



Vilas County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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

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.

9,894

Total Regional Employment

Jobs **grew by 585** over the last 5 years and are projected to **grow by 510** over the next 5 years.

\$68.4K

Median Household Income (2024)

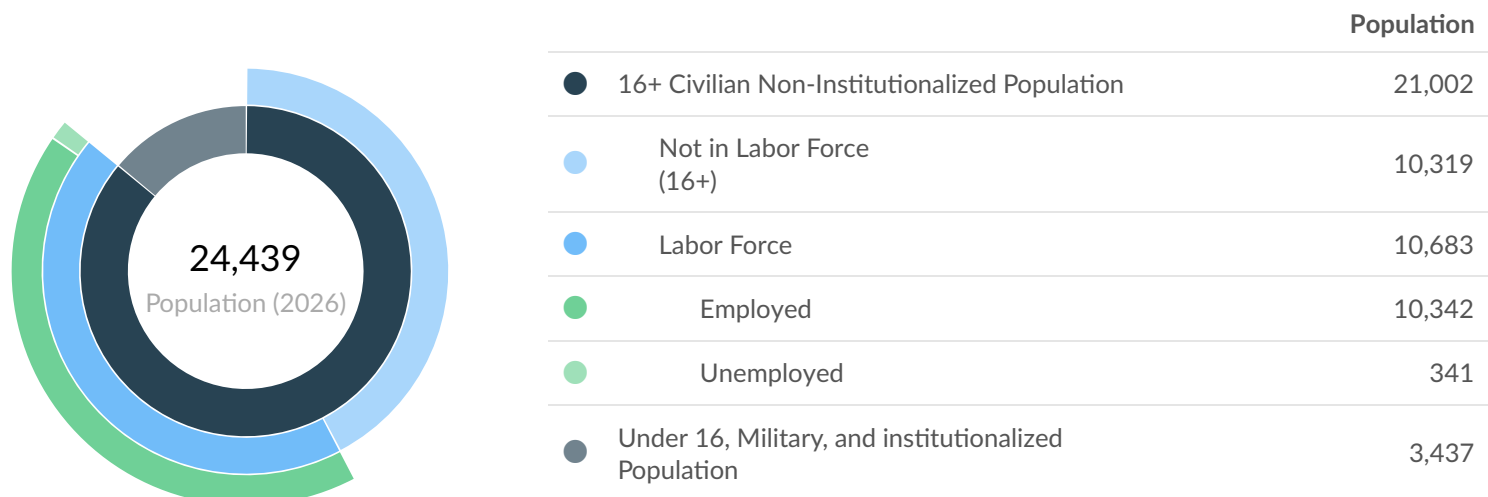
Median household income is **\$12.3K below** the national median household income of \$80.7K.

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 6.3%** in Vilas County, WI from 9,309 to **9,894**. This change **fell short of the national growth rate of 10.7% 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).

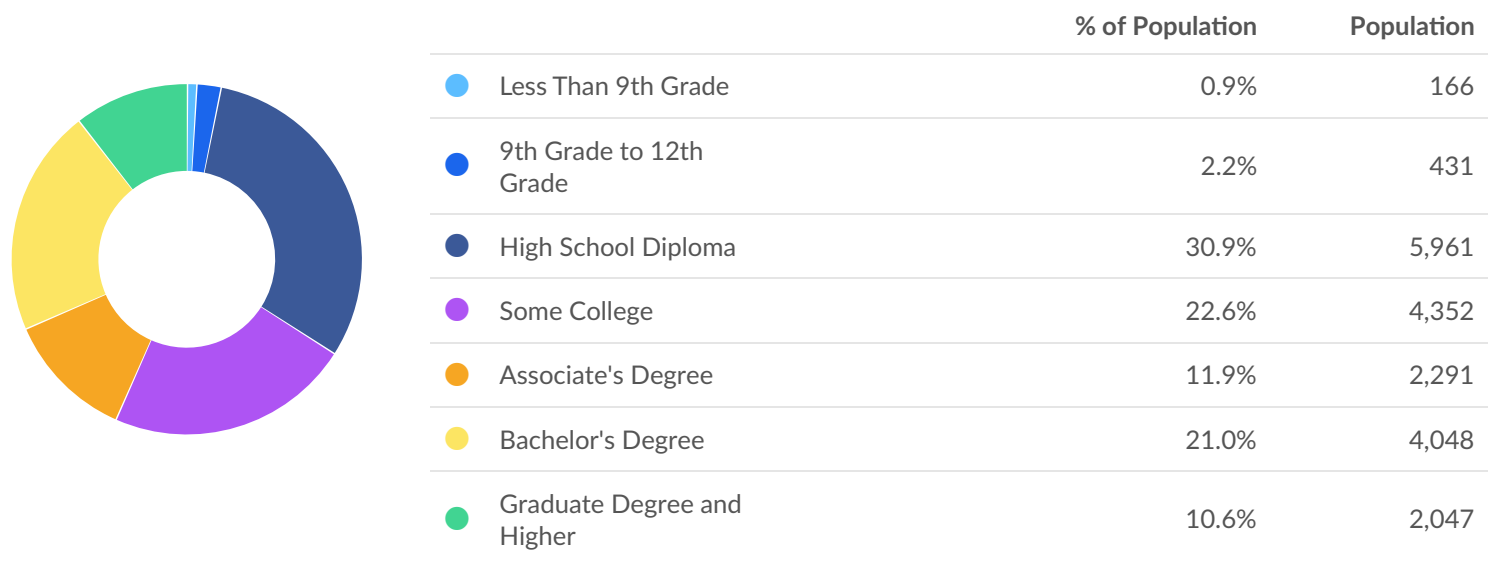
	Population (2026)	Labor Force (May 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	24,439	10,683	9,894	103.3	\$1.25B	\$1.89B	\$1.32B
State	5,996,794	3,116,888	3,271,903	100.3	\$465.78B	\$405.31B	\$440.34B

May 2026 Labor Force Breakdown



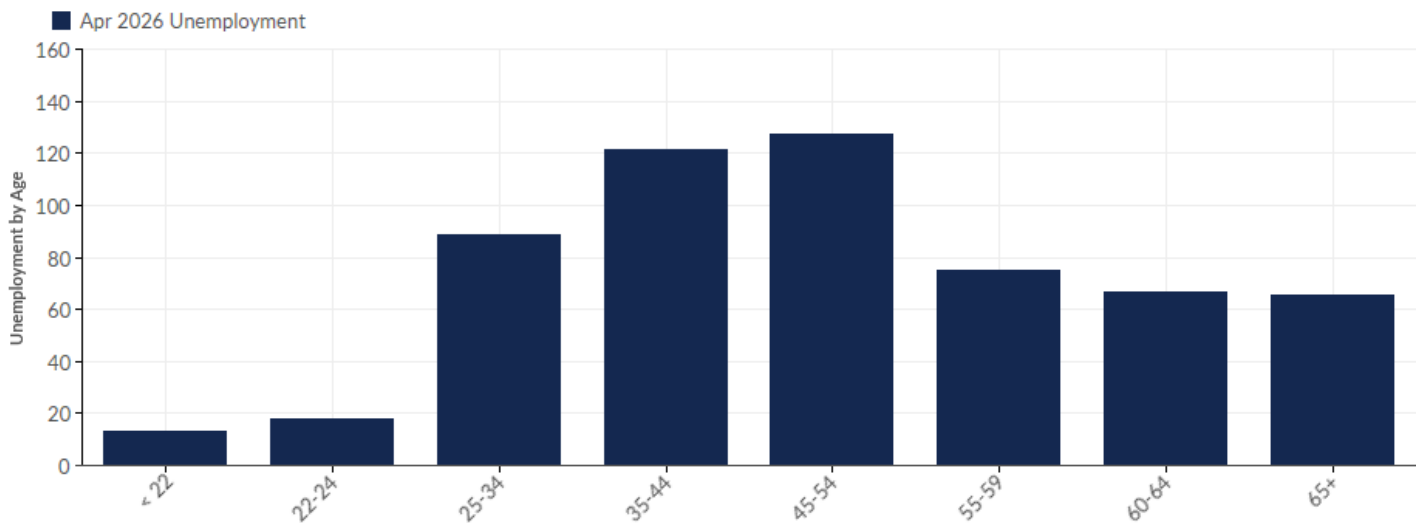
Educational Attainment

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).



