Oneida County, WI

North Central Wisconsin Regional Planning Commission

210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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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.

18,412

Total Regional Employment

Jobs **decreased by 435** over the last 5 years but are projected to **grow by 195** over the next 5 years.

$54.2K

Median Household Income (2018)

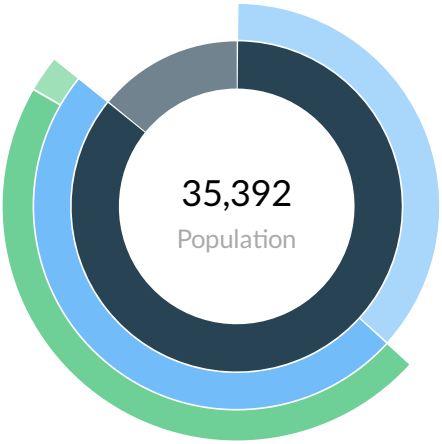
Median household income is **$6.1K below** the national median household income of $60.3K.

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 2.3%** in Oneida County, WI from 18,847 to **18,412**. This change **fell short of the national growth rate of 7.9% by 10.2%**. As the number of jobs declined, the **labor force participation rate decreased from 59.3% to 57.3% 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	17,381	18,412	100.2	$1.69B	$2.30B	$1.91B
NCWRPC	439,469	224,862	228,305	99.4	$22.63B	$29.66B	$28.40B
Wisconsin	5,829,343	3,089,956	3,180,026	100.0	$339.02B	$308.87B	$336.99B

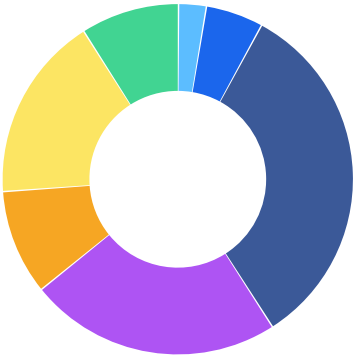
2019 Labor Force Breakdown



	Population
Total Working Age Population	30,359
Not in Labor Force (15+)	12,978
Labor Force	17,381
Employed	16,484
Unemployed	897
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).

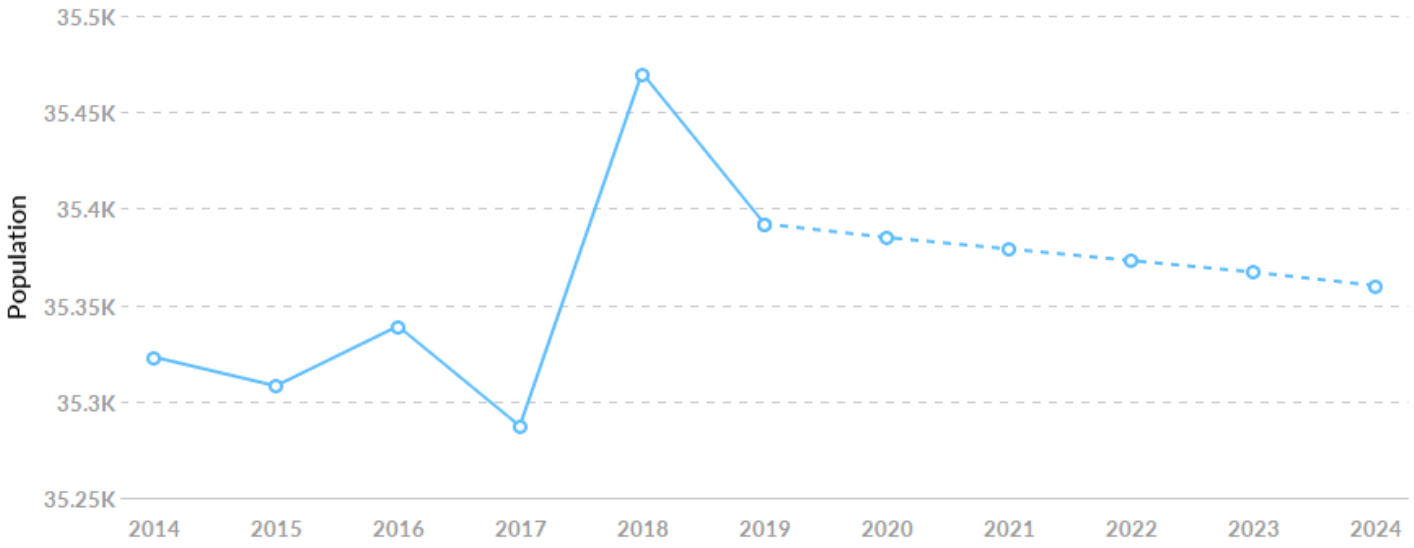


	% of Population	Population
Less Than 9th Grade	2.6%	696
9th Grade to 12th Grade	5.3%	1,447
High School Diploma	33.0%	8,987
Some College	23.3%	6,339
Associate's Degree	9.7%	2,641
Bachelor's Degree	17.1%	4,665
Graduate Degree and Higher	9.1%	2,474

Historic & Projected Trends

Population Trends

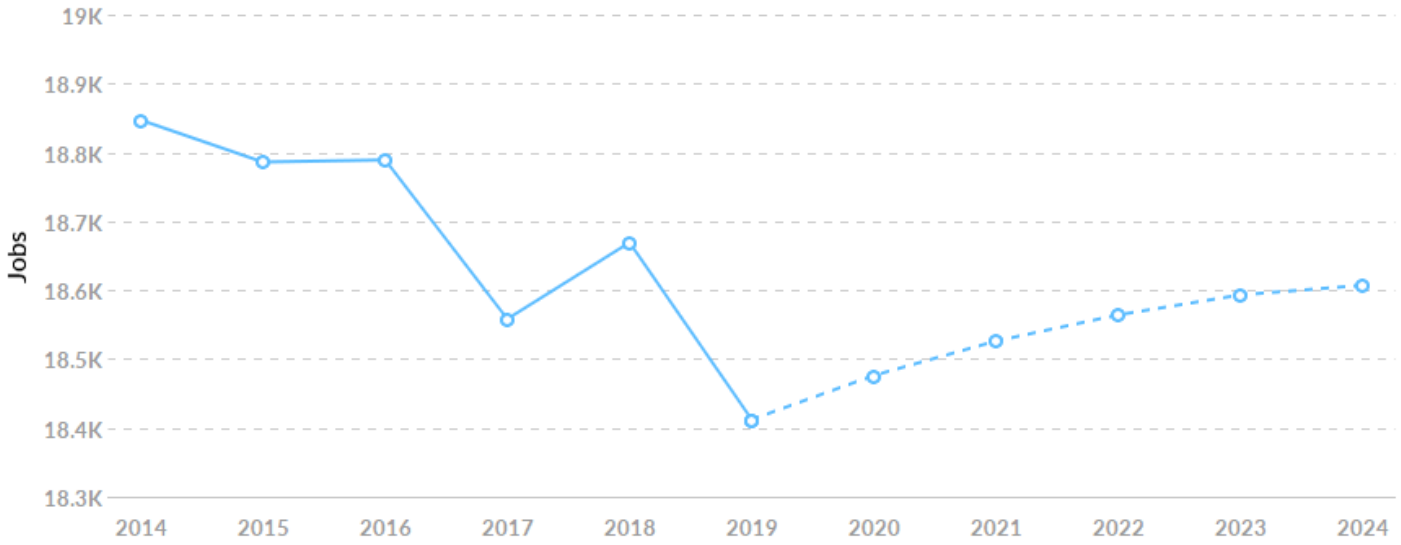
As of 2019 the region's population **increased by 0.2%** since 2014, growing by 69. Population is expected to **decrease by 0.1%** between 2019 and 2024, losing 32.



