

# Oneida County, WI

North Central Wisconsin Regional Planning Commission



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# 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 .....	16
Business Characteristics .....	21
Workforce Characteristics .....	23
Educational Pipeline .....	29
In-Demand Skills .....	30

## Report Parameters

### 1 County

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55085 Oneida County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**35,999**

Population (2021)

Population **grew by 641** over the last 5 years and is projected to **grow by 792** over the next 5 years.

**17,897**

Total Regional Employment

Jobs **decreased by 905** over the last 5 years but are projected to **grow by 494** 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 1.8%** since 2016, growing by 641. Population is expected to **increase by 2.2%** between 2021 and 2026, adding 792.
- From 2016 to 2021, jobs **declined by 4.8%** in Oneida County, WI from 18,802 to **17,897**. This change **fell short of the national growth rate of 0.7% by 5.5%**. As the number of jobs declined, the **labor force participation rate decreased from 61.1% to 58.4% between 2016 and 2021**.
- Concerning educational attainment, **18.1% 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).

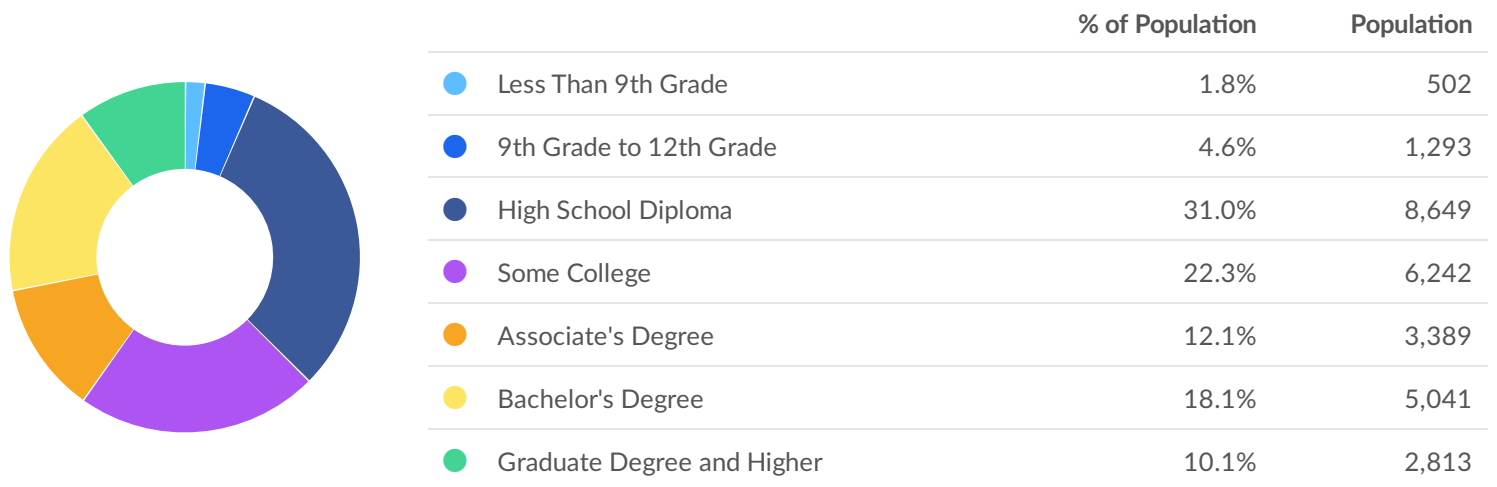
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	35,999	17,565	17,897	101.3	\$1.76B	\$2.47B	\$2.10B
NCWRPC	442,118	224,156	219,837	99.7	\$23.27B	\$30.68B	\$28.86B
Wisconsin	5,862,467	3,124,751	3,092,982	100.3	\$350.81B	\$326.32B	\$348.63B

## Dec 2021 Labor Force Breakdown



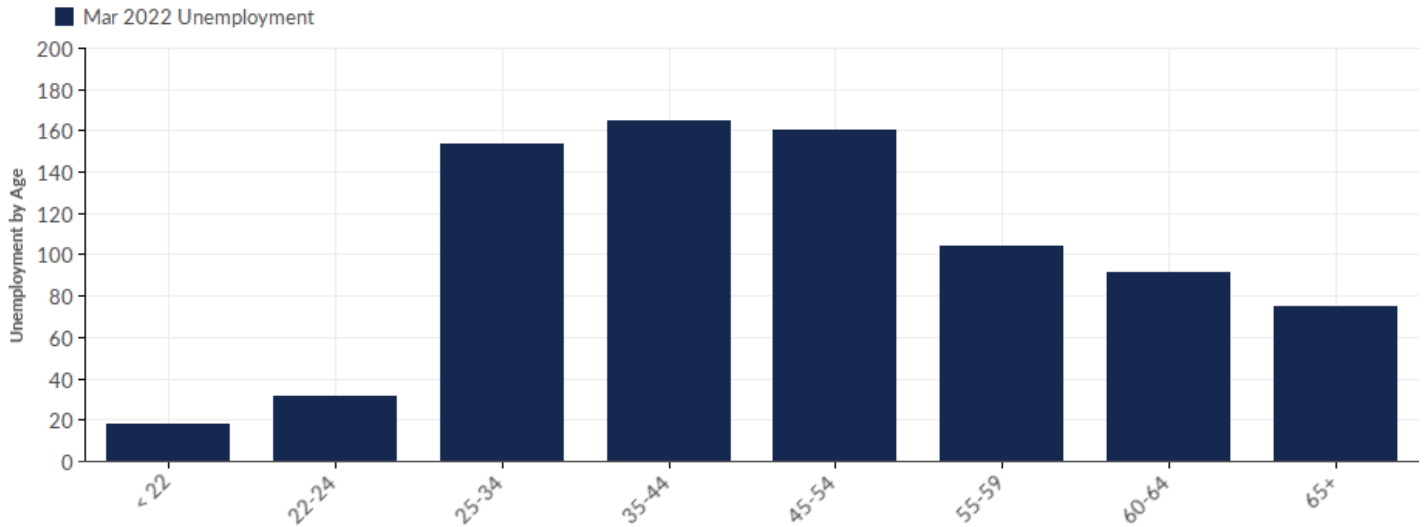
## Educational Attainment

Concerning educational attainment, **18.1% 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).



