



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

39,413

Population (2023)

Population **grew by 3,964** over the last 5 years and is projected to **grow by 5,148** over the next 5 years.

18,617

Total Regional Employment

Jobs **grew by 63** over the last 5 years and are projected to **grow by 338** over the next 5 years.

\$62.7K

Median Household Income (2022)

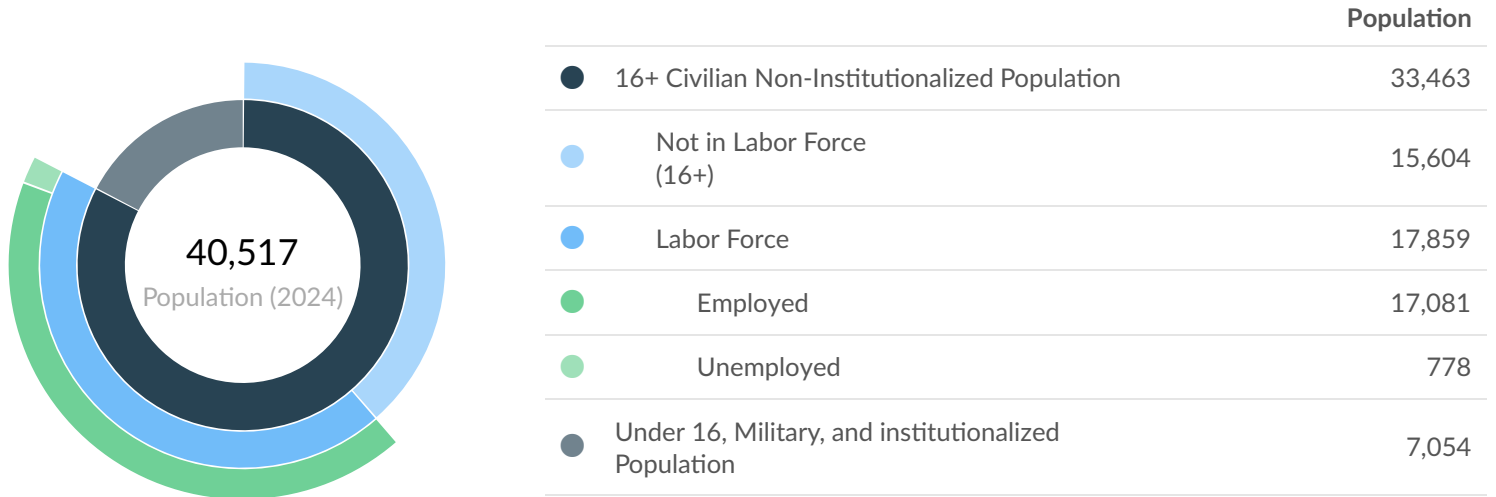
Median household income is **\$6.4K below** the national median household income of \$69.0K.

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 5,148.
- From 2018 to 2023, jobs **increased by 0.3%** in Oneida County, WI from 18,554 to **18,617**. This change **fell short of the national growth rate of 3.9% by 3.6%**. As the number of jobs increased, the **labor force participation rate decreased from 59.7% to 54.7% between 2018 and 2023**.
- Concerning educational attainment, **16.8% of Oneida County, WI residents possess a Bachelor's Degree** (4.4% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2023 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Local Government, Excluding Education and Hospitals.

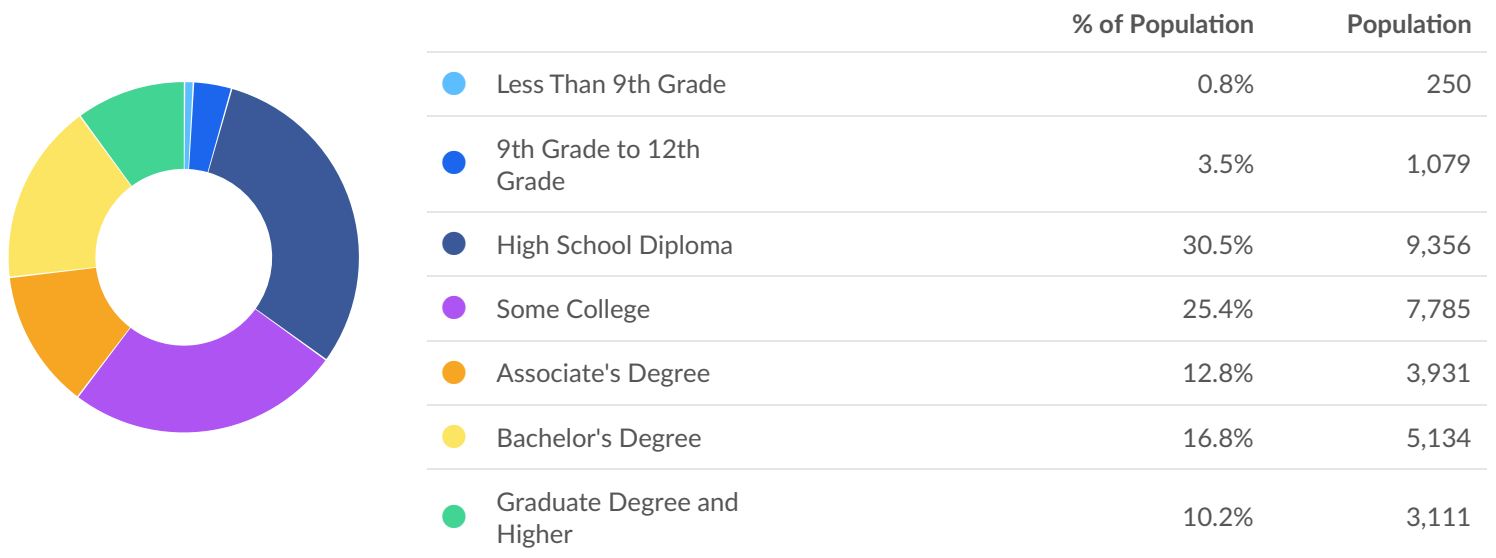
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	40,517	17,859	18,617	100.7	\$2.07B	\$2.84B	\$2.42B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



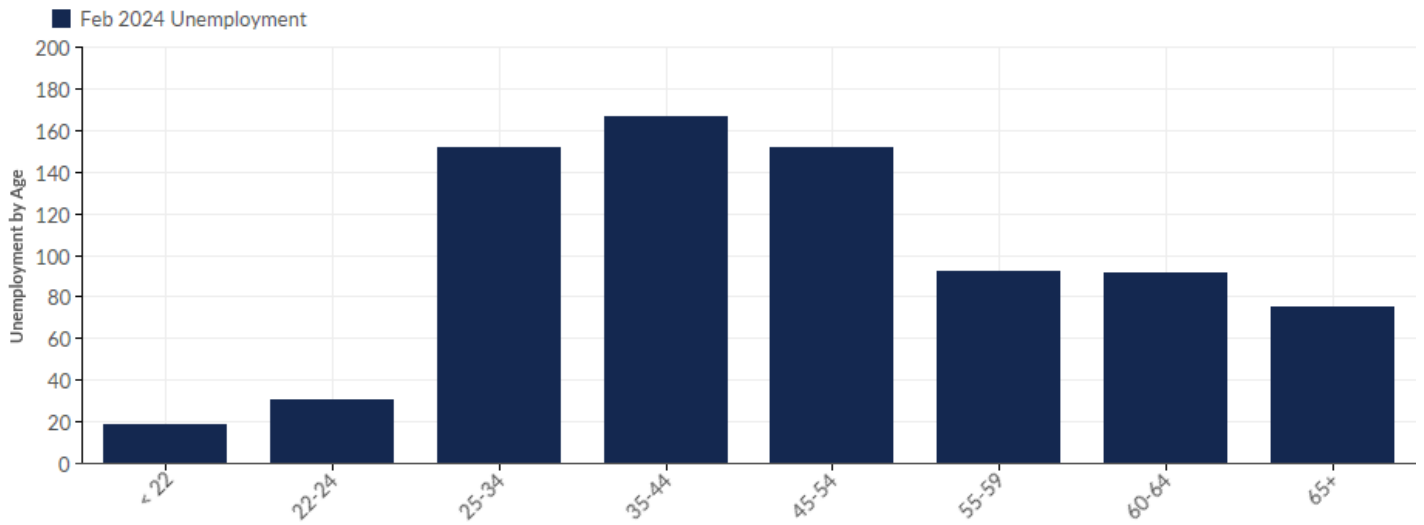
Educational Attainment

Concerning educational attainment, **16.8% of Oneida County, WI residents possess a Bachelor's Degree** (4.4% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).



