

Demographics from: *Oneida County Outdoor Recreation Plan, 2019-2023*

2.2 SOCIAL CHARACTERISTICS

Introduction

This section describes the social and economic factors that shape Oneida County. This type of information can give a general feeling of how trends in recreational needs might be changing, because the residents are changing. Developing an understanding of these characteristics and their changes will help direct future planning efforts in the appropriate directions.

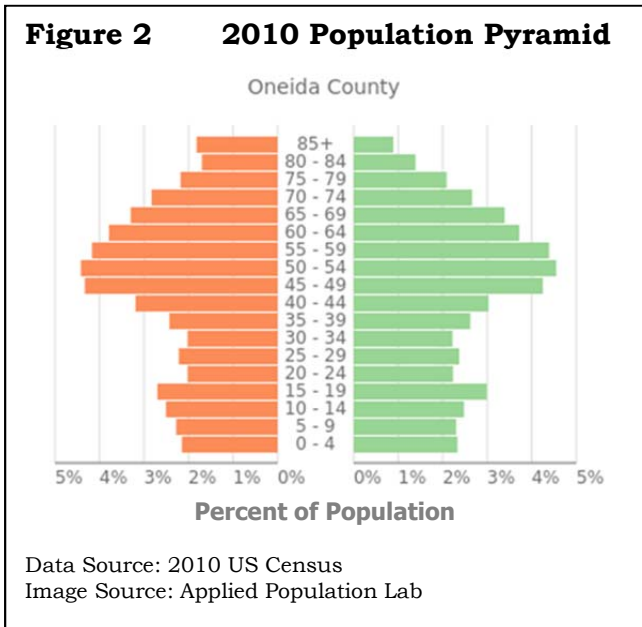
Population

The population is projected to increase between 2015 and 2030, resulting in a total population incline, see Table 1. As of 2015 Oneida County’s population estimate is 36,232, which was conducted by the Wisconsin Department of Administration – the same agency that created the 2013 population projections.

Figure 2 illustrates the county’s 2010 population by age and gender. Oneida County’s largest population cohorts, for both males and females, are the 45-49, 50-54, and 55-59 year olds. Median age in the County increased from 48.0 years old in 2010 to 50.3 years old in 2015. The population is almost equally balanced male and female until about 80 years and older when females outnumber males, as is expected due to females’ naturally longer life expectancy.

