

Wood County, WI

North Central Wisconsin Regional Planning Commission



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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

73,019

Population (2020)

Population **decreased by 331** over the last 5 years and is projected to **decrease by 303** over the next 5 years.

40,696

Total Regional Employment

Jobs **decreased by 242** over the last 5 years and are projected to **decrease by 540** over the next 5 years.

\$54.9K

Median Household Income (2019)

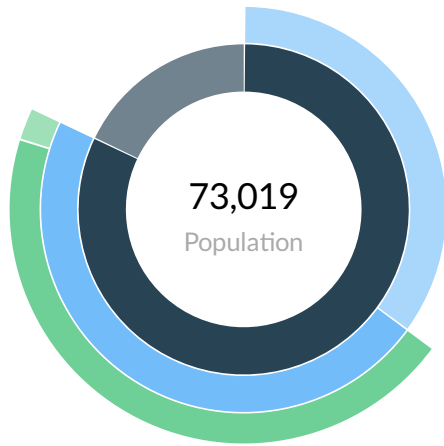
Median household income is **\$7.9K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **declined by 0.5%** since 2015, falling by 331. Population is expected to **decrease by 0.4%** between 2020 and 2025, losing 303.
- From 2015 to 2020, jobs **declined by 0.6%** in Wood County, WI from 40,938 to **40,696**. This change **fell short of the national growth rate of 1.3% by 1.9%**. As the number of jobs declined, the **labor force participation rate decreased from 57.5% to 57.3% between 2015 and 2020**.
- Concerning educational attainment, **13.7% of Wood County, WI residents possess a Bachelor's Degree** (6.3% below the national average), and **12.6% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2020 are General Freight Trucking, Outpatient Care Centers, and Local Government, Excluding Education and Hospitals.

| | Population (2020) | Labor Force (2020) | Jobs (2020) | Cost of Living | GRP | Imports | Exports |
|-----------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 73,019 | 34,318 | 40,696 | 99.1 | \$3.97B | \$5.18B | \$5.07B |
| NCWRPC | 441,515 | 220,182 | 219,922 | 99.4 | \$21.89B | \$30.67B | \$28.81B |
| Wisconsin | 5,848,151 | 3,038,273 | 3,074,986 | 100.0 | \$331.57B | \$322.64B | \$342.03B |

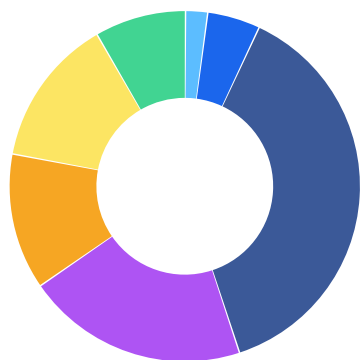
2020 Labor Force Breakdown



| | Population |
|--------------------------------|------------|
| ● Total Working Age Population | 59,890 |
| ● Not in Labor Force (15+) | 25,572 |
| ● Labor Force | 34,318 |
| ● Employed | 32,666 |
| ● Unemployed | 1,652 |
| ● Under 15 | 13,129 |

Educational Attainment

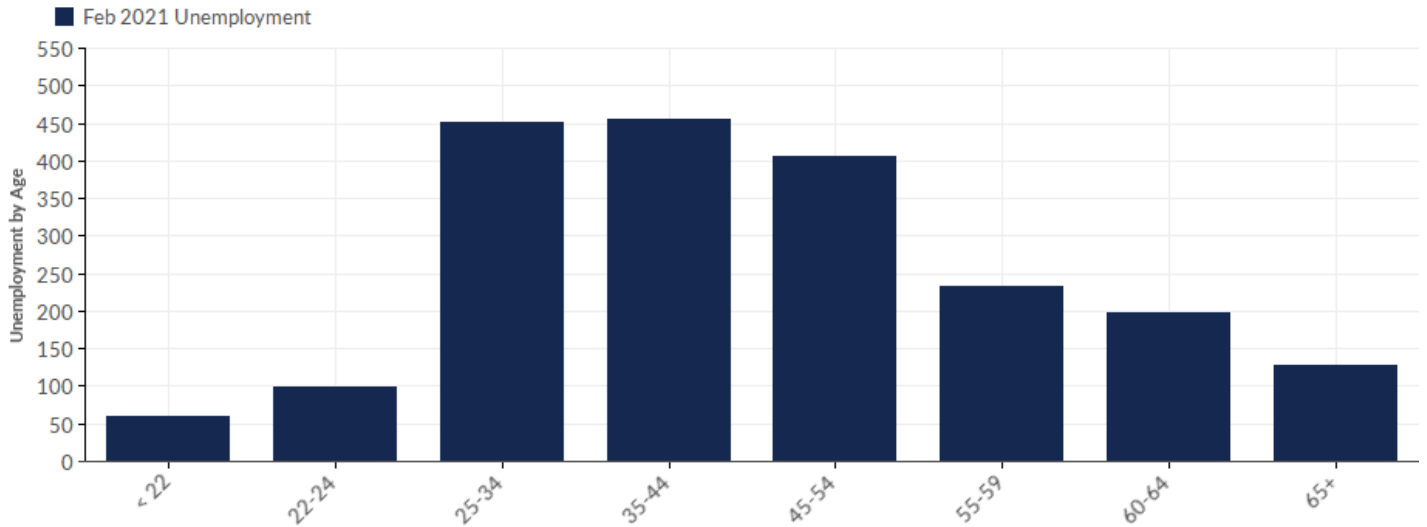
Concerning educational attainment, **13.7% of Wood County, WI residents possess a Bachelor's Degree** (6.3% below the national average), and **12.6% hold an Associate's Degree** (4.0% above the national average).



| | % of Population | Population |
|------------------------------|-----------------|------------|
| ● Less Than 9th Grade | 2.0% | 1,060 |
| ● 9th Grade to 12th Grade | 4.9% | 2,542 |
| ● High School Diploma | 38.0% | 19,815 |
| ● Some College | 20.5% | 10,675 |
| ● Associate's Degree | 12.6% | 6,555 |
| ● Bachelor's Degree | 13.7% | 7,150 |
| ● Graduate Degree and Higher | 8.4% | 4,392 |

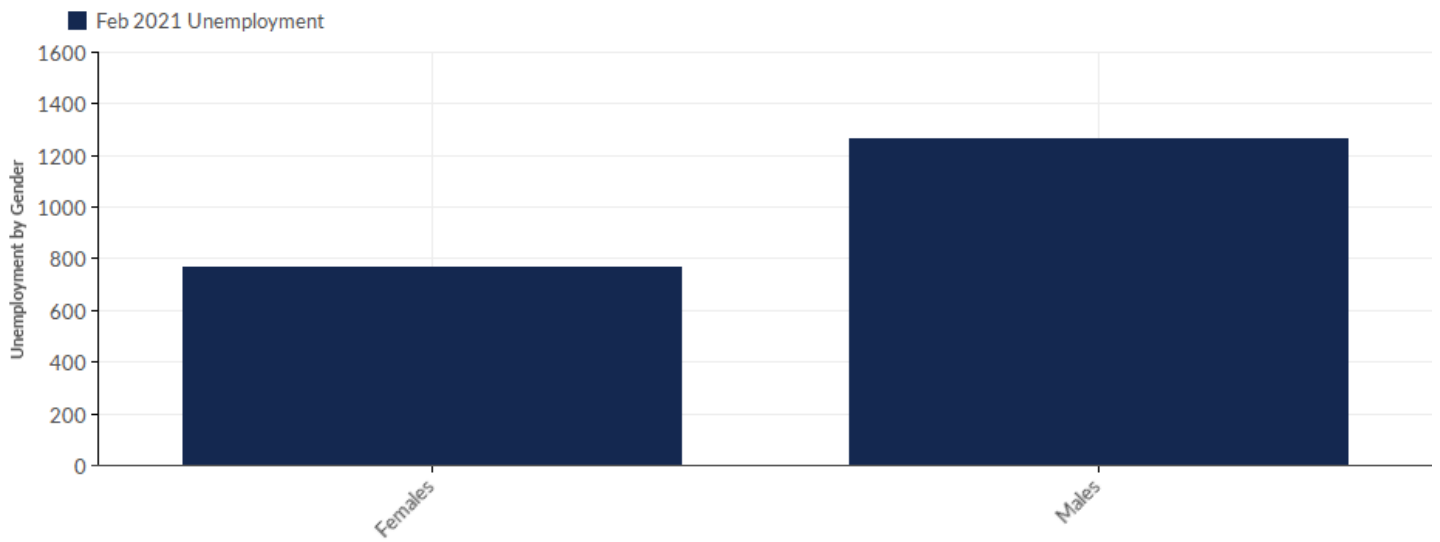
Unemployment by Demographics

Unemployment by Age



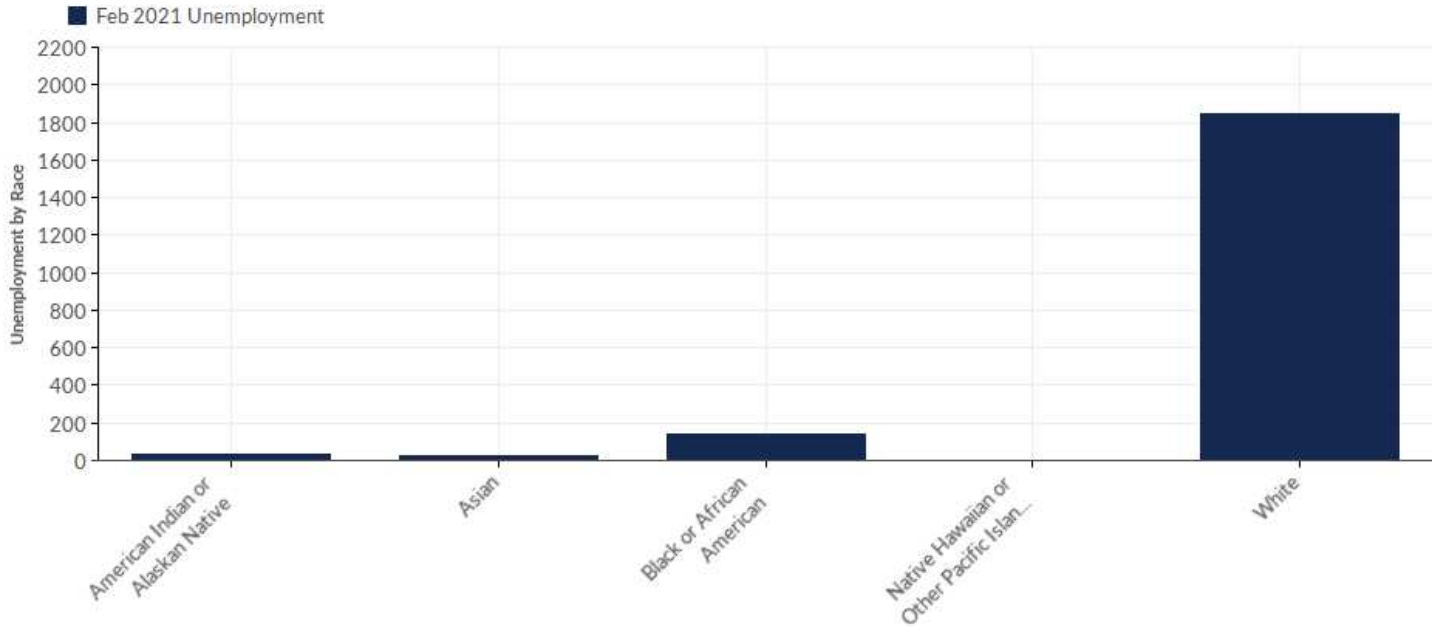
| Age | Unemployment (Feb 2021) | % of Age Cohort |
|--------------|-------------------------|-----------------|
| < 22 | 60 | 2.95% |
| 22-24 | 100 | 4.92% |
| 25-34 | 451 | 22.18% |
| 35-44 | 456 | 22.43% |
| 45-54 | 406 | 19.97% |
| 55-59 | 233 | 11.46% |
| 60-64 | 198 | 9.74% |
| 65+ | 128 | 6.30% |
| Total | 2,033 | 100.00% |

