Oneida County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

210 McClellan Street, Suite 210
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

38,982

Population (2023)

Population **grew by 3,533** over the last 5 years and is projected to **grow by 2,937** over the next 5 years.

18,581

Total Regional Employment

Jobs **grew by 27** over the last 5 years and are projected to **grow by 306** over the next 5 years.

$66.1K

Median Household Income (2022)

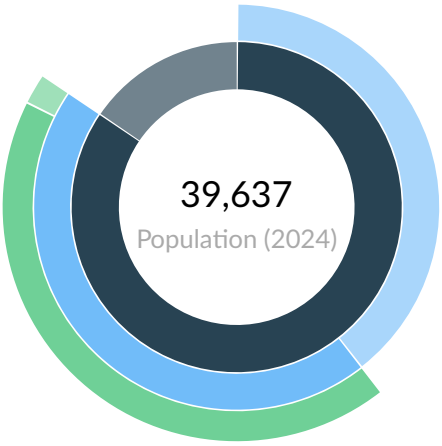
Median household income is **$9.0K below** the national median household income of $75.1K.

Takeaways

- As of 2023 the region's population **increased by 10.0%** since 2018, growing by 3,533. Population is expected to **increase by 7.5%** between 2023 and 2028, adding 2,937.
- From 2018 to 2023, jobs **increased by 0.1%** in Oneida County, WI from 18,554 to **18,581**. This change **fell short of the national growth rate of 4.3% by 4.2%**. As the number of jobs increased, the **labor force participation rate decreased from 59.7% to 54.4% 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 (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	39,637	17,856	18,581	100.6	$2.12B	$2.90B	$2.46B
State	5,940,347	3,129,054	3,241,311	100.2	$416.85B	$383.10B	$414.67B

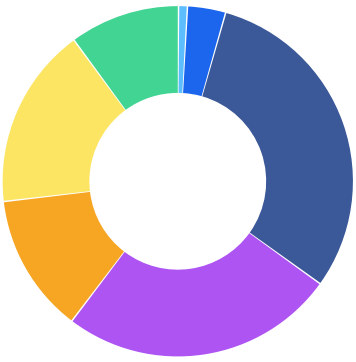
Mar 2024 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	33,463
Not in Labor Force (16+)	15,607
Labor Force	17,856
Employed	17,010
Unemployed	846
Under 16, Military, and institutionalized Population	6,173

Educational Attainment

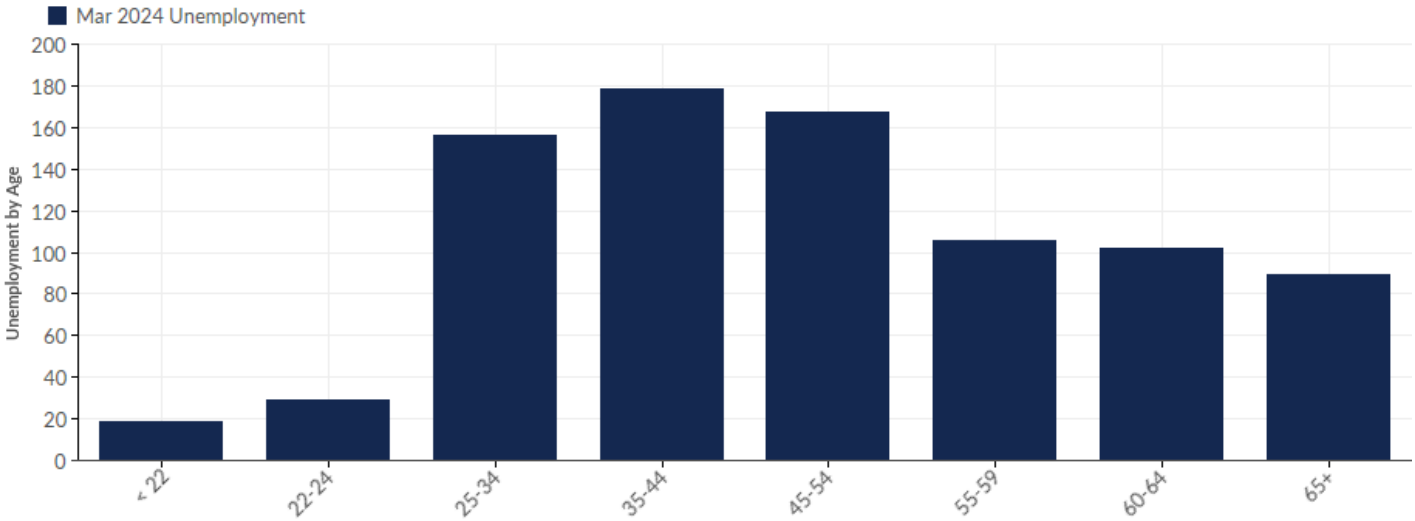
Concerning educational attainment, **16.8% of Oneida County, WI residents possess a Bachelor's Degree** (4.4% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).



	% of Population	Population
Less Than 9th Grade	0.8%	247
9th Grade to 12th Grade	3.5%	1,067
High School Diploma	30.5%	9,250
Some College	25.4%	7,699
Associate's Degree	12.8%	3,887
Bachelor's Degree	16.8%	5,080
Graduate Degree and Higher	10.2%	3,078

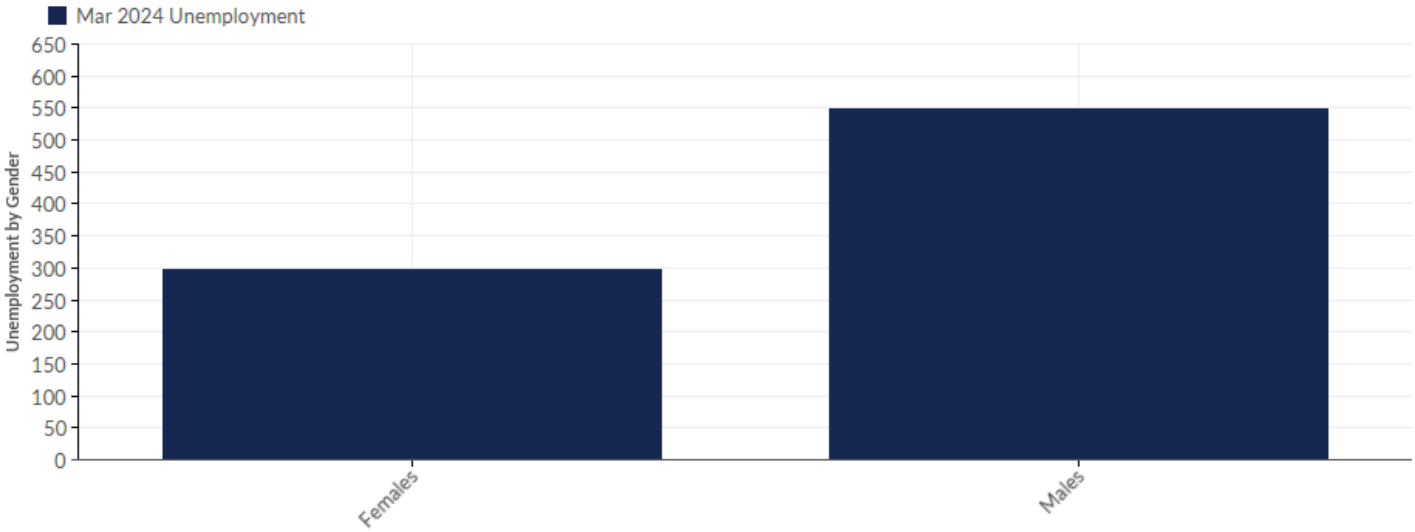
Unemployment by Demographics

Unemployment by Age



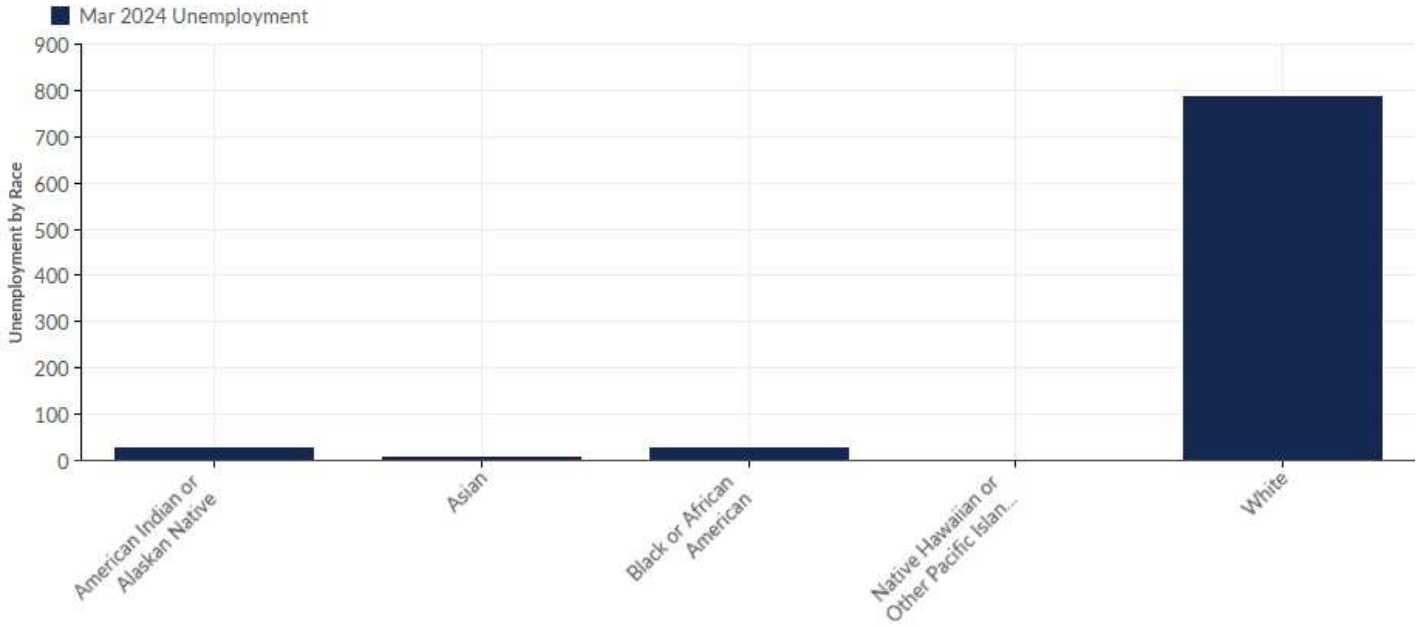
Age		Unemployment (Mar 2024)	% of Unemployed
< 22		19	2.25%
22-24		29	3.43%
25-34		156	18.44%
35-44		178	21.04%
45-54		167	19.74%
55-59		106	12.53%
60-64		102	12.06%
65+		90	10.64%
	Total	846	100.00%

