



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.

41,876

Jobs (2017)

Jobs **decreased by 4,324** over the last 5 years and are projected to **decrease by 2,046** over the next 5 years.

\$49.9K

Median Household Income (2016)

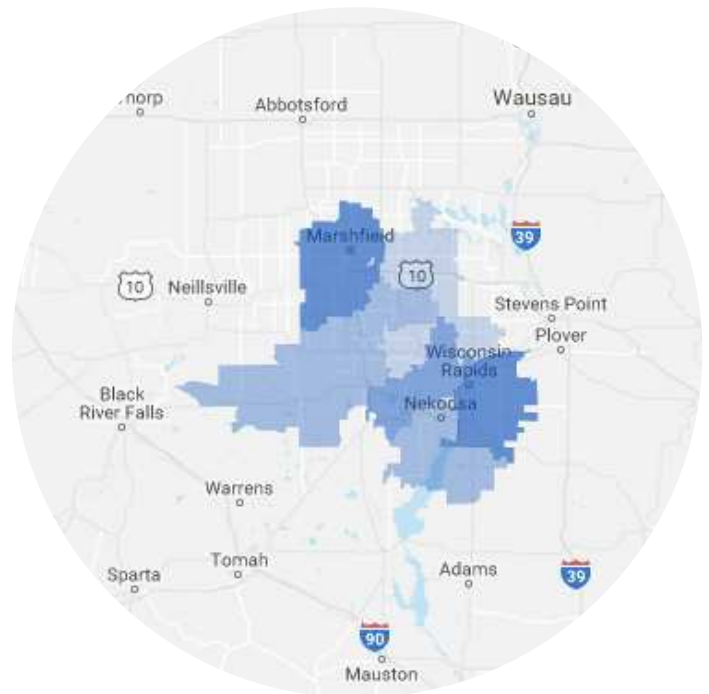
Median household income is **\$5.4K below** the national median household income of \$55.3K.

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 9.4%** in Wood County, WI from 46,200 to **41,876**. This change **fell short of the national growth rate of 7.9% by 17.3%**. As the number of jobs declined, the **labor force participation rate decreased from 65.6% to 60.2% 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).

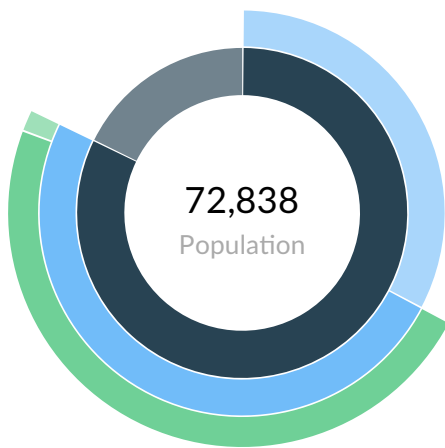


Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	72,838	36,048	41,876	100.8	\$3.95B	\$5.19B	\$5.31B
NCWRPC	438,289	232,666	226,355	99.5	\$21.40B	\$27.24B	\$26.66B
Wisconsin	5,795,388	3,150,288	3,126,730	100.5	\$313.60B	\$280.38B	\$310.05B
United States	325,401,909	159,887,109	160,157,543	100.0	\$19.09T	\$0	\$8.52T

Economy Overview - Cont.

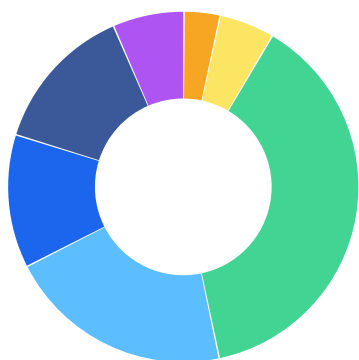
2017 Labor Force Breakdown



	Population
● Total Working Age Population	59,846
● Not in Labor Force (15+)	23,798
● Labor Force	36,048
● Employed	34,942
● Unemployed	1,106
● 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).

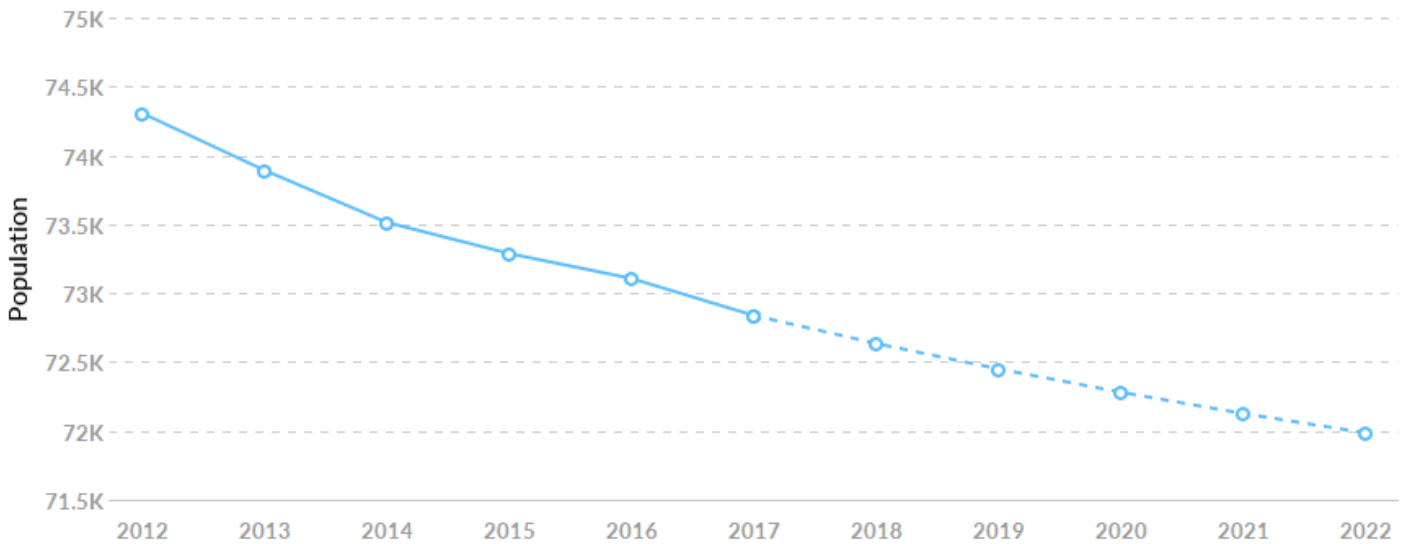


	% of Population	Population
● Less Than 9th Grade	3.3%	1,715
● 9th Grade to 12th Grade	5.1%	2,645
● High School Diploma	38.2%	19,784
● Some College	20.8%	10,770
● Associate's Degree	12.3%	6,372
● Bachelor's Degree	13.7%	7,083
● Graduate Degree and Higher	6.6%	3,409

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.

