

# Wood County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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55141 Wood County, WI

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### 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.

**42,466**

**Total Regional Employment**

Jobs **grew by 1,628** over the last 5 years and are projected to **grow by 178** over the next 5 years.

**\$53.5K**

**Median Household Income (2018)**

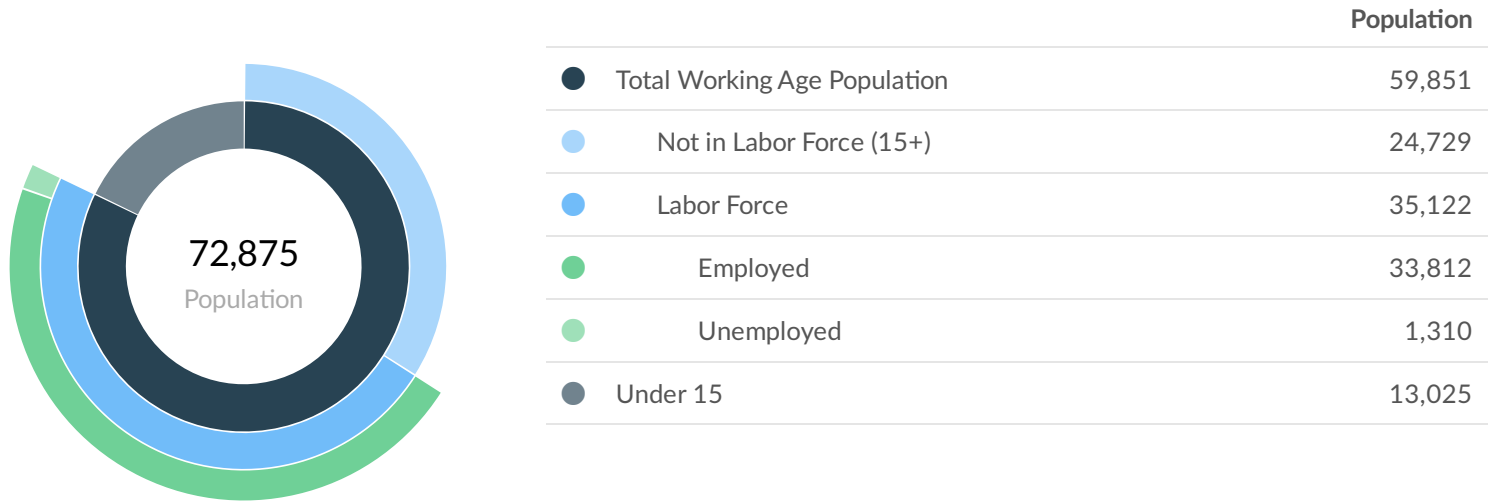
Median household income is **\$6.8K below** the national median household income of \$60.3K.

## 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 40,838 to **42,466**. This change **fell short of the national growth rate of 7.9% by 3.9%**. As the number of jobs increased, the **labor force participation rate increased from 58.0% 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).

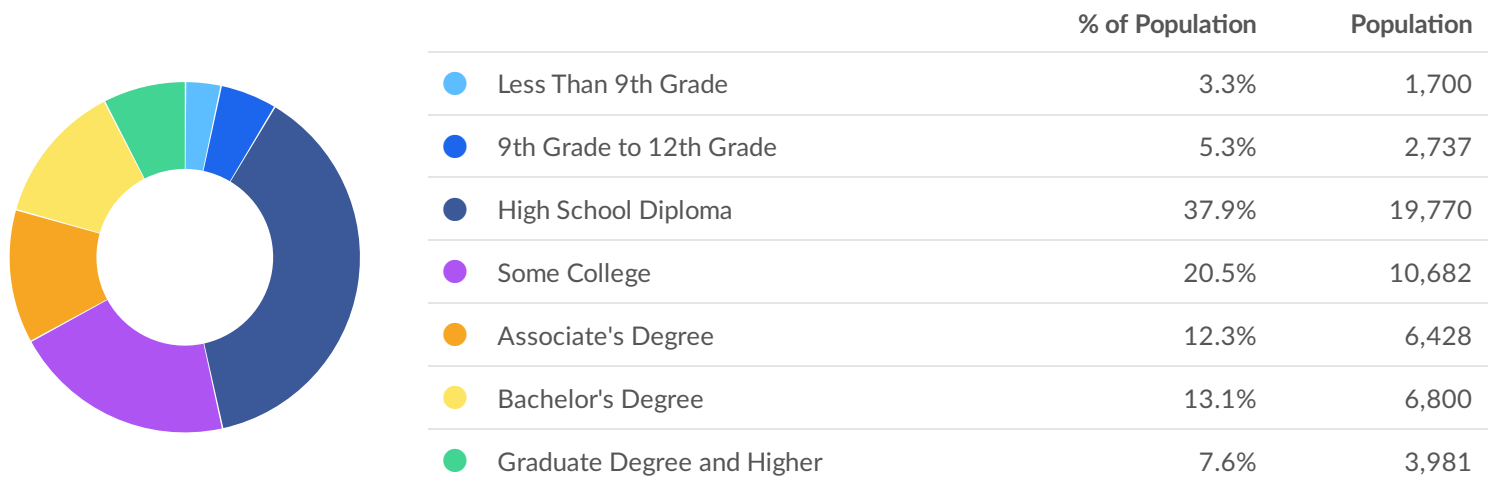
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	72,875	35,122	42,466	99.1	\$4.18B	\$5.31B	\$5.36B
NCWRPC	439,469	224,862	228,305	99.4	\$22.63B	\$29.66B	\$28.40B
Wisconsin	5,829,343	3,089,956	3,180,026	100.0	\$339.02B	\$308.87B	\$336.99B

## 2019 Labor Force Breakdown



## Educational Attainment

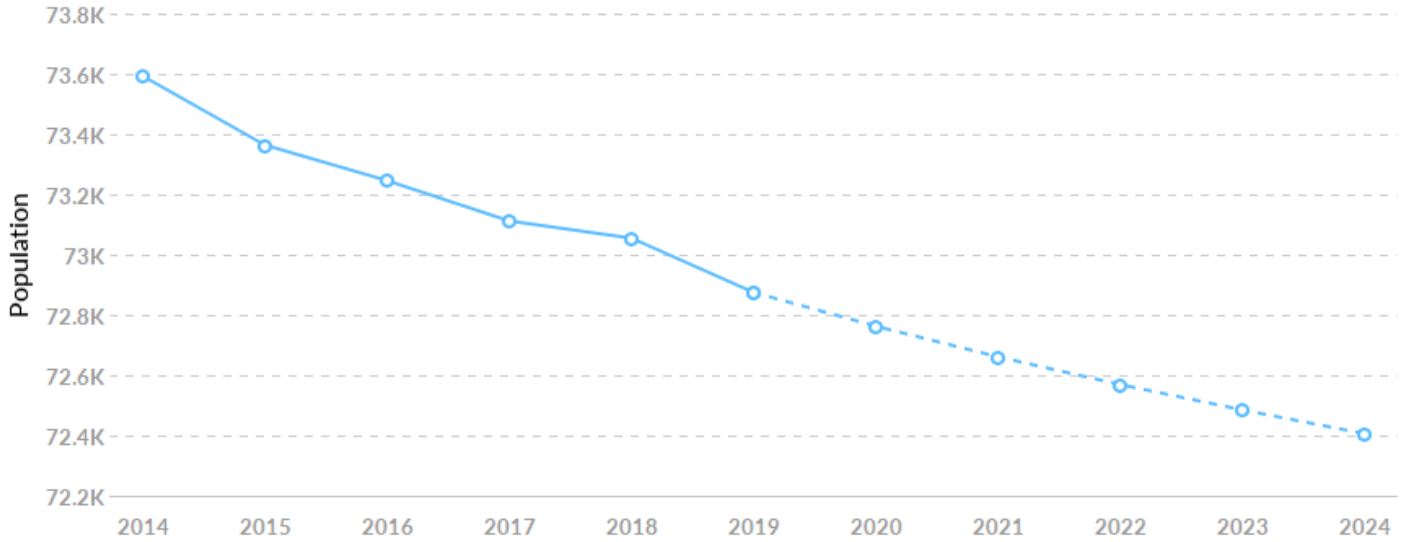
Concerning educational attainment, **13.1% of Wood County, WI residents possess a Bachelor's Degree** (5.8% below the national average), and **12.3% hold an Associate's Degree** (4.3% above the national average).