Unemployment by Gender



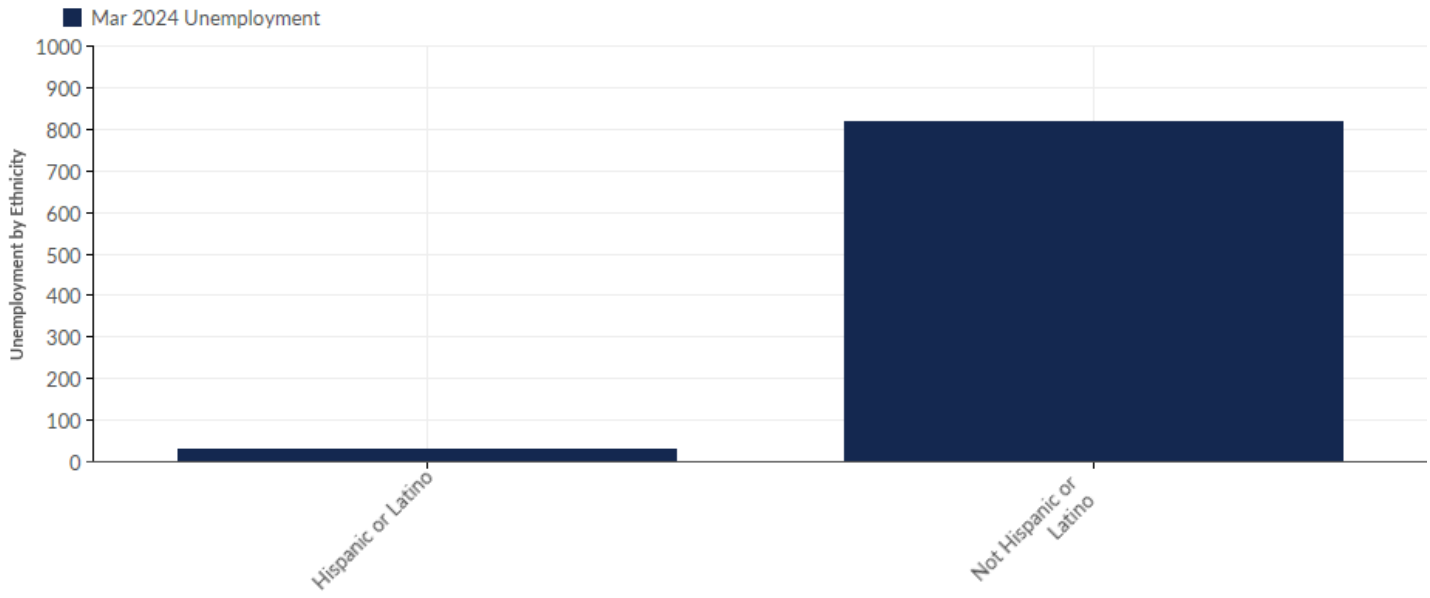
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	298	35.22%
Males	548	64.78%
Total	846	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	26	3.07%
Asian	6	0.71%
Black or African American	27	3.19%
Native Hawaiian or Other Pacific Islander	1	0.12%
White	786	92.91%
Total	846	100.00%

Unemployment by Ethnicity

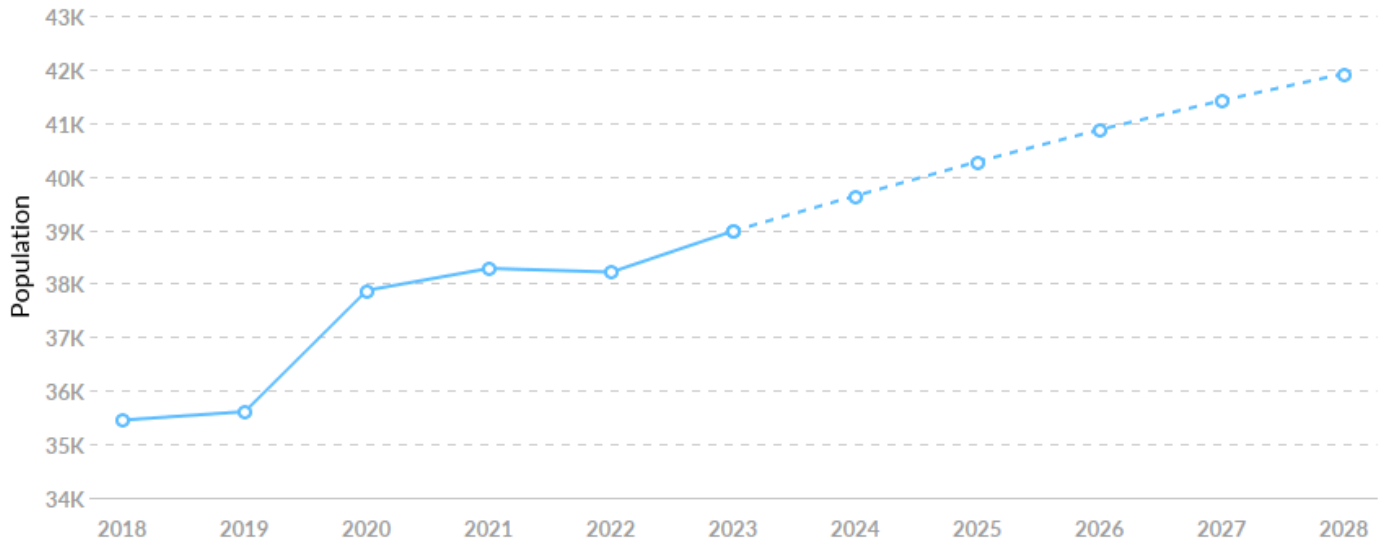


Ethnicity		Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino		29	3.43%
Not Hispanic or Latino		817	96.57%
	Total	846	100.00%

Historic & Projected Trends

Population Trends

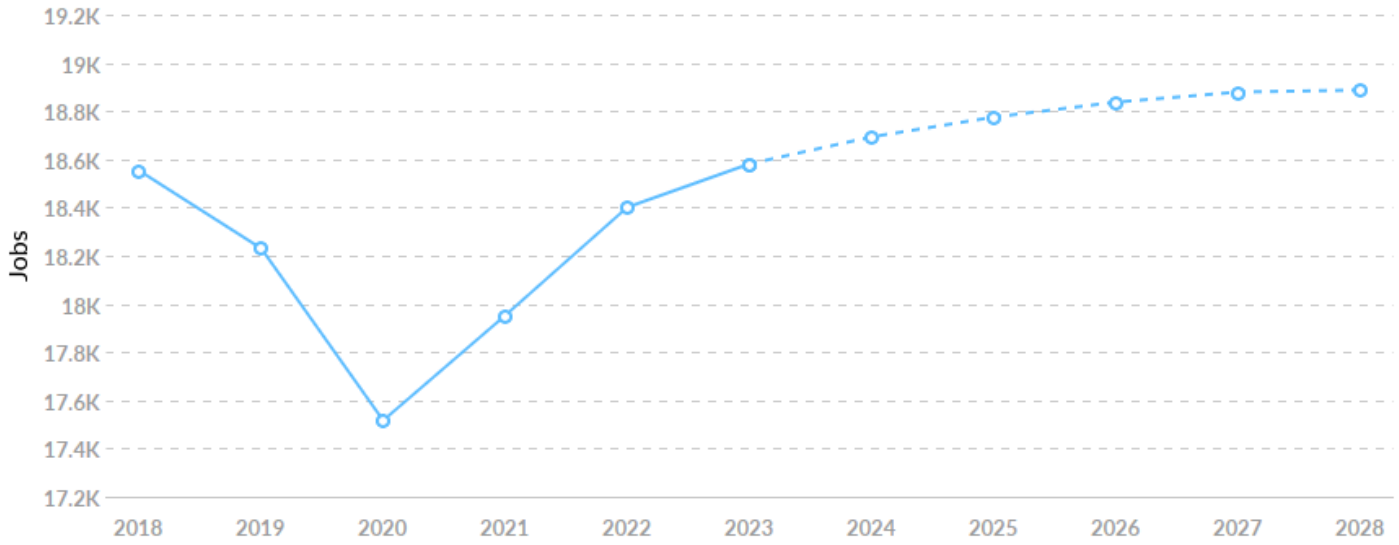
As of 2023 the region's population **increased by 10.0%** since 2018, growing by 3,533. Population is expected to **increase by 7.5%** between 2023 and 2028, adding 2,937.



