



# 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.

**42,290**

**Total Regional Employment**

Jobs decreased by **3,453** over the last 5 years and are projected to **decrease by 783** over the next 5 years.

**\$51.6K**

**Median Household Income (2017)**

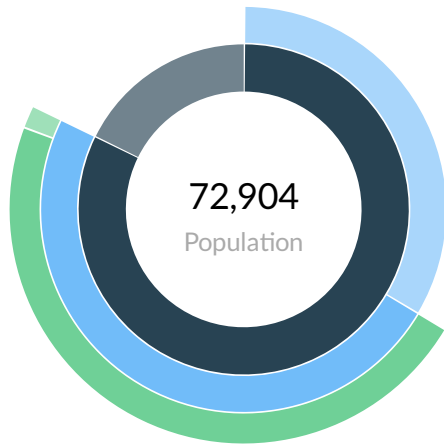
Median household income is **\$6.0K below** the national median household income of \$57.7K.

## 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 7.5%** in Wood County, WI from 45,743 to **42,290**. This change **fell short of the national growth rate of 8.5% by 16.0%**. As the number of jobs declined, the **labor force participation rate decreased from 65.3% to 59.3% 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	35,504	42,290	98.2	\$4.13B	\$5.11B	\$5.19B
NCWRPC	438,224	226,339	227,345	99.3	\$22.23B	\$28.15B	\$27.20B
Wisconsin	5,810,713	3,106,626	3,156,907	100.0	\$329.70B	\$293.29B	\$321.51B

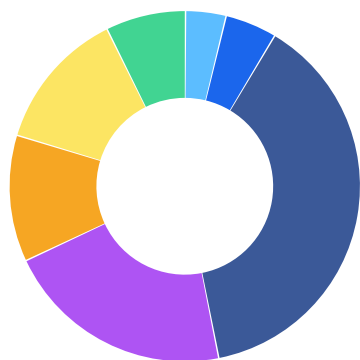
## 2018 Labor Force Breakdown



	Population
● Total Working Age Population	59,918
● Not in Labor Force (15+)	24,414
● Labor Force	35,504
● Employed	34,357
● Unemployed	1,147
● 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).

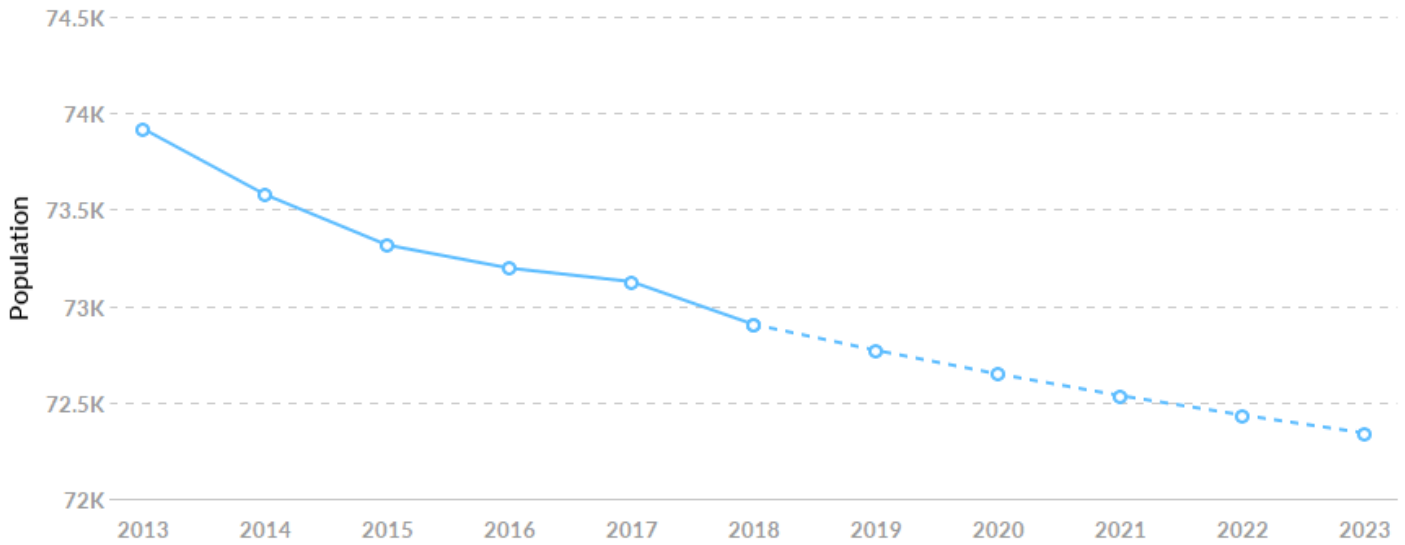


	% of Population	Population
● Less Than 9th Grade	3.7%	1,938
● 9th Grade to 12th Grade	4.8%	2,480
● High School Diploma	38.3%	19,903
● Some College	21.1%	10,983
● Associate's Degree	11.7%	6,061
● Bachelor's Degree	13.0%	6,749
● Graduate Degree and Higher	7.4%	3,835

# Historic & Projected Trends

## Population Trends

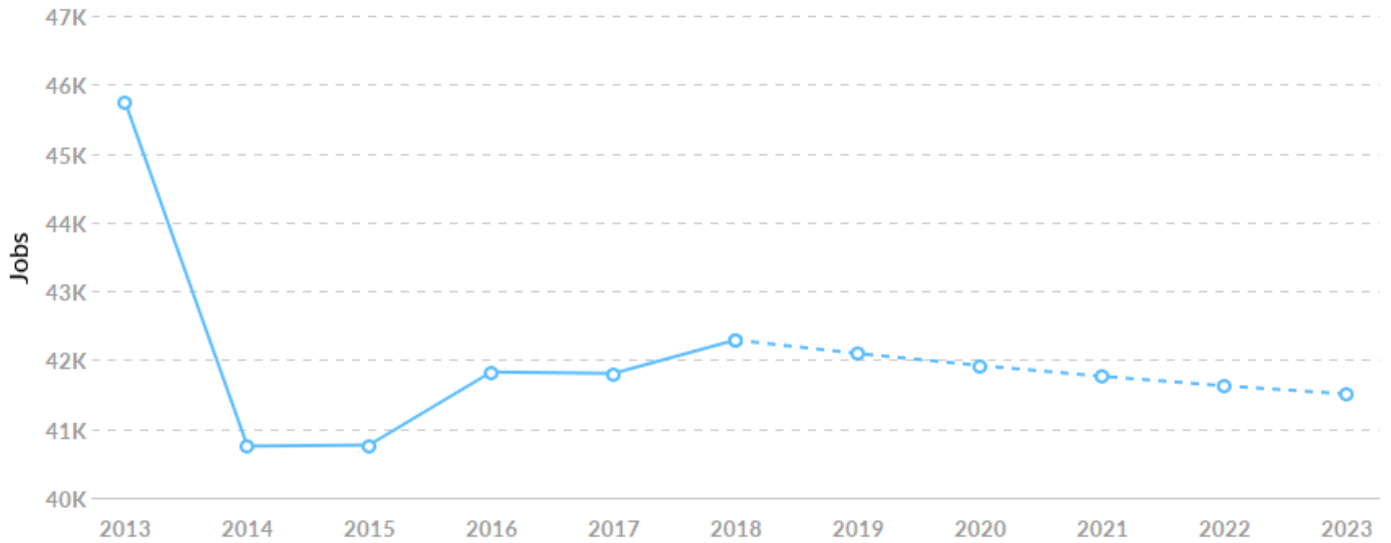
As of 2018 the region's population **declined by 1.4%** since 2013, falling by 1,016. Population is expected to **decrease by 0.8%** between 2018 and 2023, losing 563.



