



Oneida County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
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	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

36,000

Population (2021)

Population **grew by 642** over the last 5 years and is projected to **grow by 792** over the next 5 years.

17,993

Total Regional Employment

Jobs **decreased by 809** over the last 5 years but are projected to **grow by 491** over the next 5 years.

\$58.2K

Median Household Income (2020)

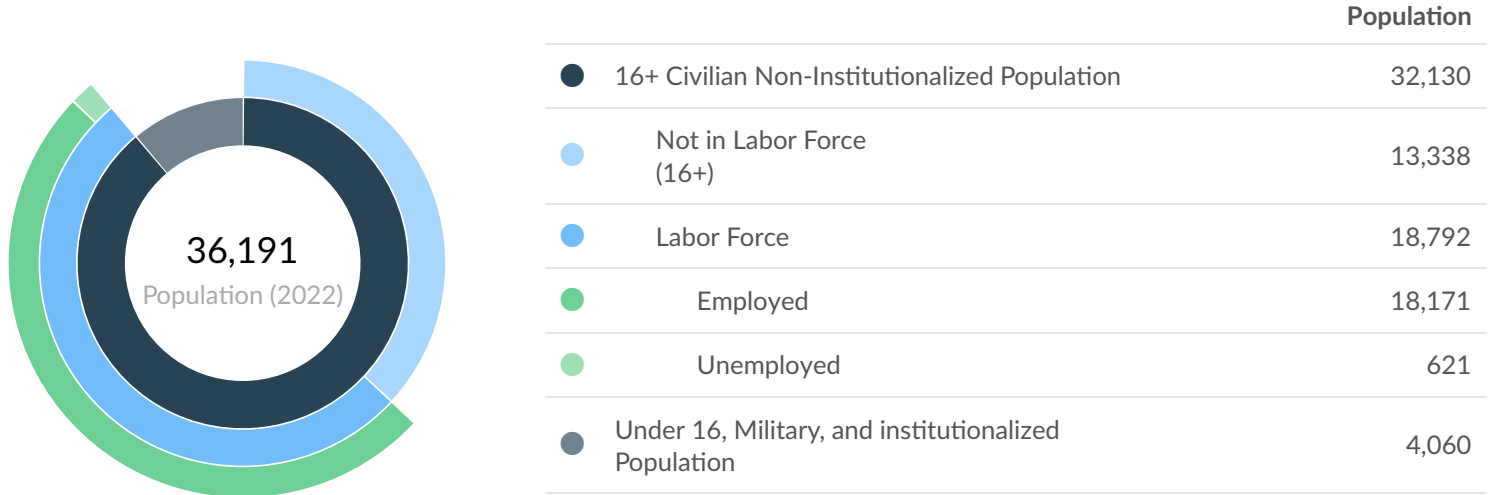
Median household income is **\$6.8K below** the national median household income of \$65.0K.

Takeaways

- As of 2021 the region's population **increased by 1.8%** since 2016, growing by 642. Population is expected to **increase by 2.2%** between 2021 and 2026, adding 792.
- From 2016 to 2021, jobs **declined by 4.3%** in Oneida County, WI from 18,802 to **17,993**. This change **fell short of the national growth rate of 1.8% by 6.1%**. As the number of jobs declined, the **labor force participation rate decreased from 61.1% to 55.0% 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).

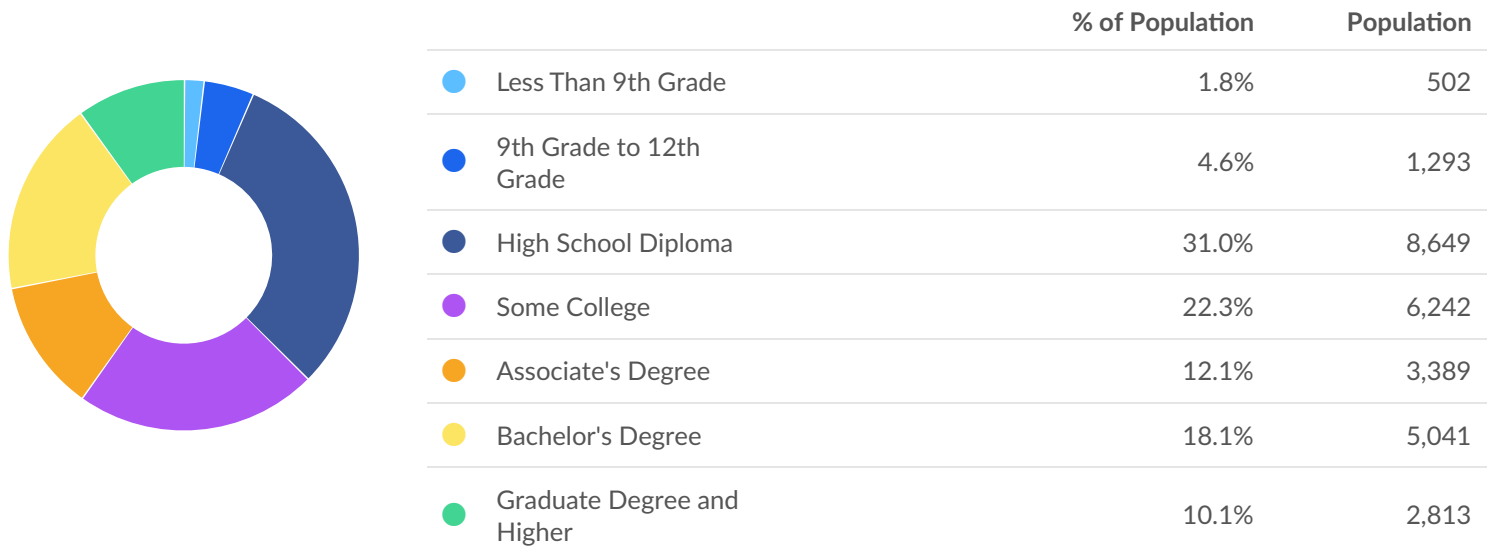
	Population (2022)	Labor Force (Jun 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	36,191	18,792	17,993	101.3	\$1.81B	\$2.51B	\$2.15B
NCWRPC	443,262	227,242	220,380	99.7	\$23.77B	\$31.13B	\$29.22B
Wisconsin	5,881,227	3,153,688	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B

Jun 2022 Labor Force Breakdown



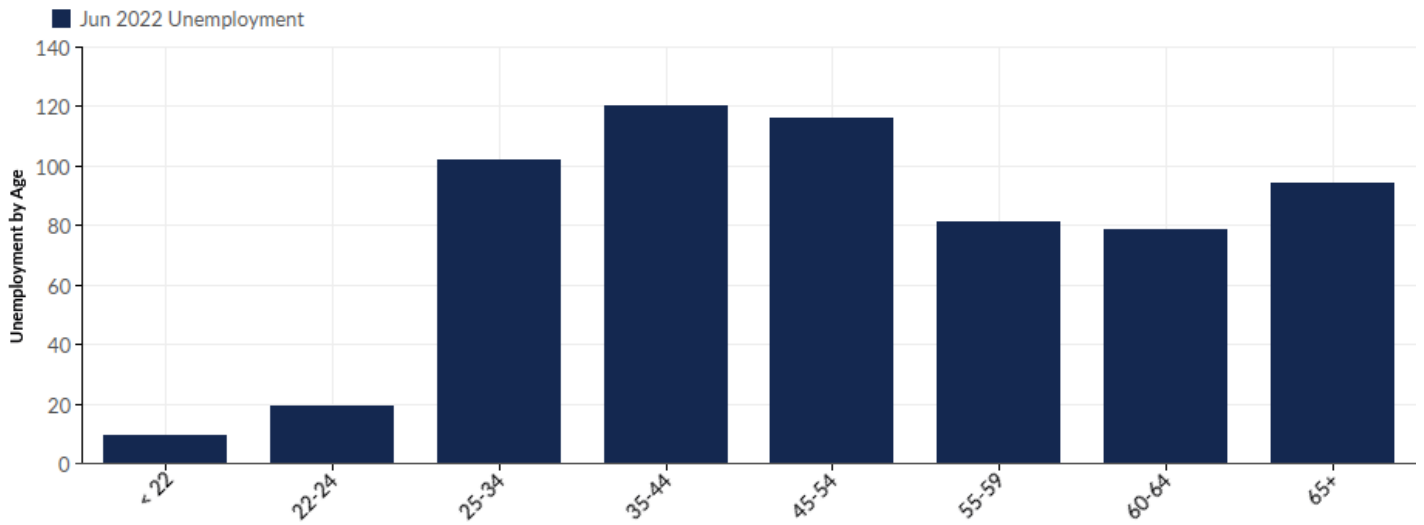
Educational Attainment

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).



