Oneida County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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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

38,226

Population (2023)

Population **grew by 2,777** over the last 5 years and is projected to **grow by 1,932** over the next 5 years.

18,575

Total Regional Employment

Jobs **grew by 22** over the last 5 years and are projected to **grow by 459** over the next 5 years.

$66.1K

Median Household Income (2022)

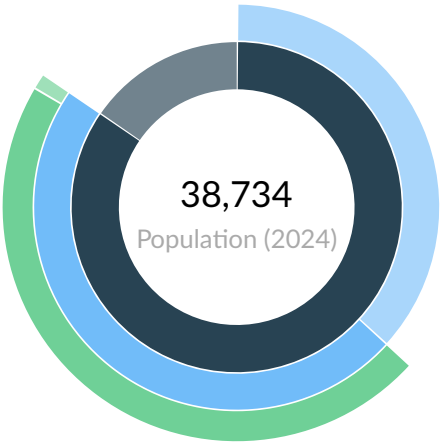
Median household income is **$9.0K below** the national median household income of $75.1K.

Takeaways

- As of 2023 the region's population **increased by 7.8%** since 2018, growing by 2,777. Population is expected to **increase by 5.1%** between 2023 and 2028, adding 1,932.
- From 2018 to 2023, jobs **increased by 0.1%** in Oneida County, WI from 18,553 to **18,575**. This change **fell short of the national growth rate of 4.5% by 4.4%**. As the number of jobs increased, the **labor force participation rate decreased from 59.7% to 55.5% 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 (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	38,734	18,511	18,575	100.6	$2.10B	$2.89B	$2.44B
State	5,932,800	3,174,542	3,245,667	100.2	$412.45B	$381.77B	$408.89B

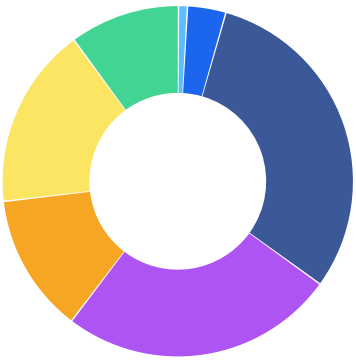
Sep 2024 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	32,731
Not in Labor Force (16+)	14,220
Labor Force	18,511
Employed	18,085
Unemployed	426
Under 16, Military, and institutionalized Population	6,004

Educational Attainment

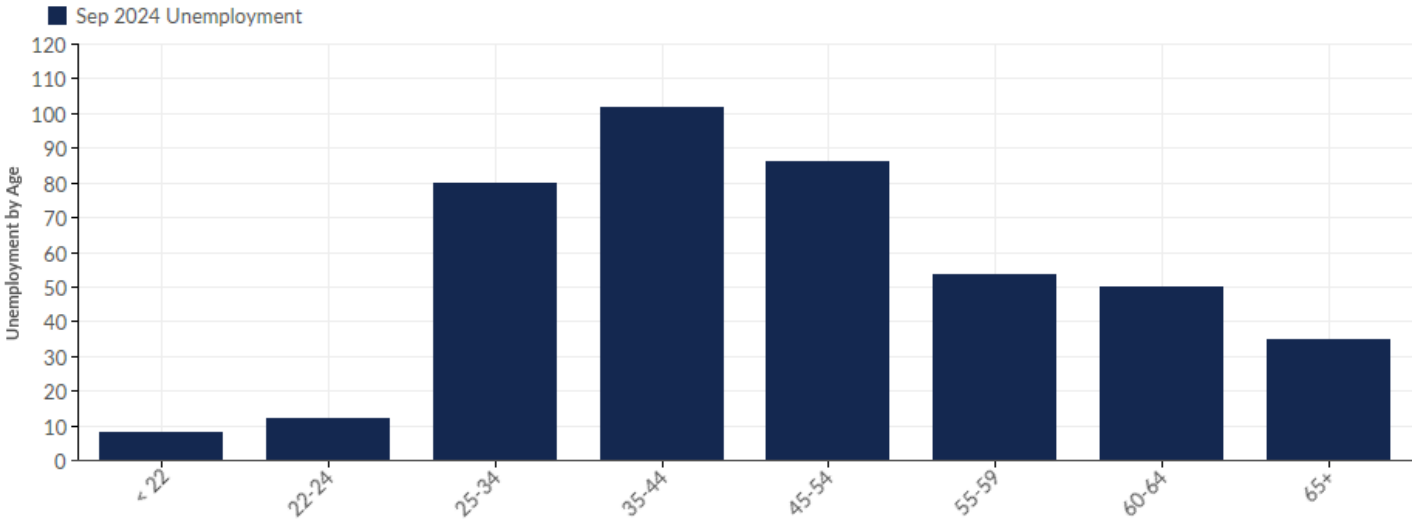
Concerning educational attainment, **16.8% of Oneida County, WI residents possess a Bachelor's Degree** (4.4% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).



	% of Population	Population
Less Than 9th Grade	0.8%	244
9th Grade to 12th Grade	3.5%	1,056
High School Diploma	30.5%	9,107
Some College	25.4%	7,577
Associate's Degree	12.8%	3,822
Bachelor's Degree	16.8%	4,998
Graduate Degree and Higher	10.2%	3,028

Unemployment by Demographics

Unemployment by Age

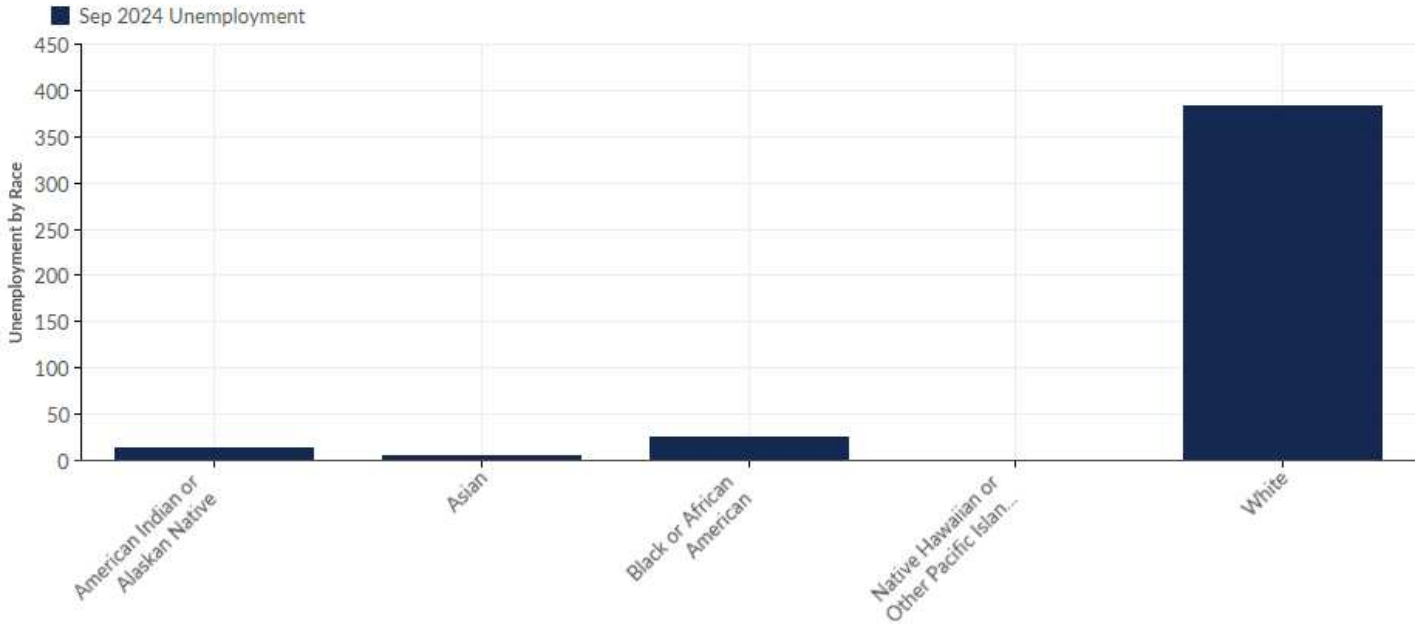


Age		Unemployment (Sep 2024)	% of Unemployed
< 22		8	1.88%
22-24		12	2.82%
25-34		80	18.78%
35-44		102	23.94%
45-54		86	20.19%
55-59		53	12.44%
60-64		50	11.74%
65+		35	8.22%
	Total	426	100.00%

