

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

38,131

Population (2025)

Population **grew by 267** over the last 5 years and is projected to **grow by 672** over the next 5 years.

19,389

Total Regional Employment

Jobs **grew by 1,874** over the last 5 years and are projected to **grow by 532** over the next 5 years.

$69.4K

Median Household Income (2024)

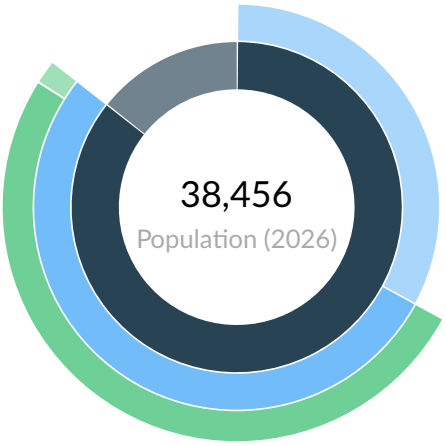
Median household income is **$11.4K below** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **increased by 0.7%** since 2020, growing by 267. Population is expected to **increase by 1.8%** between 2025 and 2030, adding 672.
- From 2020 to 2025, jobs **increased by 10.7%** in Oneida County, WI from 17,515 to **19,389**. As the number of jobs increased, the **labor force participation rate increased from 55.3% to 57.7% 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 **12.9% 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 (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	38,456	20,281	19,389	101.0	$2.40B	$3.23B	$2.76B
State	5,995,935	3,191,892	3,272,992	100.3	$465.83B	$405.24B	$440.26B

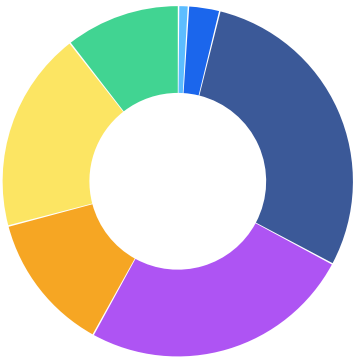
Jul 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	32,906
Not in Labor Force (16+)	12,625
Labor Force	20,281
Employed	19,632
Unemployed	649
Under 16, Military, and institutionalized Population	5,550

Educational Attainment

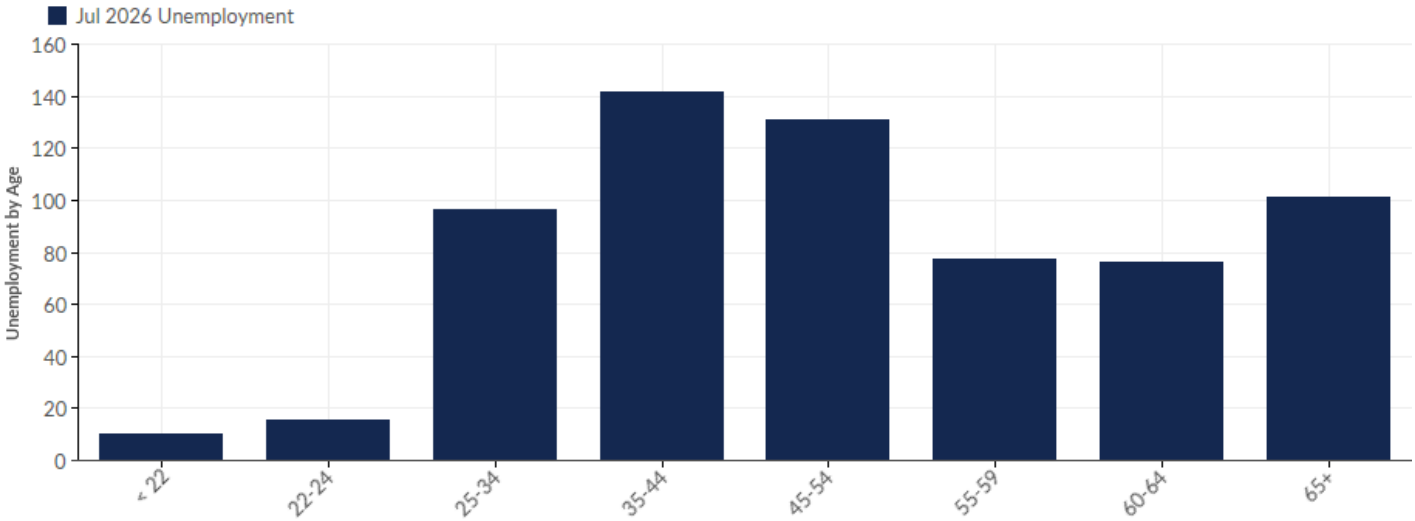
Concerning educational attainment, **18.6% of Oneida County, WI residents possess a Bachelor's Degree** (3.2% below the national average), and **12.9% hold an Associate's Degree** (4.0% above the national average).



	% of Population	Population
Less Than 9th Grade	0.9%	271
9th Grade to 12th Grade	2.9%	867
High School Diploma	29.0%	8,701
Some College	25.2%	7,575
Associate's Degree	12.9%	3,868
Bachelor's Degree	18.6%	5,583
Graduate Degree and Higher	10.6%	3,187

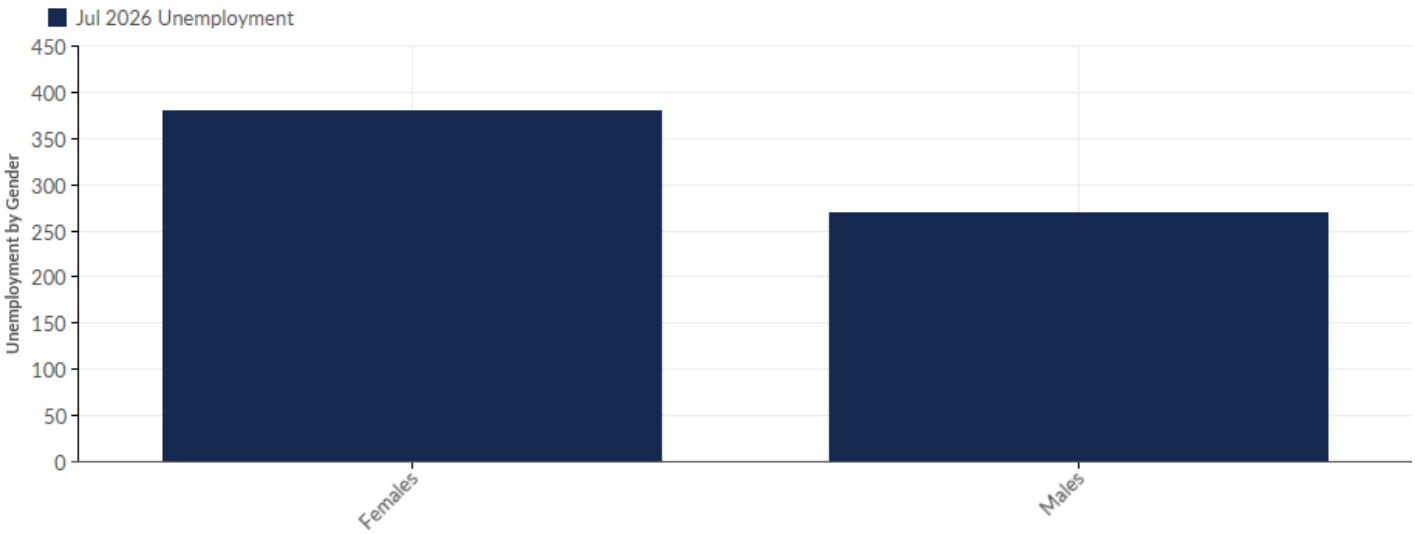
Unemployment by Demographics

Unemployment by Age



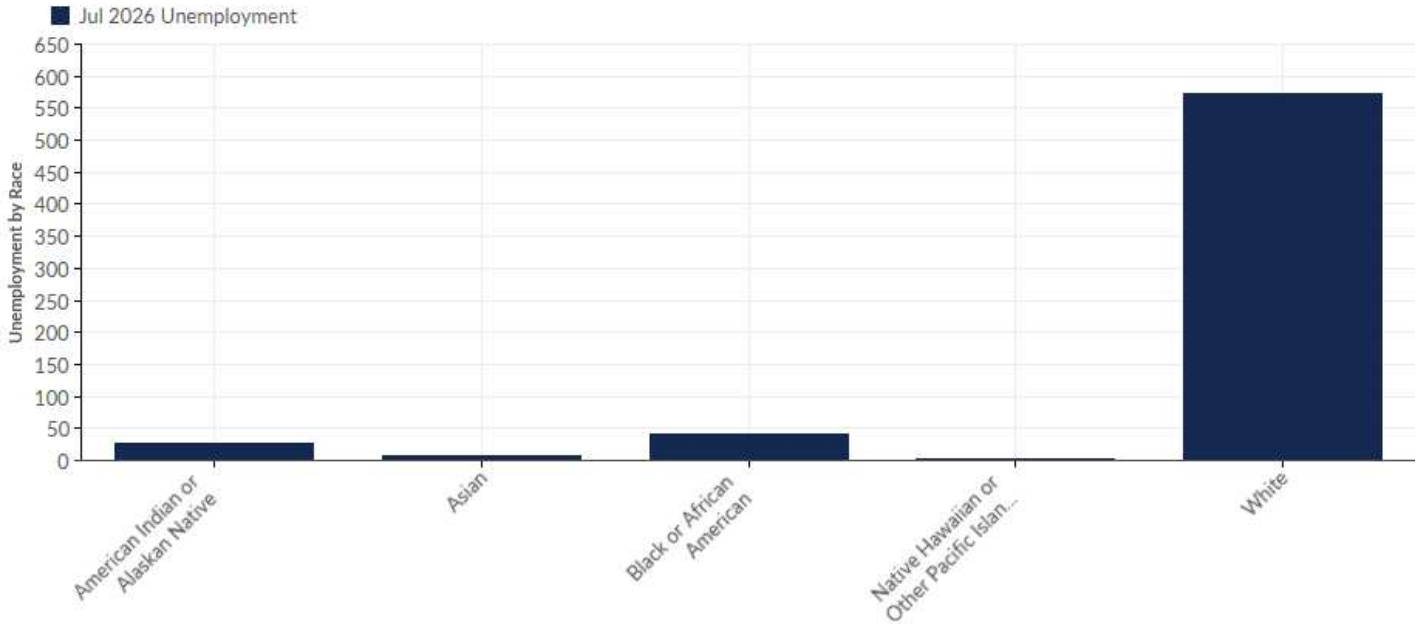
Age		Unemployment (Jul 2026)	% of Unemployed
< 22		10	1.54%
22-24		16	2.47%
25-34		96	14.79%
35-44		141	21.73%
45-54		131	20.18%
55-59		77	11.86%
60-64		76	11.71%
65+		101	15.56%
	Total	649	100.00%