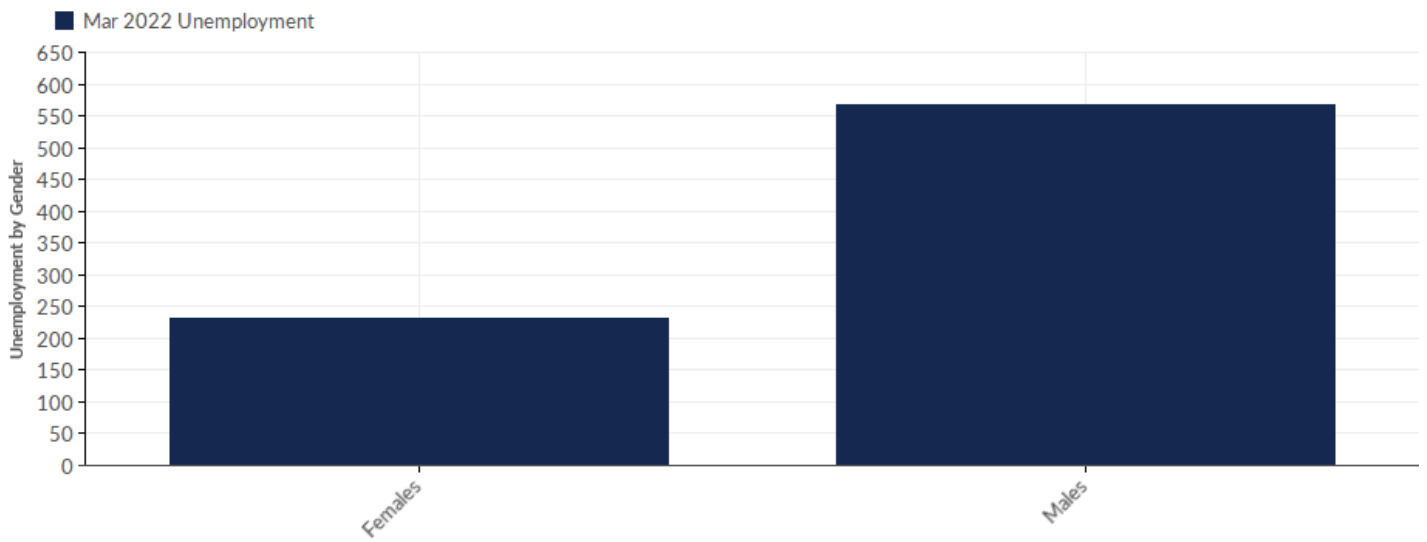
# Unemployment by Demographics

## Unemployment by Age



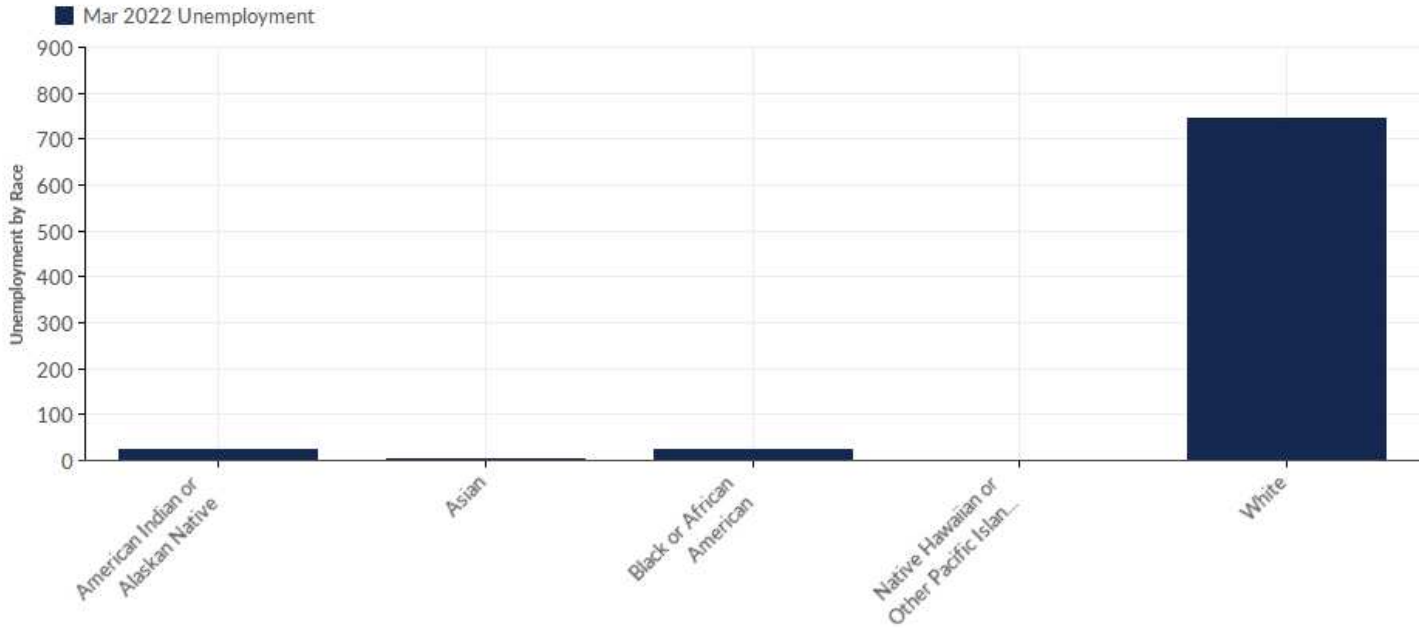
Age	Unemployment (Mar 2022)	% of Unemployed
< 22	18	2.26%
22-24	31	3.88%
25-34	154	19.30%
35-44	165	20.68%
45-54	160	20.05%
55-59	104	13.03%
60-64	92	11.53%
65+	75	9.40%
Total	798	100.00%

## Unemployment by Gender



Gender	Unemployment (Mar 2022)	% of Unemployed
Females	232	29.07%
Males	566	70.93%
Total	798	100.00%

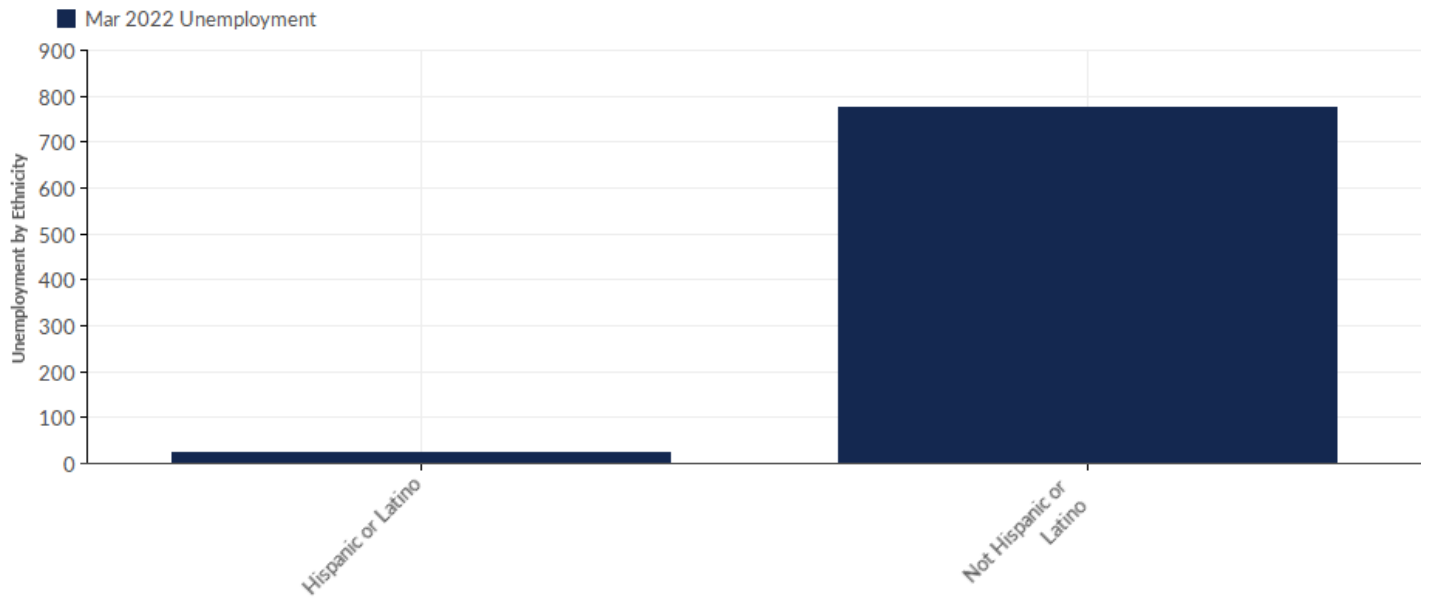
## Unemployment by Race



Race	Unemployment (Mar 2022)	% of Unemployed
American Indian or Alaskan Native	24	3.01%
Asian	4	0.50%
Black or African American	23	2.88%
Native Hawaiian or Other Pacific Islander	1	0.13%
White	747	93.61%
Total	798	100.00%



## Unemployment by Ethnicity

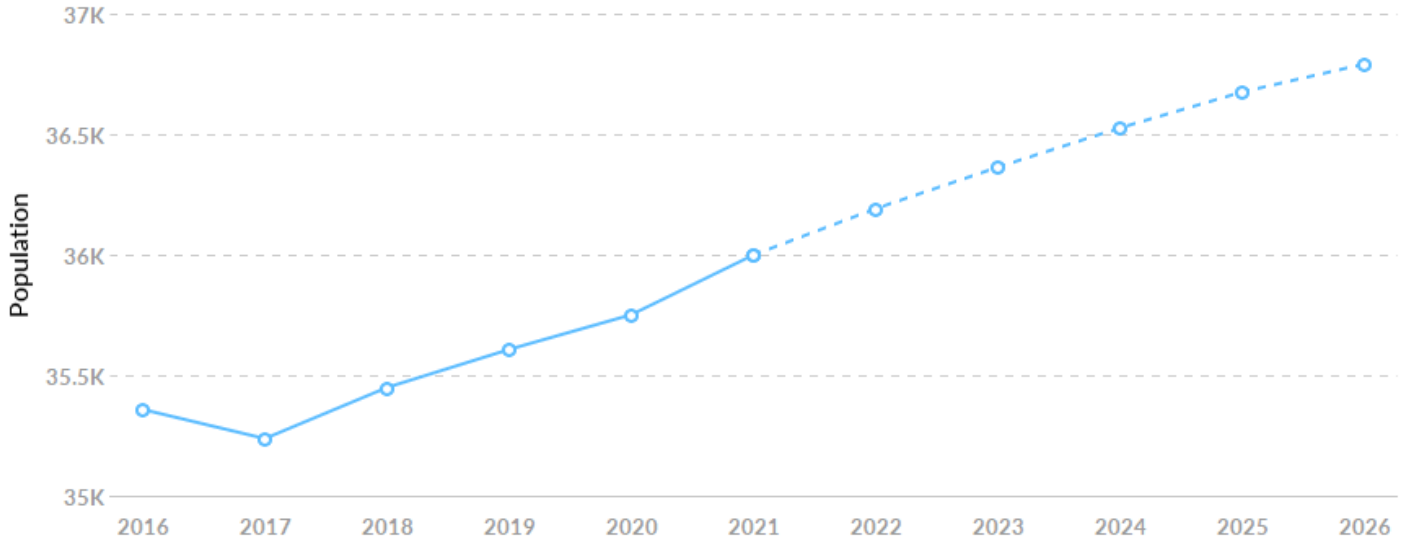


Ethnicity	Unemployment (Mar 2022)	% of Unemployed
Hispanic or Latino	23	2.88%
Not Hispanic or Latino	775	97.12%
Total	798	100.00%

# Historic & Projected Trends

## Population Trends

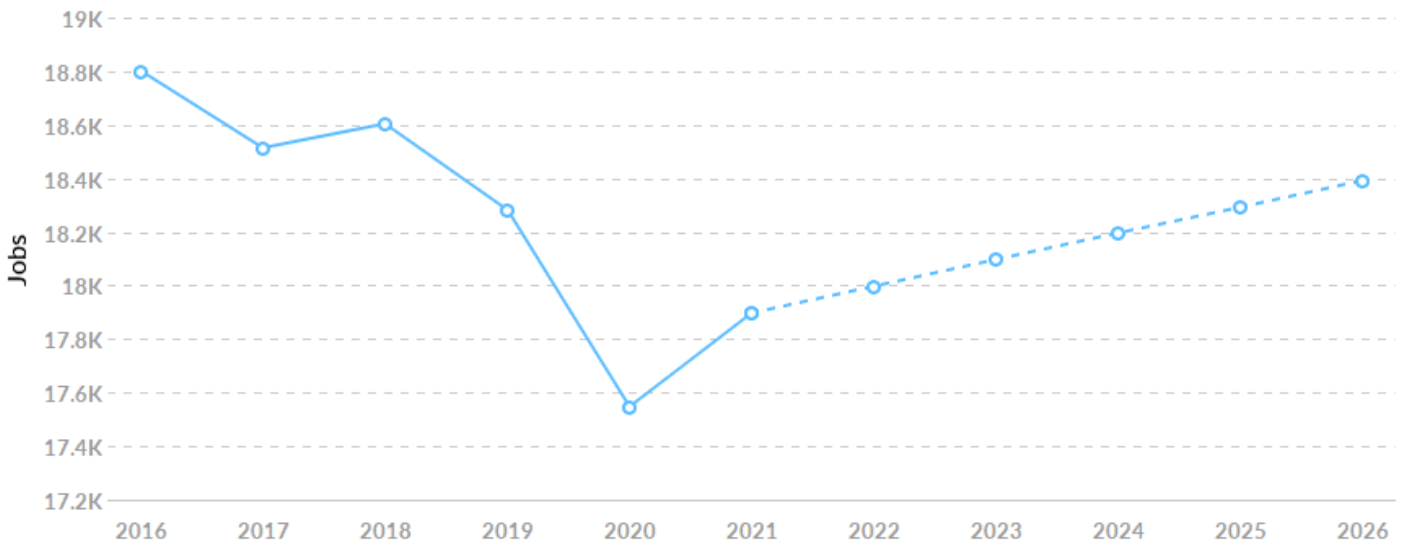
As of 2021 the region's population increased by 1.8% since 2016, growing by 641. Population is expected to increase by 2.2% between 2021 and 2026, adding 792.



