



Oneida County, WI

North Central Wisconsin Regional Planning Commission



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Contents

Economy Overview	1
Historic & Projected Trends	3
Population Characteristics	7
Industry Characteristics	9
Business Characteristics	15
Workforce Characteristics	17
Educational Pipeline	25
In-Demand Skills	26

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.

18,597

Total Regional Employment

Jobs **grew by 236** over the last 5 years and are projected to **grow by 112** over the next 5 years.

\$52.9K

Median Household Income (2017)

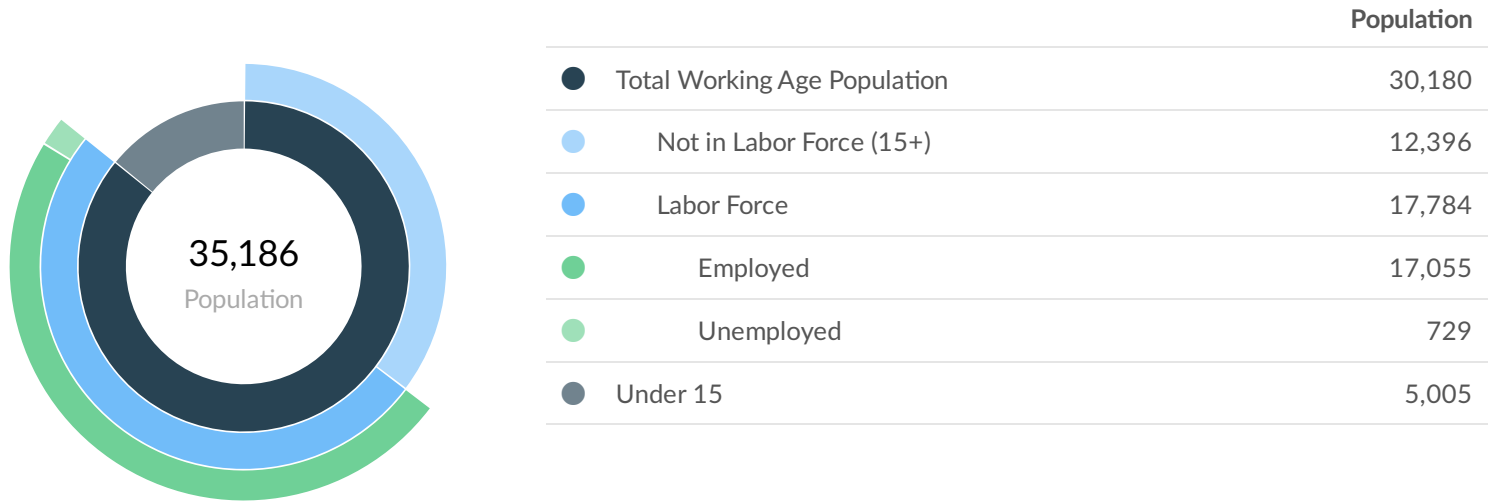
Median household income is **\$4.7K below** the national median household income of \$57.7K.

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 1.3%** in Oneida County, WI from 18,361 to **18,597**. This change **fell short of the national growth rate of 8.5% by 7.2%**. As the number of jobs increased, the **labor force participation rate decreased from 59.9% to 58.9% 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 Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

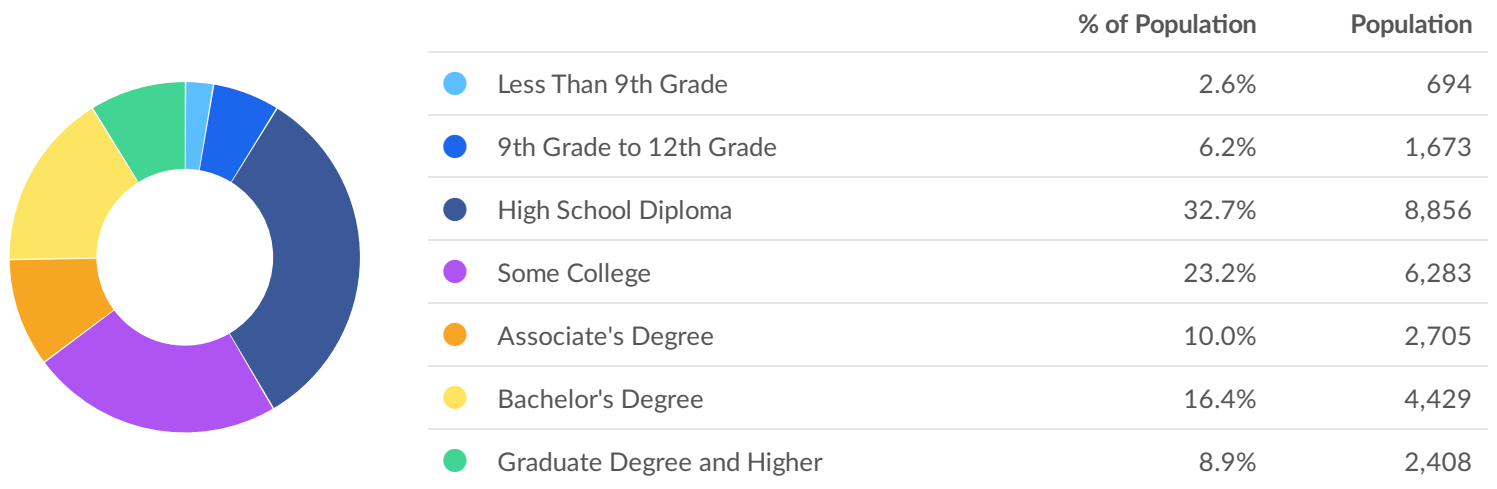
	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	35,186	17,784	18,597	100.9	\$1.68B	\$2.22B	\$1.90B
NCWRPC	438,224	226,339	227,345	99.3	\$22.23B	\$28.15B	\$27.20B
Wisconsin	5,810,713	3,106,626	3,156,907	100.0	\$329.70B	\$293.29B	\$321.51B

2018 Labor Force Breakdown



Educational Attainment

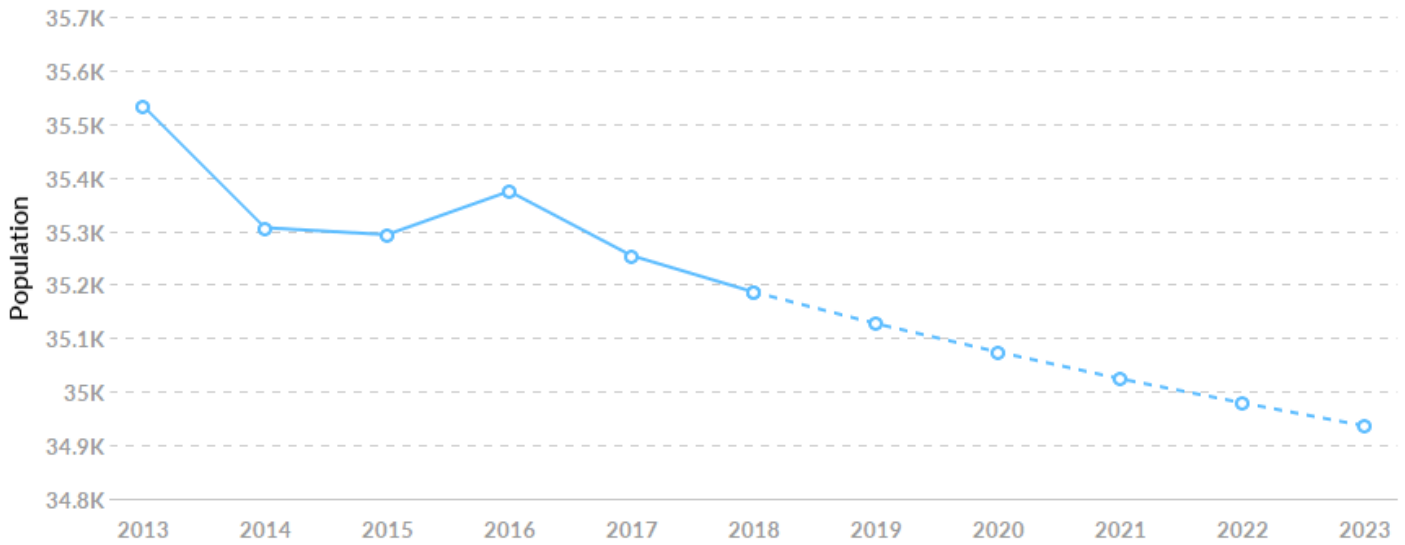
Concerning educational attainment, **16.4% of Oneida County, WI residents possess a Bachelor's Degree** (2.2% below the national average), and **10.0% hold an Associate's Degree** (2.0% above the national average).



