



Oneida County, WI

North Central Wisconsin Regional Planning Commission



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Economy Overview

35,522

Population (2017)

Population decreased by 235 over the last 5 years and is projected to decrease by 113 over the next 5 years.

18,612

Jobs (2017)

Jobs decreased by 17 over the last 5 years but are projected to grow by 251 over the next 5 years.

\$49.7K

Median Household Income (2016)

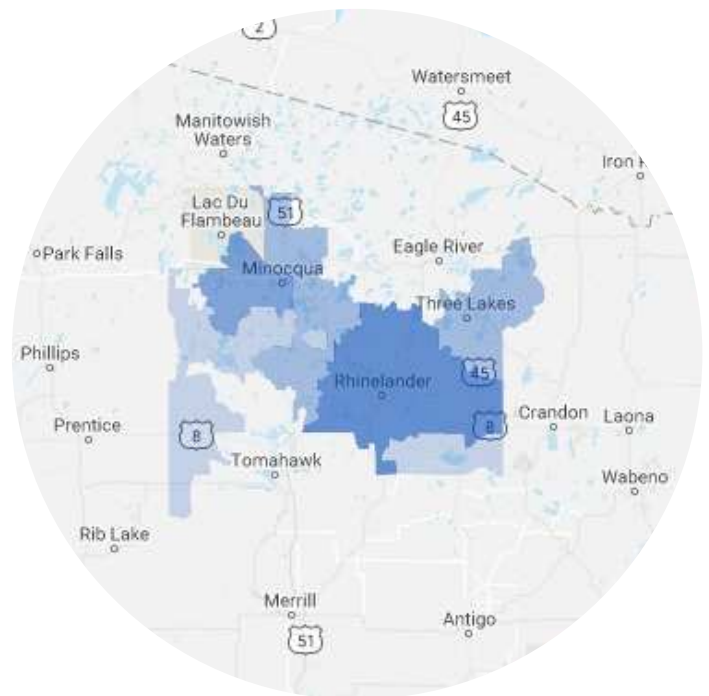
Median household income is \$5.6K below the national median household income of \$55.3K.

As of 2017 the region's population **declined by 0.7%** since 2012, falling by 235. Population is expected to **decrease by 0.3%** between 2017 and 2022, losing 113.

From 2012 to 2017, jobs **declined by 0.1%** in Oneida County, WI from 18,629 to **18,612**. This change **fell short of the national growth rate of 7.9% by 8.0%**. As the number of jobs declined, the **labor force participation rate decreased from 61.1% to 60.1% between 2012 and 2017**.

Concerning educational attainment, **16.0% of Oneida County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **9.9% hold an Associate's Degree** (2.0% above the national average).

The top three industries in 2017 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and General Medical and Surgical Hospitals.

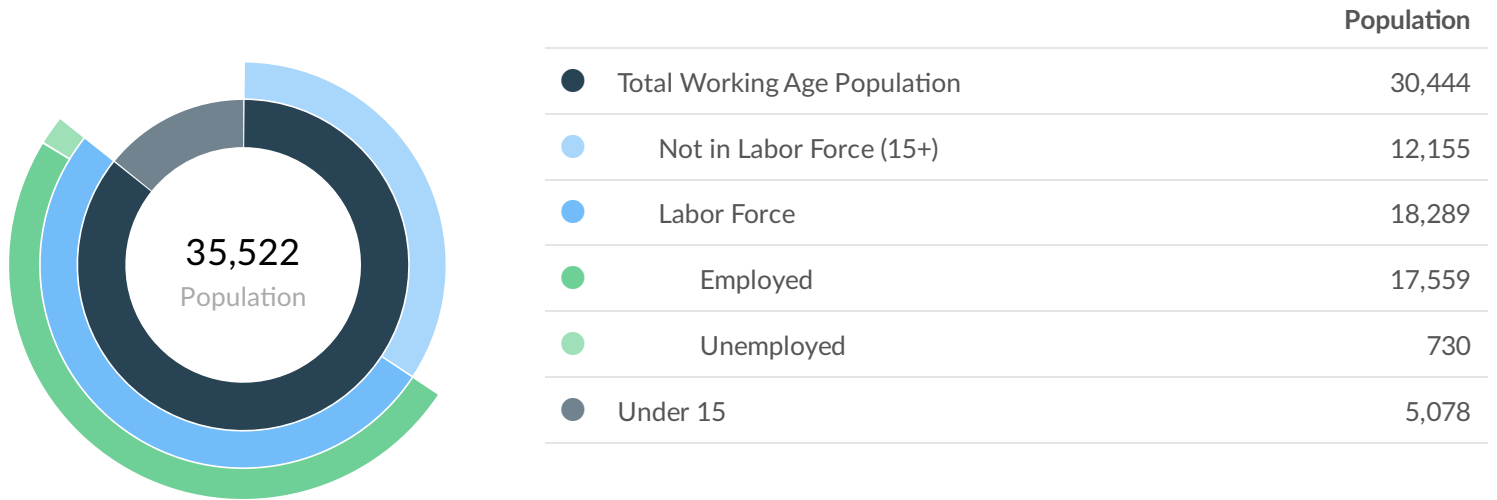


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	35,522	18,289	18,612	101.6	\$1.60B	\$2.20B	\$1.87B
NCWRPC	438,289	232,666	226,355	99.5	\$21.40B	\$27.24B	\$26.66B
Wisconsin	5,795,388	3,150,288	3,126,730	100.5	\$313.60B	\$280.38B	\$310.05B
United States	325,401,909	159,887,109	160,157,543	100.0	\$19.09T	\$0	\$8.52T

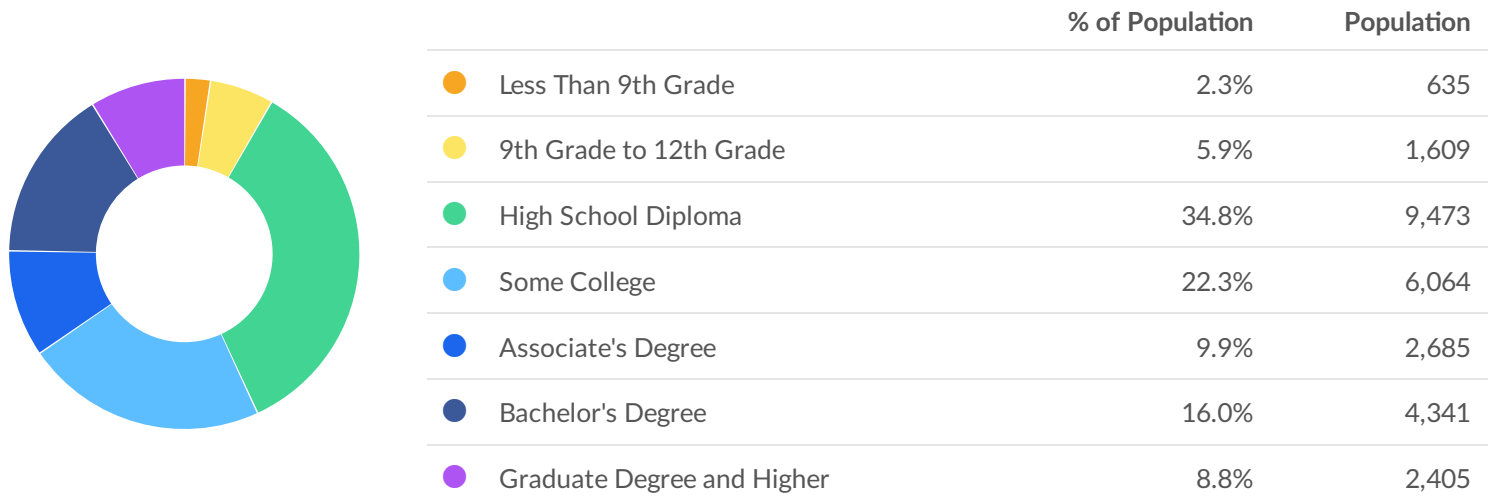
Economy Overview - Cont.

