



Oneida County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Contents

Economy Overview	1
Historic & Projected Trends	3
Population Characteristics	7
Industry Characteristics	9
Business Characteristics	15
Workforce Characteristics	17
Educational Pipeline	21

Economy Overview

35,186

Population (2018)

Population **decreased by 349** over the last 5 years and is projected to **decrease by 250** over the next 5 years.

18,571

Jobs (2018)

Jobs **grew by 234** over the last 5 years and are projected to **grow by 149** over the next 5 years.

\$49.7K

Median Household Income (2016)

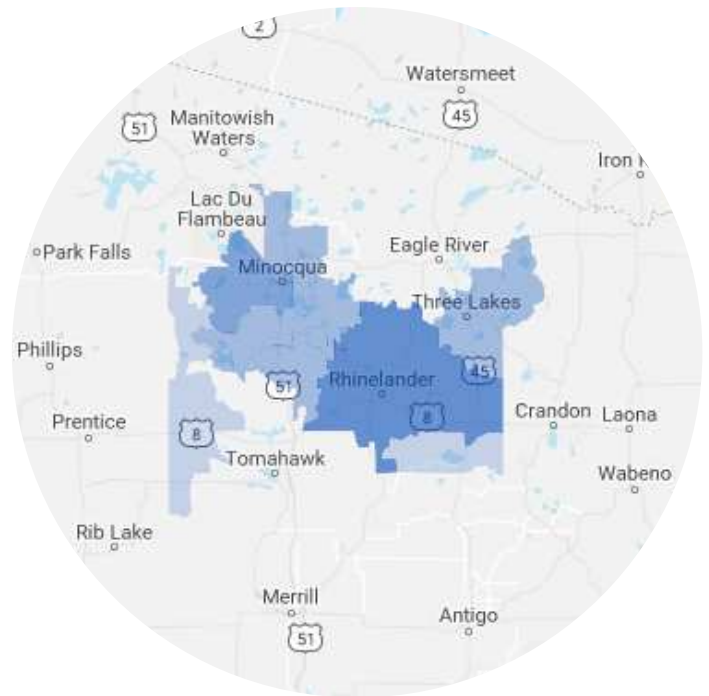
Median household income is **\$5.6K below** the national median household income of \$55.3K.

As of 2018 the region's population **declined by 1.0%** since 2013, falling by 349. Population is expected to **decrease by 0.7%** between 2018 and 2023, losing 250.

From 2013 to 2018, jobs **increased by 1.3%** in Oneida County, WI from 18,337 to **18,571**. This change **fell short of the national growth rate of 7.4% by 6.1%**. As the number of jobs increased, the **labor force participation rate increased from 64.1% to 64.9% between 2013 and 2018**.

Concerning educational attainment, **16.4% of Oneida County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **10.0% hold an Associate's Degree** (2.0% above the national average).

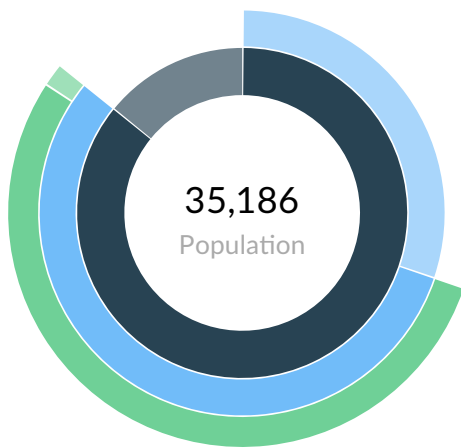
The top three industries in 2018 are Education and Hospitals (Local Government), Restaurants and Other Eating Places, and General Medical and Surgical Hospitals.



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	35,186	19,581	18,571	101.5	\$1.60B	\$2.20B	\$1.87B
NCWRPC	438,224	235,081	227,020	99.6	\$21.51B	\$27.36B	\$26.67B
Wisconsin	5,810,713	3,216,111	3,142,522	100.3	\$316.61B	\$285.96B	\$314.19B
United States	328,038,851	163,733,789	161,636,598	100.0	\$19.28T	\$0	\$8.38T

Economy Overview - Cont.

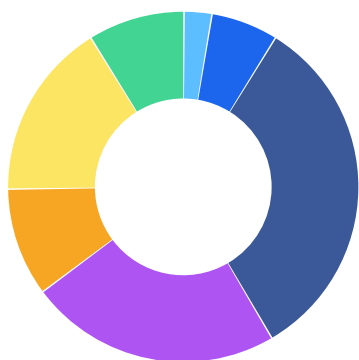
2018 Labor Force Breakdown



	Population
● Total Working Age Population	30,180
● Not in Labor Force (15+)	10,599
● Labor Force	19,581
● Employed	19,013
● Unemployed	568
● Under 15	5,005

Educational Attainment

Concerning educational attainment, **16.4% of Oneida County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **10.0% hold an Associate's Degree** (2.0% above the national average).

