

Wood County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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Report Parameters

1 County

55141 Wood County, WI

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

Economy Overview

72,875

Population (2019)

Population **decreased by 718** over the last 5 years and is projected to **decrease by 469** over the next 5 years.

42,306

Total Regional Employment

Jobs **grew by 1,543** over the last 5 years and are projected to **grow by 159** over the next 5 years.

\$51.6K

Median Household Income (2017)

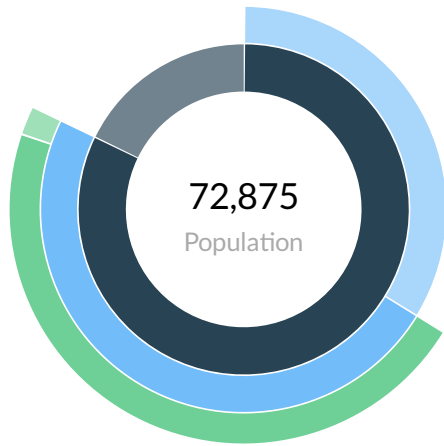
Median household income is **\$6.0K below** the national median household income of \$57.7K.

Takeaways

- As of 2019 the region's population **declined by 1.0%** since 2014, falling by 718. Population is expected to **decrease by 0.6%** between 2019 and 2024, losing 469.
- From 2014 to 2019, jobs **increased by 3.8%** in Wood County, WI from 40,763 to **42,306**. This change **fell short of the national growth rate of 6.9% by 3.1%**. As the number of jobs increased, the **labor force participation rate increased from 56.8% to 59.0% between 2014 and 2019**.
- Concerning educational attainment, **13.1% of Wood County, WI residents possess a Bachelor's Degree** (5.8% below the national average), and **12.3% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2019 are Outpatient Care Centers, General Freight Trucking, and Education and Hospitals (Local Government).

	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	72,875	35,297	42,306	98.2	\$4.11B	\$5.07B	\$5.16B
NCWRPC	439,469	230,228	227,543	99.3	\$22.12B	\$27.98B	\$27.03B
Wisconsin	5,829,343	3,169,992	3,161,196	100.0	\$327.99B	\$292.45B	\$319.01B

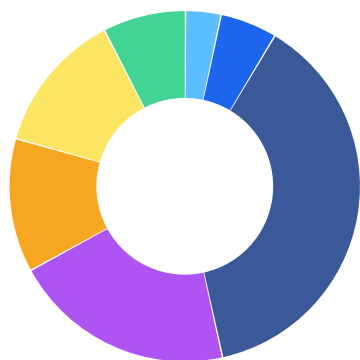
2019 Labor Force Breakdown



	Population
● Total Working Age Population	59,851
● Not in Labor Force (15+)	24,554
● Labor Force	35,297
● Employed	33,839
● Unemployed	1,458
● Under 15	13,025

Educational Attainment

Concerning educational attainment, **13.1% of Wood County, WI residents possess a Bachelor's Degree** (5.8% below the national average), and **12.3% hold an Associate's Degree** (4.3% above the national average).

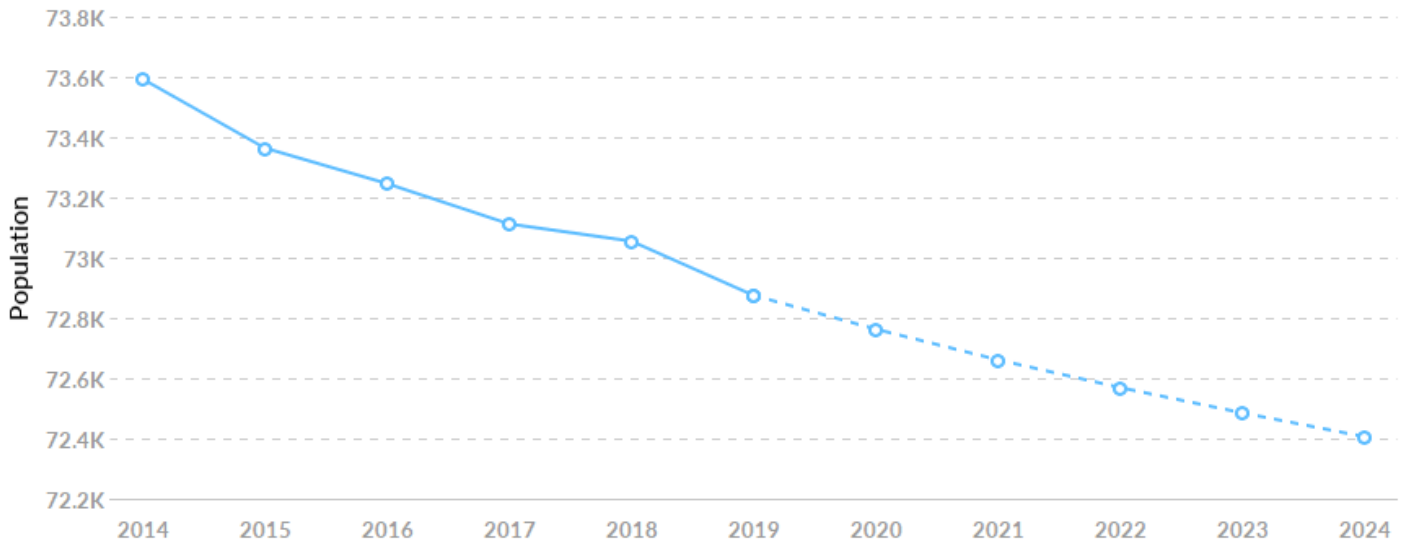


	% of Population	Population
● Less Than 9th Grade	3.3%	1,700
● 9th Grade to 12th Grade	5.3%	2,737
● High School Diploma	37.9%	19,770
● Some College	20.5%	10,682
● Associate's Degree	12.3%	6,428
● Bachelor's Degree	13.1%	6,800
● Graduate Degree and Higher	7.6%	3,981

Historic & Projected Trends

Population Trends

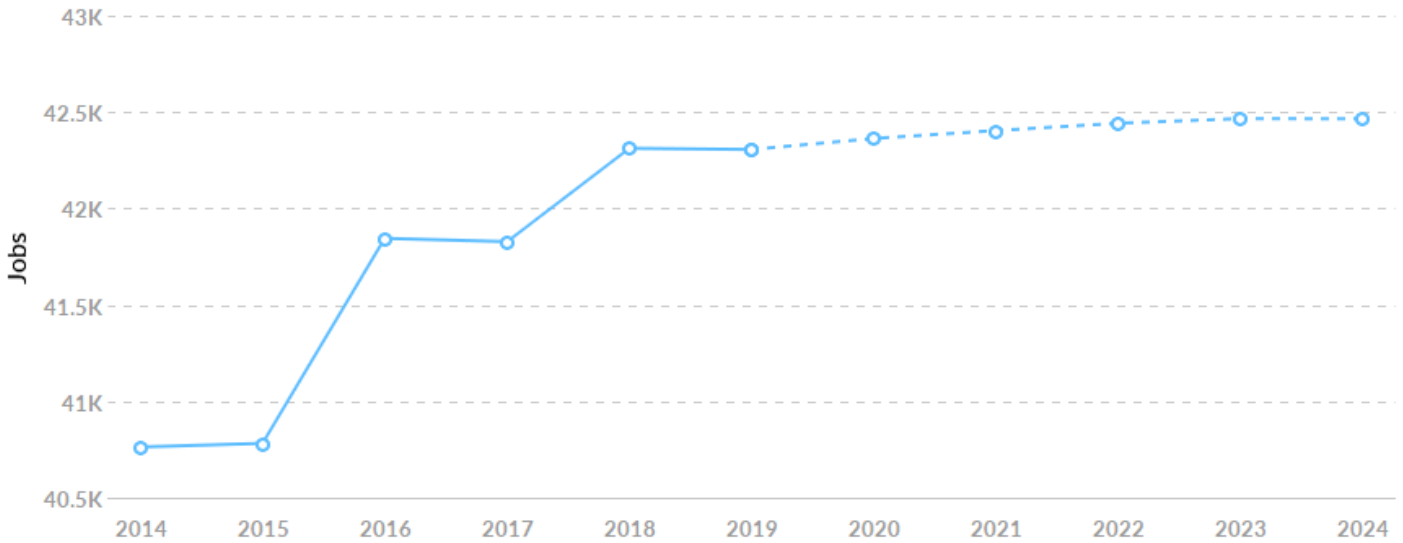
As of 2019 the region's population **declined by 1.0%** since 2014, falling by 718. Population is expected to **decrease by 0.6%** between 2019 and 2024, losing 469.



