



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

38,212

Population (2022)

Population **grew by 2,975** over the last 5 years and is projected to **grow by 5,422** over the next 5 years.

18,375

Total Regional Employment

Jobs **decreased by 114** over the last 5 years but are projected to **grow by 802** over the next 5 years.

\$62.7K

Median Household Income (2021)

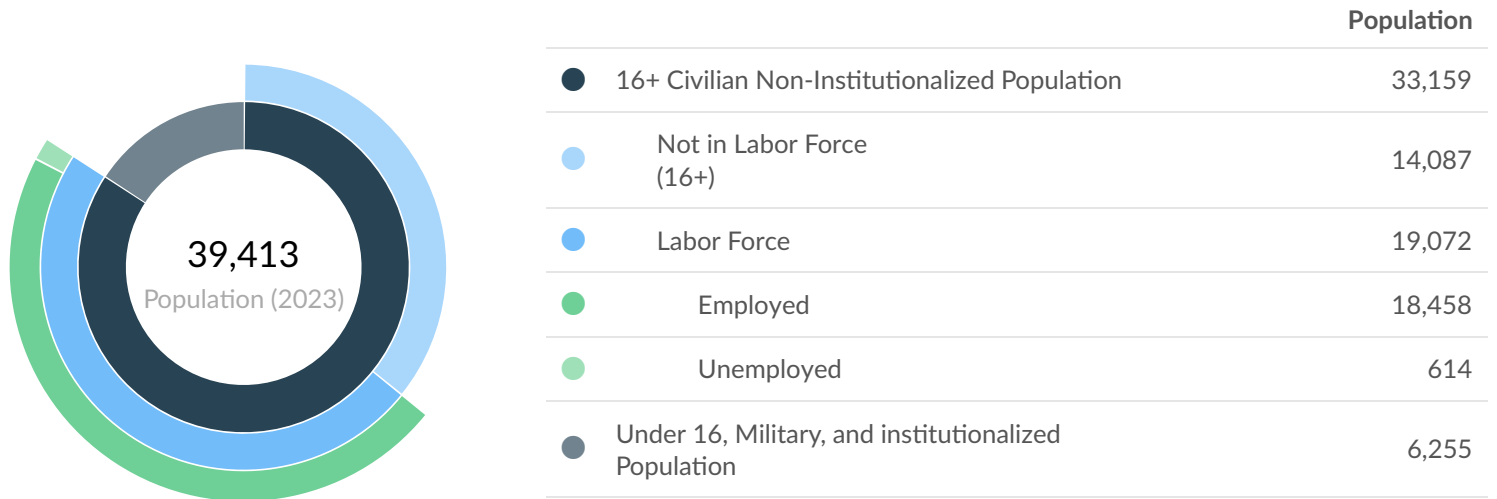
Median household income is **\$6.4K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 8.4%** since 2017, growing by 2,975. Population is expected to **increase by 14.2%** between 2022 and 2027, adding 5,422.
- From 2017 to 2022, jobs **declined by 0.6%** in Oneida County, WI from 18,488 to **18,375**. This change **fell short of the national growth rate of 3.8% by 4.4%**. As the number of jobs declined, the **labor force participation rate decreased from 60.7% to 53.7% 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 General Medical and Surgical Hospitals.

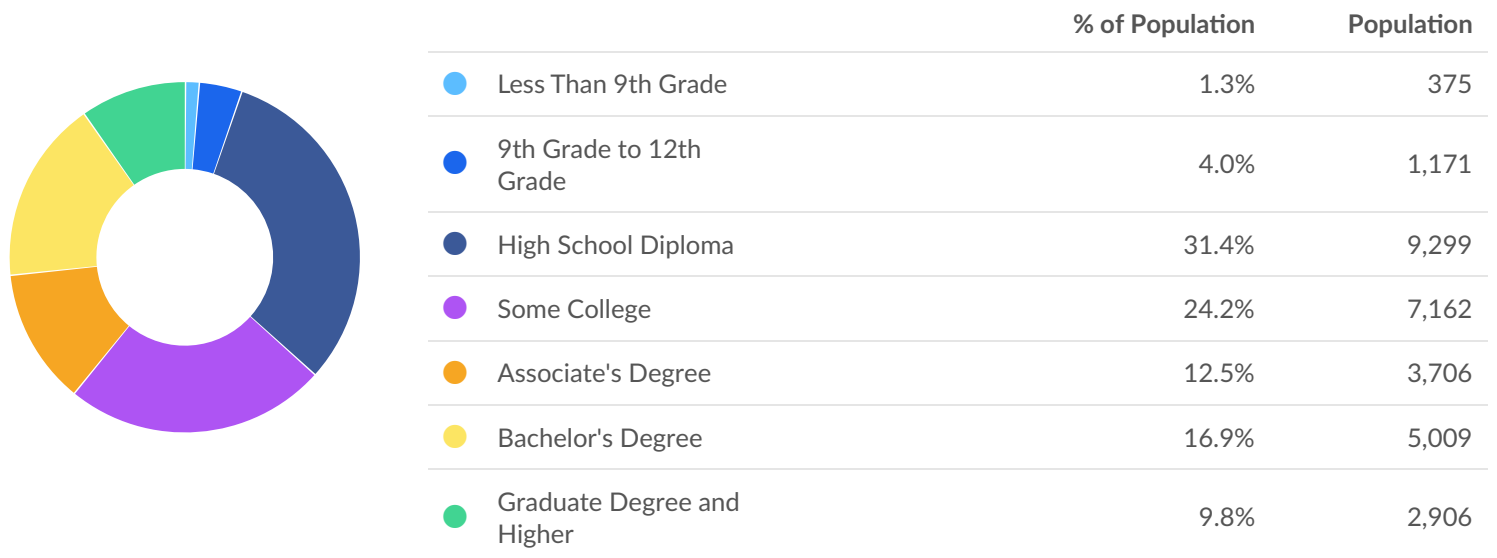
	Population (2023)	Labor Force (Aug 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	39,413	19,072	18,375	100.7	\$1.99B	\$2.63B	\$2.23B
State	5,921,135	3,169,909	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

Aug 2023 Labor Force Breakdown



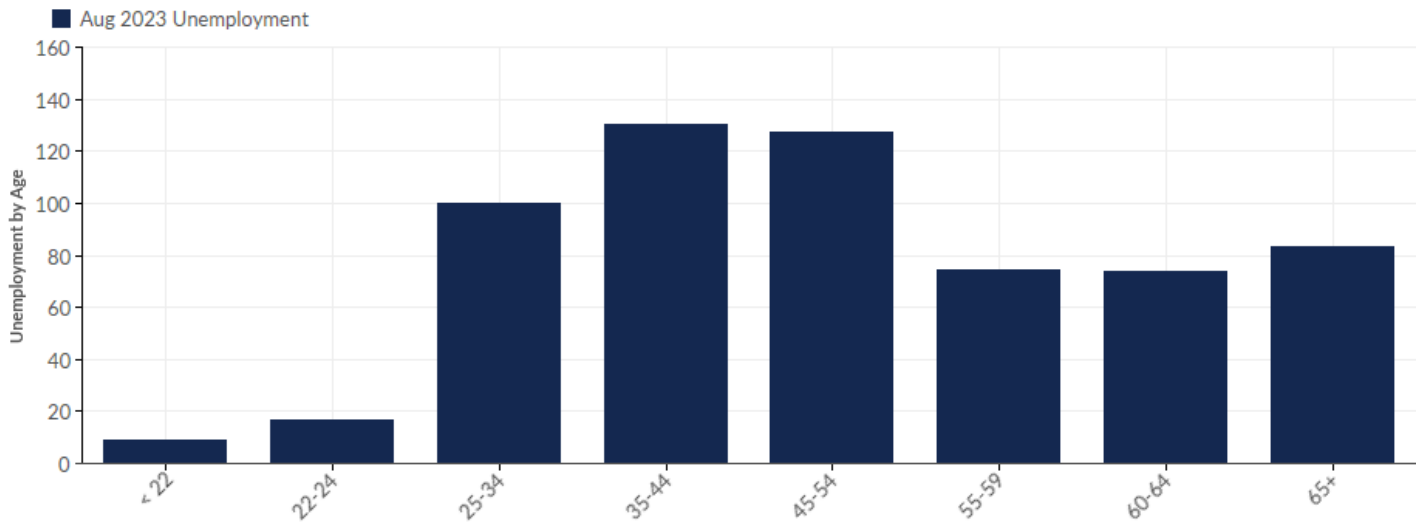
Educational Attainment

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).