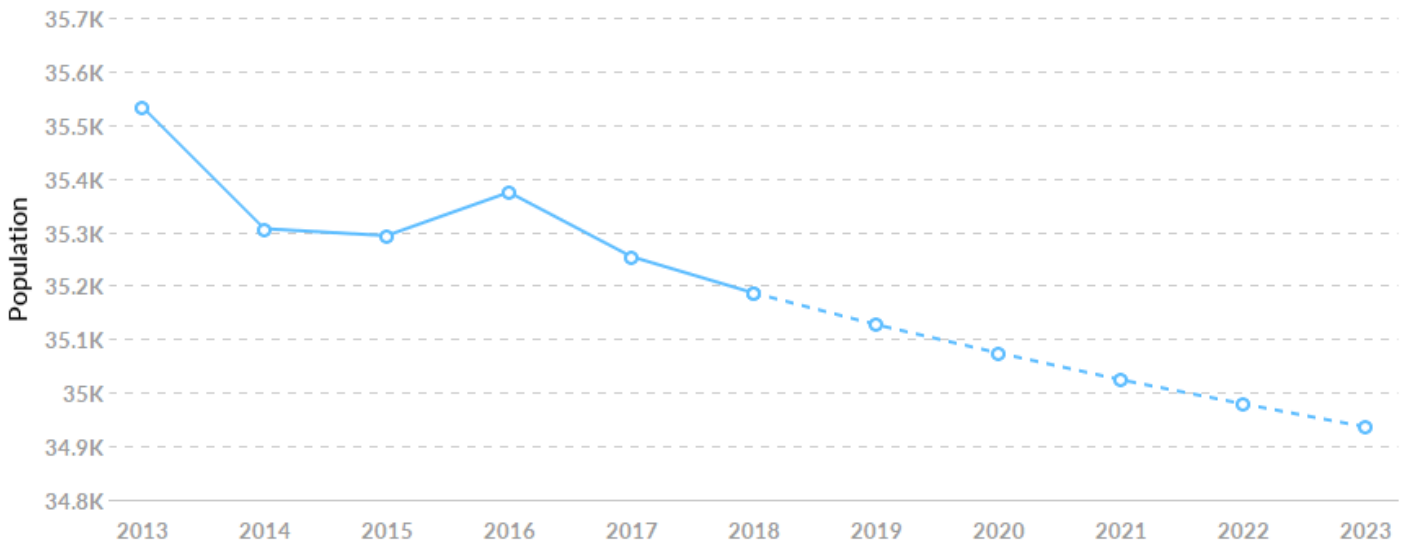


	% of Population	Population
● Less Than 9th Grade	2.6%	694
● 9th Grade to 12th Grade	6.2%	1,673
● High School Diploma	32.7%	8,856
● Some College	23.2%	6,283
● Associate's Degree	10.0%	2,705
● Bachelor's Degree	16.4%	4,429
● Graduate Degree and Higher	8.9%	2,408

Historic & Projected Trends

Population Trends

As of 2018 the region's population declined by 1.0% since 2013, falling by 349. Population is expected to decrease by 0.7% between 2018 and 2023, losing 250.

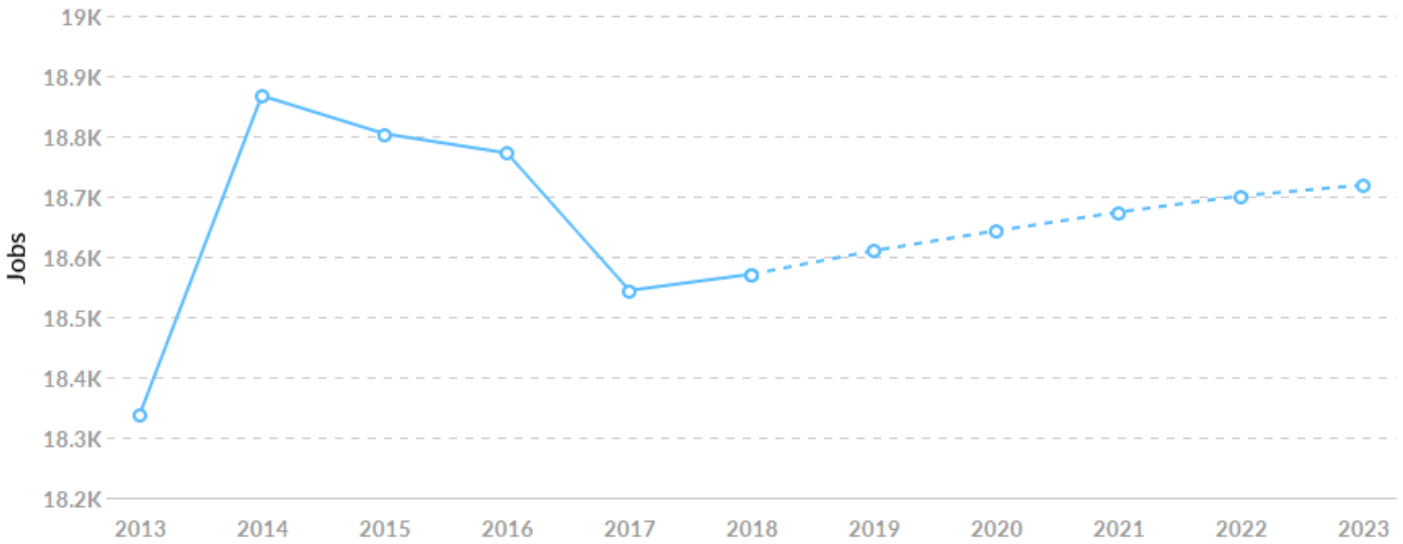


Timeframe	Population
2013	35,534
2014	35,306
2015	35,293
2016	35,374
2017	35,254
2018	35,186
2019	35,127
2020	35,074
2021	35,024
2022	34,979
2023	34,936

Historic & Projected Trends - Cont.

