



Oneida County, WI

North Central Wisconsin Regional Planning Commission



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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

38,595

Population (2025)

Population **grew by 718** over the last 5 years and is projected to **grow by 1,277** over the next 5 years.

19,054

Total Regional Employment

Jobs **grew by 1,539** over the last 5 years and are projected to **grow by 600** over the next 5 years.

\$69.6K

Median Household Income (2023)

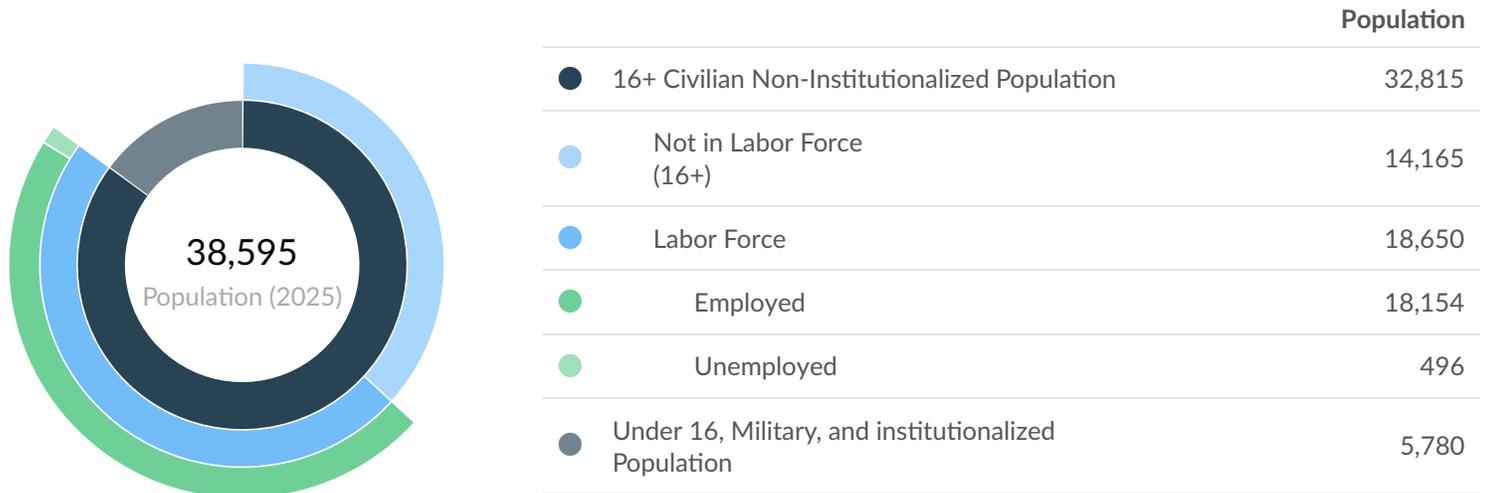
Median household income is **\$8.9K below** the national median household income of \$78.5K.

Takeaways

- As of 2025 the region's population **increased by 1.9%** since 2020, growing by 718. Population is expected to **increase by 3.3%** between 2025 and 2030, adding 1,277.
- From 2020 to 2025, jobs **increased by 8.8%** in Oneida County, WI from 17,515 to **19,054**. This change **fell short of the national growth rate of 10.6% by 1.8%**. As the number of jobs increased, the **labor force participation rate increased from 56.7% to 56.8% between 2020 and 2025**.
- Concerning educational attainment, **18.1% of Oneida County, WI residents possess a Bachelor's Degree** (3.7% below the national average), and **13.0% hold an Associate's Degree** (4.1% above the national average).
- The top three industries in 2025 are General Medical and Surgical Hospitals, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

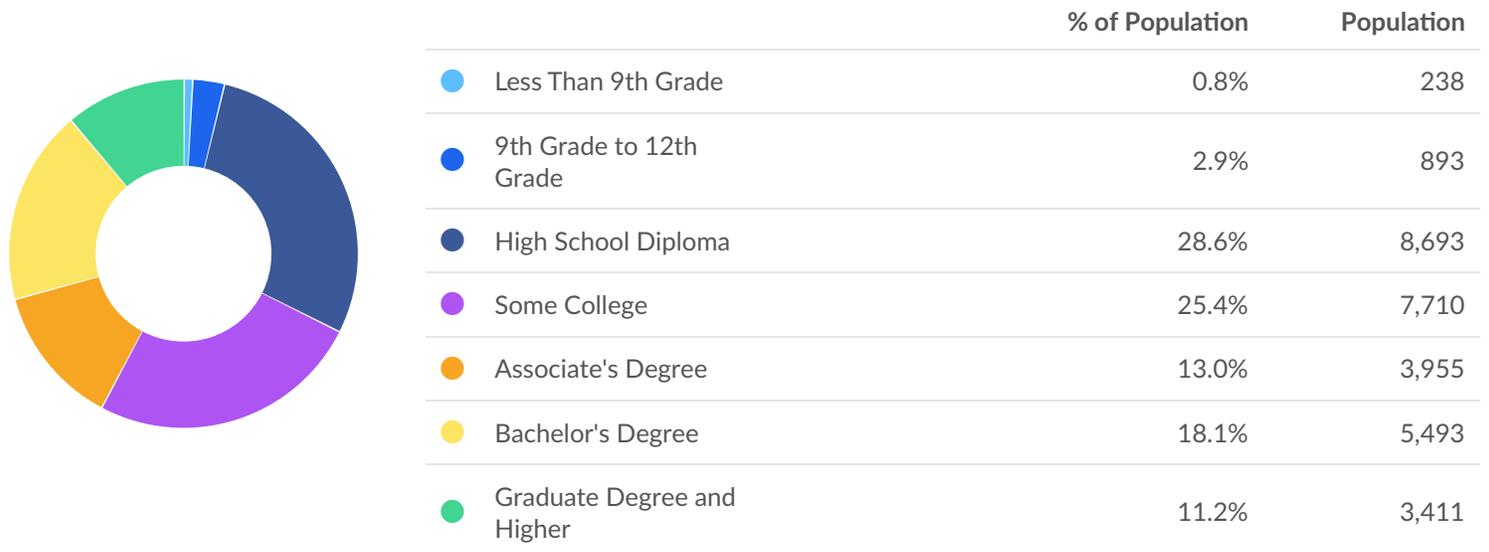
	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	38,595	18,650	19,054	100.9	\$2.35B	\$3.10B	\$2.62B
State	5,980,718	3,113,826	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Nov 2025 Labor Force Breakdown



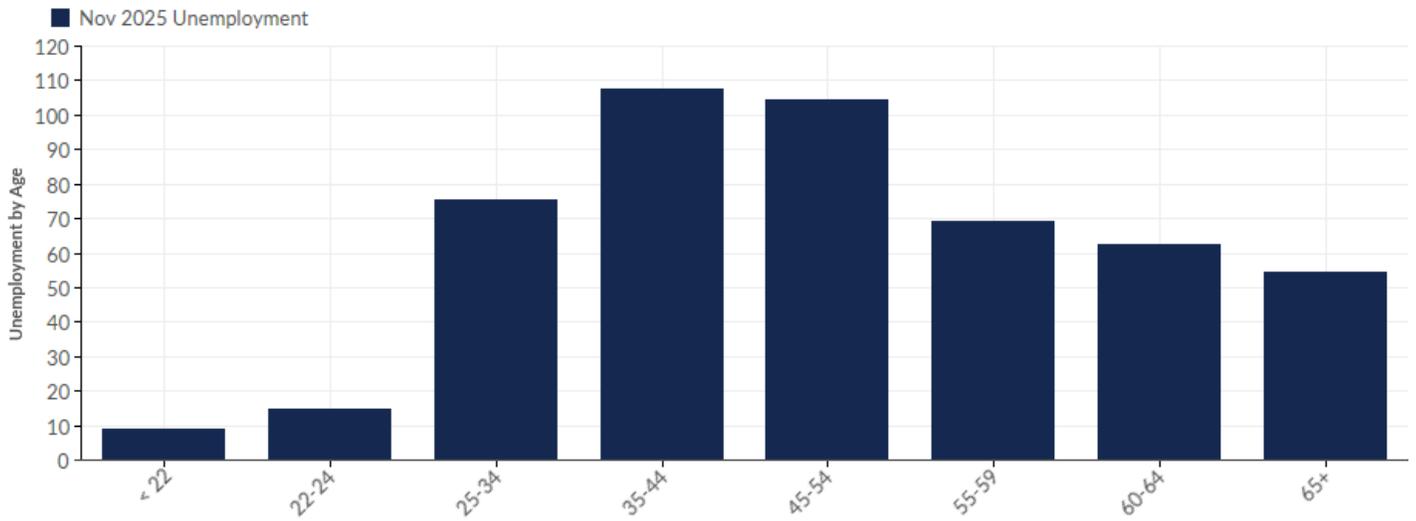
Educational Attainment

Concerning educational attainment, **18.1% of Oneida County, WI residents possess a Bachelor's Degree** (3.7% below the national average), and **13.0% hold an Associate's Degree** (4.1% above the national average).



