



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

24,317

Population (2023)

Population **grew by 2,368** over the last 5 years and is projected to **grow by 2,195** over the next 5 years.

9,740

Total Regional Employment

Jobs **grew by 243** over the last 5 years and are projected to **grow by 351** over the next 5 years.

\$63.7K

Median Household Income (2022)

Median household income is **\$11.4K below** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 10.8%** since 2018, growing by 2,368. Population is expected to **increase by 9.0%** between 2023 and 2028, adding 2,195.
- From 2018 to 2023, jobs **increased by 2.6%** in Vilas County, WI from 9,497 to **9,740**. This change **fell short of the national growth rate of 4.3% by 1.7%**. As the number of jobs increased, the **labor force participation rate decreased from 52.4% to 49.2% 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).

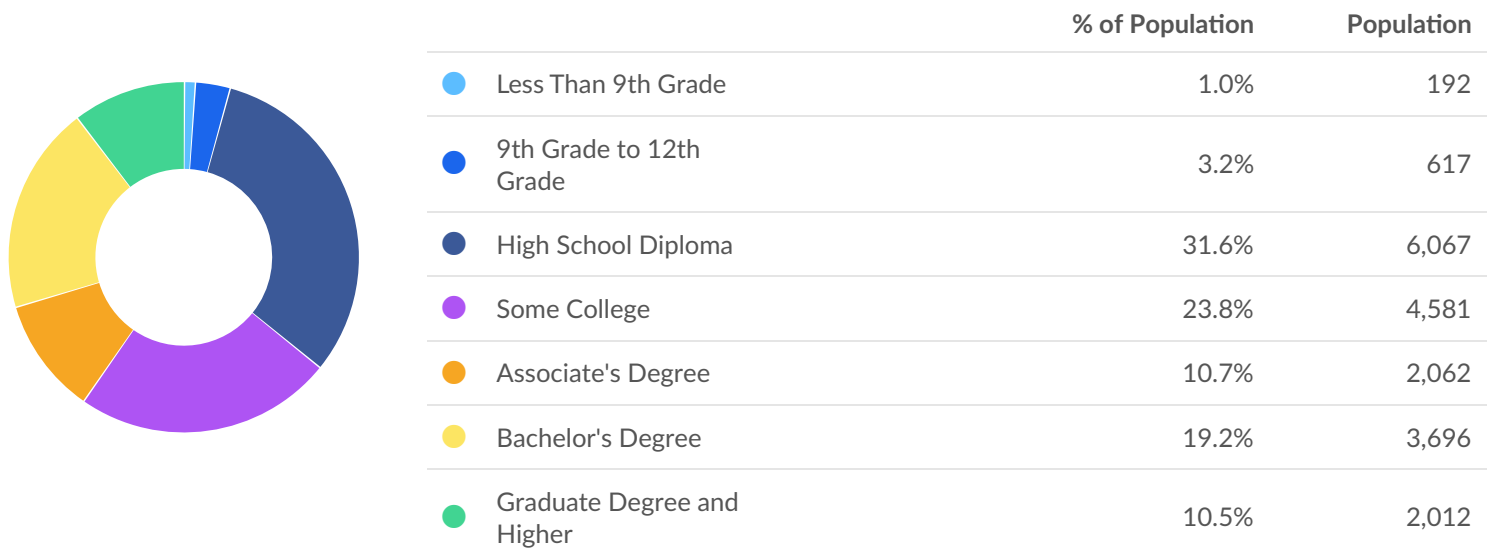
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	24,808	10,094	9,740	102.8	\$1.08B	\$1.72B	\$1.17B
NCWRPC	456,893	221,891	224,043	99.3	\$27.56B	\$35.33B	\$33.79B
Wisconsin	5,940,347	3,129,054	3,241,311	100.2	\$416.85B	\$383.10B	\$414.67B

Mar 2024 Labor Force Breakdown



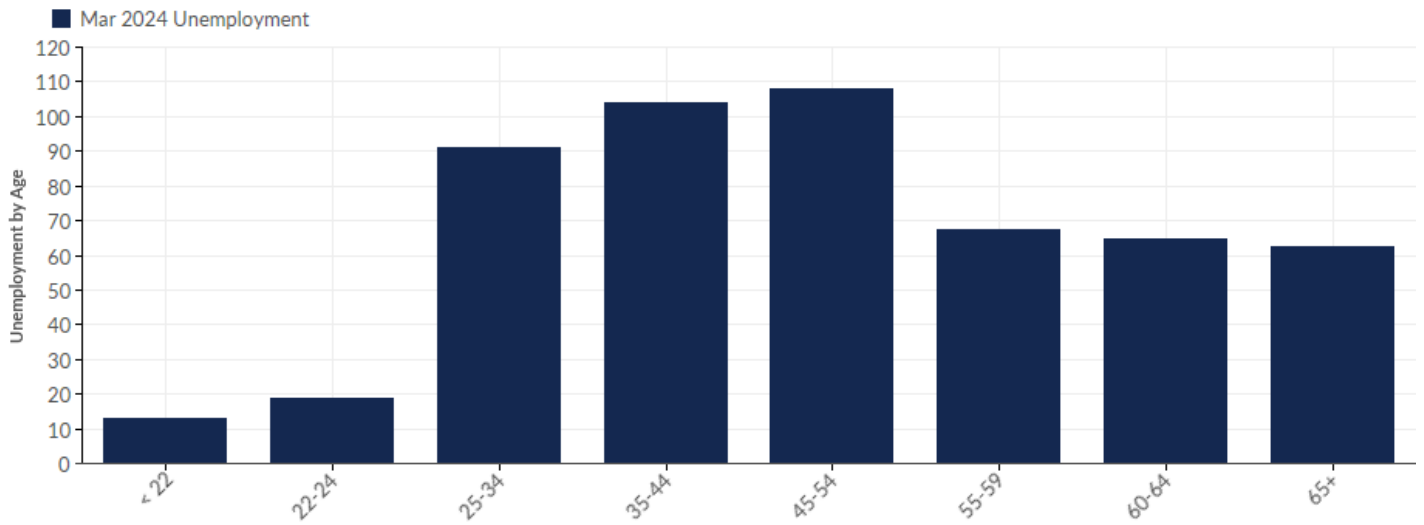
Educational Attainment

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).



