



Oneida County, WI

North Central Wisconsin Regional Planning Commission



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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

35,770

Population (2020)

Population **grew by 467** over the last 5 years and is projected to **grow by 516** over the next 5 years.

17,616

Total Regional Employment

Jobs **decreased by 1,202** over the last 5 years but are projected to **grow by 120** over the next 5 years.

\$56.9K

Median Household Income (2019)

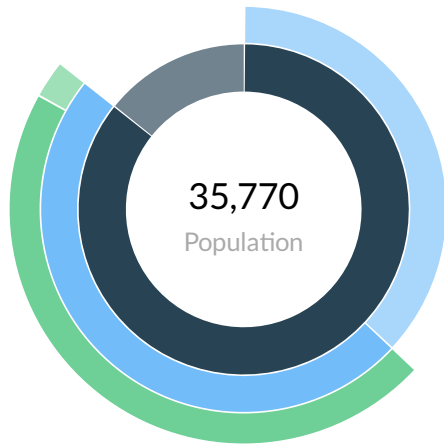
Median household income is **\$6.0K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 1.3%** since 2015, growing by 467. Population is expected to **increase by 1.4%** between 2020 and 2025, adding 516.
- From 2015 to 2020, jobs **declined by 6.4%** in Oneida County, WI from 18,818 to **17,616**. This change **fell short of the national growth rate of 1.3% by 7.7%**. As the number of jobs declined, the **labor force participation rate decreased from 60.1% to 56.9% 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	35,770	17,436	17,616	100.2	\$1.64B	\$2.45B	\$2.06B
NCWRPC	441,515	220,182	219,922	99.4	\$21.89B	\$30.67B	\$28.81B
Wisconsin	5,848,151	3,038,273	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B

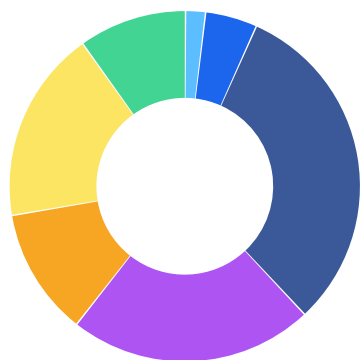
2020 Labor Force Breakdown



	Population
● Total Working Age Population	30,632
● Not in Labor Force (15+)	13,196
● Labor Force	17,436
● Employed	16,495
● Unemployed	941
● Under 15	5,138

Educational Attainment

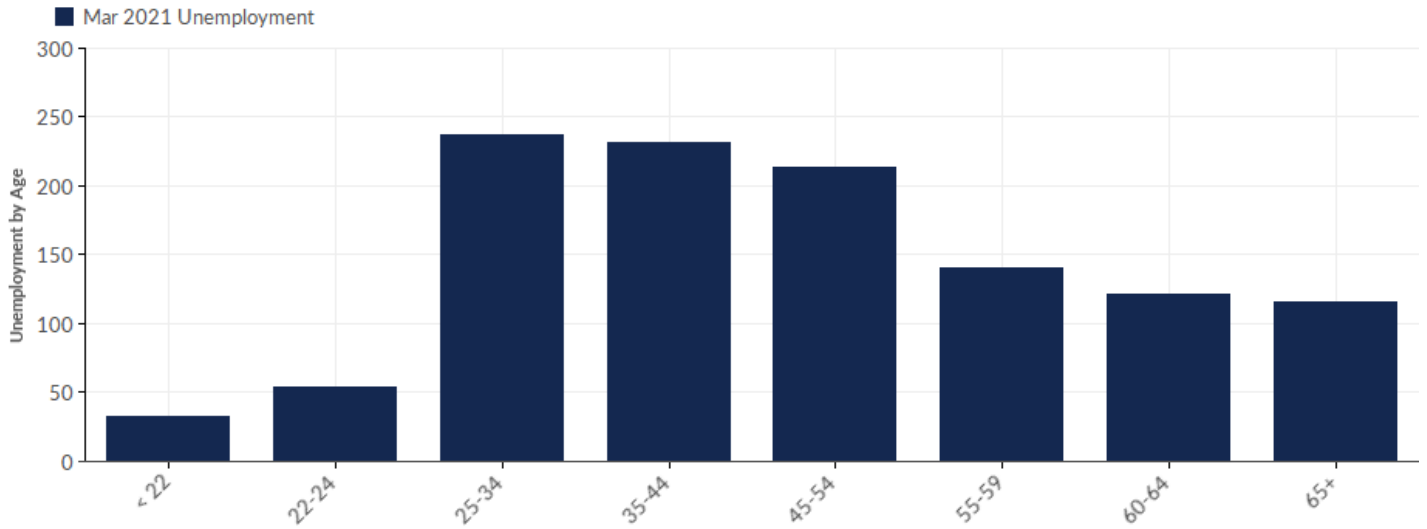
Concerning educational attainment, **17.8% of Oneida County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **11.8% hold an Associate's Degree** (3.2% above the national average).



	% of Population	Population
● Less Than 9th Grade	1.8%	506
● 9th Grade to 12th Grade	4.8%	1,322
● High School Diploma	31.3%	8,645
● Some College	22.5%	6,221
● Associate's Degree	11.8%	3,242
● Bachelor's Degree	17.8%	4,906
● Graduate Degree and Higher	10.0%	2,747

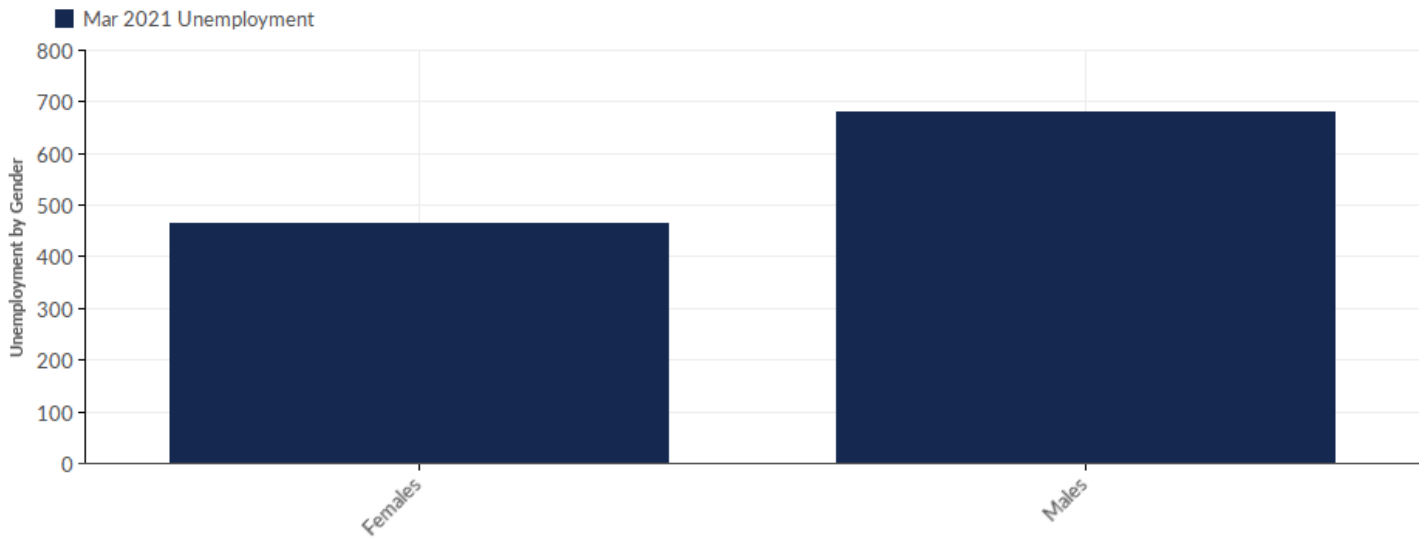
Unemployment by Demographics

Unemployment by Age



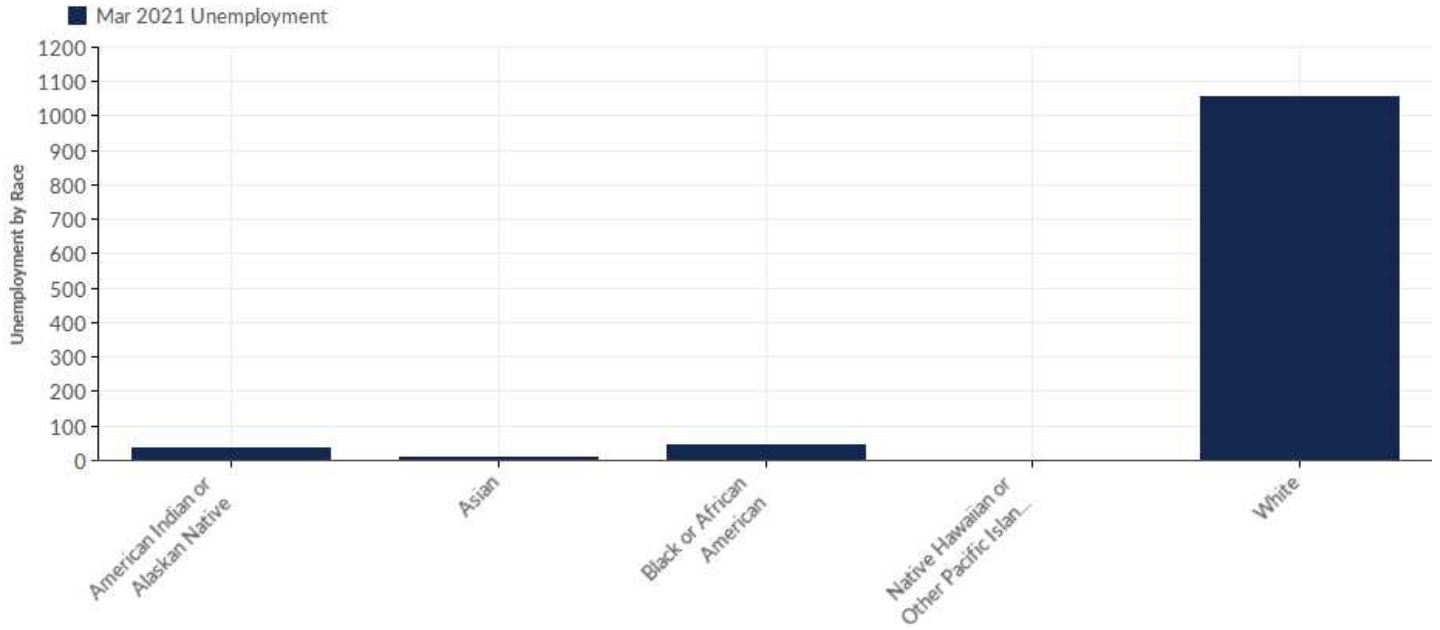
Age	Unemployment (Mar 2021)	% of Age Cohort
< 22	33	2.88%
22-24	54	4.71%
25-34	237	20.68%
35-44	232	20.24%
45-54	213	18.59%
55-59	140	12.22%
60-64	122	10.65%
65+	116	10.12%
Total	1,146	100.00%

