



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

23,885

Population (2023)

Population **grew by 1,936** over the last 5 years and is projected to **grow by 1,740** over the next 5 years.

9,744

Total Regional Employment

Jobs **grew by 247** over the last 5 years and are projected to **grow by 428** over the next 5 years.

\$63.7K

Median Household Income (2022)

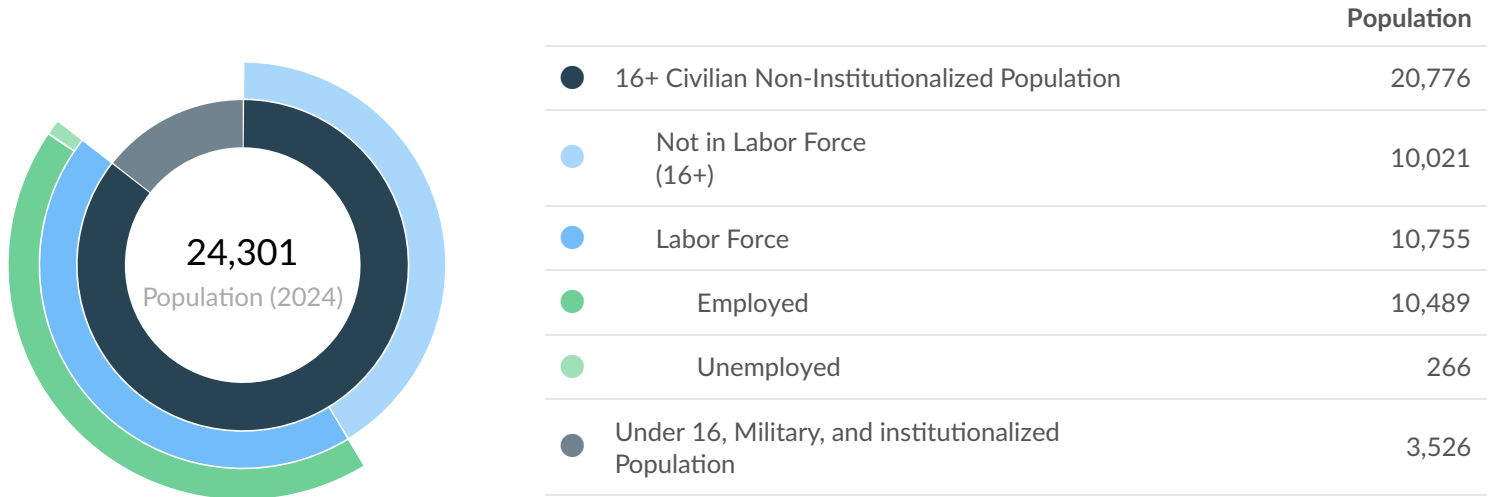
Median household income is **\$11.4K below** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 8.8%** since 2018, growing by 1,936. Population is expected to **increase by 7.3%** between 2023 and 2028, adding 1,740.
- From 2018 to 2023, jobs **increased by 2.6%** in Vilas County, WI from 9,497 to **9,744**. This change **fell short of the national growth rate of 4.5% by 1.9%**. As the number of jobs increased, the **labor force participation rate decreased from 52.4% to 50.0% 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).

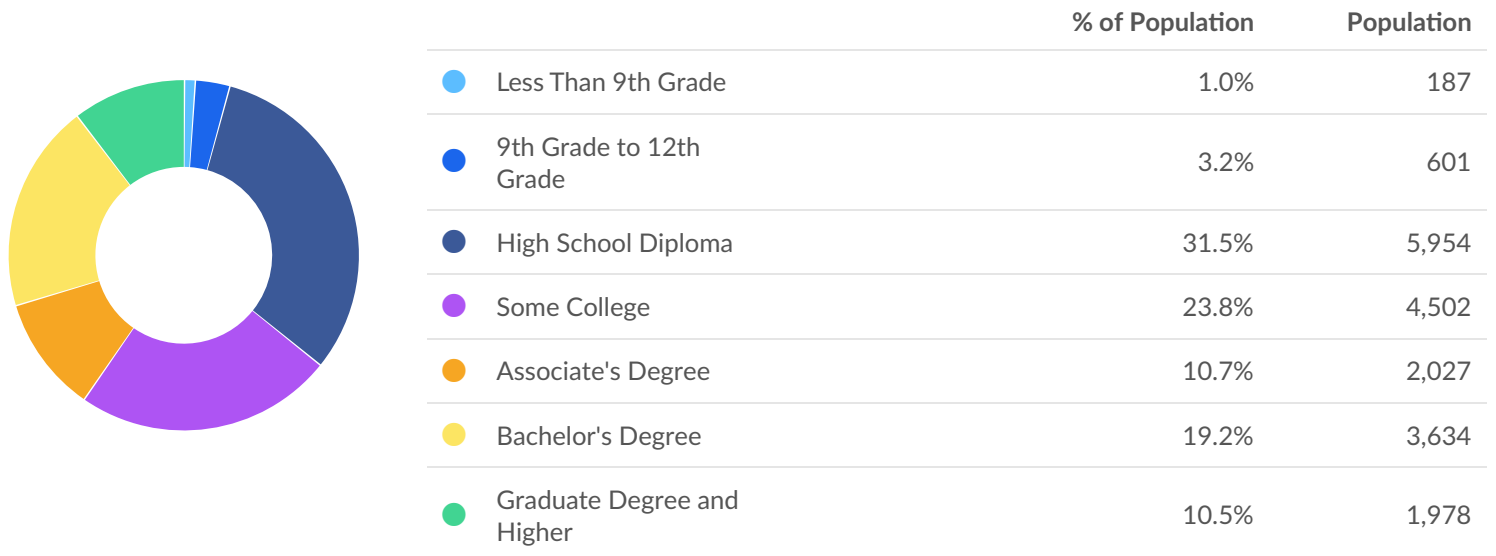
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	24,301	10,755	9,744	102.8	\$1.07B	\$1.71B	\$1.16B
NCWRPC	453,720	224,357	224,133	99.3	\$27.30B	\$35.07B	\$33.29B
Wisconsin	5,932,800	3,174,542	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

Sep 2024 Labor Force Breakdown



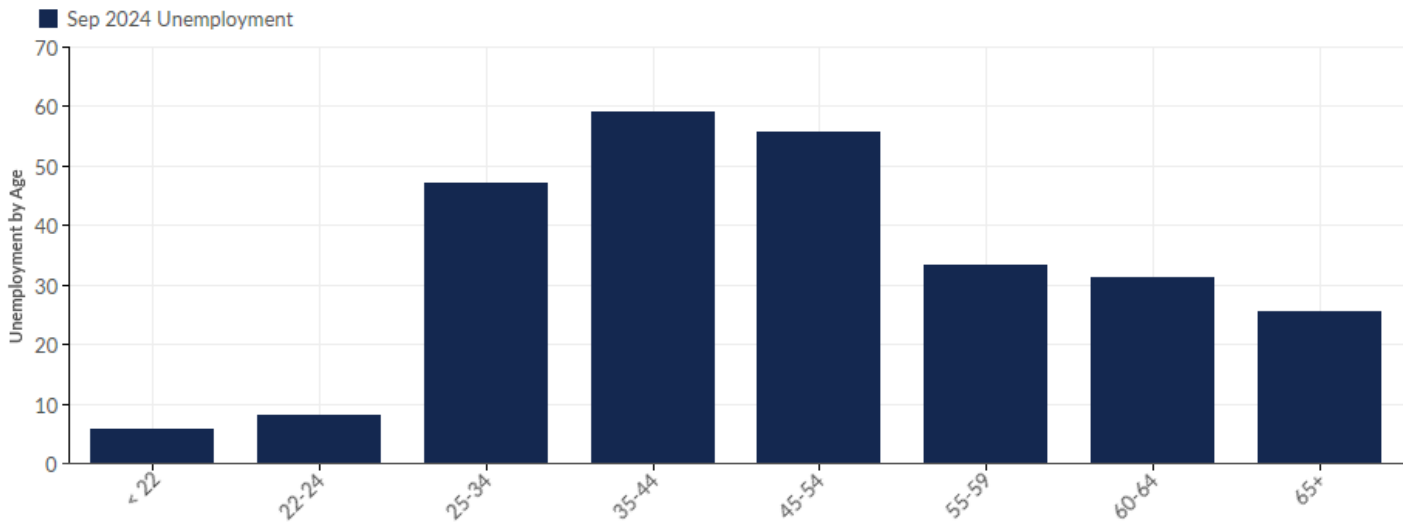
Educational Attainment

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).