# Historic & Projected Trends

## Population Trends

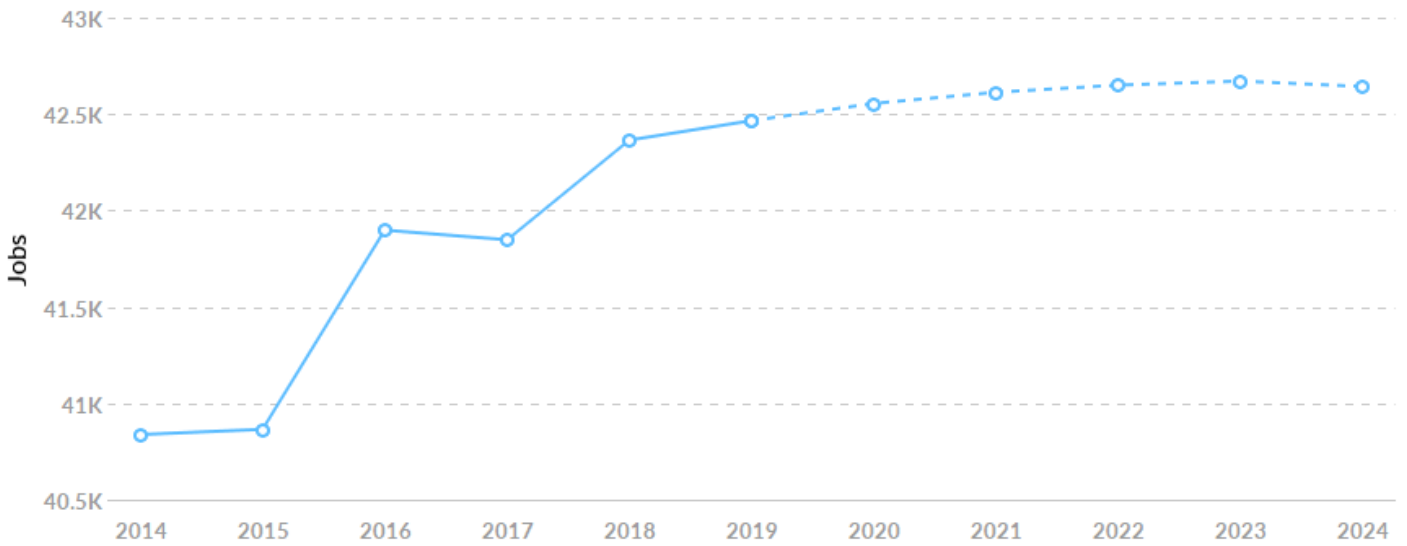
As of 2019 the region's population **declined by 1.0%** since 2014, falling by 718. Population is expected to **decrease by 0.6%** between 2019 and 2024, losing 469.



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

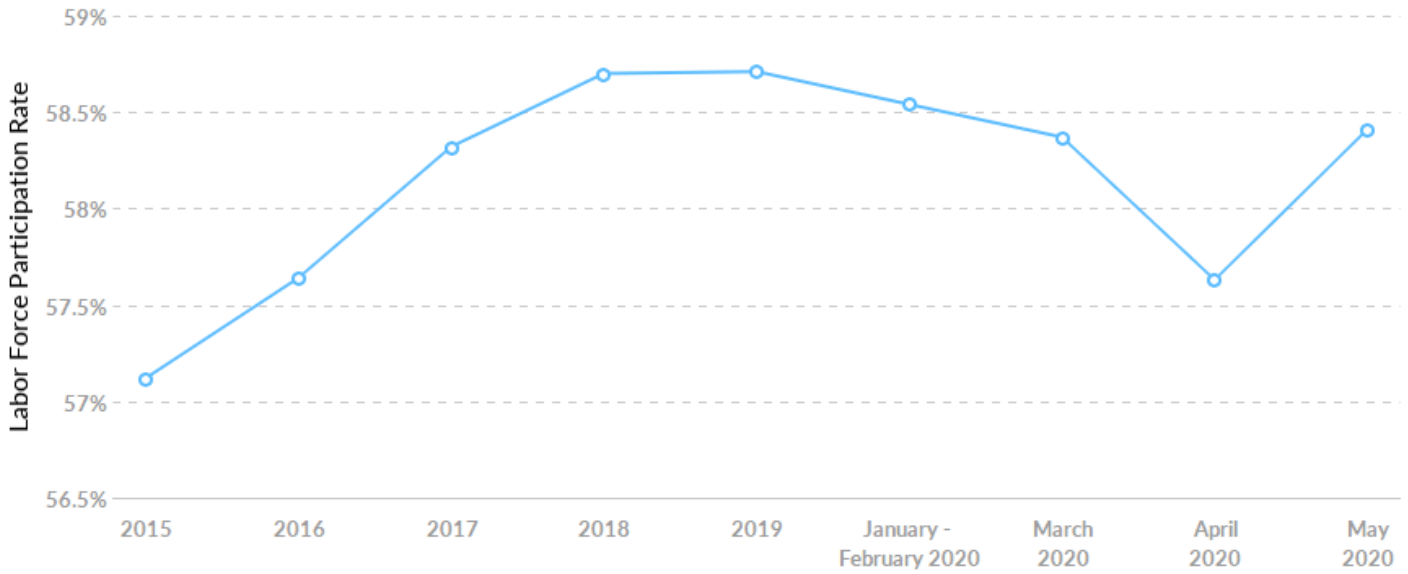
## Job Trends

From 2014 to 2019, jobs increased by 4.0% in Wood County, WI from 40,838 to 42,466. This change fell short of the national growth rate of 7.9% by 3.9%.



Timeframe	Jobs
2014	40,838
2015	40,865
2016	41,898
2017	41,848
2018	42,365
2019	42,466
2020	42,555
2021	42,613
2022	42,650
2023	42,671
2024	42,643

## Labor Force Participation Rate Trends

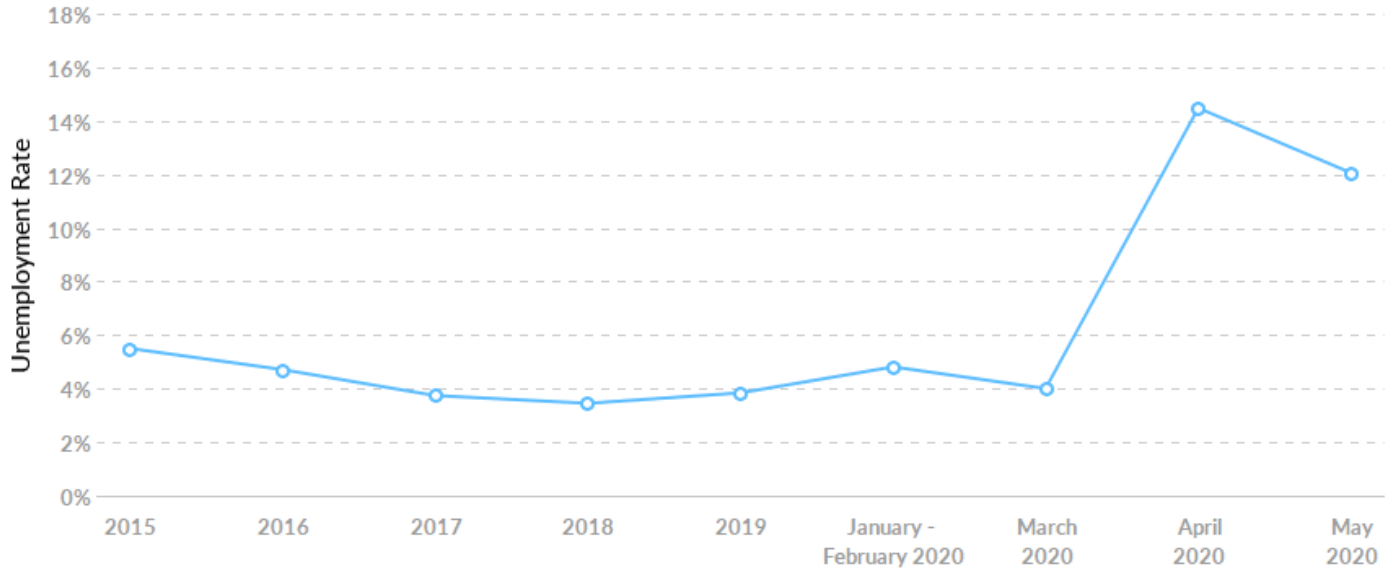


Timeframe	Labor Force Participation Rate
2015	57.12%
2016	57.64%
2017	58.32%
2018	58.70%
2019	58.71%
January - February 2020	58.54%
March 2020	58.37%
April 2020	57.63%
May 2020	58.41%



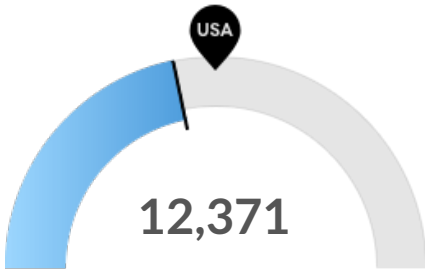
## Unemployment Rate Trends

Wood County, WI had a May 2020 unemployment rate of 12.05%, **increasing from 5.50%** 5 years before.



