



# Wood County, WI

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

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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

72,560

Population (2020)

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

40,215

Total Regional Employment

Jobs **decreased by 723** over the last 5 years and are projected to **decrease by 260** 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 **40,215**. 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.

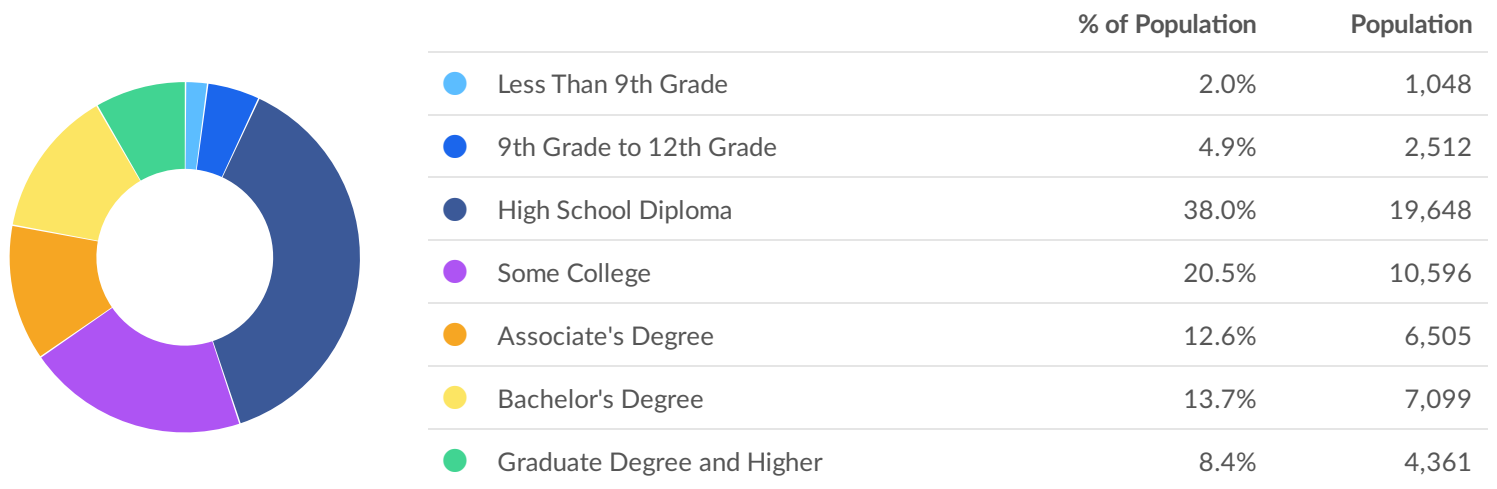
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	72,560	34,318	40,215	99.2	\$3.89B	\$5.20B	\$5.00B
Centergy	327,249	166,642	168,987	99.2	\$17.25B	\$23.87B	\$22.84B
NCWRPC	440,343	220,182	217,548	99.7	\$21.60B	\$31.10B	\$29.06B
Wisconsin	5,832,655	3,038,273	3,041,642	100.3	\$328.66B	\$327.57B	\$346.07B

## Dec 2020 Labor Force Breakdown



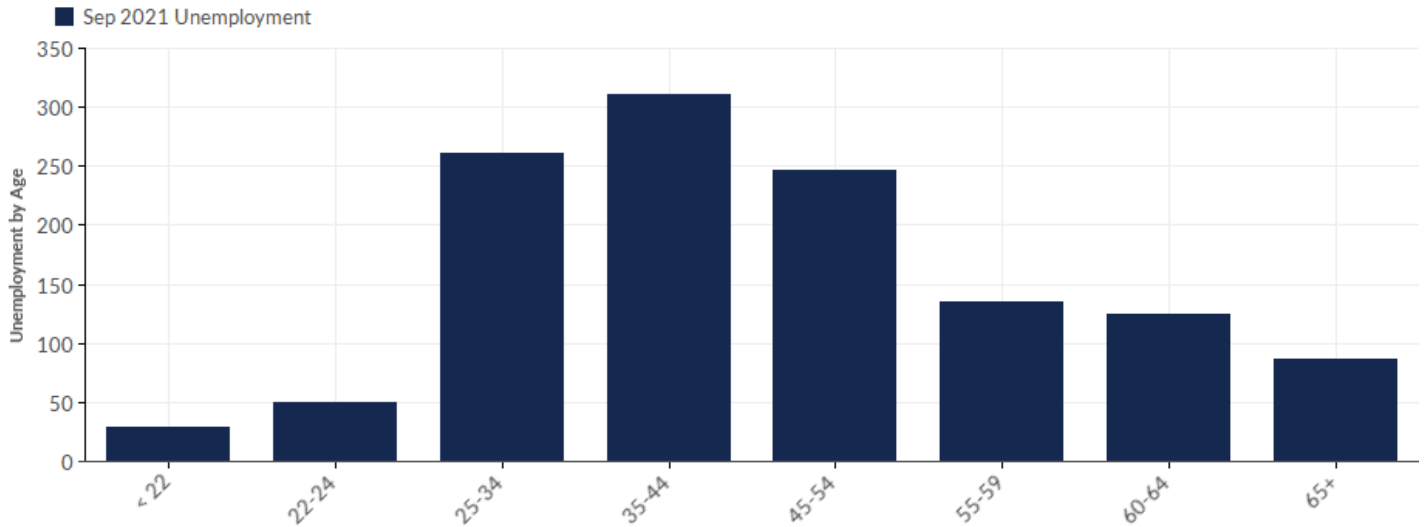
## Educational Attainment

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).



