



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.

18,520

Jobs (2017)

Jobs decreased by 132 over the last 5 years but are projected to grow by 179 over the next 5 years.

\$49.7K

Median Household Income (2016)

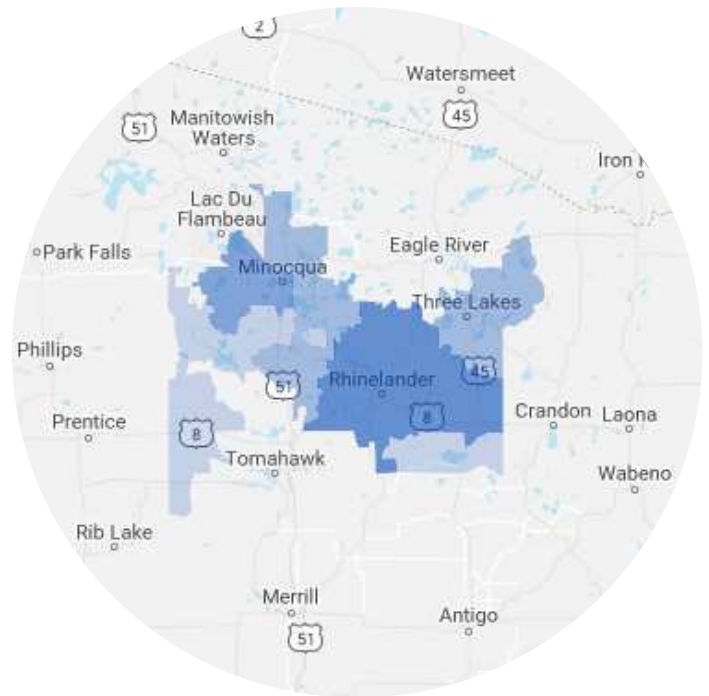
Median household income is \$5.6K below the national median household income of \$55.3K.

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 0.7% in Oneida County, WI from 18,652 to 18,520. This change fell short of the national growth rate of 8.2% by 8.9%. As the number of jobs declined, the labor force participation rate decreased from 61.1% to 59.2% 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).

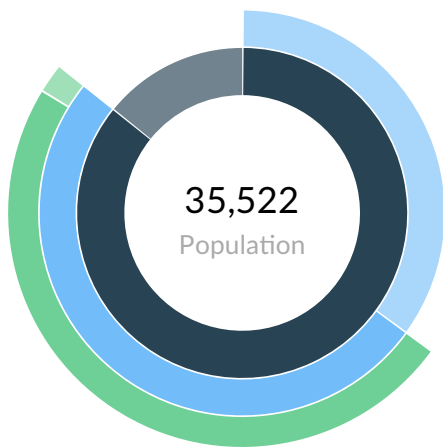
The top three industries in 2017 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and General Medical and Surgical Hospitals.



	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	35,522	18,025	18,520	101.5	\$1.61B	\$2.19B	\$1.87B
NCWRPC	438,289	229,691	226,667	99.6	\$21.46B	\$27.38B	\$26.69B
Wisconsin	5,795,388	3,132,674	3,133,492	100.3	\$316.46B	\$285.78B	\$314.04B
United States	325,401,909	160,185,502	160,946,219	100.0	\$19.27T	\$0	\$8.36T

Economy Overview - Cont.

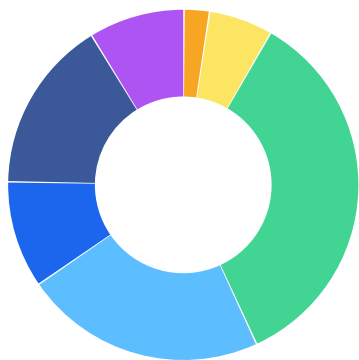
2017 Labor Force Breakdown



	Population
● Total Working Age Population	30,444
● Not in Labor Force (15+)	12,419
● Labor Force	18,025
● Employed	17,296
● Unemployed	729
● Under 15	5,078

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).

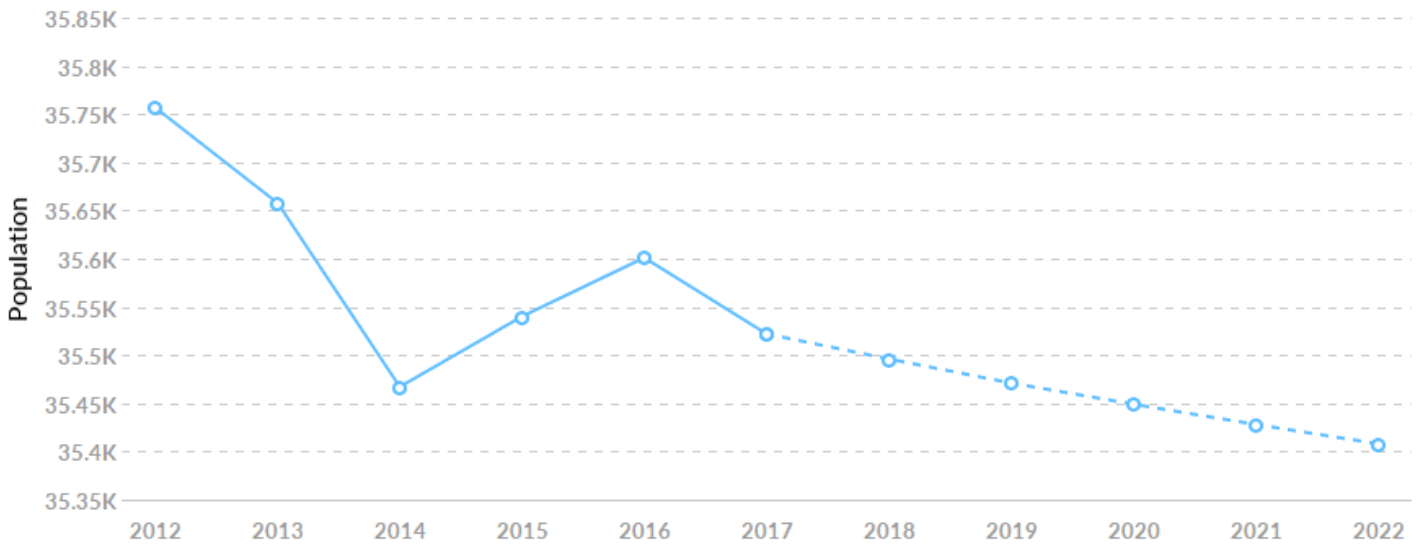


	% of Population	Population
● Less Than 9th Grade	2.3%	635
● 9th Grade to 12th Grade	5.9%	1,609
● High School Diploma	34.8%	9,473
● Some College	22.3%	6,064
● Associate's Degree	9.9%	2,685
● Bachelor's Degree	16.0%	4,341
● Graduate Degree and Higher	8.8%	2,405

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.

