



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

39,456

Population (2022)

Population **grew by 4,219** over the last 5 years and is projected to **grow by 5,109** over the next 5 years.

17,243

Total Regional Employment

Jobs **decreased by 364** over the last 5 years but are projected to **grow by 631** over the next 5 years.

\$62.7K

Median Household Income (2021)

Median household income is **\$6.4K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 12.0%** since 2017, growing by 4,219. Population is expected to **increase by 12.9%** between 2022 and 2027, adding 5,109.
- From 2017 to 2022, jobs **declined by 2.1%** in Oneida County, WI from 17,607 to **17,243**. This change **fell short of the national growth rate of 3.4% by 5.5%**. As the number of jobs declined, the **labor force participation rate decreased from 60.7% to 52.0% between 2017 and 2022**.
- Concerning educational attainment, **16.9% of Oneida County, WI residents possess a Bachelor's Degree** (3.9% below the national average), and **12.5% hold an Associate's Degree** (3.7% above the national average).
- The top three industries in 2022 are Restaurants and Other Eating Places, Local Government, Excluding Education and Hospitals, and Education and Hospitals (Local Government).

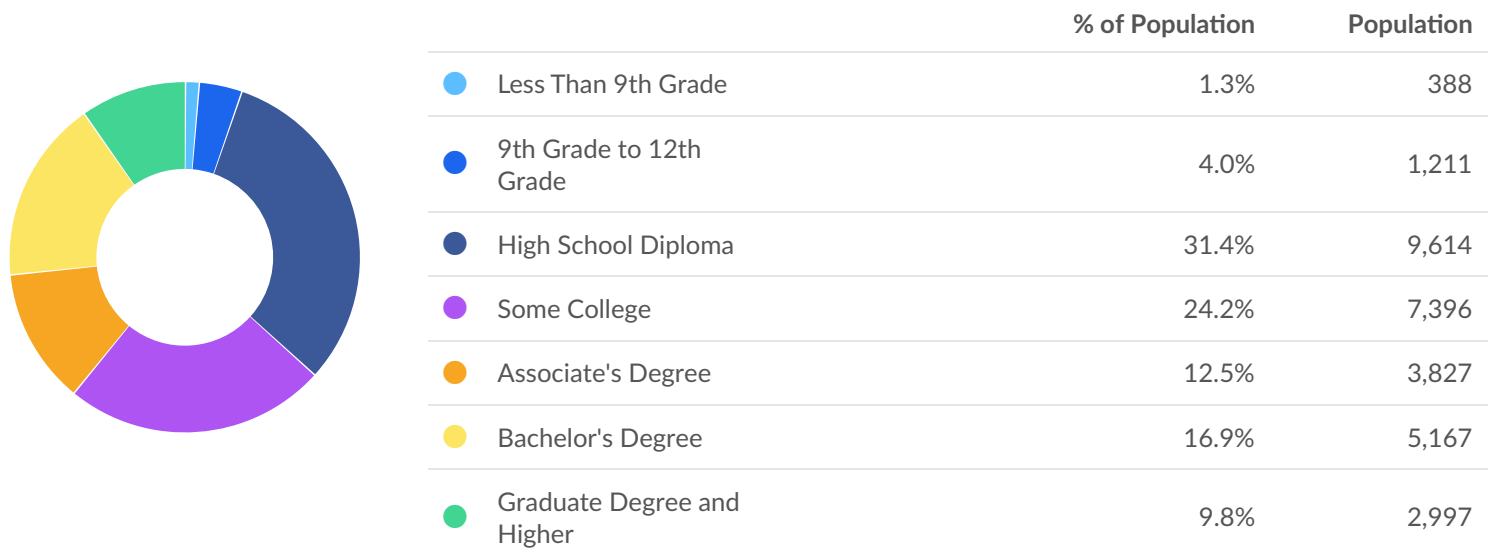
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	40,543	17,243	17,243	101.0	\$1.92B	\$2.60B	\$2.19B
NCWRPC	457,338	216,937	213,508	99.6	\$25.25B	\$33.07B	\$31.54B
Wisconsin	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



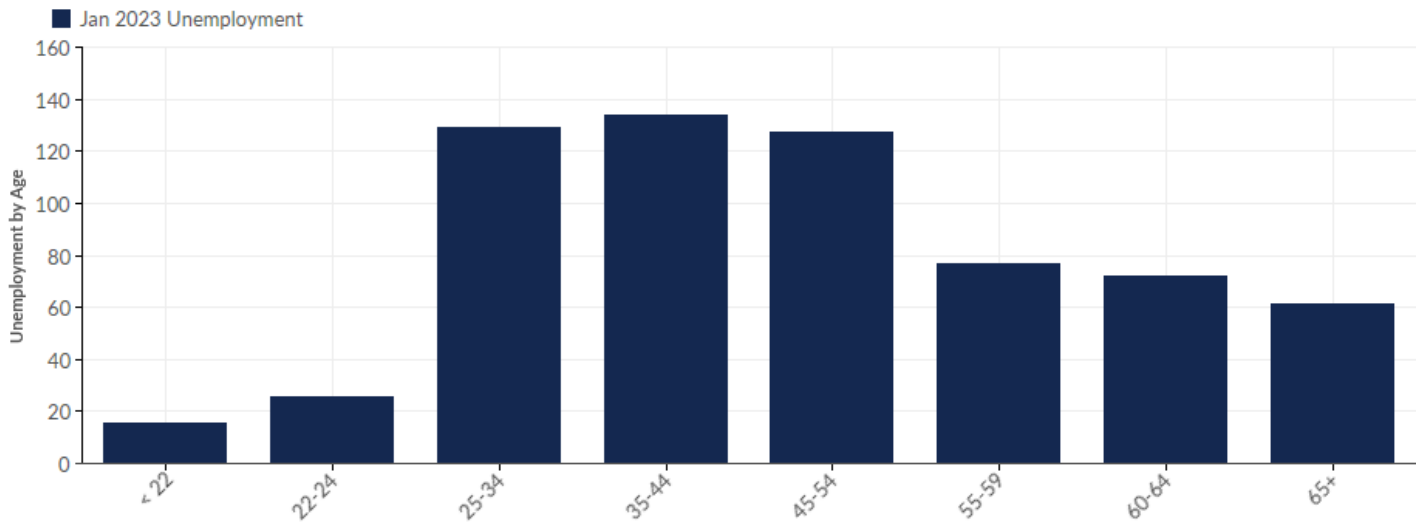
Educational Attainment

Concerning educational attainment, **16.9% of Oneida County, WI residents possess a Bachelor's Degree** (3.9% below the national average), and **12.5% hold an Associate's Degree** (3.7% above the national average).



