



# Wood County, WI

North Central Wisconsin Regional Planning Commission



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## Economy Overview

**72,904**

**Population (2018)**

Population decreased by 1,016 over the last 5 years and is projected to decrease by 563 over the next 5 years.

**41,925**

**Jobs (2018)**

Jobs decreased by 3,822 over the last 5 years and are projected to decrease by 898 over the next 5 years.

**\$51.6K**

**Median Household Income (2017)**

Median household income is \$6.0K below the national median household income of \$57.7K.

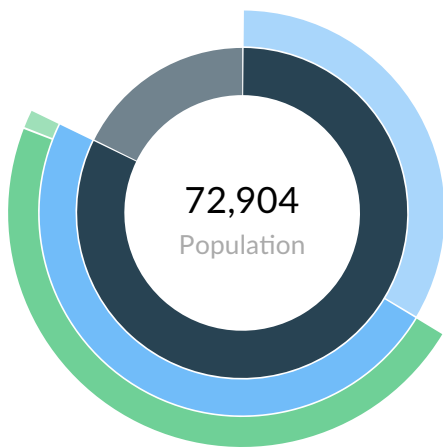
### Takeaways

- As of 2018 the region's population declined by 1.4% since 2013, falling by 1,016. Population is expected to decrease by 0.8% between 2018 and 2023, losing 563.
- From 2013 to 2018, jobs declined by 8.4% in Wood County, WI from 45,746 to 41,925. This change fell short of the national growth rate of 7.8% by 16.2%. As the number of jobs declined, the labor force participation rate decreased from 63.4% to 59.2% between 2013 and 2018.
- Concerning educational attainment, 13.0% of Wood County, WI residents possess a Bachelor's Degree (5.6% below the national average), and 11.7% hold an Associate's Degree (3.7% above the national average).
- The top three industries in 2018 are Outpatient Care Centers, General Freight Trucking, and Education and Hospitals (Local Government).

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	72,904	35,473	41,925	99.2	\$4.17B	\$5.18B	\$5.37B
NCWRPC	438,224	229,828	226,463	99.6	\$22.05B	\$28.00B	\$27.29B
Wisconsin	5,810,713	3,148,851	3,139,957	100.3	\$327.94B	\$290.04B	\$322.18B

## Economy Overview - Cont.

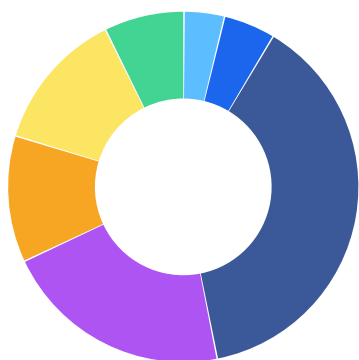
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	59,918
● Not in Labor Force (15+)	24,445
● Labor Force	35,473
● Employed	34,491
● Unemployed	982
● Under 15	12,986

### Educational Attainment

Concerning educational attainment, **13.0% of Wood County, WI residents possess a Bachelor's Degree** (5.6% below the national average), and **11.7% hold an Associate's Degree** (3.7% above the national average).

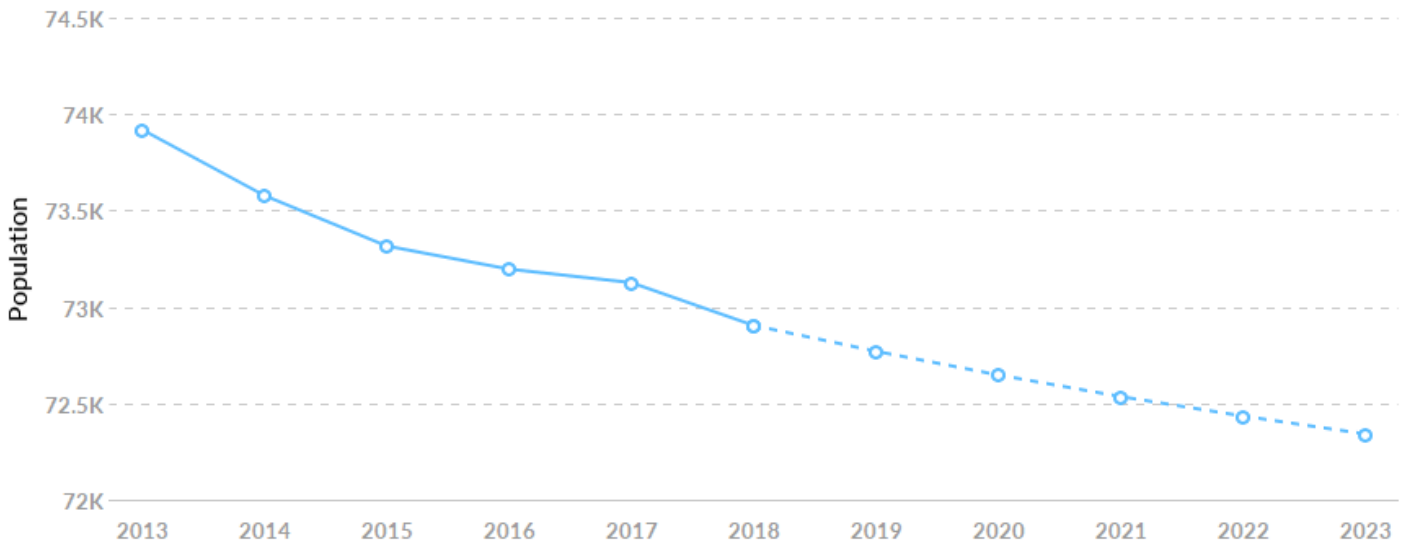


	% of Population	Population
● Less Than 9th Grade	3.7%	1,938
● 9th Grade to 12th Grade	4.8%	2,480
● High School Diploma	38.3%	19,903
● Some College	21.1%	10,983
● Associate's Degree	11.7%	6,061
● Bachelor's Degree	13.0%	6,749
● Graduate Degree and Higher	7.4%	3,835

# Historic & Projected Trends

## Population Trends

As of 2018 the region's population declined by 1.4% since 2013, falling by 1,016. Population is expected to decrease by 0.8% between 2018 and 2023, losing 563.