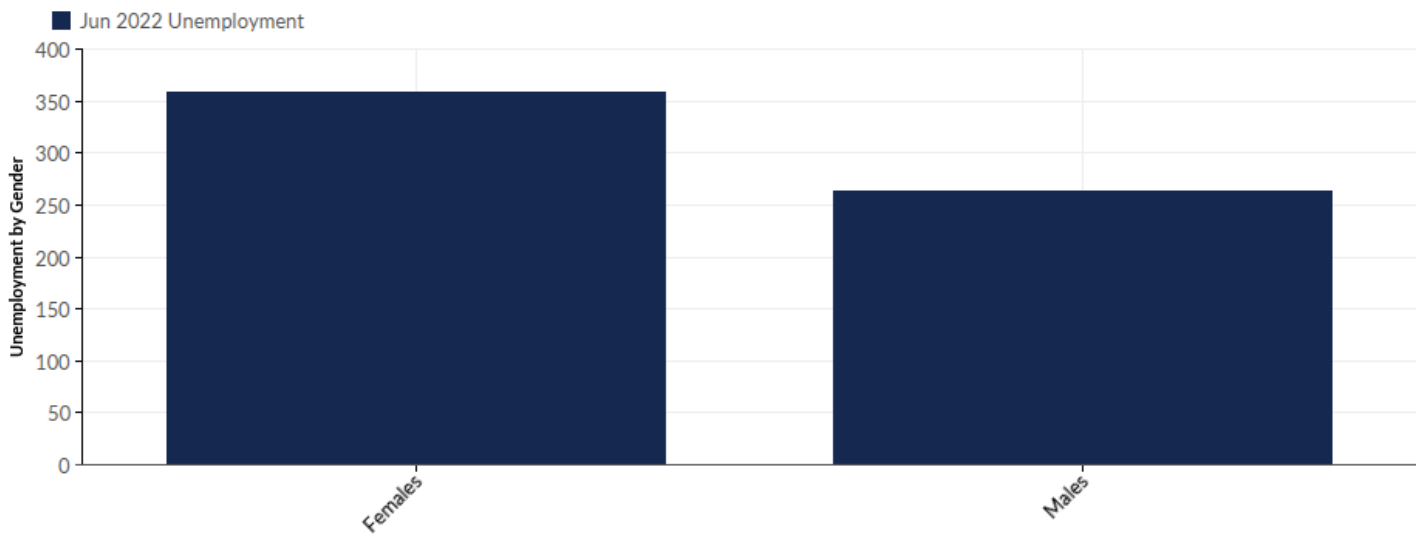
Unemployment by Demographics

Unemployment by Age



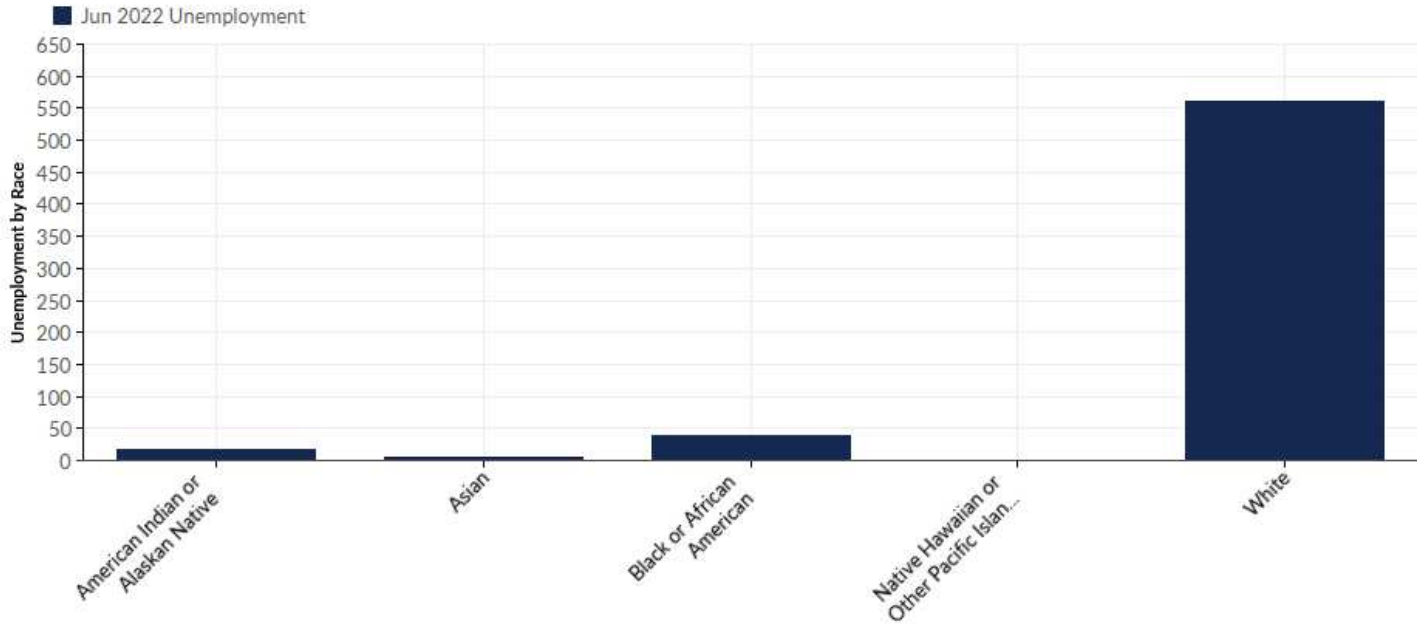
Age	Unemployment (Jun 2022)	% of Unemployed
< 22	9	1.45%
22-24	19	3.06%
25-34	102	16.43%
35-44	120	19.32%
45-54	116	18.68%
55-59	81	13.04%
60-64	79	12.72%
65+	94	15.14%
Total	621	100.00%

Unemployment by Gender



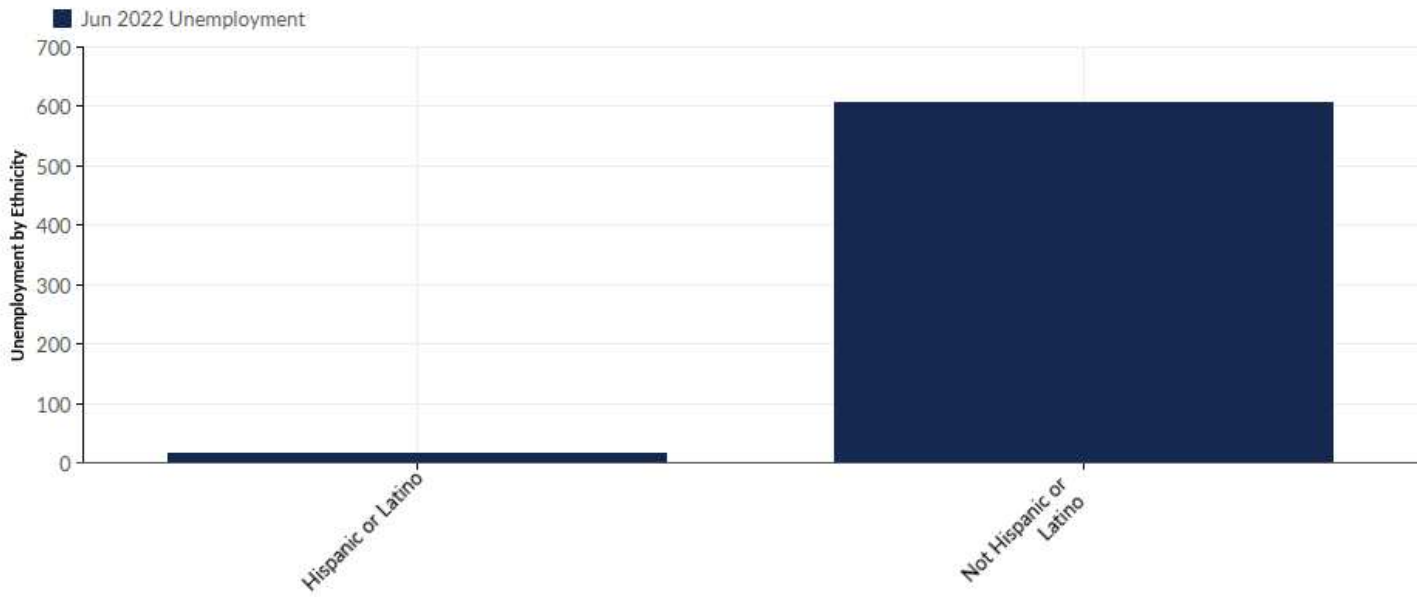
Gender	Unemployment (Jun 2022)	% of Unemployed
Females	358	57.65%
Males	263	42.35%
Total	621	100.00%

Unemployment by Race



Race	Unemployment (Jun 2022)	% of Unemployed
American Indian or Alaskan Native	18	2.90%
Asian	4	0.64%
Black or African American	38	6.12%
Native Hawaiian or Other Pacific Islander	1	0.16%
White	560	90.18%
Total	621	100.00%

