



Wood County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
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

72,735

Population (2021)

Population **decreased by 489** over the last 5 years but is projected to **grow by 152** over the next 5 years.

40,556

Total Regional Employment

Jobs **decreased by 1,414** over the last 5 years but are projected to **grow by 105** 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 2021 the region's population **declined by 0.7%** since 2016, falling by 489. Population is expected to **increase by 0.2%** between 2021 and 2026, adding 152.
- From 2016 to 2021, jobs **declined by 3.4%** in Wood County, WI from 41,970 to **40,556**. This change **fell short of the national growth rate of 0.7% by 4.1%**. As the number of jobs declined, the **labor force participation rate increased from 58.9% to 59.0% between 2016 and 2021**.
- Concerning educational attainment, **13.9% of Wood County, WI residents possess a Bachelor's Degree** (6.4% below the national average), and **12.7% hold an Associate's Degree** (4.0% above the national average).
- The top three industries in 2021 are General Freight Trucking, Outpatient Care Centers, and Local Government, Excluding Education and Hospitals.

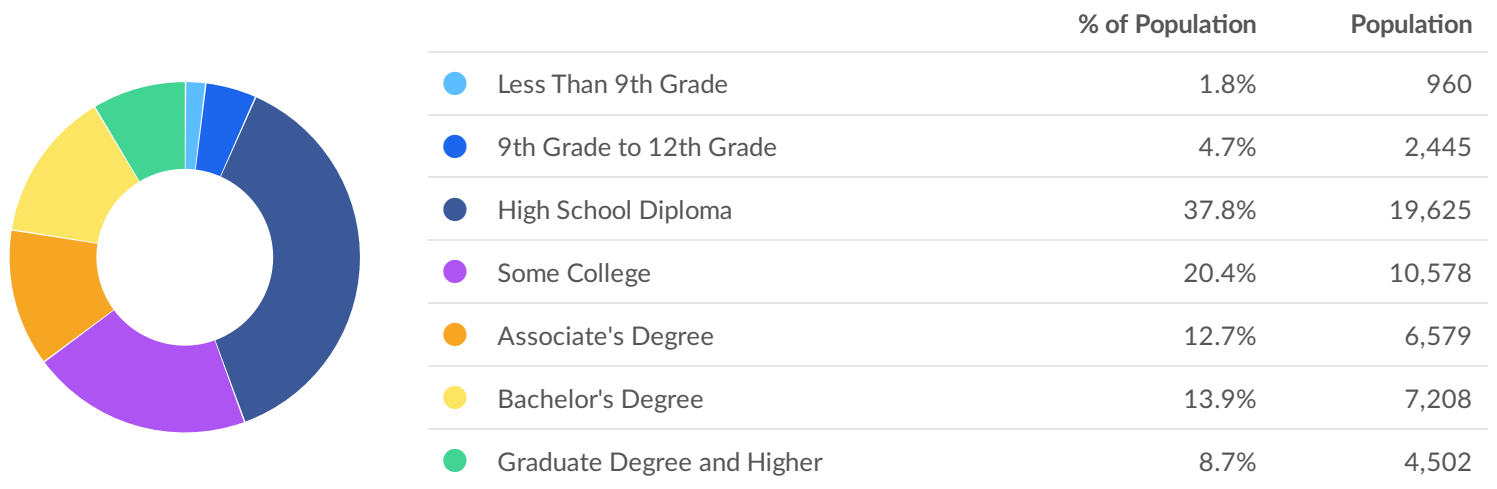
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	72,735	34,326	40,556	99.2	\$4.11B	\$5.05B	\$4.82B
NCWRPC	442,118	224,156	219,837	99.7	\$23.27B	\$30.68B	\$28.86B
Wisconsin	5,862,467	3,124,751	3,092,982	100.3	\$350.81B	\$326.32B	\$348.63B

