

Oneida County, WI

North Central Wisconsin Regional Planning Commission



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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

35,572

Population (2020)

Population **grew by 269** over the last 5 years and is projected to **grow by 135** over the next 5 years.

18,184

Total Regional Employment

Jobs **decreased by 475** over the last 5 years but are projected to **grow by 151** over the next 5 years.

\$54.2K

Median Household Income (2018)

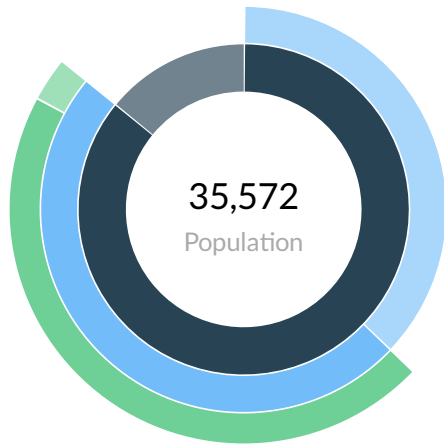
Median household income is **\$6.1K below** the national median household income of \$60.3K.

Takeaways

- As of 2020 the region's population **increased by 0.8%** since 2015, growing by 269. Population is expected to **increase by 0.4%** between 2020 and 2025, adding 135.
- From 2015 to 2020, jobs **declined by 2.5%** in Oneida County, WI from 18,659 to **18,184**. This change **fell short of the national growth rate of 6.2% by 8.7%**. As the number of jobs declined, the **labor force participation rate decreased from 61.5% to 56.8% between 2015 and 2020**.
- Concerning educational attainment, **16.5% of Oneida County, WI residents possess a Bachelor's Degree** (2.6% below the national average), and **10.7% hold an Associate's Degree** (2.5% above the national average).
- The top three industries in 2020 are Restaurants and Other Eating Places, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	35,572	17,344	18,184	100.2	\$1.69B	\$2.33B	\$1.96B
NCWRPC	440,000	225,585	227,348	99.4	\$22.76B	\$29.92B	\$28.79B
State	5,838,034	3,062,770	3,184,256	100.0	\$339.97B	\$308.33B	\$336.99B

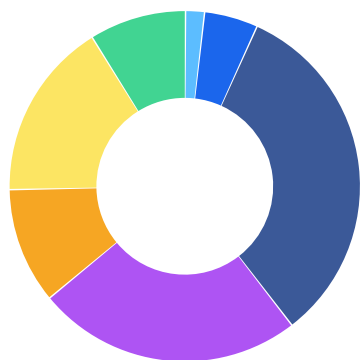
2020 Labor Force Breakdown



	Population
● Total Working Age Population	30,532
● Not in Labor Force (15+)	13,188
● Labor Force	17,344
● Employed	16,256
● Unemployed	1,088
● Under 15	5,040

Educational Attainment

Concerning educational attainment, **16.5% of Oneida County, WI residents possess a Bachelor's Degree** (2.6% below the national average), and **10.7% hold an Associate's Degree** (2.5% above the national average).

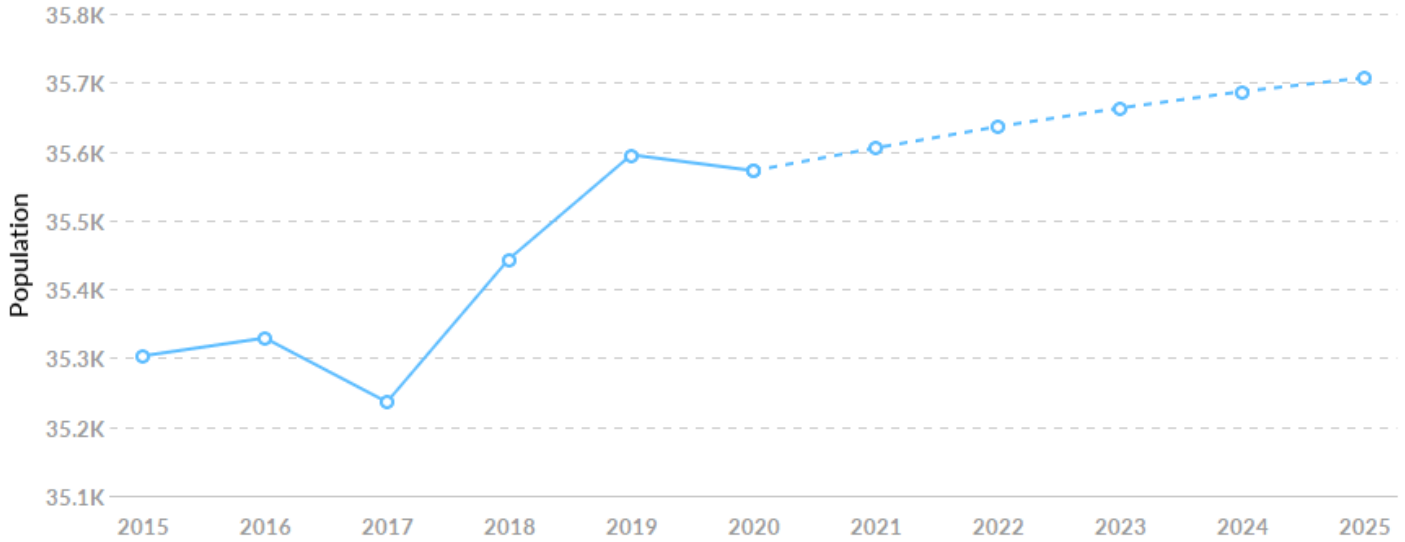


	% of Population	Population
● Less Than 9th Grade	1.7%	479
● 9th Grade to 12th Grade	4.9%	1,361
● High School Diploma	32.8%	9,013
● Some College	24.5%	6,724
● Associate's Degree	10.7%	2,937
● Bachelor's Degree	16.5%	4,524
● Graduate Degree and Higher	8.9%	2,454

Historic & Projected Trends

Population Trends

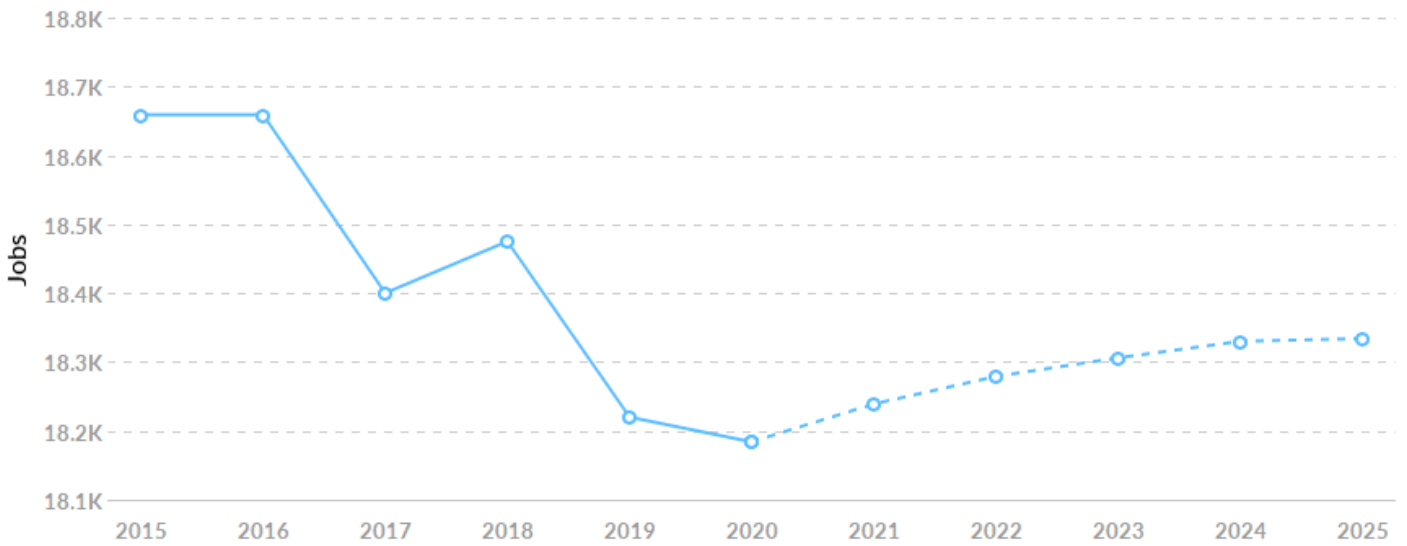
As of 2020 the region's population **increased by 0.8%** since 2015, growing by 269. Population is expected to **increase by 0.4%** between 2020 and 2025, adding 135.