Unemployment by Ethnicity

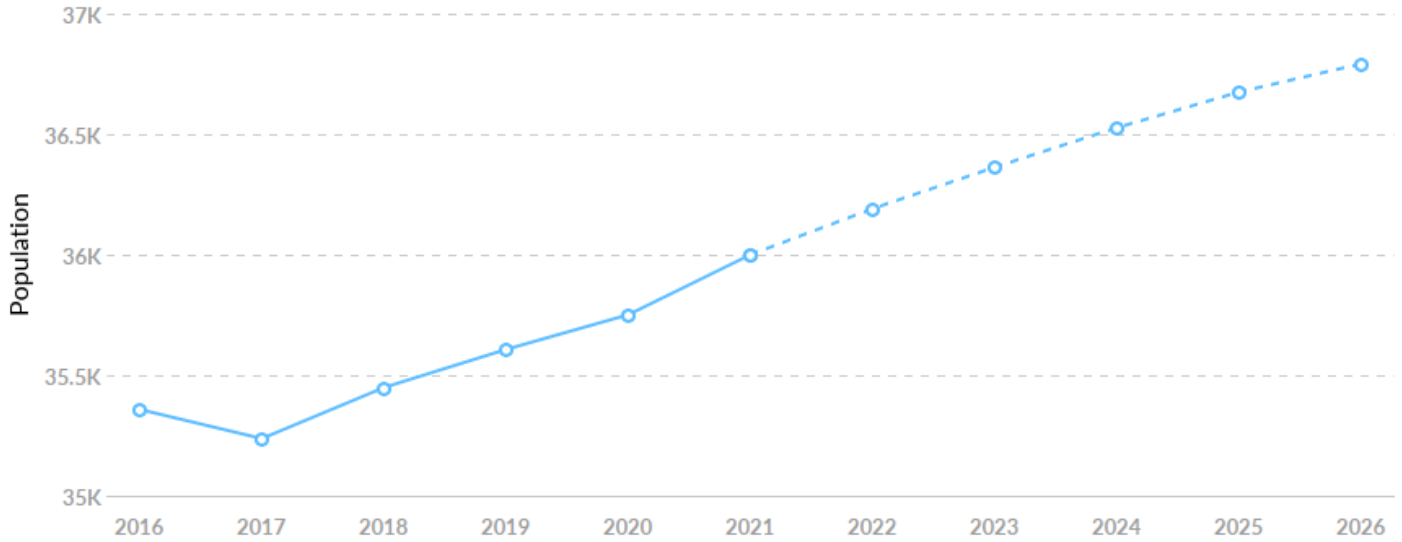


Ethnicity	Unemployment (Jun 2022)	% of Unemployed
Hispanic or Latino	15	2.42%
Not Hispanic or Latino	606	97.58%
Total	621	100.00%

Historic & Projected Trends

Population Trends

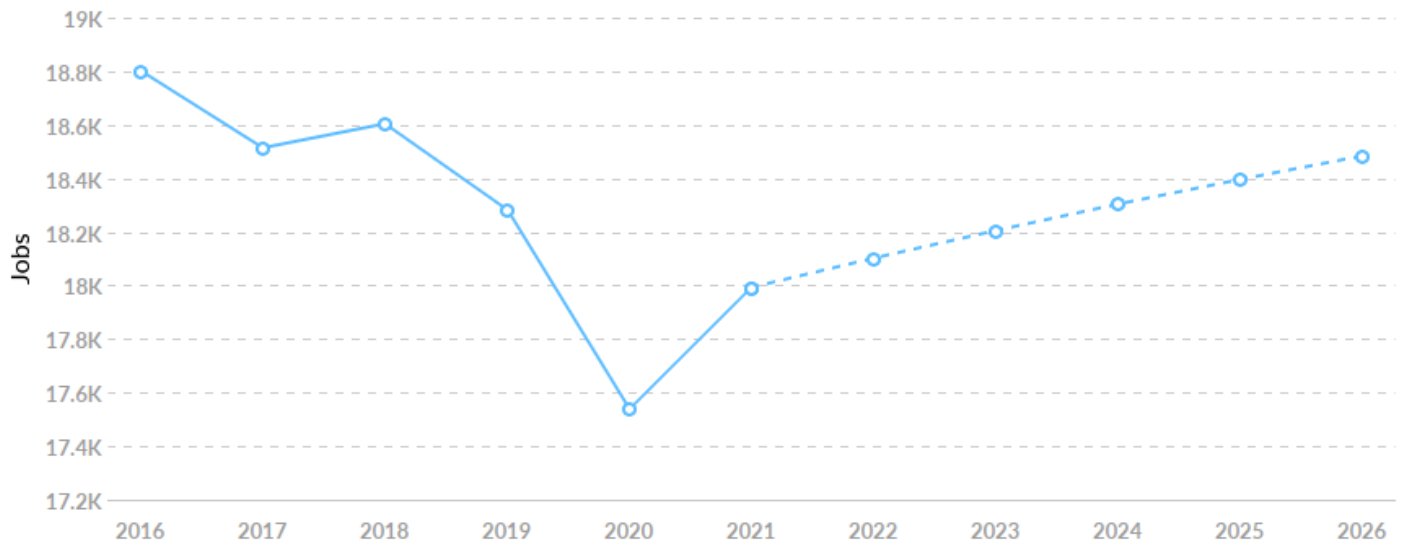
As of 2021 the region's population increased by 1.8% since 2016, growing by 642. Population is expected to increase by 2.2% between 2021 and 2026, adding 792.



Timeframe	Population
2016	35,358
2017	35,237
2018	35,449
2019	35,607
2020	35,751
2021	36,000
2022	36,191
2023	36,363
2024	36,527
2025	36,675
2026	36,792

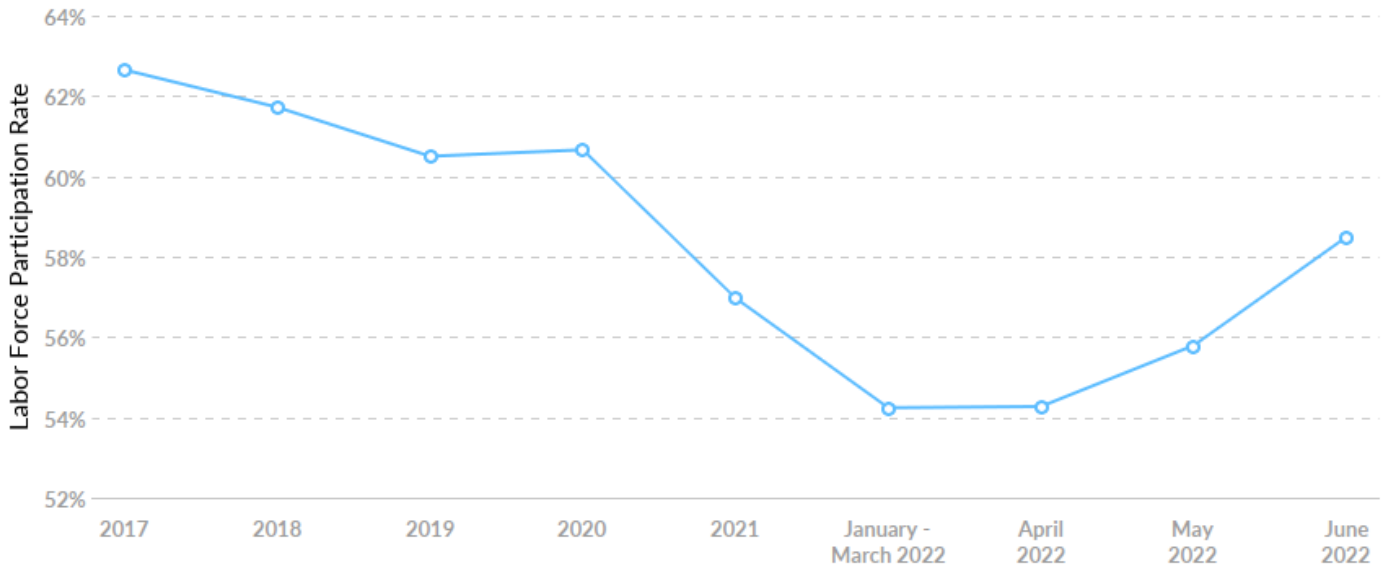
Job Trends

From 2016 to 2021, jobs **declined by 4.3%** in Oneida County, WI from 18,802 to **17,993**. This change **fell short of the national growth rate of 1.8% by 6.1%**.



Timeframe	Jobs
2016	18,802
2017	18,514
2018	18,604
2019	18,283
2020	17,538
2021	17,993
2022	18,102
2023	18,205
2024	18,304
2025	18,396
2026	18,484

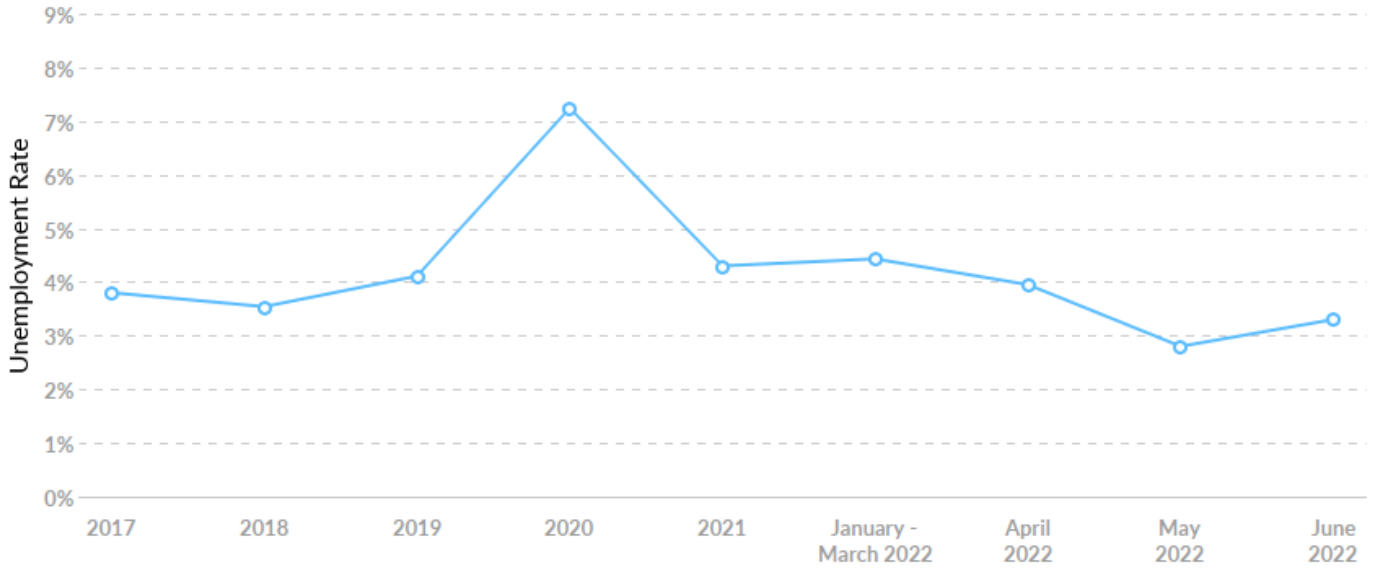
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	62.65%
2018	61.72%
2019	60.50%
2020	60.66%
2021	56.97%
January - March 2022	54.24%
April 2022	54.27%
May 2022	55.79%
June 2022	58.49%

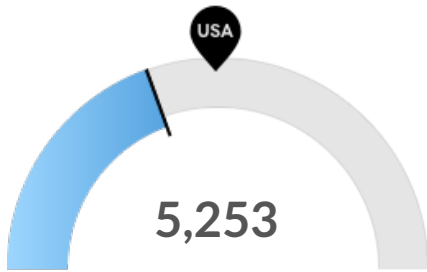
Unemployment Rate Trends

Oneida County, WI had a June 2022 unemployment rate of 3.30%, decreasing from 3.80% 5 years before.