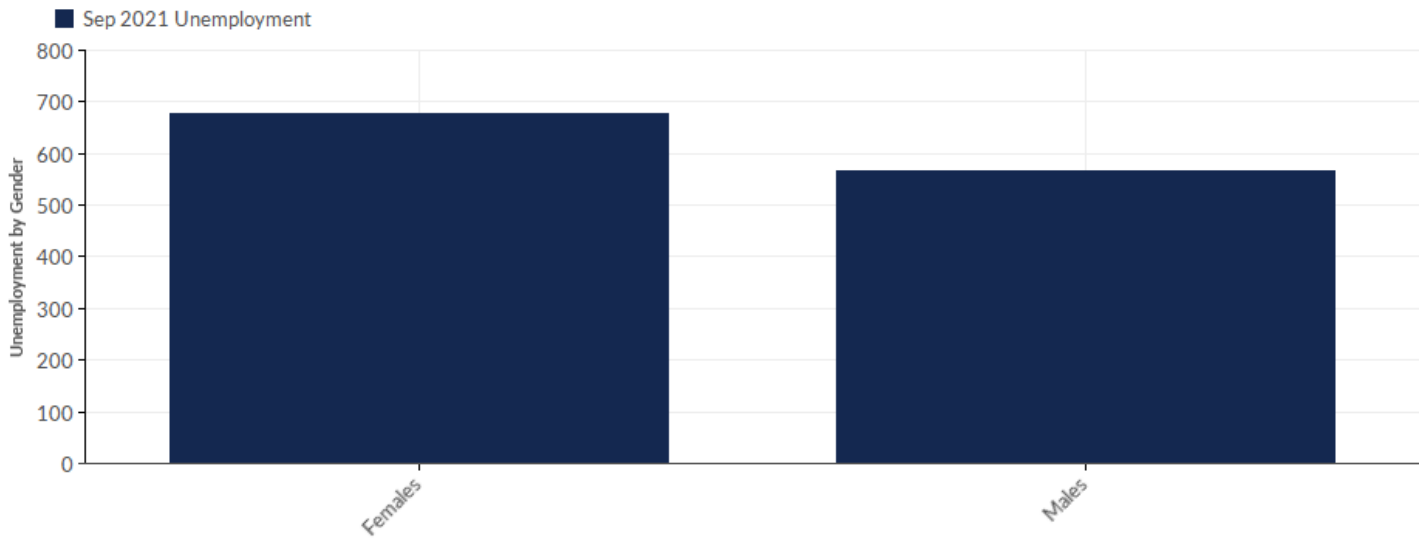
# Unemployment by Demographics

## Unemployment by Age



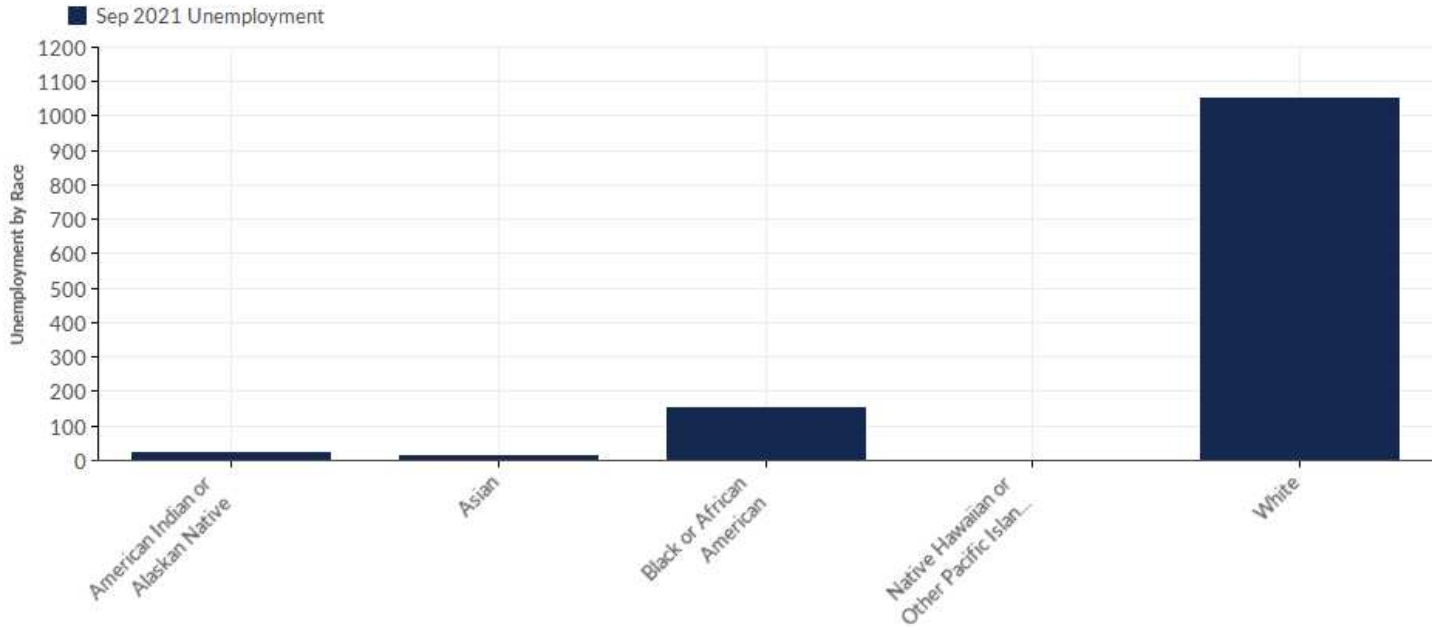
Age	Unemployment (Sep 2021)	% of Cohort
< 22	29	2.33%
22-24	49	3.94%
25-34	261	21.00%
35-44	311	25.02%
45-54	247	19.87%
55-59	134	10.78%
60-64	125	10.06%
65+	86	6.92%
Total	1,243	100.00%

## Unemployment by Gender



Gender	Unemployment (Sep 2021)	% of Cohort
Females	678	54.55%
Males	565	45.45%
Total	1,243	100.00%

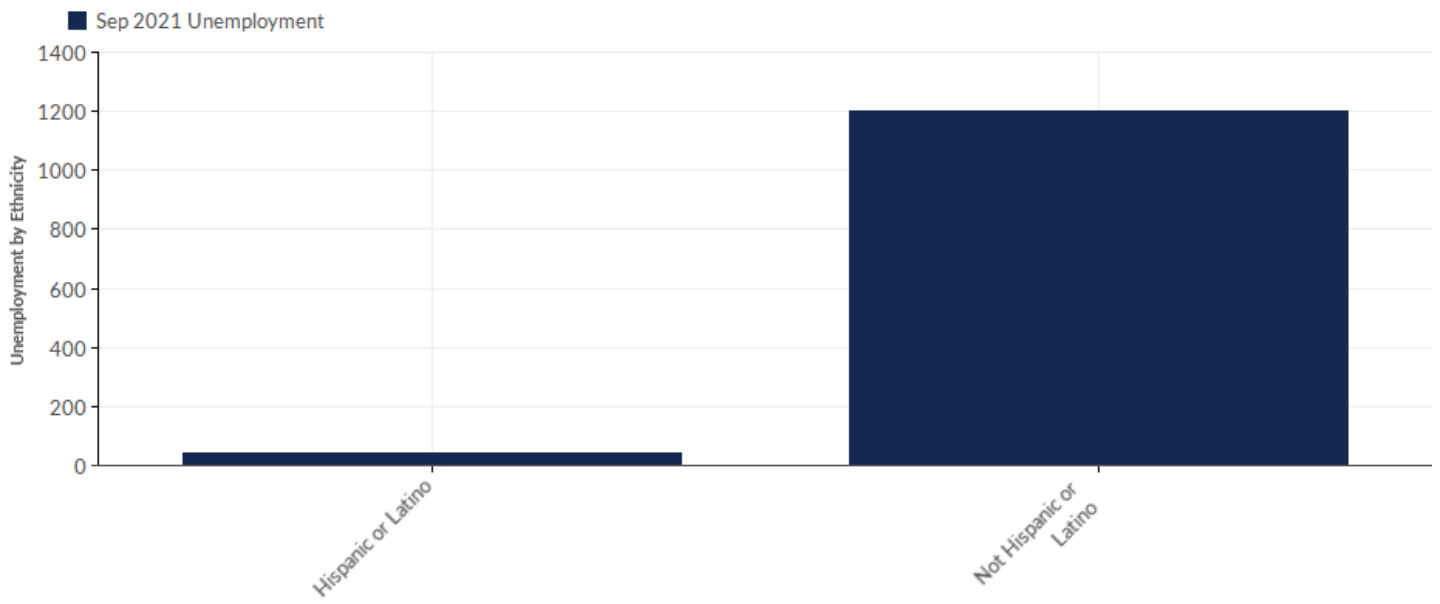
## Unemployment by Race



Race	Unemployment (Sep 2021)	% of Cohort
American Indian or Alaskan Native	22	1.77%
Asian	15	1.21%
Black or African American	152	12.23%
Native Hawaiian or Other Pacific Islander	1	0.08%
White	1,053	84.71%
<b>Total</b>	<b>1,243</b>	<b>100.00%</b>



## Unemployment by Ethnicity

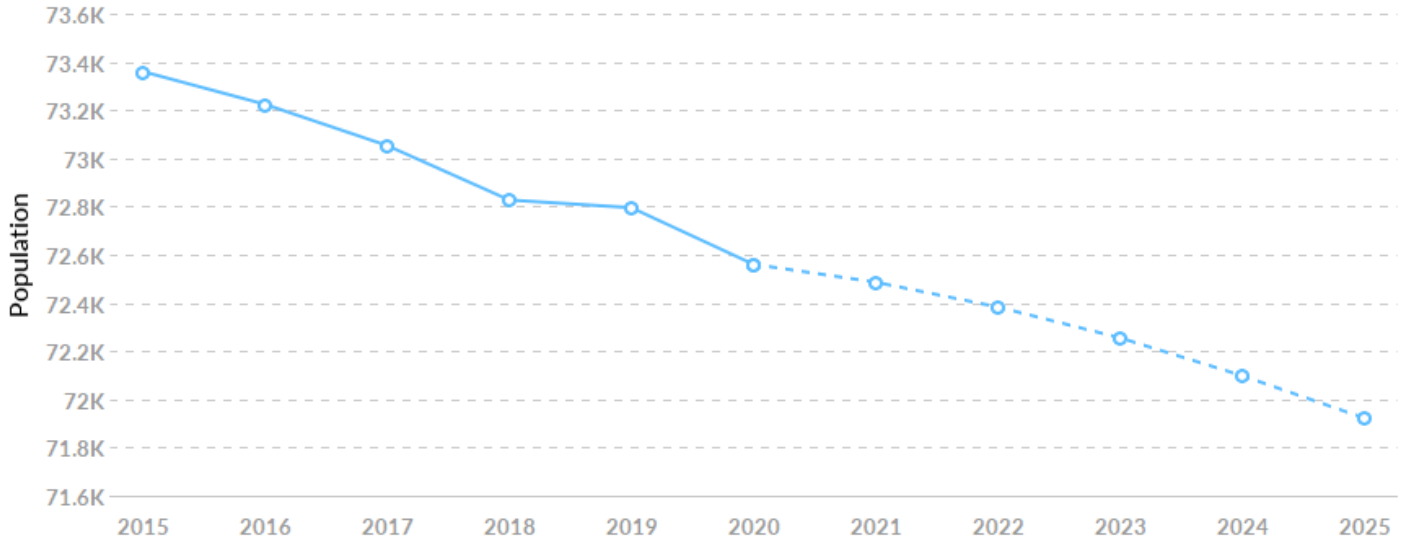


Ethnicity	Unemployment (Sep 2021)	% of Cohort
Hispanic or Latino	40	3.22%
Not Hispanic or Latino	1,203	96.78%
Total	1,243	100.00%

# Historic & Projected Trends

## Population Trends

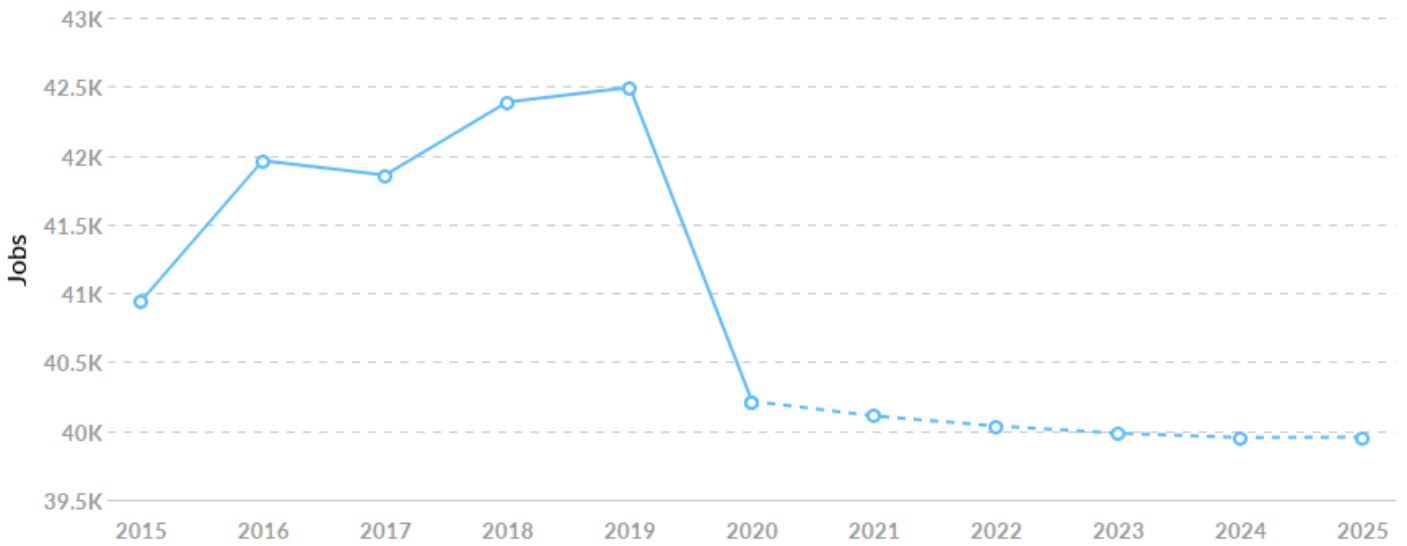
As of 2020 the region's population **declined by 1.1%** since 2015, falling by 800. Population is expected to **decrease by 0.9%** between 2020 and 2025, losing 638.