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

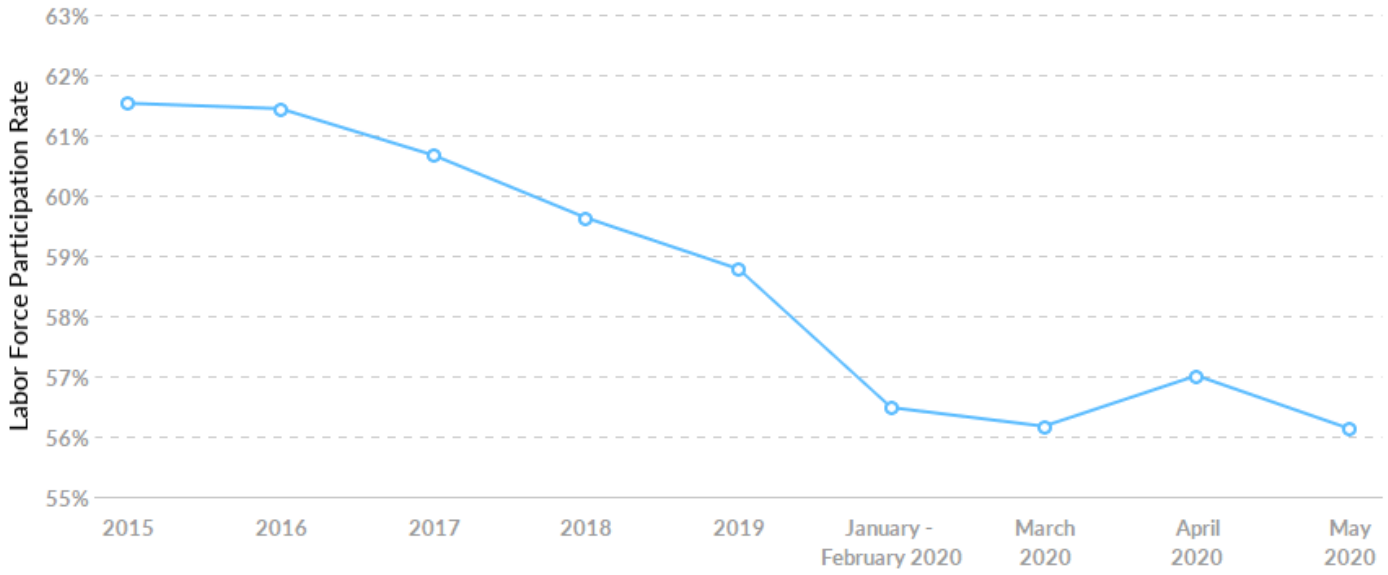
Job Trends

From 2014 to 2019, jobs **declined by 2.3%** in Oneida County, WI from 18,847 to **18,412**. This change **fell short of the national growth rate of 7.9% by 10.2%**.



Timeframe	Jobs
2014	18,847
2015	18,786
2016	18,789
2017	18,558
2018	18,669
2019	18,412
2020	18,476
2021	18,526
2022	18,564
2023	18,593
2024	18,607

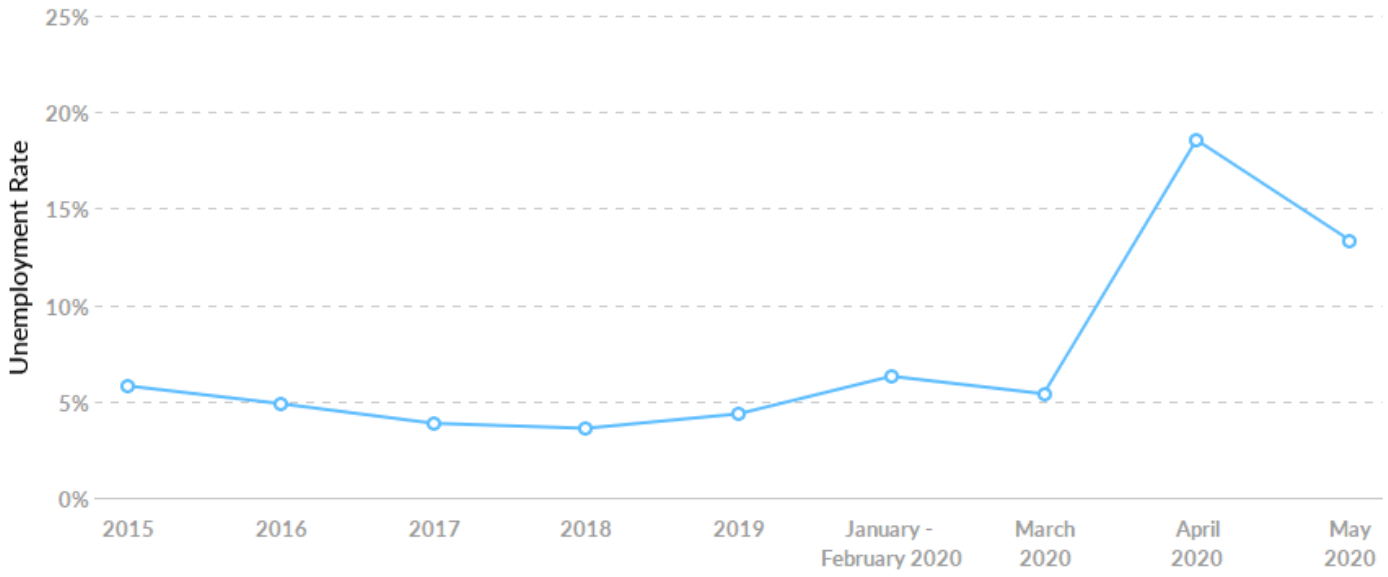
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	61.53%
2016	61.44%
2017	60.67%
2018	59.63%
2019	58.78%
January - February 2020	56.48%
March 2020	56.17%
April 2020	57.01%
May 2020	56.13%

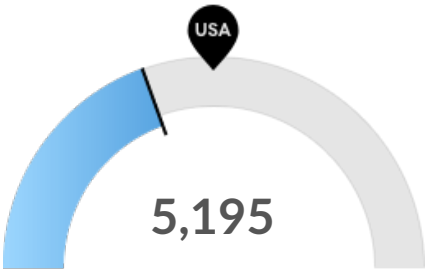
Unemployment Rate Trends

Oneida County, WI had a May 2020 unemployment rate of 13.37%, **increasing from 5.80%** 5 years before.



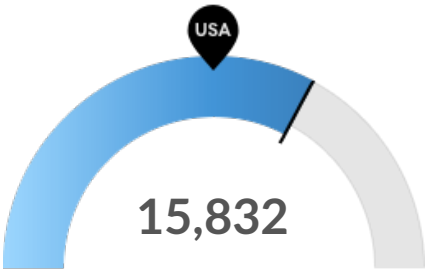
Timeframe	Unemployment Rate
2015	5.80%
2016	4.88%
2017	3.86%
2018	3.60%
2019	4.35%
January - February 2020	6.30%
March 2020	5.39%
April 2020	18.55%
May 2020	13.37%

Population Characteristics



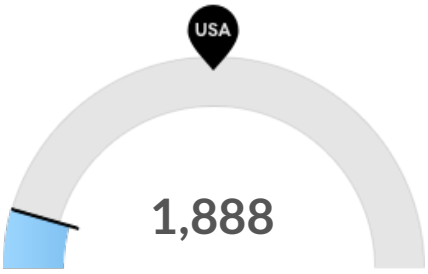
Millennials

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



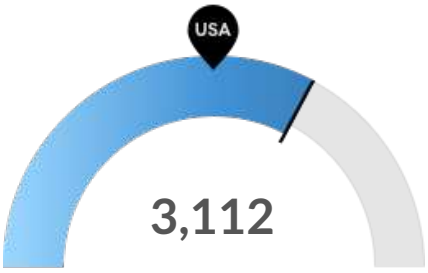
Retiring Soon

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.



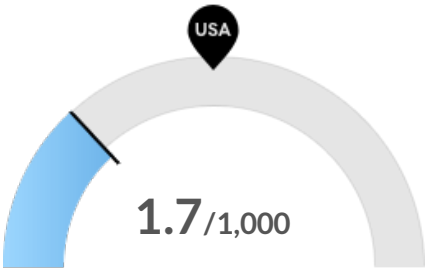
Racial Diversity

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.



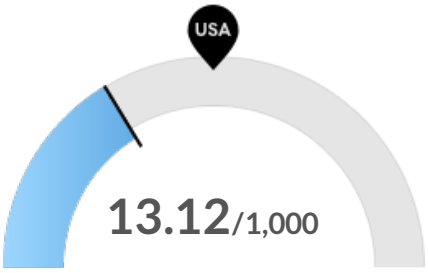
Veterans

Oneida County, WI has 3,112 veterans. The national average for an area this size is 2,018.