Timeframe	Population
2018	35,449
2019	35,607
2020	37,872
2021	38,282
2022	38,212
2023	38,982
2024	39,637
2025	40,277
2026	40,873
2027	41,418
2028	41,919

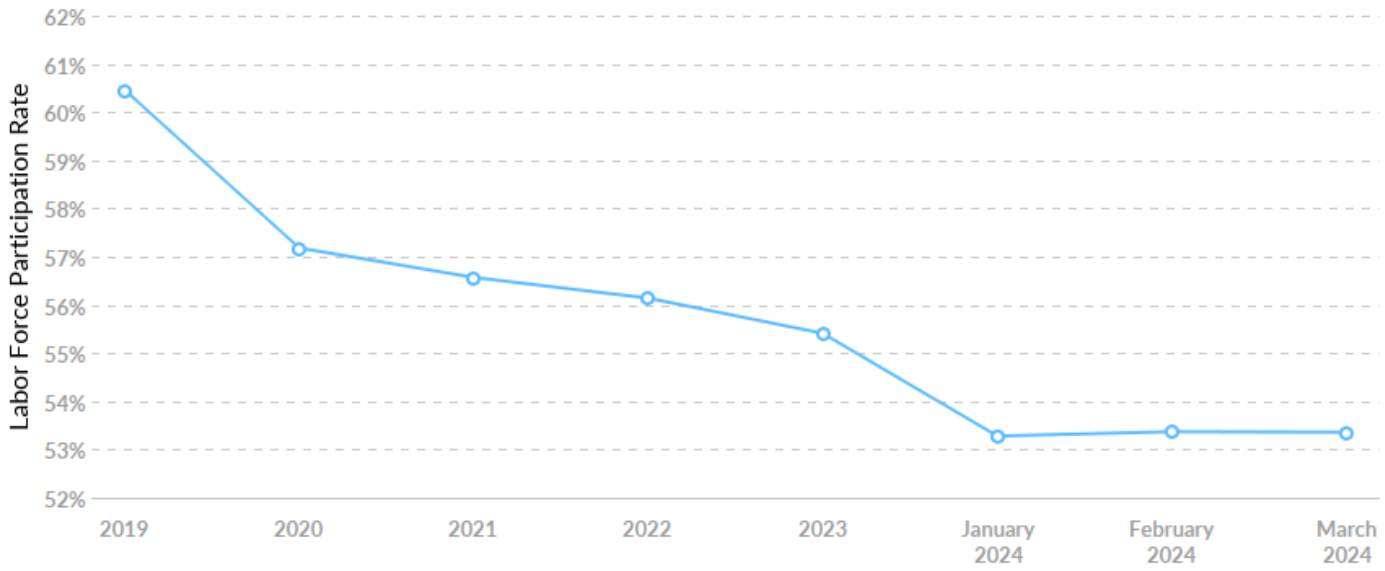
Job Trends

From 2018 to 2023, jobs **increased by 0.1%** in Oneida County, WI from 18,554 to **18,581**. This change **fell short of the national growth rate of 4.3% by 4.2%**.



Timeframe	Jobs
2018	18,554
2019	18,231
2020	17,516
2021	17,952
2022	18,401
2023	18,581
2024	18,693
2025	18,775
2026	18,837
2027	18,879
2028	18,887

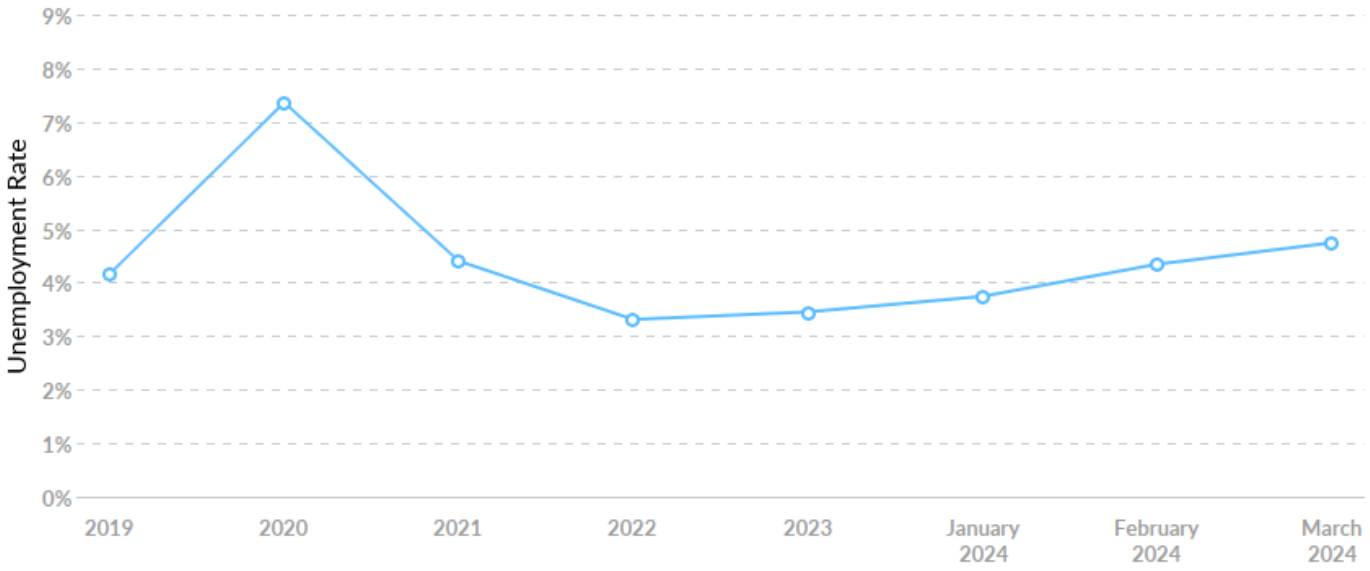
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	60.46%
2020	57.18%
2021	56.57%
2022	56.14%
2023	55.41%
January 2024	53.28%
February 2024	53.37%
March 2024	53.36%

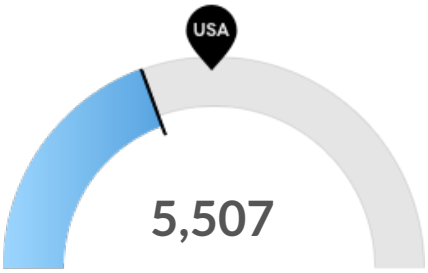
Unemployment Rate Trends

Oneida County, WI had a March 2024 unemployment rate of 4.74%, **increasing from 4.16%** 5 years before.



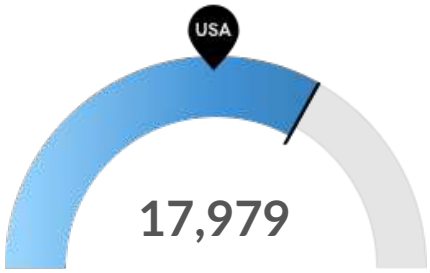
Timeframe	Unemployment Rate
2019	4.16%
2020	7.36%
2021	4.40%
2022	3.31%
2023	3.45%
January 2024	3.74%
February 2024	4.34%
March 2024	4.74%

Population Characteristics



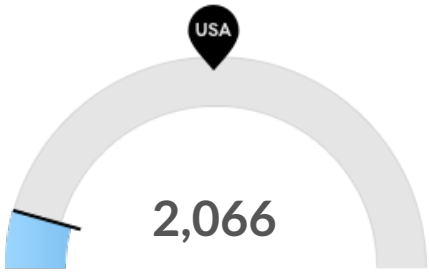
Millennials

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



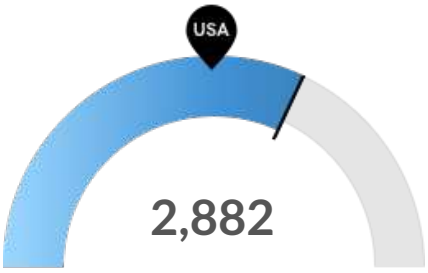
Retiring Soon

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.



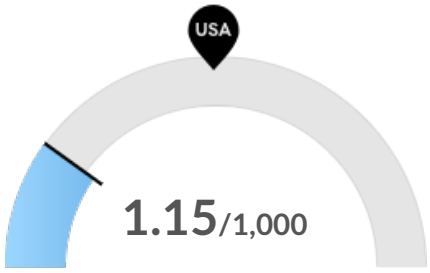
Racial Diversity

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.



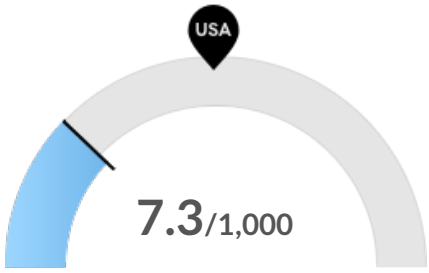
Veterans

Oneida County, WI has 2,882 veterans. The national average for an area this size is 1,954.



