Oneida County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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Wausau, Wisconsin 54403

Contents

Report Parameters 1
Economy Overview 2
Unemployment by Demographics 4
Historic & Projected Trends 8
Population Characteristics 12
Inbound and Outbound Migration 14
Industry Characteristics 21
Business Characteristics 27
Workforce Characteristics 29
Educational Pipeline 36
In-Demand Skills 37

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

35,635

Population (2020)

Population **grew by 332** over the last 5 years and is projected to **grow by 119** over the next 5 years.

17,842

Total Regional Employment

Jobs **decreased by 975** over the last 5 years but are projected to **grow by 102** over the next 5 years.

$56.9K

Median Household Income (2019)

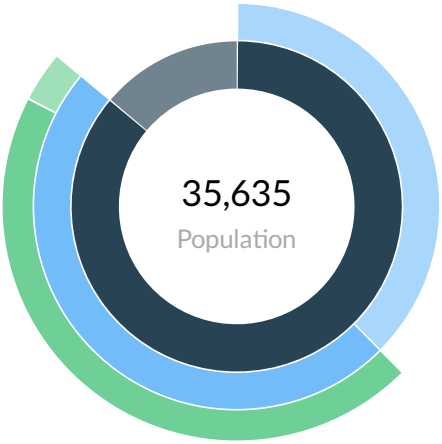
Median household income is **$6.0K below** the national median household income of $62.8K.

Takeaways

- As of 2020 the region's population **increased by 0.9%** since 2015, growing by 332. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 119.
- From 2015 to 2020, jobs **declined by 5.2%** in Oneida County, WI from 18,818 to **17,842**. This change **fell short of the national growth rate of 3.1% by 8.3%**. As the number of jobs declined, the **labor force participation rate decreased from 60.3% to 56.5% between 2015 and 2020**.
- Concerning educational attainment, **17.8% of Oneida County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **11.8% hold an Associate's Degree** (3.2% 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	35,635	17,320	17,842	100.2	$1.65B	$2.41B	$2.04B
NCWRPC	440,608	224,830	222,893	99.4	$21.99B	$30.45B	$28.78B
Wisconsin	5,844,919	3,094,138	3,117,826	100.0	$333.28B	$320.20B	$341.40B

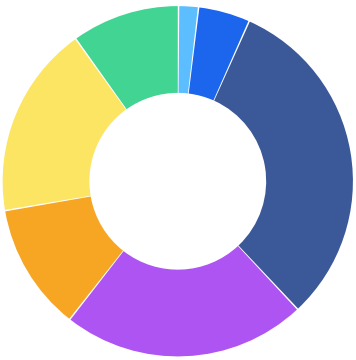
2020 Labor Force Breakdown



	Population
Total Working Age Population	30,661
Not in Labor Force (15+)	13,341
Labor Force	17,320
Employed	16,065
Unemployed	1,255
Under 15	4,974

Educational Attainment

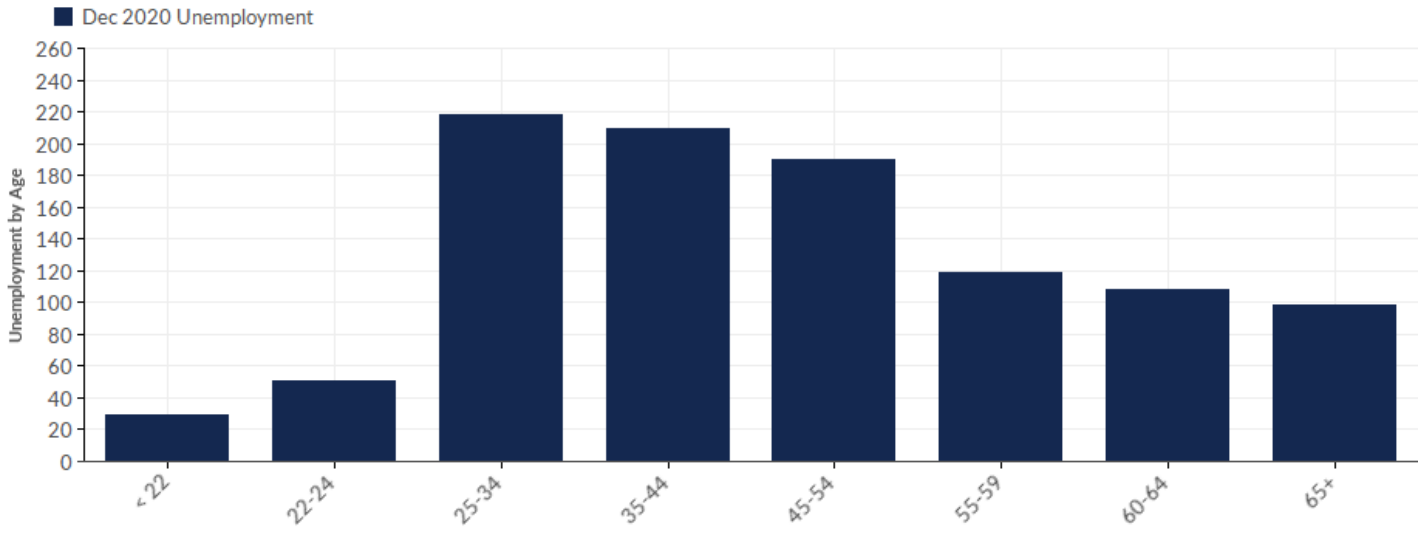
Concerning educational attainment, **17.8% of Oneida County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **11.8% hold an Associate's Degree** (3.2% above the national average).



	% of Population	Population
Less Than 9th Grade	1.8%	504
9th Grade to 12th Grade	4.8%	1,317
High School Diploma	31.3%	8,636
Some College	22.5%	6,211
Associate's Degree	11.8%	3,238
Bachelor's Degree	17.8%	4,903
Graduate Degree and Higher	10.0%	2,745

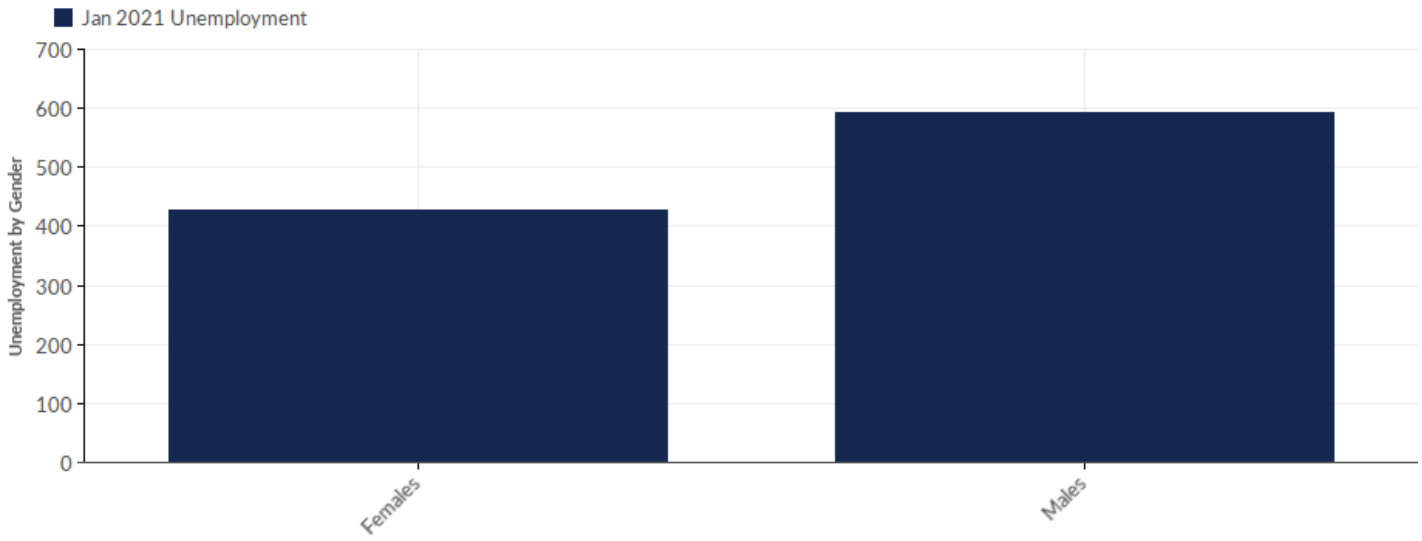
Unemployment by Demographics

Unemployment by Age



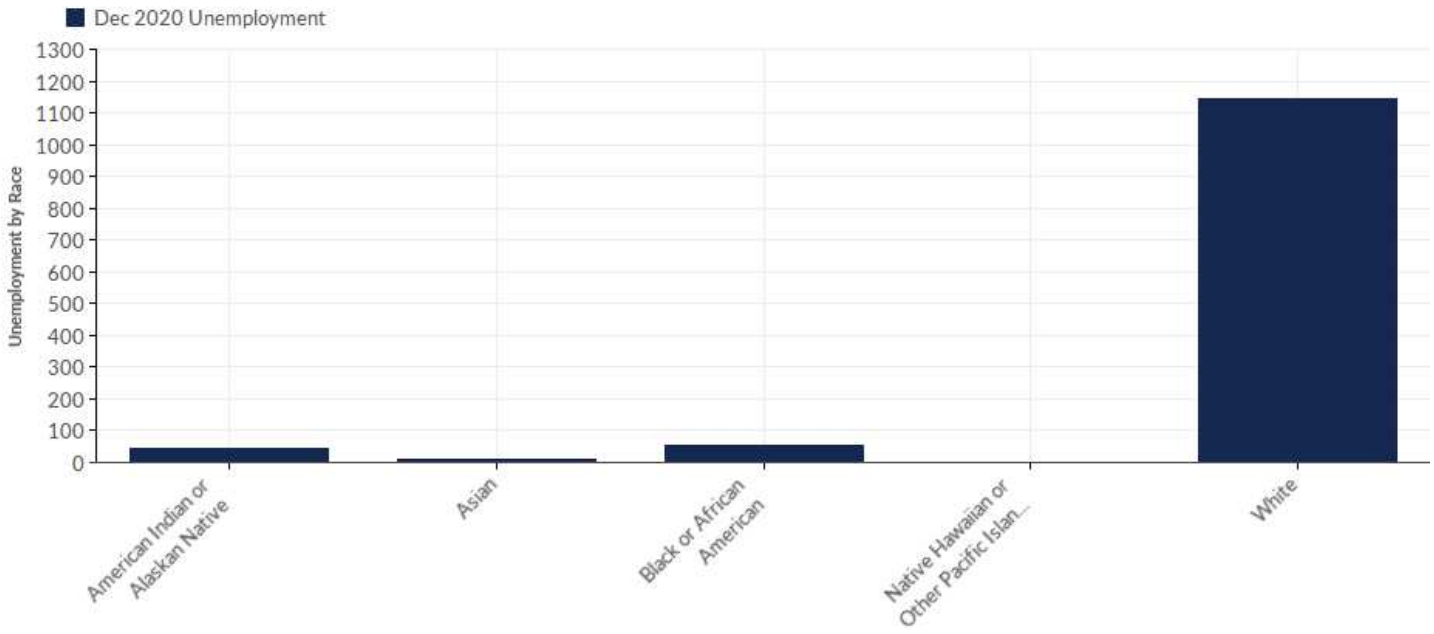
Age	Unemployment (Dec 2020)	% of Age Cohort
< 22	29	2.84%
22-24	51	4.99%
25-34	218	21.33%
35-44	209	20.45%
45-54	190	18.59%
55-59	119	11.64%
60-64	108	10.57%
65+	98	9.59%
Total	1,022	100.00%