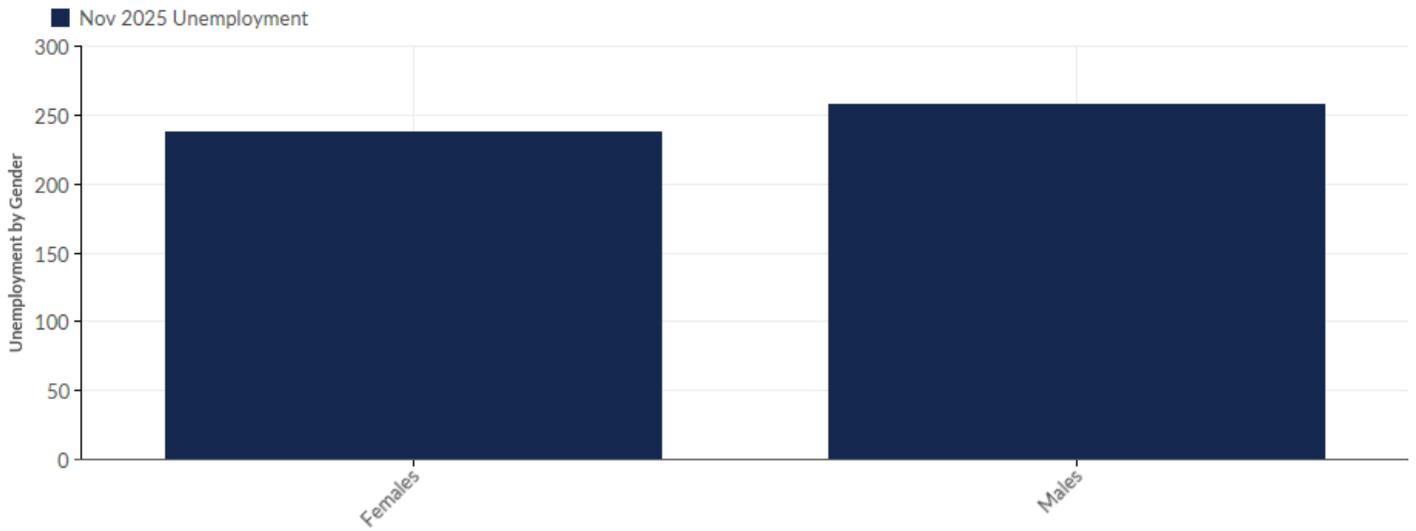
Unemployment by Demographics

Unemployment by Age



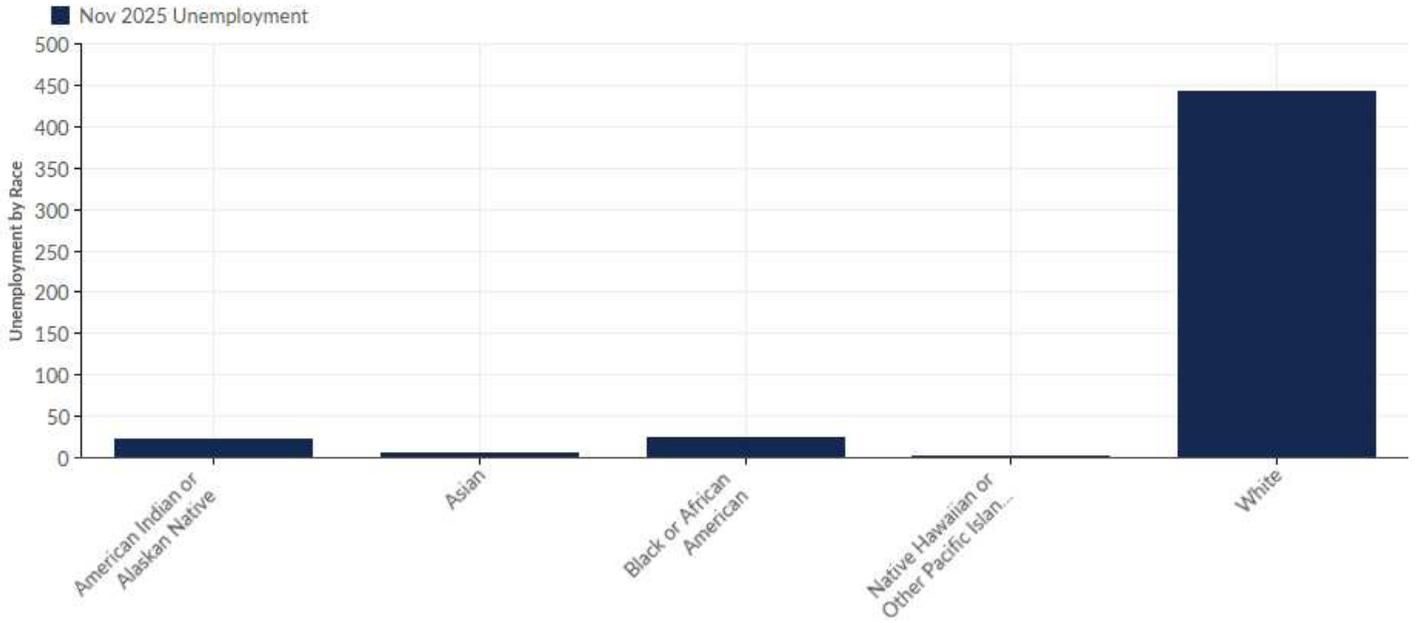
Age	Unemployment (Nov 2025)	% of Unemployed
< 22	9	1.81%
22-24	15	3.02%
25-34	75	15.12%
35-44	107	21.57%
45-54	105	21.17%
55-59	69	13.91%
60-64	62	12.50%
65+	54	10.89%
Total	496	100.00%

Unemployment by Gender



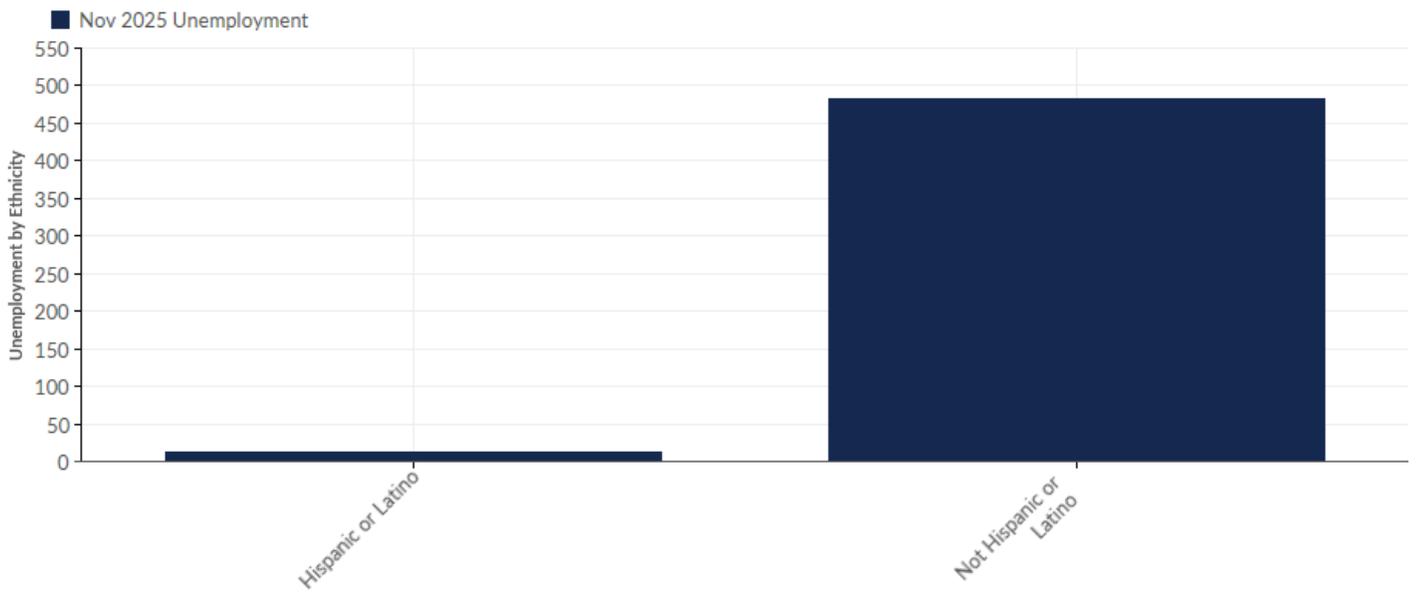
Gender	Unemployment (Nov 2025)	% of Unemployed
Females	238	47.98%
Males	258	52.02%
Total	496	100.00%

Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	22	4.44%
Asian	5	1.01%
Black or African American	25	5.04%
Native Hawaiian or Other Pacific Islander	1	0.20%
White	443	89.31%
Total	496	100.00%