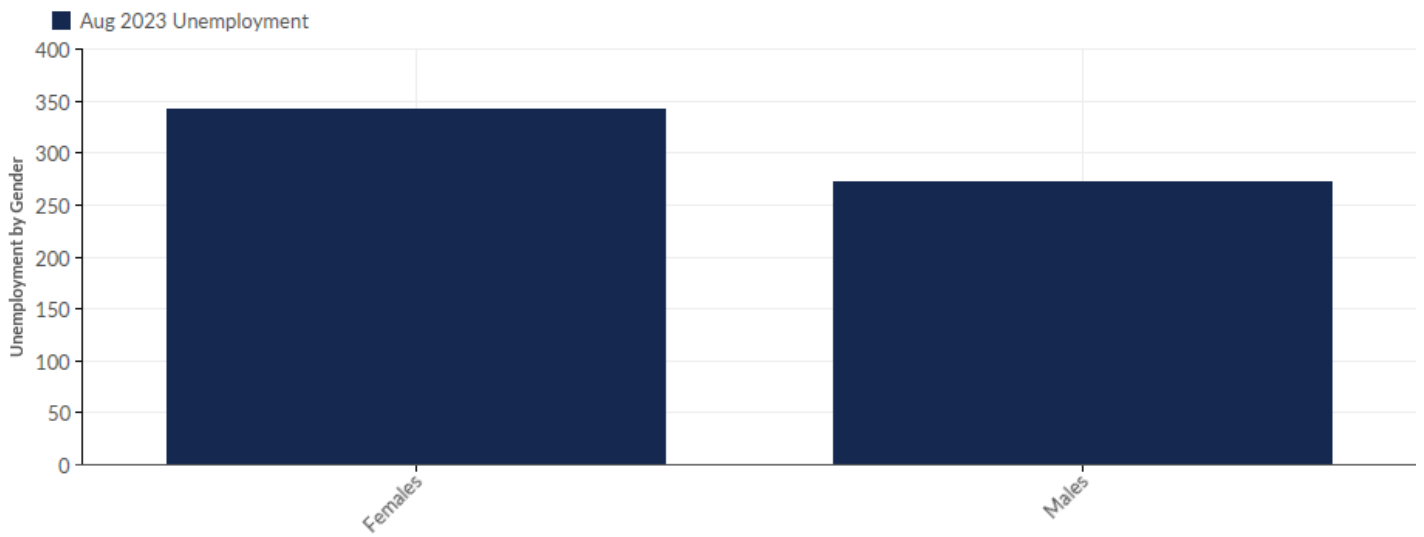
Unemployment by Demographics

Unemployment by Age



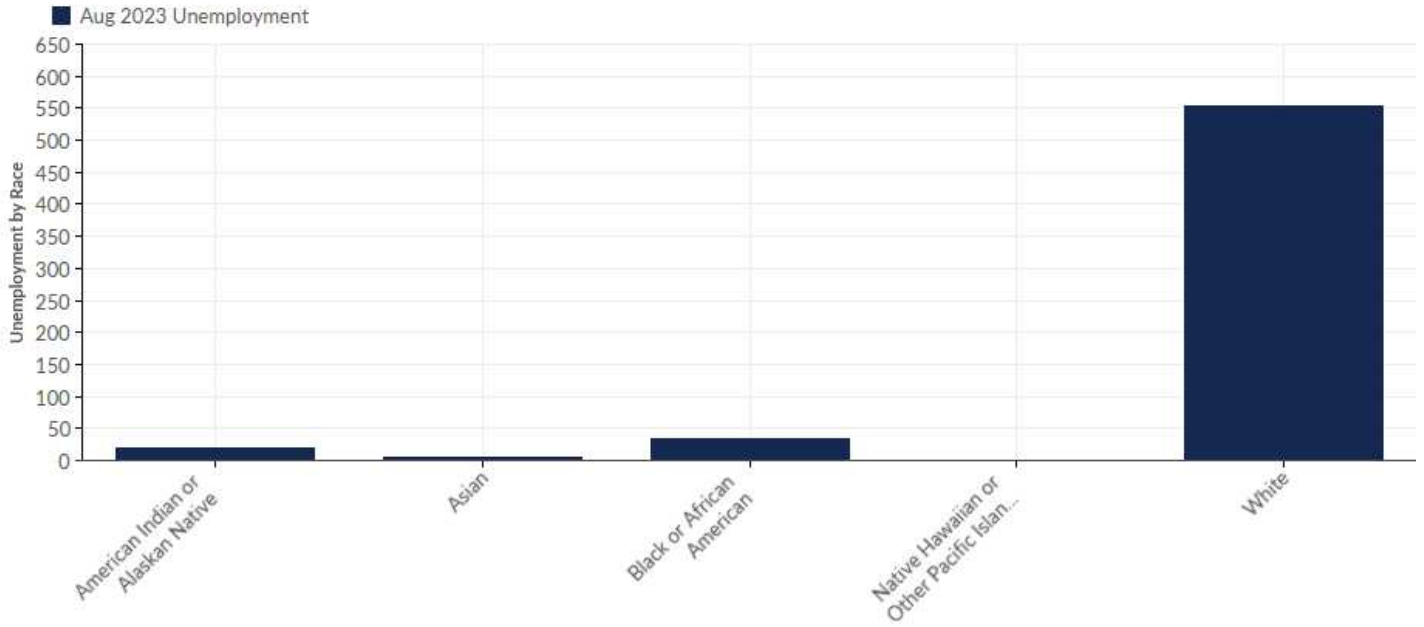
Age	Unemployment (Aug 2023)	% of Unemployed
< 22	9	1.47%
22-24	16	2.61%
25-34	100	16.29%
35-44	130	21.17%
45-54	128	20.85%
55-59	74	12.05%
60-64	74	12.05%
65+	83	13.52%
Total	614	100.00%

Unemployment by Gender



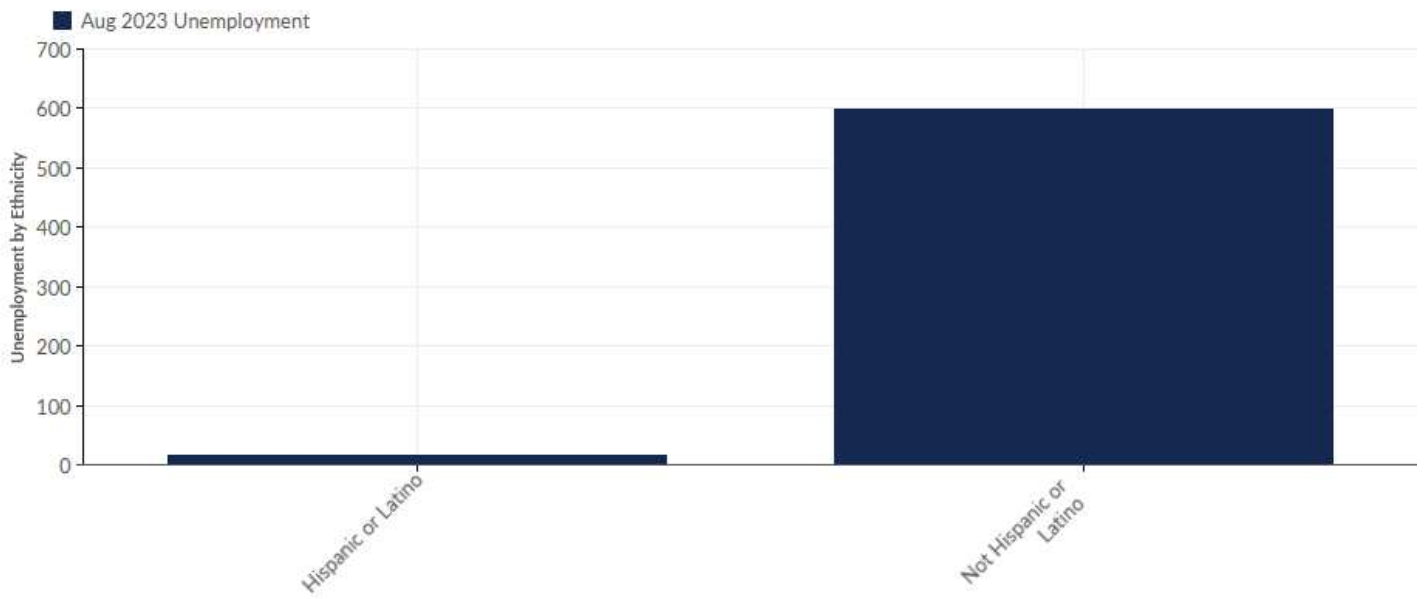
Gender	Unemployment (Aug 2023)	% of Unemployed
Females	342	55.70%
Males	272	44.30%
Total	614	100.00%

Unemployment by Race



Race	Unemployment (Aug 2023)	% of Unemployed
American Indian or Alaskan Native	20	3.26%
Asian	5	0.81%
Black or African American	33	5.37%
Native Hawaiian or Other Pacific Islander	1	0.16%
White	554	90.23%
Total	614	100.00%

Unemployment by Ethnicity

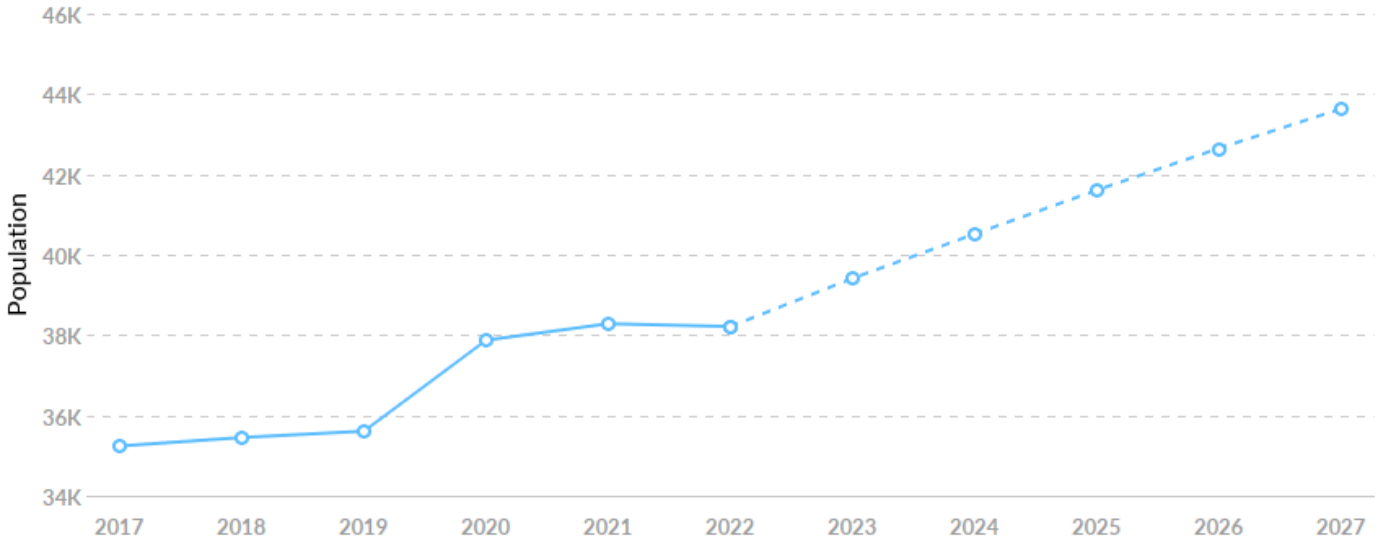


Ethnicity	Unemployment (Aug 2023)	% of Unemployed
Hispanic or Latino	16	2.61%
Not Hispanic or Latino	598	97.39%
Total	614	100.00%

