



# Vilas County, WI

North Central Wisconsin Regional Planning Commission



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# 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 .....	29
In-Demand Skills .....	30

## 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

**24,344**

**Population (2025)**

Population **grew by 1,247** over the last 5 years and is projected to **grow by 1,456** over the next 5 years.

**9,846**

**Total Regional Employment**

Jobs **grew by 534** over the last 5 years and are projected to **grow by 470** 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 2025 the region's population **increased by 5.4%** since 2020, growing by 1,247. Population is expected to **increase by 6.0%** between 2025 and 2030, adding 1,456.
- From 2020 to 2025, jobs **increased by 5.7%** in Vilas County, WI from 9,312 to **9,846**. This change **fell short of the national growth rate of 10.6% by 4.9%**. As the number of jobs increased, the **labor force participation rate decreased from 52.7% to 50.0% between 2020 and 2025**.
- Concerning educational attainment, **20.4% of Vilas County, WI residents possess a Bachelor's Degree** (1.4% below the national average), and **11.6% hold an Associate's Degree** (2.7% above the national average).
- The top three industries in 2025 are Local Government, Excluding Education and Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

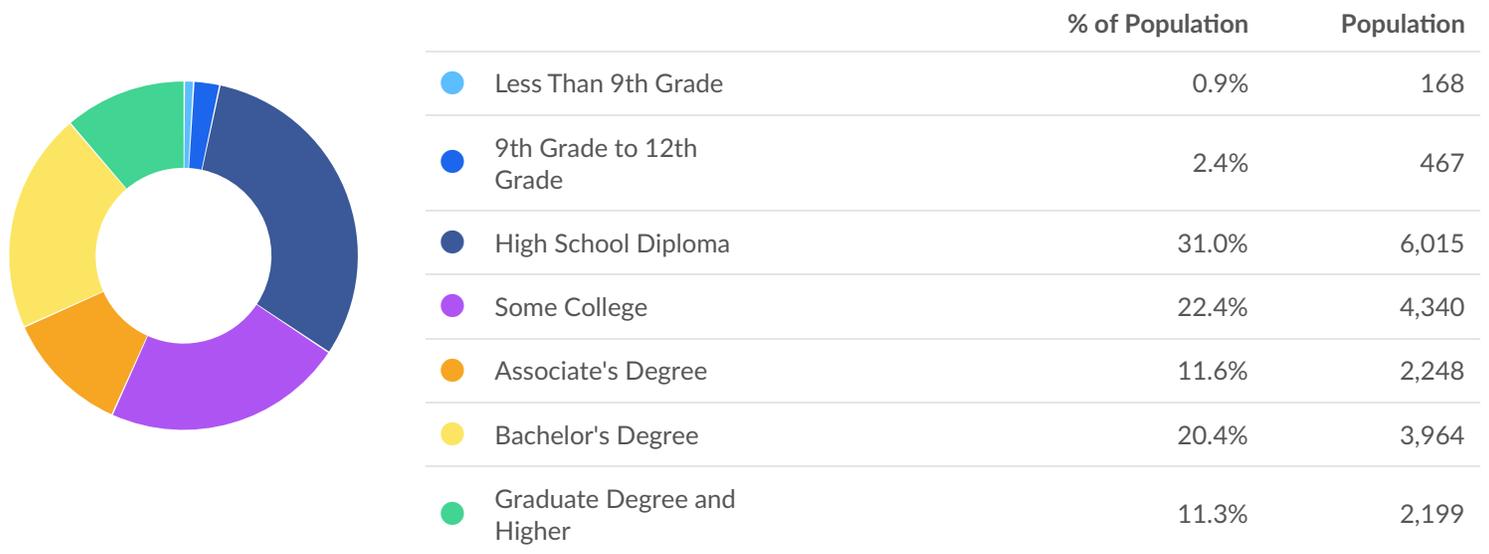
	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	24,344	10,440	9,846	103.2	\$1.22B	\$1.89B	\$1.30B
State	5,980,718	3,113,826	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

## Nov 2025 Labor Force Breakdown



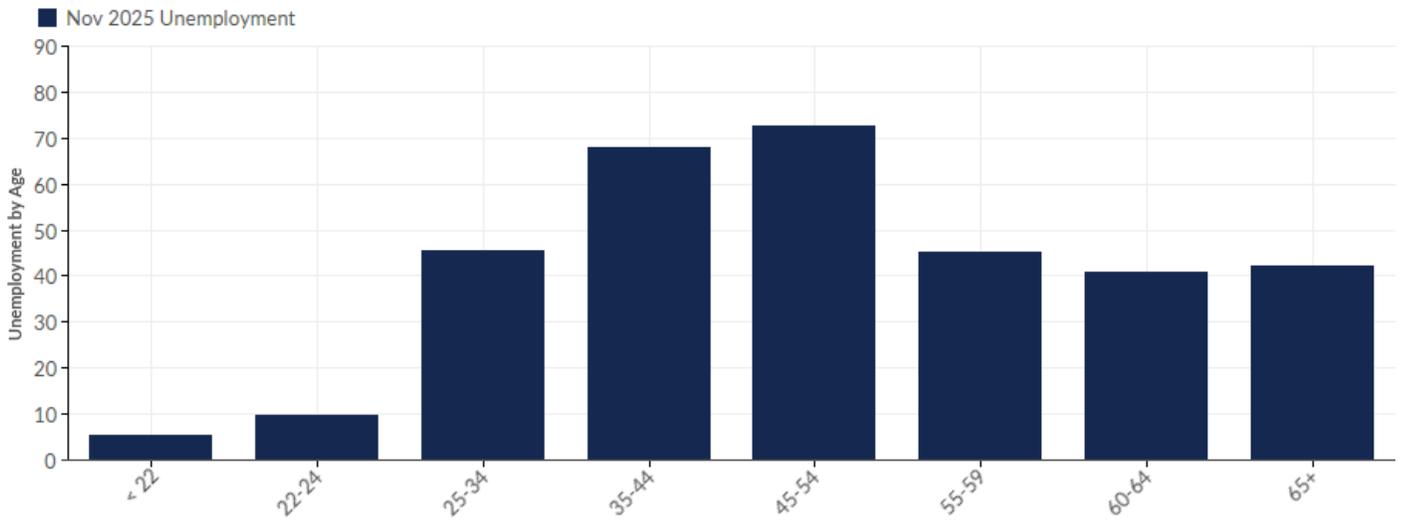
## Educational Attainment

Concerning educational attainment, **20.4% of Vilas County, WI residents possess a Bachelor's Degree** (1.4% below the national average), and **11.6% hold an Associate's Degree** (2.7% above the national average).