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

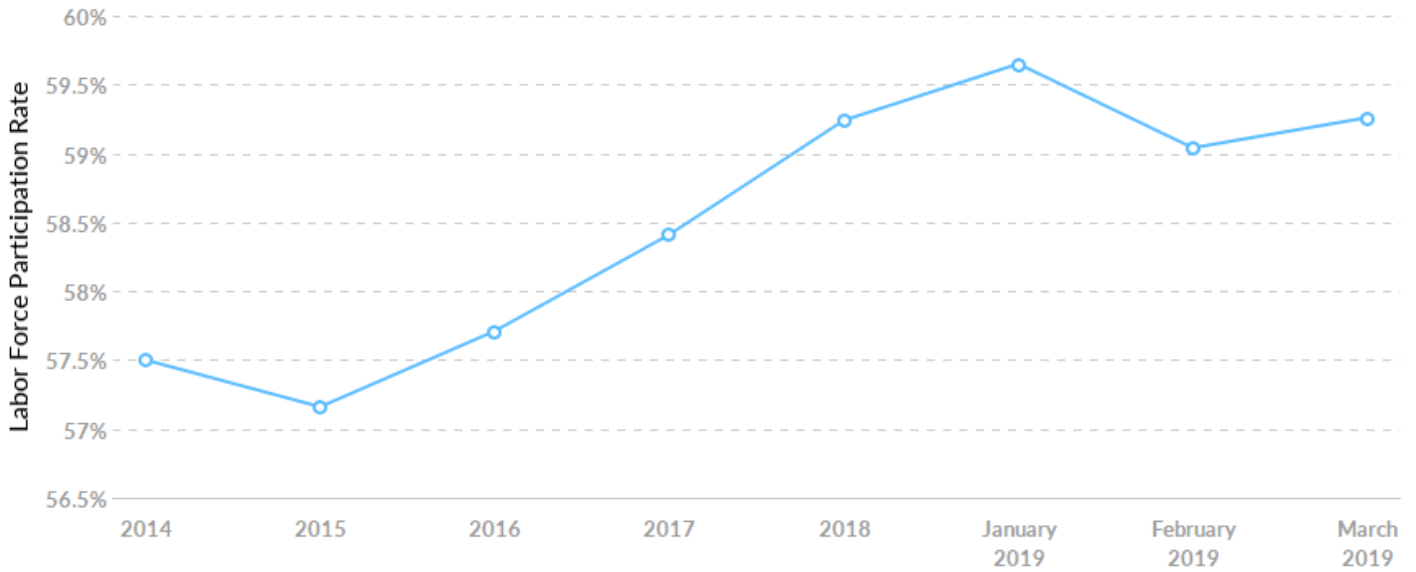
## Job Trends

From 2013 to 2018, jobs declined by 7.5% in Wood County, WI from 45,743 to 42,290. This change fell short of the national growth rate of 8.5% by 16.0%.



Timeframe	Jobs
2013	45,743
2014	40,749
2015	40,765
2016	41,825
2017	41,805
2018	42,290
2019	42,094
2020	41,920
2021	41,763
2022	41,625
2023	41,507

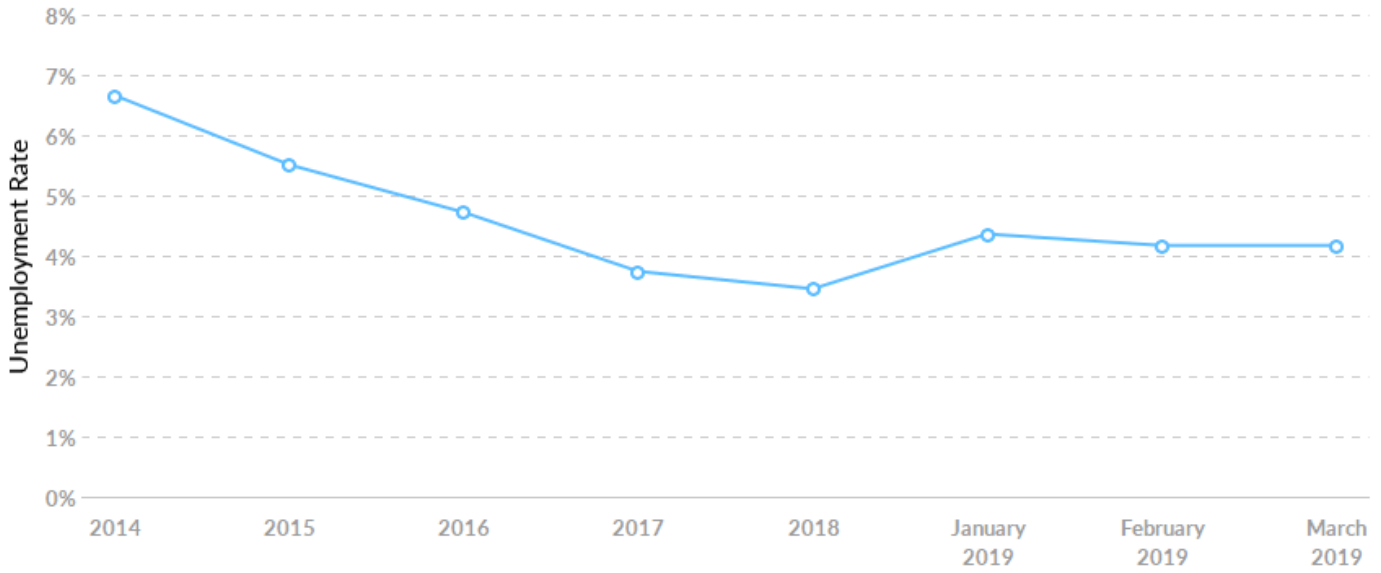
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	57.50%
2015	57.16%
2016	57.71%
2017	58.41%
2018	59.24%
January 2019	59.65%
February 2019	59.04%
March 2019	59.26%

## Unemployment Rate Trends

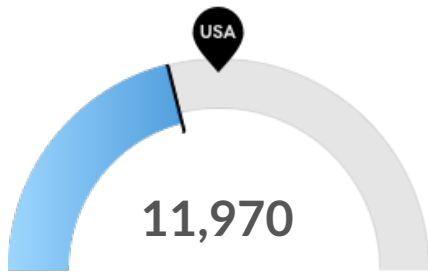
Wood County, WI had a March 2019 unemployment rate of 4.17%, **decreasing from 6.66%** 5 years before.



Timeframe	Unemployment Rate
2014	6.66%
2015	5.51%
2016	4.72%
2017	3.74%
2018	3.45%
January 2019	4.36%
February 2019	4.17%
March 2019	4.17%

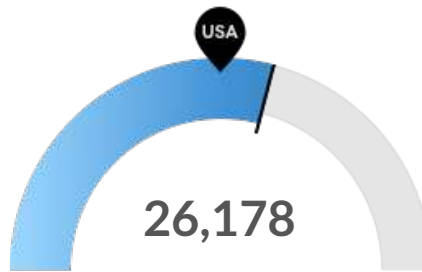


## Population Characteristics



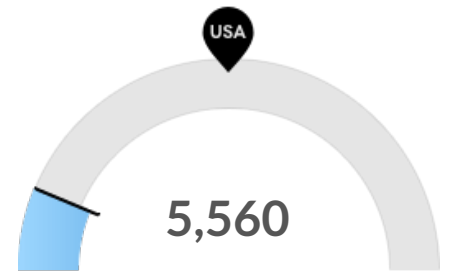
**Millennials**

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



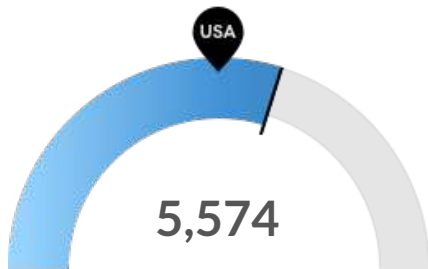
**Retiring Soon**

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.



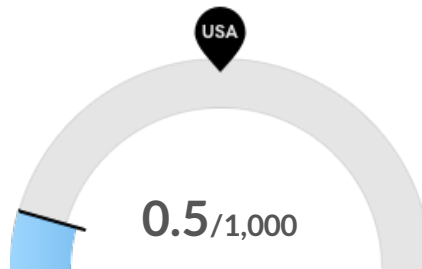
**Racial Diversity**

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.



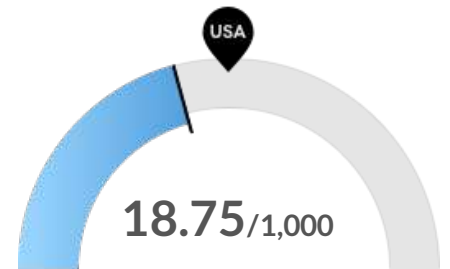
**Veterans**

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.