Job Trends

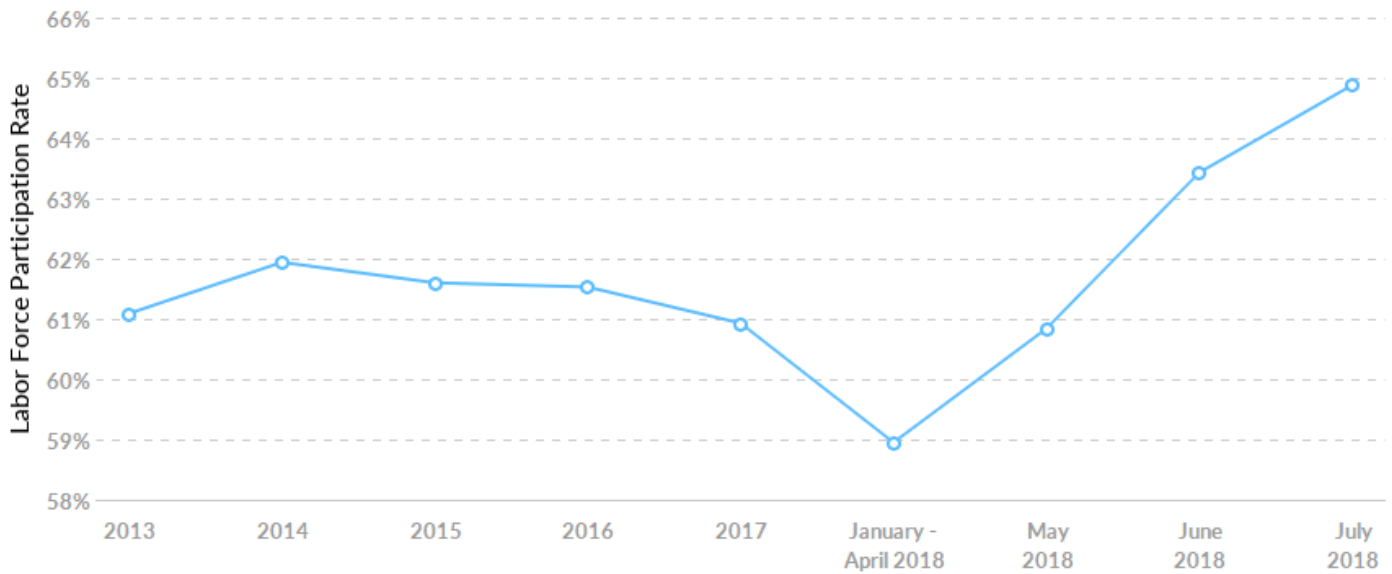
From 2013 to 2018, jobs increased by 1.3% in Oneida County, WI from 18,337 to 18,571. This change fell short of the national growth rate of 7.4% by 6.1%.



Timeframe	Jobs
2013	18,337
2014	18,867
2015	18,804
2016	18,772
2017	18,544
2018	18,571
2019	18,610
2020	18,643
2021	18,674
2022	18,701
2023	18,719

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

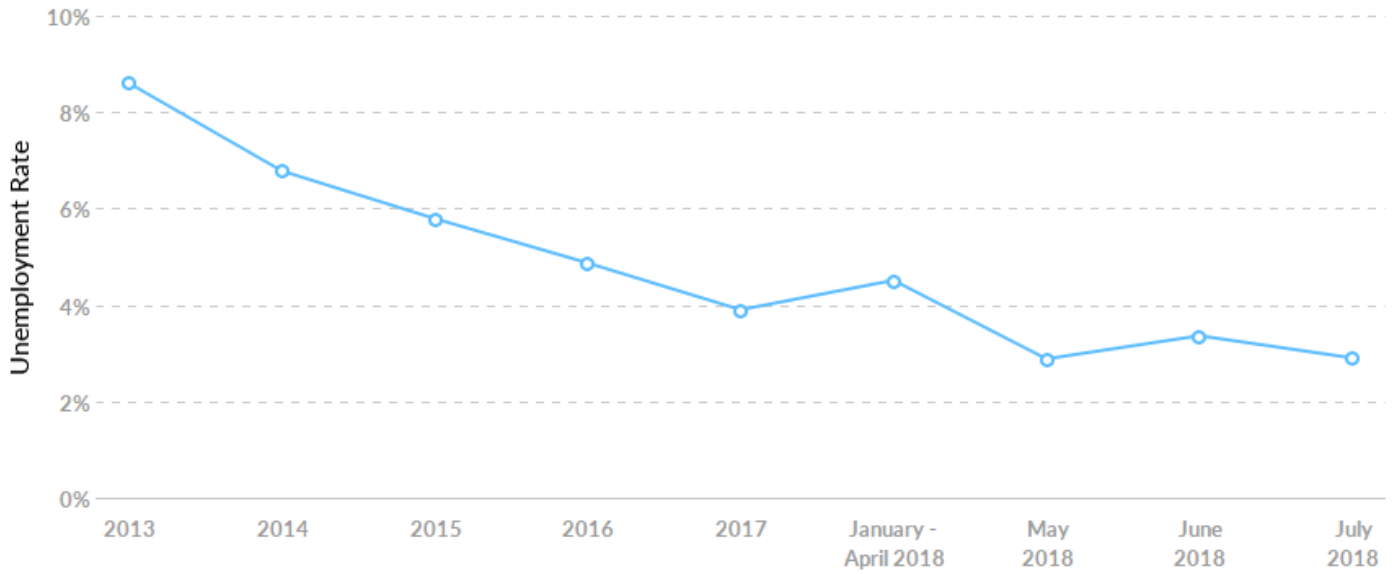


Timeframe	Labor Force Participation Rate
2013	61.09%
2014	61.94%
2015	61.60%
2016	61.53%
2017	60.93%
January - April 2018	58.95%
May 2018	60.84%
June 2018	63.43%
July 2018	64.88%

Historic & Projected Trends - Cont.

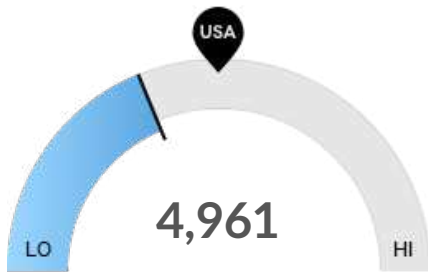
Unemployment Rate Trends

Oneida County, WI had a July 2018 unemployment rate of 2.90%, **decreasing from 8.60%** 5 years before.



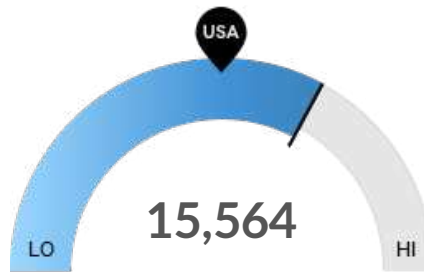
Timeframe	Unemployment Rate
2013	8.60%
2014	6.78%
2015	5.79%
2016	4.87%
2017	3.90%
January - April 2018	4.51%
May 2018	2.88%
June 2018	3.36%
July 2018	2.90%

Population Characteristics



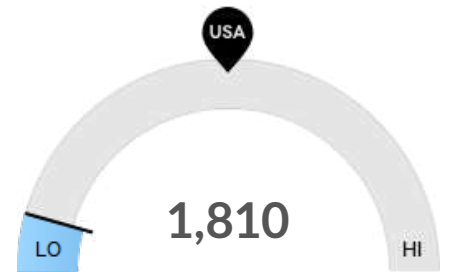
Millennials

Oneida County, WI has 4,961 millennials (ages 20-34). The national average for an area this size is 7,302.