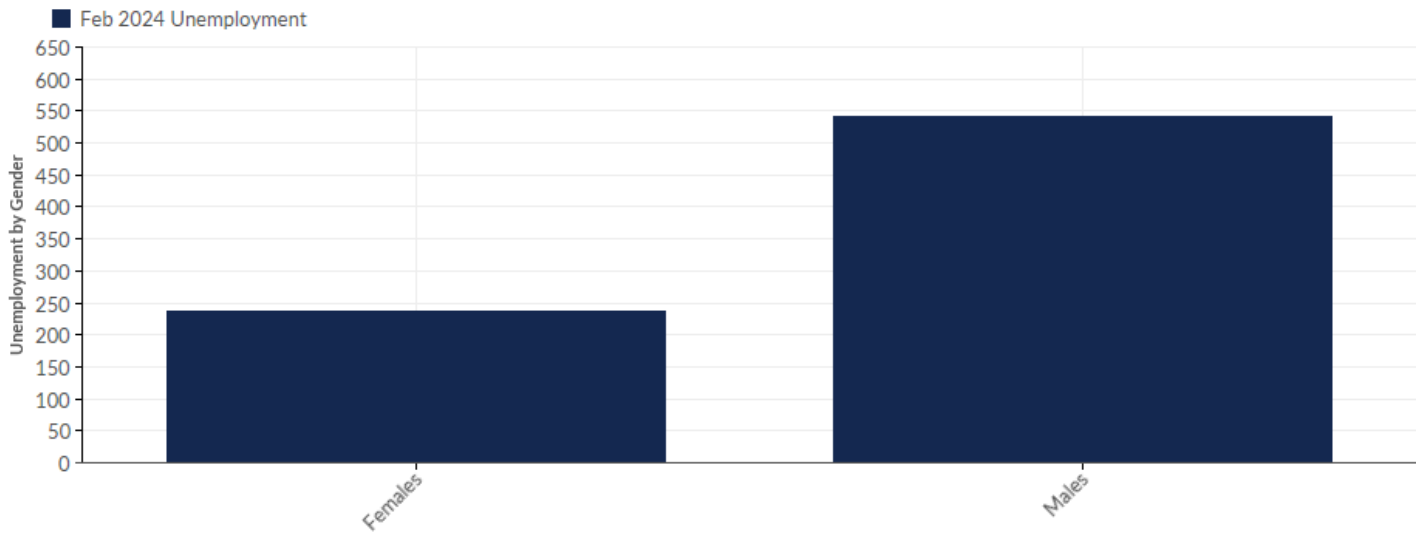
Unemployment by Demographics

Unemployment by Age



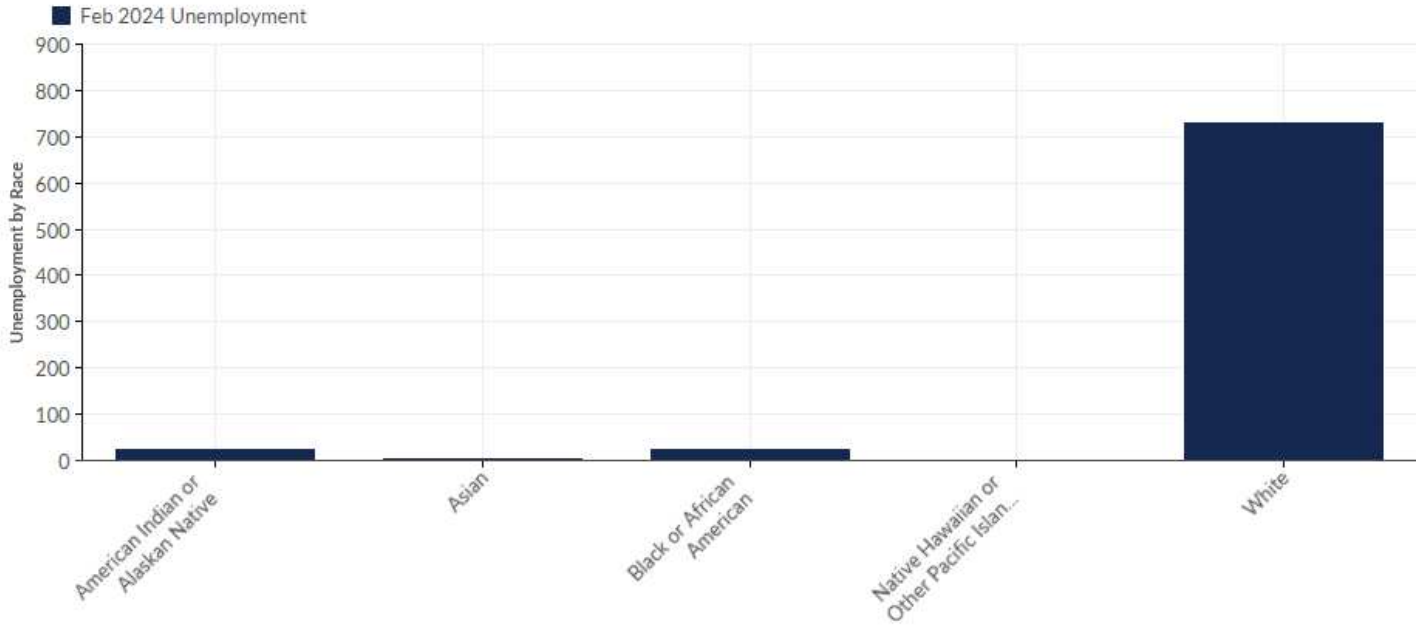
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	19	2.44%
22-24	31	3.98%
25-34	151	19.41%
35-44	166	21.34%
45-54	152	19.54%
55-59	92	11.83%
60-64	92	11.83%
65+	75	9.64%
Total	778	100.00%

Unemployment by Gender



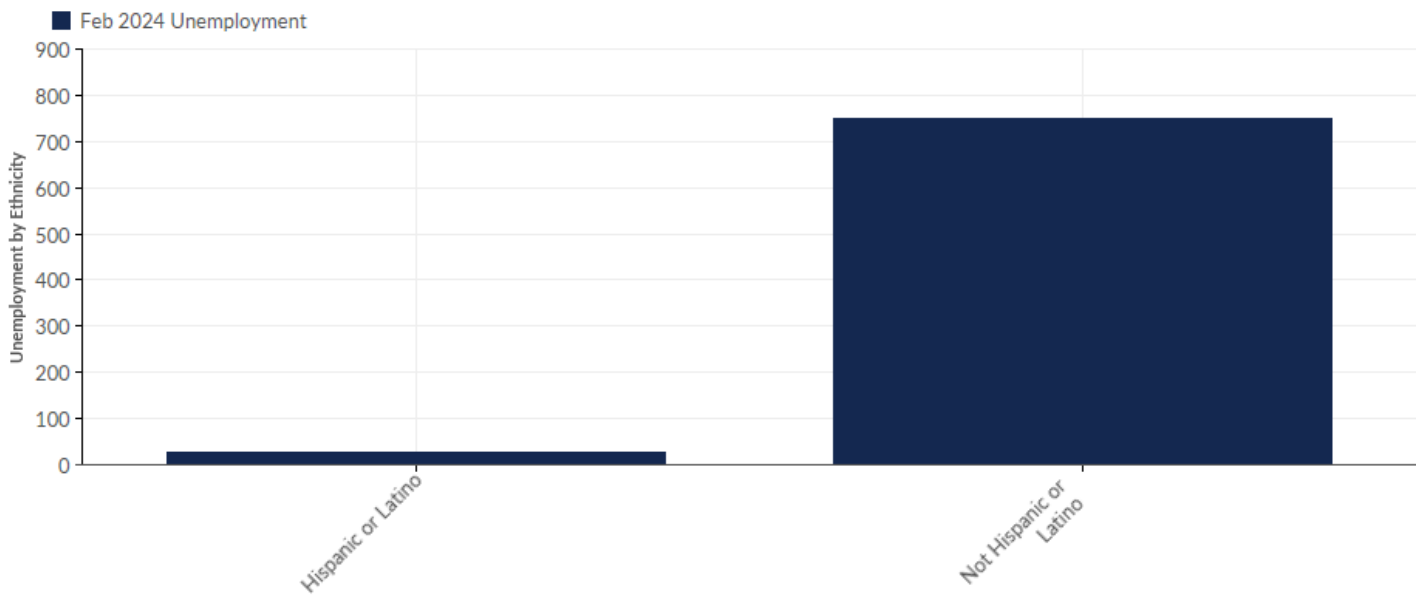
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	236	30.33%
Males	542	69.67%
Total	778	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	22	2.83%
Asian	5	0.64%
Black or African American	22	2.83%
Native Hawaiian or Other Pacific Islander	1	0.13%
White	728	93.57%
Total	778	100.00%

Unemployment by Ethnicity

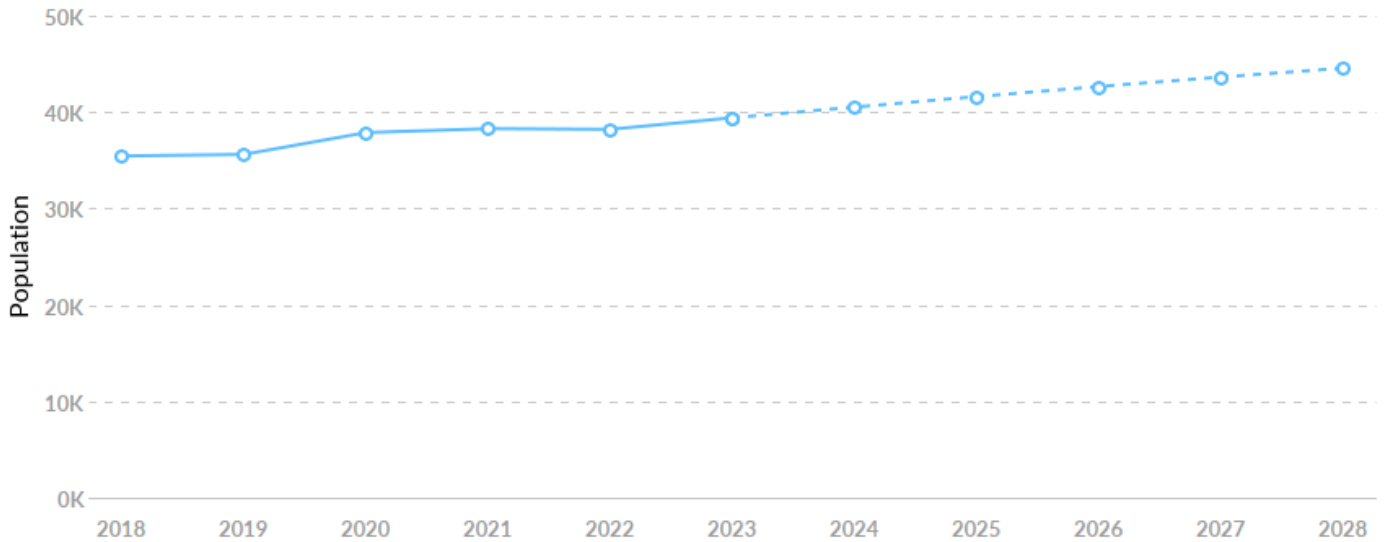


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	28	3.60%
Not Hispanic or Latino	750	96.40%
Total	778	100.00%