Unemployment by Gender



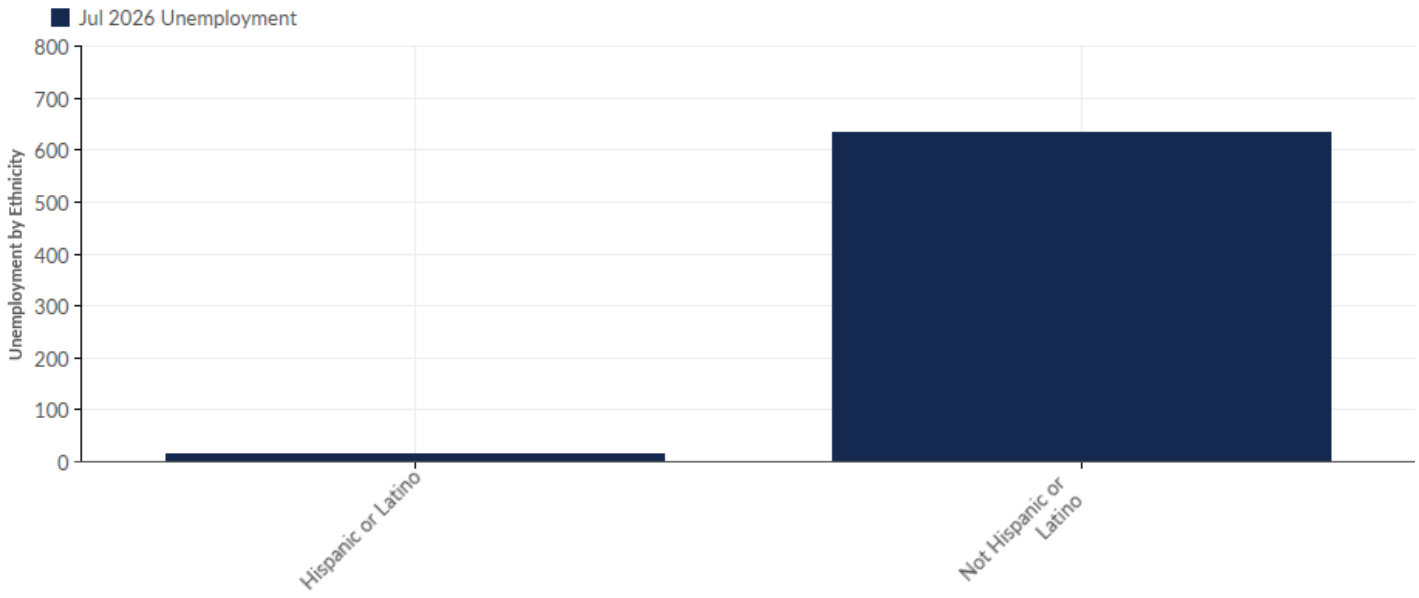
Gender	Unemployment (Jul 2026)	% of Unemployed
Females	380	58.55%
Males	269	41.45%
Total	649	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	26	4.01%
Asian	7	1.08%
Black or African American	42	6.47%
Native Hawaiian or Other Pacific Islander	2	0.31%
White	572	88.14%
Total	649	100.00%

Unemployment by Ethnicity

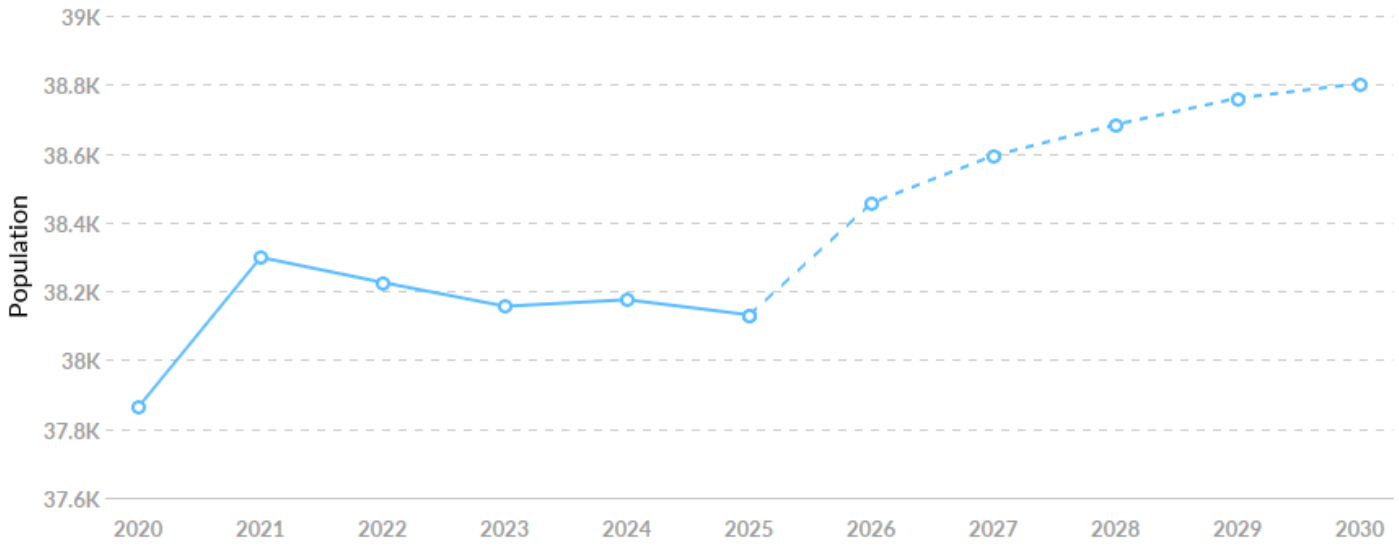


Ethnicity		Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino		16	2.47%
Not Hispanic or Latino		633	97.53%
	Total	649	100.00%

Historic & Projected Trends

Population Trends

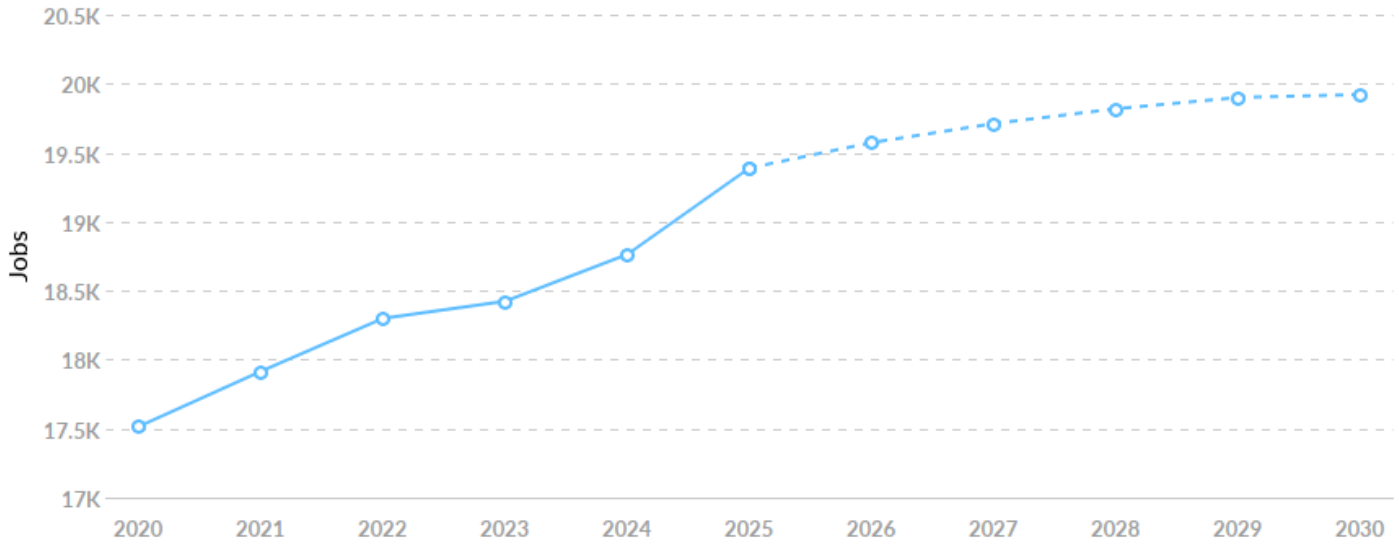
As of 2025 the region's population **increased by 0.7%** since 2020, growing by 267. Population is expected to **increase by 1.8%** between 2025 and 2030, adding 672.