2017 Labor Force Breakdown



Educational Attainment

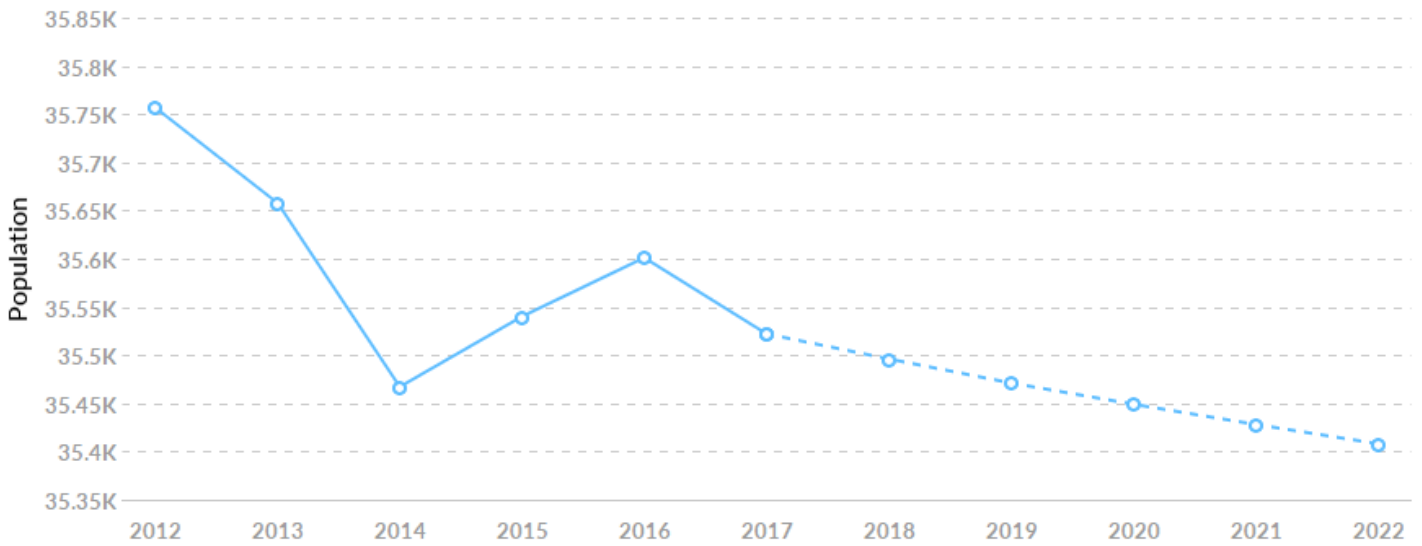
Concerning educational attainment, **16.0% of Oneida County, WI residents possess a Bachelor's Degree** (2.4% below the national average), and **9.9% hold an Associate's Degree** (2.0% above the national average).



Historic & Projected Trends

Population Trends

As of 2017 the region's population declined by 0.7% since 2012, falling by 235. Population is expected to decrease by 0.3% between 2017 and 2022, losing 113.

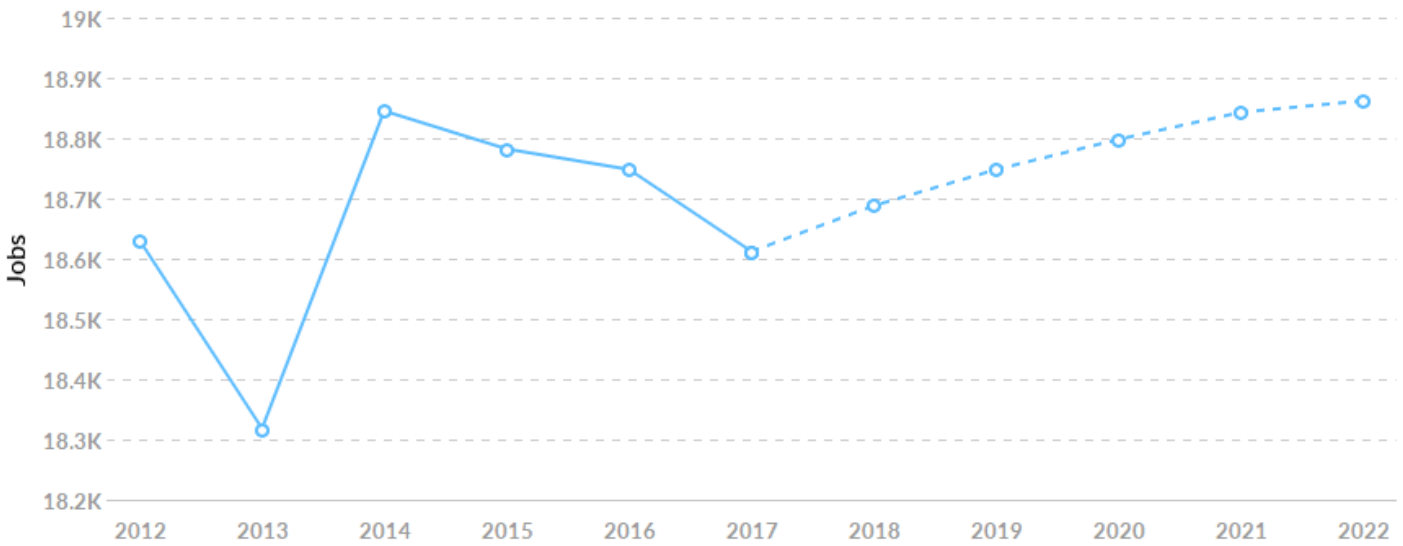


Timeframe	Population
2012	35,757
2013	35,658
2014	35,467
2015	35,540
2016	35,601
2017	35,522
2018	35,496
2019	35,471
2020	35,449
2021	35,428
2022	35,408

Historic & Projected Trends - Cont.

Job Trends

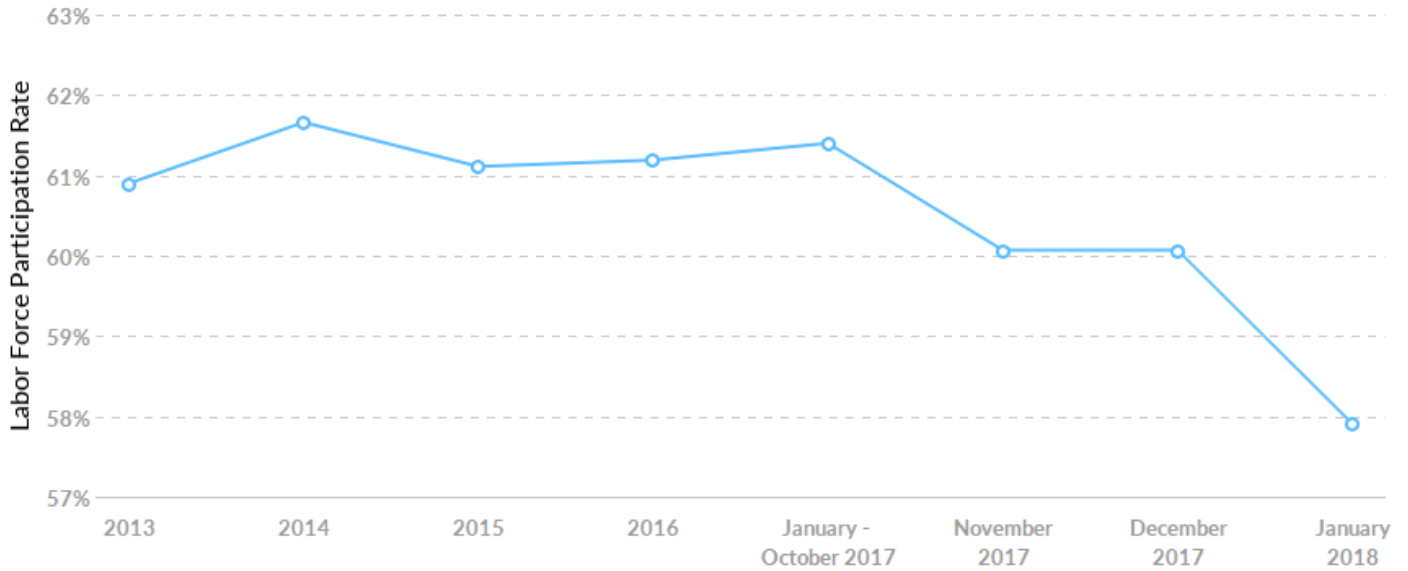
From 2012 to 2017, jobs declined by 0.1% in Oneida County, WI from 18,629 to **18,612**. This change fell short of the national growth rate of 7.9% by 8.0%.