Violent Crime

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

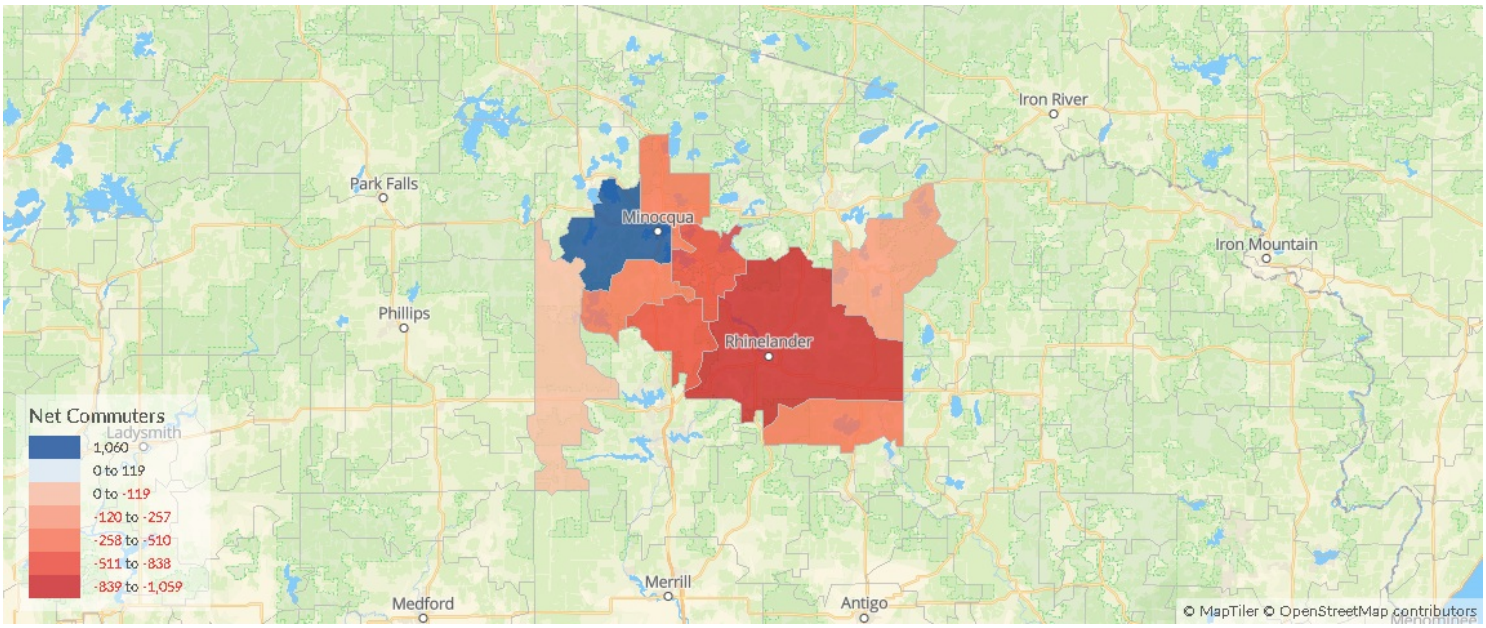


Property Crime

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...	9,871
54548	Minocqua, WI (in Oneid...	3,969
54568	Woodruff, WI (in Oneid...	2,455
54562	Three Lakes, WI (in One...	957
54531	Hazelhurst, WI (in Onei...	398

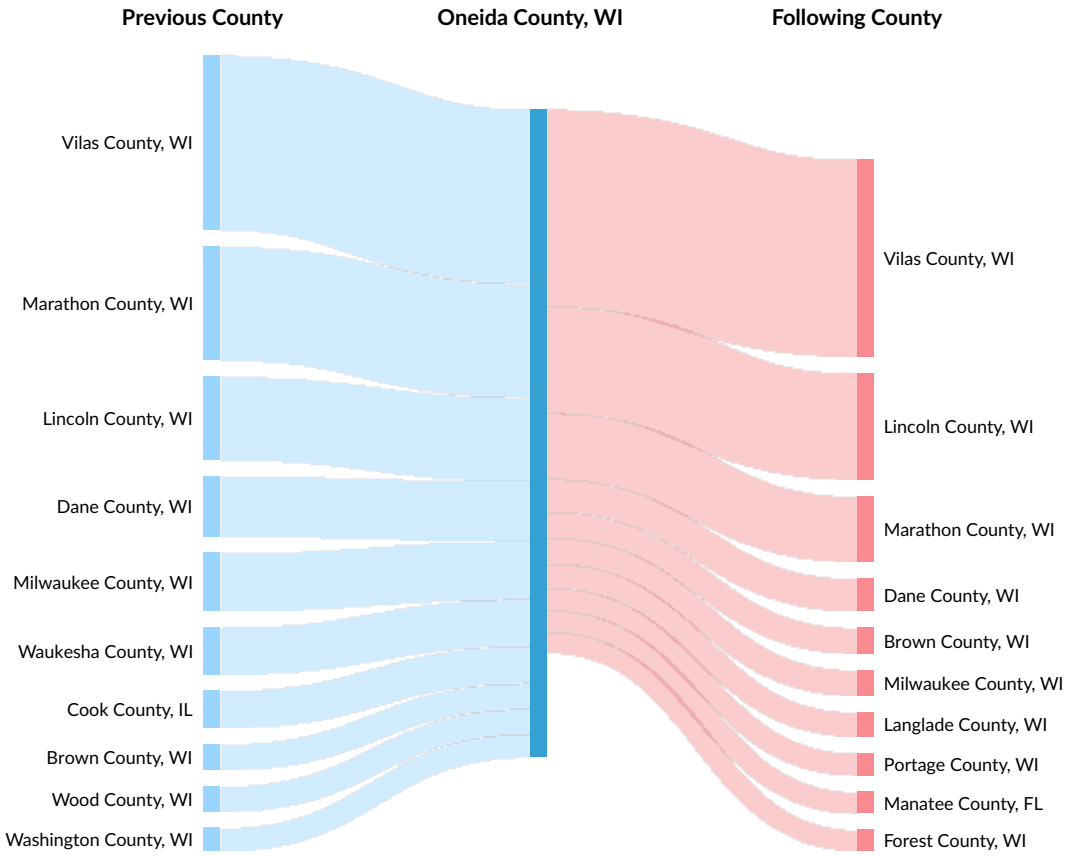
Where Talent Lives

ZIP	Name	2023 Workers
54501	Rhinelander, WI (in One...	10,709
54548	Minocqua, WI (in Oneid...	2,908
54568	Woodruff, WI (in Oneid...	2,829
54562	Three Lakes, WI (in One...	1,077
54539	Lake Tomahawk, WI (in ...	817

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.



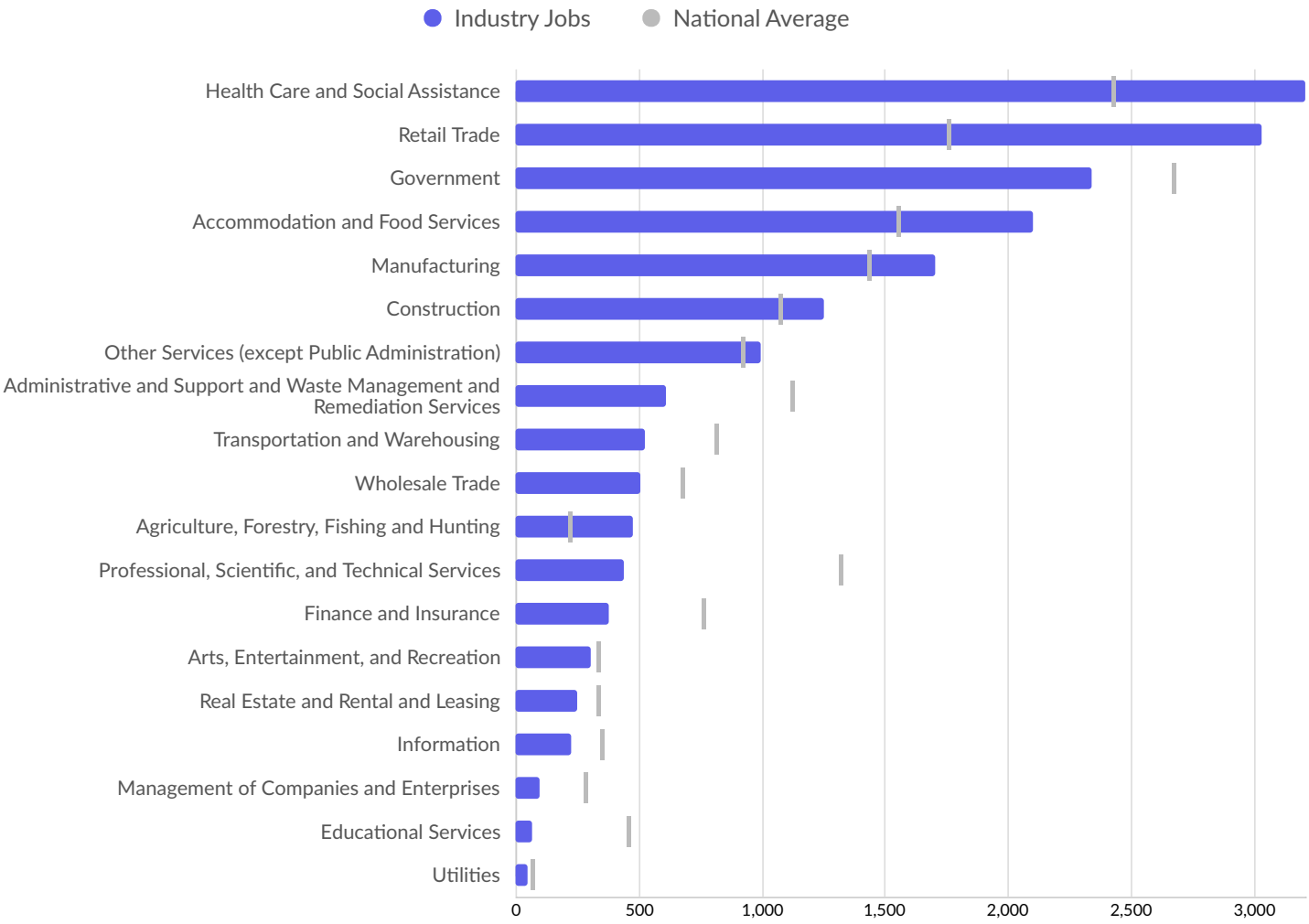
Top Previous Counties	Migrations
Vilas County, WI	243
Marathon County, WI	158
Lincoln County, WI	116
Dane County, WI	83
Milwaukee County, WI	81
Waukesha County, WI	65