Timeframe	Population
2020	37,864
2021	38,298
2022	38,225
2023	38,156
2024	38,175
2025	38,131
2026	38,456
2027	38,594
2028	38,684
2029	38,761
2030	38,803

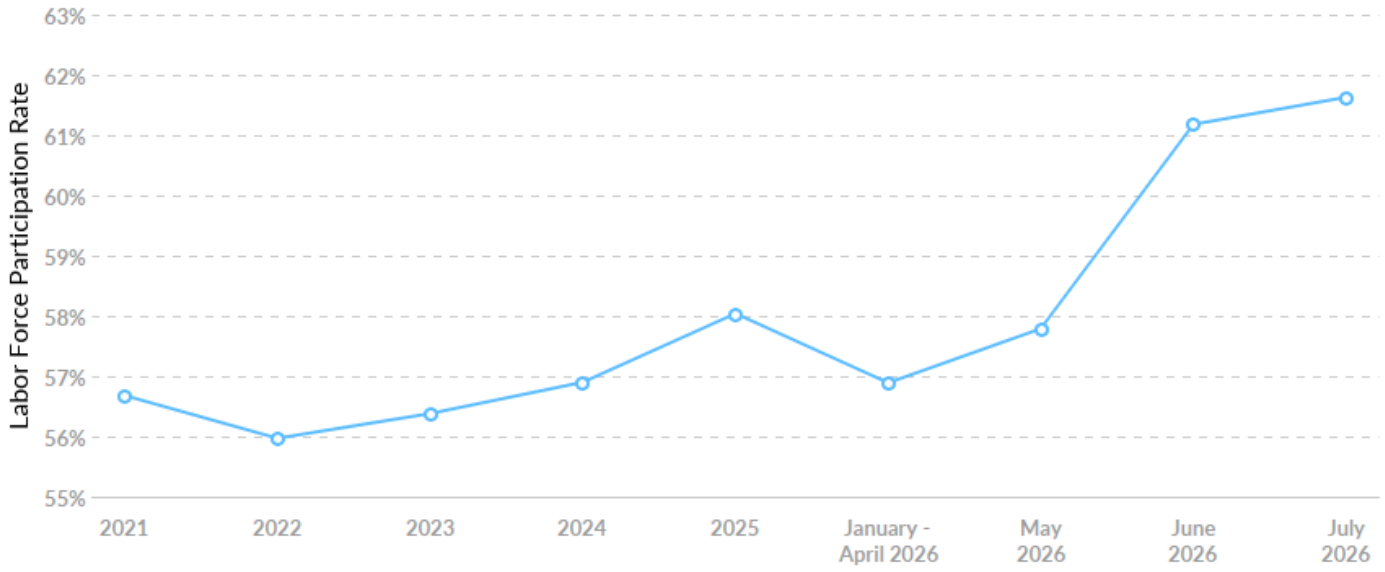
Job Trends

From 2020 to 2025, jobs **increased by 10.7%** in Oneida County, WI from 17,515 to **19,389**.



Timeframe	Jobs
2020	17,515
2021	17,915
2022	18,299
2023	18,423
2024	18,763
2025	19,389
2026	19,573
2027	19,711
2028	19,818
2029	19,900
2030	19,921

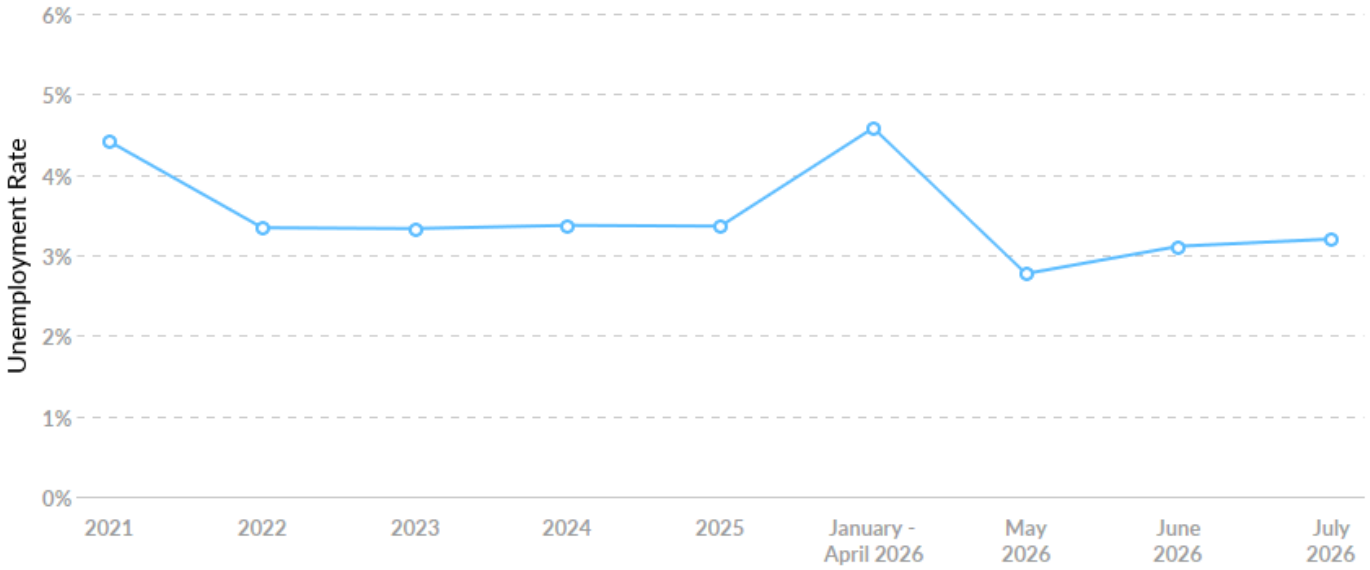
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	56.68%
2022	55.97%
2023	56.38%
2024	56.90%
2025	58.04%
January - April 2026	56.89%
May 2026	57.79%
June 2026	61.18%
July 2026	61.63%

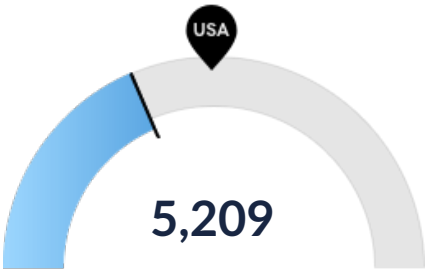
Unemployment Rate Trends

Oneida County, WI had a July 2026 unemployment rate of 3.20%, **decreasing from 4.41%** 5 years before.



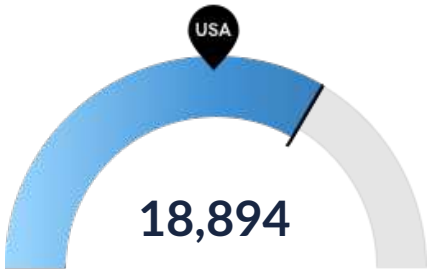
Timeframe	Unemployment Rate
2021	4.41%
2022	3.34%
2023	3.33%
2024	3.37%
2025	3.36%
January - April 2026	4.58%
May 2026	2.77%
June 2026	3.11%
July 2026	3.20%

Population Characteristics



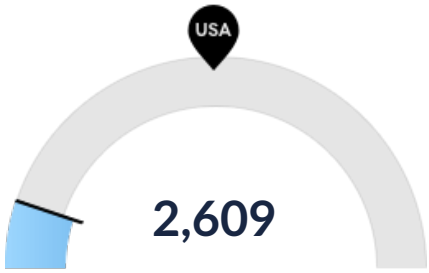
Millennials

Oneida County, WI has 5,209 millennials (ages 25-39). The national average for an area this size is 7,780.



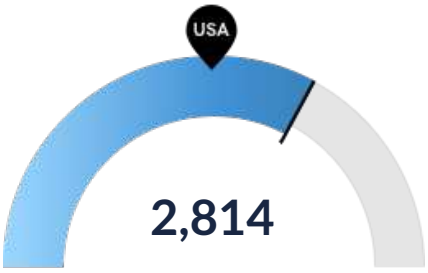
Retiring Soon

Retirement risk is high in Oneida County, WI. The national average for an area this size is 11,804 people 55 or older, while there are 18,894 here.



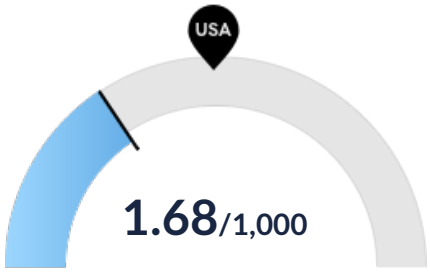
Racial Diversity

Racial diversity is low in Oneida County, WI. The national average for an area this size is 16,737 racially diverse people, while there are 2,609 here.