Timeframe	Population
2014	73,593
2015	73,364
2016	73,246
2017	73,112
2018	73,055
2019	72,875
2020	72,763
2021	72,661
2022	72,569
2023	72,485
2024	72,406

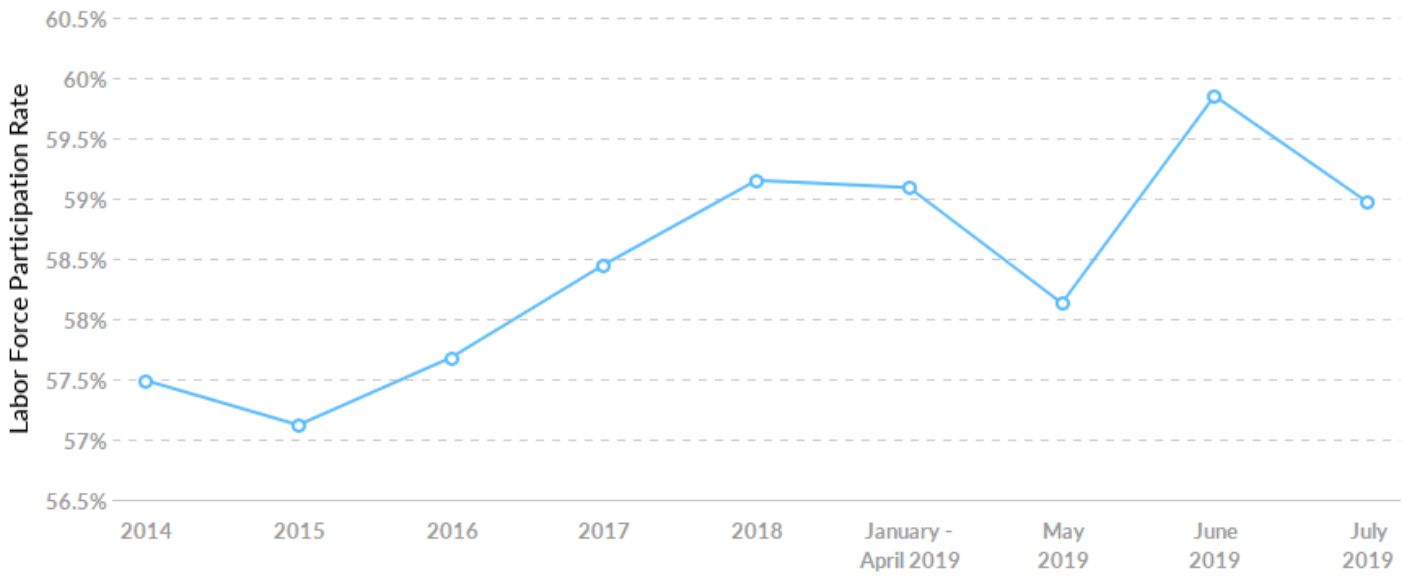
Job Trends

From 2014 to 2019, jobs increased by 3.8% in Wood County, WI from 40,763 to 42,306. This change fell short of the national growth rate of 6.9% by 3.1%.



Timeframe	Jobs
2014	40,763
2015	40,782
2016	41,845
2017	41,828
2018	42,312
2019	42,306
2020	42,363
2021	42,404
2022	42,442
2023	42,466
2024	42,465

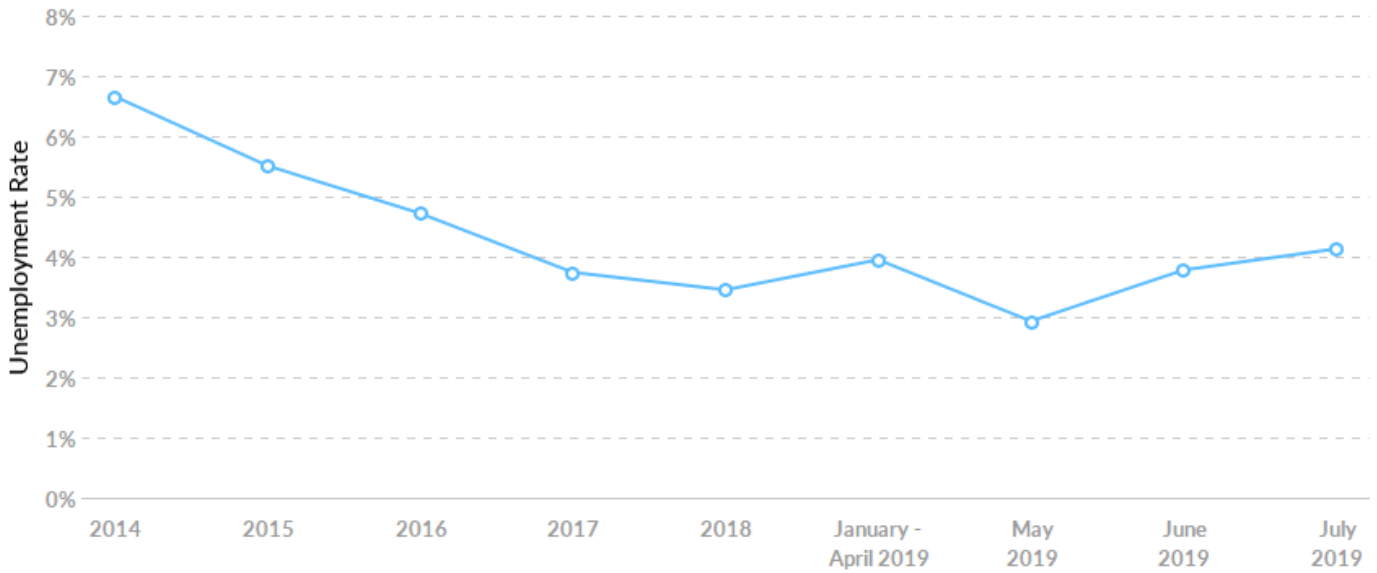
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	57.49%
2015	57.12%
2016	57.68%
2017	58.45%
2018	59.15%
January - April 2019	59.09%
May 2019	58.13%
June 2019	59.85%
July 2019	58.97%

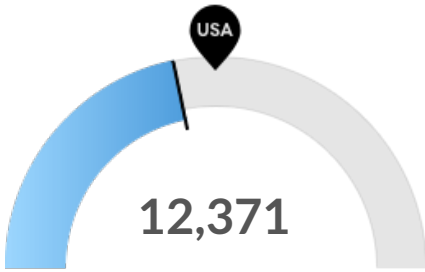
Unemployment Rate Trends

Wood County, WI had a July 2019 unemployment rate of 4.13%, decreasing from 6.66% 5 years before.



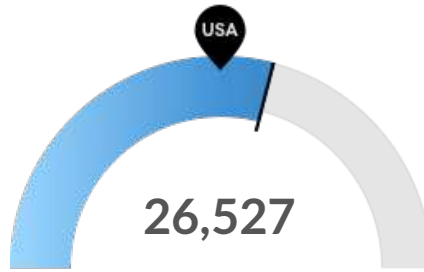
Timeframe	Unemployment Rate
2014	6.66%
2015	5.51%
2016	4.72%
2017	3.74%
2018	3.45%
January - April 2019	3.95%
May 2019	2.93%
June 2019	3.78%
July 2019	4.13%

Population Characteristics



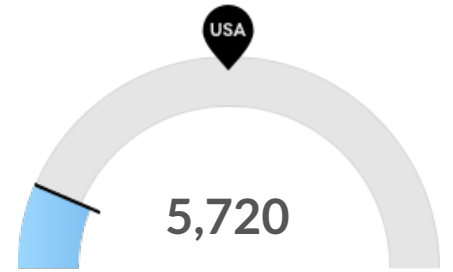
Millennials

Wood County, WI has 12,371 millennials (ages 25-39). The national average for an area this size is 15,019.



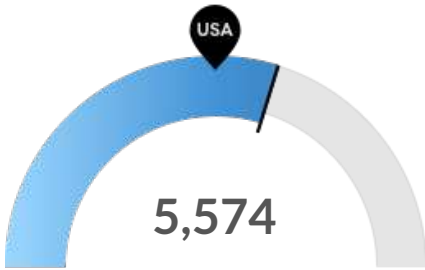
Retiring Soon

Retirement risk is high in Wood County, WI. The national average for an area this size is 21,147 people 55 or older, while there are 26,527 here.



