

Wood County, WI

North Central Wisconsin Regional Planning Commission



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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

72,831

Population (2020)

Population **decreased by 519** over the last 5 years and is projected to **decrease by 370** over the next 5 years.

42,037

Total Regional Employment

Jobs **grew by 1,393** over the last 5 years but are projected to **decrease by 117** over the next 5 years.

\$53.5K

Median Household Income (2018)

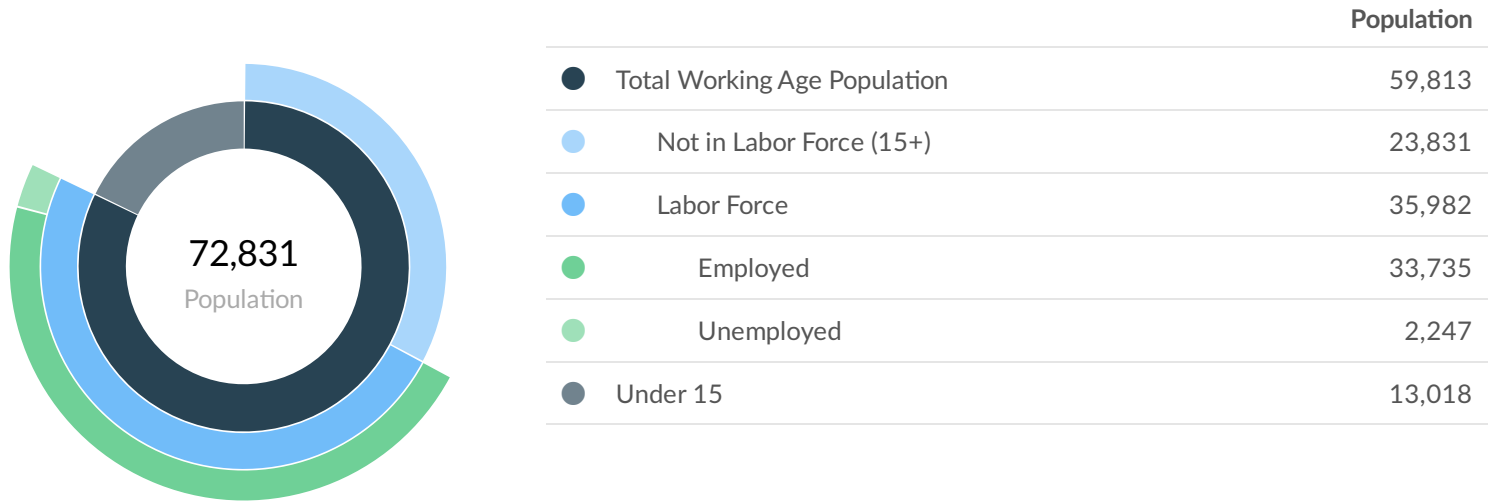
Median household income is **\$6.8K below** the national median household income of \$60.3K.

Takeaways

- As of 2020 the region's population **declined by 0.7%** since 2015, falling by 519. Population is expected to **decrease by 0.5%** between 2020 and 2025, losing 370.
- From 2015 to 2020, jobs **increased by 3.4%** in Wood County, WI from 40,644 to **42,037**. This change **fell short of the national growth rate of 6.2% by 2.8%**. As the number of jobs increased, the **labor force participation rate increased from 56.6% to 60.2% between 2015 and 2020**.
- Concerning educational attainment, **13.3% of Wood County, WI residents possess a Bachelor's Degree** (5.8% below the national average), and **12.0% hold an Associate's Degree** (3.8% above the national average).
- The top three industries in 2020 are Outpatient Care Centers, General Freight Trucking, and Local Government, Excluding Education and Hospitals.

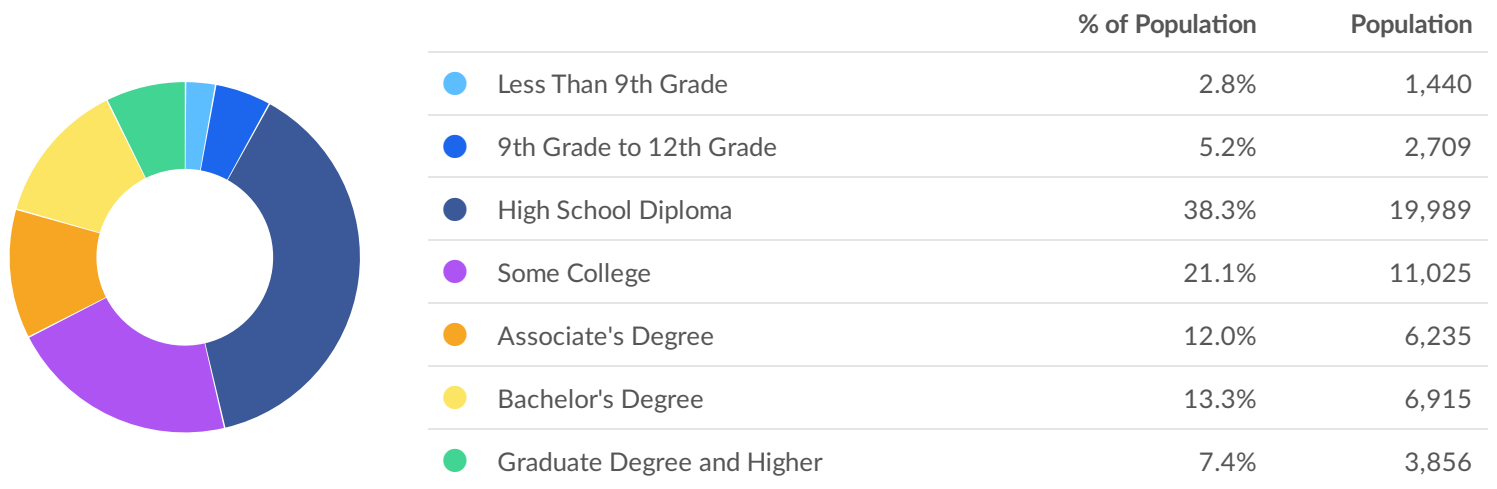
| | Population (2020) | Labor Force (2020) | Jobs (2020) | Cost of Living | GRP | Imports | Exports |
|--------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 72,831 | 35,982 | 42,037 | 99.1 | \$4.20B | \$5.38B | \$5.51B |
| NCWRPC | 440,000 | 225,585 | 227,348 | 99.4 | \$22.76B | \$29.92B | \$28.79B |
| State | 5,838,034 | 3,062,770 | 3,184,256 | 100.0 | \$339.97B | \$308.33B | \$336.99B |

2020 Labor Force Breakdown



Educational Attainment

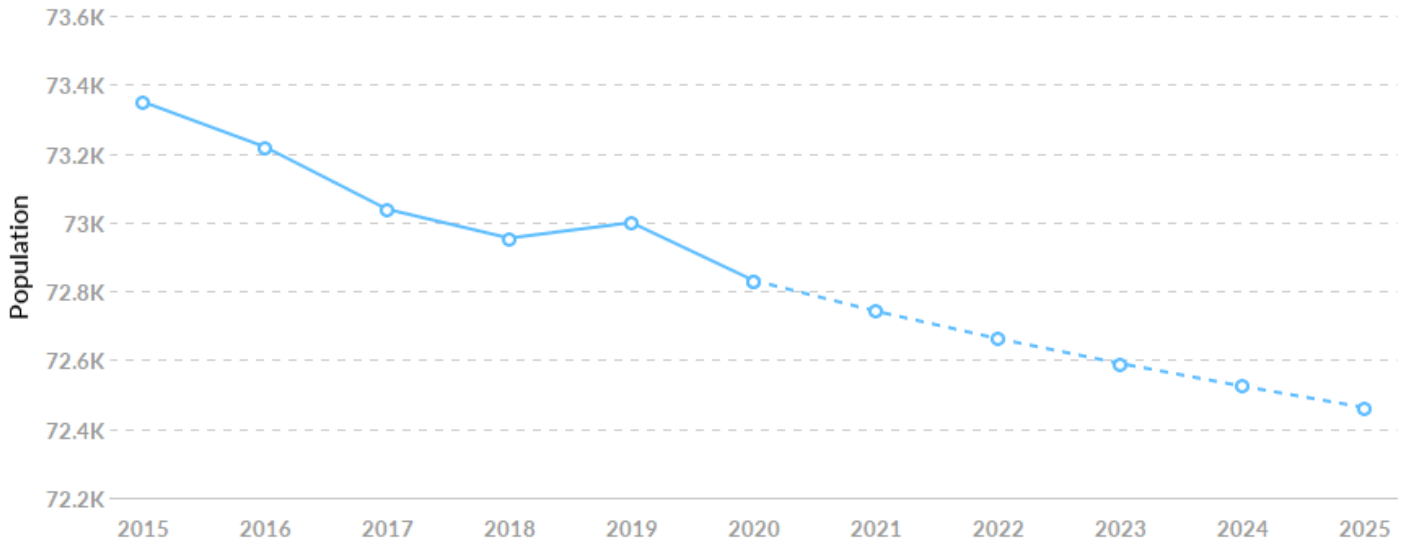
Concerning educational attainment, **13.3% of Wood County, WI residents possess a Bachelor's Degree** (5.8% below the national average), and **12.0% hold an Associate's Degree** (3.8% above the national average).



