



Oneida County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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

38,452

Population (2025)

Population **grew by 575** over the last 5 years and is projected to **grow by 457** over the next 5 years.

19,199

Total Regional Employment

Jobs **grew by 1,683** over the last 5 years and are projected to **grow by 659** over the next 5 years.

\$69.4K

Median Household Income (2024)

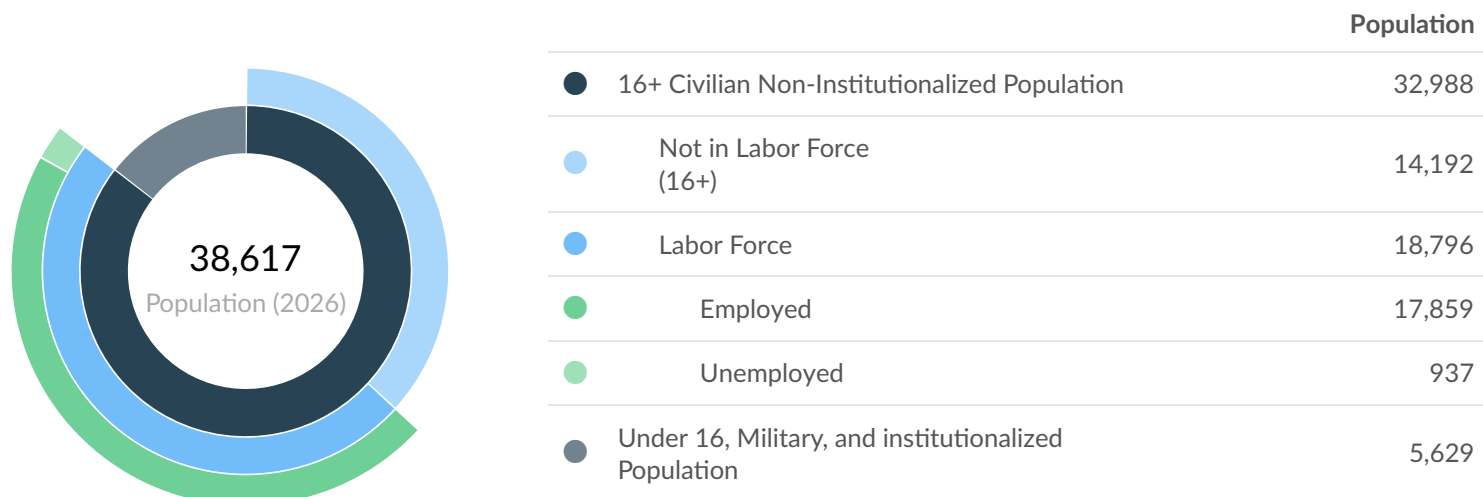
Median household income is **\$11.4K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **increased by 1.5%** since 2020, growing by 575. Population is expected to **increase by 1.2%** between 2025 and 2030, adding 457.
- From 2020 to 2025, jobs **increased by 9.6%** in Oneida County, WI from 17,515 to **19,199**. This change **fell short of the national growth rate of 10.6% by 1.0%**. As the number of jobs increased, the **labor force participation rate increased from 55.6% to 57.2% between 2020 and 2025**.
- Concerning educational attainment, **18.6% of Oneida County, WI residents possess a Bachelor's Degree** (3.2% below the national average), and **12.8% hold an Associate's Degree** (4.0% 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).

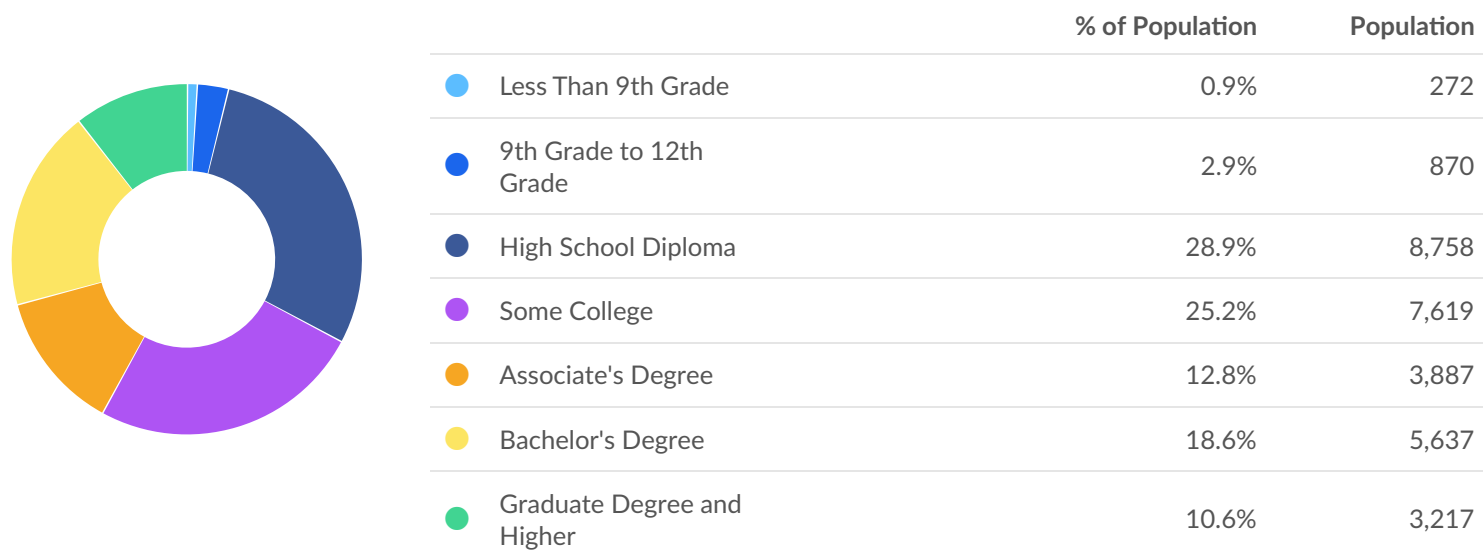
	Population (2026)	Labor Force (Mar 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	38,617	18,796	19,199	100.9	\$2.39B	\$3.15B	\$2.68B
State	5,996,794	3,120,531	3,270,959	100.3	\$463.86B	\$403.59B	\$435.94B

Mar 2026 Labor Force Breakdown



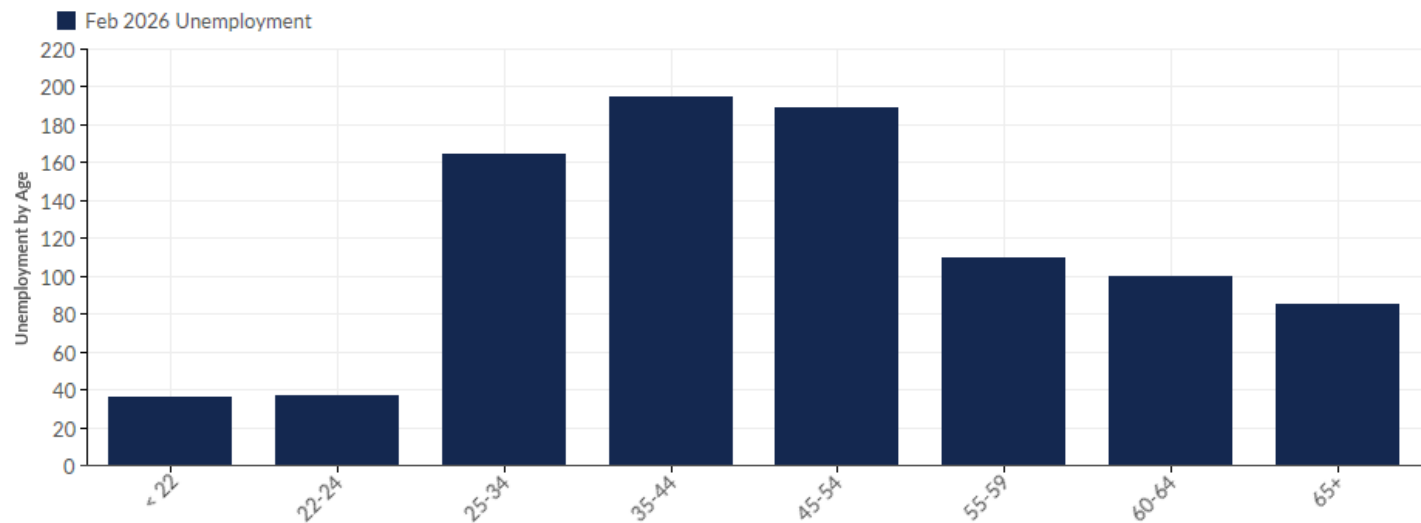
Educational Attainment

Concerning educational attainment, **18.6% of Oneida County, WI residents possess a Bachelor's Degree** (3.2% below the national average), and **12.8% hold an Associate's Degree** (4.0% above the national average).