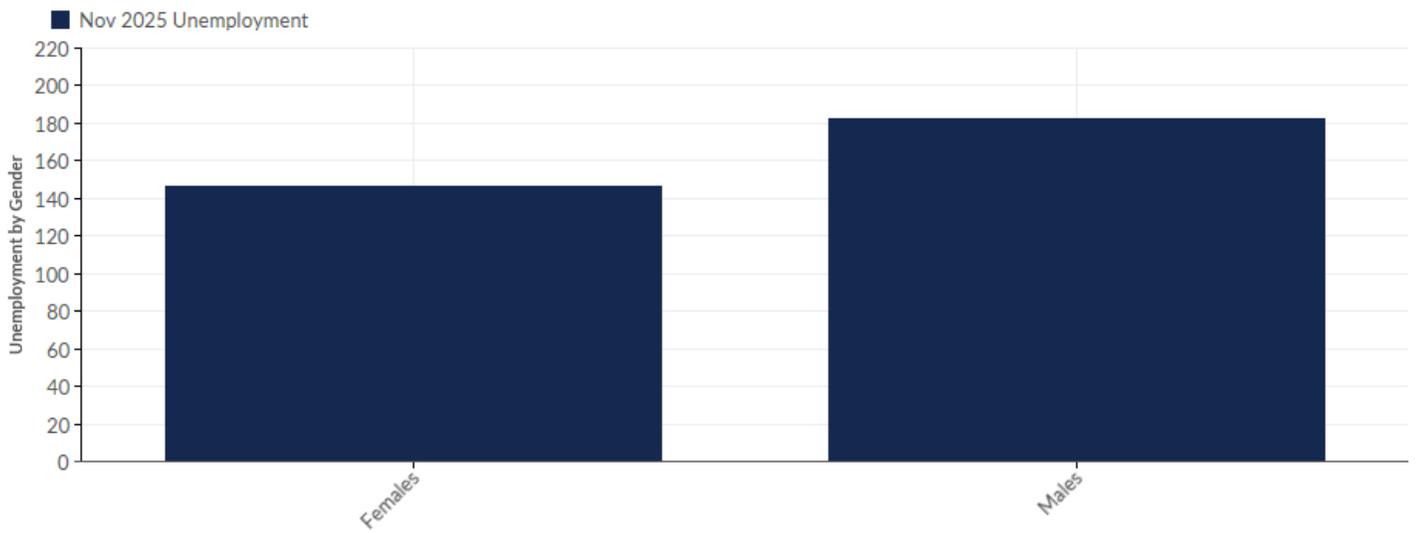
# Unemployment by Demographics

## Unemployment by Age



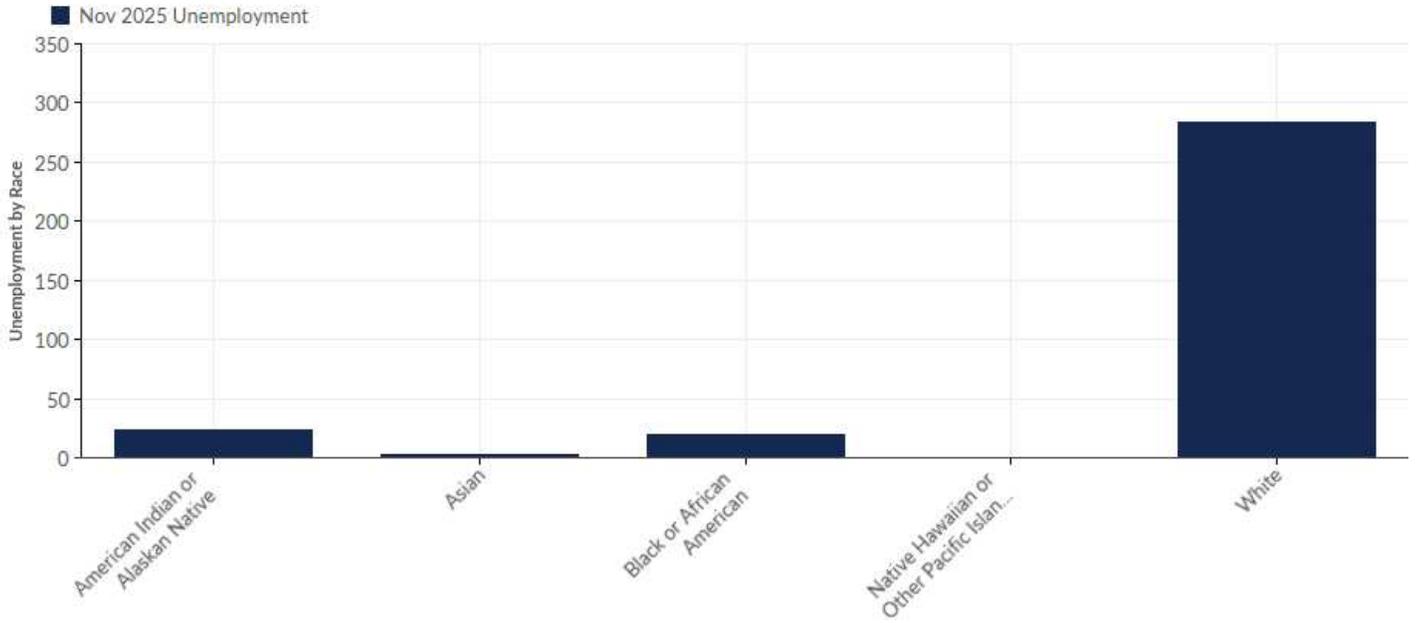
Age	Unemployment (Nov 2025)	% of Unemployed
< 22	5	1.52%
22-24	10	3.04%
25-34	46	13.98%
35-44	68	20.67%
45-54	73	22.19%
55-59	45	13.68%
60-64	41	12.46%
65+	42	12.77%
<b>Total</b>	<b>329</b>	<b>100.00%</b>

## Unemployment by Gender



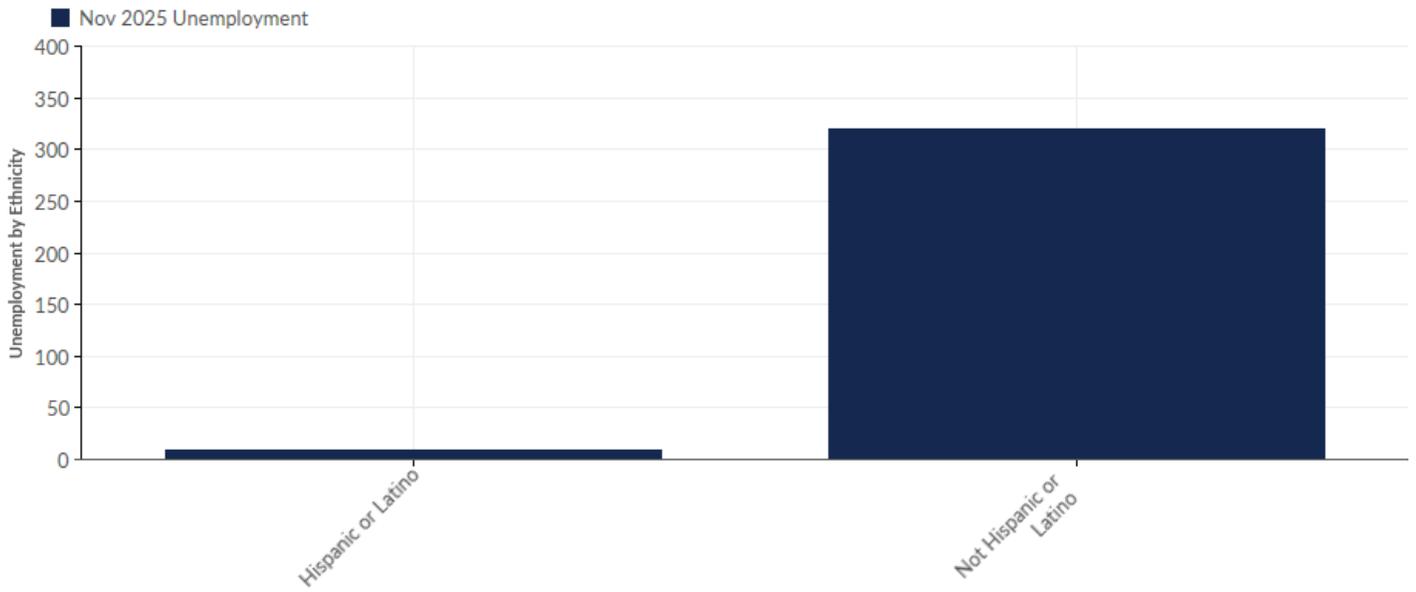
Gender	Unemployment (Nov 2025)	% of Unemployed
Females	146	44.38%
Males	183	55.62%
Total	329	100.00%

## Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	23	6.99%
Asian	2	0.61%
Black or African American	20	6.08%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	284	86.32%
<b>Total</b>	<b>329</b>	<b>100.00%</b>

## Unemployment by Ethnicity

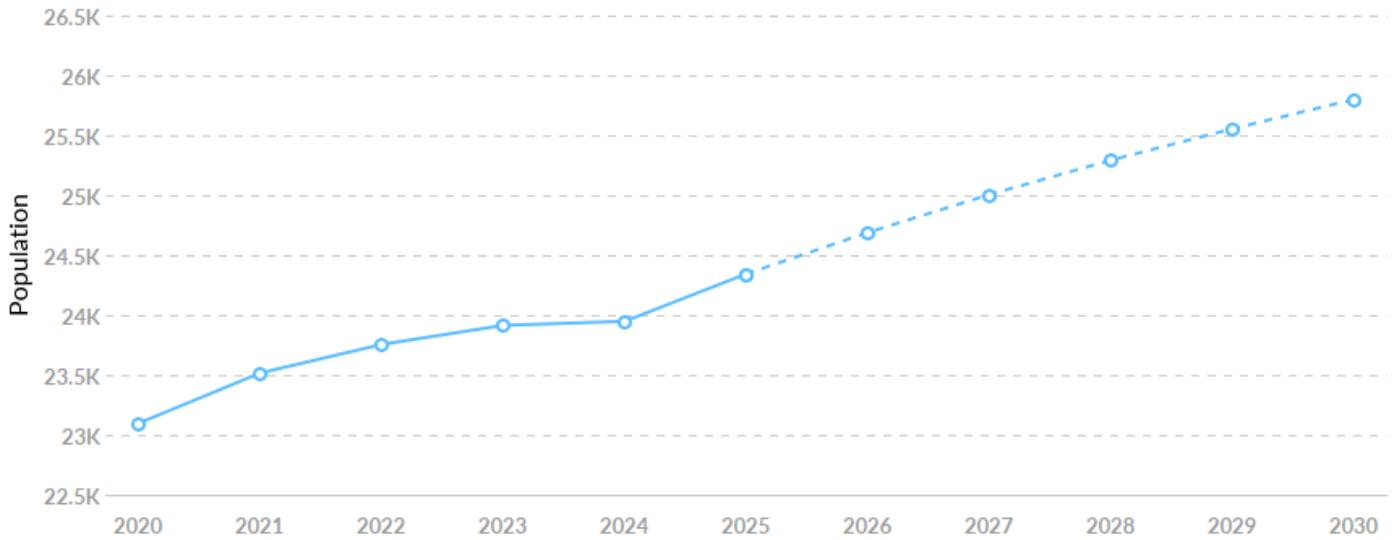


Ethnicity	Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino	9	2.74%
Not Hispanic or Latino	320	97.26%
Total	329	100.00%

# Historic & Projected Trends

## Population Trends

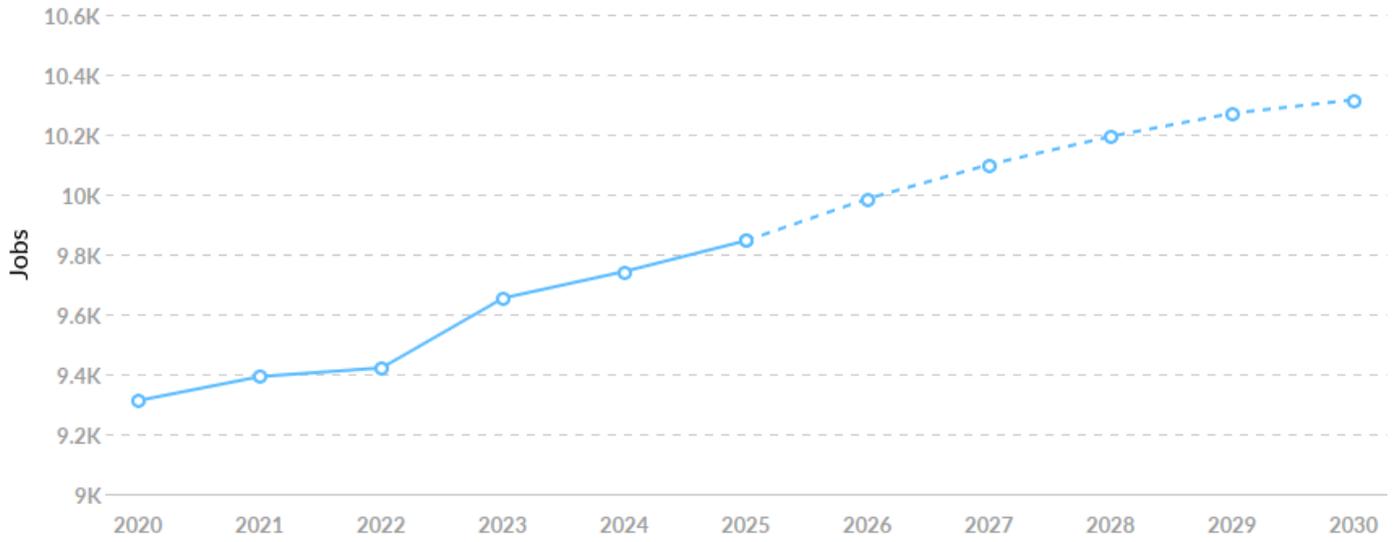
As of 2025 the region's population **increased by 5.4%** since 2020, growing by 1,247. Population is expected to **increase by 6.0%** between 2025 and 2030, adding 1,456.



