



Oneida County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
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.

18,430

Total Regional Employment

Jobs **decreased by 413** over the last 5 years but are projected to **grow by 22** over the next 5 years.

\$54.2K

Median Household Income (2018)

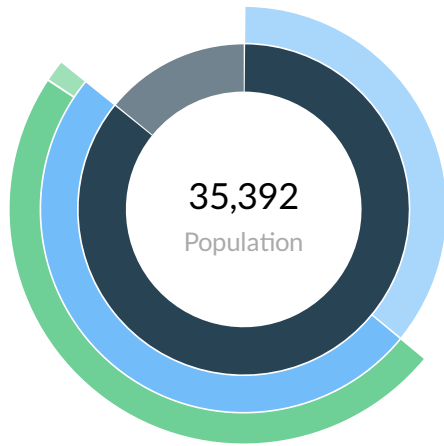
Median household income is **\$6.1K below** the national median household income of \$60.3K.

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 2.2%** in Oneida County, WI from 18,844 to **18,430**. This change **fell short of the national growth rate of 7.3% by 9.5%**. As the number of jobs declined, the **labor force participation rate decreased from 60.5% to 58.2% 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	17,658	18,430	100.9	\$1.67B	\$2.28B	\$1.90B
NCWRPC	439,469	224,528	227,782	99.3	\$22.46B	\$29.15B	\$27.97B
Grow North	195,459	98,325	84,346	100.9	\$7.67B	\$12.66B	\$9.95B
Centergy	327,328	170,330	177,036	98.6	\$17.92B	\$22.42B	\$22.15B
Wisconsin	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B

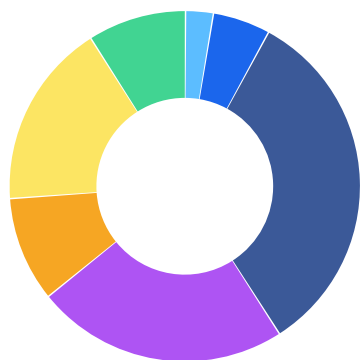
2019 Labor Force Breakdown



	Population
● Total Working Age Population	30,359
● Not in Labor Force (15+)	12,701
● Labor Force	17,658
● Employed	17,110
● Unemployed	548
● Under 15	5,033

Educational Attainment

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).

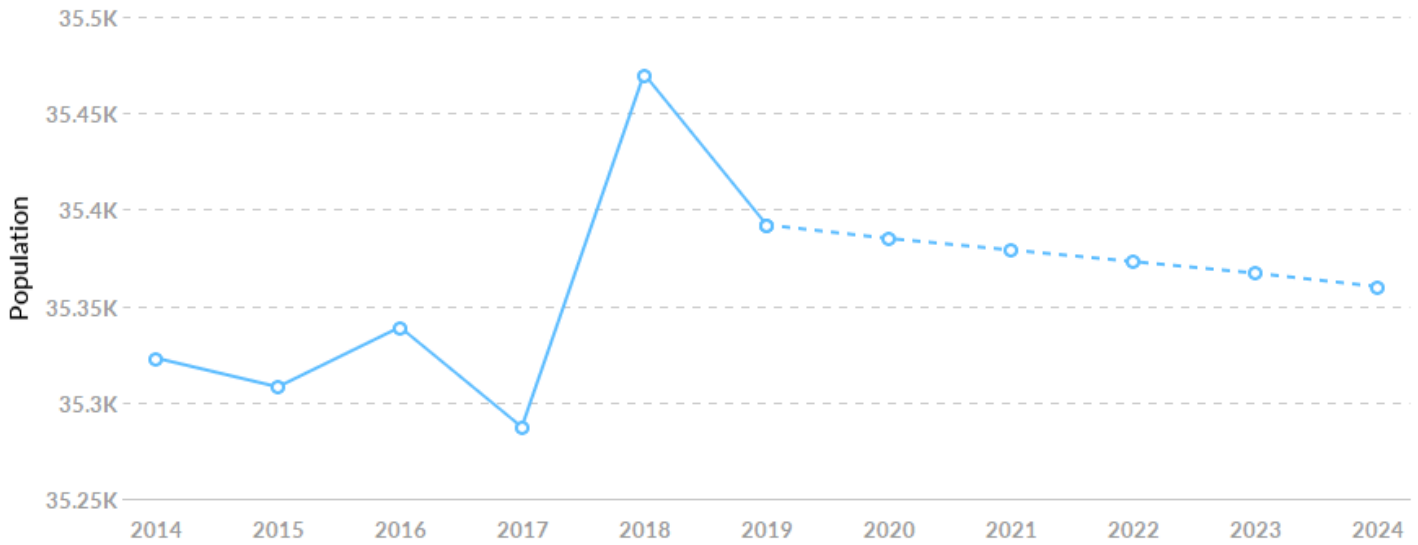


	% of Population	Population
● Less Than 9th Grade	2.6%	696
● 9th Grade to 12th Grade	5.3%	1,447
● High School Diploma	33.0%	8,987
● Some College	23.3%	6,339
● Associate's Degree	9.7%	2,641
● Bachelor's Degree	17.1%	4,665
● Graduate Degree and Higher	9.1%	2,474

Historic & Projected Trends

Population Trends

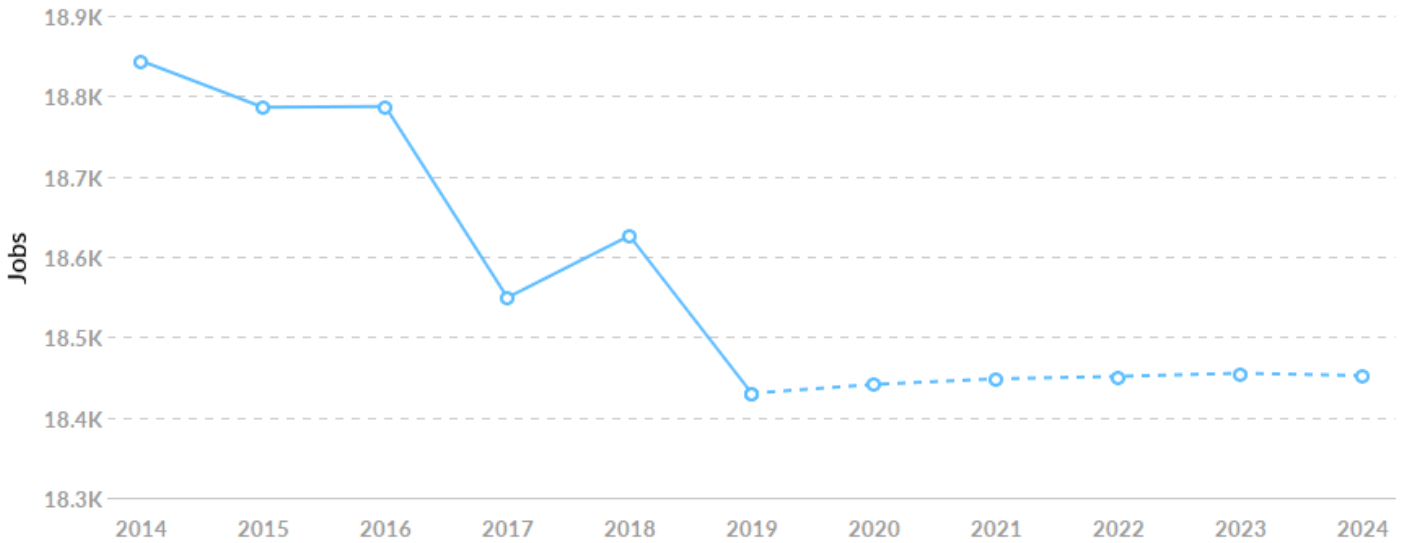
As of 2019 the region's population increased by 0.2% since 2014, growing by 69. Population is expected to decrease by 0.1% between 2019 and 2024, losing 32.



