

Wood County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Contents

Report Parameters	1
Economy Overview	2
Historic & Projected Trends	4
Population Characteristics	8
Industry Characteristics	10
Business Characteristics	16
Workforce Characteristics	18
Educational Pipeline	26
In-Demand Skills	27

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.

42,380

Total Regional Employment

Jobs grew by **1,636** over the last 5 years and are projected to grow by **106** over the next 5 years.

\$53.5K

Median Household Income (2018)

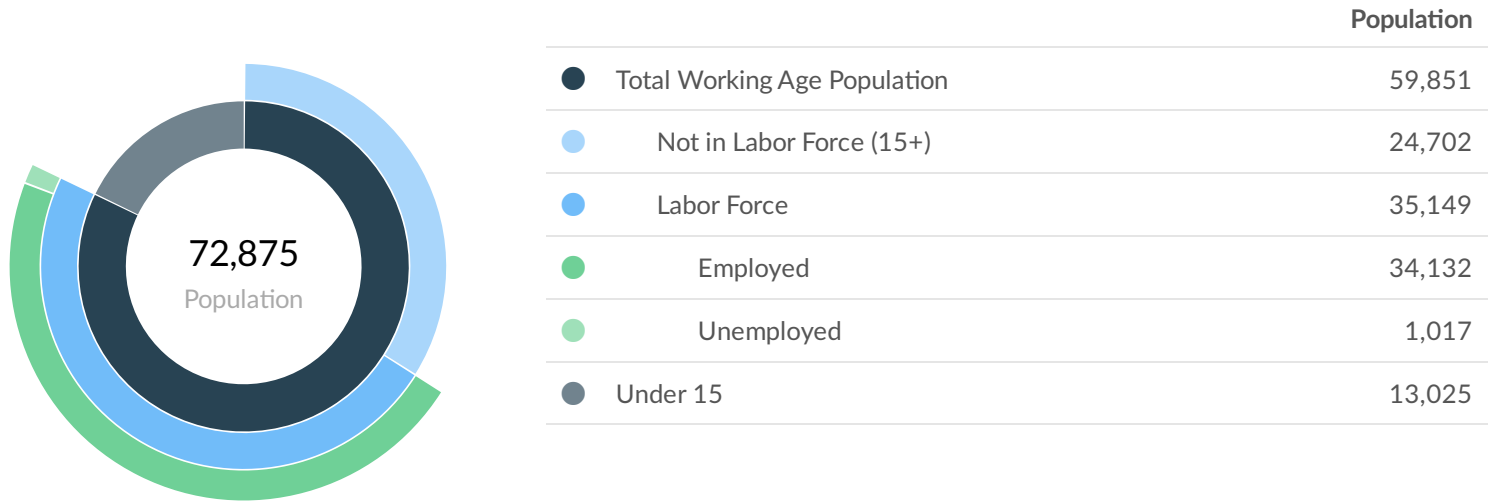
Median household income is **\$6.8K below** the national median household income of \$60.3K.

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 4.0%** in Wood County, WI from 40,744 to **42,380**. This change **fell short of the national growth rate of 7.3% by 3.3%**. As the number of jobs increased, the **labor force participation rate increased from 57.1% to 58.7% 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).

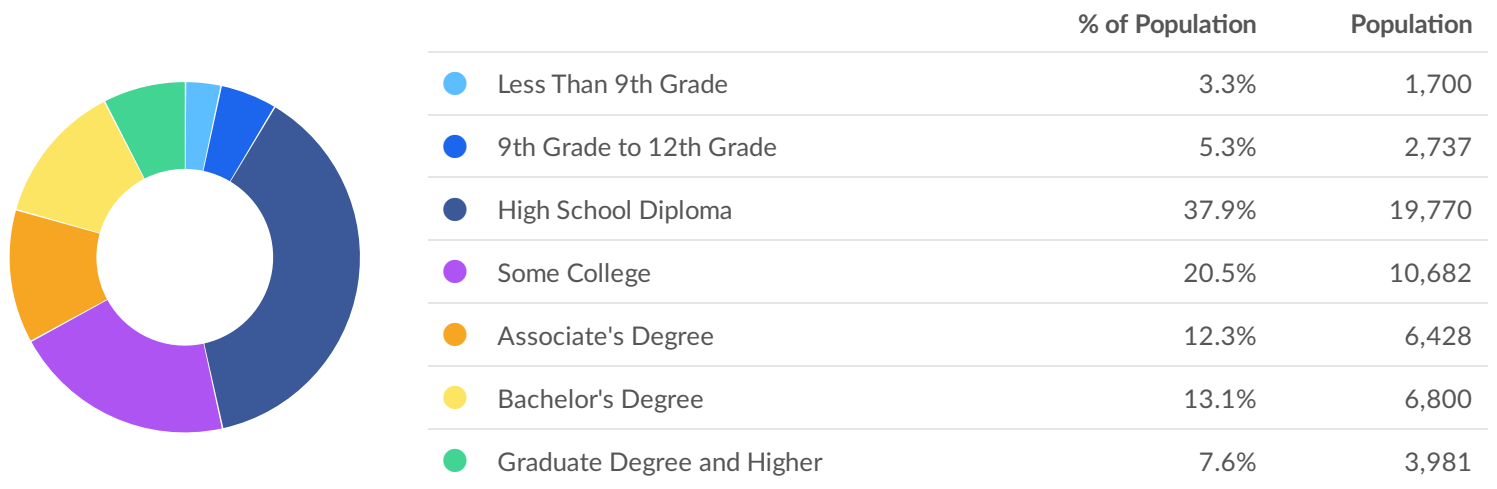
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	72,875	35,149	42,380	98.2	\$4.14B	\$5.24B	\$5.29B
Portage County	70,984	38,791	38,809	99.0	\$4.08B	\$5.11B	\$4.93B
NCWRPC	439,469	224,528	227,782	99.3	\$22.46B	\$29.15B	\$27.97B
Grow North	195,459	98,325	84,346	100.9	\$7.67B	\$12.66B	\$9.95B
Centergy	327,328	170,330	177,036	98.6	\$17.92B	\$22.42B	\$22.15B
Wisconsin	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B

2019 Labor Force Breakdown



Educational Attainment

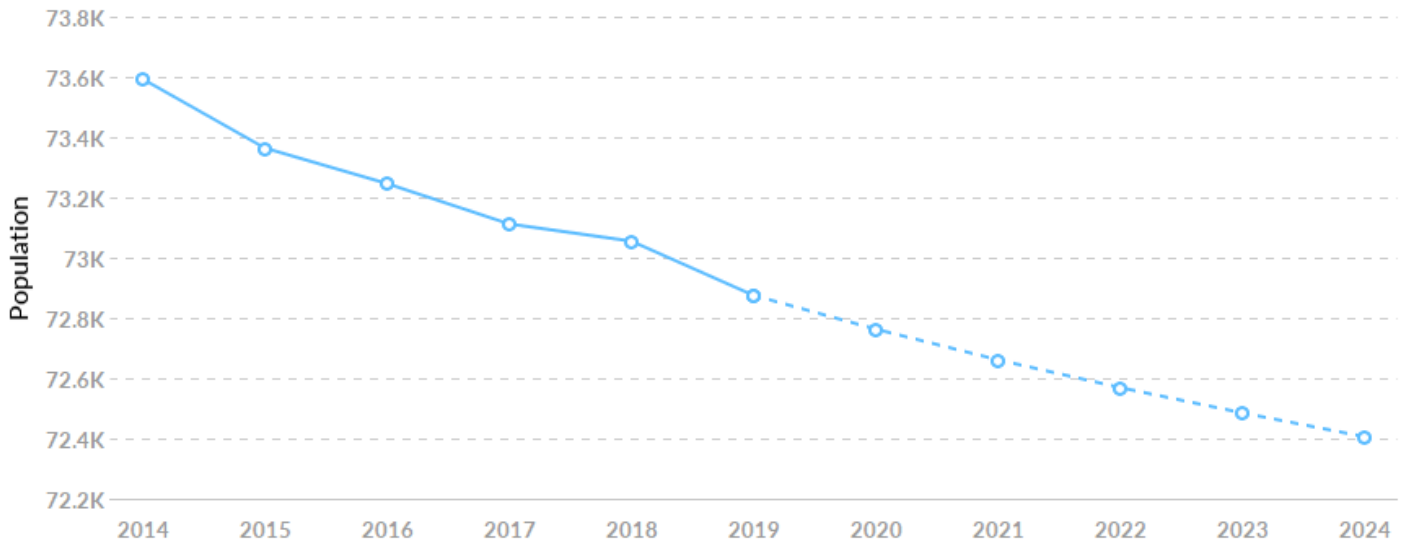
Concerning educational attainment, **13.1% of Wood County, WI residents possess a Bachelor's Degree** (5.8% below the national average), and **12.3% hold an Associate's Degree** (4.3% above the national average).