Unemployment by Gender

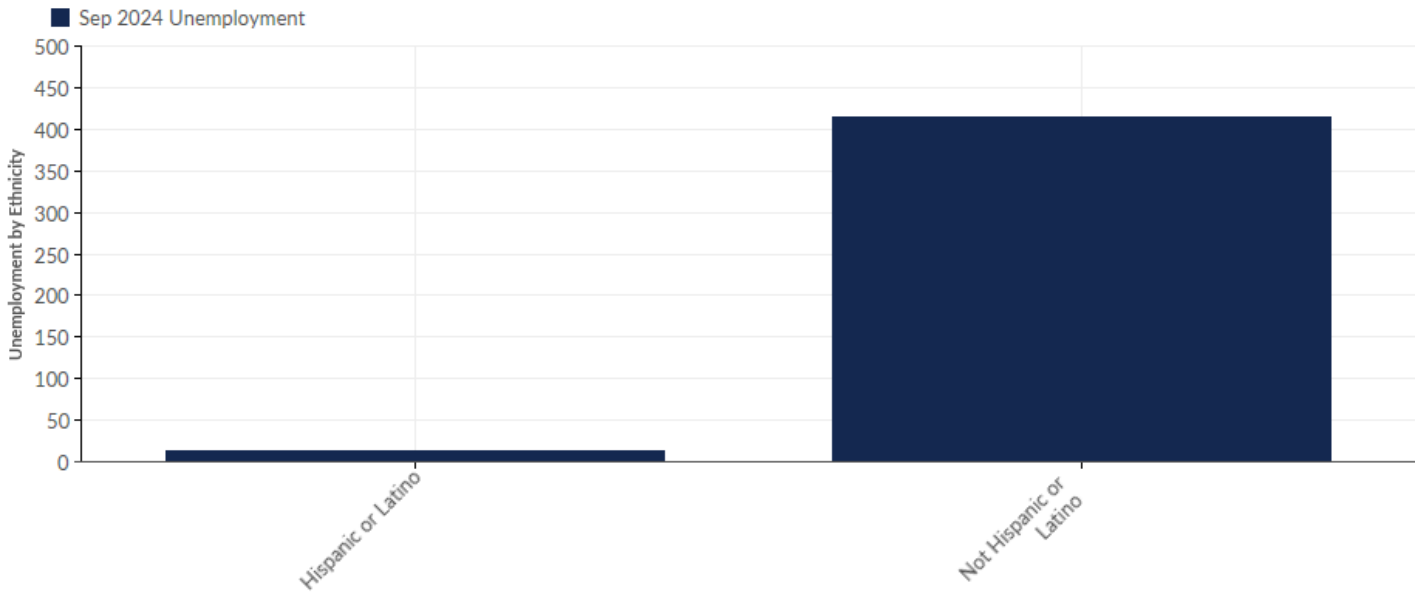
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	211	49.53%
Males	215	50.47%
Total	426	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	13	3.05%
Asian	5	1.17%
Black or African American	25	5.87%
Native Hawaiian or Other Pacific Islander	1	0.23%
White	383	89.91%
Total	426	100.00%

Unemployment by Ethnicity

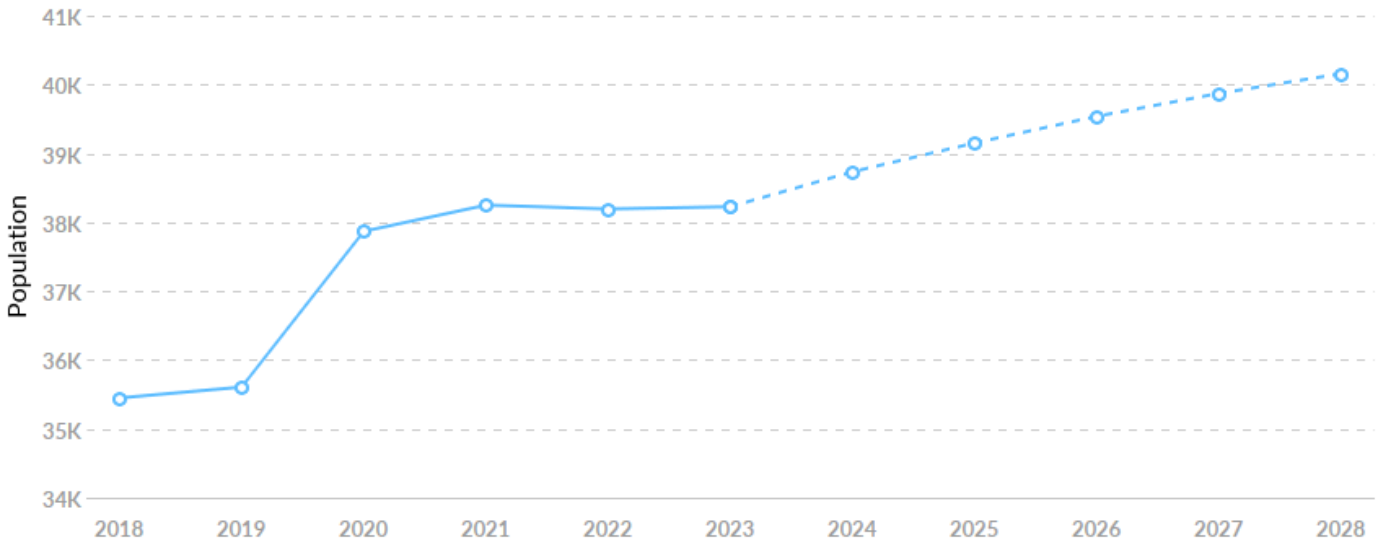


Ethnicity		Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino		12	2.82%
Not Hispanic or Latino		414	97.18%
	Total	426	100.00%

Historic & Projected Trends

Population Trends

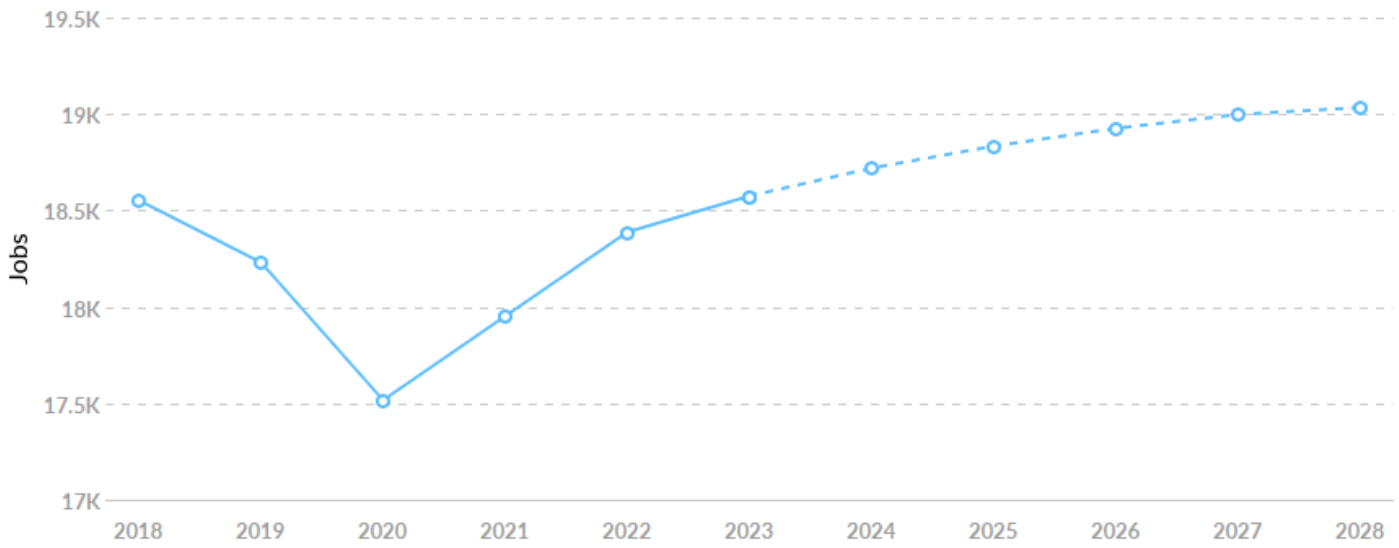
As of 2023 the region's population **increased by 7.8%** since 2018, growing by 2,777. Population is expected to **increase by 5.1%** between 2023 and 2028, adding 1,932.



Timeframe	Population
2018	35,449
2019	35,607
2020	37,869
2021	38,249
2022	38,193
2023	38,226
2024	38,734
2025	39,152
2026	39,539
2027	39,872
2028	40,158

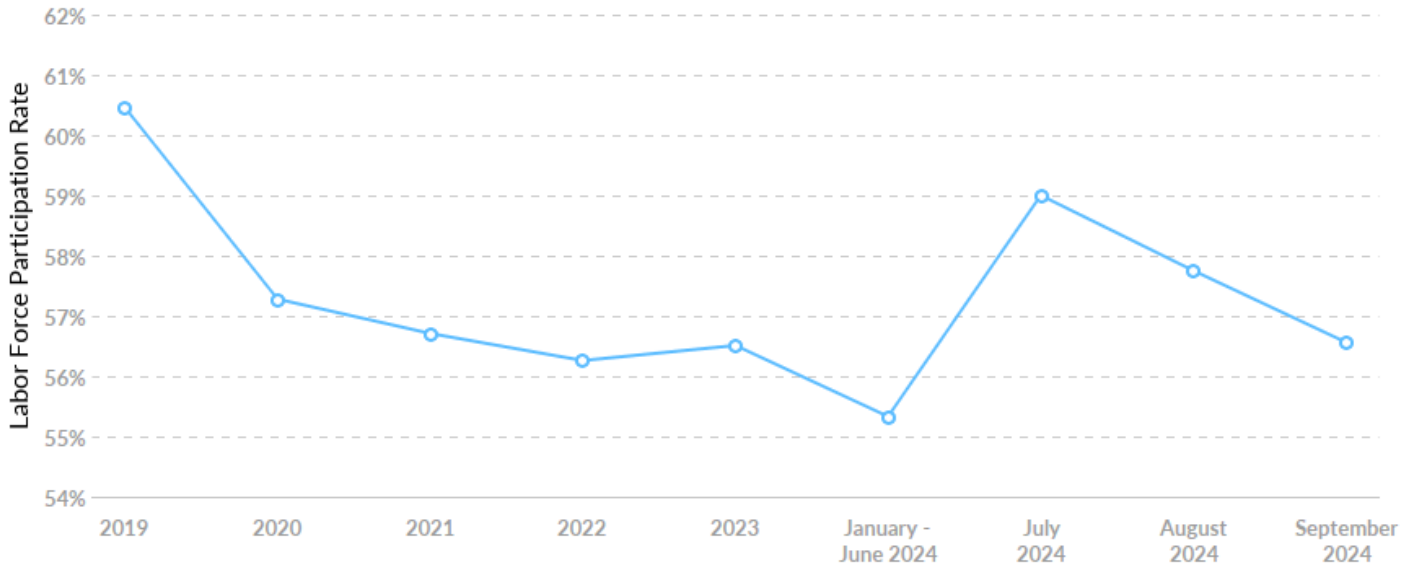
Job Trends

From 2018 to 2023, jobs **increased by 0.1%** in Oneida County, WI from 18,553 to **18,575**. This change **fell short of the national growth rate of 4.5% by 4.4%**.