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

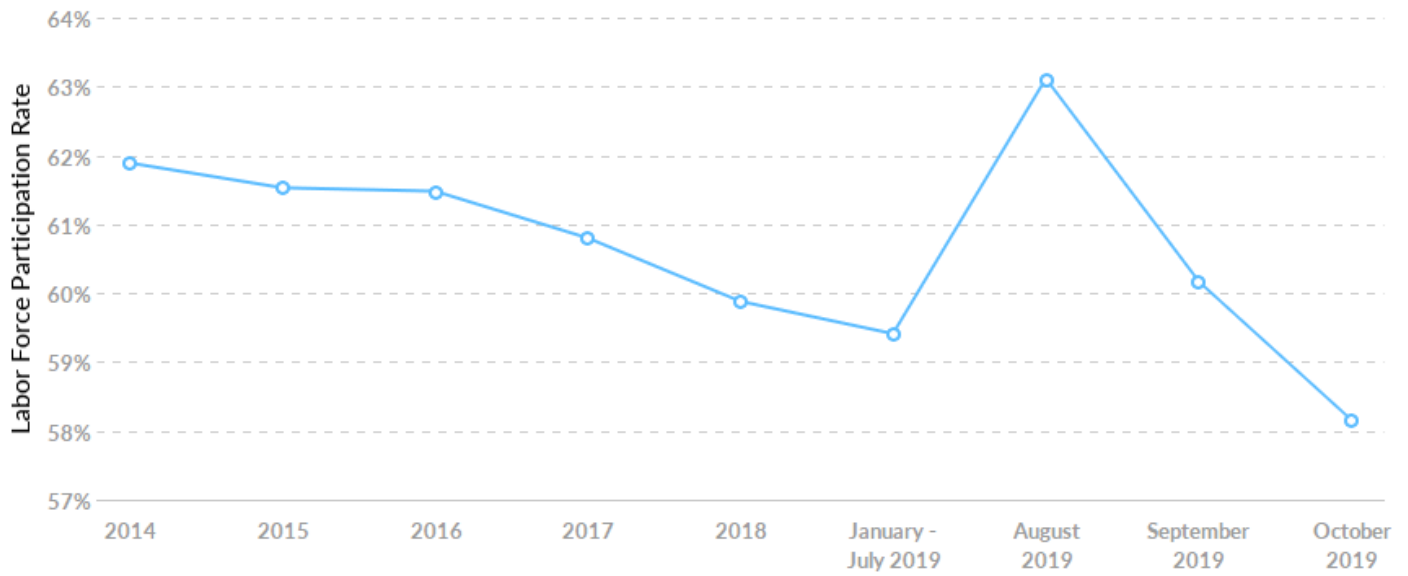
Job Trends

From 2014 to 2019, jobs declined by 2.2% in Oneida County, WI from 18,844 to 18,430. This change fell short of the national growth rate of 7.3% by 9.5%.



Timeframe	Jobs
2014	18,844
2015	18,786
2016	18,787
2017	18,549
2018	18,626
2019	18,430
2020	18,441
2021	18,448
2022	18,451
2023	18,455
2024	18,452

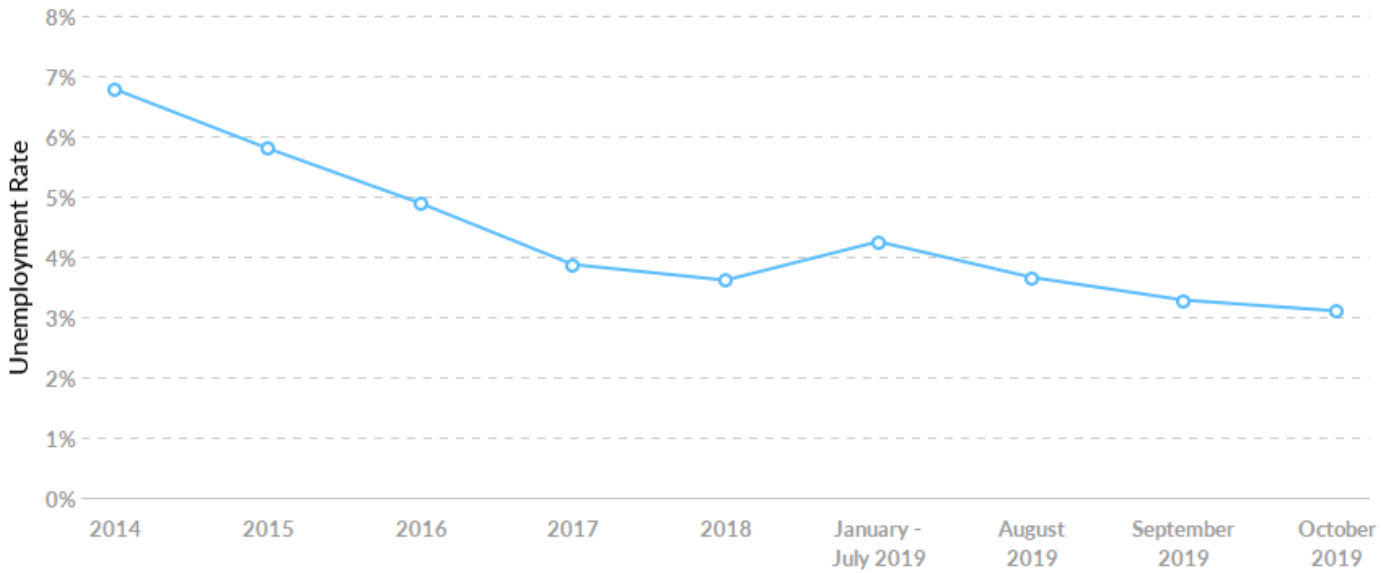
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	61.89%
2015	61.53%
2016	61.48%
2017	60.80%
2018	59.88%
January - July 2019	59.41%
August 2019	63.11%
September 2019	60.17%
October 2019	58.16%

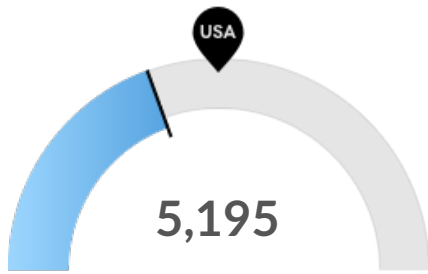
Unemployment Rate Trends

Oneida County, WI had an October 2019 unemployment rate of 3.10%, **decreasing from 6.78%** 5 years before.



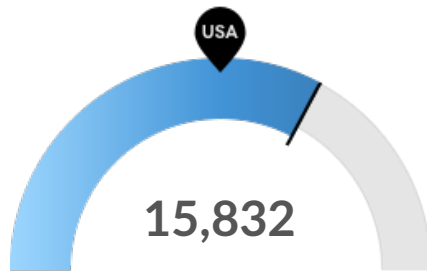
Timeframe	Unemployment Rate
2014	6.78%
2015	5.80%
2016	4.89%
2017	3.87%
2018	3.61%
January - July 2019	4.25%
August 2019	3.66%
September 2019	3.28%
October 2019	3.10%

Population Characteristics



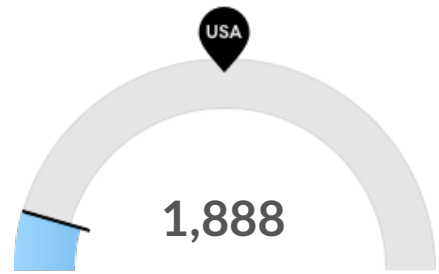
Millennials

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



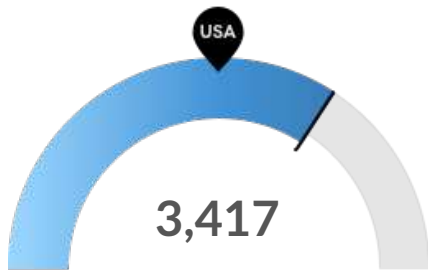
Retiring Soon

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.