Historic & Projected Trends

Population Trends

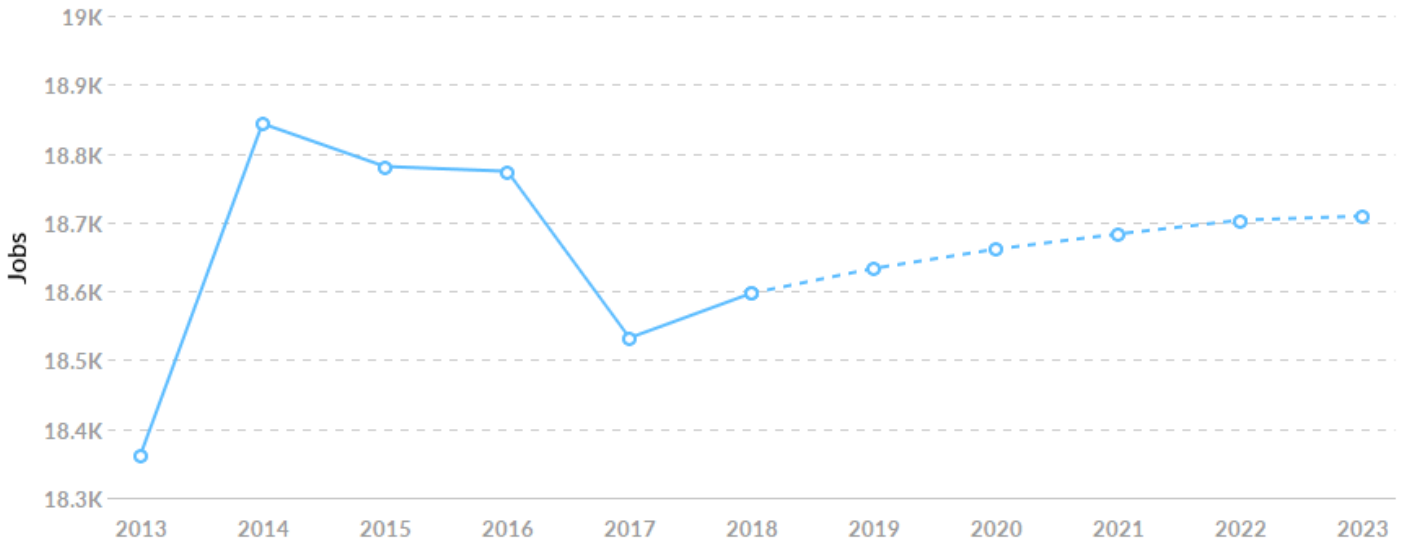
As of 2018 the region's population **declined by 1.0%** since 2013, falling by 349. Population is expected to **decrease by 0.7%** between 2018 and 2023, losing 250.



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

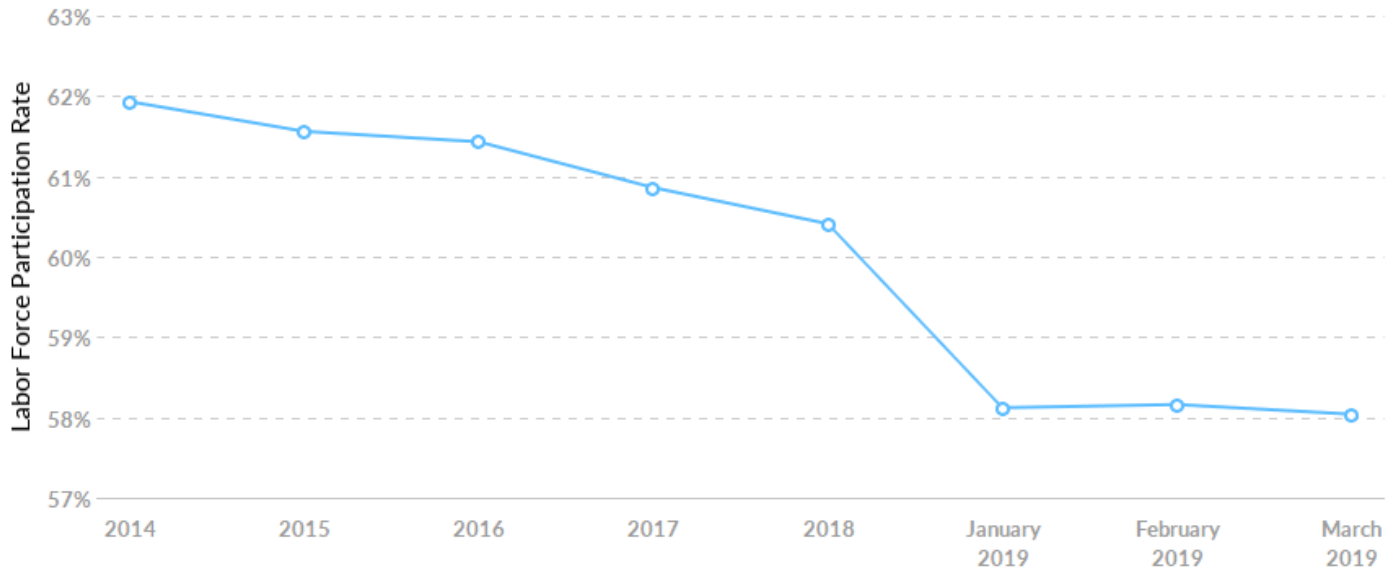
Job Trends

From 2013 to 2018, jobs increased by 1.3% in Oneida County, WI from 18,361 to 18,597. This change fell short of the national growth rate of 8.5% by 7.2%.



Timeframe	Jobs
2013	18,361
2014	18,843
2015	18,781
2016	18,774
2017	18,532
2018	18,597
2019	18,633
2020	18,661
2021	18,683
2022	18,703
2023	18,709

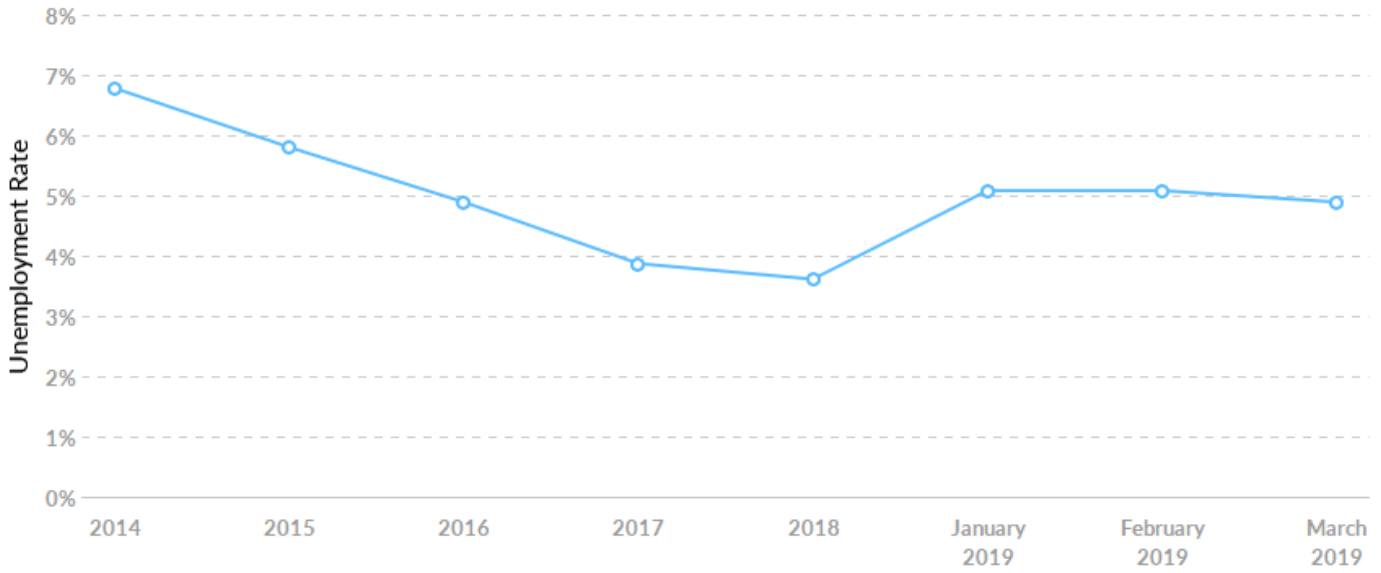
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	61.93%
2015	61.56%
2016	61.43%
2017	60.86%
2018	60.41%
January 2019	58.12%
February 2019	58.16%
March 2019	58.04%

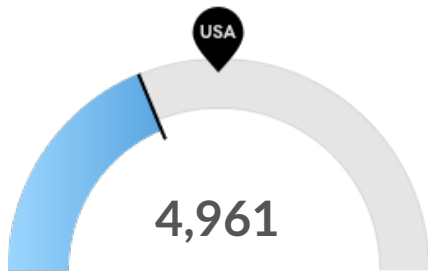
Unemployment Rate Trends

Oneida County, WI had a March 2019 unemployment rate of 4.89%, decreasing from 6.78% 5 years before.



