Oneida County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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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

38,175

Population (2024)

Population **grew by 2,568** over the last 5 years and is projected to **grow by 1,504** over the next 5 years.

18,723

Total Regional Employment

Jobs **grew by 488** over the last 5 years and are projected to **grow by 503** over the next 5 years.

$69.6K

Median Household Income (2023)

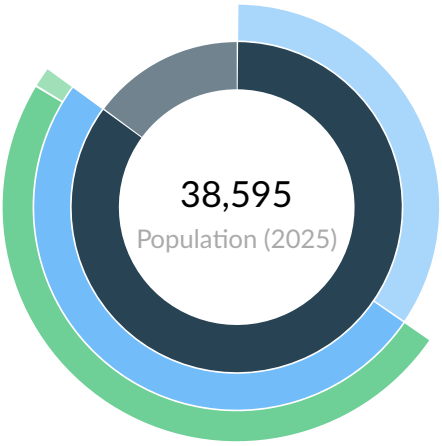
Median household income is **$8.9K below** the national median household income of $78.5K.

Takeaways

- As of 2024 the region's population **increased by 7.2%** since 2019, growing by 2,568. Population is expected to **increase by 3.9%** between 2024 and 2029, adding 1,504.
- From 2019 to 2024, jobs **increased by 2.7%** in Oneida County, WI from 18,235 to **18,723**. This change **fell short of the national growth rate of 4.4% by 1.7%**. As the number of jobs increased, the **labor force participation rate decreased from 59.9% to 56.7% between 2019 and 2024**.
- Concerning educational attainment, **17.9% 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 (Aug 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	38,595	19,504	18,723	100.9	$2.25B	$2.98B	$2.53B
State	5,980,718	3,144,655	3,264,613	100.3	$439.61B	$392.12B	$421.40B

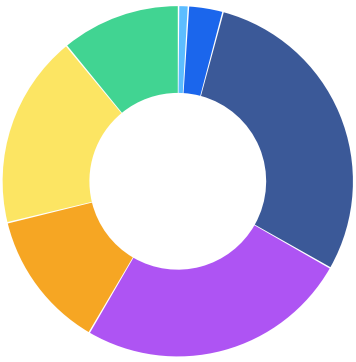
Aug 2025 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	32,815
Not in Labor Force (16+)	13,311
Labor Force	19,504
Employed	18,945
Unemployed	559
Under 16, Military, and institutionalized Population	5,780

Educational Attainment

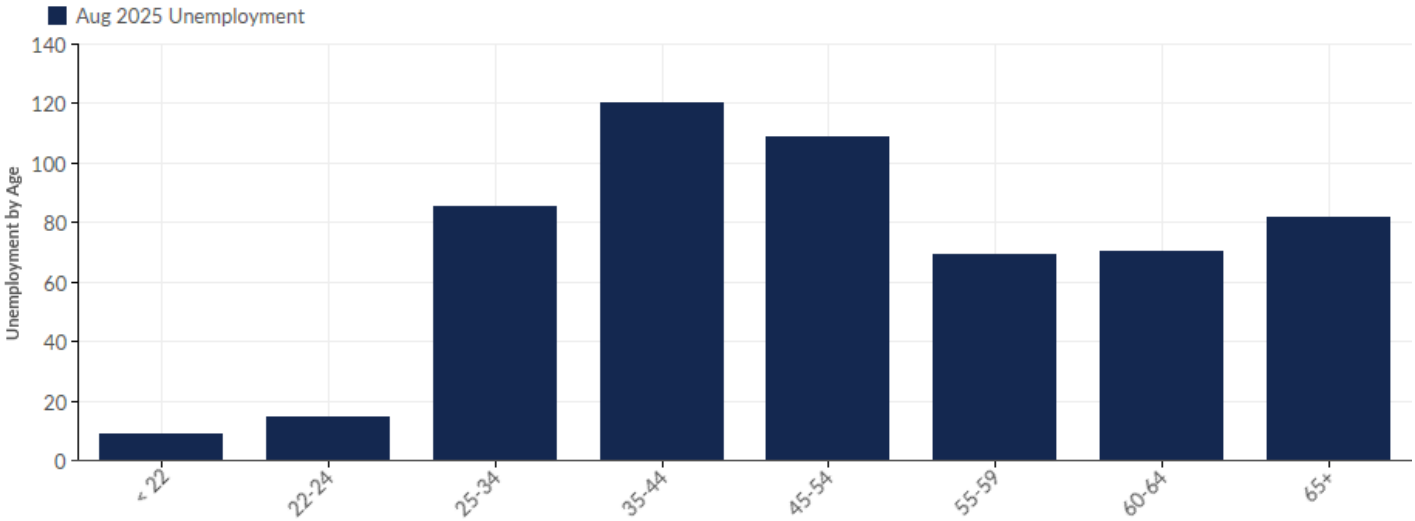
Concerning educational attainment, **17.9% of Oneida County, WI residents possess a Bachelor's Degree** (3.7% below the national average), and **12.8% hold an Associate's Degree** (3.9% above the national average).



	% of Population	Population
Less Than 9th Grade	0.9%	269
9th Grade to 12th Grade	3.2%	952
High School Diploma	29.1%	8,688
Some College	25.2%	7,531
Associate's Degree	12.8%	3,816
Bachelor's Degree	17.9%	5,337
Graduate Degree and Higher	11.0%	3,292

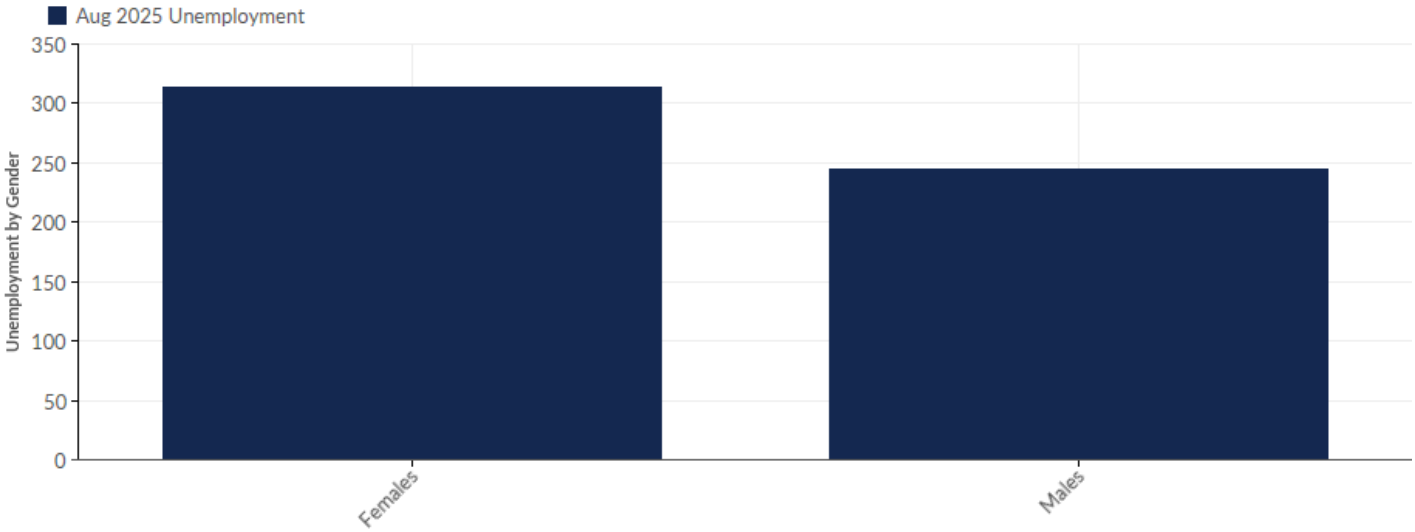
Unemployment by Demographics

Unemployment by Age



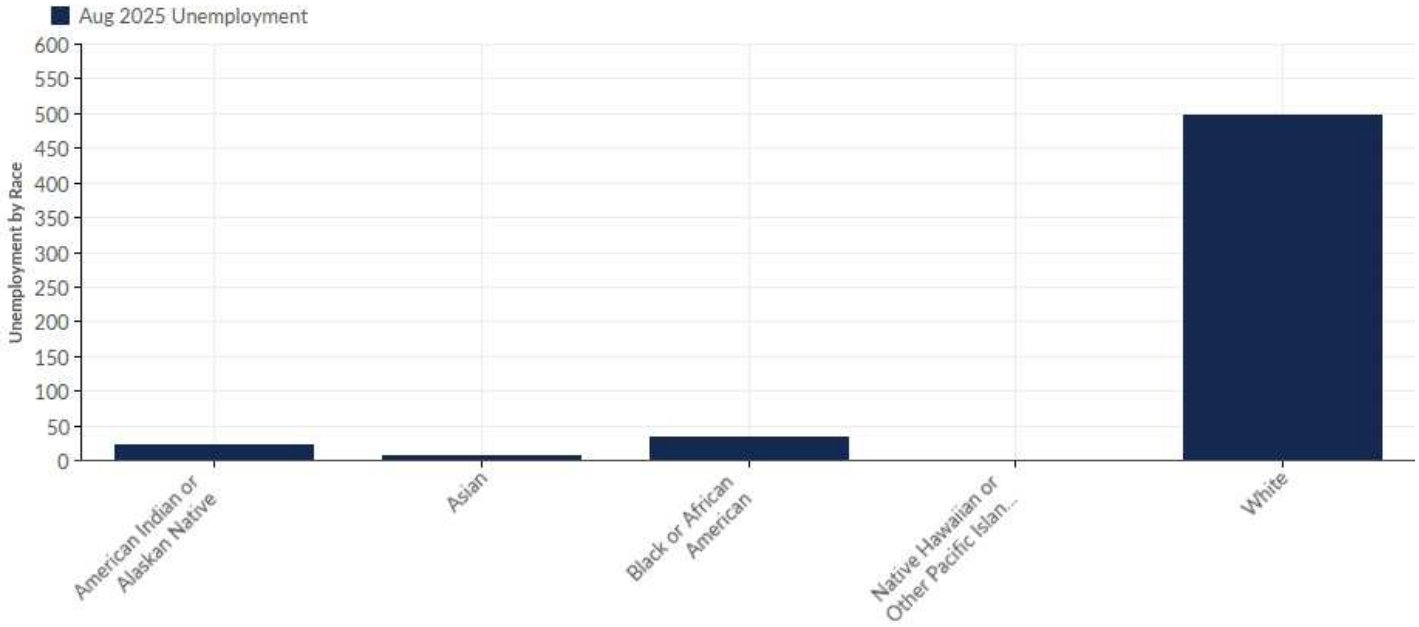
Age	Unemployment (Aug 2025)	% of Unemployed
< 22	9	1.61%
22-24	15	2.68%
25-34	85	15.21%
35-44	120	21.47%
45-54	109	19.50%
55-59	69	12.34%
60-64	70	12.52%
65+	82	14.67%
Total	559	100.00%

