



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.

42,117

Jobs (2018)

Jobs **decreased by 3,630** over the last 5 years and are projected to **decrease by 846** 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.

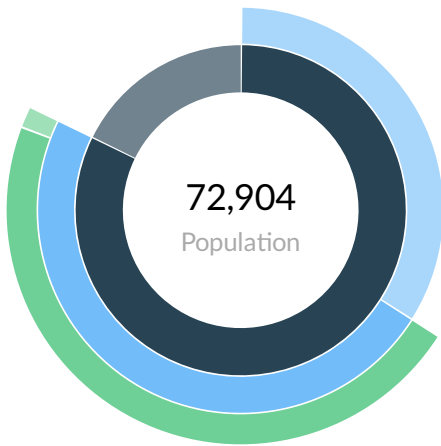
Takeaways

- 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 7.9%** in Wood County, WI from 45,746 to **42,117**. This change **fell short of the national growth rate of 8.2% by 16.1%**. As the number of jobs declined, the **labor force participation rate decreased from 65.3% to 58.7% 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	35,156	42,117	99.2	\$4.16B	\$5.16B	\$5.30B
NCWRPC	438,224	227,610	226,804	99.6	\$22.05B	\$28.07B	\$27.11B
Wisconsin	5,810,713	3,105,645	3,147,009	100.3	\$327.87B	\$291.36B	\$319.54B

Economy Overview - Cont.

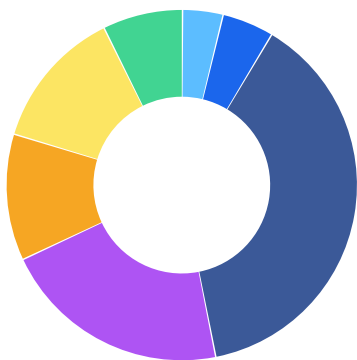
2018 Labor Force Breakdown



	Population
Total Working Age Population	59,918
Not in Labor Force (15+)	24,762
Labor Force	35,156
Employed	34,070
Unemployed	1,086
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).

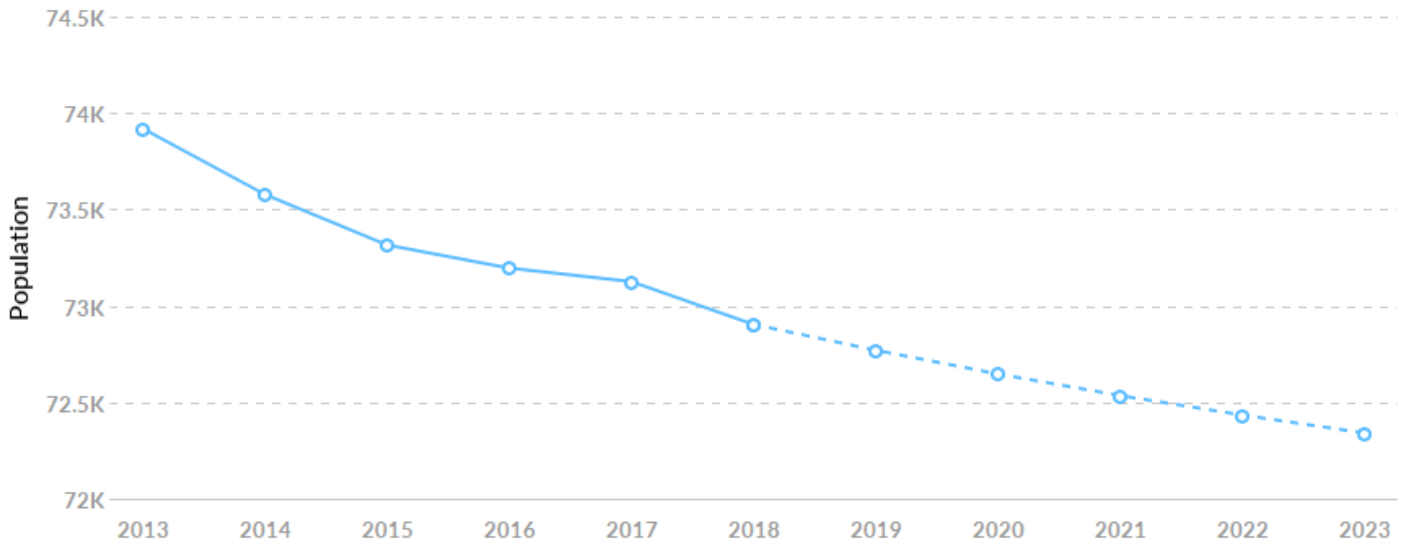


	% of Population	Population
Less Than 9th Grade	3.7%	1,938
9th Grade to 12th Grade	4.8%	2,480
High School Diploma	38.3%	19,903
Some College	21.1%	10,983
Associate's Degree	11.7%	6,061
Bachelor's Degree	13.0%	6,749
Graduate Degree and Higher	7.4%	3,835

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.

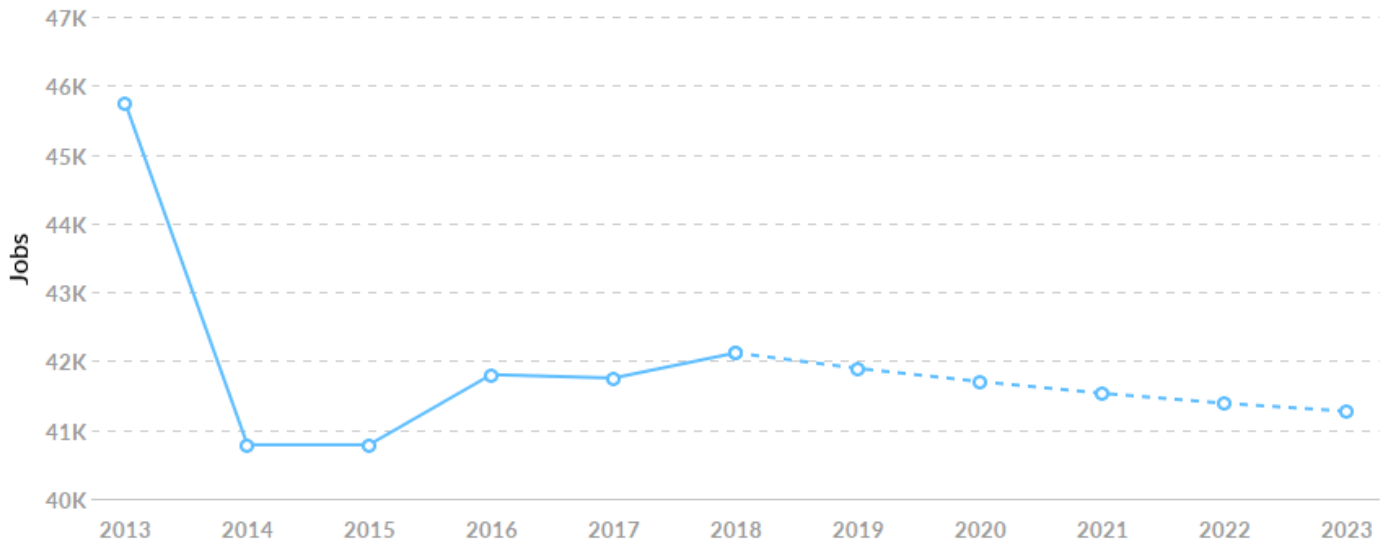


Timeframe	Population
2013	73,920
2014	73,578
2015	73,316
2016	73,196
2017	73,126
2018	72,904
2019	72,770
2020	72,647
2021	72,535
2022	72,434
2023	72,341

Historic & Projected Trends - Cont.