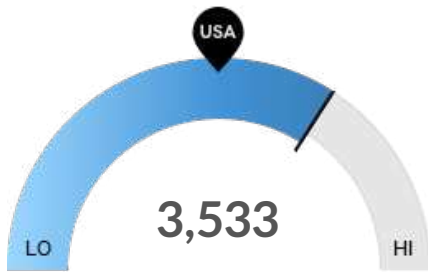
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 10,050 people 55 or older, while there are 15,564 here.



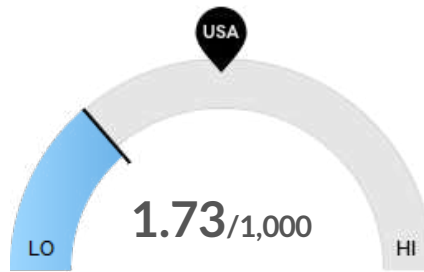
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 13,845 racially diverse people, while there are 1,810 here.



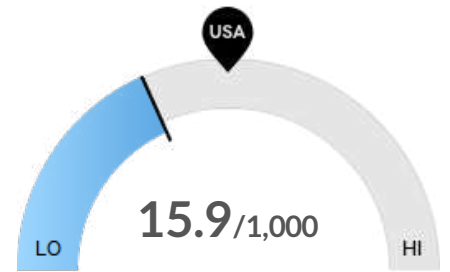
Veterans

Oneida County, WI has 3,533 veterans. The national average for an area this size is 2,137.



Violent Crime

Oneida County, WI has 1.73 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



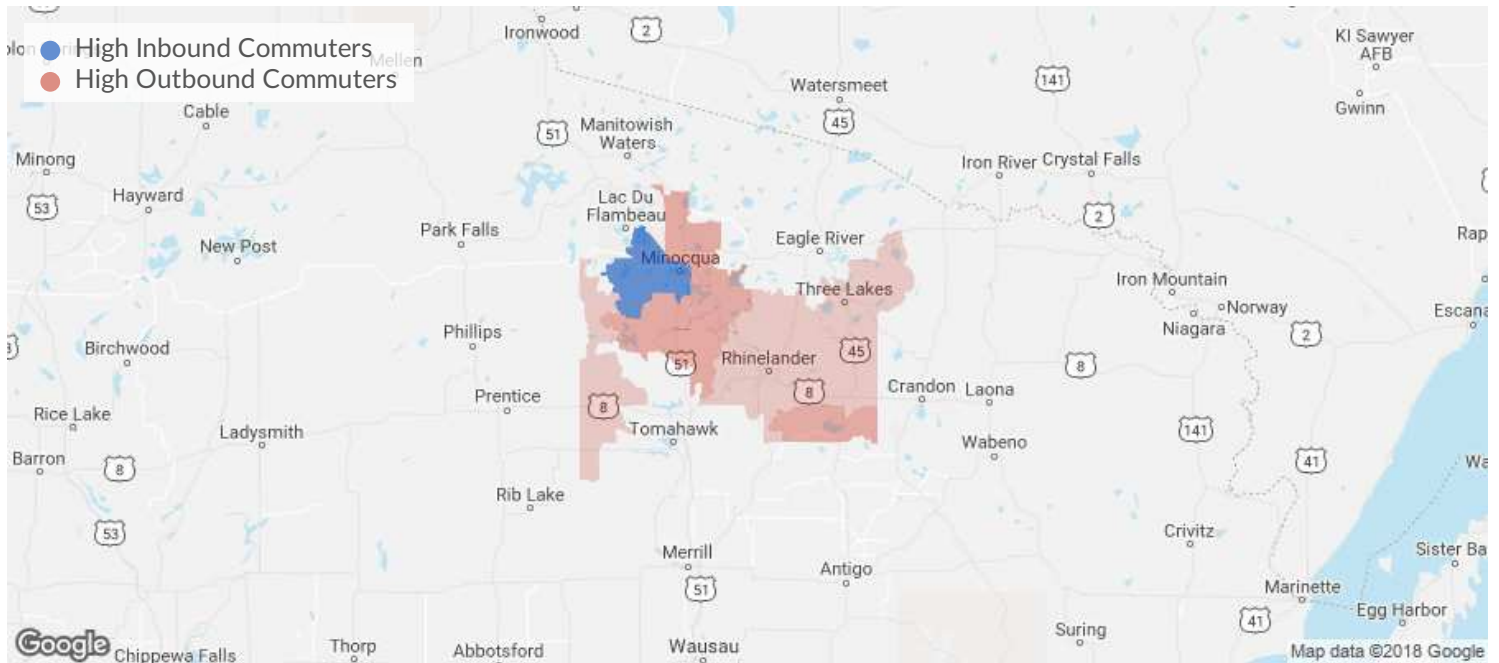
Property Crime

Oneida County, WI has 15.9 property crimes per 1,000 people. The national rate is 24.21 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