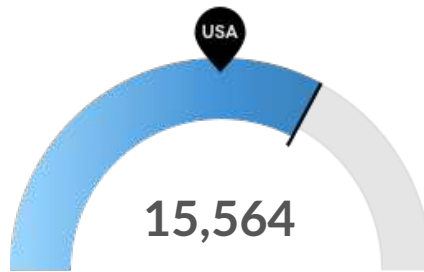
Timeframe	Unemployment Rate
2014	6.78%
2015	5.80%
2016	4.89%
2017	3.87%
2018	3.61%
January 2019	5.08%
February 2019	5.08%
March 2019	4.89%

Population Characteristics



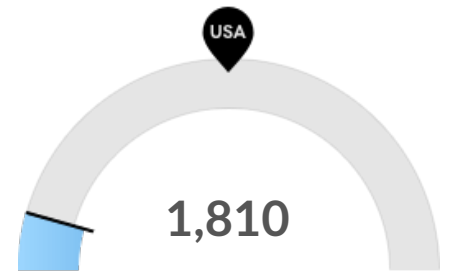
Millennials

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



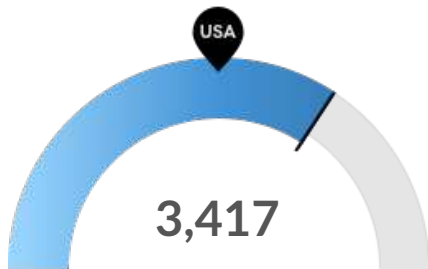
Retiring Soon

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.



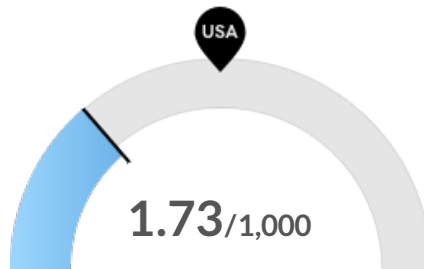
Racial Diversity

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.



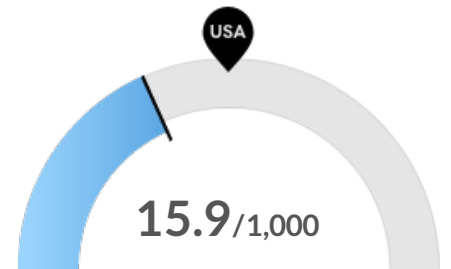
Veterans

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.

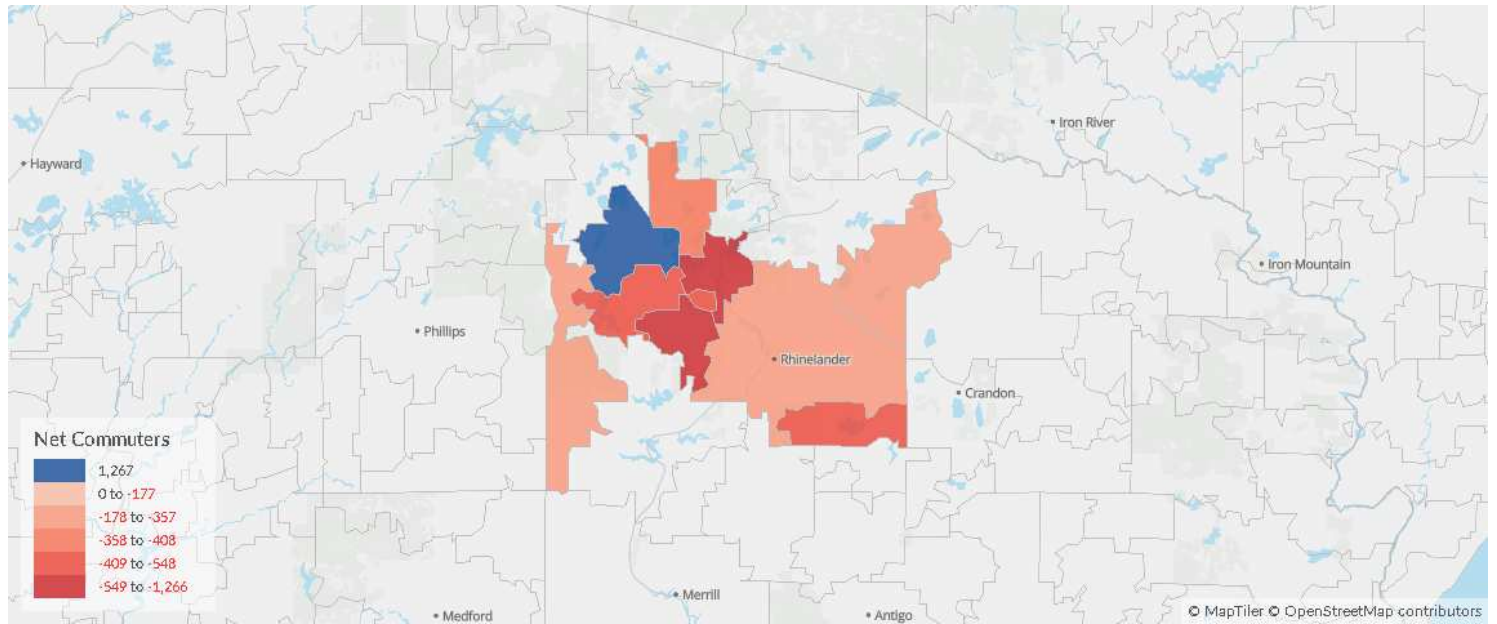


Property Crime

Oneida County, WI has 15.9 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

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

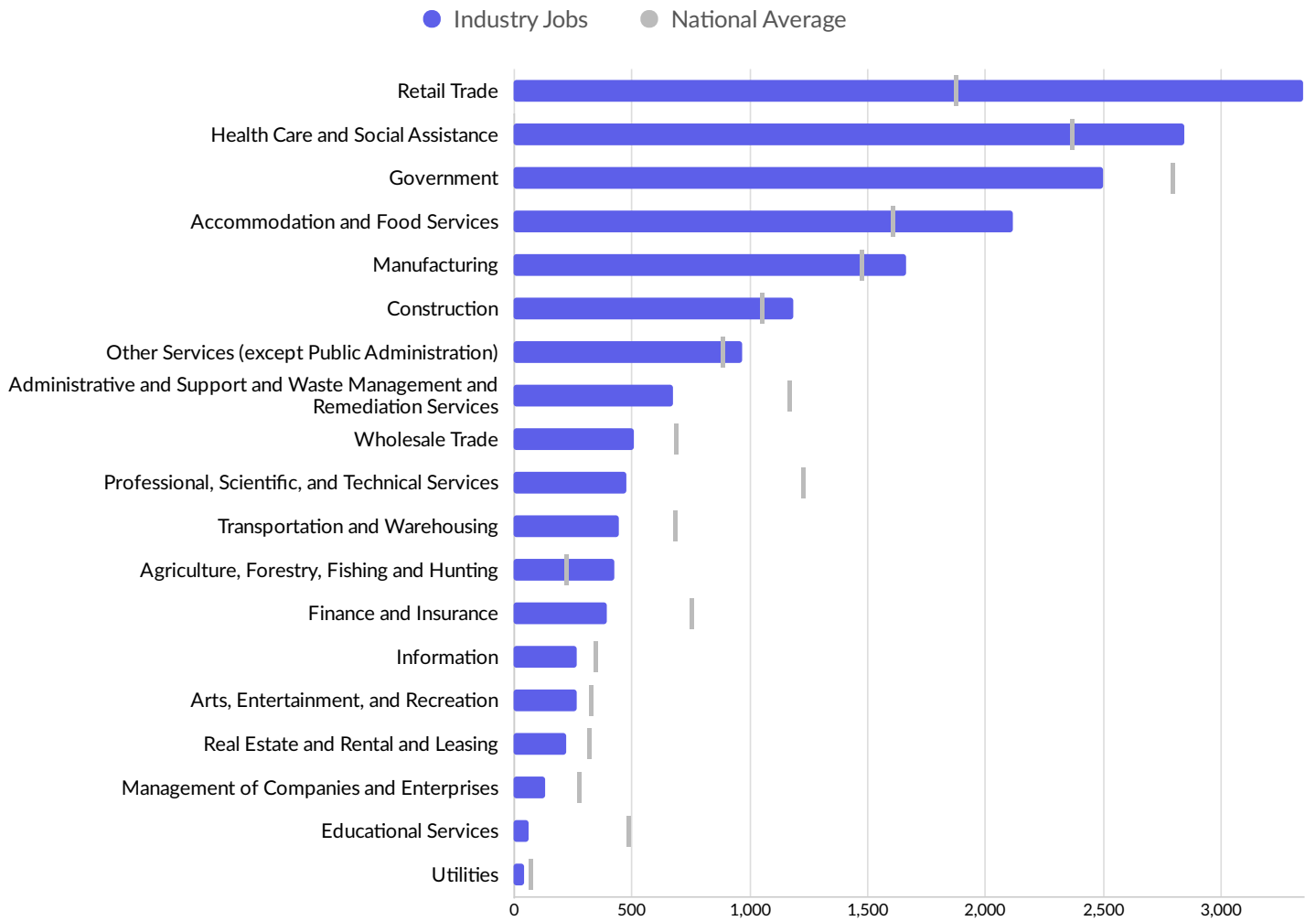
ZIP	Name	2018 Employment
54501	Rhineland, WI (in Oneid...	10,896
54548	Minocqua, WI (in Oneid...	3,915
54568	Woodruff, WI (in Oneid...	2,299
54562	Three Lakes, WI (in One...	846
54531	Hazelhurst, WI (in Onei...	227