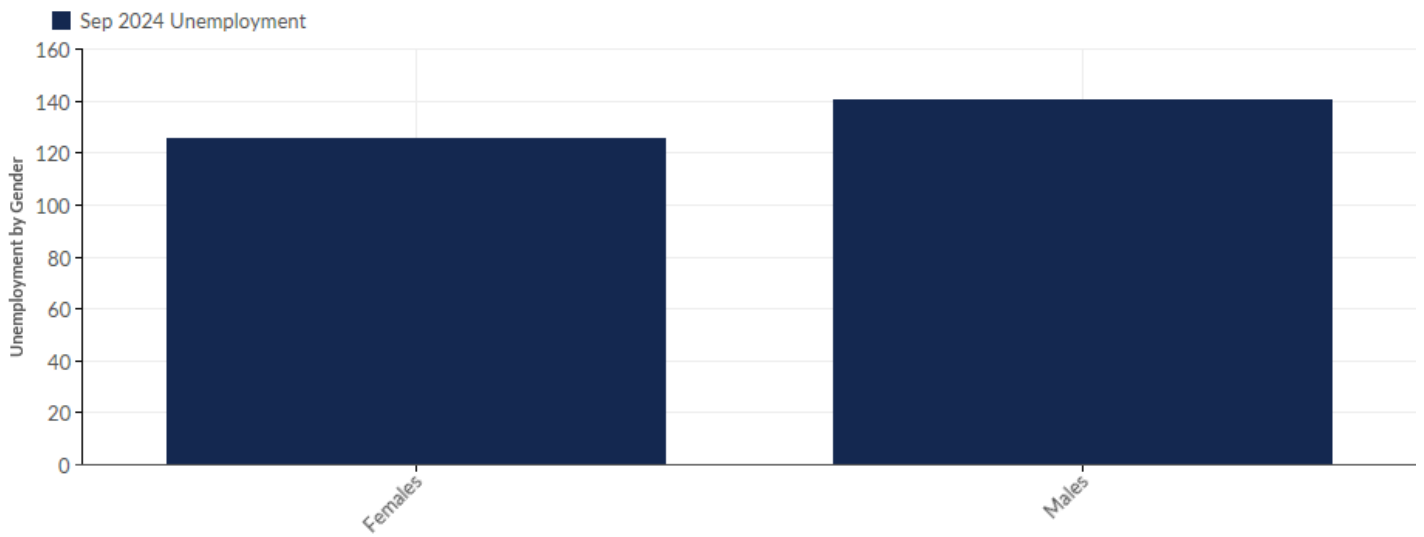
Unemployment by Demographics

Unemployment by Age



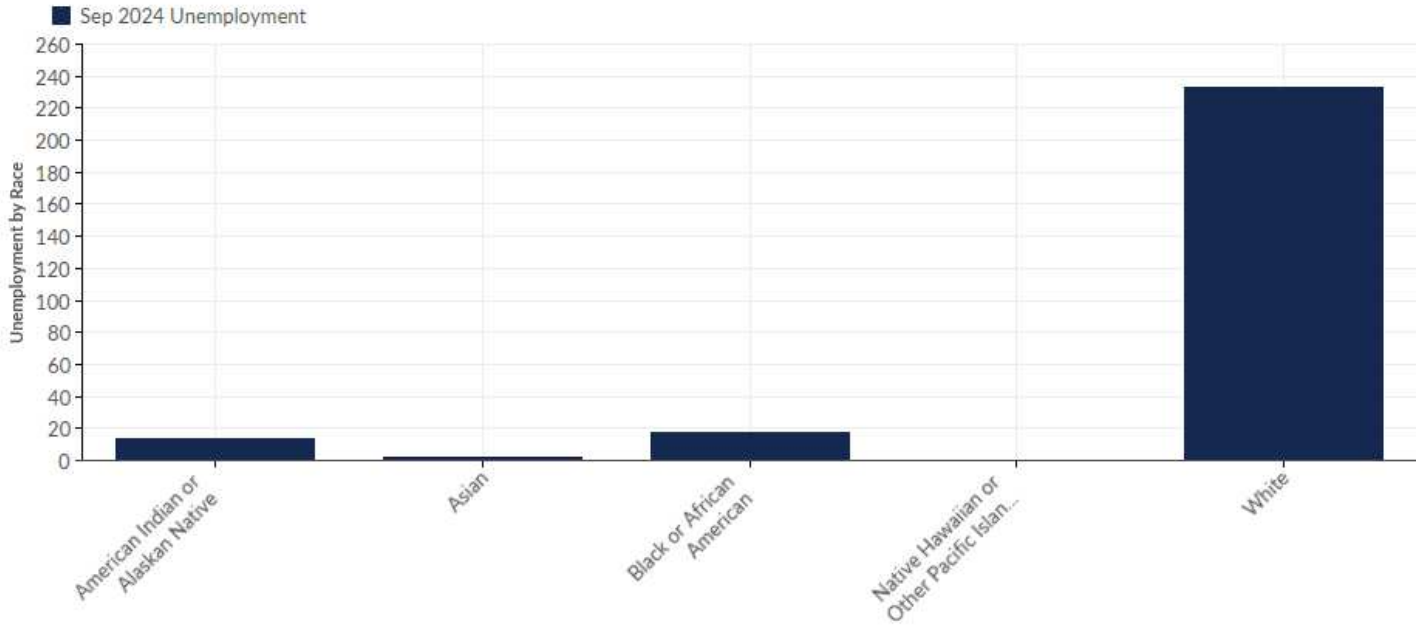
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	6	2.26%
22-24	8	3.01%
25-34	47	17.67%
35-44	59	22.18%
45-54	56	21.05%
55-59	33	12.41%
60-64	31	11.65%
65+	26	9.77%
Total	266	100.00%

Unemployment by Gender



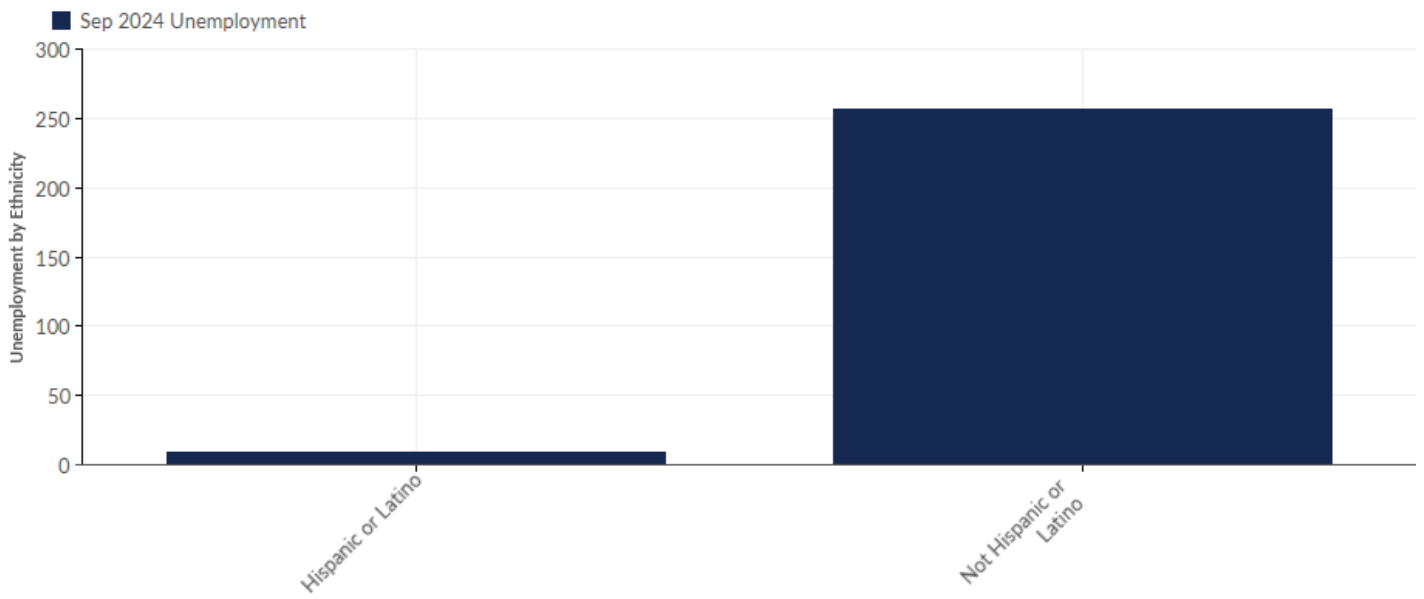
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	125	46.99%
Males	141	53.01%
Total	266	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	14	5.26%
Asian	2	0.75%
Black or African American	17	6.39%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	233	87.59%
Total	266	100.00%

Unemployment by Ethnicity

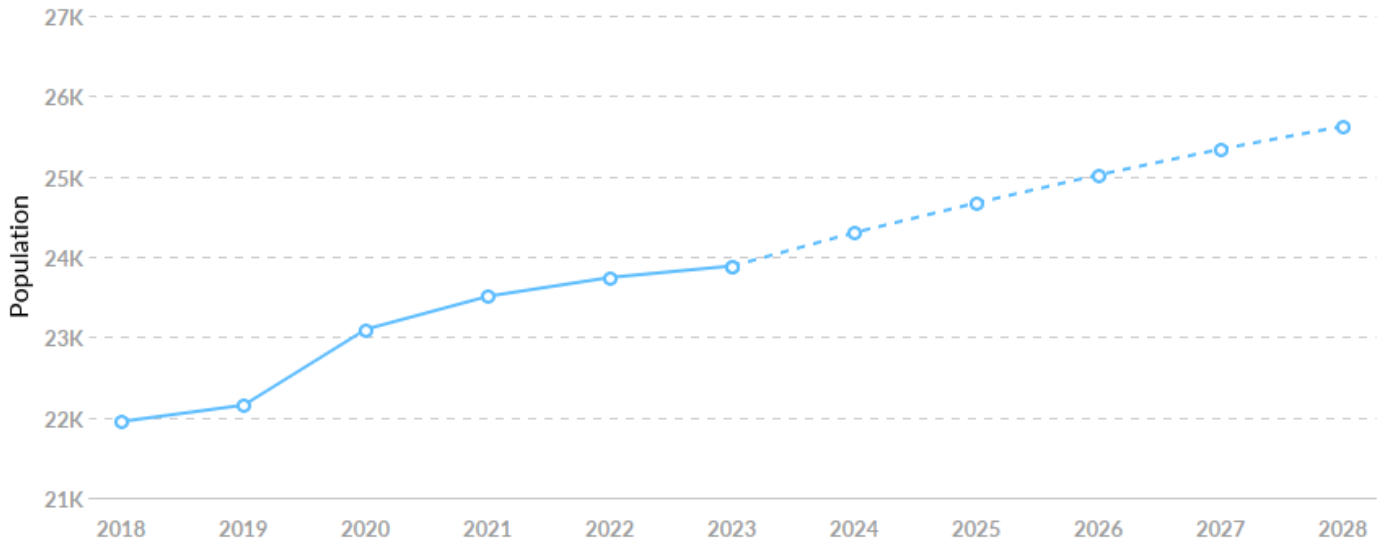


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	9	3.38%
Not Hispanic or Latino	257	96.62%
Total	266	100.00%

