Oneida County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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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

39,413

Population (2023)

Population **grew by 3,964** over the last 5 years and is projected to **grow by 5,147** over the next 5 years.

18,590

Total Regional Employment

Jobs **grew by 35** over the last 5 years and are projected to **grow by 350** over the next 5 years.

$62.7K

Median Household Income (2021)

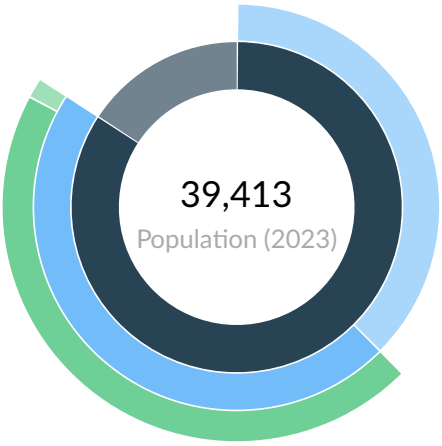
Median household income is **$6.4K below** the national median household income of $69.0K.

Takeaways

- As of 2023 the region's population **increased by 11.2%** since 2018, growing by 3,964. Population is expected to **increase by 13.1%** between 2023 and 2028, adding 5,147.
- From 2018 to 2023, jobs **increased by 0.2%** in Oneida County, WI from 18,554 to **18,590**. This change **fell short of the national growth rate of 3.6% by 3.4%**. As the number of jobs increased, the **labor force participation rate decreased from 61.0% to 55.5% between 2018 and 2023**.
- Concerning educational attainment, **17.0% of Oneida County, WI residents possess a Bachelor's Degree** (4.2% below the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, Local Government, Excluding Education and Hospitals, and General Medical and Surgical Hospitals.

	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	39,413	18,394	18,590	100.7	$2.02B	$2.73B	$2.35B
State	5,921,135	3,145,490	3,225,196	100.2	$392.08B	$359.22B	$389.09B

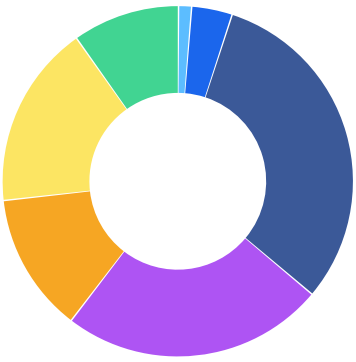
Sep 2023 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	33,159
Not in Labor Force (16+)	14,765
Labor Force	18,394
Employed	17,837
Unemployed	557
Under 16, Military, and institutionalized Population	6,255

Educational Attainment

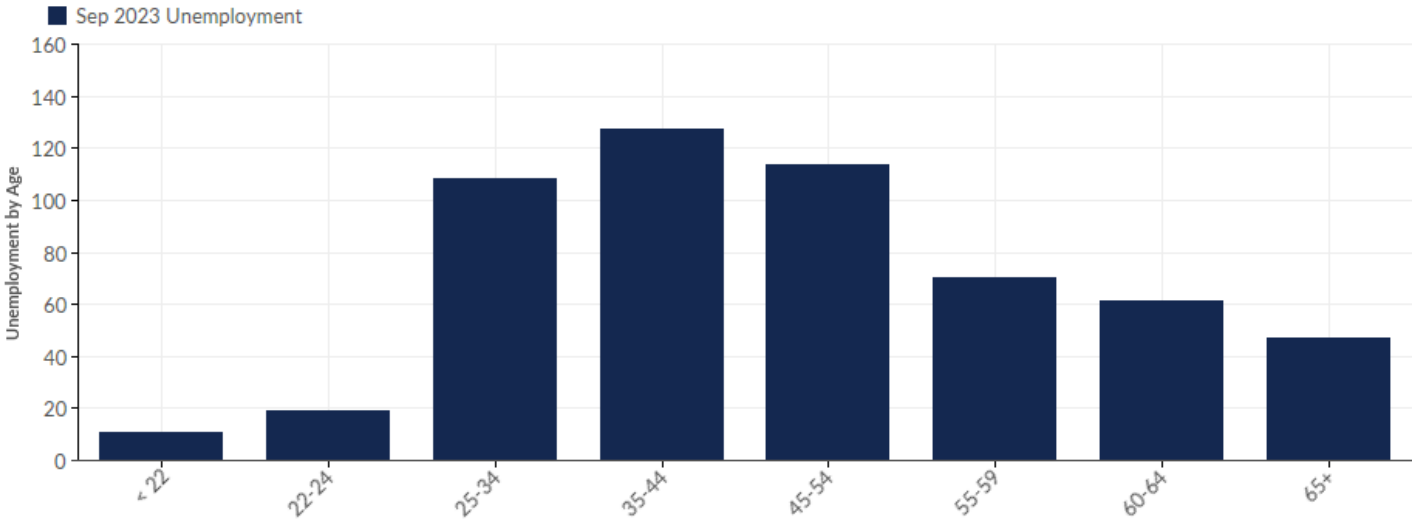
Concerning educational attainment, **17.0% of Oneida County, WI residents possess a Bachelor's Degree** (4.2% below the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).



	% of Population	Population
Less Than 9th Grade	1.2%	367
9th Grade to 12th Grade	3.8%	1,151
High School Diploma	31.1%	9,533
Some College	24.3%	7,437
Associate's Degree	12.8%	3,937
Bachelor's Degree	17.0%	5,195
Graduate Degree and Higher	9.9%	3,026

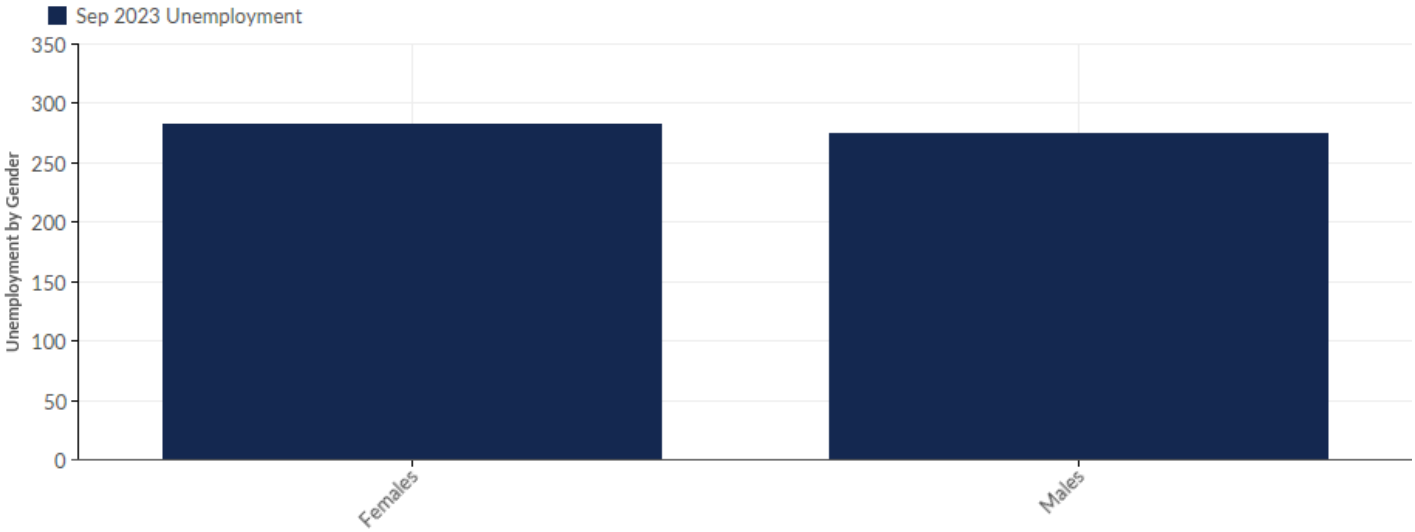
Unemployment by Demographics

Unemployment by Age



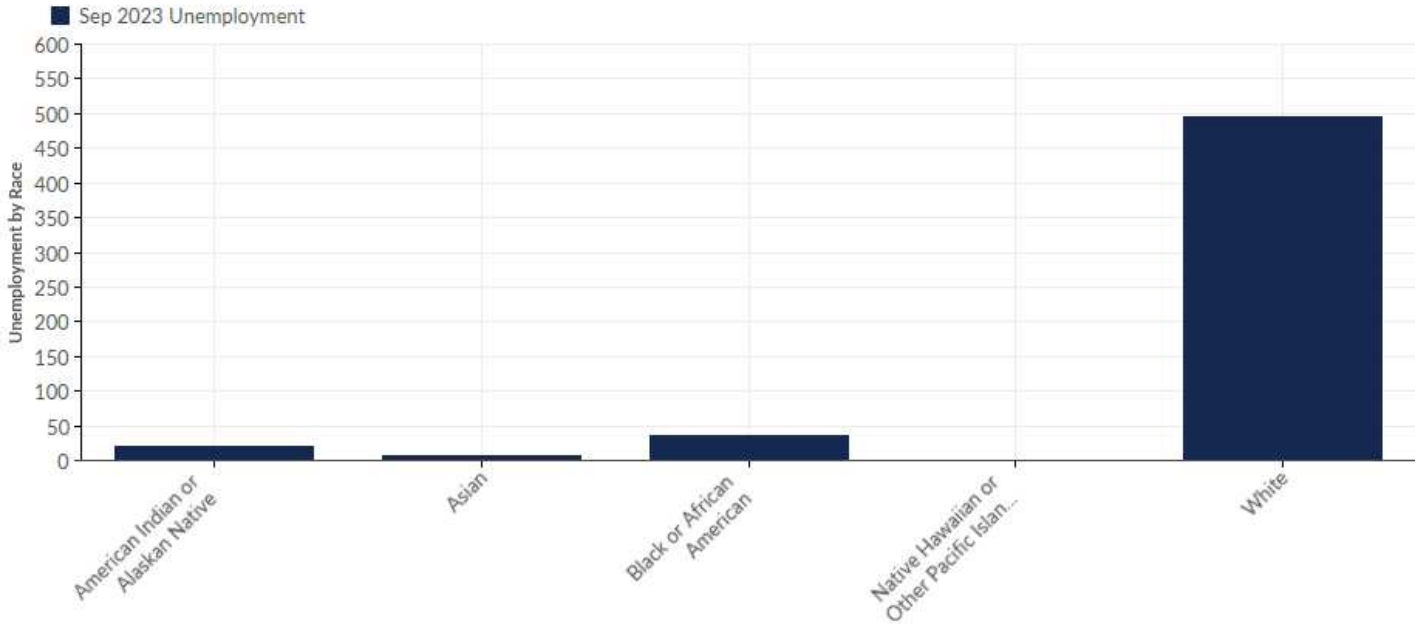
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	11	1.97%
22-24	19	3.41%
25-34	108	19.39%
35-44	127	22.80%
45-54	114	20.47%
55-59	70	12.57%
60-64	61	10.95%
65+	47	8.44%
Total	557	100.00%

