



Oneida County, WI

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	26
In-Demand Skills	27

Report Parameters

1 County

55085 Oneida County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

35,392

Population (2019)

Population **grew by 69** over the last 5 years but is projected to **decrease by 32** over the next 5 years.

18,583

Total Regional Employment

Jobs **decreased by 273** over the last 5 years but are projected to **grow by 137** over the next 5 years.

\$52.9K

Median Household Income (2017)

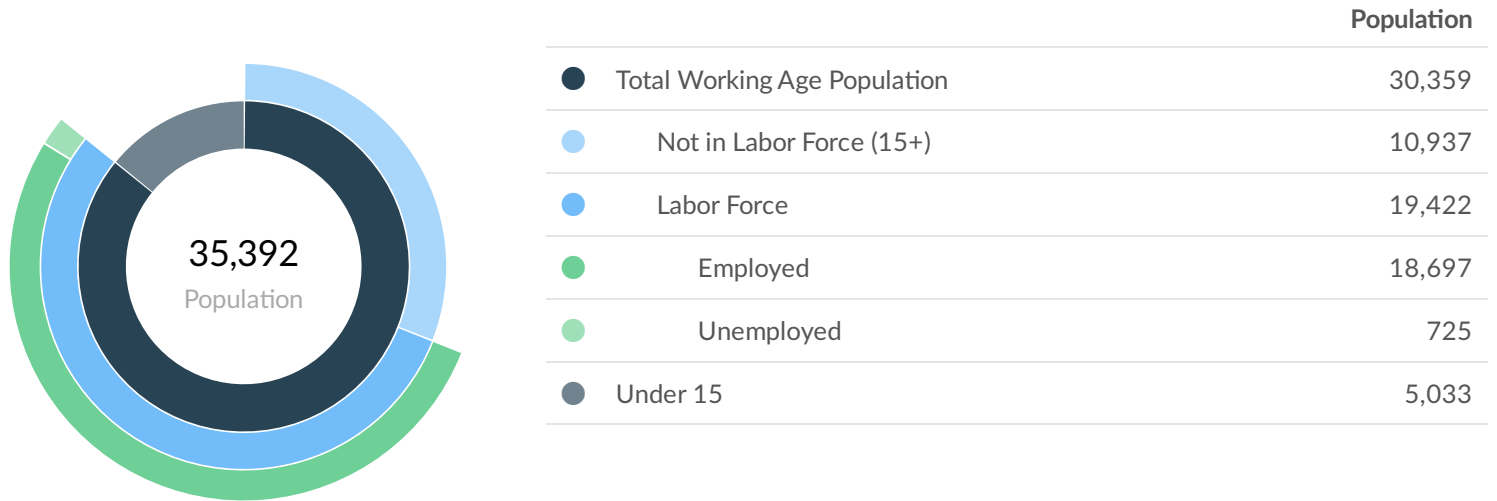
Median household income is **\$4.7K below** the national median household income of \$57.7K.

Takeaways

- As of 2019 the region's population **increased by 0.2%** since 2014, growing by 69. Population is expected to **decrease by 0.1%** between 2019 and 2024, losing 32.
- From 2014 to 2019, jobs **declined by 1.4%** in Oneida County, WI from 18,856 to **18,583**. This change **fell short of the national growth rate of 6.9% by 8.3%**. As the number of jobs declined, the **labor force participation rate decreased from 64.9% to 64.0% between 2014 and 2019**.
- Concerning educational attainment, **17.1% of Oneida County, WI residents possess a Bachelor's Degree** (1.7% below the national average), and **9.7% hold an Associate's Degree** (1.6% above the national average).
- The top three industries in 2019 are Restaurants and Other Eating Places, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

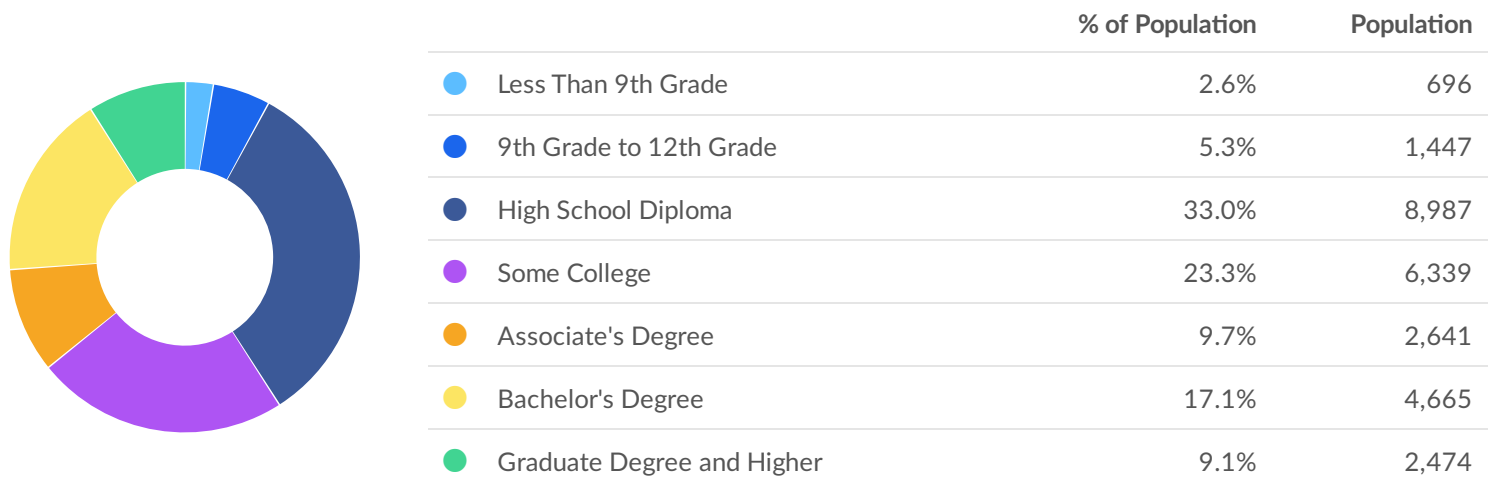
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	35,392	19,422	18,583	100.9	\$1.67B	\$2.21B	\$1.88B
NCWRPC	439,469	230,228	227,543	99.3	\$22.12B	\$27.98B	\$27.03B
Wisconsin	5,829,343	3,169,992	3,161,196	100.0	\$327.99B	\$292.45B	\$319.01B

2019 Labor Force Breakdown



Educational Attainment

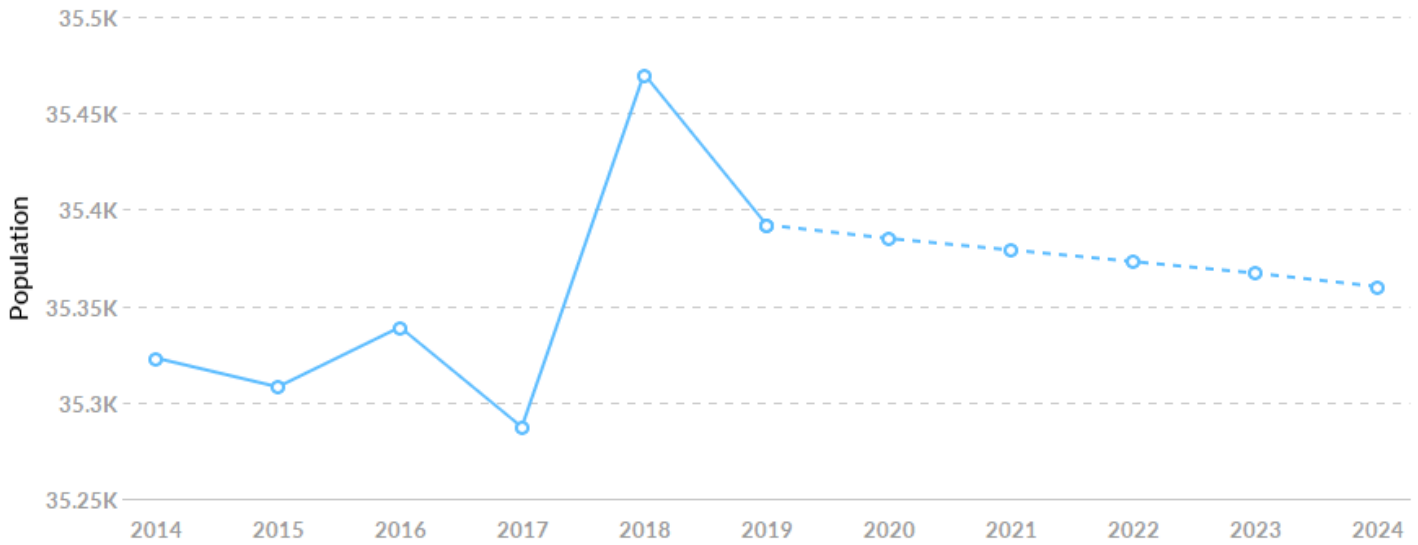
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Historic & Projected Trends

