



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

35,751

Population (2020)

Population **grew by 444** over the last 5 years and is projected to **grow by 287** over the next 5 years.

17,459

Total Regional Employment

Jobs **decreased by 1,359** over the last 5 years but are projected to **grow by 261** 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 444. Population is expected to **increase by 0.8%** between 2020 and 2025, adding 287.
- From 2015 to 2020, jobs **declined by 7.2%** in Oneida County, WI from 18,818 to **17,459**. This change **fell short of the national growth rate of 0.0% by 7.2%**. As the number of jobs declined, the **labor force participation rate decreased from 61.9% to 58.5% 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 **11.7% hold an Associate's Degree** (3.1% 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).

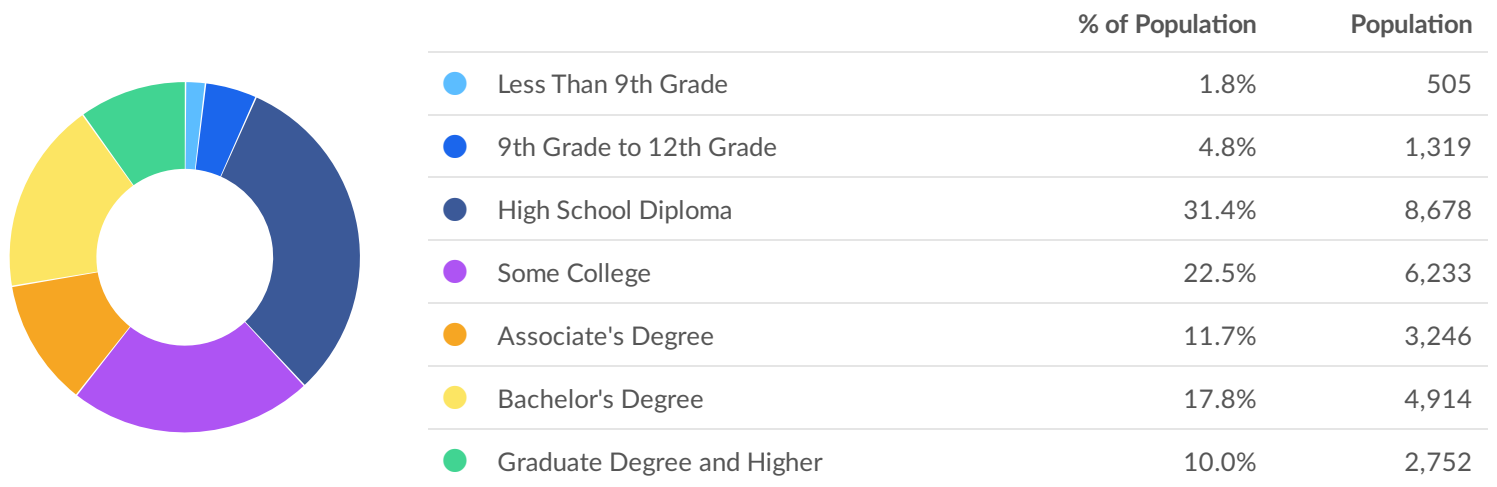
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	35,751	17,436	17,459	101.3	\$1.64B	\$2.48B	\$2.09B
Centergy	327,249	166,642	168,987	99.2	\$17.25B	\$23.87B	\$22.84B
NCWRPC	440,343	220,182	217,548	99.7	\$21.60B	\$31.10B	\$29.06B
Wisconsin	5,832,655	3,038,273	3,041,642	100.3	\$328.66B	\$327.57B	\$346.07B

Dec 2020 Labor Force Breakdown



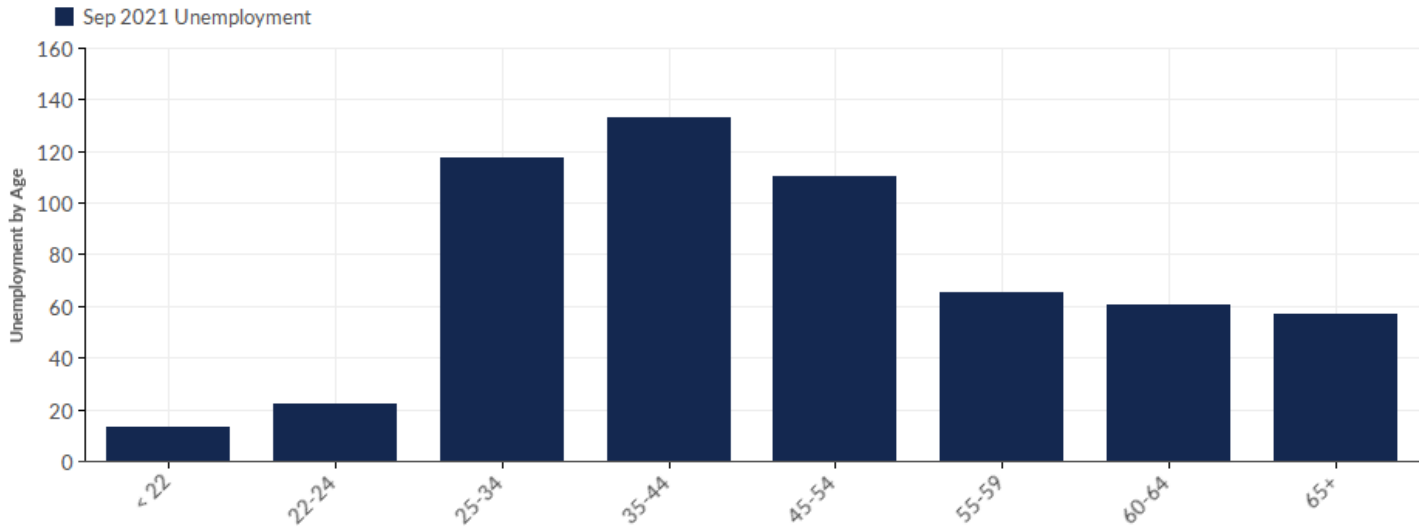
Educational Attainment

Concerning educational attainment, **17.8% of Oneida County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **11.7% hold an Associate's Degree** (3.1% above the national average).