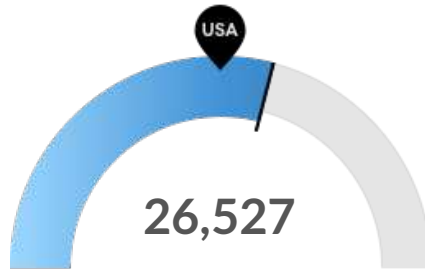
Timeframe	Unemployment Rate
2015	5.50%
2016	4.71%
2017	3.74%
2018	3.45%
2019	3.84%
January - February 2020	4.81%
March 2020	4.00%
April 2020	14.47%
May 2020	12.05%

## Population Characteristics



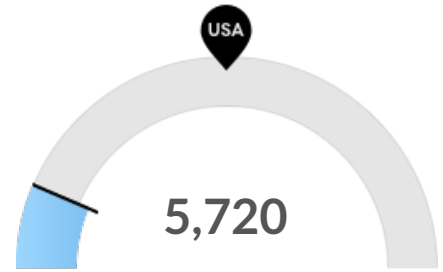
Millennials

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



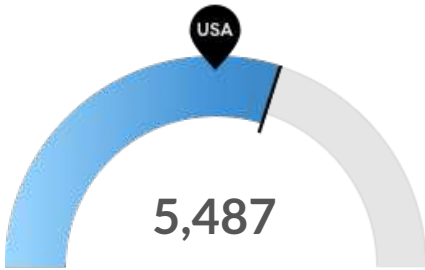
Retiring Soon

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.



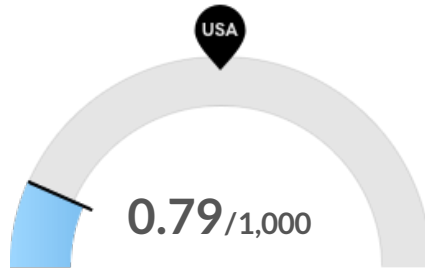
Racial Diversity

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.



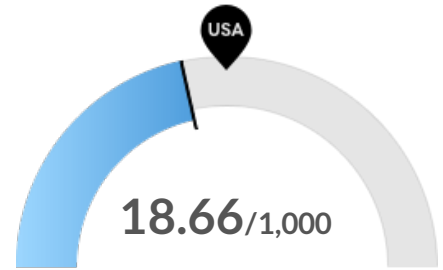
Veterans

Wood County, WI has 5,487 veterans. The national average for an area this size is 4,156.



Violent Crime

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

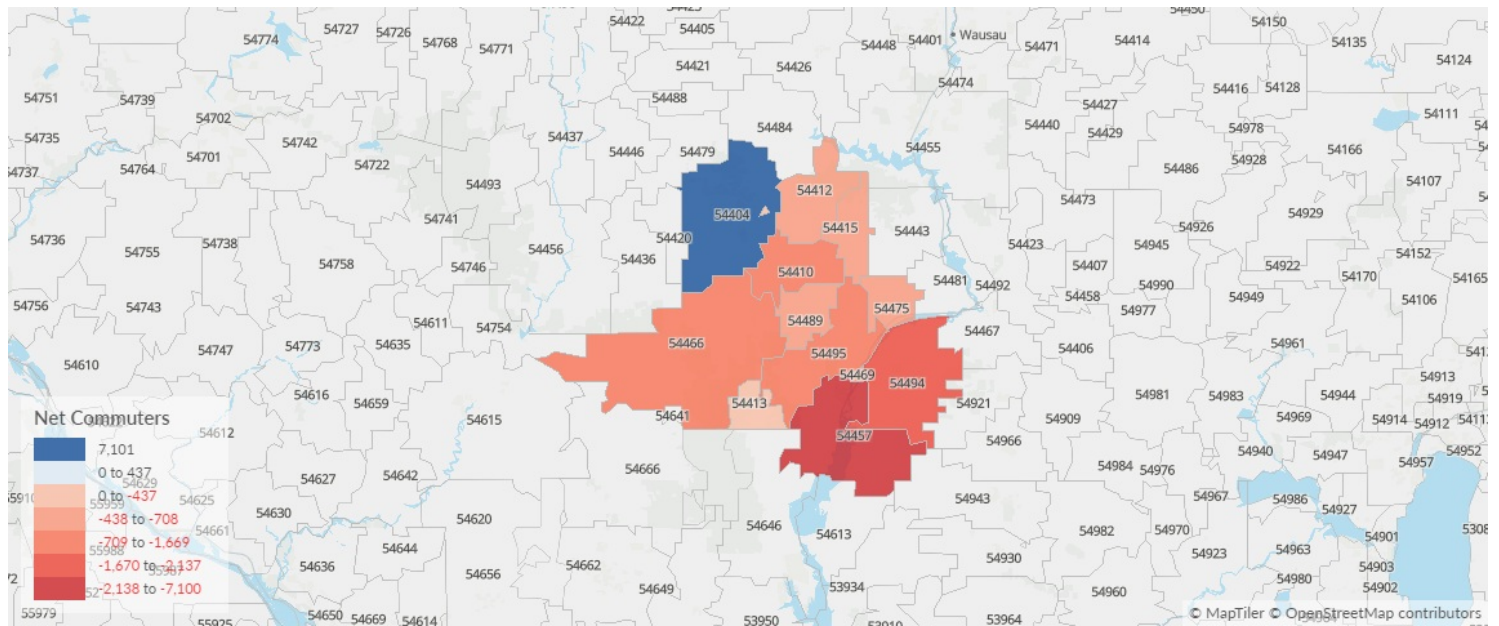


Property Crime

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

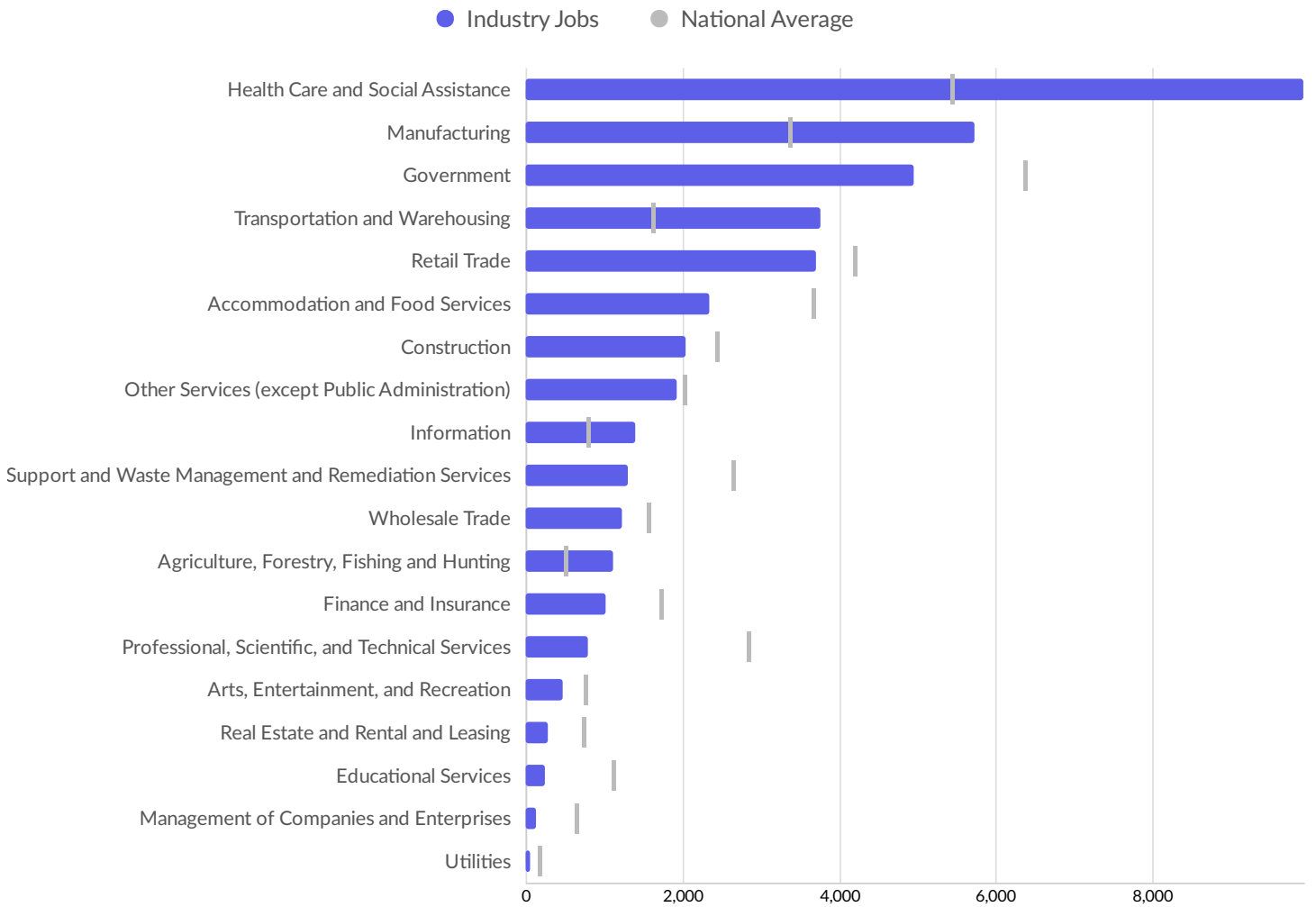
Where Talent Lives

ZIP	Name	2019 Employment
54449	Marshfield, WI (in Woo...	21,050
54494	Wisconsin Rapids, WI (i...	11,726
54495	Wisconsin Rapids, WI (i...	3,603
54457	Nekoosa, WI (in Wood c...	1,979
54413	Babcock, WI (in Wood c...	646

