

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

23,761

Population (2025)

Population **grew by 668** over the last 5 years and is projected to **grow by 785** over the next 5 years.

9,903

Total Regional Employment

Jobs **grew by 594** over the last 5 years and are projected to **grow by 424** over the next 5 years.

$68.4K

Median Household Income (2024)

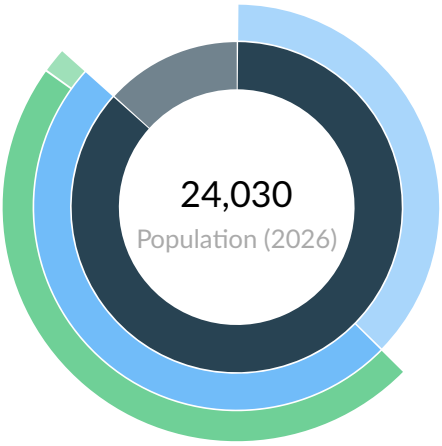
Median household income is **$12.3K below** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **increased by 2.9%** since 2020, growing by 668. Population is expected to **increase by 3.3%** between 2025 and 2030, adding 785.
- From 2020 to 2025, jobs **increased by 6.4%** in Vilas County, WI from 9,309 to **9,903**. This change **fell short of the national growth rate of 10.7% by 4.3%**. As the number of jobs increased, the **labor force participation rate decreased from 51.2% to 50.6% between 2020 and 2025**.
- Concerning educational attainment, **21.0% of Vilas County, WI residents possess a Bachelor's Degree** (0.8% below the national average), and **11.9% hold an Associate's Degree** (3.1% 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 (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	24,030	11,851	9,903	103.3	$1.25B	$1.89B	$1.33B
State	5,995,935	3,191,892	3,272,992	100.3	$465.83B	$405.24B	$440.26B

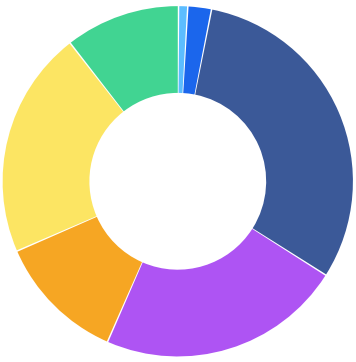
Jul 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	20,811
Not in Labor Force (16+)	8,960
Labor Force	11,851
Employed	11,424
Unemployed	427
Under 16, Military, and institutionalized Population	3,219

Educational Attainment

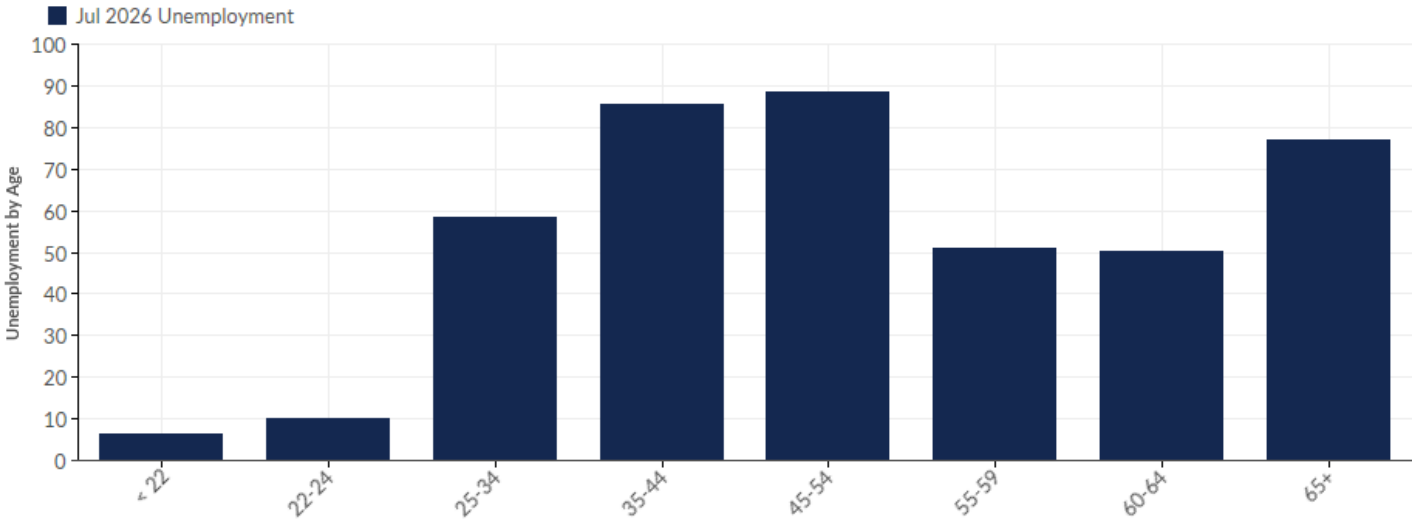
Concerning educational attainment, **21.0% of Vilas County, WI residents possess a Bachelor's Degree** (0.8% below the national average), and **11.9% hold an Associate's Degree** (3.1% above the national average).



	% of Population	Population
Less Than 9th Grade	0.8%	161
9th Grade to 12th Grade	2.2%	414
High School Diploma	30.9%	5,878
Some College	22.6%	4,295
Associate's Degree	11.9%	2,266
Bachelor's Degree	21.0%	3,993
Graduate Degree and Higher	10.6%	2,016

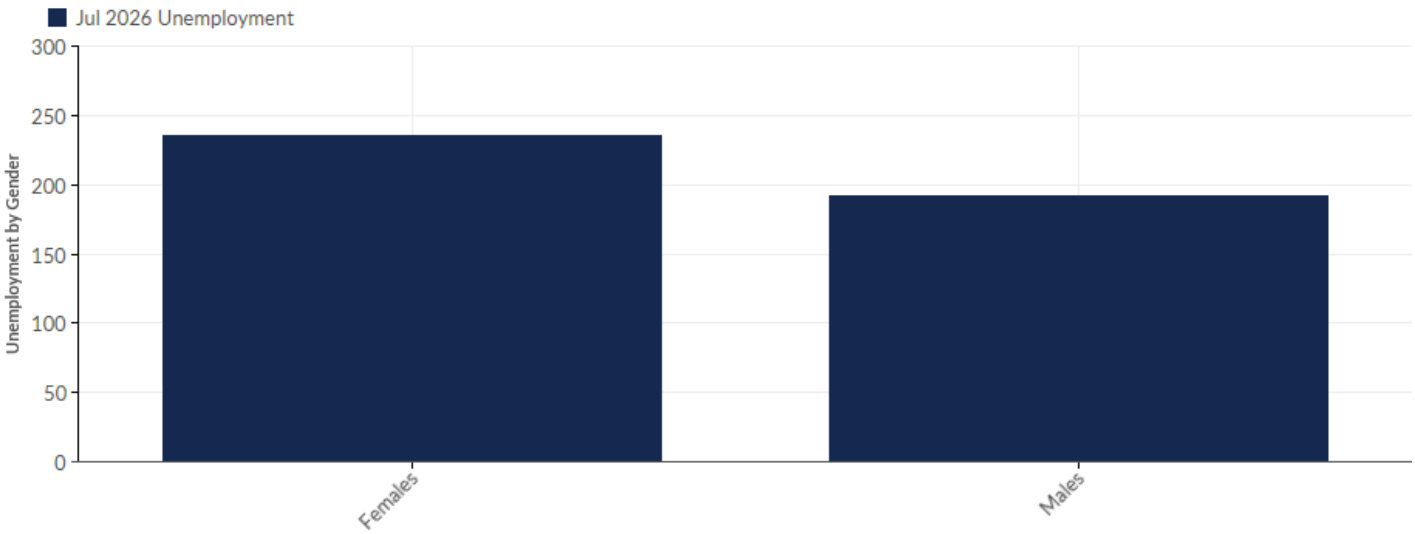
Unemployment by Demographics

Unemployment by Age



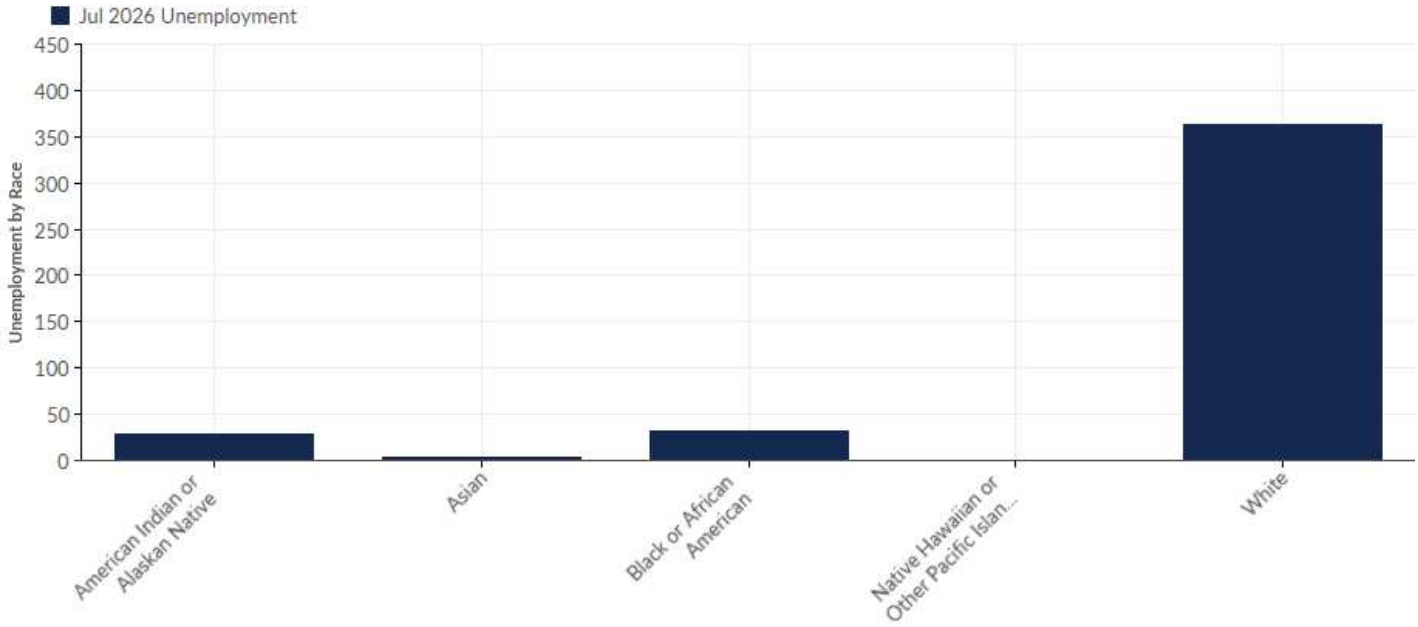
Age		Unemployment (Jul 2026)	% of Unemployed
< 22		6	1.41%
22-24		10	2.34%
25-34		58	13.58%
35-44		86	20.14%
45-54		88	20.61%
55-59		51	11.94%
60-64		50	11.71%
65+		77	18.03%
	Total	427	100.00%