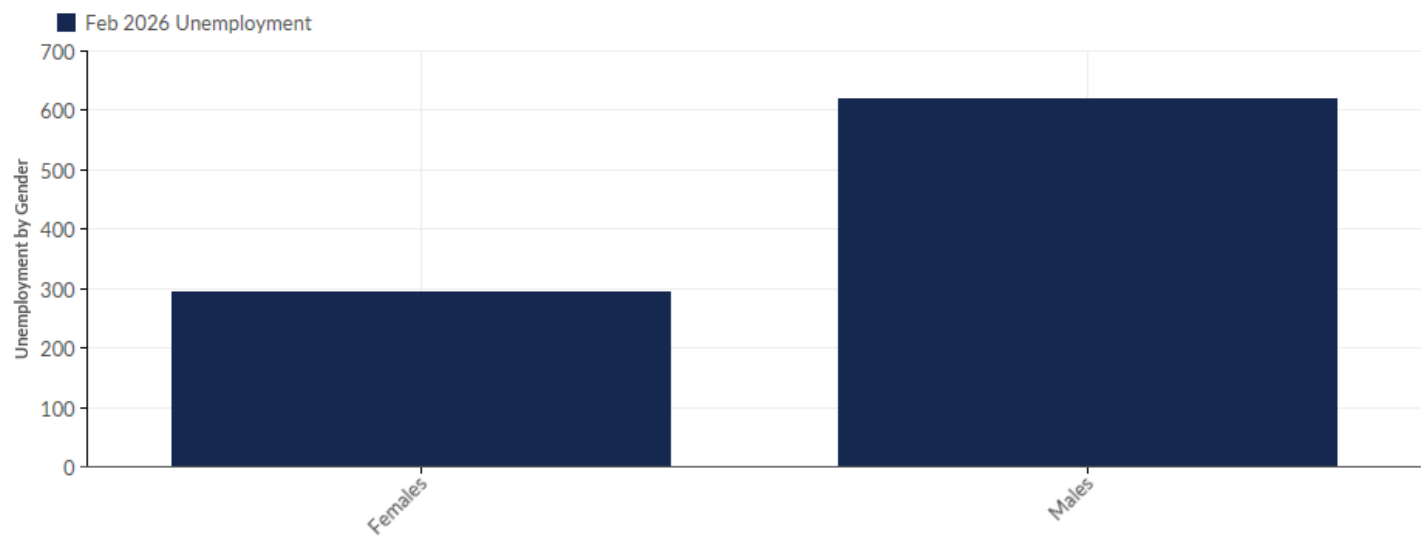
Unemployment by Demographics

Unemployment by Age



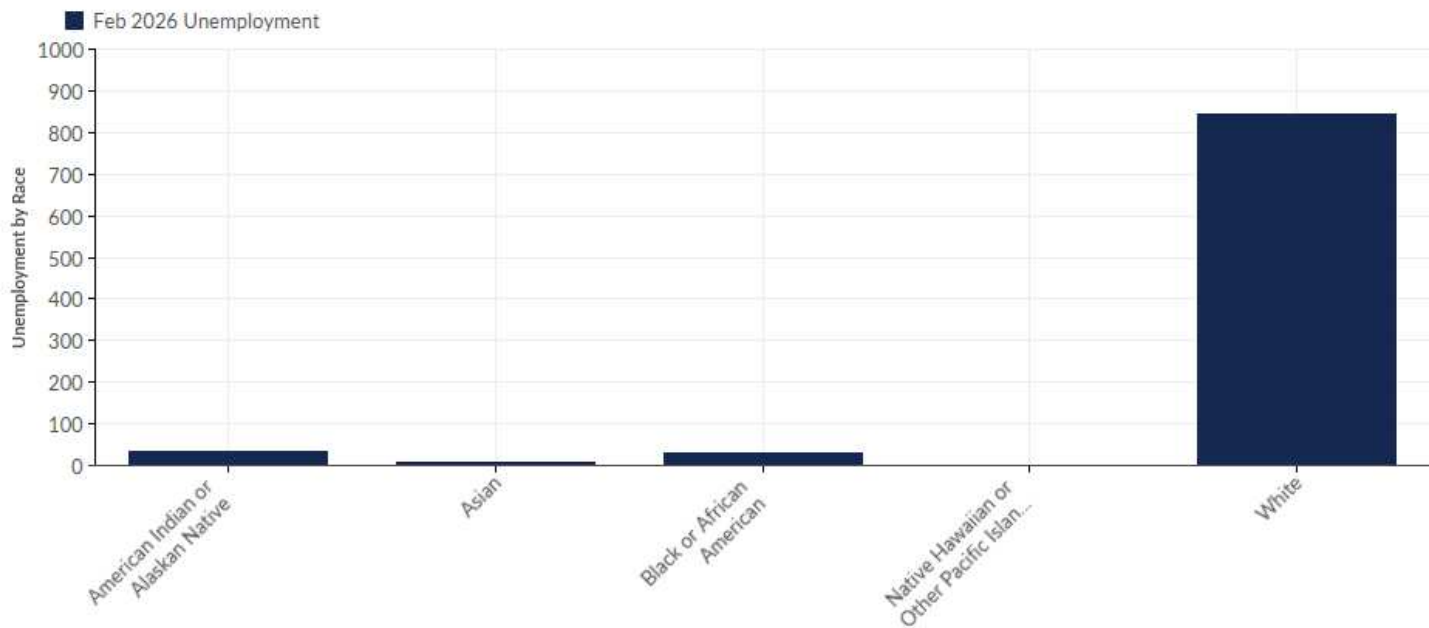
Age	Unemployment (Feb 2026)	% of Unemployed
< 22	36	3.94%
22-24	37	4.05%
25-34	164	17.94%
35-44	194	21.23%
45-54	189	20.68%
55-59	110	12.04%
60-64	99	10.83%
65+	85	9.30%
Total	914	100.00%

Unemployment by Gender



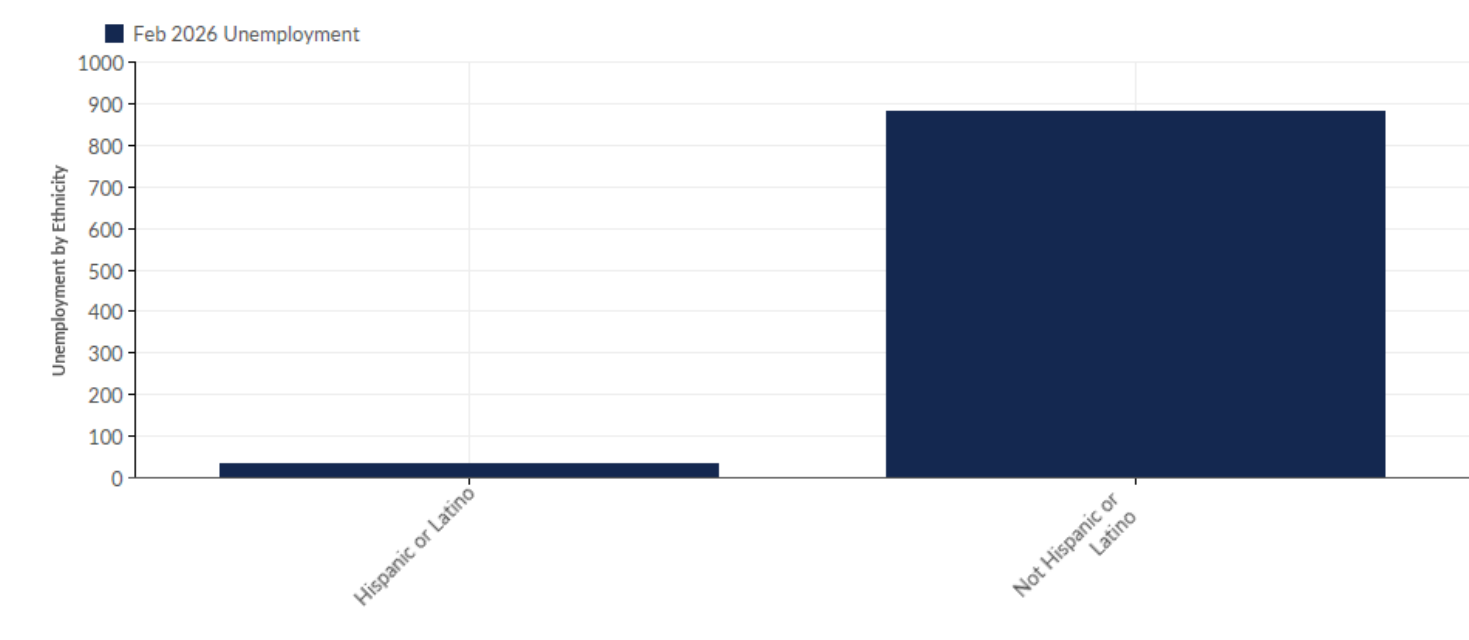
Gender	Unemployment (Feb 2026)	% of Unemployed
Females	295	32.28%
Males	619	67.72%
Total	914	100.00%

Unemployment by Race



Race	Unemployment (Feb 2026)	% of Unemployed
American Indian or Alaskan Native	35	3.83%
Asian	7	0.77%
Black or African American	29	3.17%
Native Hawaiian or Other Pacific Islander	2	0.22%
White	842	92.12%
Total	914	100.00%

Unemployment by Ethnicity

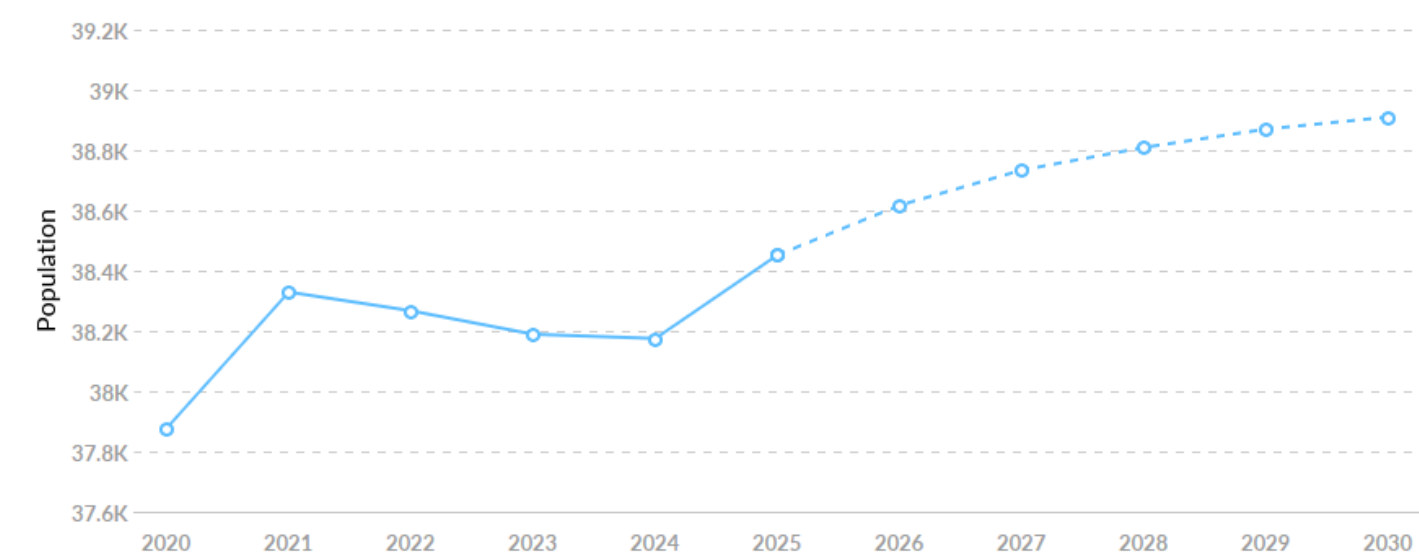


Ethnicity	Unemployment (Feb 2026)	% of Unemployed
Hispanic or Latino	34	3.72%
Not Hispanic or Latino	880	96.28%
Total	914	100.00%