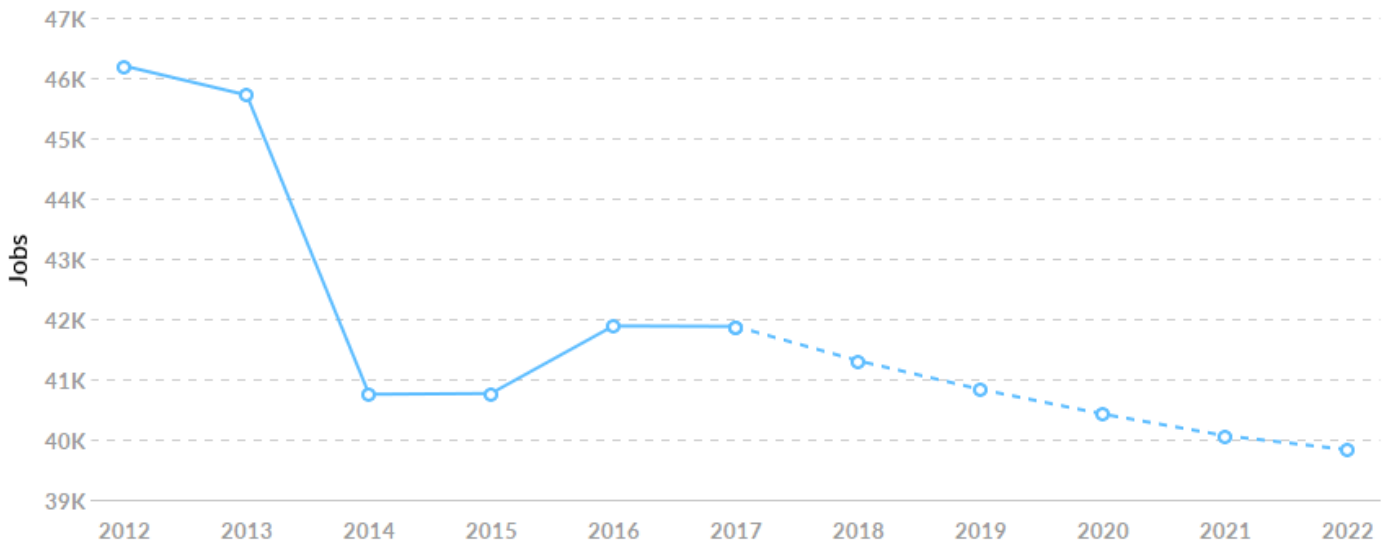


Timeframe	Population
2012	74,307
2013	73,893
2014	73,514
2015	73,288
2016	73,107
2017	72,838
2018	72,635
2019	72,450
2020	72,281
2021	72,126
2022	71,986

Historic & Projected Trends - Cont.

Job Trends

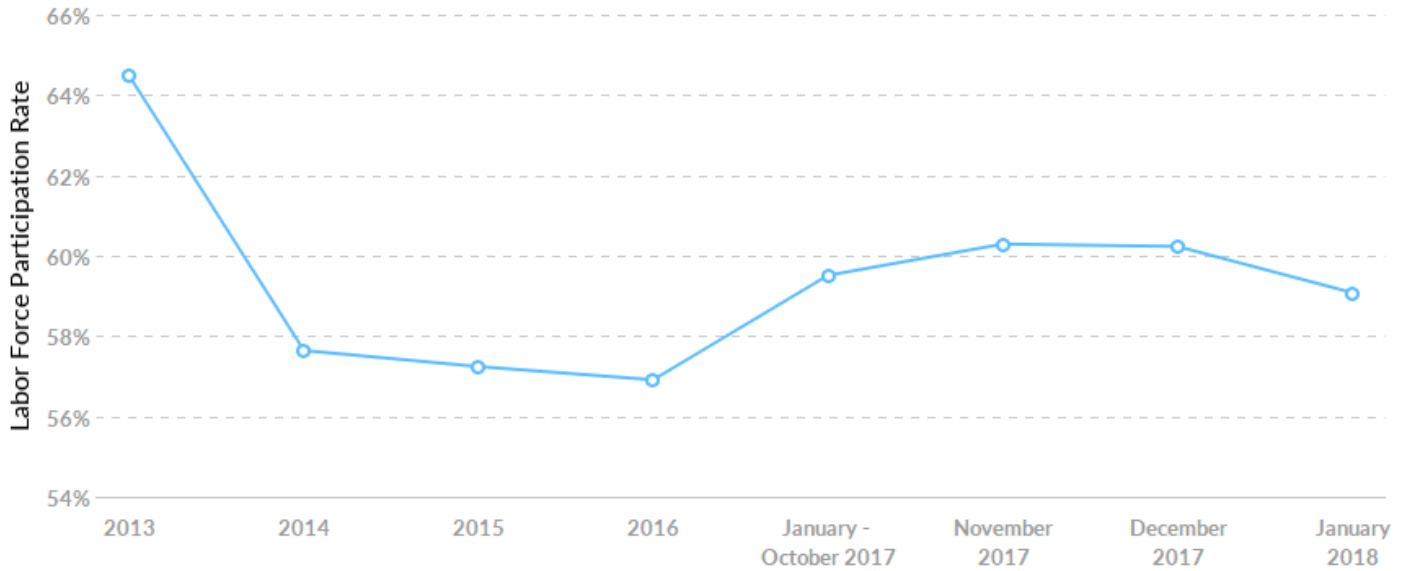
From 2012 to 2017, jobs declined by 9.4% in Wood County, WI from 46,200 to 41,876. This change fell short of the national growth rate of 7.9% by 17.3%.



Timeframe	Jobs
2012	46,200
2013	45,717
2014	40,750
2015	40,763
2016	41,883
2017	41,876
2018	41,307
2019	40,832
2020	40,422
2021	40,063
2022	39,830

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

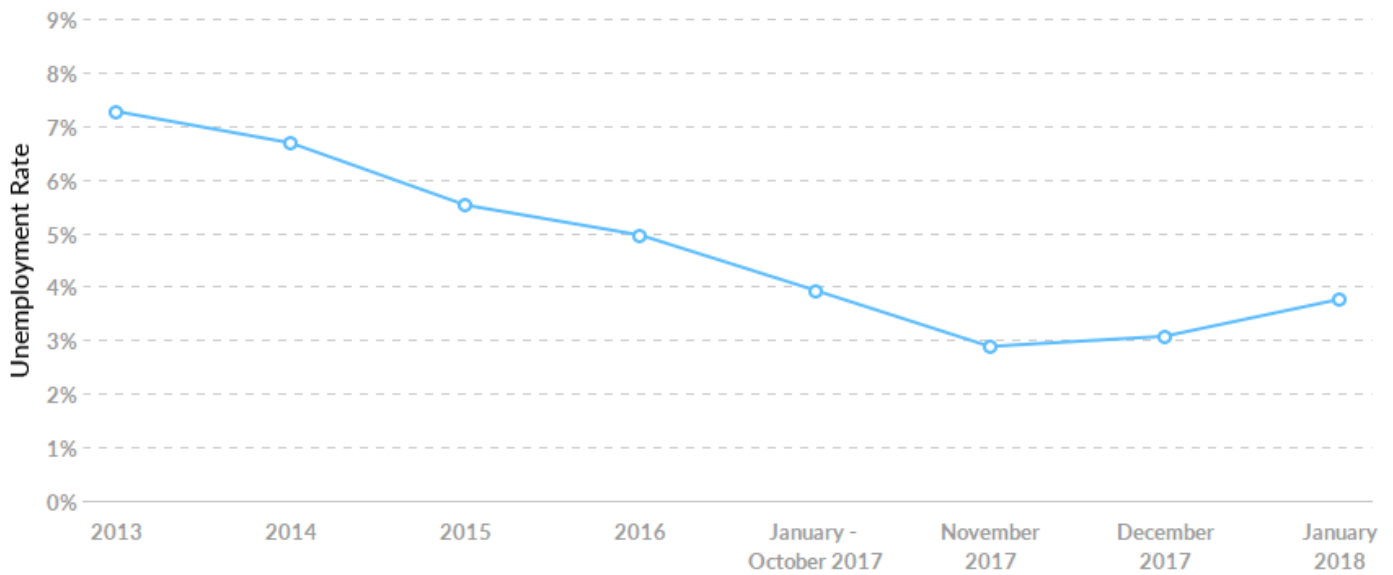


Timeframe	Labor Force Participation Rate
2013	64.48%
2014	57.64%
2015	57.24%
2016	56.91%
January - October 2017	59.51%
November 2017	60.29%
December 2017	60.23%
January 2018	59.08%

Historic & Projected Trends - Cont.

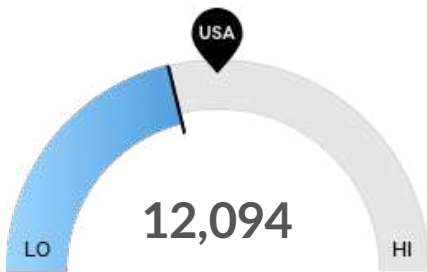
Unemployment Rate Trends

Wood County, WI had a January 2018 unemployment rate of 3.76%, **decreasing from 7.27%** 5 years before.



