Emsi Economy Overview

Oneida County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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Wausau, Wisconsin 54403

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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.

18,542

Jobs (2018)

Jobs **grew by 208** over the last 5 years and are projected to **grow by 121** over the next 5 years.

$52.9K

Median Household Income (2017)

Median household income is **$4.7K below** the national median household income of $57.7K.

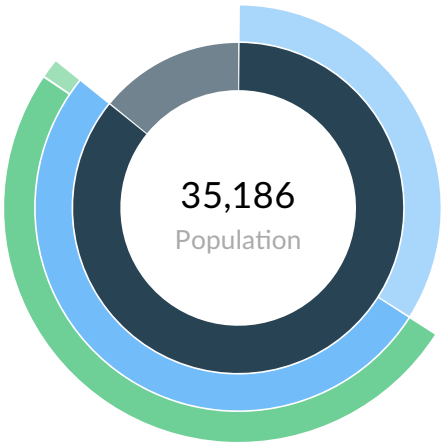
Takeaways

- 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 1.1%** in Oneida County, WI from 18,334 to **18,542**. This change **fell short of the national growth rate of 7.8% by 6.7%**. As the number of jobs increased, the **labor force participation rate increased from 59.8% to 60.4% 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 Restaurants and Other Eating Places, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	35,186	18,230	18,542	101.5	$1.66B	$2.18B	$1.87B
NCWRPC	438,224	229,828	226,463	99.6	$22.05B	$28.00B	$27.29B
Wisconsin	5,810,713	3,148,851	3,139,957	100.3	$327.94B	$290.04B	$322.18B

Economy Overview - Cont.

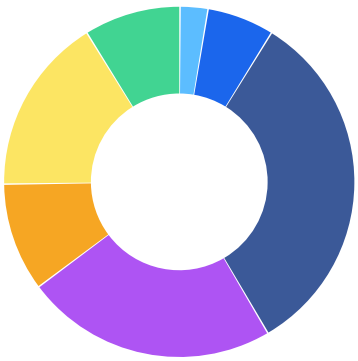
2018 Labor Force Breakdown



	Population
Total Working Age Population	30,180
Not in Labor Force (15+)	11,950
Labor Force	18,230
Employed	17,740
Unemployed	490
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).

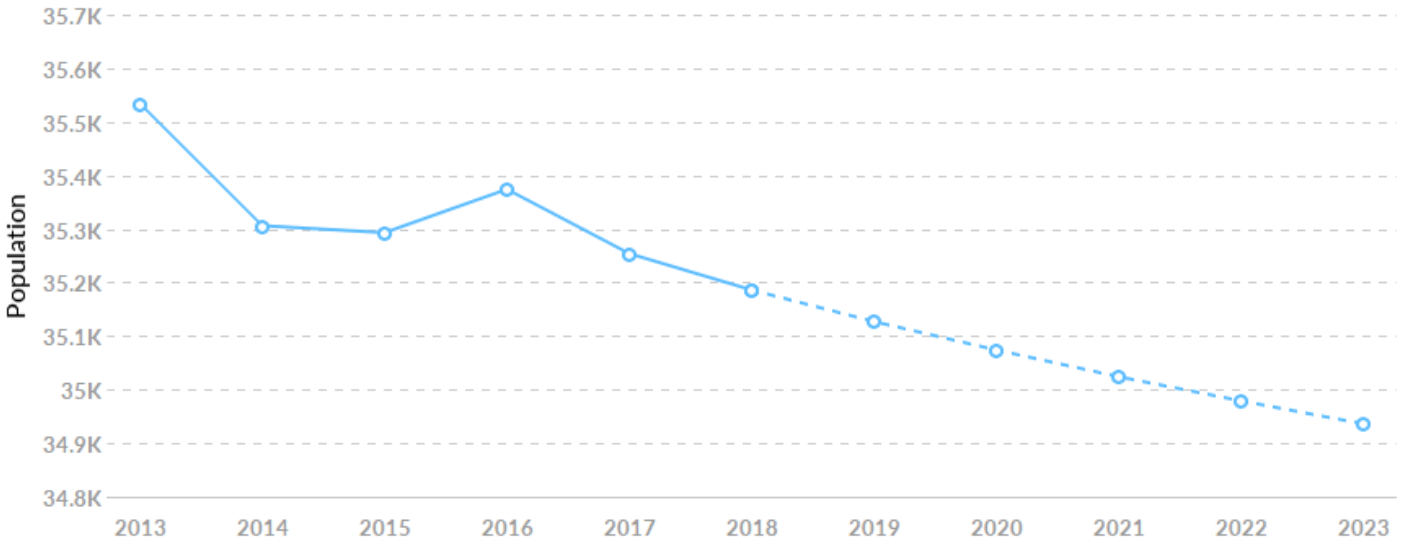


	% of Population	Population
Less Than 9th Grade	2.6%	694
9th Grade to 12th Grade	6.2%	1,673
High School Diploma	32.7%	8,856
Some College	23.2%	6,283
Associate's Degree	10.0%	2,705
Bachelor's Degree	16.4%	4,429
Graduate Degree and Higher	8.9%	2,408

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.

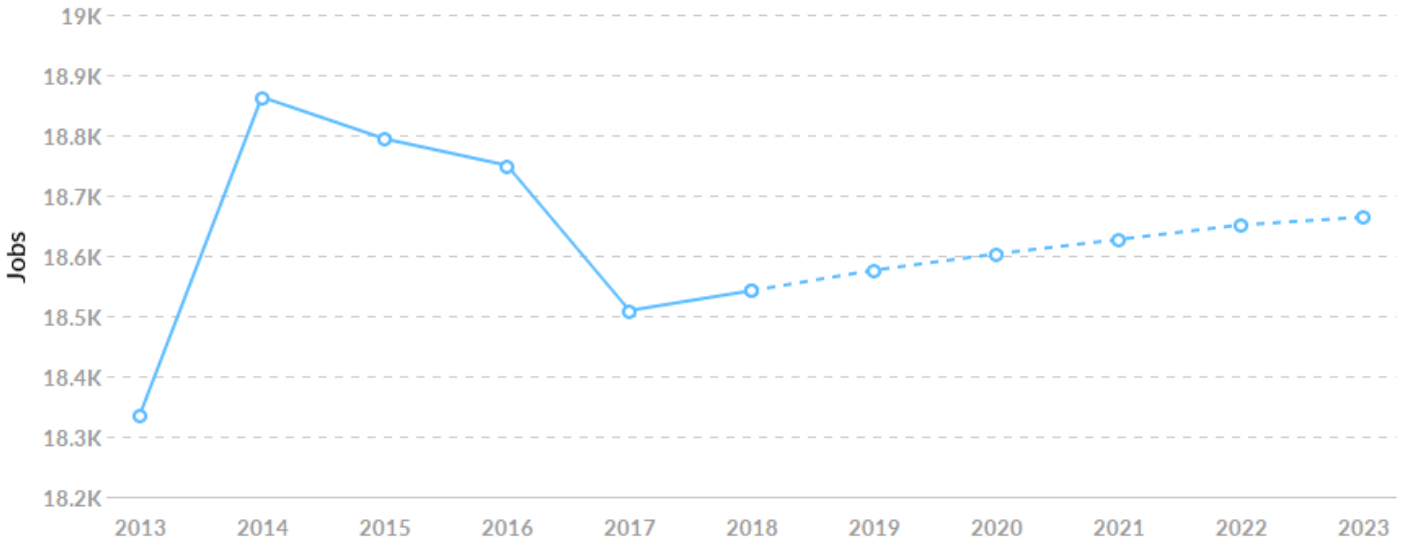


Timeframe	Population
2013	35,534
2014	35,306
2015	35,293
2016	35,374
2017	35,254
2018	35,186
2019	35,127
2020	35,074
2021	35,024
2022	34,979
2023	34,936

Historic & Projected Trends - Cont.