Historic & Projected Trends

Population Trends

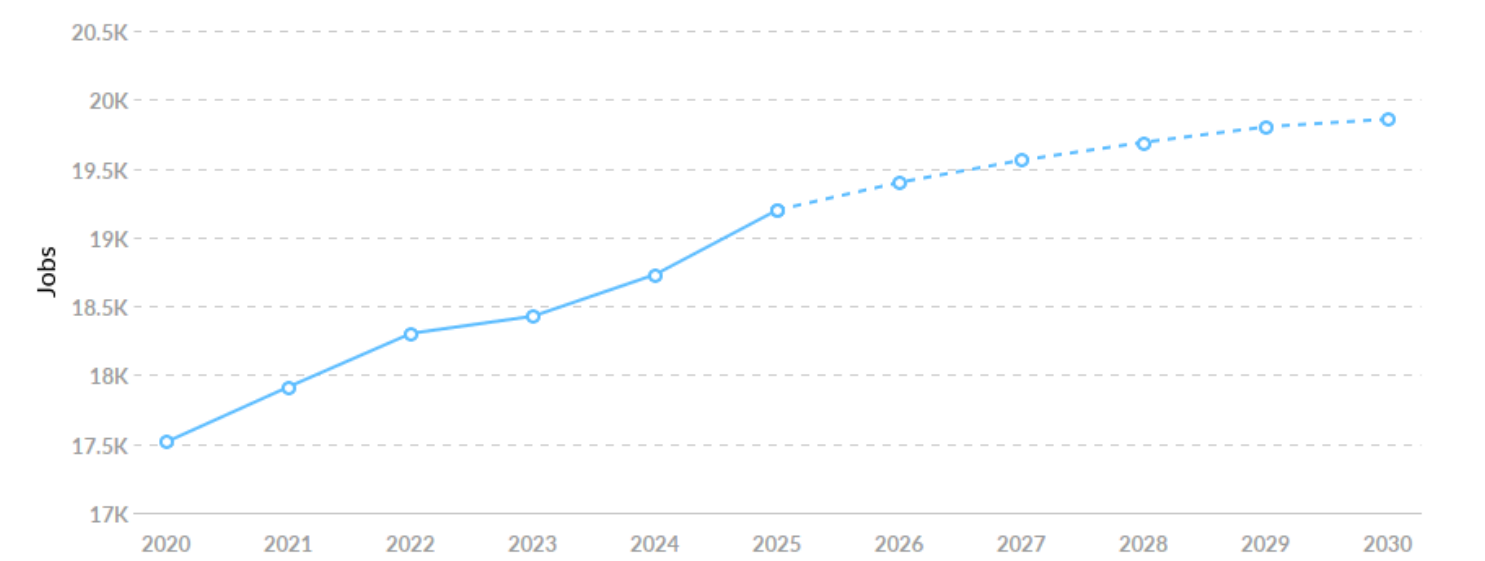
As of 2025 the region's population **increased by 1.5%** since 2020, growing by 575. Population is expected to **increase by 1.2%** between 2025 and 2030, adding 457.



Timeframe	Population
2020	37,877
2021	38,329
2022	38,267
2023	38,189
2024	38,175
2025	38,452
2026	38,617
2027	38,734
2028	38,809
2029	38,870
2030	38,910

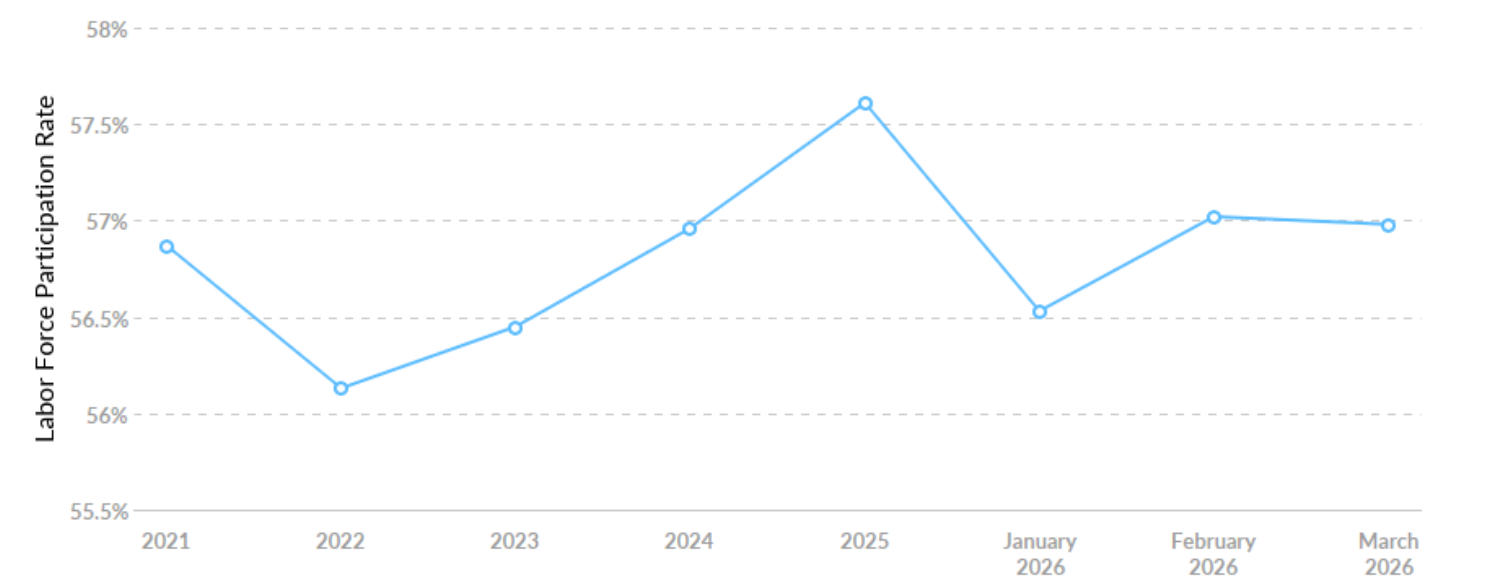
Job Trends

From 2020 to 2025, jobs increased by 9.6% in Oneida County, WI from 17,515 to 19,199. This change fell short of the national growth rate of 10.6% by 1.0%.



Timeframe	Jobs
2020	17,515
2021	17,915
2022	18,302
2023	18,427
2024	18,730
2025	19,199
2026	19,399
2027	19,560
2028	19,690
2029	19,802
2030	19,858

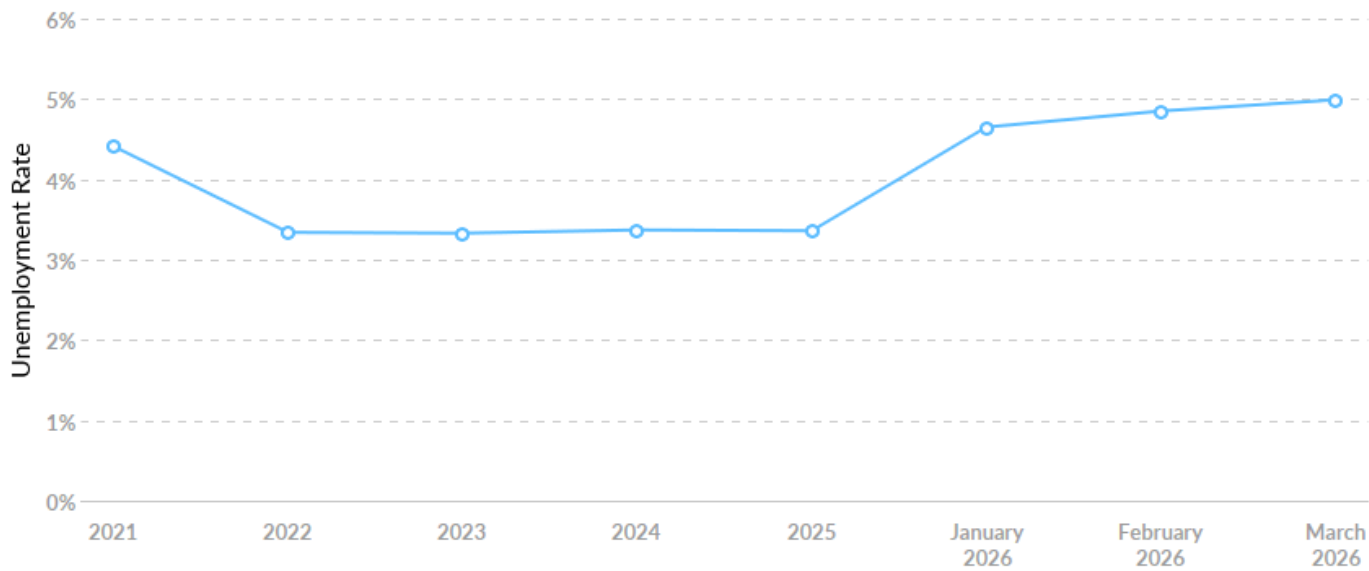
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	56.87%
2022	56.13%
2023	56.45%
2024	56.96%
2025	57.61%
January 2026	56.53%
February 2026	57.02%
March 2026	56.98%

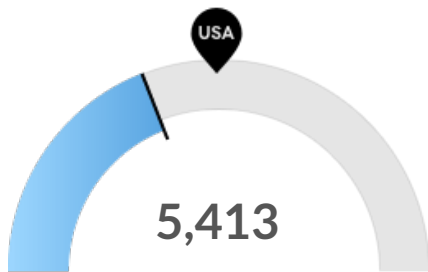
Unemployment Rate Trends

Oneida County, WI had a March 2026 unemployment rate of 4.99%, **increasing from 4.41%** 5 years before.



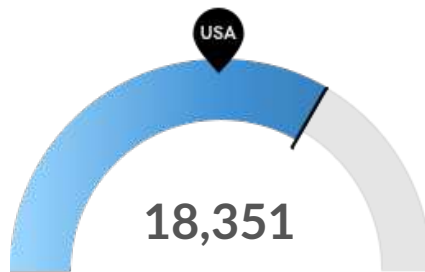
Timeframe	Unemployment Rate
2021	4.41%
2022	3.34%
2023	3.33%
2024	3.37%
2025	3.36%
January 2026	4.65%
February 2026	4.85%
March 2026	4.99%

Population Characteristics



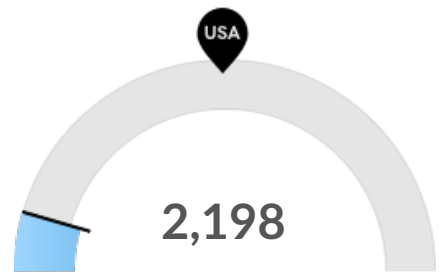
Millennials

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



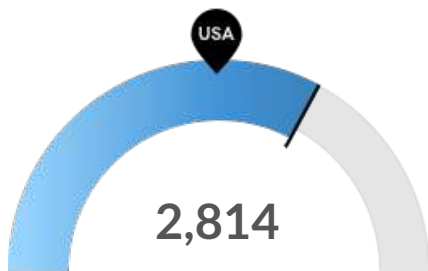
Retiring Soon

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.