Timeframe	Jobs
2012	18,629
2013	18,317
2014	18,845
2015	18,782
2016	18,748
2017	18,612
2018	18,688
2019	18,748
2020	18,798
2021	18,843
2022	18,862

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

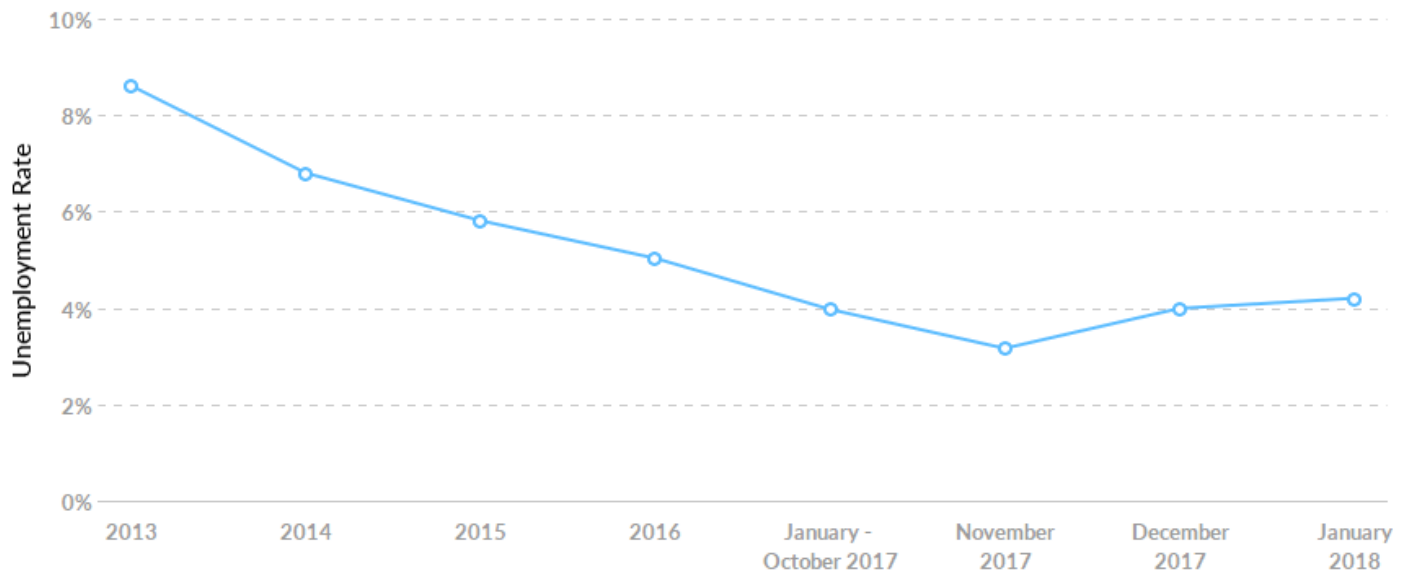


Timeframe	Labor Force Participation Rate
2013	60.90%
2014	61.66%
2015	61.11%
2016	61.19%
January - October 2017	61.40%
November 2017	60.07%
December 2017	60.07%
January 2018	57.91%

Historic & Projected Trends - Cont.

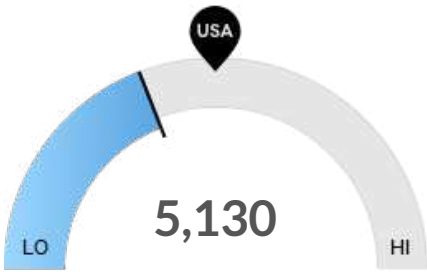
Unemployment Rate Trends

Oneida County, WI had a January 2018 unemployment rate of 4.20%, **decreasing from 8.61%** 5 years before.



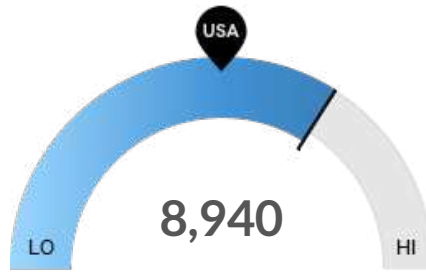
Timeframe	Unemployment Rate
2013	8.61%
2014	6.80%
2015	5.81%
2016	5.03%
January - October 2017	3.97%
November 2017	3.16%
December 2017	3.99%
January 2018	4.20%

Population Characteristics



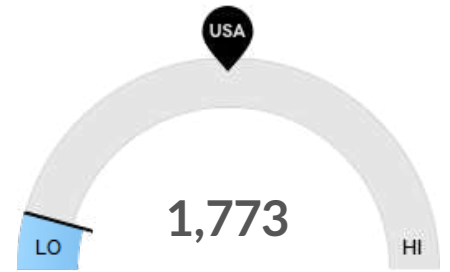
Millennials

Oneida County, WI has 5,130 millennials (ages 20-34). The national average for an area this size is 7,388.



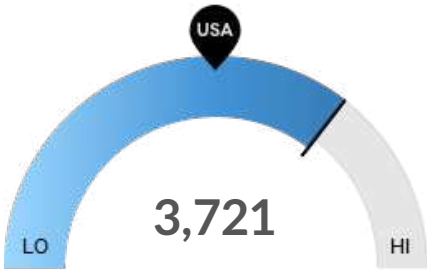
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 5,426 people 65 or older, while there are 8,940 here.



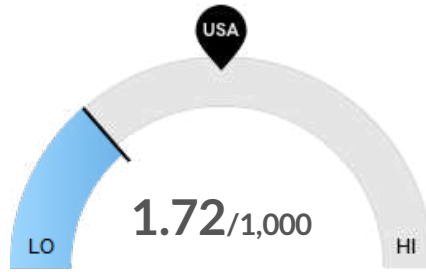
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 13,789 racially diverse people, while there are 1,773 here.



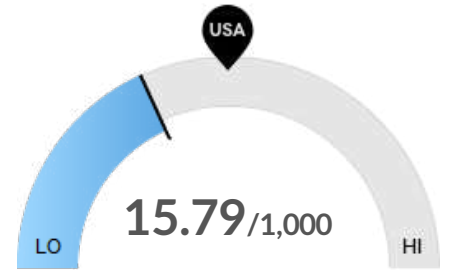
Veterans

Oneida County, WI has 3,721 veterans. The national average for an area this size is 2,086.



Violent Crime

Oneida County, WI has 1.72 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



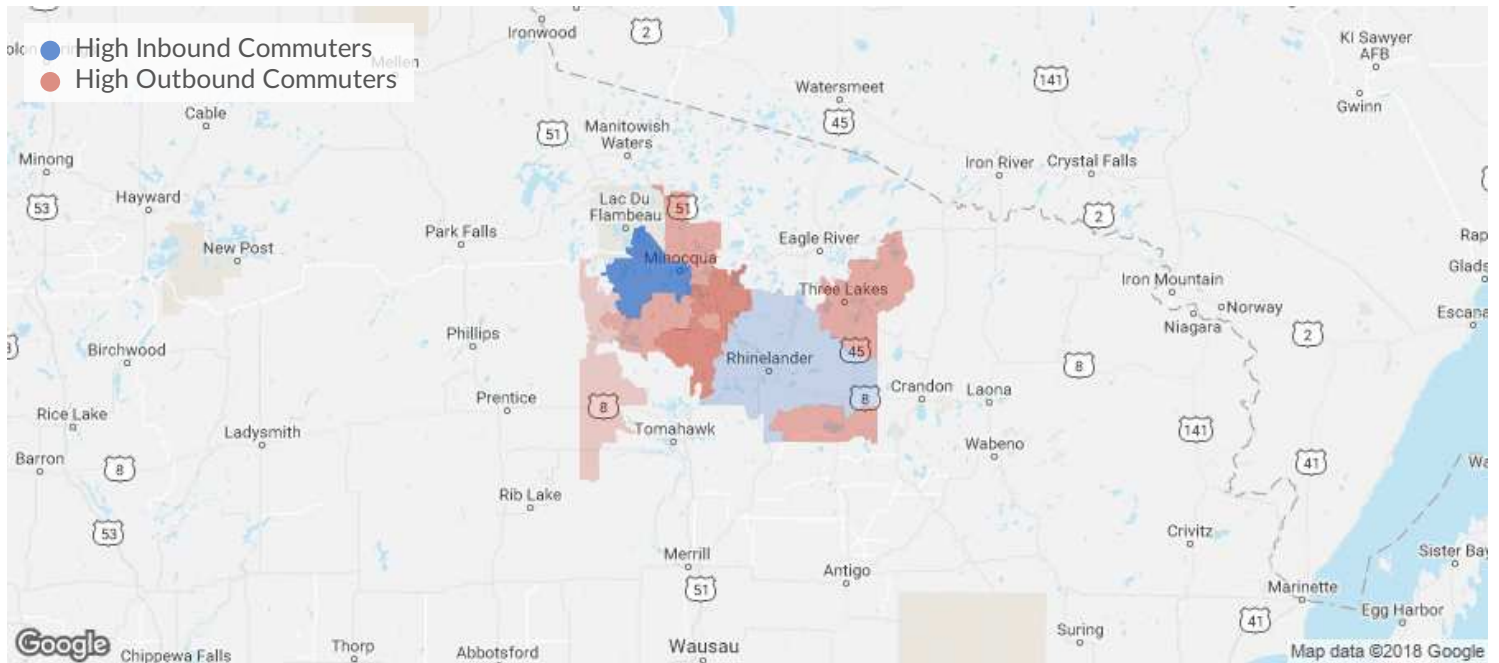
Property Crime

Oneida County, WI has 15.79 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

Population Characteristics - Cont.

Place of Work vs Place of Residence

Understanding where talent in Oneida County, WI currently works compared to where talent lives can help you optimize site decisions.