Timeframe	Jobs
2018	18,553
2019	18,231
2020	17,516
2021	17,952
2022	18,388
2023	18,575
2024	18,720
2025	18,834
2026	18,926
2027	18,998
2028	19,034

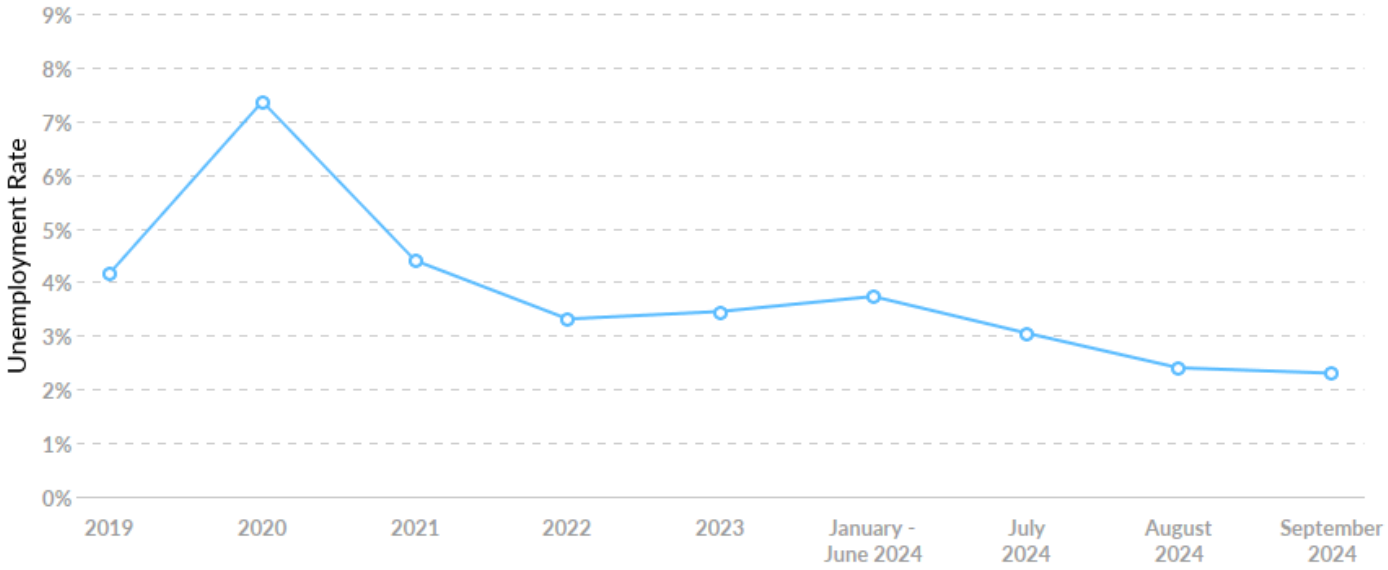
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	60.46%
2020	57.28%
2021	56.71%
2022	56.26%
2023	56.51%
January - June 2024	55.33%
July 2024	59.00%
August 2024	57.75%
September 2024	56.56%

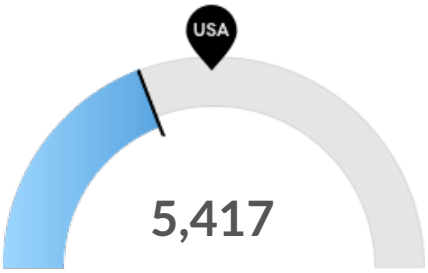
Unemployment Rate Trends

Oneida County, WI had a September 2024 unemployment rate of 2.30%, **decreasing from 4.16%** 5 years before.



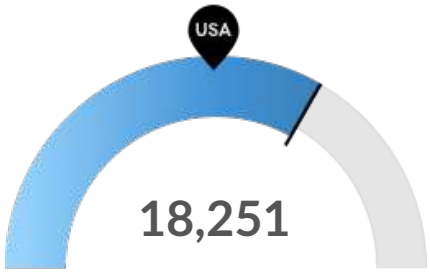
Timeframe	Unemployment Rate
2019	4.16%
2020	7.36%
2021	4.40%
2022	3.31%
2023	3.45%
January - June 2024	3.73%
July 2024	3.05%
August 2024	2.40%
September 2024	2.30%

Population Characteristics



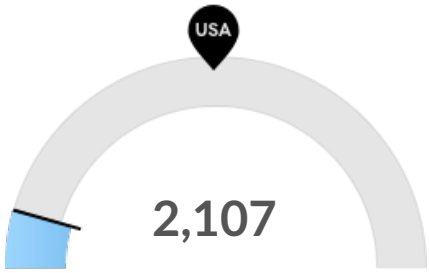
Millennials

Oneida County, WI has 5,417 millennials (ages 25-39). The national average for an area this size is 7,767.



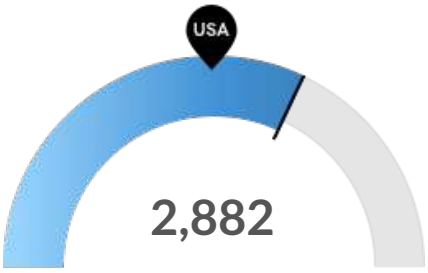
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 11,540 people 55 or older, while there are 18,251 here.



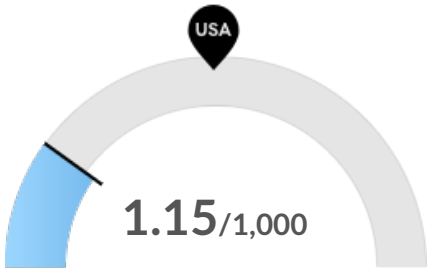
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 15,920 racially diverse people, while there are 2,107 here.



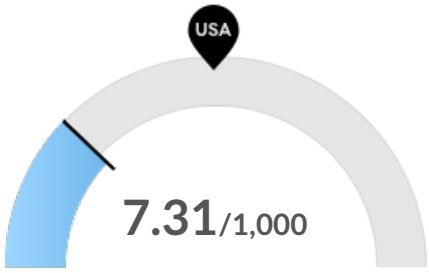
Veterans

Oneida County, WI has 2,882 veterans. The national average for an area this size is 1,953.



Violent Crime

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

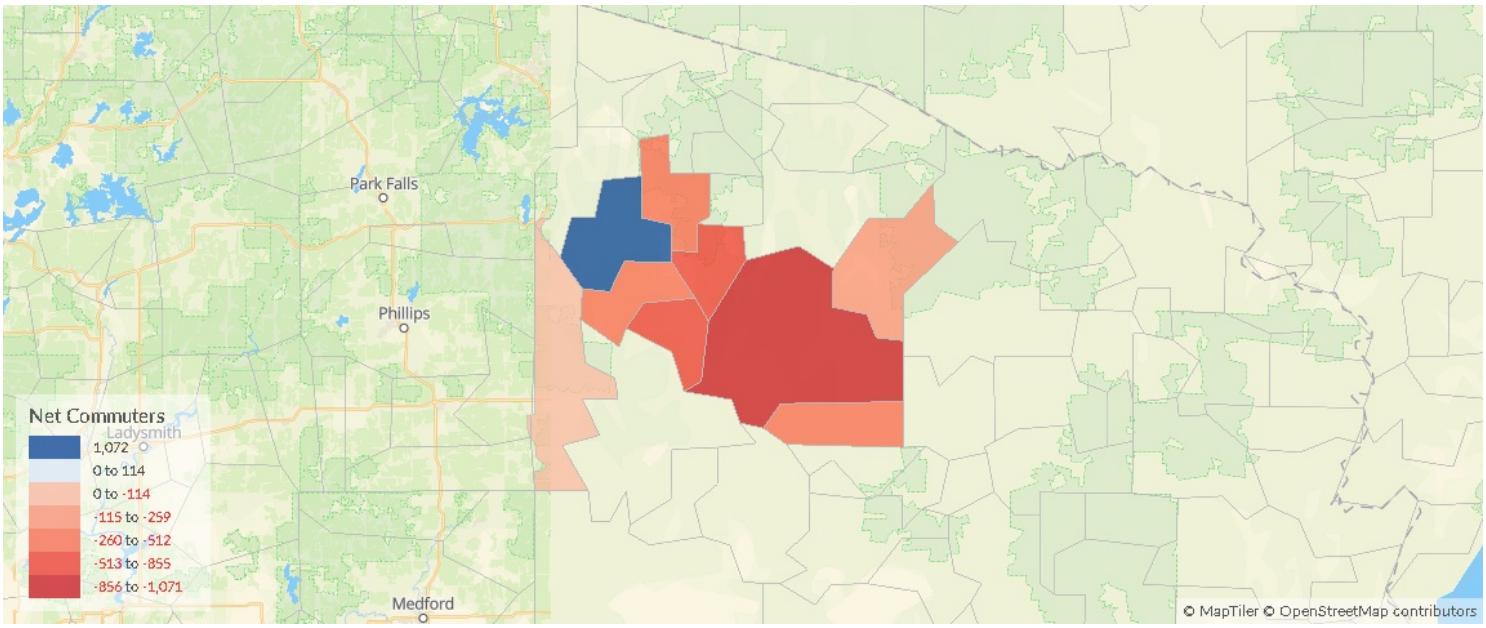


Property Crime

Oneida County, WI has 7.31 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...	9,853
54548	Minocqua, WI (in Oneid...	3,984
54568	Woodruff, WI (in Oneid...	2,448
54562	Three Lakes, WI (in One...	964
54531	Hazelhurst, WI (in Onei...	403