Where Talent Lives

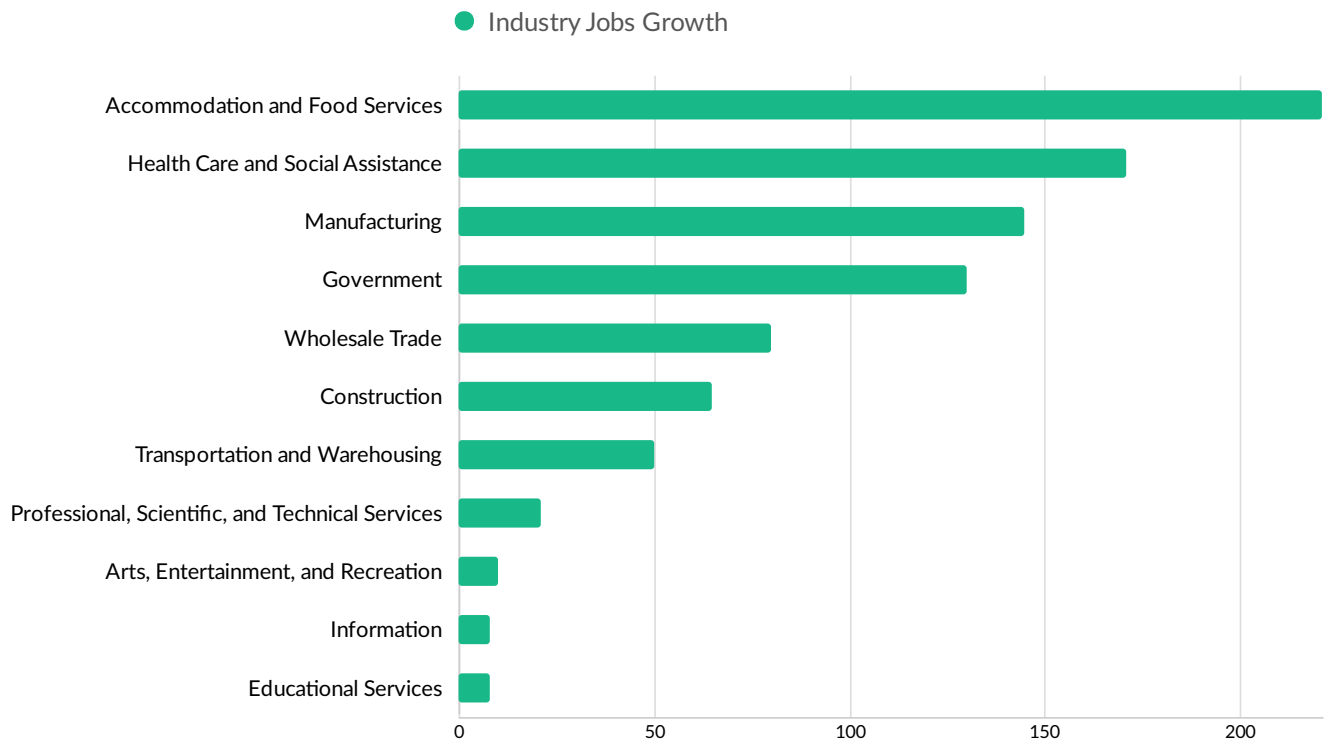
ZIP	Name	2018 Workers
54501	Rhineland, WI (in Oneid...	11,074
54568	Woodruff, WI (in Oneid...	2,657
54548	Minocqua, WI (in Oneid...	2,648
54562	Three Lakes, WI (in One...	1,055
54539	Lake Tomahawk, WI (in ...	730