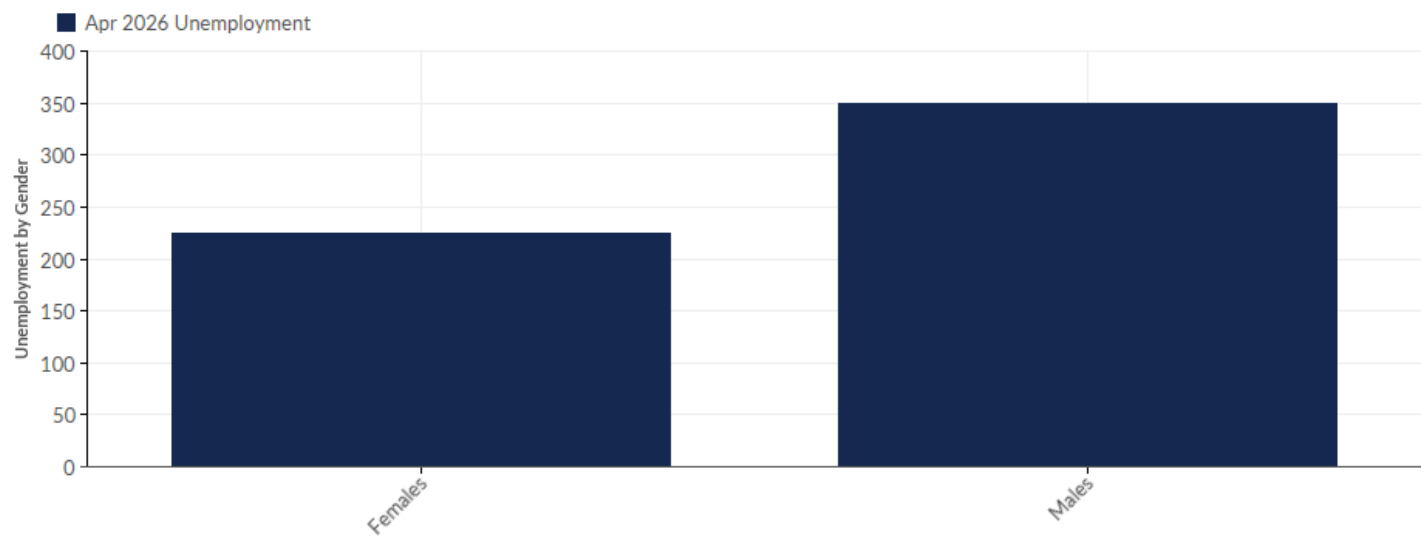
Unemployment by Demographics

Unemployment by Age



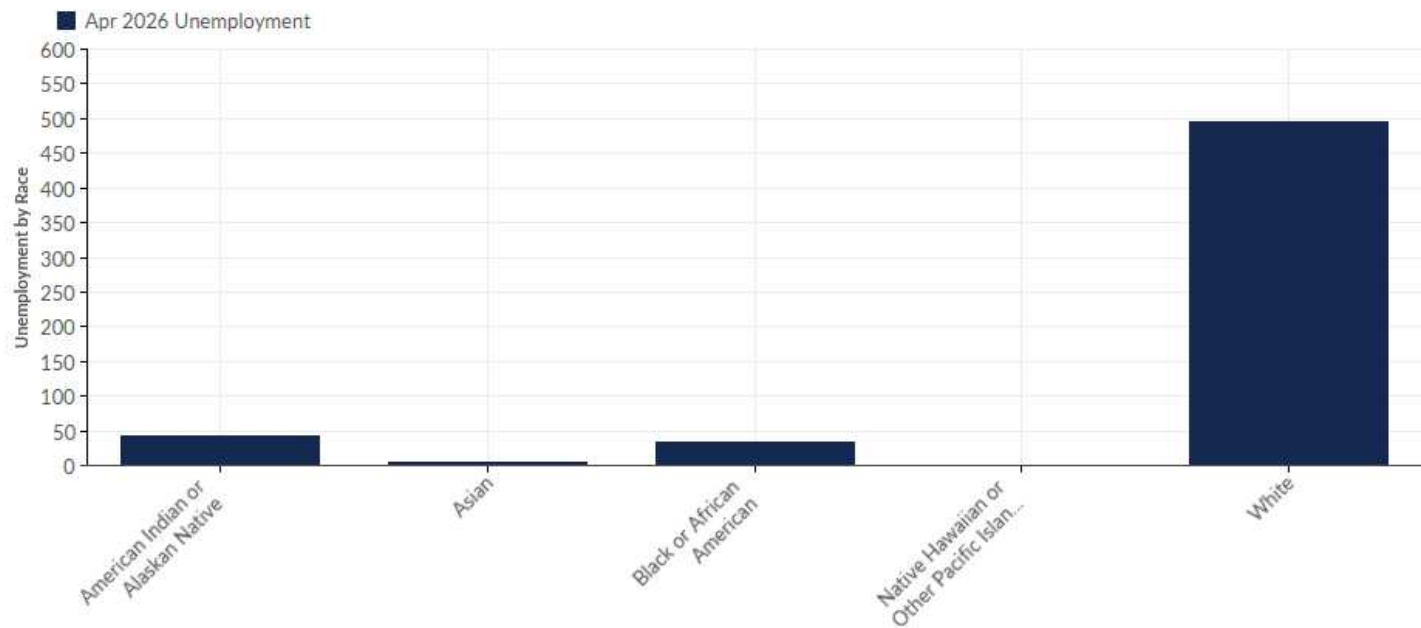
Age	Unemployment (Apr 2026)	% of Unemployed
< 22	13	2.26%
22-24	18	3.13%
25-34	88	15.30%
35-44	121	21.04%
45-54	127	22.09%
55-59	75	13.04%
60-64	66	11.48%
65+	65	11.30%
Total	575	100.00%

Unemployment by Gender



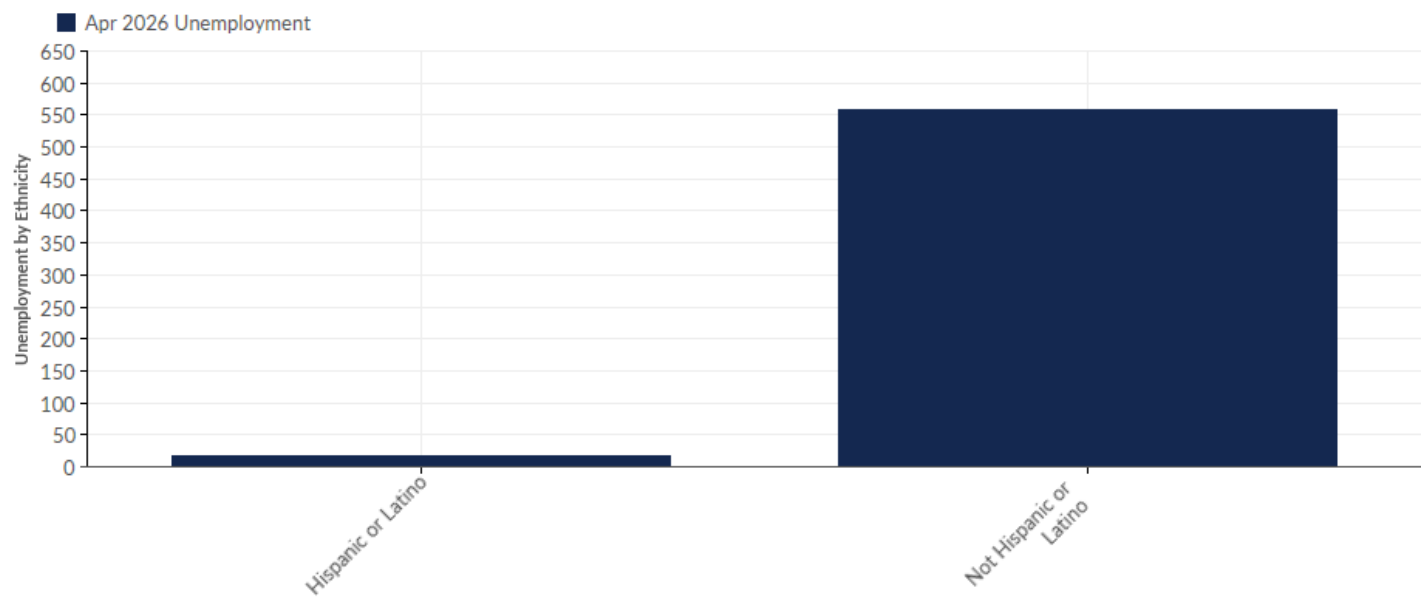
Gender	Unemployment (Apr 2026)	% of Unemployed
Females	225	39.13%
Males	350	60.87%
Total	575	100.00%

Unemployment by Race



Race	Unemployment (Apr 2026)	% of Unemployed
American Indian or Alaskan Native	42	7.30%
Asian	3	0.52%
Black or African American	33	5.74%
Native Hawaiian or Other Pacific Islander	1	0.17%
White	496	86.26%
Total	575	100.00%

Unemployment by Ethnicity

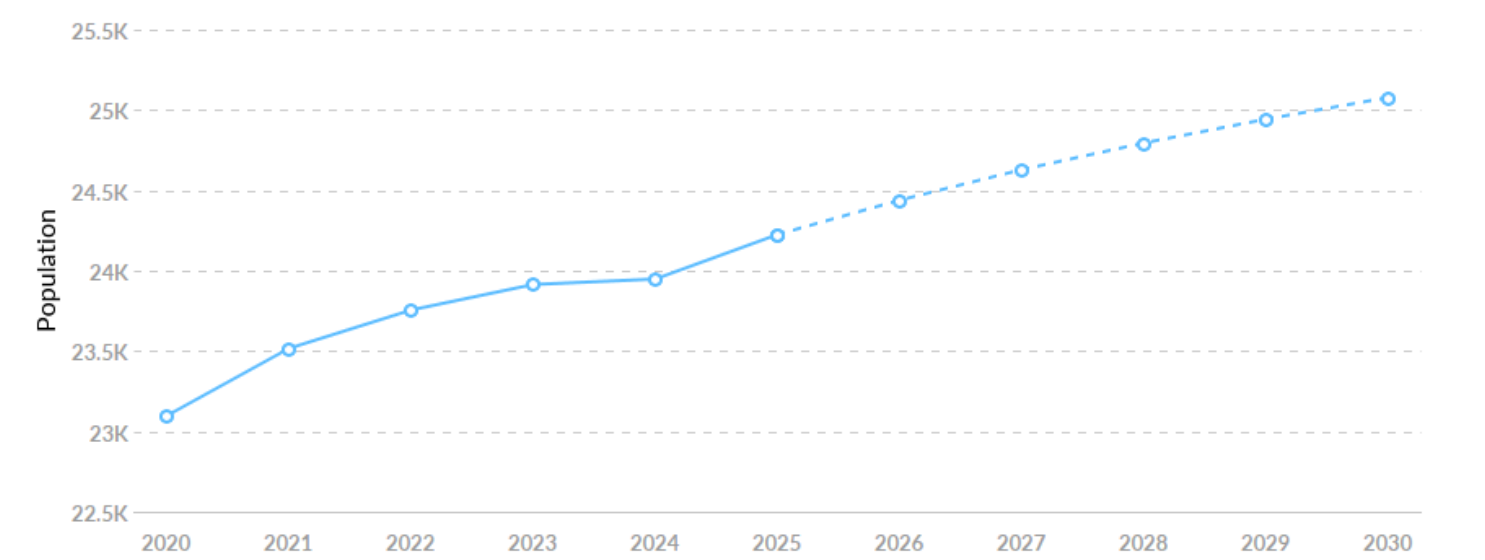


Ethnicity	Unemployment (Apr 2026)	% of Unemployed
Hispanic or Latino	17	2.96%
Not Hispanic or Latino	558	97.04%
Total	575	100.00%