Population Trends

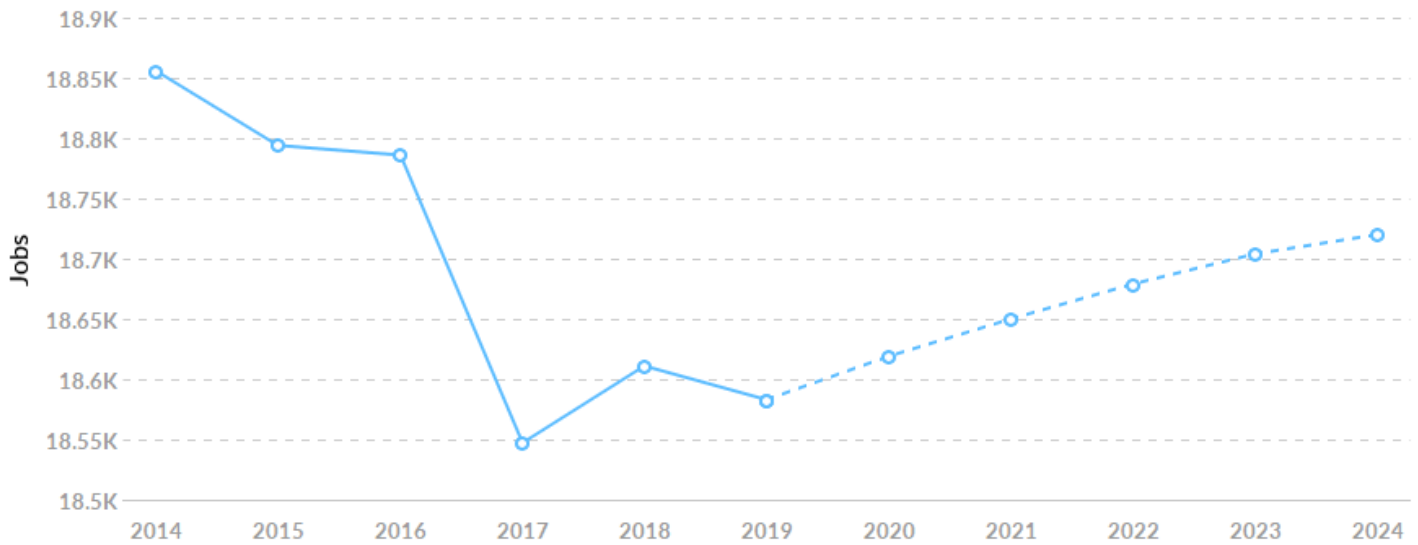
As of 2019 the region's population increased by 0.2% since 2014, growing by 69. Population is expected to decrease by 0.1% between 2019 and 2024, losing 32.



Timeframe	Population
2014	35,323
2015	35,308
2016	35,339
2017	35,287
2018	35,470
2019	35,392
2020	35,385
2021	35,379
2022	35,373
2023	35,367
2024	35,360

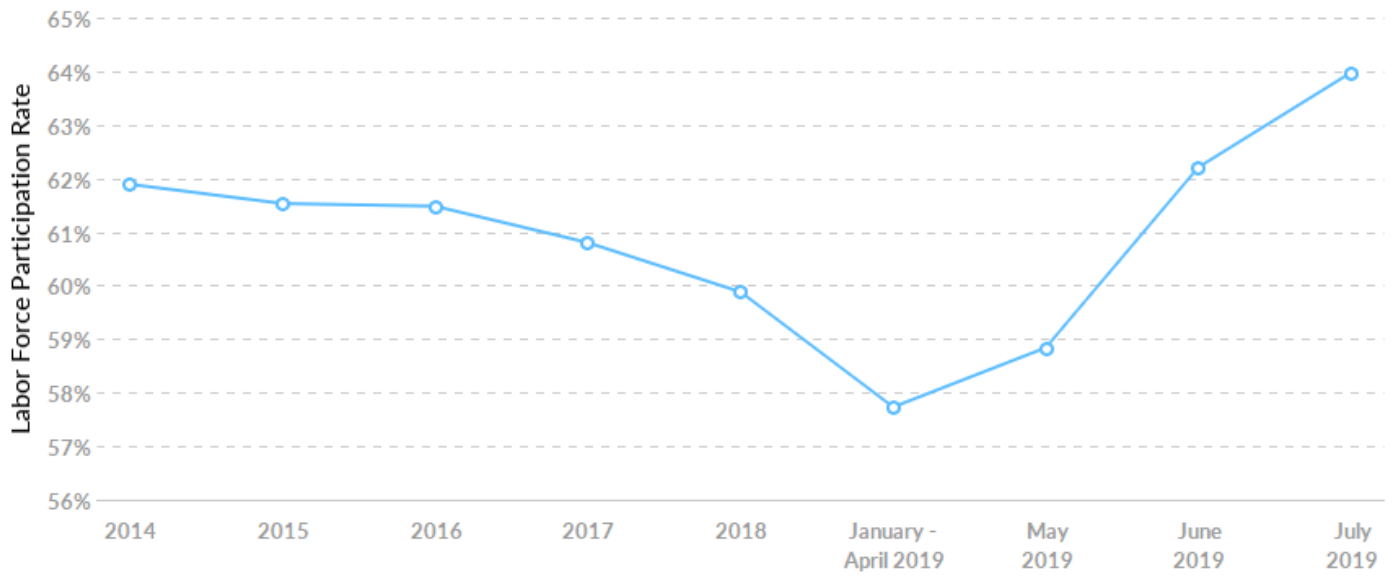
Job Trends

From 2014 to 2019, jobs declined by 1.4% in Oneida County, WI from 18,856 to 18,583. This change fell short of the national growth rate of 6.9% by 8.3%.



Timeframe	Jobs
2014	18,856
2015	18,794
2016	18,786
2017	18,547
2018	18,611
2019	18,583
2020	18,619
2021	18,650
2022	18,679
2023	18,704
2024	18,720

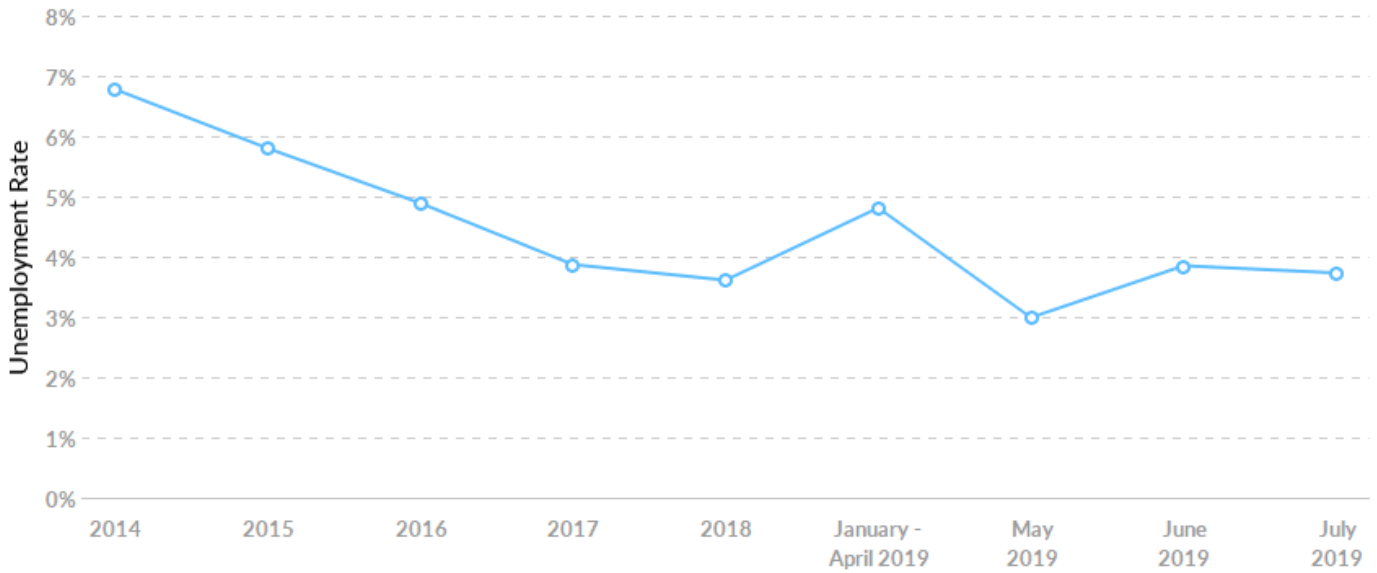
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	61.89%
2015	61.53%
2016	61.48%
2017	60.80%
2018	59.88%
January - April 2019	57.73%
May 2019	58.84%
June 2019	62.21%
July 2019	63.98%

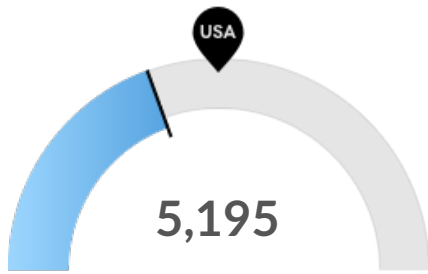
Unemployment Rate Trends

Oneida County, WI had a July 2019 unemployment rate of 3.73%, **decreasing from 6.78%** 5 years before.