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

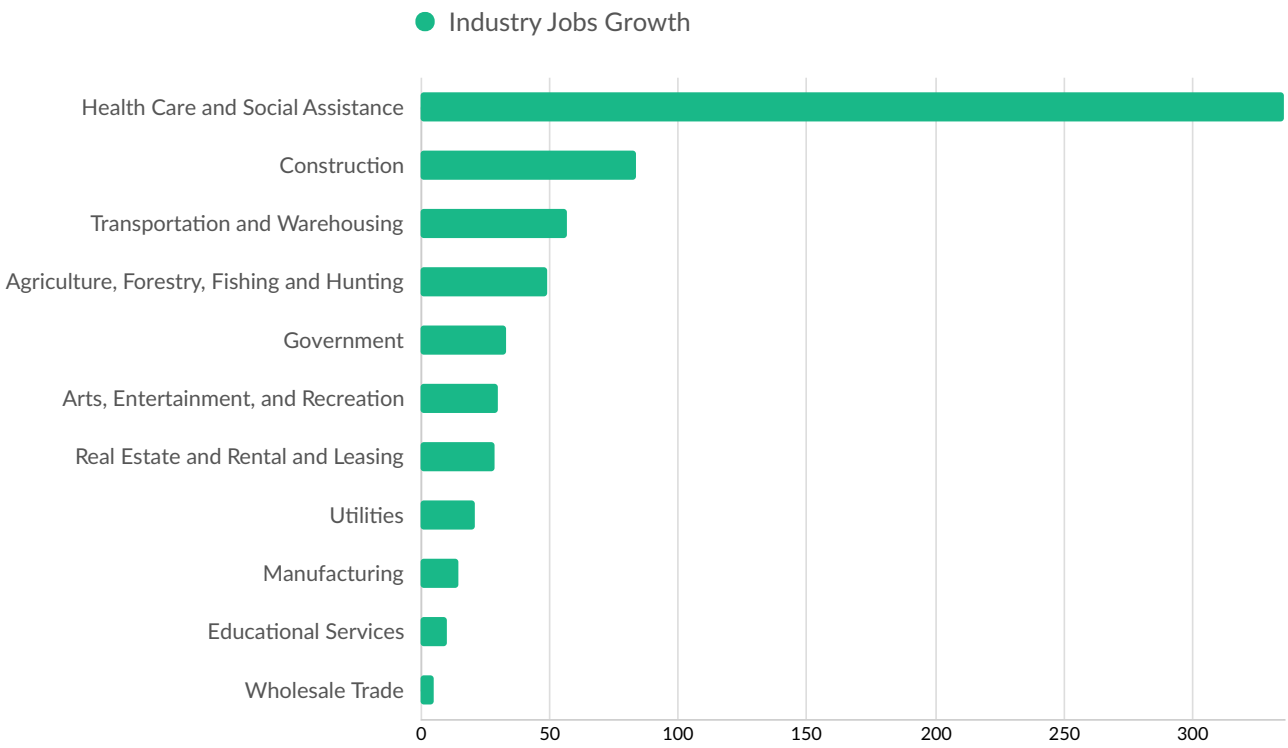
Top Following Counties	Migrations
Vilas County, WI	274
Lincoln County, WI	148
Marathon County, WI	91
Dane County, WI	46
Brown County, WI	36
Milwaukee County, WI	36
Langlade County, WI	34
Portage County, WI	31
Manatee County, FL	30
Forest County, WI	29
Outagamie County, WI	26
Kane County, IL	26
Wood County, WI	23
Yolo County, CA	23
Ramsey County, MN	22