Historic & Projected Trends

Population Trends

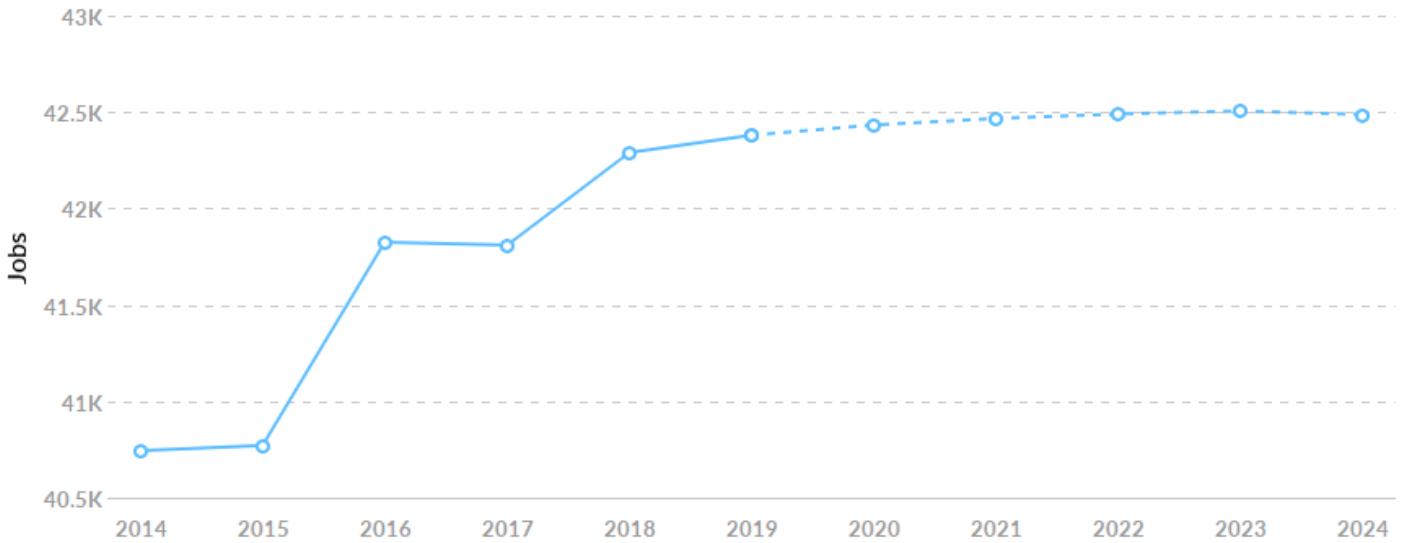
As of 2019 the region's population **declined by 1.0%** since 2014, falling by 718. Population is expected to **decrease by 0.6%** between 2019 and 2024, losing 469.



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

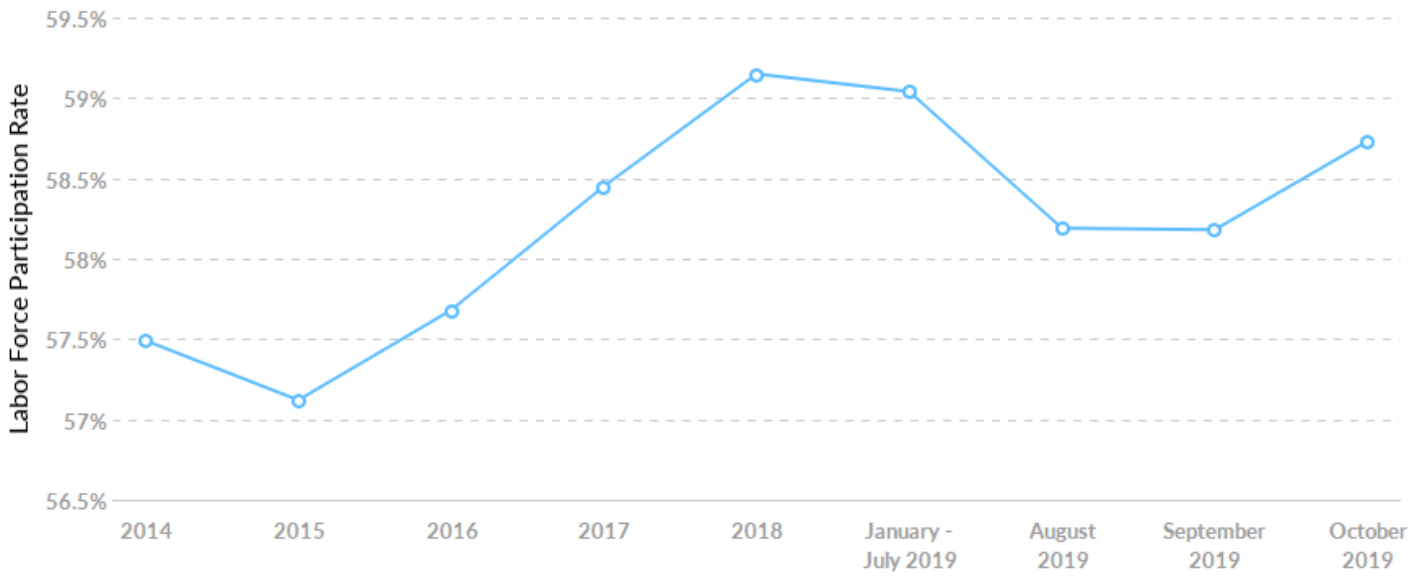
Job Trends

From 2014 to 2019, jobs increased by 4.0% in Wood County, WI from 40,744 to 42,380. This change fell short of the national growth rate of 7.3% by 3.3%.



Timeframe	Jobs
2014	40,744
2015	40,771
2016	41,825
2017	41,810
2018	42,290
2019	42,380
2020	42,433
2021	42,467
2022	42,490
2023	42,506
2024	42,487

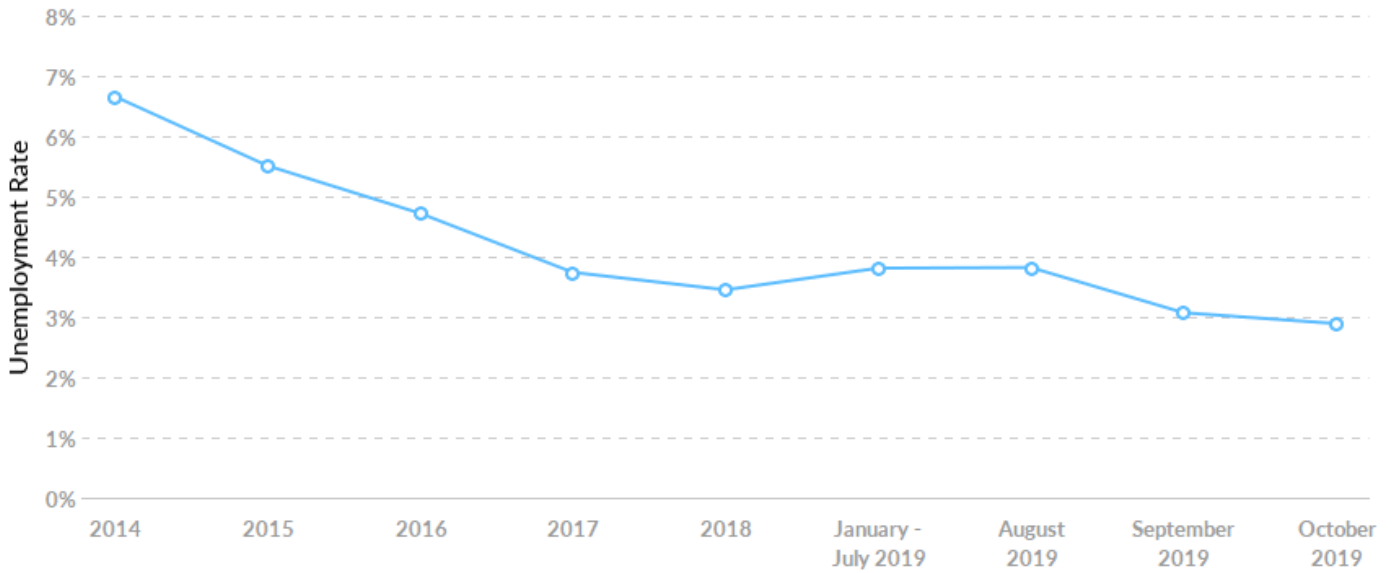
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2014	57.49%
2015	57.12%
2016	57.68%
2017	58.45%
2018	59.15%
January - July 2019	59.04%
August 2019	58.19%
September 2019	58.18%
October 2019	58.73%

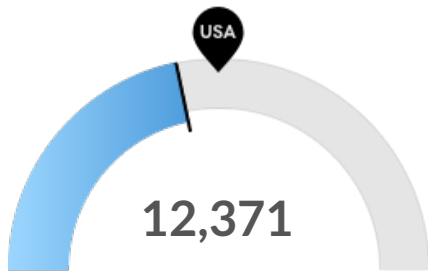
Unemployment Rate Trends

Wood County, WI had an October 2019 unemployment rate of 2.89%, decreasing from 6.66% 5 years before.