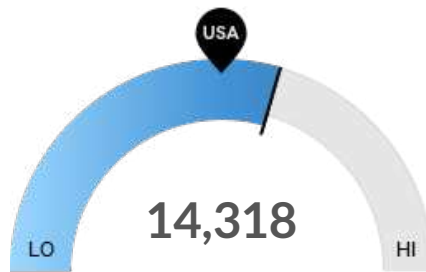
Timeframe	Unemployment Rate
2013	7.27%
2014	6.68%
2015	5.52%
2016	4.96%
January - October 2017	3.93%
November 2017	2.88%
December 2017	3.07%
January 2018	3.76%

Population Characteristics



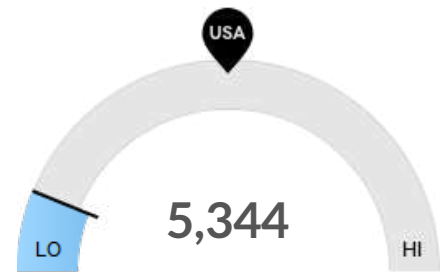
Millennials

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



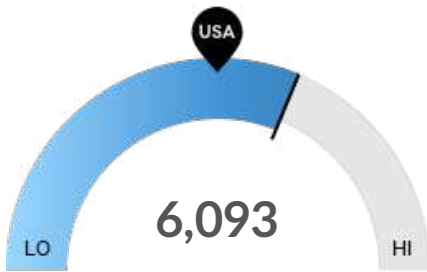
Retiring Soon

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.



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.



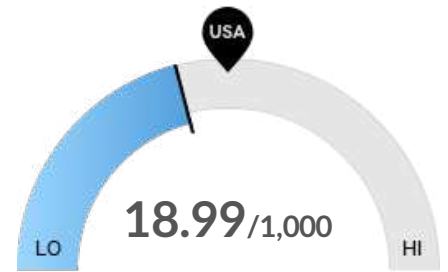
Veterans

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



Violent Crime

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



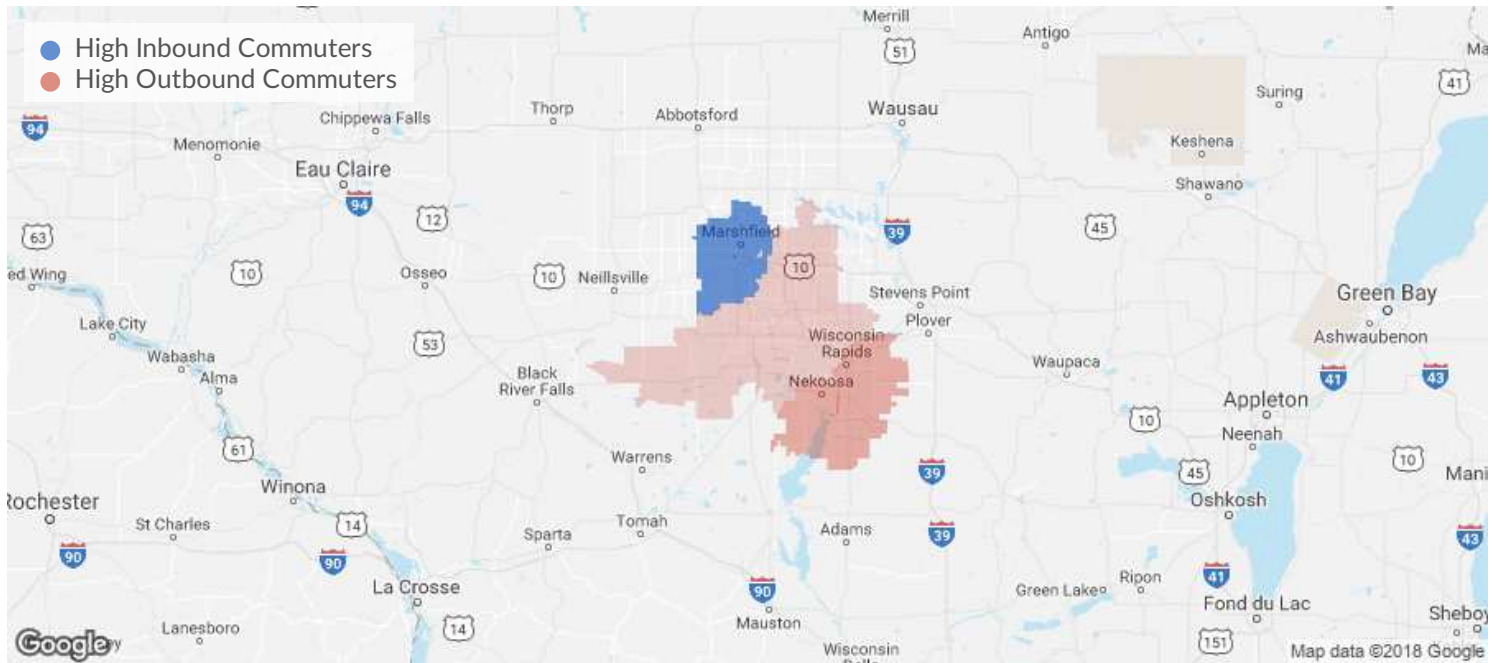
Property Crime

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

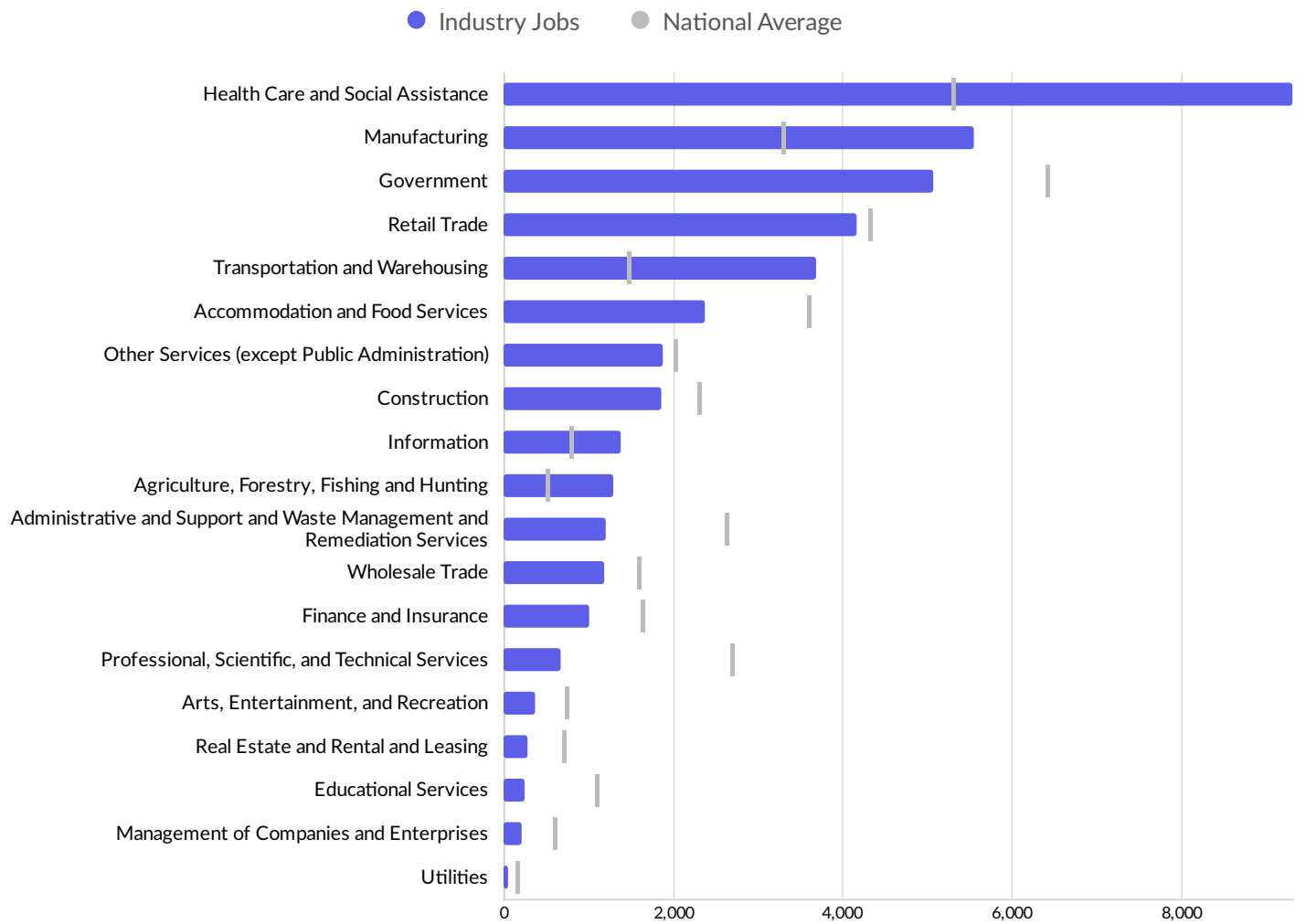
ZIP	Name	2017 Employment
54449	Marshfield, WI (in Woo...	20,253
54494	Wisconsin Rapids, WI ...	11,293
54495	Wisconsin Rapids, WI ...	3,620
54457	Nekoosa, WI (in Wood...	1,949
54410	Arpin, WI (in Wood co...	782