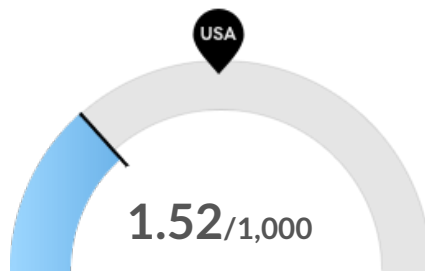
Racial Diversity

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.



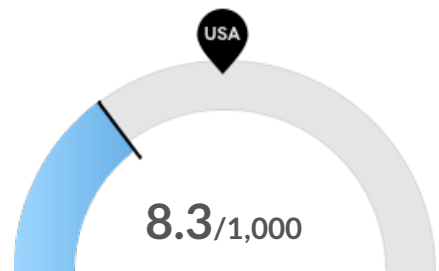
Veterans

Oneida County, WI has 2,814 veterans. The national average for an area this size is 1,817.



Violent Crime

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

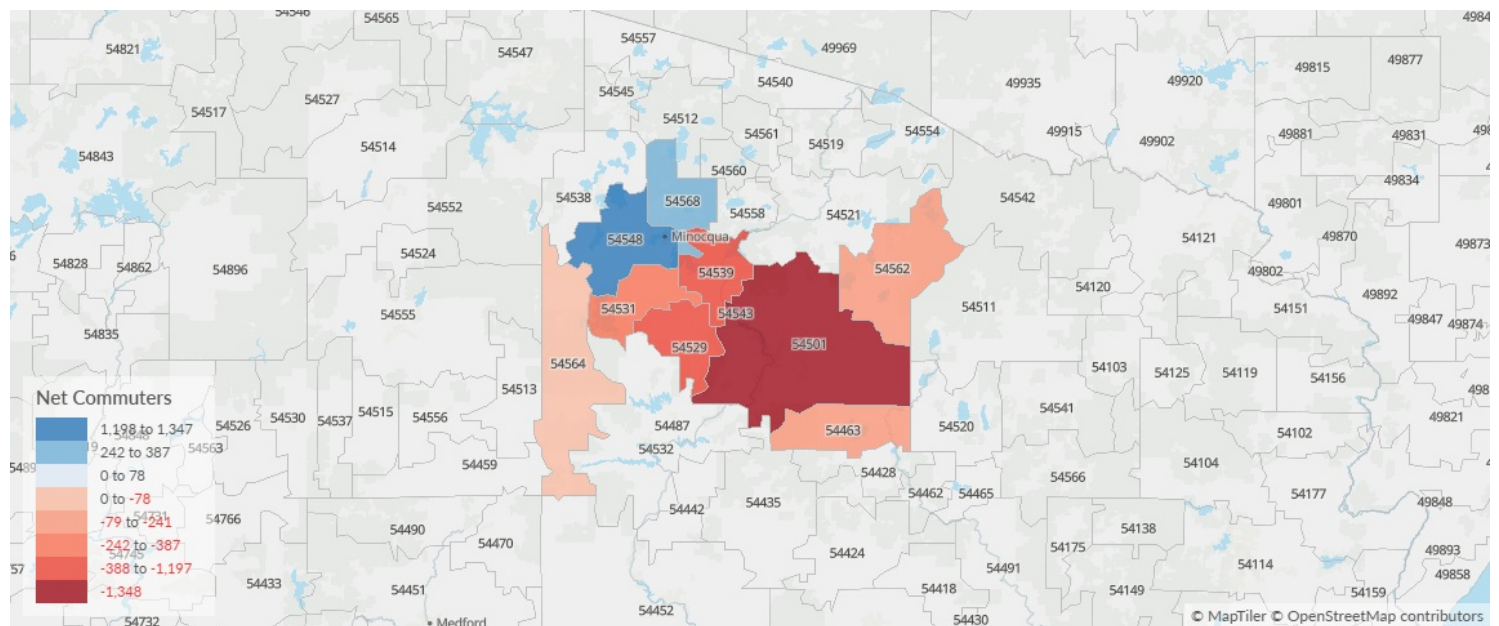


Property Crime

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.

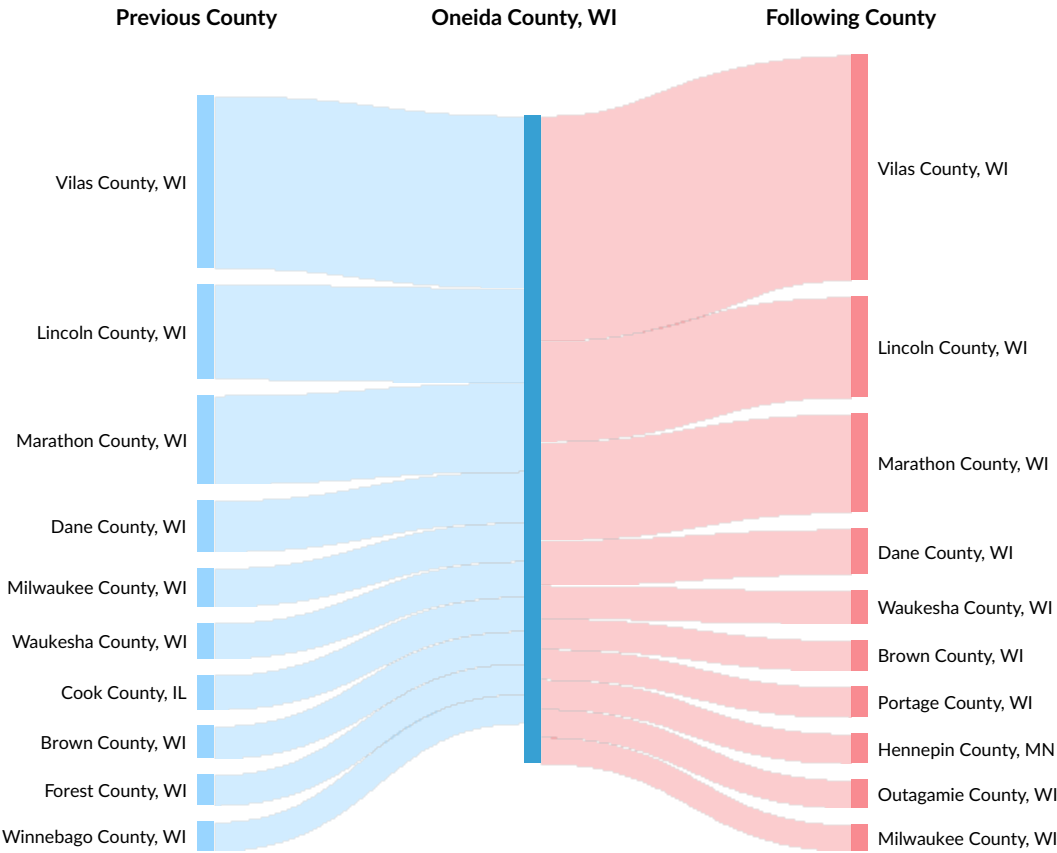


Where Talent Works			Where Talent Lives		
ZIP	Name	2025 Employment	ZIP	Name	2025 Workers
54501	Rhineland, WI (in Oneida County)	9,004	54501	Rhineland, WI (in Oneida County)	10,352
54548	Minocqua, WI (in Oneida County)	4,106	54548	Minocqua, WI (in Oneida County)	2,908
54568	Woodruff, WI (in Oneida County)	3,104	54568	Woodruff, WI (in Oneida County)	2,855
54562	Three Lakes, WI (in Oneida County)	1,227	54562	Three Lakes, WI (in Oneida County)	1,306
54531	Hazelhurst, WI (in Oneida County)	529	54539	Lake Tomahawk, WI (in Oneida County)	853

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 2023, 201 people have migrated from Vilas County, WI to Oneida County, WI. In the same year, 262 people left Oneida County, WI migrating to Vilas County, WI. The total Net Migration for Oneida County, WI in 2023 was 98.