Where Talent Works

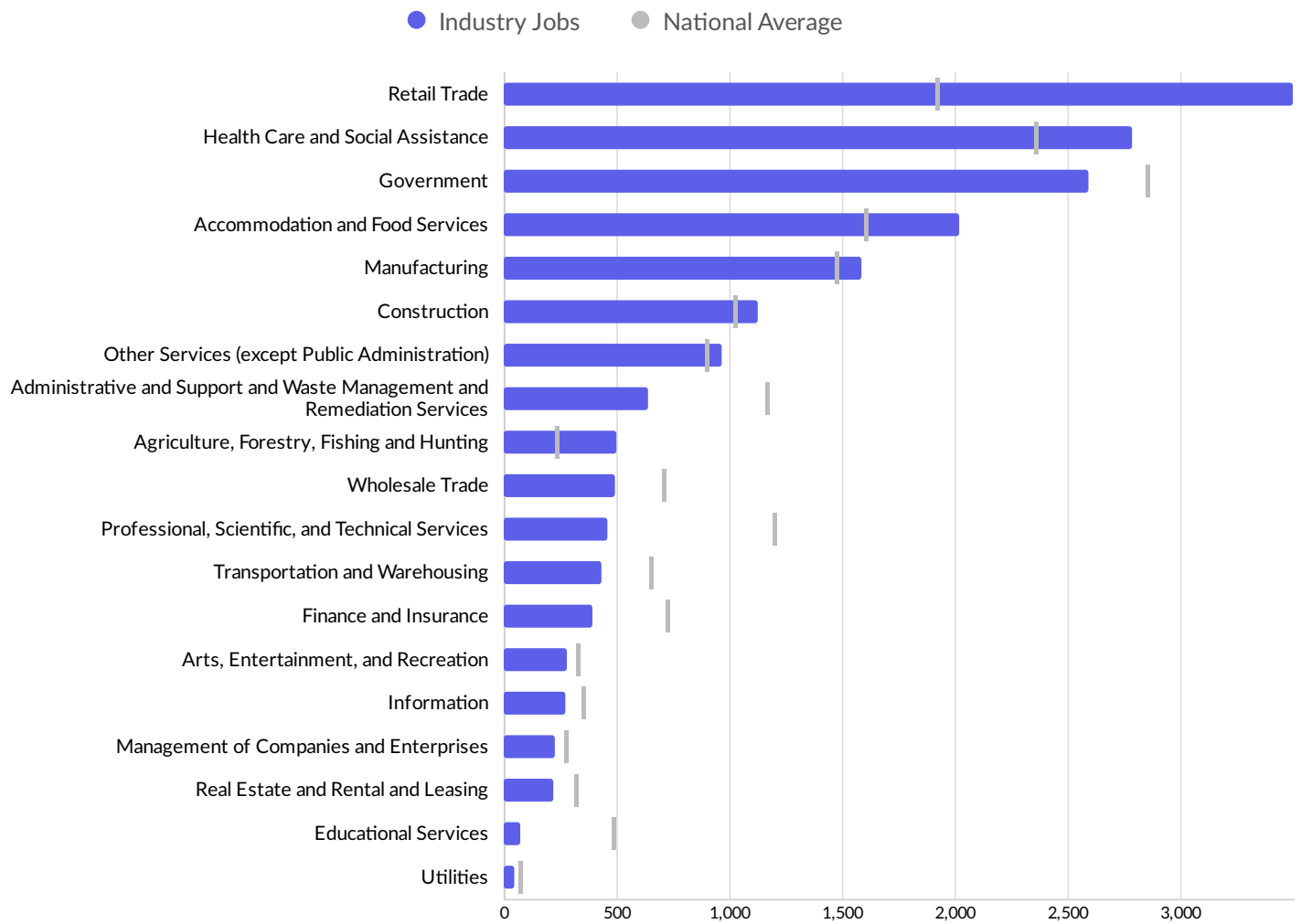
Where Talent Lives

ZIP	Name	2017 Employment
54501	Rhinelander, WI (in On...	11,327
54548	Minocqua, WI (in Onei...	3,616
54568	Woodruff, WI (in Onei...	2,183
54562	Three Lakes, WI (in On...	686
54531	Hazelhurst, WI (in One...	304

ZIP	Name	2017 Workers
54501	Rhinelander, WI (in On...	11,173
54568	Woodruff, WI (in Onei...	2,585
54548	Minocqua, WI (in Onei...	2,530
54562	Three Lakes, WI (in On...	1,026
54539	Lake Tomahawk, WI (in...	716

