



# 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

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

# Economy Overview

38,725

Population (2024)

Population **grew by 3,118** over the last 5 years and is projected to **grow by 1,634** over the next 5 years.

18,641

Total Regional Employment

Jobs **grew by 406** over the last 5 years and are projected to **grow by 462** over the next 5 years.

\$66.1K

Median Household Income (2022)

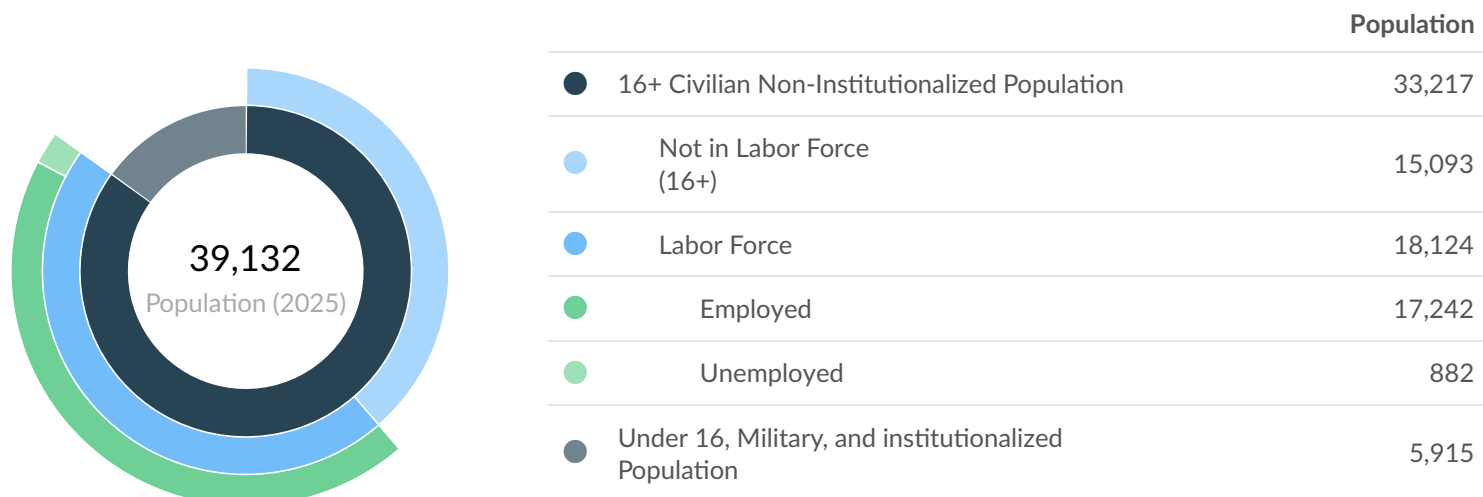
Median household income is **\$9.0K below** the national median household income of \$75.1K.

## Takeaways

- As of 2024 the region's population **increased by 8.8%** since 2019, growing by 3,118. Population is expected to **increase by 4.2%** between 2024 and 2029, adding 1,634.
- From 2019 to 2024, jobs **increased by 2.2%** in Oneida County, WI from 18,234 to **18,641**. This change **fell short of the national growth rate of 4.1% by 1.9%**. As the number of jobs increased, the **labor force participation rate decreased from 59.9% to 56.0% between 2019 and 2024**.
- Concerning educational attainment, **17.8% of Oneida County, WI residents possess a Bachelor's Degree** (3.7% below the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).
- The top three industries in 2024 are Restaurants and Other Eating Places, General Medical and Surgical Hospitals, and Local Government, Excluding Education and Hospitals.

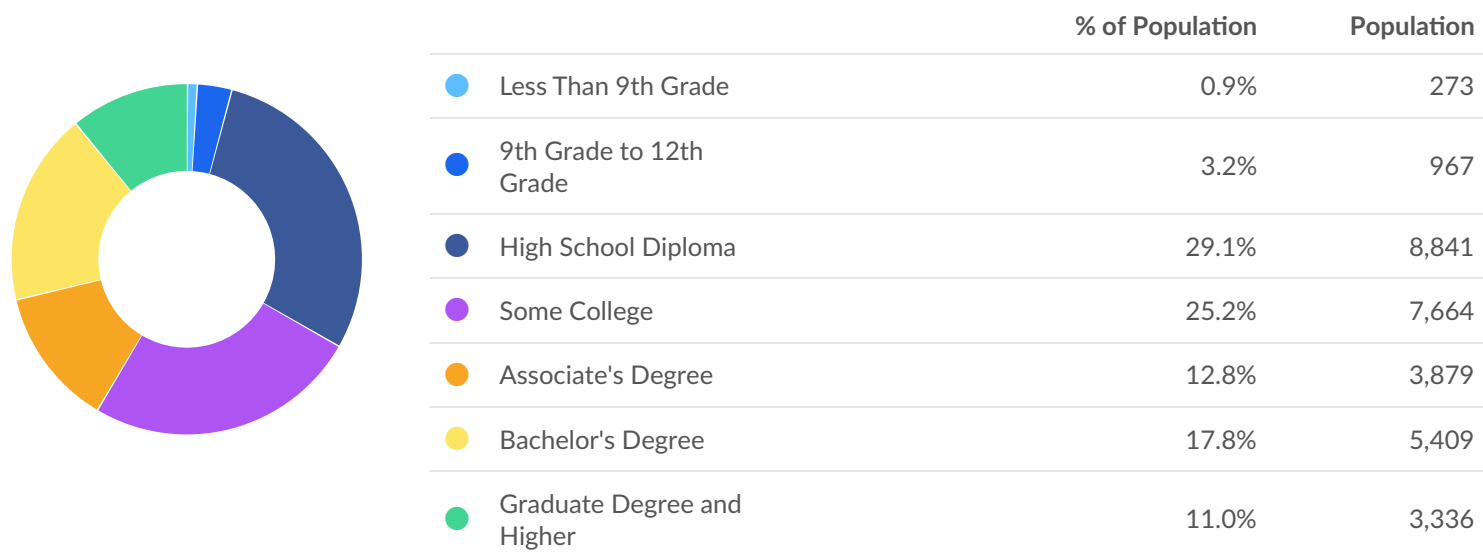
	Population (2025)	Labor Force (Mar 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	39,132	18,124	18,641	100.6	\$2.22B	\$2.95B	\$2.50B
State	5,948,400	3,156,017	3,257,504	100.2	\$437.07B	\$390.04B	\$418.85B

## Mar 2025 Labor Force Breakdown



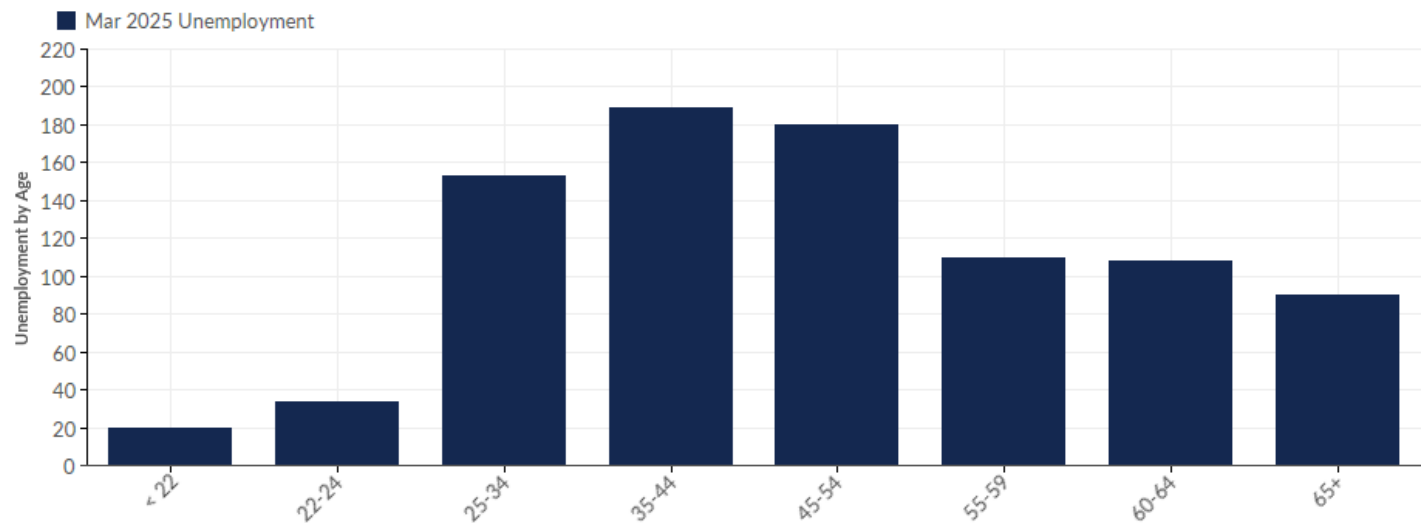
## Educational Attainment

Concerning educational attainment, **17.8% of Oneida County, WI residents possess a Bachelor's Degree** (3.7% below the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).



