

# Wood County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

## Contents

Report Parameters .....	1
Economy Overview .....	2
Unemployment by Demographics .....	4
Historic & Projected Trends .....	8
Population Characteristics .....	12
Inbound and Outbound Migration .....	14
Industry Characteristics .....	16
Business Characteristics .....	21
Workforce Characteristics .....	23
Educational Pipeline .....	24
In-Demand Skills .....	25

## 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

72,560

Population (2020)

Population **decreased by 800** over the last 5 years and is projected to **decrease by 638** over the next 5 years.

40,192

Total Regional Employment

Jobs **decreased by 746** over the last 5 years and are projected to **decrease by 316** 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 1.1%** since 2015, falling by 800. Population is expected to **decrease by 0.9%** between 2020 and 2025, losing 638.
- From 2015 to 2020, jobs **declined by 1.8%** in Wood County, WI from 40,938 to **40,192**. This change **fell short of the national growth rate of 0.0% by 1.8%**. As the number of jobs declined, the **labor force participation rate decreased from 59.1% to 59.0% 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.

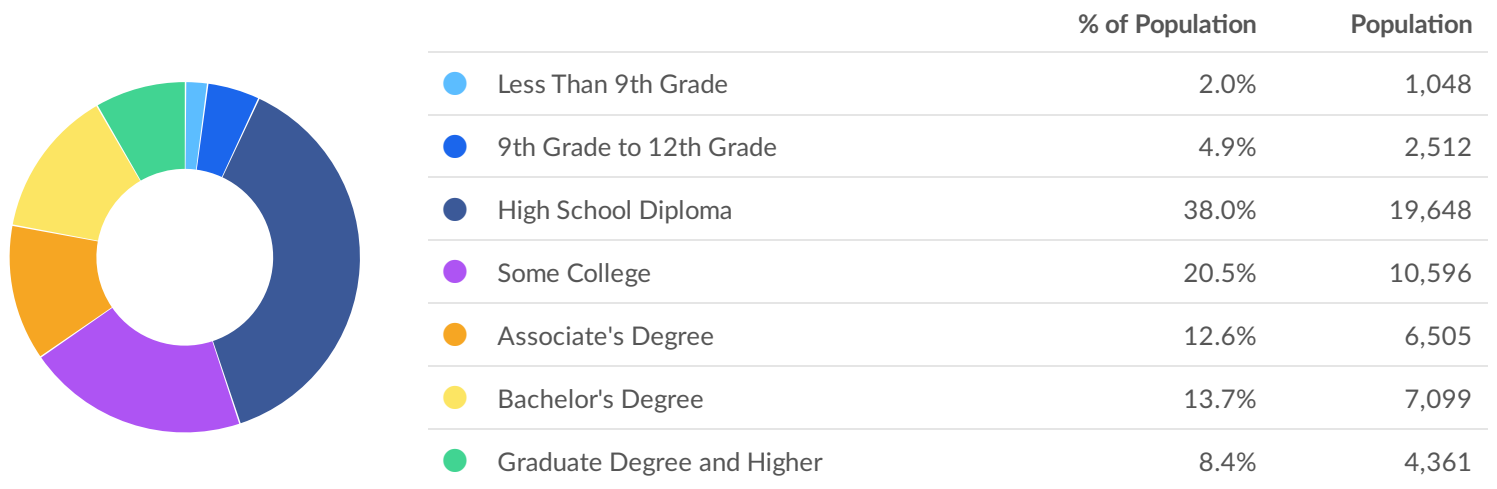
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	72,560	34,318	40,192	99.2	\$3.97B	\$5.19B	\$5.03B
Centergy	327,249	166,642	168,952	99.2	\$17.65B	\$23.95B	\$23.11B
NCWRPC	440,343	220,182	217,511	99.7	\$22.09B	\$31.18B	\$29.35B
Wisconsin	5,832,655	3,038,273	3,040,858	100.3	\$334.10B	\$327.47B	\$347.75B

## Dec 2020 Labor Force Breakdown



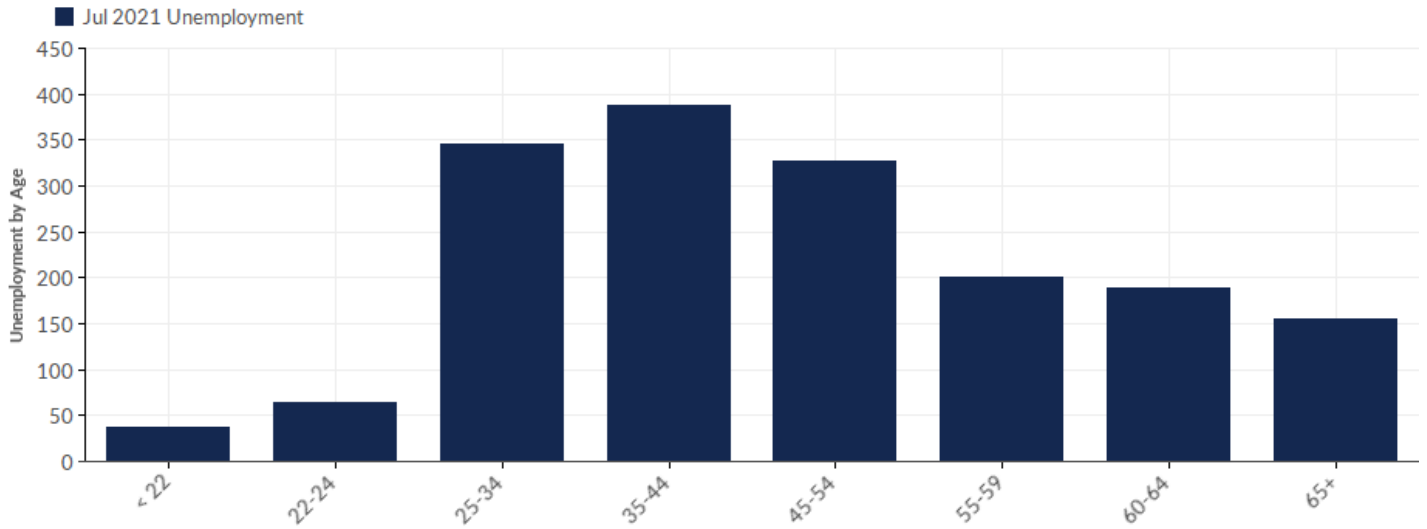
## Educational Attainment

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).