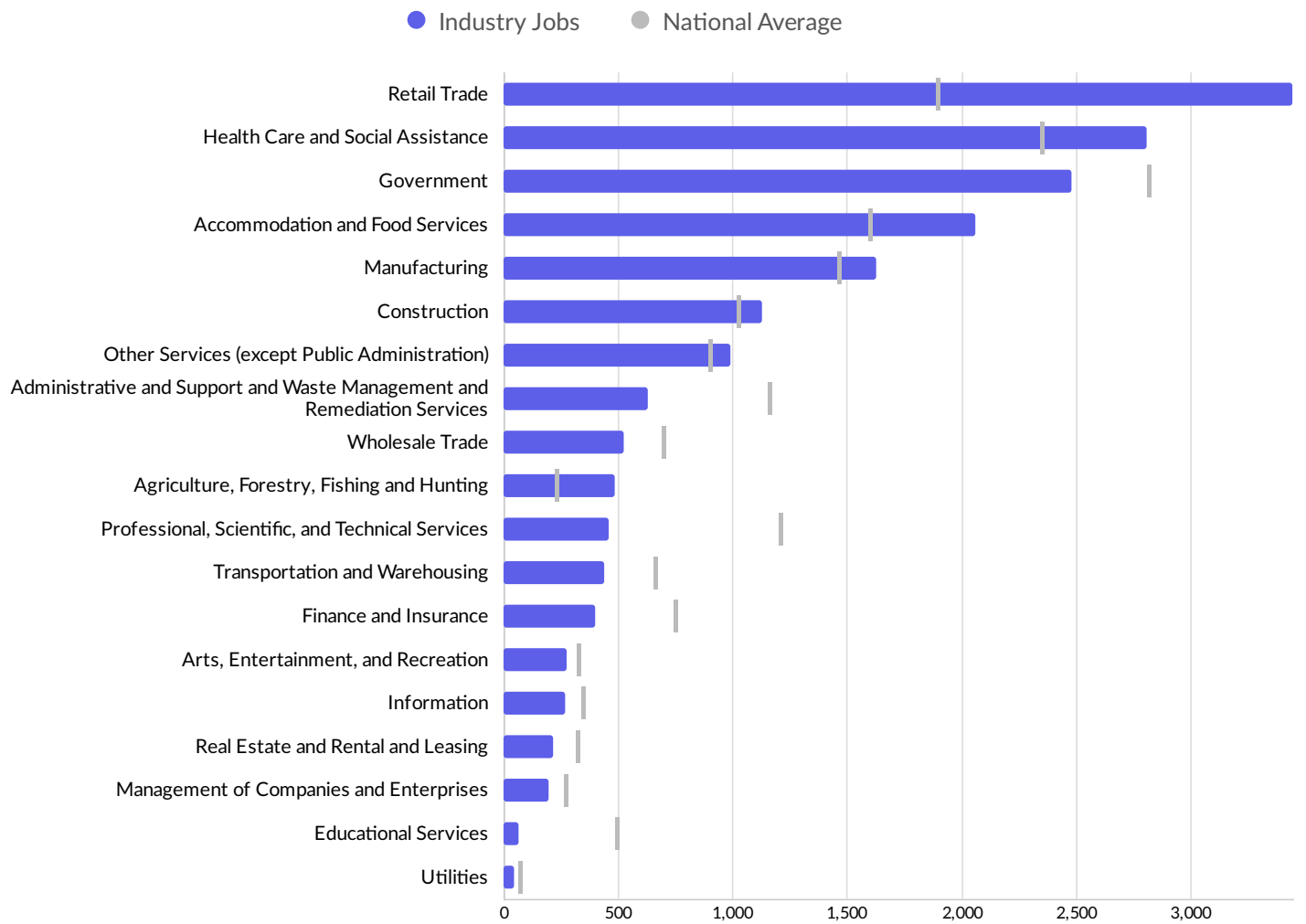
Where Talent Lives

ZIP	Name	2018 Employment
54501	Rhinelander, WI (in On...	10,878
54548	Minocqua, WI (in Onei...	3,895
54568	Woodruff, WI (in Onei...	2,274
54562	Three Lakes, WI (in On...	827
54531	Hazelhurst, WI (in One...	260

ZIP	Name	2018 Workers
54501	Rhinelander, WI (in On...	11,076
54568	Woodruff, WI (in Onei...	2,646
54548	Minocqua, WI (in Onei...	2,622
54562	Three Lakes, WI (in On...	1,060
54539	Lake Tomahawk, WI (in...	722

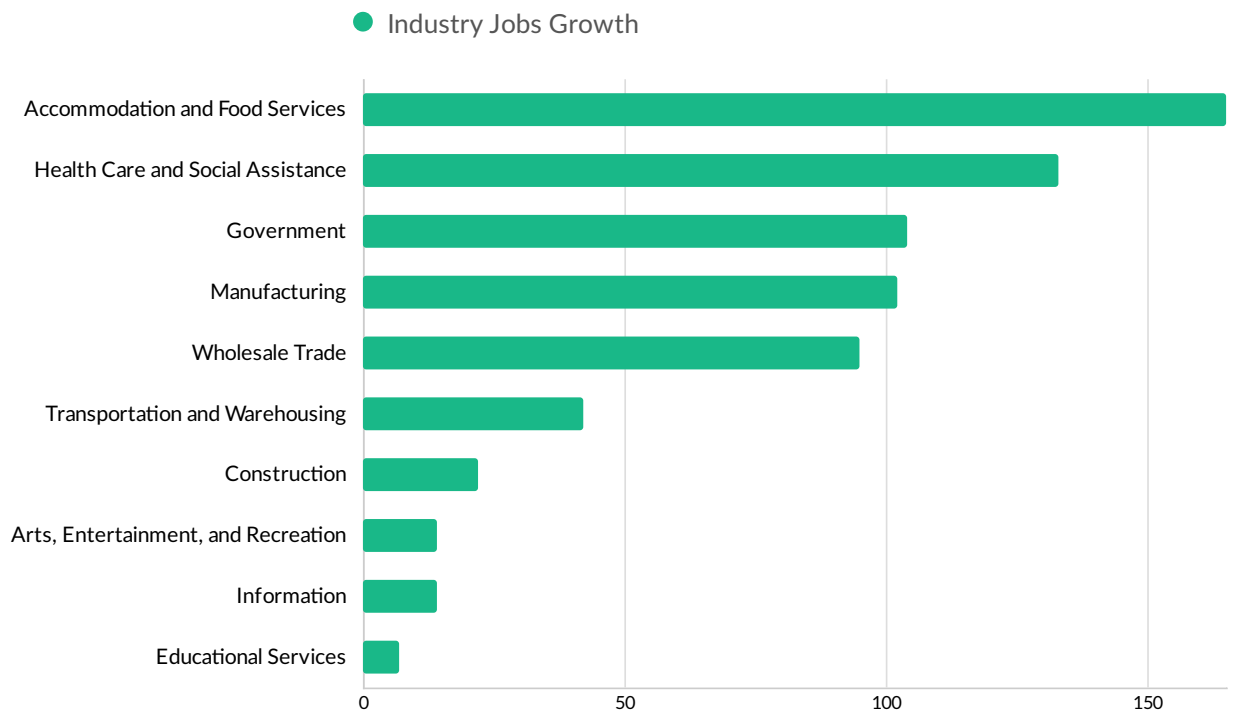
Industry Characteristics

Largest Industries



Industry Characteristics - Cont.