Industry Characteristics

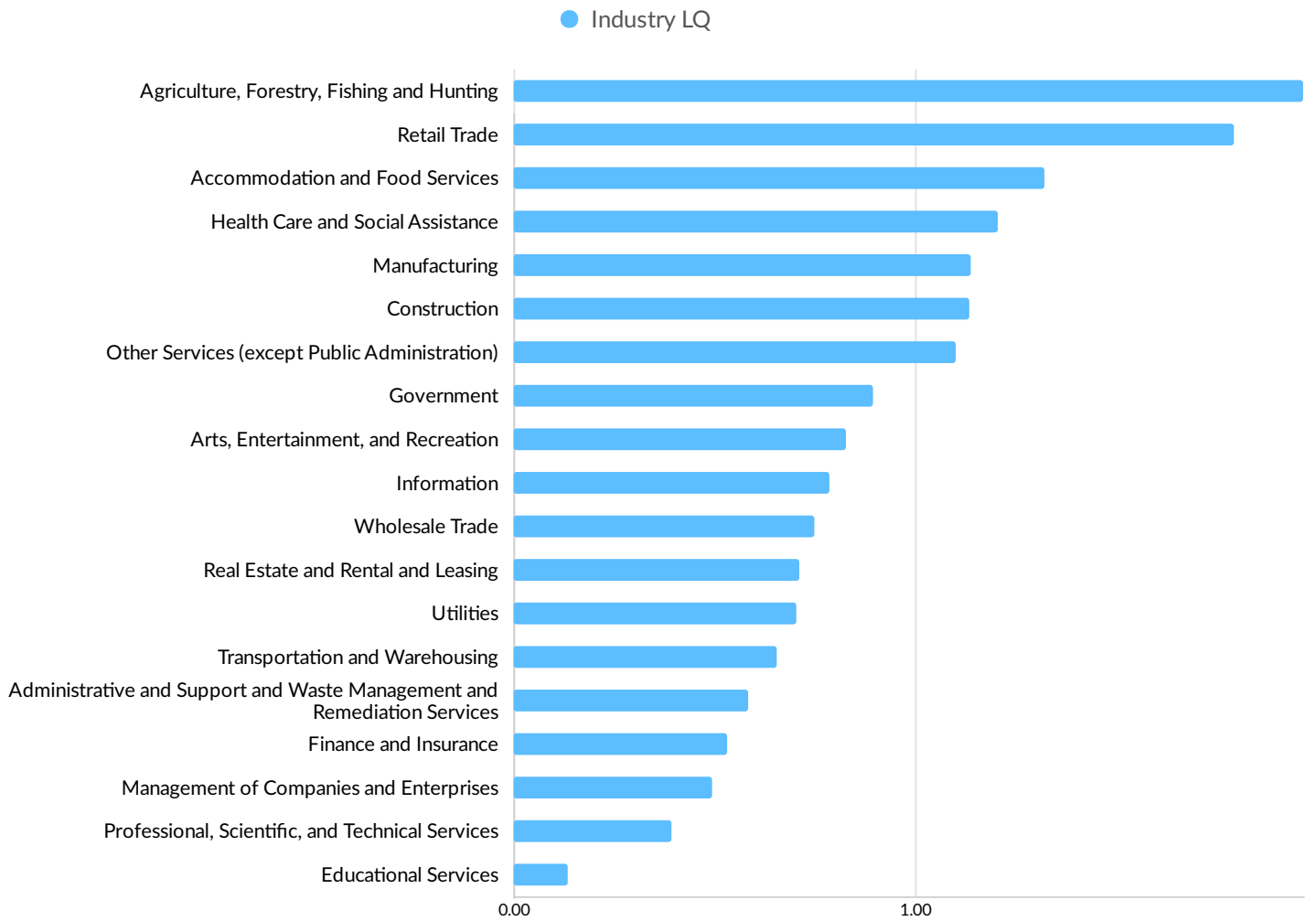
Largest Industries



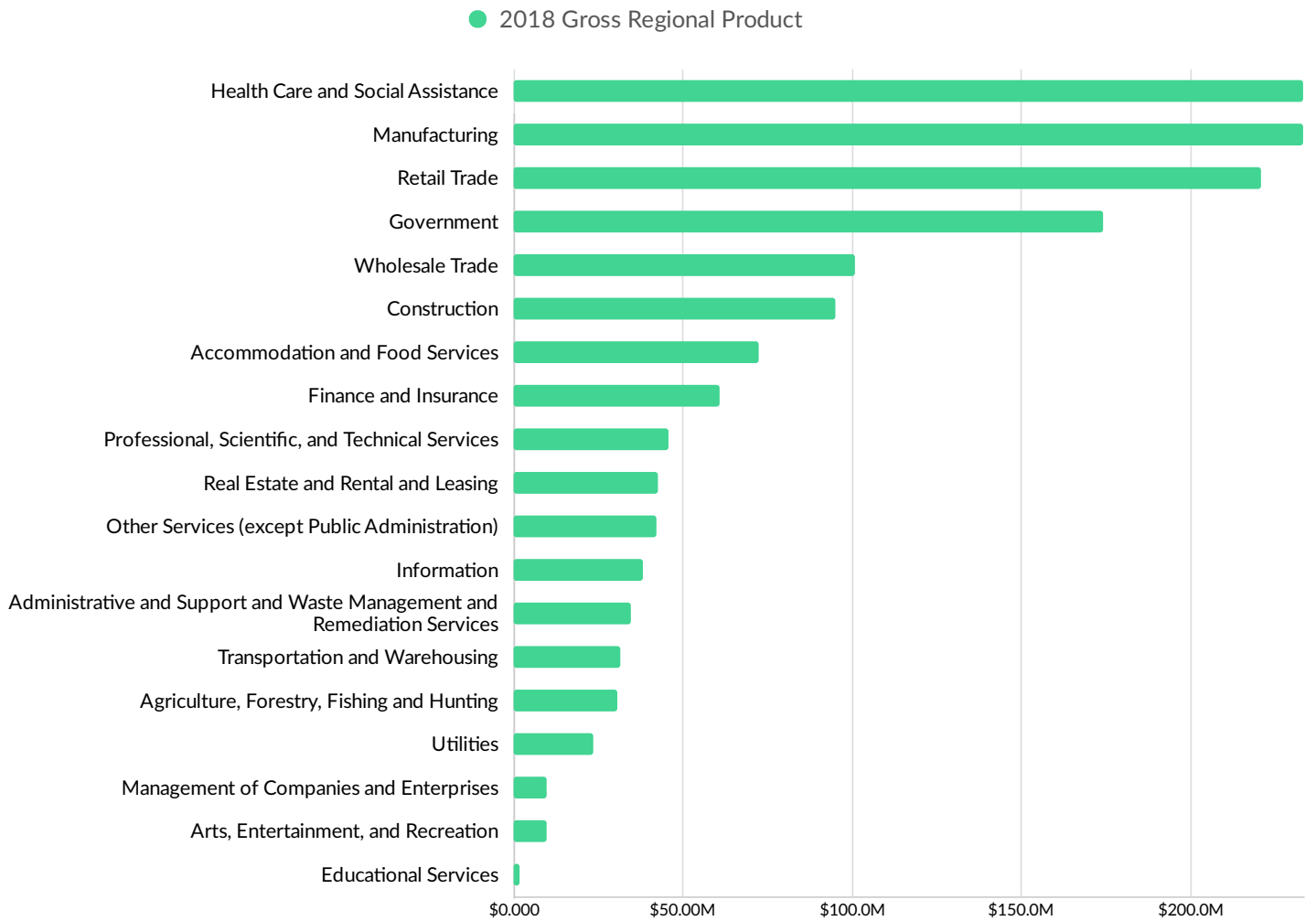
Top Growing Industries



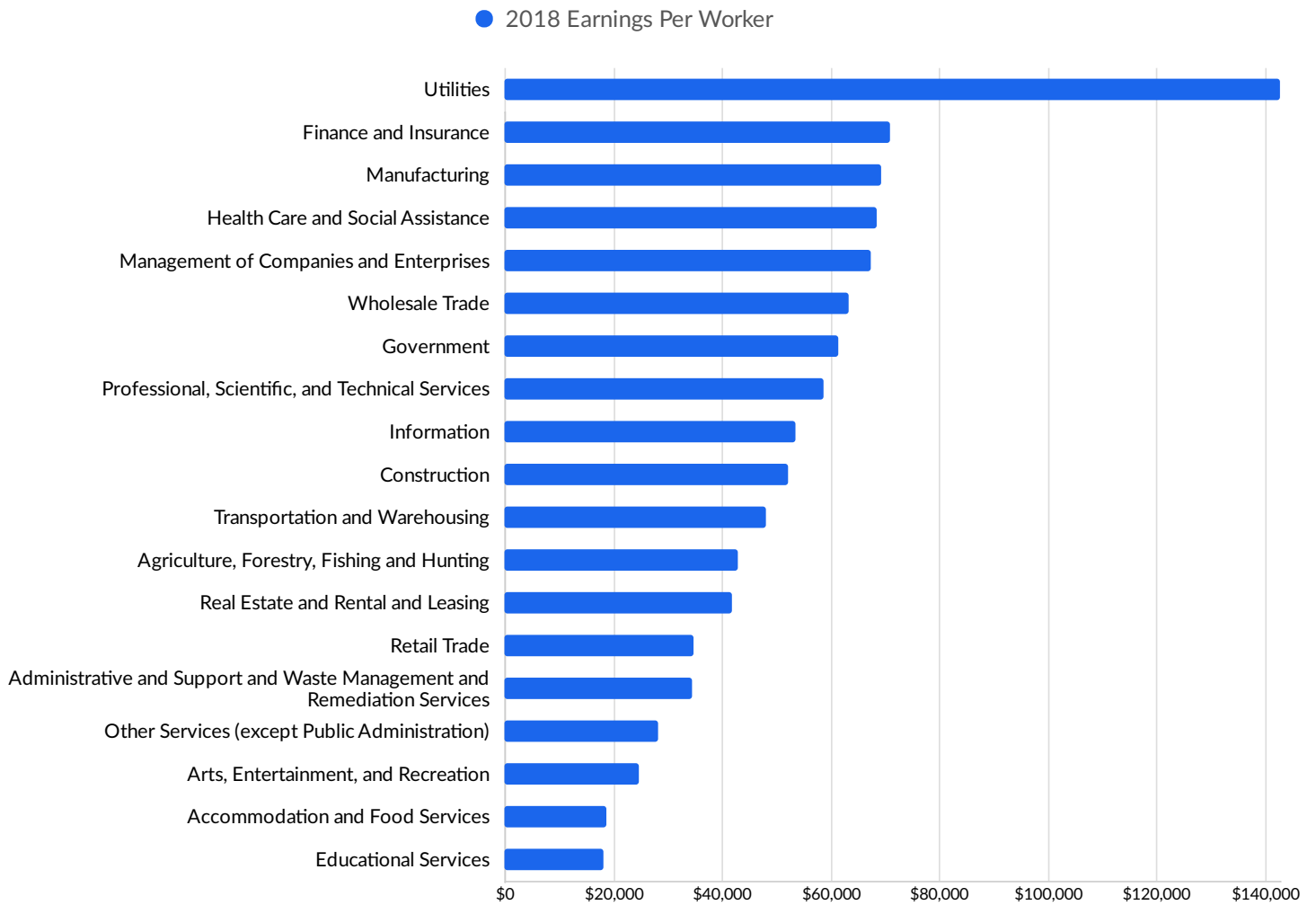
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Retail Trade	3,656	3,352	-304	-8%	1.79	\$34,741	\$221.28M
Health Care and Social Assistance	2,680	2,851	171	+6%	1.21	\$68,597	\$233.53M
Government	2,376	2,506	130	+5%	0.90	\$61,447	\$174.44M
Accommodation and Food Services	1,896	2,117	221	+12%	1.32	\$18,736	\$72.32M
Manufacturing	1,525	1,670	145	+10%	1.14	\$69,442	\$233.44M
Construction	1,120	1,185	65	+6%	1.13	\$52,194	\$94.97M
Other Services (except Public Administration)	1,061	969	-92	-9%	1.10	\$28,407	\$42.25M
Administrative and Support and Waste Management and Remediation Services	696	678	-18	-3%	0.58	\$34,614	\$34.86M
Wholesale Trade	432	512	80	+19%	0.75	\$63,291	\$100.94M
Professional, Scientific, and Technical Services	459	480	21	+5%	0.39	\$58,759	\$45.69M
Transportation and Warehousing	396	446	50	+13%	0.66	\$48,180	\$31.71M
Agriculture, Forestry, Fishing and Hunting	548	427	-121	-22%	1.97	\$42,950	\$30.75M
Finance and Insurance	423	398	-25	-6%	0.53	\$71,090	\$60.84M
Information	260	268	8	+3%	0.79	\$53,574	\$38.11M
Arts, Entertainment, and Recreation	256	266	10	+4%	0.83	\$24,690	\$9.72M
Real Estate and Rental and Leasing	241	224	-17	-7%	0.71	\$41,835	\$42.51M
Management of Companies and Enterprises	225	132	-93	-41%	0.49	\$67,551	\$9.77M
Educational Services	56	64	8	+14%	0.14	\$18,166	\$1.68M
Utilities	55	45	-10	-18%	0.70	\$142,821	\$23.36M