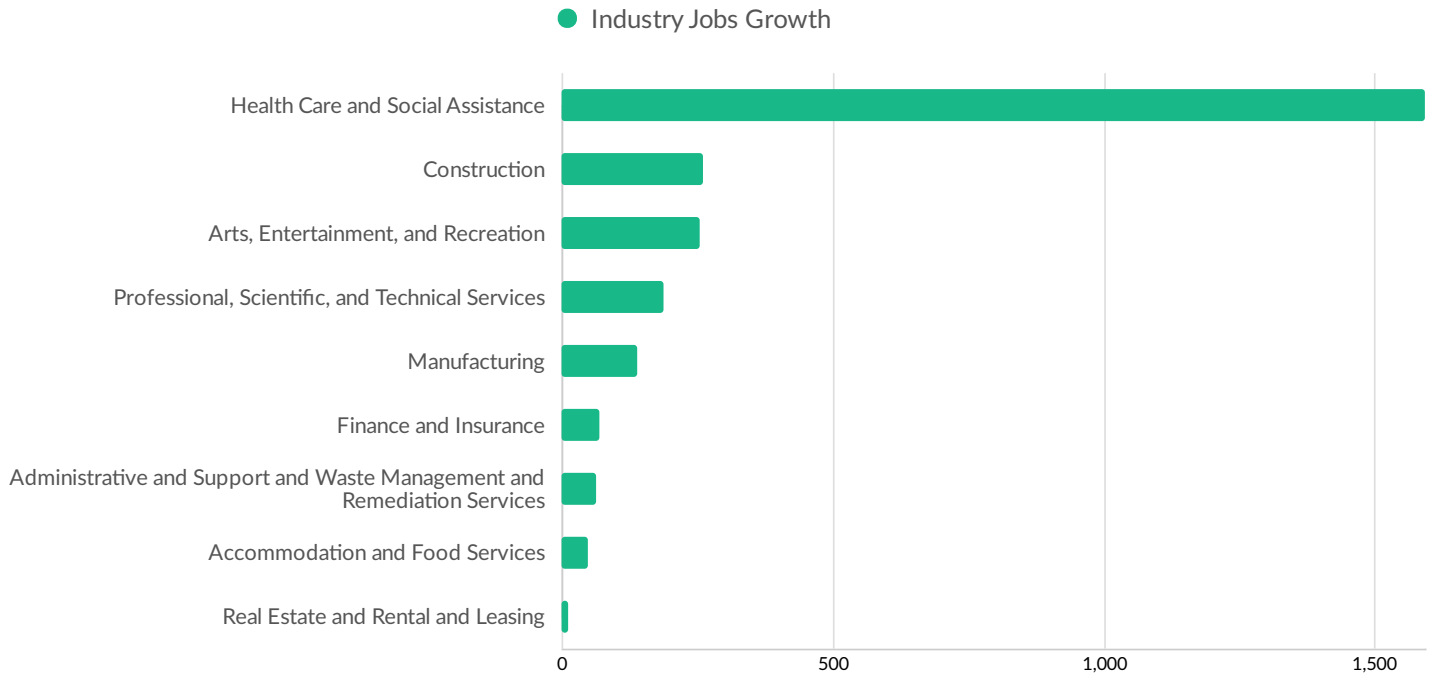
ZIP	Name	2019 Workers
54449	Marshfield, WI (in Woo...	13,949
54494	Wisconsin Rapids, WI (i...	13,396
54495	Wisconsin Rapids, WI (i...	4,440
54457	Nekoosa, WI (in Wood c...	4,117
54466	Pittsville, WI (in Wood c...	1,500