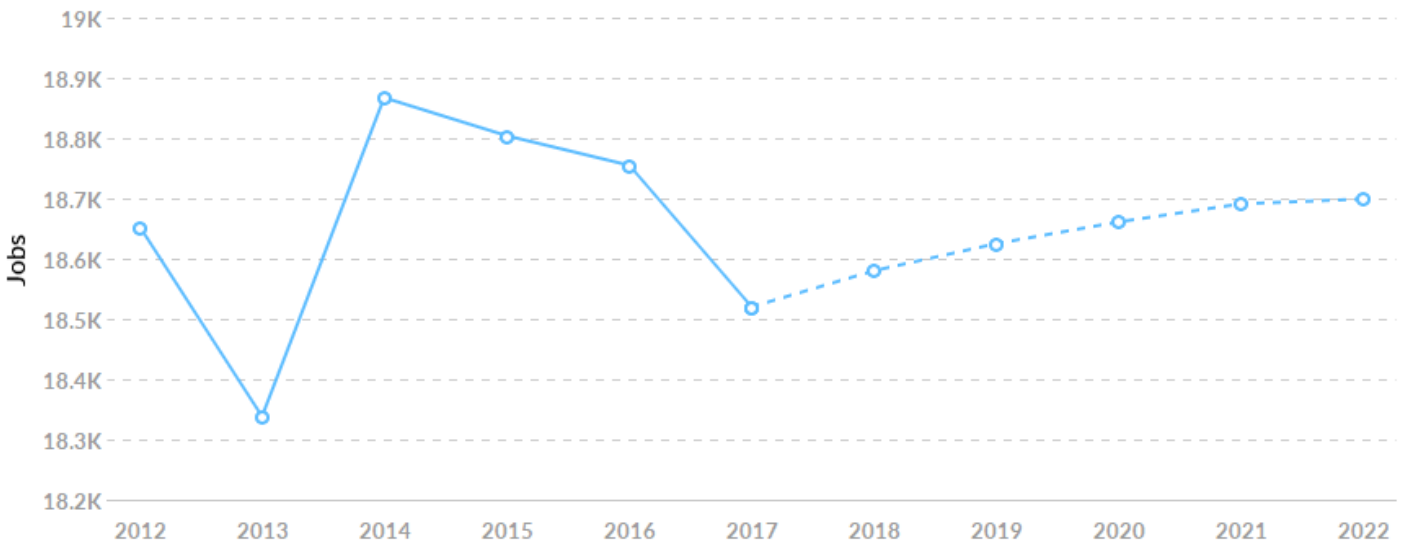


Timeframe	Population
2012	35,757
2013	35,658
2014	35,467
2015	35,540
2016	35,601
2017	35,522
2018	35,496
2019	35,471
2020	35,449
2021	35,428
2022	35,408

Historic & Projected Trends - Cont.

Job Trends

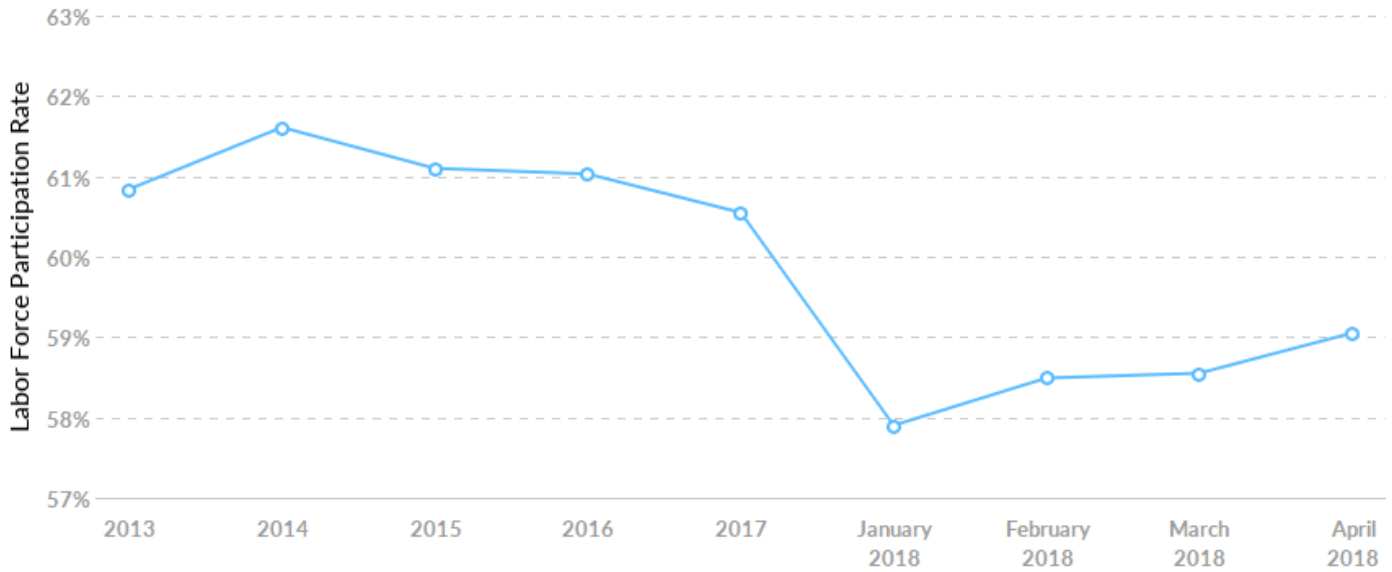
From 2012 to 2017, jobs declined by 0.7% in Oneida County, WI from 18,652 to **18,520**. This change fell short of the national growth rate of 8.2% by 8.9%.



Timeframe	Jobs
2012	18,652
2013	18,337
2014	18,867
2015	18,804
2016	18,755
2017	18,520
2018	18,580
2019	18,625
2020	18,661
2021	18,691
2022	18,699

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

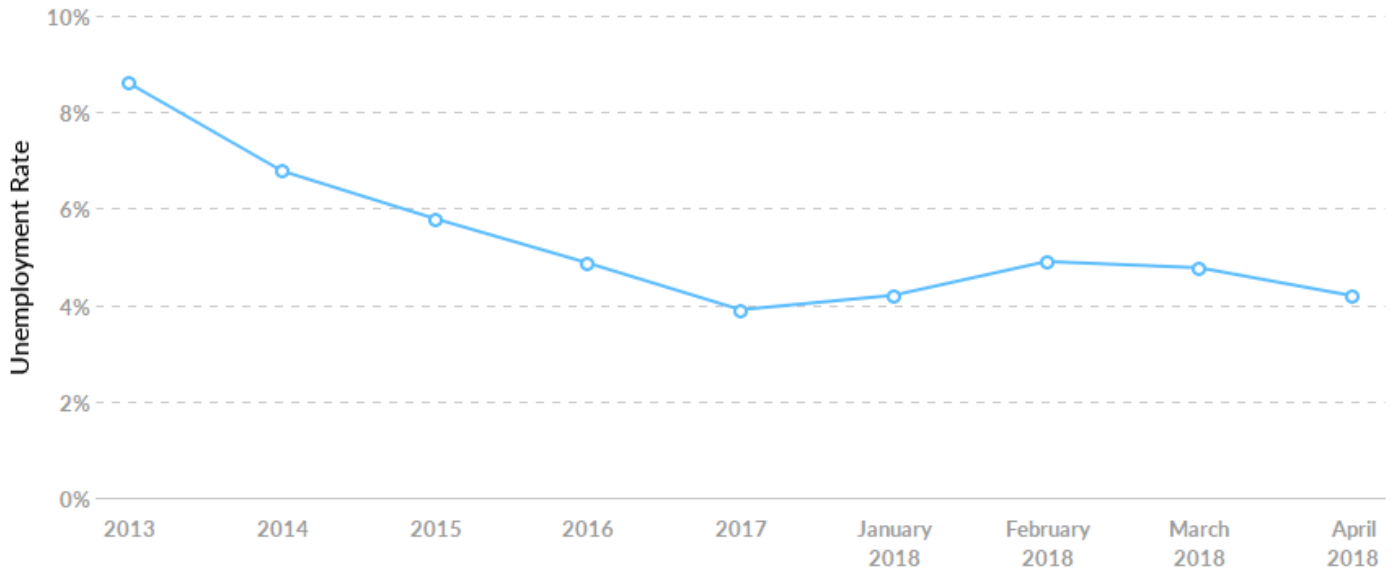


Timeframe	Labor Force Participation Rate
2013	60.84%
2014	61.61%
2015	61.10%
2016	61.03%
2017	60.55%
January 2018	57.90%
February 2018	58.49%
March 2018	58.55%
April 2018	59.05%

Historic & Projected Trends - Cont.

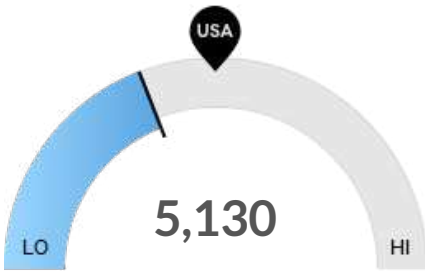
Unemployment Rate Trends

Oneida County, WI had an April 2018 unemployment rate of 4.19%, **decreasing from 8.60%** 5 years before.