Unemployment by Gender



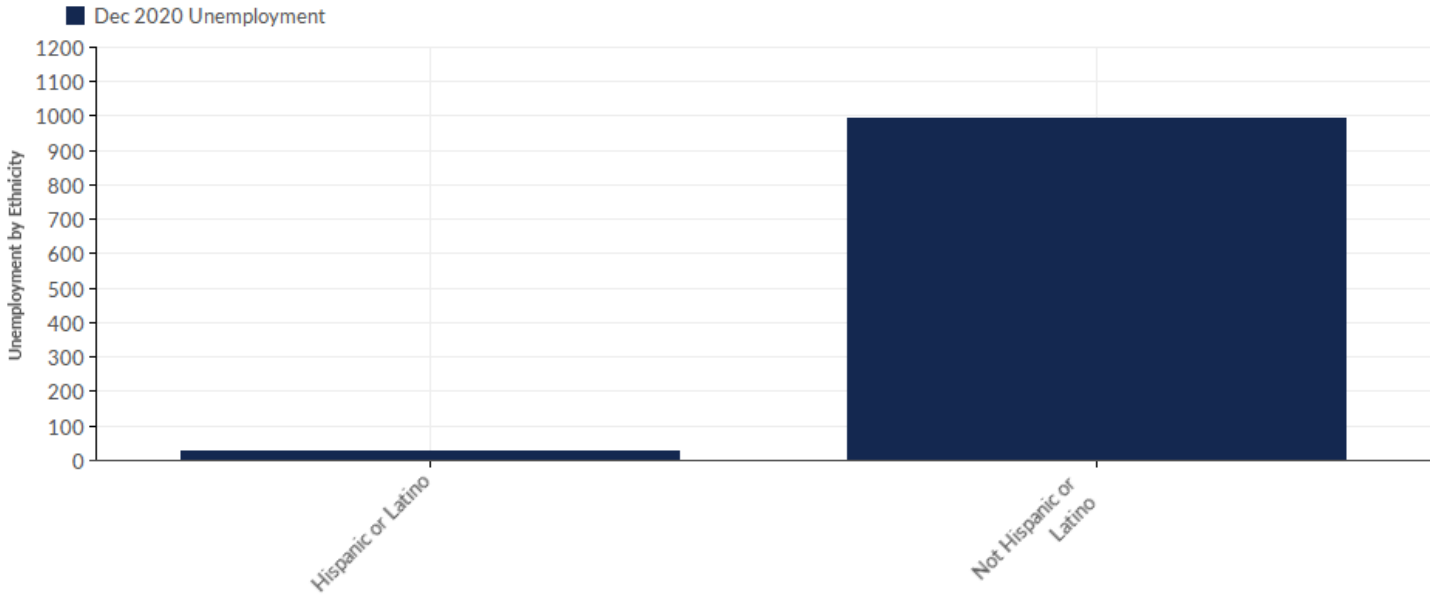
Gender		Unemployment (Jan 2021)	% of Age Cohort
Females		429	41.98%
Males		593	58.02%
	Total	1,022	100.00%

Unemployment by Race



Race	Unemployment (Dec 2020)	% of Age Cohort
American Indian or Alaskan Native	42	3.35%
Asian	11	0.88%
Black or African American	55	4.38%
Native Hawaiian or Other Pacific Islander	1	0.08%
White	1,146	91.31%
Total	1,255	100.00%

Unemployment by Ethnicity

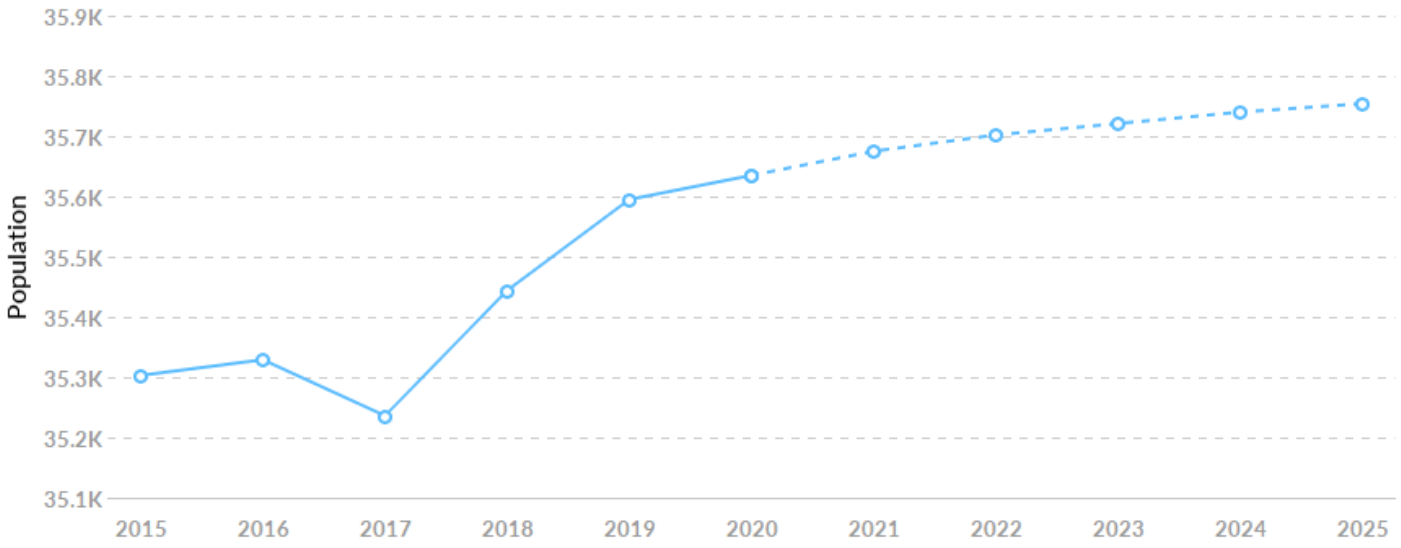


Ethnicity		Unemployment (Dec 2020)	% of Age Cohort
Hispanic or Latino		29	2.84%
Not Hispanic or Latino		993	97.16%
	Total	1,022	100.00%

Historic & Projected Trends

Population Trends

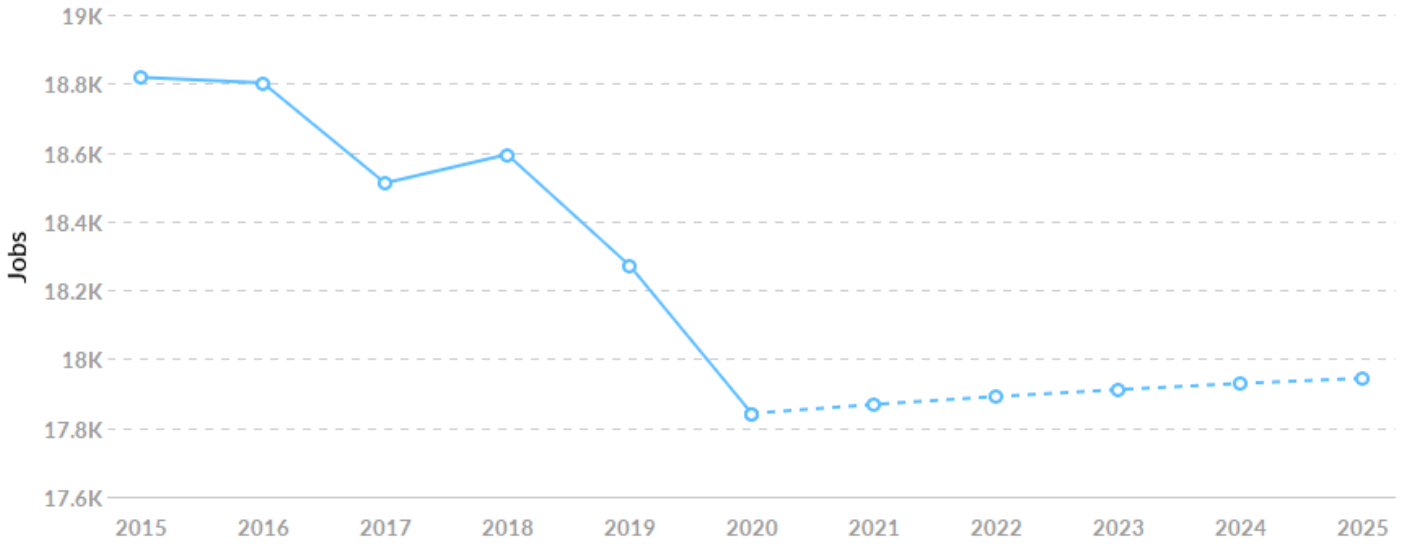
As of 2020 the region's population **increased by 0.9%** since 2015, growing by 332. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 119.



Timeframe	Population
2015	35,303
2016	35,329
2017	35,236
2018	35,444
2019	35,595
2020	35,635
2021	35,675
2022	35,702
2023	35,721
2024	35,740
2025	35,754

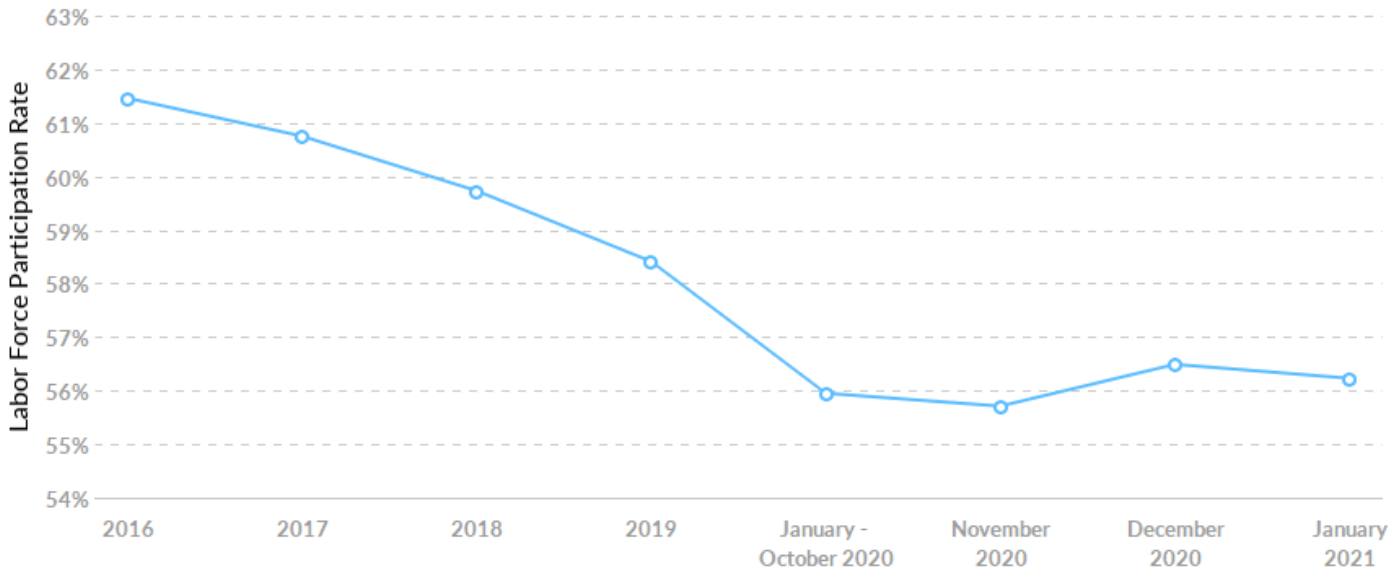
Job Trends

From 2015 to 2020, jobs **declined by 5.2%** in Oneida County, WI from 18,818 to **17,842**. This change **fell short of the national growth rate of 3.1% by 8.3%**.



