



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

35,857

Population (2021)

Population **grew by 499** over the last 5 years and is projected to **grow by 185** over the next 5 years.

17,783

Total Regional Employment

Jobs **decreased by 1,020** over the last 5 years but are projected to **grow by 516** 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 2021 the region's population **increased by 1.4%** since 2016, growing by 499. Population is expected to **increase by 0.5%** between 2021 and 2026, adding 185.
- From 2016 to 2021, jobs **declined by 5.4%** in Oneida County, WI from 18,802 to **17,783**. This change **fell short of the national growth rate of 0.4% by 5.0%**. As the number of jobs declined, the **labor force participation rate decreased from 61.2% to 58.0% between 2016 and 2021**.
- Concerning educational attainment, **18.0% of Oneida County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **12.1% hold an Associate's Degree** (3.4% above the national average).
- The top three industries in 2021 are Restaurants and Other Eating Places, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

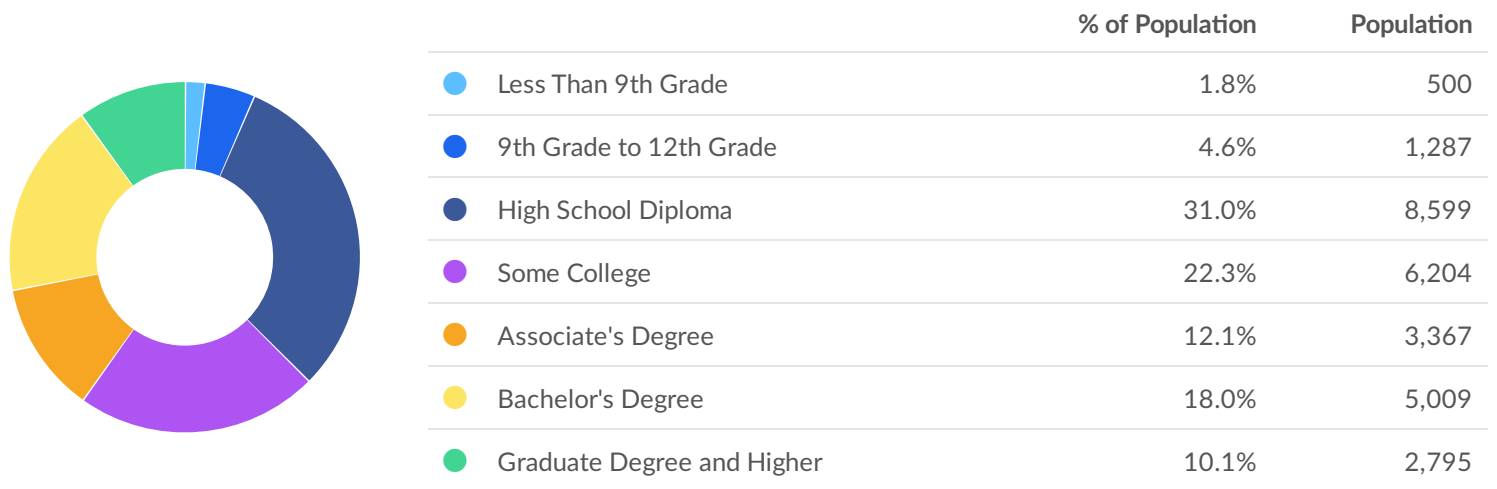
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	35,857	17,347	17,783	101.3	\$1.72B	\$2.43B	\$2.05B
NCWRPC	441,223	222,283	218,790	99.7	\$23.11B	\$30.24B	\$28.47B
Wisconsin	5,855,036	3,102,500	3,069,154	100.3	\$345.97B	\$320.32B	\$341.85B

Nov 2021 Labor Force Breakdown



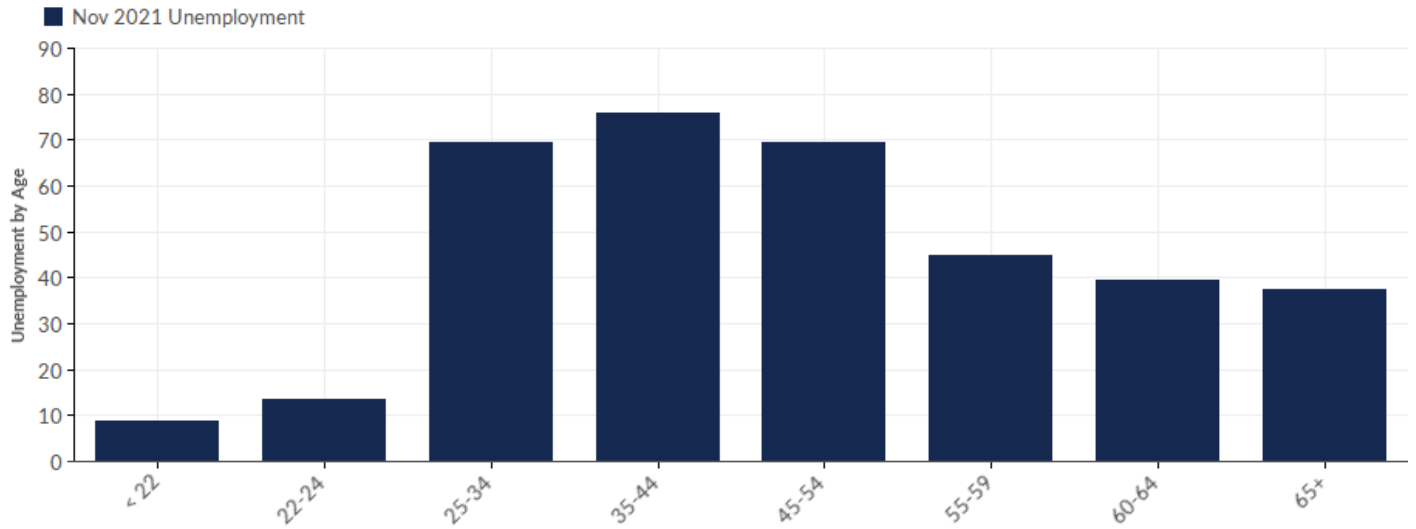
Educational Attainment

Concerning educational attainment, **18.0% of Oneida County, WI residents possess a Bachelor's Degree** (2.3% below the national average), and **12.1% hold an Associate's Degree** (3.4% above the national average).