# Industry Characteristics

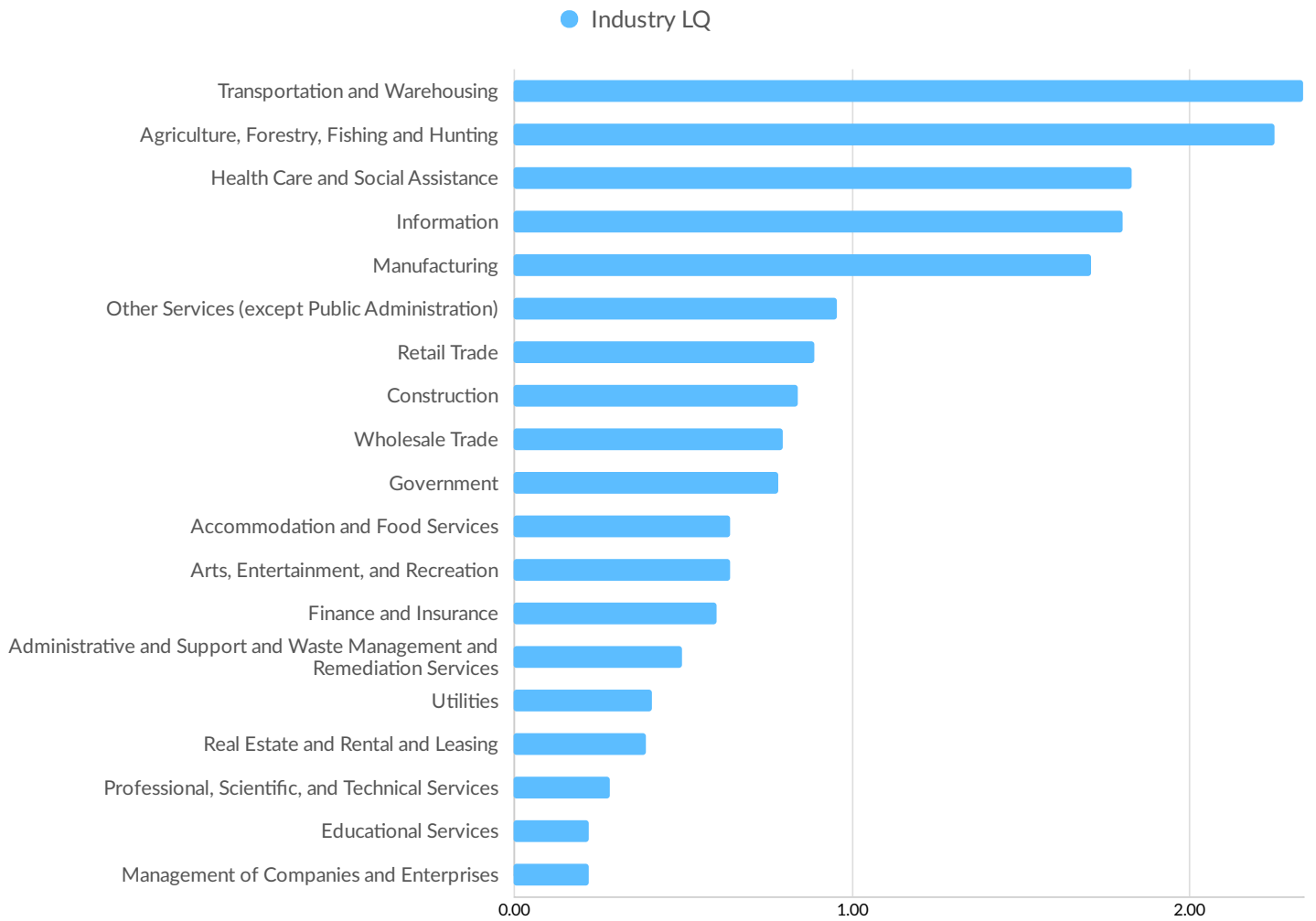
## Largest Industries



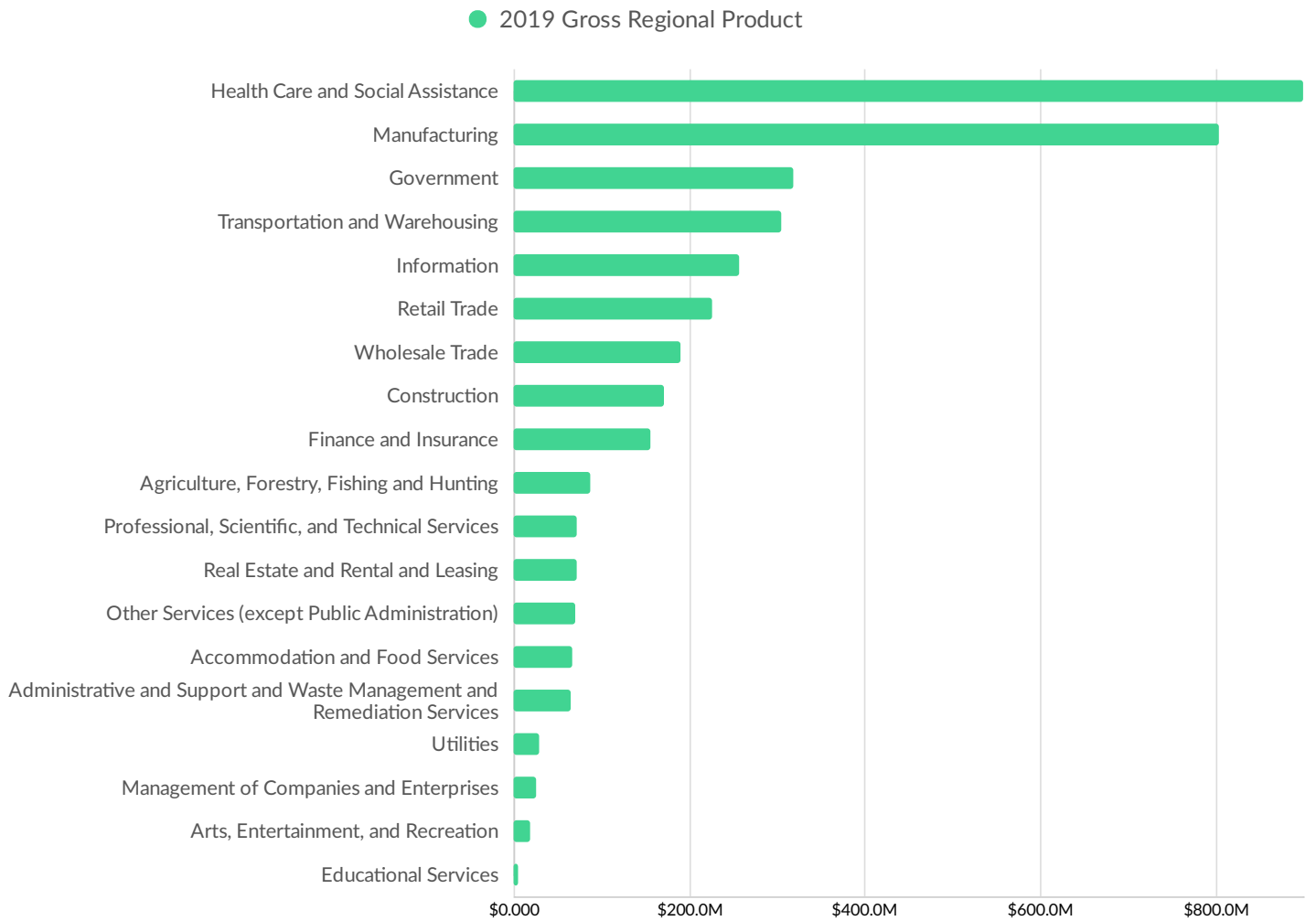
## Top Growing Industries



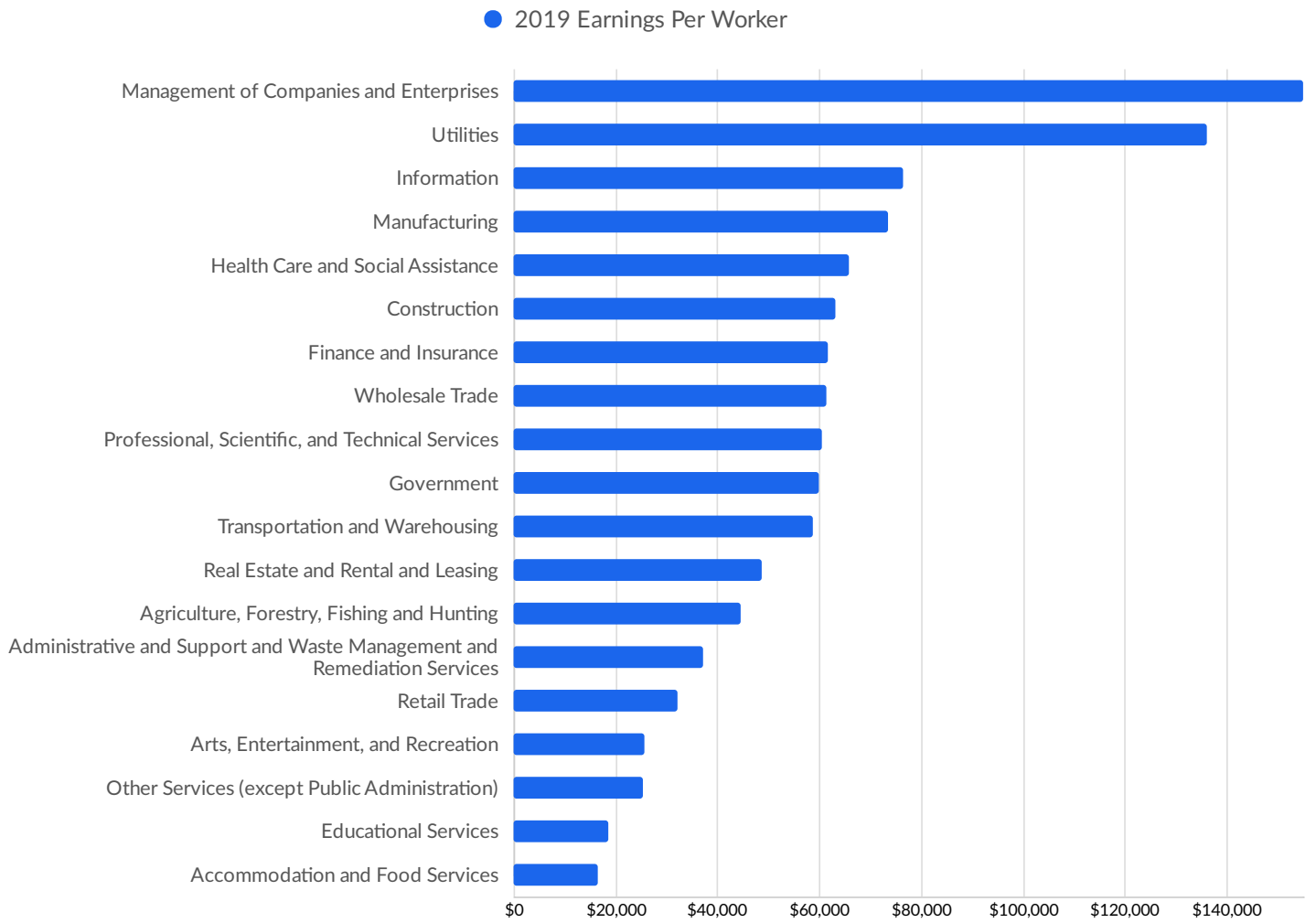
## Top Industry LQ



## Top Industry GRP

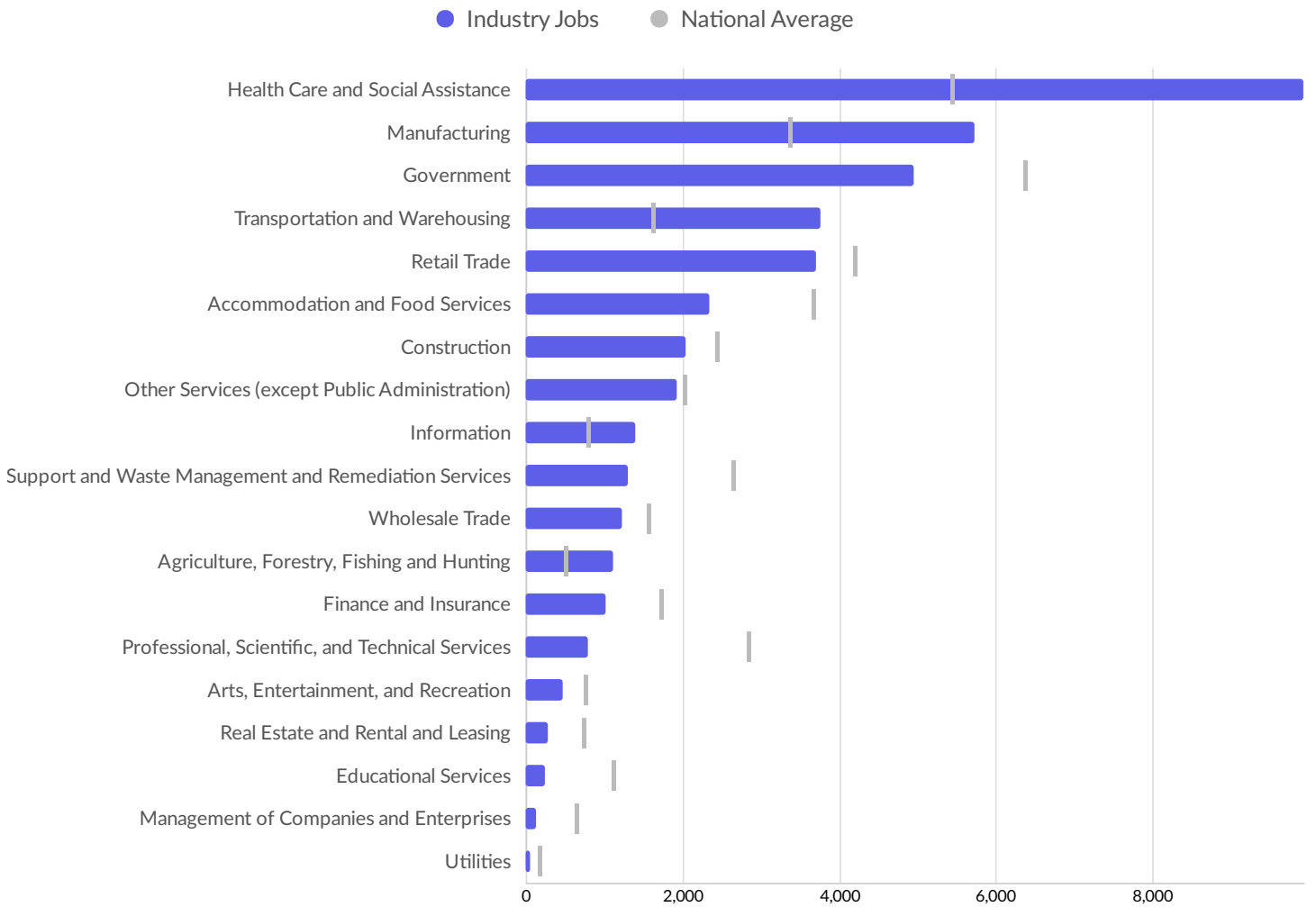


## Top Industry Earnings

























## Largest Industries



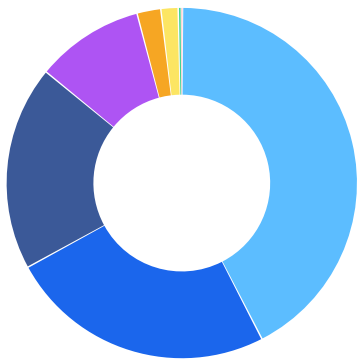
## Business Characteristics

### 6,151 Companies Employ Your Workers

Online profiles for your workers mention 6,151 companies as employers, with the top 10 appearing below. In the last 12 months, 1,608 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	832 	Marshfield Clinic	1,930 
St Michaels Hospital Inc	247 	Roehl Transport, Inc.	637 