Unemployment by Gender



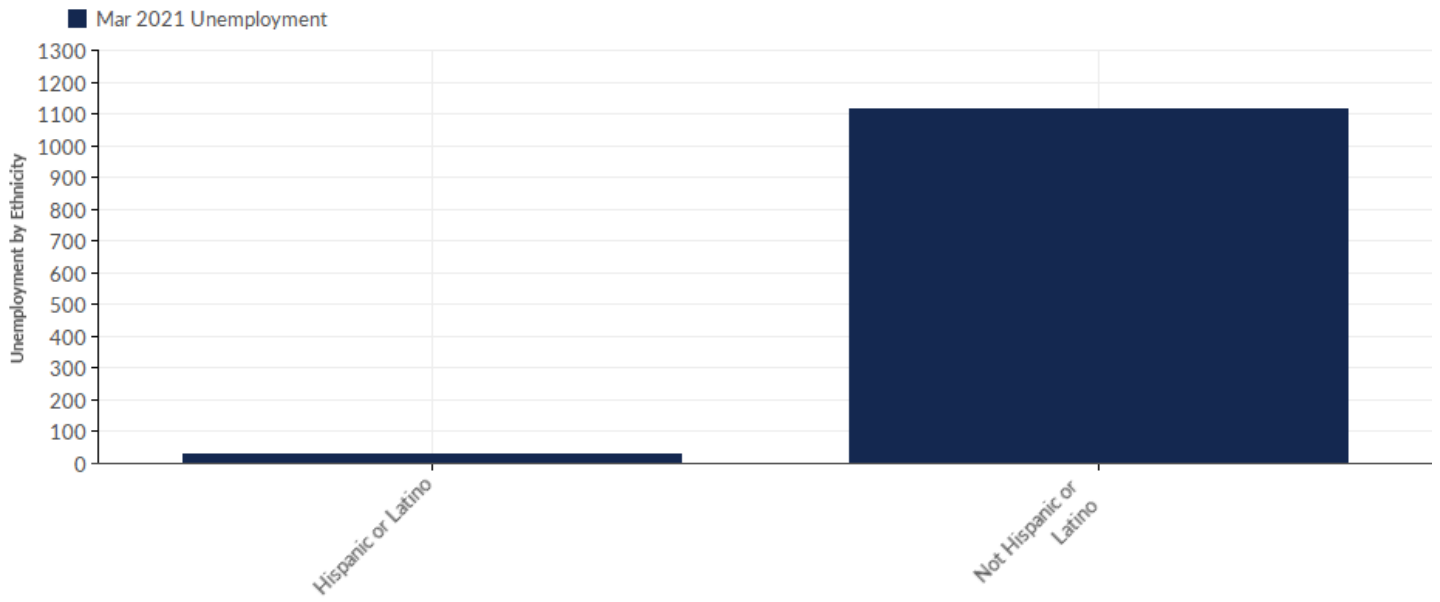
Gender	Unemployment (Mar 2021)	% of Age Cohort
Females	465	40.58%
Males	681	59.42%
Total	1,146	100.00%

Unemployment by Race



Race	Unemployment (Mar 2021)	% of Age Cohort
American Indian or Alaskan Native	34	2.97%
Asian	10	0.87%
Black or African American	46	4.01%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	1,056	92.15%
Total	1,146	100.00%

Unemployment by Ethnicity

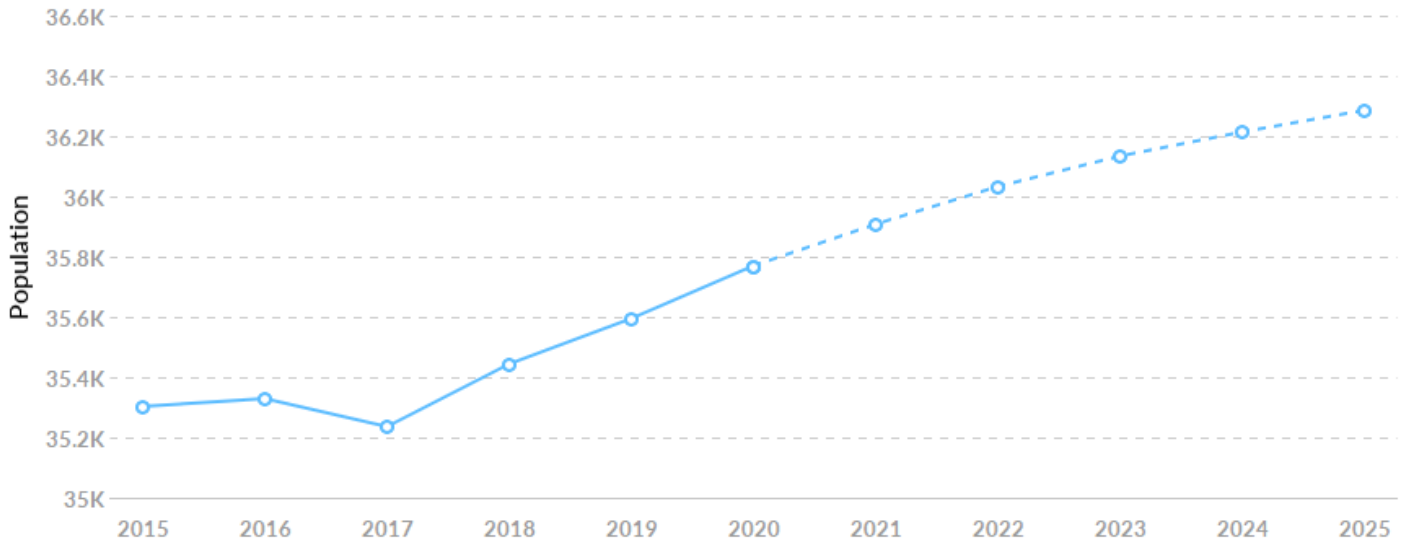


Ethnicity	Unemployment (Mar 2021)	% of Age Cohort
Hispanic or Latino	30	2.62%
Not Hispanic or Latino	1,116	97.38%
Total	1,146	100.00%

Historic & Projected Trends

Population Trends

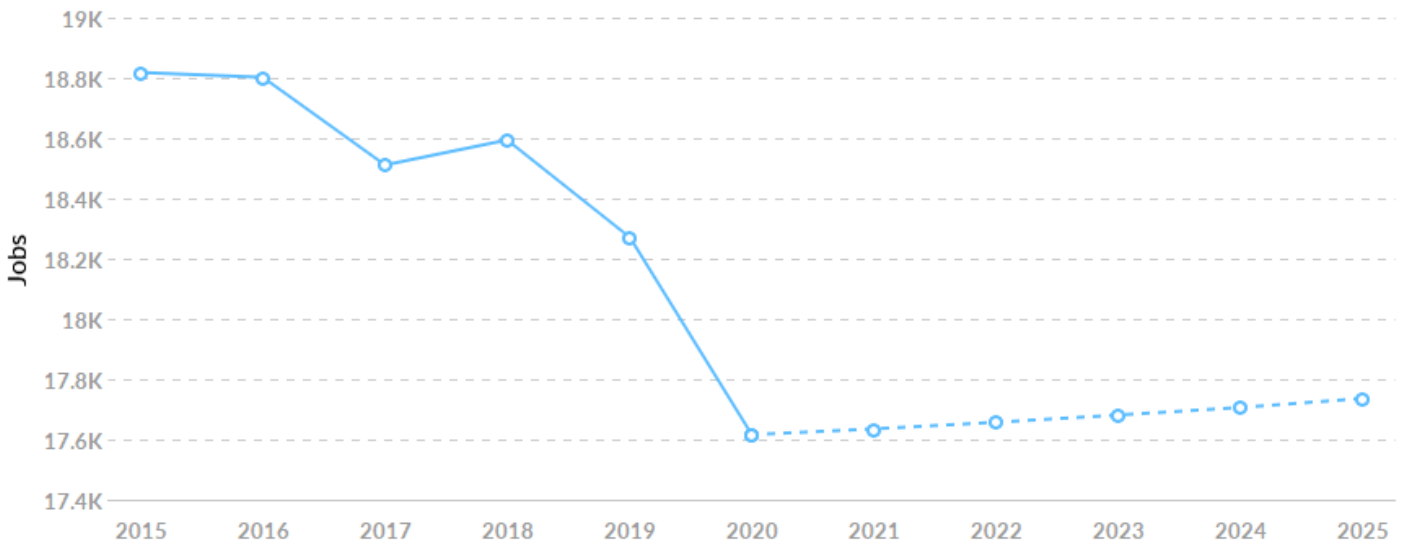
As of 2020 the region's population **increased by 1.3%** since 2015, growing by 467. Population is expected to **increase by 1.4%** between 2020 and 2025, adding 516.