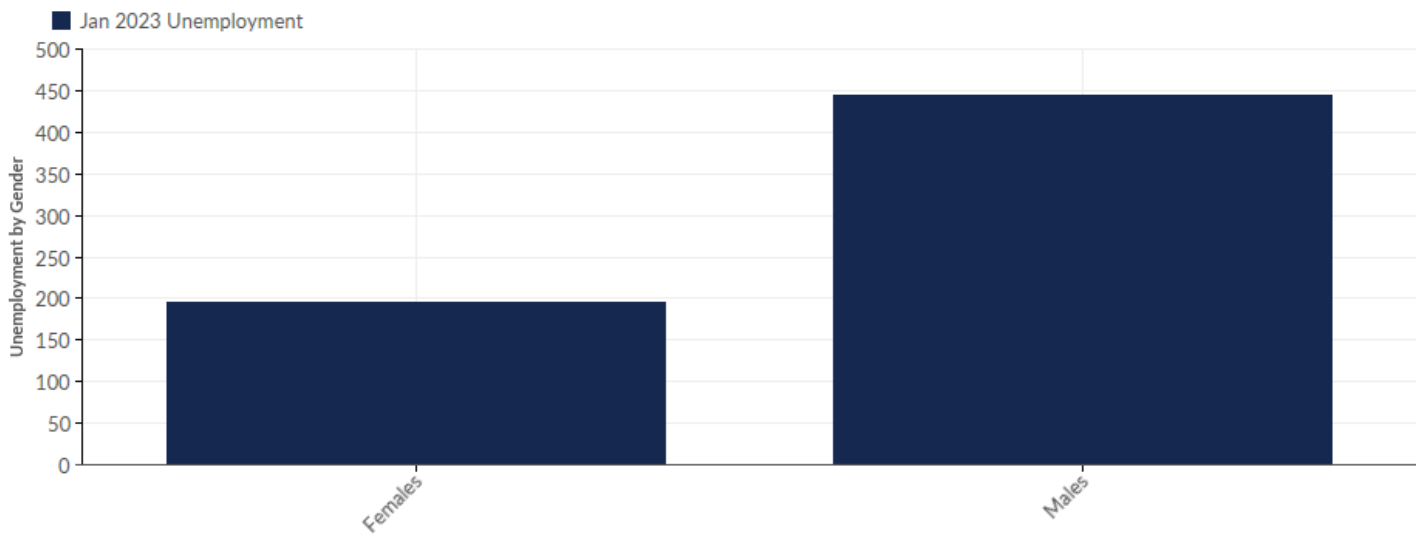
Unemployment by Demographics

Unemployment by Age



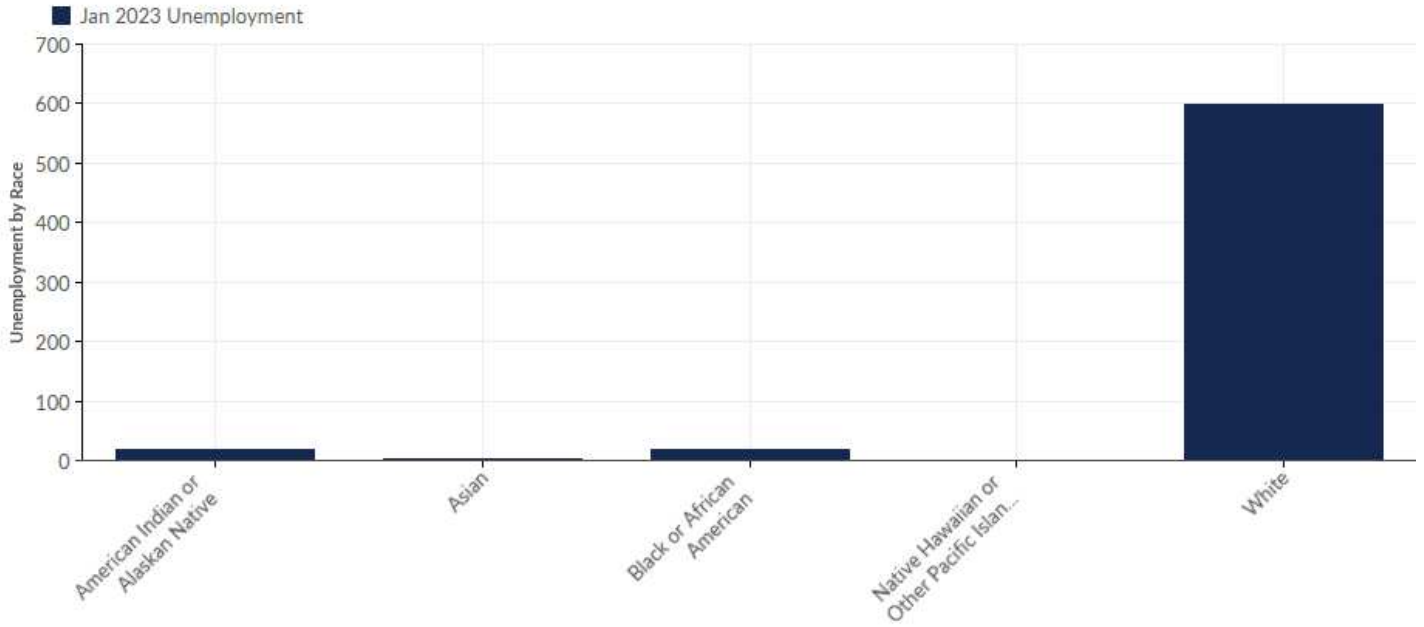
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	15	2.34%
22-24	26	4.06%
25-34	129	20.12%
35-44	134	20.90%
45-54	127	19.81%
55-59	76	11.86%
60-64	72	11.23%
65+	61	9.52%
Total	641	100.00%

Unemployment by Gender



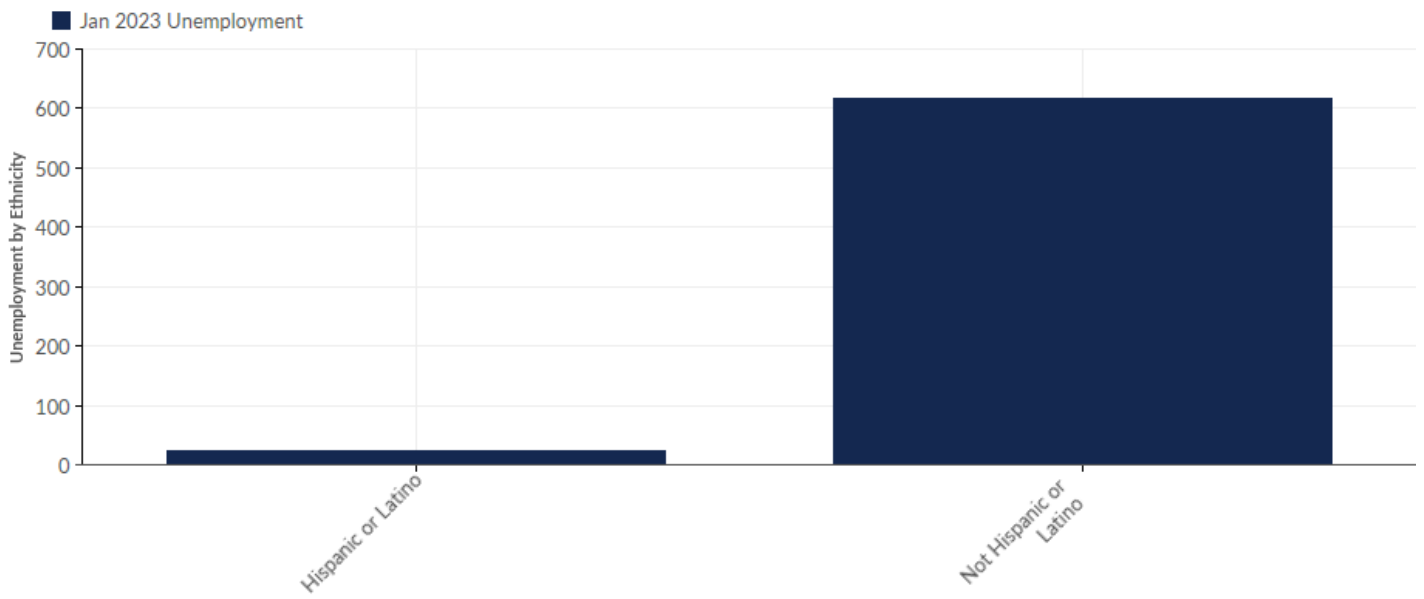
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	196	30.58%
Males	445	69.42%
Total	641	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	19	2.96%
Asian	4	0.62%
Black or African American	18	2.81%
Native Hawaiian or Other Pacific Islander	1	0.16%
White	599	93.45%
Total	641	100.00%

Unemployment by Ethnicity

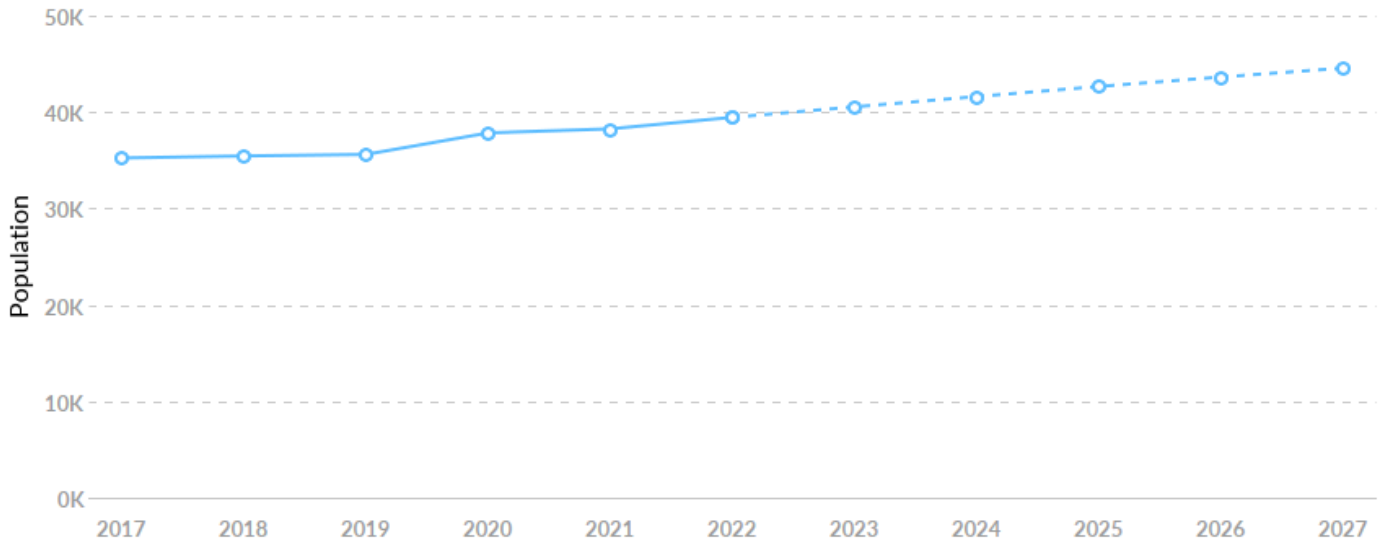


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	24	3.74%
Not Hispanic or Latino	617	96.26%
Total	641	100.00%

