



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

24,295

Population (2024)

Population **grew by 2,142** over the last 5 years and is projected to **grow by 1,556** over the next 5 years.

9,738

Total Regional Employment

Jobs **grew by 152** over the last 5 years and are projected to **grow by 448** over the next 5 years.

\$67.1K

Median Household Income (2023)

Median household income is **\$11.4K below** the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population **increased by 9.7%** since 2019, growing by 2,142. Population is expected to **increase by 6.4%** between 2024 and 2029, adding 1,556.
- From 2019 to 2024, jobs **increased by 1.6%** in Vilas County, WI from 9,587 to **9,738**. This change **fell short of the national growth rate of 4.3% by 2.7%**. As the number of jobs increased, the **labor force participation rate decreased from 52.8% to 49.7% between 2019 and 2024**.
- Concerning educational attainment, **20.1% of Vilas County, WI residents possess a Bachelor's Degree** (1.4% below the national average), and **11.4% hold an Associate's Degree** (2.5% 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).

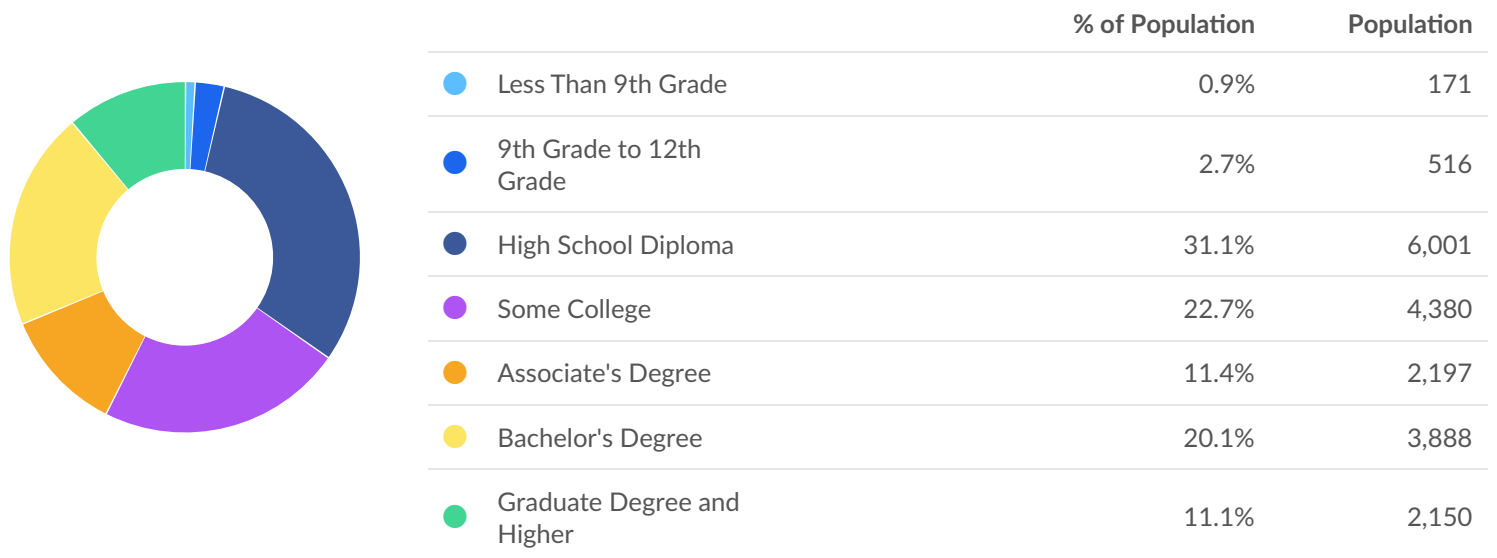
	Population (2025)	Labor Force (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	24,656	10,615	9,738	103.2	\$1.15B	\$1.82B	\$1.25B
NCWRPC	455,728	224,341	224,412	99.5	\$28.68B	\$35.89B	\$33.26B
Wisconsin	5,948,400	3,123,479	3,263,455	100.3	\$439.69B	\$391.85B	\$421.21B

May 2025 Labor Force Breakdown



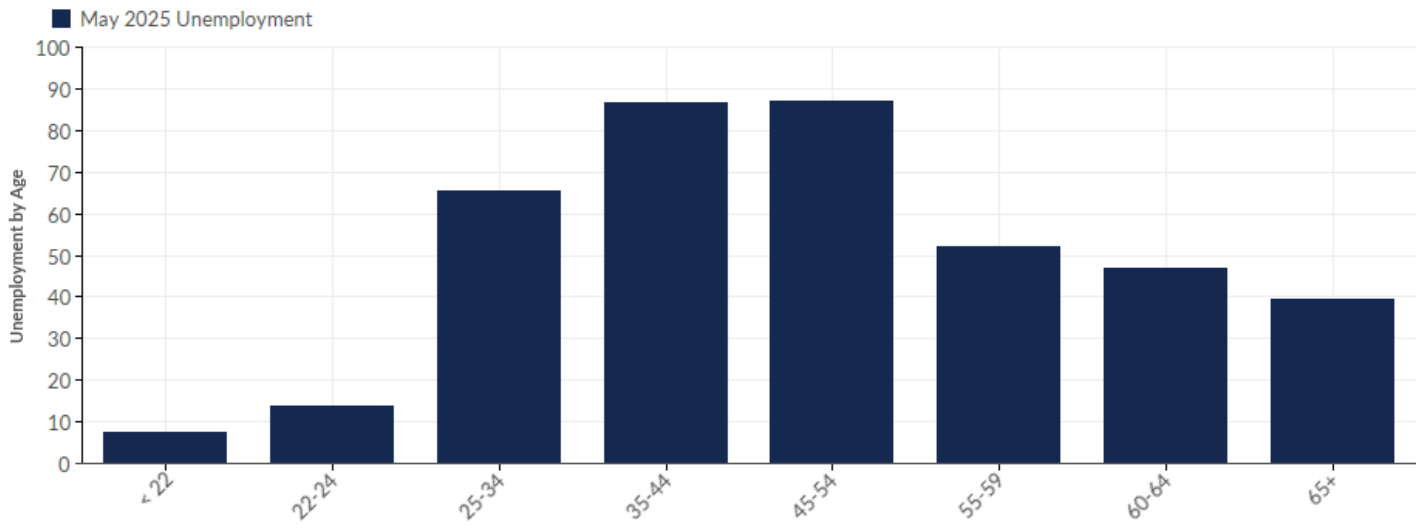
Educational Attainment

Concerning educational attainment, **20.1% of Vilas County, WI residents possess a Bachelor's Degree** (1.4% below the national average), and **11.4% hold an Associate's Degree** (2.5% above the national average).



