



# Oneida County, WI

North Central Wisconsin Regional Planning Commission



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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.

**18,552**

Jobs (2018)

Jobs **grew by 219** over the last 5 years and are projected to **grow by 105** 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.

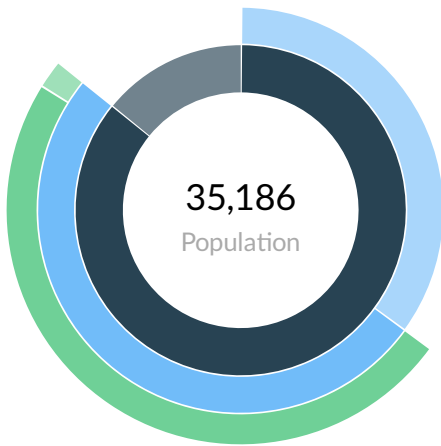
## Takeaways

- 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 1.2%** in Oneida County, WI from 18,334 to **18,552**. This change **fell short of the national growth rate of 8.2% by 7.0%**. As the number of jobs increased, the **labor force participation rate decreased from 59.9% to 59.2% 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	17,875	18,552	101.5	\$1.66B	\$2.20B	\$1.86B
NCWRPC	438,224	227,610	226,804	99.6	\$22.05B	\$28.07B	\$27.11B
Wisconsin	5,810,713	3,105,645	3,147,009	100.3	\$327.87B	\$291.36B	\$319.54B

## Economy Overview - Cont.

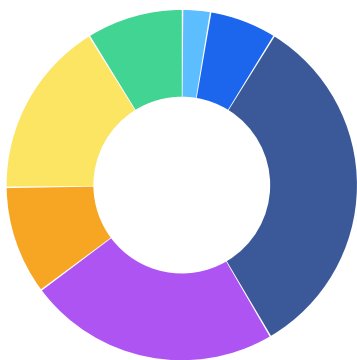
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	30,180
● Not in Labor Force (15+)	12,305
● Labor Force	17,875
● Employed	17,183
● Unemployed	692
● 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).

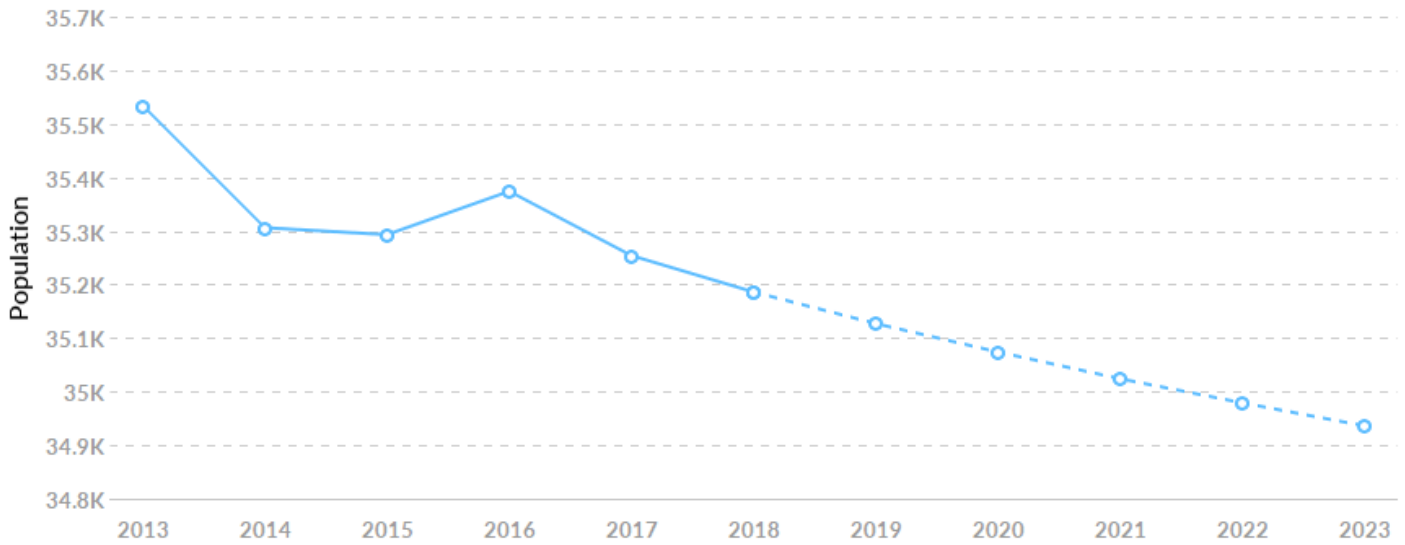


	% of Population	Population
● Less Than 9th Grade	2.6%	694
● 9th Grade to 12th Grade	6.2%	1,673
● High School Diploma	32.7%	8,856
● Some College	23.2%	6,283
● Associate's Degree	10.0%	2,705
● Bachelor's Degree	16.4%	4,429
● Graduate Degree and Higher	8.9%	2,408

# 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.

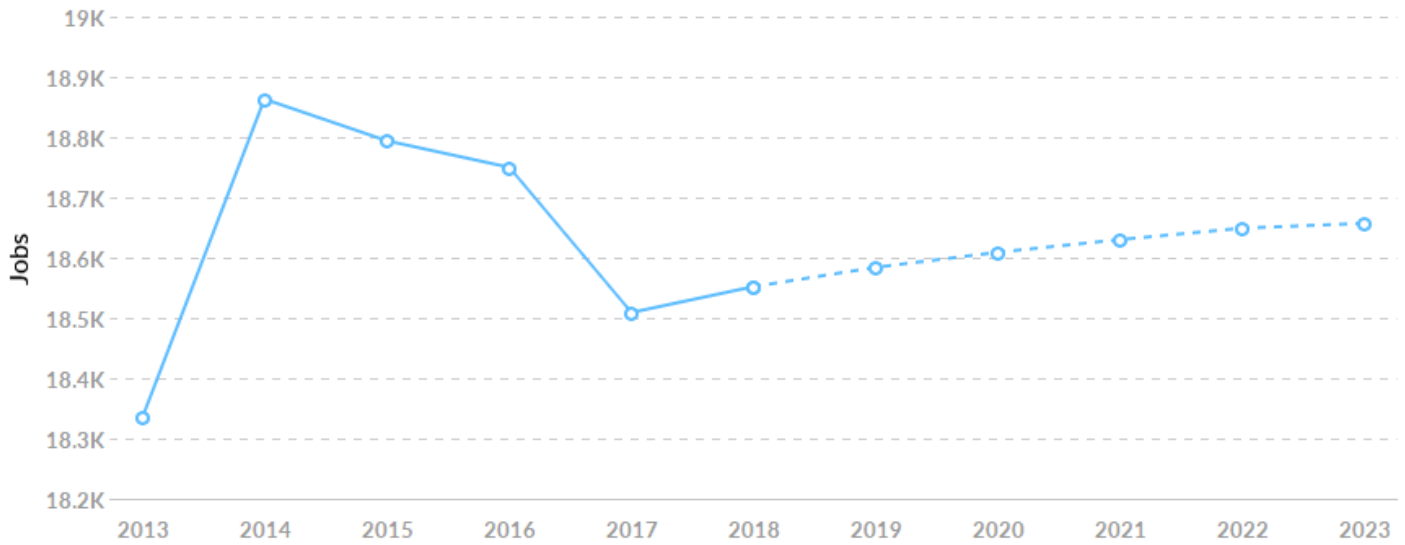


Timeframe	Population
2013	35,534
2014	35,306
2015	35,293
2016	35,374
2017	35,254
2018	35,186
2019	35,127
2020	35,074
2021	35,024
2022	34,979
2023	34,936