Historic & Projected Trends

Population Trends

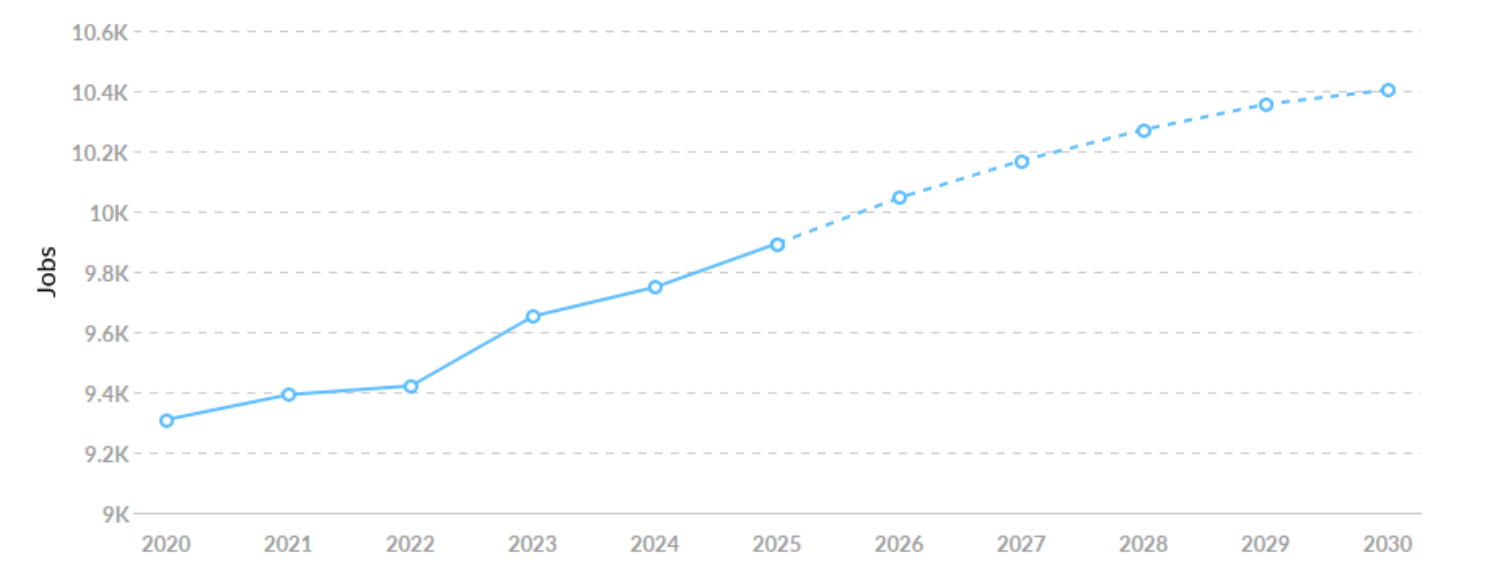
As of 2025 the region's population **increased by 4.9%** since 2020, growing by 1,128. Population is expected to **increase by 3.5%** between 2025 and 2030, adding 853.



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

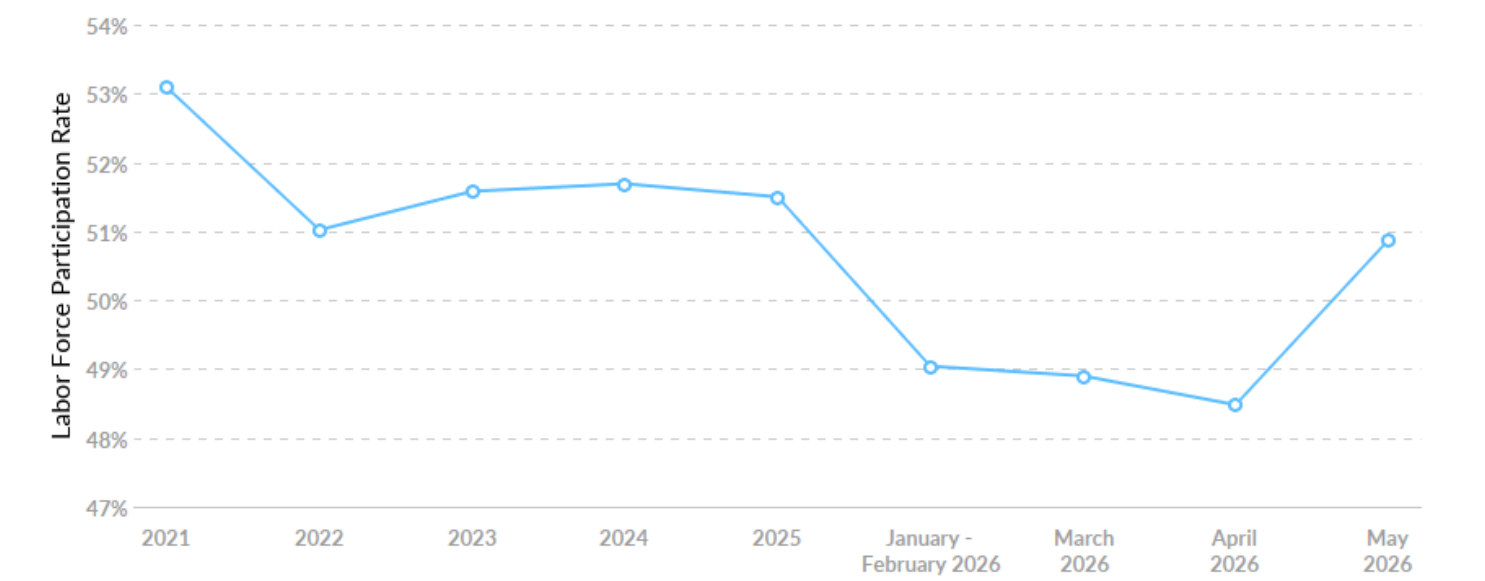
Job Trends

From 2020 to 2025, jobs increased by 6.3% in Vilas County, WI from 9,309 to 9,894. This change fell short of the national growth rate of 10.7% by 4.4%.



Timeframe	Jobs
2020	9,309
2021	9,392
2022	9,421
2023	9,652
2024	9,749
2025	9,894
2026	10,046
2027	10,169
2028	10,272
2029	10,356
2030	10,404

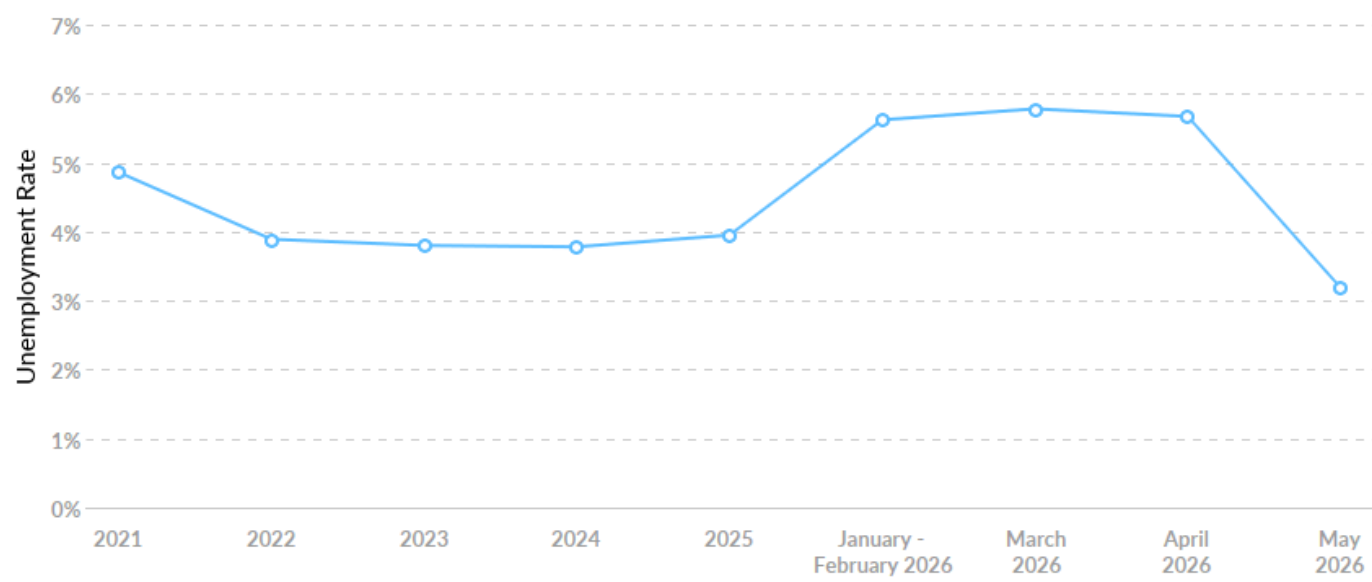
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	53.09%
2022	51.02%
2023	51.58%
2024	51.69%
2025	51.50%
January - February 2026	49.04%
March 2026	48.90%
April 2026	48.48%
May 2026	50.87%

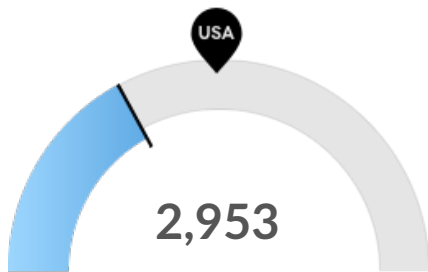
Unemployment Rate Trends

Vilas County, WI had a May 2026 unemployment rate of 3.19%, **decreasing from 4.86%** 5 years before.