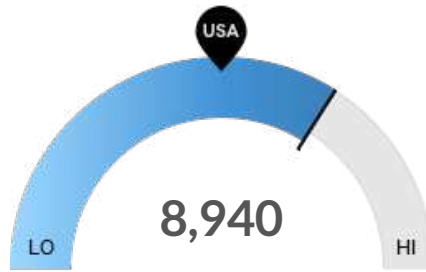
Timeframe	Unemployment Rate
2013	8.60%
2014	6.78%
2015	5.79%
2016	4.87%
2017	3.90%
January 2018	4.20%
February 2018	4.90%
March 2018	4.77%
April 2018	4.19%

Population Characteristics



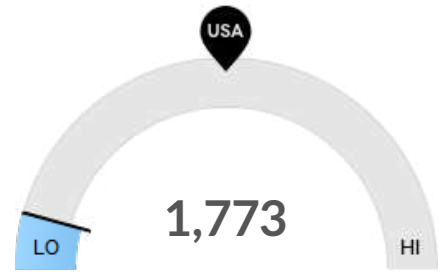
Millennials

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



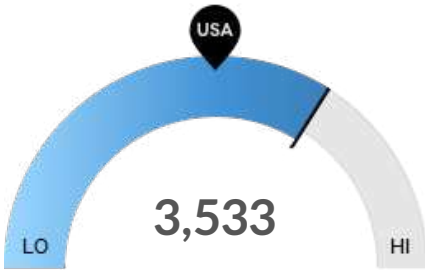
Retiring Soon

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.



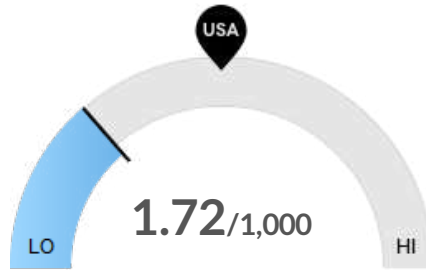
Racial Diversity

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.



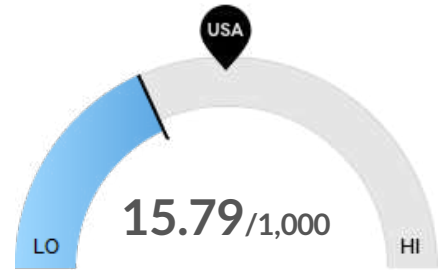
Veterans

Oneida County, WI has 3,533 veterans. The national average for an area this size is 2,152.