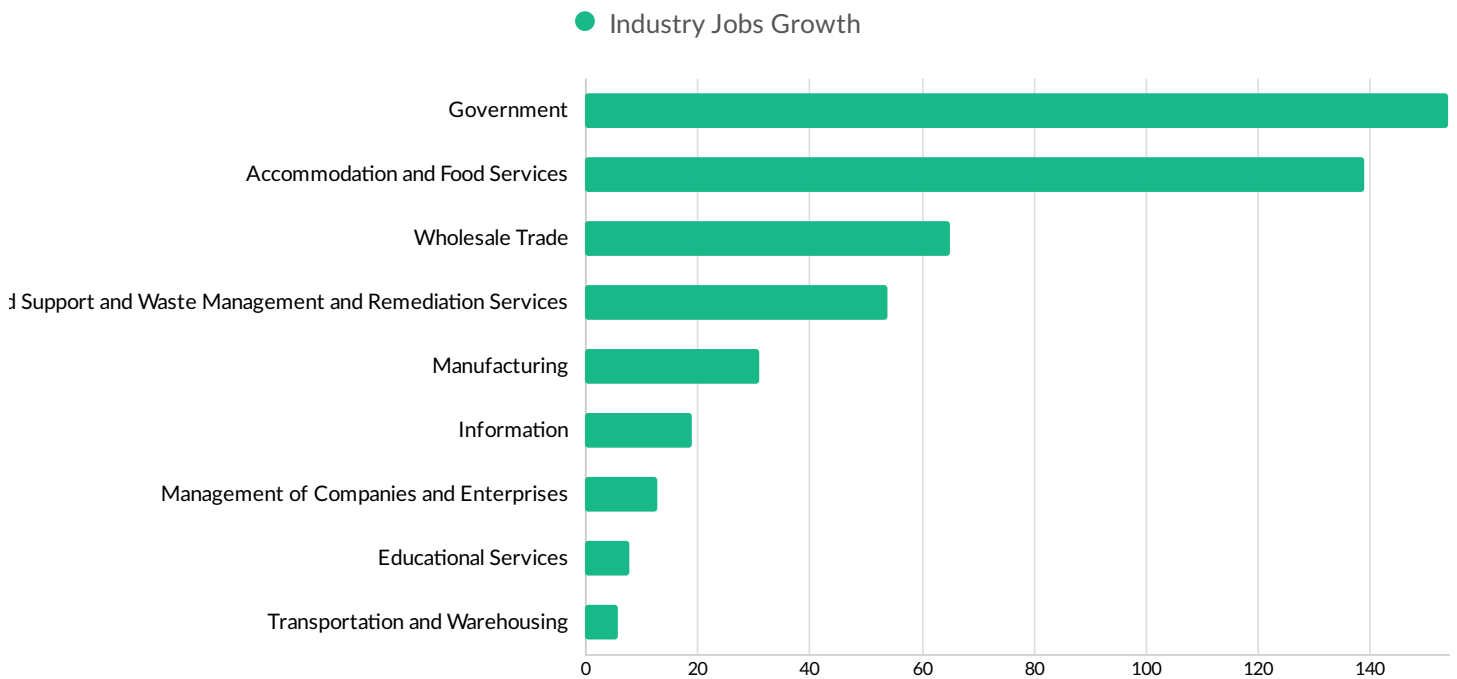
Industry Characteristics

Largest Industries



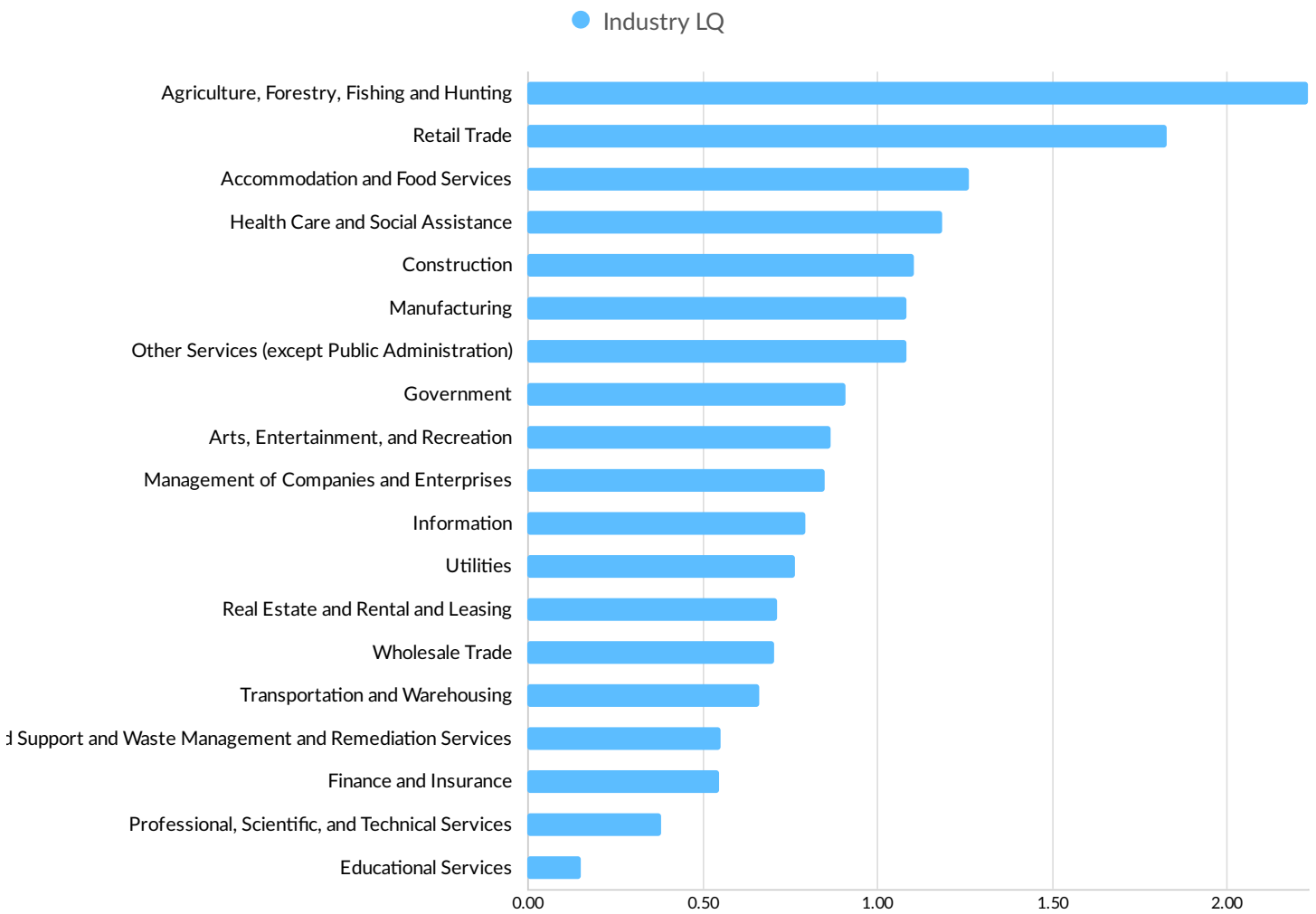
Industry Characteristics - Cont.

Top Growing Industries



Industry Characteristics - Cont.

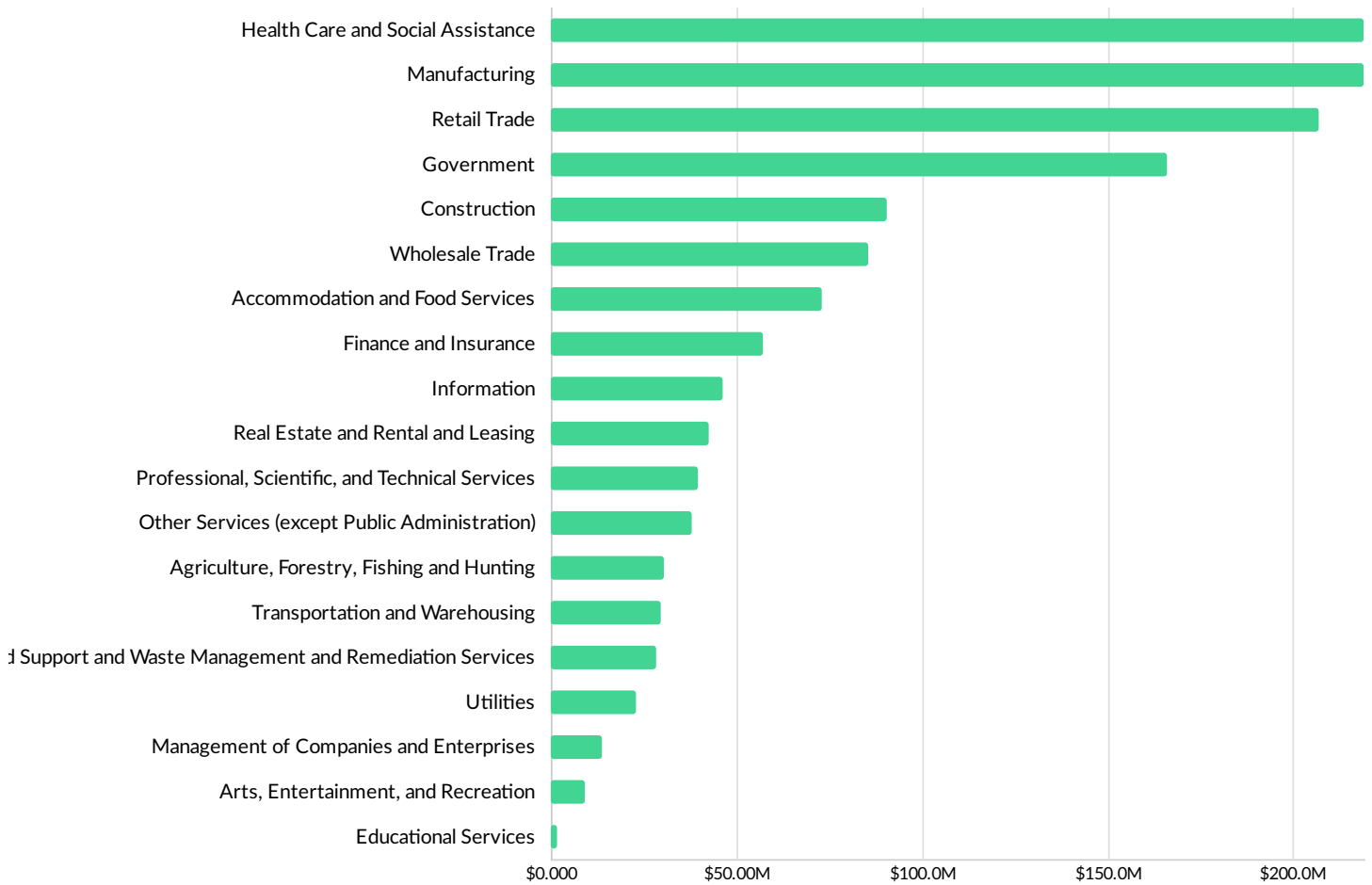
Top Industry LQ



Industry Characteristics - Cont.