Job Trends

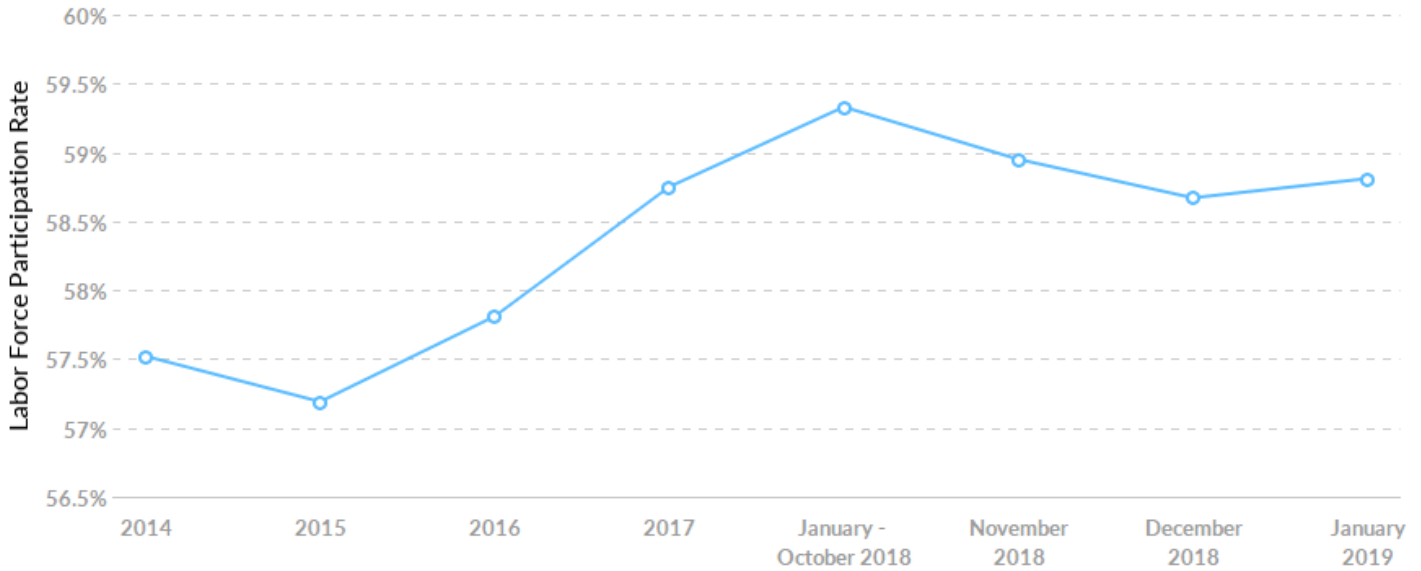
From 2013 to 2018, jobs declined by 7.9% in Wood County, WI from 45,746 to 42,117. This change fell short of the national growth rate of 8.2% by 16.1%.



Timeframe	Jobs
2013	45,746
2014	40,784
2015	40,783
2016	41,802
2017	41,752
2018	42,117
2019	41,893
2020	41,701
2021	41,531
2022	41,386
2023	41,271

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

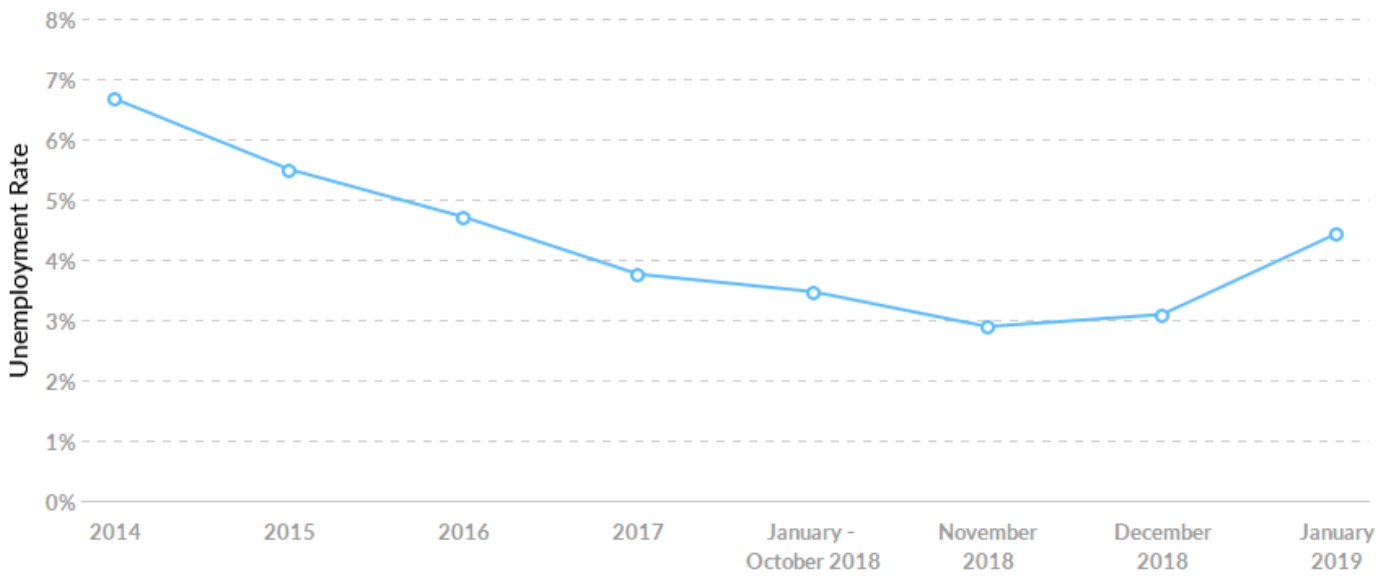


Timeframe	Labor Force Participation Rate
2014	57.52%
2015	57.19%
2016	57.81%
2017	58.75%
January - October 2018	59.33%
November 2018	58.95%
December 2018	58.67%
January 2019	58.81%

Historic & Projected Trends - Cont.

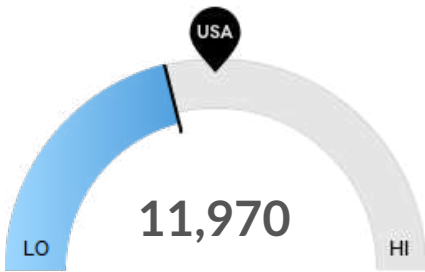
Unemployment Rate Trends

Wood County, WI had a January 2019 unemployment rate of 4.43%, **decreasing from 6.67%** 5 years before.



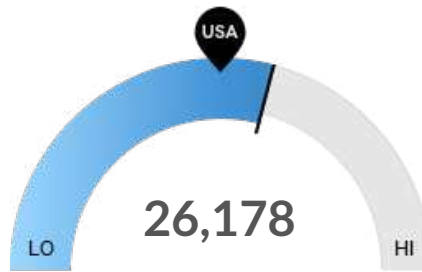
Timeframe	Unemployment Rate
2014	6.67%
2015	5.50%
2016	4.71%
2017	3.76%
January - October 2018	3.47%
November 2018	2.89%
December 2018	3.09%
January 2019	4.43%

Population Characteristics



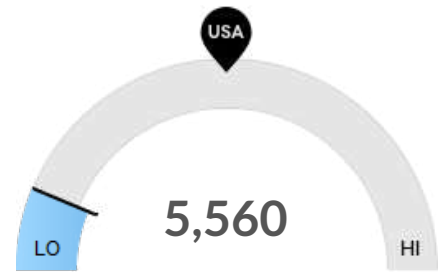
Millennials

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



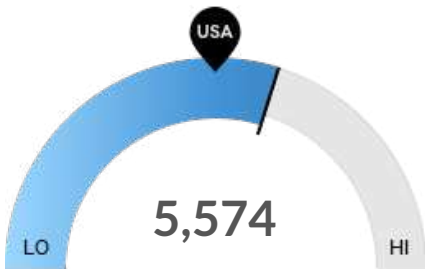
Retiring Soon

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.



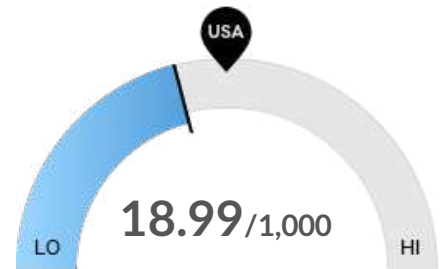
Veterans

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.