# Historic & Projected Trends - Cont.

## Job Trends

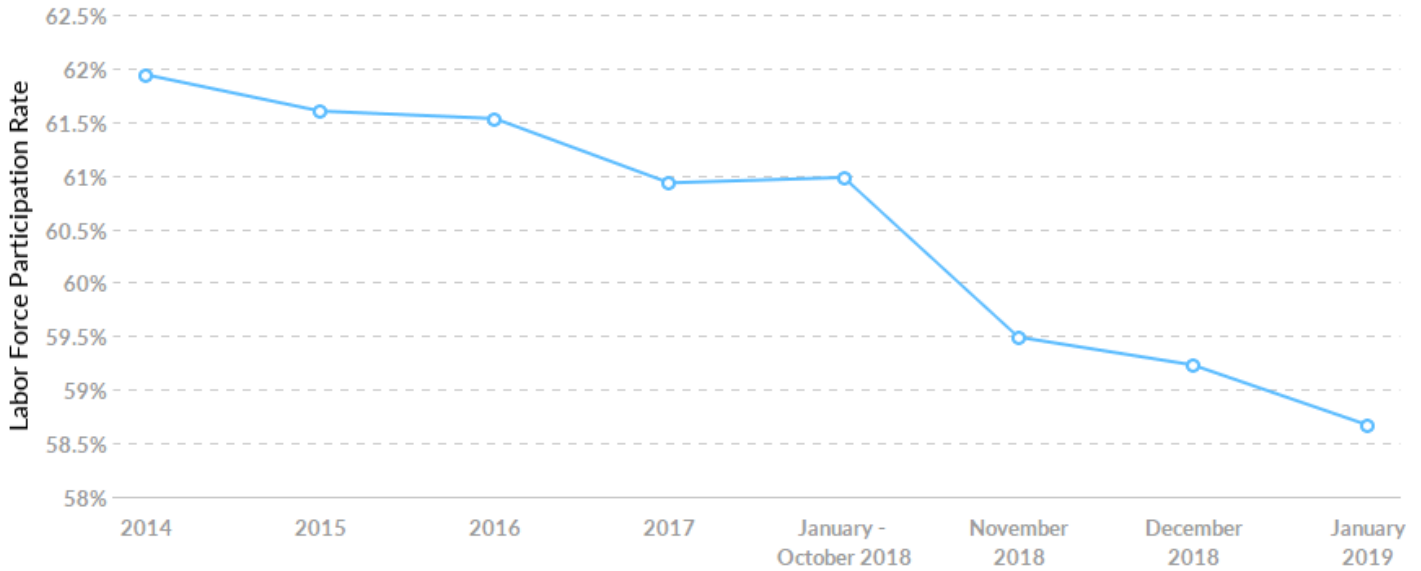
From 2013 to 2018, jobs increased by 1.2% in Oneida County, WI from 18,334 to 18,552. This change fell short of the national growth rate of 8.2% by 7.0%.



Timeframe	Jobs
2013	18,334
2014	18,863
2015	18,794
2016	18,750
2017	18,509
2018	18,552
2019	18,584
2020	18,609
2021	18,630
2022	18,649
2023	18,657

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

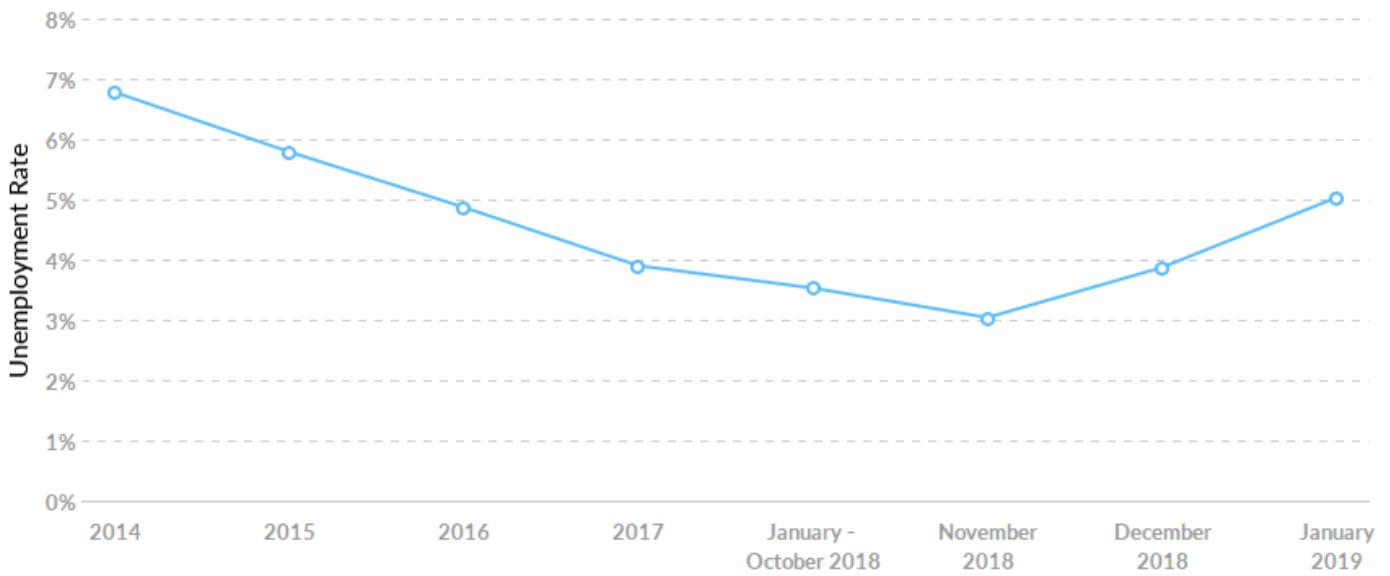


Timeframe	Labor Force Participation Rate
2014	61.94%
2015	61.60%
2016	61.53%
2017	60.93%
January - October 2018	60.98%
November 2018	59.49%
December 2018	59.23%
January 2019	58.67%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

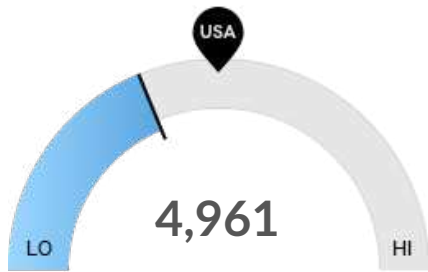
Oneida County, WI had a January 2019 unemployment rate of 5.03%, **decreasing from 6.78%** 5 years before.



Timeframe	Unemployment Rate
2014	6.78%
2015	5.79%
2016	4.87%
2017	3.90%
January - October 2018	3.53%
November 2018	3.04%
December 2018	3.87%
January 2019	5.03%

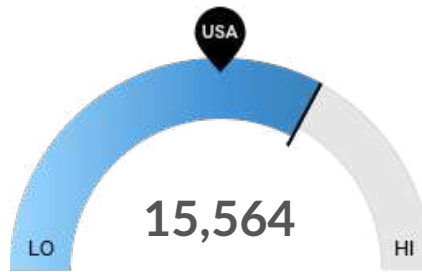


## Population Characteristics



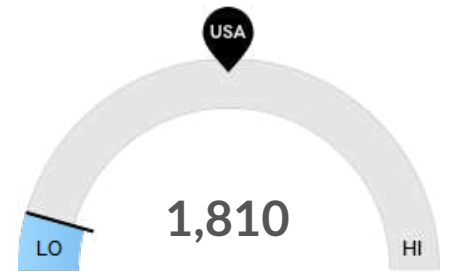
**Millennials**

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



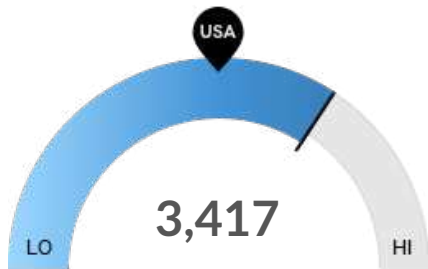
**Retiring Soon**

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.



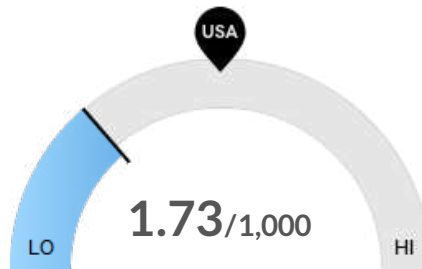
**Racial Diversity**

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.



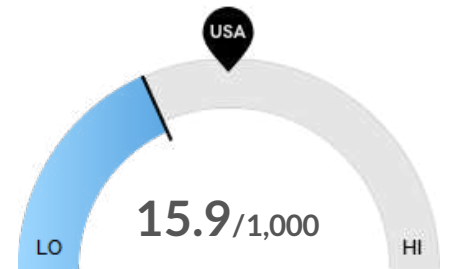
**Veterans**

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.