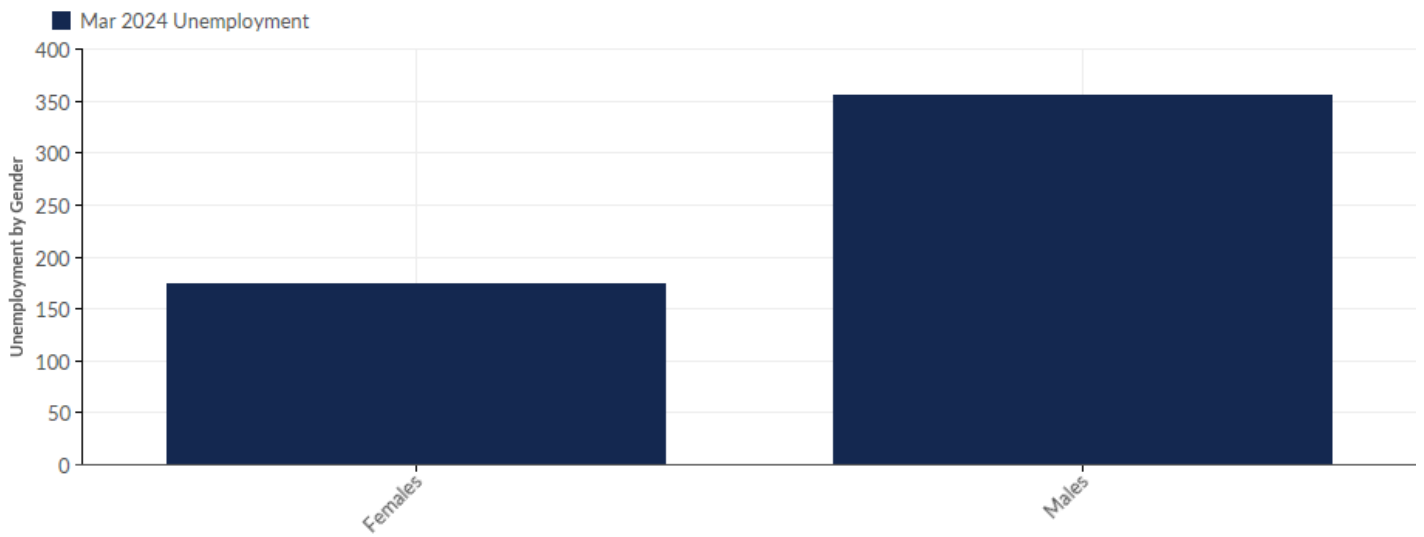
Unemployment by Demographics

Unemployment by Age



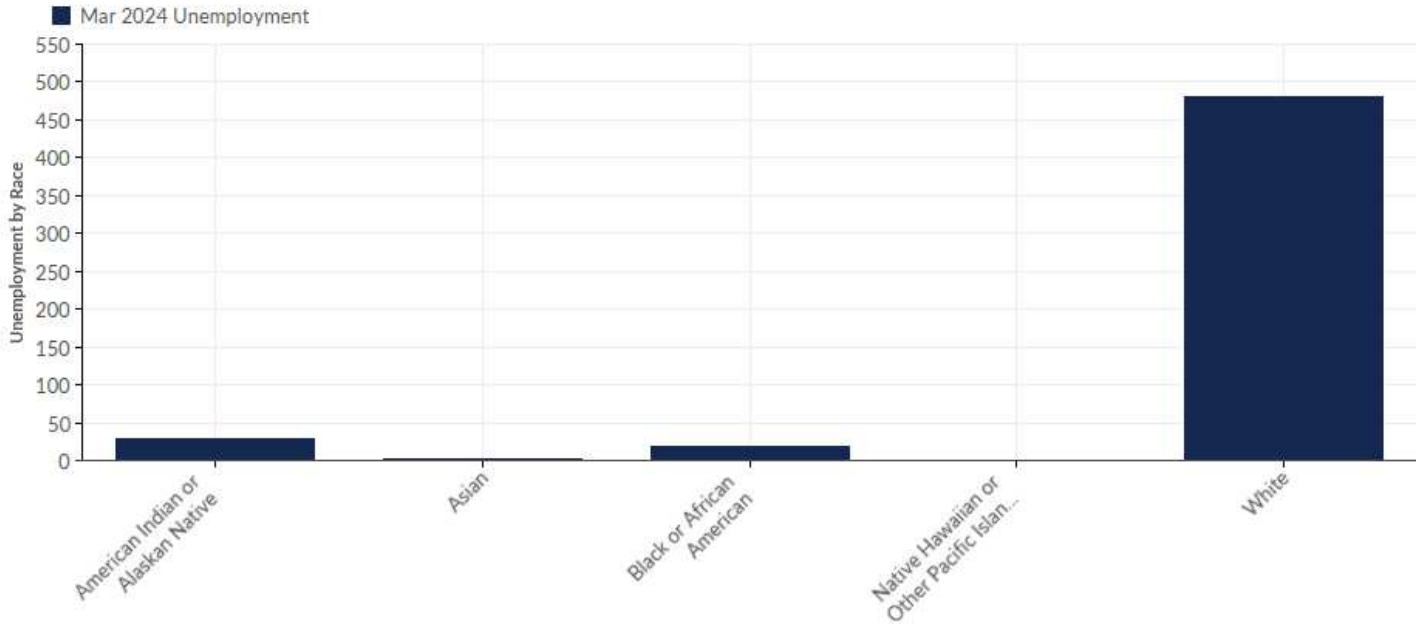
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	13	2.46%
22-24	19	3.59%
25-34	91	17.20%
35-44	104	19.66%
45-54	108	20.42%
55-59	67	12.67%
60-64	65	12.29%
65+	62	11.72%
Total	529	100.00%

Unemployment by Gender



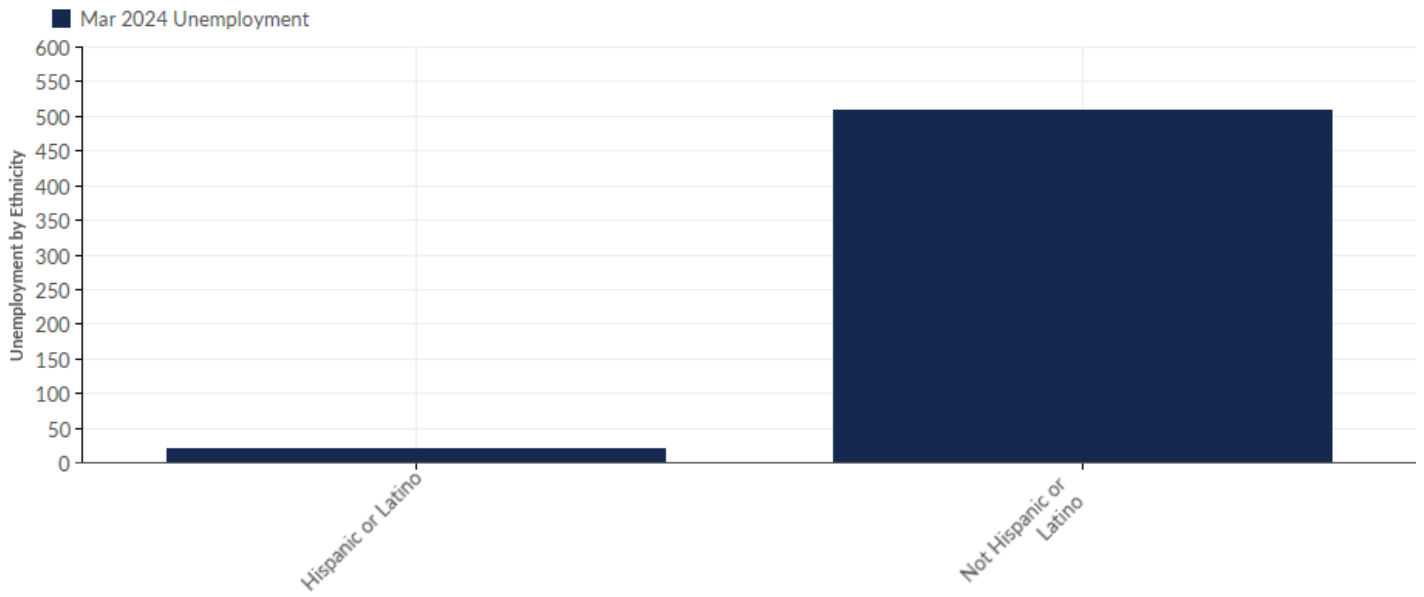
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	173	32.70%
Males	356	67.30%
Total	529	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	28	5.29%
Asian	2	0.38%
Black or African American	18	3.40%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	480	90.74%
Total	529	100.00%

Unemployment by Ethnicity

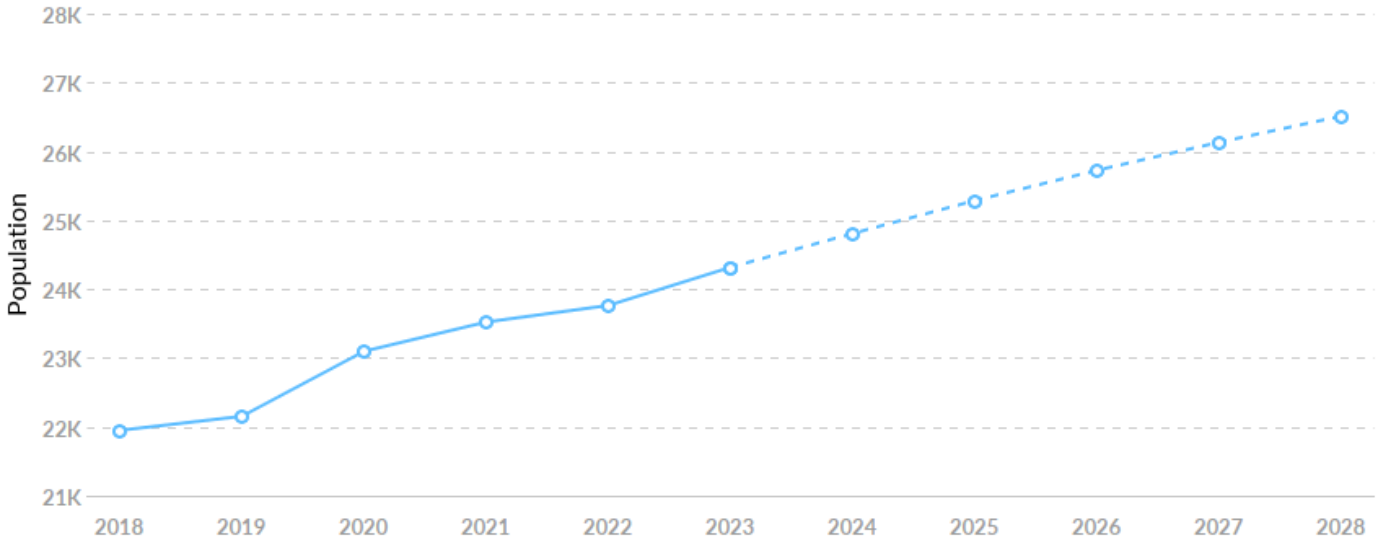


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	21	3.97%
Not Hispanic or Latino	508	96.03%
Total	529	100.00%

Historic & Projected Trends

Population Trends

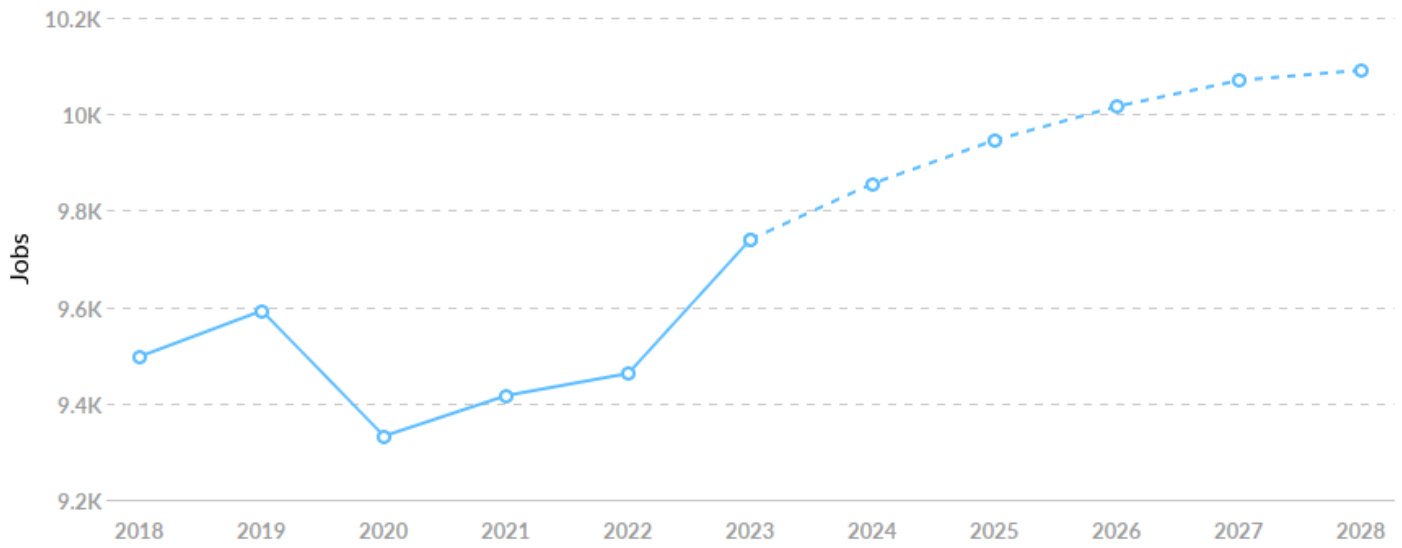
As of 2023 the region's population increased by 10.8% since 2018, growing by 2,368. Population is expected to increase by 9.0% between 2023 and 2028, adding 2,195.



