



# Wood County, WI

North Central Wisconsin Regional Planning Commission



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## Economy Overview

**72,838**

**Population (2017)**

Population **decreased by 1,468** over the last 5 years and is projected to **decrease by 852** over the next 5 years.

**41,817**

**Jobs (2017)**

Jobs **decreased by 4,383** over the last 5 years and are projected to **decrease by 2,059** over the next 5 years.

**\$49.9K**

**Median Household Income (2016)**

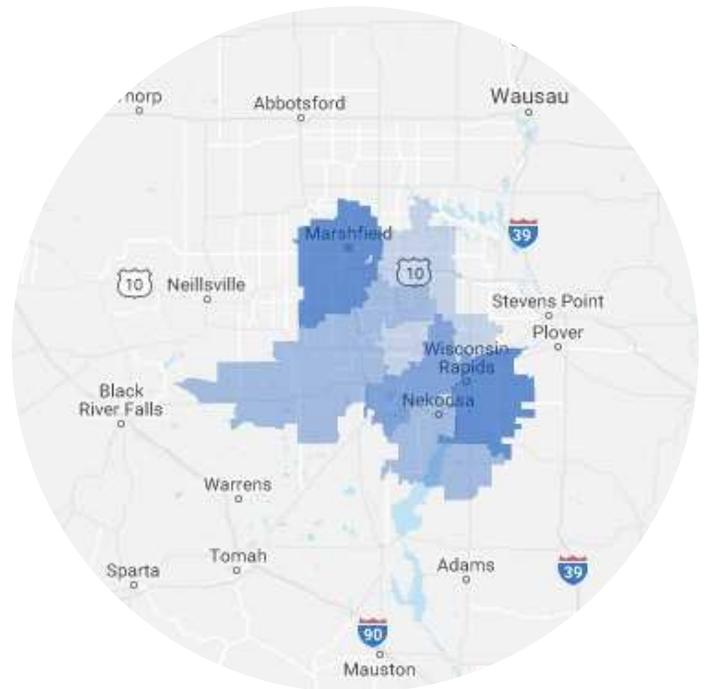
Median household income is **\$5.4K below** the national median household income of \$55.3K.

As of 2017 the region's population **declined by 2.0%** since 2012, falling by 1,468. Population is expected to **decrease by 1.2%** between 2017 and 2022, losing 852.

From 2012 to 2017, jobs **declined by 9.5%** in Wood County, WI from 46,200 to **41,817**. This change **fell short of the national growth rate of 7.6% by 17.1%**. As the number of jobs declined, the **labor force participation rate decreased from 65.8% to 60.3% between 2012 and 2017**.

Concerning educational attainment, **13.7% of Wood County, WI residents possess a Bachelor's Degree** (4.7% below the national average), and **12.3% hold an Associate's Degree** (4.4% above the national average).

The top three industries in 2017 are Outpatient Care Centers, General Freight Trucking, and Education and Hospitals (Local Government).

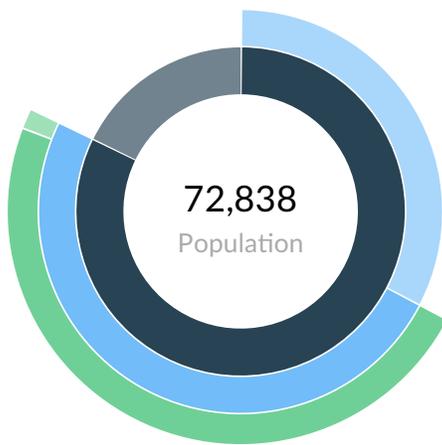


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	72,838	36,094	41,817	100.8	\$3.96B	\$5.22B	\$5.30B
NCWRPC	438,289	232,681	226,293	99.5	\$21.43B	\$27.37B	\$26.68B
Wisconsin	5,795,388	3,172,607	3,122,960	100.5	\$313.85B	\$281.15B	\$310.20B
United States	325,401,909	160,469,465	159,732,809	100.0	\$19.08T	\$0	\$8.52T

## Economy Overview - Cont.

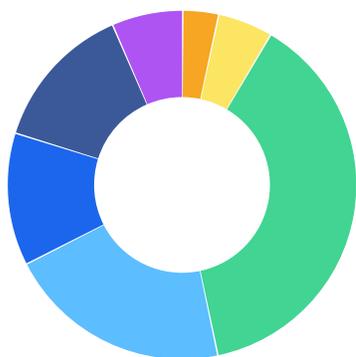
### 2017 Labor Force Breakdown



	Population
Total Working Age Population	59,846
Not in Labor Force (15+)	23,752
Labor Force	36,094
Employed	35,059
Unemployed	1,035
Under 15	12,992

### Educational Attainment

Concerning educational attainment, **13.7% of Wood County, WI residents possess a Bachelor's Degree** (4.7% below the national average), and **12.3% hold an Associate's Degree** (4.4% above the national average).

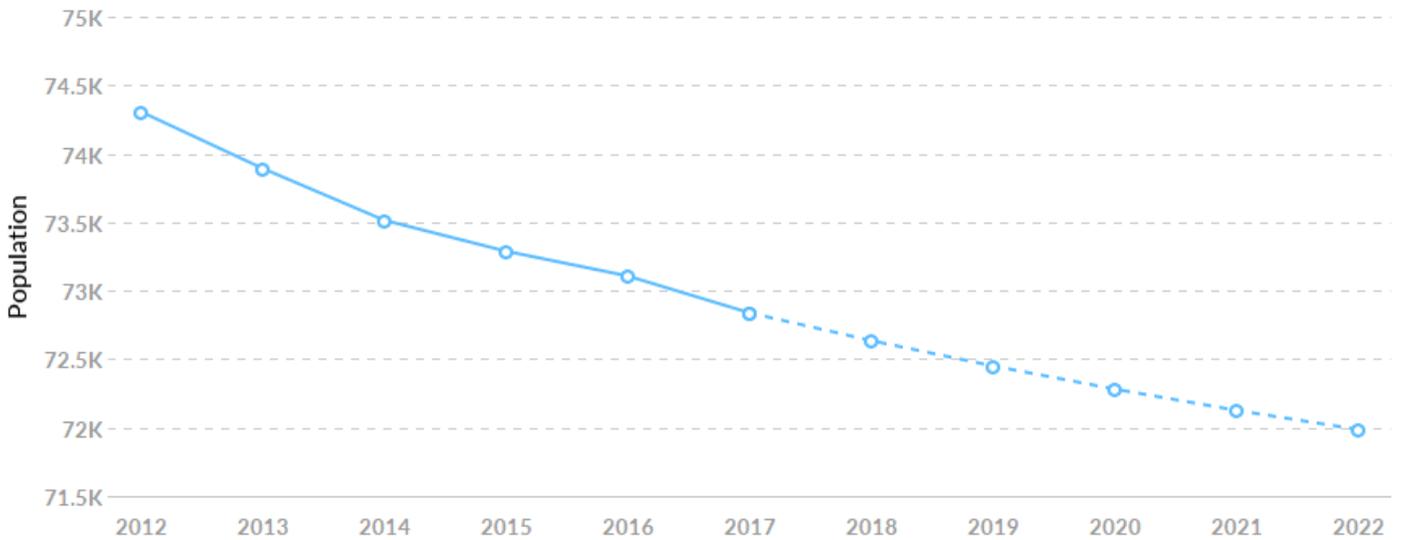


	% of Population	Population
Less Than 9th Grade	3.3%	1,715
9th Grade to 12th Grade	5.1%	2,645
High School Diploma	38.2%	19,784
Some College	20.8%	10,770
Associate's Degree	12.3%	6,372
Bachelor's Degree	13.7%	7,083
Graduate Degree and Higher	6.6%	3,409

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population declined by 2.0% since 2012, falling by 1,468. Population is expected to decrease by 1.2% between 2017 and 2022, losing 852.