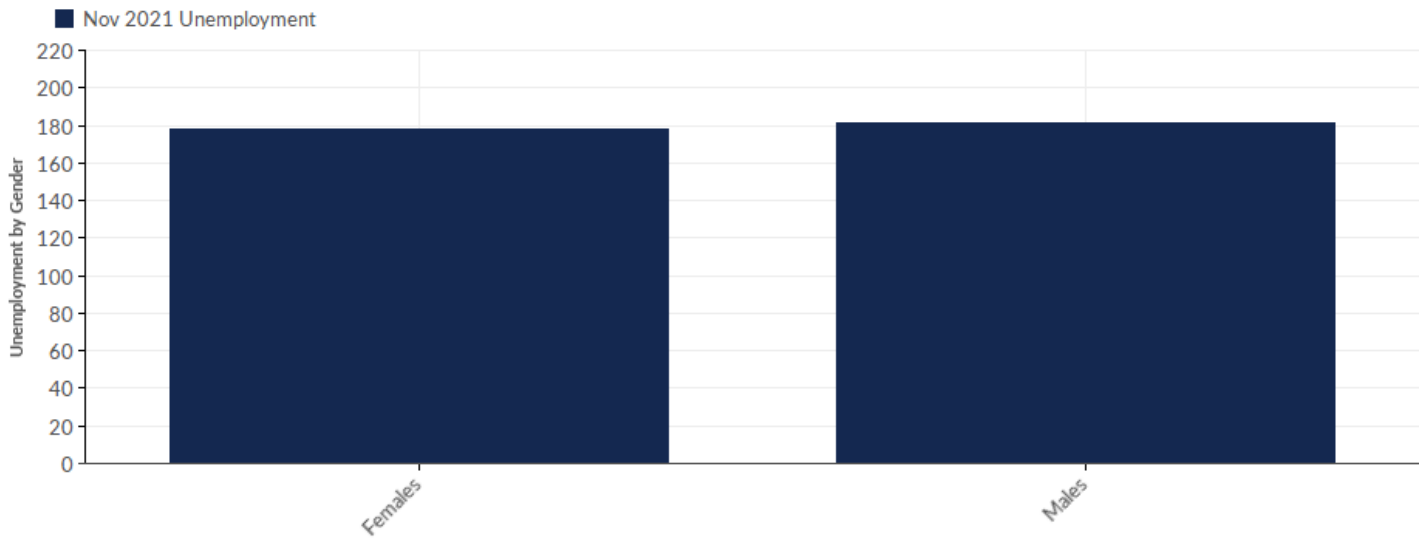
Unemployment by Demographics

Unemployment by Age



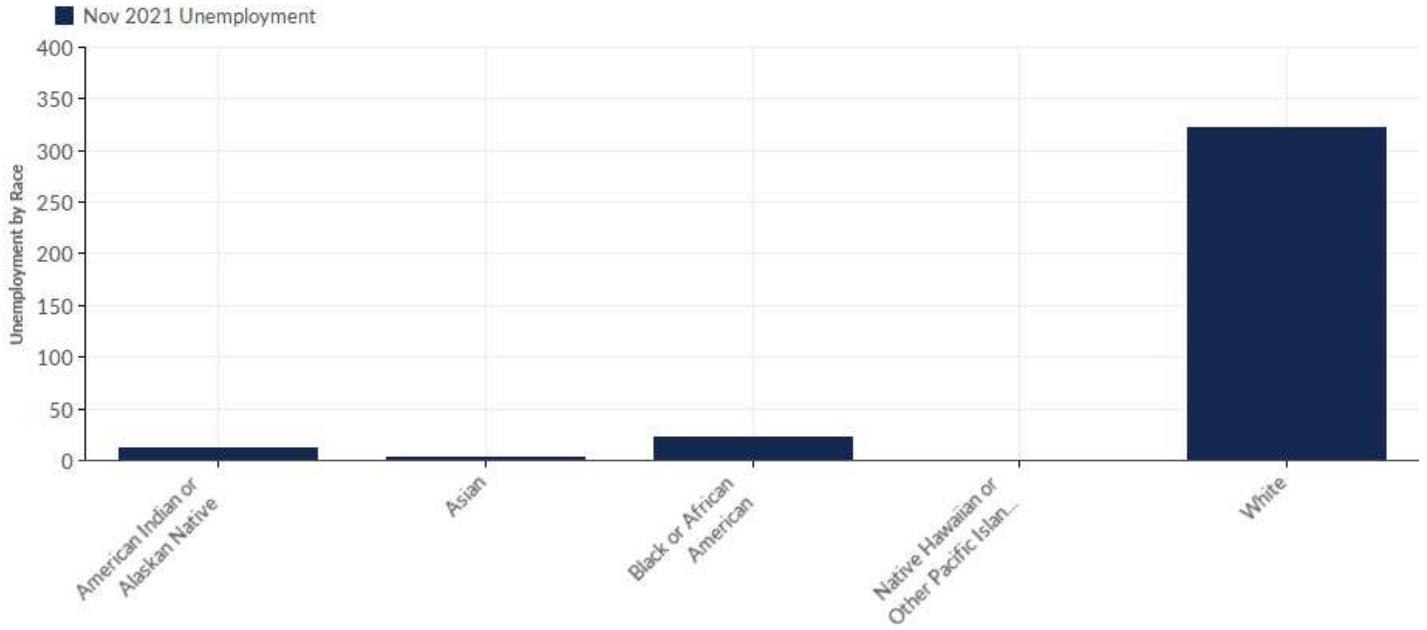
Age	Unemployment (Nov 2021)	% of Cohort
< 22	9	2.51%
22-24	14	3.90%
25-34	70	19.50%
35-44	76	21.17%
45-54	70	19.50%
55-59	45	12.53%
60-64	39	10.86%
65+	37	10.31%
Total	359	100.00%

Unemployment by Gender



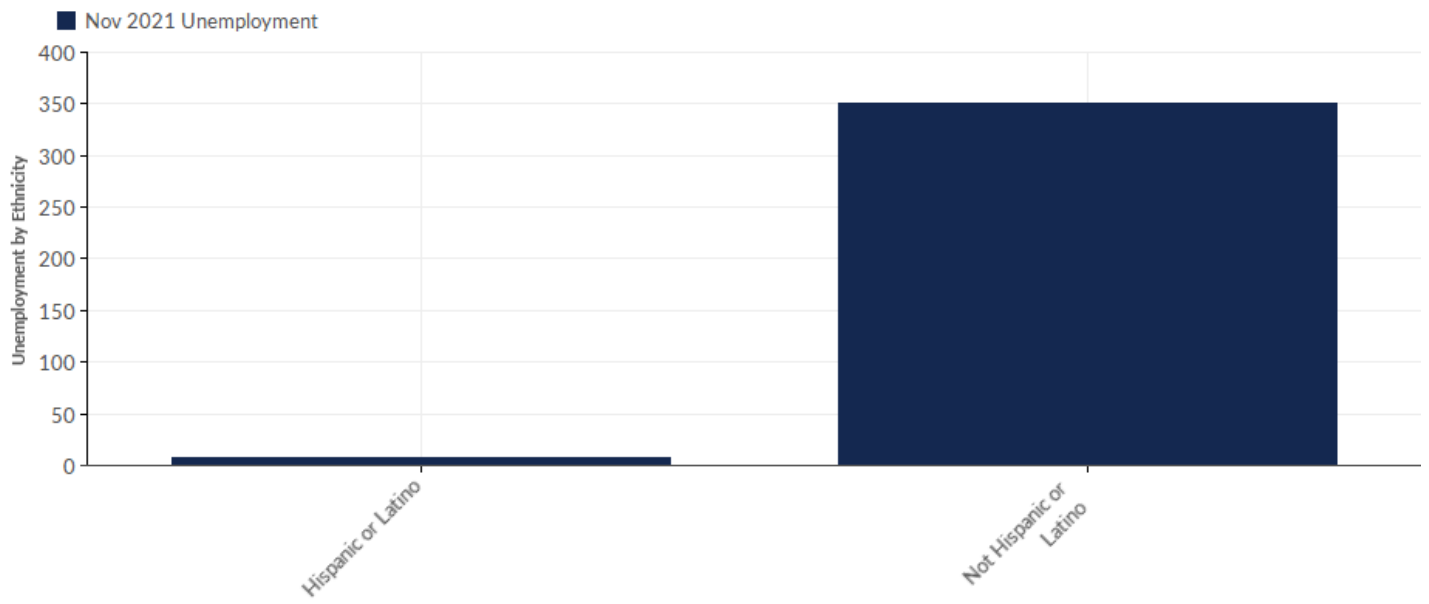
Gender	Unemployment (Nov 2021)	% of Cohort
Females	178	49.58%
Males	181	50.42%
Total	359	100.00%

Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	12	3.34%
Asian	3	0.84%
Black or African American	22	6.13%
Native Hawaiian or Other Pacific Islander	0	0.00%
White	322	89.69%
Total	359	100.00%

Unemployment by Ethnicity

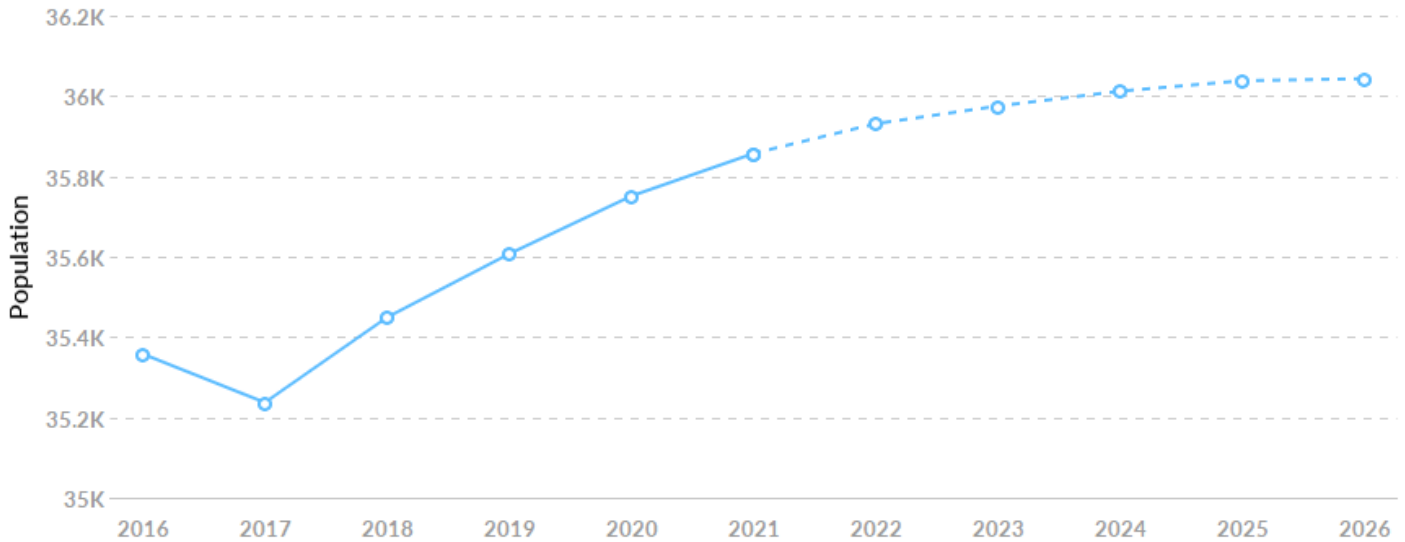


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	8	2.23%
Not Hispanic or Latino	351	97.77%
Total	359	100.00%