Timeframe	Jobs
2015	18,818
2016	18,802
2017	18,511
2018	18,594
2019	18,272
2020	17,842
2021	17,868
2022	17,891
2023	17,911
2024	17,929
2025	17,944

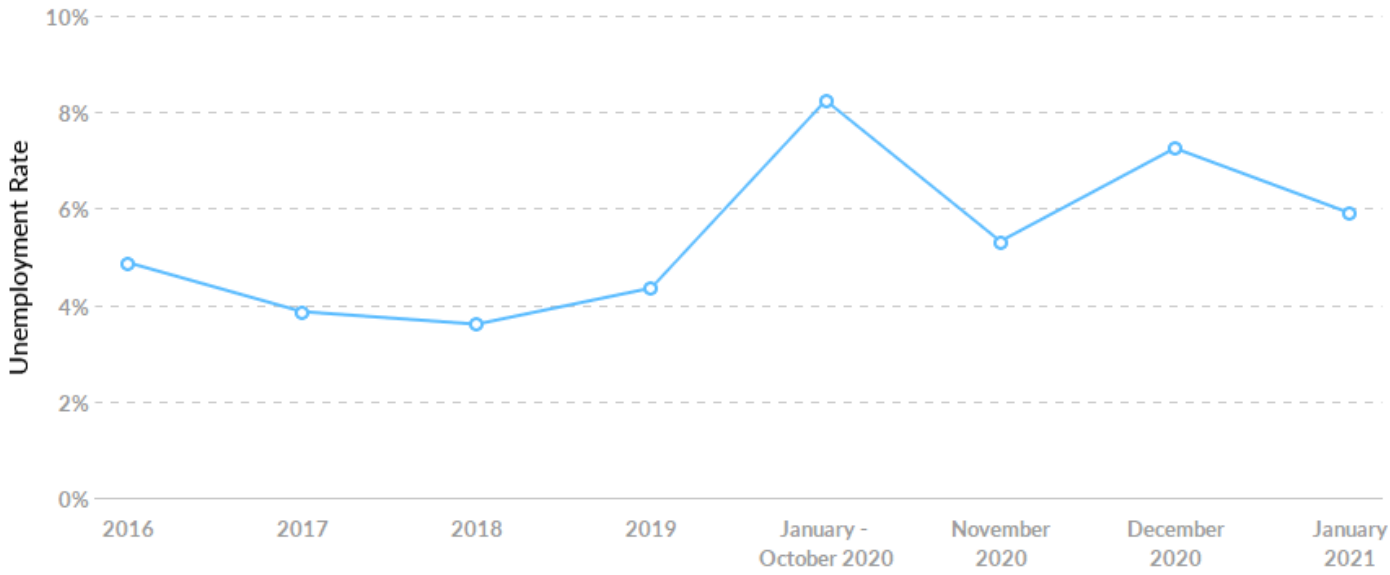
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	61.46%
2017	60.75%
2018	59.73%
2019	58.41%
January - October 2020	55.95%
November 2020	55.71%
December 2020	56.49%
January 2021	56.23%

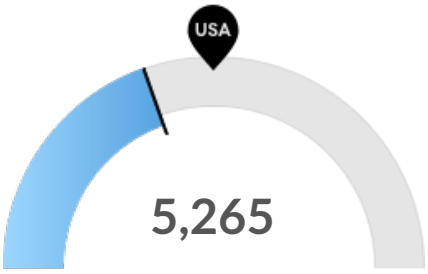
Unemployment Rate Trends

Oneida County, WI had a January 2021 unemployment rate of 5.91%, **increasing from 4.88%** 5 years before.



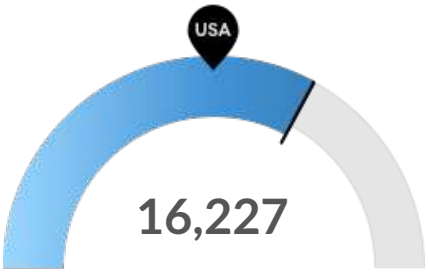
Timeframe	Unemployment Rate
2016	4.88%
2017	3.86%
2018	3.60%
2019	4.35%
January - October 2020	8.24%
November 2020	5.32%
December 2020	7.25%
January 2021	5.91%

Population Characteristics



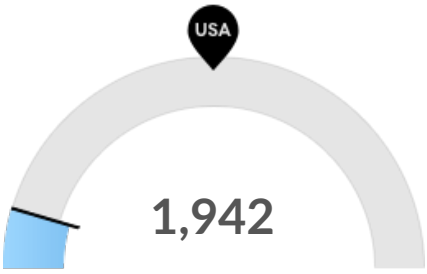
Millennials

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



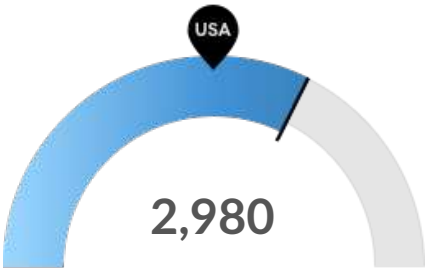
Retiring Soon

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 16,227 here.



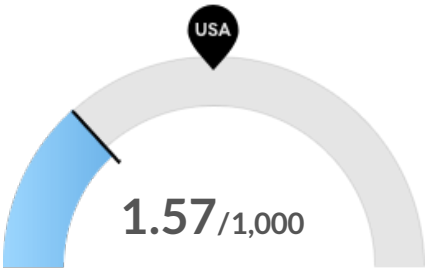
Racial Diversity

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 1,942 here.



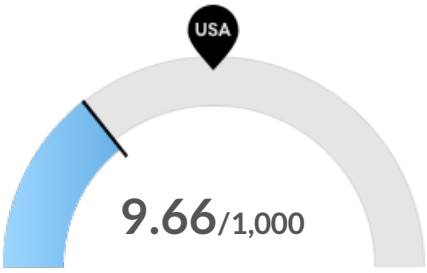
Veterans

Oneida County, WI has 2,980 veterans. The national average for an area this size is 1,977.



Violent Crime

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

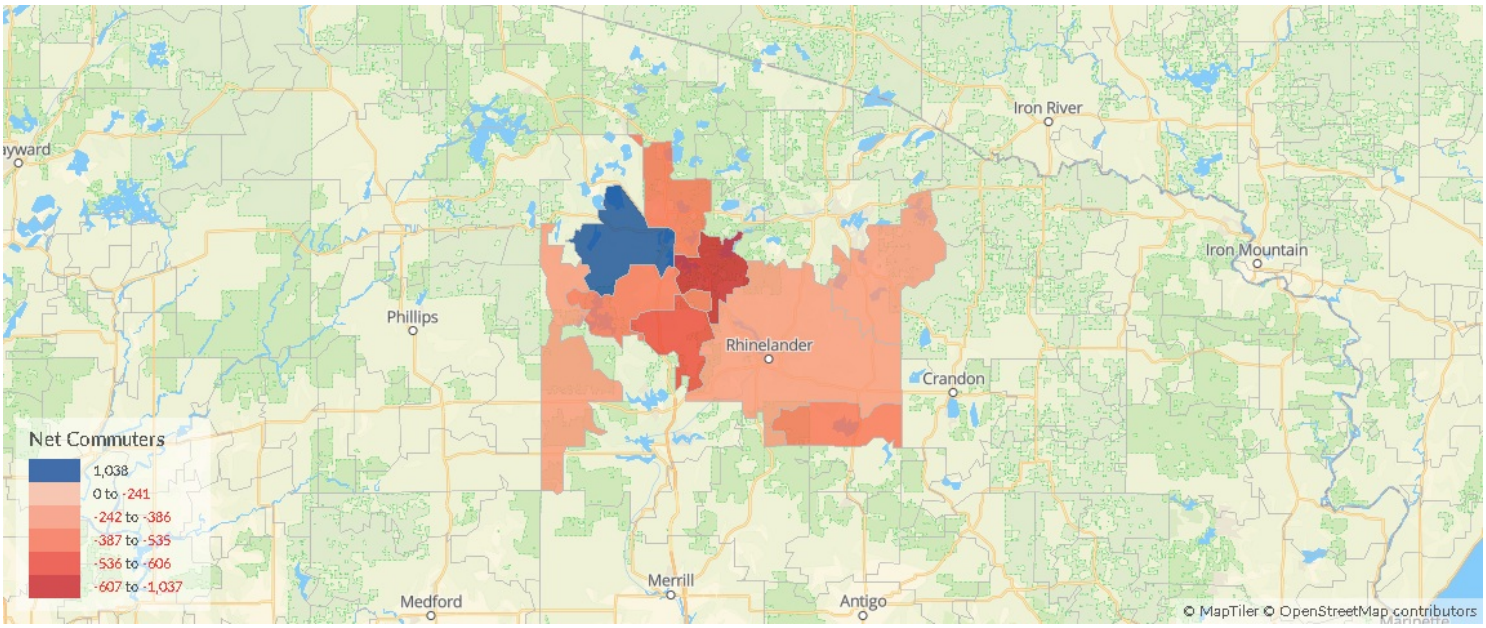


Property Crime

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	Rhinelander, WI (in One...	10,558
54548	Minocqua, WI (in Oneid...	3,690
54568	Woodruff, WI (in Oneid...	2,269
54562	Three Lakes, WI (in One...	685
54531	Hazelhurst, WI (in Onei...	224