Ministry Health Care, Inc.	178 	CompHealth, Inc.	383 
Renaissance Learning, Inc.	155 	HealthCare Employment Netwo...	355 
Verso Corporation	147 	Platinum Supplemental Insuranc...	291 
Wisconsin Rapids Public School...	122 	State of Wisconsin	237 
Wal-Mart, Inc.	121 	Aspirus Wausau Hospital, Inc.	221 
Mid-State Technical College (inc)	109 	Service First Staffing, Inc.	148 
Security Health Plan of Wiscons...	106 	Care.com, Inc.	145 
Roehl Transport, Inc.	90 	CRST International, Inc.	127 

## Business Size

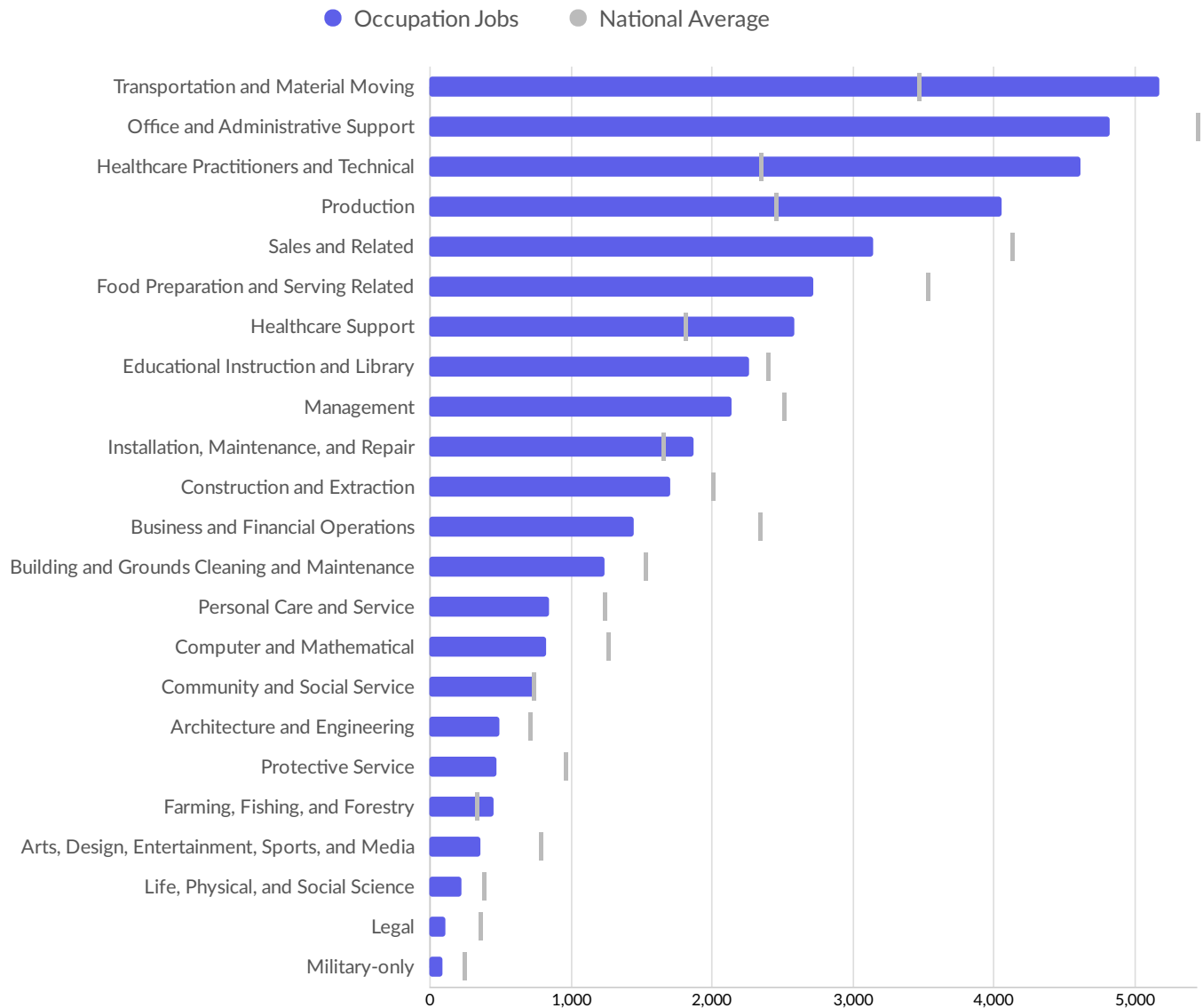


	Percentage	Business Count
1 to 4 employees	42.4%	1,602
5 to 9 employees	24.6%	930
10 to 19 employees	18.9%	714
20 to 49 employees	10.0%	377
50 to 99 employees	2.2%	83
100 to 249 employees	1.6%	60
250 to 499 employees	0.3%	11
500+ employees	0.1%	4