Historic & Projected Trends

Population Trends

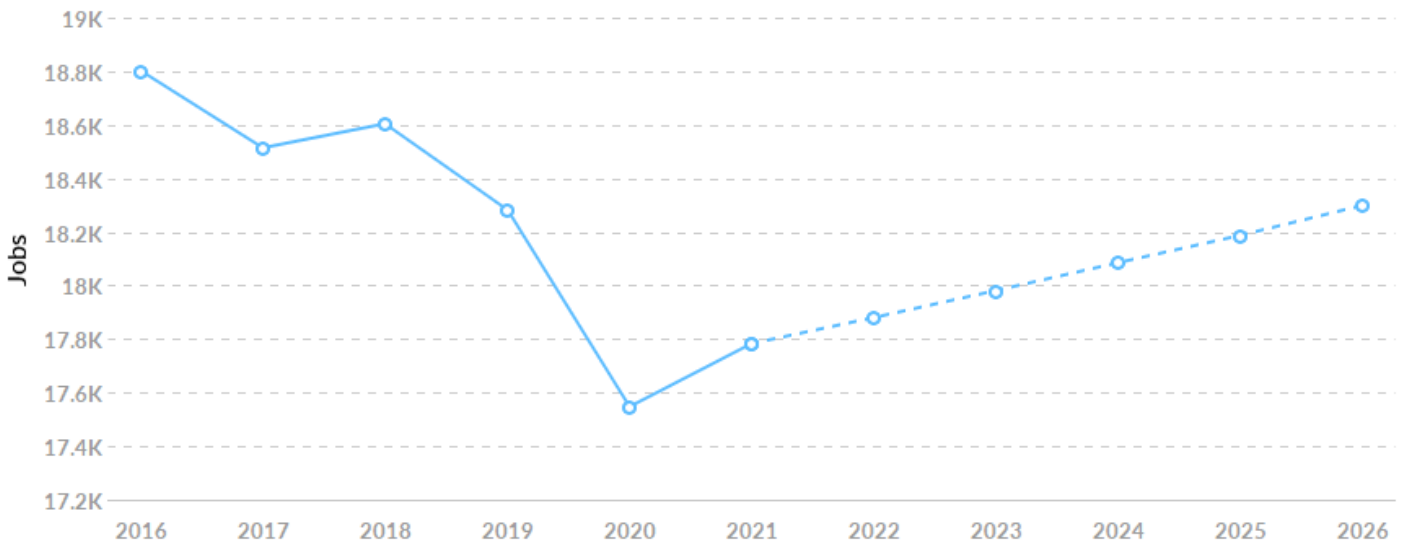
As of 2021 the region's population **increased by 1.4%** since 2016, growing by 499. Population is expected to **increase by 0.5%** between 2021 and 2026, adding 185.



Timeframe	Population
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
2026	36,043

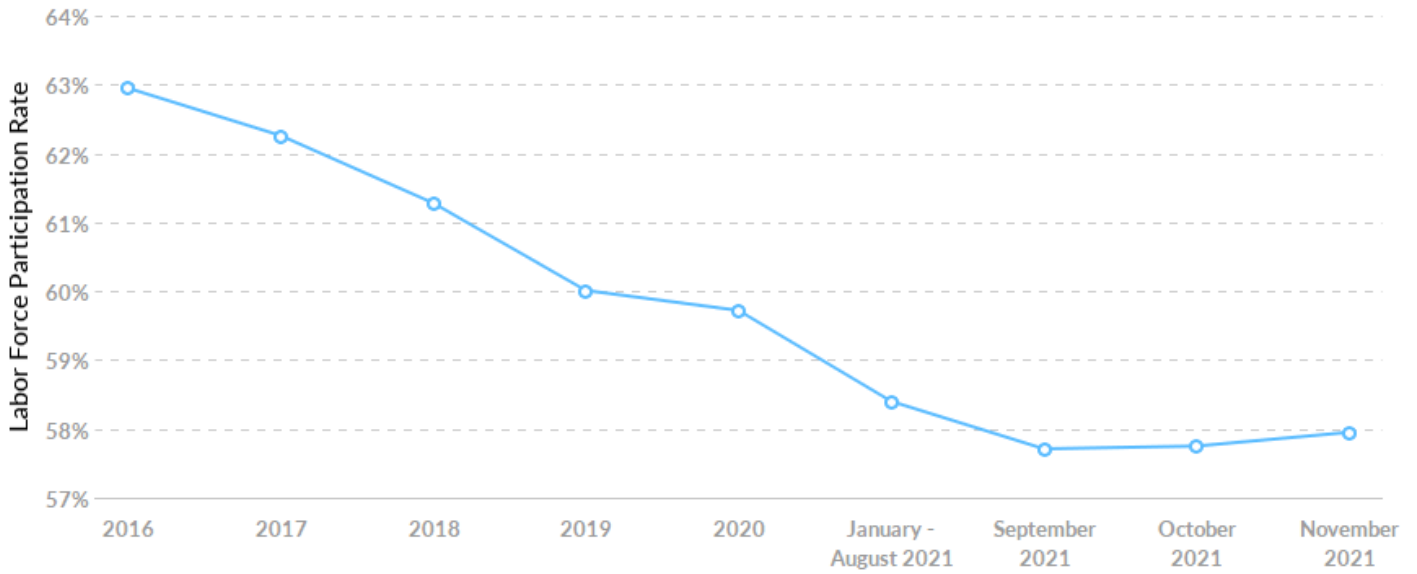
Job Trends

From 2016 to 2021, jobs declined by 5.4% in Oneida County, WI from 18,802 to 17,783. This change fell short of the national growth rate of 0.4% by 5.0%.



Timeframe	Jobs
2016	18,802
2017	18,514
2018	18,604
2019	18,283
2020	17,547
2021	17,783
2022	17,880
2023	17,981
2024	18,085
2025	18,187
2026	18,299

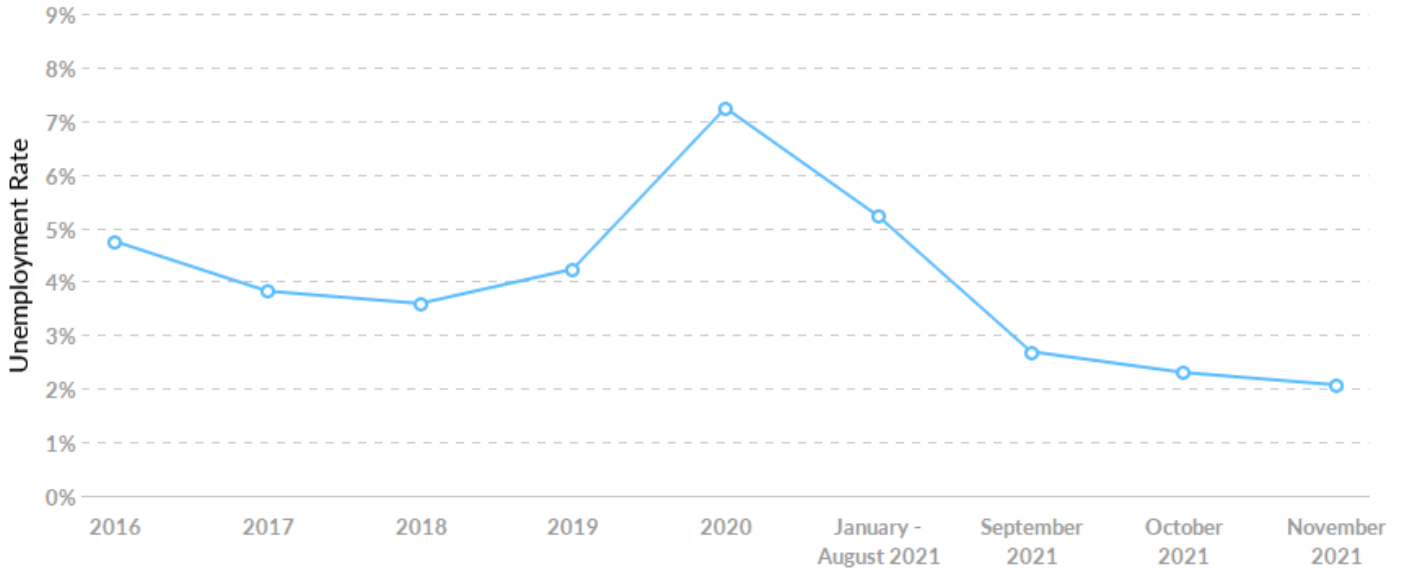
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	62.95%
2017	62.26%
2018	61.28%
2019	60.01%
2020	59.72%
January - August 2021	58.40%
September 2021	57.71%
October 2021	57.75%
November 2021	57.95%

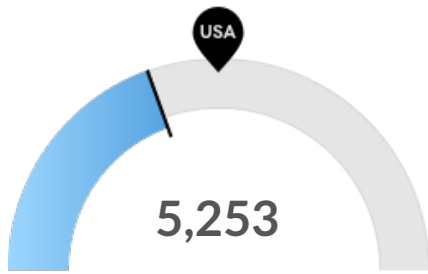
Unemployment Rate Trends

Oneida County, WI had a November 2021 unemployment rate of 2.07%, **decreasing from 4.75%** 5 years before.



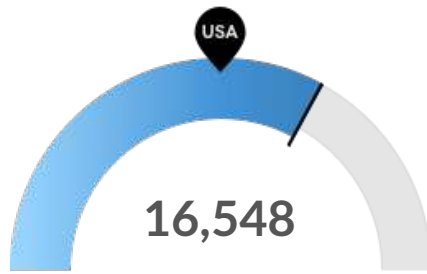
Timeframe	Unemployment Rate
2016	4.75%
2017	3.82%
2018	3.59%
2019	4.23%
2020	7.24%
January - August 2021	5.22%
September 2021	2.69%
October 2021	2.30%
November 2021	2.07%

Population Characteristics



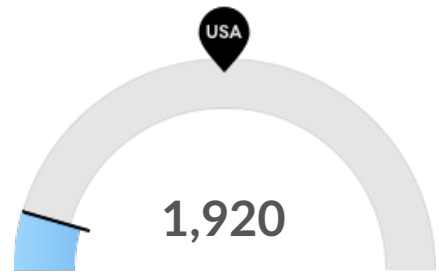
Millennials

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



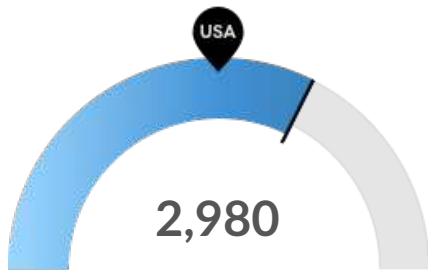
Retiring Soon

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.