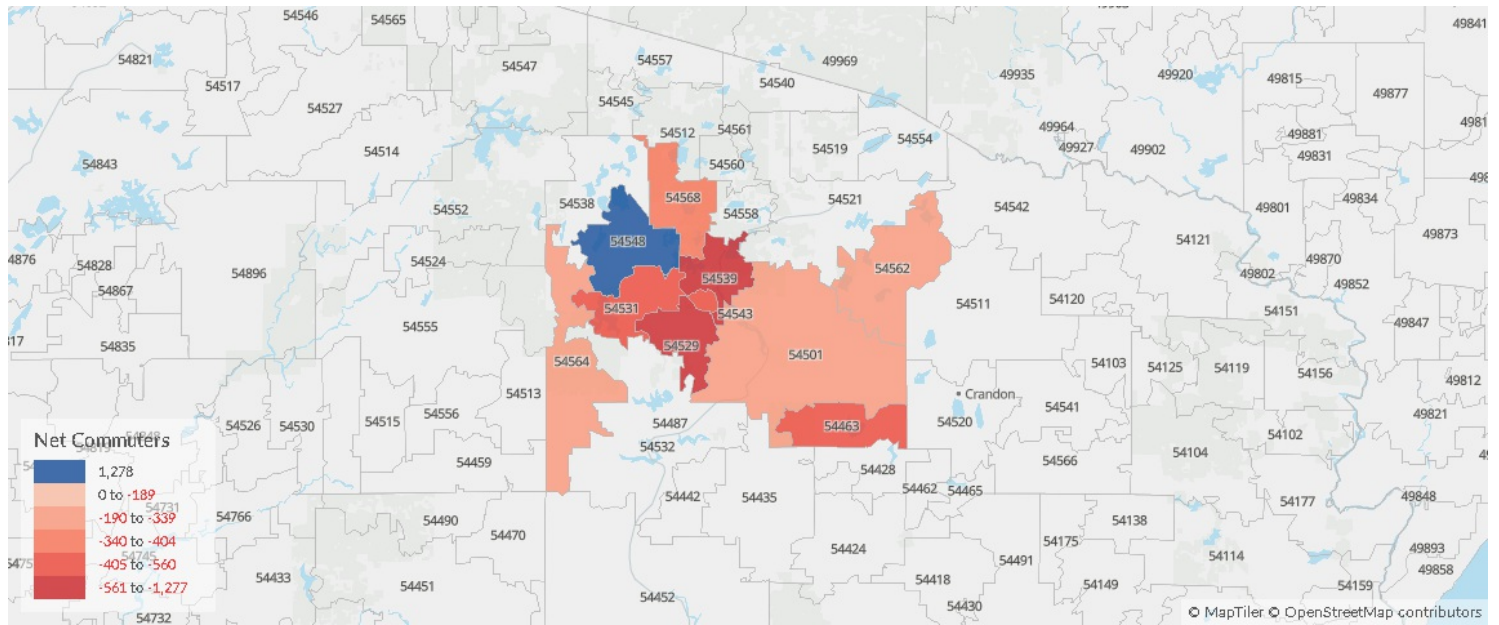
**Property Crime**

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

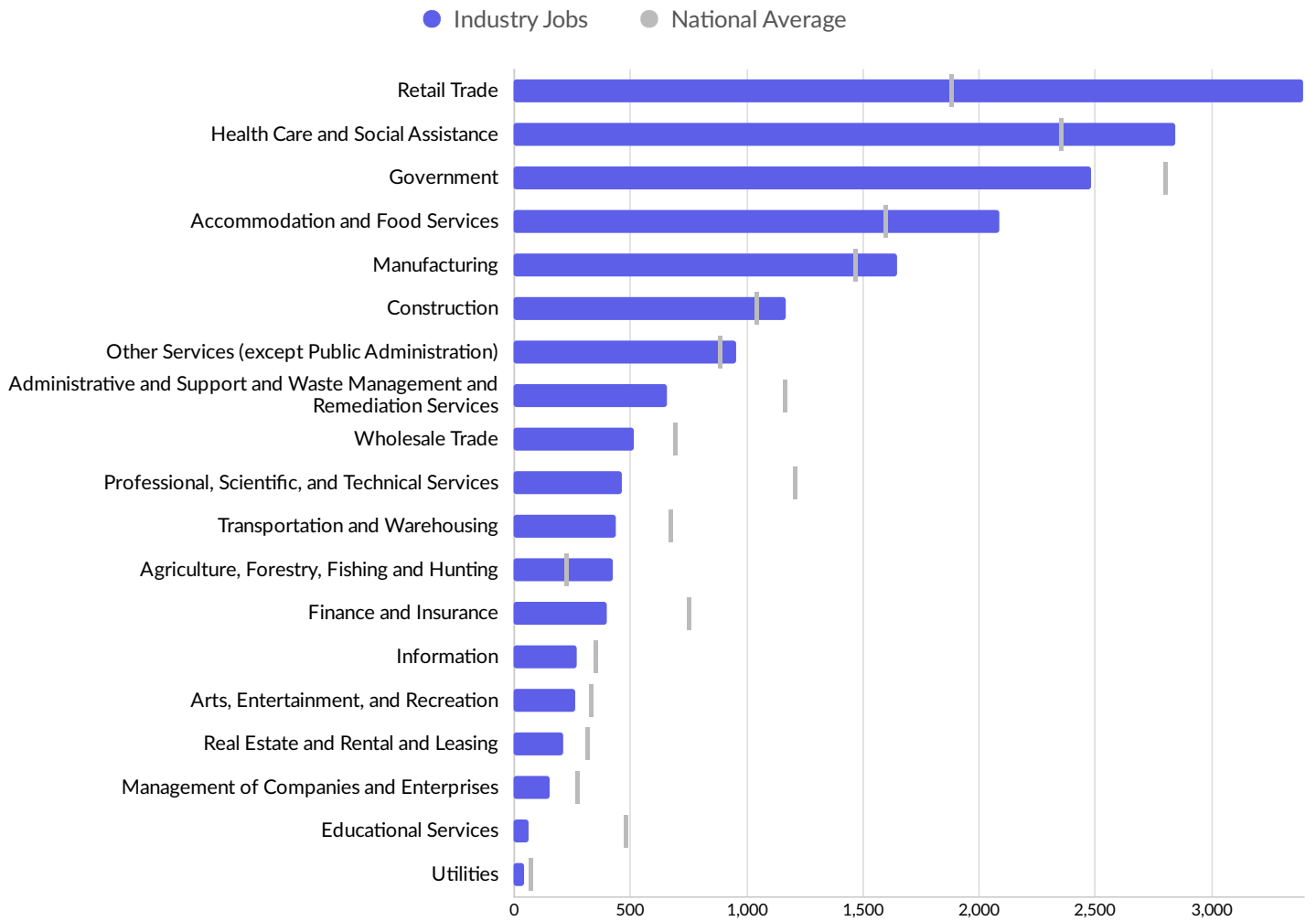
ZIP	Name	2018 Employment
54501	Rhineland, WI (in Oneida County)	10,854
54548	Minocqua, WI (in Oneida County)	3,923
54568	Woodruff, WI (in Oneida County)	2,297
54562	Three Lakes, WI (in Oneida County)	834
54531	Hazelhurst, WI (in Oneida County)	228

### Where Talent Lives

ZIP	Name	2018 Workers
54501	Rhineland, WI (in Oneida County)	11,044
54548	Minocqua, WI (in Oneida County)	2,645
54568	Woodruff, WI (in Oneida County)	2,637
54562	Three Lakes, WI (in Oneida County)	1,058
54539	Lake Tomahawk, WI (in Oneida County)	728