Timeframe	Population
2020	23,097
2021	23,516
2022	23,755
2023	23,914
2024	23,948
2025	24,344
2026	24,689
2027	25,006
2028	25,293
2029	25,555
2030	25,800

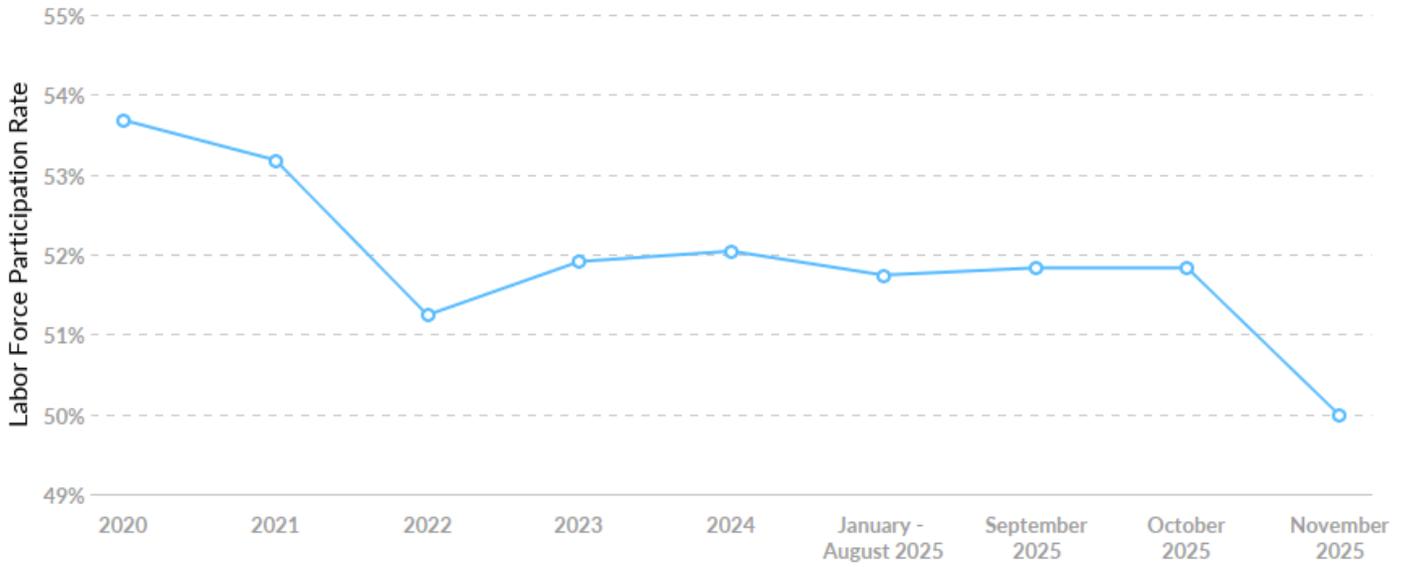
## Job Trends

From 2020 to 2025, jobs increased by 5.7% in Vilas County, WI from 9,312 to **9,846**. This change fell short of the national growth rate of 10.6% by 4.9%.



Timeframe	Jobs
2020	9,312
2021	9,392
2022	9,421
2023	9,654
2024	9,743
2025	9,846
2026	9,986
2027	10,100
2028	10,194
2029	10,271
2030	10,316

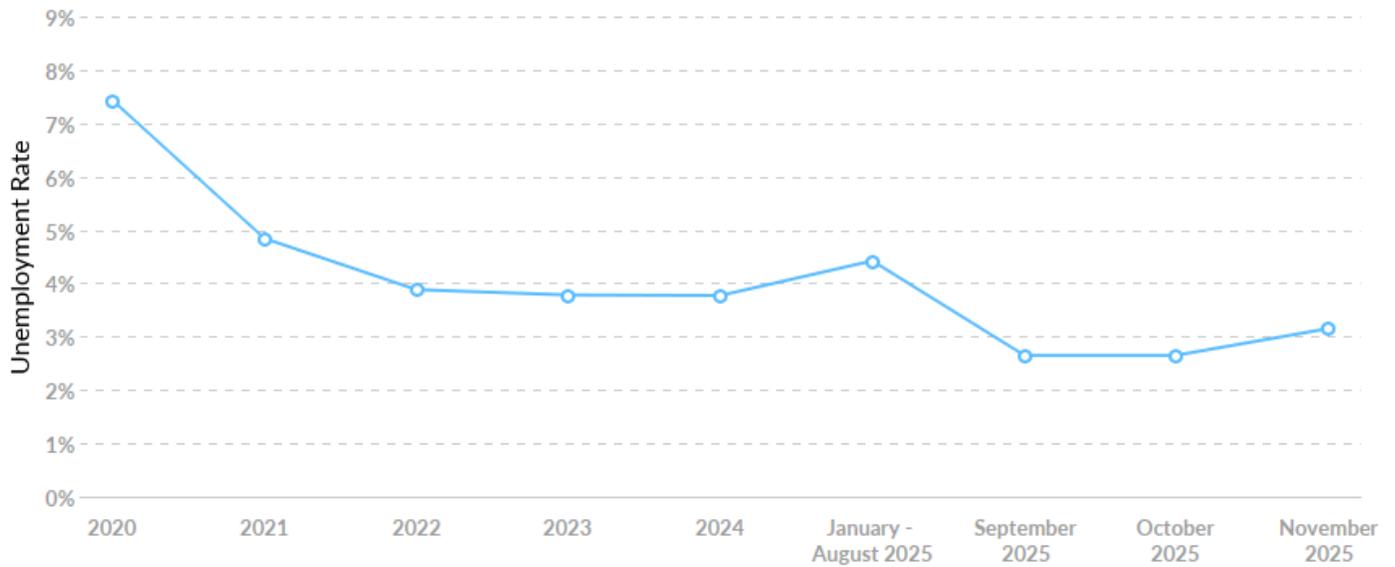
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	53.68%
2021	53.18%
2022	51.24%
2023	51.91%
2024	52.04%
January - August 2025	51.74%
September 2025	51.83%
October 2025	51.83%
November 2025	49.99%

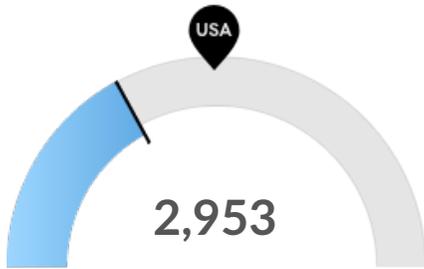
## Unemployment Rate Trends

Vilas County, WI had a November 2025 unemployment rate of 3.15%, **decreasing from 7.43%** 5 years before.



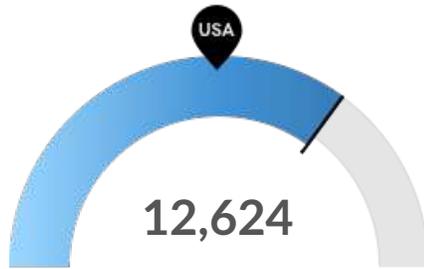
Timeframe	Unemployment Rate
2020	7.43%
2021	4.84%
2022	3.88%
2023	3.78%
2024	3.77%
January - August 2025	4.42%
September 2025	2.65%
October 2025	2.65%
November 2025	3.15%

## Population Characteristics



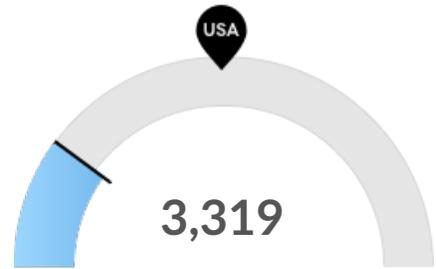
**Millennials**

Vilas County, WI has 2,953 millennials (ages 25-39). The national average for an area this size is 4,902.



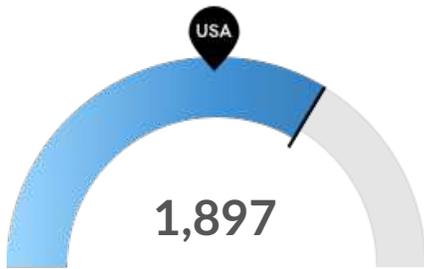
**Retiring Soon**

Retirement risk is high in Vilas County, WI. The national average for an area this size is 7,241 people 55 or older, while there are 12,624 here.



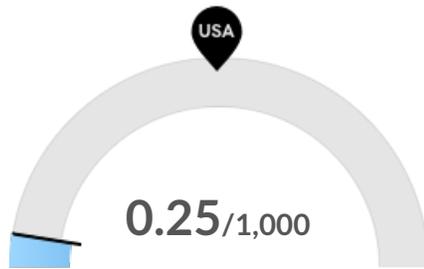
**Racial Diversity**

Racial diversity is low in Vilas County, WI. The national average for an area this size is 10,187 racially diverse people, while there are 3,319 here.