Historic & Projected Trends

Population Trends

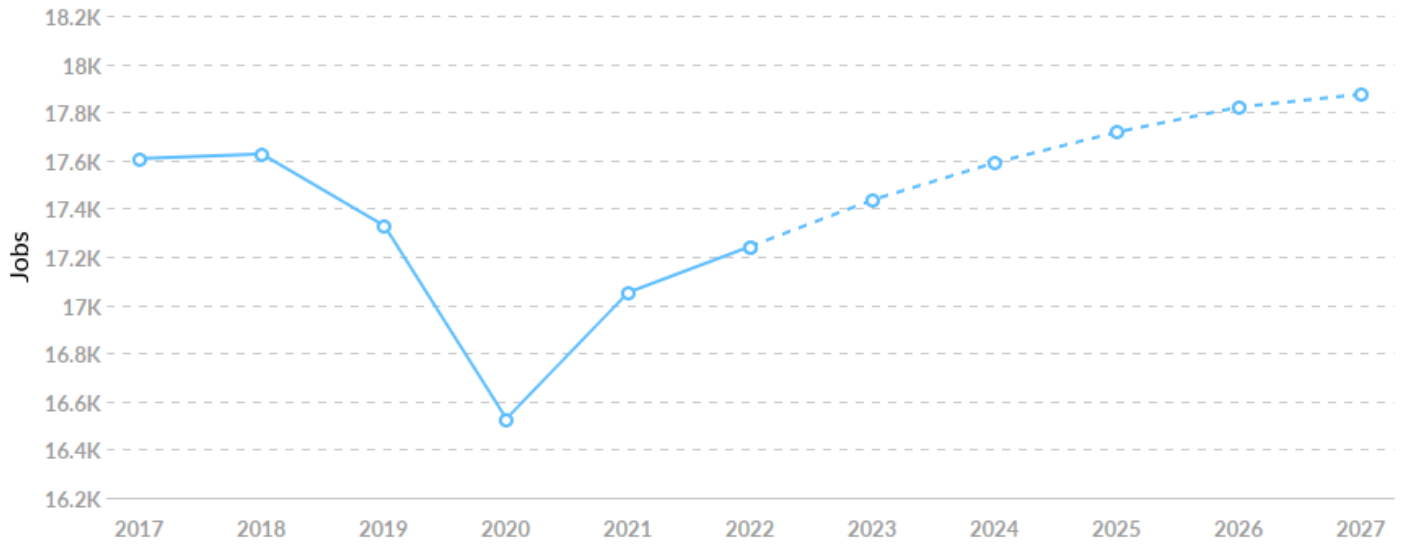
As of 2022 the region's population increased by **12.0%** since 2017, growing by 4,219. Population is expected to **increase by 12.9%** between 2022 and 2027, adding 5,109.



Timeframe	Population
2017	35,237
2018	35,449
2019	35,607
2020	37,839
2021	38,259
2022	39,456
2023	40,543
2024	41,612
2025	42,656
2026	43,636
2027	44,565

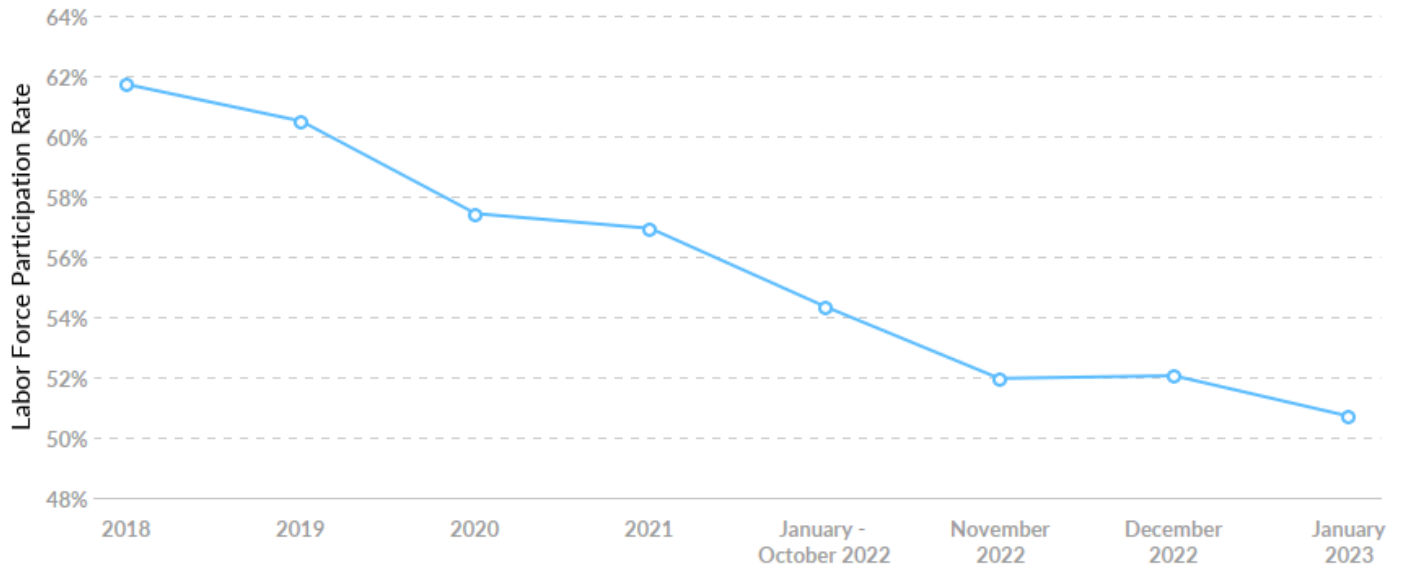
Job Trends

From 2017 to 2022, jobs declined by 2.1% in Oneida County, WI from 17,607 to 17,243. This change fell short of the national growth rate of 3.4% by 5.5%.



Timeframe	Jobs
2017	17,607
2018	17,626
2019	17,329
2020	16,527
2021	17,052
2022	17,243
2023	17,436
2024	17,590
2025	17,717
2026	17,821
2027	17,874

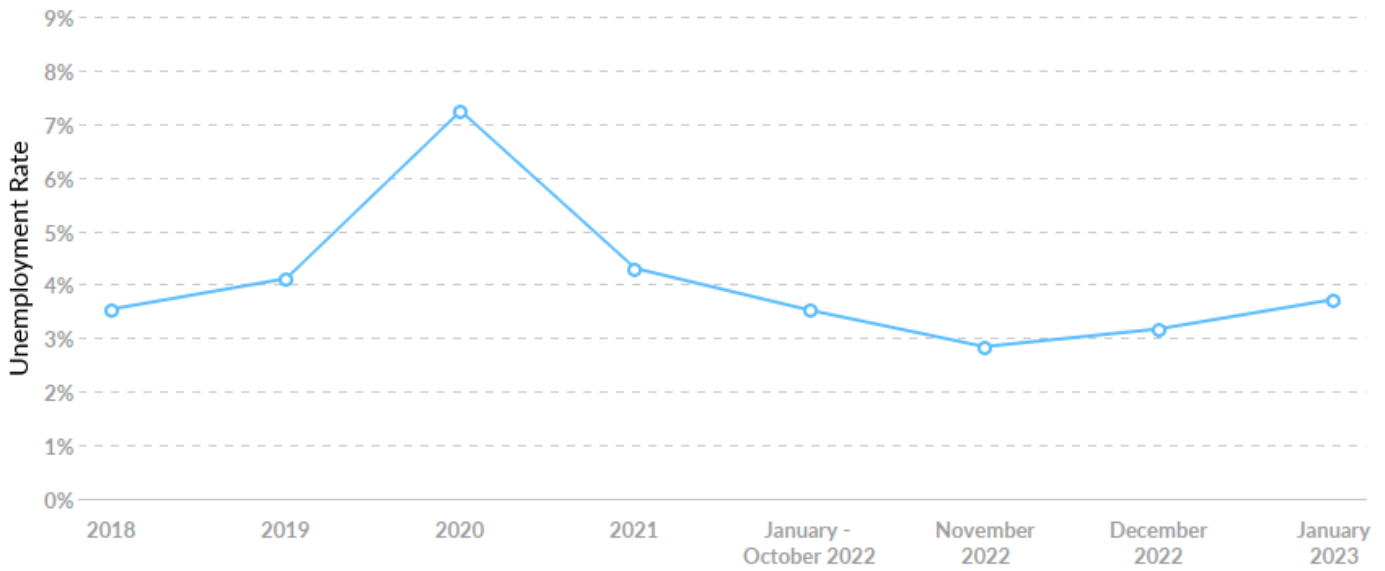
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	61.72%
2019	60.50%
2020	57.43%
2021	56.94%
January - October 2022	54.35%
November 2022	51.96%
December 2022	52.05%
January 2023	50.71%

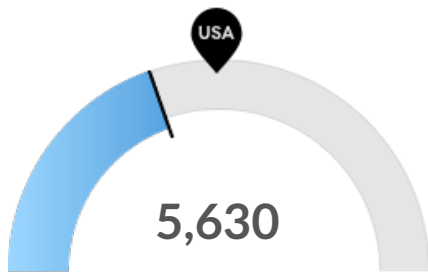
Unemployment Rate Trends

Oneida County, WI had a January 2023 unemployment rate of 3.72%, **increasing from 3.54%** 5 years before.



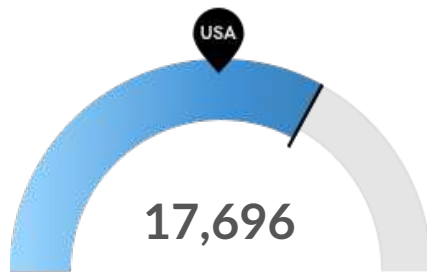
Timeframe	Unemployment Rate
2018	3.54%
2019	4.11%
2020	7.24%
2021	4.30%
January - October 2022	3.52%
November 2022	2.84%
December 2022	3.17%
January 2023	3.72%

Population Characteristics



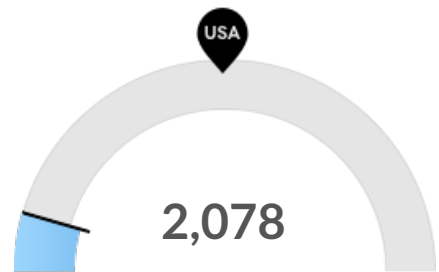
Millennials

Oneida County, WI has 5,630 millennials (ages 25-39). The national average for an area this size is 7,815.