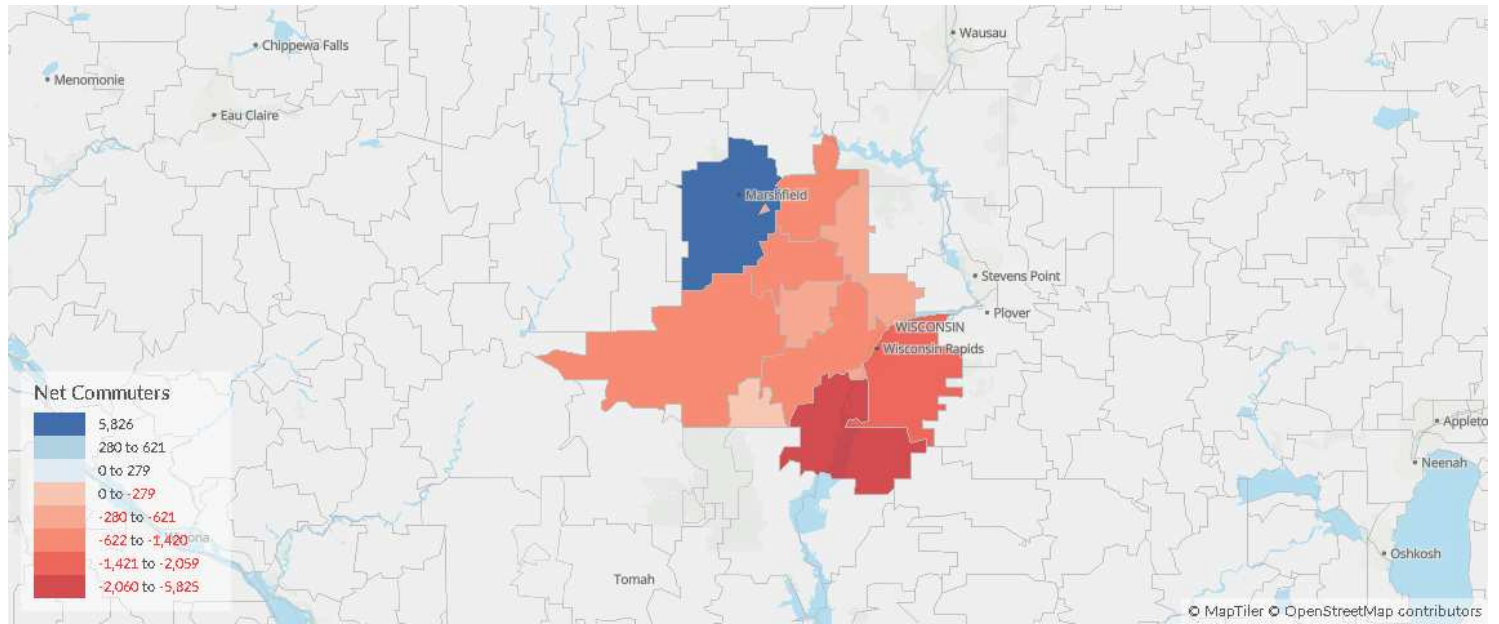


**Property Crime**

Wood County, WI has 18.75 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

## 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

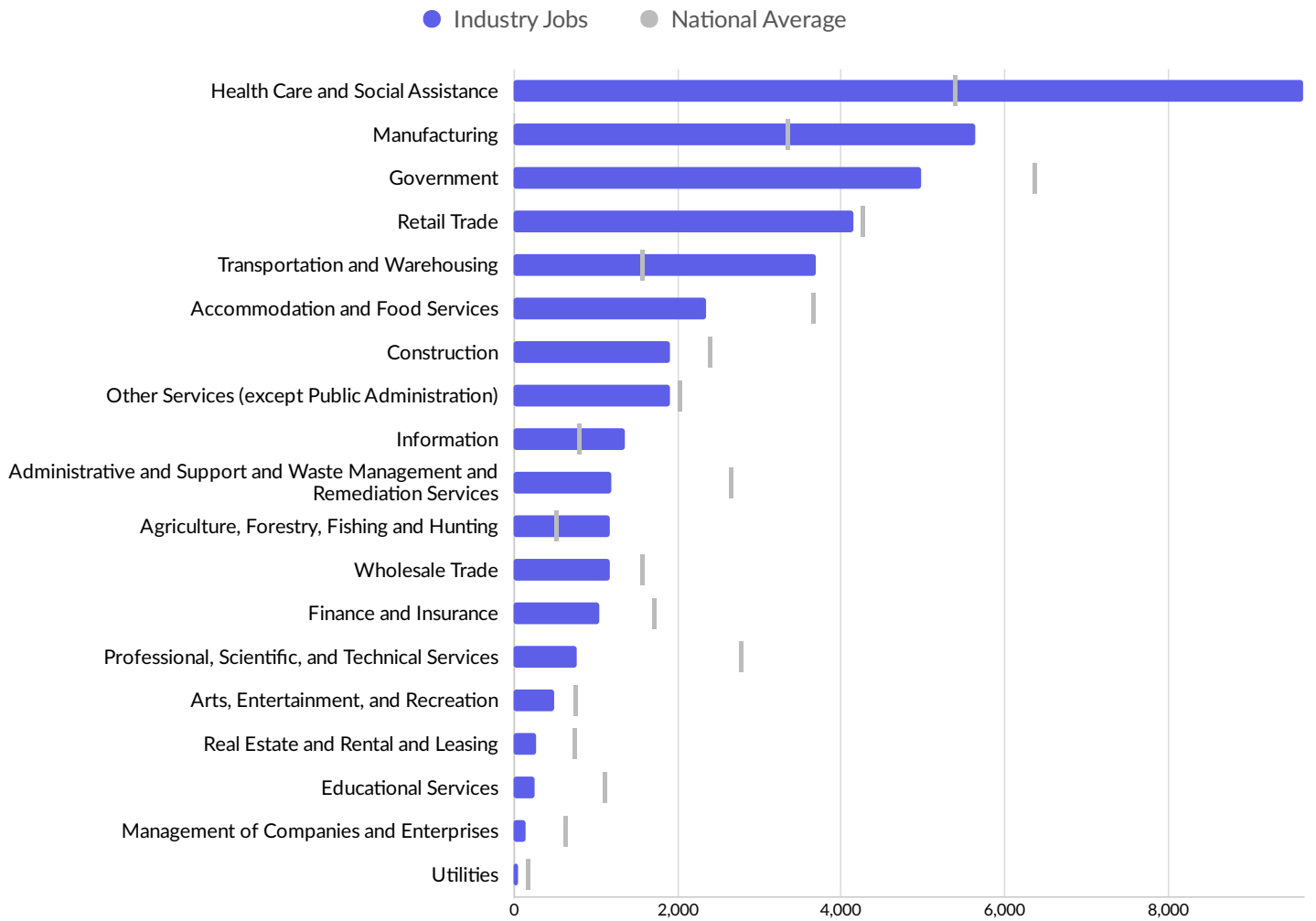
ZIP	Name	2018 Employment
54449	Marshfield, WI (in Woo...	20,815
54494	Wisconsin Rapids, WI (i...	11,600
54495	Wisconsin Rapids, WI (i...	3,519
54457	Nekoosa, WI (in Wood c...	1,958
54413	Babcock, WI (in Wood c...	695