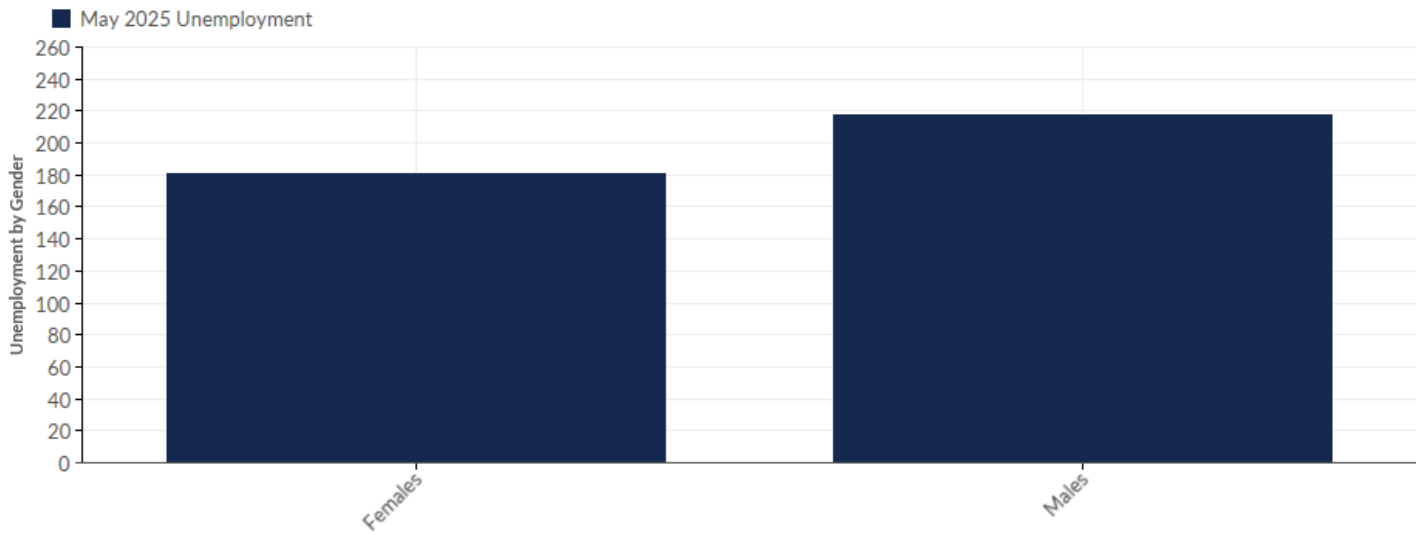
Unemployment by Demographics

Unemployment by Age



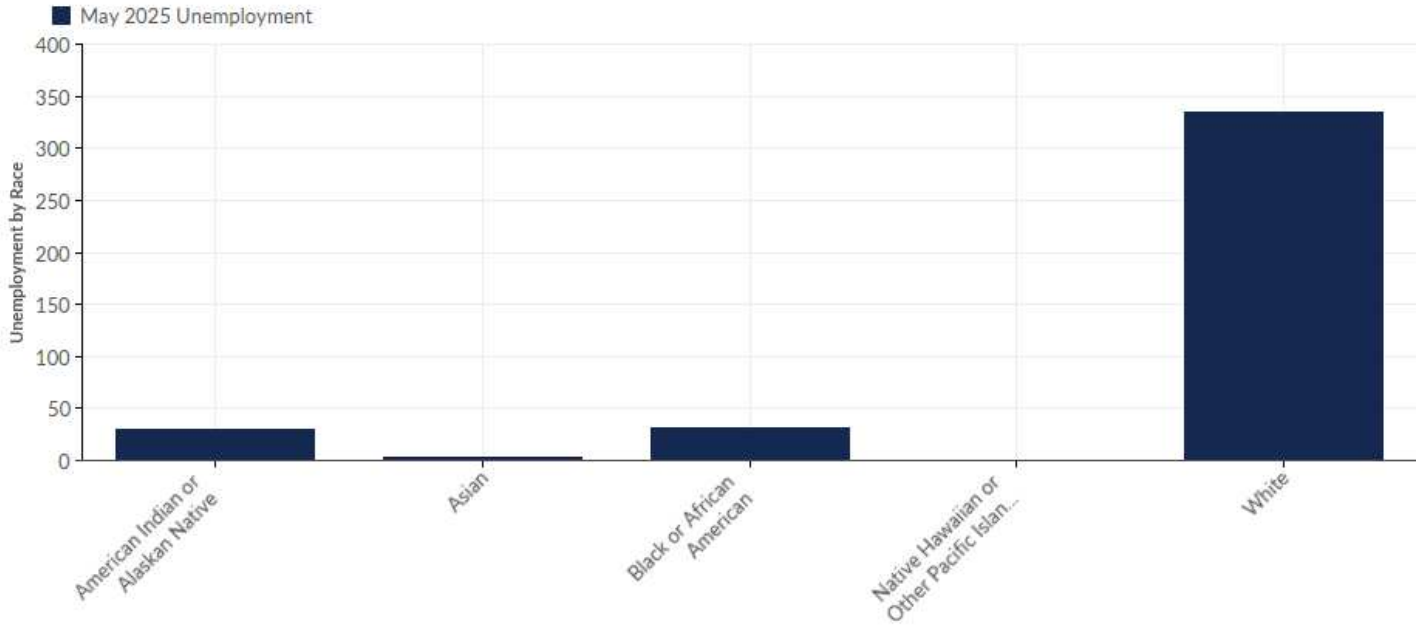
Age	Unemployment (May 2025)	% of Unemployed
< 22	7	1.76%
22-24	14	3.52%
25-34	65	16.33%
35-44	86	21.61%
45-54	87	21.86%
55-59	52	13.07%
60-64	47	11.81%
65+	39	9.80%
Total	398	100.00%

Unemployment by Gender



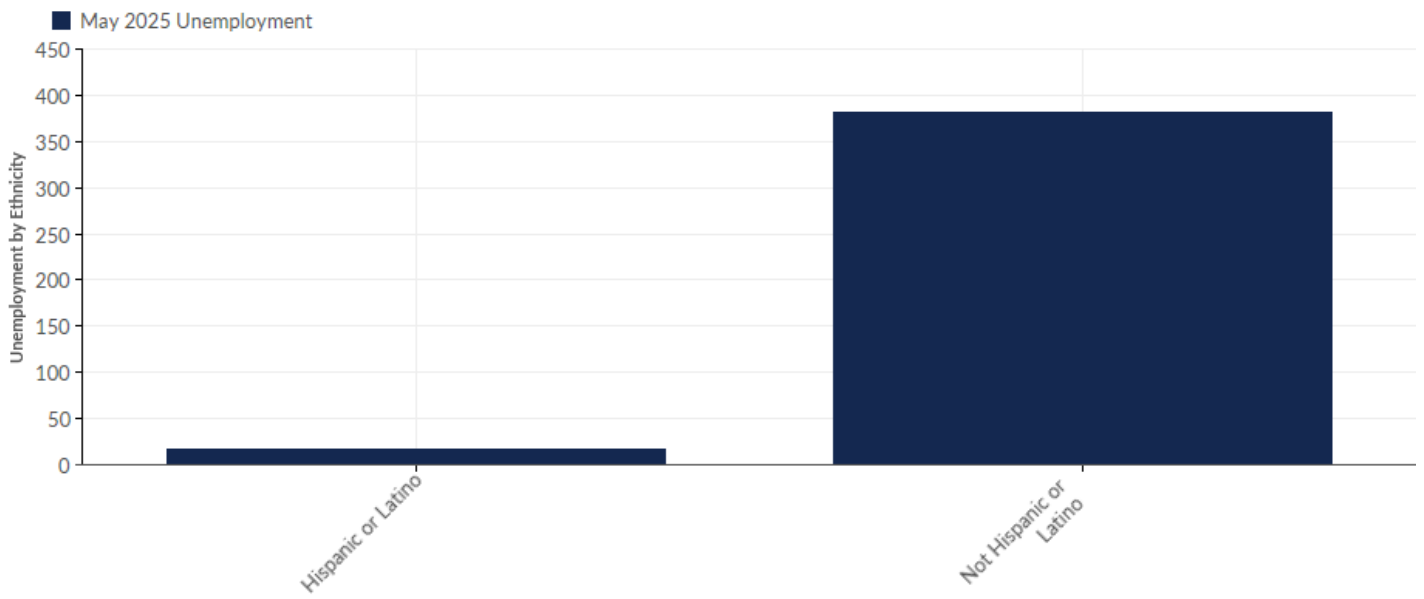
Gender	Unemployment (May 2025)	% of Unemployed
Females	181	45.48%
Males	217	54.52%
Total	398	100.00%

Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	29	7.29%
Asian	3	0.75%
Black or African American	31	7.79%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	334	83.92%
Total	398	100.00%

Unemployment by Ethnicity

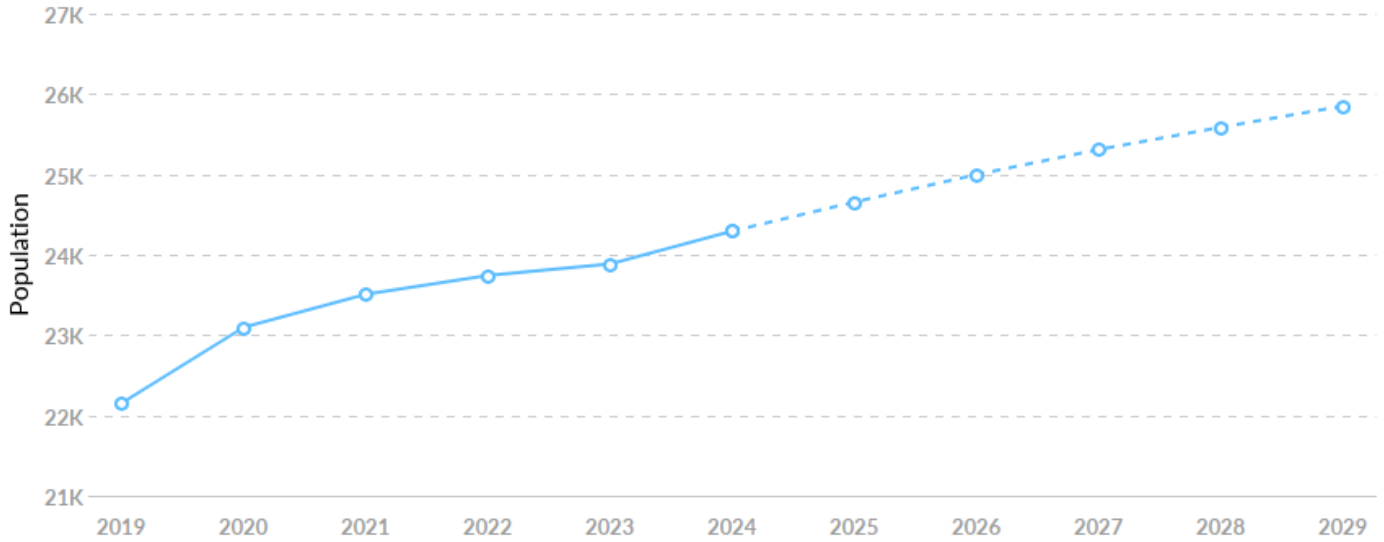


Ethnicity	Unemployment (May 2025)	% of Unemployed
Hispanic or Latino	16	4.02%
Not Hispanic or Latino	382	95.98%
Total	398	100.00%

Historic & Projected Trends

Population Trends

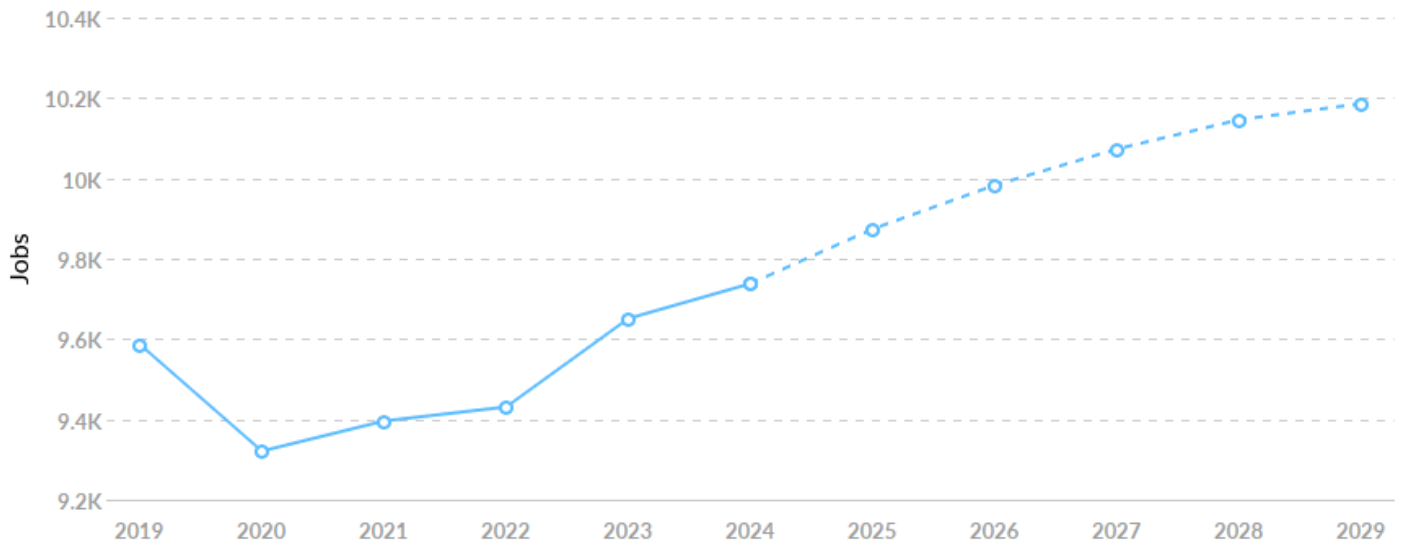
As of 2024 the region's population increased by 9.7% since 2019, growing by 2,142. Population is expected to increase by 6.4% between 2024 and 2029, adding 1,556.