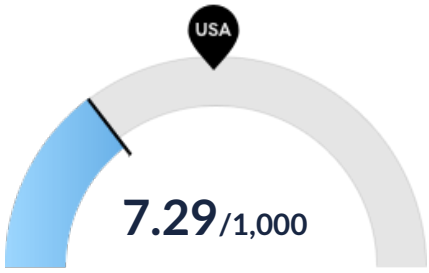
Veterans

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



Violent Crime

Oneida County, WI has 1.68 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

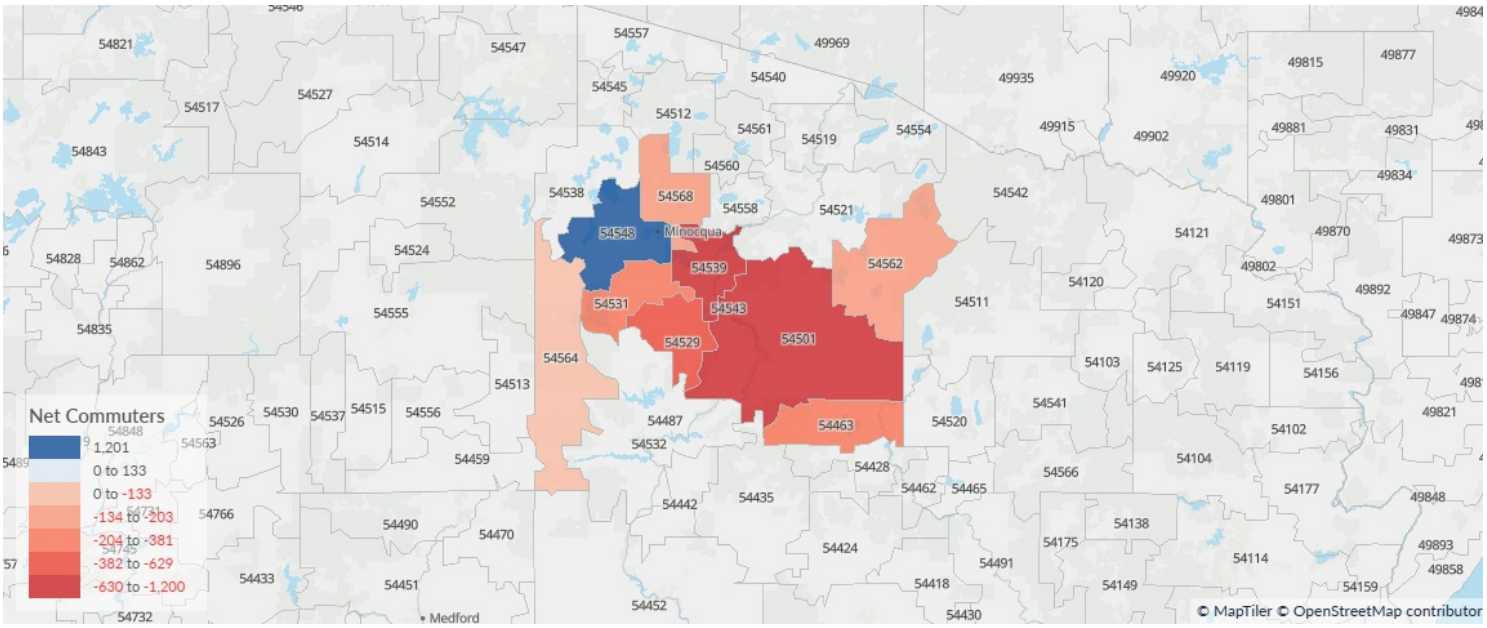


Property Crime

Oneida County, WI has 7.29 property crimes per 1,000 people. The national rate is 14.58 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...	10,284
54548	Minocqua, WI (in Oneid...	4,102
54568	Woodruff, WI (in Oneid...	2,624
54562	Three Lakes, WI (in One...	978
54531	Hazelhurst, WI (in Onei...	495

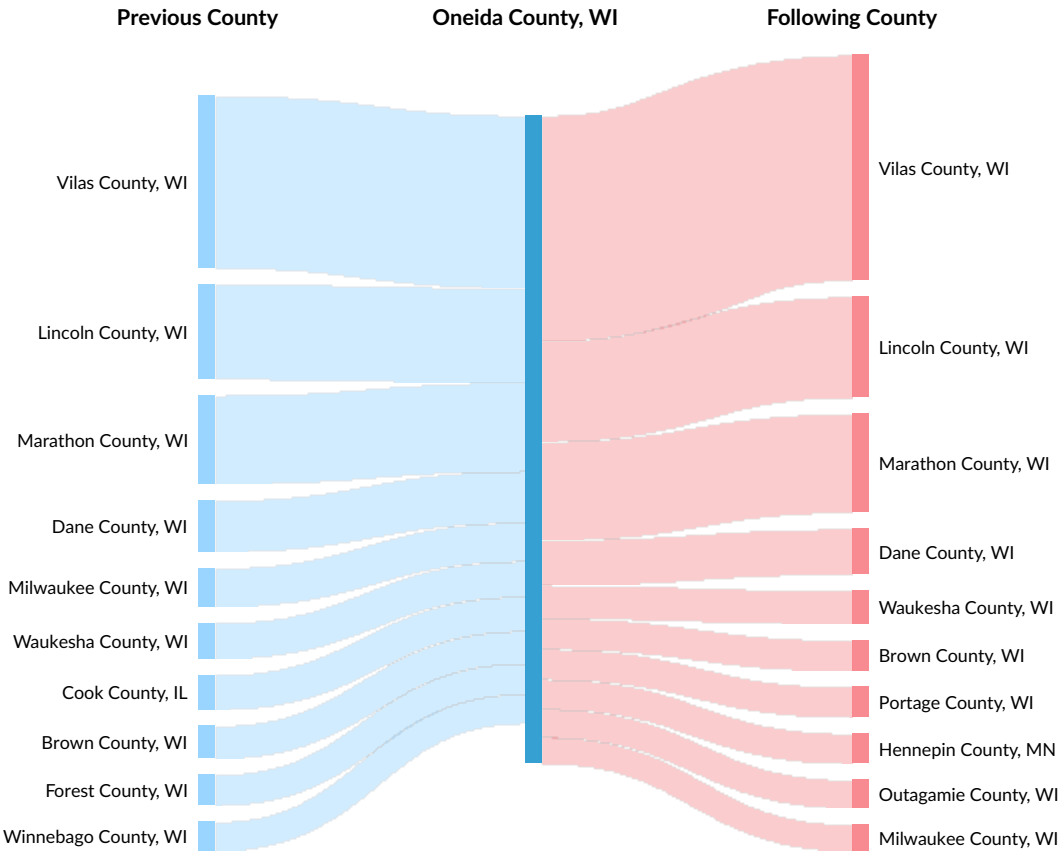
Where Talent Lives

ZIP	Name	2025 Workers
54501	Rhinelander, WI (in One...	10,994
54548	Minocqua, WI (in Oneid...	2,900
54568	Woodruff, WI (in Oneid...	2,800
54562	Three Lakes, WI (in One...	1,112
54539	Lake Tomahawk, WI (in ...	820

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.



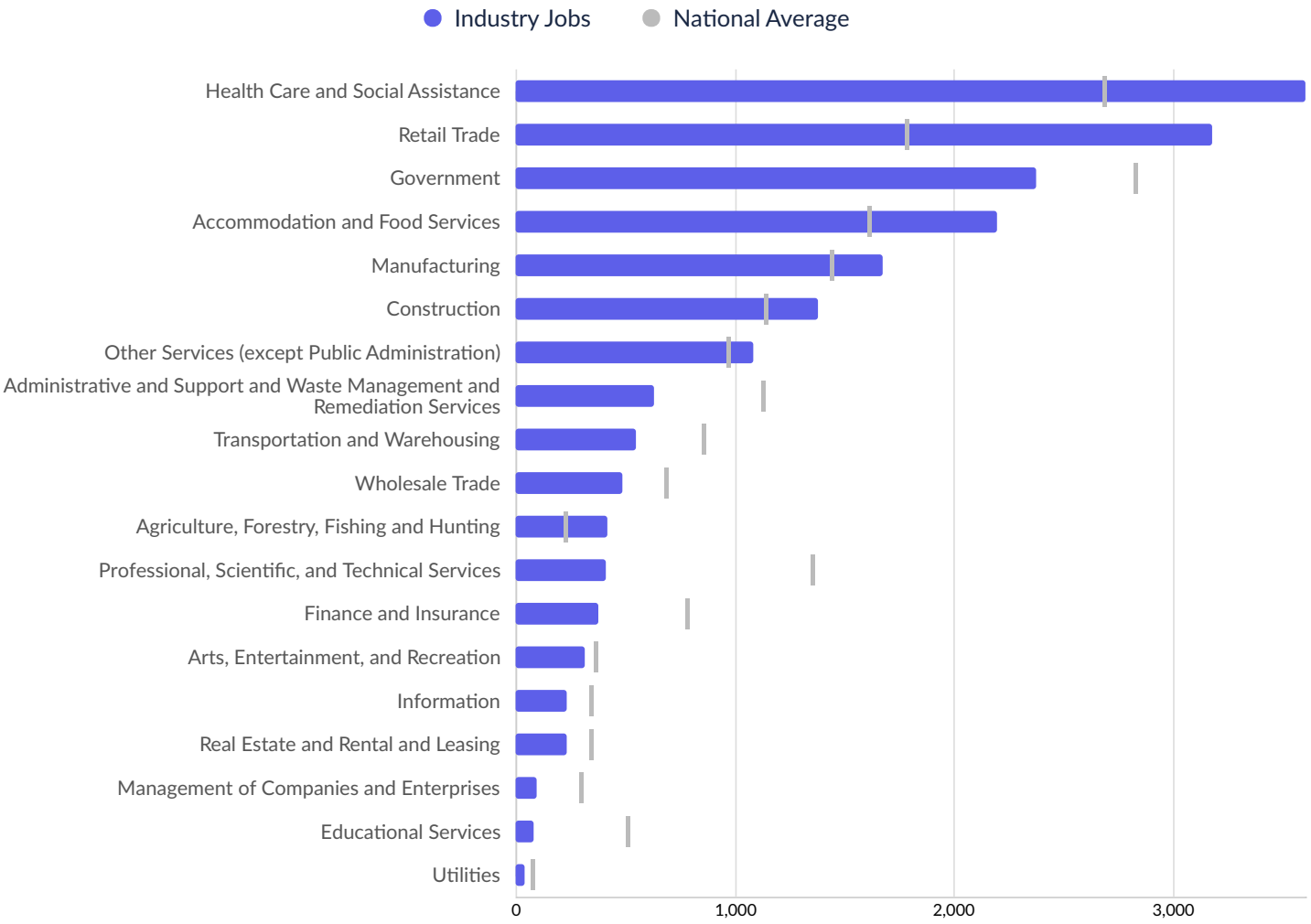
Top Previous Counties	Migrations
Vilas County, WI	201
Lincoln County, WI	110
Marathon County, WI	103
Dane County, WI	60
Milwaukee County, WI	45
Waukesha County, WI	41