Historic & Projected Trends

Population Trends

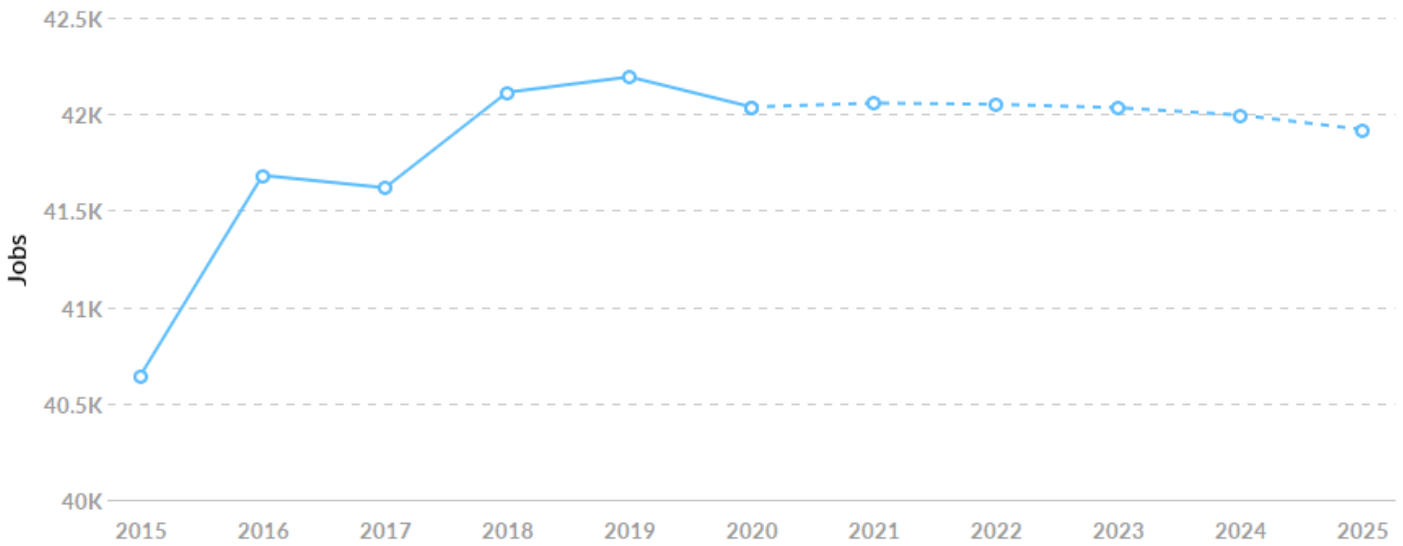
As of 2020 the region's population **declined by 0.7%** since 2015, falling by 519. Population is expected to **decrease by 0.5%** between 2020 and 2025, losing 370.



| Timeframe | Population |
|-----------|------------|
| 2015 | 73,350 |
| 2016 | 73,219 |
| 2017 | 73,038 |
| 2018 | 72,954 |
| 2019 | 72,999 |
| 2020 | 72,831 |
| 2021 | 72,742 |
| 2022 | 72,662 |
| 2023 | 72,590 |
| 2024 | 72,524 |
| 2025 | 72,462 |

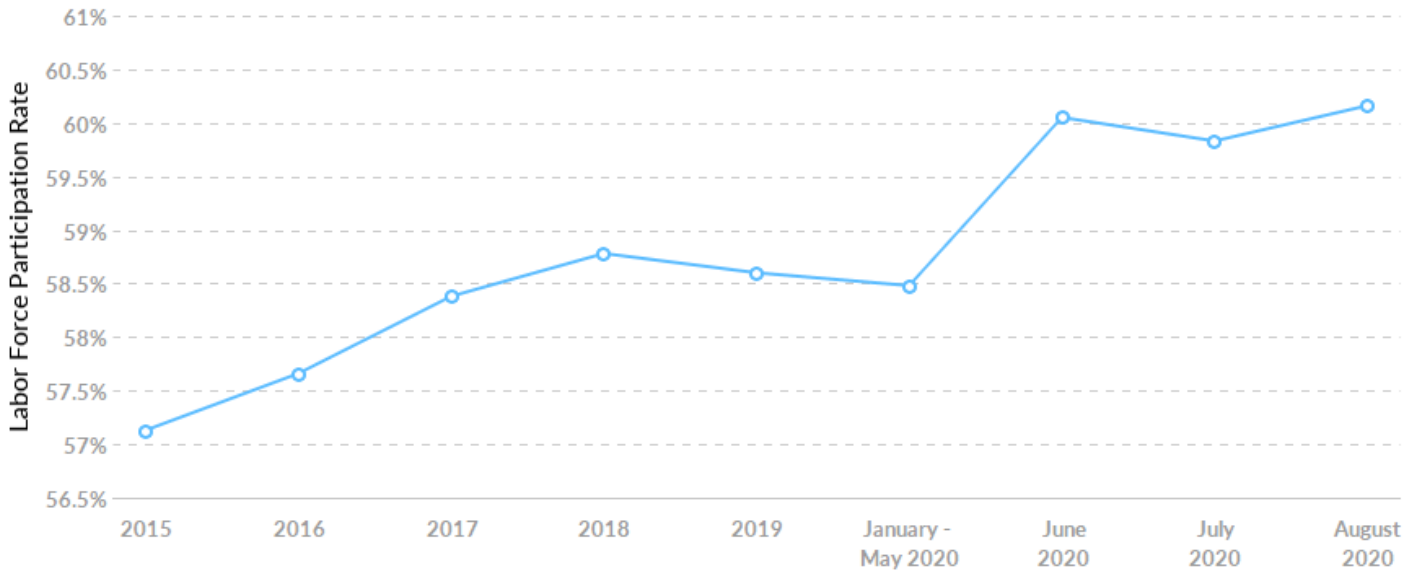
Job Trends

From 2015 to 2020, jobs increased by 3.4% in Wood County, WI from 40,644 to 42,037. This change fell short of the national growth rate of 6.2% by 2.8%.



| Timeframe | Jobs |
|-----------|--------|
| 2015 | 40,644 |
| 2016 | 41,682 |
| 2017 | 41,618 |
| 2018 | 42,113 |
| 2019 | 42,193 |
| 2020 | 42,037 |
| 2021 | 42,057 |
| 2022 | 42,051 |
| 2023 | 42,033 |
| 2024 | 41,995 |
| 2025 | 41,920 |

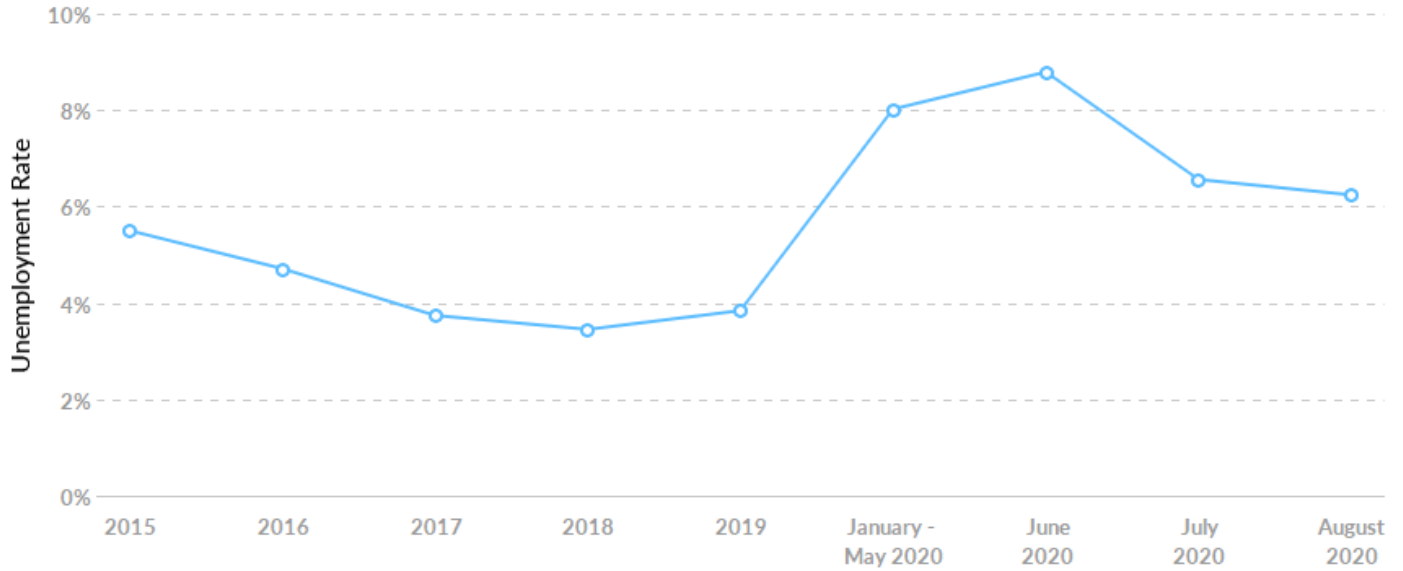
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|--------------------|--------------------------------|
| 2015 | 57.13% |
| 2016 | 57.66% |
| 2017 | 58.38% |
| 2018 | 58.78% |
| 2019 | 58.60% |
| January - May 2020 | 58.48% |
| June 2020 | 60.05% |
| July 2020 | 59.83% |
| August 2020 | 60.16% |