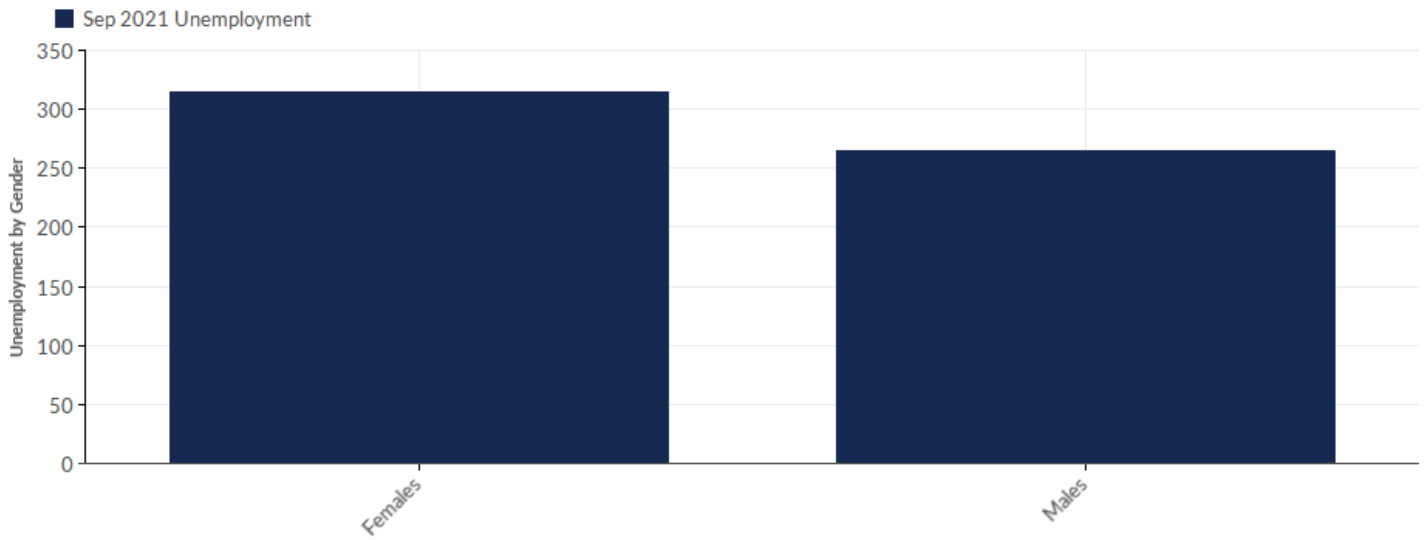
Unemployment by Demographics

Unemployment by Age



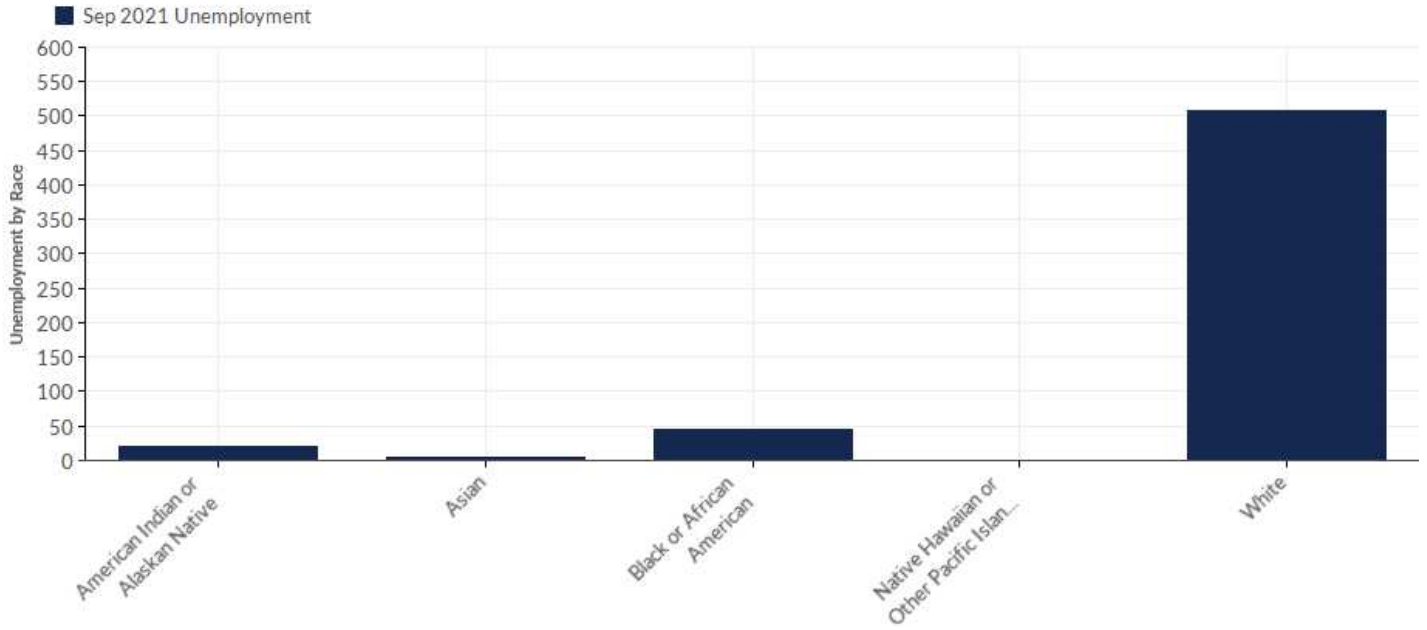
Age	Unemployment (Sep 2021)	% of Cohort
< 22	13	2.25%
22-24	22	3.80%
25-34	118	20.38%
35-44	133	22.97%
45-54	110	19.00%
55-59	65	11.23%
60-64	61	10.54%
65+	57	9.84%
Total	579	100.00%

Unemployment by Gender



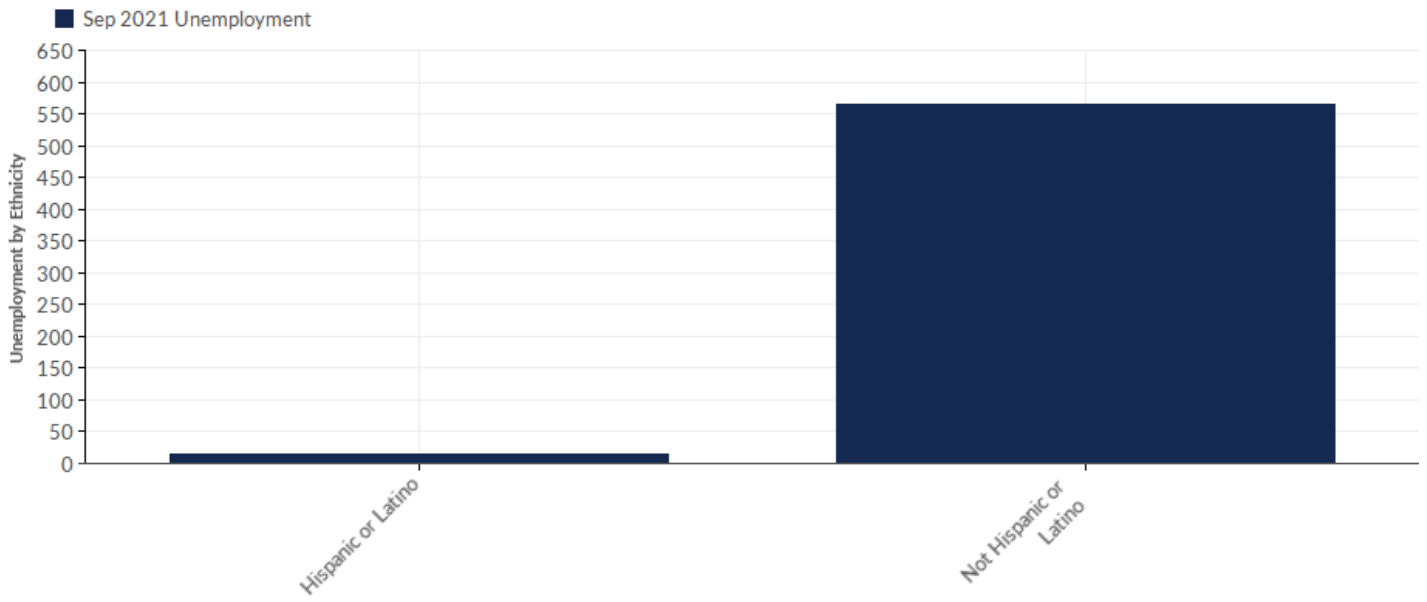
Gender	Unemployment (Sep 2021)	% of Cohort
Females	315	54.40%
Males	264	45.60%
Total	579	100.00%

Unemployment by Race



Race	Unemployment (Sep 2021)	% of Cohort
American Indian or Alaskan Native	21	3.63%
Asian	5	0.86%
Black or African American	45	7.77%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	508	87.74%
Total	579	100.00%

Unemployment by Ethnicity

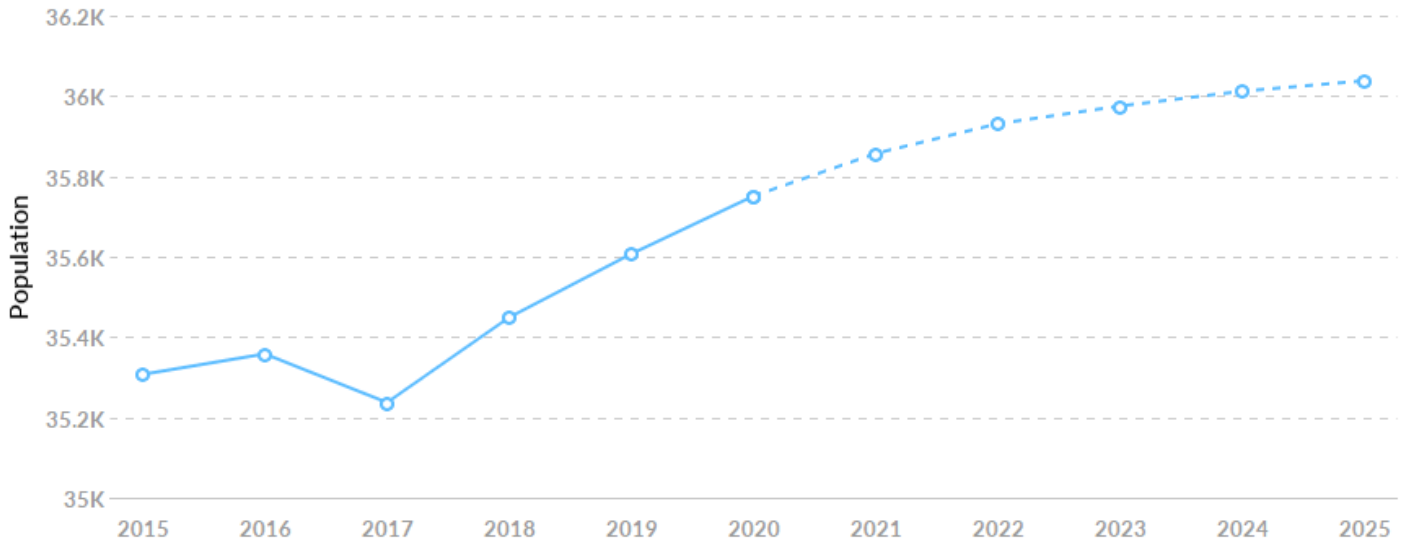


Ethnicity	Unemployment (Sep 2021)	% of Cohort
Hispanic or Latino	14	2.42%
Not Hispanic or Latino	565	97.58%
Total	579	100.00%

Historic & Projected Trends

Population Trends

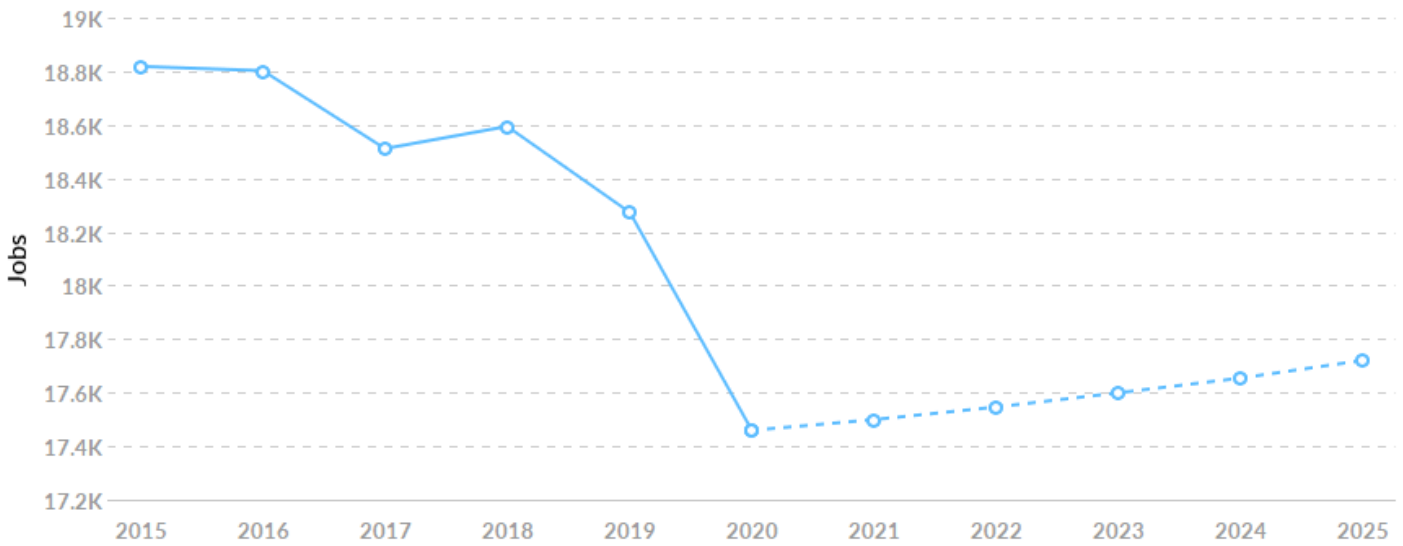
As of 2020 the region's population **increased by 1.3%** since 2015, growing by 444. Population is expected to **increase by 0.8%** between 2020 and 2025, adding 287.