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

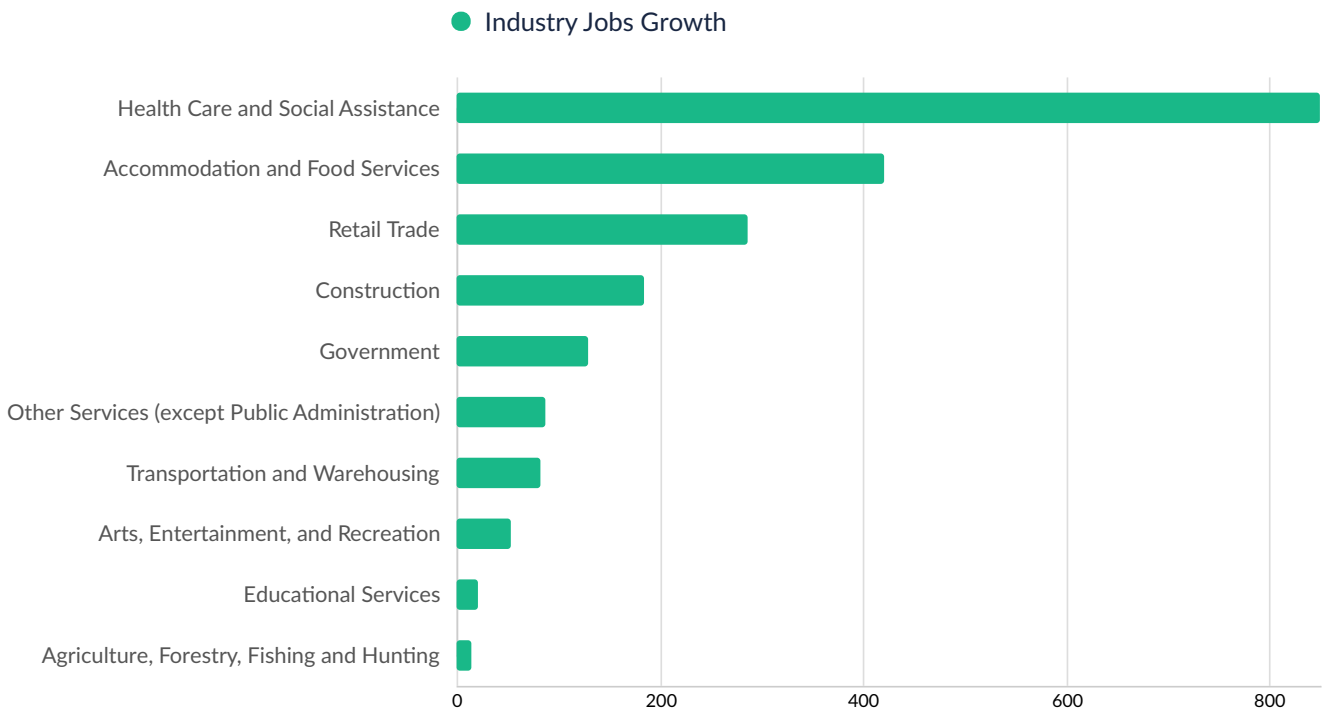
Top Following Counties	Migrations
Vilas County, WI	262
Lincoln County, WI	117
Marathon County, WI	115
Dane County, WI	53
Waukesha County, WI	39
Brown County, WI	36
Portage County, WI	35
Hennepin County, MN	35
Outagamie County, WI	33
Milwaukee County, WI	31
Winnebago County, WI	27
Langlade County, WI	25
Kane County, IL	22
Wood County, WI	21
Ramsey County, MN	17

