



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

24,301

Population (2024)

Population **grew by 2,148** over the last 5 years and is projected to **grow by 1,593** over the next 5 years.

9,738

Total Regional Employment

Jobs **grew by 145** over the last 5 years and are projected to **grow by 387** 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 2024 the region's population **increased by 9.7%** since 2019, growing by 2,148. Population is expected to **increase by 6.6%** between 2024 and 2029, adding 1,593.
- From 2019 to 2024, jobs **increased by 1.5%** in Vilas County, WI from 9,593 to **9,738**. This change **fell short of the national growth rate of 3.9% by 2.4%**. As the number of jobs increased, the **labor force participation rate decreased from 53.9% to 50.0% between 2019 and 2024**.
- Concerning educational attainment, **19.4% of Vilas County, WI residents possess a Bachelor's Degree** (2.0% below the national average), and **10.9% hold an Associate's Degree** (2.0% above the national average).
- The top three industries in 2024 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

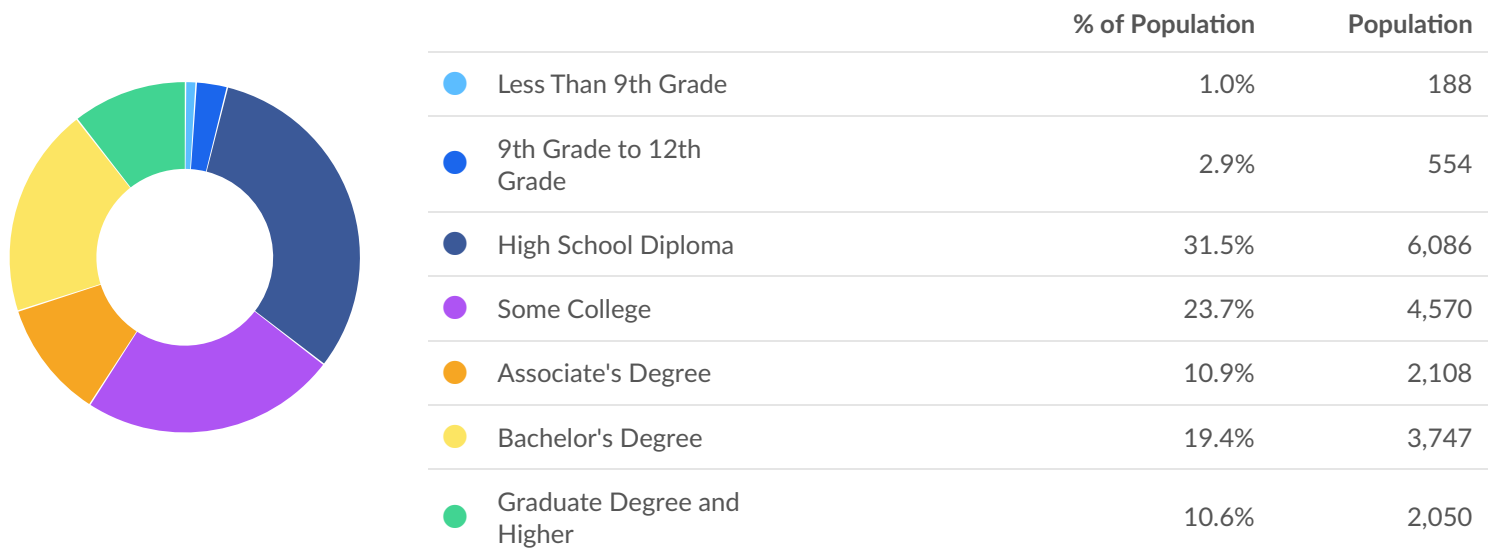
	Population (2024)	Labor Force (Oct 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	24,301	10,395	9,738	102.8	\$1.10B	\$1.73B	\$1.19B
NCWRPC	453,720	222,722	224,138	99.3	\$27.64B	\$35.31B	\$33.32B
Wisconsin	5,932,800	3,179,316	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

Oct 2024 Labor Force Breakdown



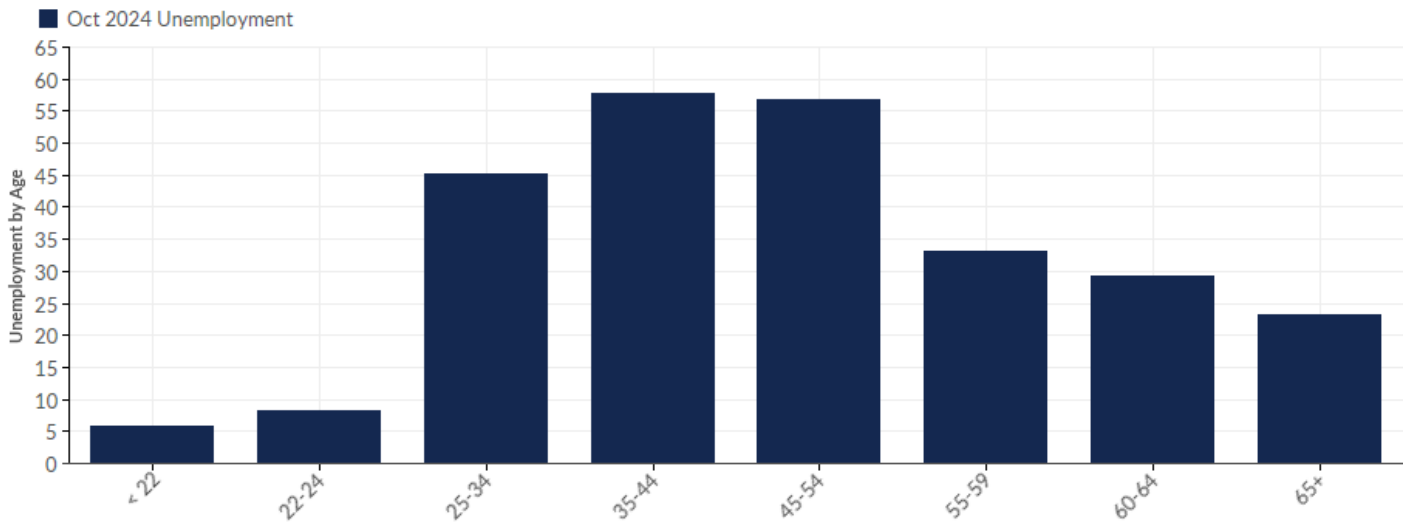
Educational Attainment

Concerning educational attainment, **19.4% of Vilas County, WI residents possess a Bachelor's Degree** (2.0% below the national average), and **10.9% hold an Associate's Degree** (2.0% above the national average).