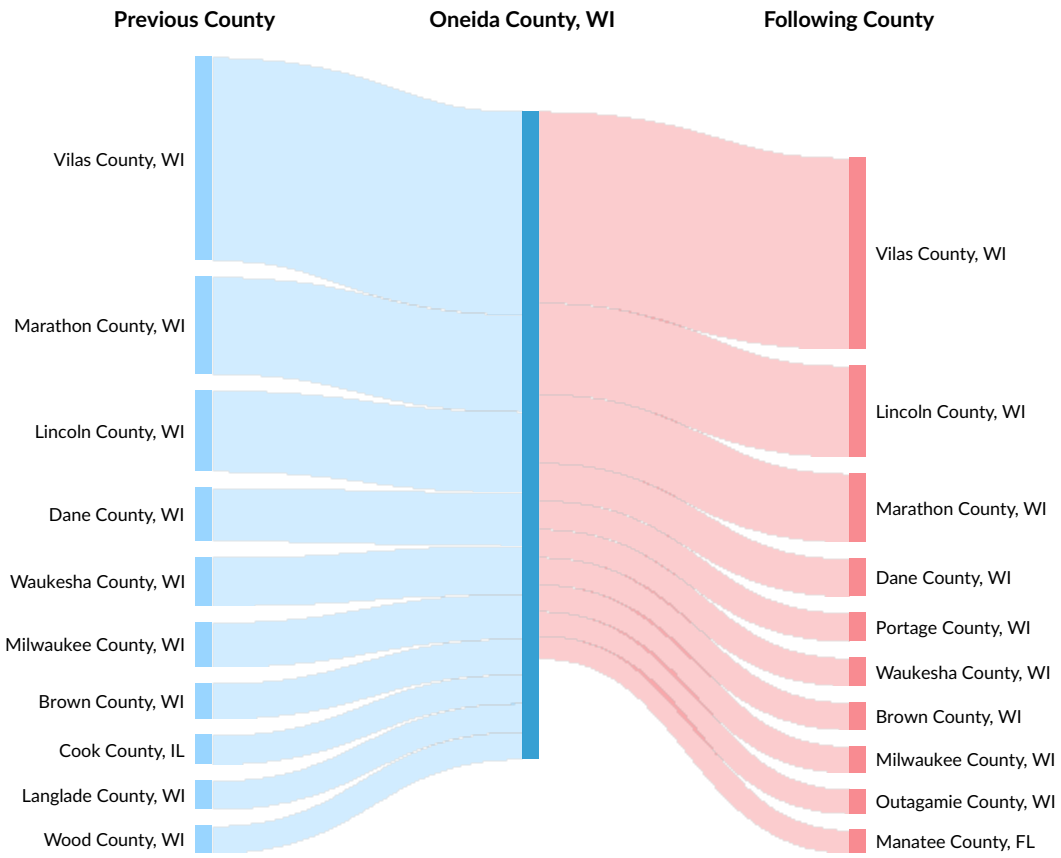
Where Talent Lives

ZIP	Name	2023 Workers
54501	Rhinelander, WI (in One...	10,709
54548	Minocqua, WI (in Oneid...	2,912
54568	Woodruff, WI (in Oneid...	2,830
54562	Three Lakes, WI (in One...	1,079
54539	Lake Tomahawk, WI (in ...	819

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 2022, 259 people have migrated from Vilas County, WI to Oneida County, WI. In the same year, 244 people left Oneida County, WI migrating to Vilas County, WI. The total Net Migration for Oneida County, WI in 2022 was 289.



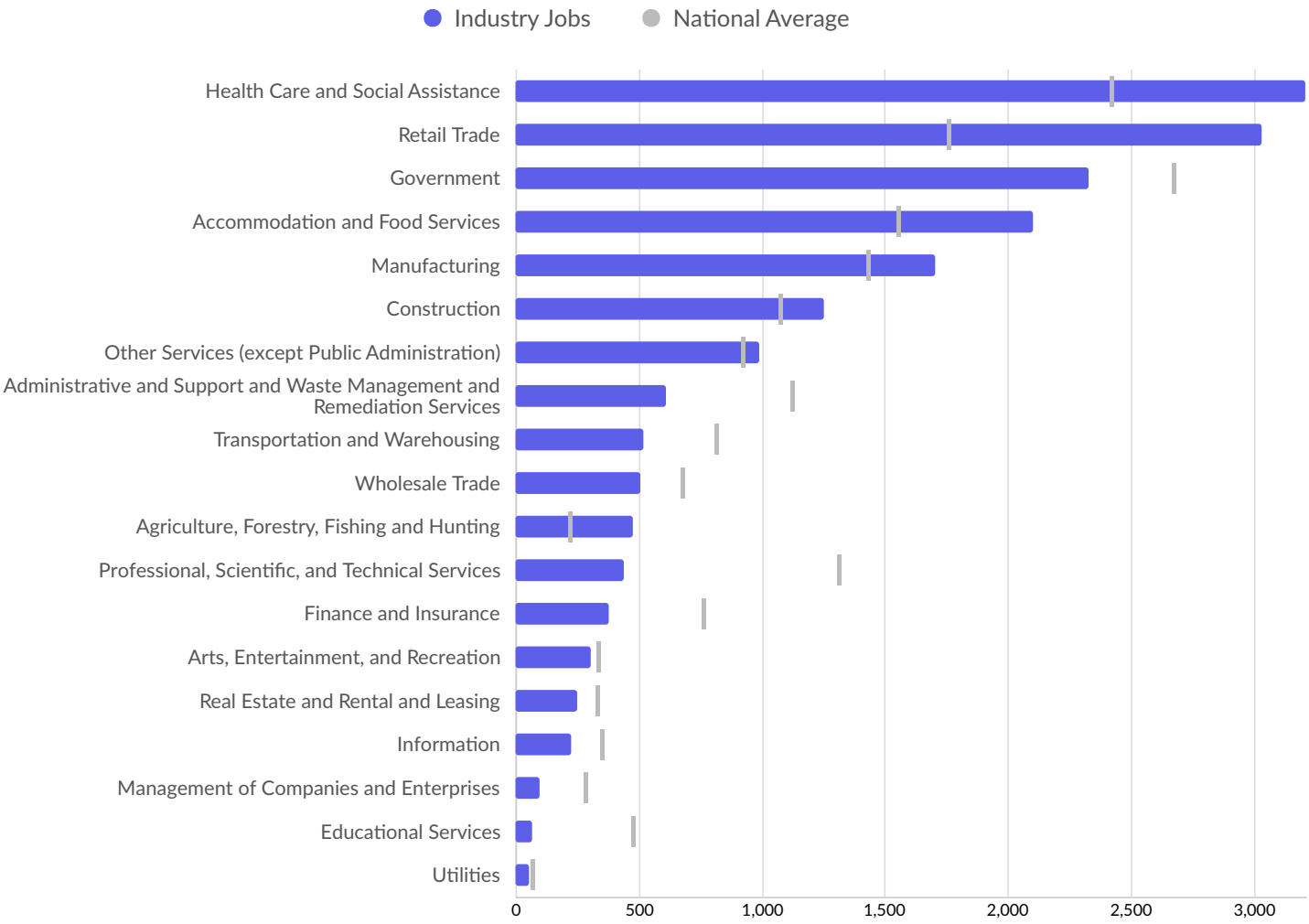
Top Previous Counties	Migrations
Vilas County, WI	259
Marathon County, WI	124
Lincoln County, WI	103
Dane County, WI	68
Waukesha County, WI	62
Milwaukee County, WI	57

Top Previous Counties	Migrations
Brown County, WI	45
Cook County, IL	37
Langlade County, WI	36
Wood County, WI	35
Forest County, WI	31
Columbia County, WI	26
Walworth County, WI	24
Price County, WI	24
Chippewa County, WI	22

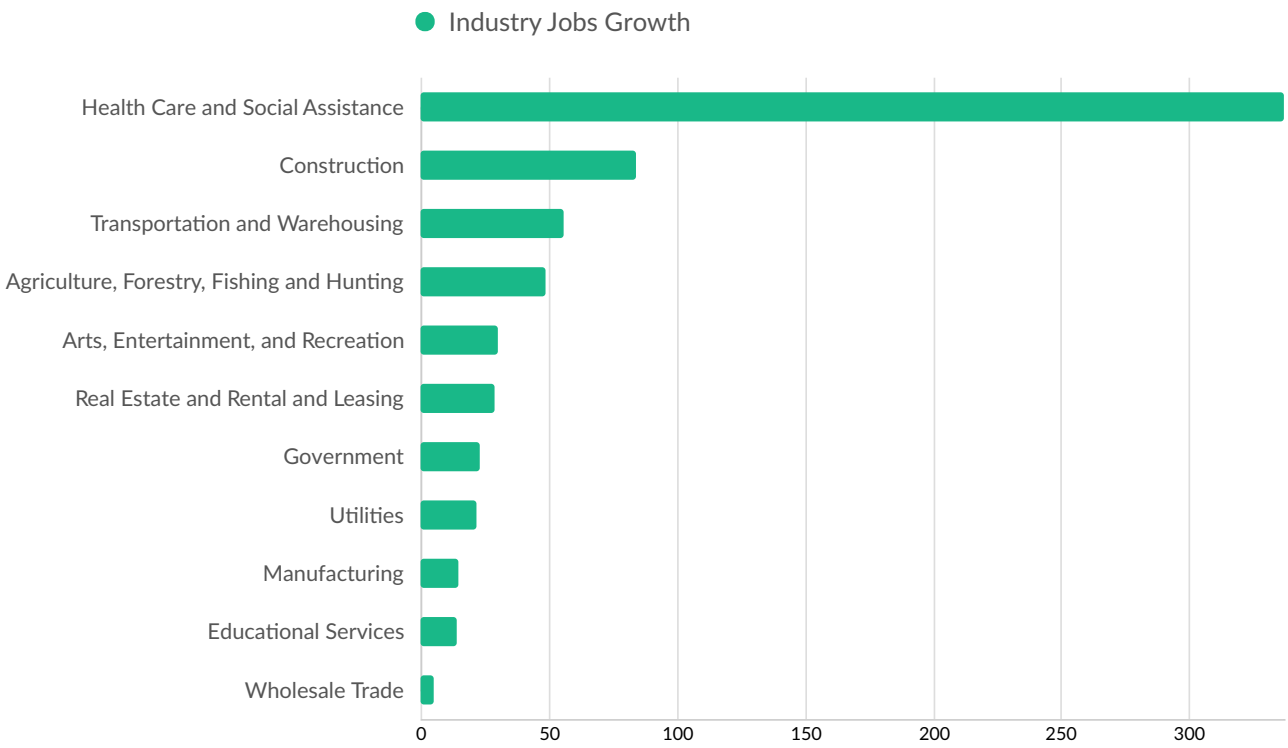
Top Following Counties	Migrations
Vilas County, WI	244
Lincoln County, WI	116
Marathon County, WI	88
Dane County, WI	48
Portage County, WI	36
Waukesha County, WI	36
Brown County, WI	35
Milwaukee County, WI	34
Outagamie County, WI	31
Manatee County, FL	29
Hennepin County, MN	27
Kane County, IL	25
Wood County, WI	25
Yolo County, CA	22
Ramsey County, MN	20