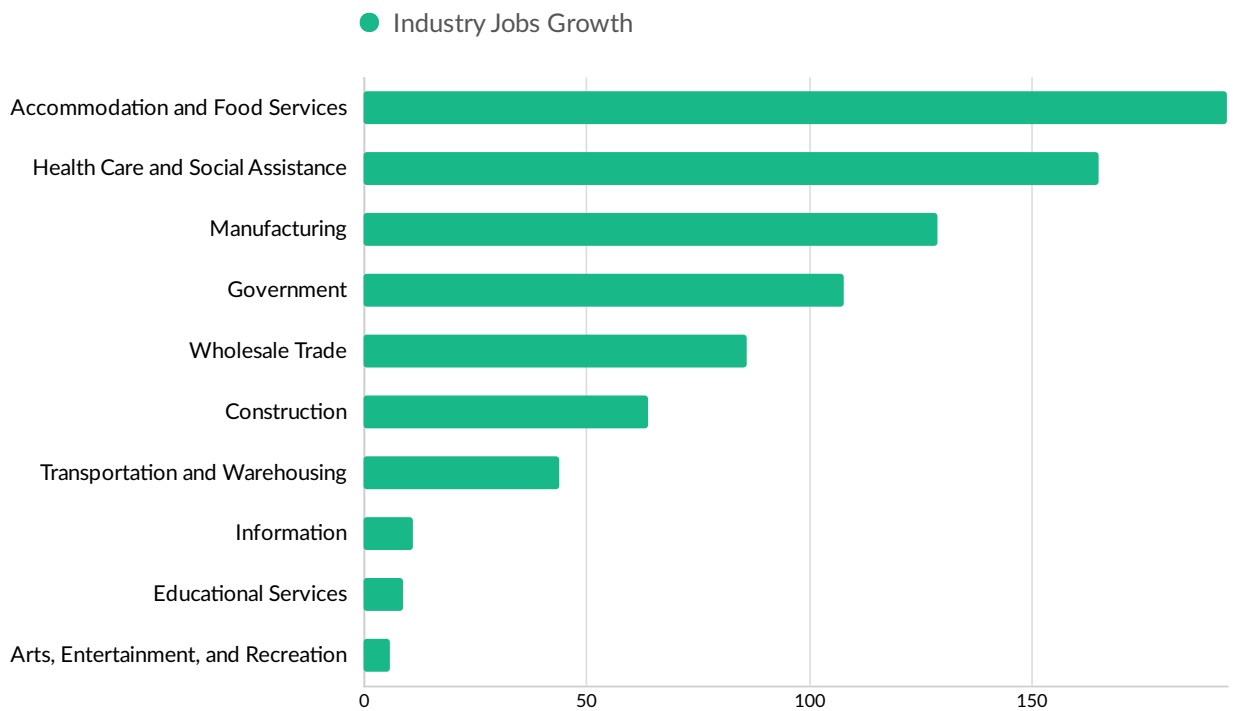
# Industry Characteristics

## Largest Industries



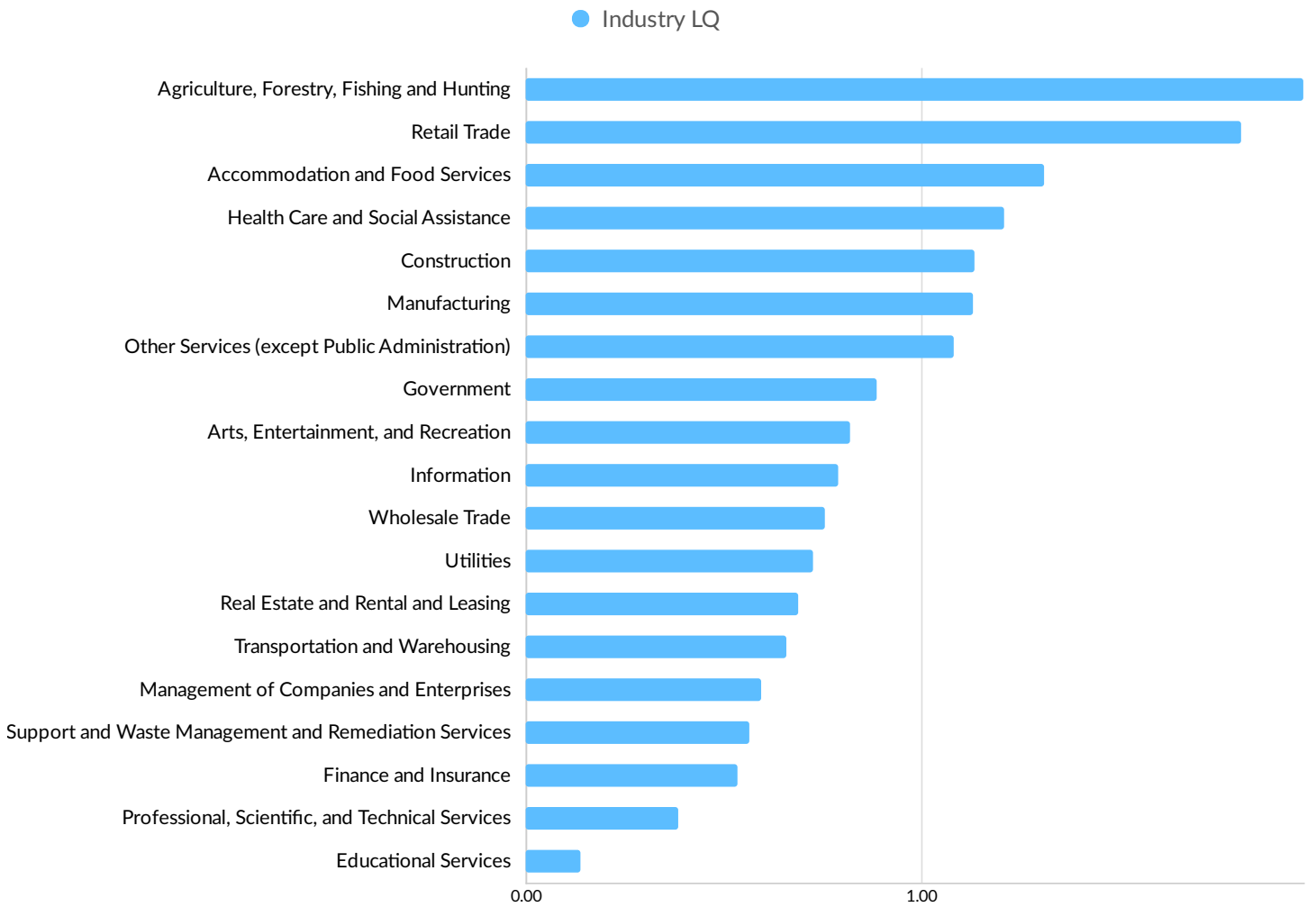
## Industry Characteristics - Cont.