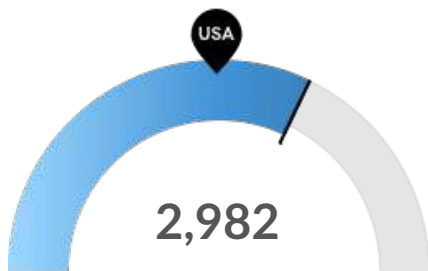
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 11,372 people 55 or older, while there are 17,696 here.



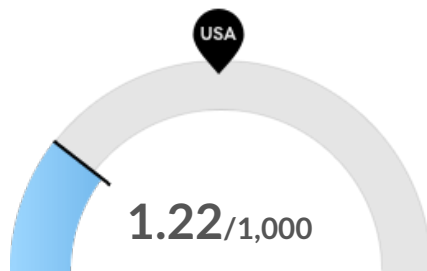
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 15,569 racially diverse people, while there are 2,078 here.



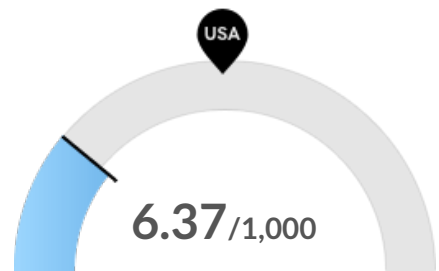
Veterans

Oneida County, WI has 2,982 veterans. The national average for an area this size is 2,009.



Violent Crime

Oneida County, WI has 1.22 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

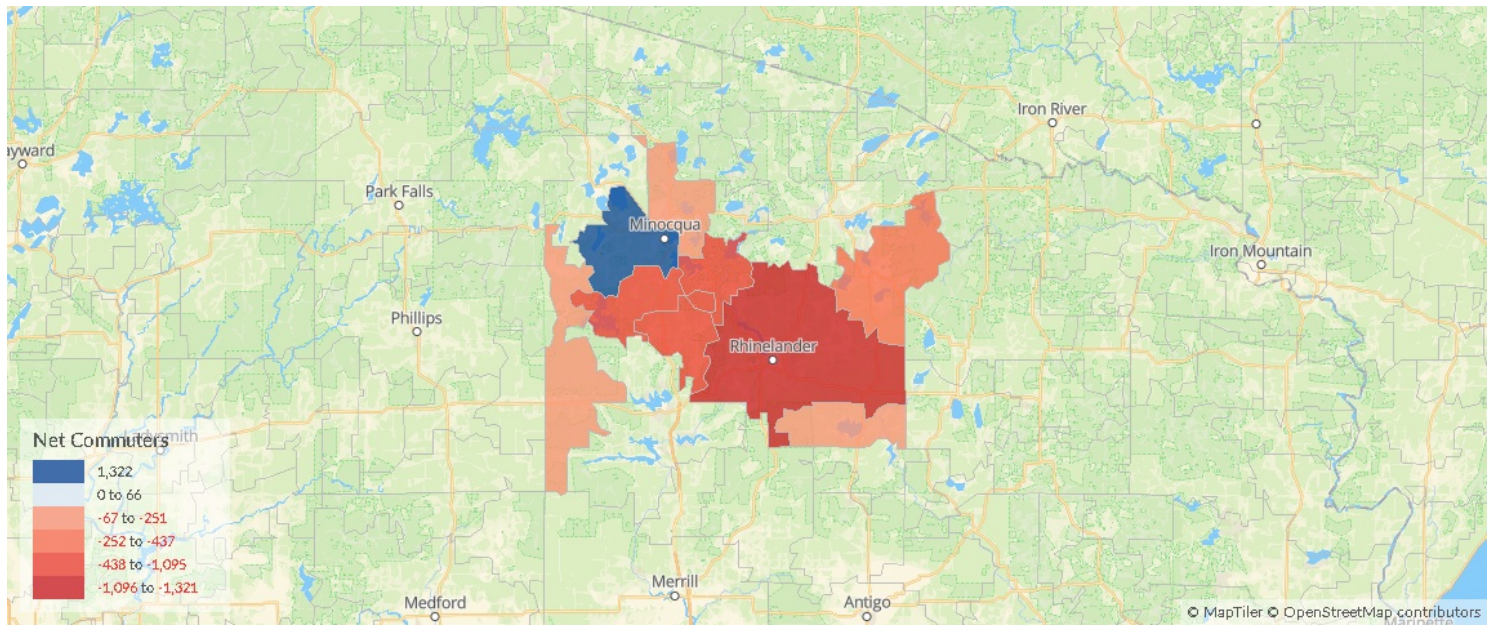


Property Crime

Oneida County, WI has 6.37 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54501	Rhinelander, WI (in Oneid...	9,013
54548	Minocqua, WI (in Oneid...	3,801
54568	Woodruff, WI (in Oneid...	2,590
54562	Three Lakes, WI (in One...	858
54531	Hazelhurst, WI (in Onei...	267

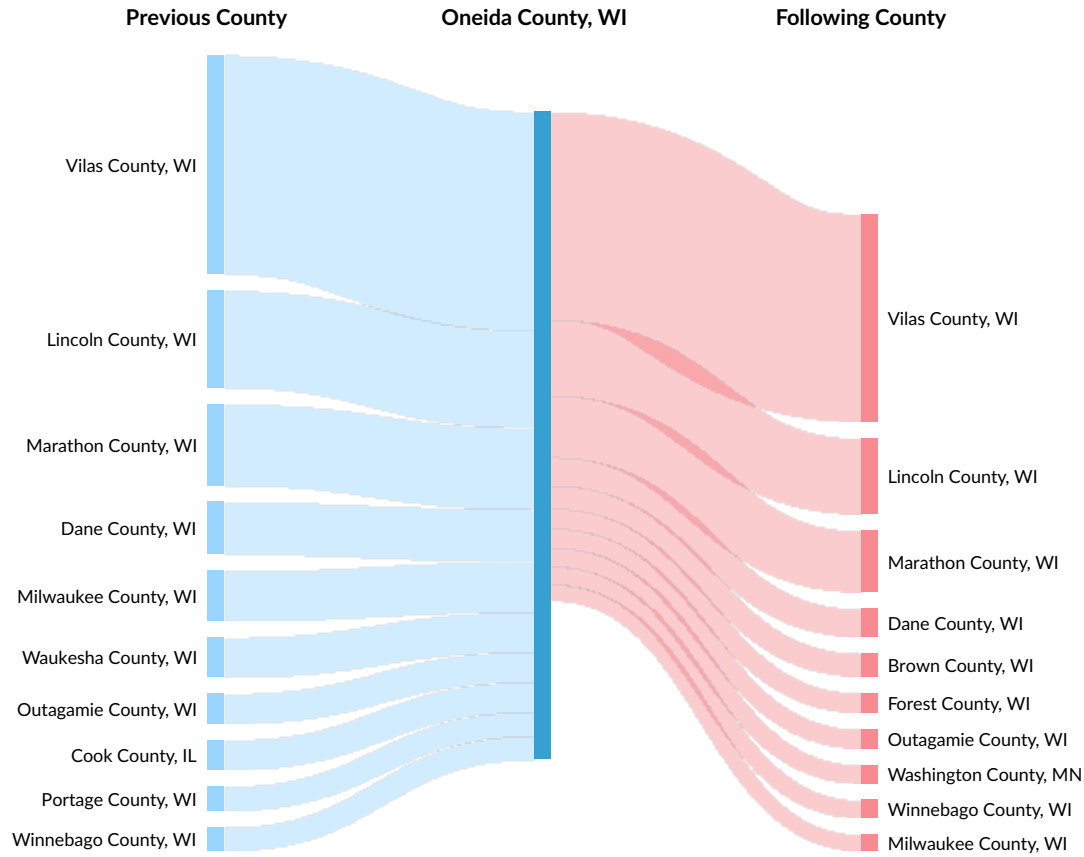
Where Talent Lives

ZIP	Name	2022 Workers
54501	Rhinelander, WI (in One...	10,109
54568	Woodruff, WI (in Oneid...	2,656
54548	Minocqua, WI (in Oneid...	2,479
54562	Three Lakes, WI (in One...	1,111
54531	Hazelhurst, WI (in Onei...	752

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.