Timeframe	Population
2016	35,358
2017	35,237
2018	35,449
2019	35,607
2020	35,751
2021	35,999
2022	36,191
2023	36,363
2024	36,526
2025	36,675
2026	36,791

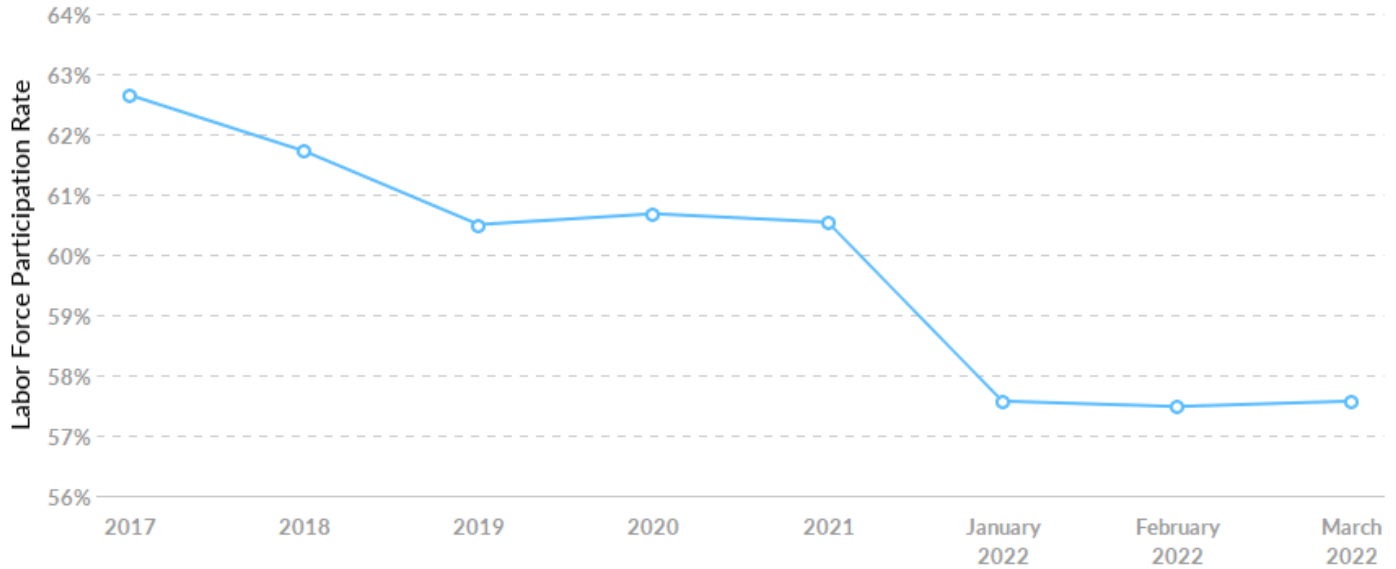
## Job Trends

From 2016 to 2021, jobs declined by 4.8% in Oneida County, WI from 18,802 to 17,897. This change fell short of the national growth rate of 0.7% by 5.5%.



Timeframe	Jobs
2016	18,802
2017	18,514
2018	18,604
2019	18,283
2020	17,547
2021	17,897
2022	17,997
2023	18,097
2024	18,196
2025	18,292
2026	18,392

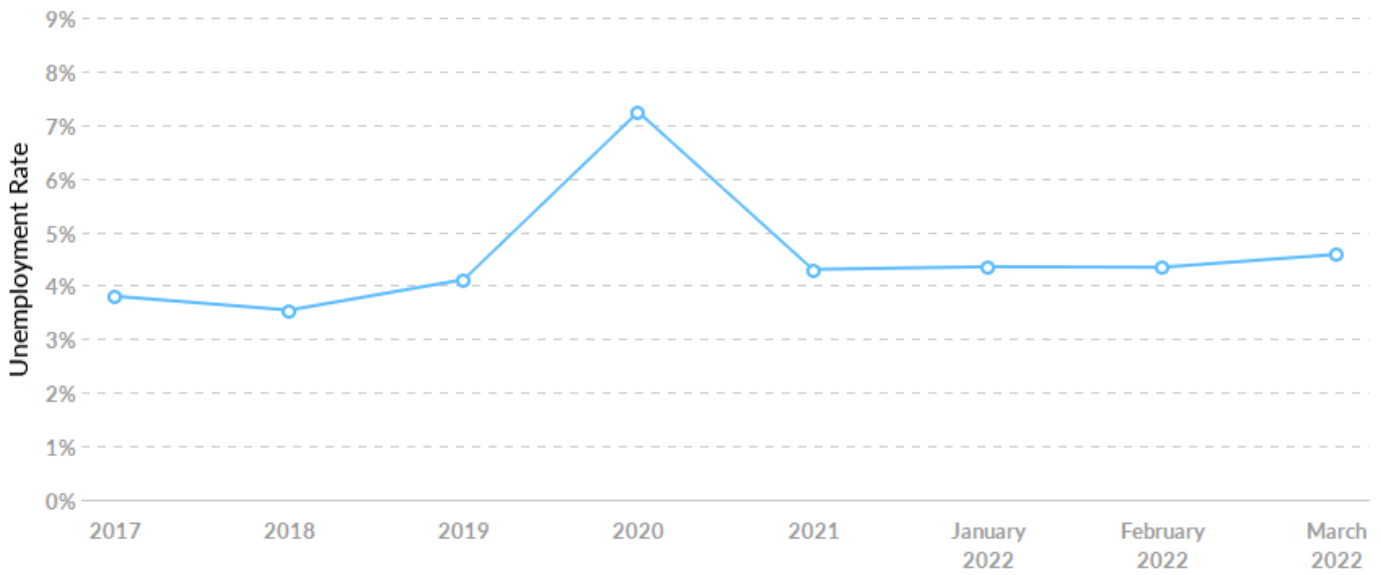
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	62.65%
2018	61.72%
2019	60.50%
2020	60.68%
2021	60.54%
January 2022	57.57%
February 2022	57.48%
March 2022	57.57%

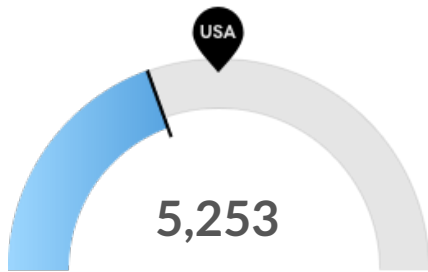
## Unemployment Rate Trends

Oneida County, WI had a March 2022 unemployment rate of 4.58%, **increasing from 3.80%** 5 years before.



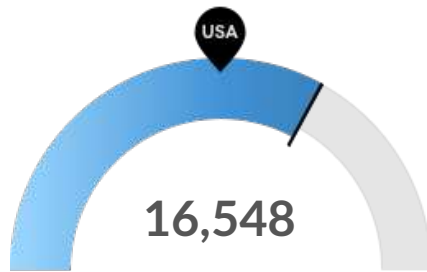
Timeframe	Unemployment Rate
2017	3.80%
2018	3.54%
2019	4.11%
2020	7.24%
2021	4.30%
January 2022	4.35%
February 2022	4.34%
March 2022	4.58%

## Population Characteristics



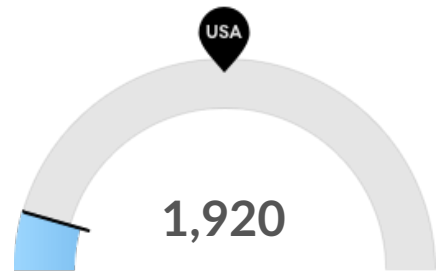
Millennials

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



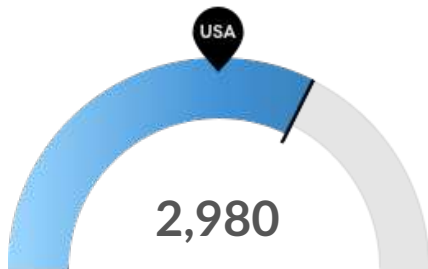
Retiring Soon

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.



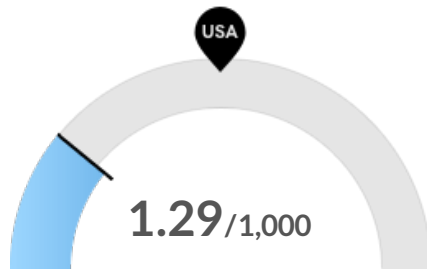
Racial Diversity

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.



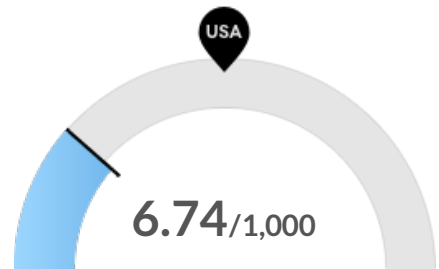
Veterans

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.

