



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

24,225

Population (2025)

Population **grew by 1,128** over the last 5 years and is projected to **grow by 853** over the next 5 years.

9,887

Total Regional Employment

Jobs **grew by 578** over the last 5 years and are projected to **grow by 496** over the next 5 years.

\$68.4K

Median Household Income (2024)

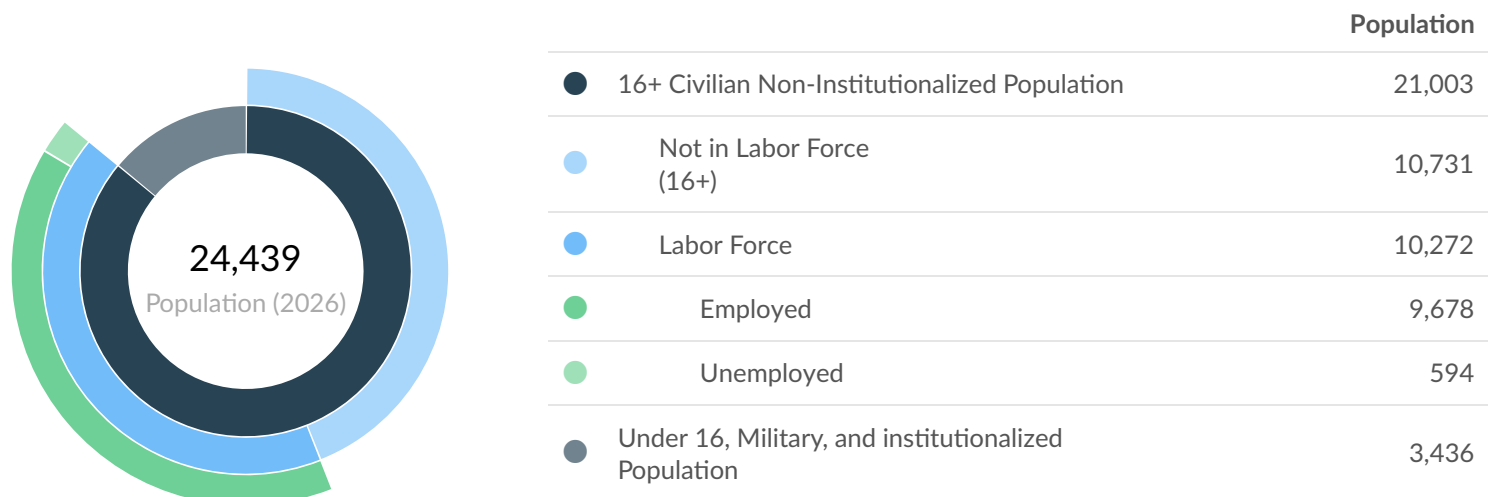
Median household income is **\$12.3K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 4.9%** since 2020, growing by 1,128. Population is expected to **increase by 3.5%** between 2025 and 2030, adding 853.
- From 2020 to 2025, jobs **increased by 6.2%** in Vilas County, WI from 9,309 to **9,887**. This change **fell short of the national growth rate of 10.6% by 4.4%**. As the number of jobs increased, the **labor force participation rate decreased from 51.5% to 49.9% between 2020 and 2025**.
- Concerning educational attainment, **21.0% of Vilas County, WI residents possess a Bachelor's Degree** (0.9% below the national average), and **11.9% hold an Associate's Degree** (3.0% 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).

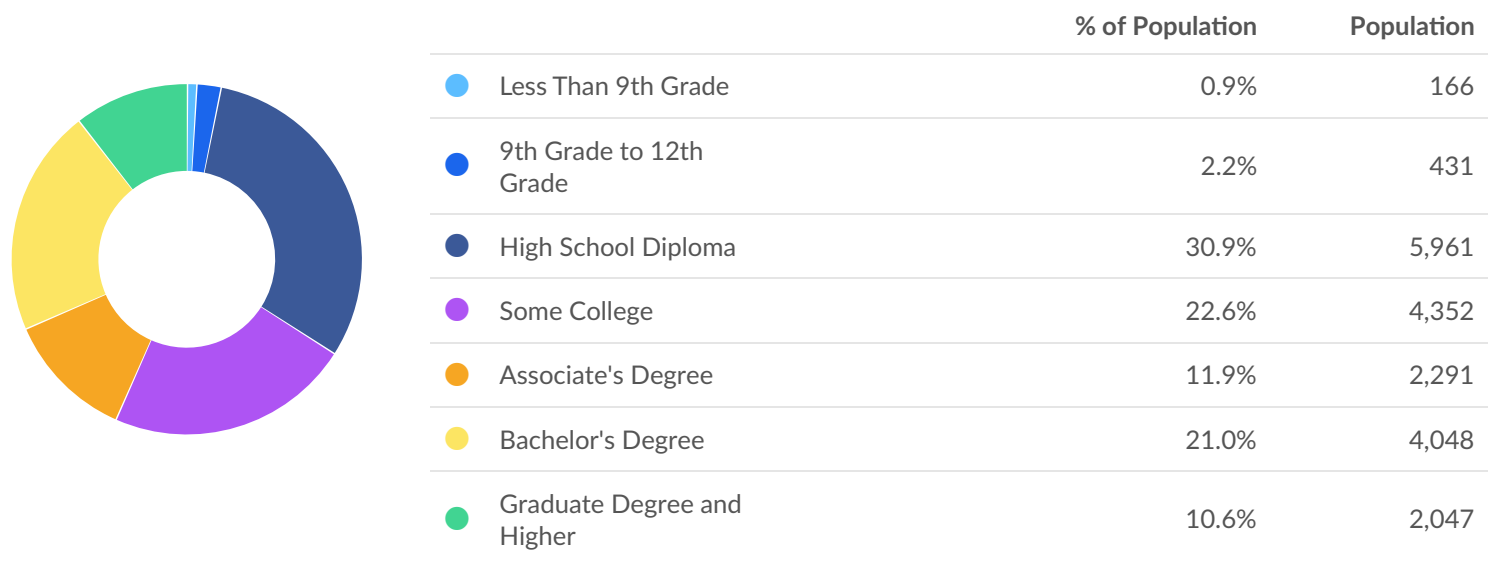
	Population (2026)	Labor Force (Mar 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	24,439	10,272	9,887	103.2	\$1.24B	\$1.88B	\$1.31B
State	5,996,794	3,120,531	3,270,959	100.3	\$463.86B	\$403.59B	\$435.94B

Mar 2026 Labor Force Breakdown



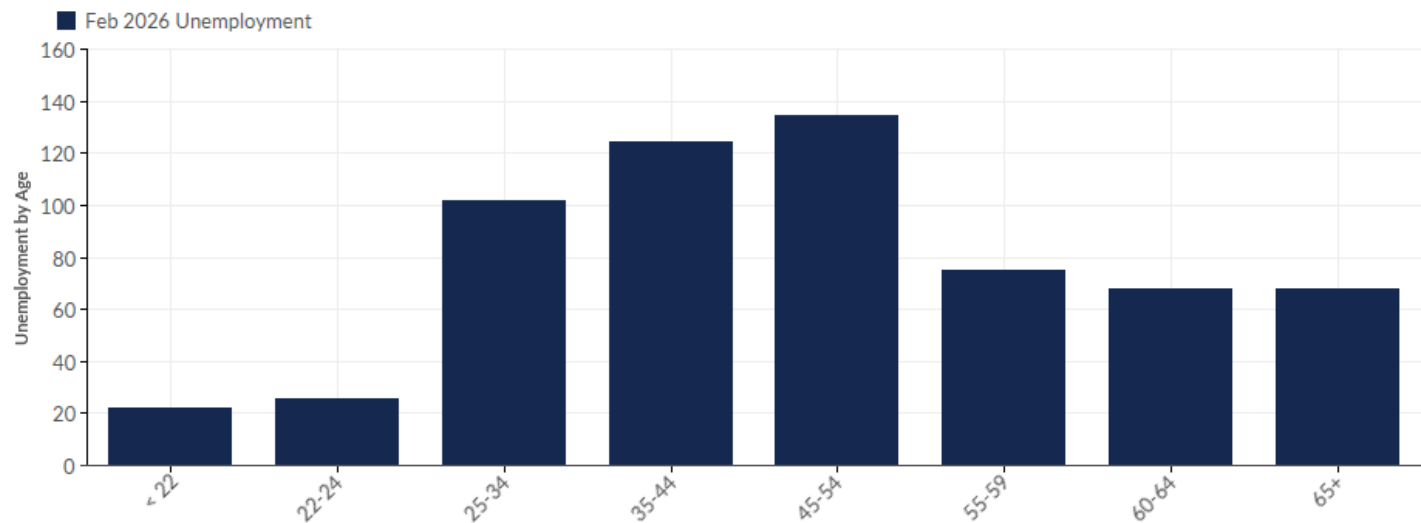
Educational Attainment

Concerning educational attainment, **21.0% of Vilas County, WI residents possess a Bachelor's Degree** (0.9% below the national average), and **11.9% hold an Associate's Degree** (3.0% above the national average).



