

Background & Demographics

Background

A comprehensive plan is a local government's guide to community physical, social, and economic development. Comprehensive Plans are not meant to serve as land use regulations in themselves, and, instead, they provide a rational basis for local land use decisions with a twenty-year horizon for future planning and community decisions. The County Comprehensive Plan is a dynamic – living document that can be amended at any time.

According to the Wisconsin Comprehensive Planning Law, a comprehensive plan must address at least nine of the following topics:

- Demographics
- Agricultural, Natural, and Cultural Resources
- Housing
- Transportation
- Utilities and Community Facilities
- Economic Development
- Land Use
- Intergovernmental Cooperation
- Implementation

This Plan is an update of the 2013 Comprehensive Plan adopted by the County, with much of the Plan being brought forward with updated data.

In 1933, Oneida County adopted the first rural zoning ordinance in the United States. In the period after the “cut-over” when the timber wealth of northern Wisconsin had been removed, many counties, including Oneida, were in financial difficulty. The cost of maintaining roads and transporting school children to remote areas was seen as a burden that the County couldn’t bear. The zoning Ordinance was adopted to prevent settlement in remote areas of the County. The Ordinance became a model for similar ordinances throughout the country.

Planning Process

The process to develop the 2013 Oneida County Comprehensive Plan was a very extensive effort. There were several meetings with the Comprehensive Plan Oversight Committee, meetings with the local town planning groups, and public outreach efforts. The overall process took over two years to complete. This update process begins with the 2013 Plan. Census and other data have been updated and all chapters reviewed. All plan goals, objectives, and policies in the Plan have been reviewed. Some of the maps were updated, including existing land use and future land use.

Plan Setting

Oneida County is located in northeastern Wisconsin and is bounded on the north by Vilas County, on the east by Forest County, on the south by Lincoln and Langlade Counties, and on the west by Price County. The County is a predominantly rural area with a large proportion of its land in forests, wetlands, and agriculture. Residents and visitors from both near and far utilize its many lakes and expansive natural areas for recreational purposes. The City of Rhinelander is the County seat and largest community in the County with a population of about 8,400. There are twenty towns and one city within the County. See Map 1-1: Location.

Data Sources

Demographics are an important consideration for planning. The review of the socio-economic trends throughout the County are critical to understanding what has occurred and what is likely to occur in the future. Below we look at the total population, age distribution, households, educational levels, employment, and income levels. All of these will be examined in some detail.

Data from the U.S. Census and the American Community Survey (ACS), in addition to other sources, such as the Wisconsin Department of Administration's population projections and the Bureau of Labor Statistics inflation calculator, are used throughout this report.

The U.S. Census and the American Community Survey (ACS), are both produced by the U.S. Census Bureau. However the Census is a count of the American population and housing units conducted every ten years, while the American Community Survey is an estimate of the population and housing released on a yearly basis. Data is included from the 2000, 2010, and 2020 decennial Censuses and the 2017-2021 ACS, and trends are generally analyzed for the time frame between 2000 and 2021 in this Report. The ACS evolved from the "long form" that a random subset of the population used to receive with the Census.

In 2010, the U.S. Census Bureau started releasing ACS data for all populations on a yearly basis. The availability of these surveys means that communities do not need to wait ten years for the Census to assess current trends. Smaller populations, however, such as many of the communities in Oneida County, are often difficult to survey. Therefore, the data presented is not always as accurate or consistent as the Decennial Census. Furthermore, Census and ACS data is self-reported, which can produce its own accuracy issues. However, there are numerous reviews completed to ensure the data is valid. There are few substitutes, if any, for most of the demographic data provided by these sources.

Demographics

Population

From 2000 to 2010, Oneida County experienced a 2.1% decline in total population, shrinking from 36,776 in 2000 down to 35,998 in 2010. However, Oneida County's population has since rebounded, as the County's population of 37,845 in 2020 represents a 5.1% increase from the 2010 population and a 2.9% increase from the 2000 population. Oneida County's 2.9% increase in population since 2000 is significantly slower than the 9.9% increase experienced throughout Wisconsin as a whole, mainly due to Oneida County's population decrease between 2000 and 2010.

However, while both Oneida County and Wisconsin grew in population between 2010 and 2020, they differ in the components of population change, natural population change, and net migration. From 2010 to 2020, Wisconsin continued to grow as the natural increase in births outpaced deaths and negative net migration from the State. In contrast, Oneida County's population experienced positive net migration, but experienced a negative natural increase in population because there were more deaths than births.

Table 1-1 displays the total population from the last three Decennial Censuses for each local unit (minor civil division) within the County, and for Oneida County and Wisconsin. Seven of the twenty towns in Oneida County lost population between 2000 and 2020. During this time, the Town of Monico experienced the largest net decrease in population, losing 104 residents. At the same time, the Town of Enterprise experienced the fastest increase in population, with population increasing by 28.8%, adding 79 residents. The City of Rhinelander and Town of Minocqua added the most residents total during this time, adding 550 and 203 residents respectively. By adding 550 residents, the population increased by over 7% in the City of Rhinelander. According to the Wisconsin DOA's most recent population estimates, Oneida County's population was 37,935 in 2022.

Not reflected in these population numbers is the seasonal population, particularly the summer visitor season. According to various calculations, the summer population can explode to over 100,000 people. The area is a major tourist destination and a popular vacation home area. There are numerous campgrounds, resorts, hotels, short-term rentals, and seasonal housing units in the County. This summertime population places a great demand on County and local government resources.