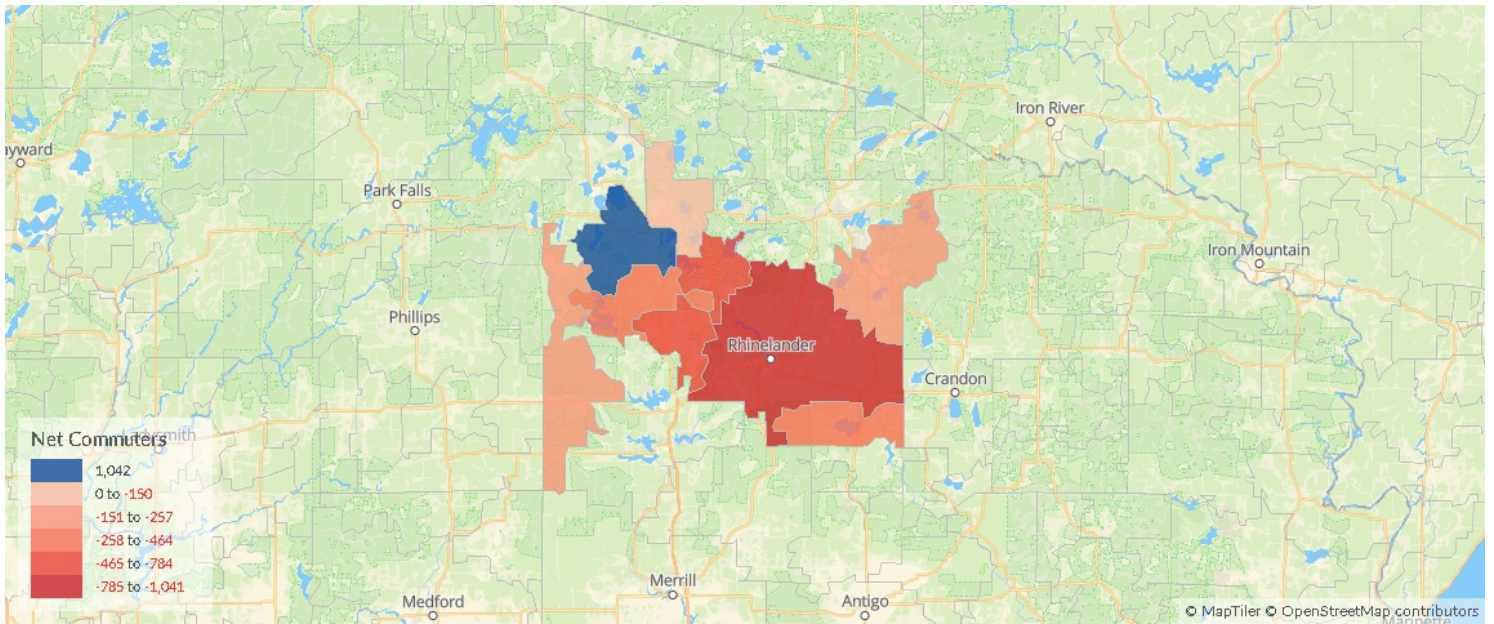


Property Crime

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...)	9,685
54548	Minocqua, WI (in Oneid...)	3,848
54568	Woodruff, WI (in Oneid...)	2,501
54562	Three Lakes, WI (in One...)	849
54531	Hazelhurst, WI (in Onei...)	321

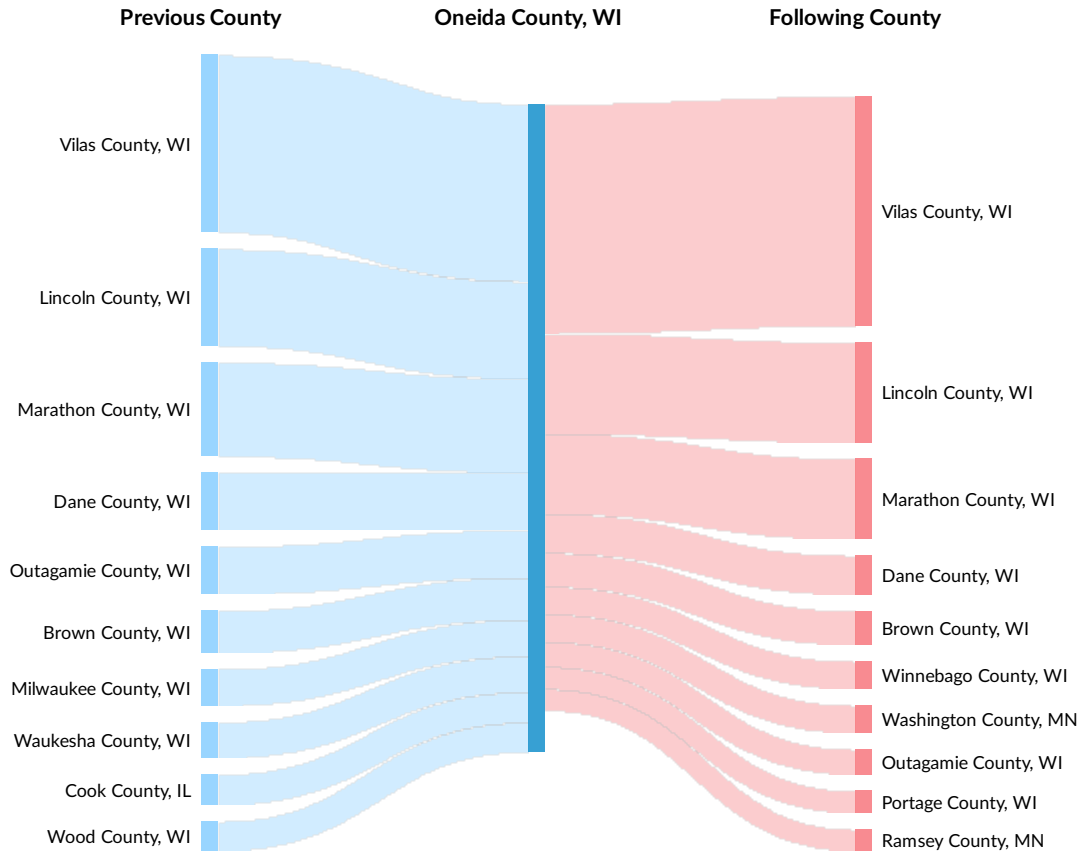
**Where Talent Lives**

ZIP	Name	2021 Workers
54501	Rhineland, WI (in One...)	10,470
54548	Minocqua, WI (in Oneid...)	2,807
54568	Woodruff, WI (in Oneid...)	2,559
54562	Three Lakes, WI (in One...)	1,000
54539	Lake Tomahawk, WI (in ...)	732

# 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.



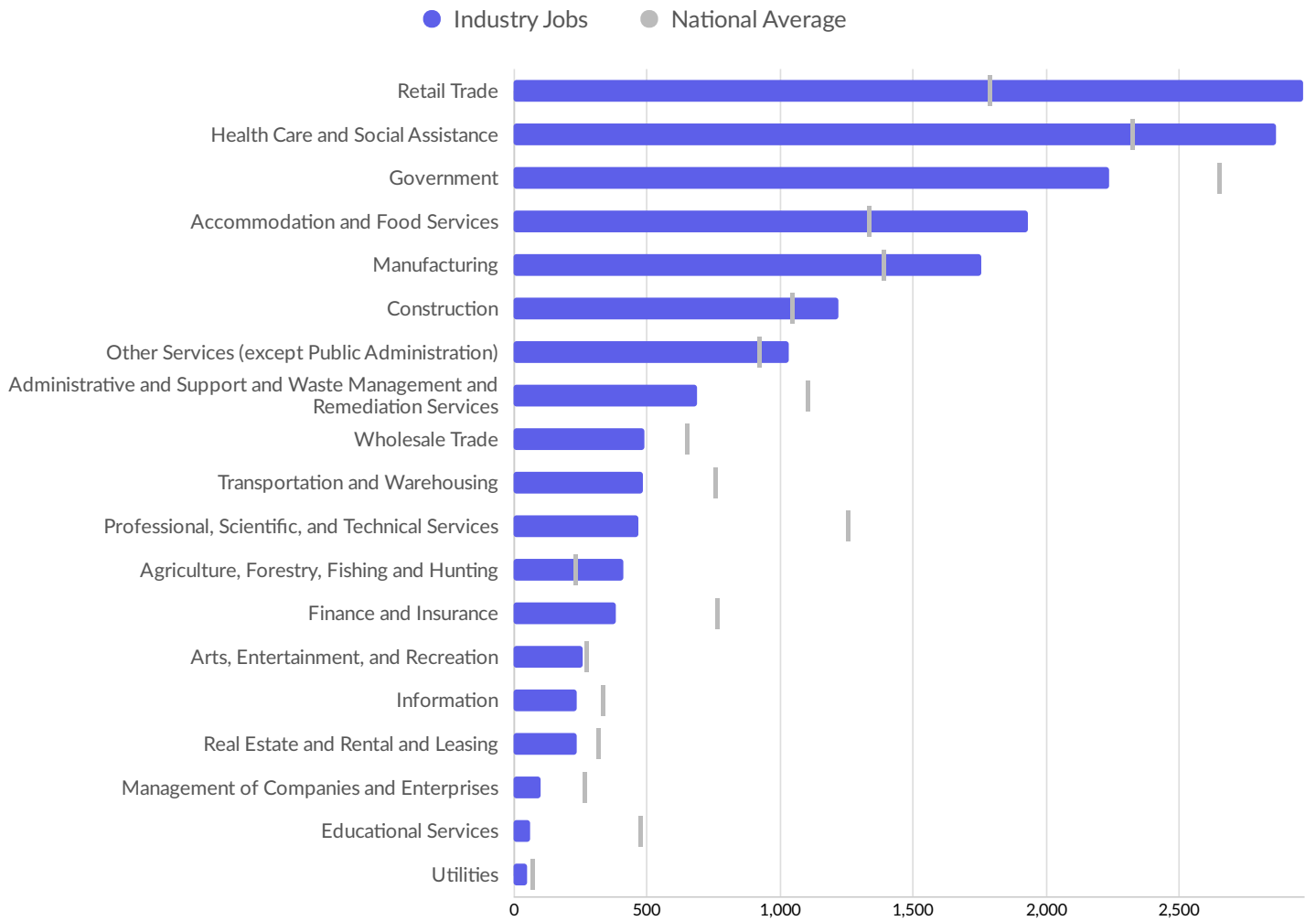
Top Previous Counties	Migrations
Vilas County, WI	210
Lincoln County, WI	115
Marathon County, WI	111
Dane County, WI	68
Outagamie County, WI	56
Brown County, WI	50