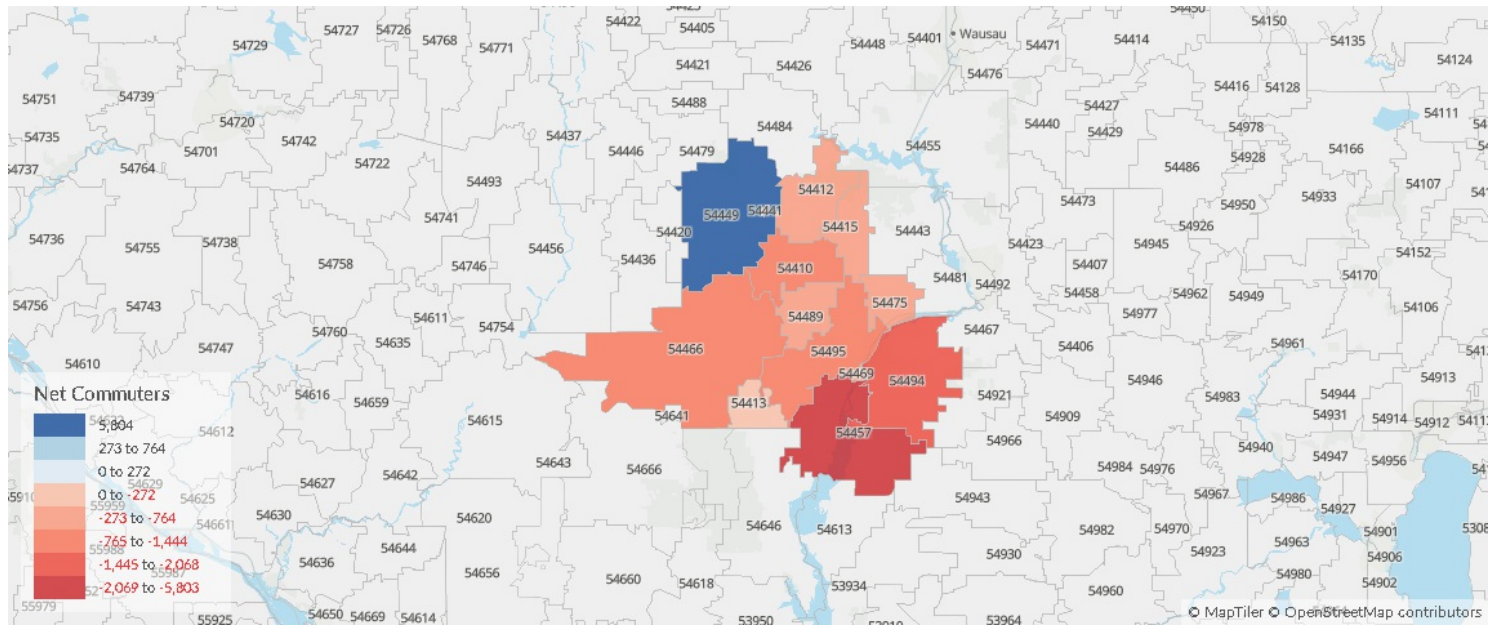
Property Crime

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

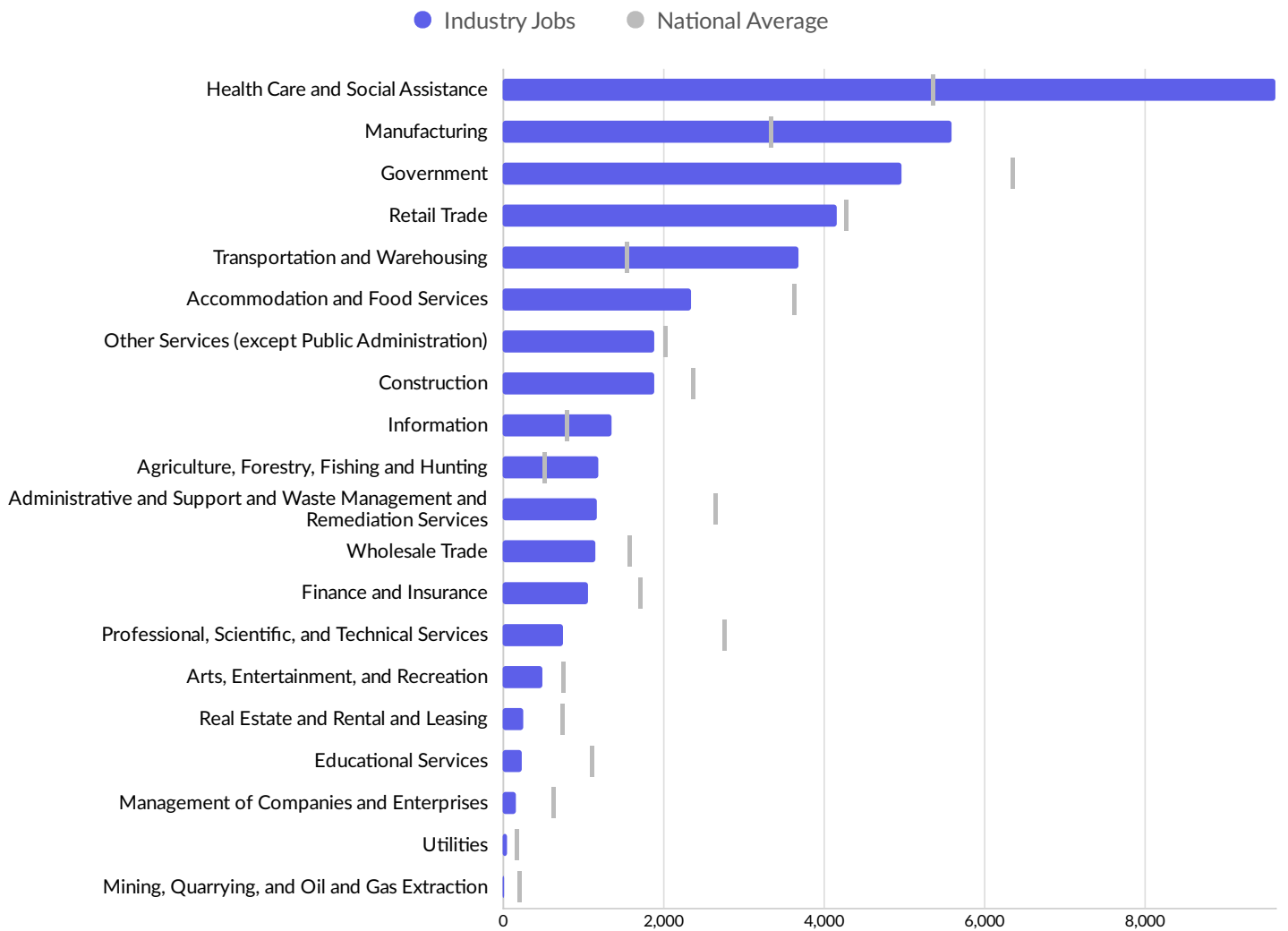
Where Talent Lives

ZIP	Name	2018 Employment
54449	Marshfield, WI (in Woo...	20,696
54494	Wisconsin Rapids, WI (i...	11,561
54495	Wisconsin Rapids, WI (i...	3,513
54457	Nekoosa, WI (in Wood c...	1,954
54413	Babcock, WI (in Wood c...	697

ZIP	Name	2018 Workers
54449	Marshfield, WI (in Woo...	14,892
54494	Wisconsin Rapids, WI (i...	13,007
54495	Wisconsin Rapids, WI (i...	4,354
54457	Nekoosa, WI (in Wood c...	4,024
54466	Pittsville, WI (in Wood c...	1,485