Where Talent Lives

ZIP	Name	2017 Workers
54449	Marshfield, WI (in Woo...	14,720
54494	Wisconsin Rapids, WI ...	12,839
54495	Wisconsin Rapids, WI ...	4,327
54457	Nekoosa, WI (in Wood...	3,963
54466	Pittsville, WI (in Wood ...	1,625

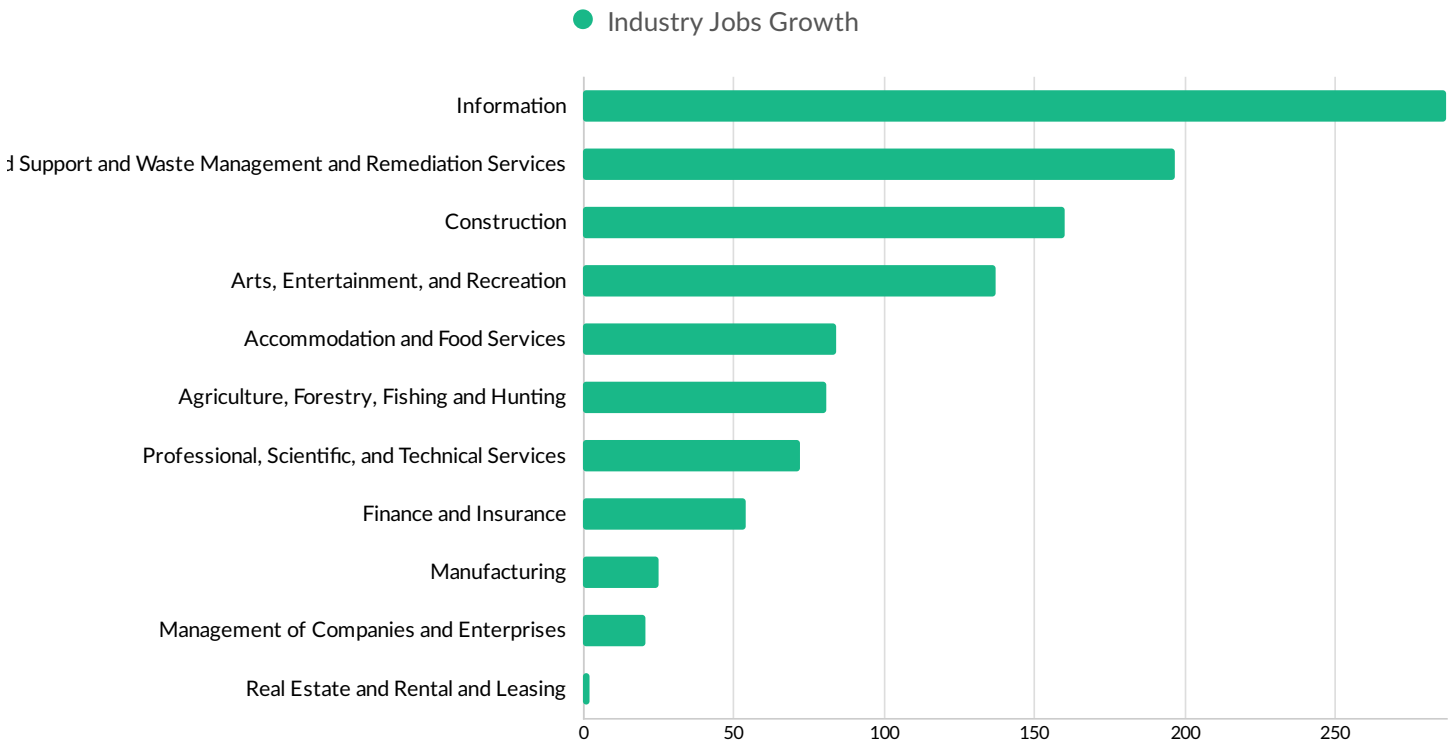
Industry Characteristics

Largest Industries



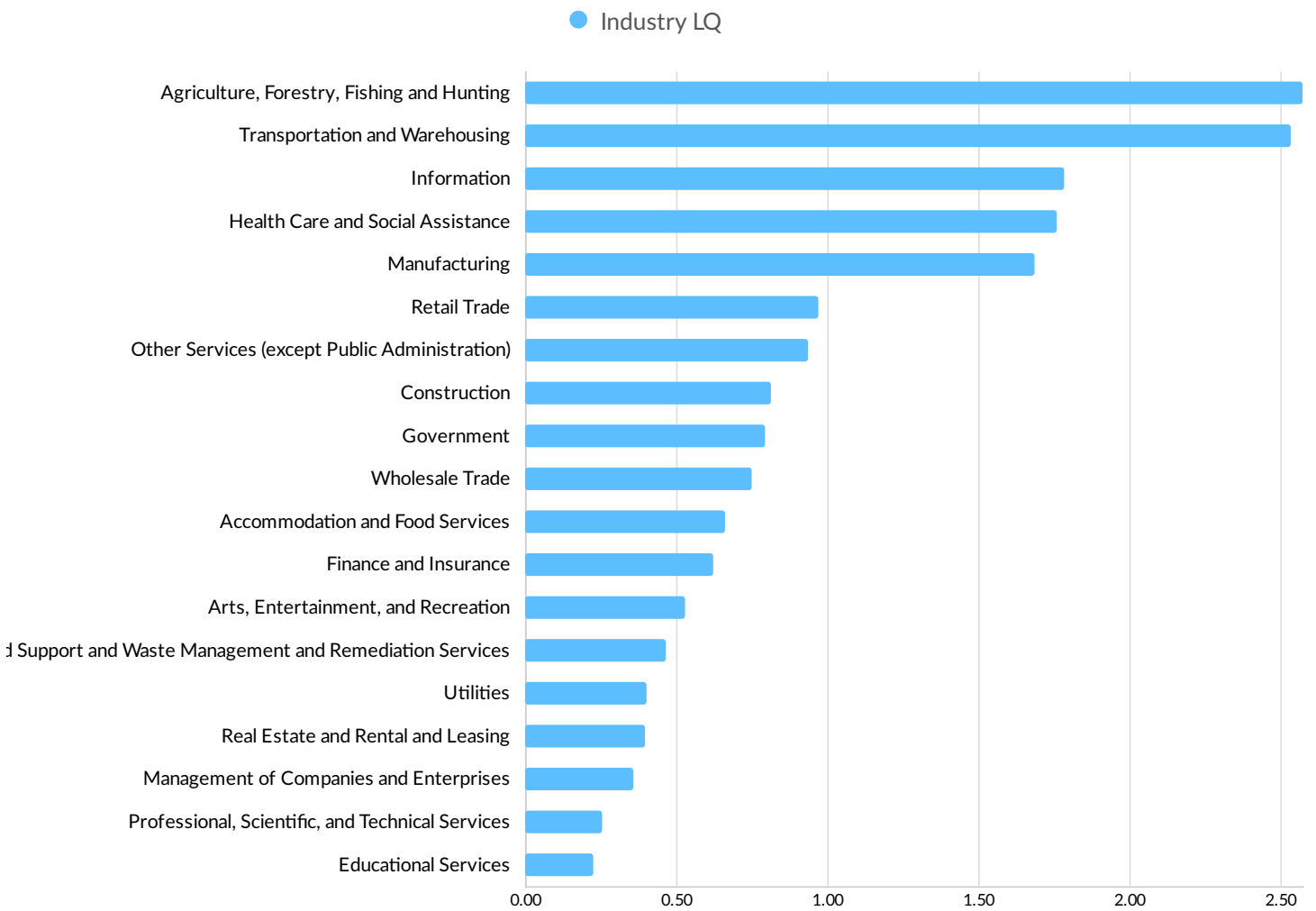
Industry Characteristics - Cont.