Timeframe	Population
2015	35,303
2016	35,329
2017	35,236
2018	35,444
2019	35,595
2020	35,572
2021	35,605
2022	35,636
2023	35,663
2024	35,687
2025	35,707

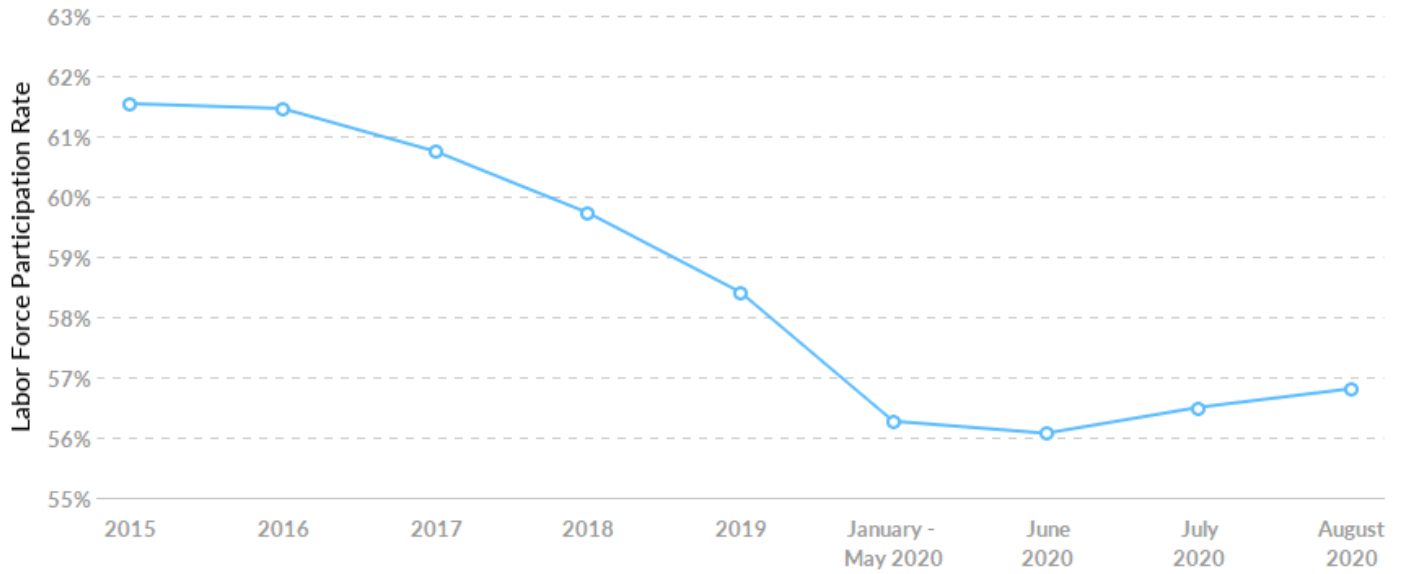
Job Trends

From 2015 to 2020, jobs declined by 2.5% in Oneida County, WI from 18,659 to **18,184**. This change fell short of the national growth rate of 6.2% by 8.7%.



Timeframe	Jobs
2015	18,659
2016	18,659
2017	18,400
2018	18,475
2019	18,220
2020	18,184
2021	18,239
2022	18,279
2023	18,306
2024	18,330
2025	18,334

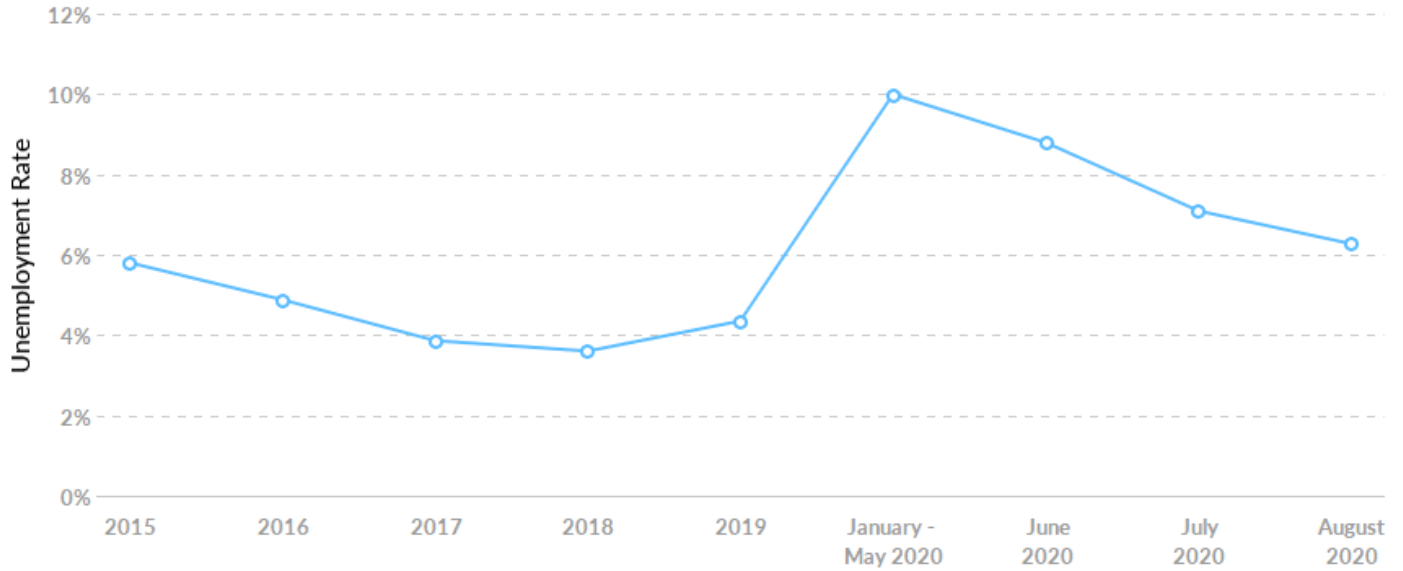
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	61.54%
2016	61.46%
2017	60.75%
2018	59.73%
2019	58.41%
January - May 2020	56.27%
June 2020	56.07%
July 2020	56.50%
August 2020	56.81%

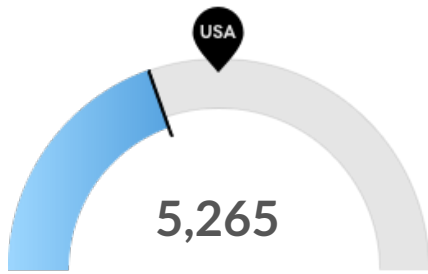
Unemployment Rate Trends

Oneida County, WI had an August 2020 unemployment rate of 6.27%, **increasing from 5.80% 5 years before.**



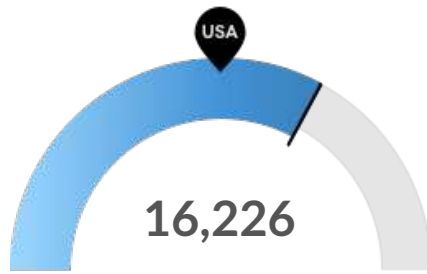
Timeframe	Unemployment Rate
2015	5.80%
2016	4.88%
2017	3.86%
2018	3.60%
2019	4.35%
January - May 2020	9.99%
June 2020	8.79%
July 2020	7.09%
August 2020	6.27%

Population Characteristics



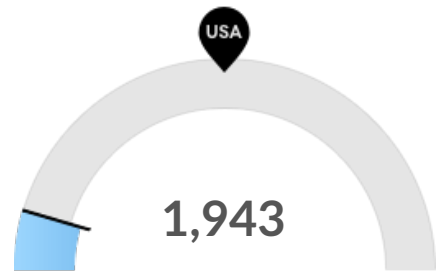
Millennials

Oneida County, WI has 5,265 millennials (ages 25-39). The national average for an area this size is 7,339.



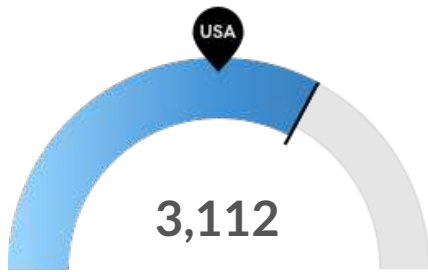
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 10,465 people 55 or older, while there are 16,226 here.



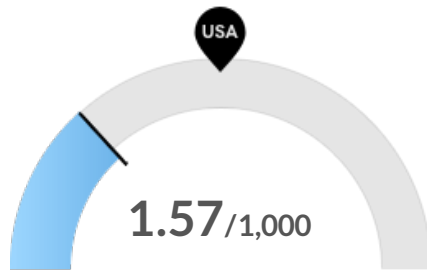
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 14,198 racially diverse people, while there are 1,943 here.



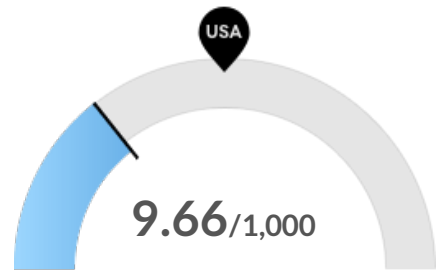
Veterans

Oneida County, WI has 3,112 veterans. The national average for an area this size is 2,019.