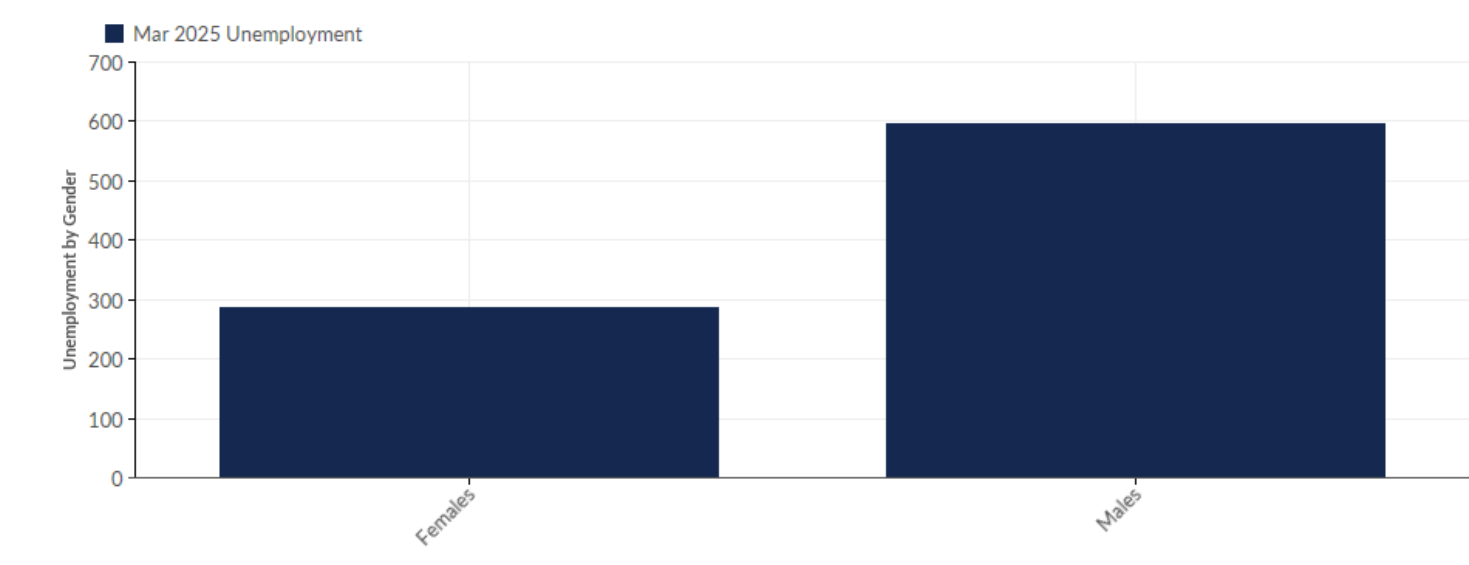
# Unemployment by Demographics

## Unemployment by Age



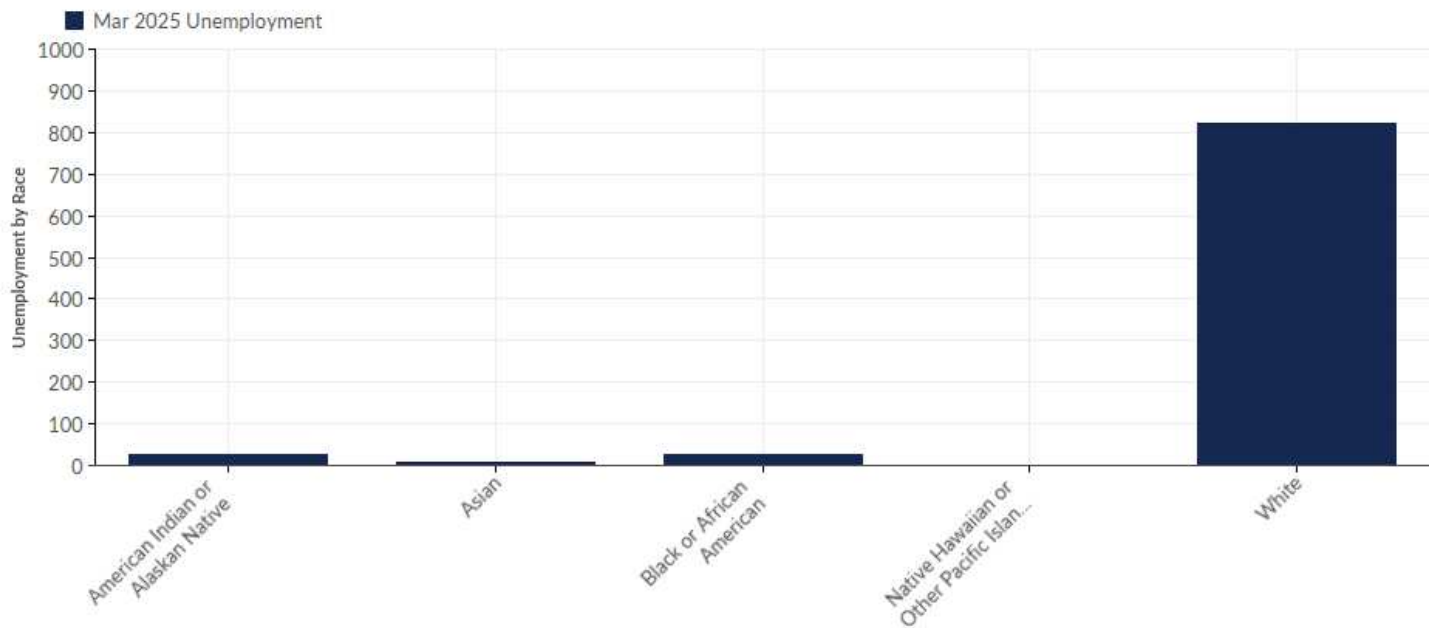
Age	Unemployment (Mar 2025)	% of Unemployed
< 22	19	2.15%
22-24	34	3.85%
25-34	153	17.35%
35-44	189	21.43%
45-54	180	20.41%
55-59	109	12.36%
60-64	108	12.24%
65+	90	10.20%
Total	882	100.00%

Unemployment by Gender



Gender	Unemployment (Mar 2025)	% of Unemployed
Females	287	32.54%
Males	595	67.46%
Total	882	100.00%

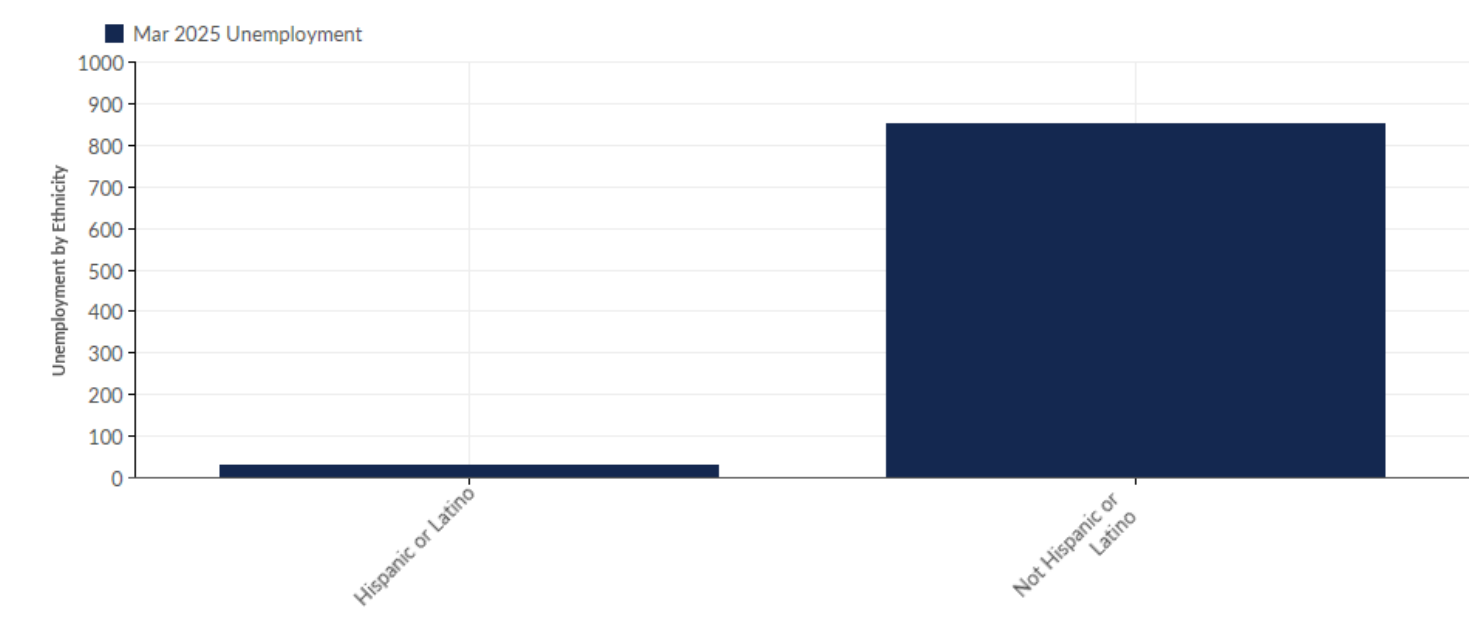
## Unemployment by Race



Race	Unemployment (Mar 2025)	% of Unemployed
American Indian or Alaskan Native	26	2.95%
Asian	6	0.68%
Black or African American	27	3.06%
Native Hawaiian or Other Pacific Islander	1	0.11%
White	822	93.20%
Total	882	100.00%



Unemployment by Ethnicity

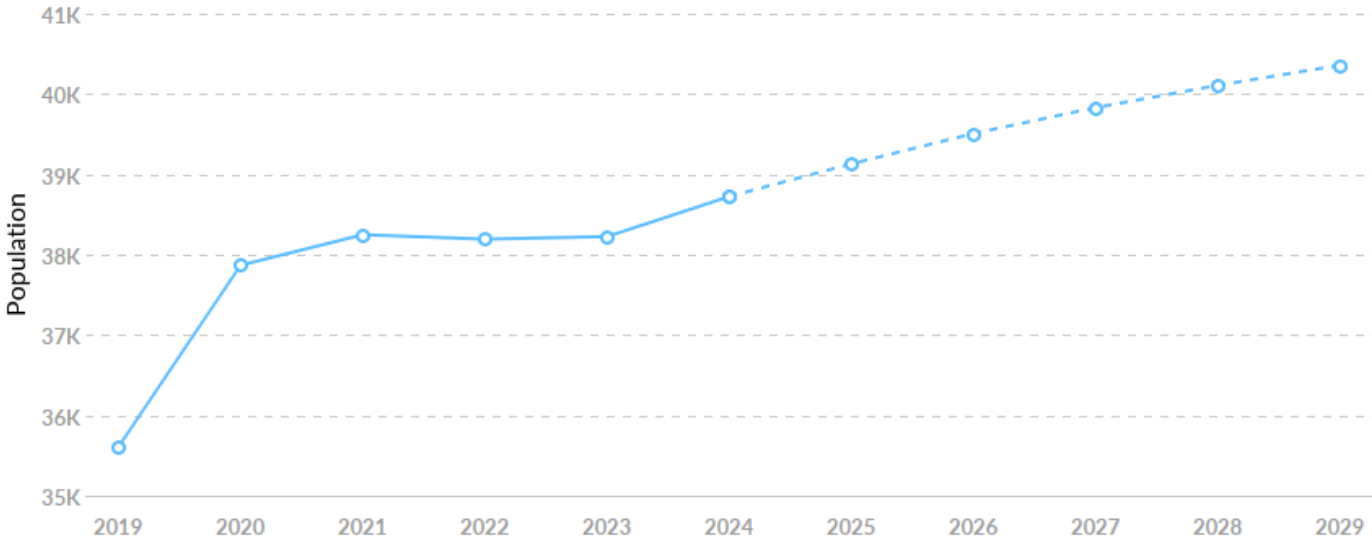


Ethnicity	Unemployment (Mar 2025)	% of Unemployed
Hispanic or Latino	30	3.40%
Not Hispanic or Latino	852	96.60%
Total	882	100.00%