Historic & Projected Trends

Population Trends

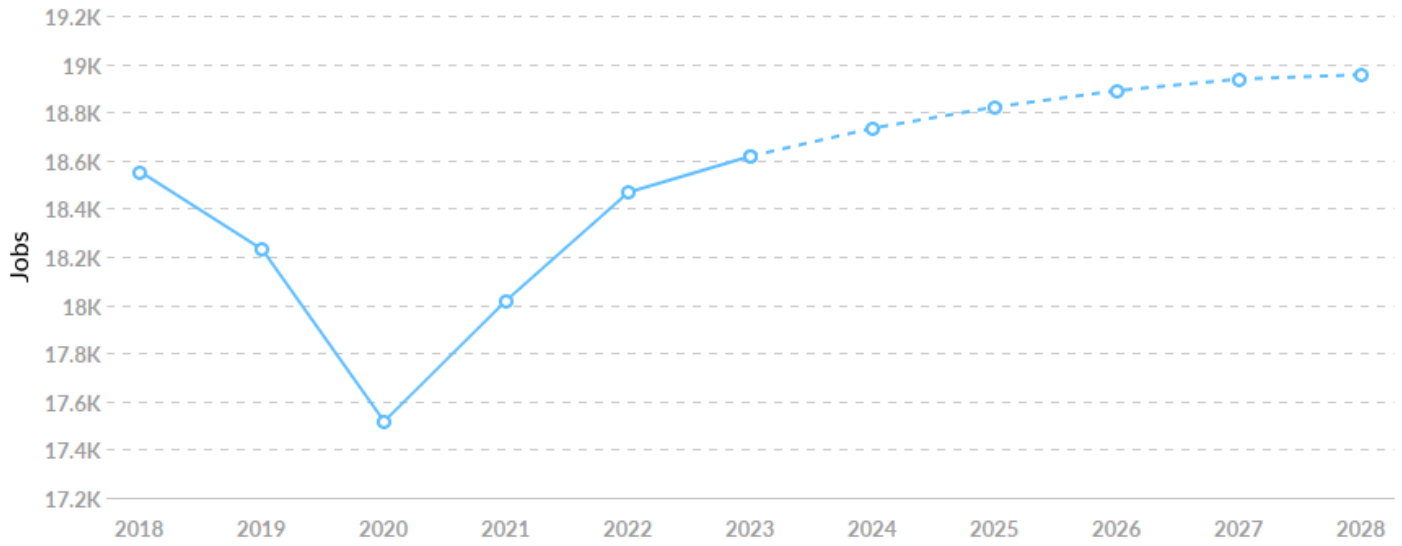
As of 2023 the region's population increased by 11.2% since 2018, growing by 3,964. Population is expected to increase by 13.1% between 2023 and 2028, adding 5,148.



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

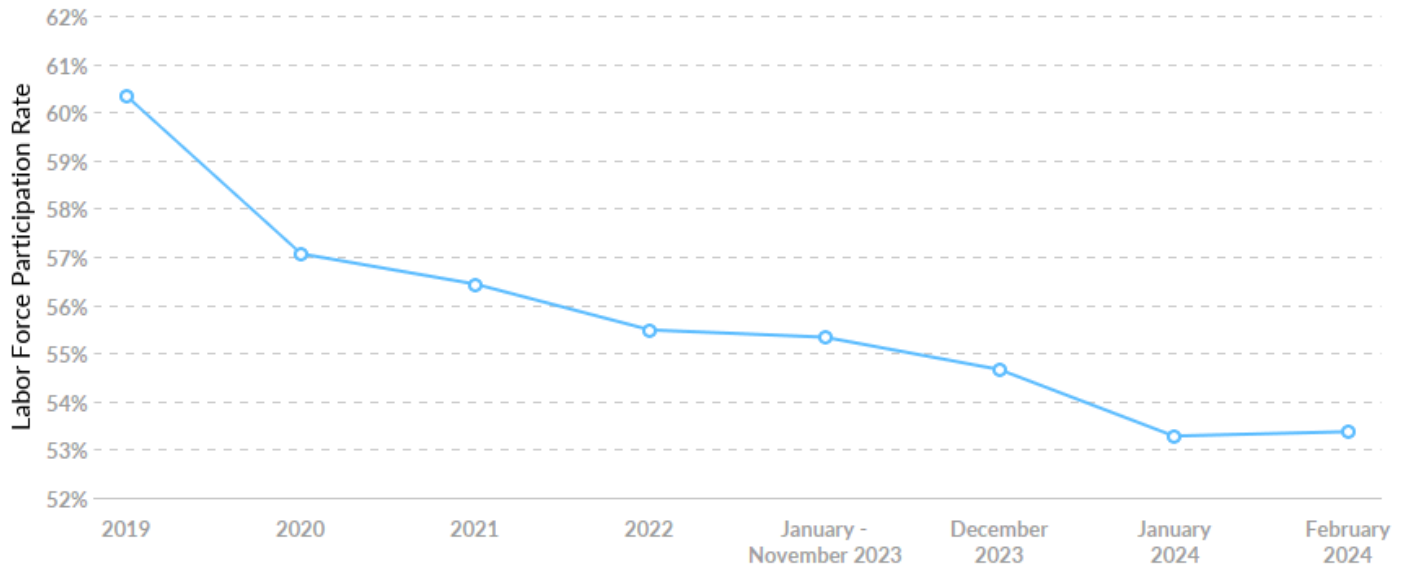
Job Trends

From 2018 to 2023, jobs increased by 0.3% in Oneida County, WI from 18,554 to **18,617**. This change fell short of the national growth rate of 3.9% by 3.6%.



Timeframe	Jobs
2018	18,554
2019	18,231
2020	17,516
2021	18,018
2022	18,467
2023	18,617
2024	18,733
2025	18,821
2026	18,889
2027	18,937
2028	18,955

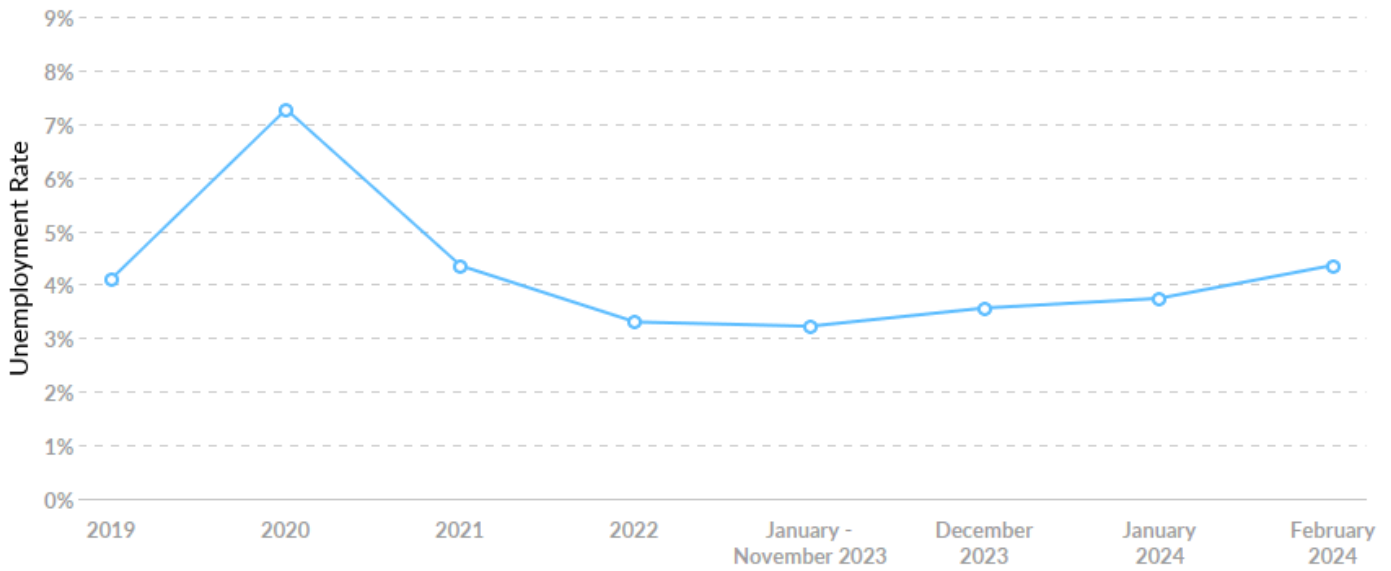
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	60.33%
2020	57.06%
2021	56.43%
2022	55.48%
January - November 2023	55.33%
December 2023	54.66%
January 2024	53.28%
February 2024	53.37%

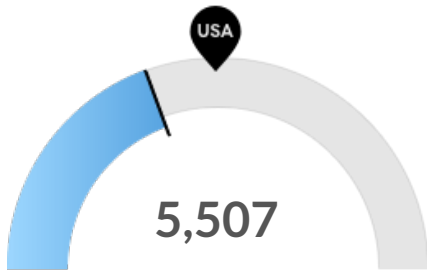
Unemployment Rate Trends

Oneida County, WI had a February 2024 unemployment rate of 4.36%, **increasing from 4.11% 5 years before.**



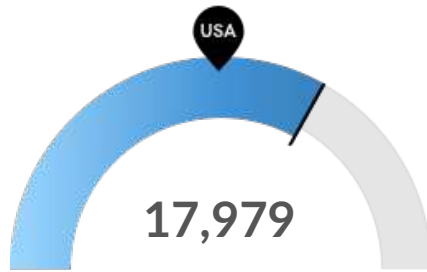
Timeframe	Unemployment Rate
2019	4.11%
2020	7.27%
2021	4.35%
2022	3.30%
January - November 2023	3.22%
December 2023	3.56%
January 2024	3.74%
February 2024	4.36%

Population Characteristics



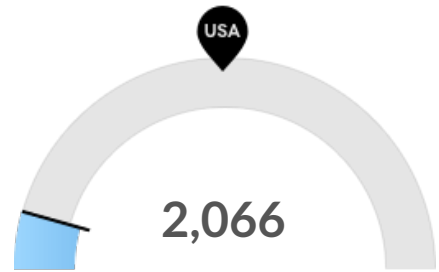
Millennials

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



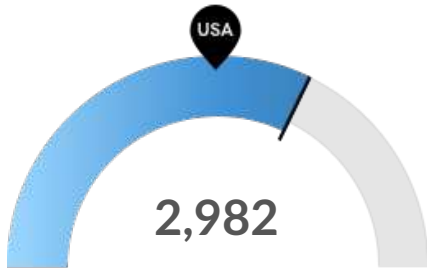
Retiring Soon

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.