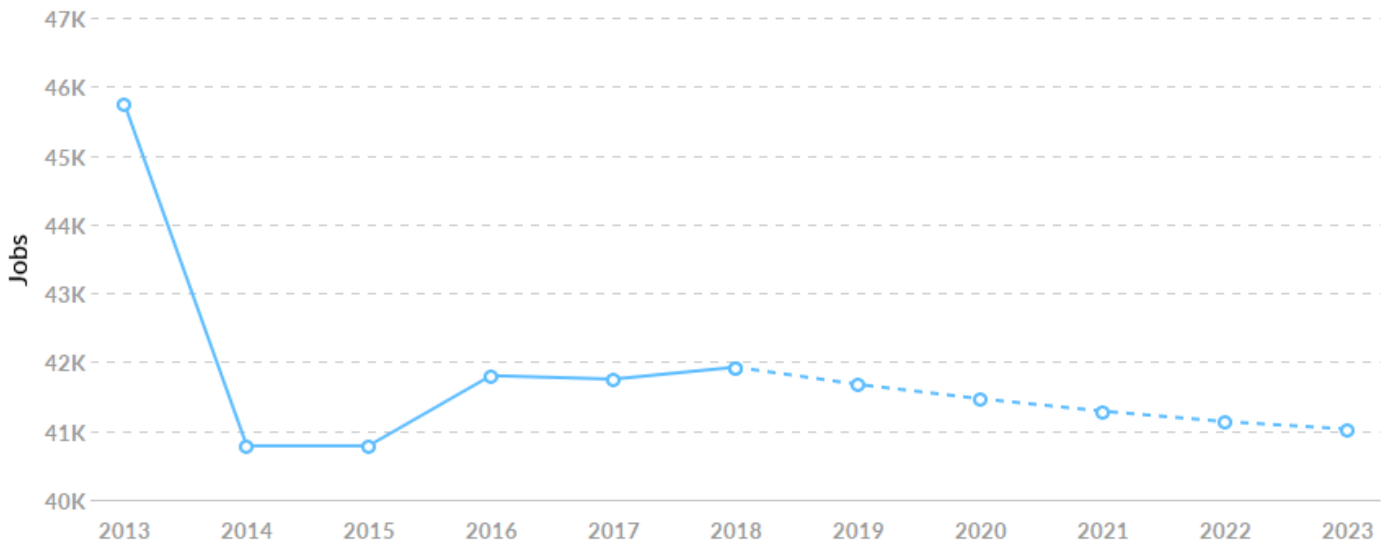


Timeframe	Population
2013	73,920
2014	73,578
2015	73,316
2016	73,196
2017	73,126
2018	72,904
2019	72,770
2020	72,647
2021	72,535
2022	72,434
2023	72,341

# Historic & Projected Trends - Cont.

## Job Trends

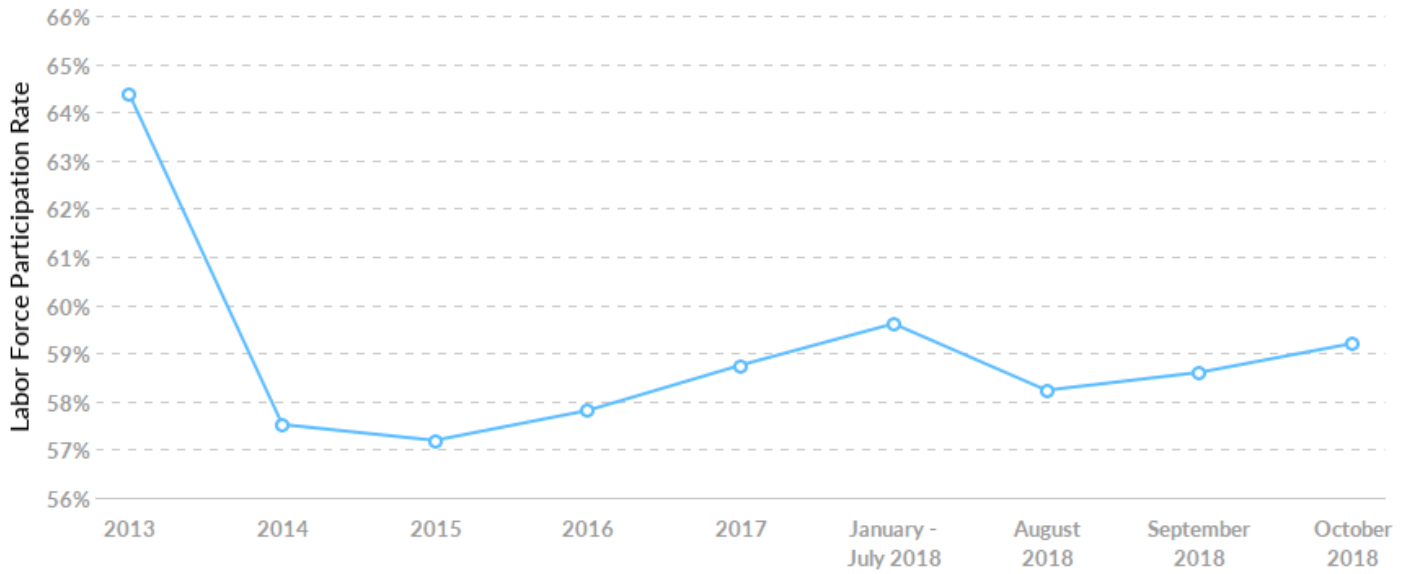
From 2013 to 2018, jobs declined by 8.4% in Wood County, WI from 45,746 to 41,925. This change fell short of the national growth rate of 7.8% by 16.2%.



Timeframe	Jobs
2013	45,746
2014	40,784
2015	40,783
2016	41,802
2017	41,751
2018	41,925
2019	41,675
2020	41,466
2021	41,286
2022	41,135
2023	41,026

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

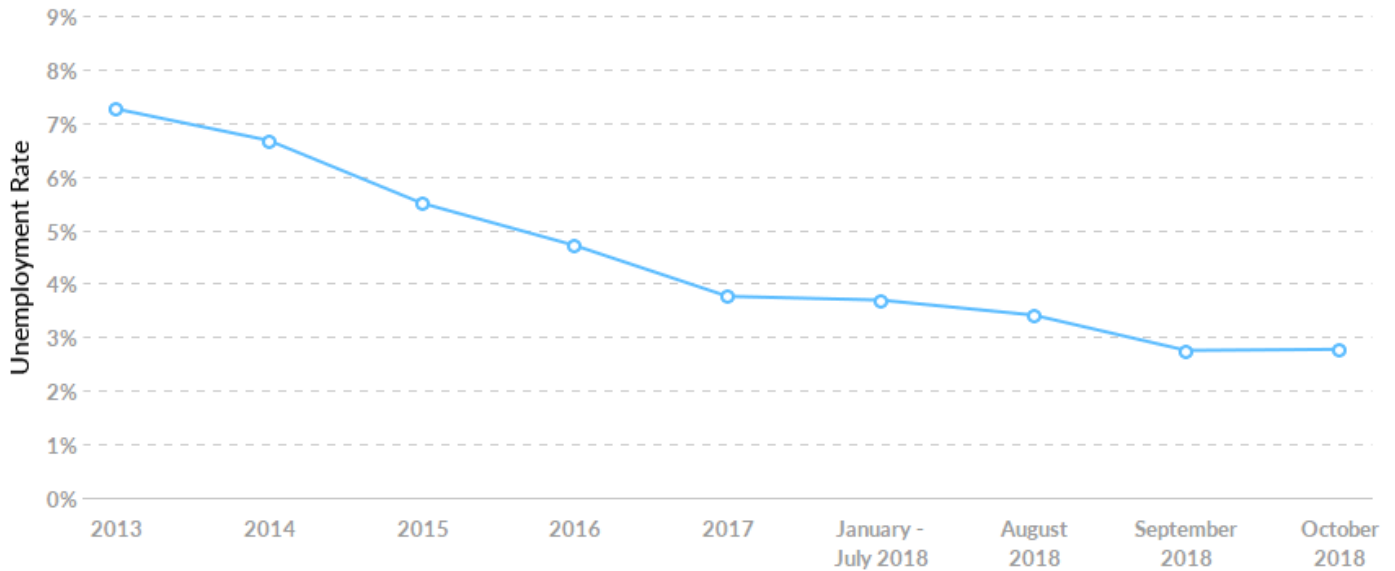


Timeframe	Labor Force Participation Rate
2013	64.37%
2014	57.52%
2015	57.19%
2016	57.81%
2017	58.75%
January - July 2018	59.61%
August 2018	58.23%
September 2018	58.60%
October 2018	59.20%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

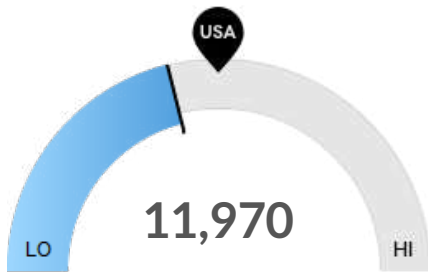
Wood County, WI had an October 2018 unemployment rate of 2.77%, **decreasing from 7.26%** 5 years before.