### Top Growing Industries



## Industry Characteristics - Cont.

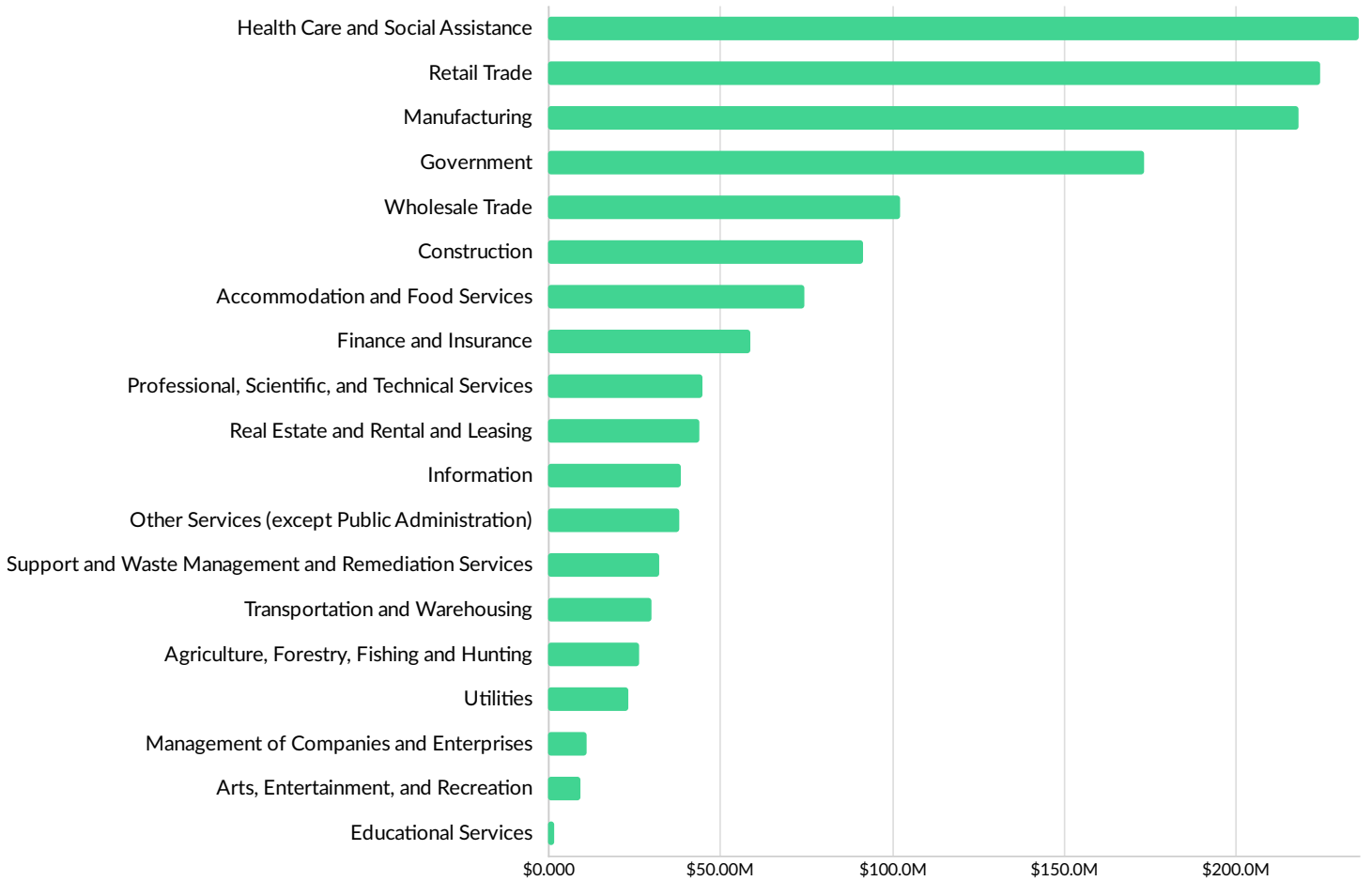
### Top Industry LQ



# Industry Characteristics - Cont.

## Top Industry GRP

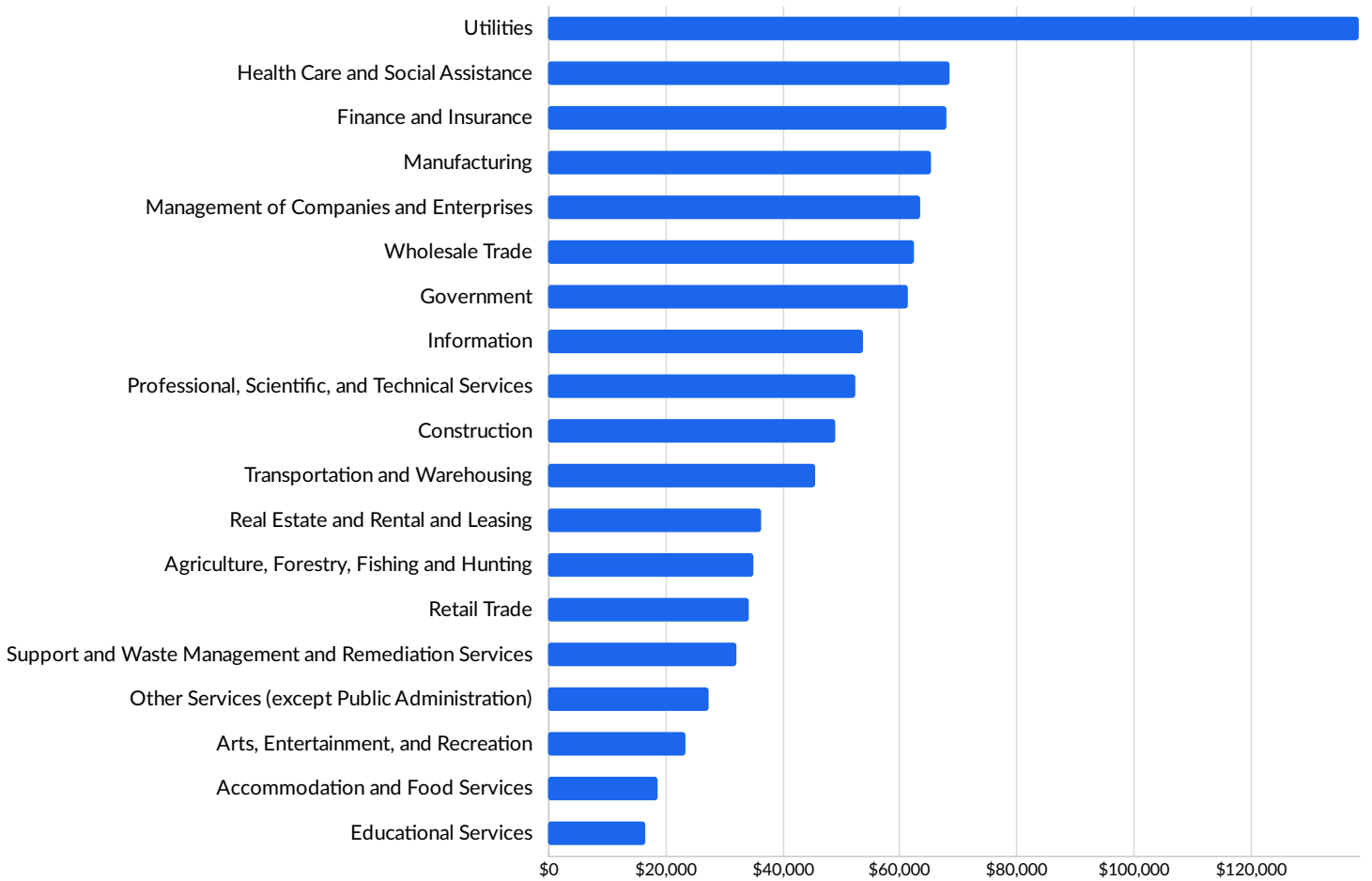
● 2018 Gross Regional Product



## 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	2018 GRP
Retail Trade	3,656	3,397	-259	-7%	1.81	\$34,394	\$224.62M
Health Care and Social Assistance	2,680	2,845	165	+6%	1.21	\$68,568	\$235.71M
Government	2,376	2,484	108	+5%	0.89	\$61,428	\$173.12M
Accommodation and Food Services	1,898	2,092	194	+10%	1.31	\$18,713	\$74.60M
Manufacturing	1,524	1,653	129	+8%	1.13	\$65,492	\$218.43M
Construction	1,109	1,173	64	+6%	1.14	\$49,235	\$91.40M
Other Services (except Public Administration)	1,043	958	-85	-8%	1.09	\$27,441	\$38.09M
Administrative and Support and Waste Management and Remediation Services	693	658	-35	-5%	0.57	\$32,116	\$32.10M
Wholesale Trade	431	517	86	+20%	0.76	\$62,497	\$102.17M
Professional, Scientific, and Technical Services	467	467	0	0%	0.39	\$52,482	\$44.76M
Transportation and Warehousing	397	441	44	+11%	0.66	\$45,660	\$29.94M
Agriculture, Forestry, Fishing and Hunting	544	429	-115	-21%	1.97	\$34,989	\$26.51M
Finance and Insurance	422	401	-21	-5%	0.54	\$68,178	\$58.88M
Information	258	269	11	+4%	0.79	\$53,816	\$38.59M
Arts, Entertainment, and Recreation	259	265	6	+2%	0.82	\$23,607	\$9.57M
Real Estate and Rental and Leasing	240	215	-25	-10%	0.69	\$36,479	\$44.09M
Management of Companies and Enterprises	225	158	-67	-30%	0.60	\$63,635	\$11.03M
Educational Services	57	66	9	+16%	0.14	\$16,579	\$1.61M
Utilities	55	46	-9	-16%	0.73	\$138,602	\$23.17M