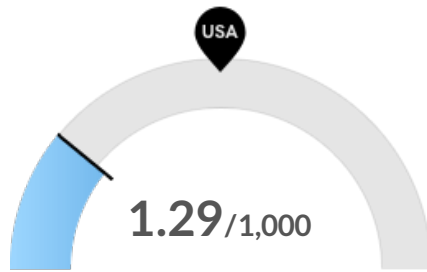
Racial Diversity

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.



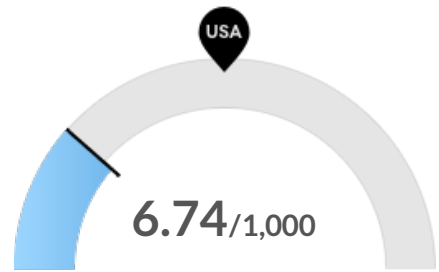
Veterans

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.

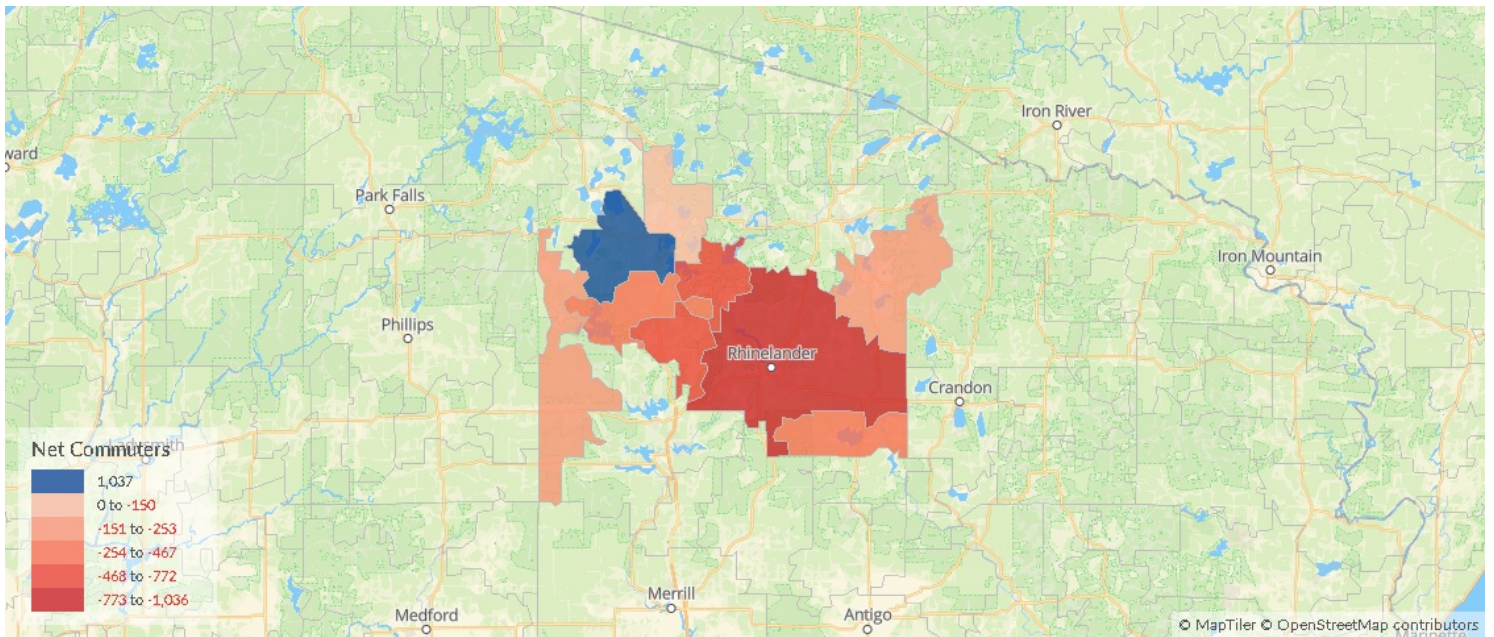


Property Crime

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	2021 Employment
54501	Rhineland, WI (in Oneid...)	9,648
54548	Minocqua, WI (in Oneid...)	3,822
54568	Woodruff, WI (in Oneid...)	2,467
54562	Three Lakes, WI (in Oneid...)	841
54531	Hazelhurst, WI (in Oneid...)	322

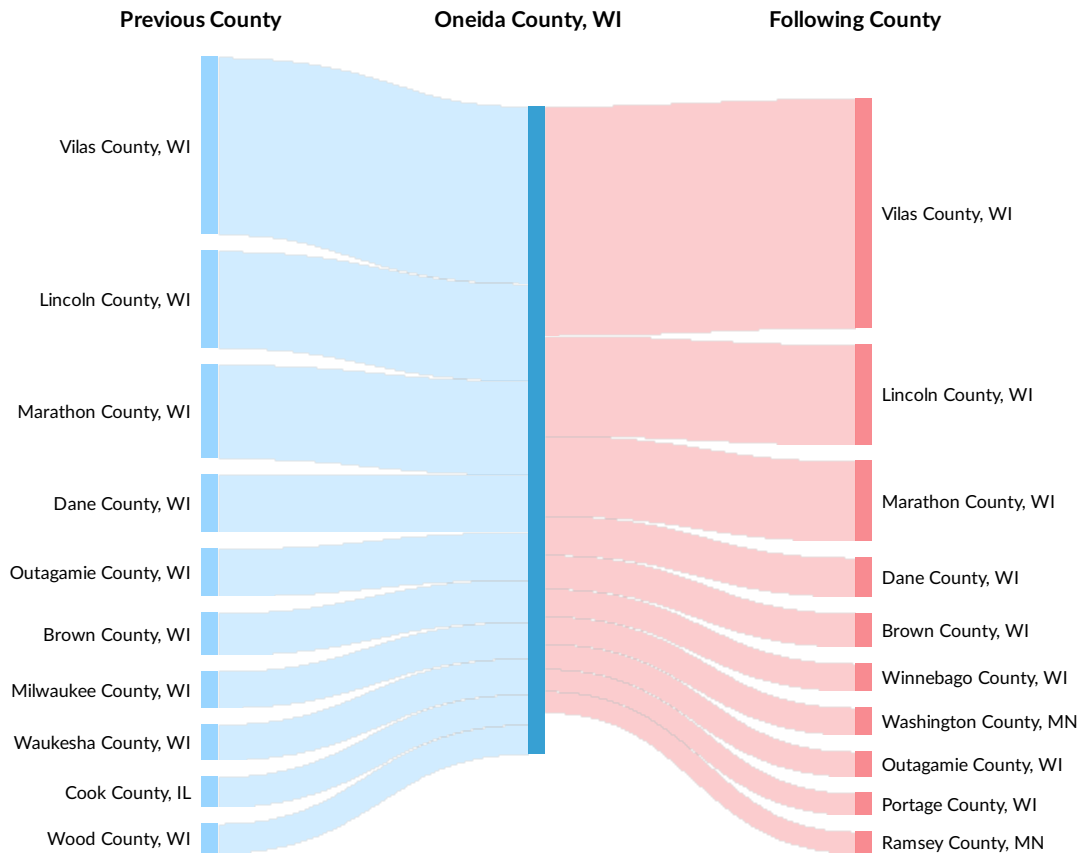
Where Talent Lives

ZIP	Name	2021 Workers
54501	Rhineland, WI (in Oneid...)	10,421
54548	Minocqua, WI (in Oneid...)	2,785
54568	Woodruff, WI (in Oneid...)	2,536
54562	Three Lakes, WI (in Oneid...)	993
54539	Lake Tomahawk, WI (in ...)	727

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 2019 was 303.