Violent Crime

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

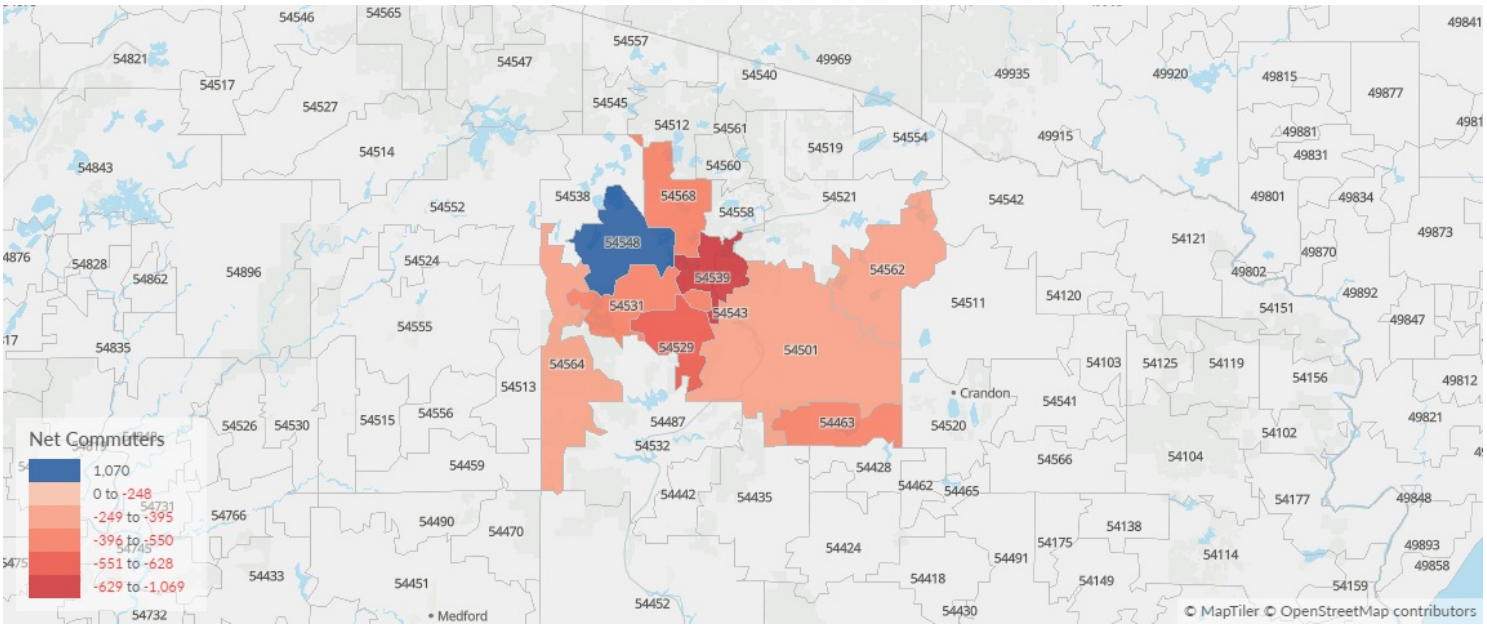


Property Crime

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

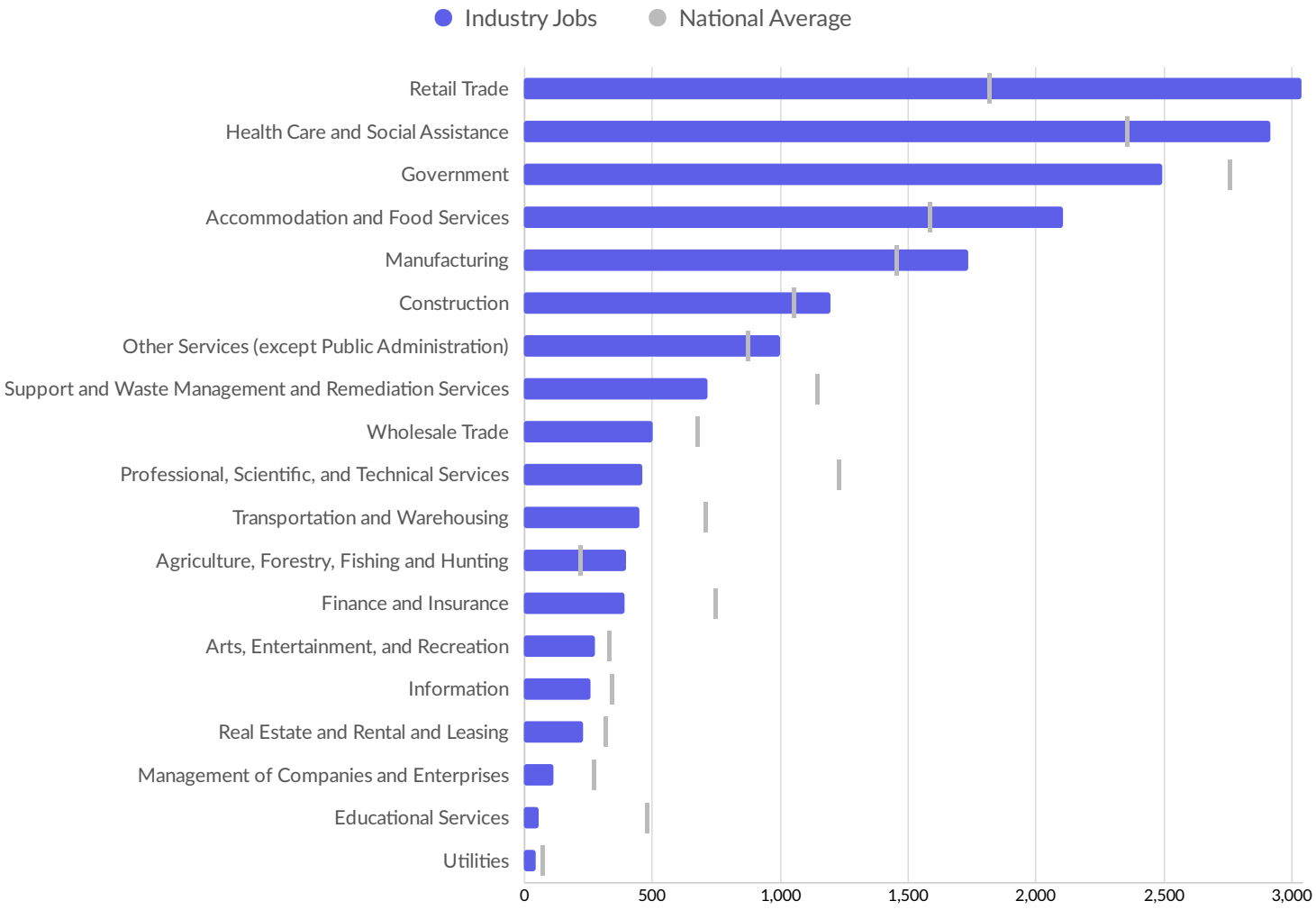
ZIP	Name	2019 Employment
54501	Rhinelander, WI (in One...	10,886
54548	Minocqua, WI (in Oneid...	3,759
54568	Woodruff, WI (in Oneid...	2,365
54562	Three Lakes, WI (in One...	774
54531	Hazelhurst, WI (in Onei...	223