Unemployment by Gender



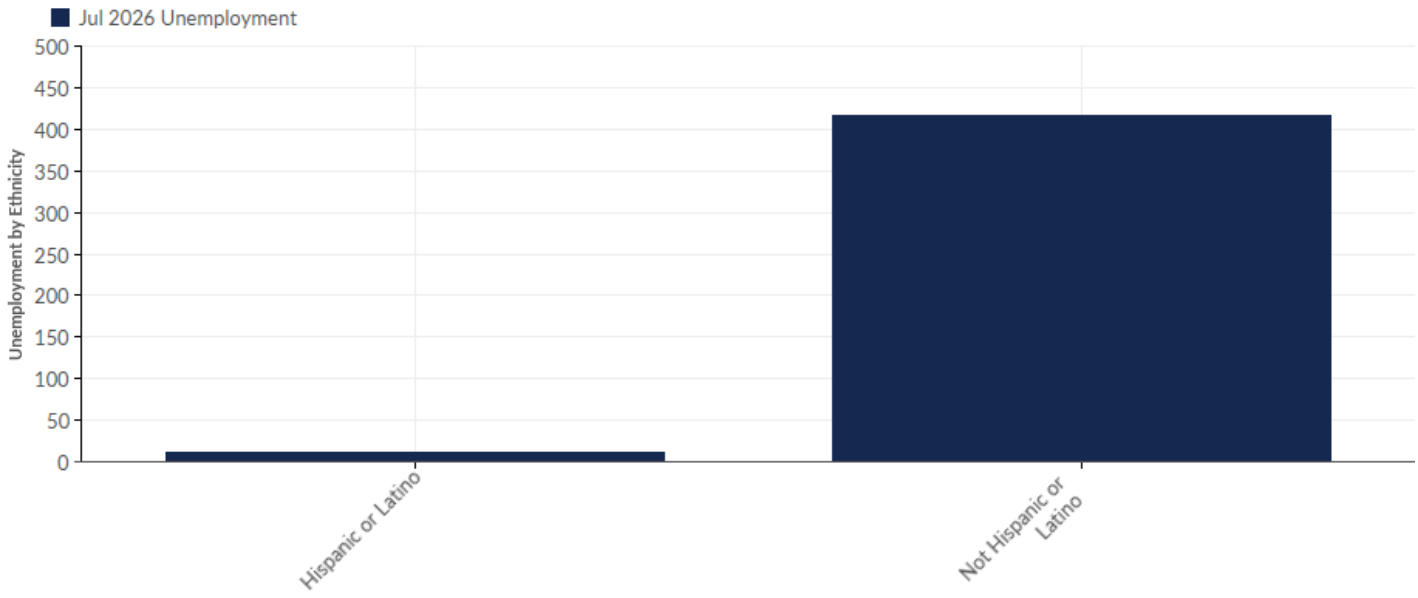
Gender		Unemployment (Jul 2026)	% of Unemployed
Females		235	55.04%
Males		192	44.96%
	Total	427	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	28	6.56%
Asian	3	0.70%
Black or African American	32	7.49%
Native Hawaiian or Other Pacific Islander	1	0.23%
White	363	85.01%
Total	427	100.00%

Unemployment by Ethnicity

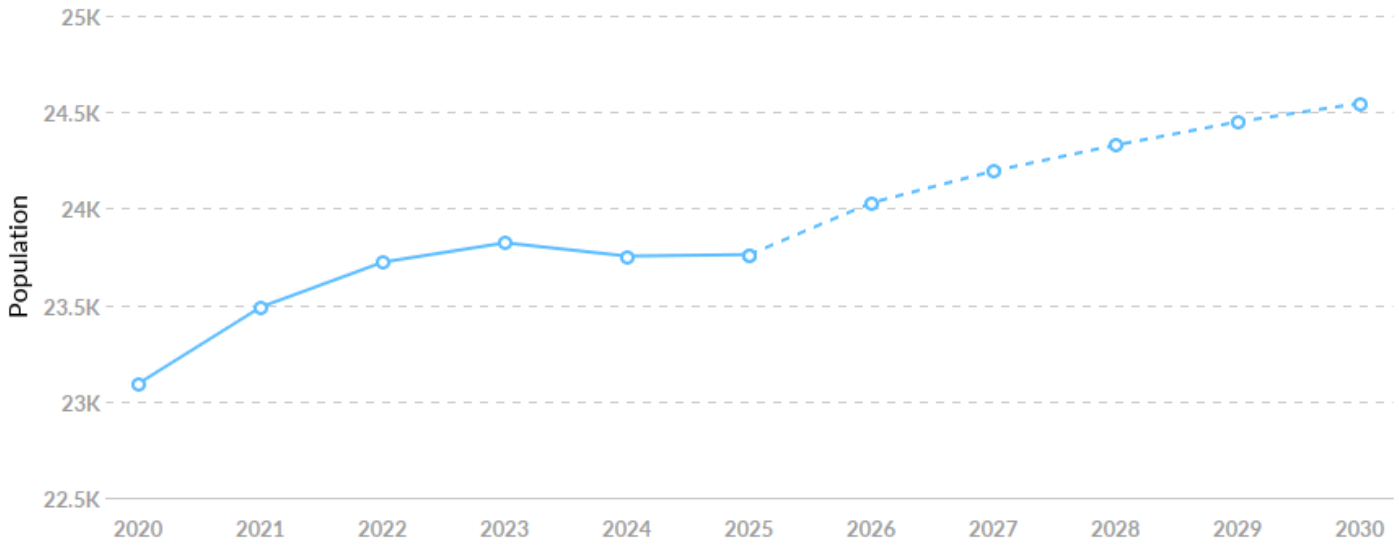


Ethnicity		Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino		11	2.58%
Not Hispanic or Latino		416	97.42%
	Total	427	100.00%

Historic & Projected Trends

Population Trends

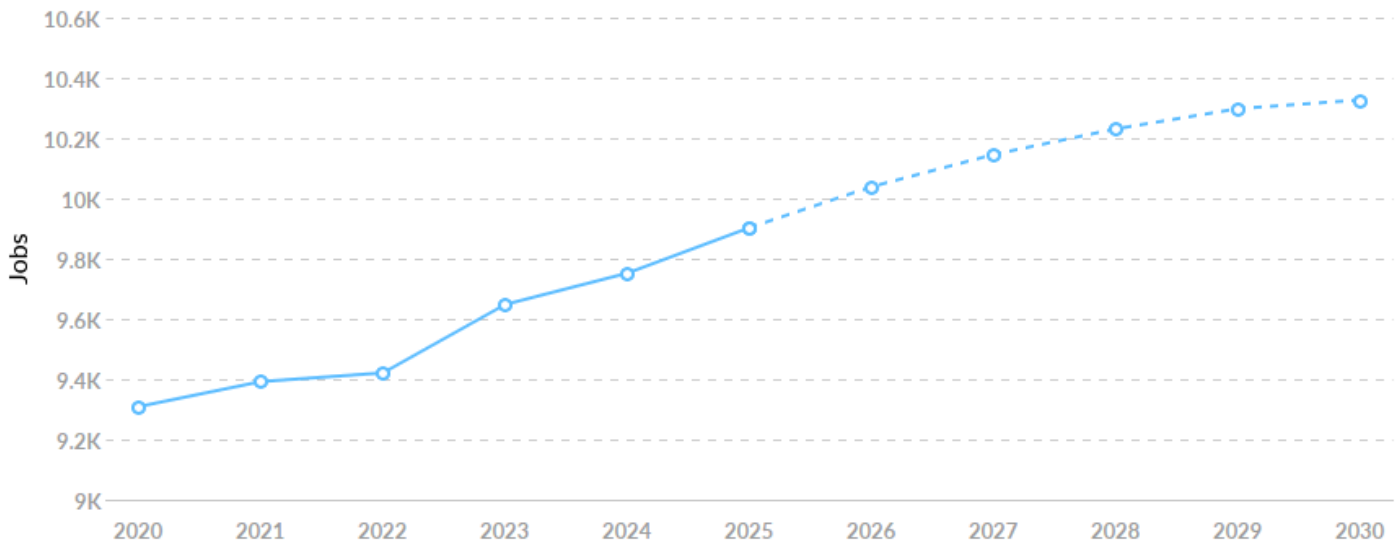
As of 2025 the region's population **increased by 2.9%** since 2020, growing by 668. Population is expected to **increase by 3.3%** between 2025 and 2030, adding 785.