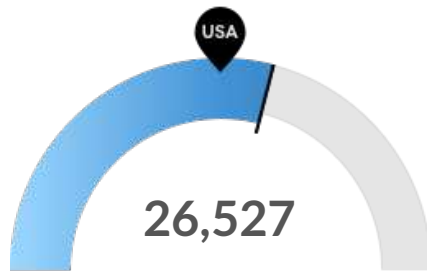
Timeframe	Unemployment Rate
2014	6.66%
2015	5.51%
2016	4.72%
2017	3.74%
2018	3.45%
January - July 2019	3.81%
August 2019	3.82%
September 2019	3.07%
October 2019	2.89%

Population Characteristics



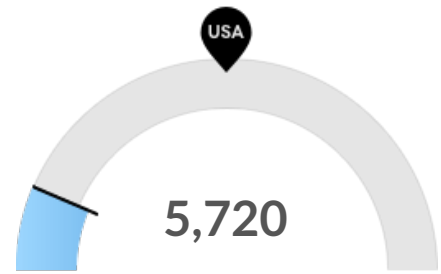
Millennials

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



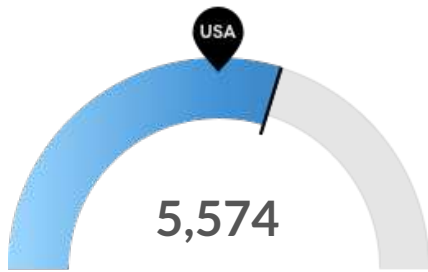
Retiring Soon

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.



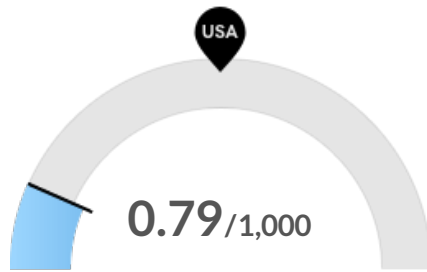
Racial Diversity

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.



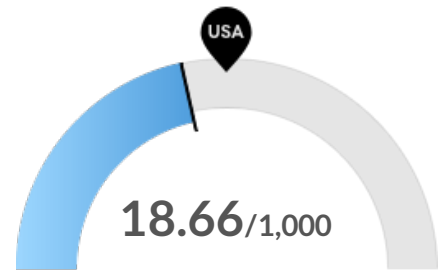
Veterans

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.

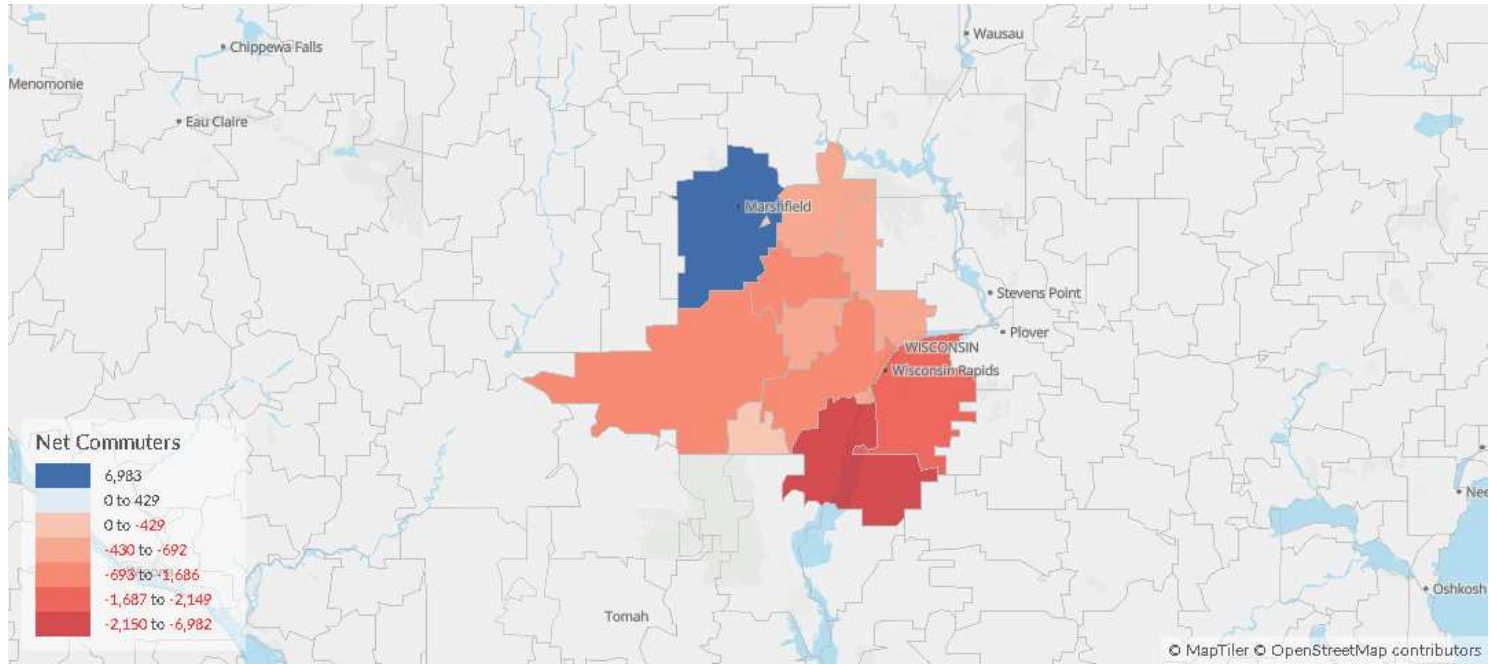


Property Crime

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

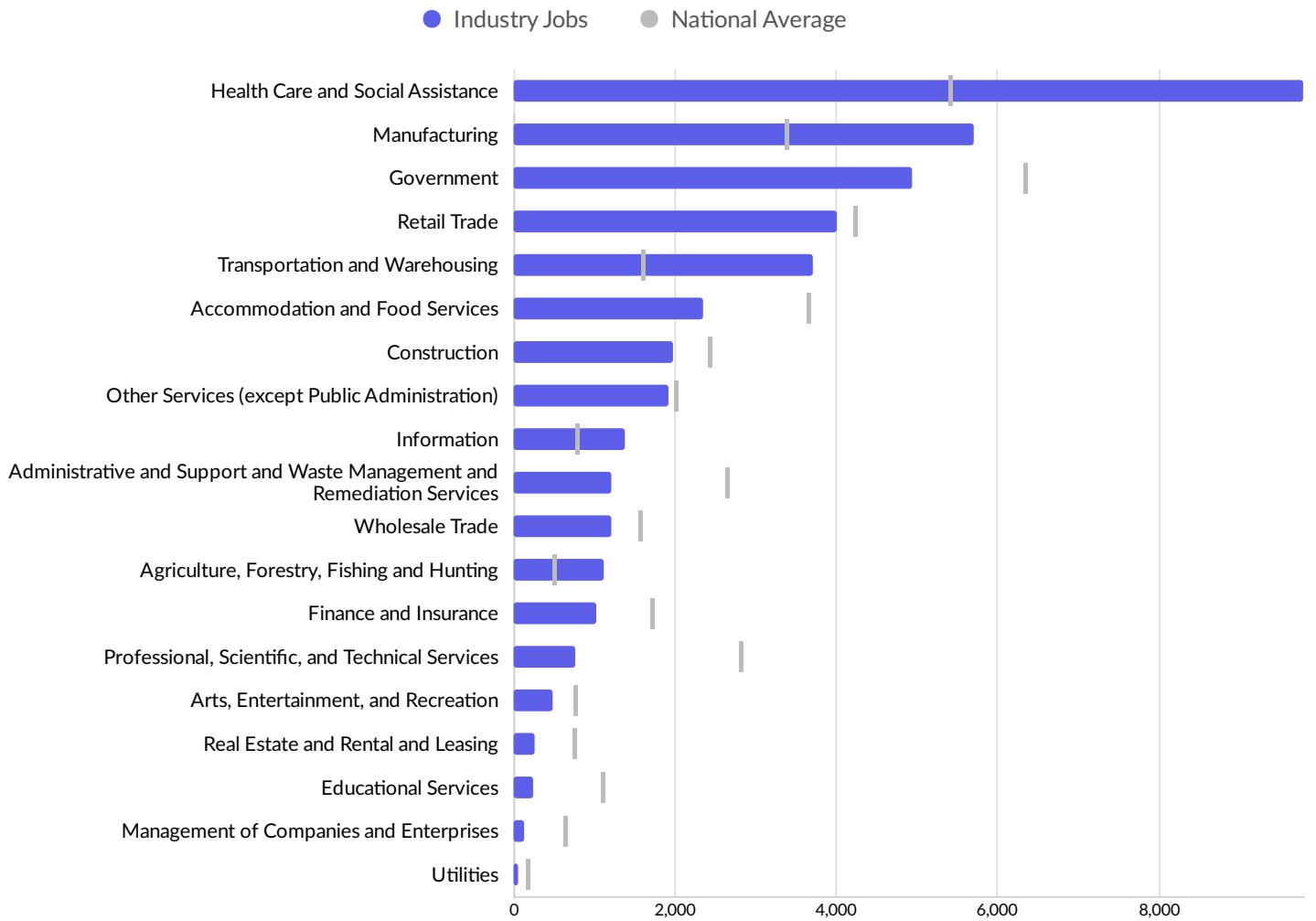
ZIP	Name	2019 Employment
54449	Marshfield, WI (in Woo...	20,958
54494	Wisconsin Rapids, WI (i...	11,620
54495	Wisconsin Rapids, WI (i...	3,548
54457	Nekoosa, WI (in Wood c...	1,967
54413	Babcock, WI (in Wood c...	656