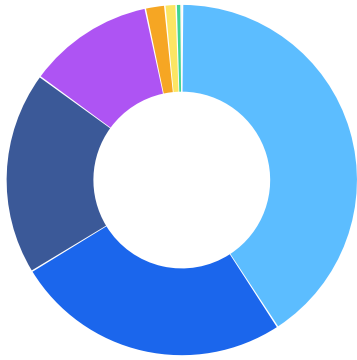
Business Characteristics

2,448 Companies Employ Your Workers

Online profiles for your workers mention 2,448 companies as employers, with the top 10 appearing below. In the last 12 months, 1,002 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.	157 	Ascension Health	474 
Nicolet Area Technical College	95 	Marshfield Clinic	277 
Marshfield Clinic	92 	Comphealth Associates, Inc	192 
State of Wisconsin	75 	Platinum Supplemental Insuranc...	169 
Foster and Smith, Inc.	64 	Ef Education First, Inc.	134 
The Howard Young Medical Cen...	57 	U. S. Xpress, Inc.	128 
Expera Specialty Solutions, LLC	56 	McDonald's Corporation	120 
School District of Rhinelander	56 	Roehl Transport, Inc.	102 
St. Mary's Hospital, Inc.	52 	The Home Depot Inc	91 
Wal-Mart Stores, Inc.	49 	United Parcel Service, Inc.	89 

Business Size

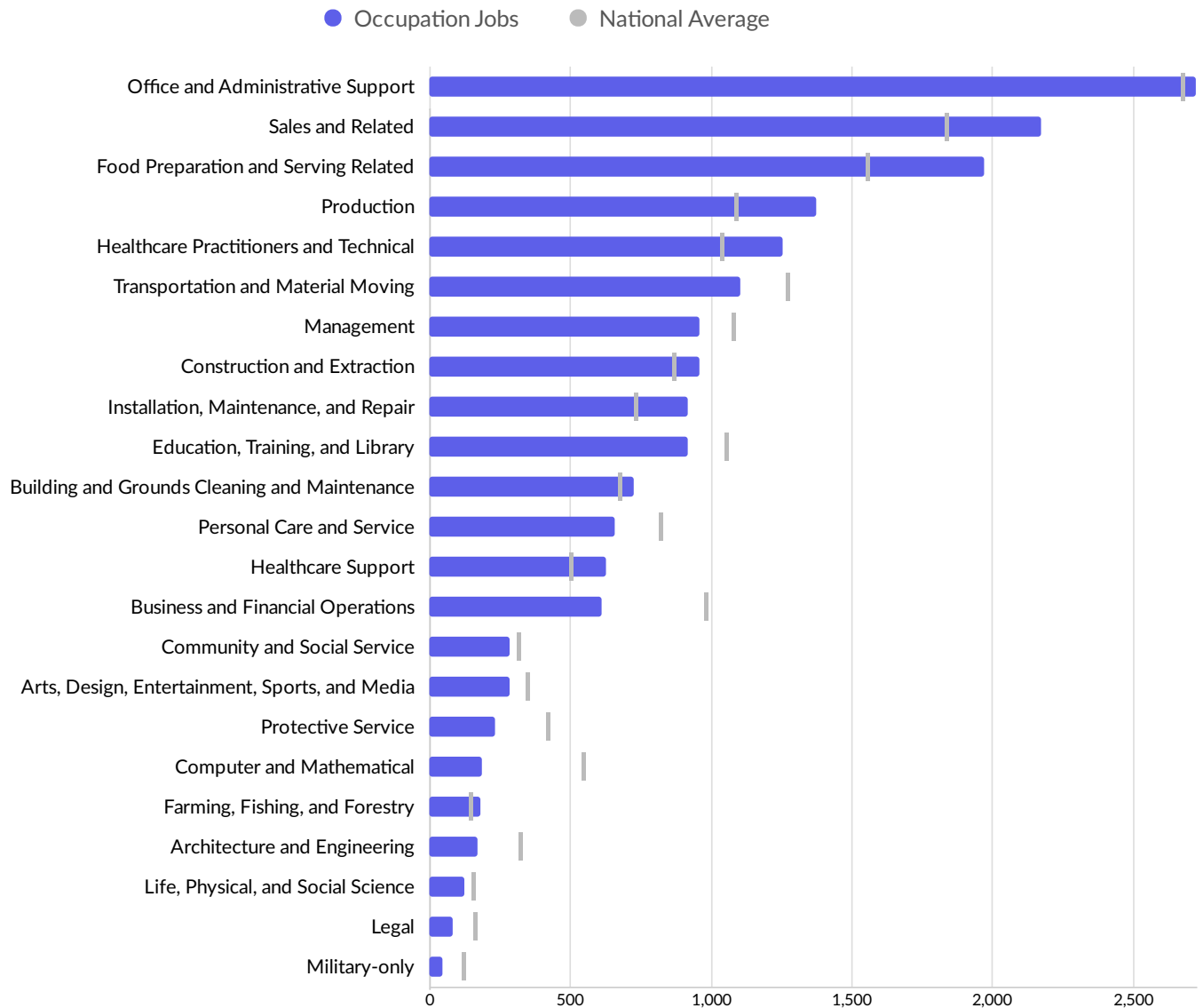


	Percentage	Business Count
1 to 4 employees	40.7%	907
5 to 9 employees	25.5%	568
10 to 19 employees	18.7%	417
20 to 49 employees	11.6%	259
50 to 99 employees	1.8%	40
100 to 249 employees	1.0%	23
250 to 499 employees	0.4%	10
500+ employees	0.1%	3

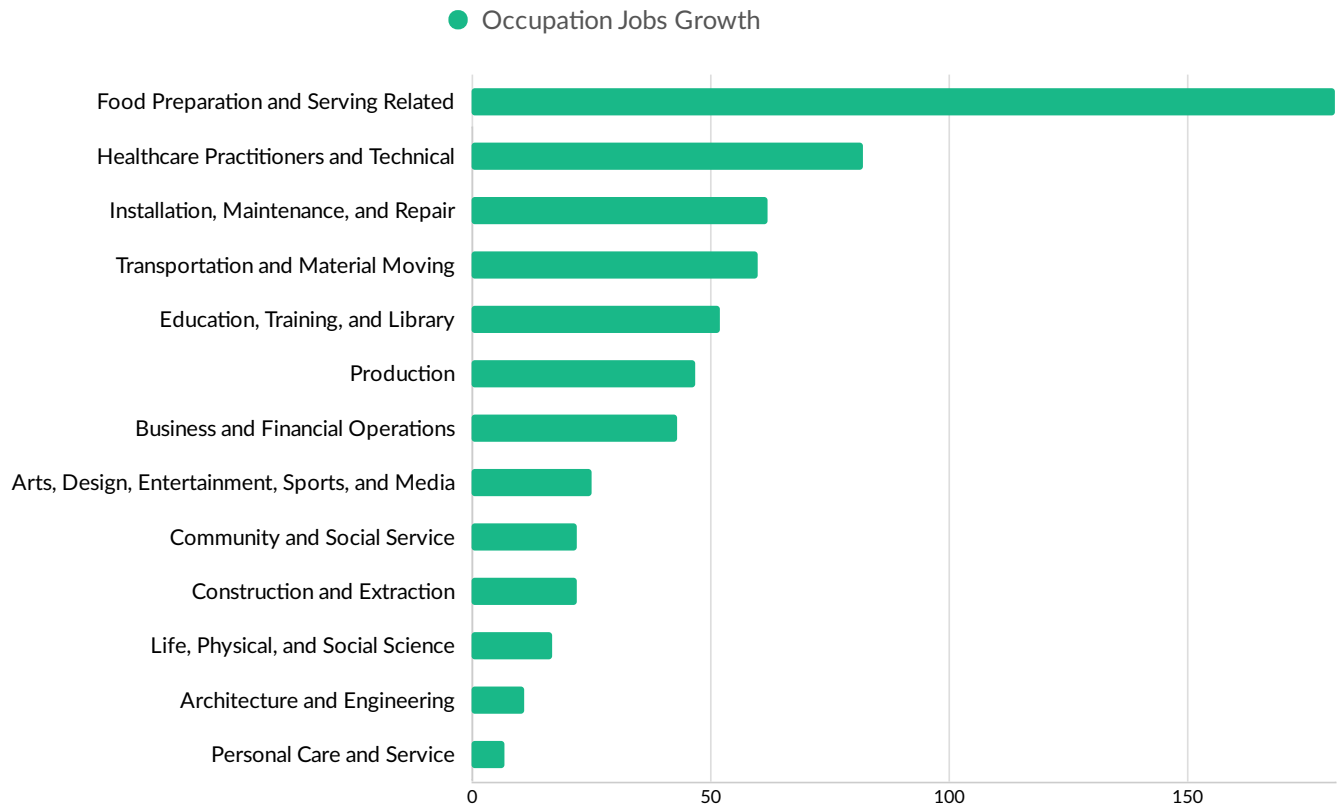
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