Unemployment by Gender



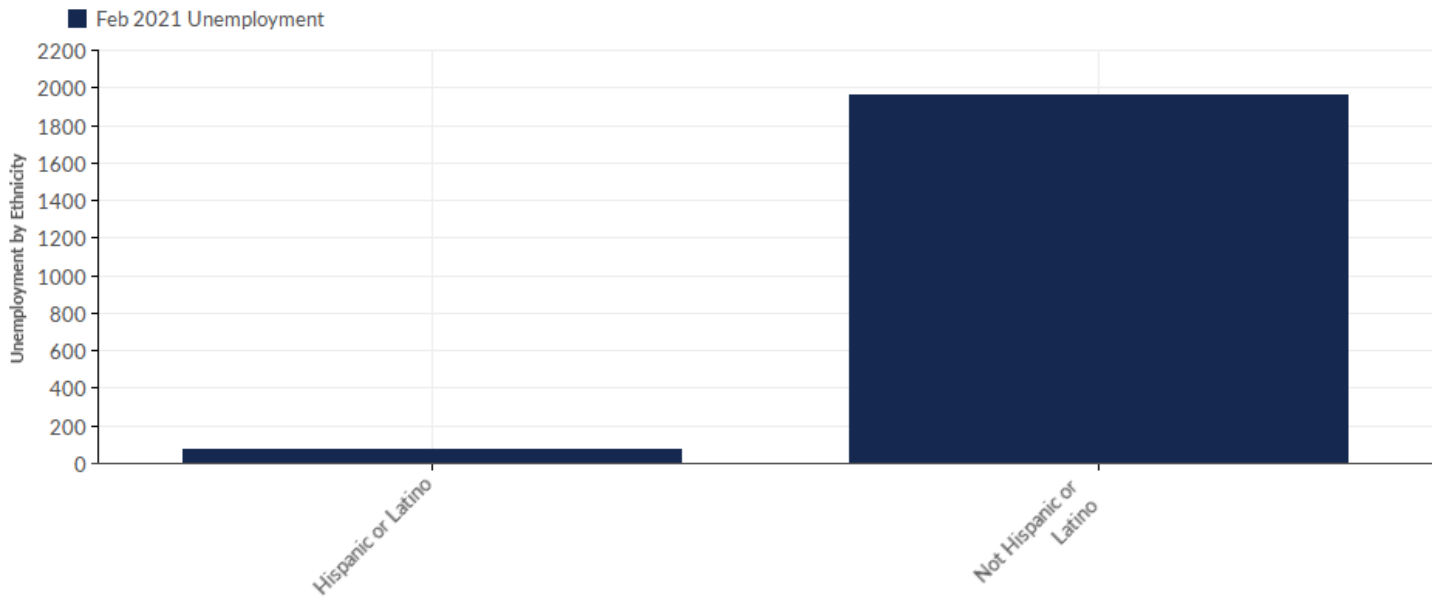
| Gender | Unemployment (Feb 2021) | % of Age Cohort |
|---------|-------------------------|-----------------|
| Females | 769 | 37.83% |
| Males | 1,264 | 62.17% |
| Total | 2,033 | 100.00% |

Unemployment by Race



| Race | Unemployment (Feb 2021) | % of Age Cohort |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 30 | 1.48% |
| Asian | 21 | 1.03% |
| Black or African American | 136 | 6.69% |
| Native Hawaiian or Other Pacific Islander | 2 | 0.10% |
| White | 1,844 | 90.70% |
| Total | 2,033 | 100.00% |

Unemployment by Ethnicity

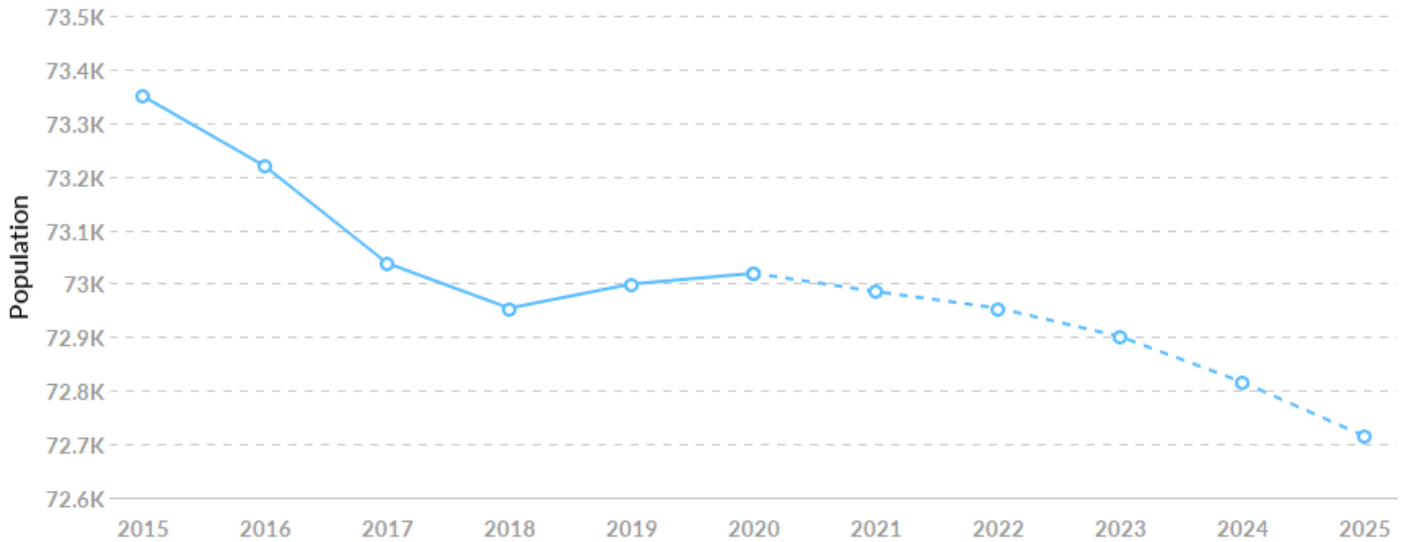


| Ethnicity | Unemployment (Feb 2021) | % of Age Cohort |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 70 | 3.44% |
| Not Hispanic or Latino | 1,963 | 96.56% |
| Total | 2,033 | 100.00% |

Historic & Projected Trends

Population Trends

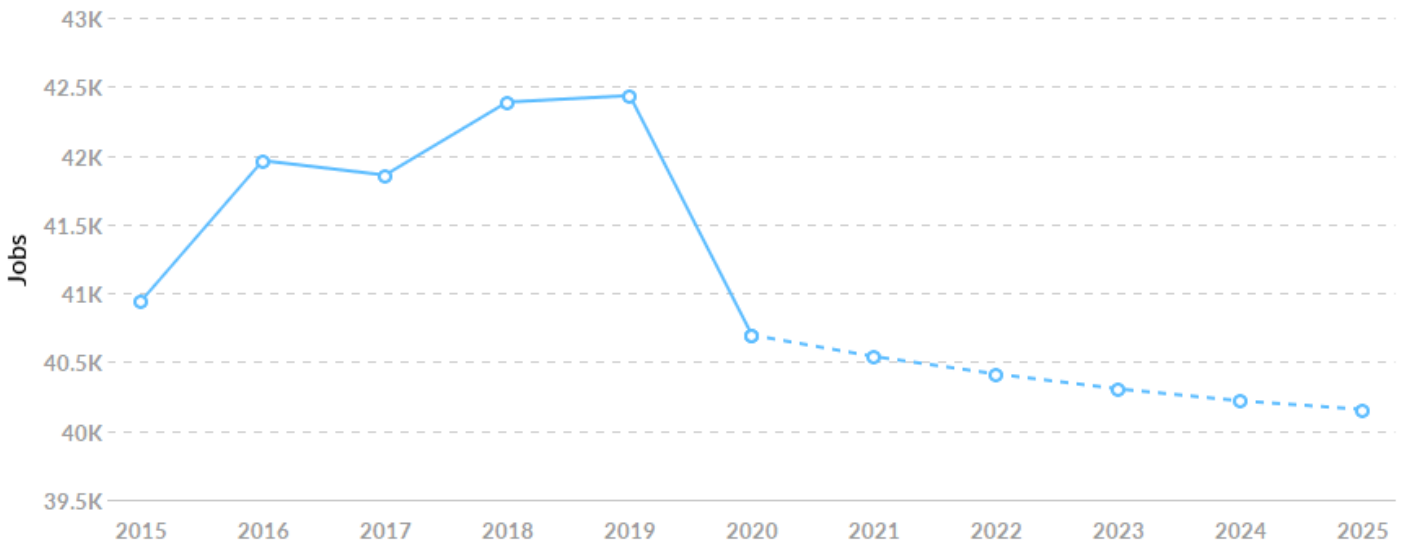
As of 2020 the region's population **declined by 0.5%** since 2015, falling by 331. Population is expected to **decrease by 0.4%** between 2020 and 2025, losing 303.



| Timeframe | Population |
|-----------|------------|
| 2015 | 73,350 |
| 2016 | 73,219 |
| 2017 | 73,038 |
| 2018 | 72,954 |
| 2019 | 72,999 |
| 2020 | 73,019 |
| 2021 | 72,985 |
| 2022 | 72,954 |
| 2023 | 72,901 |
| 2024 | 72,816 |
| 2025 | 72,715 |

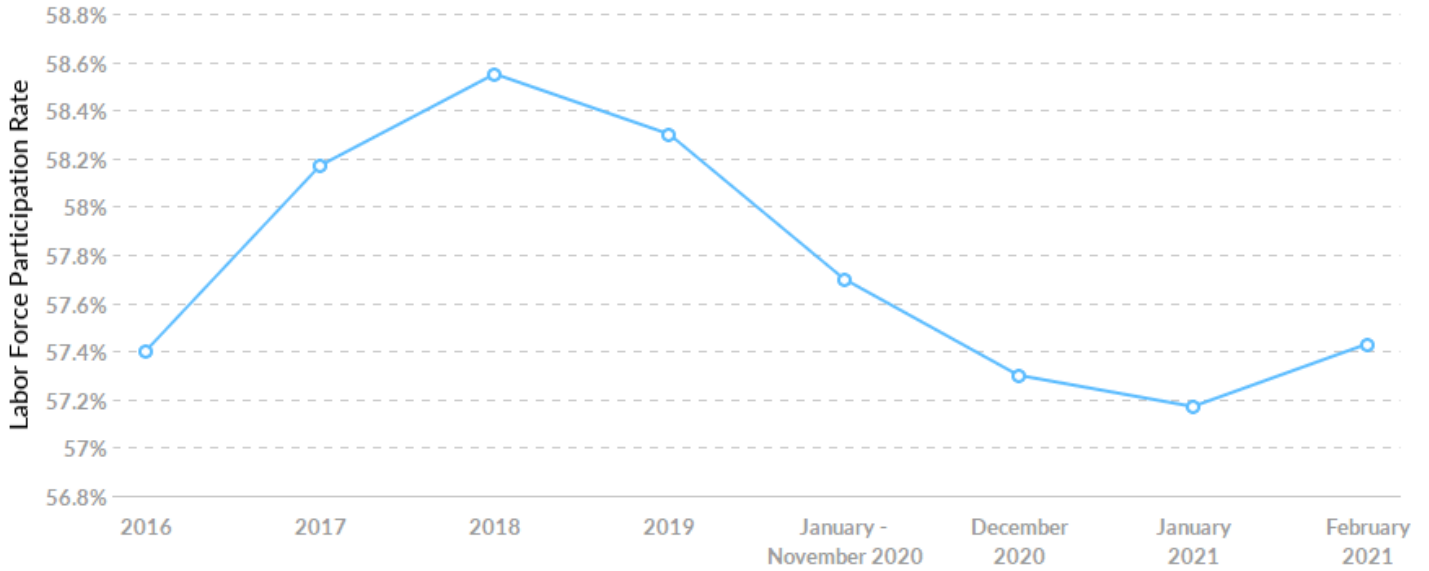
Job Trends

From 2015 to 2020, jobs declined by 0.6% in Wood County, WI from 40,938 to 40,696. This change fell short of the national growth rate of 1.3% by 1.9%.