Unemployment by Gender



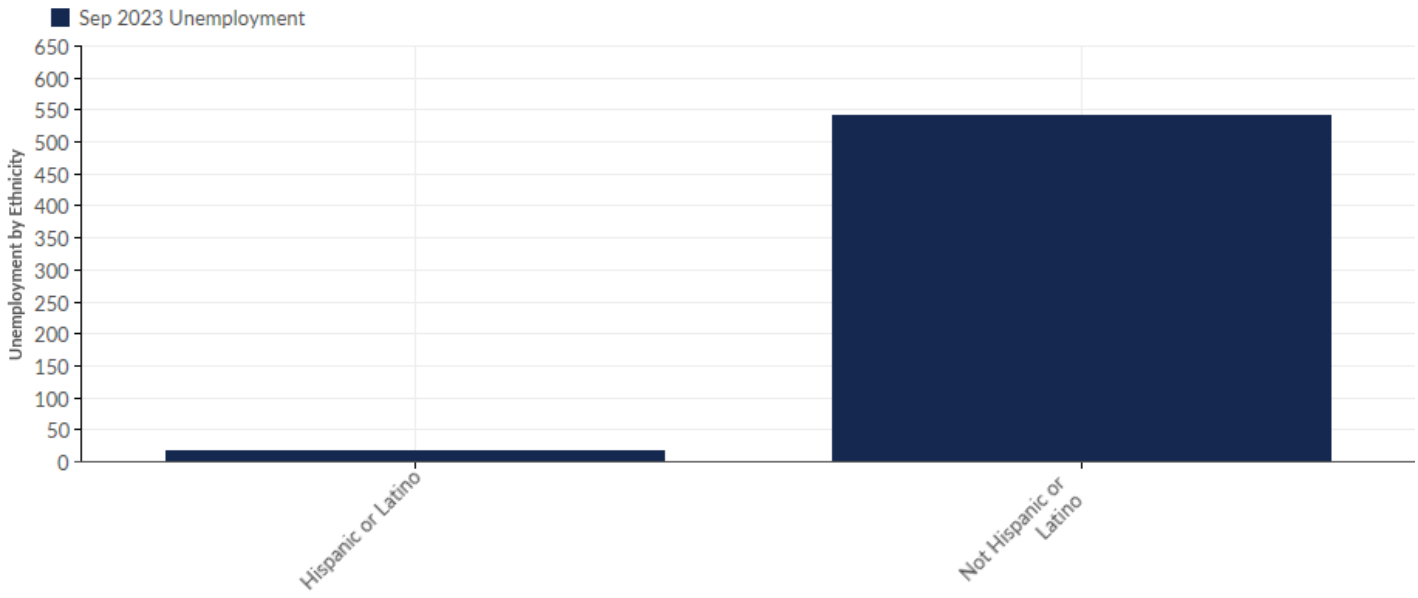
Gender		Unemployment (Sep 2023)	% of Unemployed
Females		283	50.81%
Males		274	49.19%
	Total	557	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	19	3.41%
Asian	6	1.08%
Black or African American	36	6.46%
Native Hawaiian or Other Pacific Islander	1	0.18%
White	496	89.05%
Total	557	100.00%

Unemployment by Ethnicity

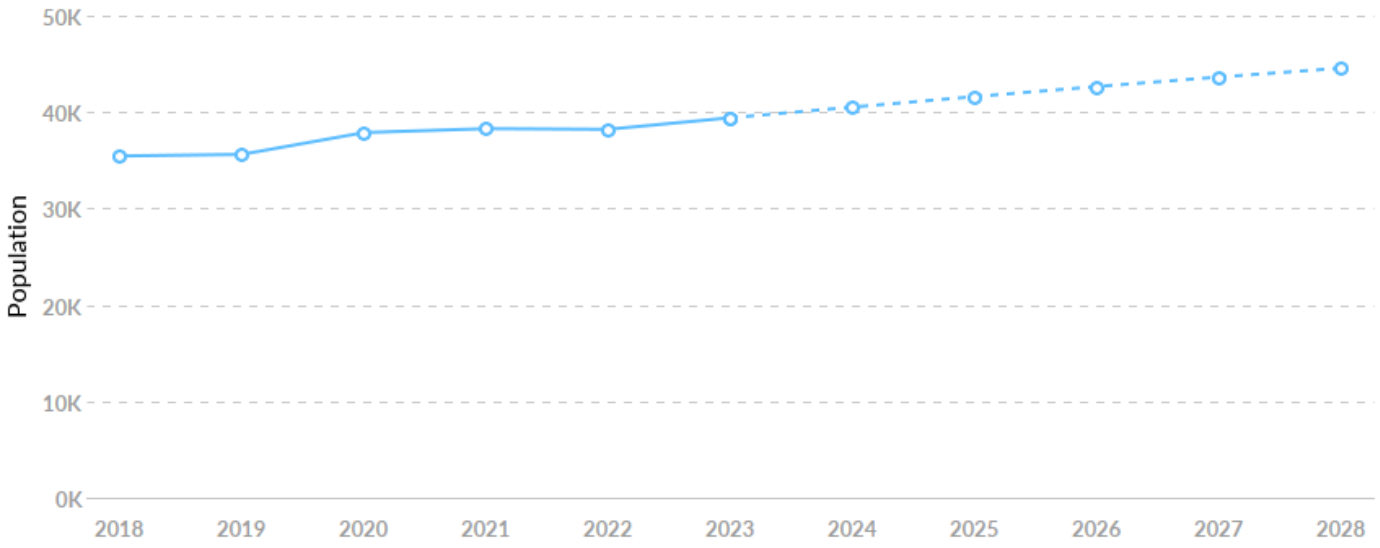


Ethnicity		Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino		17	3.05%
Not Hispanic or Latino		540	96.95%
	Total	557	100.00%

Historic & Projected Trends

Population Trends

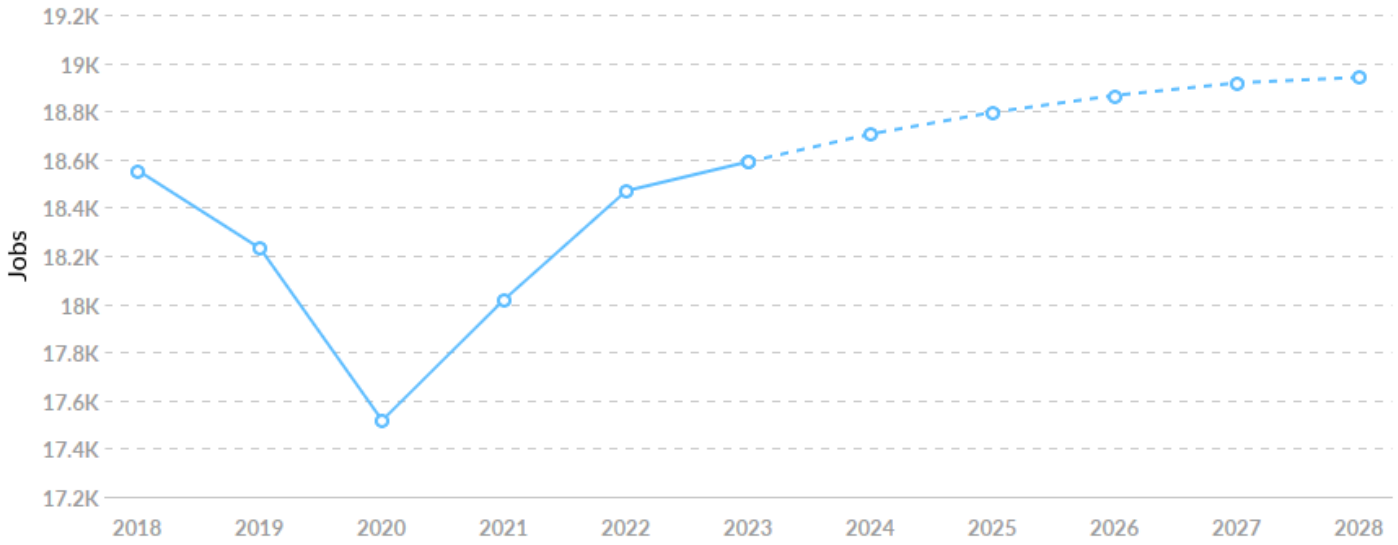
As of 2023 the region's population **increased by 11.2%** since 2018, growing by 3,964. Population is expected to **increase by 13.1%** between 2023 and 2028, adding 5,147.