Historic & Projected Trends

Population Trends

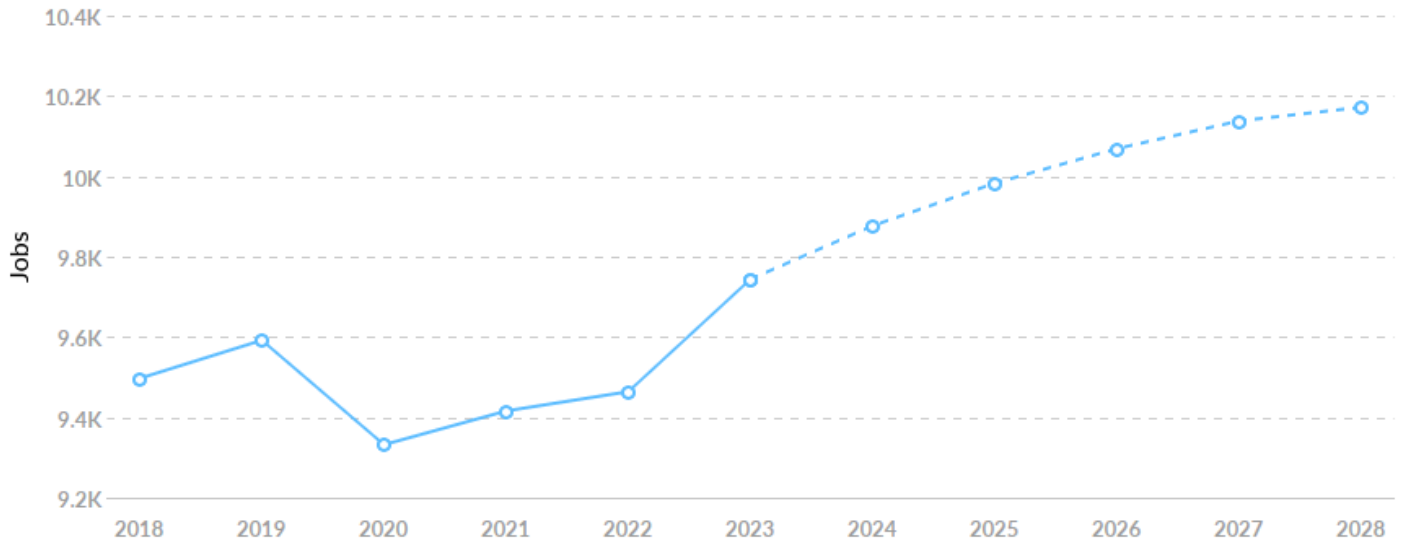
As of 2023 the region's population increased by 8.8% since 2018, growing by 1,936. Population is expected to increase by 7.3% between 2023 and 2028, adding 1,740.



Timeframe	Population
2018	21,949
2019	22,153
2020	23,097
2021	23,508
2022	23,742
2023	23,885
2024	24,301
2025	24,671
2026	25,020
2027	25,340
2028	25,625

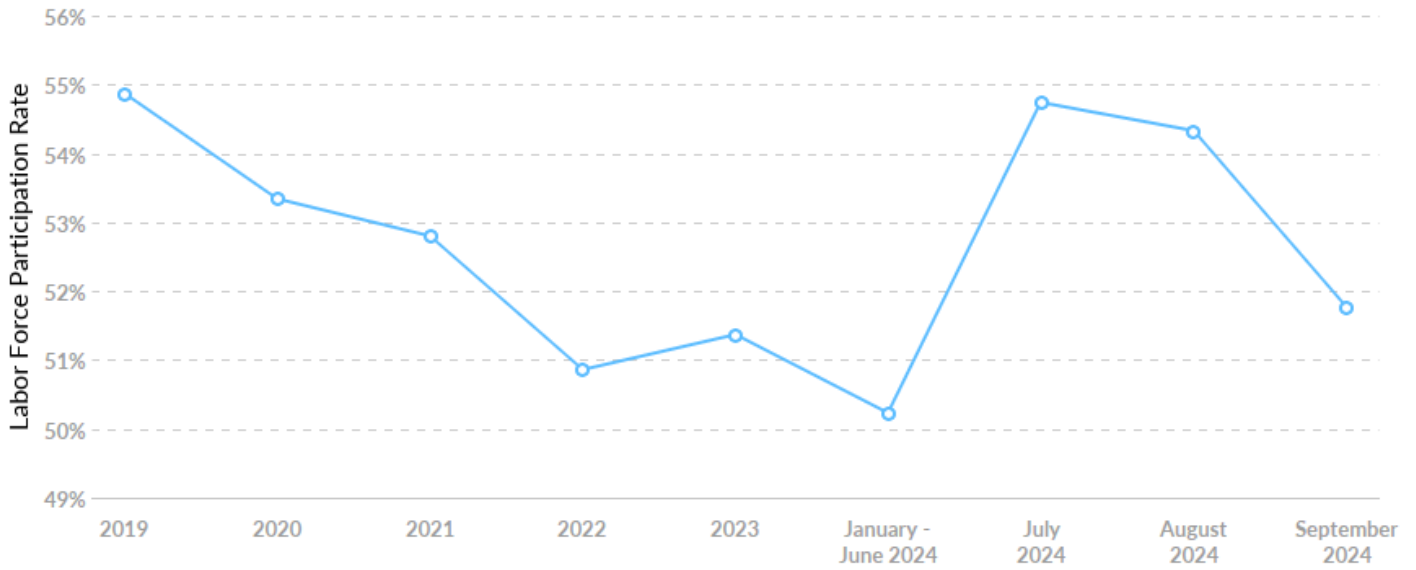
Job Trends

From 2018 to 2023, jobs increased by 2.6% in Vilas County, WI from 9,497 to 9,744. This change fell short of the national growth rate of 4.5% by 1.9%.



Timeframe	Jobs
2018	9,497
2019	9,592
2020	9,332
2021	9,416
2022	9,464
2023	9,744
2024	9,877
2025	9,983
2026	10,069
2027	10,138
2028	10,172

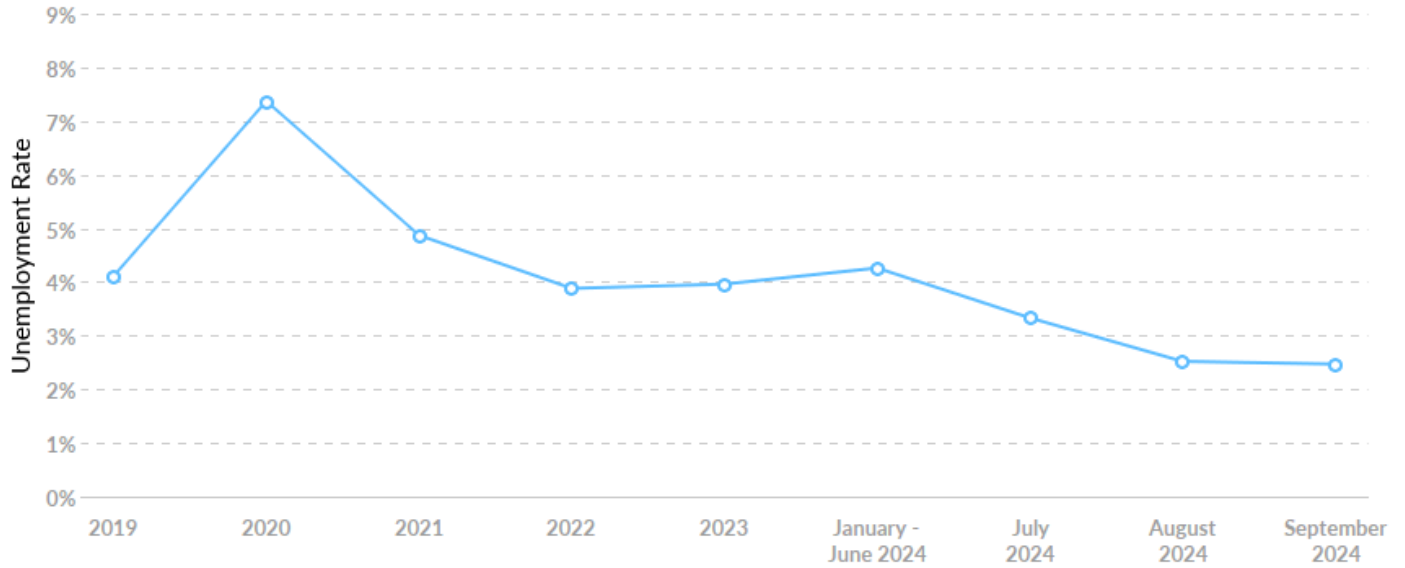
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	54.87%
2020	53.34%
2021	52.80%
2022	50.86%
2023	51.37%
January - June 2024	50.23%
July 2024	54.74%
August 2024	54.33%
September 2024	51.77%

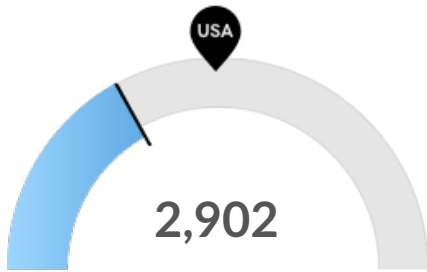
Unemployment Rate Trends

Vilas County, WI had a September 2024 unemployment rate of 2.47%, **decreasing from 4.11%** 5 years before.