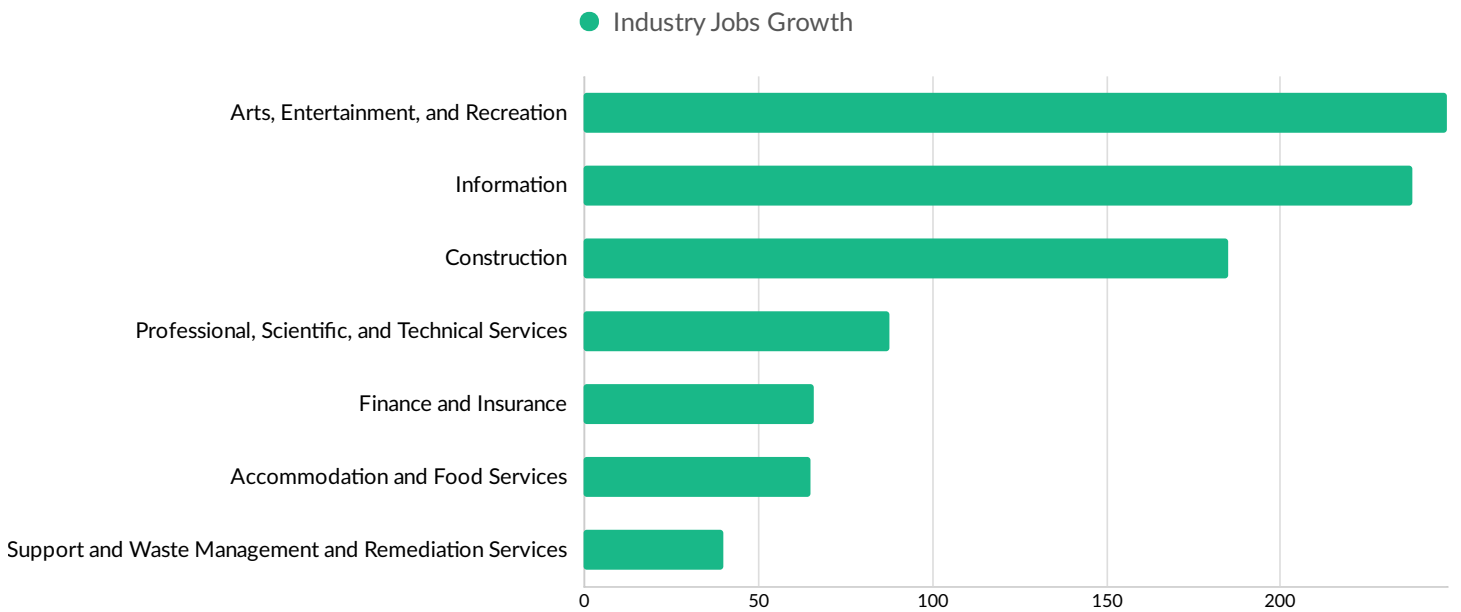
Industry Characteristics

Largest Industries



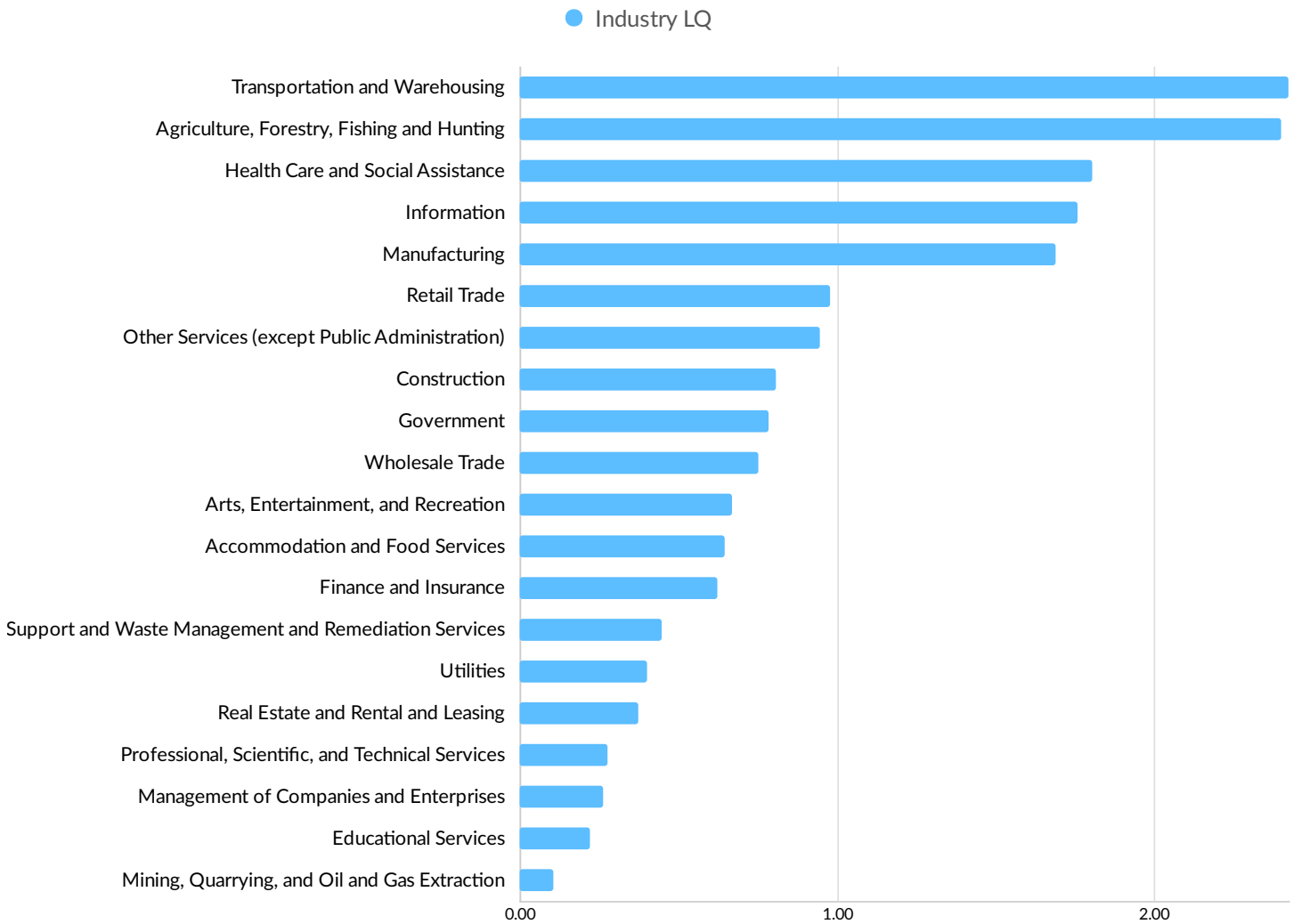
Industry Characteristics - Cont.

Top Growing Industries



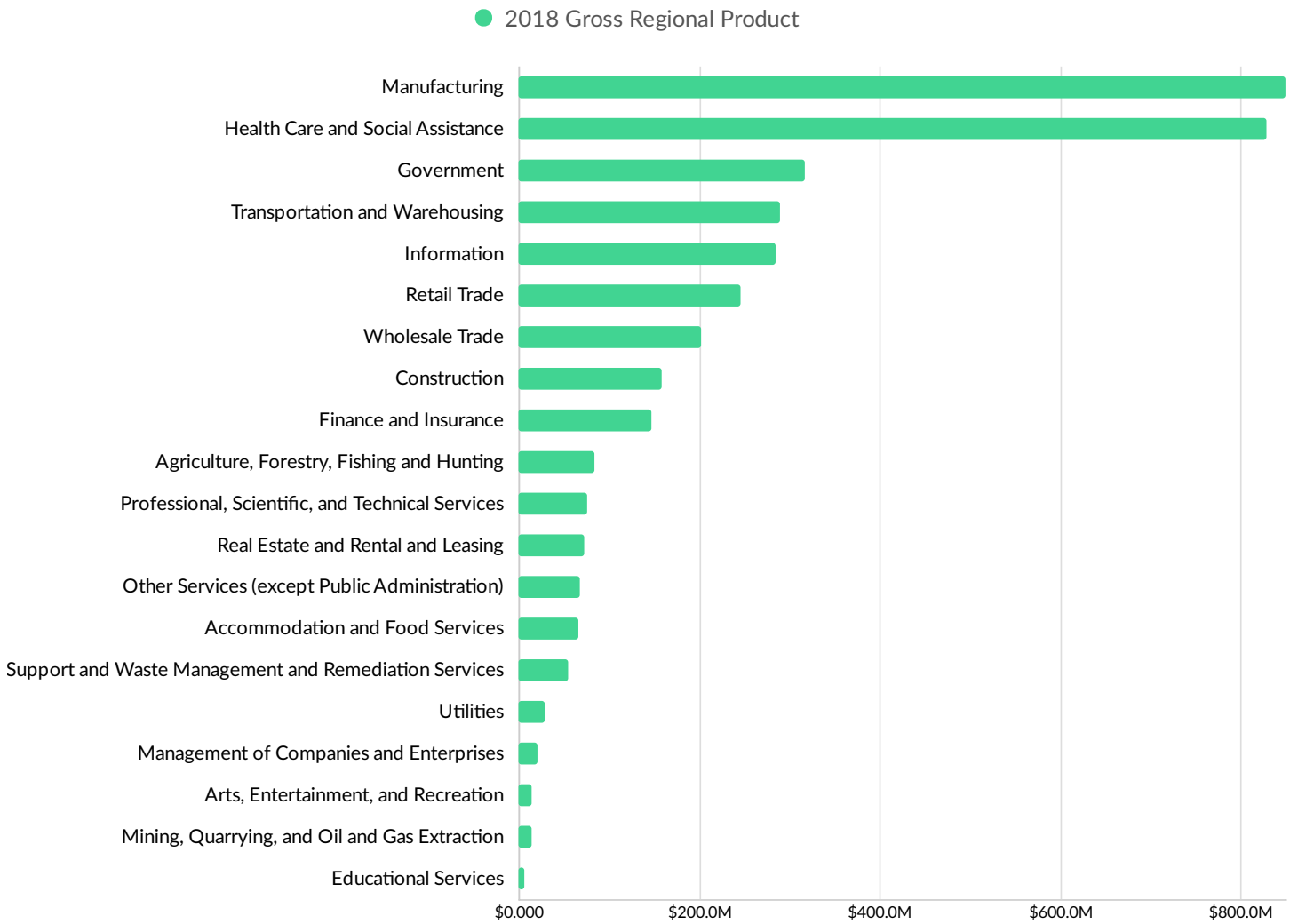
Industry Characteristics - Cont.

