



# Oneida County, WI

North Central Wisconsin Regional Planning Commission



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# 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

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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

38,452

Population (2025)

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

19,388

Total Regional Employment

Jobs **grew by 1,873** over the last 5 years and are projected to **grow by 717** over the next 5 years.

\$69.4K

Median Household Income (2024)

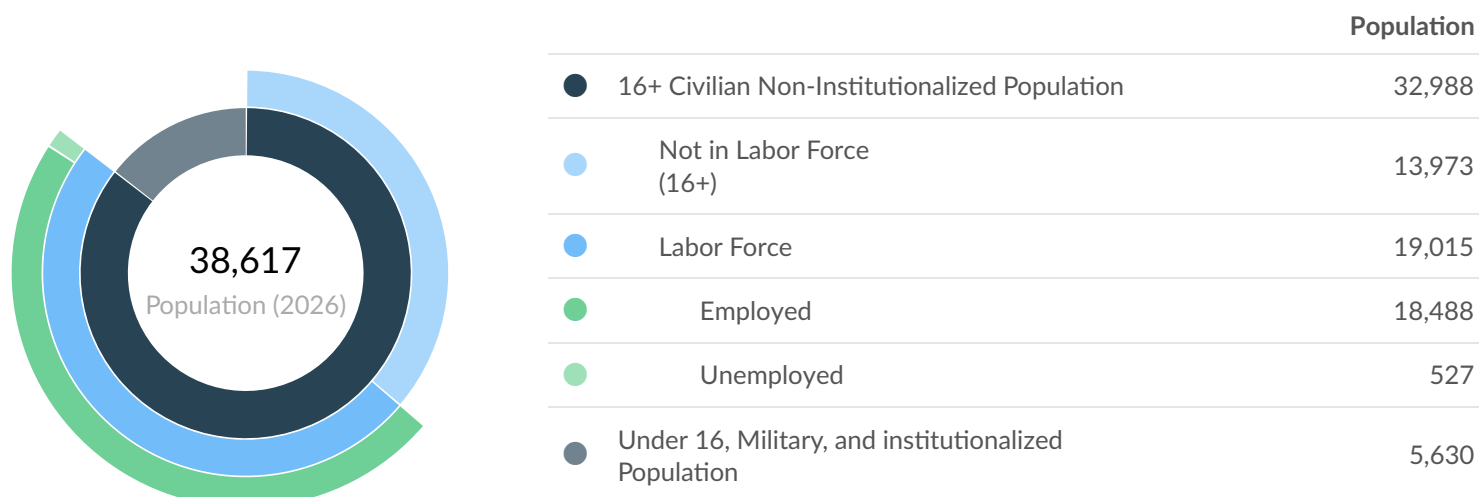
Median household income is **\$11.4K below** the national median household income of \$80.7K.

## 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 10.7%** in Oneida County, WI from 17,515 to **19,388**. 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).

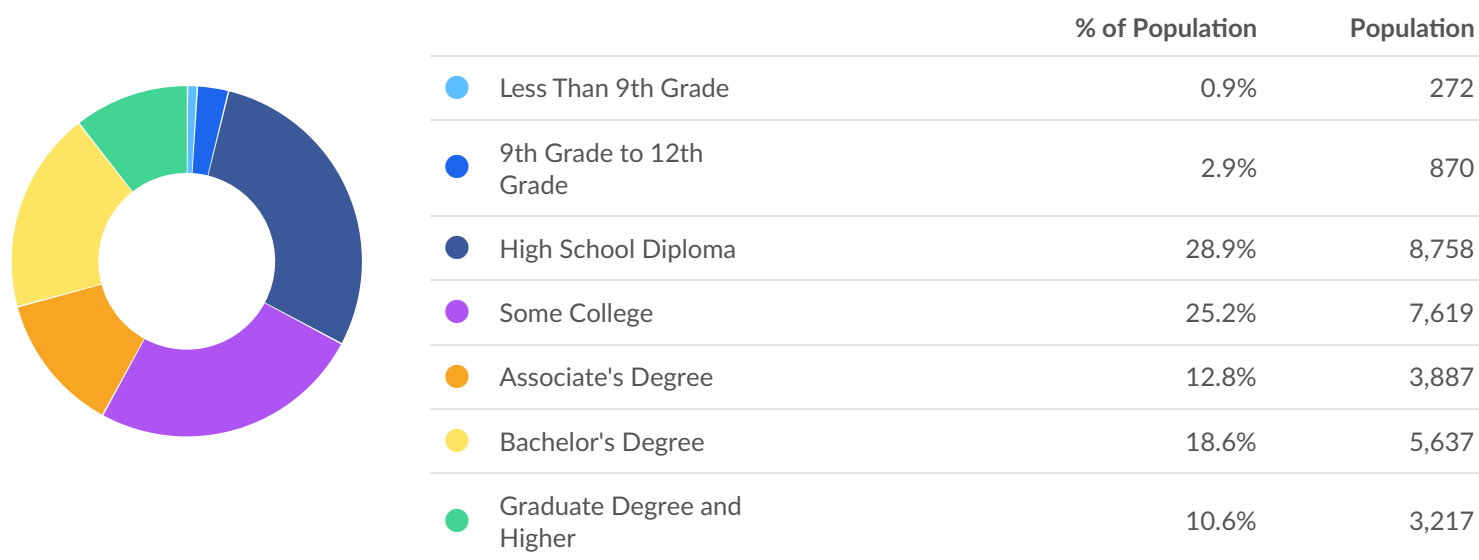
|        | Population<br>(2026) | Labor<br>Force<br>(May<br>2026) | Jobs<br>(2025) | Cost<br>of<br>Living | GRP       | Imports   | Exports   |
|--------|----------------------|---------------------------------|----------------|----------------------|-----------|-----------|-----------|
| Region | 38,617               | 19,015                          | 19,388         | 101.0                | \$2.40B   | \$3.23B   | \$2.76B   |
| State  | 5,996,794            | 3,116,888                       | 3,271,903      | 100.3                | \$465.78B | \$405.31B | \$440.34B |

## May 2026 Labor Force Breakdown



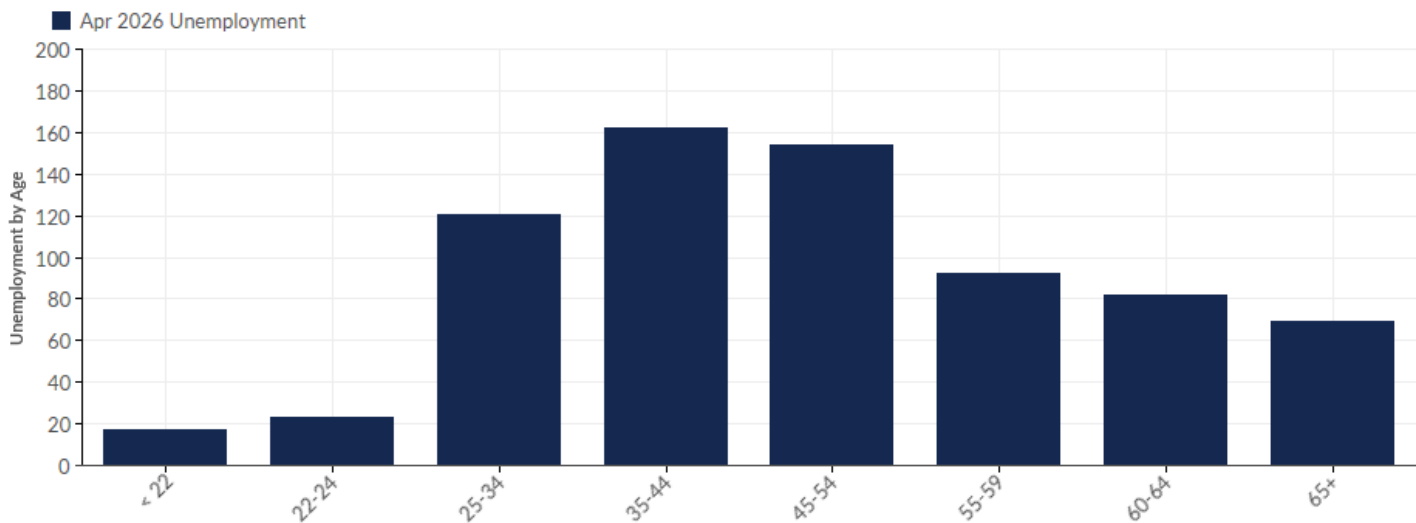
## Educational Attainment

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).