Timeframe	Population
2015	35,303
2016	35,329
2017	35,236
2018	35,444
2019	35,595
2020	35,770
2021	35,908
2022	36,033
2023	36,134
2024	36,214
2025	36,286

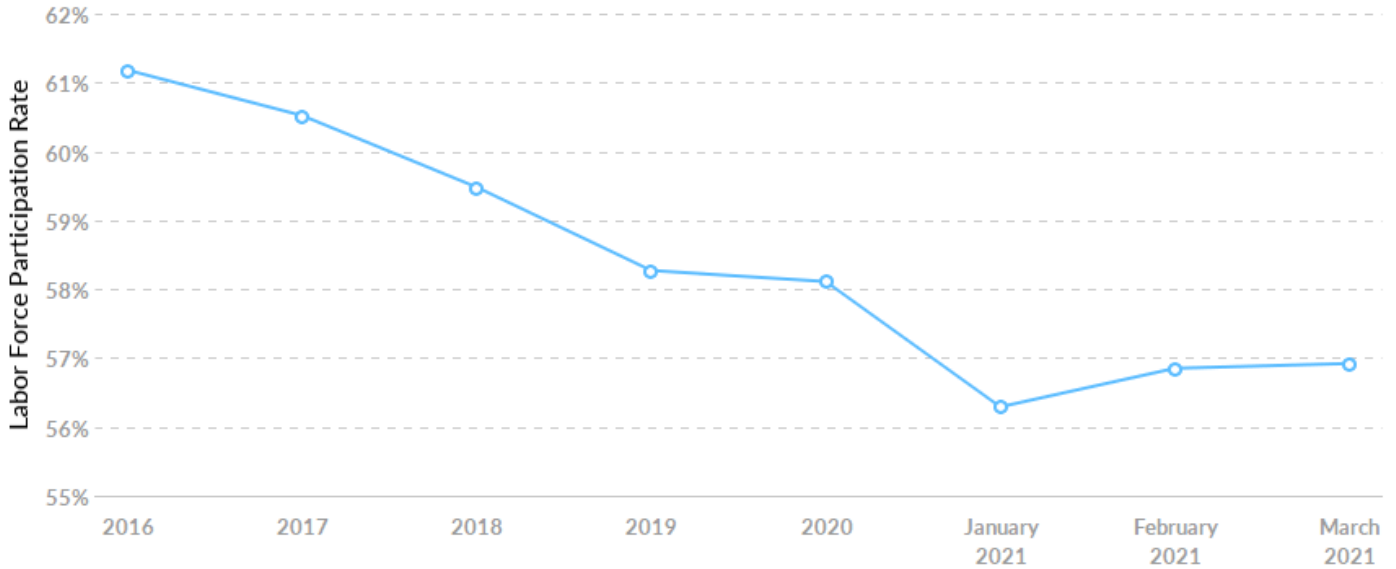
Job Trends

From 2015 to 2020, jobs declined by 6.4% in Oneida County, WI from 18,818 to 17,616. This change fell short of the national growth rate of 1.3% by 7.7%.



Timeframe	Jobs
2015	18,818
2016	18,802
2017	18,511
2018	18,594
2019	18,272
2020	17,616
2021	17,635
2022	17,657
2023	17,681
2024	17,706
2025	17,736

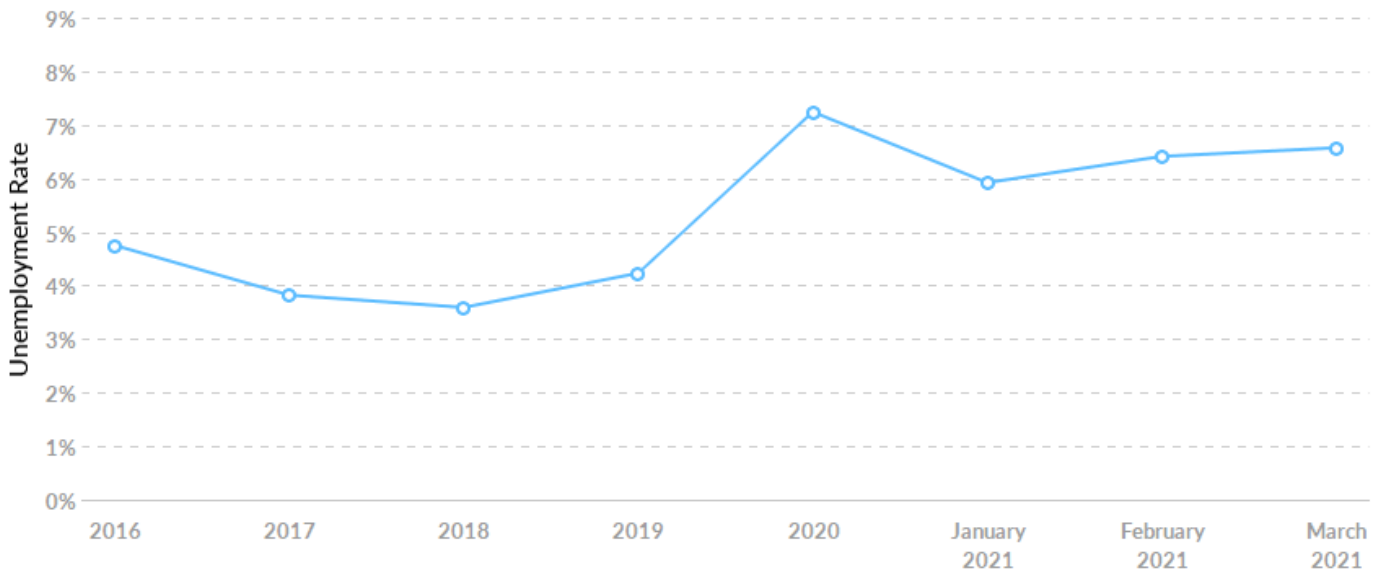
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	61.18%
2017	60.52%
2018	59.48%
2019	58.27%
2020	58.11%
January 2021	56.29%
February 2021	56.85%
March 2021	56.92%

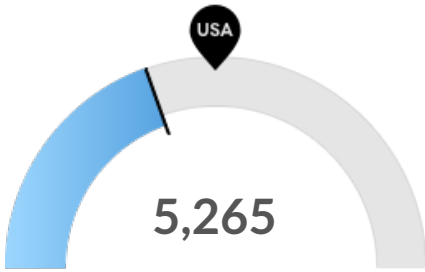
Unemployment Rate Trends

Oneida County, WI had a March 2021 unemployment rate of 6.57%, **increasing from 4.75%** 5 years before.



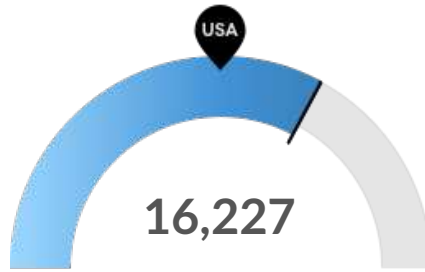
Timeframe	Unemployment Rate
2016	4.75%
2017	3.82%
2018	3.59%
2019	4.23%
2020	7.24%
January 2021	5.92%
February 2021	6.41%
March 2021	6.57%

Population Characteristics



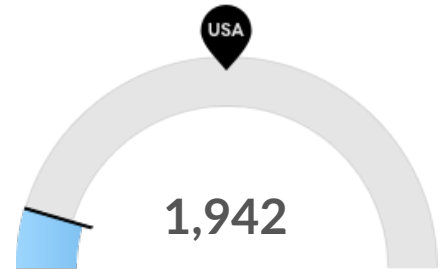
Millennials

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



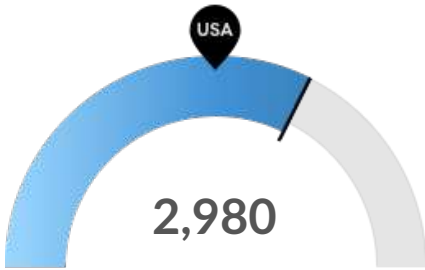
Retiring Soon

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.



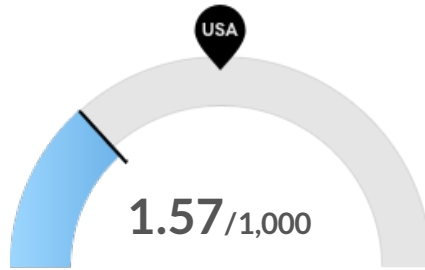
Racial Diversity

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.



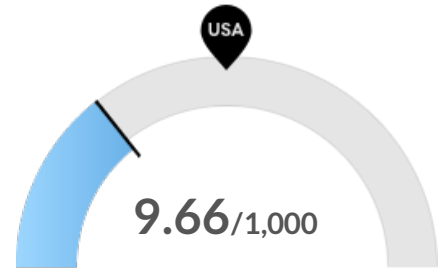
Veterans

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.

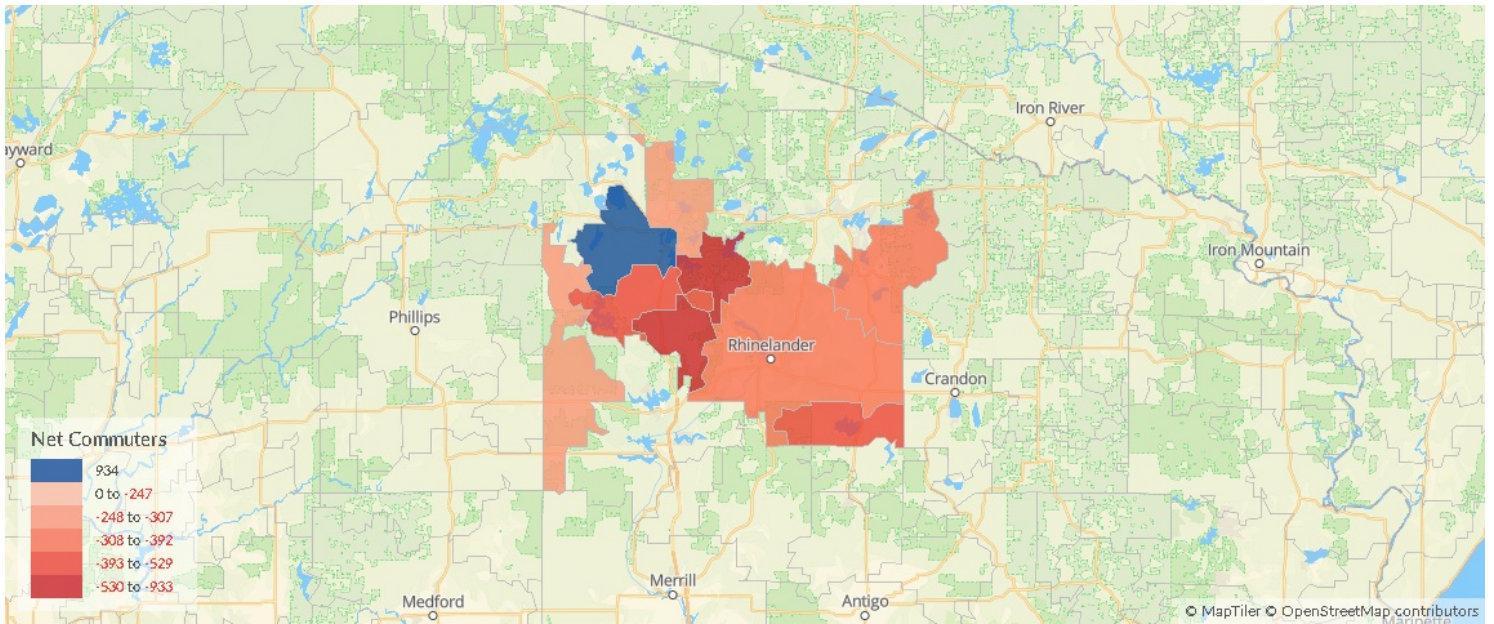


Property Crime

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	Rhineland, WI (in Oneid...	10,452
54548	Minocqua, WI (in Oneid...	3,615
54568	Woodruff, WI (in Oneid...	2,245
54562	Three Lakes, WI (in One...	671
54531	Hazelhurst, WI (in Onei...	223