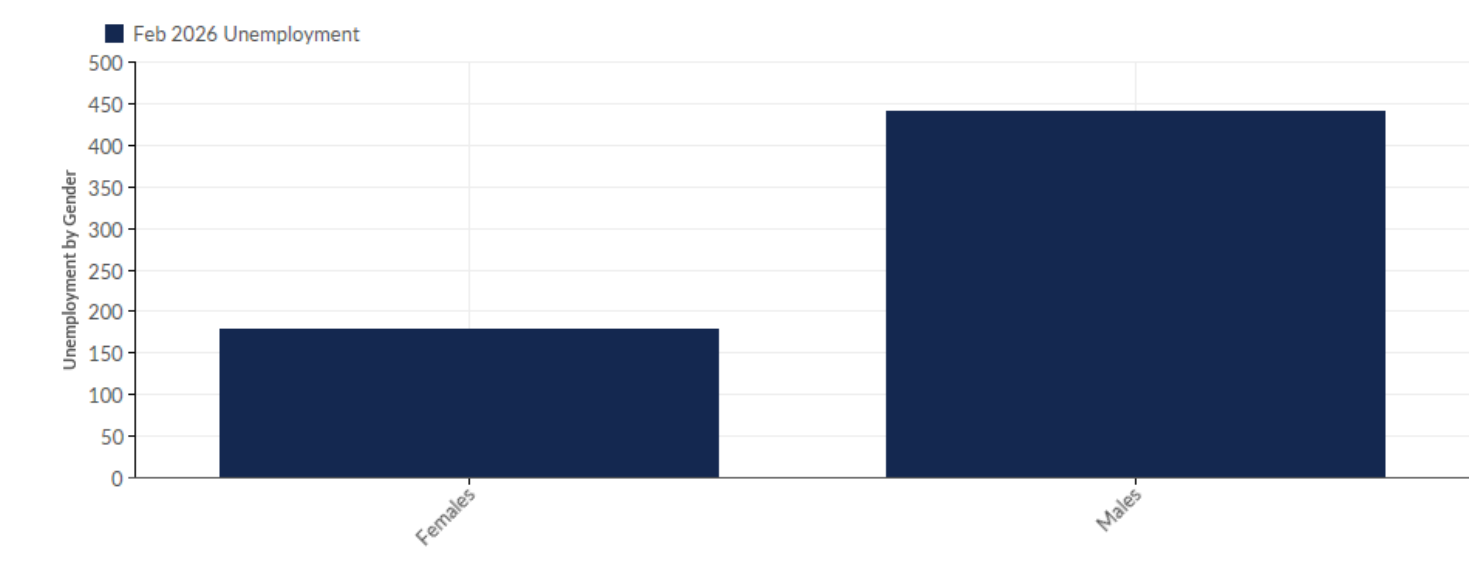
Unemployment by Demographics

Unemployment by Age



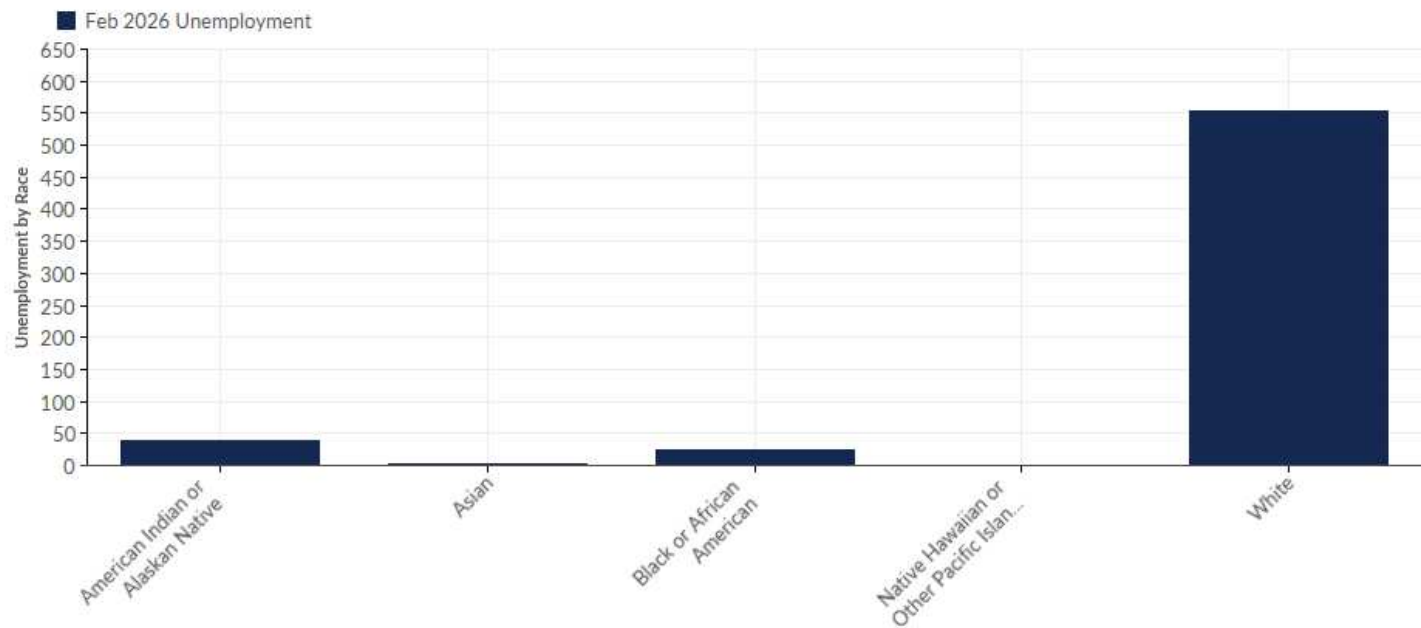
Age	Unemployment (Feb 2026)	% of Unemployed
< 22	22	3.55%
22-24	26	4.20%
25-34	102	16.48%
35-44	124	20.03%
45-54	134	21.65%
55-59	75	12.12%
60-64	68	10.99%
65+	68	10.99%
Total	619	100.00%

Unemployment by Gender



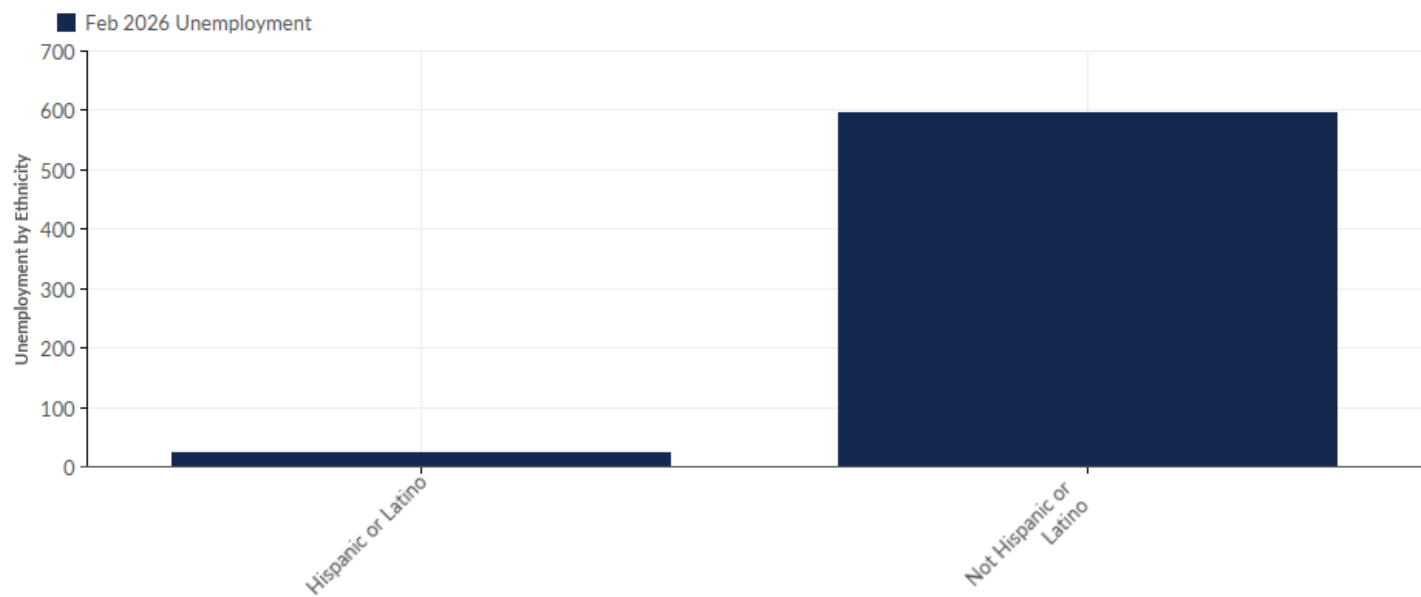
Gender	Unemployment (Feb 2026)	% of Unemployed
Females	179	28.92%
Males	440	71.08%
Total	619	100.00%

Unemployment by Race



Race	Unemployment (Feb 2026)	% of Unemployed
American Indian or Alaskan Native	38	6.14%
Asian	3	0.48%
Black or African American	24	3.88%
Native Hawaiian or Other Pacific Islander	1	0.16%
White	553	89.34%
Total	619	100.00%

Unemployment by Ethnicity

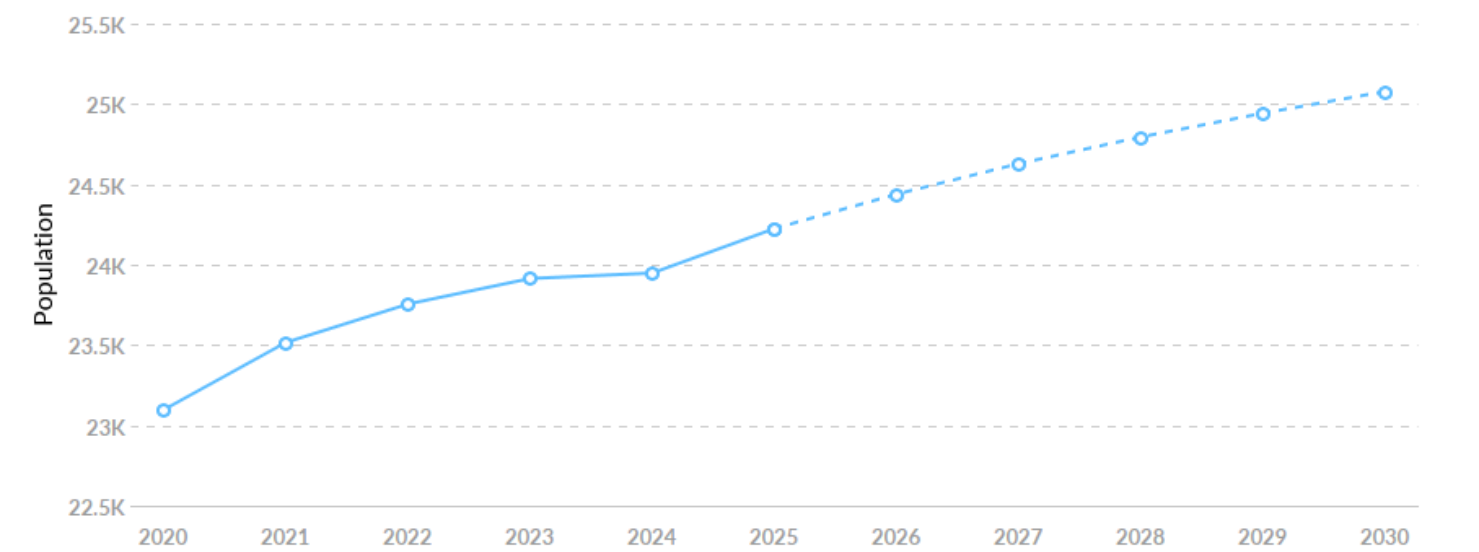


Ethnicity	Unemployment (Feb 2026)	% of Unemployed
Hispanic or Latino	23	3.72%
Not Hispanic or Latino	596	96.28%
Total	619	100.00%