Top Industry GRP

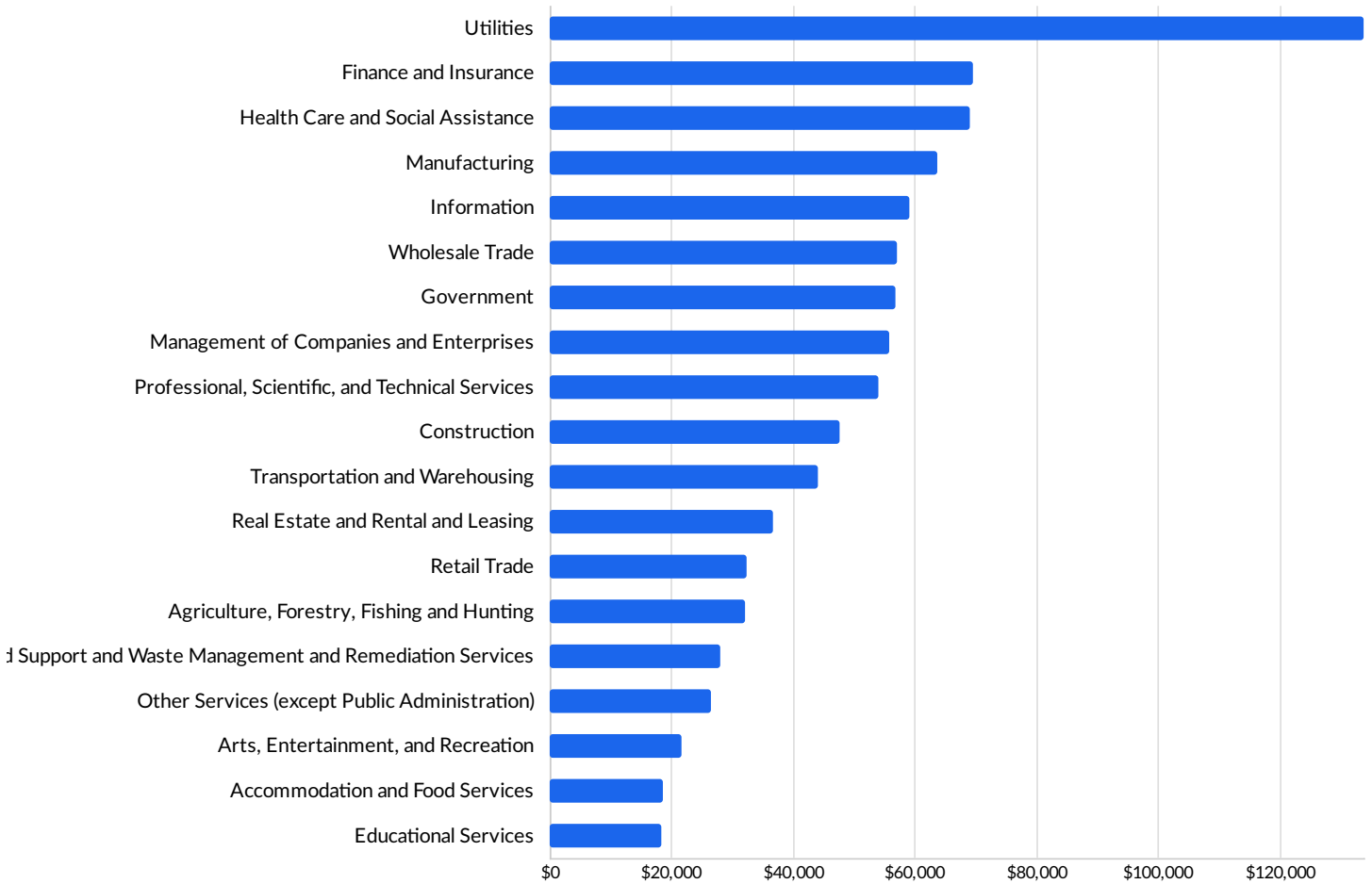
● 2017 Gross Regional Product



Industry Characteristics - Cont.

Top Industry Earnings

● 2017 Earnings Per Worker



Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Retail Trade	3,637	3,499	-138	-4%	1.83	\$32,375	\$206.93M
Health Care and Social Assistance	2,897	2,785	-112	-4%	1.18	\$69,013	\$219.00M
Government	2,441	2,595	154	+6%	0.91	\$56,718	\$166.12M
Accommodation and Food Services	1,879	2,018	139	+7%	1.26	\$18,501	\$72.84M
Manufacturing	1,556	1,587	31	+2%	1.08	\$63,816	\$218.84M
Construction	1,174	1,123	-51	-4%	1.10	\$47,765	\$90.71M
Other Services (except Public Administration)	1,042	965	-77	-7%	1.08	\$26,413	\$37.81M
Administrative and Support and Waste Management and Remediation Services	586	640	54	+9%	0.55	\$28,011	\$28.34M
Agriculture, Forestry, Fishing and Hunting	544	499	-45	-8%	2.23	\$32,115	\$30.34M
Wholesale Trade	429	494	65	+15%	0.71	\$57,171	\$85.71M
Professional, Scientific, and Technical Services	504	457	-47	-9%	0.38	\$54,096	\$39.79M
Transportation and Warehousing	424	430	6	+1%	0.66	\$43,978	\$29.71M
Finance and Insurance	403	396	-7	-2%	0.55	\$69,499	\$57.00M
Arts, Entertainment, and Recreation	282	277	-5	-2%	0.87	\$21,720	\$9.33M
Information	255	274	19	+7%	0.79	\$59,070	\$46.14M








Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Management of Companies and Enterprises	211	224	13	+6%	0.85	\$55,746	\$13.74M
Real Estate and Rental and Leasing	243	222	-21	-9%	0.71	\$36,698	\$42.36M
Educational Services	65	73	8	+12%	0.15	\$18,221	\$1.82M
Utilities	56	50	-6	-11%	0.77	\$133,779	\$22.89M

Business Characteristics

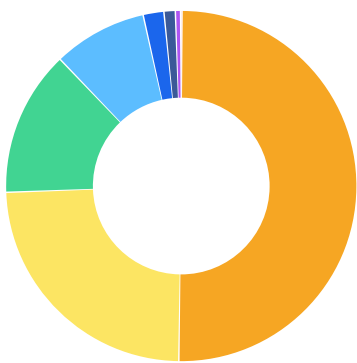
313 Companies Employ Your Workers

Online profiles for your workers mention 313 companies as employers, with the top 10 appearing below. In the last 12 months, 578 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
School District of Rhinelander	5 	Ascension Health	783 
Foster and Smith, Inc.	4 	Comphealth Associates, Inc	472 
Ascension Health	3 	Marshfield Clinic	362 
Coldwell Banker Mulleady Inc	3 	Maurices Incorporated	314 
Ets-Lindgren Inc.	3 	Wal-Mart Stores, Inc.	308 
Expera Specialty Solutions, LLC	3 	Petco Inc	306 
Lakeland Union High School	3 	Shopko Stores Operating Co., L...	216 
Ministry Health Care, Inc.	3 	Weatherby Health Care	215 
Nicolet Area Technical College	3 	Pizza Hut, Inc.	213 
St. Mary's Hospital, Inc.	3 	The Home Depot Inc	207 

Business Characteristics - Cont.

Business Size

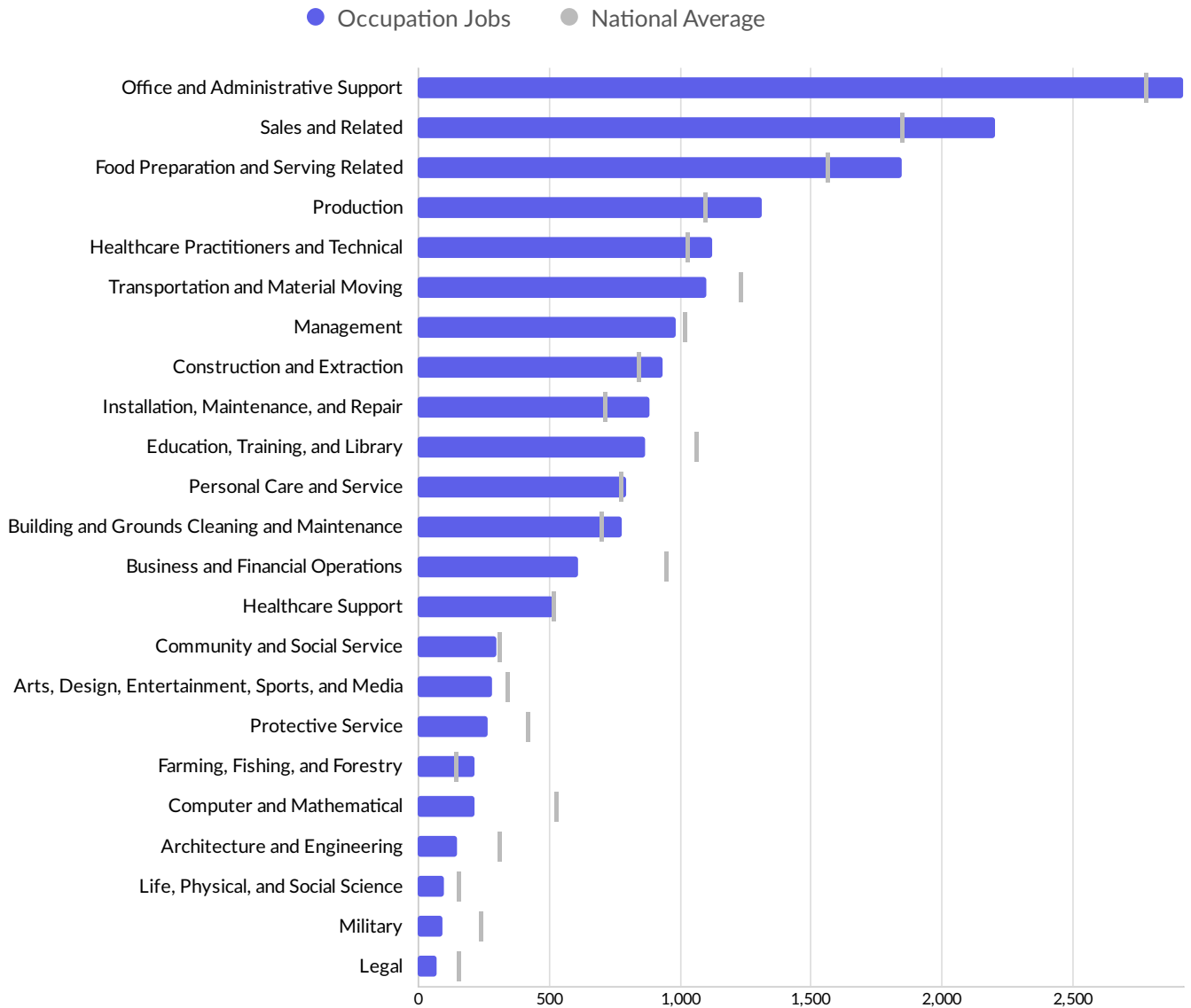


	Percentage	Business Count
1 to 4 employees	50.2%	1,154
5 to 9 employees	24.2%	557
10 to 19 employees	13.4%	309
20 to 49 employees	8.6%	199
50 to 99 employees	1.9%	44
100 to 249 employees	1.0%	24
250 to 499 employees	0.5%	11
500+ employees	0.1%	3