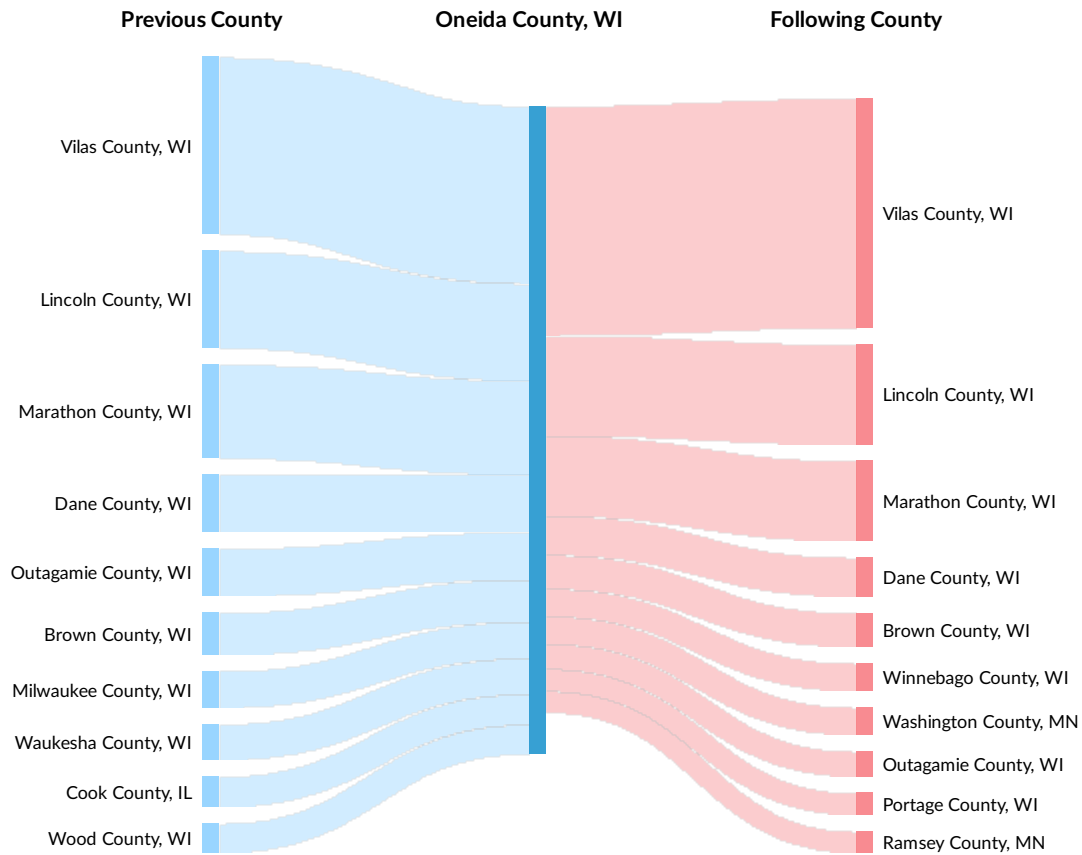
Where Talent Lives

ZIP	Name	2020 Workers
54501	Rhineland, WI (in Oneid...	10,796
54548	Minocqua, WI (in Oneid...	2,681
54568	Woodruff, WI (in Oneid...	2,525
54562	Three Lakes, WI (in One...	979
54539	Lake Tomahawk, WI (in ...	714

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 2019, 210 people have migrated from Vilas County, WI to Oneida County, WI. In the same year, 271 people left Oneida County, WI migrating to Vilas County, WI. The total Net Migration for Oneida County, WI in 2018 was 303.

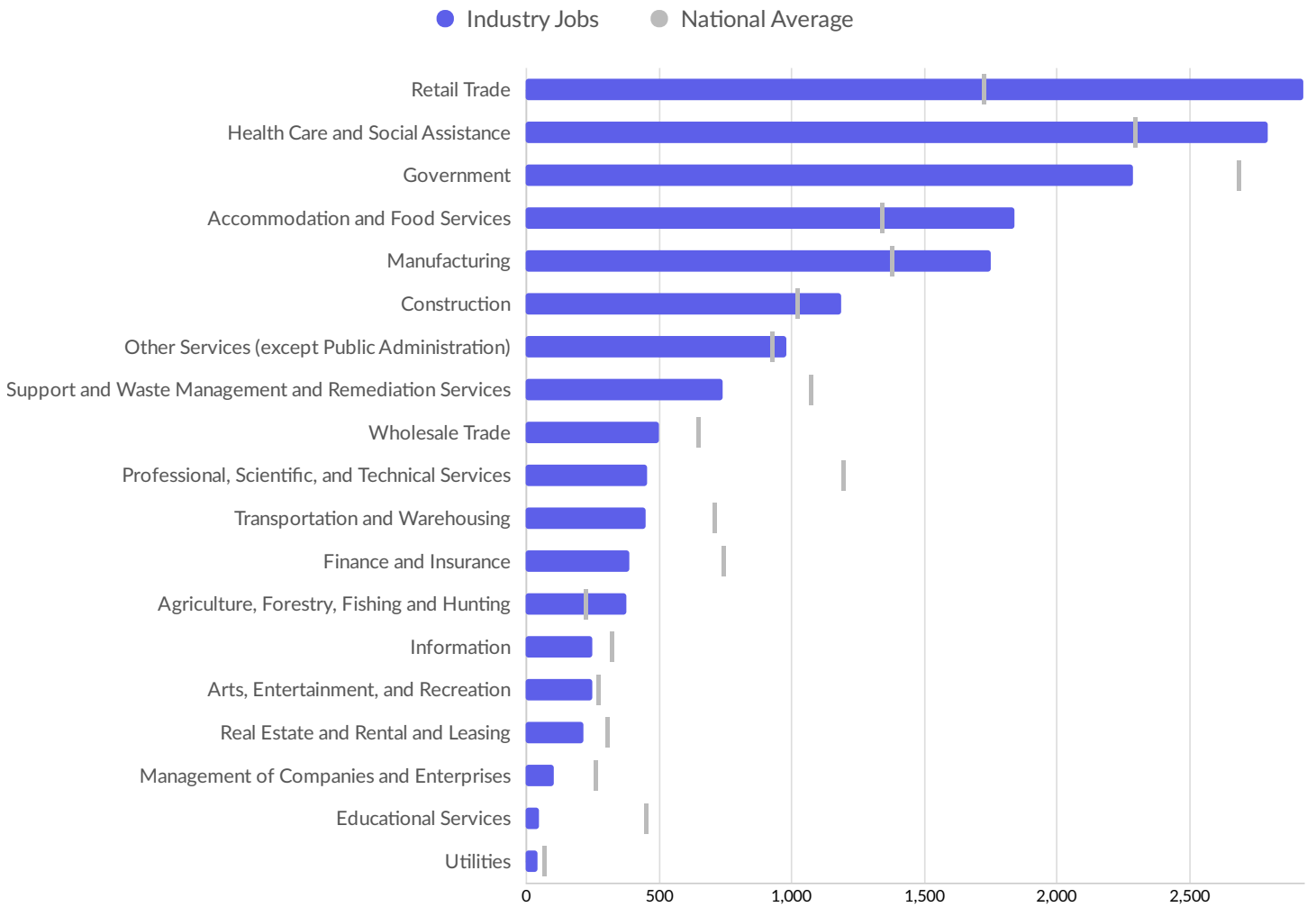


Top Previous Counties	Migrations
Vilas County, WI	210
Lincoln County, WI	115
Marathon County, WI	111
Dane County, WI	68
Outagamie County, WI	56
Brown County, WI	50

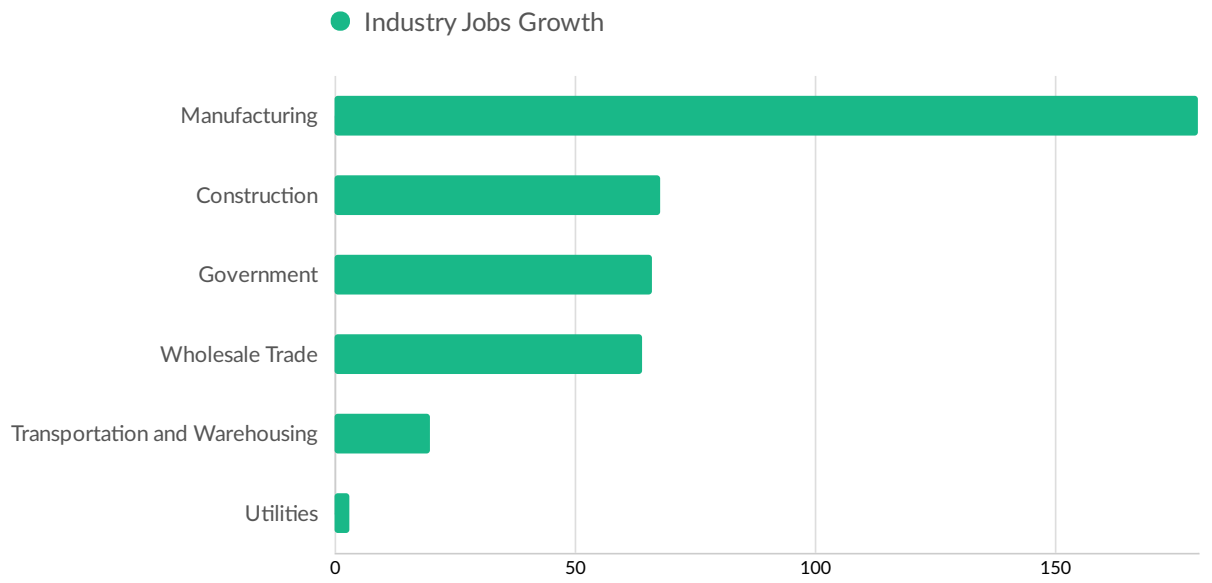
Top Previous Counties	Migrations
Milwaukee County, WI	43
Waukesha County, WI	42
Cook County, IL	36
Wood County, WI	35
Livingston County, MI	32
Columbia County, WI	30
Langlade County, WI	27
Forest County, WI	27
Walworth County, WI	25
Top Following Counties	Migrations
Vilas County, WI	271
Lincoln County, WI	118
Marathon County, WI	95
Dane County, WI	46
Brown County, WI	40
Winnebago County, WI	33
Washington County, MN	33
Outagamie County, WI	30
Portage County, WI	26
Ramsey County, MN	25
Milwaukee County, WI	25
Los Angeles County, CA	24
Manatee County, FL	22
Yolo County, CA	21
Wood County, WI	19