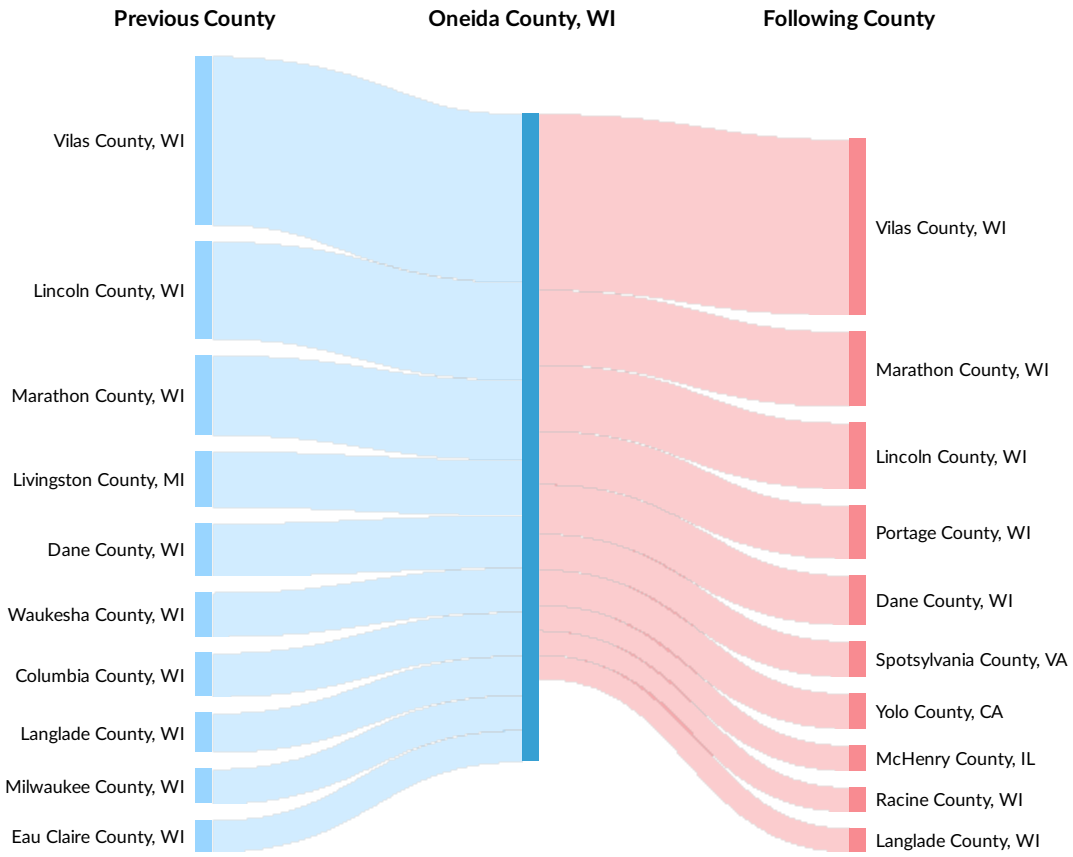
Where Talent Lives

ZIP	Name	2020 Workers
54501	Rhinelander, WI (in One...	10,838
54568	Woodruff, WI (in Oneid...	2,697
54548	Minocqua, WI (in Oneid...	2,652
54562	Three Lakes, WI (in One...	988
54539	Lake Tomahawk, WI (in ...	729

Inbound and Outbound Migration

The table below analyzes past and current residents of Oneida County, WI. The left column shows residents of other counties migrating to Oneida County, WI. The right column shows residents migrating from Oneida County, WI to other counties.

As of 2018, 248 people have migrated from Vilas County, WI to Oneida County, WI. In the same year, 258 people left Oneida County, WI migrating to Vilas County, WI. The total Net Migration for Oneida County, WI in 2018 was 161.



Top Previous Counties	Migrations
Vilas County, WI	248
Lincoln County, WI	143
Marathon County, WI	117
Livingston County, MI	81
Dane County, WI	77
Waukesha County, WI	65

Top Previous Counties	Migrations
Columbia County, WI	64
Langlade County, WI	58
Milwaukee County, WI	51
Eau Claire County, WI	47
Bexar County, TX	44
San Diego County, CA	39
Forest County, WI	38
Outagamie County, WI	38
Wood County, WI	33
Brown County, WI	32
Winnebago County, WI	28
Cook County, IL	27
Portage County, WI	26
Allen County, IN	23
Northampton County, PA	20
Houghton County, MI	18
Floyd County, KY	18
Walworth County, WI	17
Polk County, FL	16
Denton County, TX	14
Price County, WI	14
Barron County, WI	14
Yuma County, AZ	13
Manitowoc County, WI	12
Sumter County, FL	10
Iron County, WI	10

Top Previous Counties	Migrations
Lawrence County, TN	9
Marinette County, WI	9
Hennepin County, MN	9
Suffolk County, MA	8
Duval County, FL	8
Woodford County, IL	8
Douglas County, WI	8
DuPage County, IL	7
Dallas County, TX	7
Lake County, IN	7
Clark County, WA	7
Scotts Bluff County, NE	7
Washington County, MN	7
Dunn County, WI	7
Pasco County, FL	7
Marion County, IN	6
Dakota County, MN	6
Dodge County, WI	6
Grayson County, KY	5
Green County, WI	5
Meeker County, MN	5
Waushara County, WI	5
Gogebic County, MI	5
Jackson County, WI	4
Pierce County, WI	4
Marquette County, MI	4

Top Previous Counties	Migrations
St. Johns County, FL	4
Waupaca County, WI	4
Rusk County, WI	4
Chippewa County, WI	4
Monroe County, WI	4
Ontonagon County, MI	3
St. Louis County, MN	3
Door County, WI	3
Shawano County, WI	3
Polk County, WI	3
Fond du Lac County, WI	2
Taylor County, WI	2
Marshall County, MN	2
Pepin County, WI	2
Grant County, WI	1
Richland County, WI	1
La Crosse County, WI	1
Crawford County, WI	1
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0

Top Following Counties	Migrations
Vilas County, WI	258
Marathon County, WI	110
Lincoln County, WI	97
Portage County, WI	78

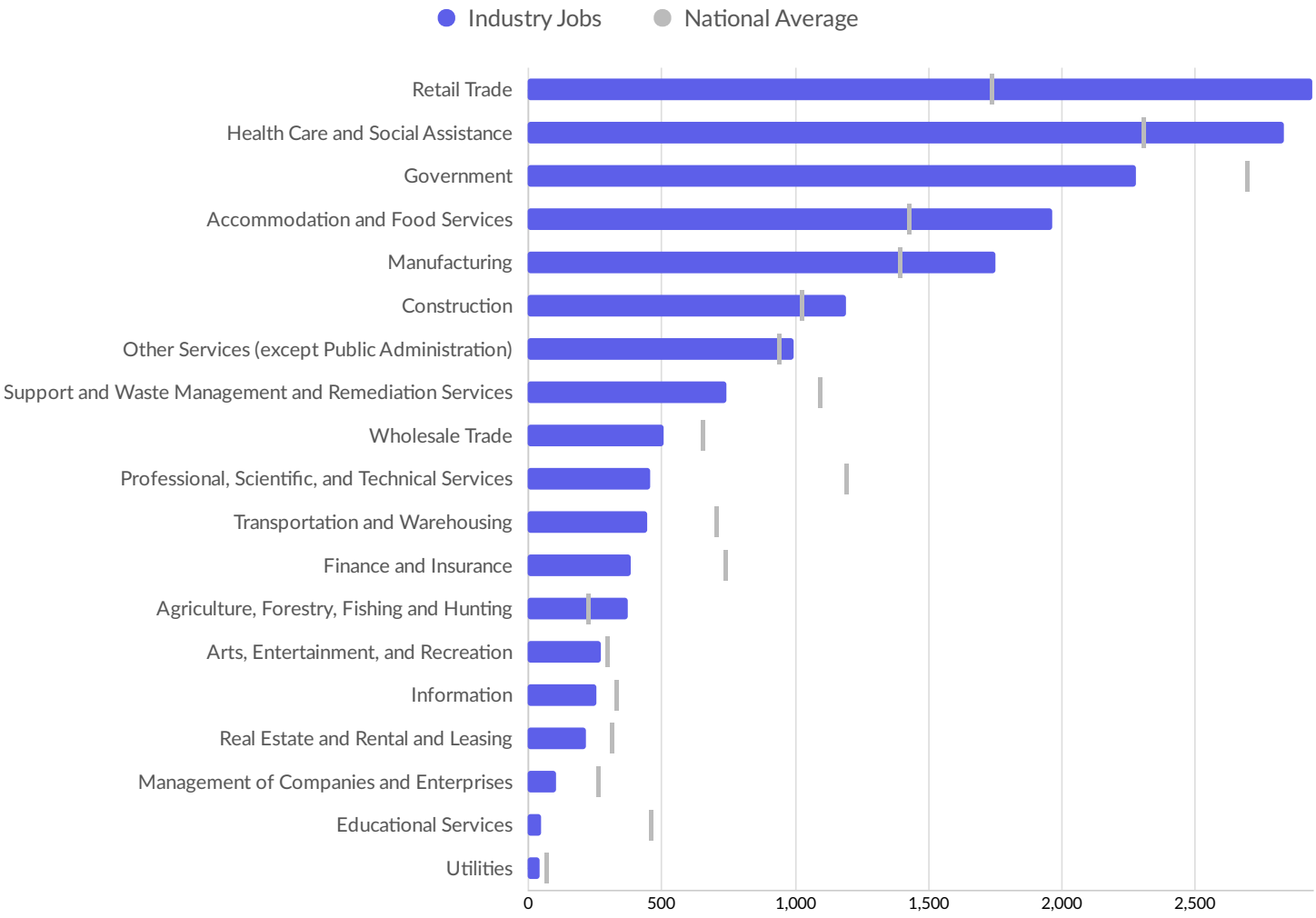
Top Following Counties	Migrations
Dane County, WI	73
Spotsylvania County, VA	53
Yolo County, CA	52
McHenry County, IL	37
Racine County, WI	36
Langlade County, WI	35
Outagamie County, WI	33
Marquette County, WI	33
Brown County, WI	30
Los Angeles County, CA	27
Waukesha County, WI	27
Washington County, MN	26
Milwaukee County, WI	25
Ramsey County, MN	21
Kent County, DE	21
Clearwater County, MN	20
Rock County, WI	20
Jessamine County, KY	18
Forest County, WI	18
Tazewell County, IL	17
DuPage County, IL	17
Wood County, WI	16
Monroe County, WI	15
Bradford County, FL	14
Ashland County, WI	13
Lake County, IL	13