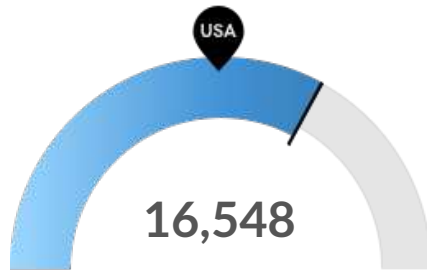
Timeframe	Unemployment Rate
2017	3.80%
2018	3.54%
2019	4.11%
2020	7.24%
2021	4.30%
January - March 2022	4.43%
April 2022	3.95%
May 2022	2.80%
June 2022	3.30%

Population Characteristics



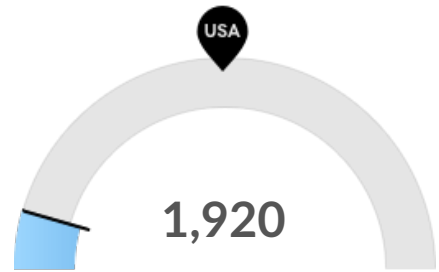
Millennials

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



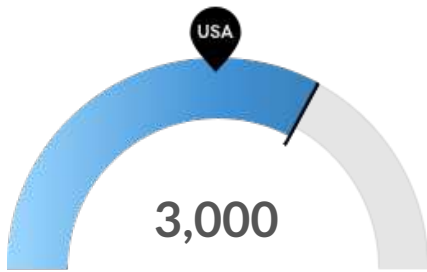
Retiring Soon

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.



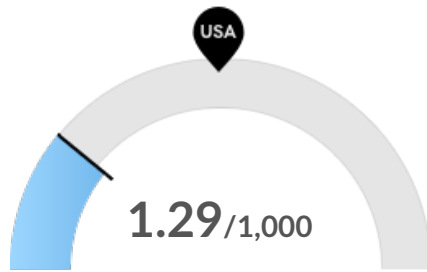
Racial Diversity

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.



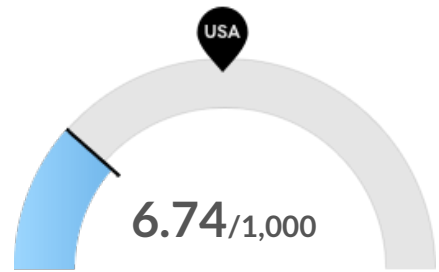
Veterans

Oneida County, WI has 3,000 veterans. The national average for an area this size is 1,935.



Violent Crime

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

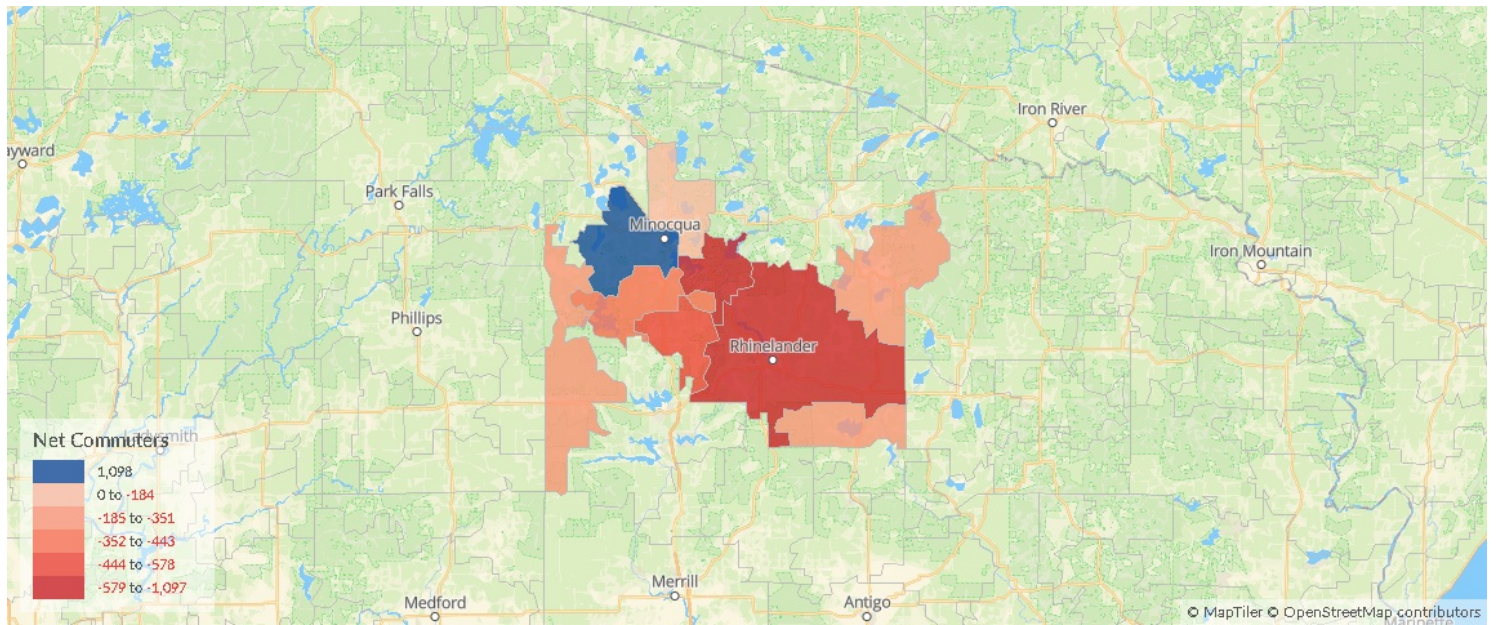


Property Crime

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	Rhinelander, WI (in One...	9,795
54548	Minocqua, WI (in Oneid...	3,838
54568	Woodruff, WI (in Oneid...	2,492
54562	Three Lakes, WI (in One...	855
54531	Hazelhurst, WI (in Onei...	319

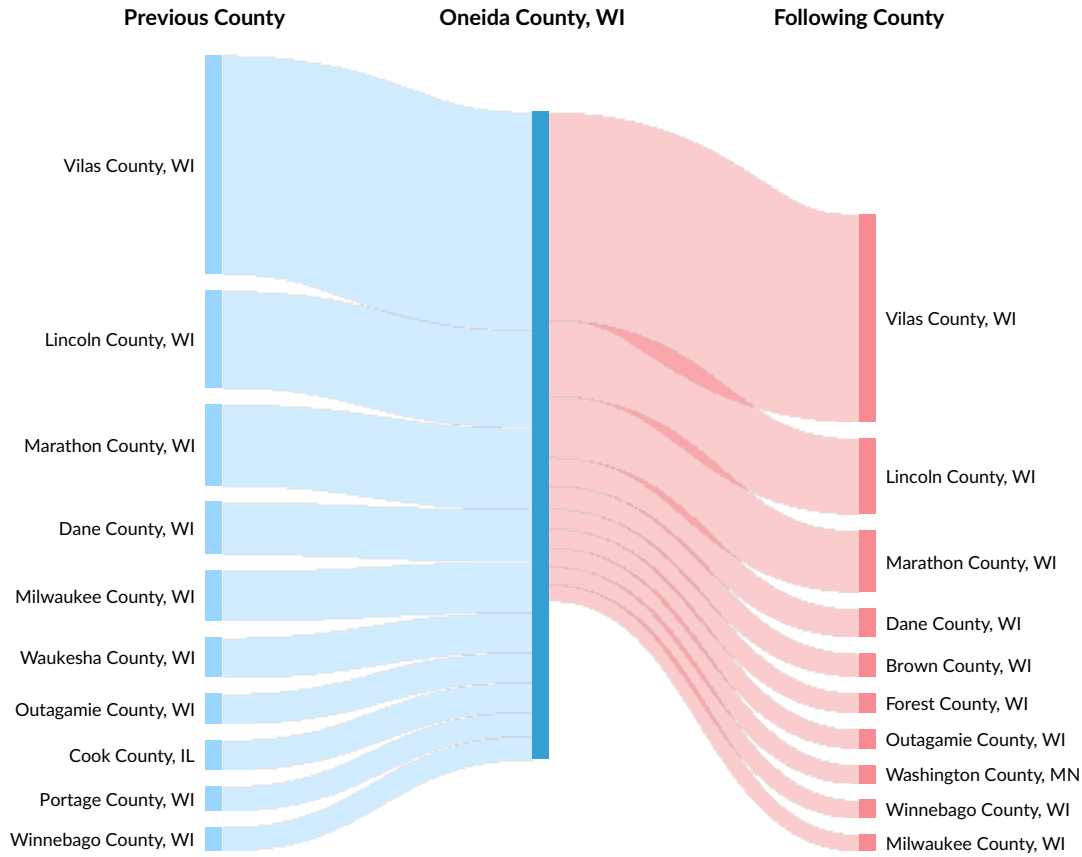
Where Talent Lives

ZIP	Name	2021 Workers
54501	Rhinelander, WI (in One...	10,411
54548	Minocqua, WI (in Oneid...	2,740
54568	Woodruff, WI (in Oneid...	2,532
54562	Three Lakes, WI (in One...	1,039
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 2020, 344 people have migrated from Vilas County, WI to Oneida County, WI. In the same year, 327 people left Oneida County, WI migrating to Vilas County, WI. The total Net Migration for Oneida County, WI in 2020 was 558.