Year	2015	2020	2025	2030
Population	35,825	37,265	38,905	39,905

Source: WI DOA, 2013

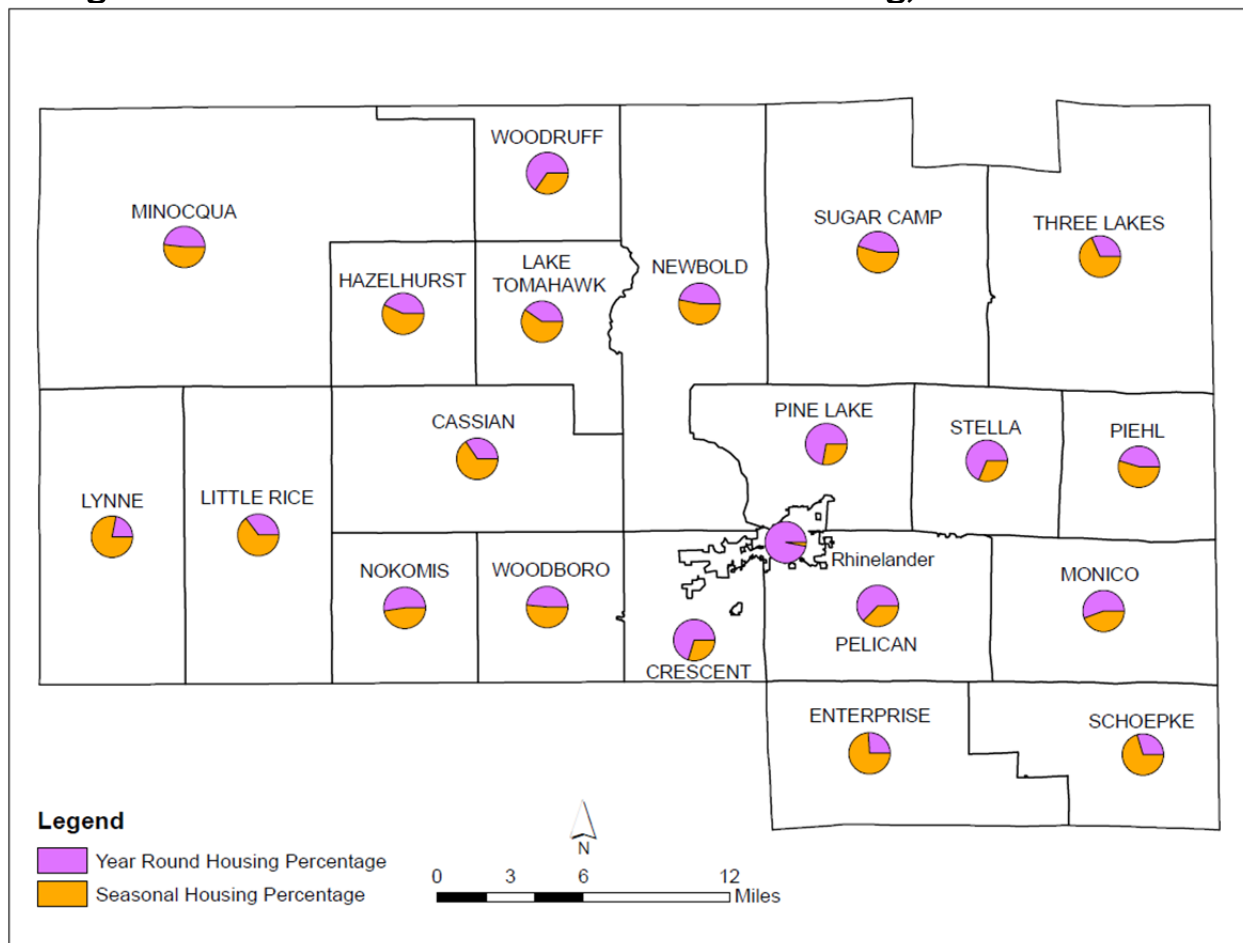


Housing

Homes that are used on a seasonal basis are a significant part of the housing stock in the county (45%) much more than the level for the State (7.1%), as of the 2016 American Community Survey. Only in four towns (Crescent, Pelican, Pine Lake, and Stella), three of which are adjacent to Rhinelander, are seasonal dwellings about a third or less of the housing stock. In six towns (Cassian, Enterprise, Little Rice, Lynne, Schoepke, and Three Lake) seasonal dwellings are at least 60% of all housing units, and in five (Crescent 29.6%, Pelican 37.2%, Pine Lake 28%, Stella 31.4%, and Woodruff 34.8%) of the remaining towns are they less than forty percent of the total.

The trend over the last 20 years has been for seasonal home owners to retire in Oneida County, thus becoming permanent residents in their former “cottages.” New permanent and seasonal homes are being built too. Both of these trends are projected to continue.

Figure 2 Permanent and Seasonal Housing, 2016



Source: U.S. Census, 2016 ACS

Demographic Trends

Table 2 shows a comparison within Oneida County of demographic indicators from the 2010 Census and the Census' 2016 American Community Survey 5-year estimates. The total population increased by 210 persons. The percentage of persons under 5 and under 18 have both declined, but the percentage of persons over 65 years has increased and the median age has increased as well.

Racial diversity within the County has increased slightly, with the percentage of White, Non-Hispanic persons decreasing from 97.9% to 97.4%, and the percentages of persons identifying as Black, Asian, or Hispanic all increasing, with American Indian decreasing slightly.

Table 2: Oneida County's Quick Demographics

	2010	2016
Population	35,998	35,601
Persons under 5 years	4.7%	4.5%
Persons under 18 years	18.4%	17.2%
Persons 65 years and over	21.7%	25.1%
Female persons	50.0%	50.0%
White persons (not Hispanic)	96.6%	96.2%
Black persons	0.4%	0.5%
American Indian persons	0.9%	1.2%
Asian persons	0.5%	0.6%
Hispanic or Latino persons	1.1%	1.5%
High school graduates or higher*	91.9%	92.0%
Bachelor's degree or higher*	22.4%	26.2%
Housing units	30,125	30,666
Average household size	2.21	2.34
Median household income	\$45,857	\$49,715

Source: U.S. Census, 2010, & QuickFacts2016

*percentage of persons age 25 and over

Educational attainment has increased in the County since 2010. The percentage of persons with a high school degree or higher increased from 91.9% to 92.0%, and those with a Bachelor's degree or higher increased from 22.4% to 26.2%. These trends are increasing, however The State has rates of 91.4% for high school or higher and 28.4% for a Bachelor's degree or higher.