Timeframe	Population
2020	23,093
2021	23,489
2022	23,722
2023	23,822
2024	23,753
2025	23,761
2026	24,030
2027	24,195
2028	24,329
2029	24,450
2030	24,546

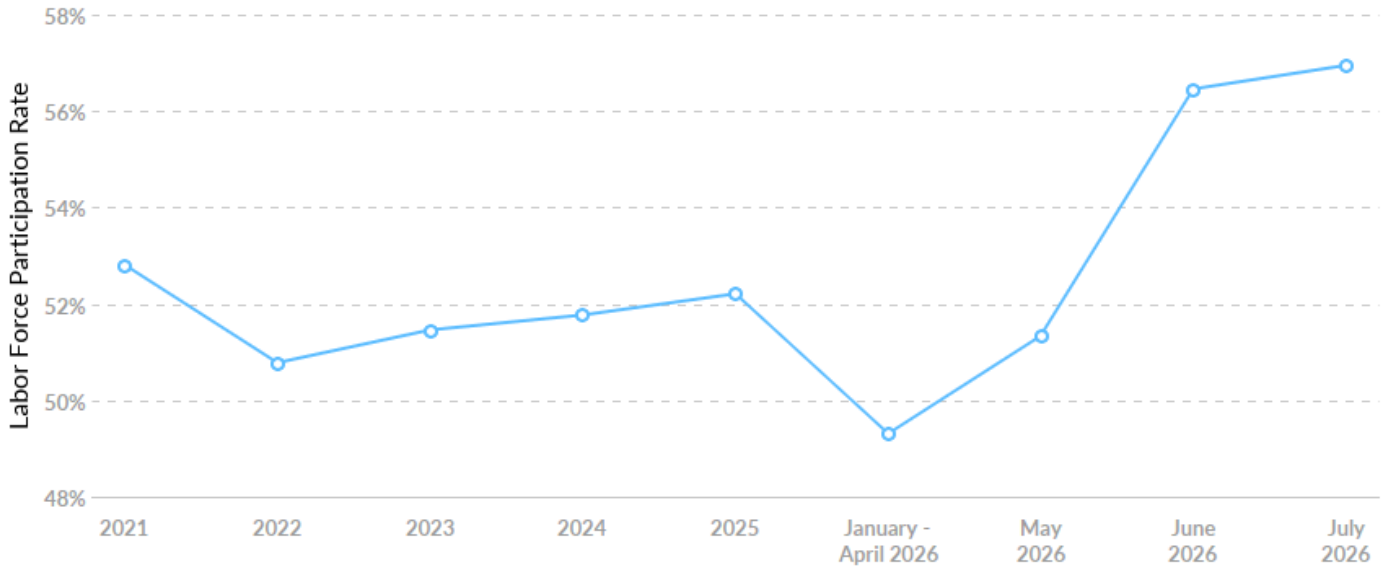
Job Trends

From 2020 to 2025, jobs **increased by 6.4%** in Vilas County, WI from 9,309 to **9,903**. This change **fell short of the national growth rate of 10.7% by 4.3%**.



Timeframe	Jobs
2020	9,309
2021	9,392
2022	9,421
2023	9,648
2024	9,752
2025	9,903
2026	10,039
2027	10,146
2028	10,231
2029	10,298
2030	10,327

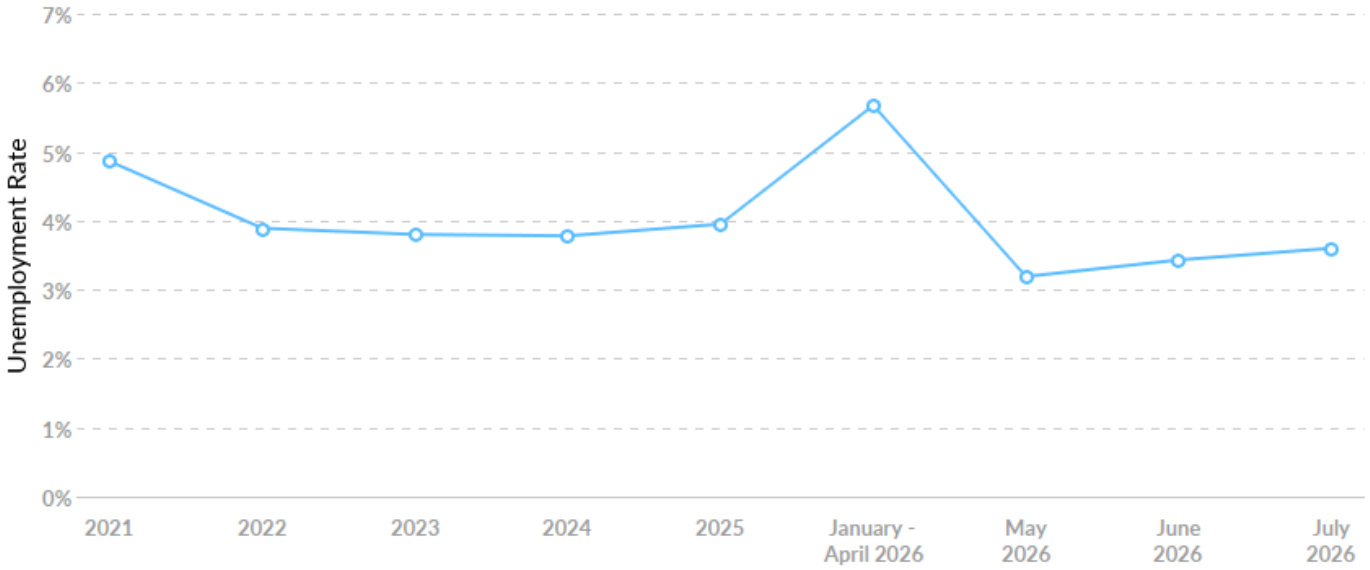
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	52.81%
2022	50.78%
2023	51.46%
2024	51.77%
2025	52.21%
January - April 2026	49.31%
May 2026	51.34%
June 2026	56.46%
July 2026	56.95%

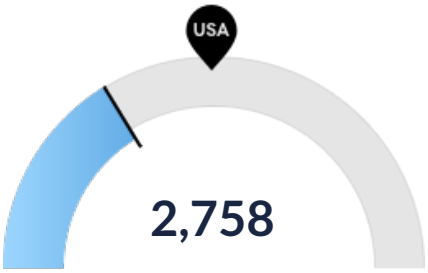
Unemployment Rate Trends

Vilas County, WI had a July 2026 unemployment rate of 3.60%, **decreasing from 4.86%** 5 years before.



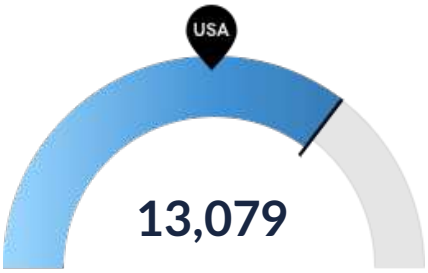
Timeframe	Unemployment Rate
2021	4.86%
2022	3.89%
2023	3.80%
2024	3.78%
2025	3.95%
January - April 2026	5.67%
May 2026	3.19%
June 2026	3.43%
July 2026	3.60%

Population Characteristics



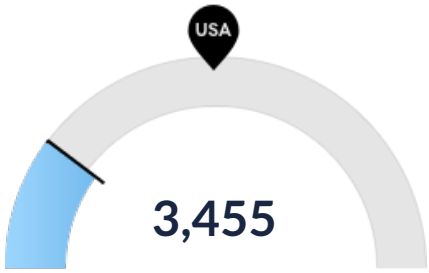
Millennials

Vilas County, WI has 2,758 millennials (ages 25-39). The national average for an area this size is 4,848.



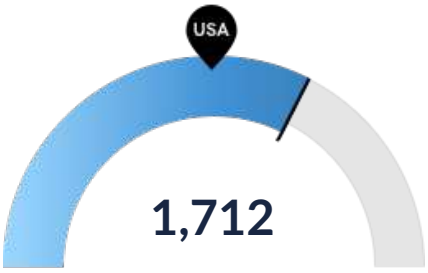
Retiring Soon

Retirement risk is high in Vilas County, WI. The national average for an area this size is 7,356 people 55 or older, while there are 13,079 here.



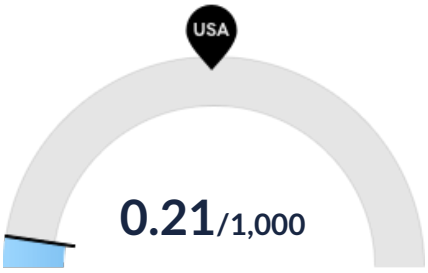
Racial Diversity

Racial diversity is low in Vilas County, WI. The national average for an area this size is 10,429 racially diverse people, while there are 3,455 here.



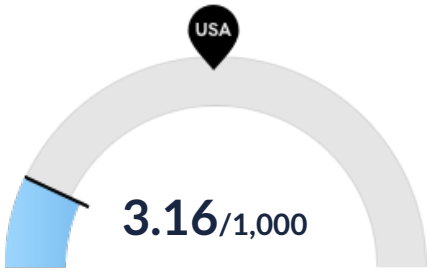
Veterans

Vilas County, WI has 1,712 veterans. The national average for an area this size is 1,131.