Top Following Counties	Migrations
Kenosha County, WI	13
La Crosse County, WI	13
Montgomery County, IL	12
Chippewa County, WI	12
Juneau County, WI	12
La Salle County, IL	11
Santa Fe County, NM	11
Waupaca County, WI	10
Manatee County, FL	10
Walker County, GA	9
Prince George's County, MD	9
Benton County, AR	9
Kane County, IL	9
Washburn County, WI	8
Jackson County, WI	8
Marion County, FL	8
Winnebago County, IL	7
Manitowoc County, WI	6
Olmsted County, MN	6
Oconto County, WI	5
Eau Claire County, WI	5
Ogle County, IL	5
Winnebago County, WI	4
Dunn County, WI	4
Houghton County, MI	4
Kendall County, IL	3

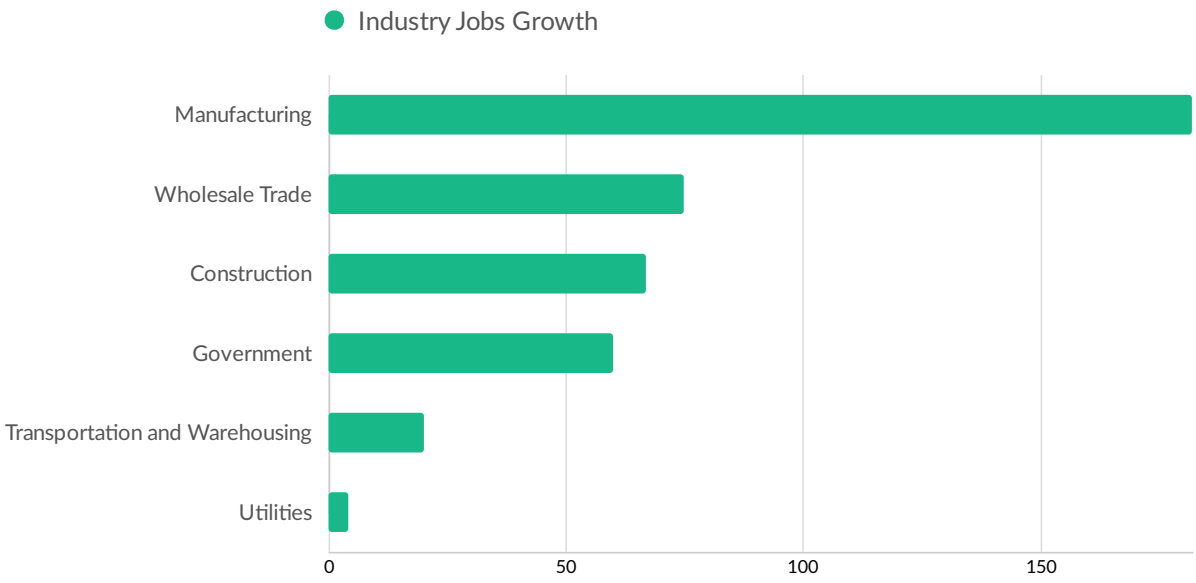
Top Following Counties	Migrations
Cook County, IL	3
Adams County, CO	3
Park County, CO	3
Douglas County, WI	3
Sheboygan County, WI	3
Barron County, WI	3
Cuyahoga County, OH	2
Gogebic County, MI	2
Dodge County, WI	2
El Paso County, CO	2
Will County, IL	2
Marinette County, WI	1
Jefferson County, WI	1
Washington County, WI	1
Spokane County, WA	1
San Diego County, CA	1
Hillsborough County, FL	1
Marion County, IA	1
Porter County, IN	1
Door County, WI	1
Waushara County, WI	1