Table 1-1: Population

Minor Civil Division	2000	2010	2020	2000-20 Net Change	2000-20 % Change
Cassian	962	985	1,069	107	11.1%
Crescent	2,071	2,033	1,984	-87	-4.2%
Enterprise	274	315	353	79	28.8%
Hazelhurst	1,267	1,273	1,299	32	2.5%
Lake Tomahawk	1,160	1,043	1,155	-5	-0.4%
Little Rice	314	306	388	74	23.6%
Lynne	210	141	139	-71	-33.8%
Minocqua	4,859	4,385	5,062	203	4.2%
Monico	364	309	260	-104	-28.6%
Newbold	2,710	2,719	2,831	121	4.5%
Nokomis	1,363	1,371	1,372	9	0.7%
Pelican	2,902	2,764	2,809	-93	-3.2%
Piehl	93	86	74	-19	-20.4%
Pine Lake	2,720	2,740	2,724	4	0.1%
Schoepke	352	387	388	36	10.2%
Stella	633	650	569	-64	-10.1%
Sugar Camp	1,781	1,694	1,819	38	2.1%
Three Lakes	2,339	2,131	2,413	74	3.2%
Woodboro	685	813	808	123	18.0%
Woodruff	1,982	2,055	2,044	62	3.1%
City of Rhinelander	7,735	7,798	8,285	550	7.1%
Oneida County	36,776	35,998	37,845	1,069	2.9%
Wisconsin	5,363,675	5,686,986	5,893,718	530,043	9.9%

Source: U.S. Census

Age Distribution

Population distribution is important to the planning process. In particular, the two population groups examined here are the 17 and younger group and the 65 and older group. These are often

referred to as dependent populations and have different needs. The younger population group requires schools and, often, childcare options, and the older group is retiring. By comparing these groups over time and to the State, demographic changes within Oneida County are identified.

Between 2000 and 2021, Oneida County's population of individuals 17 and younger decreased by 1,640, and went from accounting for 22.3% of the total population in 2000 to accounting for only 17.5% of the total population in 2021, as displayed in **Table 1-2**. Meanwhile, the State's population of residents 17 and younger decreased by 75,812 residents and went from accounting for 25.5% of the State's total population in 2000 to only accounting for 22% of the State's total population in 2021.

The City of Rhineland is the only local unit within Oneida County that experienced a net increase of individuals 17 and younger between 2000 and 2021, with a net increase of 60 residents. However, this age group slightly declined as a proportion of the population in Rhineland, going from accounting for 23.4% of the total population in 2000 to only accounting for 22.9% of the total population in 2021. All of the towns within Oneida County experienced both net decreases in individuals 17 and younger and the population 17 and younger as a proportion of the total population.

Table 1-2: Persons 17 Years of Age and Younger

Minor Civil Division	2000	2010	2021	2000 % of Total	2010 % of Total	2021 % of Total
Cassian	187	140	174	19.4%	14.2%	16.3%
Crescent	531	378	473	25.6%	18.6%	20.5%
Enterprise	48	36	38	17.5%	11.4%	10.1%
Hazelhurst	266	243	217	21.0%	19.1%	18.2%
Lake Tomahawk	192	109	155	16.6%	13.0%	15.0%
Little Rice	58	32	24	18.5%	10.5%	8.1%
Lynne	35	18	14	16.7%	12.8%	11.4%
Minocqua	954	713	840	19.6%	16.3%	16.9%
Monico	117	56	58	32.1%	18.1%	16.4%
Newbold	616	525	364	22.7%	19.3%	13.0%
Nokomis	310	253	241	22.7%	18.5%	14.9%
Pelican	732	533	495	25.2%	19.3%	17.7%
Piehl	19	14	11	20.4%	16.3%	13.1%
Pine Lake	616	550	562	22.6%	20.1%	20.7%
Schoepke	64	51	22	18.2%	13.4%	7.0%
Stella	162	136	87	25.6%	20.9%	14.3%
Sugar Camp	423	291	360	23.8%	19.7%	17.8%
Three Lakes	504	341	179	21.5%	16.0%	8.9%
Woodboro	126	145	112	18.4%	17.8%	13.1%
Woodruff	432	349	266	21.8%	17.0%	15.2%
City of Rhinelander	1,811	1,657	1,871	23.4%	21.2%	22.9%
Oneida County						
Oneida County	8,203	6,640	6,563	22.3%	18.4%	17.5%
Wisconsin						
Wisconsin	1,368,756	1,339,492	1,292,944	25.5%	23.6%	22.0%

Source: U.S. Census, American Community Survey (2017-2021)

During the same period, Oneida County’s population of individuals 65 and older increased by 2,865 residents and went from accounting for 18.7% of the total population in 2000 up to accounting for 26% of the total population in 2021, as displayed in [Table 1-3](#). Meanwhile, the State’s population of residents 65 and older decreased by 294,525 residents and went from accounting for 13.1% of the State’s total population in 2000 to accounting for 17% of the State’s total population in 2021.