Violent Crime

Vilas County, WI has 0.21 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

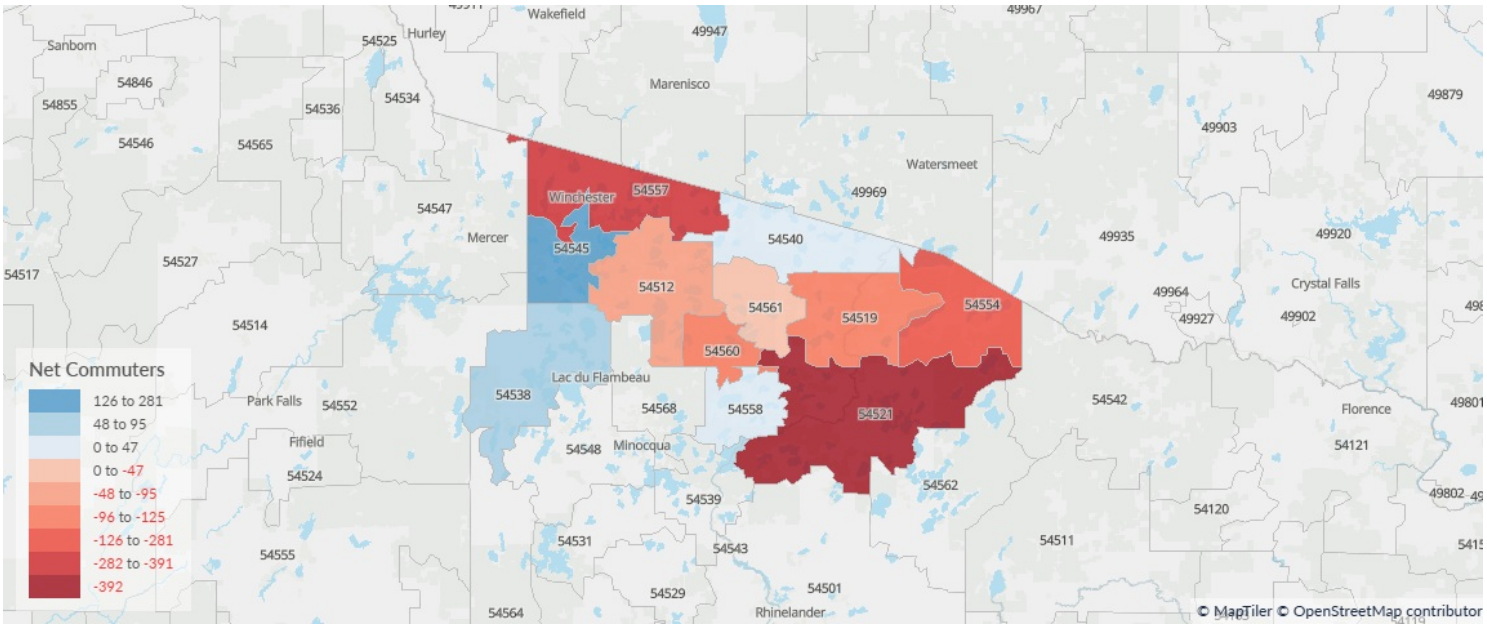


Property Crime

Vilas County, WI has 3.16 property crimes per 1,000 people. The national rate is 14.58 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 ...	4,400
54558	Saint Germain, WI (in Vi...	1,123
54538	Lac Du Flambeau, WI (i...	984
54545	Manitowish Waters, WI...	669
54540	Land O Lakes, WI (in Vil...	598

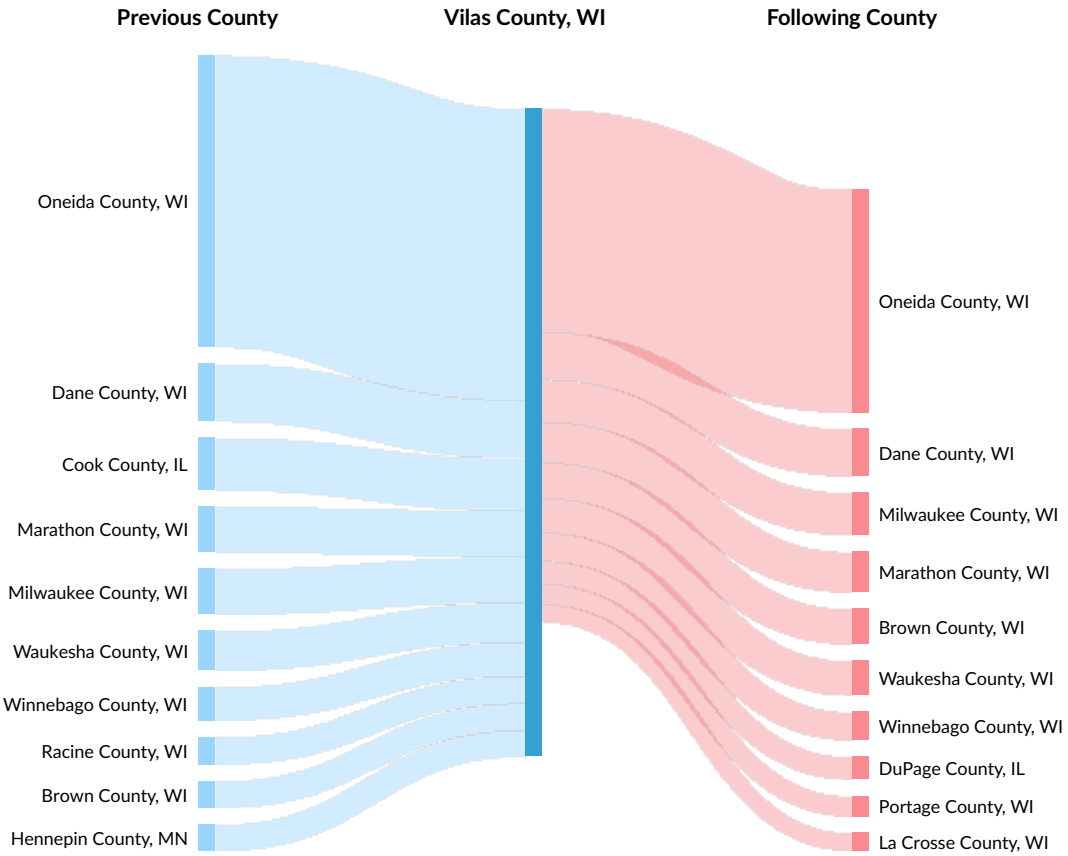
Where Talent Lives

ZIP	Name	2025 Workers
54521	Eagle River, WI (in Vilas ...	4,792
54558	Saint Germain, WI (in Vi...	1,118
54538	Lac Du Flambeau, WI (i...	914
54519	Conover, WI (in Vilas co...	667
54554	Phelps, WI (in Vilas cou...	628

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.



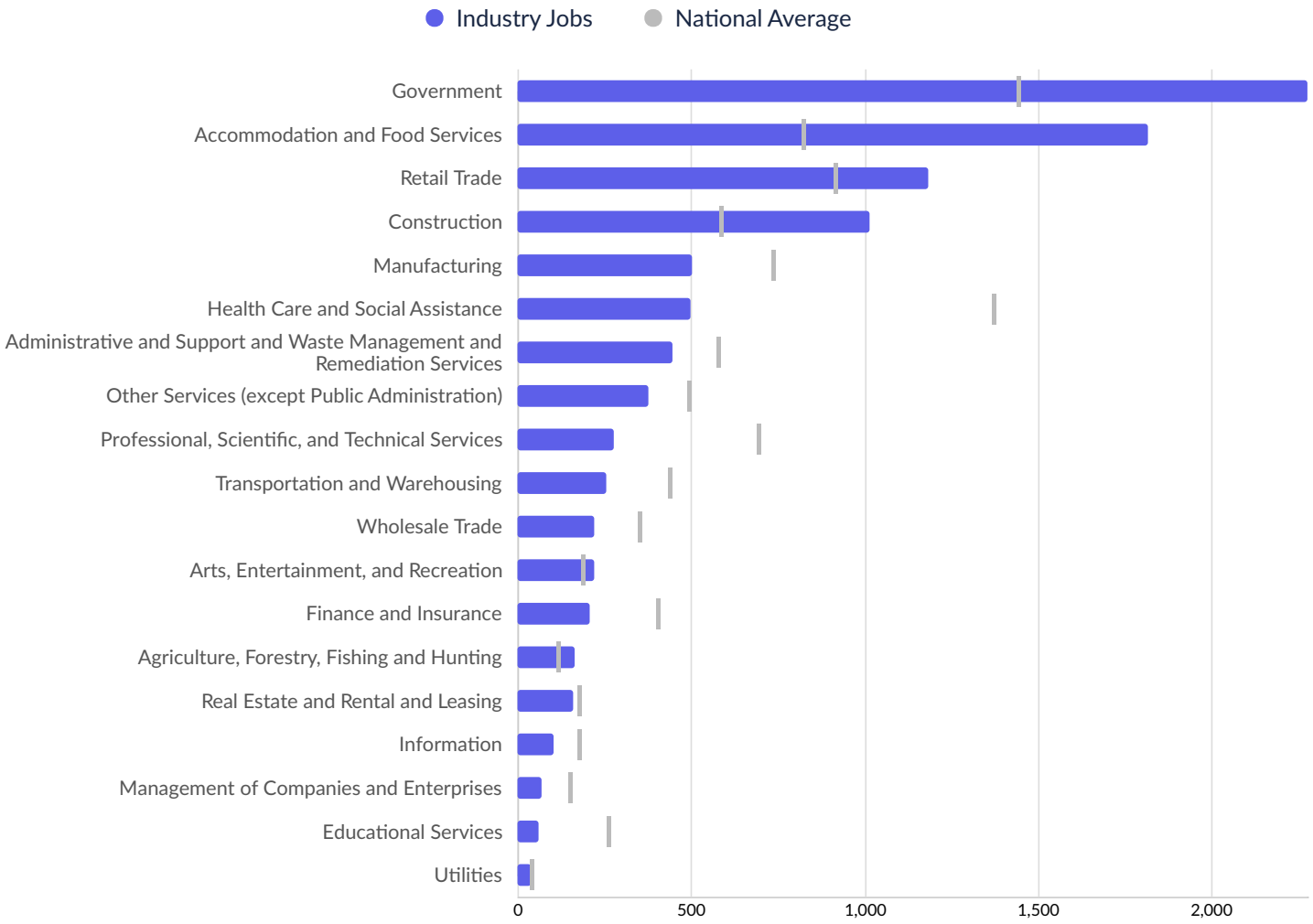
Top Previous Counties	Migrations
Oneida County, WI	262
Dane County, WI	52
Cook County, IL	47
Marathon County, WI	41
Milwaukee County, WI	41
Waukesha County, WI	36