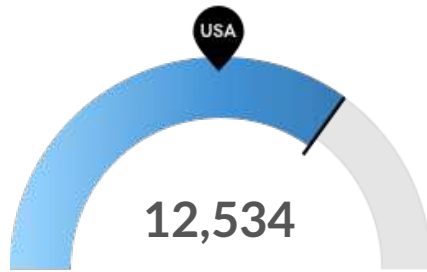
Timeframe	Unemployment Rate
2019	4.11%
2020	7.37%
2021	4.87%
2022	3.88%
2023	3.96%
January - June 2024	4.26%
July 2024	3.33%
August 2024	2.52%
September 2024	2.47%

Population Characteristics



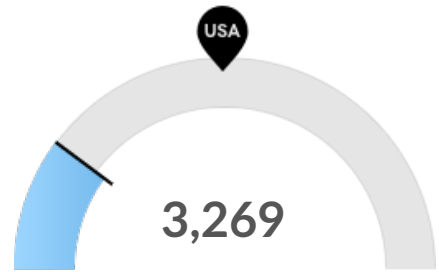
Millennials

Vilas County, WI has 2,902 millennials (ages 25-39). The national average for an area this size is 4,853.



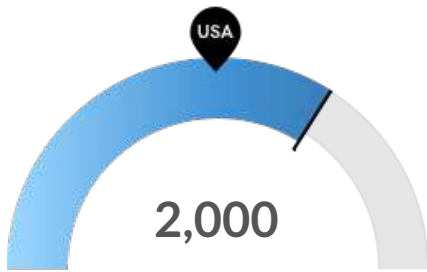
Retiring Soon

Retirement risk is high in Vilas County, WI. The national average for an area this size is 7,210 people 55 or older, while there are 12,534 here.



Racial Diversity

Racial diversity is low in Vilas County, WI. The national average for an area this size is 9,947 racially diverse people, while there are 3,269 here.



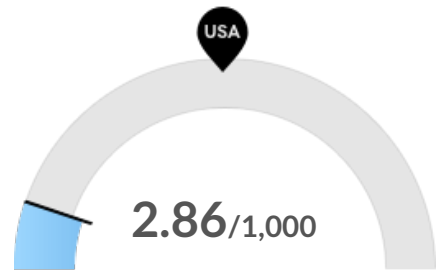
Veterans

Vilas County, WI has 2,000 veterans. The national average for an area this size is 1,214.



Violent Crime

No crime information is available in Vilas County, WI.

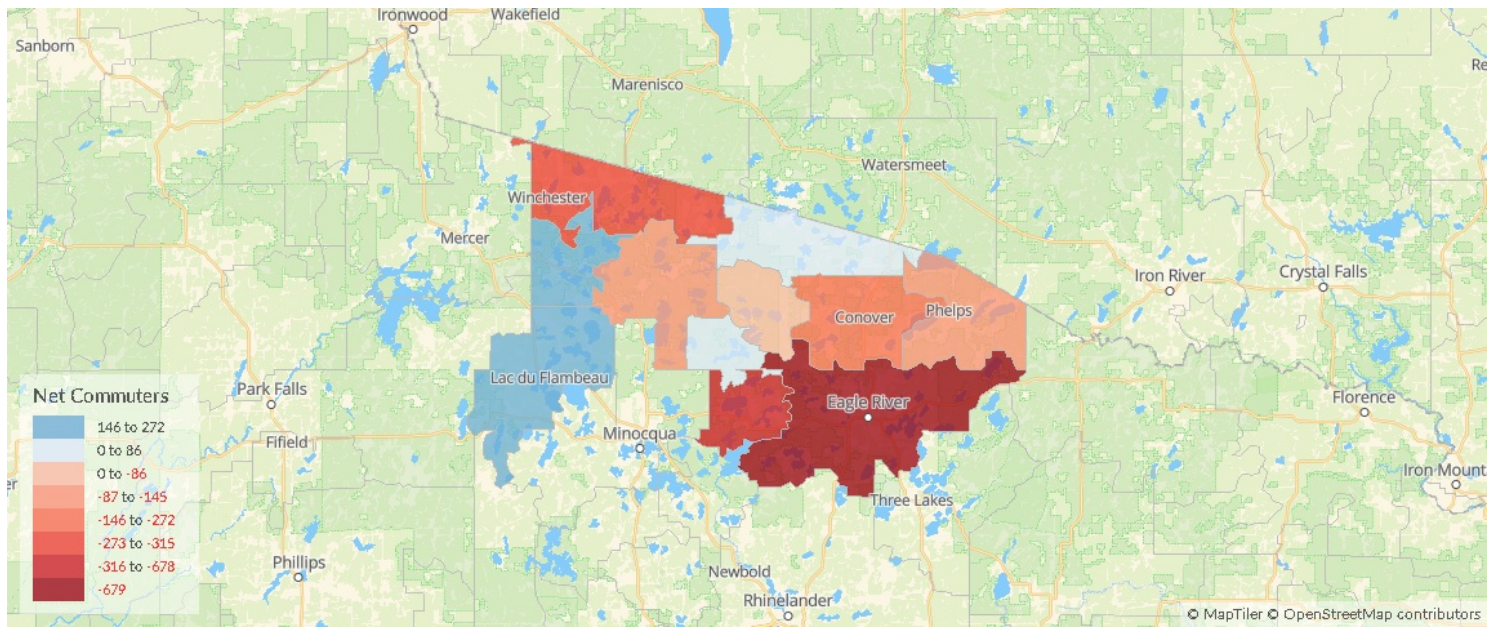


Property Crime

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 ...	4,317
54538	Lac Du Flambeau, WI (i...	1,096
54558	Saint Germain, WI (in Vi...	933
54545	Manitowish Waters, WI...	665
54540	Land O Lakes, WI (in Vil...	598

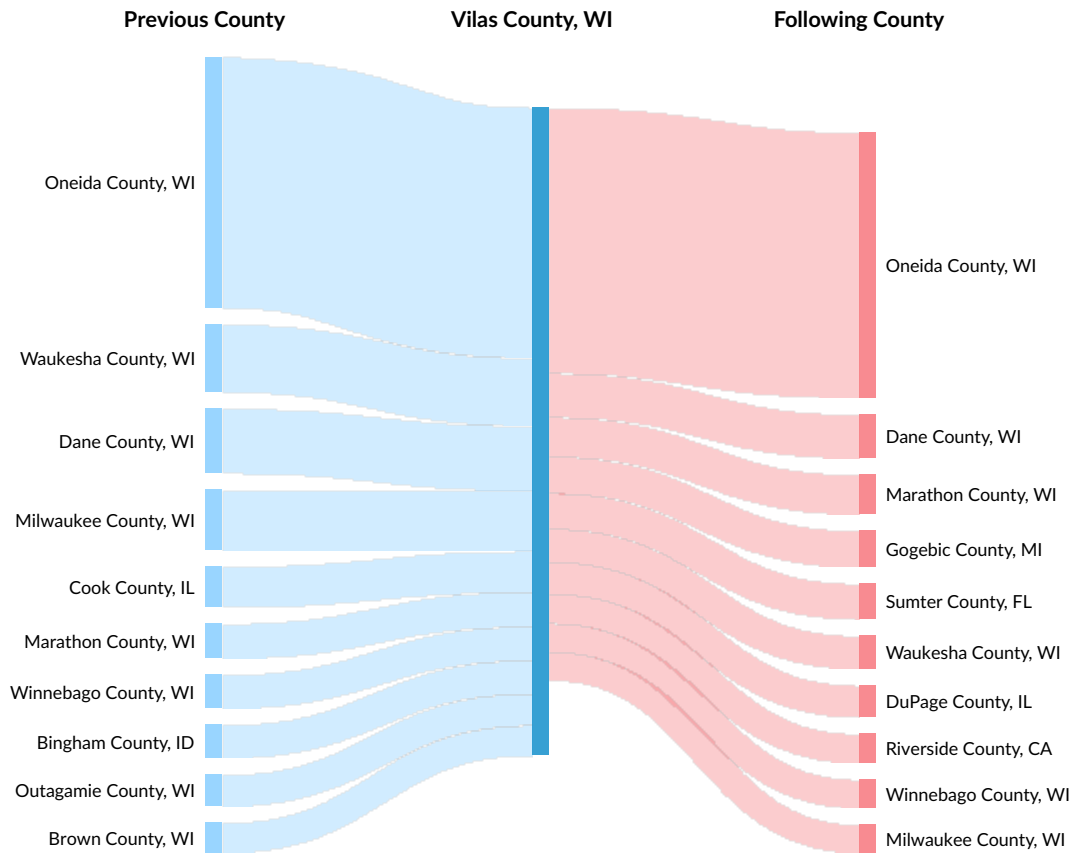
Where Talent Lives

ZIP	Name	2023 Workers
54521	Eagle River, WI (in Vilas ...	4,996
54558	Saint Germain, WI (in Vi...	1,249
54538	Lac Du Flambeau, WI (i...	949
54519	Conover, WI (in Vilas co...	633
54557	Presque Isle, WI (in Vila...	602

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 2022, 244 people have migrated from Oneida County, WI to Vilas County, WI. In the same year, 259 people left Vilas County, WI migrating to Oneida County, WI. The total Net Migration for Vilas County, WI in 2022 was 270.