Industry Characteristics

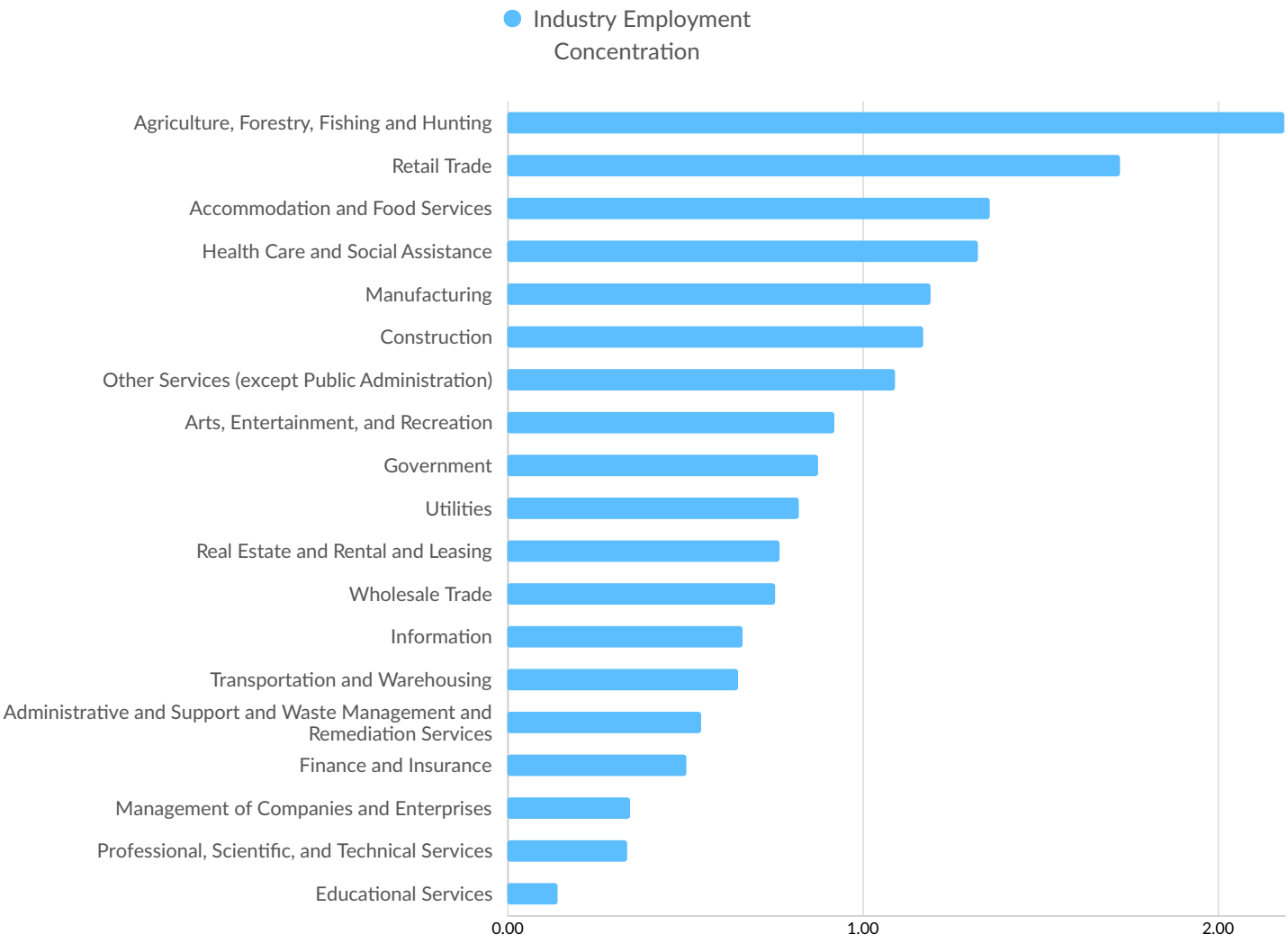
Largest Industries



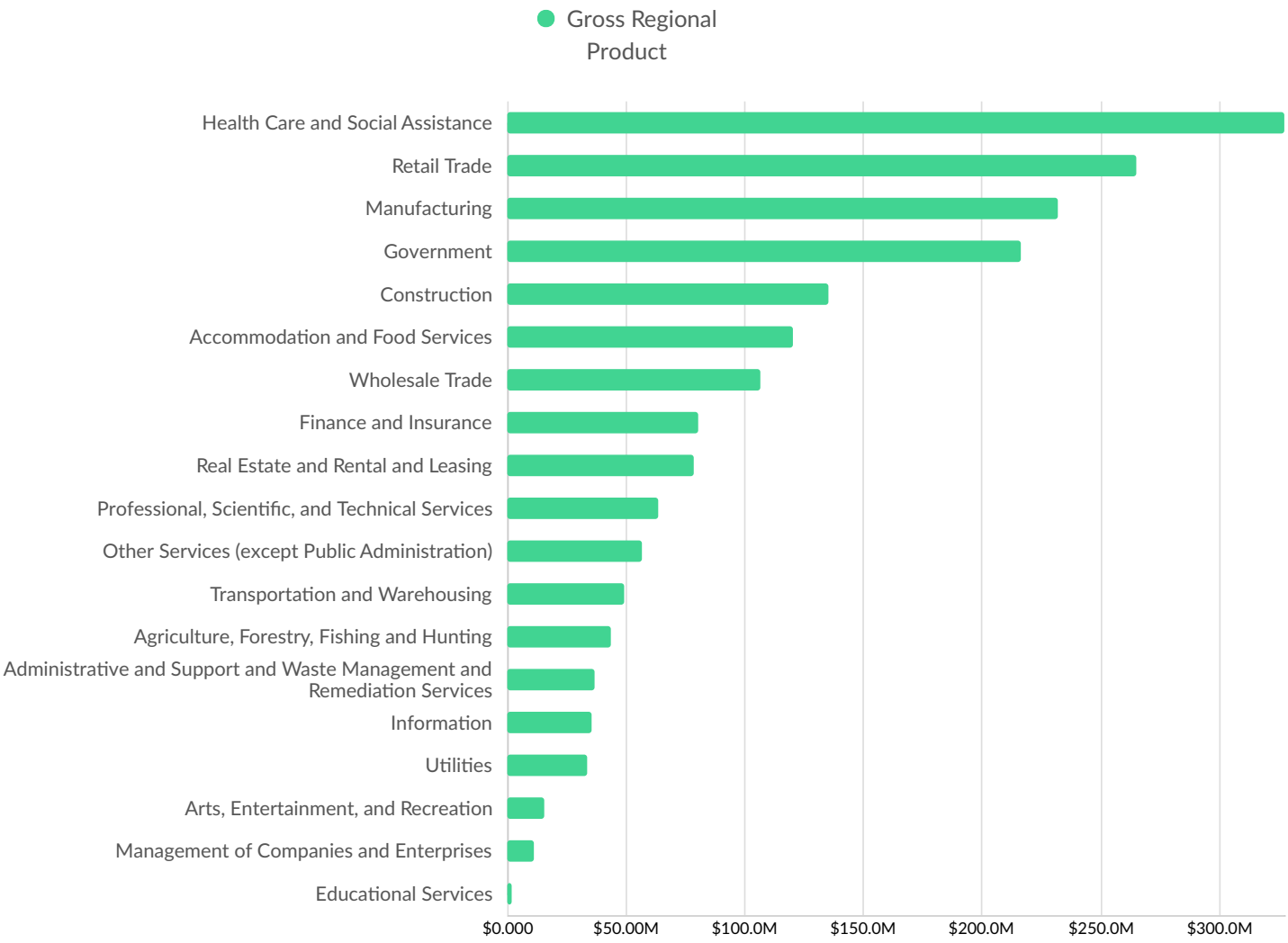
Top Growing Industries



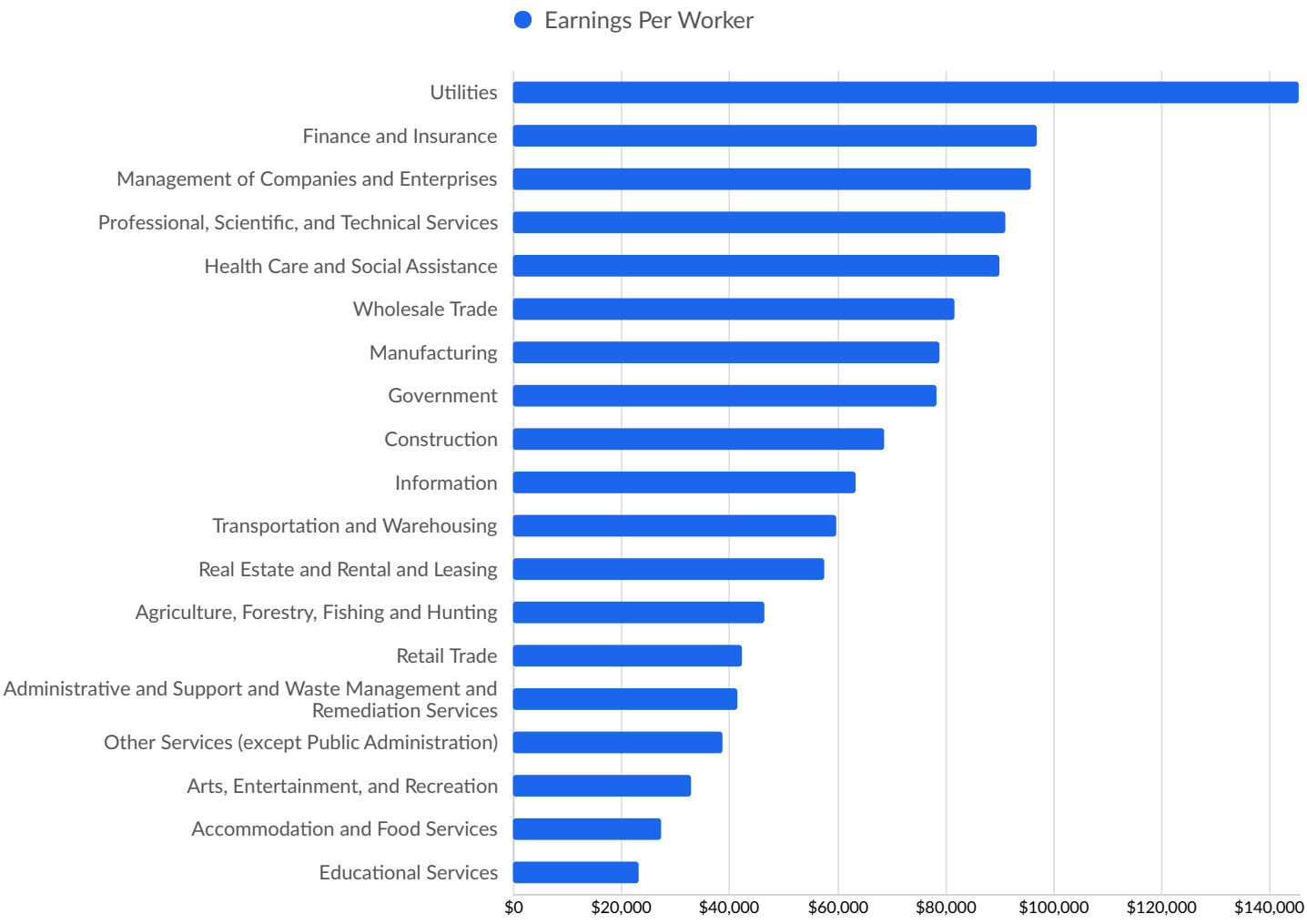
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

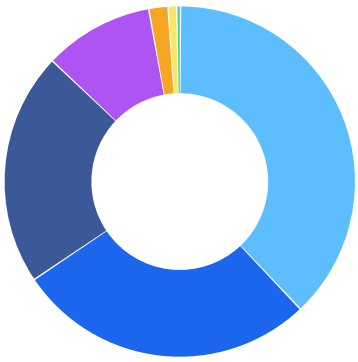
4,000 Companies Employ Your Workers

Online profiles for your workers mention 4,000 companies as employers, with the top 10 appearing below. In the last 12 months, 351 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	184
Ministry Health Care	160
Nicolet College	145
School District Of Rhinelander	118
State of Wisconsin	112
Aspirus	87
Oneida County	78
Walmart	71
United States Forest Service	55
Lakeland Union High School	52

Top Companies Posting	Unique Postings
Aspirus	211
Marshfield Clinic	98
Beaver Dam Community Hospit...	84
CompHealth	65
Walmart	63
Border Foods	62
Walgreens Boots Alliance	59
Nicolet National Bank	55
Nicolet College	46
Printpack	42

Business Size

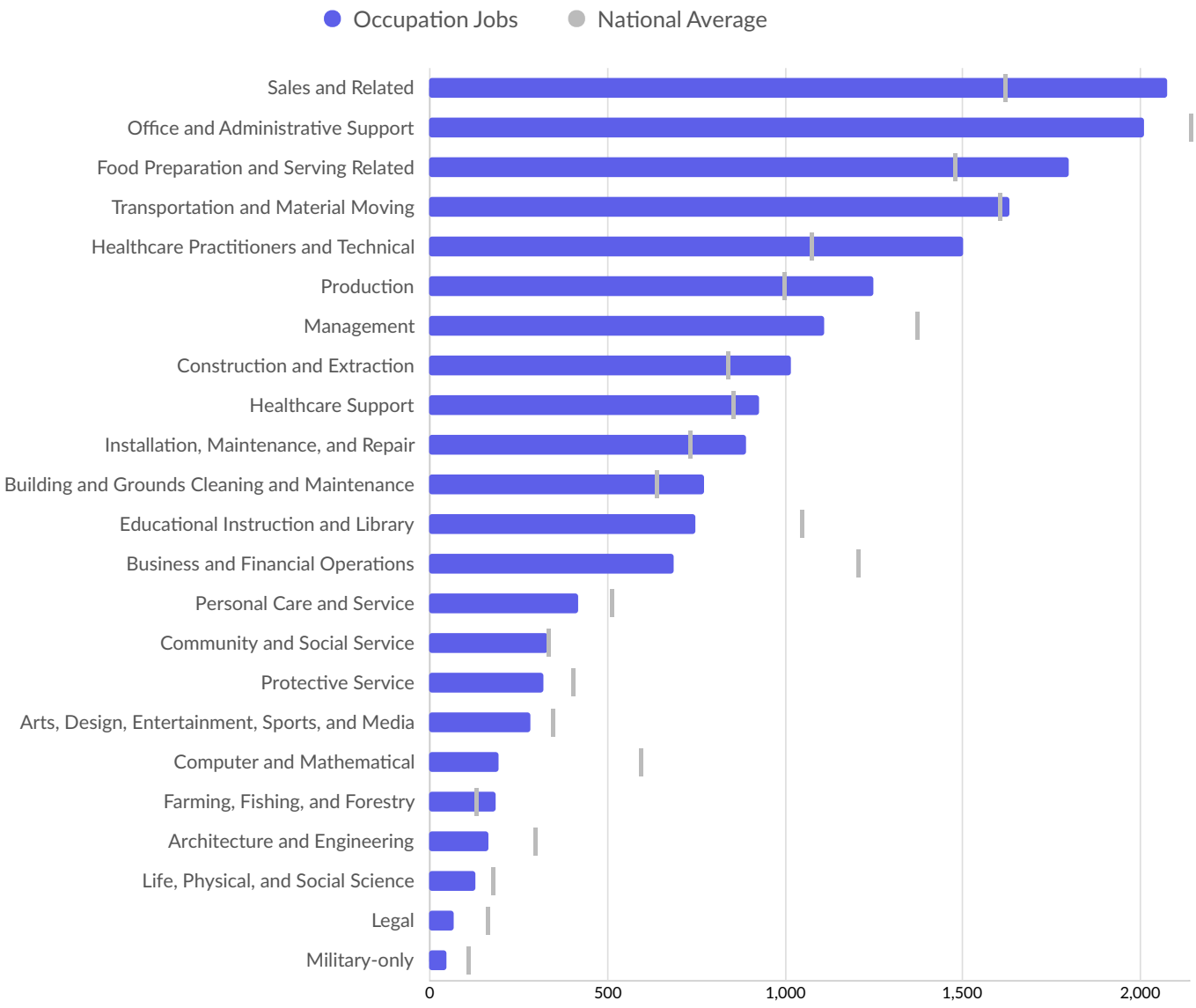


	Percentage	Business Count
1 to 4 employees	37.9%	964
5 to 9 employees	27.6%	703
10 to 19 employees	21.5%	547
20 to 49 employees	10.1%	257
50 to 99 employees	1.8%	45
100 to 249 employees	0.8%	20
250 to 499 employees	0.4%	9