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

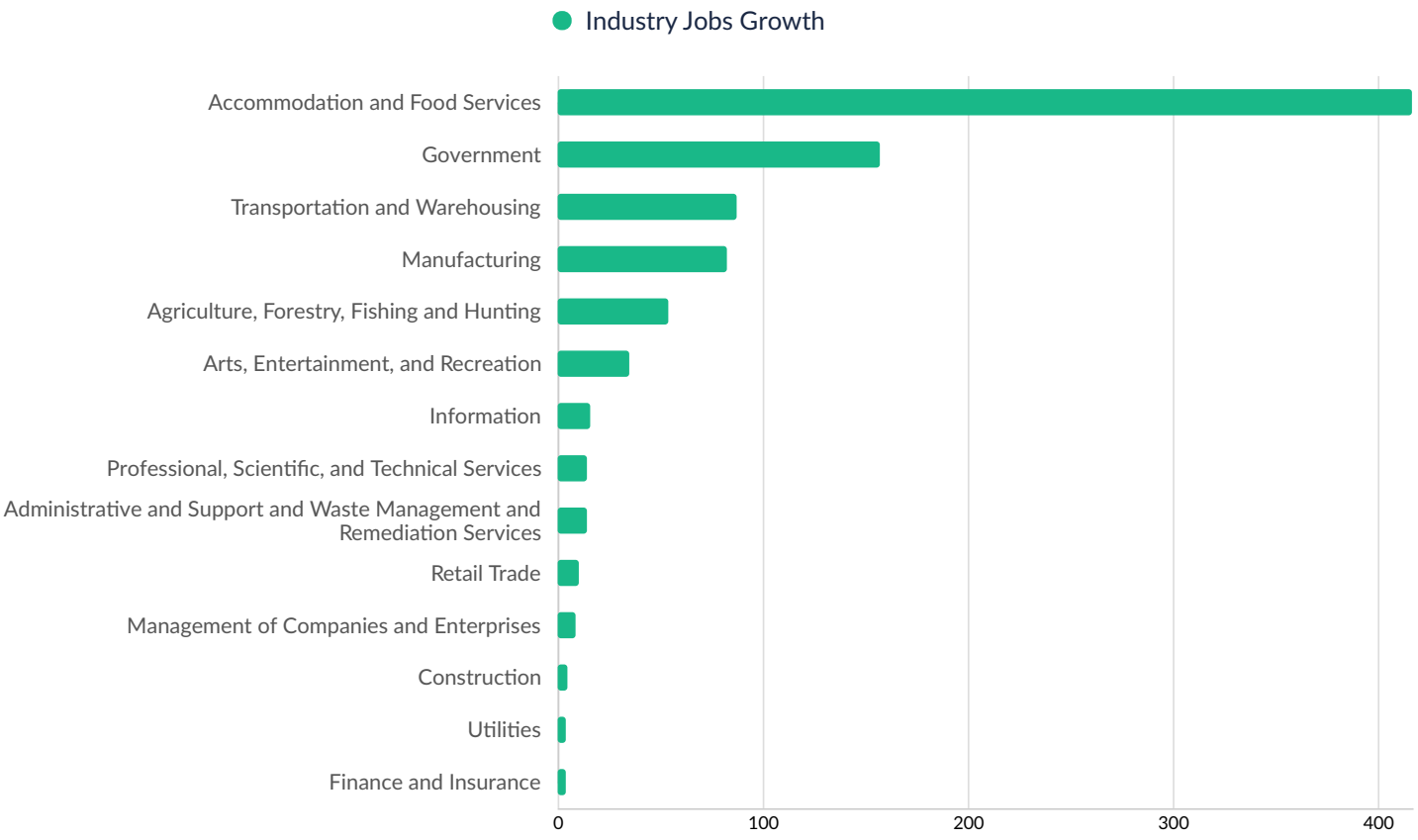
Top Following Counties	Migrations
Oneida County, WI	201
Dane County, WI	43
Milwaukee County, WI	38
Marathon County, WI	37
Brown County, WI	32
Waukesha County, WI	31
Winnebago County, WI	26
DuPage County, IL	21
Portage County, WI	18
La Crosse County, WI	16
Sumter County, FL	16
Riverside County, CA	15
Hennepin County, MN	14
Sarasota County, FL	13
Polk County, IA	12