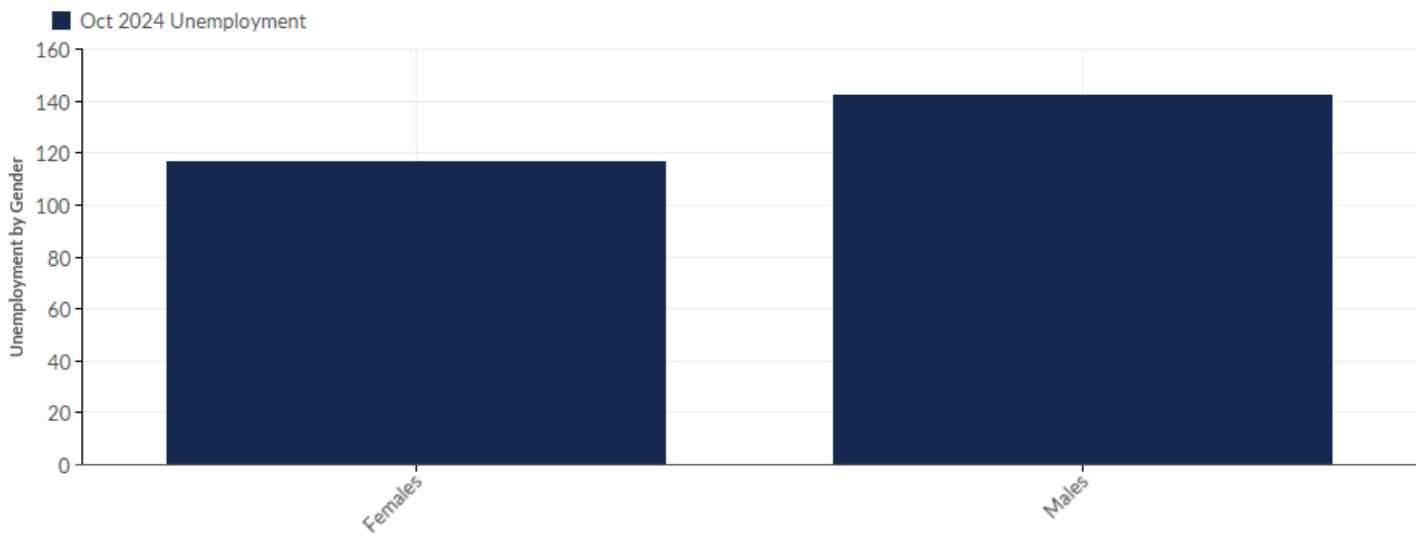
Unemployment by Demographics

Unemployment by Age



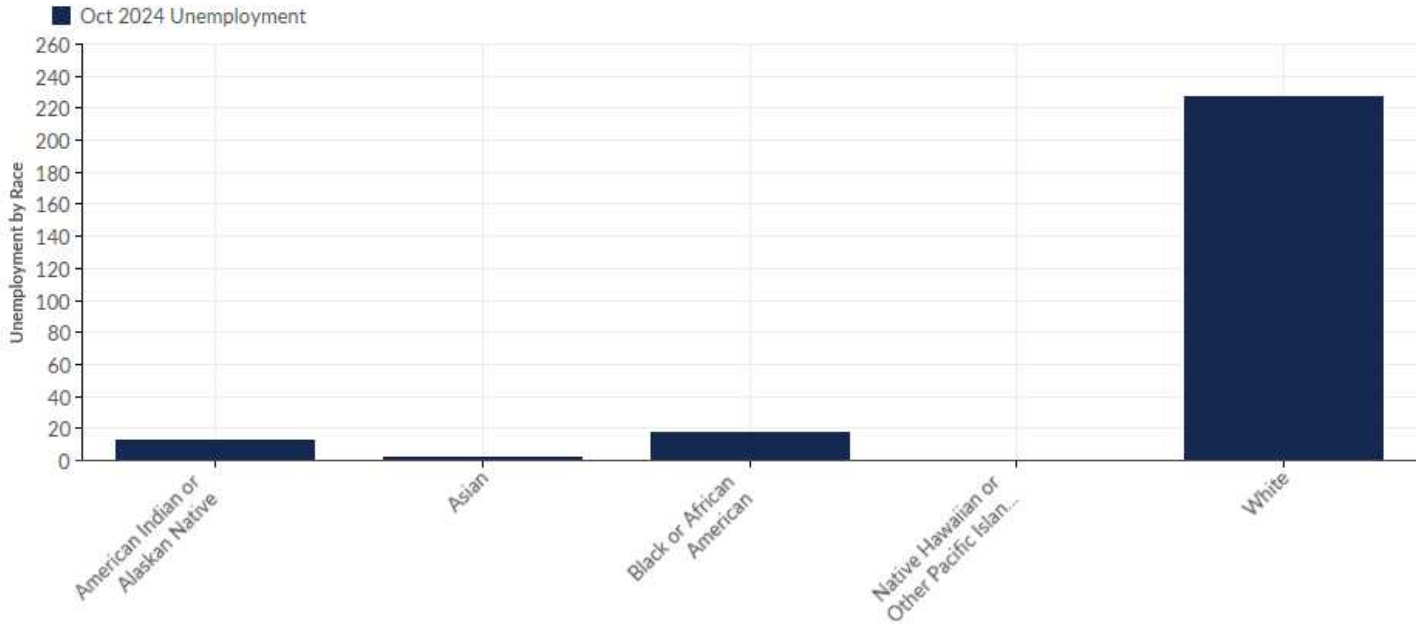
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	6	2.32%
22-24	8	3.09%
25-34	45	17.37%
35-44	58	22.39%
45-54	57	22.01%
55-59	33	12.74%
60-64	29	11.20%
65+	23	8.88%
Total	259	100.00%

Unemployment by Gender



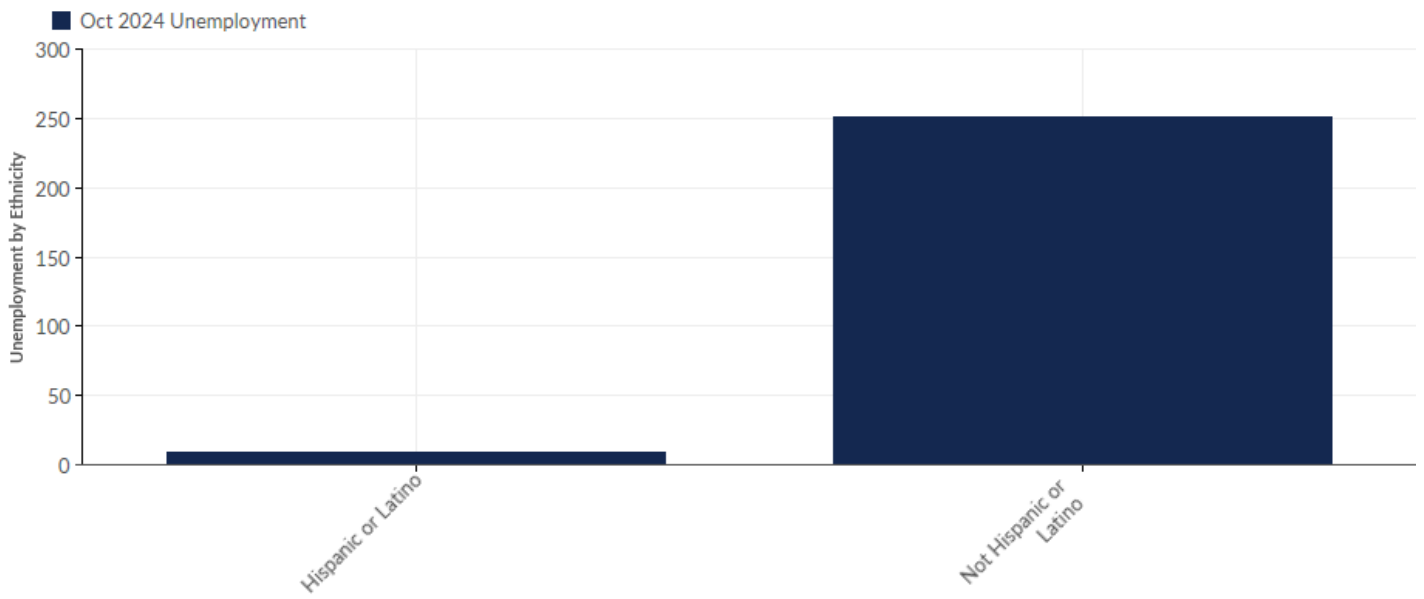
Gender	Unemployment (Oct 2024)	% of Unemployed
Females	117	45.17%
Males	142	54.83%
Total	259	100.00%

Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	13	5.02%
Asian	2	0.77%
Black or African American	17	6.56%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	227	87.64%
Total	259	100.00%

Unemployment by Ethnicity

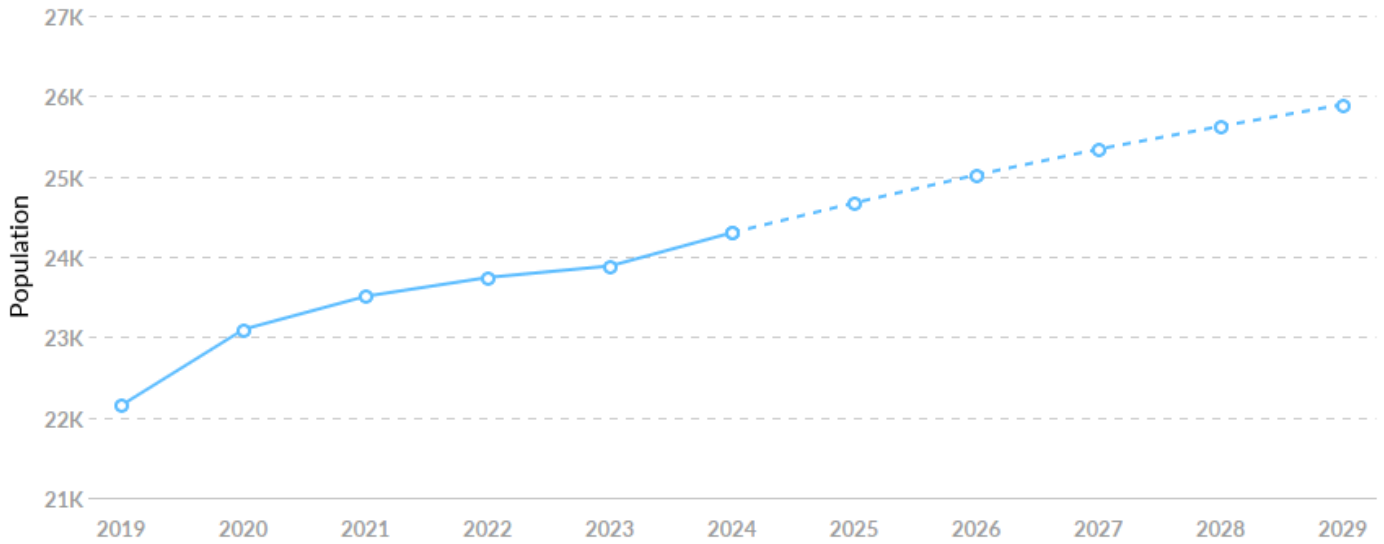


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	9	3.47%
Not Hispanic or Latino	250	96.53%
Total	259	100.00%

Historic & Projected Trends

Population Trends

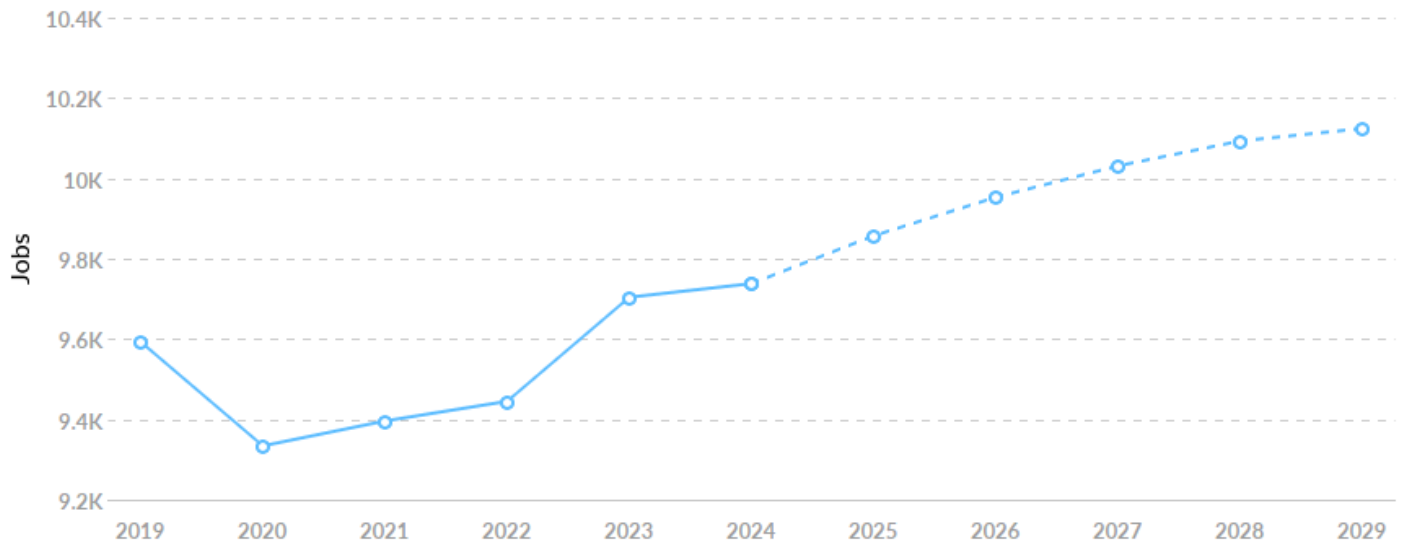
As of 2024 the region's population increased by 9.7% since 2019, growing by 2,148. Population is expected to increase by 6.6% between 2024 and 2029, adding 1,593.