Timeframe	Population
2018	21,949
2019	22,153
2020	23,097
2021	23,522
2022	23,763
2023	24,317
2024	24,808
2025	25,286
2026	25,726
2027	26,133
2028	26,512

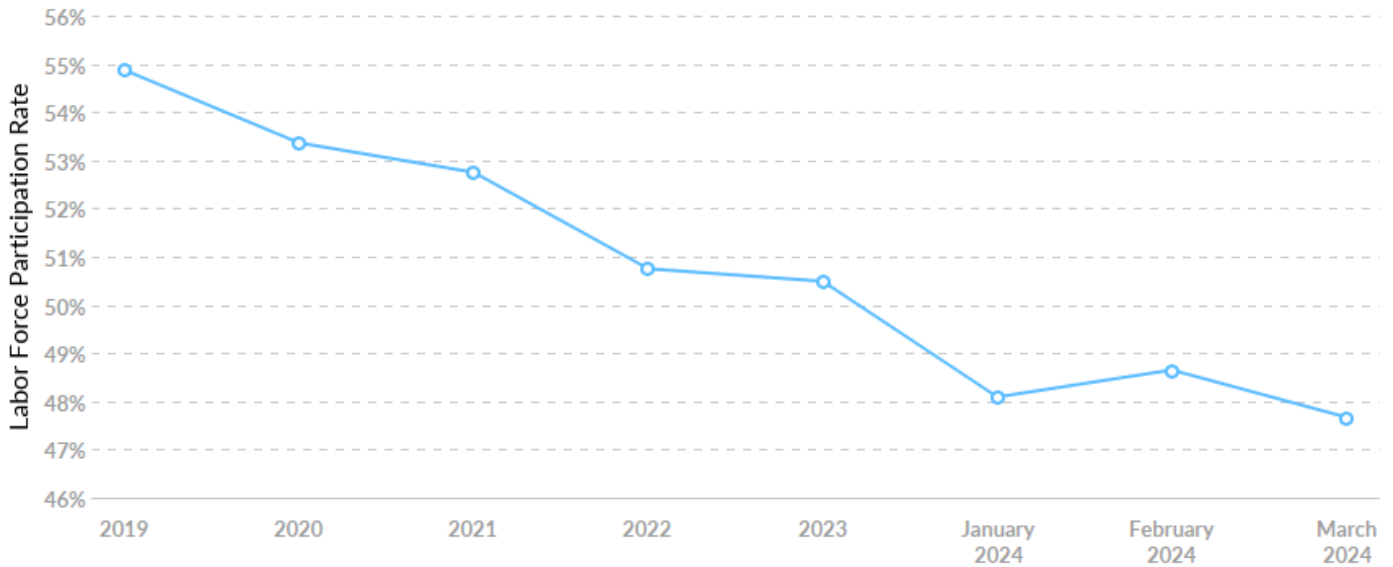
Job Trends

From 2018 to 2023, jobs increased by 2.6% in Vilas County, WI from 9,497 to 9,740. This change fell short of the national growth rate of 4.3% by 1.7%.



Timeframe	Jobs
2018	9,497
2019	9,592
2020	9,332
2021	9,416
2022	9,462
2023	9,740
2024	9,856
2025	9,946
2026	10,016
2027	10,070
2028	10,091

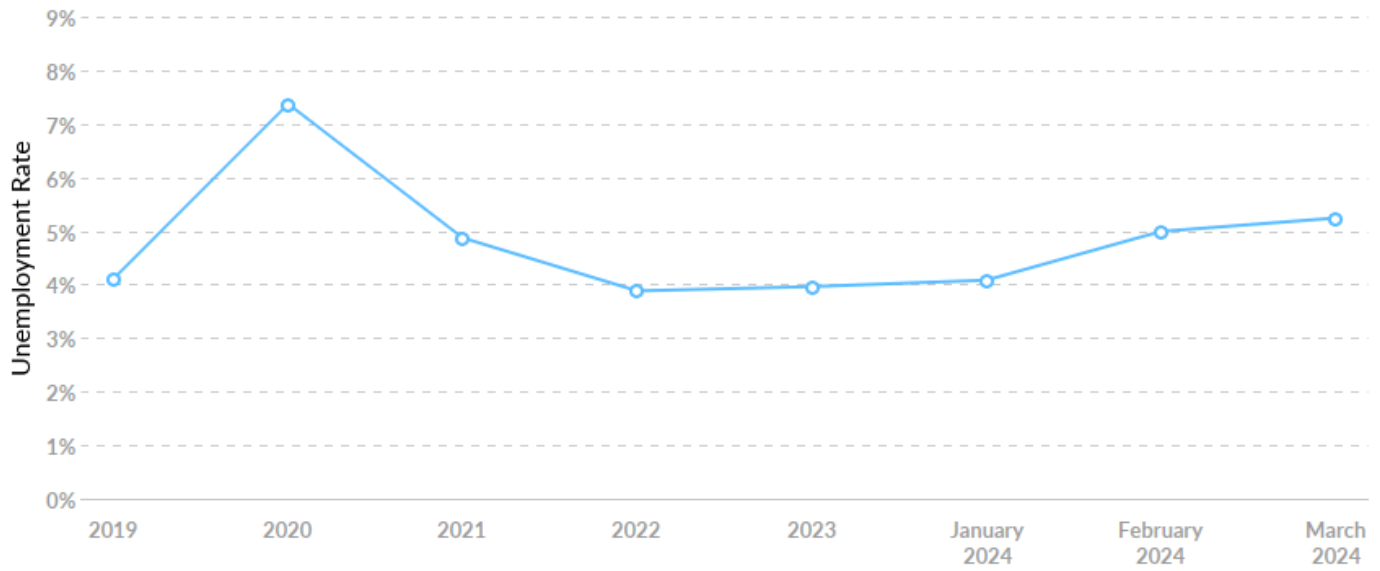
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	54.87%
2020	53.36%
2021	52.75%
2022	50.75%
2023	50.49%
January 2024	48.09%
February 2024	48.65%
March 2024	47.67%

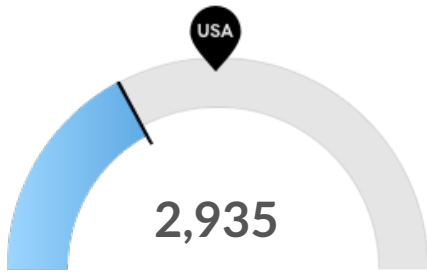
Unemployment Rate Trends

Vilas County, WI had a March 2024 unemployment rate of 5.24%, **increasing from 4.11%** 5 years before.



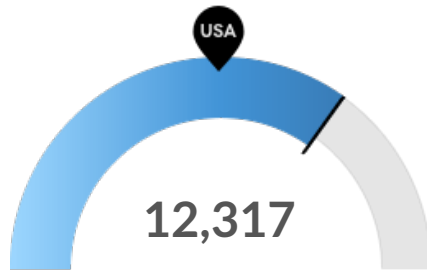
Timeframe	Unemployment Rate
2019	4.11%
2020	7.37%
2021	4.87%
2022	3.88%
2023	3.96%
January 2024	4.08%
February 2024	4.99%
March 2024	5.24%

Population Characteristics



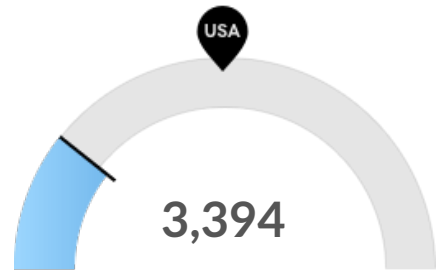
Millennials

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



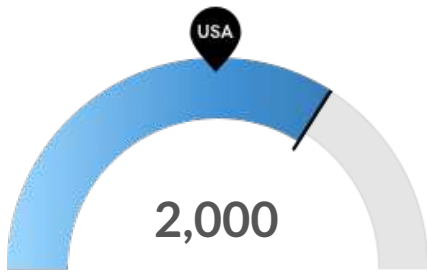
Retiring Soon

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.



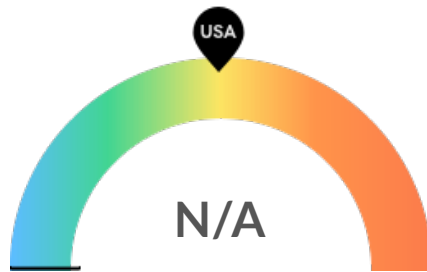
Racial Diversity

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.



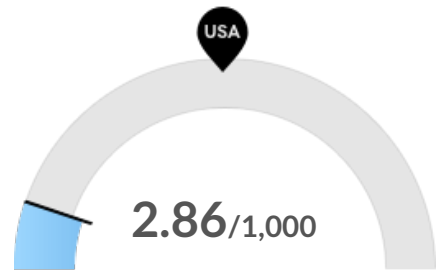
Veterans

Vilas County, WI has 2,000 veterans. The national average for an area this size is 1,215.



Violent Crime

No crime information is available in Vilas County, WI.