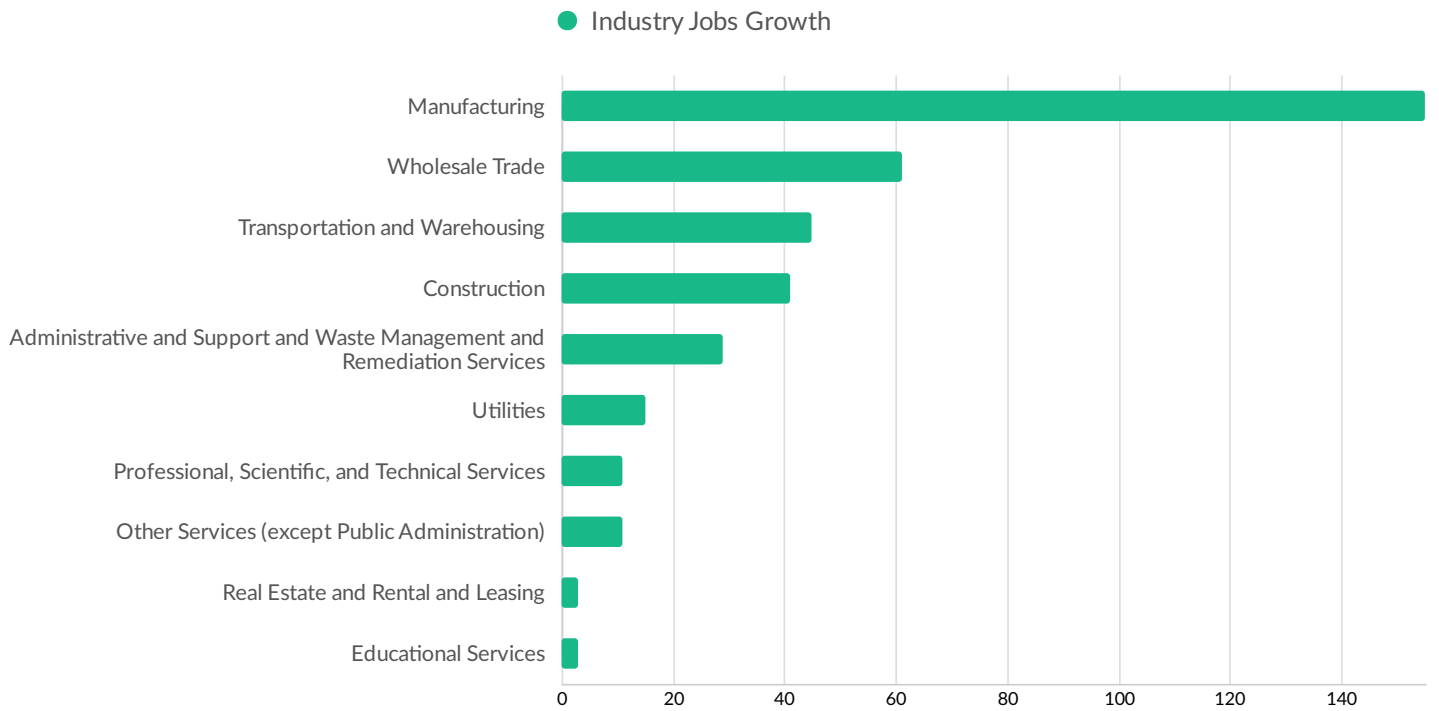
<b>Top Previous Counties</b>	<b>Migrations</b>
Milwaukee County, WI	43
Waukesha County, WI	42
Cook County, IL	36
Wood County, WI	35
Livingston County, MI	32
Columbia County, WI	30
Langlade County, WI	27
Forest County, WI	27
Walworth County, WI	25
<b>Top Following Counties</b>	<b>Migrations</b>
Vilas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