Timeframe	Population
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
2029	25,895

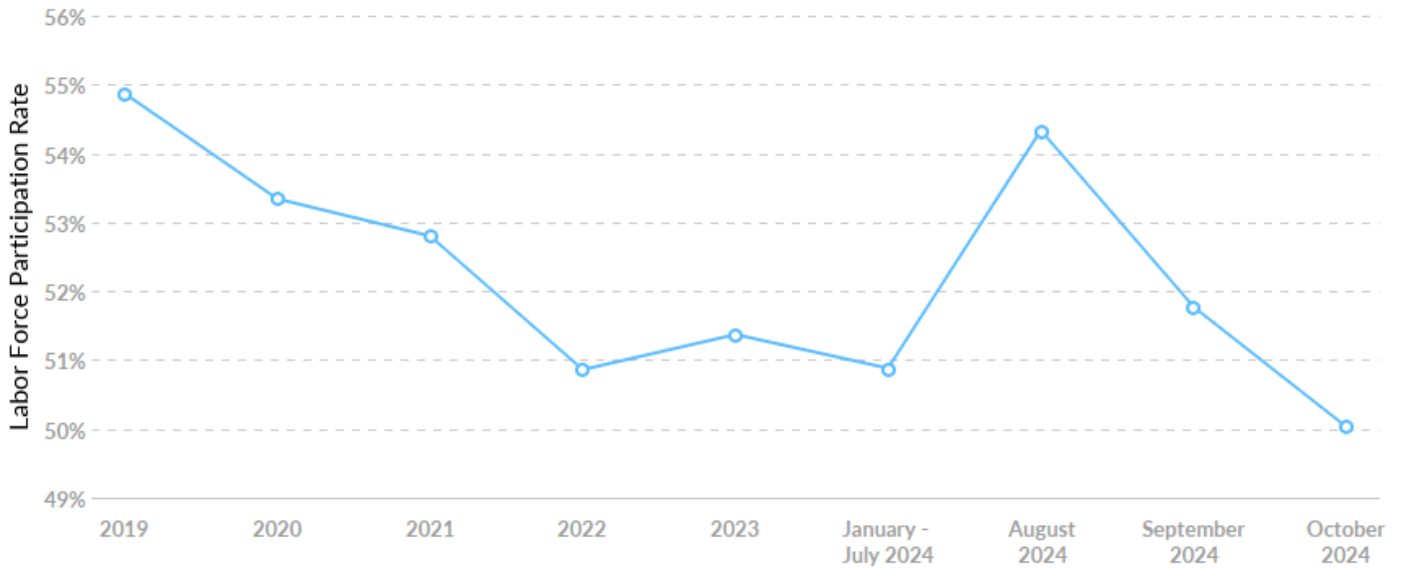
Job Trends

From 2019 to 2024, jobs increased by 1.5% in Vilas County, WI from 9,593 to 9,738. This change fell short of the national growth rate of 3.9% by 2.4%.



Timeframe	Jobs
2019	9,593
2020	9,334
2021	9,396
2022	9,445
2023	9,704
2024	9,738
2025	9,857
2026	9,953
2027	10,031
2028	10,093
2029	10,124

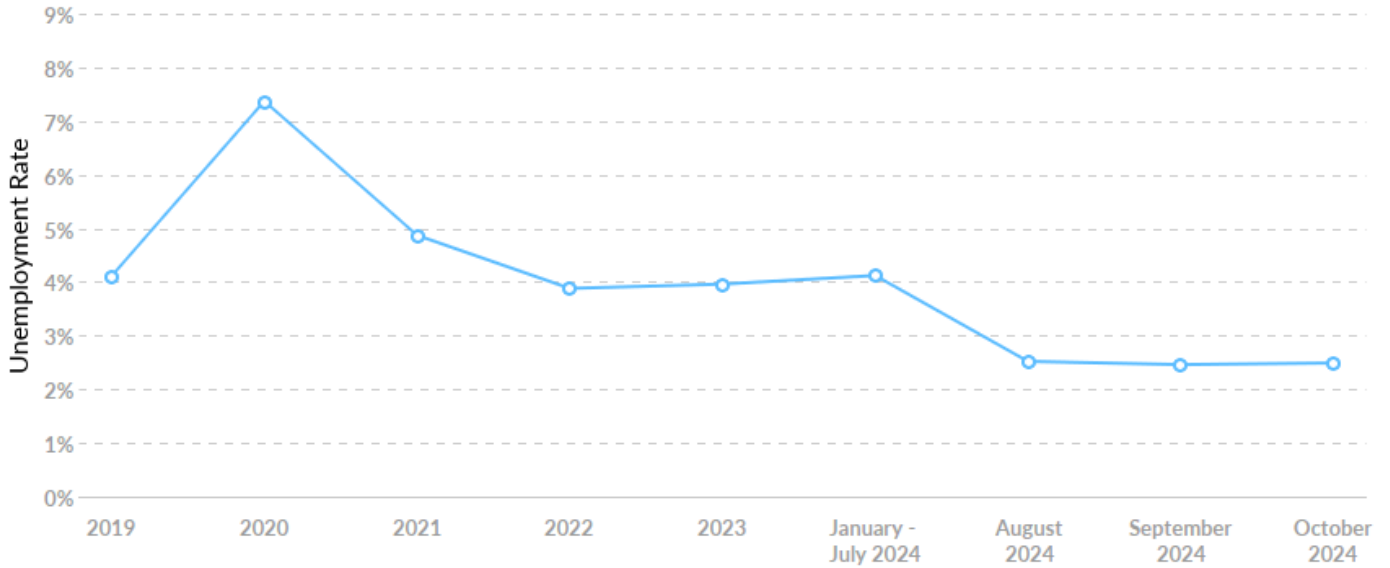
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	54.87%
2020	53.34%
2021	52.80%
2022	50.86%
2023	51.37%
January - July 2024	50.88%
August 2024	54.33%
September 2024	51.77%
October 2024	50.03%

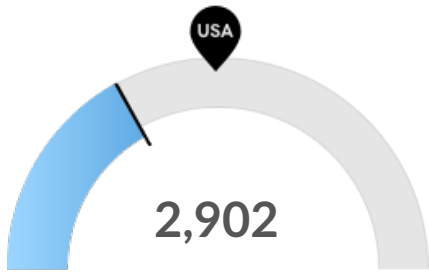
Unemployment Rate Trends

Vilas County, WI had an October 2024 unemployment rate of 2.49%, **decreasing from 4.11%** 5 years before.



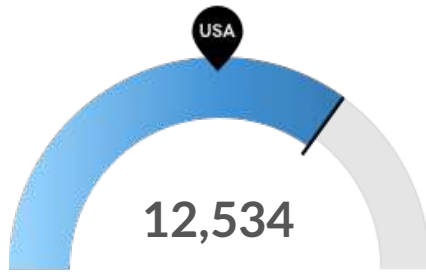
Timeframe	Unemployment Rate
2019	4.11%
2020	7.37%
2021	4.87%
2022	3.88%
2023	3.96%
January - July 2024	4.12%
August 2024	2.52%
September 2024	2.46%
October 2024	2.49%

Population Characteristics



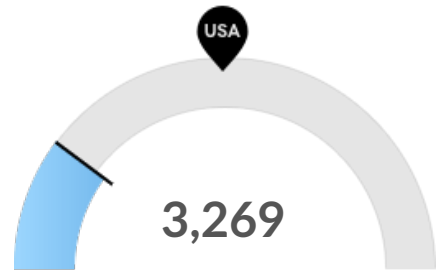
Millennials

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



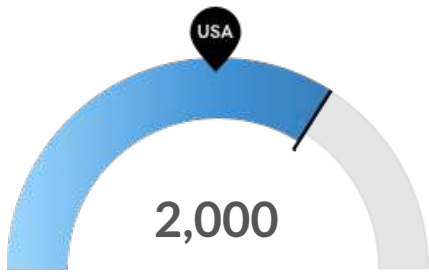
Retiring Soon

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.



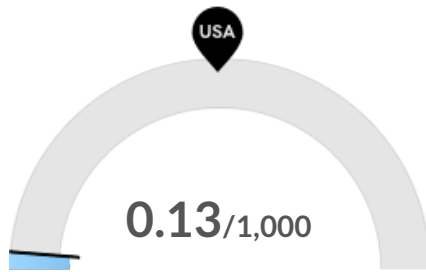
Racial Diversity

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.