Where Talent Lives

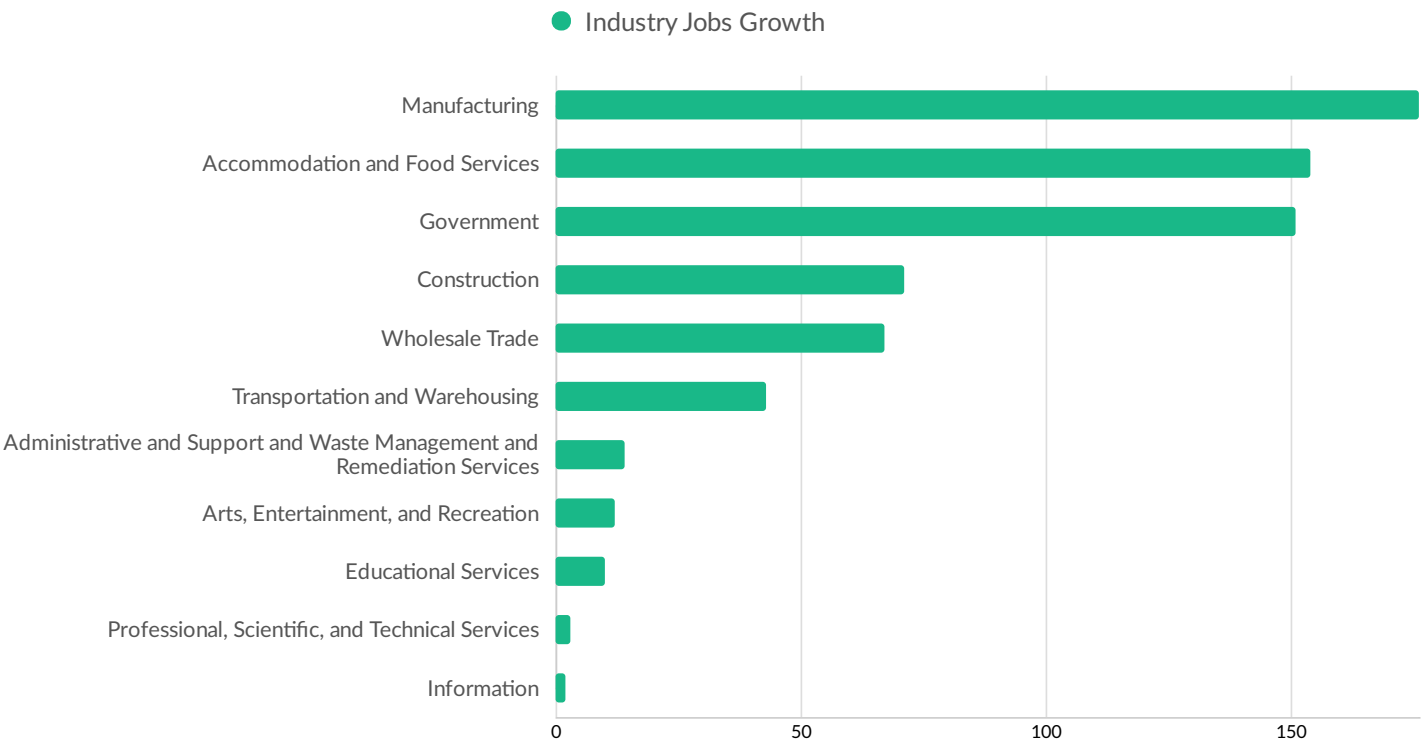
ZIP	Name	2019 Workers
54501	Rhinelander, WI (in One...	11,178
54568	Woodruff, WI (in Oneid...	2,764
54548	Minocqua, WI (in Oneid...	2,689
54562	Three Lakes, WI (in One...	1,027
54539	Lake Tomahawk, WI (in ...	742