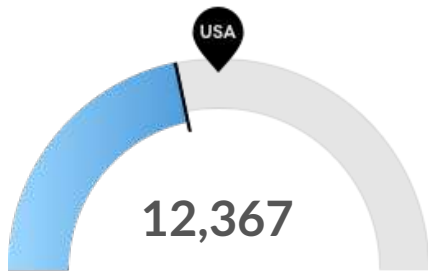
Unemployment Rate Trends

Wood County, WI had an August 2020 unemployment rate of 6.24%, **increasing from 5.50% 5 years before.**



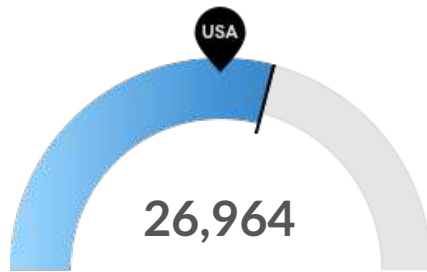
| Timeframe | Unemployment Rate |
|--------------------|-------------------|
| 2015 | 5.50% |
| 2016 | 4.71% |
| 2017 | 3.74% |
| 2018 | 3.45% |
| 2019 | 3.84% |
| January - May 2020 | 8.02% |
| June 2020 | 8.79% |
| July 2020 | 6.56% |
| August 2020 | 6.24% |

Population Characteristics



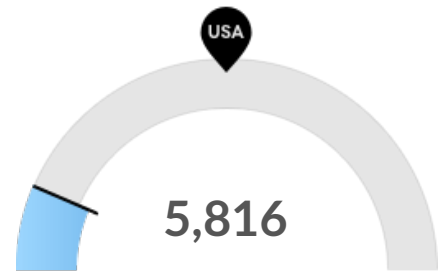
Millennials

Wood County, WI has 12,367 millennials (ages 25-39). The national average for an area this size is 15,051.



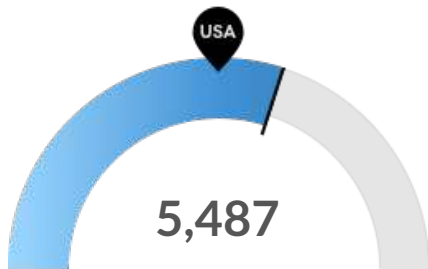
Retiring Soon

Retirement risk is high in Wood County, WI. The national average for an area this size is 21,463 people 55 or older, while there are 26,964 here.



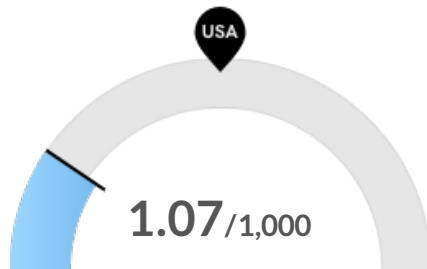
Racial Diversity

Racial diversity is low in Wood County, WI. The national average for an area this size is 29,118 racially diverse people, while there are 5,816 here.



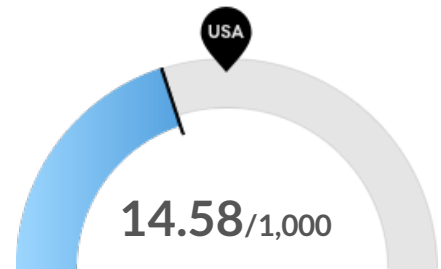
Veterans

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



Violent Crime

Wood County, WI has 1.07 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.

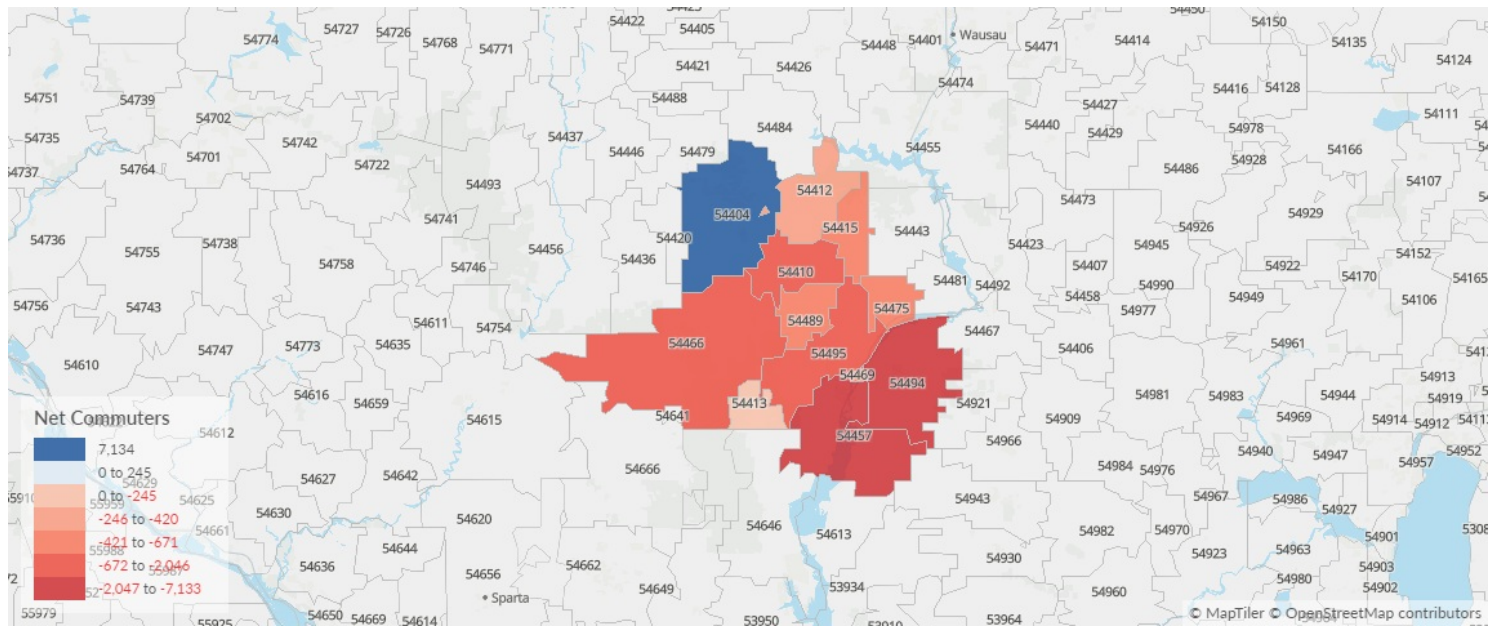


Property Crime

Wood County, WI has 14.58 property crimes per 1,000 people. The national rate is 19.79 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