Unemployment by Gender



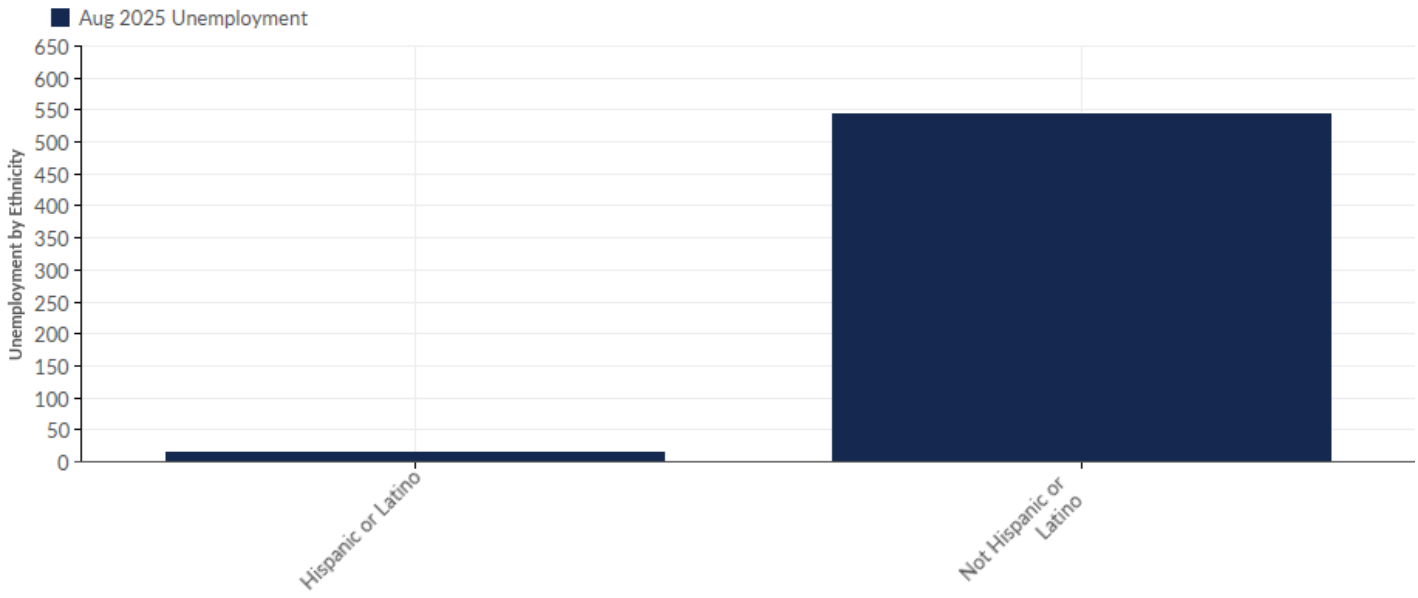
Gender		Unemployment (Aug 2025)	% of Unemployed
Females		314	56.17%
Males		245	43.83%
	Total	559	100.00%

Unemployment by Race



Race	Unemployment (Aug 2025)	% of Unemployed
American Indian or Alaskan Native	22	3.94%
Asian	6	1.07%
Black or African American	33	5.90%
Native Hawaiian or Other Pacific Islander	1	0.18%
White	497	88.91%
Total	559	100.00%

Unemployment by Ethnicity

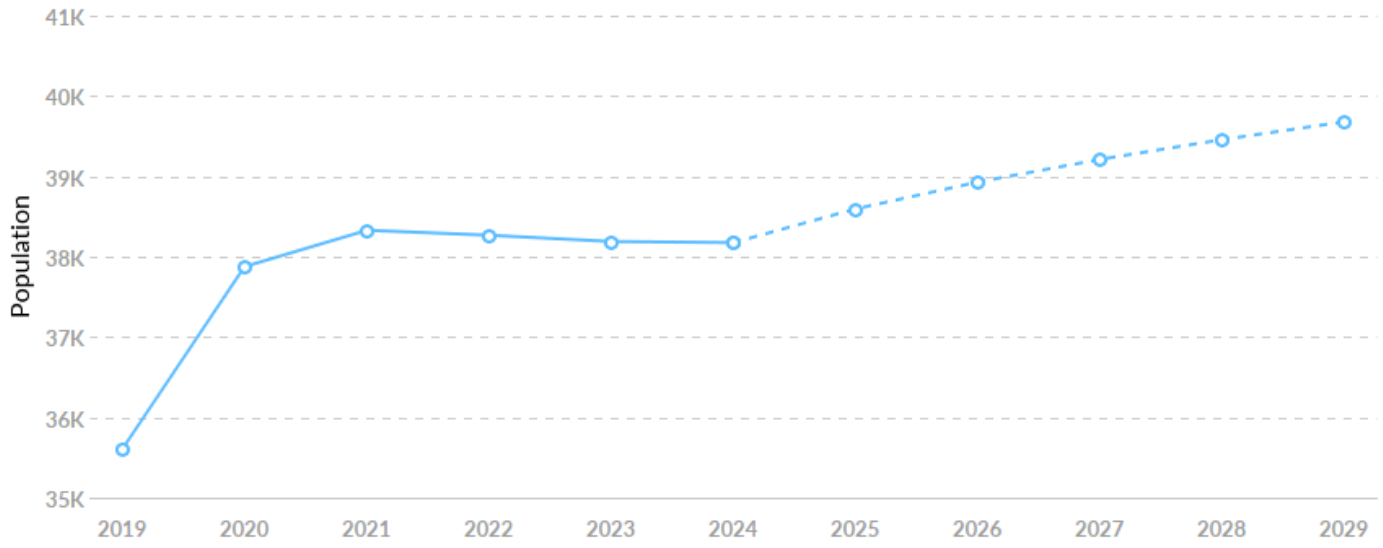


Ethnicity		Unemployment (Aug 2025)	% of Unemployed
Hispanic or Latino		14	2.50%
Not Hispanic or Latino		545	97.50%
	Total	559	100.00%

Historic & Projected Trends

Population Trends

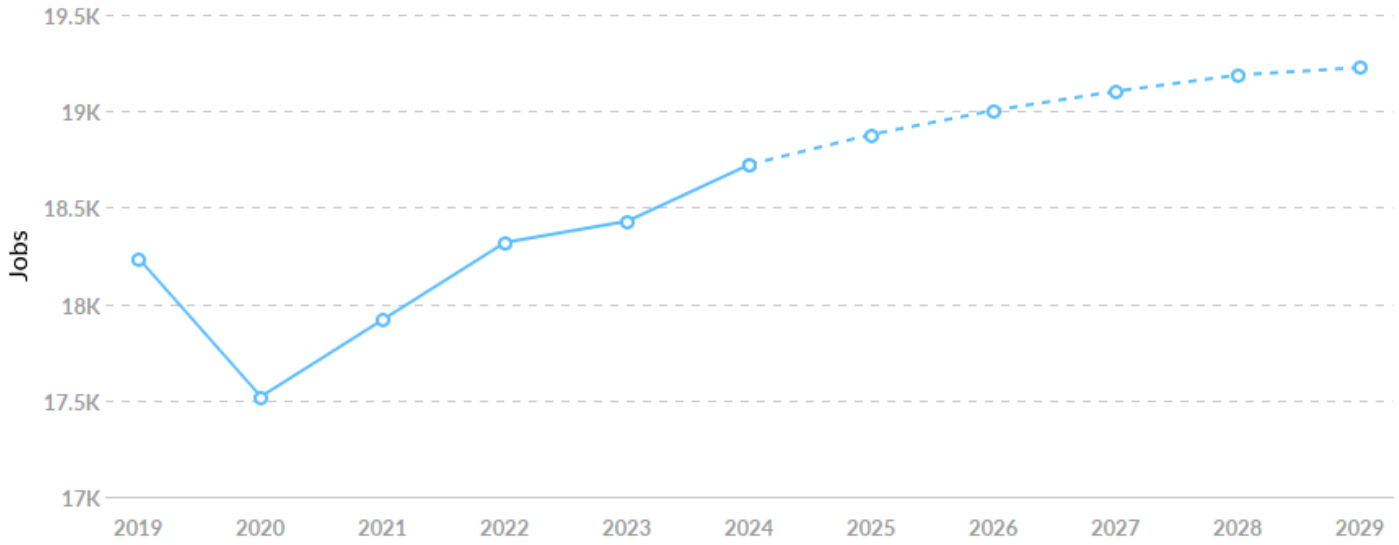
As of 2024 the region's population **increased by 7.2%** since 2019, growing by 2,568. Population is expected to **increase by 3.9%** between 2024 and 2029, adding 1,504.