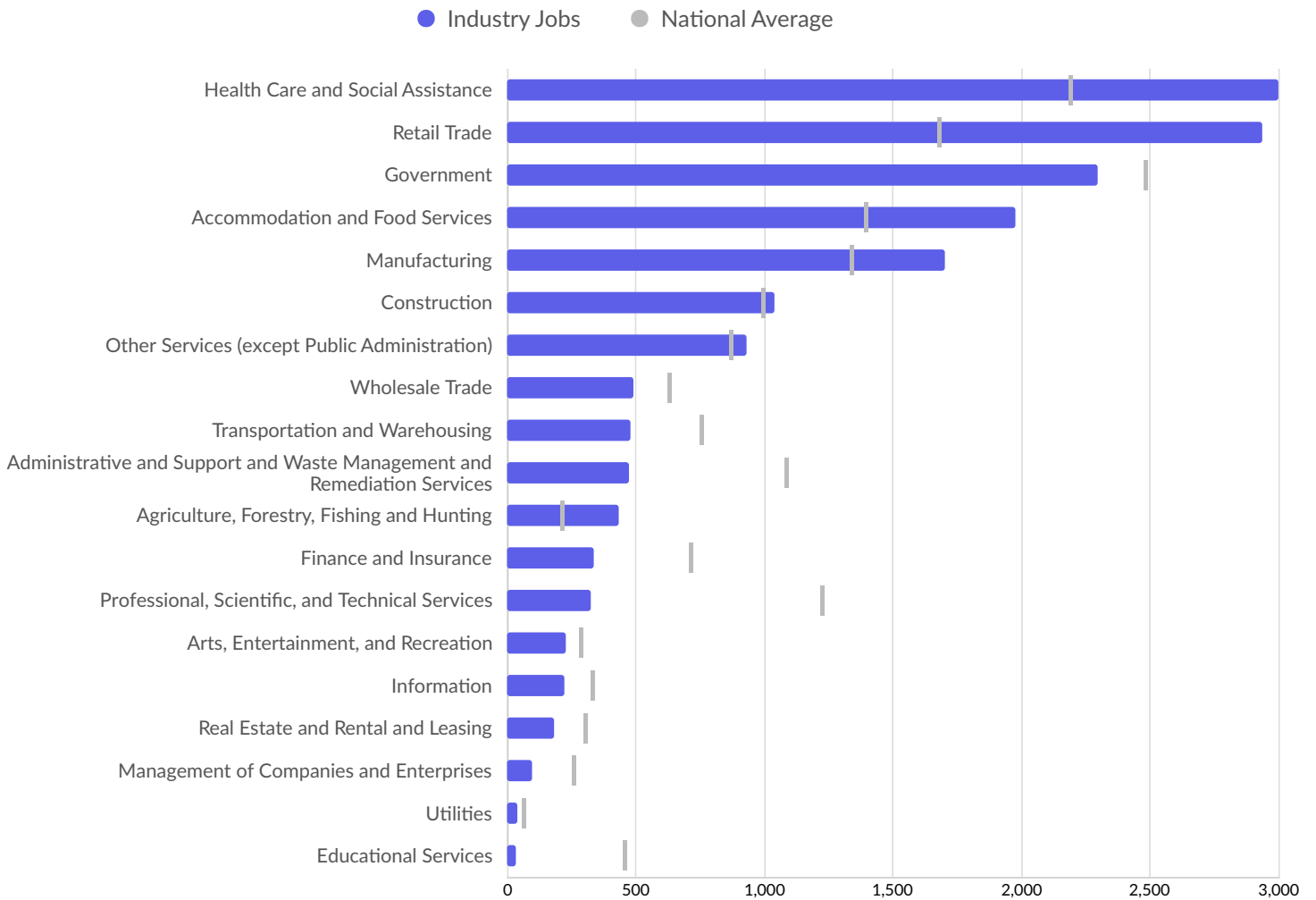


Top Previous Counties	Migrations
Vilas County, WI	344
Lincoln County, WI	153
Marathon County, WI	128
Dane County, WI	82
Milwaukee County, WI	79
Waukesha County, WI	63

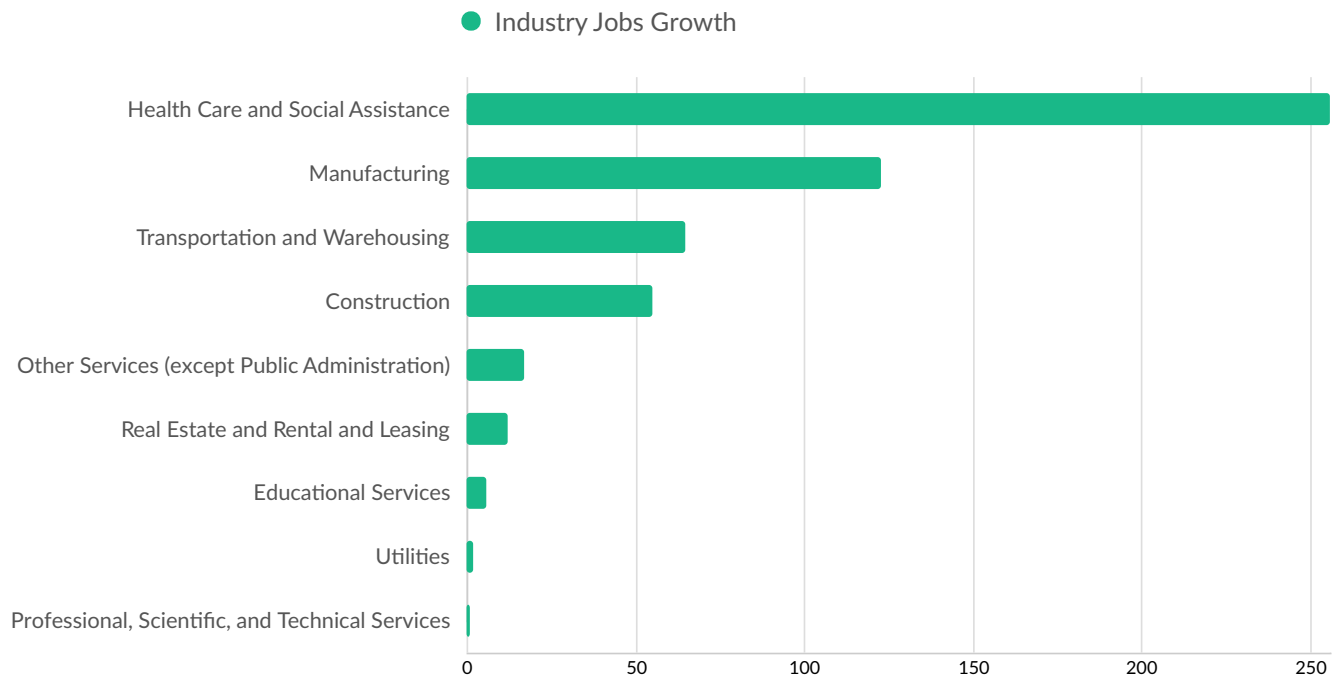
Top Previous Counties	Migrations
Outagamie County, WI	47
Cook County, IL	47
Portage County, WI	38
Winnebago County, WI	37
Langlade County, WI	36
Columbia County, WI	35
Wood County, WI	30
Livingston County, MI	30
Walworth County, WI	29
Top Following Counties	Migrations
Vilas County, WI	327
Lincoln County, 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