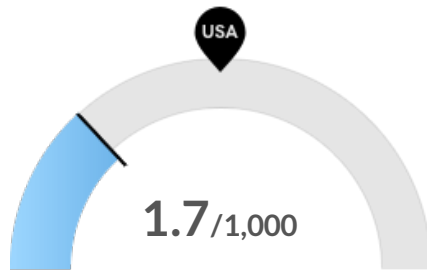
Racial Diversity

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.



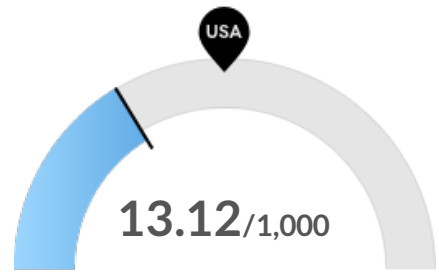
Veterans

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.

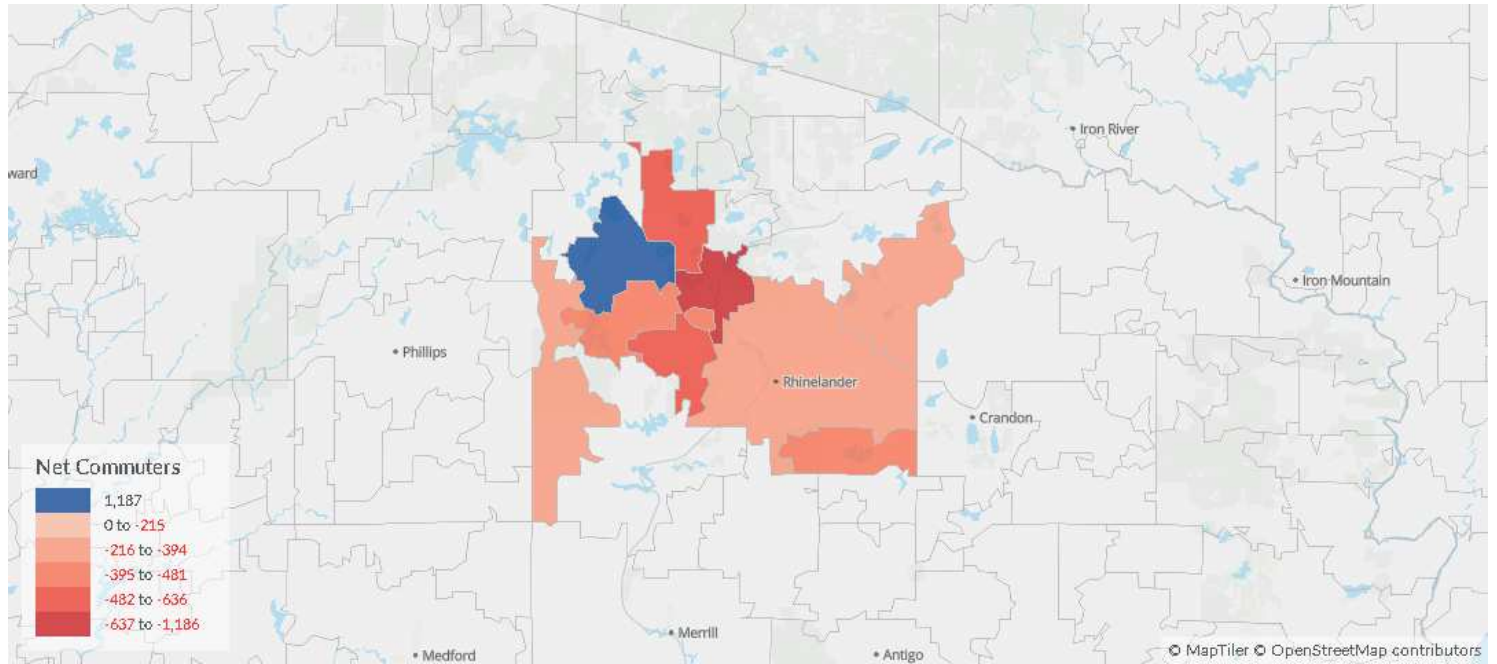


Property Crime

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

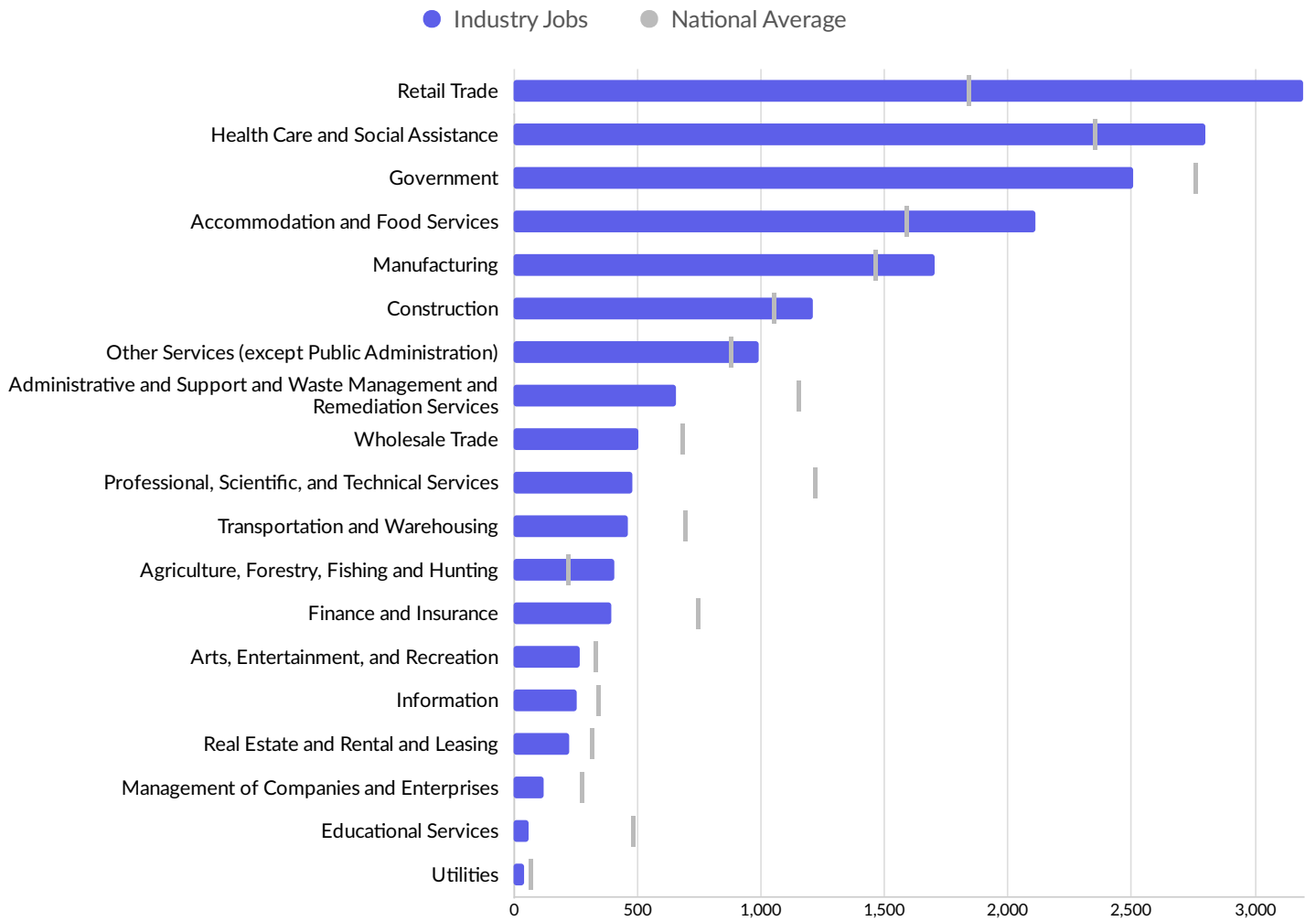
ZIP	Name	2019 Employment
54501	Rhineland, WI (in One...	10,850
54548	Minocqua, WI (in Oneid...	3,860
54568	Woodruff, WI (in Oneid...	2,254
54562	Three Lakes, WI (in One...	822
54531	Hazelhurst, WI (in Onei...	226