Timeframe	Population
2019	35,607
2020	37,877
2021	38,329
2022	38,267
2023	38,189
2024	38,175
2025	38,595
2026	38,929
2027	39,211
2028	39,457
2029	39,679

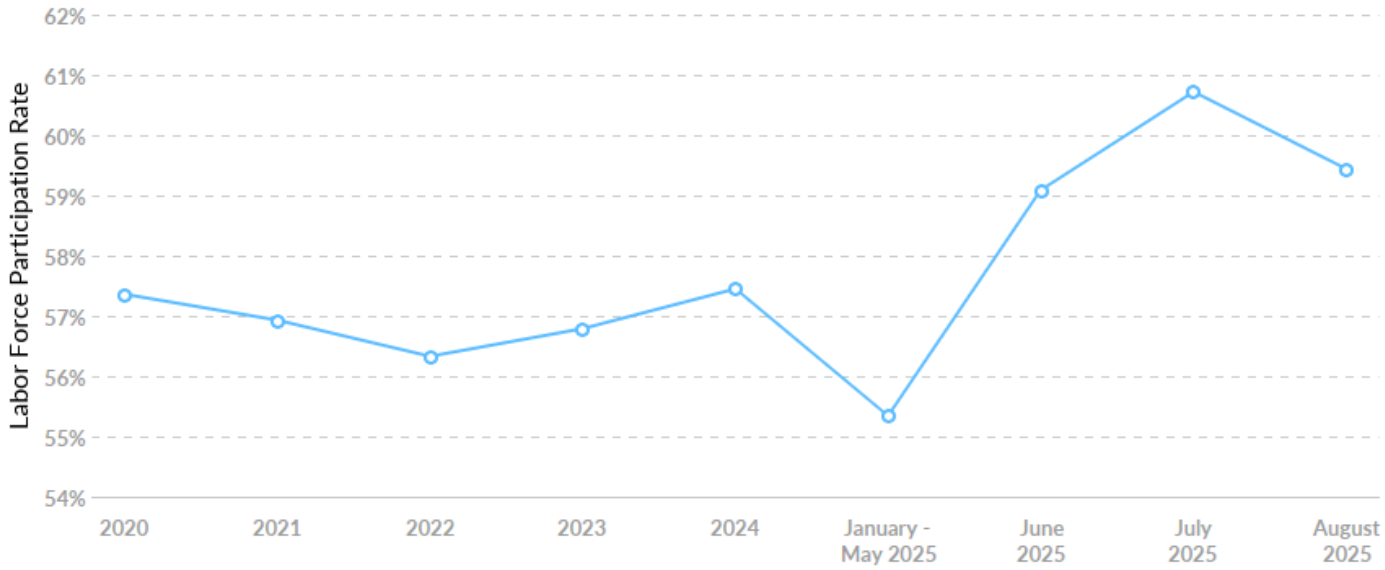
Job Trends

From 2019 to 2024, jobs **increased by 2.7%** in Oneida County, WI from 18,235 to **18,723**. This change **fell short of the national growth rate of 4.4% by 1.7%**.



Timeframe	Jobs
2019	18,235
2020	17,519
2021	17,919
2022	18,319
2023	18,429
2024	18,723
2025	18,879
2026	19,004
2027	19,103
2028	19,187
2029	19,226

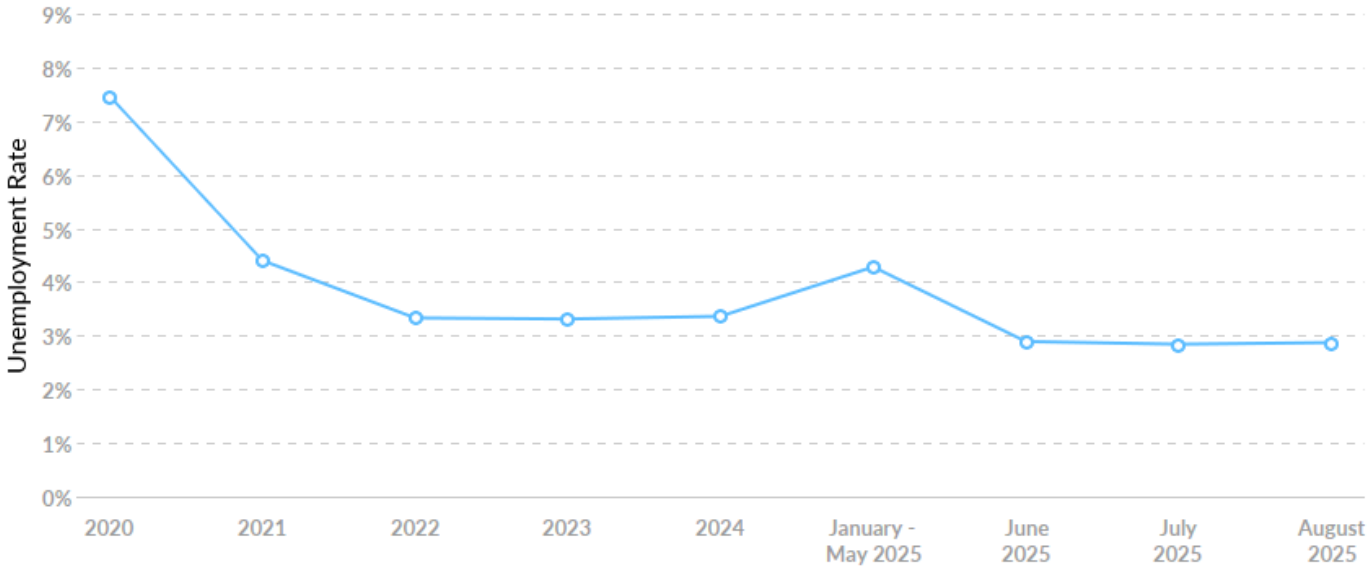
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	57.36%
2021	56.93%
2022	56.33%
2023	56.79%
2024	57.45%
January - May 2025	55.34%
June 2025	59.09%
July 2025	60.72%
August 2025	59.44%

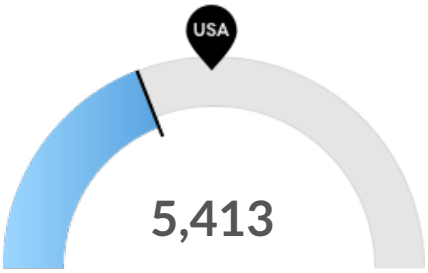
Unemployment Rate Trends

Oneida County, WI had an August 2025 unemployment rate of 2.87%, **decreasing from 7.46%** 5 years before.



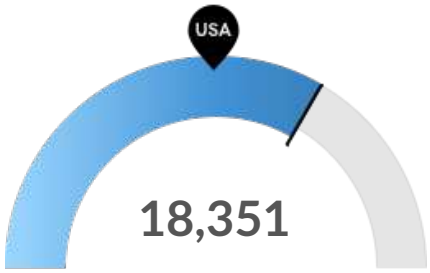
Timeframe	Unemployment Rate
2020	7.46%
2021	4.40%
2022	3.33%
2023	3.31%
2024	3.36%
January - May 2025	4.28%
June 2025	2.89%
July 2025	2.84%
August 2025	2.87%

Population Characteristics



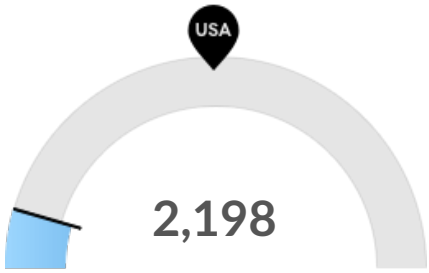
Millennials

Oneida County, WI has 5,413 millennials (ages 25-39). The national average for an area this size is 7,815.



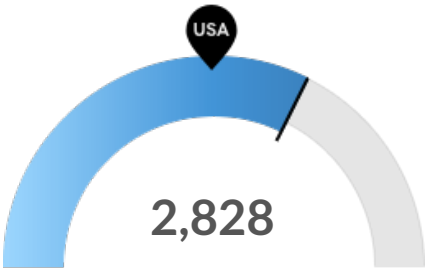
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 11,543 people 55 or older, while there are 18,351 here.



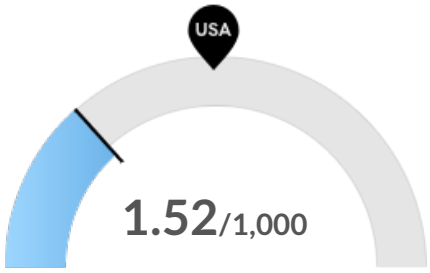
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 16,239 racially diverse people, while there are 2,198 here.



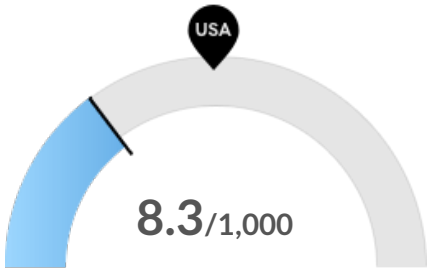
Veterans

Oneida County, WI has 2,828 veterans. The national average for an area this size is 1,879.