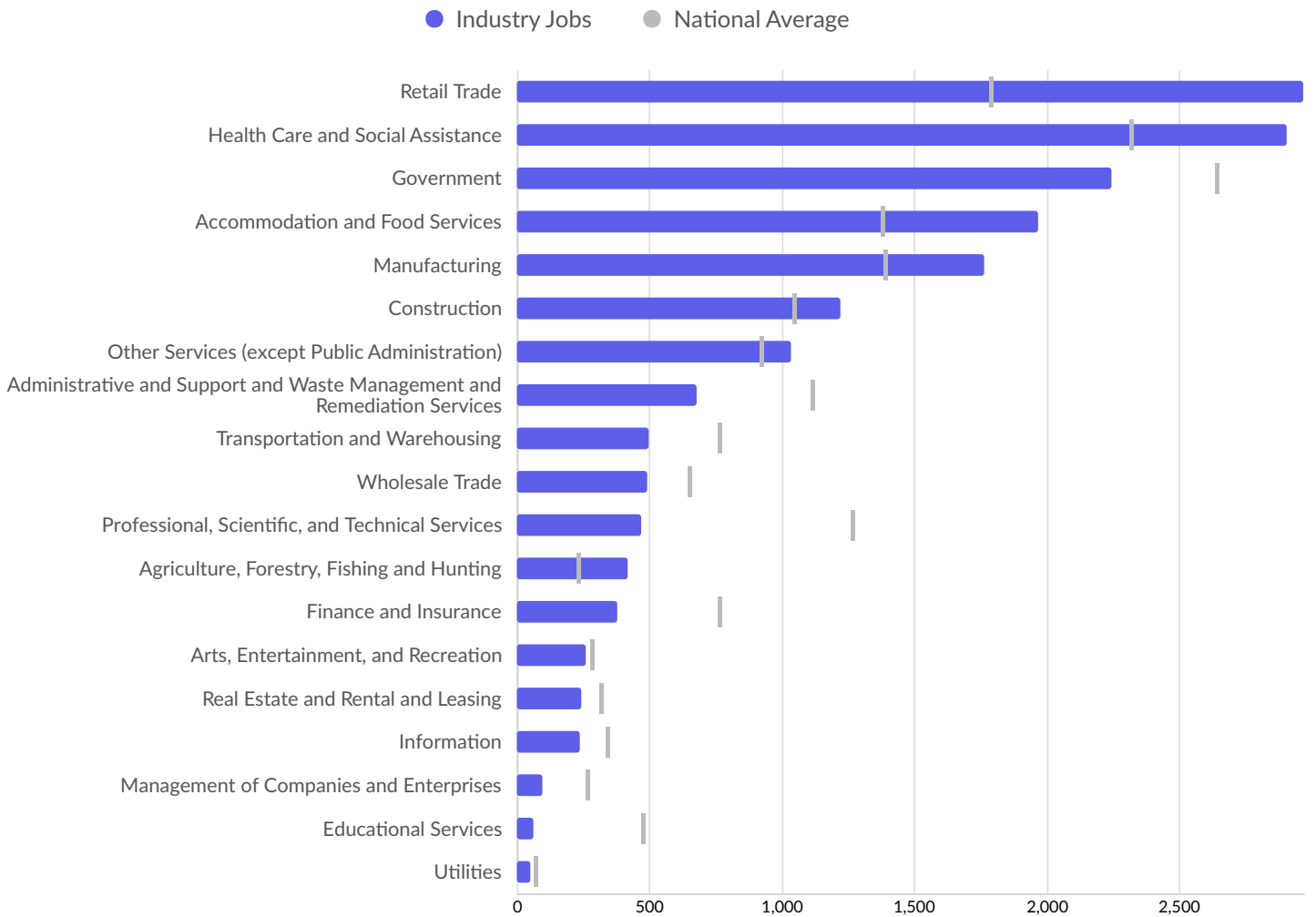


Top Previous Counties	Migrations
Vilas County, WI	344
Lincoln County, WI	153
Marathon County, WI	128
Dane County, WI	82
Milwaukee County, WI	79
Waukesha County, WI	63

Top Previous Counties	Migrations
Outagamie County, WI	47
Cook County, IL	47
Portage County, WI	38
Winnebago County, WI	37
Langlade County, WI	36
Columbia County, WI	35
Wood County, WI	30
Livingston County, MI	30
Walworth County, WI	29
Top Following Counties	Migrations
Vilas County, WI	327
Lincoln County, WI	119
Marathon County, WI	97
Dane County, WI	44
Brown County, WI	36
Forest County, WI	31
Outagamie County, WI	30
Washington County, MN	30
Winnebago County, WI	28
Milwaukee County, WI	26
Portage County, WI	26
Ramsey County, MN	24
Los Angeles County, CA	24
Marquette County, WI	23
Langlade County, WI	22