Timeframe	Unemployment Rate
2013	7.26%
2014	6.67%
2015	5.50%
2016	4.71%
2017	3.76%
January - July 2018	3.69%
August 2018	3.41%
September 2018	2.75%
October 2018	2.77%

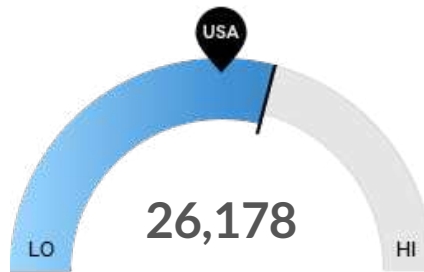


## Population Characteristics



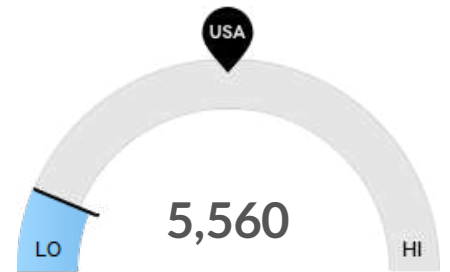
**Millennials**

Wood County, WI has 11,970 millennials (ages 20-34). The national average for an area this size is 15,145.



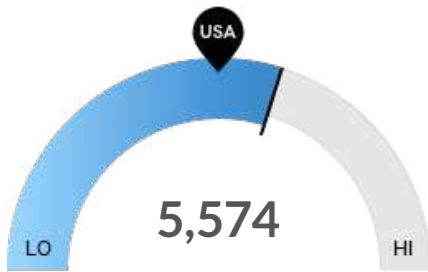
**Retiring Soon**

Retirement risk is high in Wood County, WI. The national average for an area this size is 20,846 people 55 or older, while there are 26,178 here.



**Racial Diversity**

Racial diversity is low in Wood County, WI. The national average for an area this size is 28,718 racially diverse people, while there are 5,560 here.



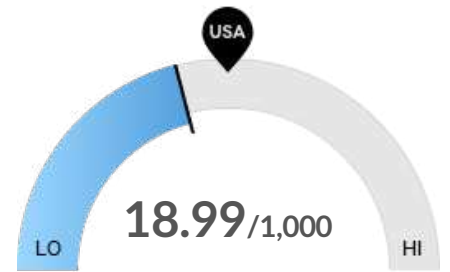
**Veterans**

Wood County, WI has 5,574 veterans. The national average for an area this size is 4,252.



**Violent Crime**

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



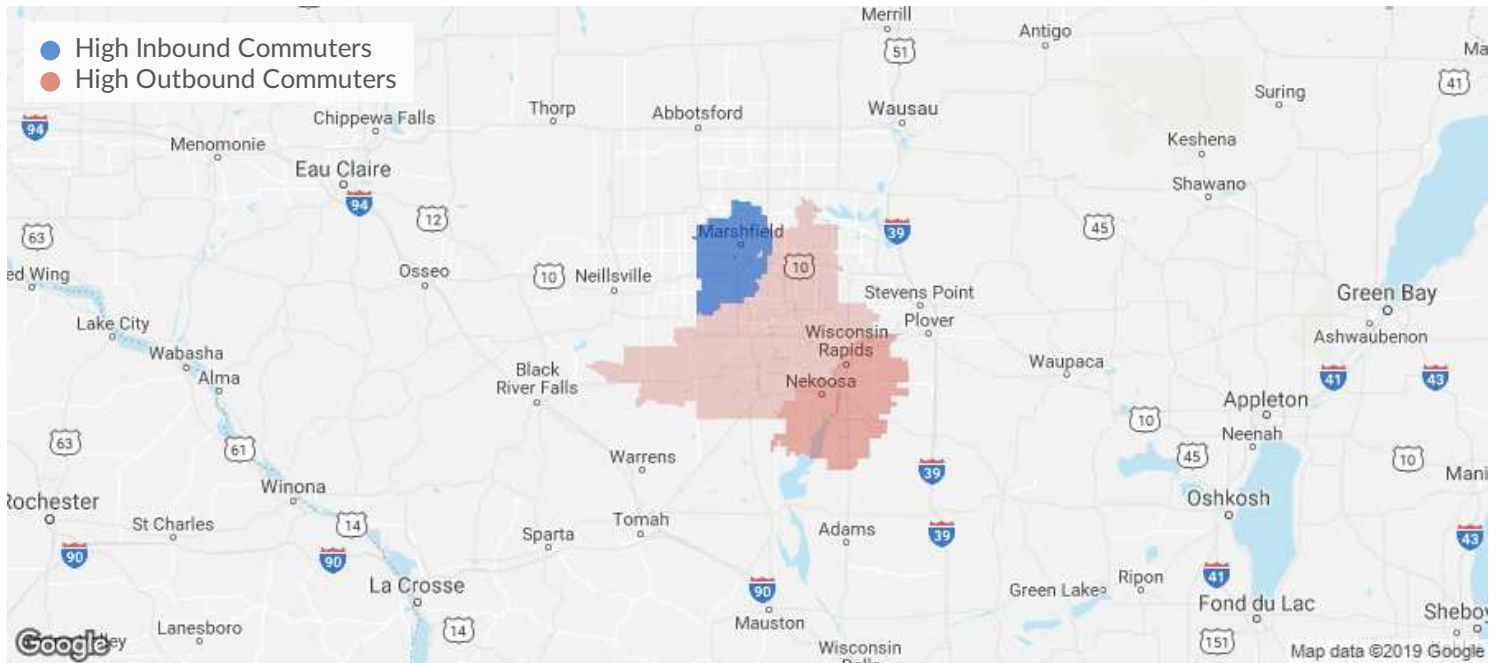
**Property Crime**

Wood County, WI has 18.99 property crimes per 1,000 people. The national rate is 24.21 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