Historic & Projected Trends

Population Trends

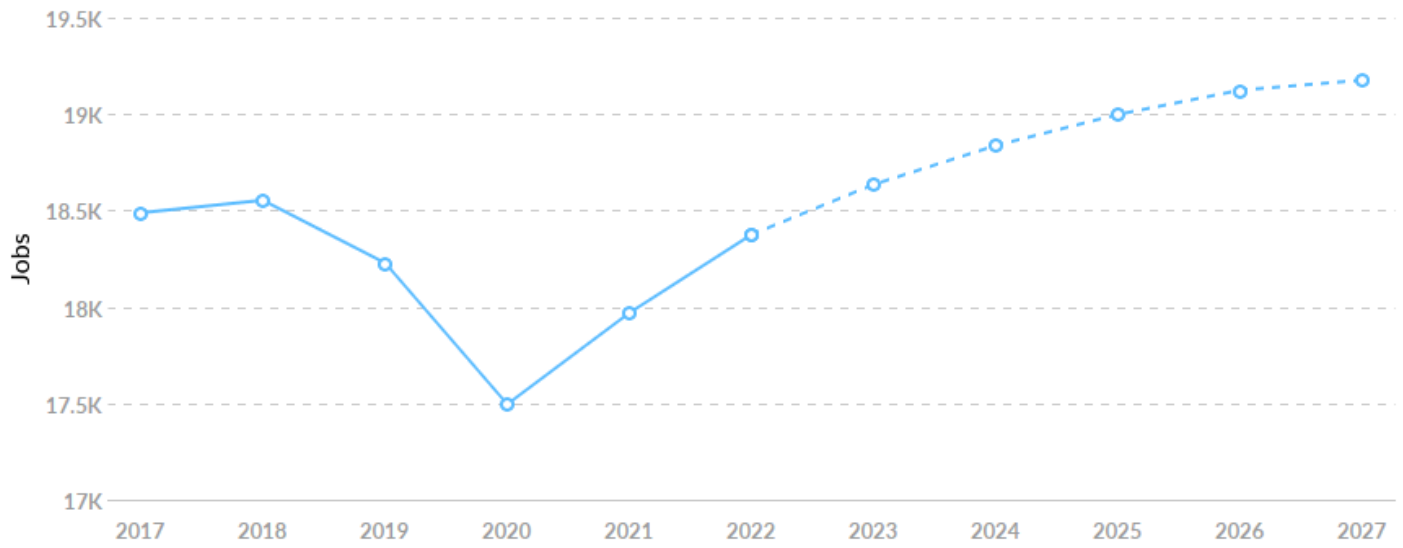
As of 2022 the region's population increased by 8.4% since 2017, growing by 2,975. Population is expected to increase by 14.2% between 2022 and 2027, adding 5,422.



Timeframe	Population
2017	35,237
2018	35,449
2019	35,607
2020	37,872
2021	38,282
2022	38,212
2023	39,413
2024	40,517
2025	41,608
2026	42,650
2027	43,634

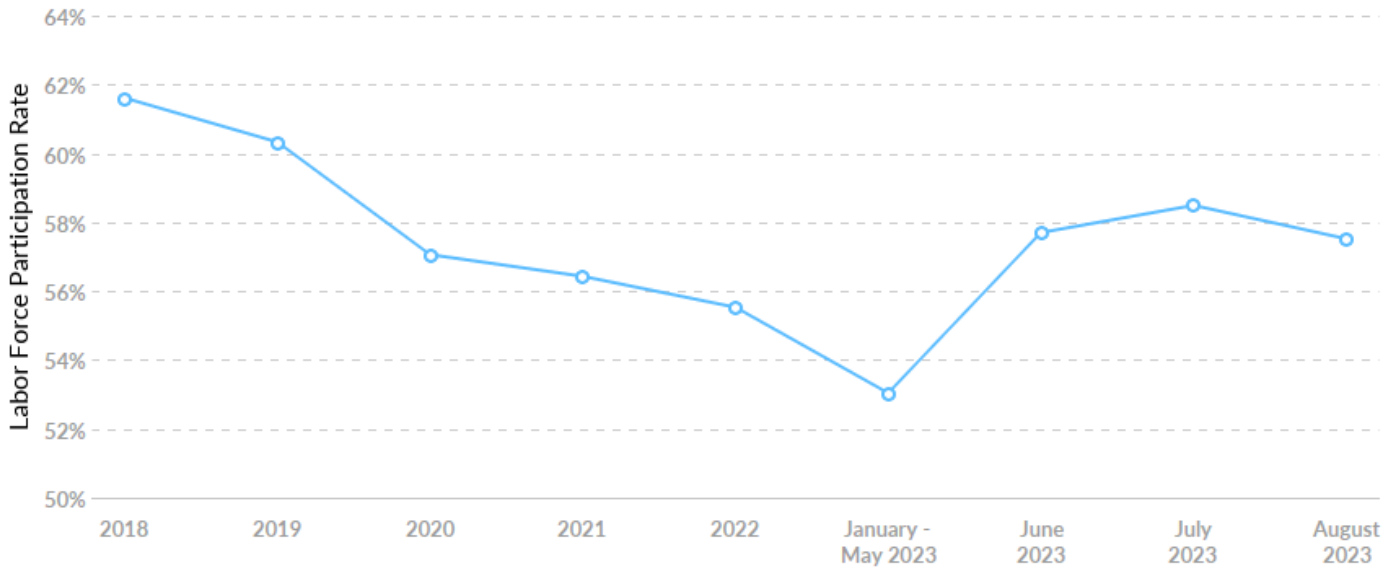
Job Trends

From 2017 to 2022, jobs declined by 0.6% in Oneida County, WI from 18,488 to **18,375**. This change fell short of the national growth rate of 3.8% by 4.4%.



Timeframe	Jobs
2017	18,488
2018	18,553
2019	18,228
2020	17,495
2021	17,969
2022	18,375
2023	18,635
2024	18,837
2025	18,998
2026	19,124
2027	19,176

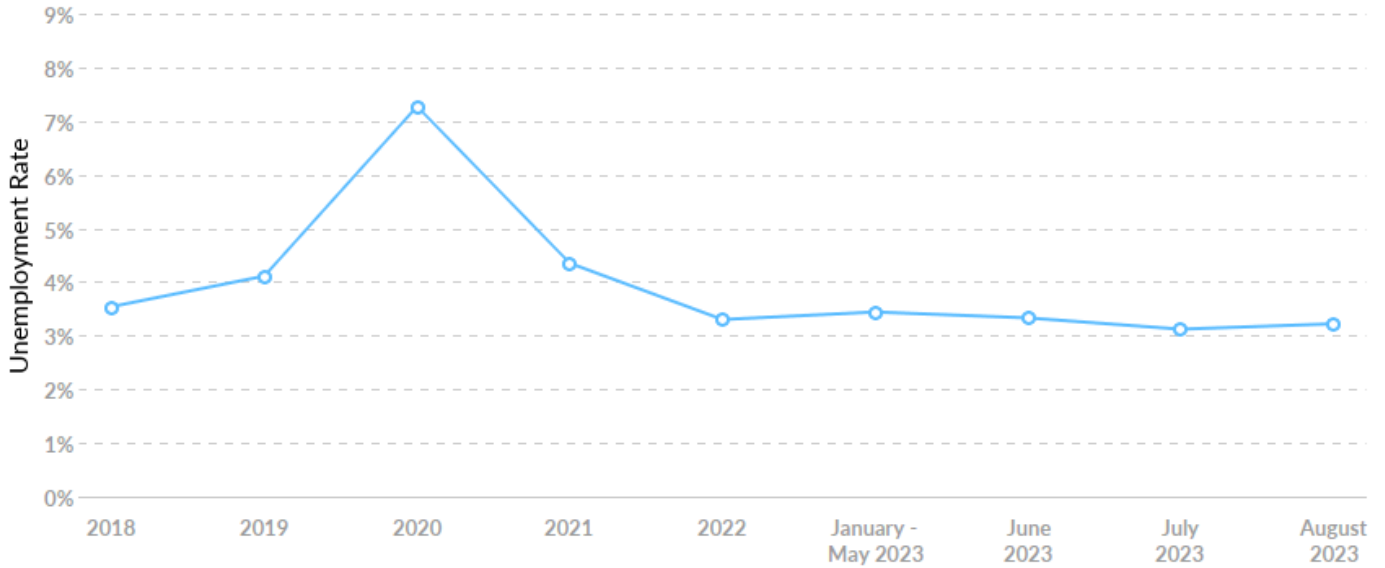
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	61.61%
2019	60.33%
2020	57.06%
2021	56.43%
2022	55.53%
January - May 2023	53.04%
June 2023	57.70%
July 2023	58.49%
August 2023	57.52%

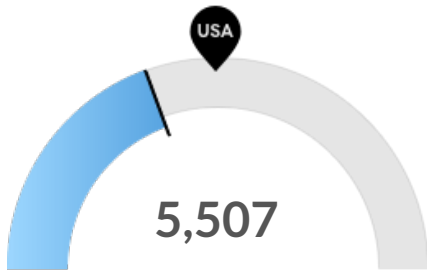
Unemployment Rate Trends

Oneida County, WI had an August 2023 unemployment rate of 3.22%, **decreasing from 3.54%** 5 years before.



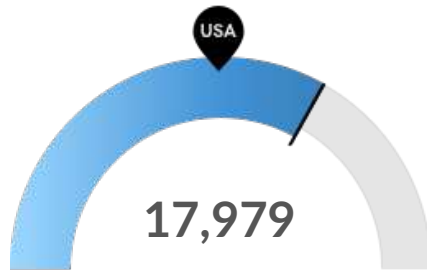
Timeframe	Unemployment Rate
2018	3.54%
2019	4.11%
2020	7.27%
2021	4.35%
2022	3.30%
January - May 2023	3.44%
June 2023	3.33%
July 2023	3.12%
August 2023	3.22%

Population Characteristics



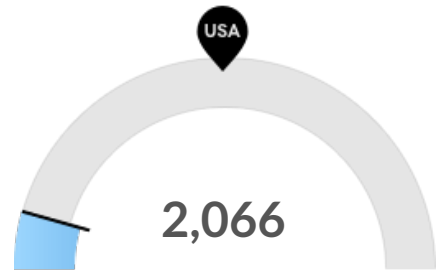
Millennials

Oneida County, WI has 5,507 millennials (ages 25-39). The national average for an area this size is 7,770.