# Historic & Projected Trends

## Population Trends

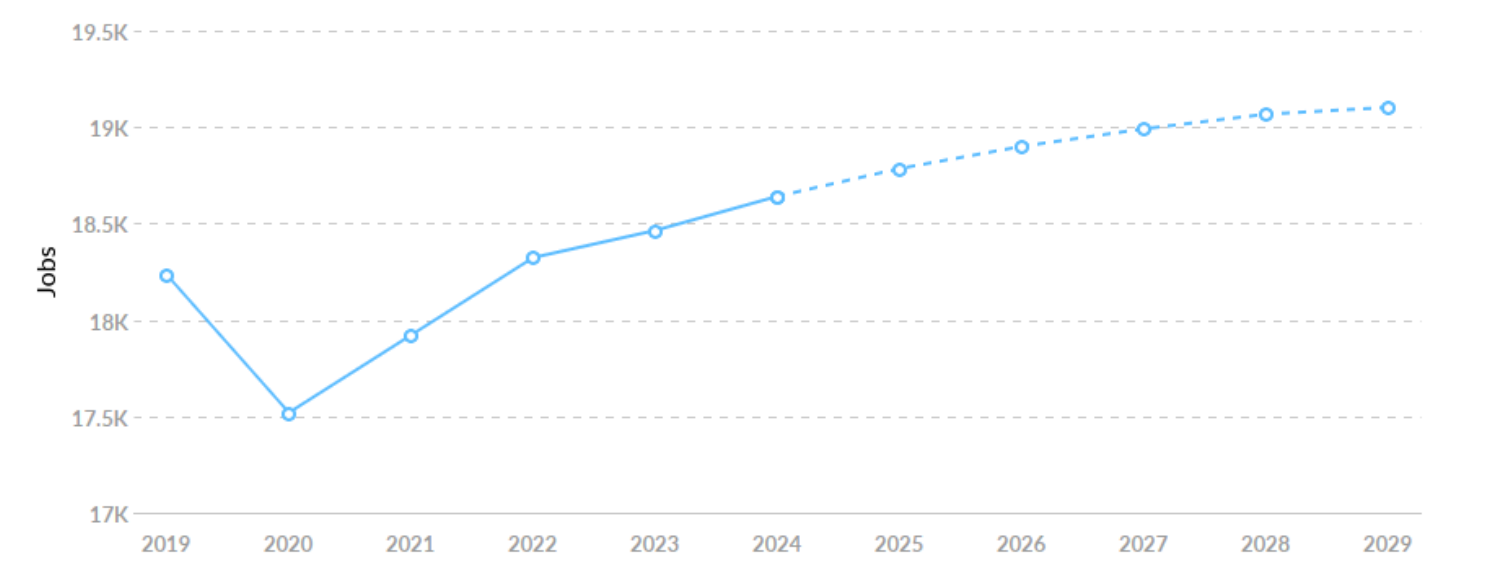
As of 2024 the region's population **increased by 8.8%** since 2019, growing by 3,118. Population is expected to **increase by 4.2%** between 2024 and 2029, adding 1,634.



Timeframe	Population
2019	35,607
2020	37,869
2021	38,249
2022	38,193
2023	38,226
2024	38,725
2025	39,132
2026	39,509
2027	39,832
2028	40,108
2029	40,359

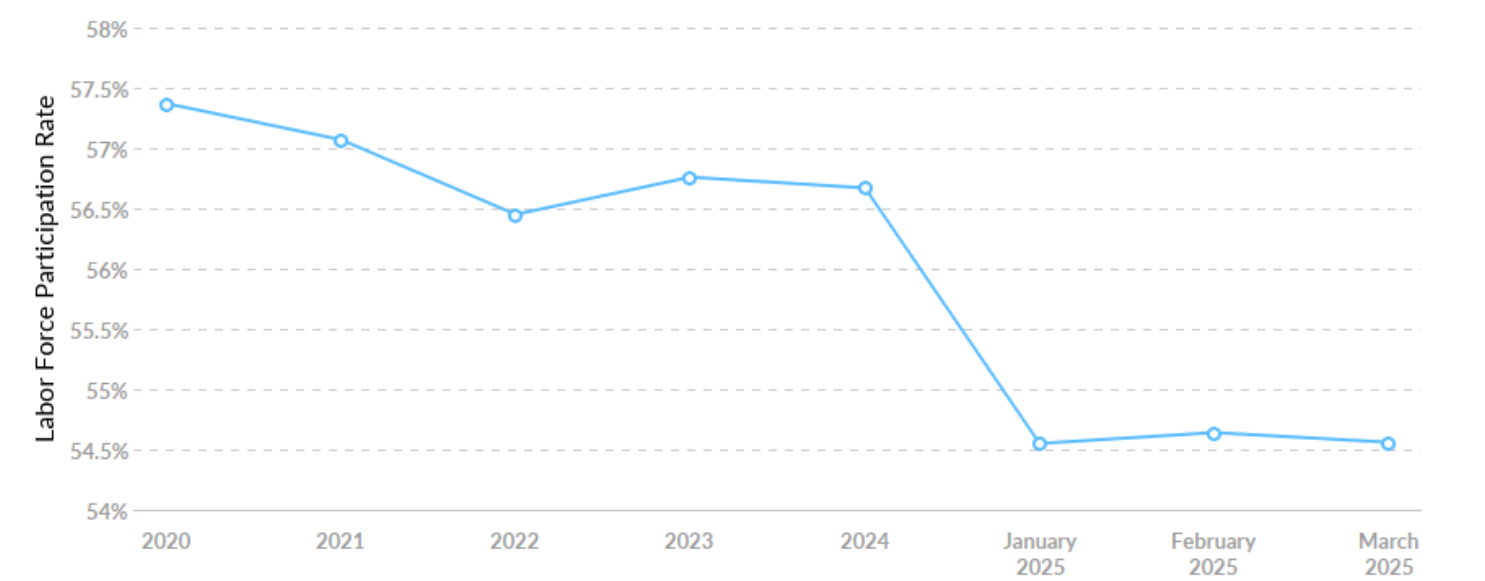
## Job Trends

From 2019 to 2024, jobs increased by 2.2% in Oneida County, WI from 18,234 to **18,641**. This change **fell short of the national growth rate of 4.1% by 1.9%**.



Timeframe	Jobs
2019	18,234
2020	17,519
2021	17,921
2022	18,323
2023	18,464
2024	18,641
2025	18,785
2026	18,900
2027	18,991
2028	19,067
2029	19,102

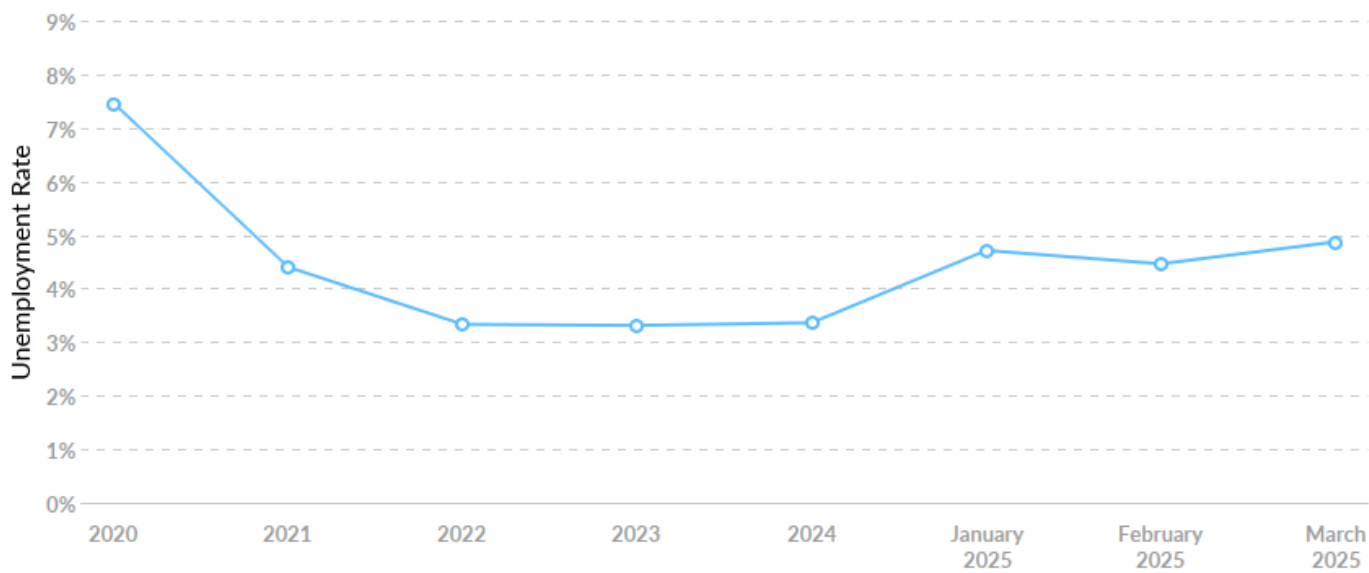
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	57.37%
2021	57.07%
2022	56.45%
2023	56.76%
2024	56.67%
January 2025	54.55%
February 2025	54.64%
March 2025	54.56%

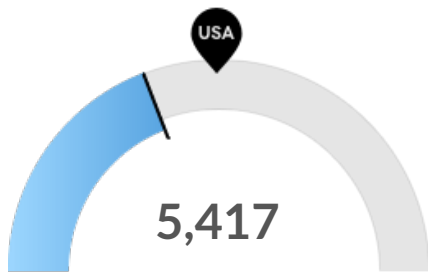
## Unemployment Rate Trends

Oneida County, WI had a March 2025 unemployment rate of 4.87%, **decreasing from 7.46%** 5 years before.