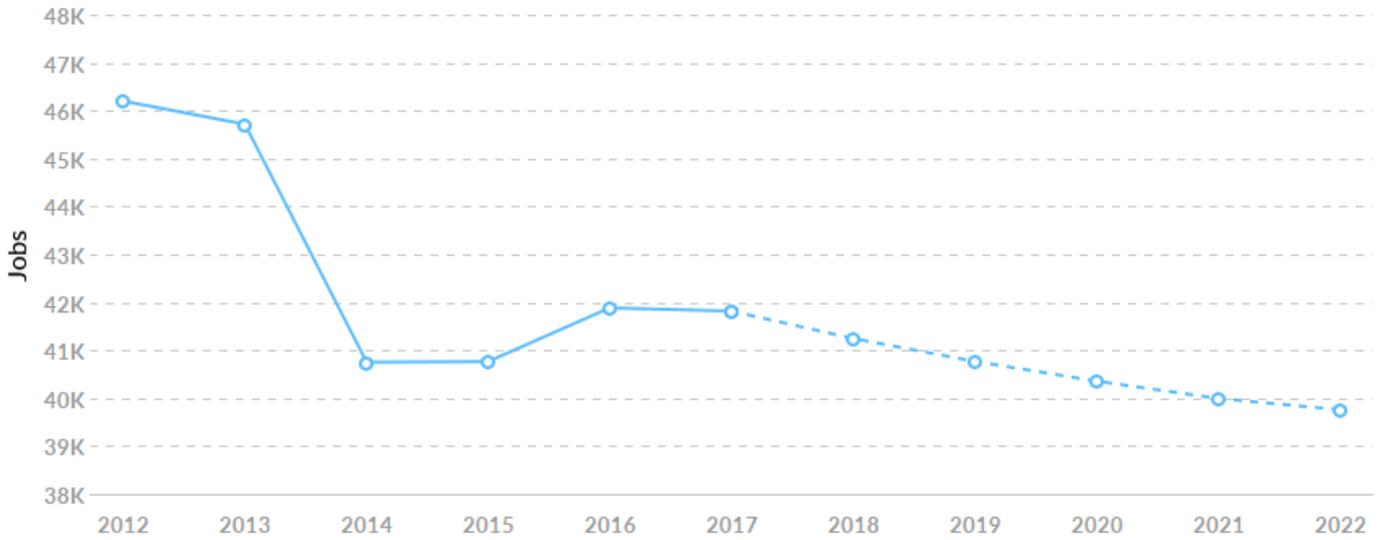


Timeframe	Population
2012	74,307
2013	73,893
2014	73,514
2015	73,288
2016	73,107
2017	72,838
2018	72,635
2019	72,450
2020	72,281
2021	72,126
2022	71,986

# Historic & Projected Trends - Cont.

## Job Trends

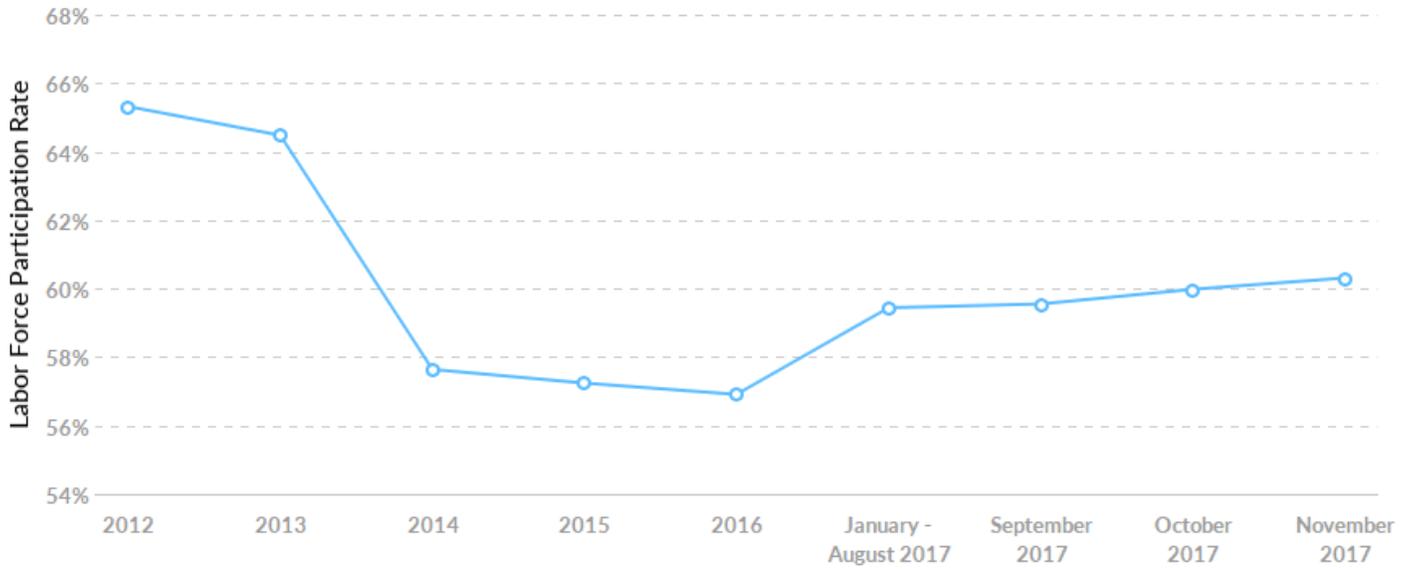
From 2012 to 2017, jobs declined by 9.5% in Wood County, WI from 46,200 to 41,817. This change fell short of the national growth rate of 7.6% by 17.1%.



Timeframe	Jobs
2012	46,200
2013	45,717
2014	40,750
2015	40,763
2016	41,883
2017	41,817
2018	41,245
2019	40,767
2020	40,355
2021	39,993
2022	39,758

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

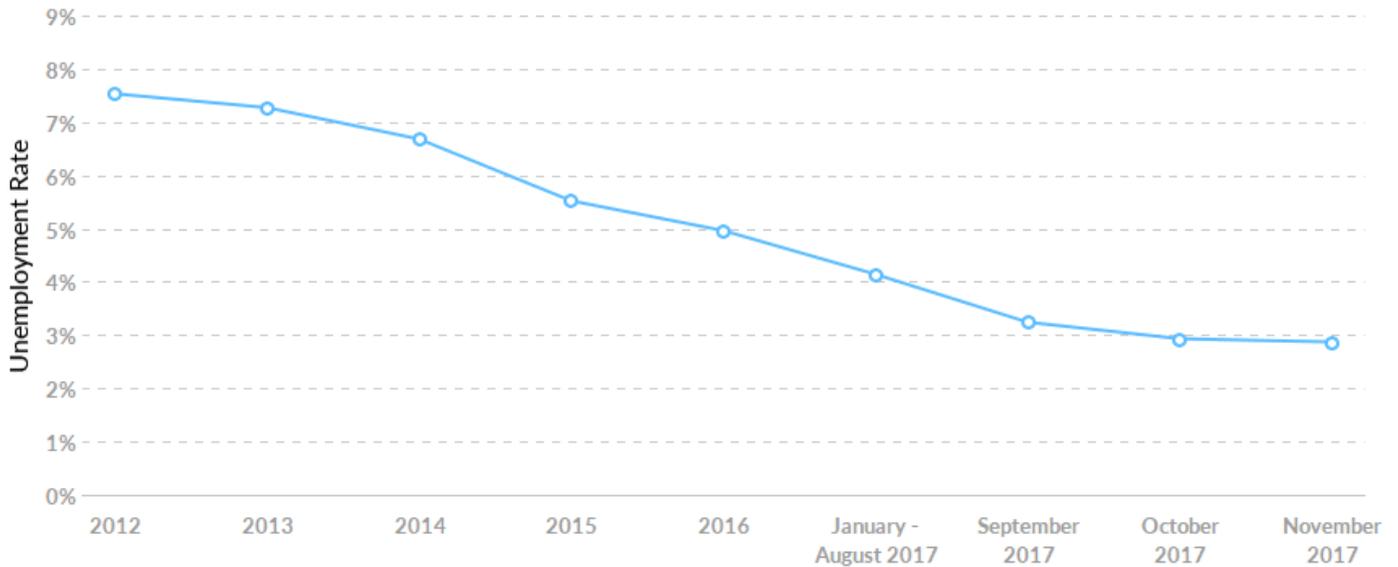


Timeframe	Labor Force Participation Rate
2012	65.32%
2013	64.48%
2014	57.64%
2015	57.24%
2016	56.91%
January - August 2017	59.44%
September 2017	59.55%
October 2017	59.98%
November 2017	60.31%

## Historic & Projected Trends - Cont.

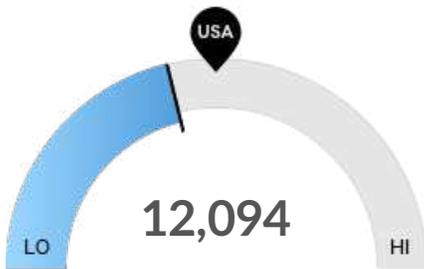
### Unemployment Rate Trends

Wood County, WI had a November 2017 unemployment rate of 2.87%, **decreasing from 7.53%** 5 years before.