Table 1-3: People 65 Years of Age and Older

Minor Civil Division	2000	2010	2021	2000 % of Total	2010 % of Total	2021 % of Total
Cassian	175	244	326	18.2%	24.8%	30.6%
Crescent	287	372	464	13.9%	18.3%	20.1%
Enterprise	56	100	152	20.4%	31.7%	40.4%
Hazelhurst	224	251	340	17.7%	19.7%	28.5%
Lake Tomahawk	232	271	301	20.0%	26.0%	29.1%
Little Rice	55	97	88	17.5%	31.7%	29.5%
Lynne	54	43	50	25.7%	30.5%	40.7%
Minocqua	1,189	1,159	1,576	24.5%	26.4%	31.7%
Monico	35	39	90	9.6%	12.6%	25.5%
Newbold	391	555	792	14.4%	20.4%	28.2%
Nokomis	234	306	494	17.2%	22.3%	30.5%
Pelican	392	508	675	13.5%	18.4%	24.2%
Piehl	10	19	19	10.8%	22.1%	22.6%
Pine Lake	330	492	678	12.1%	18.0%	25.0%
Schoepke	89	87	121	25.3%	22.5%	38.4%
Stella	79	112	129	12.5%	17.2%	21.3%
Sugar Camp	295	359	531	16.6%	21.2%	26.2%
Three Lakes	584	568	746	25.0%	26.7%	37.2%
Woodboro	111	143	239	16.2%	17.6%	28.0%
Woodruff	479	585	558	24.2%	28.5%	31.8%
City of Rhinelander	1,583	1,490	1,380	20.5%	19.1%	16.9%
Oneida County	6,884	7,800	9,749	18.7%	21.7%	26.0%
Wisconsin	702,553	777,314	997,078	13.1%	13.7%	17.0%

Source: U.S. Census, American Community Survey (2017-2021)

The City of Rhinelander experienced a net decrease of individuals 65 and older between 2000 and 2021 with a net decrease of 203 residents. Additionally, this age group experienced a decline as a proportion of the population in Rhinelander, going from accounting for 20.5% of the total population in 2000 to only accounting for 16.9% of the total population in 2021. All of the towns within Oneida County experienced increases in the proportion of their population that was 65 and older, while the Town of Lynne was the only Town to experience a net decrease in their population 65 and older.

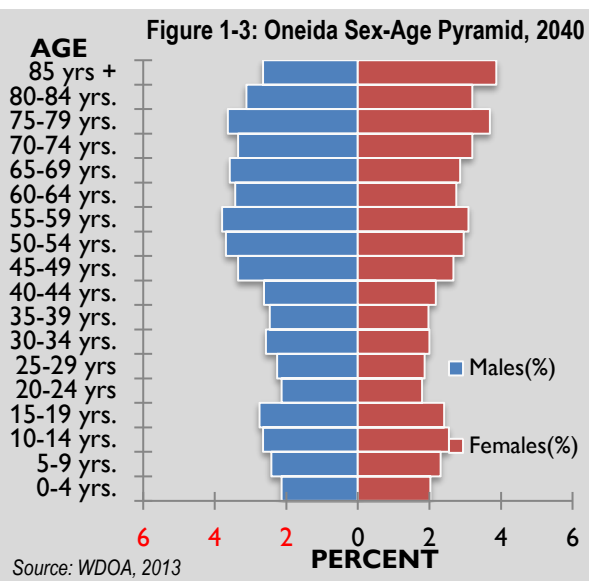
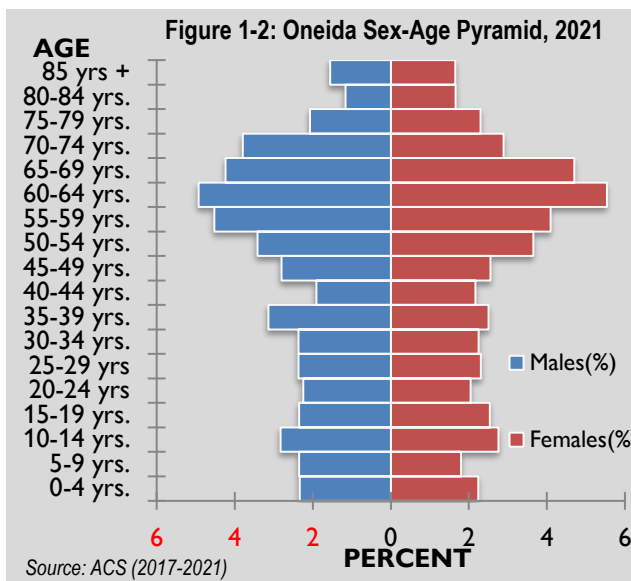
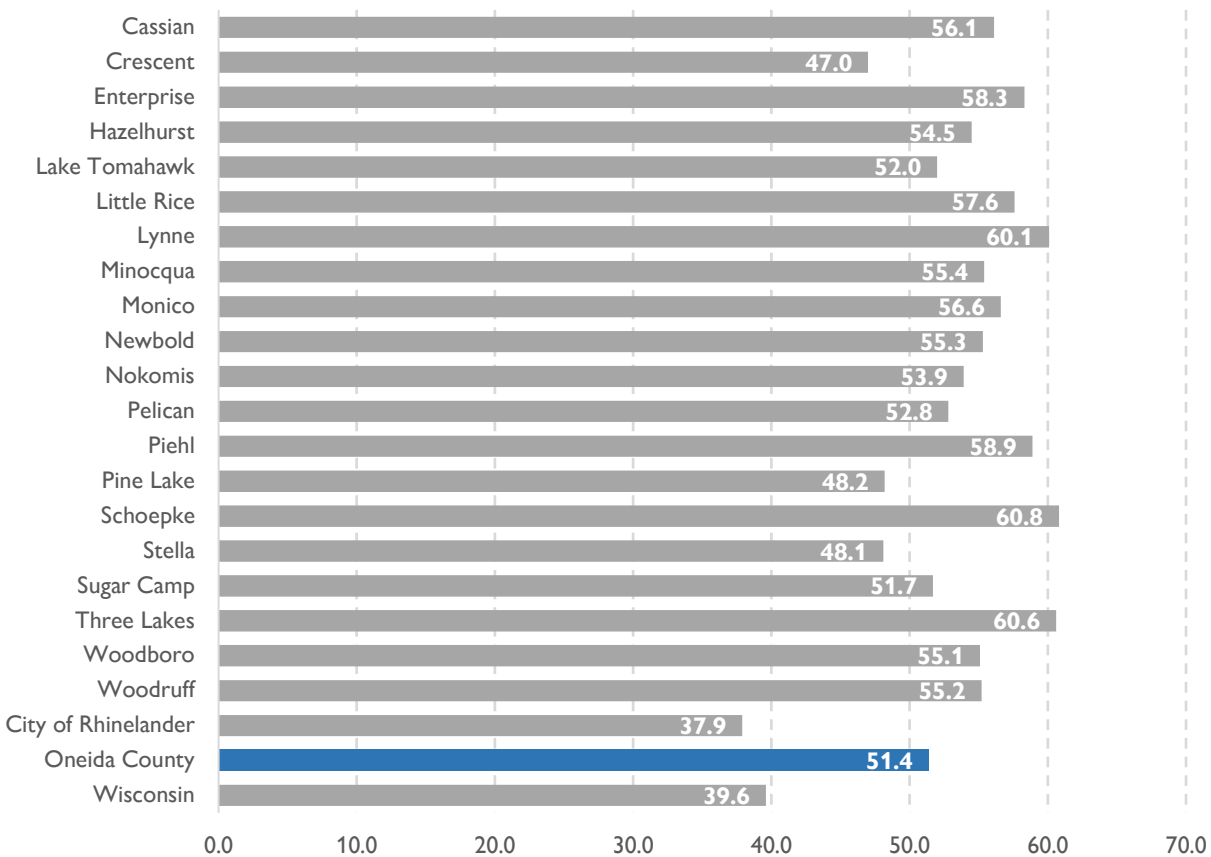
The trend towards having an older population is mainly due to the aging of the Baby Boomers, the largest generation in American history, and retirees moving into the County. The oldest Baby Boomer was 75 in 2020, while the youngest Baby Boomer was 57 years old. Based on increases