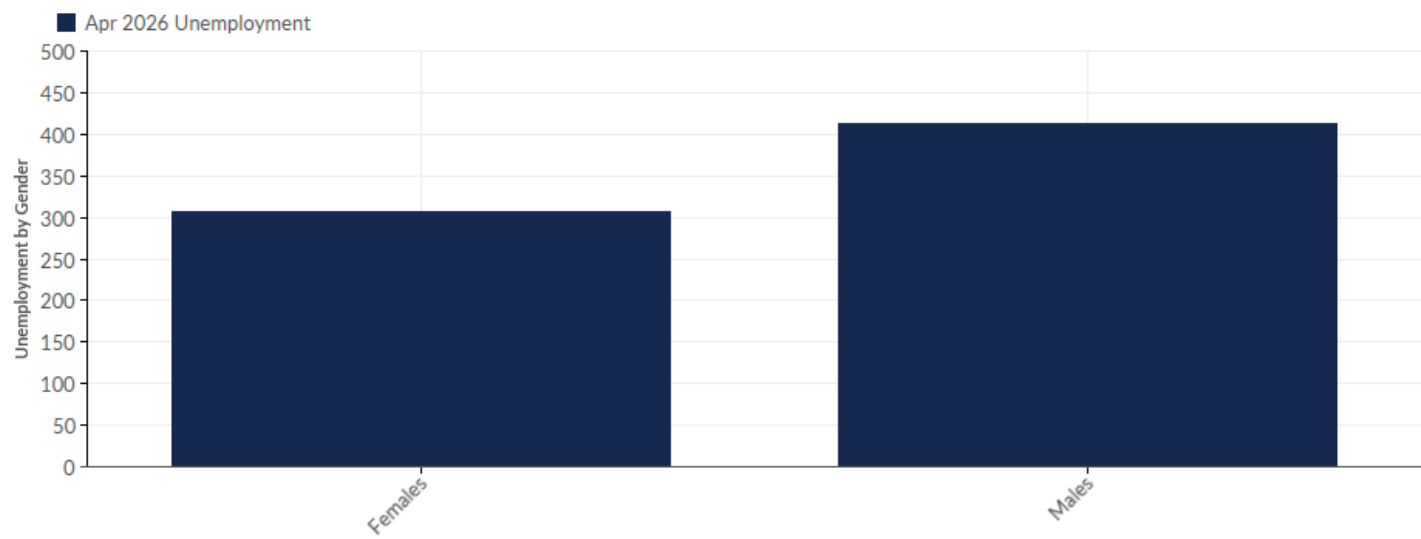
# Unemployment by Demographics

## Unemployment by Age



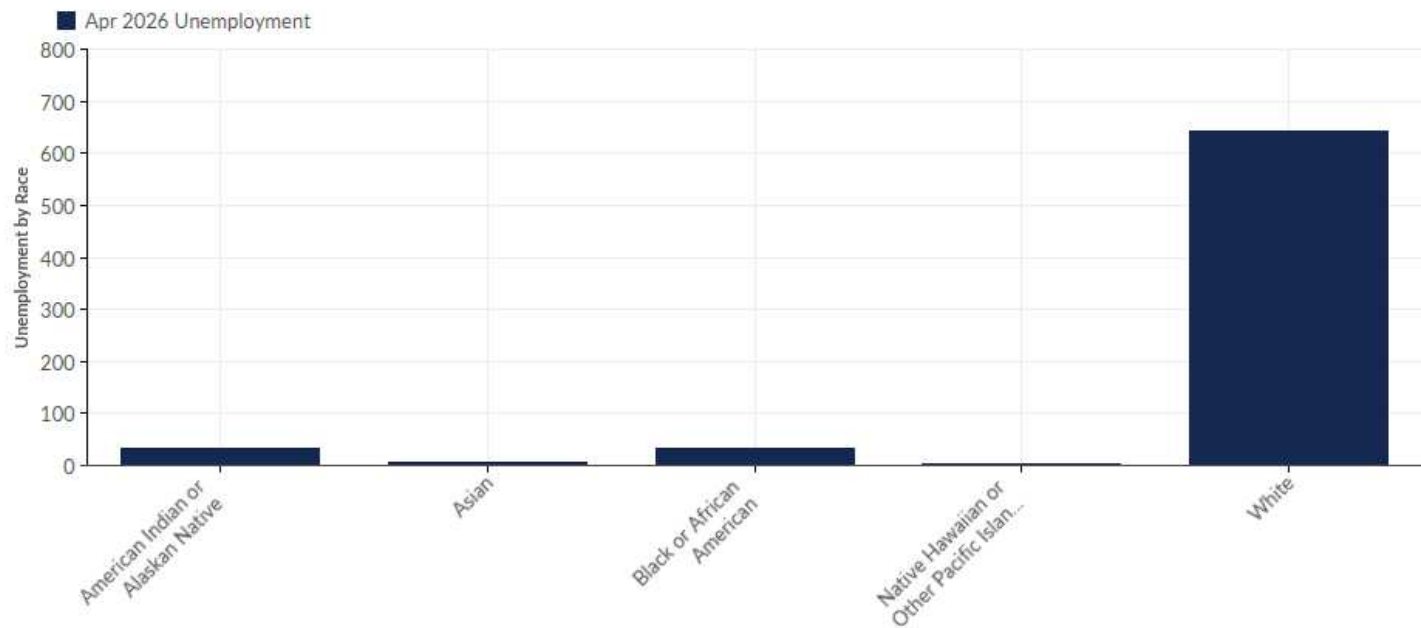
| Age   | Unemployment (Apr 2026) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22  | 17                      | 2.36%           |
| 22-24 | 23                      | 3.20%           |
| 25-34 | 121                     | 16.83%          |
| 35-44 | 162                     | 22.53%          |
| 45-54 | 154                     | 21.42%          |
| 55-59 | 92                      | 12.80%          |
| 60-64 | 82                      | 11.40%          |
| 65+   | 69                      | 9.60%           |
| Total | 719                     | 100.00%         |

## Unemployment by Gender



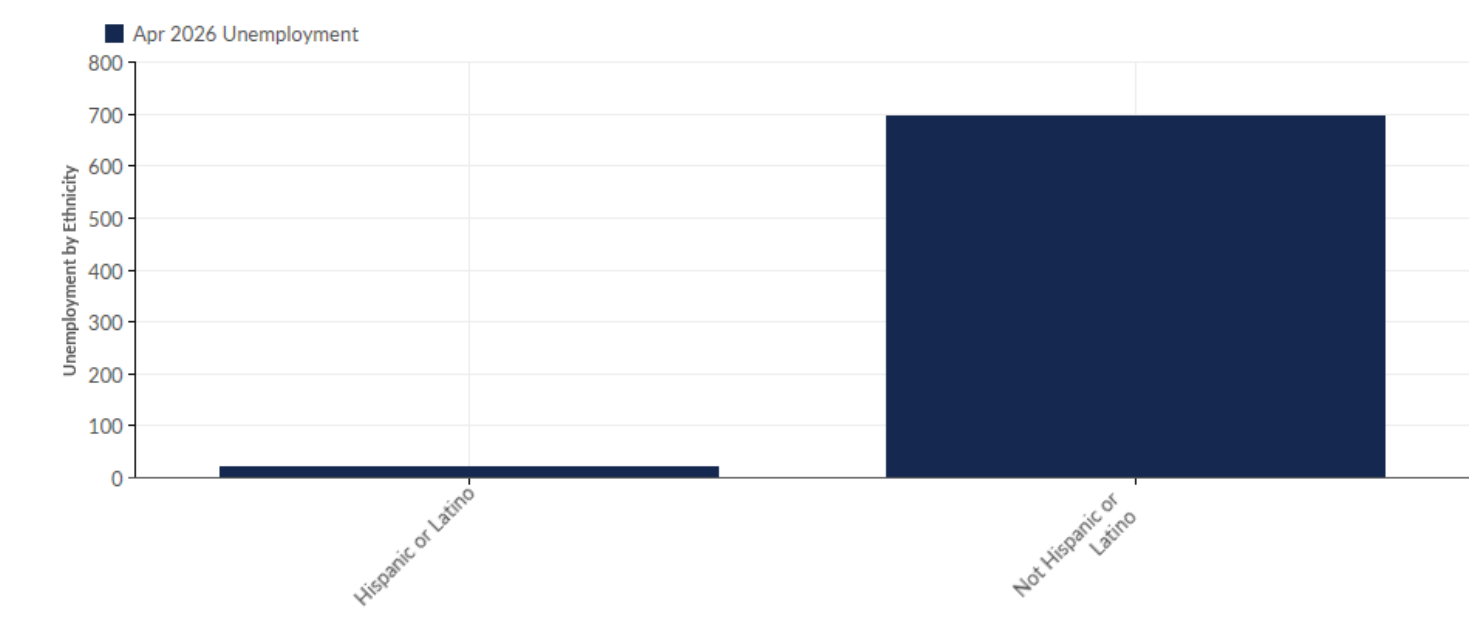
| Gender  | Unemployment<br>(Apr 2026) | % of<br>Unemployed |
|---------|----------------------------|--------------------|
| Females | 307                        | 42.70%             |
| Males   | 412                        | 57.30%             |
| Total   | 719                        | 100.00%            |

## Unemployment by Race



| Race                                      | Unemployment (Apr 2026) | % of Unemployed |
|-------------------------------------------|-------------------------|-----------------|
| American Indian or Alaskan Native         | 33                      | 4.59%           |
| Asian                                     | 7                       | 0.97%           |
| Black or African American                 | 34                      | 4.73%           |
| Native Hawaiian or Other Pacific Islander | 2                       | 0.28%           |
| White                                     | 643                     | 89.43%          |
| Total                                     | 719                     | 100.00%         |

Unemployment by Ethnicity

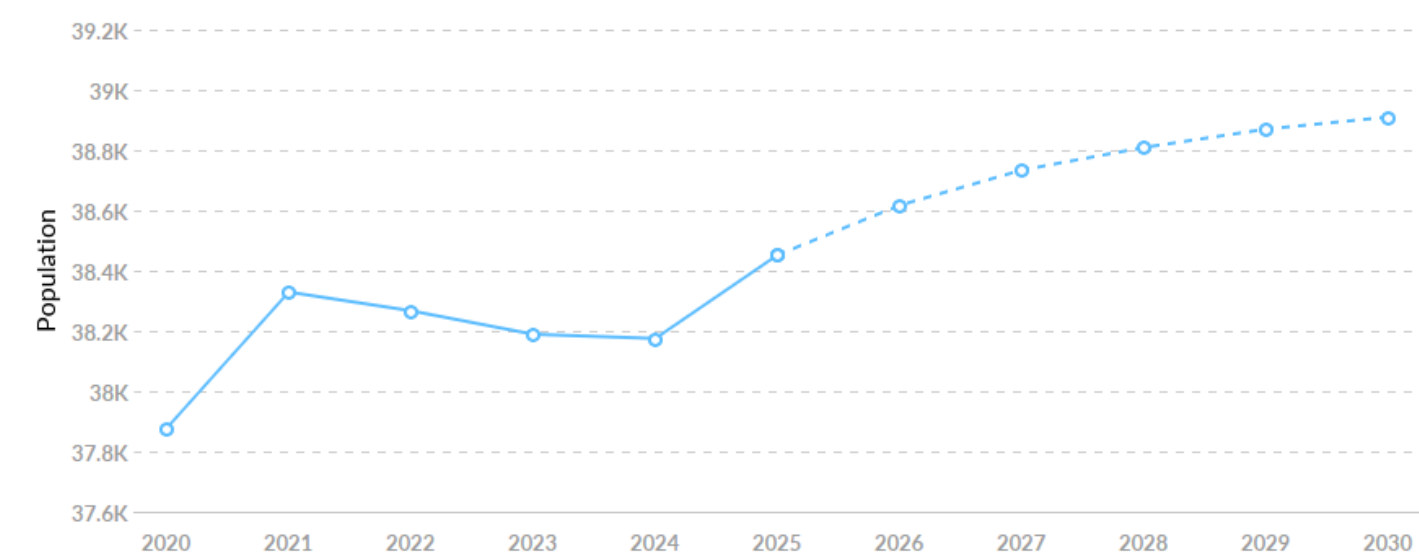


| Ethnicity              | Unemployment (Apr 2026) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino     | 22                      | 3.06%           |
| Not Hispanic or Latino | 697                     | 96.94%          |
| Total                  | 719                     | 100.00%         |