Industry Characteristics

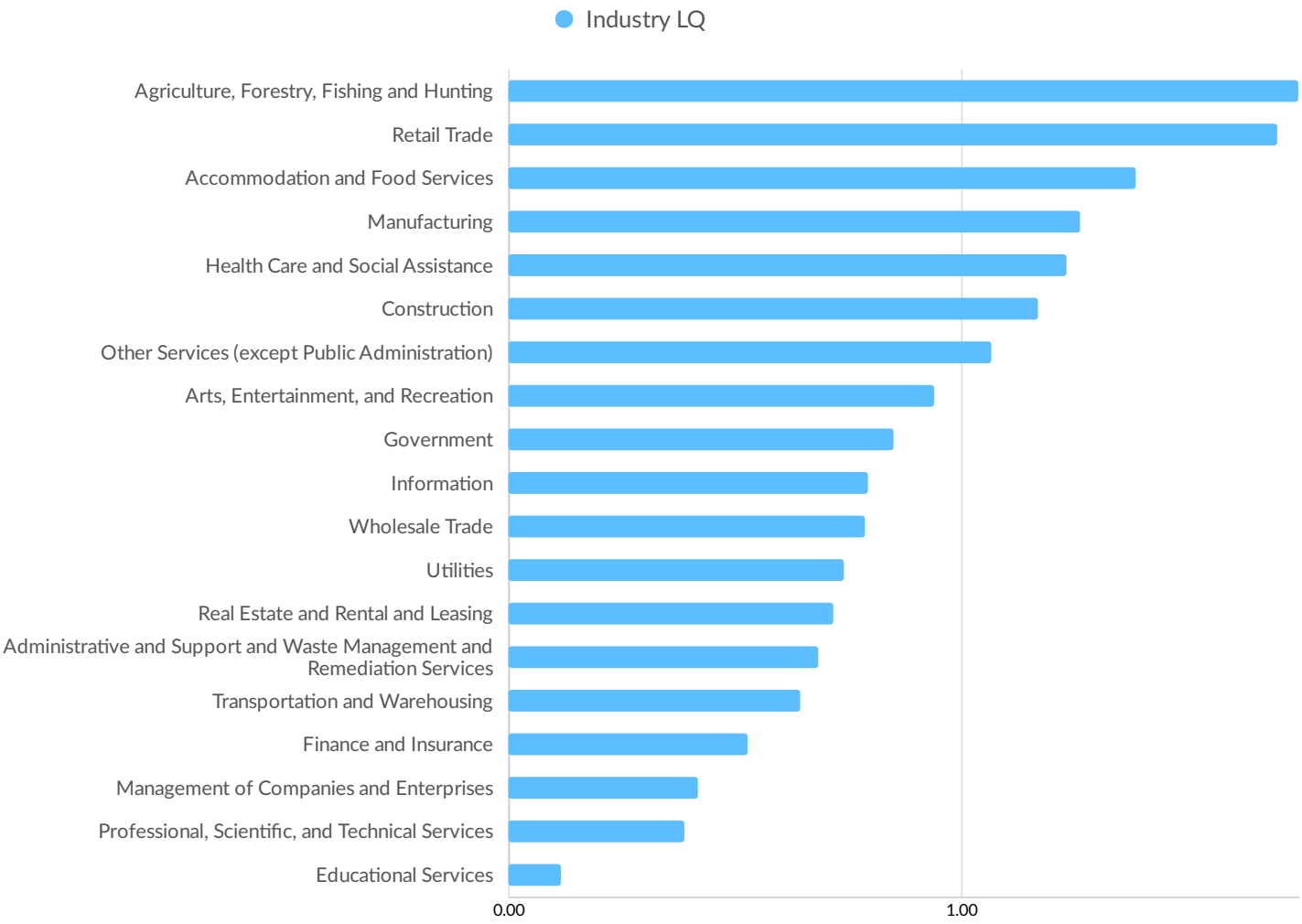
Largest Industries



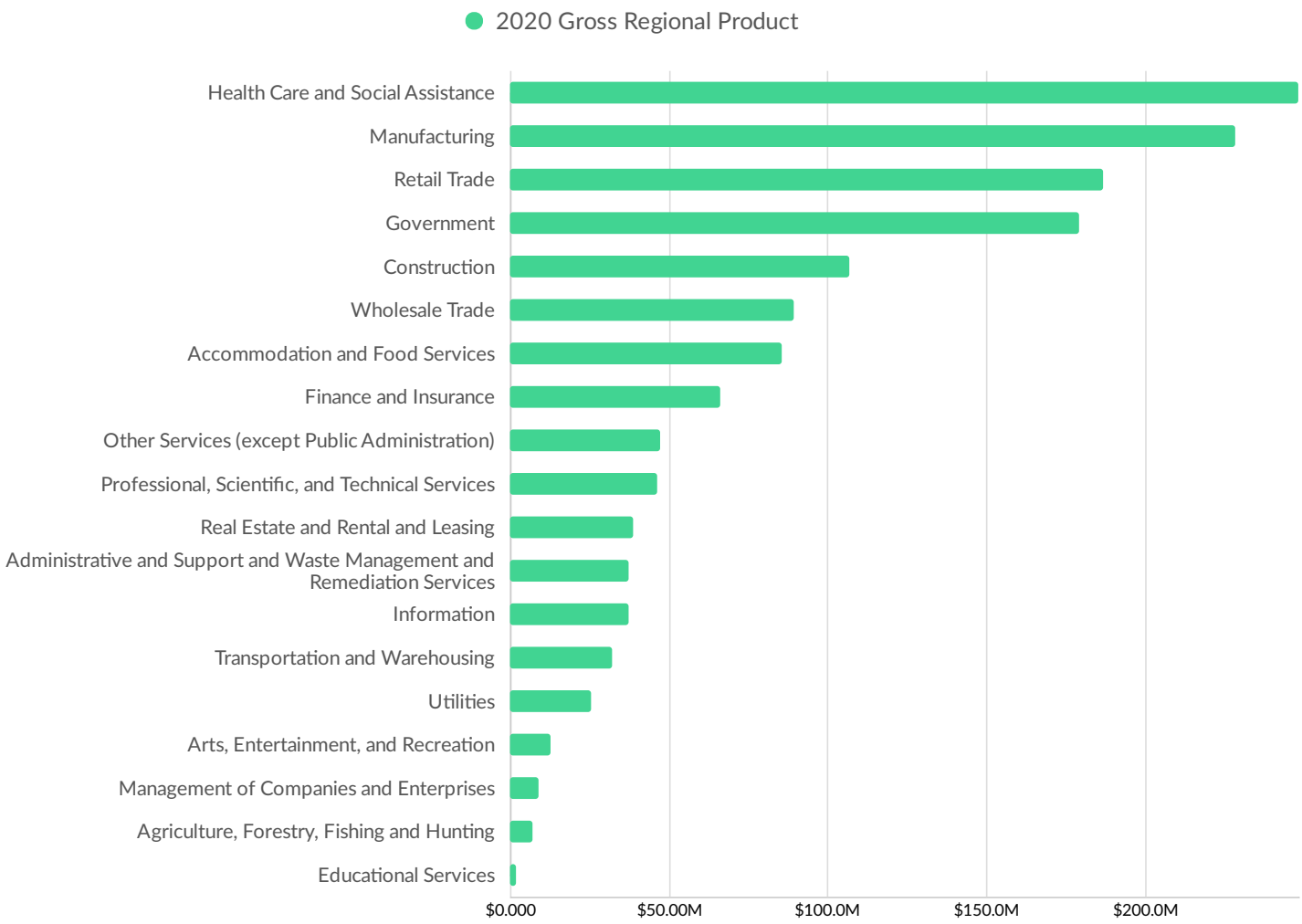
Top Growing Industries



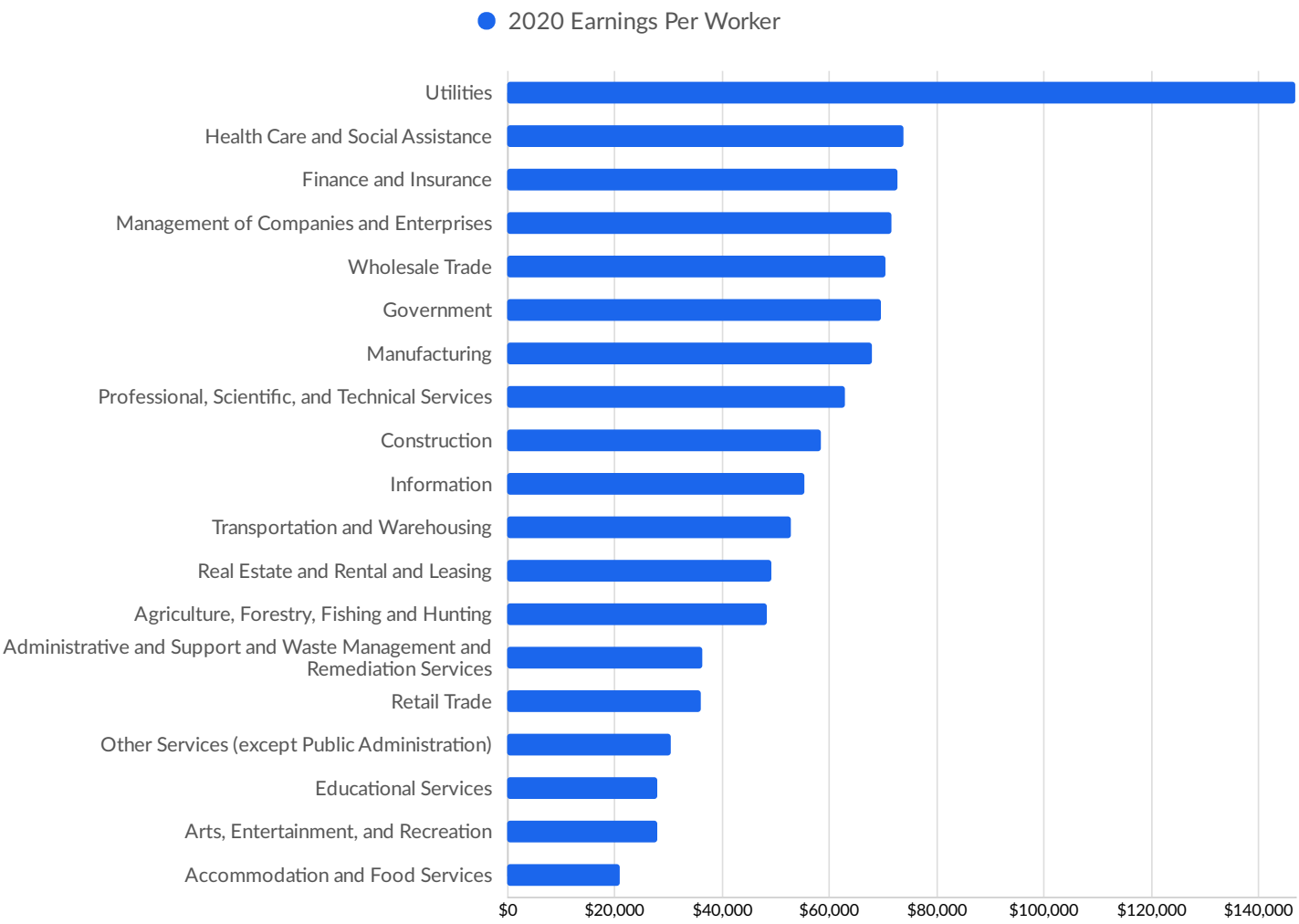
Top Industry LQ



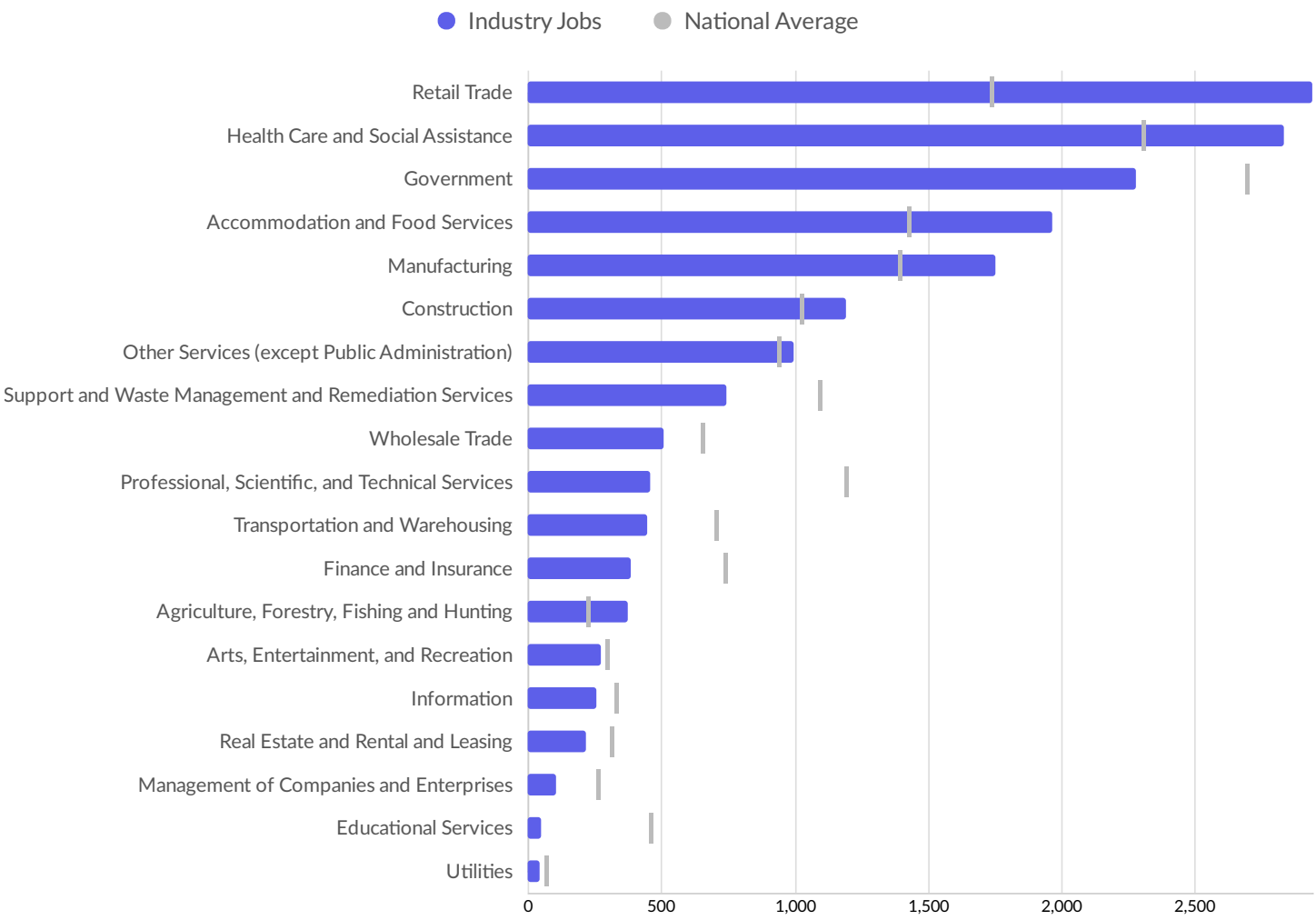
Top Industry GRP



Top Industry Earnings



Largest Industries



Business Characteristics

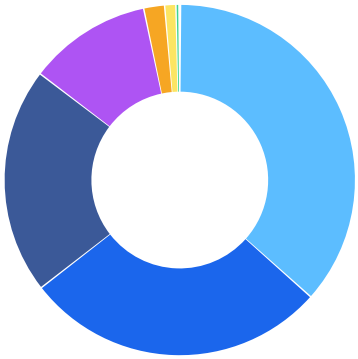
2,582 Companies Employ Your Workers

Online profiles for your workers mention 2,582 companies as employers, with the top 10 appearing below. In the last 12 months, 966 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Ministry Health Care, Inc.	151
Marshfield Clinic	147
Nicolet Area Technical College	143
State of Wisconsin	113
School District of Rhinelander	109
Oneida County Livery Inc	69
Ascension	64
Wal-Mart, Inc.	56
State of Delaware	55
Foster and Smith, Inc.	51

Top Companies Posting	Unique Postings
Ascension	472
Marshfield Clinic	402
Wal-Mart, Inc.	157
The Home Depot	132
Marshfield, LLC	87
Roehl Transport, Inc.	76
U.S. Xpress, Inc.	76
Walgreens Company	66
C.R. England, Inc.	63
Wheaton Franciscan Services, In...	61