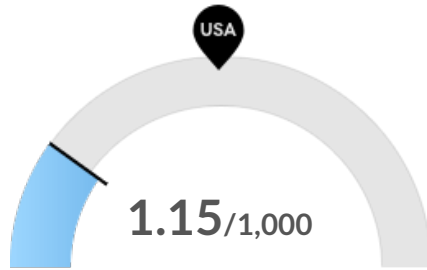
Racial Diversity

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.



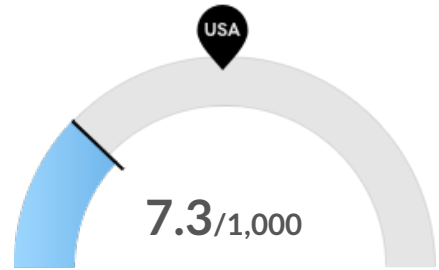
Veterans

Oneida County, WI has 2,982 veterans. The national average for an area this size is 1,999.



Violent Crime

Oneida County, WI has 1.15 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

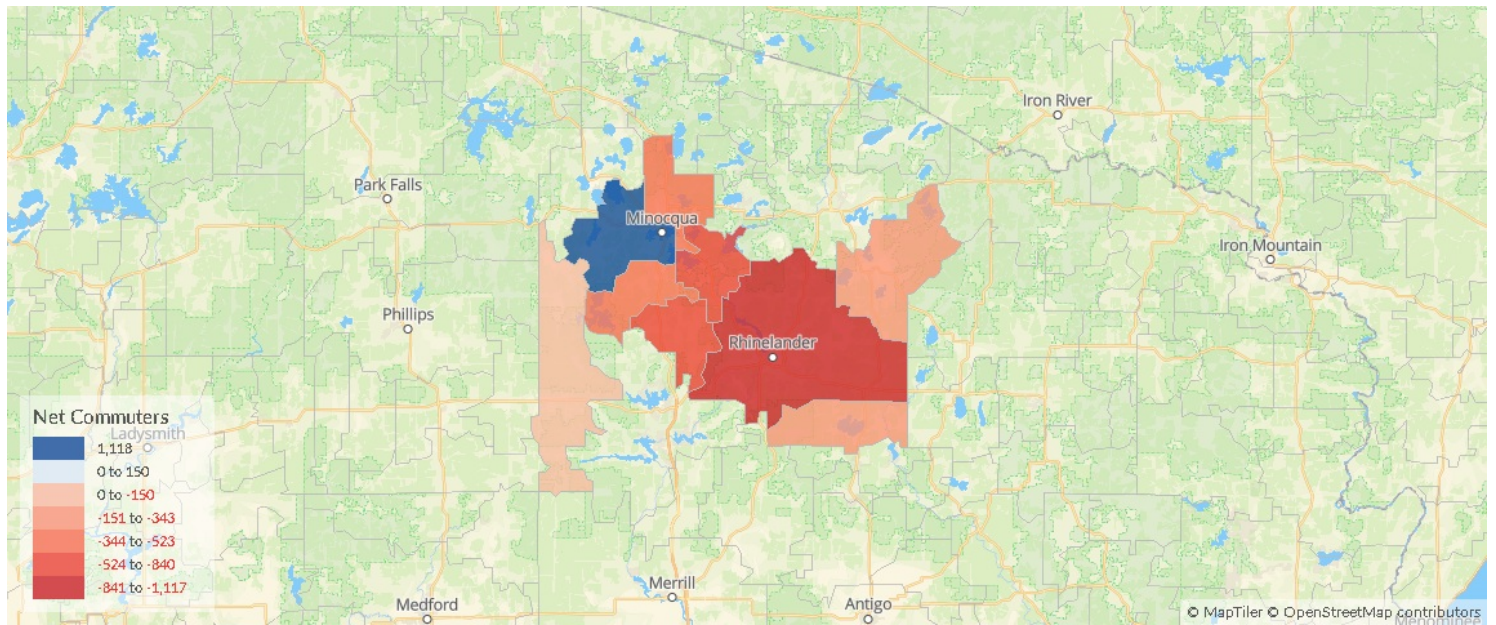


Property Crime

Oneida County, WI has 7.3 property crimes per 1,000 people. The national rate is 18.22 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...	9,984
54548	Minocqua, WI (in Oneid...	4,029
54568	Woodruff, WI (in Oneid...	2,482
54562	Three Lakes, WI (in One...	900
54531	Hazelhurst, WI (in Onei...	344

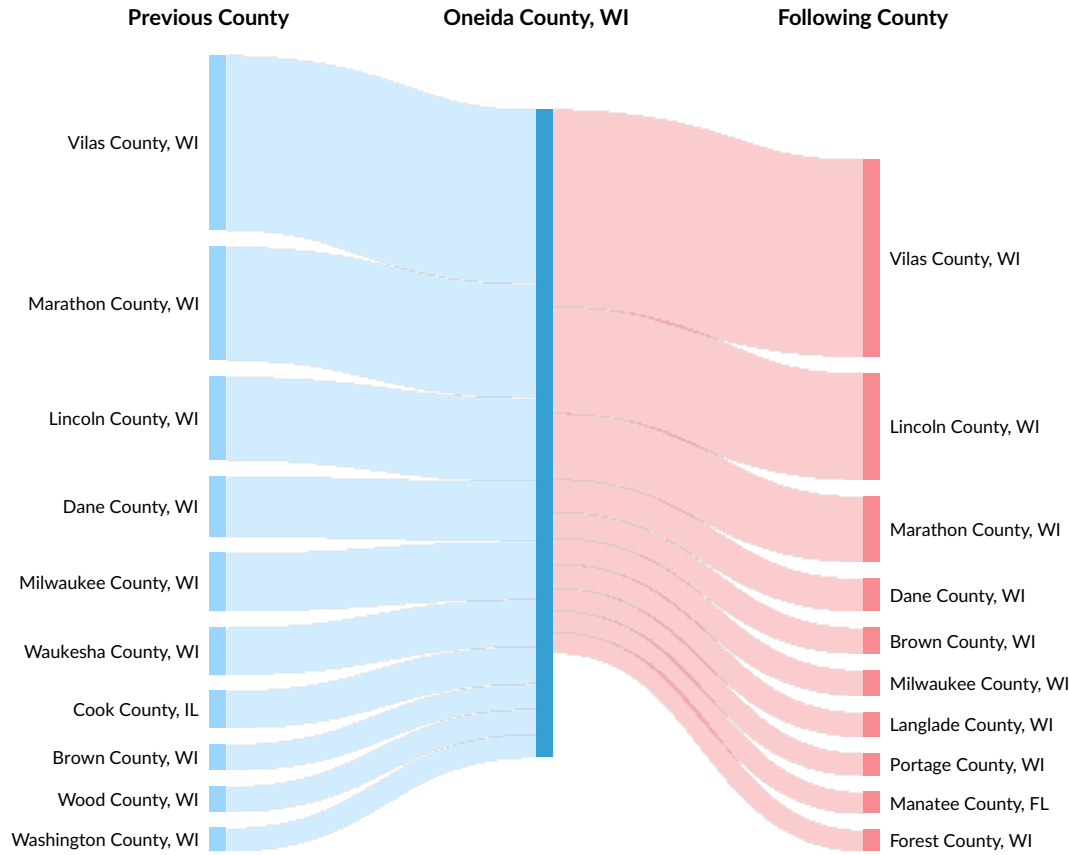
Where Talent Lives

ZIP	Name	2023 Workers
54501	Rhinelander, WI (in One...	10,825
54548	Minocqua, WI (in Oneid...	2,911
54568	Woodruff, WI (in Oneid...	2,826
54562	Three Lakes, WI (in One...	1,051
54539	Lake Tomahawk, WI (in ...	816

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, 243 people have migrated from Vilas County, WI to Oneida County, WI. In the same year, 274 people left Oneida County, WI migrating to Vilas County, WI. The total Net Migration for Oneida County, WI in 2021 was 511.