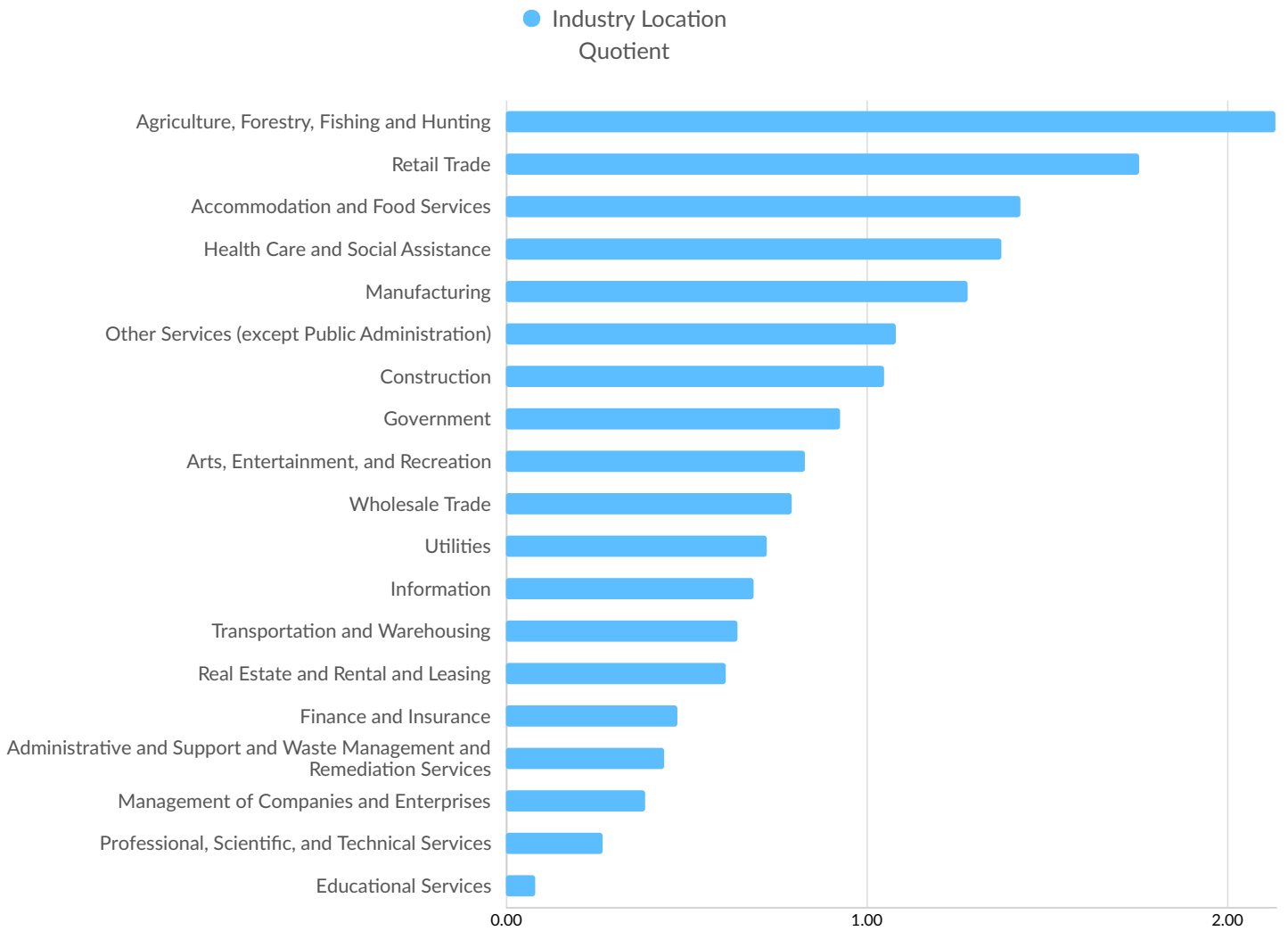
Largest Industries



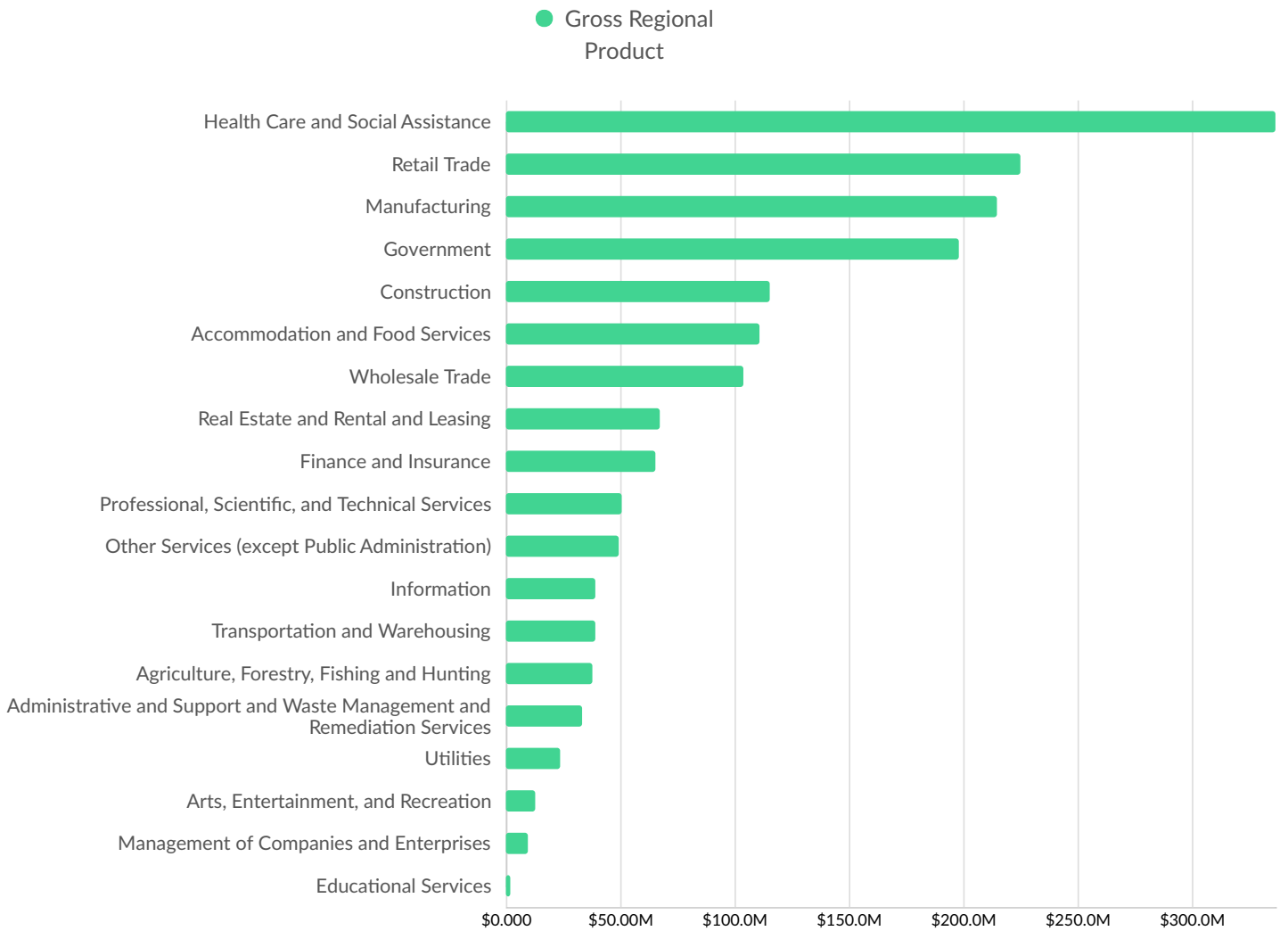
Top Growing Industries



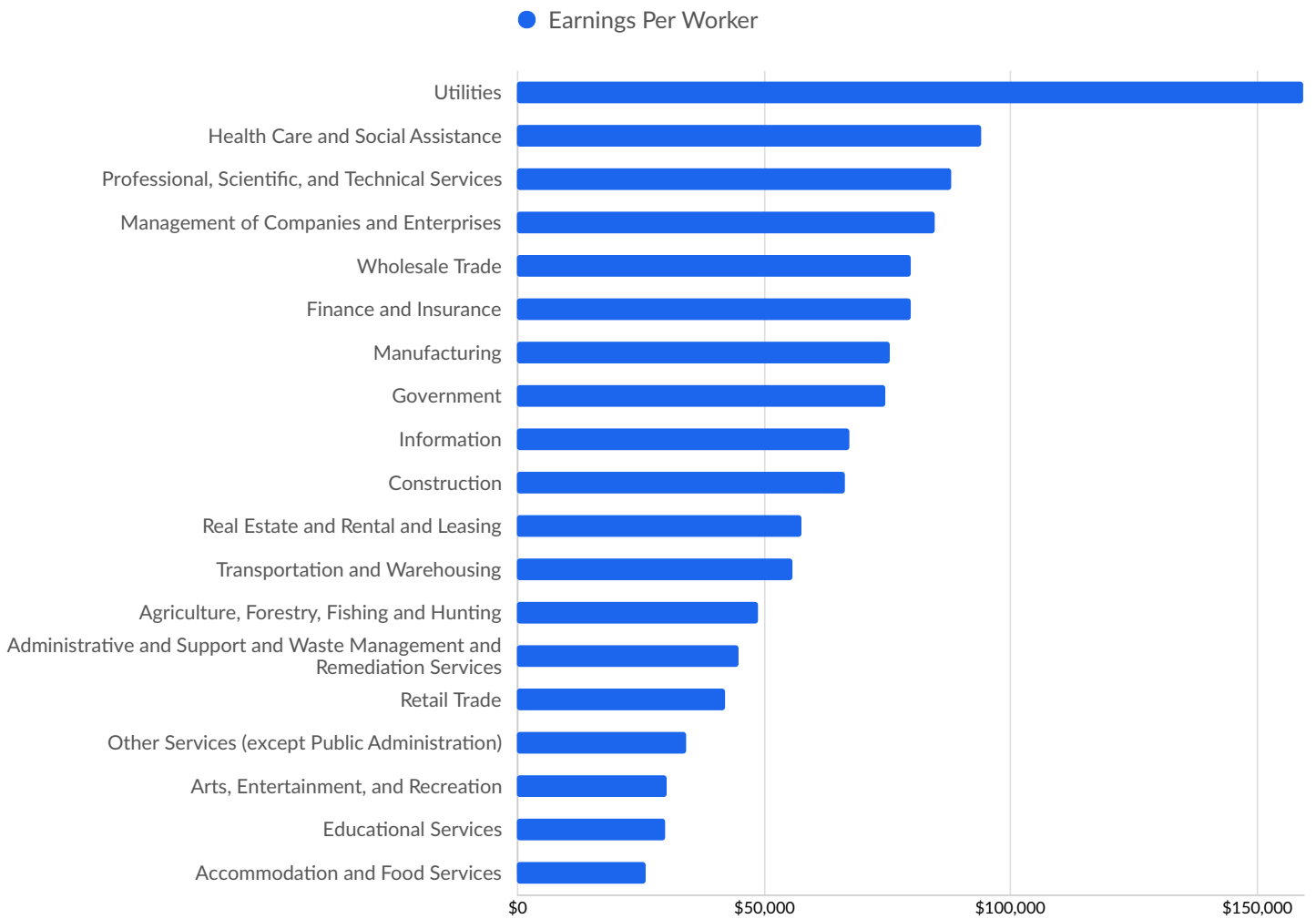
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



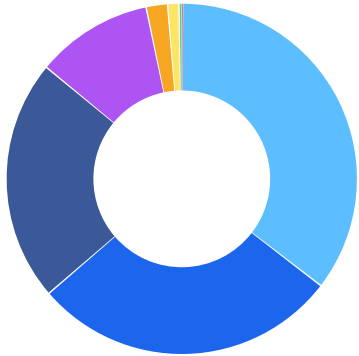
Business Characteristics

3,761 Companies Employ Your Workers

Online profiles for your workers mention 3,761 companies as employers, with the top 10 appearing below. In the last 12 months, 294 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Nicolet College	170 	Aspirus	272 
Marshfield Clinic	166 	Marshfield Clinic	257 
Ministry Health Care	155 	Beaver Dam Community Hospit...	129 
School District Of Rhinelander	117 	Walmart	87 
Oneida County	75 	Kwik Trip	76 
Aspirus	74 	Walgreens Boots Alliance	50 
Walmart	72 	Nicolet National Bank	49 
Printpack	54 	Nicolet College	43 
Ascension	51 	Oneida County	30 
Lakeland Union High School	50 	Blain Supply	27 