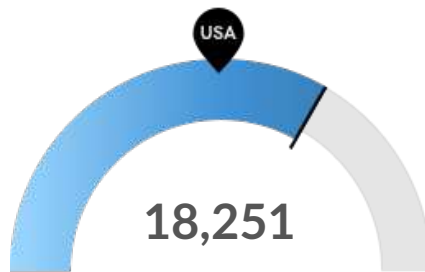
Timeframe	Unemployment Rate
2020	7.46%
2021	4.40%
2022	3.33%
2023	3.31%
2024	3.36%
January 2025	4.71%
February 2025	4.46%
March 2025	4.87%

## Population Characteristics



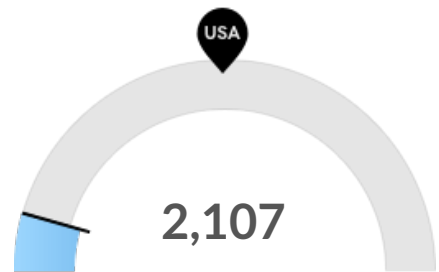
**Millennials**

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



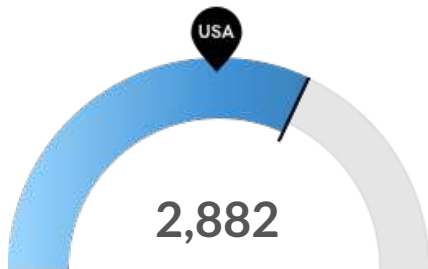
**Retiring Soon**

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.



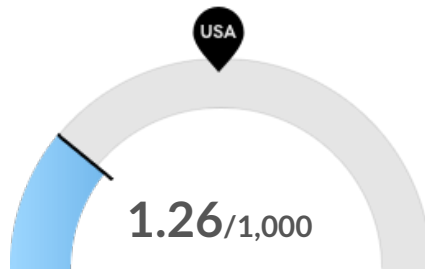
**Racial Diversity**

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.



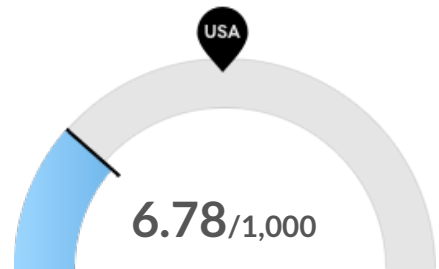
**Veterans**

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



**Violent Crime**

Oneida County, WI has 1.26 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

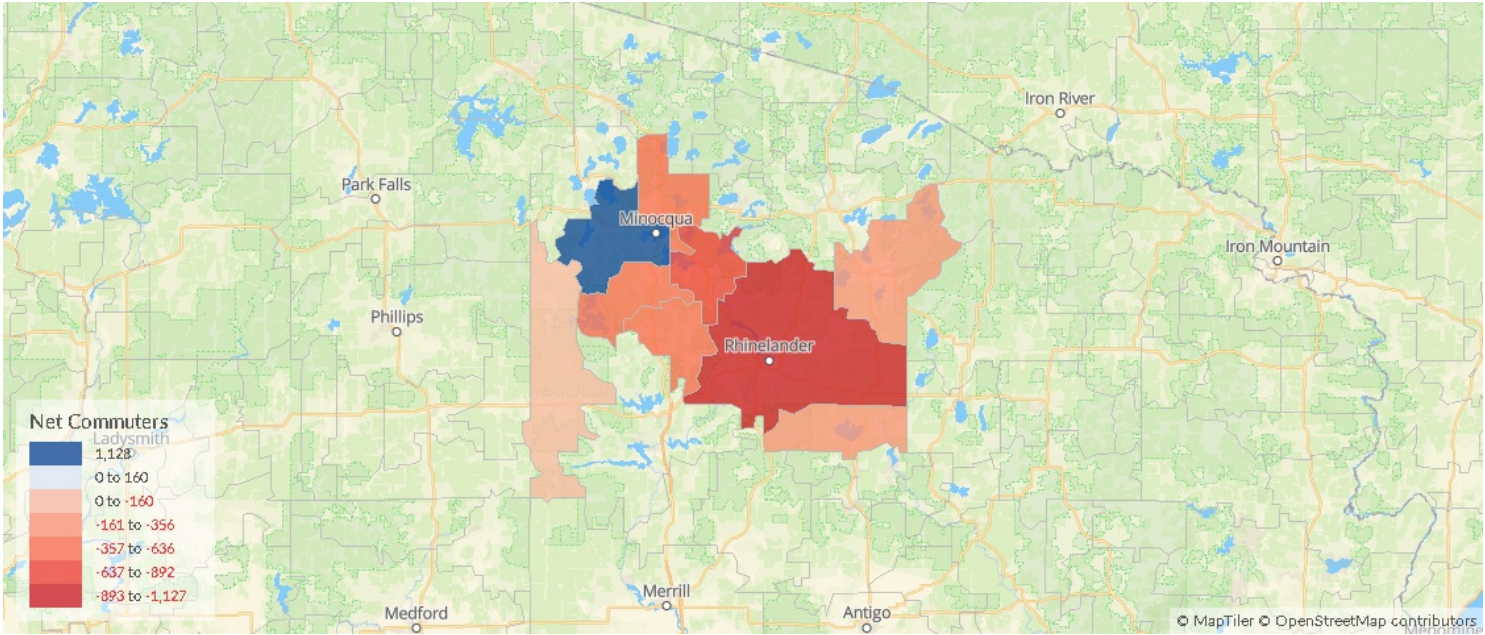


**Property Crime**

Oneida County, WI has 6.78 property crimes per 1,000 people. The national rate is 18.02 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.



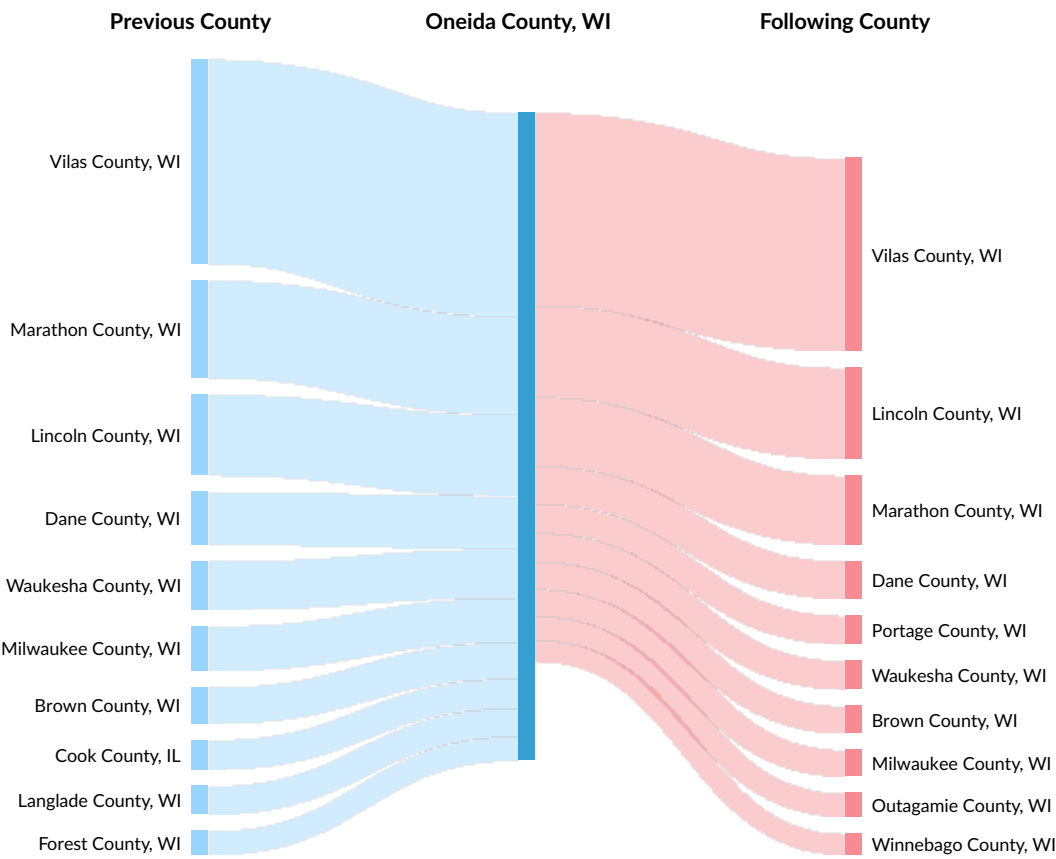
Where Talent Works		
ZIP	Name	2024 Employment
54501	Rhinelanders, WI (in Oneid...	9,832
54548	Minocqua, WI (in Oneid...	3,998
54568	Woodruff, WI (in Oneid...	2,508
54562	Three Lakes, WI (in One...	958
54531	Hazelhurst, WI (in Onei...	408

Where Talent Lives		
ZIP	Name	2024 Workers
54501	Rhinelanders, WI (in One...	10,724
54568	Woodruff, WI (in Oneid...	2,940
54548	Minocqua, WI (in Oneid...	2,870
54562	Three Lakes, WI (in One...	1,136
54531	Hazelhurst, WI (in Onei...	827