Where Talent Lives

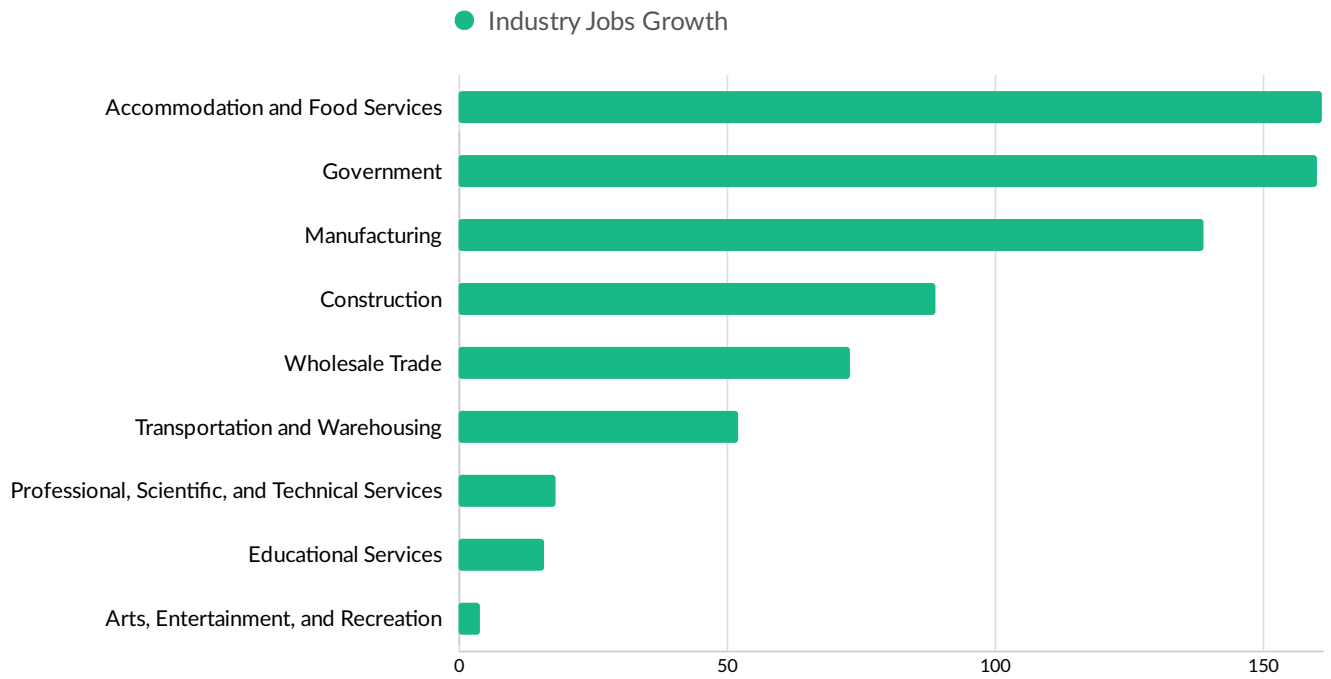
ZIP	Name	2019 Workers
54501	Rhineland, WI (in One...	11,131
54568	Woodruff, WI (in Oneid...	2,736
54548	Minocqua, WI (in Oneid...	2,673
54562	Three Lakes, WI (in One...	1,038
54539	Lake Tomahawk, WI (in ...	740