Timeframe	Population
2015	35,307
2016	35,358
2017	35,237
2018	35,449
2019	35,607
2020	35,751
2021	35,857
2022	35,931
2023	35,975
2024	36,012
2025	36,038

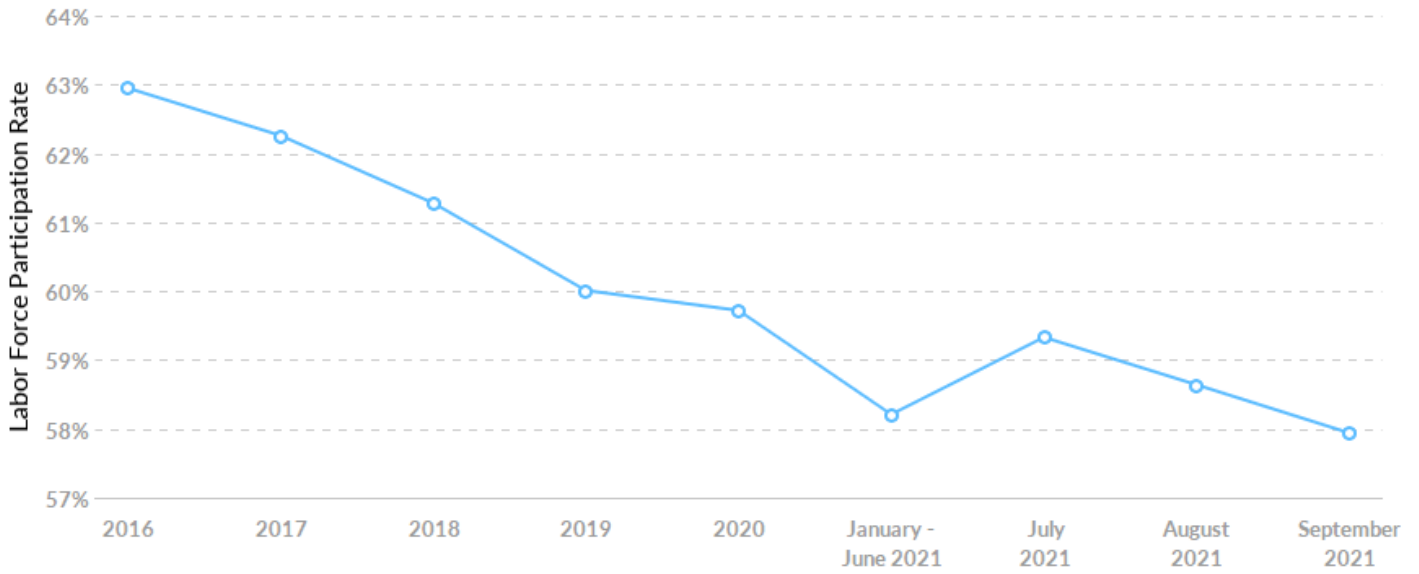
Job Trends

From 2015 to 2020, jobs declined by 7.2% in Oneida County, WI from 18,818 to 17,459. This change fell short of the national growth rate of 0.0% by 7.2%.



Timeframe	Jobs
2015	18,818
2016	18,802
2017	18,511
2018	18,594
2019	18,274
2020	17,459
2021	17,499
2022	17,546
2023	17,599
2024	17,654
2025	17,720

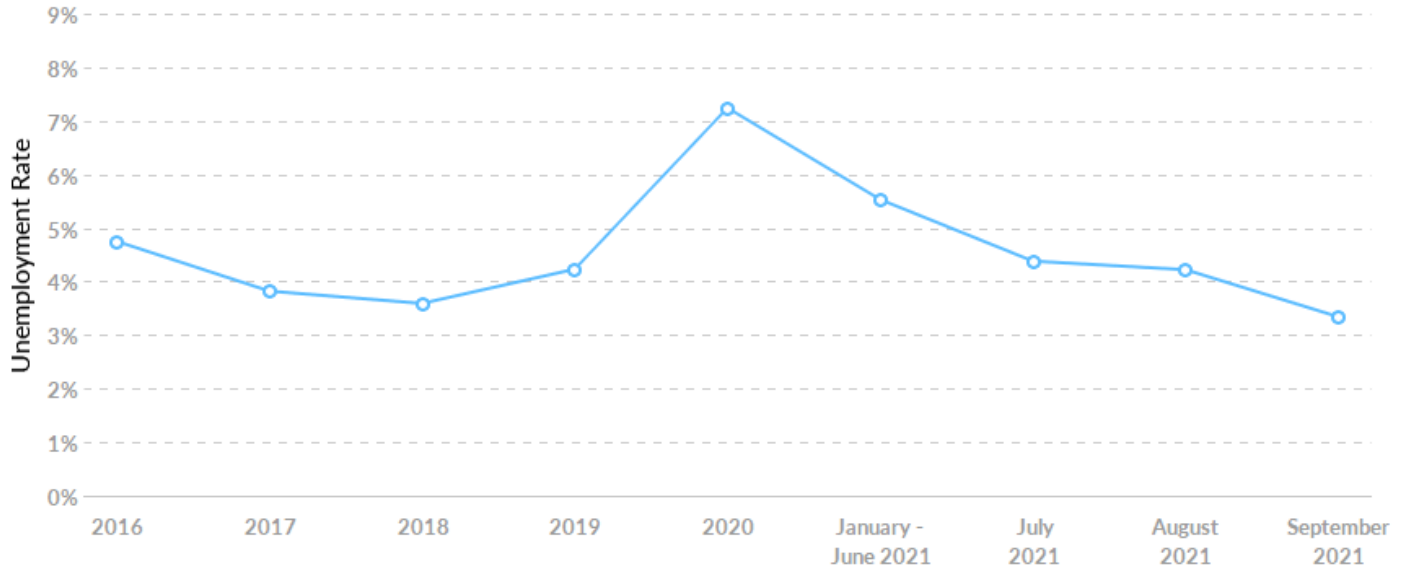
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	62.95%
2017	62.26%
2018	61.28%
2019	60.01%
2020	59.72%
January - June 2021	58.21%
July 2021	59.33%
August 2021	58.64%
September 2021	57.94%

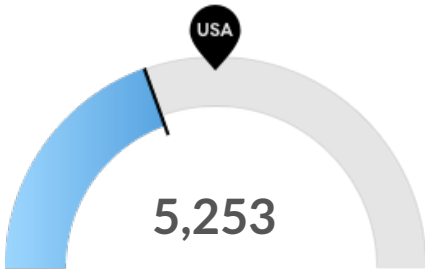
Unemployment Rate Trends

Oneida County, WI had a September 2021 unemployment rate of 3.34%, **decreasing from 4.75%** 5 years before.



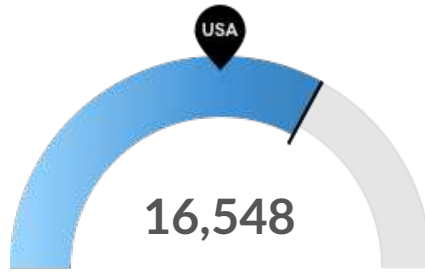
Timeframe	Unemployment Rate
2016	4.75%
2017	3.82%
2018	3.59%
2019	4.23%
2020	7.24%
January - June 2021	5.53%
July 2021	4.38%
August 2021	4.22%
September 2021	3.34%

Population Characteristics



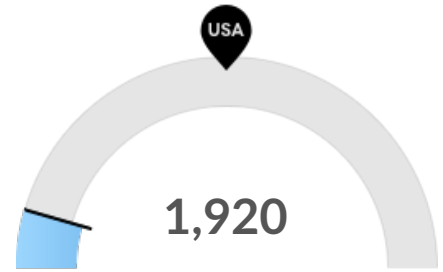
Millennials

Oneida County, WI has 5,253 millennials (ages 25-39). The national average for an area this size is 7,367.



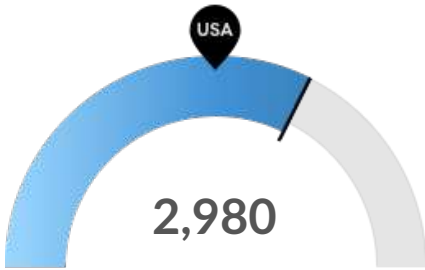
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 10,640 people 55 or older, while there are 16,548 here.



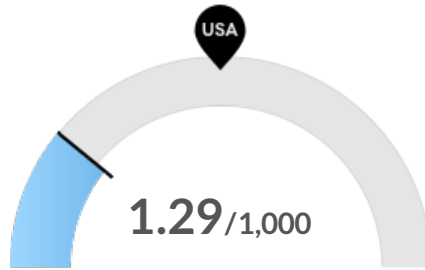
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 14,400 racially diverse people, while there are 1,920 here.