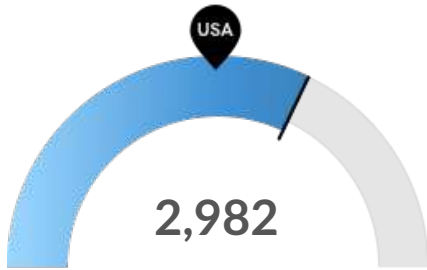
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 11,451 people 55 or older, while there are 17,979 here.



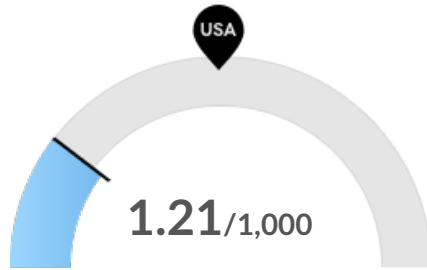
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 15,714 racially diverse people, while there are 2,066 here.



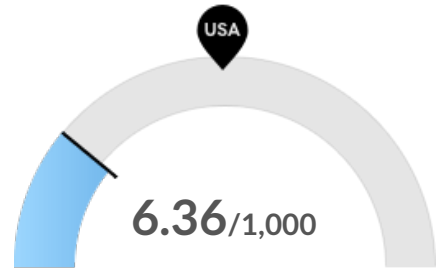
Veterans

Oneida County, WI has 2,982 veterans. The national average for an area this size is 2,010.



Violent Crime

Oneida County, WI has 1.21 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

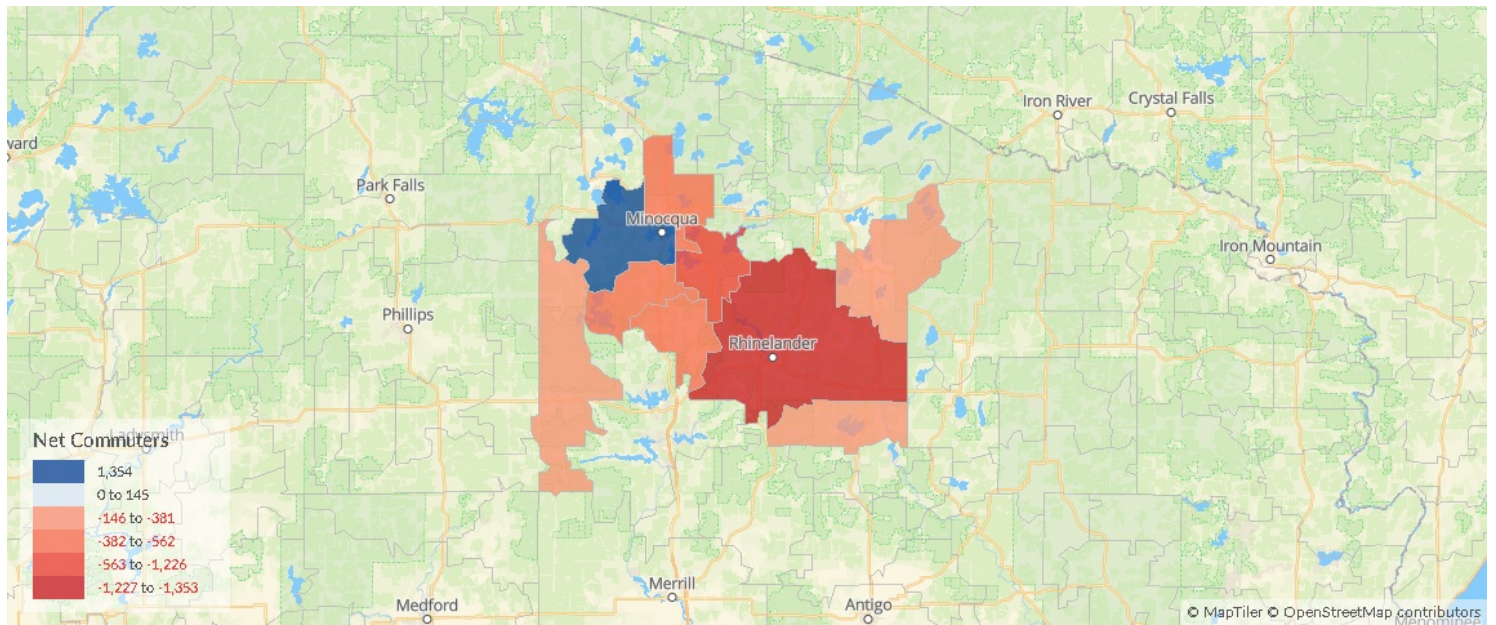


Property Crime

Oneida County, WI has 6.36 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...	9,553
54548	Minocqua, WI (in Oneid...	4,277
54568	Woodruff, WI (in Oneid...	2,517
54562	Three Lakes, WI (in One...	875
54531	Hazelhurst, WI (in Onei...	376

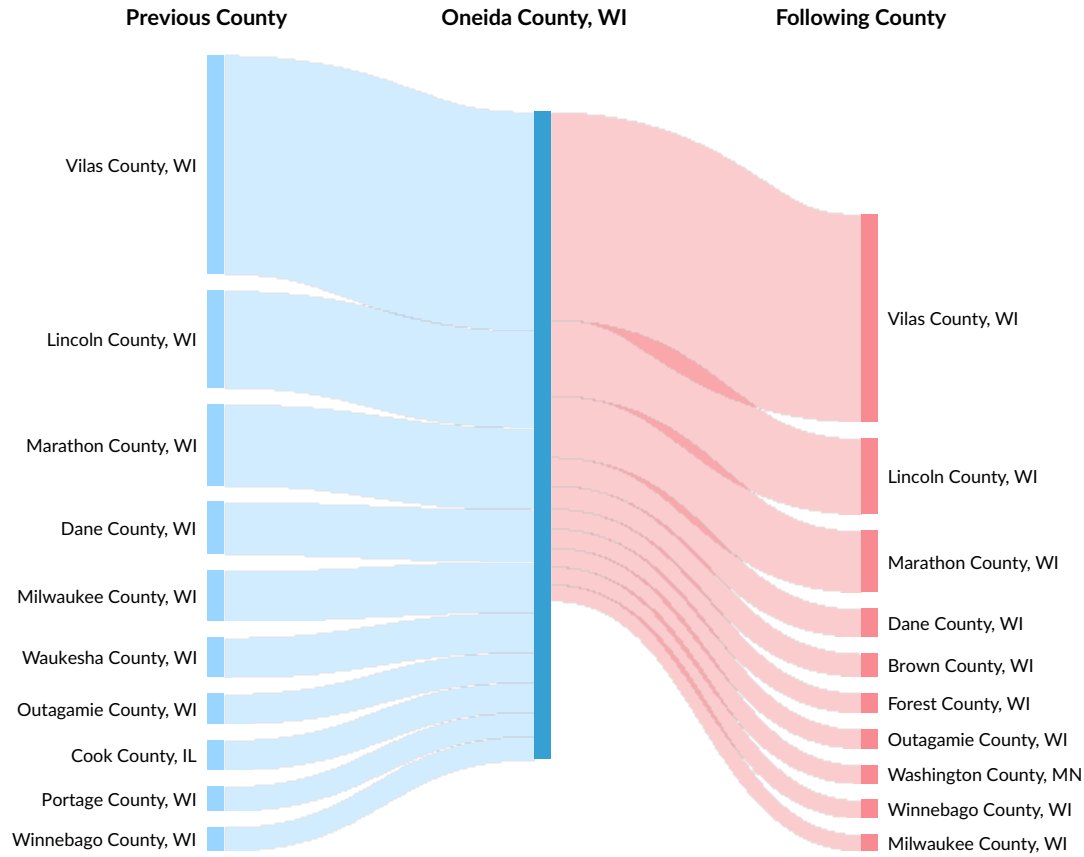
Where Talent Lives

ZIP	Name	2022 Workers
54501	Rhinelander, WI (in One...	10,780
54548	Minocqua, WI (in Oneid...	2,923
54568	Woodruff, WI (in Oneid...	2,899
54562	Three Lakes, WI (in One...	1,090
54531	Hazelhurst, WI (in Onei...	797

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.