Industry Characteristics

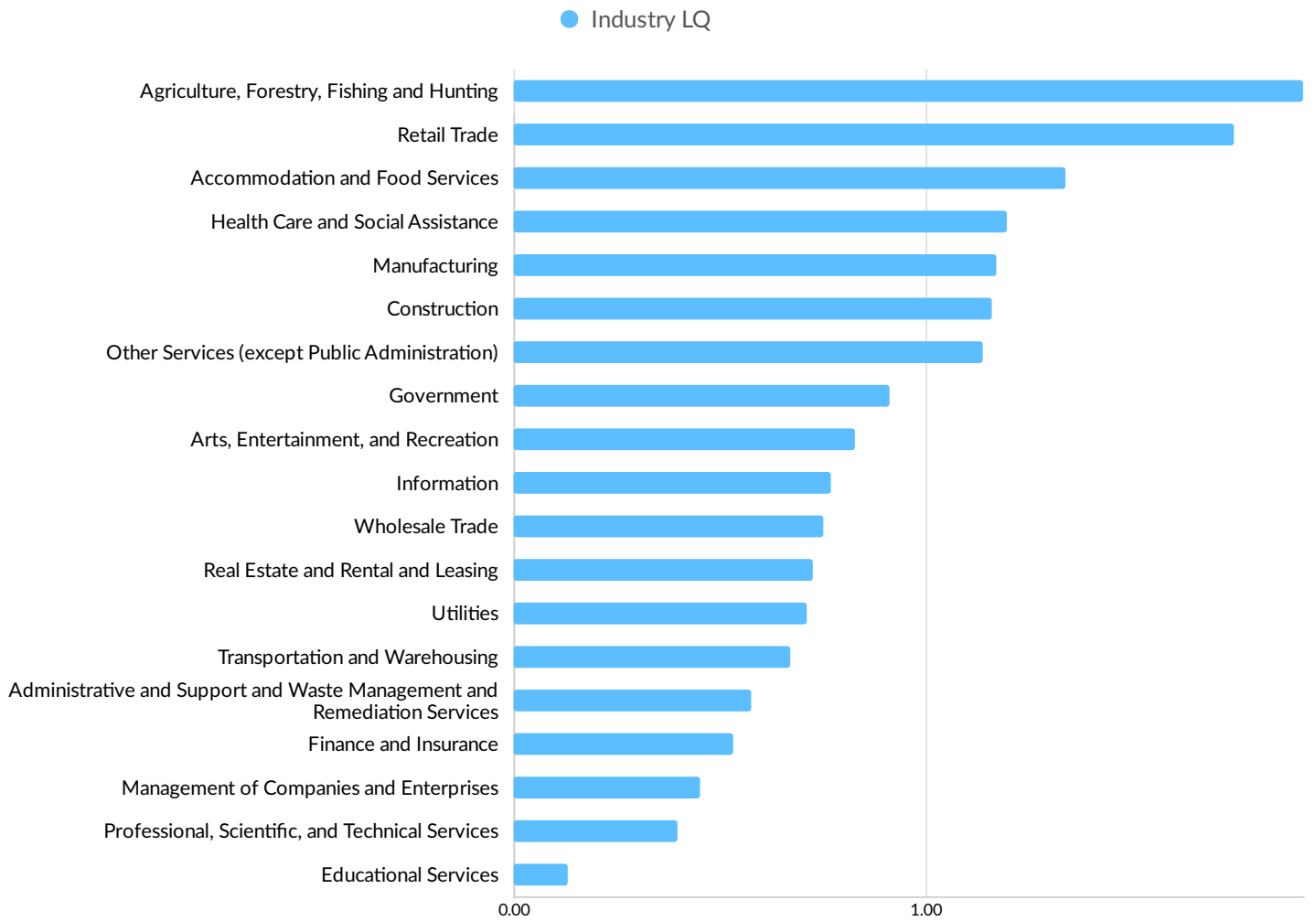
Largest Industries



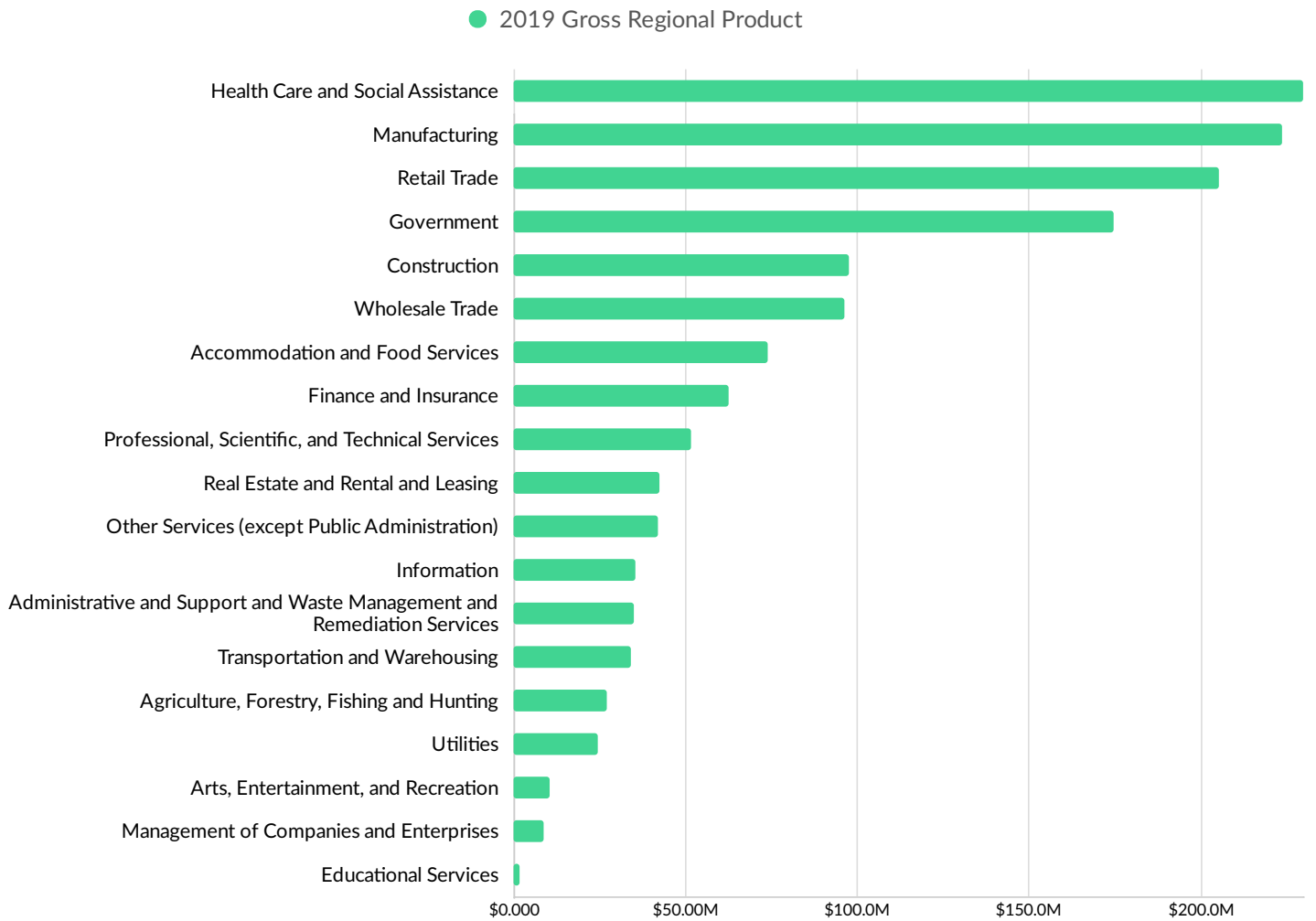
Top Growing Industries



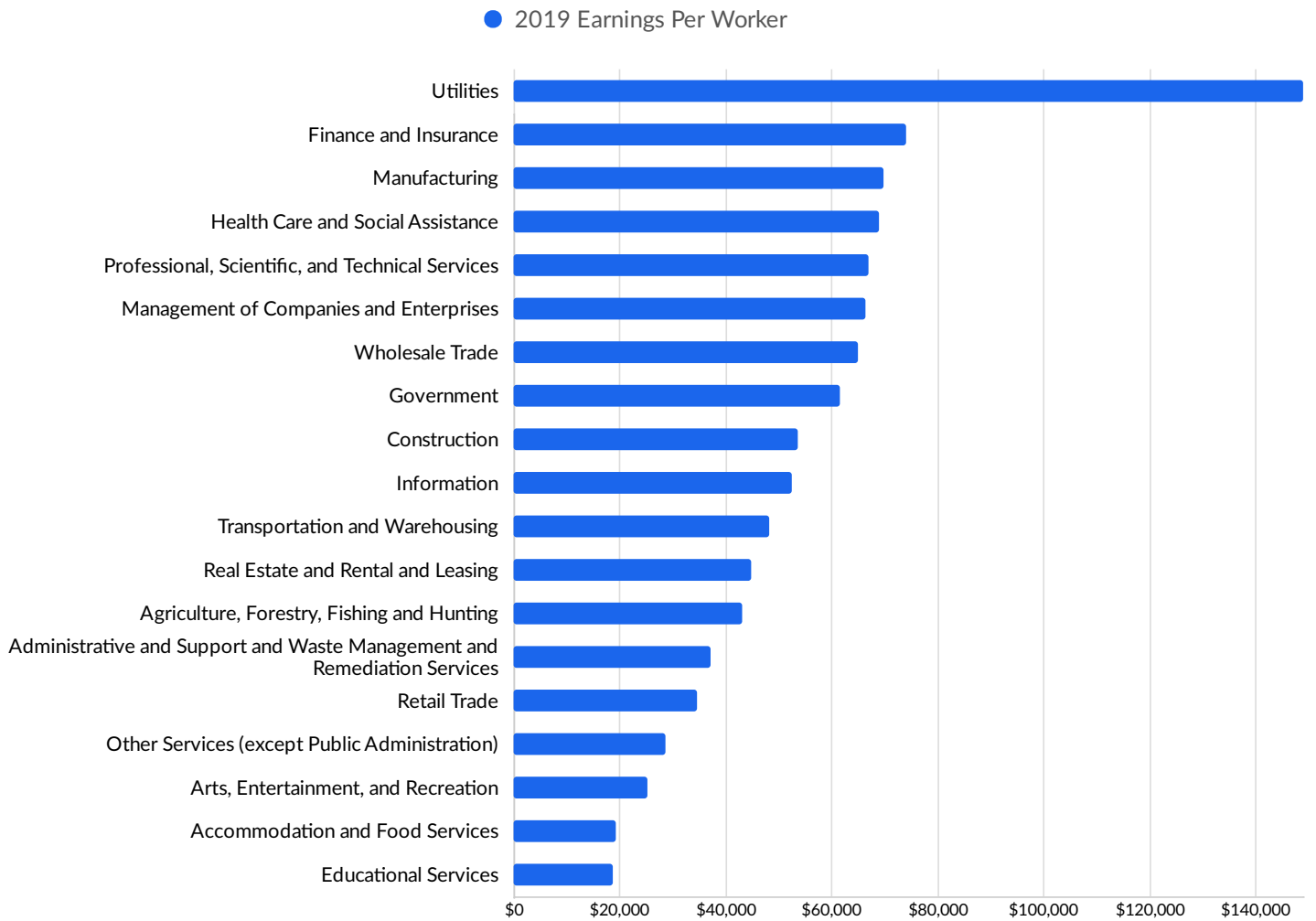
Top Industry LQ



Top Industry GRP



Top Industry Earnings




















Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Retail Trade	3,692	3,197	-495	-13%	1.75	\$34,500	\$205.21M
Health Care and Social Assistance	3,116	2,804	-312	-10%	1.20	\$68,827	\$229.95M
Government	2,347	2,507	160	+7%	0.91	\$61,604	\$174.78M
Accommodation and Food Services	1,955	2,116	161	+8%	1.34	\$19,288	\$73.93M
Manufacturing	1,565	1,704	139	+9%	1.17	\$69,731	\$224.00M
Construction	1,125	1,214	89	+8%	1.16	\$53,719	\$97.79M
Other Services (except Public Administration)	1,014	990	-24	-2%	1.14	\$28,550	\$41.92M
Administrative and Support and Waste Management and Remediation Services	704	660	-44	-6%	0.58	\$37,030	\$35.24M
Wholesale Trade	433	506	73	+17%	0.75	\$64,877	\$96.17M
Professional, Scientific, and Technical Services	462	480	18	+4%	0.40	\$66,863	\$51.88M
Transportation and Warehousing	408	460	52	+13%	0.67	\$48,304	\$34.37M
Agriculture, Forestry, Fishing and Hunting	550	411	-139	-25%	1.91	\$43,153	\$27.14M
Finance and Insurance	396	393	-3	-1%	0.53	\$73,973	\$62.57M
Arts, Entertainment, and Recreation	263	267	4	+2%	0.83	\$25,389	\$10.34M
Information	258	258	0	0%	0.77	\$52,477	\$35.59M