Industry Characteristics

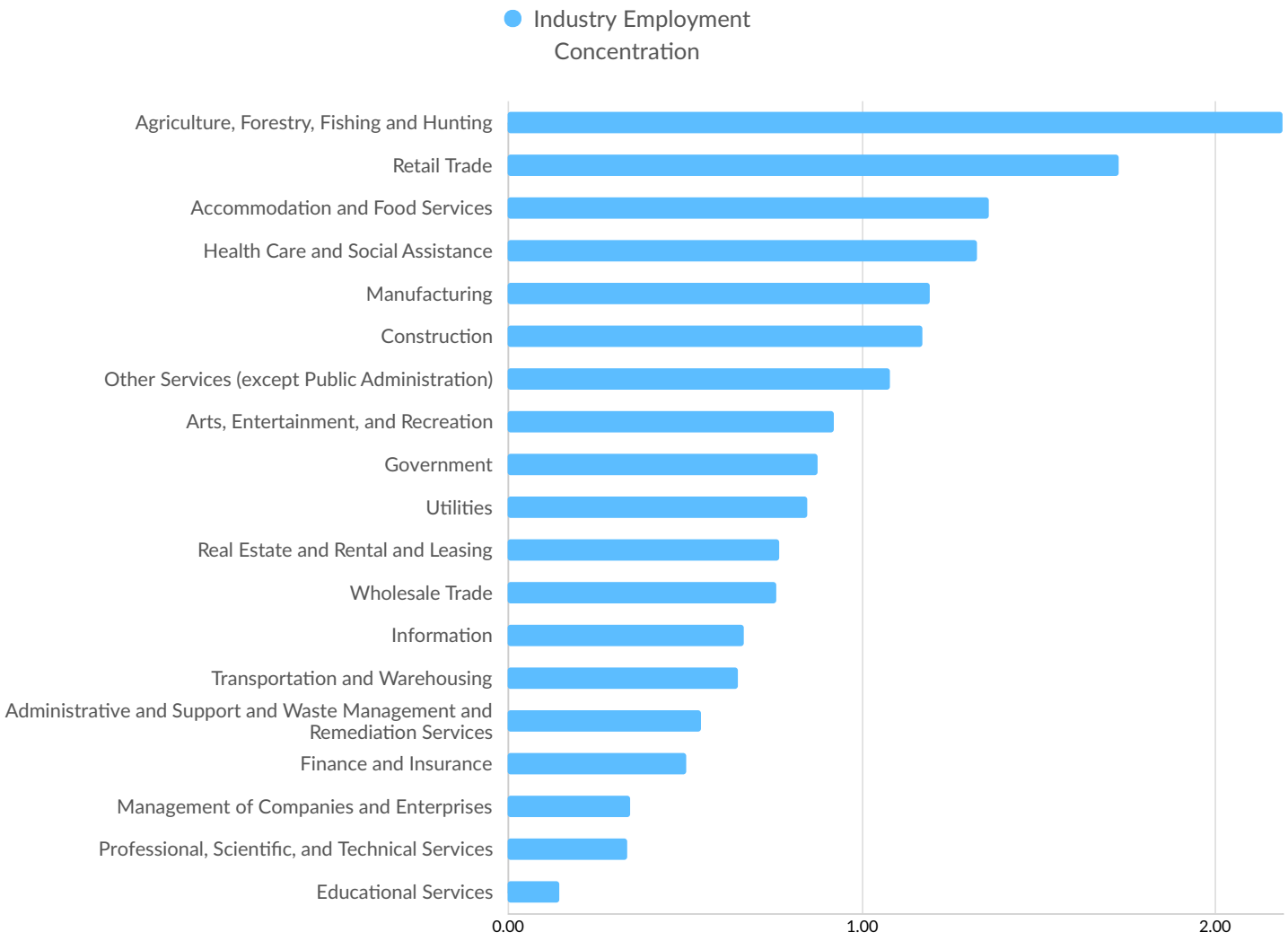
Largest Industries



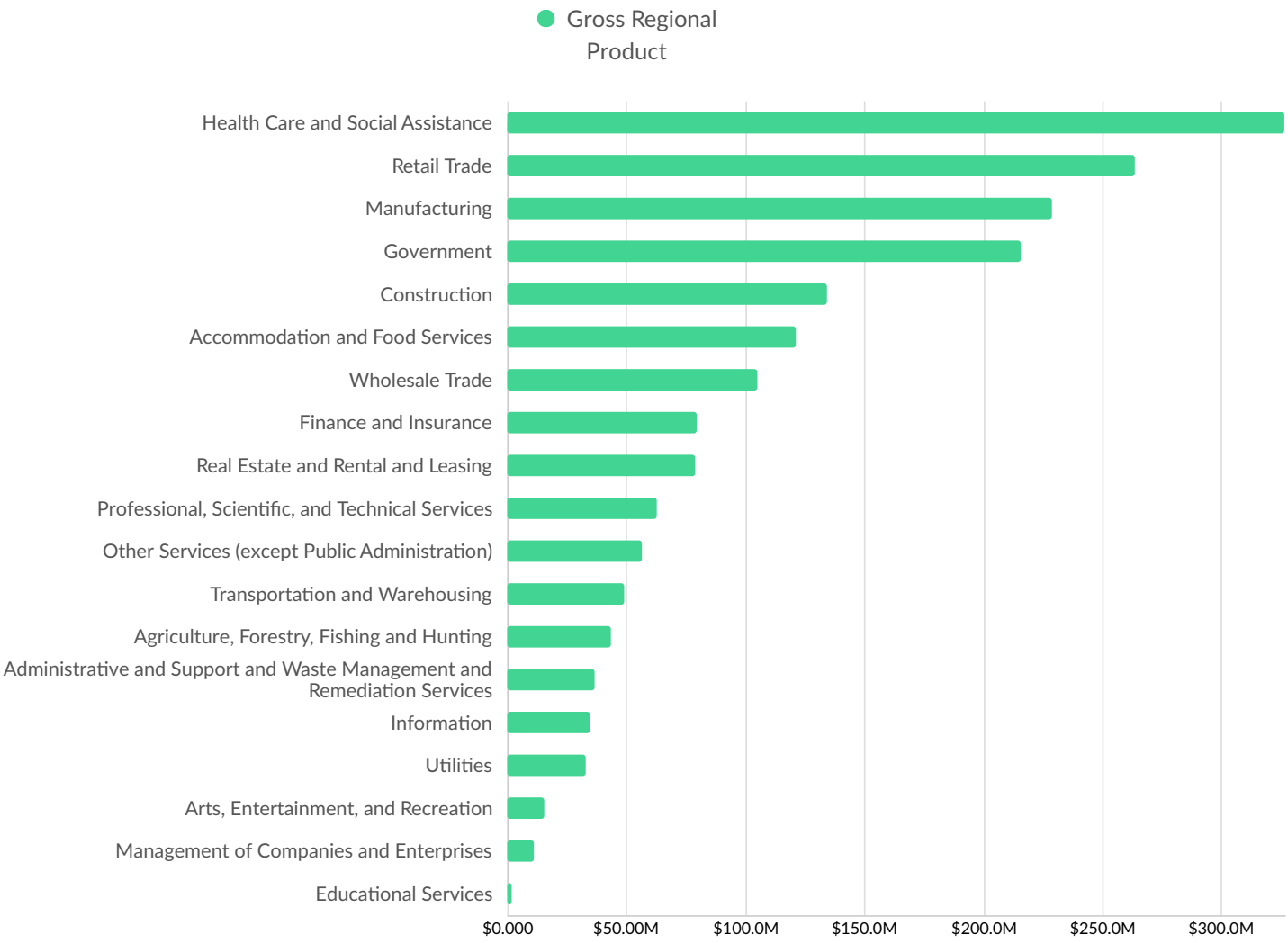
Top Growing Industries



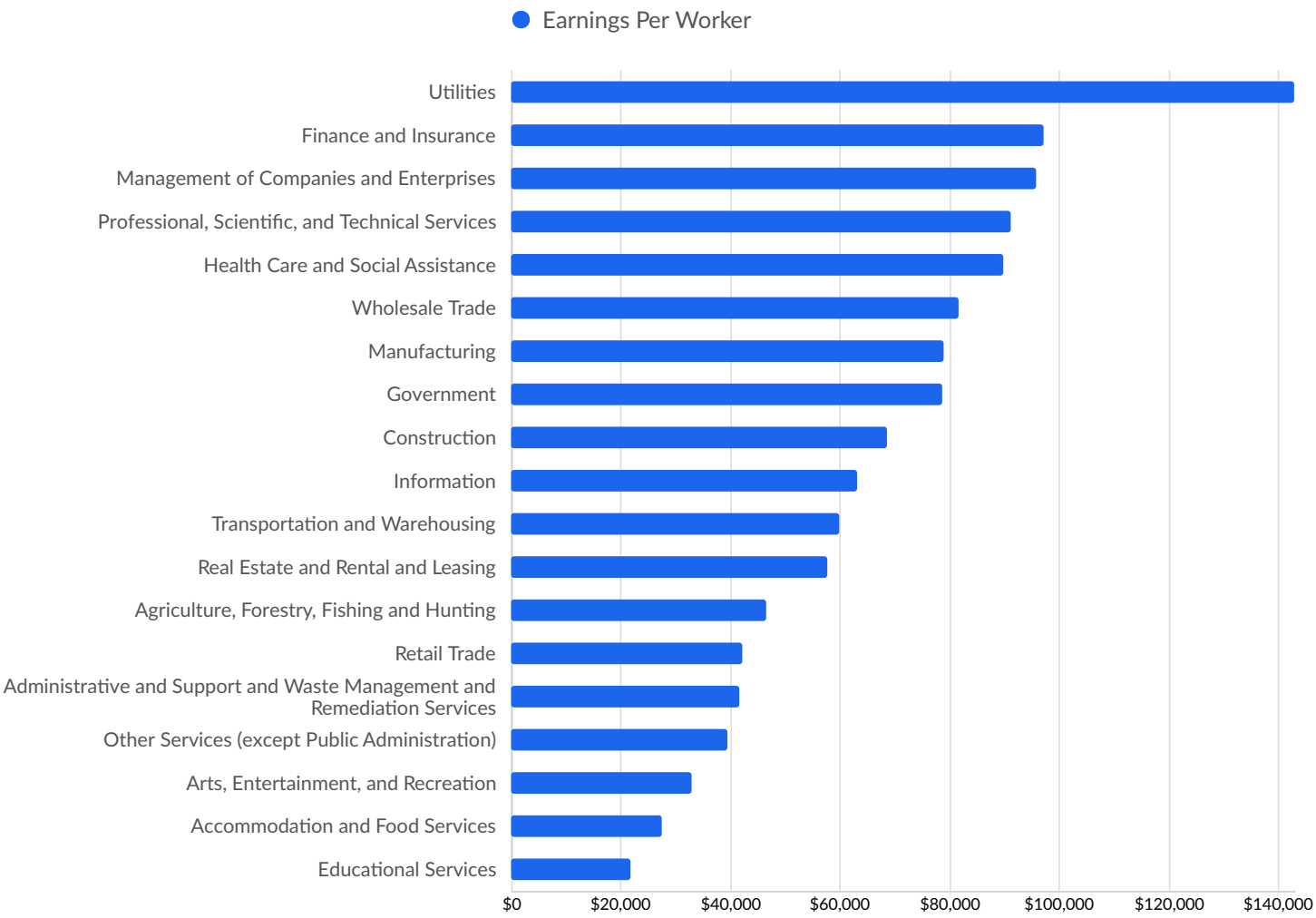
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

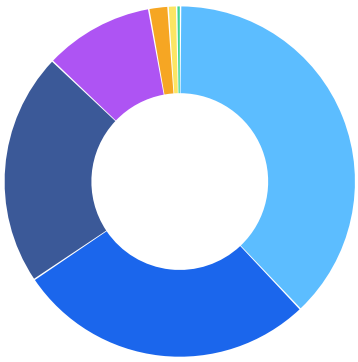
3,979 Companies Employ Your Workers

Online profiles for your workers mention 3,979 companies as employers, with the top 10 appearing below. In the last 12 months, 437 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	195
Ministry Health Care	170
Nicolet College	154
School District Of Rhinelander	124
State of Wisconsin	119
Aspirus	93
Oneida County	78
Walmart	64
United States Forest Service	60
Printpack	58

Top Companies Posting	Unique Postings
Aspirus	223
Marshfield Clinic	190
Walmart	96
CompHealth	86
Border Foods	77
Weatherby Healthcare	57
Kwik Trip	45
Printpack	44
T.A Solberg	44
Nicolet College	42

Business Size

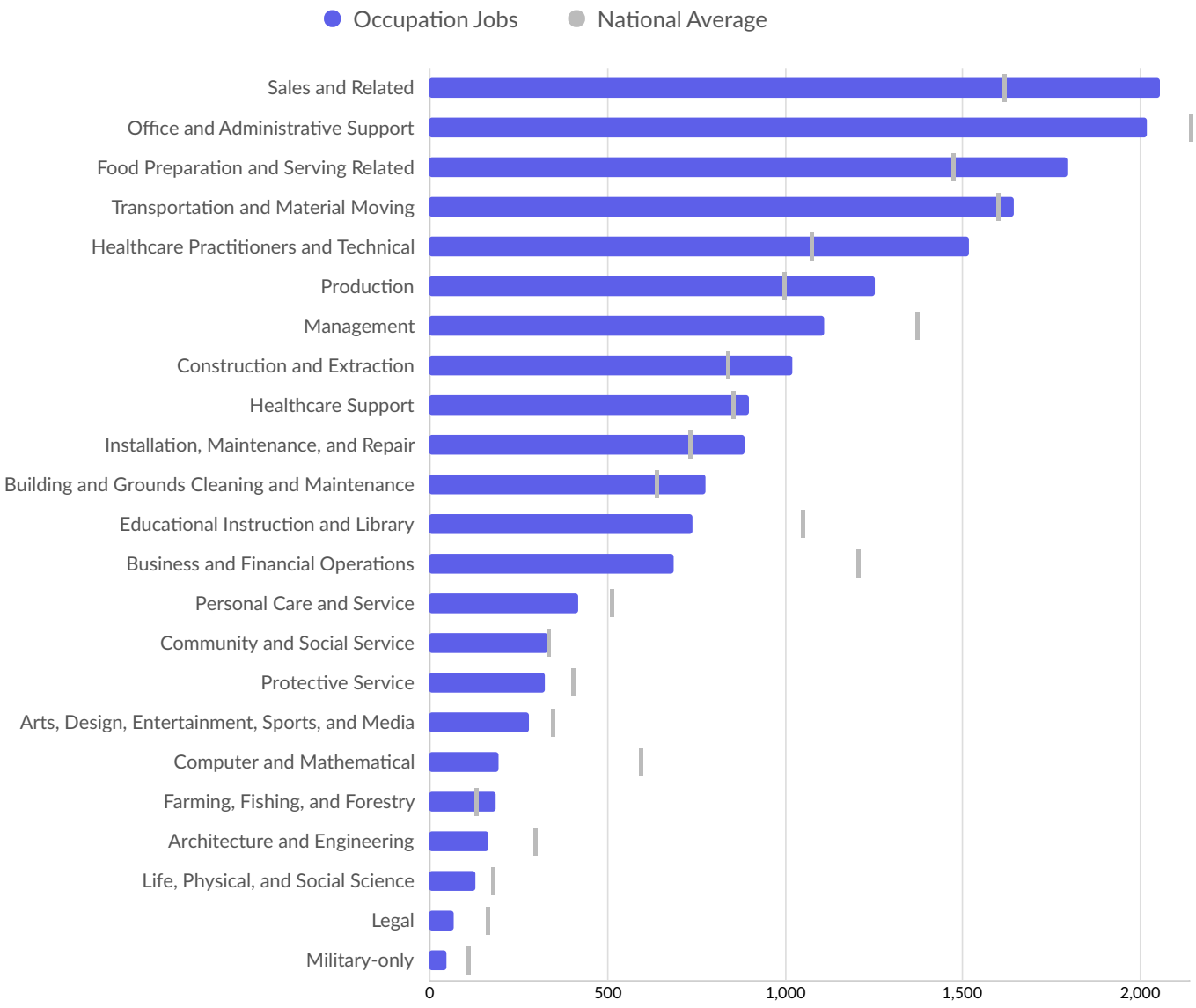


	Percentage	Business Count
1 to 4 employees	37.9%	964
5 to 9 employees	27.6%	703
10 to 19 employees	21.5%	547
20 to 49 employees	10.1%	257
50 to 99 employees	1.8%	45
100 to 249 employees	0.8%	20
250 to 499 employees	0.4%	9