Industry Characteristics

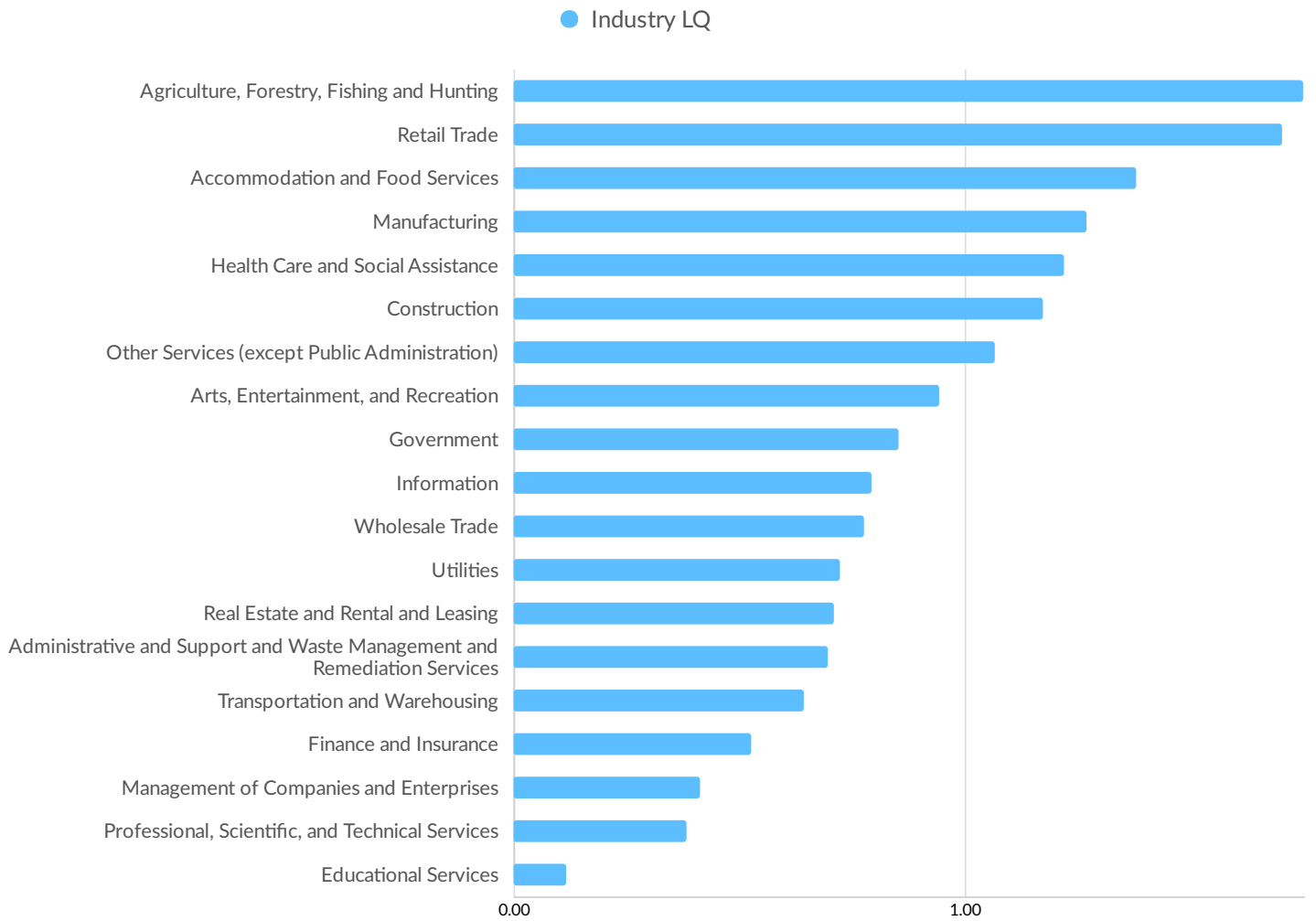
Largest Industries



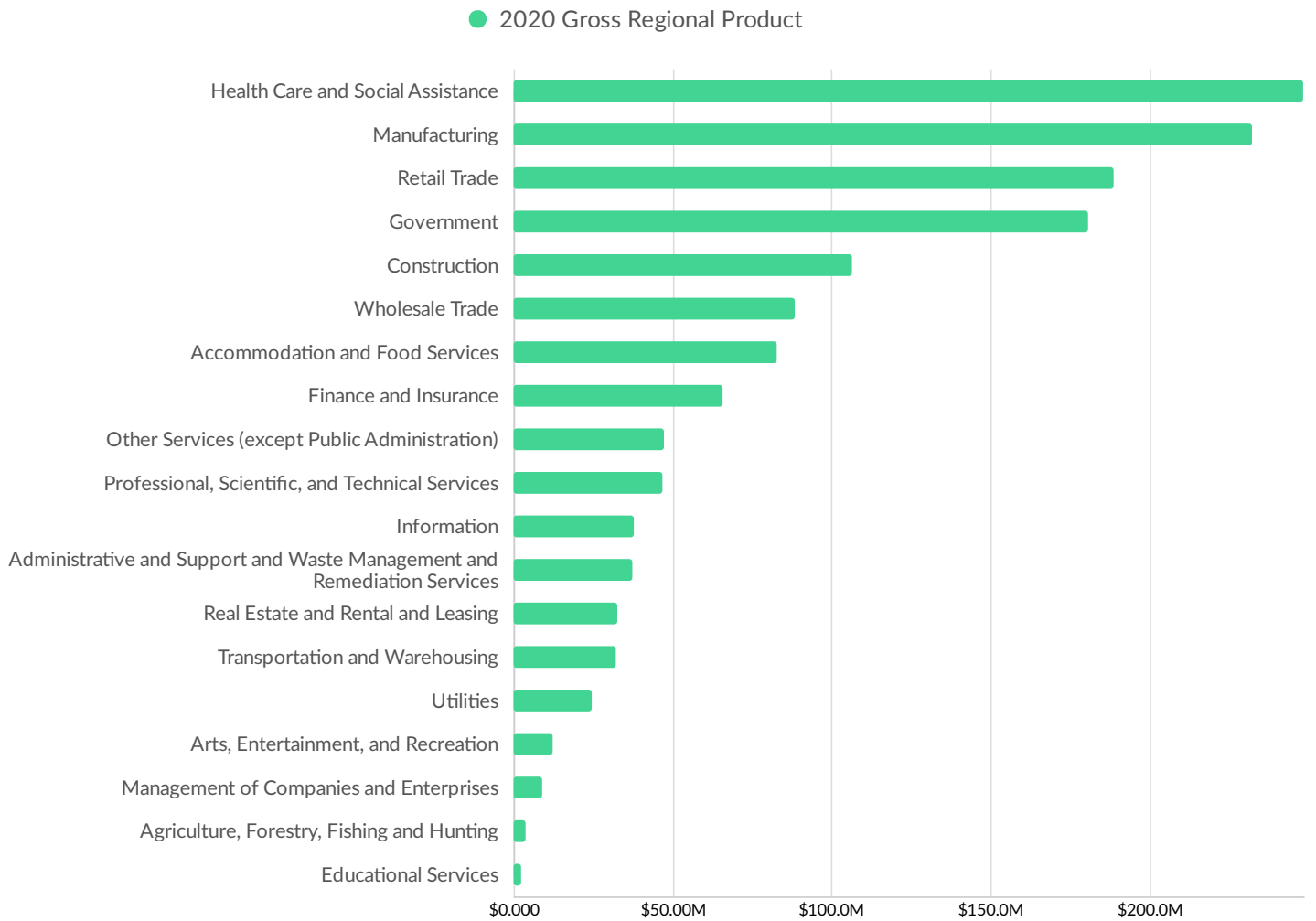
Top Growing Industries



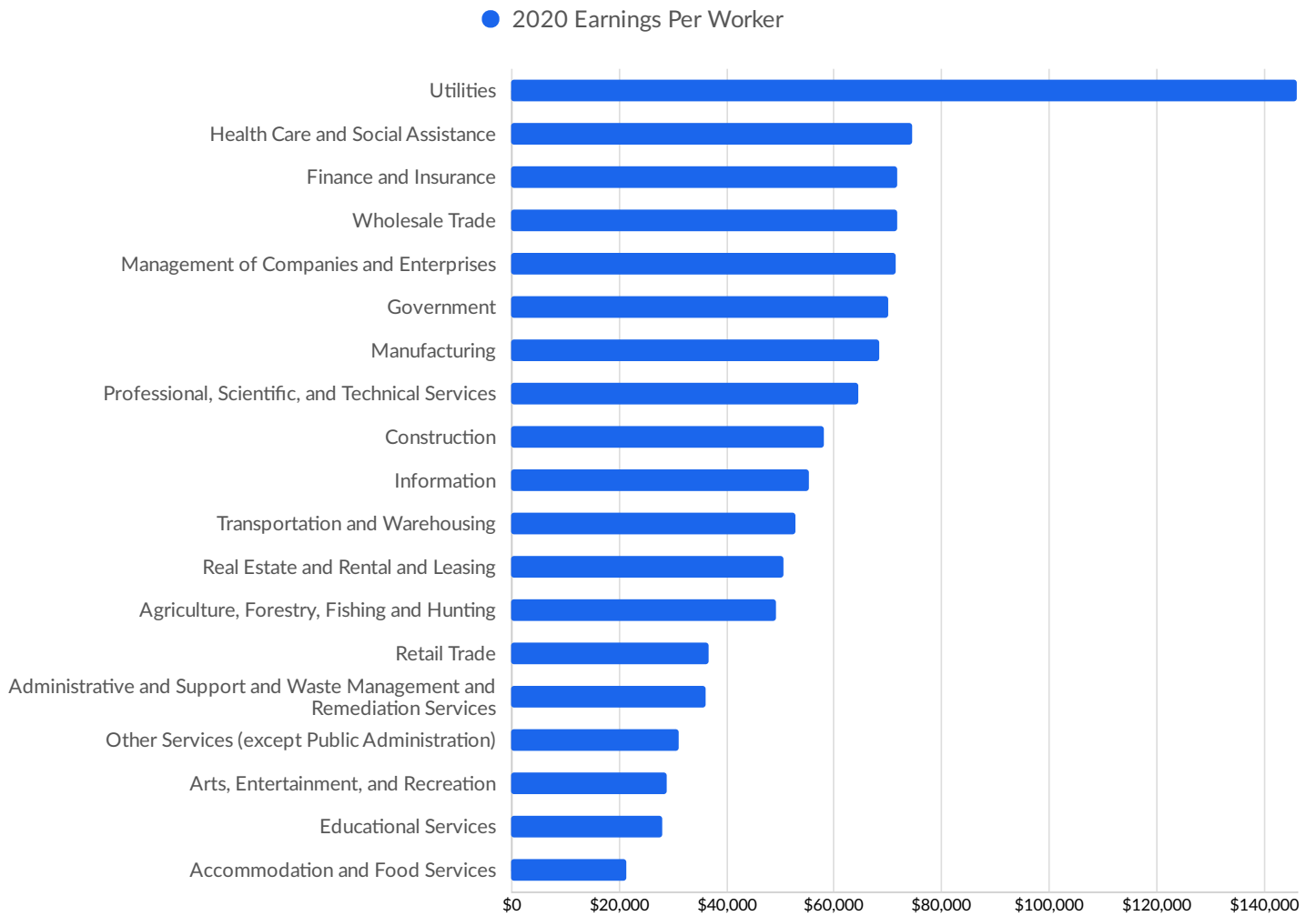
Top Industry LQ



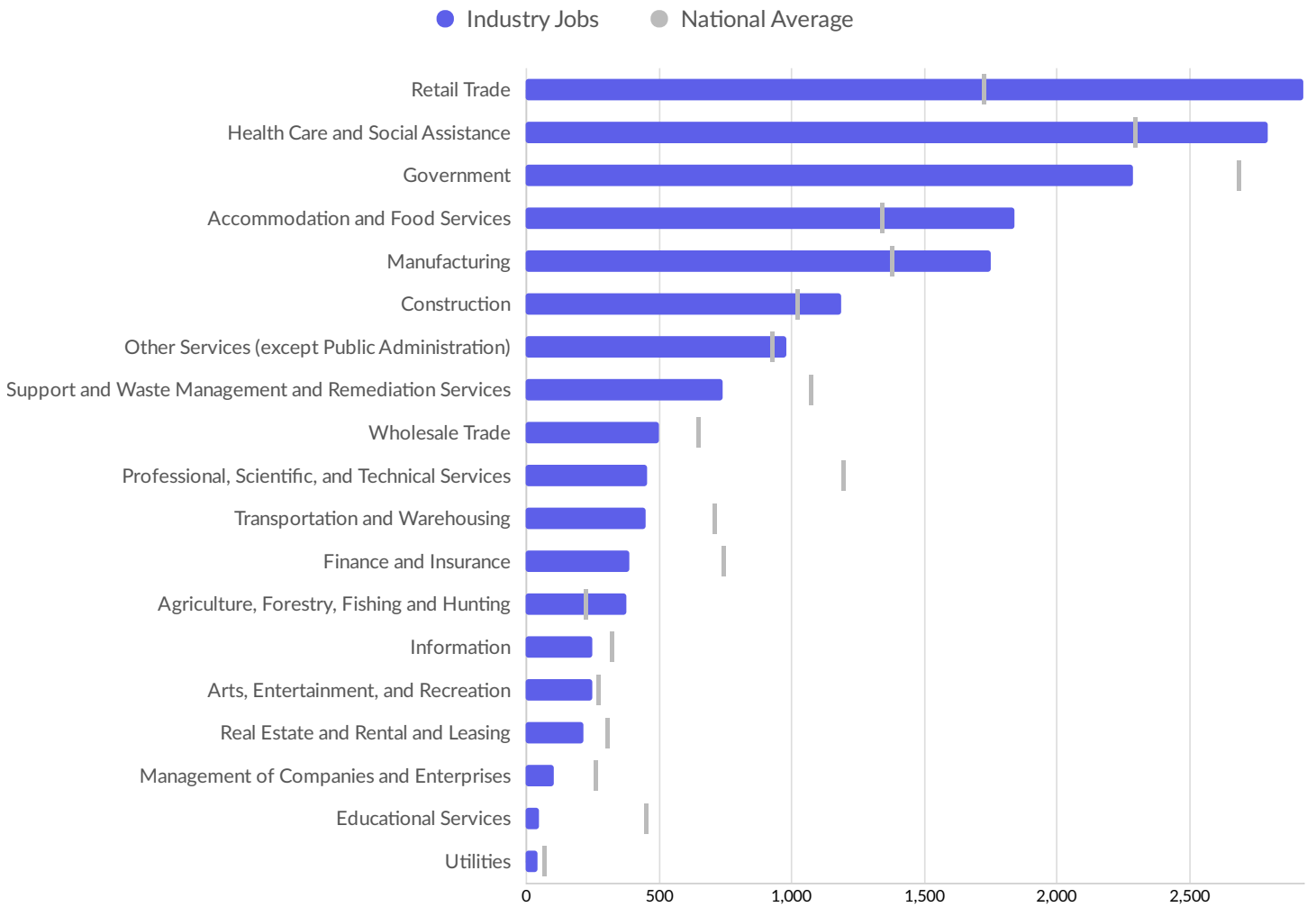
Top Industry GRP



Top Industry Earnings



Largest Industries



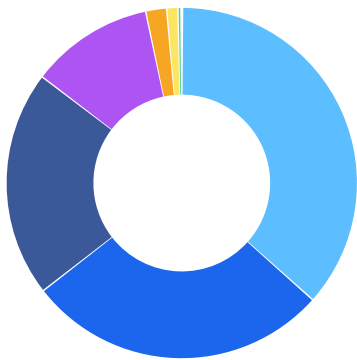
Business Characteristics

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, 973 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.	151 	Ascension	460 
Marshfield Clinic	147 	Marshfield Clinic	350 
Nicolet Area Technical College	143 	Wal-Mart, Inc.	155 