in life expectancy and advances in medicine, the 65 and older group can expect to grow in absolute numbers and as a percentage of the total population.

Figure 1-1 displays the median age for each local unit within Oneida County, as well as for Oneida County and Wisconsin in 2021. Oneida County's median age of 51.4 in 2021 was significantly higher than Wisconsin's median age of 39.6. Similarly, each of the towns within Oneida County had a significantly higher median age in 2021 than the median age of Wisconsin as a whole, with the Towns of Schoepke, Three Lakes, and Lynne having the highest median ages within Oneida County. In contrast to both the County and all of the towns within the County, the City of Rhinelander actually had a lower median age of 37.9 in 2021 than Wisconsin. The high median age experienced throughout Oneida County reflects an aging population, with an increasing proportion of residents nearing retirement age and a decreasing proportion of younger residents.

Figure 1-2 and **Figure 1-3** below show the population pyramid for Oneida County in 2021 and the population projections for 2040. However, the term "pyramid" has already become a misnomer in Oneida County's case. Until recently, most communities' population "bases" were larger than the tops. Today, in the North Central Wisconsin Region, many communities' population age-sex distributions resemble columns, rather than pyramids, as in Oneida County.

Figure 1-1: Median Age (2021)



As mentioned earlier, the proportion of the population 17 and younger within the County has been decreasing over the past two decades, while the proportion of the population 65 and older has been increasing. These trends will have an impact on the labor force, school system, and health care industry across the County. As the growth in population slows, so will the workforce and, ultimately, job growth. It will also be challenging to fund public services if employment and tax revenues are not growing, as there is a lower percentage of the population working from which to collect state income taxes and more income from Social Security. At the same time, the economy is expected to shift as older adults drive the economy. Healthcare is expected to continue to grow as well as other service providers.

There are a number of actions a community can take to not only address these challenges, but to capitalize on the benefits of this age group. Not only do older adults have years of valuable experiences and wisdom, but many of the entrepreneurs, and therefore job creators, are at or near retirement age. As Oneida County imports older adults looking to retire in the area, this demographic brings a great amount of spending power in the local economy.

Households

In 2010, there were 16,003 households in Oneida County, as shown in [Table 1-4](#). Between 2000 and 2010, the number of households within Oneida County grew 4.4%, adding 670 households. However, the number of households within Oneida County has decreased since 2010, as the number of households within the County declined by 1.7% between 2010 and 2021, representing a loss of 279 households. In contrast, the State of Wisconsin experienced a 5.4% increase in the number of households between 2010 and 2021, adding 122,050 households during this time.