## Business Characteristics

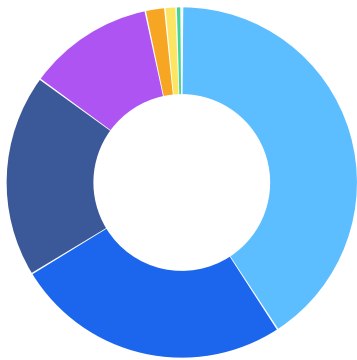
### 1,768 Companies Employ Your Workers

Online profiles for your workers mention 1,768 companies as employers, with the top 10 appearing below. In the last 12 months, 828 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	252 
Nicolet Area Technical College	79 	Marshfield Clinic	193 
Marshfield Clinic	69 	Comphealth Associates, Inc	137 
State of Wisconsin	58 	C.R. England, Inc.	101 
The Howard Young Medical Cen...	55 	The Home Depot Inc	100 
Foster and Smith, Inc.	49 	U. S. Xpress, Inc.	100 
Expera Specialty Solutions, LLC	48 	Platinum Supplemental Insuranc...	98 
St. Mary's Hospital, Inc.	42 	United Parcel Service, Inc.	94 
School District of Rhinelander	35 	McDonald's Corporation	92 
Oneida County Livery Inc	31 	Tutree, Inc.	86 

## Business Characteristics - Cont.

### Business Size

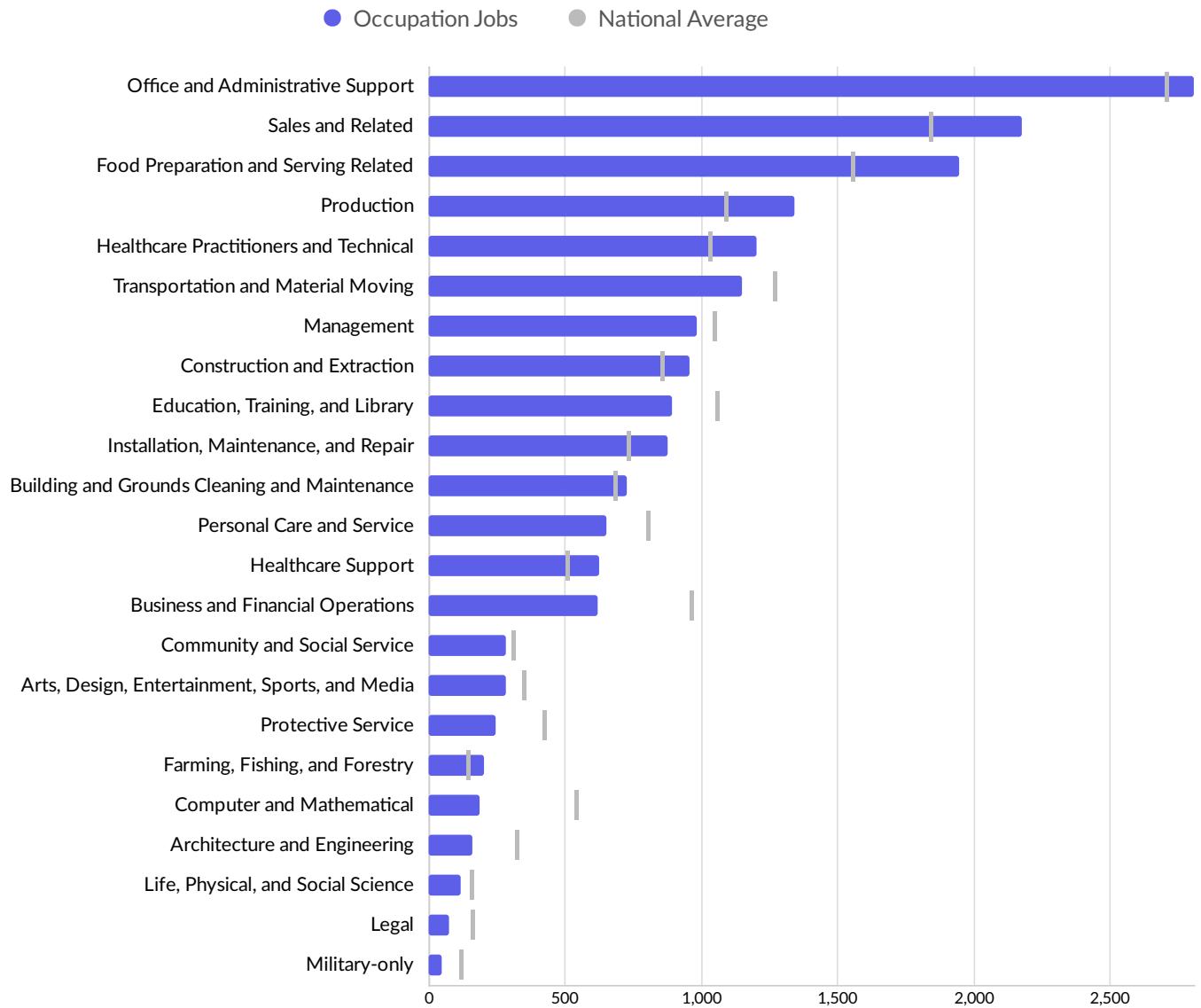


	Percentage	Business Count
1 to 4 employees	40.7%	907
5 to 9 employees	25.5%	568
10 to 19 employees	18.7%	417
20 to 49 employees	11.6%	259
50 to 99 employees	1.8%	40
100 to 249 employees	1.0%	23
250 to 499 employees	0.4%	10
500+ employees	0.1%	3