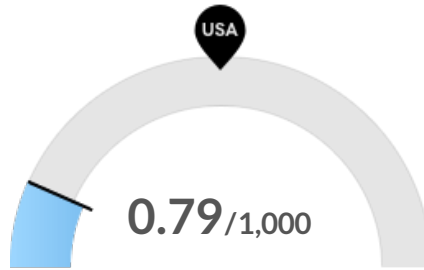
Racial Diversity

Racial diversity is low in Wood County, WI. The national average for an area this size is 28,944 racially diverse people, while there are 5,720 here.



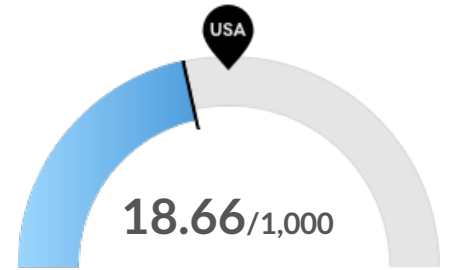
Veterans

Wood County, WI has 5,574 veterans. The national average for an area this size is 4,259.



Violent Crime

Wood County, WI has 0.79 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

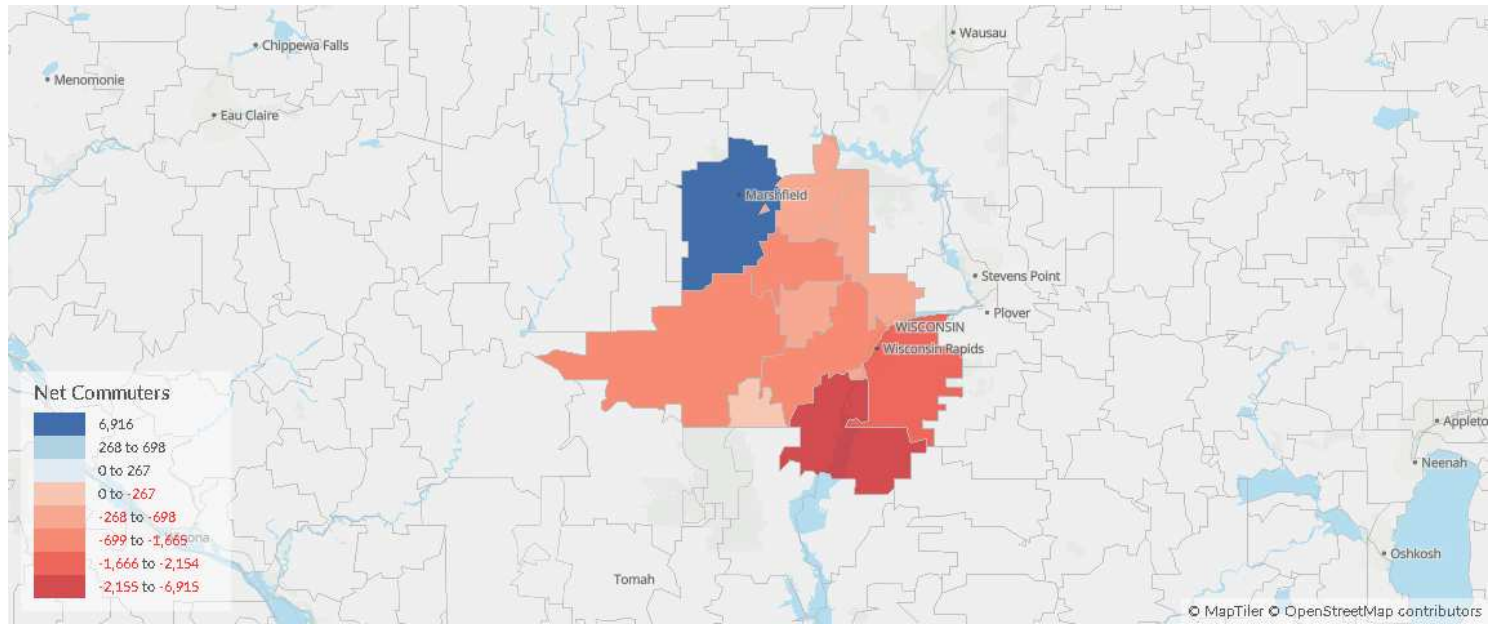


Property Crime

Wood County, WI has 18.66 property crimes per 1,000 people. The national rate is 22.98 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

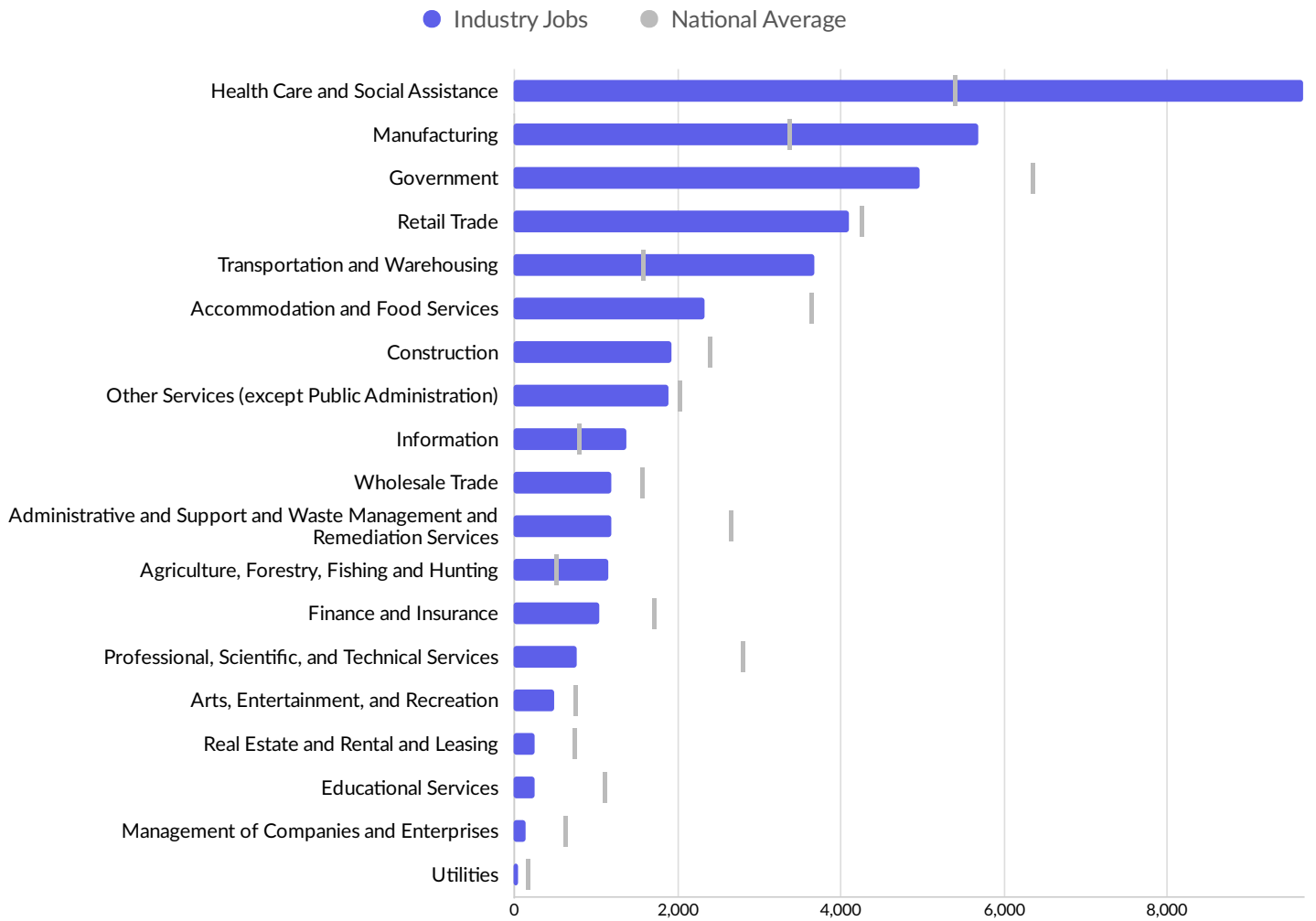
ZIP	Name	2019 Employment
54449	Marshfield, WI (in Woo...	20,817
54494	Wisconsin Rapids, WI (i...	11,633
54495	Wisconsin Rapids, WI (i...	3,532
54457	Nekoosa, WI (in Wood c...	1,963
54413	Babcock, WI (in Wood c...	687