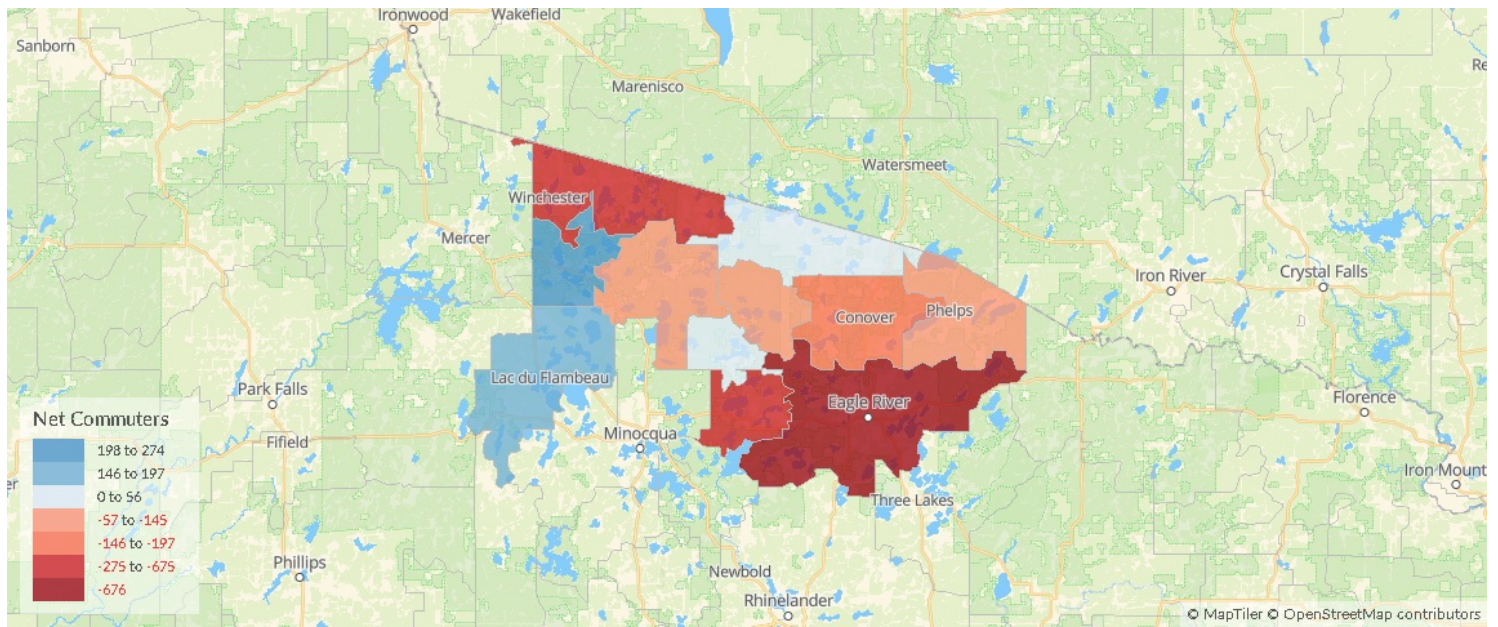


Property Crime

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 ...	4,305
54538	Lac Du Flambeau, WI (i...	1,094
54558	Saint Germain, WI (in Vi...	931
54545	Manitowish Waters, WI...	681
54540	Land O Lakes, WI (in Vil...	590

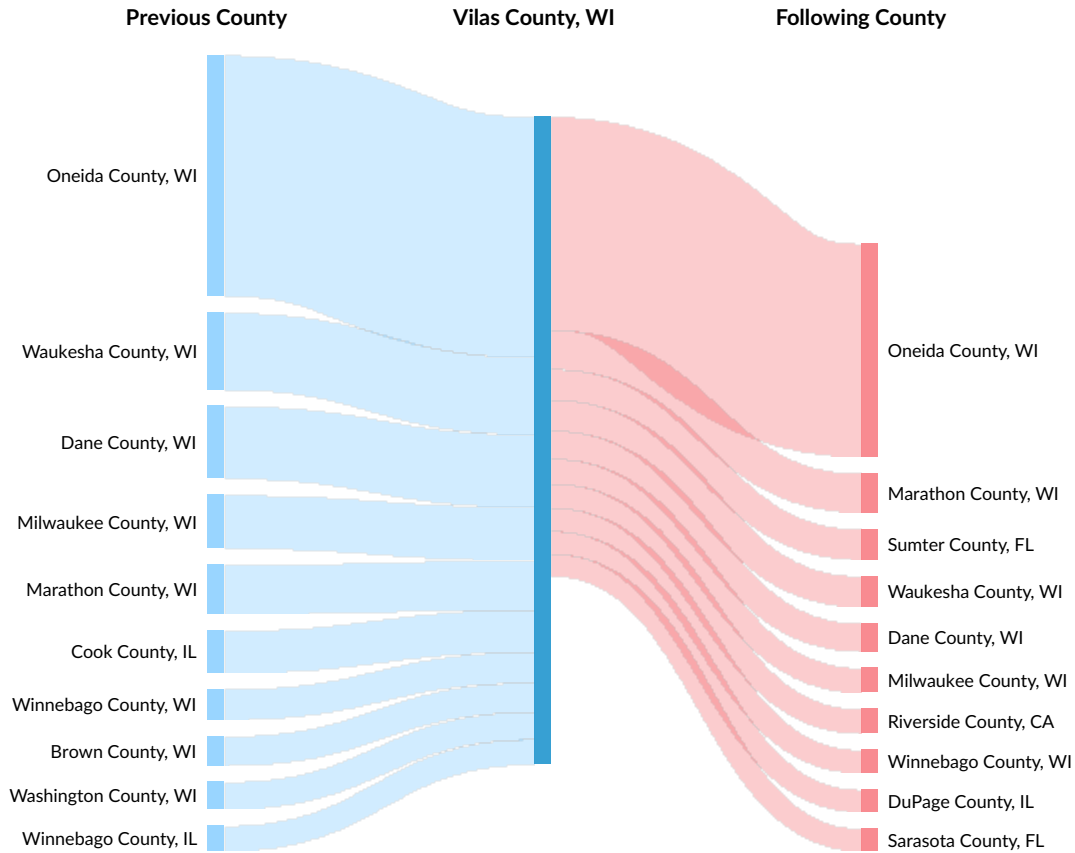
Where Talent Lives

ZIP	Name	2023 Workers
54521	Eagle River, WI (in Vilas ...	4,981
54558	Saint Germain, WI (in Vi...	1,247
54538	Lac Du Flambeau, WI (i...	948
54519	Conover, WI (in Vilas co...	632
54557	Presque Isle, WI (in Vila...	604

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.

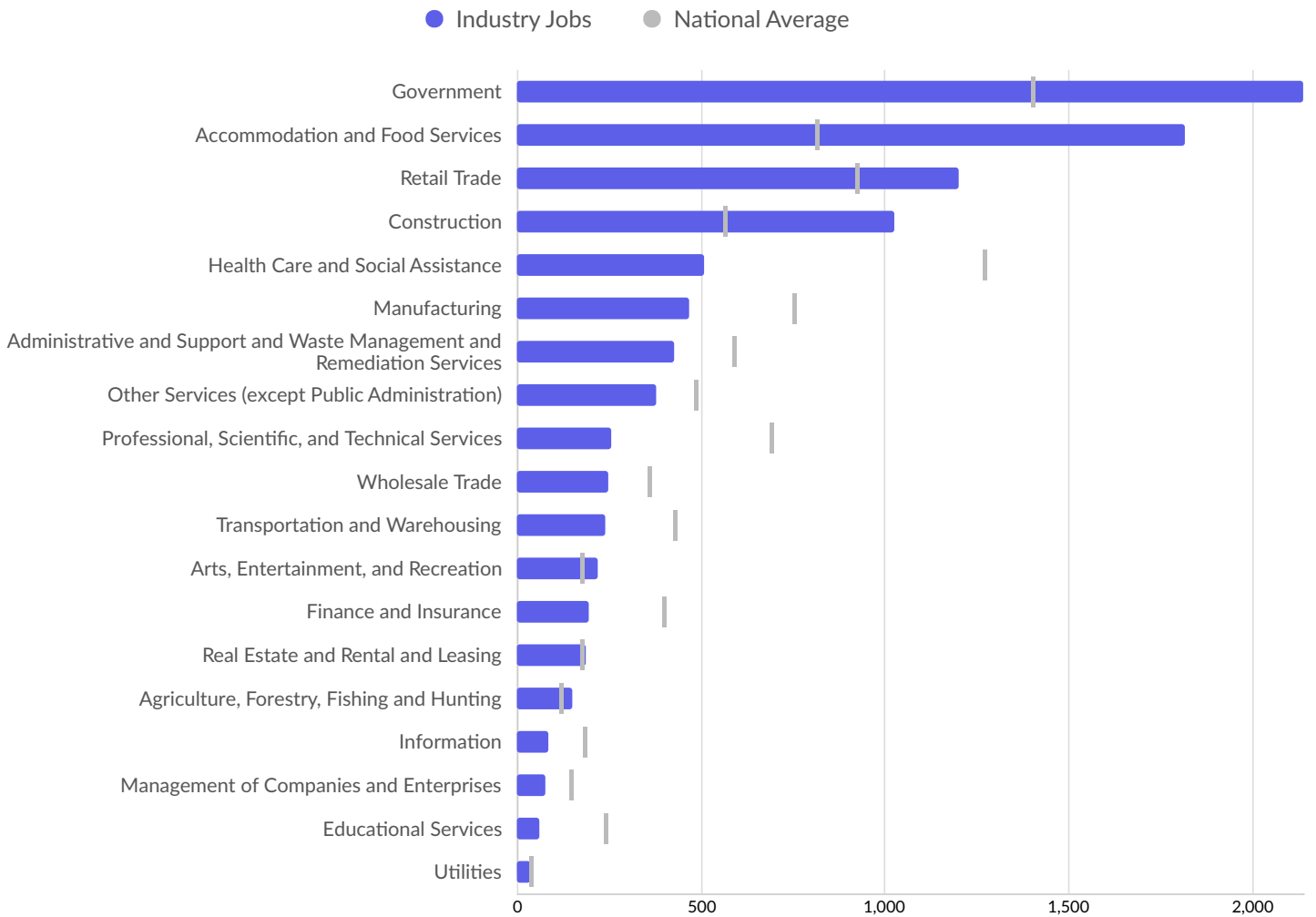


Top Previous Counties	Migrations
Oneida County, WI	274
Waukesha County, WI	88
Dane County, WI	82
Milwaukee County, WI	61
Marathon County, WI	56
Cook County, IL	48