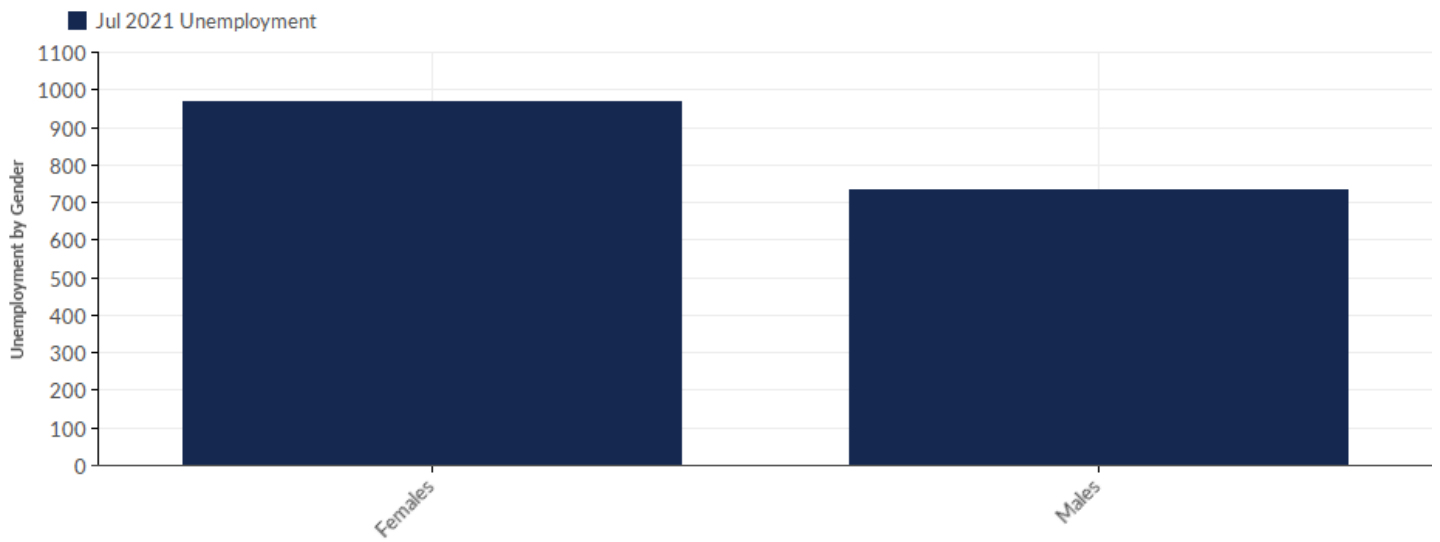
# Unemployment by Demographics

## Unemployment by Age



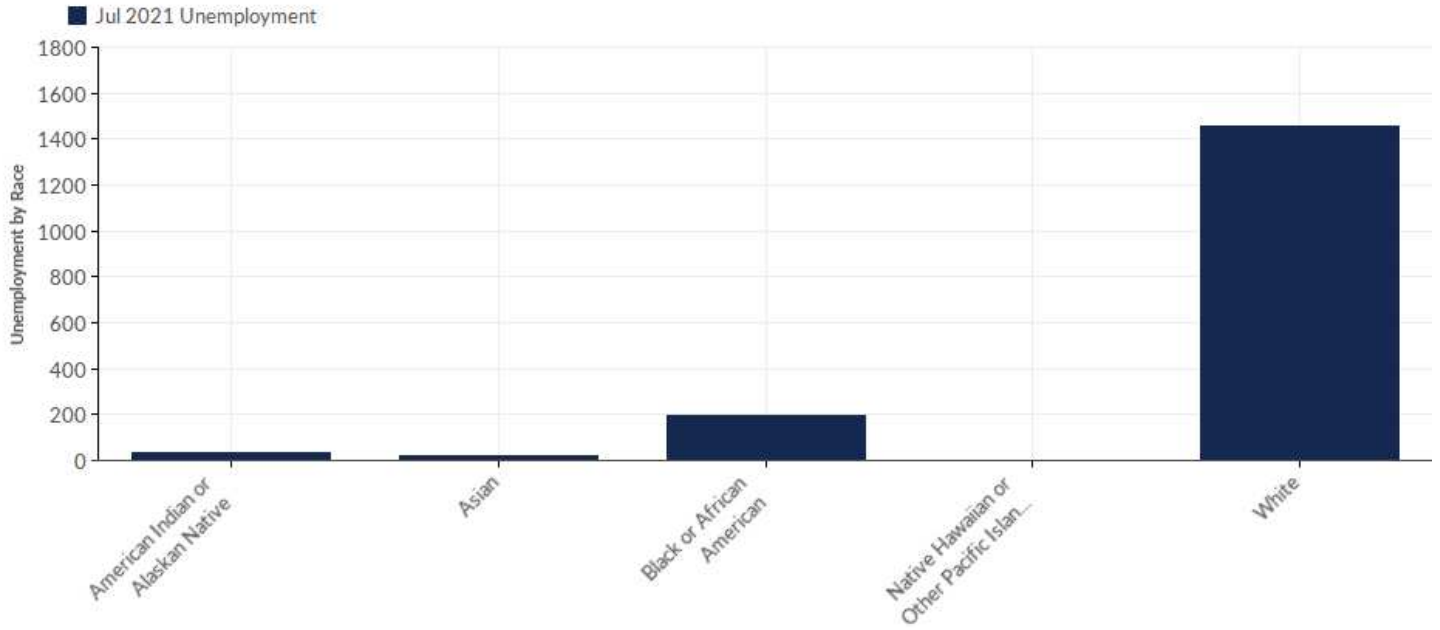
Age	Unemployment (Jul 2021)	% of Cohort
< 22	36	2.11%
22-24	64	3.76%
25-34	345	20.26%
35-44	387	22.72%
45-54	327	19.20%
55-59	200	11.74%
60-64	188	11.04%
65+	155	9.10%
<b>Total</b>	<b>1,703</b>	<b>100.00%</b>

## Unemployment by Gender



Gender	Unemployment (Jul 2021)	% of Cohort
Females	969	56.90%
Males	734	43.10%
Total	1,703	100.00%

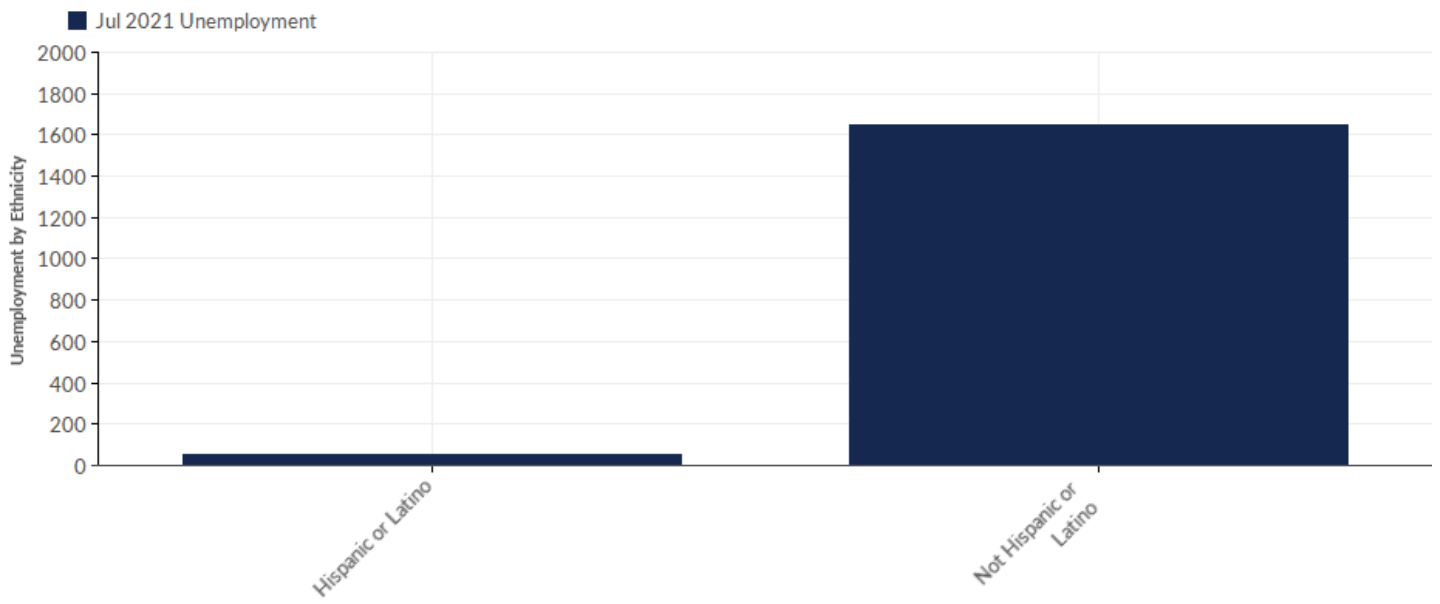
## Unemployment by Race



Race	Unemployment (Jul 2021)	% of Cohort
American Indian or Alaskan Native	31	1.82%
Asian	21	1.23%
Black or African American	192	11.27%
Native Hawaiian or Other Pacific Islander	2	0.12%
White	1,457	85.55%
<b>Total</b>	<b>1,703</b>	<b>100.00%</b>