Unemployment by Ethnicity

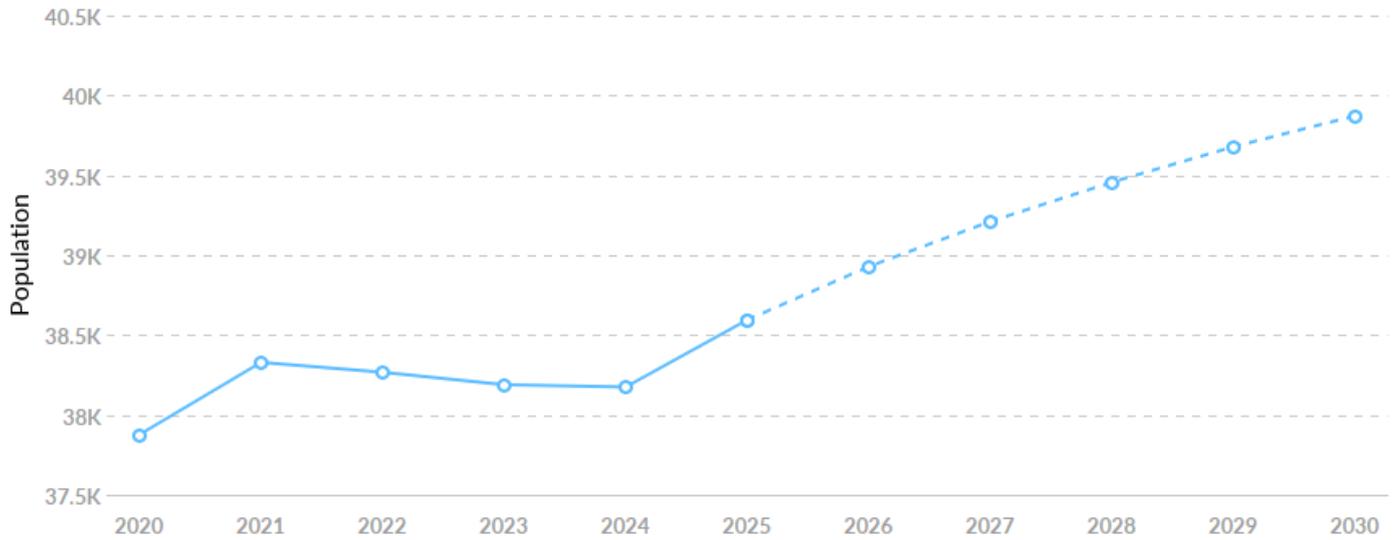


Ethnicity	Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino	13	2.62%
Not Hispanic or Latino	483	97.38%
Total	496	100.00%

Historic & Projected Trends

Population Trends

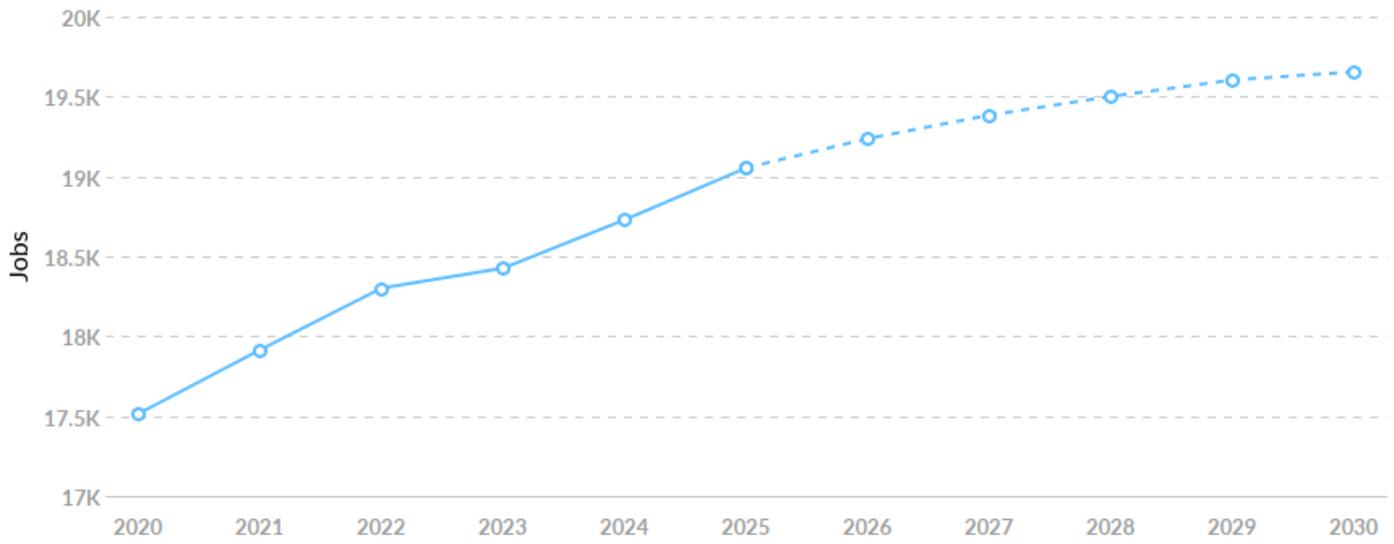
As of 2025 the region's population increased by 1.9% since 2020, growing by 718. Population is expected to increase by 3.3% between 2025 and 2030, adding 1,277.



Timeframe	Population
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
2030	39,872

Job Trends

From 2020 to 2025, jobs increased by 8.8% in Oneida County, WI from 17,515 to 19,054. This change fell short of the national growth rate of 10.6% by 1.8%.



Timeframe	Jobs
2020	17,515
2021	17,915
2022	18,301
2023	18,426
2024	18,729
2025	19,054
2026	19,237
2027	19,384
2028	19,501
2029	19,604
2030	19,655

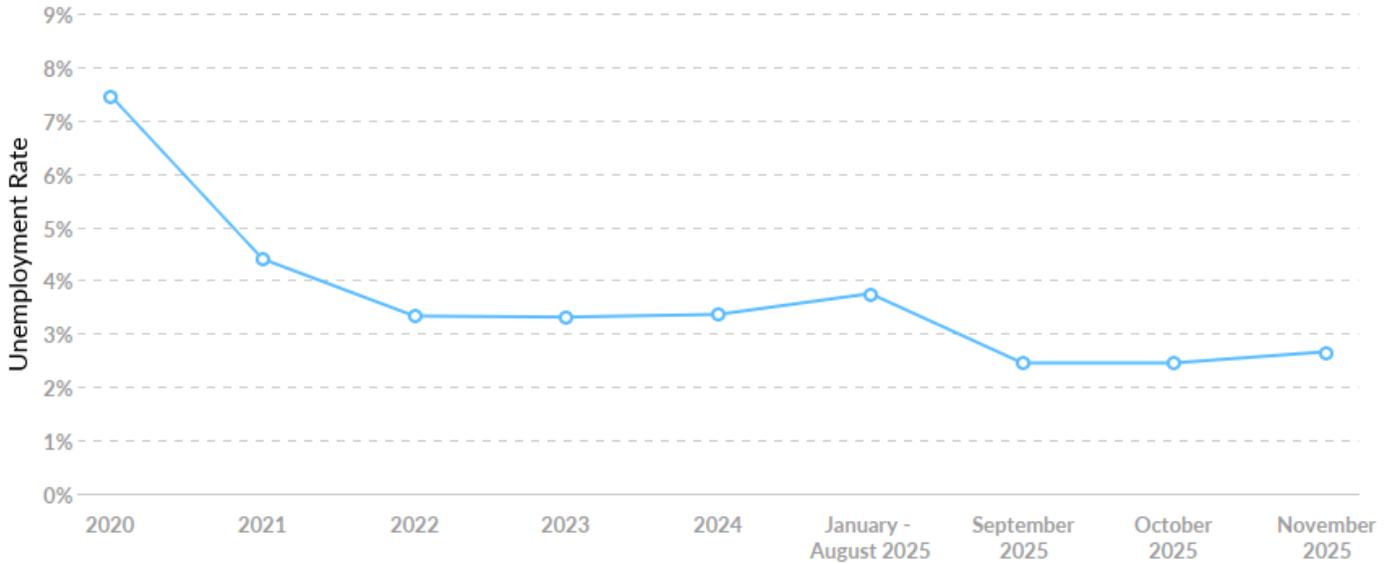
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	57.36%
2021	56.93%
2022	56.33%
2023	56.79%
2024	57.45%
January - August 2025	56.98%
September 2025	56.87%
October 2025	56.87%
November 2025	56.83%

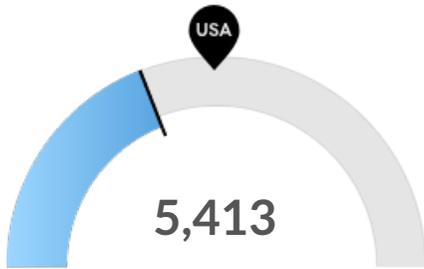
Unemployment Rate Trends

Oneida County, WI had a November 2025 unemployment rate of 2.66%, **decreasing from 7.46%** 5 years before.



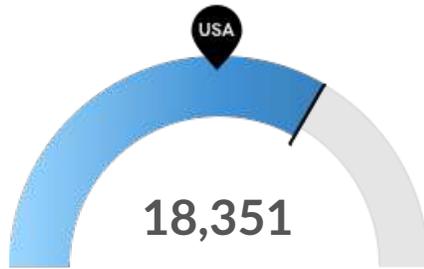
Timeframe	Unemployment Rate
2020	7.46%
2021	4.40%
2022	3.33%
2023	3.31%
2024	3.36%
January - August 2025	3.75%
September 2025	2.45%
October 2025	2.45%
November 2025	2.66%

Population Characteristics



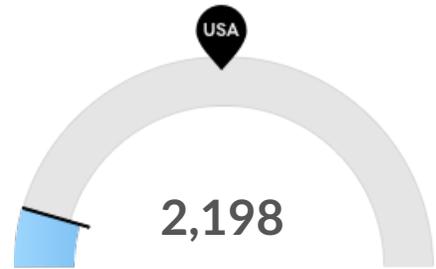
Millennials

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



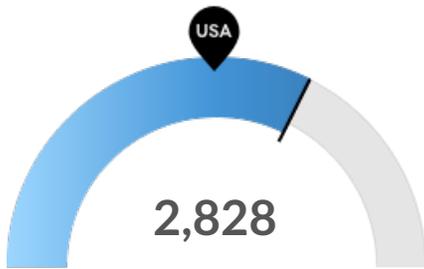
Retiring Soon

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.