Business Size

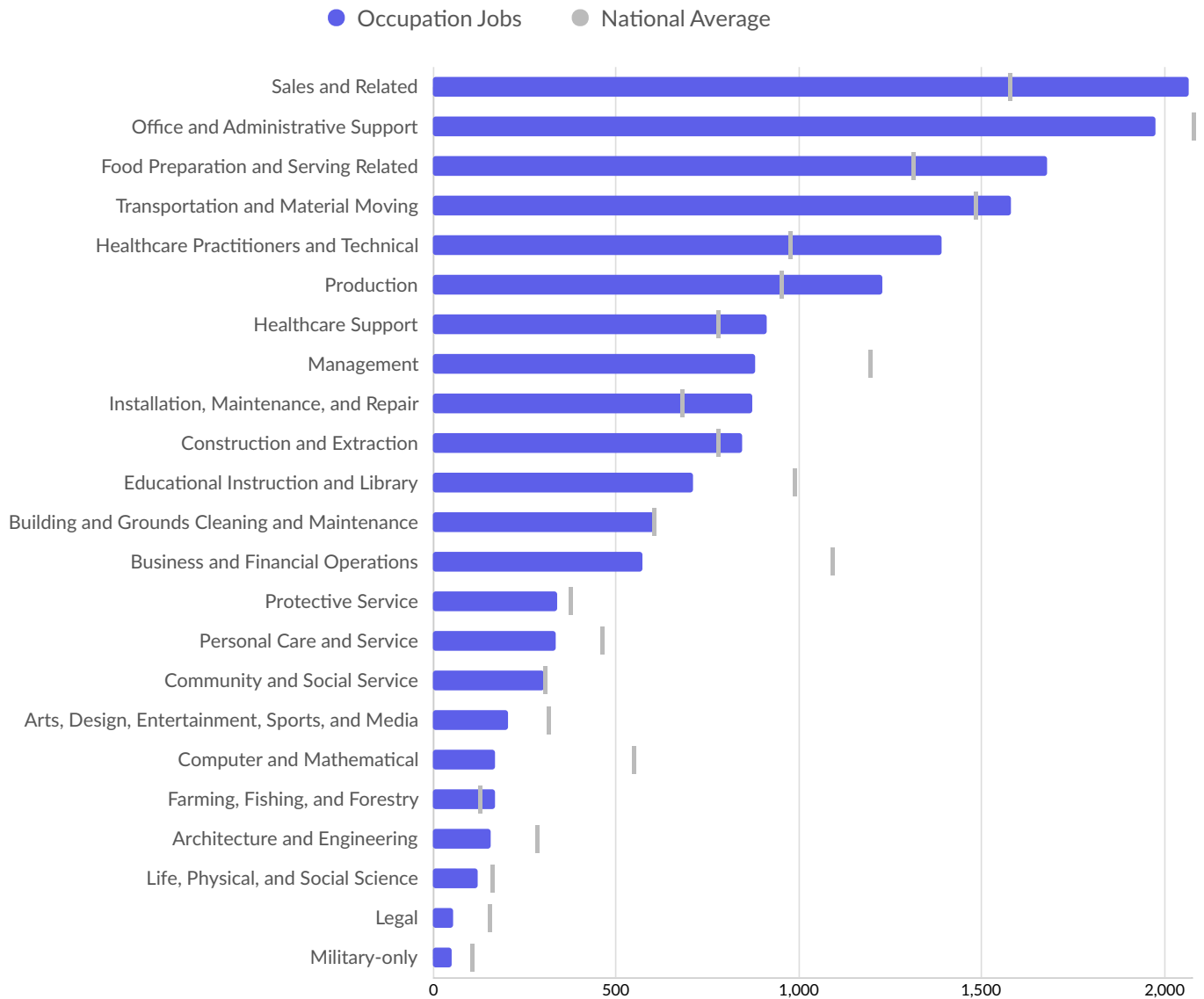


	Percentage	Business Count
● 1 to 4 employees	35.4%	752
● 5 to 9 employees	28.3%	601
● 10 to 19 employees	22.3%	474
● 20 to 49 employees	10.8%	229
● 50 to 99 employees	2.0%	42
● 100 to 249 employees	1.0%	22
● 250 to 499 employees	0.3%	6
● 500+ employees	0.0%	1

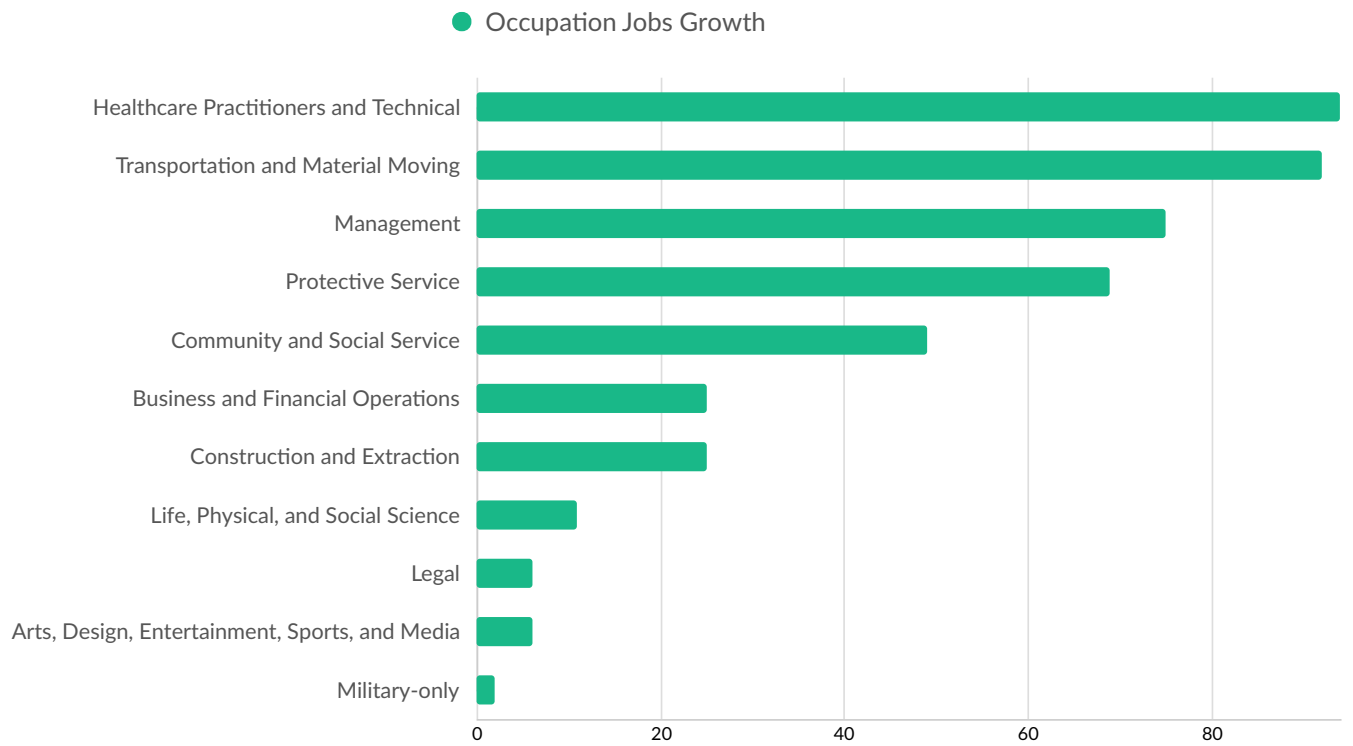
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