State of Wisconsin	113 	The Home Depot	115 
School District of Rhinelander	109 	Marshfield, LLC	103 
Oneida County Livery Inc	69 	Walgreens Company	72 
Ascension	64 	Roehl Transport, Inc.	71 
Wal-Mart, Inc.	56 	U.S. Xpress, Inc.	67 
State of Delaware	55 	C.R. England, Inc.	64 
Foster and Smith, Inc.	51 	COMPASS GROUP PLC	59 

Business Size

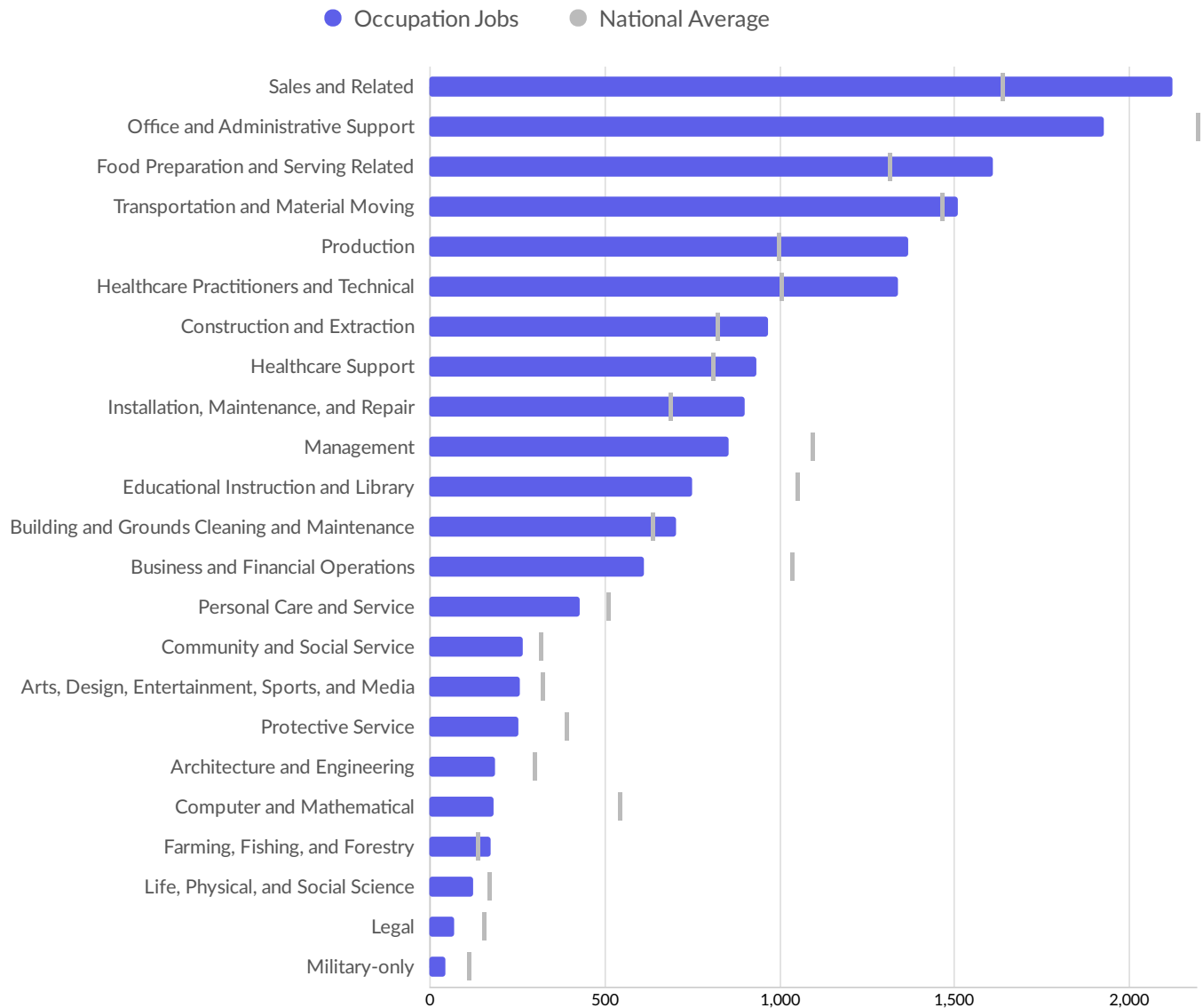


	Percentage	Business Count
1 to 4 employees	36.5%	779
5 to 9 employees	27.9%	595
10 to 19 employees	20.9%	445
20 to 49 employees	11.3%	242
50 to 99 employees	1.9%	41
100 to 249 employees	1.0%	22
250 to 499 employees	0.3%	6
500+ employees	0.1%	3