Where Talent Lives

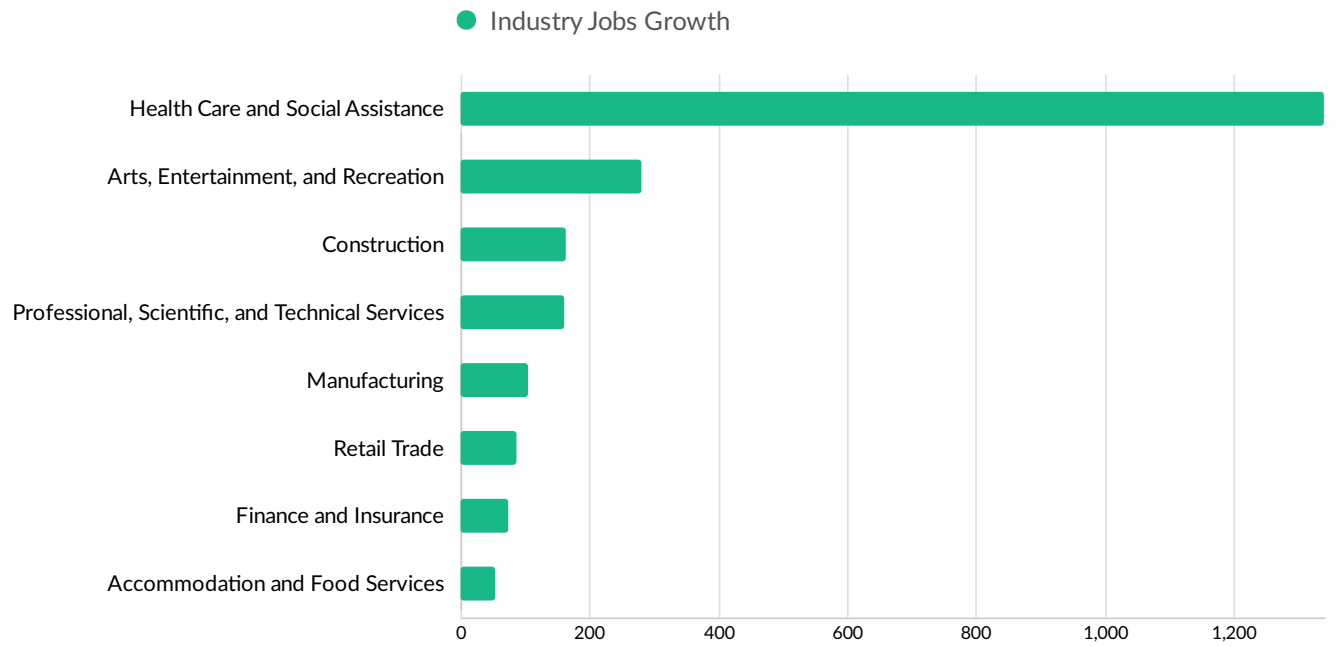
ZIP	Name	2019 Workers
54449	Marshfield, WI (in Woo...	13,901
54494	Wisconsin Rapids, WI (i...	13,299
54495	Wisconsin Rapids, WI (i...	4,426
54457	Nekoosa, WI (in Wood c...	4,117
54466	Pittsville, WI (in Wood c...	1,506