The Office of Economic Advisors (OEA) within the Wisconsin Department of Workforce Development creates countywide workforce profiles that include some demographic data. The 2017 profile provided the following population perspective:

Oneida County gained 210 residents from April 2010 to January 2016, increasing at a rate of 0.6%, which is slower than the statewide growth rate of

1.5%. This ranks Oneida as the 39th fastest growing county in Wisconsin. Rhinelander, the Oneida County seat, remained the most populous municipality and declined by 1.7% over this 6-year period. The Town of Nokomis experienced the fastest growth rate (5.0%) and gained 68 new people over the 6-year period.

Oneida County's population growth was due to the 2.9% net migration, which overtook the natural increase (births over deaths) which was -2.3%. Low natural growth typically indicates an older population. The high migration rate is an indication that Oneida County continues to be an attractive destination for retiring individuals.

Employment

Overall, the labor force has decreased from 2010 to 2016 by 8.0%; see **Table 3**. The labor force is defined as the number of persons, 16 years old and over who are either employed or looking for work. People over 16 years old who are students, homemakers, retired, institutionalized, or unable/unwilling to seek employment are not considered part of the labor force. The unemployment rate in Oneida County decreased slightly from 5.5% in 2010 to 5.1% in 2016. Even though the employment rate has gone down, there are fewer employed individuals in 2016 vs. 2010.

	2010	2016
Labor Force	18,897	17,381
Employed	17,798	16,503
Unemployed	5.5%	5.1%
Participation Rate	61.9%	57.4%

Source: U.S. Census

Table 4 shows trends in the industry sector composition of Oneida County from the Quarterly Census of Employment and Wages (QCEW) program. While labor market information examines the employment status of Oneida County residents, this information is based on establishments located within Oneida County.

	Average Employment	1-yr Change
Natural Resources	194	-14
Construction	789	31
Manufacturing	1,532	5
Trade, Transportation, Utilities	4,465	31
Information	266	-3
Financial Activities	544	0
Professional & Business Services	1,135	-104
Education & Health	3,861	-63
Leisure & Hospitality	2,226	16
Other Services	562	-10
Public Administration	1,016	116

Source: WI DWD, QCEW, June 2016

These three industries have the largest share of jobs in Oneida County:

- Trade, Transportation, Utilities - Education & Health - Leisure & Hospitality
 Together, these industry sectors accounted for 63.6% of jobs in Oneida County in 2016.

Outdoor Recreation and the Oneida County Economy

Analysis by Myles Alexander, Oneida County UW Extension

Outdoor recreation is critical to the health of the Oneida County economy.

Tourism: In 2017, visitors to Oneida County spent \$229,848,781 according to the Wisconsin Department of Tourism. They spent it at restaurants, hotels, retail establishments, and other local businesses that provided 2,208 jobs and over \$52 million in wage income. Visitors are drawn to the lakes and woods in all seasons for the full range of outdoor recreational activities. Data from 2017 visitor surveys suggests tourists are also interested in the growing number and variety of good restaurants. The Northwoods draws visitors to Oneida County. Businesses then provide the changing mix of goods and services visitors expect. Tourist spending in Oneida County grew over 3.6% from 2016 to 2017.

Seasonal and Retirement Home Ownership: As mentioned earlier the 2014 American Community Survey determined 42.7% of homes in Oneida County are utilized on a seasonal basis. Cottage renovation and expansion, and new construction adds to the number of year-round homes. A 2016 analysis of property values in Oneida County show waterfront properties are 76% of total assessed residential value. The popularity of second and retirement homes in Oneida County is largely due to the appeal of the outdoor environment. Seasonal residents and retirees appreciate the variety of outdoor activities available at their doorstep.

Tourism and second home ownership are critical to the Oneida County economy. Both depend on the quality and availability of outdoor recreational activities.