Violent Crime

Oneida County, WI has 1.57 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

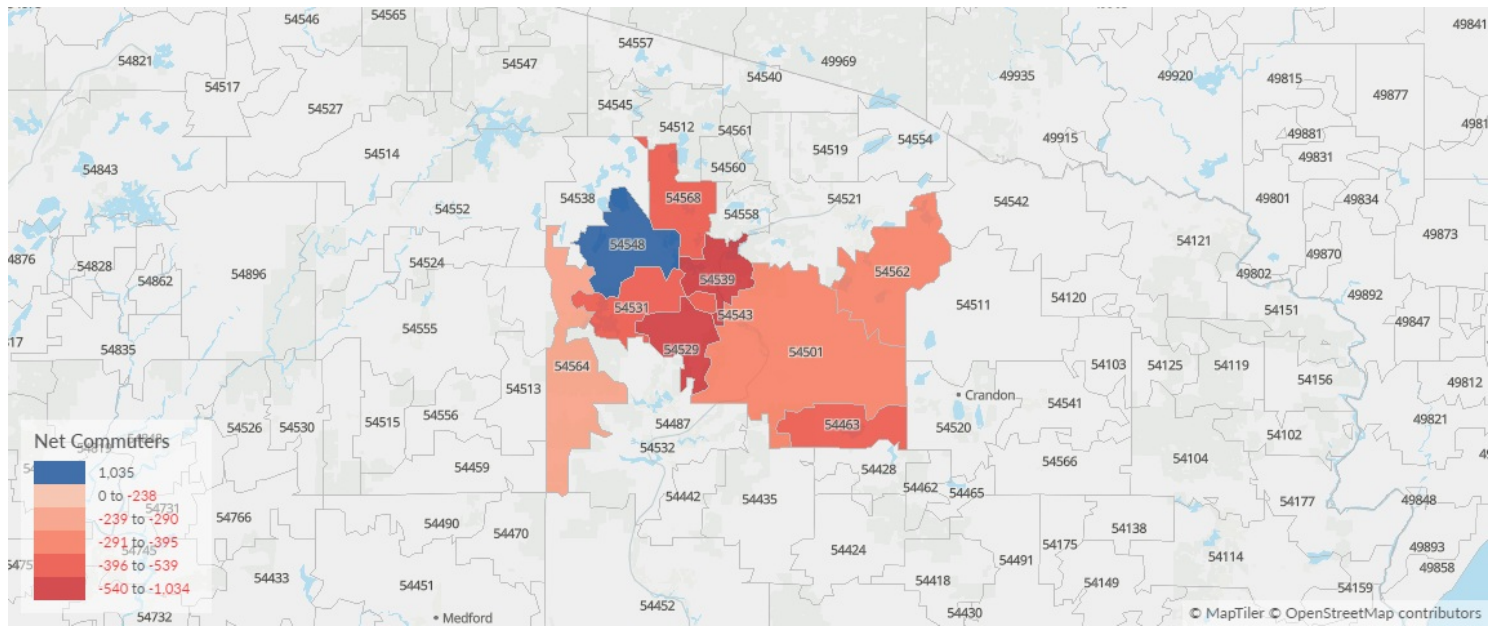


Property Crime

Oneida County, WI has 9.66 property crimes per 1,000 people. The national rate is 19.79 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

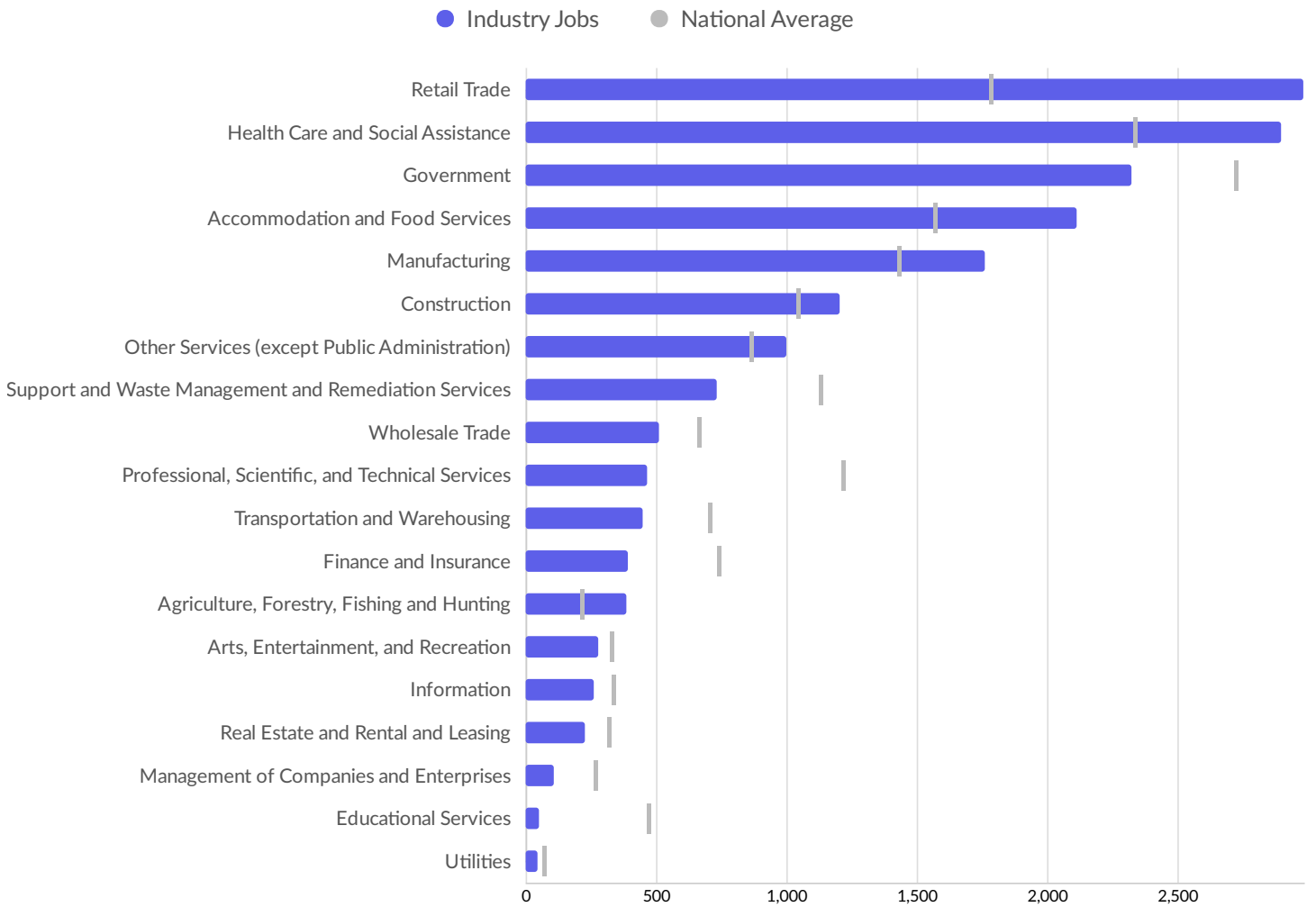
ZIP	Name	2020 Employment
54501	Rhineland, WI (in Oneida County)	10,735
54548	Minocqua, WI (in Oneida County)	3,728
54568	Woodruff, WI (in Oneida County)	2,310
54562	Three Lakes, WI (in Oneida County)	736
54531	Hazelhurst, WI (in Oneida County)	230

Where Talent Lives

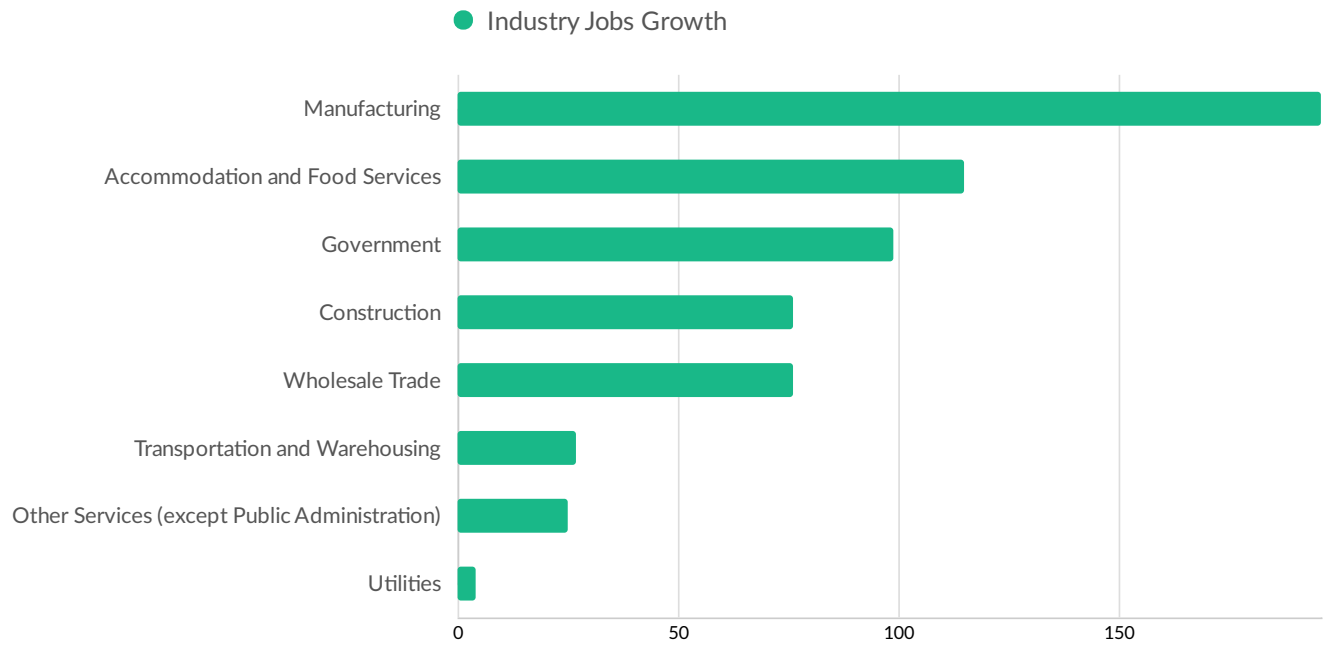
ZIP	Name	2020 Workers
54501	Rhineland, WI (in Oneida County)	11,065
54568	Woodruff, WI (in Oneida County)	2,755
54548	Minocqua, WI (in Oneida County)	2,692
54562	Three Lakes, WI (in Oneida County)	1,027
54539	Lake Tomahawk, WI (in Oneida County)	740