Dec 2021 Labor Force Breakdown



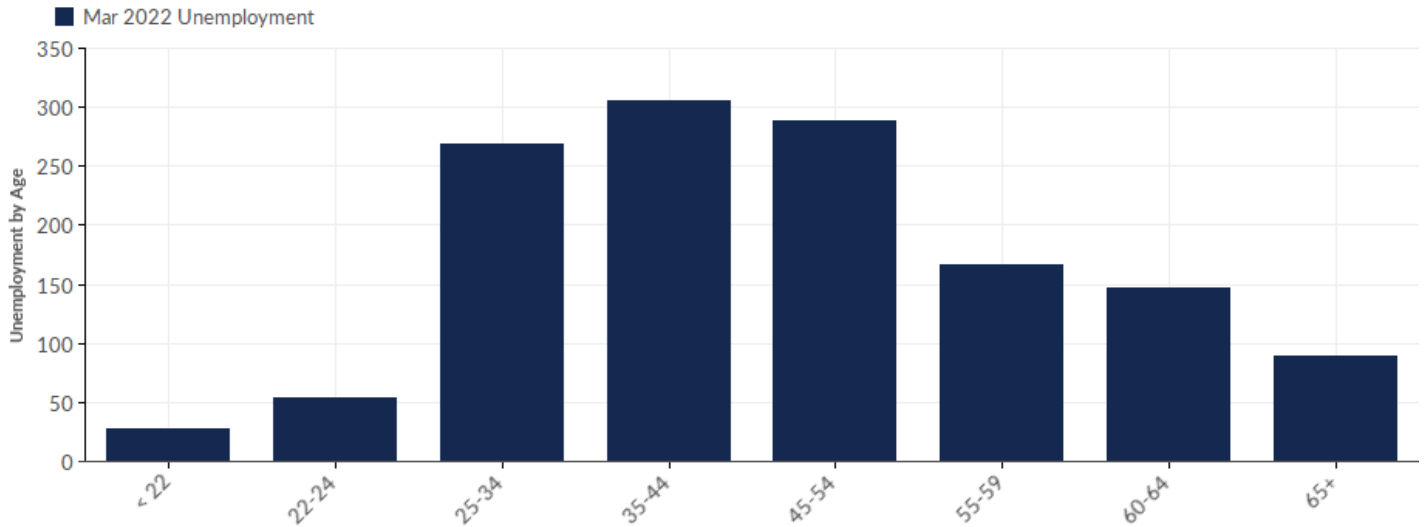
Educational Attainment

Concerning educational attainment, **13.9% of Wood County, WI residents possess a Bachelor's Degree** (6.4% below the national average), and **12.7% hold an Associate's Degree** (4.0% above the national average).



