Oneida County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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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

38,725

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.

18,700

Total Regional Employment

Jobs **grew by 465** over the last 5 years and are projected to **grow by 492** over the next 5 years.

$69.6K

Median Household Income (2023)

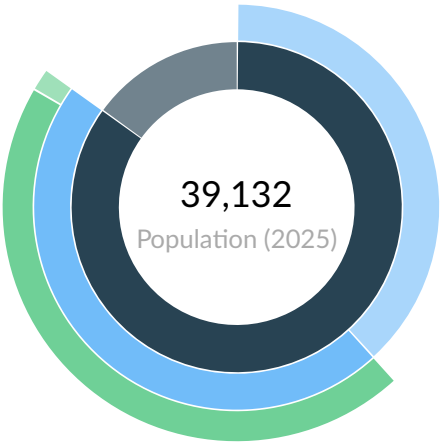
Median household income is **$8.9K below** the national median household income of $78.5K.

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 2.6%** in Oneida County, WI from 18,235 to **18,700**. This change **fell short of the national growth rate of 4.3% by 1.7%**. 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 (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	39,132	18,285	18,700	100.9	$2.24B	$2.98B	$2.53B
State	5,948,400	3,123,479	3,263,455	100.3	$439.69B	$391.85B	$421.21B

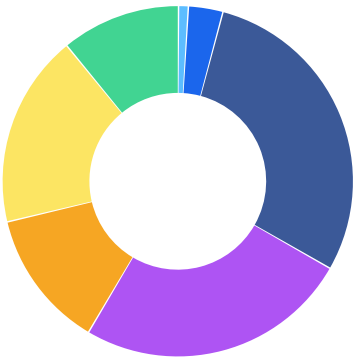
May 2025 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	33,217
Not in Labor Force (16+)	14,932
Labor Force	18,285
Employed	17,673
Unemployed	612
Under 16, Military, and institutionalized Population	5,915

Educational Attainment

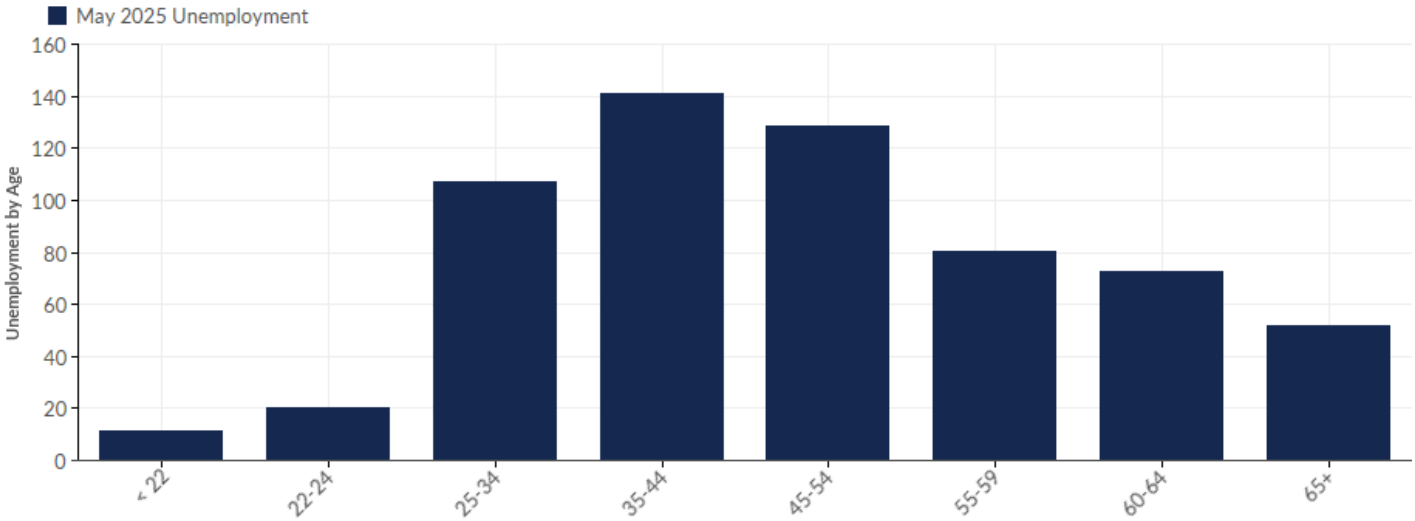
Concerning educational attainment, **17.8% of Oneida County, WI residents possess a Bachelor's Degree** (3.7% below the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).



	% of Population	Population
Less Than 9th Grade	0.9%	273
9th Grade to 12th Grade	3.2%	967
High School Diploma	29.1%	8,841
Some College	25.2%	7,664
Associate's Degree	12.8%	3,879
Bachelor's Degree	17.8%	5,409
Graduate Degree and Higher	11.0%	3,336

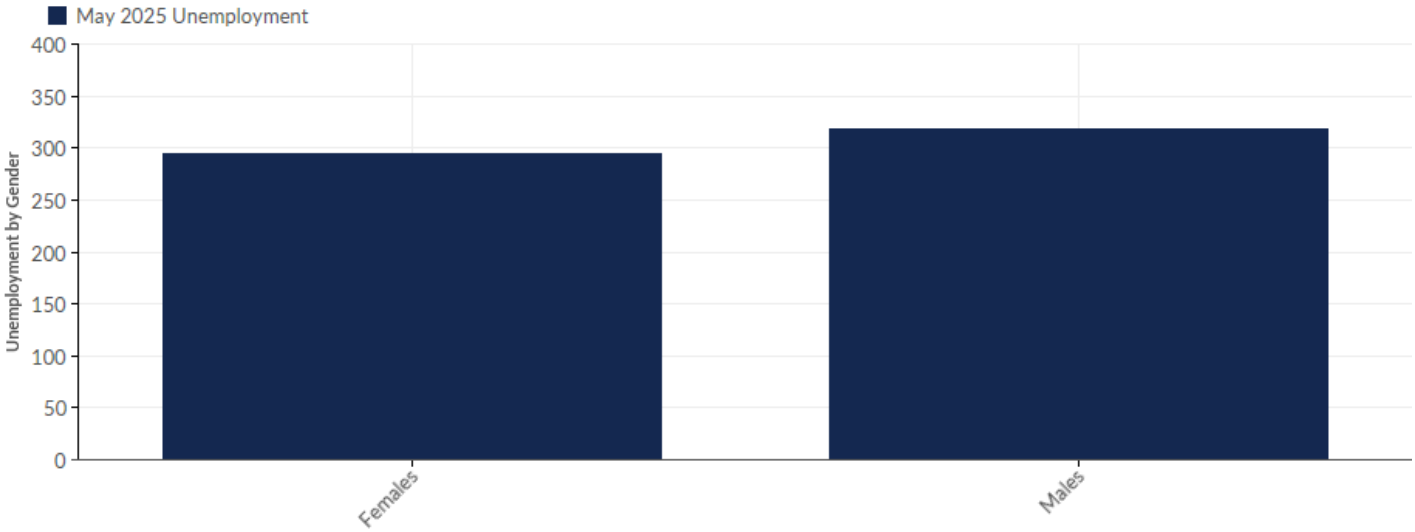
Unemployment by Demographics

Unemployment by Age



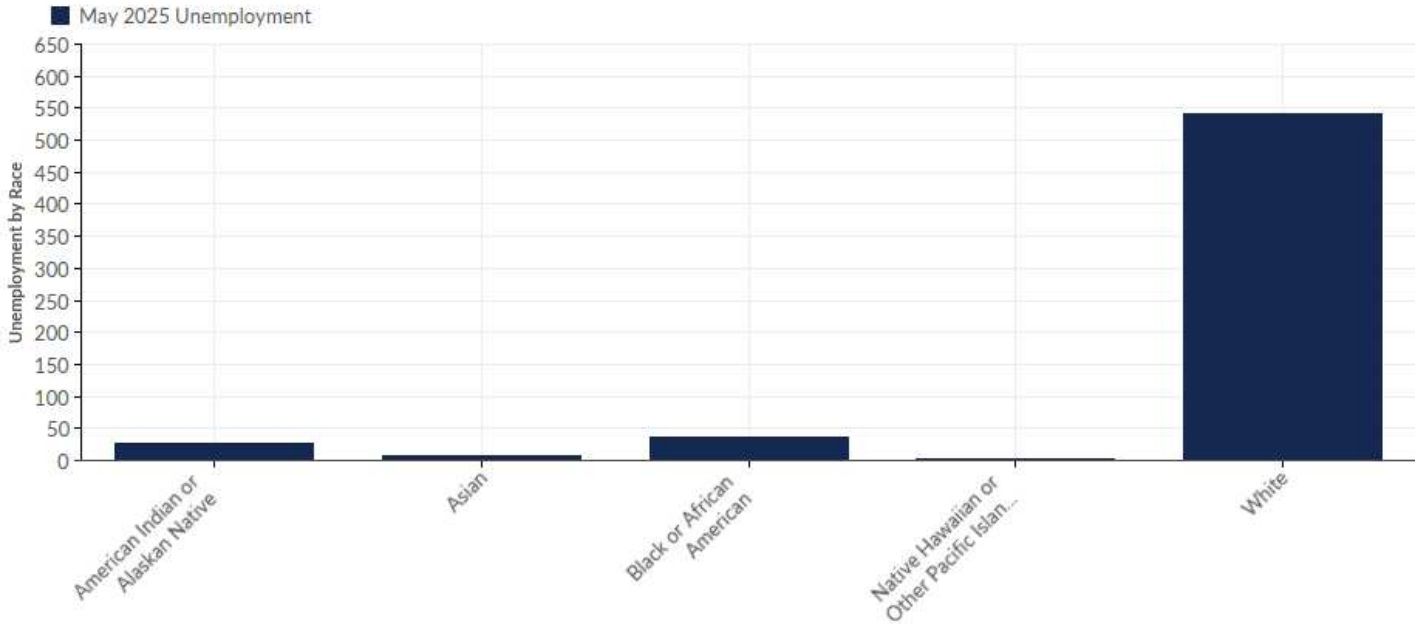
Age	Unemployment (May 2025)	% of Unemployed
< 22	11	1.80%
22-24	20	3.27%
25-34	107	17.48%
35-44	141	23.04%
45-54	128	20.92%
55-59	80	13.07%
60-64	73	11.93%
65+	52	8.50%
Total	612	100.00%