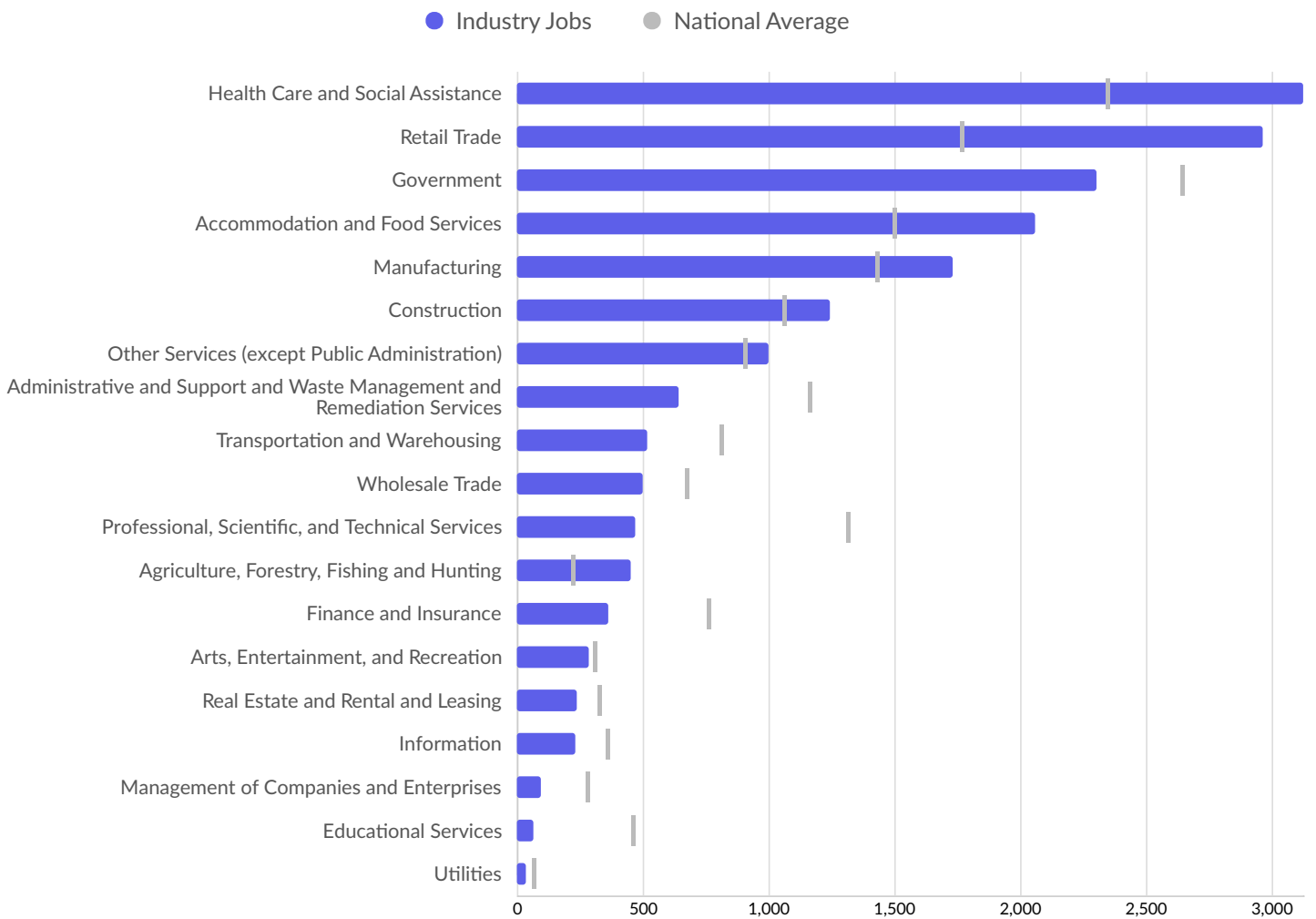


Top Previous Counties	Migrations
Vilas County, WI	344
Lincoln County, WI	153
Marathon County, WI	128
Dane County, WI	82
Milwaukee County, WI	79
Waukesha County, WI	63

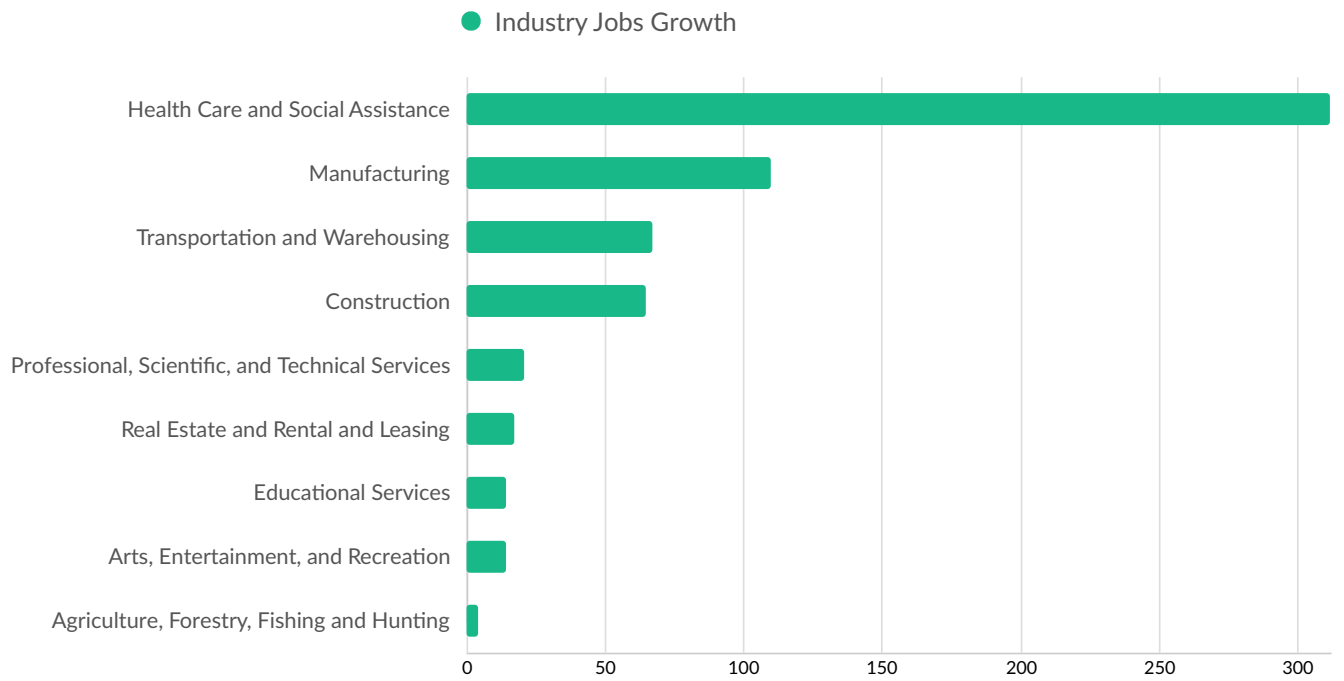
Top Previous Counties	Migrations
Outagamie County, WI	47
Cook County, IL	47
Portage County, WI	38
Winnebago County, WI	37
Langlade County, WI	36
Columbia County, WI	35
Wood County, WI	30
Livingston County, MI	30
Walworth County, WI	29
Top Following Counties	Migrations
Vilas County, WI	327
Lincoln County,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