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

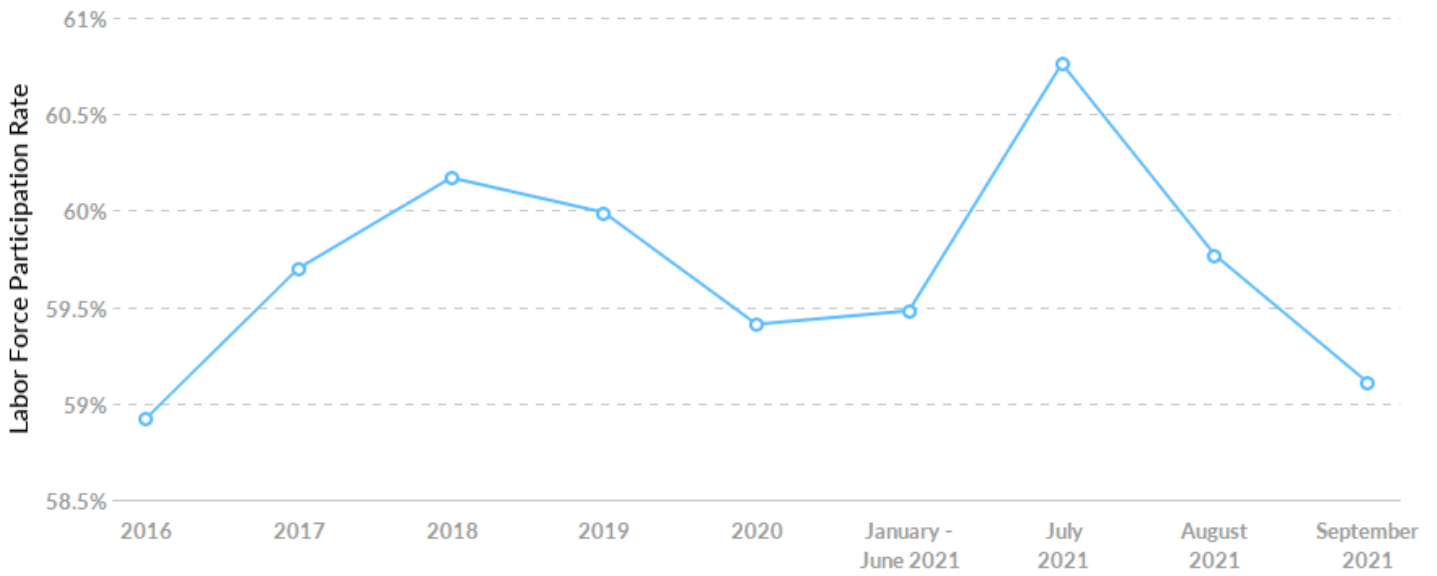
## Job Trends

From 2015 to 2020, jobs declined by 1.8% in Wood County, WI from 40,938 to 40,215. 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	42,493
2020	40,215
2021	40,109
2022	40,035
2023	39,983
2024	39,952
2025	39,955

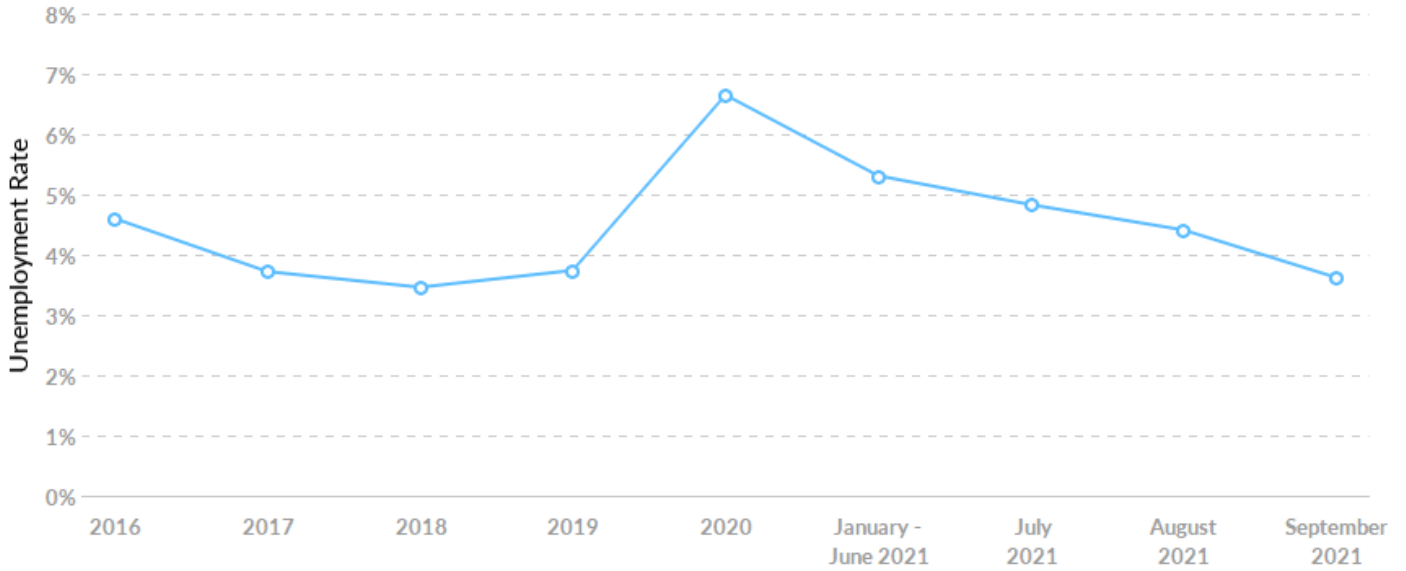
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	58.92%
2017	59.70%
2018	60.17%
2019	59.99%
2020	59.41%
January - June 2021	59.48%
July 2021	60.76%
August 2021	59.77%
September 2021	59.11%

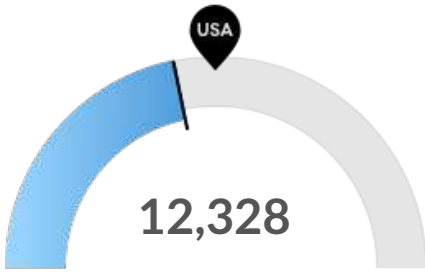
## Unemployment Rate Trends

Wood County, WI had a September 2021 unemployment rate of 3.62%, decreasing from 4.60% 5 years before.



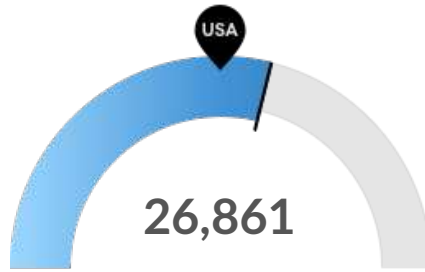
Timeframe	Unemployment Rate
2016	4.60%
2017	3.72%
2018	3.46%
2019	3.74%
2020	6.65%
January - June 2021	5.31%
July 2021	4.83%
August 2021	4.41%
September 2021	3.62%

## Population Characteristics



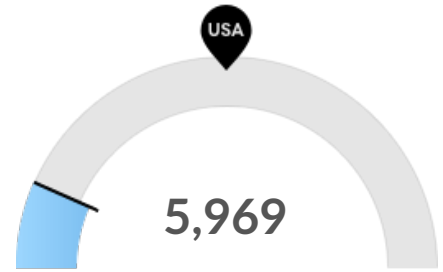
Millennials

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



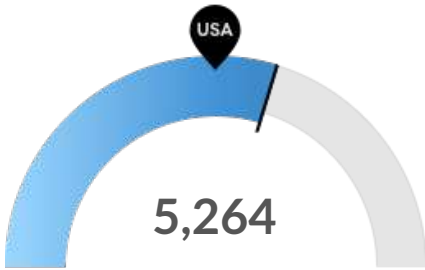
Retiring Soon

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.



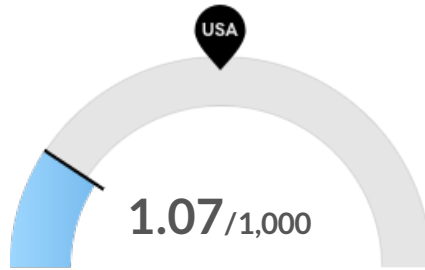
Racial Diversity

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.



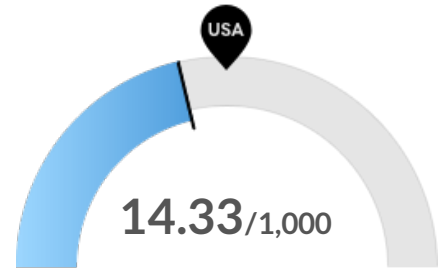
Veterans

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.