Unemployment by Gender



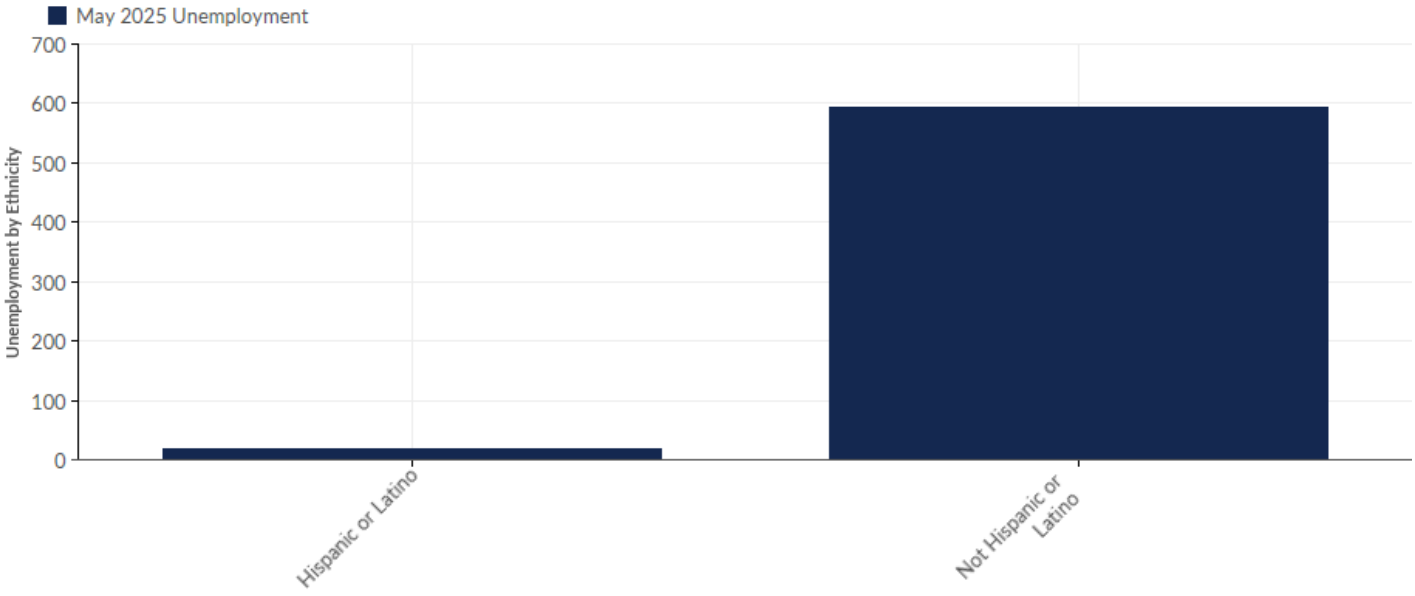
Gender		Unemployment (May 2025)	% of Unemployed
Females		294	48.04%
Males		318	51.96%
	Total	612	100.00%

Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	26	4.25%
Asian	8	1.31%
Black or African American	35	5.72%
Native Hawaiian or Other Pacific Islander	1	0.16%
White	542	88.56%
Total	612	100.00%

Unemployment by Ethnicity

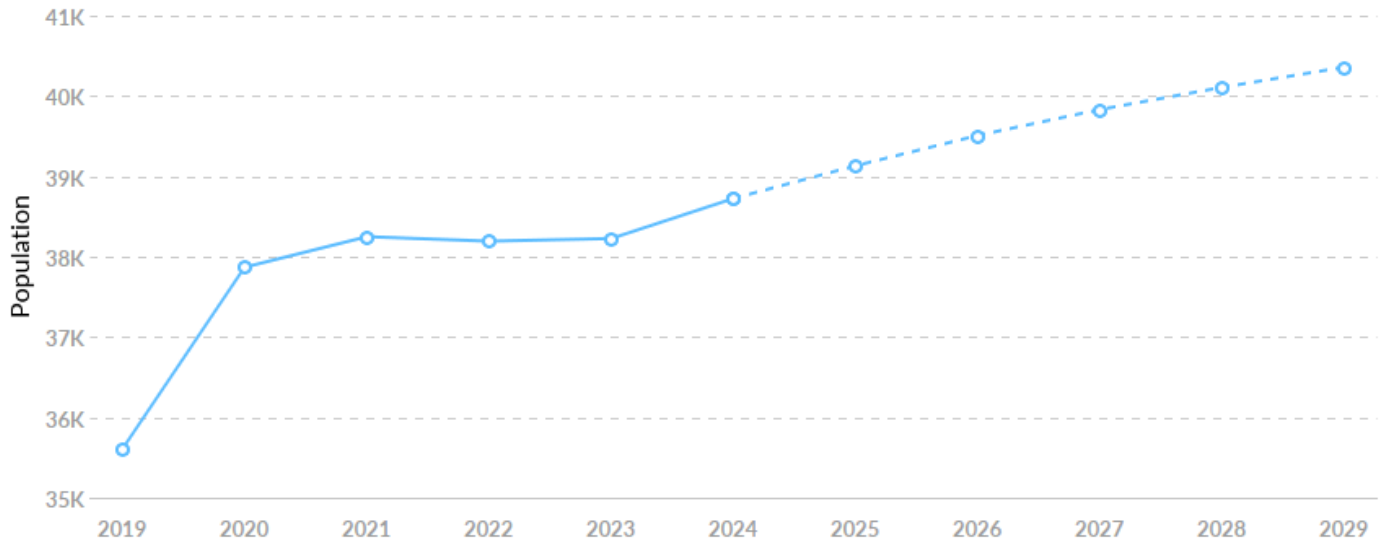


Ethnicity		Unemployment (May 2025)	% of Unemployed
Hispanic or Latino		19	3.10%
Not Hispanic or Latino		593	96.90%
	Total	612	100.00%

Historic & Projected Trends

Population Trends

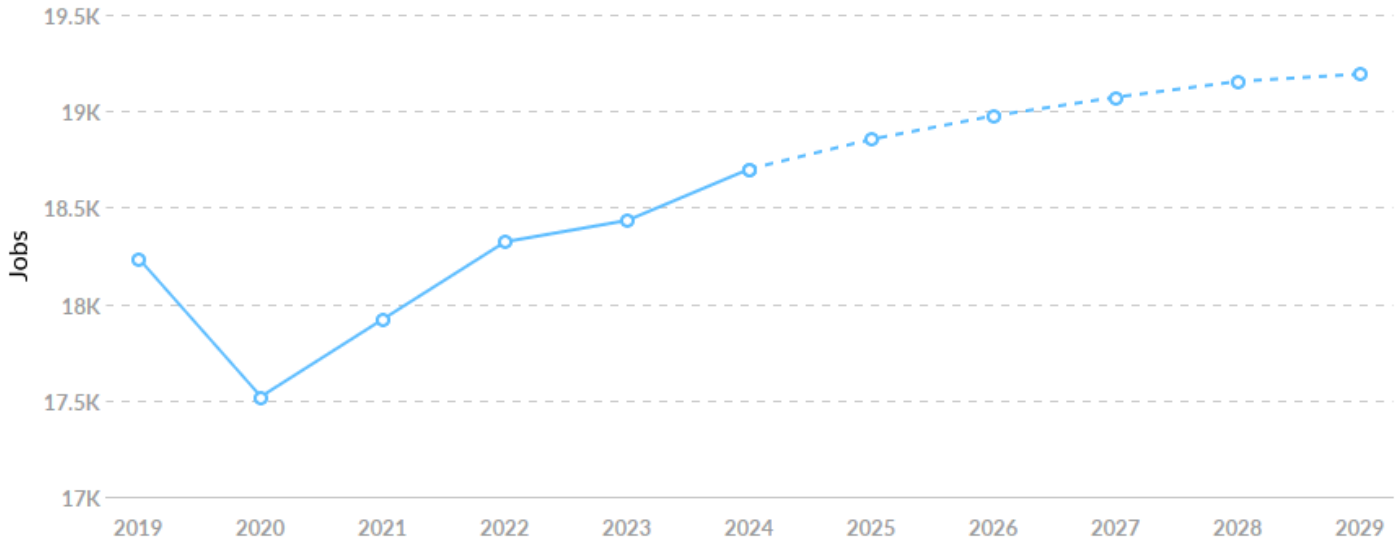
As of 2024 the region's population **increased by 8.8%** since 2019, growing by 3,118. Population is expected to **increase by 4.2%** between 2024 and 2029, adding 1,634.