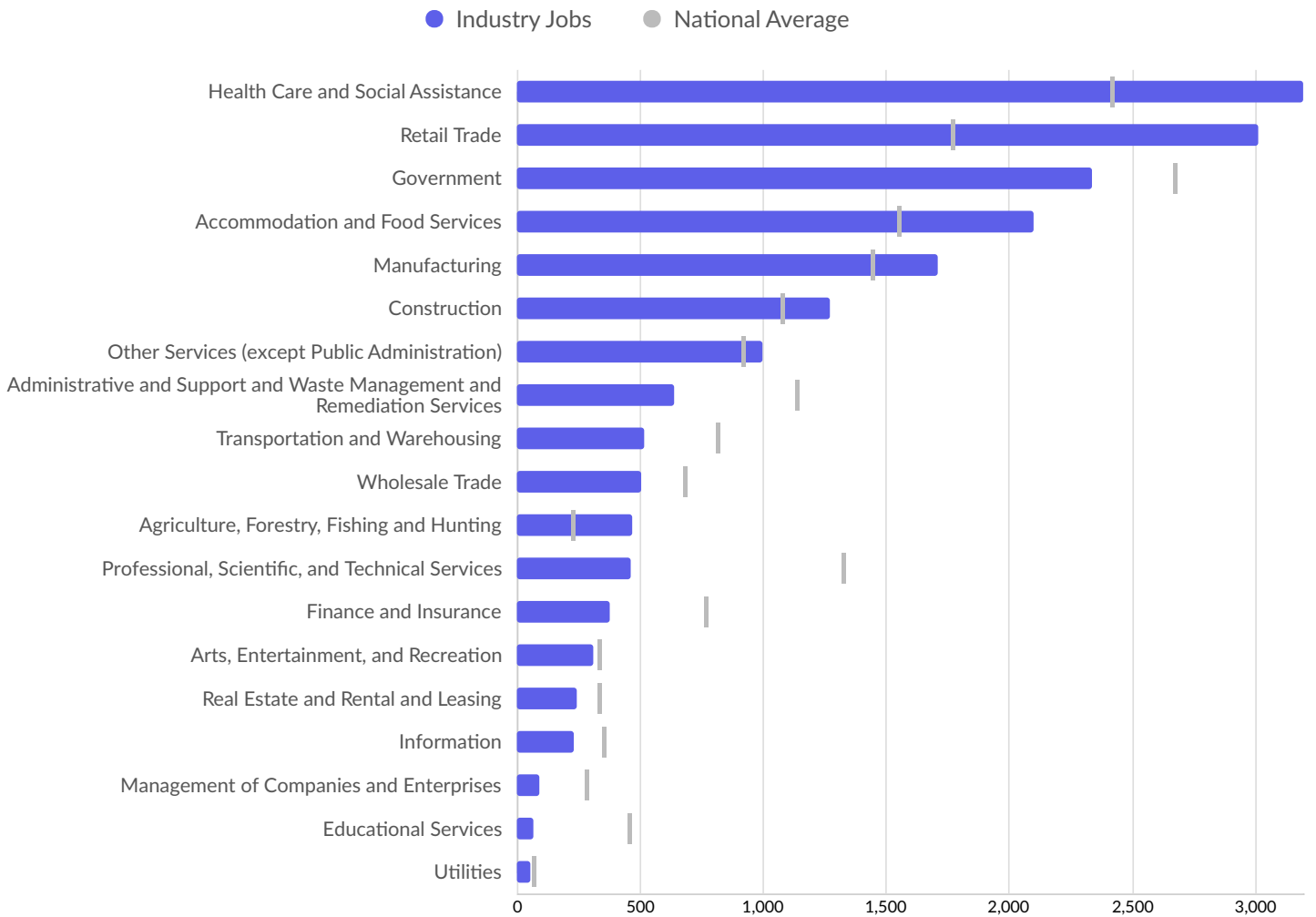


Top Previous Counties	Migrations
Vilas County, WI	243
Marathon County, WI	158
Lincoln County, WI	116
Dane County, WI	83
Milwaukee County, WI	81
Waukesha County, WI	65

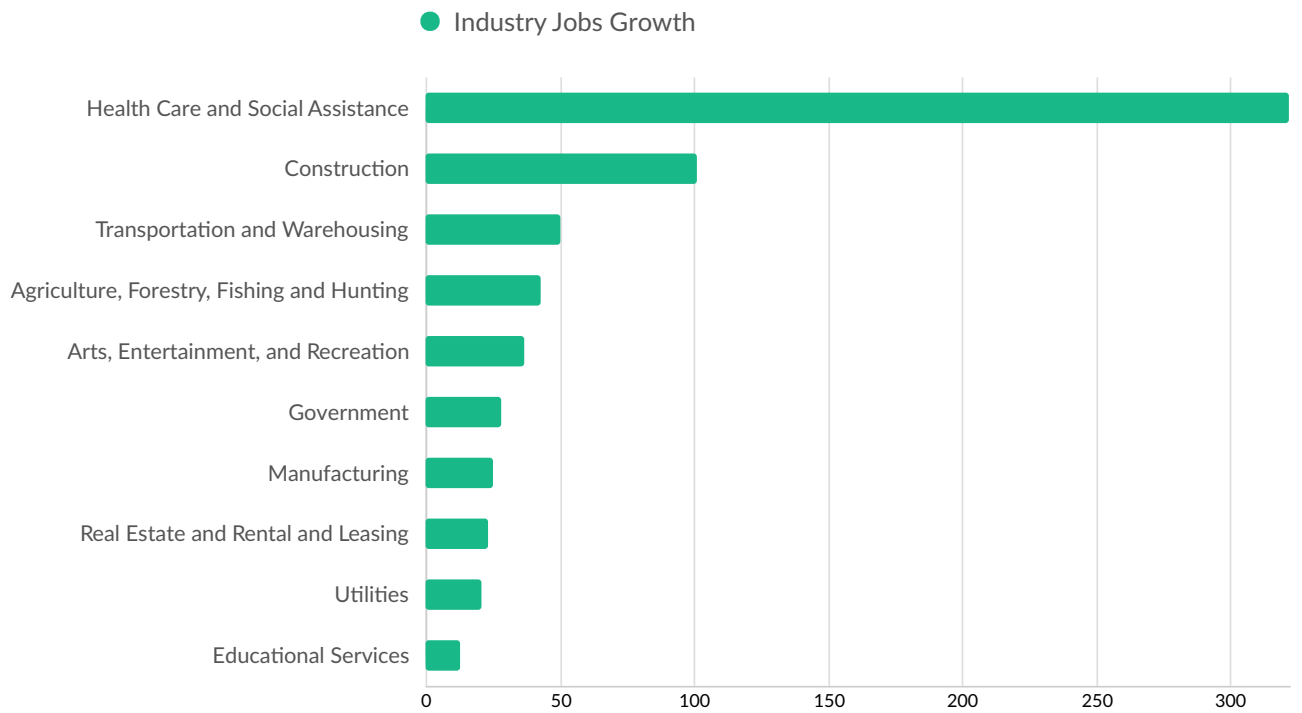
Top Previous Counties	Migrations
Cook County, IL	51
Brown County, WI	36
Wood County, WI	35
Washington County, WI	32
Outagamie County, WI	31
Portage County, WI	29
Dakota County, MN	29
Winnebago County, WI	28
Walworth County, WI	26
Top Following Counties	Migrations
Vilas County, WI	274
Lincoln County, WI	148
Marathon County, WI	91
Dane County, WI	46
Brown County, WI	36
Milwaukee County, WI	36
Langlade County, WI	34
Portage County, WI	31
Manatee County, FL	30
Forest County, WI	29
Outagamie County, WI	26
Kane County, IL	26
Wood County, WI	23
Yolo County, CA	23
Ramsey County, MN	22