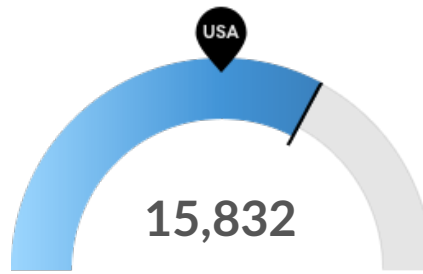
Timeframe	Unemployment Rate
2014	6.78%
2015	5.80%
2016	4.89%
2017	3.87%
2018	3.61%
January - April 2019	4.81%
May 2019	2.99%
June 2019	3.85%
July 2019	3.73%

Population Characteristics



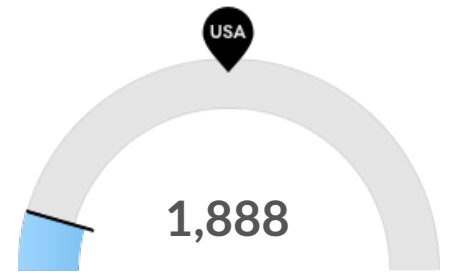
Millennials

Oneida County, WI has 5,195 millennials (ages 25-39). The national average for an area this size is 7,292.



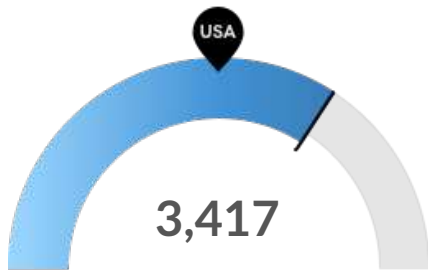
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 10,267 people 55 or older, while there are 15,832 here.



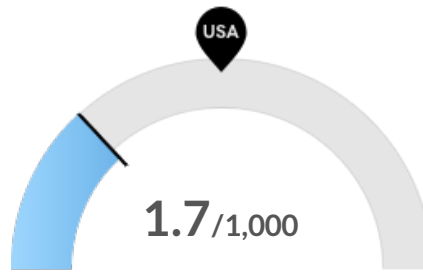
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 14,053 racially diverse people, while there are 1,888 here.



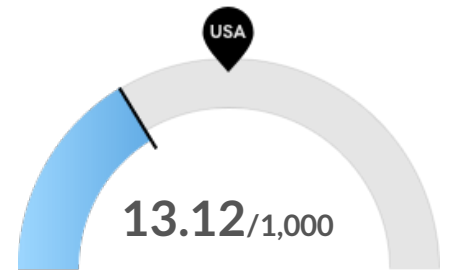
Veterans

Oneida County, WI has 3,417 veterans. The national average for an area this size is 2,055.



Violent Crime

Oneida County, WI has 1.7 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

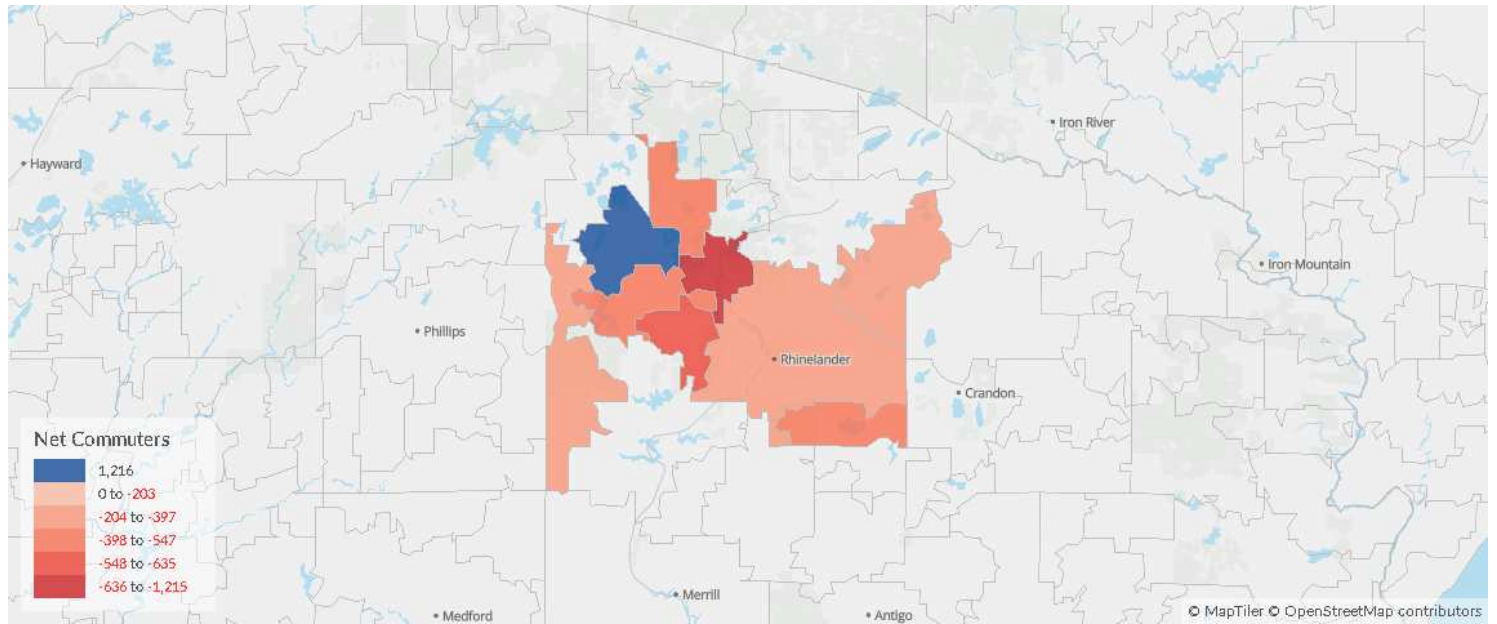


Property Crime

Oneida County, WI has 13.12 property crimes per 1,000 people. The national rate is 22.98 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

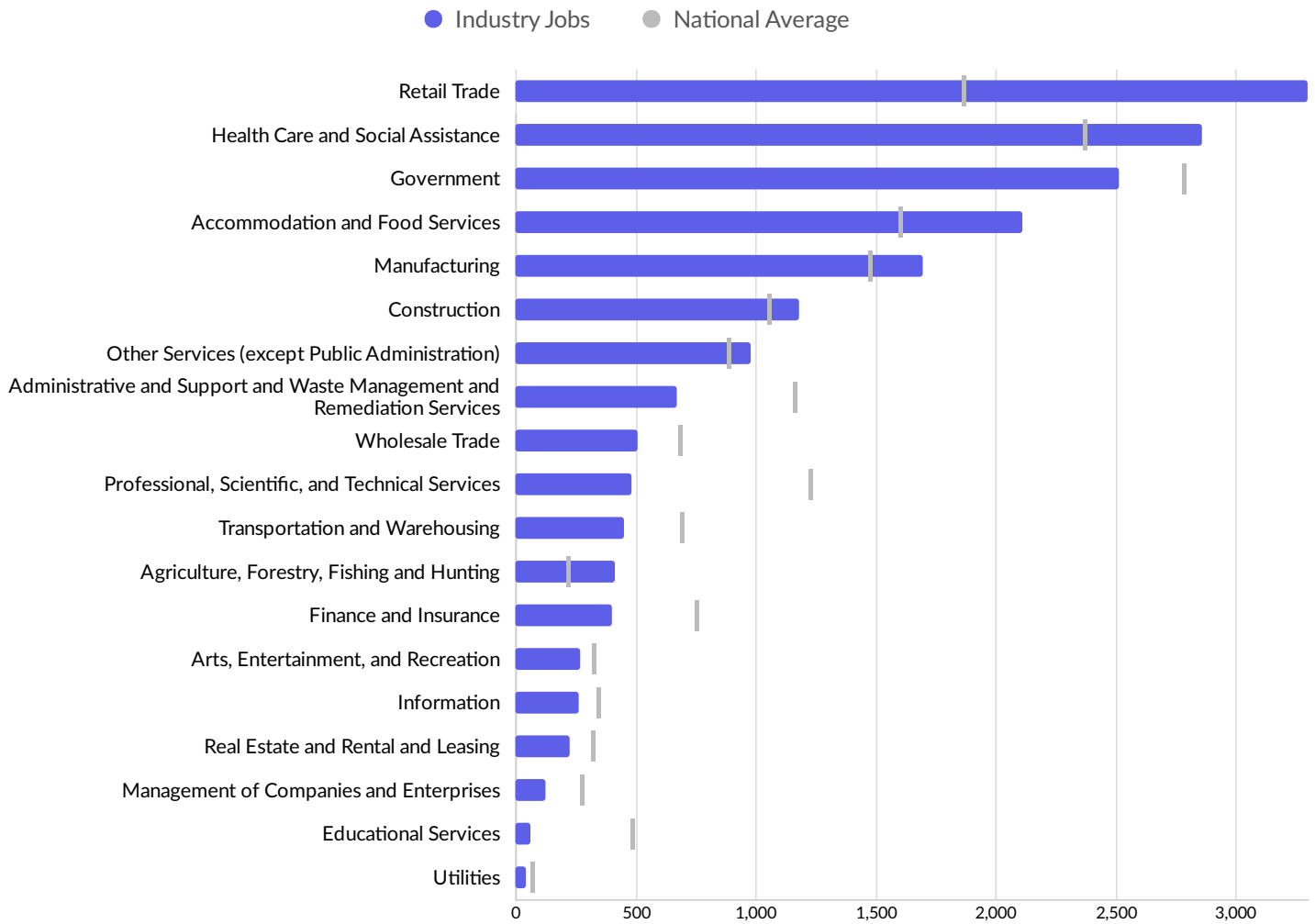
ZIP	Name	2019 Employment
54501	Rhineland, WI (in Oneid...	10,897
54548	Minocqua, WI (in Oneid...	3,897
54568	Woodruff, WI (in Oneid...	2,304
54562	Three Lakes, WI (in One...	844
54531	Hazelhurst, WI (in Onei...	227