Business Size

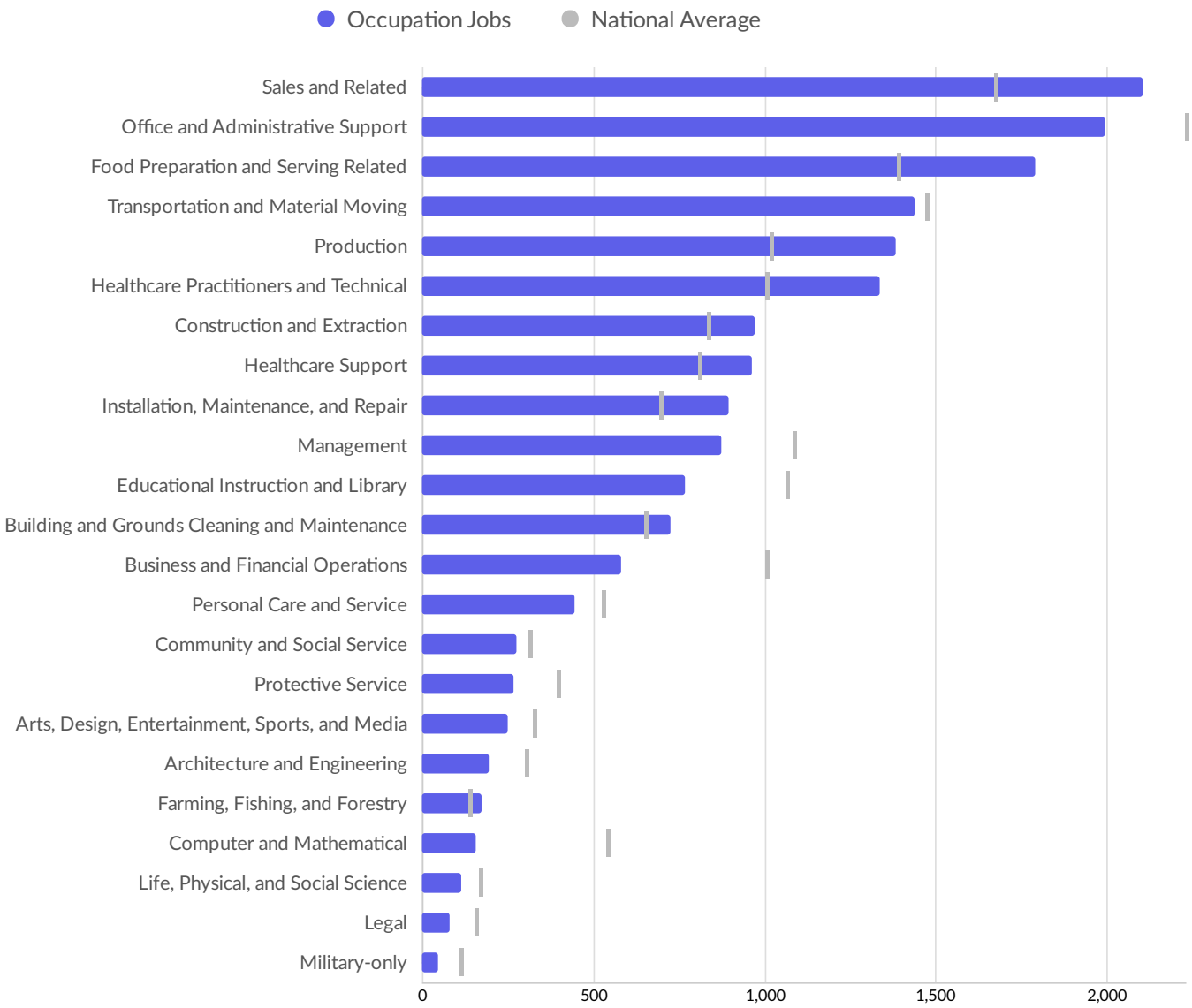


	Percentage	Business Count
1 to 4 employees	36.5%	779
5 to 9 employees	27.9%	595
10 to 19 employees	20.9%	445
20 to 49 employees	11.3%	242
50 to 99 employees	1.9%	41
100 to 249 employees	1.0%	22
250 to 499 employees	0.3%	6
500+ employees	0.1%	3

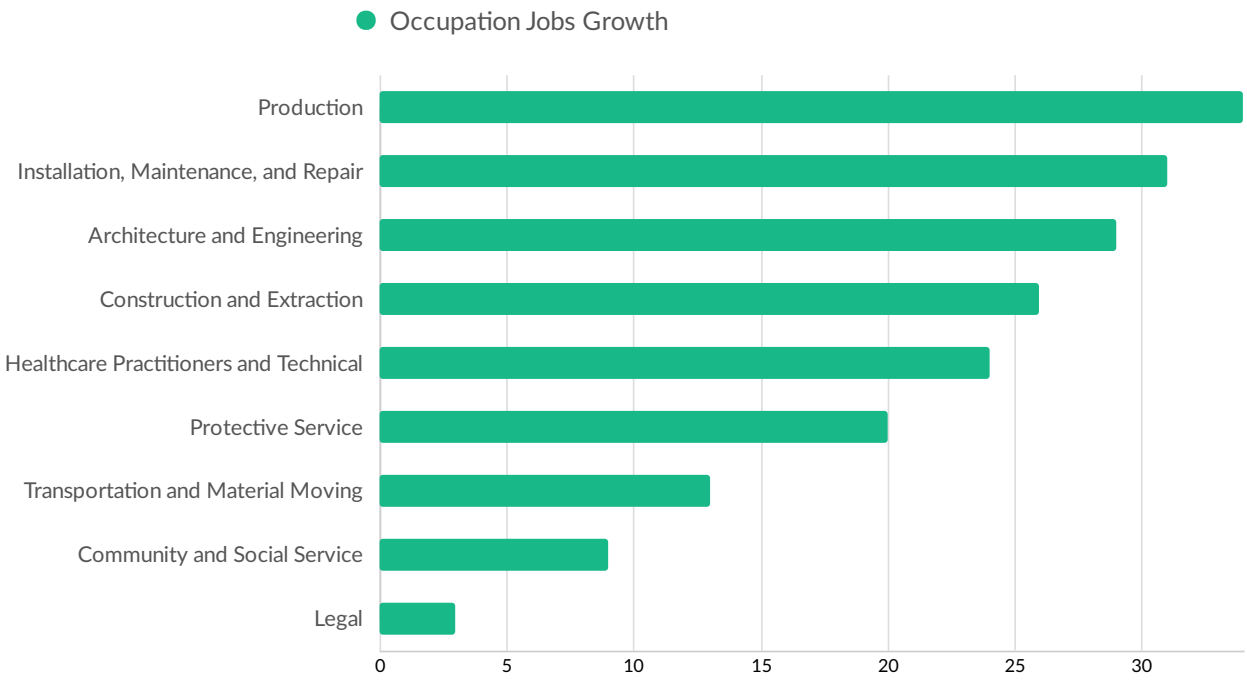
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