# Historic & Projected Trends

## Population Trends

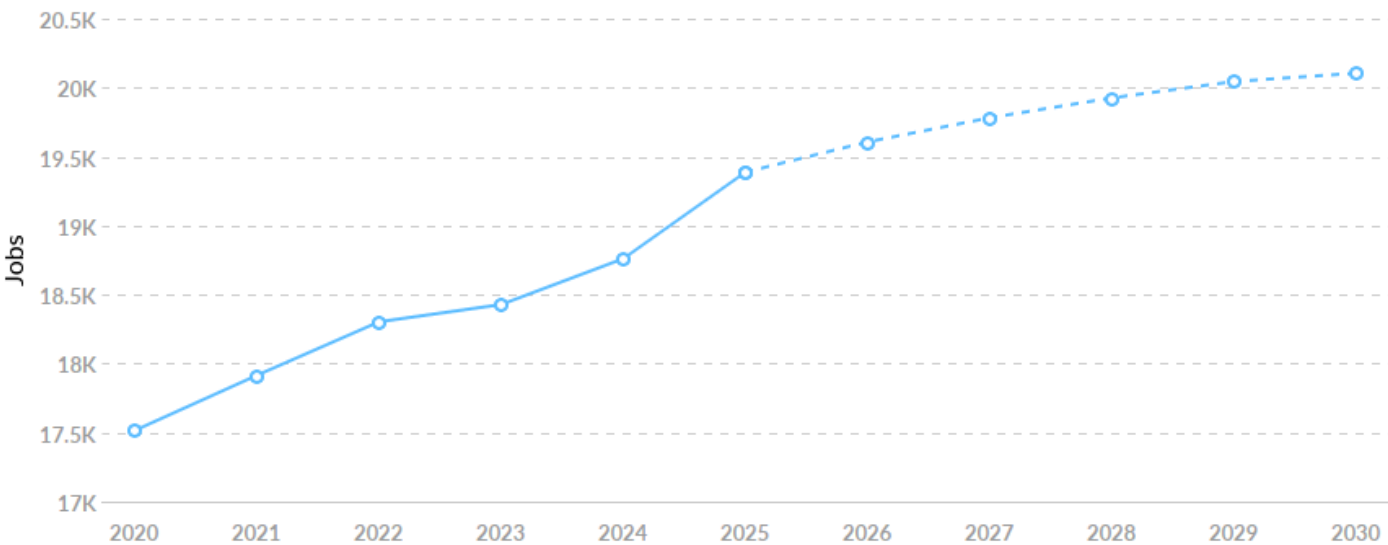
As of 2025 the region's population **increased by 1.5%** since 2020, growing by 575. Population is expected to **increase by 1.2%** between 2025 and 2030, adding 457.



| 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     |

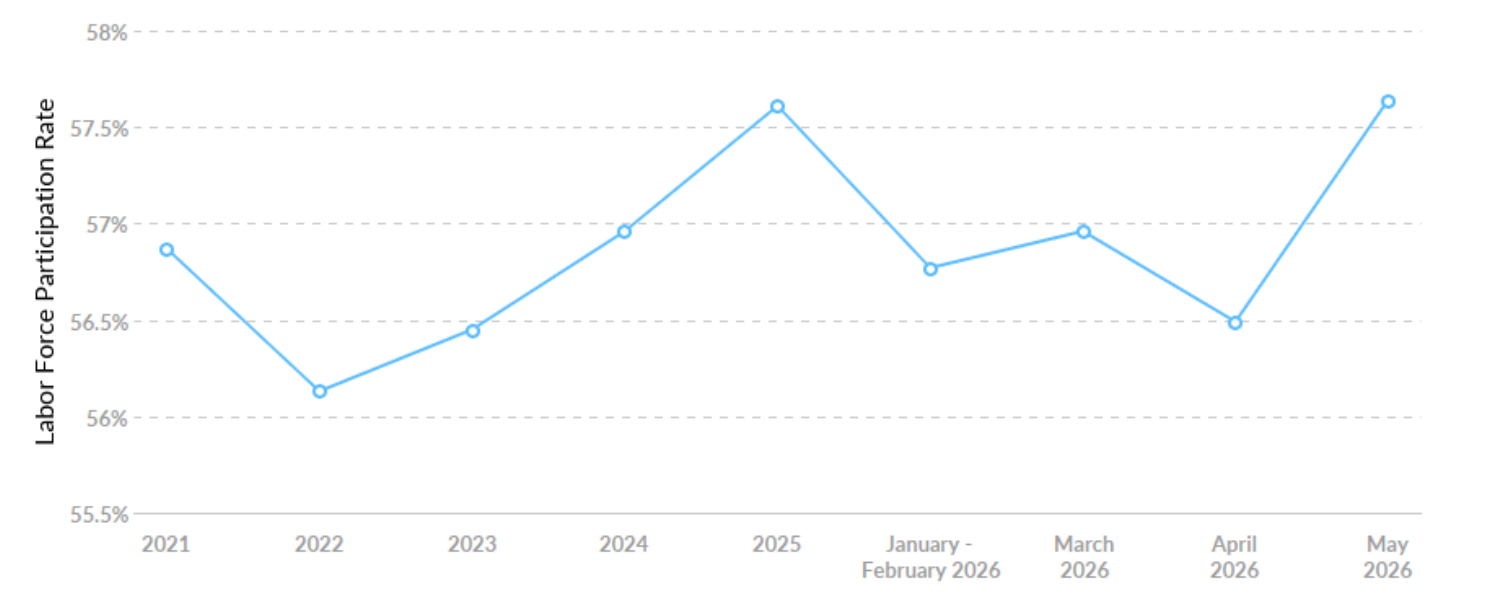
## Job Trends

From 2020 to 2025, jobs increased by **10.7%** in Oneida County, WI from 17,515 to **19,388**.



| Timeframe | Jobs   |
|-----------|--------|
| 2020      | 17,515 |
| 2021      | 17,915 |
| 2022      | 18,303 |
| 2023      | 18,428 |
| 2024      | 18,761 |
| 2025      | 19,388 |
| 2026      | 19,607 |
| 2027      | 19,782 |
| 2028      | 19,926 |
| 2029      | 20,045 |
| 2030      | 20,105 |

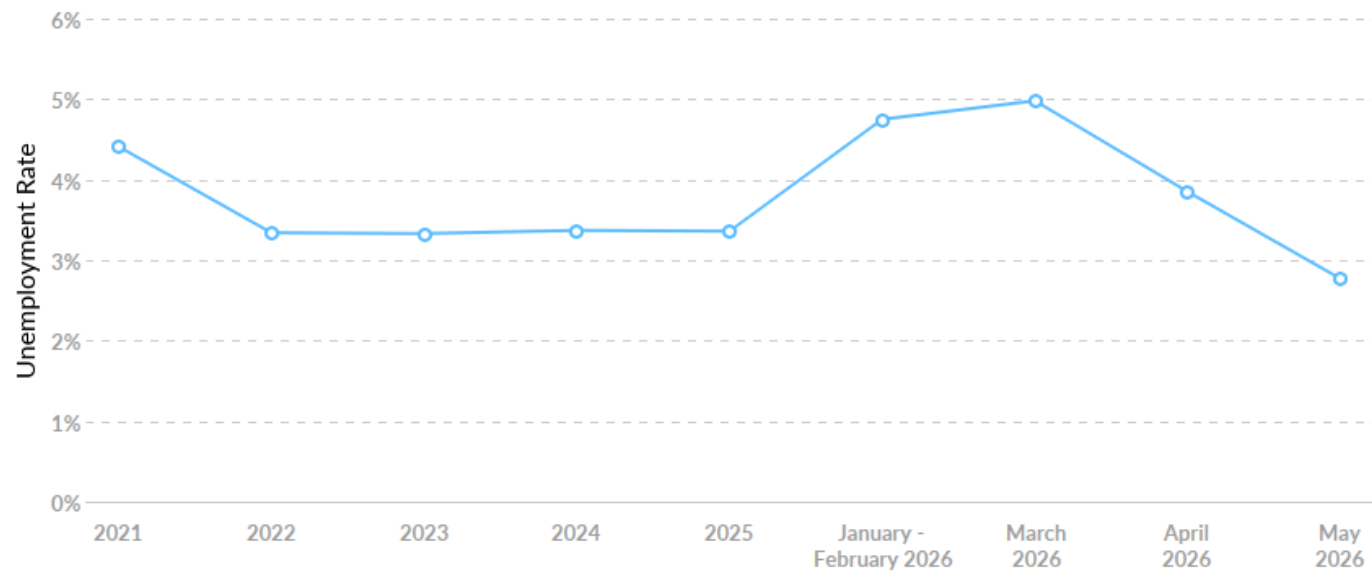
Labor Force Participation Rate Trends



| Timeframe               | Labor Force Participation Rate |
|-------------------------|--------------------------------|
| 2021                    | 56.87%                         |
| 2022                    | 56.13%                         |
| 2023                    | 56.45%                         |
| 2024                    | 56.96%                         |
| 2025                    | 57.61%                         |
| January - February 2026 | 56.77%                         |
| March 2026              | 56.96%                         |
| April 2026              | 56.49%                         |
| May 2026                | 57.64%                         |

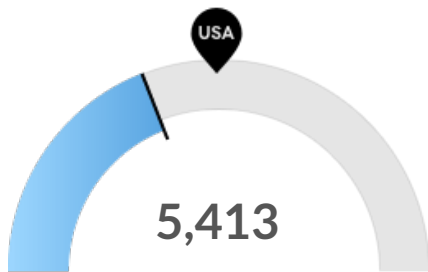
## Unemployment Rate Trends

Oneida County, WI had a May 2026 unemployment rate of 2.77%, **decreasing from 4.41%** 5 years before.



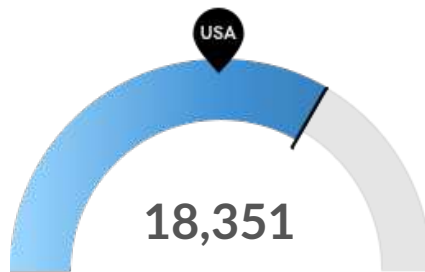
| Timeframe               | Unemployment Rate |
|-------------------------|-------------------|
| 2021                    | 4.41%             |
| 2022                    | 3.34%             |
| 2023                    | 3.33%             |
| 2024                    | 3.37%             |
| 2025                    | 3.36%             |
| January - February 2026 | 4.75%             |
| March 2026              | 4.98%             |
| April 2026              | 3.85%             |
| May 2026                | 2.77%             |

## Population Characteristics



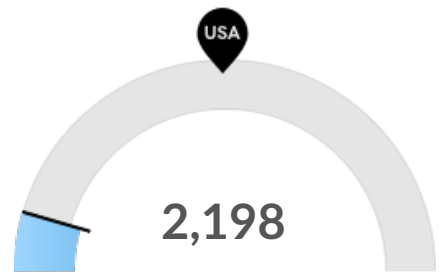
**Millennials**

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



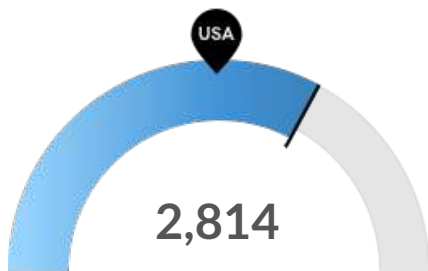
**Retiring Soon**

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.