| Timeframe | Jobs |
|-----------|--------|
| 2015 | 40,938 |
| 2016 | 41,962 |
| 2017 | 41,857 |
| 2018 | 42,387 |
| 2019 | 42,434 |
| 2020 | 40,696 |
| 2021 | 40,540 |
| 2022 | 40,413 |
| 2023 | 40,305 |
| 2024 | 40,218 |
| 2025 | 40,156 |

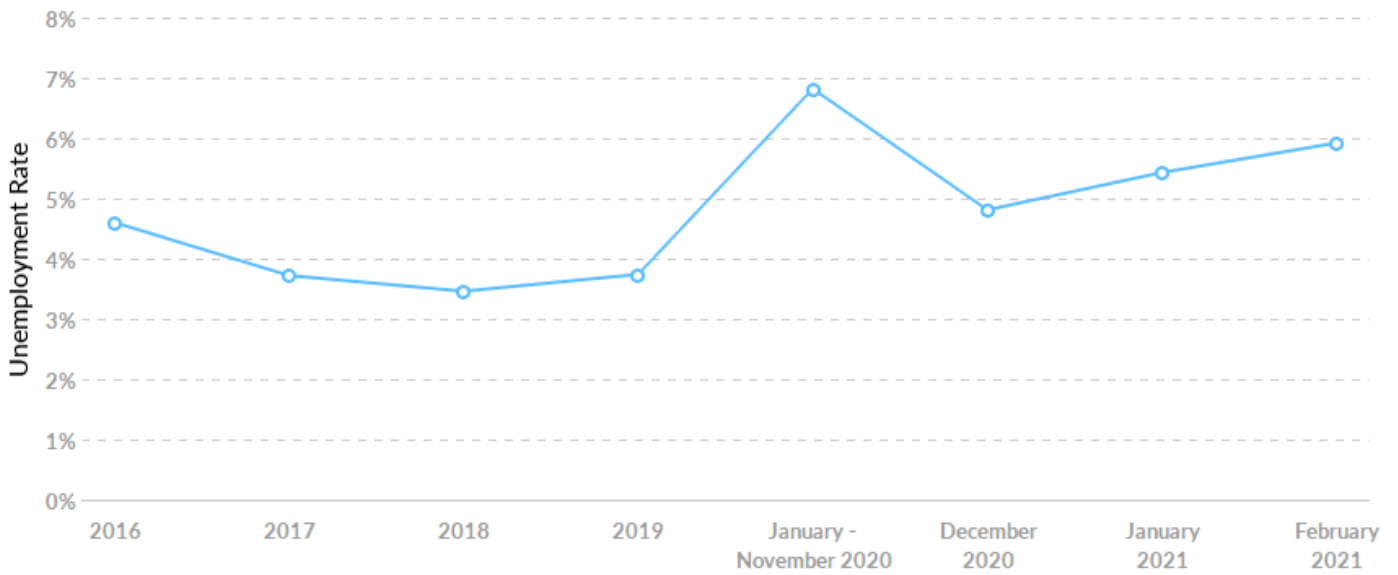
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|-------------------------|--------------------------------|
| 2016 | 57.40% |
| 2017 | 58.17% |
| 2018 | 58.55% |
| 2019 | 58.30% |
| January - November 2020 | 57.70% |
| December 2020 | 57.30% |
| January 2021 | 57.17% |
| February 2021 | 57.43% |

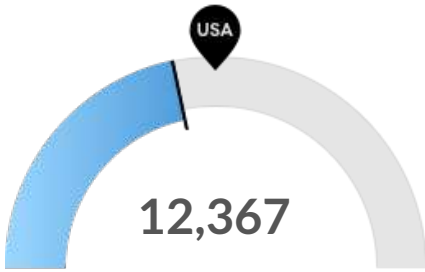
Unemployment Rate Trends

Wood County, WI had a February 2021 unemployment rate of 5.92%, **increasing from 4.60%** 5 years before.



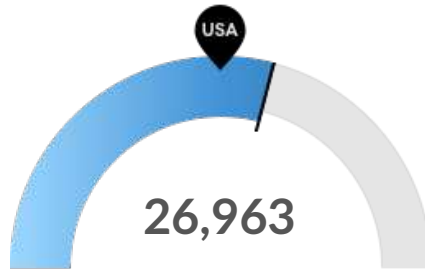
| Timeframe | Unemployment Rate |
|-------------------------|-------------------|
| 2016 | 4.60% |
| 2017 | 3.72% |
| 2018 | 3.46% |
| 2019 | 3.74% |
| January - November 2020 | 6.82% |
| December 2020 | 4.81% |
| January 2021 | 5.43% |
| February 2021 | 5.92% |

Population Characteristics



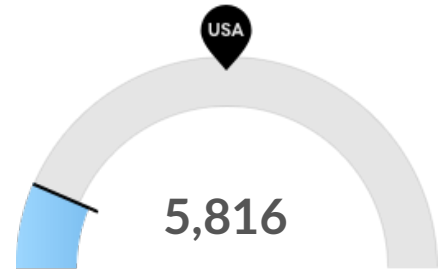
Millennials

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



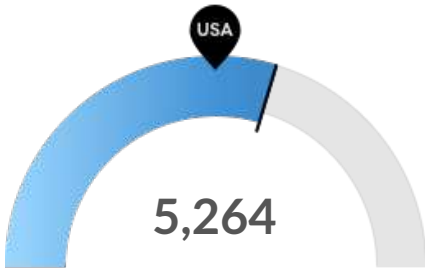
Retiring Soon

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 26,963 here.



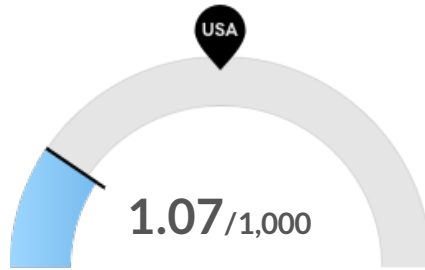
Racial Diversity

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.



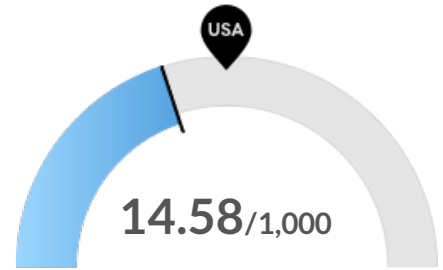
Veterans

Wood County, WI has 5,264 veterans. The national average for an area this size is 4,054.



Violent Crime

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

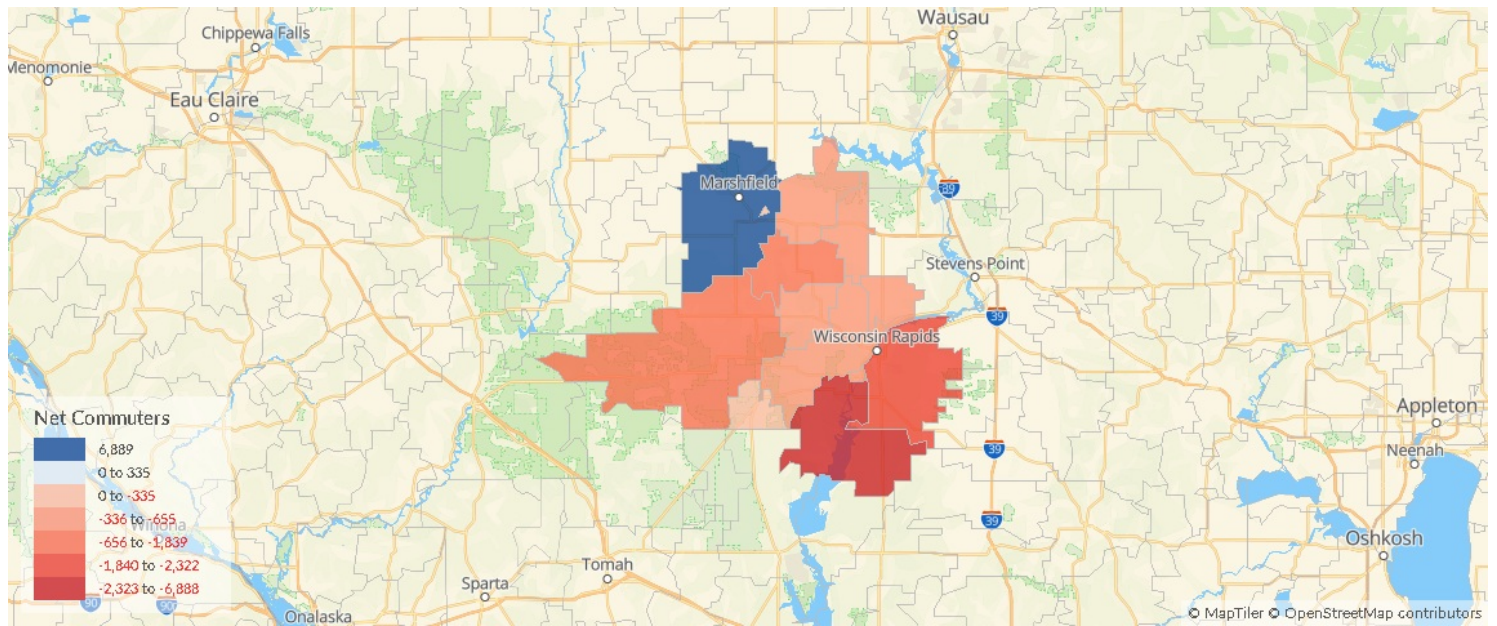


Property Crime

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

| ZIP | Name | 2020 Employment |
|-------|----------------------------|-----------------|
| 54449 | Marshfield, WI (in Woo... | 20,203 |
| 54494 | Wisconsin Rapids, WI (i... | 10,847 |
| 54495 | Wisconsin Rapids, WI (i... | 3,691 |
| 54457 | Nekoosa, WI (in Wood c... | 1,728 |
| 54412 | Auburndale, WI (in Woo... | 698 |

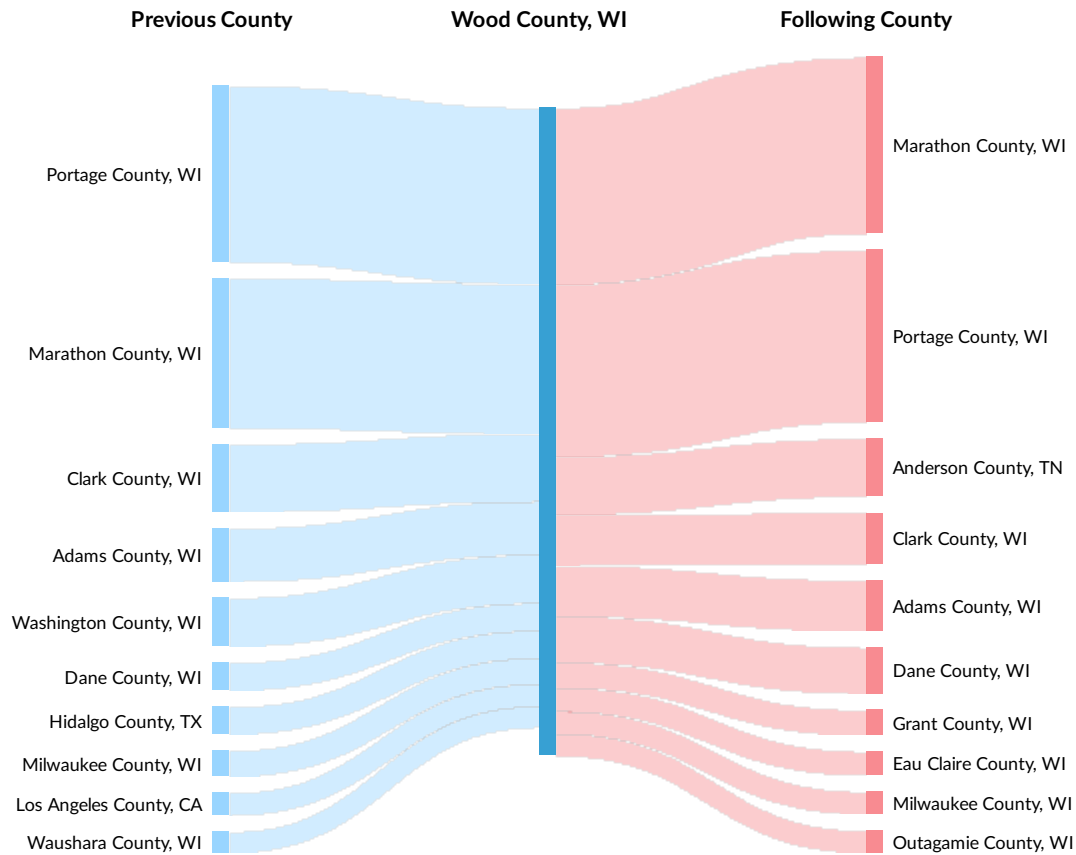
Where Talent Lives

| ZIP | Name | 2020 Workers |
|-------|------------------------------|--------------|
| 54449 | Marshfield, WI (in Woo... | 13,314 |
| 54494 | Wisconsin Rapids, WI (i... | 12,687 |
| 54495 | Wisconsin Rapids, WI (i... | 4,207 |
| 54457 | Nekoosa, WI (in Wood c... | 4,051 |
| 54466 | Pittsville, WI (in Wood c... | 1,441 |

Inbound and Outbound Migration

The table below analyzes past and current residents of Wood County, WI. The left column shows residents of other counties migrating to Wood County, WI. The right column shows residents migrating from Wood County, WI to other counties.