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

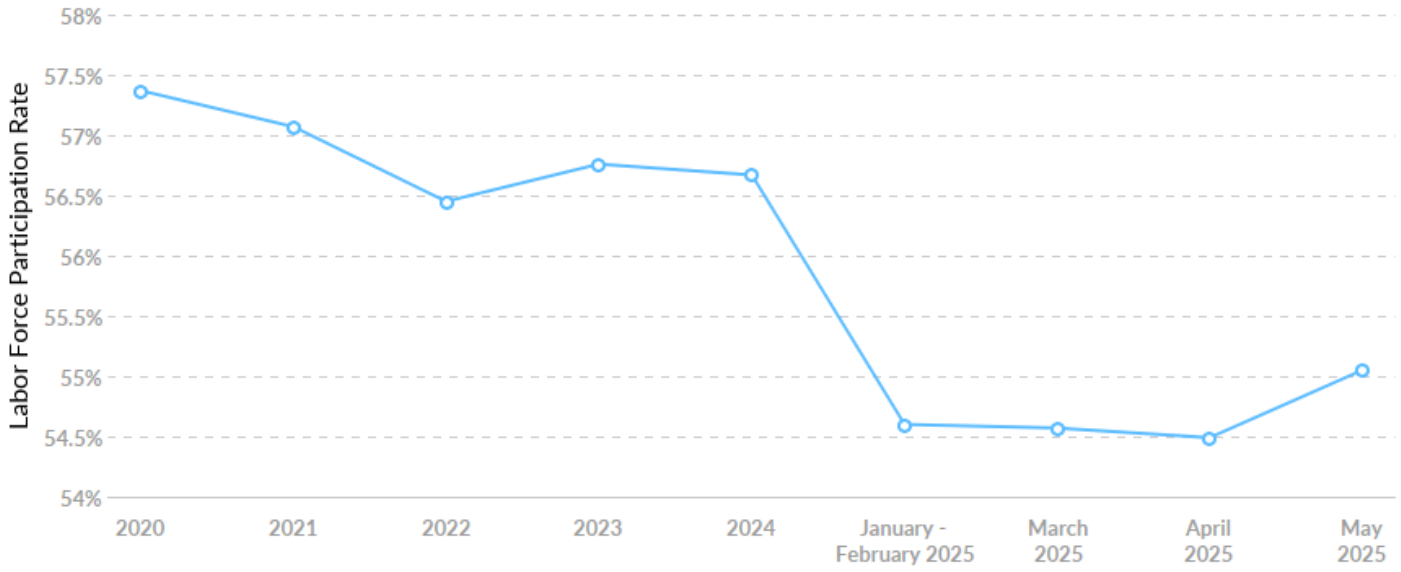
Job Trends

From 2019 to 2024, jobs **increased by 2.6%** in Oneida County, WI from 18,235 to **18,700**. This change **fell short of the national growth rate of 4.3% by 1.7%**.



Timeframe	Jobs
2019	18,235
2020	17,519
2021	17,921
2022	18,322
2023	18,433
2024	18,700
2025	18,854
2026	18,976
2027	19,072
2028	19,154
2029	19,192

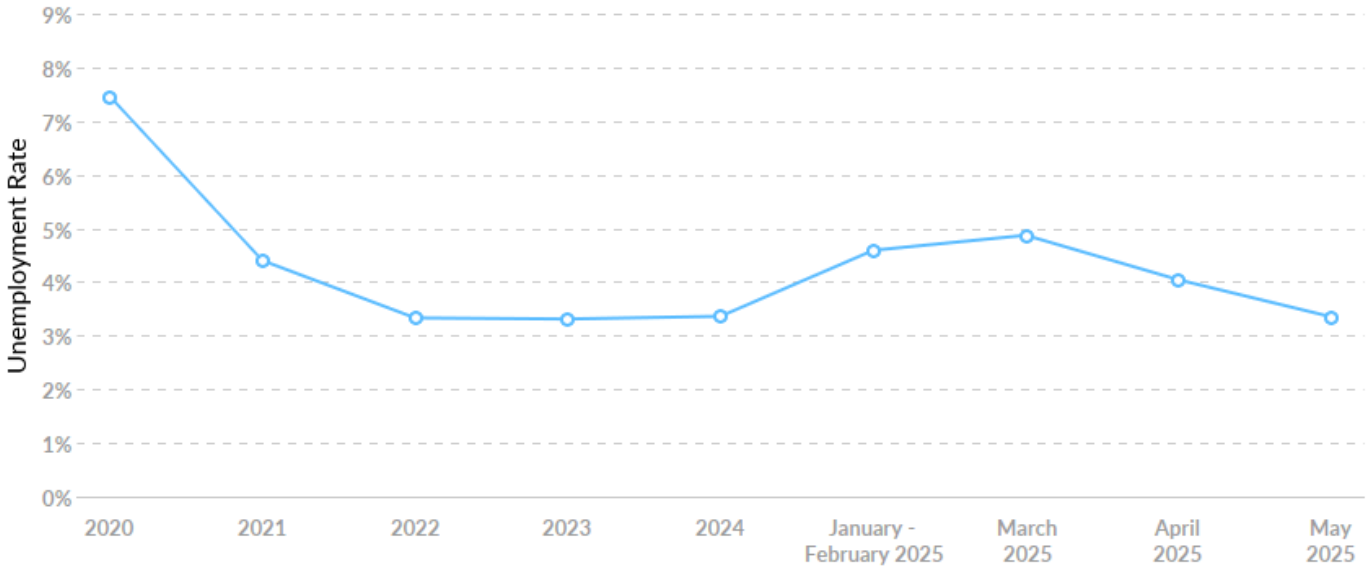
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	57.37%
2021	57.07%
2022	56.45%
2023	56.76%
2024	56.67%
January - February 2025	54.60%
March 2025	54.57%
April 2025	54.49%
May 2025	55.05%

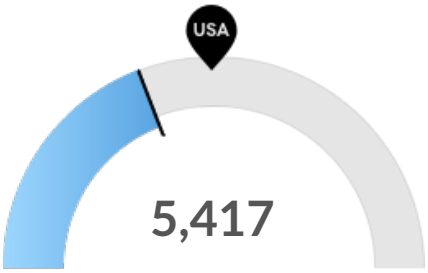
Unemployment Rate Trends

Oneida County, WI had a May 2025 unemployment rate of 3.35%, **decreasing from 7.46%** 5 years before.



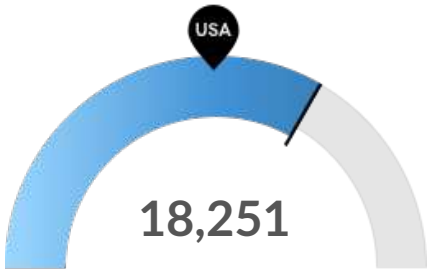
Timeframe	Unemployment Rate
2020	7.46%
2021	4.40%
2022	3.33%
2023	3.31%
2024	3.36%
January - February 2025	4.59%
March 2025	4.87%
April 2025	4.04%
May 2025	3.35%

Population Characteristics



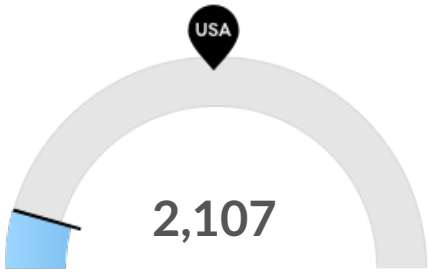
Millennials

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



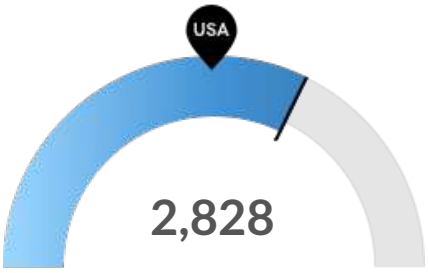
Retiring Soon

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.



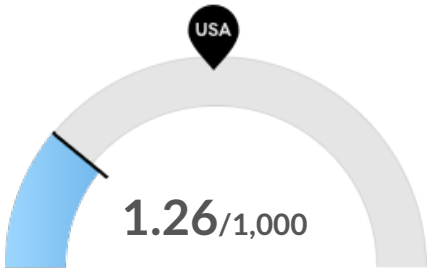
Racial Diversity

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.



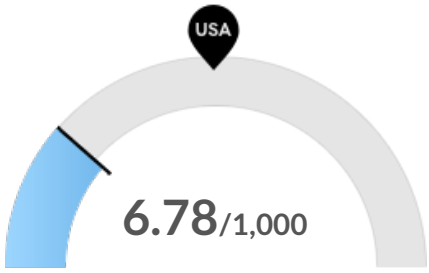
Veterans

Oneida County, WI has 2,828 veterans. The national average for an area this size is 1,891.