### Where Talent Lives

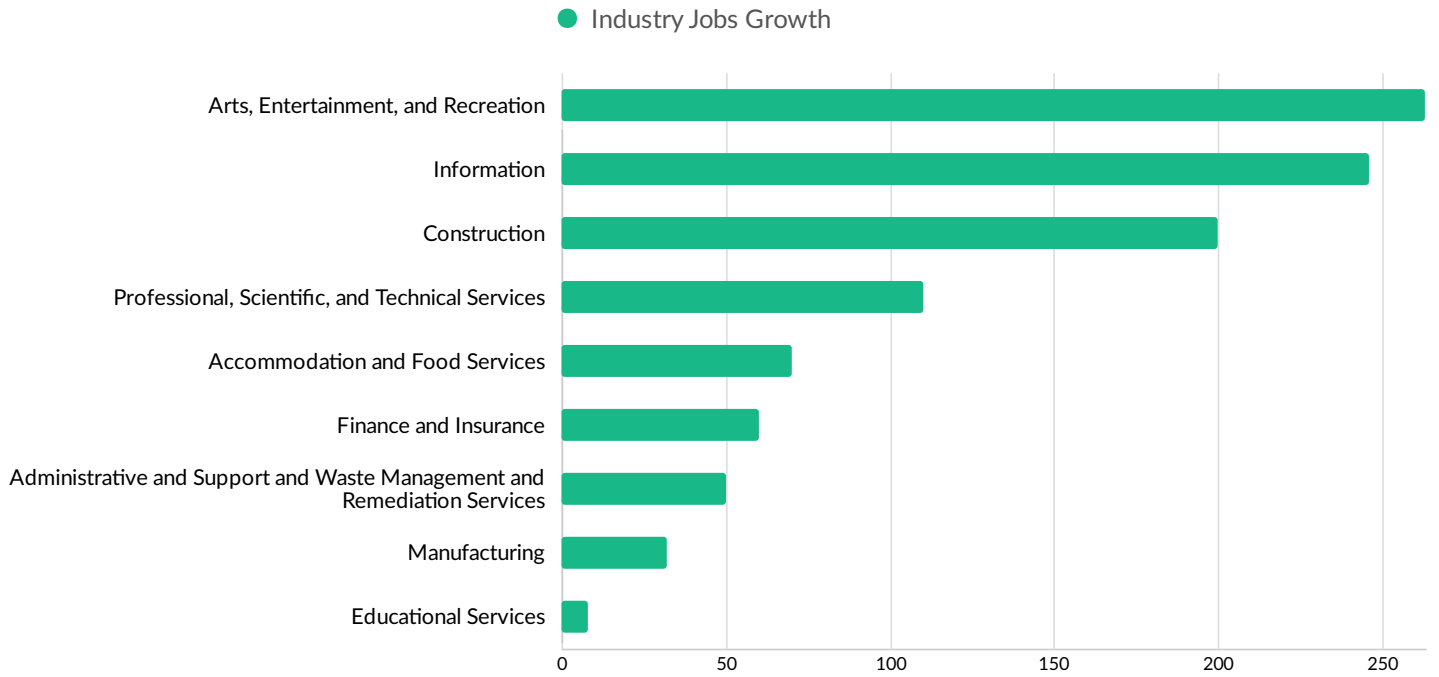
ZIP	Name	2018 Workers
54449	Marshfield, WI (in Woo...	14,989
54494	Wisconsin Rapids, WI (i...	13,021
54495	Wisconsin Rapids, WI (i...	4,356
54457	Nekoosa, WI (in Wood c...	4,018
54466	Pittsville, WI (in Wood c...	1,489