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

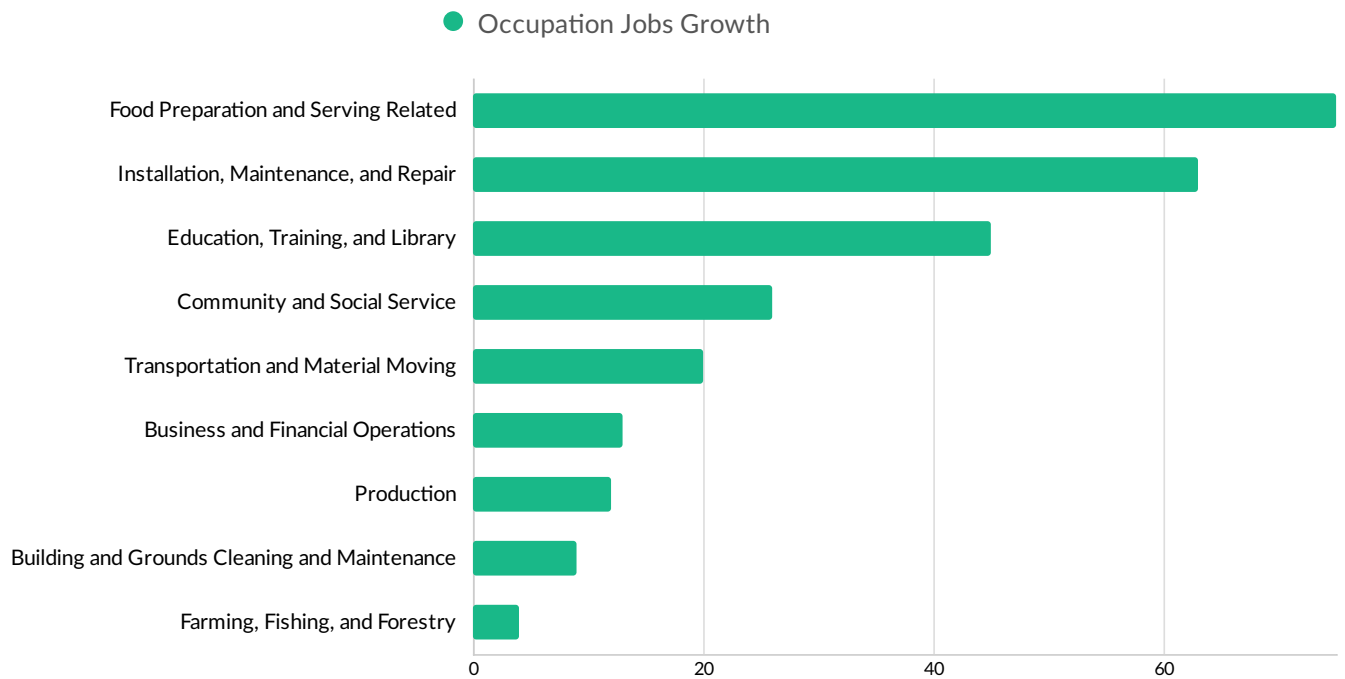
Workforce Characteristics

Largest Occupations



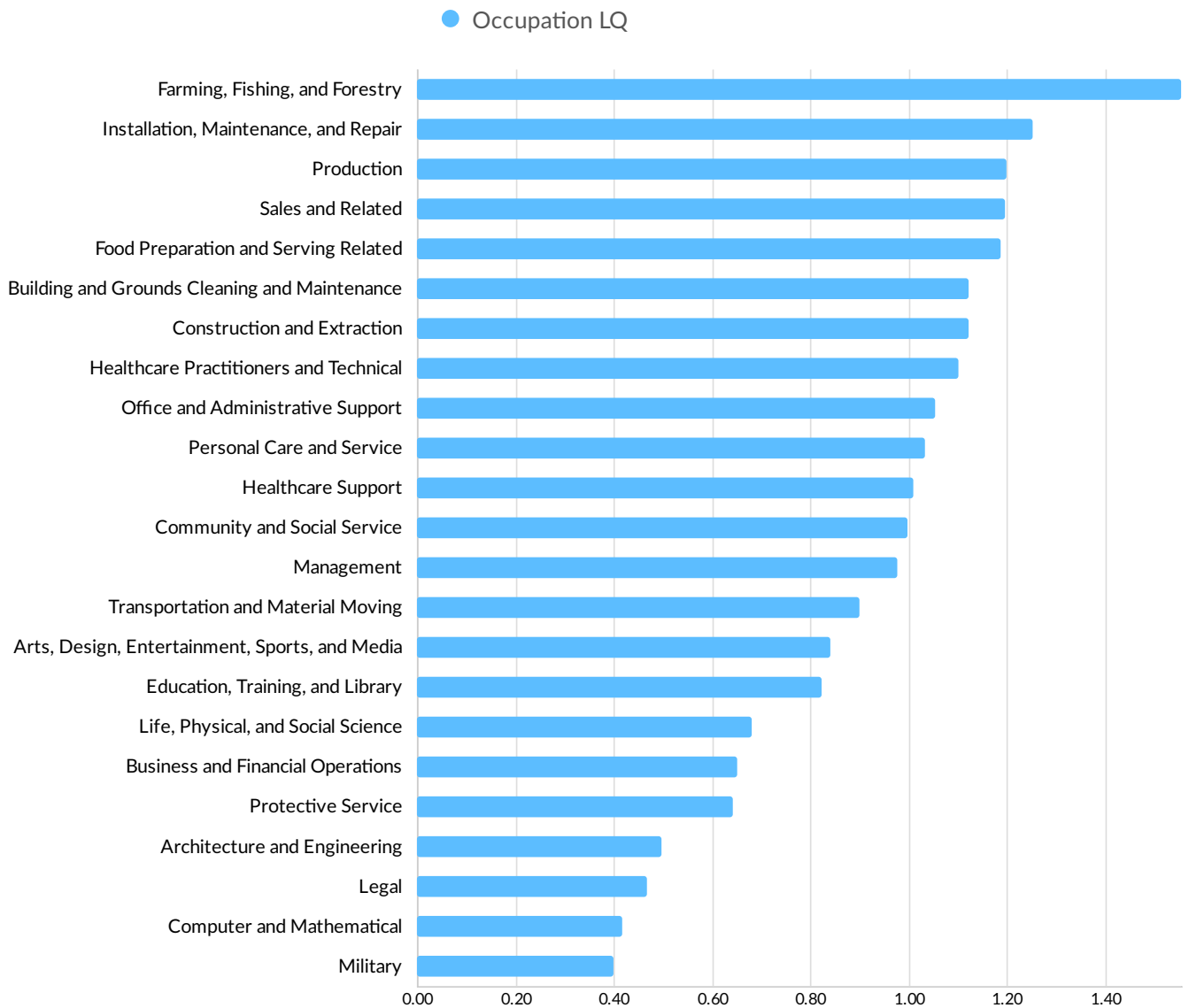
Workforce Characteristics - Cont.