Industry Characteristics

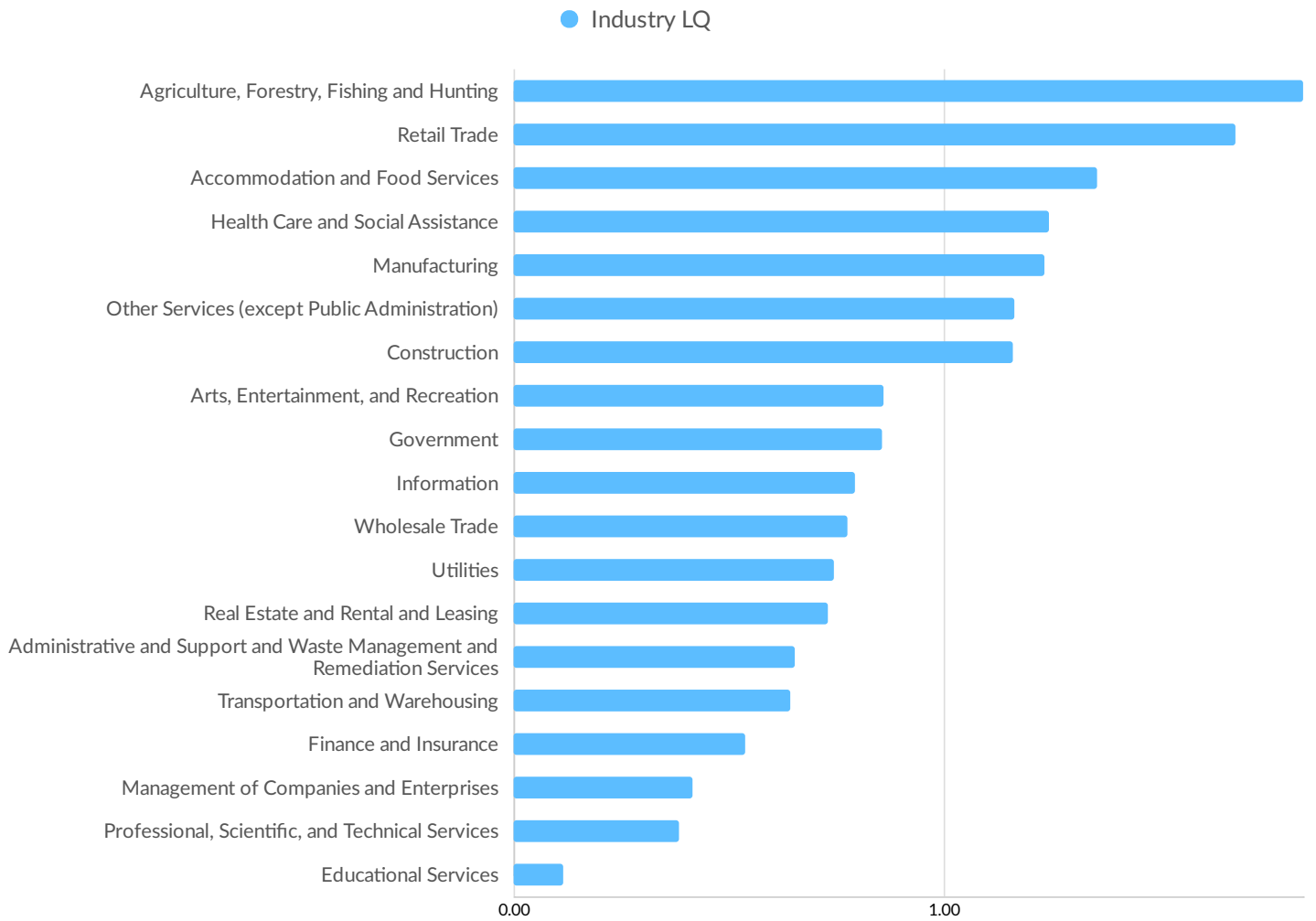
Largest Industries



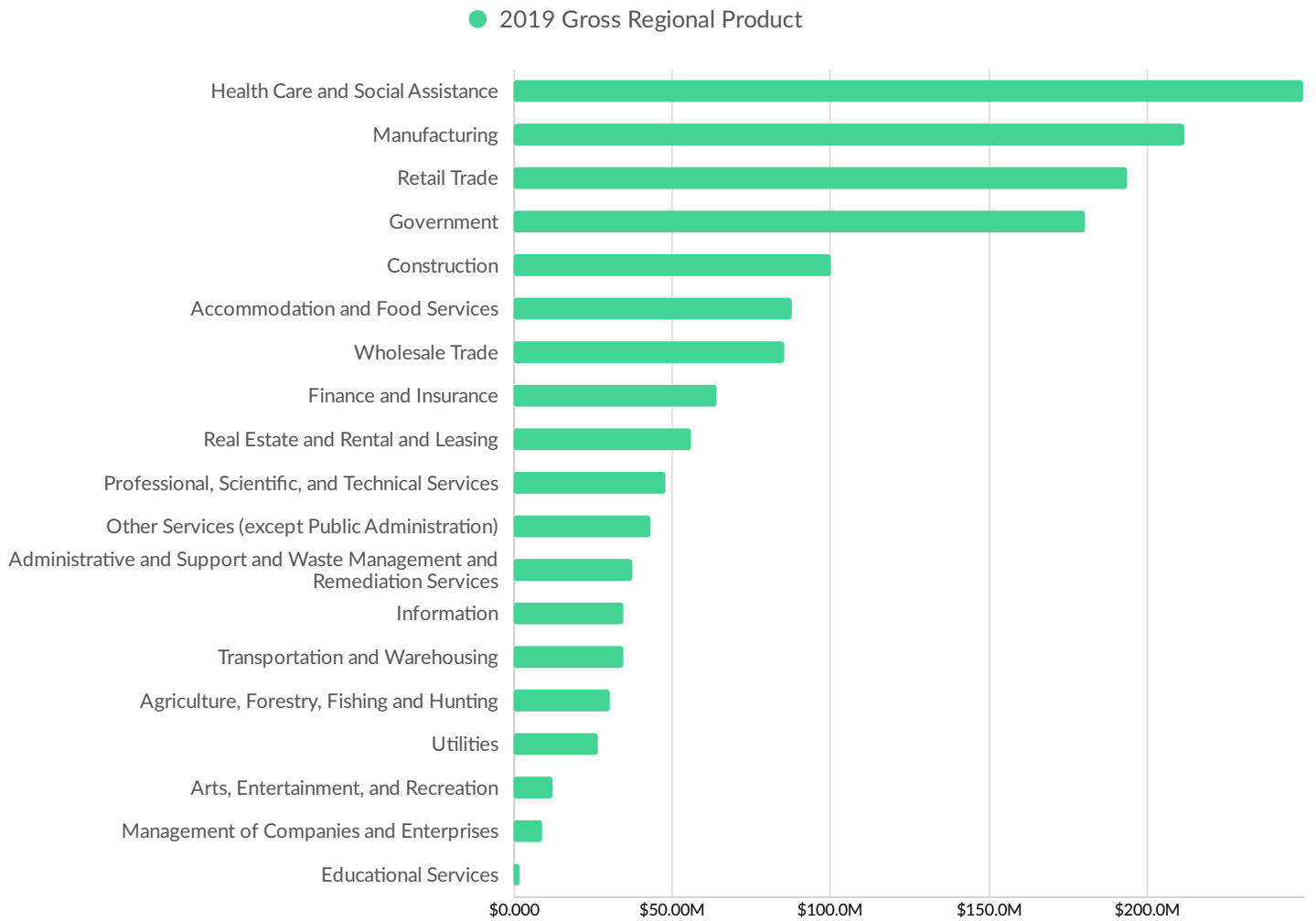
Top Growing Industries



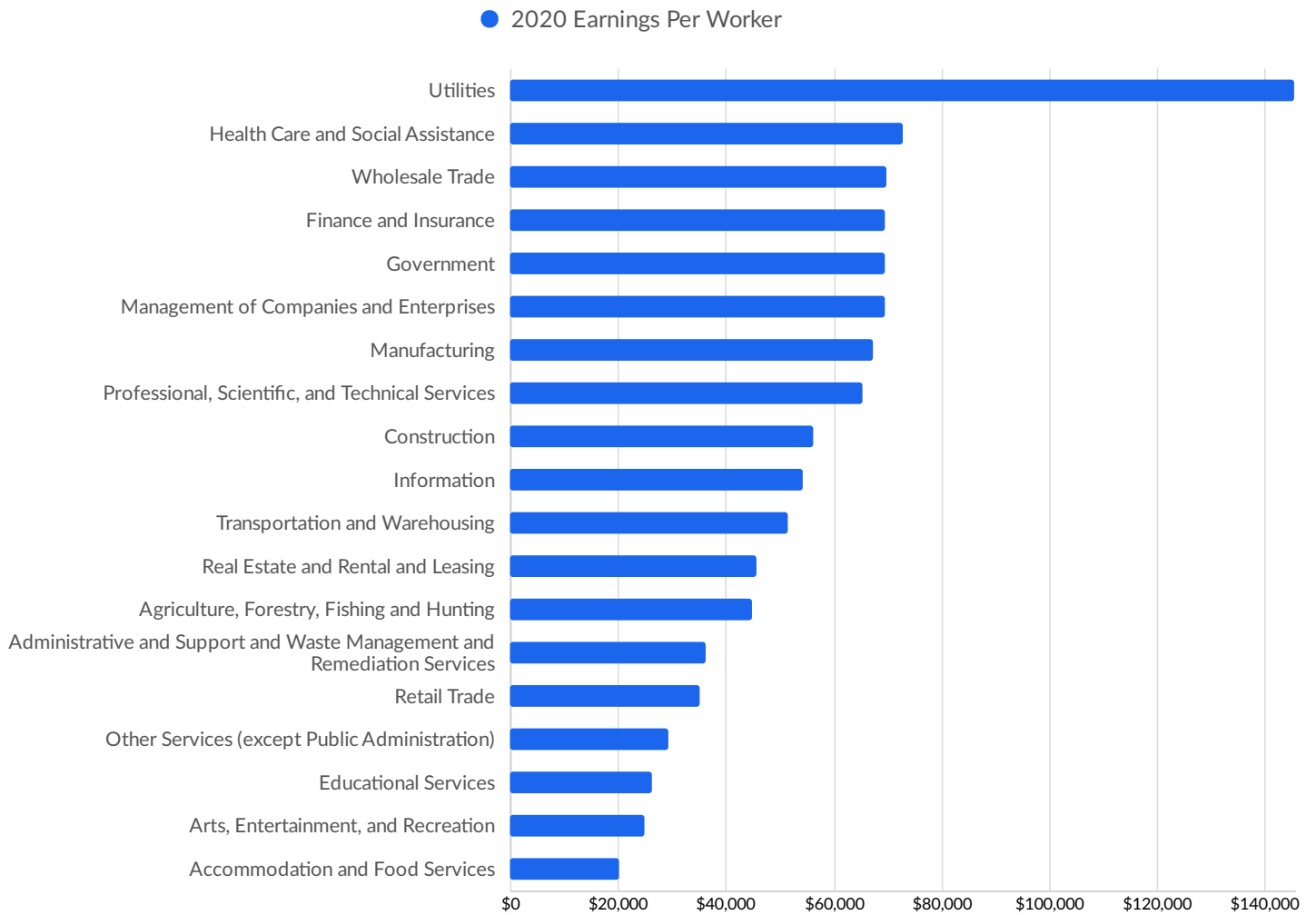
Top Industry LQ



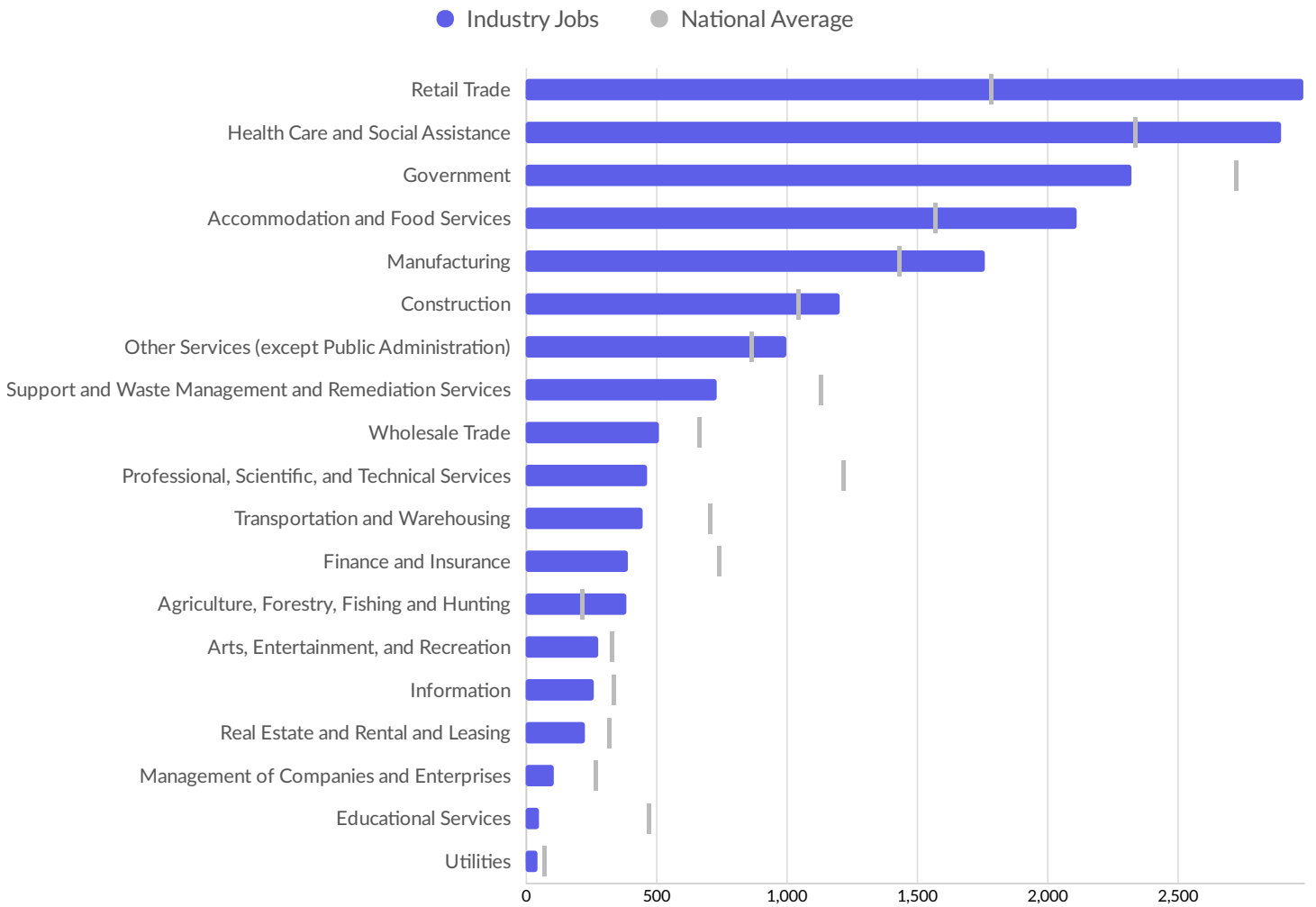
Top Industry GRP



Top Industry Earnings













Largest Industries



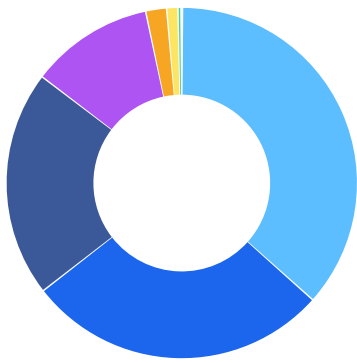
Business Characteristics

2,446 Companies Employ Your Workers

Online profiles for your workers mention 2,446 companies as employers, with the top 10 appearing below. In the last 12 months, 923 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 	Marshfield Clinic	488 
Nicolet Area Technical College	86 	Ascension	355 
State of Wisconsin	78 	Platinum Supplemental Insuranc...	181 
Marshfield Clinic	76 	The Home Depot	105 
The Howard Young Medical Cen...	50 	Wheaton Franciscan Services, In...	105 
St. Mary's Hospital, Inc.	49 	CompHealth, Inc.	94 
Wal-Mart, Inc.	42 	Wal-Mart, Inc.	87 
Foster and Smith, Inc.	41 	CRST International, Inc.	75 
School District of Rhinelander	39 	Roehl Transport, Inc.	66 
Expera Specialty Solutions, LLC	38 	COMPASS GROUP PLC	63 