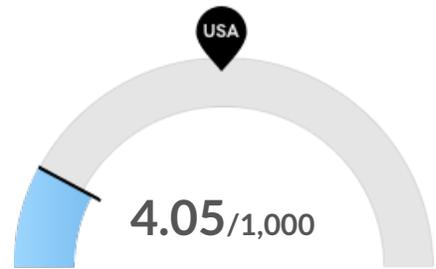
**Veterans**

Vilas County, WI has 1,897 veterans. The national average for an area this size is 1,176.



**Violent Crime**

Vilas County, WI has 0.25 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

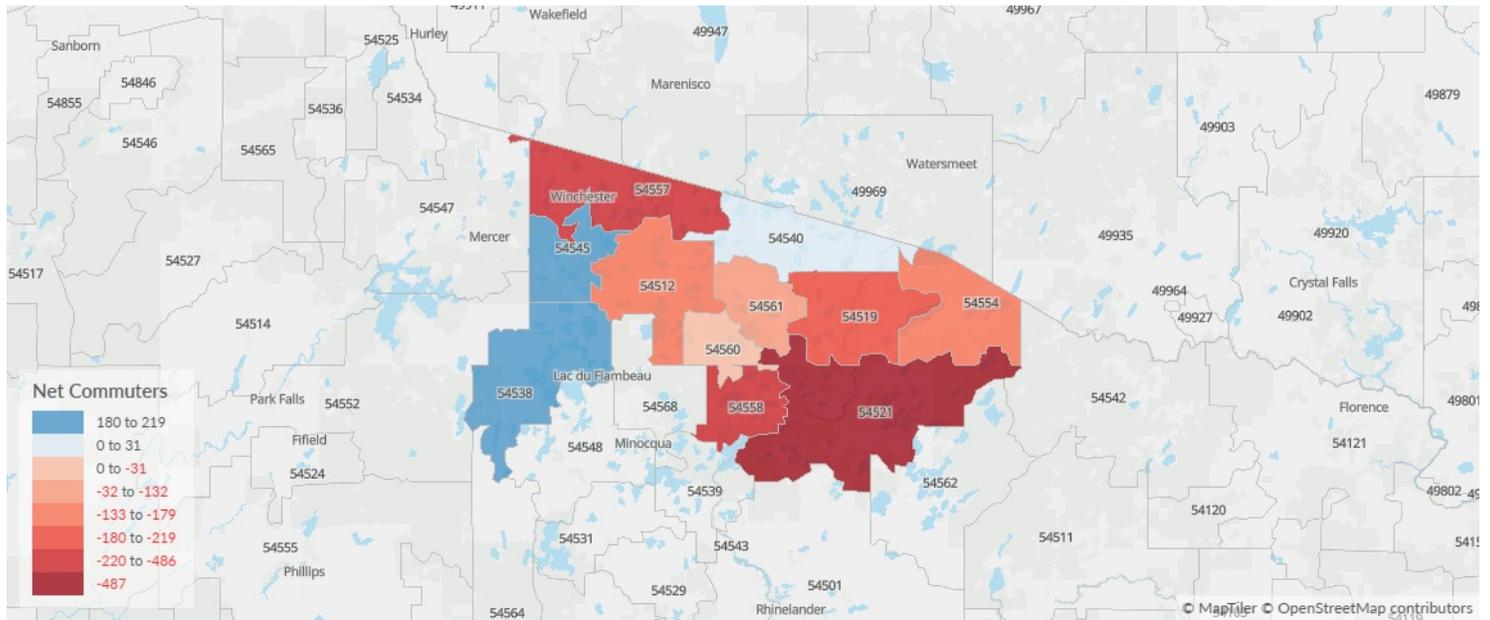


**Property Crime**

Vilas County, WI has 4.05 property crimes per 1,000 people. The national rate is 16.44 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	2025 Employment
54521	Eagle River, WI (in Vilas ...	4,206
54538	Lac Du Flambeau, WI (i...	1,138
54558	Saint Germain, WI (in Vi...	973
54545	Manitowish Waters, WI...	689
54540	Land O Lakes, WI (in Vil...	596

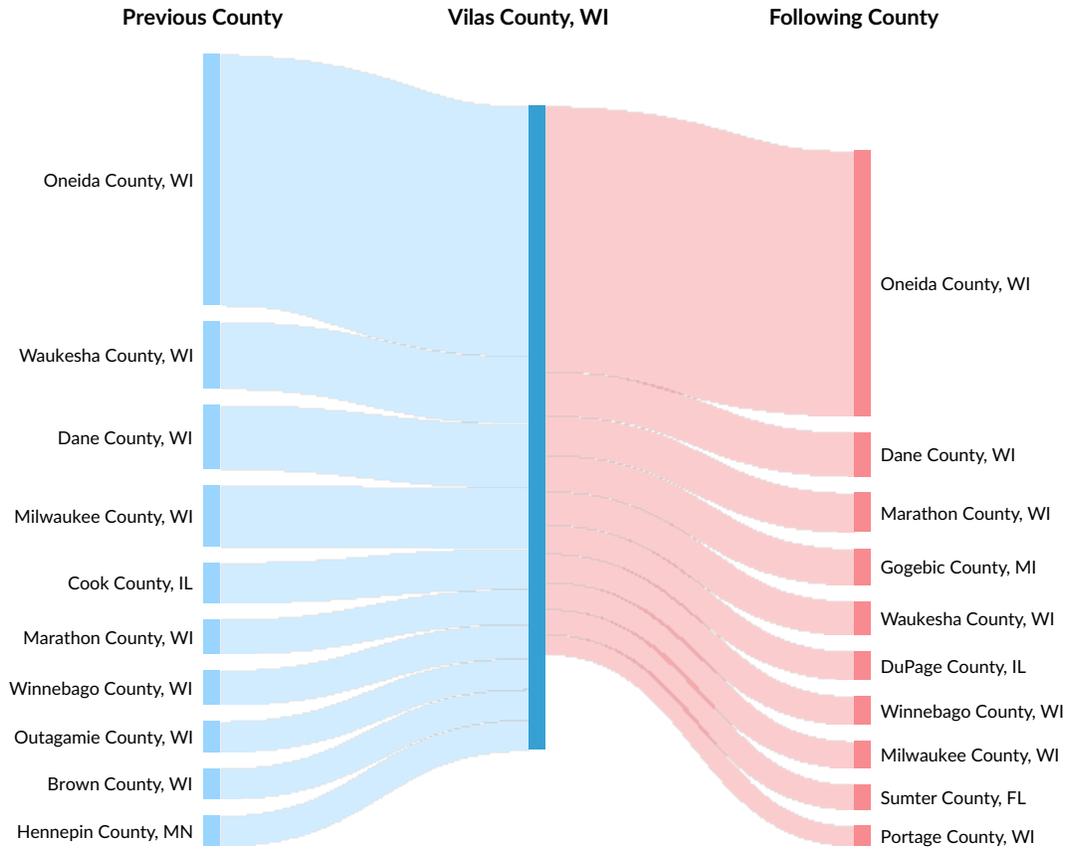
Where Talent Lives

ZIP	Name	2025 Workers
54521	Eagle River, WI (in Vilas ...	4,693
54558	Saint Germain, WI (in Vi...	1,193
54538	Lac Du Flambeau, WI (i...	946
54519	Conover, WI (in Vilas co...	697
54554	Phelps, WI (in Vilas cou...	623

# 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.

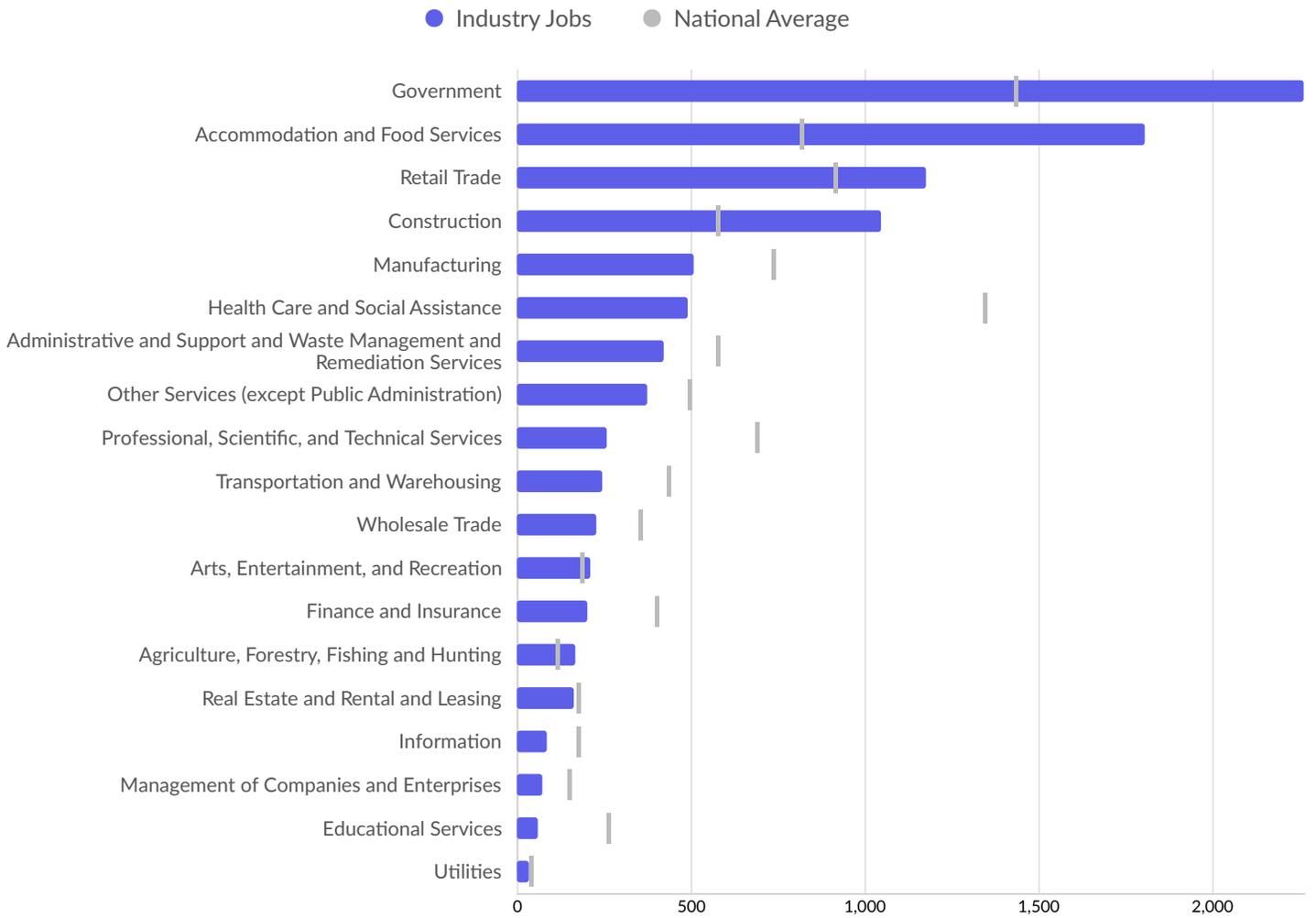


Top Previous Counties	Migrations
Oneida County, WI	244
Waukesha County, WI	65
Dane County, WI	63
Milwaukee County, WI	59
Cook County, IL	40
Marathon County, WI	34