Top Growing Occupations



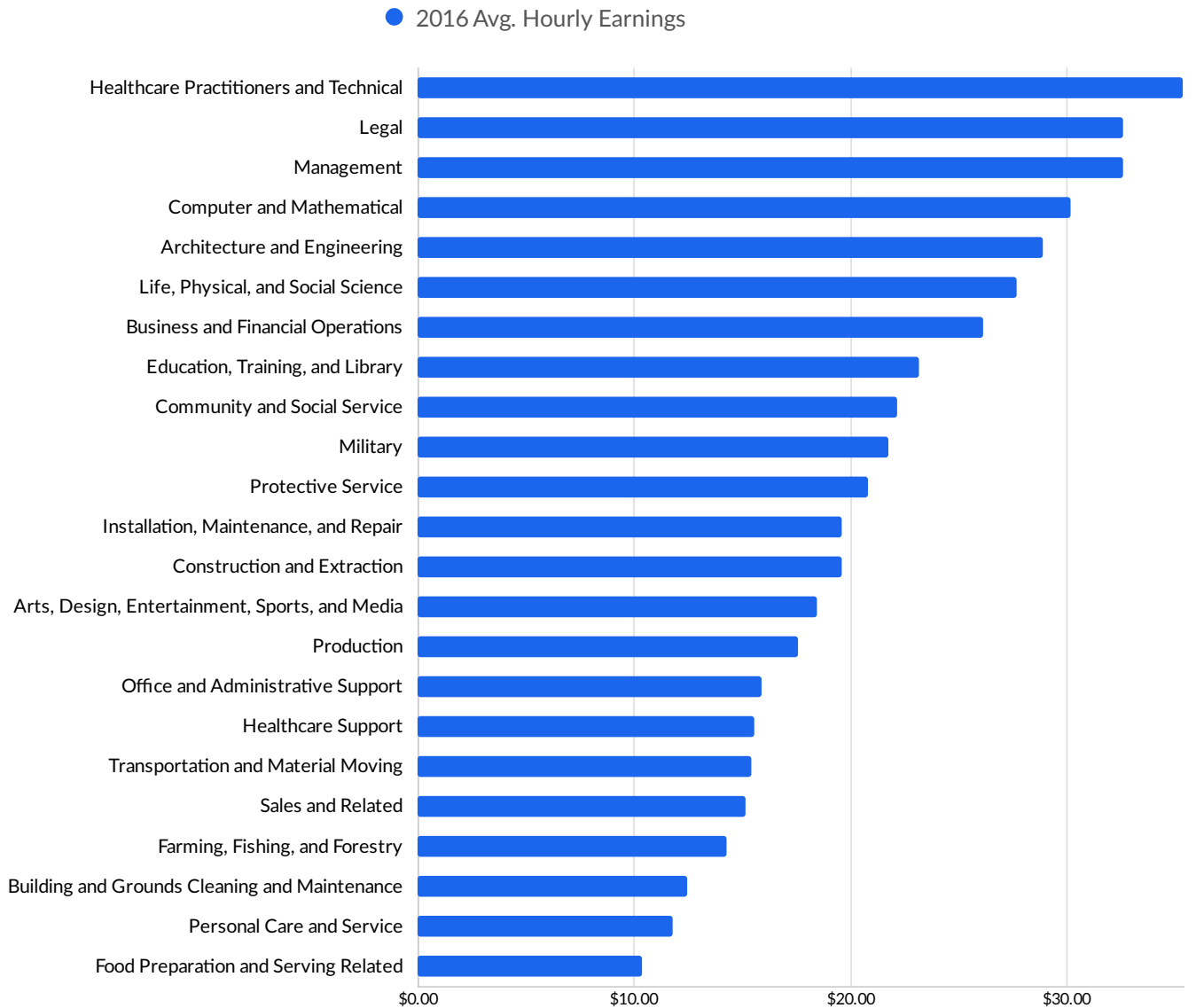
Workforce Characteristics - Cont.

Top Occupation LQ



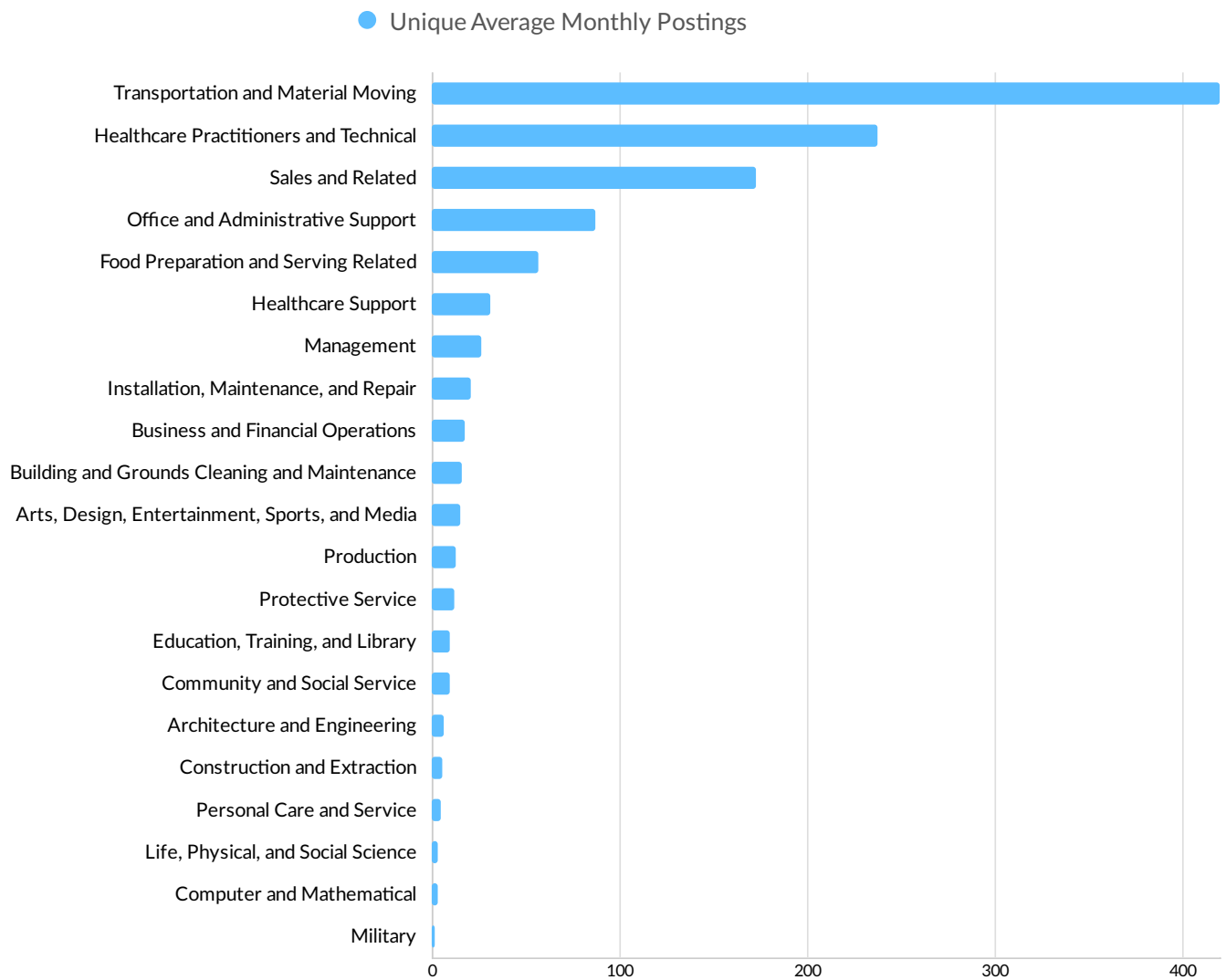
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Office and Administrative Support	2,952	2,924	-28	-1%	1.05	\$15.90	87
Sales and Related	2,211	2,207	-4	0%	1.19	\$15.15	173
Food Preparation and Serving Related	1,777	1,852	75	+4%	1.19	\$10.35	57
Production	1,300	1,312	12	+1%	1.20	\$17.58	13
Healthcare Practitioners and Technical	1,191	1,127	-64	-5%	1.10	\$35.38	237
Transportation and Material Moving	1,082	1,102	20	+2%	0.90	\$15.41	420
Management	1,049	987	-62	-6%	0.98	\$32.63	26
Construction and Extraction	977	934	-43	-4%	1.12	\$19.59	6
Installation, Maintenance, and Repair	820	883	63	+8%	1.25	\$19.62	21
Education, Training, and Library	824	869	45	+5%	0.82	\$23.21	10
Personal Care and Service	796	796	0	0%	1.03	\$11.80	4
Building and Grounds Cleaning and Maintenance	771	780	9	+1%	1.12	\$12.46	16
Business and Financial Operations	601	614	13	+2%	0.65	\$26.16	18
Healthcare Support	570	517	-53	-9%	1.01	\$15.57	31
Community and Social Service	278	304	26	+9%	1.00	\$22.16	10

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	288	281	-7	-2%	0.84	\$18.44	15
Protective Service	272	266	-6	-2%	0.64	\$20.83	12
Farming, Fishing, and Forestry	216	220	4	+2%	1.55	\$14.32	0
Computer and Mathematical	220	220	0	0%	0.42	\$30.22	4
Architecture and Engineering	154	152	-2	-1%	0.50	\$28.94	7
Life, Physical, and Social Science	101	101	0	0%	0.68	\$27.73	4
Military	101	93	-8	-8%	0.40	\$21.74	2
Legal	76	71	-5	-7%	0.47	\$32.64	0

Educational Pipeline

In 2016, there were 598 graduates in Oneida County, WI. This pipeline has grown by 1% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Welding Technology/Welder, and "Business Administration and Management, General".