Timeframe	Unemployment Rate
2012	7.53%
2013	7.27%
2014	6.68%
2015	5.52%
2016	4.96%
January - August 2017	4.14%
September 2017	3.24%
October 2017	2.93%
November 2017	2.87%

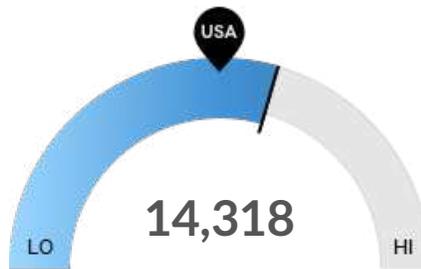
## Population Characteristics



**12,094**

**Millennials**

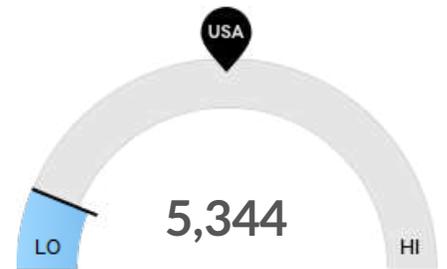
Wood County, WI has 12,094 millennials (ages 20-34). The national average for an area this size is 15,172.



**14,318**

**Retiring Soon**

Retirement risk is high in Wood County, WI. The national average for an area this size is 11,141 people 65 or older, while there are 14,318 here.



**5,344**

**Racial Diversity**

Racial diversity is low in Wood County, WI. The national average for an area this size is 28,317 racially diverse people, while there are 5,344 here.



**6,093**

**Veterans**

Wood County, WI has 6,093 veterans. The national average for an area this size is 4,301.



**0.5/1,000**

**Violent Crime**

Wood County, WI has 0.5 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



**18.99/1,000**

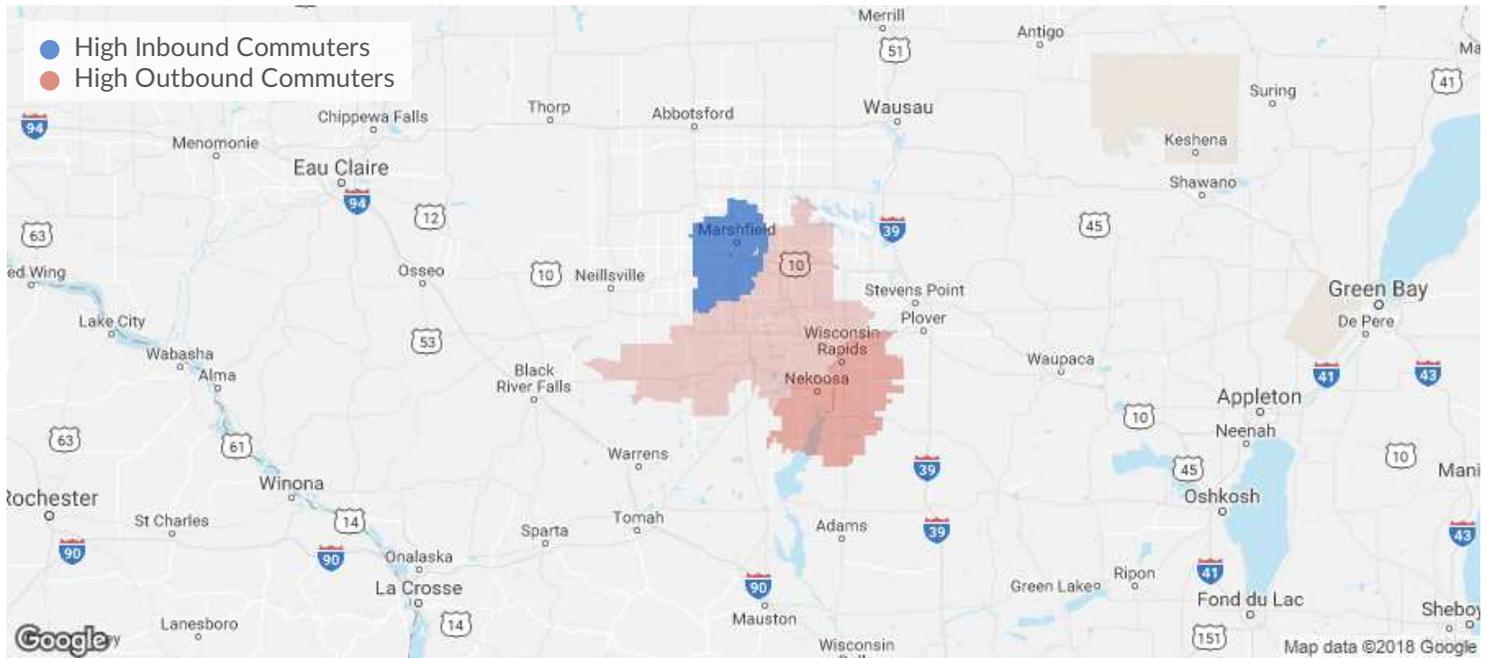
**Property Crime**

Wood County, WI has 18.99 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in Wood County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

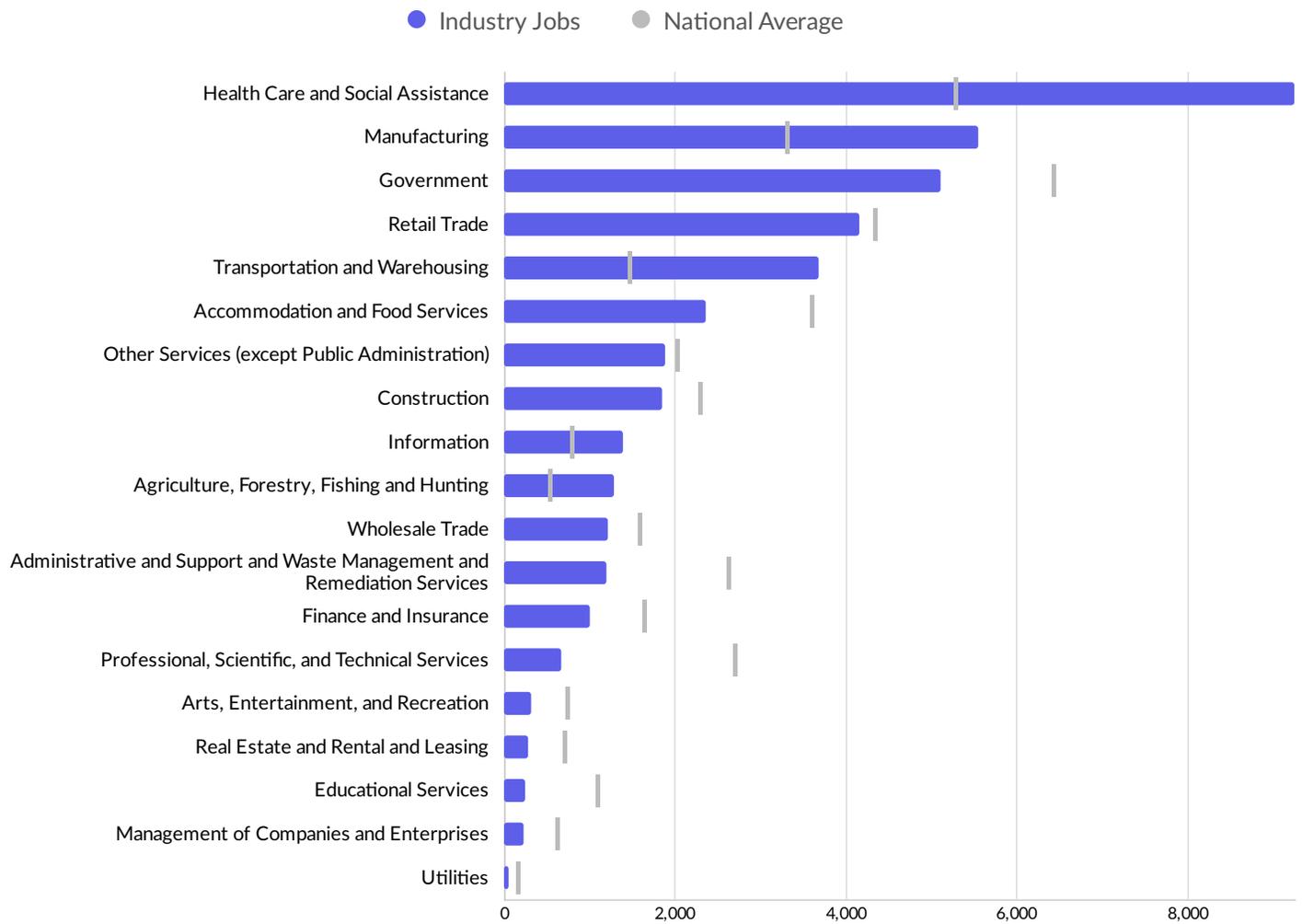
ZIP	Name	2017 Employment
54449	Marshfield, WI (in Woo...	20,224
54494	Wisconsin Rapids, WI ...	11,288
54495	Wisconsin Rapids, WI ...	3,623
54457	Nekoosa, WI (in Wood...	1,940
54410	Arpin, WI (in Wood co...	767