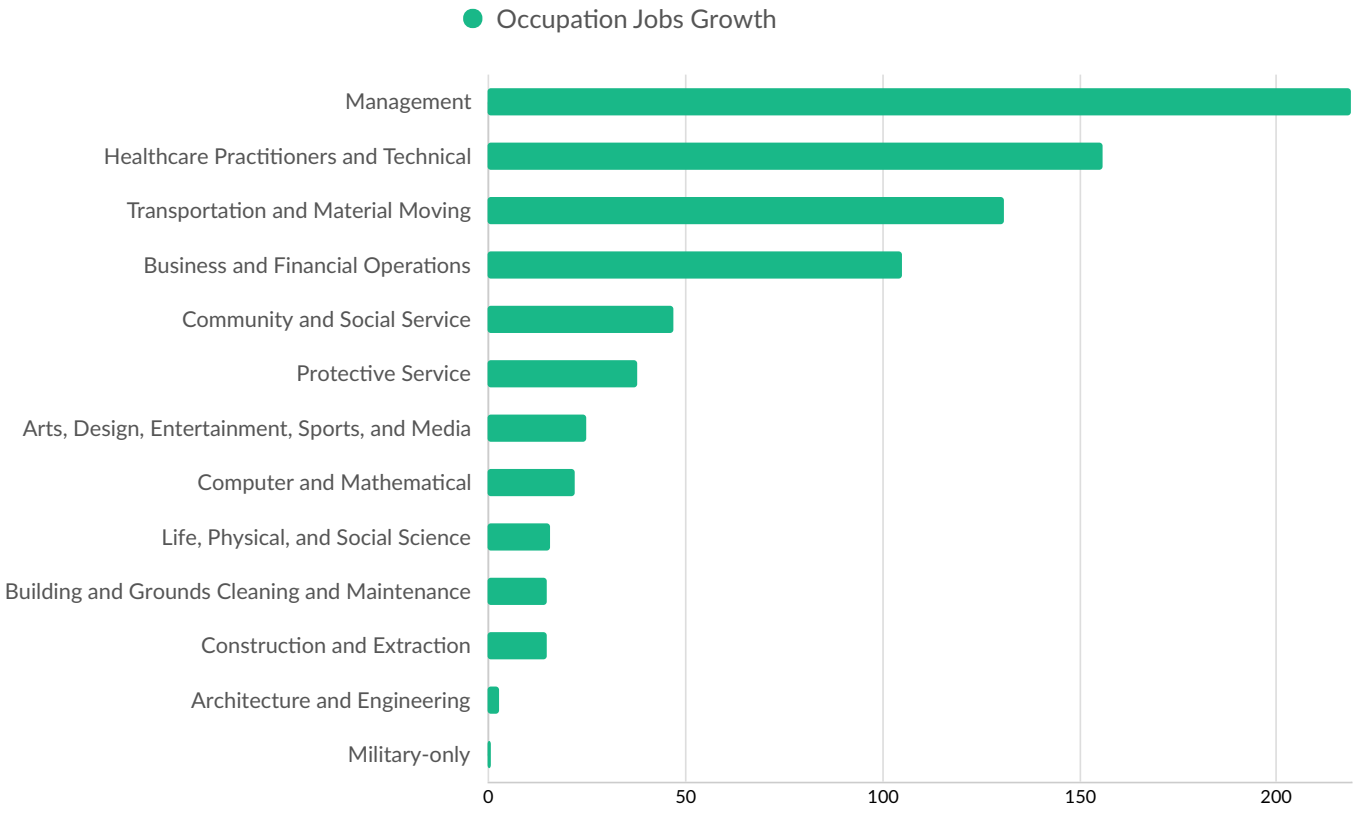
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