Top Growing Industries



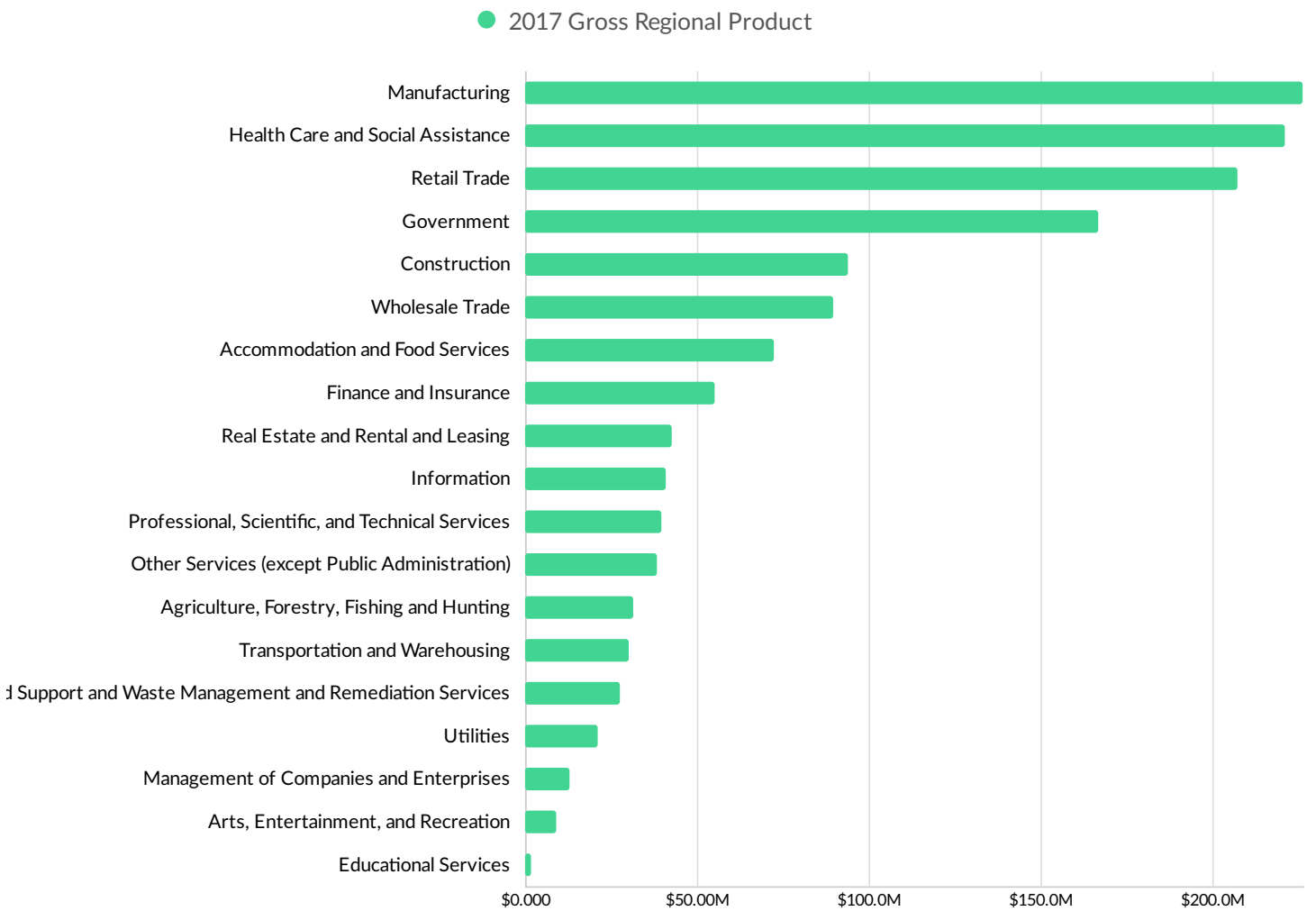
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