Industry Characteristics

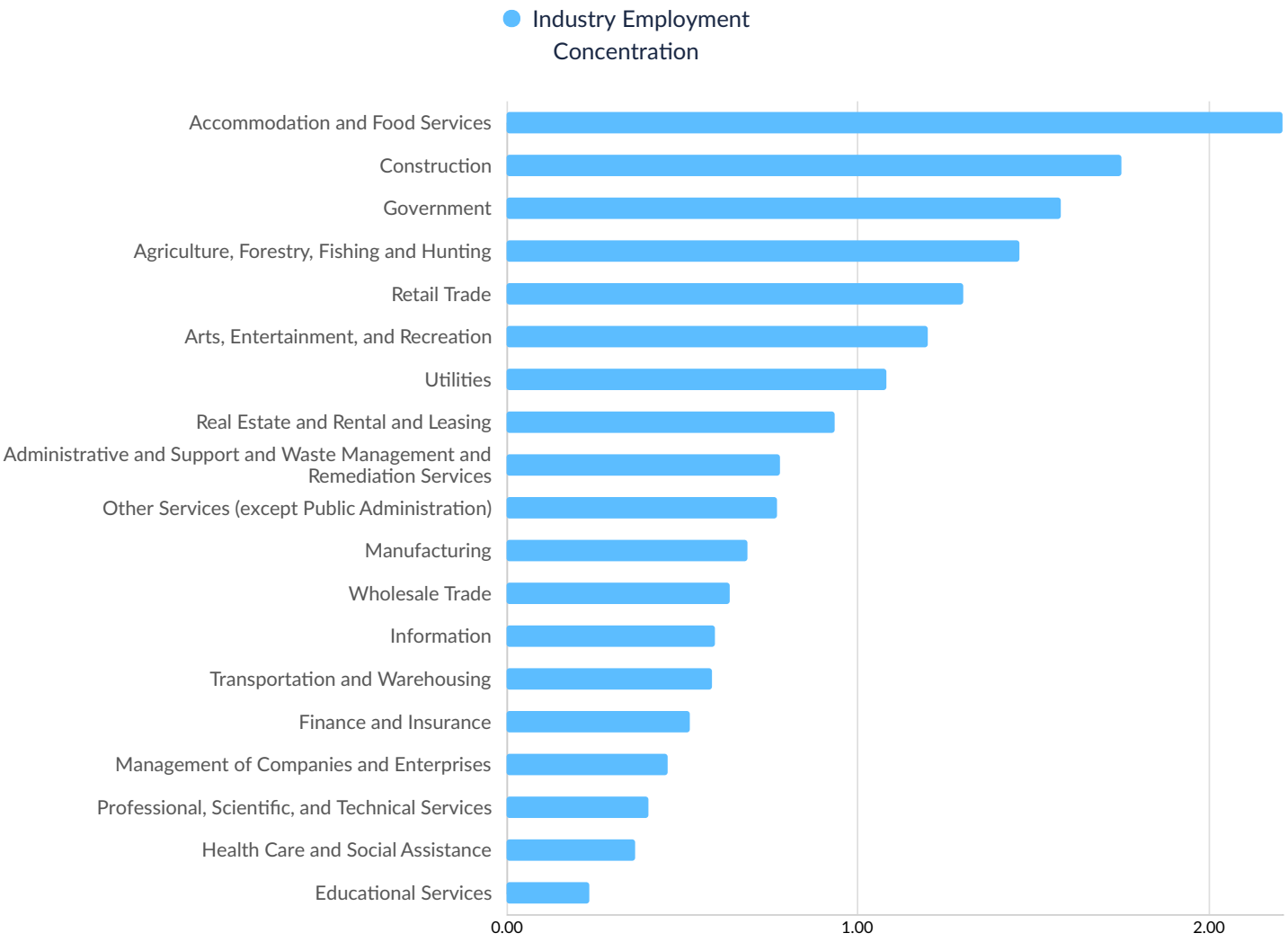
Largest Industries



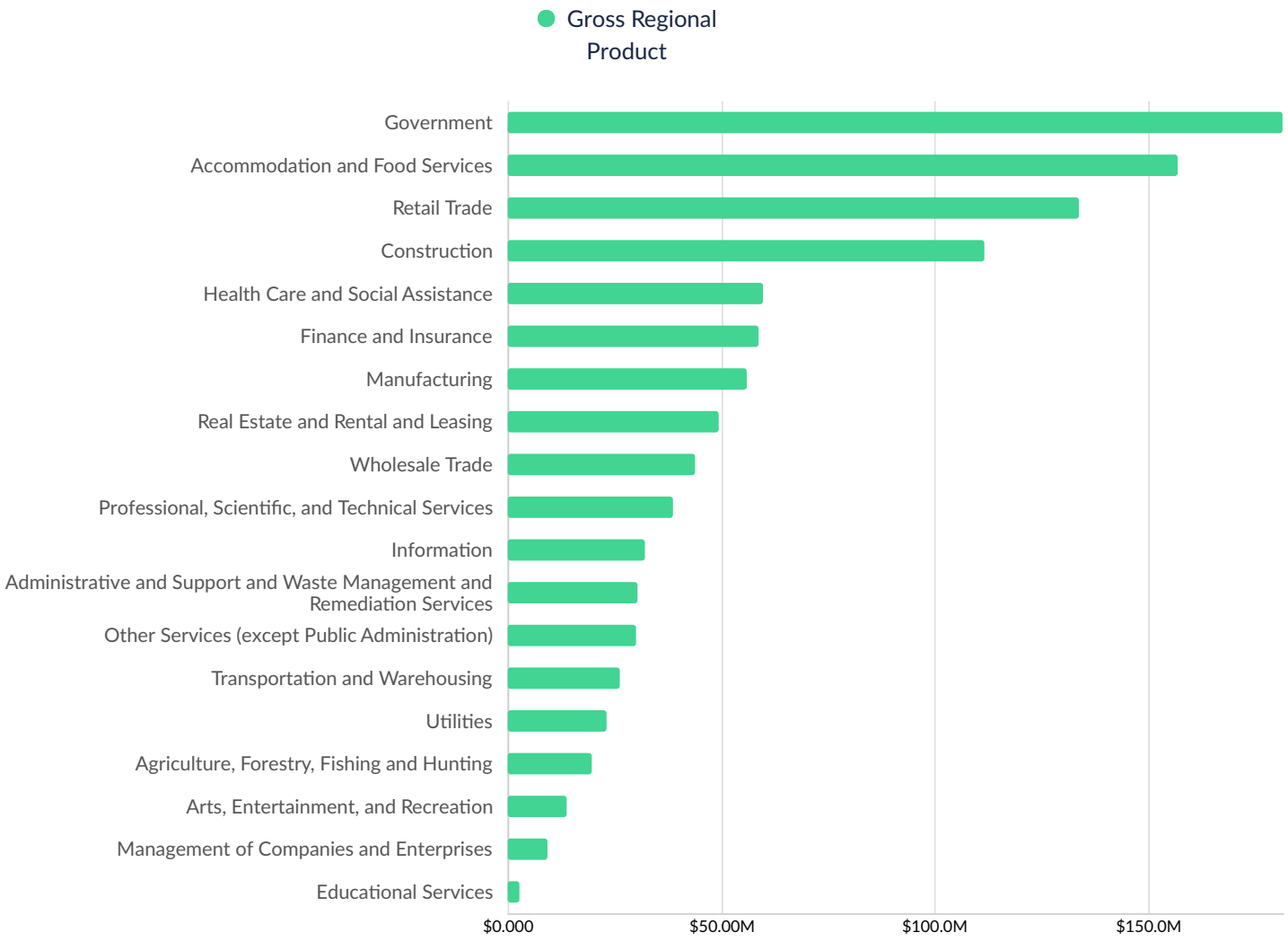
Top Growing Industries



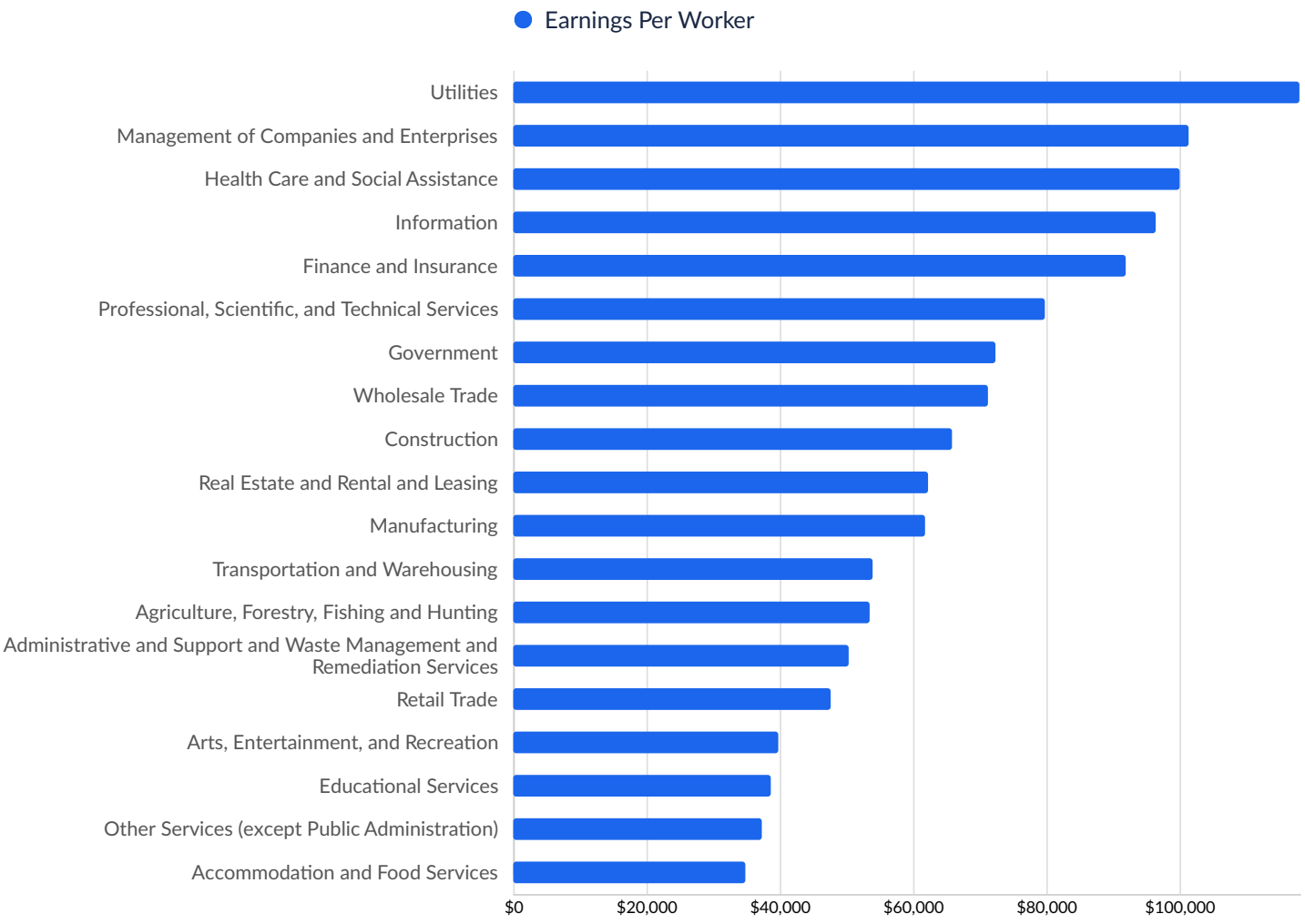
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

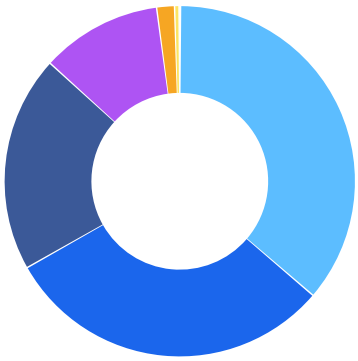
1,775 Companies Employ Your Workers

Online profiles for your workers mention 1,775 companies as employers, with the top 10 appearing below. In the last 12 months, 519 companies in Vilas County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Lake Of The Torches Resort Casi...	53
Northland Pines School District	52
Marshfield Clinic	40
State of Wisconsin	32
Vilas County	31
Lac Du Flambeau Band Of Lake ...	30
Ministry Health Care	25
Lac Du Flambeau Tribe	24
Aspirus	22
Great Lakes Inter-Tribal Council	22

Top Companies Posting	Unique Postings
Weatherby Healthcare	233
CompHealth	229
Providence	212
Headway	75
Pick And Save	71
Aspirus	68
Kroger	66
Eau Holdings	62
Medicus Healthcare Solutions	42
Taco Bell	41

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

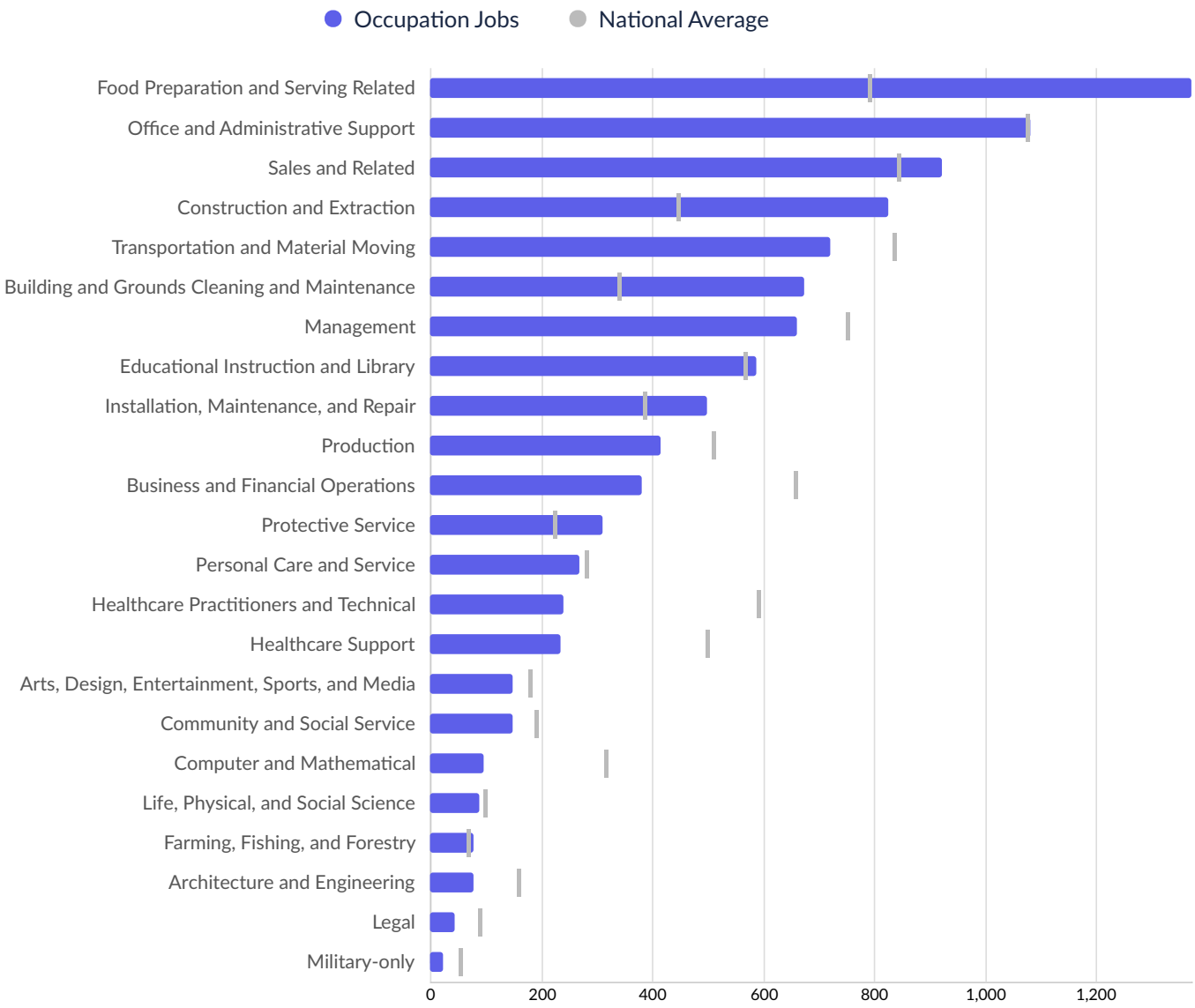
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Layoff Activity (Reported WARN Notices)