Historic & Projected Trends

Population Trends

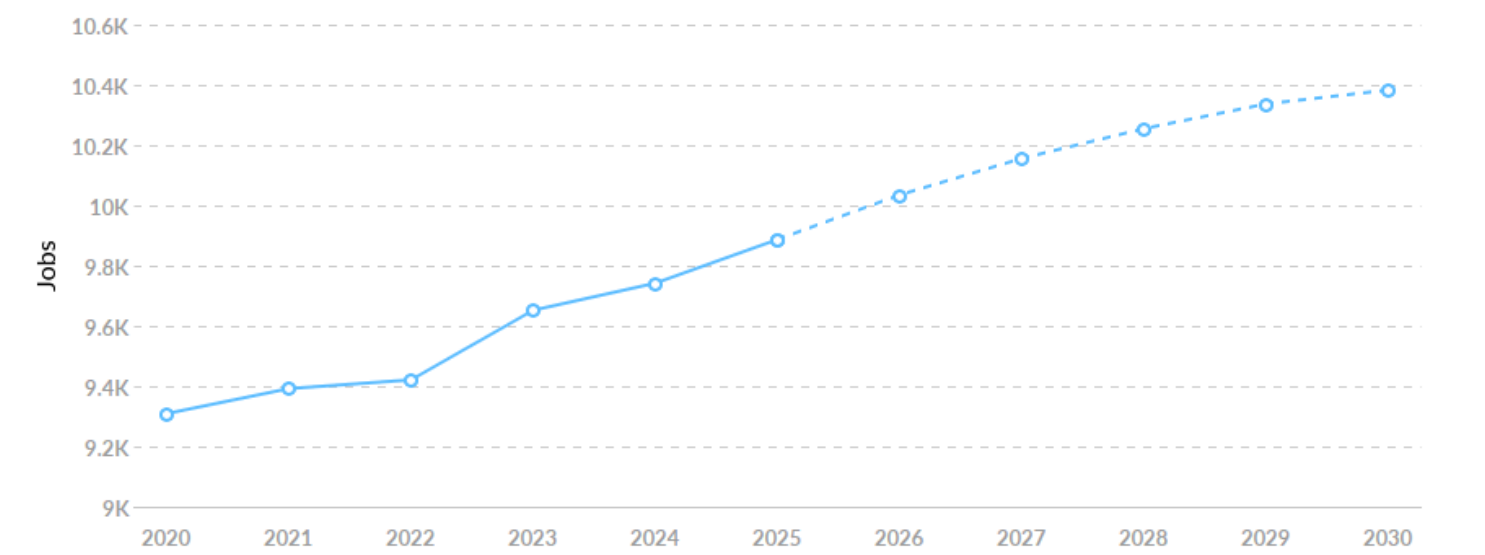
As of 2025 the region's population **increased by 4.9%** since 2020, growing by 1,128. Population is expected to **increase by 3.5%** between 2025 and 2030, adding 853.



Timeframe	Population
2020	23,097
2021	23,516
2022	23,755
2023	23,914
2024	23,948
2025	24,225
2026	24,439
2027	24,629
2028	24,795
2029	24,943
2030	25,078

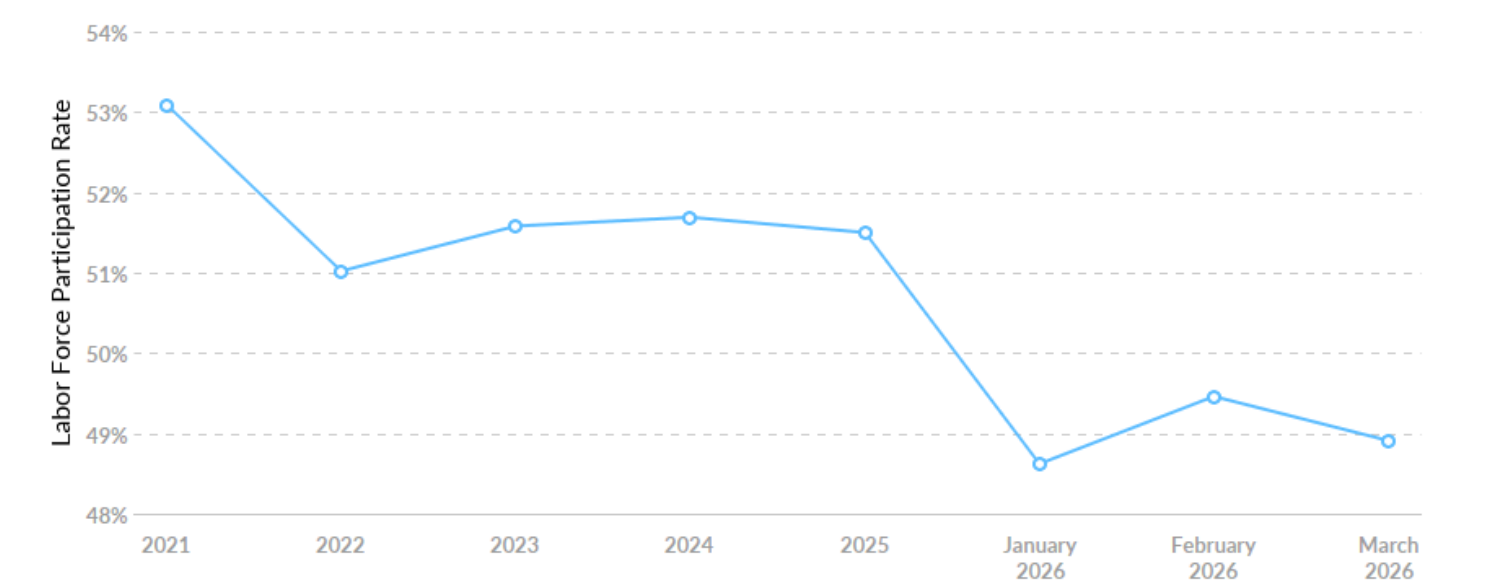
Job Trends

From 2020 to 2025, jobs increased by 6.2% in Vilas County, WI from 9,309 to 9,887. This change fell short of the national growth rate of 10.6% by 4.4%.



Timeframe	Jobs
2020	9,309
2021	9,392
2022	9,421
2023	9,652
2024	9,742
2025	9,887
2026	10,035
2027	10,156
2028	10,255
2029	10,337
2030	10,383

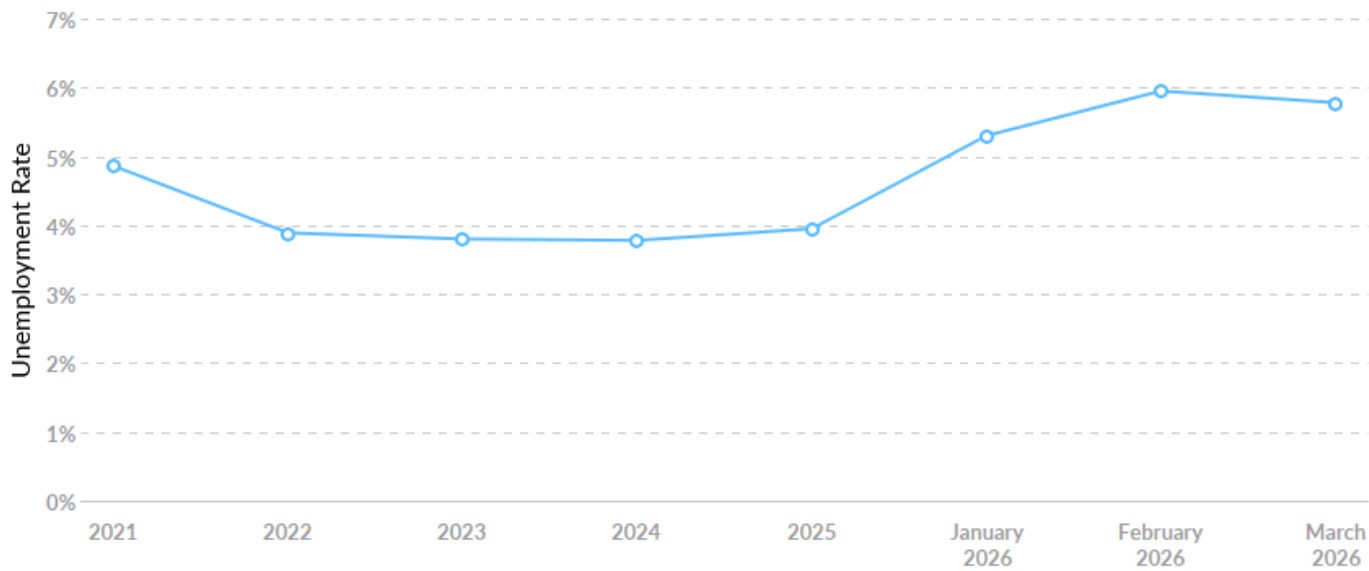
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	53.09%
2022	51.02%
2023	51.58%
2024	51.69%
2025	51.50%
January 2026	48.62%
February 2026	49.46%
March 2026	48.91%

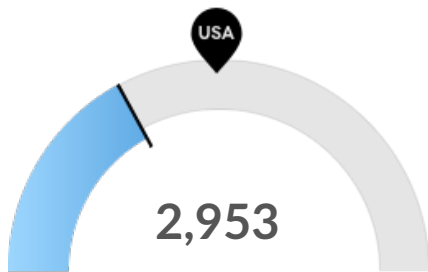
Unemployment Rate Trends

Vilas County, WI had a March 2026 unemployment rate of 5.78%, **increasing from 4.86%** 5 years before.