# 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 284.



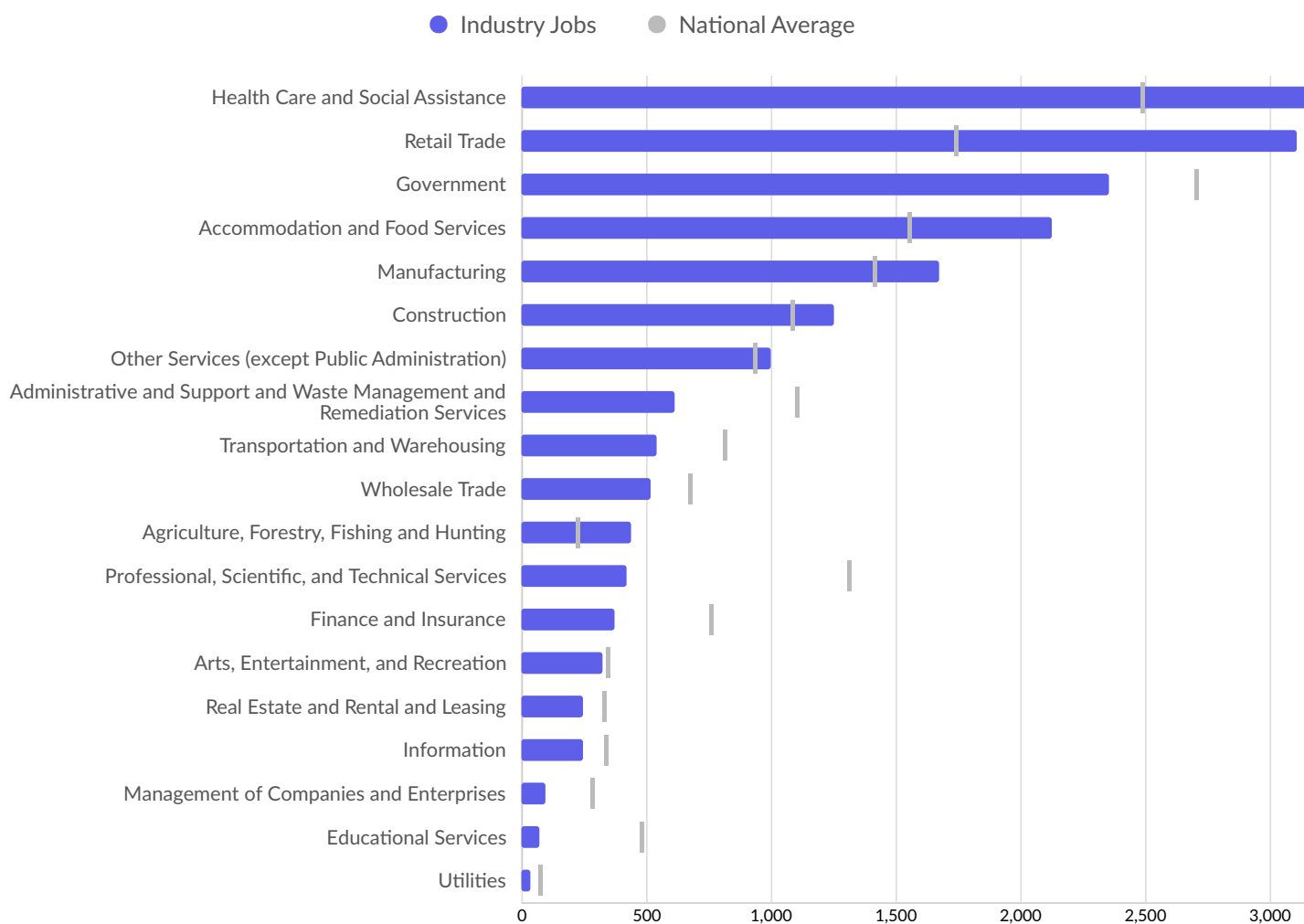
Top Previous Counties	Migrations
Vilas County, WI	259
Marathon County, WI	124
Lincoln County, WI	103
Dane County, WI	67
Waukesha County, WI	62
Milwaukee County, WI	56



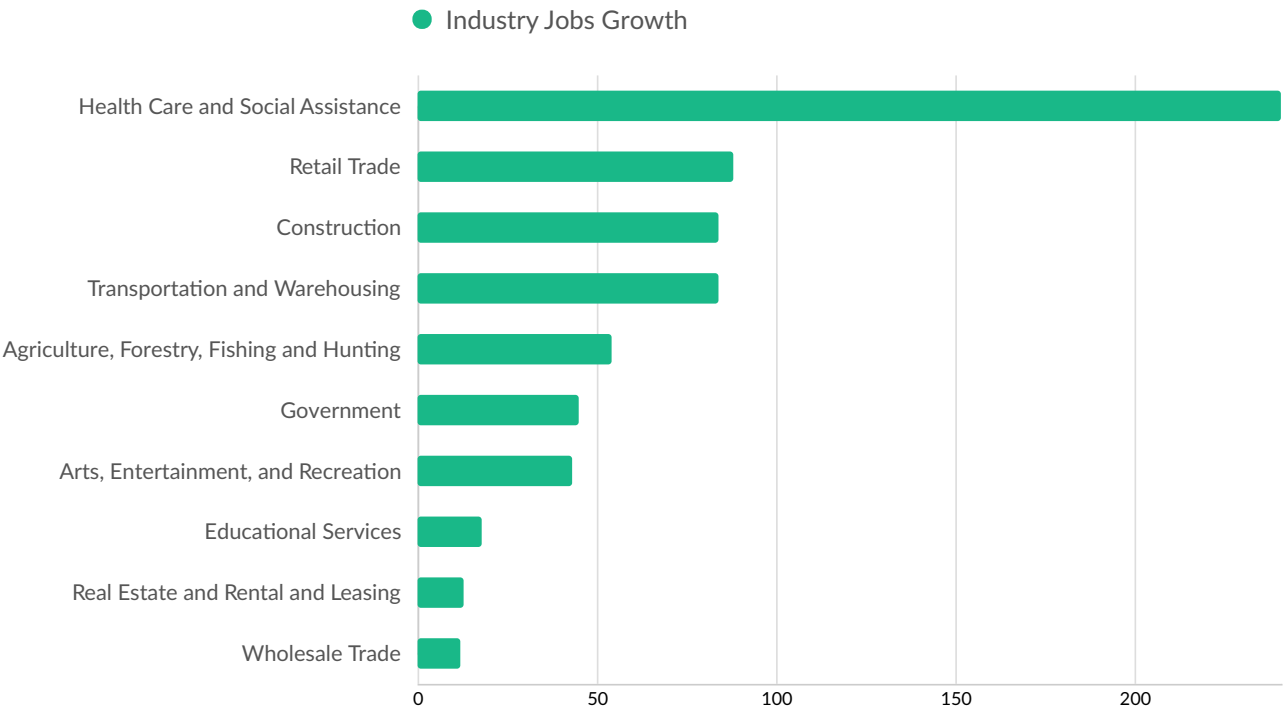
Top Previous Counties	Migrations
Brown County, WI	46
Cook County, IL	37
Langlade County, WI	36
Forest County, WI	31
Hennepin County, MN	26
Outagamie County, WI	26
Portage County, WI	25
Washington County, WI	24
Winnebago County, WI	24
Top Following Counties	Migrations
Vilas County, WI	244
Lincoln County, 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	30
Winnebago County, WI	27
Hennepin County, MN	25
Ramsey County, MN	24
Langlade County, WI	24
Kane County, IL	21
Wood County, WI	20