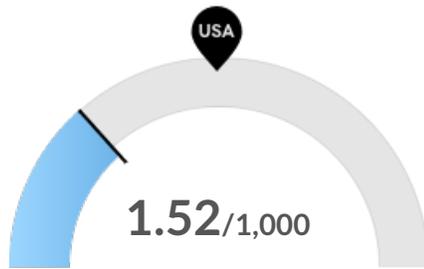
Racial Diversity

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.



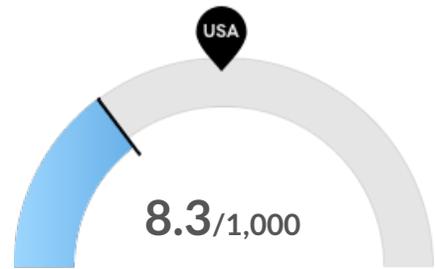
Veterans

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.

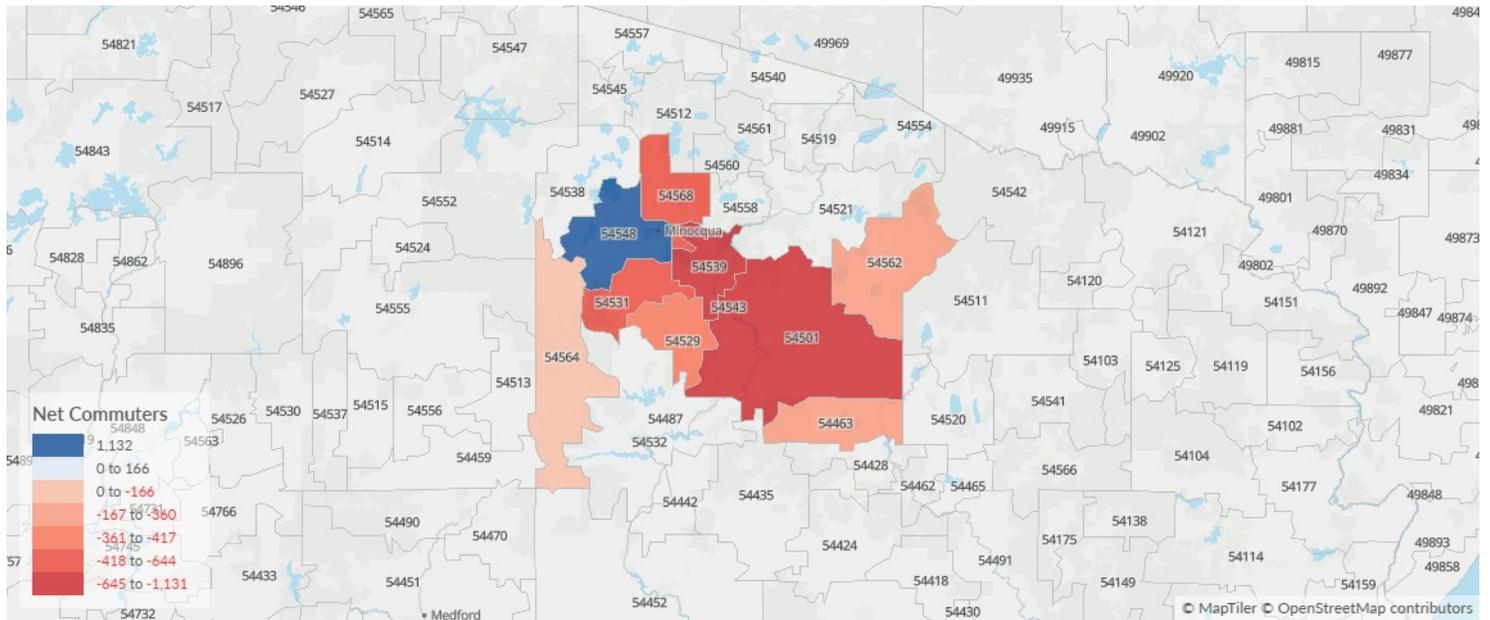


Property Crime

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	2025 Employment
54501	Rhinelander, WI (in One...	10,175
54548	Minocqua, WI (in Oneid...	4,023
54568	Woodruff, WI (in Oneid...	2,537
54562	Three Lakes, WI (in One...	971
54531	Hazelhurst, WI (in Onei...	421

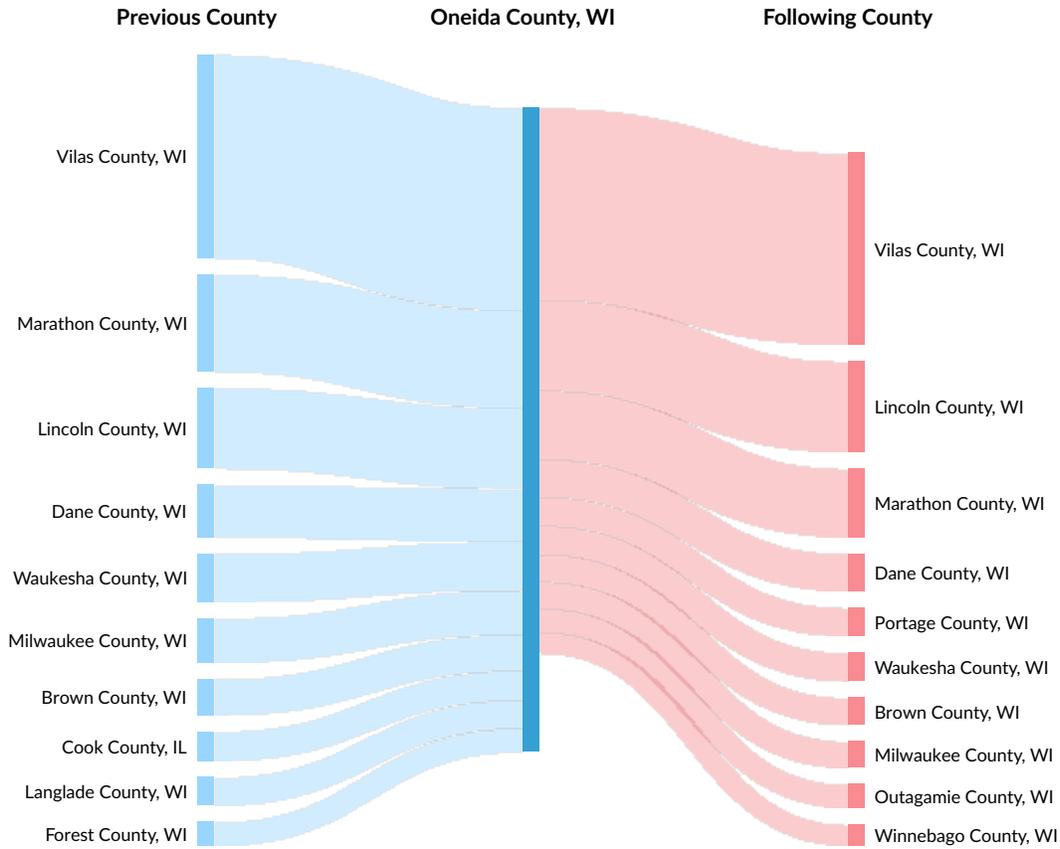
Where Talent Lives

ZIP	Name	2025 Workers
54501	Rhinelander, WI (in One...	10,891
54568	Woodruff, WI (in Oneid...	2,969
54548	Minocqua, WI (in Oneid...	2,892
54562	Three Lakes, WI (in One...	1,153
54531	Hazelhurst, WI (in Onei...	839

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**.