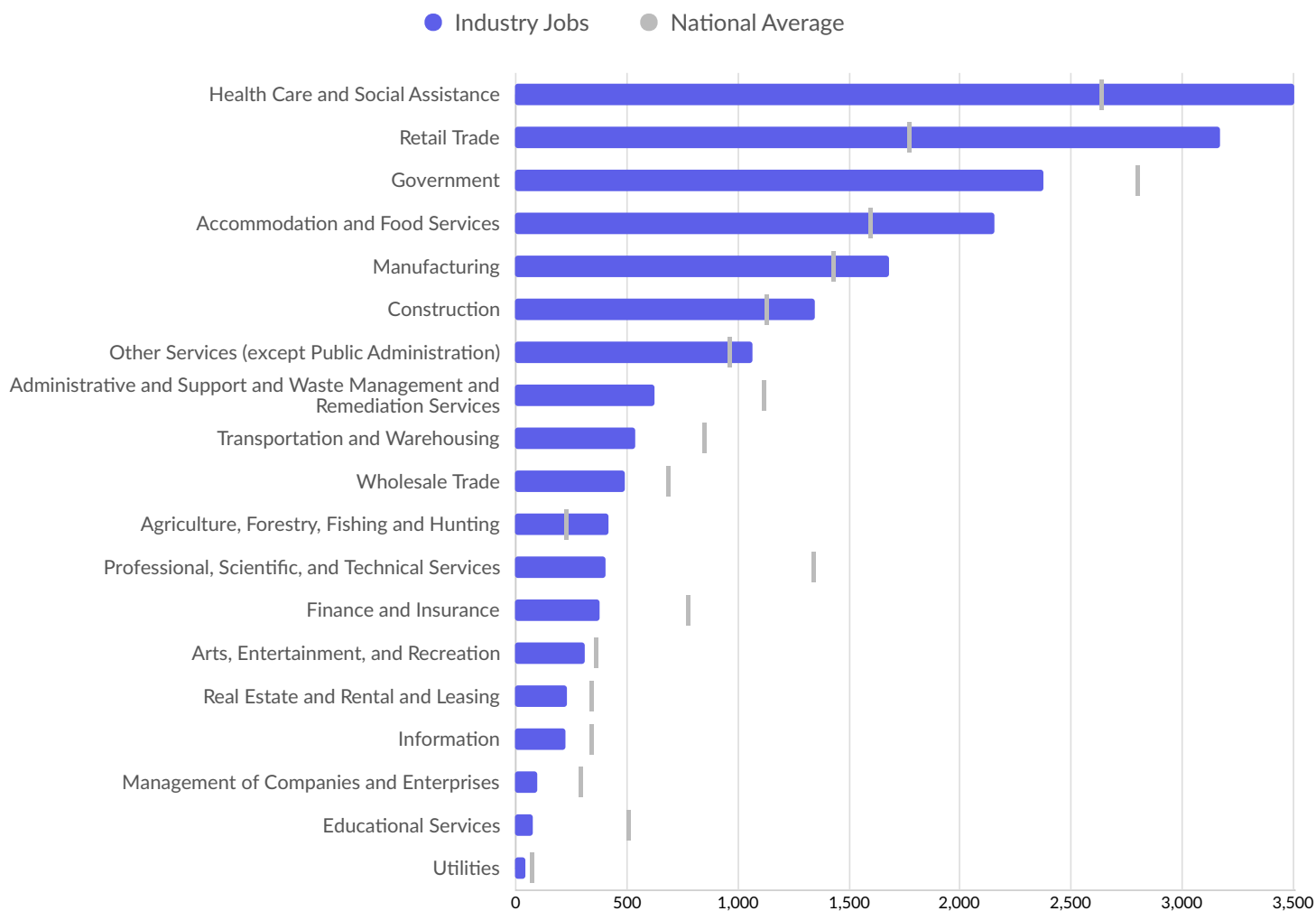


Top Previous Counties	Migrations
Vilas County, WI	201
Lincoln County, WI	110
Marathon County, WI	103
Dane County, WI	60
Milwaukee County, WI	45
Waukesha County, WI	41

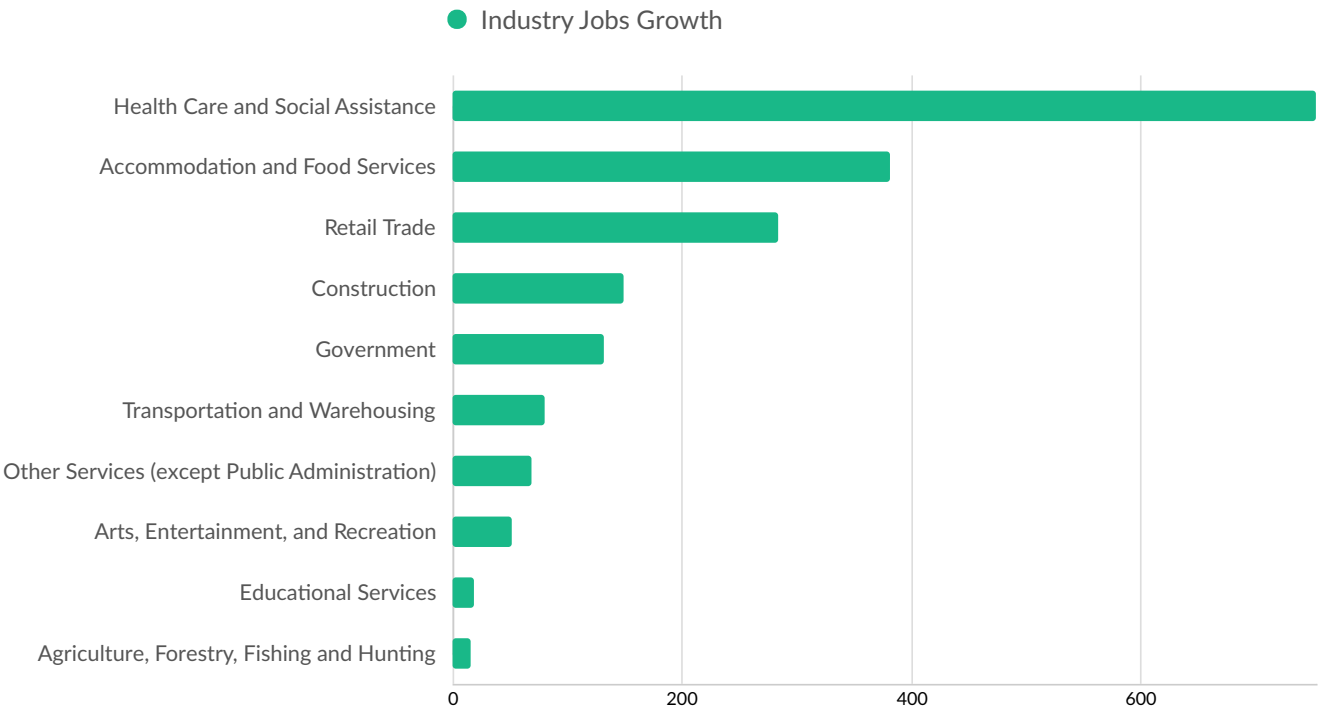
Top Previous Counties	Migrations
Cook County, IL	40
Brown County, WI	38
Forest County, WI	36
Winnebago County, WI	34
Langlade County, WI	31
Portage County, WI	31
Outagamie County, WI	26
Columbia County, WI	25
Washington County, WI	23
Top Following Counties	Migrations
Vilas County, WI	262
Lincoln County, WI	117
Marathon County, WI	115
Dane County, WI	53
Waukesha County, WI	39
Brown County, WI	36
Portage County, WI	35
Hennepin County, MN	35
Outagamie County, WI	33
Milwaukee County, WI	31
Winnebago County, WI	27
Langlade County, WI	25
Kane County, IL	22
Wood County, WI	21
Ramsey County, MN	17