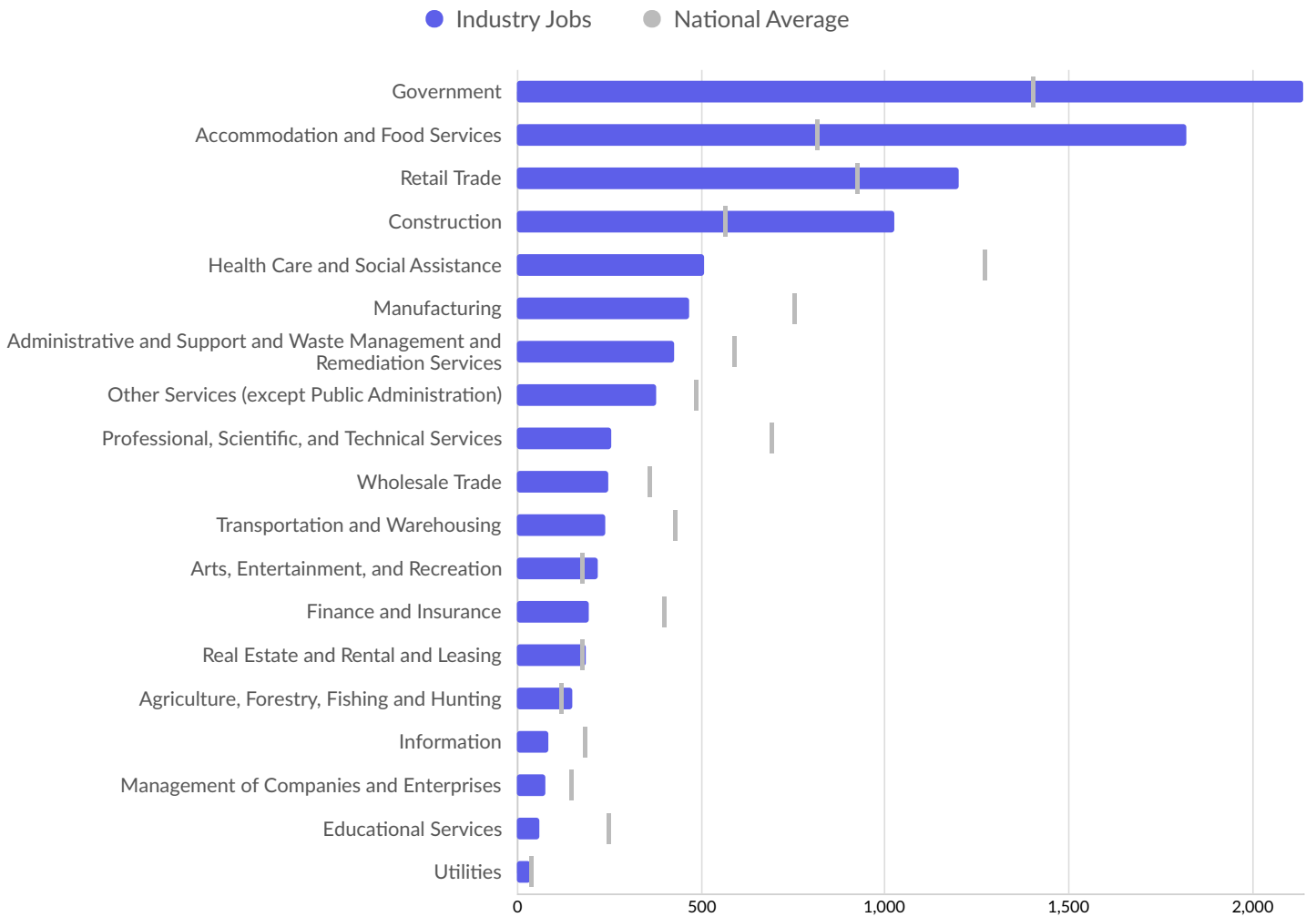


Top Previous Counties	Migrations
Oneida County, WI	244
Waukesha County, WI	66
Dane County, WI	63
Milwaukee County, WI	59
Cook County, IL	40
Marathon County, WI	34

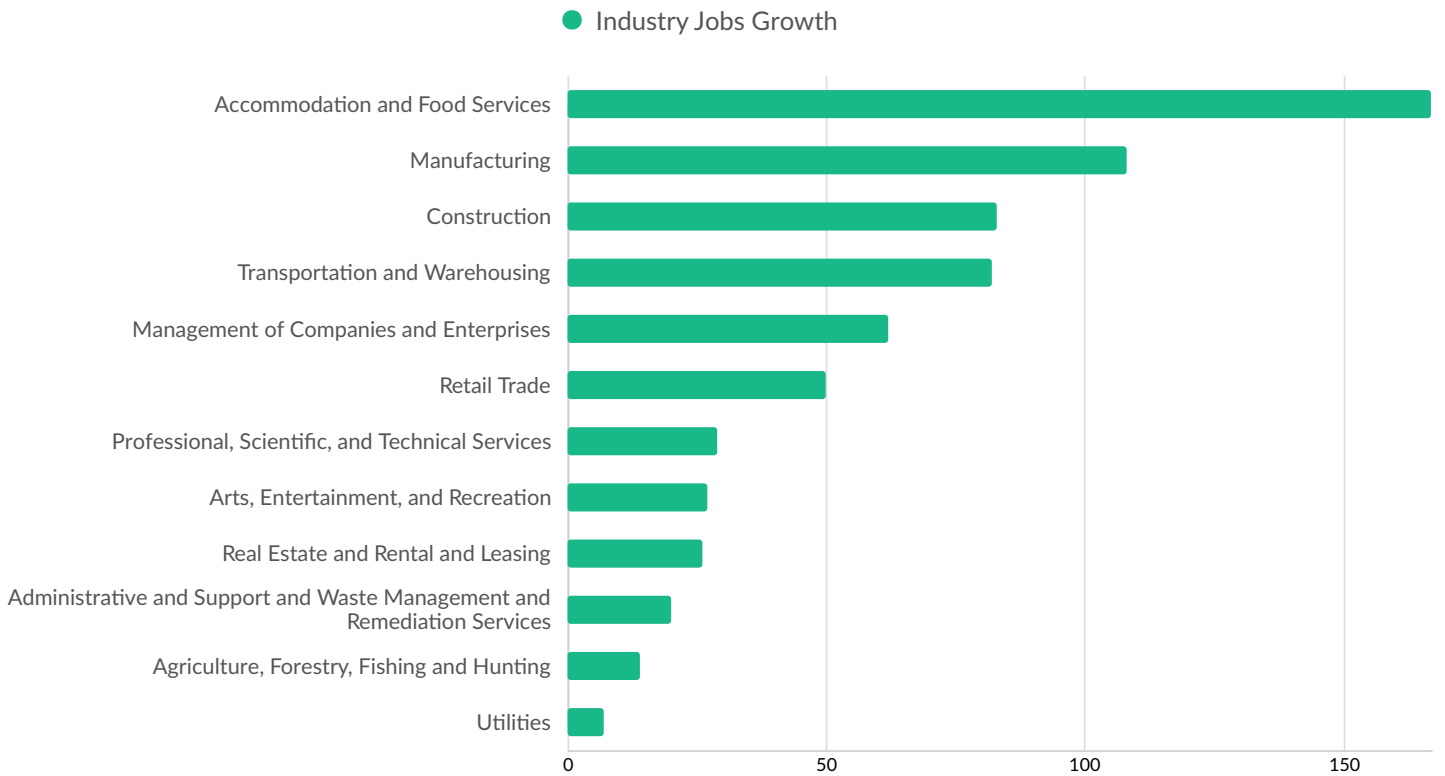
Top Previous Counties	Migrations
Winnebago County, WI	33
Bingham County, ID	32
Outagamie County, WI	31
Brown County, WI	29
Maricopa County, AZ	22
Langlade County, WI	22
Lewis and Clark County, MT	19
Hennepin County, MN	18
Marion County, FL	17
Top Following Counties	Migrations
Oneida County, WI	259
Dane County, WI	43
Marathon County, WI	39
Gogebic County, MI	36
Sumter County, FL	35
Waukesha County, WI	32
DuPage County, IL	31
Riverside County, CA	29
Winnebago County, WI	28
Milwaukee County, WI	28
Collier County, FL	23
Portage County, WI	23
Sarasota County, FL	18
La Crosse County, WI	15
Richland County, WI	14