Industry Characteristics

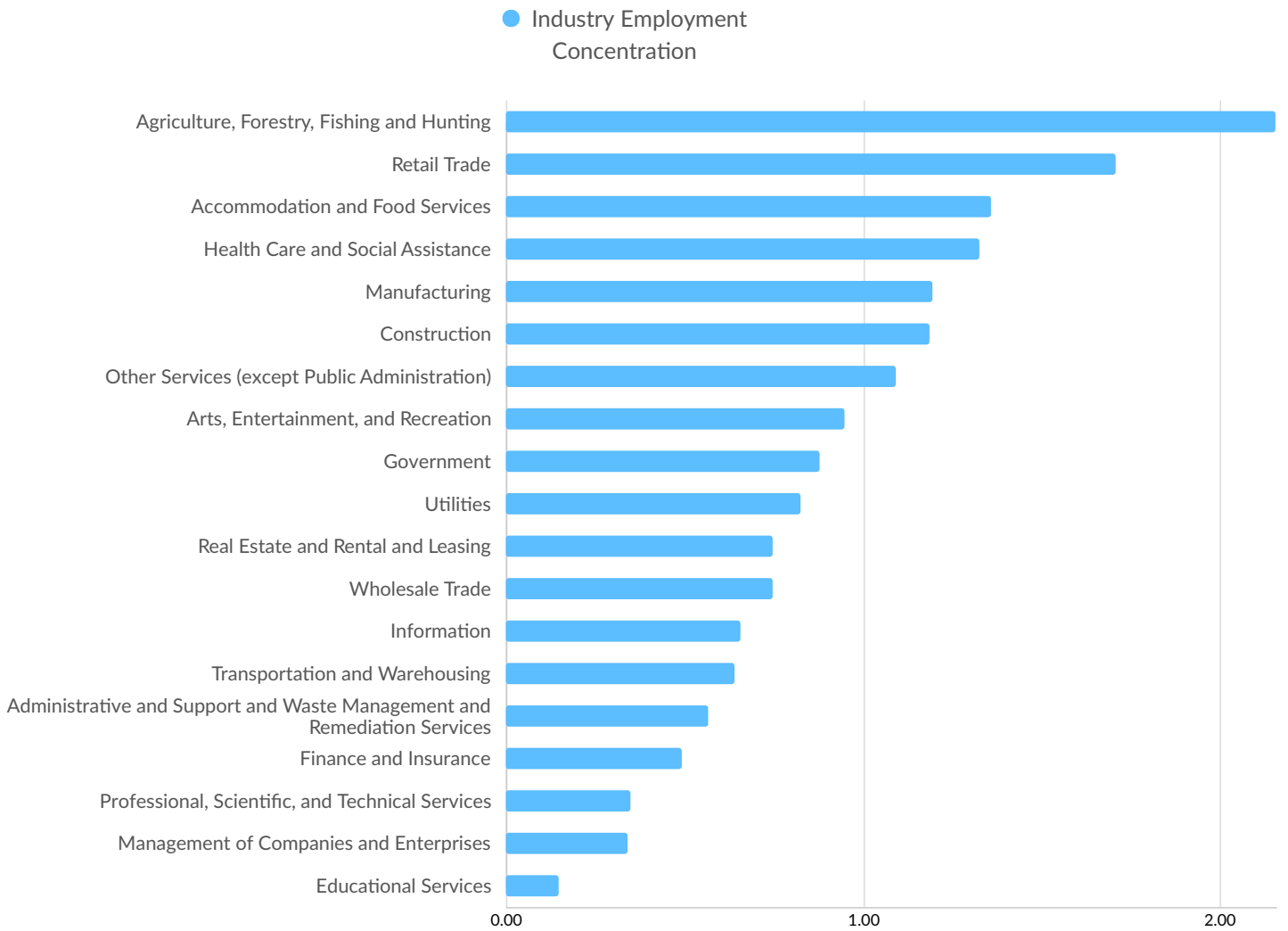
Largest Industries



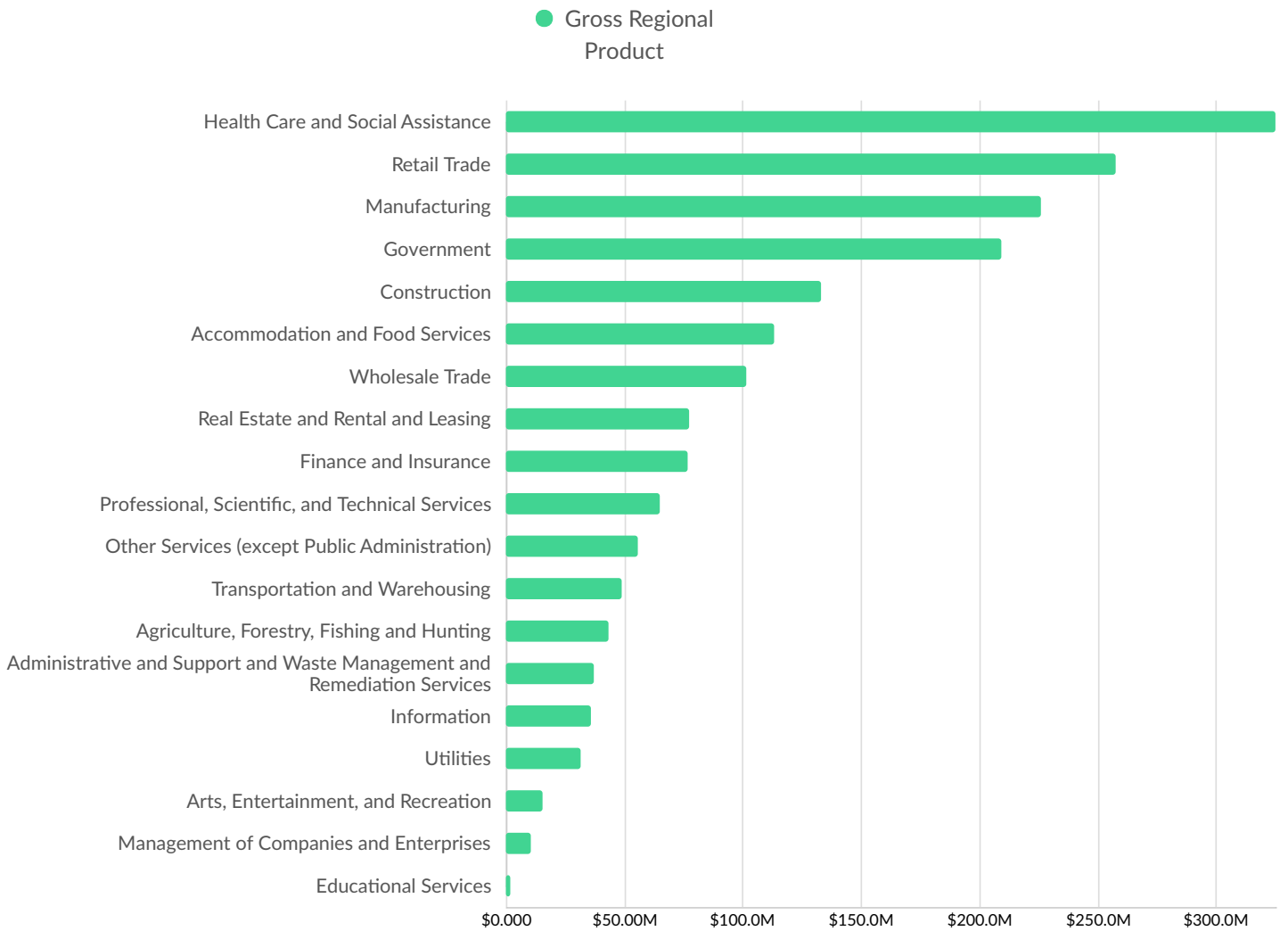
Top Growing Industries



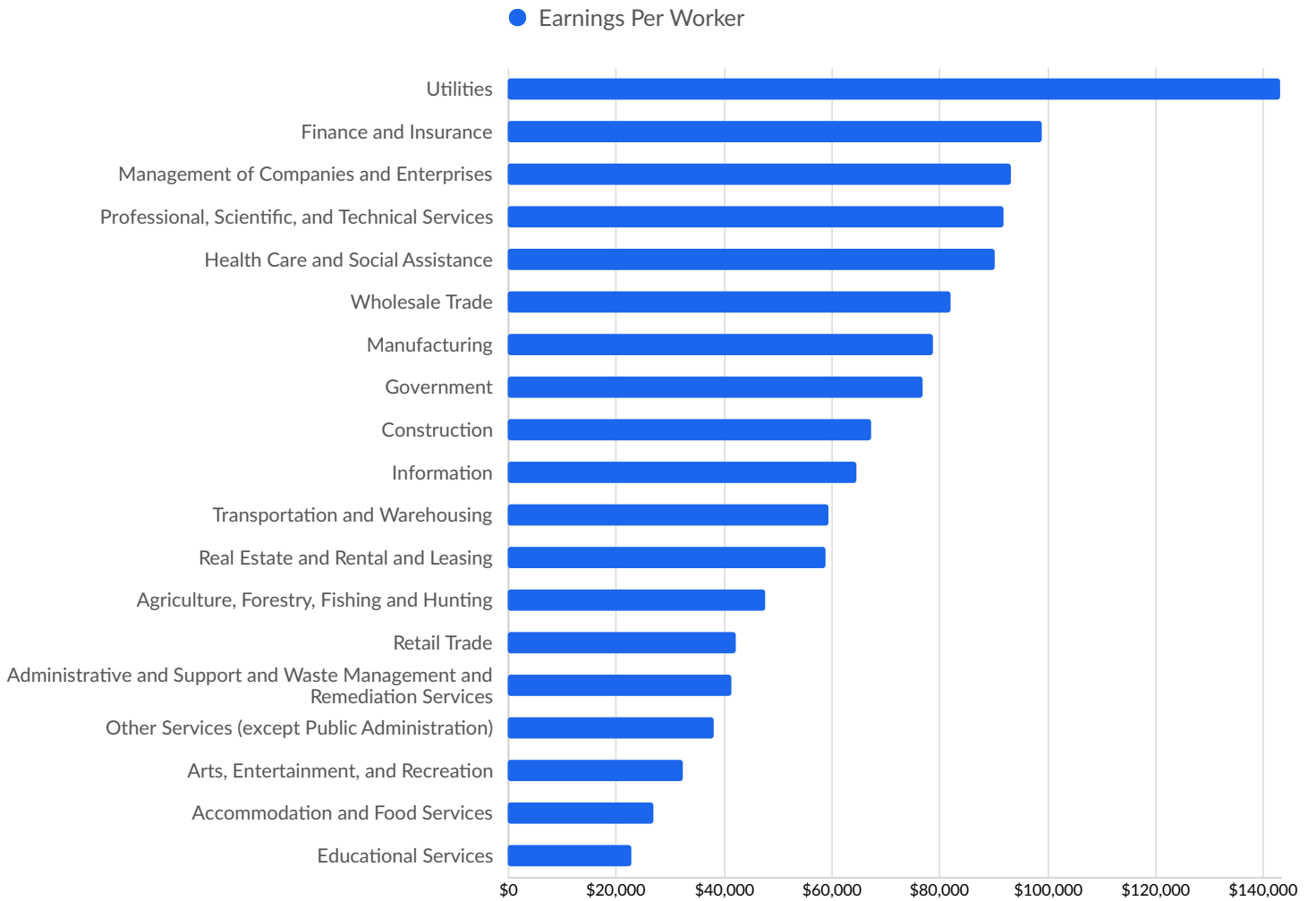
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



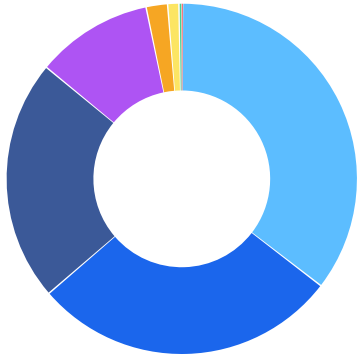
Business Characteristics

4,145 Companies Employ Your Workers

Online profiles for your workers mention 4,145 companies as employers, with the top 10 appearing below. In the last 12 months, 325 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	183 	Aspirus	204 
Ministry Health Care	159 	Marshfield Clinic	105 
Nicolet College	145 	Nicolet National Bank	67 
State of Wisconsin	116 	Walgreens Boots Alliance	66 
School District Of Rhinelander	115 	Walmart	60 
Aspirus	82 	Beaver Dam Community Hospit...	58 
Oneida County	78 	Nicolet College	50 
Walmart	74 	Border Foods	45 
United States Forest Service	54 	Printpack	41 
Printpack	53 	CompHealth	40 