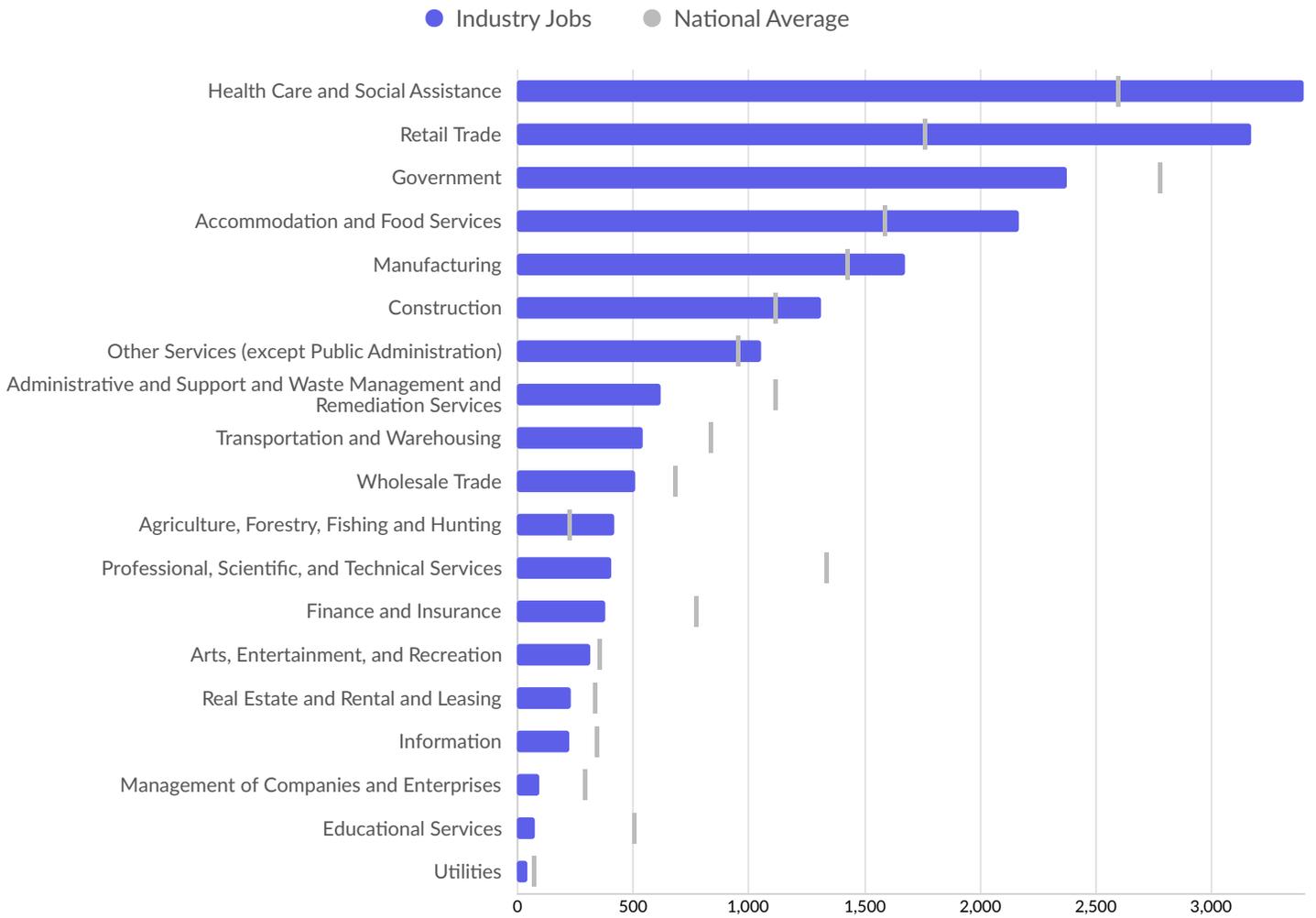


Top Previous Counties	Migrations
Vilas County, WI	259
Marathon County, WI	124
Lincoln County, WI	103
Dane County, WI	67
Waukesha County, WI	62
Milwaukee County, WI	56

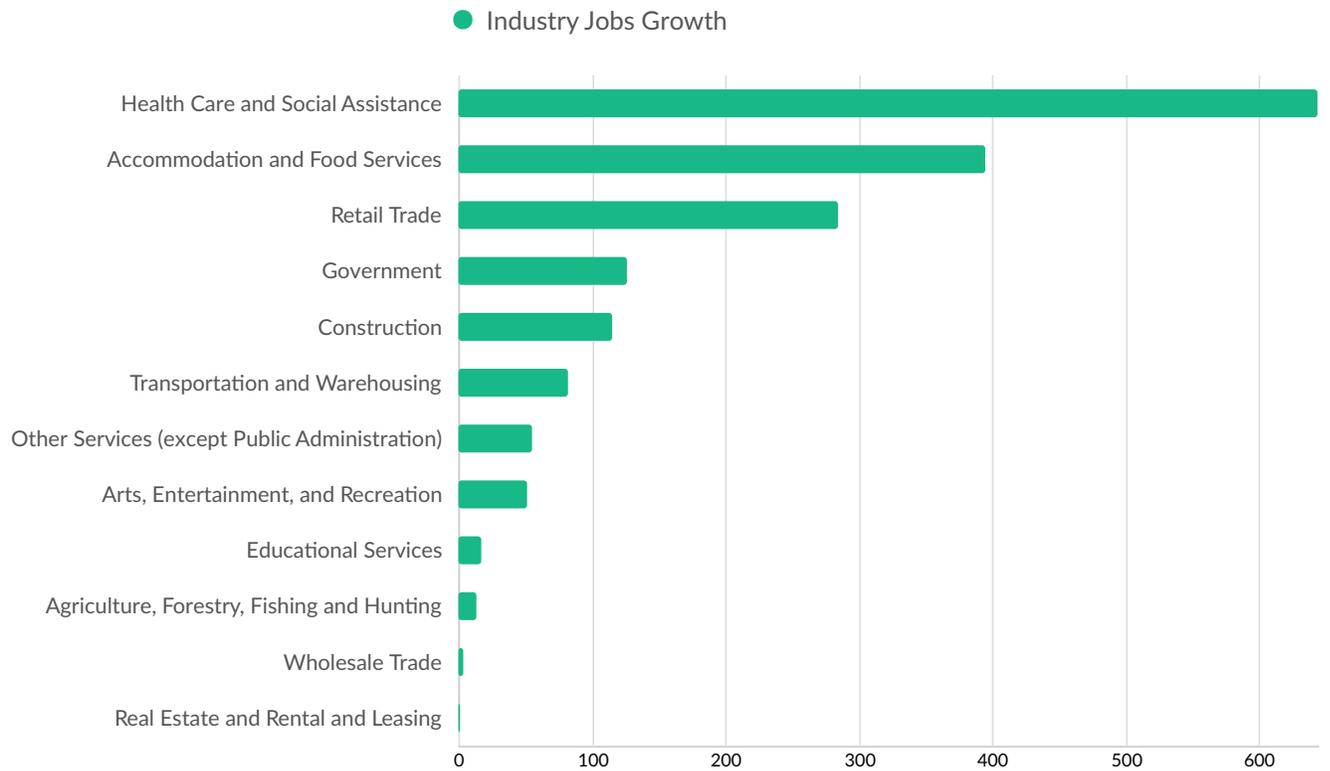
Top Previous Counties	Migrations
Brown County, WI	46
Cook County, IL	37
Langlade County, WI	36
Forest County, WI	31
Hennepin County, MN	26
Outagamie County, WI	26
Portage County, WI	25
Washington County, WI	24
Winnebago County, WI	24
Top Following Counties	Migrations
Vilas County, WI	244
Lincoln County,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