Violent Crime

Oneida County, WI has 1.52 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

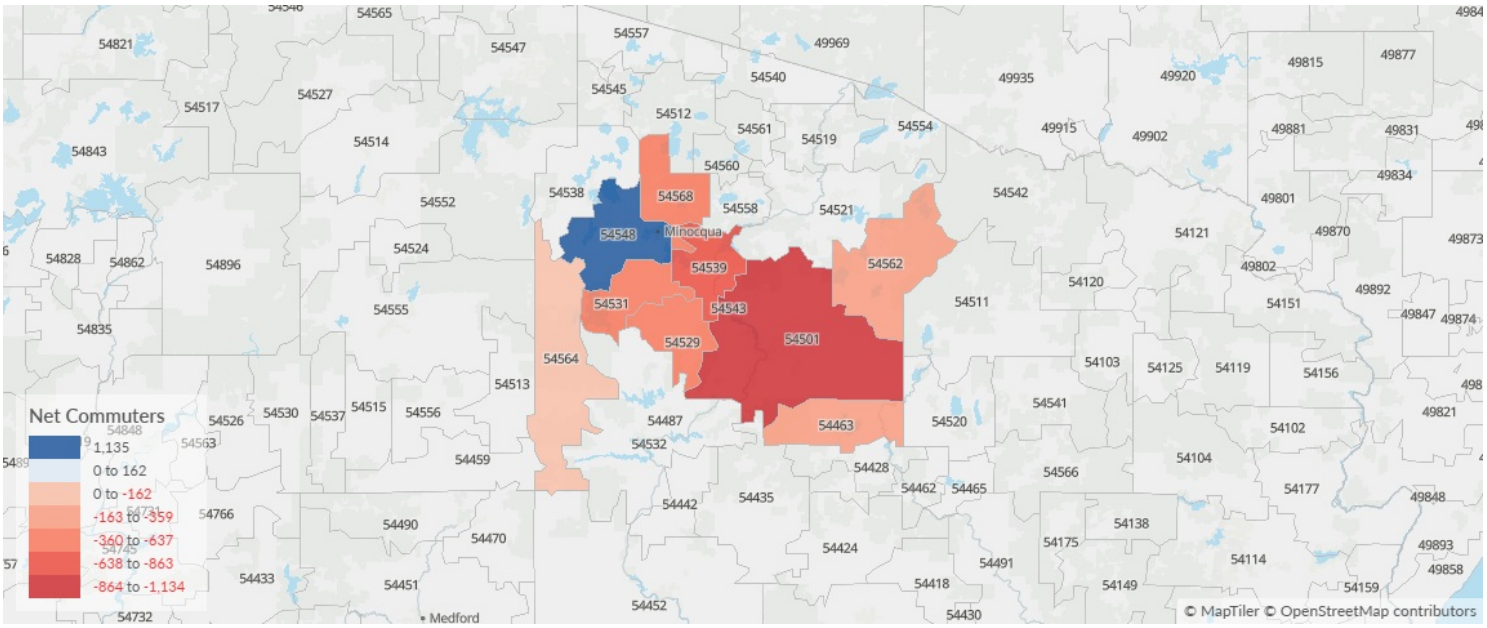


Property Crime

Oneida County, WI has 8.3 property crimes per 1,000 people. The national rate is 16.44 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...	9,892
54548	Minocqua, WI (in Oneid...	4,003
54568	Woodruff, WI (in Oneid...	2,512
54562	Three Lakes, WI (in One...	962
54531	Hazelhurst, WI (in Onei...	419

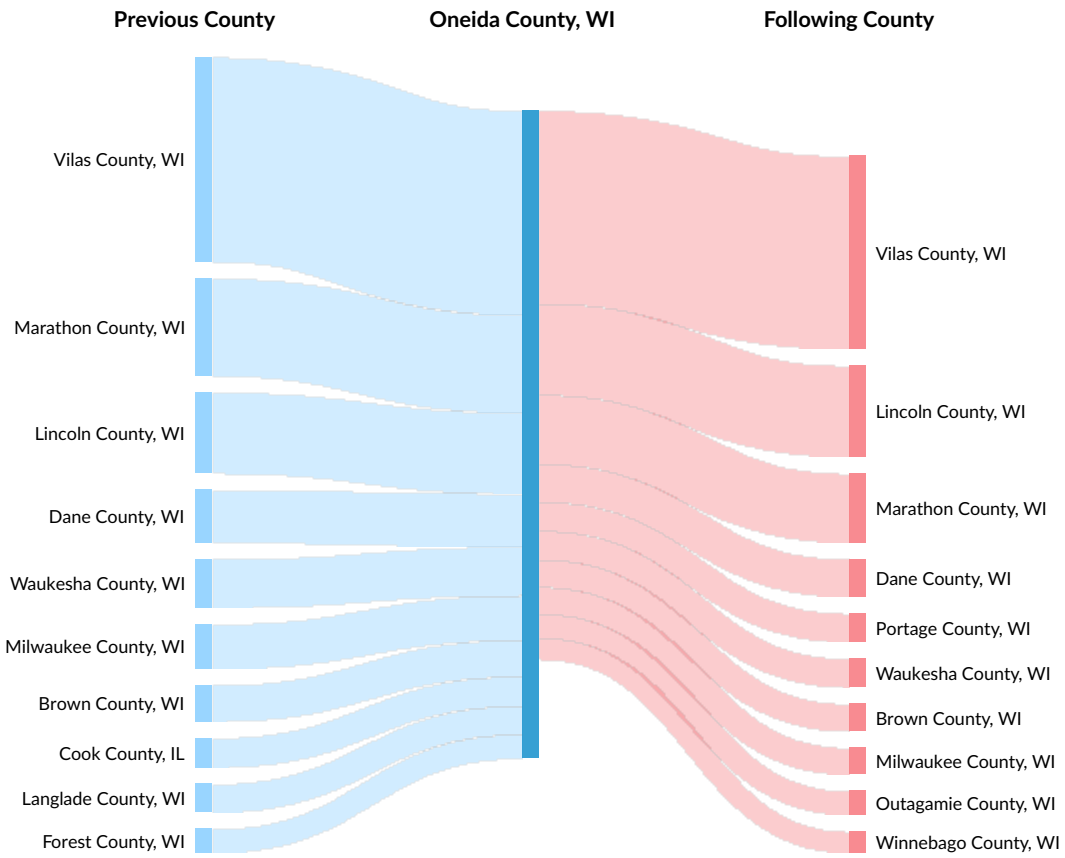
Where Talent Lives

ZIP	Name	2024 Workers
54501	Rhinelander, WI (in One...	10,756
54568	Woodruff, WI (in Oneid...	2,947
54548	Minocqua, WI (in Oneid...	2,868
54562	Three Lakes, WI (in One...	1,141
54531	Hazelhurst, WI (in Onei...	833

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.



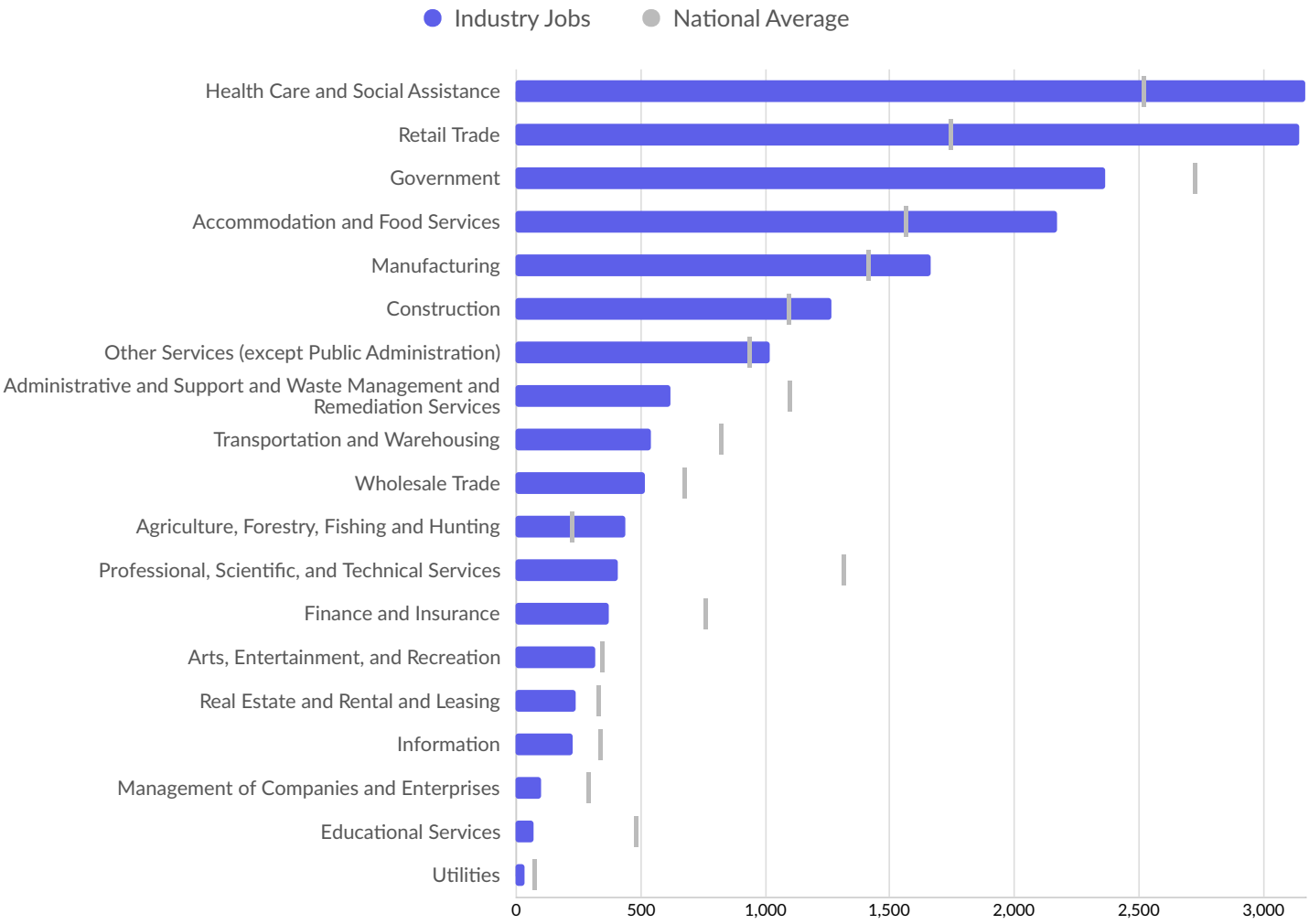
Top Previous Counties	Migrations
Vilas County, WI	259
Marathon County, WI	124
Lincoln County, WI	103
Dane County, WI	67
Waukesha County, WI	62
Milwaukee County, WI	56