Industry Characteristics

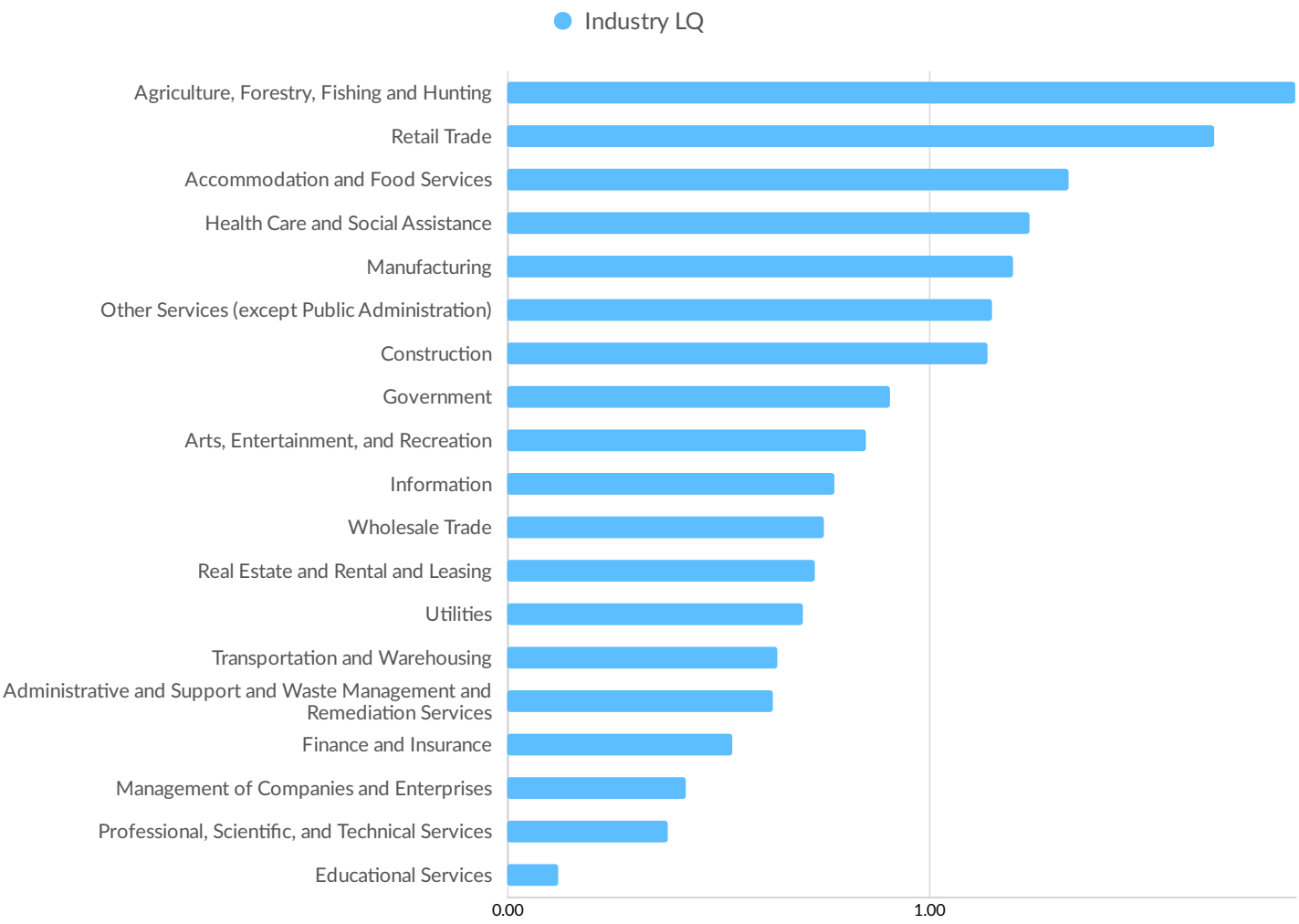
Largest Industries



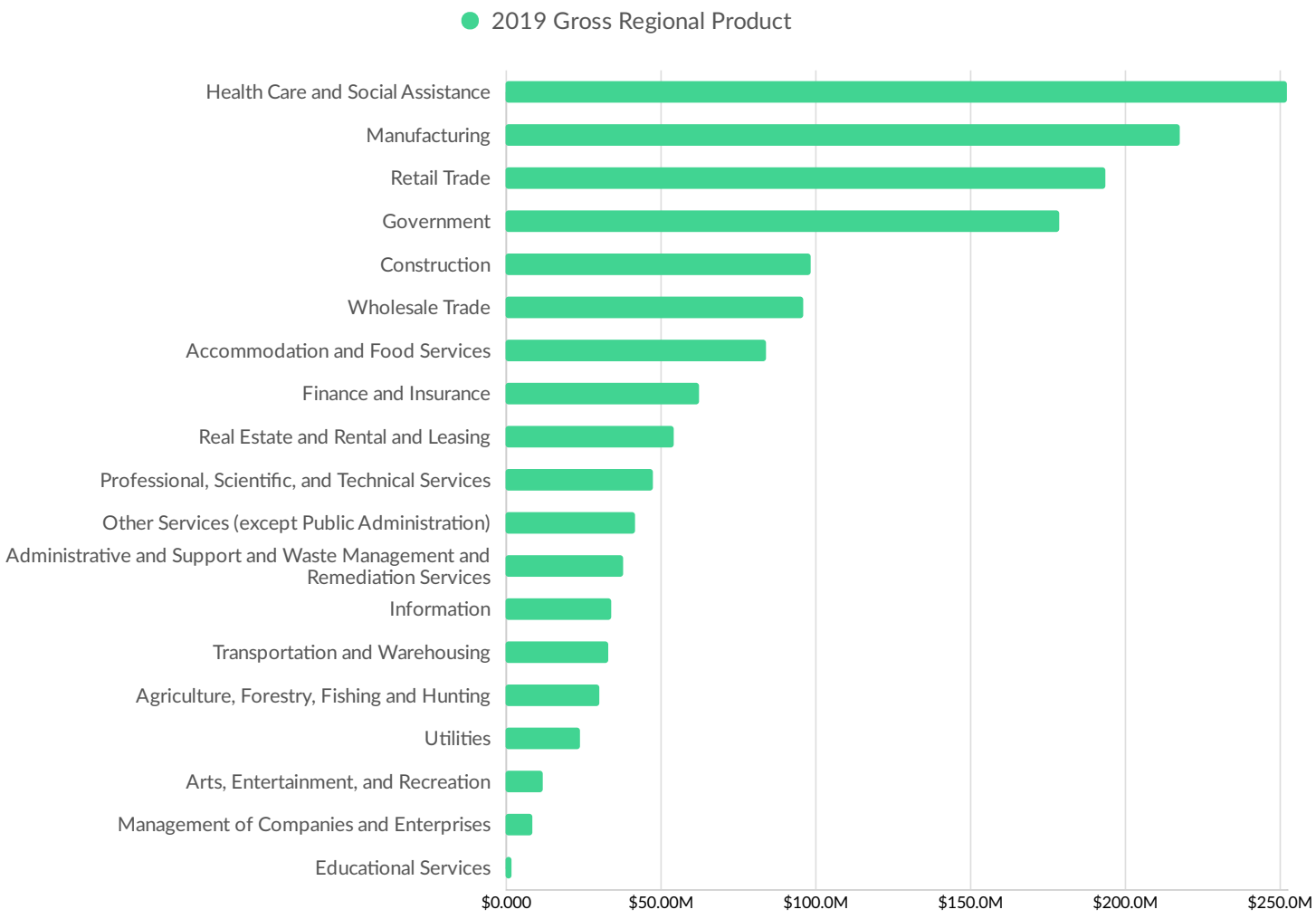
Top Growing Industries



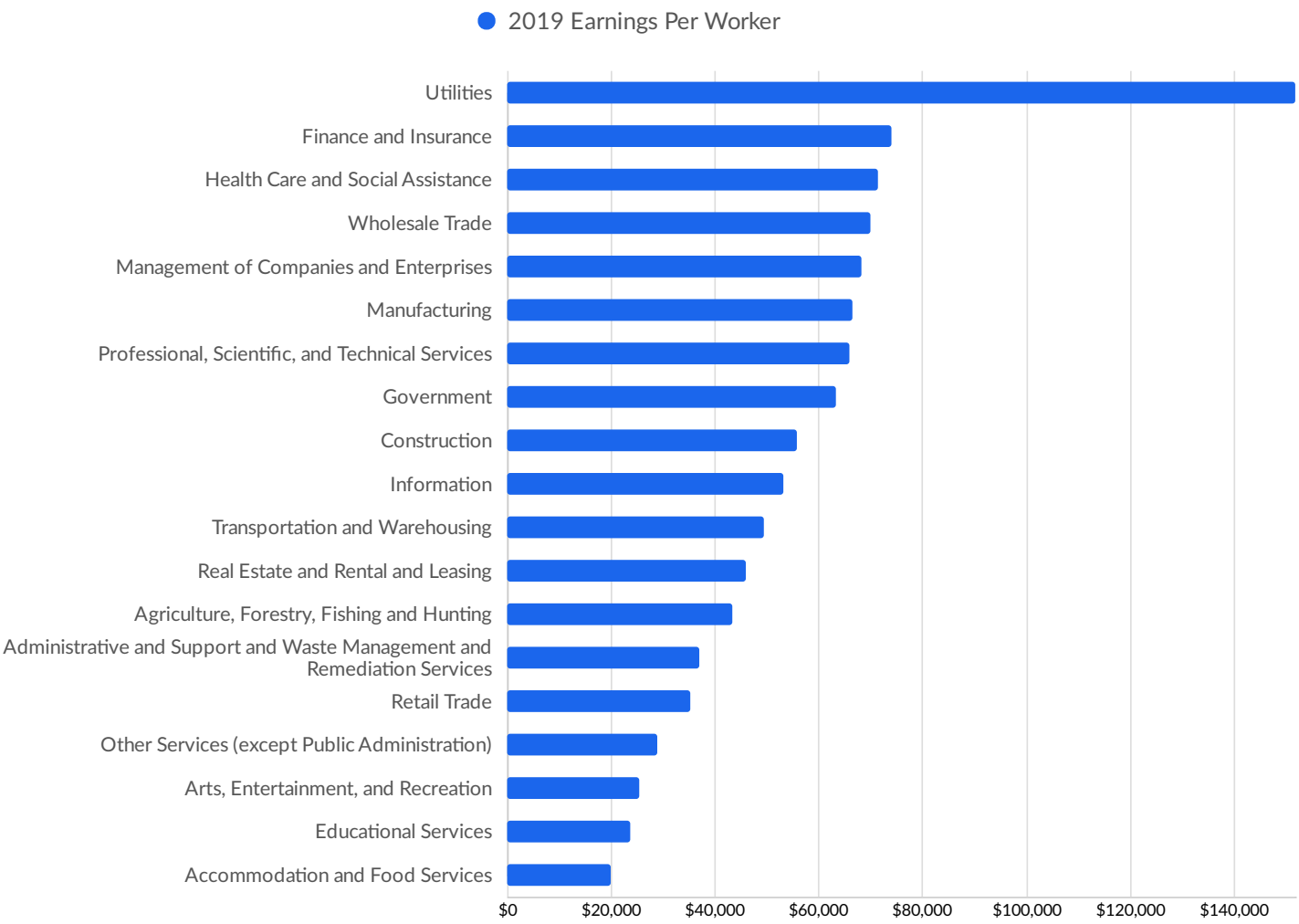
Top Industry LQ



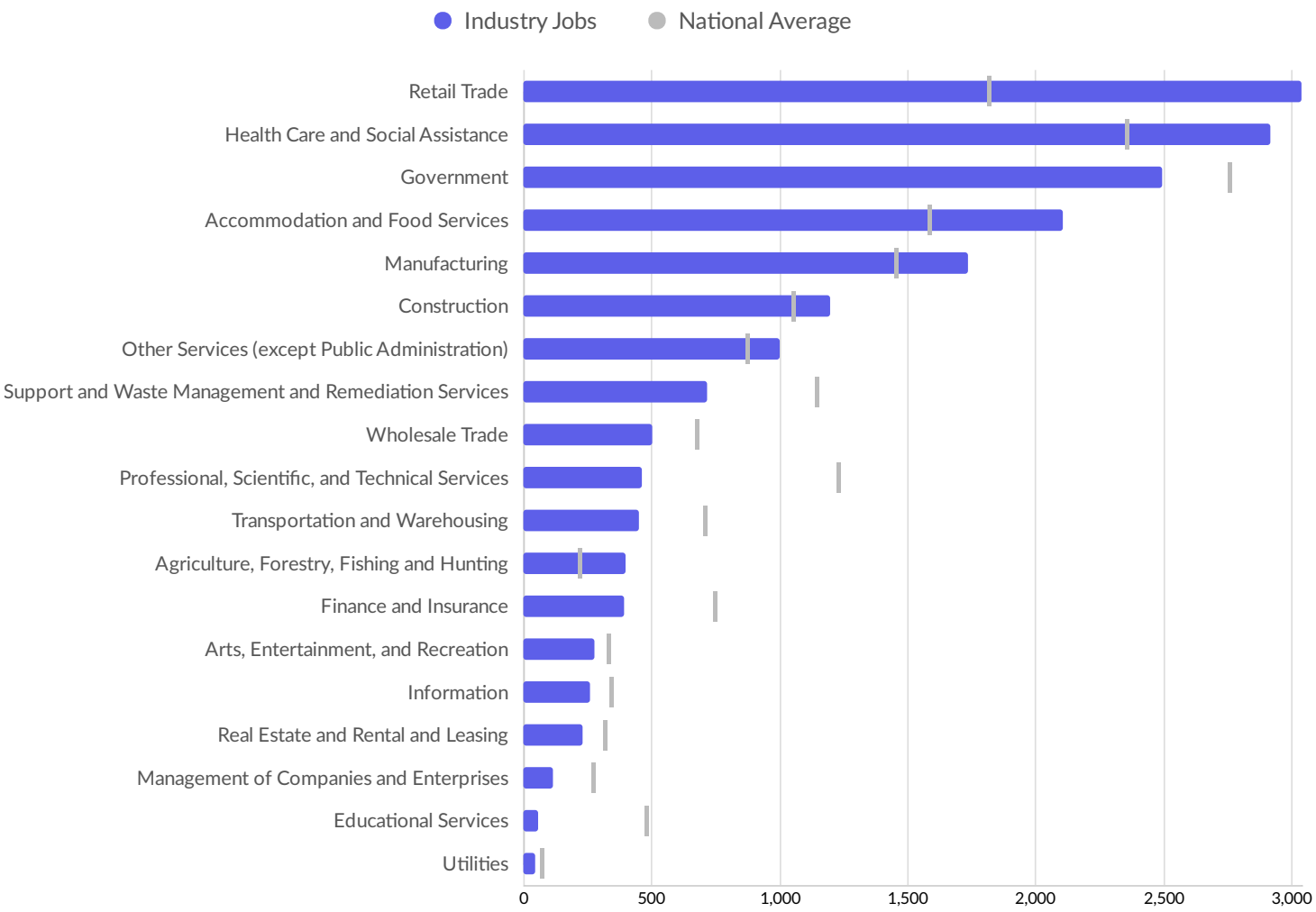
Top Industry GRP



Top Industry Earnings



Largest Industries



Business Characteristics

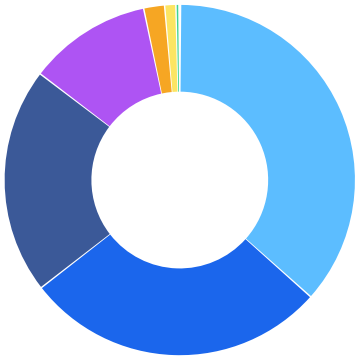
2,353 Companies Employ Your Workers

Online profiles for your workers mention 2,353 companies as employers, with the top 10 appearing below. In the last 12 months, 906 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Ministry Health Care, Inc.	113
Nicolet Area Technical College	82
State of Wisconsin	77
Marshfield Clinic	75
The Howard Young Medical Cen...	51