Timeframe	Population
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
2028	44,561

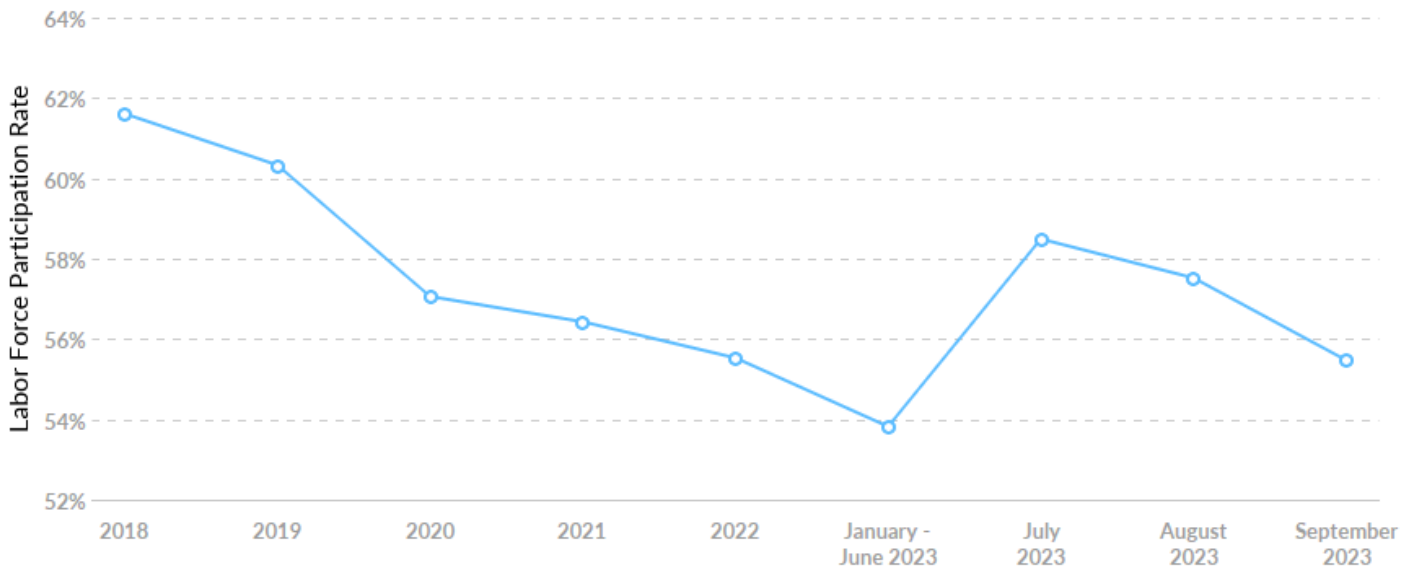
Job Trends

From 2018 to 2023, jobs **increased by 0.2%** in Oneida County, WI from 18,554 to **18,590**. This change **fell short of the national growth rate of 3.6% by 3.4%.**



Timeframe	Jobs
2018	18,554
2019	18,231
2020	17,516
2021	18,018
2022	18,469
2023	18,590
2024	18,705
2025	18,795
2026	18,865
2027	18,917
2028	18,940

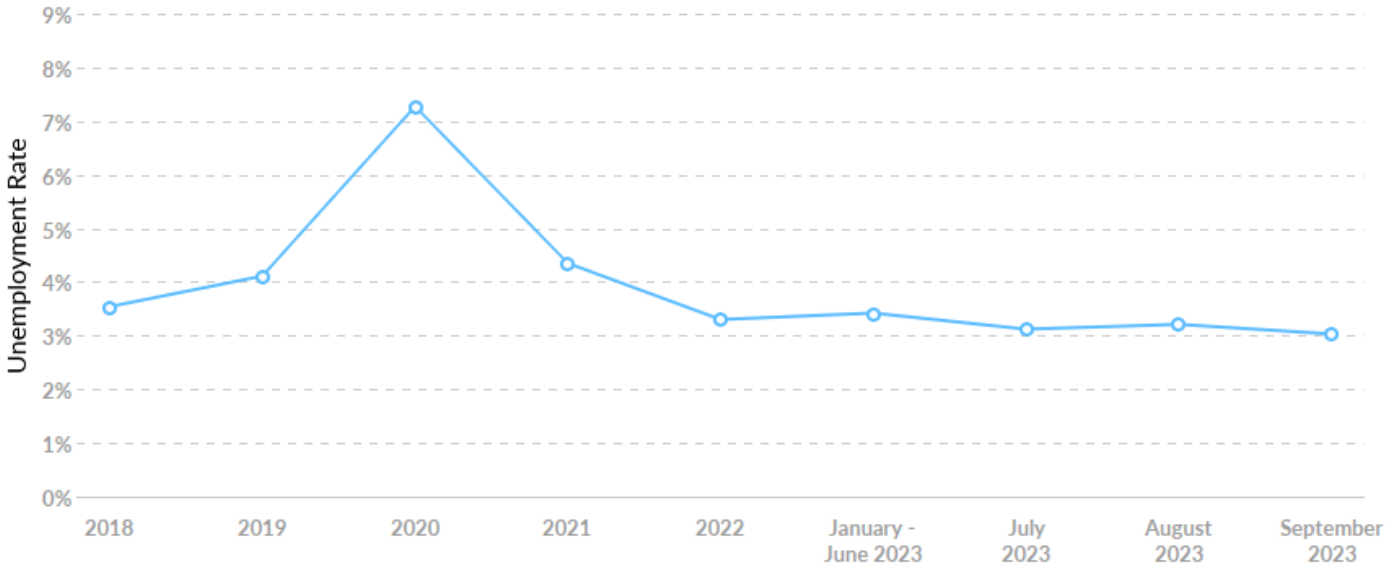
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	61.61%
2019	60.33%
2020	57.06%
2021	56.43%
2022	55.53%
January - June 2023	53.82%
July 2023	58.49%
August 2023	57.52%
September 2023	55.47%

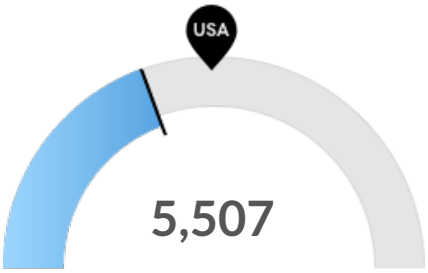
Unemployment Rate Trends

Oneida County, WI had a September 2023 unemployment rate of 3.03%, **decreasing from 3.54%** 5 years before.



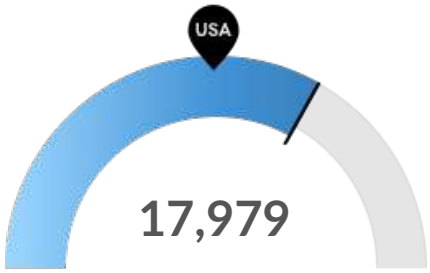
Timeframe	Unemployment Rate
2018	3.54%
2019	4.11%
2020	7.27%
2021	4.35%
2022	3.30%
January - June 2023	3.42%
July 2023	3.12%
August 2023	3.21%
September 2023	3.03%

Population Characteristics



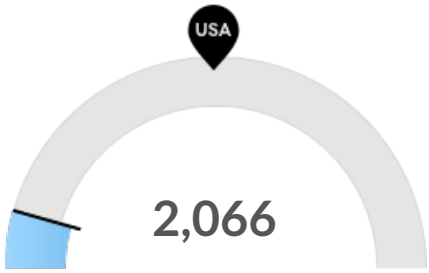
Millennials

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



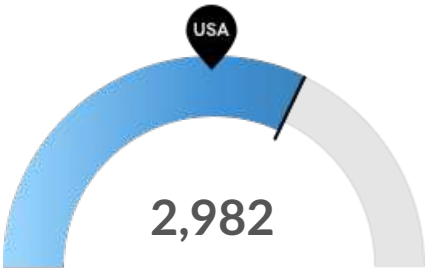
Retiring Soon

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.



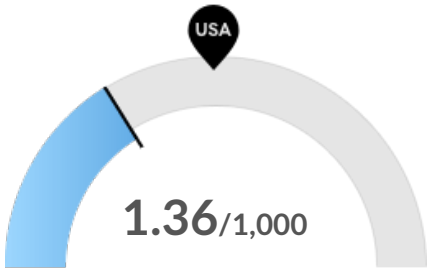
Racial Diversity

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.