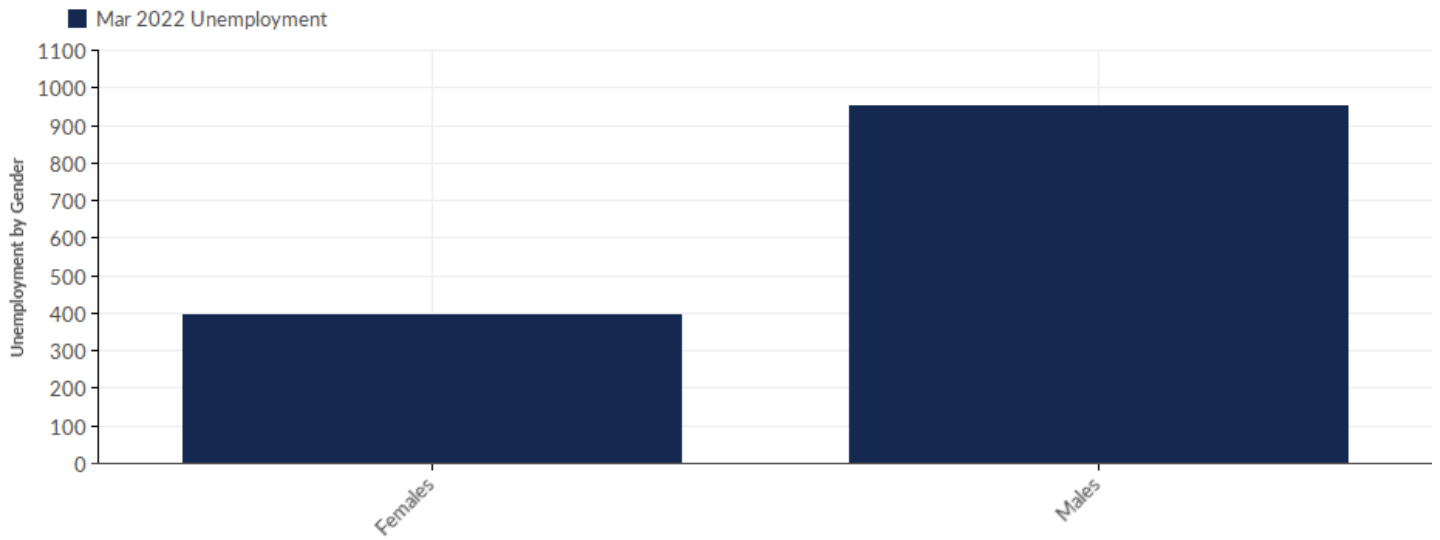
Unemployment by Demographics

Unemployment by Age



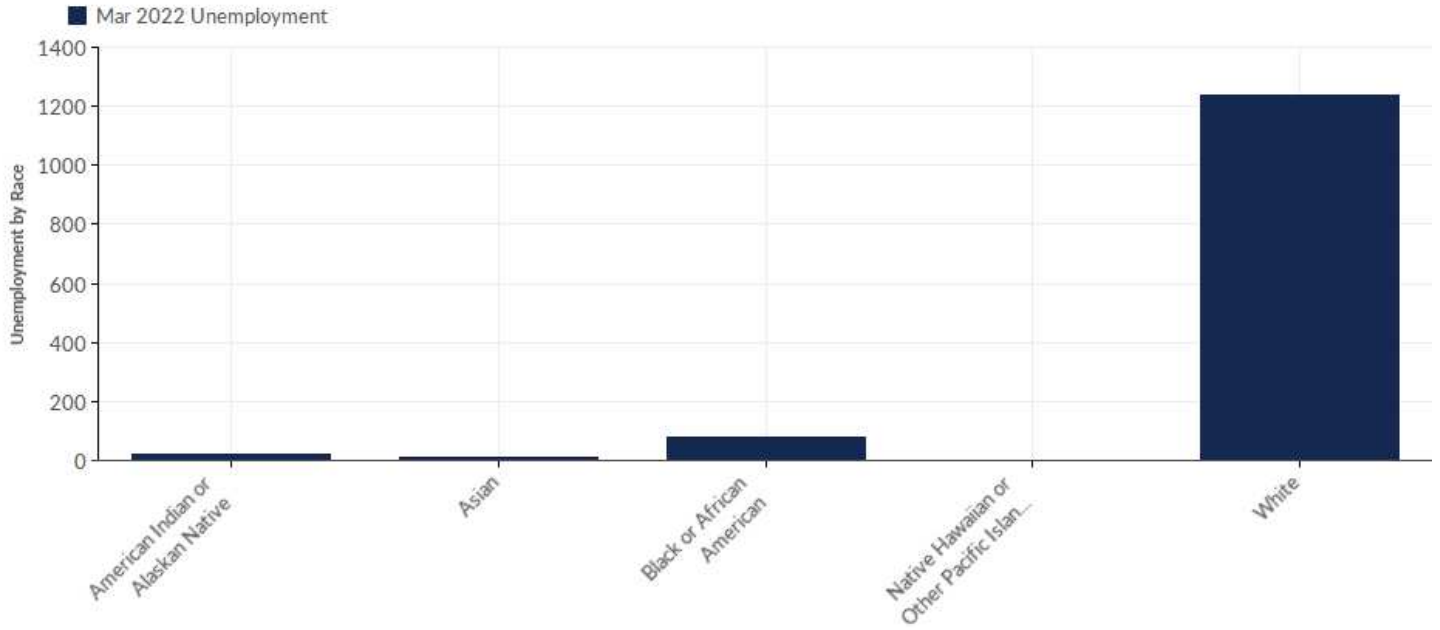
Age	Unemployment (Mar 2022)	% of Unemployed
< 22	28	2.08%
22-24	54	4.01%
25-34	269	19.97%
35-44	305	22.64%
45-54	288	21.38%
55-59	167	12.40%
60-64	147	10.91%
65+	90	6.68%
Total	1,347	100.00%