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

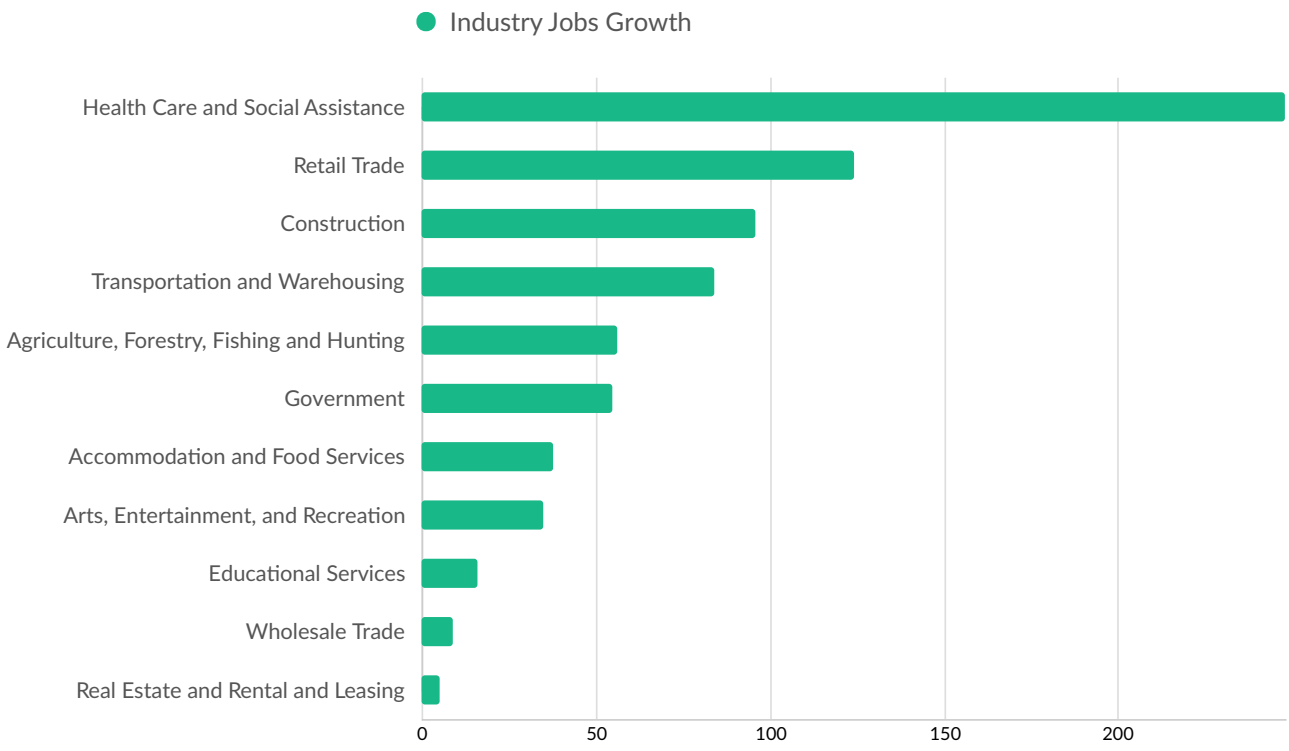
Top Following Counties	Migrations
Vilas County, WI	244
Lincoln County, WI	116
Marathon County, WI	88
Dane County, WI	48
Portage County, WI	36
Waukesha County, WI	36
Brown County, WI	35
Milwaukee County, WI	34
Outagamie County, WI	30
Winnebago County, WI	27
Hennepin County, MN	25
Ramsey County, MN	24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