# Industry Characteristics

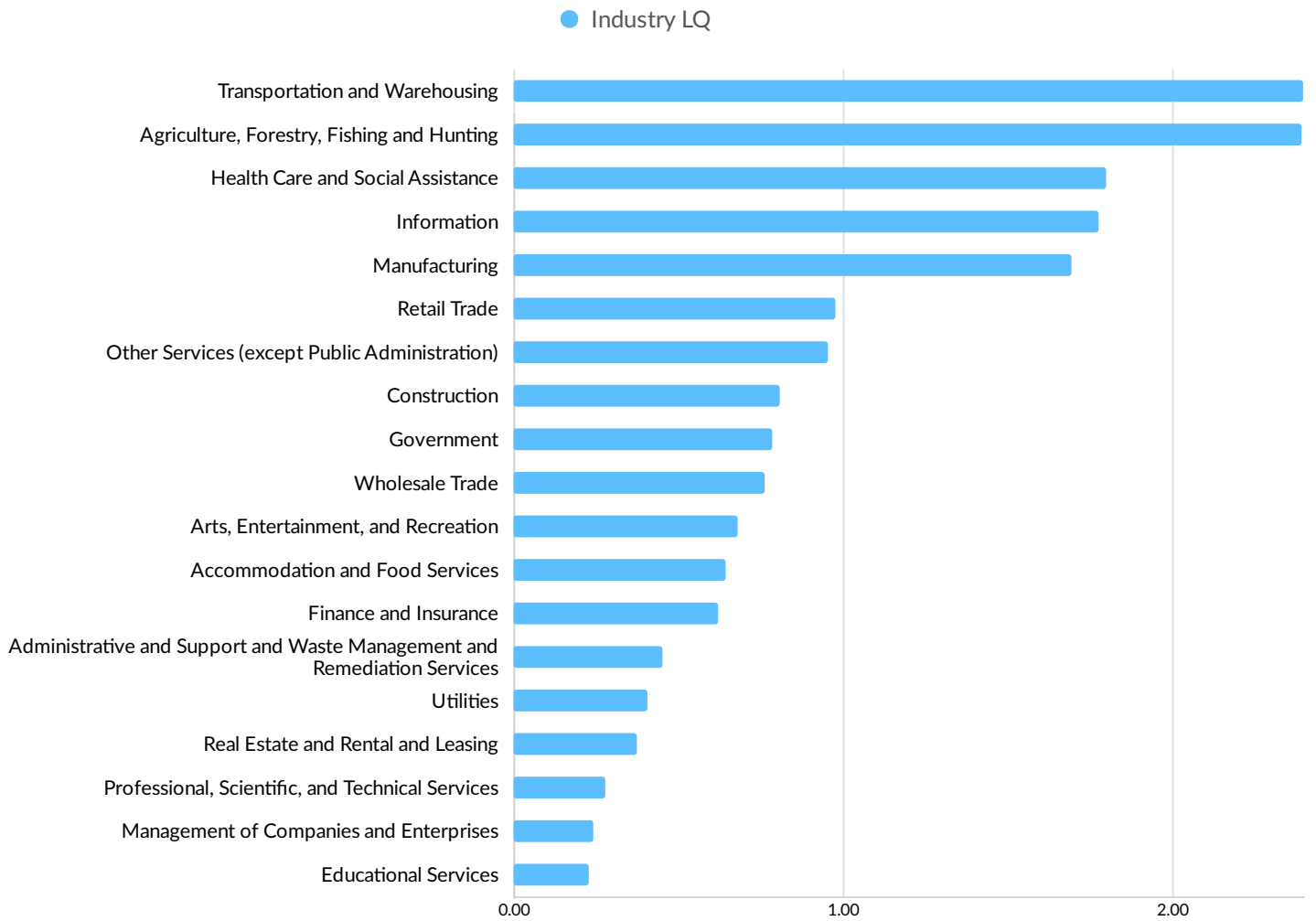
## Largest Industries



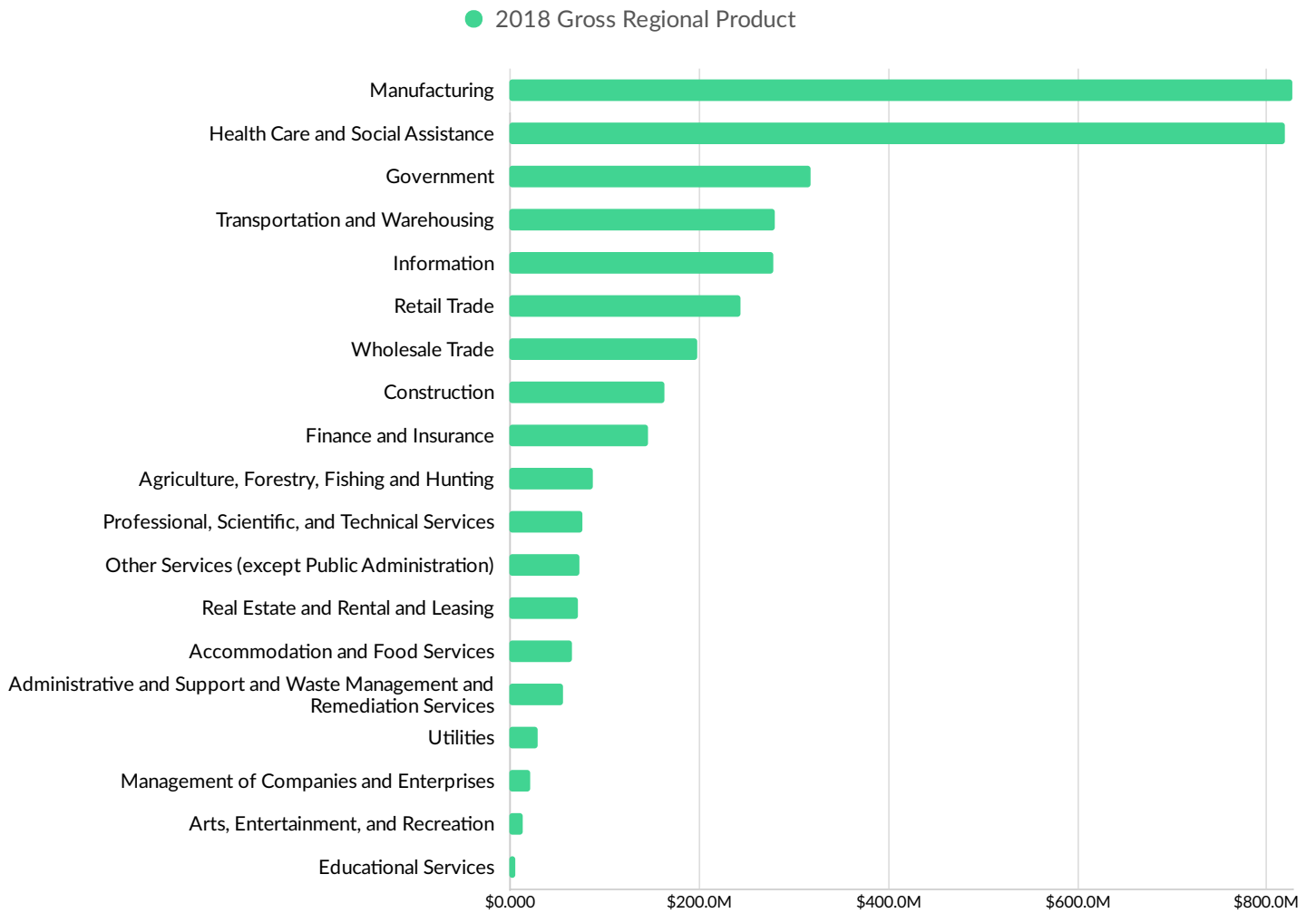
## Top Growing Industries



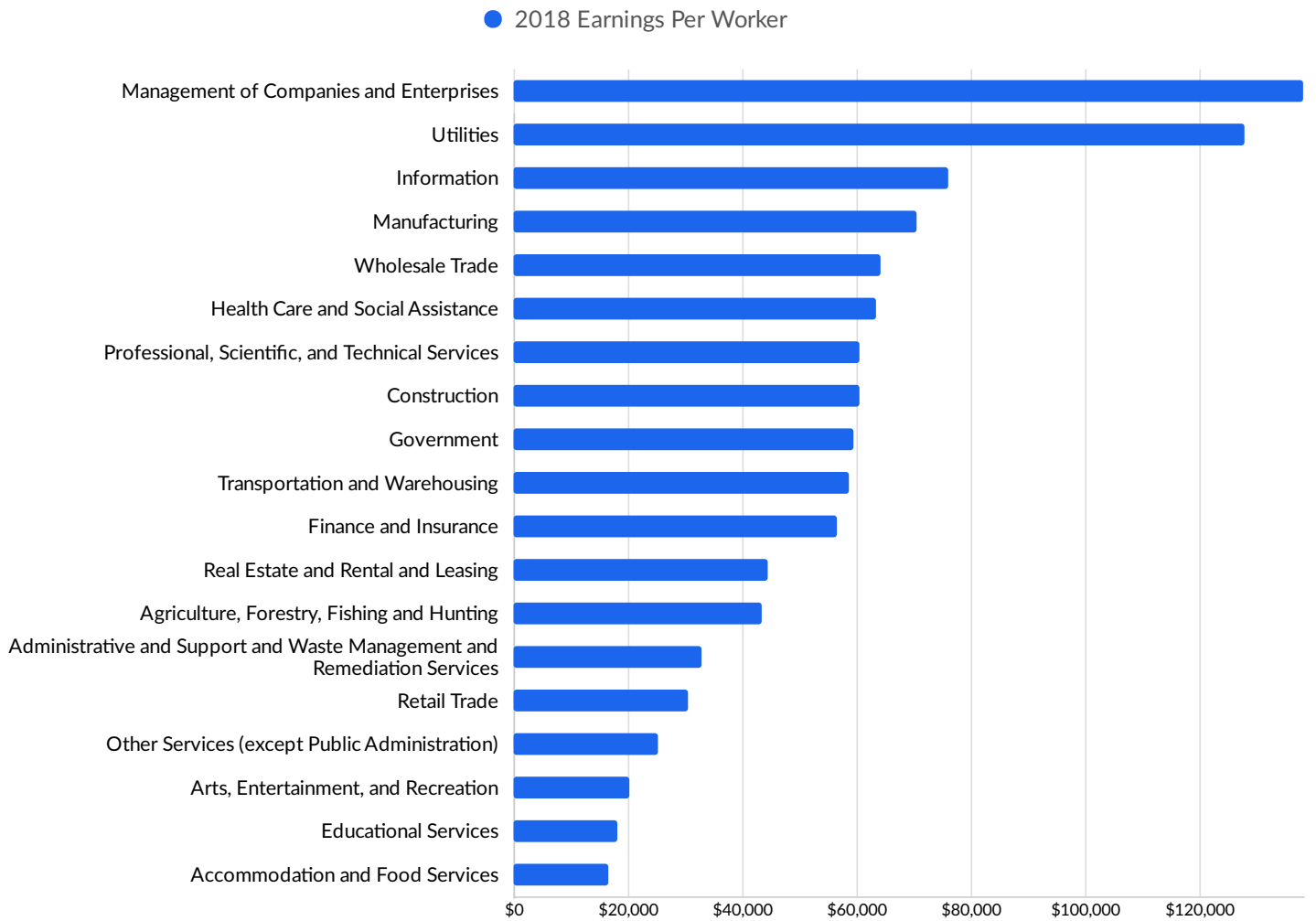
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings























Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2018 GRP
Health Care and Social Assistance	13,352	9,659	-3,693	-28%	1.80	\$63,465	\$820.31M
Manufacturing	5,619	5,651	32	+1%	1.69	\$70,643	\$827.79M
Government	5,238	4,991	-247	-5%	0.79	\$59,386	\$318.39M
Retail Trade	4,218	4,149	-69	-2%	0.98	\$30,514	\$245.14M
Transportation and Warehousing	3,873	3,698	-175	-5%	2.40	\$58,786	\$280.36M
Accommodation and Food Services	2,276	2,346	70	+3%	0.64	\$16,503	\$65.49M
Construction	1,715	1,915	200	+12%	0.81	\$60,476	\$163.30M
Other Services (except Public Administration)	1,981	1,908	-73	-4%	0.95	\$25,163	\$74.62M
Information	1,123	1,369	246	+22%	1.77	\$76,179	\$278.61M
Administrative and Support and Waste Management and Remediation Services	1,139	1,189	50	+4%	0.45	\$32,865	\$56.69M
Agriculture, Forestry, Fishing and Hunting	1,215	1,180	-35	-3%	2.39	\$43,407	\$88.93M
Wholesale Trade	1,220	1,178	-42	-3%	0.76	\$64,214	\$199.02M
Finance and Insurance	995	1,055	60	+6%	0.62	\$56,671	\$146.89M
Professional, Scientific, and Technical Services	663	773	110	+17%	0.28	\$60,586	\$77.19M
Arts, Entertainment, and Recreation	236	499	263	+111%	0.68	\$20,267	\$14.00M
Real Estate and Rental and Leasing	281	268	-13	-5%	0.38	\$44,576	\$72.22M
Educational Services	241	249	8	+3%	0.23	\$18,276	\$5.62M
Management of Companies and Enterprises	269	146	-123	-46%	0.24	\$138,234	\$22.12M
Utilities	62	59	-3	-5%	0.41	\$128,027	\$29.91M



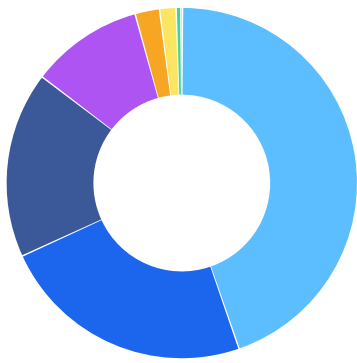
## Business Characteristics

### 7,904 Companies Employ Your Workers

Online profiles for your workers mention 7,904 companies as employers, with the top 10 appearing below. In the last 12 months, 1,939 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,059 	Marshfield Clinic	2,221 
St Michaels Hospital Inc	246 	Roehl Transport, Inc.	1,109 
Ministry Health Care, Inc.	205 	State of Wisconsin	395 
Renaissance Learning, Inc.	202 	Comphealth Associates, Inc	393 
Verso Corporation	196 	University of Wisconsin-Madison	261 
Wal-Mart Stores, Inc.	146 	Aureus Medical Management S...	239 
Wisconsin Rapids Public School...	140 	Travelers Healthcare	238 
Security Health Plan of Wisconsin...	130 	Ef Education First, Inc.	211 
Roehl Transport, Inc.	123 	Aspirus Wausau Hospital, Inc.	210 
Madison Area Technical College	121 	Platinum Supplemental Insuranc...	194 