Business Size

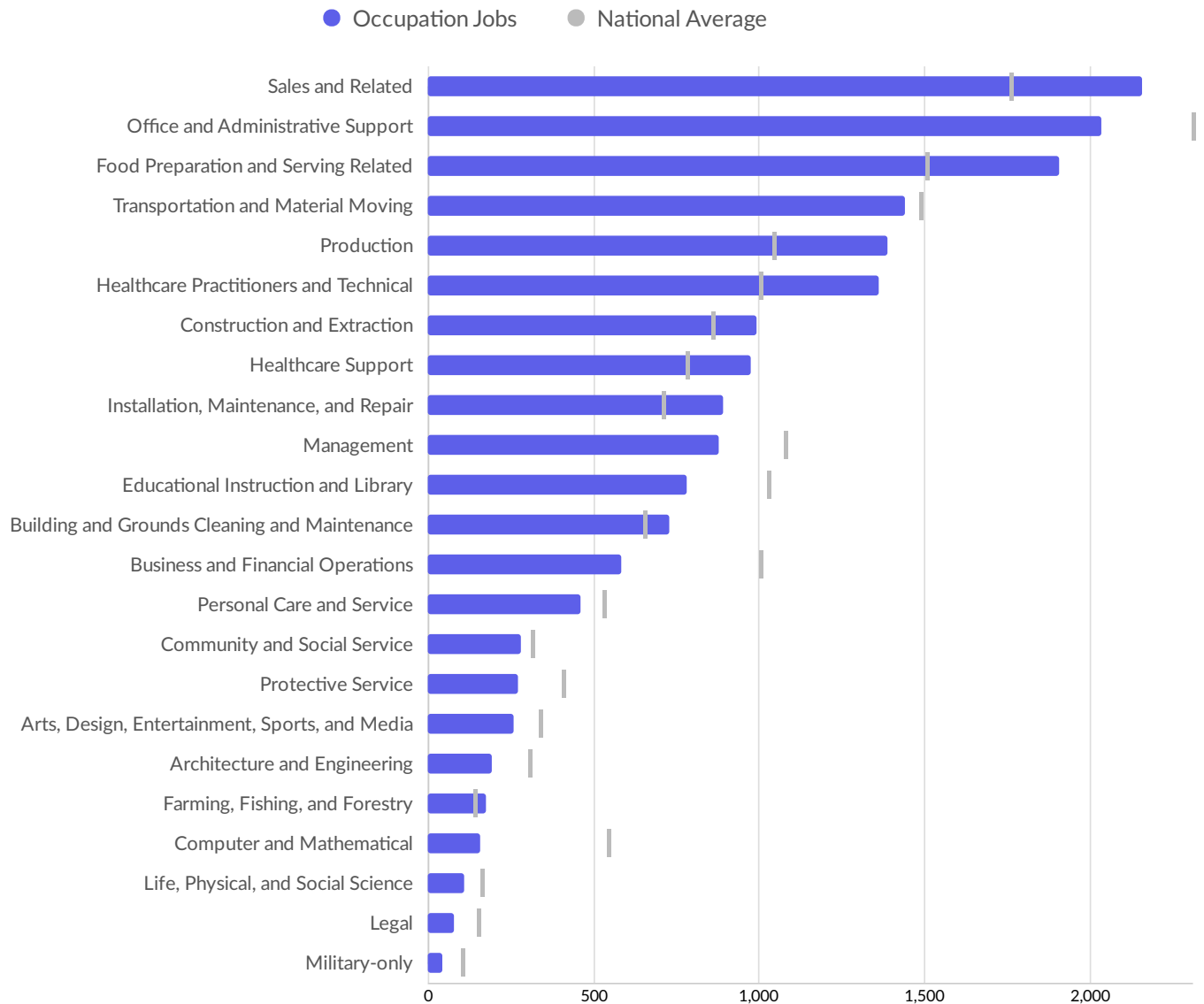


	Percentage	Business Count
1 to 4 employees	36.5%	779
5 to 9 employees	27.9%	595
10 to 19 employees	20.9%	445
20 to 49 employees	11.3%	242
50 to 99 employees	1.9%	41
100 to 249 employees	1.0%	22
250 to 499 employees	0.3%	6
500+ employees	0.1%	3

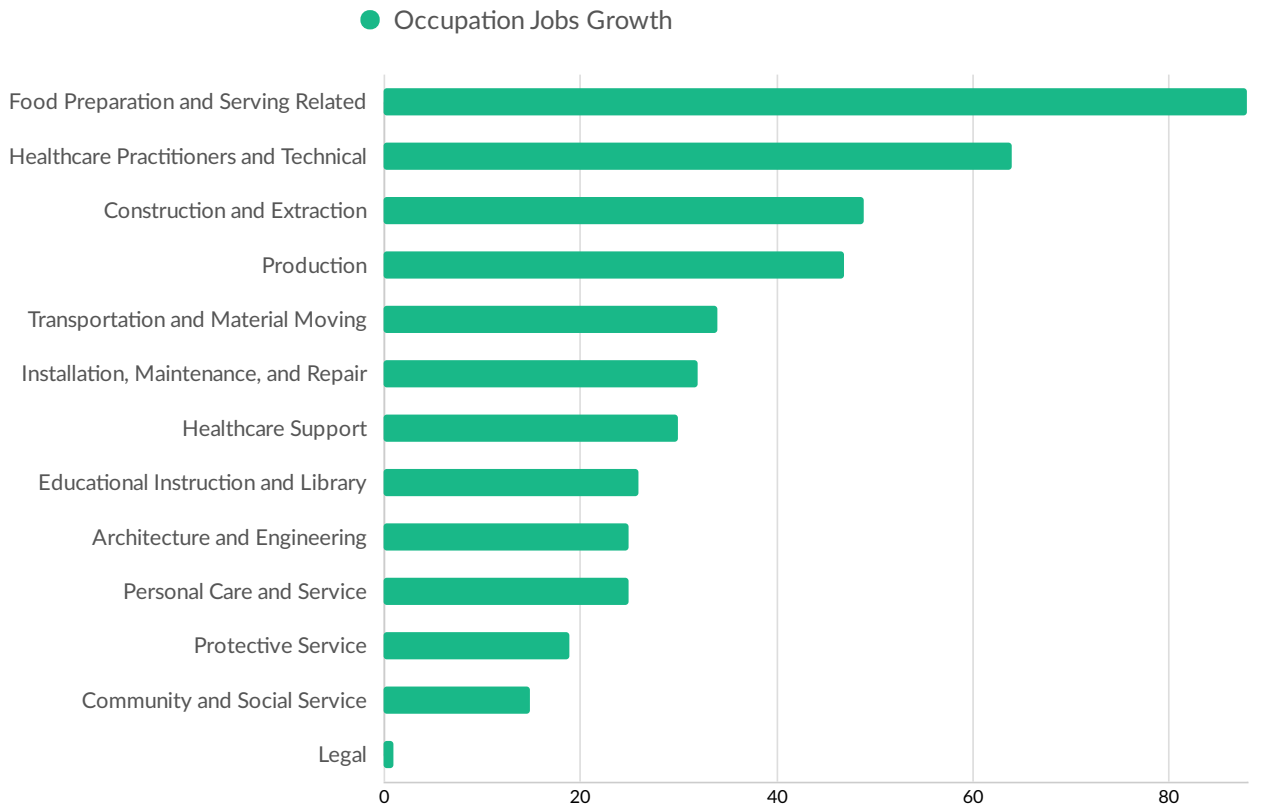
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