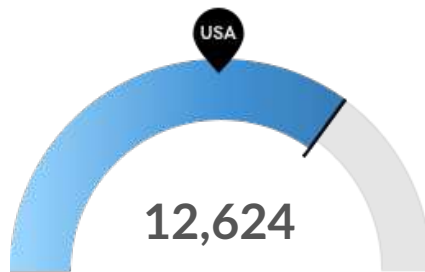
Timeframe	Unemployment Rate
2021	4.86%
2022	3.89%
2023	3.80%
2024	3.78%
2025	3.95%
January 2026	5.30%
February 2026	5.95%
March 2026	5.78%

Population Characteristics



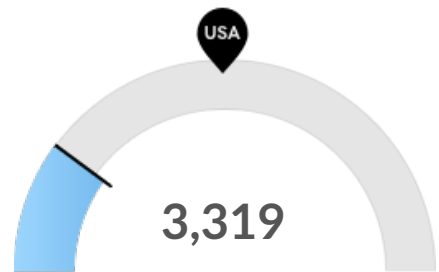
Millennials

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



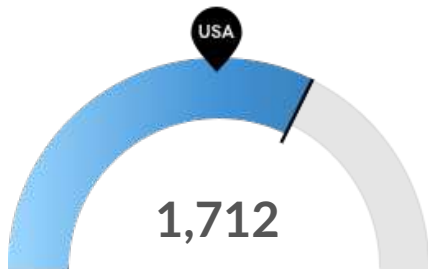
Retiring Soon

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.



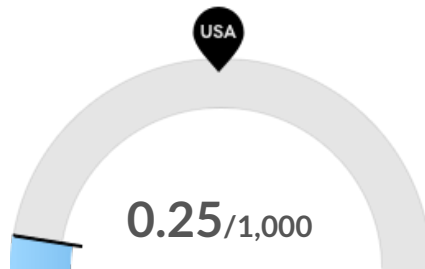
Racial Diversity

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.



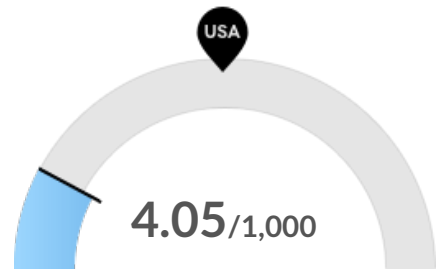
Veterans

Vilas County, WI has 1,712 veterans. The national average for an area this size is 1,140.



Violent Crime

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

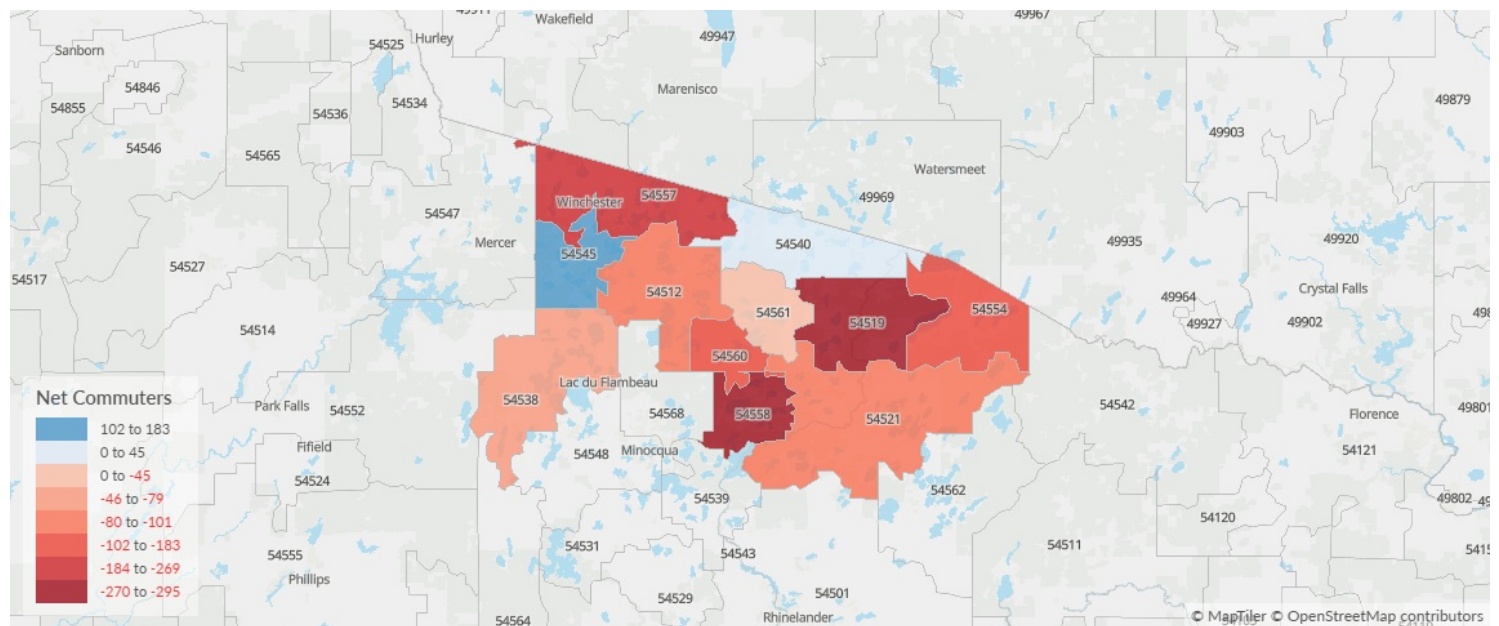


Property Crime

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 ...	4,766
54558	Saint Germain, WI (in Vi...	893
54538	Lac Du Flambeau, WI (i...	828
54545	Manitowish Waters, WI...	674
54540	Land O Lakes, WI (in Vil...	624

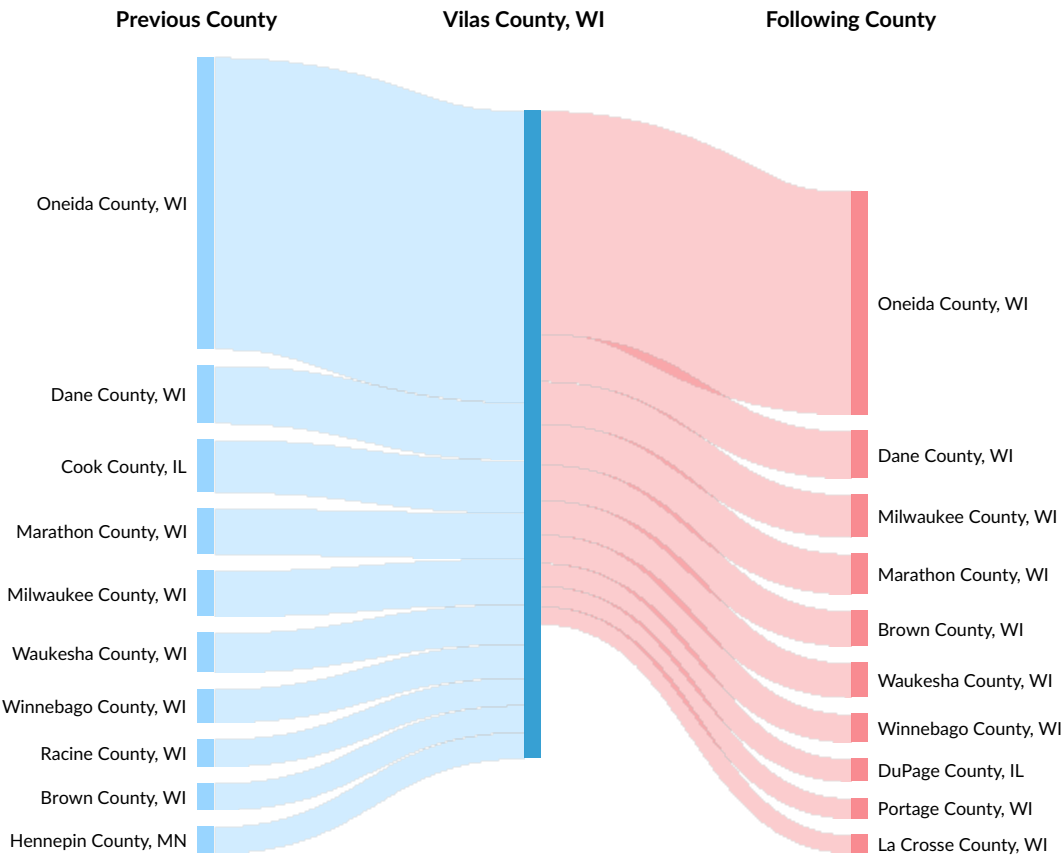
Where Talent Lives

ZIP	Name	2025 Workers
54521	Eagle River, WI (in Vilas ...	4,859
54558	Saint Germain, WI (in Vi...	1,163
54538	Lac Du Flambeau, WI (i...	874
54554	Phelps, WI (in Vilas cou...	662
54519	Conover, WI (in Vilas co...	648

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 2023, 262 people have migrated from Oneida County, WI to Vilas County, WI. In the same year, 201 people left Vilas County, WI migrating to Oneida County, WI. The total Net Migration for Vilas County, WI in 2023 was 221.