St. Mary's Hospital, Inc.	49
Wal-Mart, Inc.	45
Foster and Smith, Inc.	41
School District of Rhinelander	40
Expera Specialty Solutions, LLC	38

Top Companies Posting	Unique Postings
Marshfield Clinic	490
Ascension	355
Platinum Supplemental Insuranc...	204
Wheaton Franciscan Services, In...	113
CompHealth, Inc.	112
The Home Depot	107
Wal-Mart, Inc.	93
CRST International, Inc.	85
McDonald's Corporation	78
Roehl Transport, Inc.	73

Business Size

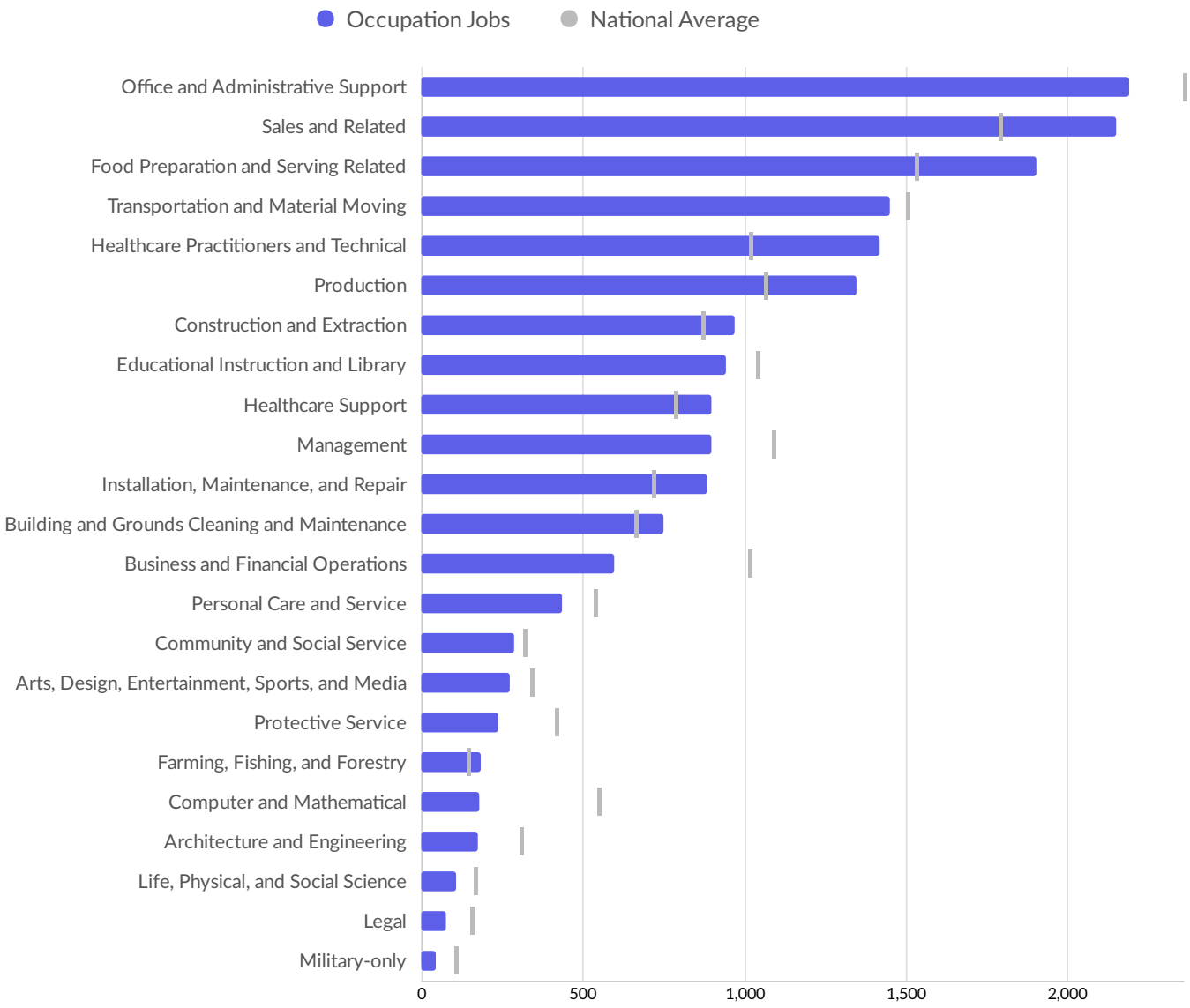


	Percentage	Business Count
1 to 4 employees	36.5%	779
5 to 9 employees	27.9%	595
10 to 19 employees	20.9%	445
20 to 49 employees	11.3%	242
50 to 99 employees	1.9%	41
100 to 249 employees	1.0%	22
250 to 499 employees	0.3%	6
500+ employees	0.1%	3