Industry Characteristics

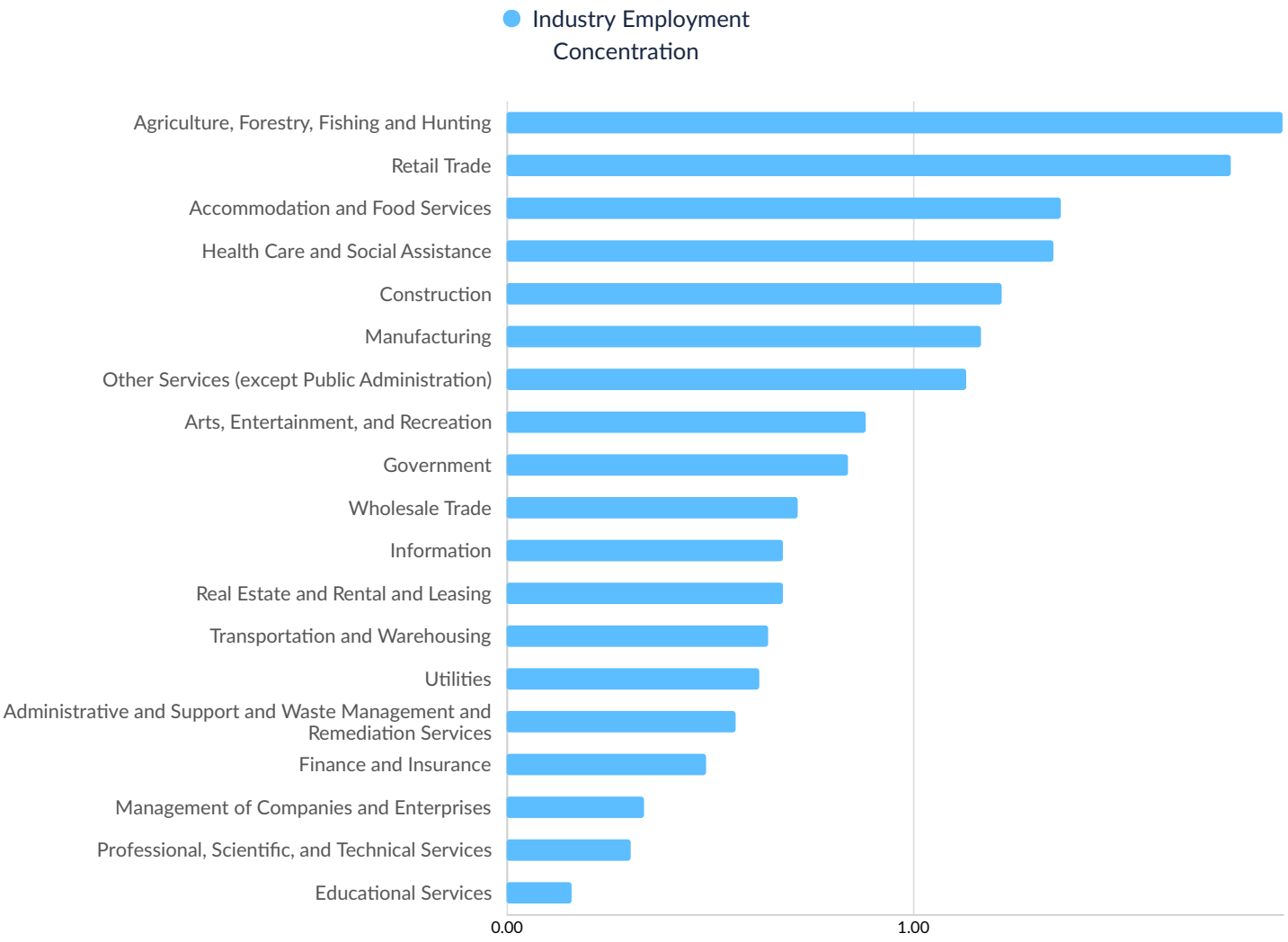
Largest Industries



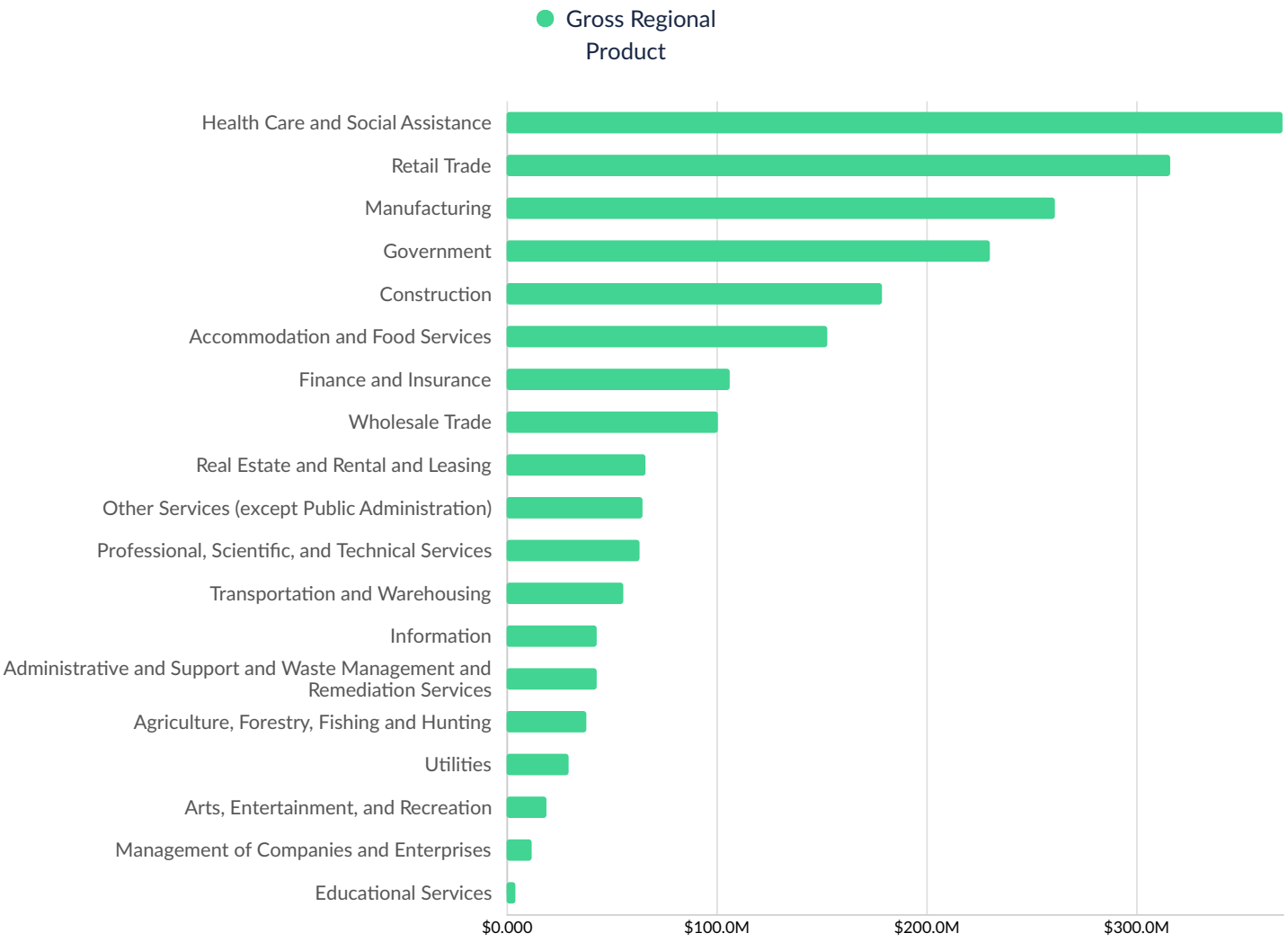
Top Growing Industries



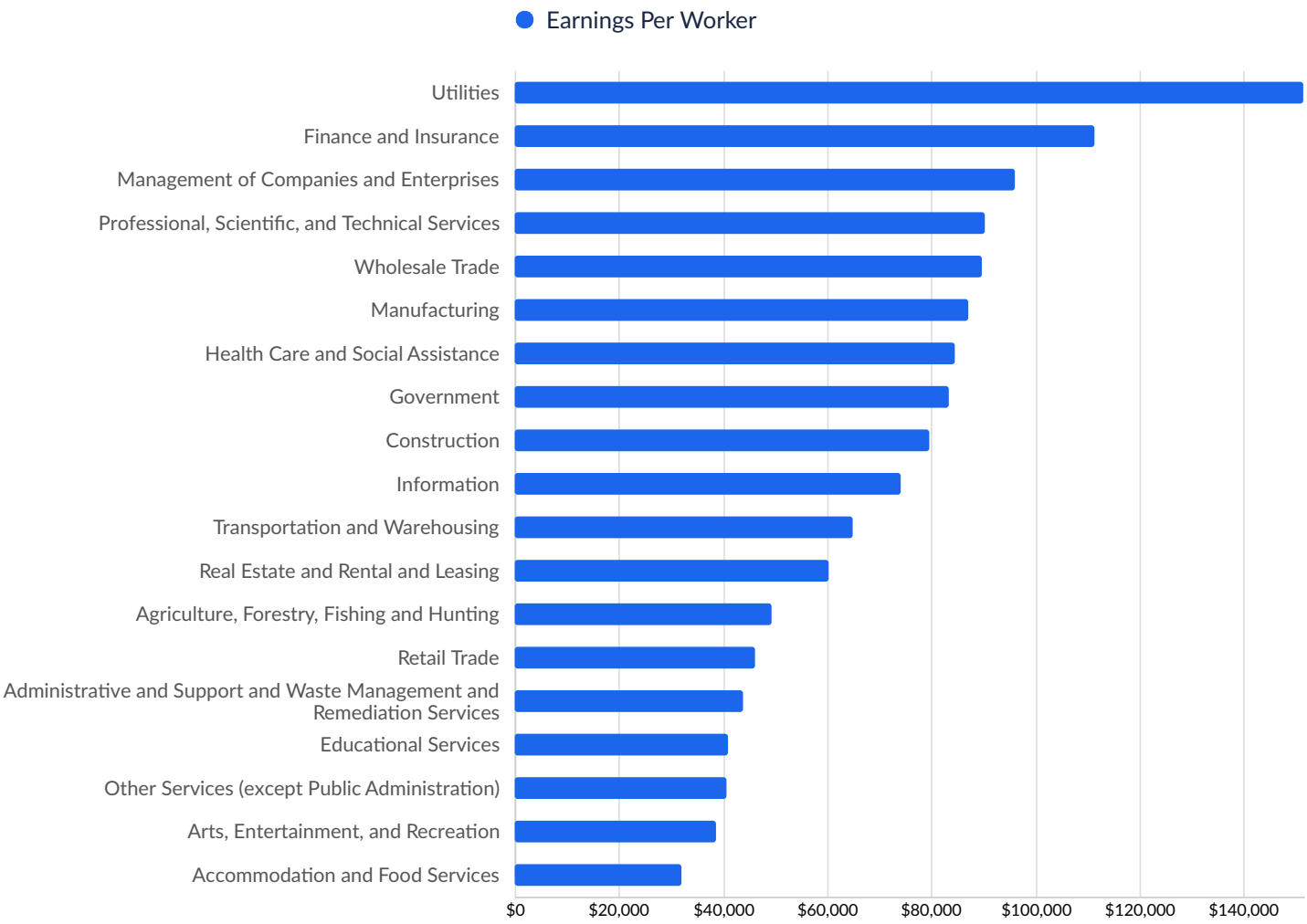
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

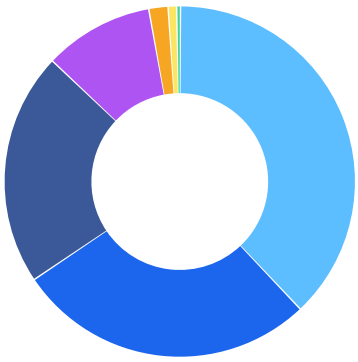
3,117 Companies Employ Your Workers

Online profiles for your workers mention 3,117 companies as employers, with the top 10 appearing below. In the last 12 months, 756 companies in Oneida County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	199
Nicolet College	148
Ministry Health Care	132
State of Wisconsin	127
Aspirus	126
School District Of Rhinelander	106
Oneida County	69
Printpack	60
Lakeland Union High School	56
Ahlstrom	44

Top Companies Posting	Unique Postings
Aspirus	445
Marshfield Clinic	222
Aya Healthcare	145
CompHealth	134
Weatherby Healthcare	116
Walmart	108
Supplemental Health Care	92
Oneida County	65
Vetted Health	65
MedPro Healthcare Staffing	63

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

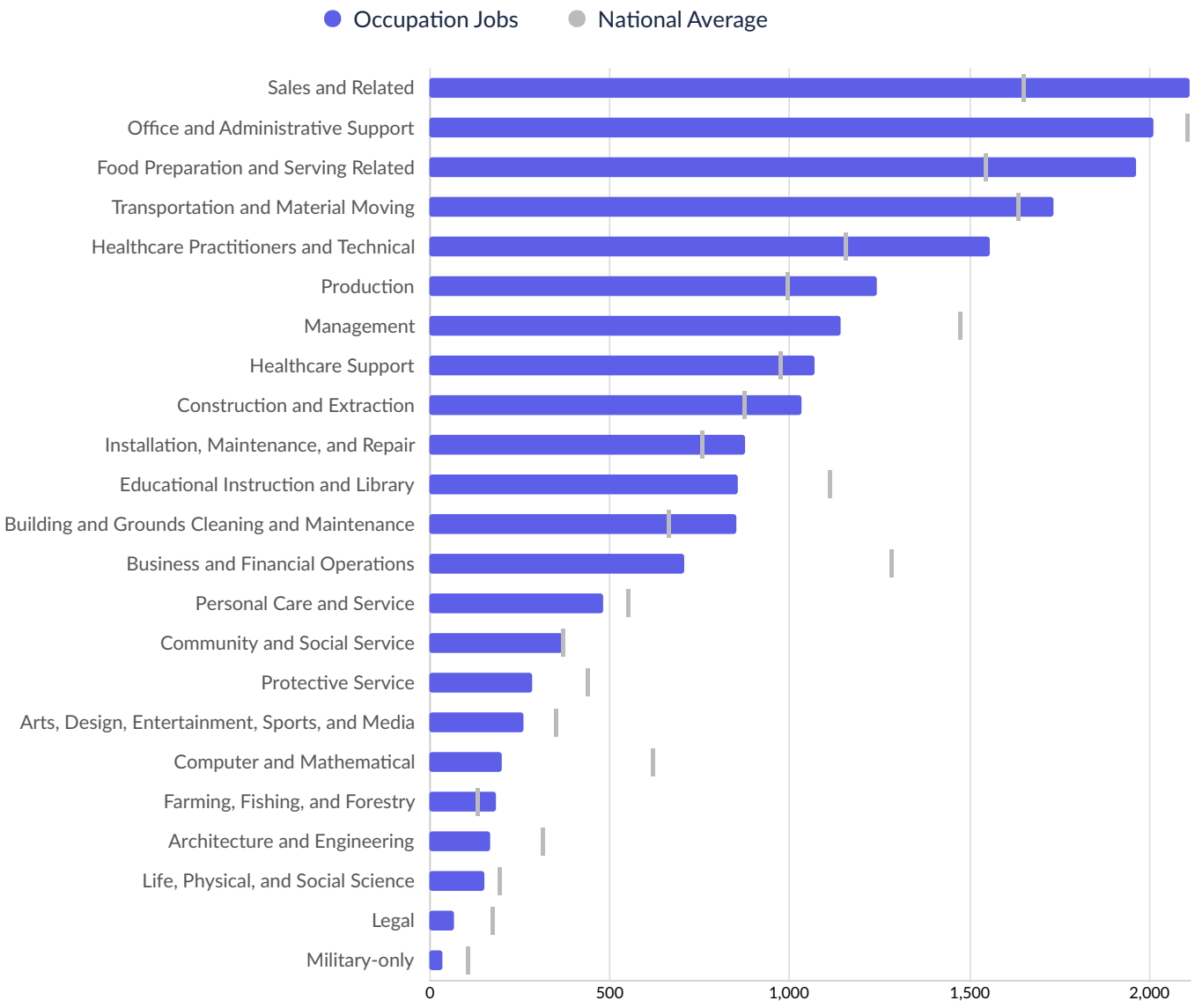
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Layoff Activity (Reported WARN Notices)