## Business Size

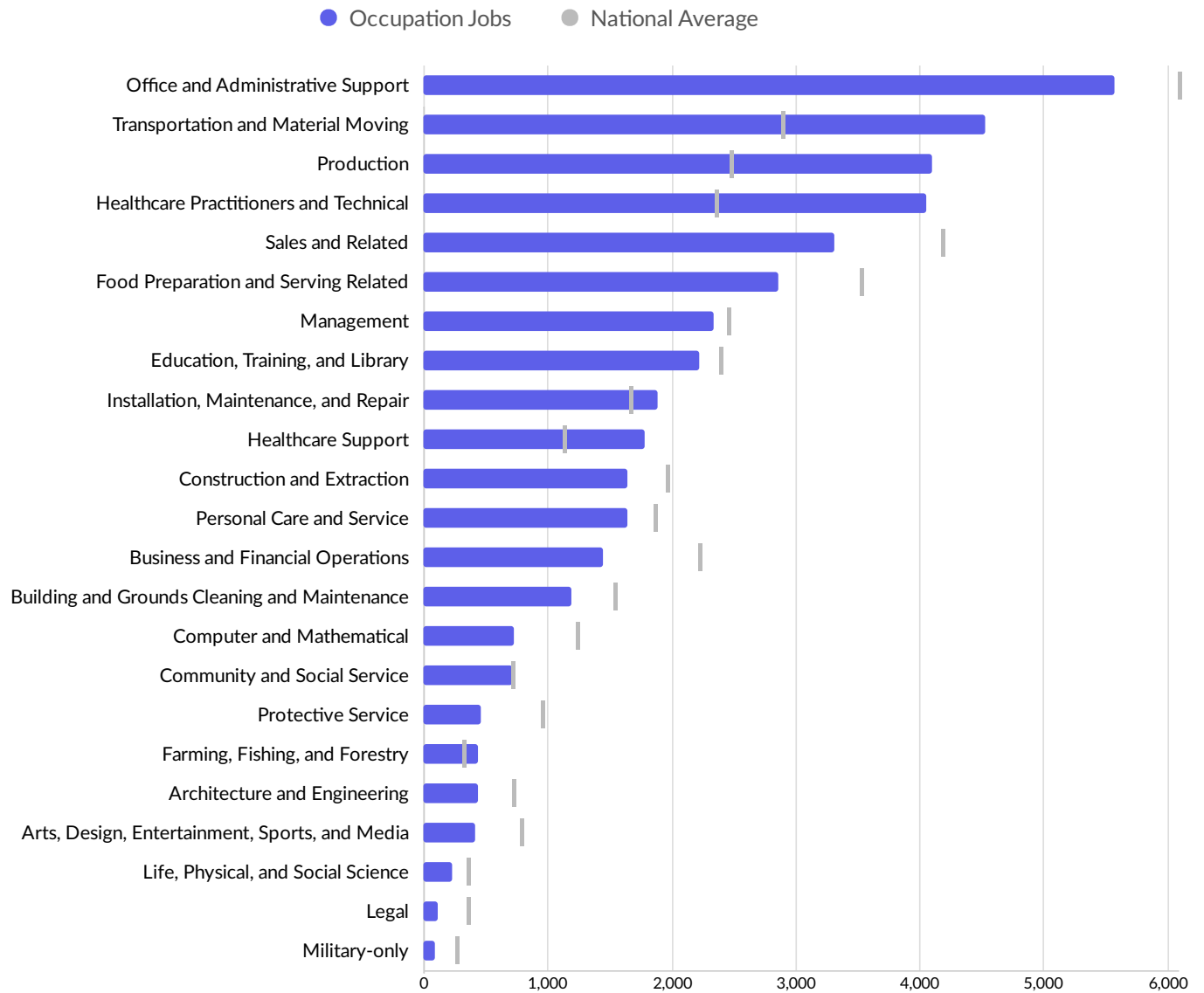


	Percentage	Business Count
1 to 4 employees	44.6%	1,679
5 to 9 employees	23.5%	883
10 to 19 employees	17.2%	646
20 to 49 employees	10.4%	390
50 to 99 employees	2.3%	85
100 to 249 employees	1.5%	57
250 to 499 employees	0.4%	16
500+ employees	0.2%	6

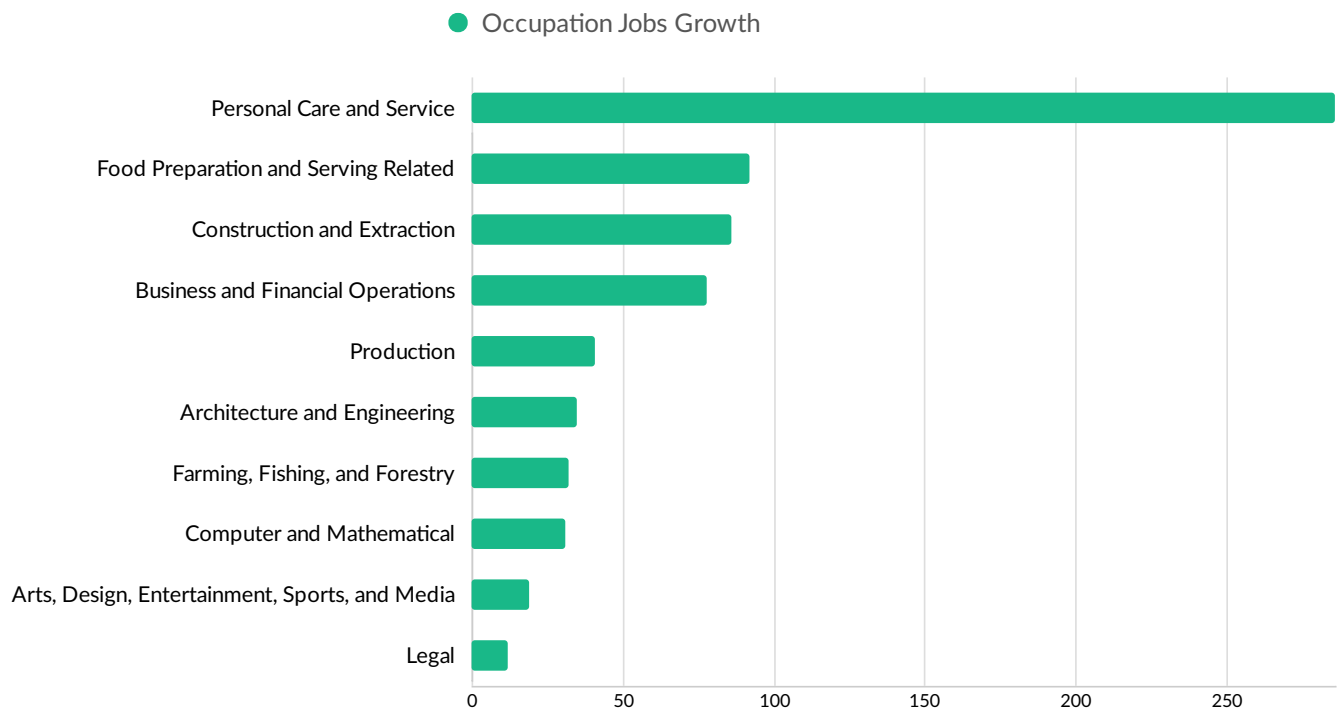
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