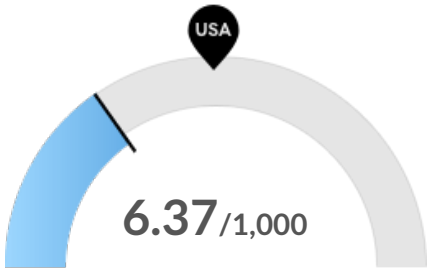
Veterans

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



Violent Crime

Oneida County, WI has 1.36 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

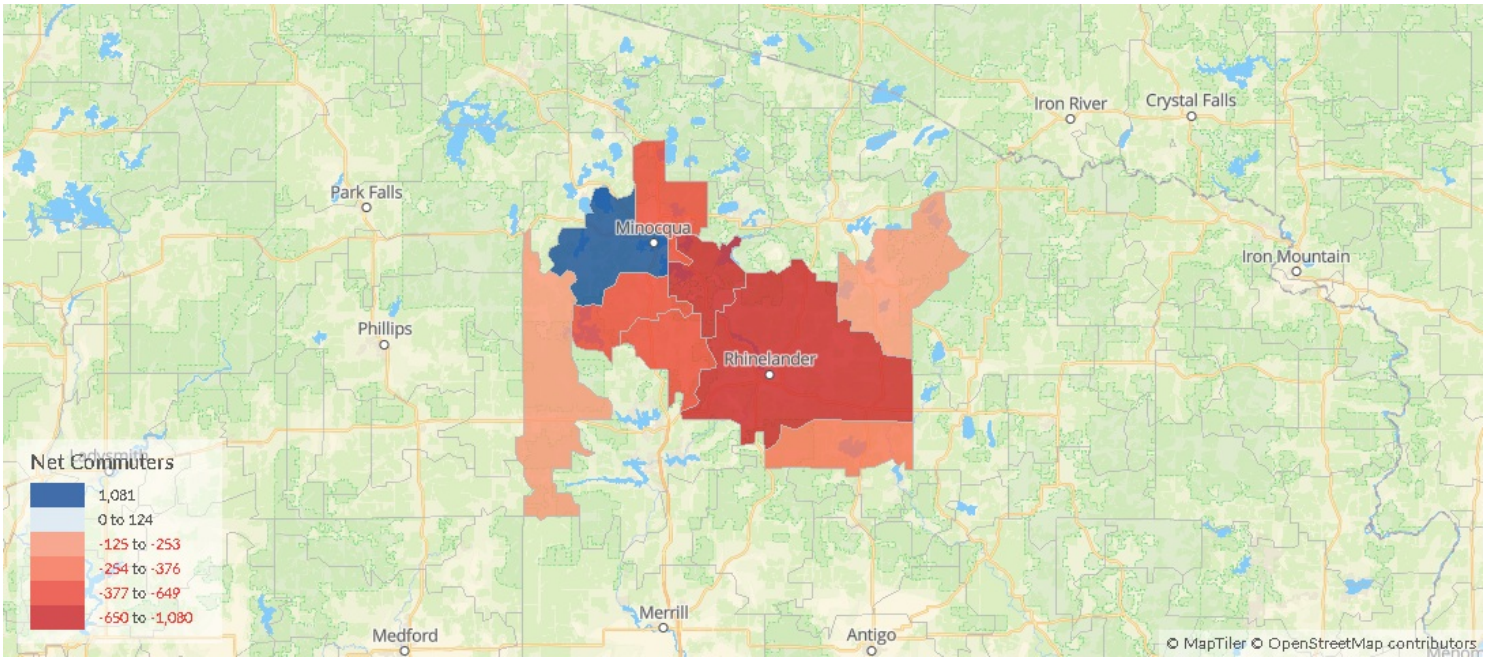


Property Crime

Oneida County, WI has 6.37 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
54501	Rhinelander, WI (in One...	10,100
54548	Minocqua, WI (in Oneid...	4,003
54568	Woodruff, WI (in Oneid...	2,440
54562	Three Lakes, WI (in One...	915
54531	Hazelhurst, WI (in Onei...	339

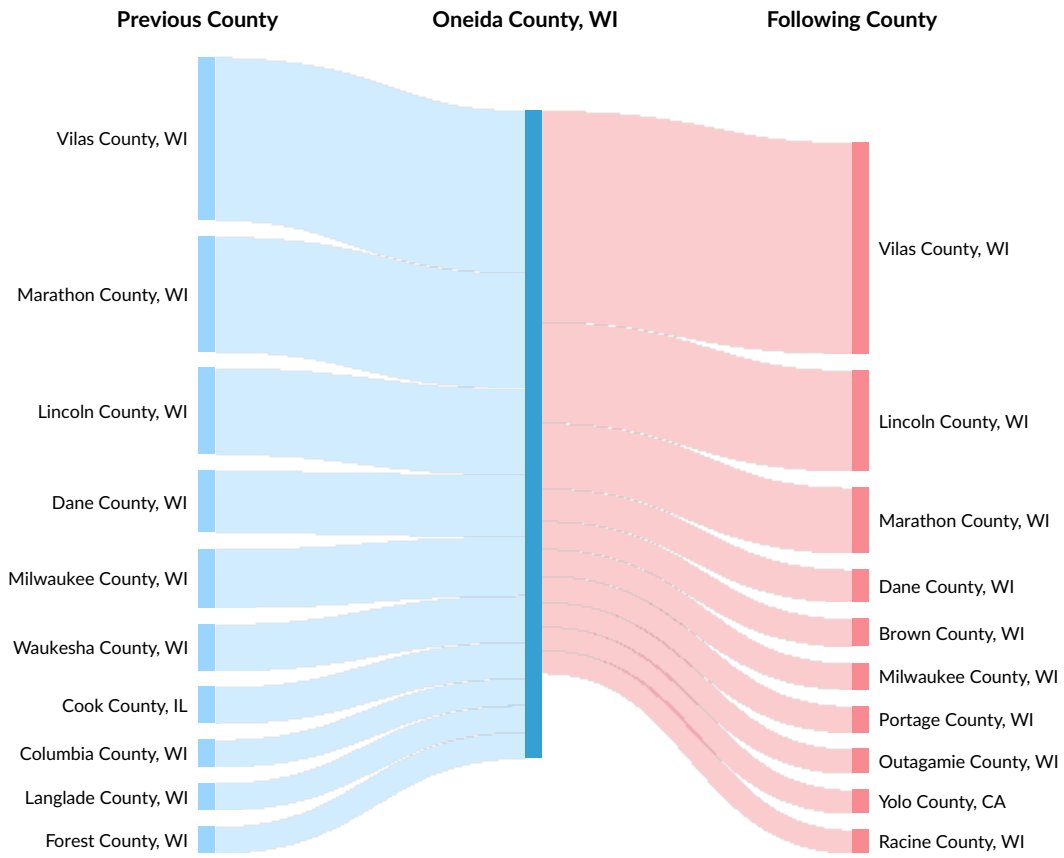
Where Talent Lives

ZIP	Name	2023 Workers
54501	Rhinelander, WI (in One...	10,890
54548	Minocqua, WI (in Oneid...	2,922
54568	Woodruff, WI (in Oneid...	2,818
54562	Three Lakes, WI (in One...	1,051
54539	Lake Tomahawk, WI (in ...	815

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 2021, 225 people have migrated from Vilas County, WI to Oneida County, WI. In the same year, 292 people left Oneida County, WI migrating to Vilas County, WI. The total Net Migration for Oneida County, WI in 2021 was 506.



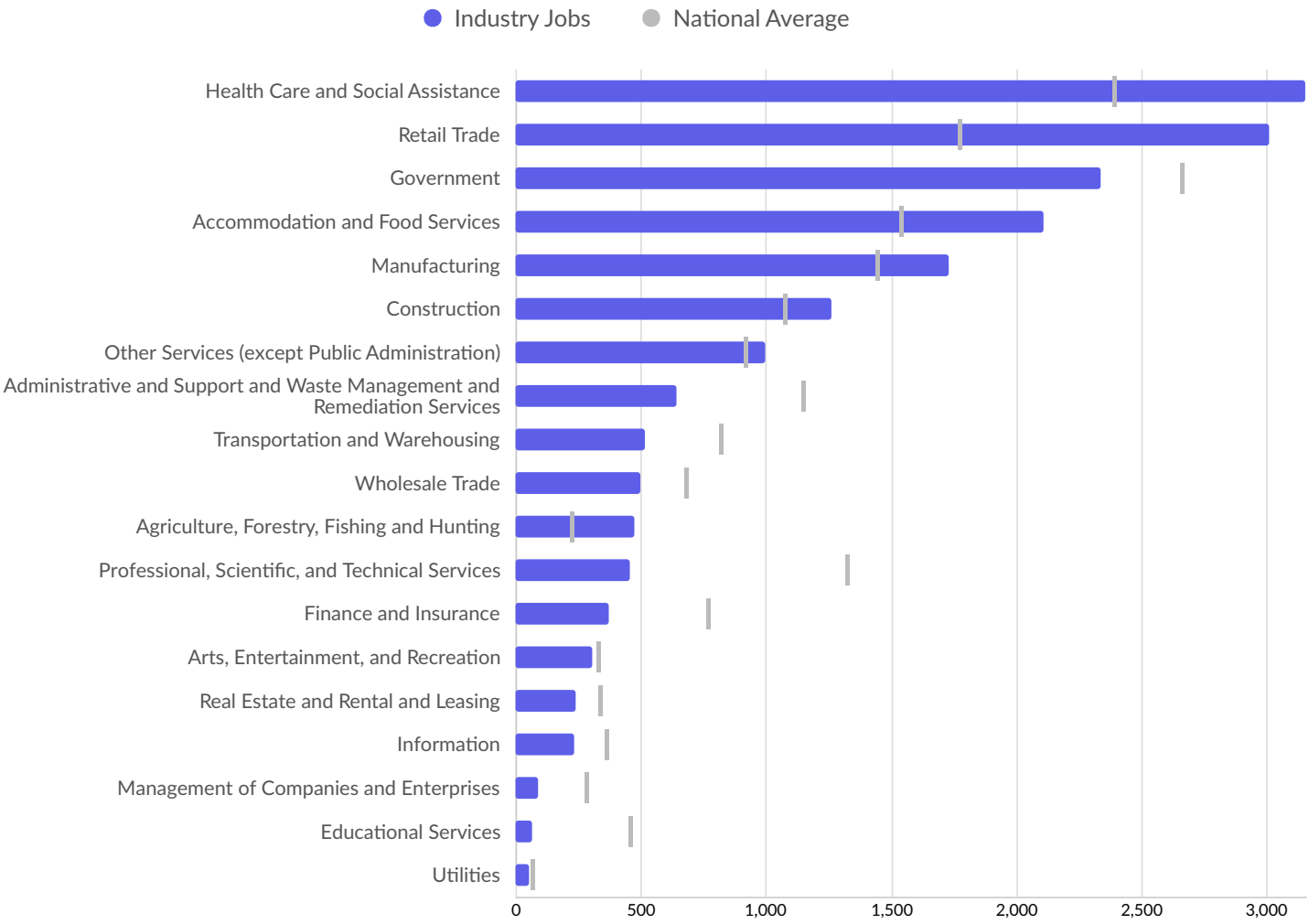
Top Previous Counties	Migrations
Vilas County, WI	225
Marathon County, WI	159
Lincoln County, WI	119
Dane County, WI	85
Milwaukee County, WI	81
Waukesha County, WI	64

Top Previous Counties	Migrations
Cook County, IL	50
Columbia County, WI	37
Langlade County, WI	37
Forest County, WI	36
Walworth County, WI	36
Wood County, WI	35
Brown County, WI	33
Washington County, WI	33
Price County, WI	33