Industry Characteristics

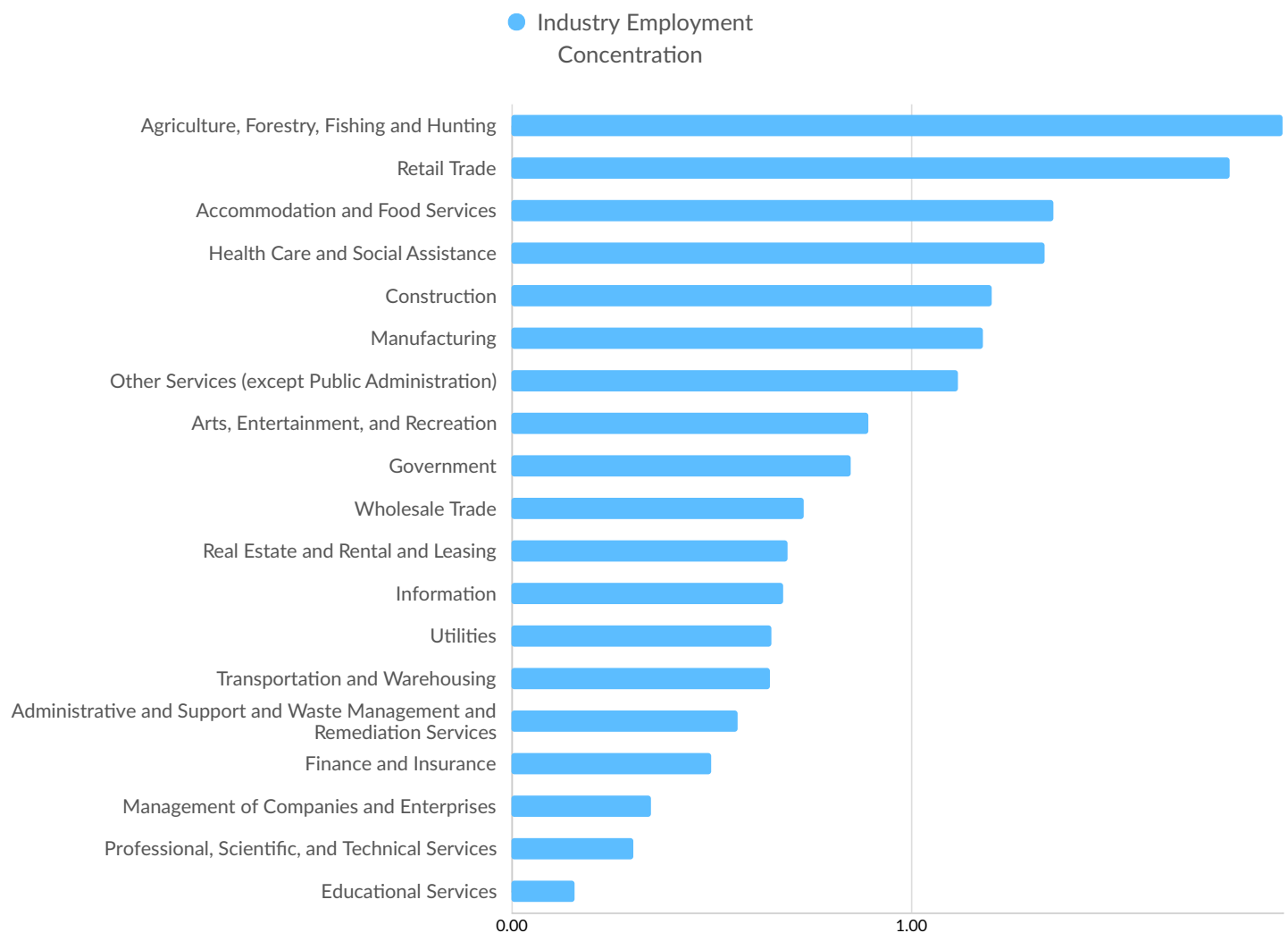
Largest Industries



Top Growing Industries

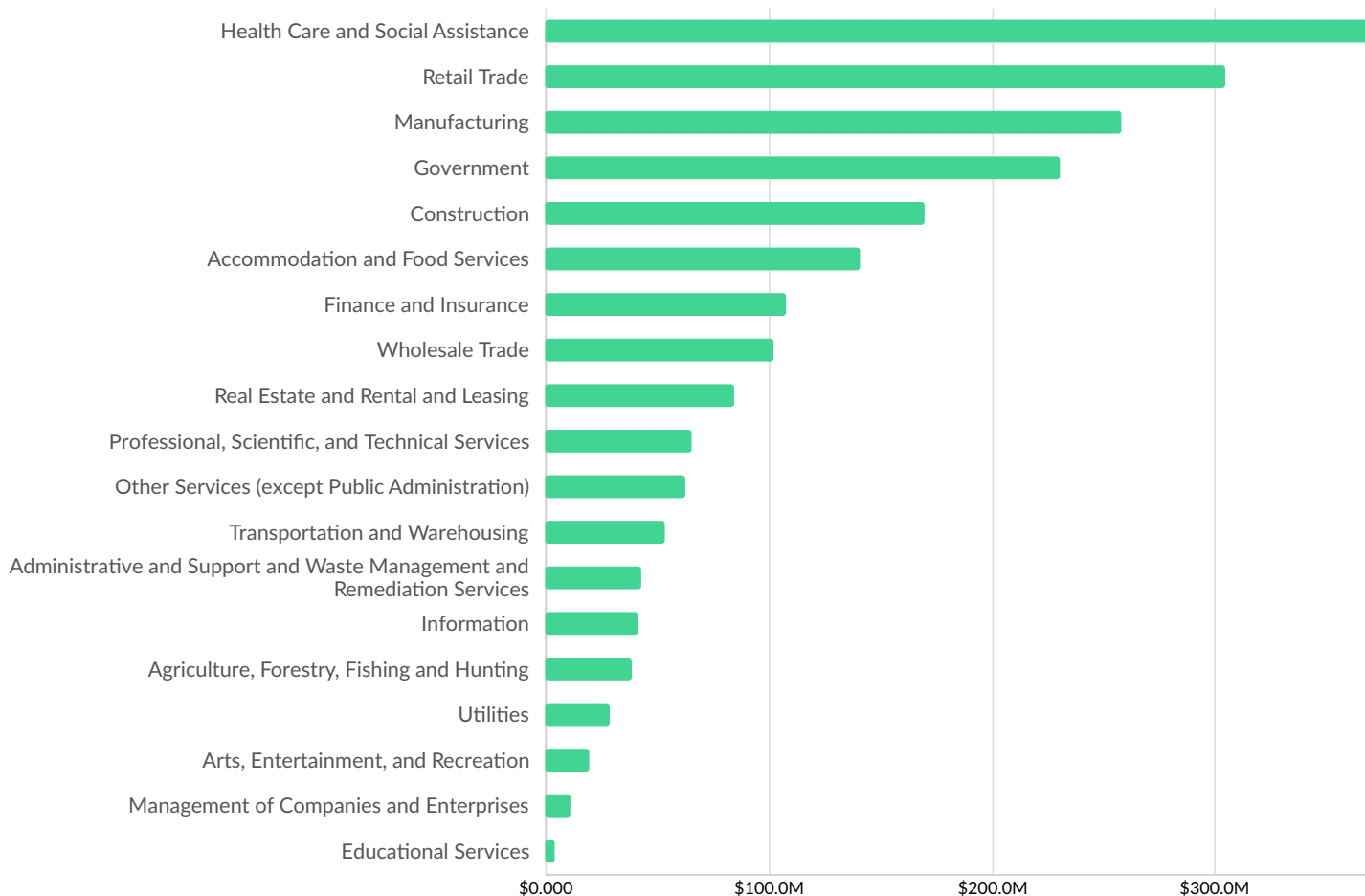


Top Industry Employment Concentration

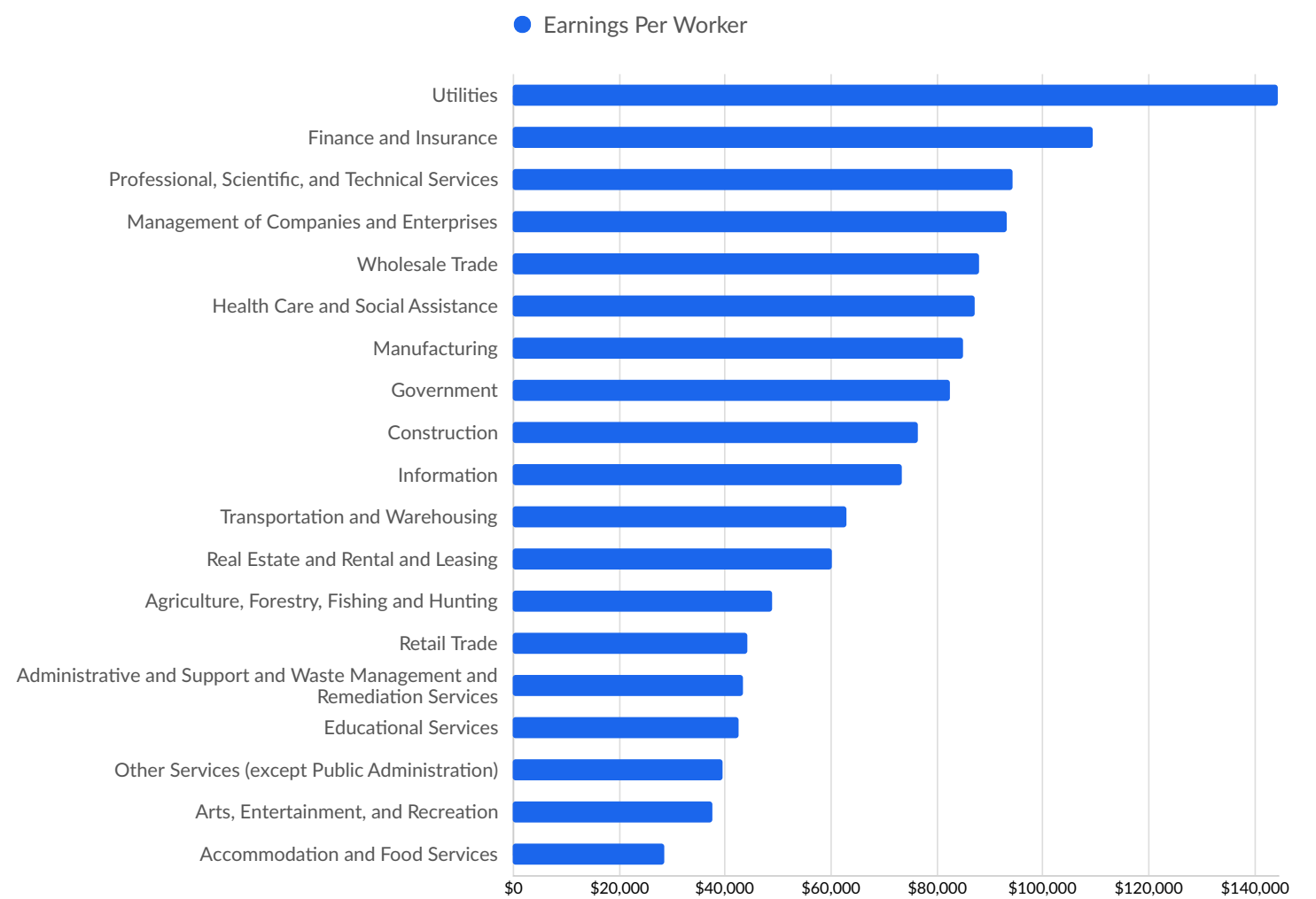


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



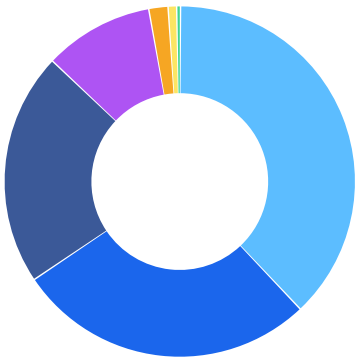
Business Characteristics

3,066 Companies Employ Your Workers

Online profiles for your workers mention 3,066 companies as employers, with the top 10 appearing below. In the last 12 months, 791 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	205	Aspirus	452
Nicolet College	155	Marshfield Clinic	263
Ministry Health Care	137	CompHealth	140
State of Wisconsin	133	Aya Healthcare	134
Aspirus	119	Walmart	123
School District Of Rhinelander	118	Weatherby Healthcare	105
Oneida County	71	Vetted Health	88
Printpack	62	Supplemental Health Care	82
Lakeland Union High School	56	MedPro Healthcare Staffing	79
Walmart	51	Prime Time Healthcare	68