Where Talent Lives

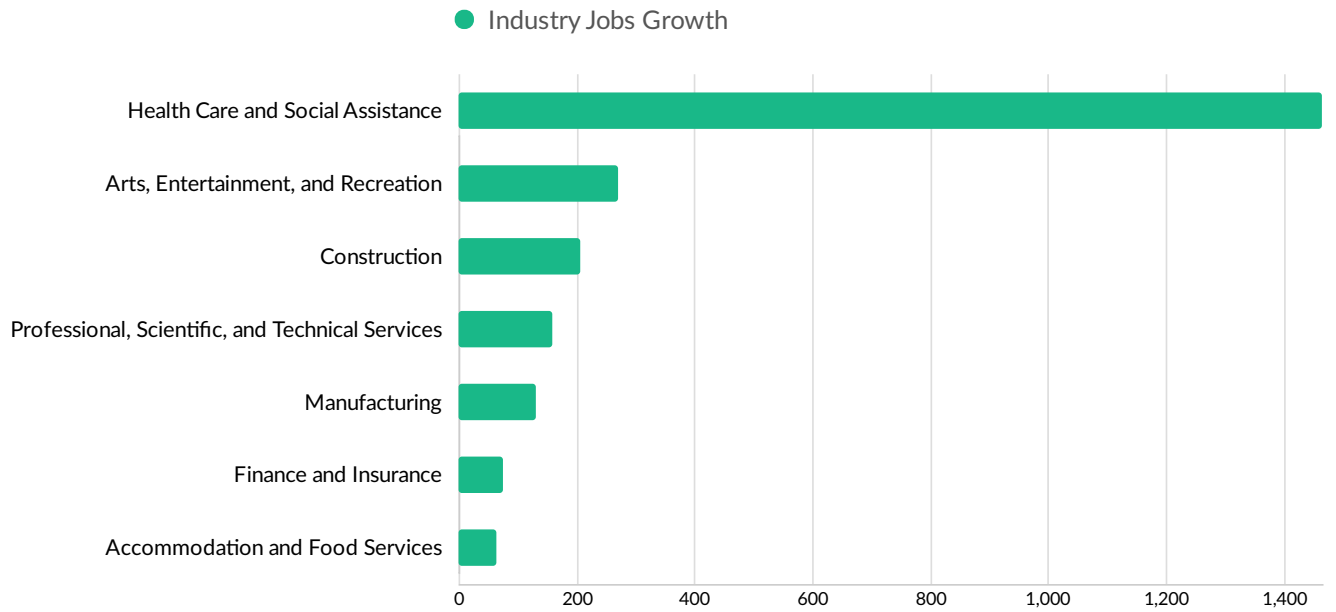
ZIP	Name	2019 Workers
54449	Marshfield, WI (in Woo...	13,975
54494	Wisconsin Rapids, WI (i...	13,307
54495	Wisconsin Rapids, WI (i...	4,433
54457	Nekoosa, WI (in Wood c...	4,117
54466	Pittsville, WI (in Wood c...	1,508