Violent Crime

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

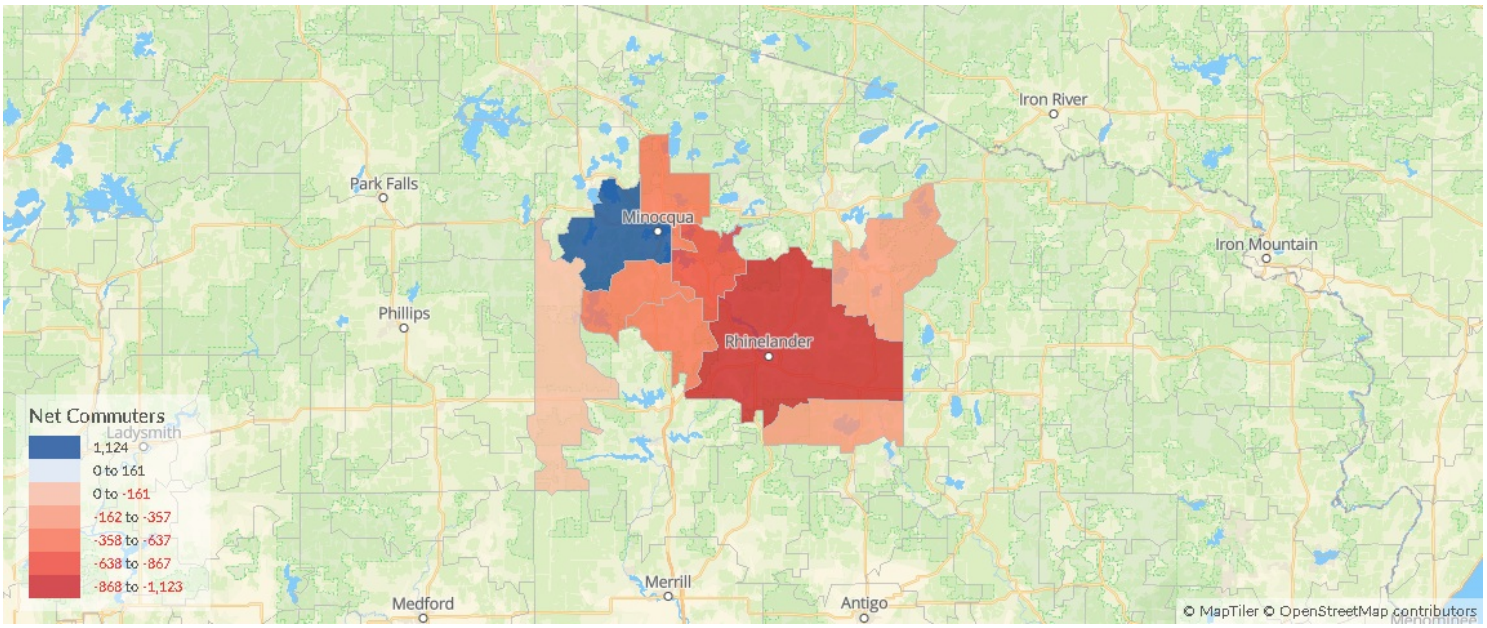


Property Crime

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	Rhinelander, WI (in One...	9,883
54548	Minocqua, WI (in Oneid...	3,986
54568	Woodruff, WI (in Oneid...	2,516
54562	Three Lakes, WI (in One...	962
54531	Hazelhurst, WI (in Onei...	414

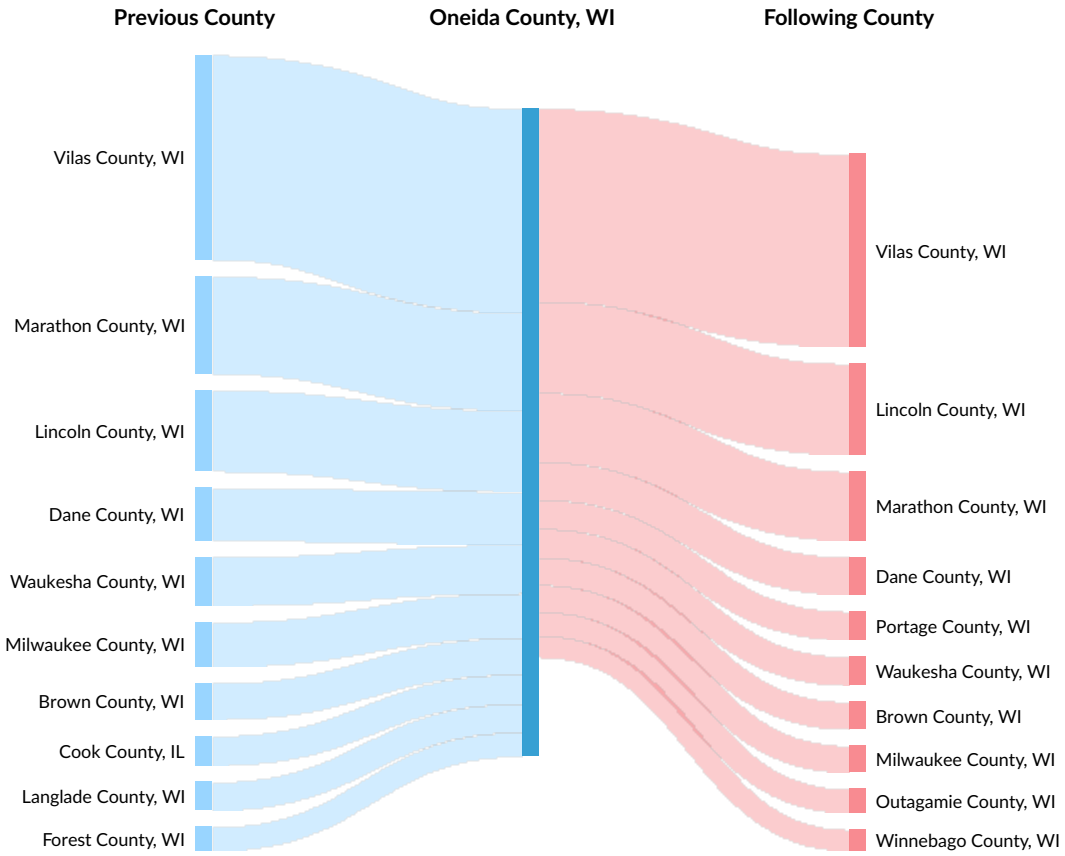
Where Talent Lives

ZIP	Name	2024 Workers
54501	Rhinelander, WI (in One...	10,750
54568	Woodruff, WI (in Oneid...	2,947
54548	Minocqua, WI (in Oneid...	2,862
54562	Three Lakes, WI (in One...	1,140
54531	Hazelhurst, WI (in Onei...	831

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.



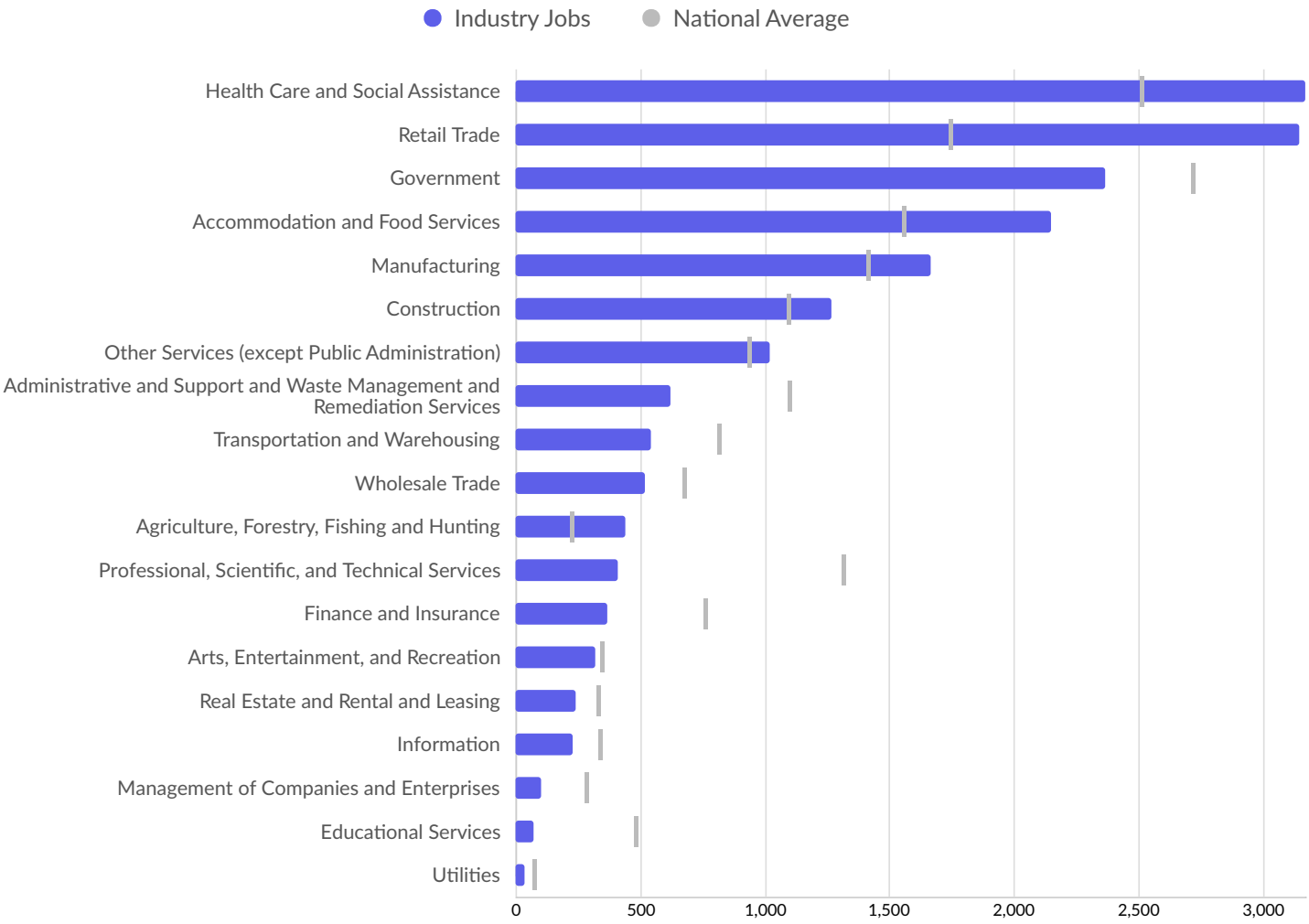
Top Previous Counties	Migrations
Vilas County, WI	259
Marathon County, WI	124
Lincoln County, WI	103
Dane County, WI	67
Waukesha County, WI	62
Milwaukee County, WI	56