As of 2018, 429 people have migrated from Portage County, WI to Wood County, WI. In the same year, 430 people left Wood County, WI migrating to Marathon County, WI. The total Net Migration for Wood County, WI in 2018 was -352.



| Top Previous Counties | Migrations |
|-----------------------|------------|
| Portage County, WI | 429 |
| Marathon County, WI | 365 |
| Clark County, WI | 165 |
| Adams County, WI | 130 |
| Washington County, WI | 118 |
| Dane County, WI | 68 |

| Top Previous Counties | Migrations |
|------------------------|------------|
| Hidalgo County, TX | 67 |
| Milwaukee County, WI | 63 |
| Los Angeles County, CA | 54 |
| Waushara County, WI | 51 |
| Juneau County, WI | 46 |
| Rock County, WI | 41 |
| Brown County, WI | 39 |
| Waupaca County, WI | 34 |
| Waukesha County, WI | 33 |
| Winnebago County, WI | 32 |
| Bell County, TX | 30 |
| Eau Claire County, WI | 29 |
| Calumet County, WI | 27 |
| Dunn County, WI | 24 |
| Beltrami County, MN | 23 |
| Clinton County, IA | 22 |
| Polk County, FL | 21 |
| Taylor County, WI | 21 |
| Marquette County, WI | 18 |
| Vilas County, WI | 18 |
| Utah County, UT | 18 |
| Ramsey County, MN | 17 |
| Grant County, WI | 17 |
| Monroe County, WI | 16 |
| Oneida County, WI | 16 |
| Providence County, RI | 15 |

| Top Previous Counties | Migrations |
|---------------------------------|------------|
| Becker County, MN | 14 |
| Pulaski County, VA | 13 |
| Columbia County, WI | 13 |
| La Crosse County, WI | 12 |
| Tom Green County, TX | 12 |
| Jackson County, WI | 11 |
| Craven County, NC | 11 |
| Osceola County, MI | 10 |
| District of Columbia County, DC | 10 |
| Ozaukee County, WI | 10 |
| Chester County, PA | 10 |
| Marinette County, WI | 9 |
| Clear Creek County, CO | 9 |
| Arapahoe County, CO | 9 |
| Rankin County, MS | 9 |
| Pierce County, WI | 8 |
| Racine County, WI | 8 |
| Uintah County, UT | 8 |
| Lake County, IL | 8 |
| Monroe County, NY | 8 |
| Manatee County, FL | 8 |
| Sanilac County, MI | 8 |
| Anoka County, MN | 8 |
| Wabasha County, MN | 8 |
| Vigo County, IN | 7 |
| Hennepin County, MN | 7 |

| Top Previous Counties | Migrations |
|------------------------|------------|
| Sangamon County, IL | 7 |
| Washington County, OR | 7 |
| Trempealeau County, WI | 7 |
| Dodge County, WI | 7 |
| Ottawa County, MI | 7 |
| Iowa County, WI | 6 |
| Johnson County, IA | 6 |
| Niagara County, NY | 5 |
| Nassau County, FL | 5 |
| Hancock County, OH | 5 |
| Sawyer County, WI | 5 |
| Luna County, NM | 5 |
| McMinn County, TN | 5 |
| Winona County, MN | 4 |
| Boulder County, CO | 4 |
| Walworth County, WI | 4 |
| Greenville County, SC | 4 |
| Kenosha County, WI | 4 |
| Sherburne County, MN | 4 |
| St. Croix County, WI | 4 |
| Sauk County, WI | 3 |
| Outagamie County, WI | 3 |
| Fond du Lac County, WI | 3 |
| Rusk County, WI | 3 |
| Madison County, IL | 3 |
| Pinellas County, FL | 3 |

| Top Previous Counties | Migrations |
|-------------------------|------------|
| McLeod County, MN | 3 |
| St. Louis County, MN | 2 |
| Green Lake County, WI | 2 |
| Door County, WI | 2 |
| Jackson County, MN | 2 |
| Lincoln County, WI | 2 |
| Kewaunee County, WI | 2 |
| Pulaski County, MO | 2 |
| Vernon County, WI | 2 |
| Norfolk City County, VA | 1 |
| Burnett County, WI | 1 |
| Langlade County, WI | 1 |
| Stearns County, MN | 1 |
| Bayfield County, WI | 1 |
| Ashland County, WI | 1 |
| Watauga County, NC | 1 |
| Sheboygan County, WI | 1 |
| Oconto County, WI | 1 |
| Richland County, ND | 1 |
| Chippewa County, WI | 1 |
| Shawano County, WI | 1 |
| Anderson County, KY | 0 |
| Schuyler County, IL | 0 |
| Mecklenburg County, VA | 0 |
| Top Following Counties | Migrations |
| Marathon County, WI | 430 |

| Top Following Counties | Migrations |
|-------------------------|------------|
| Portage County, WI | 419 |
| Anderson County, TN | 141 |
| Clark County, WI | 124 |
| Adams County, WI | 123 |
| Dane County, WI | 113 |
| Grant County, WI | 61 |
| Eau Claire County, WI | 58 |
| Milwaukee County, WI | 55 |
| Outagamie County, WI | 54 |
| Brown County, WI | 50 |
| Waushara County, WI | 45 |
| Waupaca County, WI | 43 |
| Stearns County, MN | 41 |
| Rock County, WI | 40 |
| Cuyahoga County, OH | 39 |
| Columbia County, WI | 39 |
| Salt Lake County, UT | 39 |
| Hennepin County, MN | 39 |
| Barron County, WI | 38 |
| Waukesha County, WI | 36 |
| Juneau County, WI | 36 |
| La Crosse County, WI | 35 |
| Cook County, IL | 35 |
| Oneida County, WI | 33 |
| Taylor County, WI | 30 |
| Contra Costa County, CA | 29 |

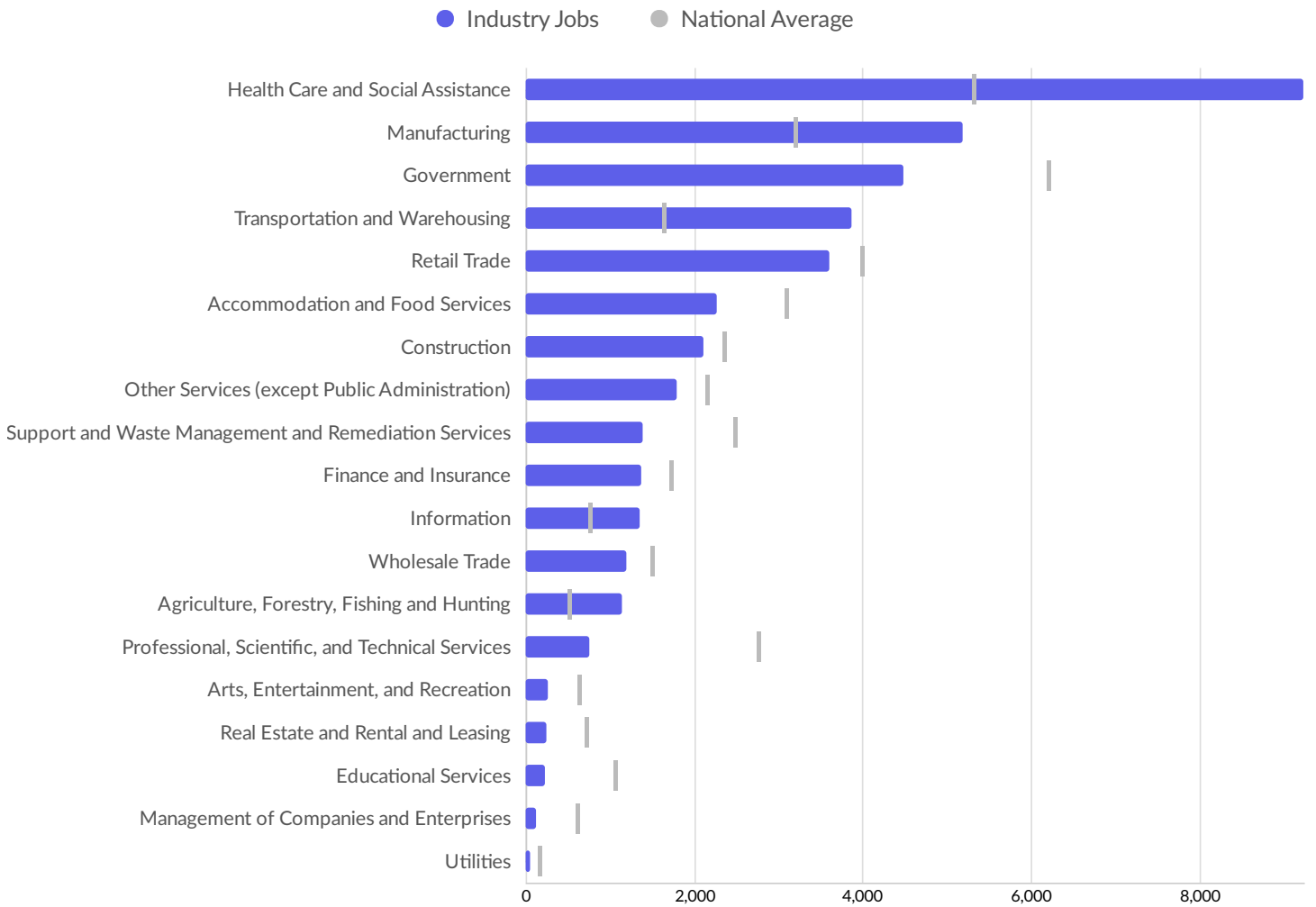
| Top Following Counties | Migrations |
|-------------------------|------------|
| Pierce County, WI | 29 |
| Baxter County, AR | 26 |
| Winnebago County, WI | 25 |
| St. Joseph County, IN | 25 |
| Kent County, MI | 22 |
| St. Croix County, WI | 21 |
| Winona County, MN | 19 |
| Clark County, NV | 19 |
| Bristol County, MA | 18 |
| Norfolk County, MA | 17 |
| Monroe County, WI | 17 |
| Washington County, WI | 16 |
| Dodge County, WI | 16 |
| Hillsborough County, FL | 16 |
| Clackamas County, OR | 15 |
| Kane County, IL | 14 |
| Howard County, IN | 13 |
| St. Louis County, MN | 12 |
| DuPage County, IL | 12 |
| Trempealeau County, WI | 12 |
| St. Louis County, MO | 11 |
| Green Lake County, WI | 11 |
| Onondaga County, NY | 11 |
| Lapeer County, MI | 10 |
| Vilas County, WI | 10 |
| Jackson County, WI | 10 |

| Top Following Counties | Migrations |
|-----------------------------|------------|
| Walworth County, WI | 10 |
| Huron County, OH | 10 |
| Racine County, WI | 10 |
| Lincoln County, WI | 10 |
| McHenry County, IL | 8 |
| Douglas County, WI | 8 |
| Jefferson County, WI | 8 |
| Burnett County, WI | 7 |
| Chatham County, GA | 7 |
| Cass County, ND | 6 |
| Price County, WI | 5 |
| Shawano County, WI | 5 |
| Spotsylvania County, VA | 4 |
| Fond du Lac County, WI | 4 |
| Warren County, IL | 4 |
| Calumet County, WI | 4 |
| Marquette County, WI | 4 |
| Tuolumne County, CA | 4 |
| Nome Census Area County, AK | 4 |
| Uintah County, UT | 4 |
| Multnomah County, OR | 4 |
| Nacogdoches County, TX | 4 |
| Chippewa County, WI | 3 |
| Sauk County, WI | 3 |
| Harris County, TX | 3 |
| Galveston County, TX | 3 |