Top Growing Industries



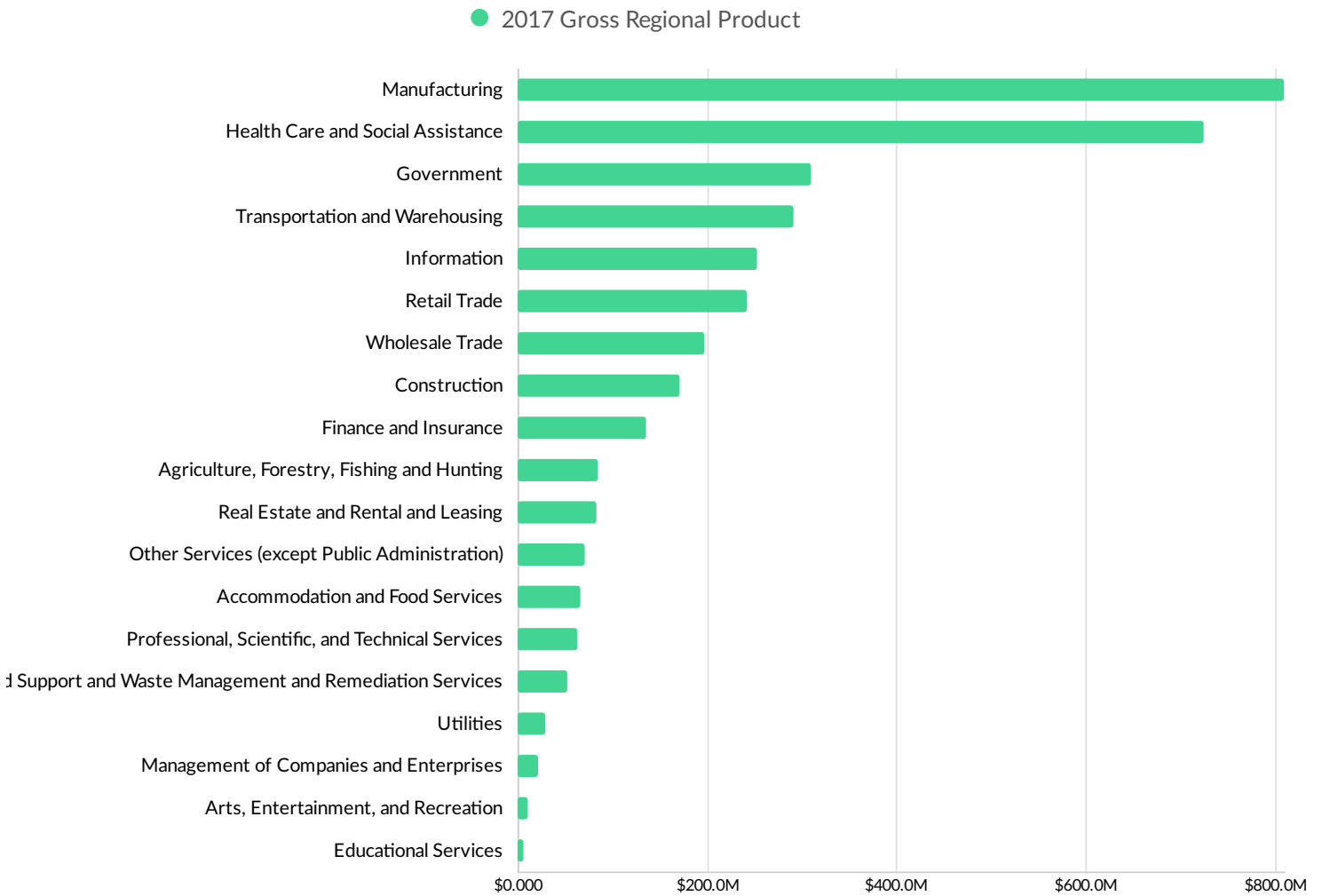
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