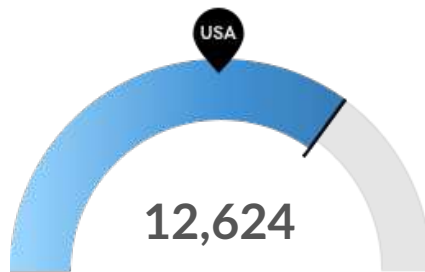
Timeframe	Unemployment Rate
2021	4.86%
2022	3.89%
2023	3.80%
2024	3.78%
2025	3.95%
January - February 2026	5.62%
March 2026	5.78%
April 2026	5.67%
May 2026	3.19%

Population Characteristics



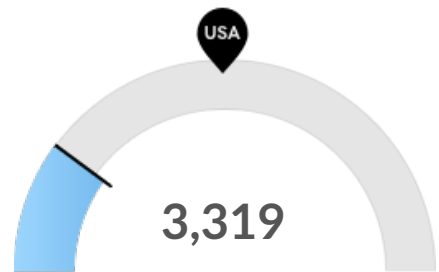
Millennials

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



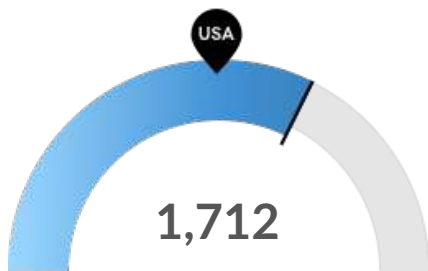
Retiring Soon

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.



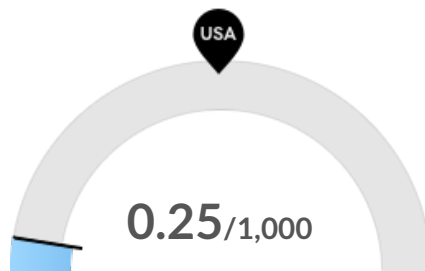
Racial Diversity

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.



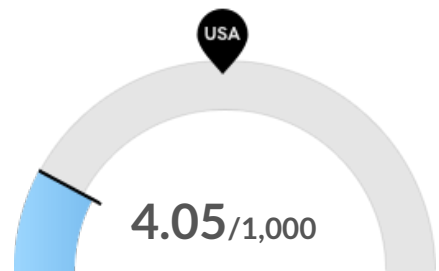
Veterans

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.

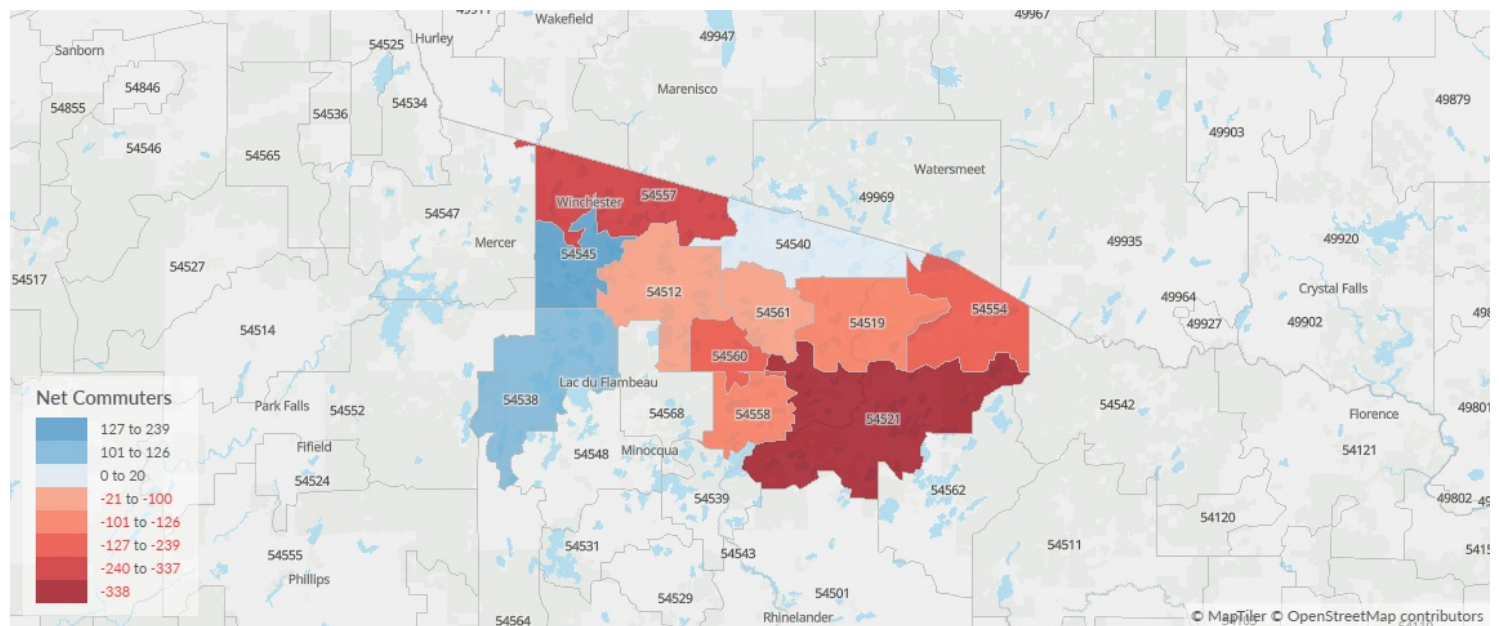


Property Crime

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.

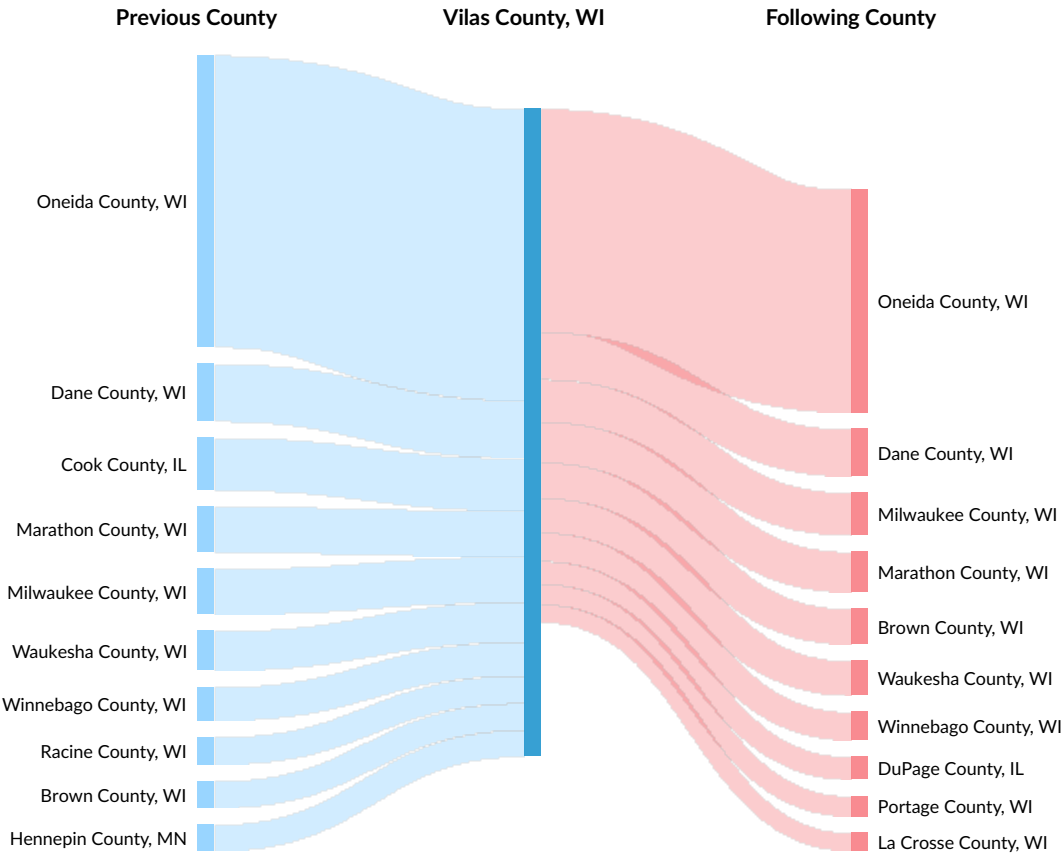


Where Talent Works			Where Talent Lives		
ZIP	Name	2025 Employment	ZIP	Name	2025 Workers
54521	Eagle River, WI (in Vilas ...	4,453	54521	Eagle River, WI (in Vilas ...	4,791
54538	Lac Du Flambeau, WI (i...	1,025	54558	Saint Germain, WI (in Vi...	1,107
54558	Saint Germain, WI (in Vi...	1,004	54538	Lac Du Flambeau, WI (i...	924
54545	Manitowish Waters, WI...	664	54519	Conover, WI (in Vilas co...	678
54540	Land O Lakes, WI (in Vil...	592	54554	Phelps, WI (in Vilas cou...	626

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.