Violent Crime

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



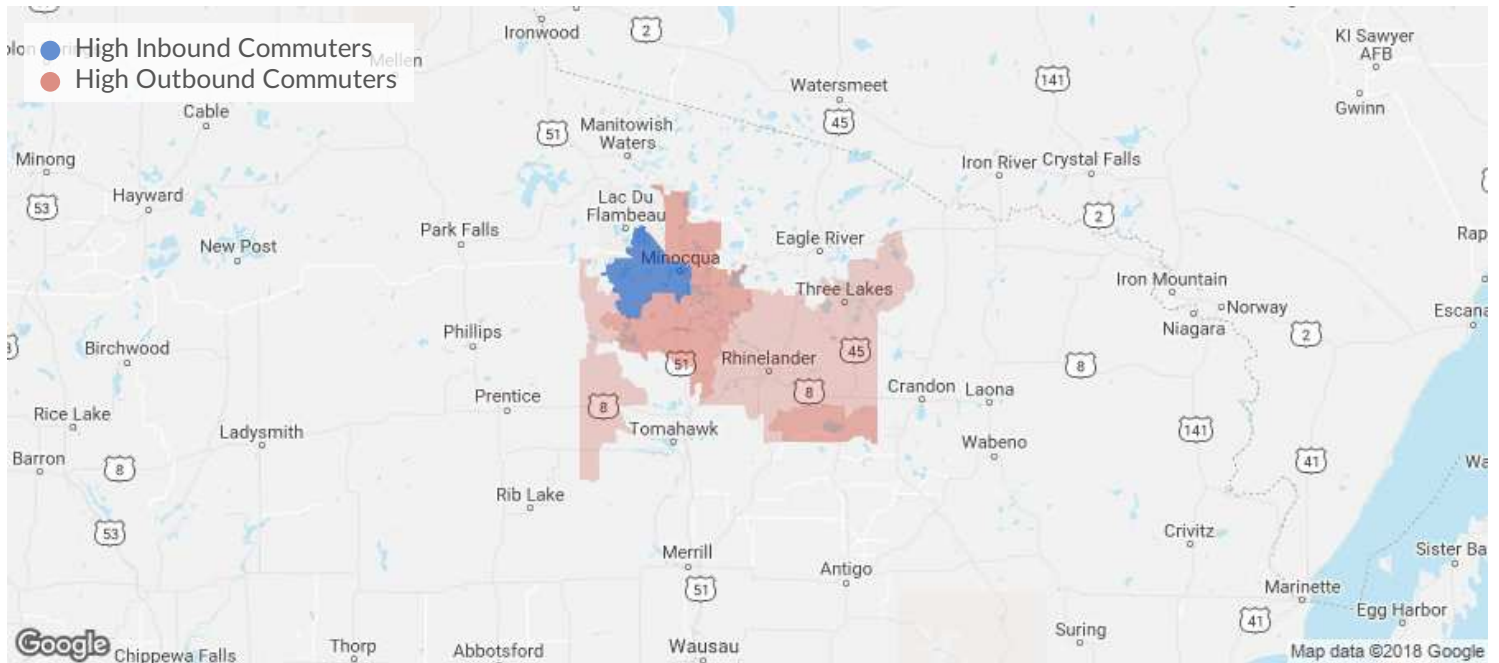
Property Crime

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

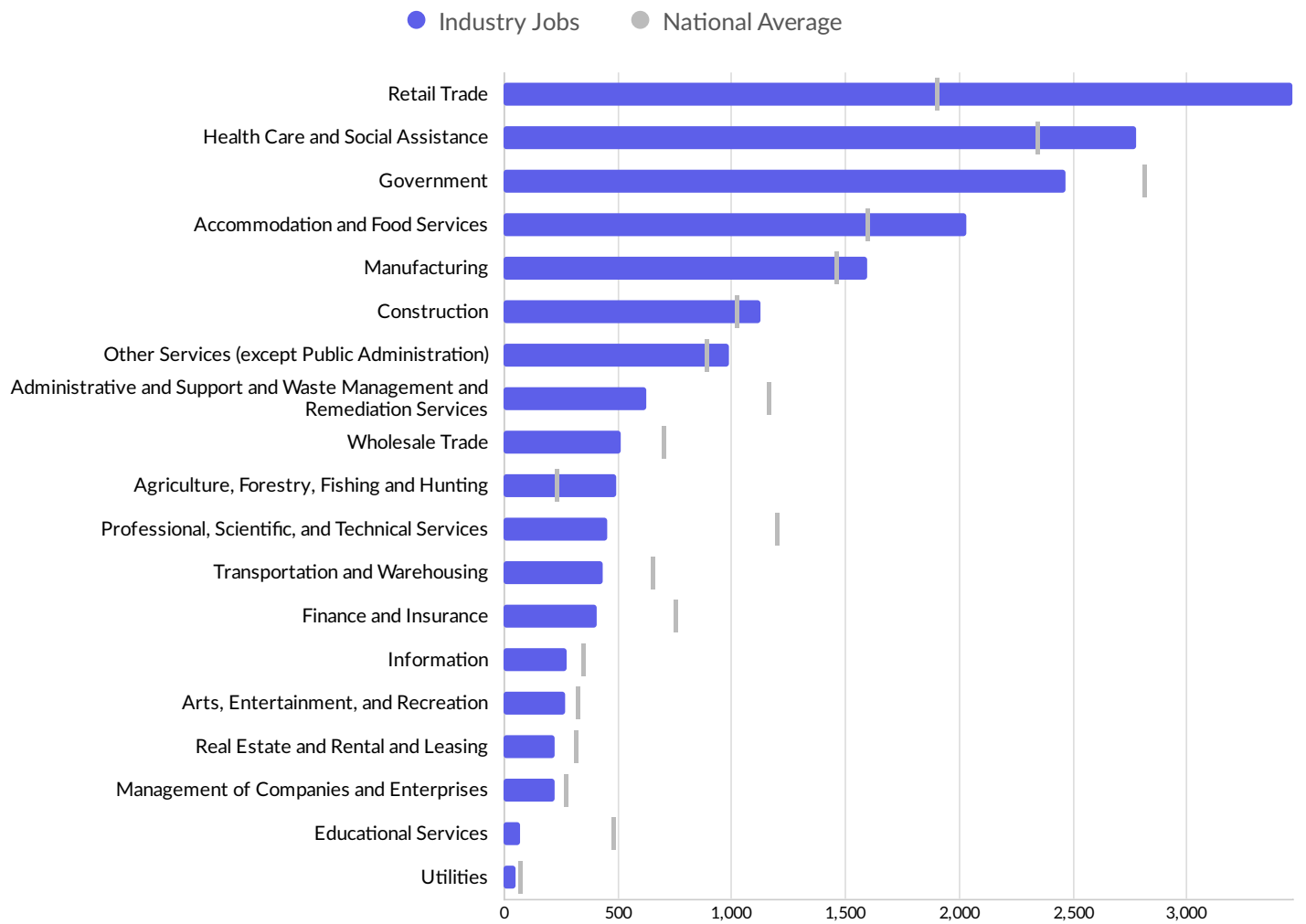
Where Talent Lives

ZIP	Name	2017 Employment
54501	Rhinelander, WI (in On...	10,853
54548	Minocqua, WI (in Onei...	3,884
54568	Woodruff, WI (in Onei...	2,269
54562	Three Lakes, WI (in On...	817
54531	Hazelhurst, WI (in One...	260

ZIP	Name	2017 Workers
54501	Rhinelander, WI (in On...	11,047
54568	Woodruff, WI (in Onei...	2,640
54548	Minocqua, WI (in Onei...	2,607
54562	Three Lakes, WI (in On...	1,053
54539	Lake Tomahawk, WI (in...	720

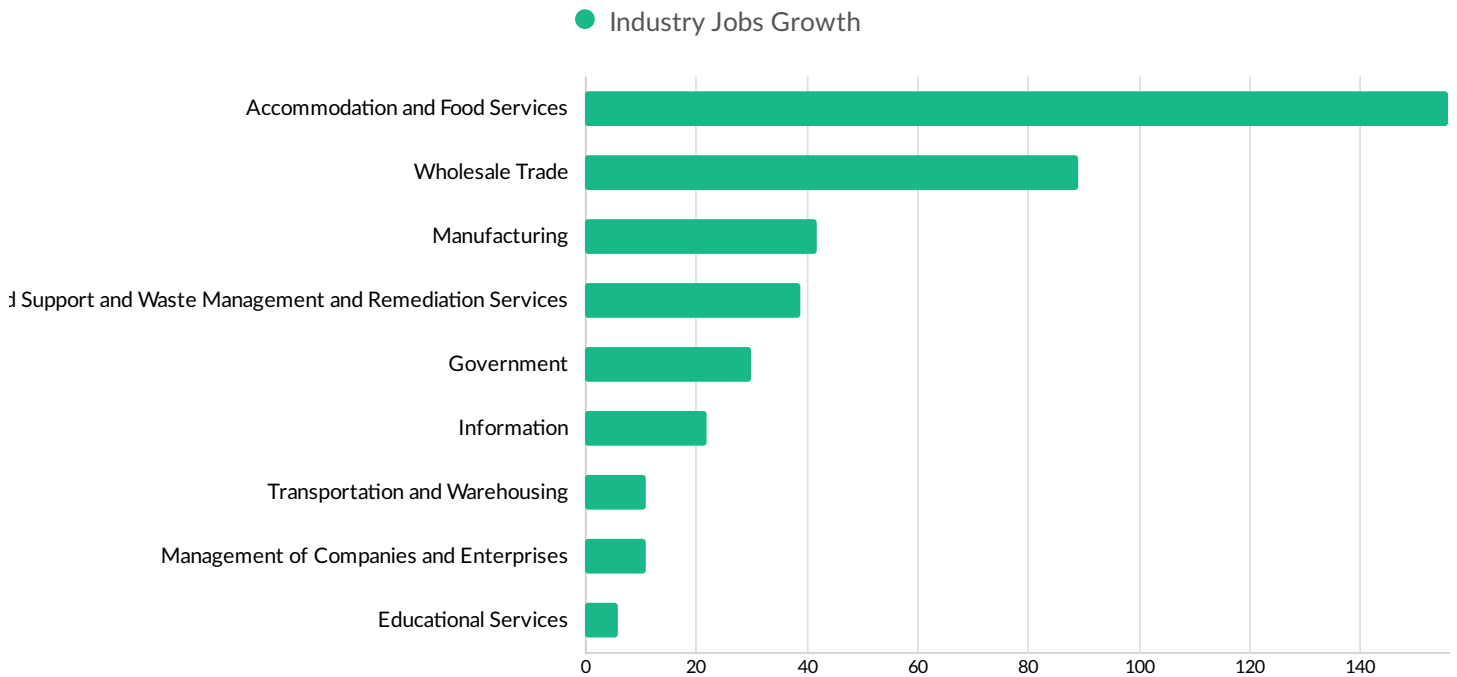
Industry Characteristics

Largest Industries



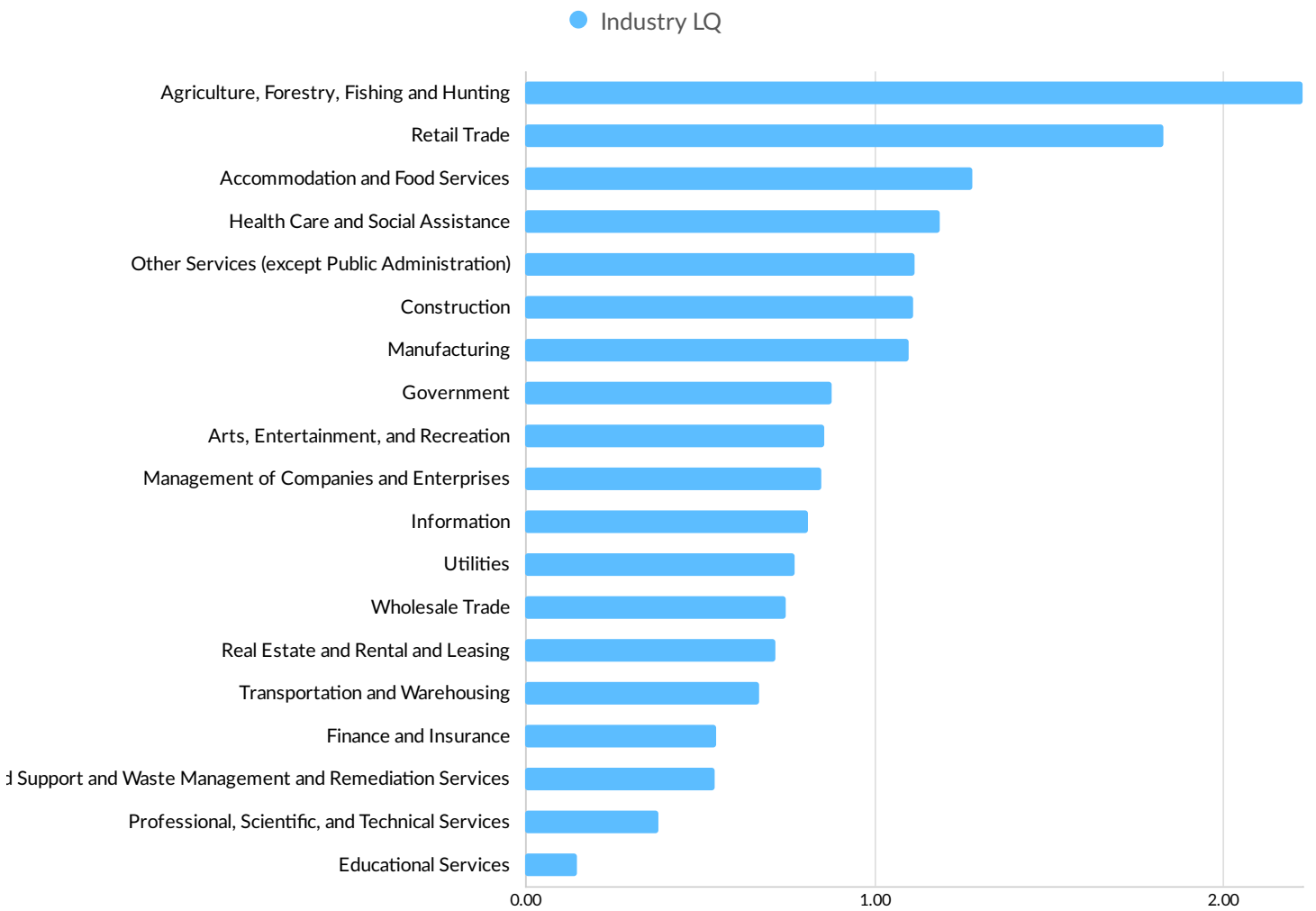
Industry Characteristics - Cont.