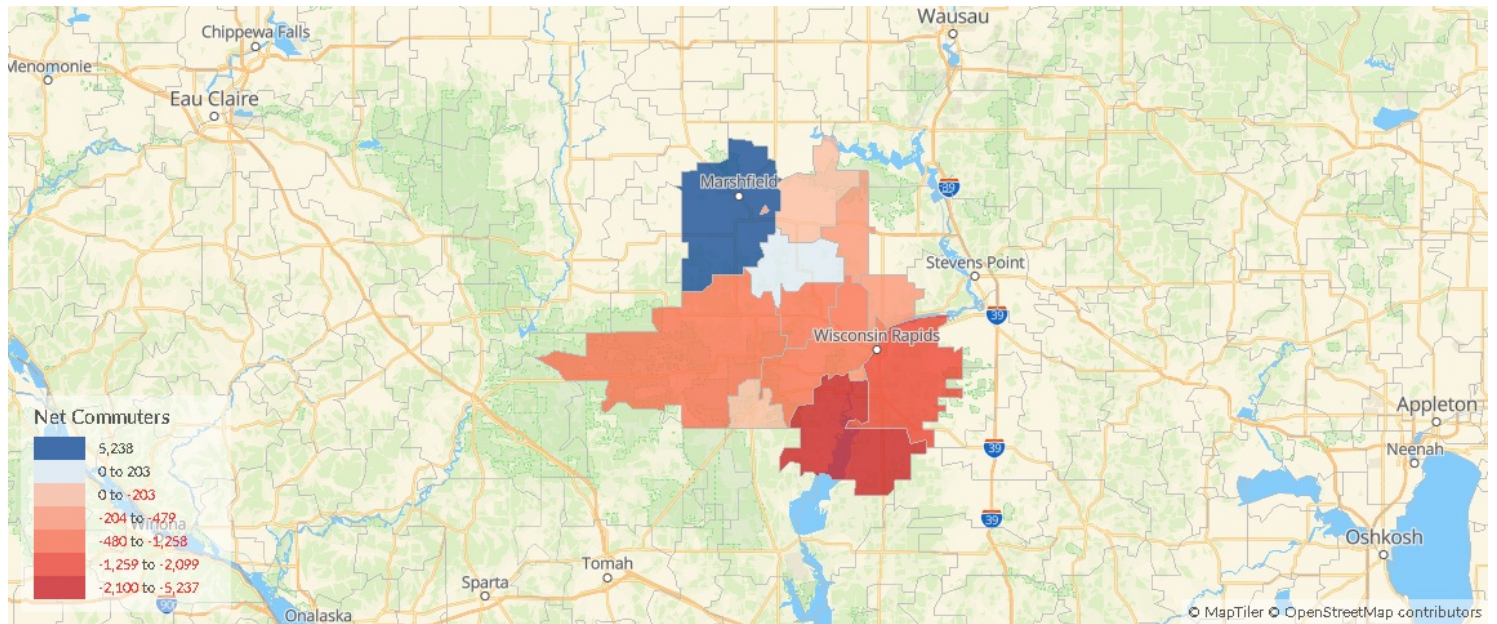


Property Crime

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. For example, the #1 ranked ZIP for employment ranks #2 for resident workers. The top ZIP for resident workers is 54494.



### Where Talent Works

ZIP	Name	2020 Employment
54449	Marshfield, WI (in Woo...	17,768
54494	Wisconsin Rapids, WI (i...	11,563
54495	Wisconsin Rapids, WI (i...	3,608
54457	Nekoosa, WI (in Wood c...	2,232
54410	Arpin, WI (in Wood cou...	1,262

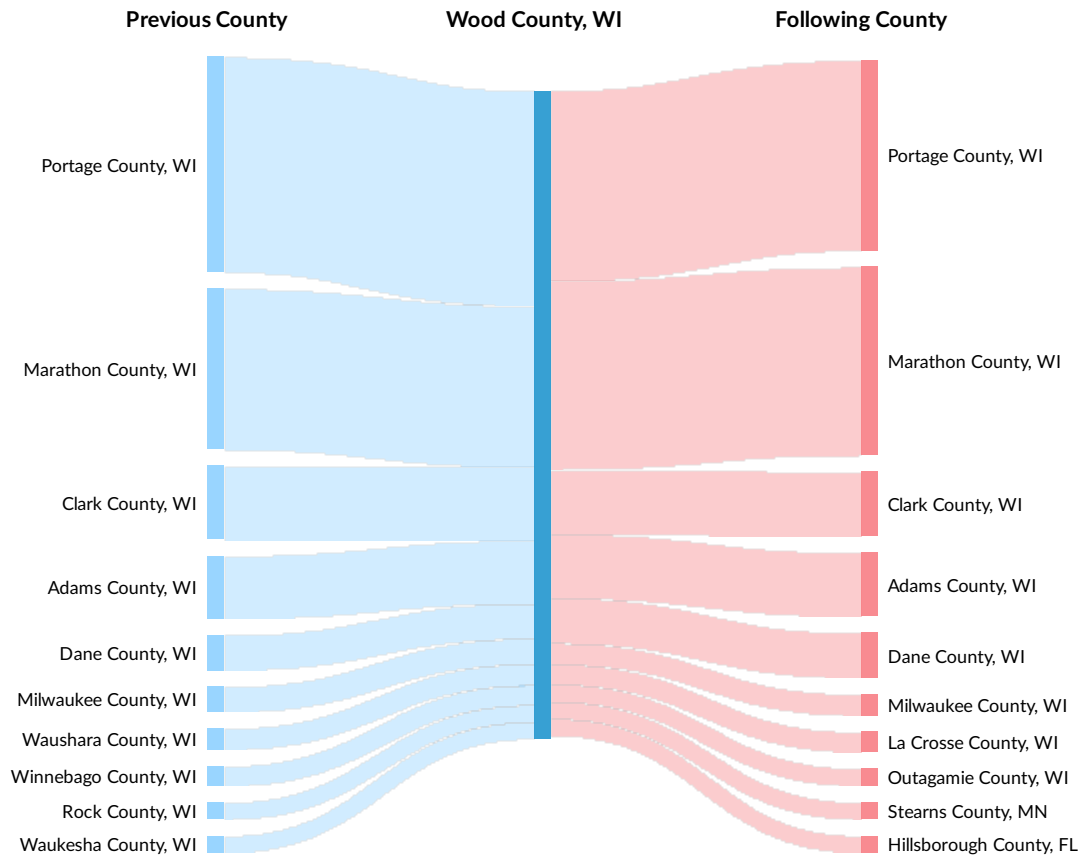
### Where Talent Lives

ZIP	Name	2020 Workers
54494	Wisconsin Rapids, WI (i...	12,822
54449	Marshfield, WI (in Woo...	12,531
54457	Nekoosa, WI (in Wood c...	4,332
54495	Wisconsin Rapids, WI (i...	4,310
54466	Pittsville, WI (in Wood c...	1,453

# 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.



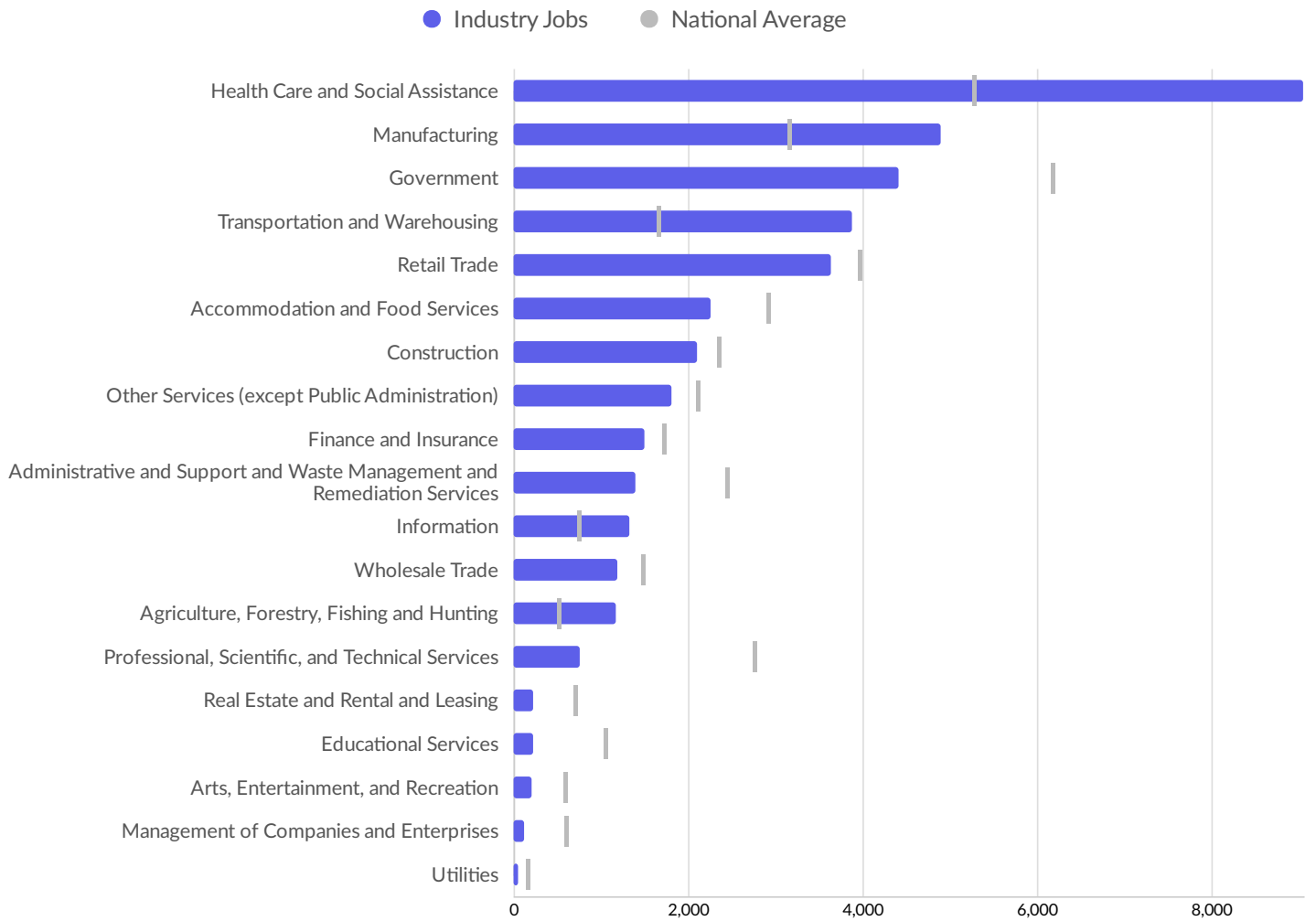
Top Previous Counties	Migrations
Portage County, WI	445
Marathon County, WI	332
Clark County, WI	152
Adams County, WI	130
Dane County, WI	72
Milwaukee County, WI	53