Timeframe	Population
2019	22,153
2020	23,097
2021	23,508
2022	23,742
2023	23,885
2024	24,295
2025	24,656
2026	24,998
2027	25,310
2028	25,587
2029	25,851

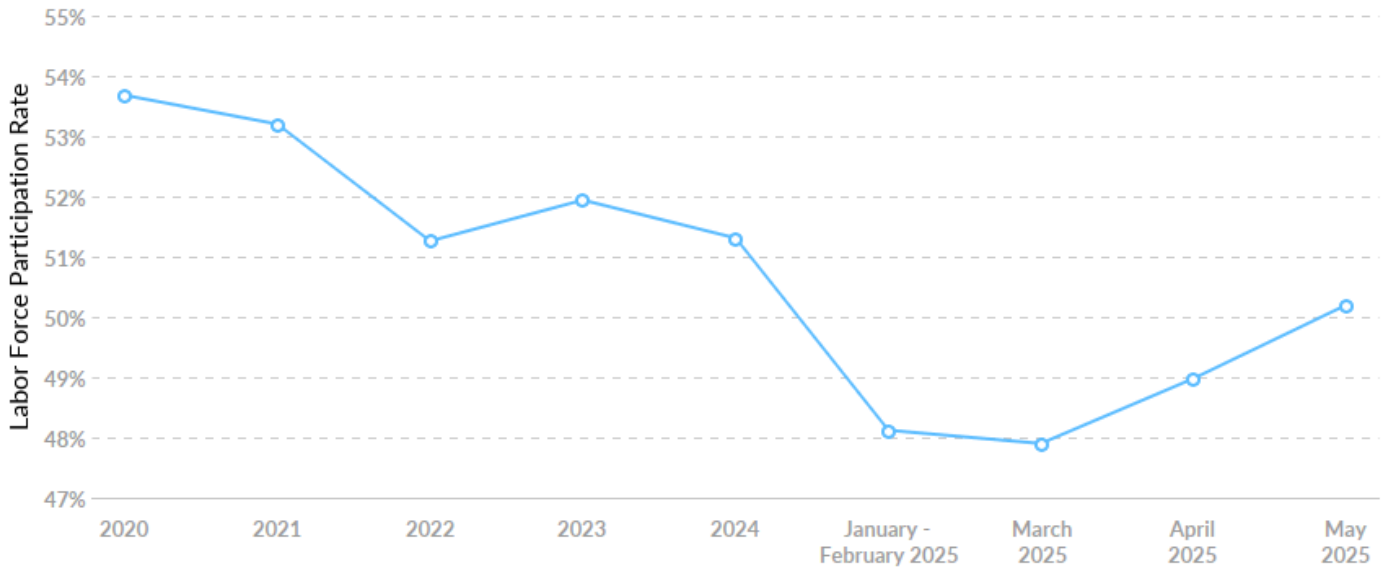
Job Trends

From 2019 to 2024, jobs increased by 1.6% in Vilas County, WI from 9,587 to 9,738. This change fell short of the national growth rate of 4.3% by 2.7%.



Timeframe	Jobs
2019	9,587
2020	9,321
2021	9,396
2022	9,431
2023	9,651
2024	9,738
2025	9,874
2026	9,983
2027	10,073
2028	10,146
2029	10,186

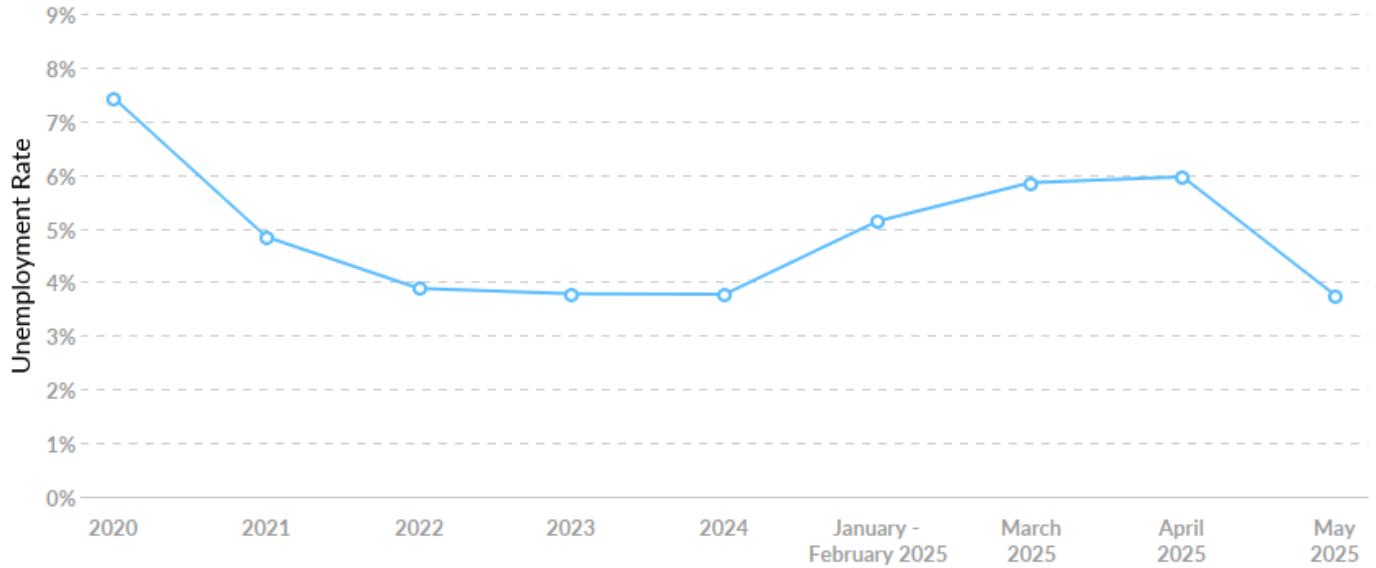
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	53.68%
2021	53.20%
2022	51.26%
2023	51.94%
2024	51.31%
January - February 2025	48.12%
March 2025	47.90%
April 2025	48.98%
May 2025	50.20%

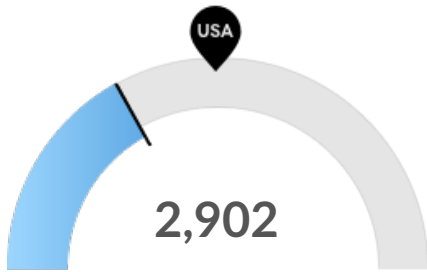
Unemployment Rate Trends

Vilas County, WI had a May 2025 unemployment rate of 3.75%, decreasing from 7.43% 5 years before.



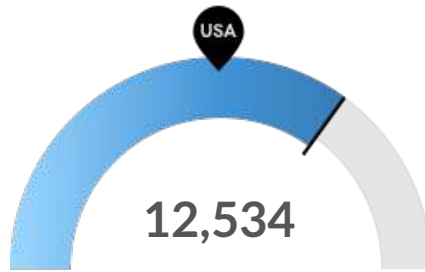
Timeframe	Unemployment Rate
2020	7.43%
2021	4.84%
2022	3.88%
2023	3.78%
2024	3.77%
January - February 2025	5.13%
March 2025	5.85%
April 2025	5.96%
May 2025	3.75%

Population Characteristics



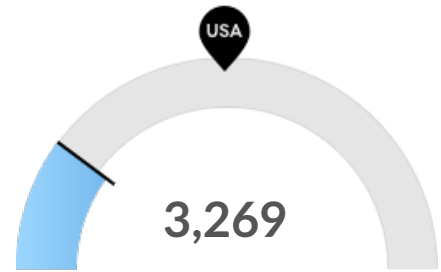
Millennials

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



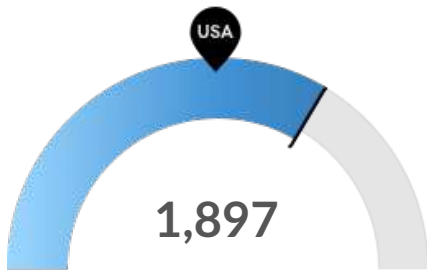
Retiring Soon

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.



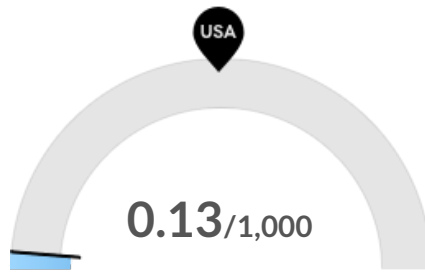
Racial Diversity

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.



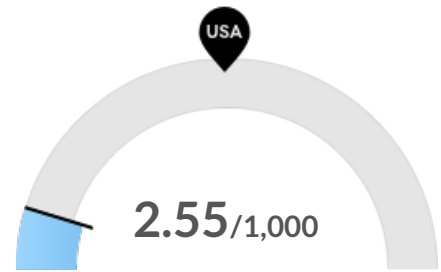
Veterans

Vilas County, WI has 1,897 veterans. The national average for an area this size is 1,182.