## Unemployment by Ethnicity

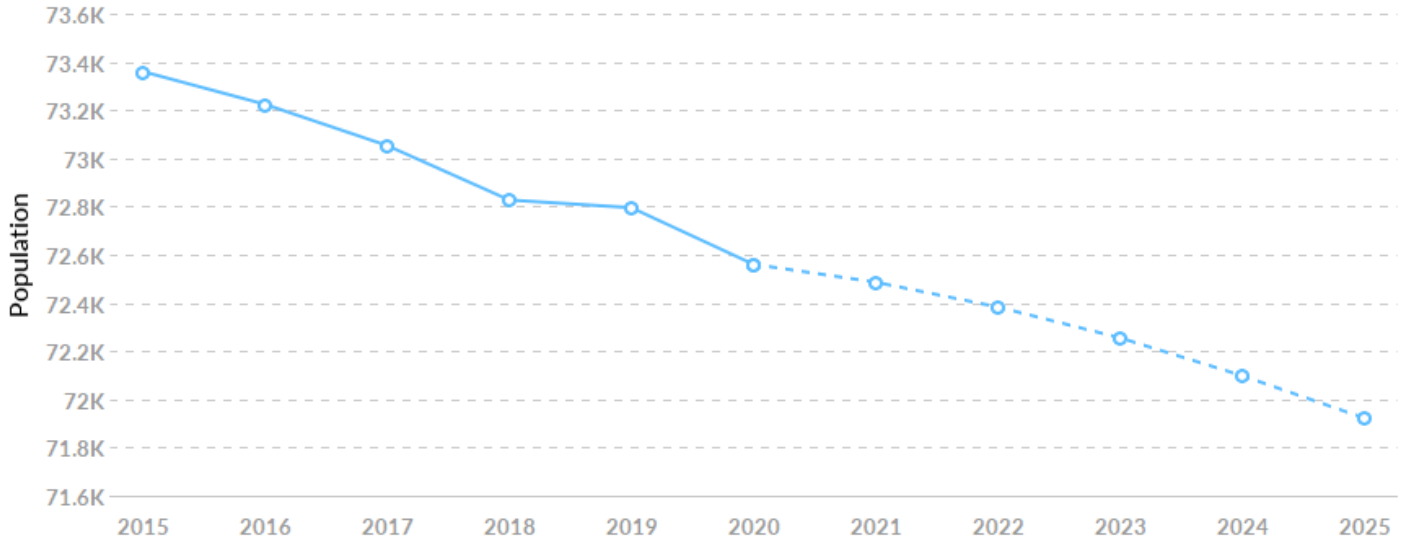


Ethnicity	Unemployment (Jul 2021)	% of Cohort
Hispanic or Latino	55	3.23%
Not Hispanic or Latino	1,648	96.77%
Total	1,703	100.00%

# Historic & Projected Trends

## Population Trends

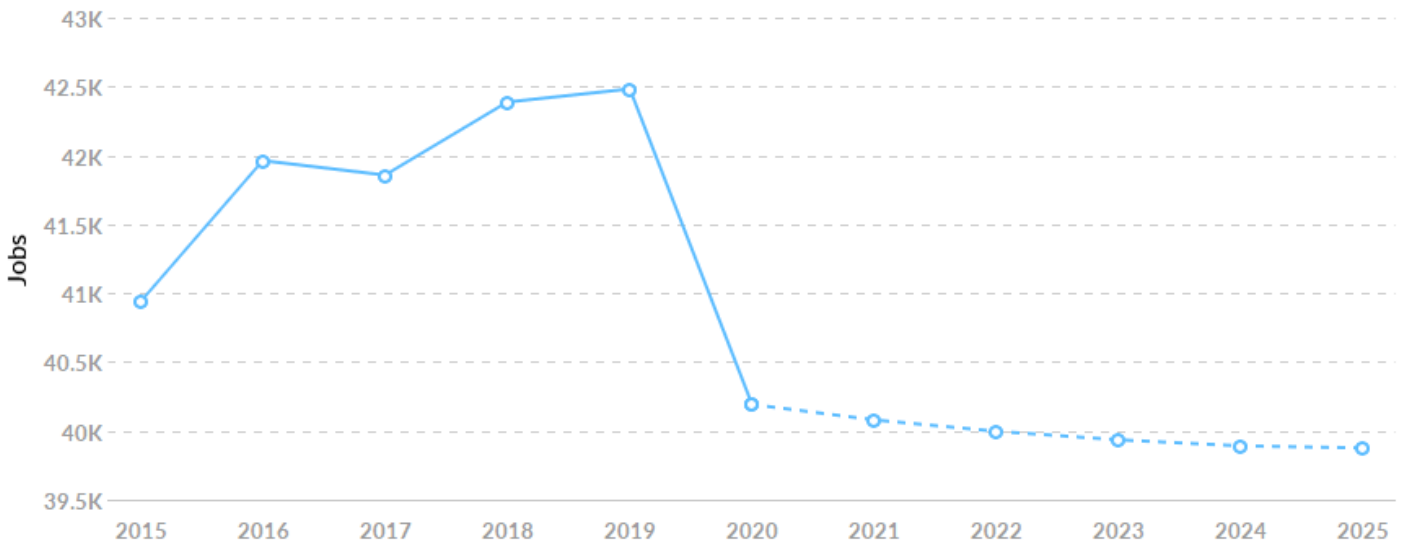
As of 2020 the region's population **declined by 1.1%** since 2015, falling by 800. Population is expected to **decrease by 0.9%** between 2020 and 2025, losing 638.



Timeframe	Population
2015	73,360
2016	73,224
2017	73,053
2018	72,827
2019	72,795
2020	72,560
2021	72,486
2022	72,383
2023	72,255
2024	72,098
2025	71,922