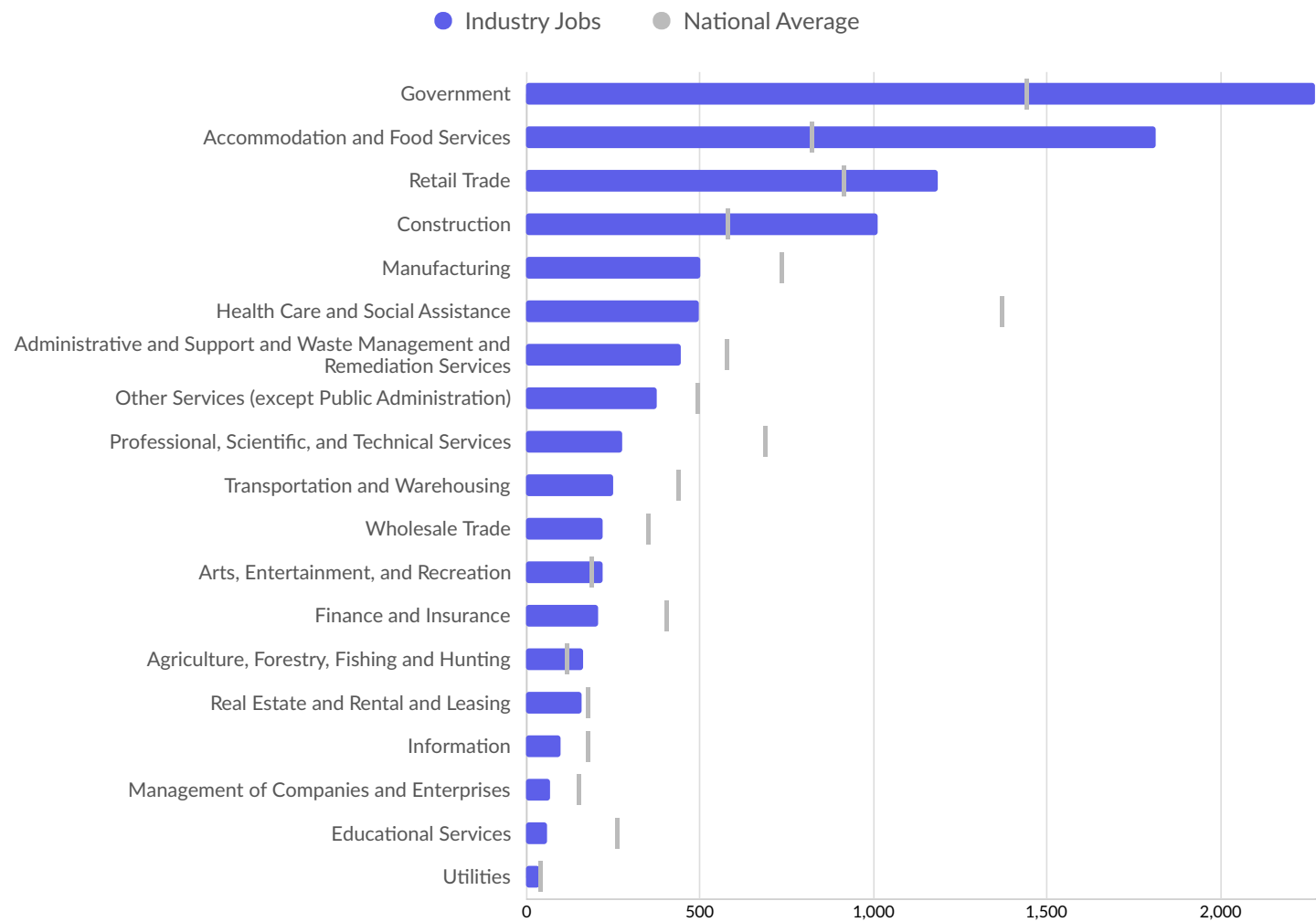


Top Previous Counties	Migrations
Oneida County, WI	262
Dane County, WI	52
Cook County, IL	47
Marathon County, WI	41
Milwaukee County, WI	41
Waukesha County, WI	36

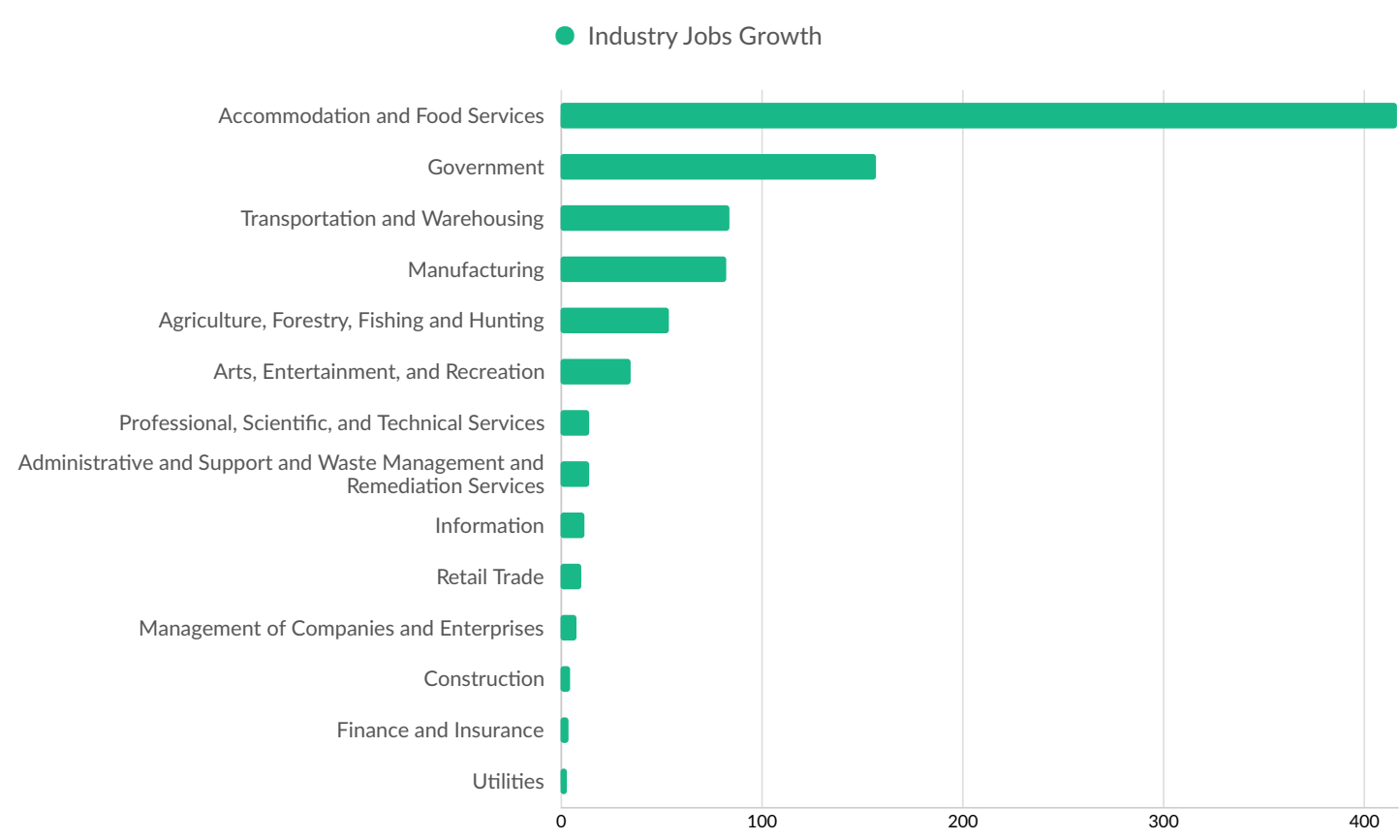
Top Previous Counties	Migrations
Winnebago County, WI	30
Racine County, WI	25
Brown County, WI	24
Hennepin County, MN	24
Outagamie County, WI	23
Washington County, WI	22
Langlade County, WI	13
Juneau County, WI	12
Rock County, WI	11
Top Following Counties	Migrations
Oneida County, WI	201
Dane County, 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