Violent Crime

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

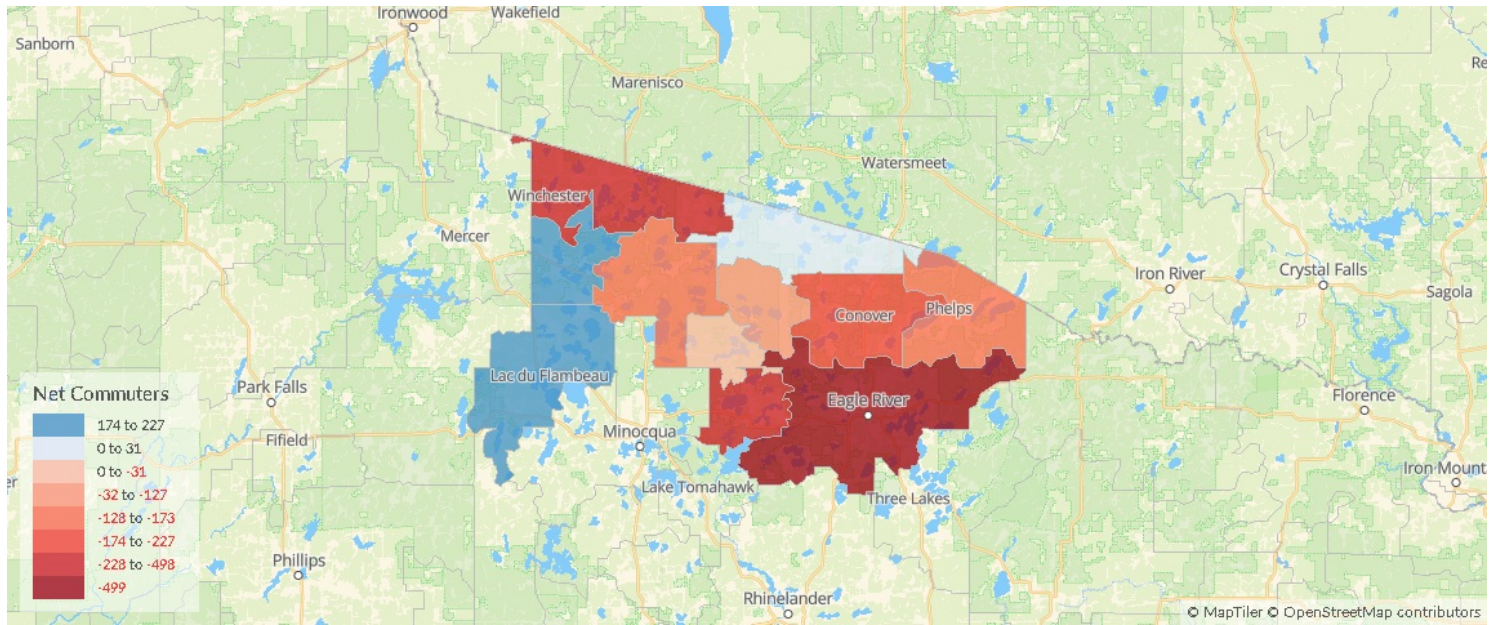


Property Crime

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 ...	4,157
54538	Lac Du Flambeau, WI (i...	1,123
54558	Saint Germain, WI (in Vi...	948
54545	Manitowish Waters, WI...	693
54540	Land O Lakes, WI (in Vil...	576

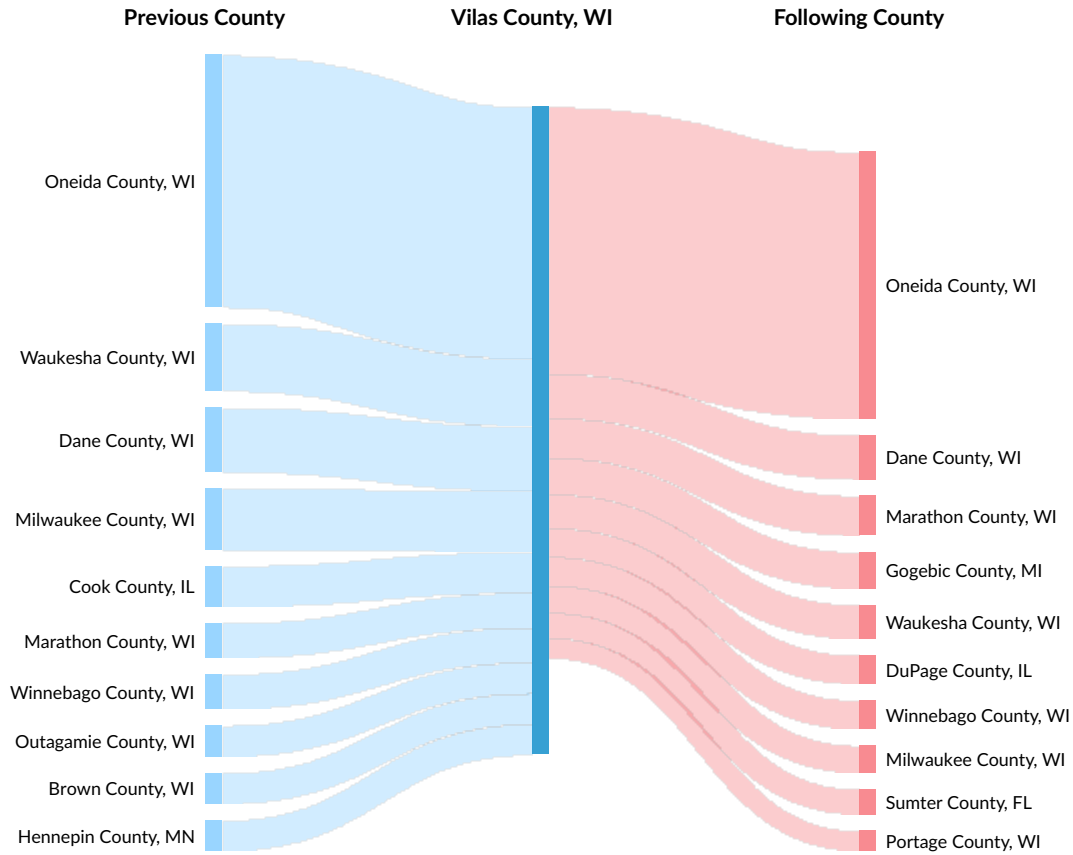
Where Talent Lives

ZIP	Name	2024 Workers
54521	Eagle River, WI (in Vilas ...	4,655
54558	Saint Germain, WI (in Vi...	1,186
54538	Lac Du Flambeau, WI (i...	941
54519	Conover, WI (in Vilas co...	694
54554	Phelps, WI (in Vilas cou...	619

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 290.

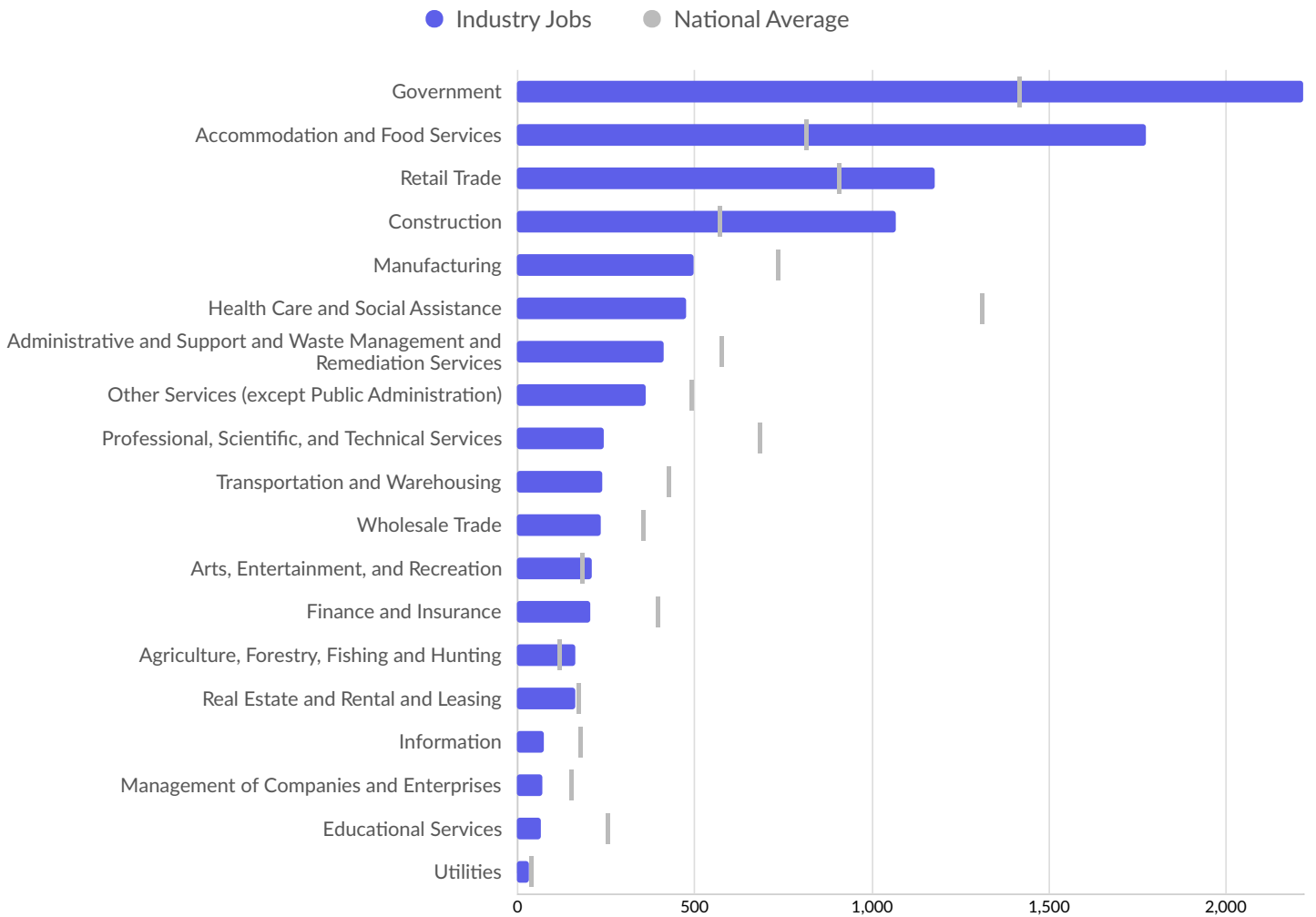


Top Previous Counties	Migrations
Oneida County, WI	244
Waukesha County, WI	65
Dane County, WI	63
Milwaukee County, WI	59
Cook County, IL	40
Marathon County, WI	34