Real Estate and Rental and Leasing	230	227	-3	-1%	0.72	\$44,690	\$42.66M
Management of Companies and Enterprises	227	120	-107	-47%	0.45	\$66,290	\$8.84M
Educational Services	47	63	16	+34%	0.13	\$18,824	\$1.69M
Utilities	49	44	-5	-10%	0.71	\$148,948	\$24.53M

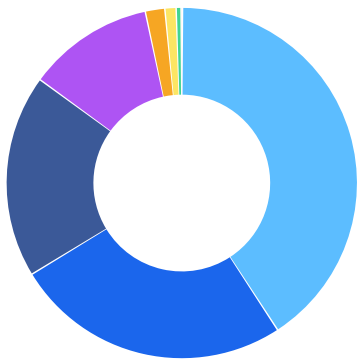
Business Characteristics

2,822 Companies Employ Your Workers

Online profiles for your workers mention 2,822 companies as employers, with the top 10 appearing below. In the last 12 months, 1,014 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.	153 	Ascension Health	472 
Marshfield Clinic	112 	Marshfield Clinic	392 
Nicolet Area Technical College	111 	Platinum Supplemental Insuranc...	250 
State of Wisconsin	89 	CompHealth, Inc.	167 
Foster and Smith, Inc.	62 	U.S. Xpress, Inc.	120 
School District of Rhinelander	60 	McDonald's Corporation	116 
Expera Specialty Solutions, LLC	59 	Ef Education First, Inc.	114 
Wal-Mart Stores, Inc.	59 	HomeAdvisor, Inc.	103 
Oneida County Livery Inc	58 	Roehl Transport, Inc.	103 
The Howard Young Medical Cen...	54 	Dollar General Corporation	96 

Business Size

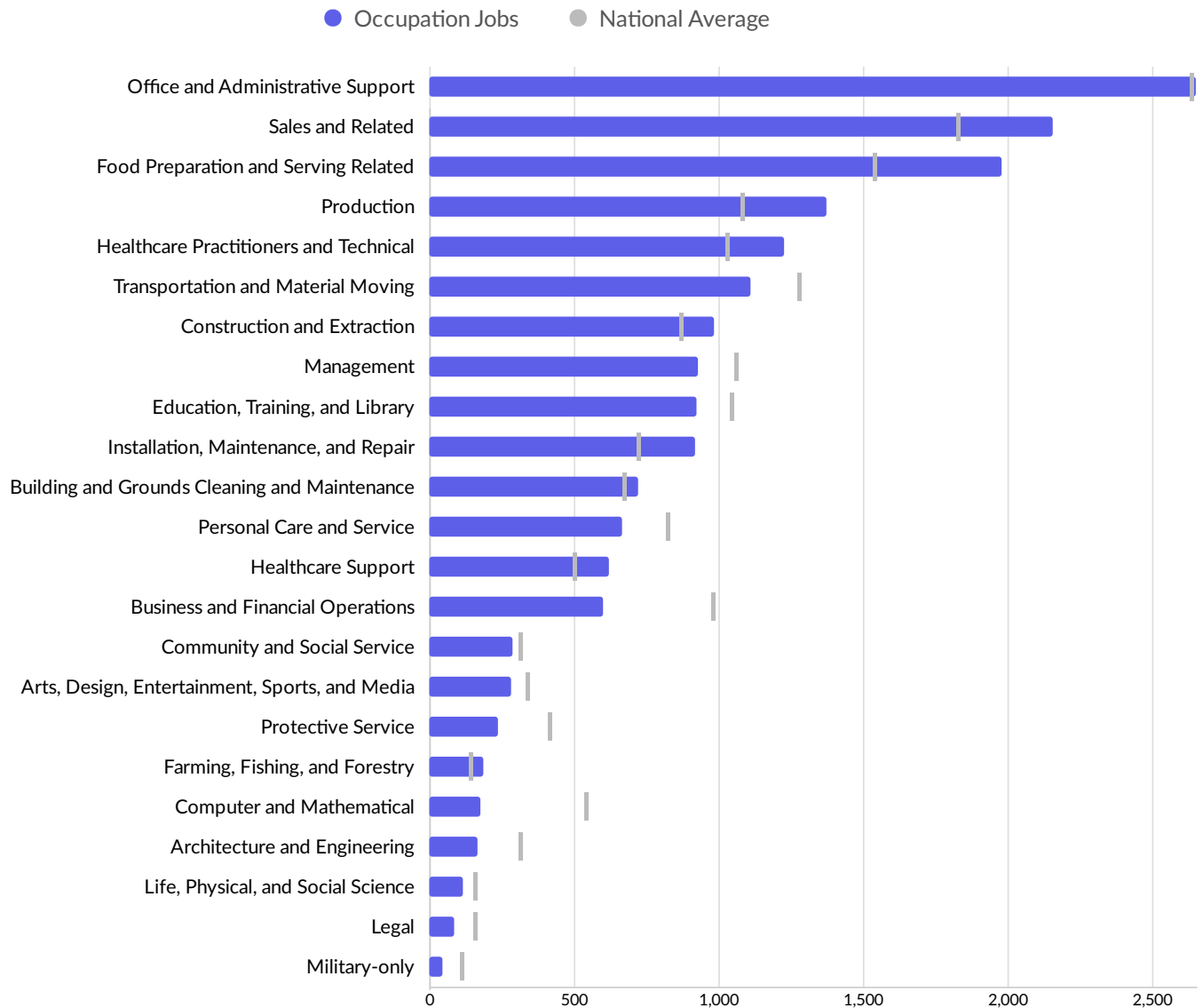


	Percentage	Business Count
1 to 4 employees	40.7%	907
5 to 9 employees	25.5%	568
10 to 19 employees	18.7%	417
20 to 49 employees	11.6%	259
50 to 99 employees	1.8%	40
100 to 249 employees	1.0%	23
250 to 499 employees	0.4%	10
500+ employees	0.1%	3