Table 1-4: Households

Minor Civil Division	2000	2010	2021	2000-21 Net Change	2000-21 % Change
Cassian	402	445	431	29	7.2%
Crescent	797	857	863	66	8.3%
Enterprise	124	146	208	84	67.7%
Hazelhurst	528	537	488	-40	-7.6%
Lake Tomahawk	475	443	398	-77	-16.2%
Little Rice	138	154	159	21	15.2%
Lynne	92	69	78	-14	-15.2%
Minocqua	2,189	2,079	2,224	35	1.6%
Monico	128	127	175	47	36.7%
Newbold	1,114	1,176	1,206	92	8.3%
Nokomis	556	590	660	104	18.7%
Pelican	1,167	1,183	1,190	23	2.0%
Piehl	39	41	39	0	0.0%
Pine Lake	1,063	1,136	1,117	54	5.1%
Schoepke	156	188	161	5	3.2%
Stella	236	263	223	-13	-5.5%
Sugar Camp	708	729	823	115	16.2%
Three Lakes	1,031	996	907	-124	-12.0%
Woodboro	310	351	332	22	7.1%
Woodruff	866	948	814	-52	-6.0%
City of Rhinelander	3,214	3,545	3,228	14	0.4%
Oneida County	15,333	16,003	15,724	391	2.6%
Wisconsin	2,084,544	2,279,768	2,401,818	317,274	15.2%

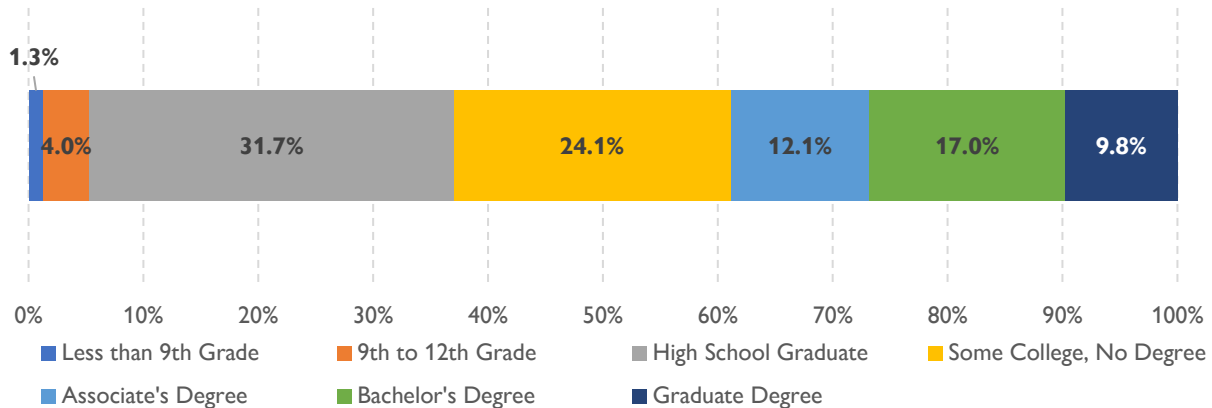
Source: U.S. Census, American Community Survey (2017-2021)

Generally, the number of households across the country has been increasing as more people decide to live alone. Additionally, couples today are having fewer children than ever before. These factors have led to the number of households increasing at a faster pace than the population as a whole. In Oneida County, the number of households grew at a slightly faster pace (2.6%) between 2000 and 2021 than the population (1.9%), compared to the State of Wisconsin as a whole, where household growth (15.2%) has significantly outpaced population growth (9.9%) since 2000. As a result of household growth outpacing population growth, average household size has decreased over the past two decades. In 2000, the average household size in Oneida County was 2.40 people and 2.57 people in Wisconsin. By 2021, the average household size had decreased to 2.38 people in Oneida County and to 2.44 people in Wisconsin.

Education Levels

Educational attainment has improved significantly over the past two decades. **Figure 1-4** displays the highest level of education achieved by residents 25 and older in Oneida County. According to the Bureau of Labor Statistics, 27% of jobs in the United States require a college education of some sort. However, other experts believe the percentage of jobs requiring a college education to be much higher. In Oneida County, 38.9% of the population 25 and older had an associate's degree or higher, compared to 42.7% in the State. This could impact job growth if local employers cannot find skilled workers in the area.

Figure 1-4: Highest Educational Level Attained, Age 25 and Older (Oneida County, 2021)



Over the past two decades, the percentage of people 25 and older who have a high school diploma or higher has been increasing, as the percentage of people 25 and older in Oneida County who have a high school diploma or higher increased from 85.1% in 2000 to 94.7% in 2021. During this time, each local unit within Oneida County experienced an increase in the percentage of people 25 and older with a high school diploma or higher. Since 2000, Oneida County has had a higher percentage of people 25 and older who have a high school diploma or higher than the State, as shown in **Figure 1-5**.

The percentage of people 25 and older with four or more years of college is rapidly increasing throughout Oneida County and Wisconsin, as shown in **Figure 1-6**. In 2000, 20% of people 25 and older within Oneida County had obtained a bachelor's degree or higher. By 2021, the percentage of people 25 and older with a bachelor's degree or higher within Oneida County increased to 34%. During this time, most local units within Oneida County experienced increases in the percentage of people 25 and older who have a bachelor's degree or higher, while only the

City of Rhinelander and the Towns of Lynne and Pelican experienced a decrease between 2000 and 2021.