Job Trends

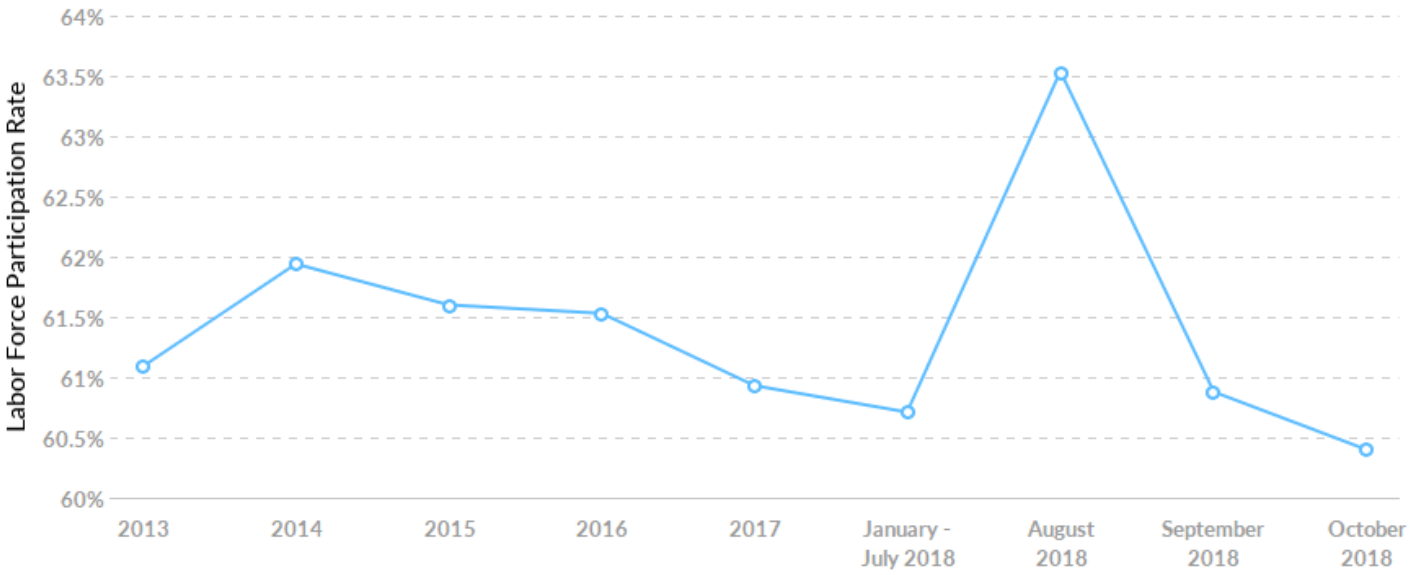
From 2013 to 2018, jobs **increased by 1.1%** in Oneida County, WI from 18,334 to **18,542**. This change **fell short of the national growth rate of 7.8% by 6.7%**.



Timeframe	Jobs
2013	18,334
2014	18,863
2015	18,794
2016	18,750
2017	18,509
2018	18,542
2019	18,576
2020	18,603
2021	18,627
2022	18,651
2023	18,664

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

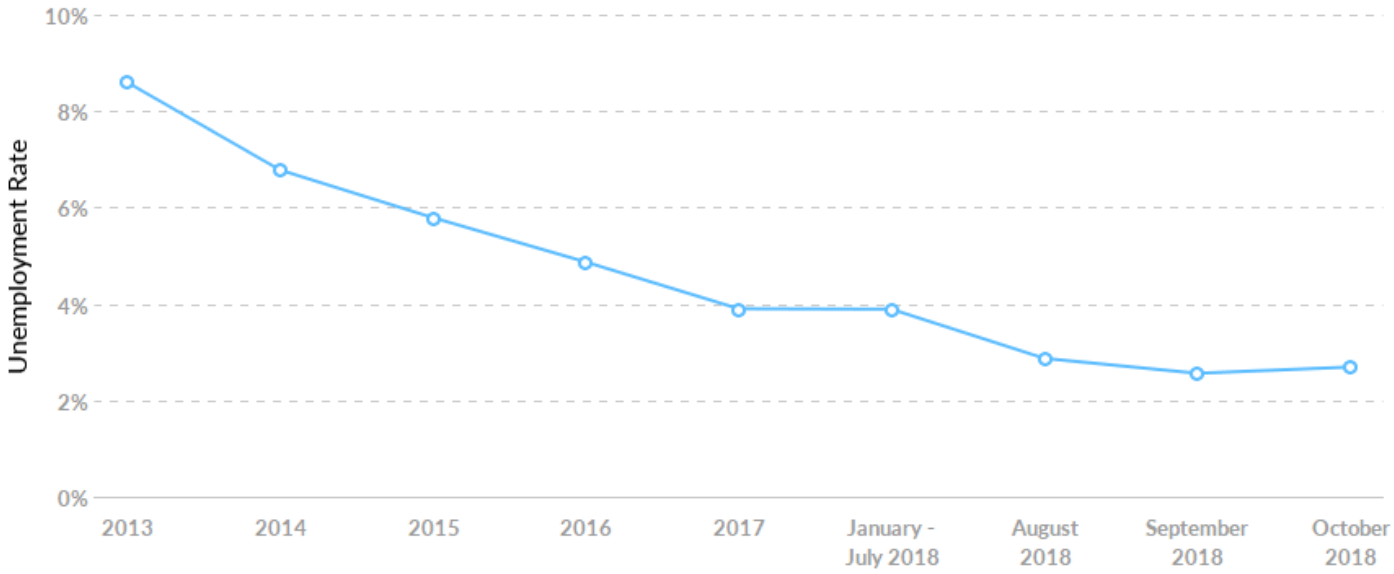


Timeframe	Labor Force Participation Rate
2013	61.09%
2014	61.94%
2015	61.60%
2016	61.53%
2017	60.93%
January - July 2018	60.71%
August 2018	63.53%
September 2018	60.88%
October 2018	60.40%

Historic & Projected Trends - Cont.

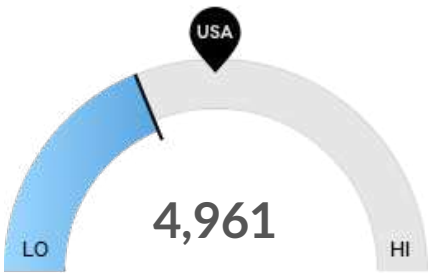
Unemployment Rate Trends

Oneida County, WI had an October 2018 unemployment rate of 2.69%, **decreasing from 8.60%** 5 years before.



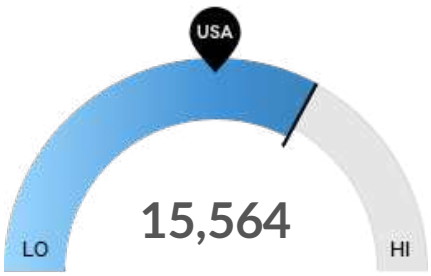
Timeframe	Unemployment Rate
2013	8.60%
2014	6.78%
2015	5.79%
2016	4.87%
2017	3.90%
January - July 2018	3.89%
August 2018	2.87%
September 2018	2.56%
October 2018	2.69%

Population Characteristics



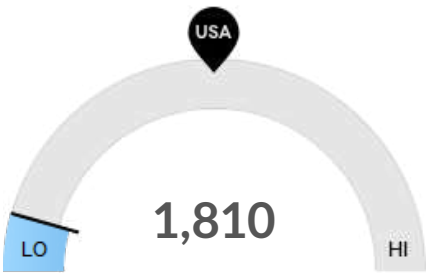
Millennials

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



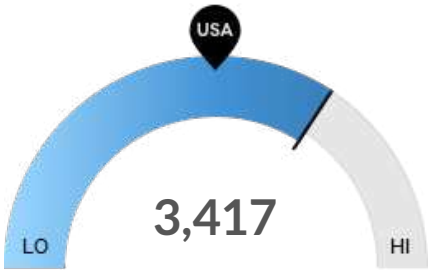
Retiring Soon

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.