### Where Talent Lives

ZIP	Name	2017 Workers
54449	Marshfield, WI (in Woo...	14,615
54494	Wisconsin Rapids, WI ...	13,144
54495	Wisconsin Rapids, WI ...	4,485
54457	Nekoosa, WI (in Wood...	3,927
54466	Pittsville, WI (in Wood ...	1,648

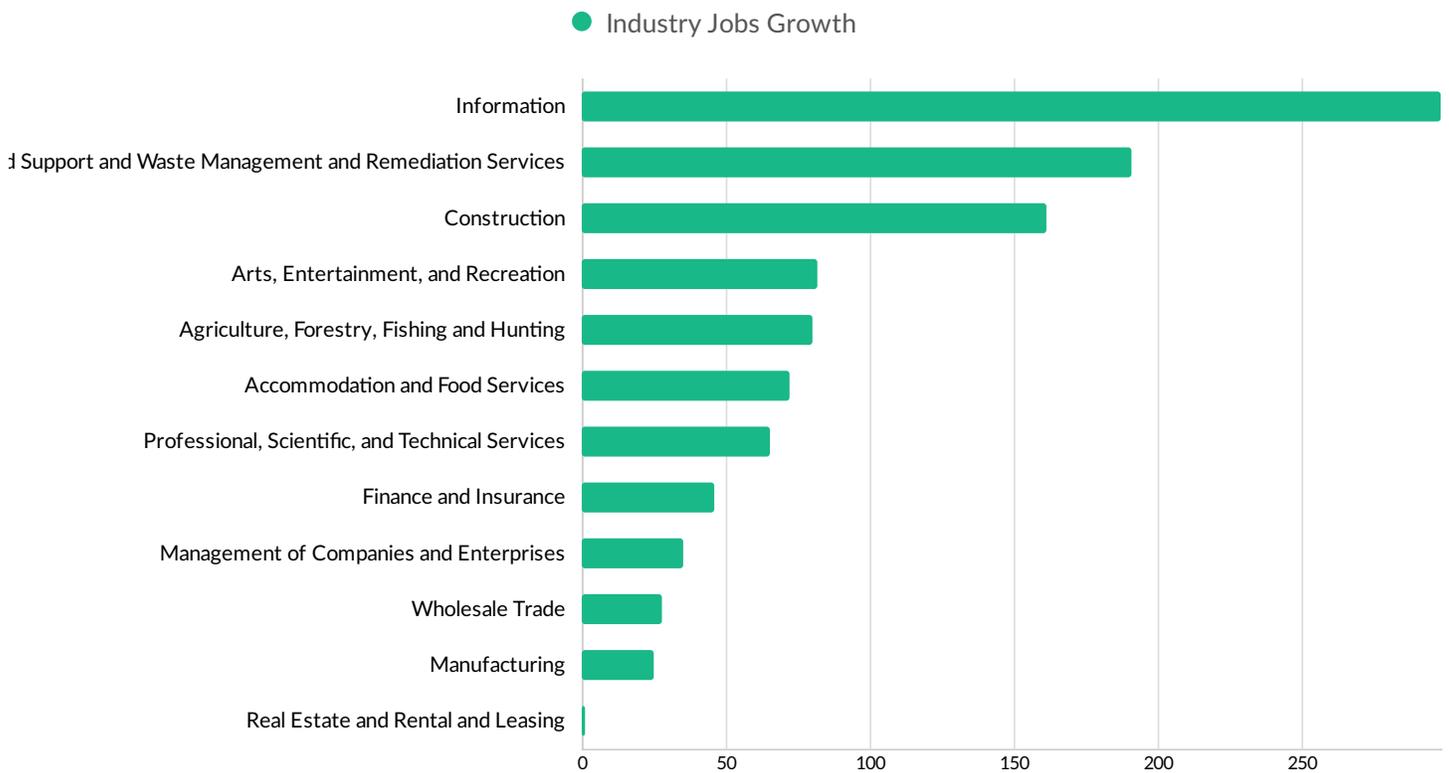
# Industry Characteristics

## Largest Industries



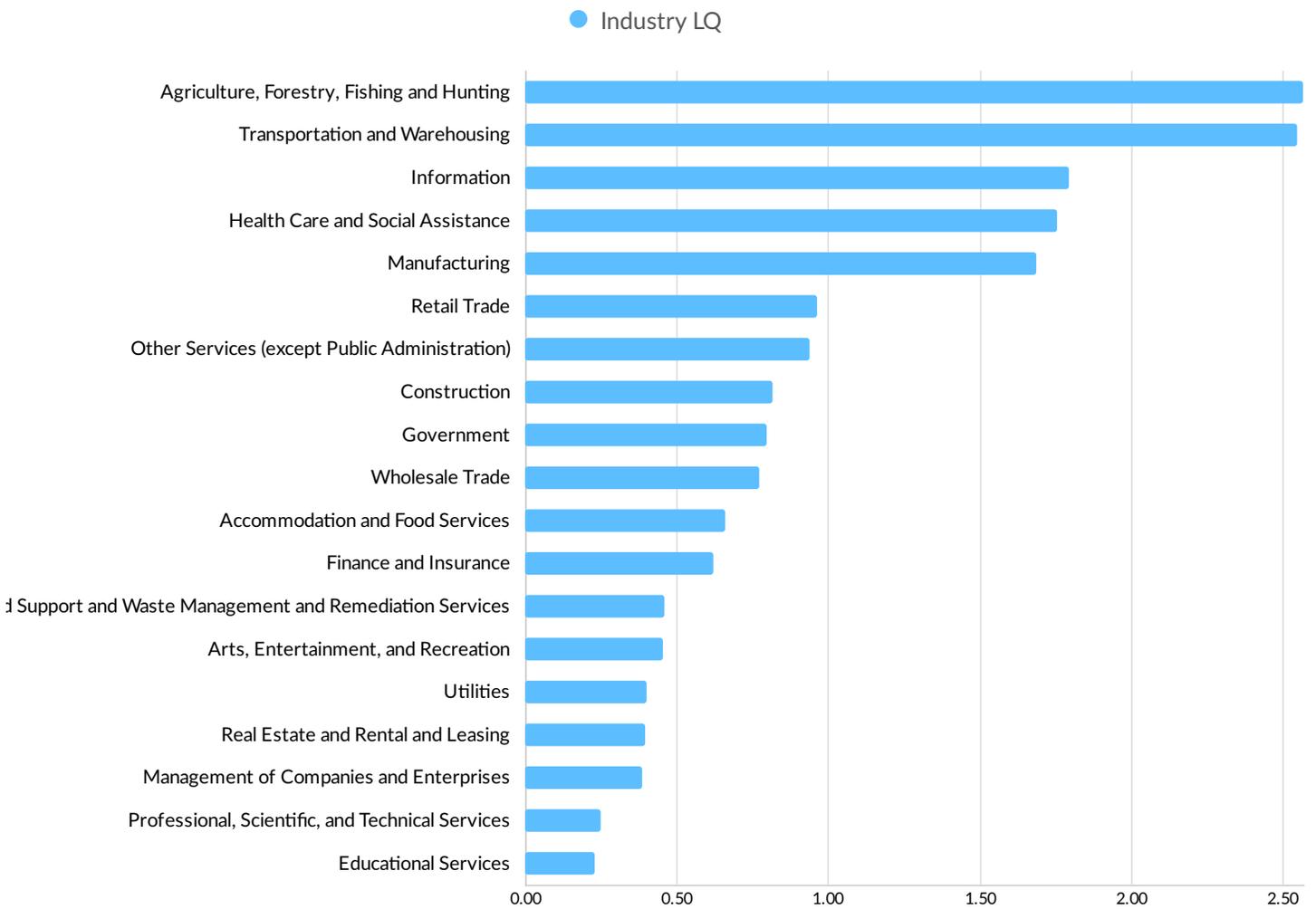
## Industry Characteristics - Cont.