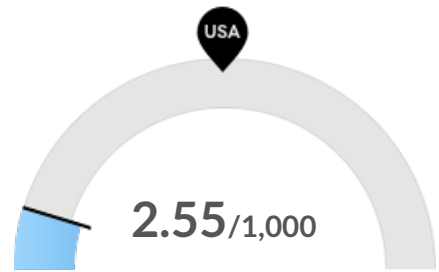
Veterans

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



Violent Crime

Vilas County, WI has 0.13 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

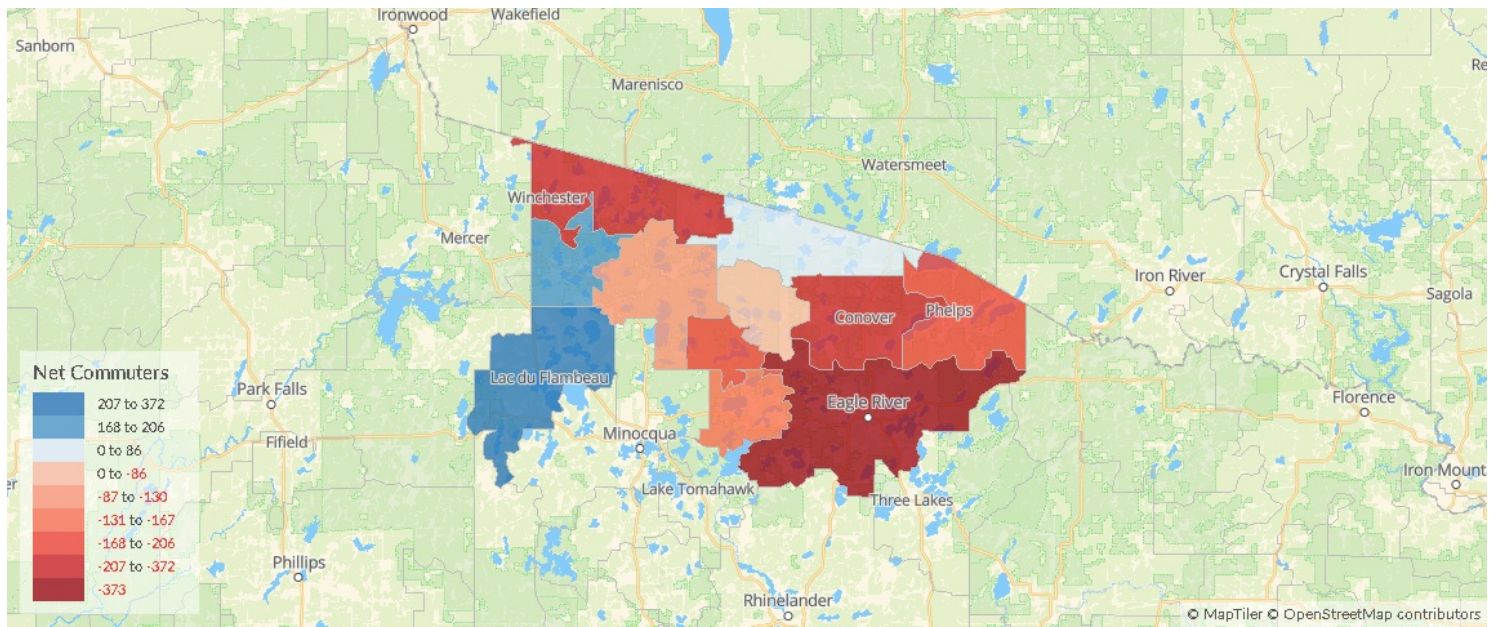


Property Crime

Vilas County, WI has 2.55 property crimes per 1,000 people. The national rate is 18.02 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	2024 Employment
54521	Eagle River, WI (in Vilas ...	4,315
54538	Lac Du Flambeau, WI (i...	1,164
54558	Saint Germain, WI (in Vi...	1,042
54545	Manitowish Waters, WI...	661
54540	Land O Lakes, WI (in Vil...	575

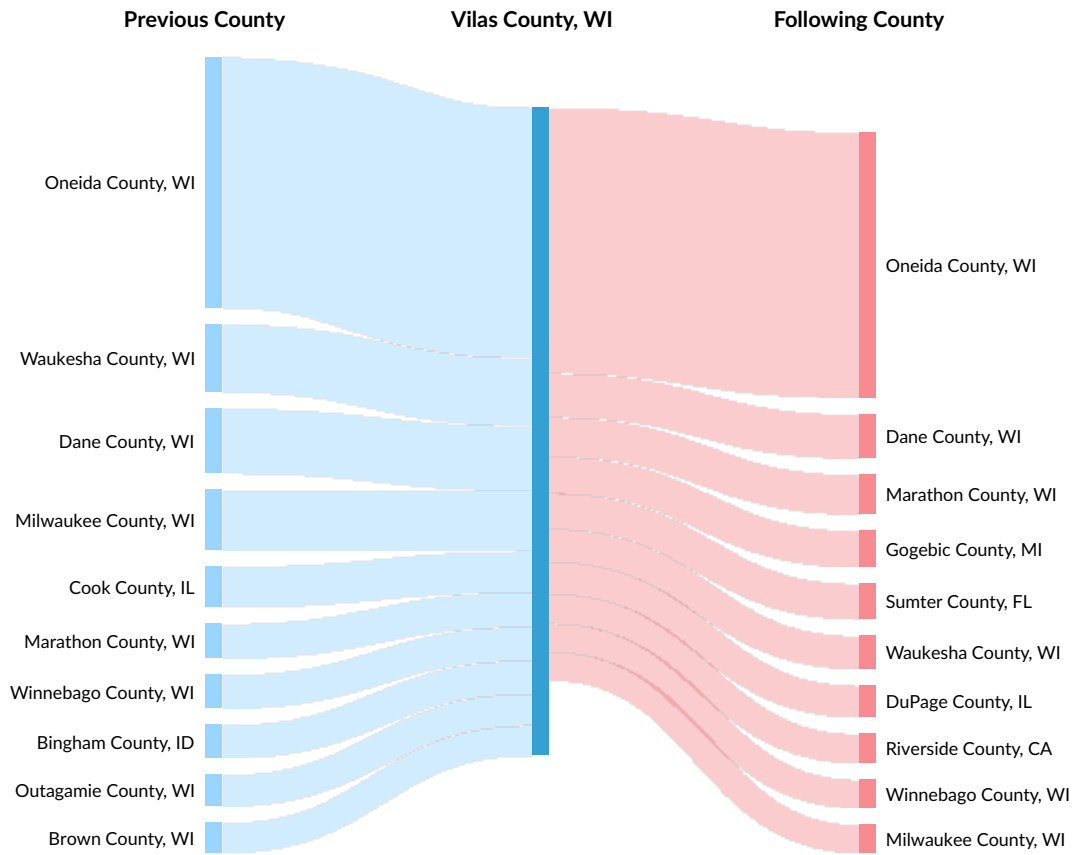
Where Talent Lives

ZIP	Name	2024 Workers
54521	Eagle River, WI (in Vilas ...	4,688
54558	Saint Germain, WI (in Vi...	1,173
54538	Lac Du Flambeau, WI (i...	950
54519	Conover, WI (in Vilas co...	686
54554	Phelps, WI (in Vilas cou...	611

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.

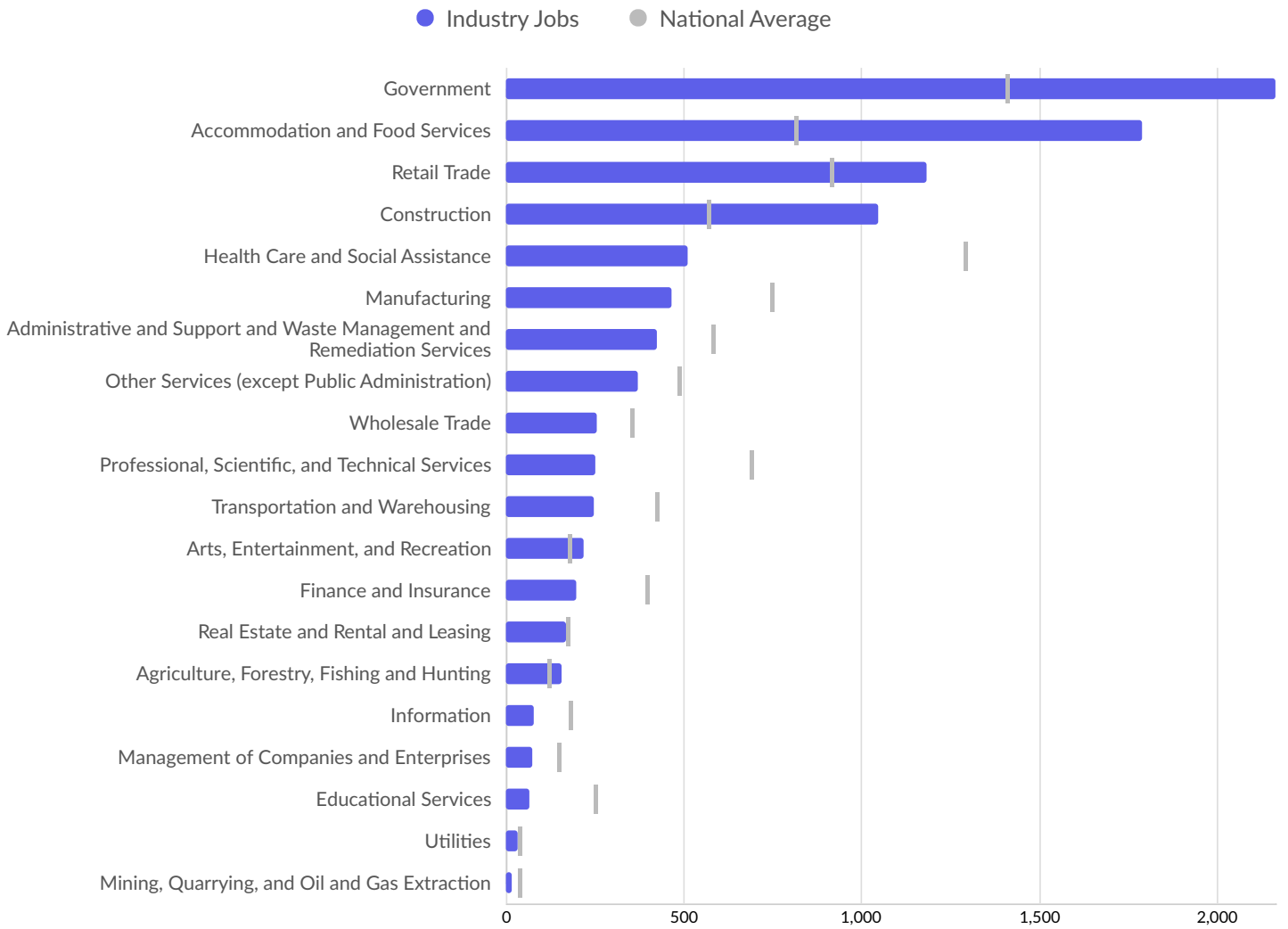


Top Previous Counties	Migrations
Oneida County, WI	244
Waukesha County, WI	66
Dane County, WI	63
Milwaukee County, WI	59
Cook County, IL	40
Marathon County, WI	34