Industry Characteristics

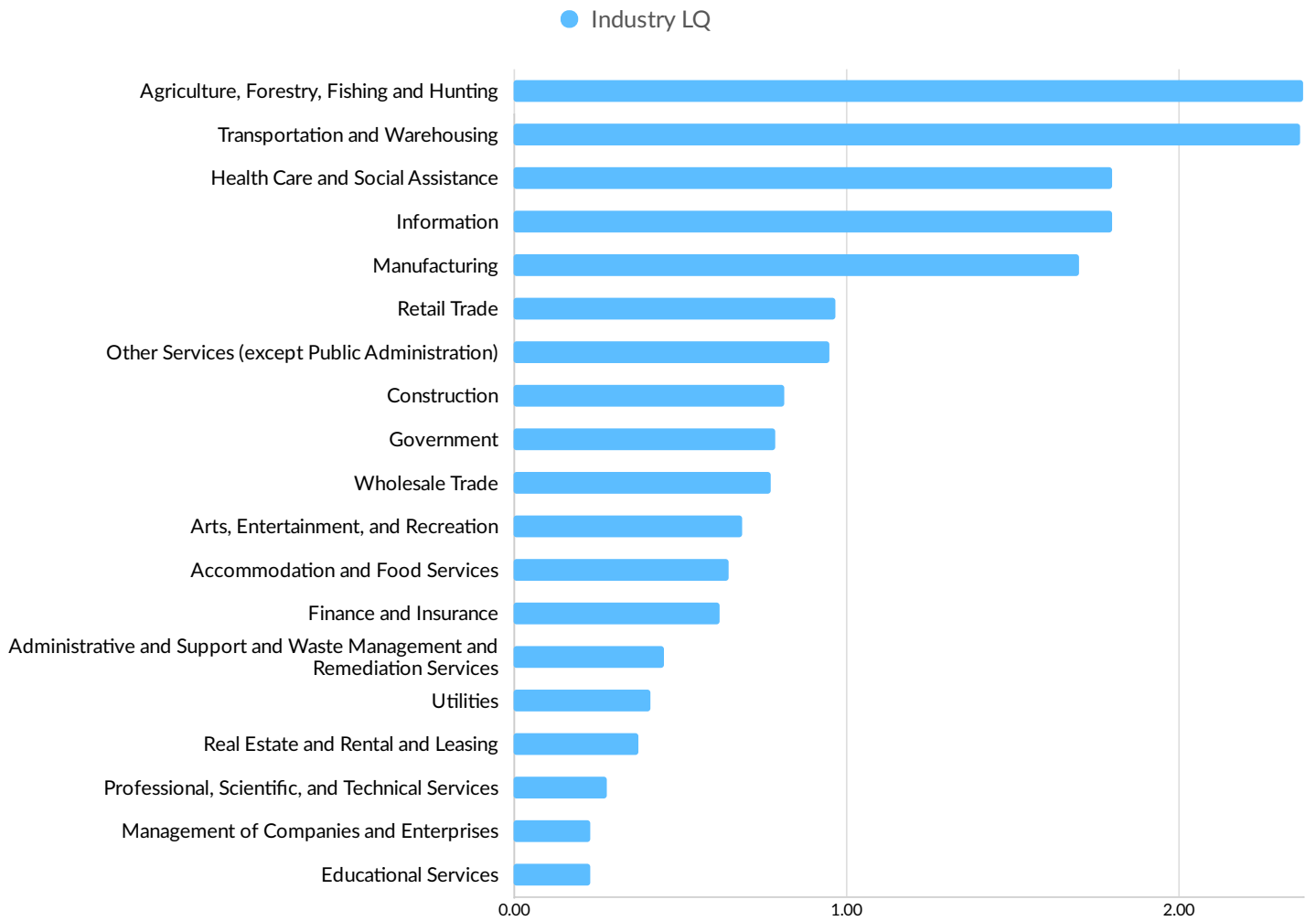
Largest Industries



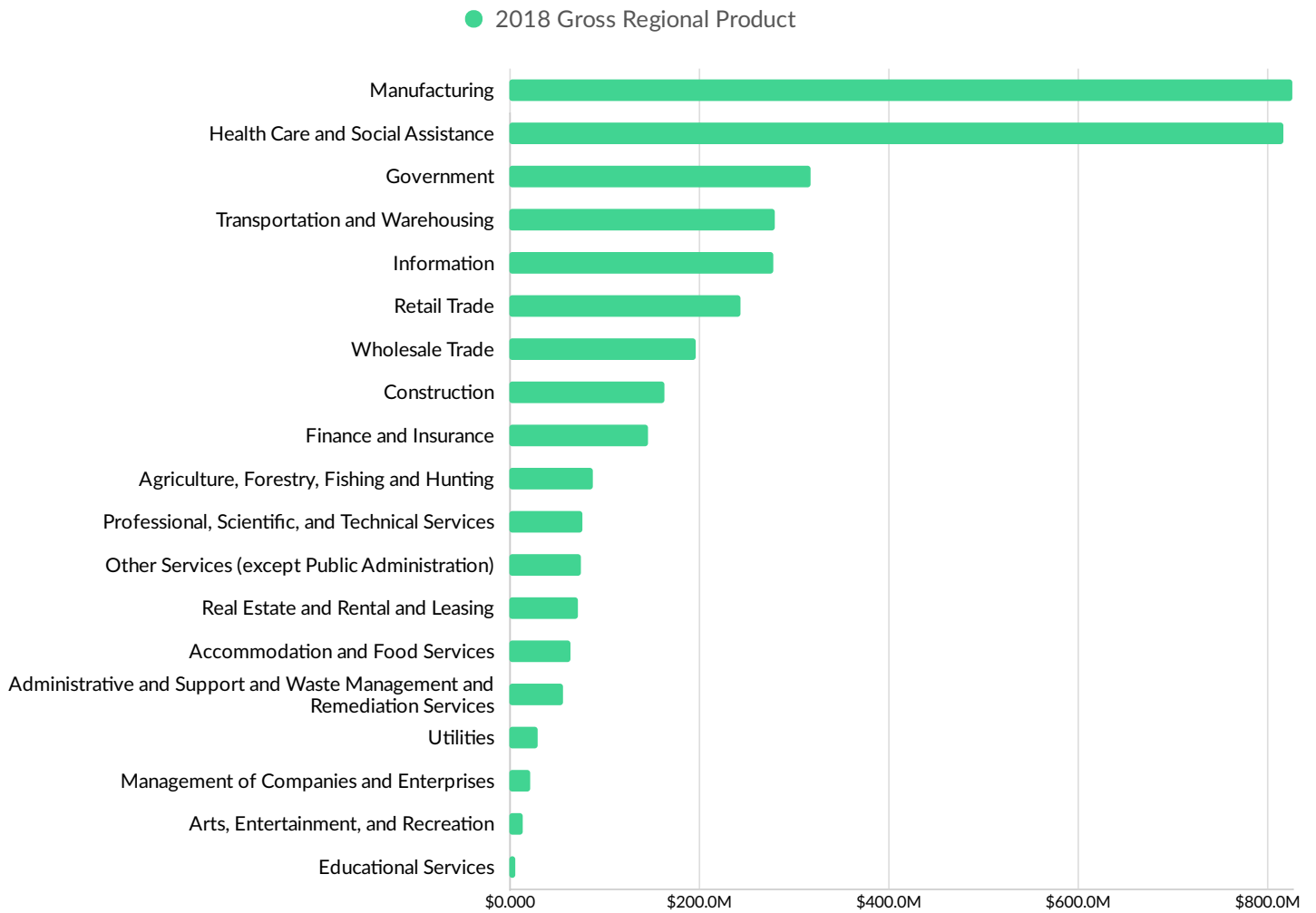
Top Growing Industries



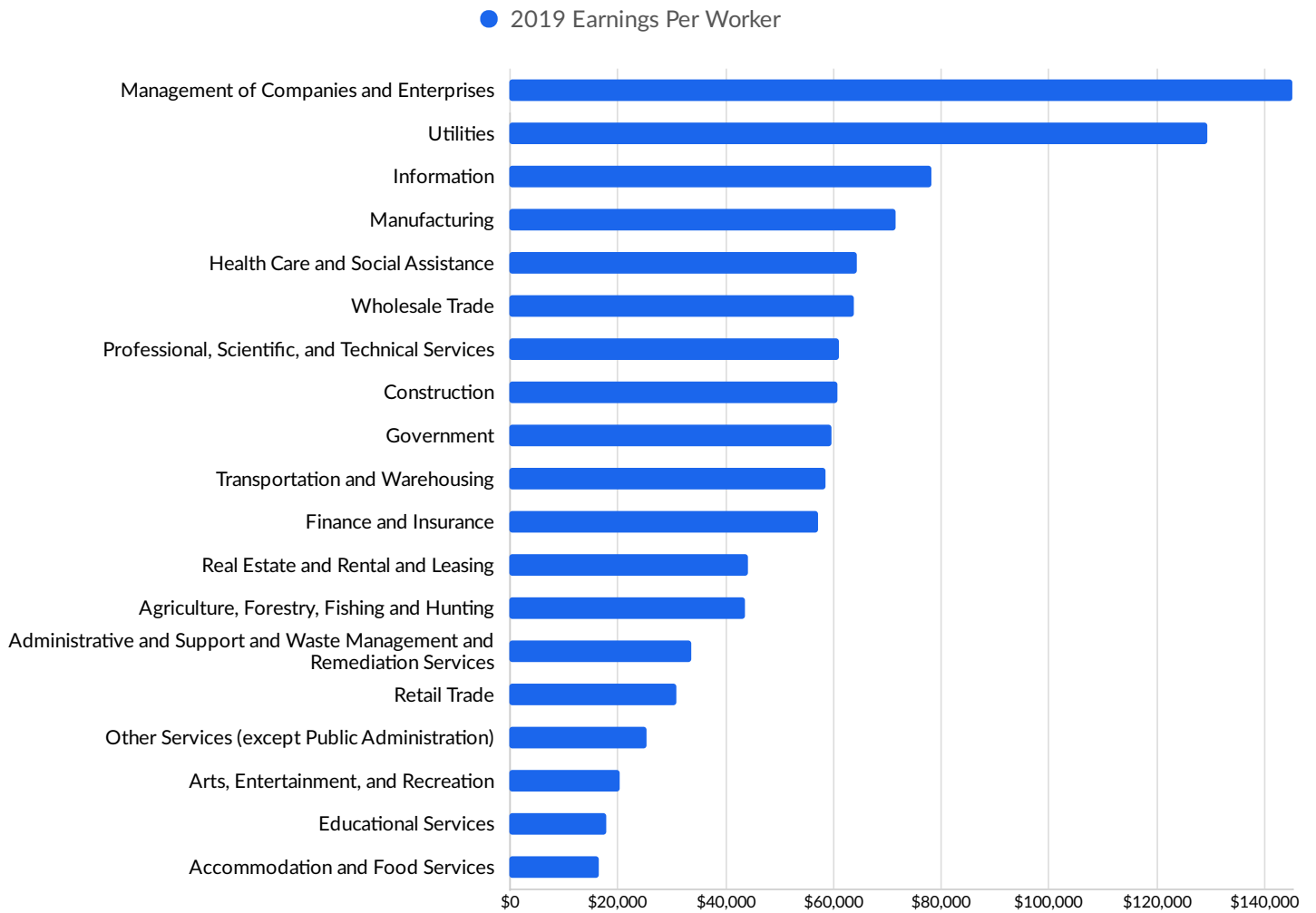
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Health Care and Social Assistance	8,331	9,671	1,340	+16%	1.80	\$64,538	\$816.83M
Manufacturing	5,582	5,686	104	+2%	1.70	\$71,623	\$826.71M
Government	5,251	4,970	-281	-5%	0.78	\$59,763	\$318.10M
Retail Trade	4,020	4,106	86	+2%	0.97	\$30,955	\$244.24M
Transportation and Warehousing	3,787	3,690	-97	-3%	2.37	\$58,792	\$280.44M
Accommodation and Food Services	2,293	2,347	54	+2%	0.65	\$16,490	\$65.23M
Construction	1,775	1,938	163	+9%	0.81	\$60,779	\$163.00M
Other Services (except Public Administration)	1,929	1,905	-24	-1%	0.95	\$25,370	\$74.91M
Information	1,394	1,386	-8	-1%	1.80	\$78,299	\$279.38M
Wholesale Trade	1,245	1,198	-47	-4%	0.77	\$63,918	\$197.25M
Administrative and Support and Waste Management and Remediation Services	1,247	1,196	-51	-4%	0.45	\$33,768	\$56.57M
Agriculture, Forestry, Fishing and Hunting	1,190	1,162	-28	-2%	2.37	\$43,592	\$88.91M
Finance and Insurance	974	1,048	74	+8%	0.62	\$57,399	\$145.66M
Professional, Scientific, and Technical Services	615	775	160	+26%	0.28	\$61,169	\$77.40M
Arts, Entertainment, and Recreation	224	504	280	+125%	0.69	\$20,616	\$13.95M
Real Estate and Rental and Leasing	275	267	-8	-3%	0.37	\$44,301	\$71.73M
Educational Services	279	250	-29	-10%	0.23	\$17,941	\$5.61M
Management of Companies and Enterprises	262	141	-121	-46%	0.23	\$145,297	\$22.11M
Utilities	65	59	-6	-9%	0.41	\$129,496	\$29.79M

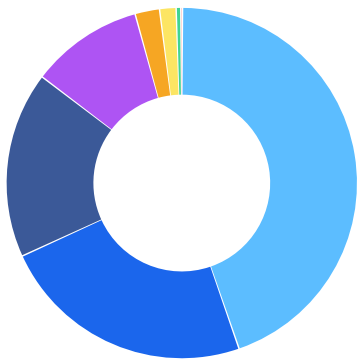
Business Characteristics

8,198 Companies Employ Your Workers

Online profiles for your workers mention 8,198 companies as employers, with the top 10 appearing below. In the last 12 months, 1,879 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,063 	Marshfield Clinic	2,267 
St Michaels Hospital Inc	248 	Roehl Transport, Inc.	980 
Renaissance Learning, Inc.	205 	State of Wisconsin	492 
Verso Corporation	202 	HealthCare Employment Netwo...	445 
Ministry Health Care, Inc.	198 	Comphealth Associates, Inc	438 
Wal-Mart Stores, Inc.	141 	Platinum Supplemental Insuranc...	270 
Wisconsin Rapids Public School...	140 	Ef Education First, Inc.	252 
Security Health Plan of Wiscons...	139 	Aspirus Wausau Hospital, Inc.	233 
Madison Area Technical College	124 	University of Wisconsin-Madison	232 
Roehl Transport, Inc.	124 	Aureus Medical Management S...	229 