### Top Growing Industries



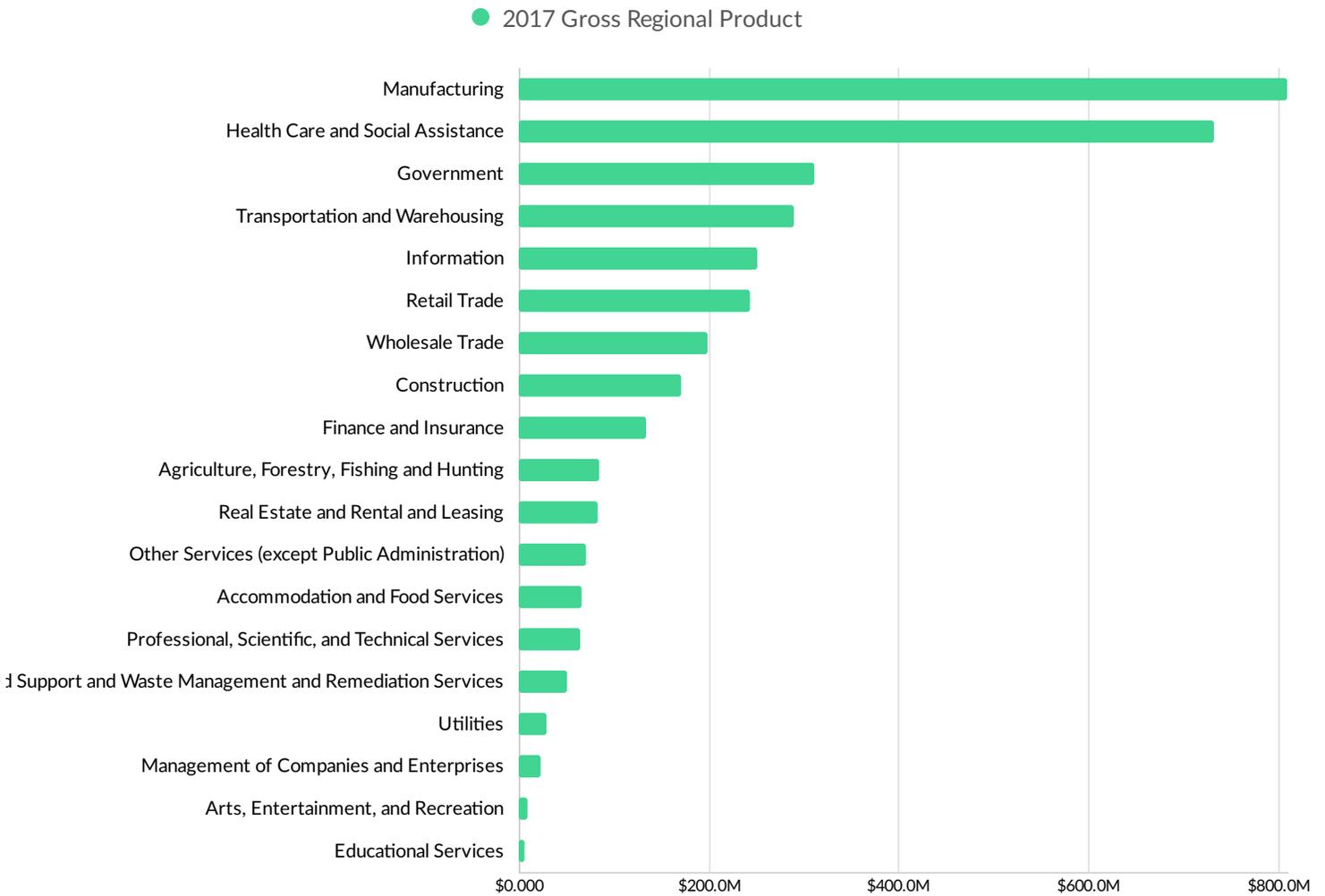
## Industry Characteristics - Cont.

### Top Industry LQ



## Industry Characteristics - Cont.

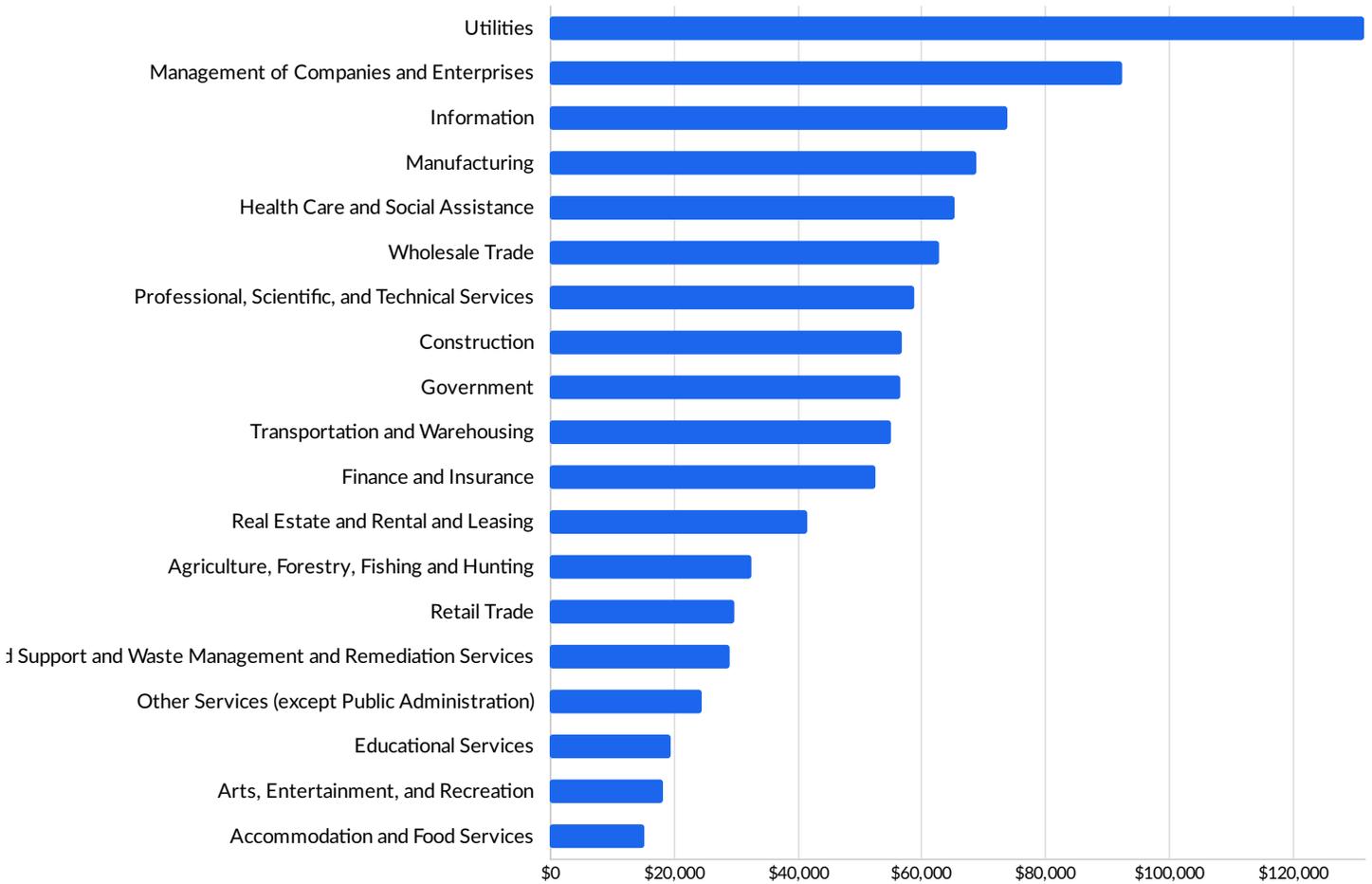
### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings

● 2017 Earnings Per Worker



## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Health Care and Social Assistance	13,605	9,255	-4,350	-32%	1.76	\$65,391	\$732.23M
Manufacturing	5,529	5,554	25	+0%	1.69	\$69,026	\$810.00M
Government	5,245	5,121	-124	-2%	0.80	\$56,536	\$311.47M
Retail Trade	4,685	4,165	-520	-11%	0.97	\$29,937	\$243.92M
Transportation and Warehousing	3,932	3,692	-240	-6%	2.55	\$55,055	\$290.07M
Accommodation and Food Services	2,297	2,369	72	+3%	0.66	\$15,217	\$65.64M
Other Services (except Public Administration)	2,077	1,881	-196	-9%	0.94	\$24,577	\$71.56M
Construction	1,697	1,858	161	+9%	0.82	\$56,850	\$171.35M
Information	1,096	1,394	298	+27%	1.79	\$73,853	\$252.16M
Agriculture, Forestry, Fishing and Hunting	1,215	1,295	80	+7%	2.57	\$32,693	\$85.16M
Wholesale Trade	1,186	1,214	28	+2%	0.77	\$62,955	\$198.75M
Administrative and Support and Waste Management and Remediation Services	1,014	1,205	191	+19%	0.46	\$29,042	\$51.52M
Finance and Insurance	958	1,004	46	+5%	0.62	\$52,605	\$134.91M
Professional, Scientific, and Technical Services	608	673	65	+11%	0.25	\$58,908	\$64.89M
Arts, Entertainment, and Recreation	244	326	82	+34%	0.45	\$18,287	\$10.03M

## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Real Estate and Rental and Leasing	274	275	1	+0%	0.40	\$41,661	\$83.48M
Educational Services	269	247	-22	-8%	0.23	\$19,611	\$5.81M
Management of Companies and Enterprises	192	227	35	+18%	0.38	\$92,374	\$23.08M
Utilities	65	59	-6	-9%	0.40	\$131,561	\$29.91M

## Business Characteristics

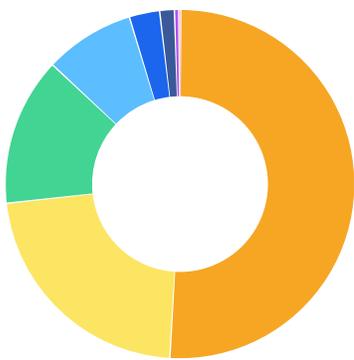
### 2,774 Companies Employ Your Workers

Online profiles for your workers mention 2,774 companies as employers, with the top 10 appearing below. In the last 12 months, 846 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	751 	Marshfield Clinic	2,984 
Renaissance Learning, Inc.	170 	Comphealth Associates, Inc	829 
Ministry Health Care, Inc.	164 	Roehl Transport, Inc.	655 
Newpage Corporation	108 	Ashley Furniture Industries, Inc.	430 
Security Health Plan of Wiscon...	106 	Pizza Hut, Inc.	424 
Mid-State Technical College (inc)	77 	Shopko Stores Operating Co., L...	364 
Roehl Transport, Inc.	72 	Verso Corporation	363 
Verso Corporation	70 	Prochnow Transport Inc.	360 
Wisconsin Rapids Public Schoo...	58 	C.R. England, Inc.	354 
Domtar Corporation	53 	Masonite International Corpor...	345 

## Business Characteristics - Cont.

### Business Size

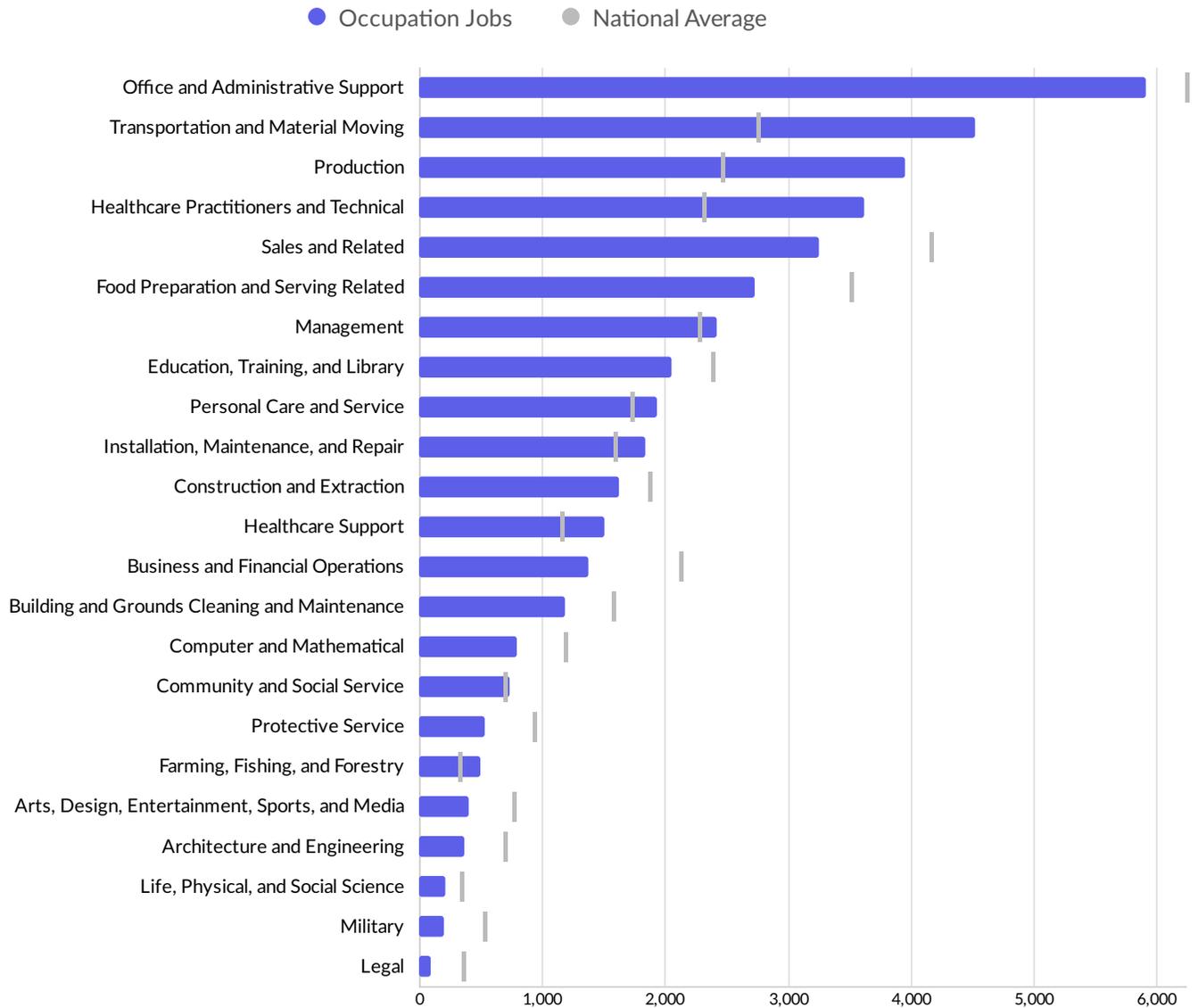


	Percentage	Business Count
● 1 to 4 employees	50.9%	1,915
● 5 to 9 employees	22.3%	840
● 10 to 19 employees	13.7%	517
● 20 to 49 employees	8.3%	314
● 50 to 99 employees	2.8%	106
● 100 to 249 employees	1.4%	51
● 250 to 499 employees	0.4%	15
● 500+ employees	0.2%	7