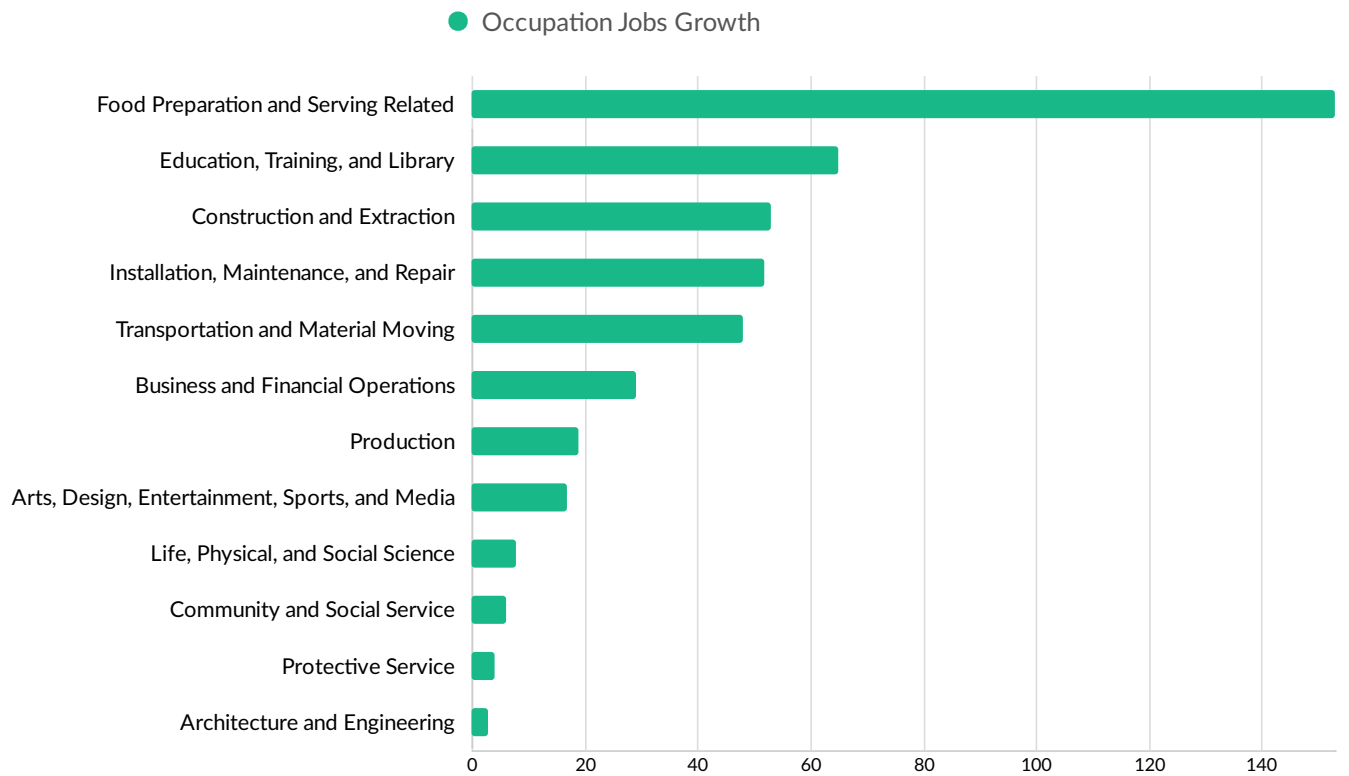
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