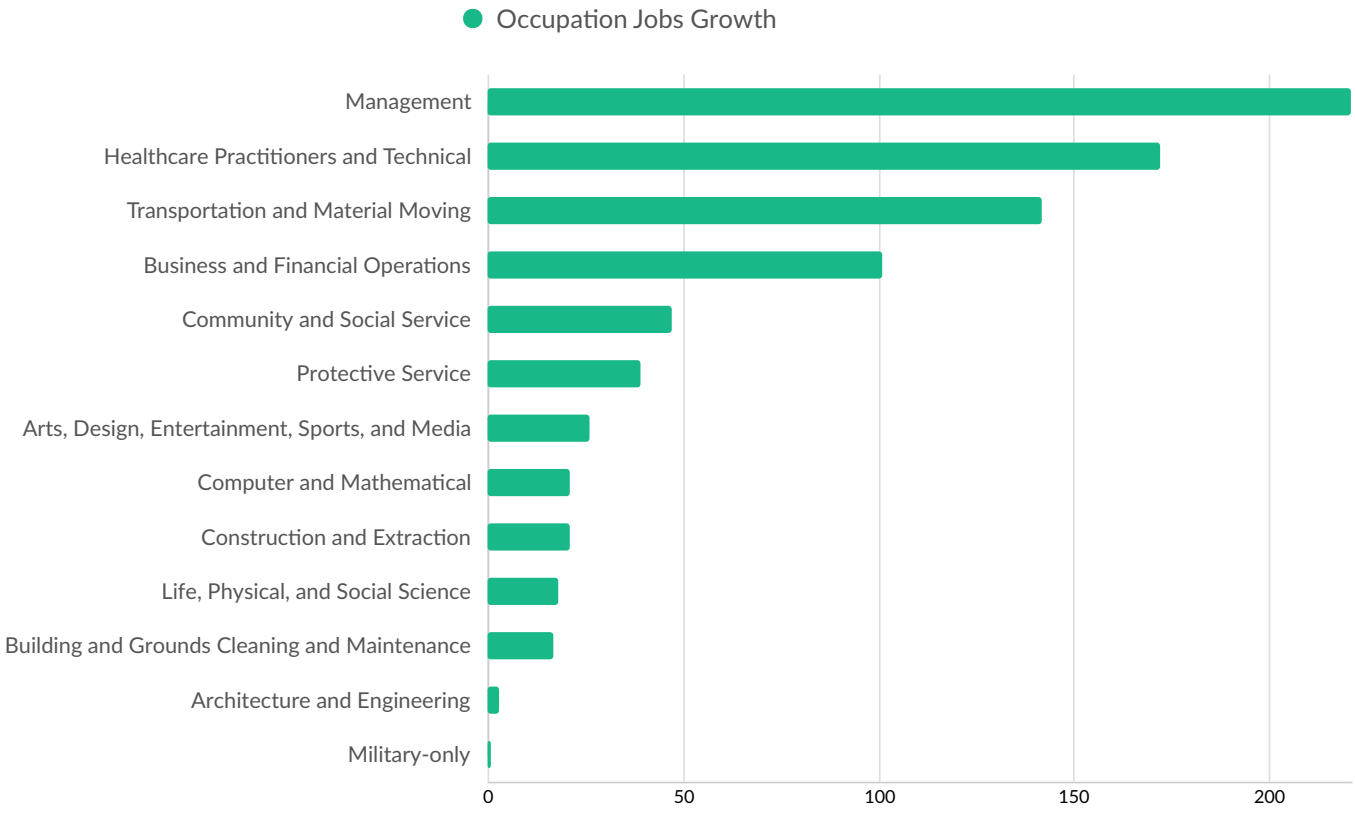
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