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

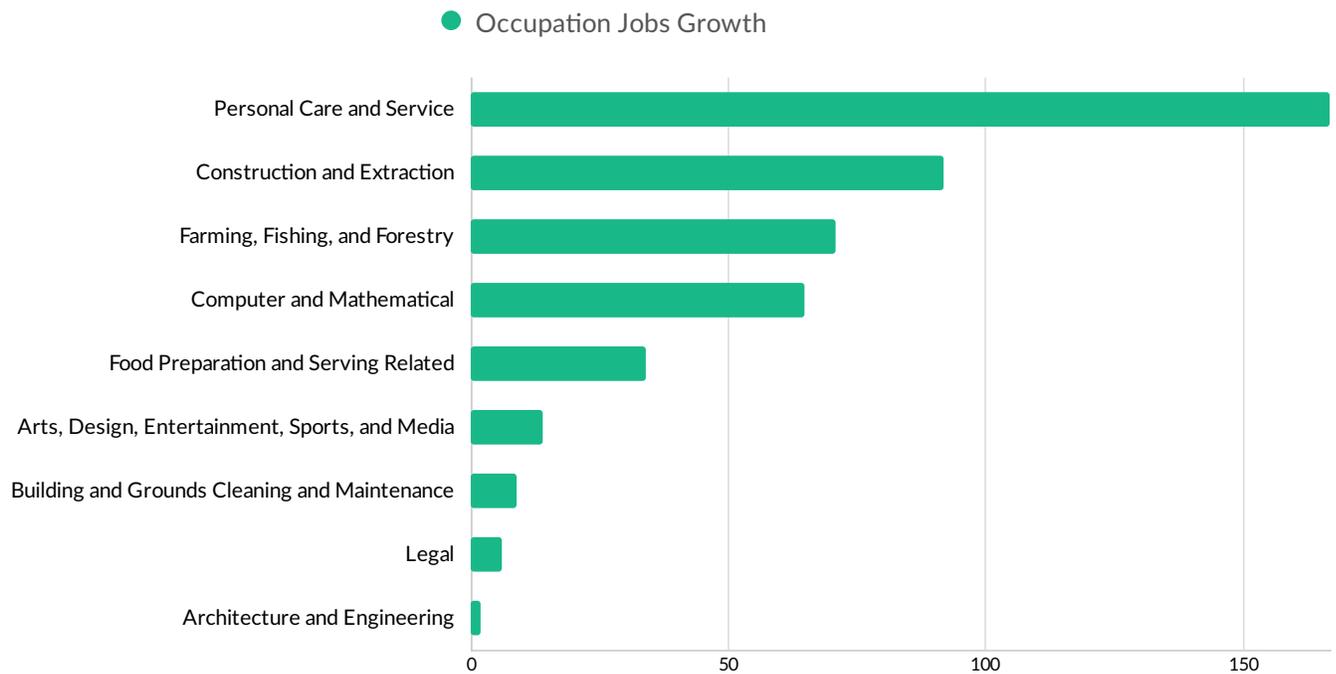
# Workforce Characteristics

## Largest Occupations



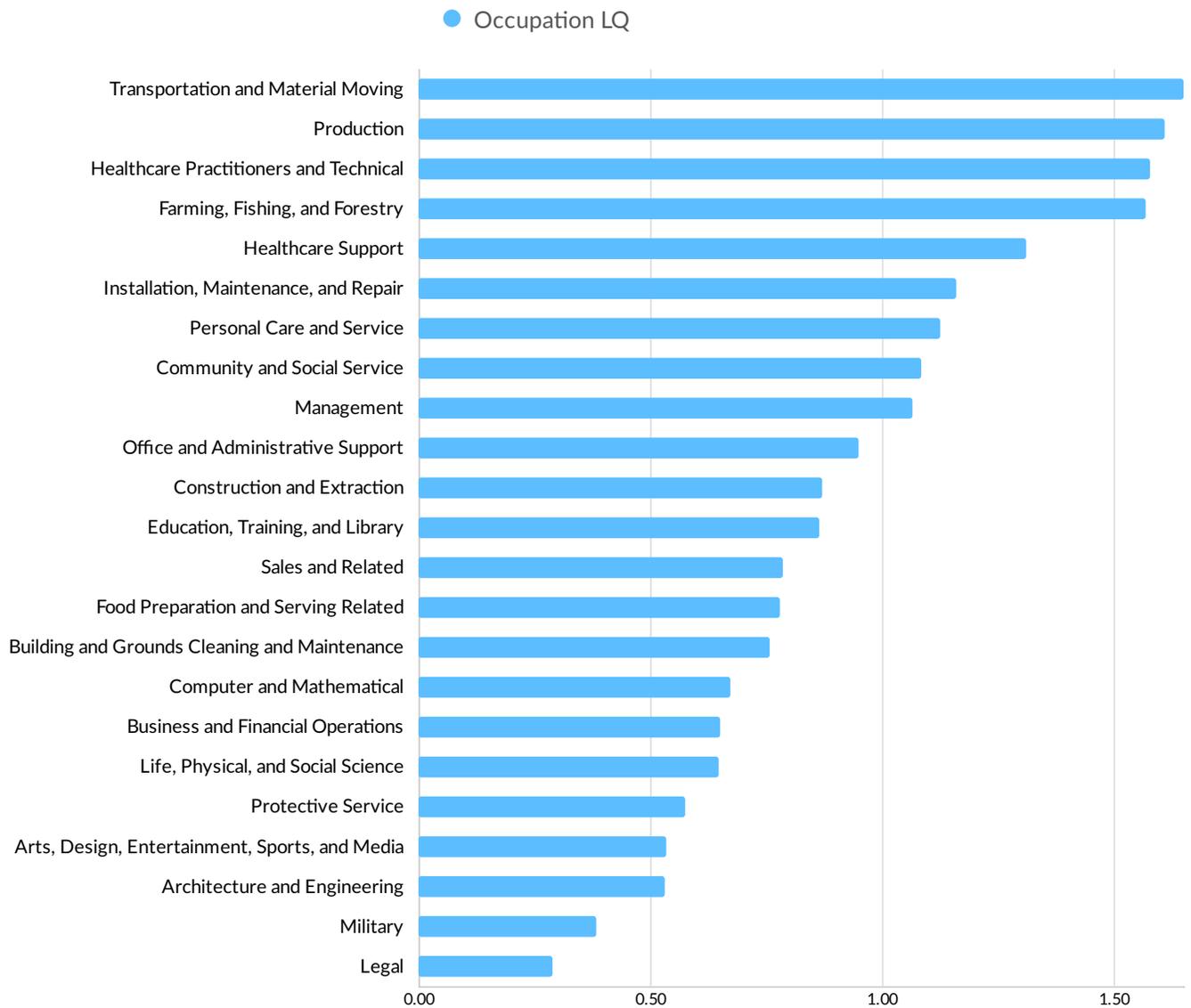
## Workforce Characteristics - Cont.