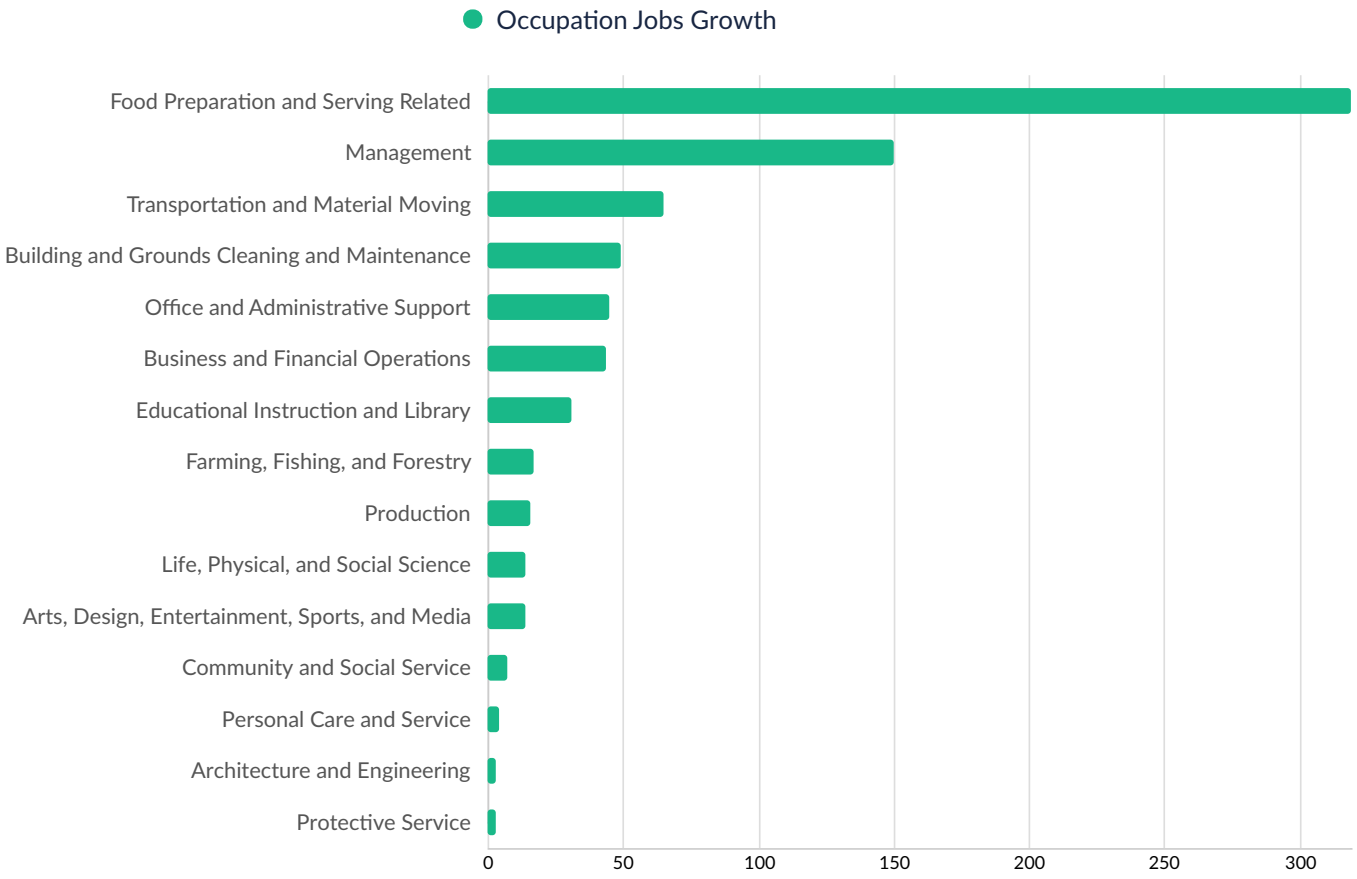
No WARN layoff events were found for the selected region and time period.