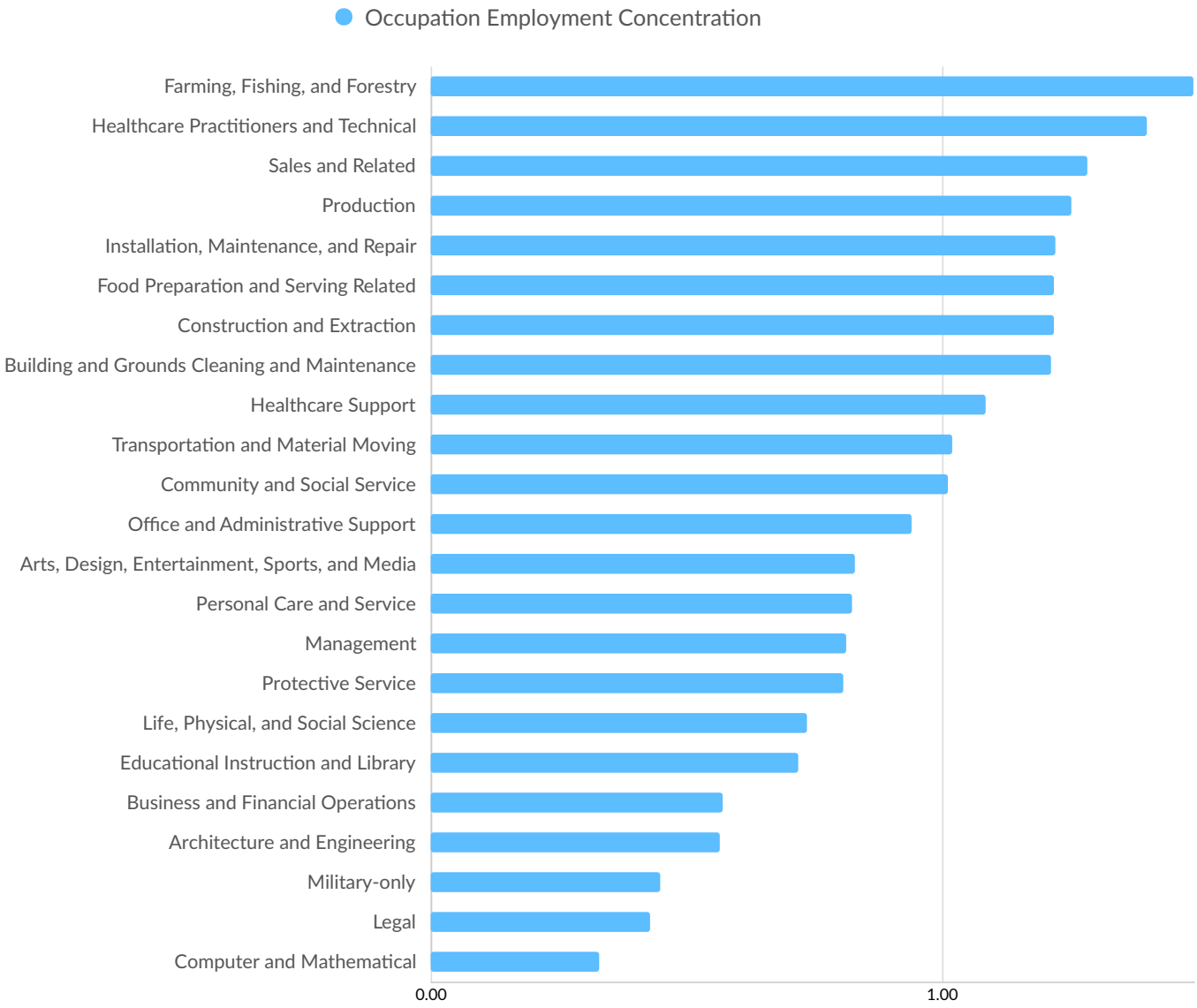
Largest Occupations



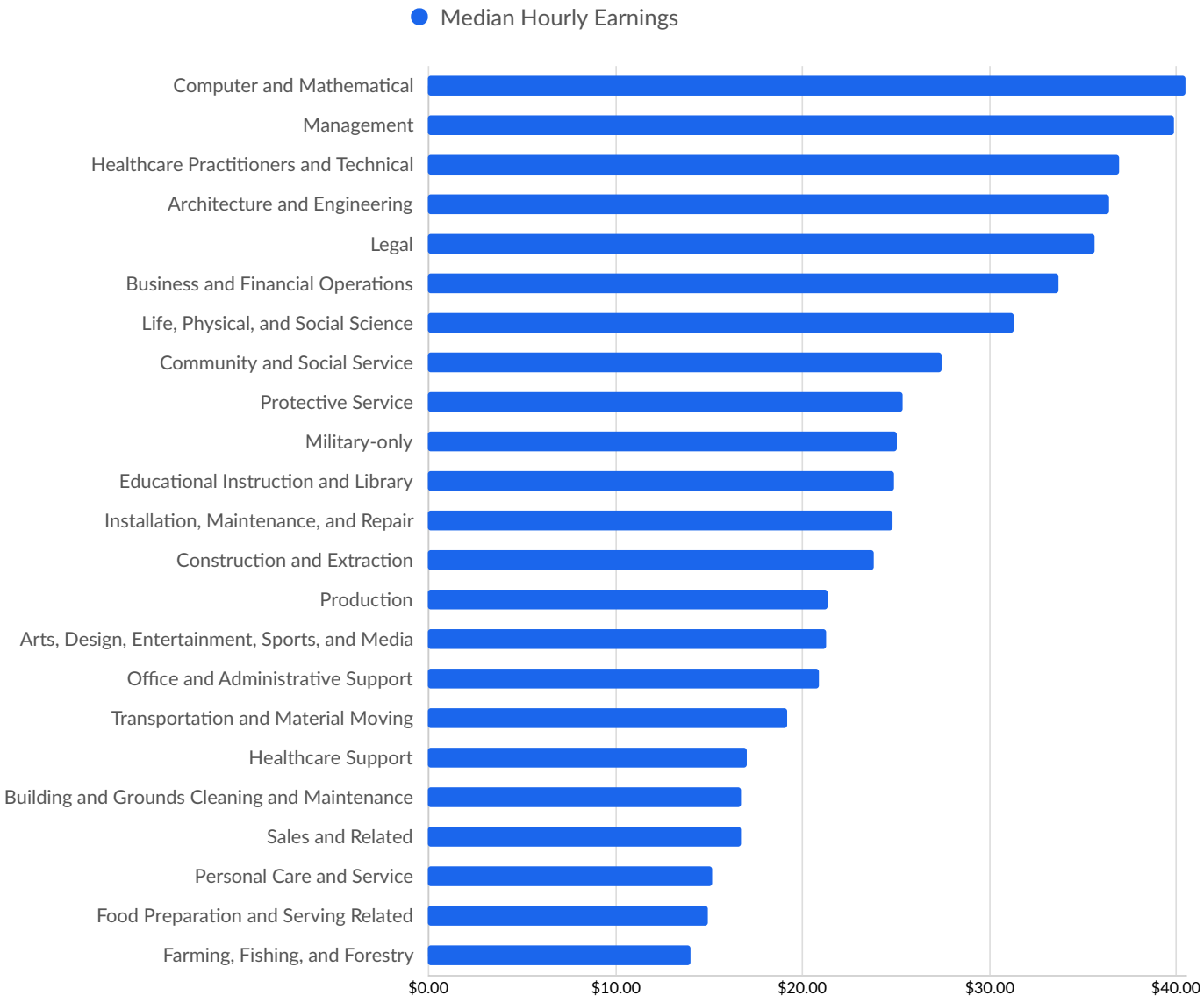
Top Growing Occupations



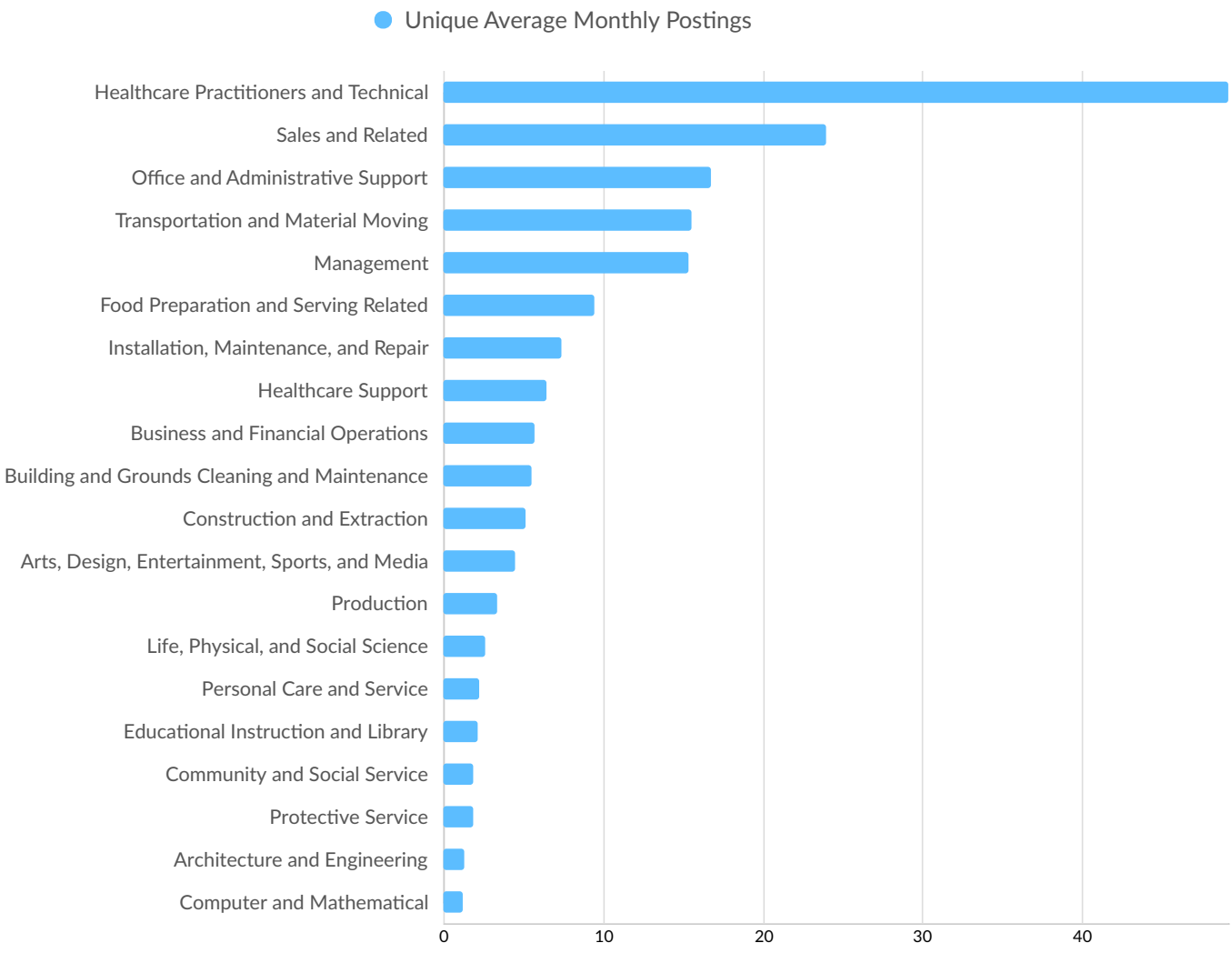
Top Occupation Employment Concentration



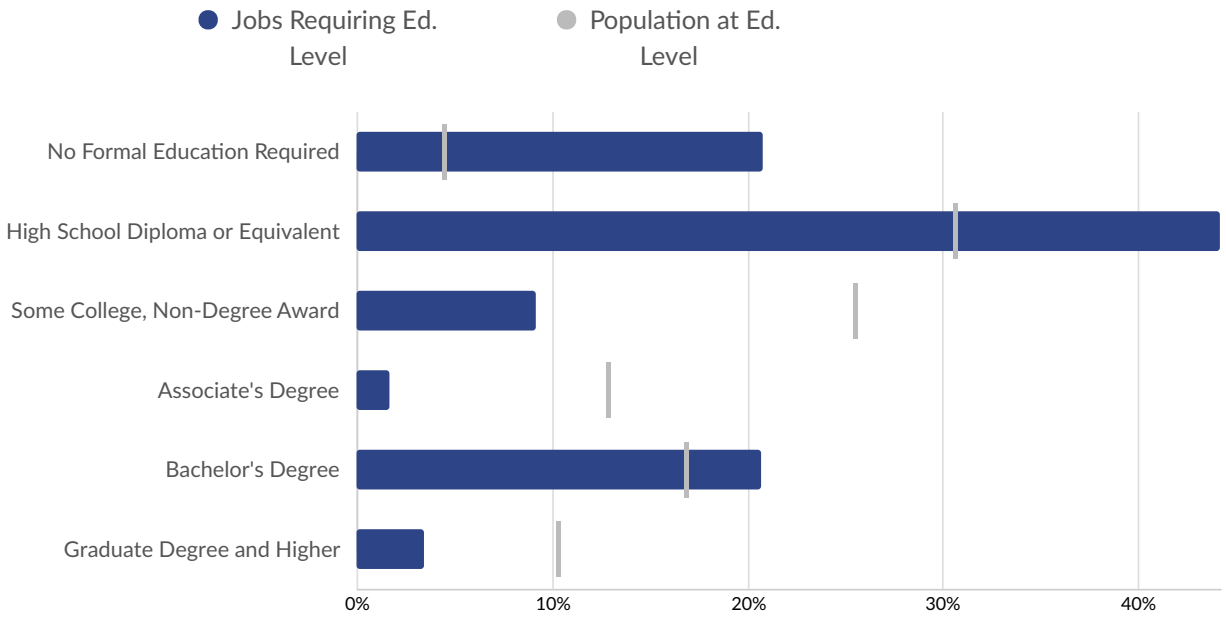
Top Occupation Earnings



Top Posted Occupations

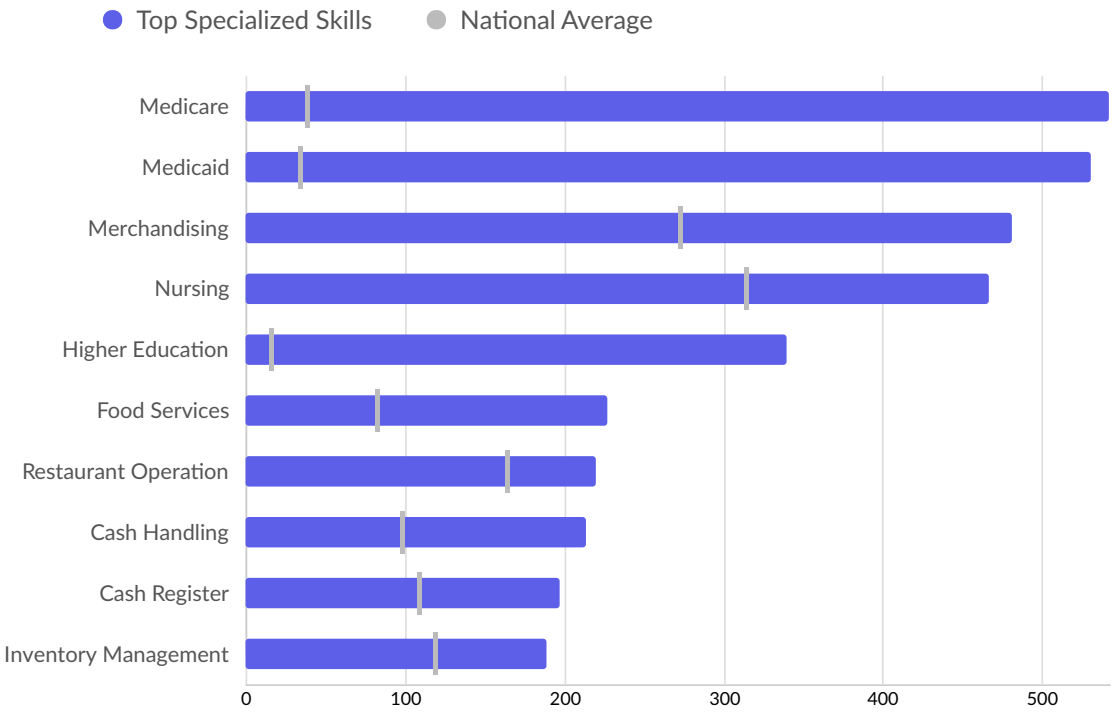


Underemployment



Educational Pipeline

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

School	Total Graduates (2022)		Graduate Trend (2019 - 2022)
Nicolet Area Technical College	419		

In-Demand Skills