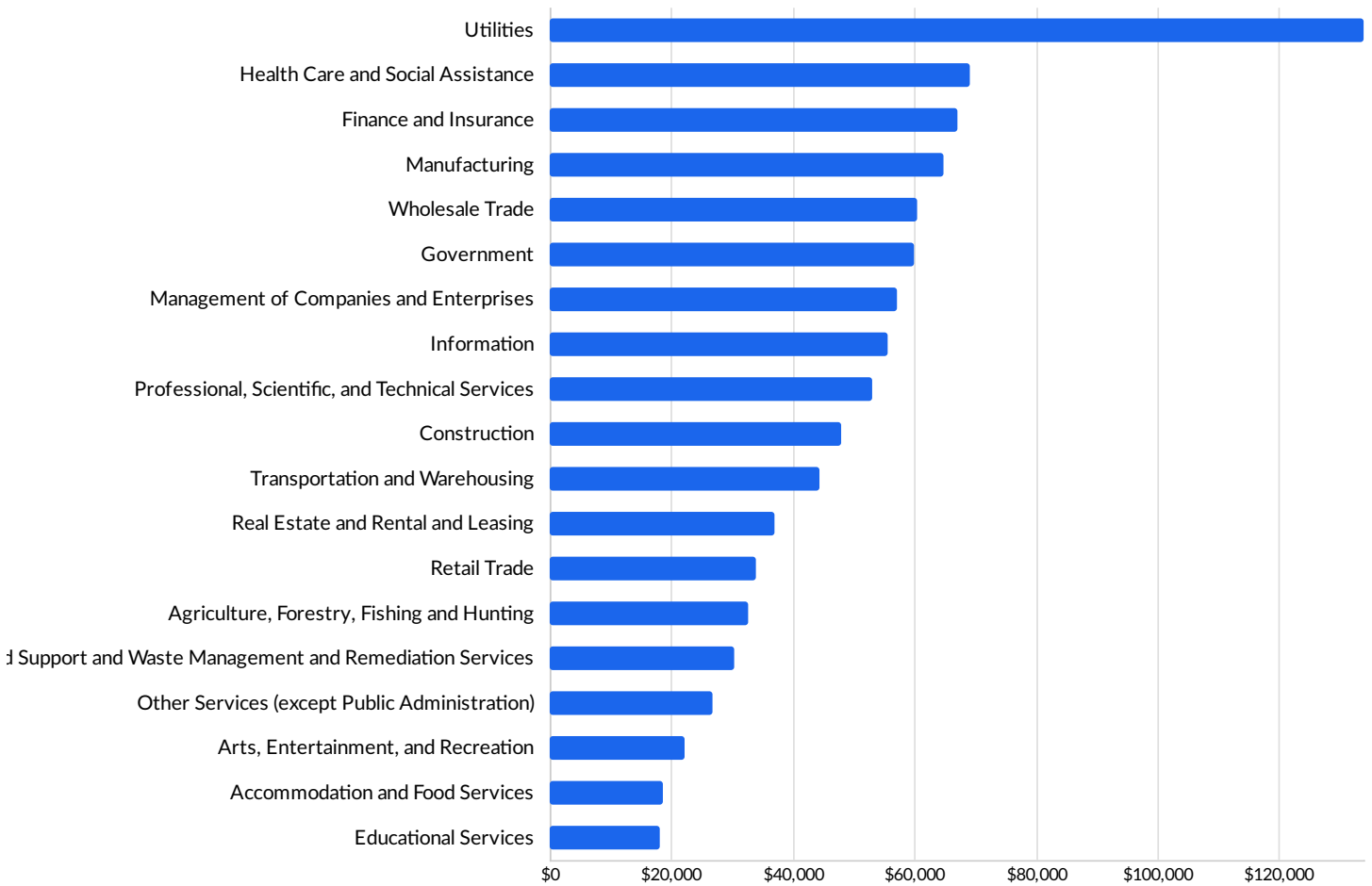
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker























Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Retail Trade	3,656	3,447	-209	-6%	1.82	\$33,868	\$207.46M
Health Care and Social Assistance	2,680	2,813	133	+5%	1.20	\$69,151	\$221.46M
Government	2,376	2,480	104	+4%	0.88	\$59,876	\$166.92M
Accommodation and Food Services	1,898	2,063	165	+9%	1.29	\$18,738	\$72.44M
Manufacturing	1,524	1,626	102	+7%	1.11	\$64,915	\$226.50M
Construction	1,111	1,133	22	+2%	1.11	\$47,987	\$94.04M
Other Services (except Public Administration)	1,043	994	-49	-5%	1.11	\$26,673	\$38.34M
Administrative and Support and Waste Management and Remediation Services	693	631	-62	-9%	0.55	\$30,250	\$27.79M
Wholesale Trade	431	526	95	+22%	0.76	\$60,388	\$89.60M
Agriculture, Forestry, Fishing and Hunting	545	484	-61	-11%	2.18	\$32,536	\$31.45M
Professional, Scientific, and Technical Services	468	458	-10	-2%	0.38	\$53,051	\$39.53M
Transportation and Warehousing	397	439	42	+11%	0.67	\$44,476	\$30.14M
Finance and Insurance	422	403	-19	-5%	0.54	\$67,144	\$55.32M
Arts, Entertainment, and Recreation	259	273	14	+5%	0.85	\$22,301	\$9.26M
Information	258	272	14	+5%	0.80	\$55,714	\$41.17M
Real Estate and Rental and Leasing	241	220	-21	-9%	0.70	\$36,961	\$42.81M
Management of Companies and Enterprises	225	198	-27	-12%	0.75	\$57,036	\$13.14M
Educational Services	57	64	7	+12%	0.13	\$18,084	\$1.53M
Utilities	55	49	-6	-11%	0.76	\$133,946	\$21.01M

Business Characteristics

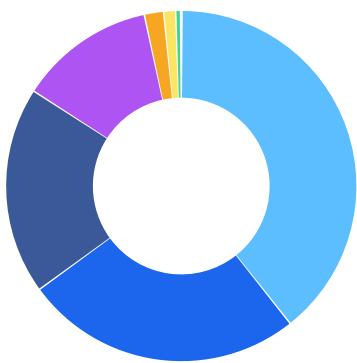
1,768 Companies Employ Your Workers

Online profiles for your workers mention 1,768 companies as employers, with the top 10 appearing below. In the last 12 months, 742 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	178 
Nicolet Area Technical College	79 	Marshfield Clinic	152 
Marshfield Clinic	69 	Platinum Supplemental Insuran...	146 
State of Wisconsin	58 	Ministry Health Care, Inc.	139 
The Howard Young Medical Ce...	55 	United Parcel Service, Inc.	125 
Foster and Smith, Inc.	49 	The Home Depot Inc	111 
Expera Specialty Solutions, LLC	48 	Barr-Nunn Transportation, Inc.	108 
St. Mary's Hospital, Inc.	42 	Tutree, Inc.	97 
School District of Rhinelander	35 	Shopko Stores Operating Co., L...	86 
Oneida County Livery Inc	31 	Comphealth Associates, Inc	63 

Business Characteristics - Cont.