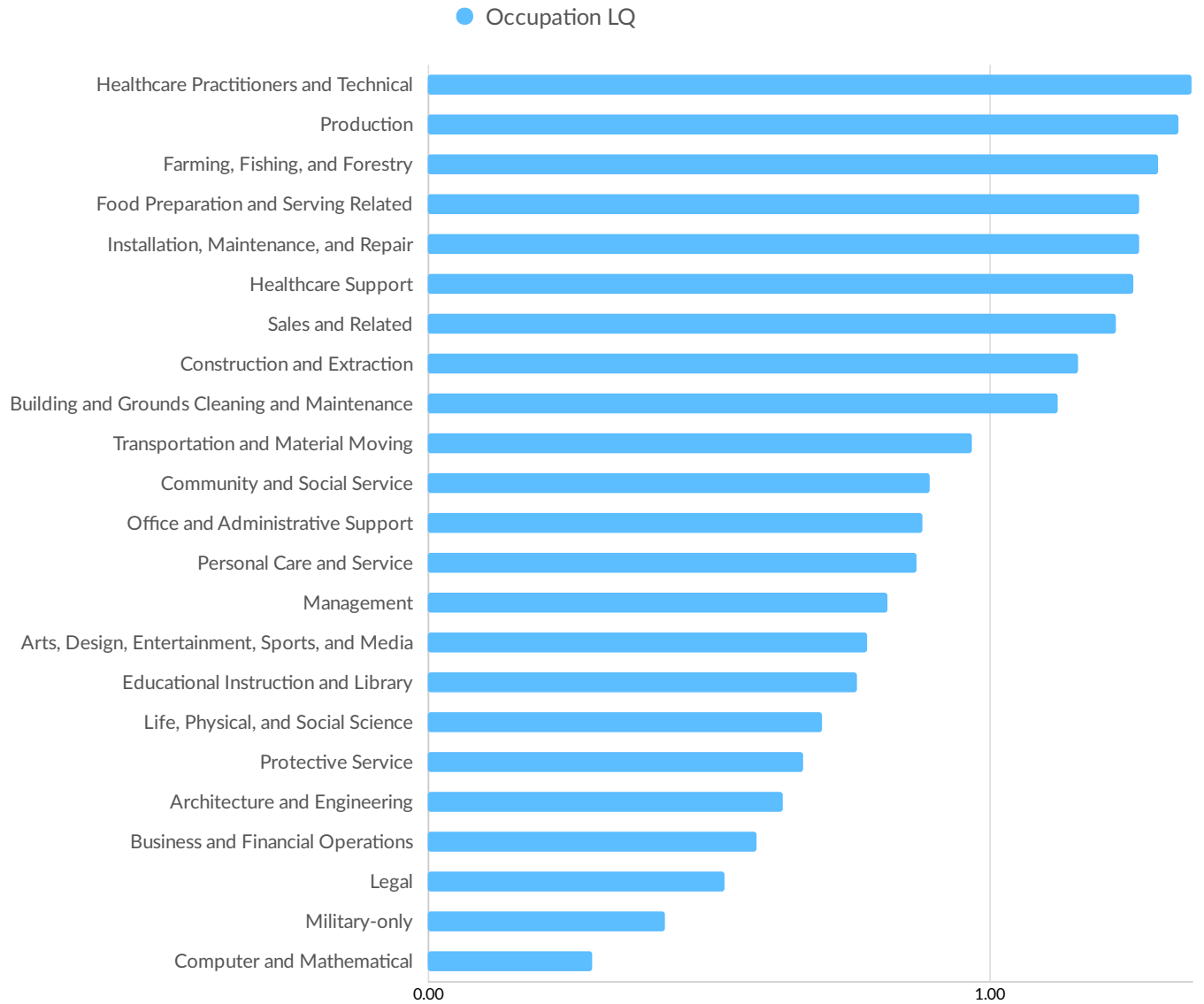
Largest Occupations



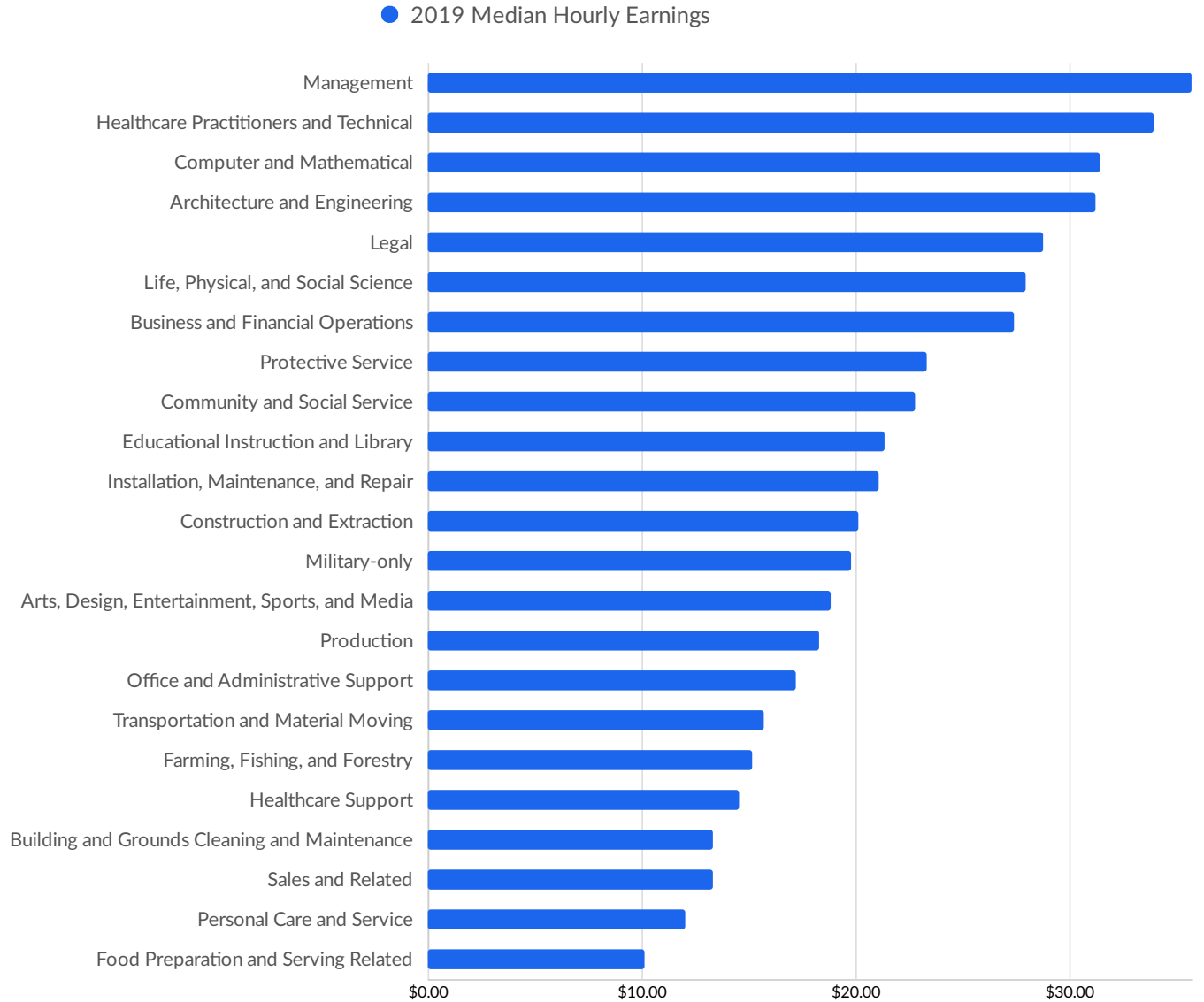
Top Growing Occupations



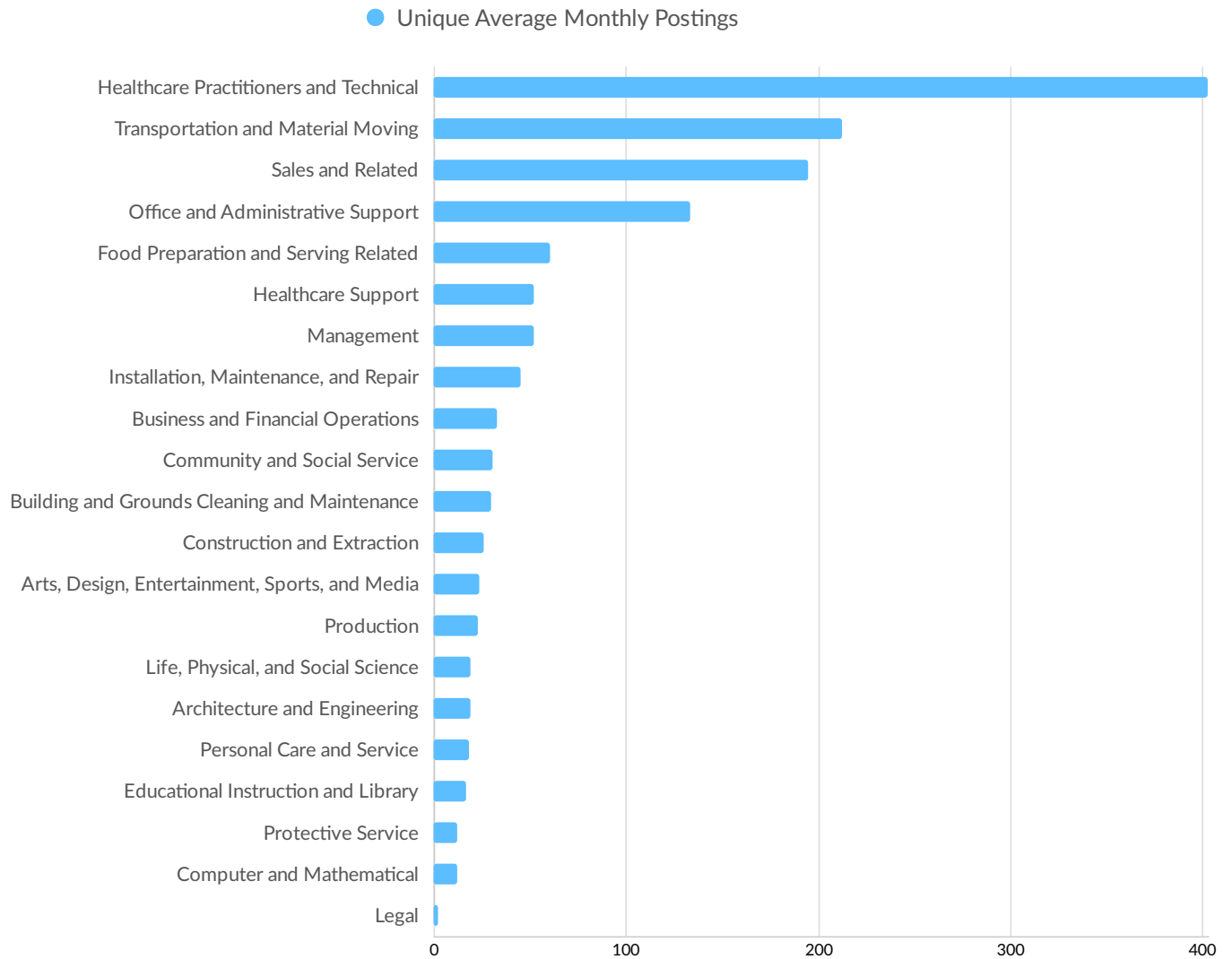
Top Occupation LQ



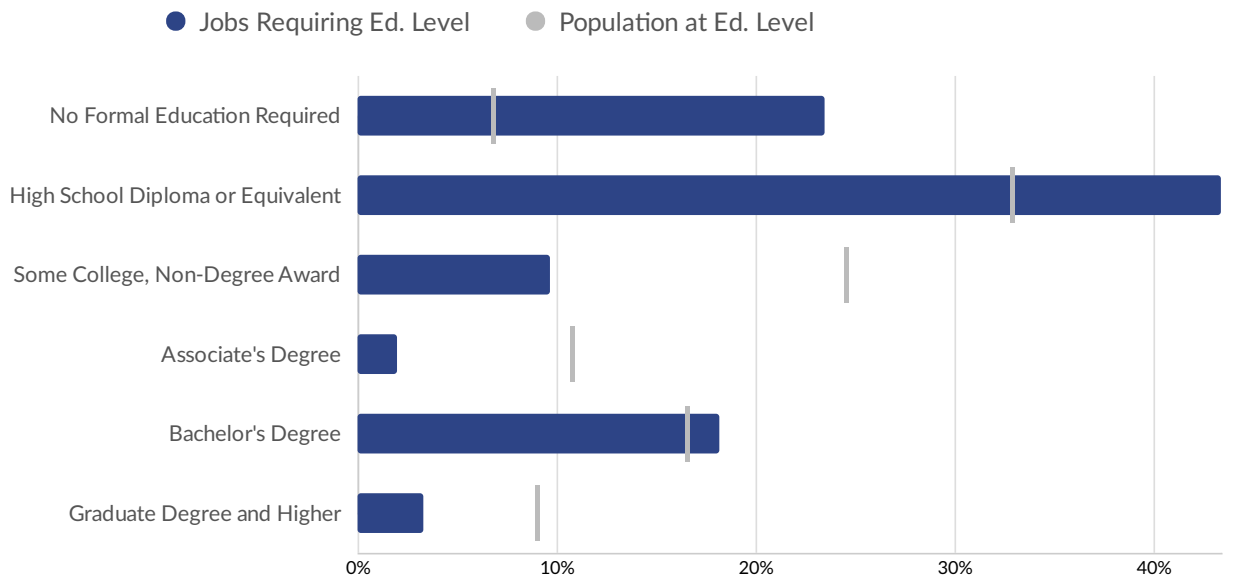