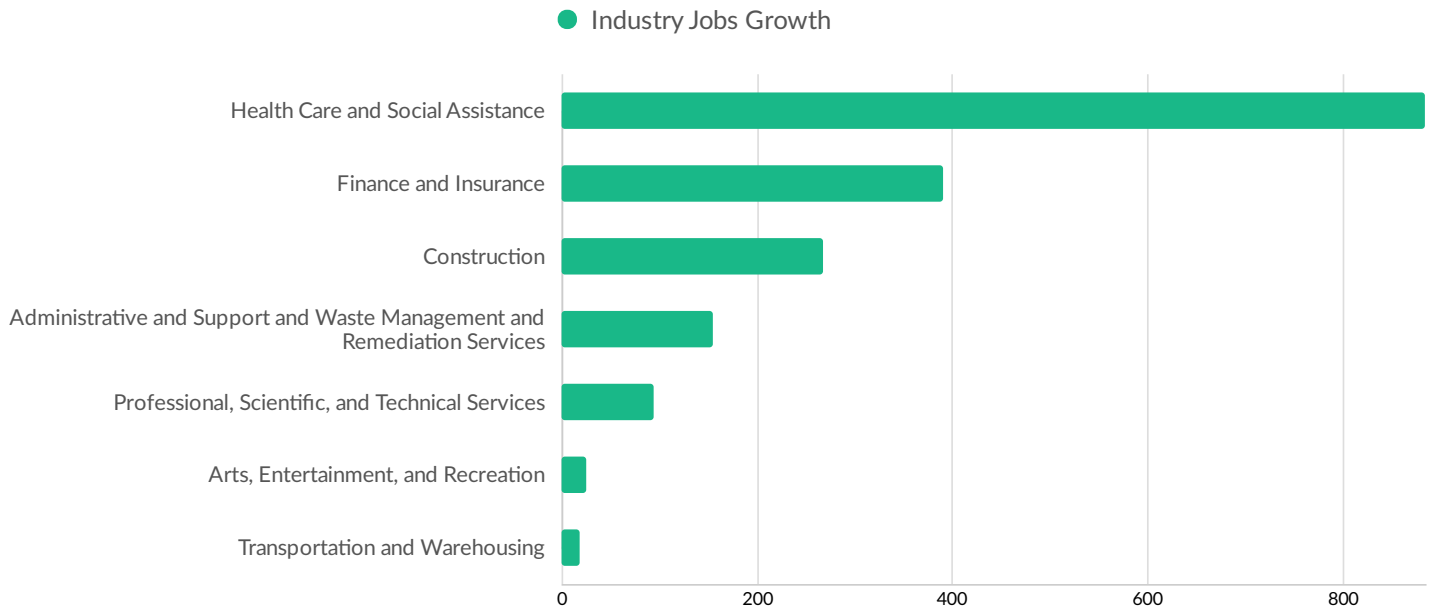
| Top Following Counties | Migrations |
|---------------------------------|------------|
| King County, WA | 3 |
| Mohave County, AZ | 3 |
| San Francisco County, CA | 3 |
| Mountrail County, ND | 2 |
| District of Columbia County, DC | 1 |
| Buffalo County, WI | 1 |
| Dunn County, WI | 1 |
| Coos County, OR | 1 |
| Prentiss County, MS | 1 |
| Ramsey County, MN | 1 |
| Anoka County, MN | 1 |
| Ingham County, MI | 1 |
| Greene County, MO | 1 |
| Kewaunee County, WI | 1 |