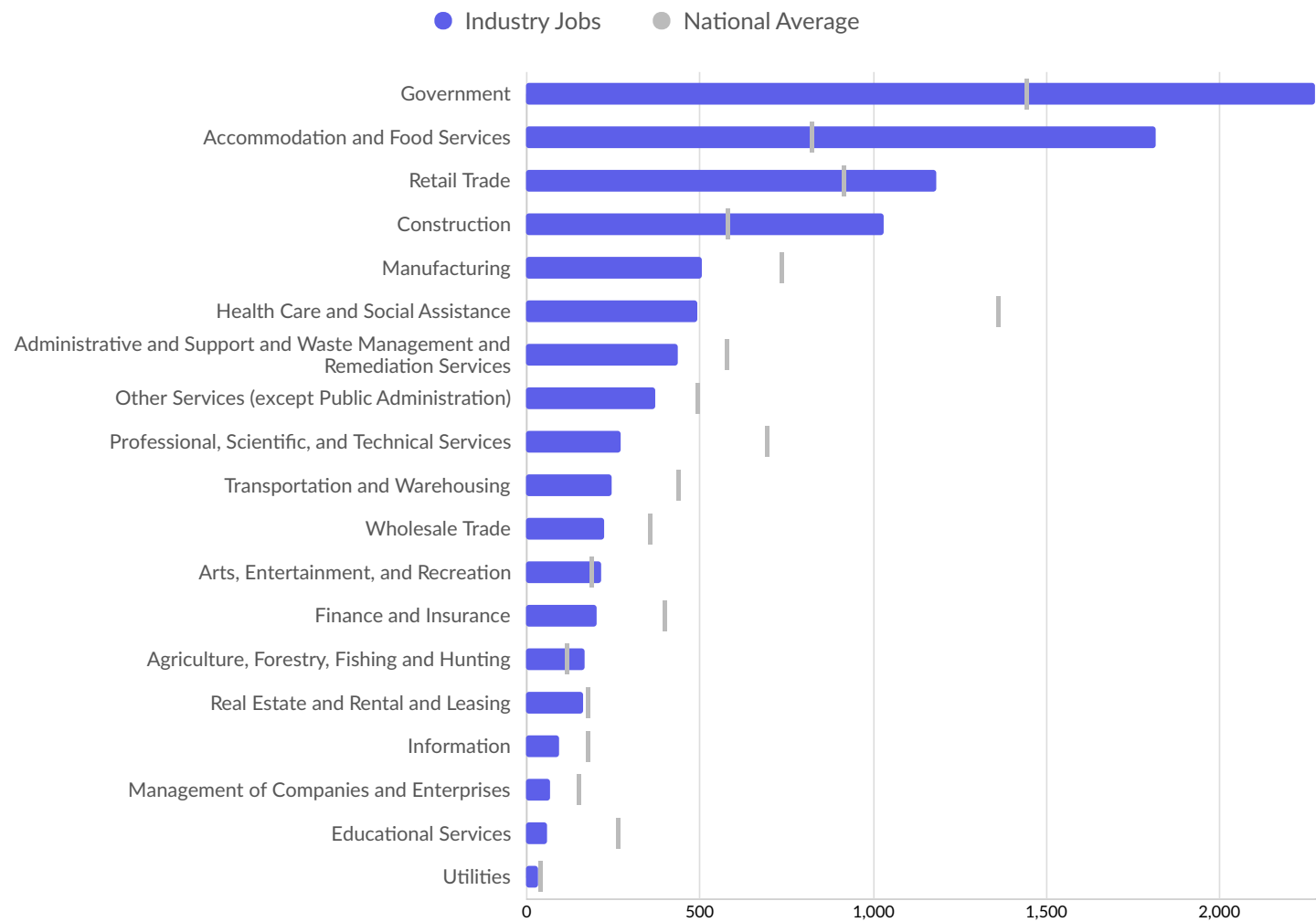


Top Previous Counties	Migrations
Oneida County, WI	262
Dane County, WI	52
Cook County, IL	47
Marathon County, WI	41
Milwaukee County, WI	41
Waukesha County, WI	36

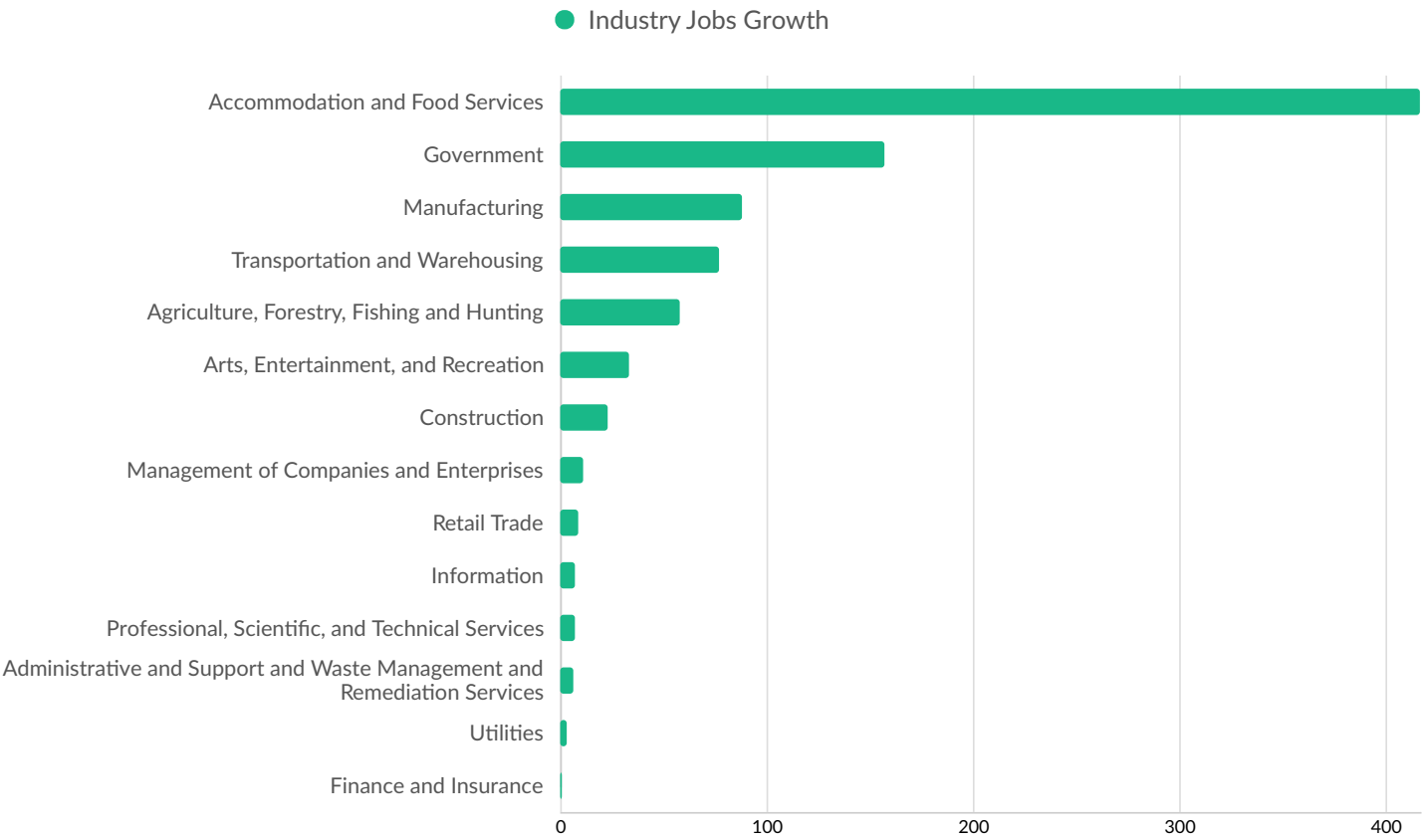
Top Previous Counties	Migrations
Winnebago County, WI	30
Racine County, WI	25
Brown County, WI	24
Hennepin County, MN	24
Outagamie County, WI	23
Washington County, WI	22
Langlade County, WI	13
Juneau County, WI	12
Rock County, WI	11
Top Following Counties	Migrations
Oneida County, WI	201
Dane County, WI	43
Milwaukee County, WI	38
Marathon County, WI	37
Brown County, WI	32
Waukesha County, WI	31
Winnebago County, WI	26
DuPage County, IL	21
Portage County, WI	18
La Crosse County, WI	16
Sumter County, FL	16
Riverside County, CA	15
Hennepin County, MN	14
Sarasota County, FL	13
Polk County, IA	12