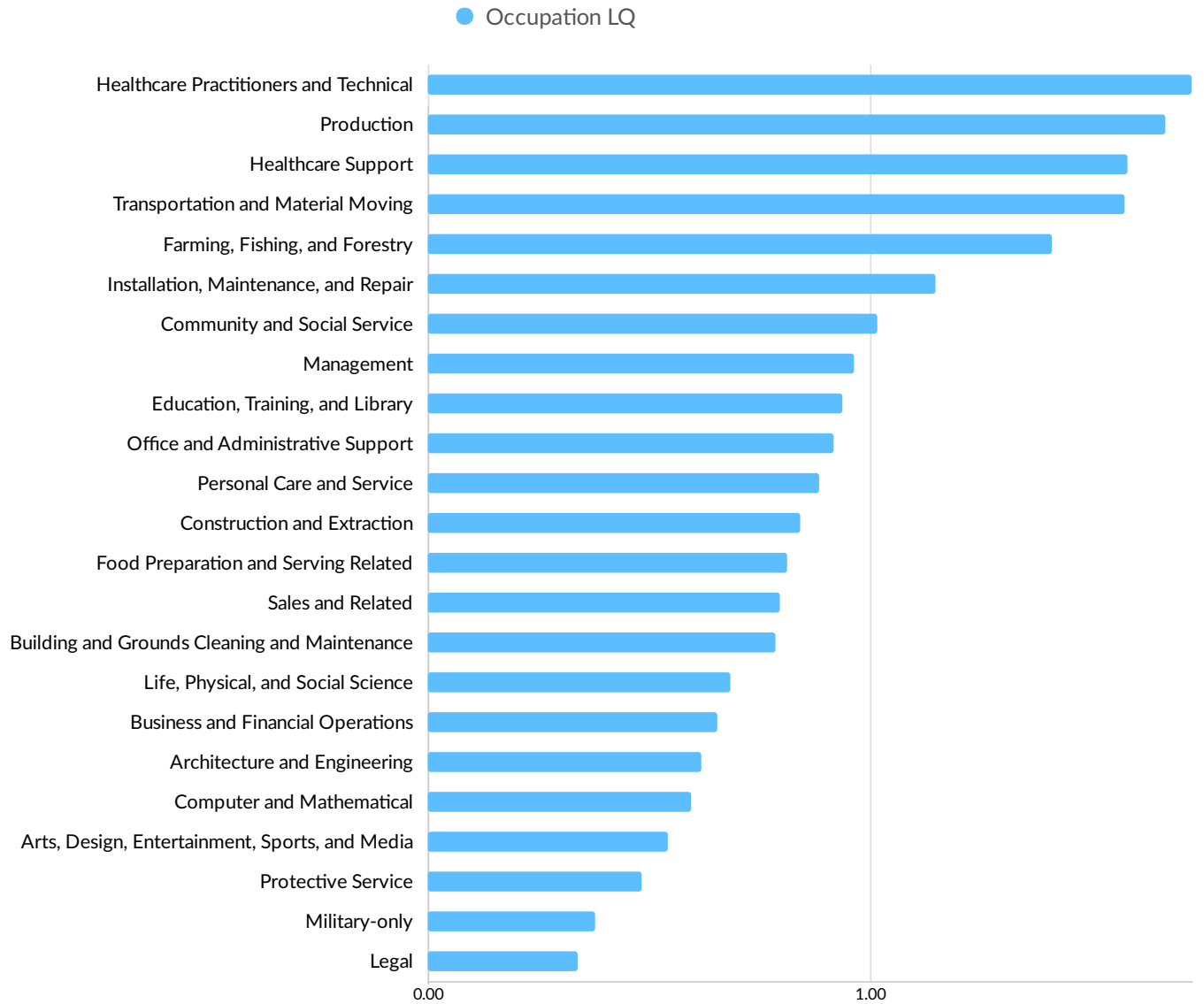
## Largest Occupations



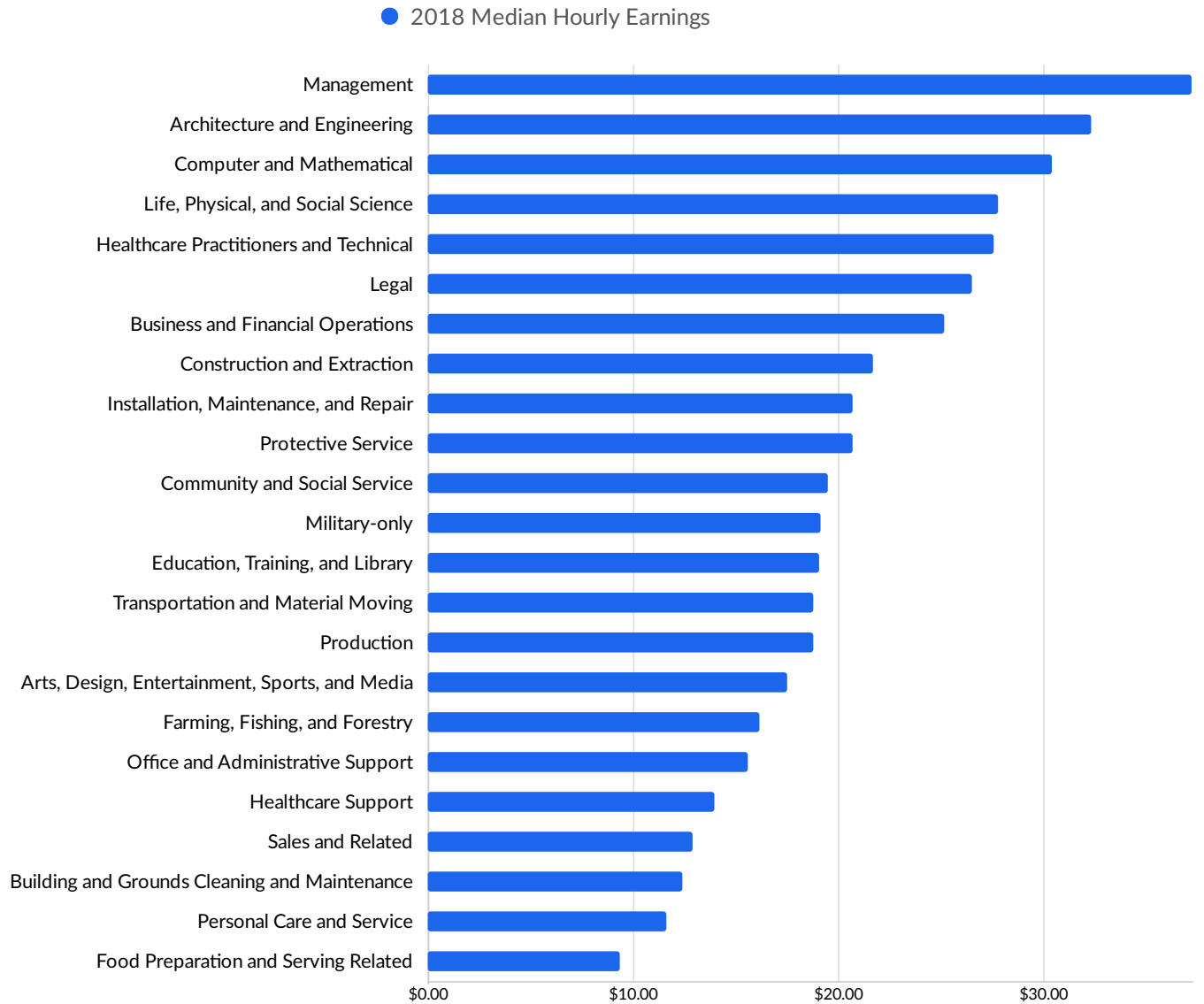
## Top Growing Occupations



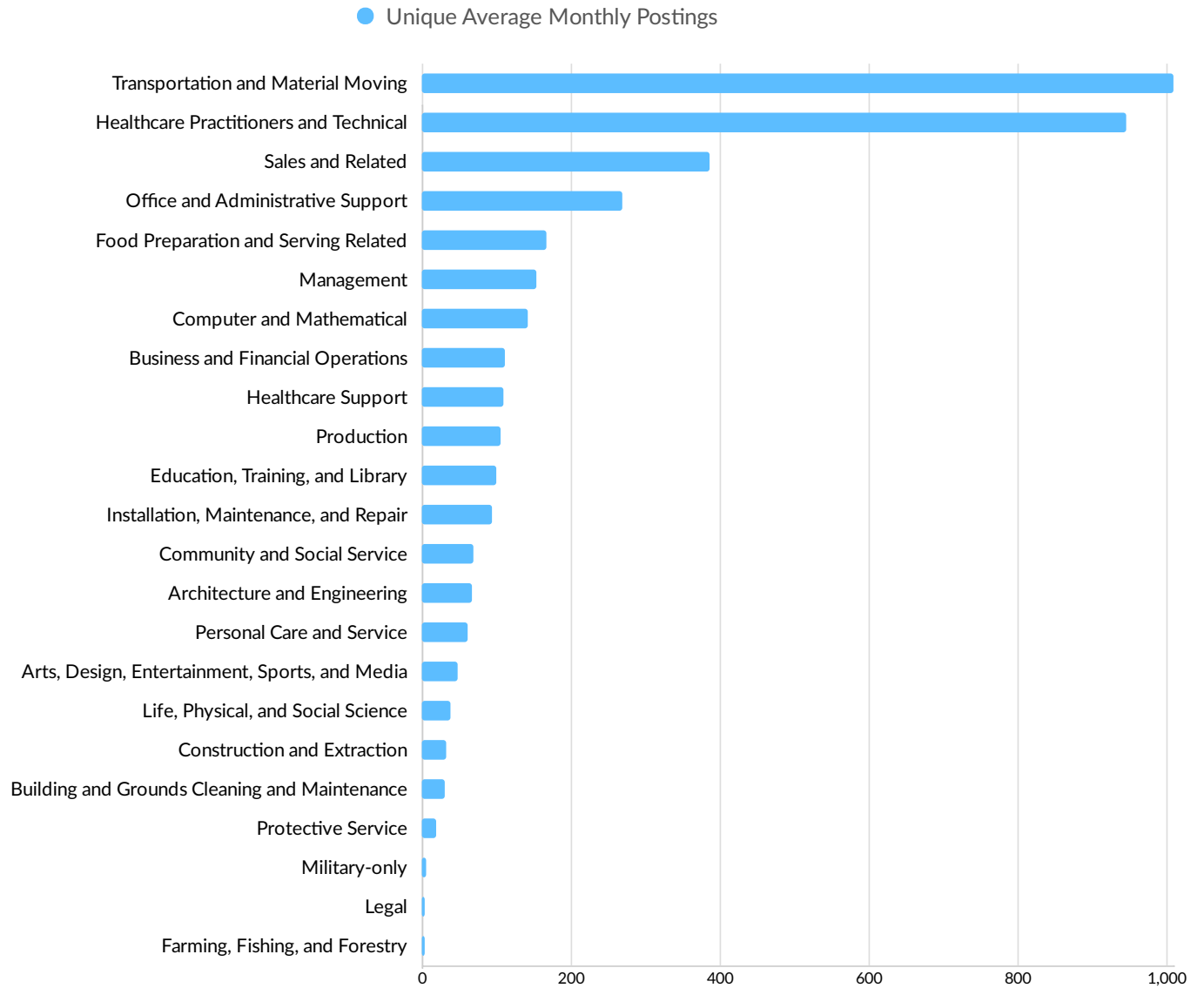
## Top Occupation LQ



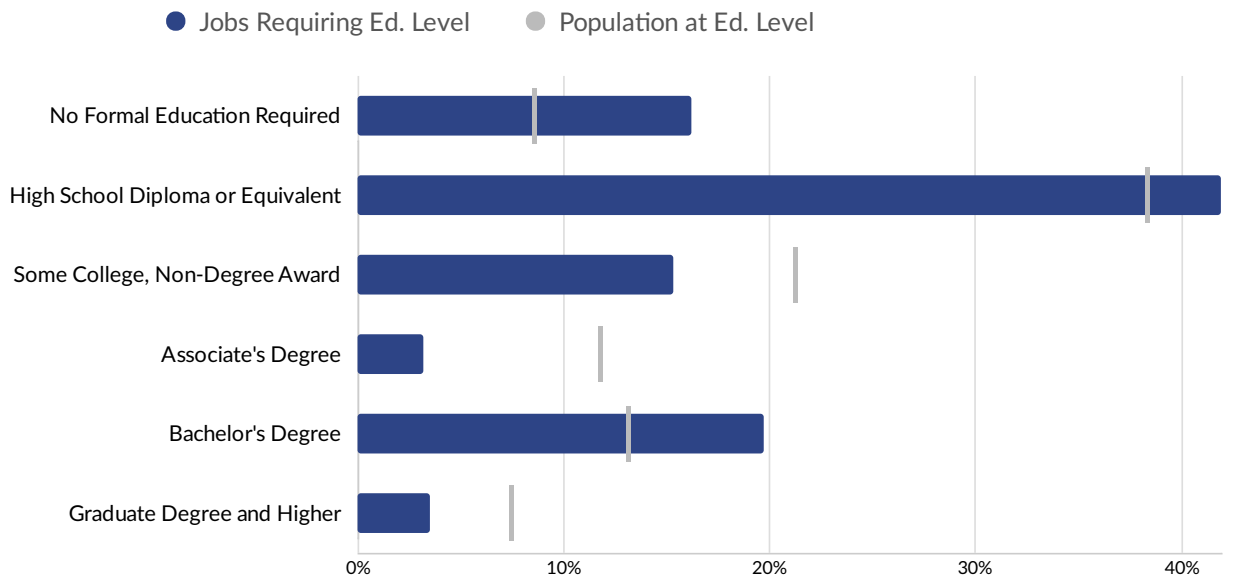
## Top Occupation Earnings



## Top Posted Occupations



## Underemployment



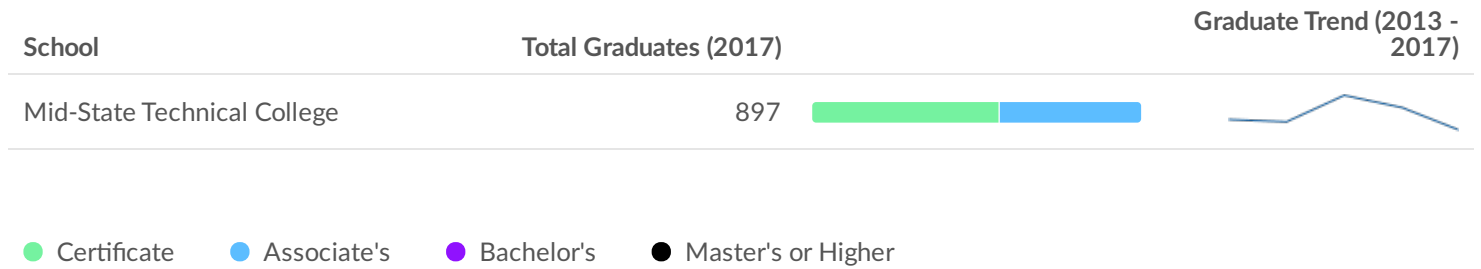


Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Office and Administrative Support	6,505	5,572	-933	-14%	0.92	\$15.60	268
Transportation and Material Moving	4,751	4,535	-216	-5%	1.57	\$18.83	1,009
Production	4,062	4,103	41	+1%	1.66	\$18.81	105
Healthcare Practitioners and Technical	5,909	4,057	-1,852	-31%	1.72	\$27.59	945
Sales and Related	3,335	3,316	-19	-1%	0.80	\$12.93	387
Food Preparation and Serving Related	2,769	2,861	92	+3%	0.81	\$9.38	168
Management	2,501	2,347	-154	-6%	0.96	\$37.24	153
Education, Training, and Library	2,243	2,229	-14	-1%	0.93	\$19.07	100
Installation, Maintenance, and Repair	1,937	1,894	-43	-2%	1.15	\$20.74	94