Industry Characteristics

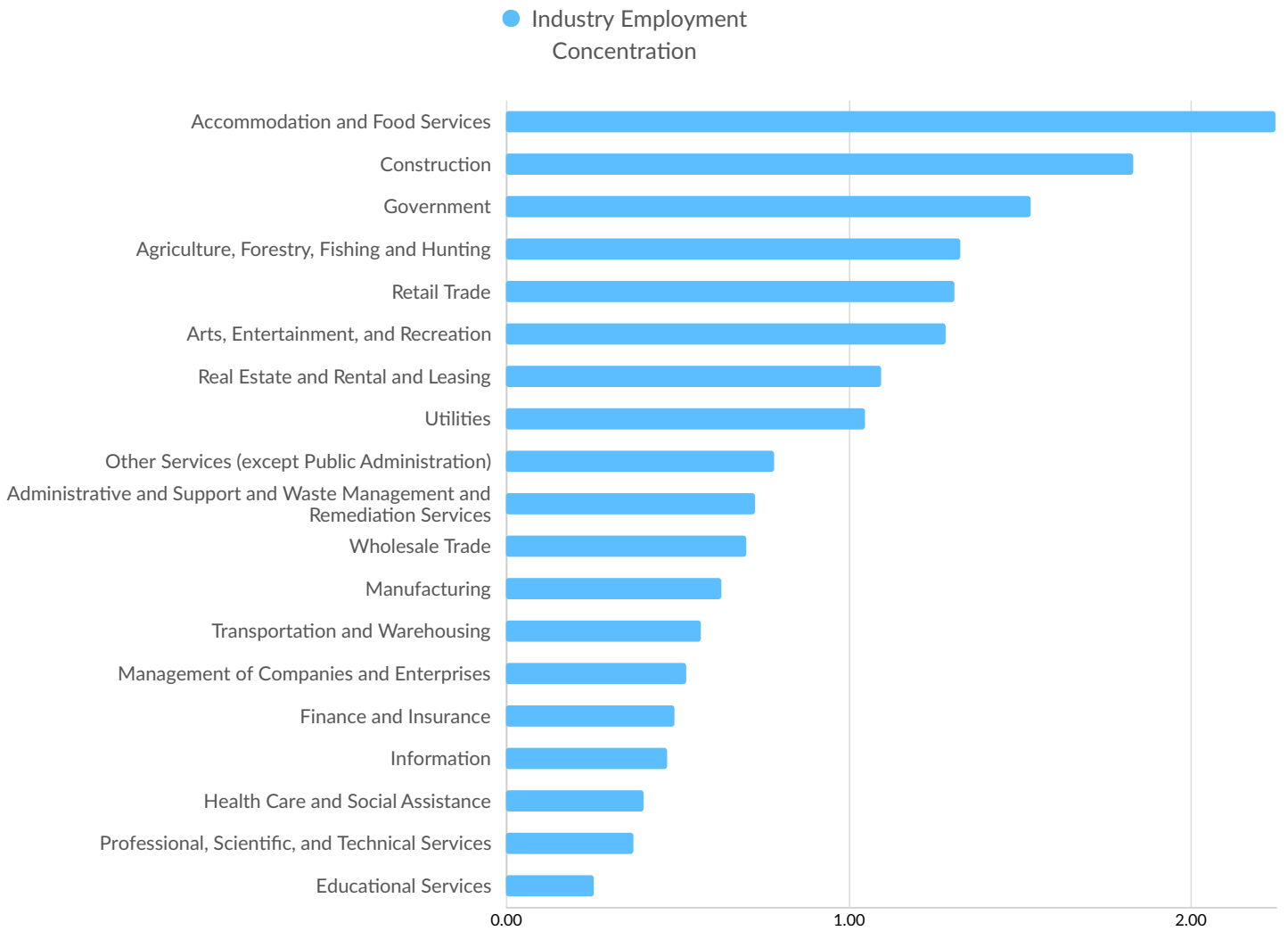
Largest Industries



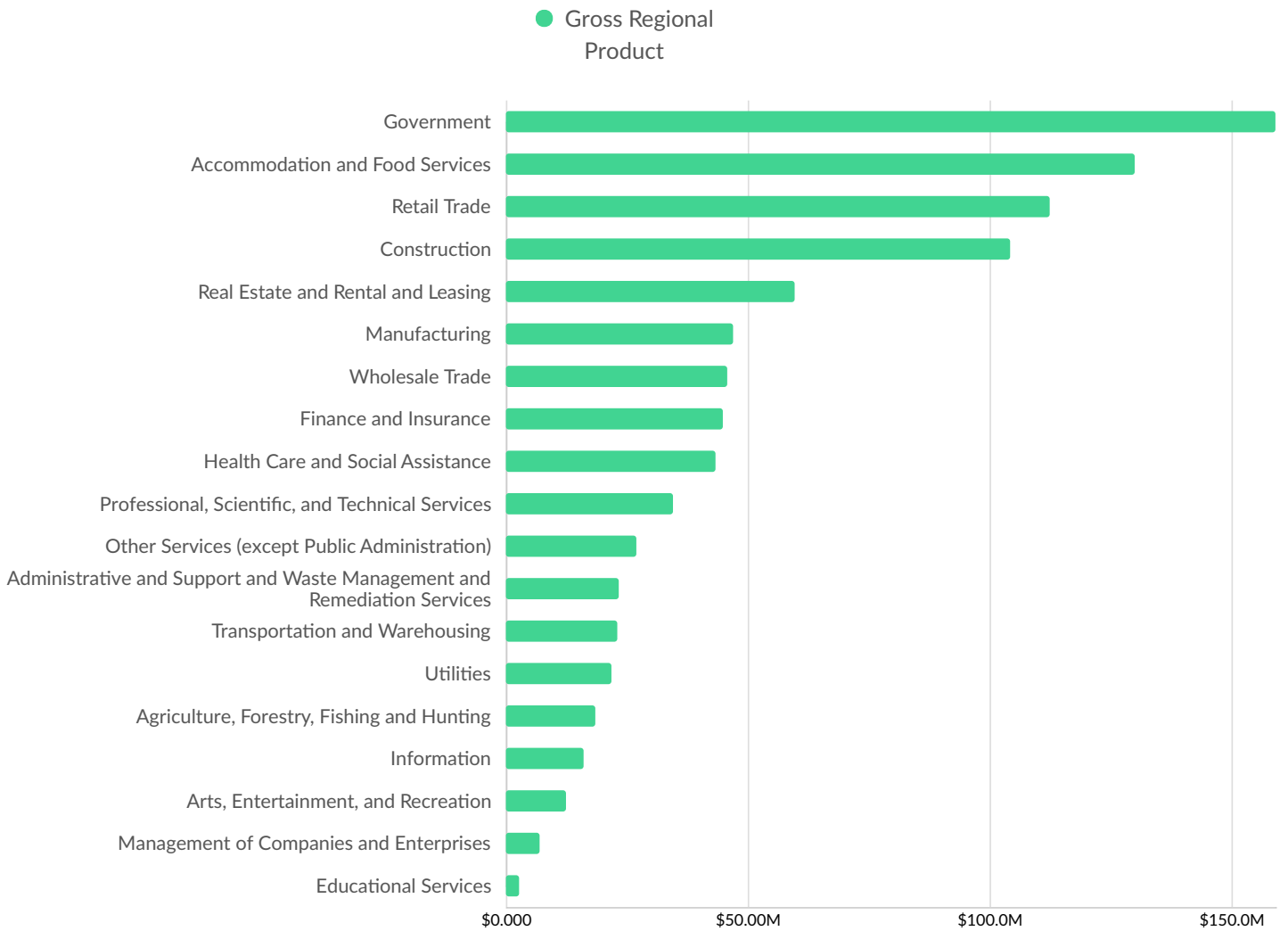
Top Growing Industries



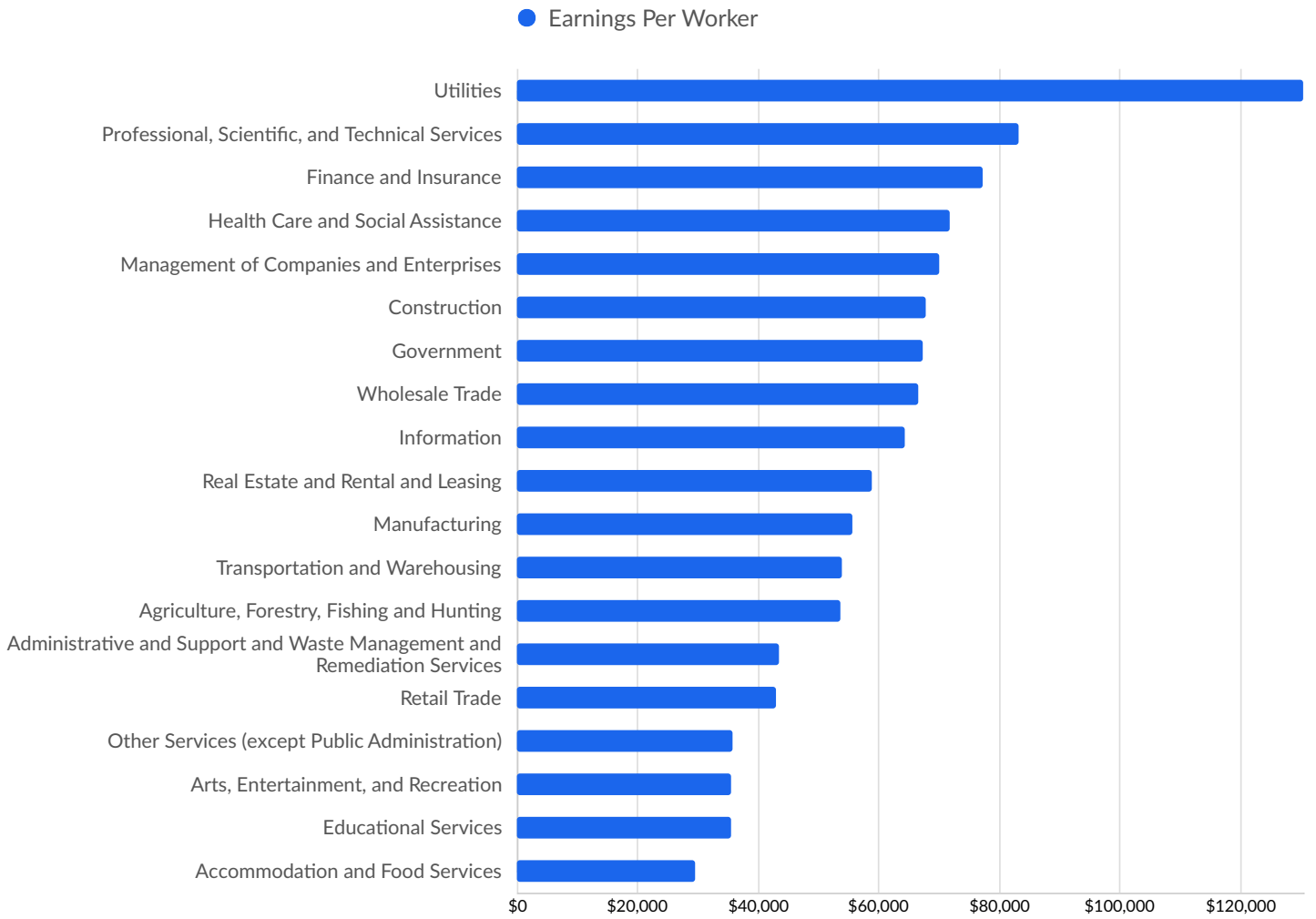
Top Industry Employment Concentration



Top Industry GRP














Top Industry Earnings



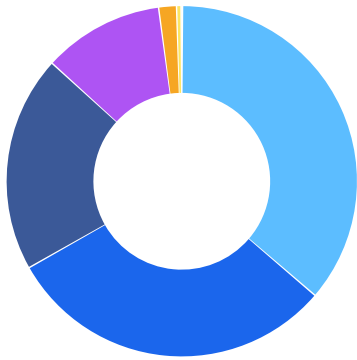
Business Characteristics

2,514 Companies Employ Your Workers

Online profiles for your workers mention 2,514 companies as employers, with the top 10 appearing below. In the last 12 months, 217 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	59 	United Way Of Washington Cou...	40 
Ministry Health Care	39 	Border Foods	38 
Marshfield Clinic	35 	Aspirus	35 