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

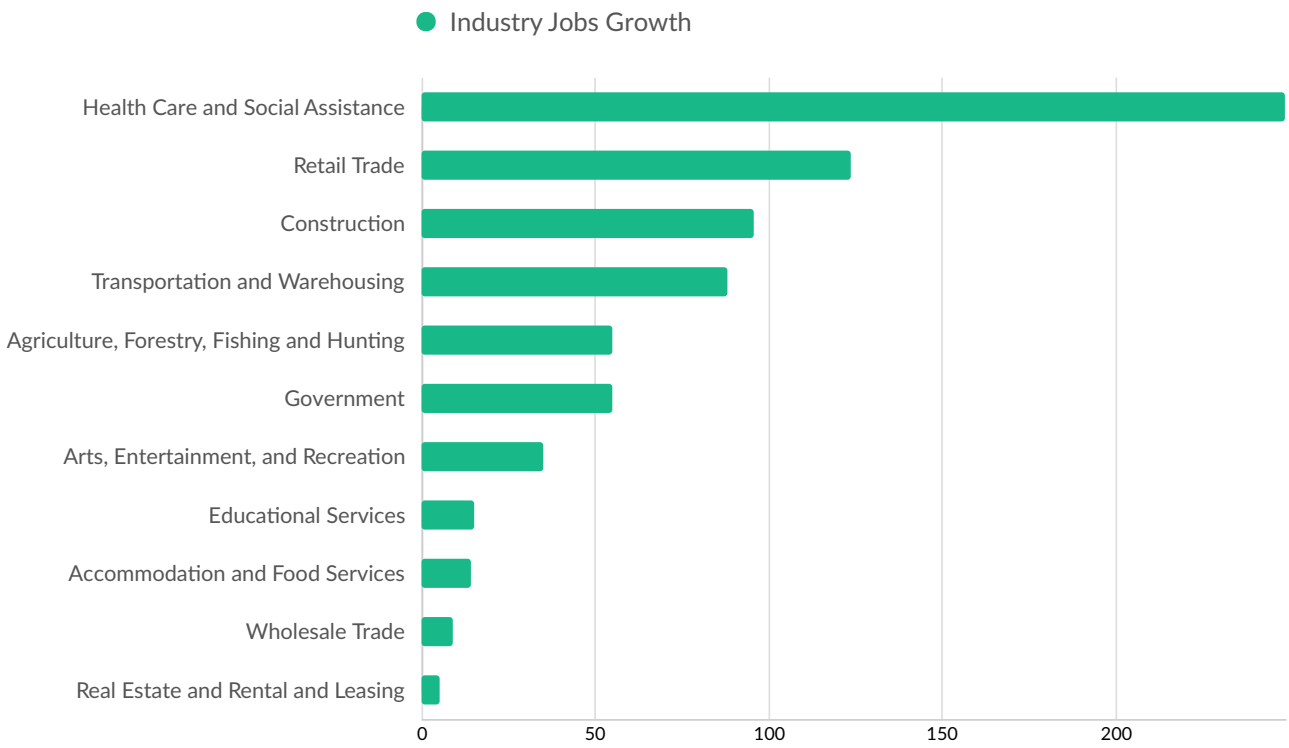
Top Following Counties	Migrations
Vilas County, WI	244
Lincoln County, WI	116
Marathon County, WI	88
Dane County, WI	48
Portage County, WI	36
Waukesha County, WI	36
Brown County, WI	35
Milwaukee County, WI	34
Outagamie County, WI	30
Winnebago County, WI	27
Hennepin County, MN	25
Ramsey County, MN	24
Langlade County, WI	24
Kane County, IL	21
Wood County, WI	20