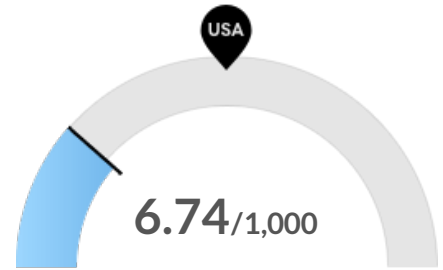
Veterans

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



Violent Crime

Oneida County, WI has 1.29 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

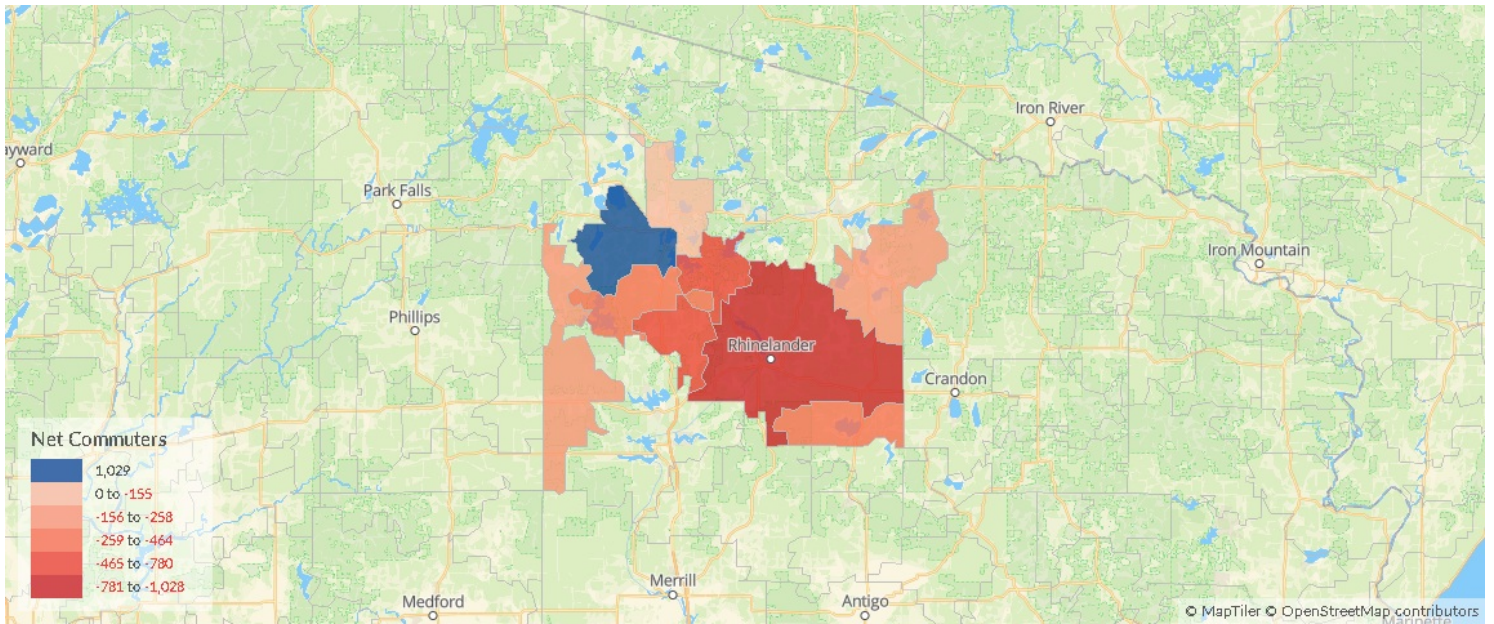


Property Crime

Oneida County, WI has 6.74 property crimes per 1,000 people. The national rate is 17.91 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...)	9,463
54548	Minocqua, WI (in Oneid...)	3,772
54568	Woodruff, WI (in Oneid...)	2,422
54562	Three Lakes, WI (in Oneid...)	823
54531	Hazelhurst, WI (in Oneid...)	317

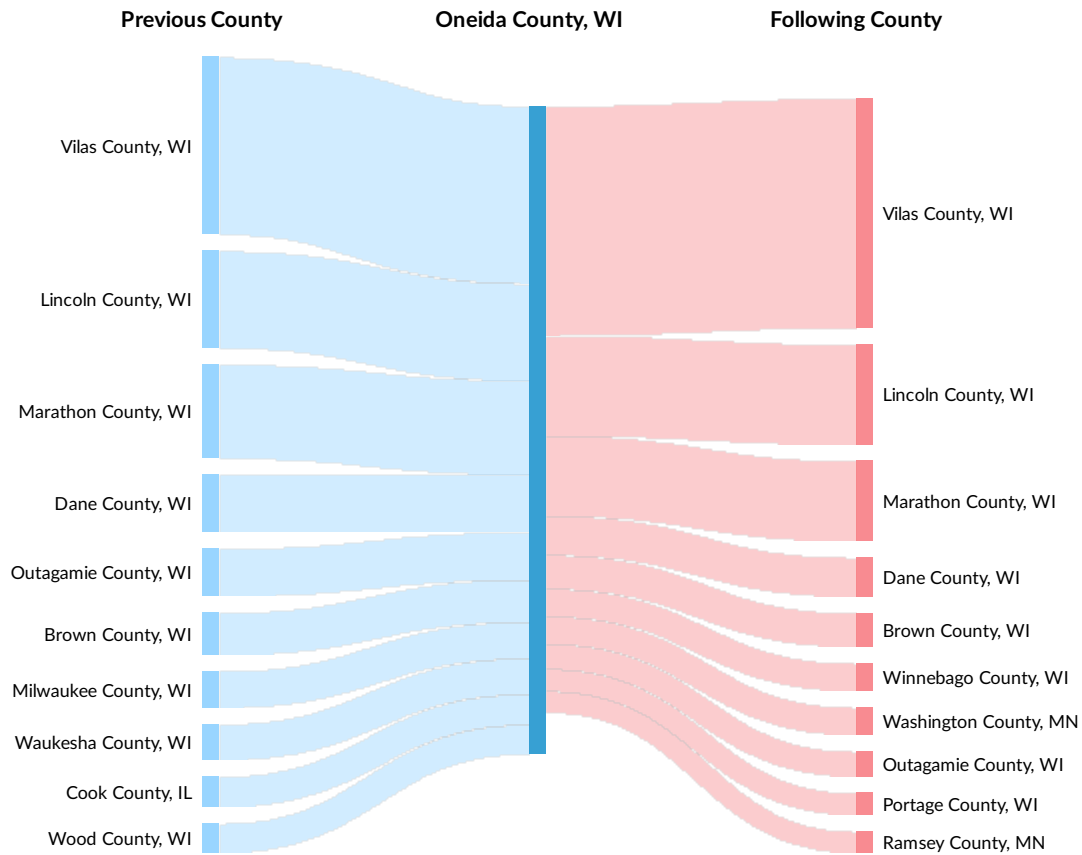
Where Talent Lives

ZIP	Name	2020 Workers
54501	Rhineland, WI (in Oneid...)	10,244
54548	Minocqua, WI (in Oneid...)	2,744
54568	Woodruff, WI (in Oneid...)	2,509
54562	Three Lakes, WI (in Oneid...)	980
54539	Lake Tomahawk, WI (in ...)	719

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.

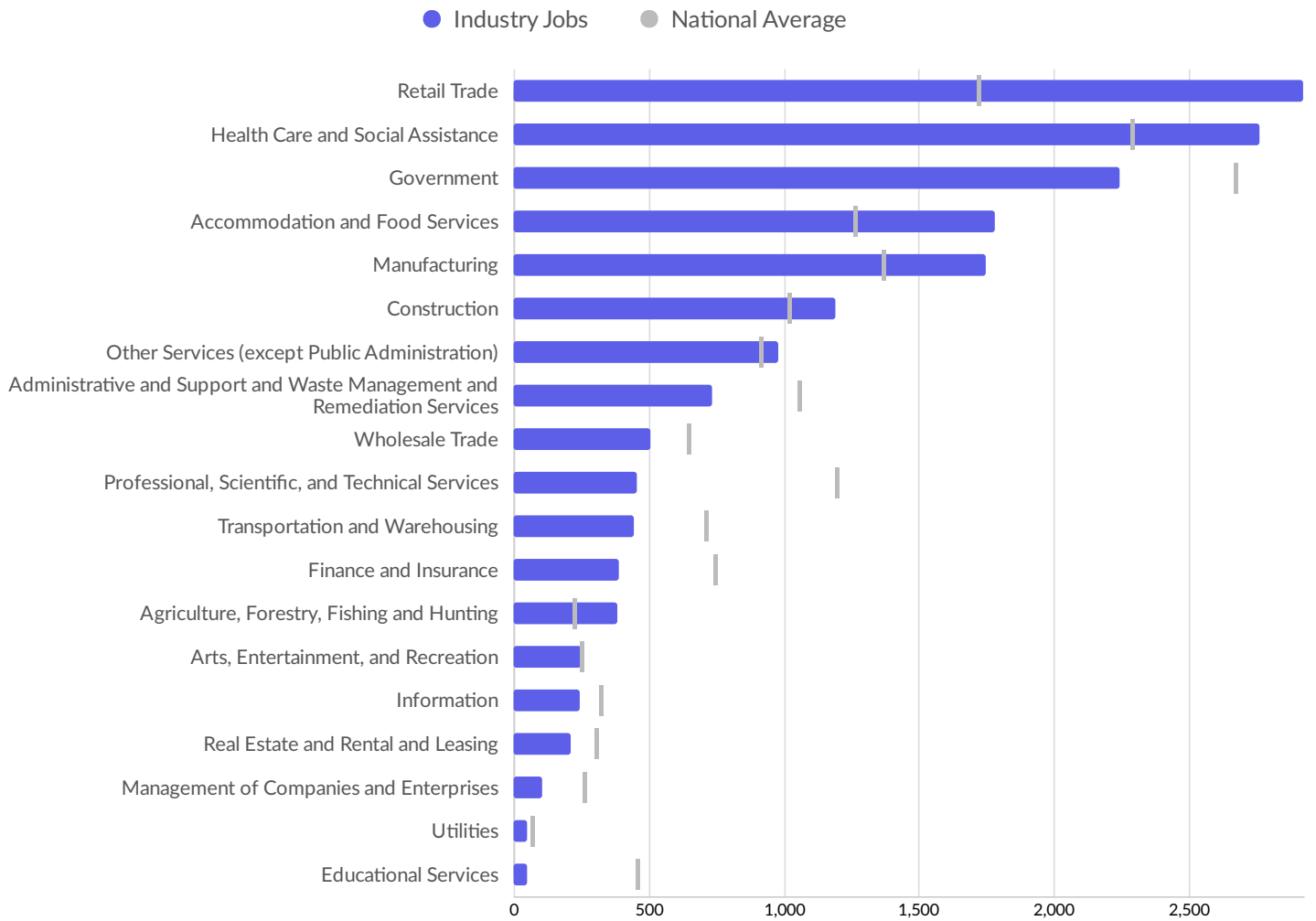


Top Previous Counties	Migrations
Vilas County, WI	210
Lincoln County, WI	115
Marathon County, WI	111
Dane County, WI	68
Outagamie County, WI	56
Brown County, WI	50