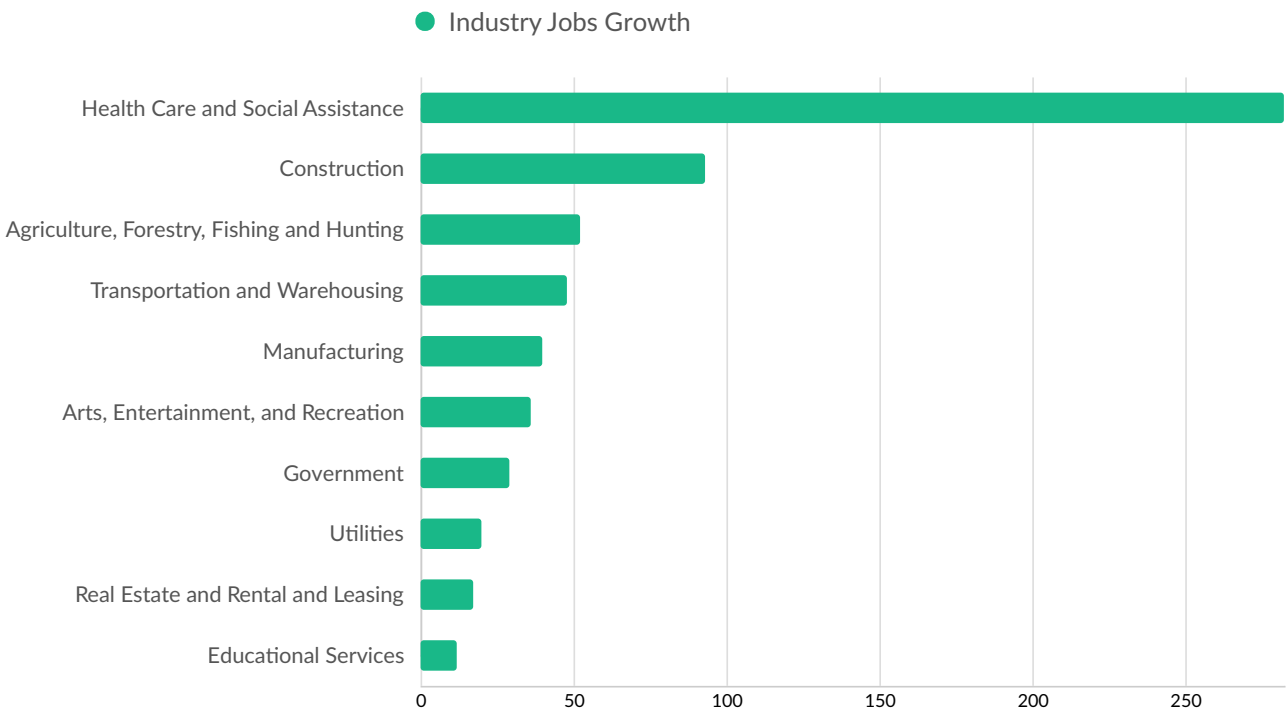
Top Following Counties	Migrations
Vilas County, WI	292
Lincoln County, WI	139
Marathon County, WI	90
Dane County, WI	45
Brown County, WI	38
Milwaukee County, WI	37
Portage County, WI	36
Outagamie County, WI	34
Yolo County, CA	32
Racine County, WI	32
Langlade County, WI	32
Manatee County, FL	27
Forest County, WI	27
Rock County, WI	25
Marquette County, WI	23