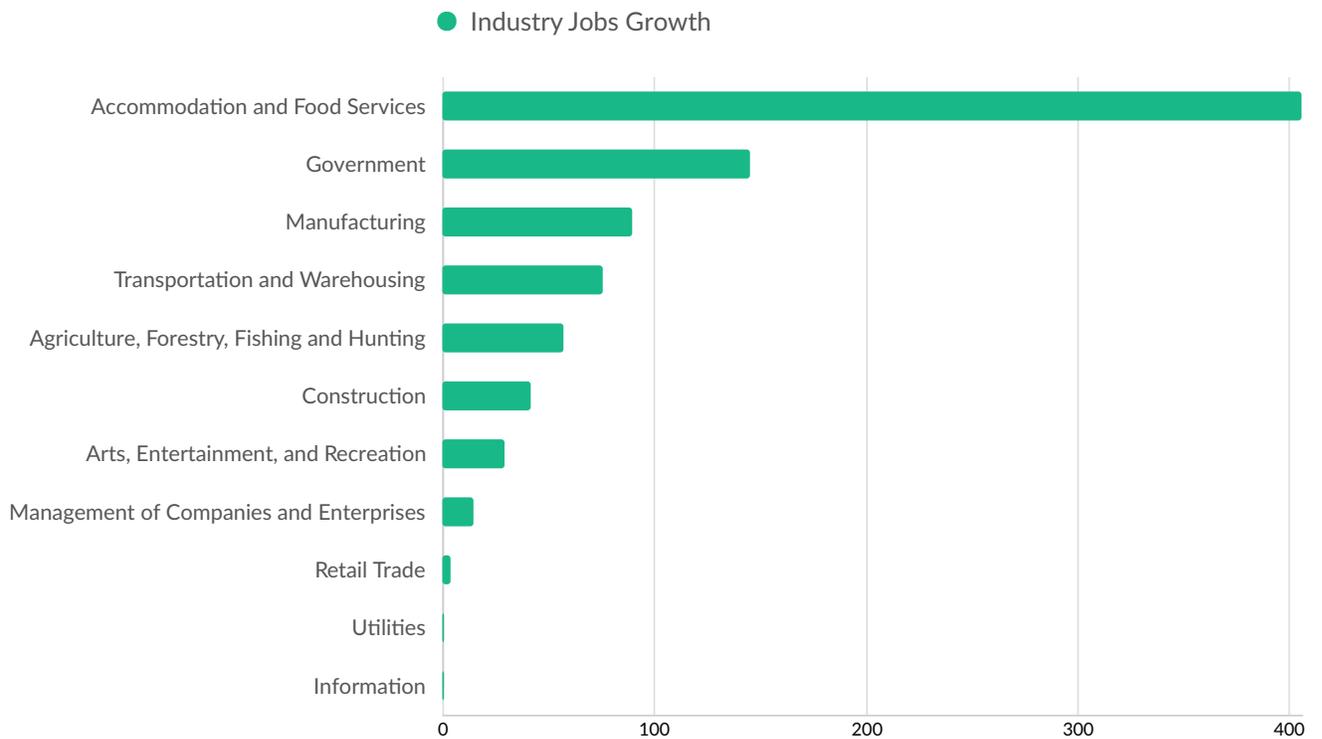
Top Previous Counties	Migrations
Winnebago County, WI	34
Outagamie County, WI	30
Brown County, WI	30
Hennepin County, MN	30
Racine County, WI	29
Washington County, WI	27
Maricopa County, AZ	17
Bingham County, ID	17
Langlade County, WI	15
Top Following Counties	Migrations
Oneida County, WI	259
Dane County, 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