Industry Characteristics

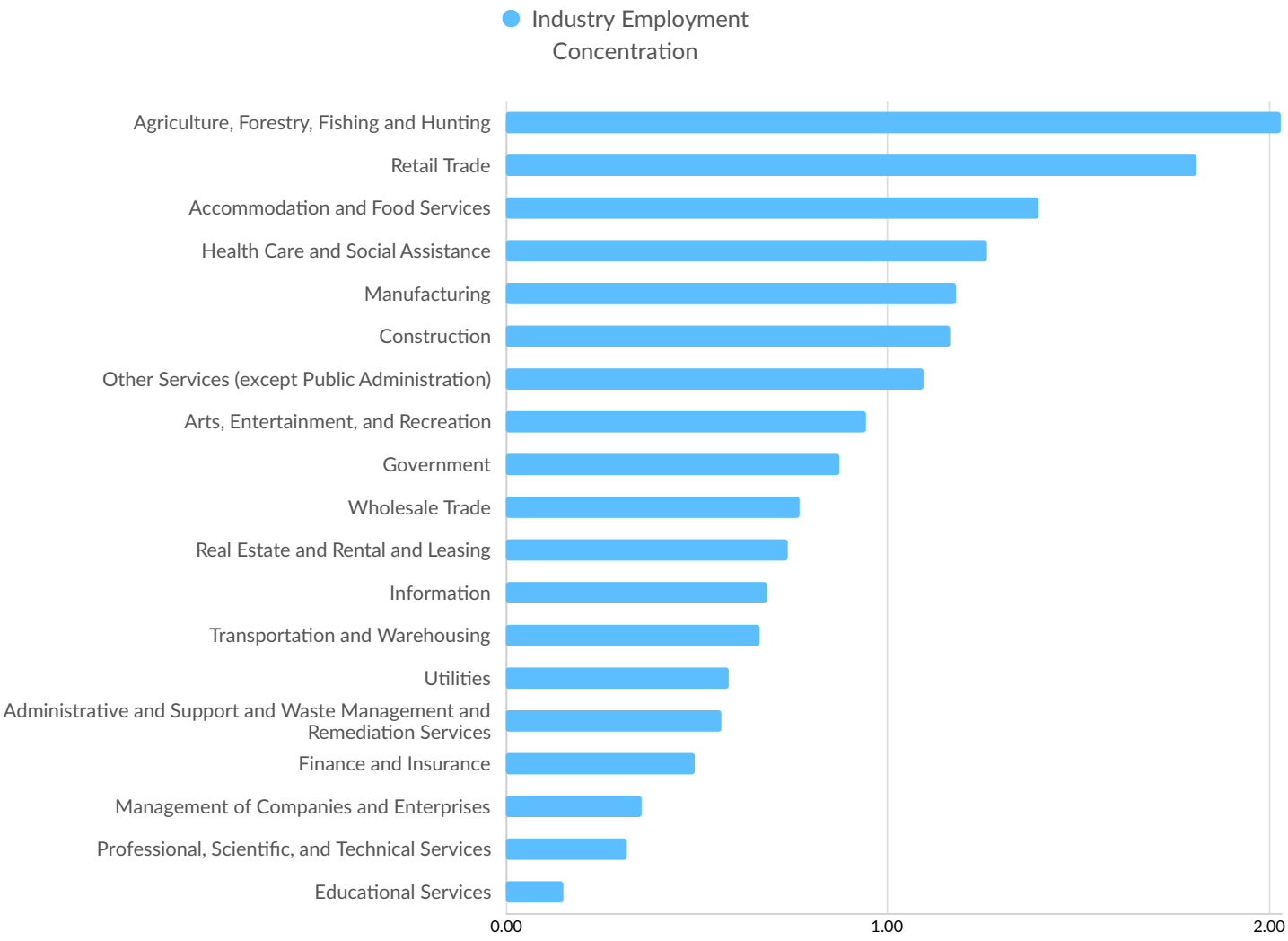
Largest Industries



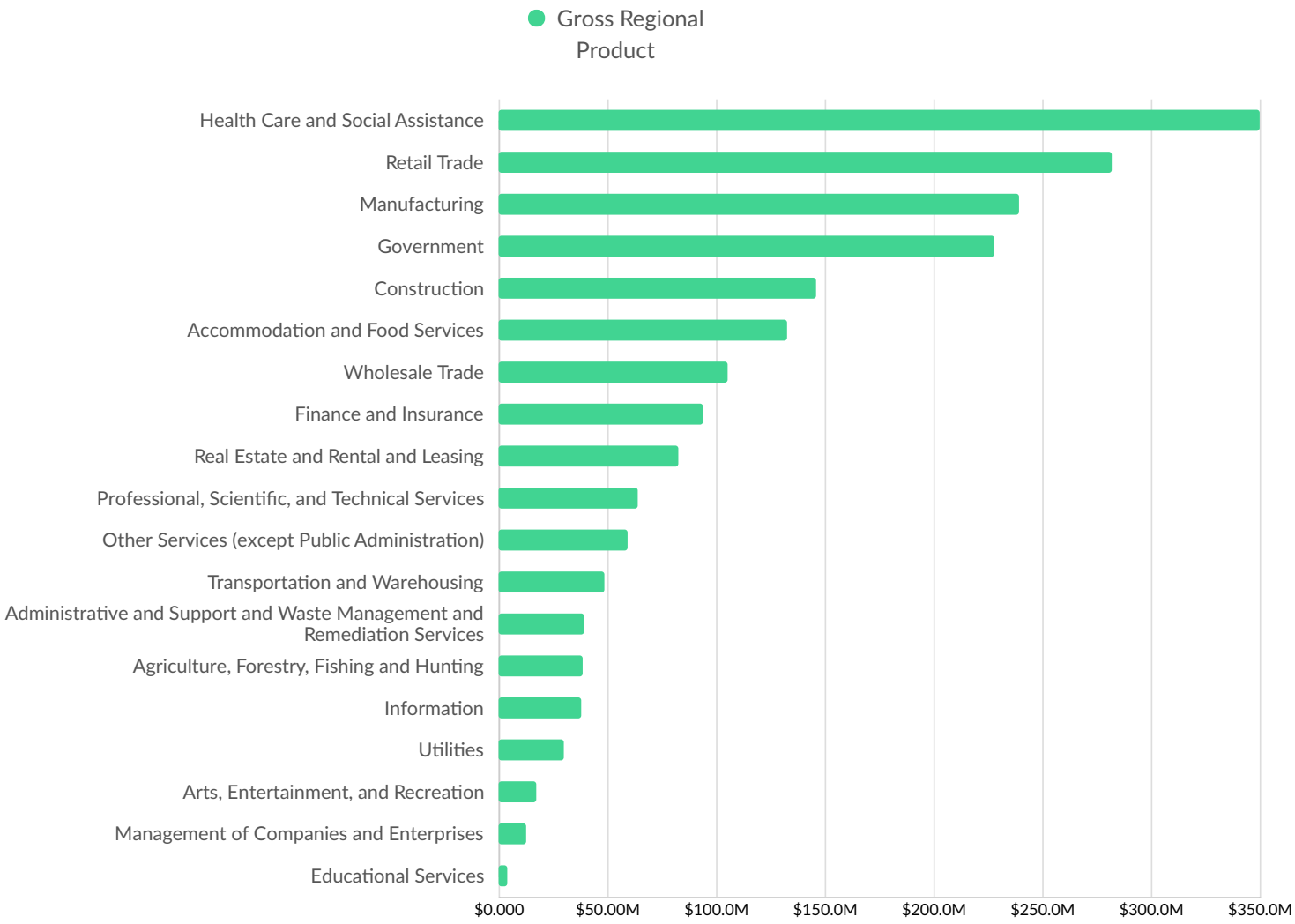
Top Growing Industries



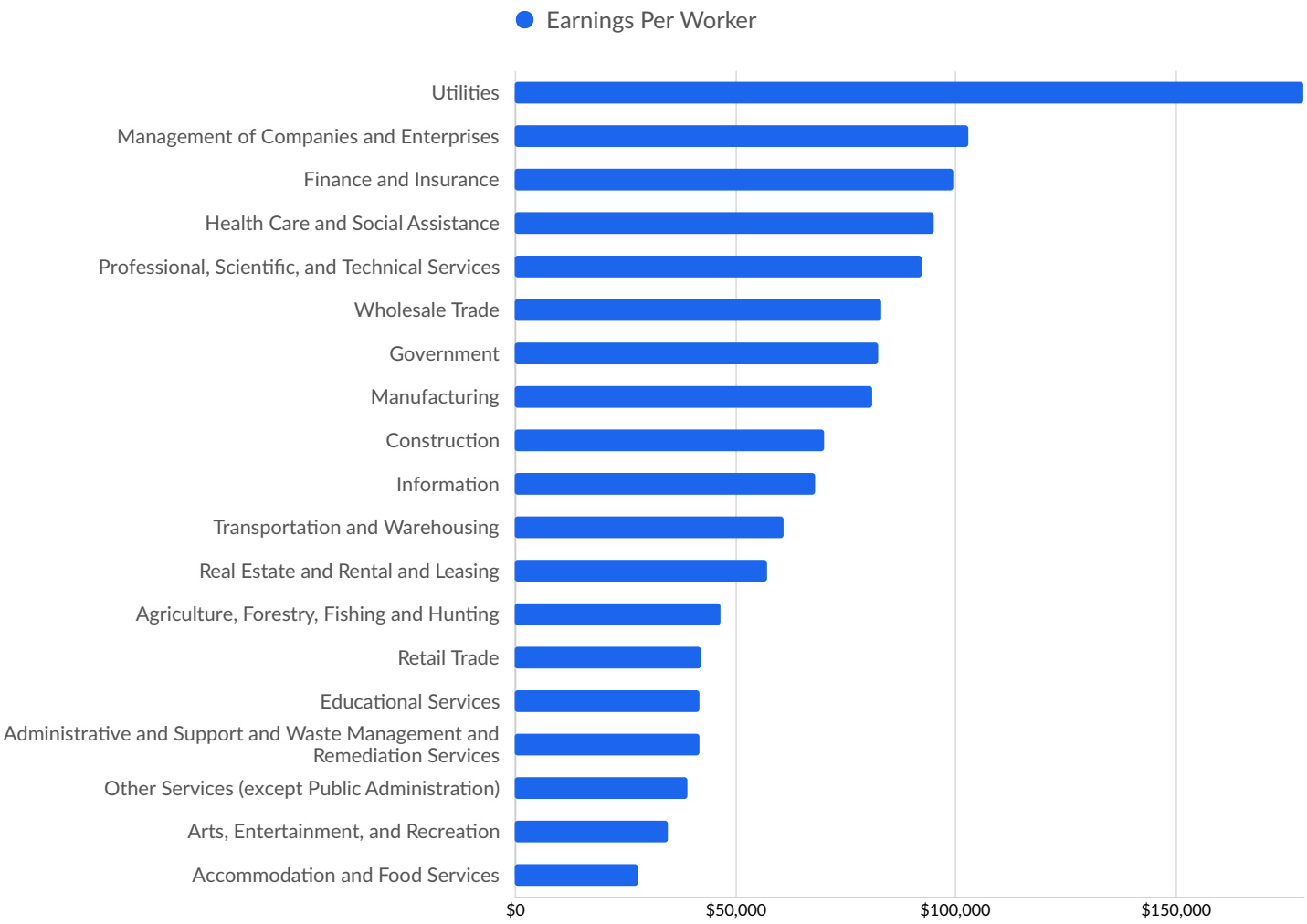
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

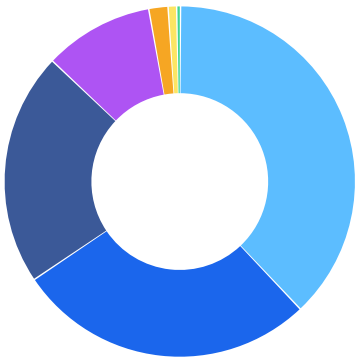
3,494 Companies Employ Your Workers

Online profiles for your workers mention 3,494 companies as employers, with the top 10 appearing below. In the last 12 months, 733 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	194
Ascension	112
School District Of Rhinelander	105
Nicolet College Foundation	102
Aspirus	100
State of Wisconsin	87
Wisconsin Dhfs	73
Walmart	61
Lakeland Union High School	59
Ministry Health Care	53

Top Companies Posting	Unique Postings
Aspirus	427
Marshfield Clinic	317
Aya Healthcare	132
CompHealth	99
Walmart	89
Weatherby Healthcare	78
Printpack	73
MedPro Healthcare Staffing	72
Oneida County	71
Eden Senior Care	60

Business Size

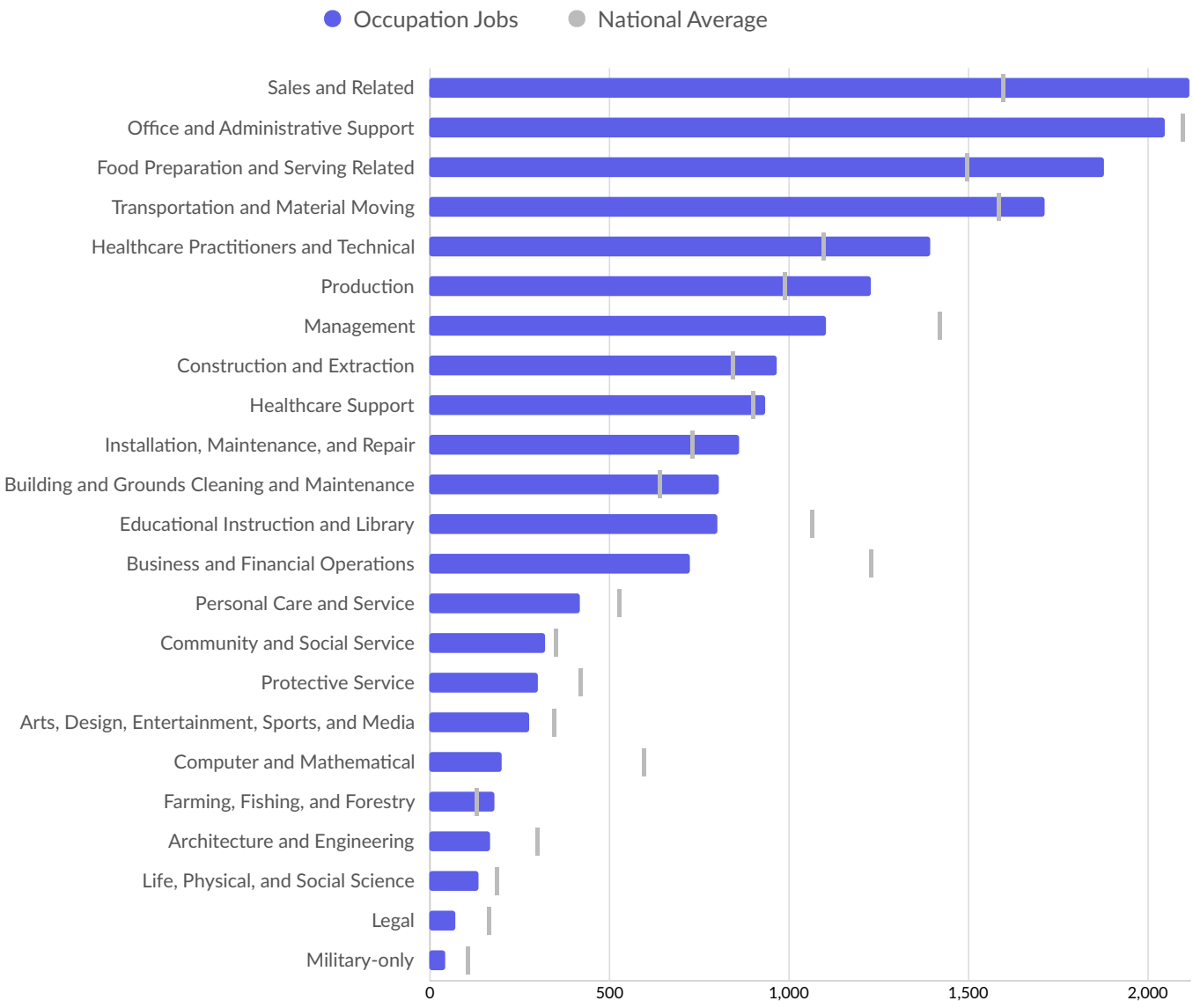


	Percentage	Business Count
1 to 4 employees	37.9%	964
5 to 9 employees	27.6%	703
10 to 19 employees	21.5%	547
20 to 49 employees	10.1%	257
50 to 99 employees	1.8%	45
100 to 249 employees	0.8%	20
250 to 499 employees	0.4%	9