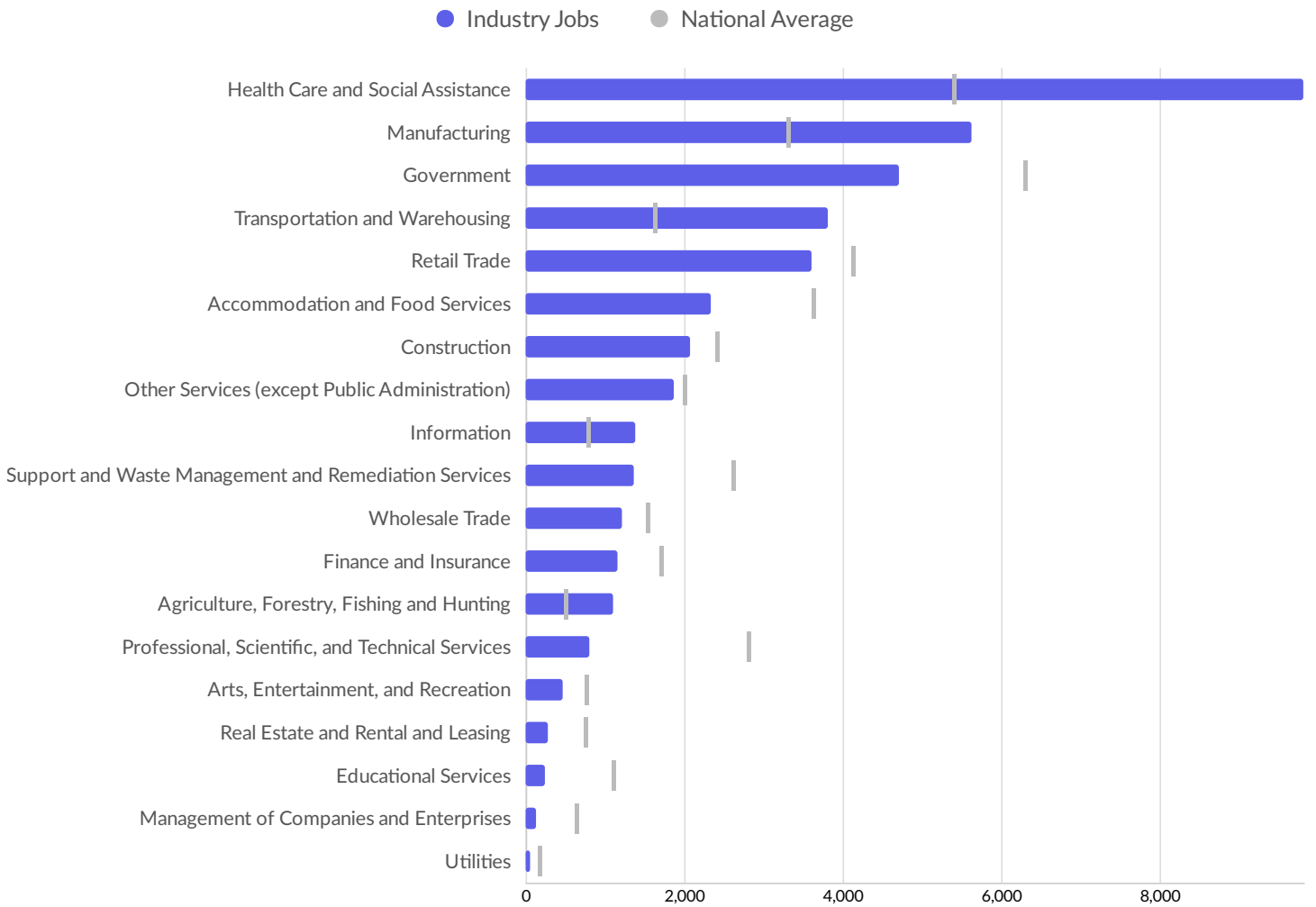
Where Talent Lives

| ZIP | Name | 2020 Employment |
|-------|----------------------------|-----------------|
| 54449 | Marshfield, WI (in Woo... | 21,003 |
| 54494 | Wisconsin Rapids, WI (i... | 11,169 |
| 54495 | Wisconsin Rapids, WI (i... | 3,725 |
| 54457 | Nekoosa, WI (in Wood c... | 1,851 |
| 54412 | Auburndale, WI (in Woo... | 781 |

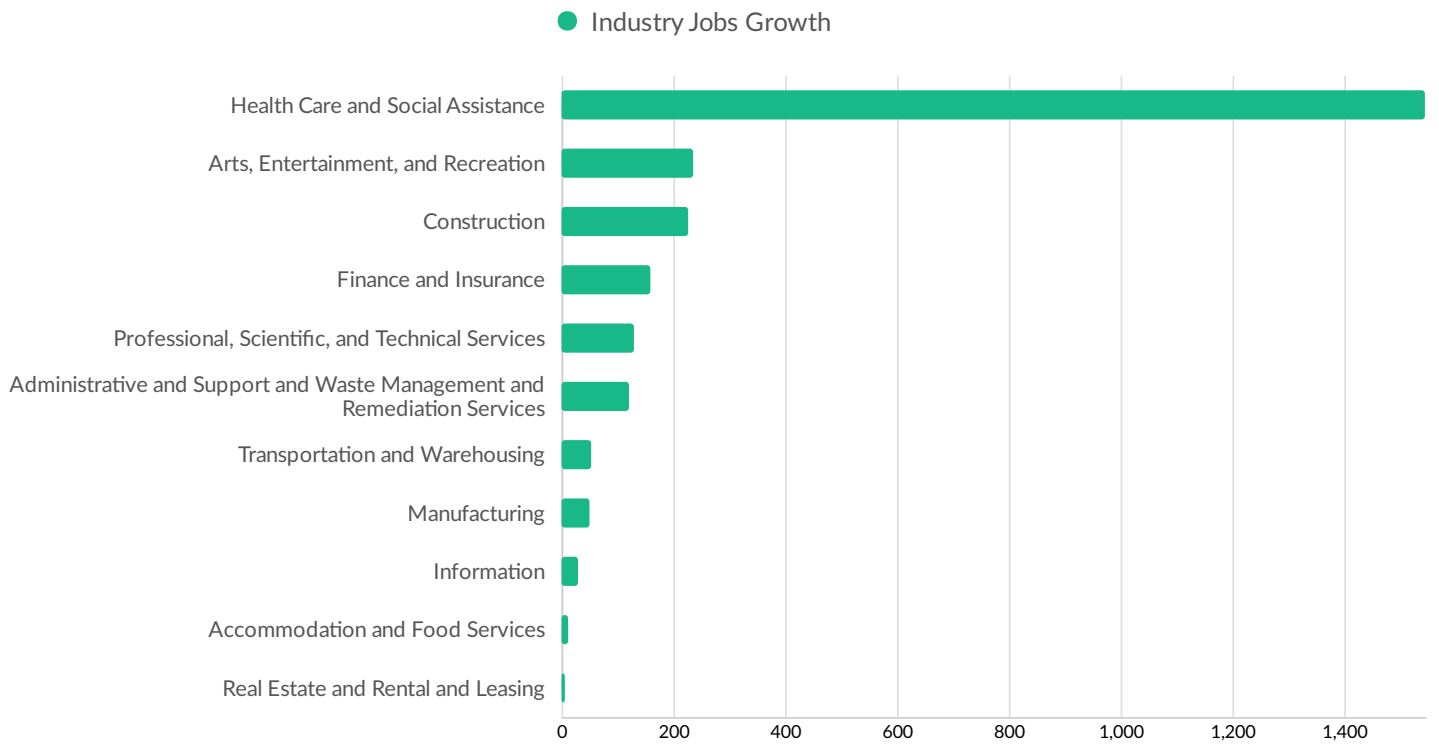
| ZIP | Name | 2020 Workers |
|-------|------------------------------|--------------|
| 54449 | Marshfield, WI (in Woo... | 13,869 |
| 54494 | Wisconsin Rapids, WI (i... | 13,216 |
| 54495 | Wisconsin Rapids, WI (i... | 4,397 |
| 54457 | Nekoosa, WI (in Wood c... | 4,077 |
| 54466 | Pittsville, WI (in Wood c... | 1,492 |

