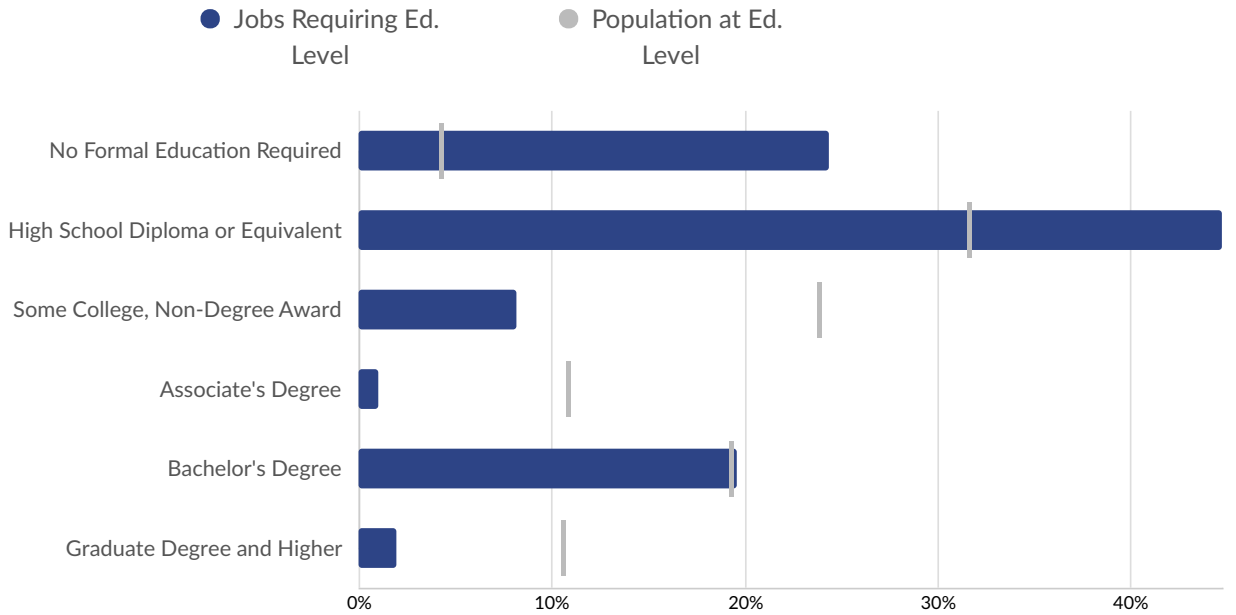
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



## Educational Pipeline

Over the last 4 years, no schools in Vilas County, WI produced graduates.

## In-Demand Skills