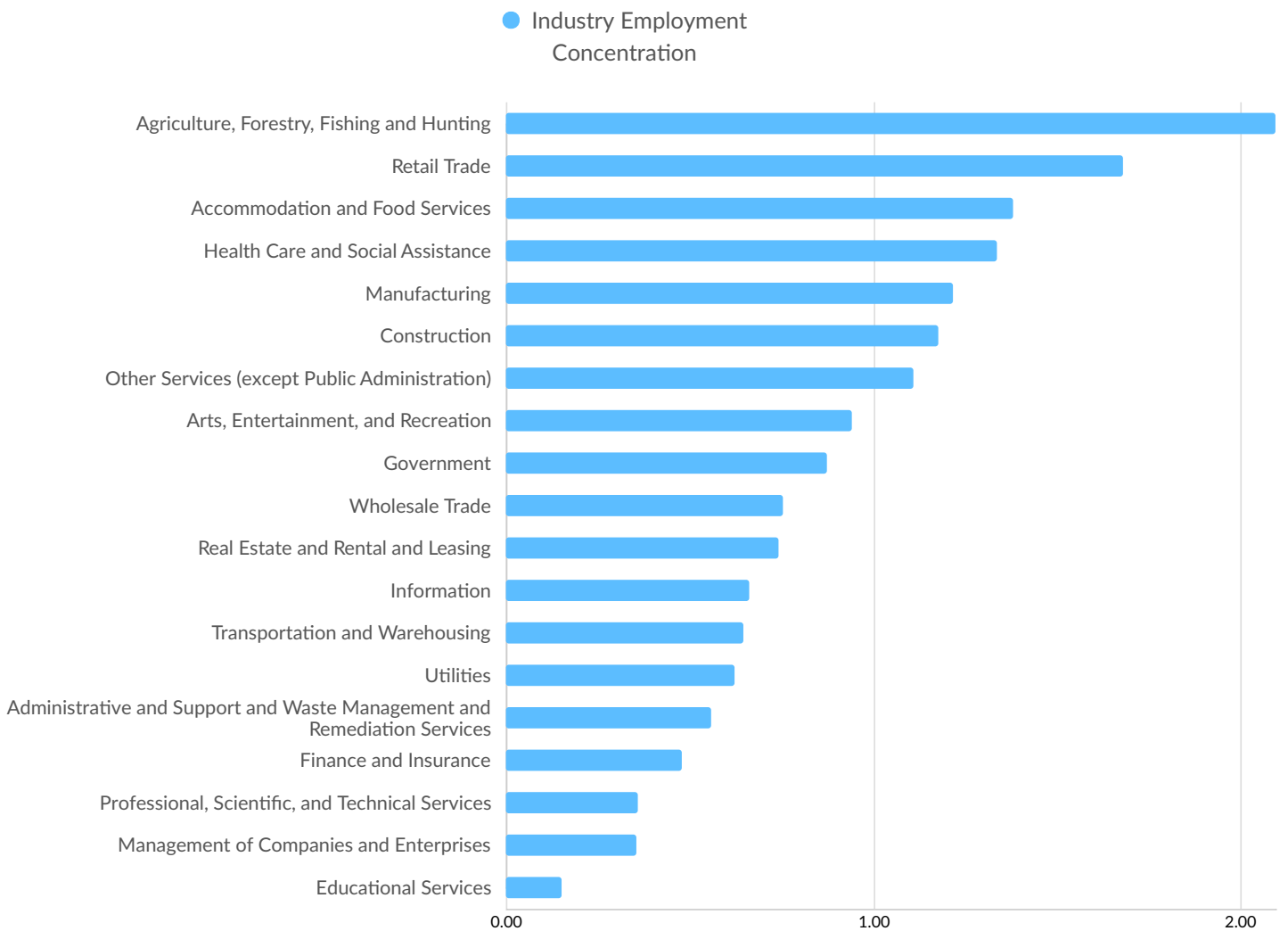
Largest Industries



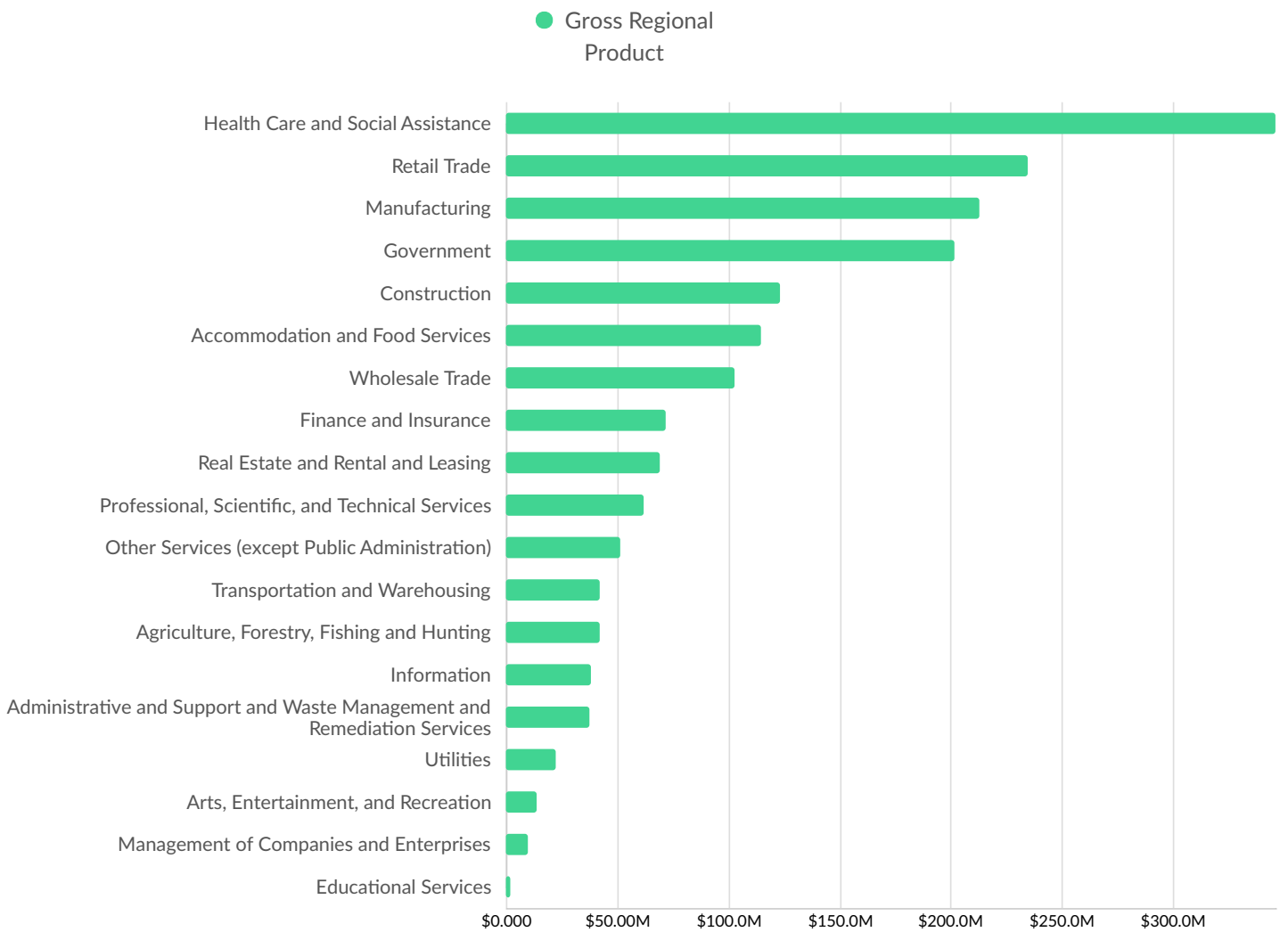
Top Growing Industries



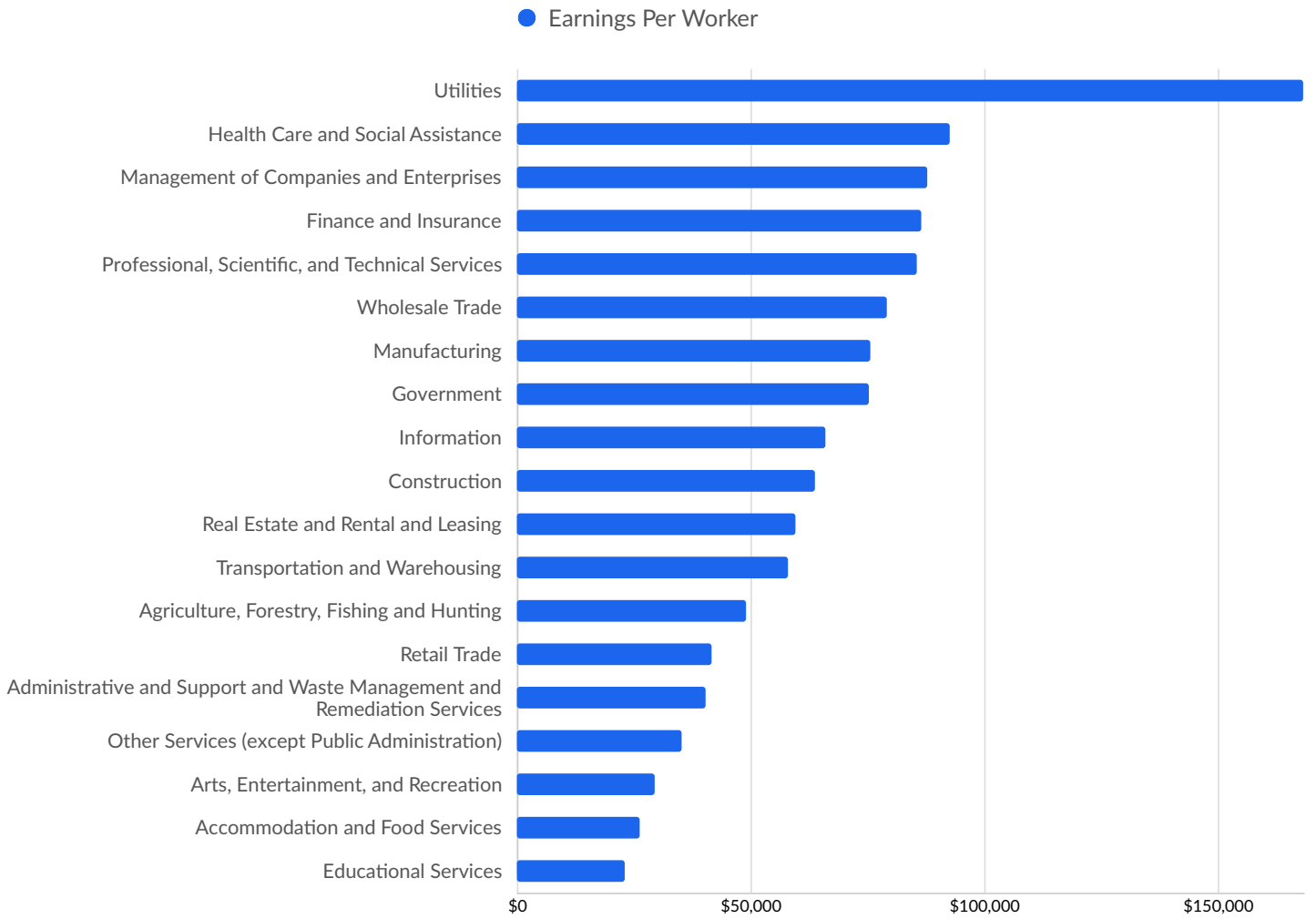
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



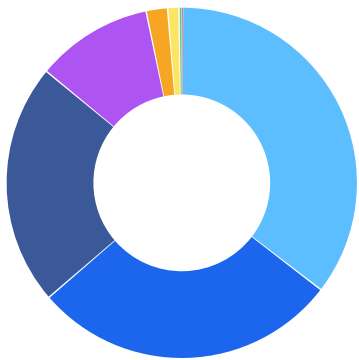
Business Characteristics

4,141 Companies Employ Your Workers

Online profiles for your workers mention 4,141 companies as employers, with the top 10 appearing below. In the last 12 months, 304 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	185 	Aspirus	246 
Nicolet College	171 	Marshfield Clinic	166 
Ministry Health Care	160 	Beaver Dam Community Hospit...	114 
School District Of Rhinelander	118 	Walmart	88 
State of Wisconsin	116 	Walgreens Boots Alliance	71 
Aspirus	90 	Nicolet National Bank	61 
Walmart	79 	Kwik Trip	48 
Oneida County	73 	Nicolet College	48 
Lakeland Union High School	55 	Printpack	42 
Printpack	54 	Blain Supply	30 

Business Size

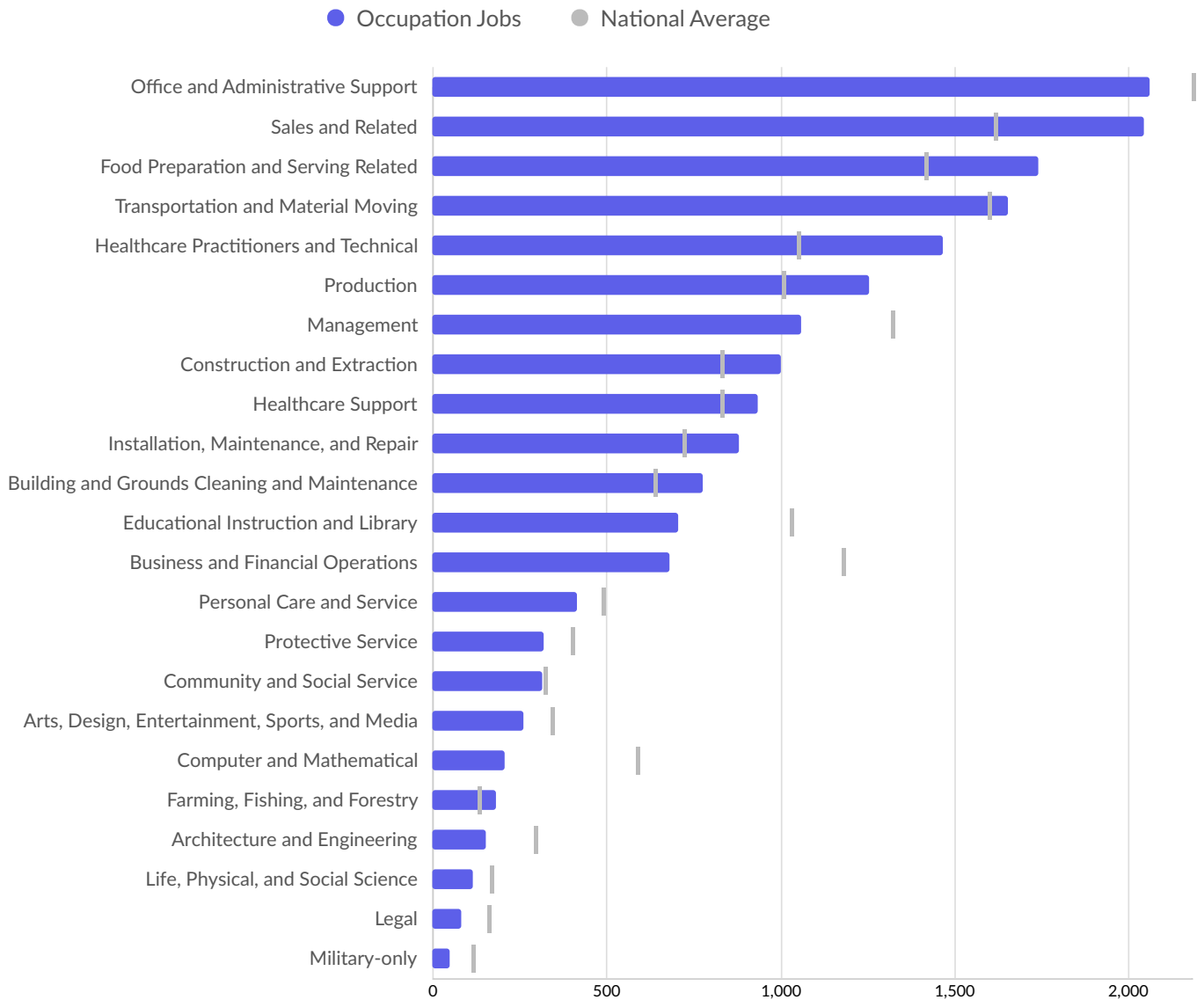


	Percentage	Business Count
● 1 to 4 employees	35.4%	752
● 5 to 9 employees	28.3%	601
● 10 to 19 employees	22.3%	474
● 20 to 49 employees	10.8%	229
● 50 to 99 employees	2.0%	42
● 100 to 249 employees	1.0%	22
● 250 to 499 employees	0.3%	6
● 500+ employees	0.0%	1