Industry Characteristics

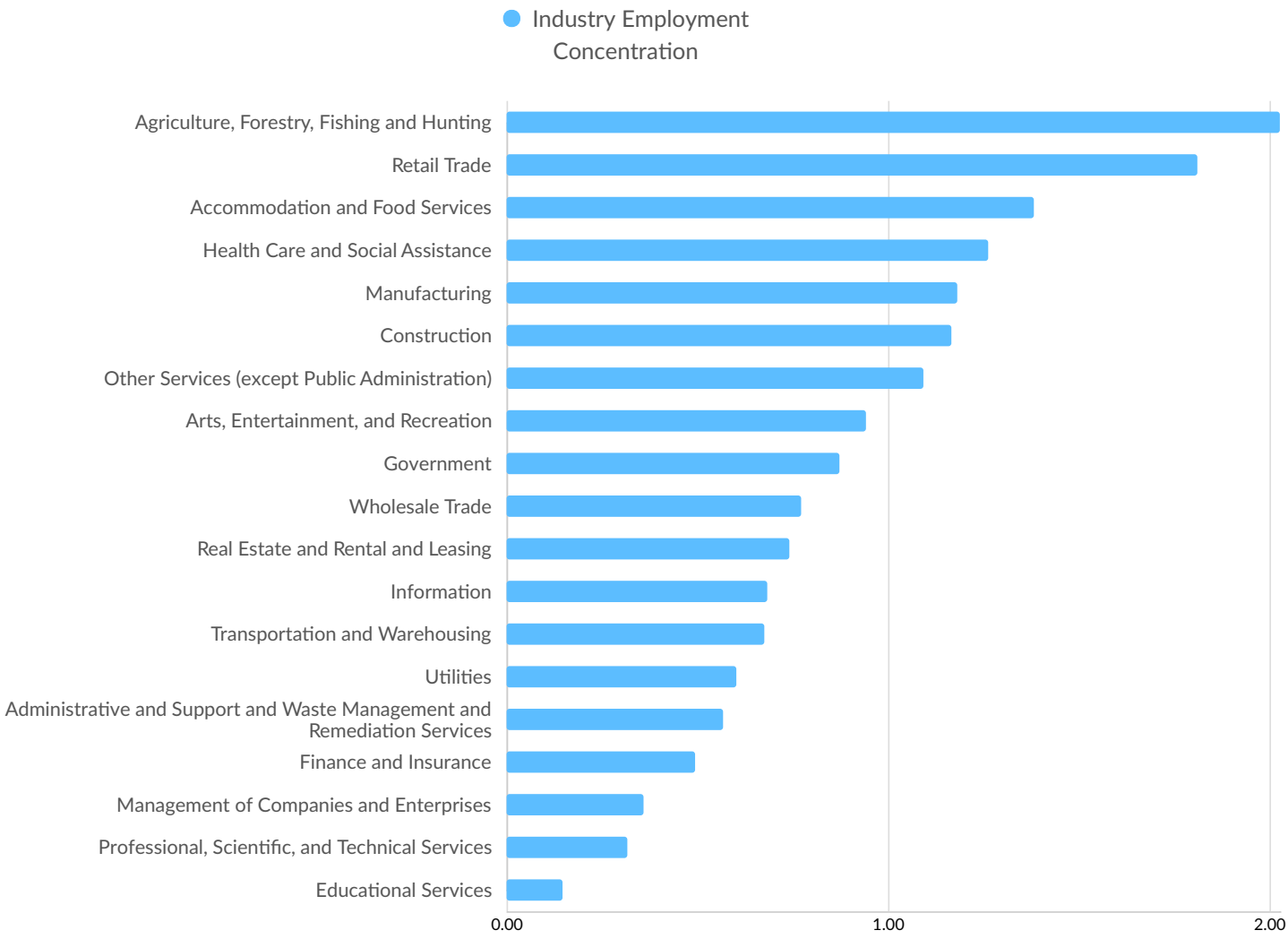
Largest Industries



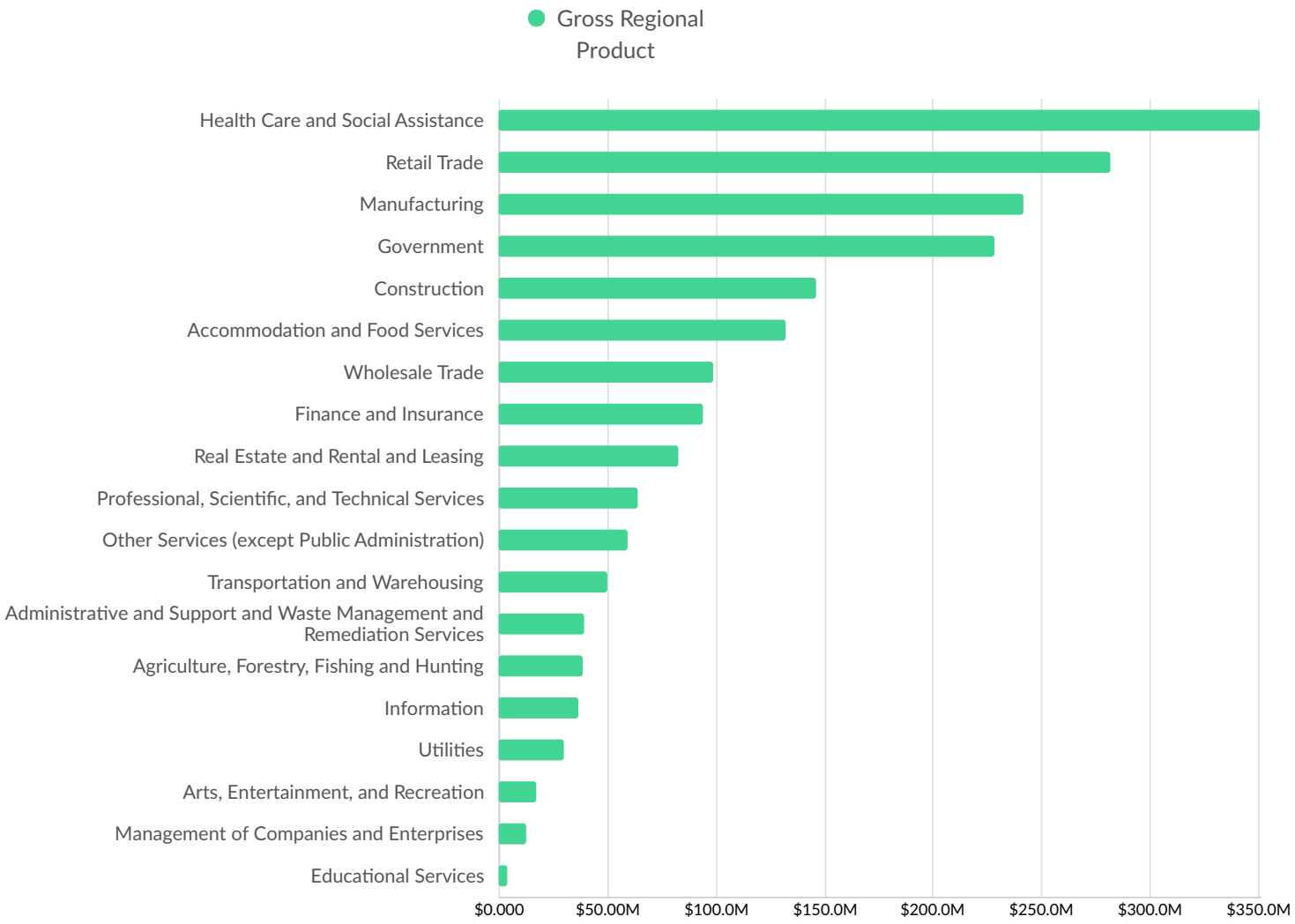
Top Growing Industries



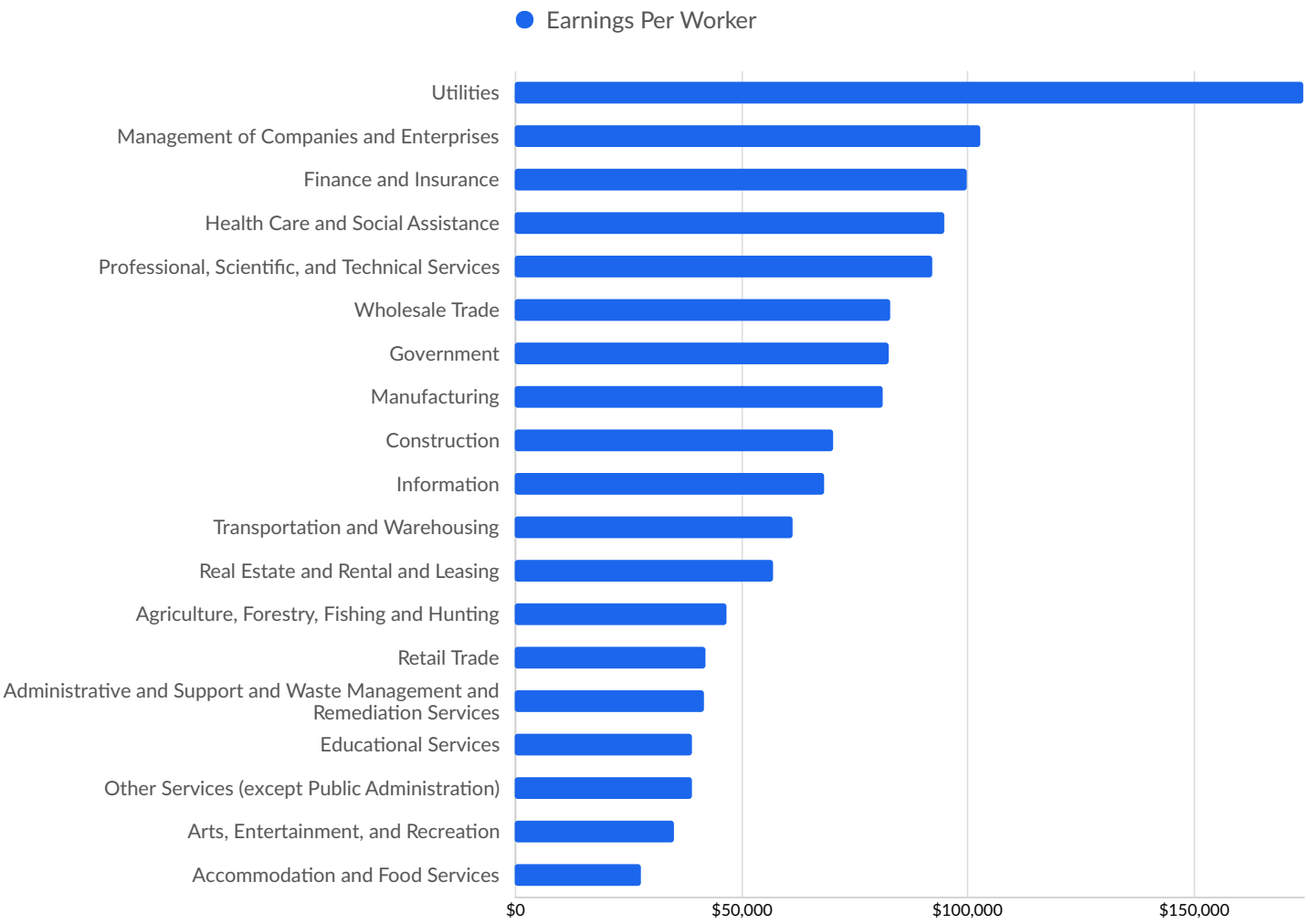
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

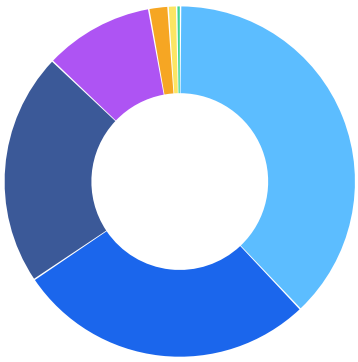
3,193 Companies Employ Your Workers

Online profiles for your workers mention 3,193 companies as employers, with the top 10 appearing below. In the last 12 months, 619 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	207
Ministry Health Care	143
Nicolet College	129
School District Of Rhinelander	119
State of Wisconsin	118
Aspirus	103
Oneida County	84
Walmart	64
Lakeland Union High School	62
Printpack	56

Top Companies Posting	Unique Postings
Aspirus	418
Marshfield Clinic	344
Aya Healthcare	127
Walmart	107
CompHealth	84
Weatherby Healthcare	83
Oneida County	68
Printpack	67
Msa Professional Services	63
County Of Oneida	57