Industry Characteristics

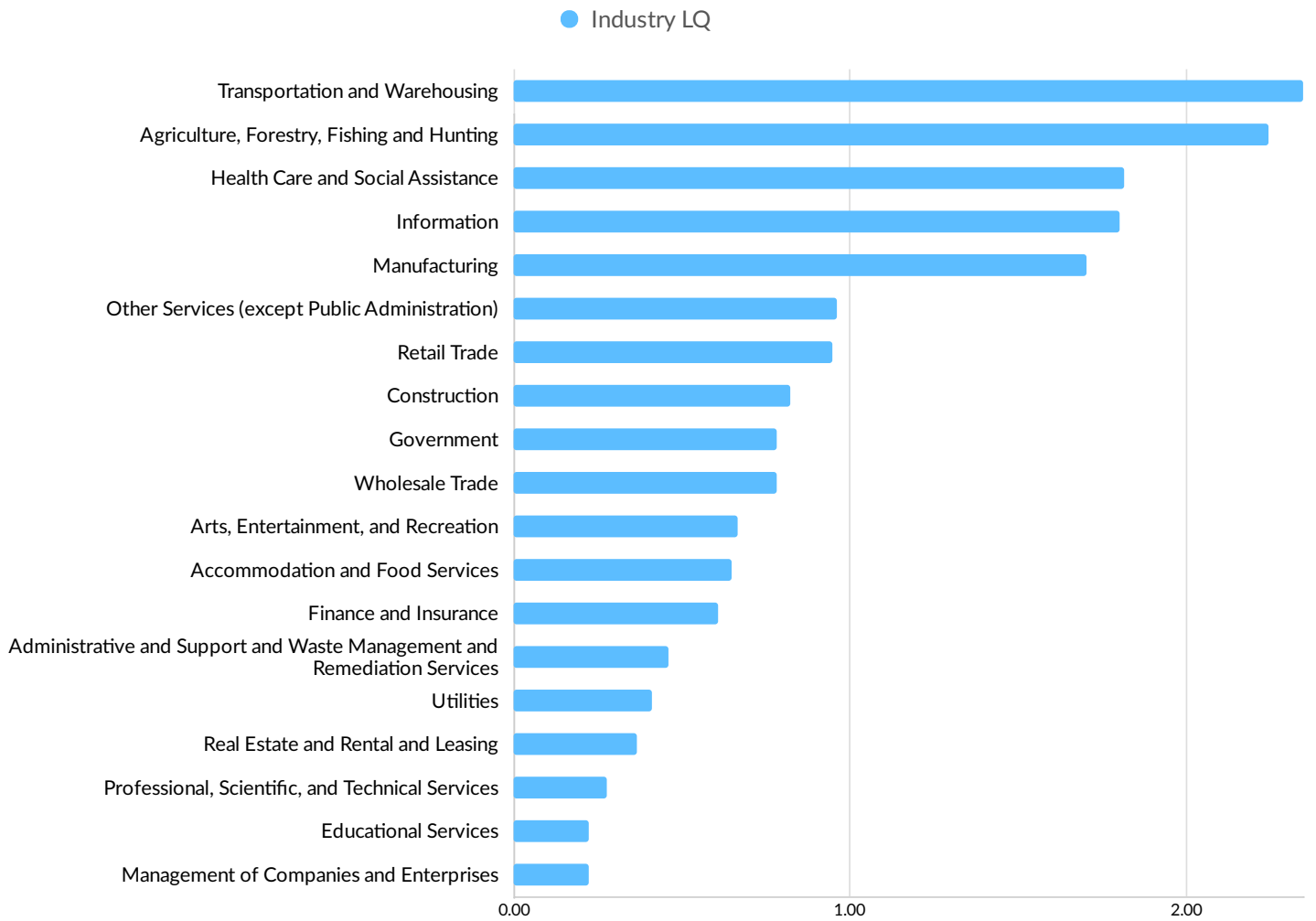
Largest Industries



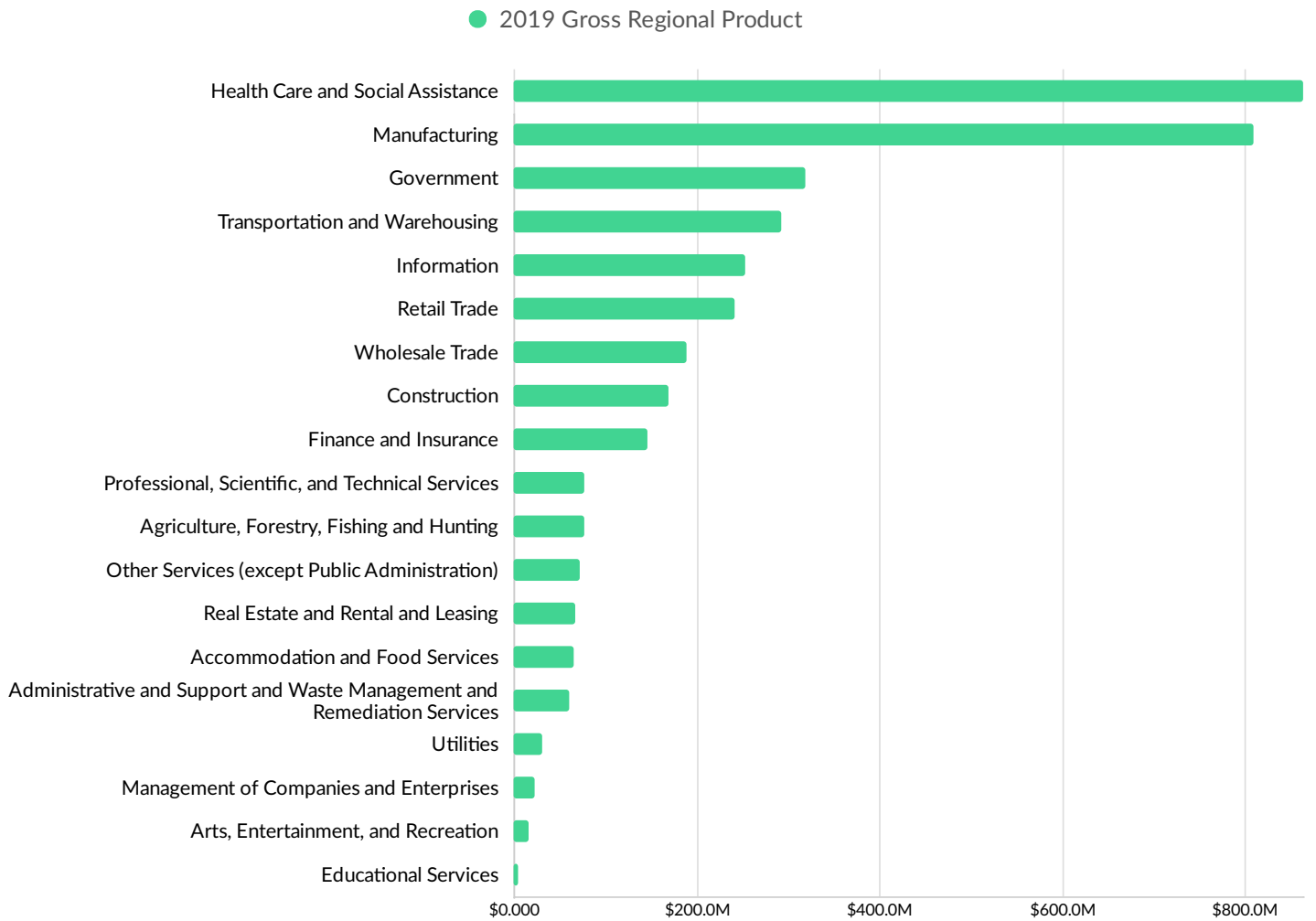
Top Growing Industries



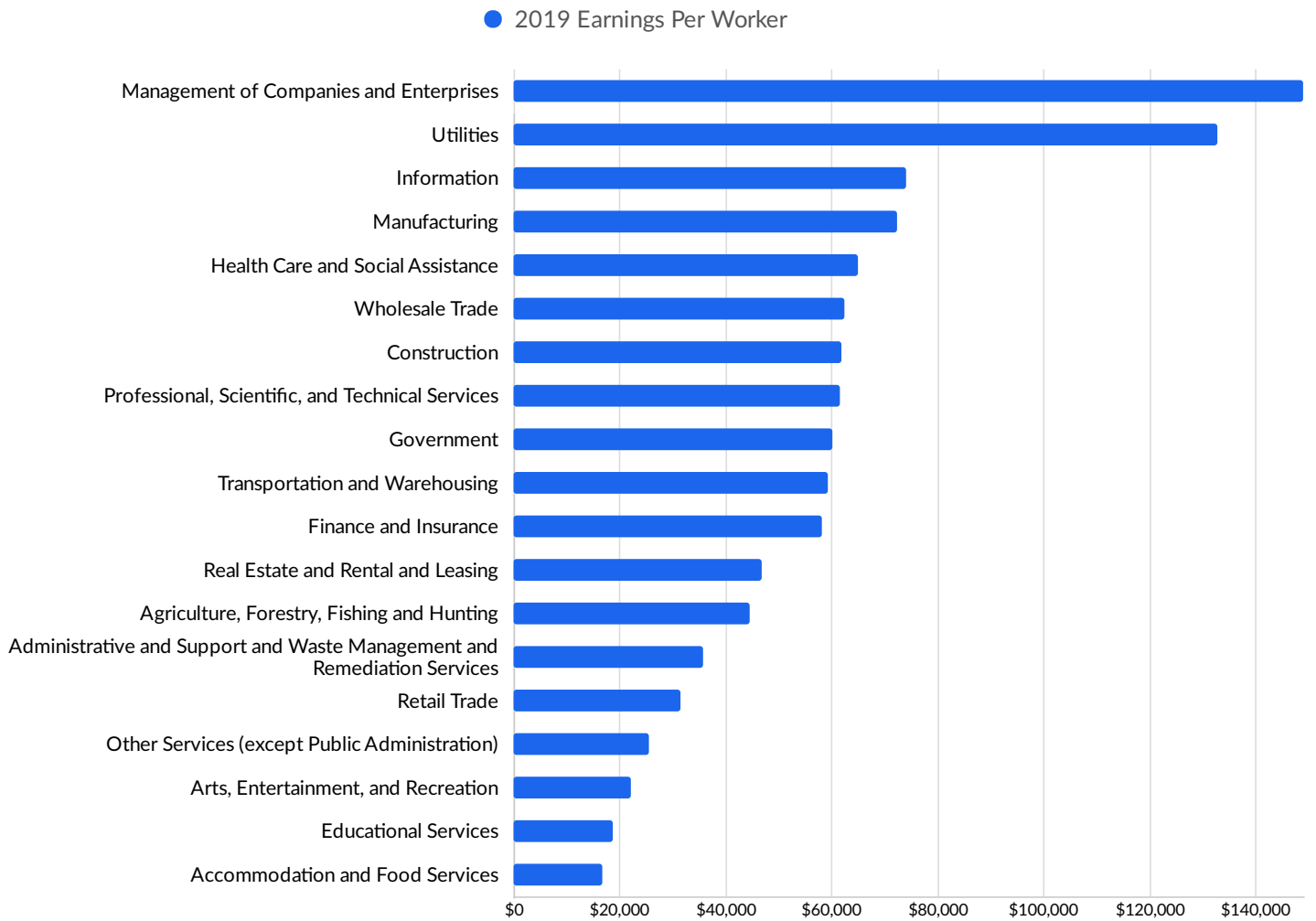
Top Industry LQ



Top Industry GRP



Top Industry Earnings























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Health Care and Social Assistance	8,334	9,799	1,465	+18%	1.82	\$65,128	\$864.00M
Manufacturing	5,582	5,712	130	+2%	1.70	\$72,460	\$809.13M
Government	5,251	4,948	-303	-6%	0.78	\$60,243	\$319.47M
Retail Trade	4,020	4,005	-15	0%	0.95	\$31,527	\$242.34M
Transportation and Warehousing	3,787	3,715	-72	-2%	2.35	\$59,324	\$293.65M
Accommodation and Food Services	2,293	2,357	64	+3%	0.65	\$16,654	\$66.15M
Construction	1,776	1,983	207	+12%	0.82	\$61,793	\$169.11M
Other Services (except Public Administration)	1,929	1,926	-3	0%	0.96	\$25,511	\$72.62M
Information	1,394	1,387	-7	-1%	1.80	\$74,198	\$252.80M
Administrative and Support and Waste Management and Remediation Services	1,247	1,213	-34	-3%	0.46	\$35,682	\$60.27M
Wholesale Trade	1,245	1,210	-35	-3%	0.78	\$62,416	\$188.86M
Agriculture, Forestry, Fishing and Hunting	1,190	1,111	-79	-7%	2.25	\$44,466	\$77.24M
Finance and Insurance	956	1,031	75	+8%	0.61	\$58,194	\$146.36M
Professional, Scientific, and Technical Services	615	774	159	+26%	0.28	\$61,657	\$77.50M
Arts, Entertainment, and Recreation	222	493	271	+122%	0.67	\$22,227	\$16.46M
Real Estate and Rental and Leasing	272	265	-7	-3%	0.37	\$46,870	\$68.05M
Educational Services	279	246	-33	-12%	0.23	\$18,705	\$5.58M
Management of Companies and Enterprises	262	137	-125	-48%	0.22	\$149,102	\$22.65M
Utilities	65	59	-6	-9%	0.41	\$132,976	\$30.46M