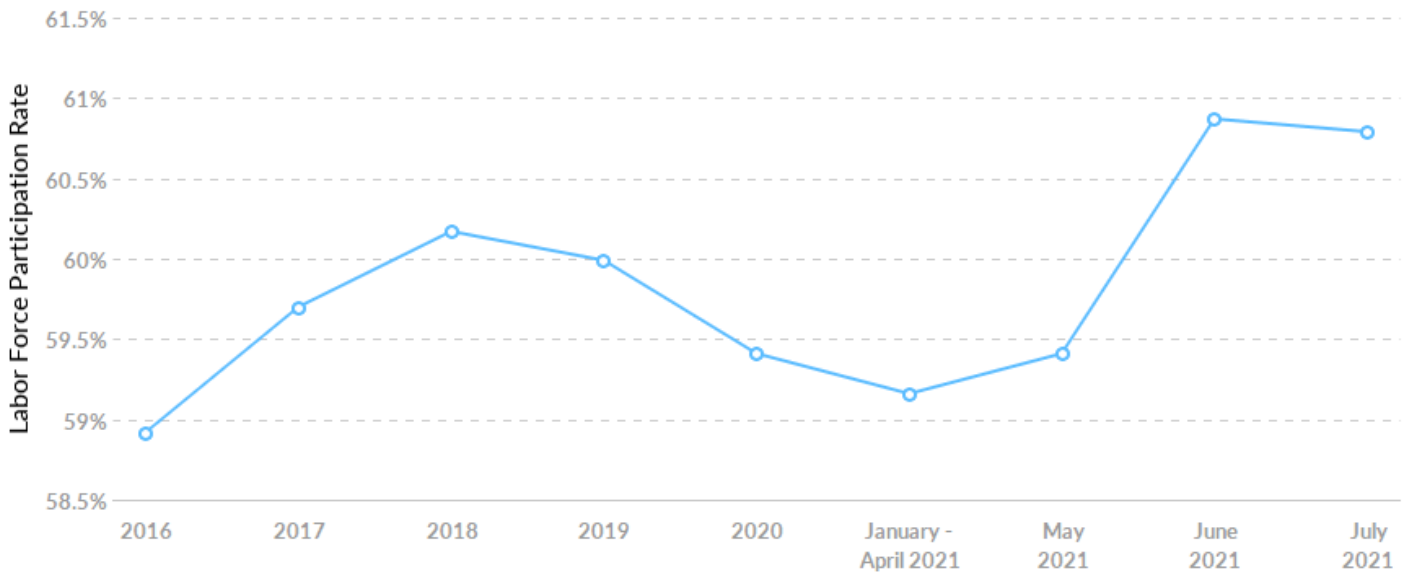
## Job Trends

From 2015 to 2020, jobs declined by 1.8% in Wood County, WI from 40,938 to 40,192. This change fell short of the national growth rate of 0.0% by 1.8%.



Timeframe	Jobs
2015	40,938
2016	41,962
2017	41,857
2018	42,387
2019	42,482
2020	40,192
2021	40,080
2022	39,997
2023	39,935
2024	39,891
2025	39,876

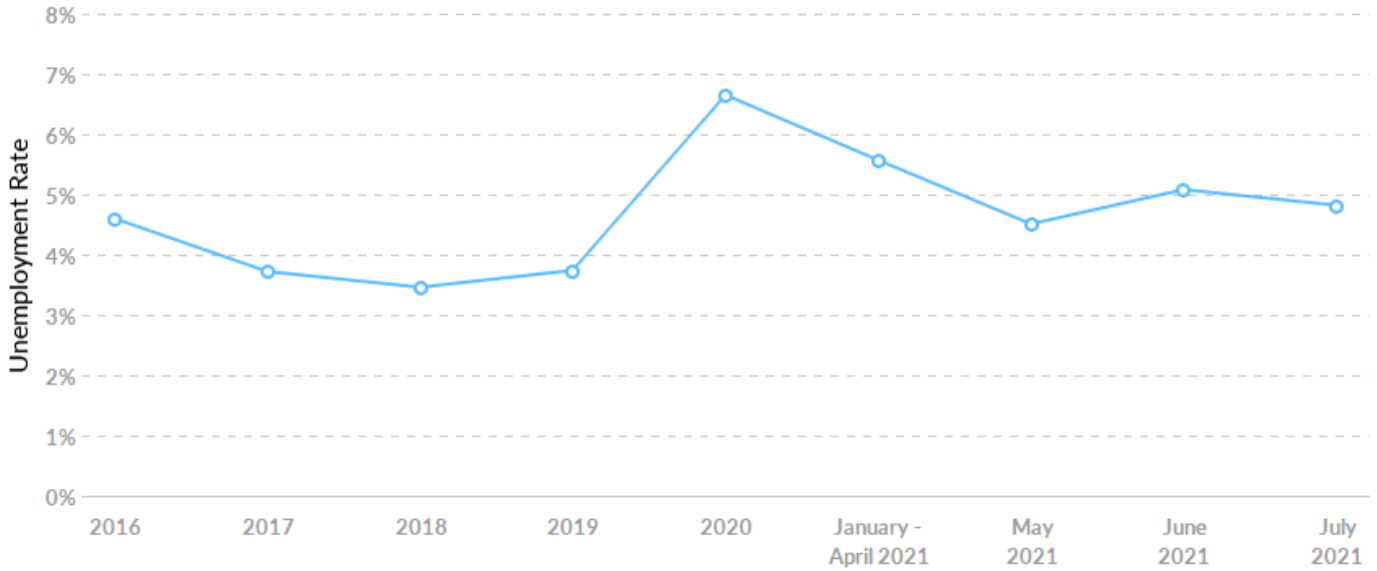
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	58.92%
2017	59.70%
2018	60.17%
2019	59.99%
2020	59.41%
January - April 2021	59.16%
May 2021	59.41%
June 2021	60.87%
July 2021	60.79%

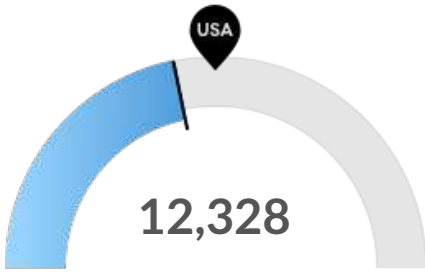
## Unemployment Rate Trends

Wood County, WI had a July 2021 unemployment rate of 4.82%, **increasing from 4.60% 5 years before.**



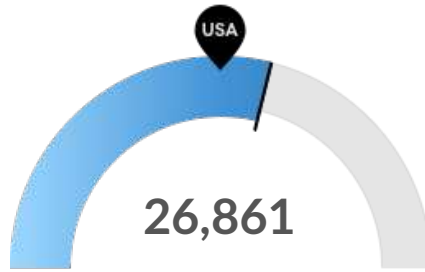
Timeframe	Unemployment Rate
2016	4.60%
2017	3.72%
2018	3.46%
2019	3.74%
2020	6.65%
January - April 2021	5.57%
May 2021	4.51%
June 2021	5.08%
July 2021	4.82%

## Population Characteristics



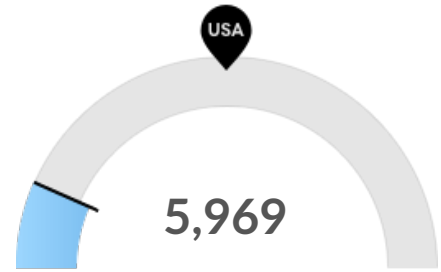
Millennials

Wood County, WI has 12,328 millennials (ages 25-39). The national average for an area this size is 14,953.



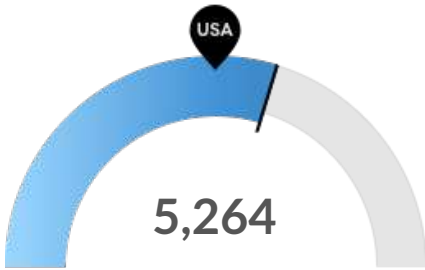
Retiring Soon

Retirement risk is high in Wood County, WI. The national average for an area this size is 21,596 people 55 or older, while there are 26,861 here.



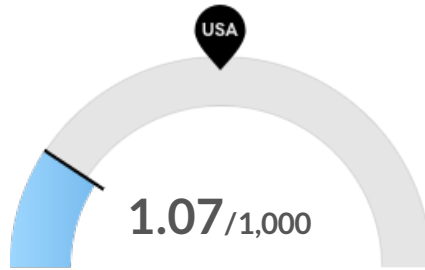
Racial Diversity

Racial diversity is low in Wood County, WI. The national average for an area this size is 29,226 racially diverse people, while there are 5,969 here.