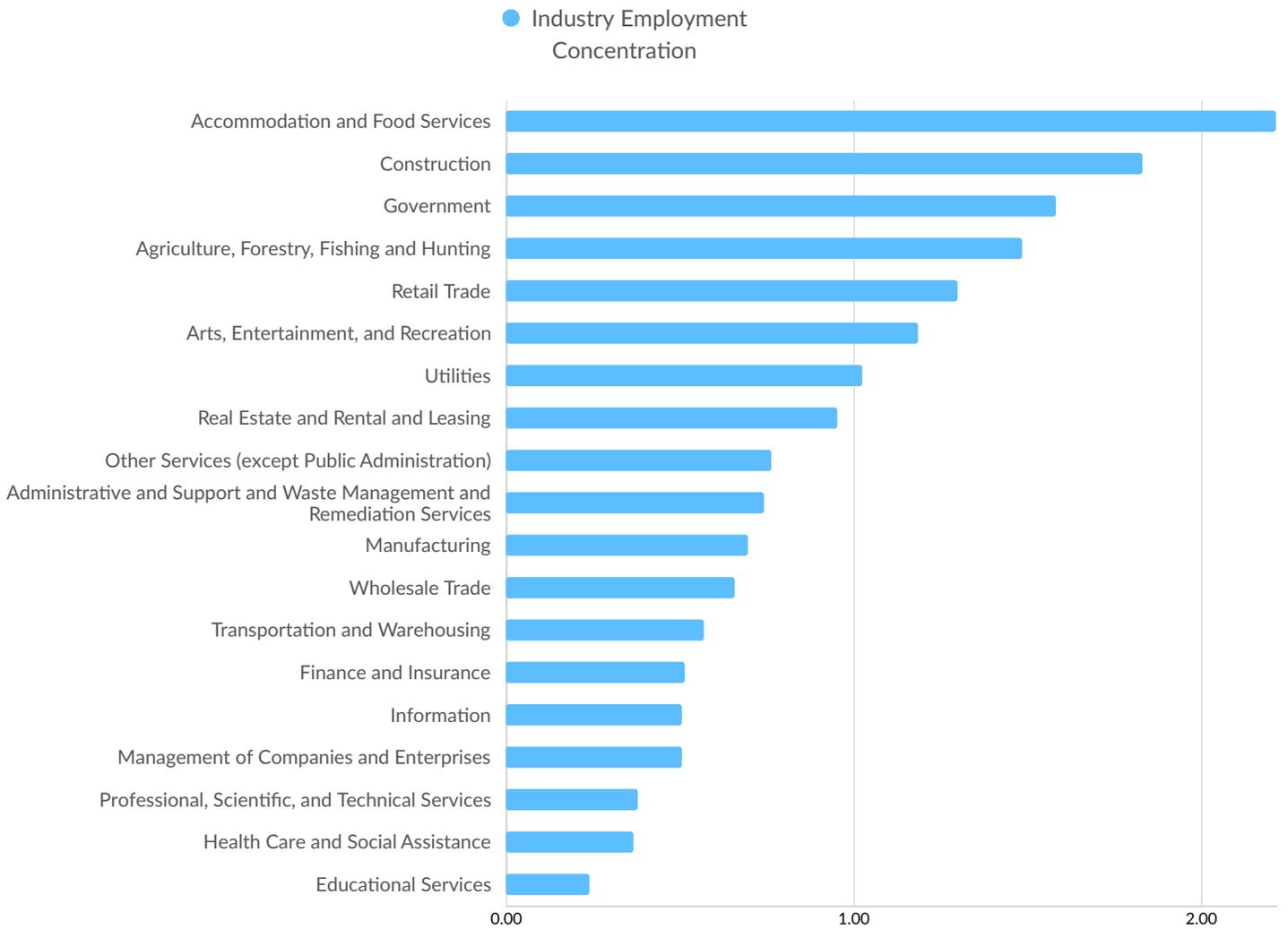
## Largest Industries



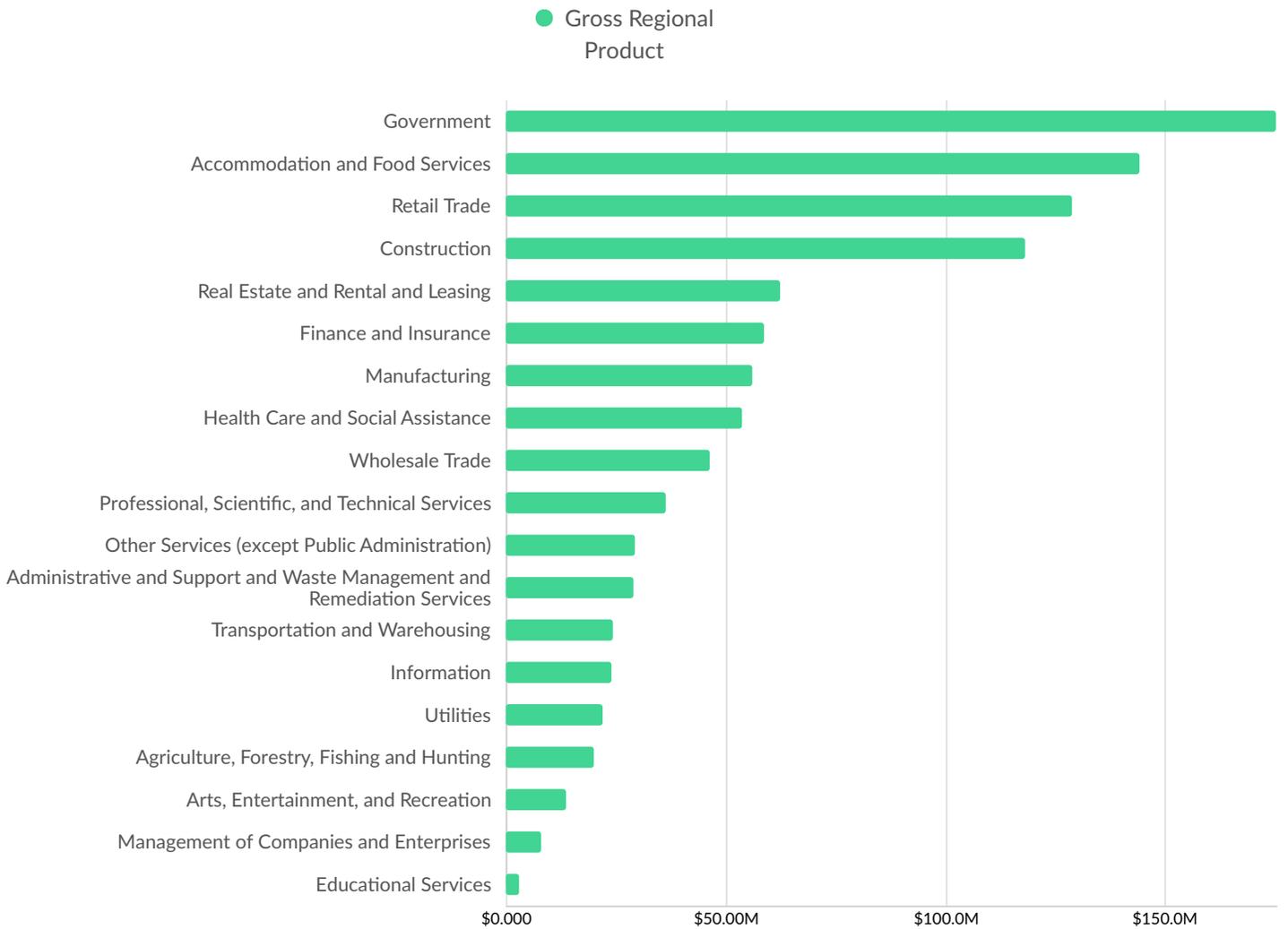
## Top Growing Industries



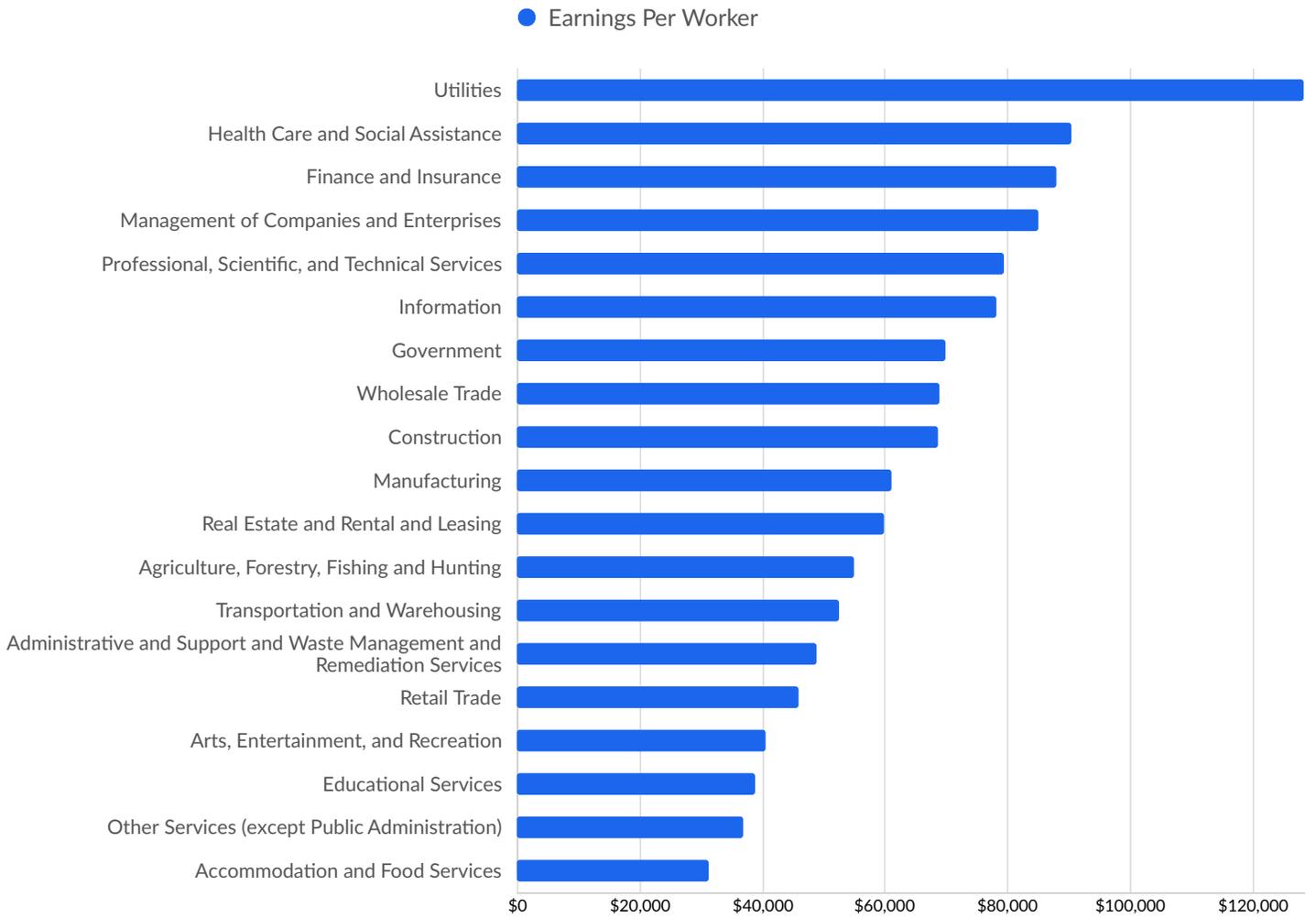
## Top Industry Employment Concentration



## Top Industry GRP



## Top Industry Earnings



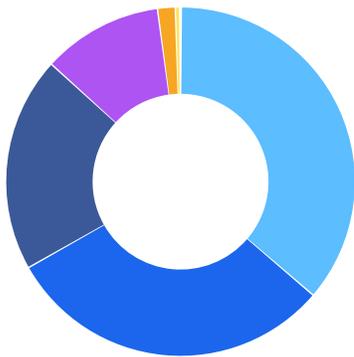
## Business Characteristics

### 2,021 Companies Employ Your Workers

Online profiles for your workers mention 2,021 companies as employers, with the top 10 appearing below. In the last 12 months, 493 companies in Vilas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Lake Of The Torches Resort Casi...	54 	Providence	223 
Northland Pines School District	54 	Headway	86 
Marshfield Clinic	40 	Rochester Regional Health	76 
Lac Du Flambeau Band Of Lake ...	37 	Aspirus	62 
State of Wisconsin	32 	Fusion Medical Staffing	49 
Vilas County	29 	Pick And Save	48 
Ministry Health Care	27 	Kroger	44 
Lac Du Flambeau Public School	25 	Eau Holdings	39 
Lac Du Flambeau Tribe	25 	Vetted Health	39 
Aspirus	23 	OneStaff Medical	38 