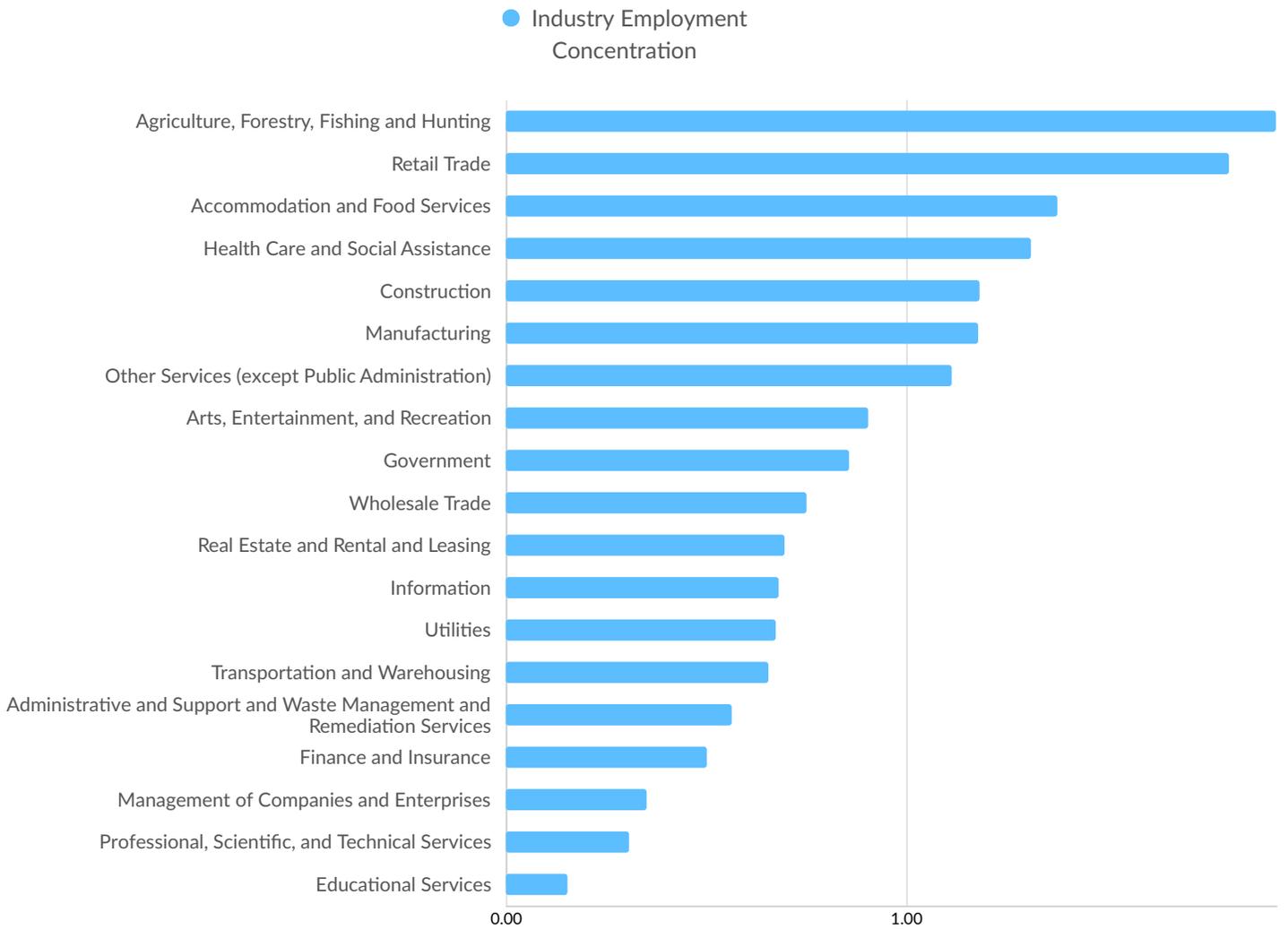
Largest Industries



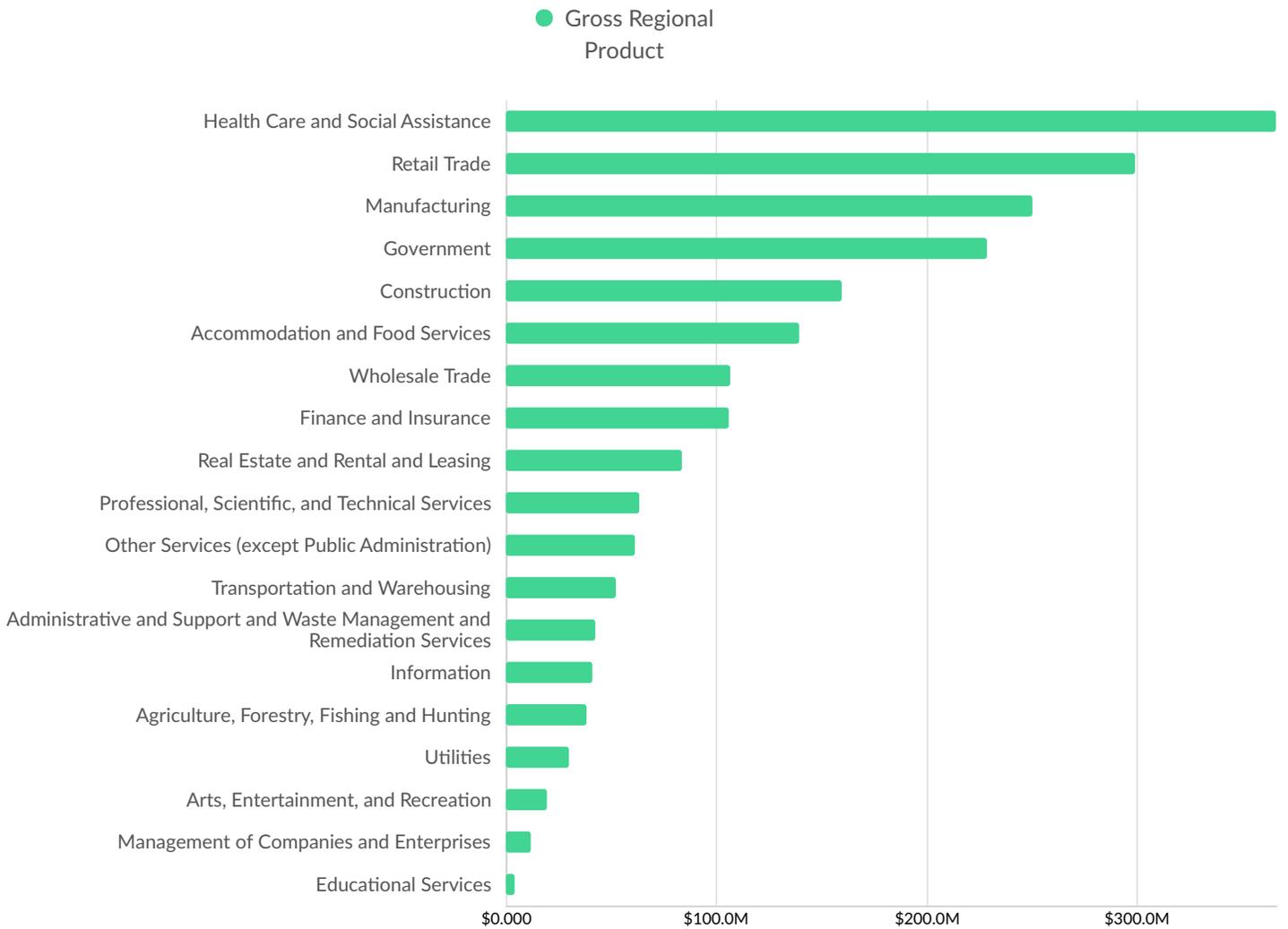
Top Growing Industries



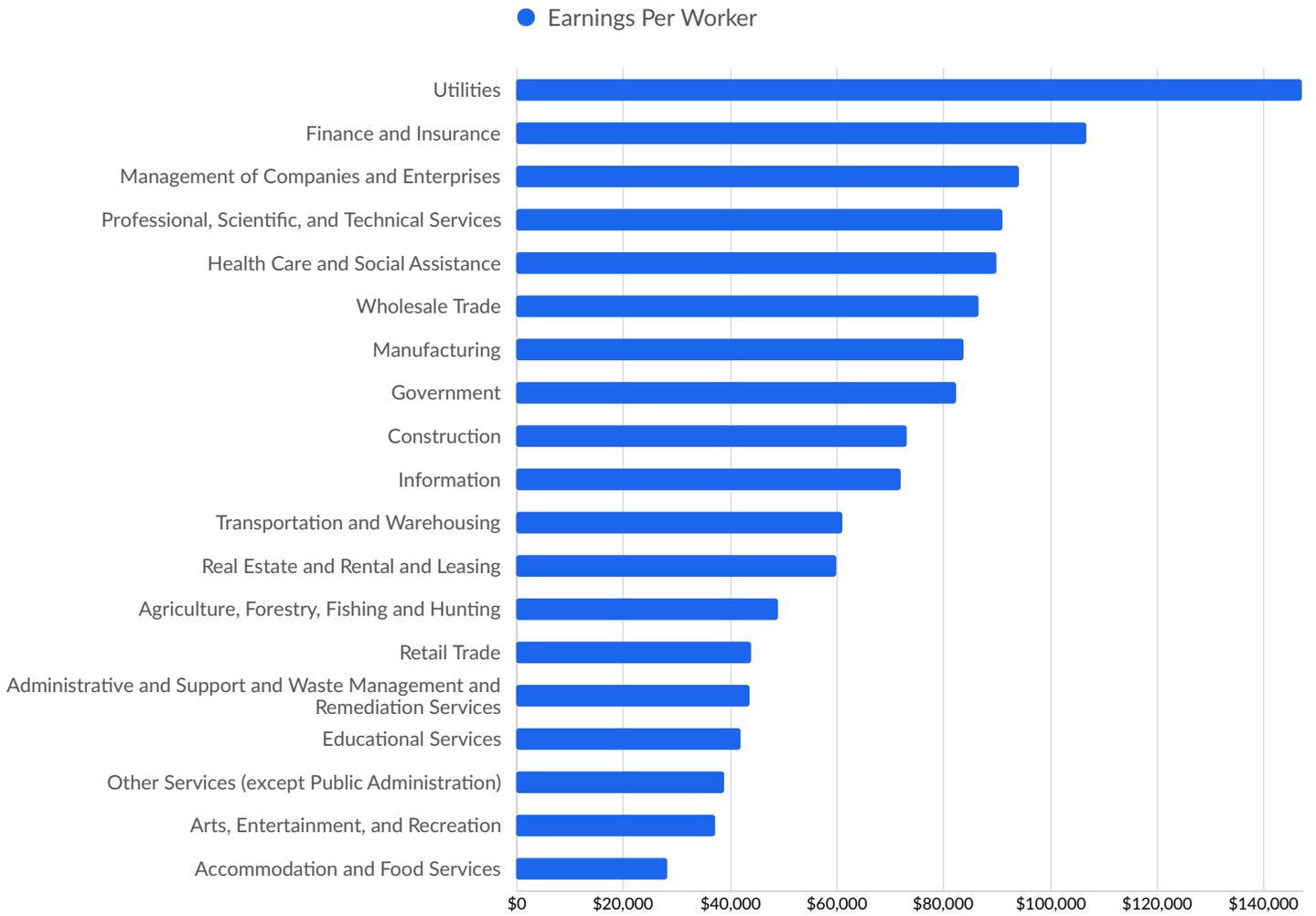
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



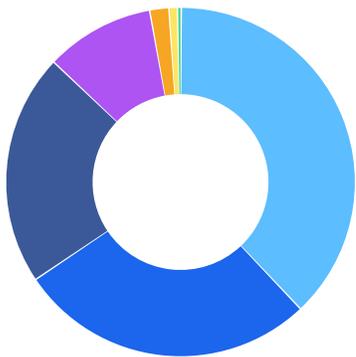
Business Characteristics

3,557 Companies Employ Your Workers

Online profiles for your workers mention 3,557 companies as employers, with the top 10 appearing below. In the last 12 months, 812 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	207 	Aspirus	466 
Nicolet College	171 	Marshfield Clinic	338 
State of Wisconsin	142 	Aya Healthcare	136 
Ministry Health Care	140 	CompHealth	109 
Aspirus	125 	Walmart	102 
School District Of Rhinelander	123 	MedPro Healthcare Staffing	90 
Oneida County	77 	Vetted Health	90 
Printpack	74 	Titan Medical	70 
Lakeland Union High School	65 	Weatherby Healthcare	68 
Walmart	52 	Oneida County	67 