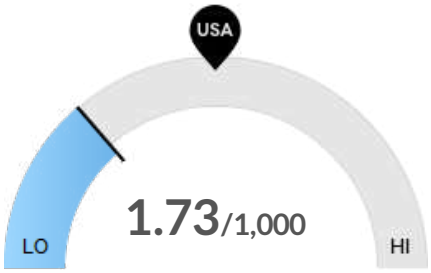
Racial Diversity

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.



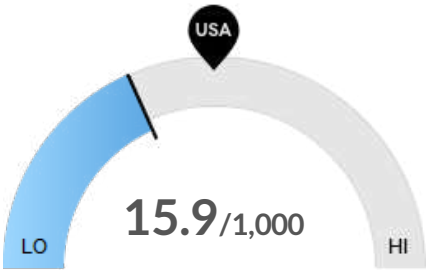
Veterans

Oneida County, WI has 3,417 veterans. The national average for an area this size is 2,050.



Violent Crime

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



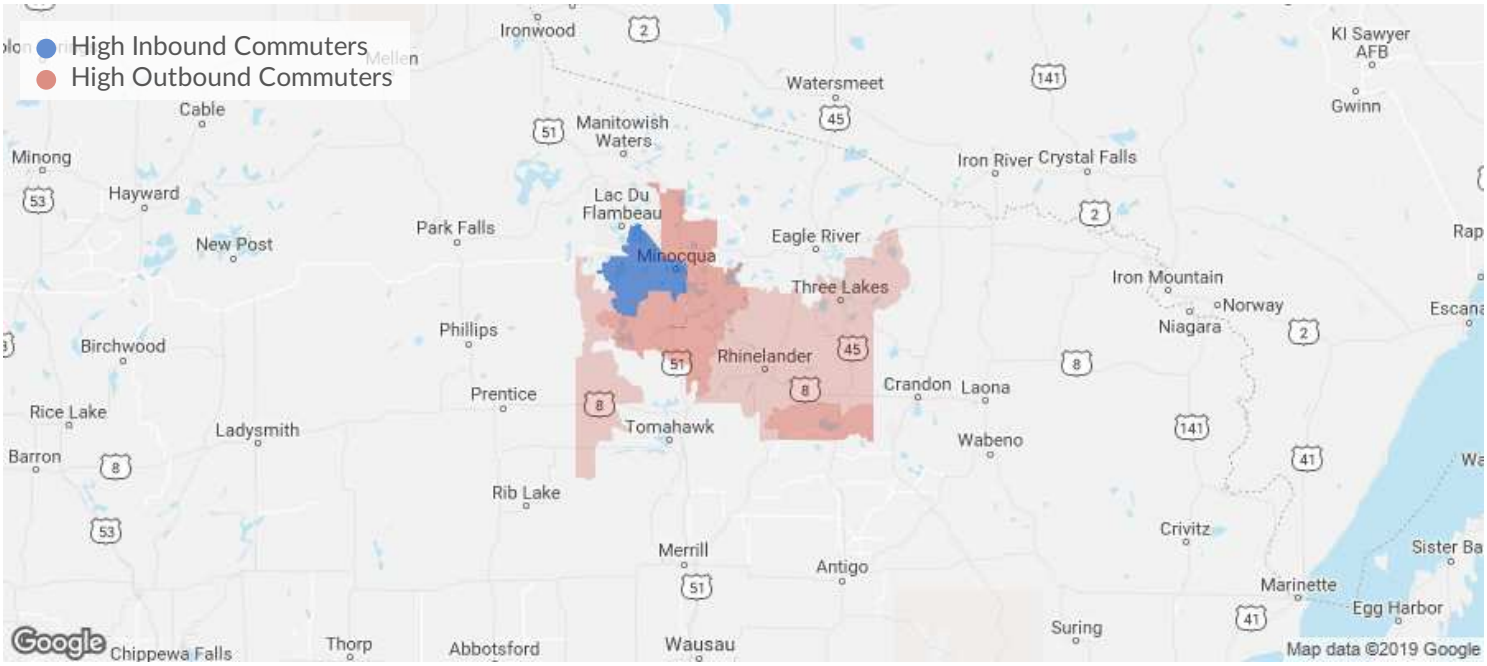
Property Crime

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

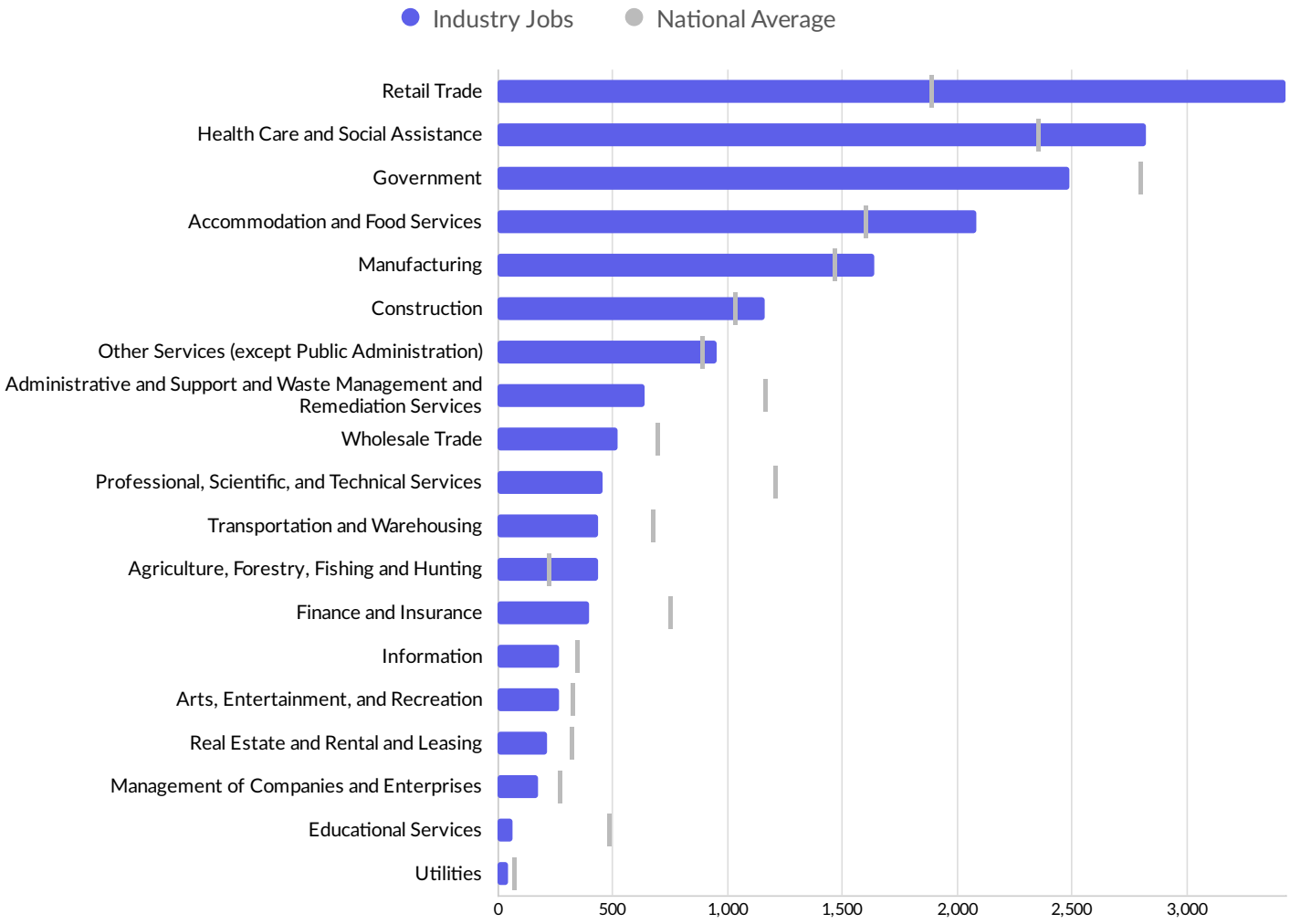
ZIP	Name	2018 Employment
54501	Rhinelander, WI (in On...	10,843
54548	Minocqua, WI (in Onei...	3,922
54568	Woodruff, WI (in Onei...	2,298
54562	Three Lakes, WI (in On...	829
54531	Hazelhurst, WI (in One...	233