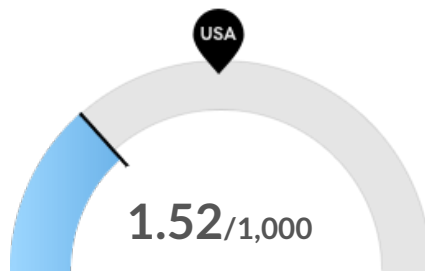
**Racial Diversity**

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.



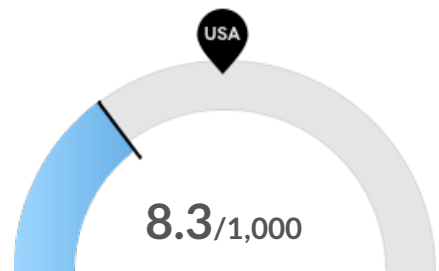
**Veterans**

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.

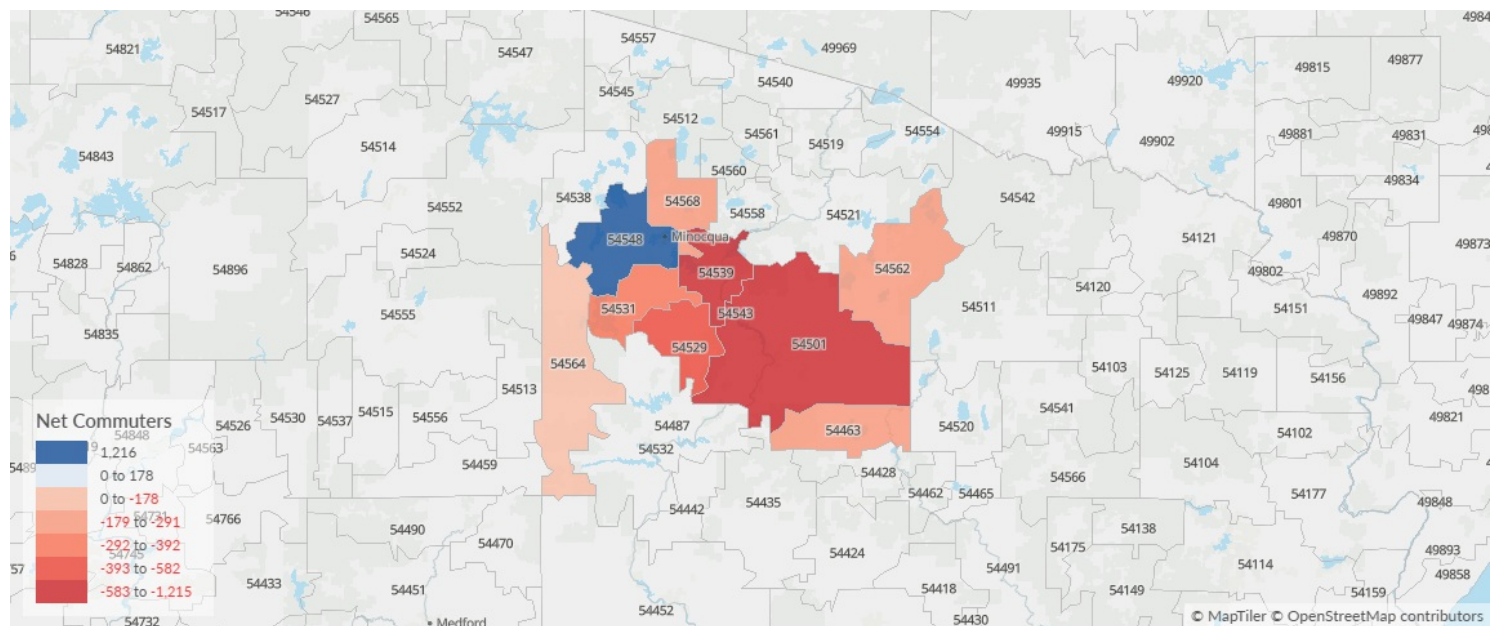


**Property Crime**

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.



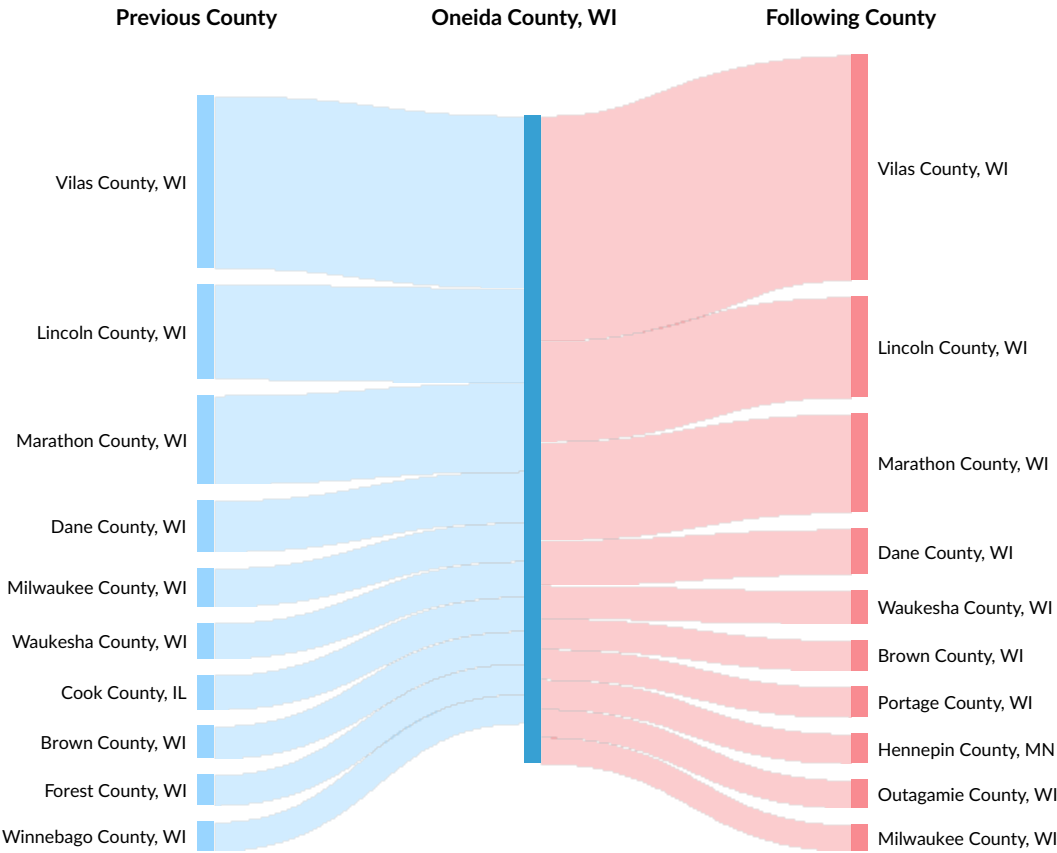
| Where Talent Works |                                    |                 |
|--------------------|------------------------------------|-----------------|
| ZIP                | Name                               | 2025 Employment |
| 54501              | Rhineland, WI (in Oneida County)   | 10,411          |
| 54548              | Minocqua, WI (in Oneida County)    | 4,101           |
| 54568              | Woodruff, WI (in Oneida County)    | 2,549           |
| 54562              | Three Lakes, WI (in Oneida County) | 930             |
| 54531              | Hazelhurst, WI (in Oneida County)  | 453             |

| Where Talent Lives |                                      |              |
|--------------------|--------------------------------------|--------------|
| ZIP                | Name                                 | 2025 Workers |
| 54501              | Rhineland, WI (in Oneida County)     | 11,061       |
| 54548              | Minocqua, WI (in Oneida County)      | 2,885        |
| 54568              | Woodruff, WI (in Oneida County)      | 2,759        |
| 54562              | Three Lakes, WI (in Oneida County)   | 1,109        |
| 54539              | Lake Tomahawk, WI (in Oneida County) | 813          |