Top Industry LQ



Industry Characteristics - Cont.

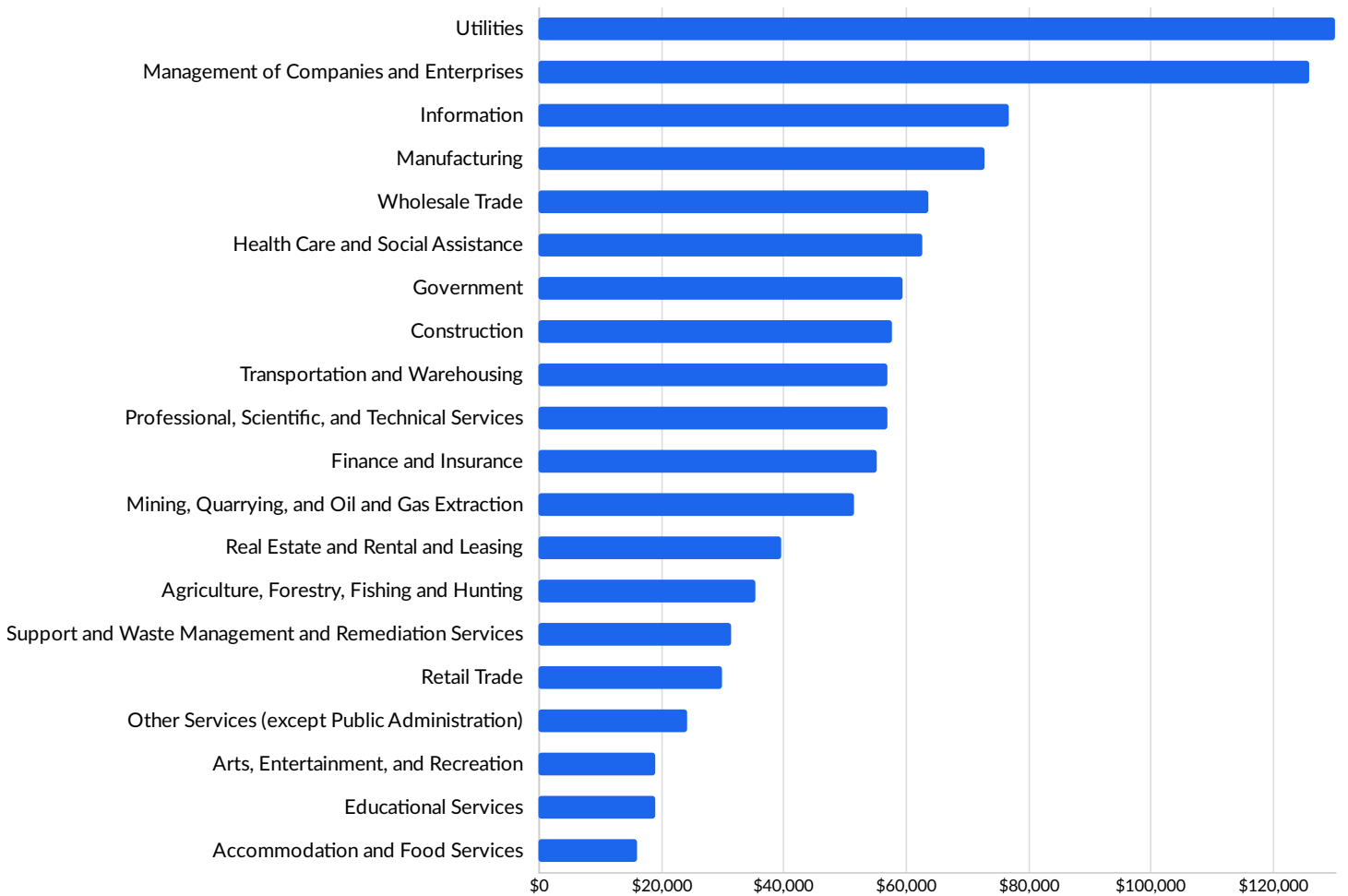
Top Industry GRP



Industry Characteristics - Cont.

Top Industry Earnings

● 2018 Earnings Per Worker























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	9,635	-3,728	-28%	1.81	\$62,831	\$828.44M
Manufacturing	5,619	5,606	-13	0%	1.69	\$72,874	\$849.79M
Government	5,238	4,967	-271	-5%	0.78	\$59,390	\$317.79M
Retail Trade	4,221	4,165	-56	-1%	0.98	\$30,103	\$245.84M
Transportation and Warehousing	3,874	3,682	-192	-5%	2.42	\$57,122	\$289.87M
Accommodation and Food Services	2,275	2,340	65	+3%	0.65	\$16,213	\$65.93M
Other Services (except Public Administration)	1,961	1,893	-68	-3%	0.94	\$24,406	\$67.90M
Construction	1,706	1,891	185	+11%	0.81	\$57,682	\$158.66M
Information	1,121	1,359	238	+21%	1.76	\$76,779	\$284.24M
Agriculture, Forestry, Fishing and Hunting	1,225	1,188	-37	-3%	2.40	\$35,444	\$83.55M
Administrative and Support and Waste Management and Remediation Services	1,136	1,176	40	+4%	0.45	\$31,601	\$54.44M
Wholesale Trade	1,219	1,165	-54	-4%	0.75	\$63,839	\$202.97M
Finance and Insurance	994	1,060	66	+7%	0.63	\$55,373	\$146.90M
Professional, Scientific, and Technical Services	673	761	88	+13%	0.28	\$57,064	\$76.23M
Arts, Entertainment, and Recreation	241	489	248	+103%	0.67	\$19,184	\$14.31M
Real Estate and Rental and Leasing	281	264	-17	-6%	0.37	\$39,720	\$72.71M
Educational Services	242	241	-1	0%	0.22	\$19,102	\$5.77M
Management of Companies and Enterprises	269	158	-111	-41%	0.26	\$126,055	\$21.80M
Utilities	62	58	-4	-6%	0.40	\$130,159	\$29.63M
Mining, Quarrying, and Oil and Gas Extraction	26	19	-7	-27%	0.11	\$51,494	\$13.82M

Business Characteristics

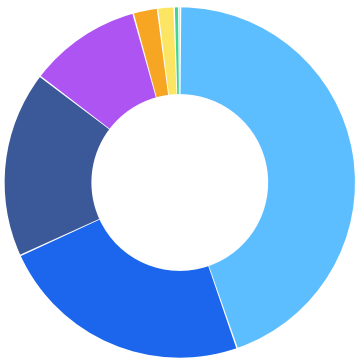
4,218 Companies Employ Your Workers

Online profiles for your workers mention 4,218 companies as employers, with the top 10 appearing below. In the last 12 months, 1,719 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	1,750 
Saint Joseph's Hospital of Atlant...	325 	Roehl Transport, Inc.	799 
Renaissance Learning, Inc.	175 	Comphealth Associates, Inc	315 
Ministry Health Care, Inc.	163 	State of Wisconsin	242 
Newpage Corporation	116 	Aureus Medical Management S...	238 
Security Health Plan of Wiscons...	111 	Truck Driver	201 
Wisconsin Rapids Public School...	98 	Travelers Healthcare	191 
Roehl Transport, Inc.	87 	Aspirus Wausau Hospital, Inc.	185 
Wal-Mart Stores, Inc.	67 	University of Wisconsin-Madison	180 
Verso Corporation	66 	J.B. Hunt Transport Services, Inc.	179 

Business Characteristics - Cont.