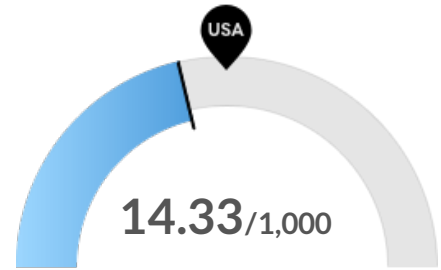
Veterans

Wood County, WI has 5,264 veterans. The national average for an area this size is 4,042.



Violent Crime

Wood County, WI has 1.07 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

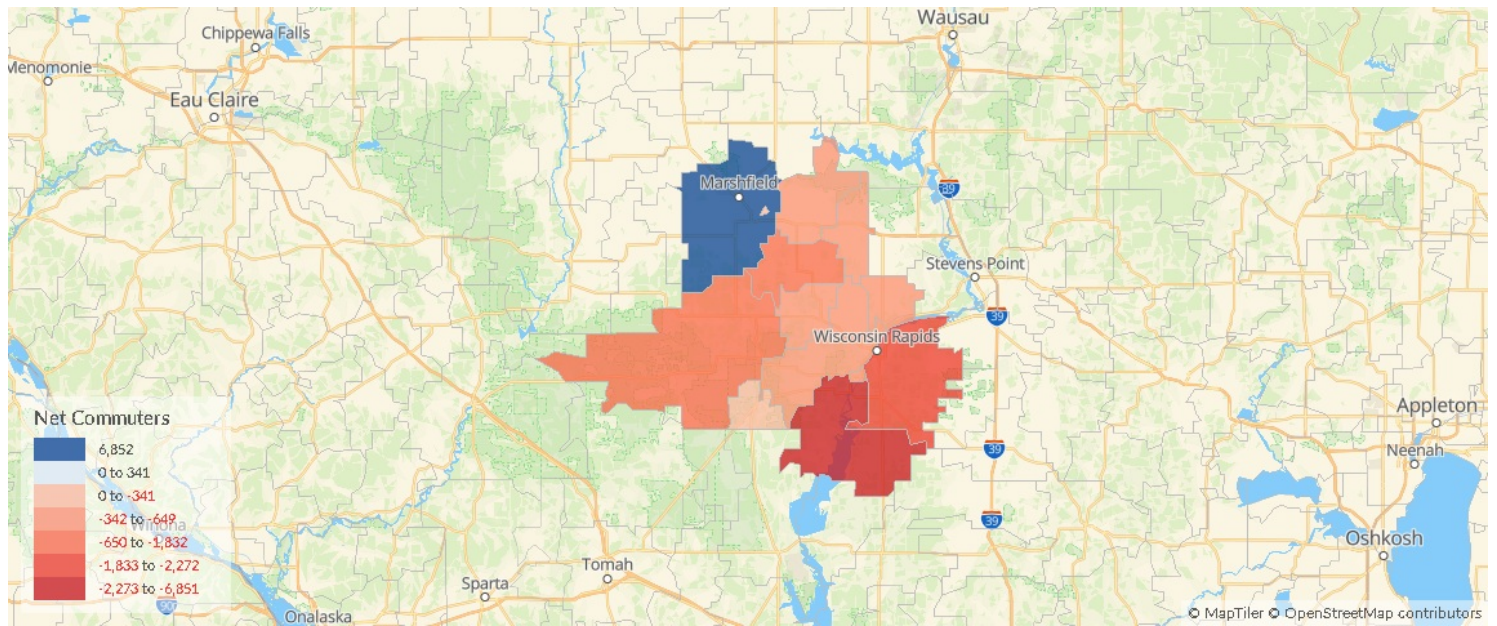


Property Crime

Wood County, WI has 14.33 property crimes per 1,000 people. The national rate is 17.91 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...	19,988
54494	Wisconsin Rapids, WI (i...	10,729
54495	Wisconsin Rapids, WI (i...	3,616
54457	Nekoosa, WI (in Wood c...	1,735
54413	Babcock, WI (in Wood c...	671

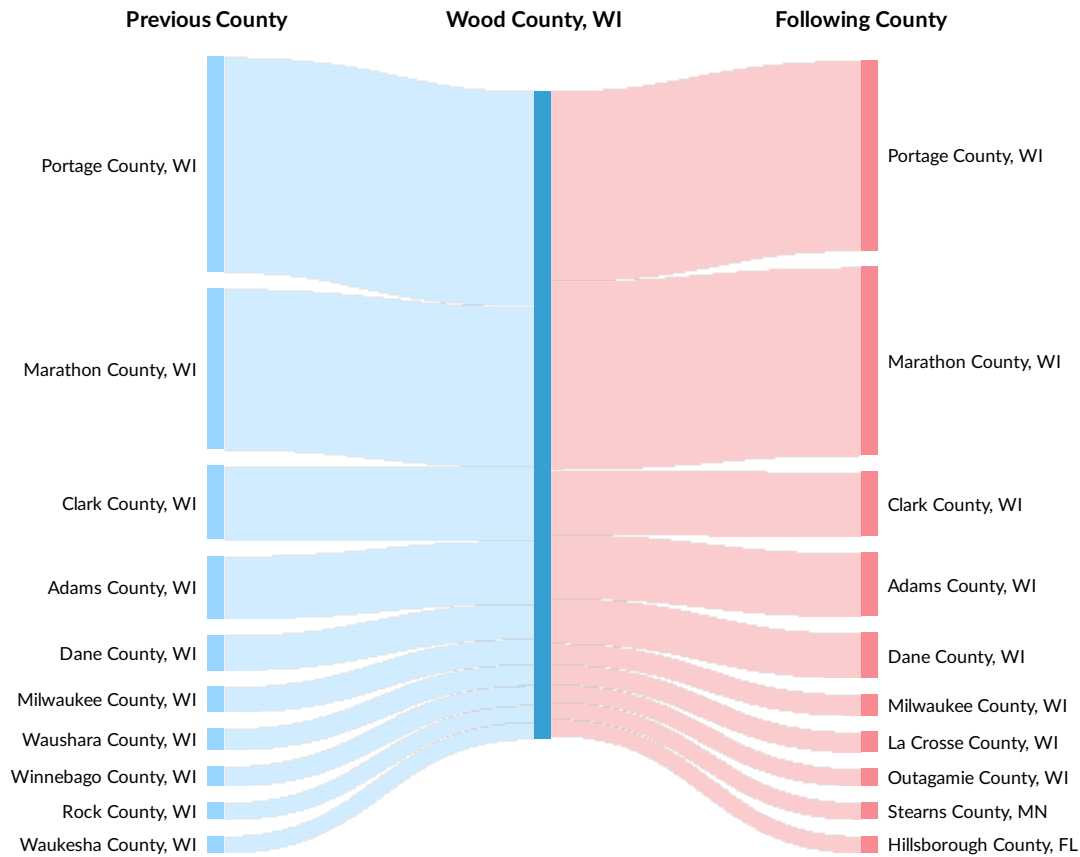
### Where Talent Lives

ZIP	Name	2020 Workers
54449	Marshfield, WI (in Woo...	13,136
54494	Wisconsin Rapids, WI (i...	12,561
54495	Wisconsin Rapids, WI (i...	4,159
54457	Nekoosa, WI (in Wood c...	4,008
54466	Pittsville, WI (in Wood c...	1,425

# 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 2019, 445 people have migrated from Portage County, WI to Wood County, WI. In the same year, 393 people left Wood County, WI migrating to Portage County, WI. The total Net Migration for Wood County, WI in 2018 was -14.