Industry Characteristics

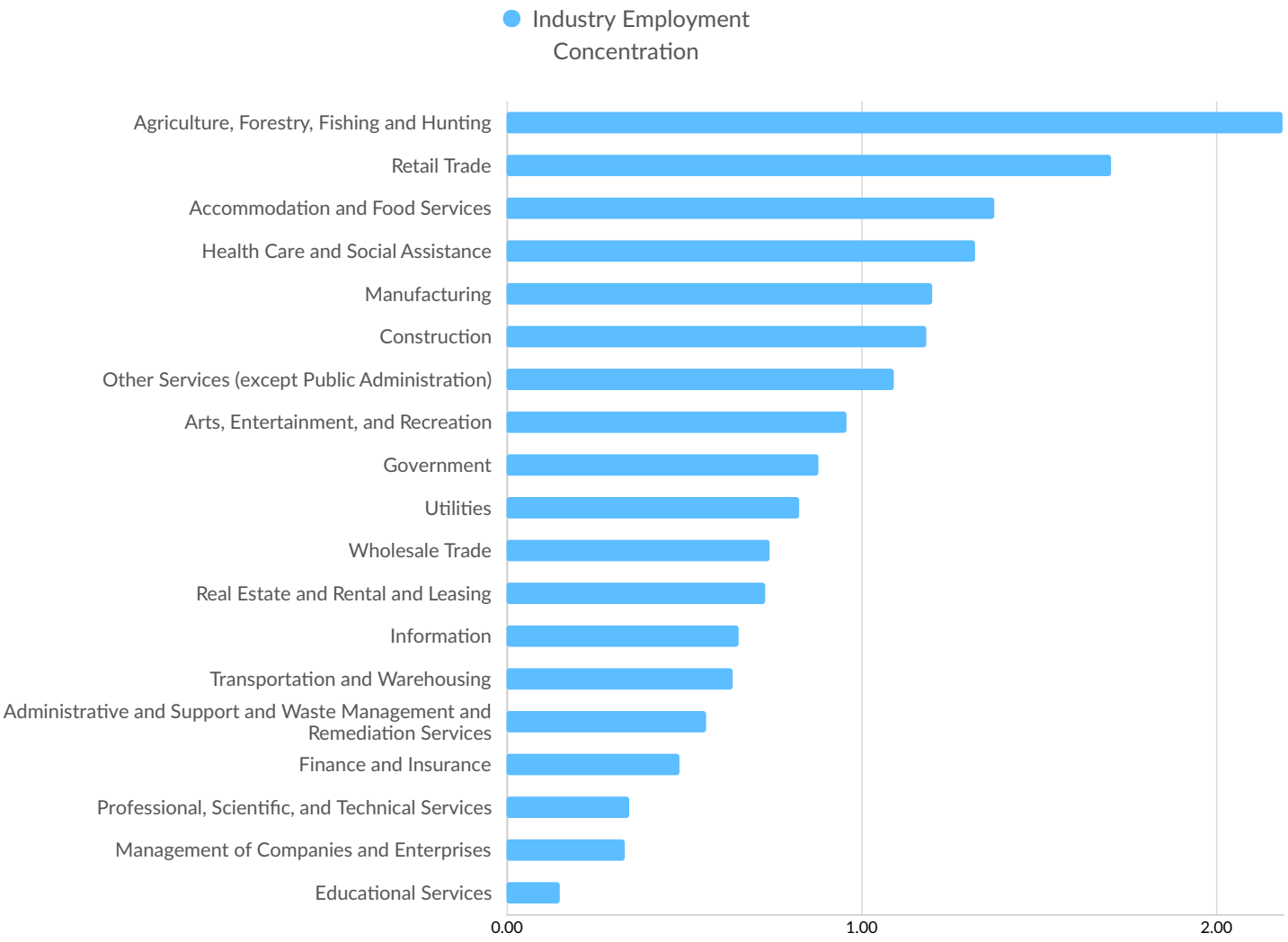
Largest Industries



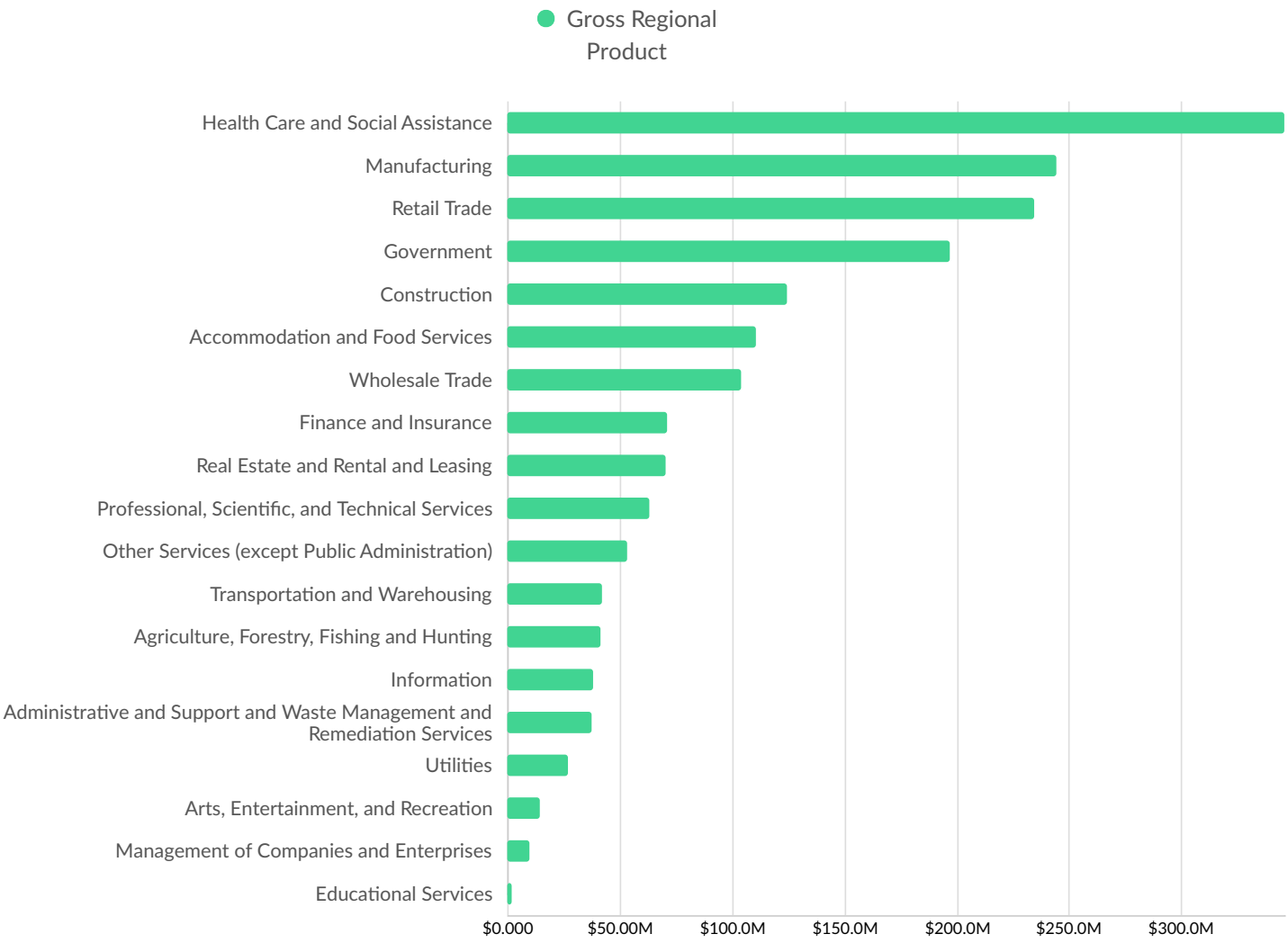
Top Growing Industries



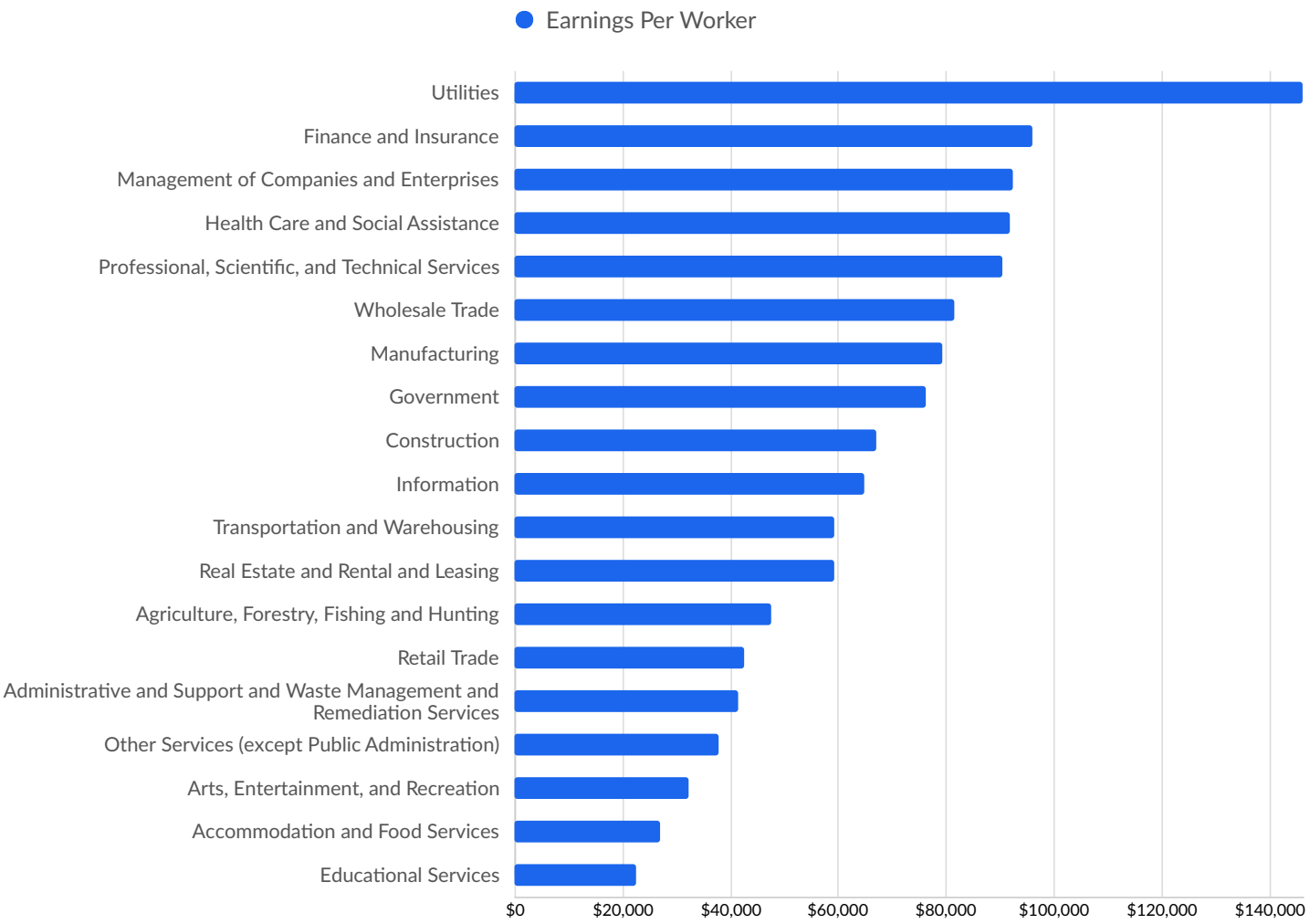
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

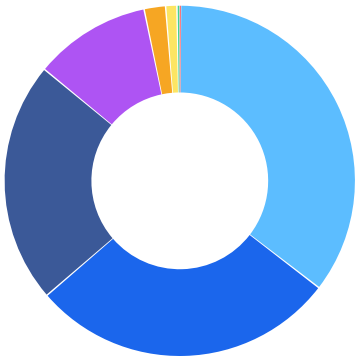
3,897 Companies Employ Your Workers

Online profiles for your workers mention 3,897 companies as employers, with the top 10 appearing below. In the last 12 months, 310 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	186
Ministry Health Care	166
Nicolet College	150
State of Wisconsin	118
School District Of Rhinelander	115
Aspirus	88
Walmart	83
Oneida County	72
Ascension	53
Lakeland Union High School	53

Top Companies Posting	Unique Postings
Aspirus	228
Marshfield Clinic	109
Beaver Dam Community Hospit...	81
Nicolet National Bank	74
Walgreens Boots Alliance	63
Walmart	58
Nicolet College	48
Printpack	43
Kwik Trip	36
Border Foods	30

Business Size

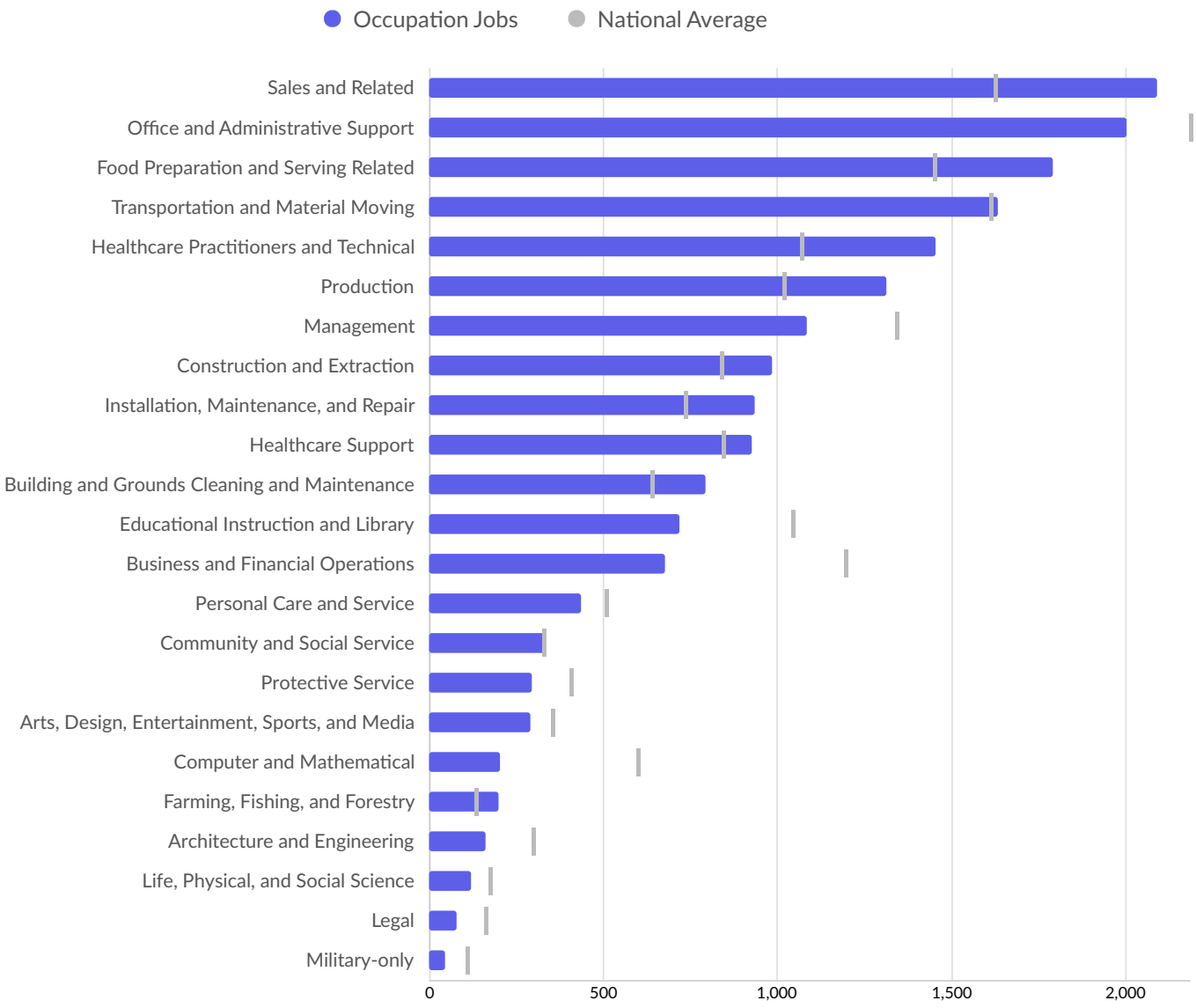


	Percentage	Business Count
1 to 4 employees	35.4%	752
5 to 9 employees	28.3%	601
10 to 19 employees	22.3%	474
20 to 49 employees	10.8%	229
50 to 99 employees	2.0%	42
100 to 249 employees	1.0%	22
250 to 499 employees	0.3%	6
500+ employees	0.0%	1