Figure 1-5: Percentage of Residents 25 and Older with a High School Degree

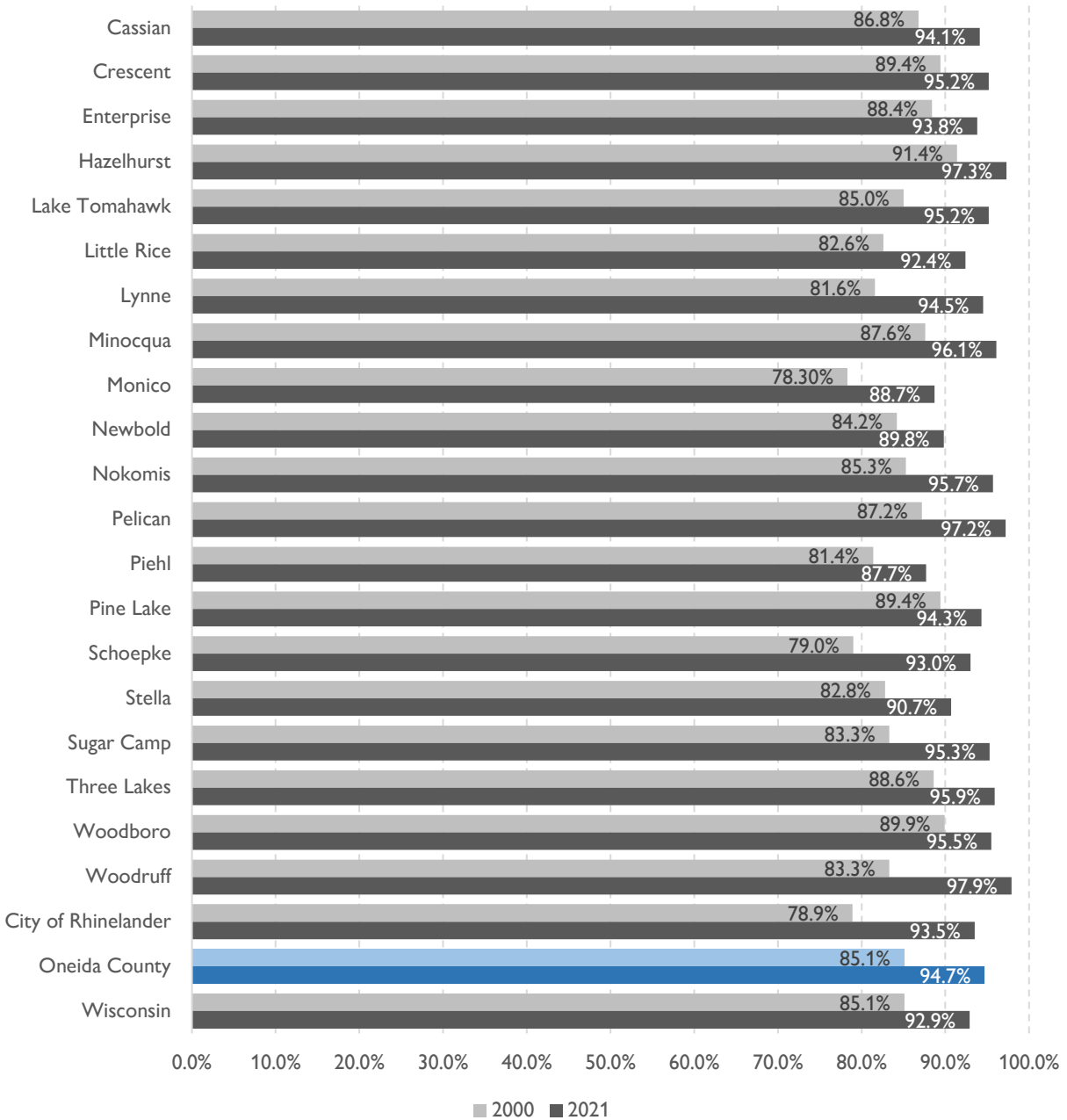
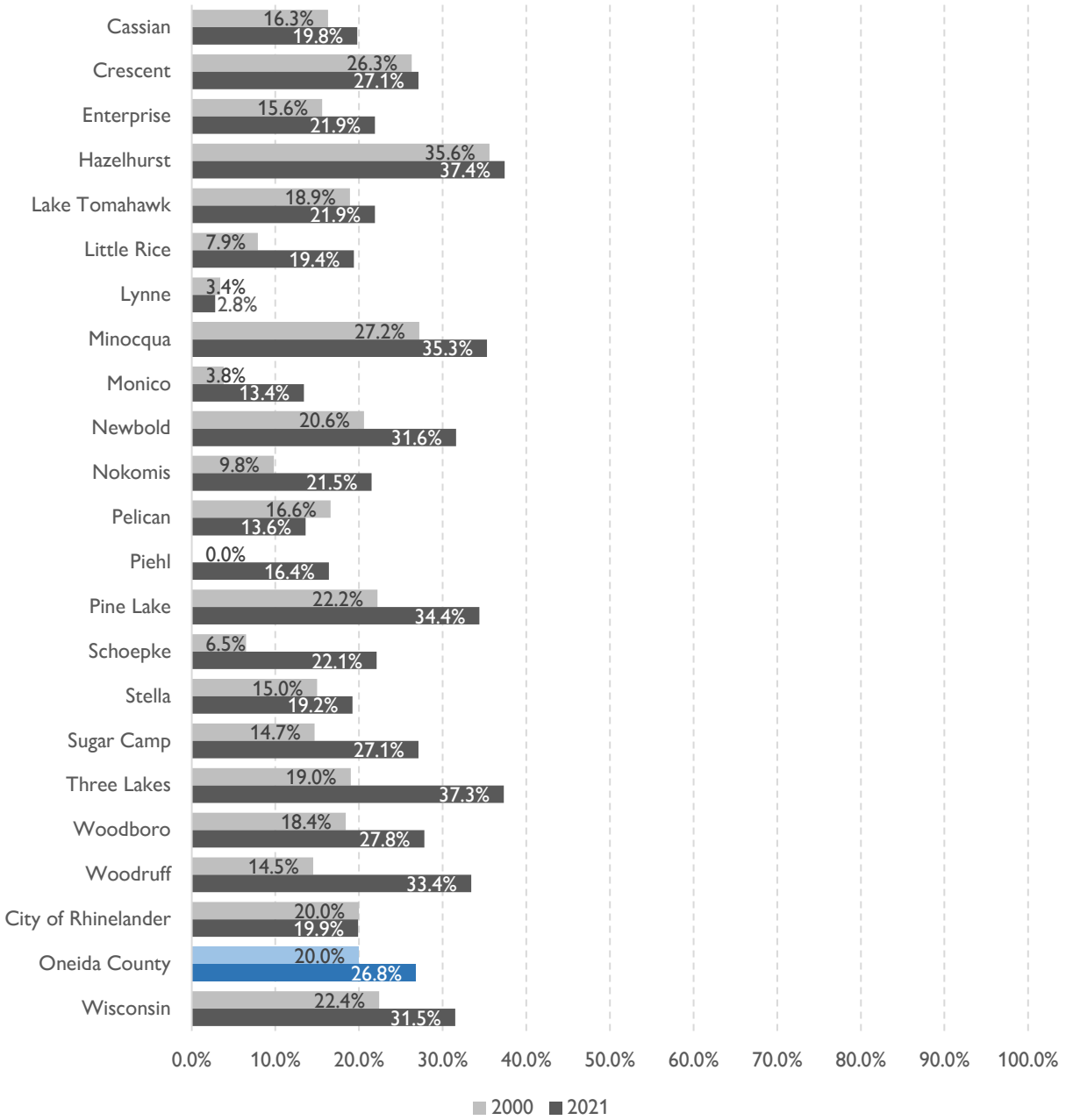