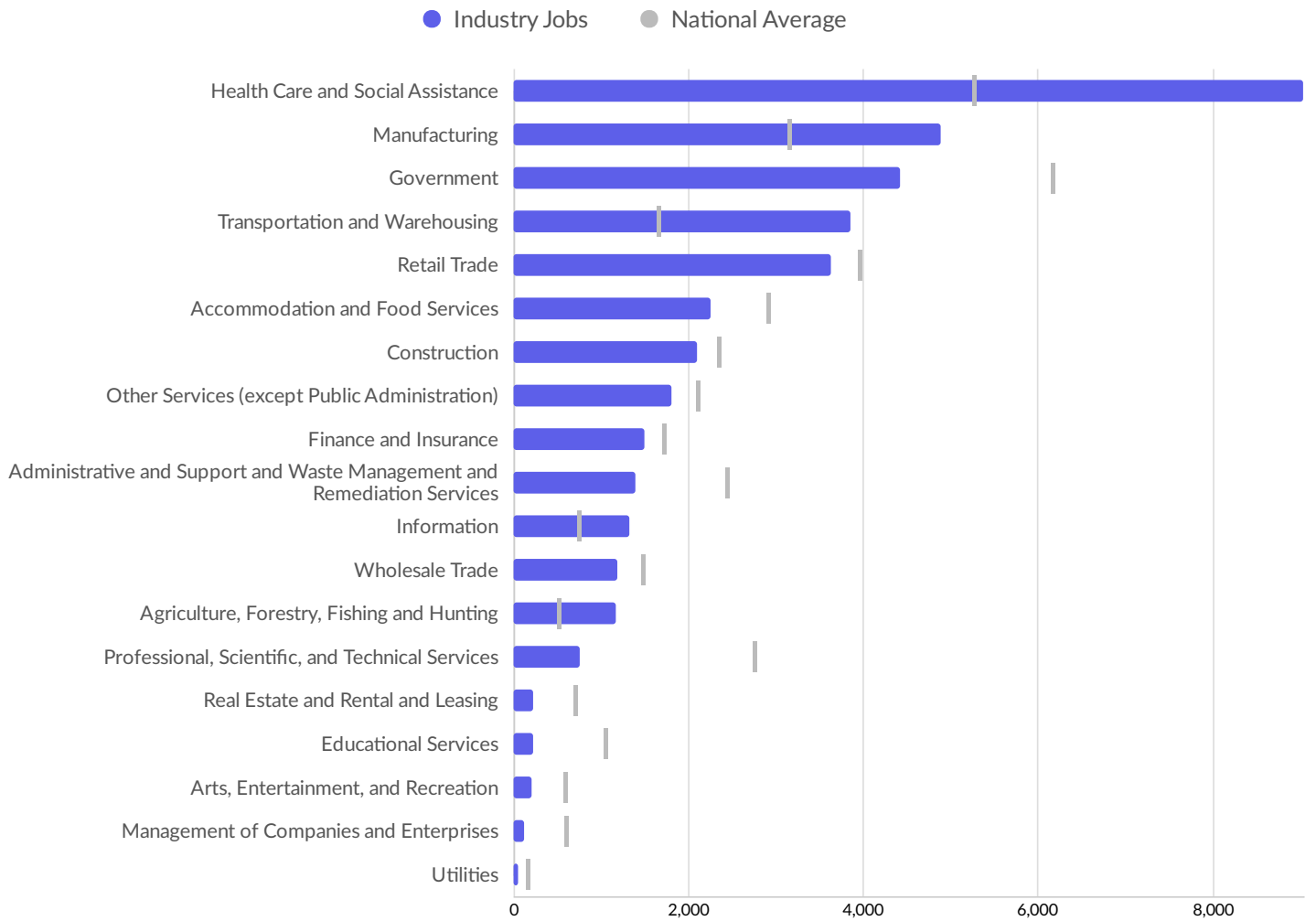
Top Previous Counties	Migrations
Portage County, WI	445
Marathon County, WI	332
Clark County, WI	152
Adams County, WI	130
Dane County, WI	72
Milwaukee County, WI	53



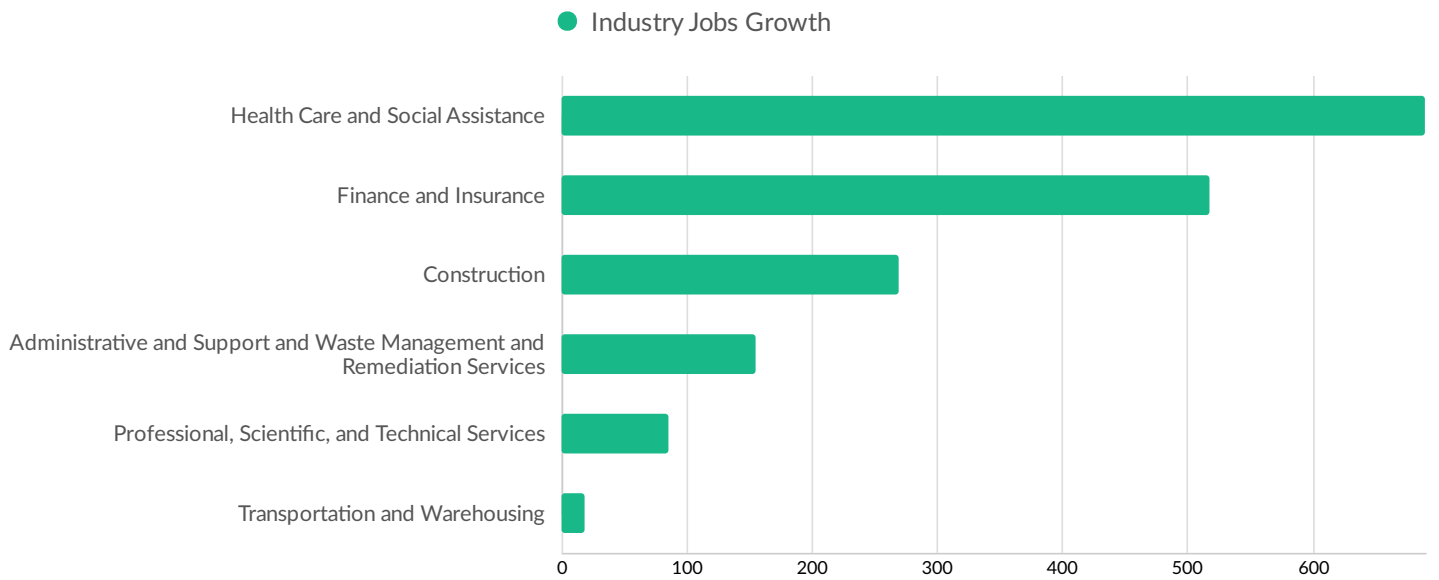
Top Previous Counties	Migrations
Waushara County, WI	44
Winnebago County, WI	41
Rock County, WI	35
Waukesha County, WI	35
Washington County, WI	34
Eau Claire County, WI	28
Brown County, WI	28
Cook County, IL	27
Bell County, TX	25
Top Following Counties	Migrations
Portage County, WI	393
Marathon County, WI	389
Clark County, WI	134
Adams County, WI	132
Dane County, WI	93
Milwaukee County, WI	44
La Crosse County, WI	42
Outagamie County, WI	36
Stearns County, MN	35
Hillsborough County, FL	35
Kent County, MI	35
Oneida County, WI	35
Eau Claire County, WI	35
Waukesha County, WI	33
Brown County, WI	31