Top Growing Industries



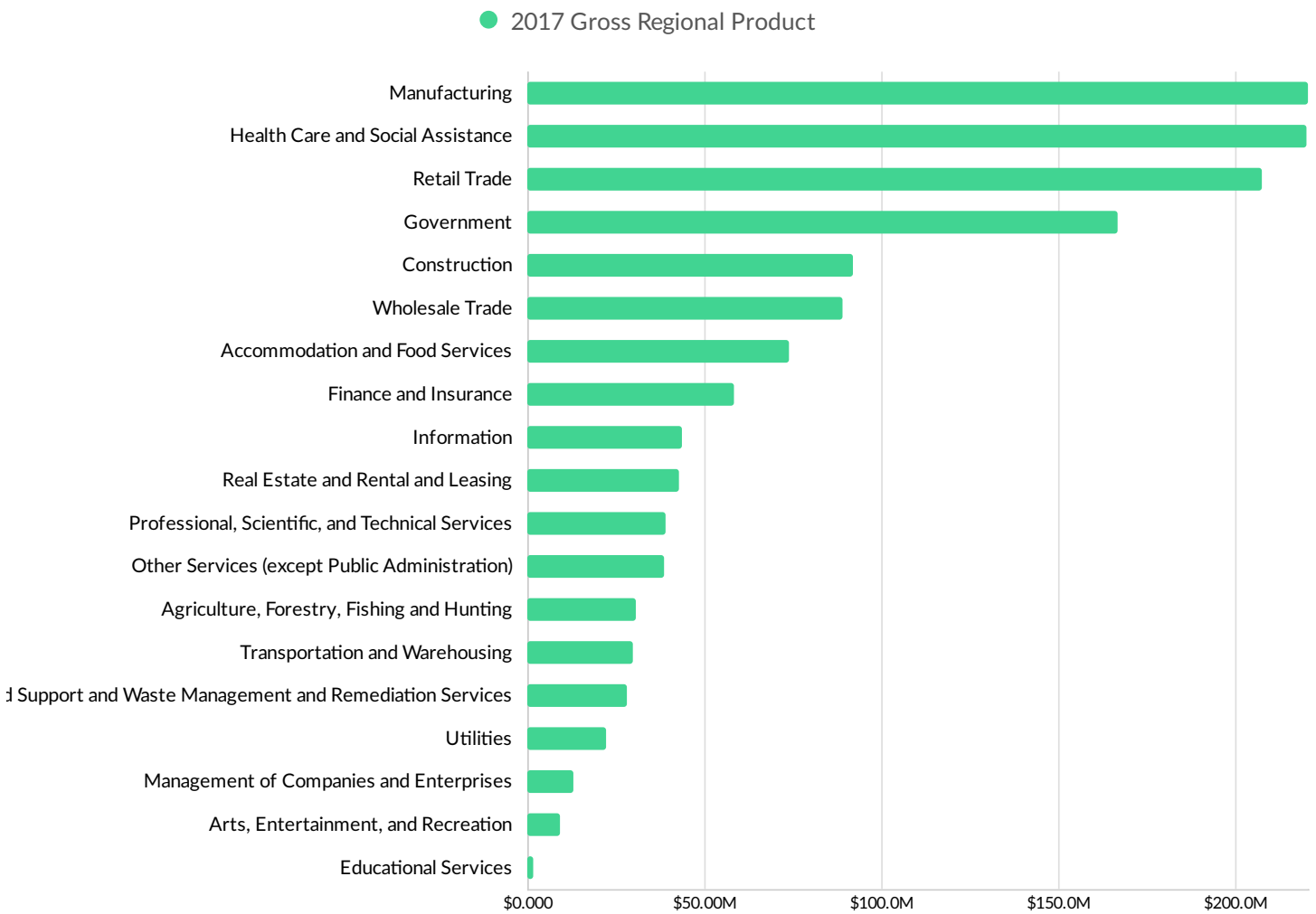
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