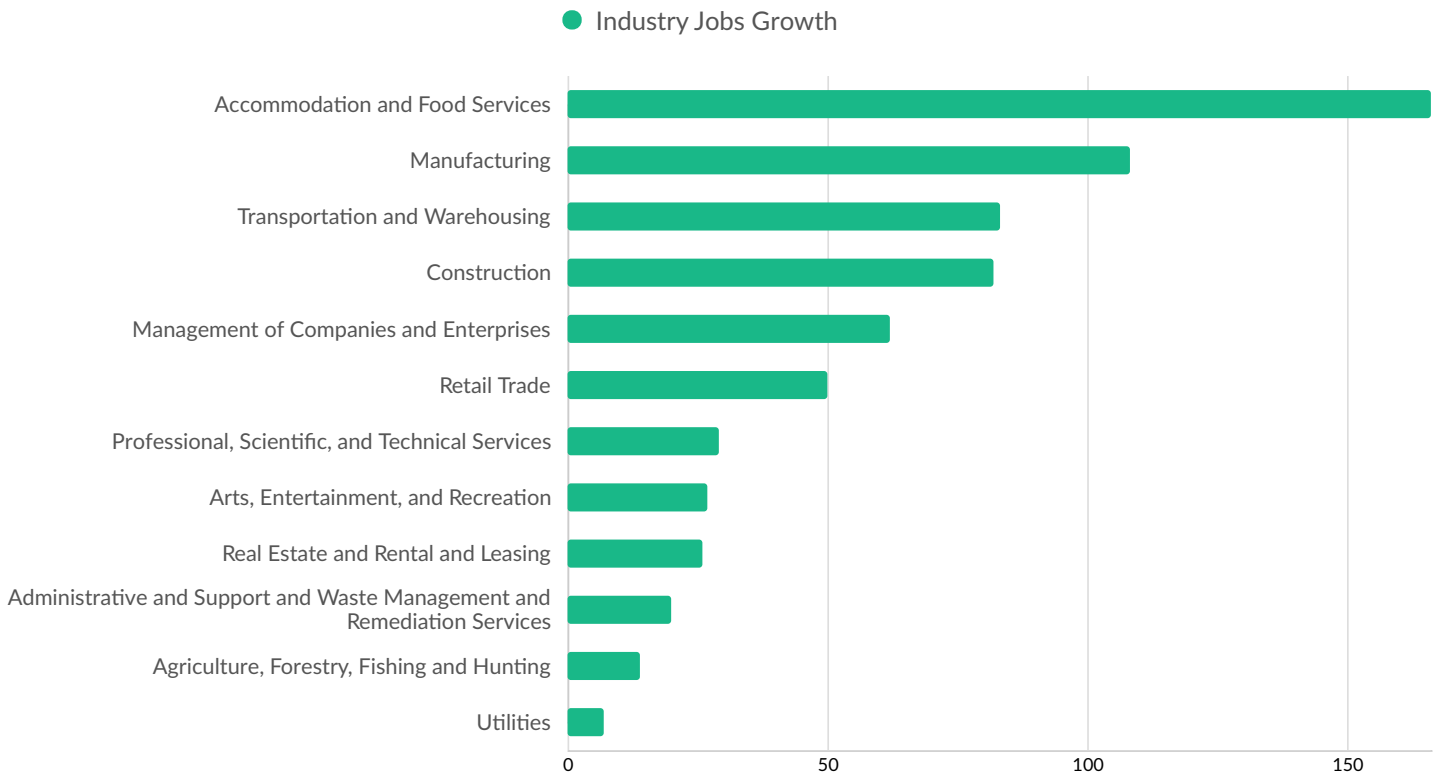
Top Previous Counties	Migrations
Winnebago County, WI	35
Brown County, WI	33
Washington County, WI	31
Winnebago County, IL	29
Outagamie County, WI	29
Bingham County, ID	27
Maricopa County, AZ	23
Hennepin County, MN	21
Lewis and Clark County, MT	21
Top Following Counties	Migrations
Oneida County, WI	243
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