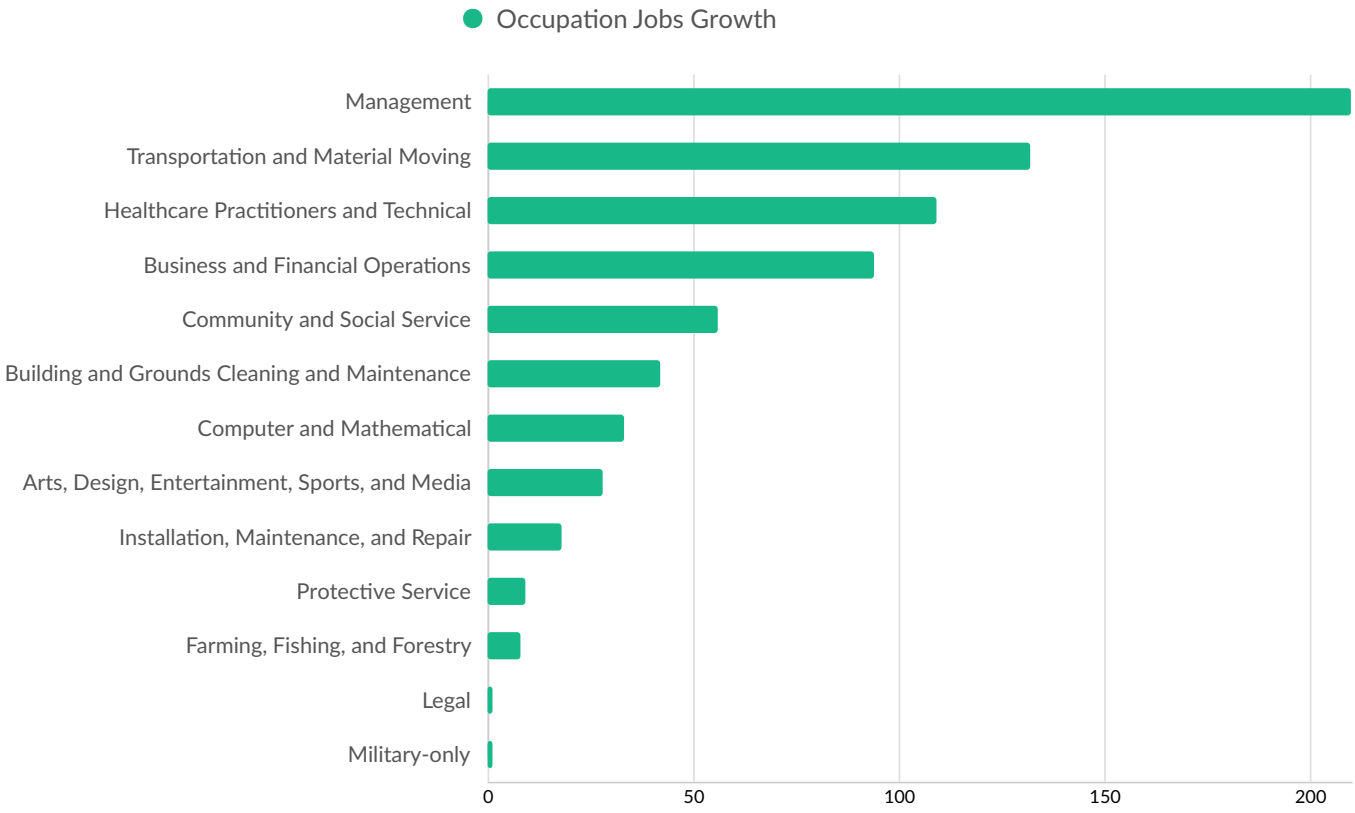
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