Industry Characteristics

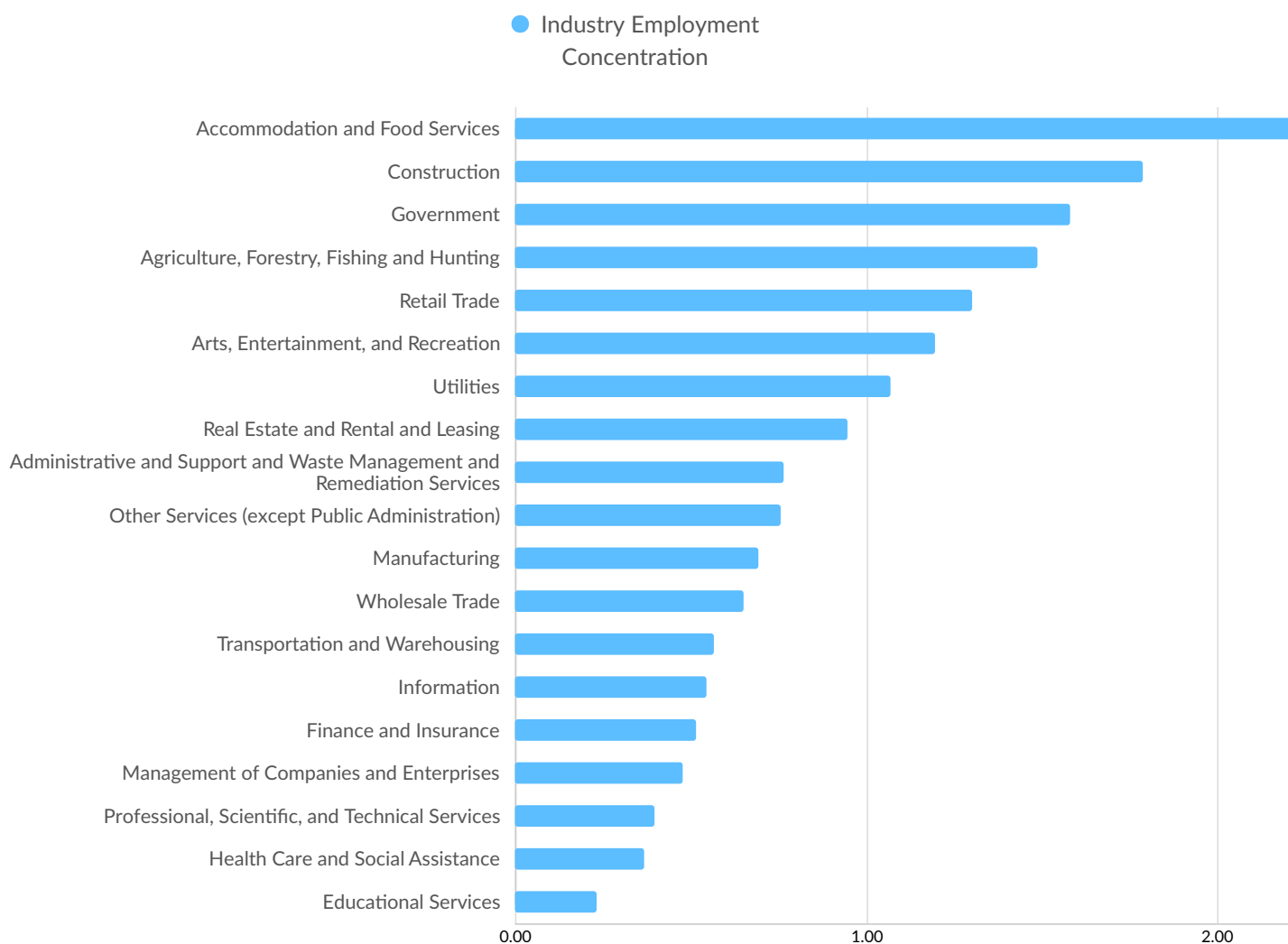
Largest Industries



Top Growing Industries

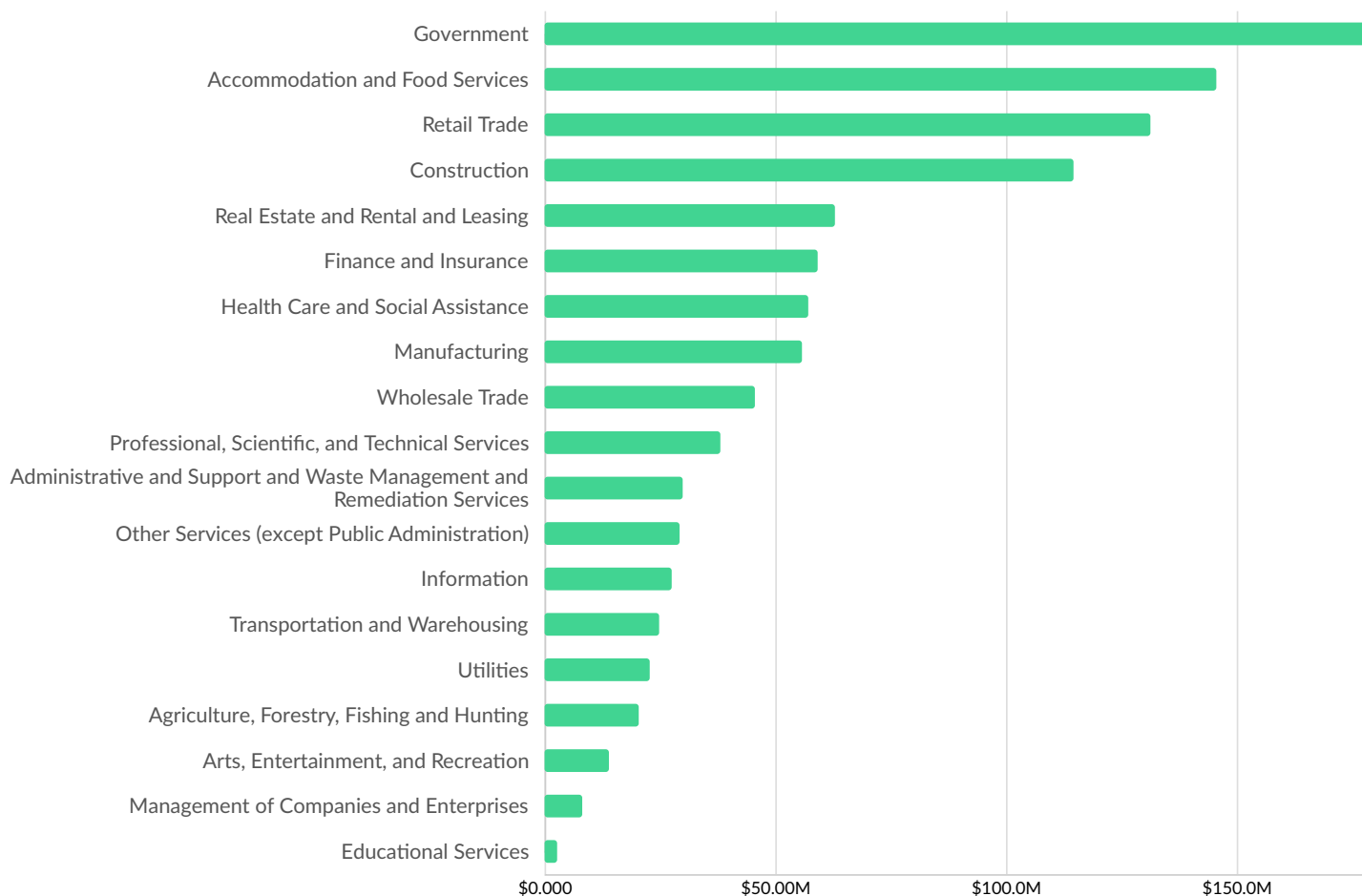


Top Industry Employment Concentration

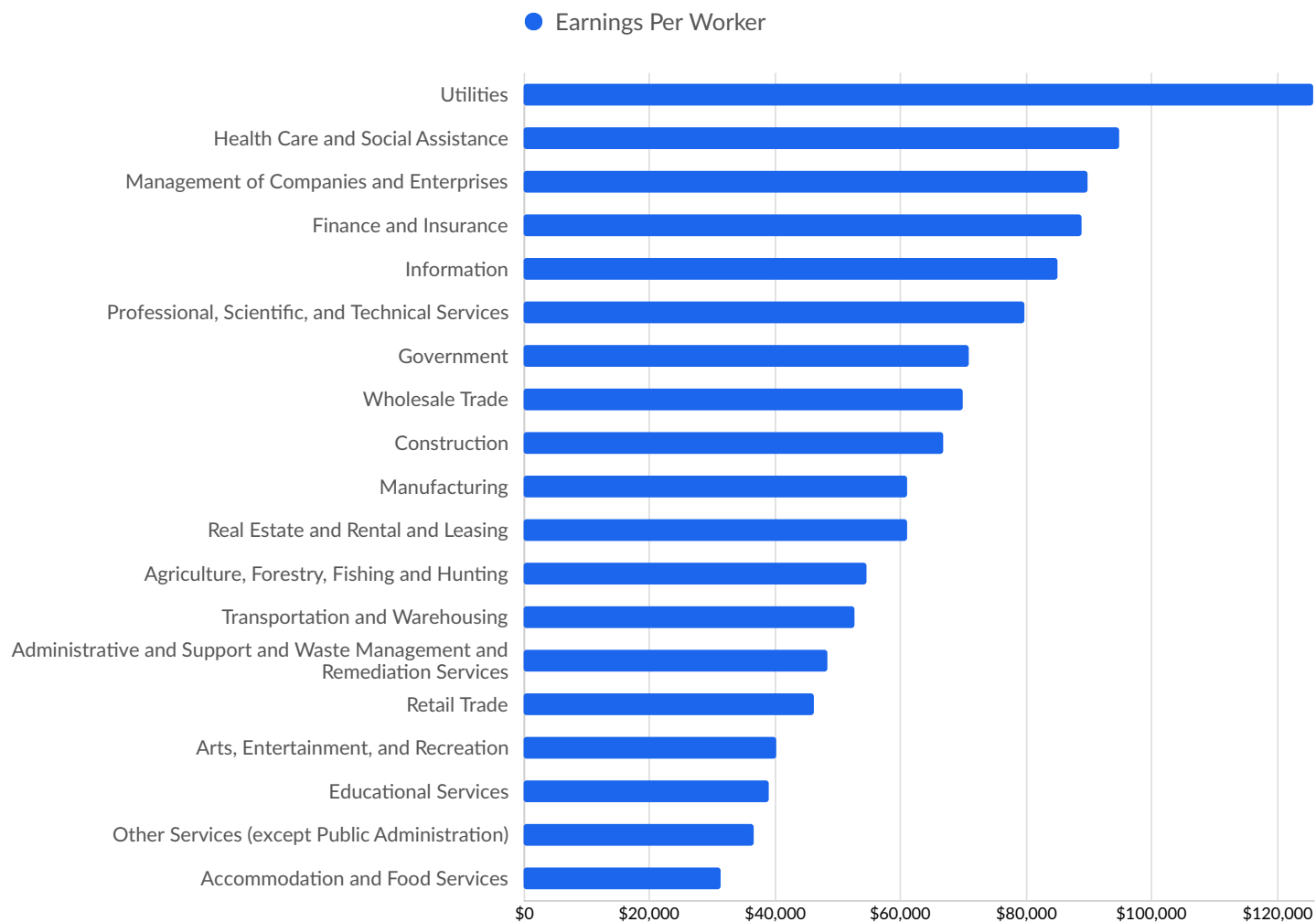


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



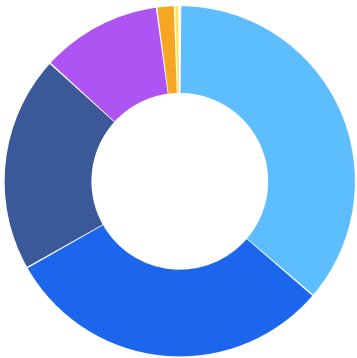
Business Characteristics

1,783 Companies Employ Your Workers

Online profiles for your workers mention 1,783 companies as employers, with the top 10 appearing below. In the last 12 months, 600 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	Providence	261
Lake Of The Torches Resort Casi...	52	CompHealth	239
Marshfield Clinic	39	Weatherby Healthcare	235
State of Wisconsin	33	Headway	114
Lac Du Flambeau Band Of Lake ...	32	Pick And Save	71
Vilas County	30	Aspirus	65
Aspirus	26	Eau Holdings	62
Lac Du Flambeau Tribe	25	Kroger	61
Ministry Health Care	25	Fusion Medical Staffing	54
Lac Du Flambeau Public School	22	Rochester Regional Health	52