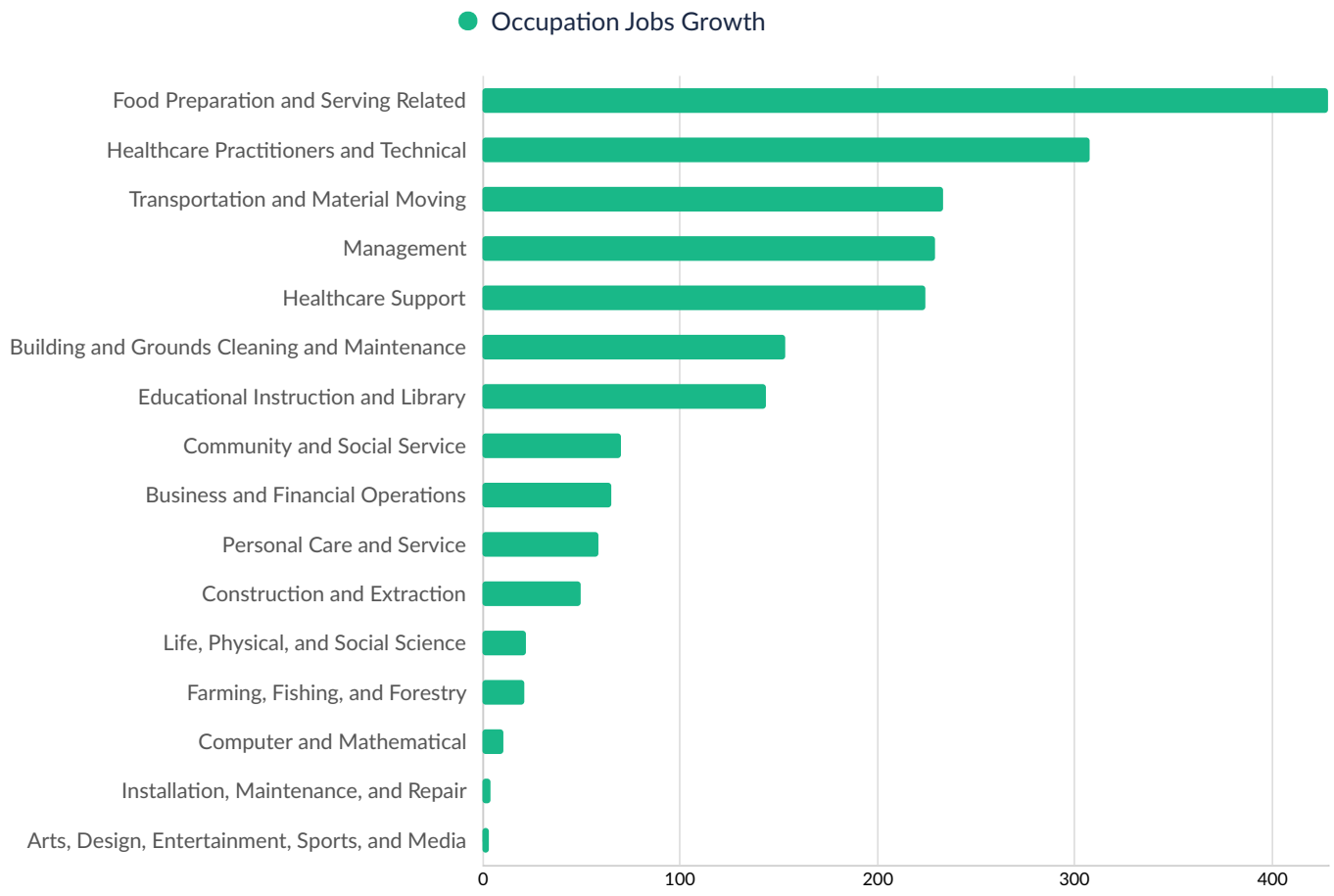
No WARN layoff events were found for the selected region and time period.