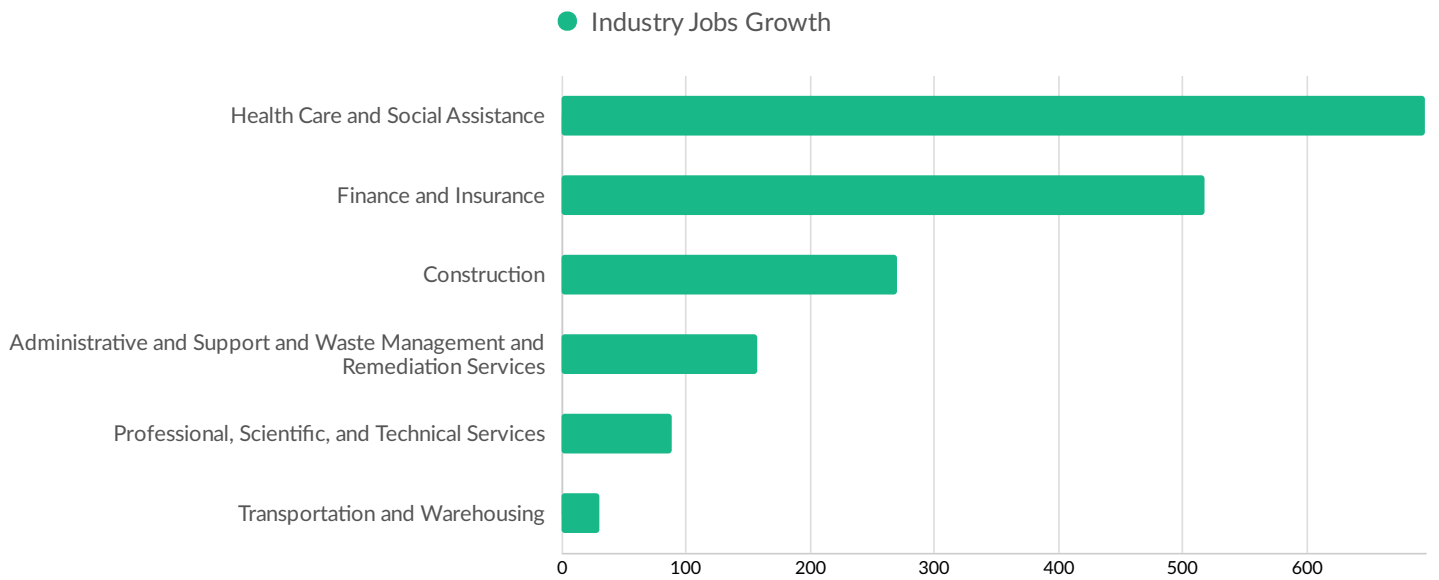
Top Previous Counties	Migrations
Waushara County, WI	44
Winnebago County, WI	41
Rock County, WI	35
Waukesha County, WI	35
Washington County, WI	34
Eau Claire County, WI	28
Brown County, WI	28
Cook County, IL	27
Bell County, TX	25
Top Following Counties	Migrations
Portage County, WI	393
Marathon County, 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