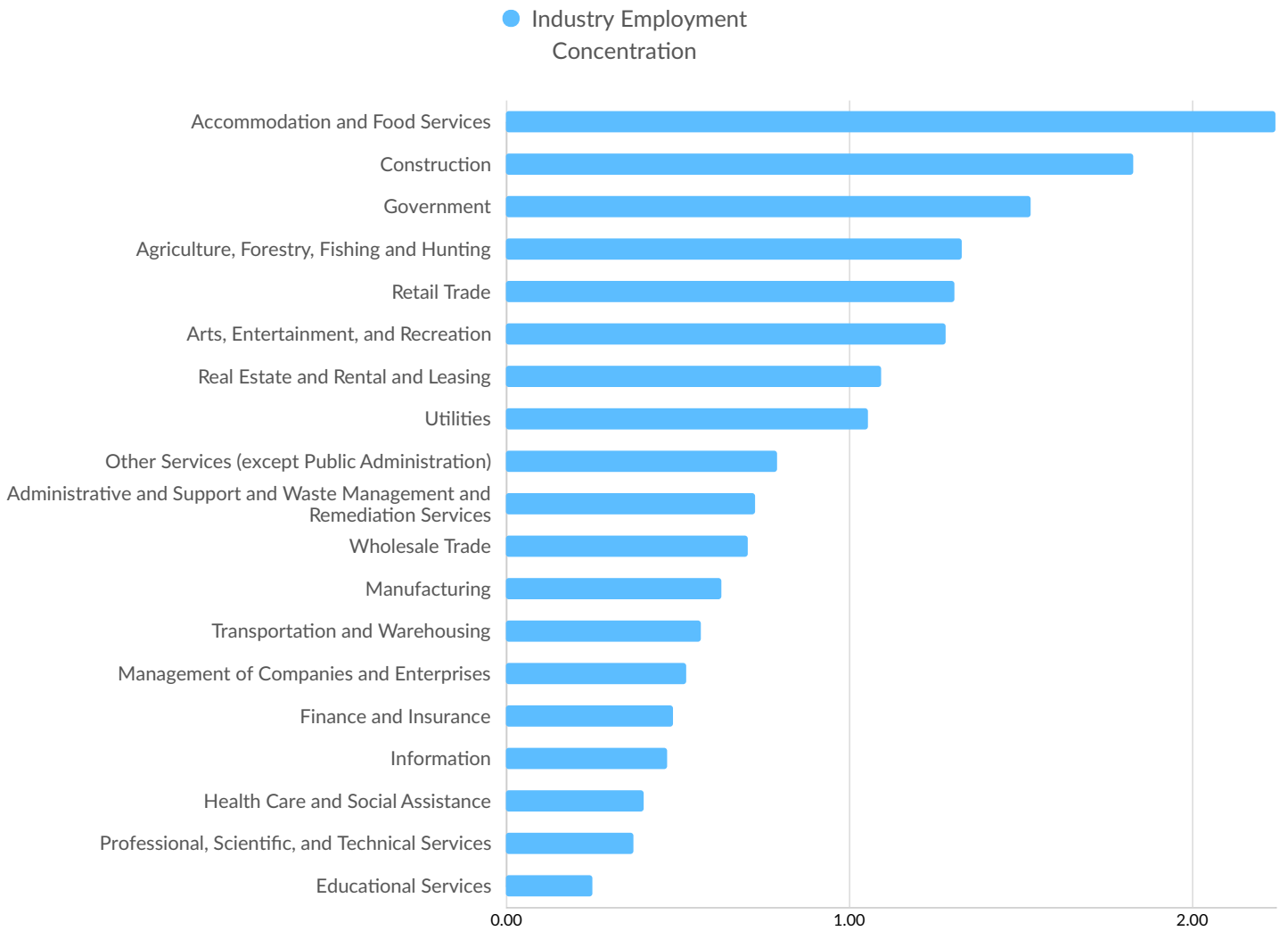
Largest Industries



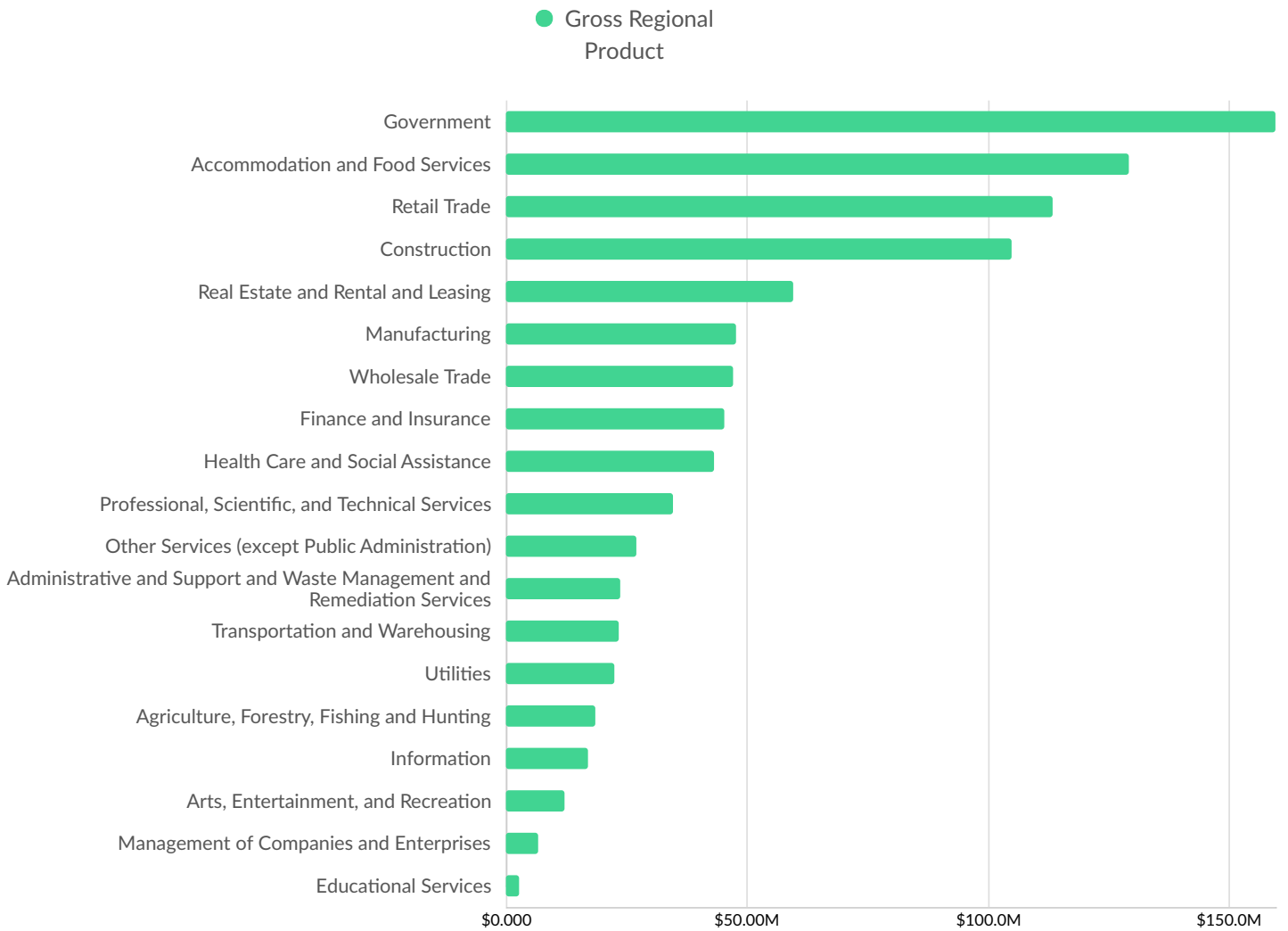
Top Growing Industries



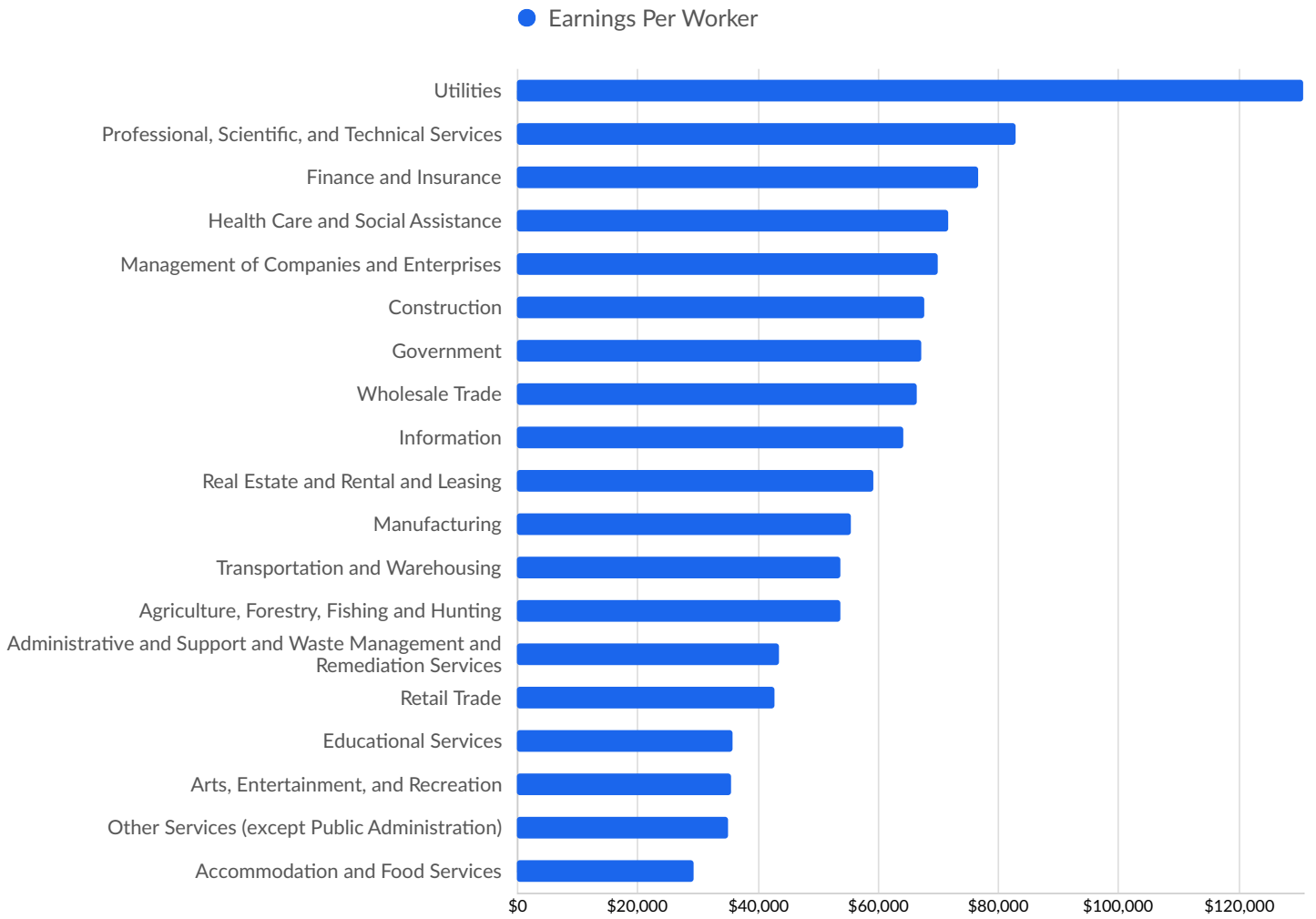
Top Industry Employment Concentration



Top Industry GRP











Top Industry Earnings



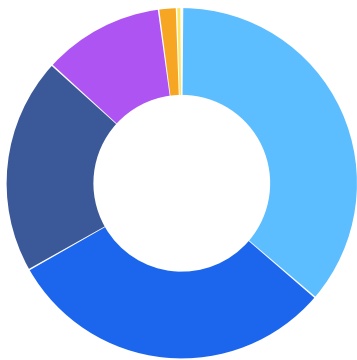
Business Characteristics

2,466 Companies Employ Your Workers

Online profiles for your workers mention 2,466 companies as employers, with the top 10 appearing below. In the last 12 months, 188 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	54 	United Way Of Washington Cou...	62 
Marshfield Clinic	36 	Aspirus	39 
Ministry Health Care	35 	Border Foods	31 
Vilas County	32 	T.A Solberg	23 
Lake Of The Torches Resort Casi...	31 	Kroger	22 
Lac Du Flambeau Band Of Lake ...	28 	Nicolet National Bank	22 
State of Wisconsin	26 	Eau Holdings	20 
Lac Du Flambeau Tribe	25 	MasTec	17 
University of Wisconsin System	25 	Kindred Healthcare	13 
Lac Du Flambeau Public School	22 	Republic Services	11 