Business Size

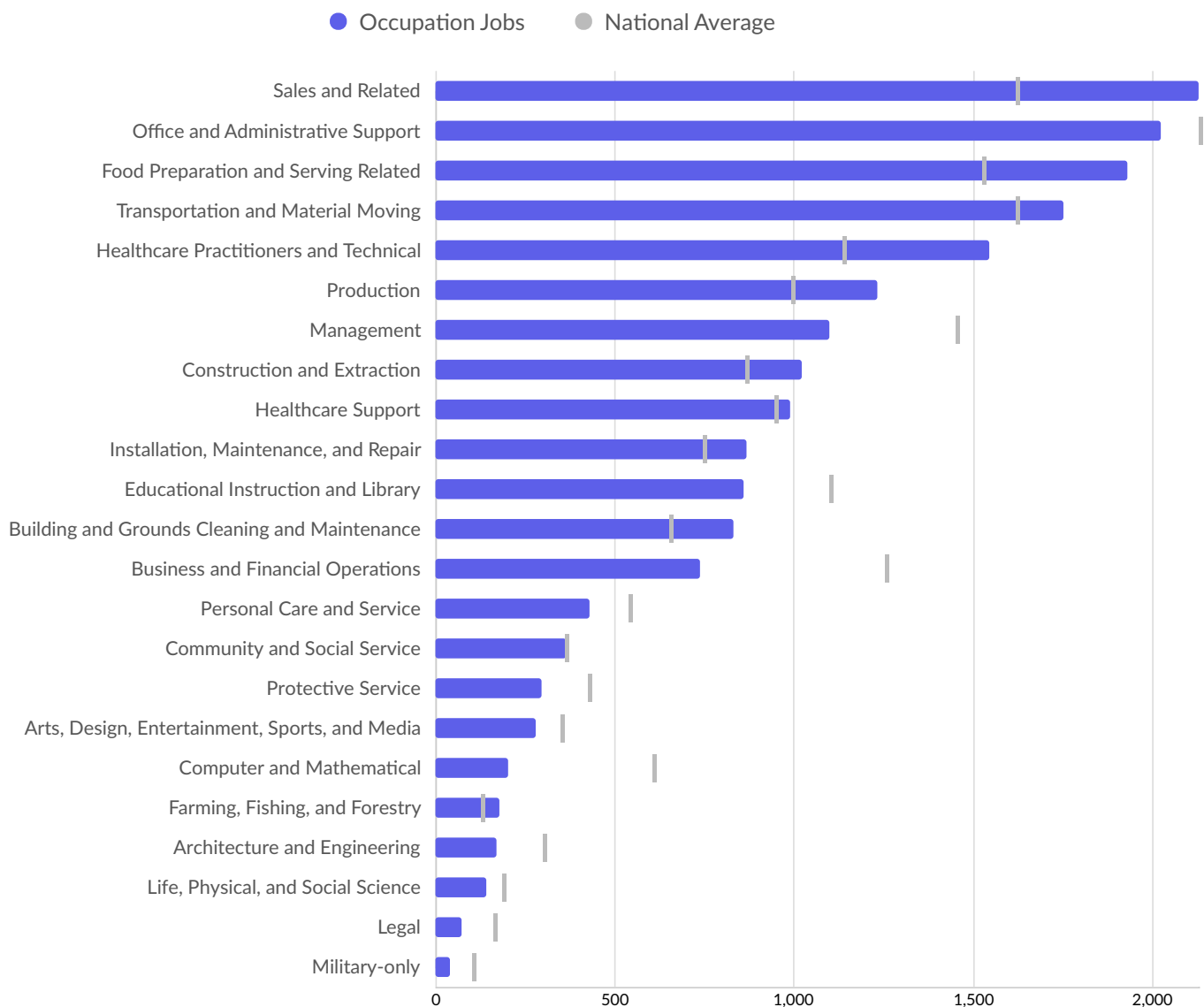


	Percentage	Business Count
1 to 4 employees	37.9%	964
5 to 9 employees	27.6%	703
10 to 19 employees	21.5%	547
20 to 49 employees	10.1%	257
50 to 99 employees	1.8%	45
100 to 249 employees	0.8%	20
250 to 499 employees	0.4%	9

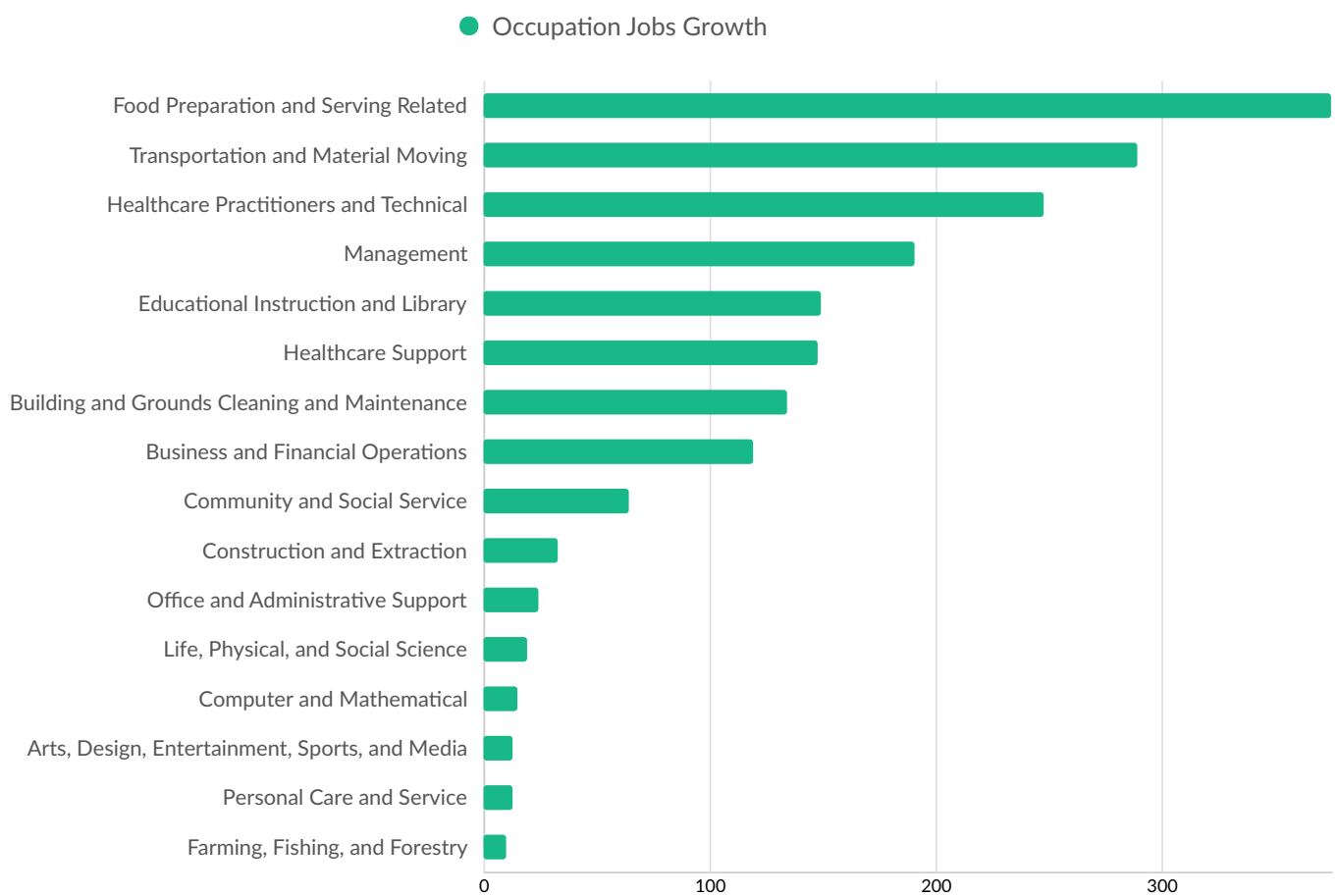
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