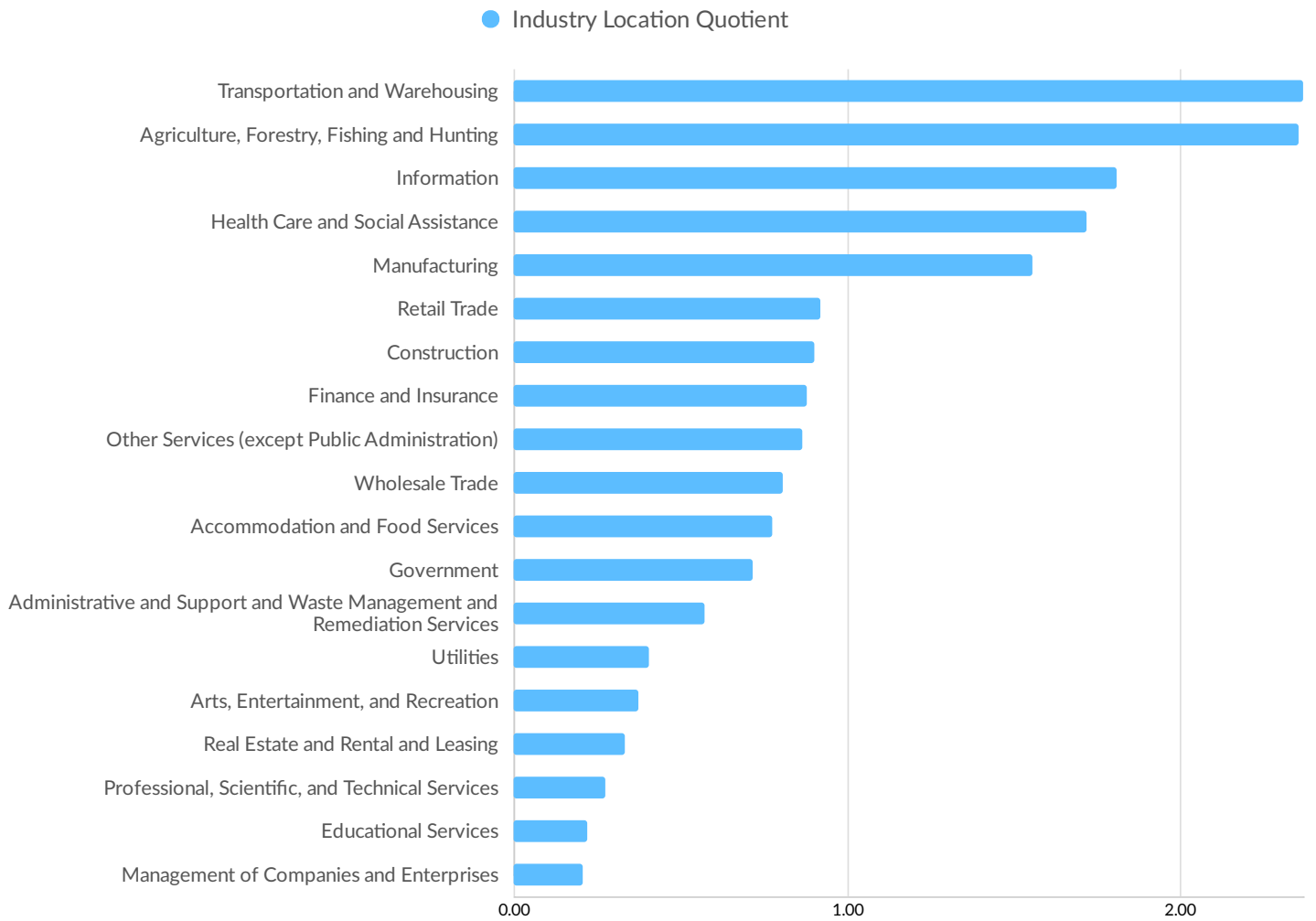
## Largest Industries



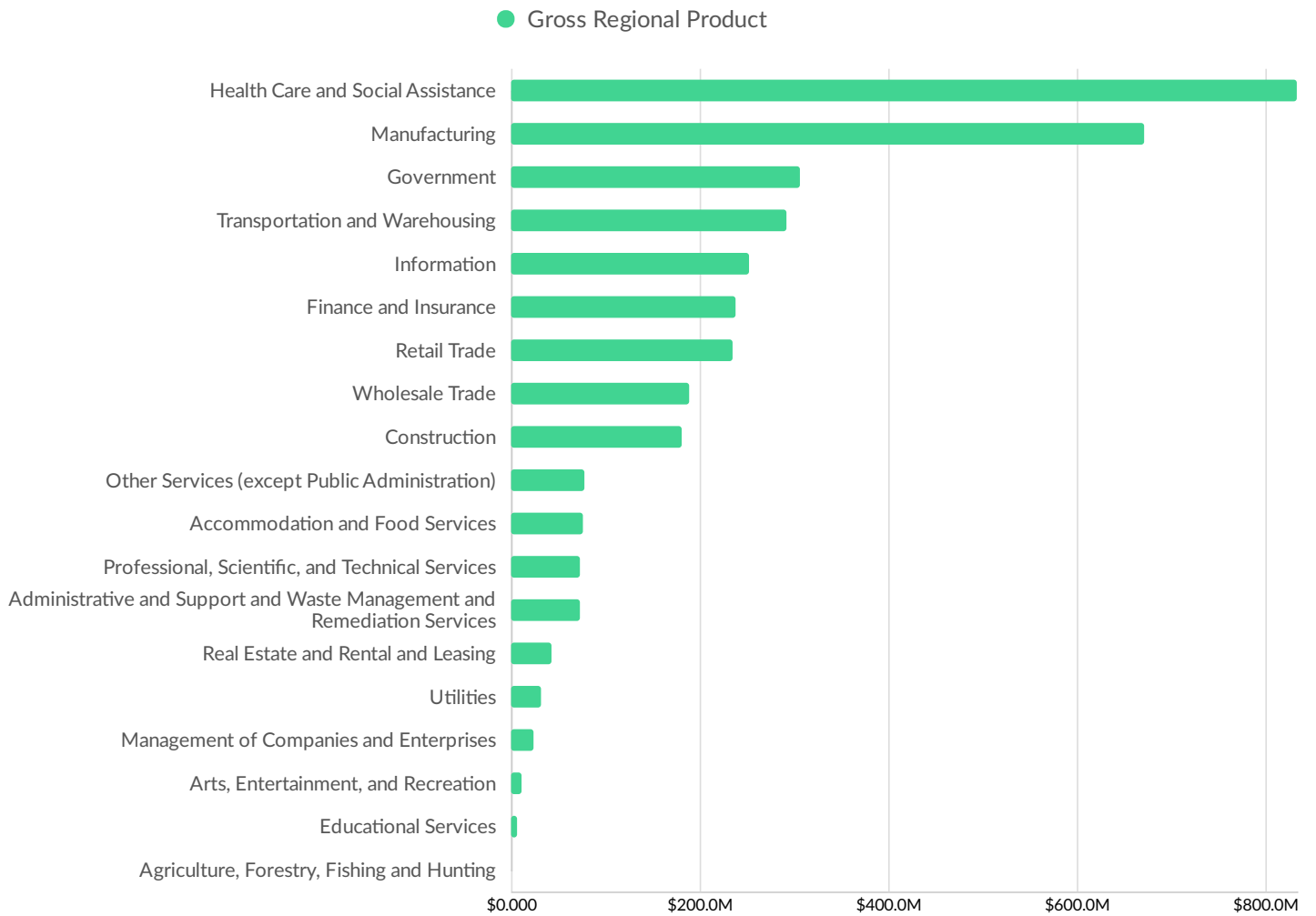
## Top Growing Industries



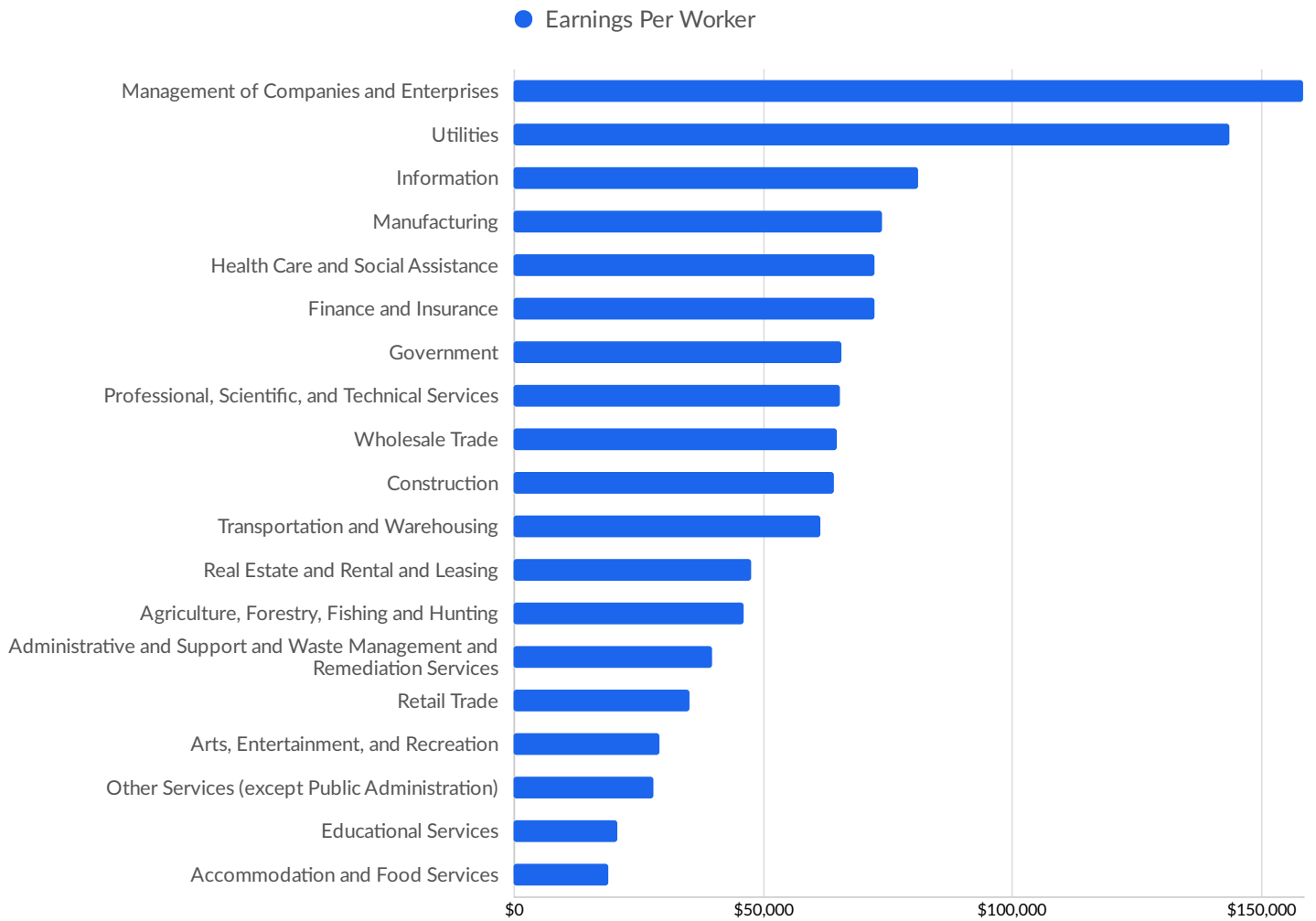
## Top Industry Location Quotient



## Top Industry GRP


















## Top Industry Earnings



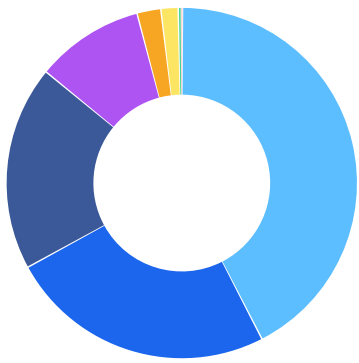
## Business Characteristics

### 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



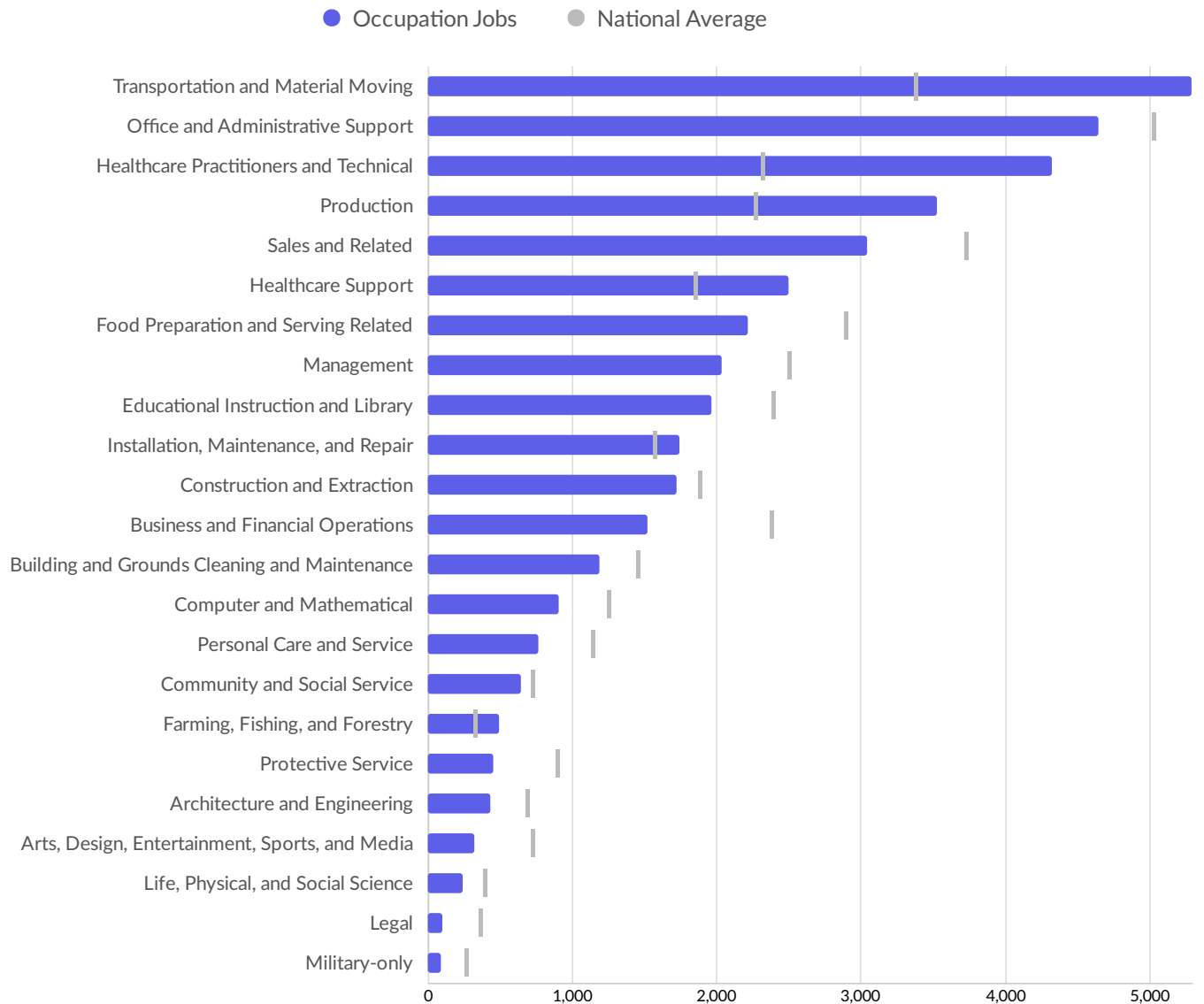
	Percentage	Business Count
1 to 4 employees	42.4%	1,602
5 to 9 employees	24.6%	930
10 to 19 employees	18.9%	714
20 to 49 employees	10.0%	377
50 to 99 employees	2.2%	83
100 to 249 employees	1.6%	60
250 to 499 employees	0.3%	11
500+ employees	0.1%	4

\*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.