Business Size

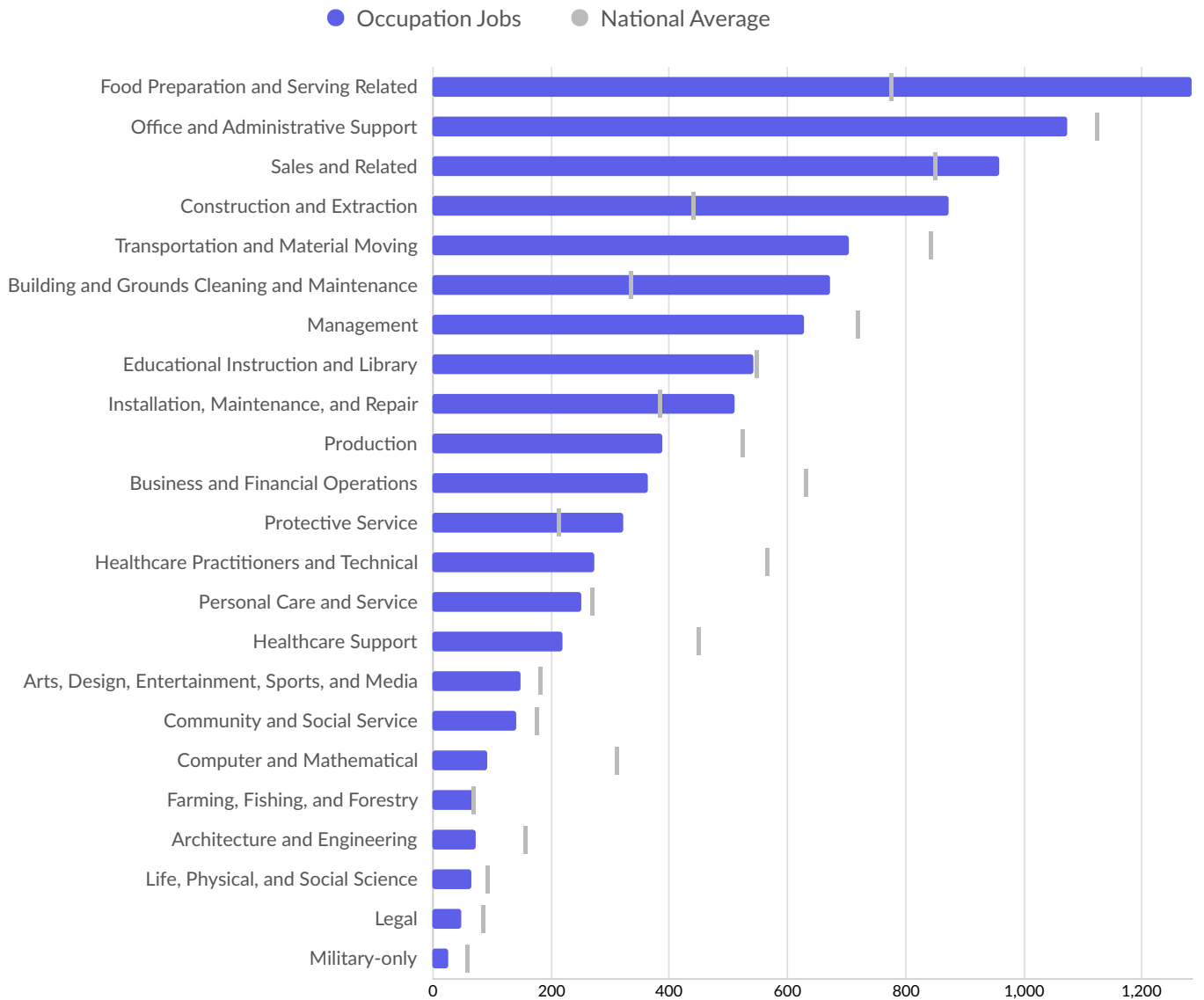


	Percentage	Business Count
1 to 4 employees	36.2%	530
5 to 9 employees	30.5%	447
10 to 19 employees	19.9%	292
20 to 49 employees	11.1%	163
50 to 99 employees	1.6%	24
100 to 249 employees	0.4%	6
500+ employees	0.1%	2

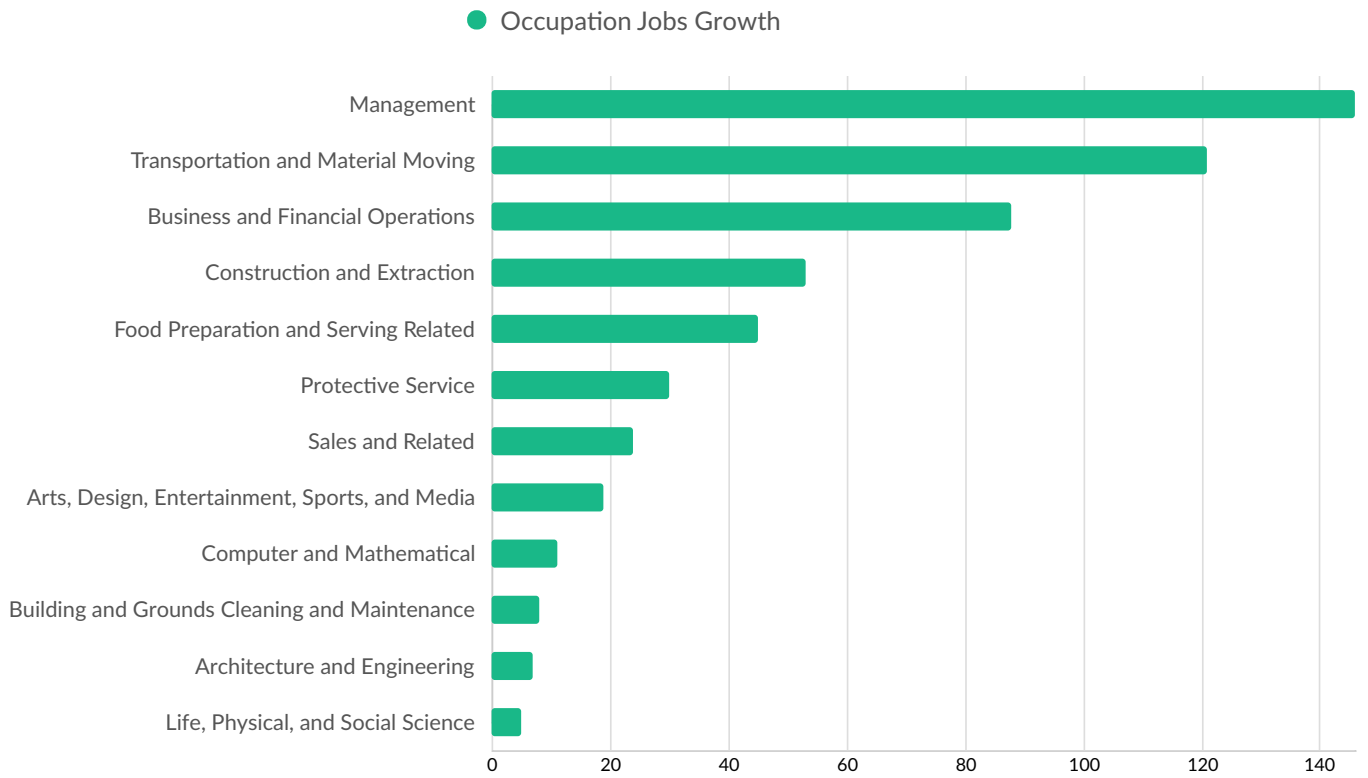
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