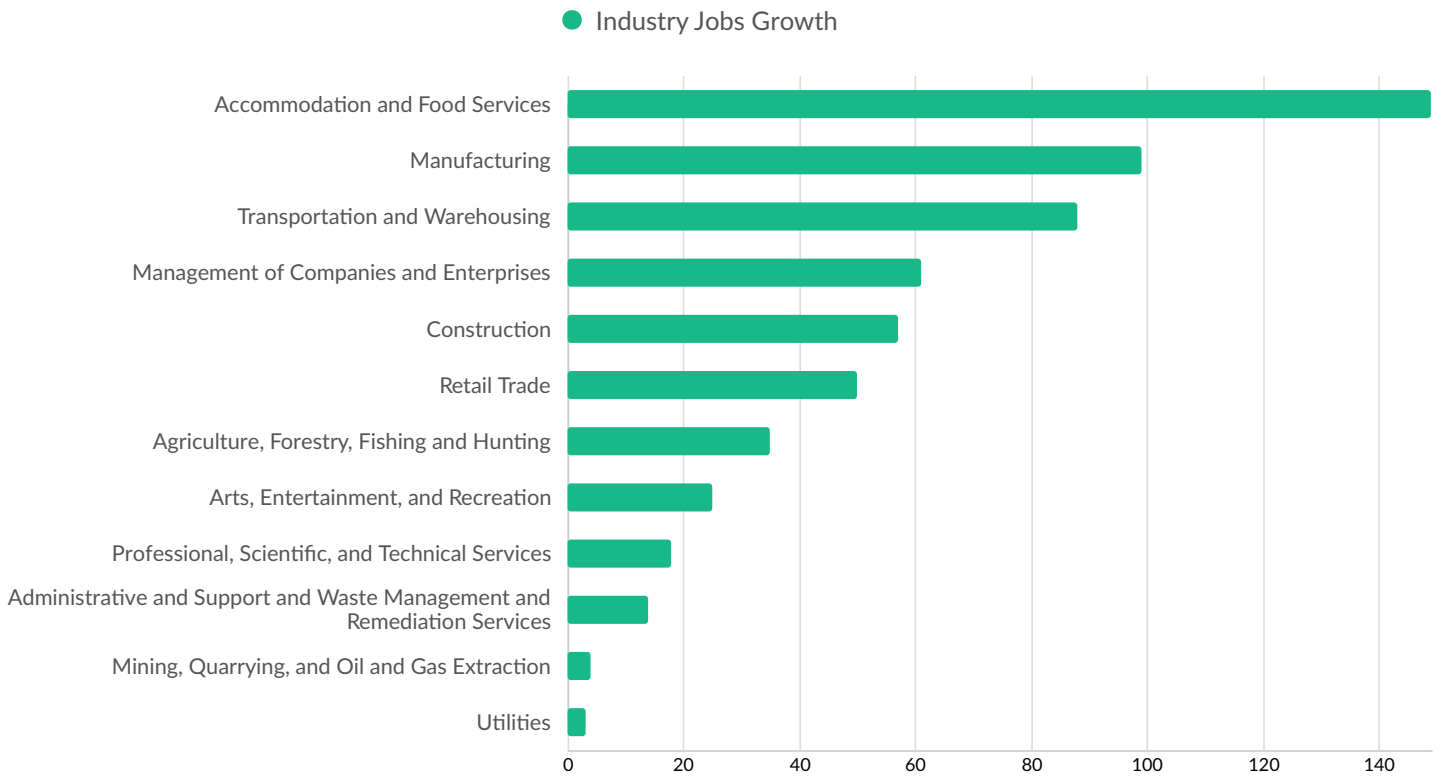
Top Previous Counties	Migrations
Winnebago County, WI	33
Bingham County, ID	32
Outagamie County, WI	31
Brown County, WI	29
Maricopa County, AZ	22
Langlade County, WI	22
Lewis and Clark County, MT	19
Hennepin County, MN	18
Marion County, FL	17
Top Following Counties	Migrations
Oneida County, WI	259
Dane 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