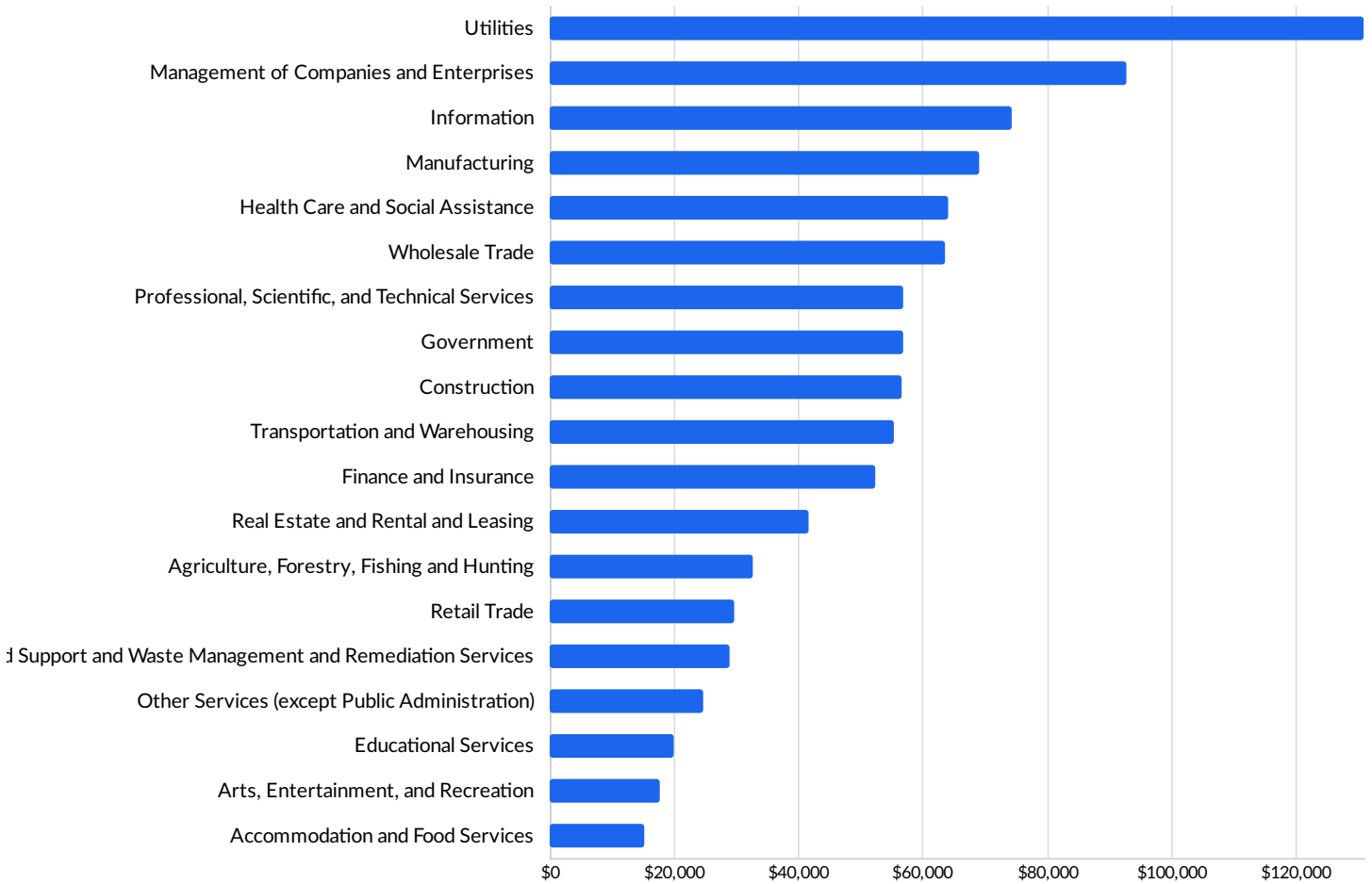
Top Industry GRP



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	9,319	-4,286	-32%	1.76	\$64,080	\$724.70M
Manufacturing	5,529	5,554	25	+0%	1.69	\$68,999	\$809.33M
Government	5,245	5,075	-170	-3%	0.79	\$56,822	\$310.22M
Retail Trade	4,685	4,174	-511	-11%	0.97	\$29,603	\$242.00M
Transportation and Warehousing	3,932	3,693	-239	-6%	2.54	\$55,379	\$291.40M
Accommodation and Food Services	2,297	2,381	84	+4%	0.66	\$15,202	\$65.96M
Other Services (except Public Administration)	2,077	1,882	-195	-9%	0.94	\$24,613	\$71.63M
Construction	1,697	1,857	160	+9%	0.81	\$56,767	\$171.33M
Information	1,096	1,383	287	+26%	1.78	\$74,381	\$252.83M
Agriculture, Forestry, Fishing and Hunting	1,215	1,296	81	+7%	2.57	\$32,770	\$85.51M
Administrative and Support and Waste Management and Remediation Services	1,014	1,211	197	+19%	0.46	\$29,058	\$51.77M
Wholesale Trade	1,186	1,184	-2	0%	0.75	\$63,574	\$196.97M
Finance and Insurance	958	1,012	54	+6%	0.62	\$52,520	\$135.52M
Professional, Scientific, and Technical Services	608	680	72	+12%	0.25	\$56,930	\$63.91M
Arts, Entertainment, and Recreation	244	381	137	+56%	0.53	\$17,805	\$11.07M

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	276	2	+1%	0.39	\$41,645	\$83.70M
Educational Services	269	244	-25	-9%	0.23	\$19,883	\$5.81M
Management of Companies and Enterprises	192	213	21	+11%	0.36	\$92,818	\$21.75M
Utilities	65	58	-7	-11%	0.40	\$131,008	\$29.91M

Business Characteristics

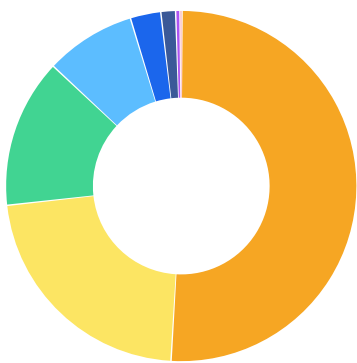
895 Companies Employ Your Workers

Online profiles for your workers mention 895 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	51 	Marshfield Clinic	2,984 
Verso Corporation	16 	Comphealth Associates, Inc	829 
Renaissance Learning, Inc.	13 	Roehl Transport, Inc.	655 
Wal-Mart Stores, Inc.	12 	Ashley Furniture Industries, Inc.	430 
Wisconsin Rapids Public Schoo...	12 	Pizza Hut, Inc.	424 
Security Health Plan of Wiscon...	10 	Shopko Stores Operating Co., L...	364 
Roehl Transport, Inc.	9 	Verso Corporation	363 
Ministry Health Care, Inc.	8 	Prochnow Transport Inc.	360 
Associated Banc-Corp	7 	C.R. England, Inc.	354 
Deboer Transportation, Inc.	7 	Masonite International Corpor...	345 

Business Characteristics - Cont.

Business Size

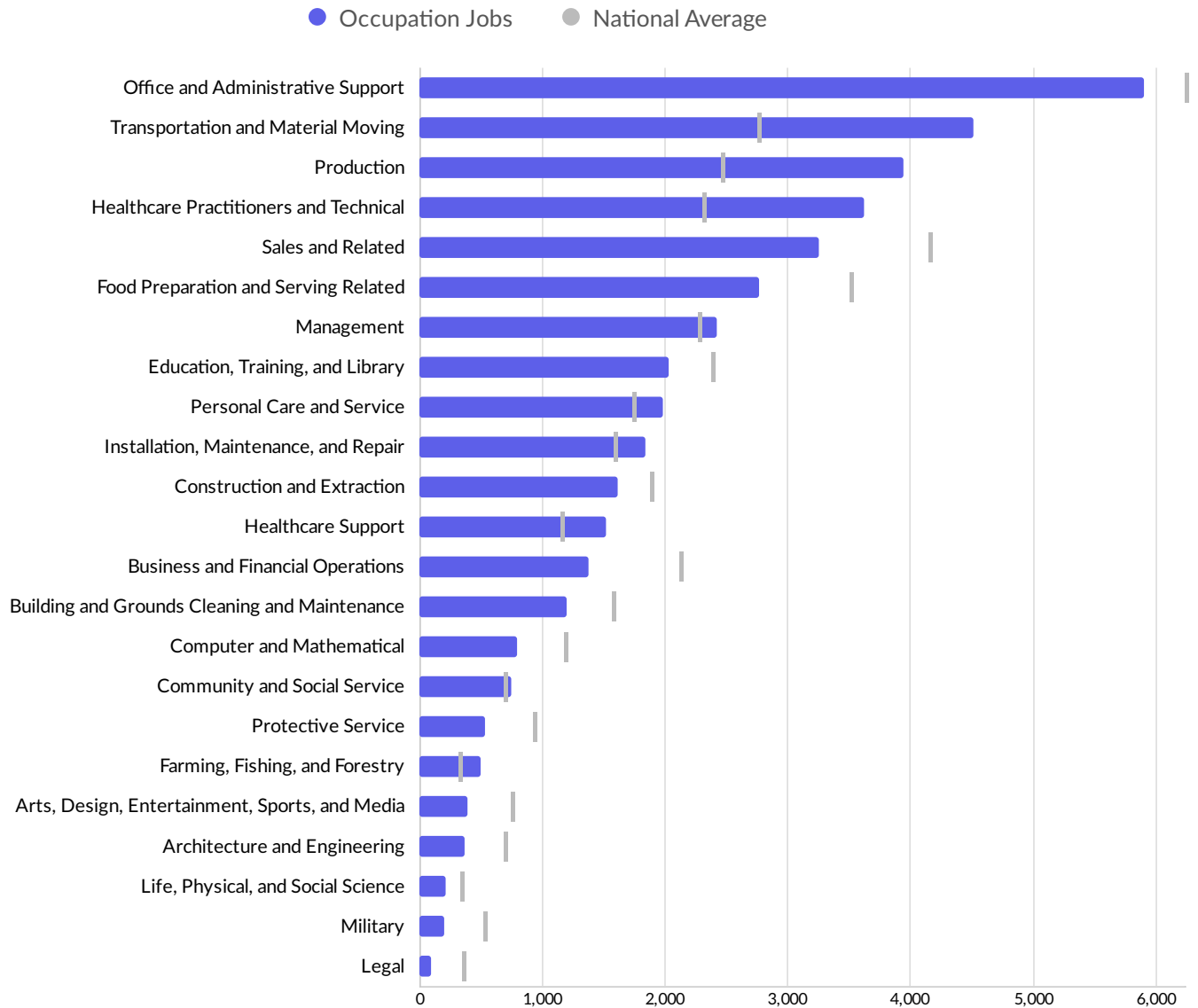


	Percentage	Business Count
1 to 4 employees	50.9%	1,915
5 to 9 employees	22.3%	840
10 to 19 employees	13.7%	517
20 to 49 employees	8.3%	314
50 to 99 employees	2.8%	106
100 to 249 employees	1.4%	51
250 to 499 employees	0.4%	15
500+ employees	0.2%	7