Where Talent Lives

ZIP	Name	2018 Workers
54501	Rhinelander, WI (in On...	11,031
54568	Woodruff, WI (in Onei...	2,668
54548	Minocqua, WI (in Onei...	2,645
54562	Three Lakes, WI (in On...	1,061
54539	Lake Tomahawk, WI (in...	725

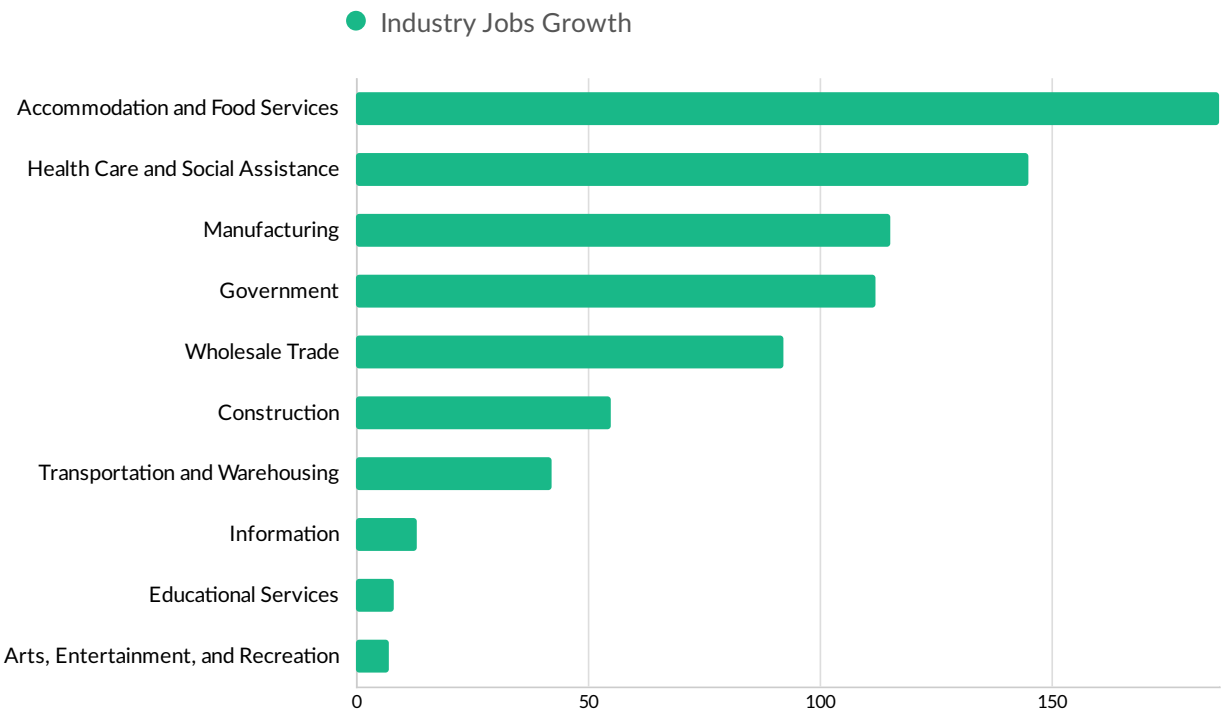
Industry Characteristics

Largest Industries



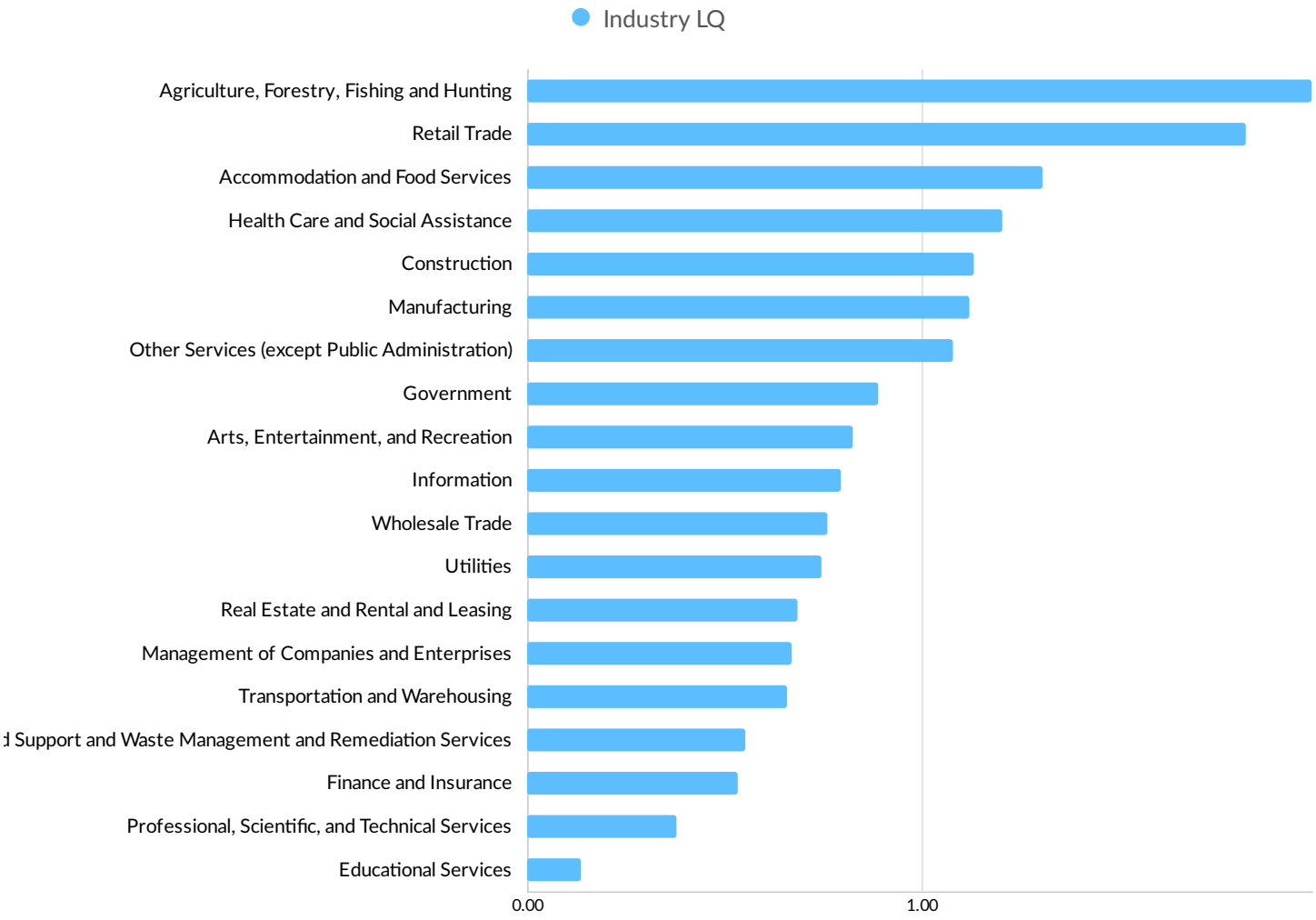
Industry Characteristics - Cont.