# Industry Characteristics

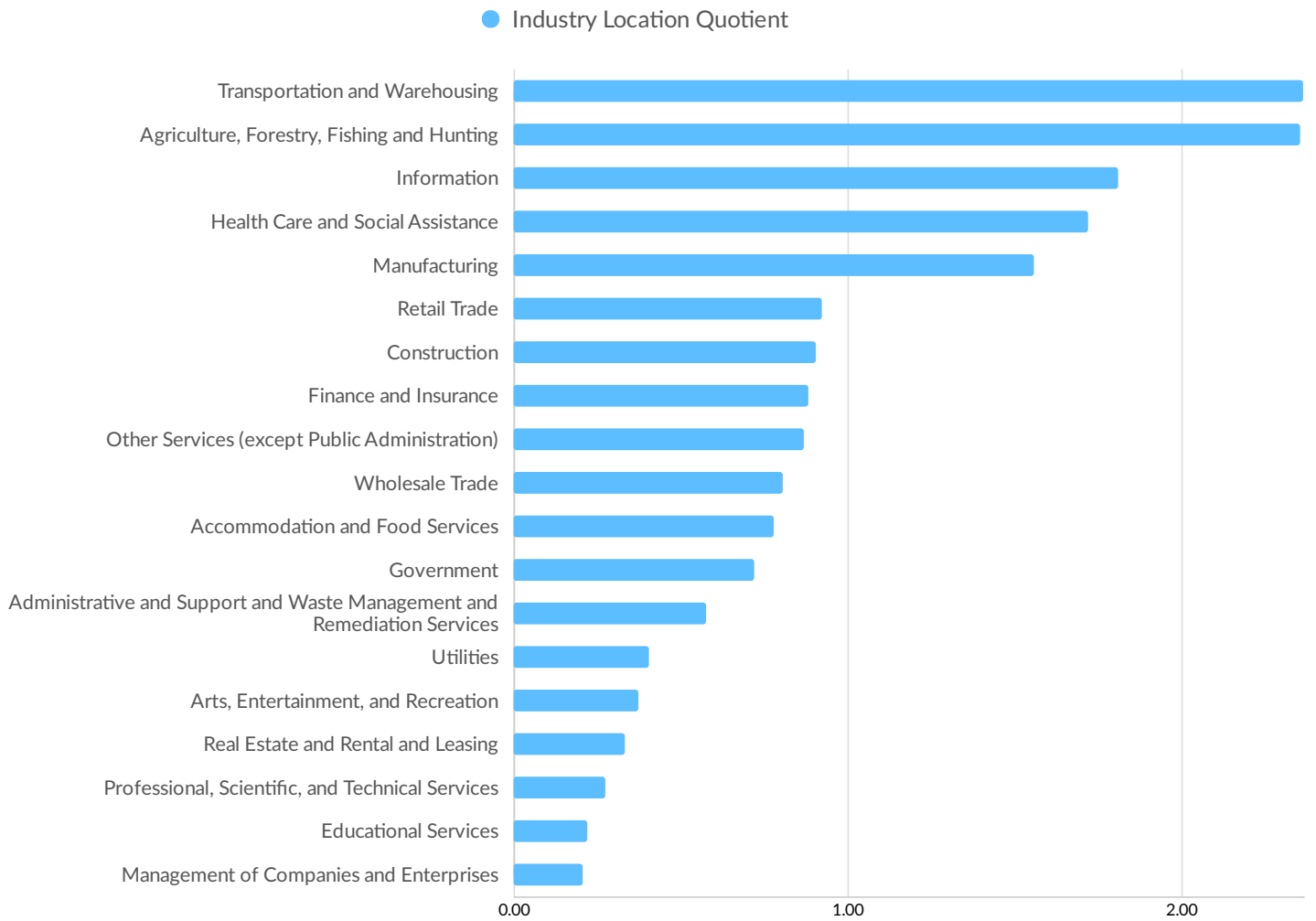
## Largest Industries



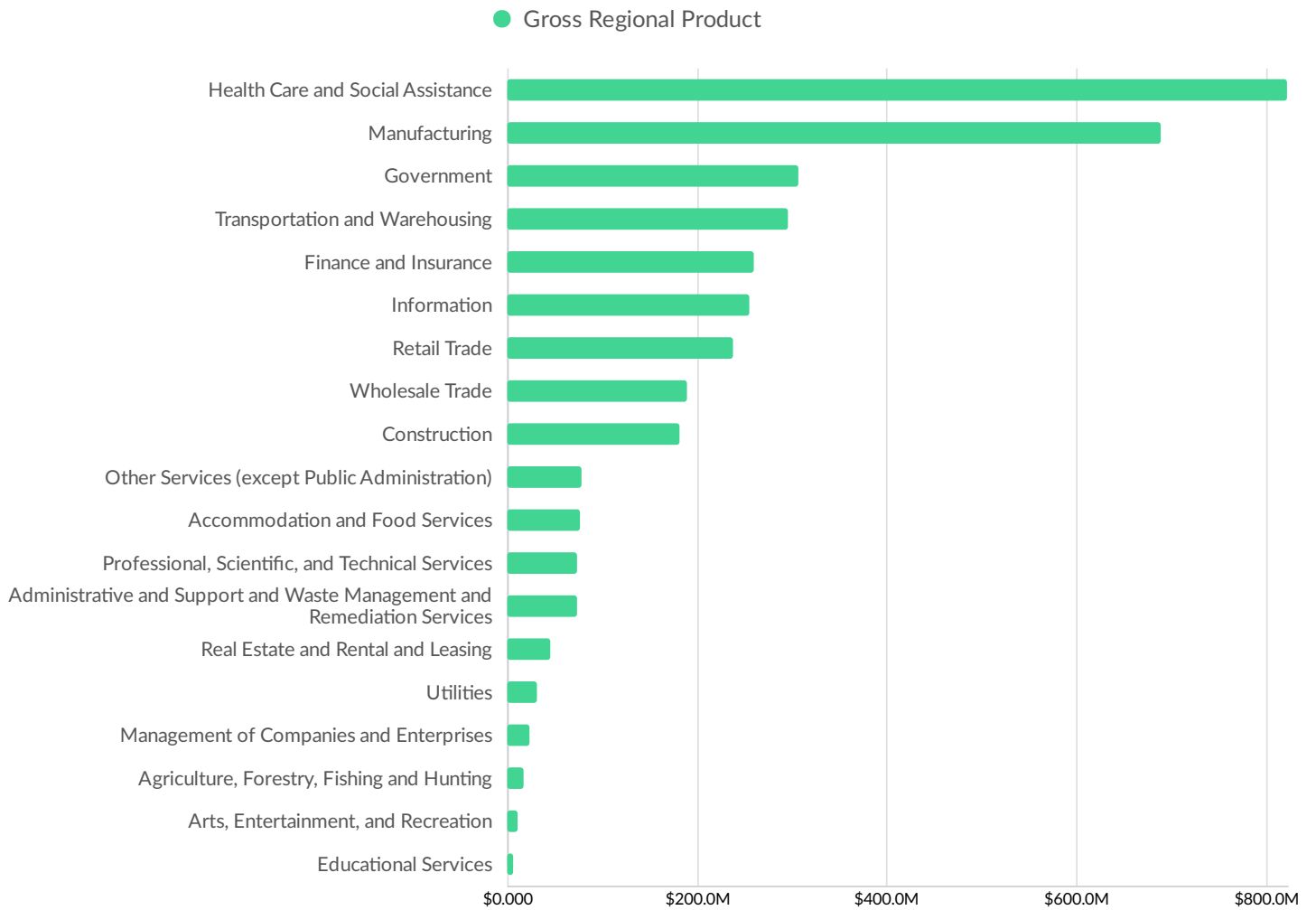
## Top Growing Industries



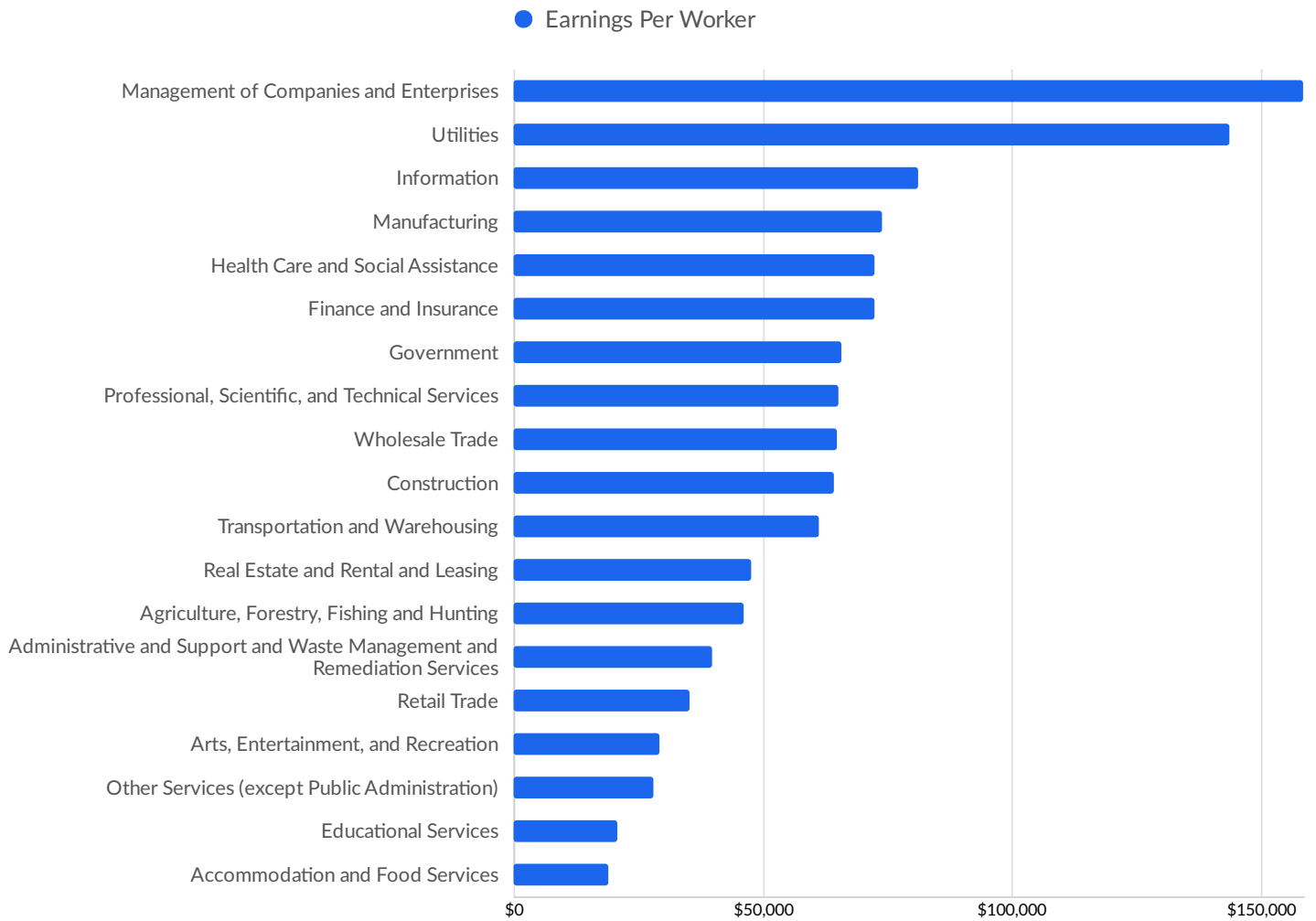
## Top Industry Location Quotient



## Top Industry GRP


















## Top Industry Earnings



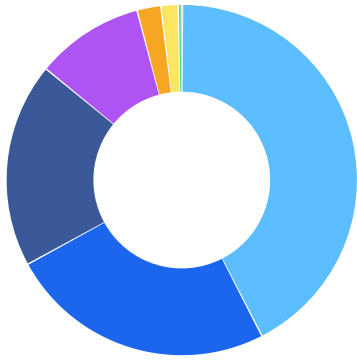
## Business Characteristics

### 4,983 Companies Employ Your Workers

Online profiles for your workers mention 4,983 companies as employers, with the top 10 appearing below. In the last 12 months, 1,652 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,352 	Marshfield Clinic	956 
Newpage Corporation	278 	Roehl Transport, Inc.	708 
Renaissance Learning, Inc.	236 	Marshfield, LLC	654 
Ministry Health Care, Inc.	228 	Aspirus Wausau Hospital, Inc.	224 
Wisconsin Rapids Public School...	178 	Service First Staffing, Inc.	216 