**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.*

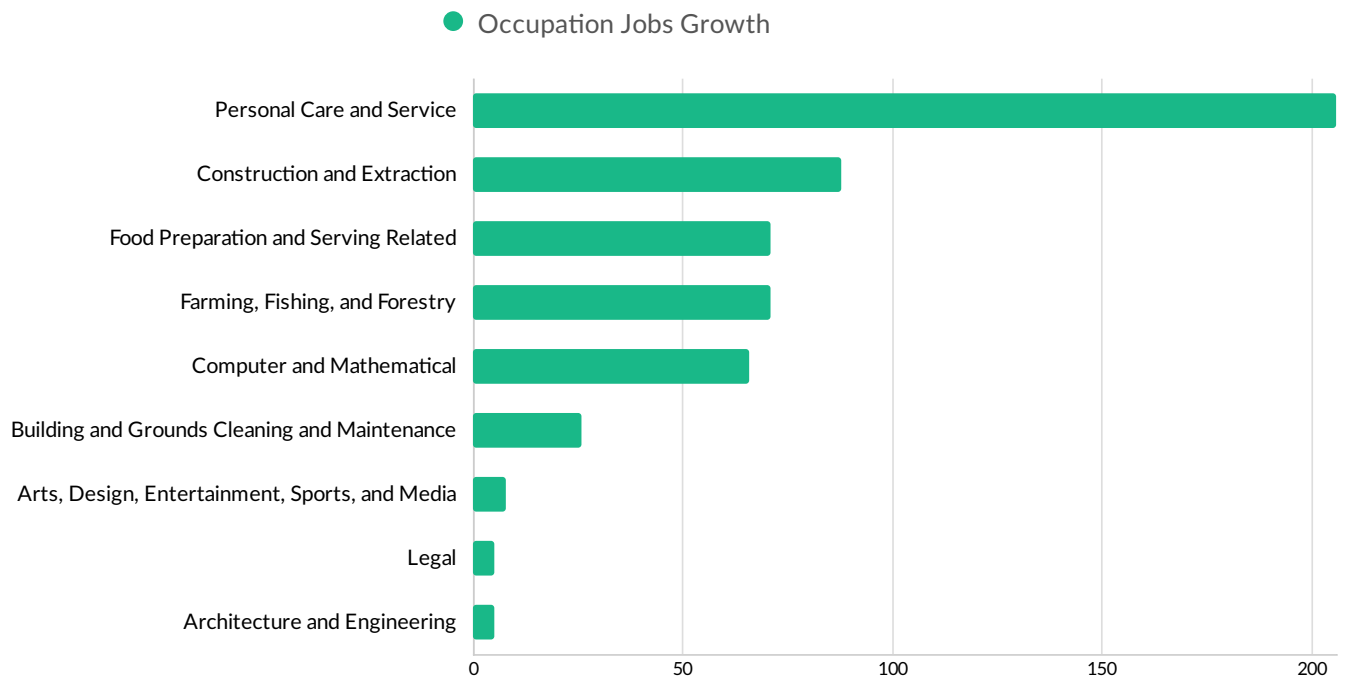
Workforce Characteristics

Largest Occupations



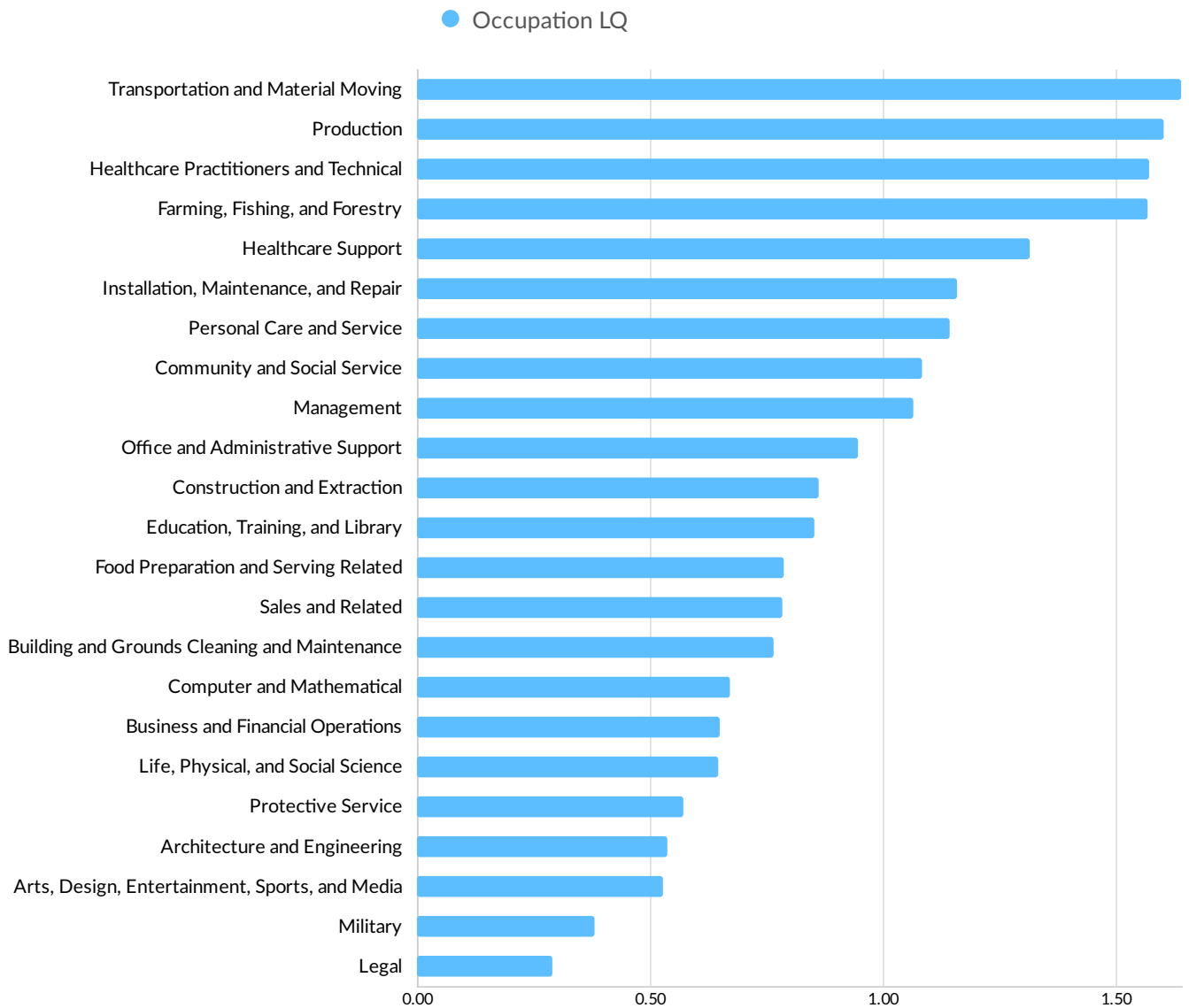
Workforce Characteristics - Cont.