# Industry Characteristics

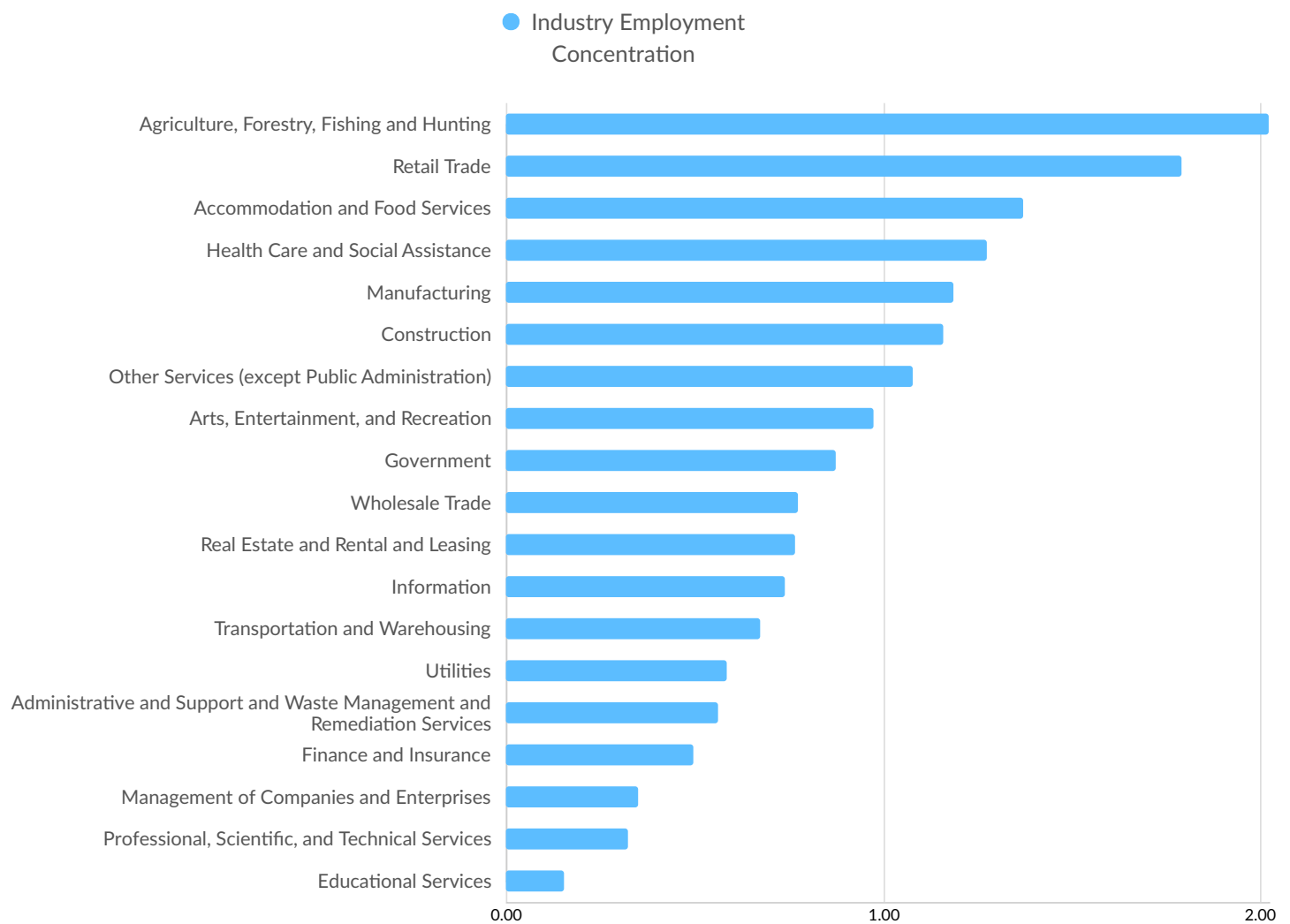
## Largest Industries



## Top Growing Industries

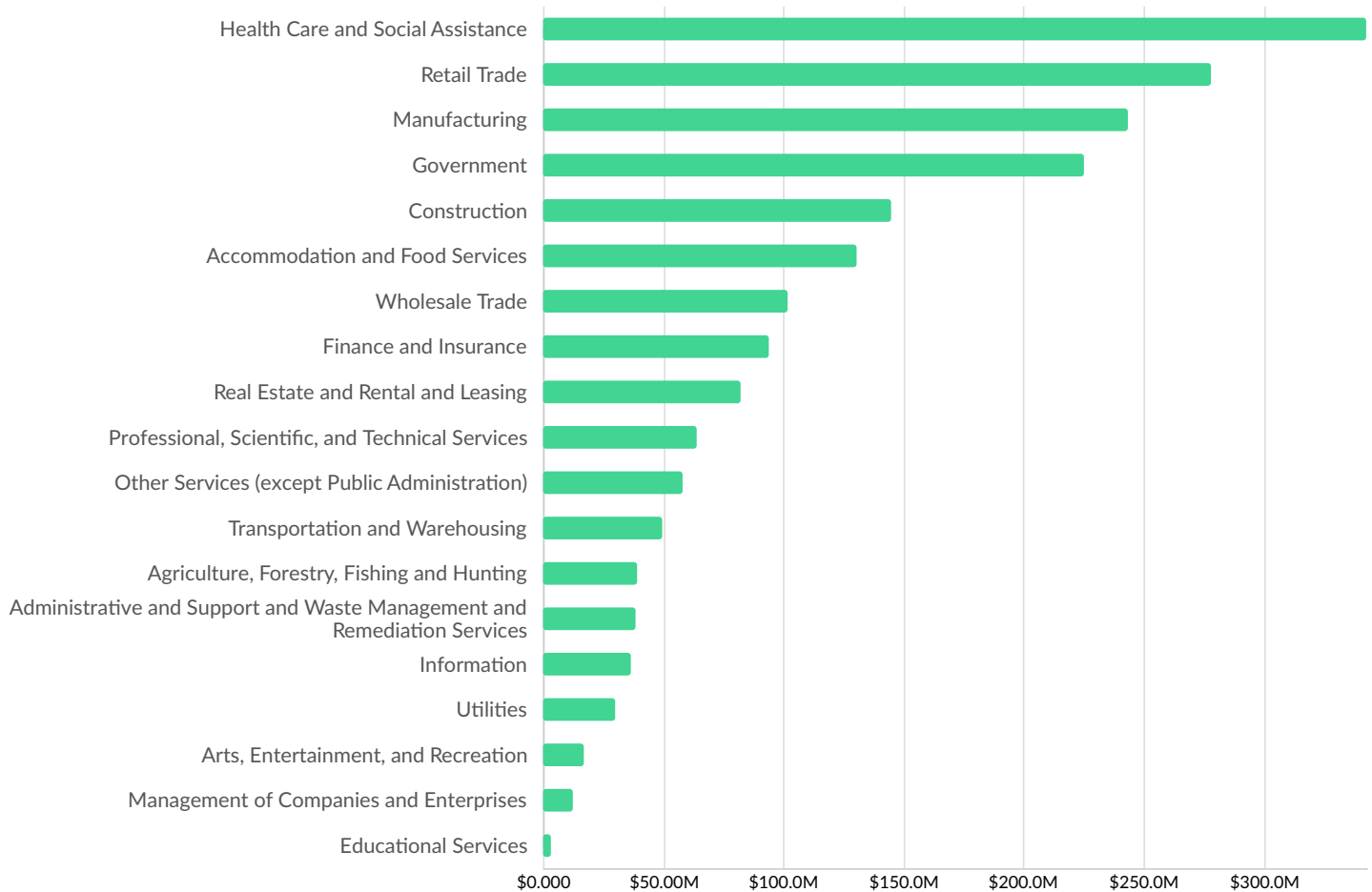


## Top Industry Employment Concentration

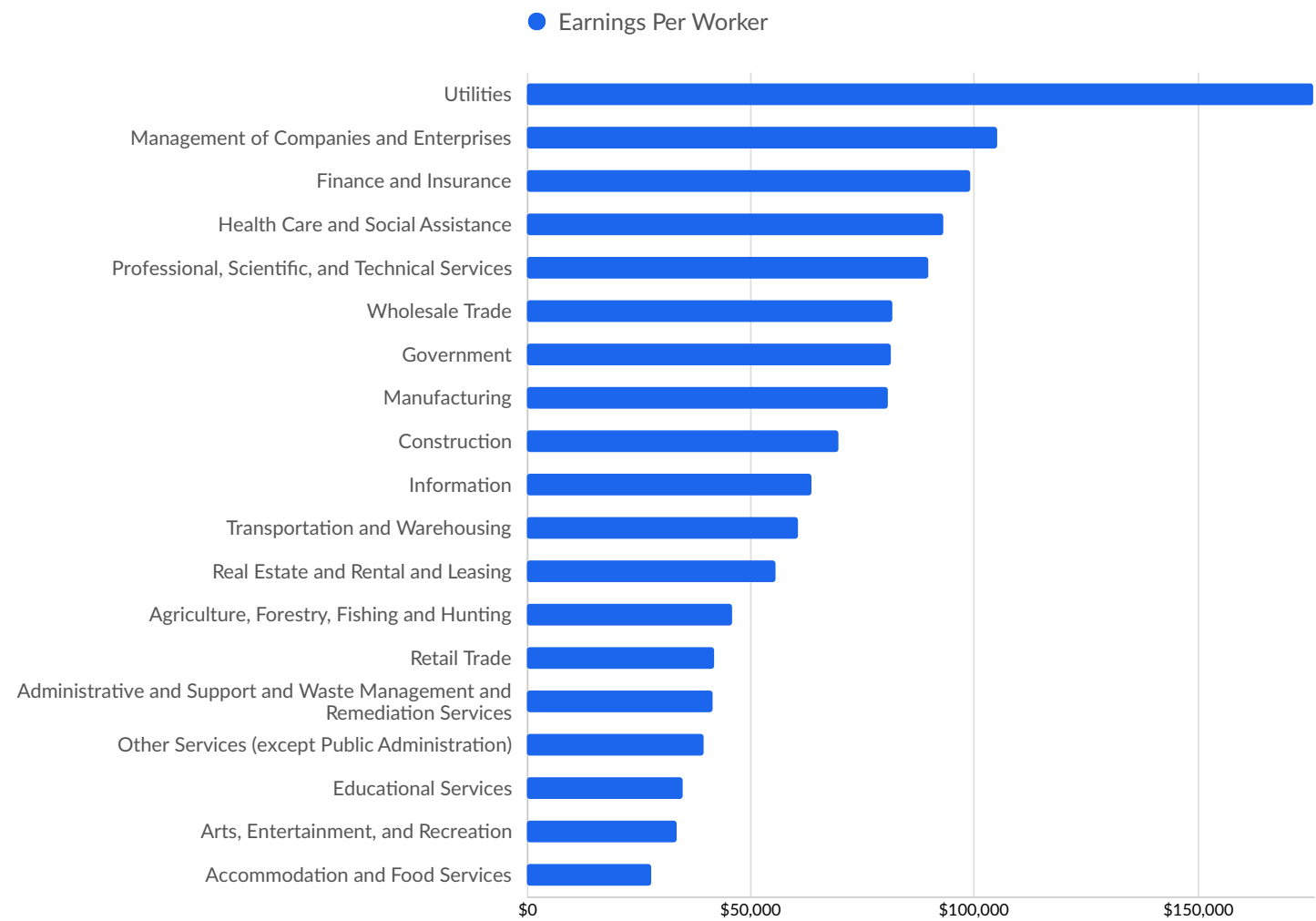


## Top Industry GRP

● Gross Regional Product



## Top Industry Earnings



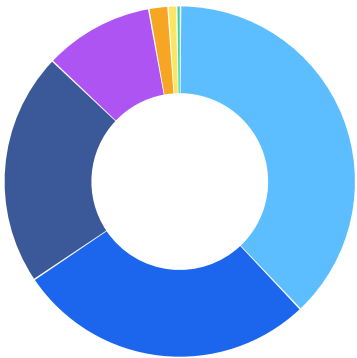
## Business Characteristics

### 3,832 Companies Employ Your Workers

Online profiles for your workers mention 3,832 companies as employers, with the top 10 appearing below. In the last 12 months, 425 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	192 <div></div>	Aspirus	369 <div></div>
Ministry Health Care	167 <div></div>	Marshfield Clinic	293 <div></div>
Nicolet College	155 <div></div>	CompHealth	98 <div></div>
State of Wisconsin	126 <div></div>	Walmart	98 <div></div>
School District Of Rhinelander	122 <div></div>	Weatherby Healthcare	85 <div></div>
Aspirus	100 <div></div>	Aya Healthcare	77 <div></div>
Oneida County	71 <div></div>	Printpack	64 <div></div>
United States Forest Service	57 <div></div>	Border Foods	62 <div></div>
Walmart	56 <div></div>	Taco Bell	59 <div></div>
Lakeland Union High School	52 <div></div>	Msa Professional Services	56 <div></div>

## Business Size



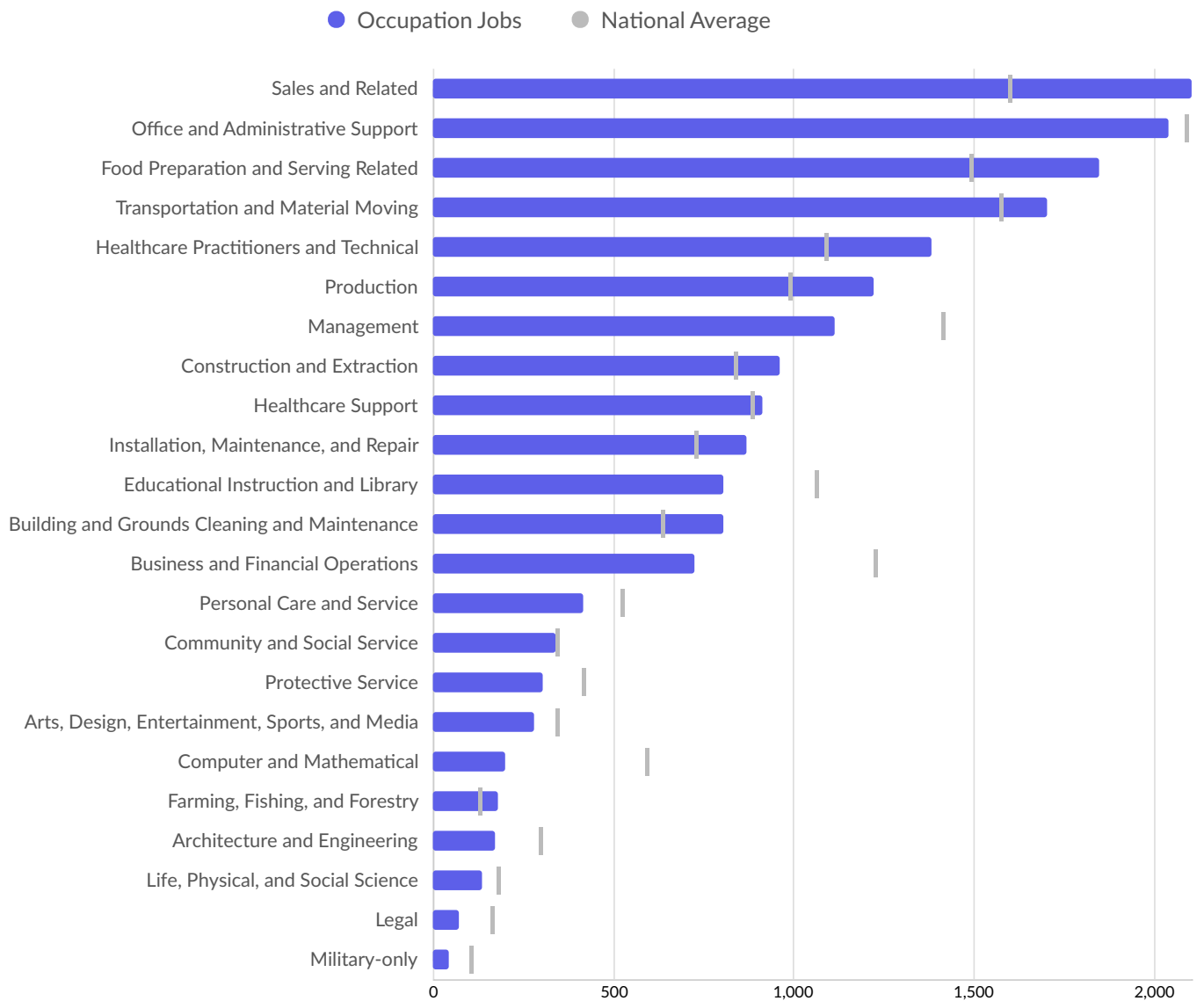
	Percentage	Business Count
1 to 4 employees	37.9%	964
5 to 9 employees	27.6%	703
10 to 19 employees	21.5%	547
20 to 49 employees	10.1%	257
50 to 99 employees	1.8%	45
100 to 249 employees	0.8%	20
250 to 499 employees	0.4%	9