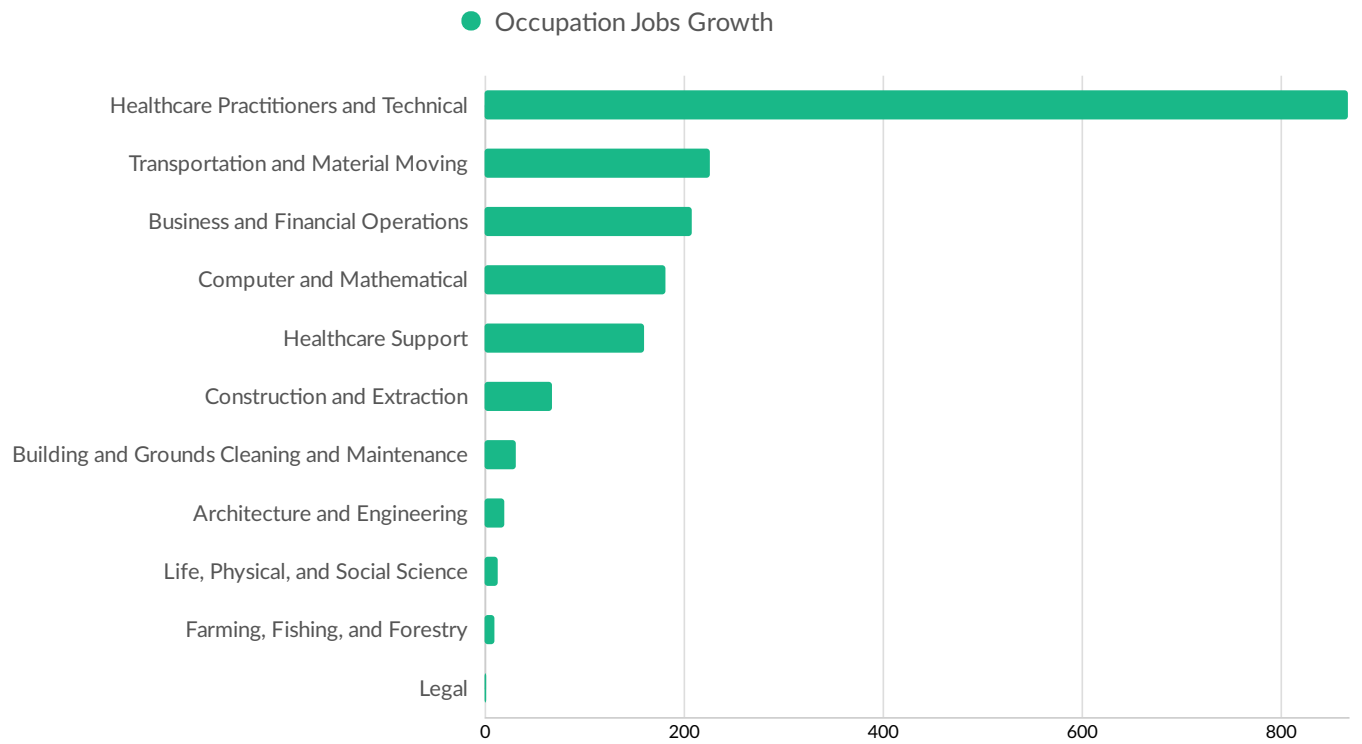


# Workforce Characteristics

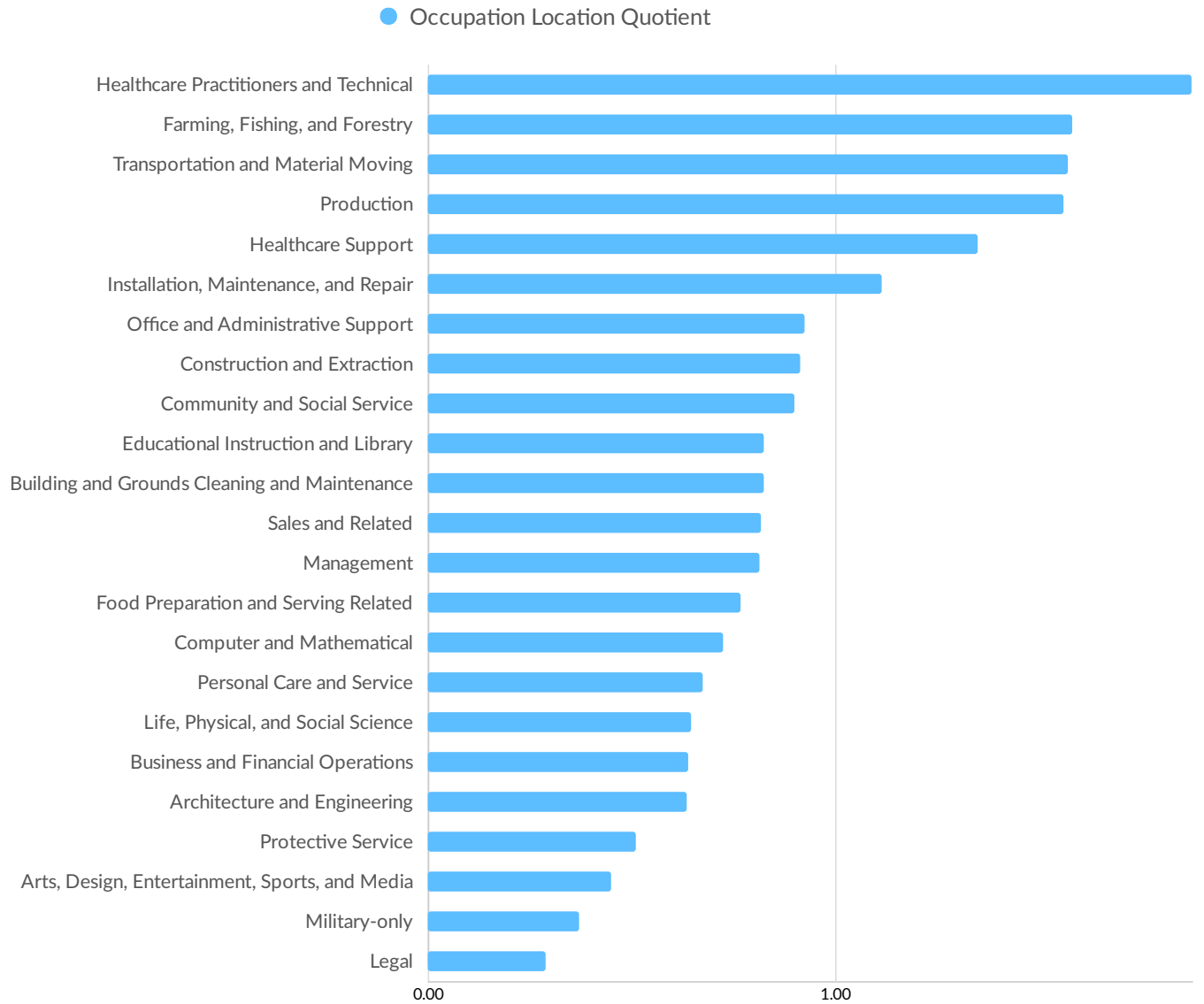
## Largest Occupations



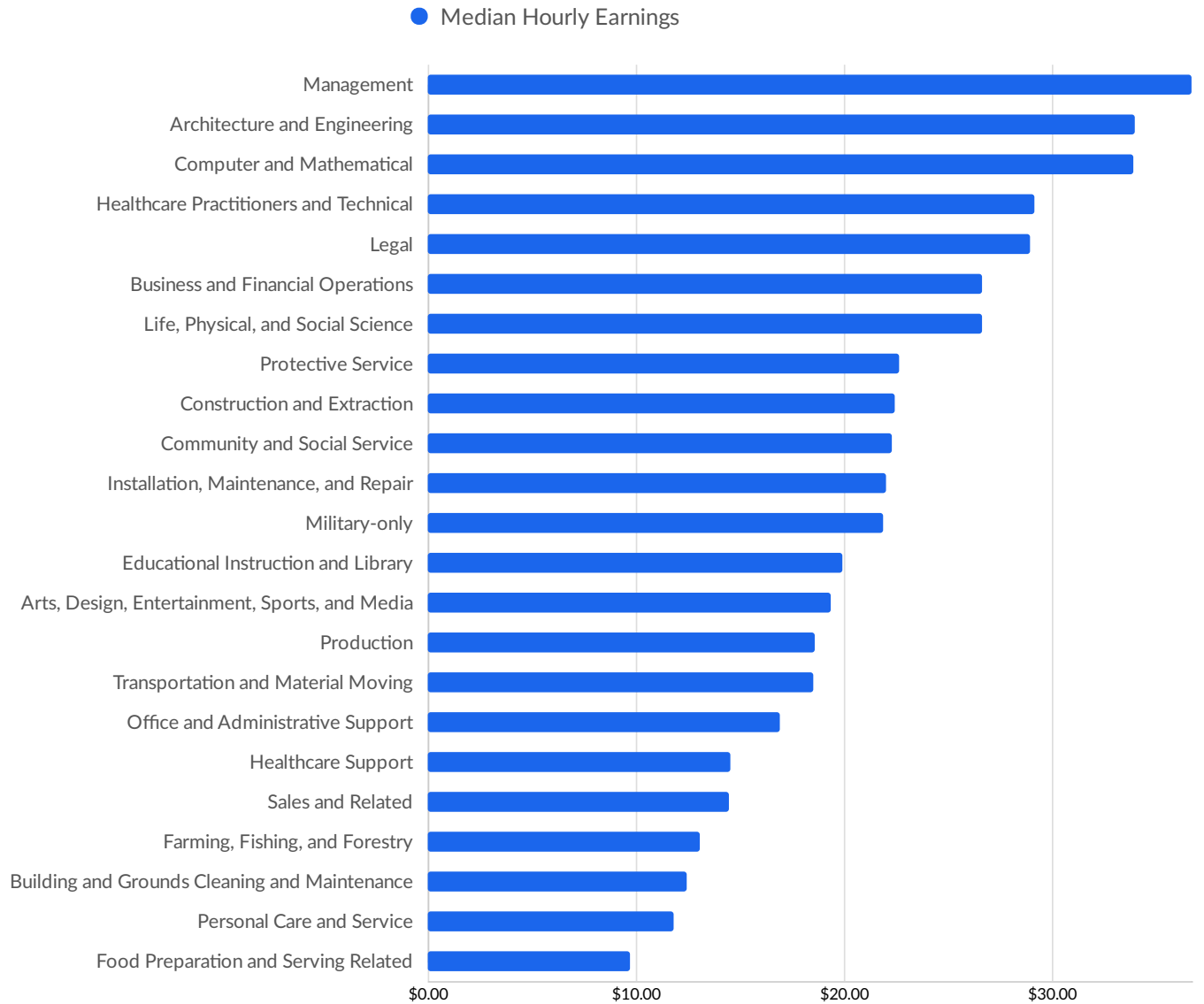
## Top Growing Occupations



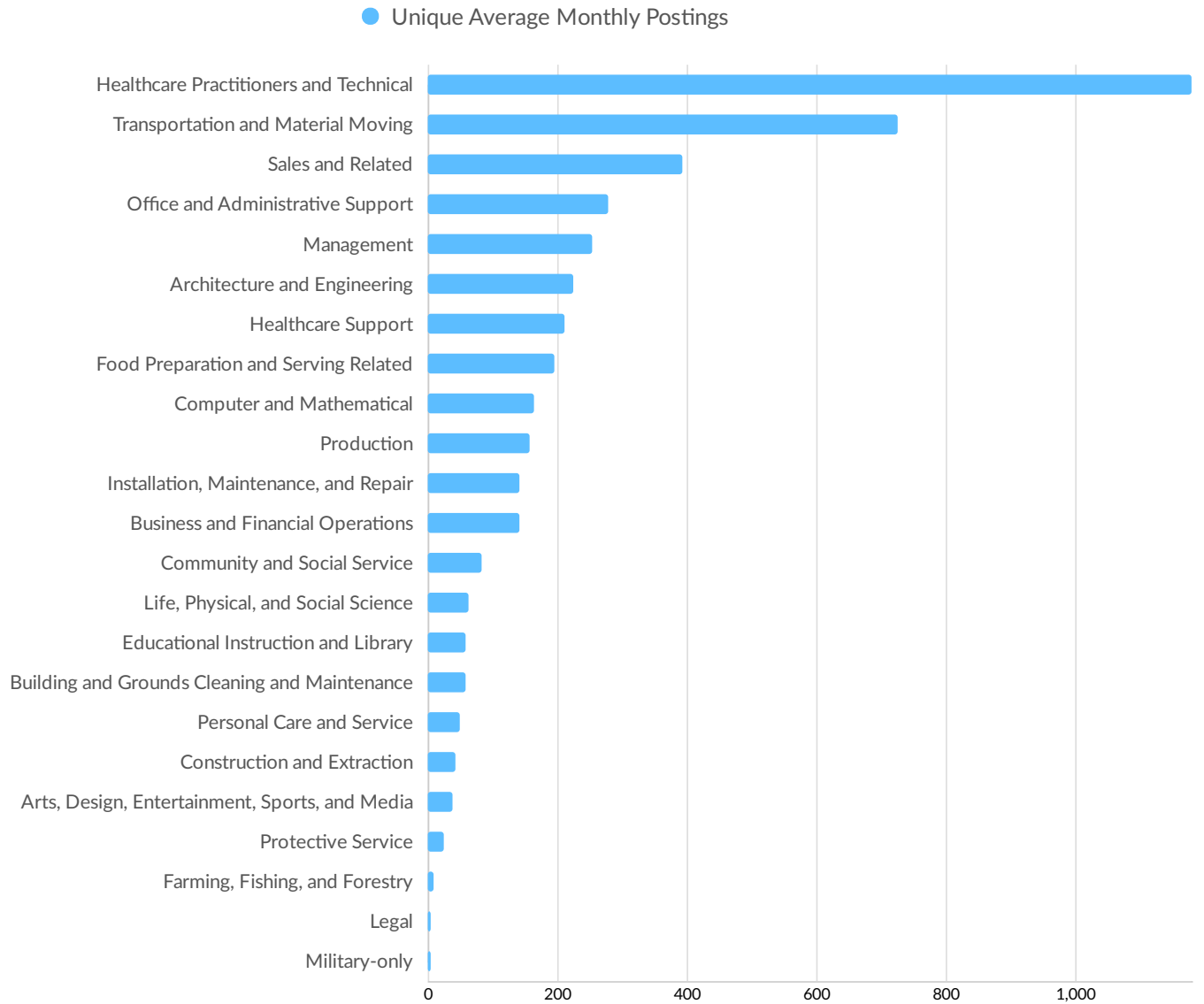