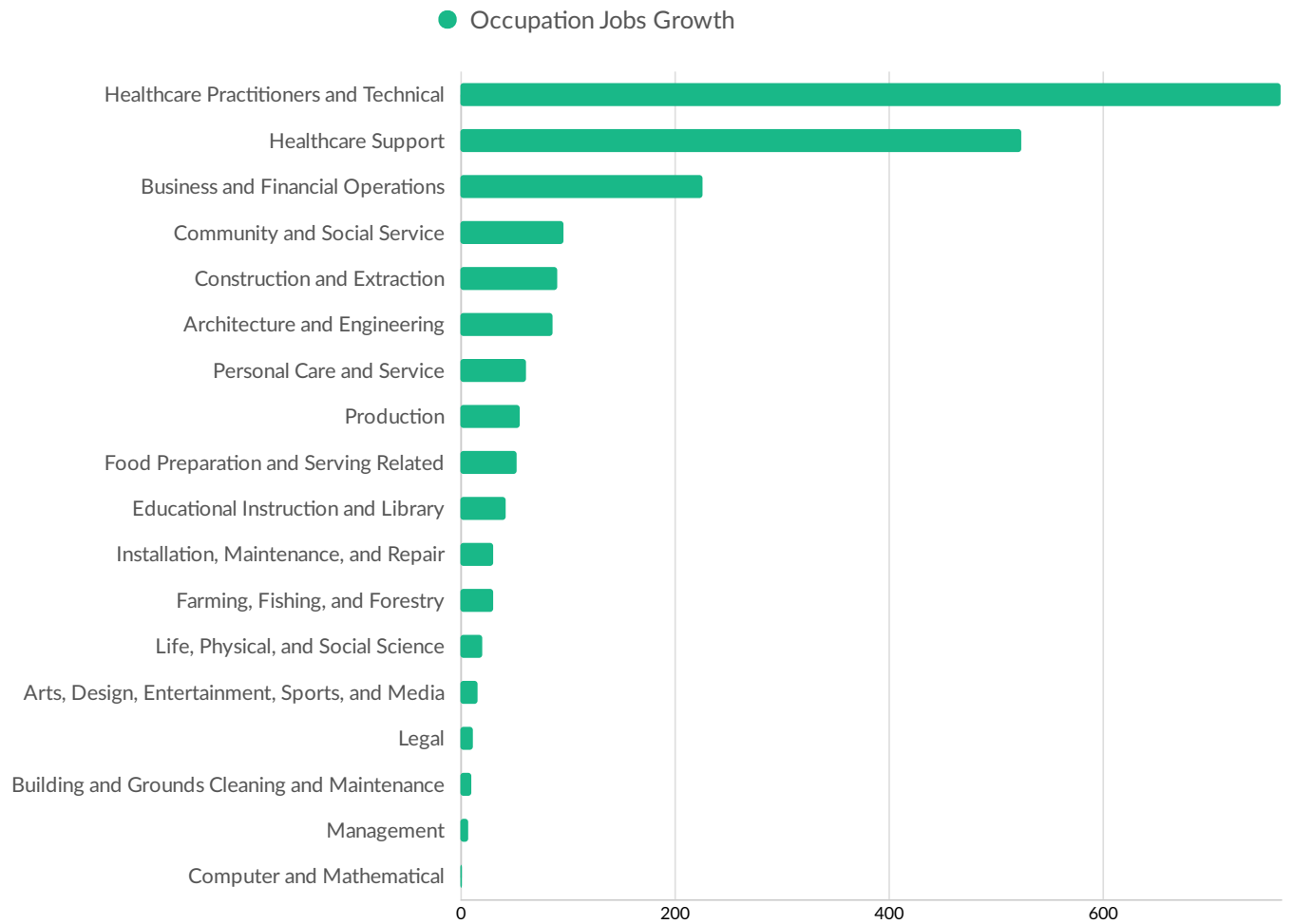
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