# 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.

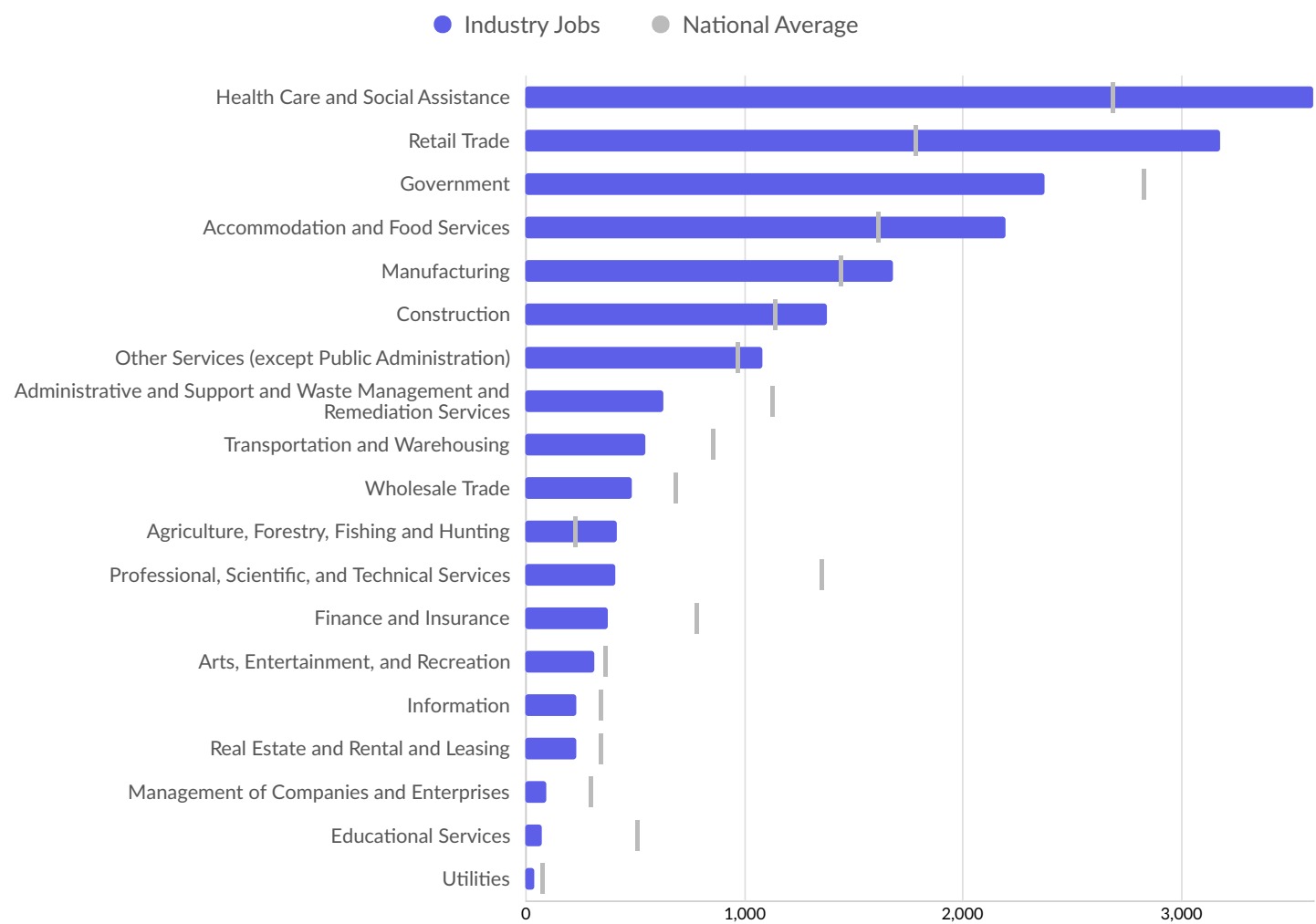


| Top Previous Counties | Migrations |
|-----------------------|------------|
| Vilas County, WI      | 201        |
| Lincoln County, WI    | 110        |
| Marathon County, WI   | 103        |
| Dane County, WI       | 60         |
| Milwaukee County, WI  | 45         |
| Waukesha County, WI   | 41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

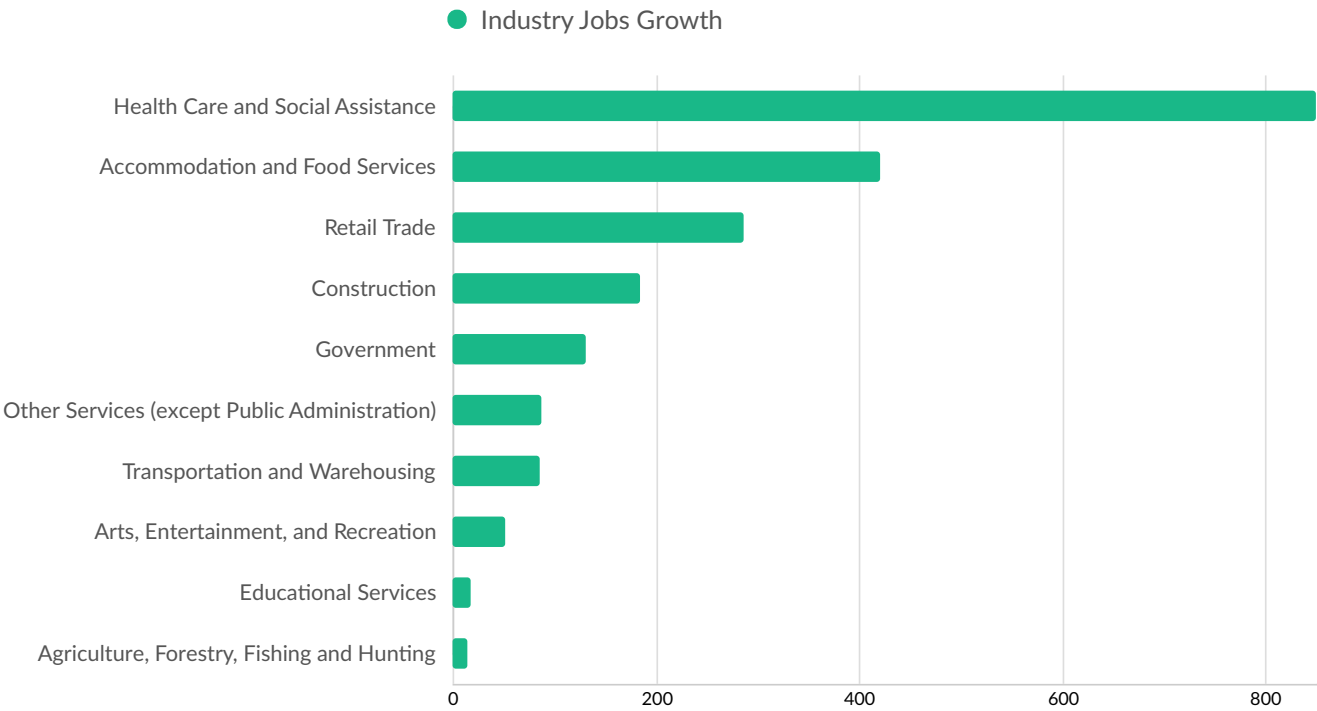
| Top Previous Counties  | Migrations |
|------------------------|------------|
| Cook County, IL        | 40         |
| Brown County, WI       | 38         |
| Forest County, WI      | 36         |
| Winnebago County, WI   | 34         |
| Langlade County, WI    | 31         |
| Portage County, WI     | 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