Business Size

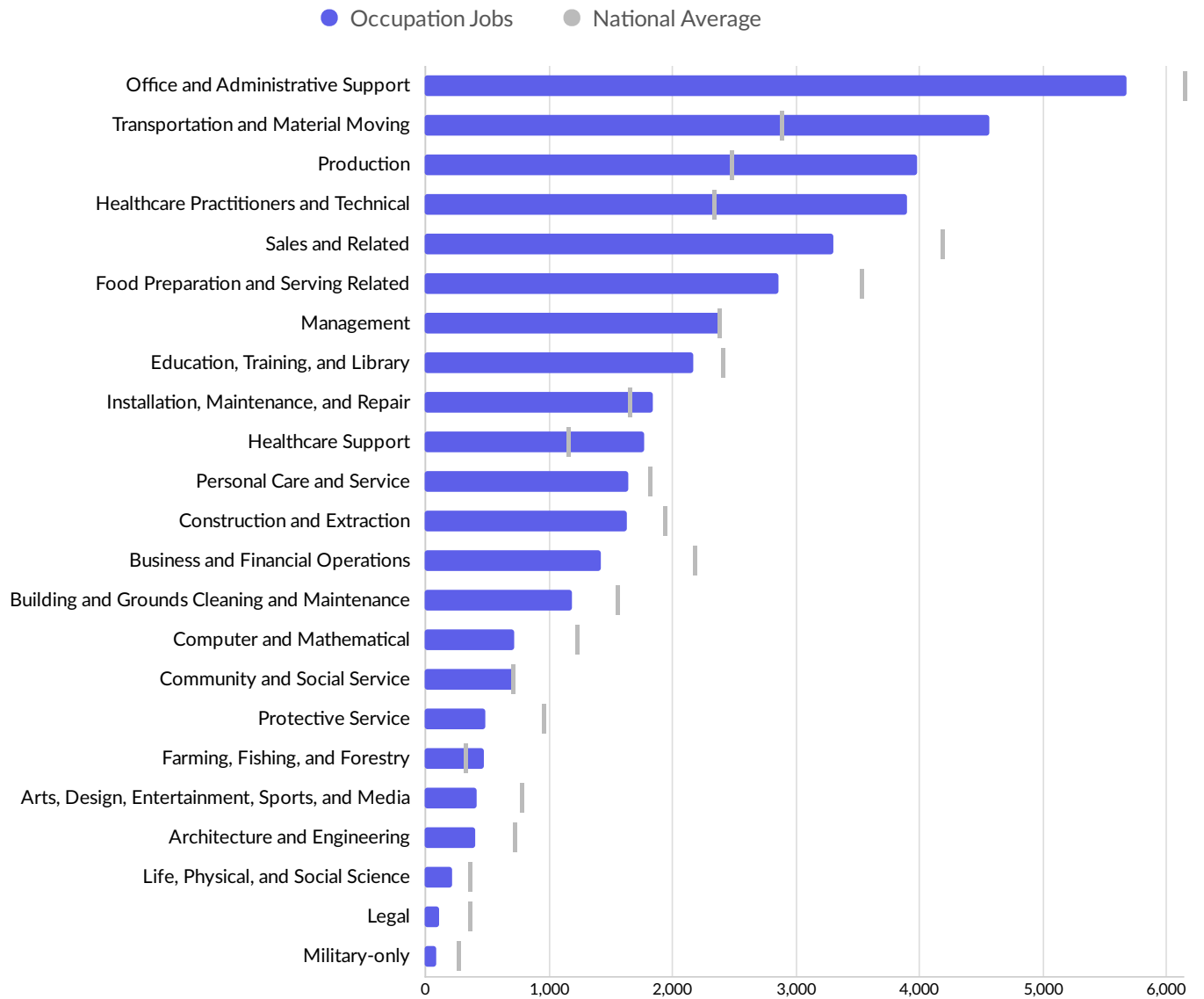


	Percentage	Business Count
1 to 4 employees	44.6%	1,679
5 to 9 employees	23.5%	883
10 to 19 employees	17.2%	646
20 to 49 employees	10.4%	390
50 to 99 employees	2.3%	85
100 to 249 employees	1.5%	57
250 to 499 employees	0.4%	16
500+ employees	0.2%	6