Business Size

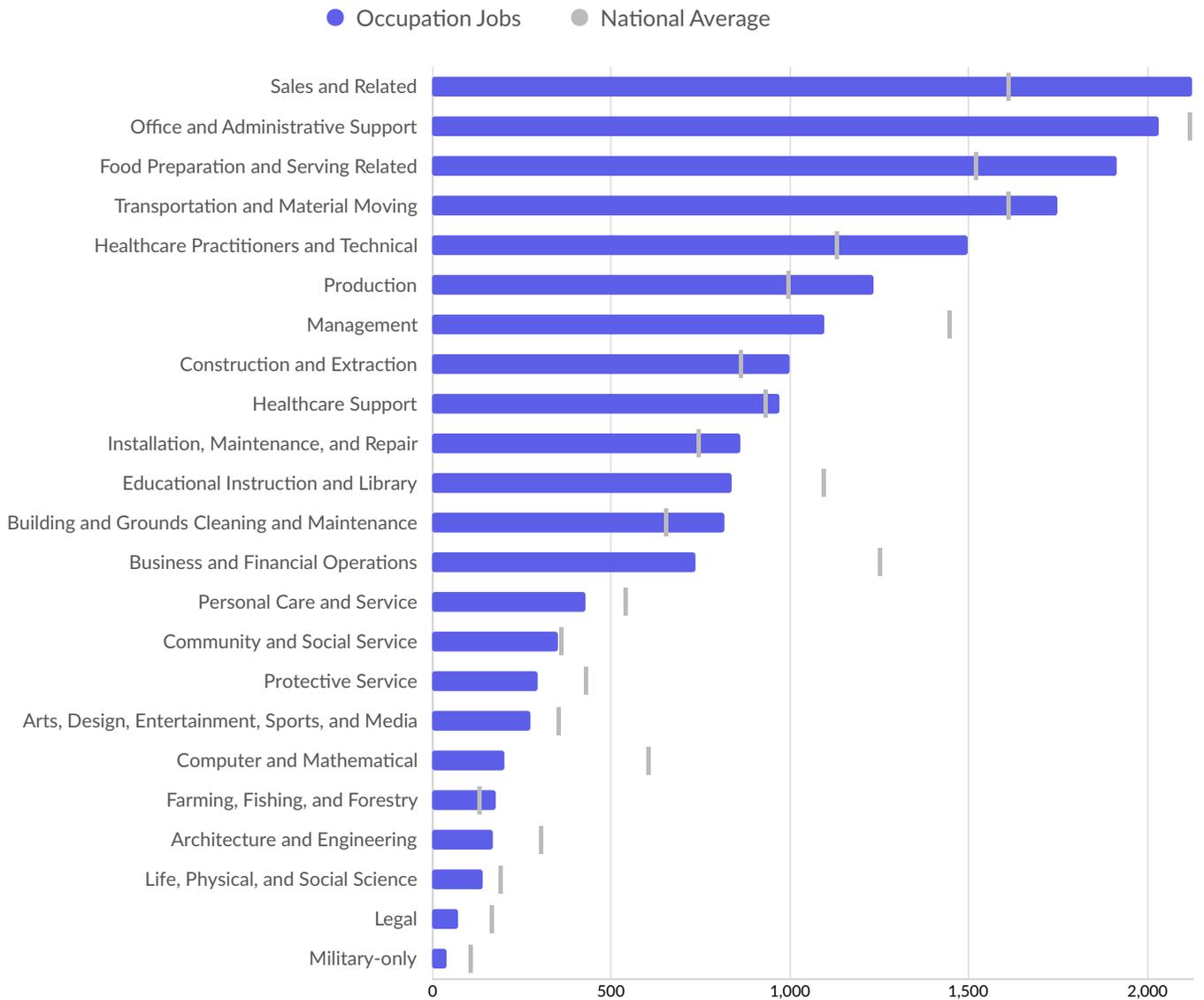


	Percentage	Business Count
1 to 4 employees	37.9%	964
5 to 9 employees	27.6%	703
10 to 19 employees	21.5%	547
20 to 49 employees	10.1%	257
50 to 99 employees	1.8%	45
100 to 249 employees	0.8%	20
250 to 499 employees	0.4%	9

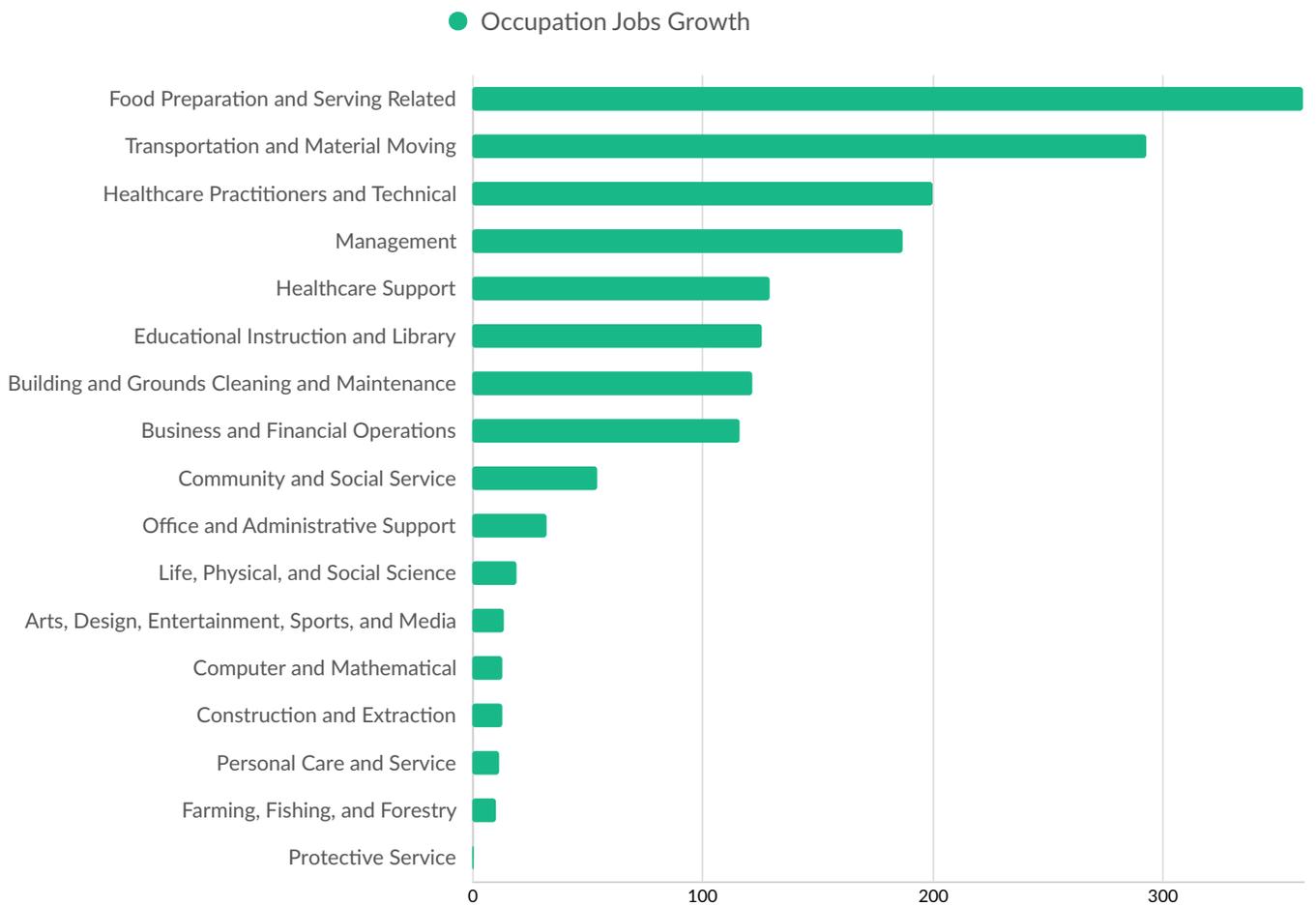
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