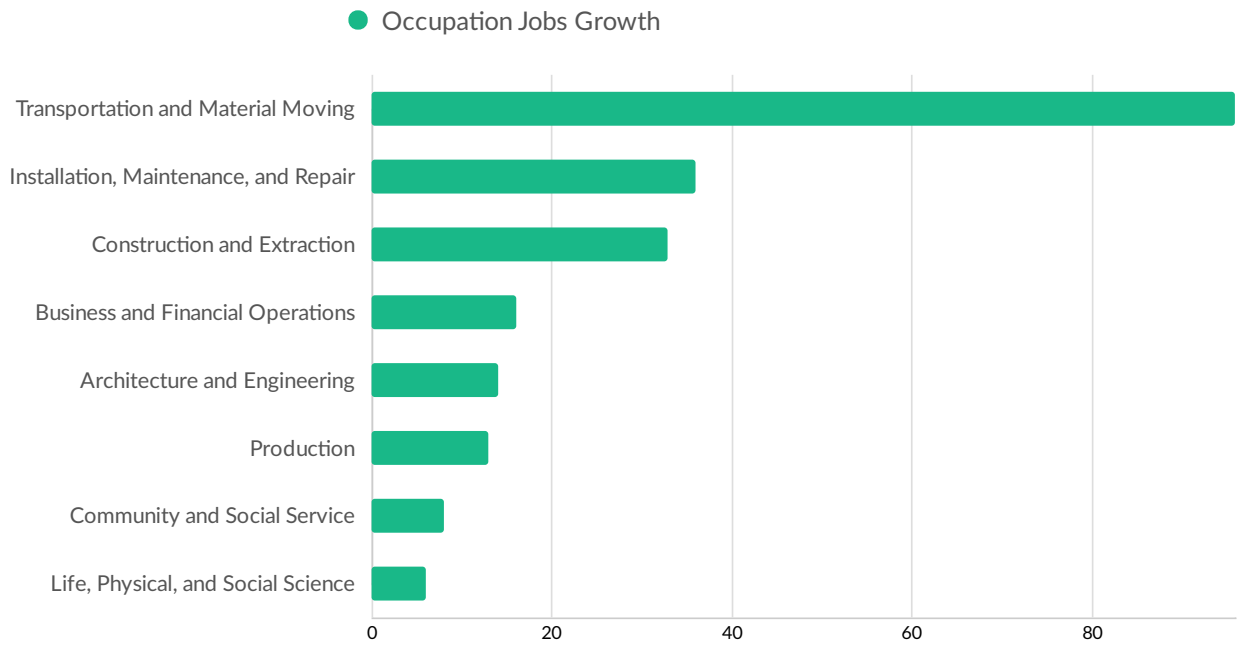
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