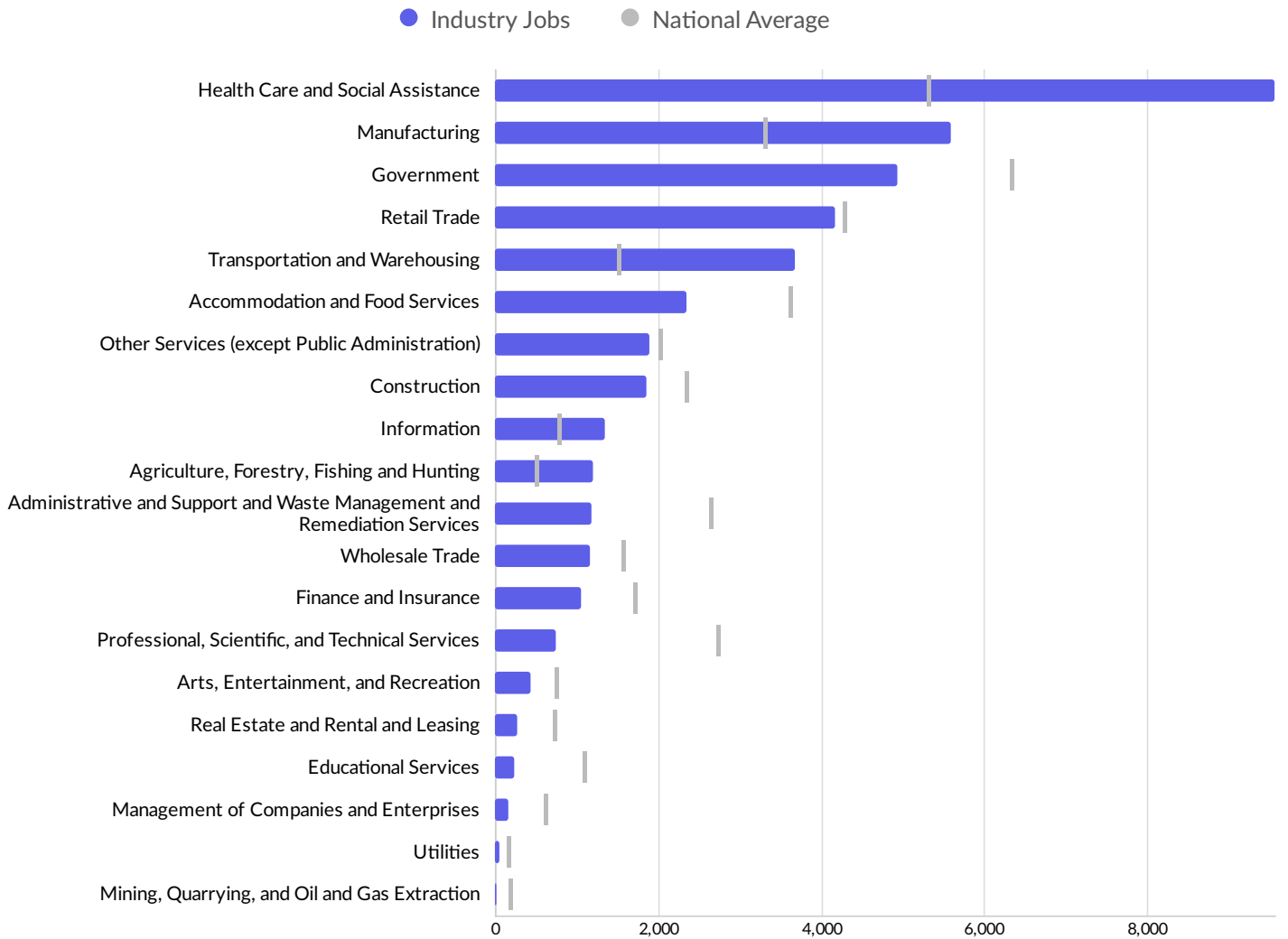
ZIP	Name	2018 Employment
54449	Marshfield, WI (in Woo...	20,598
54494	Wisconsin Rapids, WI ...	11,468
54495	Wisconsin Rapids, WI ...	3,518
54457	Nekoosa, WI (in Wood...	1,955
54413	Babcock, WI (in Wood ...	701

### Where Talent Lives

ZIP	Name	2018 Workers
54449	Marshfield, WI (in Woo...	14,830
54494	Wisconsin Rapids, WI ...	12,968
54495	Wisconsin Rapids, WI ...	4,357
54457	Nekoosa, WI (in Wood...	4,010
54466	Pittsville, WI (in Wood ...	1,567

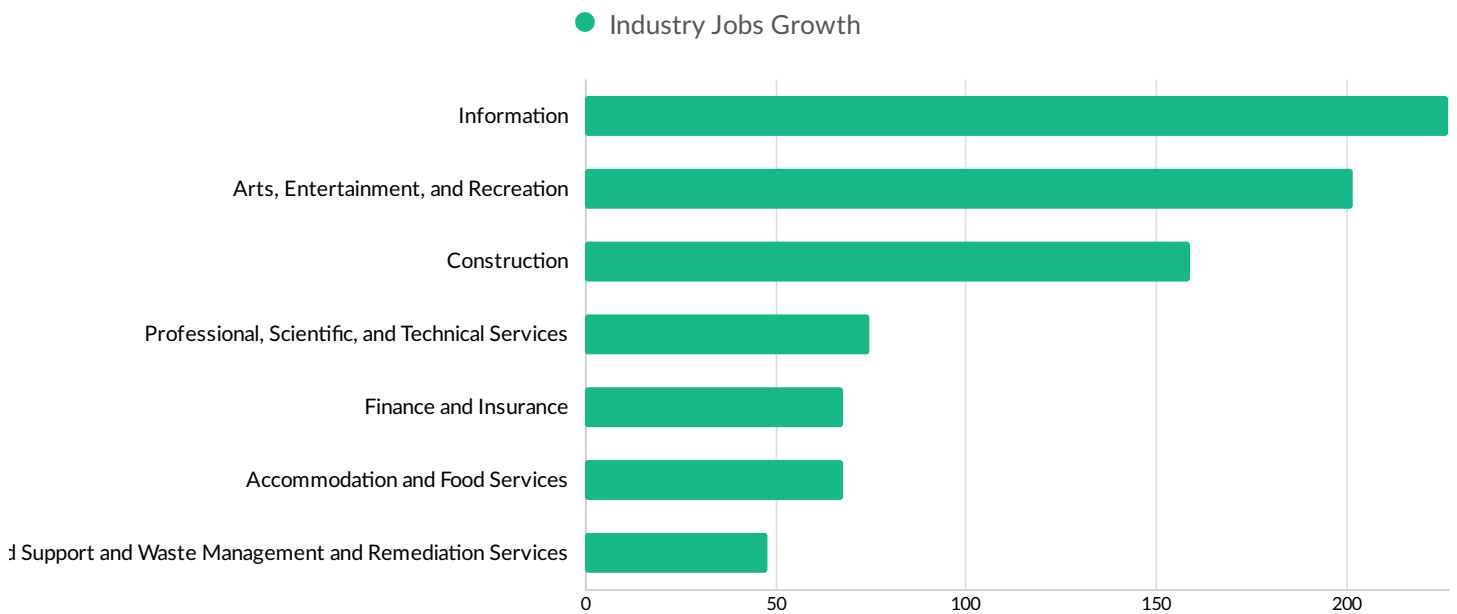
# Industry Characteristics

## Largest Industries



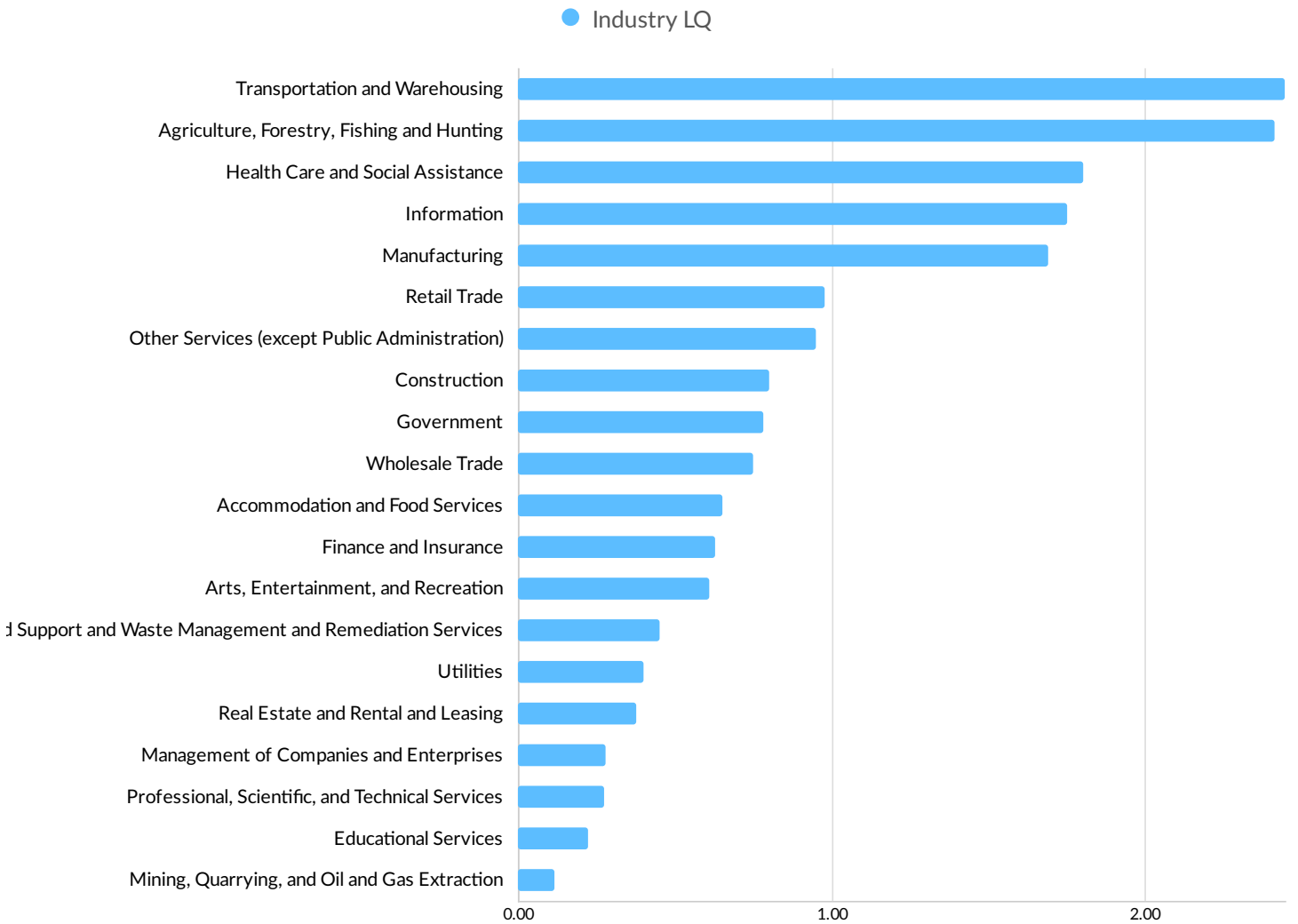
## Industry Characteristics - Cont.