Figure 1-6: Percentage of Residents 25 and Older with a Bachelor's Degree



Employment

In 2021, there were 16,968 residents employed within Oneida County (note that there are residents who are employed that work outside of the County). This represented a 1.3% decline in employment since 2000, as there were 231 fewer employed residents within Oneida County in 2021 than there were in 2000, as shown in **Table 1-5**. This is in contrast to the increase in employment for Wisconsin residents, as the number of Wisconsin residents employed increased by 10.2% between 2000 and 2021. The decrease in the number of workers in Oneida County is likely tied to the aging population. The median age in 2021 for Oneida County was 51.4, which is a much higher median age than the State's median age of 39.6. When an individual reaches the age group of 55 and older, their probability of participating in the labor force drops significantly.

Table 1-5: Total Employed Persons (16 and Older)					
Minor Civil Division	2000	2010	2021	2000-21 Net Change	2000-21 % Change
Cassian	468	468	462	-6	-1.3%
Crescent	1,110	1,004	1,138	28	2.5%
Enterprise	144	141	124	-20	-13.9%
Hazelhurst	625	660	563	-62	-9.9%
Lake Tomahawk	515	463	414	-101	-19.6%
Little Rice	152	180	149	-3	-2.0%
Lynne	69	77	39	-30	-43.5%
Minocqua	2,206	2,088	2,181	-25	-1.1%
Monico	169	218	181	12	7.1%
Newbold	1,344	1,401	1,327	-17	-1.3%
Nokomis	685	561	733	48	7.0%
Pelican	1,461	1,387	1,286	-175	-12.0%
Piehl	40	39	51	11	27.5%
Pine Lake	1,429	1,501	1,225	-204	-14.3%
Schoepke	135	222	119	-16	-11.9%
Stella	275	325	336	61	22.2%
Sugar Camp	832	911	990	158	19.0%
Three Lakes	889	970	855	-34	-3.8%
Woodboro	337	512	415	78	23.1%
Woodruff	898	876	794	-104	-11.6%
City of Rhinelander	3,416	3,798	3,586	170	5.0%
Oneida County	17,199	17,802	16,968	-231	-1.3%
Wisconsin	2,734,925	2,869,310	3,014,612	279,687	10.2%

Source: U.S. Census, American Community Survey (2017-2021)

Income Levels

Median household income and per capita income are displayed in **Table 1-6** and **Table 1-7**. Oneida County's median household income rose about 66.6% between 2000 and 2021, compared to the State's increase of 53.2%. Meanwhile, Oneida County's per capita income also increased at a staggering pace, increasing by 85.8% between 2000 and 2021, compared to the State's increase of 72.8%. (Note that these changes have not been adjusted for inflation.)