Industry Characteristics

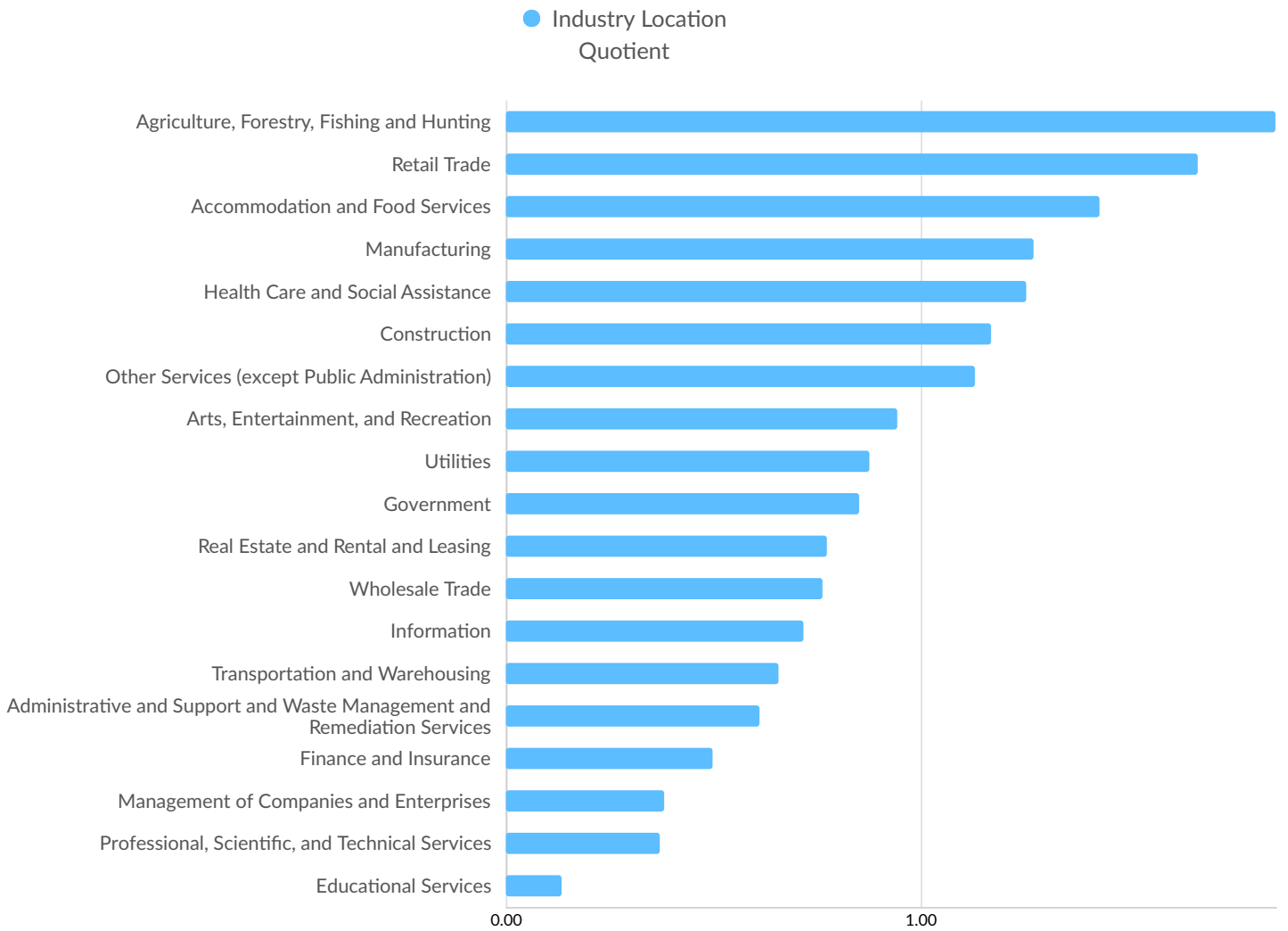
Largest Industries



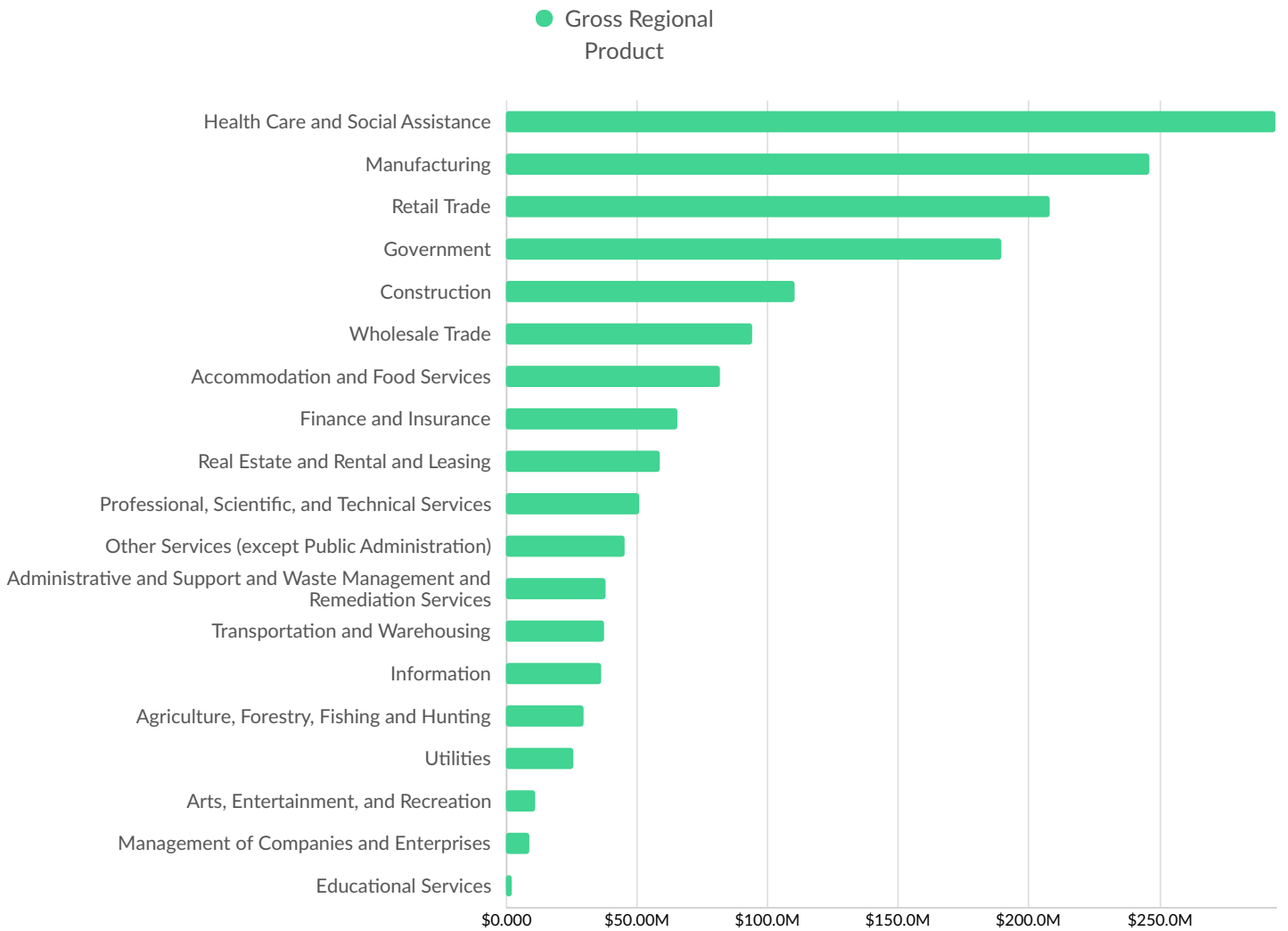
Top Growing Industries



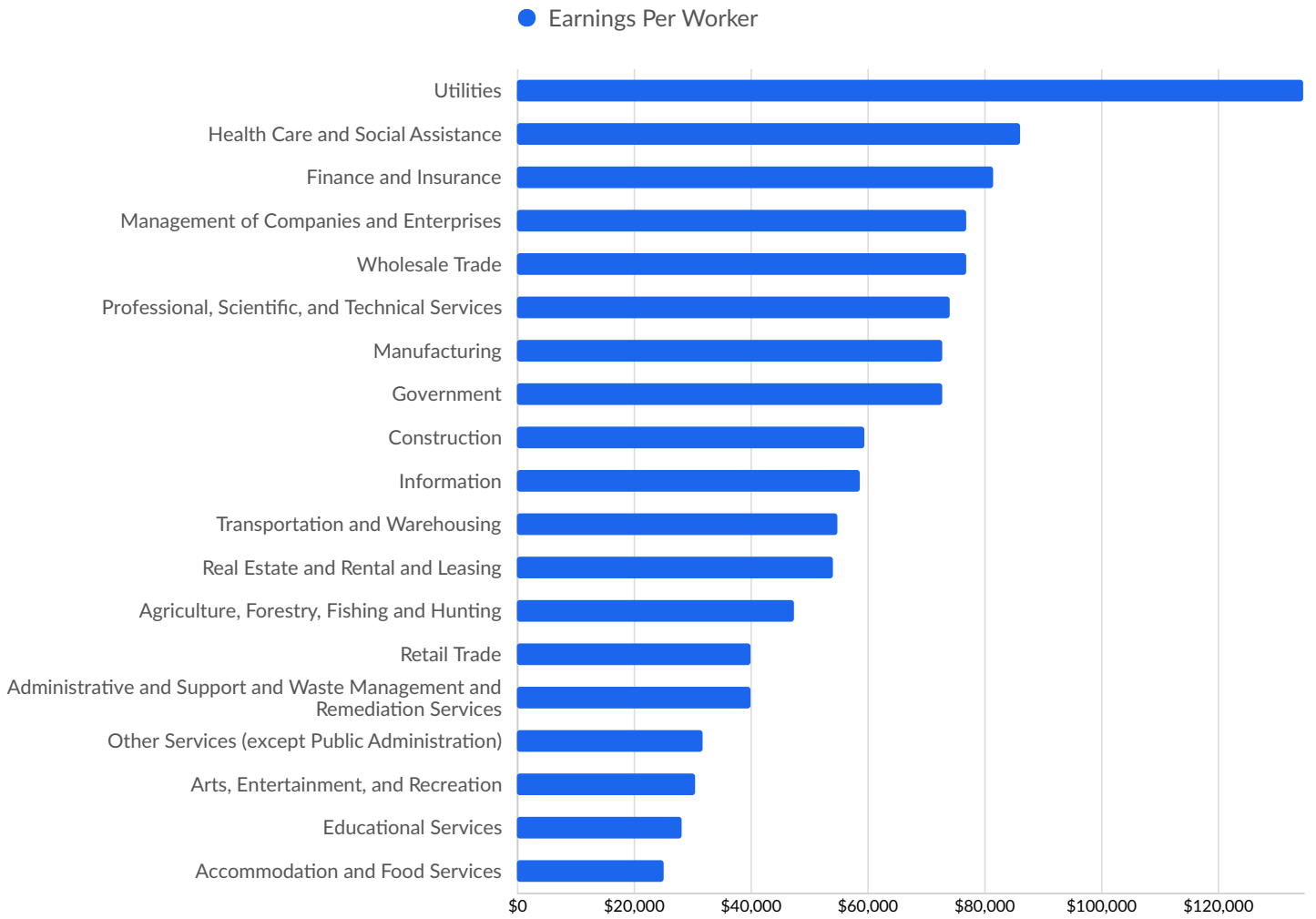
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



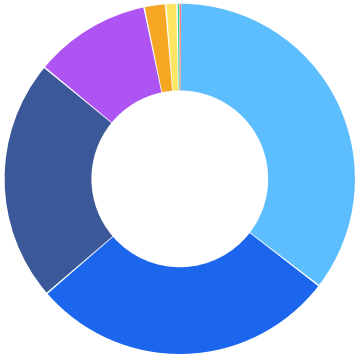
Business Characteristics

3,665 Companies Employ Your Workers

Online profiles for your workers mention 3,665 companies as employers, with the top 10 appearing below. In the last 12 months, 300 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	172 	Marshfield Clinic	279 
Nicolet College	170 	Aspirus	263 
Ministry Health Care	156 	Beaver Dam Community Hospit...	175 
School District Of Rhinelander	121 	Walmart	89 
Walmart	80 	Kwik Trip	87 
Oneida County	77 	Walgreens Boots Alliance	56 
Aspirus	65 	Oneida County	48 
Printpack	59 	Nicolet National Bank	40 
Lakeland Union High School	54 	Nicolet College	36 
Drs. Foster & Smith	53 	M & R Stores	28 