Business Size

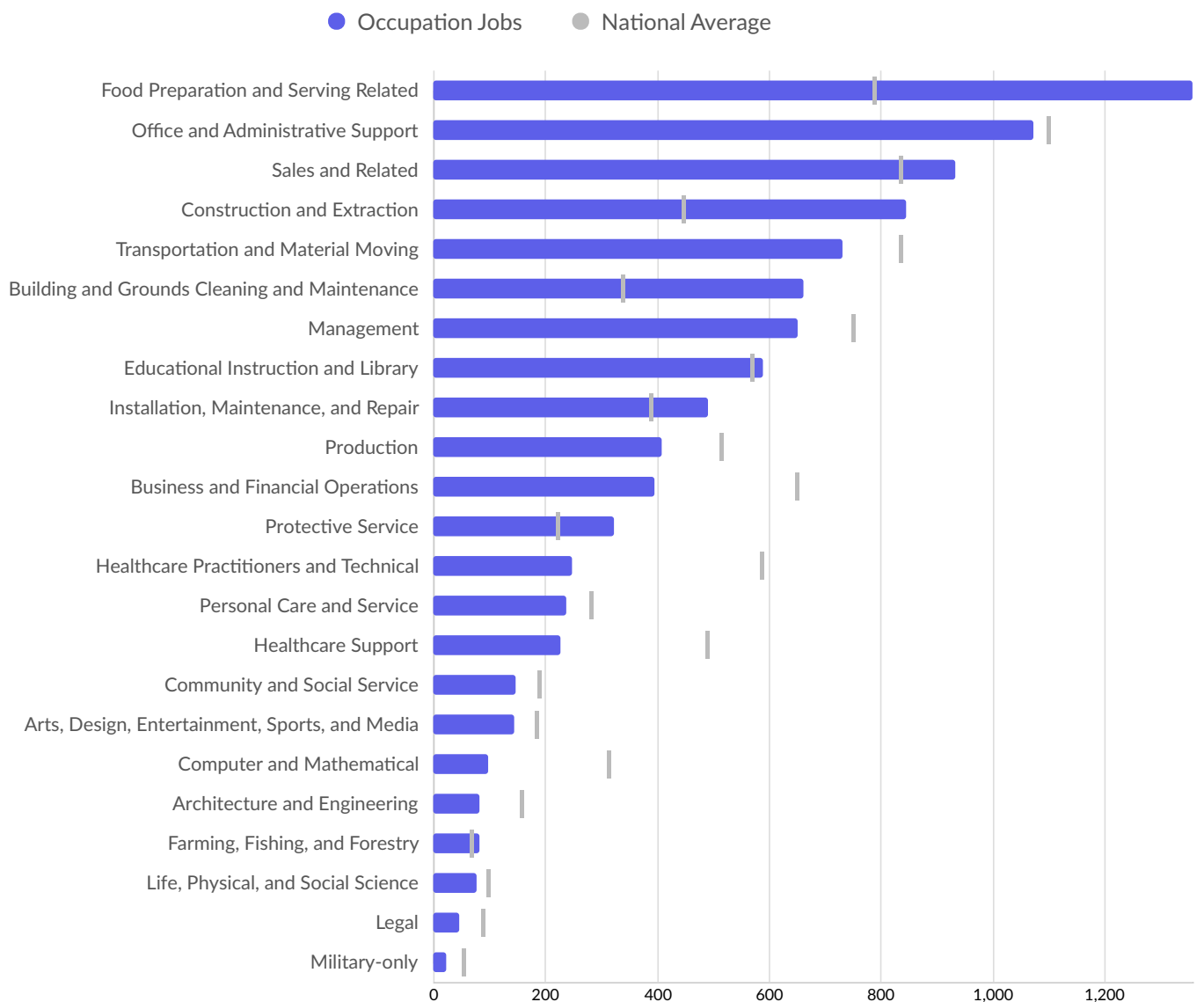


	Percentage	Business Count
1 to 4 employees	36.2%	530
5 to 9 employees	30.5%	447
10 to 19 employees	19.9%	292
20 to 49 employees	11.1%	163
50 to 99 employees	1.6%	24
100 to 249 employees	0.4%	6
500+ employees	0.1%	2

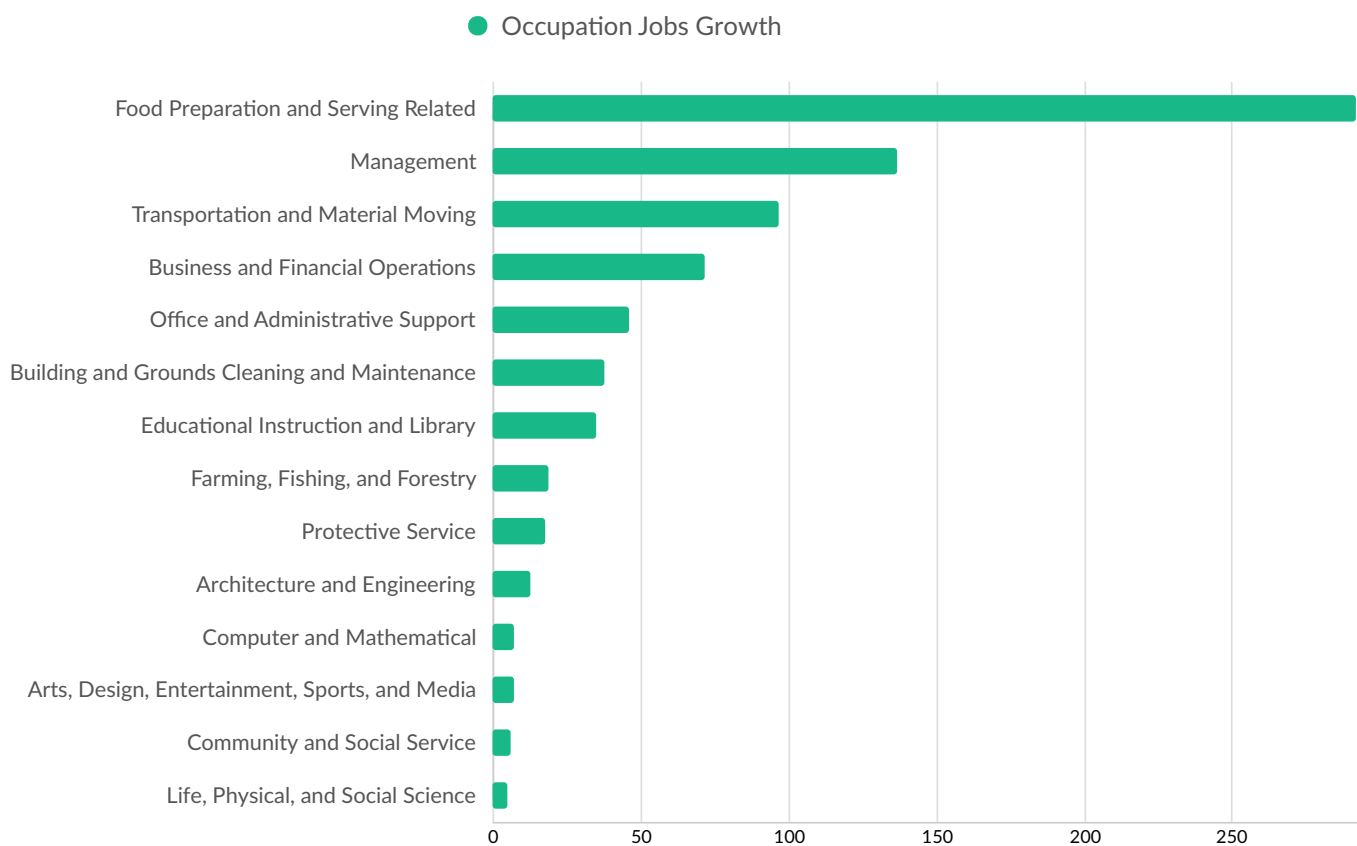
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