Top Growing Industries



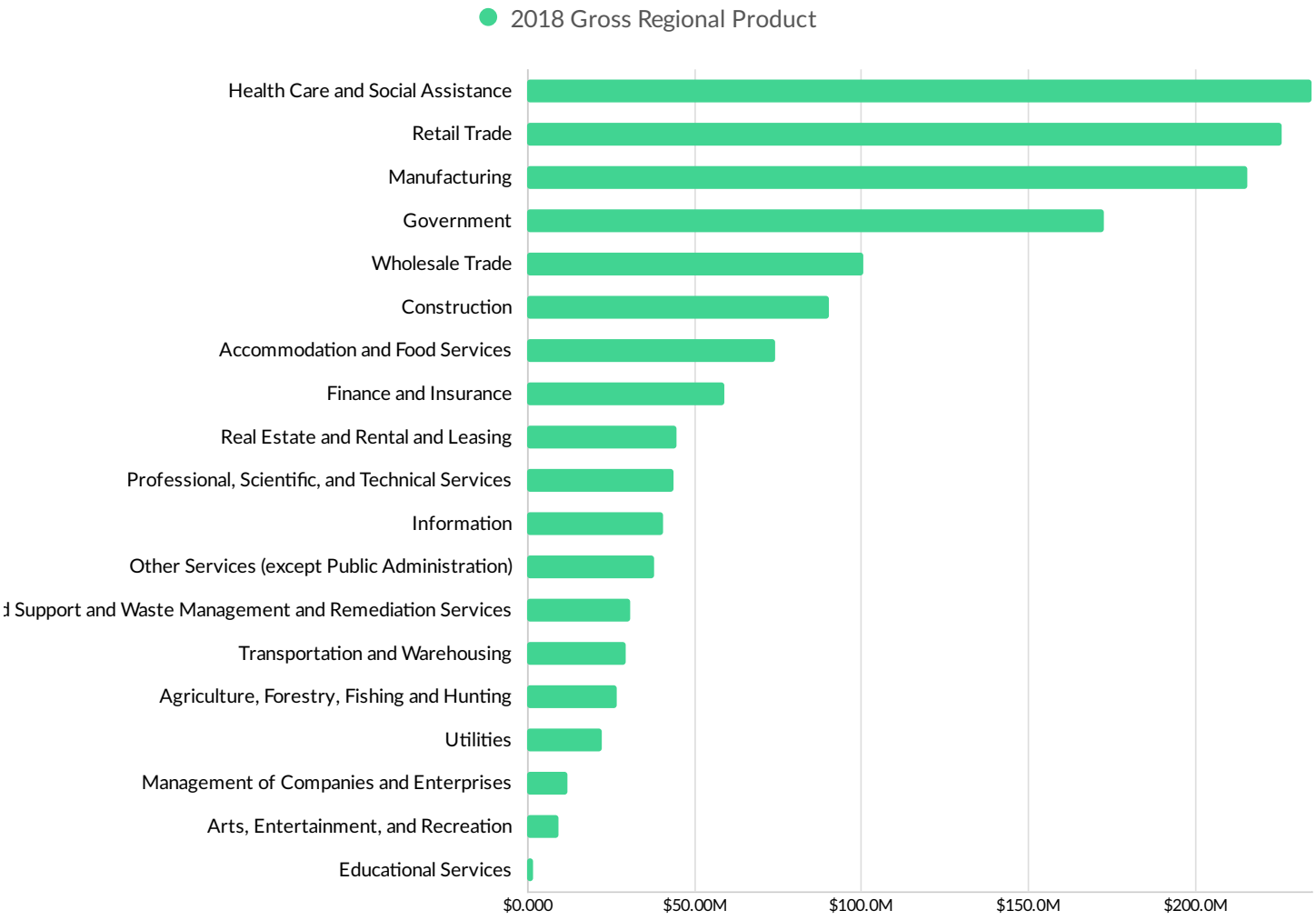
Industry Characteristics - Cont.

Top Industry LQ



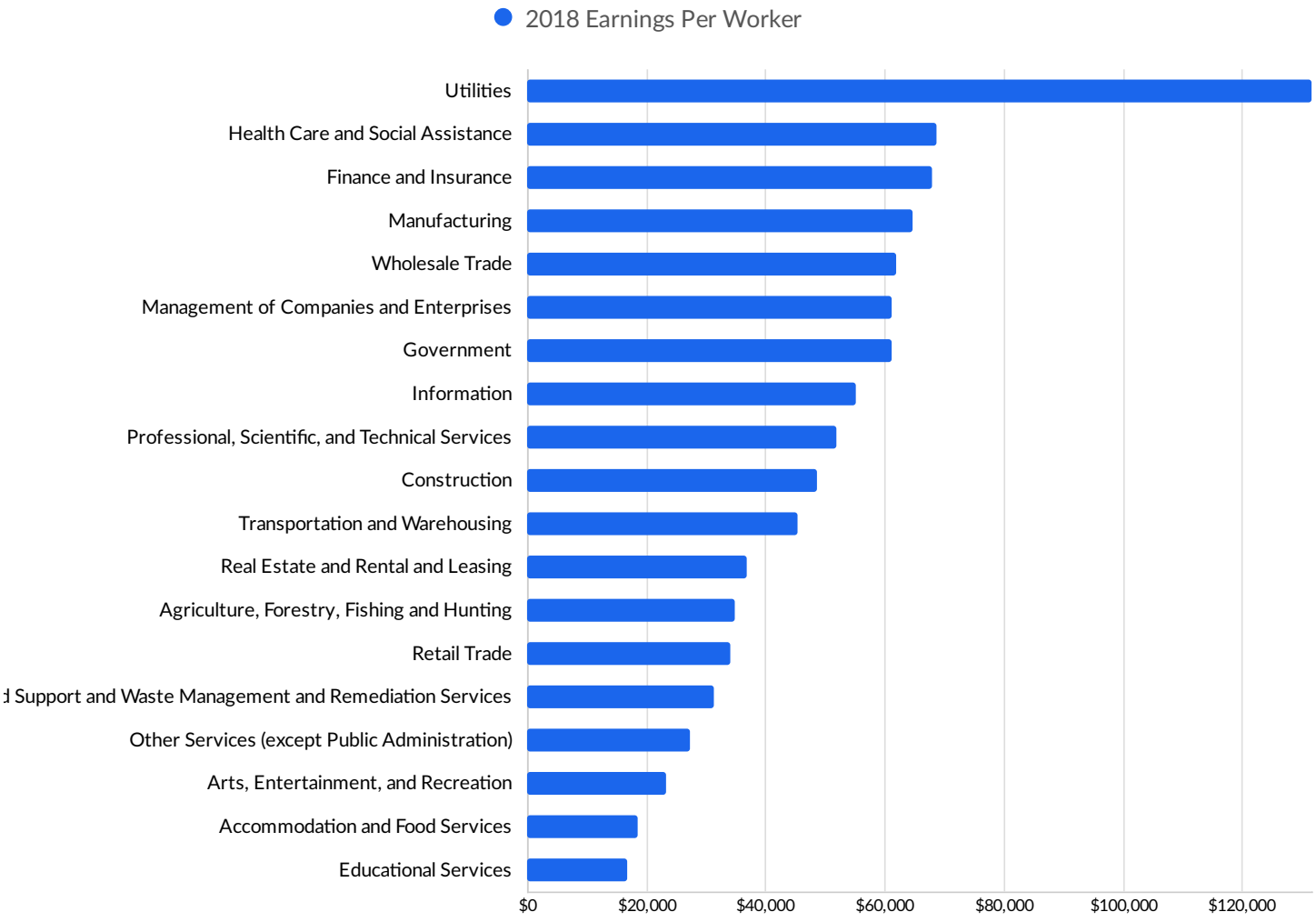
Industry Characteristics - Cont.

Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings



Industry Characteristics - Cont.

Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Retail Trade	3,656	3,432	-224	-6%	1.82	$34,094	$226.05M
Health Care and Social Assistance	2,680	2,825	145	+5%	1.21	$68,611	$234.90M
Government	2,376	2,488	112	+5%	0.89	$61,134	$172.90M
Accommodation and Food Services	1,898	2,084	186	+10%	1.31	$18,633	$74.37M
Manufacturing	1,524	1,639	115	+8%	1.12	$64,834	$215.67M
Construction	1,109	1,164	55	+5%	1.13	$48,745	$90.28M
Other Services (except Public Administration)	1,043	956	-87	-8%	1.08	$27,366	$37.88M
Administrative and Support and Waste Management and Remediation Services	693	640	-53	-8%	0.55	$31,298	$30.93M
Wholesale Trade	431	523	92	+21%	0.76	$61,845	$100.74M
Professional, Scientific, and Technical Services	467	458	-9	-2%	0.38	$51,918	$43.77M
Transportation and Warehousing	397	439	42	+11%	0.66	$45,375	$29.70M
Agriculture, Forestry, Fishing and Hunting	544	436	-108	-20%	1.99	$34,873	$26.92M
Finance and Insurance	422	399	-23	-5%	0.53	$67,899	$58.99M
Information	258	271	13	+5%	0.80	$55,167	$40.74M
Arts, Entertainment, and Recreation	259	266	7	+3%	0.83	$23,314	$9.56M
Real Estate and Rental and Leasing	240	214	-26	-11%	0.69	$36,926	$44.87M
Management of Companies and Enterprises	225	177	-48	-21%	0.67	$61,184	$11.89M
Educational Services	57	65	8	+14%	0.14	$16,686	$1.60M
Utilities	55	48	-7	-13%	0.75	$131,682	$22.39M

Business Characteristics

1,768 Companies Employ Your Workers

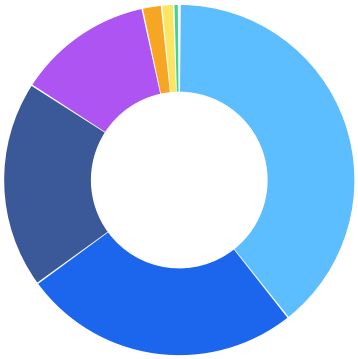
Online profiles for your workers mention 1,768 companies as employers, with the top 10 appearing below. In the last 12 months, 769 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Ministry Health Care, Inc.	111
Nicolet Area Technical College	79
Marshfield Clinic	69
State of Wisconsin	58
The Howard Young Medical Ce...	55
Foster and Smith, Inc.	49
Expera Specialty Solutions, LLC	48
St. Mary's Hospital, Inc.	42
School District of Rhinelander	35
Oneida County Livery Inc	31

Top Companies Posting	Unique Postings
Ascension Health	206
Marshfield Clinic	156
Comphealth Associates, Inc	107
Platinum Supplemental Insuran...	101
C.R. England, Inc.	91
Barr-Nunn Transportation, Inc.	86
Tutree, Inc.	82
United Parcel Service, Inc.	71
Ministry Health Care, Inc.	70
The Home Depot Inc	70

Business Characteristics - Cont.

Business Size

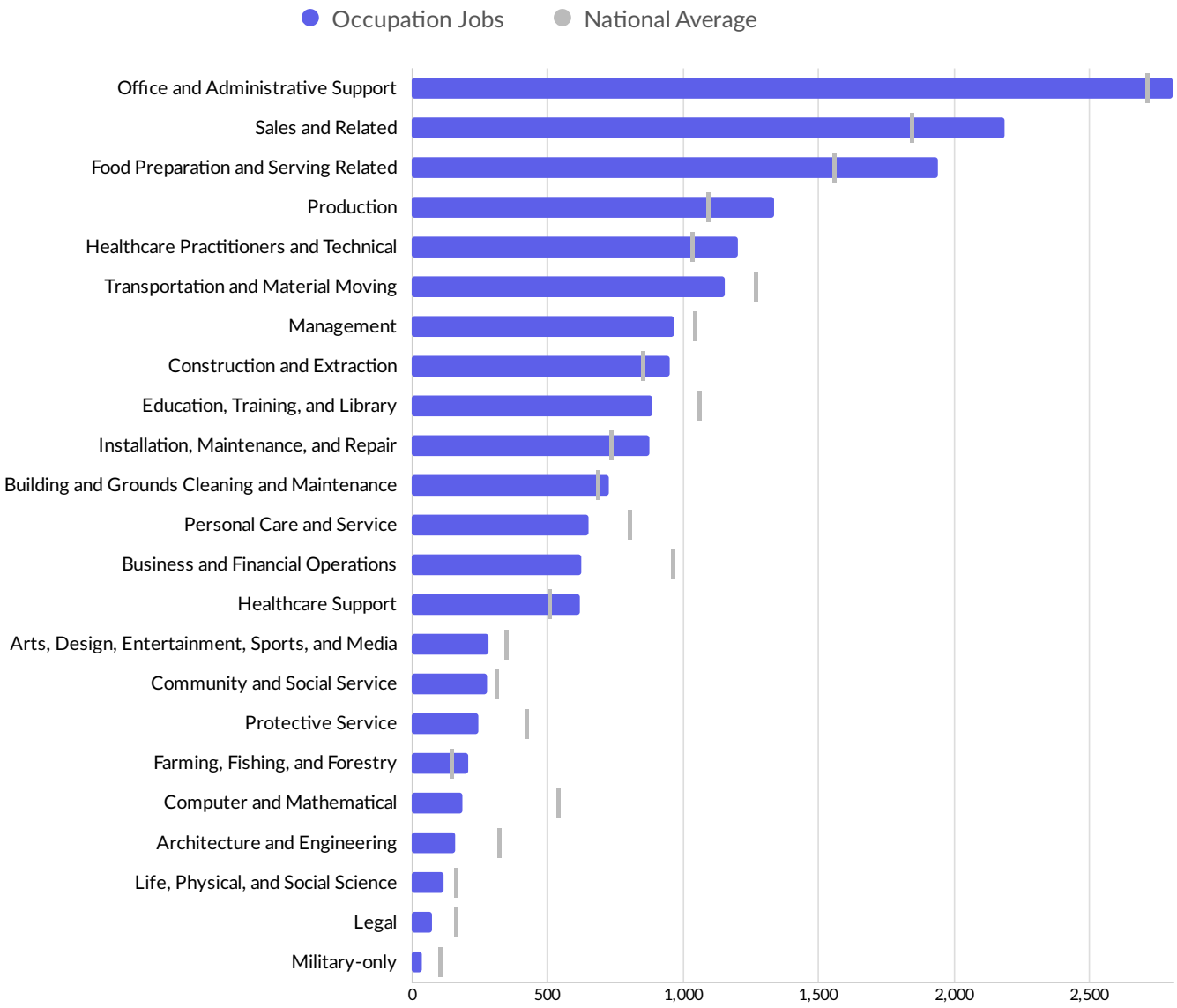


	Percentage	Business Count
1 to 4 employees	39.3%	885
5 to 9 employees	25.6%	578
10 to 19 employees	19.1%	431
20 to 49 employees	12.5%	282
50 to 99 employees	1.8%	40
100 to 249 employees	1.1%	25
250 to 499 employees	0.4%	10
500+ employees	0.1%	3