Where Talent Lives

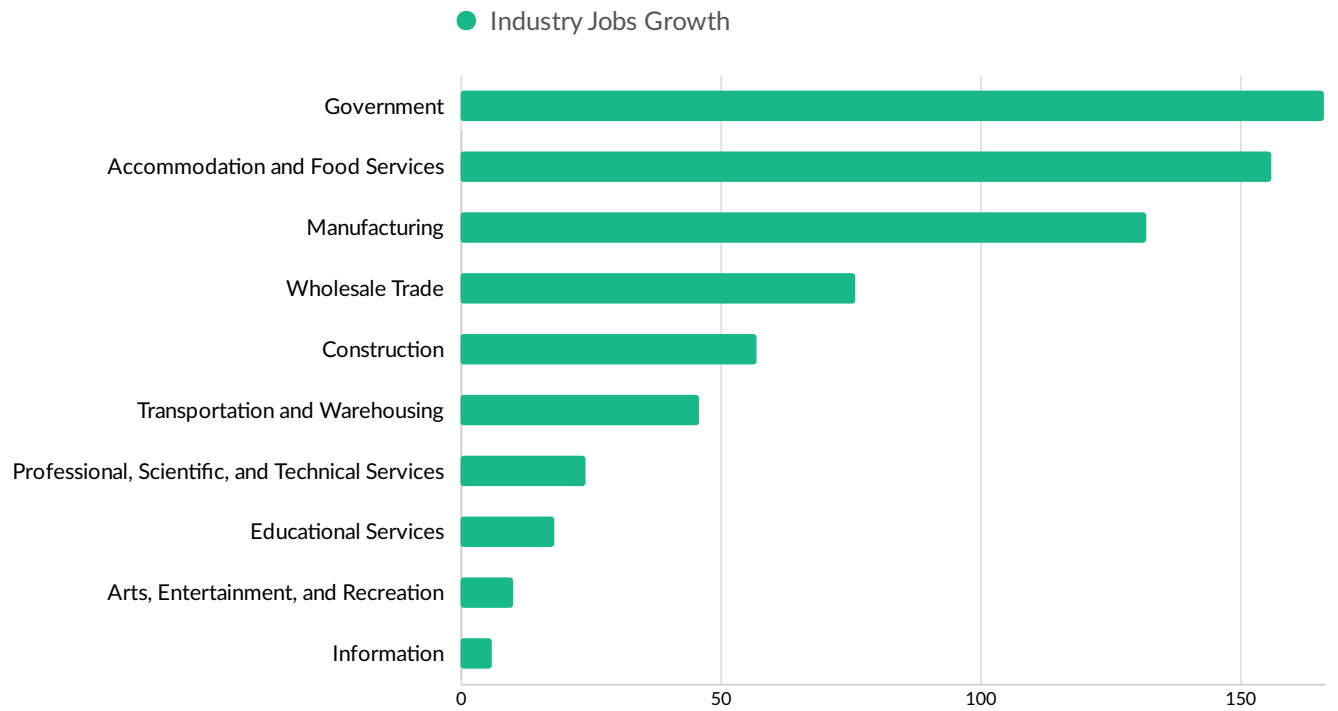
ZIP	Name	2019 Workers
54501	Rhineland, WI (in Oneid...	11,170
54568	Woodruff, WI (in Oneid...	2,740
54548	Minocqua, WI (in Oneid...	2,681
54562	Three Lakes, WI (in One...	1,048
54539	Lake Tomahawk, WI (in ...	739