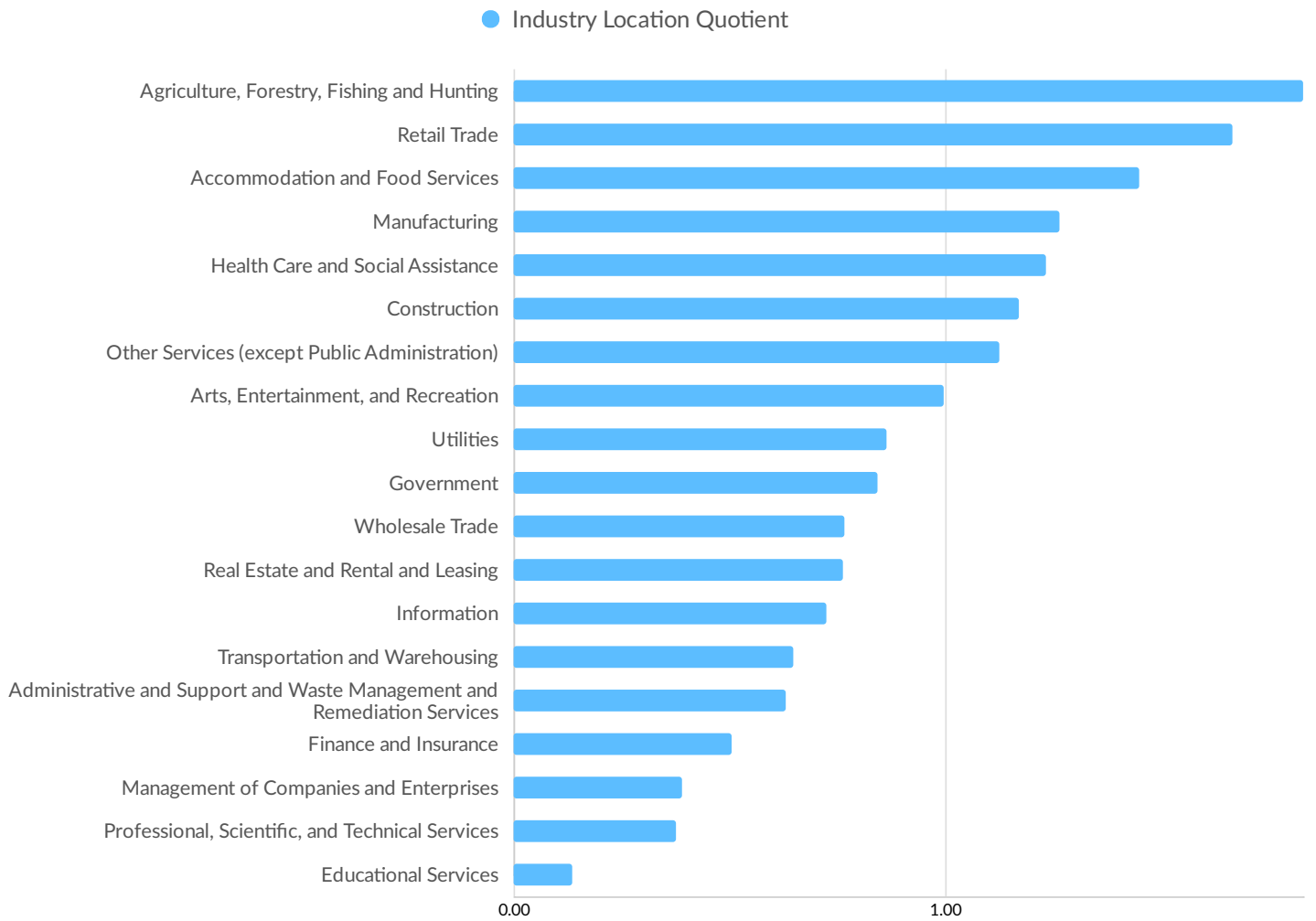
## Largest Industries



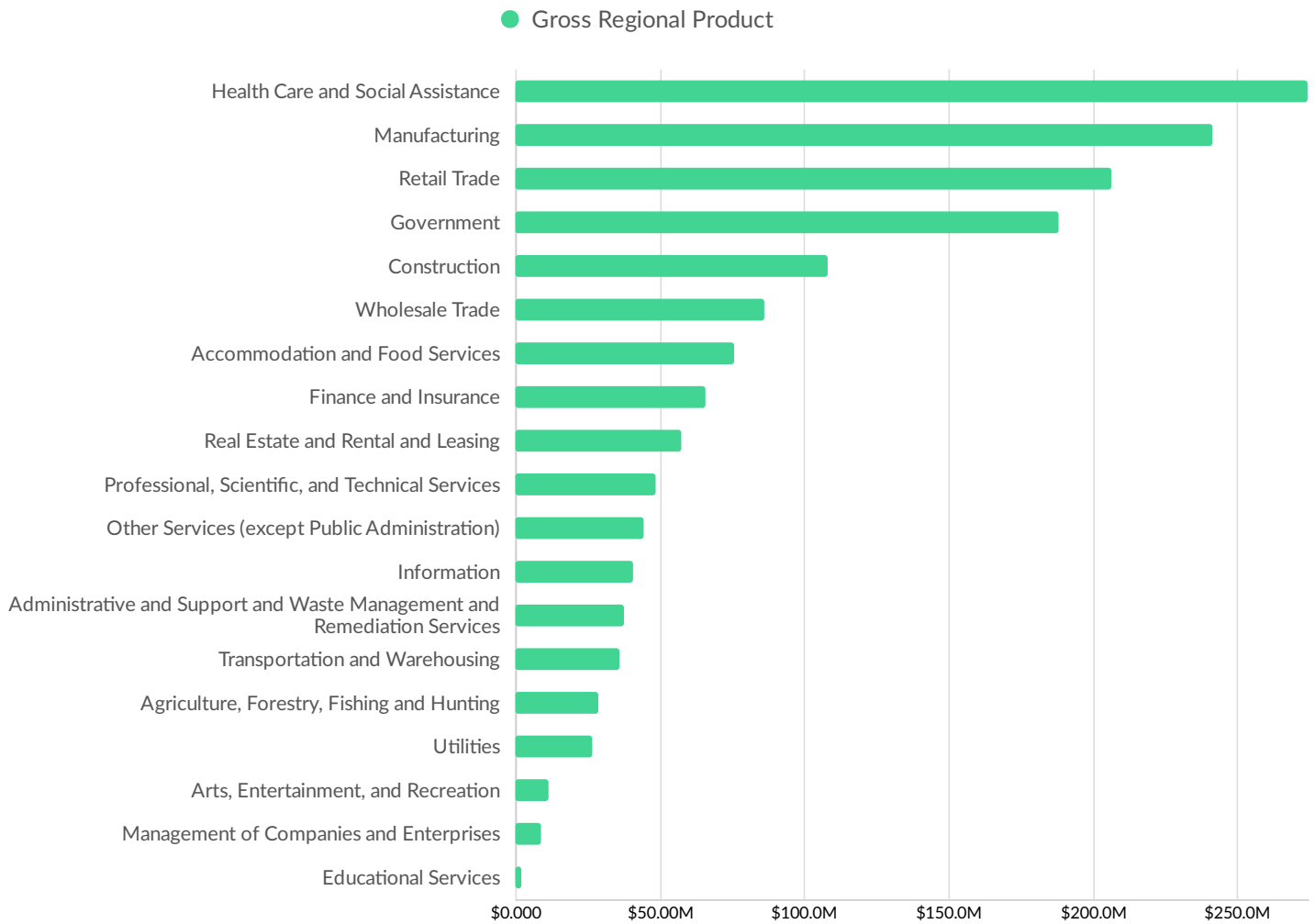
## Top Growing Industries



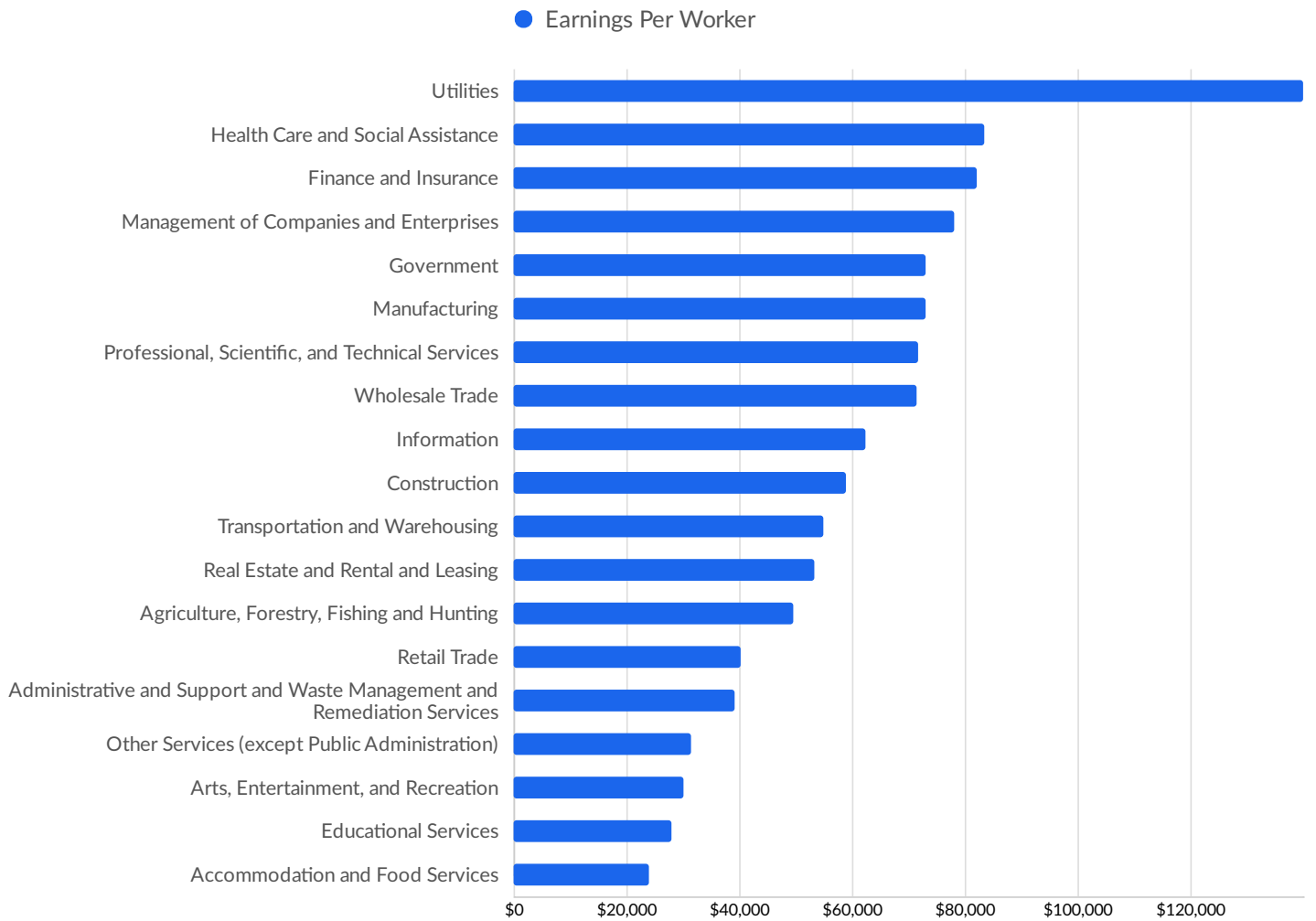
## Top Industry Location Quotient



## Top Industry GRP























## Top Industry Earnings



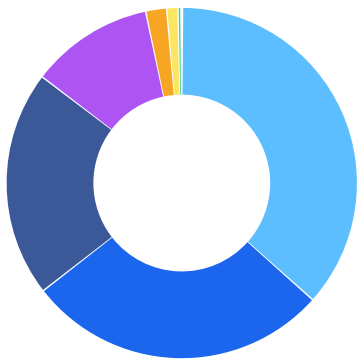
## Business Characteristics

### 2,475 Companies Employ Your Workers

Online profiles for your workers mention 2,475 companies as employers, with the top 10 appearing below. In the last 12 months, 345 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	154 	Marshfield Clinic	414 
Nicolet College	154 	Aspirus	280 
Ministry Health Care	149 	Beaver Dam Community Hospit...	78 
School District Of Rhinelander	107 	Kwik Trip	76 
Walmart	71 	Walmart	69 
Printpack	53 	Walgreens Boots Alliance	59 
Lakeland Union High School	52 	Oneida County	43 
Forest Service	51 	Compass Group	41 
Ascension	50 	Msa Professional Services	34 
Drs. Foster & Smith	50 	Nicolet College	24 

## Business Size



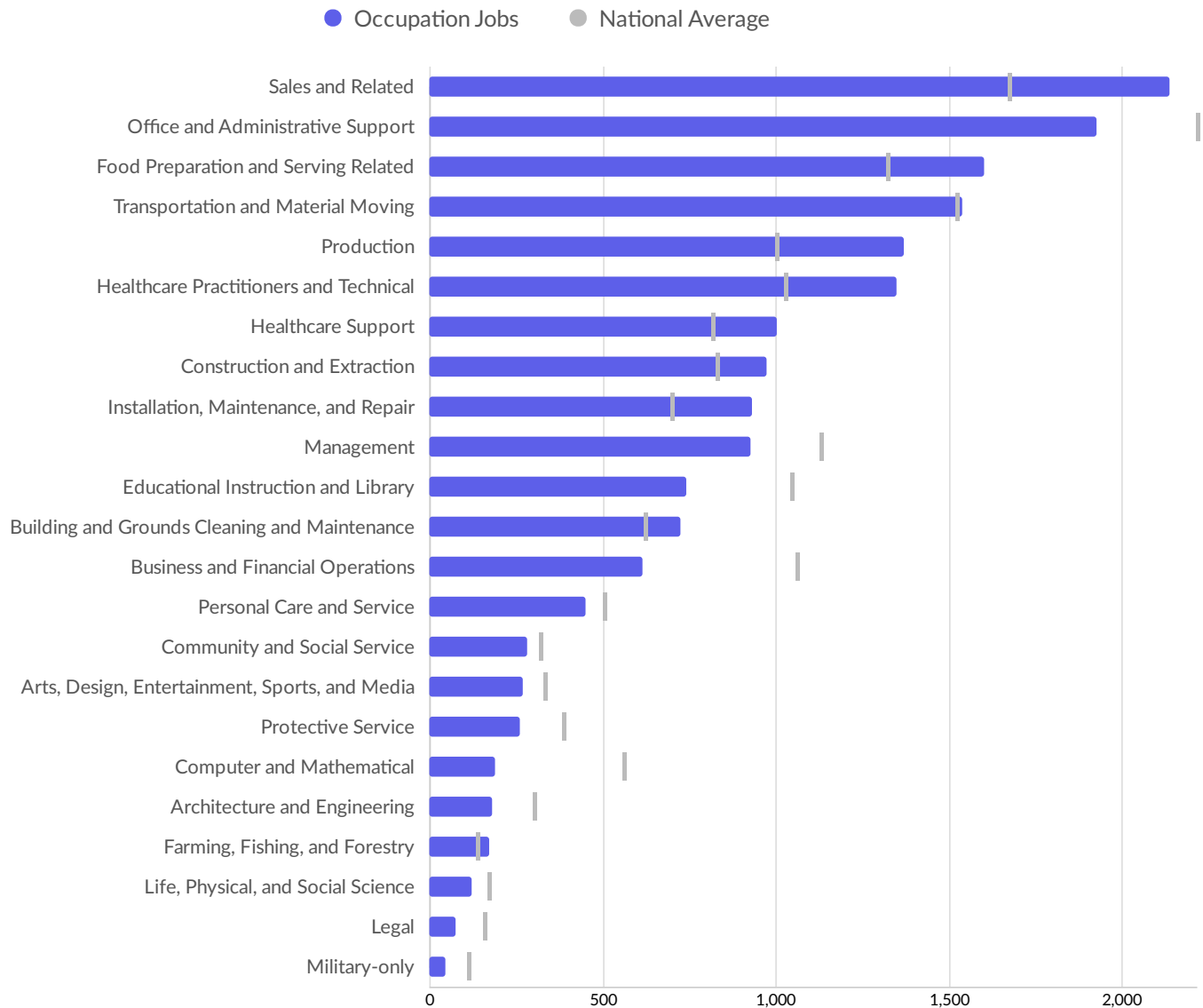
	Percentage	Business Count
1 to 4 employees	36.5%	779
5 to 9 employees	27.9%	595
10 to 19 employees	20.9%	445
20 to 49 employees	11.3%	242
50 to 99 employees	1.9%	41
100 to 249 employees	1.0%	22
250 to 499 employees	0.3%	6
500+ employees	0.1%	3