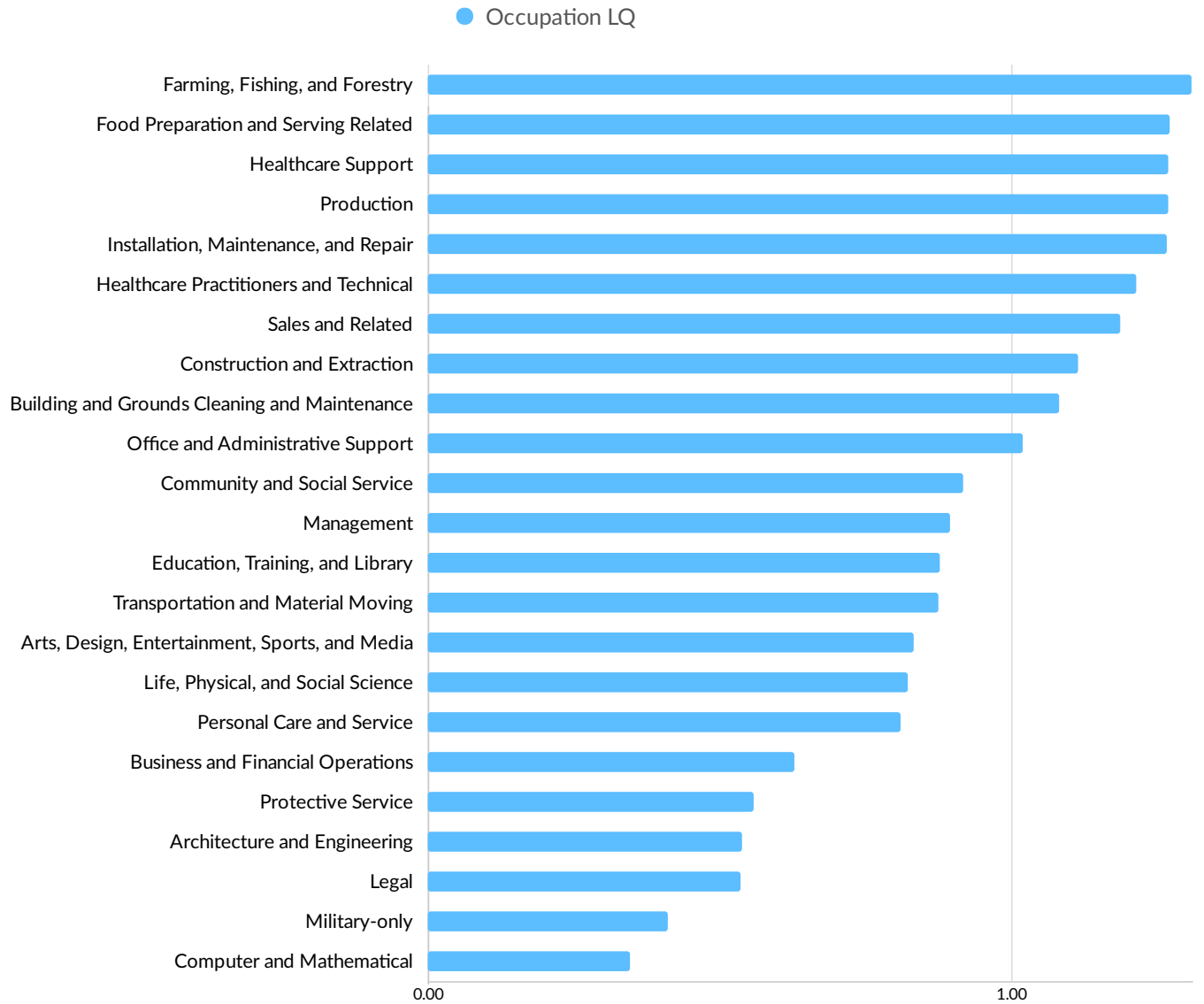
Largest Occupations



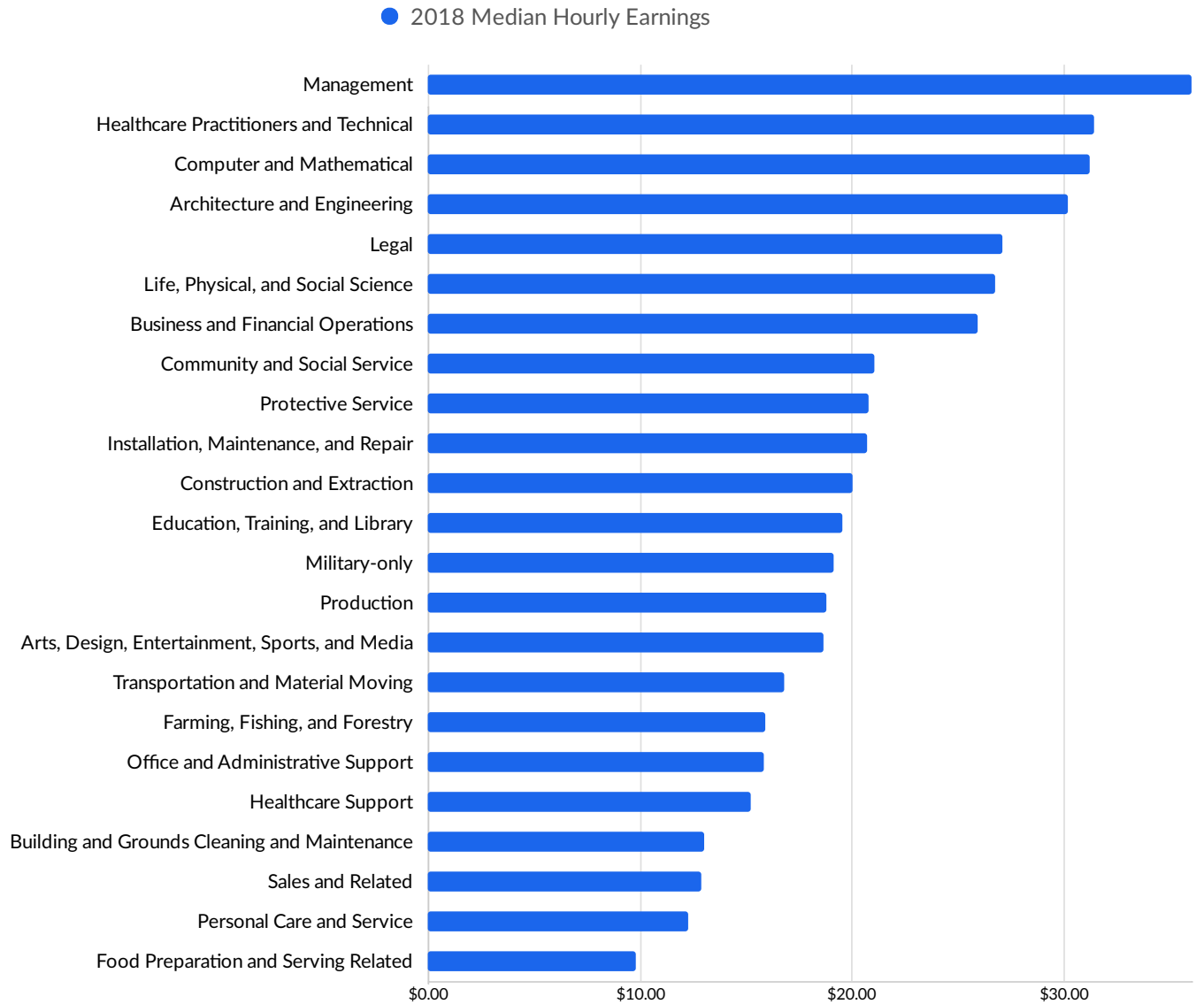
Top Growing Occupations



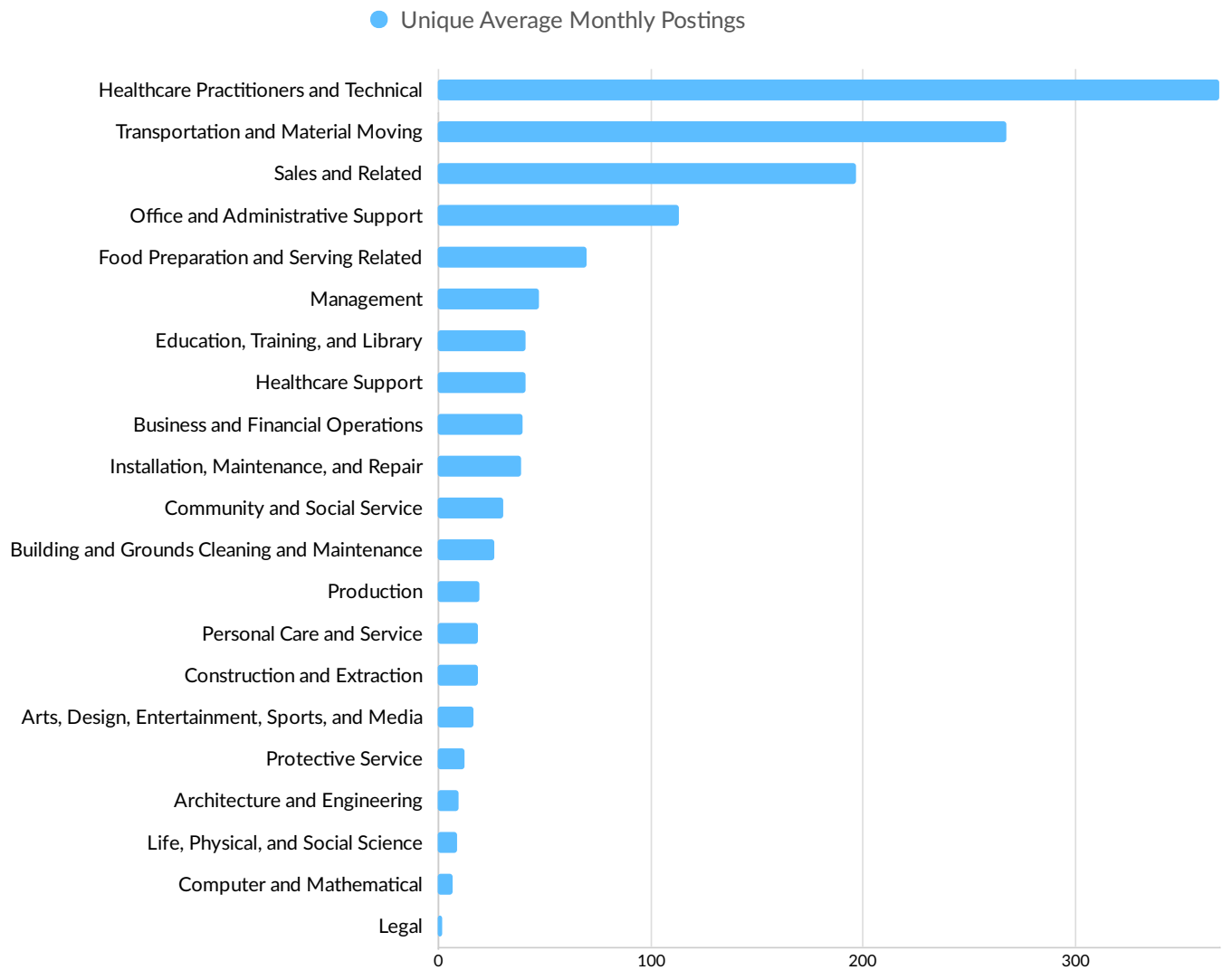
Top Occupation LQ



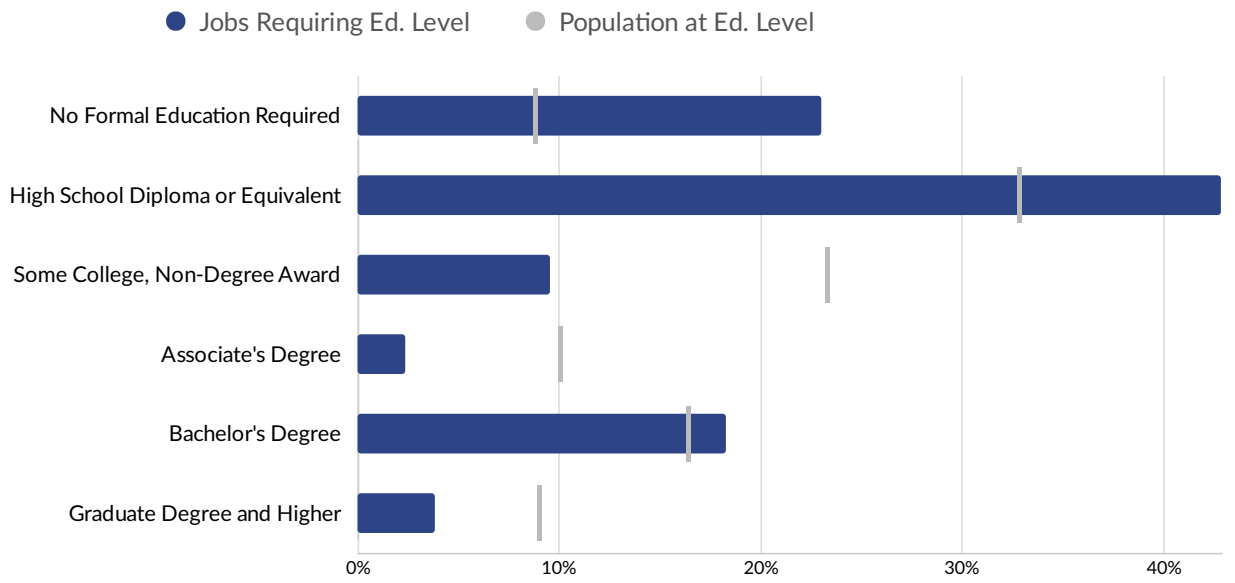
Top Occupation Earnings



Top Posted Occupations



Underemployment

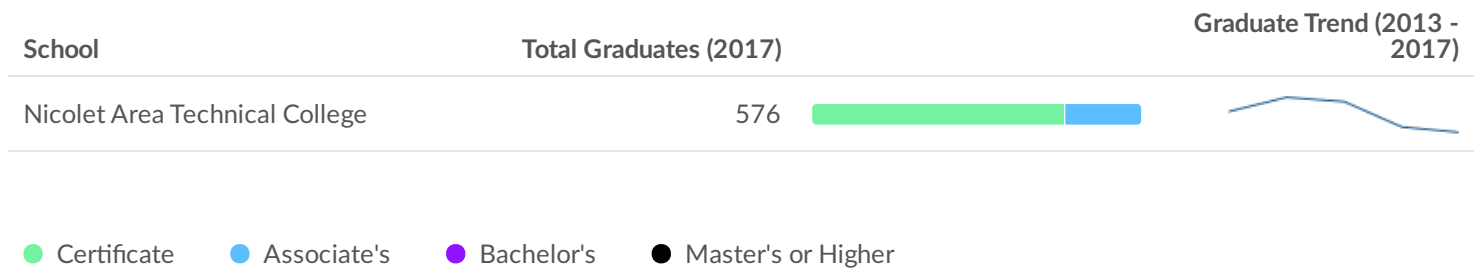


Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Office and Administrative Support	2,831	2,726	-105	-4%	1.02	\$15.84	114
Sales and Related	2,280	2,176	-104	-5%	1.19	\$12.89	197
Food Preparation and Serving Related	1,790	1,971	181	+10%	1.27	\$9.79	70
Production	1,328	1,375	47	+4%	1.27	\$18.79	20
Healthcare Practitioners and Technical	1,173	1,255	82	+7%	1.21	\$31.43	368
Transportation and Material Moving	1,048	1,108	60	+6%	0.87	\$16.84	268
Management	984	960	-24	-2%	0.89	\$36.05	47
Construction and Extraction	936	958	22	+2%	1.11	\$20.06	19
Installation, Maintenance, and Repair	859	921	62	+7%	1.27	\$20.71	39
Education, Training, and Library	869	921	52	+6%	0.88	\$19.58	42
Building and Grounds Cleaning and Maintenance	818	727	-91	-11%	1.08	\$13.05	26
Personal Care and Service	655	662	7	+1%	0.81	\$12.32	19
Healthcare Support	639	630	-9	-1%	1.27	\$15.27	41
Business and Financial Operations	570	613	43	+8%	0.63	\$25.94	40
Community and Social Service	263	285	22	+8%	0.92	\$21.09	31
Arts, Design, Entertainment, Sports, and Media	259	284	25	+10%	0.83	\$18.70	17
Protective Service	236	233	-3	-1%	0.56	\$20.84	13
Computer and Mathematical	204	188	-16	-8%	0.35	\$31.25	7

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	213	181	-32	-15%	1.31	\$15.94	0
Architecture and Engineering	158	169	11	+7%	0.54	\$30.20	10
Life, Physical, and Social Science	108	125	17	+16%	0.82	\$26.76	9
Legal	88	83	-5	-6%	0.54	\$27.11	2
Military-only	52	46	-6	-12%	0.41	\$19.15	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.



In-Demand Skills