Table 1-6: Median Household Income					
Minor Civil Division	2000	2010	2021	2000-21 % Change	2010-21 % Change
Cassian	\$39,844	\$47,083	\$74,375	86.7%	58.0%
Crescent	\$48,875	\$66,964	\$82,292	68.4%	22.9%
Enterprise	\$34,479	\$44,327	\$43,929	27.4%	-0.9%
Hazelhurst	\$45,461	\$52,750	\$72,333	59.1%	37.1%
Lake Tomahawk	\$38,065	\$41,563	\$65,294	71.5%	57.1%
Little Rice	\$40,750	\$58,571	\$67,750	66.3%	15.7%
Lynne	\$27,344	\$33,750	\$32,500	18.9%	-3.7%
Minocqua	\$40,333	\$45,469	\$61,759	53.1%	35.8%
Monico	\$33,281	\$41,875	\$53,438	60.6%	27.6%
Newbold	\$40,722	\$58,542	\$70,882	74.1%	21.1%
Nokomis	\$43,000	\$47,750	\$77,650	80.6%	62.6%
Pelican	\$36,053	\$44,352	\$62,578	73.6%	41.1%
Piehl	\$31,500	\$42,917	\$45,987	46.0%	7.2%
Pine Lake	\$43,750	\$51,563	\$70,815	61.9%	37.3%
Schoepke	\$28,929	\$51,875	\$48,750	68.5%	-6.0%
Stella	\$40,909	\$54,091	\$85,288	108.5%	57.7%
Sugar Camp	\$37,118	\$42,500	\$63,990	72.4%	50.6%
Three Lakes	\$32,798	\$41,855	\$64,464	96.5%	54.0%
Woodboro	\$42,054	\$50,313	\$68,333	62.5%	35.8%
Woodruff	\$35,335	\$42,306	\$70,208	98.7%	66.0%
City of Rhinelander	\$29,622	\$34,401	\$42,381	43.1%	23.2%
Oneida County	\$37,619	\$45,857	\$62,660	66.6%	36.6%
Wisconsin	\$43,791	\$51,598	\$67,080	53.2%	30.0%

Source: U.S. Census, American Community Survey (2017-2021)

Table 1-7: Per Capita Income

Minor Civil Division	2000	2010	2021	2000-21 % Change	2010-21 % Change
Cassian	\$22,794	\$28,534	\$34,500	51.4%	20.9%
Crescent	\$20,697	\$37,804	\$39,859	92.6%	5.4%
Enterprise	\$14,970	\$26,418	\$39,394	163.2%	49.1%
Hazelhurst	\$28,732	\$32,048	\$38,338	33.4%	19.6%
Lake Tomahawk	\$19,177	\$25,177	\$34,555	80.2%	37.2%
Little Rice	\$21,659	\$31,317	\$39,433	82.1%	25.9%
Lynne	\$16,429	\$22,148	\$28,452	73.2%	28.5%
Minocqua	\$24,461	\$30,856	\$46,254	89.1%	49.9%
Monico	\$12,973	\$21,085	\$34,284	164.3%	62.6%
Newbold	\$20,392	\$31,214	\$42,863	110.2%	37.3%
Nokomis	\$19,171	\$35,045	\$35,577	85.6%	1.5%
Pelican	\$18,566	\$29,221	\$38,883	109.4%	33.1%
Piehl	\$13,102	\$18,661	\$23,779	81.5%	27.4%
Pine Lake	\$21,515	\$33,826	\$39,716	84.6%	17.4%
Schoepke	\$20,134	\$25,925	\$37,430	85.9%	44.4%
Stella	\$16,712	\$22,195	\$38,916	132.9%	75.3%
Sugar Camp	\$18,135	\$27,052	\$32,576	79.6%	20.4%
Three Lakes	\$17,758	\$26,560	\$36,686	106.6%	38.1%
Woodboro	\$21,079	\$31,610	\$34,744	64.8%	9.9%
Woodruff	\$20,508	\$27,086	\$39,757	93.9%	46.8%
City of Rhinelander	\$16,047	\$21,009	\$27,155	69.2%	29.3%
Oneida County					
Oneida County	\$19,746	\$28,085	\$36,689	85.8%	30.6%
Wisconsin					
Wisconsin	\$21,271	\$26,624	\$36,754	72.8%	38.0%

Source: U.S. Census, American Community Survey (2017-2021)

During the past two decades, both the County’s median household income and per capita incomes grew at a faster pace than the State’s rates. Overall, median household incomes within Oneida County are lower than in Wisconsin, while per capita incomes within Oneida County are nearly identical with the per capita income in Wisconsin as a whole.

Planning Issues, Goals, Objectives, and Policies

Planning Issues

A variety of issues were identified throughout the planning process. Many of these were brought up during the planning meetings, others were taken from existing documents, and some were taken from public meetings.

County-wide Planning Issues:

1. Housing concerns related to availability and affordability throughout the County.
2. Broadband needs throughout the County.
3. Capacity of existing infrastructure and increasing population, especially related to summer populations.
4. Funding for schools and County infrastructure.
5. Conversion of private lands to public lands, while using federal, state, and local tax dollars, which decreases overall tax base.
6. Access to ATV/UTV trails and logging roads in the American Legion State Forest.

Goals, Objectives, and Policies

Each of the following Comprehensive Plan chapters will conclude with a set of goals, objectives, and policies, which will be used to guide the future development of the County. These can be changed if the County's future goals change.

For purposes of this planning process, goals, objectives, and policies are defined as follows:

Goals: Broad statements that express general public priorities about how the community should approach development issues during the next 20 years. These goals are based on key issues, opportunities, and problems that affect the community.

Objectives: More specific than goals and are usually attainable through planning and implementation activities. The accomplishment of an objective contributes to the fulfillment of a goal.

Policies: Recommended actions used to ensure plan implementation and to accomplish the goals and objectives. Policies are intended to be used by decision-makers on a regular basis.