Lake Of The Torches Resort Casi...	32 	T.A Solberg	29 
Vilas County	31 	Kroger	22 
Lac Du Flambeau Band Of Lake ...	29 	MasTec	21 
Lac Du Flambeau Public School	27 	Pick And Save	21 
State of Wisconsin	26 	Kwik Trip	17 
Lac Du Flambeau Tribe	25 	Eau Holdings	16 
University of Wisconsin System	25 	Taco Bell	15 

Business Size

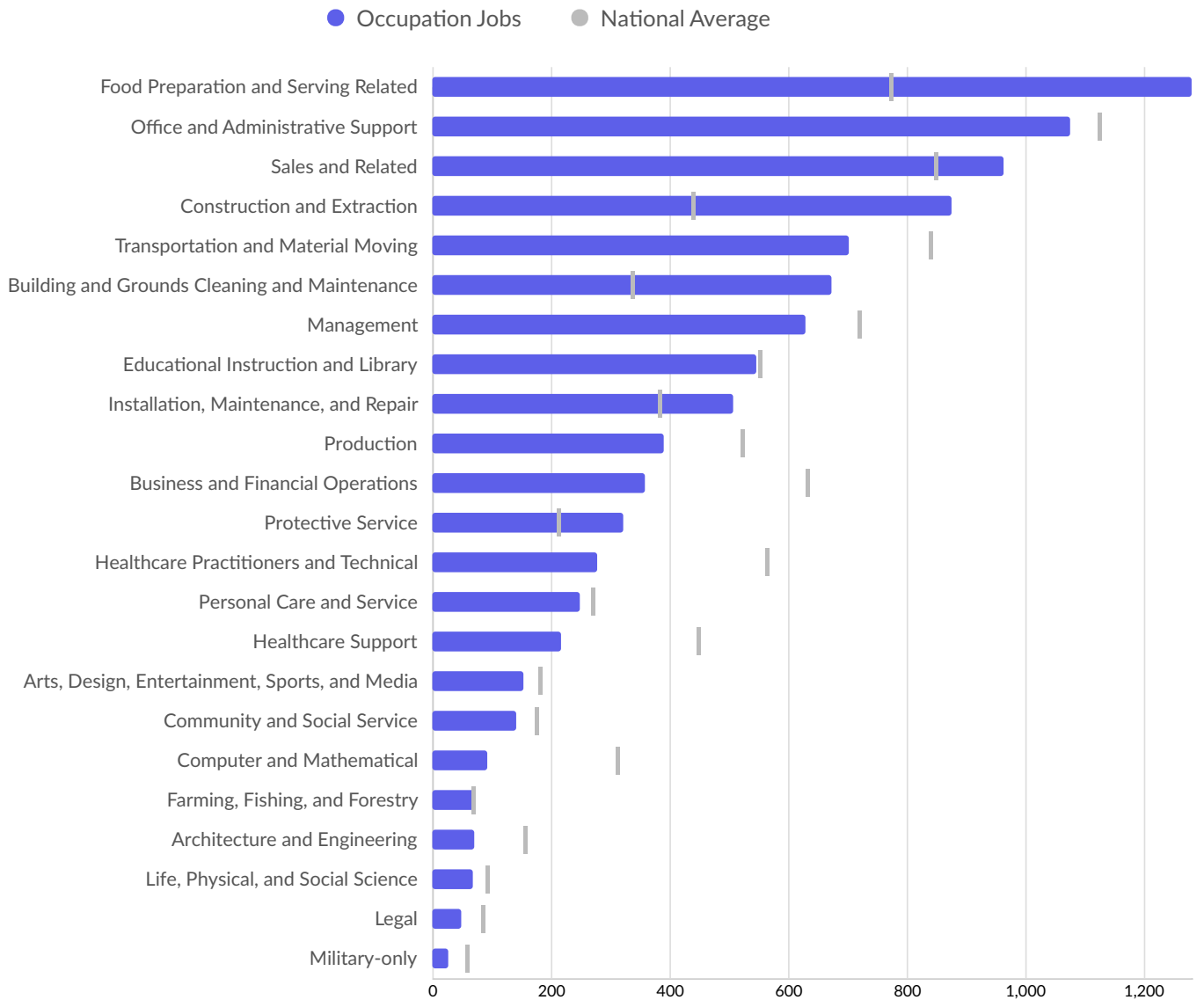


	Percentage	Business Count
1 to 4 employees	36.2%	530
5 to 9 employees	30.5%	447
10 to 19 employees	19.9%	292
20 to 49 employees	11.1%	163
50 to 99 employees	1.6%	24
100 to 249 employees	0.4%	6
500+ employees	0.1%	2

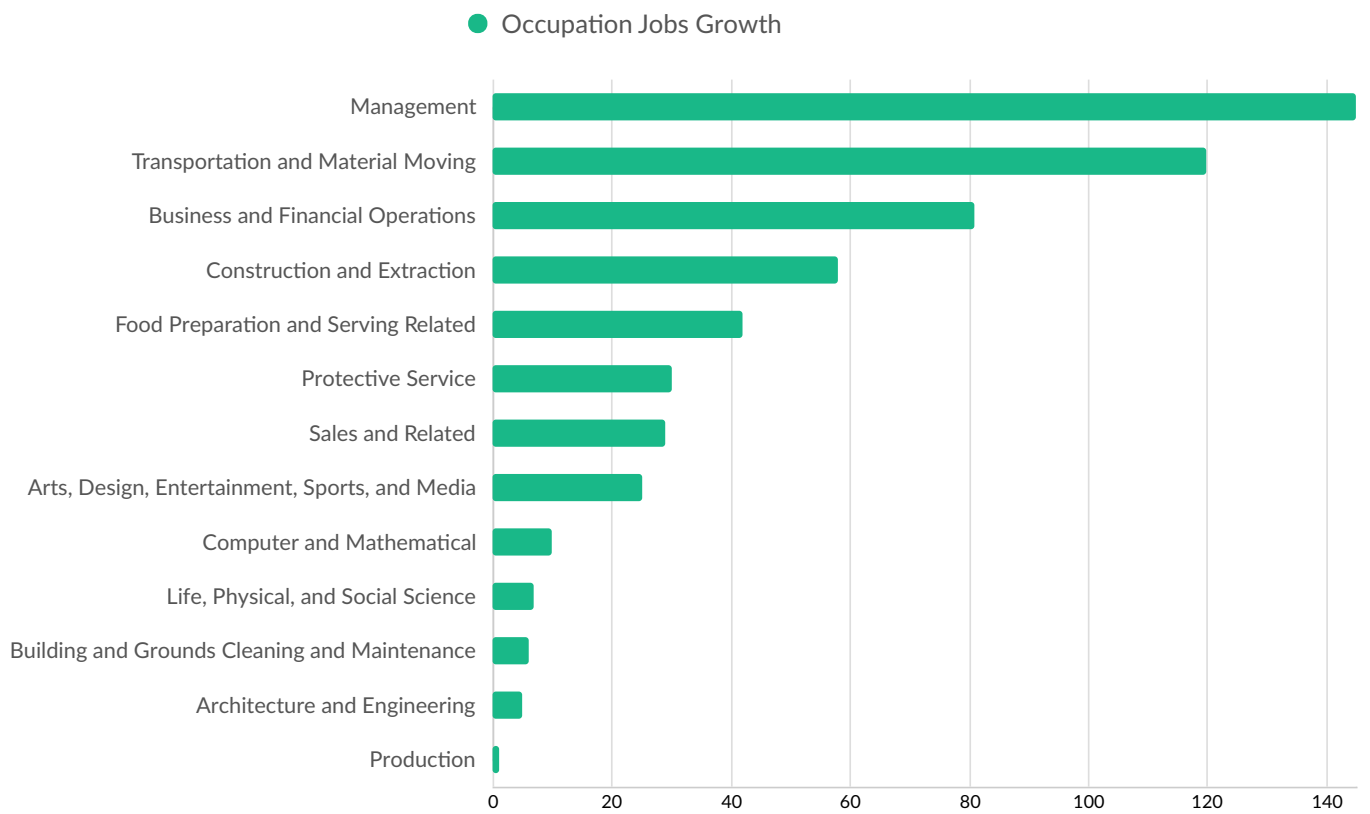
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