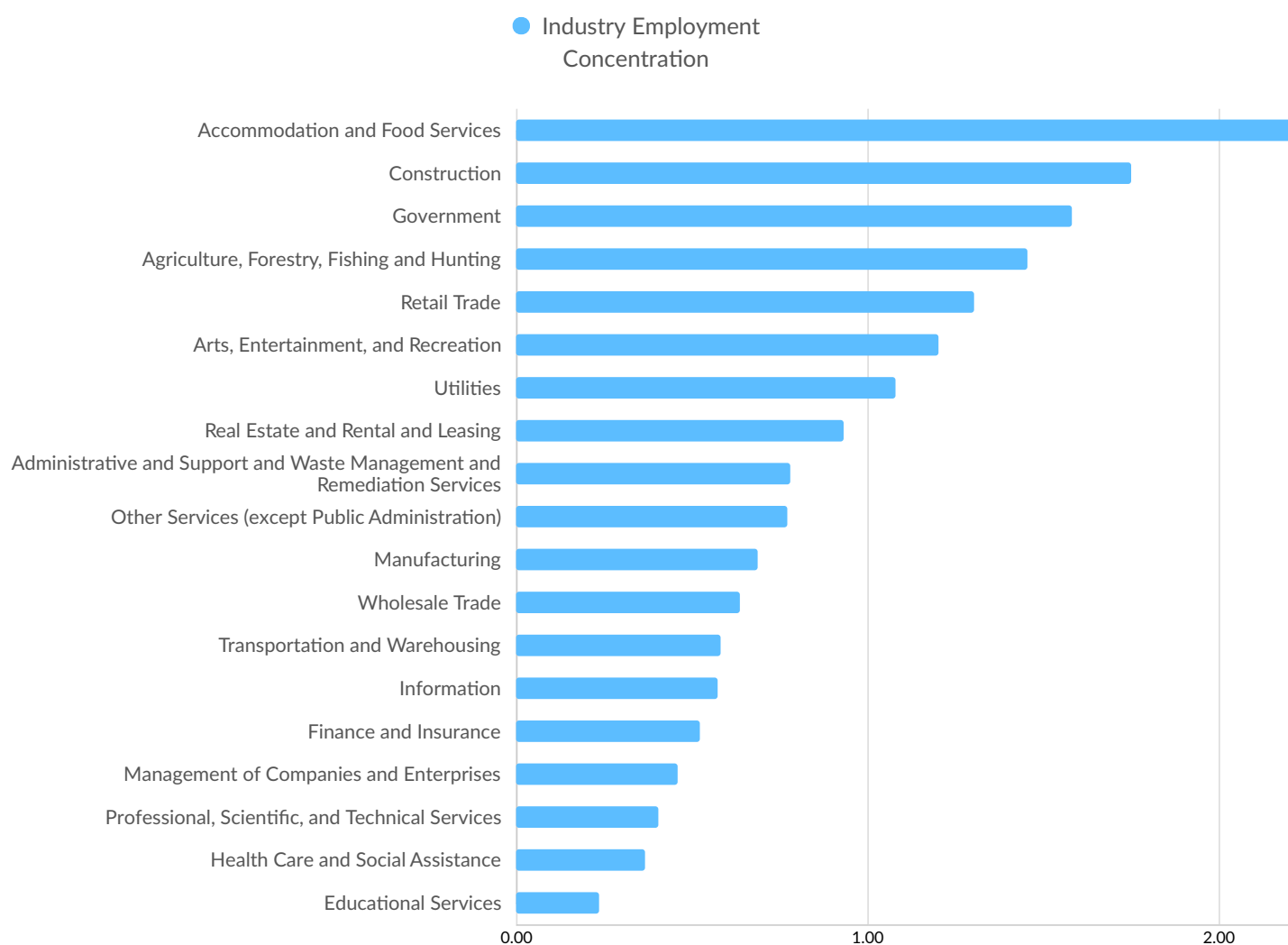
Largest Industries



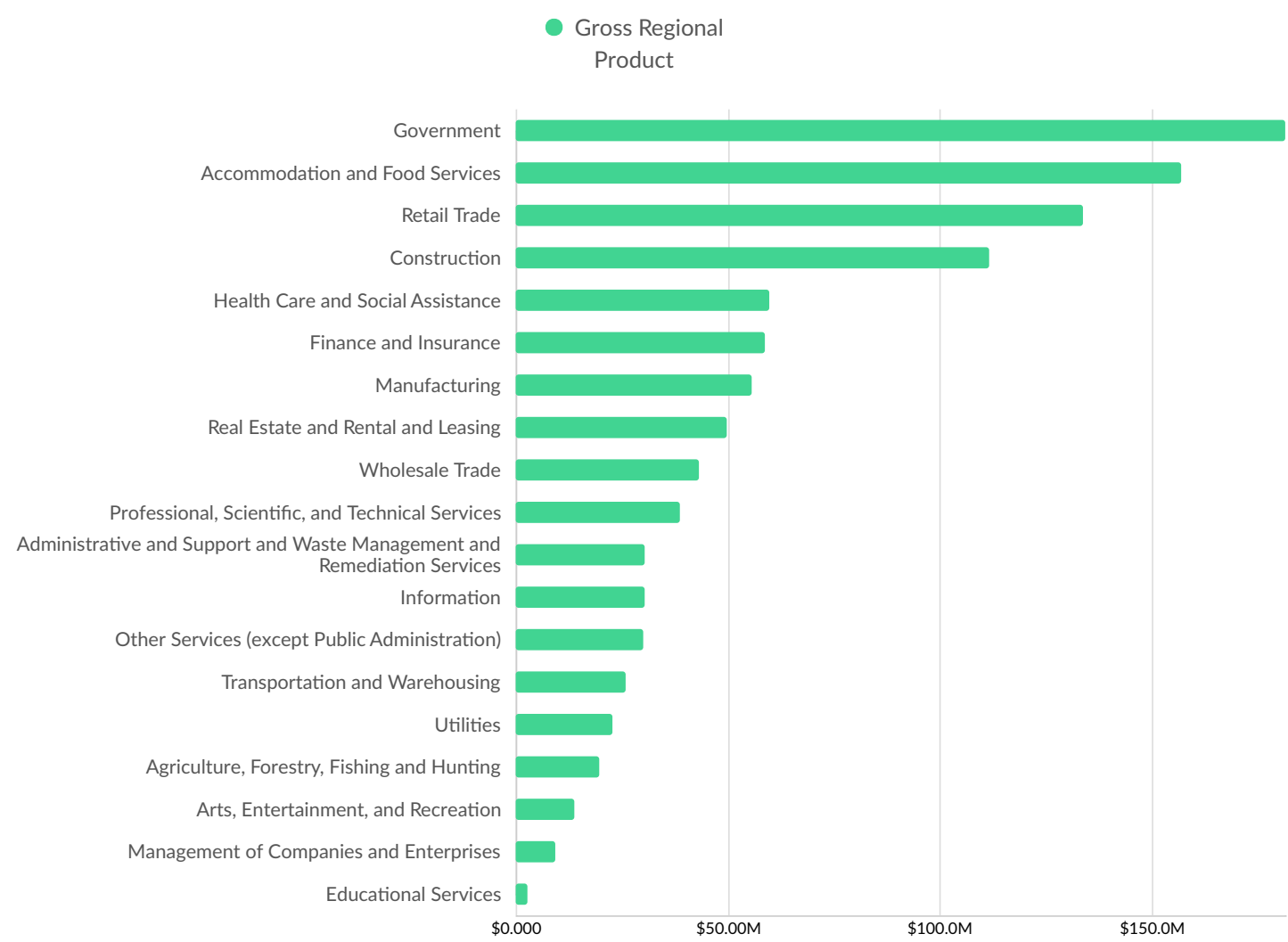
Top Growing Industries



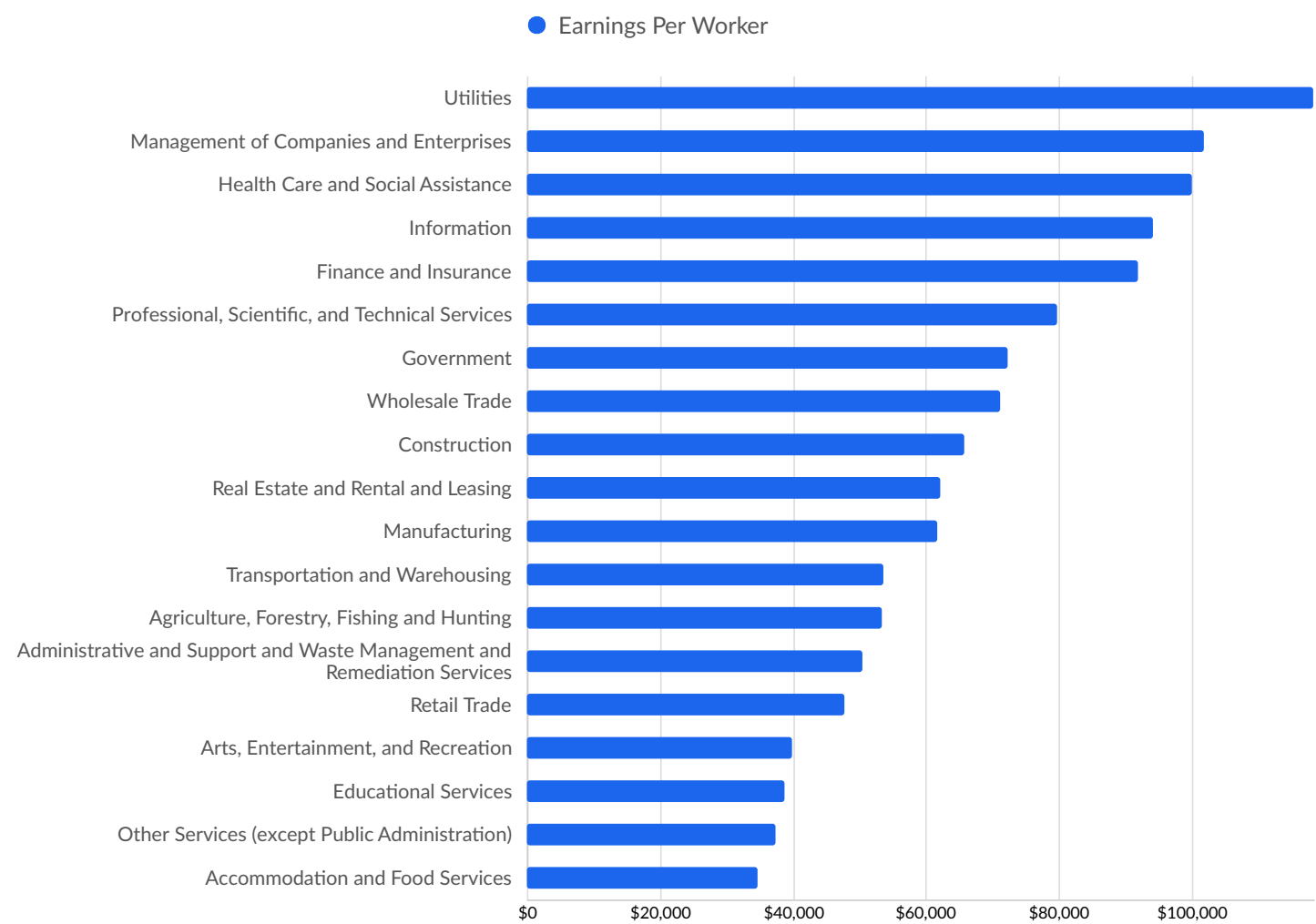
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