Industry Characteristics

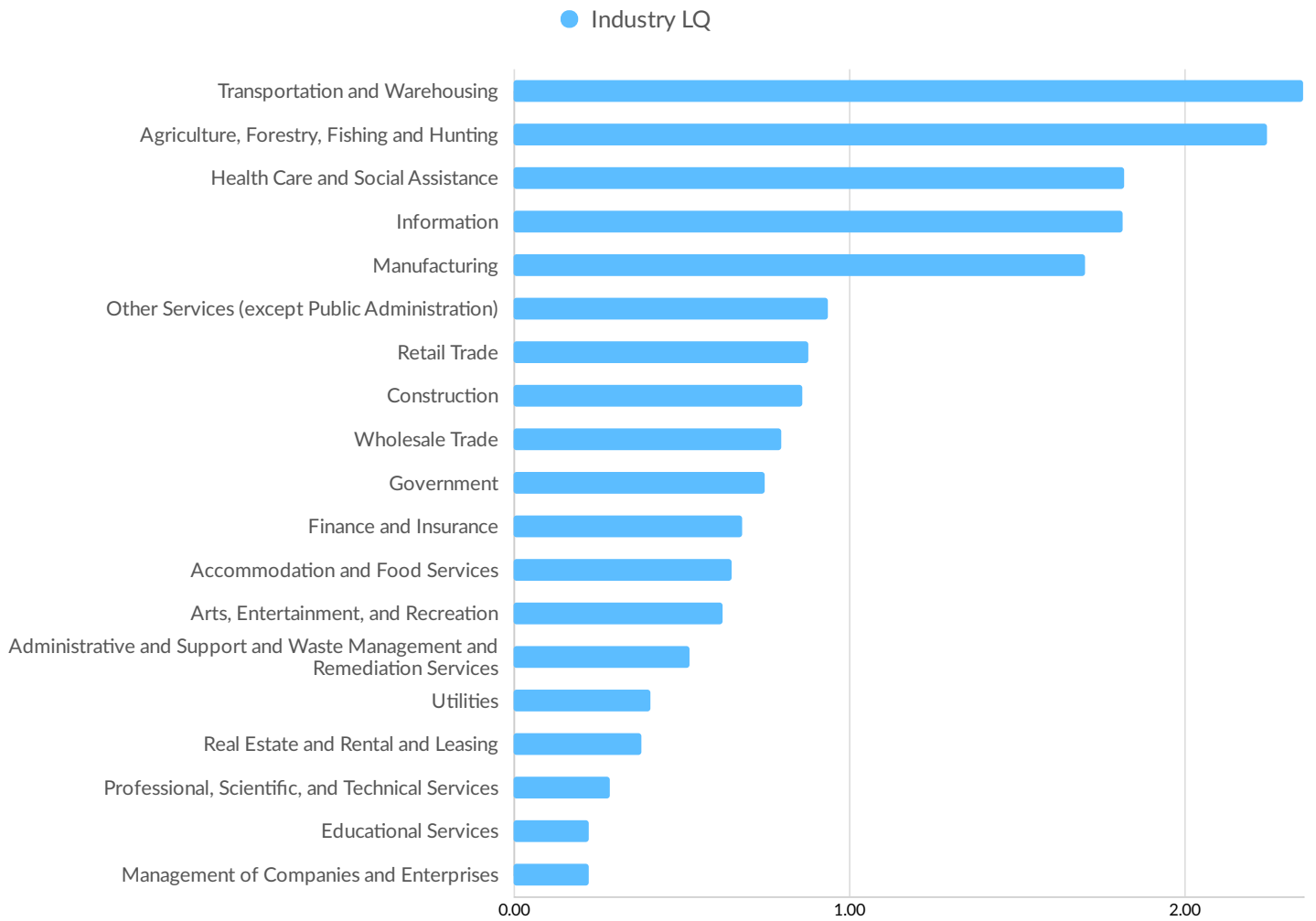
Largest Industries



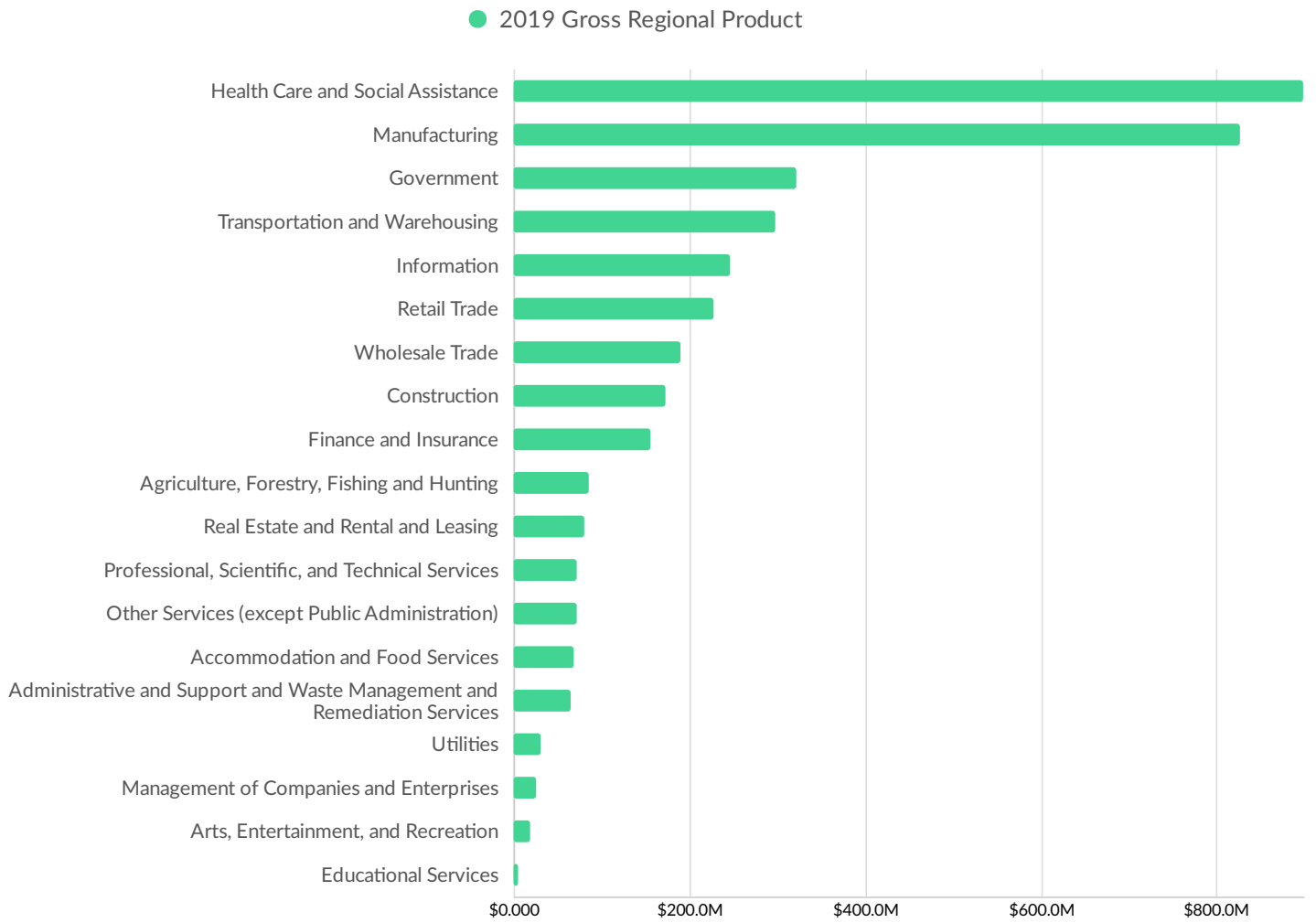
Top Growing Industries



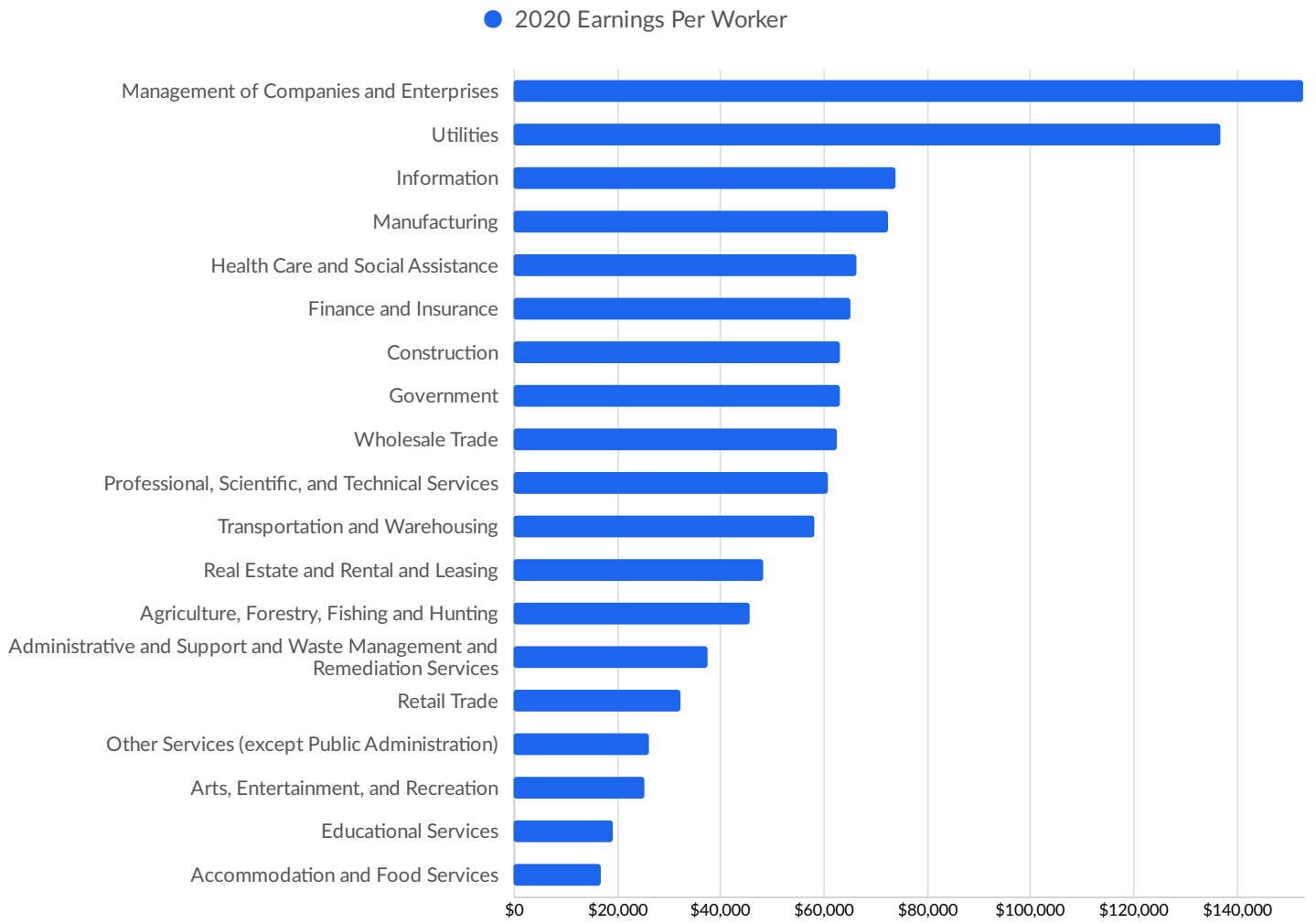
Top Industry LQ



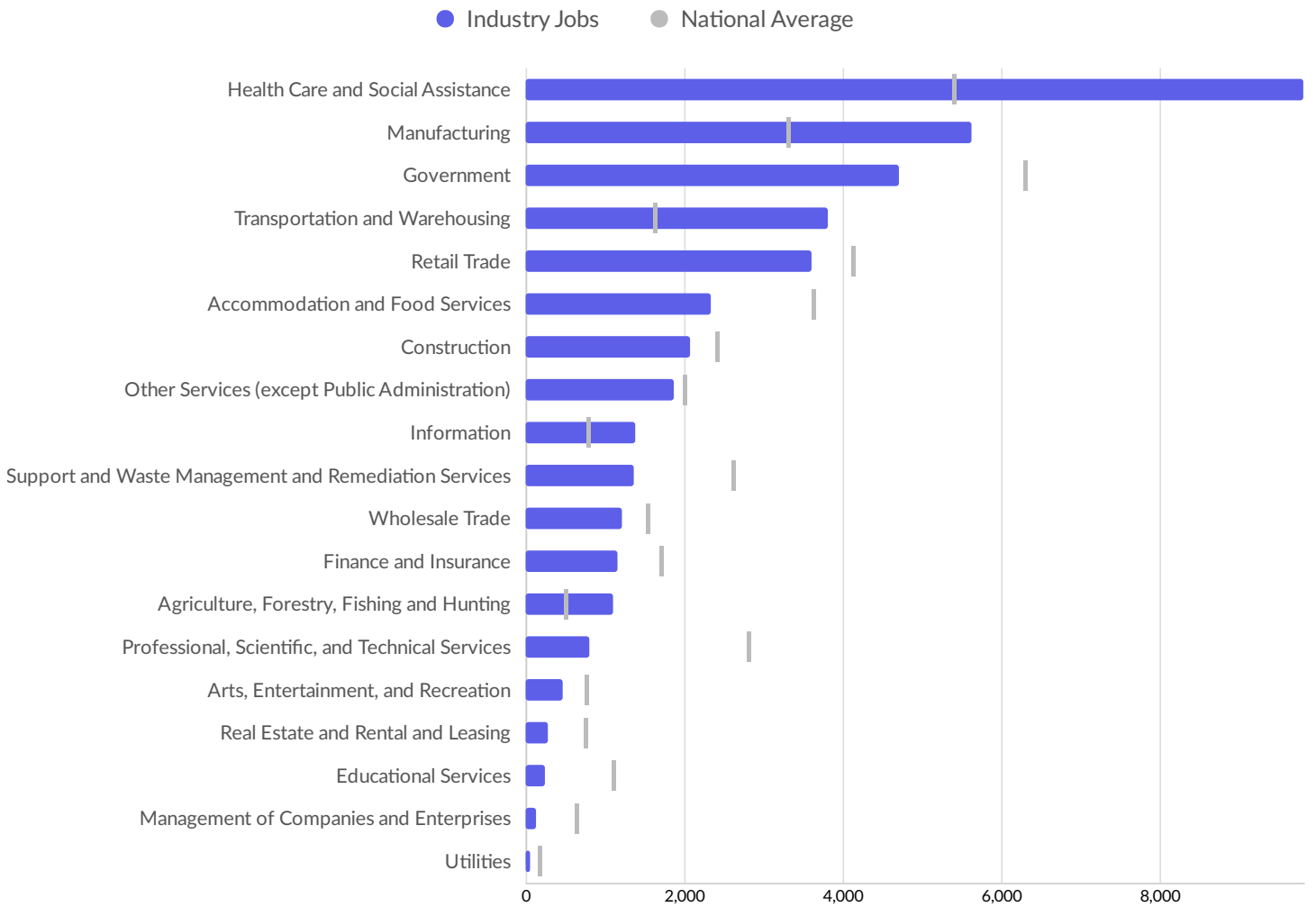
Top Industry GRP



Top Industry Earnings























Largest Industries



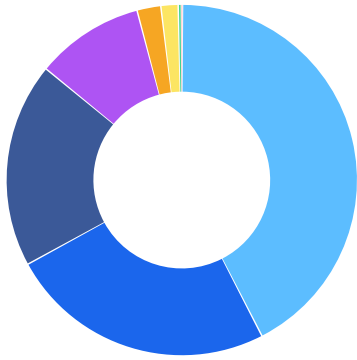
Business Characteristics

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, 1,559 companies in Wood County, WI posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|-----------------------------------|---|
| Marshfield Clinic | 830  | Marshfield Clinic | 1,772  |
| St Michaels Hospital Inc | 245  | Roehl Transport, Inc. | 620  |
| Ministry Health Care, Inc. | 178  | CompHealth, Inc. | 361  |