**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.*

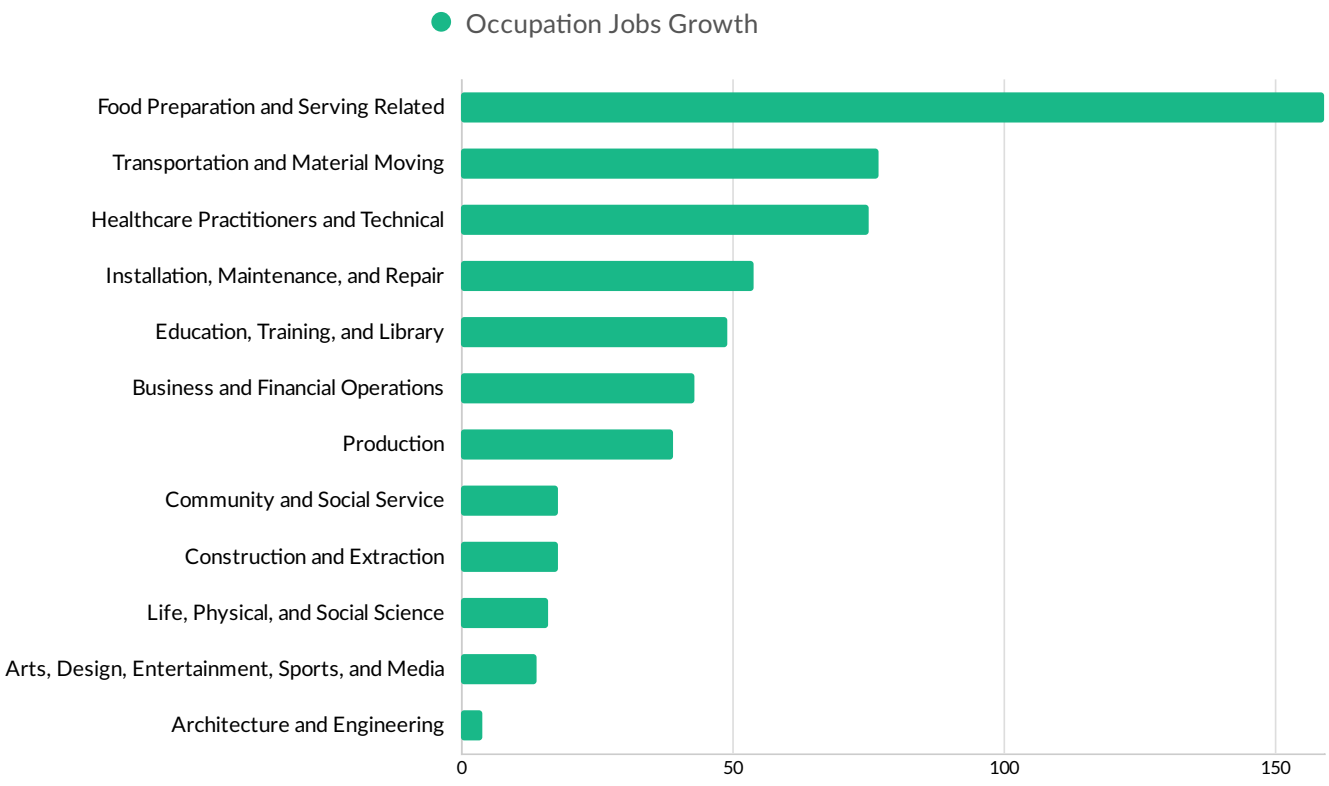
Workforce Characteristics

Largest Occupations



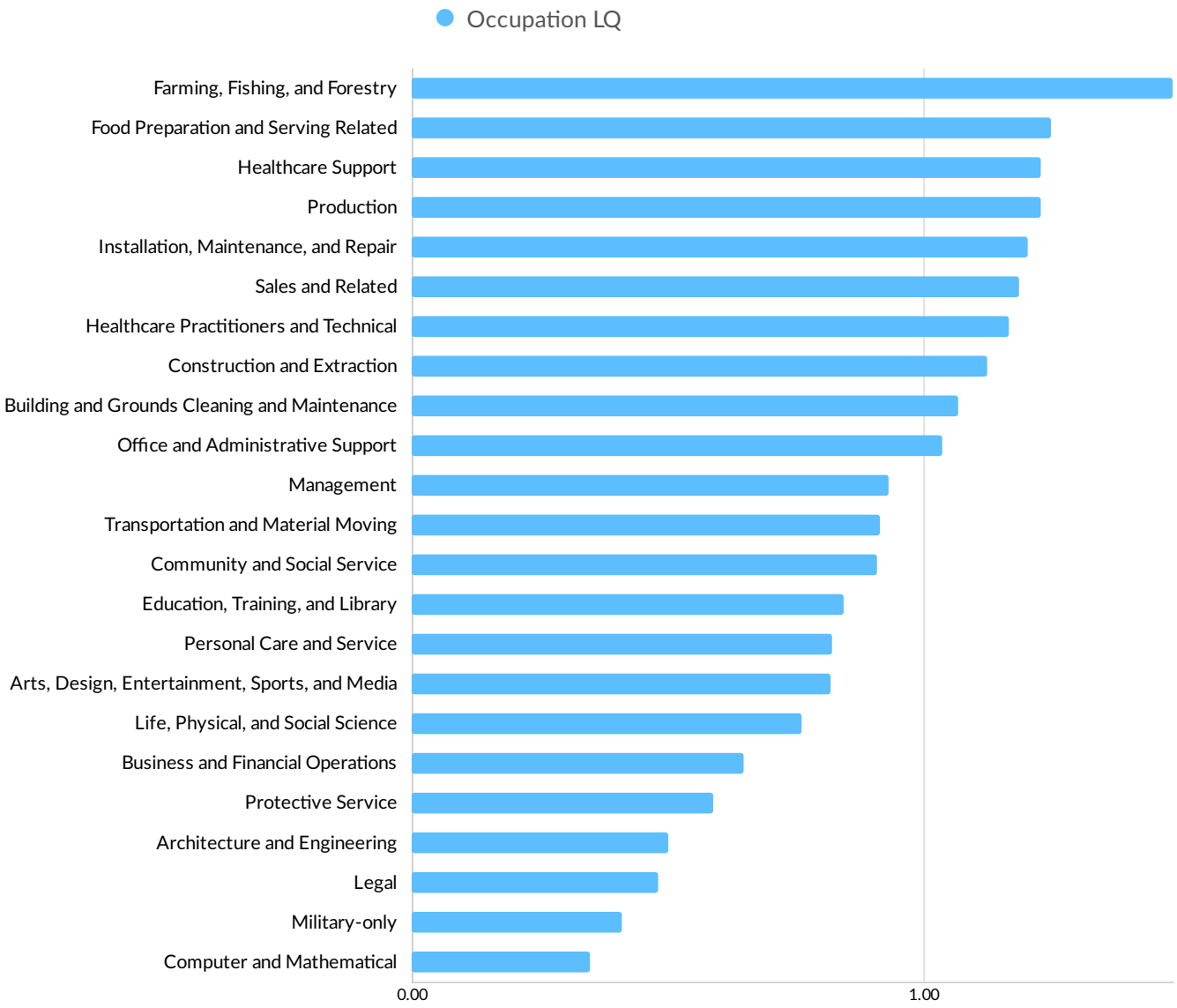
Workforce Characteristics - Cont.