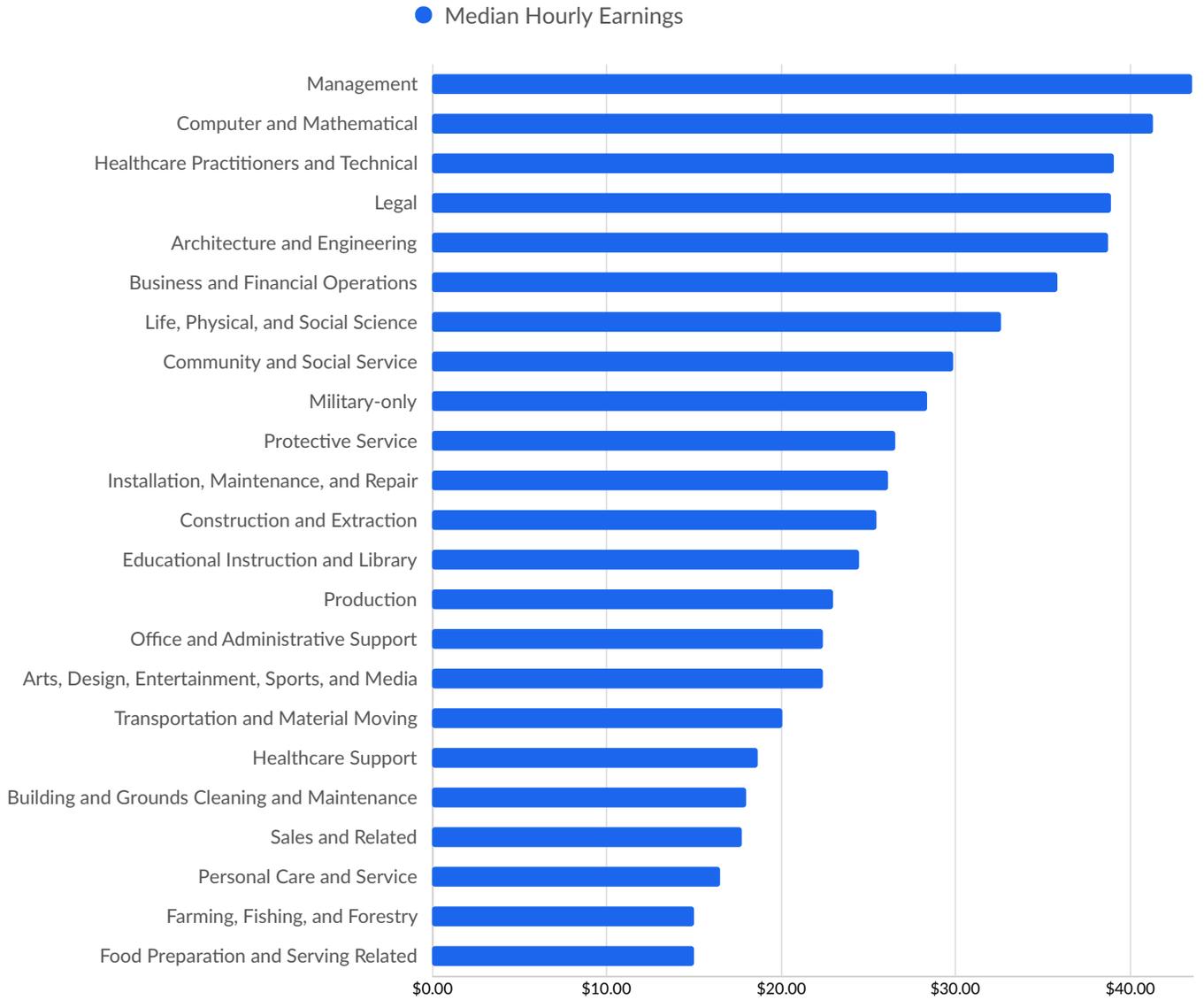


Top Occupation Employment Concentration

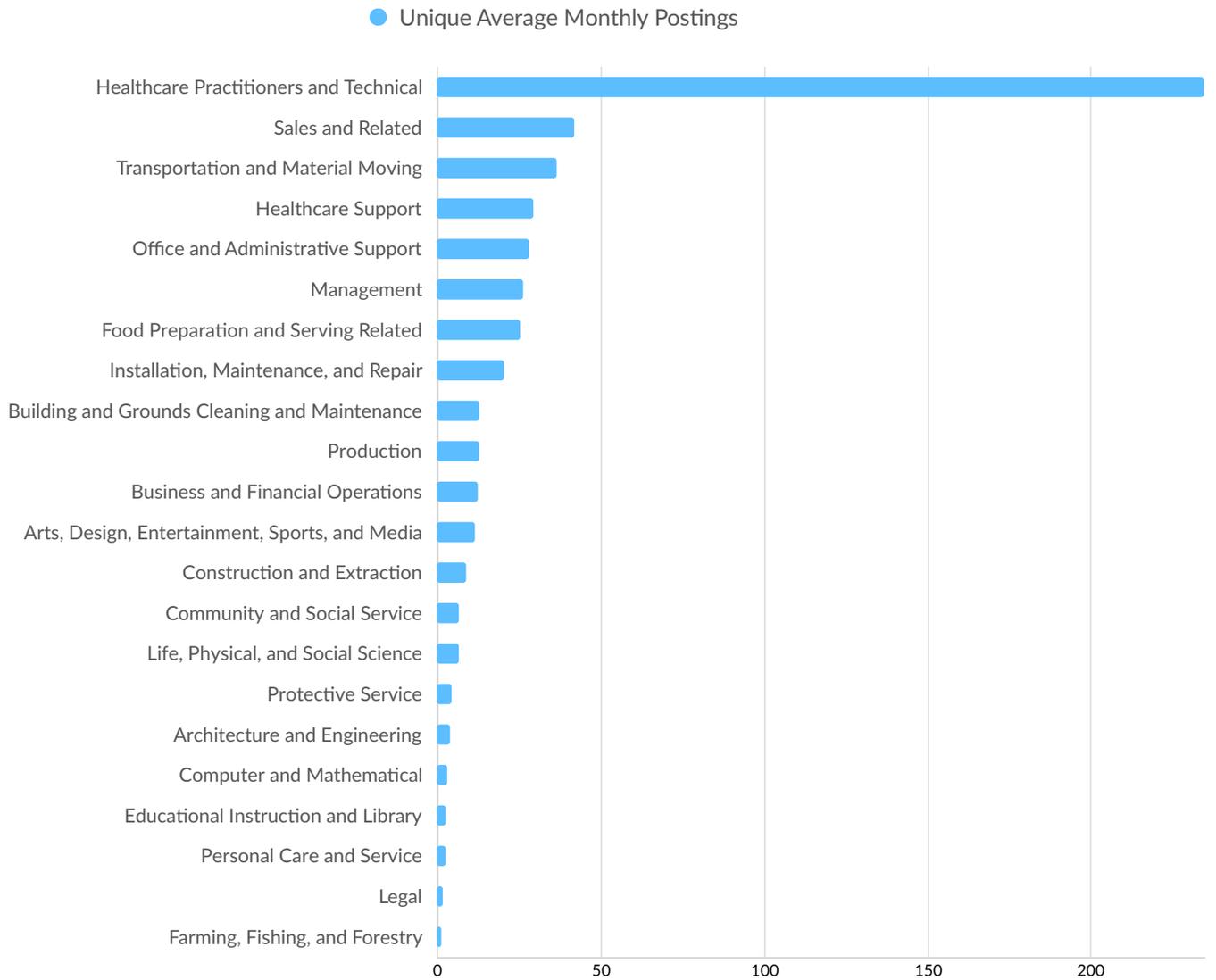
● Occupation Employment Concentration



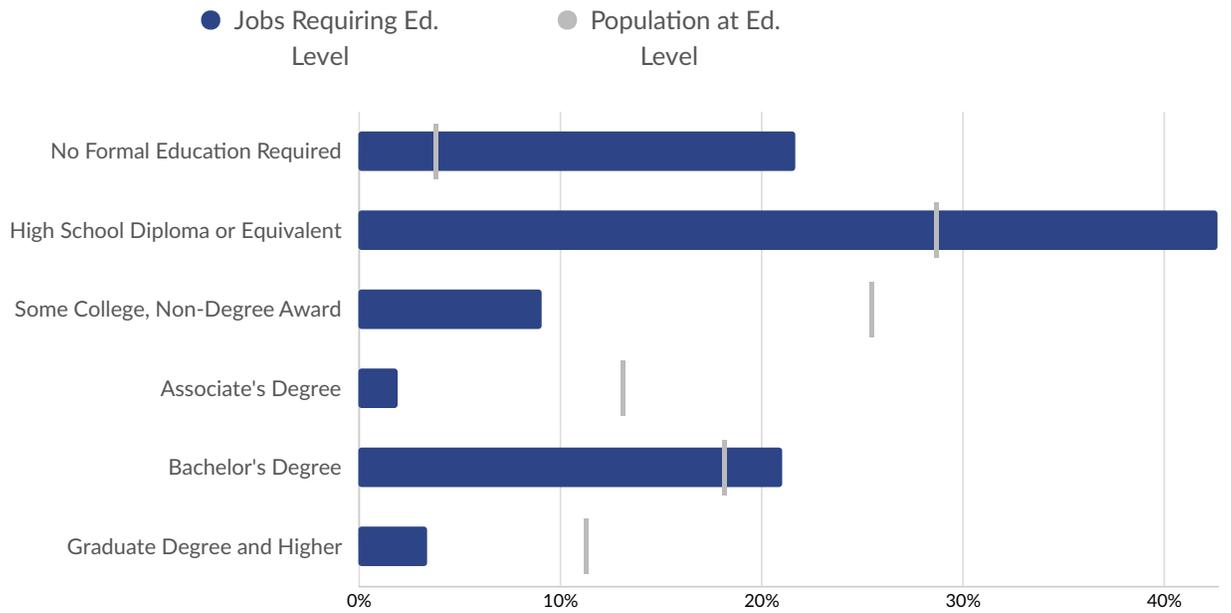
Top Occupation Earnings



Top Posted Occupations

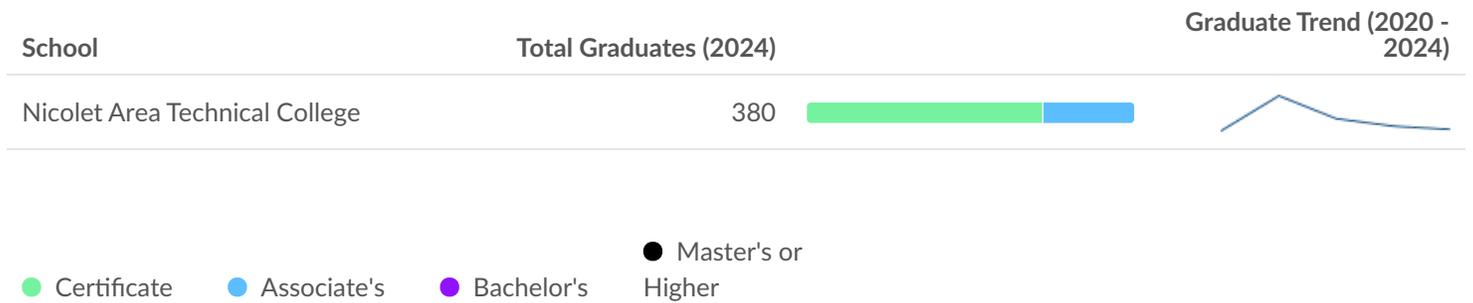


Underemployment



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).



In-Demand Skills