Business Size

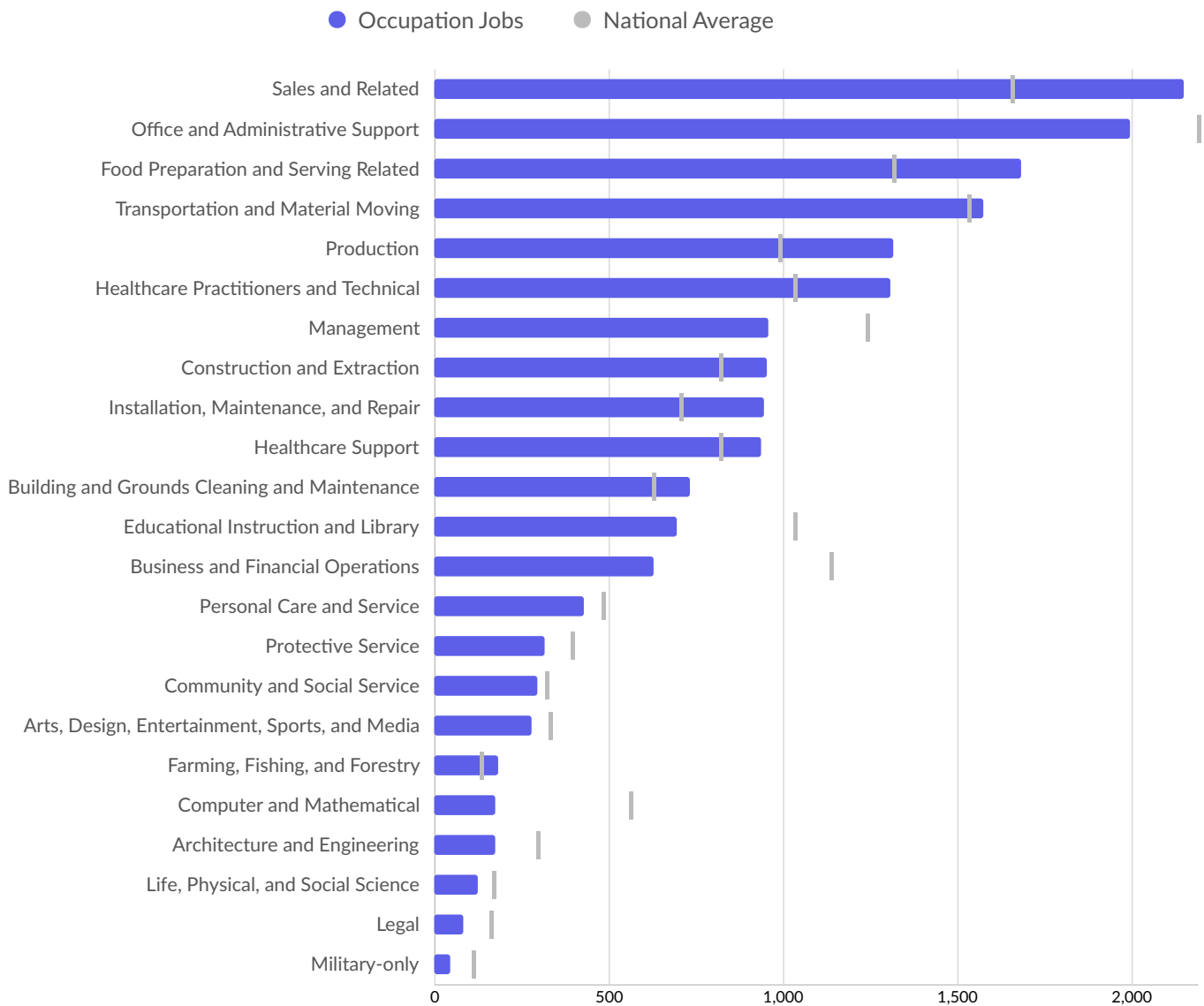


	Percentage	Business Count
● 1 to 4 employees	35.4%	752
● 5 to 9 employees	28.3%	601
● 10 to 19 employees	22.3%	474
● 20 to 49 employees	10.8%	229
● 50 to 99 employees	2.0%	42
● 100 to 249 employees	1.0%	22
● 250 to 499 employees	0.3%	6
● 500+ employees	0.0%	1

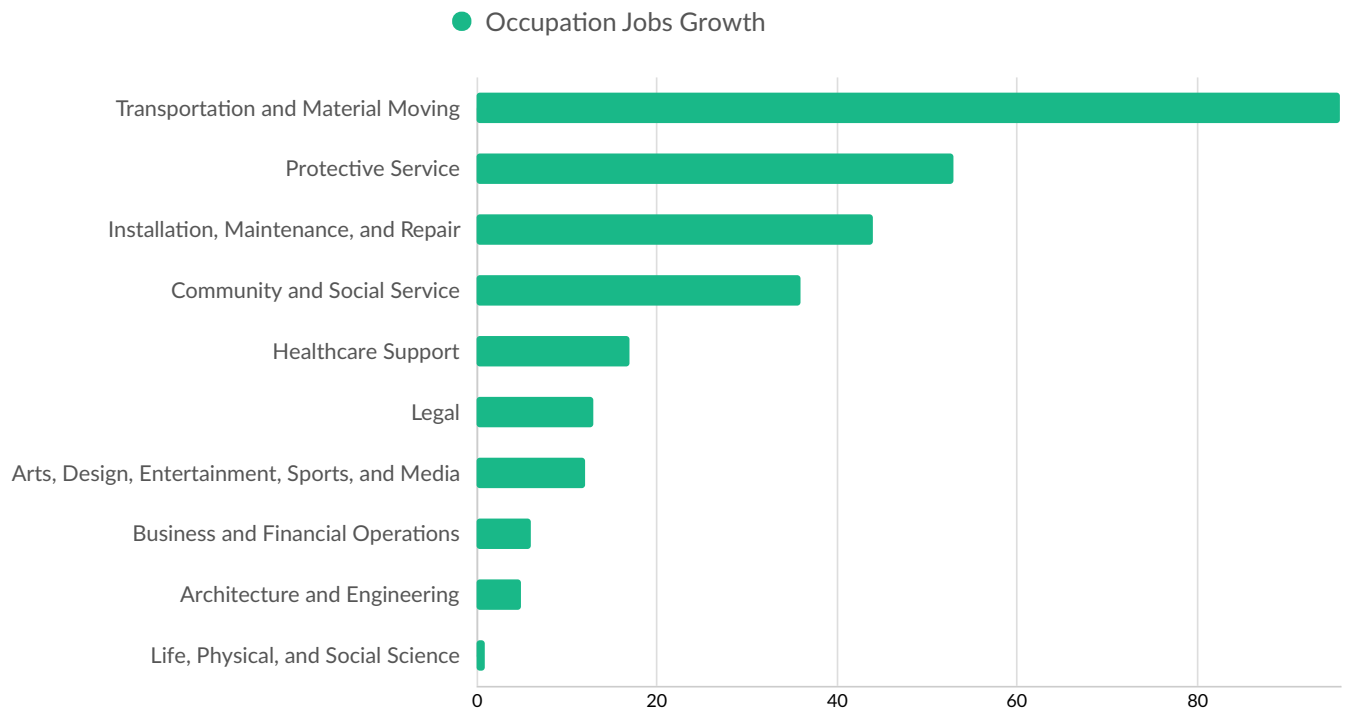
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