Business Size

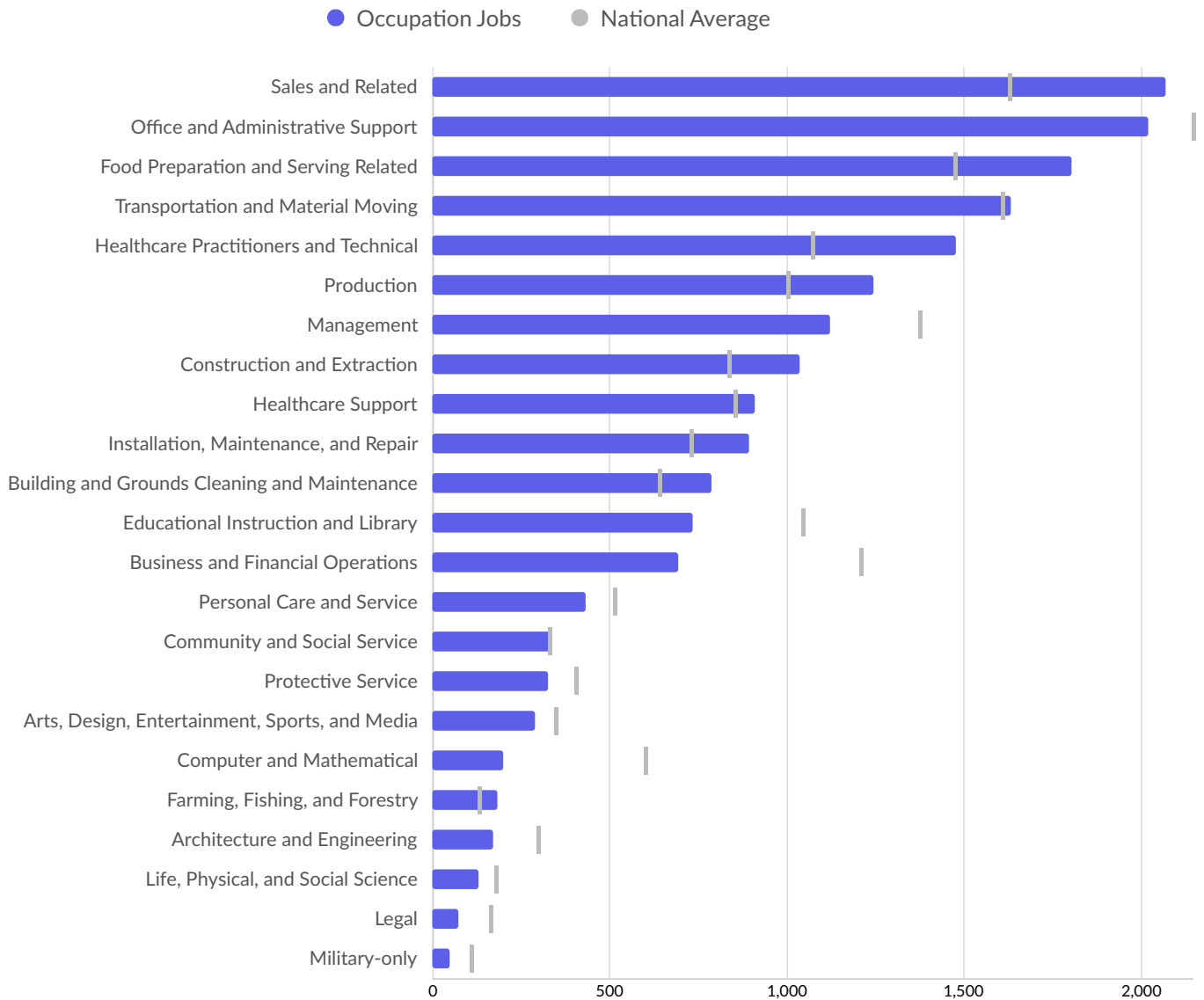


	Percentage	Business Count
● 1 to 4 employees	35.4%	752
● 5 to 9 employees	28.3%	601
● 10 to 19 employees	22.3%	474
● 20 to 49 employees	10.8%	229
● 50 to 99 employees	2.0%	42
● 100 to 249 employees	1.0%	22
● 250 to 499 employees	0.3%	6
● 500+ employees	0.0%	1

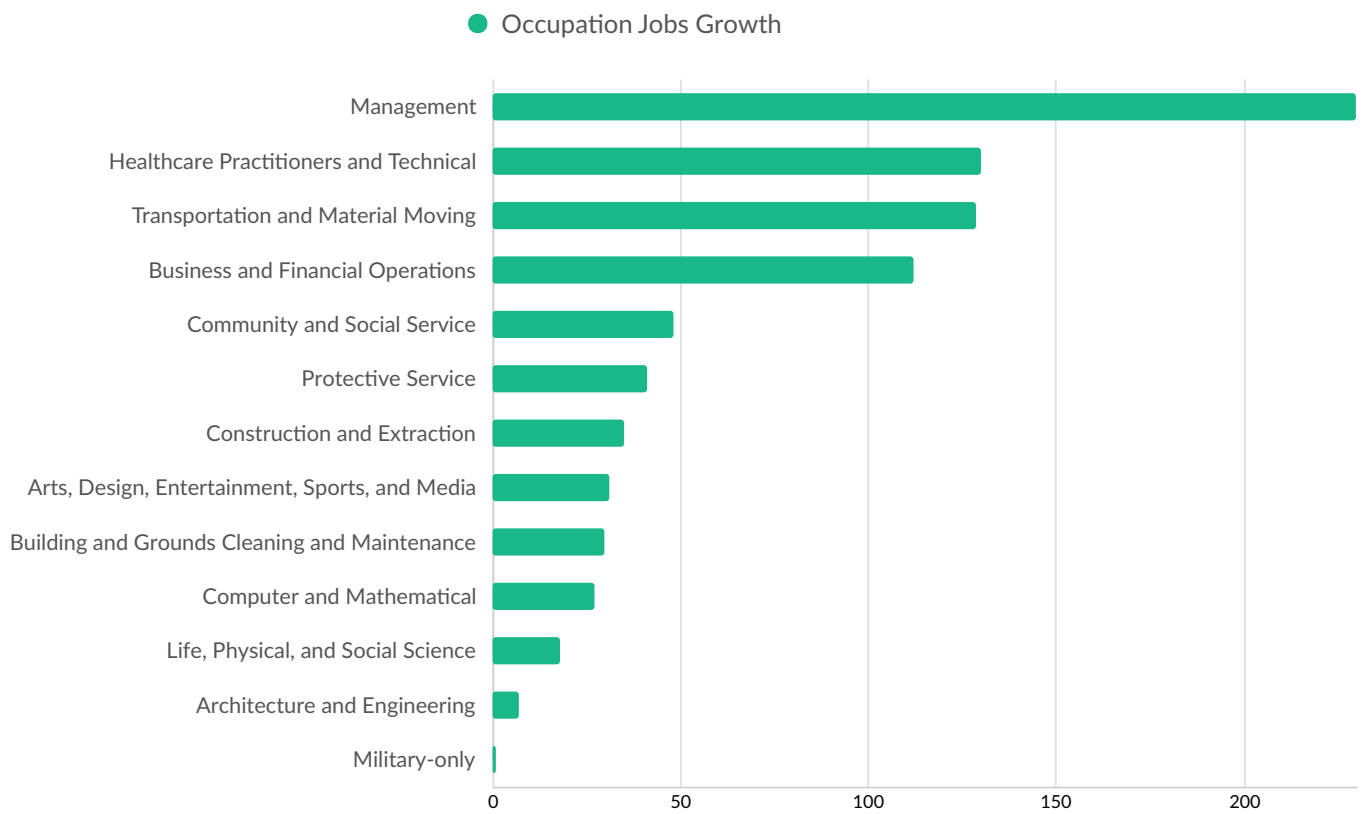
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