*\*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.*

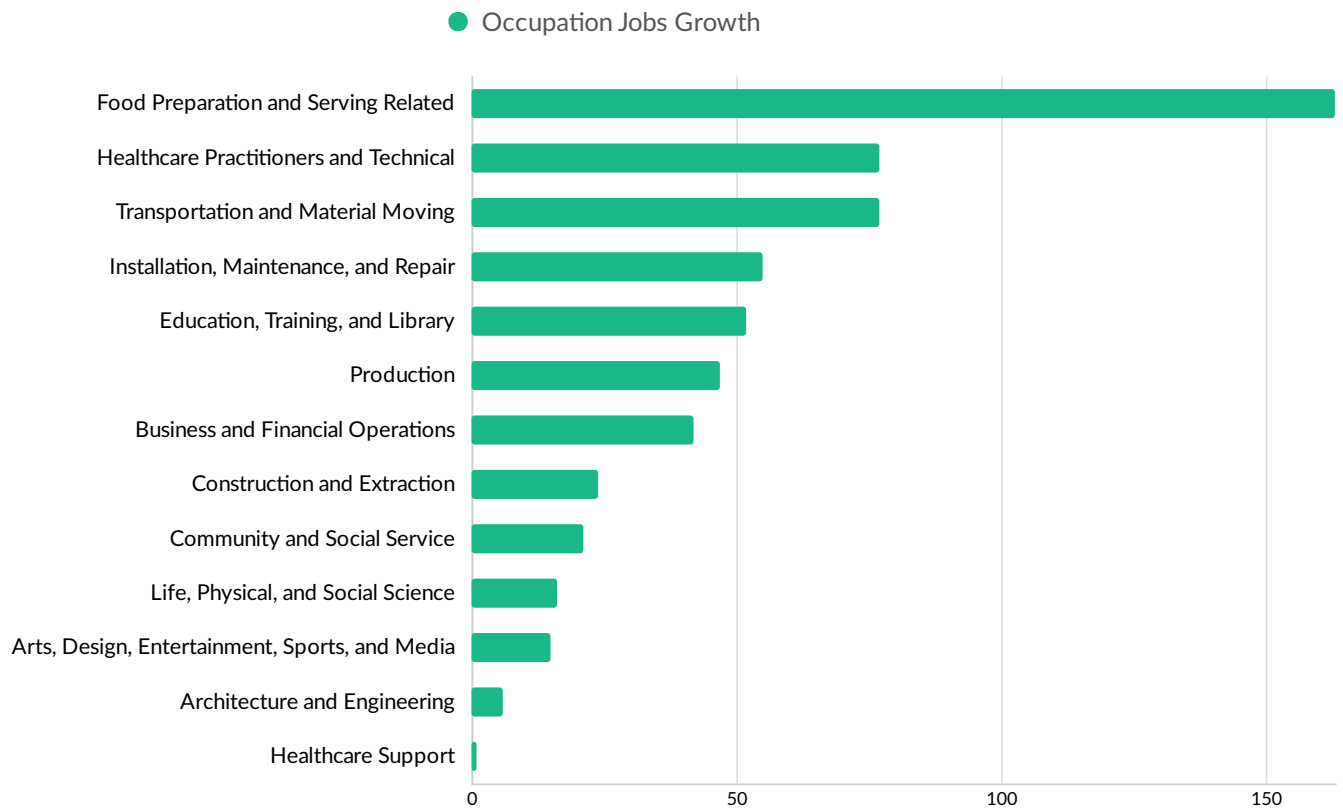
# Workforce Characteristics

## Largest Occupations



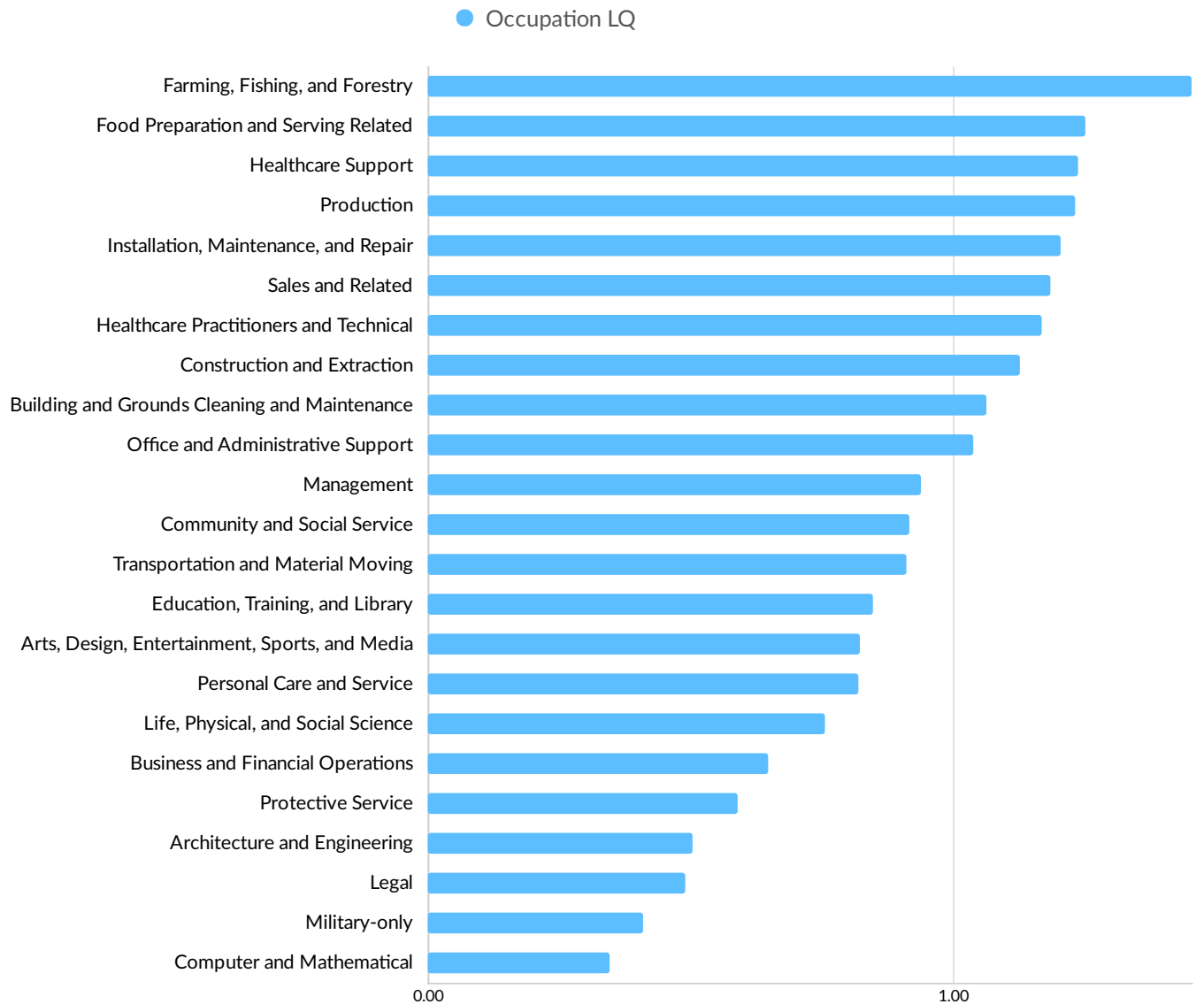
## Workforce Characteristics - Cont.

### Top Growing Occupations



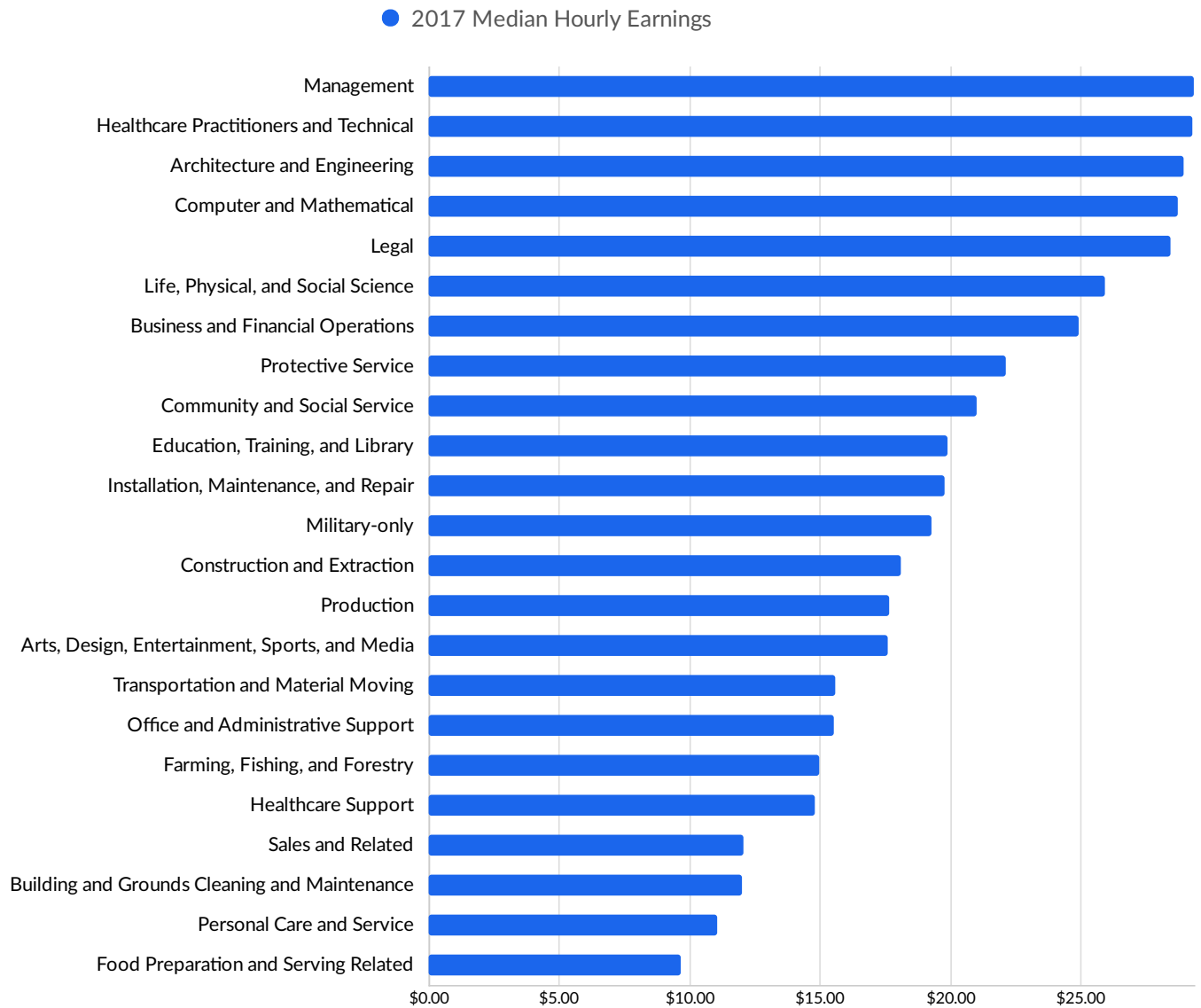
# Workforce Characteristics - Cont.