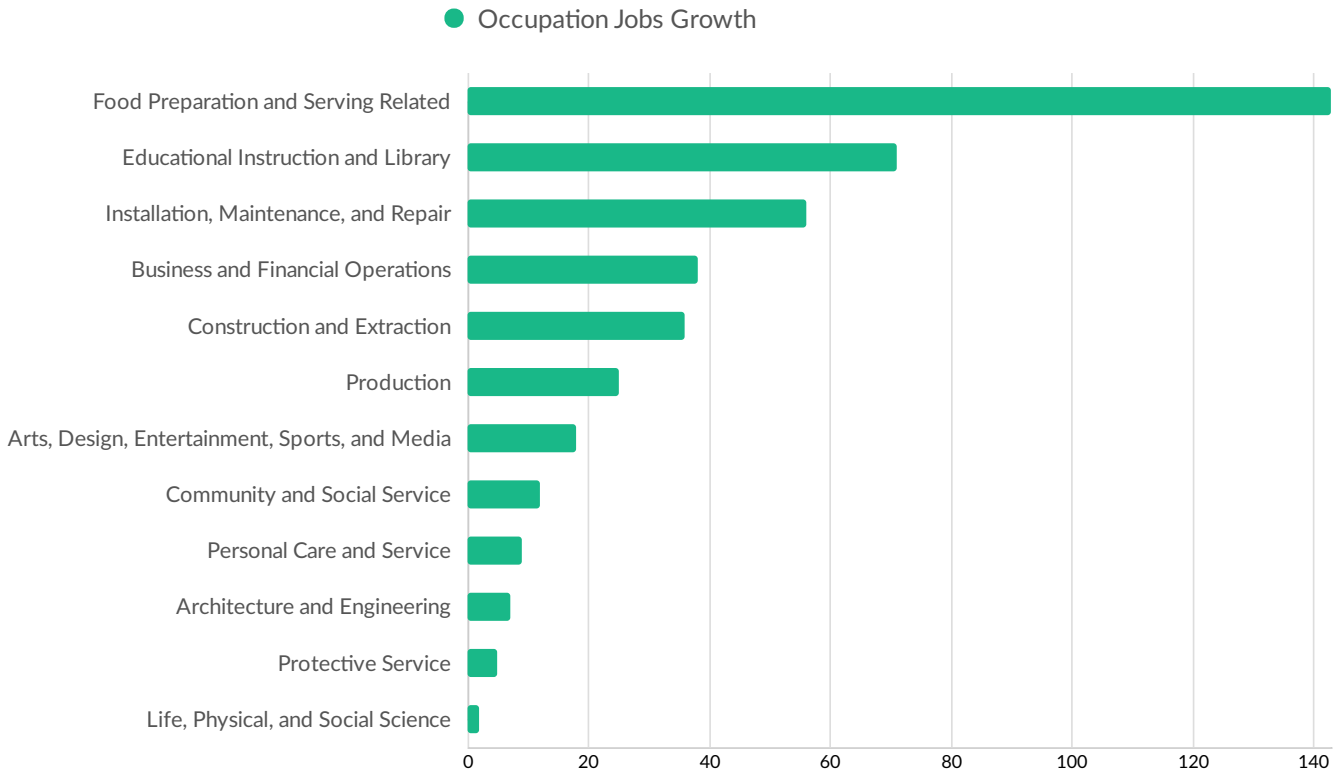
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