Business Size

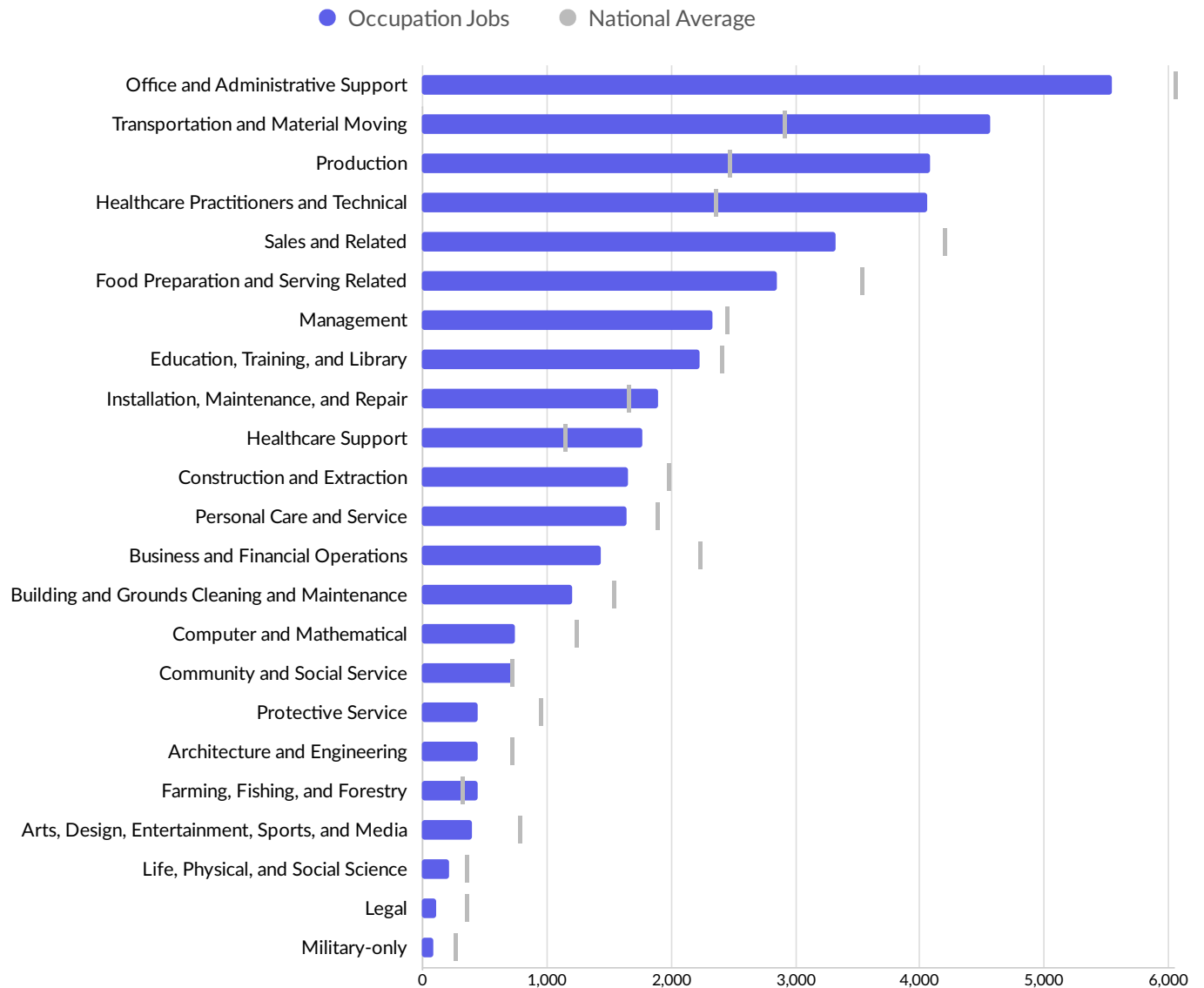


	Percentage	Business Count
1 to 4 employees	44.6%	1,679
5 to 9 employees	23.5%	883
10 to 19 employees	17.2%	646
20 to 49 employees	10.4%	390
50 to 99 employees	2.3%	85
100 to 249 employees	1.5%	57
250 to 499 employees	0.4%	16
500+ employees	0.2%	6

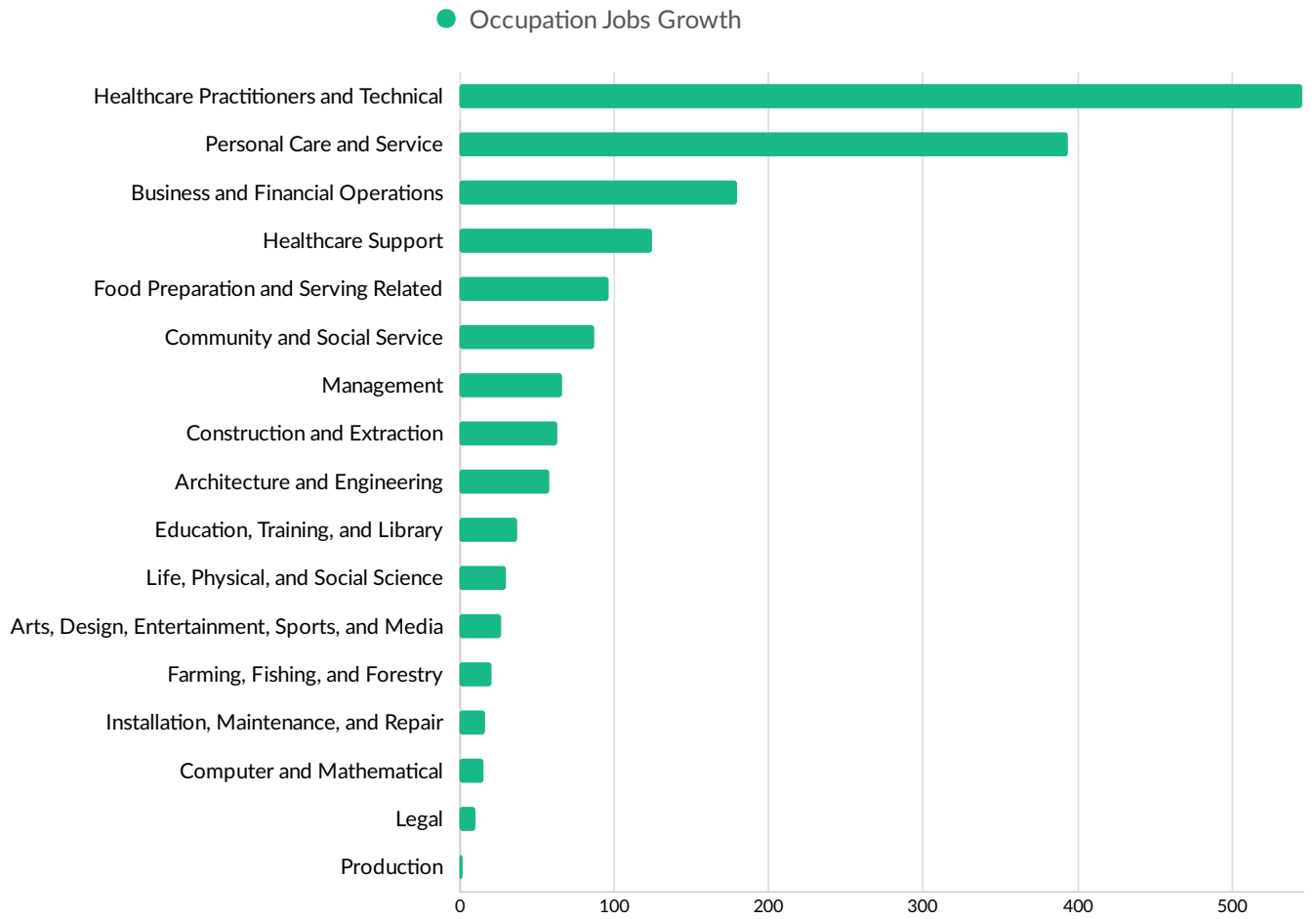
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