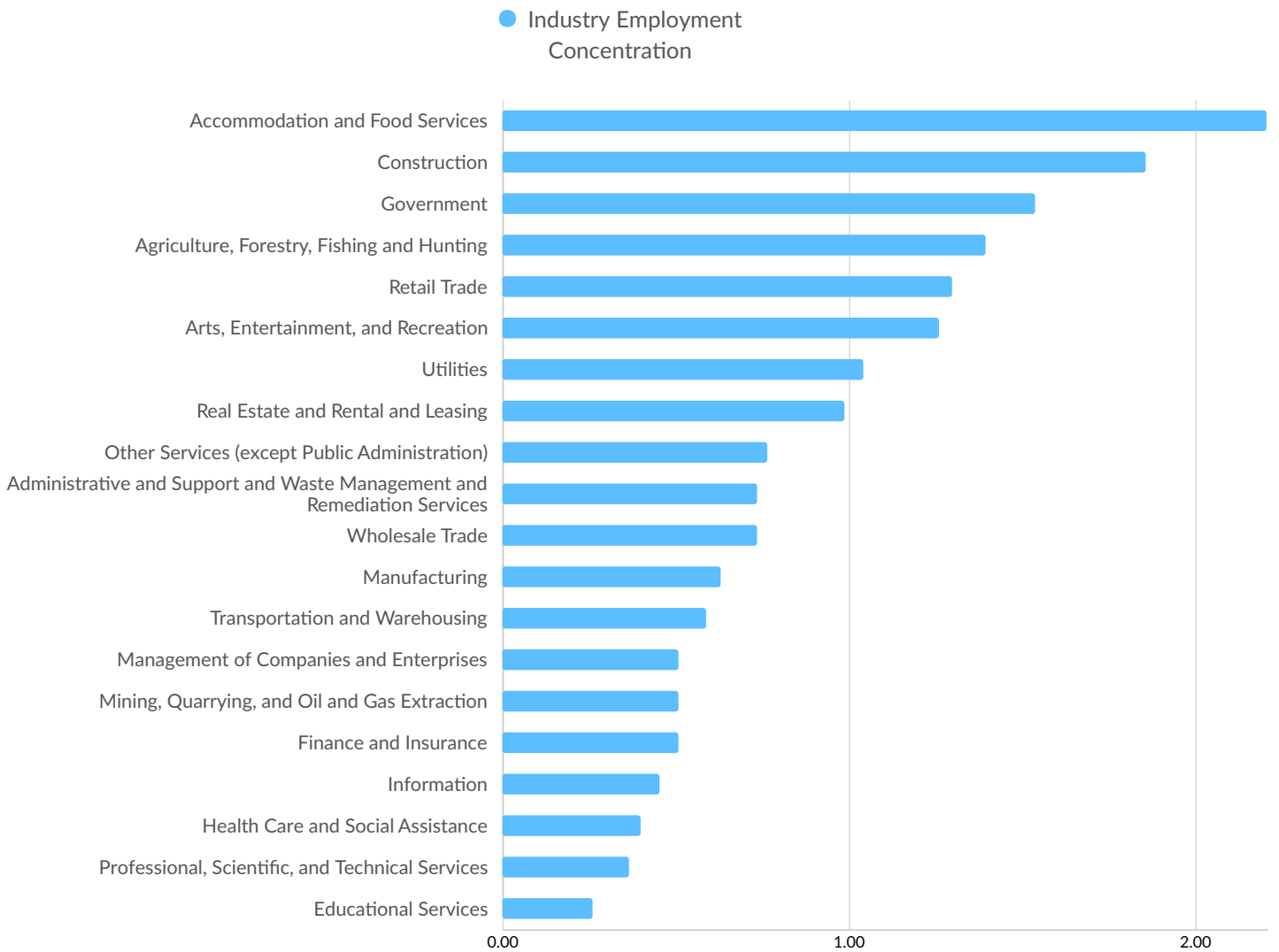
Largest Industries



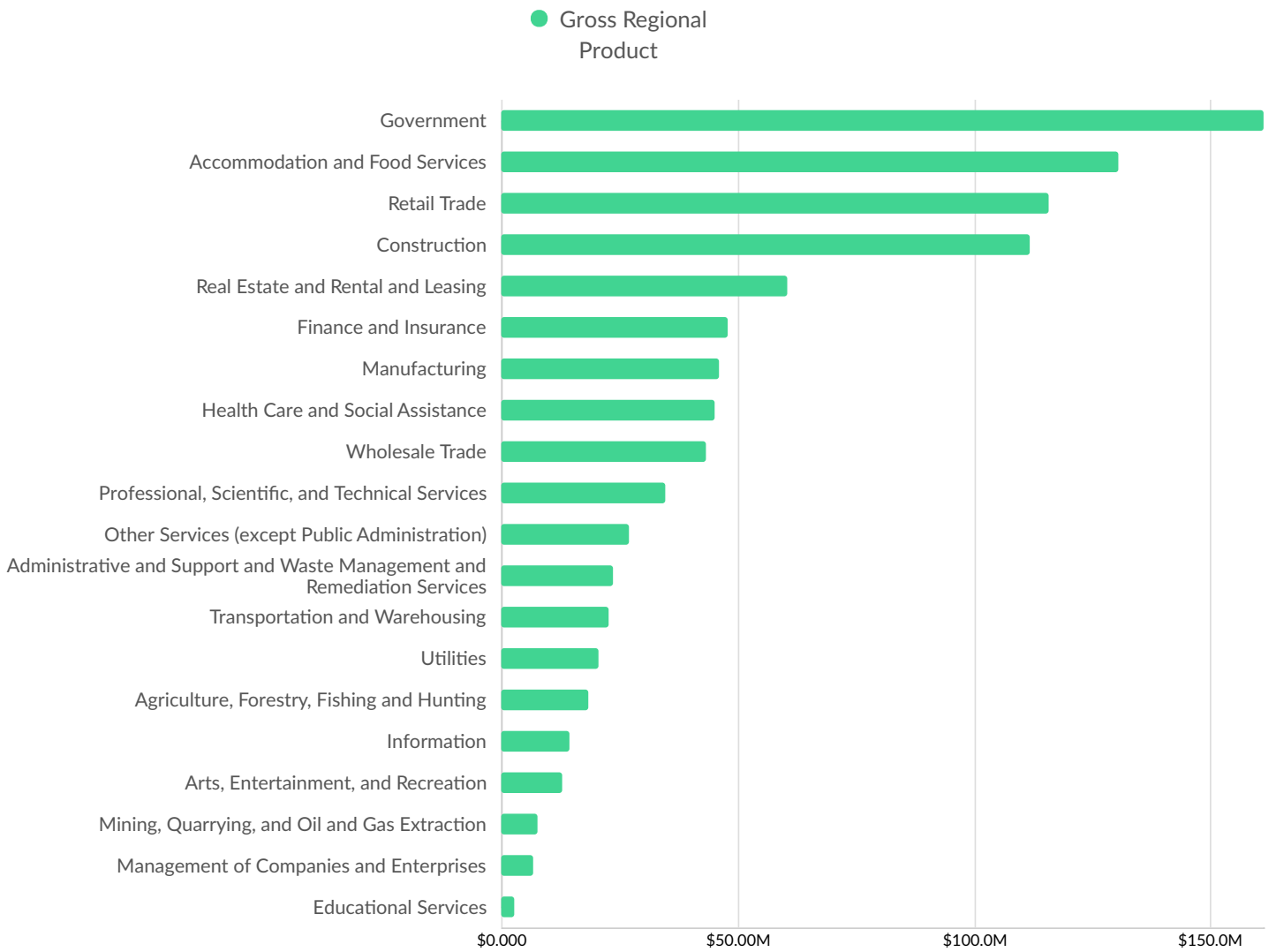
Top Growing Industries



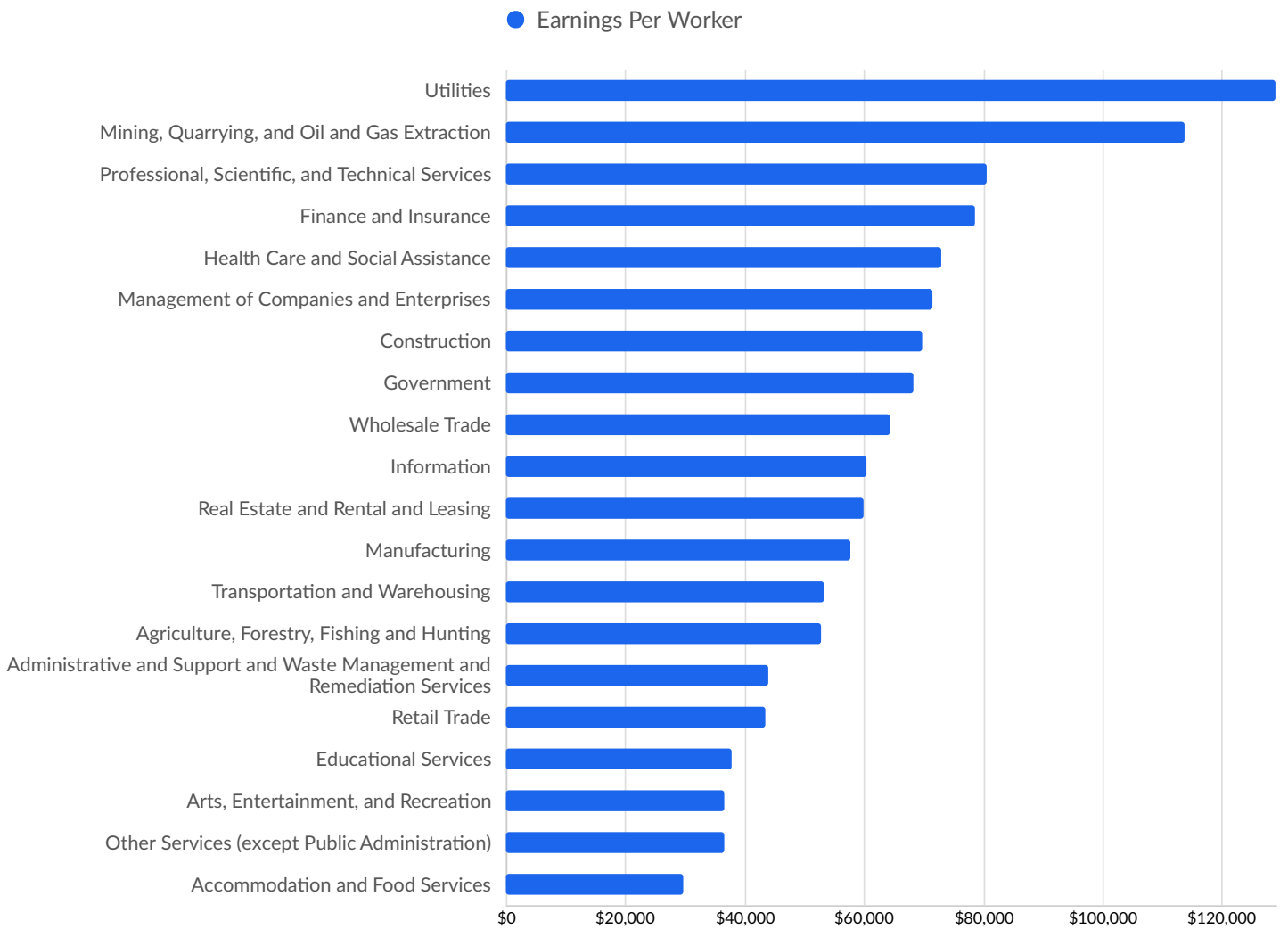
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



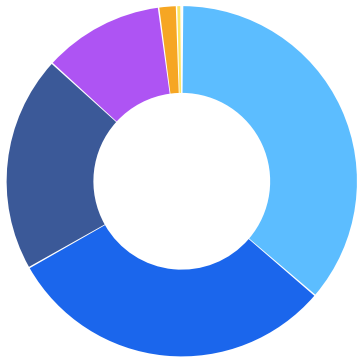
Business Characteristics

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, 252 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 	Aspirus	48 
Ministry Health Care	39 	Border Foods	37 
Marshfield Clinic	35 	T.A Solberg	29 
Lake Of The Torches Resort Casi...	32 	Taco Bell	27 
Vilas County	31 	Pick And Save	26 
Lac Du Flambeau Band Of Lake ...	29 	Kroger	24 
Lac Du Flambeau Public School	27 	United Way Of Washington Cou...	24 
State of Wisconsin	26 	MasTec	21 
Lac Du Flambeau Tribe	25 	CompHealth	17 
Eliason Realty Of The North	21 	Kwik Trip	17 