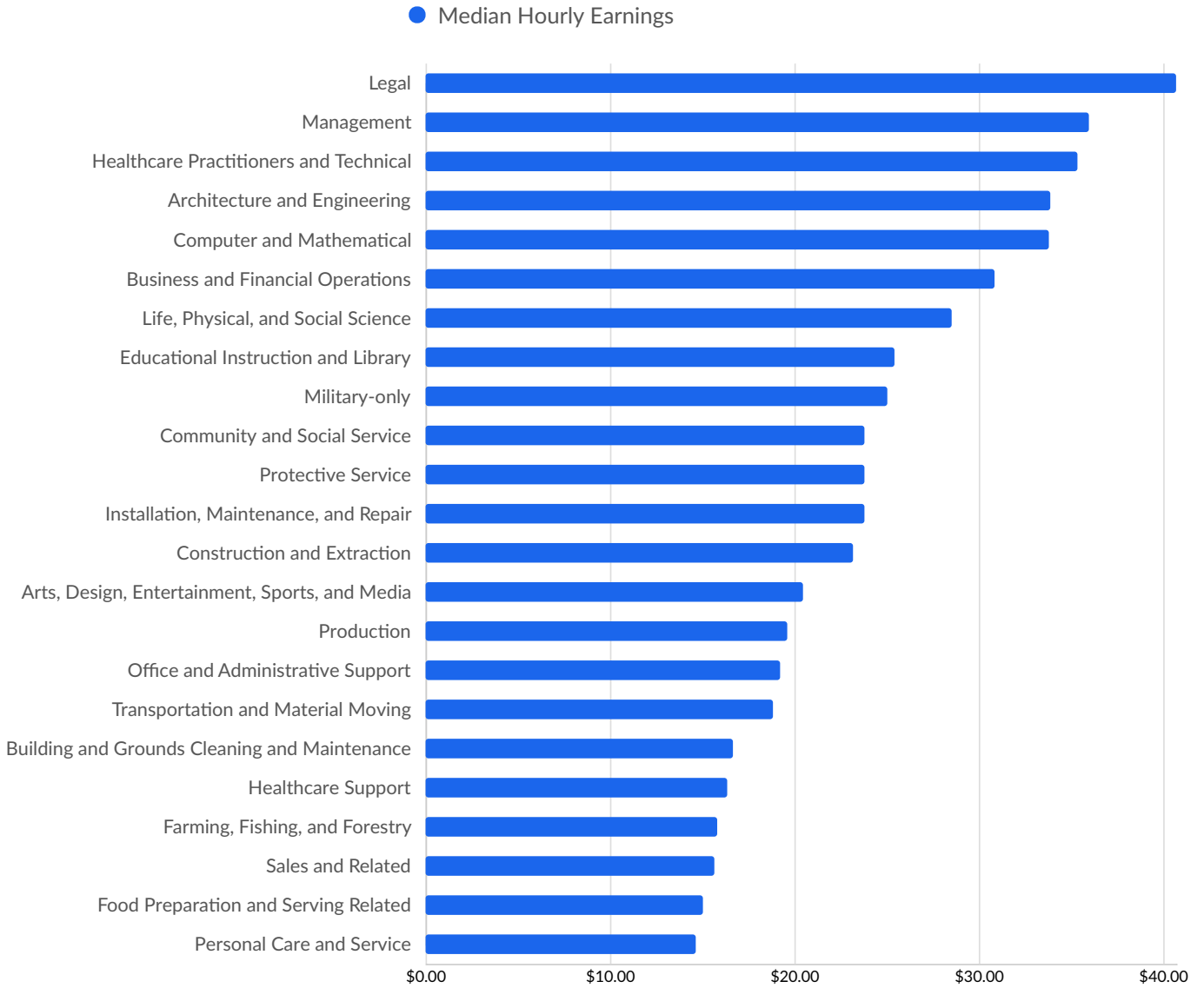


Top Occupation Employment Concentration

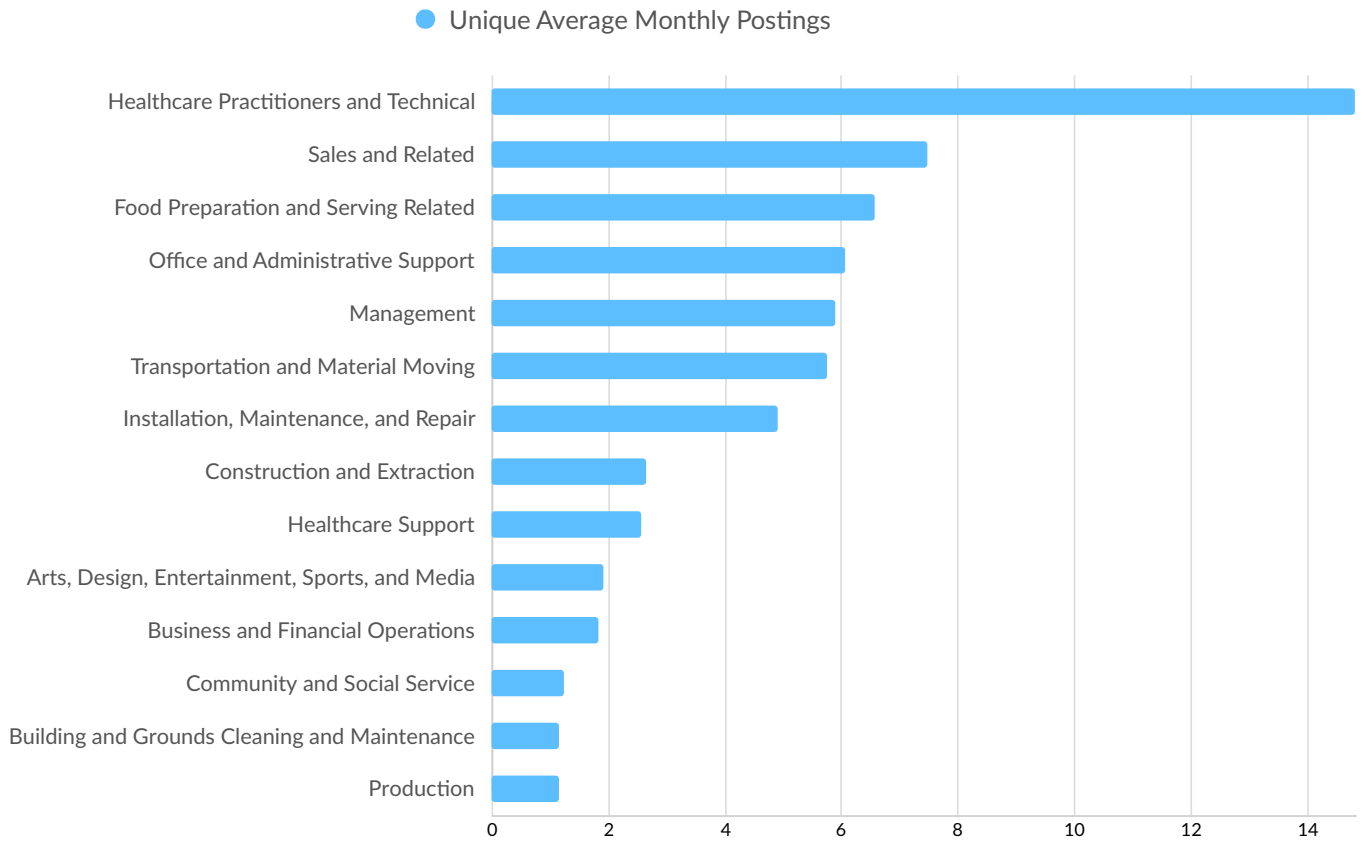
● Occupation Employment Concentration



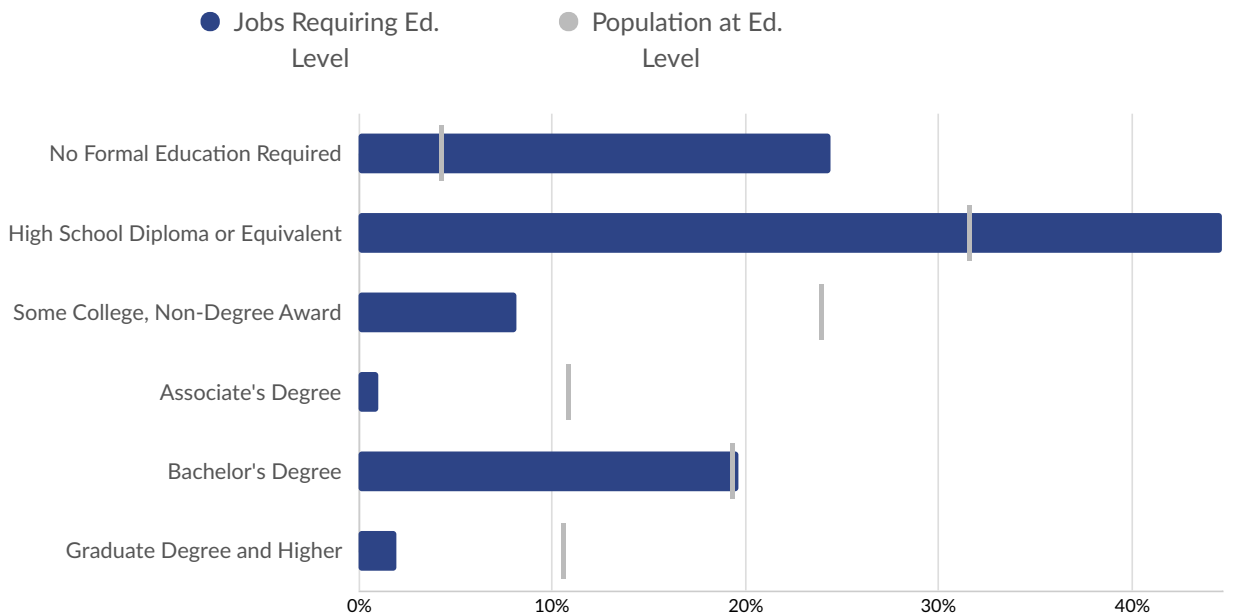
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