Security Health Plan of Wiscons...	156 	Wal-Mart, Inc.	214 
Roehl Transport, Inc.	140 	TotalMed, Inc.	156 
Aspirus Wausau Hospital, Inc.	135 	U.S. Xpress, Inc.	151 
Mid-State Technical College (inc)	132 	North Shore Healthcare Inc	137 
Wrps	122 	CompHealth, Inc.	133 

## 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

- Occupation Jobs
- National Average

### Top Growing Occupations

- Occupation Jobs Growth

### Top Occupation Location Quotient

- Occupation Location Quotient

### Top Occupation Earnings

- Median Hourly Earnings

### Top Posted Occupations

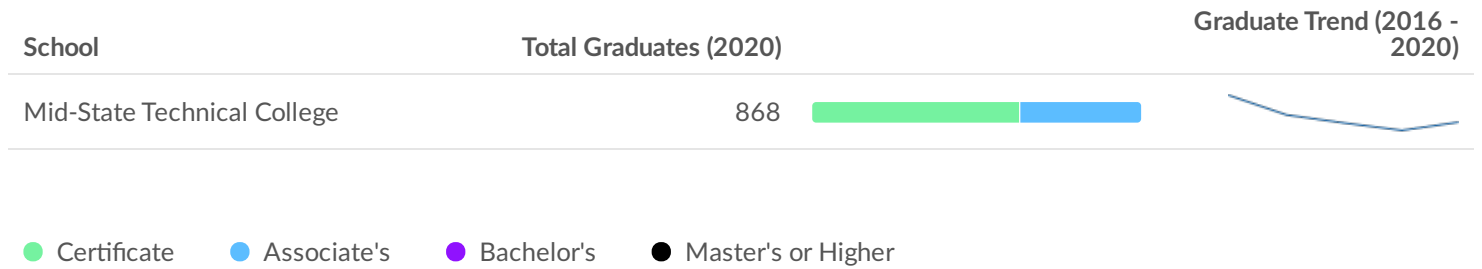
- Unique Average Monthly Postings

### Underemployment

- Jobs Requiring Ed. Level
- Population at Ed. Level

## Educational Pipeline

In 2020, there were 868 graduates in Wood County, WI. This pipeline has shrunk by 11% 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

● Top Hard Skills    ● National Average