Workforce Characteristics

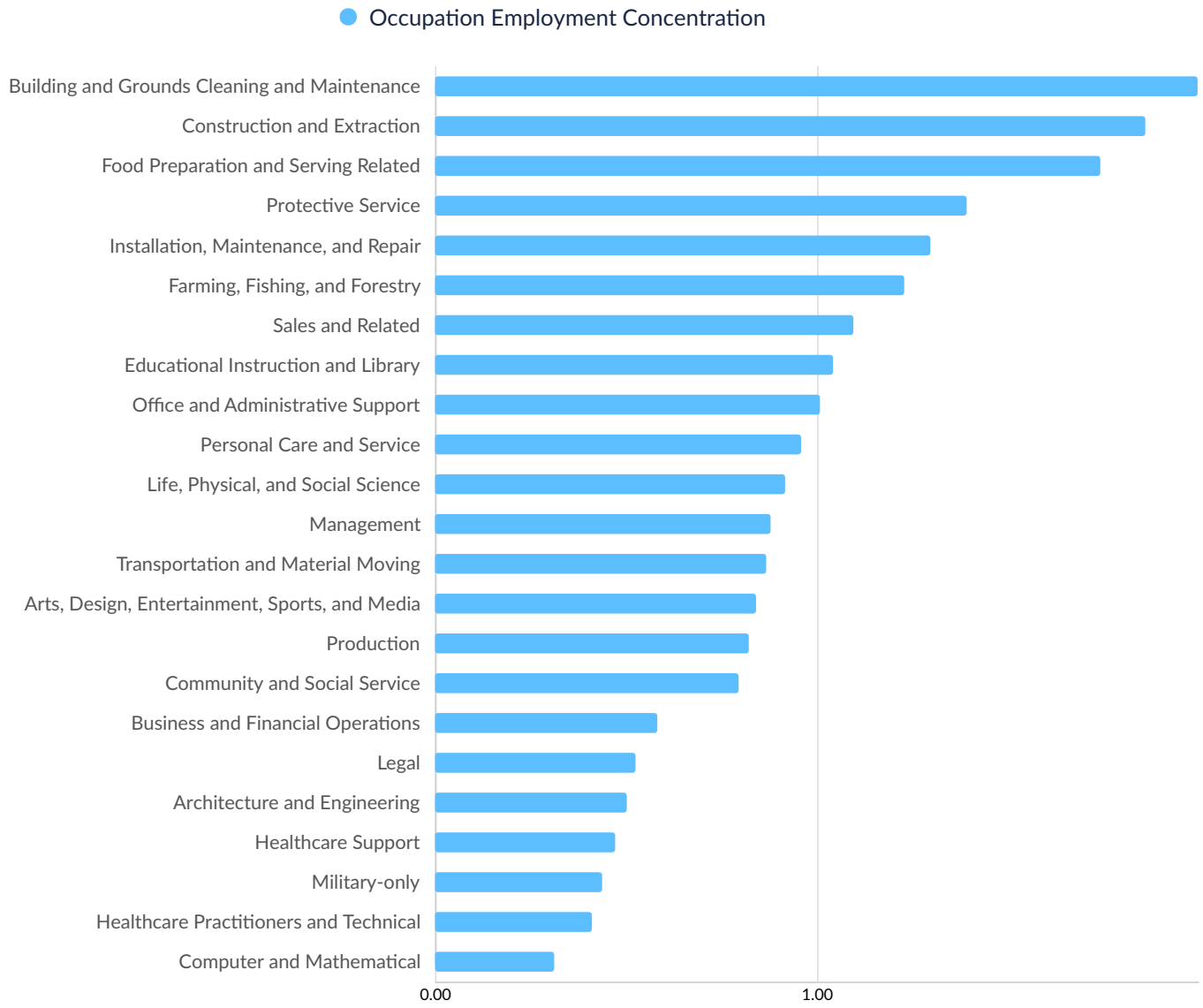
Largest Occupations



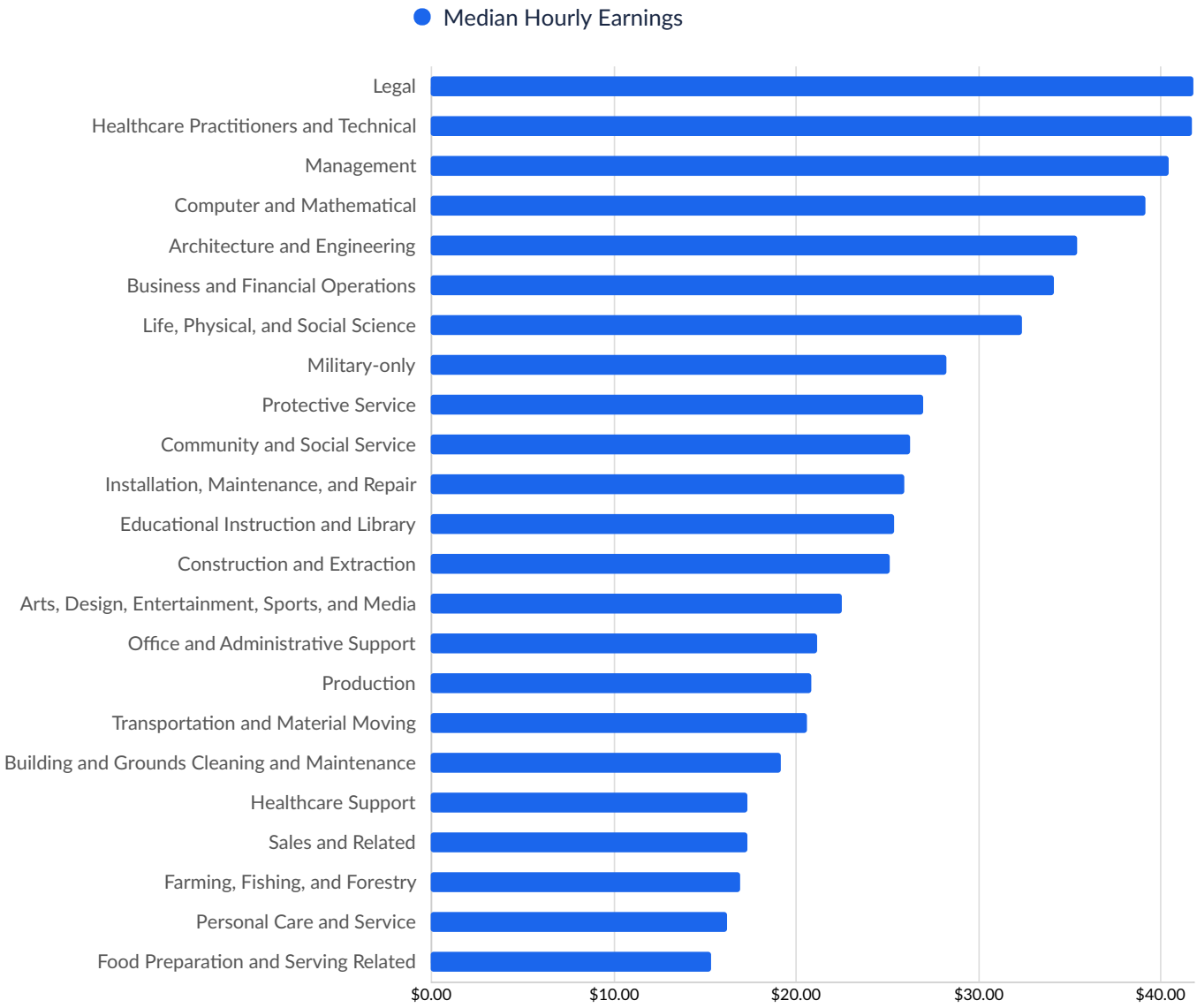
Top Growing Occupations



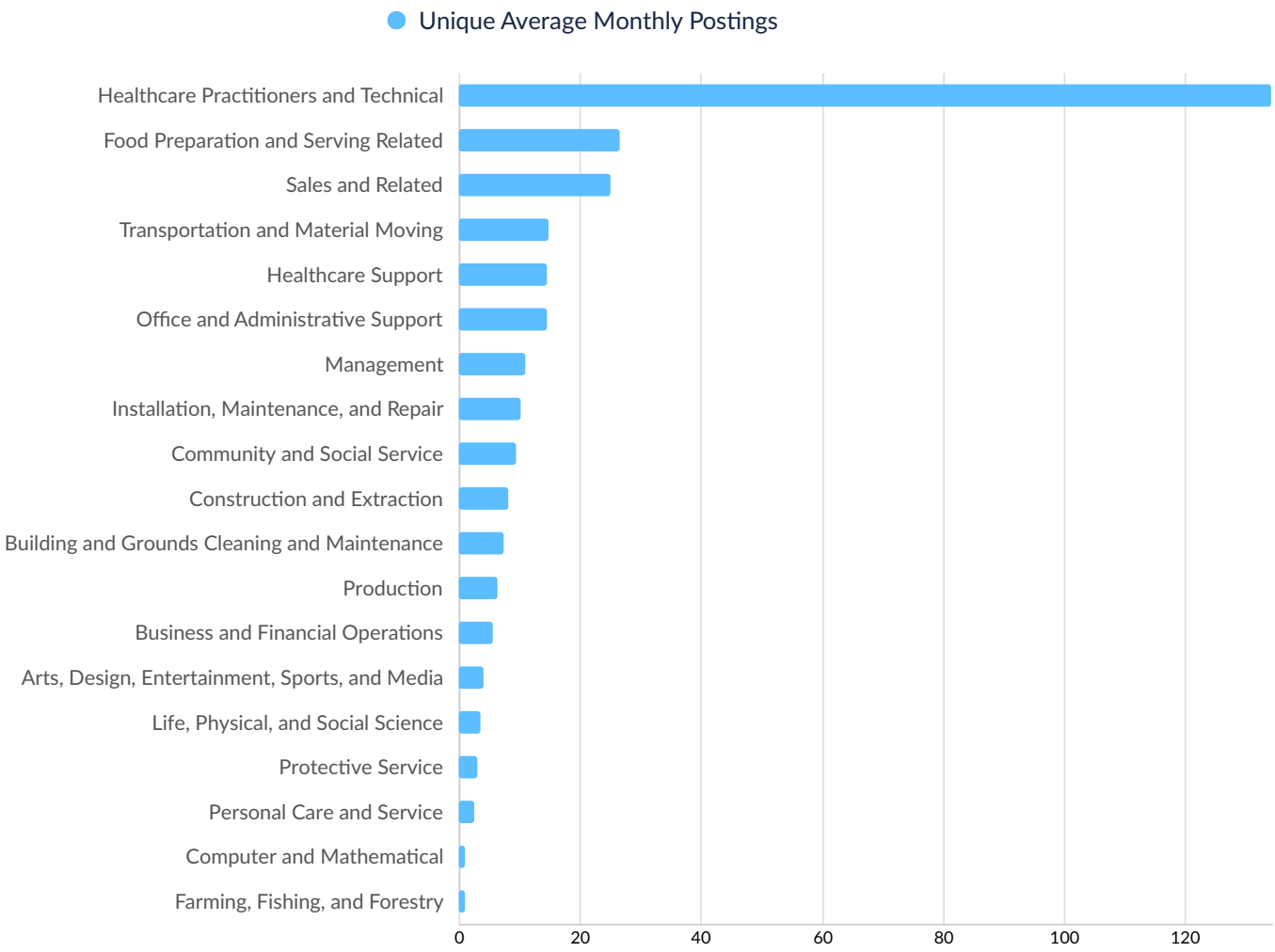
Top Occupation Employment Concentration



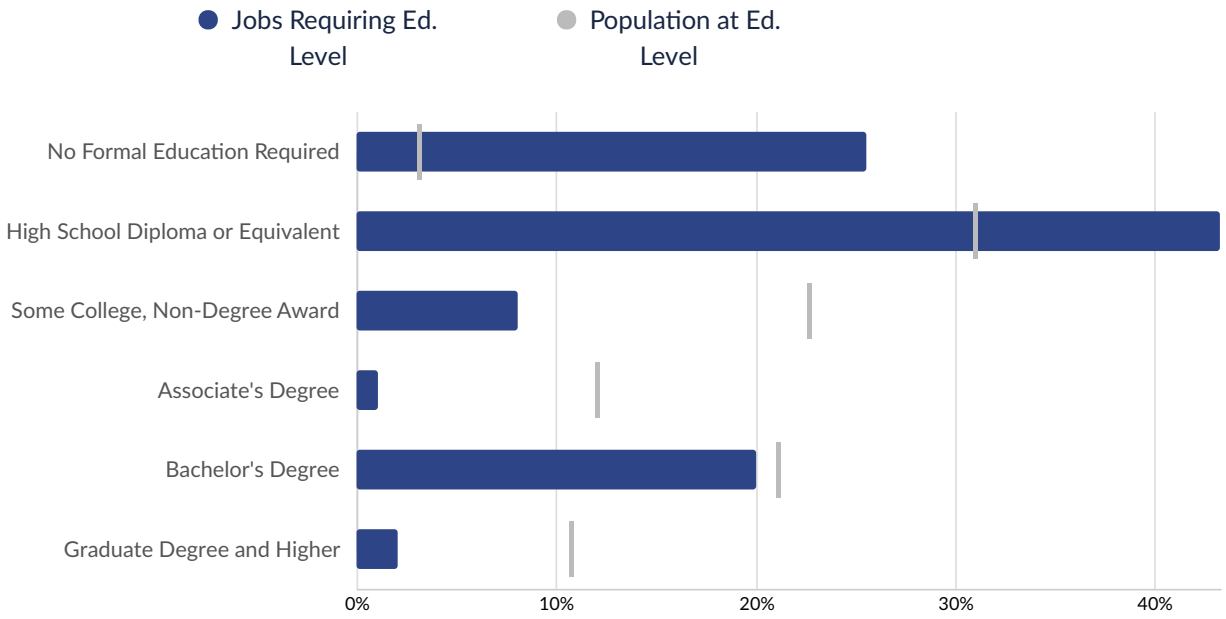
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

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

In-Demand Skills