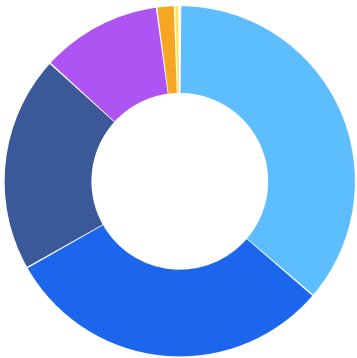
Business Characteristics

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

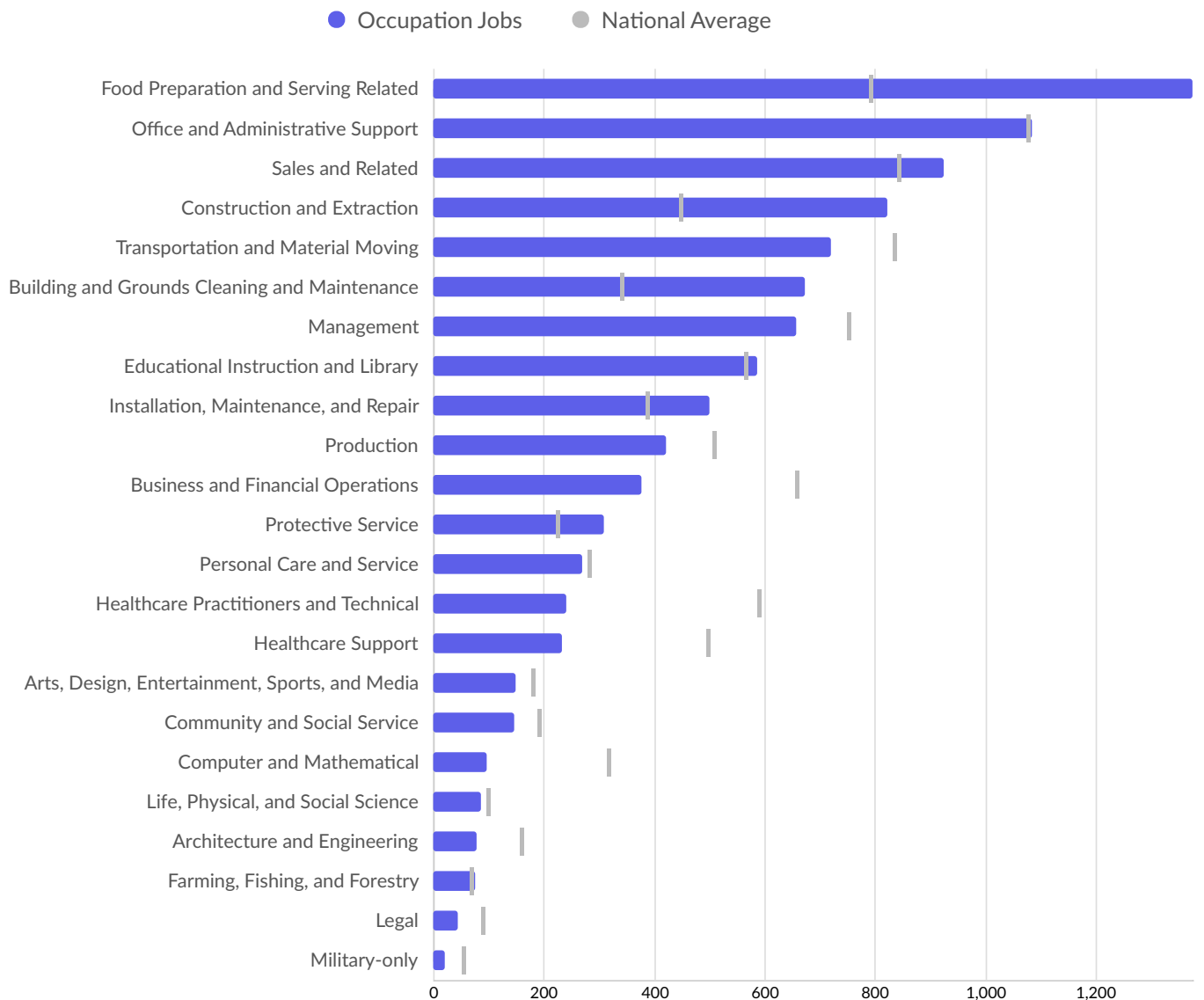


	Percentage	Business Count
1 to 4 employees	36.2%	530
5 to 9 employees	30.5%	447
10 to 19 employees	19.9%	292
20 to 49 employees	11.1%	163
50 to 99 employees	1.6%	24
100 to 249 employees	0.4%	6
500+ employees	0.1%	2