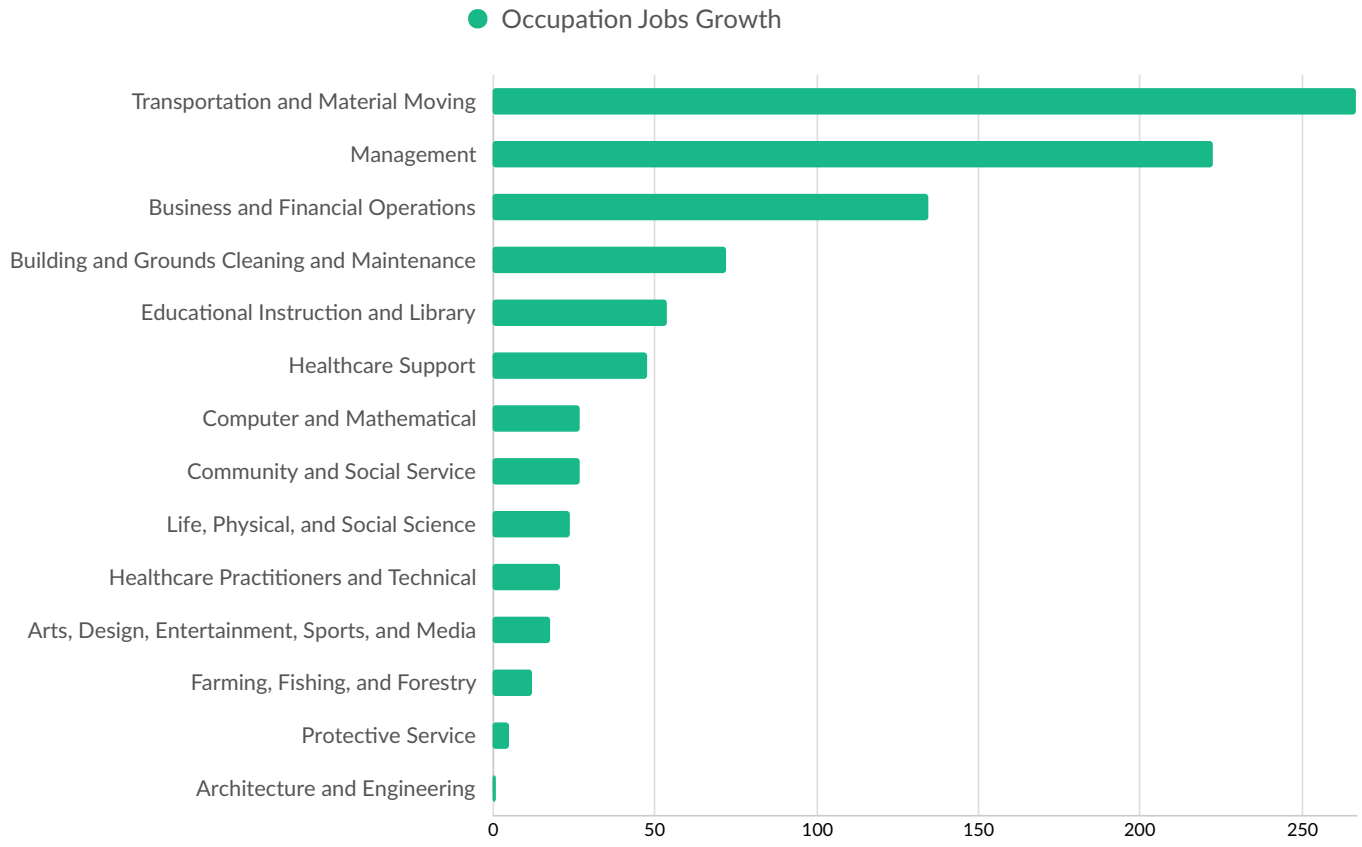
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