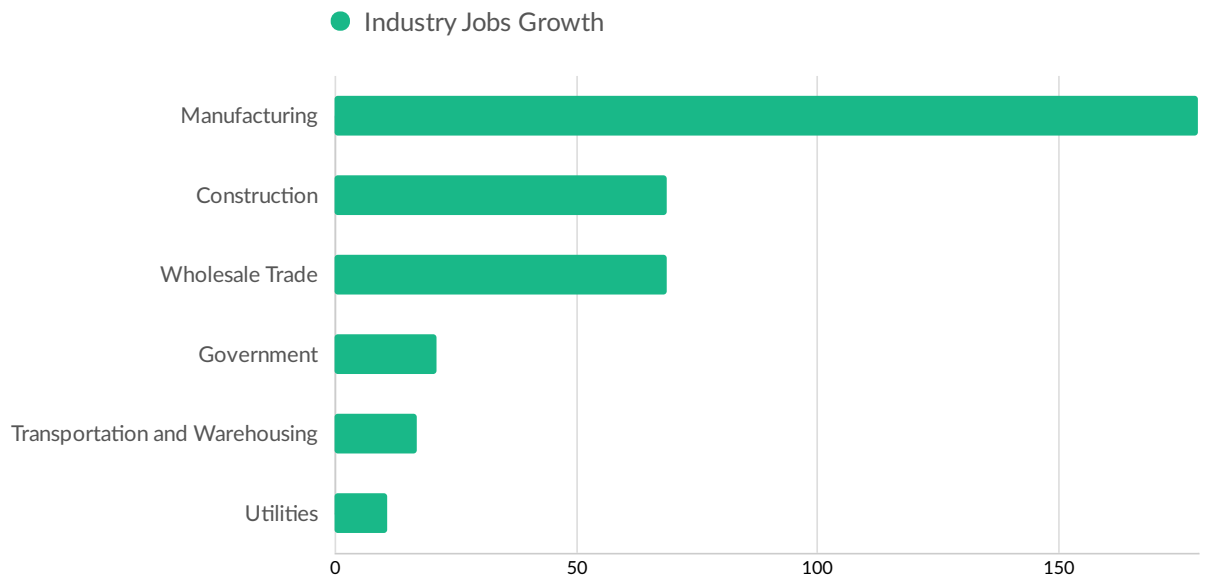
Top Previous Counties	Migrations
Milwaukee County, WI	43
Waukesha County, WI	42
Cook County, IL	36
Wood County, WI	35
Livingston County, MI	32
Columbia County, WI	30
Langlade County, WI	27
Forest County, WI	27
Walworth County, WI	25
Top Following Counties	Migrations
Vilas County, WI	271
Lincoln County, 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