**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

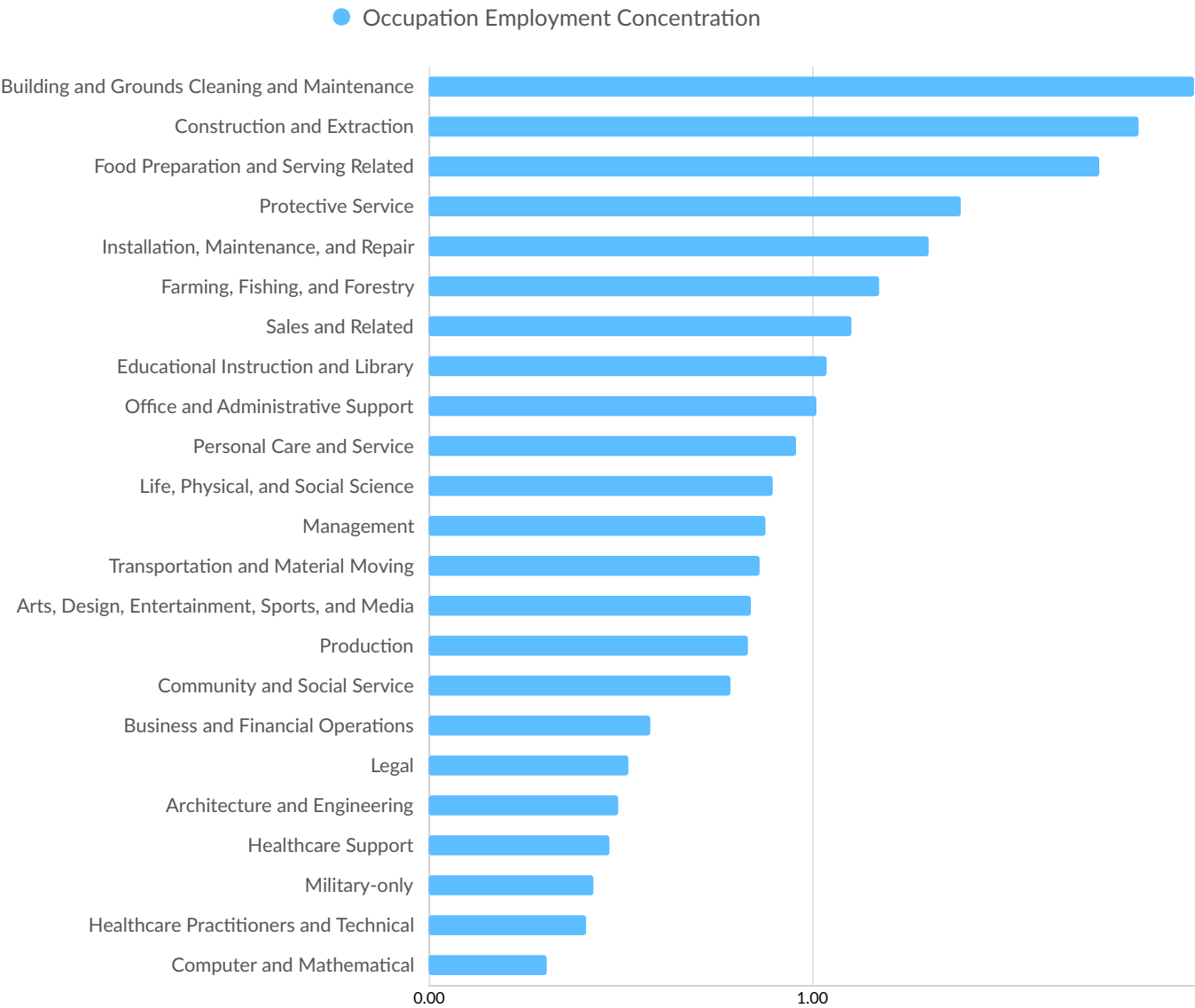
Largest Occupations



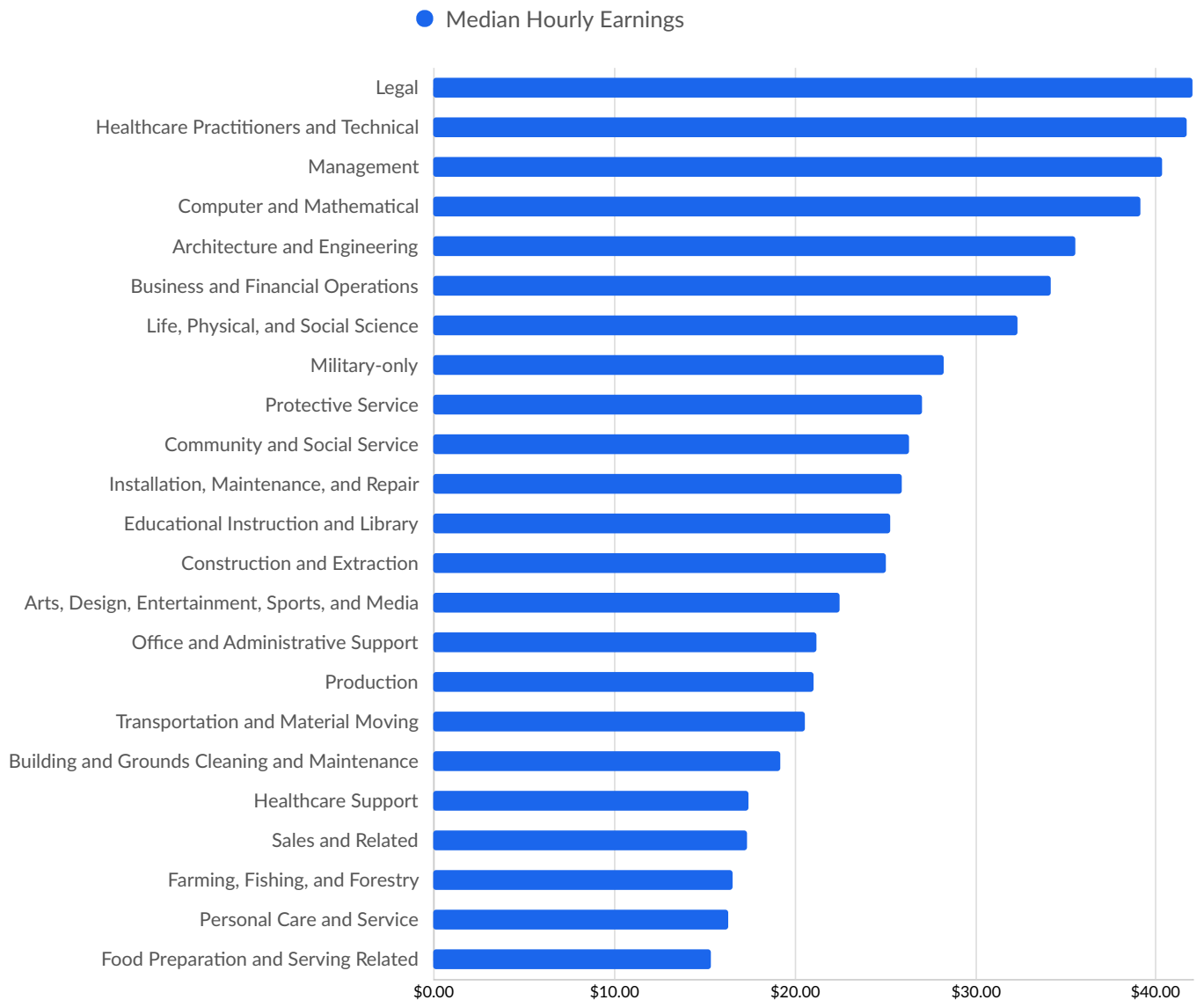
Top Growing Occupations



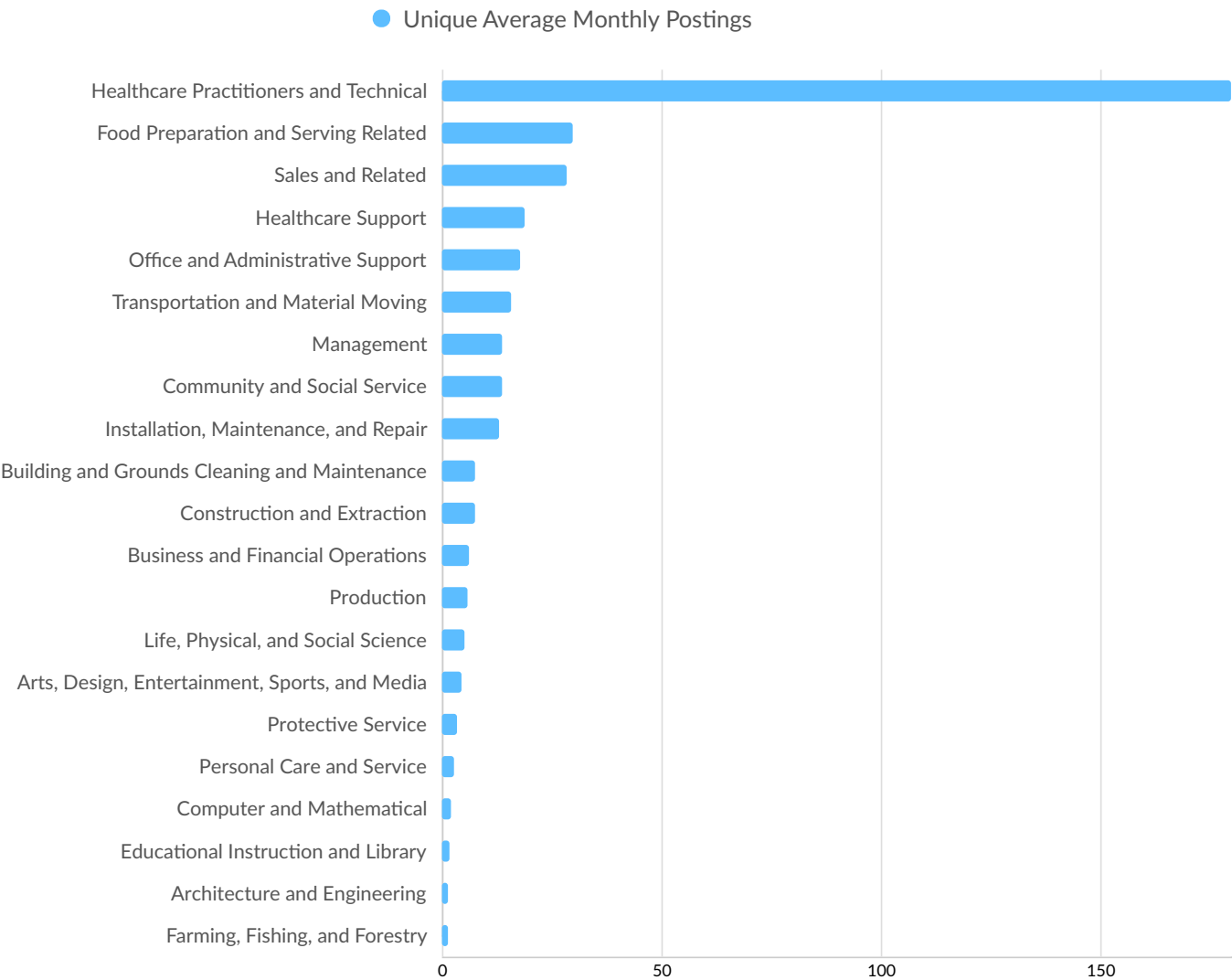
Top Occupation Employment Concentration



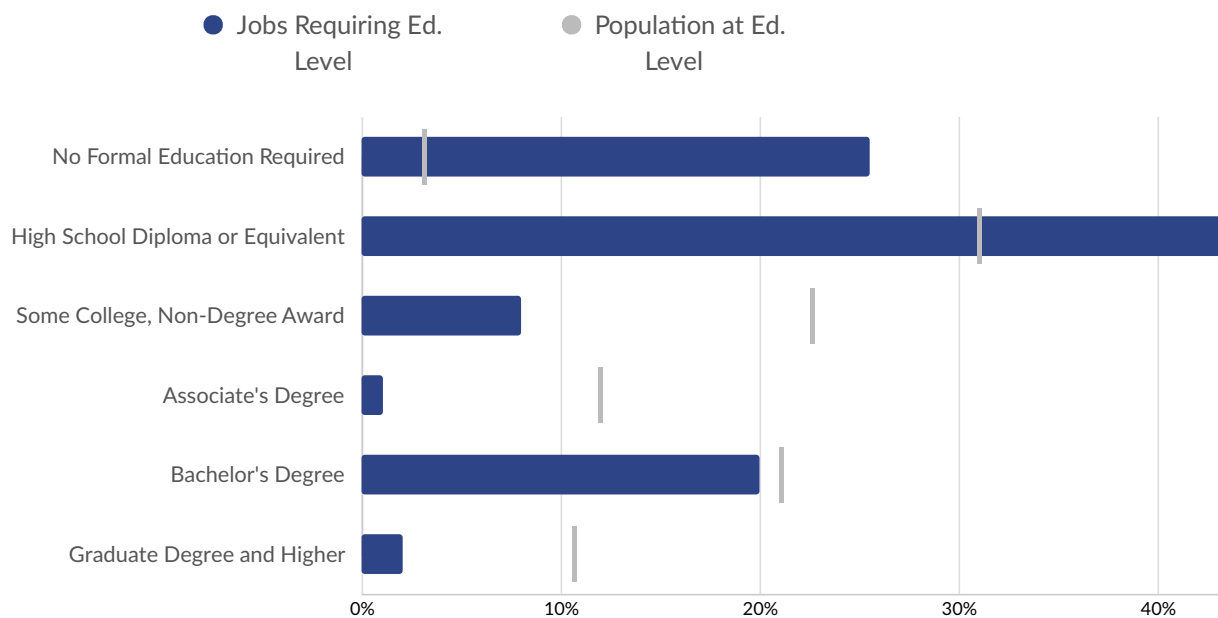
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