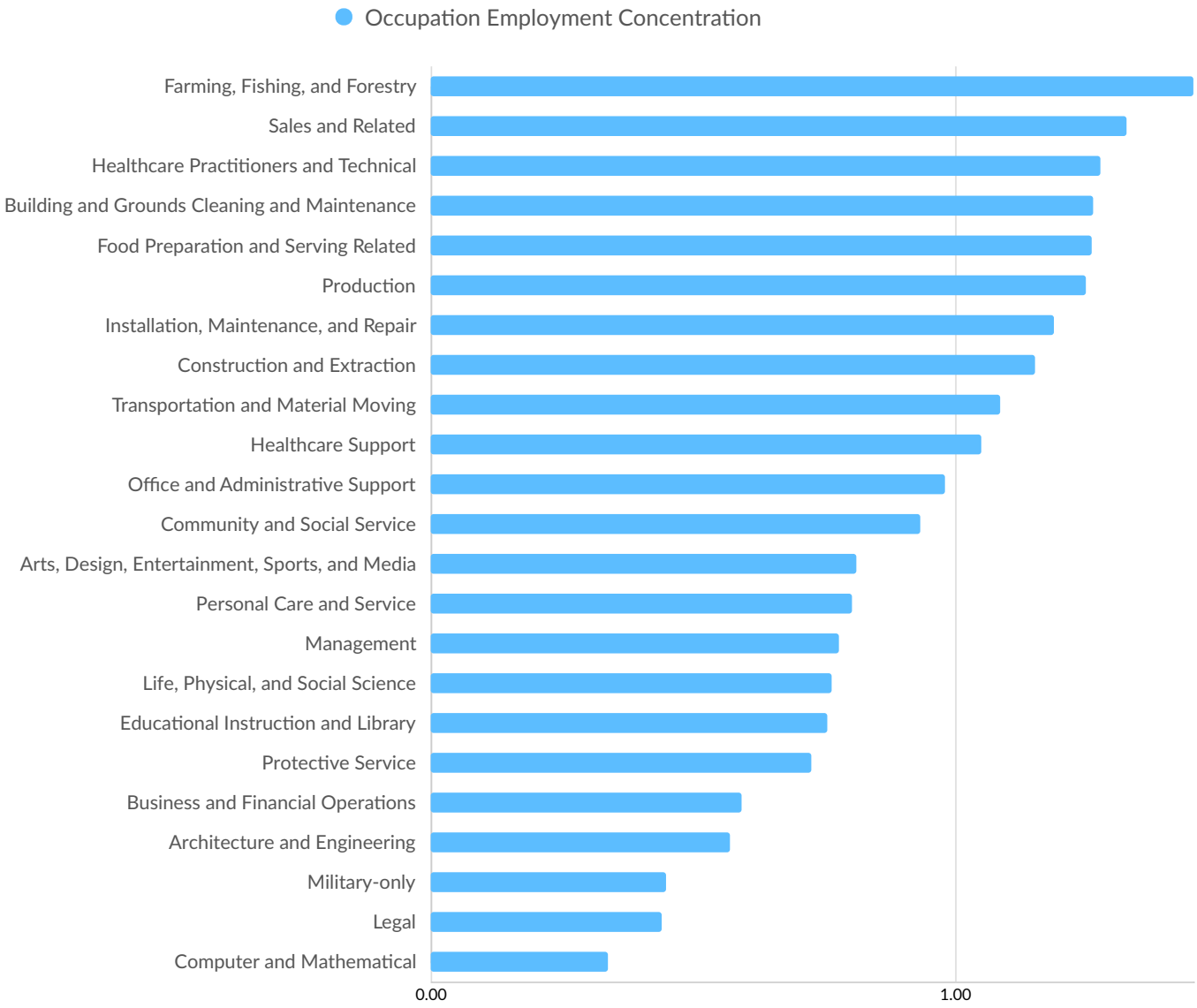
Largest Occupations



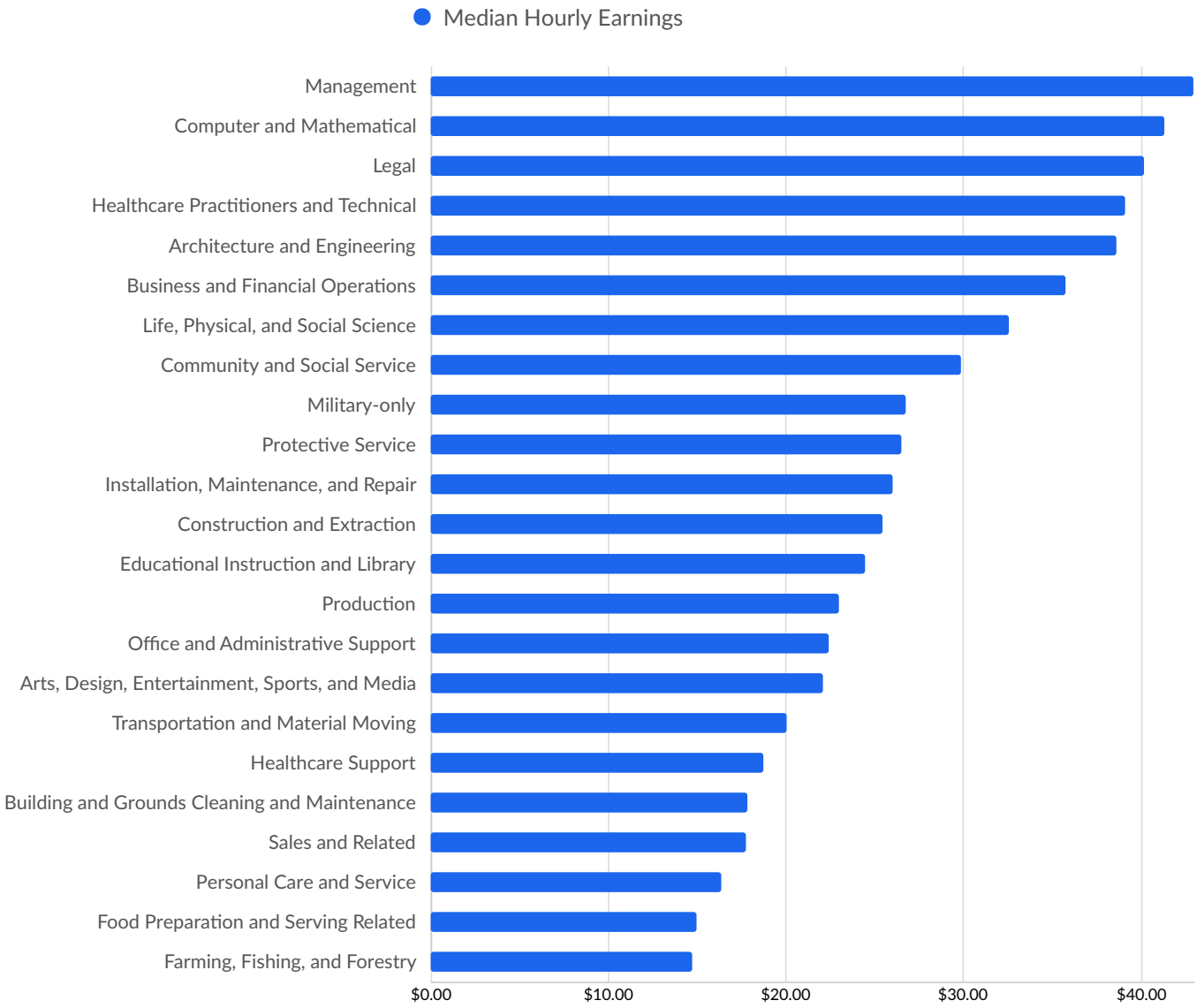
Top Growing Occupations



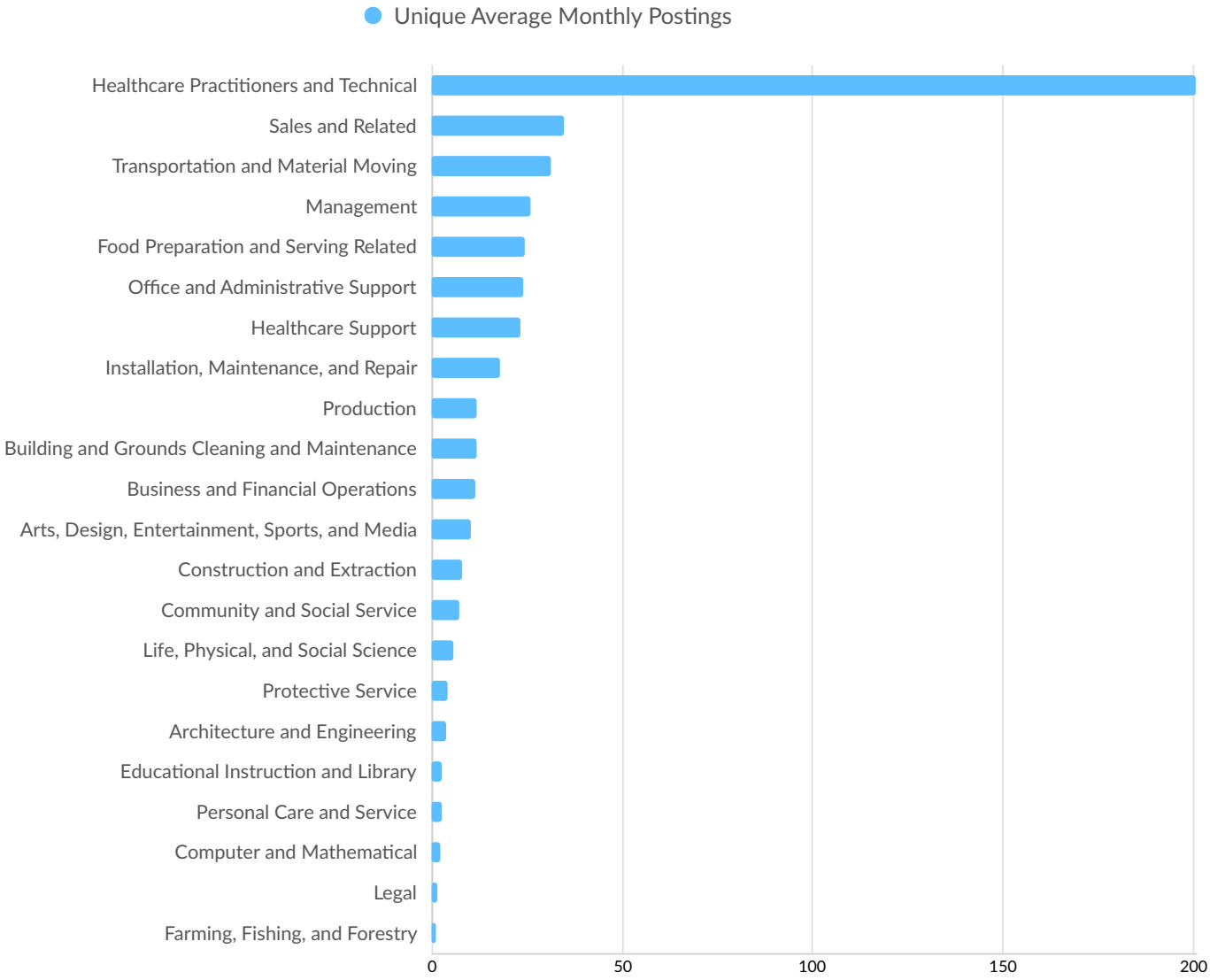
Top Occupation Employment Concentration



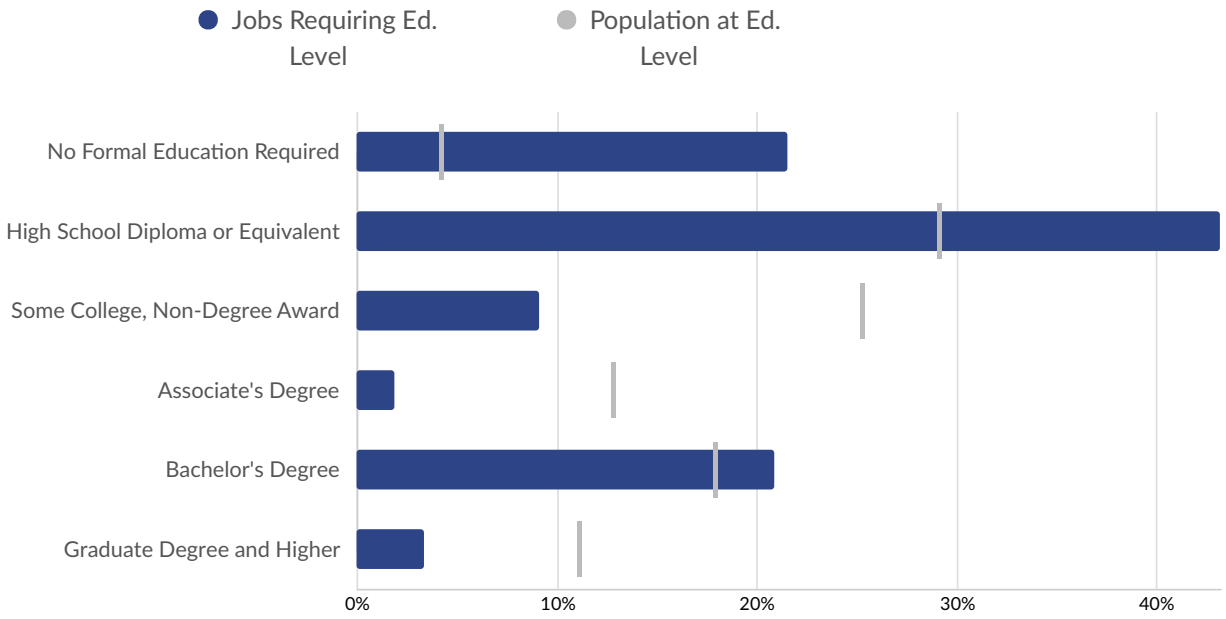
Top Occupation Earnings



Top Posted Occupations



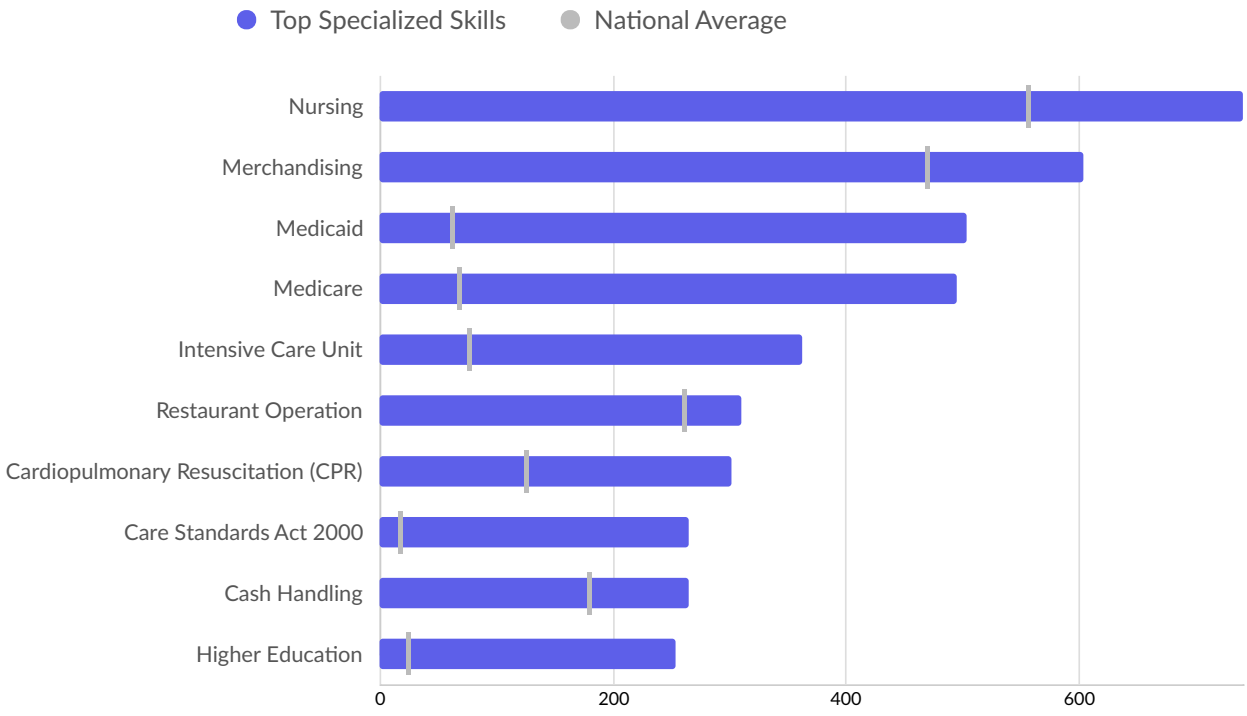
Underemployment



Educational Pipeline

In 2024, there were 380 graduates in Oneida County, WI. This pipeline has grown by 1% 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 "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).

School	Total Graduates (2024)	Graduate Trend (2020 - 2024)
Nicolet Area Technical College	380	

Certificate Associate's Bachelor's Master's or Higher

In-Demand Skills