**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.*

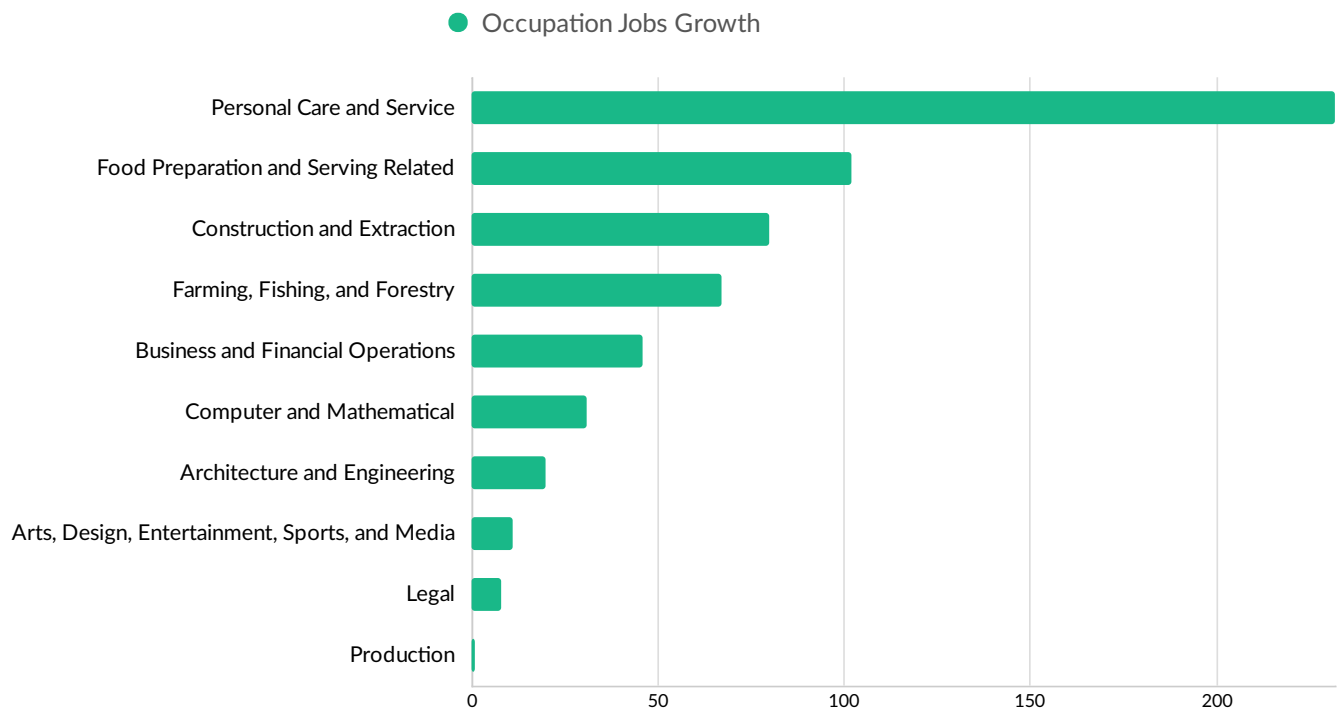
Workforce Characteristics

Largest Occupations



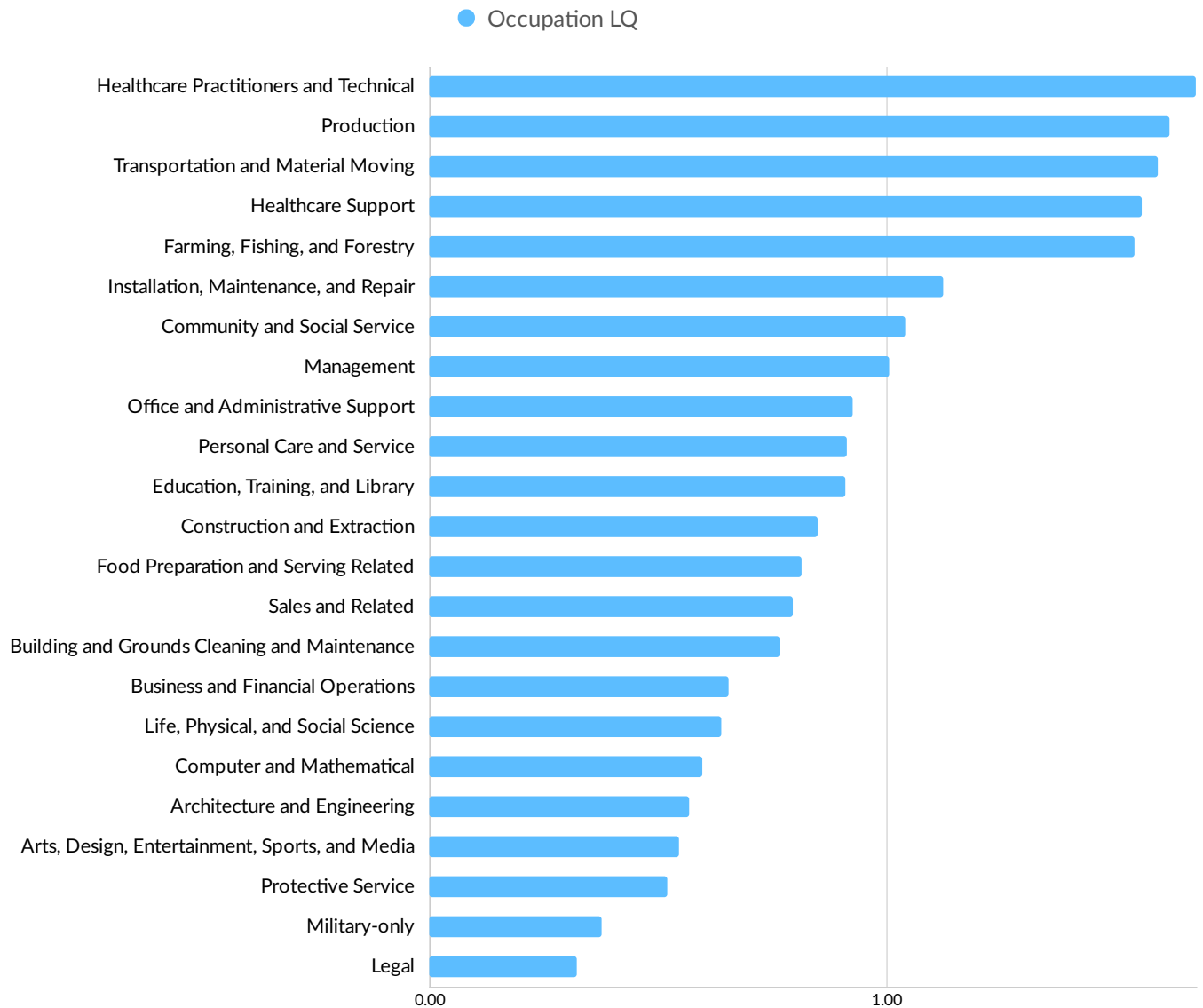
Workforce Characteristics - Cont.

Top Growing Occupations



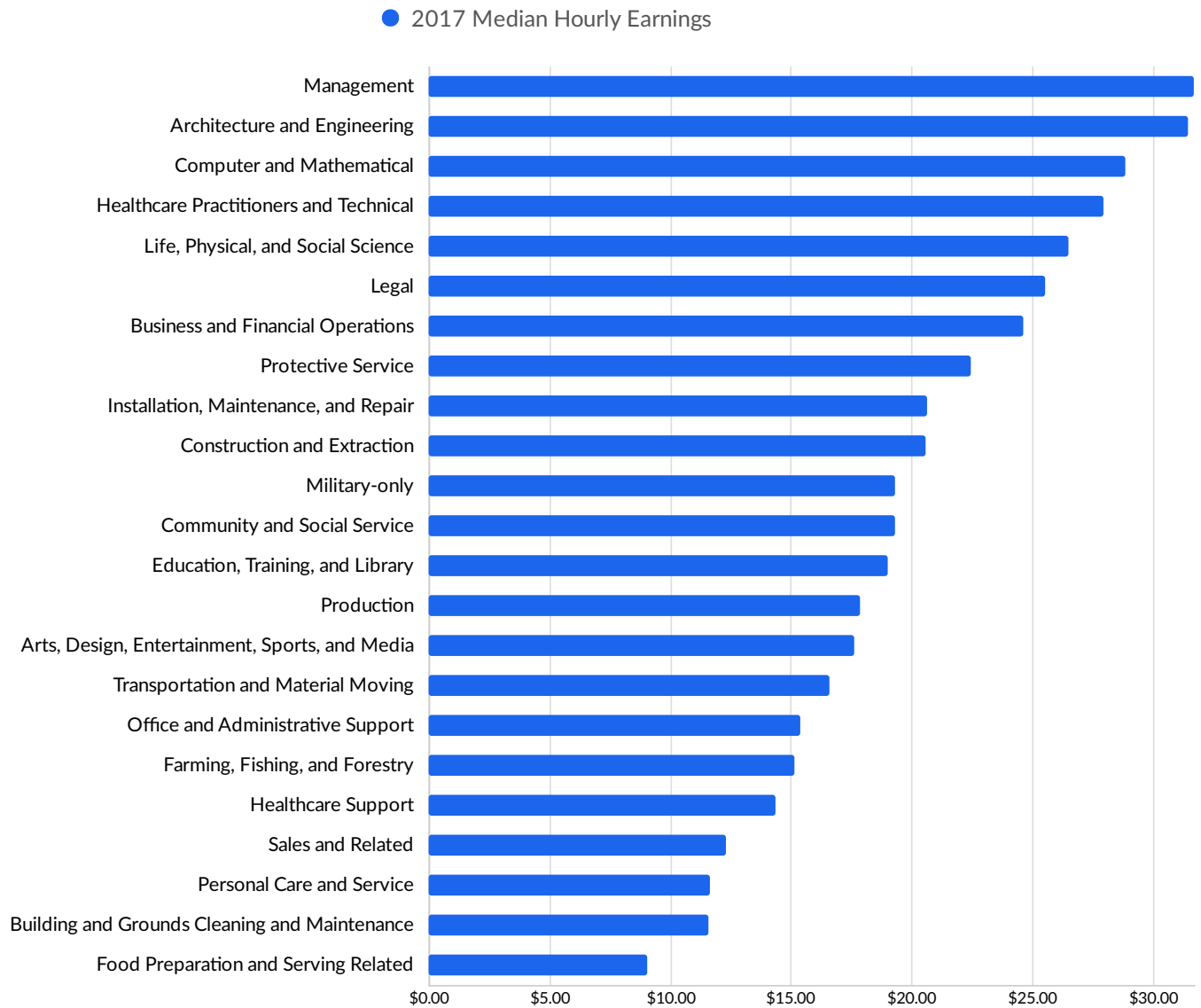
Workforce Characteristics - Cont.