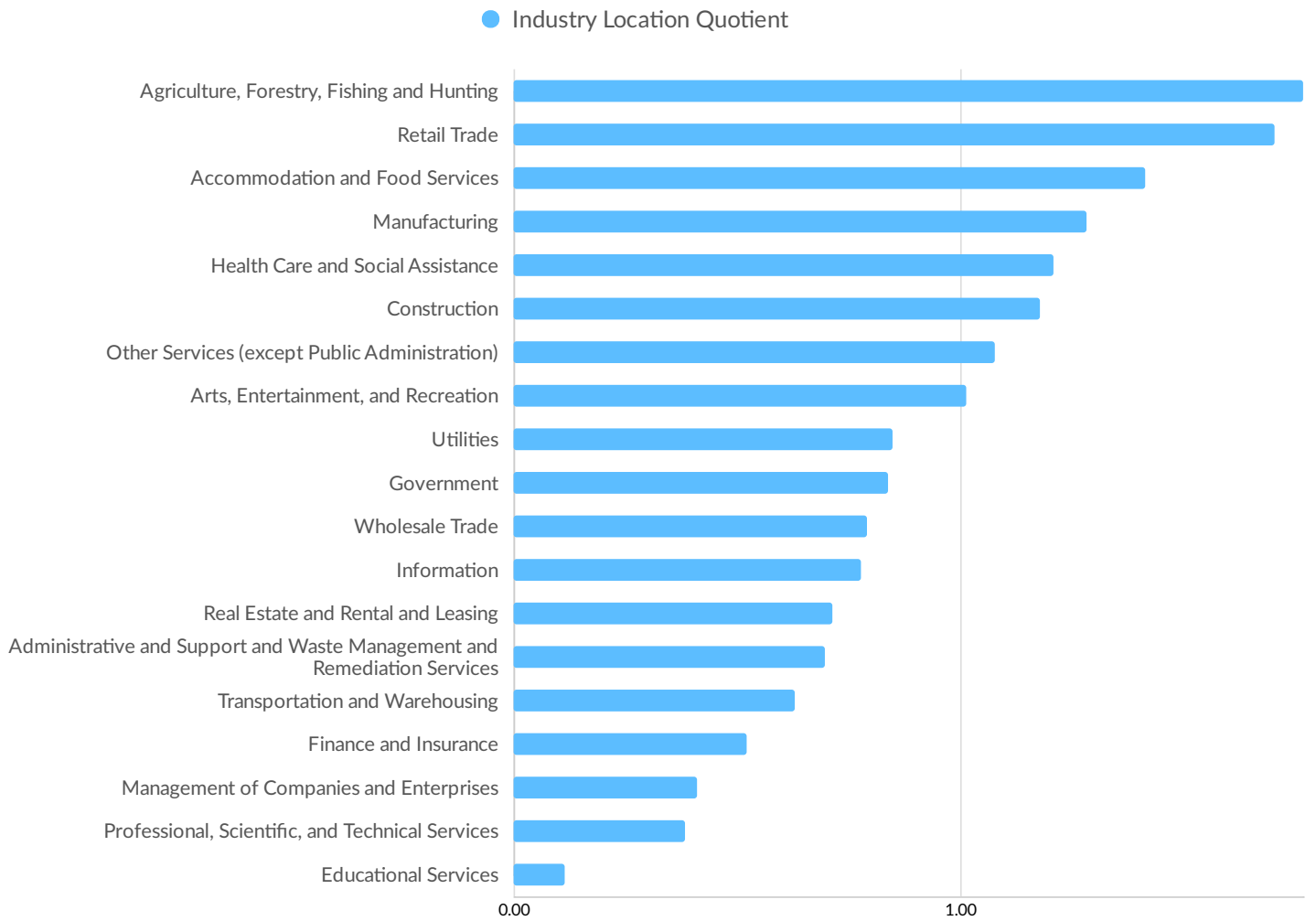
Largest Industries



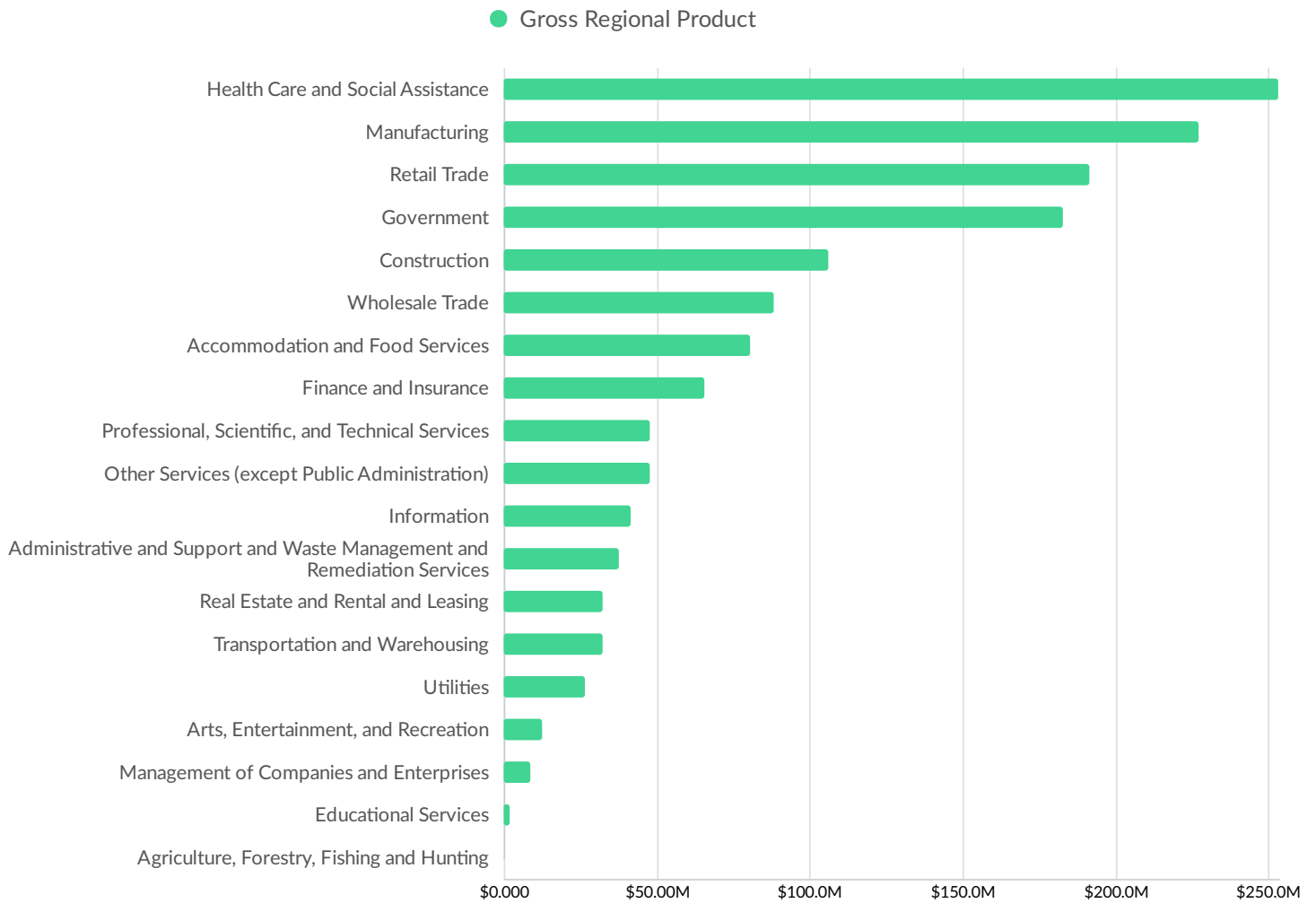
Top Growing Industries



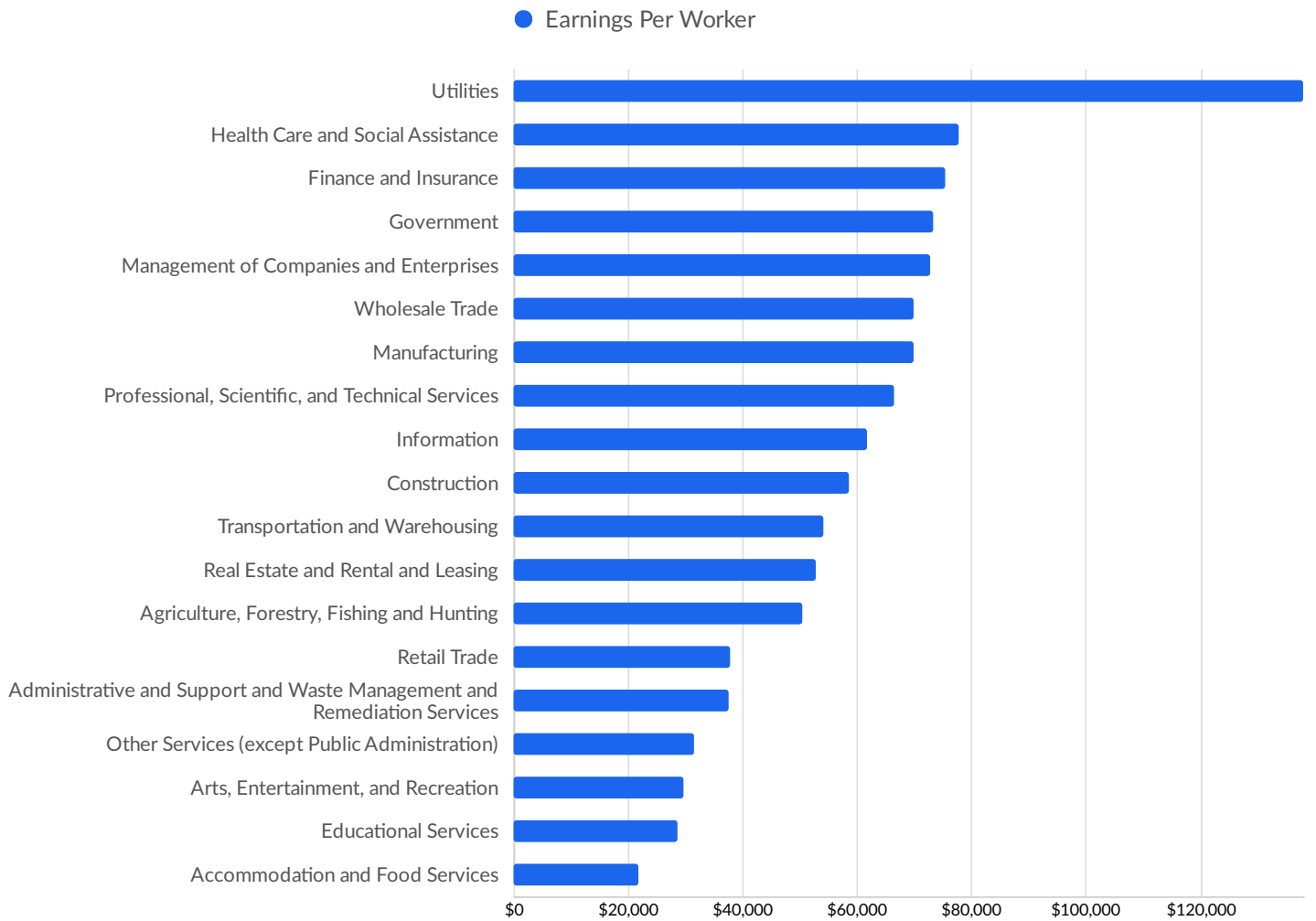
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



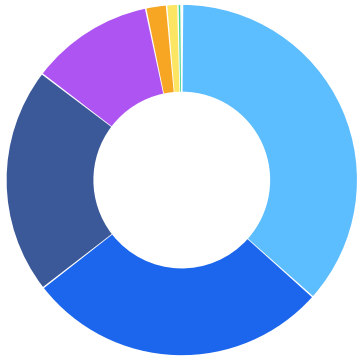
Business Characteristics

2,439 Companies Employ Your Workers

Online profiles for your workers mention 2,439 companies as employers, with the top 10 appearing below. In the last 12 months, 920 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.	148 	Ascension	402 
Marshfield Clinic	140 	Marshfield Clinic	278 
Nicolet Area Technical College	139 	Wal-Mart, Inc.	193 
State of Wisconsin	119 	Marshfield, LLC	123 
School District of Rhinelander	114 	The Home Depot	105 
Oneida County Livery Inc	71 	Roehl Transport, Inc.	90 
Ascension	63 	Aspirus Wausau Hospital, Inc.	89 
Wal-Mart, Inc.	56 	Walgreens Company	82 
State of Delaware	53 	United Parcel Service, Inc.	72 
Expera Specialty Solutions, LLC	51 	Uber Eats	69 

Business Size

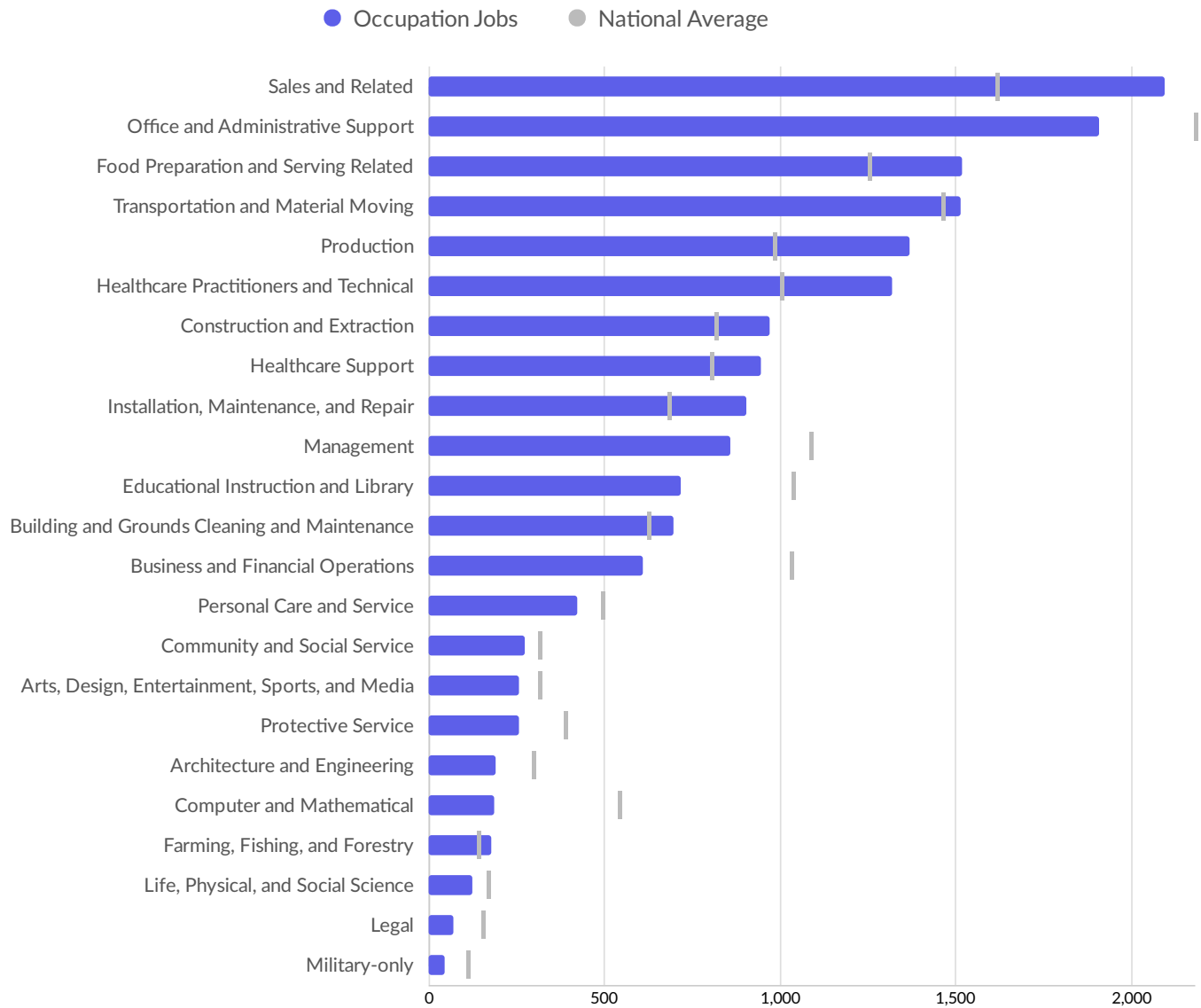


	Percentage	Business Count
1 to 4 employees	36.5%	779
5 to 9 employees	27.9%	595
10 to 19 employees	20.9%	445
20 to 49 employees	11.3%	242
50 to 99 employees	1.9%	41
100 to 249 employees	1.0%	22
250 to 499 employees	0.3%	6
500+ employees	0.1%	3