Industry Characteristics

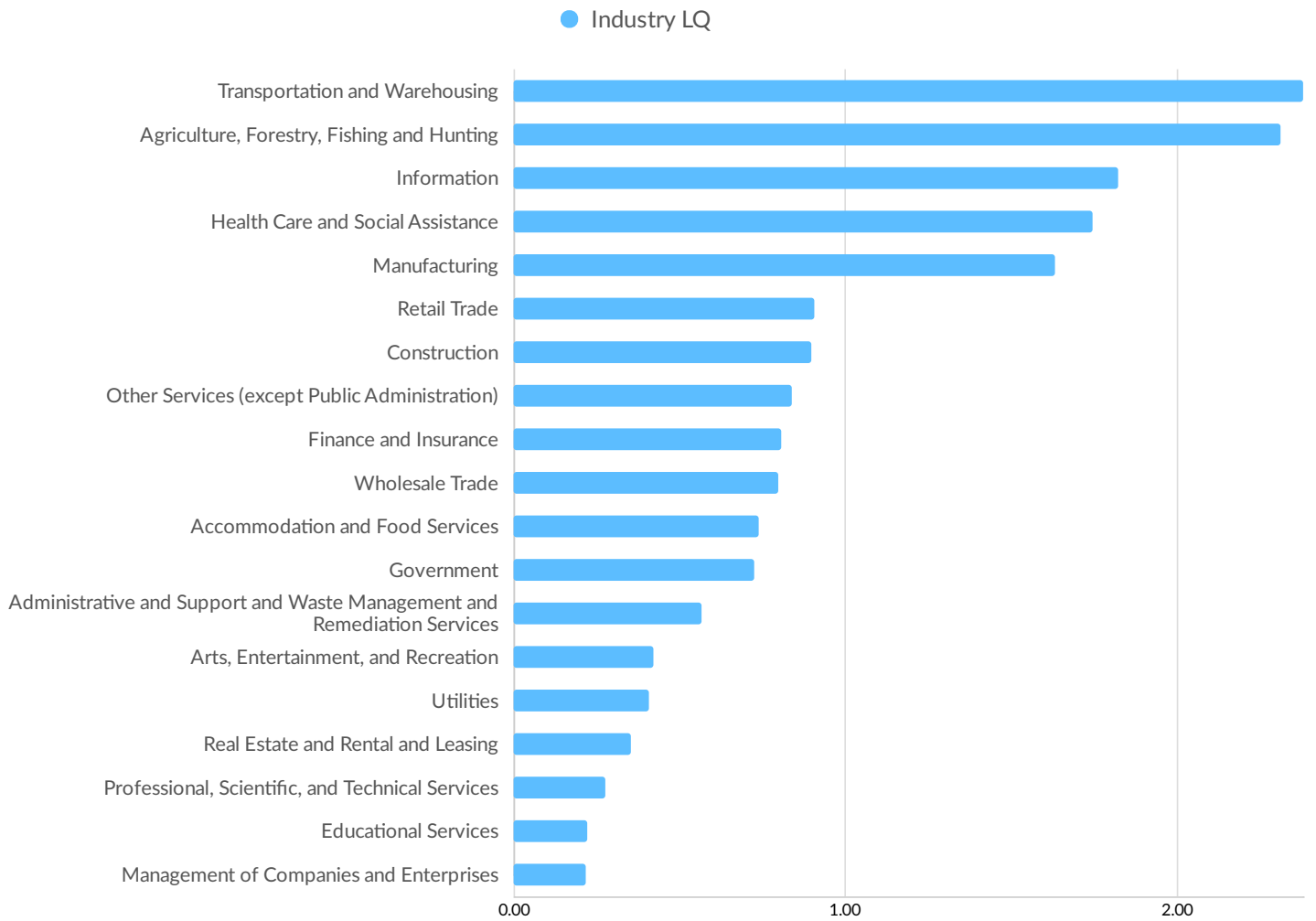
Largest Industries



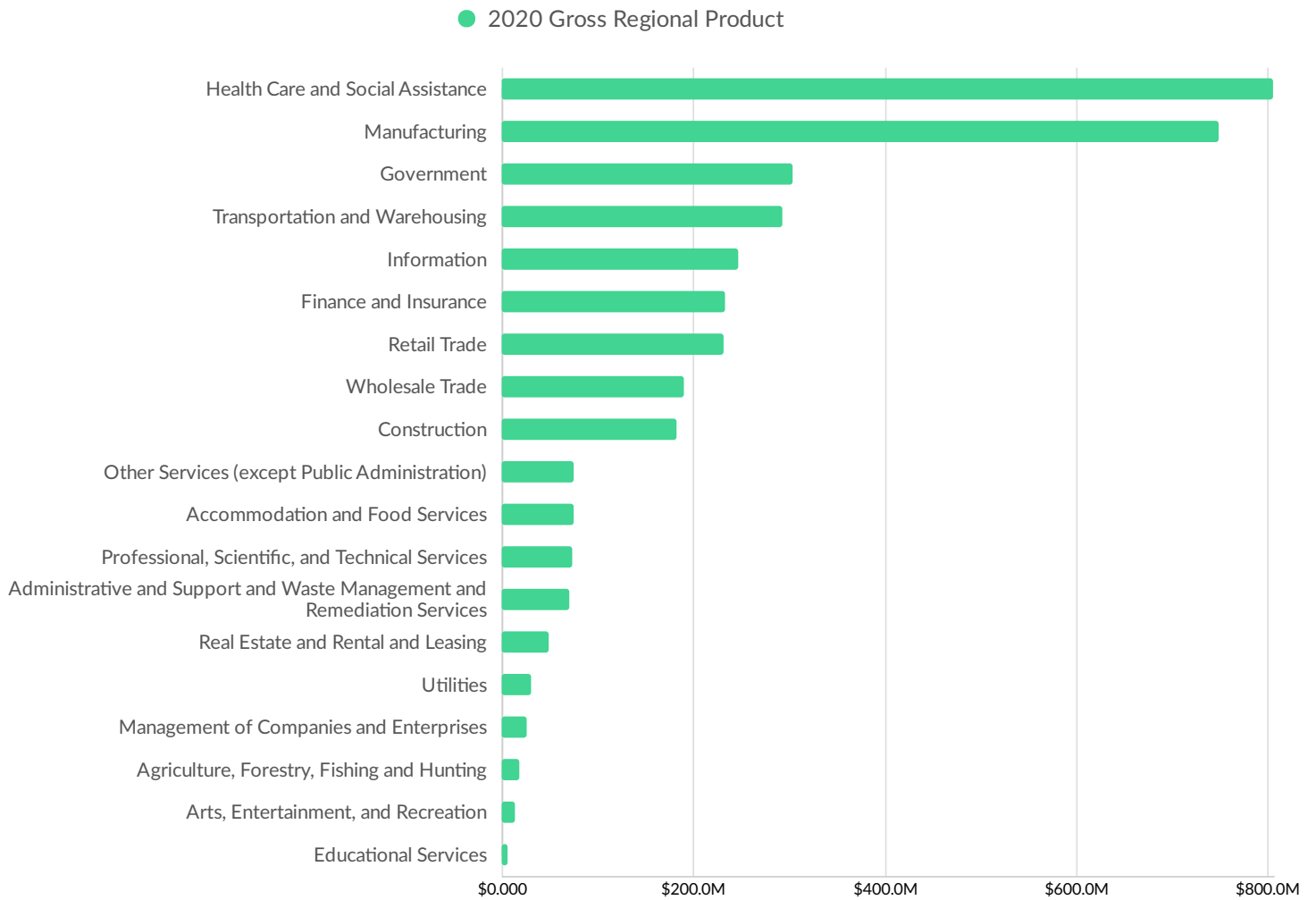
Top Growing Industries



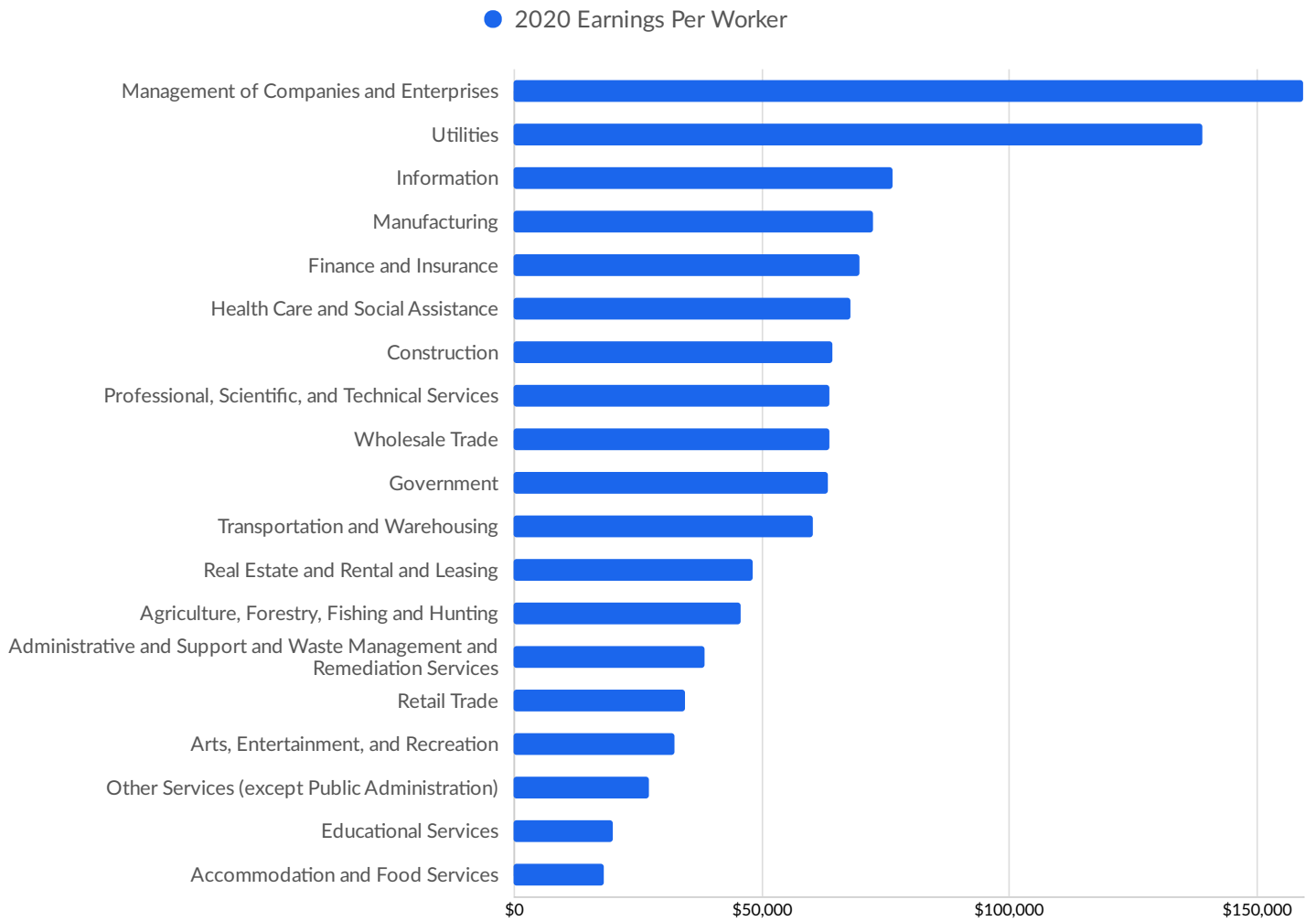
Top Industry LQ



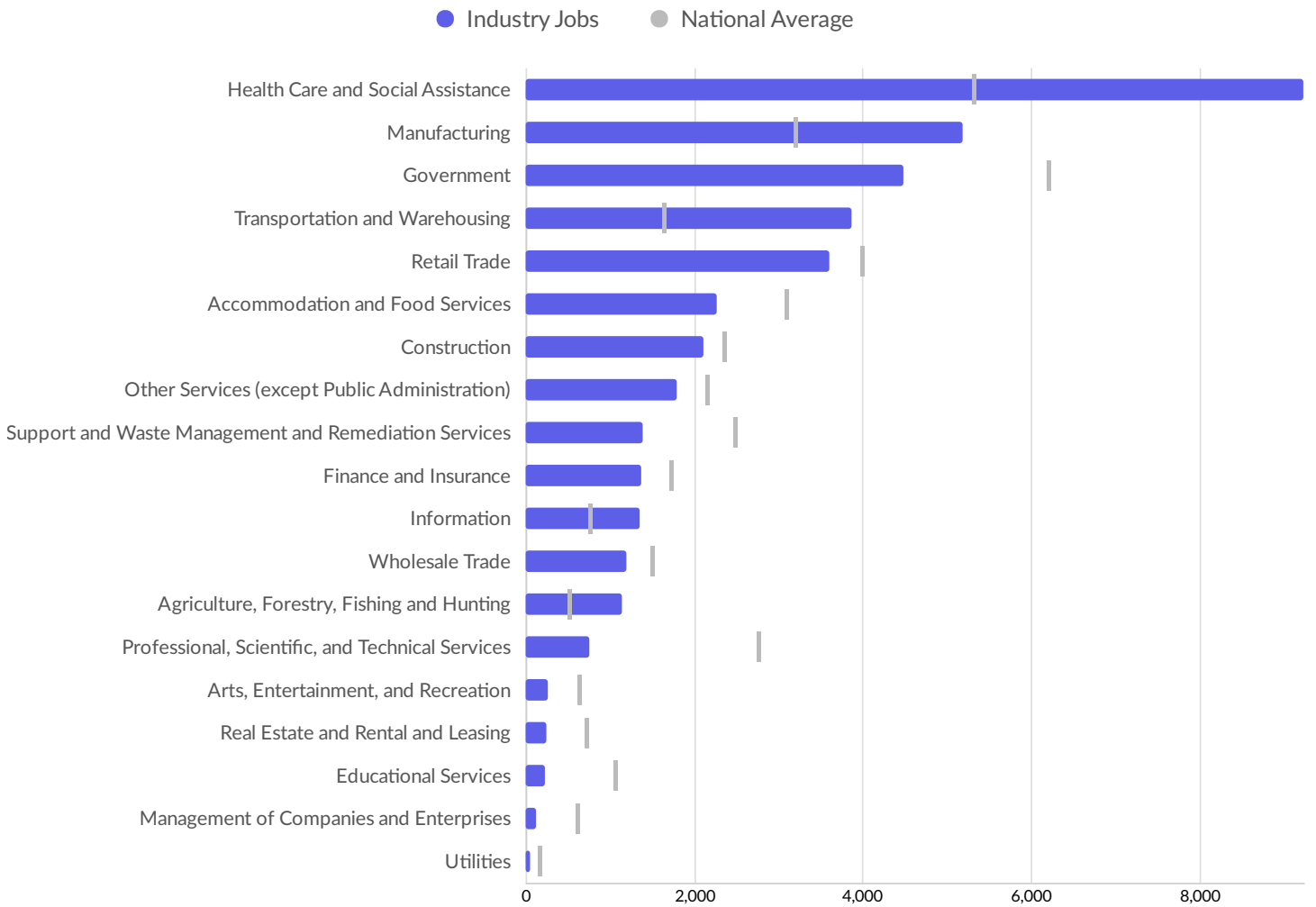
Top Industry GRP



Top Industry Earnings























Largest Industries



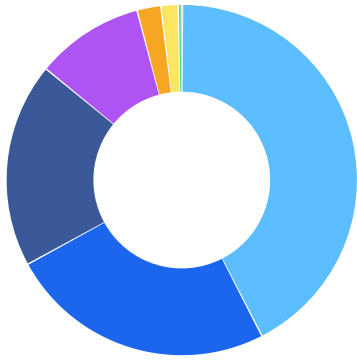
Business Characteristics

5,033 Companies Employ Your Workers

Online profiles for your workers mention 5,033 companies as employers, with the top 10 appearing below. In the last 12 months, 1,862 companies in Wood County, WI posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|-------------------------------|---|
| Marshfield Clinic | 1,382  | Marshfield Clinic | 1,383  |
| Newpage Corporation | 290  | Roehl Transport, Inc. | 511  |
| Renaissance Learning, Inc. | 238  | Marshfield, LLC | 469  |
| Ministry Health Care, Inc. | 232  | Aspirus Wausau Hospital, Inc. | 264  |
| Wisconsin Rapids Public School... | 178  | CompHealth, Inc. | 217  |
| Security Health Plan of Wiscons... | 159  | Wal-Mart, Inc. | 166  |
| Roehl Transport, Inc. | 142  | U.S. Xpress, Inc. | 161  |
| Mid-State Technical College (inc) | 138  | North Shore Healthcare Inc | 147  |
| Aspirus Wausau Hospital, Inc. | 133  | The Home Depot | 137  |
| Wrps | 121  | Care.com, Inc. | 122  |

Business Size

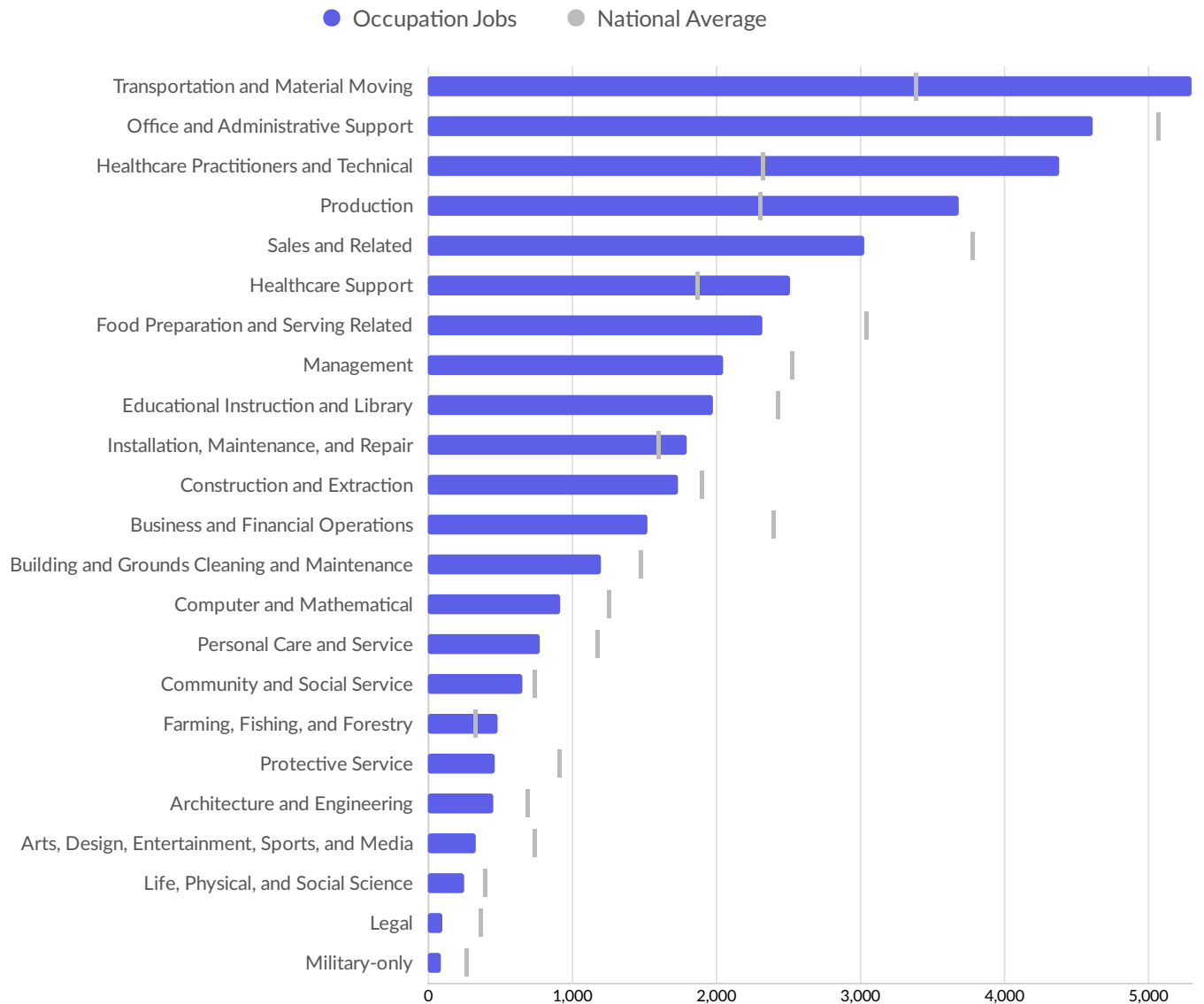


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 42.4% | 1,602 |
| 5 to 9 employees | 24.6% | 930 |
| 10 to 19 employees | 18.9% | 714 |
| 20 to 49 employees | 10.0% | 377 |
| 50 to 99 employees | 2.2% | 83 |
| 100 to 249 employees | 1.6% |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