Business Size

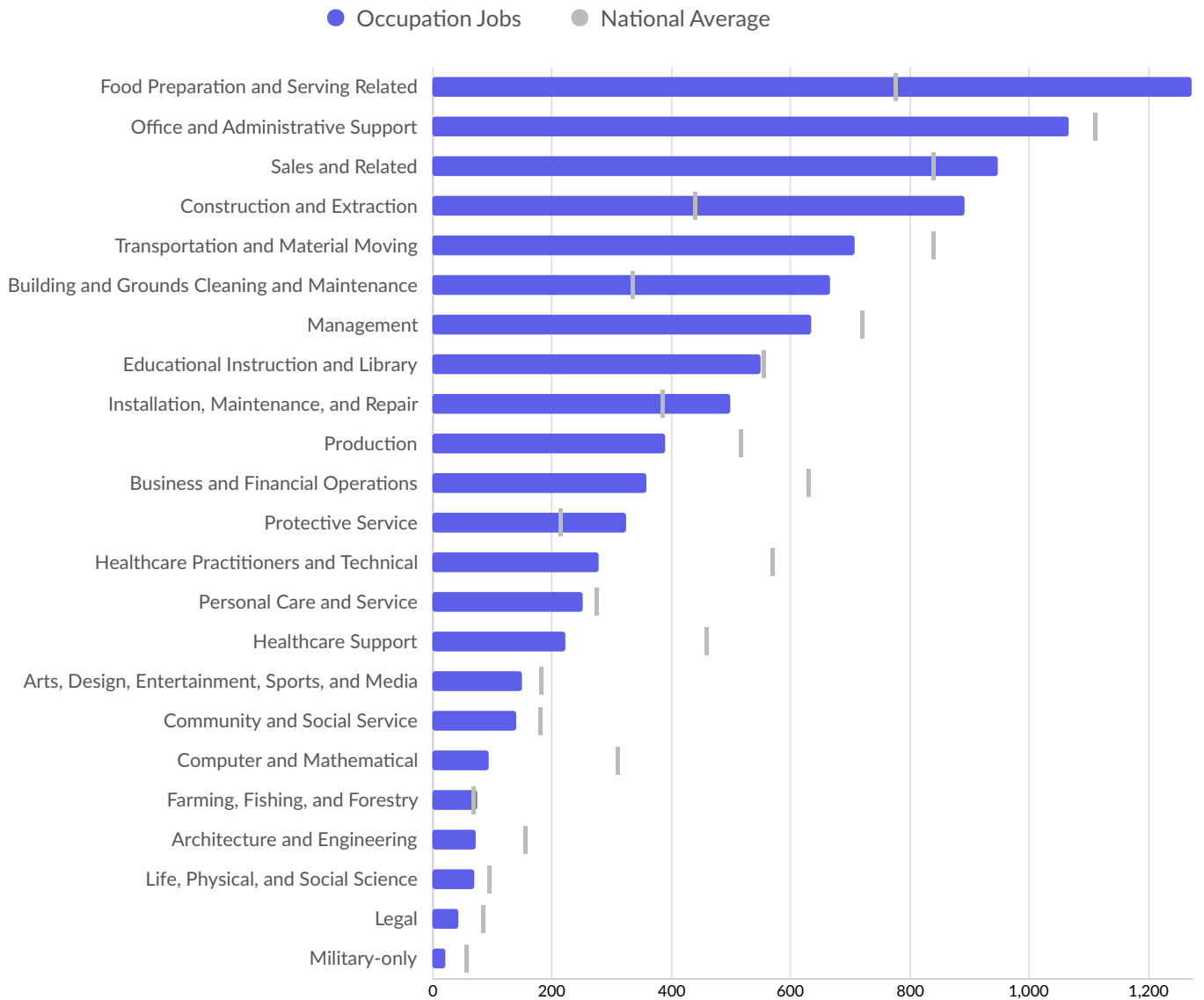


	Percentage	Business Count
1 to 4 employees	36.2%	530
5 to 9 employees	30.5%	447
10 to 19 employees	19.9%	292
20 to 49 employees	11.1%	163
50 to 99 employees	1.6%	24
100 to 249 employees	0.4%	6
500+ employees	0.1%	2

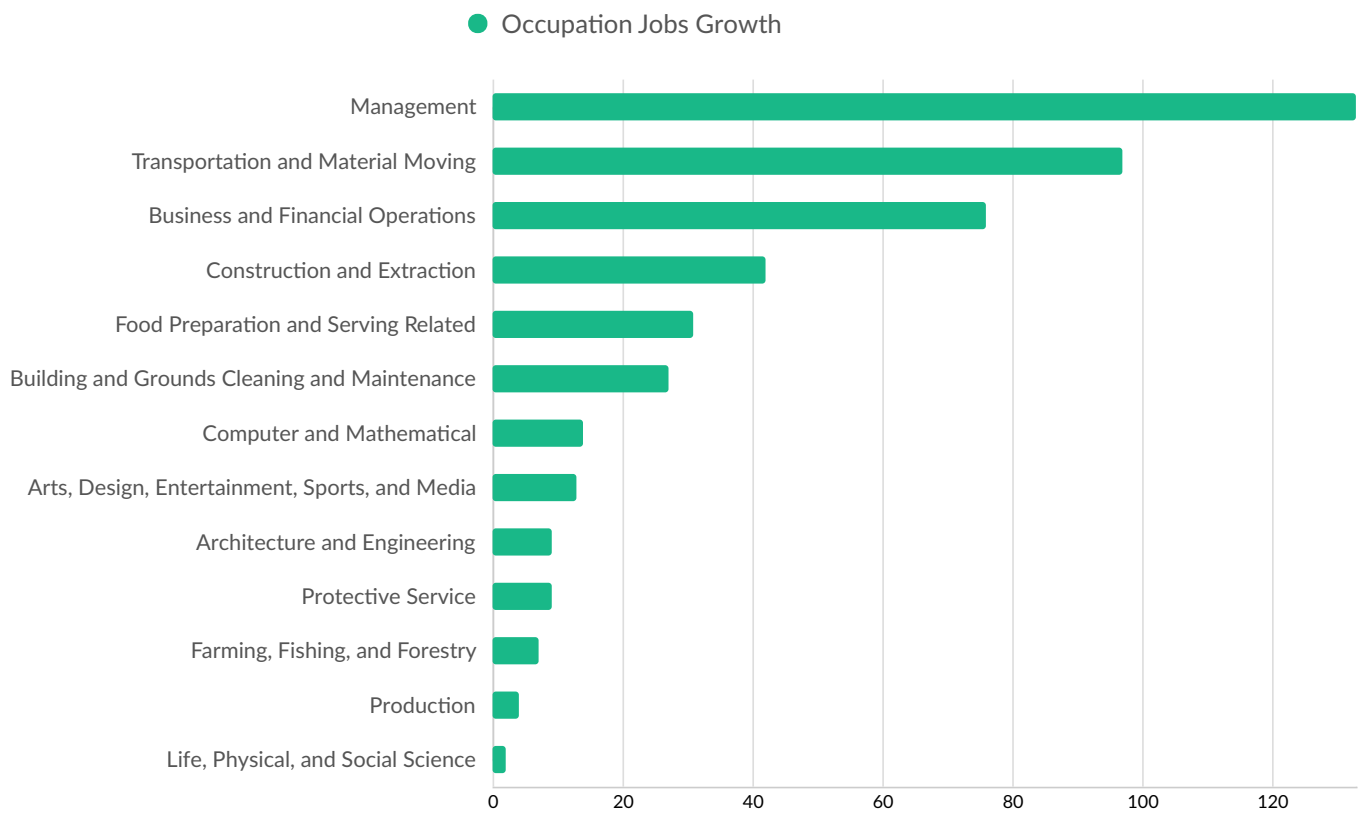
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