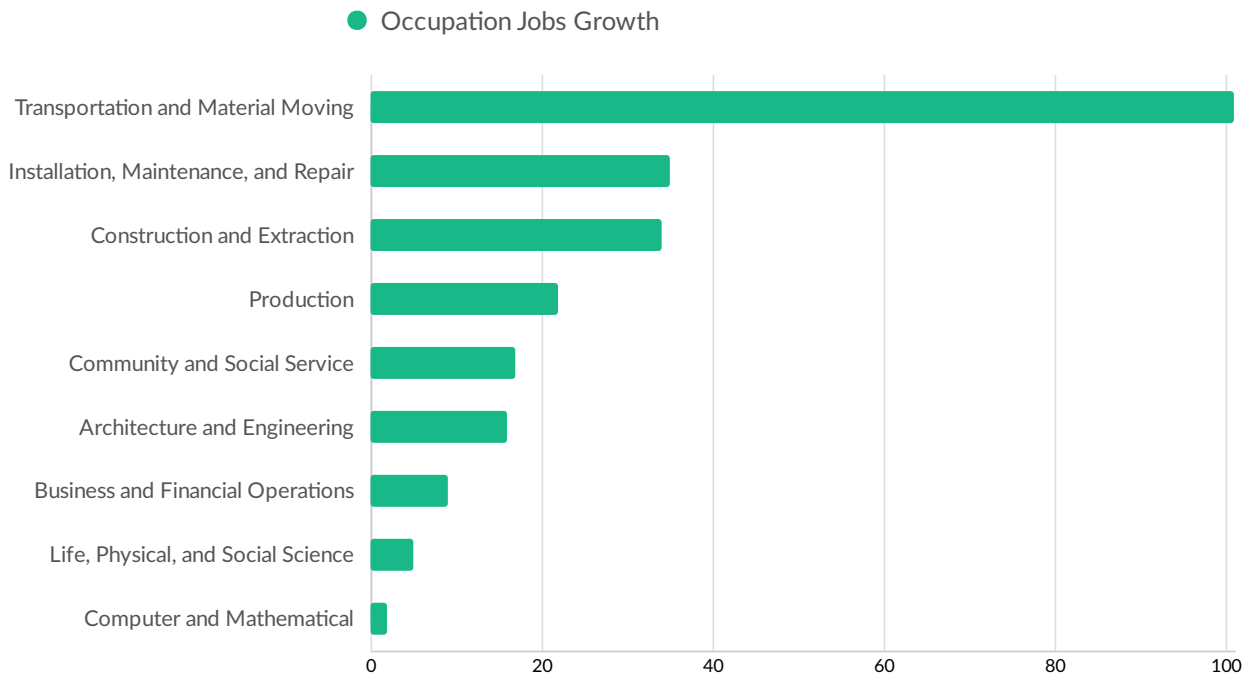
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