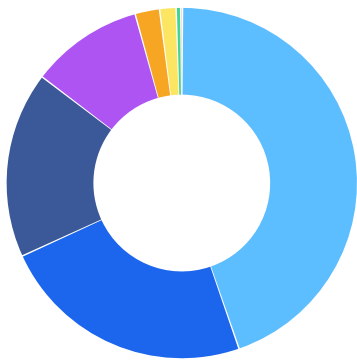
Business Characteristics

8,382 Companies Employ Your Workers

Online profiles for your workers mention 8,382 companies as employers, with the top 10 appearing below. In the last 12 months, 1,872 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,229 	Marshfield Clinic	2,345 
St Michaels Hospital Inc	249 	Roehl Transport, Inc.	1,021 
Verso Corporation	238 	State of Wisconsin	497 
Renaissance Learning, Inc.	226 	HealthCare Employment Netwo...	448 
Ministry Health Care, Inc.	203 	CompHealth, Inc.	415 
Security Health Plan of Wiscons...	175 	Platinum Supplemental Insuranc...	339 
Wisconsin Rapids Public School...	153 	Aspirus Wausau Hospital, Inc.	233 
Wal-Mart Stores, Inc.	148 	University of Wisconsin-Madison	196 
Madison Area Technical College	145 	Telereach Inc	192 
Roehl Transport, Inc.	140 	Service First Staffing, Inc.	184 

Business Size

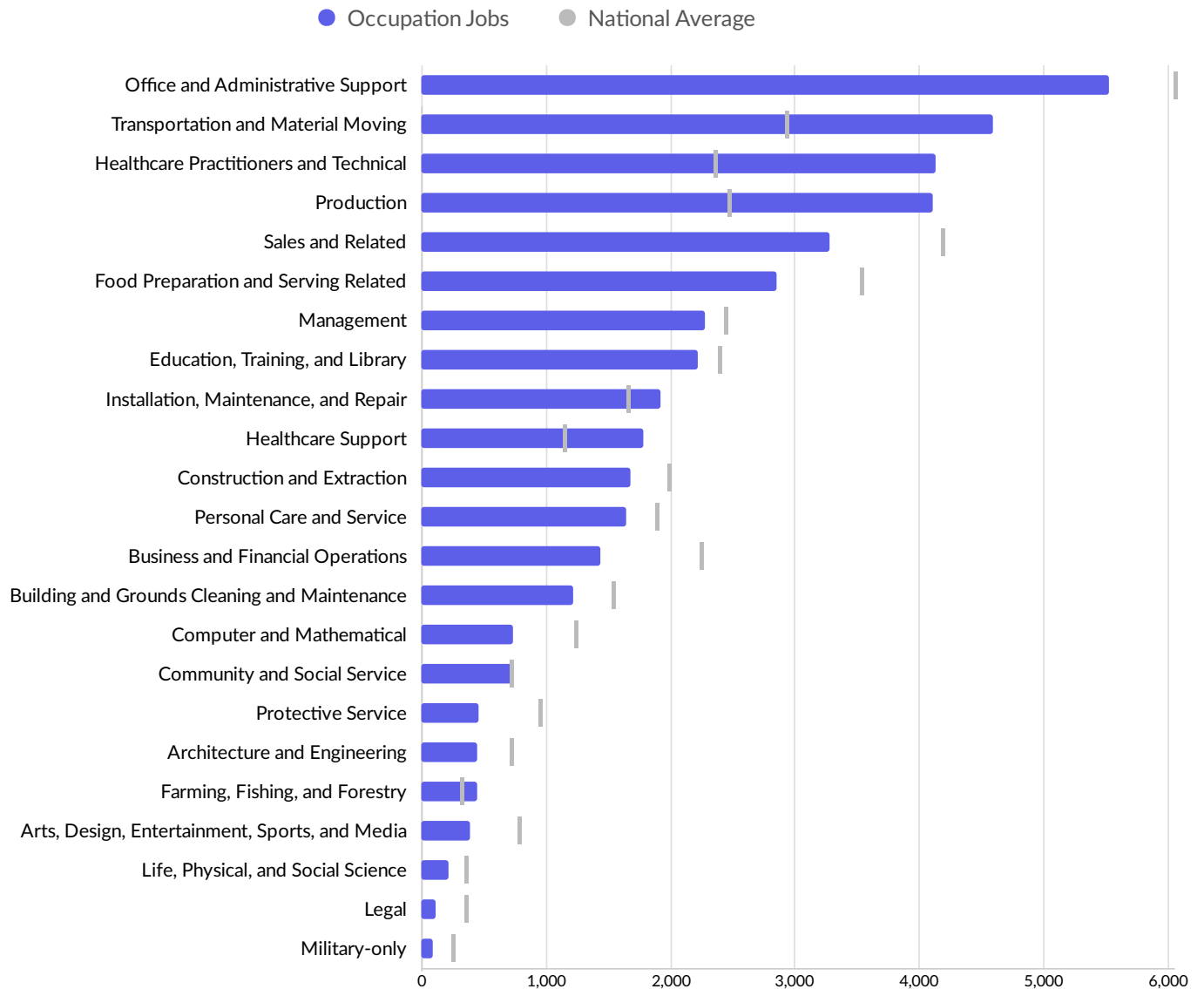


	Percentage	Business Count
1 to 4 employees	44.6%	1,679
5 to 9 employees	23.5%	883
10 to 19 employees	17.2%	646
20 to 49 employees	10.4%	390
50 to 99 employees	2.3%	85
100 to 249 employees	1.5%	57
250 to 499 employees	0.4%	16
500+ employees	0.2%	6

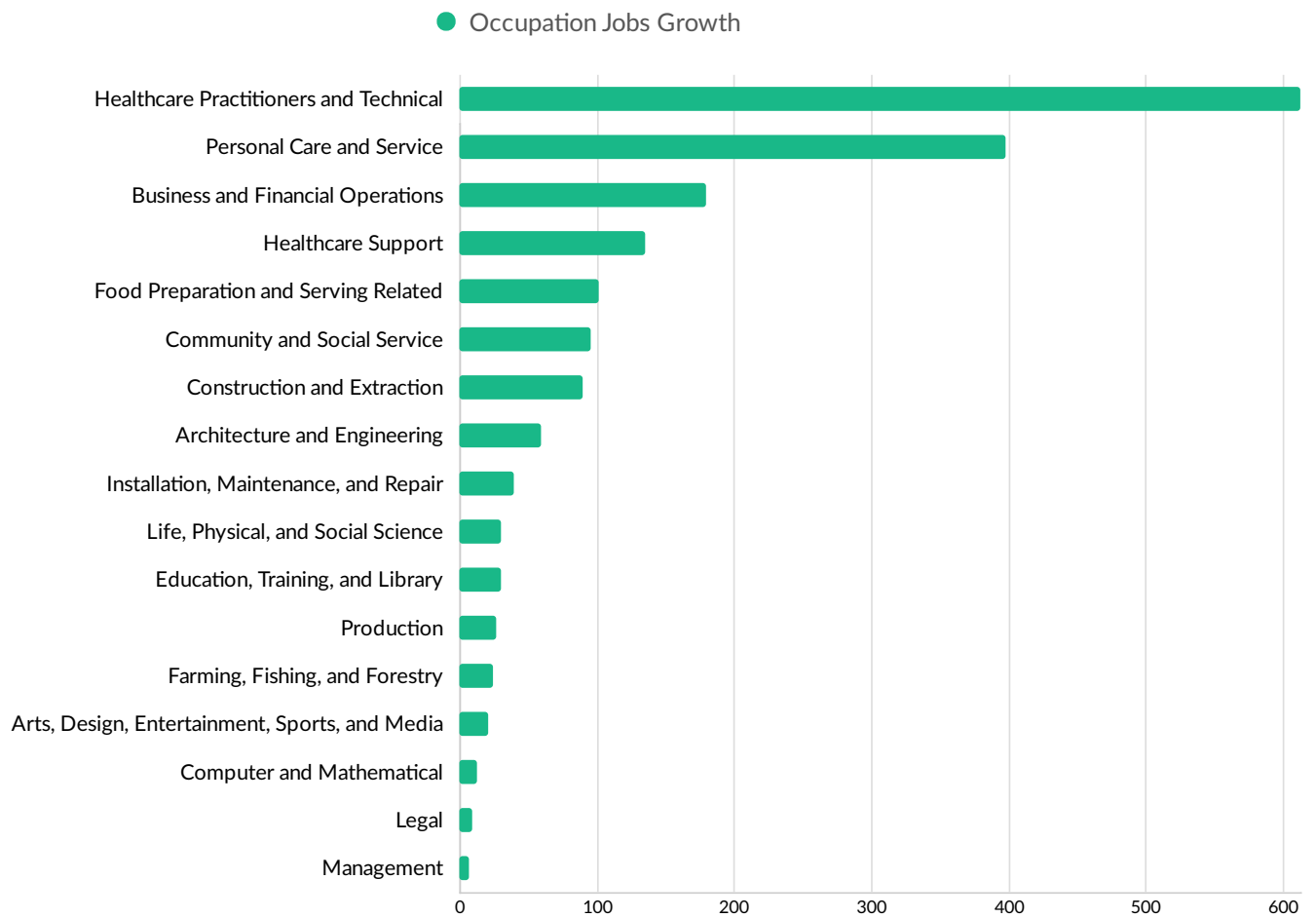
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