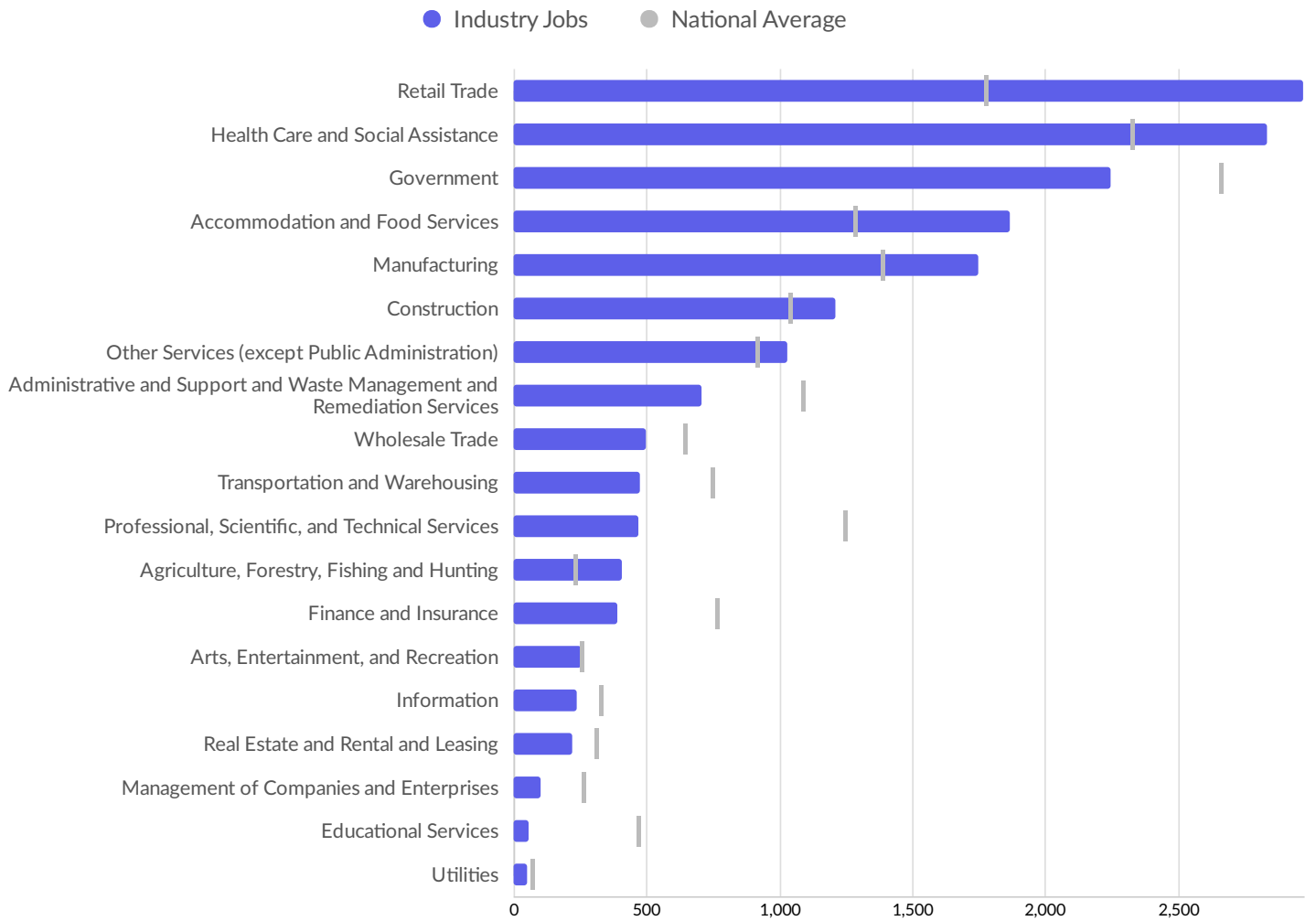


Top Previous Counties	Migrations
Vilas County, WI	210
Lincoln County, WI	115
Marathon County, WI	111
Dane County, WI	68
Outagamie County, WI	56
Brown County, WI	50

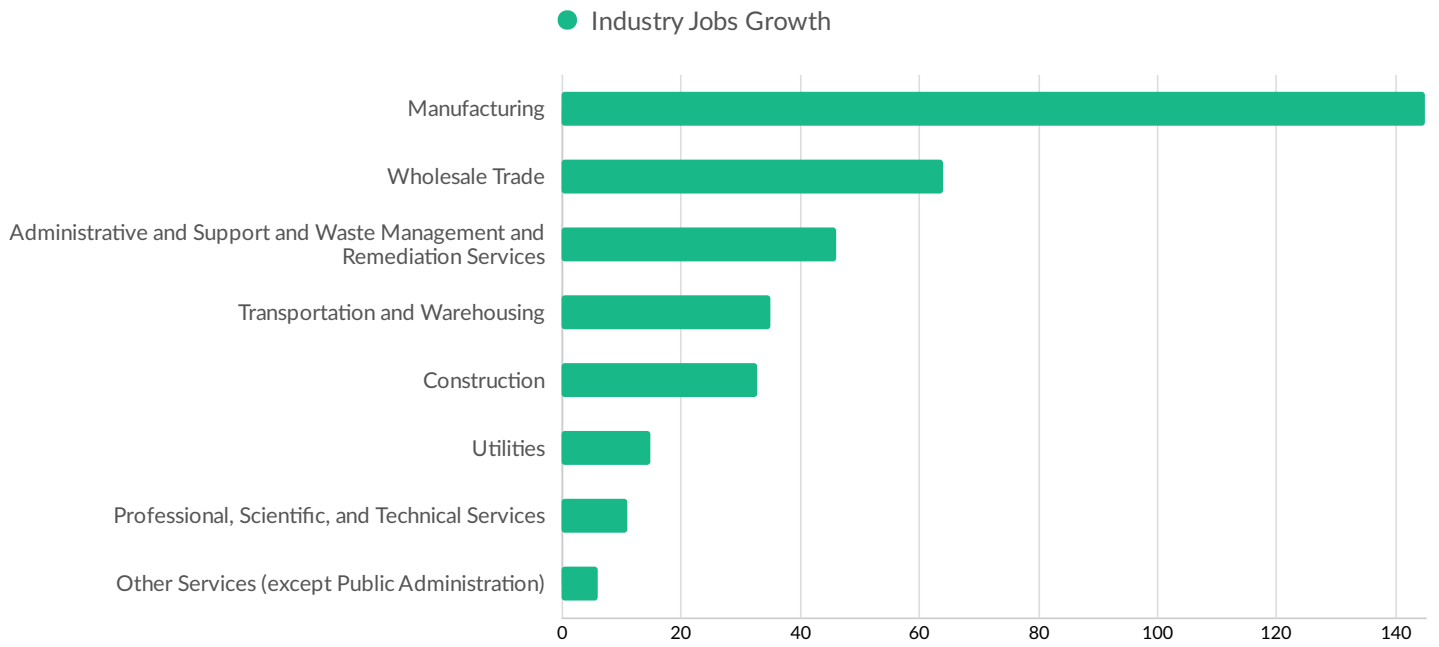
Top Previous Counties	Migrations
Milwaukee County, WI	43
Waukesha County, WI	42
Cook County, IL	36
Wood County, WI	35
Livingston County, MI	32
Columbia County, WI	30
Langlade County, WI	27
Forest County, WI	27
Walworth County, WI	25
Top Following Counties	Migrations
Vilas County, WI	271
Lincoln County,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