## Top Occupation Location Quotient



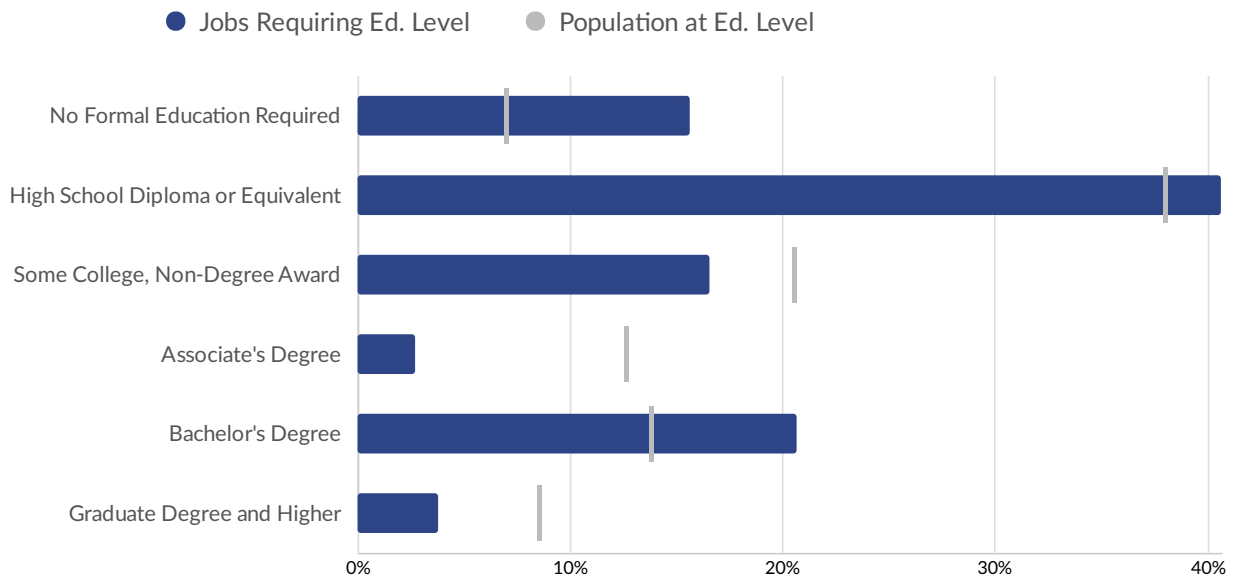
## Top Occupation Earnings



## Top Posted Occupations

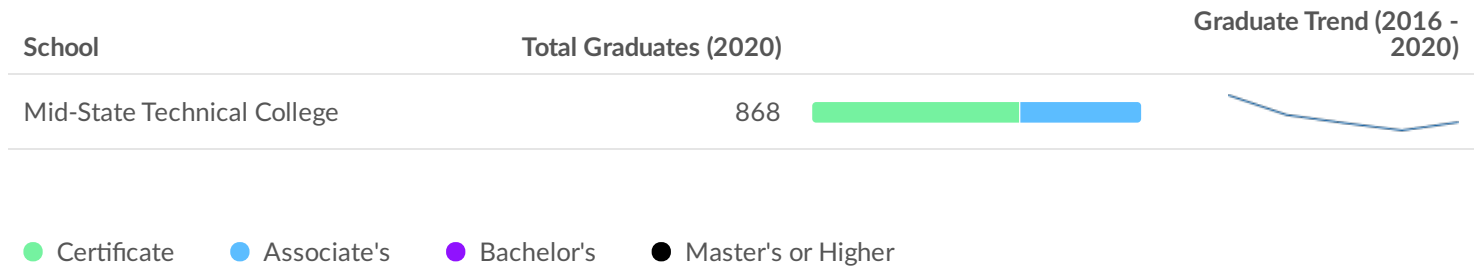


## Underemployment



## 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