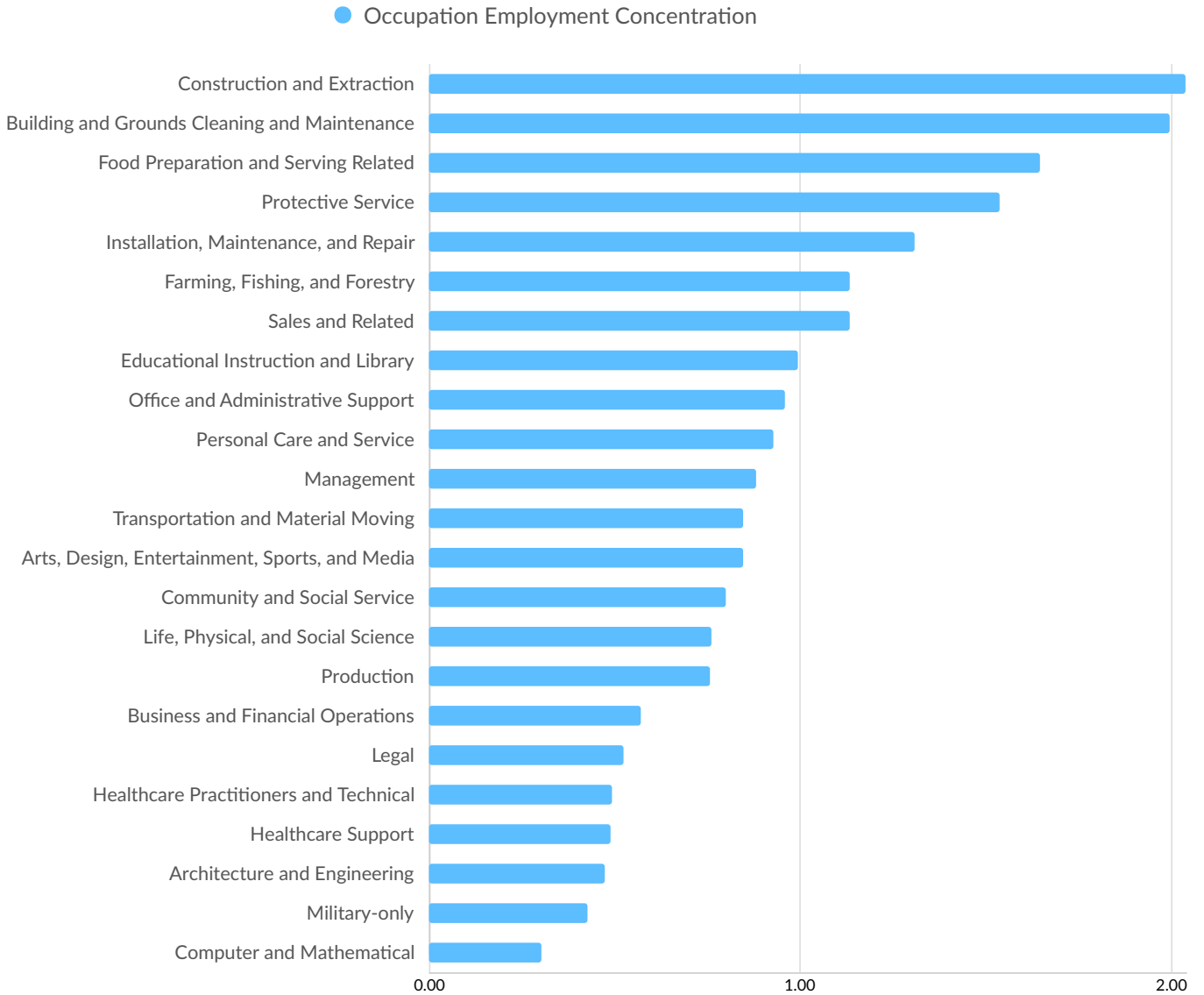
Largest Occupations



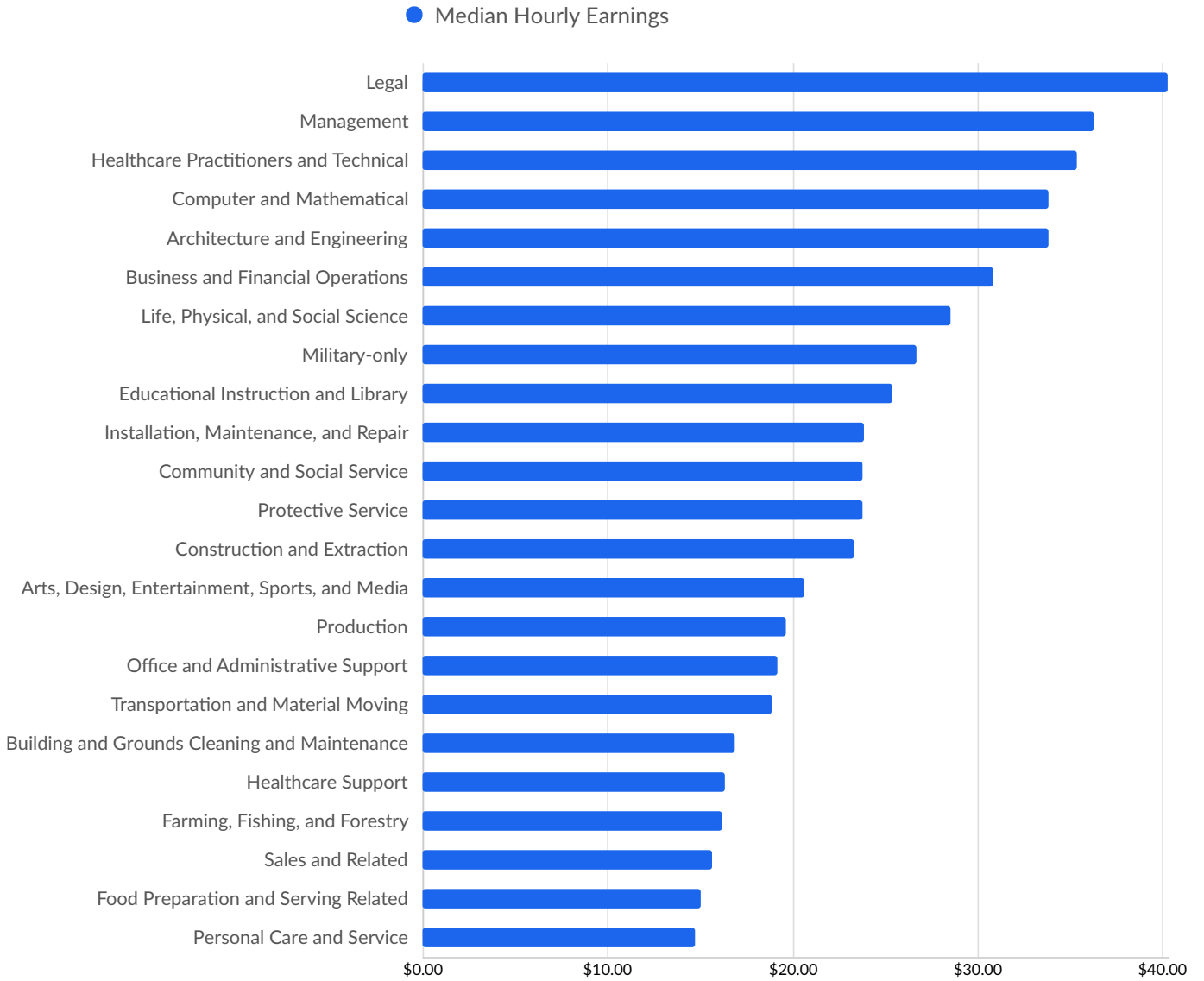
Top Growing Occupations



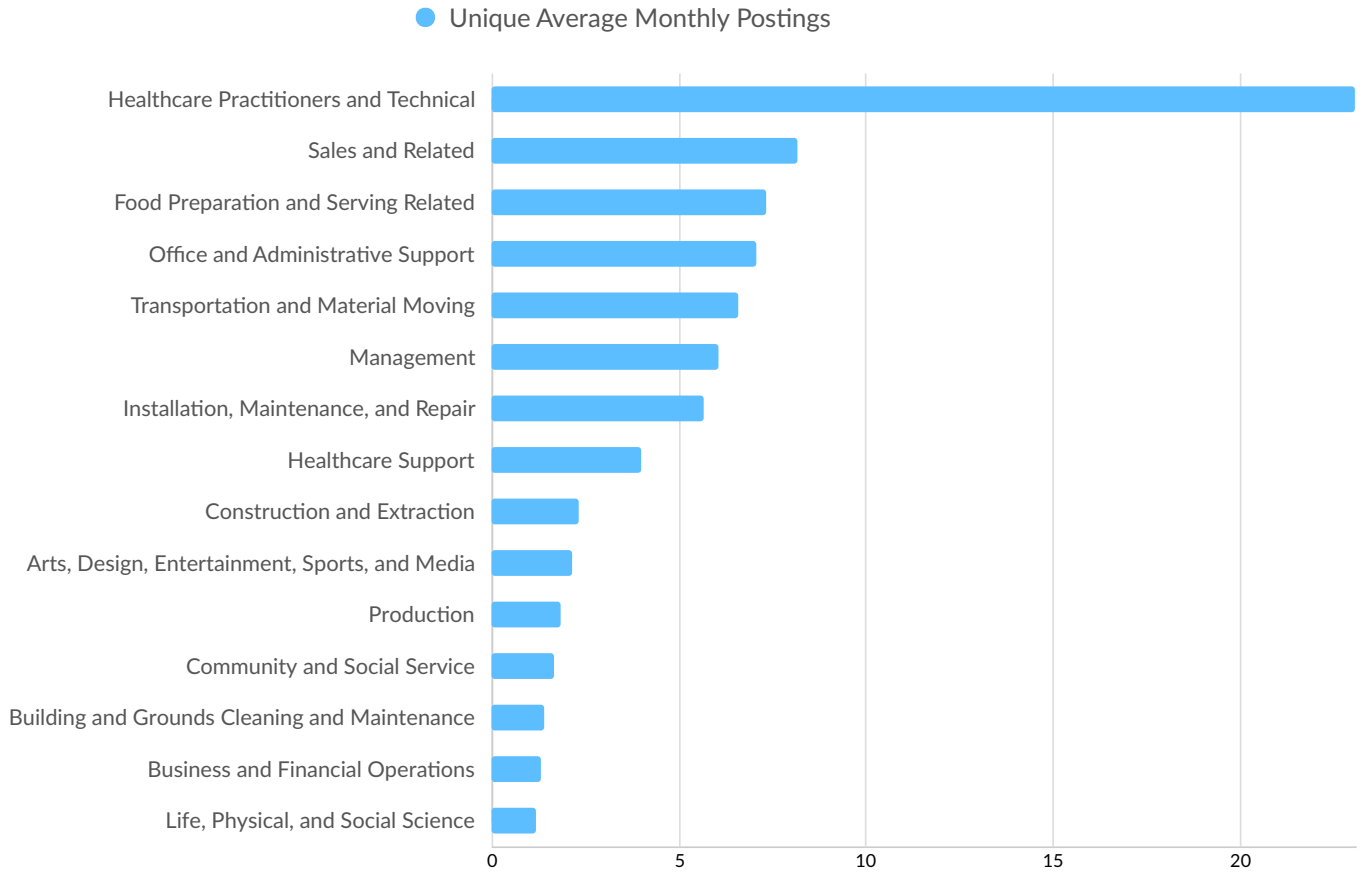
Top Occupation Employment Concentration



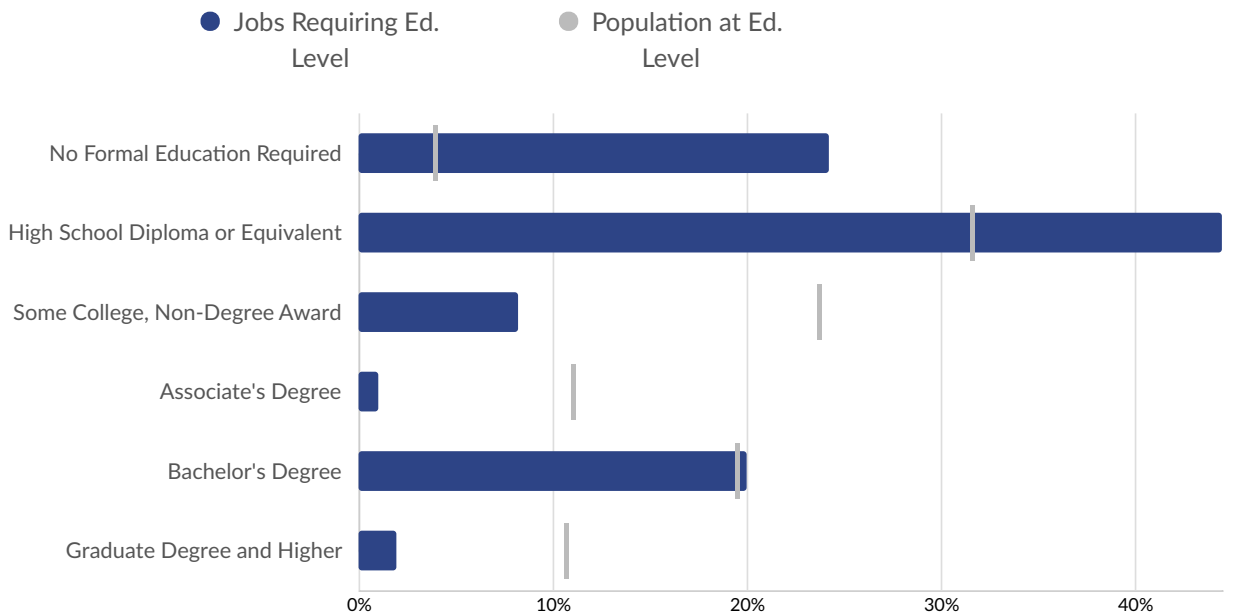
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