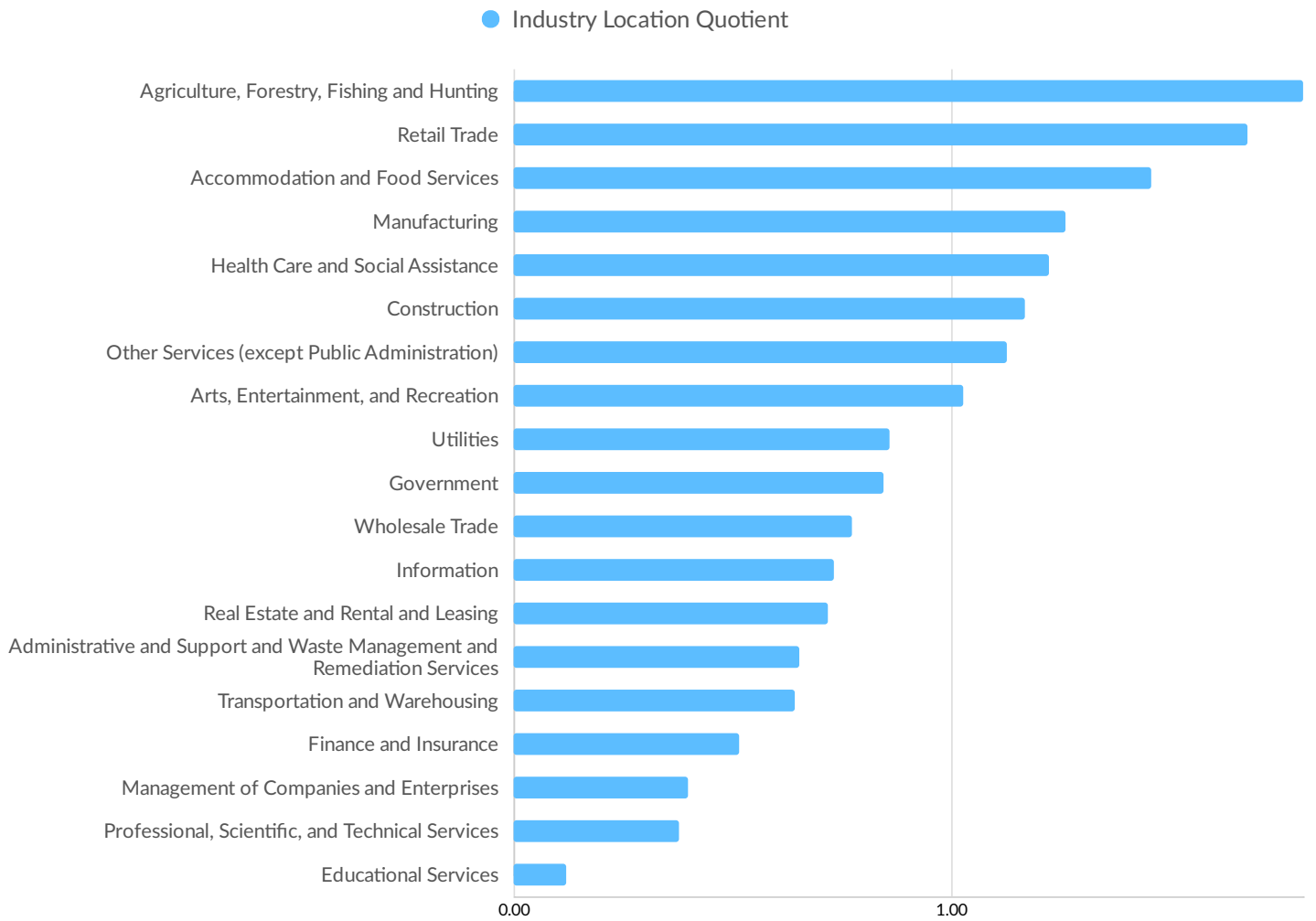
Largest Industries



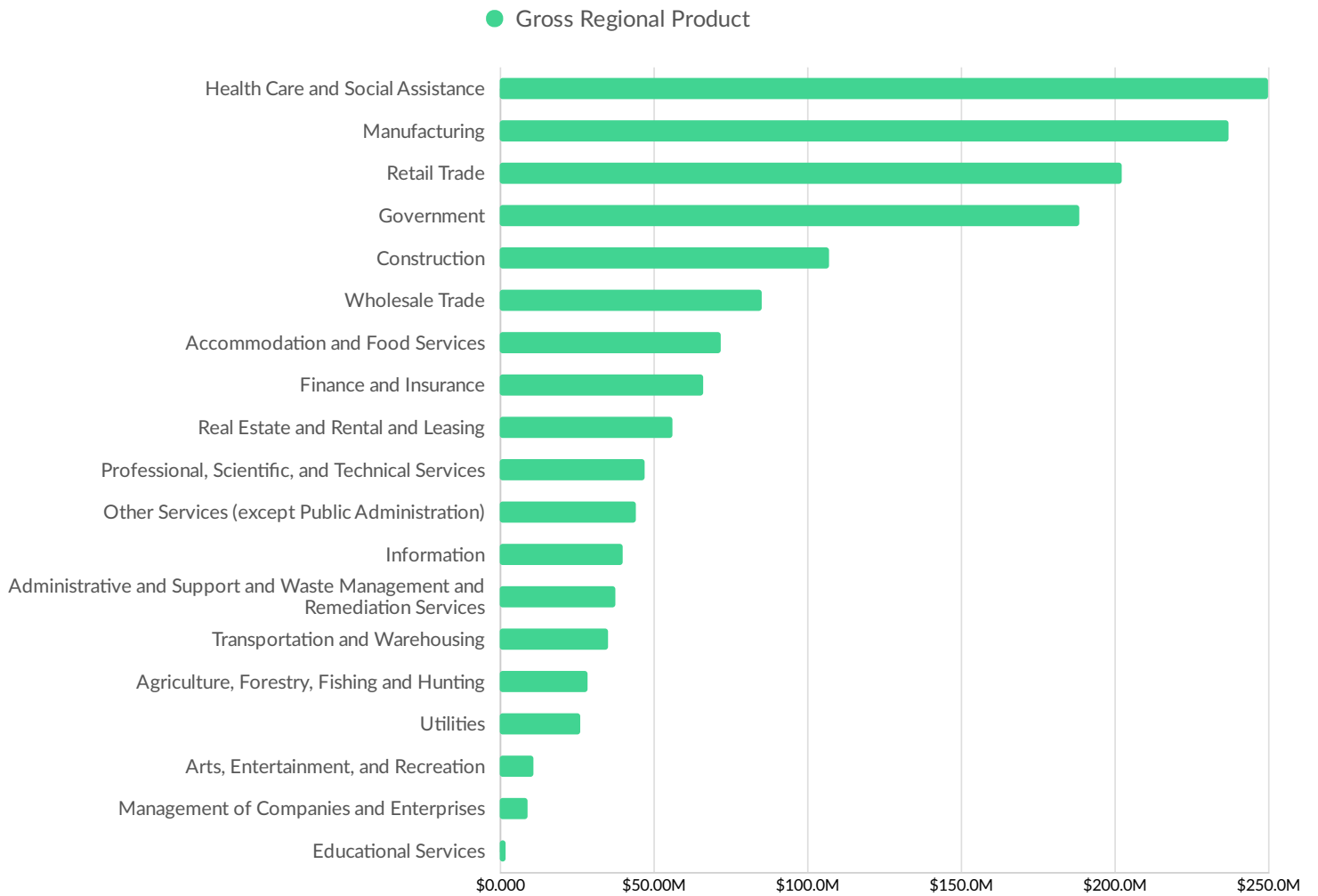
Top Growing Industries



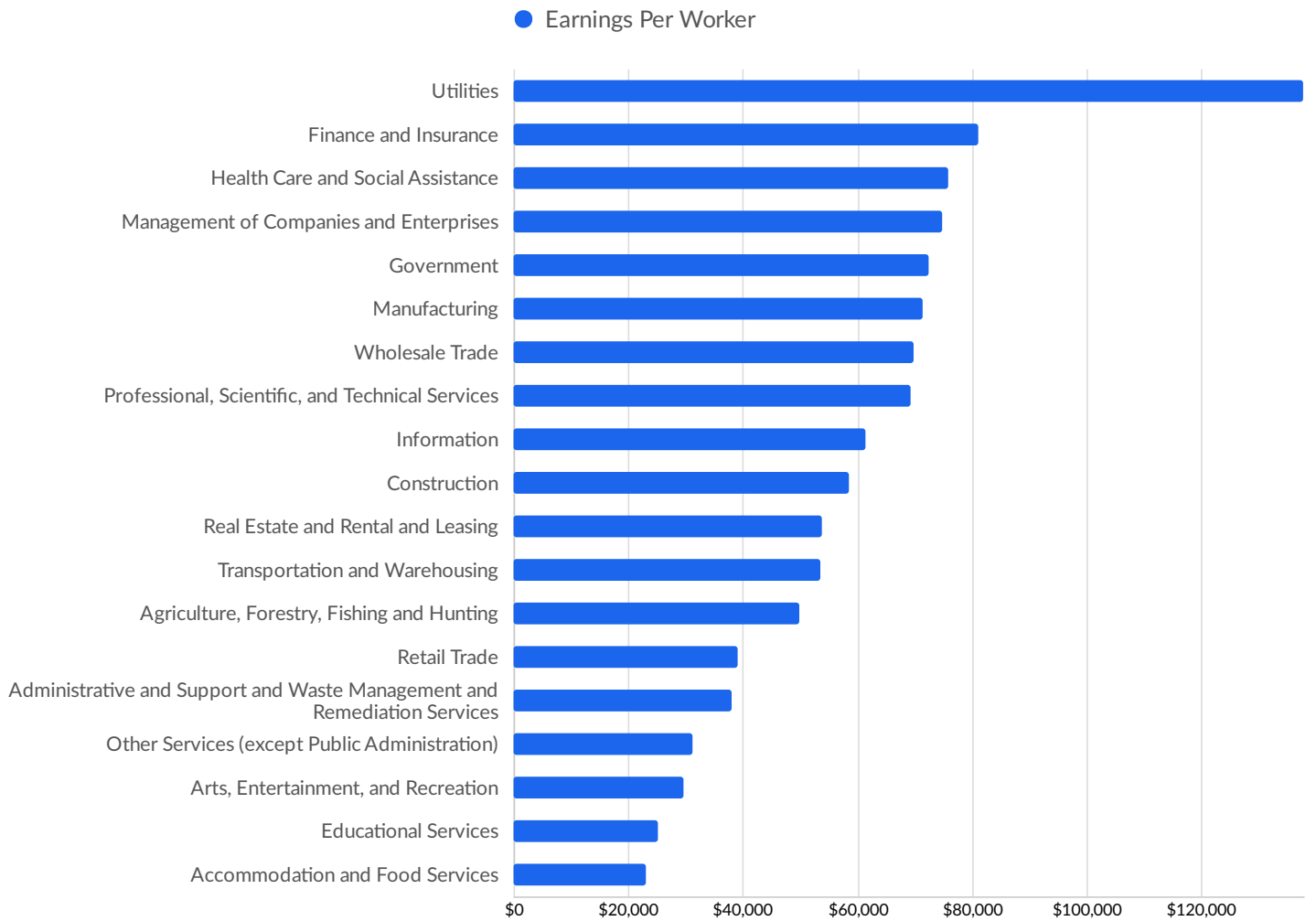
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



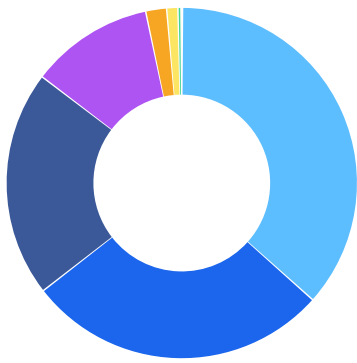
Business Characteristics

2,708 Companies Employ Your Workers

Online profiles for your workers mention 2,708 companies as employers, with the top 10 appearing below. In the last 12 months, 334 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	160 	Marshfield Clinic	427 
Nicolet College	151 	Aspirus	249 
Ministry Health Care	148 	Ascension	134 
School District Of Rhinelander	108 	Walgreens	63 
Walmart	68 	The Home Depot	56 
Printpack	55 	Kwik Trip	55 
Forest Service	51 	Walmart	48 
Drs. Foster & Smith	50 	Compass Group	39 
Ascension	48 	Msa Professional Services	31 
Lakeland Union High School	46 	Oneida County	29 