| Renaissance Learning, Inc. | 153  | Platinum Supplemental Insuranc... | 242  |
| Verso Corporation | 140  | Aspirus Wausau Hospital, Inc. | 233  |
| Wisconsin Rapids Public School... | 113  | State of Wisconsin | 164  |
| Mid-State Technical College (inc) | 112  | Marshfield, LLC | 136  |
| Security Health Plan of Wiscons... | 105  | Care.com, Inc. | 127  |
| Wal-Mart, Inc. | 104  | CRST International, Inc. | 113  |
| Figi's Companies, Inc. | 86  | Service First Staffing, Inc. | 109  |

Business Size

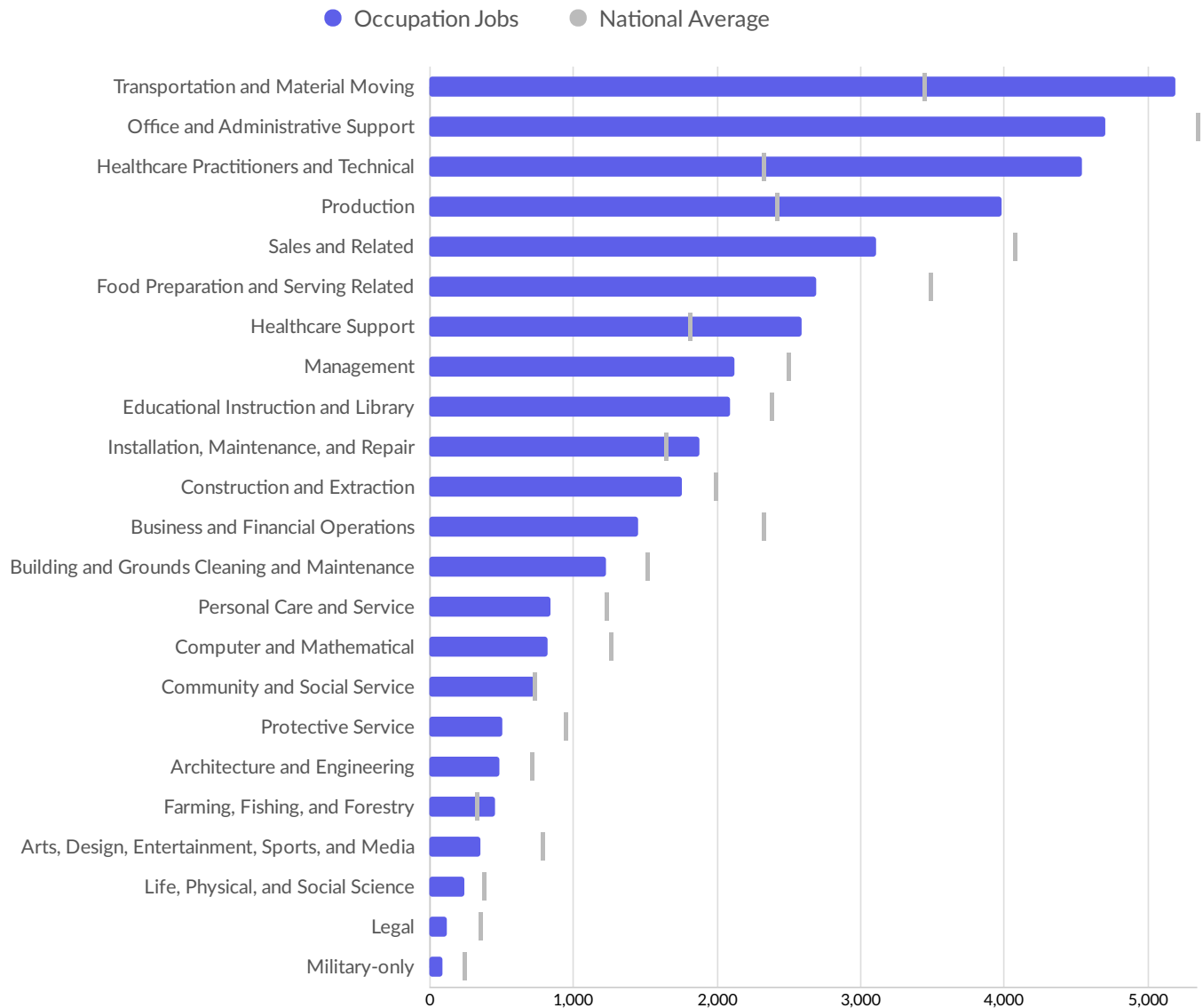


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 42.4% | 1,602 |
| 5 to 9 employees | 24.6% | 930 |
| 10 to 19 employees | 18.9% | 714 |
| 20 to 49 employees | 10.0% | 377 |
| 50 to 99 employees | 2.2% | 83 |
| 100 to 249 employees | 1.6% |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