*\*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.*

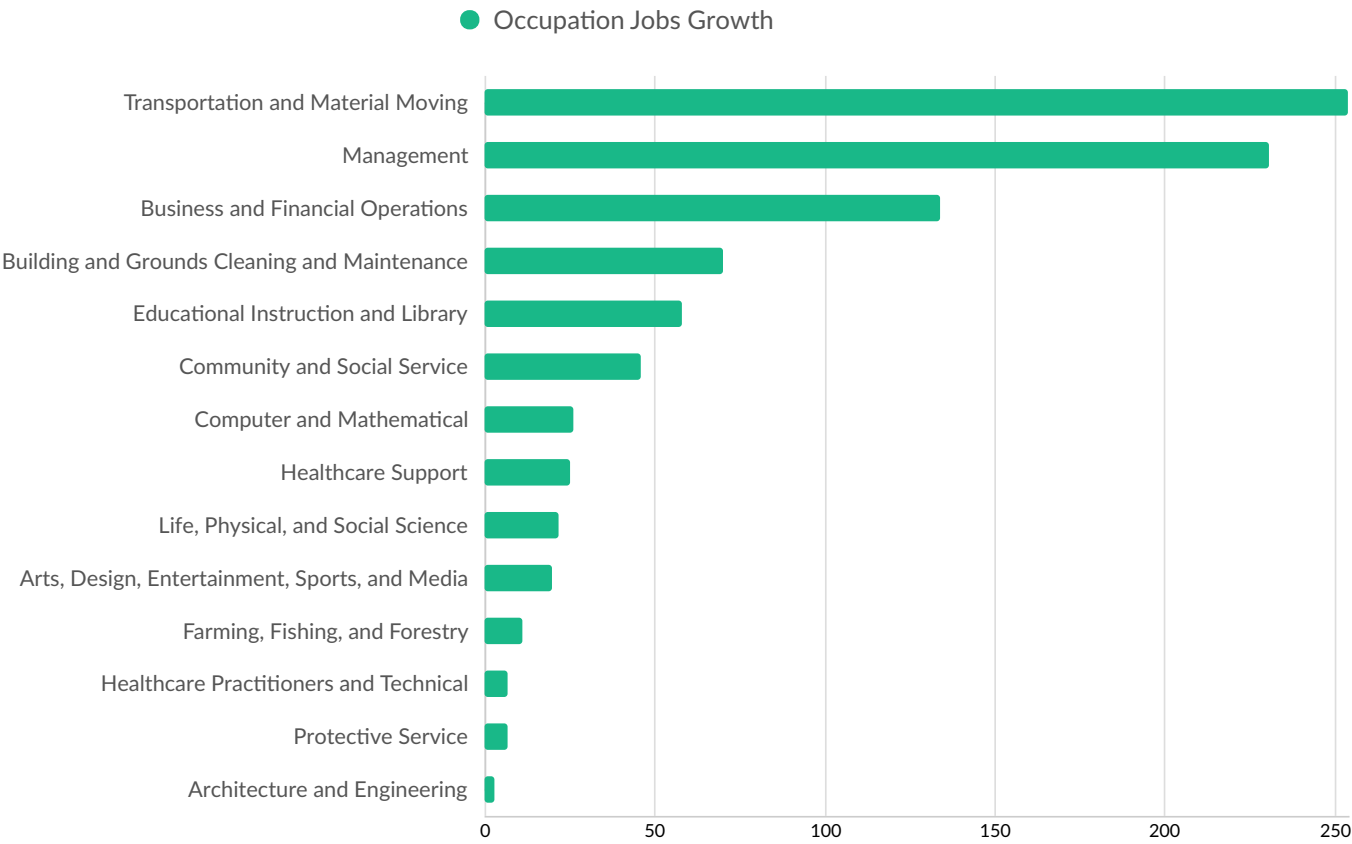


# Workforce Characteristics

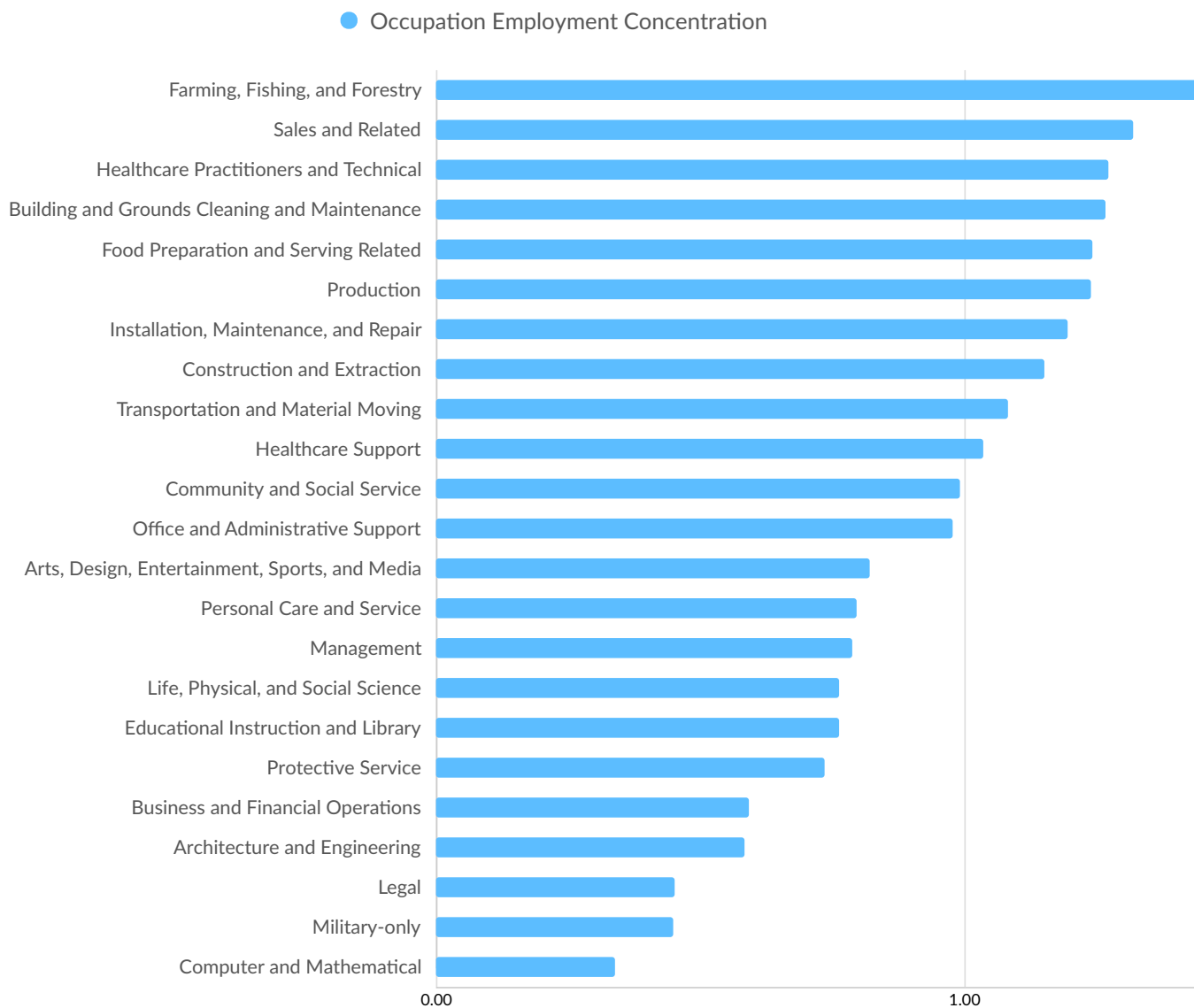
## Largest Occupations



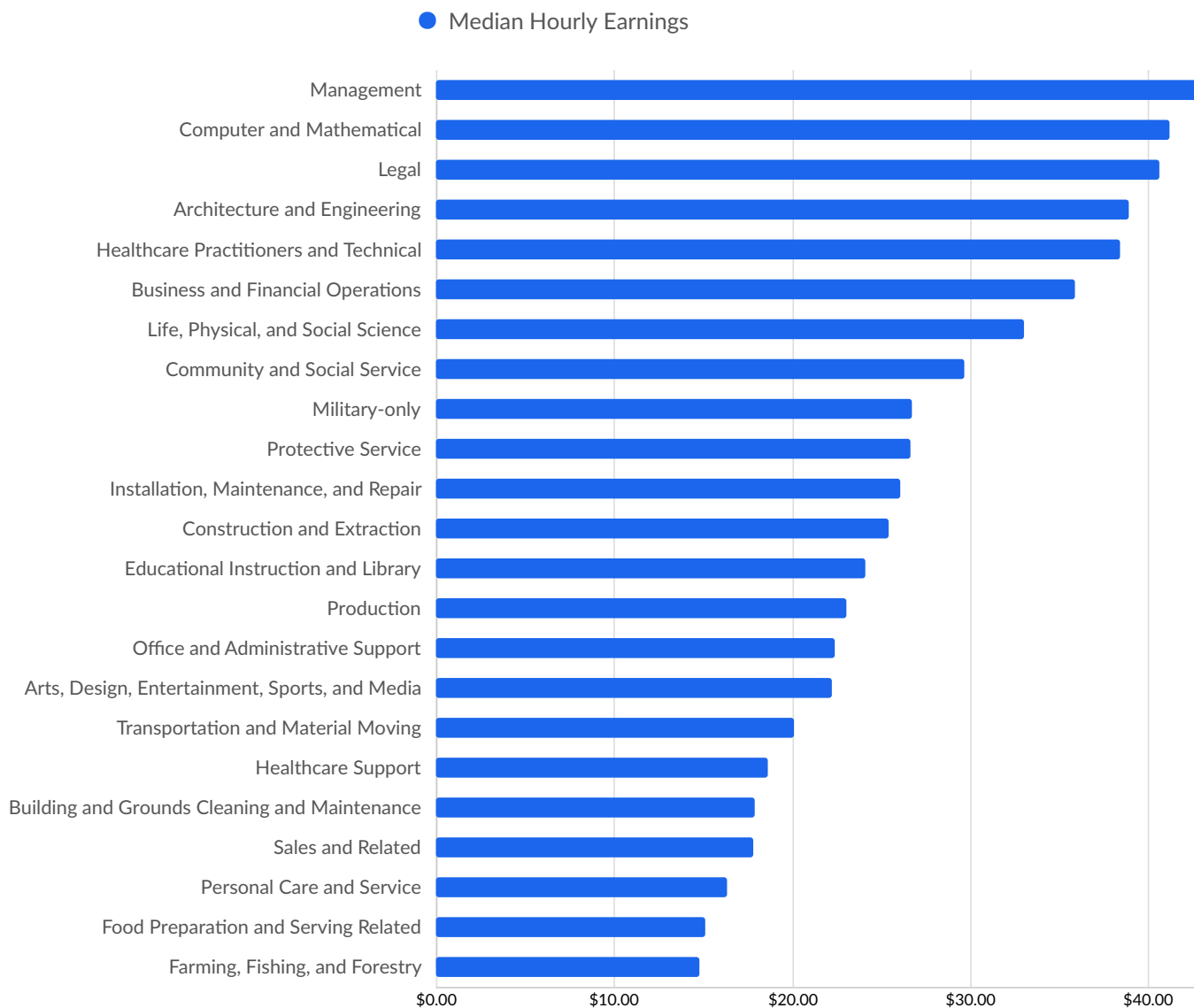
## Top Growing Occupations



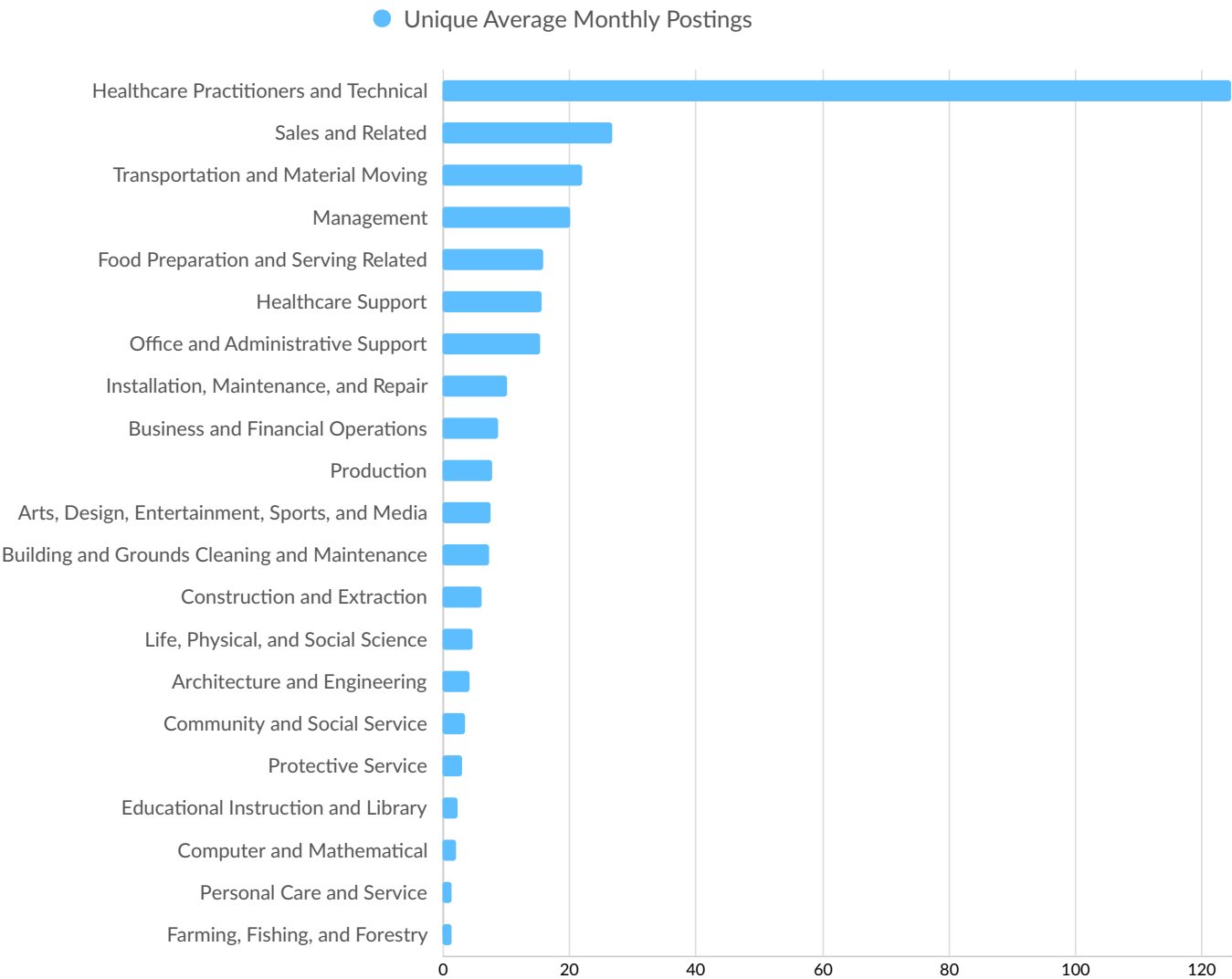