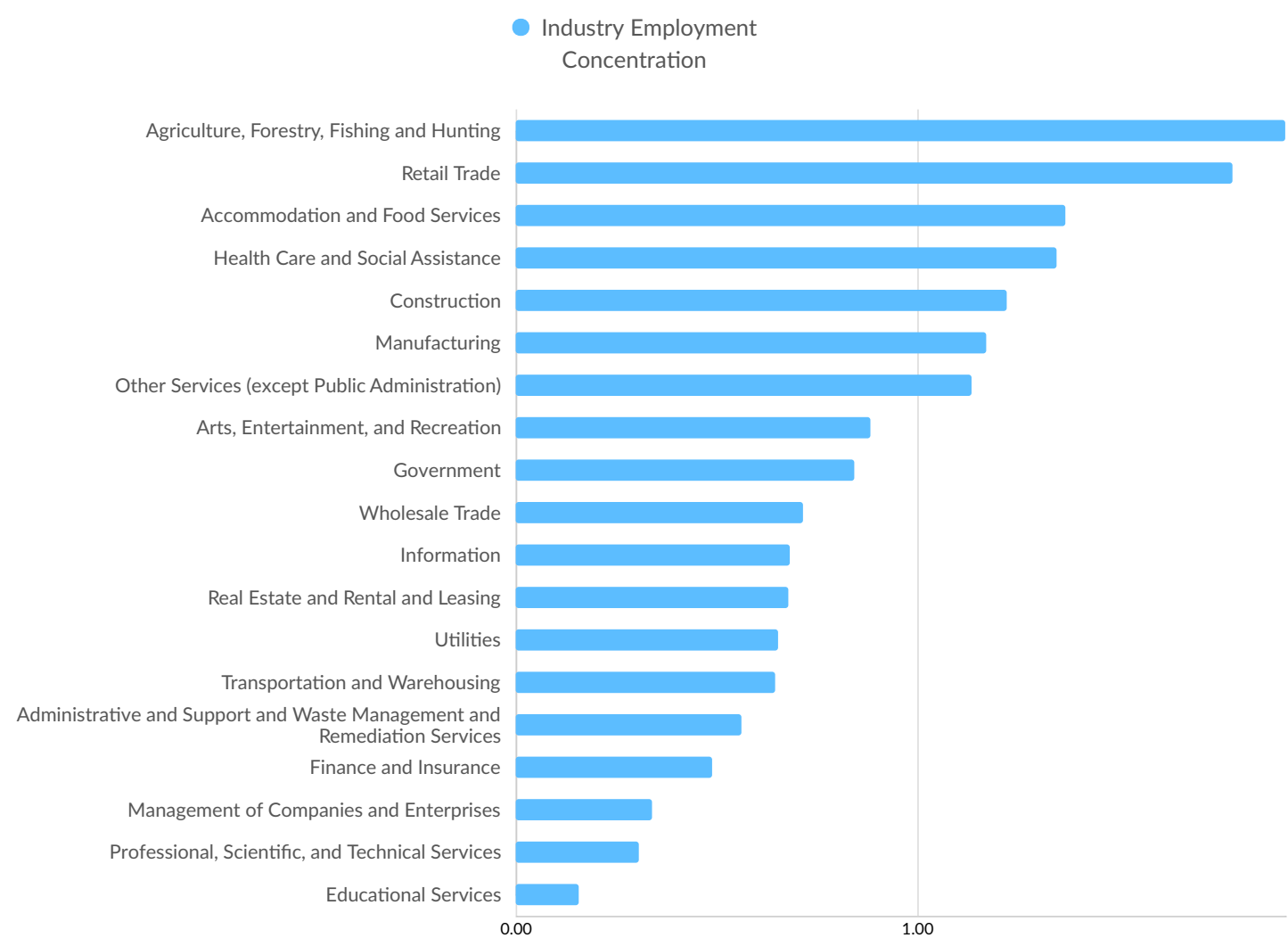
## Largest Industries



Top Growing Industries

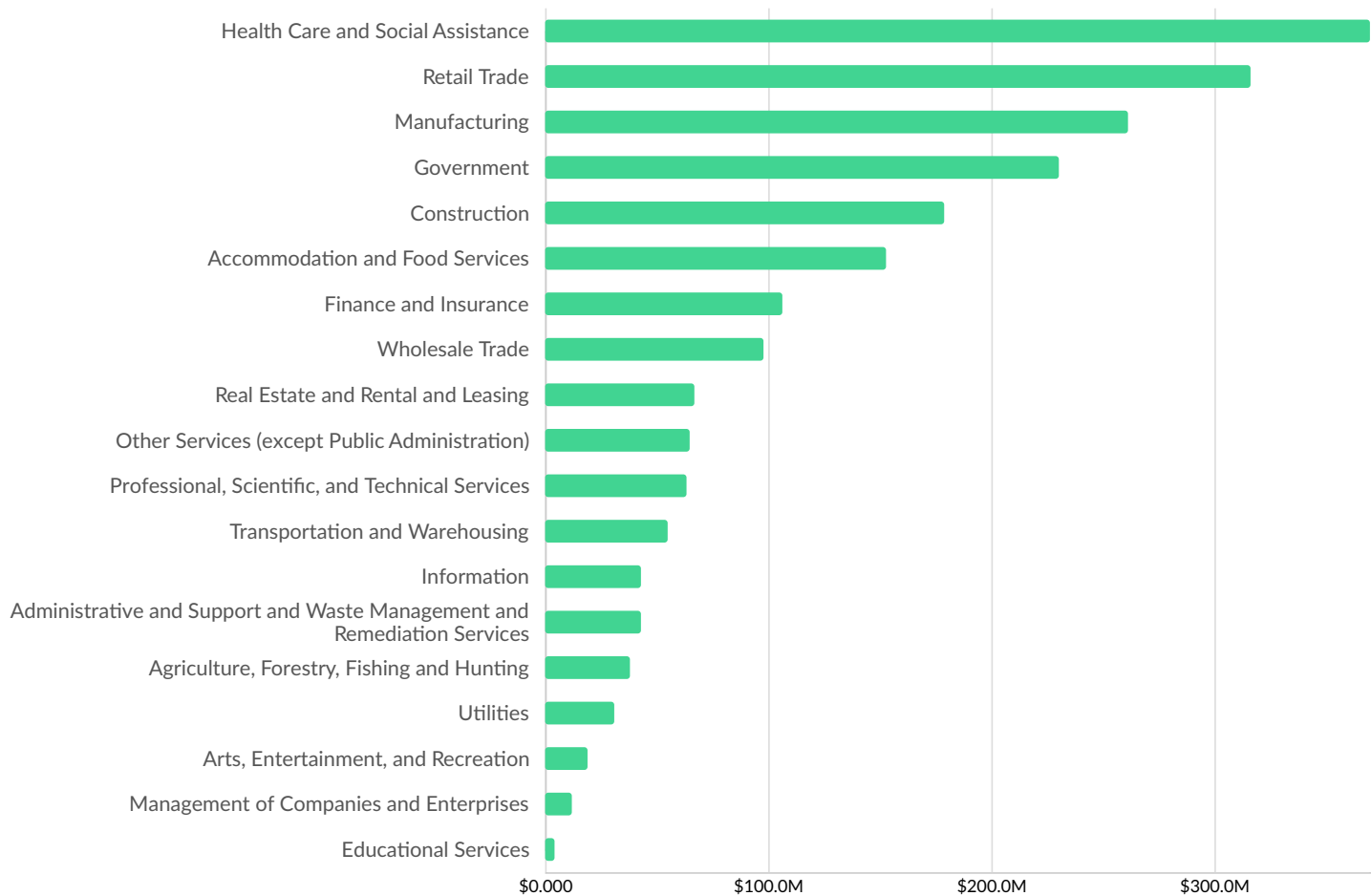


## Top Industry Employment Concentration

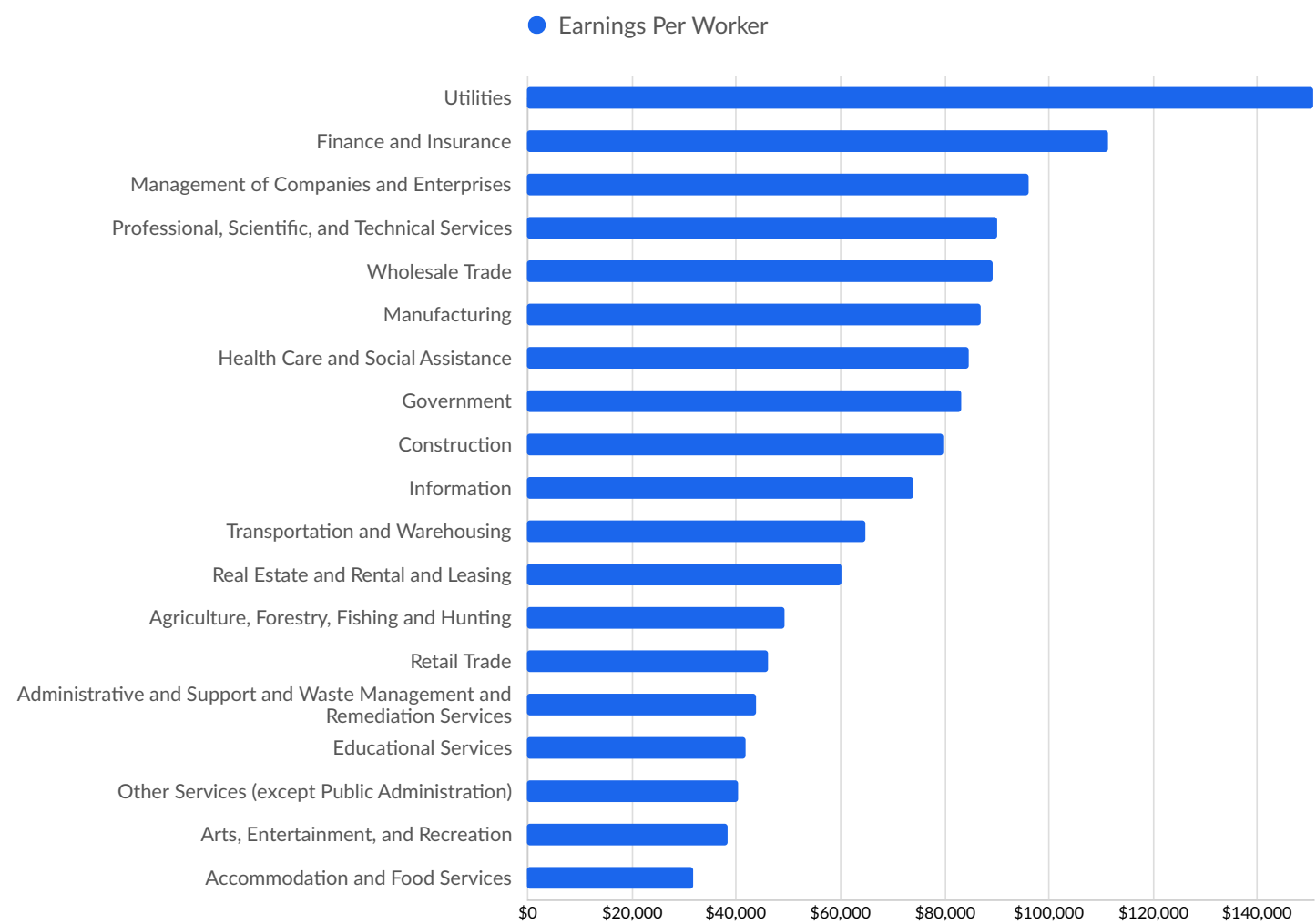


## Top Industry GRP

● Gross Regional Product



## Top Industry Earnings



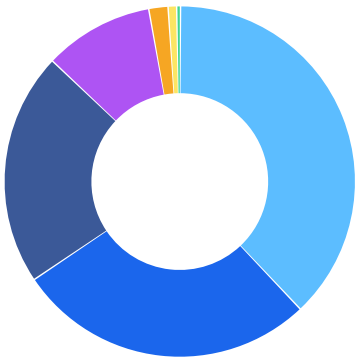
## Business Characteristics

### 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 <div></div> | Aspirus                    | 452 <div></div> |
| Nicolet College                | 155 <div></div> | Marshfield Clinic          | 263 <div></div> |
| Ministry Health Care           | 137 <div></div> | CompHealth                 | 140 <div></div> |
| State of Wisconsin             | 133 <div></div> | Aya Healthcare             | 134 <div></div> |
| Aspirus                        | 119 <div></div> | Walmart                    | 123 <div></div> |
| School District Of Rhinelander | 118 <div></div> | Weatherby Healthcare       | 105 <div></div> |
| Oneida County                  | 71 <div></div>  | Vetted Health              | 88 <div></div>  |
| Printpack                      | 62 <div></div>  | Supplemental Health Care   | 82 <div></div>  |
| Lakeland Union High School     | 56 <div></div>  | MedPro Healthcare Staffing | 79 <div></div>  |
| Walmart                        | 51 <div></div>  | Prime Time Healthcare      | 68 <div></div>  |