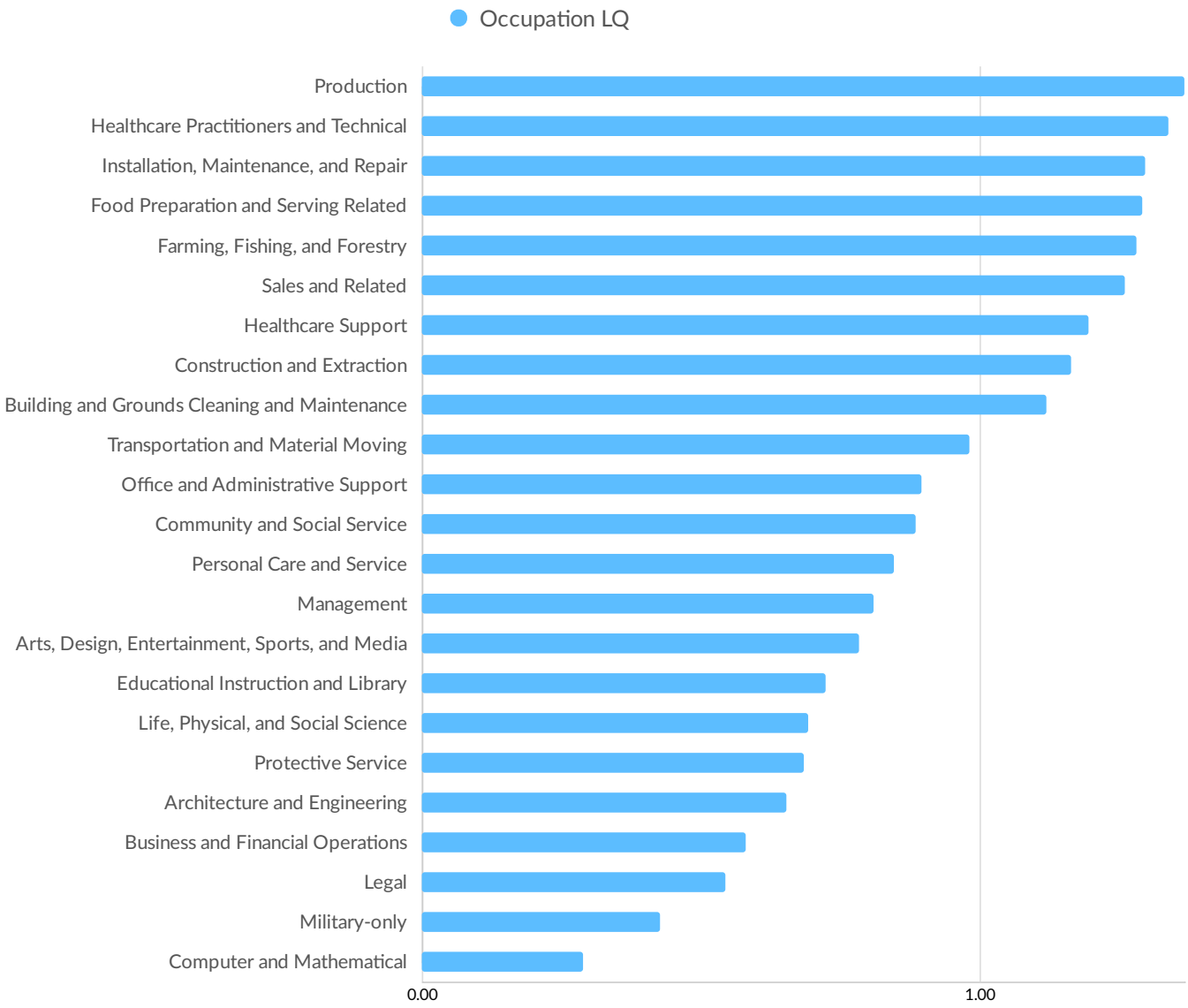
Largest Occupations



Top Growing Occupations

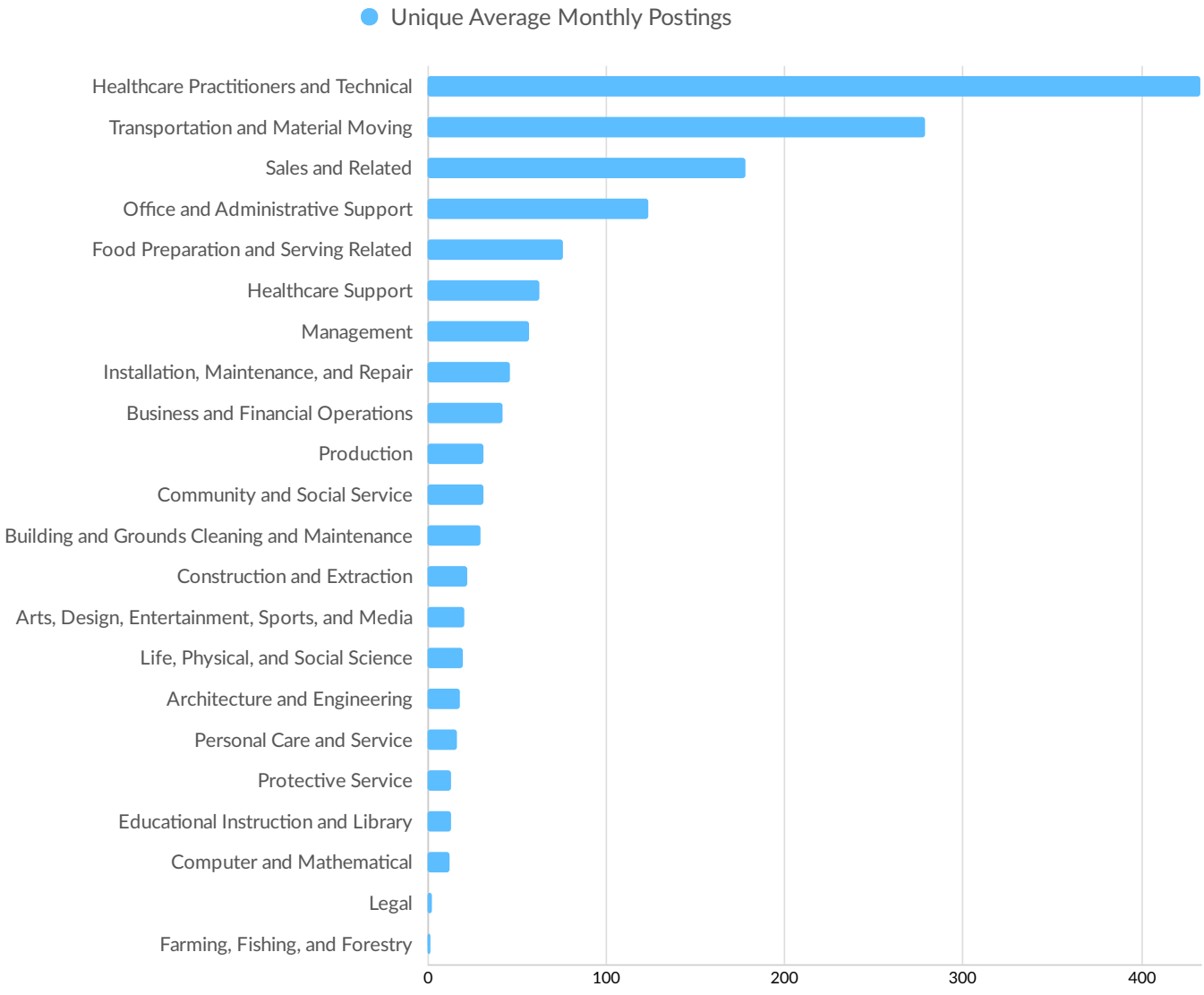


Top Occupation LQ

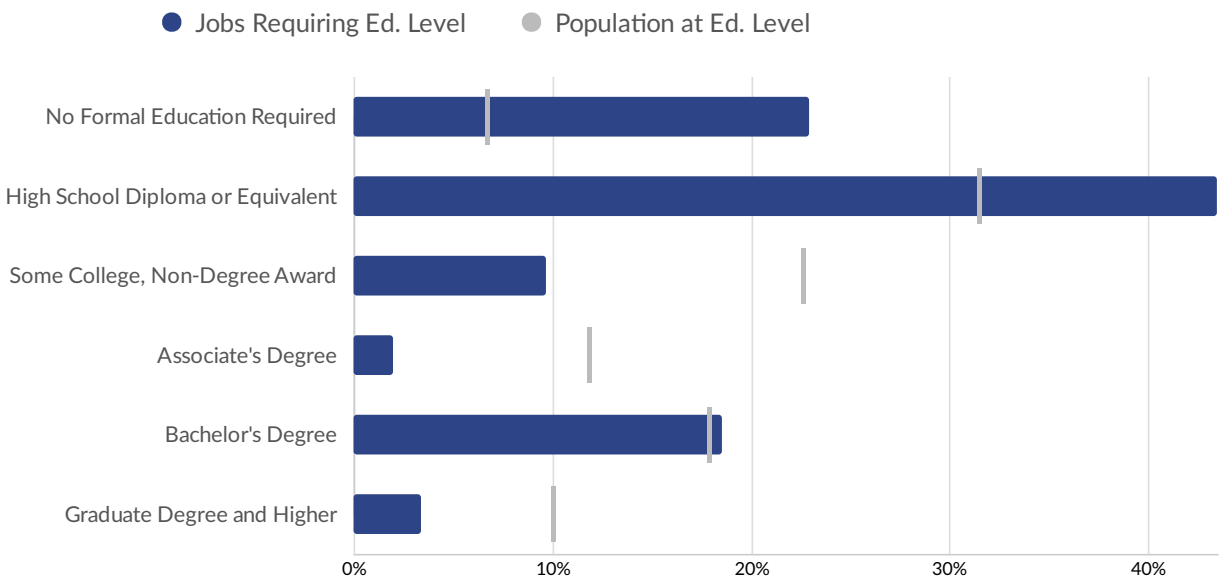


Top Occupation Earnings

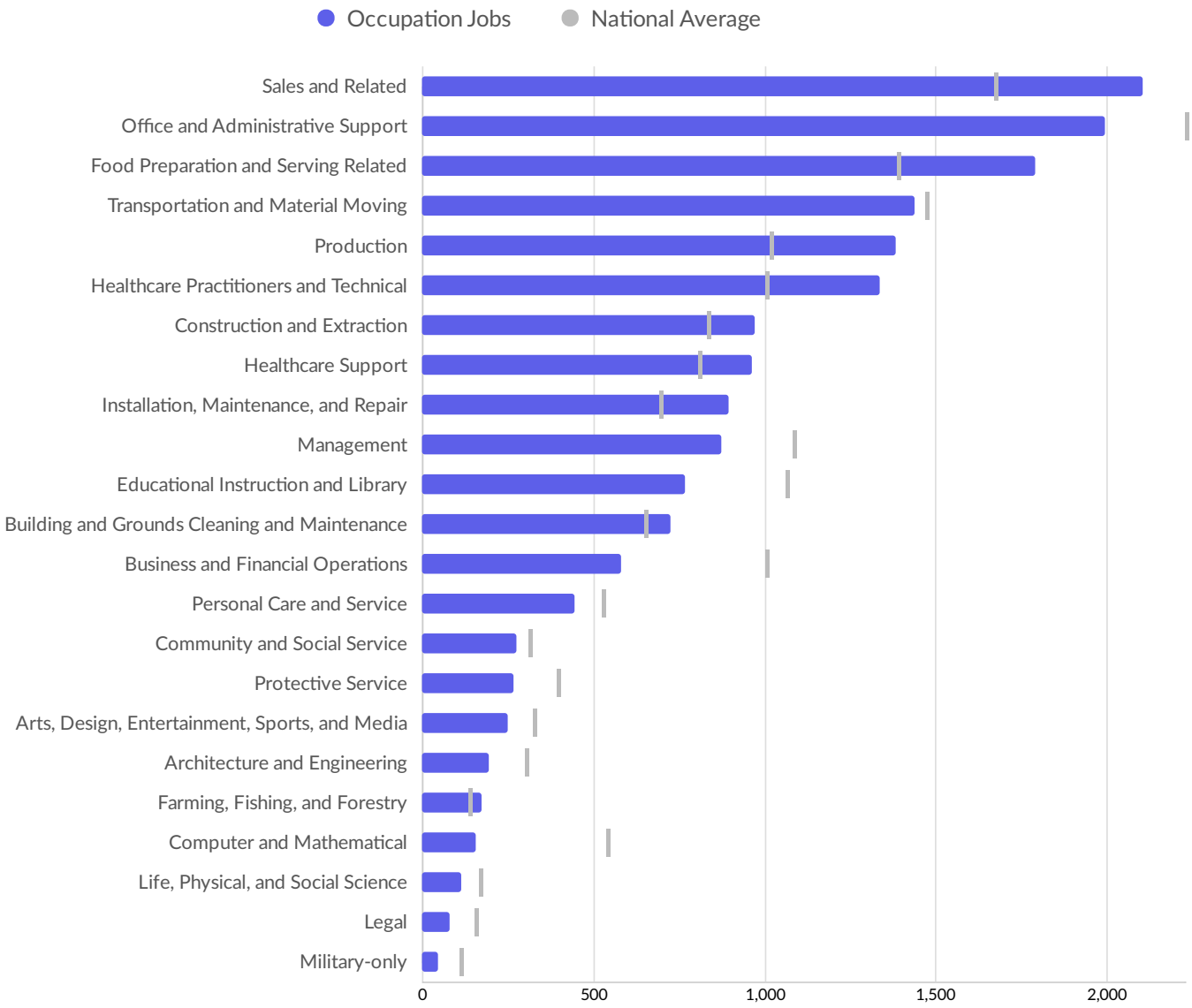
Top Posted Occupations



Underemployment

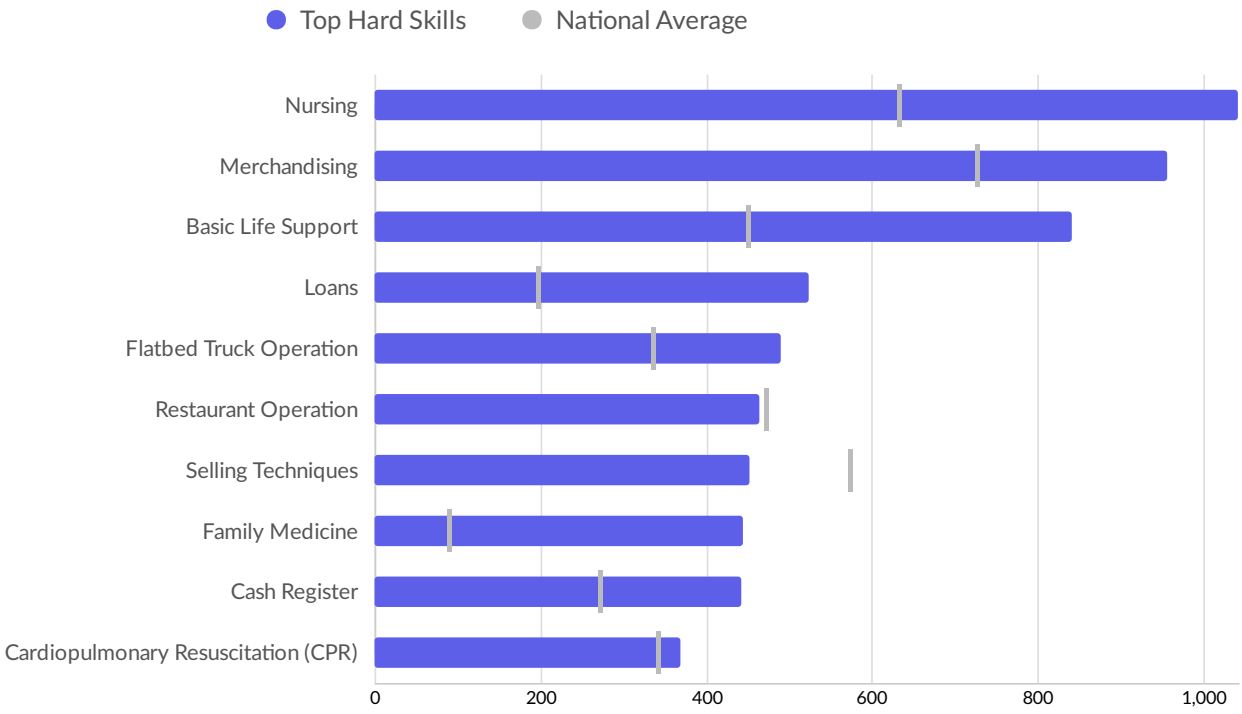


Largest Occupations



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