Business Size

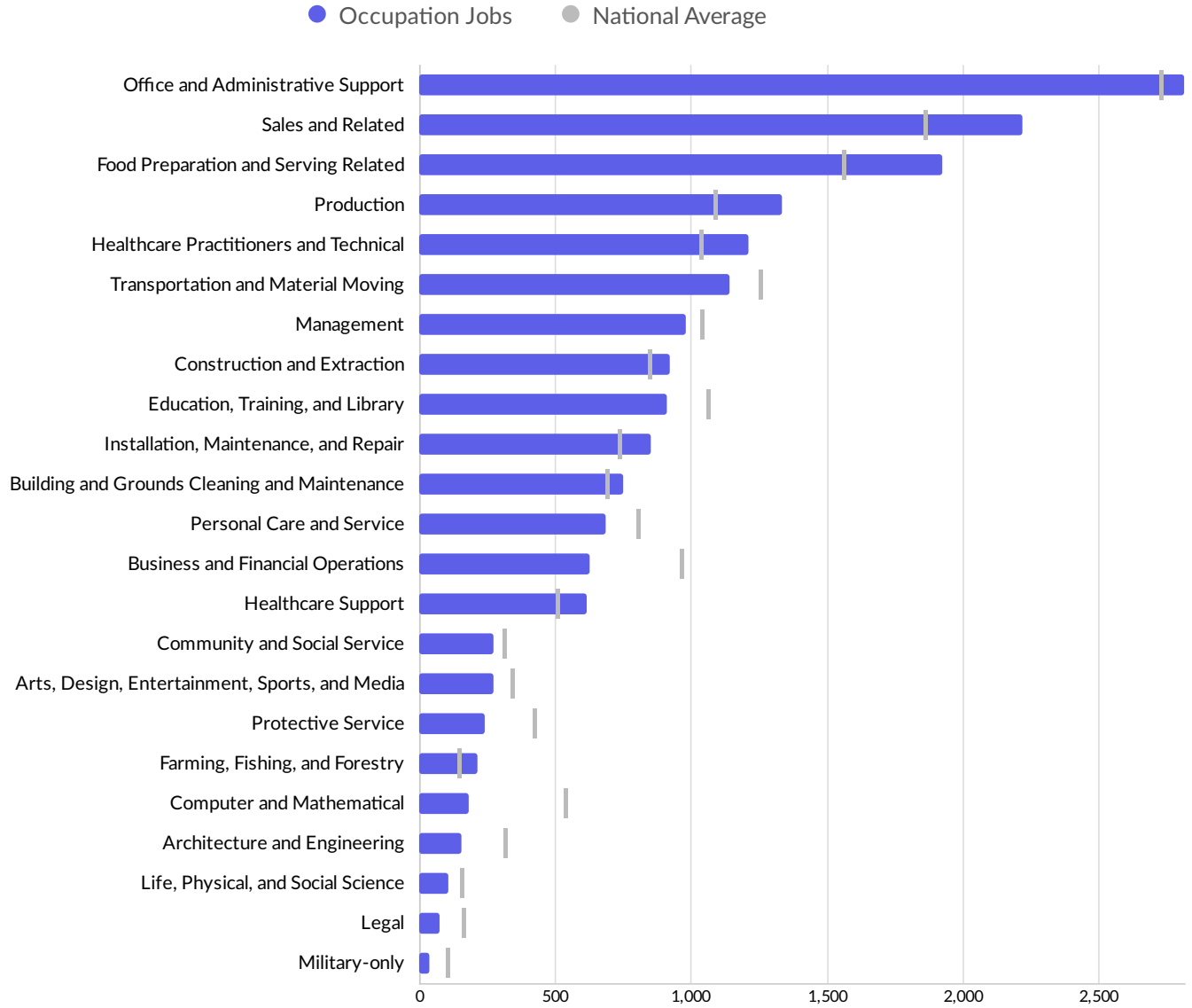


	Percentage	Business Count
● 1 to 4 employees	39.3%	885
● 5 to 9 employees	25.6%	578
● 10 to 19 employees	19.1%	431
● 20 to 49 employees	12.5%	282
● 50 to 99 employees	1.8%	40
● 100 to 249 employees	1.1%	25
● 250 to 499 employees	0.4%	10
● 500+ employees	0.1%	3

**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



Top Growing Occupations

● Occupation Jobs Growth

Top Occupation LQ

● Occupation LQ

Workforce Characteristics - Cont.

Top Occupation Earnings

- 2017 Avg. Hourly Earnings

Top Posted Occupations

- Unique Average Monthly Postings

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Office and Administrative Support	2,906	2,817	-89	-3%	1.03	\$16.43	91
Sales and Related	2,300	2,220	-80	-3%	1.20	\$15.73	177
Food Preparation and Serving Related	1,785	1,928	143	+8%	1.24	\$10.53	44
Production	1,295	1,335	40	+3%	1.23	\$18.25	9
Healthcare Practitioners and Technical	1,134	1,214	80	+7%	1.18	\$37.69	254
Transportation and Material Moving	1,071	1,142	71	+7%	0.92	\$16.63	183
Management	1,017	984	-33	-3%	0.95	\$34.83	38
Construction and Extraction	932	923	-9	-1%	1.09	\$20.54	10
Education, Training, and Library	863	913	50	+6%	0.86	\$21.74	34
Installation, Maintenance, and Repair	805	852	47	+6%	1.17	\$20.97	30
Building and Grounds Cleaning and Maintenance	803	752	-51	-6%	1.10	\$13.19	20
Personal Care and Service	679	685	6	+1%	0.86	\$11.72	13
Business and Financial Operations	576	625	49	+9%	0.65	\$26.84	27
Healthcare Support	623	615	-8	-1%	1.22	\$15.71	25
Community and Social Service	258	275	17	+7%	0.89	\$22.10	16
Arts, Design, Entertainment, Sports, and Media	258	274	16	+6%	0.81	\$19.10	14

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Protective Service	248	242	-6	-2%	0.58	\$22.48	11
Farming, Fishing, and Forestry	210	215	5	+2%	1.52	\$14.93	0
Computer and Mathematical	198	183	-15	-8%	0.34	\$30.92	5
Architecture and Engineering	153	155	2	+1%	0.49	\$29.24	6
Life, Physical, and Social Science	97	108	11	+11%	0.72	\$27.58	6
Legal	85	75	-10	-12%	0.49	\$34.05	1
Military-only	40	39	-1	-3%	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.