Healthcare Support	2,454	1,782	-672	-27%	1.58	\$13.99	109
Construction and Extraction	1,558	1,644	86	+6%	0.84	\$21.69	32
Personal Care and Service	1,356	1,642	286	+21%	0.88	\$11.66	61
Business and Financial Operations	1,371	1,449	78	+6%	0.65	\$25.17	112
Building and Grounds Cleaning and Maintenance	1,288	1,198	-90	-7%	0.78	\$12.40	31
Computer and Mathematical	699	730	31	+4%	0.59	\$30.42	143
Community and Social Service	845	718	-127	-15%	1.02	\$19.53	69
Protective Service	486	458	-28	-6%	0.48	\$20.74	20
Farming, Fishing, and Forestry	410	442	32	+8%	1.41	\$16.18	4

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Median Hourly Earnings	Aug 2018 - Jul 2019 Unique Average Monthly Postings
Architecture and Engineering	407	442	35	+9%	0.62	\$32.35	67
Arts, Design, Entertainment, Sports, and Media	400	419	19	+5%	0.54	\$17.50	48
Life, Physical, and Social Science	241	237	-4	-2%	0.68	\$27.82	39
Legal	107	119	12	+11%	0.34	\$26.56	5
Military-only	110	96	-14	-13%	0.38	\$19.15	5

## 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.



## In-Demand Skills