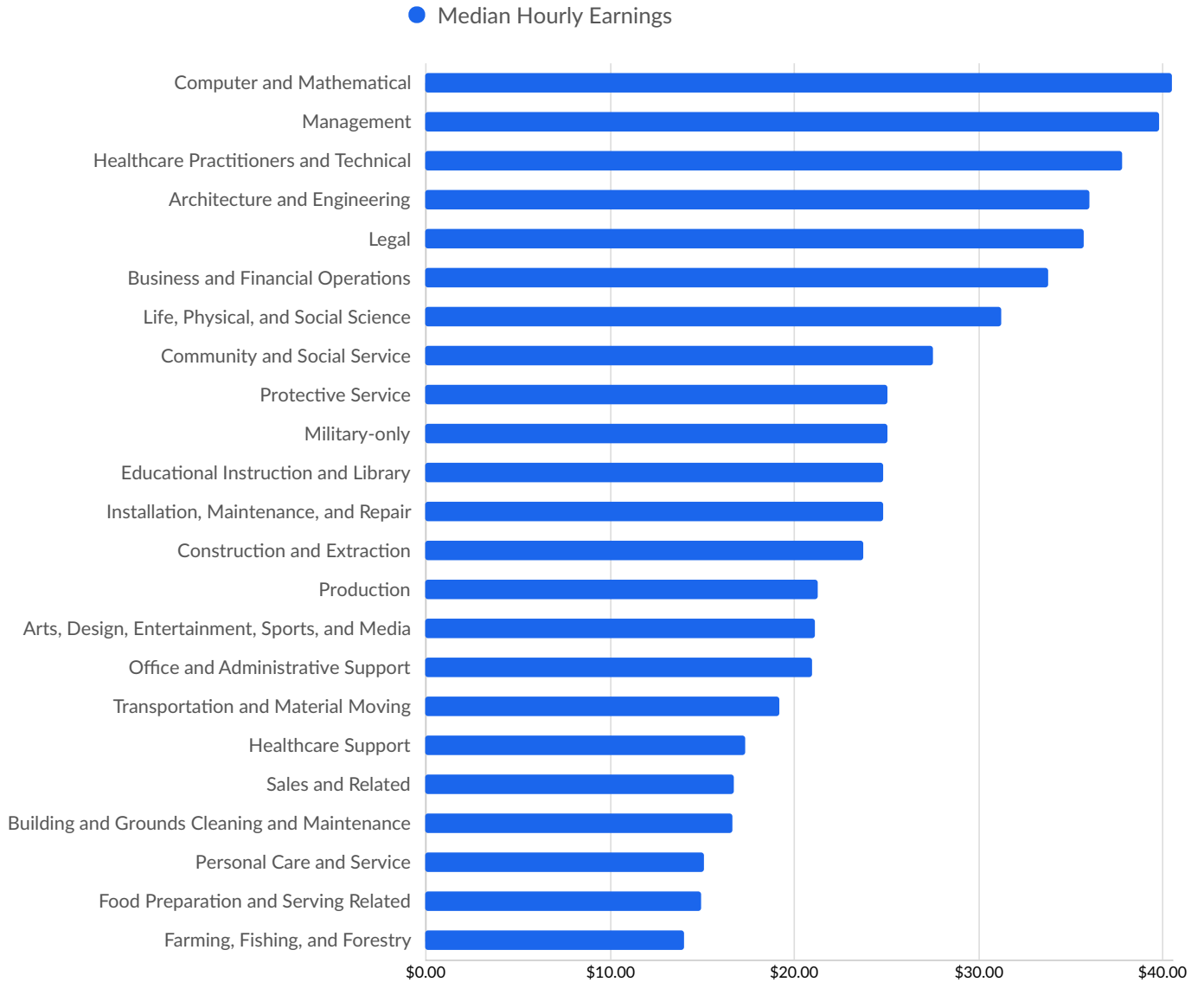


Top Occupation Employment Concentration

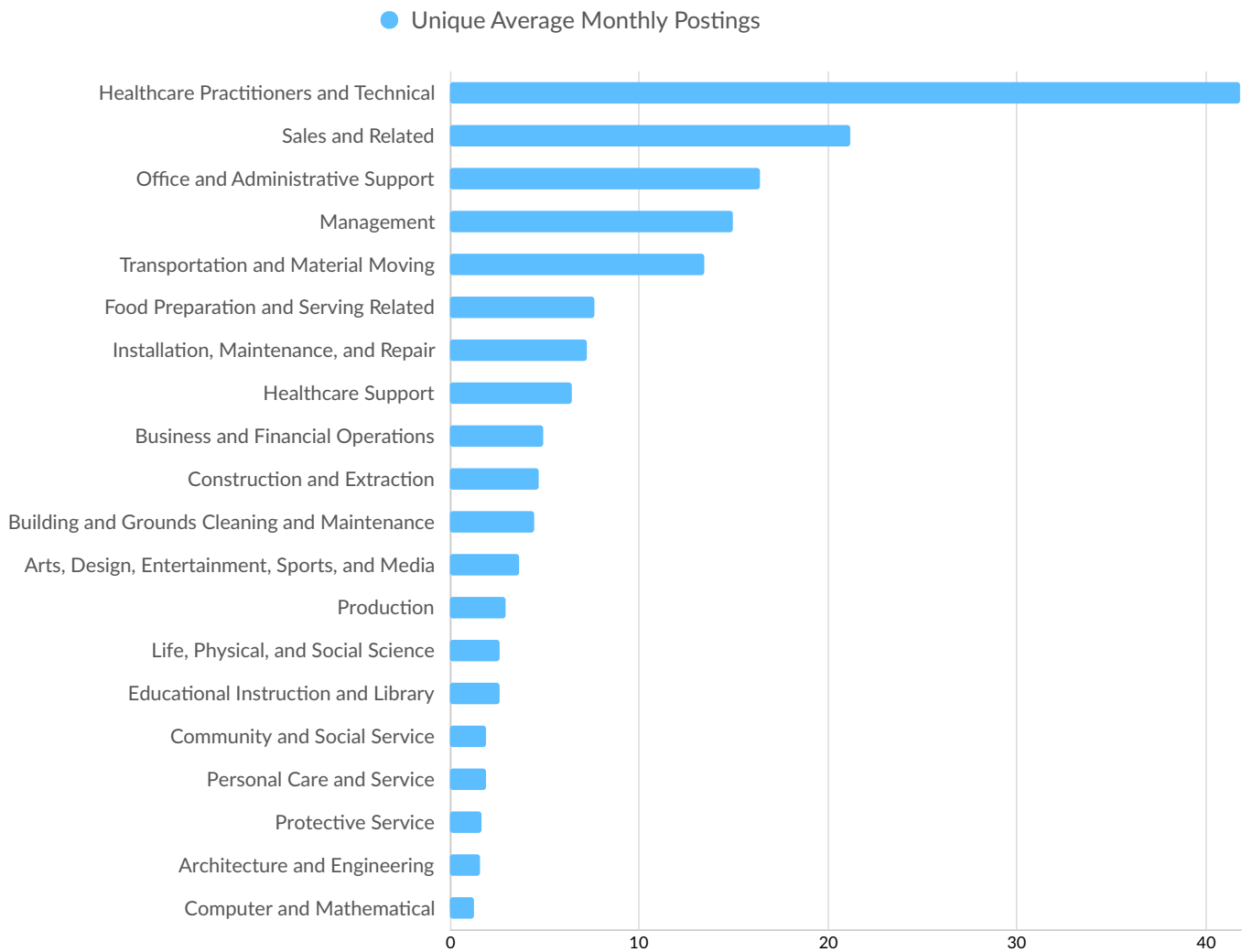
● Occupation Employment Concentration



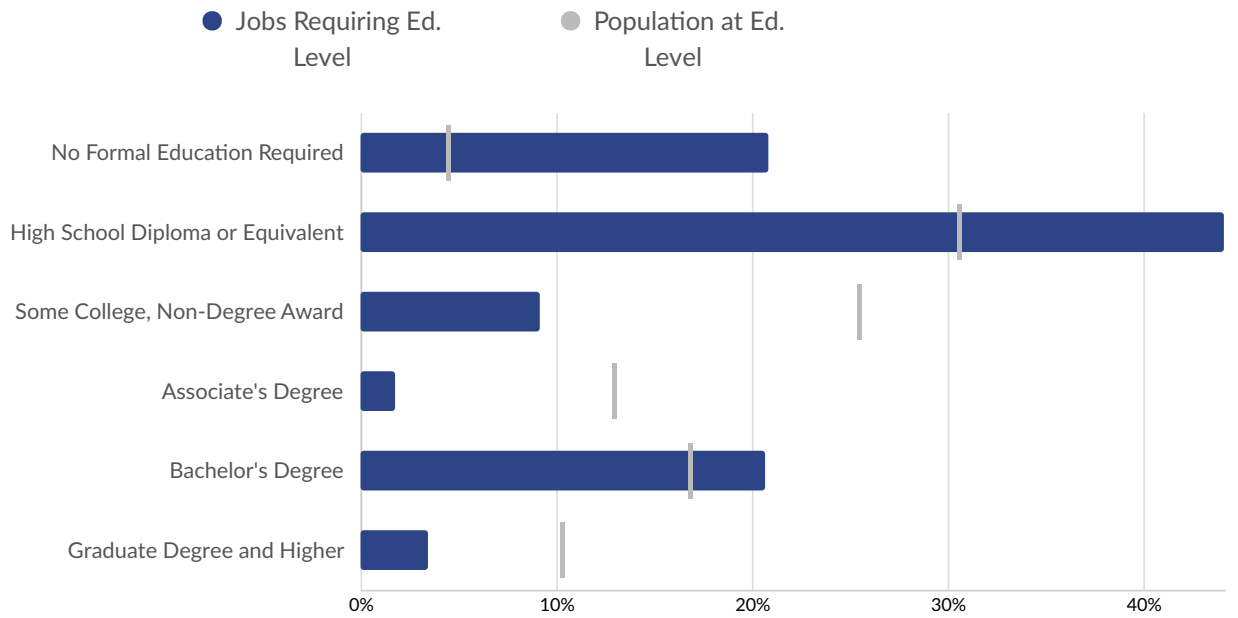
Top Occupation Earnings



Top Posted Occupations

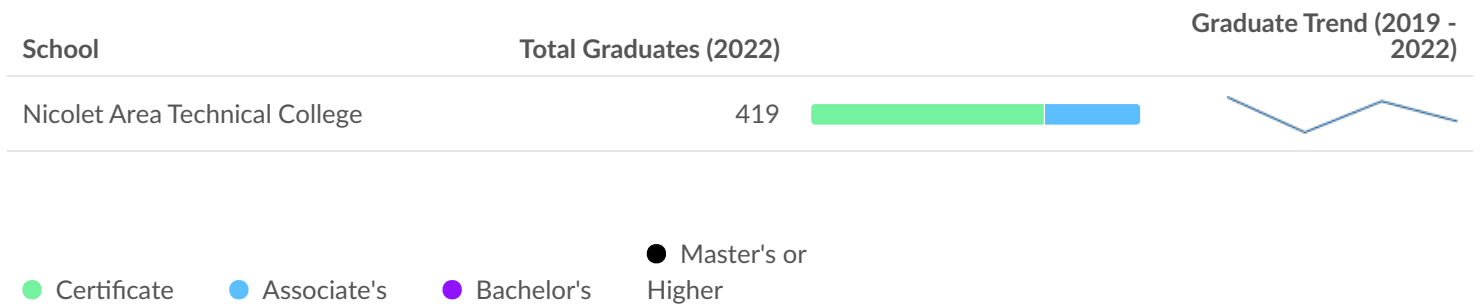


Underemployment



Educational Pipeline

In 2022, there were 419 graduates in Oneida County, WI. This pipeline has shrunk by 19% over the last 4 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