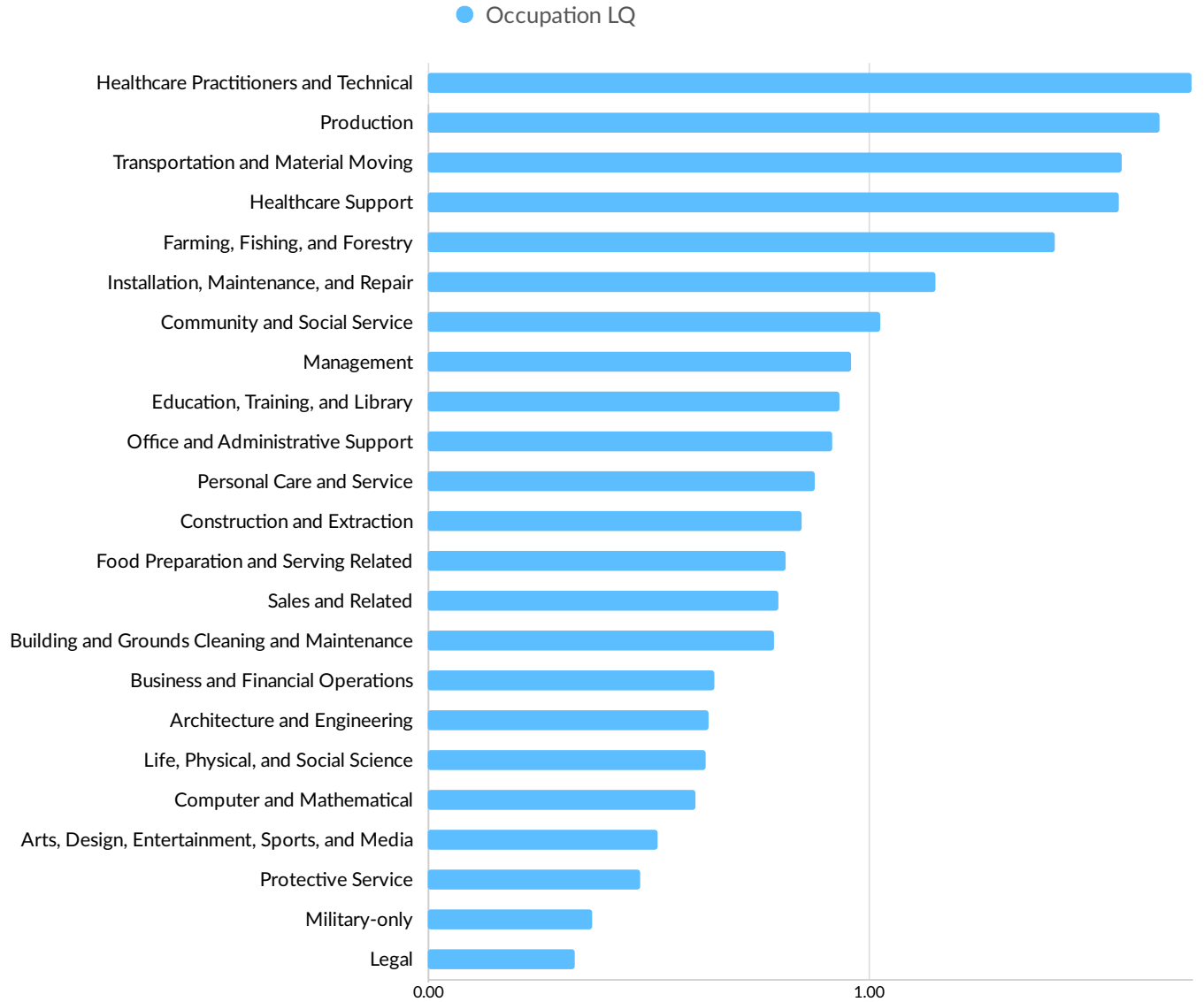
Largest Occupations



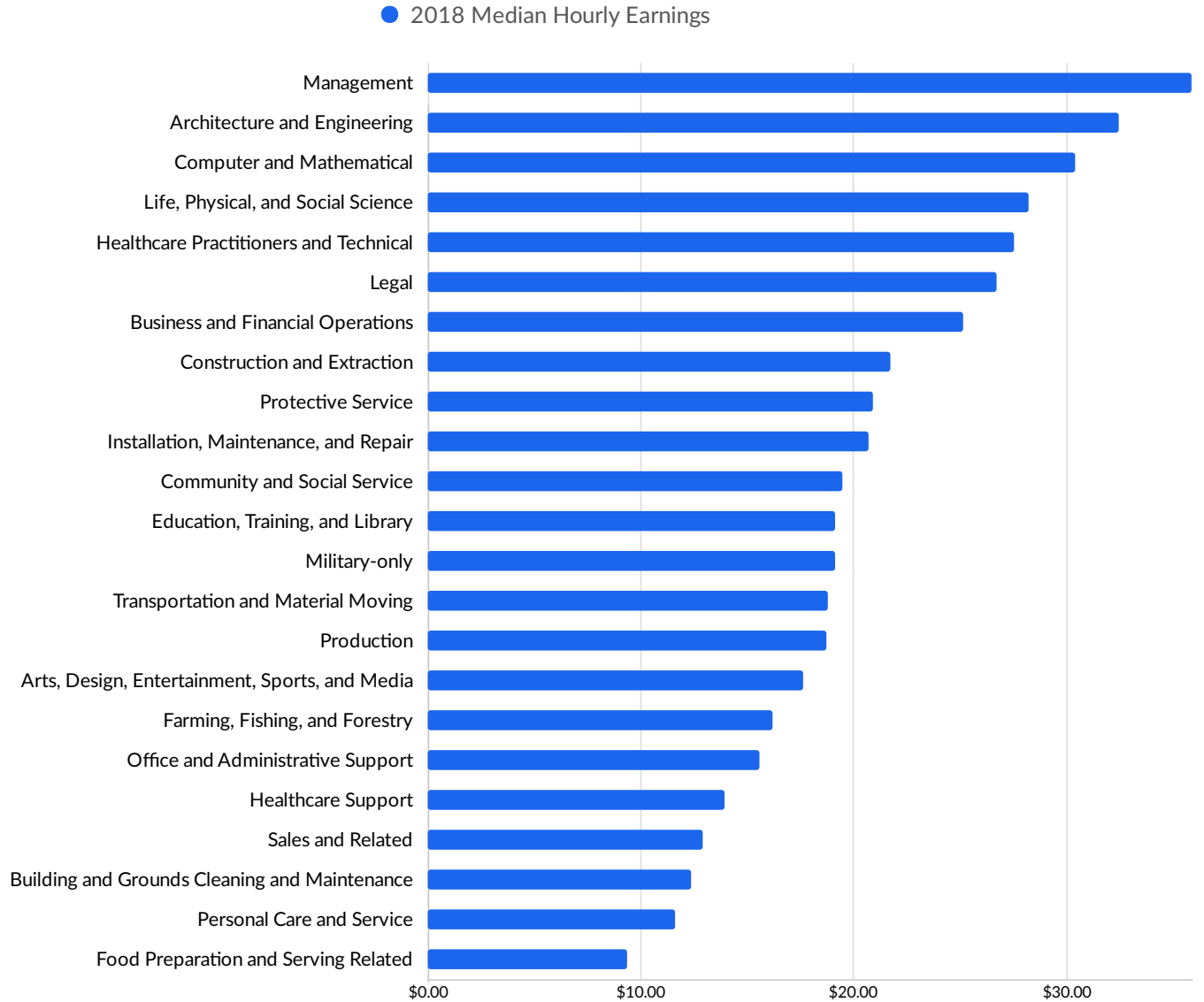
Top Growing Occupations



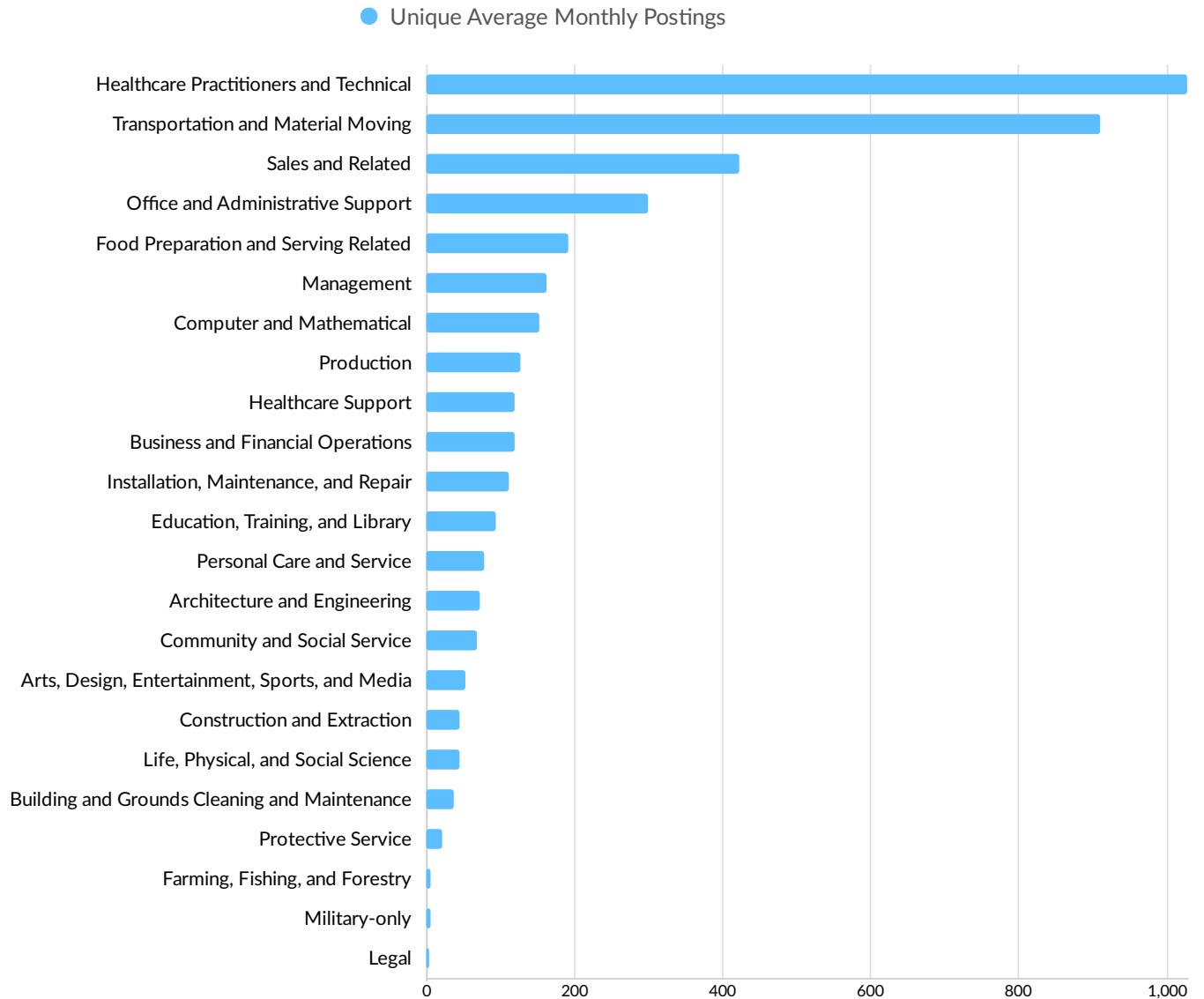
Top Occupation LQ



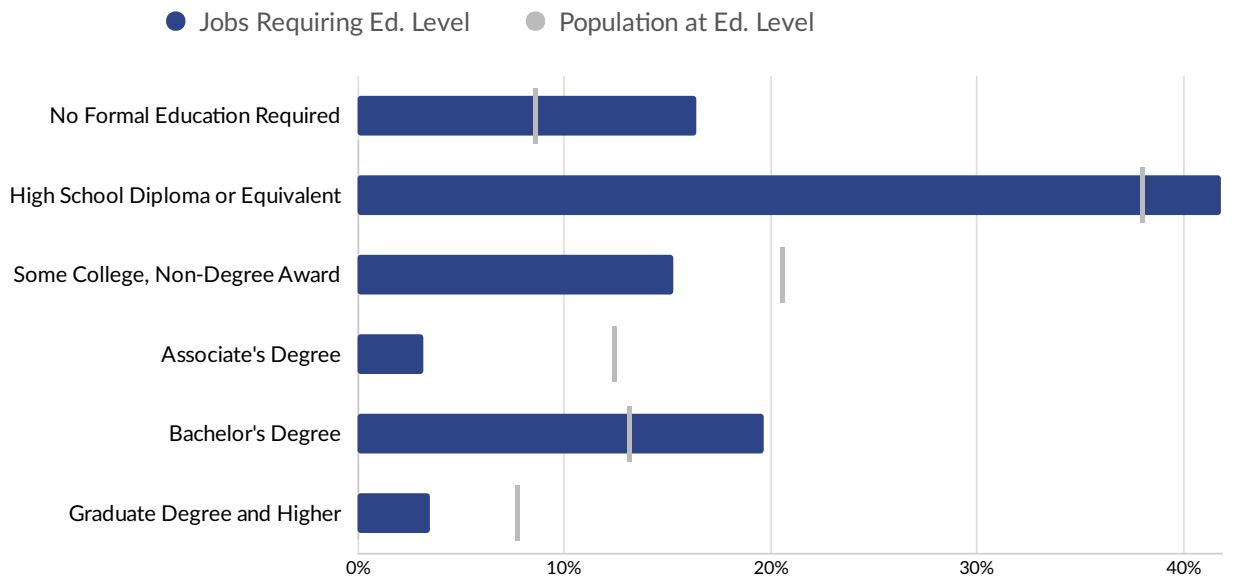
Top Occupation Earnings



Top Posted Occupations



Underemployment

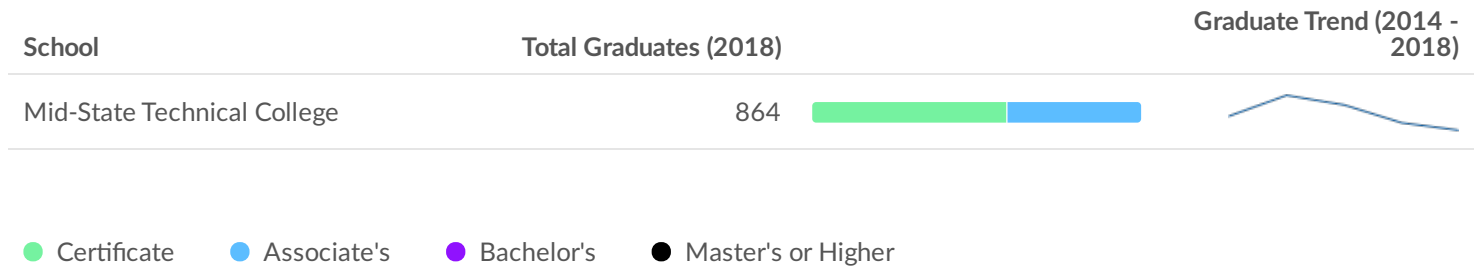


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Office and Administrative Support	5,600	5,548	-52	-1%	0.92	\$15.59	299
Transportation and Material Moving	4,673	4,569	-104	-2%	1.57	\$18.79	910
Production	4,088	4,090	2	+0%	1.66	\$18.76	127
Healthcare Practitioners and Technical	3,519	4,065	546	+16%	1.73	\$27.59	1,028
Sales and Related	3,334	3,332	-2	0%	0.80	\$12.90	423
Food Preparation and Serving Related	2,760	2,857	97	+4%	0.81	\$9.38	192
Management	2,269	2,336	67	+3%	0.96	\$35.90	162
Education, Training, and Library	2,194	2,231	37	+2%	0.93	\$19.16	95
Installation, Maintenance, and Repair	1,881	1,898	17	+1%	1.15	\$20.73	112