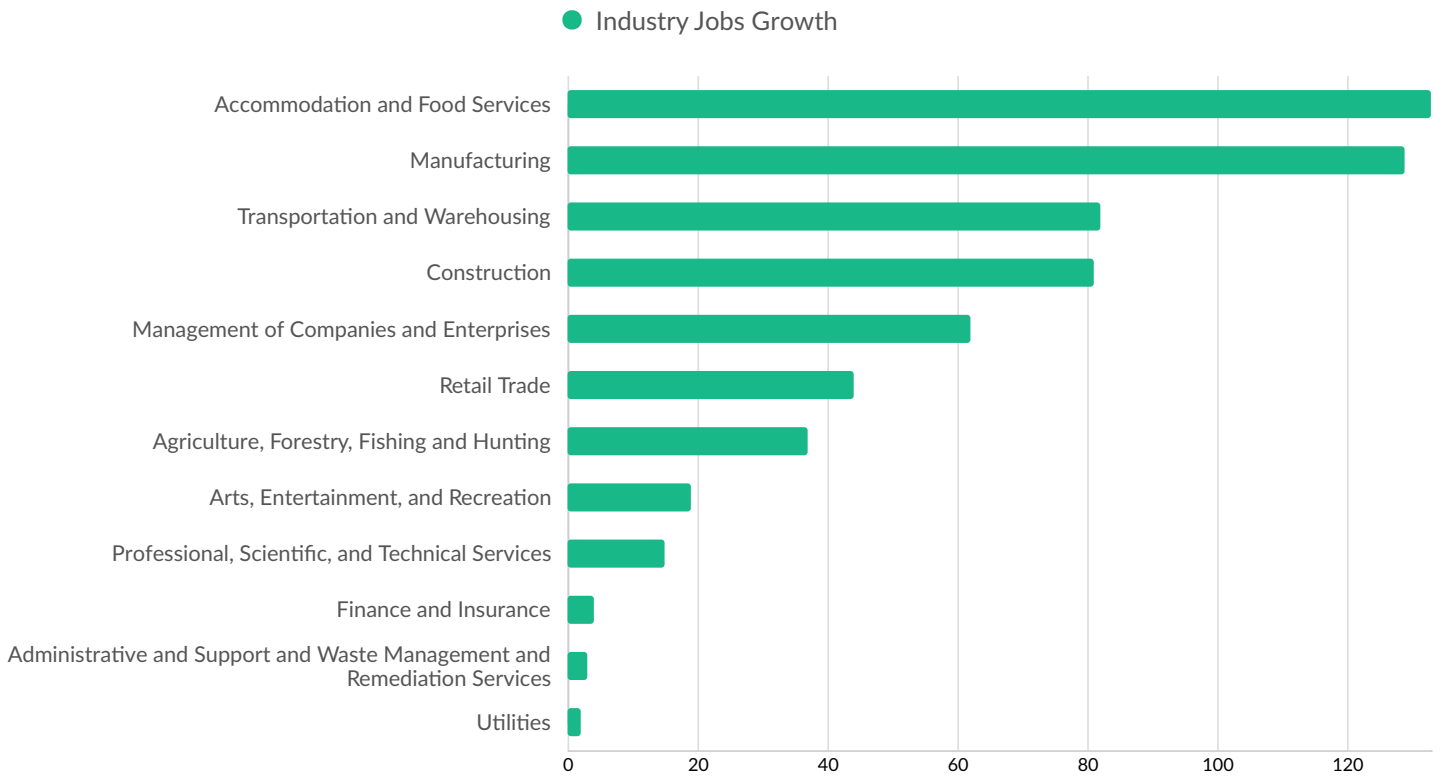
Top Previous Counties	Migrations
Winnebago County, WI	34
Outagamie County, WI	30
Brown County, WI	30
Hennepin County, MN	30
Racine County, WI	29
Washington County, WI	27
Maricopa County, AZ	17
Bingham County, ID	17
Langlade County, WI	15
Top Following Counties	Migrations
Oneida County, WI	259
Dane County, WI	43
Marathon County, WI	39
Gogebic County, MI	35
Waukesha County, WI	33
DuPage County, IL	28
Winnebago County, WI	28
Milwaukee County, WI	26
Sumter County, FL	24
Portage County, WI	20
Riverside County, CA	17
Sarasota County, FL	15
La Crosse County, WI	14
Ramsey County, MN	14
Polk County, IA	11