Industry Characteristics

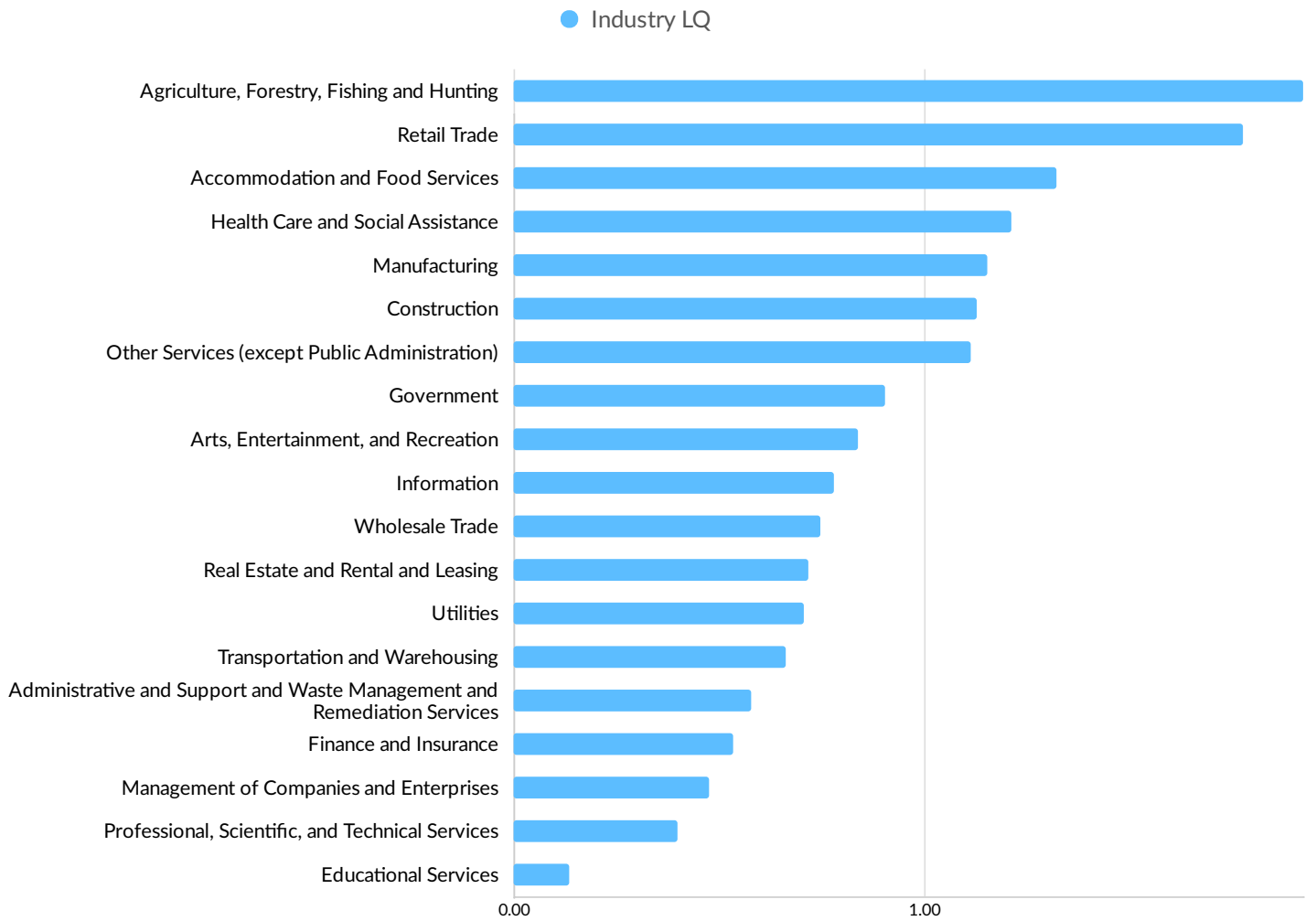
Largest Industries



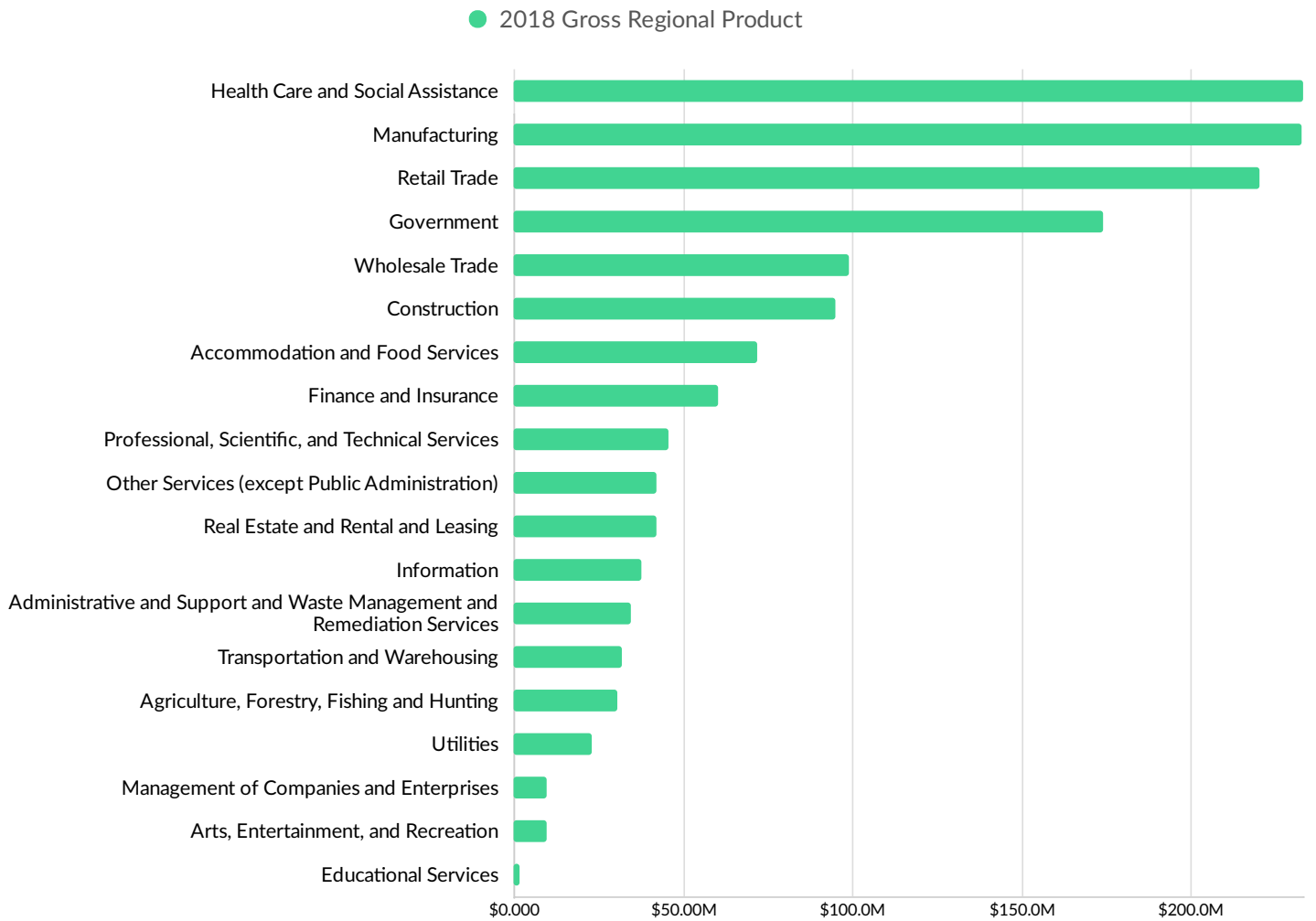
Top Growing Industries



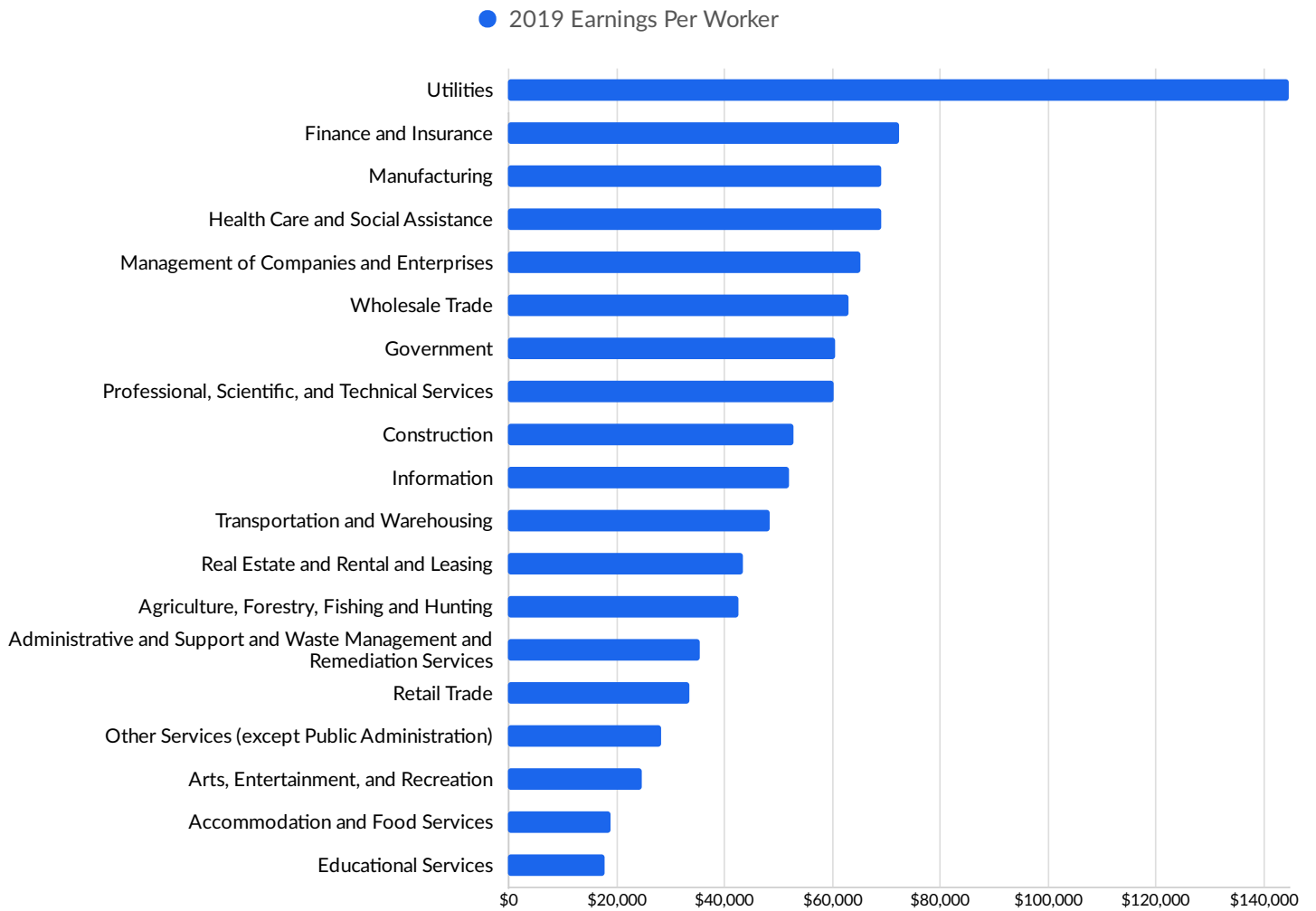
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Retail Trade	3,692	3,301	-391	-11%	1.77	\$33,730	\$220.20M
Health Care and Social Assistance	3,116	2,860	-256	-8%	1.21	\$69,209	\$233.12M
Government	2,347	2,513	166	+7%	0.90	\$60,643	\$174.18M
Accommodation and Food Services	1,955	2,111	156	+8%	1.32	\$18,944	\$71.97M
Manufacturing	1,565	1,697	132	+8%	1.15	\$69,264	\$232.46M
Construction	1,125	1,182	57	+5%	1.13	\$52,902	\$94.80M
Other Services (except Public Administration)	1,014	981	-33	-3%	1.11	\$28,340	\$42.19M
Administrative and Support and Waste Management and Remediation Services	704	671	-33	-5%	0.58	\$35,477	\$34.80M
Wholesale Trade	433	509	76	+18%	0.75	\$63,170	\$99.22M
Professional, Scientific, and Technical Services	462	486	24	+5%	0.40	\$60,331	\$45.59M
Transportation and Warehousing	408	454	46	+11%	0.66	\$48,494	\$32.01M
Agriculture, Forestry, Fishing and Hunting	550	413	-137	-25%	1.92	\$42,874	\$30.85M
Finance and Insurance	409	399	-10	-2%	0.54	\$72,678	\$60.43M
Arts, Entertainment, and Recreation	261	271	10	+4%	0.84	\$24,932	\$9.69M
Information	258	264	6	+2%	0.78	\$52,195	\$37.76M
Real Estate and Rental and Leasing	232	225	-7	-3%	0.72	\$43,597	\$41.97M
Management of Companies and Enterprises	227	128	-99	-44%	0.48	\$65,423	\$9.76M
Educational Services	47	65	18	+38%	0.14	\$18,003	\$1.65M
Utilities	49	45	-4	-8%	0.71	\$144,805	\$23.11M