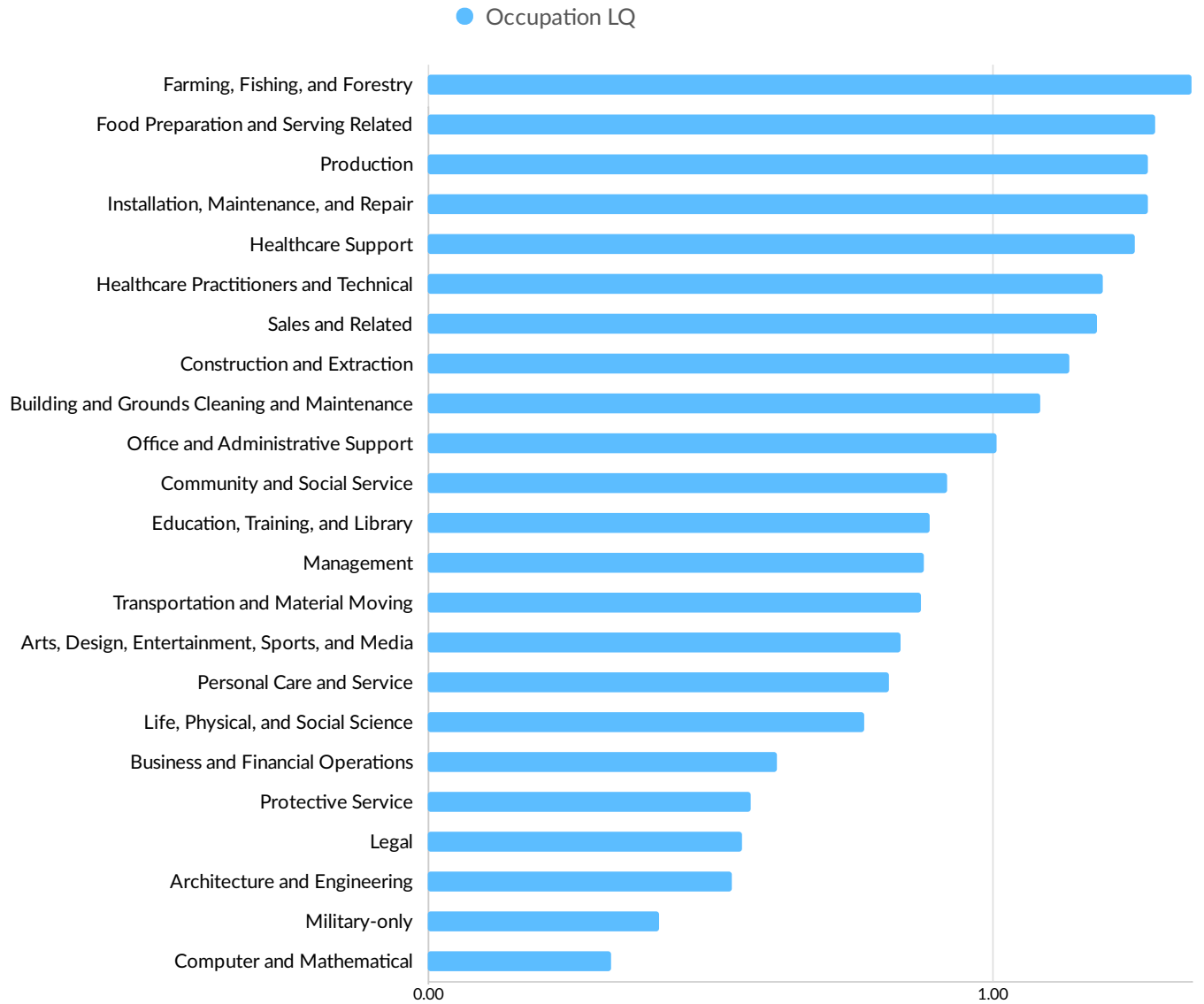
Largest Occupations



Top Growing Occupations



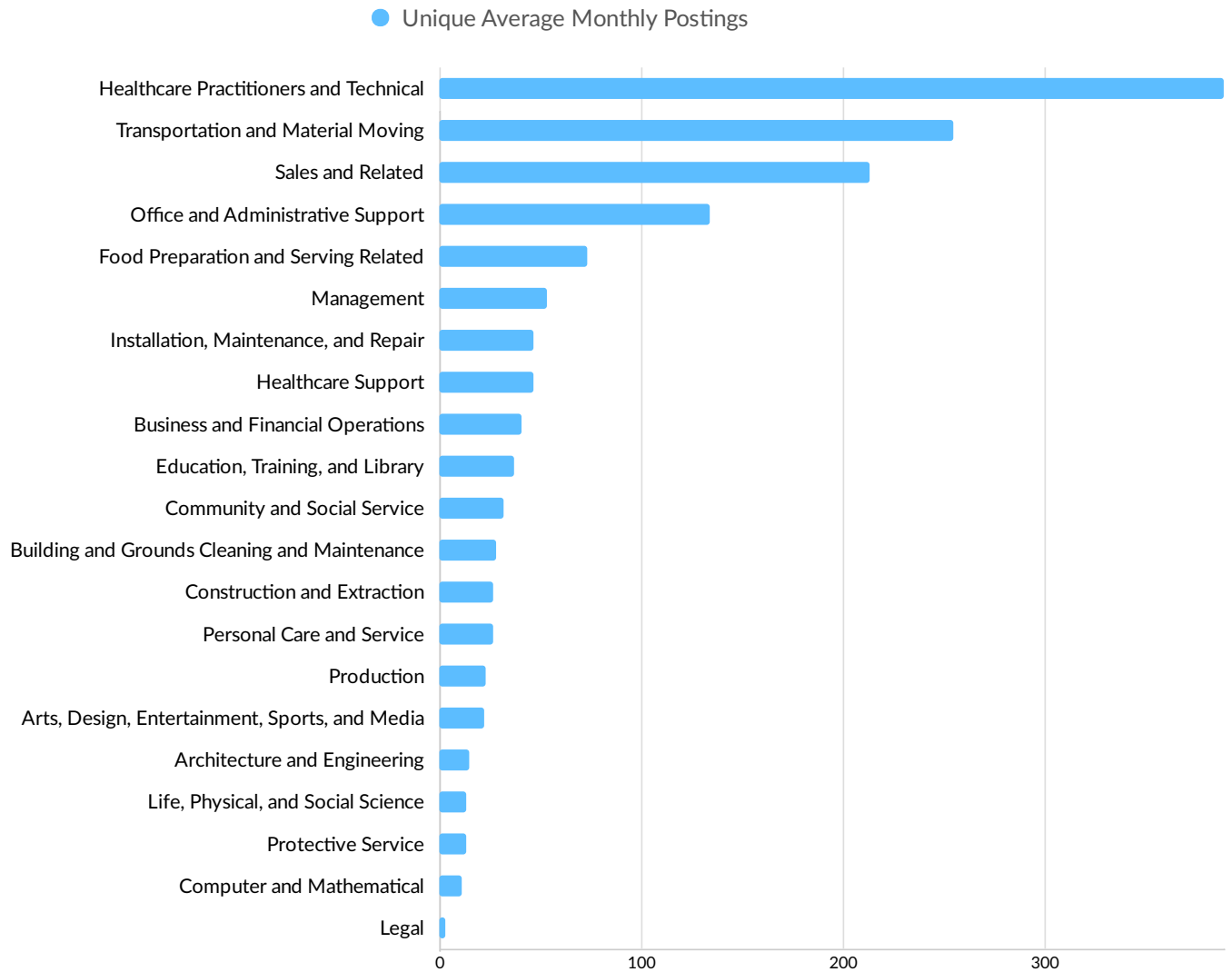
Top Occupation LQ



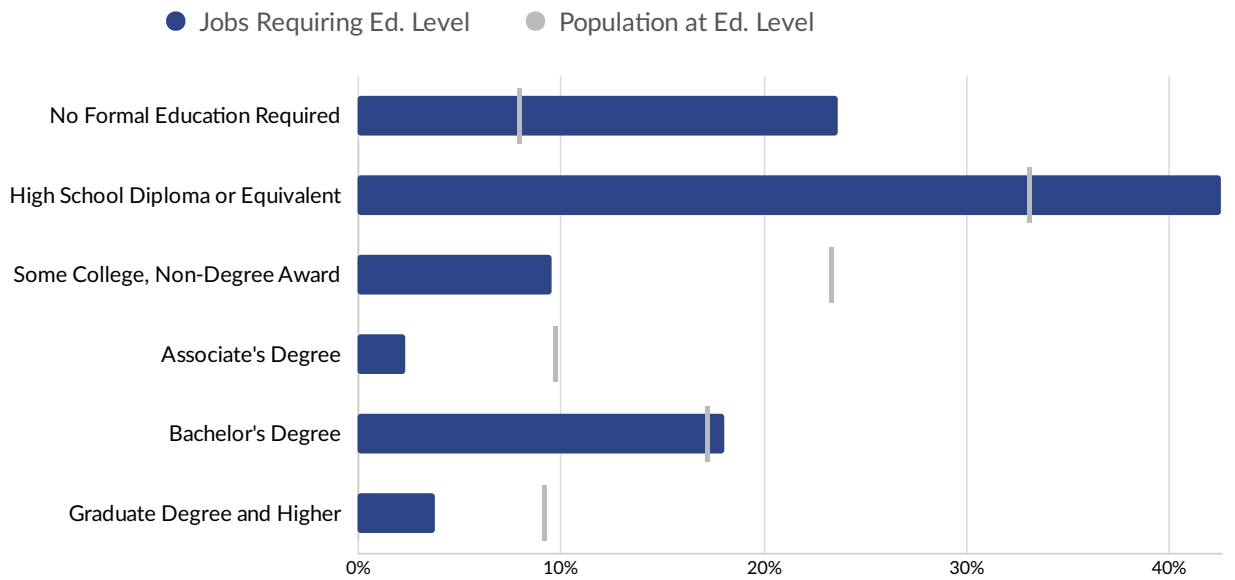
Top Occupation Earnings



Top Posted Occupations



Underemployment

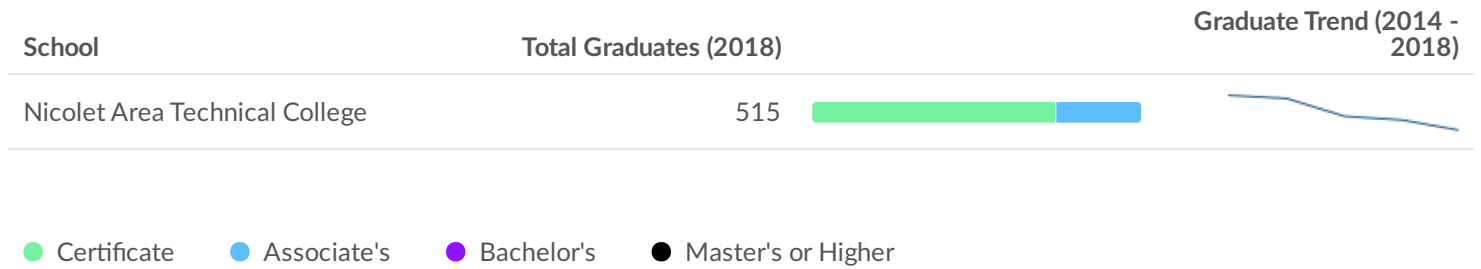


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Office and Administrative Support	2,910	2,650	-260	-9%	1.01	\$15.82	134
Sales and Related	2,306	2,157	-149	-6%	1.19	\$12.90	213
Food Preparation and Serving Related	1,826	1,979	153	+8%	1.29	\$9.79	73
Production	1,352	1,371	19	+1%	1.28	\$18.65	23
Healthcare Practitioners and Technical	1,357	1,225	-132	-10%	1.20	\$31.45	389
Transportation and Material Moving	1,063	1,111	48	+5%	0.87	\$16.80	255
Construction and Extraction	930	983	53	+6%	1.14	\$19.99	27
Management	1,002	929	-73	-7%	0.88	\$35.21	53
Education, Training, and Library	859	924	65	+8%	0.89	\$19.81	37
Installation, Maintenance, and Repair	864	916	52	+6%	1.28	\$20.67	47
Building and Grounds Cleaning and Maintenance	798	723	-75	-9%	1.09	\$13.08	28
Personal Care and Service	695	668	-27	-4%	0.82	\$12.31	26
Healthcare Support	711	620	-91	-13%	1.25	\$15.24	47
Business and Financial Operations	573	602	29	+5%	0.62	\$25.94	41
Community and Social Service	280	286	6	+2%	0.92	\$21.12	32
Arts, Design, Entertainment, Sports, and Media	263	280	17	+6%	0.84	\$18.69	22
Protective Service	231	235	4	+2%	0.57	\$21.30	13
Farming, Fishing, and Forestry	220	186	-34	-15%	1.35	\$15.96	0

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Computer and Mathematical	197	175	-22	-11%	0.33	\$31.22	11
Architecture and Engineering	164	167	3	+2%	0.54	\$30.18	15
Life, Physical, and Social Science	108	116	8	+7%	0.77	\$26.79	14
Legal	85	85	0	0%	0.56	\$28.34	3
Military-only	49	43	-6	-12%	0.41	\$19.76	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