Business Size

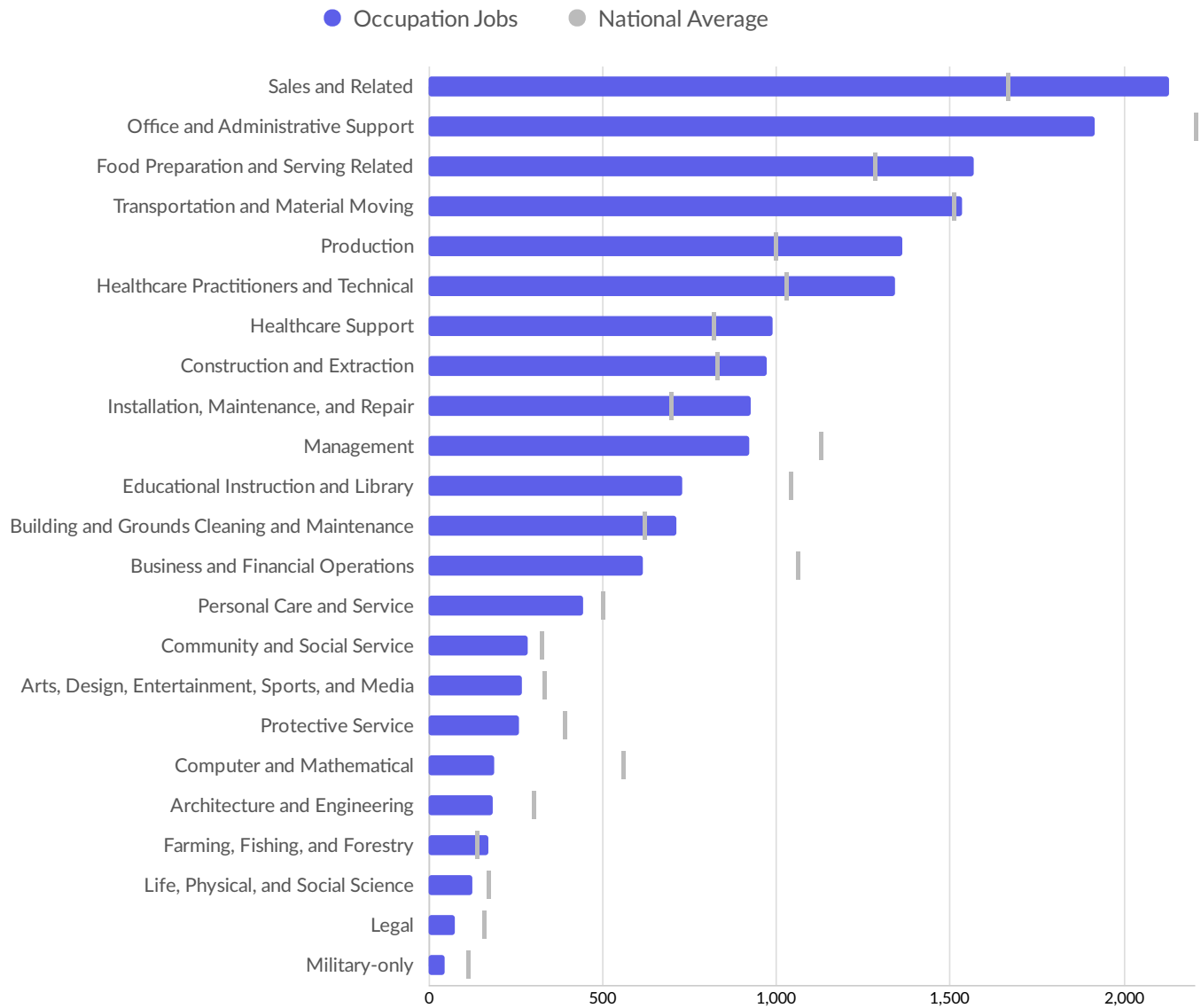


	Percentage	Business Count
1 to 4 employees	36.5%	779
5 to 9 employees	27.9%	595
10 to 19 employees	20.9%	445
20 to 49 employees	11.3%	242
50 to 99 employees	1.9%	41
100 to 249 employees	1.0%	22
250 to 499 employees	0.3%	6
500+ employees	0.1%	3

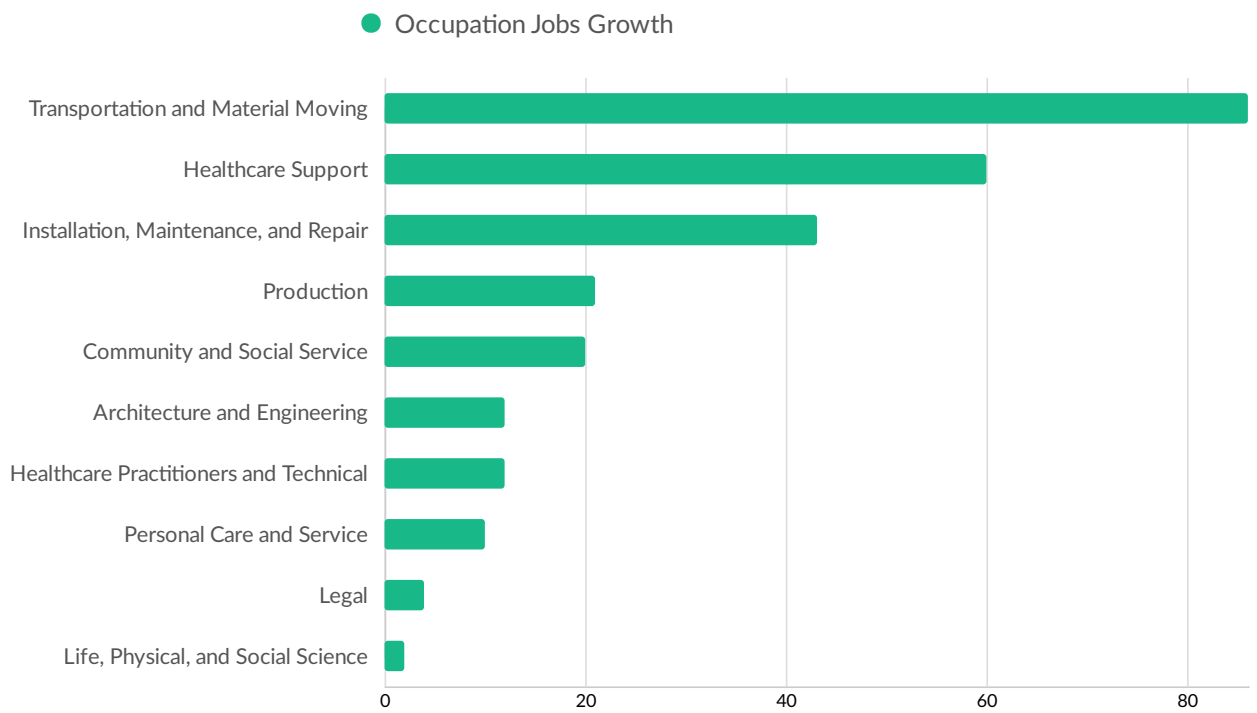
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