## Business Size

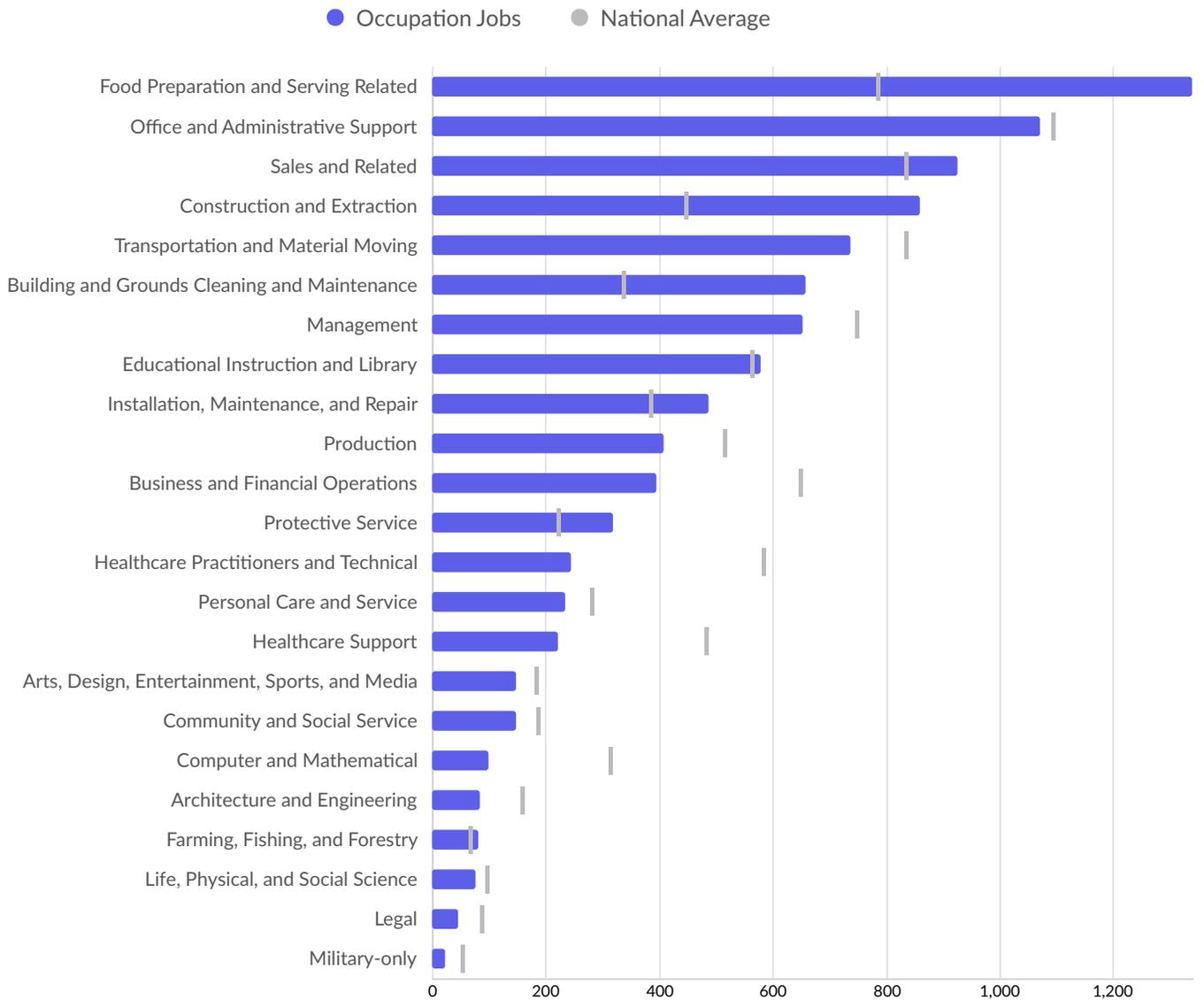


	Percentage	Business Count
1 to 4 employees	36.2%	530
5 to 9 employees	30.5%	447
10 to 19 employees	19.9%	292
20 to 49 employees	11.1%	163
50 to 99 employees	1.6%	24
100 to 249 employees	0.4%	6
500+ employees	0.1%	2

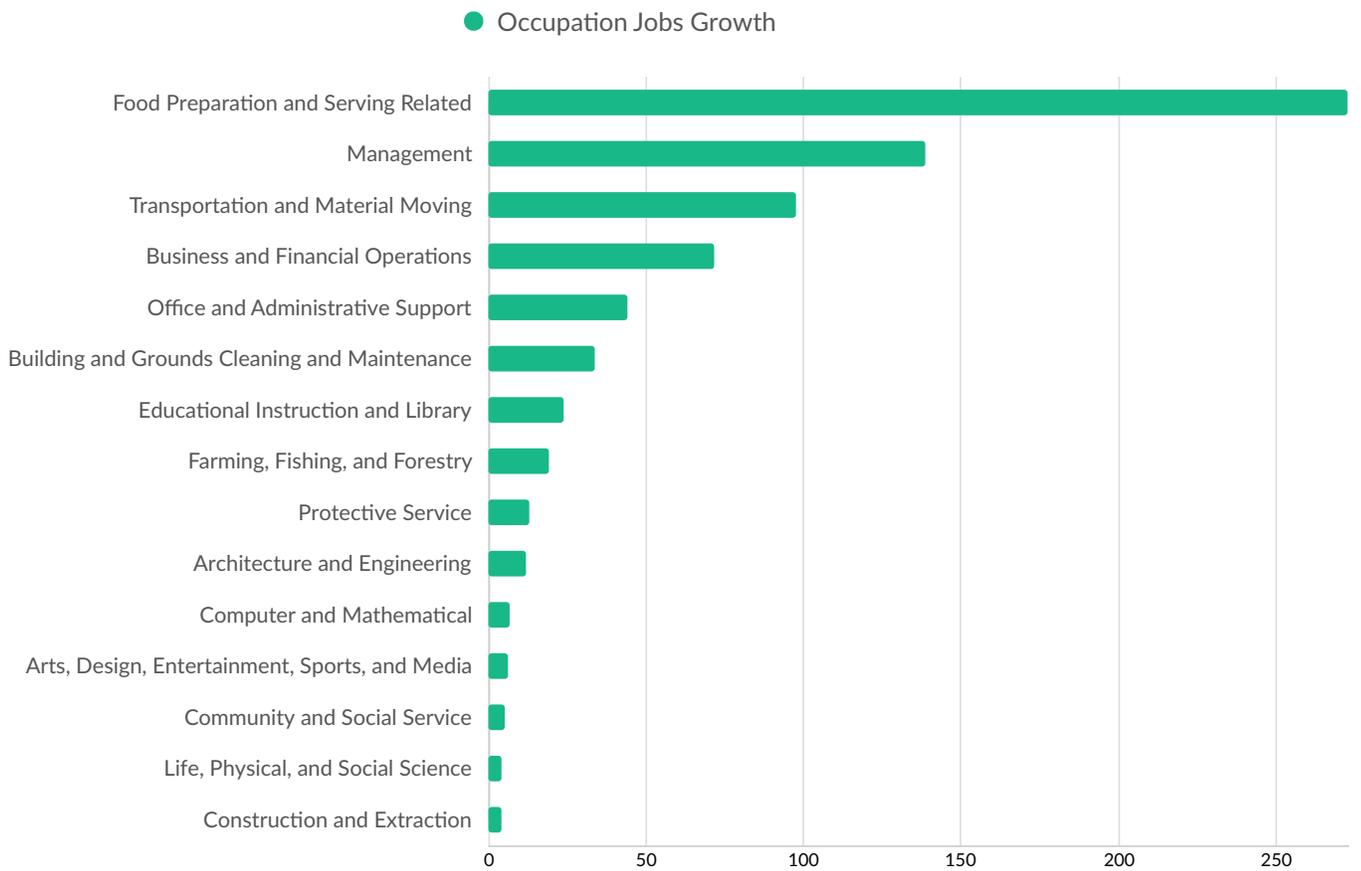
\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