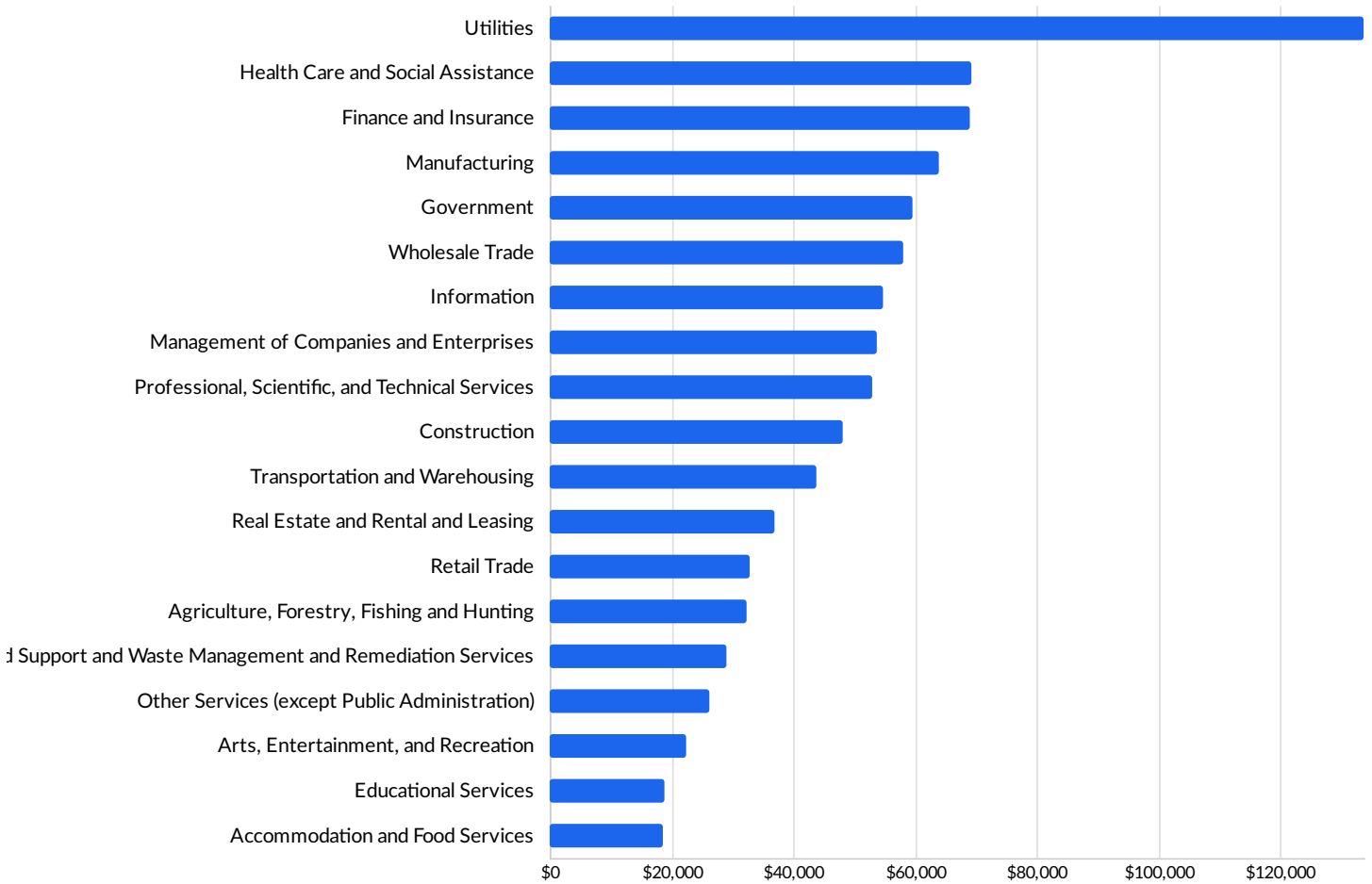
Top Industry GRP



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	3,466	-171	-5%	1.83	\$32,829	\$207.77M
Health Care and Social Assistance	2,897	2,781	-116	-4%	1.19	\$69,386	\$220.53M
Government	2,441	2,471	30	+1%	0.88	\$59,663	\$166.86M
Accommodation and Food Services	1,879	2,035	156	+8%	1.28	\$18,677	\$73.96M
Manufacturing	1,556	1,598	42	+3%	1.10	\$63,948	\$220.76M
Construction	1,174	1,127	-47	-4%	1.11	\$48,083	\$92.24M
Other Services (except Public Administration)	1,042	989	-53	-5%	1.12	\$26,294	\$38.54M
Administrative and Support and Waste Management and Remediation Services	586	625	39	+7%	0.54	\$28,950	\$28.03M
Wholesale Trade	429	518	89	+21%	0.75	\$57,989	\$89.09M
Agriculture, Forestry, Fishing and Hunting	544	496	-48	-9%	2.23	\$32,364	\$30.73M
Professional, Scientific, and Technical Services	507	454	-53	-10%	0.38	\$53,001	\$39.02M
Transportation and Warehousing	424	435	11	+3%	0.67	\$43,765	\$30.00M
Finance and Insurance	420	407	-13	-3%	0.55	\$68,946	\$58.54M
Information	255	277	22	+9%	0.81	\$54,839	\$43.59M
Arts, Entertainment, and Recreation	282	273	-9	-3%	0.86	\$22,373	\$9.43M
Real Estate and Rental and Leasing	247	223	-24	-10%	0.72	\$36,853	\$42.95M
Management of Companies and Enterprises	211	222	11	+5%	0.85	\$53,647	\$13.14M
Educational Services	65	71	6	+9%	0.15	\$18,724	\$1.83M
Utilities	56	50	-6	-11%	0.77	\$133,705	\$22.17M

Business Characteristics

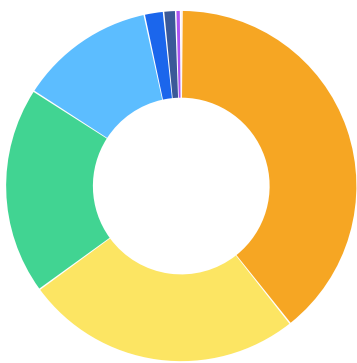
1,768 Companies Employ Your Workers

Online profiles for your workers mention 1,768 companies as employers, with the top 10 appearing below. In the last 12 months, 696 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Ministry Health Care, Inc.	111 	Ascension Health	182 
Nicolet Area Technical College	79 	Ministry Health Care, Inc.	146 
Marshfield Clinic	69 	Marshfield Clinic	143 
State of Wisconsin	57 	Platinum Supplemental Insuran...	138 
The Howard Young Medical Ce...	54 	Barr-Nunn Transportation, Inc.	113 
Foster and Smith, Inc.	50 	The Home Depot Inc	107 
Expera Specialty Solutions, LLC	48 	Shopko Stores Operating Co., L...	89 
St. Mary's Hospital, Inc.	42 	United Parcel Service, Inc.	84 
School District of Rhinelander	34 	Maurices Incorporated	68 
Oneida County Livery Inc	30 	Travel Nurse Inc	62 

Business Characteristics - Cont.

Business Size

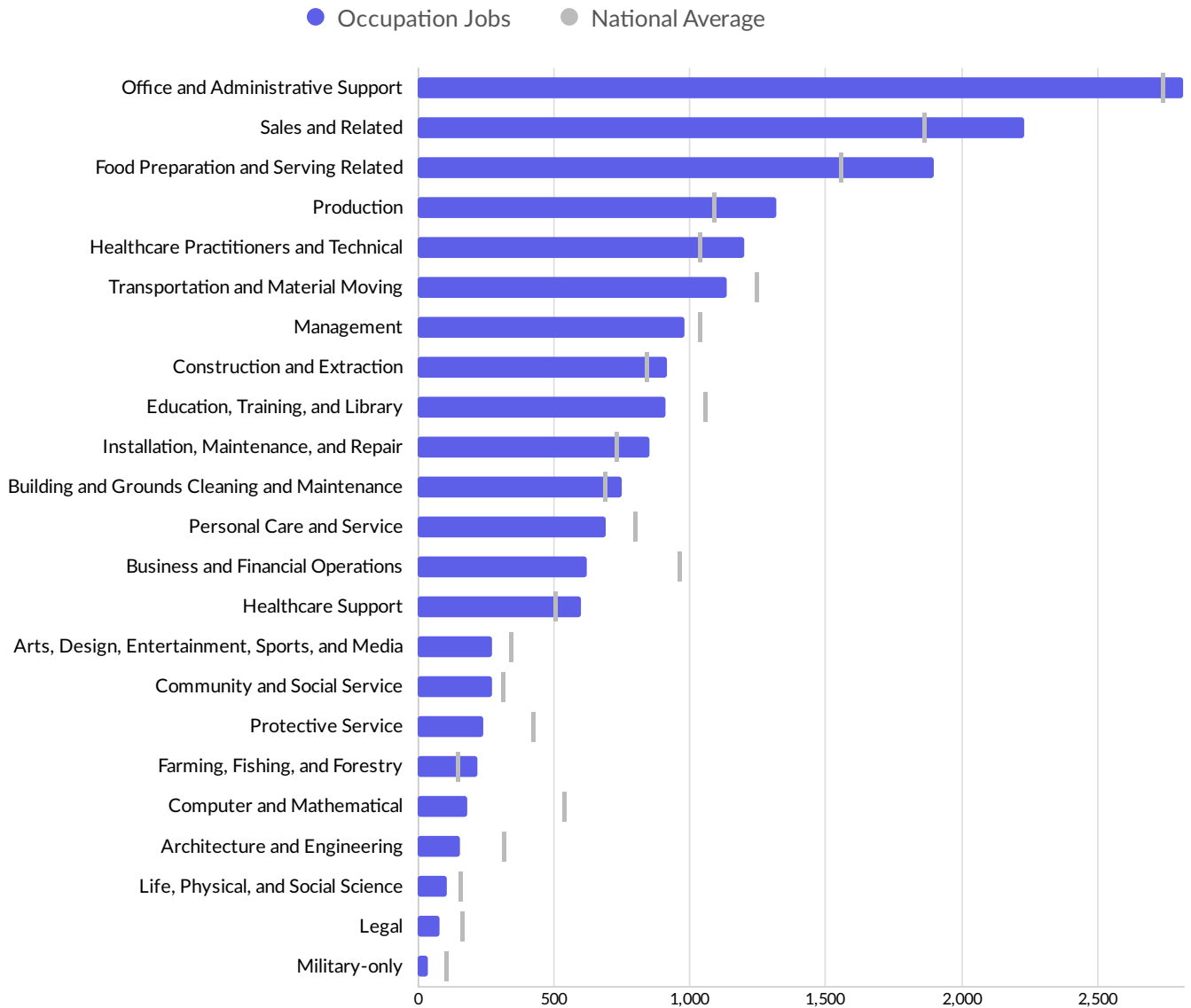


	Percentage	Business Count
1 to 4 employees	39.3%	885
5 to 9 employees	25.6%	578
10 to 19 employees	19.1%	431
20 to 49 employees	12.5%	282
50 to 99 employees	1.8%	40
100 to 249 employees	1.1%	25
250 to 499 employees	0.4%	10
500+ employees	0.1%	3