Unemployment by Gender



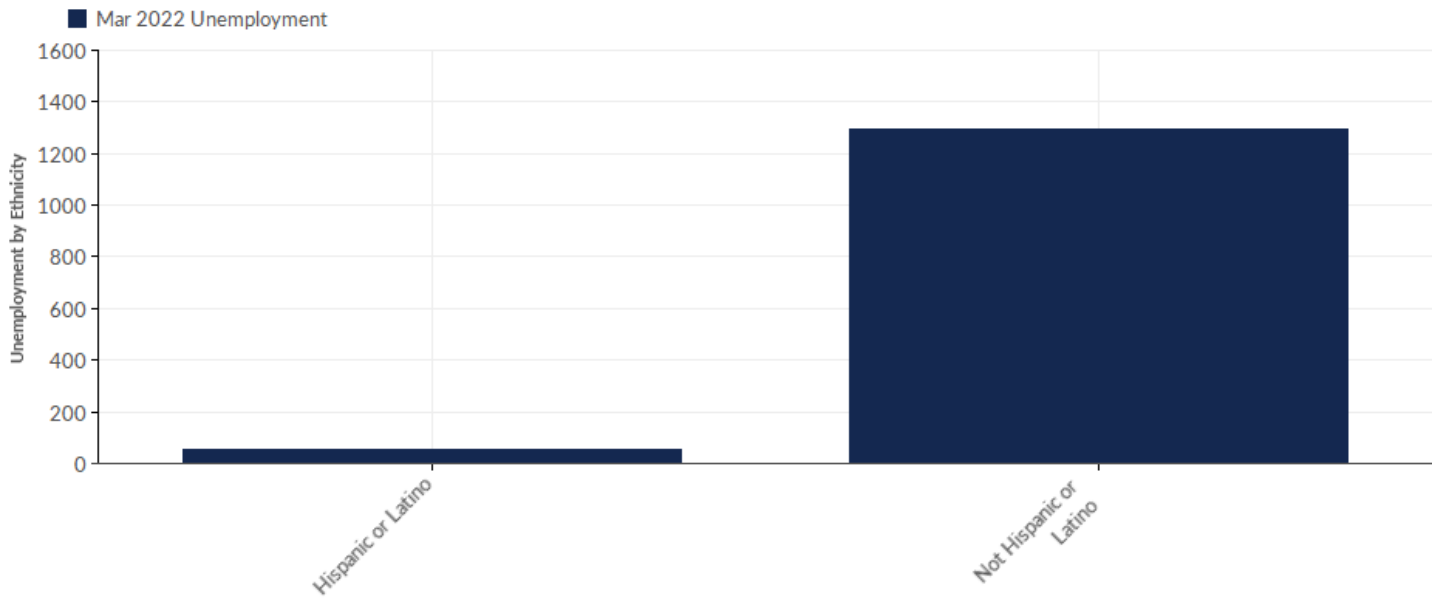
Gender	Unemployment (Mar 2022)	% of Unemployed
Females	395	29.32%
Males	952	70.68%
Total	1,347	100.00%

Unemployment by Race



Race	Unemployment (Mar 2022)	% of Unemployed
American Indian or Alaskan Native	21	1.56%
Asian	9	0.67%
Black or African American	78	5.79%
Native Hawaiian or Other Pacific Islander	1	0.07%
White	1,238	91.91%
Total	1,347	100.00%