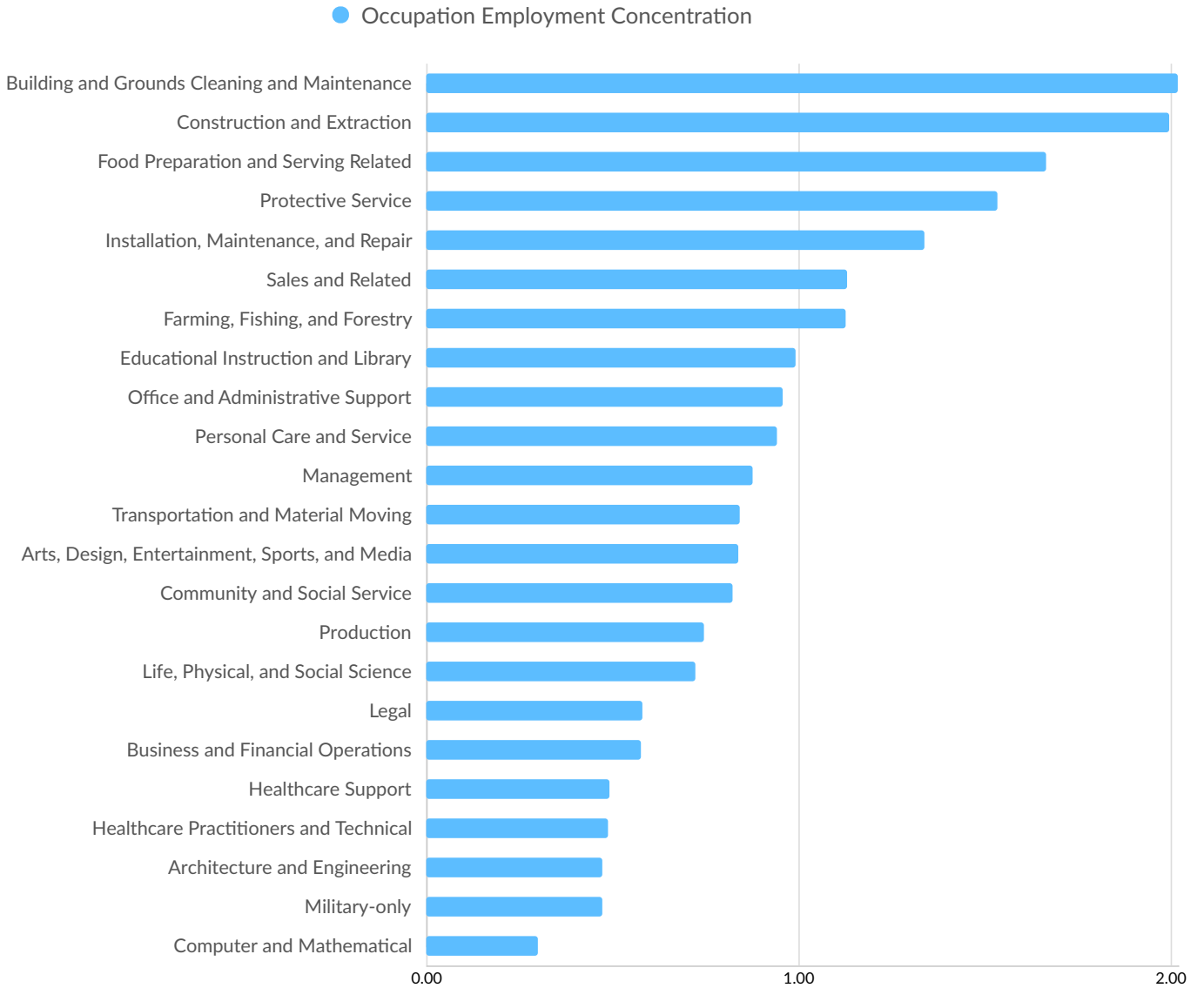
Largest Occupations



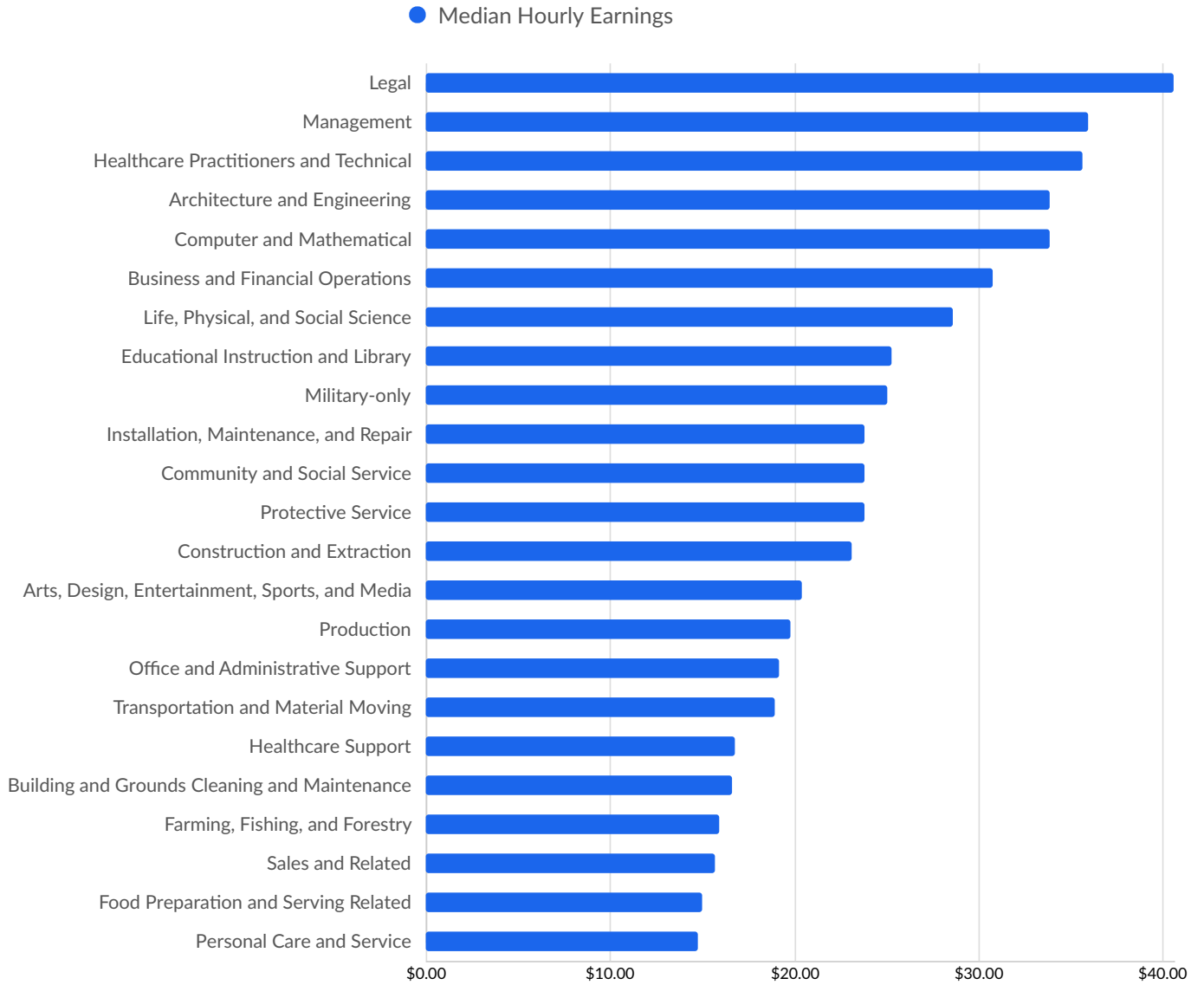
Top Growing Occupations



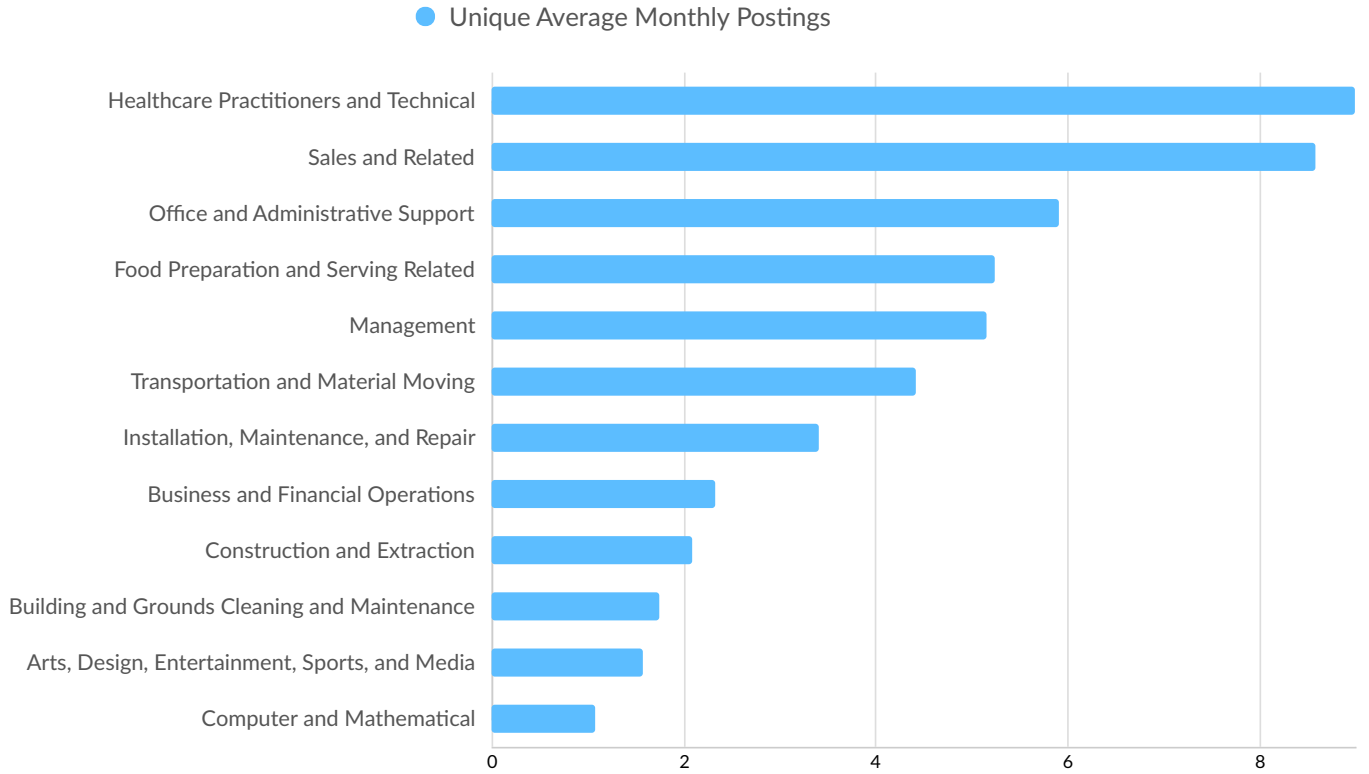
Top Occupation Employment Concentration



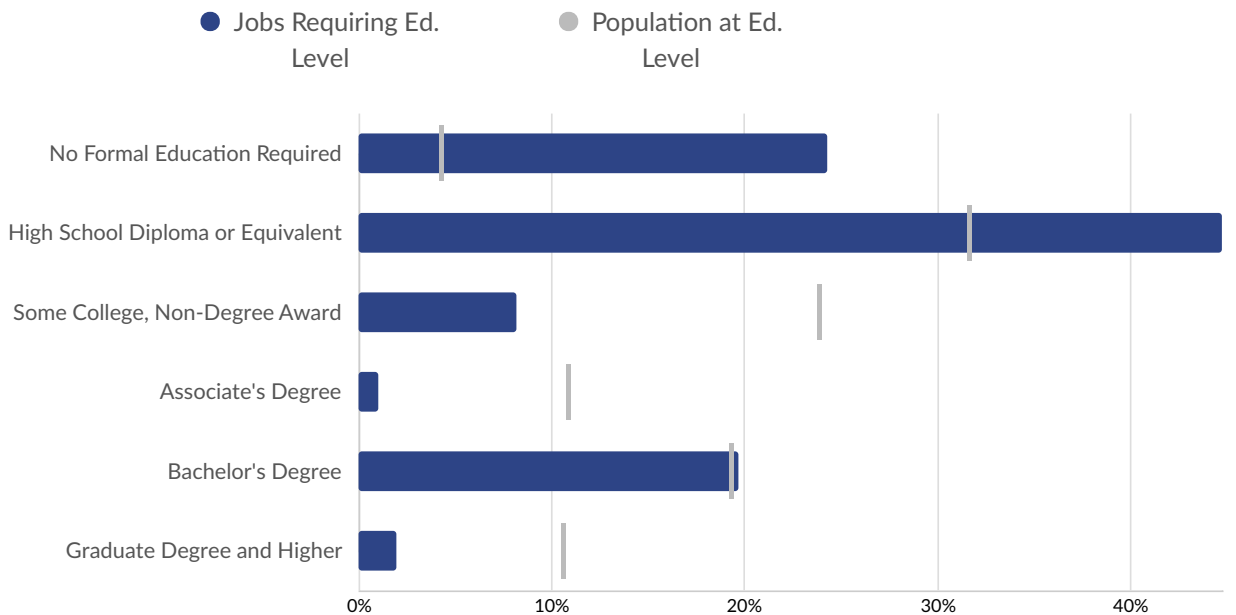
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