Healthcare Support	1,650	1,775	125	+8%	1.56	\$13.93	120
Construction and Extraction	1,598	1,661	63	+4%	0.85	\$21.75	45
Personal Care and Service	1,250	1,644	394	+32%	0.88	\$11.65	78
Business and Financial Operations	1,261	1,441	180	+14%	0.65	\$25.18	119
Building and Grounds Cleaning and Maintenance	1,230	1,204	-26	-2%	0.79	\$12.39	38
Computer and Mathematical	728	744	16	+2%	0.61	\$30.40	153
Community and Social Service	645	732	87	+13%	1.03	\$19.52	68
Protective Service	494	454	-40	-8%	0.48	\$20.92	22
Architecture and Engineering	394	452	58	+15%	0.64	\$32.47	72

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	426	447	21	+5%	1.42	\$16.21	7
Arts, Design, Entertainment, Sports, and Media	373	400	27	+7%	0.52	\$17.62	53
Life, Physical, and Social Science	186	216	30	+16%	0.63	\$28.25	45
Legal	107	117	10	+9%	0.33	\$26.72	5
Military-only	103	95	-8	-8%	0.37	\$19.15	5

Educational Pipeline

In 2018, there were 864 graduates in Wood County, WI. This pipeline has shrunk by 7% 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