Business Size

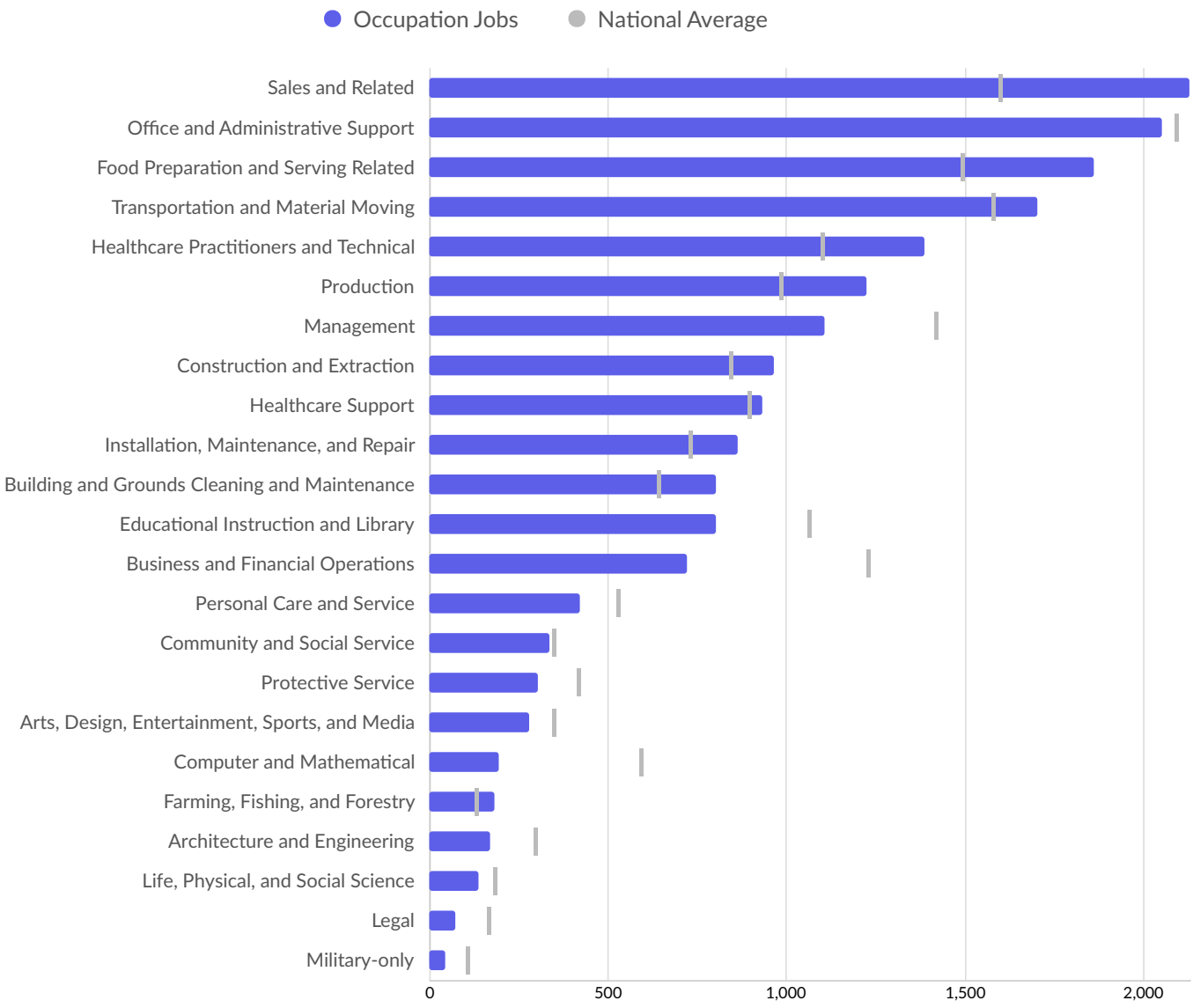


	Percentage	Business Count
1 to 4 employees	37.9%	964
5 to 9 employees	27.6%	703
10 to 19 employees	21.5%	547
20 to 49 employees	10.1%	257
50 to 99 employees	1.8%	45
100 to 249 employees	0.8%	20
250 to 499 employees	0.4%	9

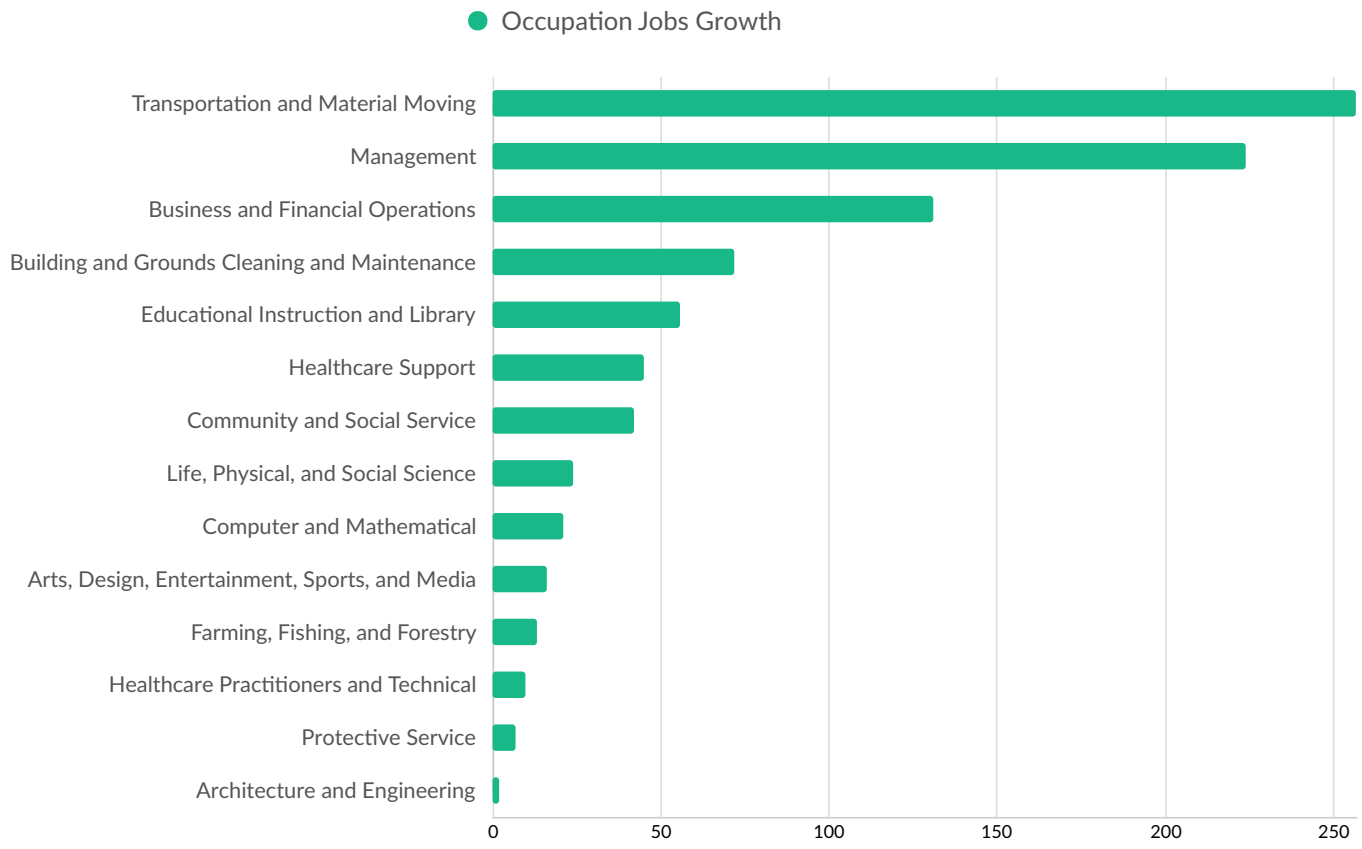
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