Industry Characteristics

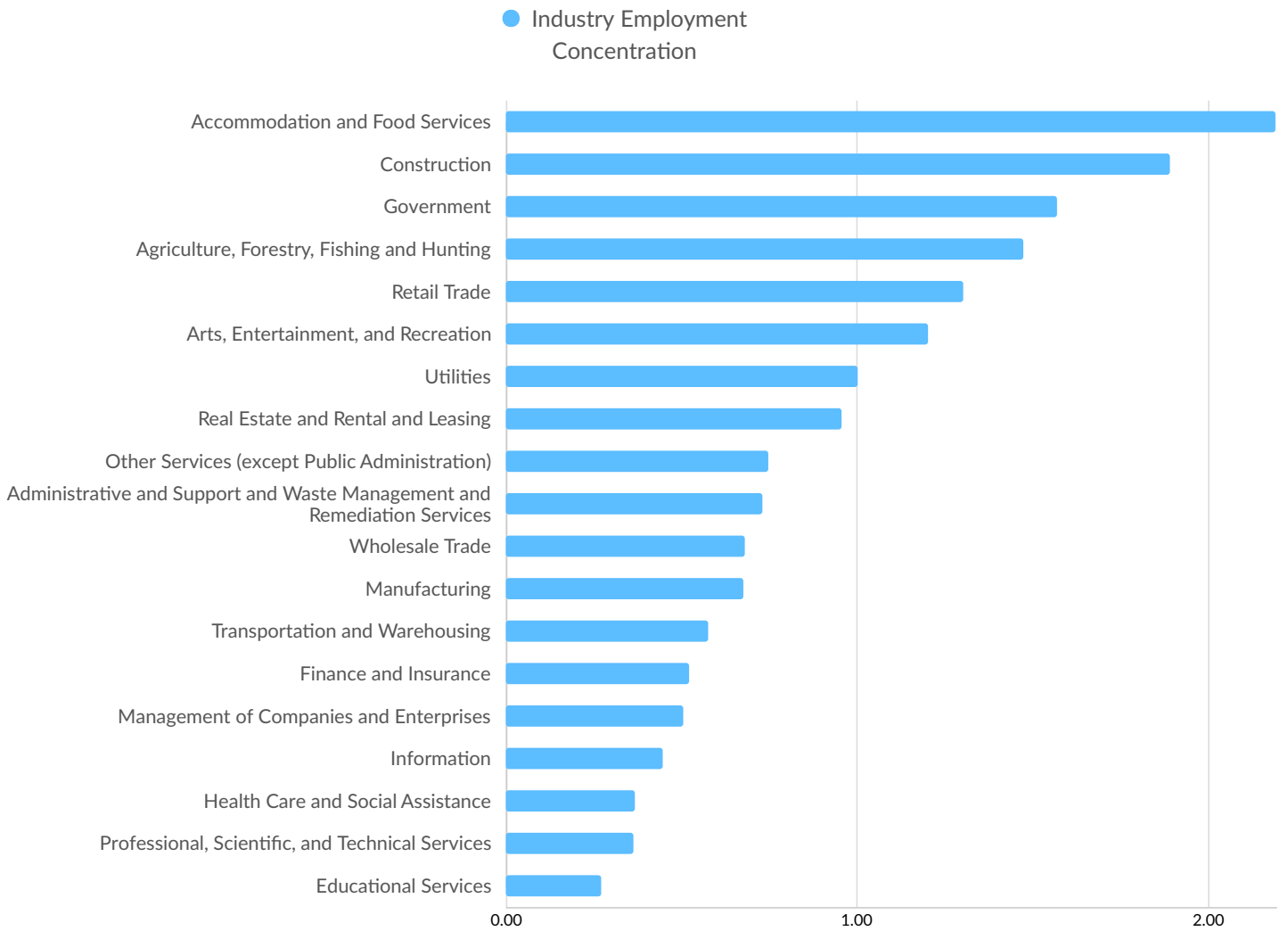
Largest Industries



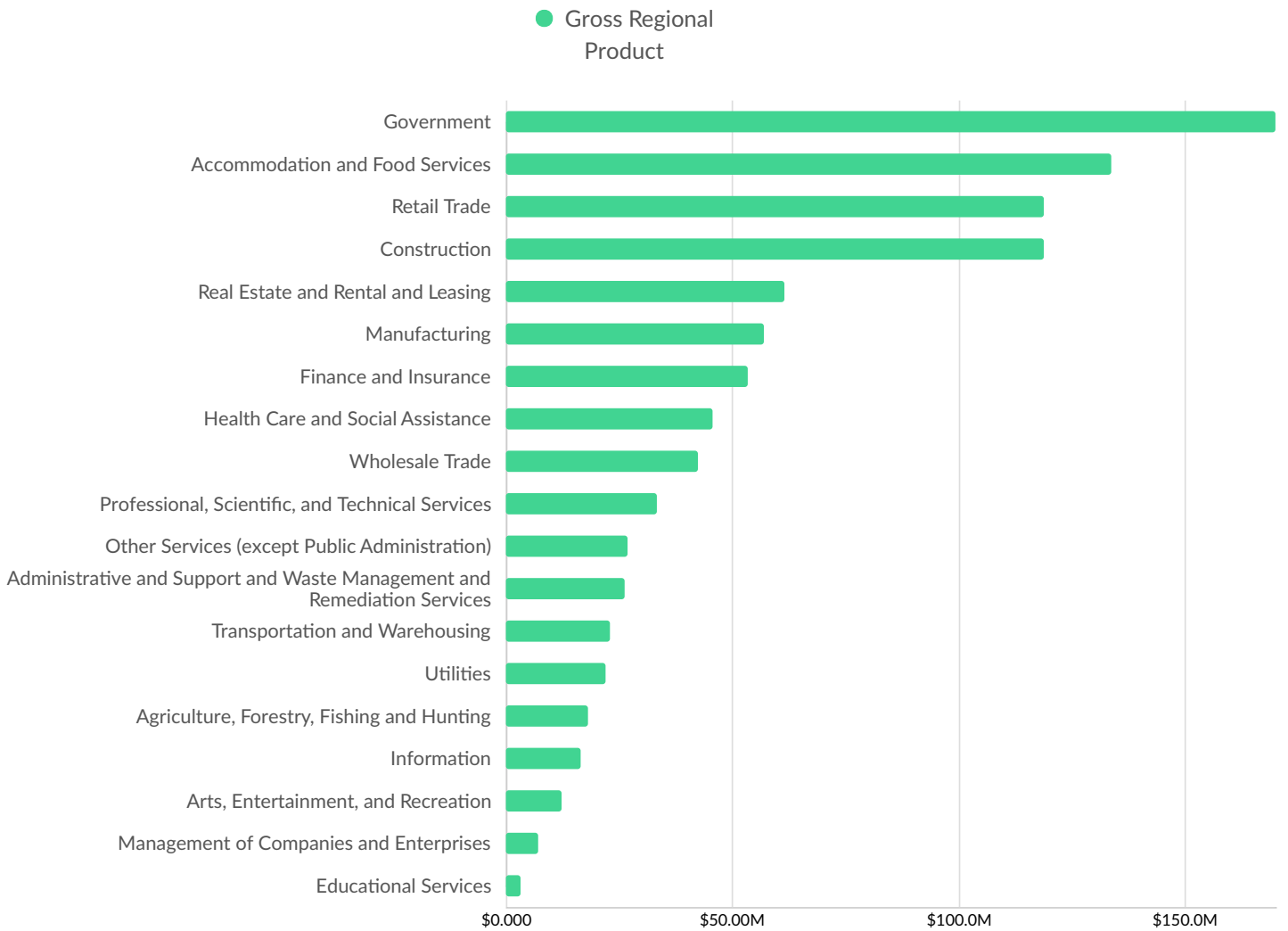
Top Growing Industries



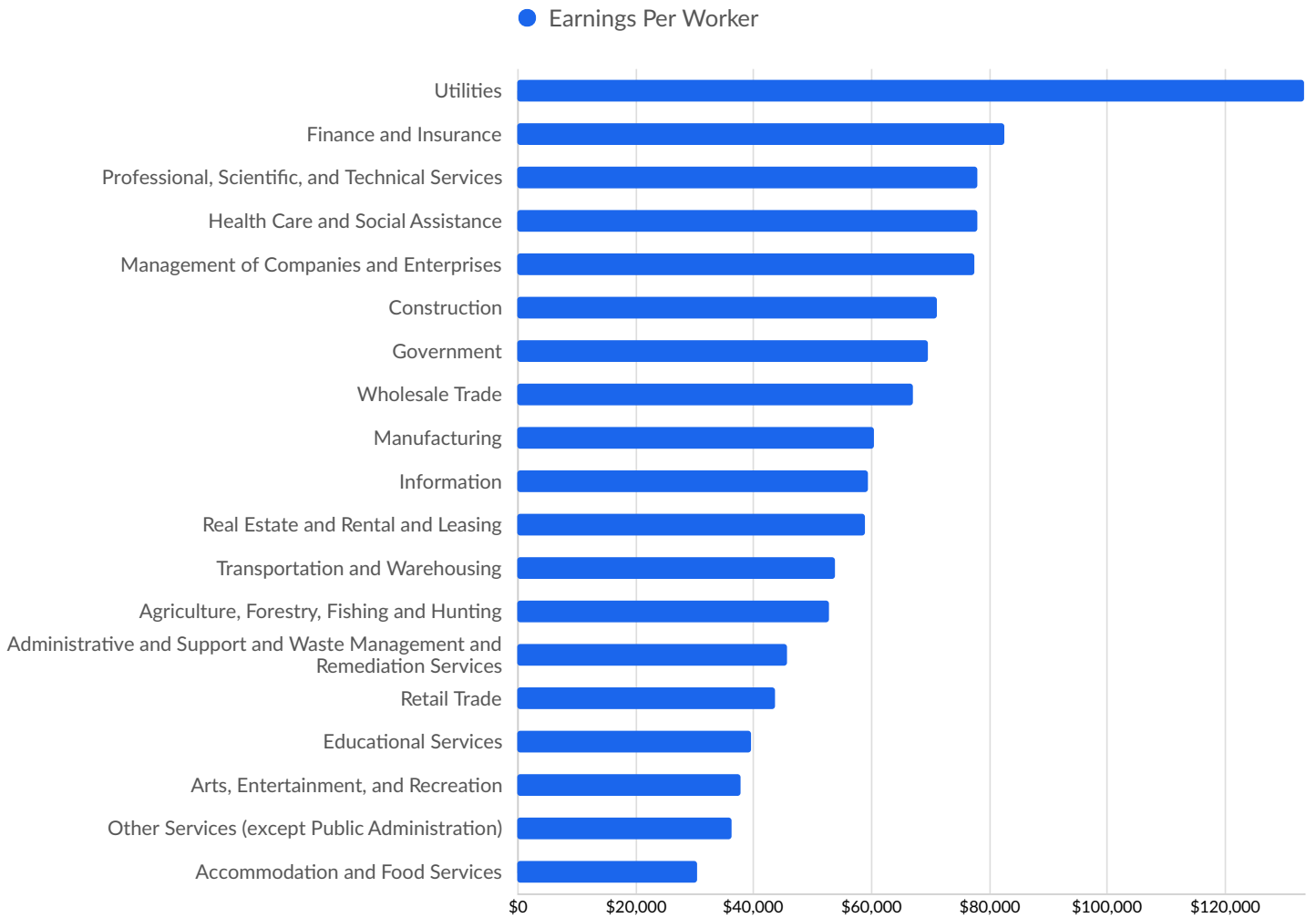
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



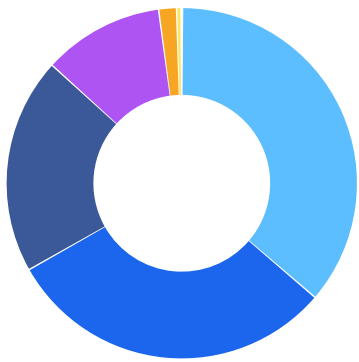
Business Characteristics

1,923 Companies Employ Your Workers

Online profiles for your workers mention 1,923 companies as employers, with the top 10 appearing below. In the last 12 months, 339 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	53 	Aspirus	62 
Lake Of The Torches Resort Casi...	35 	Rochester Regional Health	57 
Marshfield Clinic	35 	Providence	43 
Lac Du Flambeau Band Of Lake ...	31 	Pick And Save	35 
Vilas County	30 	Headway	28 
State of Wisconsin	27 	Bering Straits Native Corporation	25 
Lac Du Flambeau Tribe	25 	Republic Services	24 
Ministry Health Care	25 	Taco Bell	24 
Lac Du Flambeau Public School	23 	Titan Medical	24 
Eliason Realty Of The North	17 	Kroger	23 