### Top Growing Occupations



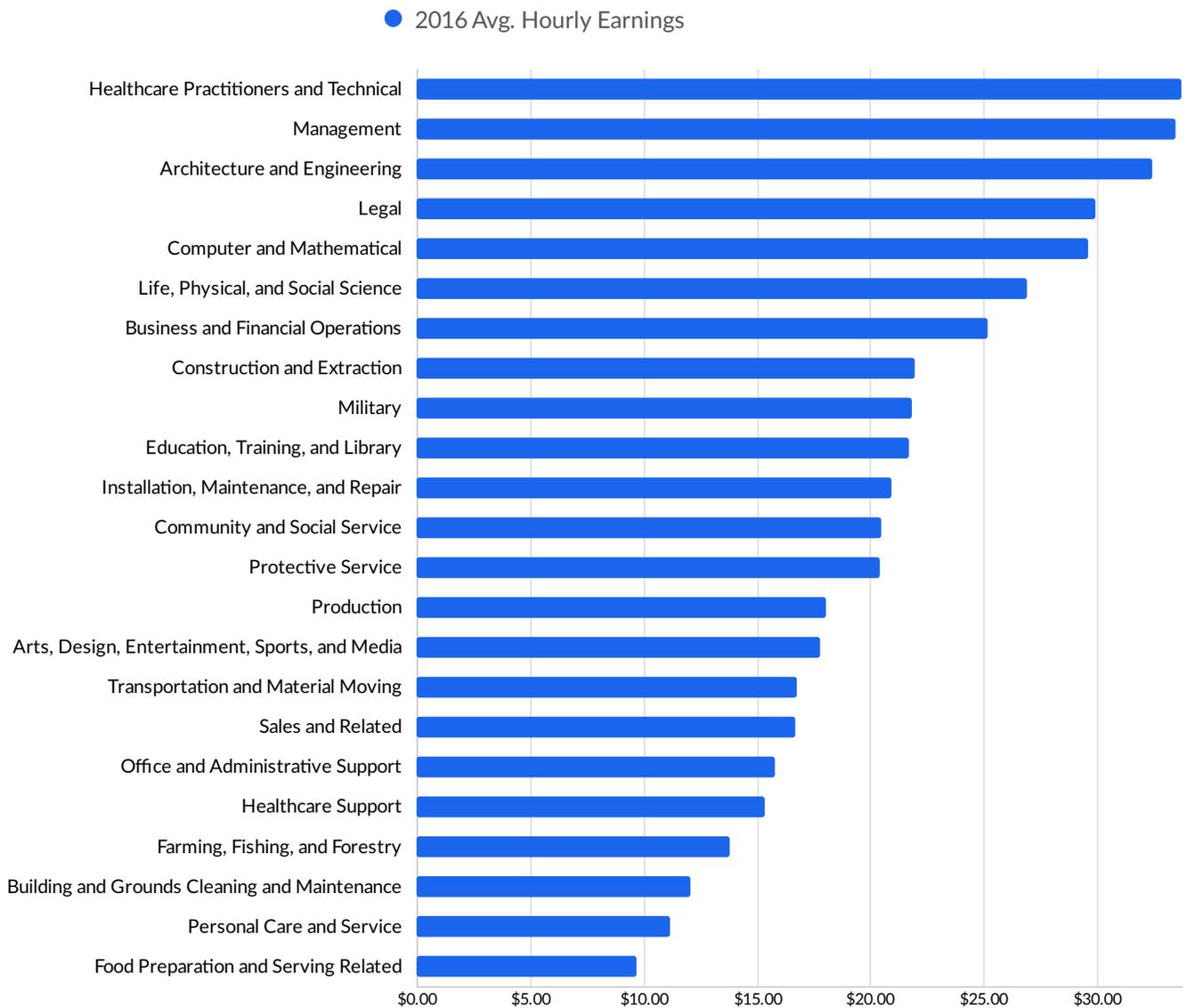
## Workforce Characteristics - Cont.

### Top Occupation LQ



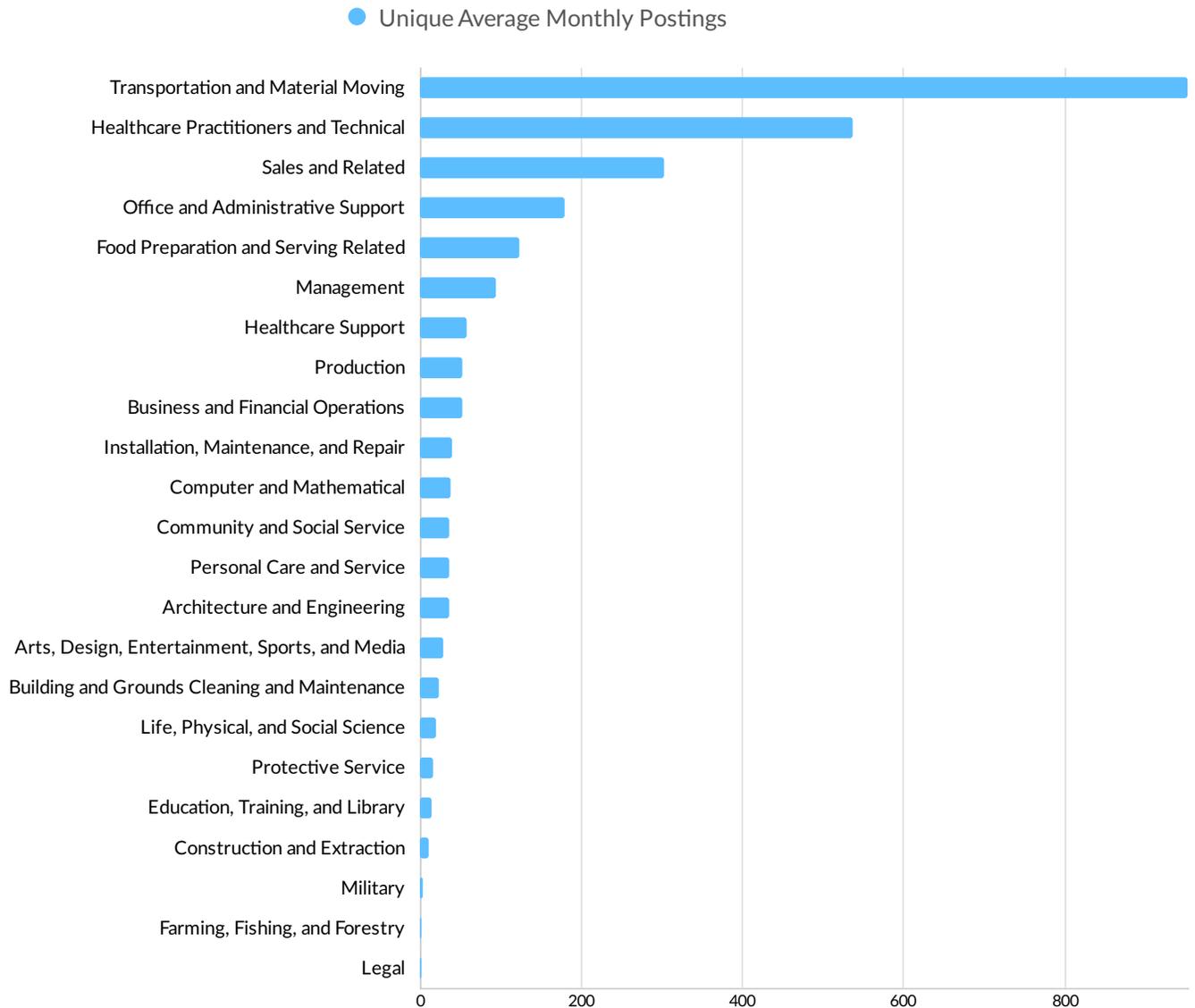
## Workforce Characteristics - Cont.

### Top Occupation Earnings



## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Office and Administrative Support	6,912	5,910	-1,002	-14%	0.95	\$15.78	179
Transportation and Material Moving	4,760	4,528	-232	-5%	1.65	\$16.79	953
Production	3,981	3,956	-25	-1%	1.61	\$18.07	53
Healthcare Practitioners and Technical	5,802	3,627	-2,175	-37%	1.58	\$33.72	537
Sales and Related	3,383	3,260	-123	-4%	0.78	\$16.71	303
Food Preparation and Serving Related	2,700	2,734	34	+1%	0.78	\$9.69	124
Management	2,634	2,423	-211	-8%	1.07	\$33.44	95
Education, Training, and Library	2,067	2,056	-11	-1%	0.86	\$21.71	14
Personal Care and Service	1,774	1,941	167	+9%	1.12	\$11.18	36
Installation, Maintenance, and Repair	1,914	1,836	-78	-4%	1.16	\$20.93	40
Construction and Extraction	1,530	1,622	92	+6%	0.87	\$21.94	11
Healthcare Support	2,183	1,509	-674	-31%	1.31	\$15.34	59
Business and Financial Operations	1,403	1,379	-24	-2%	0.65	\$25.18	53
Building and Grounds Cleaning and Maintenance	1,173	1,182	9	+1%	0.76	\$12.06	24
Computer and Mathematical	728	793	65	+9%	0.67	\$29.60	38

## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Community and Social Service	971	740	-231	-24%	1.08	\$20.49	36
Protective Service	555	537	-18	-3%	0.58	\$20.41	17
Farming, Fishing, and Forestry	428	499	71	+17%	1.57	\$13.83	2
Arts, Design, Entertainment, Sports, and Media	390	404	14	+4%	0.54	\$17.82	30
Architecture and Engineering	364	366	2	+1%	0.53	\$32.43	36
Life, Physical, and Social Science	244	216	-28	-11%	0.65	\$26.92	20
Military	211	199	-12	-6%	0.38	\$21.85	3
Legal	93	99	6	+6%	0.29	\$29.92	1

## Educational Pipeline

In 2016, there were 977 graduates in Wood County, WI. This pipeline has shrunk by 9% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, "Business Administration and Management, General", and Registered Nursing/Registered Nurse.