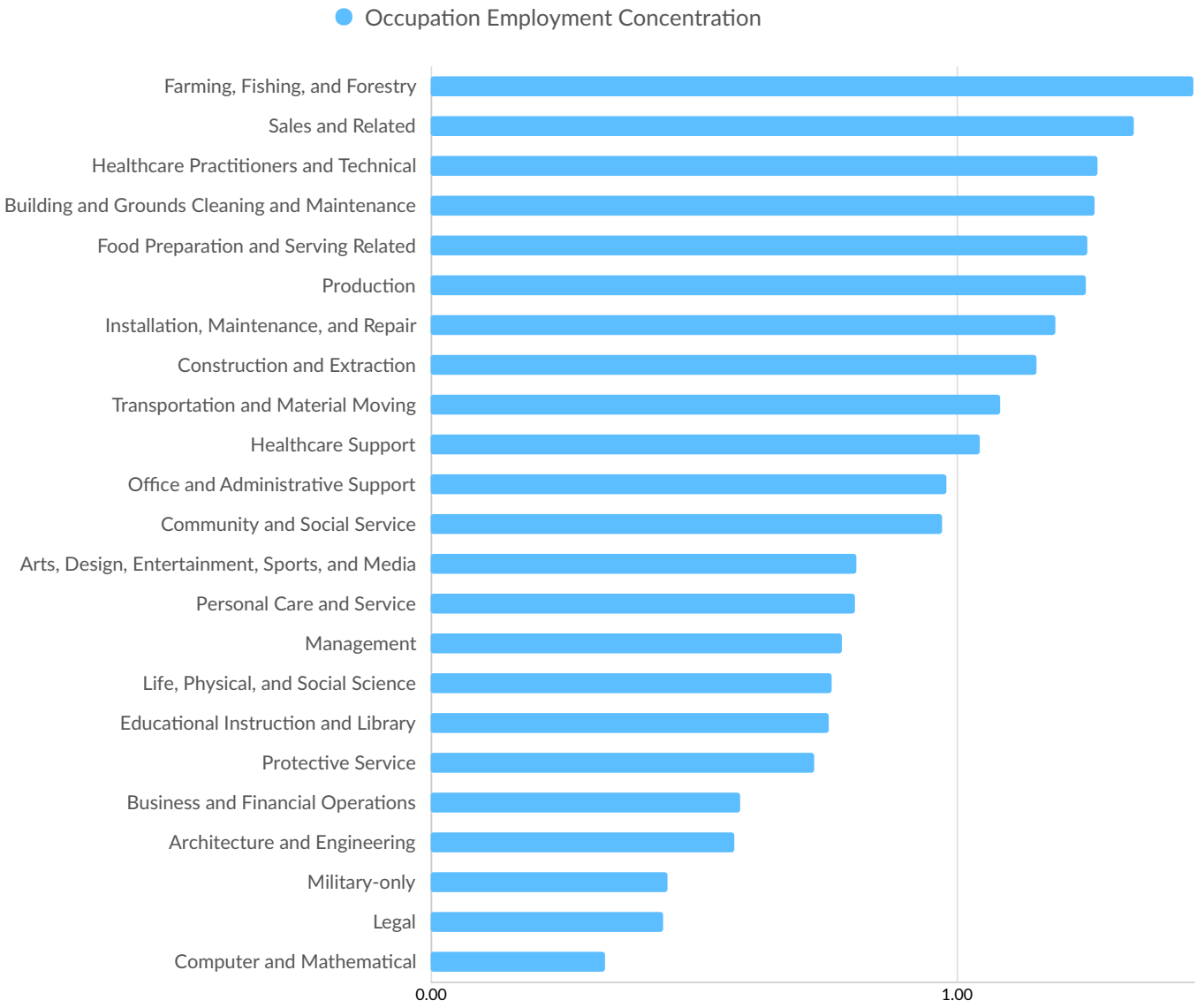
Largest Occupations



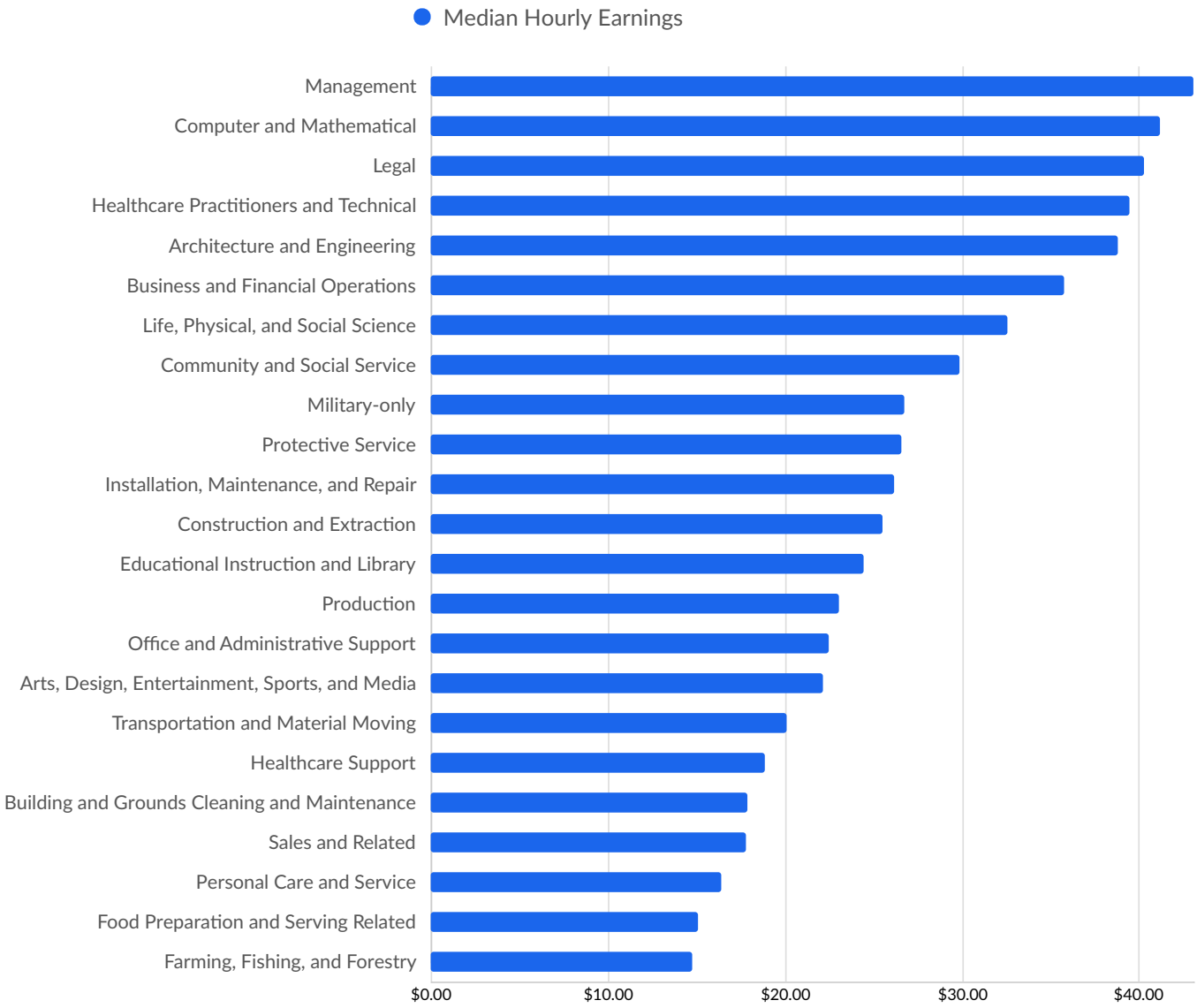
Top Growing Occupations



Top Occupation Employment Concentration

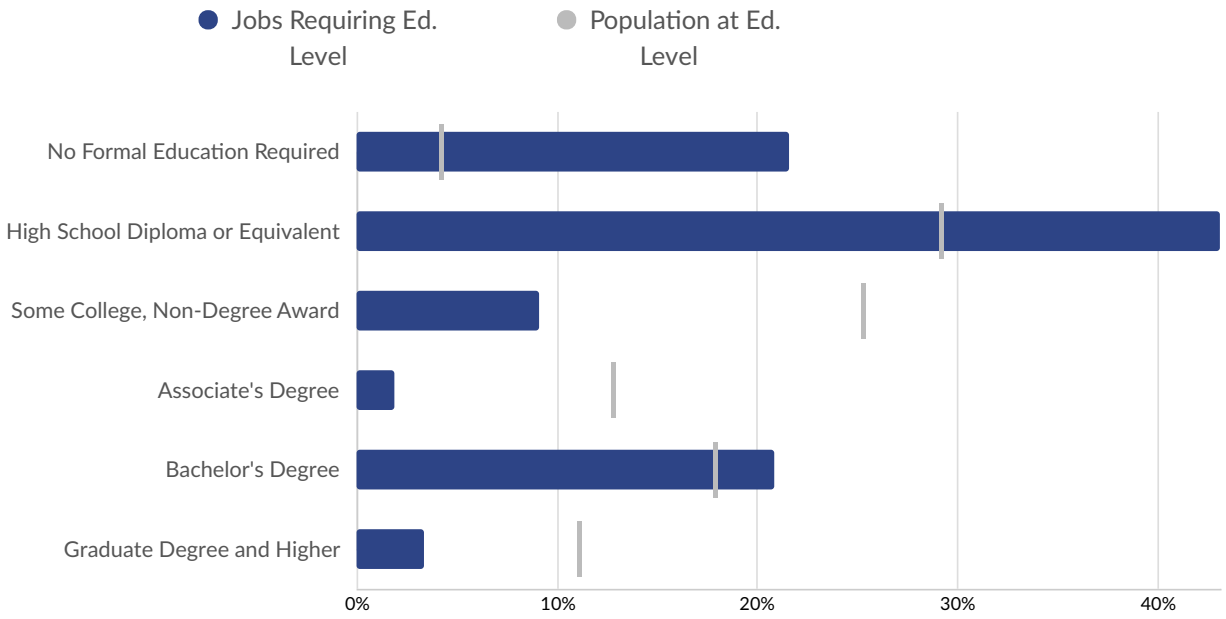


Top Occupation Earnings



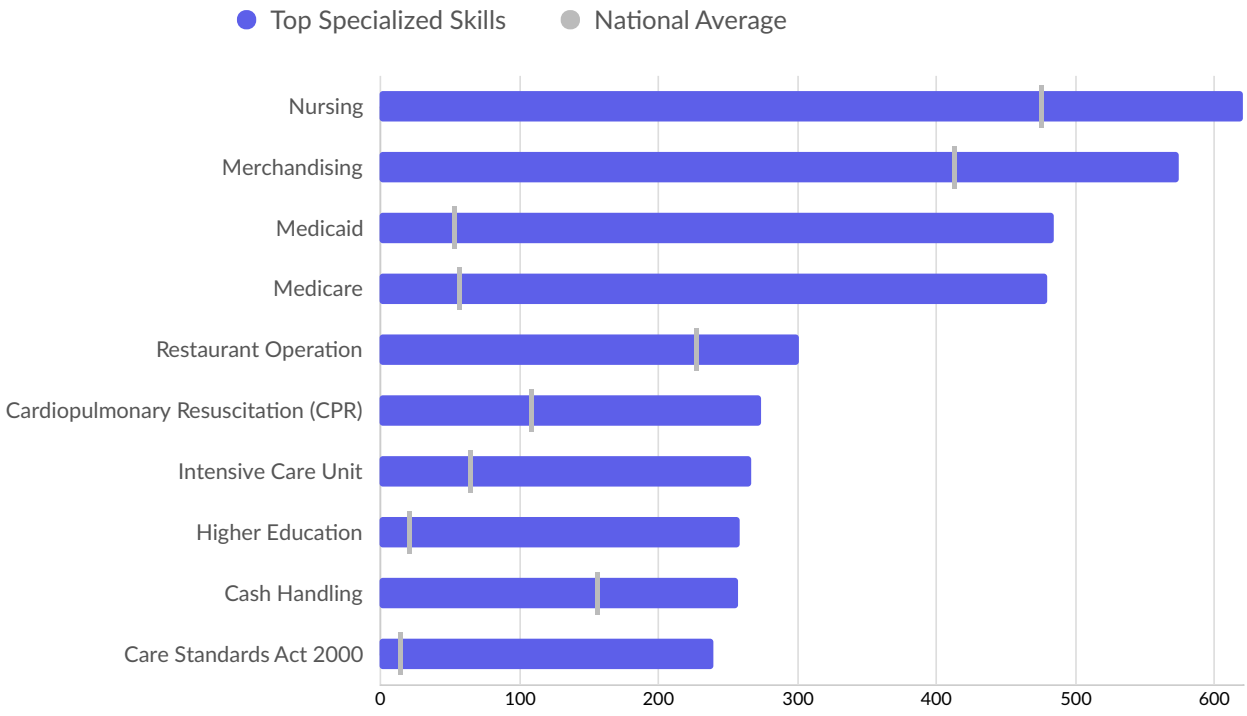
Top Posted Occupations

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