Top Growing Occupations



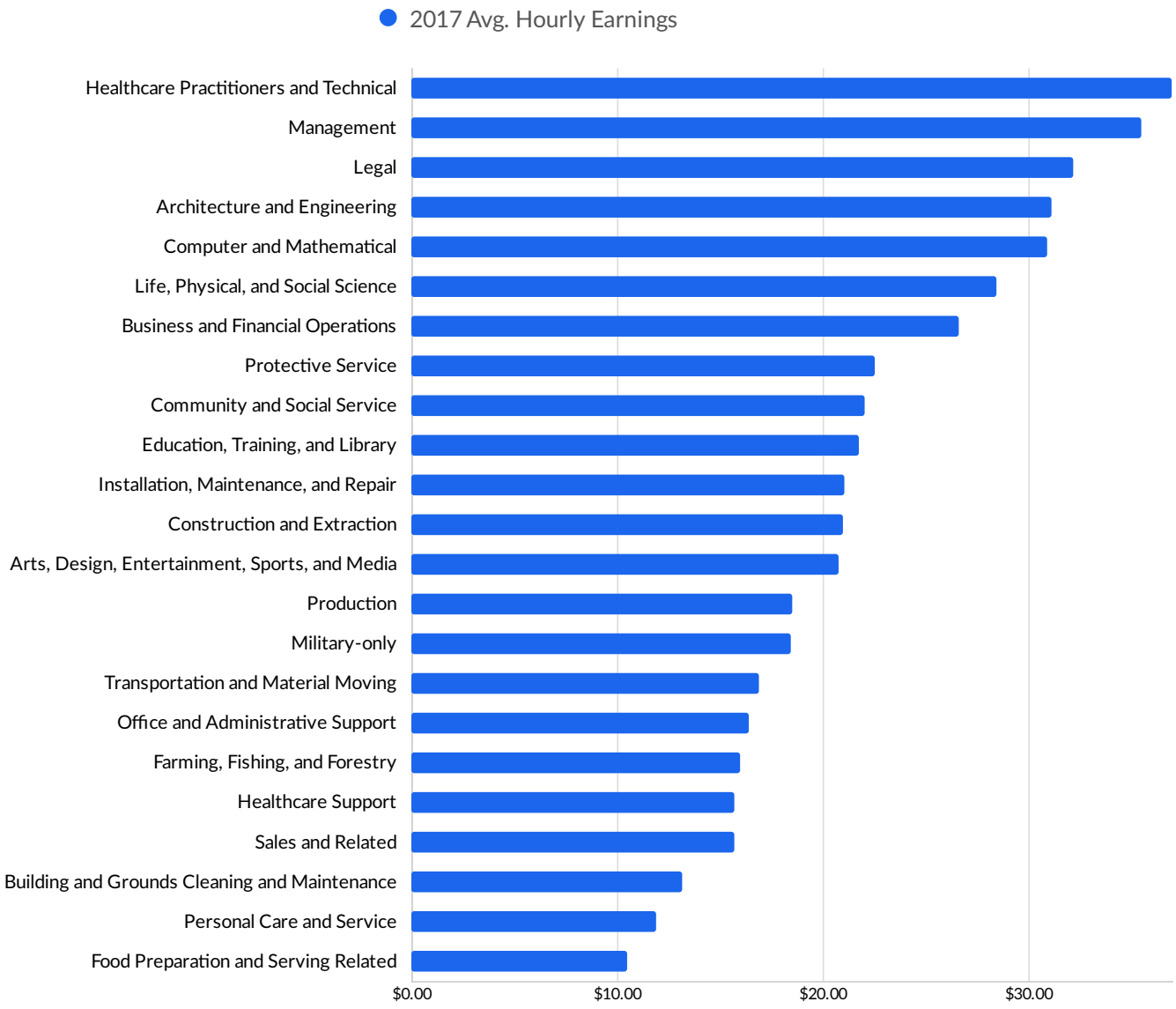
Workforce Characteristics - Cont.

Top Occupation LQ



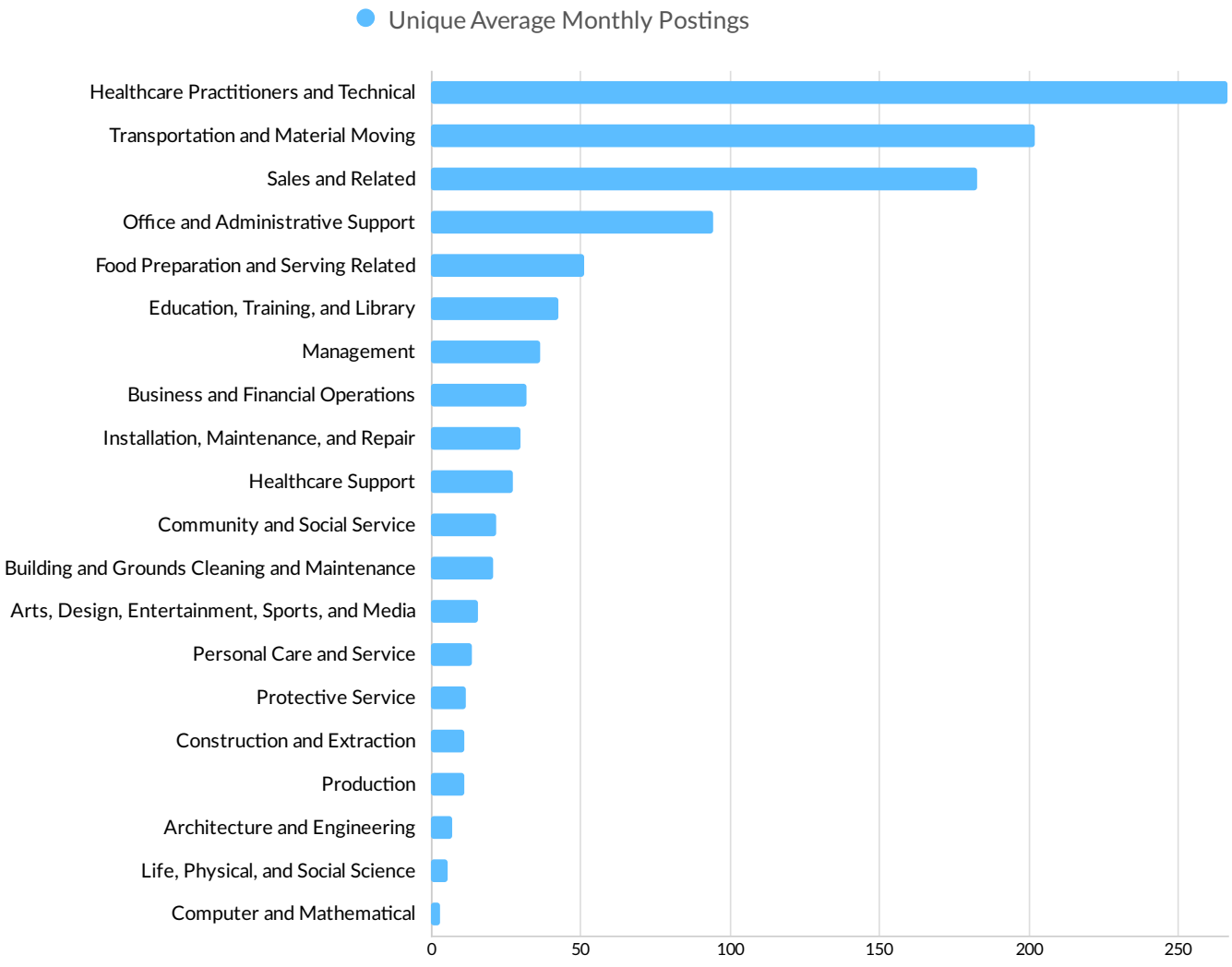
Workforce Characteristics - Cont.

Top Occupation Earnings



Workforce Characteristics - Cont.

Top Posted Occupations



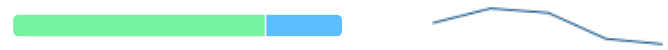
Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Office and Administrative Support	2,893	2,809	-84	-3%	1.04	$16.39	94
Sales and Related	2,279	2,190	-89	-4%	1.19	$15.73	183
Food Preparation and Serving Related	1,784	1,943	159	+9%	1.25	$10.50	51
Production	1,298	1,337	39	+3%	1.23	$18.52	11
Healthcare Practitioners and Technical	1,127	1,202	75	+7%	1.17	$36.96	267
Transportation and Material Moving	1,079	1,156	77	+7%	0.92	$16.89	202
Management	1,019	970	-49	-5%	0.93	$35.50	37
Construction and Extraction	935	953	18	+2%	1.13	$21.01	11
Education, Training, and Library	841	890	49	+6%	0.85	$21.77	42
Installation, Maintenance, and Repair	822	876	54	+7%	1.21	$21.06	30
Building and Grounds Cleaning and Maintenance	798	729	-69	-9%	1.07	$13.17	21
Personal Care and Service	675	654	-21	-3%	0.82	$11.92	14
Business and Financial Operations	581	624	43	+7%	0.65	$26.63	32
Healthcare Support	624	619	-5	-1%	1.23	$15.73	28
Arts, Design, Entertainment, Sports, and Media	267	281	14	+5%	0.82	$20.75	16
Community and Social Service	261	279	18	+7%	0.91	$22.03	22
Protective Service	251	245	-6	-2%	0.59	$22.56	12

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	213	209	-4	-2%	1.49	$16.00	0
Computer and Mathematical	205	187	-18	-9%	0.35	$30.93	3
Architecture and Engineering	154	158	4	+3%	0.50	$31.14	7
Life, Physical, and Social Science	101	117	16	+16%	0.76	$28.44	5
Legal	86	74	-12	-14%	0.48	$32.20	1
Military-only	40	39	-1	-3%	0.41	$18.45	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.

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
Nicolet Area Technical College	576