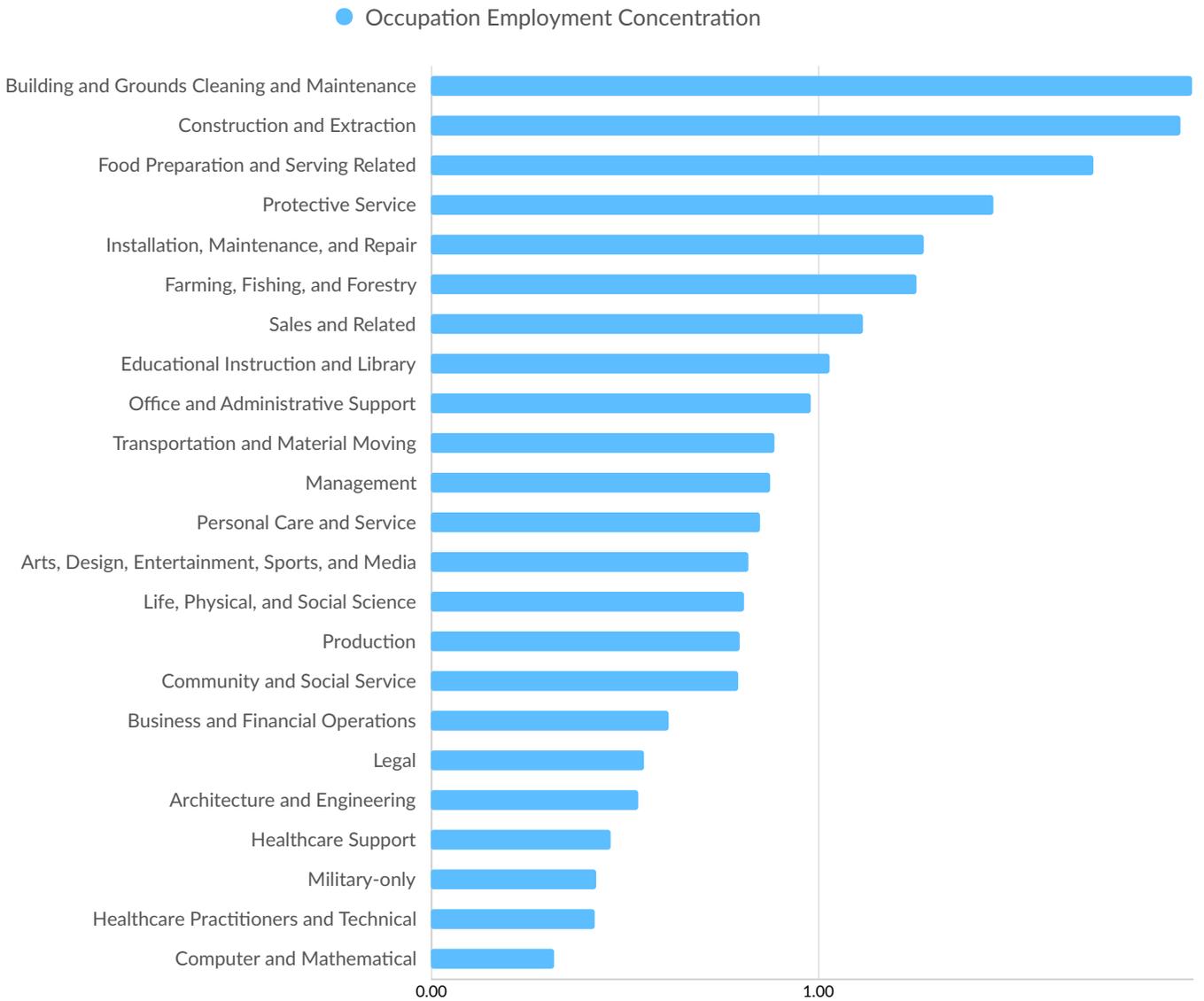
## Largest Occupations



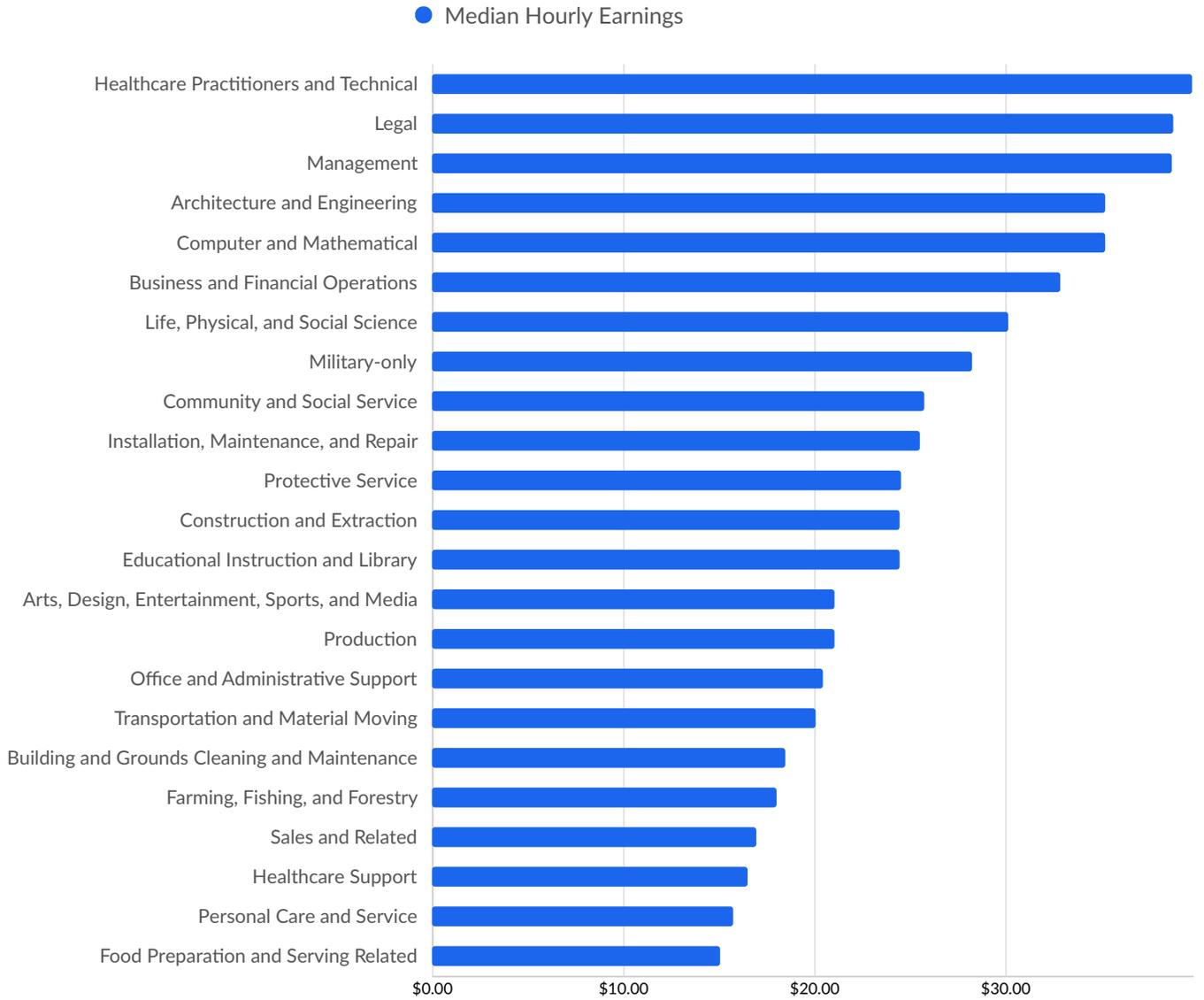
## Top Growing Occupations



## Top Occupation Employment Concentration

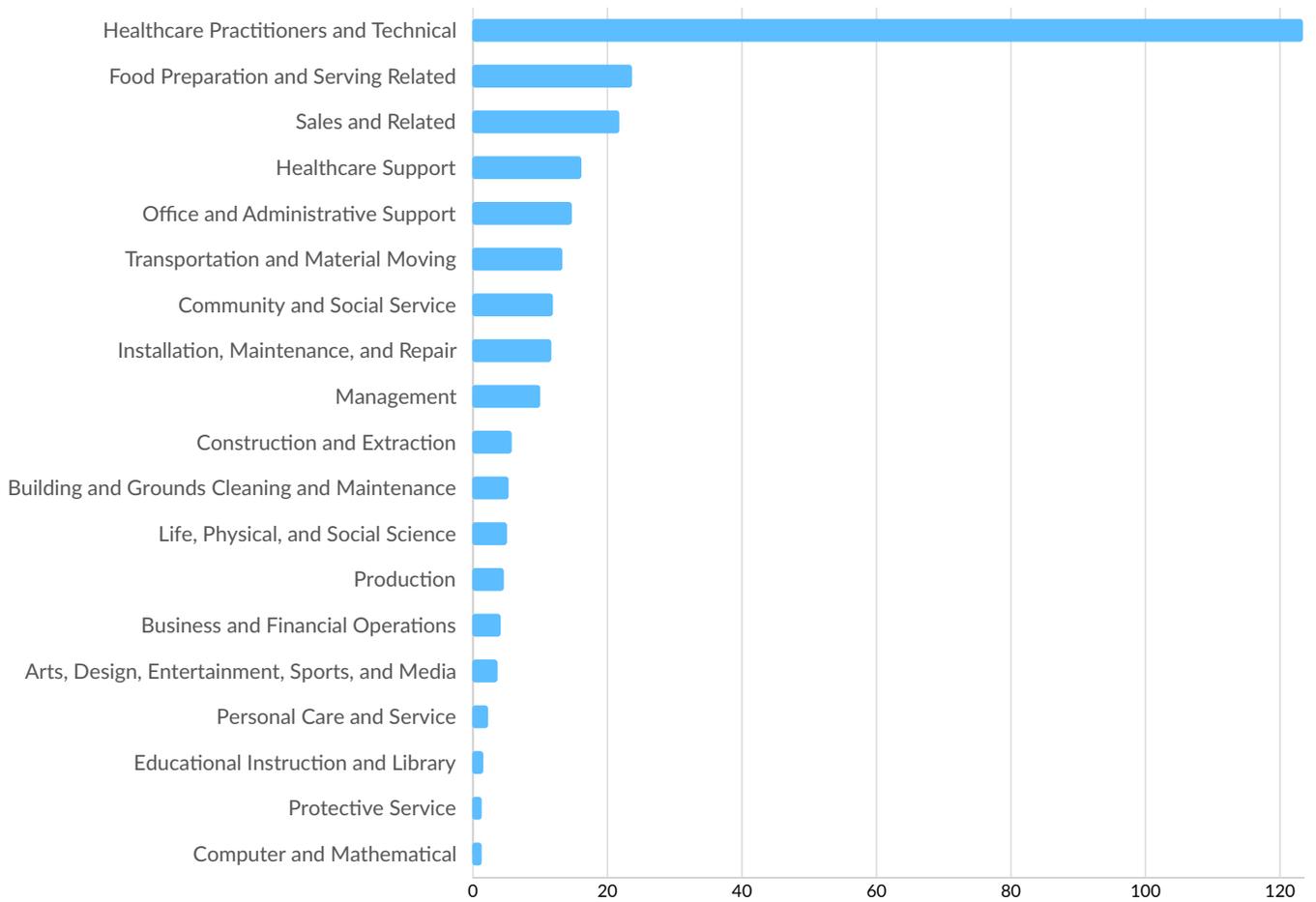


## Top Occupation Earnings

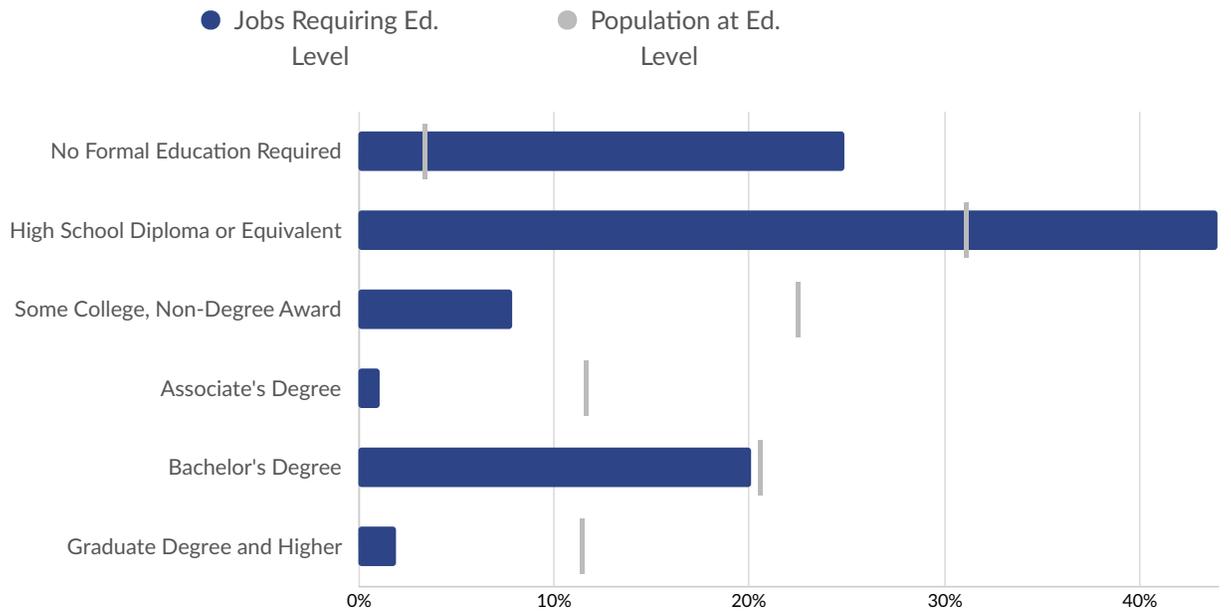


## Top Posted Occupations

● Unique Average Monthly Postings



## Underemployment



## Educational Pipeline

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

## In-Demand Skills