## Business Size

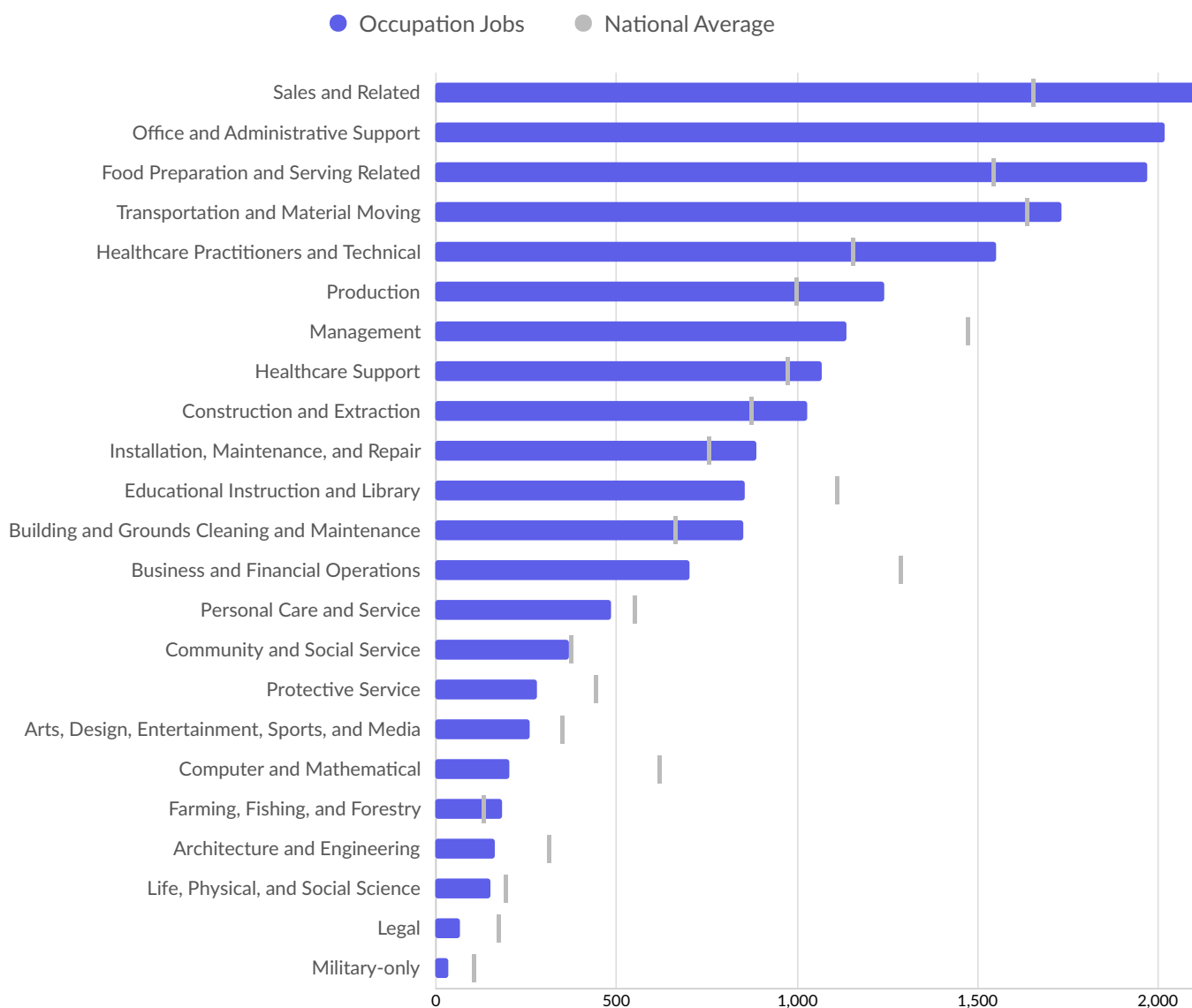


|                      | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees     | 37.9%      | 964            |
| 5 to 9 employees     | 27.6%      | 703            |
| 10 to 19 employees   | 21.5%      | 547            |
| 20 to 49 employees   | 10.1%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

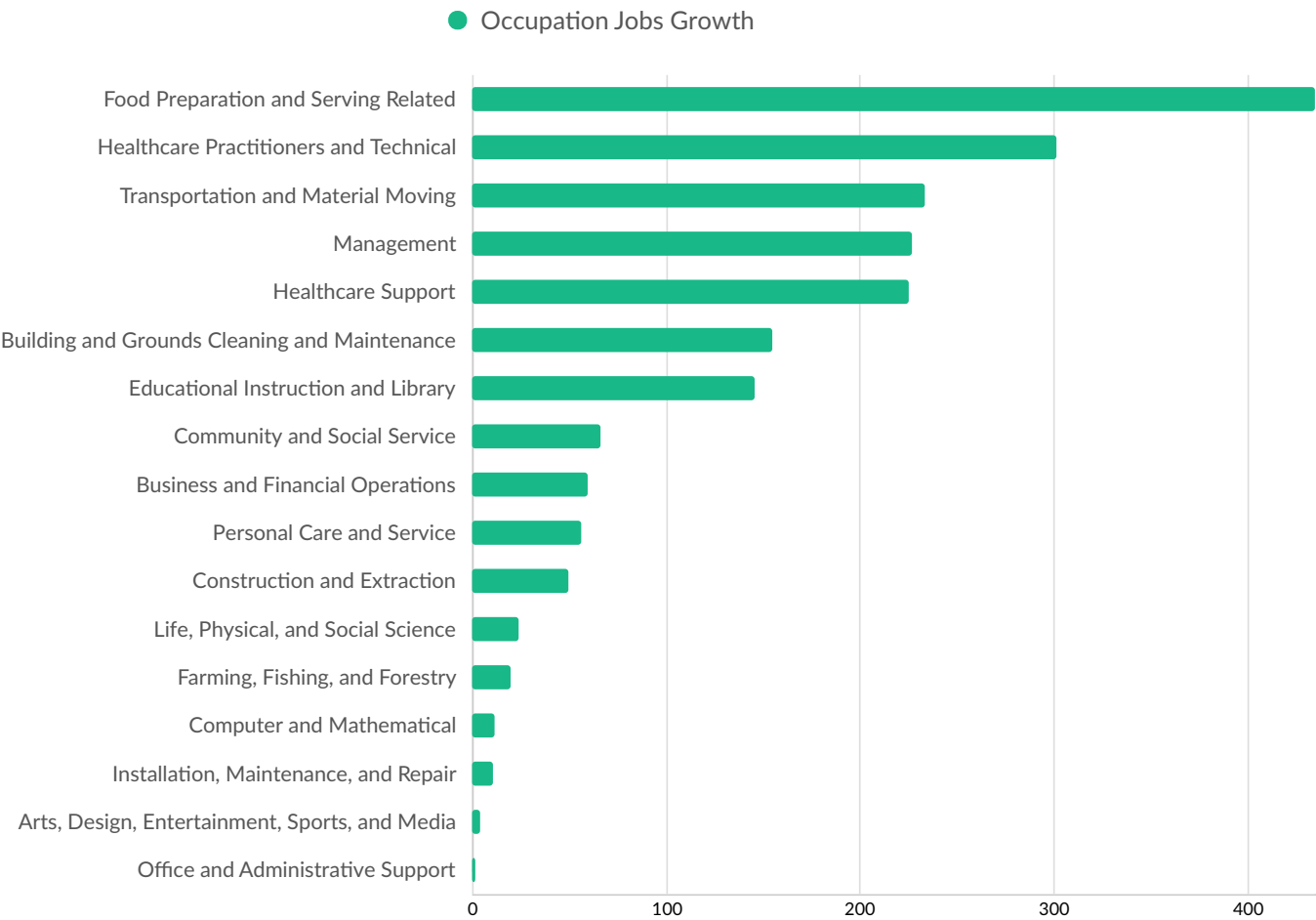
*\*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