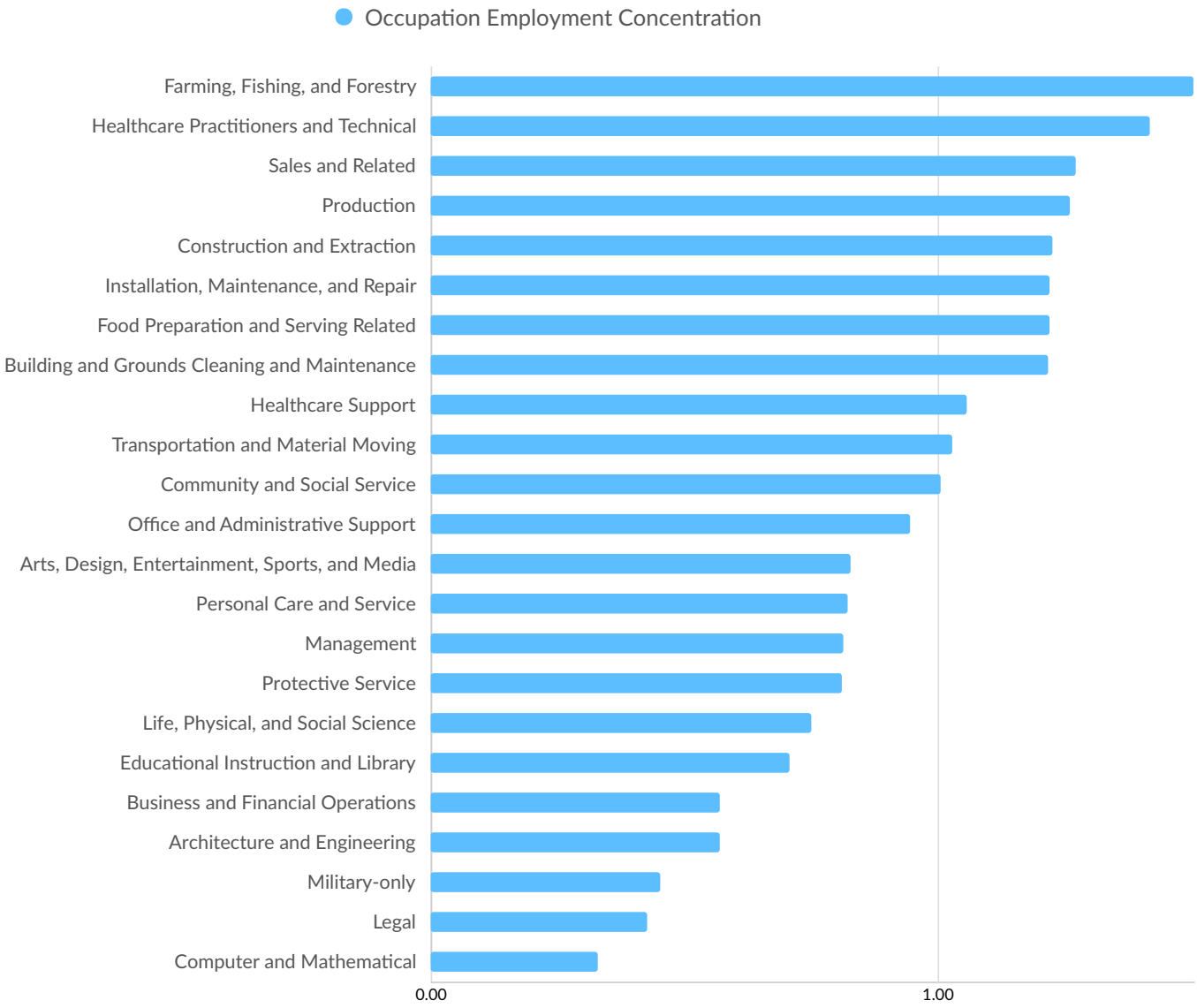
Largest Occupations



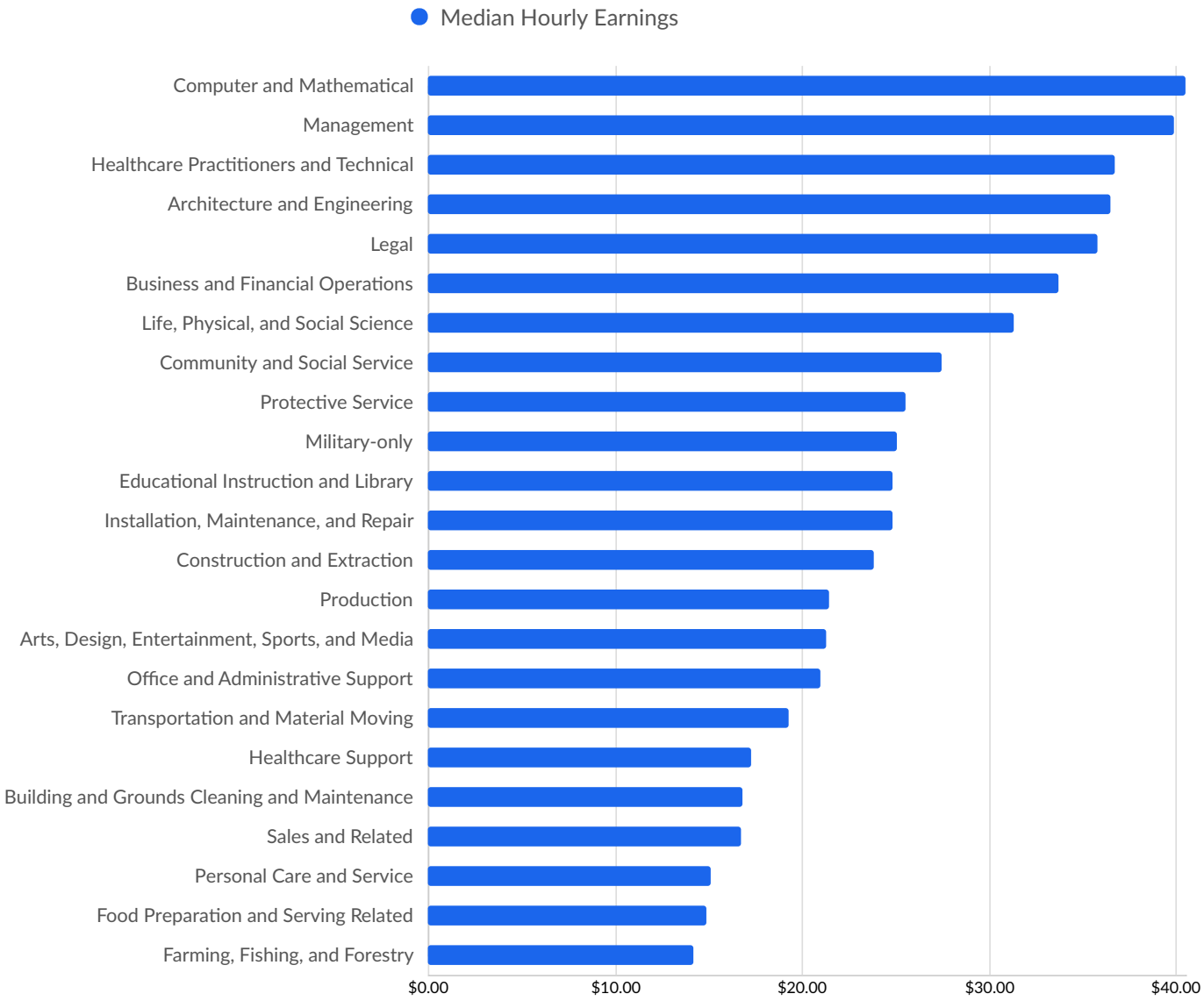
Top Growing Occupations



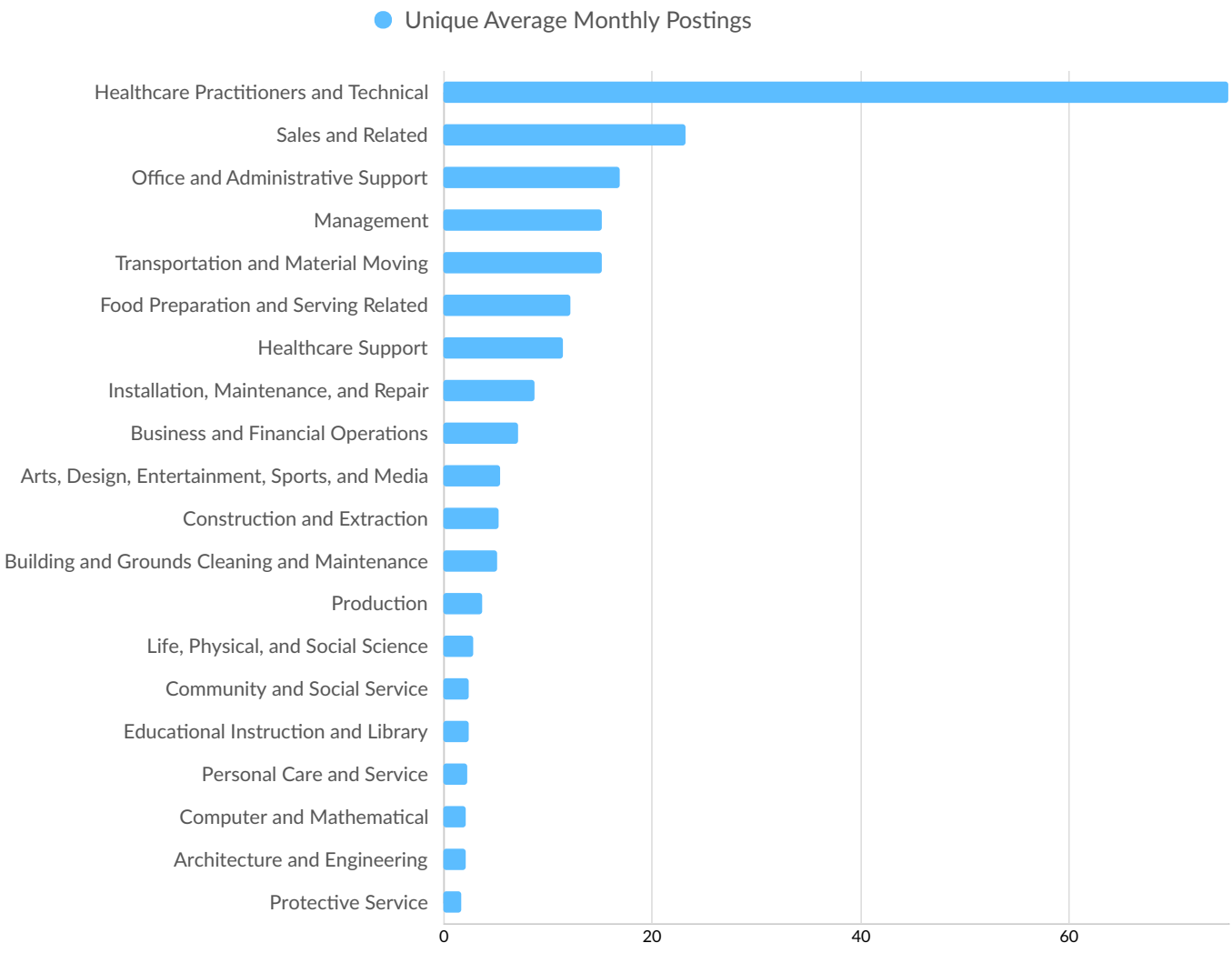
Top Occupation Employment Concentration



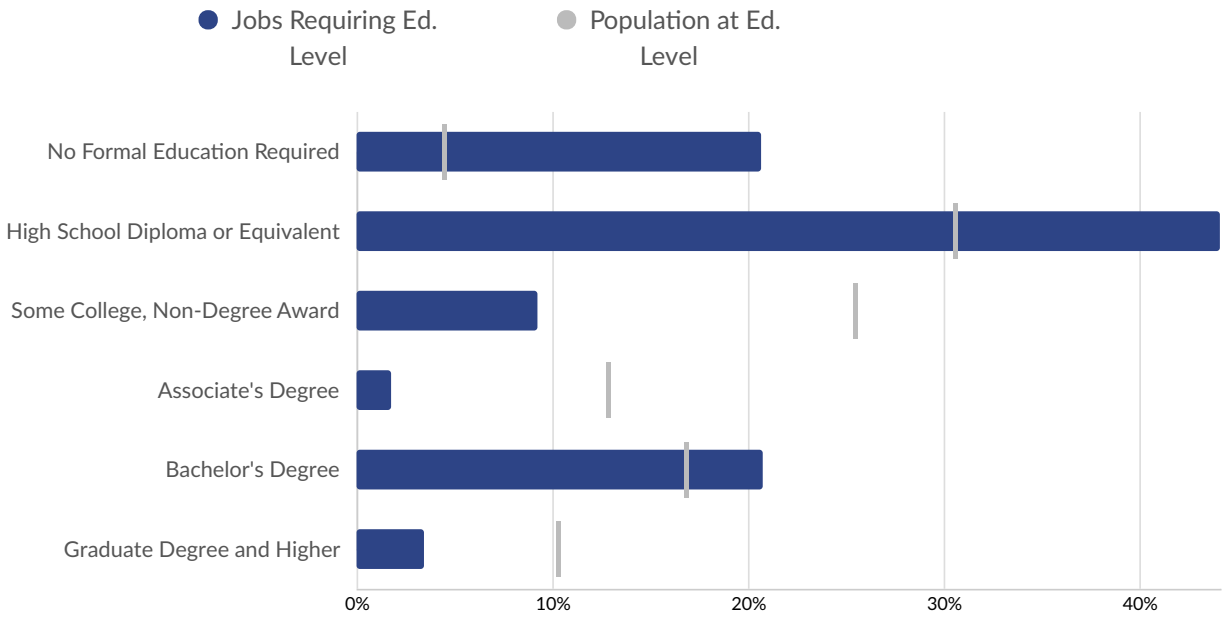
Top Occupation Earnings



Top Posted Occupations