Workforce Characteristics

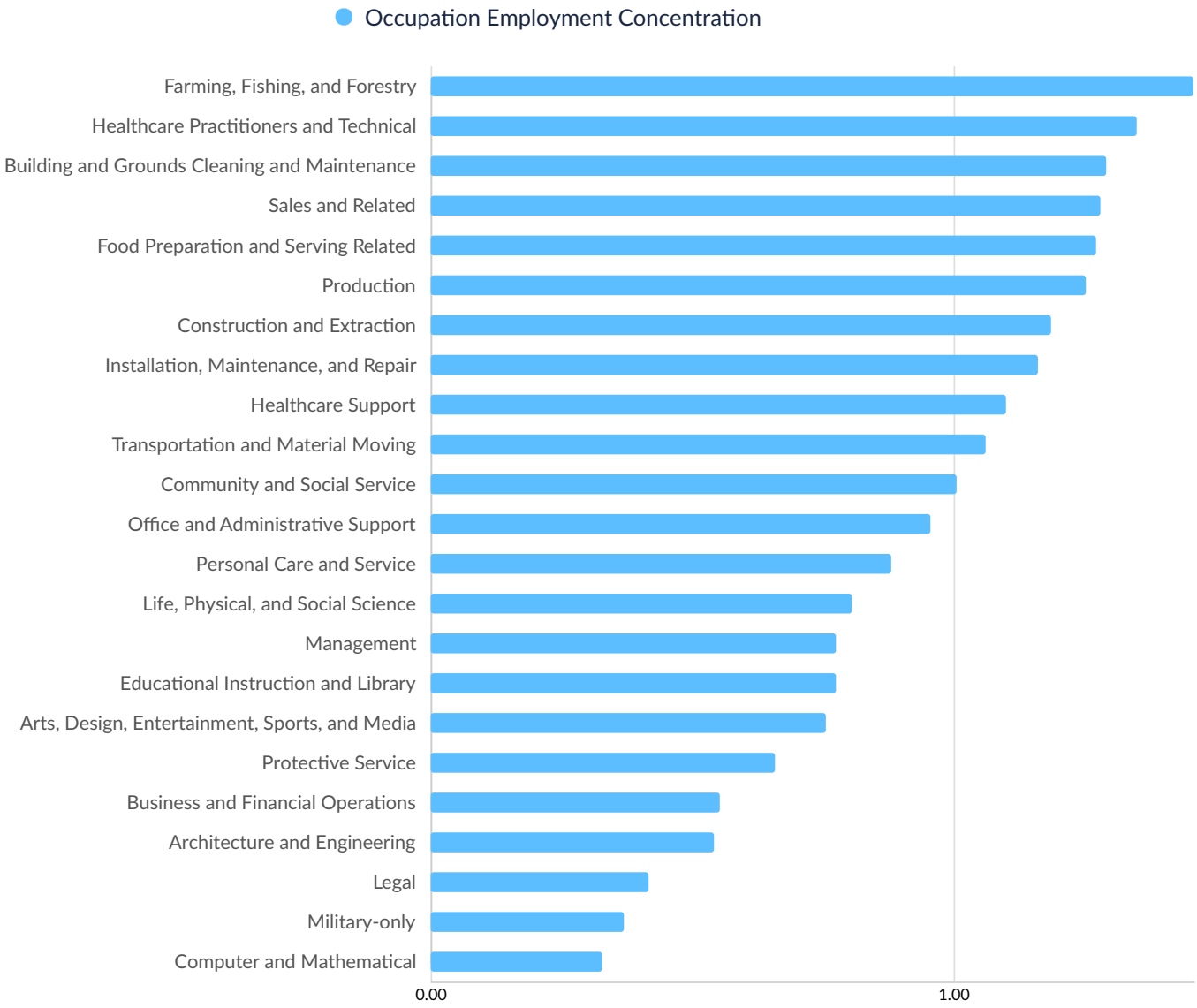
Largest Occupations



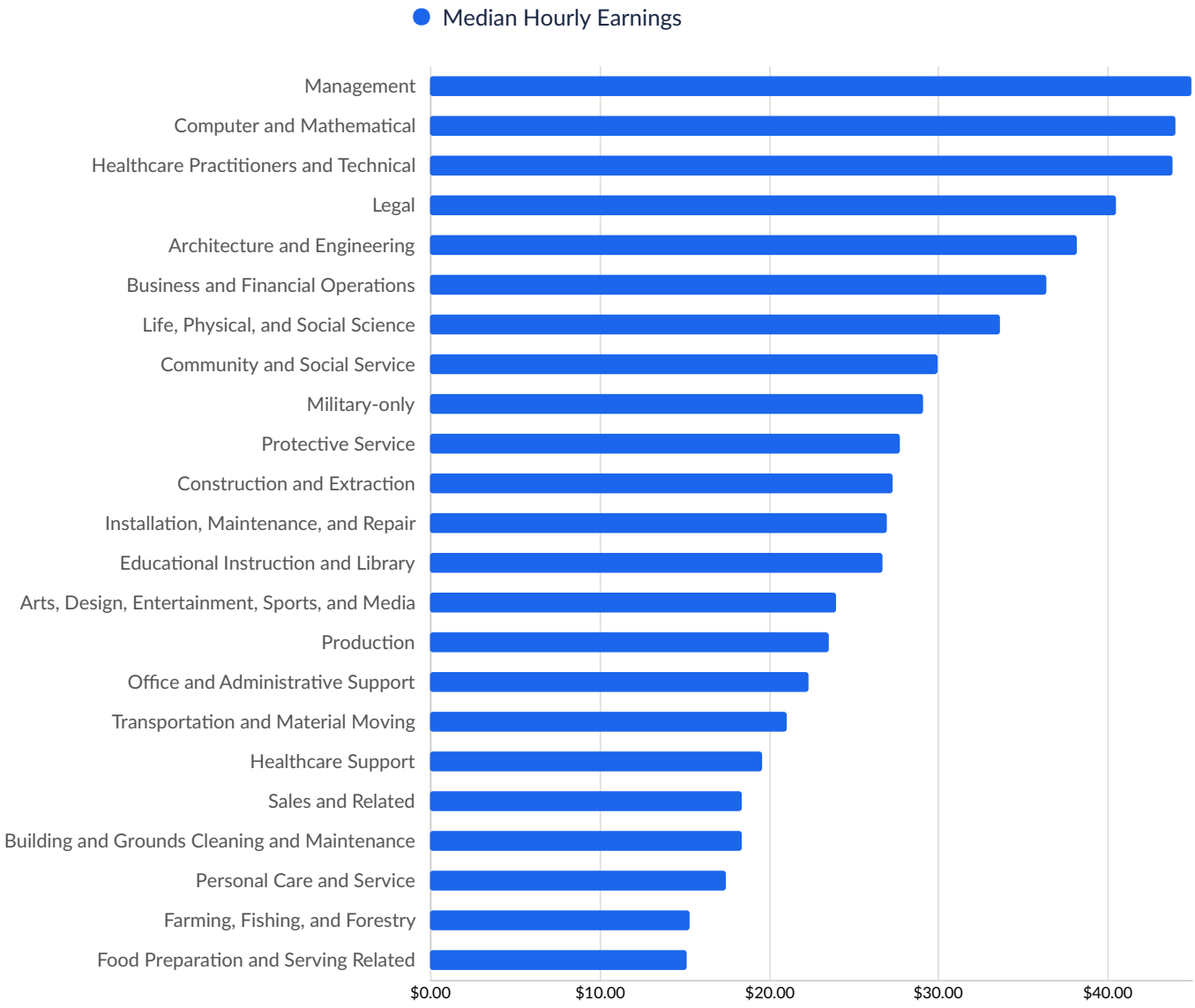
Top Growing Occupations



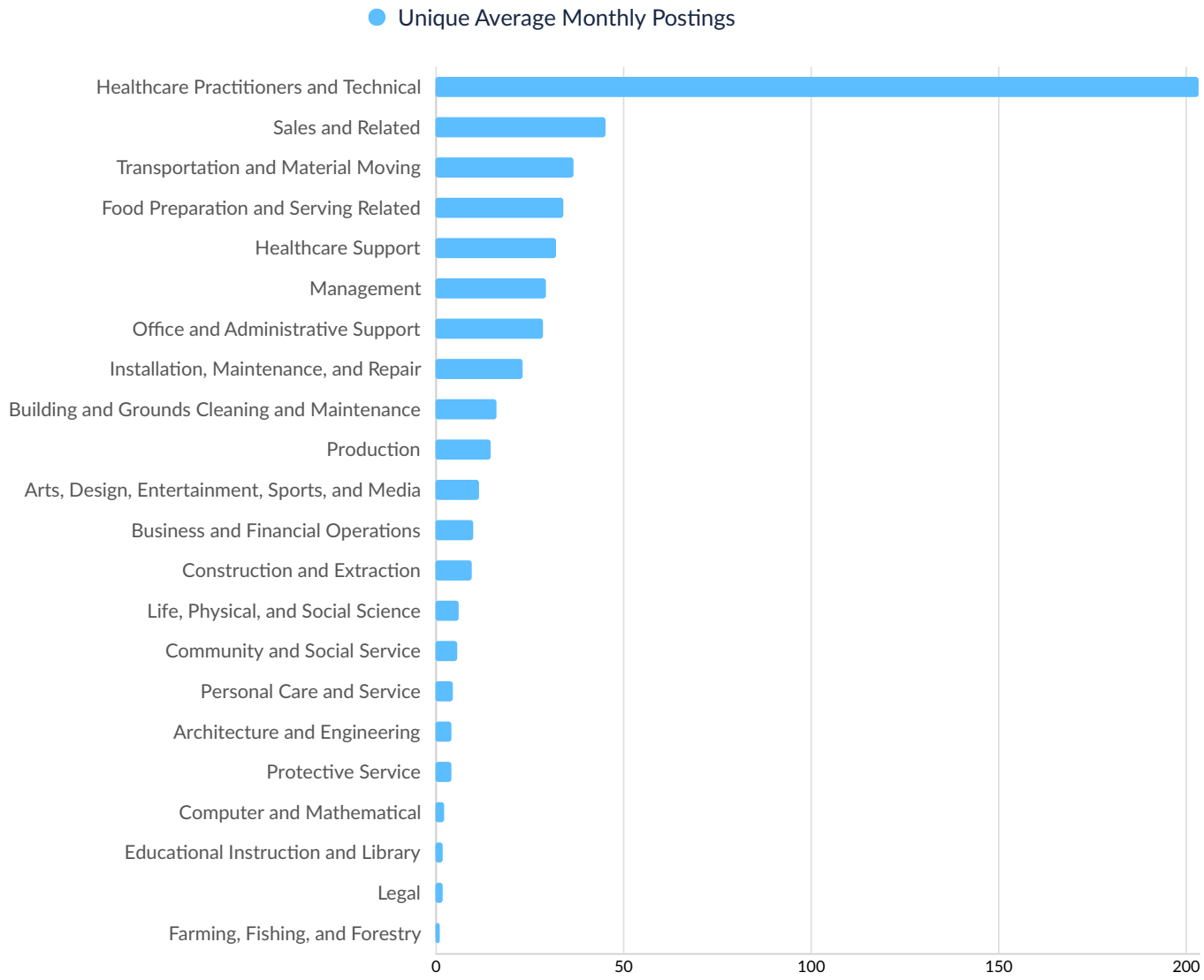
Top Occupation Employment Concentration



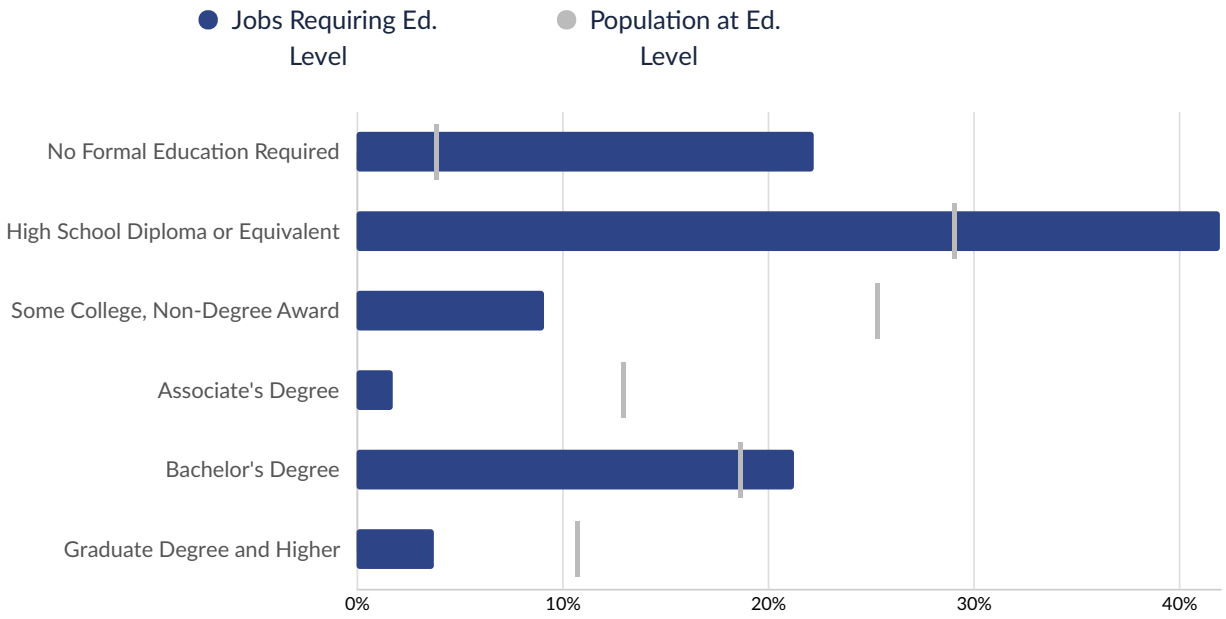
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2025, there were 359 graduates in Oneida County, WI. This pipeline has shrunk by 28% 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 (2025)	Graduate Trend (2021 - 2025)
Nicolet Area Technical College	359	



In-Demand Skills