\*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.

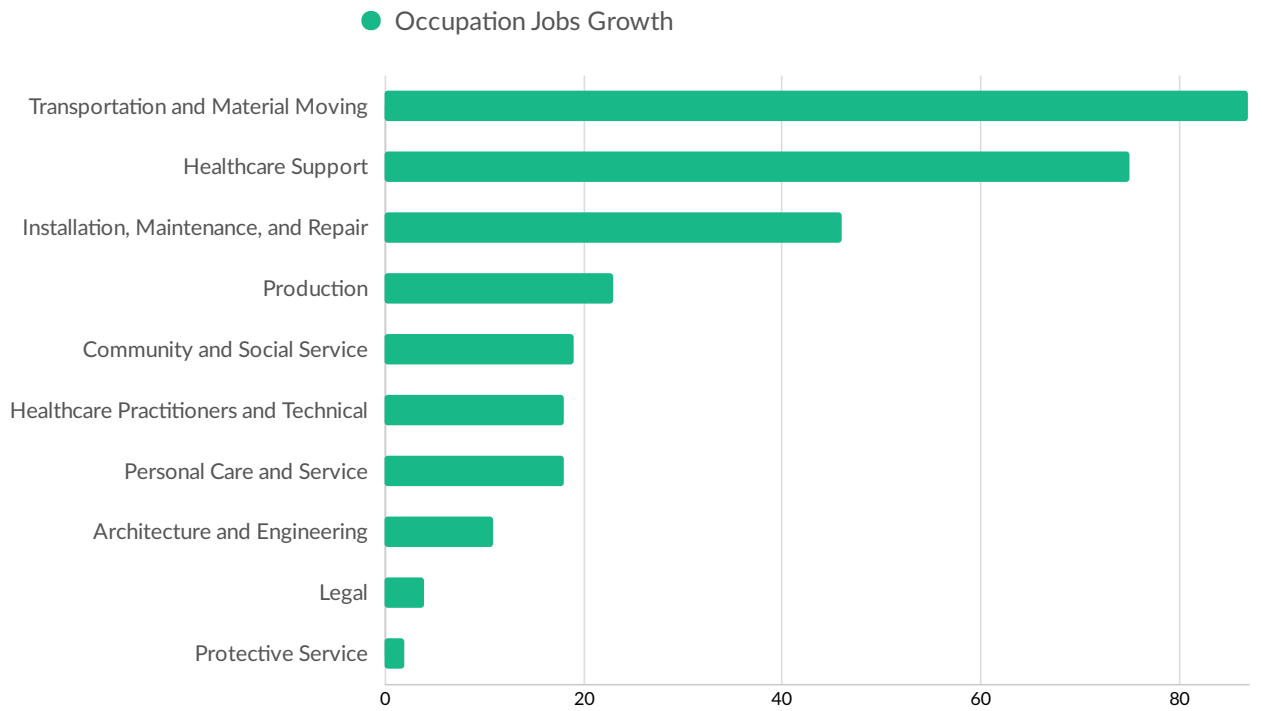


# Workforce Characteristics

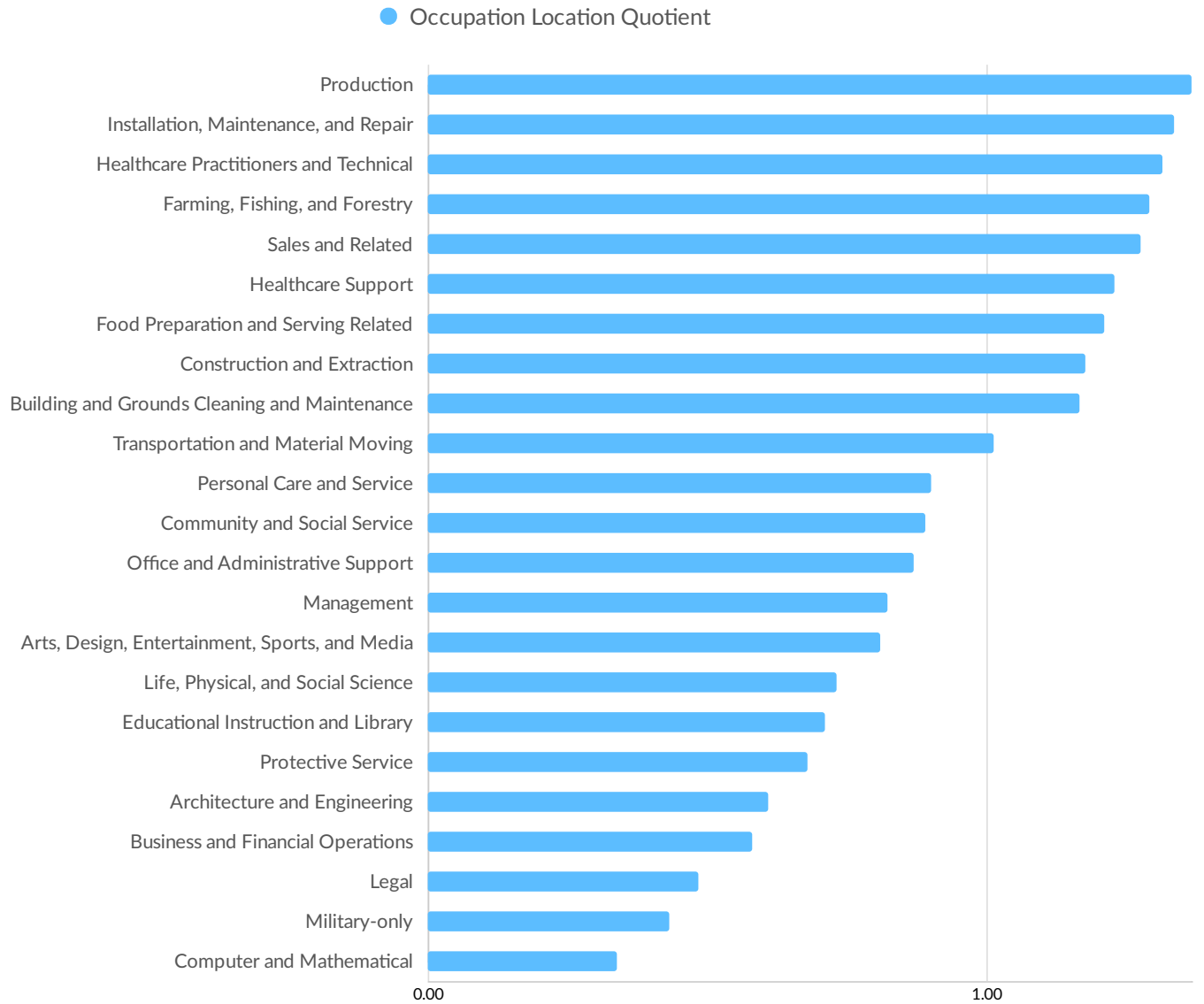
## Largest Occupations



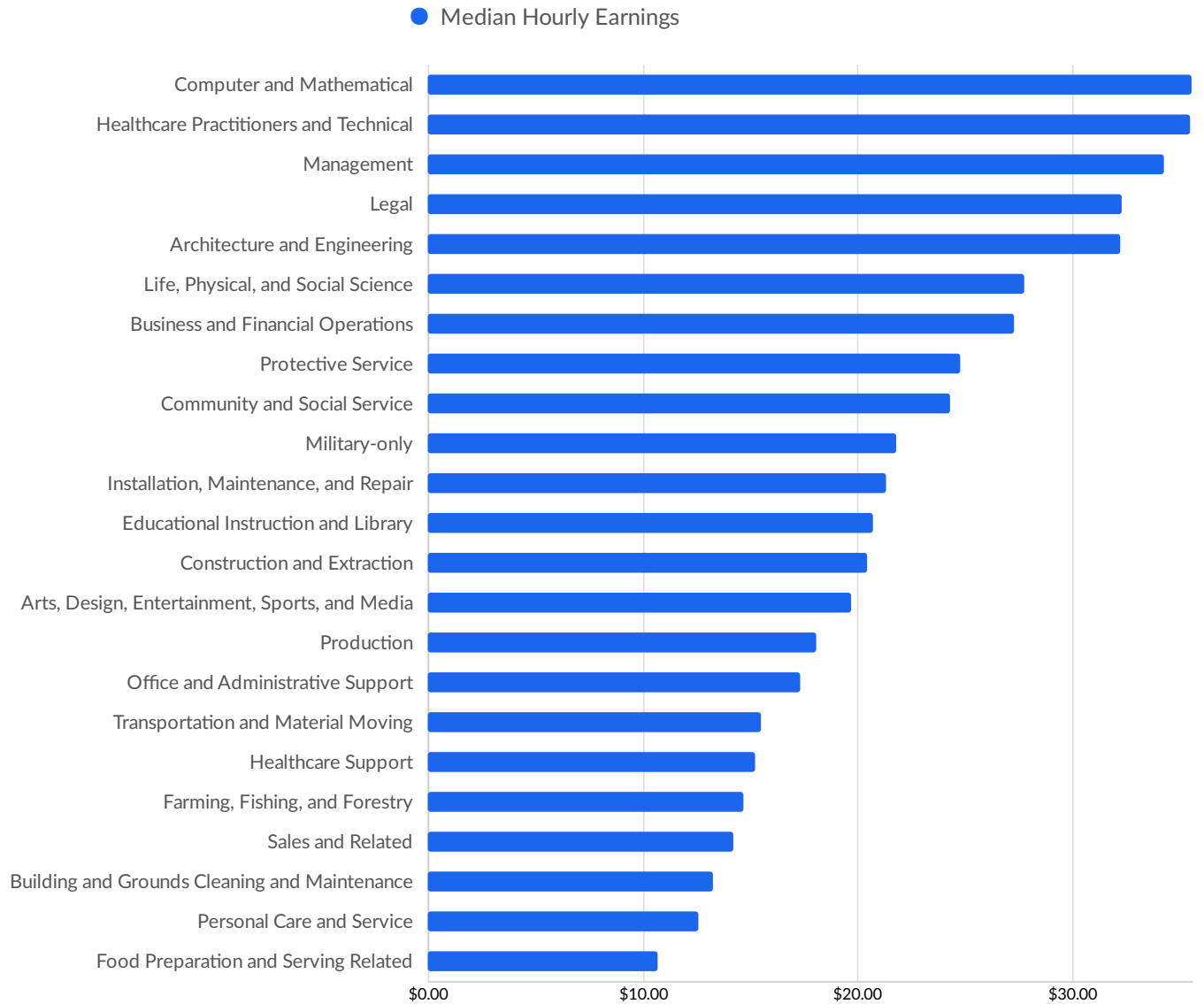
## Top Growing Occupations



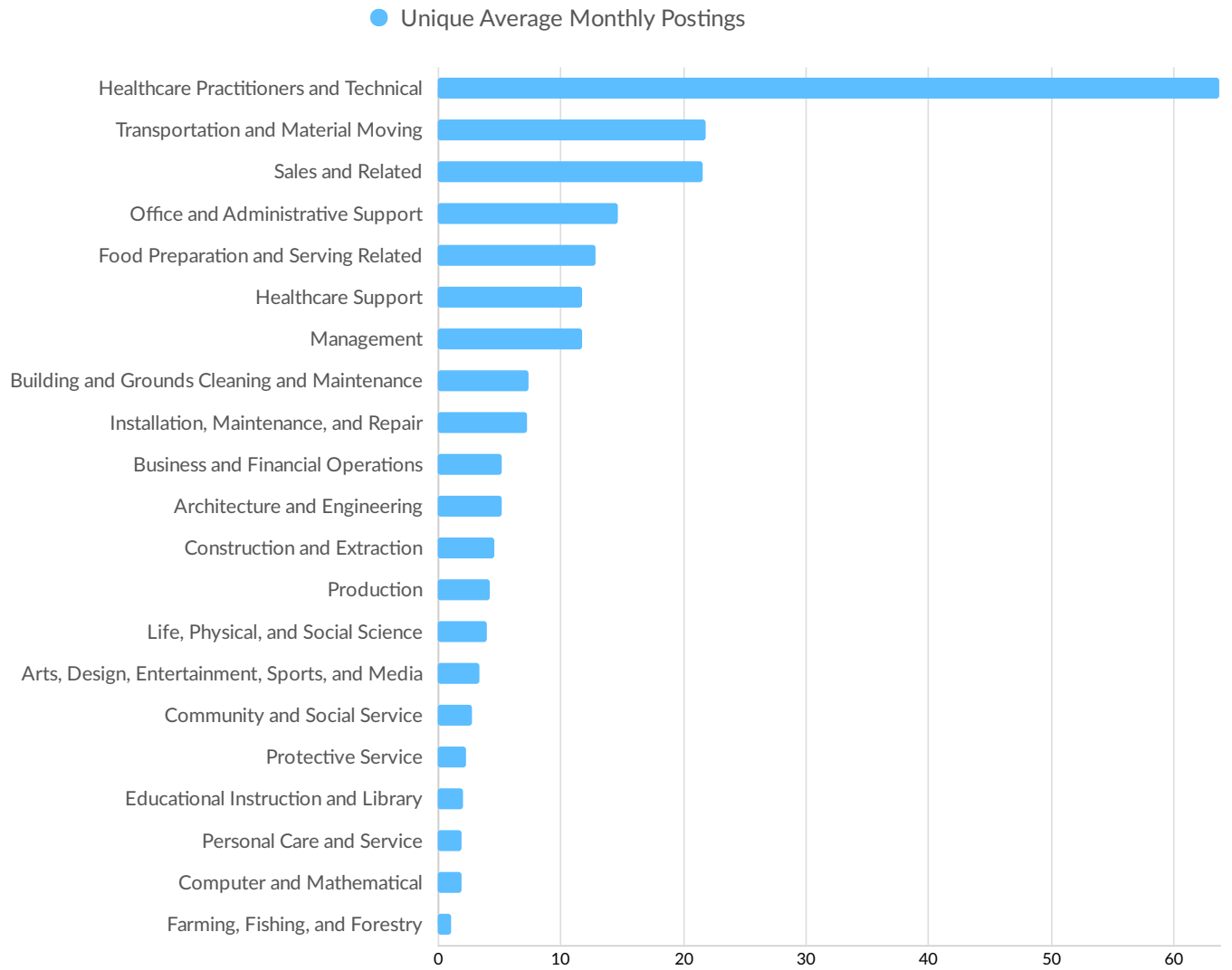