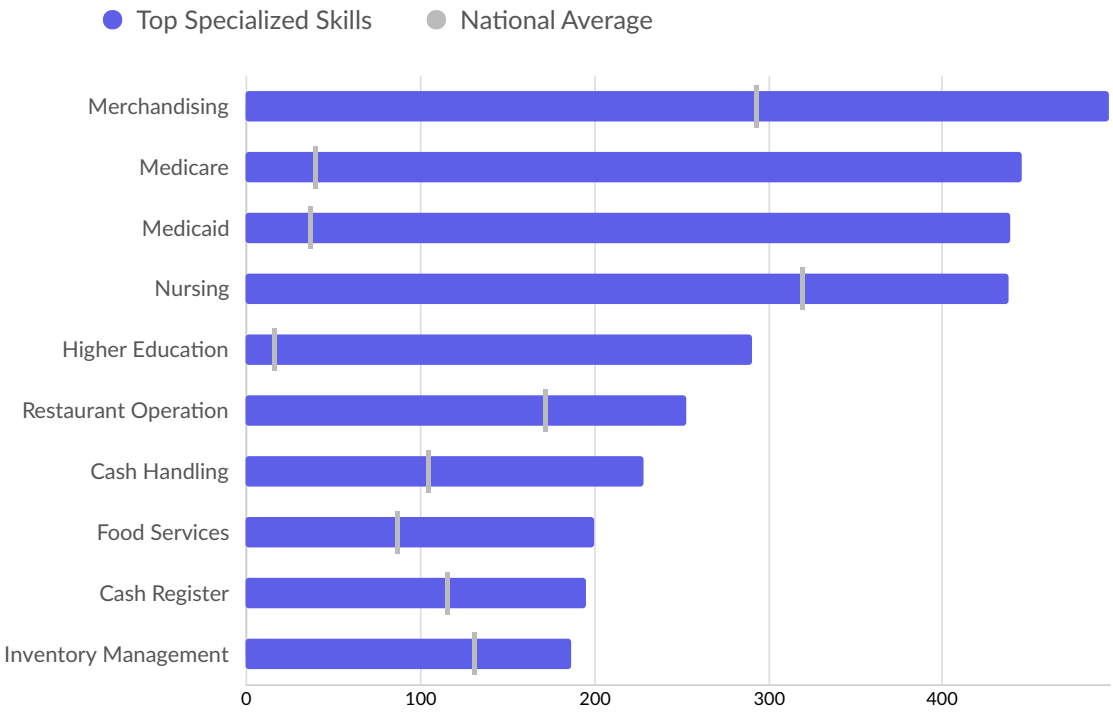


Underemployment



Educational Pipeline

In 2023, there were 392 graduates in Oneida County, WI. This pipeline has shrunk by 24% 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 (2023)	Graduate Trend (2019 - 2023)
Nicolet Area Technical College	392	

In-Demand Skills