## Top Occupation LQ



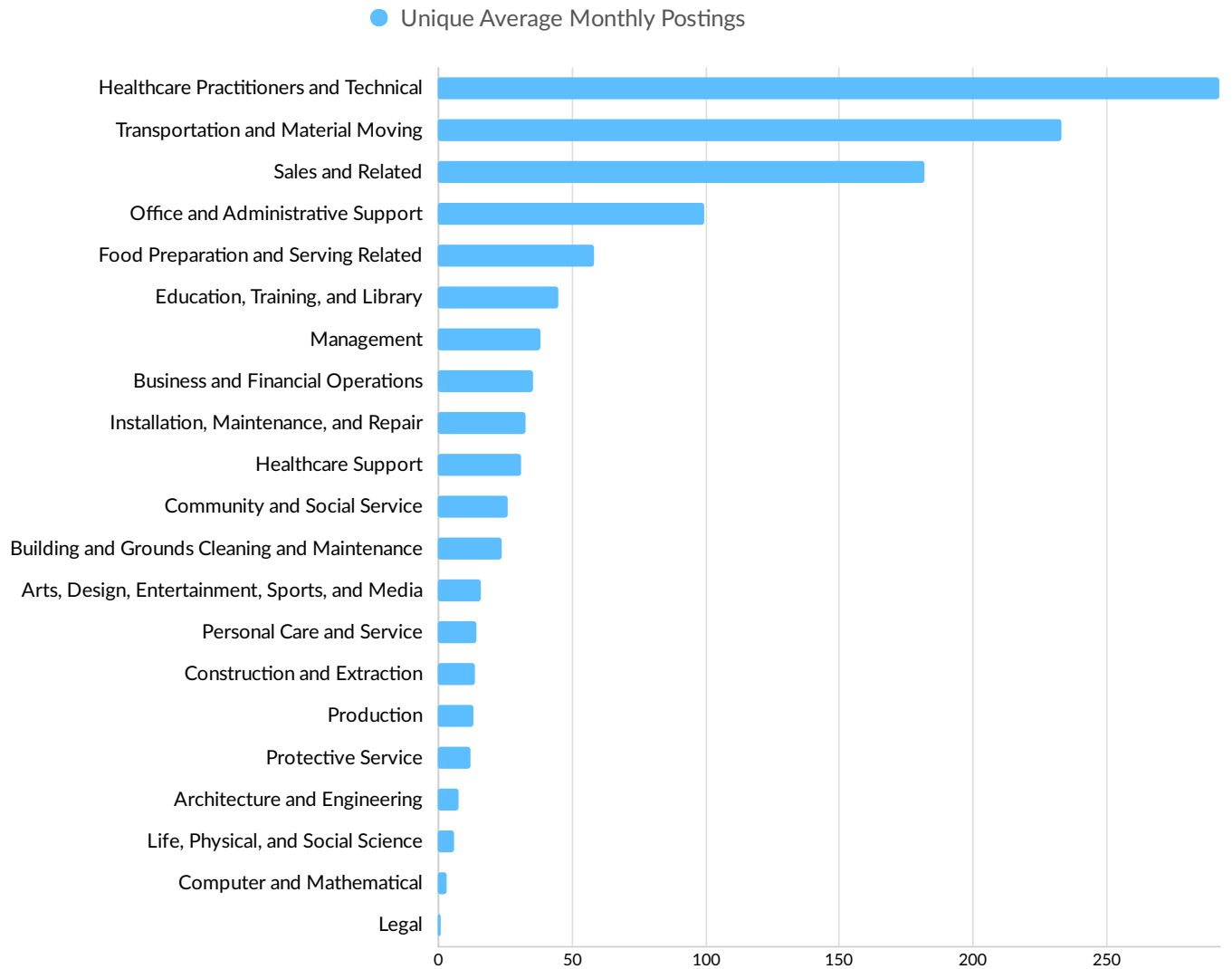
# Workforce Characteristics - Cont.

## Top Occupation Earnings



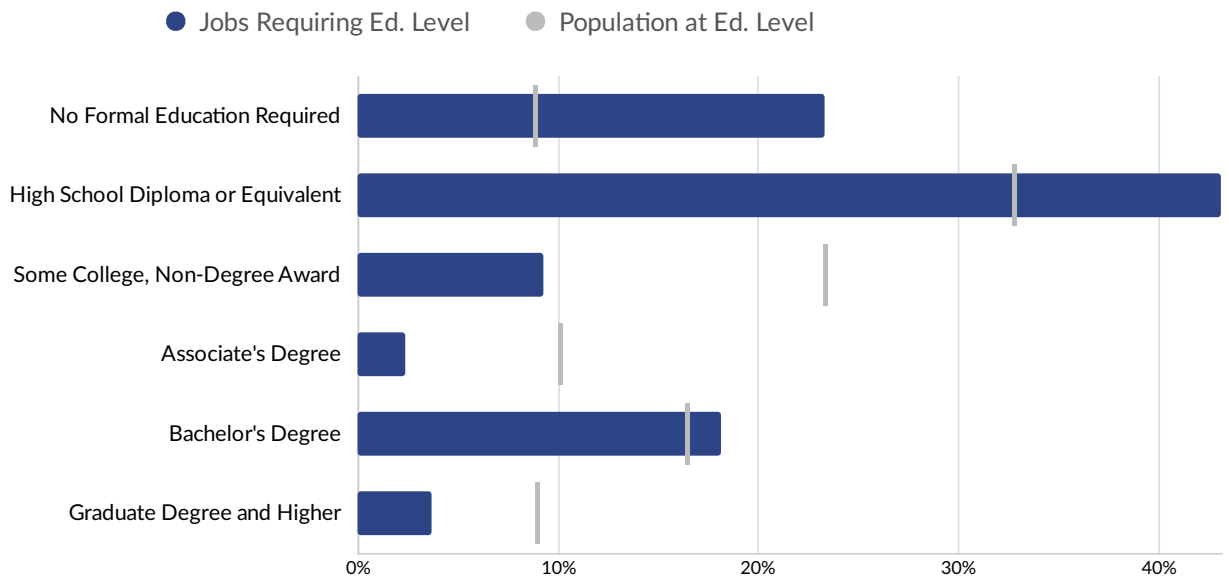
# Workforce Characteristics - Cont.

## Top Posted Occupations



## Workforce Characteristics - Cont.

### Underemployment





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Office and Administrative Support	2,888	2,809	-79	-3%	1.04	\$15.53	100
Sales and Related	2,277	2,178	-99	-4%	1.19	\$12.10	182
Food Preparation and Serving Related	1,782	1,945	163	+9%	1.25	\$9.69	59
Production	1,295	1,342	47	+4%	1.24	\$17.66	13
Healthcare Practitioners and Technical	1,126	1,203	77	+7%	1.17	\$29.28	292
Transportation and Material Moving	1,075	1,152	77	+7%	0.91	\$15.59	233
Management	1,030	982	-48	-5%	0.94	\$29.36	38
Construction and Extraction	933	957	24	+3%	1.13	\$18.11	14
Education, Training, and Library	841	893	52	+6%	0.85	\$19.92	45
Installation, Maintenance, and Repair	821	876	55	+7%	1.21	\$19.78	33
Building and Grounds Cleaning and Maintenance	801	726	-75	-9%	1.06	\$12.03	24
Personal Care and Service	676	654	-22	-3%	0.82	\$11.10	14
Healthcare Support	623	624	1	+0%	1.24	\$14.84	31
Business and Financial Operations	580	622	42	+7%	0.65	\$24.92	35
Community and Social Service	261	282	21	+8%	0.92	\$21.03	26
Arts, Design, Entertainment, Sports, and Media	266	281	15	+6%	0.82	\$17.64	16
Protective Service	250	245	-5	-2%	0.59	\$22.17	12

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	213	201	-12	-6%	1.46	\$14.98	0
Computer and Mathematical	204	185	-19	-9%	0.35	\$28.73	3
Architecture and Engineering	153	159	6	+4%	0.50	\$28.98	8
Life, Physical, and Social Science	100	116	16	+16%	0.76	\$25.97	6
Legal	86	75	-11	-13%	0.49	\$28.47	1
Military-only	52	47	-5	-10%	0.41	\$19.31	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.