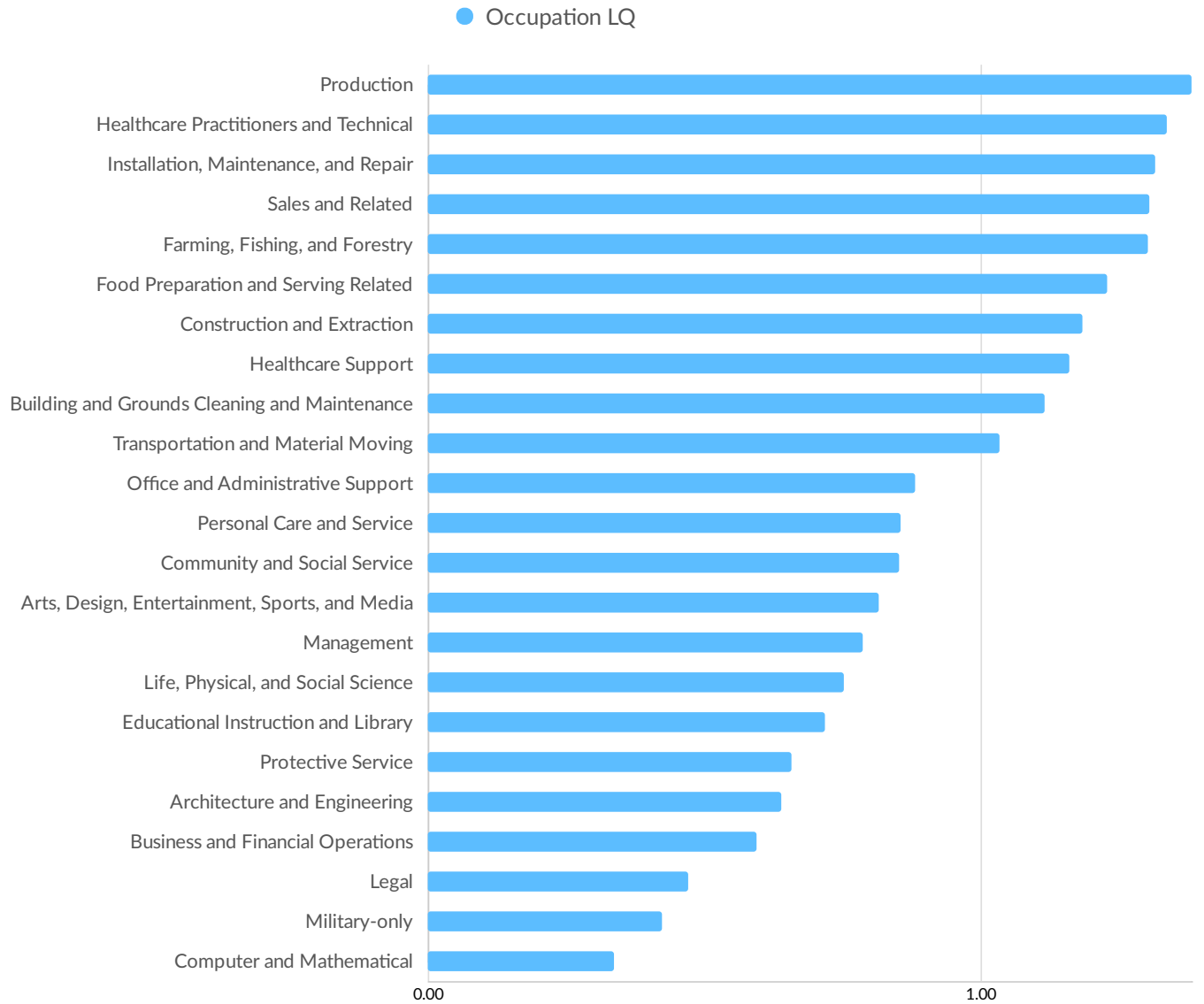
Largest Occupations



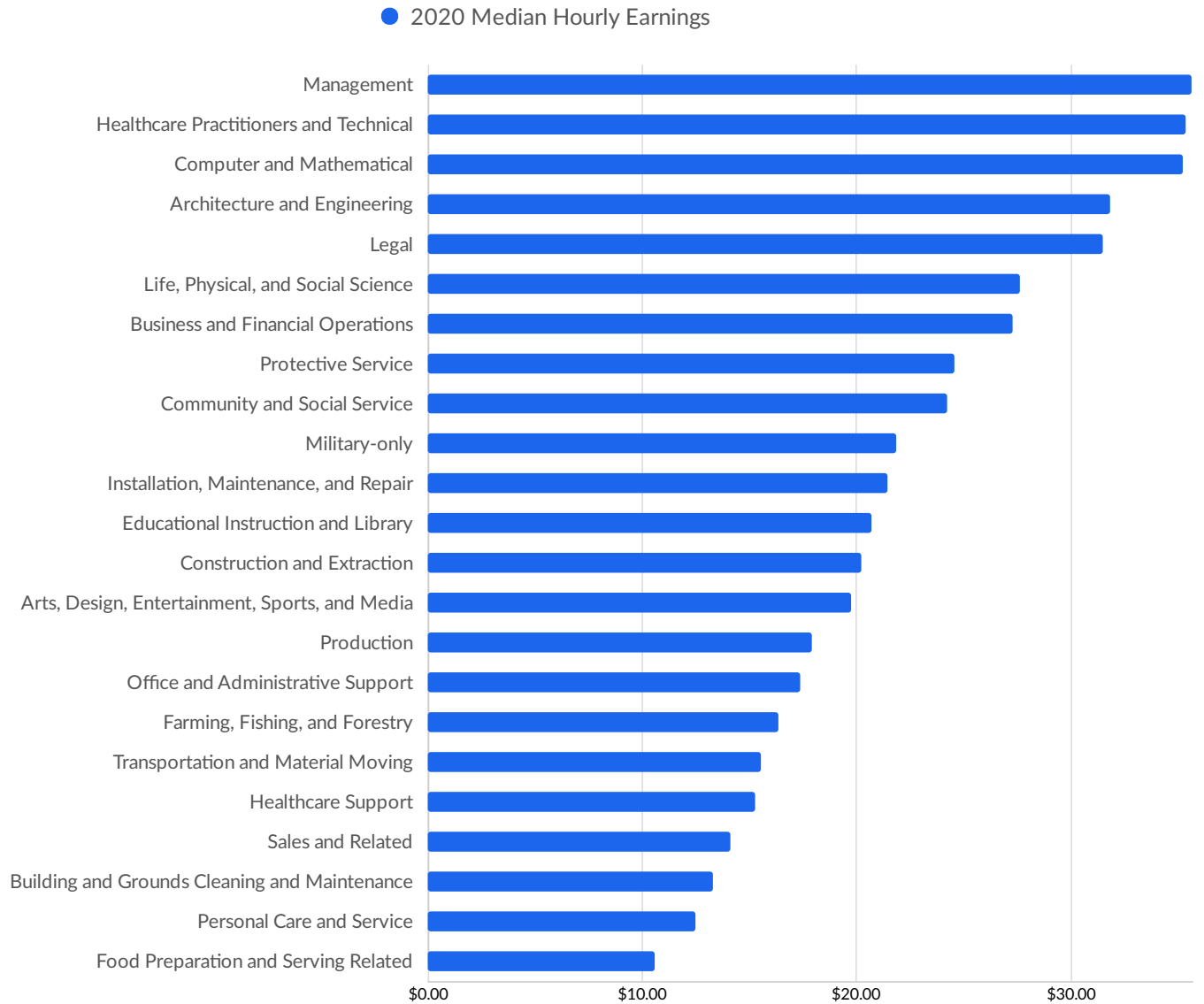
Top Growing Occupations



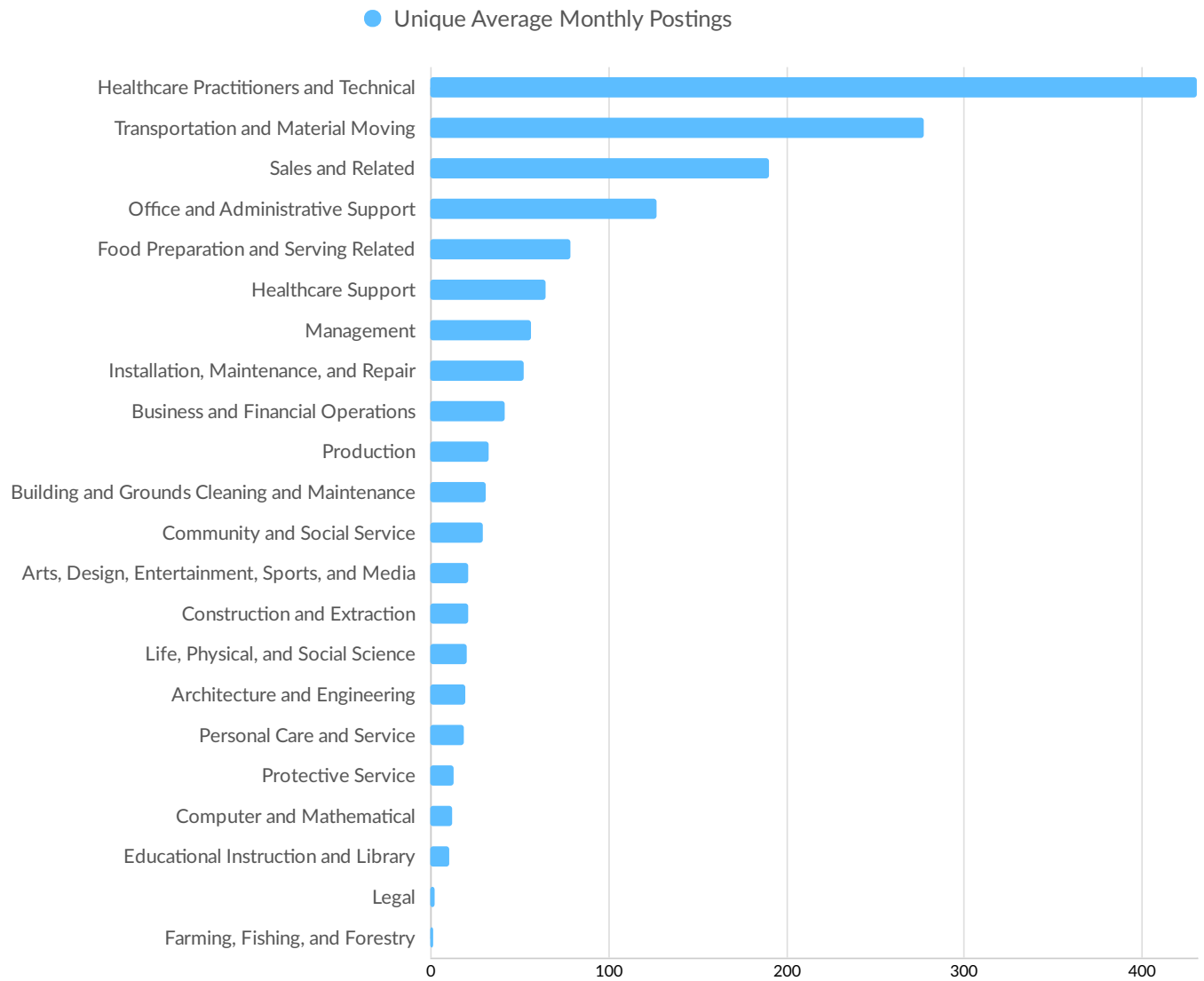
Top Occupation LQ



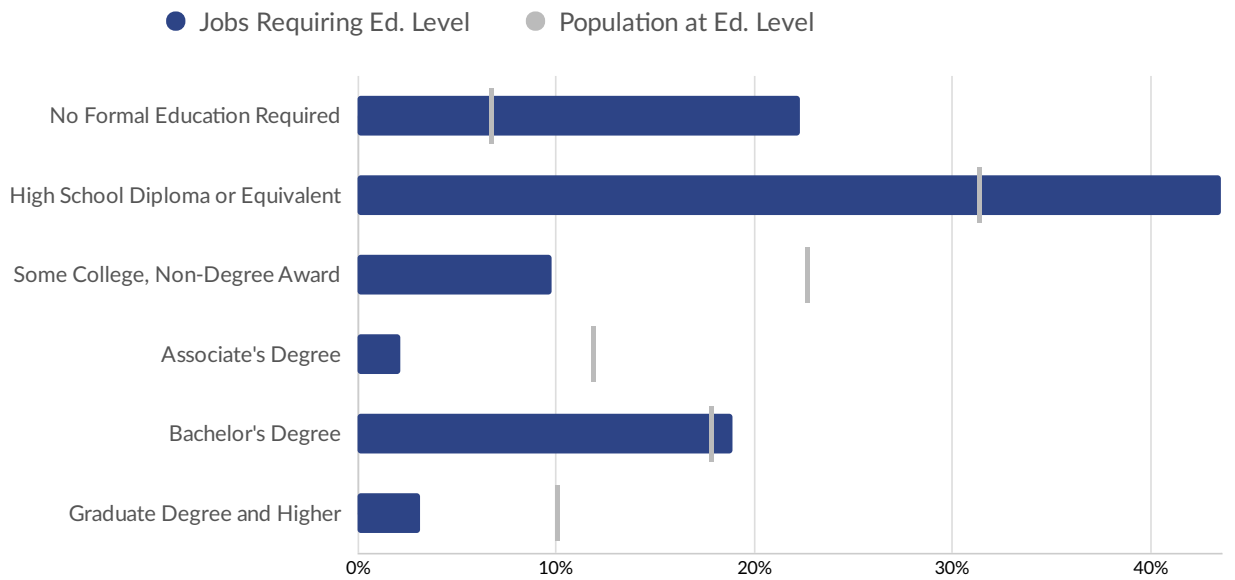
Top Occupation Earnings



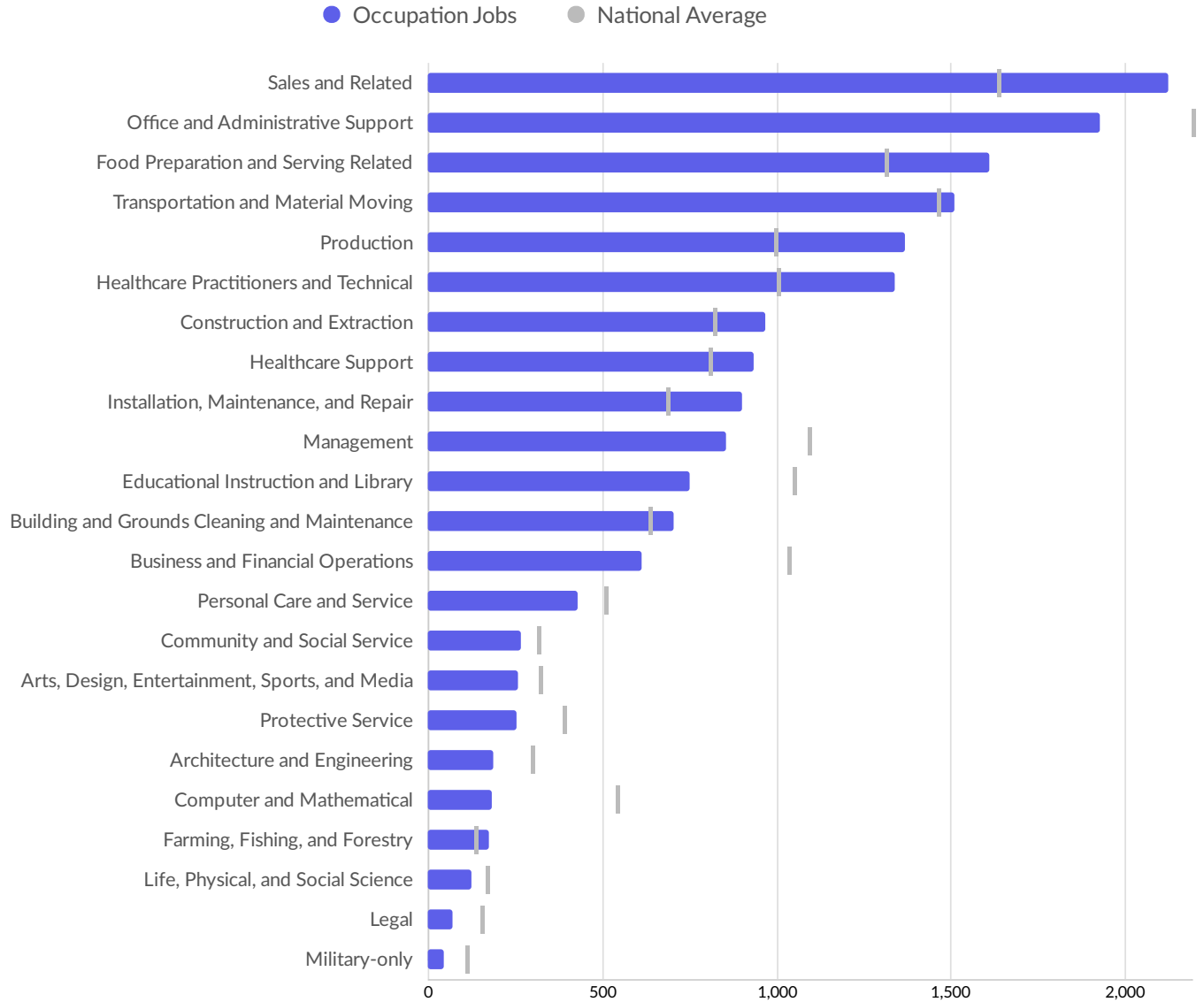
Top Posted Occupations



Underemployment

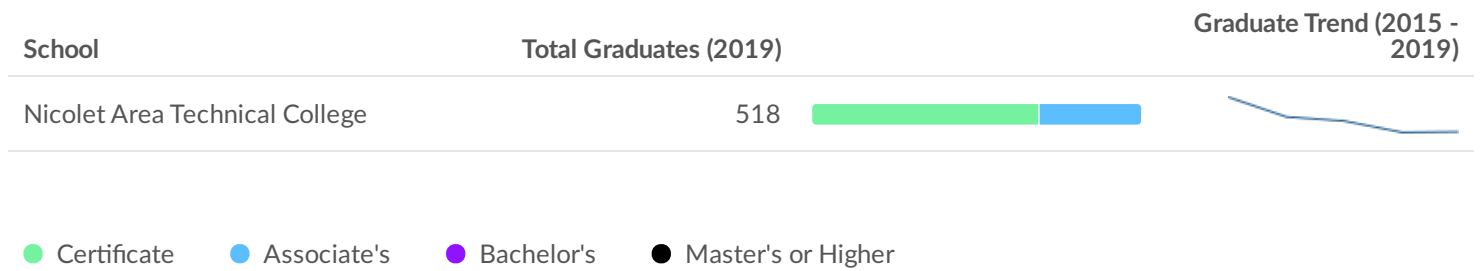


Largest Occupations



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