### Top Growing Industries



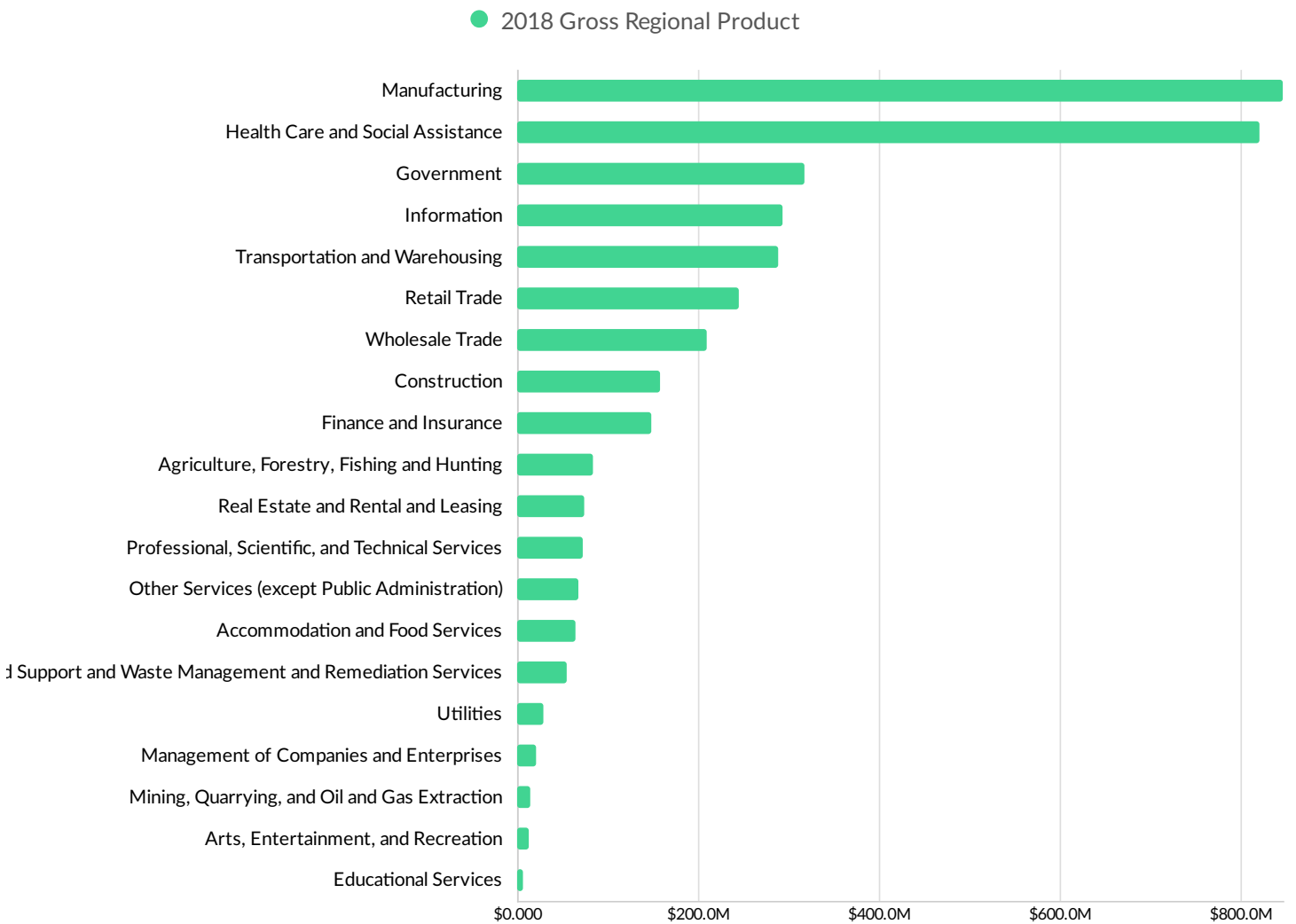
## Industry Characteristics - Cont.