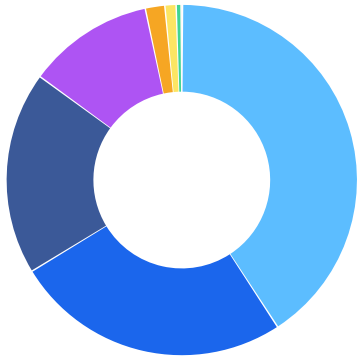
Business Characteristics

2,438 Companies Employ Your Workers

Online profiles for your workers mention 2,438 companies as employers, with the top 10 appearing below. In the last 12 months, 993 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.	148 	Ascension Health	475 
Nicolet Area Technical College	100 	Marshfield Clinic	344 
Marshfield Clinic	97 	Platinum Supplemental Insuranc...	209 
State of Wisconsin	87 	Comphealth Associates, Inc	200 
School District of Rhinelander	57 	Ef Education First, Inc.	155 
The Howard Young Medical Cen...	57 	McDonald's Corporation	122 
Foster and Smith, Inc.	56 	U.S. Xpress, Inc.	119 
Expera Specialty Solutions, LLC	51 	Roehl Transport, Inc.	107 
Oneida County Livery Inc	50 	The Home Depot Inc	95 
St. Mary's Hospital, Inc.	50 	HomeAdvisor, Inc.	94 

Business Size

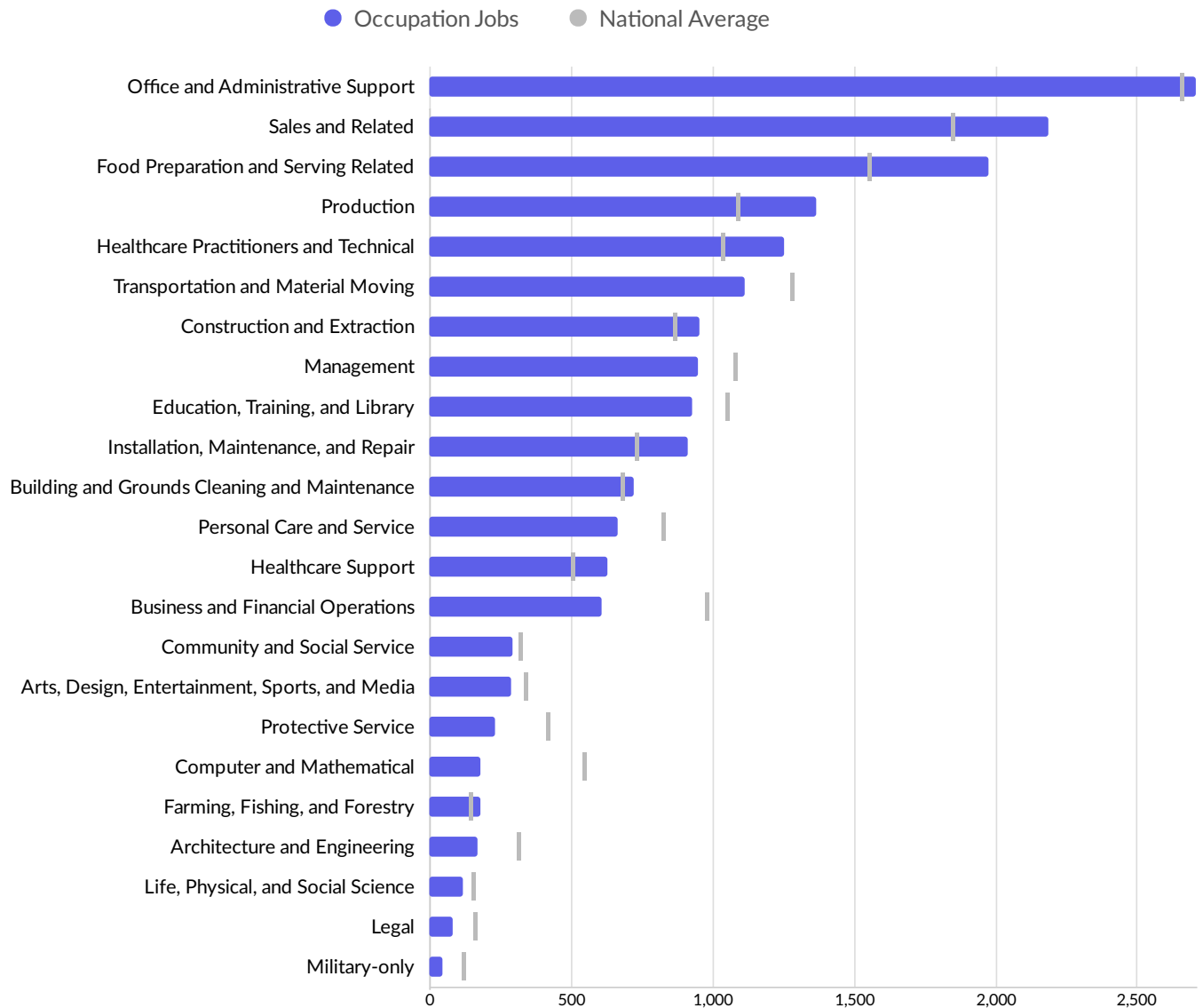


	Percentage	Business Count
1 to 4 employees	40.7%	907
5 to 9 employees	25.5%	568
10 to 19 employees	18.7%	417
20 to 49 employees	11.6%	259
50 to 99 employees	1.8%	40
100 to 249 employees	1.0%	23
250 to 499 employees	0.4%	10
500+ employees	0.1%	3

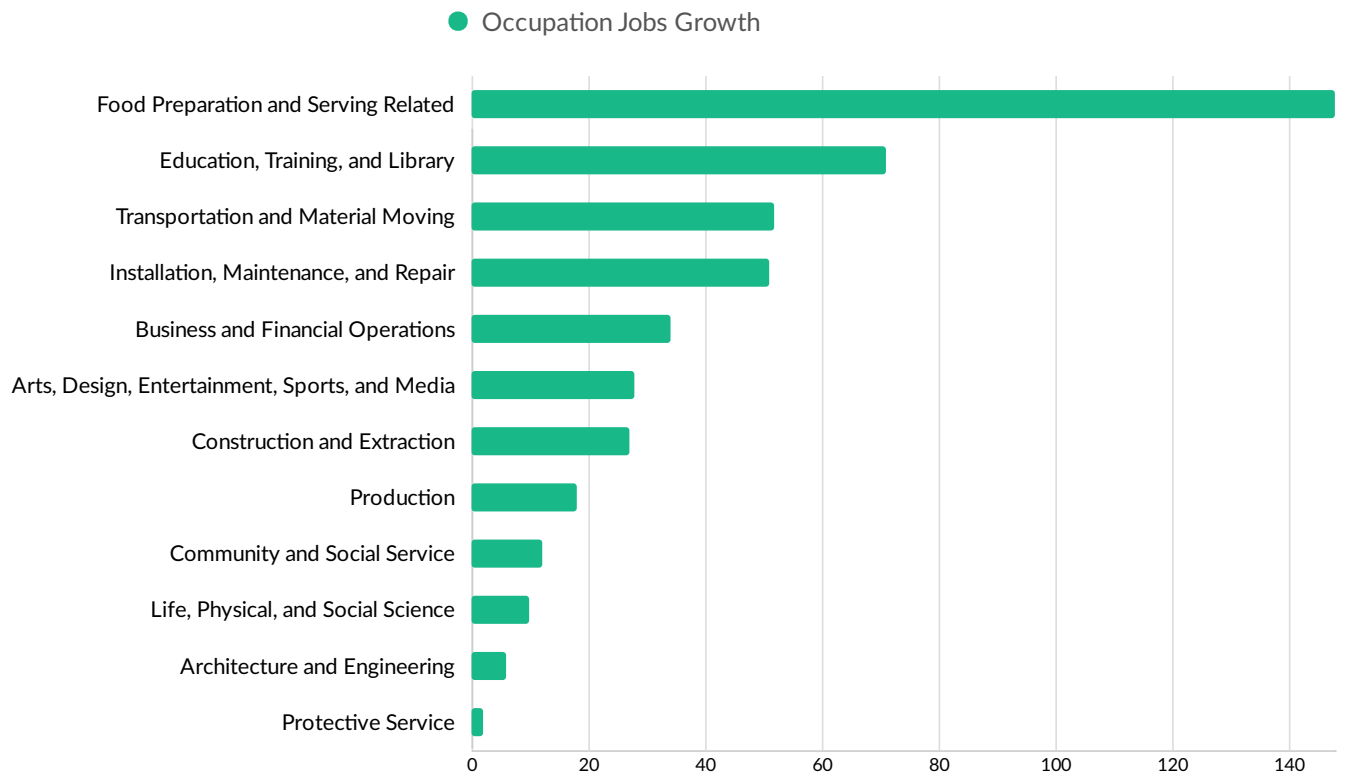
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