## Top Occupation Location Quotient



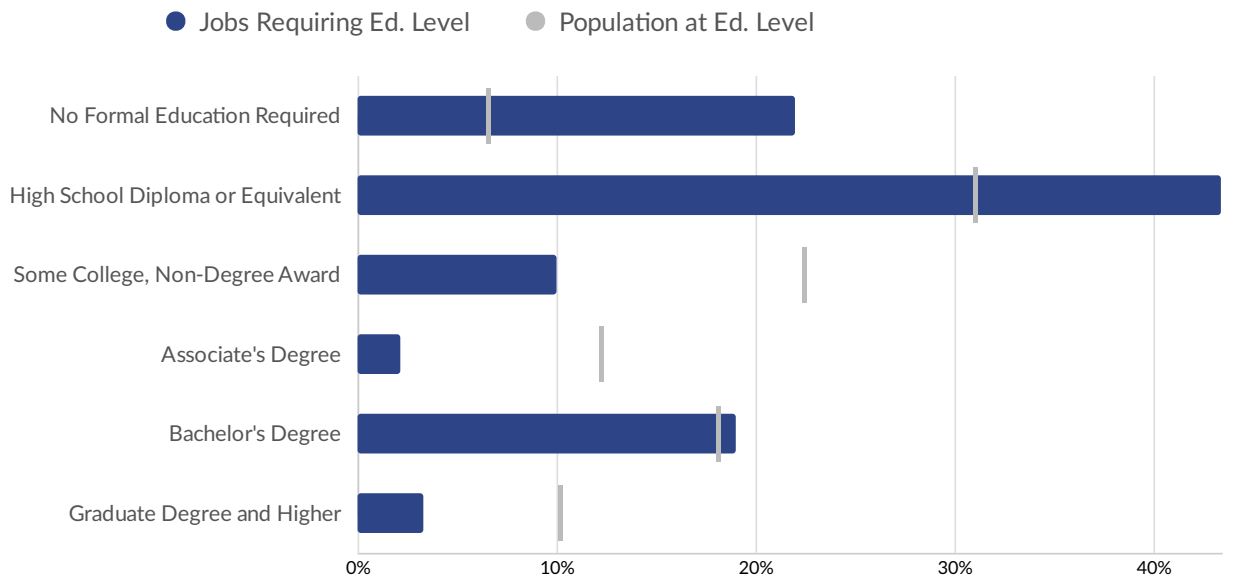
## Top Occupation Earnings



## Top Posted Occupations

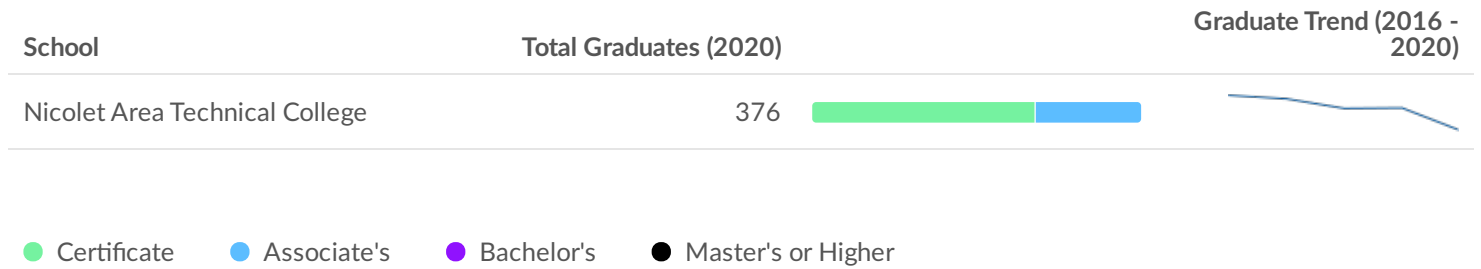


## Underemployment



## 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