### Top Industry LQ



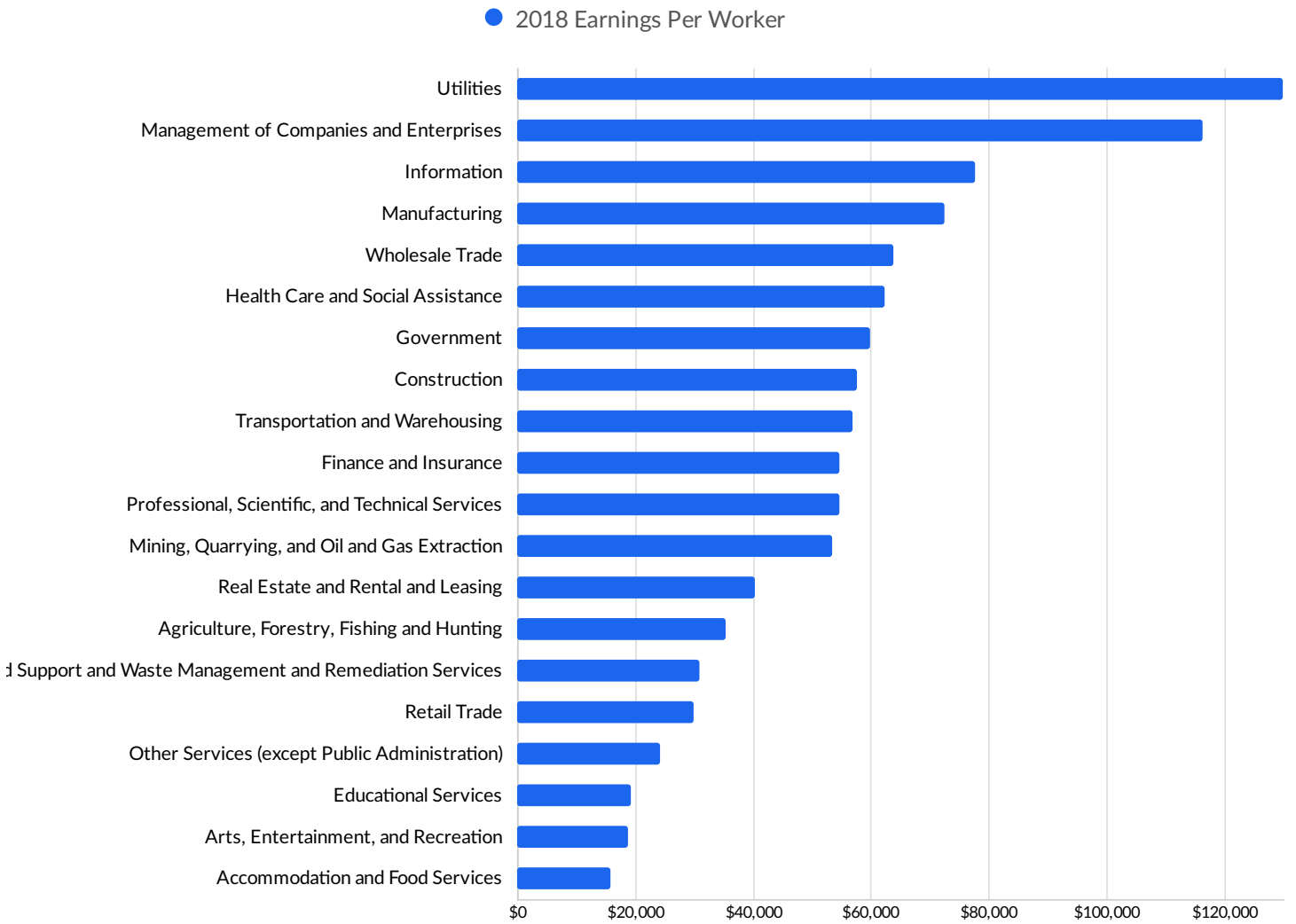
## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## Industry Characteristics - Cont.





















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Health Care and Social Assistance	13,363	9,564	-3,799	-28%	1.80	\$62,287	\$820.86M
Manufacturing	5,619	5,586	-33	-1%	1.69	\$72,592	\$846.23M
Government	5,238	4,933	-305	-6%	0.78	\$59,780	\$318.16M
Retail Trade	4,221	4,163	-58	-1%	0.98	\$29,979	\$245.29M
Transportation and Warehousing	3,874	3,676	-198	-5%	2.45	\$56,812	\$287.92M
Accommodation and Food Services	2,275	2,343	68	+3%	0.65	\$15,925	\$65.05M
Other Services (except Public Administration)	1,961	1,898	-63	-3%	0.95	\$24,308	\$67.71M
Construction	1,706	1,865	159	+9%	0.80	\$57,726	\$157.38M
Information	1,121	1,348	227	+20%	1.75	\$77,620	\$292.91M
Agriculture, Forestry, Fishing and Hunting	1,225	1,196	-29	-2%	2.42	\$35,411	\$84.29M
Administrative and Support and Waste Management and Remediation Services	1,136	1,184	48	+4%	0.45	\$30,975	\$54.05M
Wholesale Trade	1,219	1,165	-54	-4%	0.75	\$63,886	\$209.72M
Finance and Insurance	994	1,062	68	+7%	0.63	\$54,735	\$147.69M
Professional, Scientific, and Technical Services	673	748	75	+11%	0.28	\$54,713	\$72.74M
Arts, Entertainment, and Recreation	241	443	202	+84%	0.61	\$18,891	\$12.96M
Real Estate and Rental and Leasing	281	267	-14	-5%	0.38	\$40,457	\$74.51M
Educational Services	242	239	-3	-1%	0.22	\$19,405	\$5.82M
Management of Companies and Enterprises	269	168	-101	-38%	0.28	\$116,219	\$21.38M
Utilities	62	58	-4	-6%	0.40	\$129,911	\$29.74M
Mining, Quarrying, and Oil and Gas Extraction	26	20	-6	-23%	0.12	\$53,340	\$13.88M



## Business Characteristics

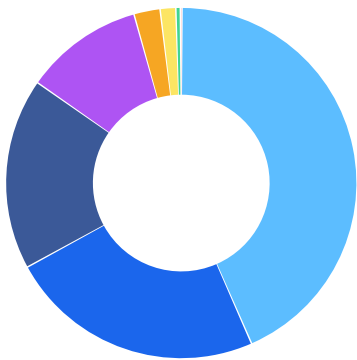
### 4,218 Companies Employ Your Workers

Online profiles for your workers mention 4,218 companies as employers, with the top 10 appearing below. In the last 12 months, 1,605 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	779 	Marshfield Clinic	1,604 
Saint Joseph's Hospital of Atlan...	325 	Roehl Transport, Inc.	749 
Renaissance Learning, Inc.	177 	Comphealth Associates, Inc	276 
Ministry Health Care, Inc.	163 	Aureus Medical Management S...	219 
Newpage Corporation	119 	Truck Driver	199 
Security Health Plan of Wiscon...	113 	Tutree, Inc.	181 
Wisconsin Rapids Public Schoo...	102 	J.B. Hunt Transport Services, In...	165 
Roehl Transport, Inc.	92 	Aspirus Wausau Hospital, Inc.	153 
Wal-Mart Stores, Inc.	77 	Shopko Stores Operating Co., L...	130 
Verso Corporation	71 	C.R. England, Inc.	124 