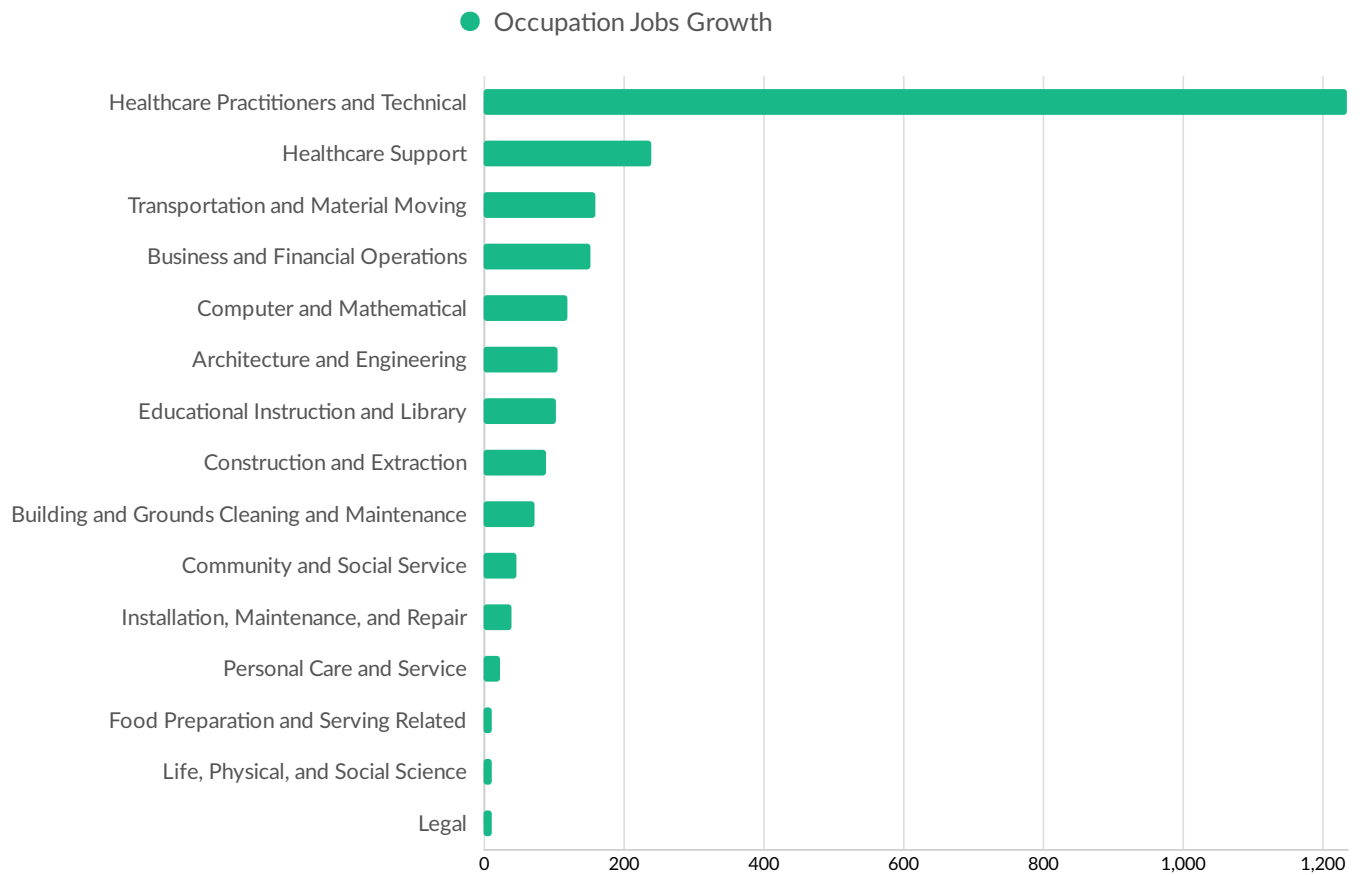
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