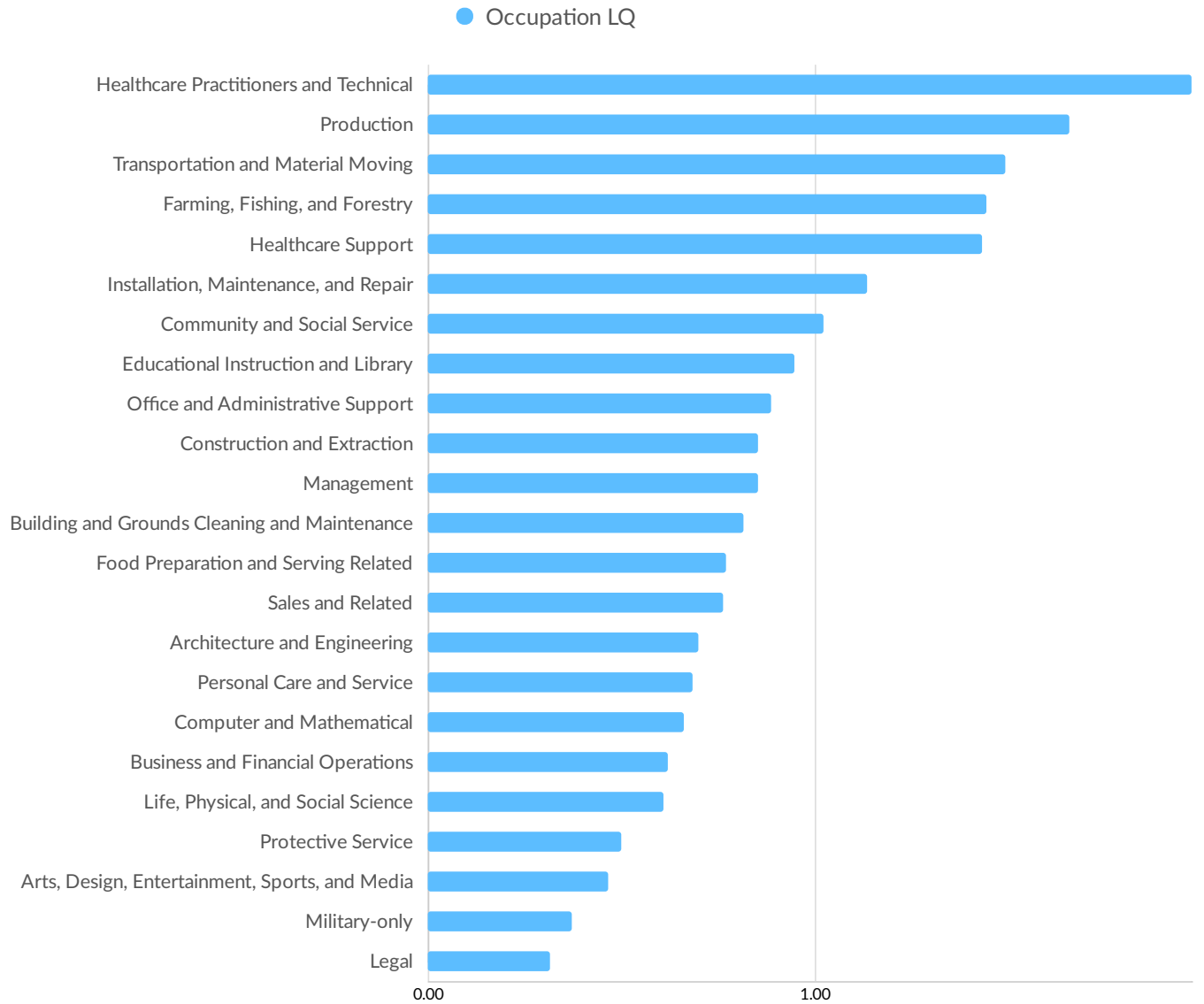
## Largest Occupations



## Top Growing Occupations



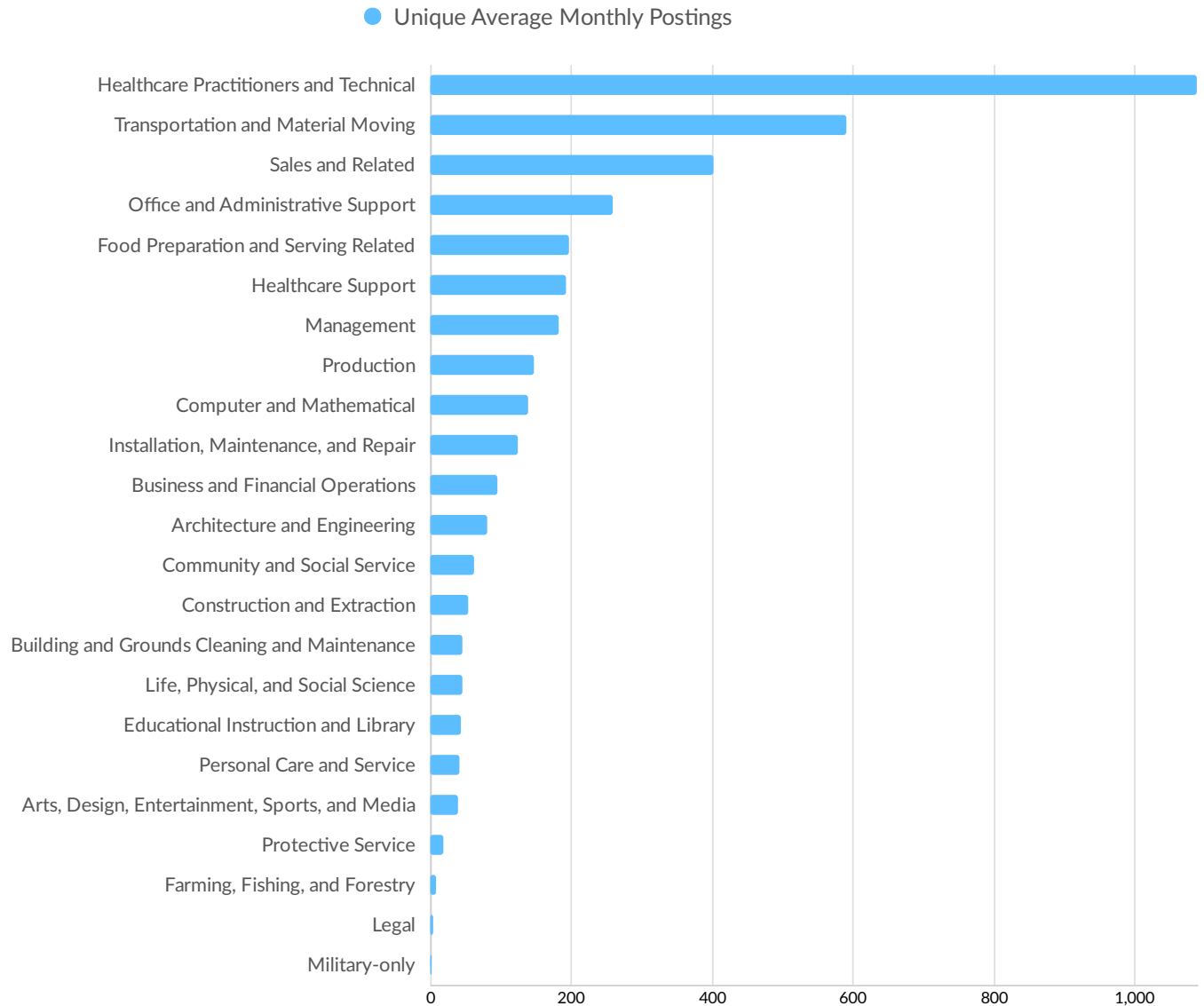
## Top Occupation LQ



## Top Occupation Earnings

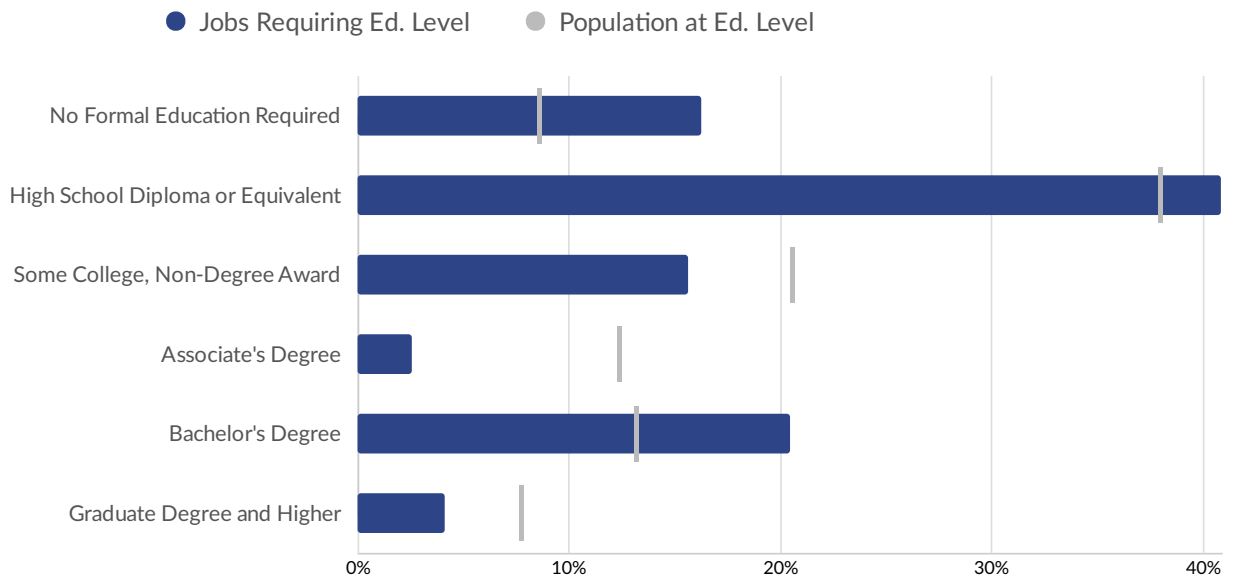


## Top Posted Occupations

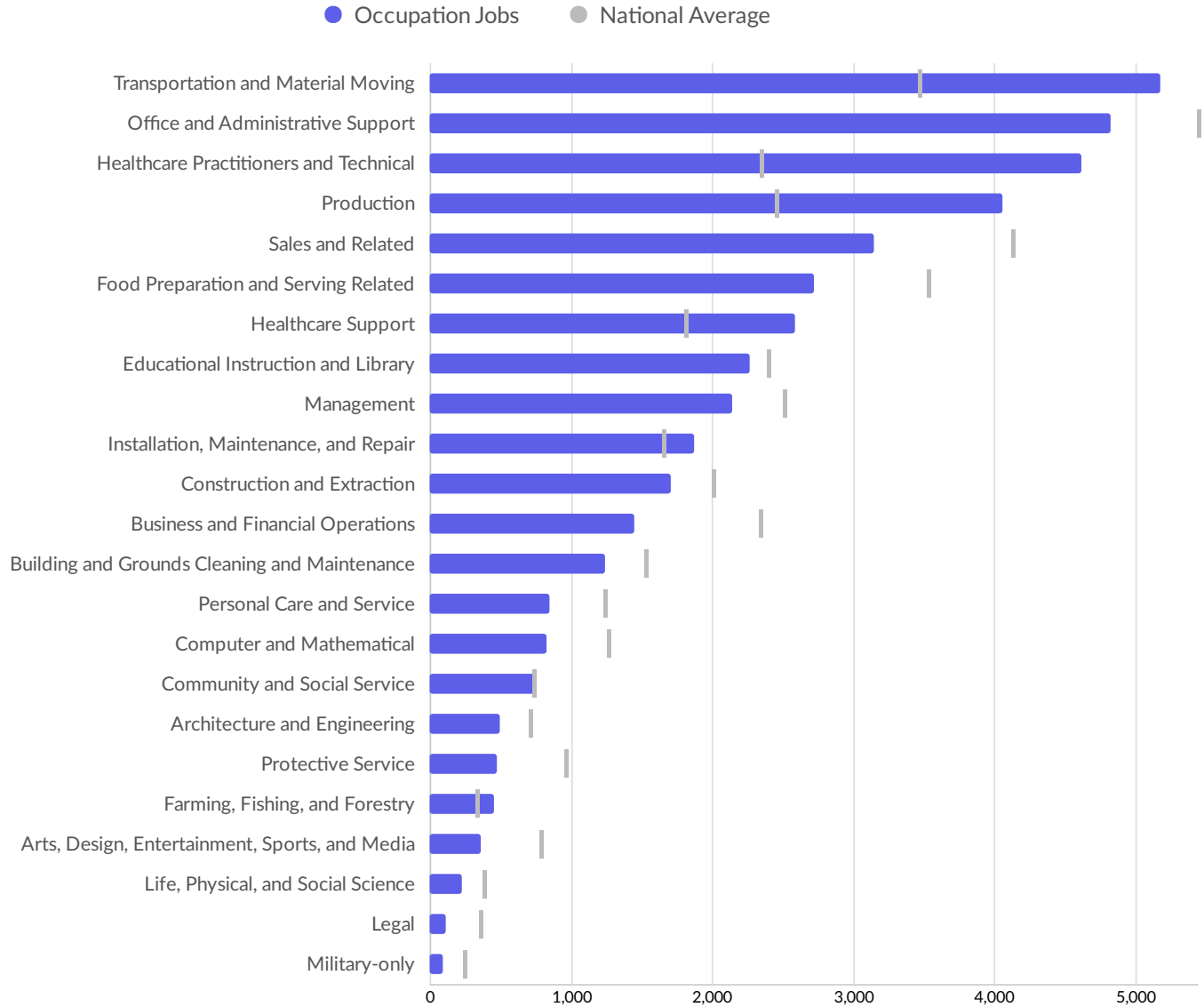




## Underemployment

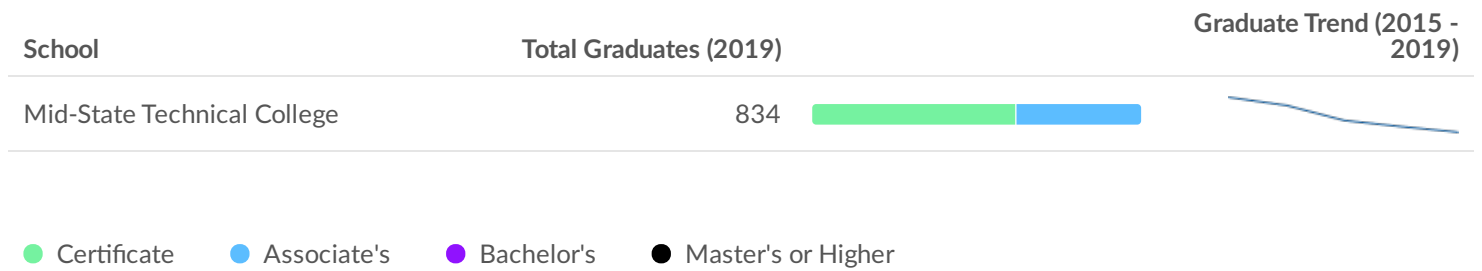


## Largest Occupations



## Educational Pipeline

In 2019, there were 834 graduates in Wood County, WI. This pipeline has shrunk by 18% over the last 5 years. The highest share of these graduates come from Nursing Assistant/Aide and Patient Care Assistant/Aide, Registered Nursing/Registered Nurse, and "Business Administration and Management, General".



# In-Demand Skills