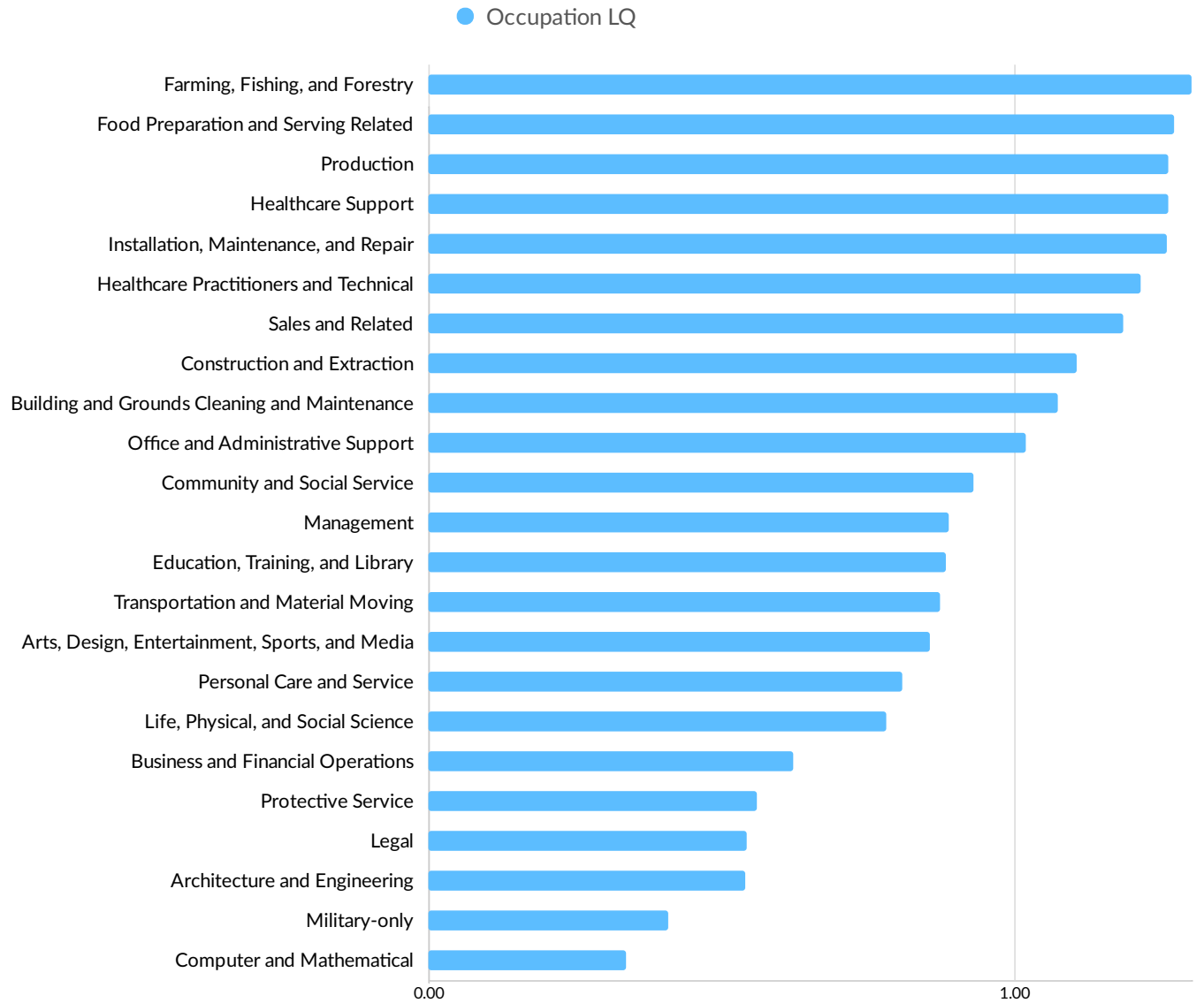
Largest Occupations



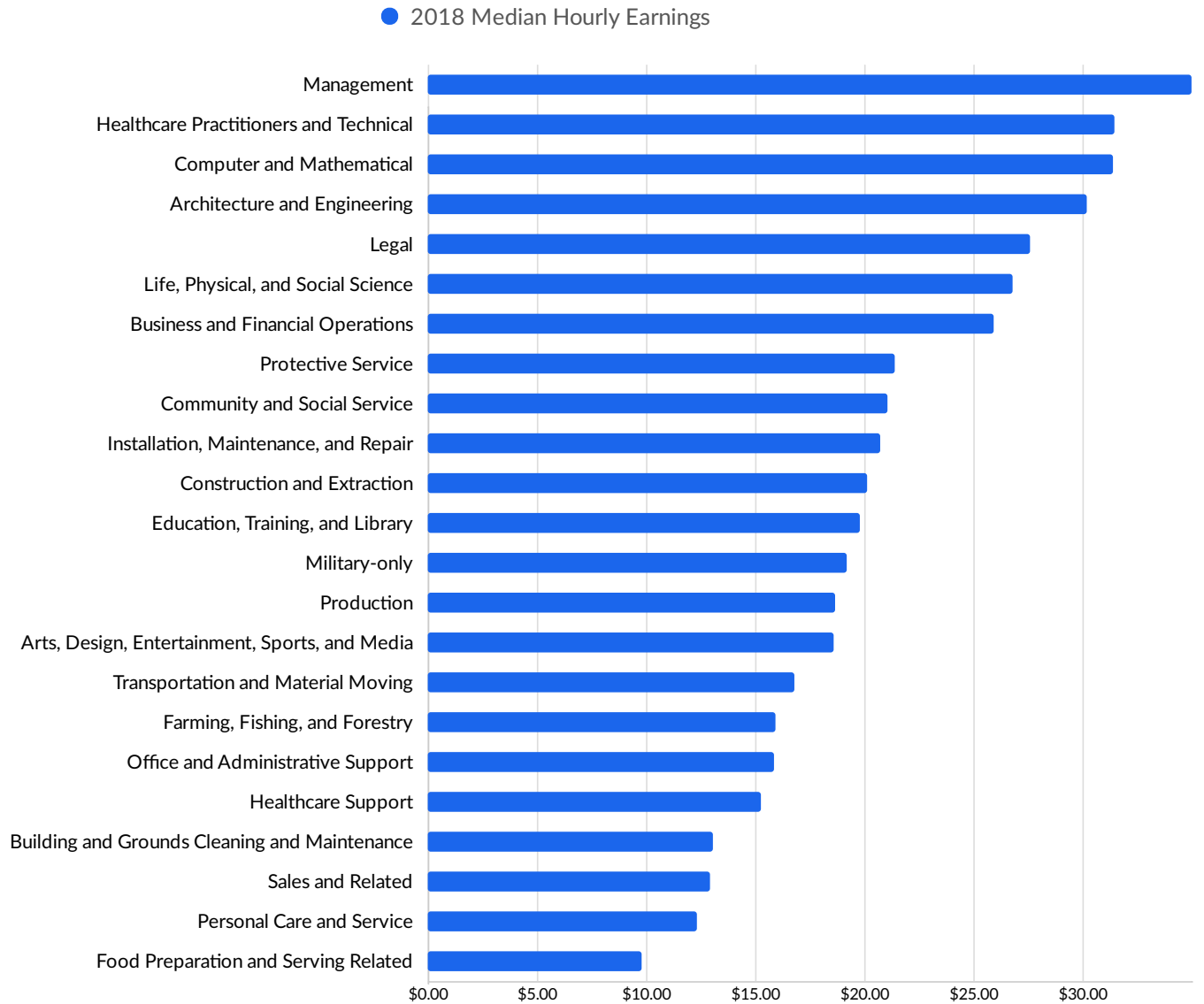
Top Growing Occupations



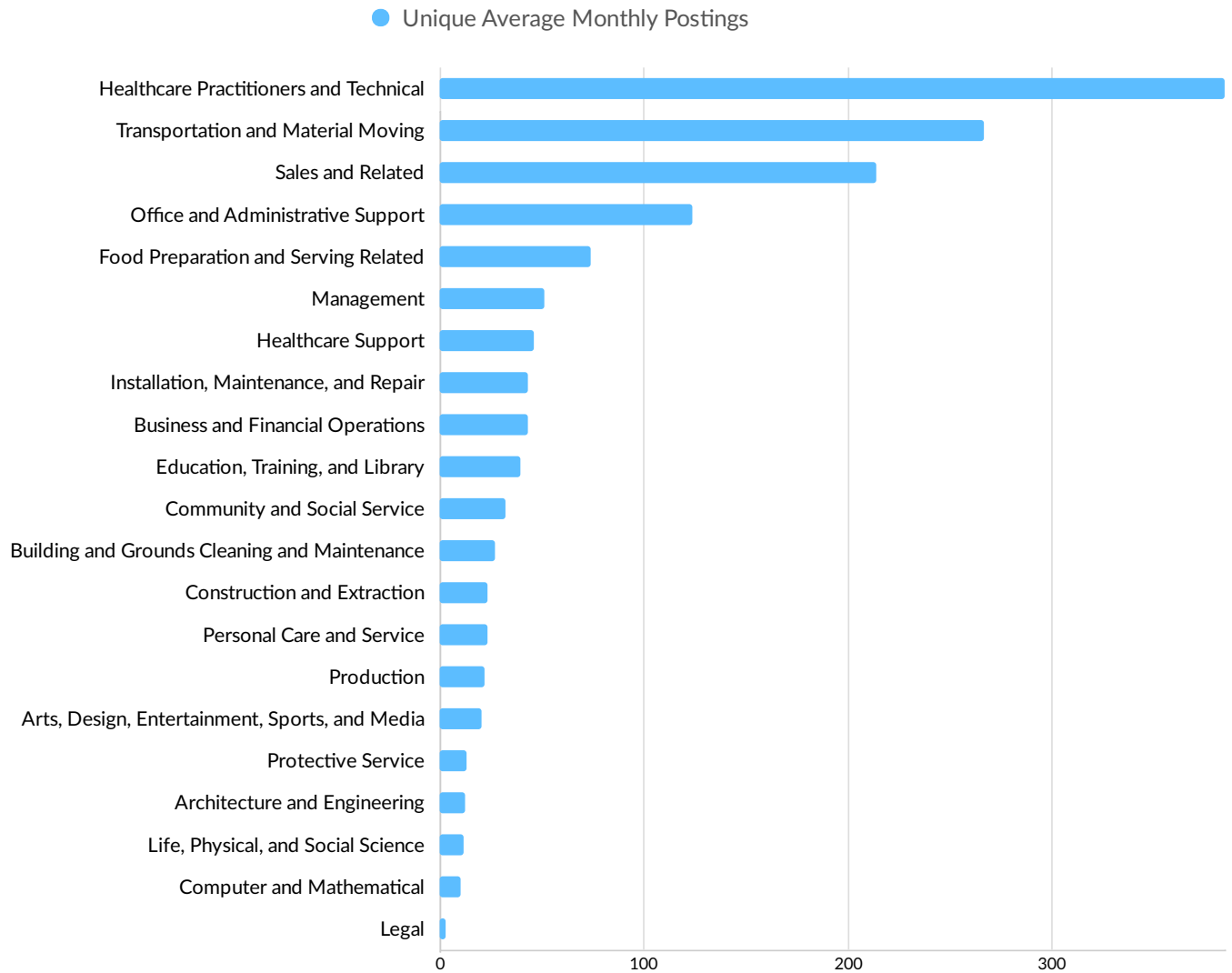
Top Occupation LQ



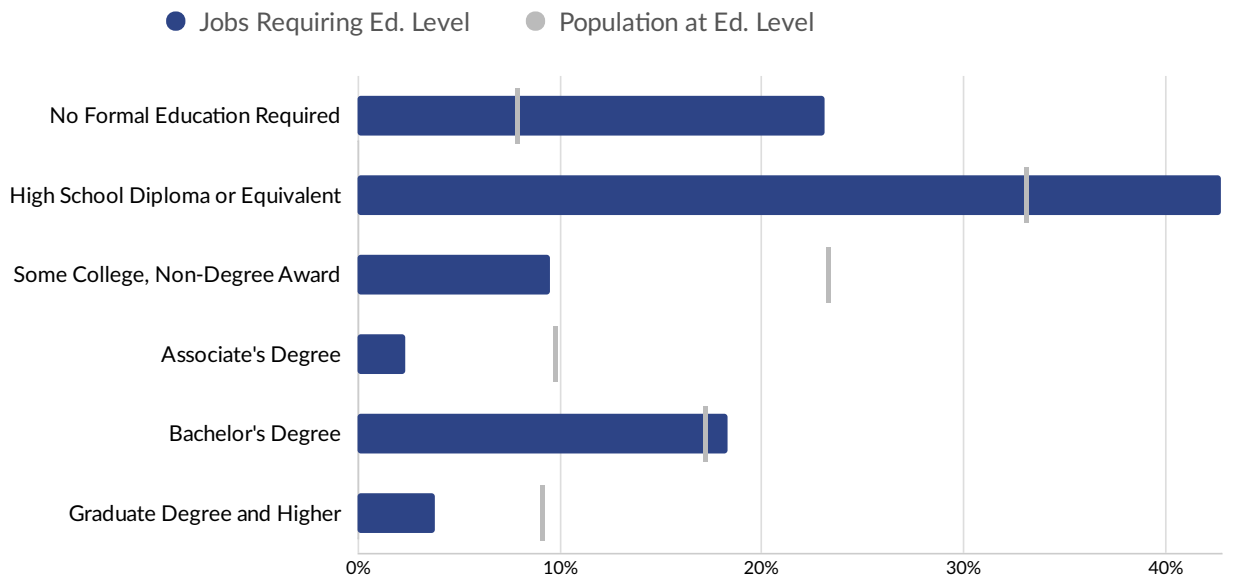
Top Occupation Earnings



Top Posted Occupations



Underemployment

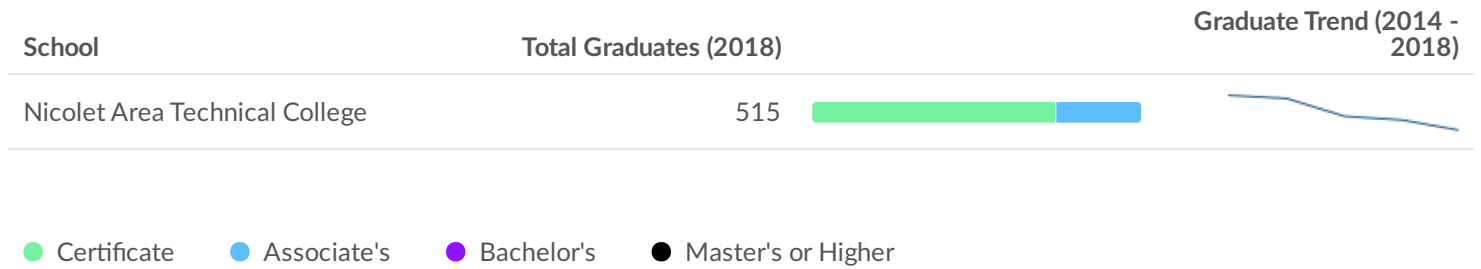


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Office and Administrative Support	2,911	2,709	-202	-7%	1.02	\$15.82	124
Sales and Related	2,317	2,187	-130	-6%	1.19	\$12.89	214
Food Preparation and Serving Related	1,826	1,974	148	+8%	1.28	\$9.79	74
Production	1,352	1,370	18	+1%	1.26	\$18.67	22
Healthcare Practitioners and Technical	1,357	1,255	-102	-8%	1.22	\$31.45	385
Transportation and Material Moving	1,064	1,116	52	+5%	0.88	\$16.81	267
Construction and Extraction	930	957	27	+3%	1.11	\$20.09	24
Management	1,003	952	-51	-5%	0.89	\$34.96	51
Education, Training, and Library	858	929	71	+8%	0.88	\$19.81	40
Installation, Maintenance, and Repair	864	915	51	+6%	1.26	\$20.70	43
Building and Grounds Cleaning and Maintenance	798	724	-74	-9%	1.07	\$13.05	27
Personal Care and Service	695	666	-29	-4%	0.81	\$12.32	24
Healthcare Support	711	629	-82	-12%	1.26	\$15.23	46
Business and Financial Operations	575	609	34	+6%	0.62	\$25.90	43
Community and Social Service	280	292	12	+4%	0.93	\$21.06	32
Arts, Design, Entertainment, Sports, and Media	262	290	28	+11%	0.86	\$18.60	20
Protective Service	230	232	2	+1%	0.56	\$21.39	13
Computer and Mathematical	197	182	-15	-8%	0.34	\$31.38	10

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	220	181	-39	-18%	1.30	\$15.94	0
Architecture and Engineering	163	169	6	+4%	0.54	\$30.18	12
Life, Physical, and Social Science	108	118	10	+9%	0.78	\$26.74	12
Legal	85	84	-1	-1%	0.54	\$27.59	3
Military-only	49	46	-3	-6%	0.41	\$19.15	0

Educational Pipeline

In 2018, there were 515 graduates in Oneida County, WI. This pipeline has shrunk by 29% 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