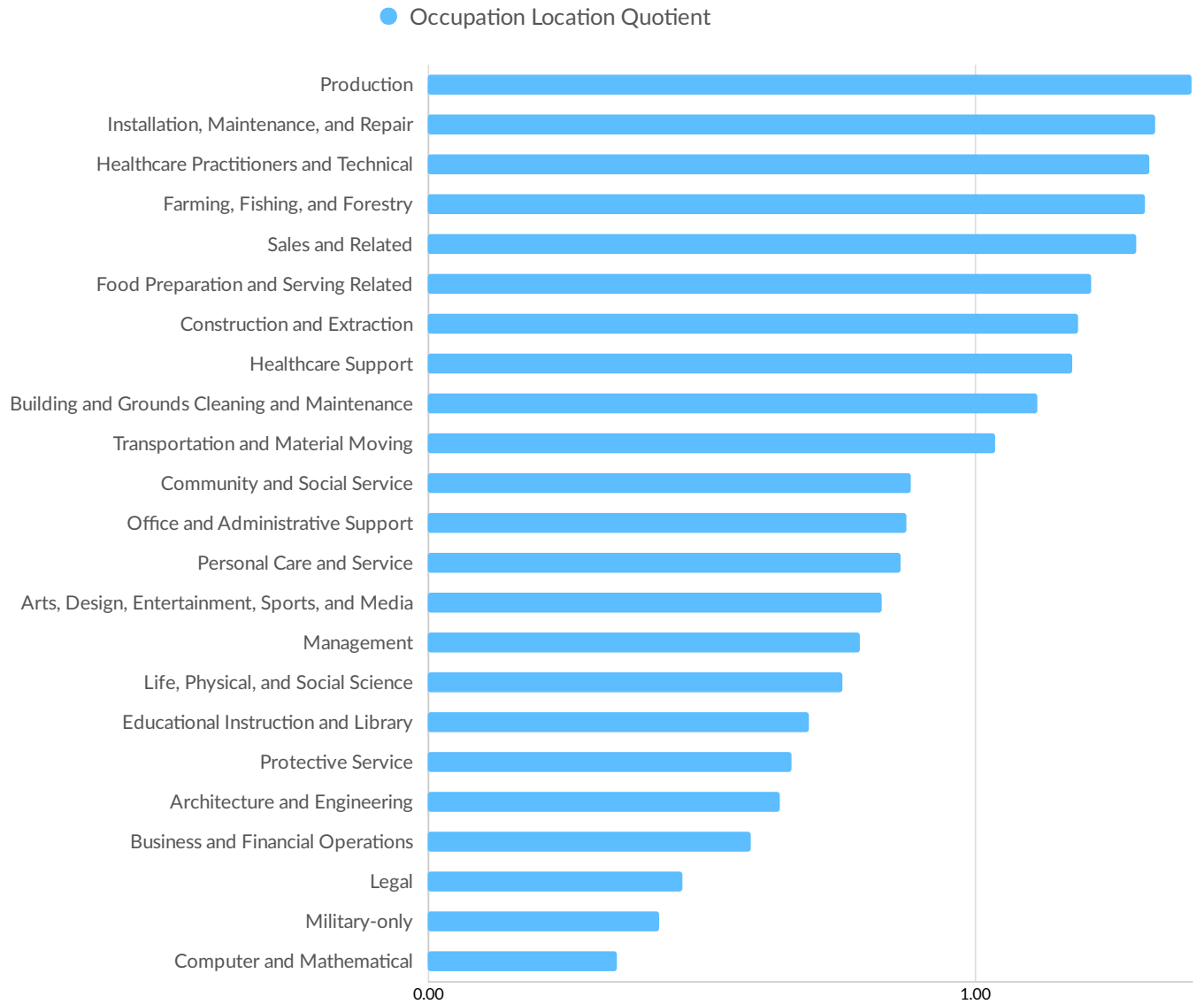
Largest Occupations



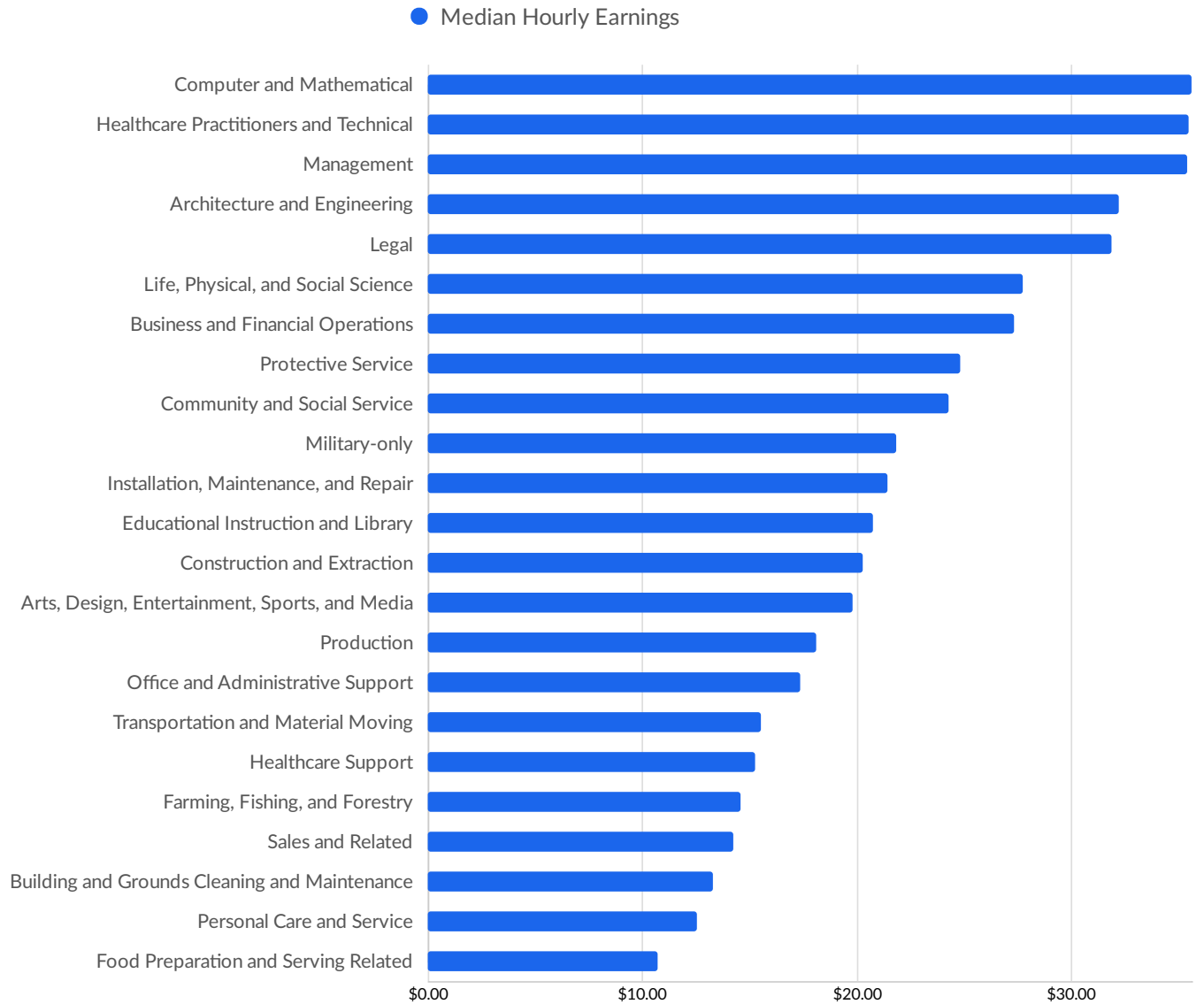
Top Growing Occupations



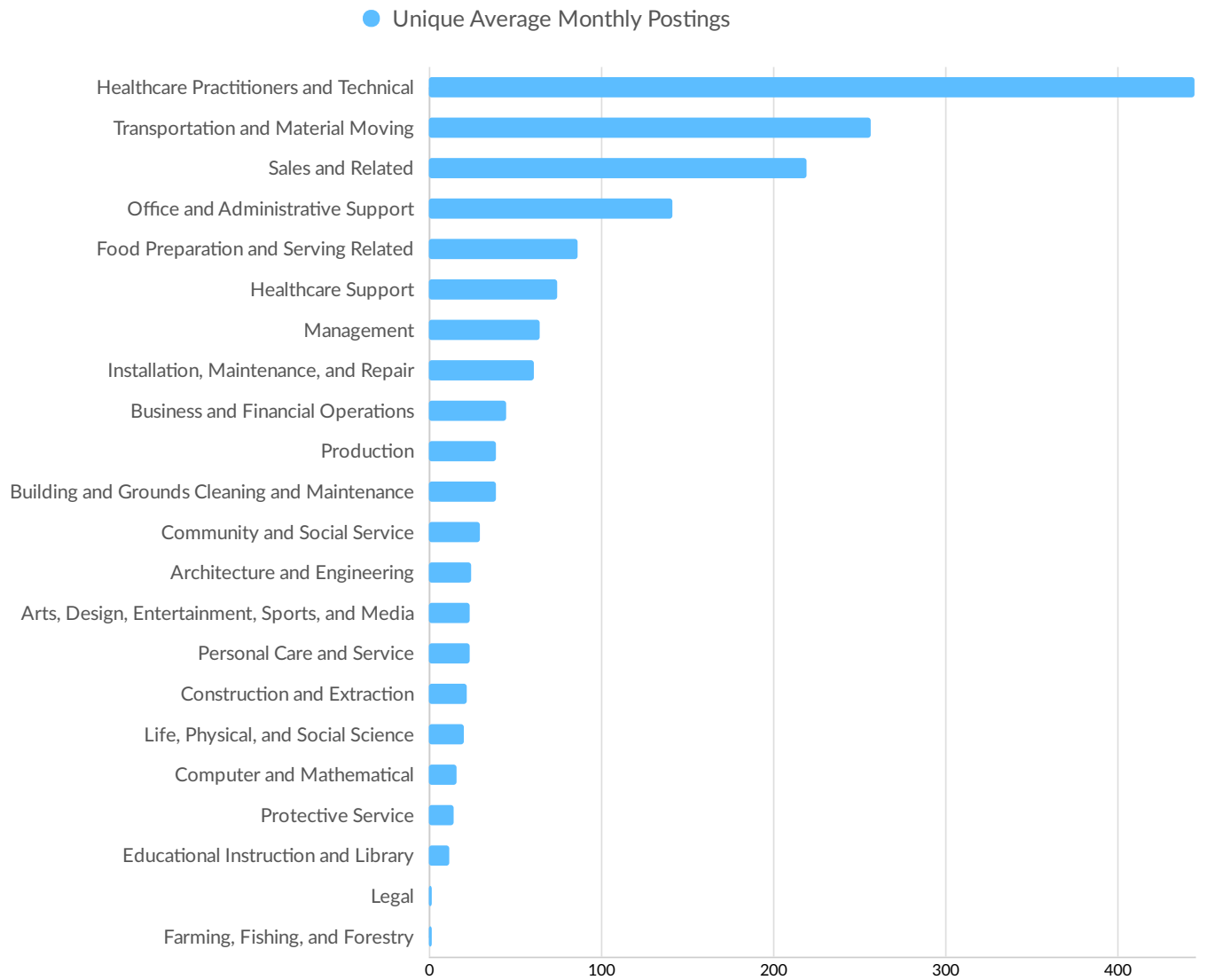
Top Occupation Location Quotient



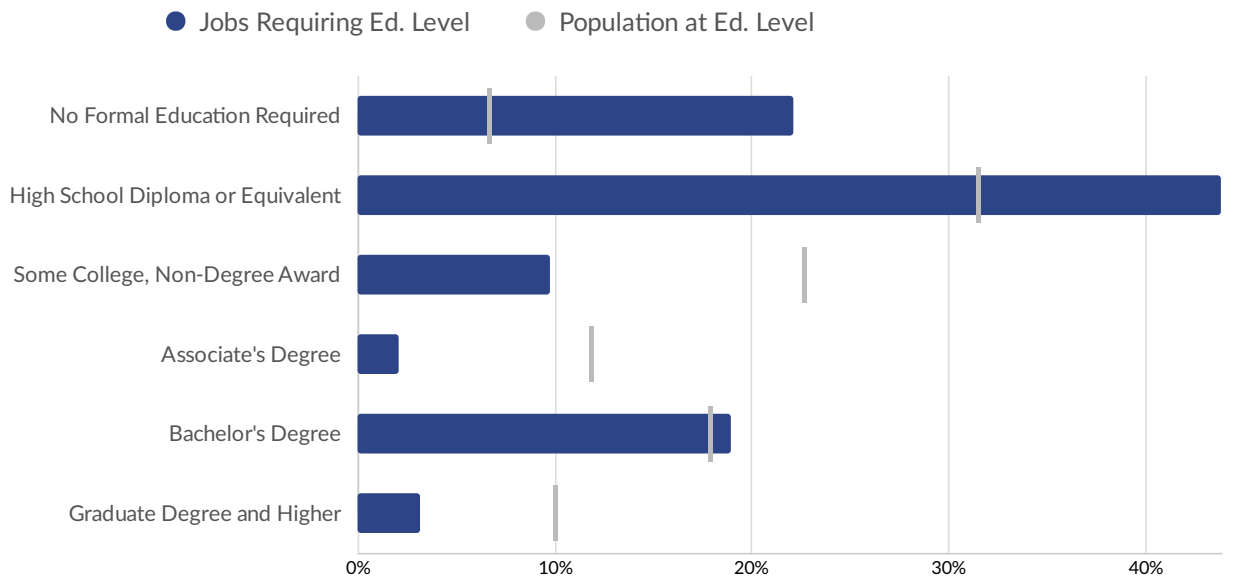
Top Occupation Earnings



Top Posted Occupations

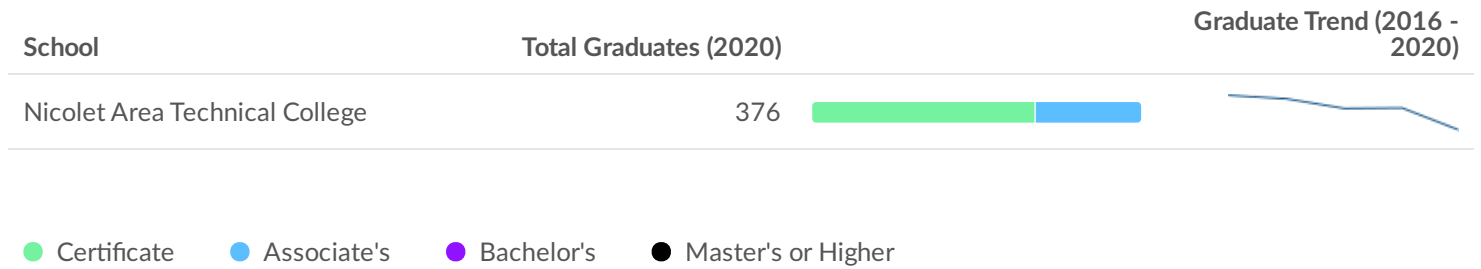


Underemployment



Educational Pipeline

In 2020, there were 376 graduates in Oneida County, WI. This pipeline has shrunk by 37% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Liberal Arts and Sciences/Liberal Studies, and Welding Technology/Welder.



In-Demand Skills