## Top Occupation Employment Concentration



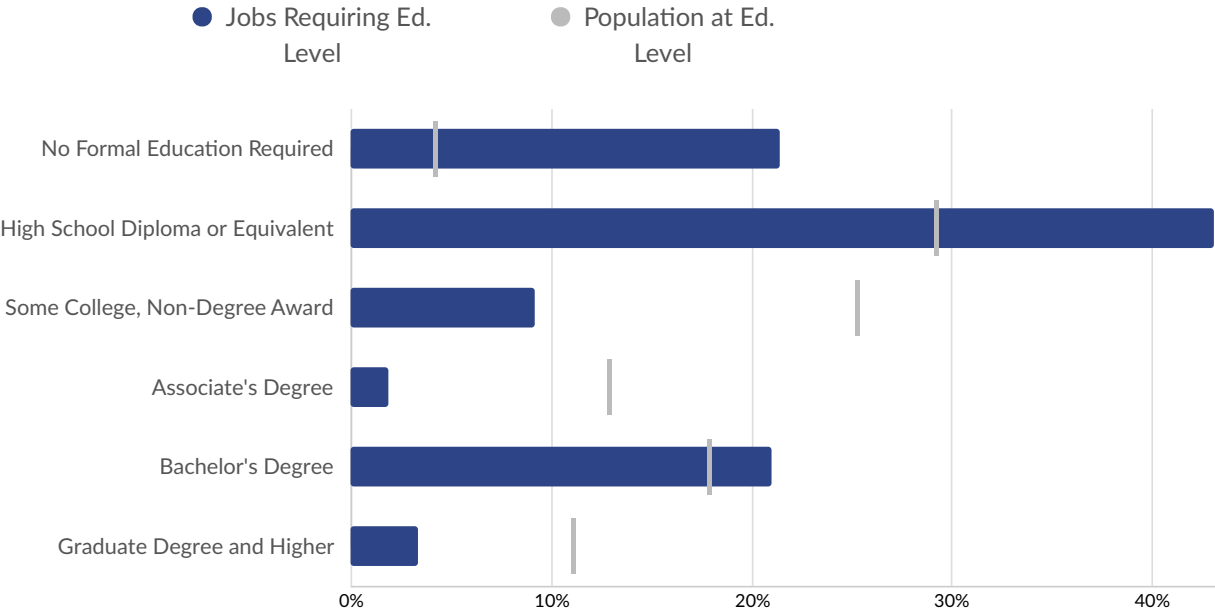
## Top Occupation Earnings



## Top Posted Occupations

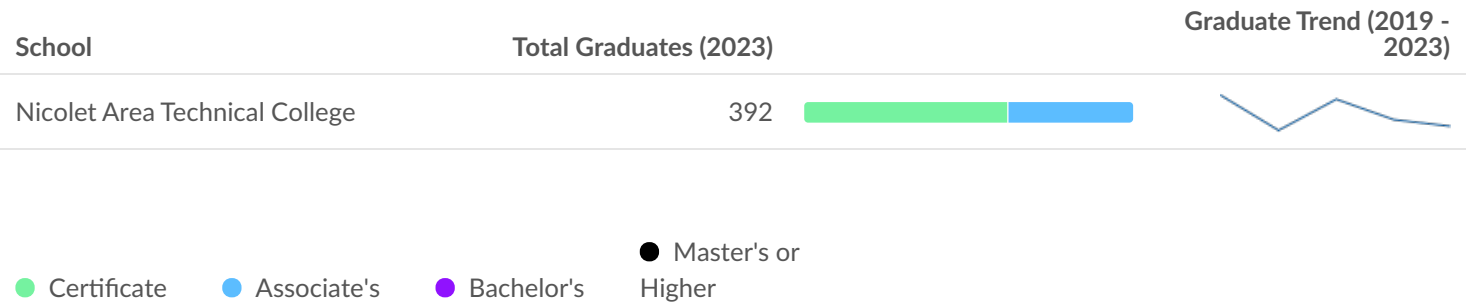


Underemployment



## 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).



# In-Demand Skills