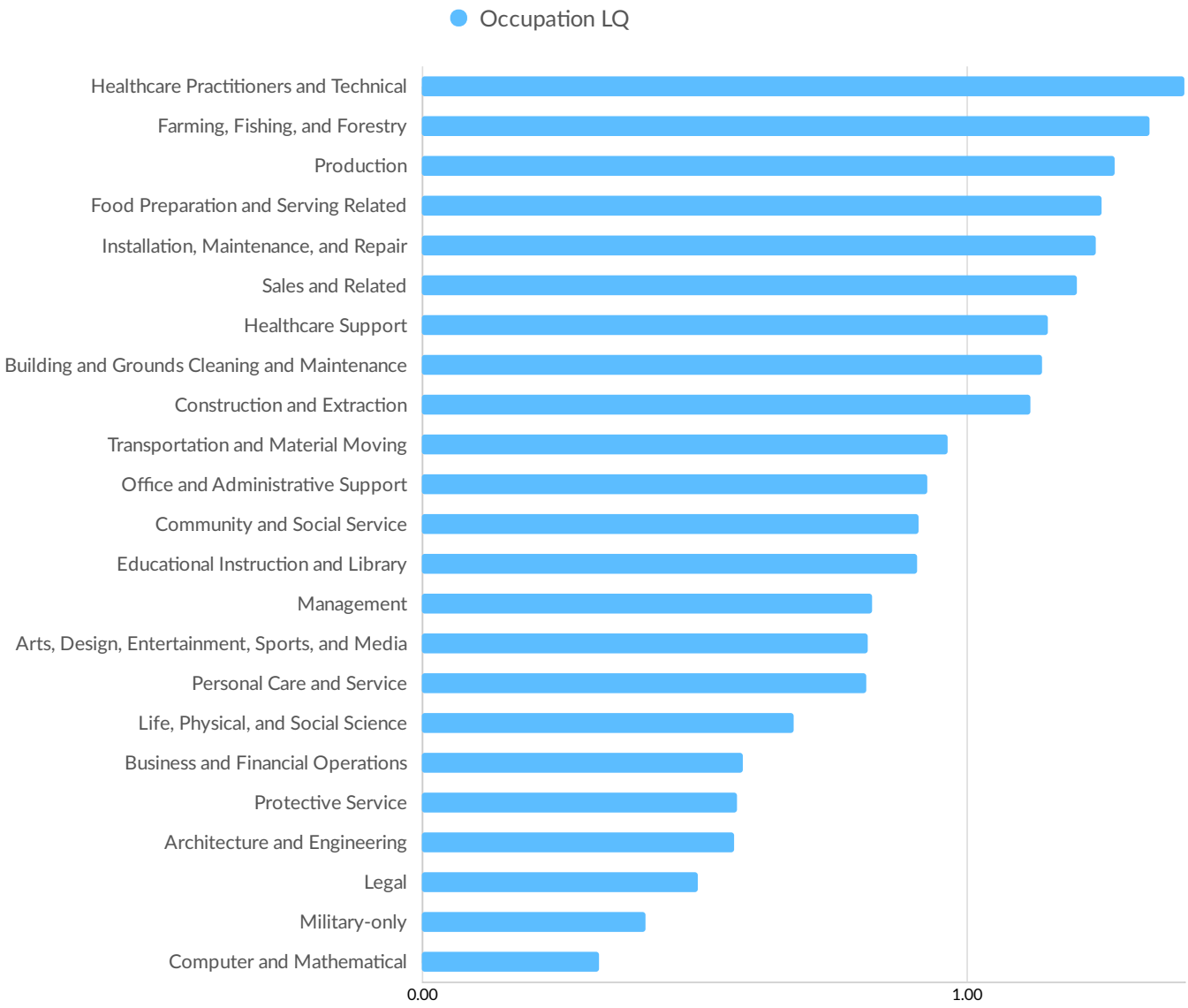
Largest Occupations



Top Growing Occupations

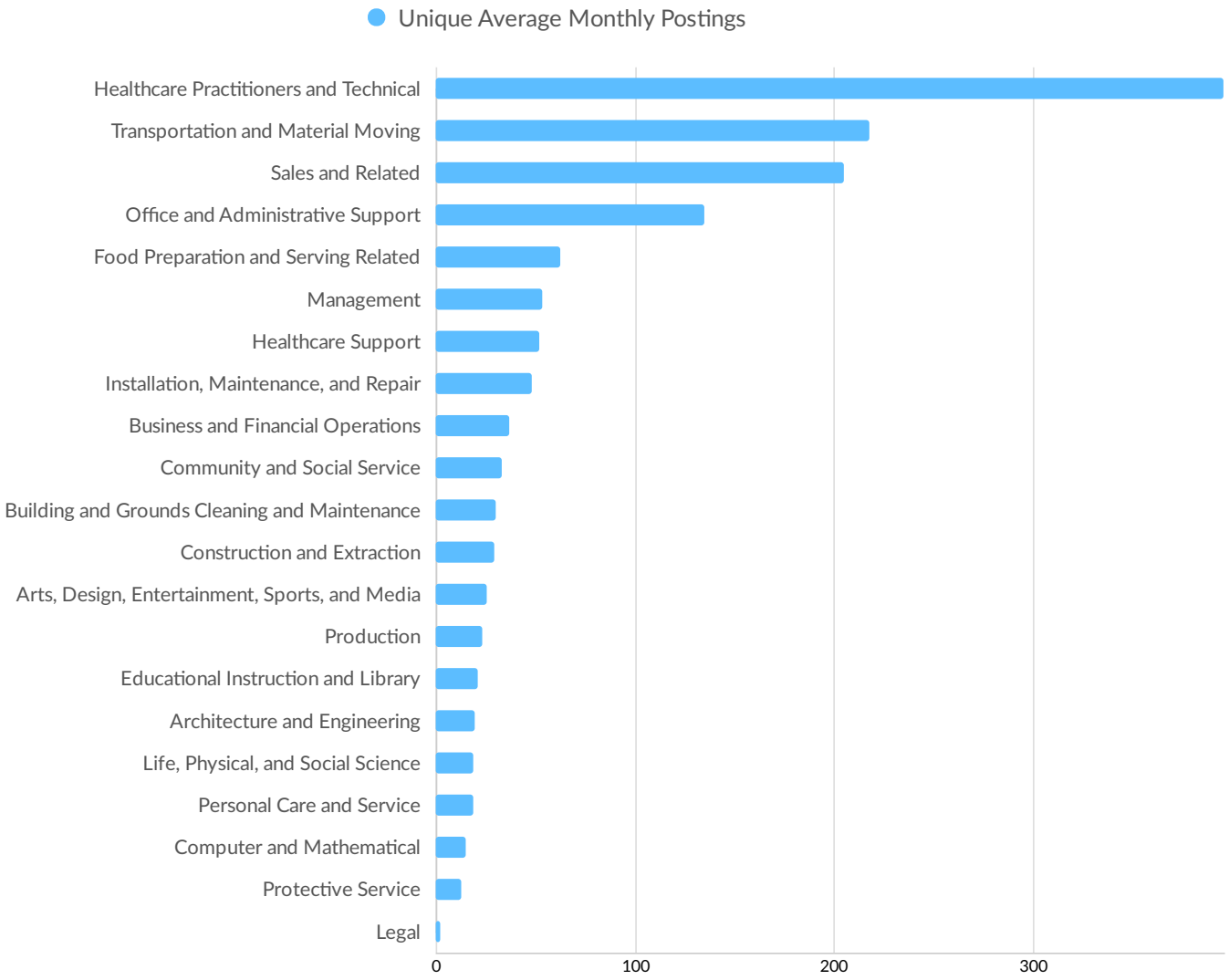


Top Occupation LQ



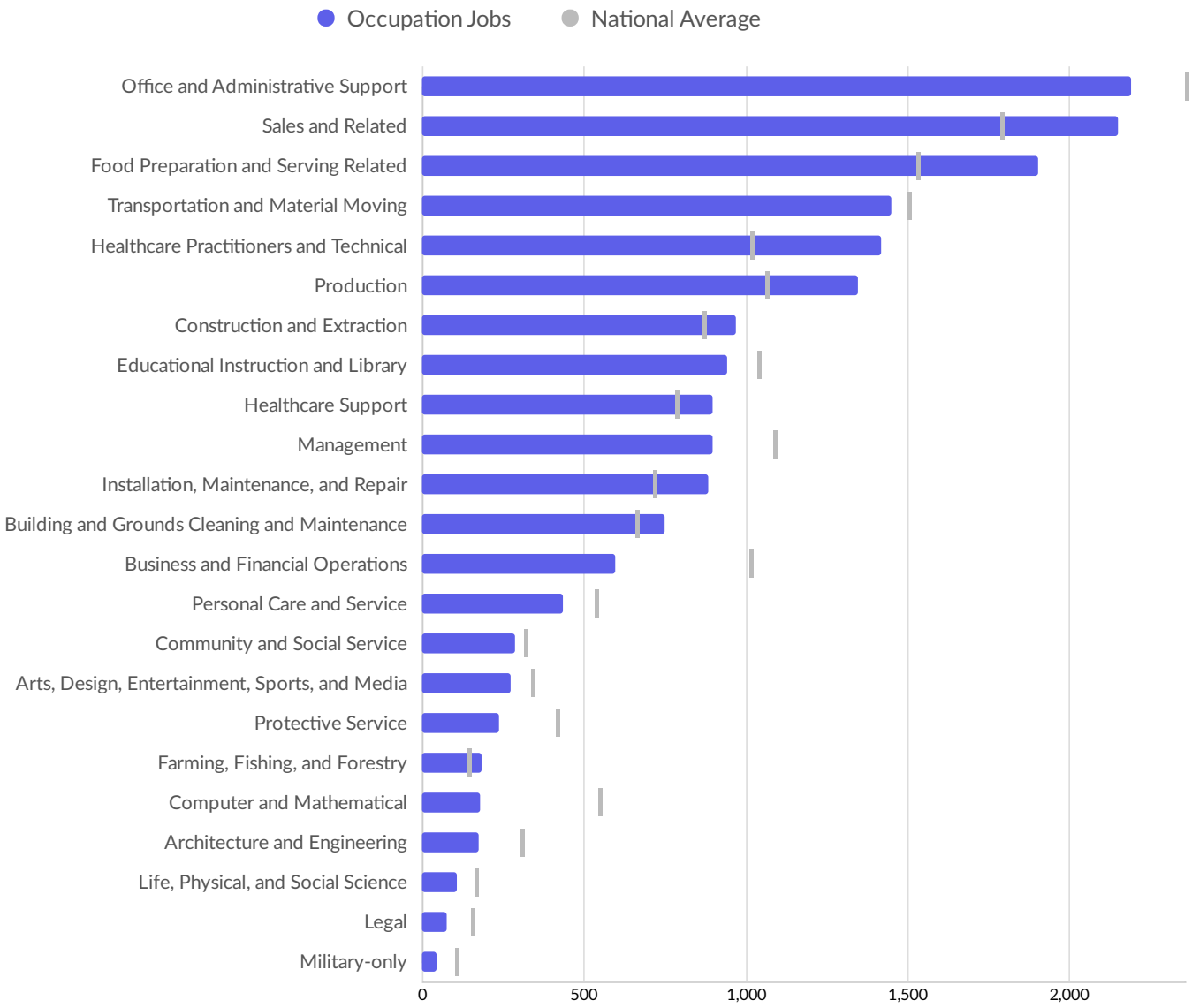
Top Occupation Earnings

Top Posted Occupations



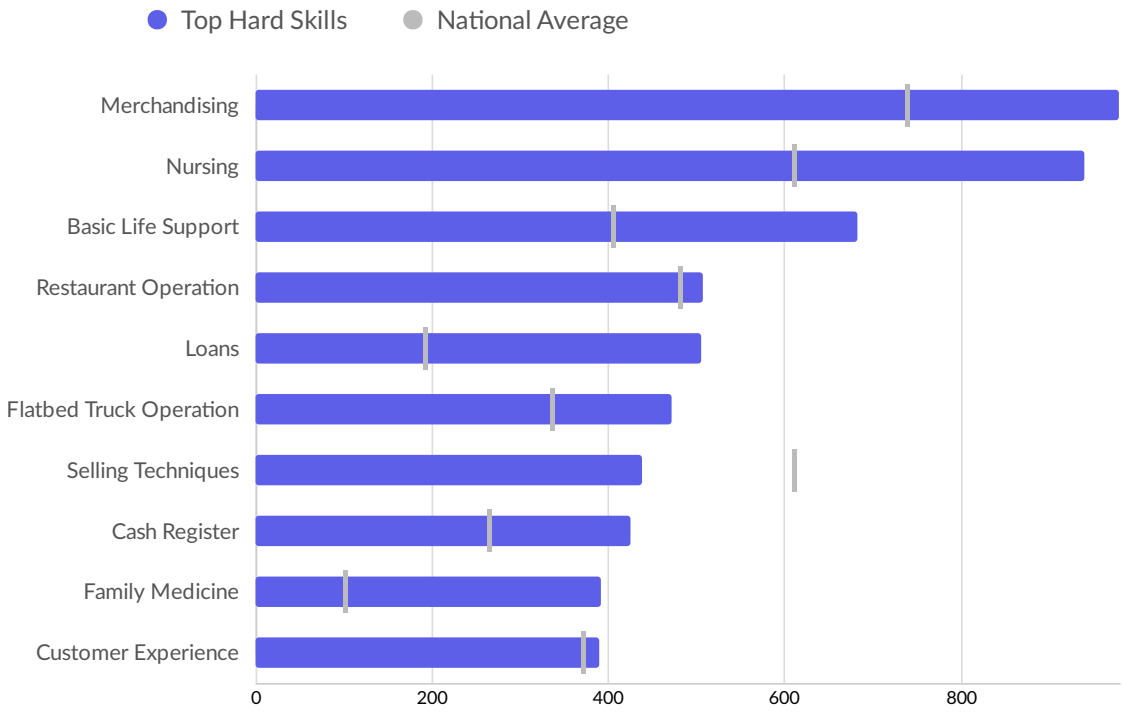
Underemployment

Largest Occupations



Educational Pipeline

In 2019, there were 518 graduates in Oneida County, WI. This pipeline has shrunk by 26% 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 (2019)	Graduate Trend (2015 - 2019)
Nicolet Area Technical College	518	

In-Demand Skills