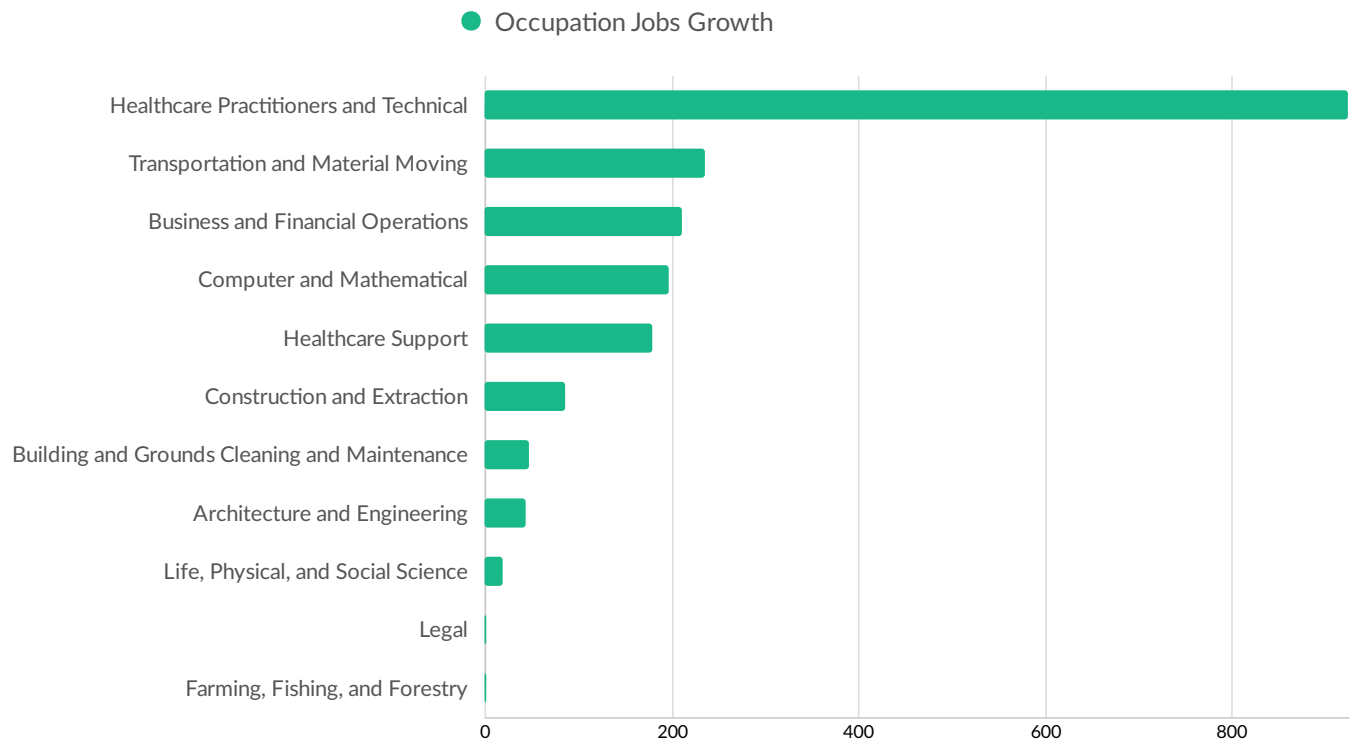
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