**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.*

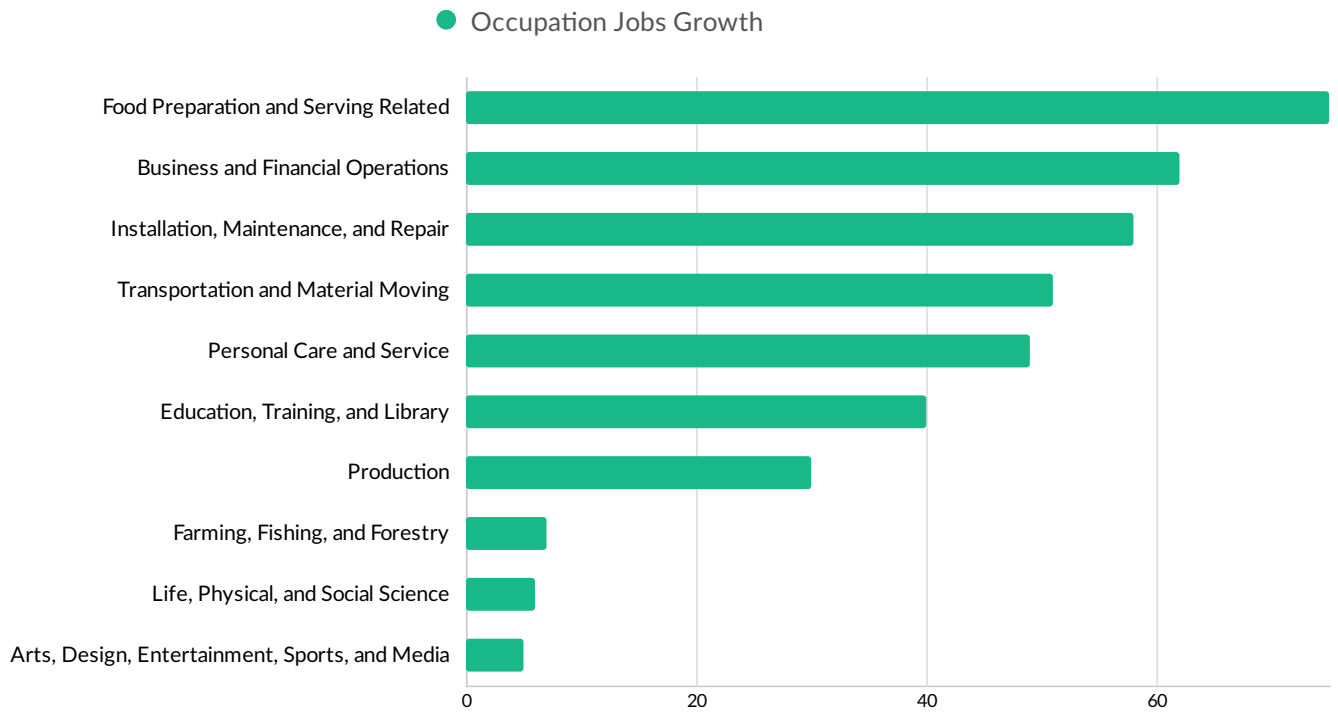
Workforce Characteristics

Largest Occupations



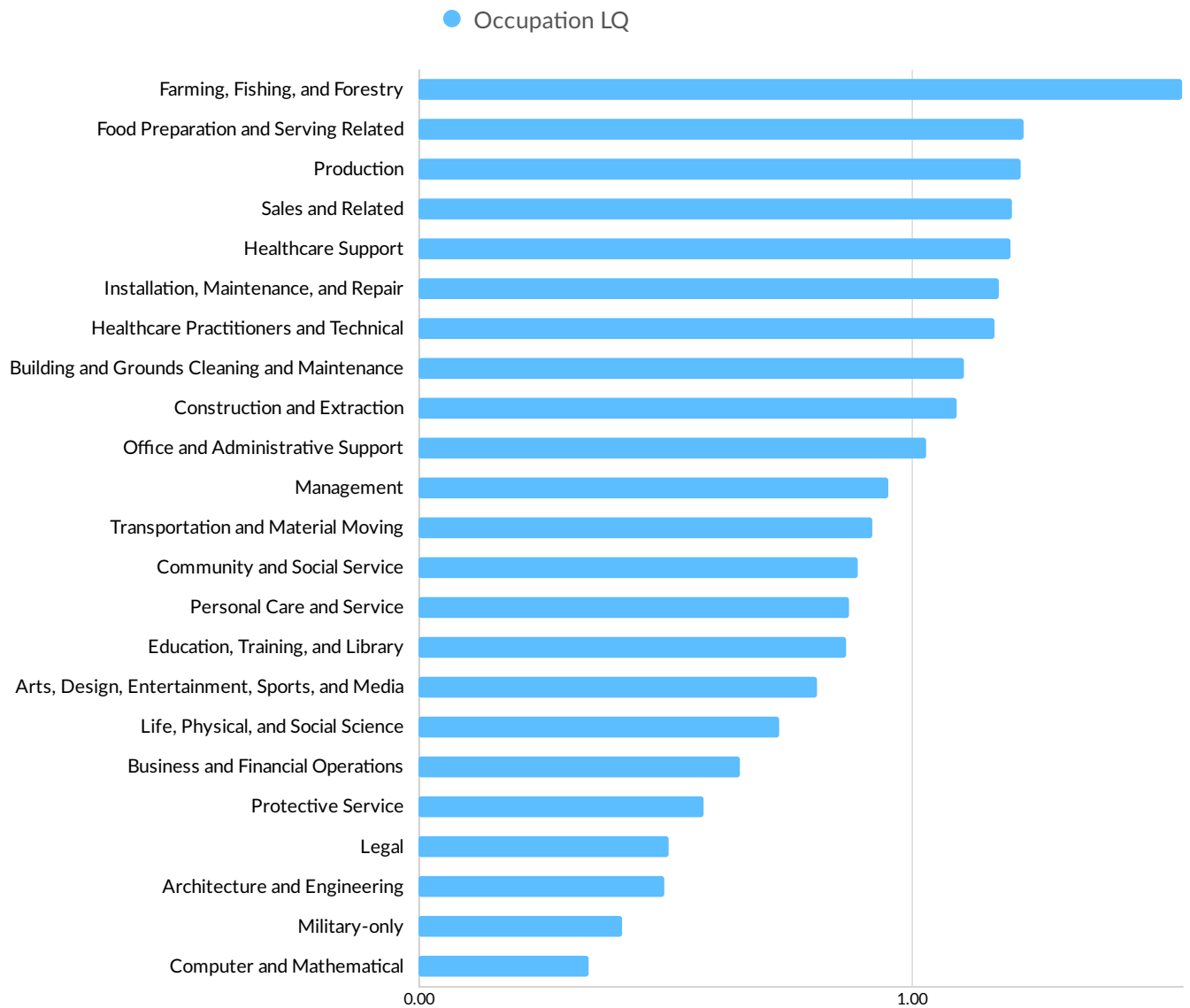
Workforce Characteristics - Cont.