Top Growing Occupations



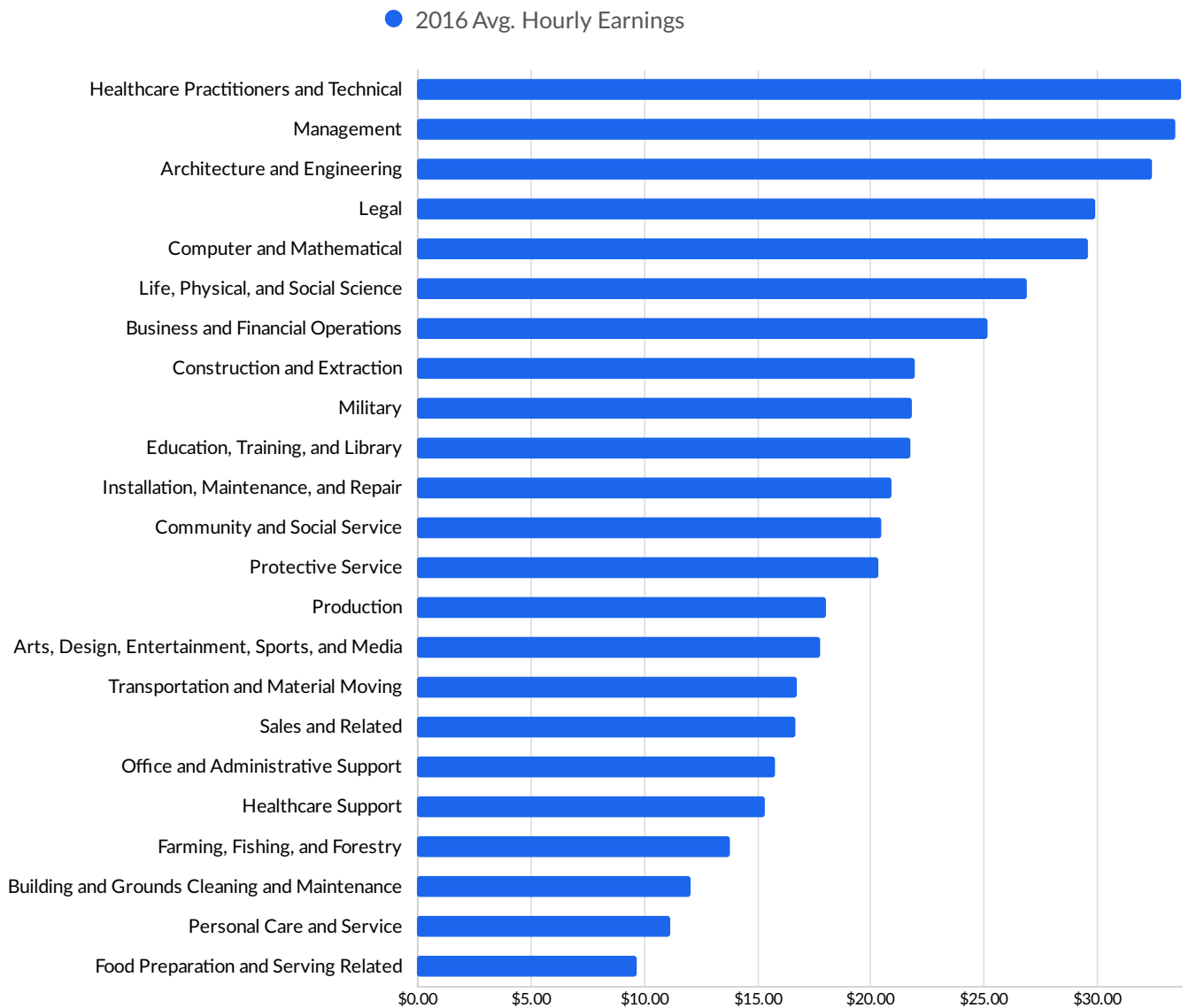
Workforce Characteristics - Cont.

Top Occupation LQ



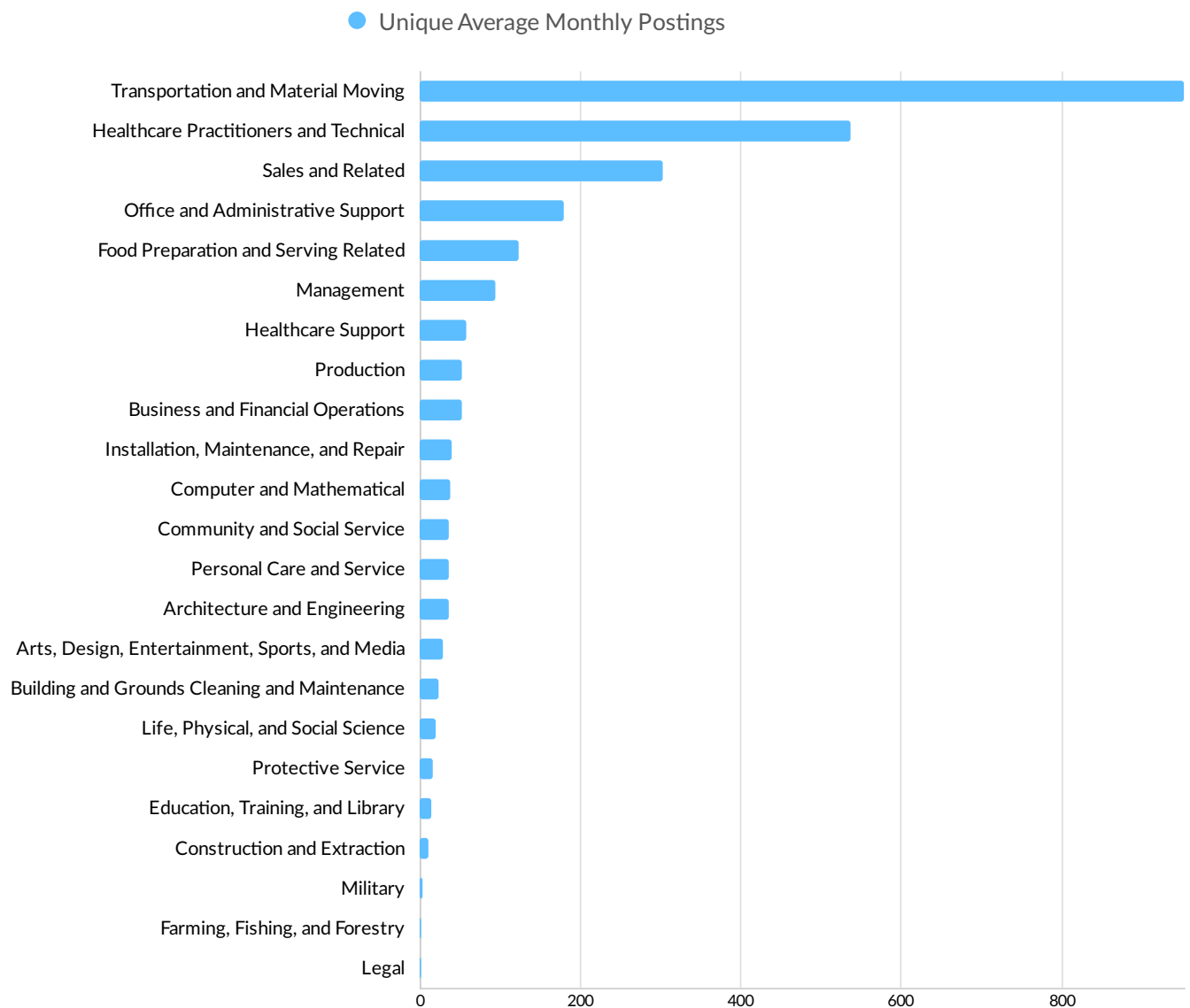
Workforce Characteristics - Cont.

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	6,915	5,909	-1,006	-15%	0.95	\$15.78	179
Transportation and Material Moving	4,761	4,517	-244	-5%	1.64	\$16.79	953
Production	3,983	3,950	-33	-1%	1.61	\$18.07	53
Healthcare Practitioners and Technical	5,800	3,625	-2,175	-38%	1.57	\$33.72	537
Sales and Related	3,384	3,261	-123	-4%	0.78	\$16.70	303
Food Preparation and Serving Related	2,699	2,770	71	+3%	0.79	\$9.69	124
Management	2,634	2,425	-209	-8%	1.07	\$33.44	95
Education, Training, and Library	2,054	2,032	-22	-1%	0.85	\$21.77	14
Personal Care and Service	1,775	1,981	206	+12%	1.14	\$11.18	36
Installation, Maintenance, and Repair	1,917	1,840	-77	-4%	1.16	\$20.93	40
Construction and Extraction	1,530	1,618	88	+6%	0.86	\$21.93	11
Healthcare Support	2,183	1,518	-665	-30%	1.32	\$15.34	59
Business and Financial Operations	1,404	1,379	-25	-2%	0.65	\$25.18	53
Building and Grounds Cleaning and Maintenance	1,173	1,199	26	+2%	0.77	\$12.06	24
Computer and Mathematical	729	795	66	+9%	0.67	\$29.59	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	972	744	-228	-23%	1.09	\$20.49	36
Protective Service	556	534	-22	-4%	0.57	\$20.39	17
Farming, Fishing, and Forestry	428	499	71	+17%	1.57	\$13.83	2
Arts, Design, Entertainment, Sports, and Media	390	398	8	+2%	0.53	\$17.82	30
Architecture and Engineering	364	369	5	+1%	0.54	\$32.41	36
Life, Physical, and Social Science	244	215	-29	-12%	0.65	\$26.91	20
Military	211	200	-11	-5%	0.38	\$21.85	3
Legal	94	99	5	+5%	0.29	\$29.93	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.