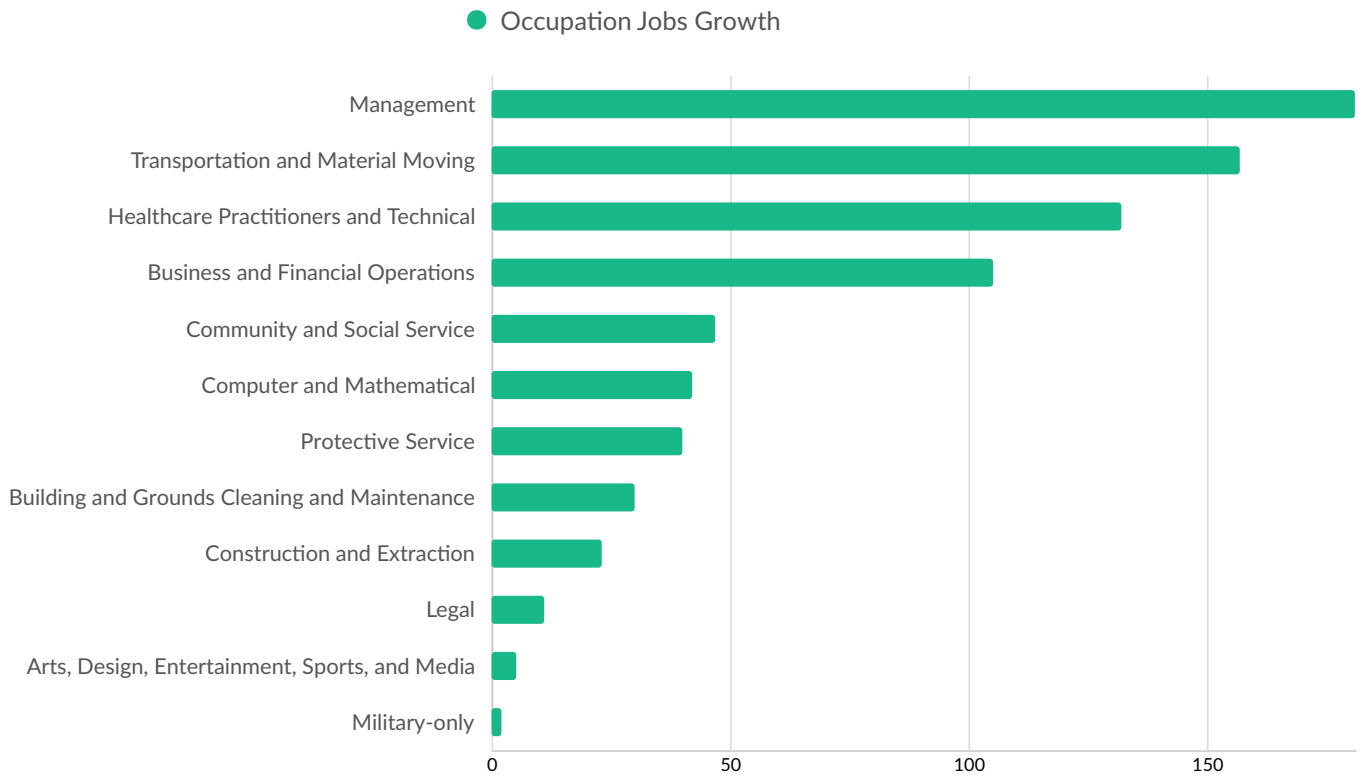
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