Top Occupation LQ



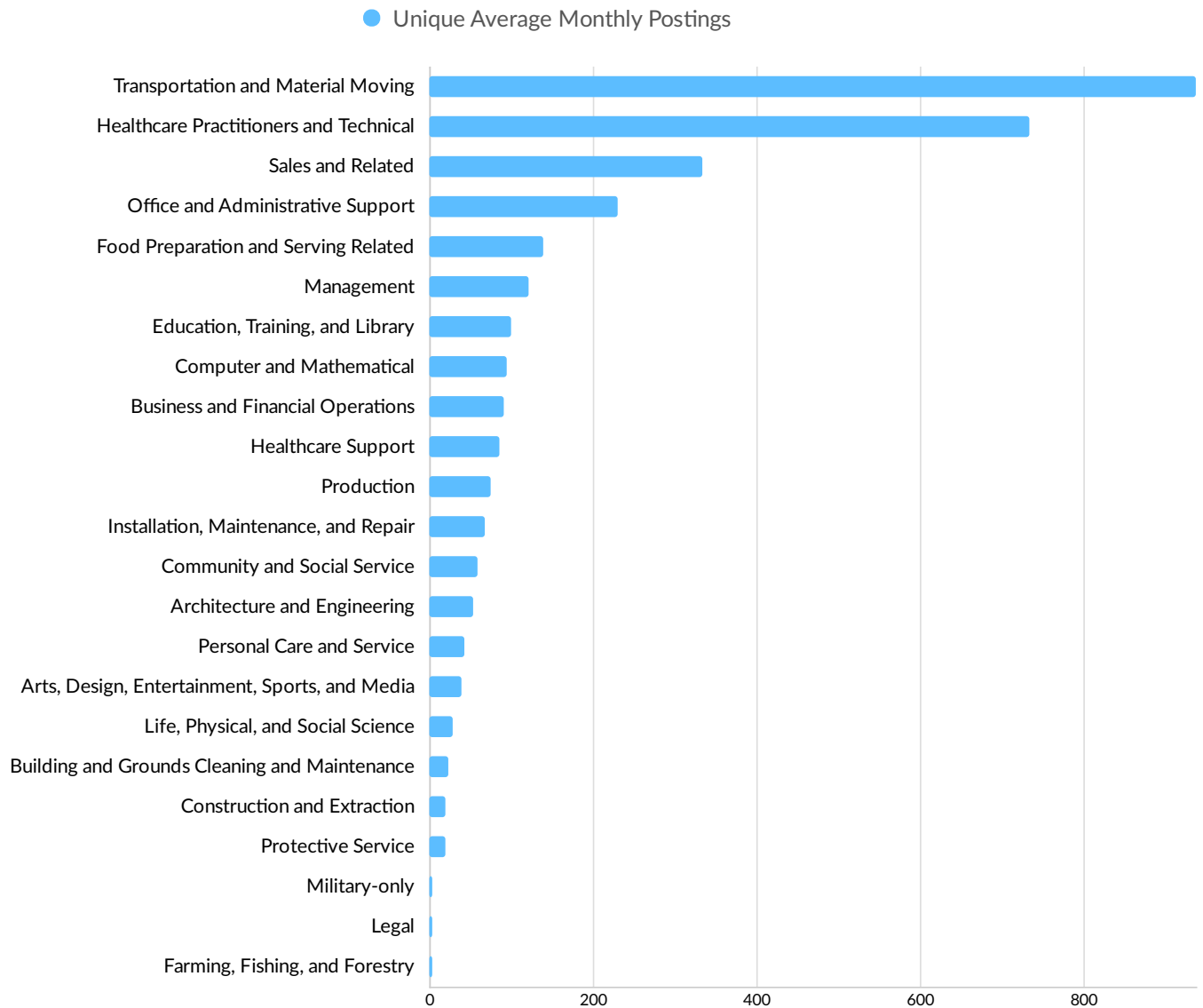
Workforce Characteristics - Cont.

Top Occupation Earnings



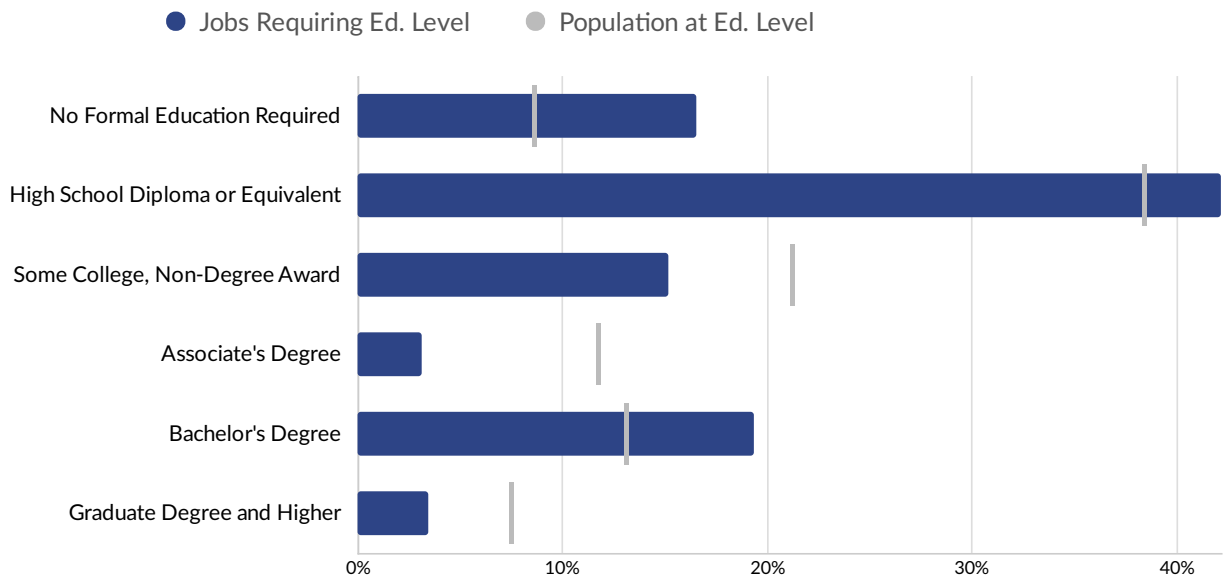
Workforce Characteristics - Cont.

Top Posted Occupations



Workforce Characteristics - Cont.

Underemployment



Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Office and Administrative Support	6,606	5,686	-920	-14%	0.93	\$15.37	229
Transportation and Material Moving	4,786	4,569	-217	-5%	1.59	\$16.61	937
Production	3,989	3,990	1	+0%	1.62	\$17.90	74
Healthcare Practitioners and Technical	5,759	3,909	-1,850	-32%	1.68	\$27.98	734
Sales and Related	3,348	3,312	-36	-1%	0.79	\$12.29	334
Food Preparation and Serving Related	2,764	2,866	102	+4%	0.81	\$9.04	139
Management	2,629	2,390	-239	-9%	1.01	\$31.69	121
Education, Training, and Library	2,191	2,173	-18	-1%	0.91	\$19.02	100
Installation, Maintenance, and Repair	1,926	1,853	-73	-4%	1.12	\$20.64	69
Healthcare Support	2,394	1,781	-613	-26%	1.56	\$14.37	85
Personal Care and Service	1,421	1,653	232	+16%	0.91	\$11.64	43
Construction and Extraction	1,554	1,634	80	+5%	0.85	\$20.58	20
Business and Financial Operations	1,380	1,426	46	+3%	0.66	\$24.60	91
Building and Grounds Cleaning and Maintenance	1,266	1,187	-79	-6%	0.77	\$11.61	23
Computer and Mathematical	696	727	31	+4%	0.60	\$28.88	94
Community and Social Service	856	725	-131	-15%	1.04	\$19.30	58
Protective Service	522	490	-32	-6%	0.52	\$22.47	19
Farming, Fishing, and Forestry	417	484	67	+16%	1.54	\$15.17	3

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	412	423	11	+3%	0.55	\$17.65	39
Architecture and Engineering	387	407	20	+5%	0.57	\$31.48	53
Life, Physical, and Social Science	230	221	-9	-4%	0.64	\$26.49	29
Legal	104	112	8	+8%	0.32	\$25.55	3
Military-only	109	97	-12	-11%	0.38	\$19.31	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.