Business Size

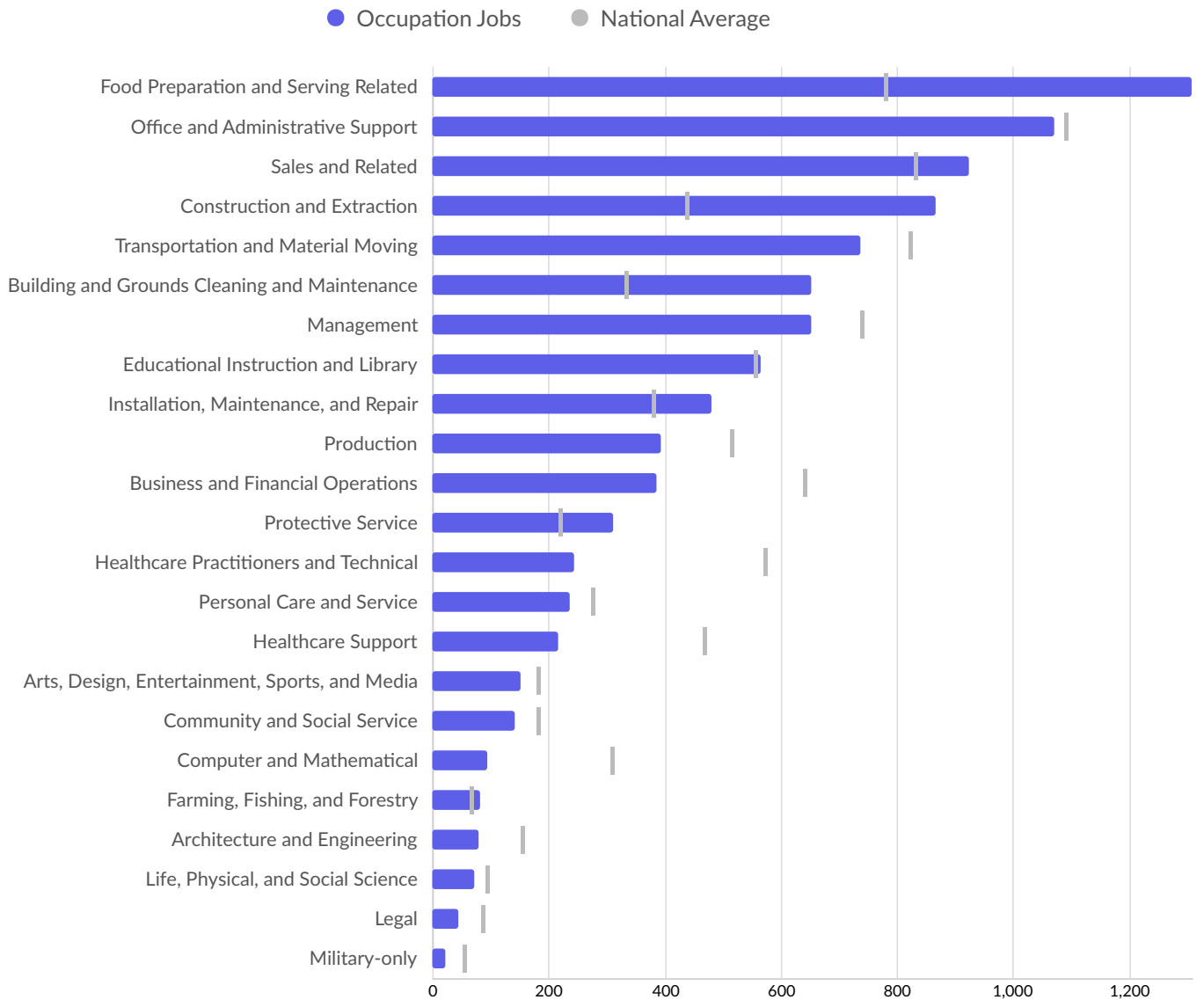


	Percentage	Business Count
● 1 to 4 employees	36.2%	530
● 5 to 9 employees	30.5%	447
● 10 to 19 employees	19.9%	292
● 20 to 49 employees	11.1%	163
● 50 to 99 employees	1.6%	24
● 100 to 249 employees	0.4%	6
● 500+ employees	0.1%	2

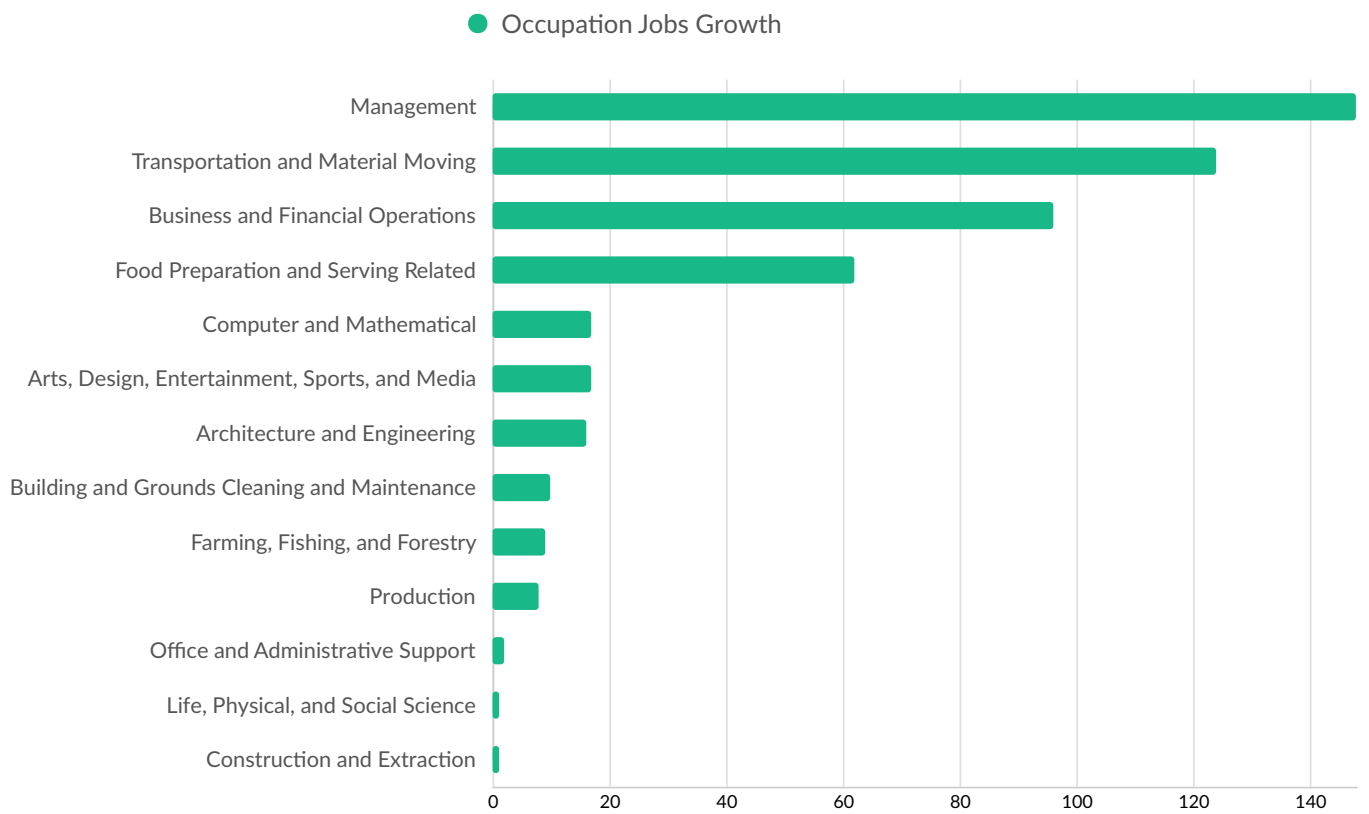
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations

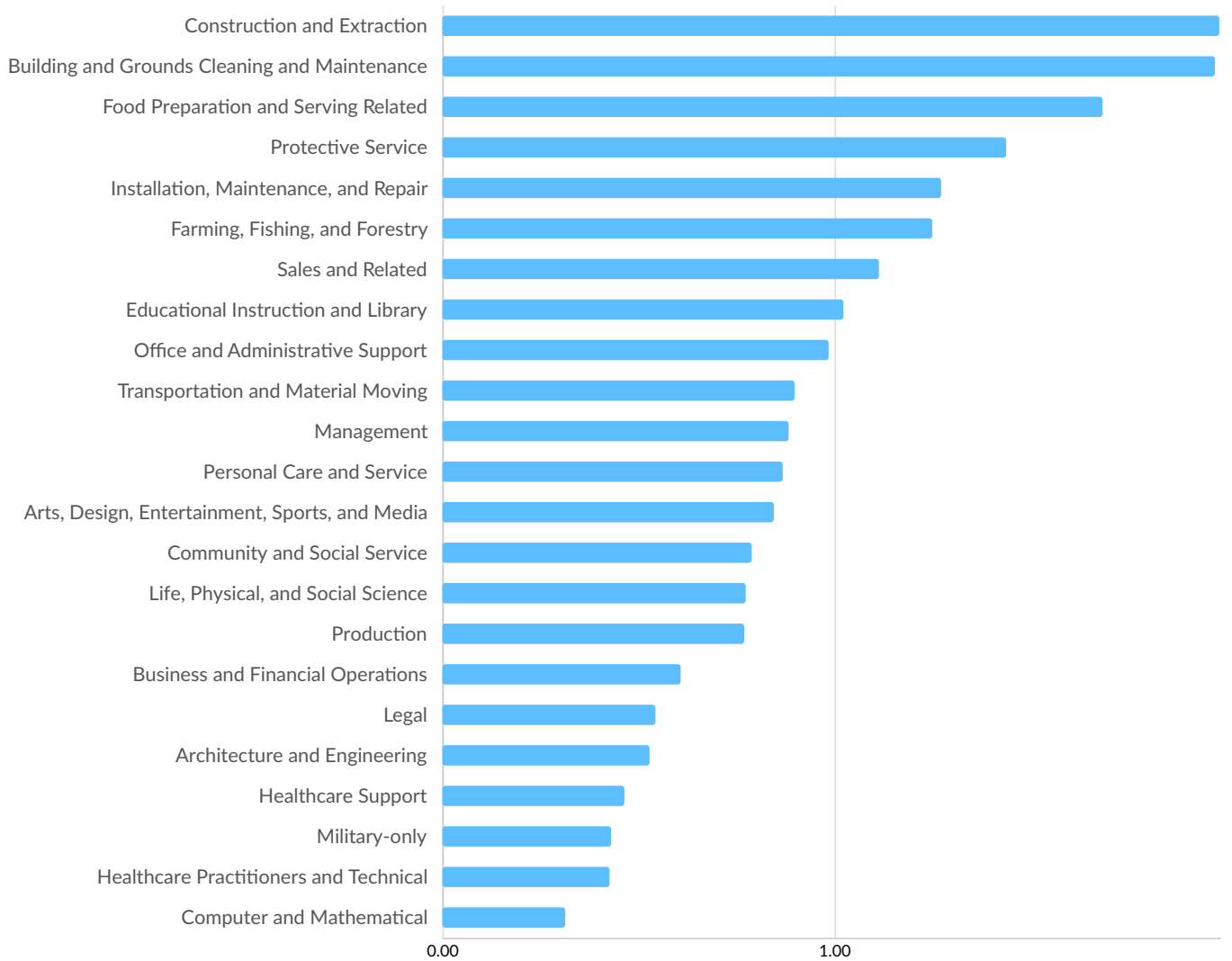


Top Growing Occupations

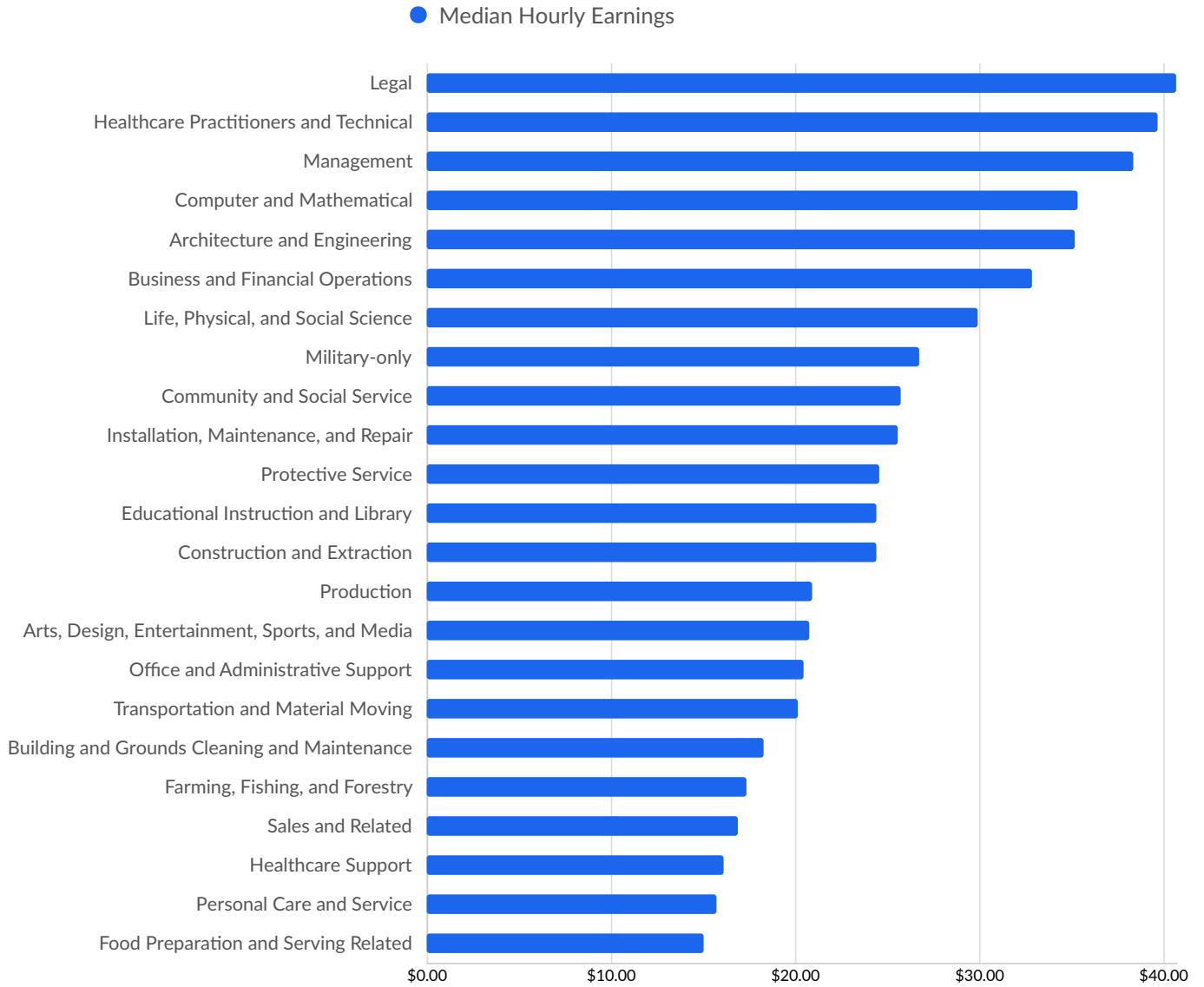


Top Occupation Employment Concentration

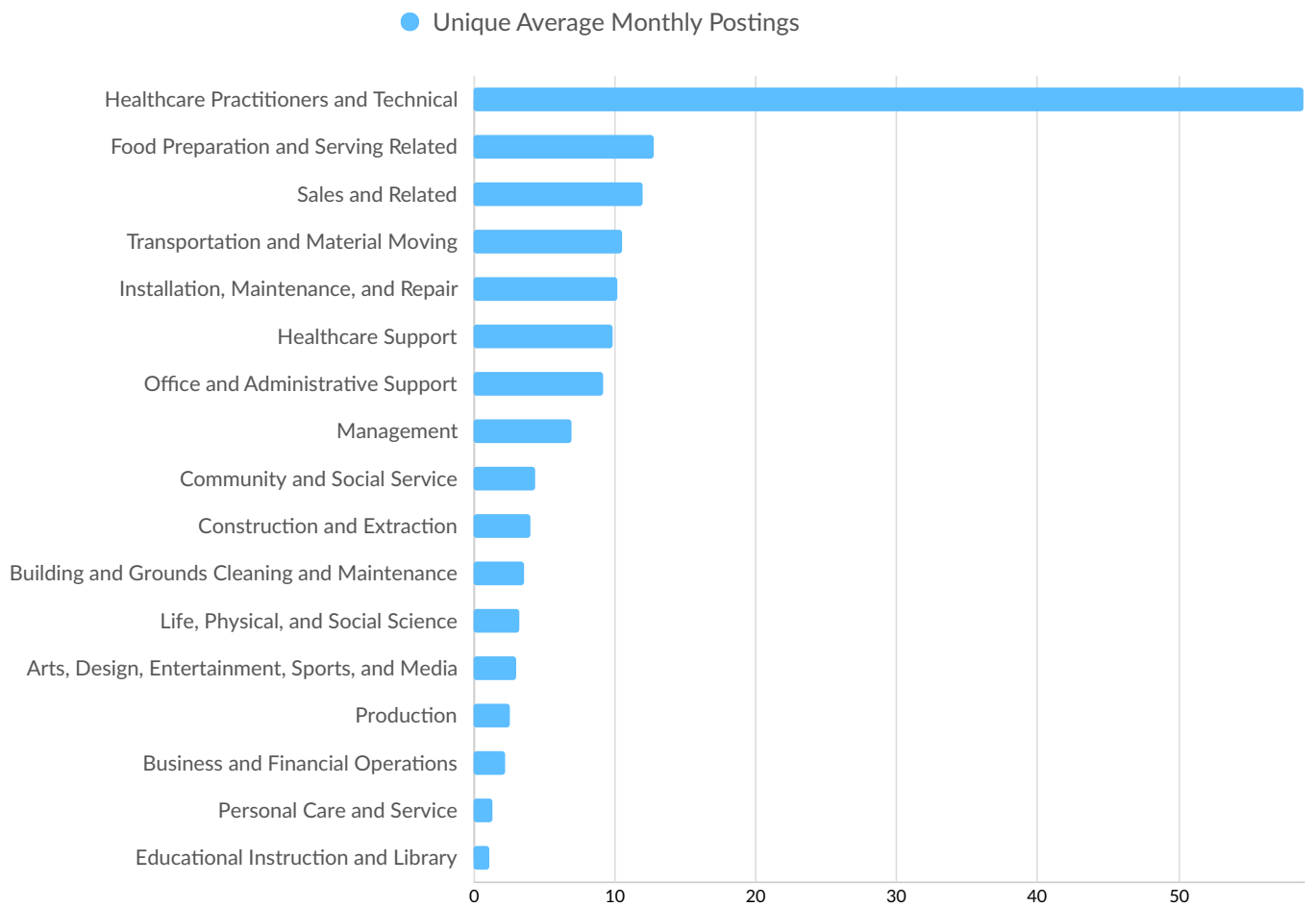
● Occupation Employment Concentration



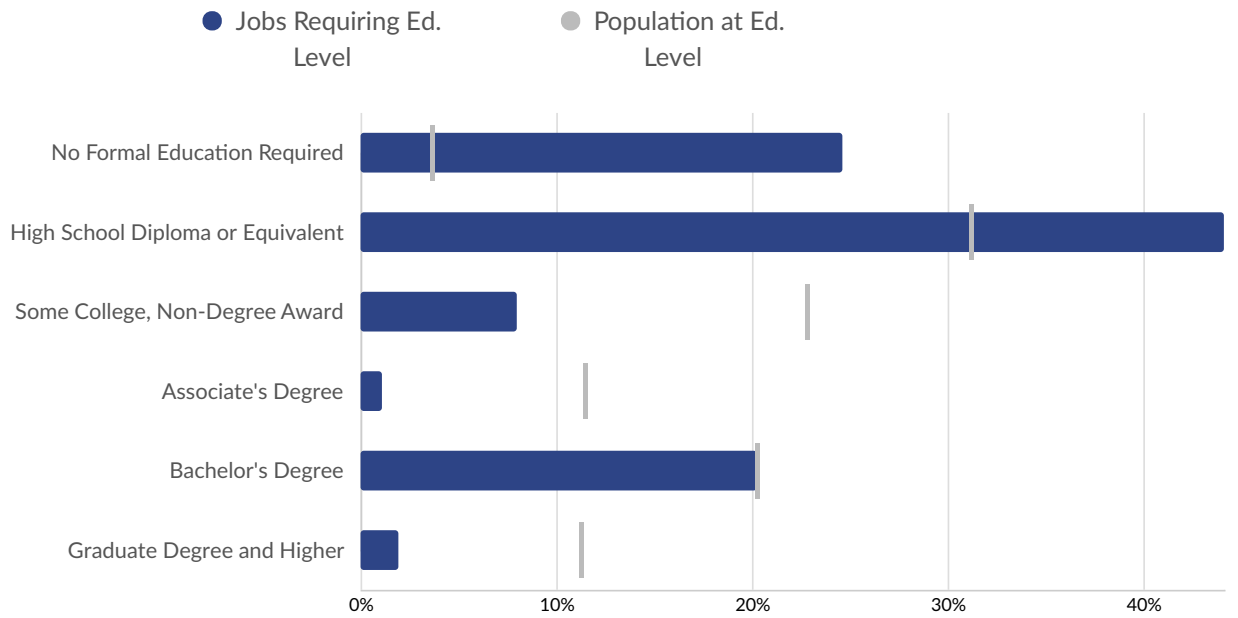
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