# Workforce Characteristics

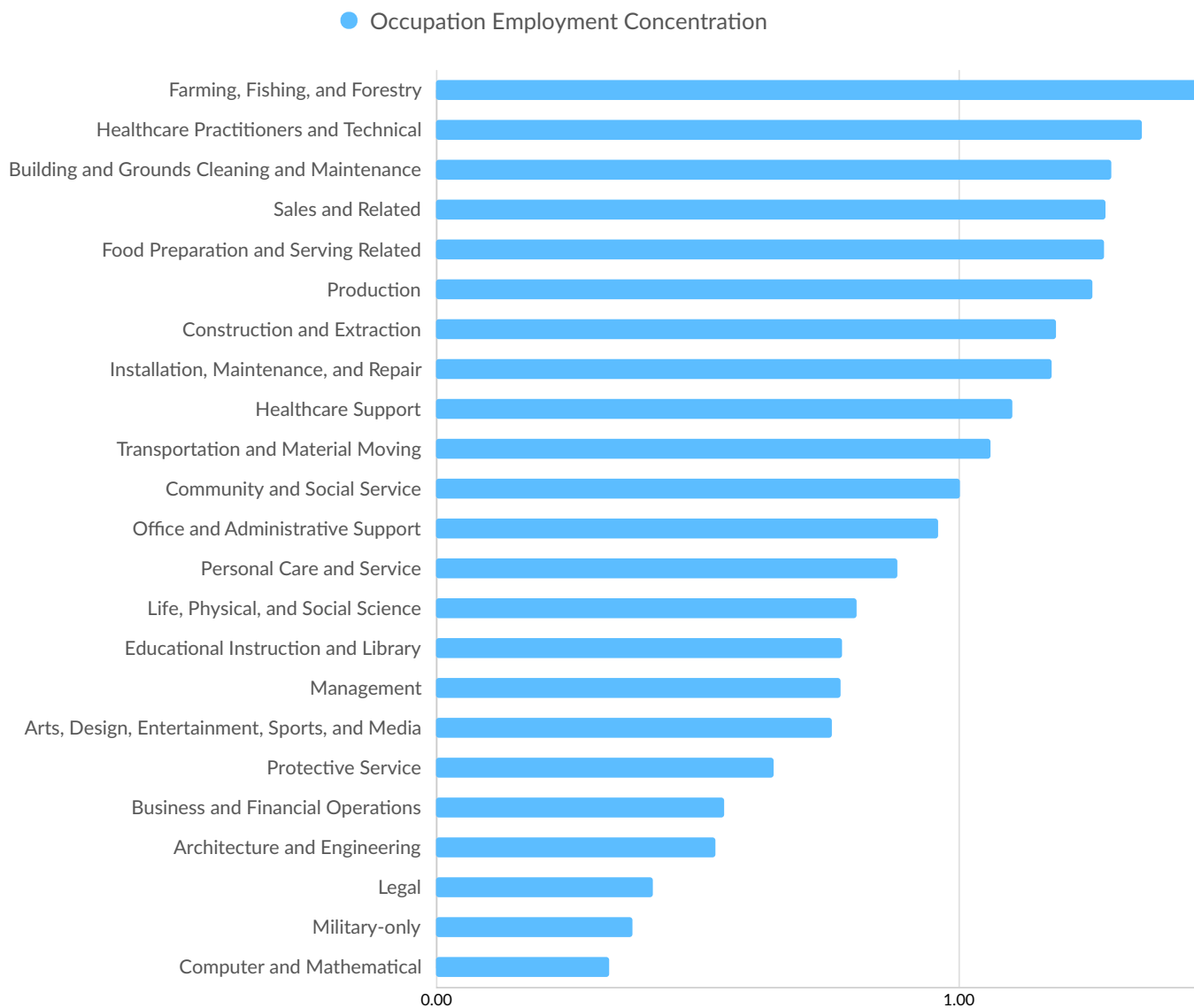
## Largest Occupations



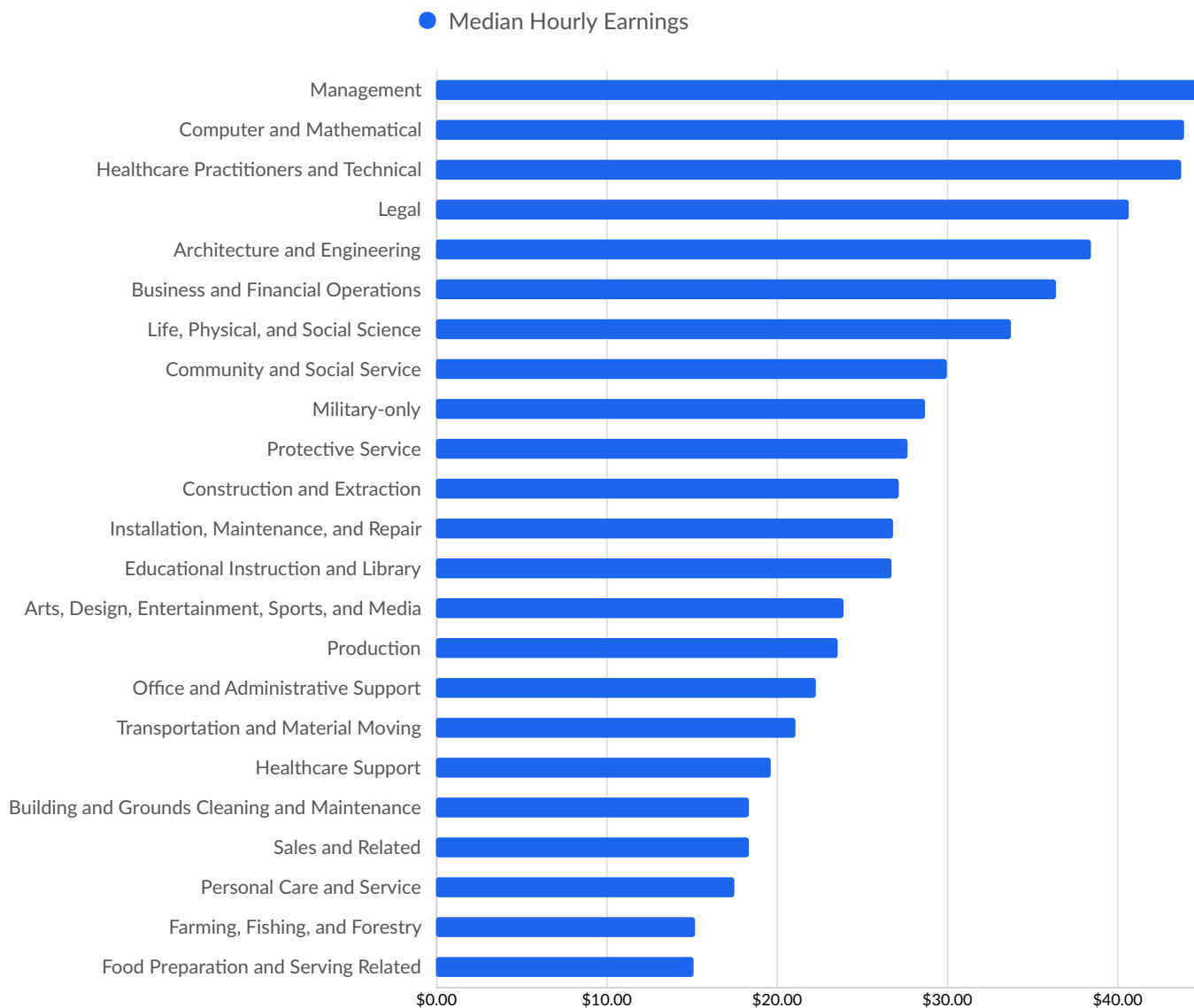
## Top Growing Occupations



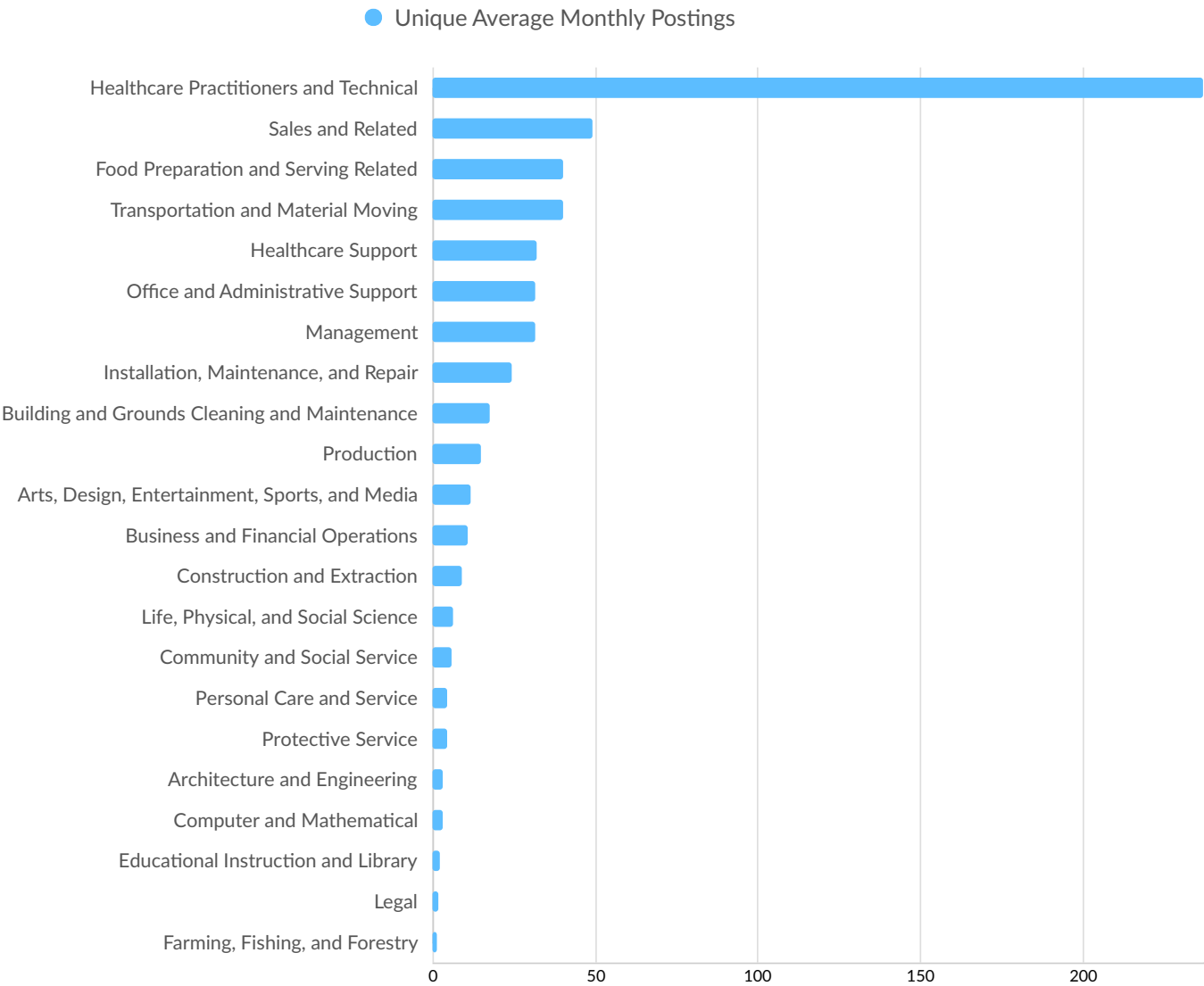
## Top Occupation Employment Concentration



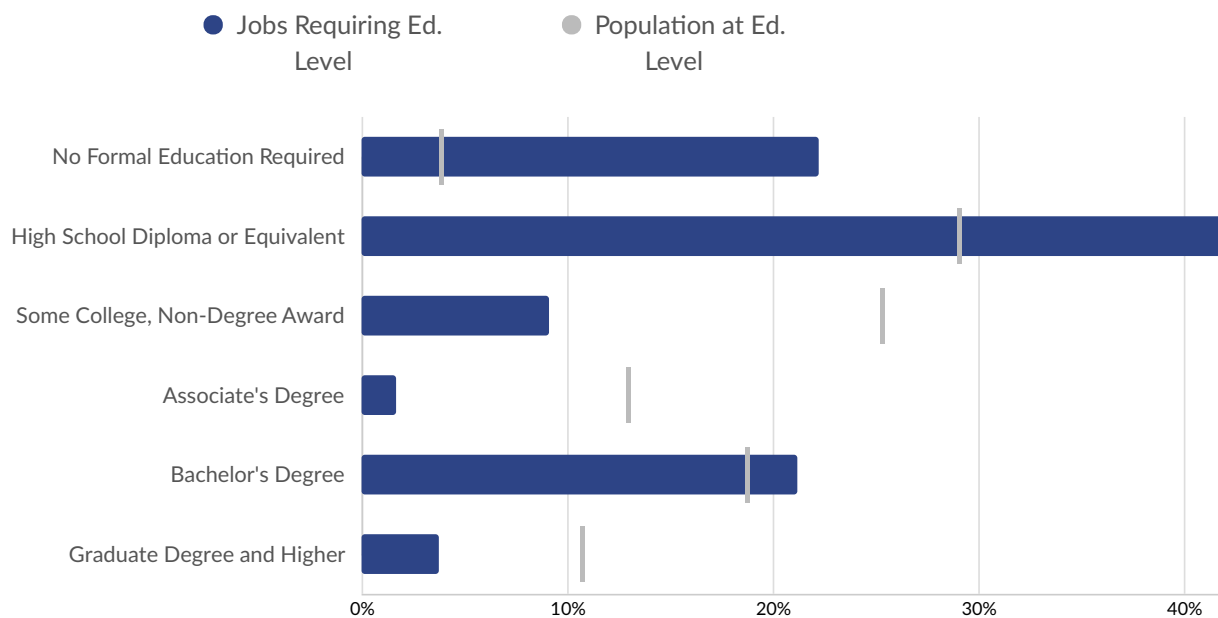
## Top Occupation Earnings



## Top Posted Occupations

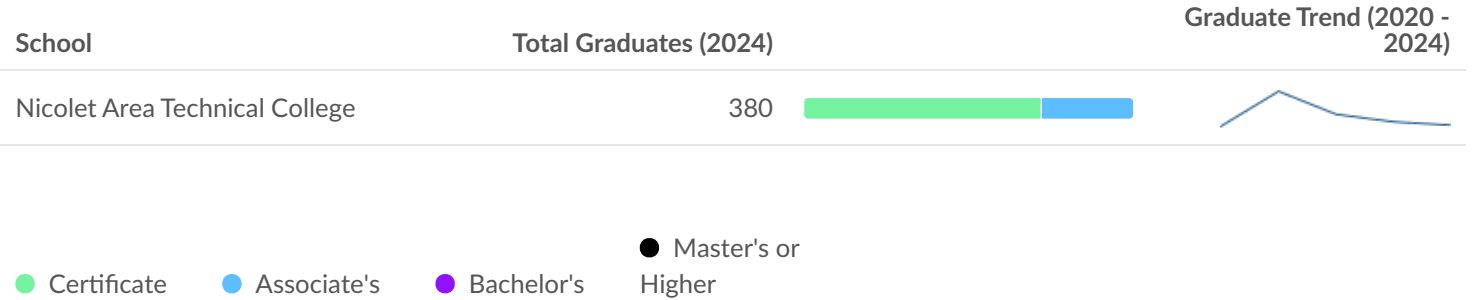


## Underemployment



## Educational Pipeline

In 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