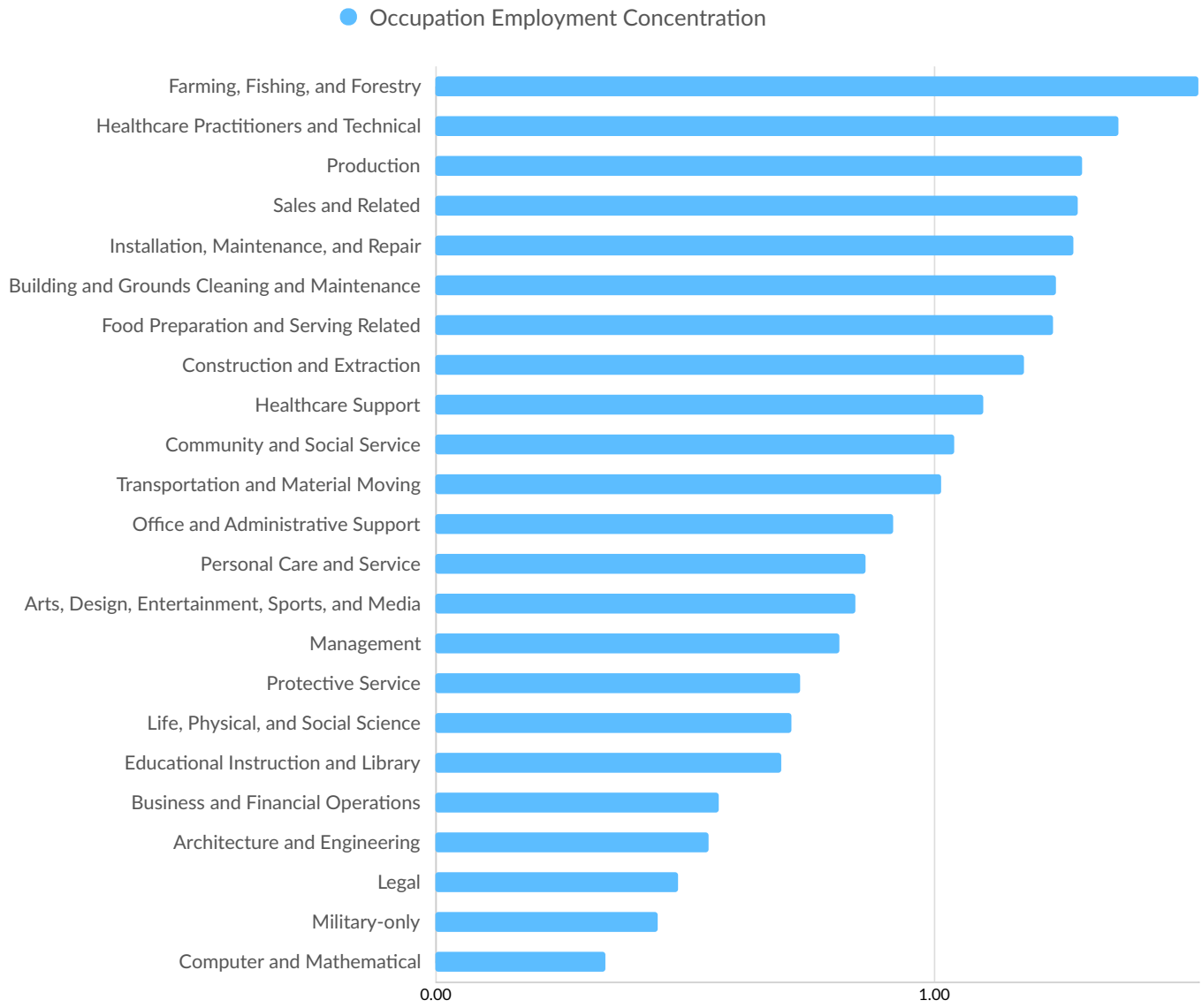
Largest Occupations



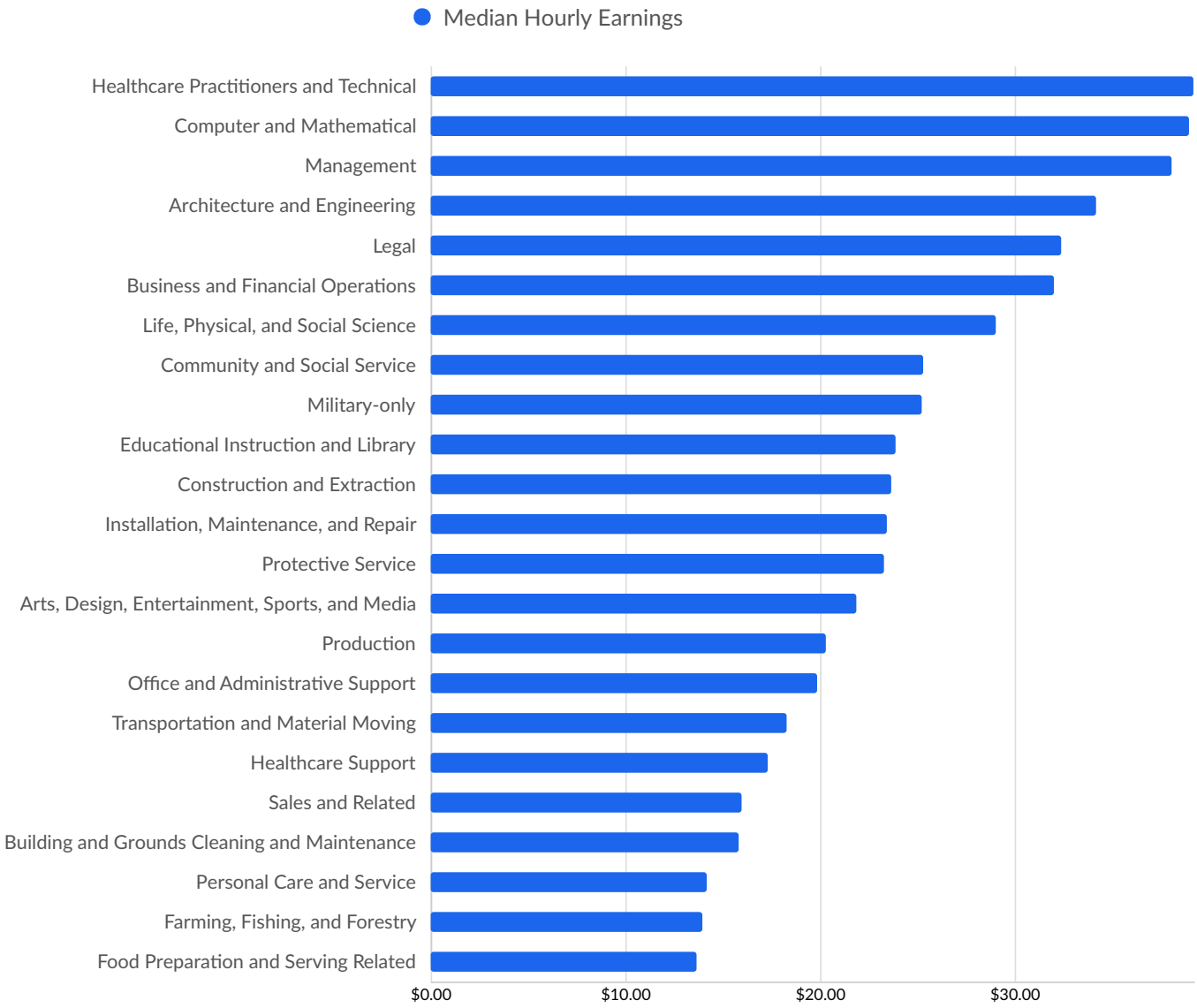
Top Growing Occupations



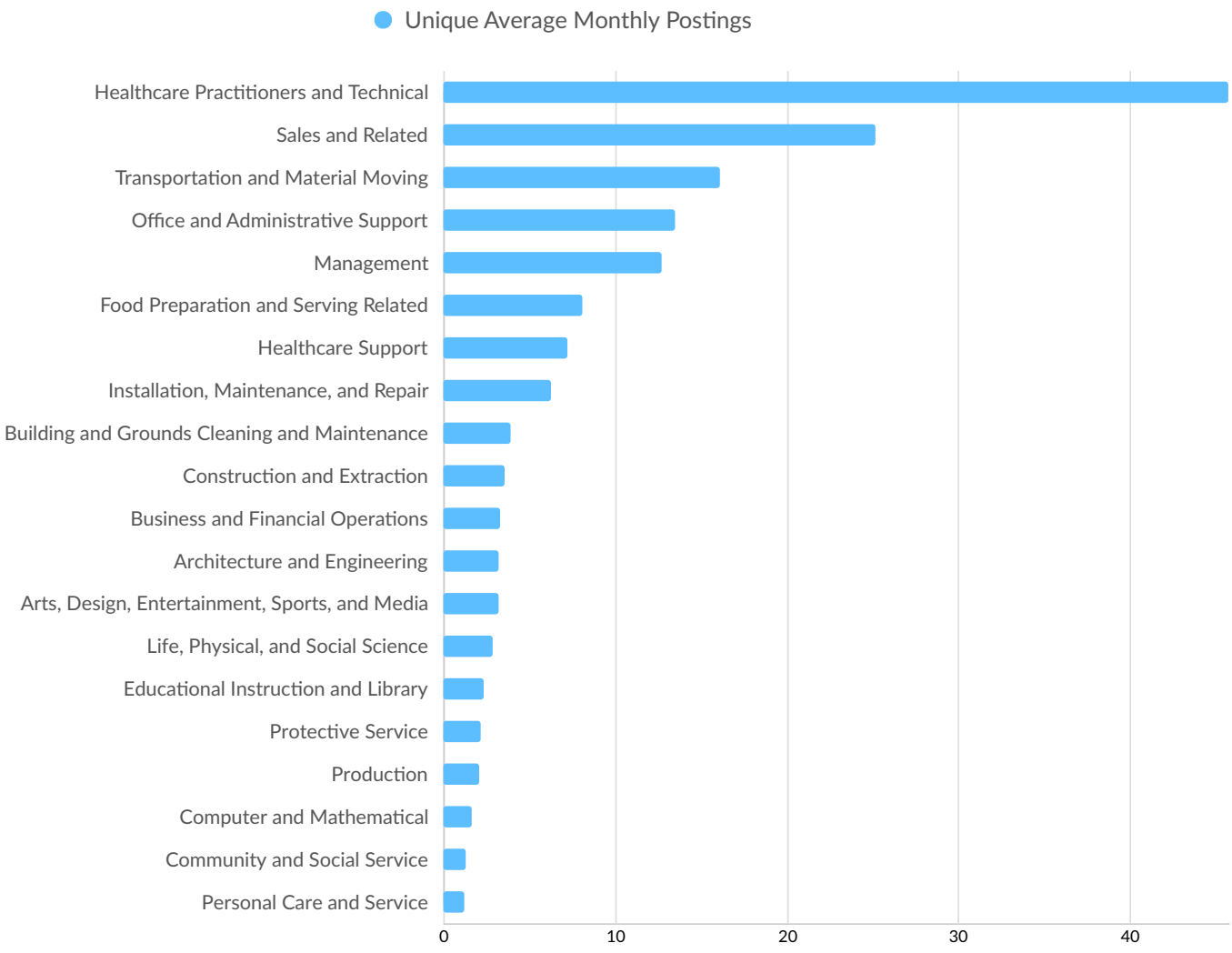
Top Occupation Employment Concentration



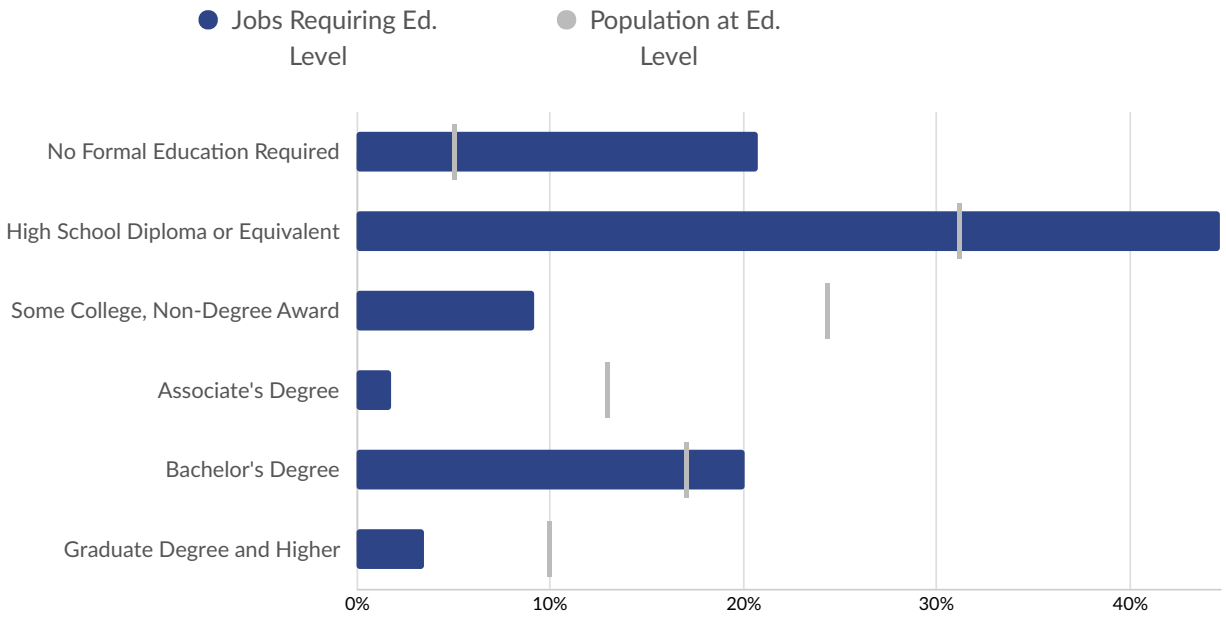
Top Occupation Earnings



Top Posted Occupations

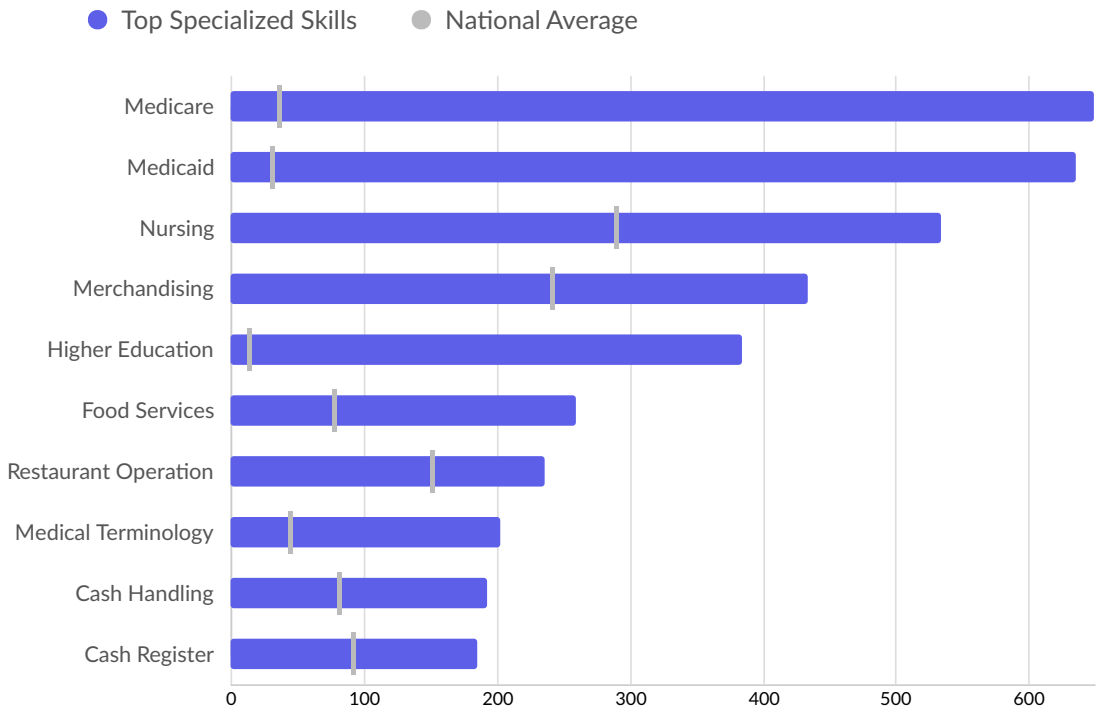


Underemployment



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).

School	Total Graduates (2022)	Graduate Trend (2018 - 2022)
Nicolet Area Technical College	419	

In-Demand Skills