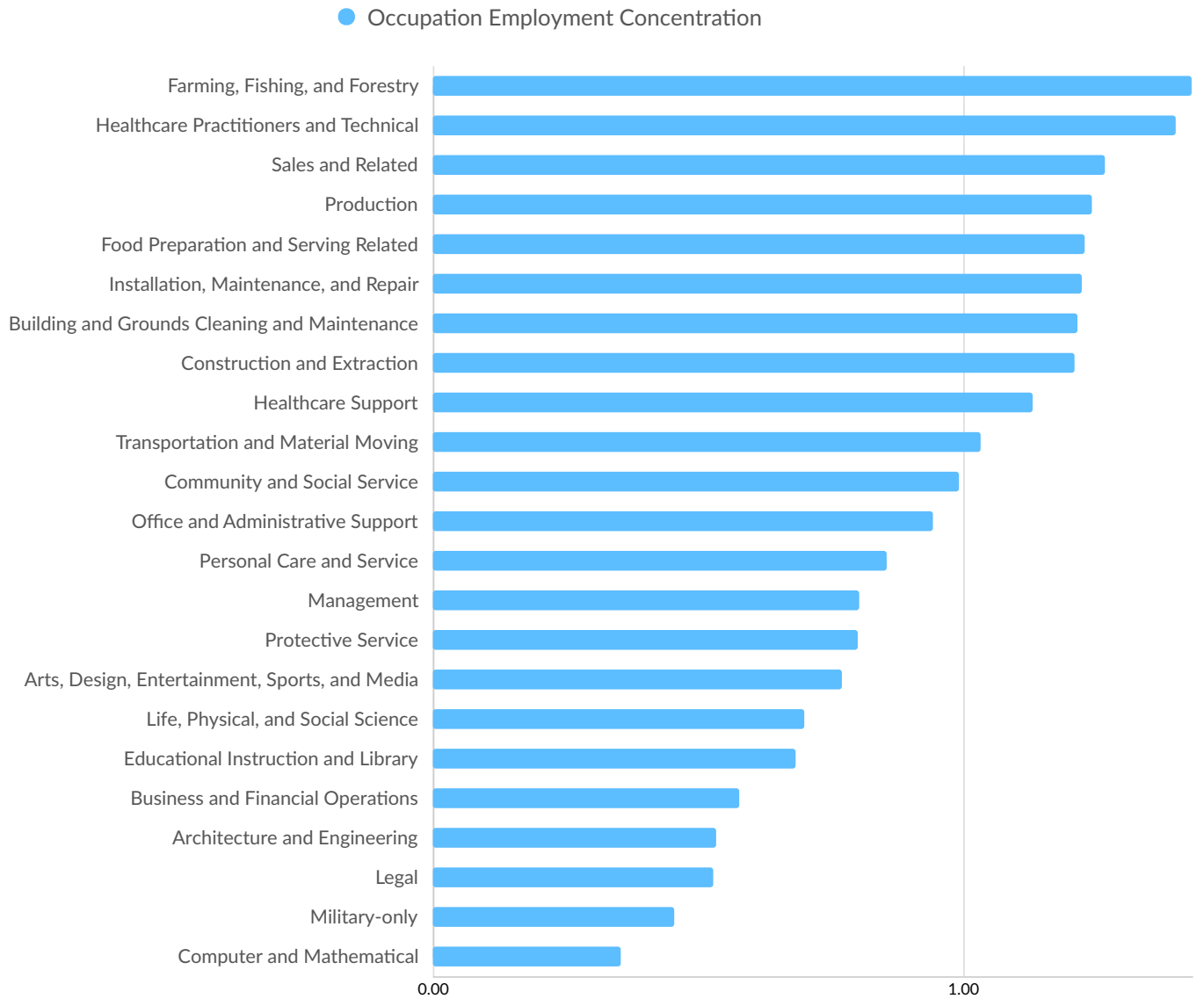
Largest Occupations



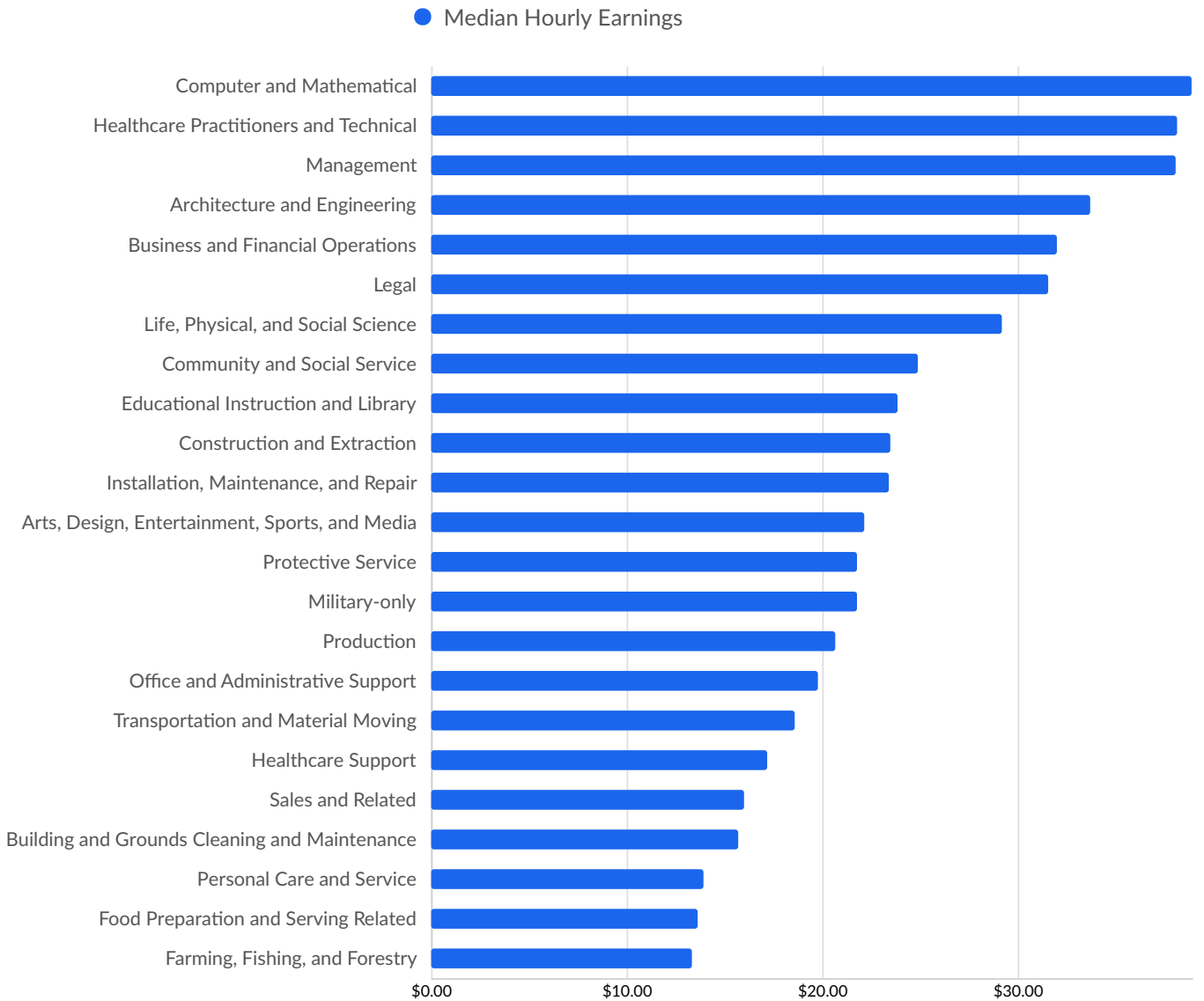
Top Growing Occupations



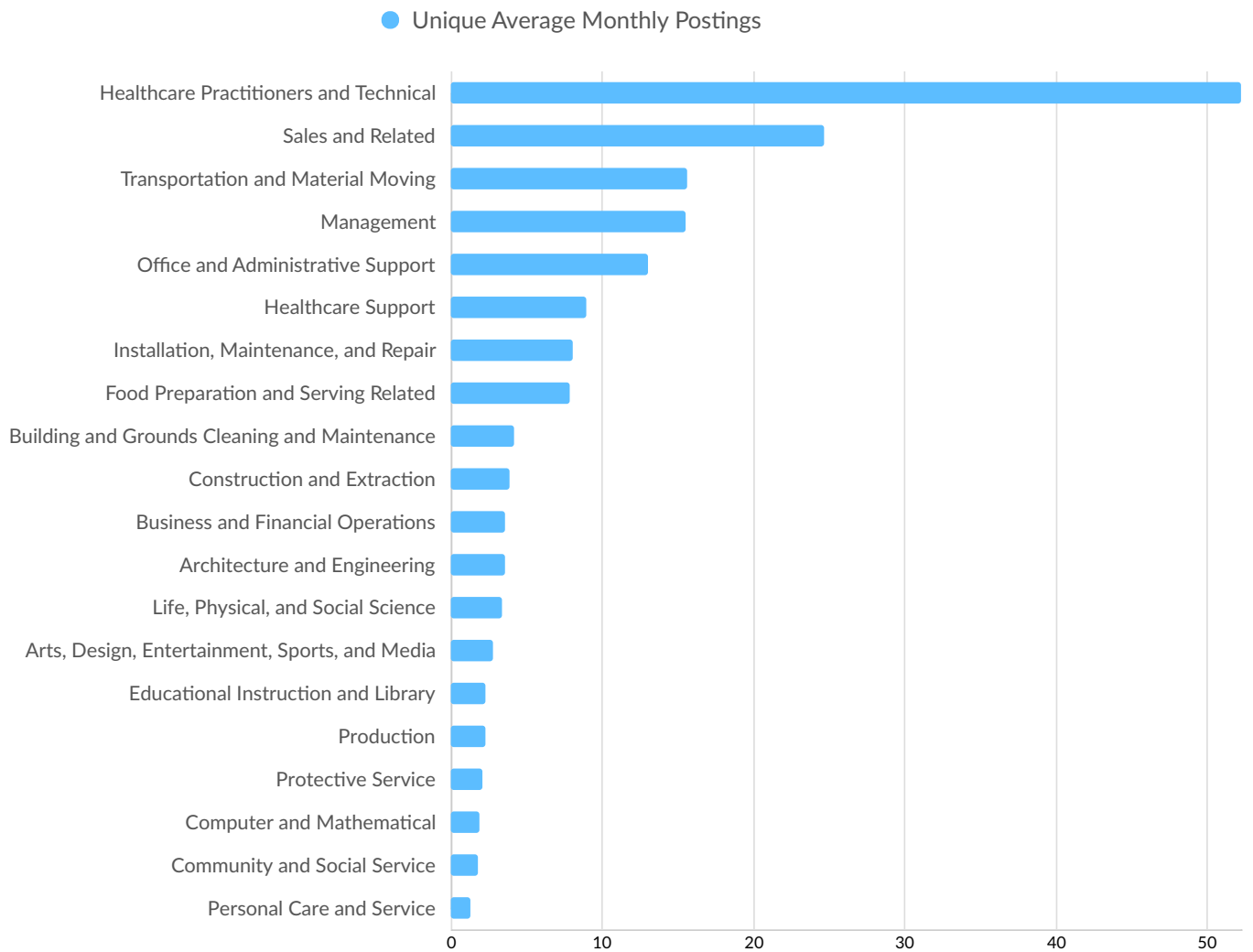
Top Occupation Employment Concentration



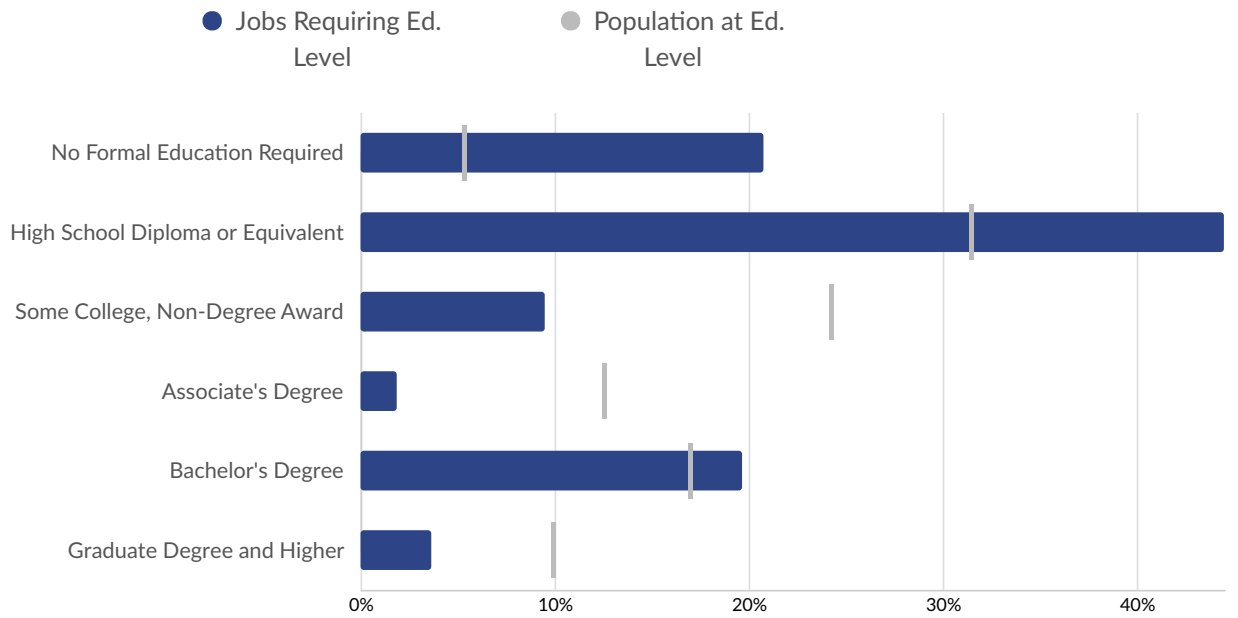
Top Occupation Earnings



Top Posted Occupations

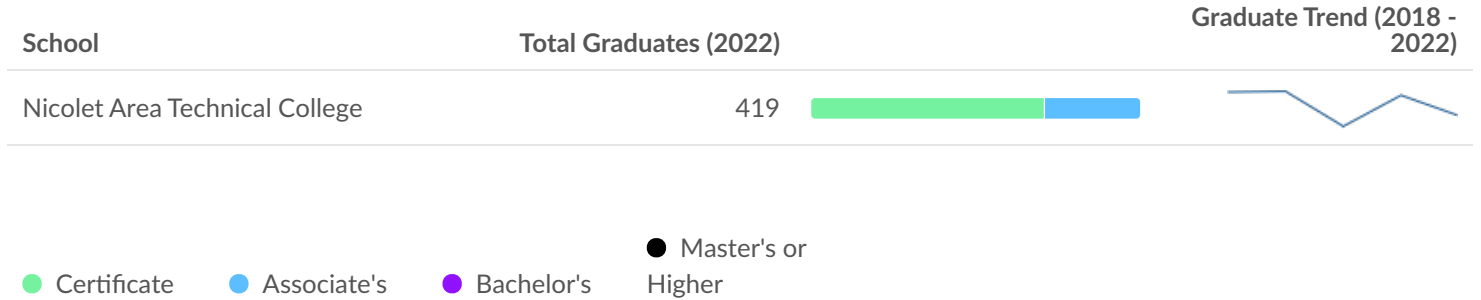


Underemployment



Educational Pipeline

In 2022, there were 419 graduates in Oneida County, WI. This pipeline has shrunk by 19% 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 "Licensed Practical/Vocational Nurse Training" (Certificate).



In-Demand Skills