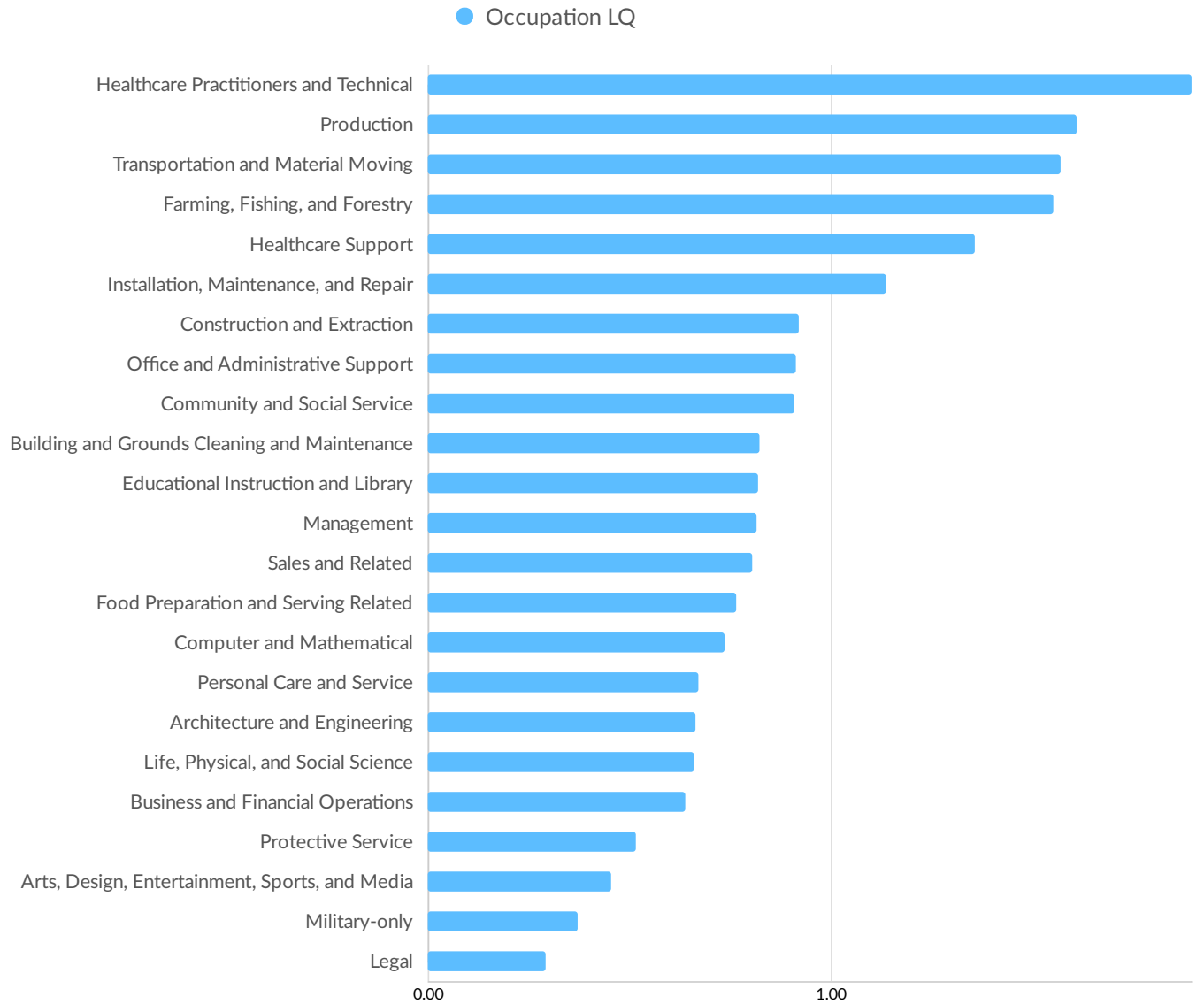
Largest Occupations



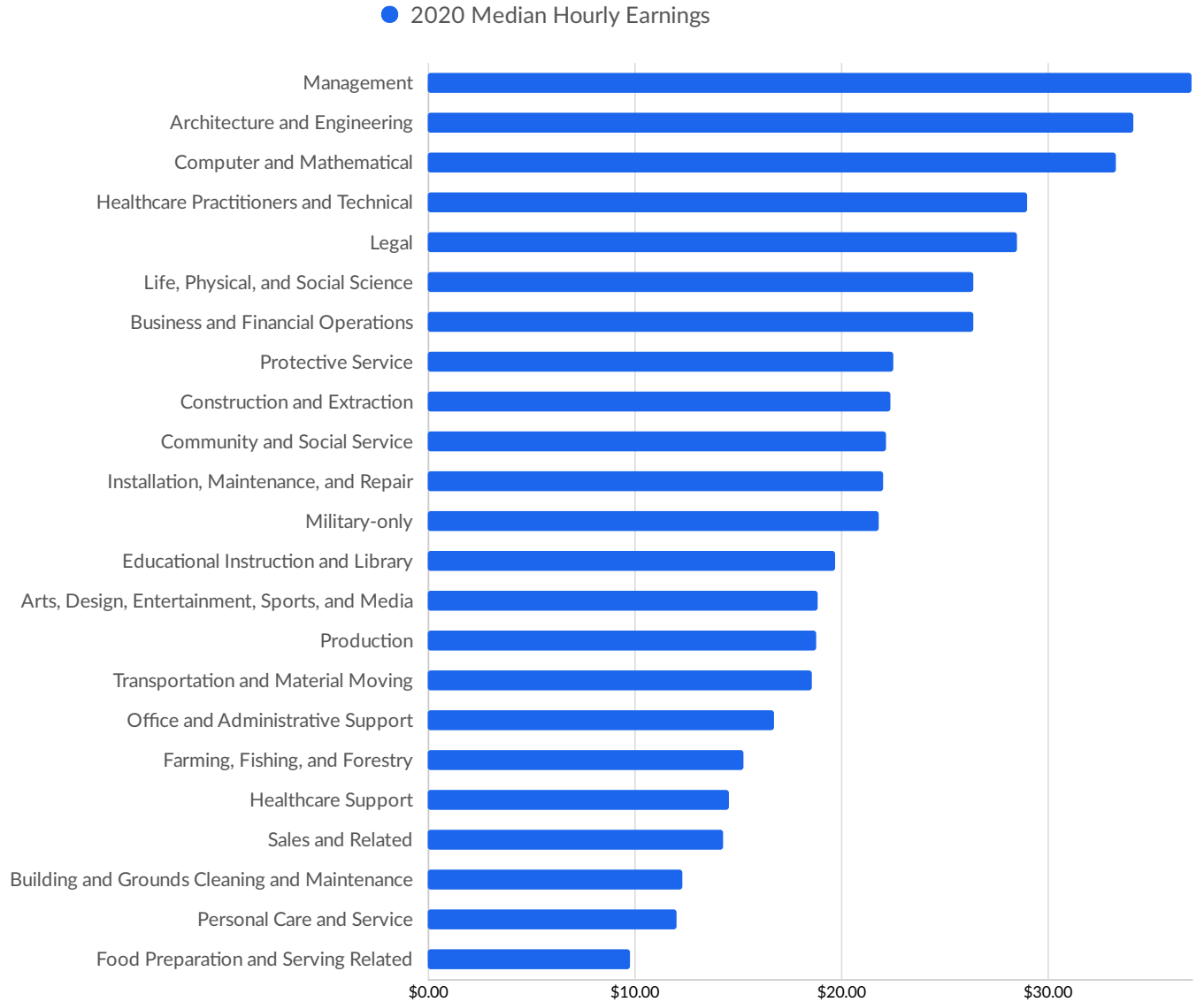
Top Growing Occupations



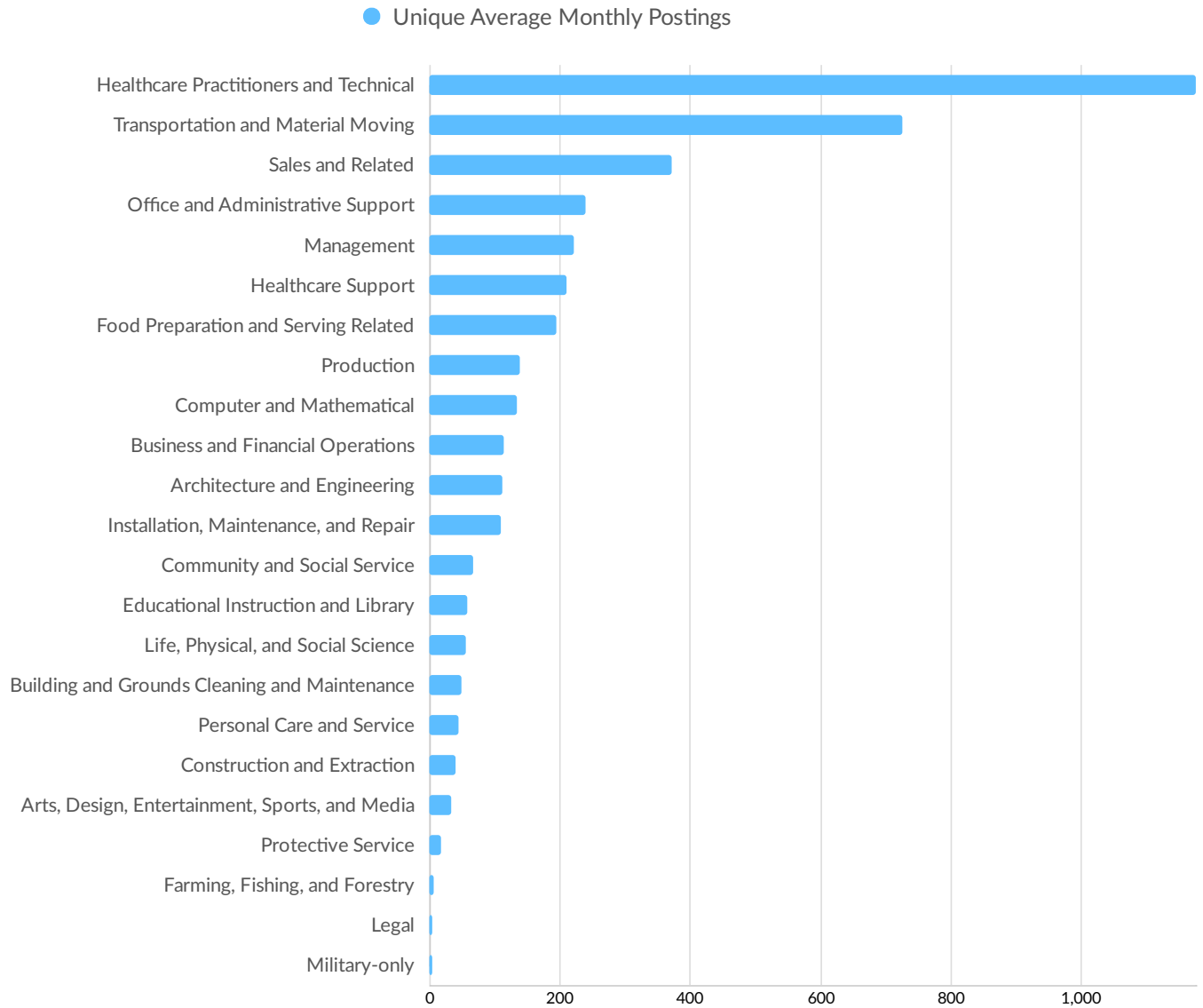
Top Occupation LQ



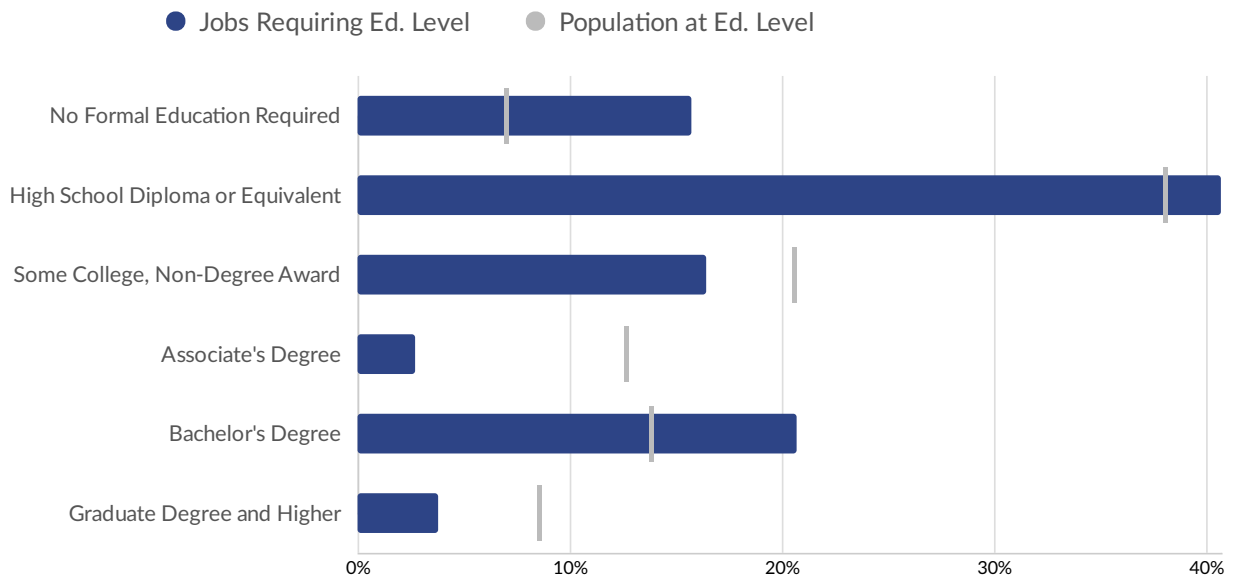
Top Occupation Earnings



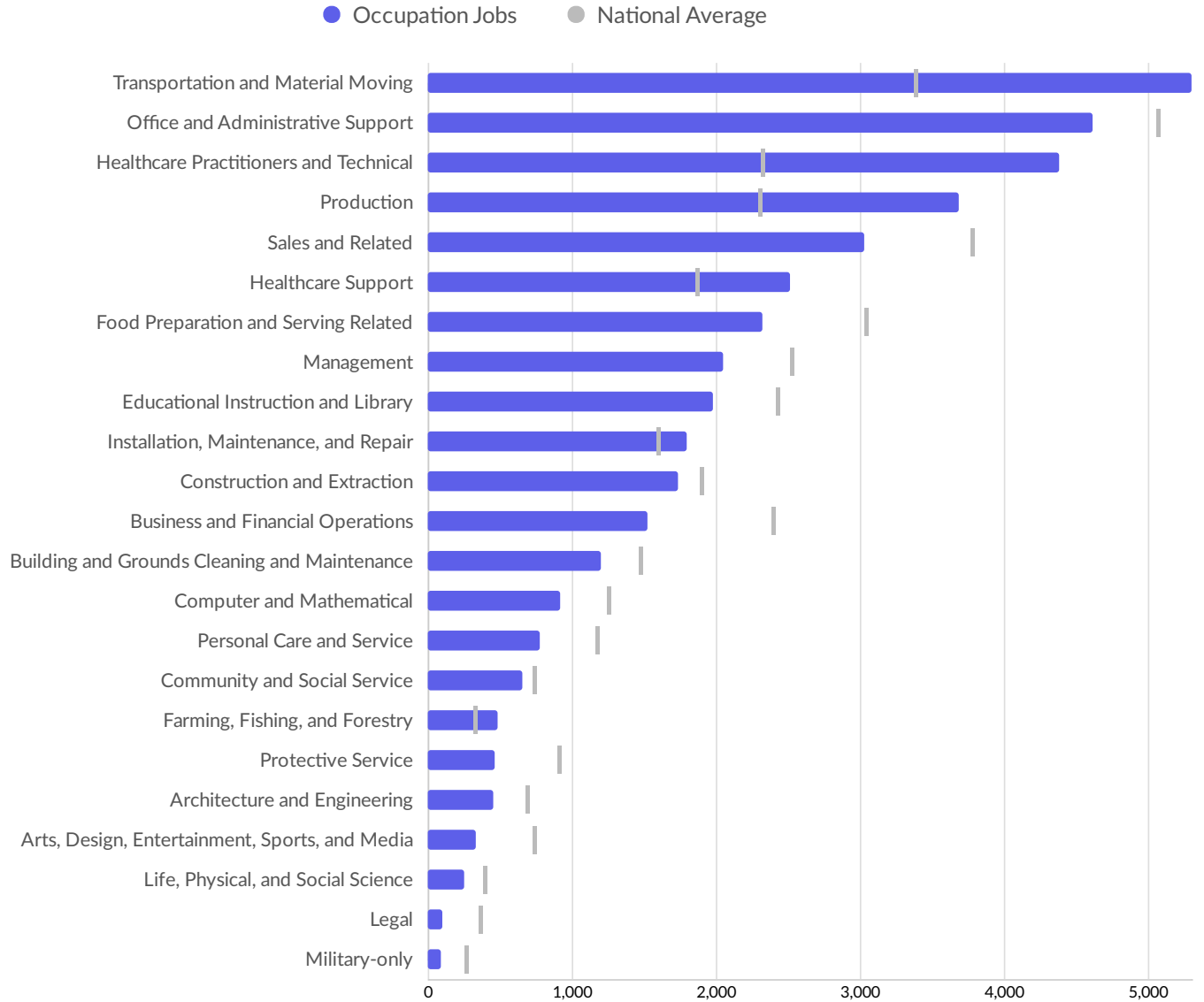
Top Posted Occupations



Underemployment

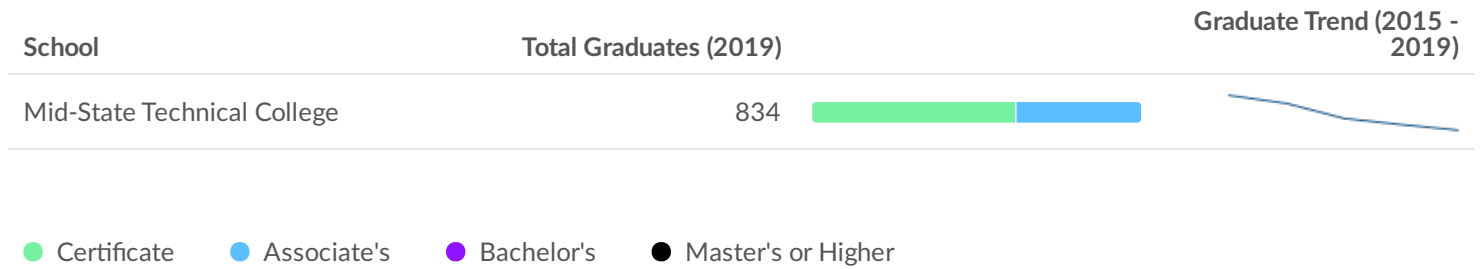


Largest Occupations



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