Top Growing Occupations



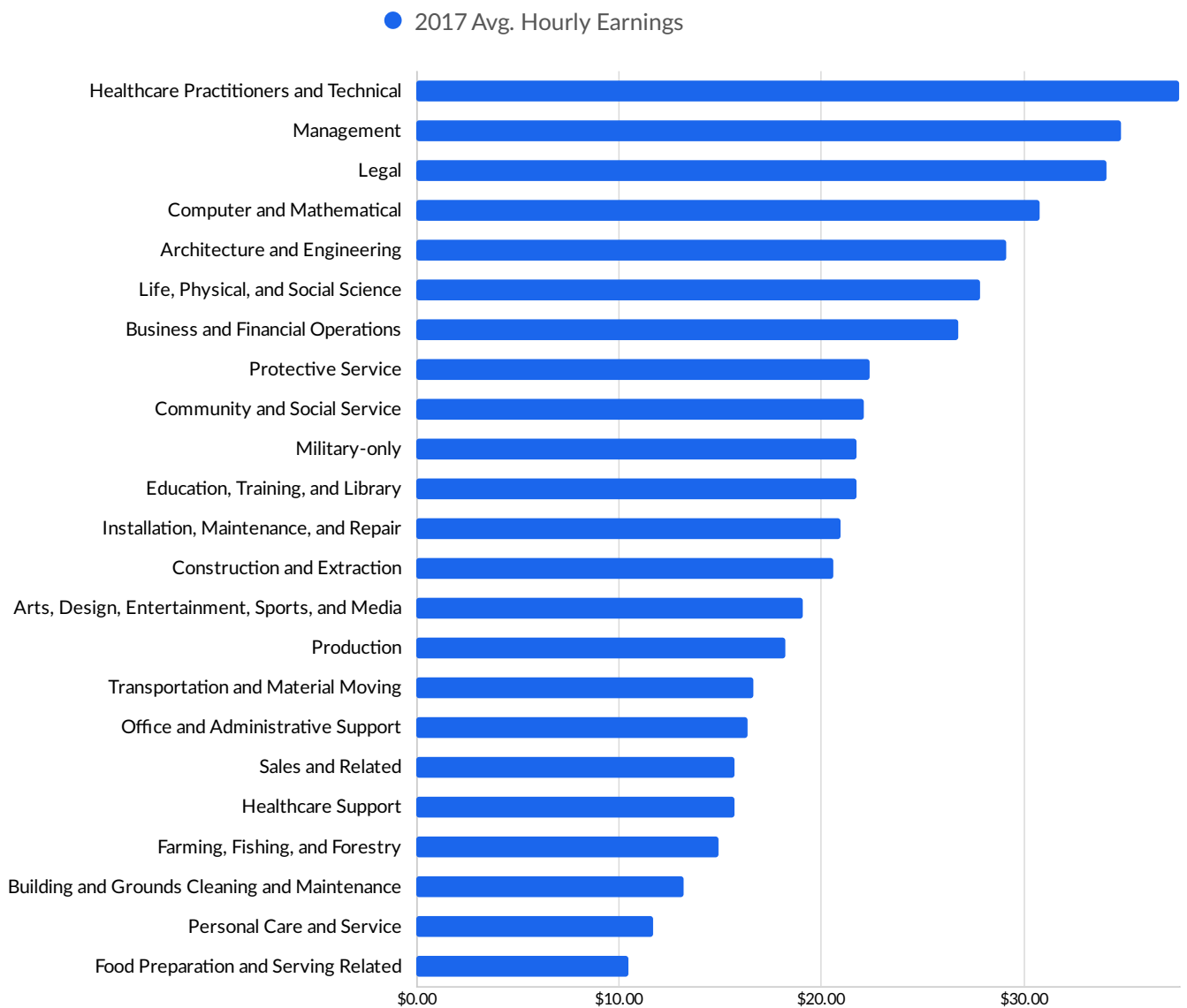
Workforce Characteristics - Cont.

Top Occupation LQ



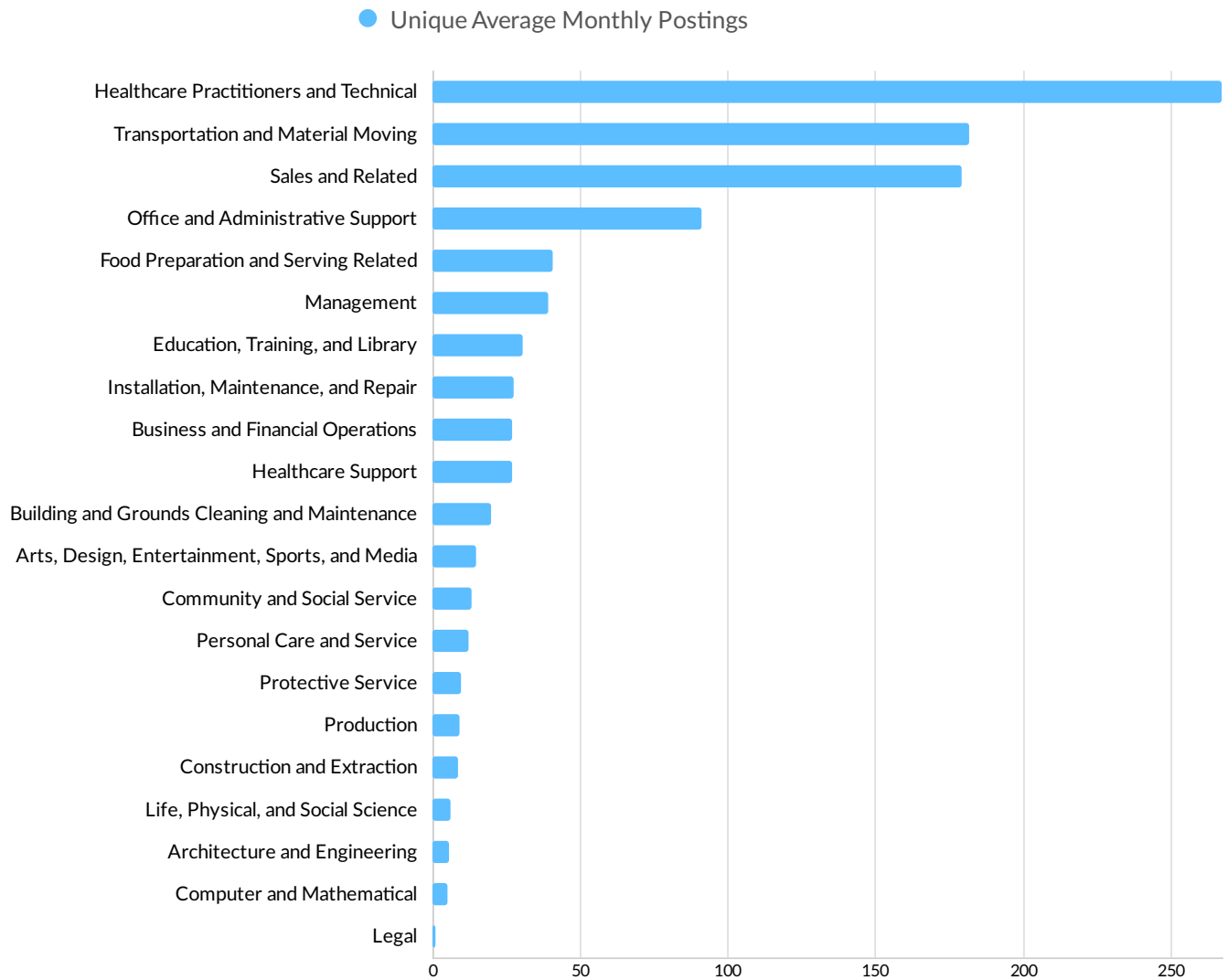
Workforce Characteristics - Cont.

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	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Office and Administrative Support	2,951	2,818	-133	-5%	1.03	\$16.41	91
Sales and Related	2,297	2,234	-63	-3%	1.20	\$15.72	179
Food Preparation and Serving Related	1,826	1,901	75	+4%	1.23	\$10.48	41
Production	1,291	1,321	30	+2%	1.22	\$18.21	9
Healthcare Practitioners and Technical	1,228	1,201	-27	-2%	1.17	\$37.71	267
Transportation and Material Moving	1,089	1,140	51	+5%	0.92	\$16.65	182
Management	1,035	981	-54	-5%	0.95	\$34.86	39
Construction and Extraction	984	916	-68	-7%	1.09	\$20.61	9
Education, Training, and Library	873	913	40	+5%	0.87	\$21.74	31
Installation, Maintenance, and Repair	795	853	58	+7%	1.18	\$20.94	28
Building and Grounds Cleaning and Maintenance	816	754	-62	-8%	1.11	\$13.19	20
Personal Care and Service	642	691	49	+8%	0.87	\$11.70	12
Business and Financial Operations	562	624	62	+11%	0.65	\$26.79	27
Healthcare Support	671	602	-69	-10%	1.20	\$15.71	27
Arts, Design, Entertainment, Sports, and Media	269	274	5	+2%	0.81	\$19.12	15
Community and Social Service	274	272	-2	-1%	0.89	\$22.11	13

Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Avg. Hourly Earnings	Sep 2017 - Aug 2018 Unique Average Monthly Postings
Protective Service	261	242	-19	-7%	0.58	\$22.42	10
Farming, Fishing, and Forestry	212	219	7	+3%	1.55	\$14.96	0
Computer and Mathematical	192	183	-9	-5%	0.35	\$30.85	5
Architecture and Engineering	157	155	-2	-1%	0.50	\$29.16	6
Life, Physical, and Social Science	102	108	6	+6%	0.73	\$27.87	6
Legal	81	78	-3	-4%	0.51	\$34.09	1
Military-only	42	40	-2	-5%	0.41	\$21.74	0

Educational Pipeline

In 2017, there were 576 graduates in Oneida County, WI. This pipeline has shrunk by 13% 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 Liberal Arts and Sciences/Liberal Studies.