## Business Characteristics - Cont.

### Business Size

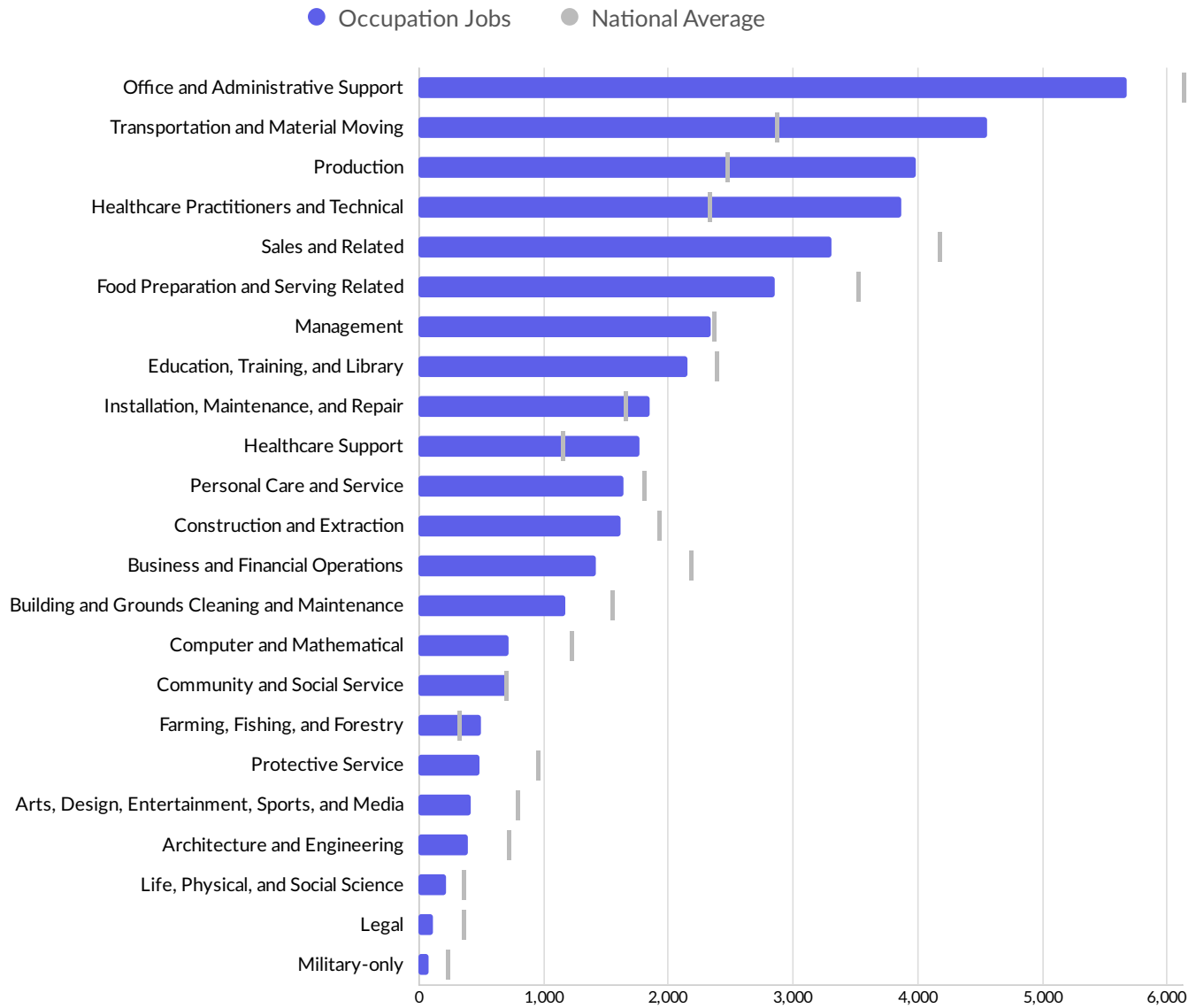


	Percentage	Business Count
1 to 4 employees	43.4%	1,687
5 to 9 employees	23.6%	919
10 to 19 employees	17.7%	687
20 to 49 employees	10.9%	426
50 to 99 employees	2.4%	94
100 to 249 employees	1.4%	56
250 to 499 employees	0.4%	16
500+ employees	0.2%	6

*\*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.*

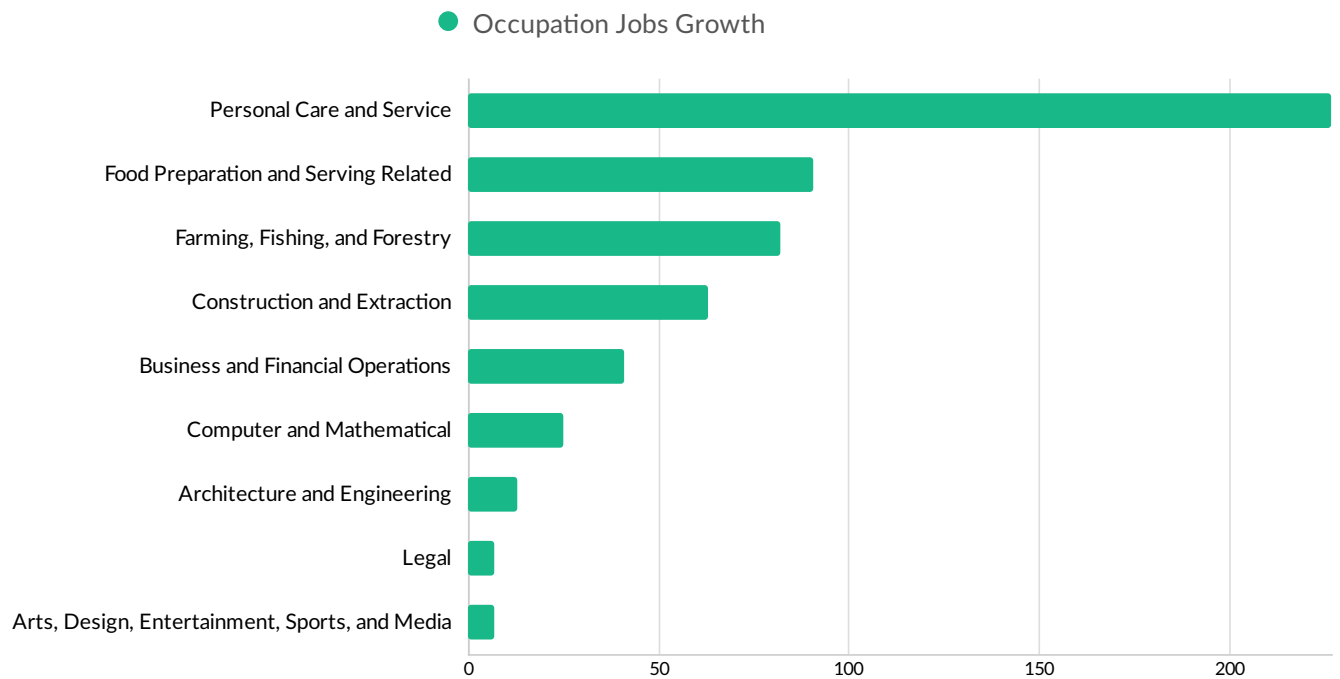
# Workforce Characteristics

## Largest Occupations



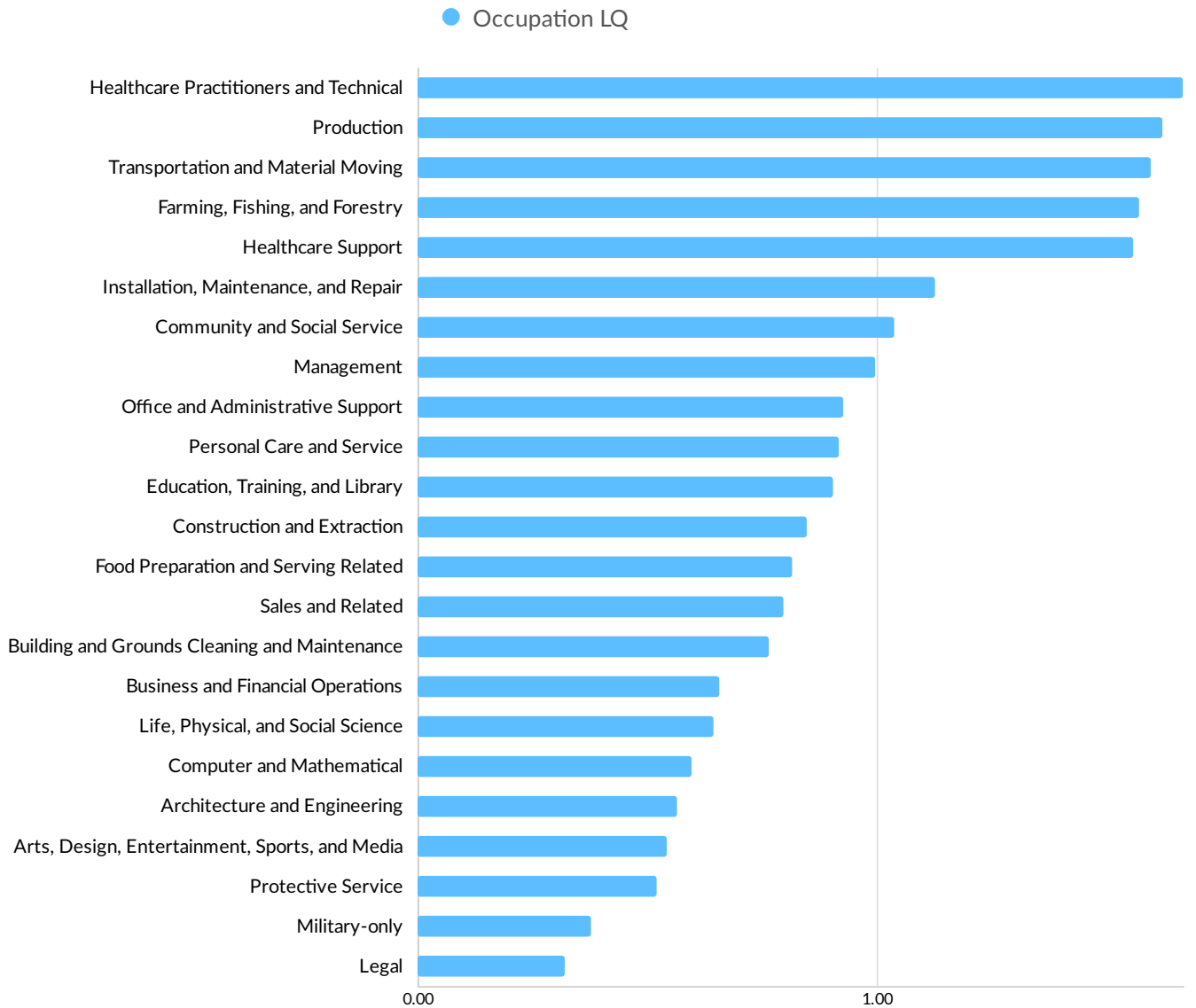
## Workforce Characteristics - Cont.