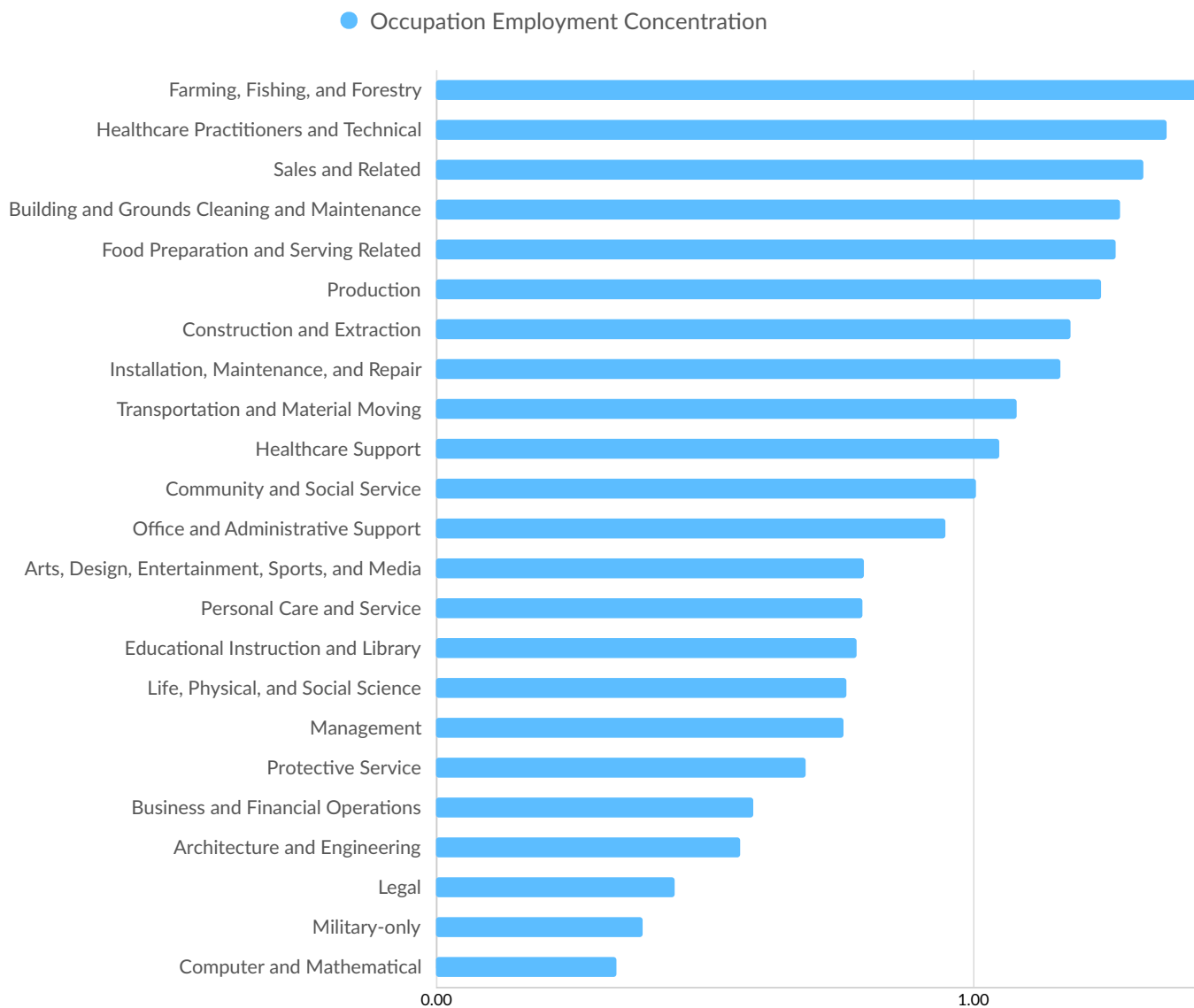
Largest Occupations



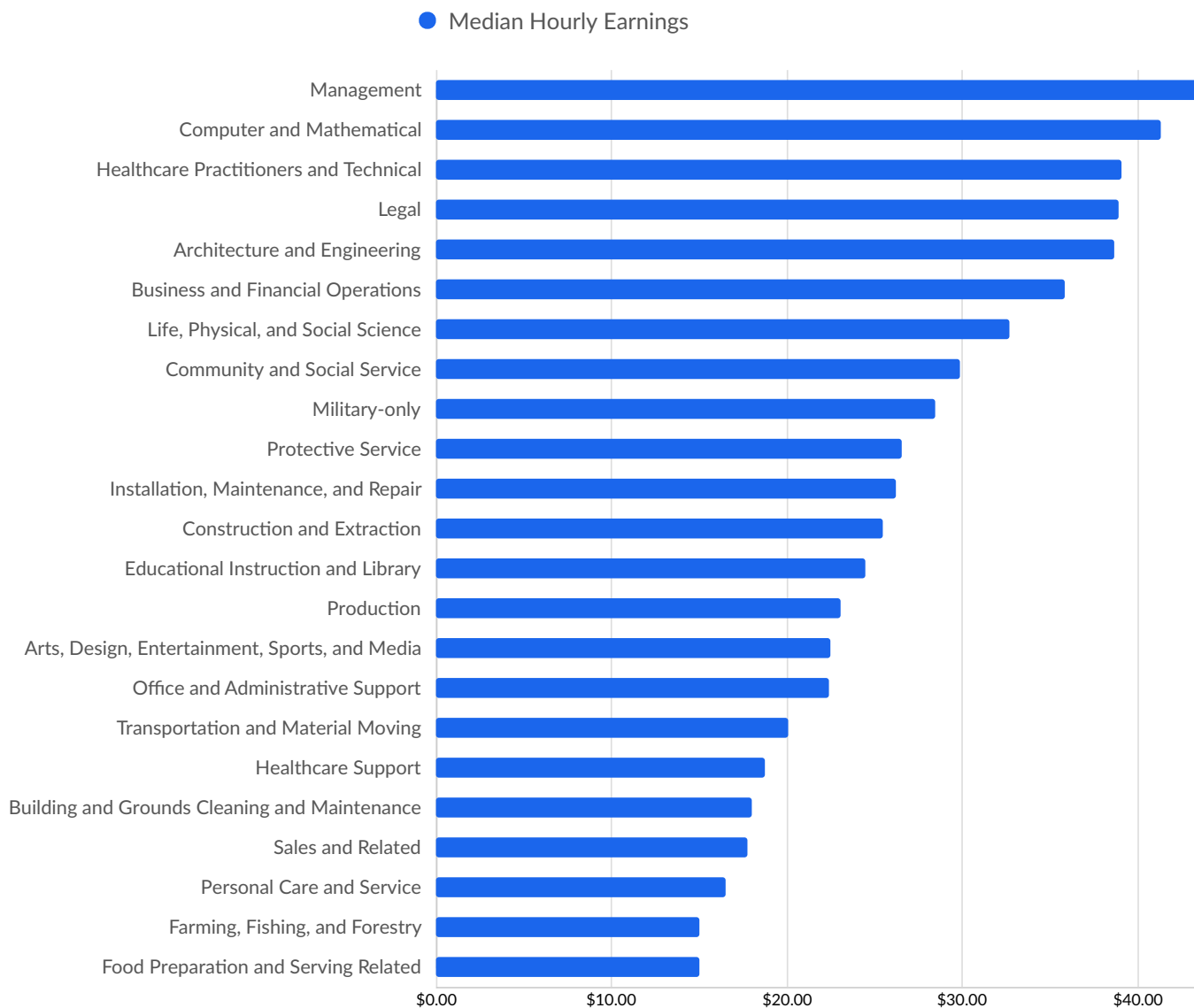
Top Growing Occupations



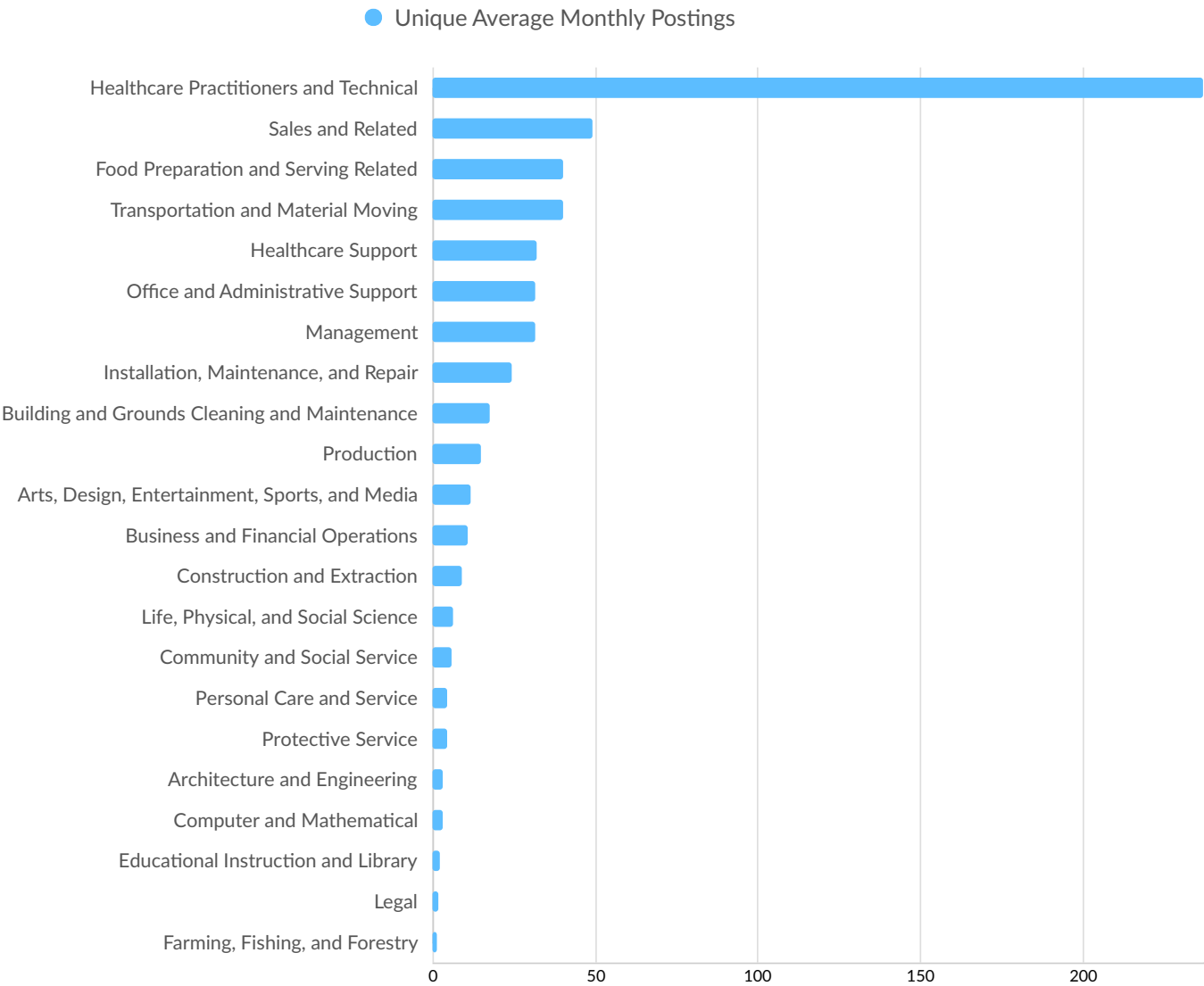
Top Occupation Employment Concentration



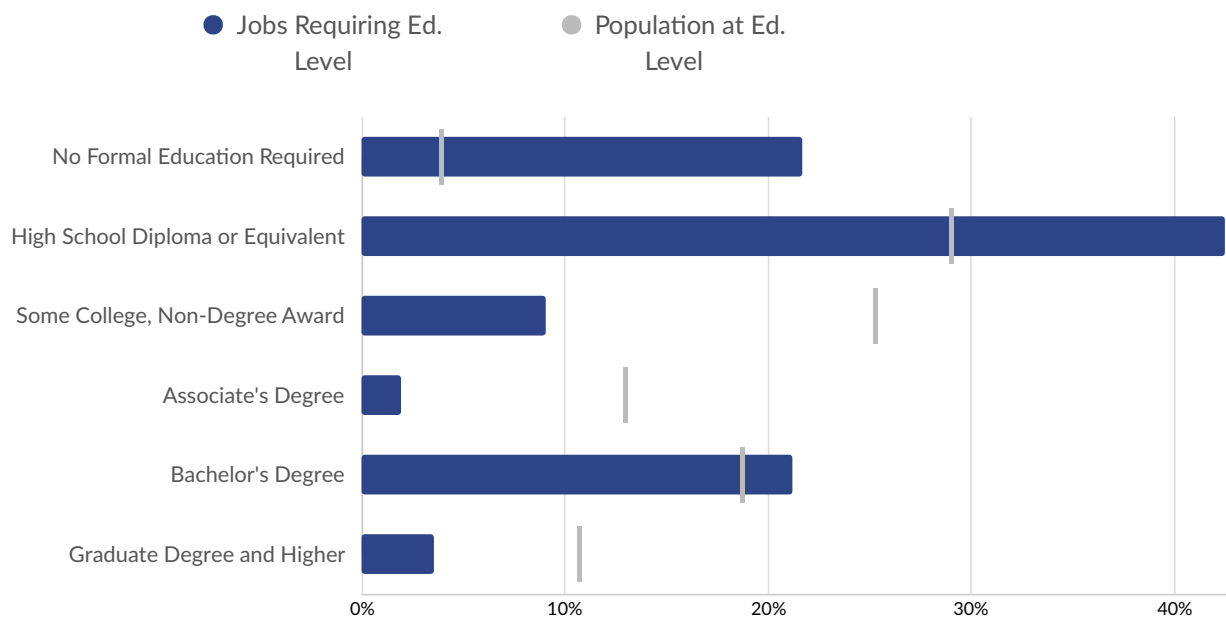
Top Occupation Earnings



Top Posted Occupations

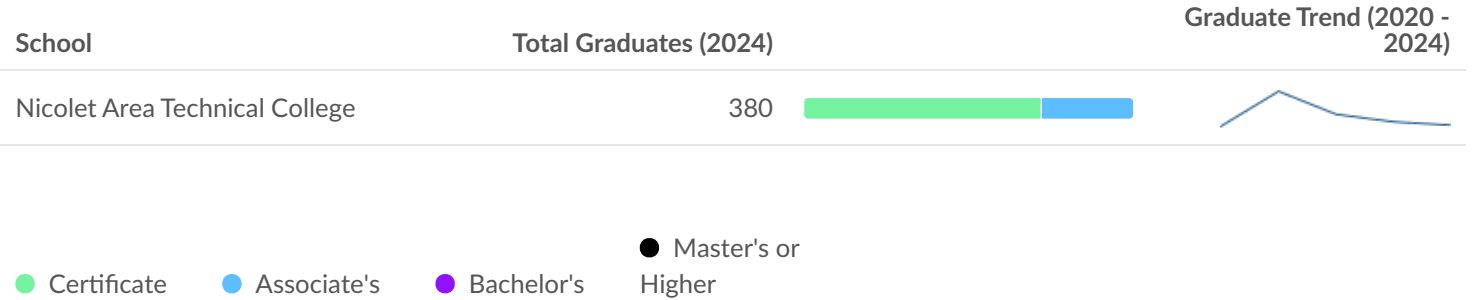


Underemployment



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).



In-Demand Skills