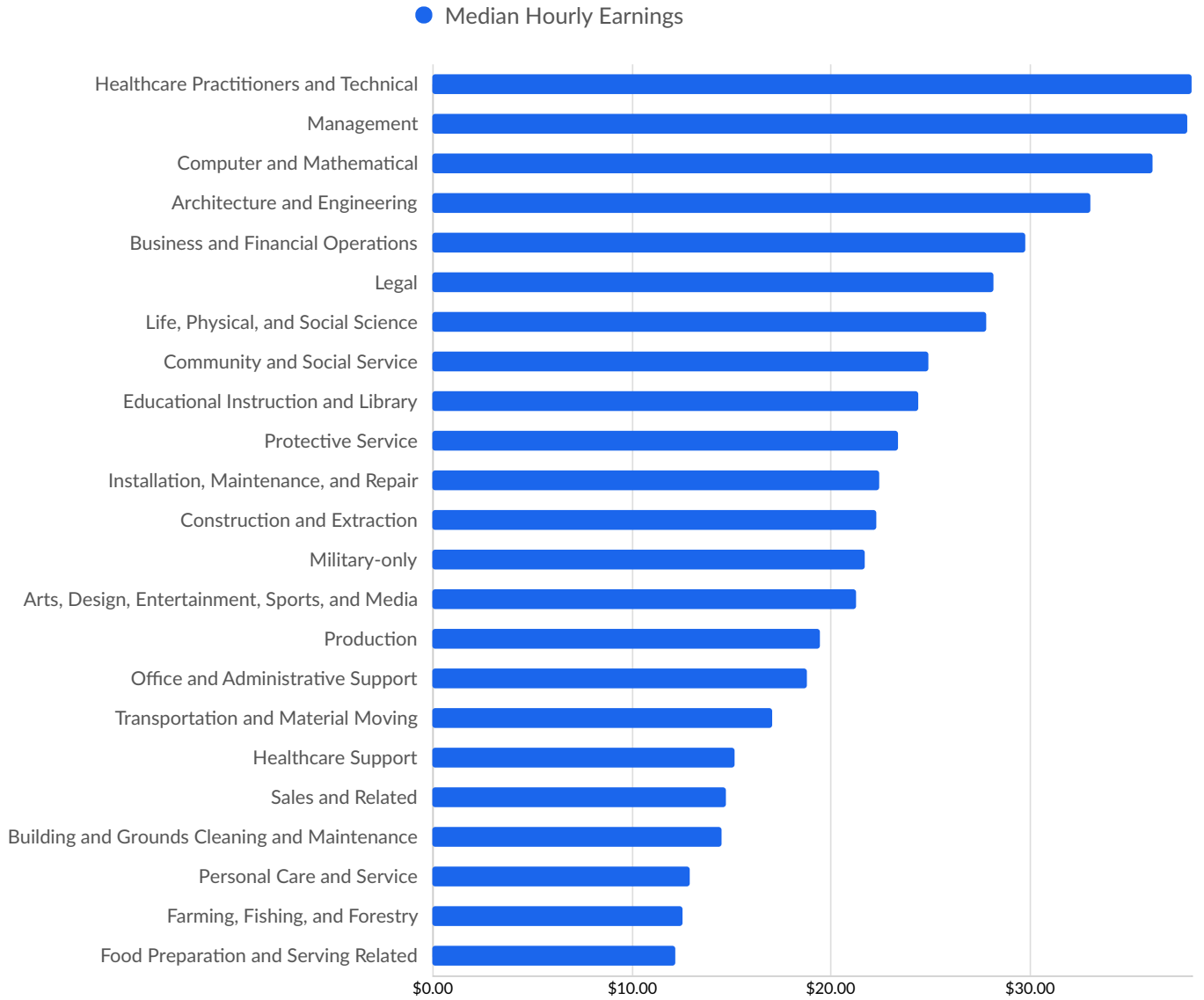


Top Occupation Location Quotient

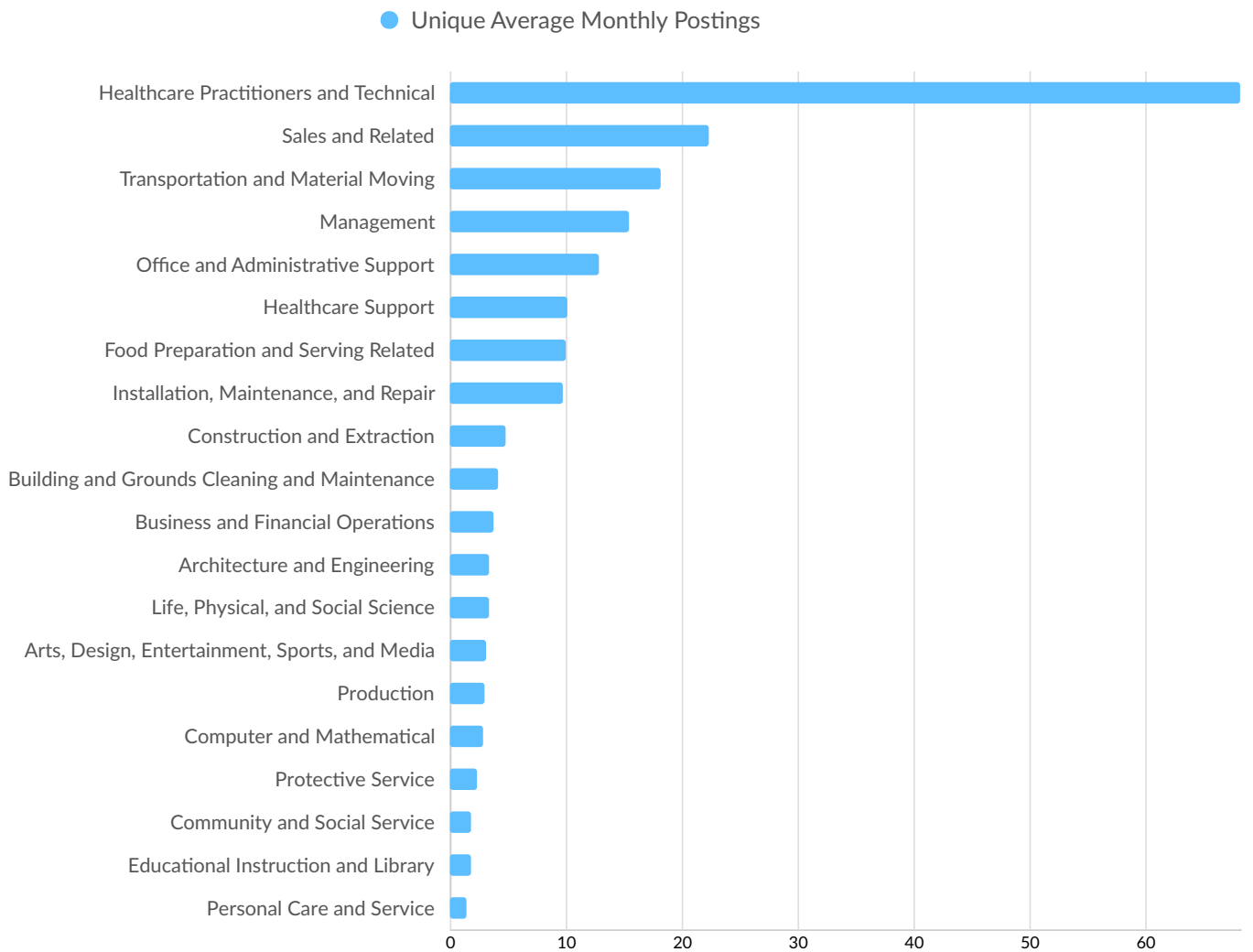
● Occupation Location Quotient



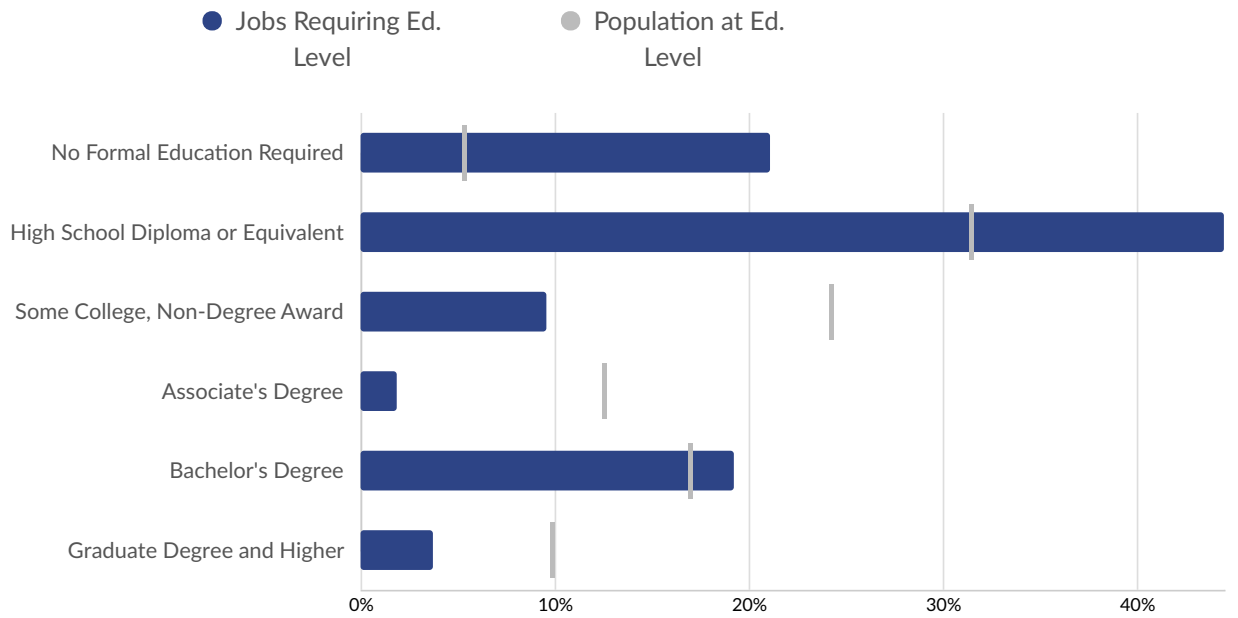
Top Occupation Earnings



Top Posted Occupations

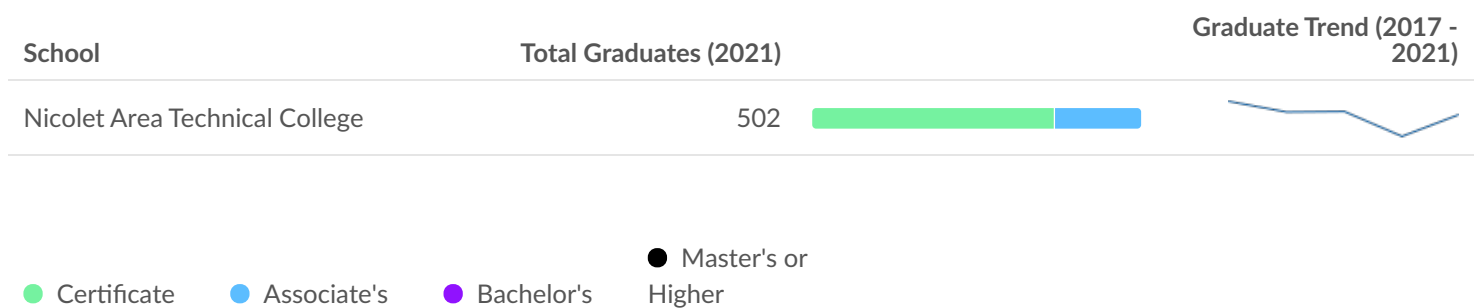


Underemployment



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" (Certificate), "Liberal Arts and Sciences/Liberal Studies" (Associate's), and "Welding Technology/Welder" (Certificate).



In-Demand Skills