### Top Growing Occupations



## Workforce Characteristics - Cont.

### Top Occupation LQ



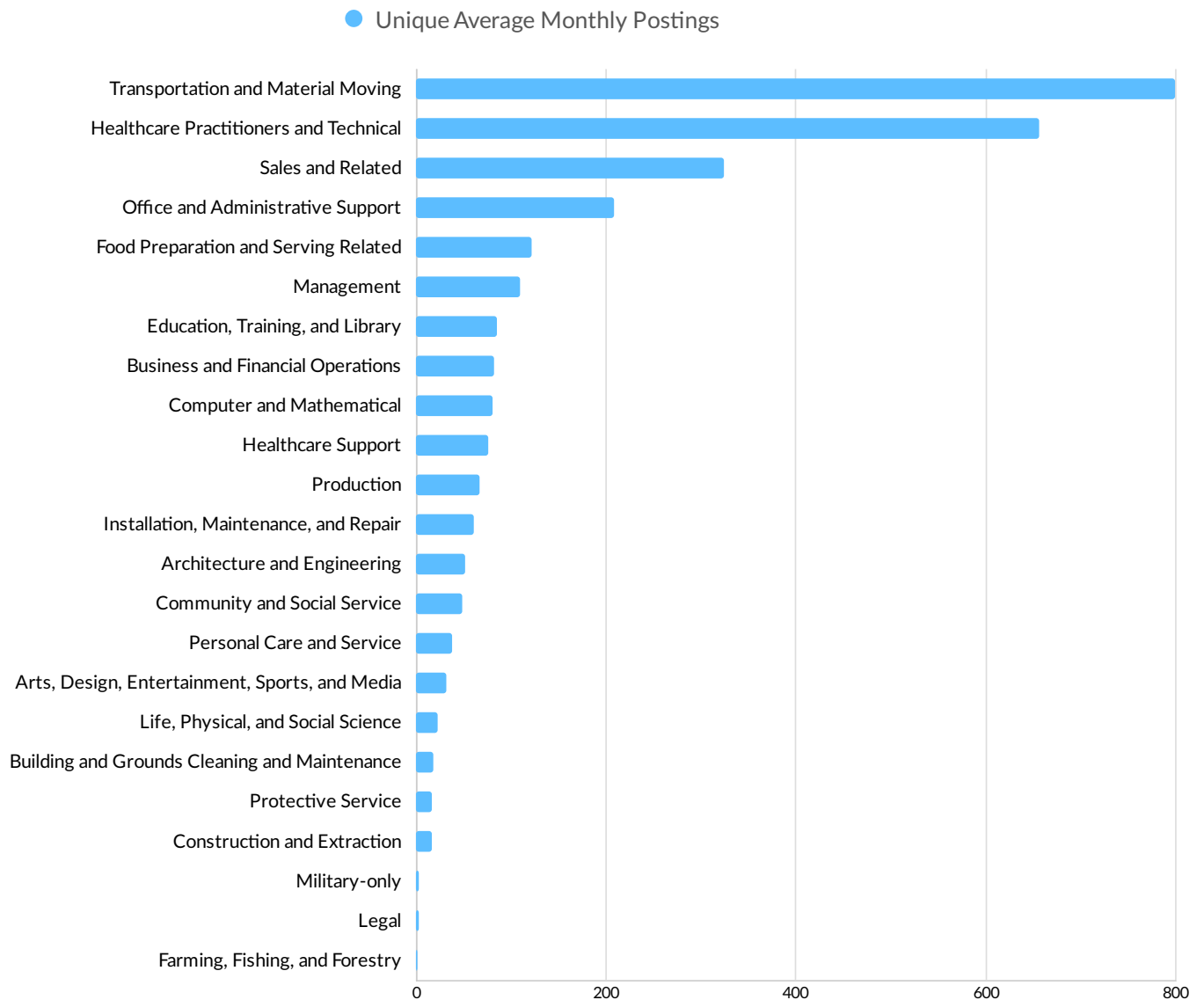
## Workforce Characteristics - Cont.

### Top Occupation Earnings



## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Office and Administrative Support	6,617	5,678	-939	-14%	0.93	\$16.24	209
Transportation and Material Moving	4,795	4,557	-238	-5%	1.60	\$18.00	800
Production	3,995	3,985	-10	0%	1.62	\$18.99	67
Healthcare Practitioners and Technical	5,761	3,876	-1,885	-33%	1.67	\$33.13	657
Sales and Related	3,351	3,313	-38	-1%	0.80	\$16.72	325
Food Preparation and Serving Related	2,766	2,857	91	+3%	0.81	\$9.86	122
Management	2,594	2,339	-255	-10%	0.99	\$36.40	110
Education, Training, and Library	2,191	2,155	-36	-2%	0.91	\$21.09	85
Installation, Maintenance, and Repair	1,931	1,852	-79	-4%	1.13	\$21.77	61
Healthcare Support	2,395	1,773	-622	-26%	1.56	\$15.15	77
Personal Care and Service	1,423	1,650	227	+16%	0.92	\$11.97	38
Construction and Extraction	1,558	1,621	63	+4%	0.85	\$23.72	17
Business and Financial Operations	1,384	1,425	41	+3%	0.66	\$26.05	83
Building and Grounds Cleaning and Maintenance	1,267	1,178	-89	-7%	0.77	\$12.60	19
Computer and Mathematical	698	723	25	+4%	0.60	\$30.55	81
Community and Social Service	855	718	-137	-16%	1.04	\$20.21	49
Farming, Fishing, and Forestry	416	498	82	+20%	1.57	\$16.06	2



## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Protective Service	524	488	-36	-7%	0.52	\$22.52	18
Arts, Design, Entertainment, Sports, and Media	414	421	7	+2%	0.54	\$21.20	32
Architecture and Engineering	389	402	13	+3%	0.56	\$33.43	52
Life, Physical, and Social Science	232	224	-8	-3%	0.65	\$29.06	23
Legal	104	111	7	+7%	0.32	\$31.16	3
Military-only	85	82	-3	-4%	0.38	\$18.45	4

## Educational Pipeline

In 2017, there were 897 graduates in Wood County, WI. This pipeline has shrunk by 4% 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.