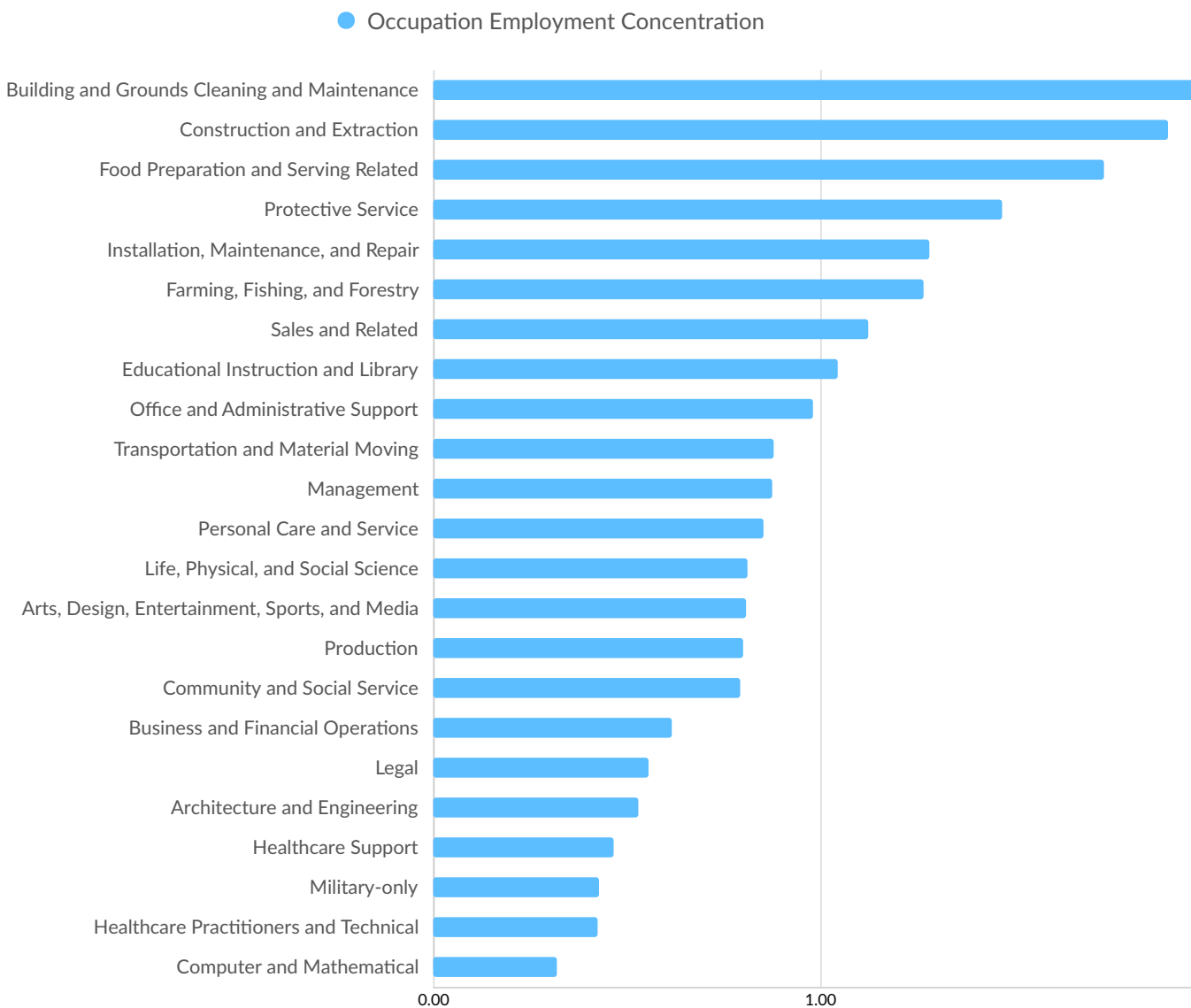
Largest Occupations



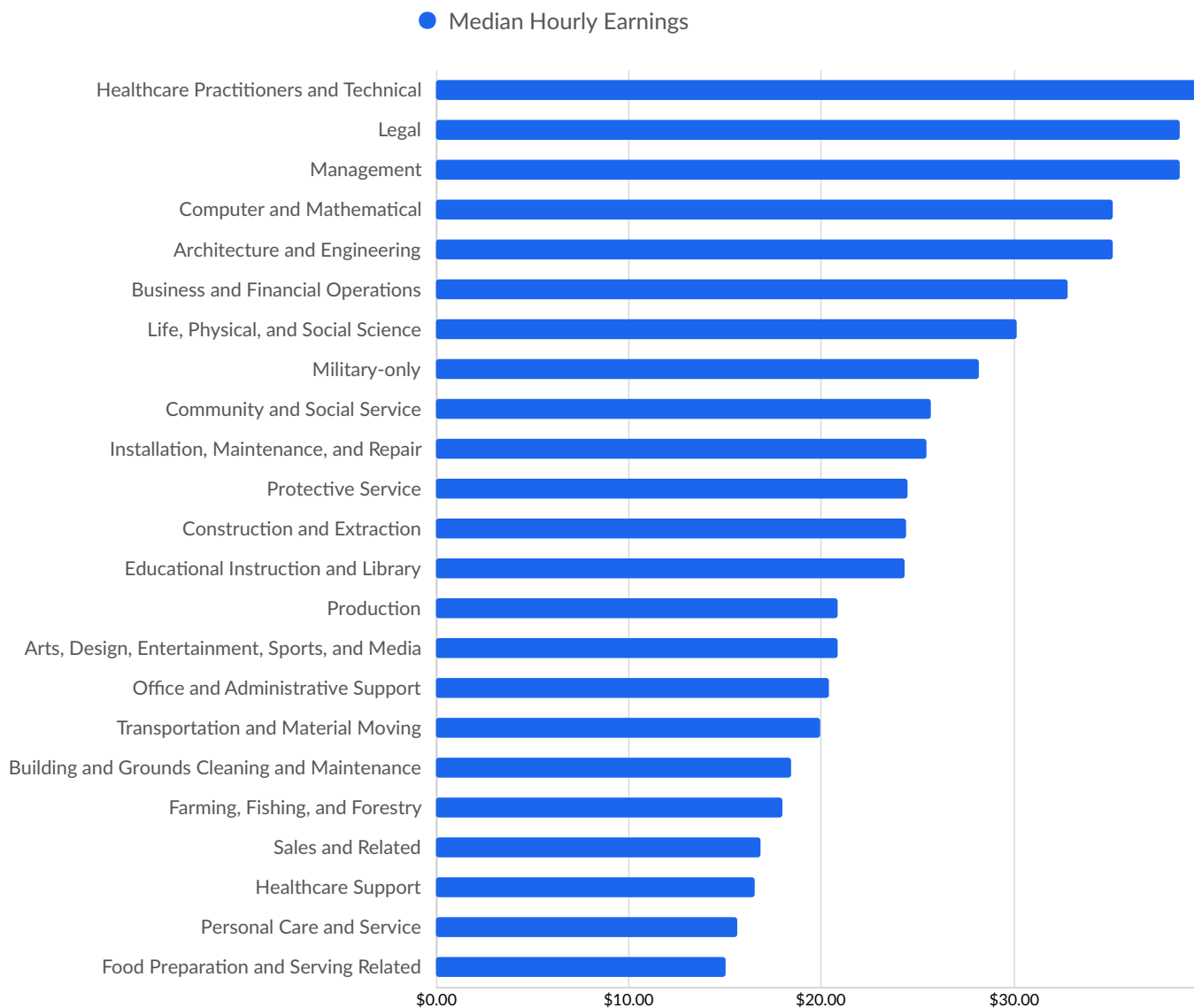
Top Growing Occupations



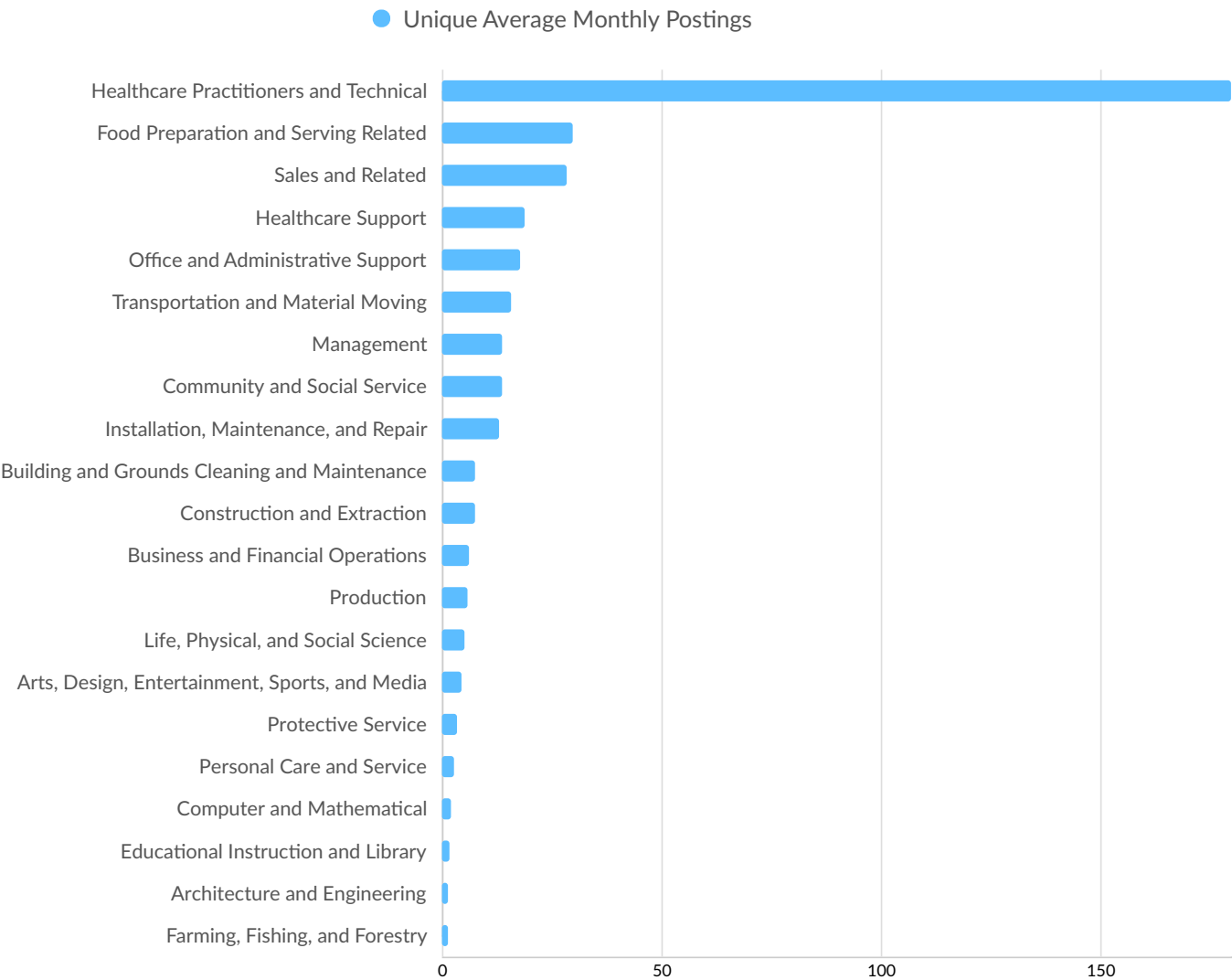
Top Occupation Employment Concentration



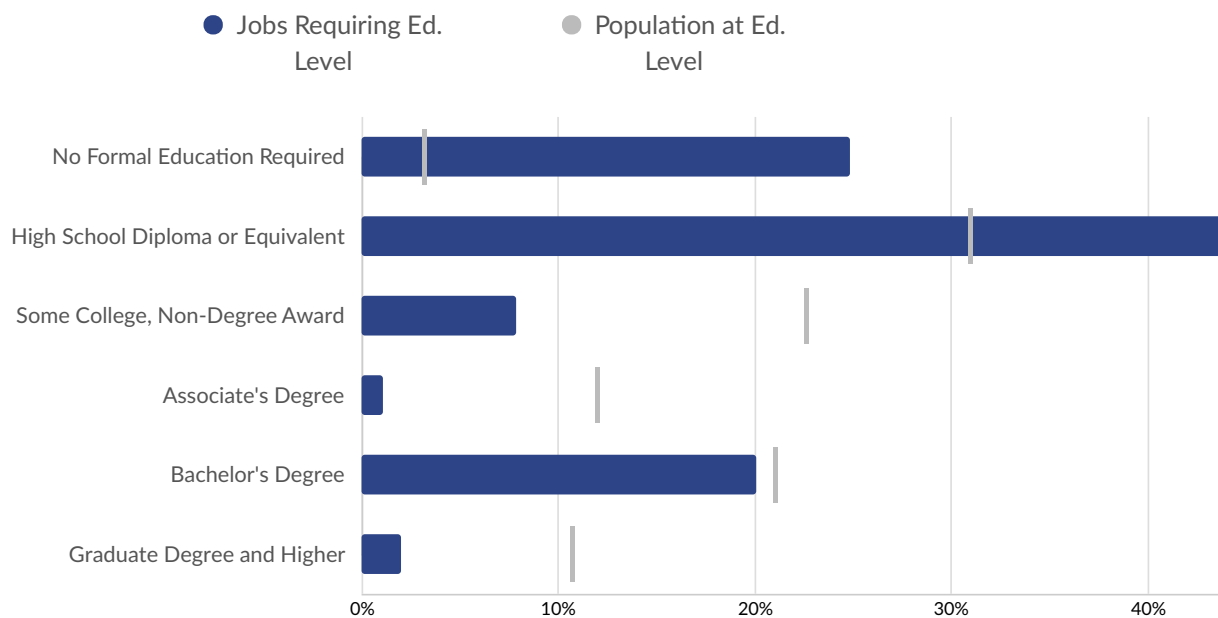
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