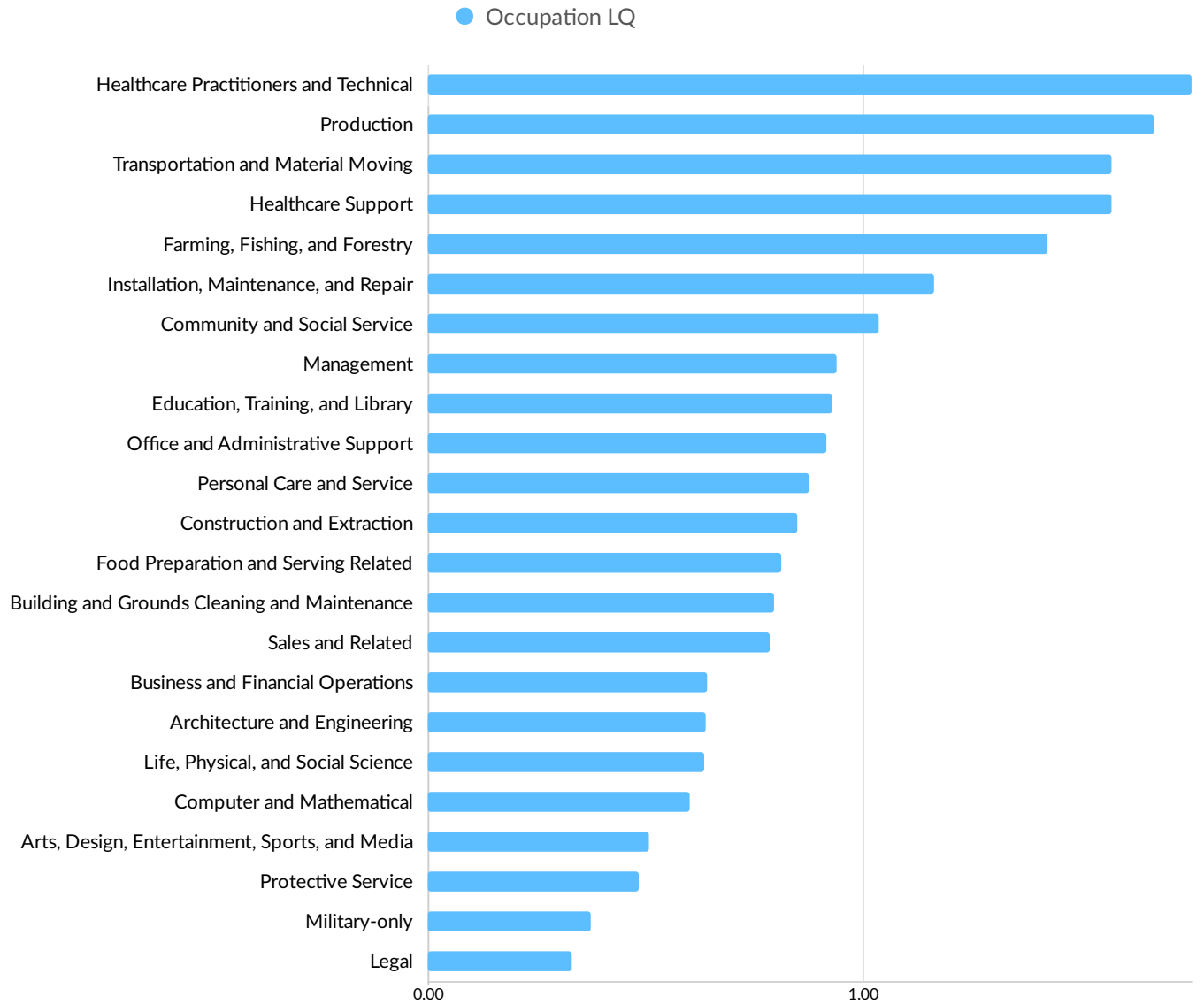
Largest Occupations



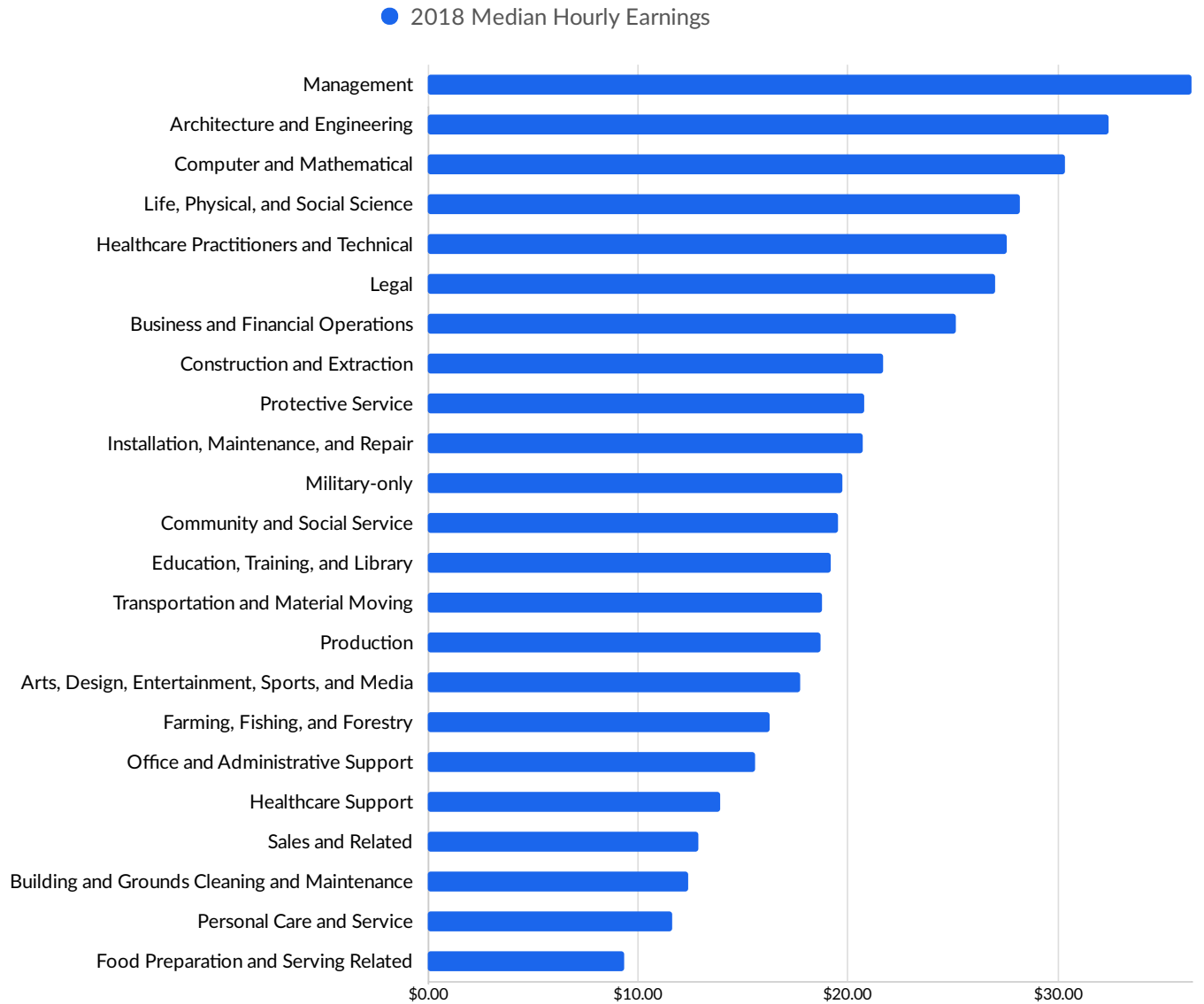
Top Growing Occupations



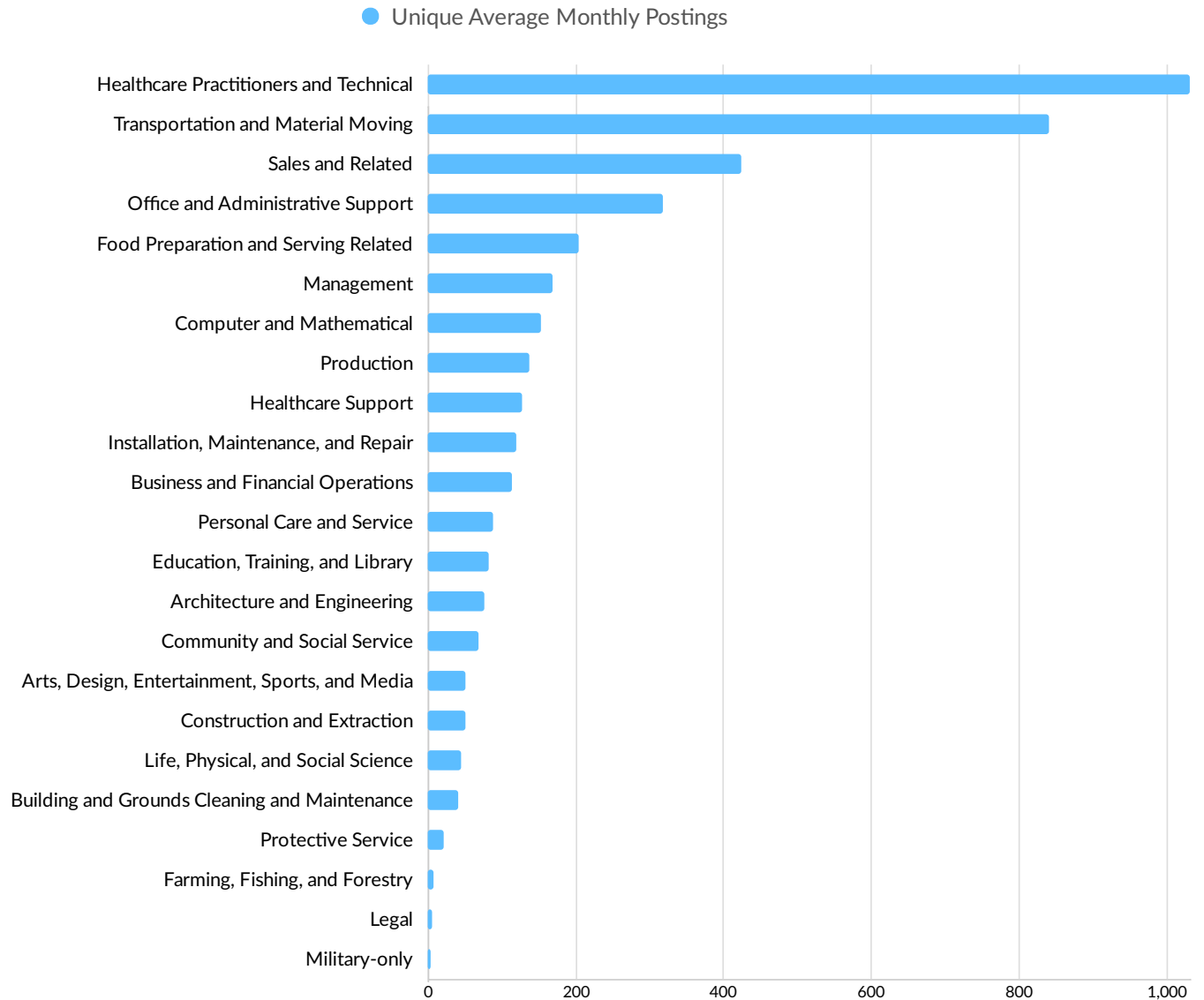
Top Occupation LQ



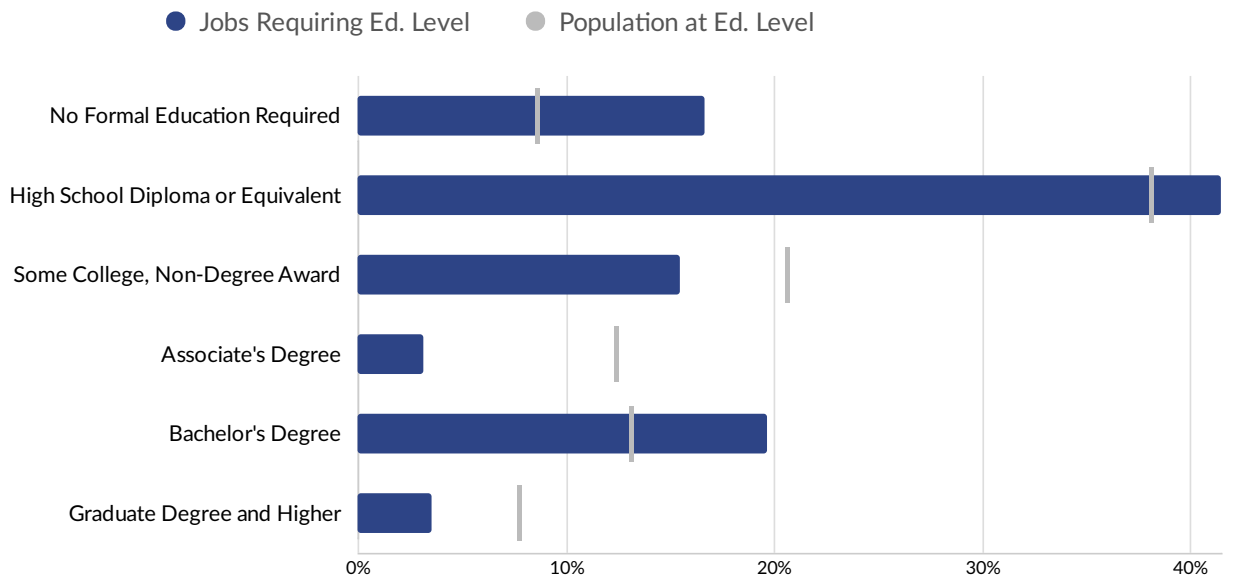
Top Occupation Earnings



Top Posted Occupations



Underemployment

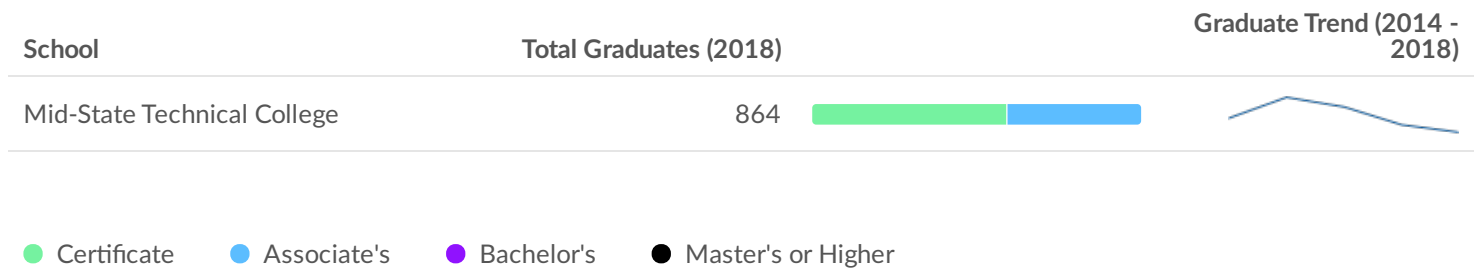


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Office and Administrative Support	5,597	5,534	-63	-1%	0.91	\$15.59	319
Transportation and Material Moving	4,671	4,594	-77	-2%	1.57	\$18.78	842
Healthcare Practitioners and Technical	3,519	4,132	613	+17%	1.75	\$27.59	1,032
Production	4,088	4,115	27	+1%	1.67	\$18.75	138
Sales and Related	3,318	3,285	-33	-1%	0.78	\$12.91	426
Food Preparation and Serving Related	2,760	2,861	101	+4%	0.81	\$9.38	204
Management	2,269	2,276	7	+0%	0.94	\$36.40	169
Education, Training, and Library	2,194	2,224	30	+1%	0.93	\$19.17	82
Installation, Maintenance, and Repair	1,880	1,920	40	+2%	1.16	\$20.70	121
Healthcare Support	1,650	1,786	136	+8%	1.57	\$13.94	127
Construction and Extraction	1,598	1,688	90	+6%	0.85	\$21.69	51
Personal Care and Service	1,251	1,649	398	+32%	0.88	\$11.65	88
Business and Financial Operations	1,259	1,439	180	+14%	0.64	\$25.20	115
Building and Grounds Cleaning and Maintenance	1,230	1,219	-11	-1%	0.80	\$12.40	40
Computer and Mathematical	729	742	13	+2%	0.60	\$30.37	154
Community and Social Service	645	741	96	+15%	1.04	\$19.57	70
Protective Service	499	457	-42	-8%	0.48	\$20.77	22
Architecture and Engineering	394	454	60	+15%	0.64	\$32.48	77

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Farming, Fishing, and Forestry	426	450	24	+6%	1.42	\$16.29	8
Arts, Design, Entertainment, Sports, and Media	370	391	21	+6%	0.51	\$17.75	52
Life, Physical, and Social Science	188	218	30	+16%	0.63	\$28.24	46
Legal	107	116	9	+8%	0.33	\$27.03	5
Military-only	103	91	-12	-12%	0.37	\$19.76	4

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