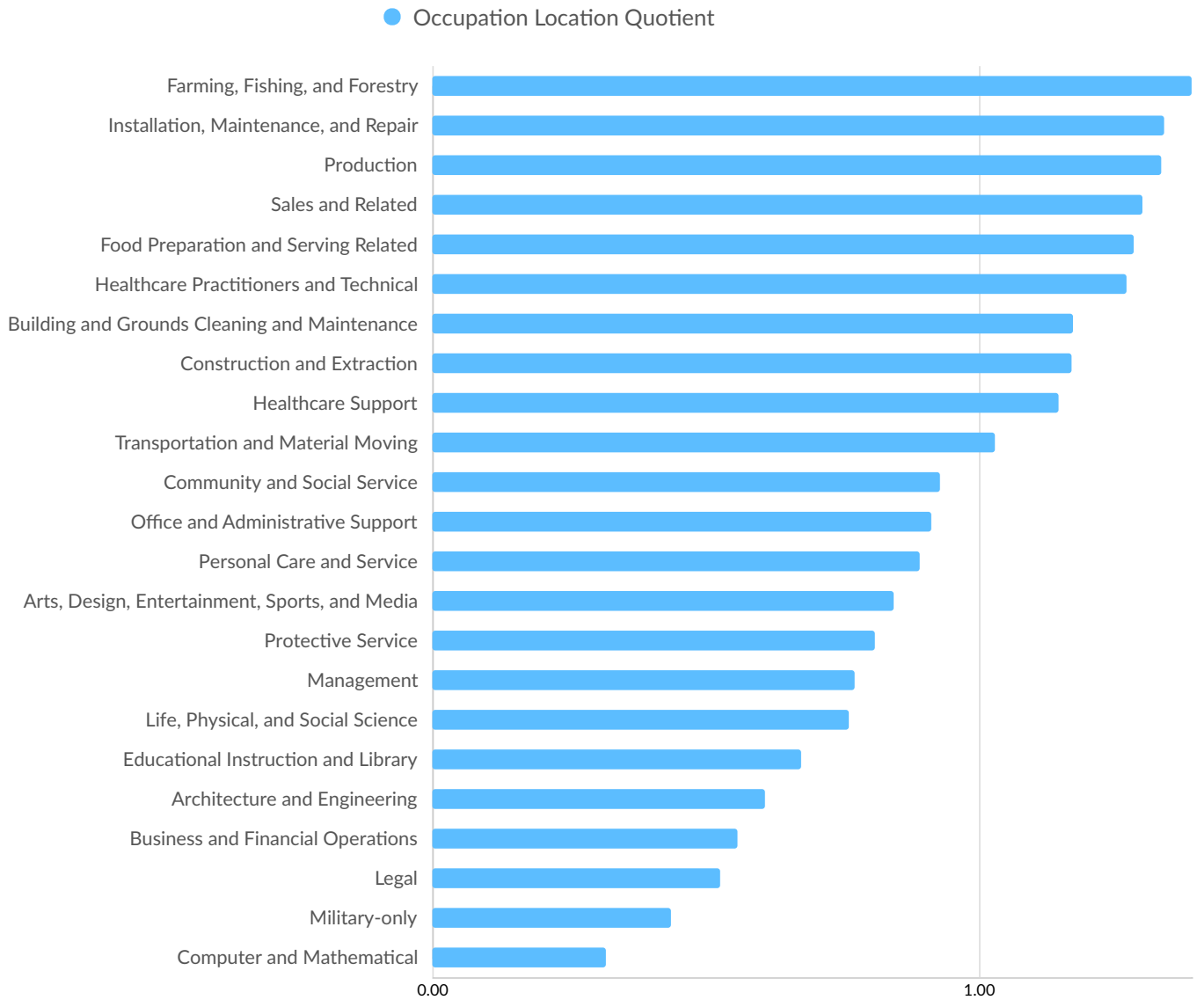
Largest Occupations



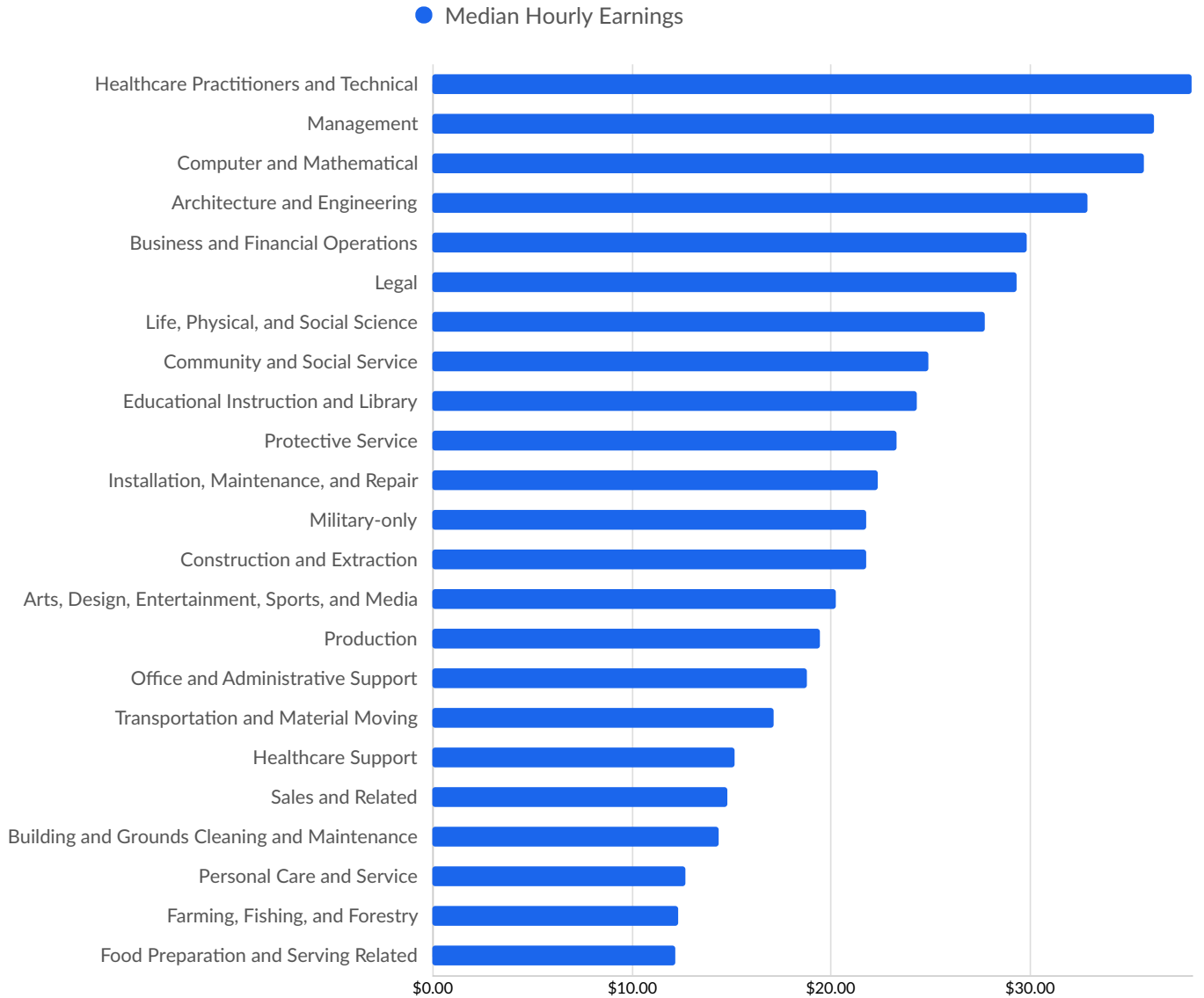
Top Growing Occupations



Top Occupation Location Quotient



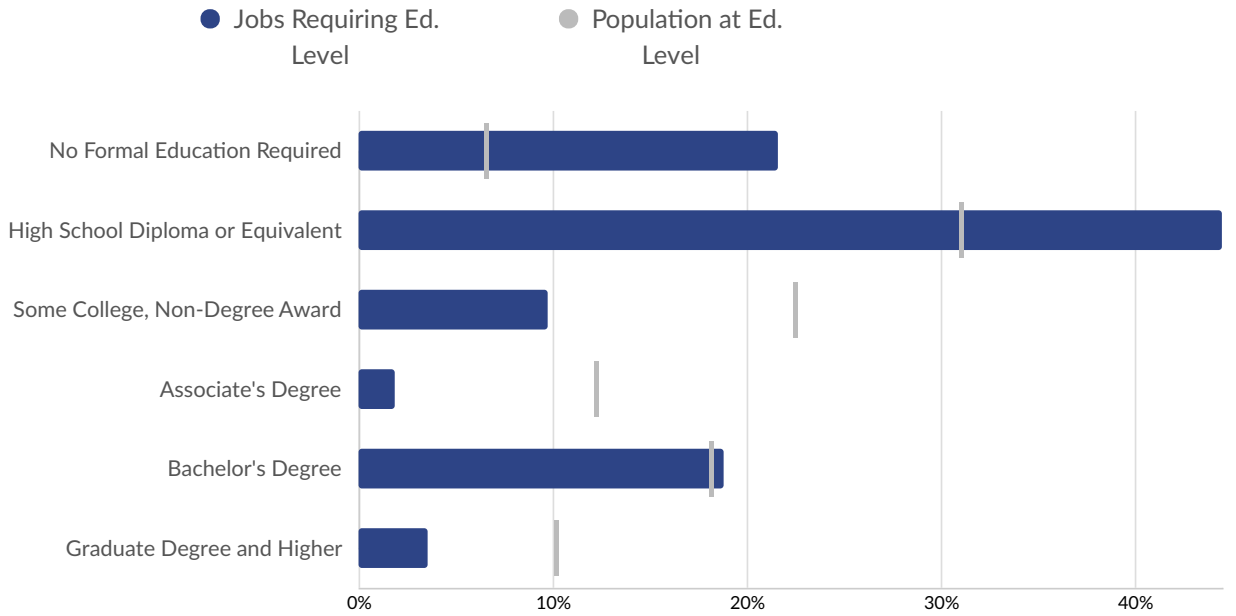
Top Occupation Earnings



Top Posted Occupations

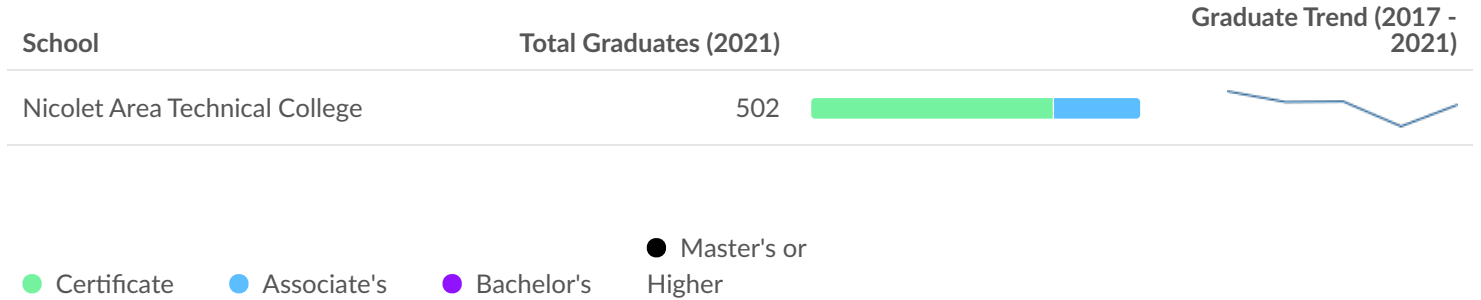


Underemployment



Educational Pipeline

In 2021, there were 502 graduates in Oneida County, WI. This pipeline has shrunk by 13% 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