Largest Occupations



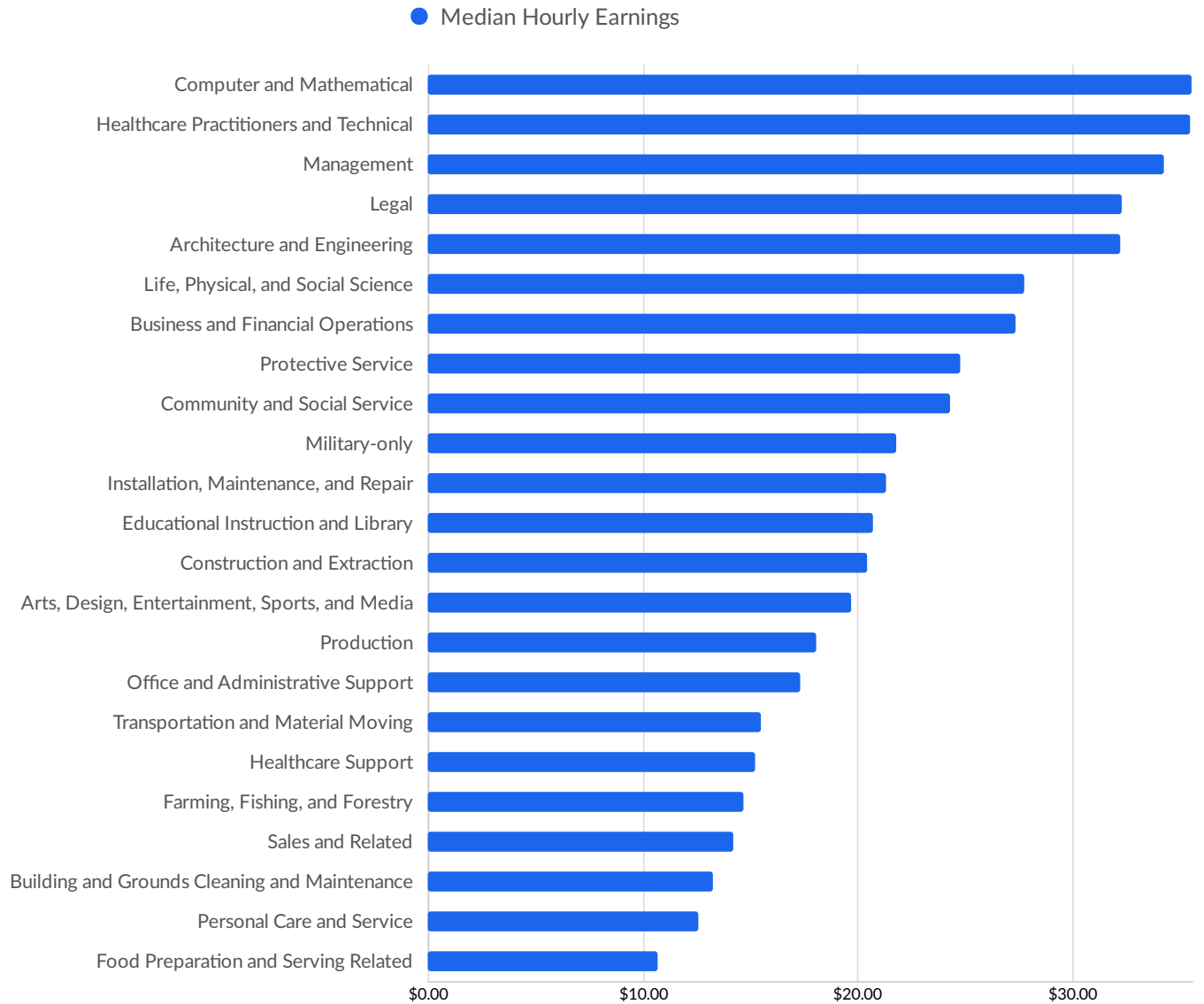
Top Growing Occupations



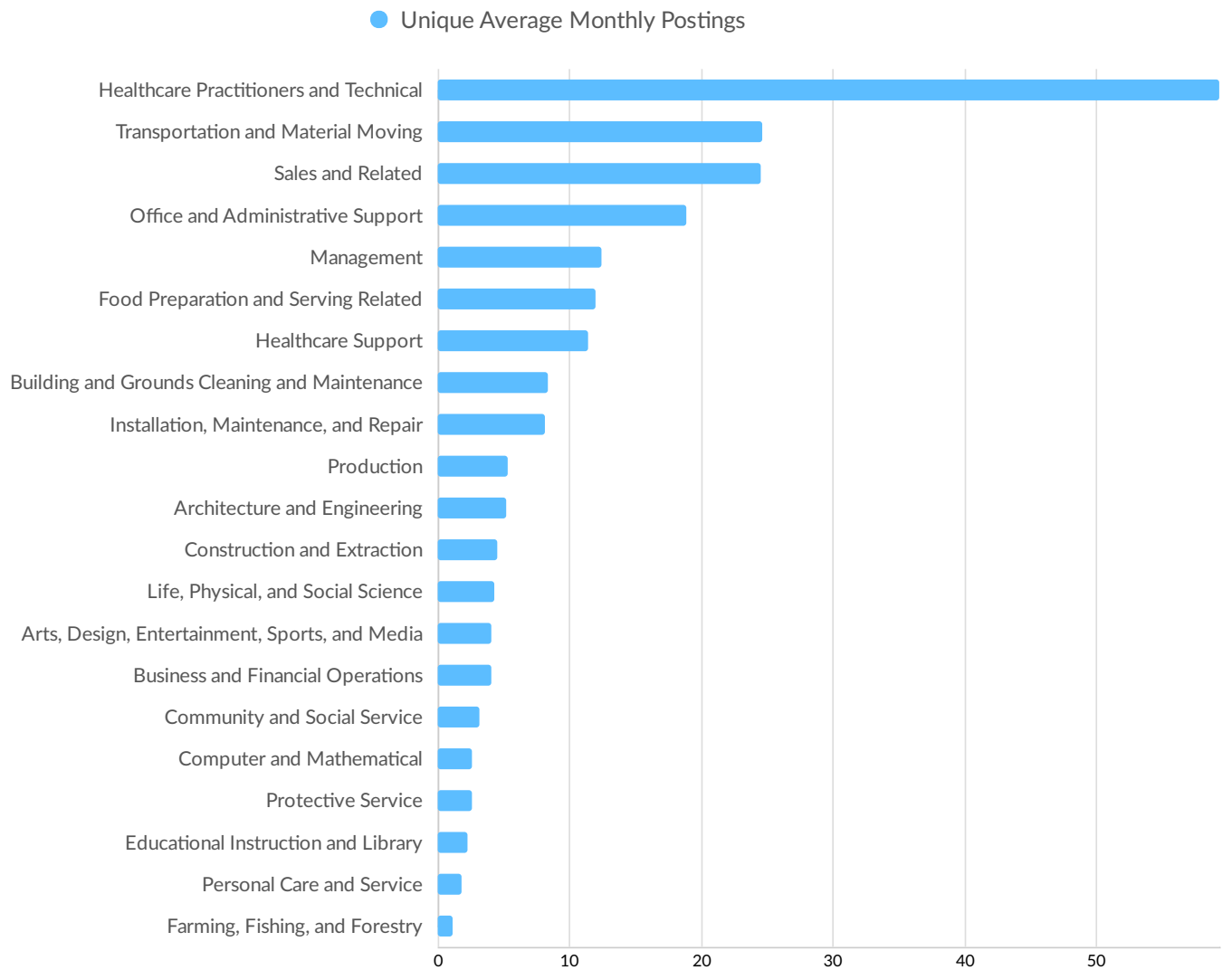
Top Occupation Location Quotient

● Occupation Location Quotient

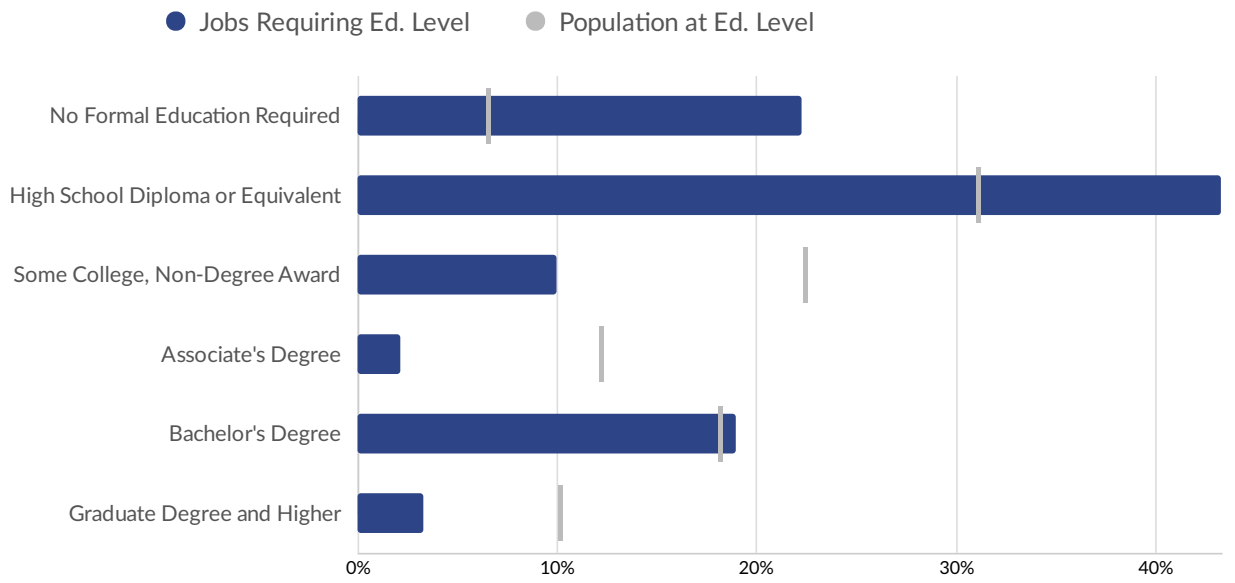
Top Occupation Earnings



Top Posted Occupations

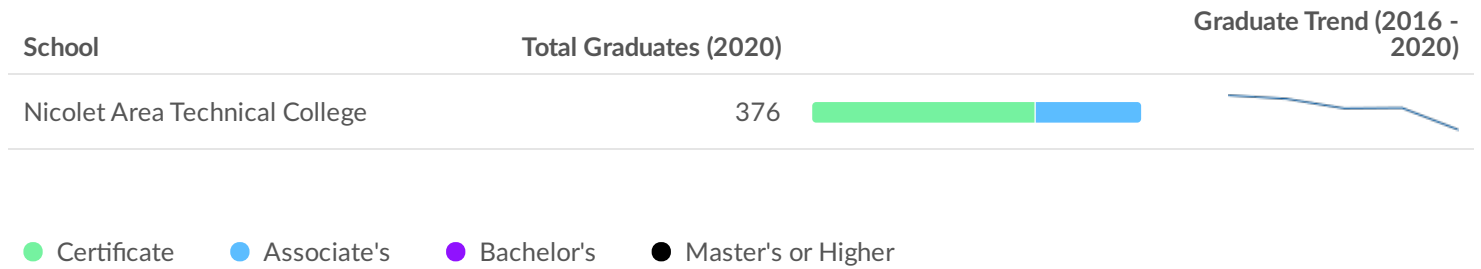


Underemployment



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