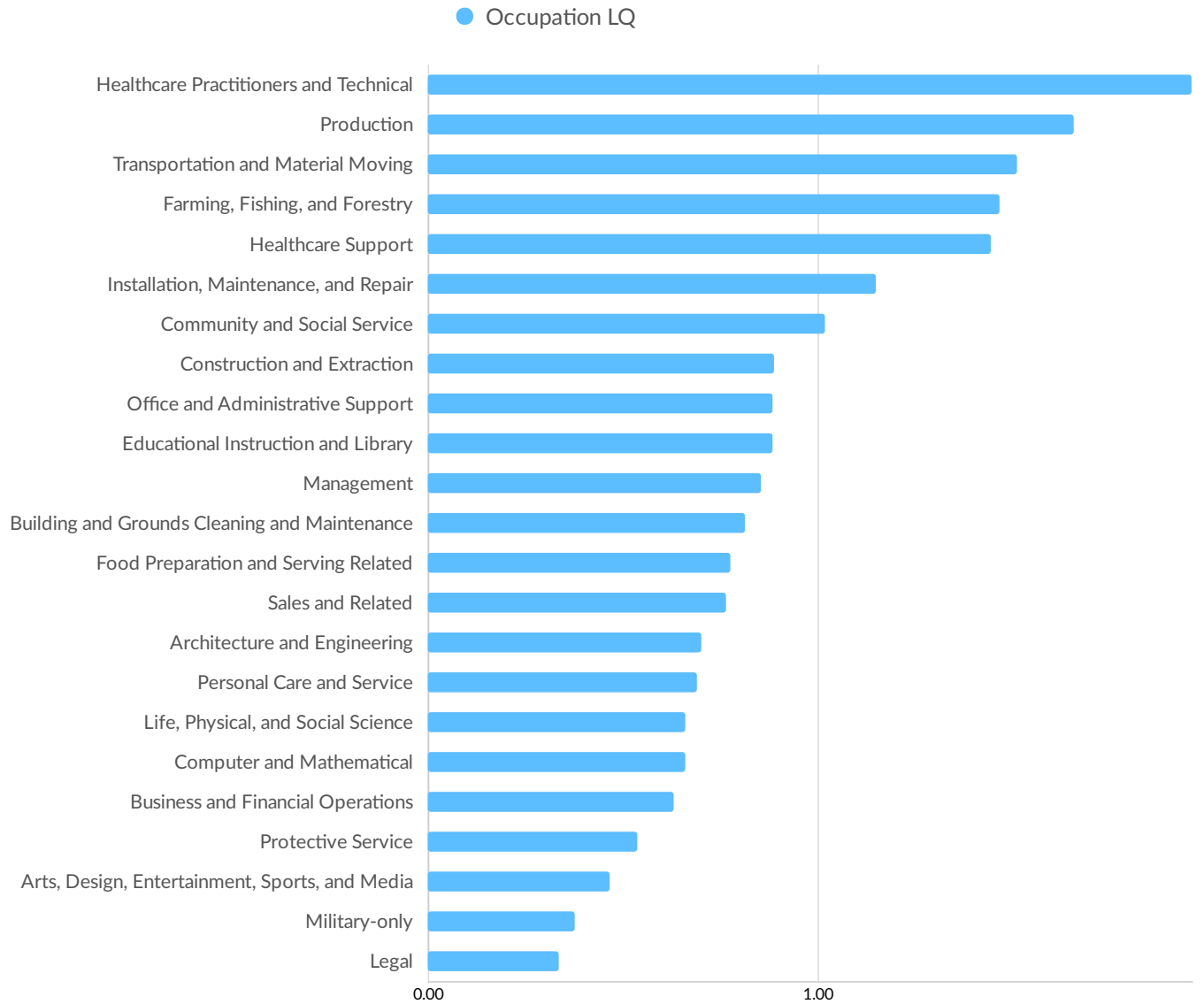
Largest Occupations



Top Growing Occupations



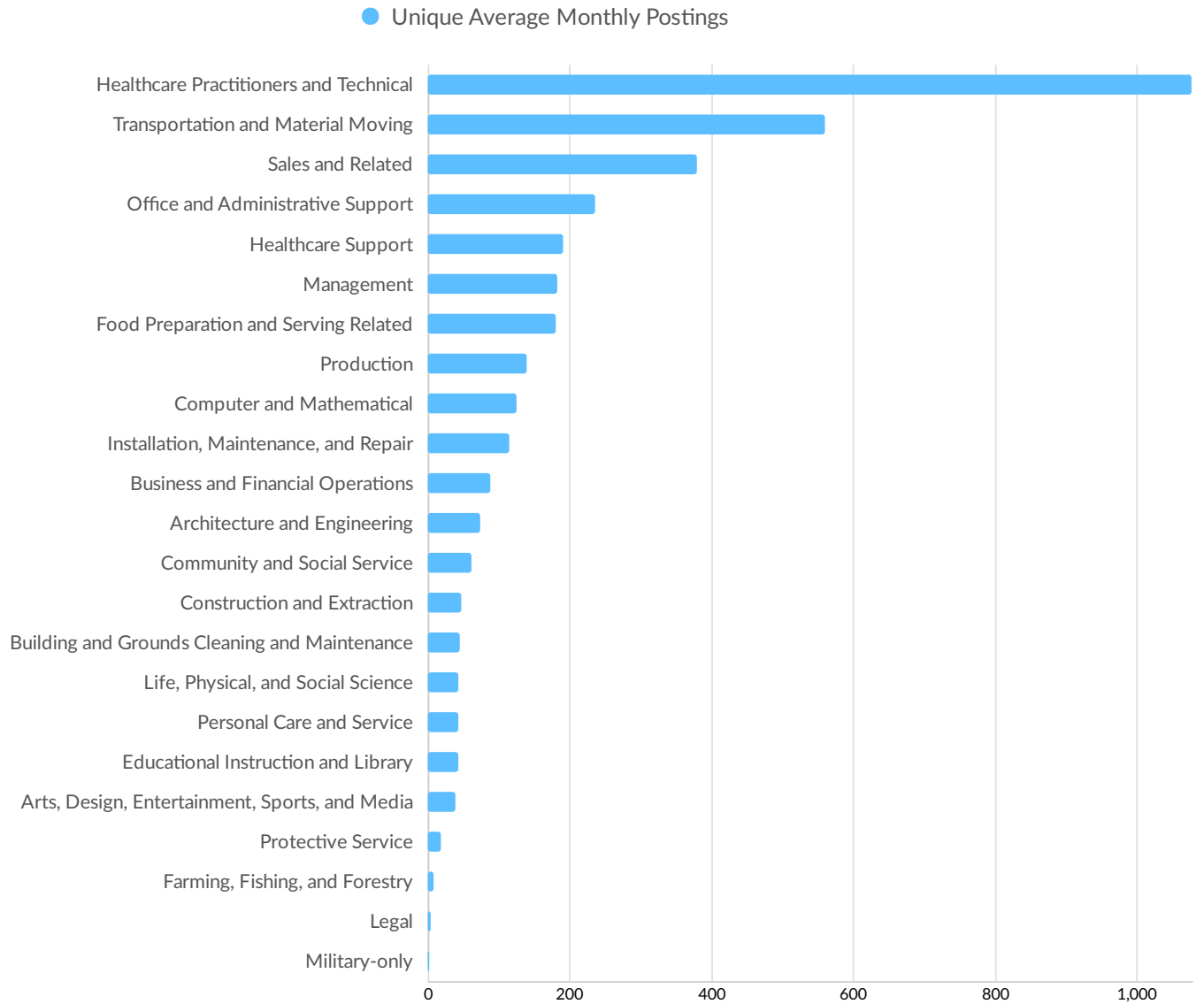
Top Occupation LQ



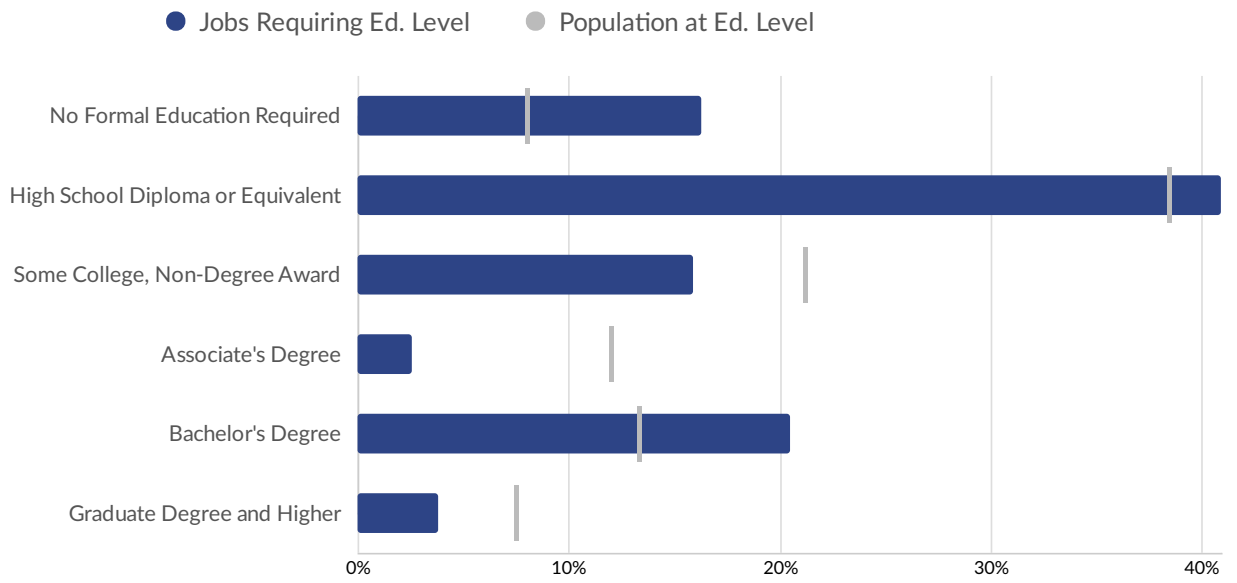
Top Occupation Earnings



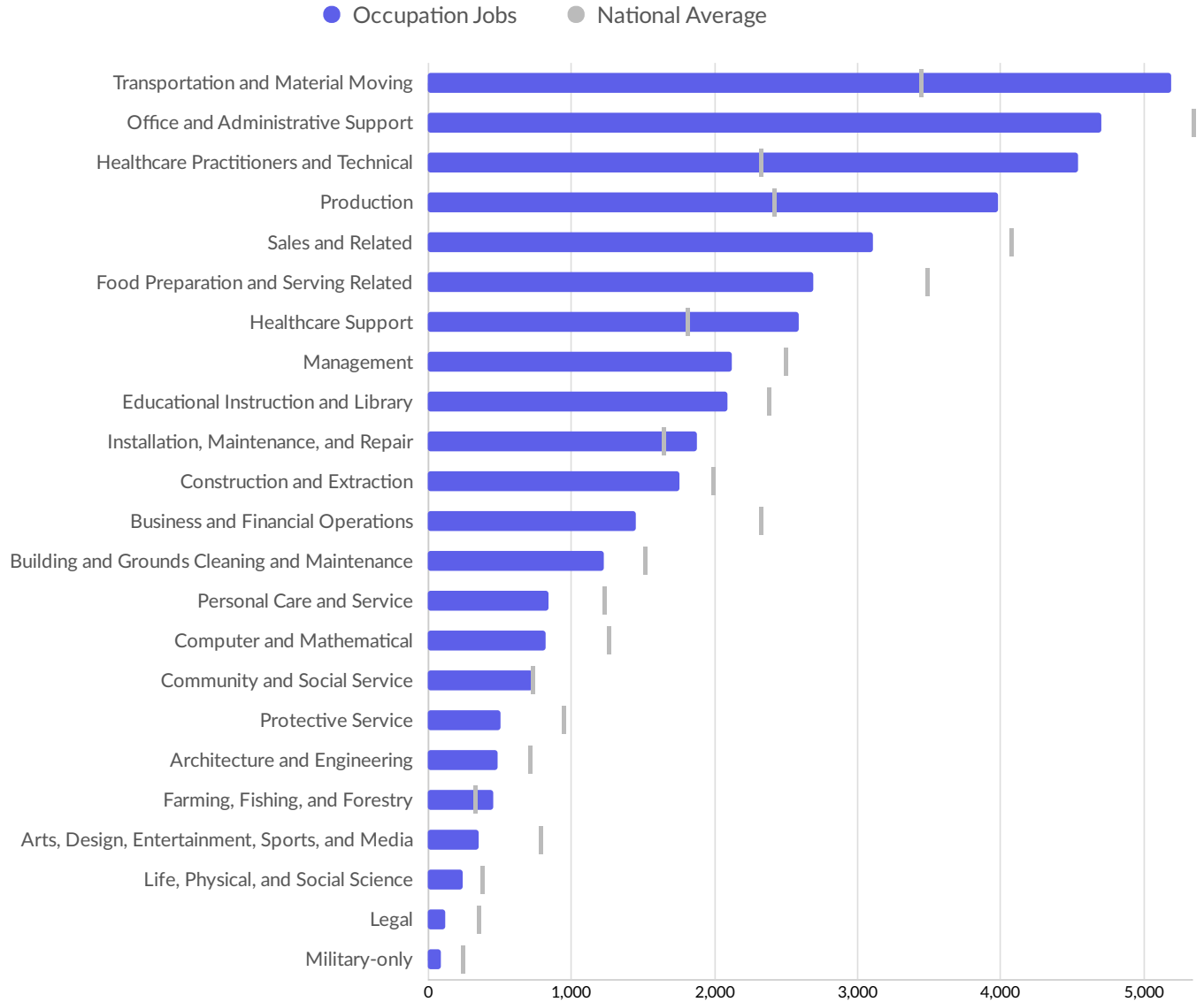
Top Posted Occupations



Underemployment

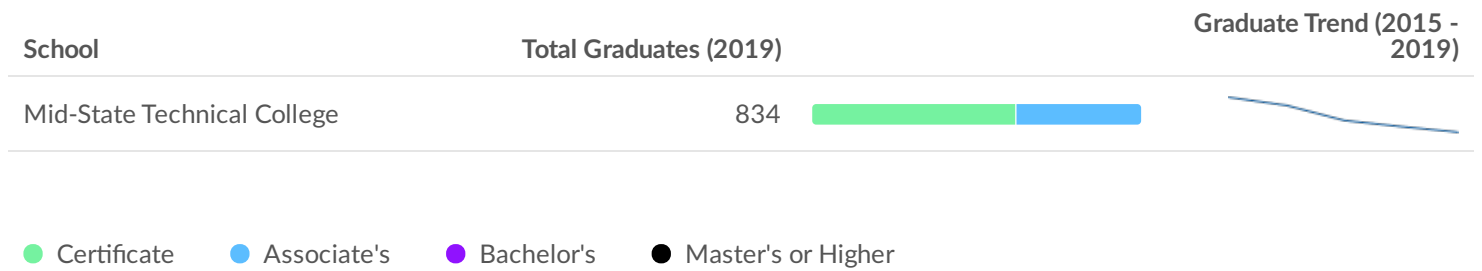


Largest Occupations



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