Top Occupation Earnings



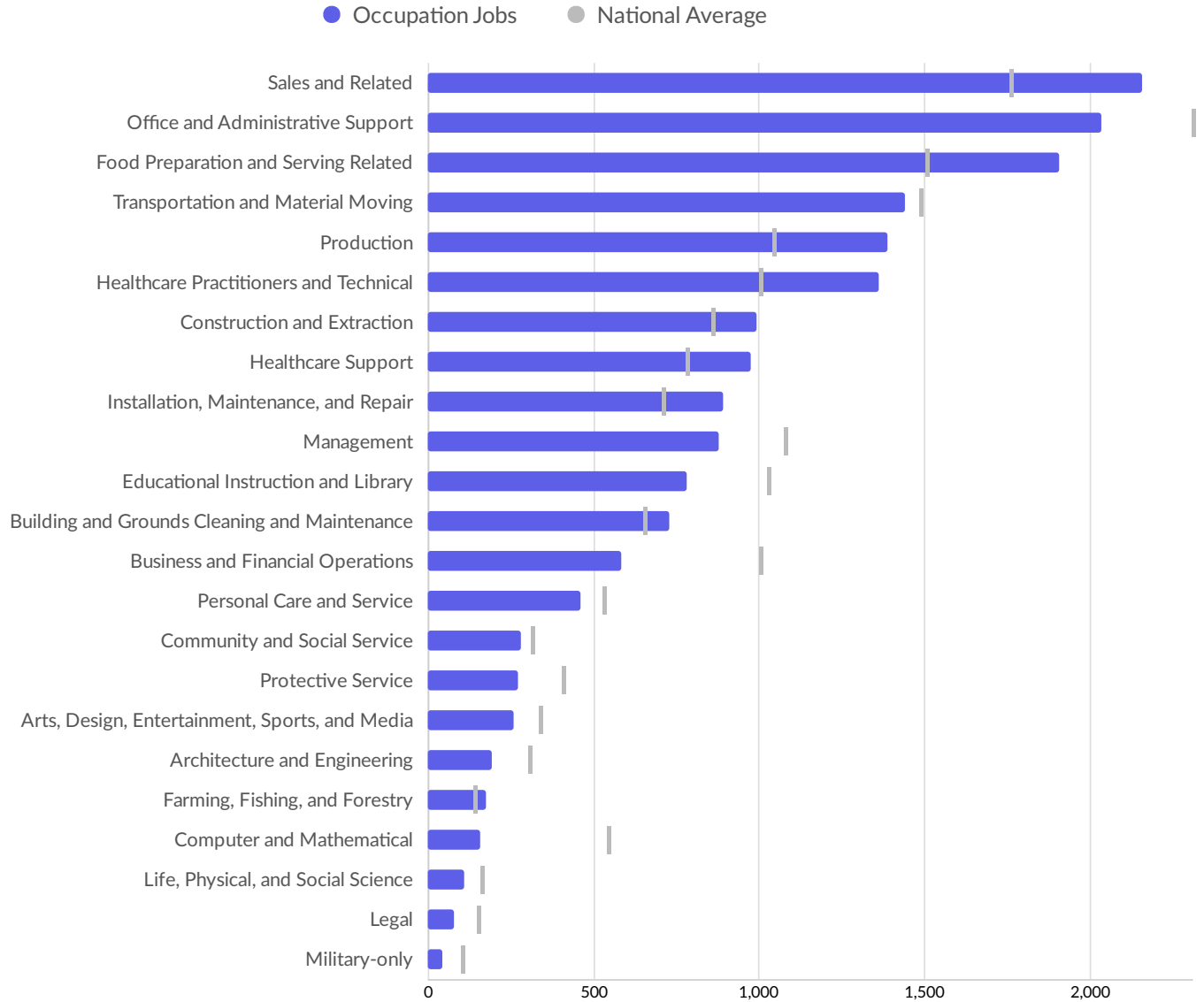
Top Posted Occupations



Underemployment

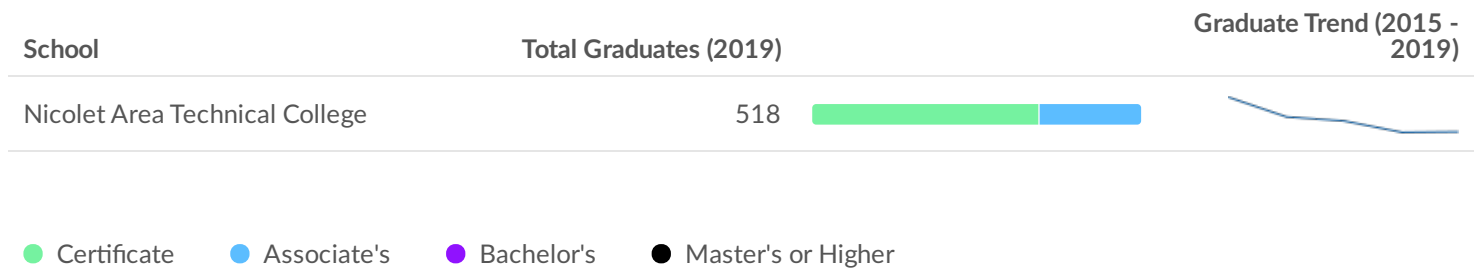


Largest Occupations



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.



In-Demand Skills