Unemployment by Ethnicity

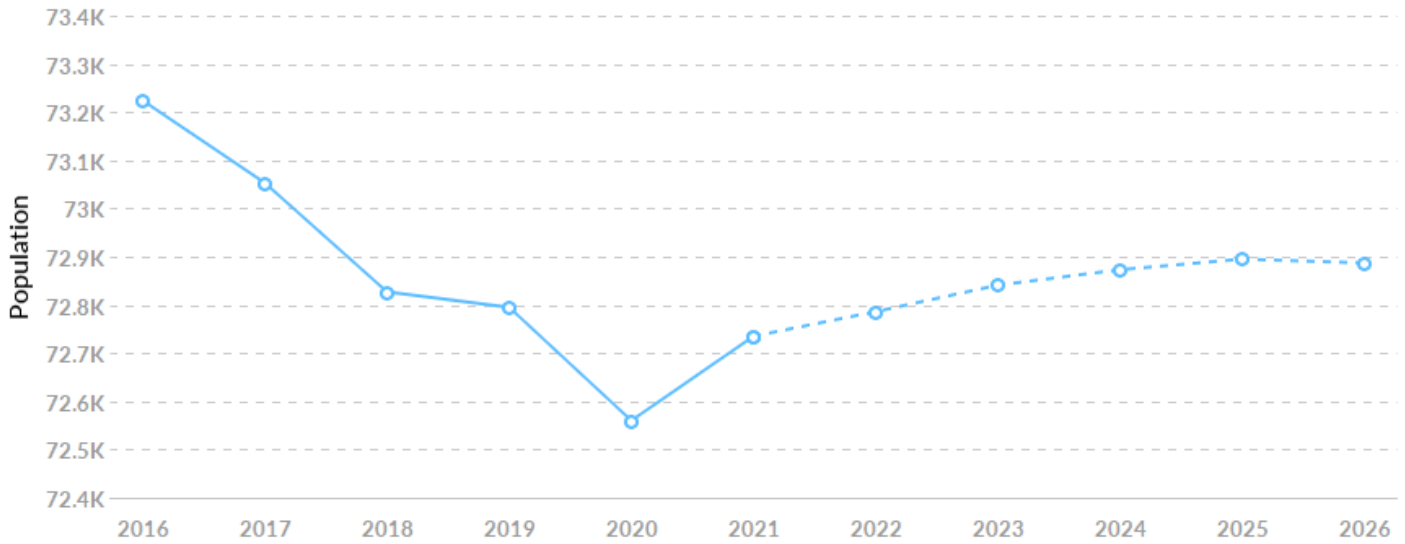


Ethnicity	Unemployment (Mar 2022)	% of Unemployed
Hispanic or Latino	53	3.93%
Not Hispanic or Latino	1,294	96.07%
Total	1,347	100.00%

Historic & Projected Trends

Population Trends

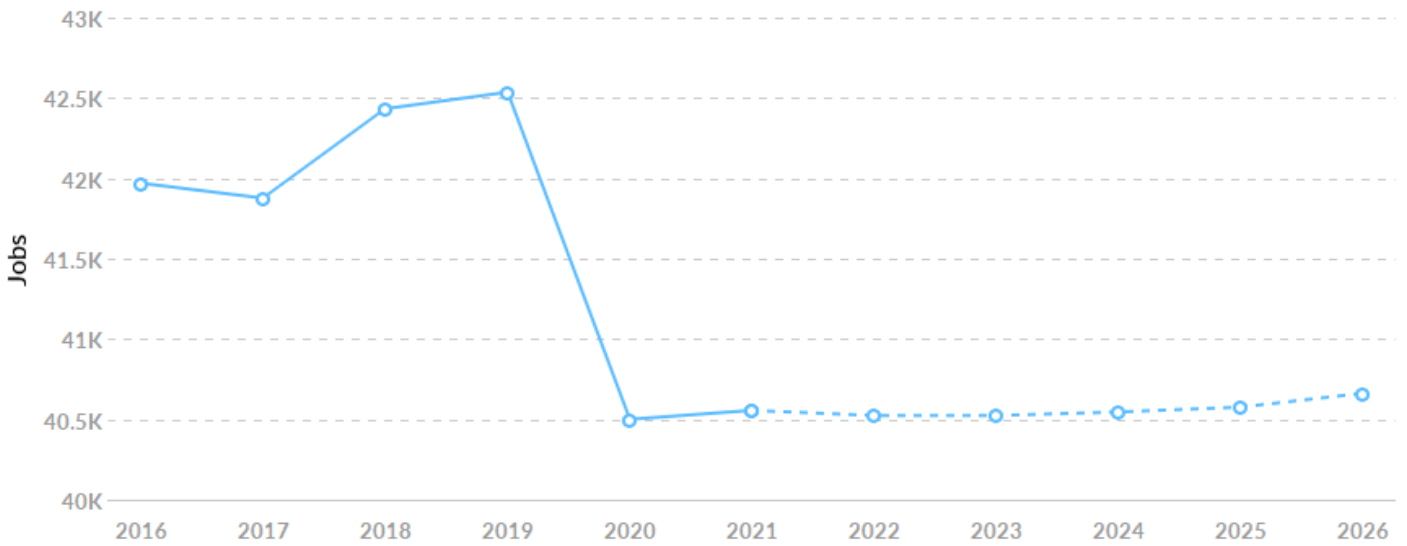
As of 2021 the region's population **declined by 0.7%** since 2016, falling by 489. Population is expected to **increase by 0.2%** between 2021 and 2026, adding 152.



Timeframe	Population
2016	73,224
2017	73,053
2018	72,827
2019	72,795
2020	72,560
2021	72,735
2022	72,786
2023	72,841
2024	72,873
2025	72,895
2026	72,887

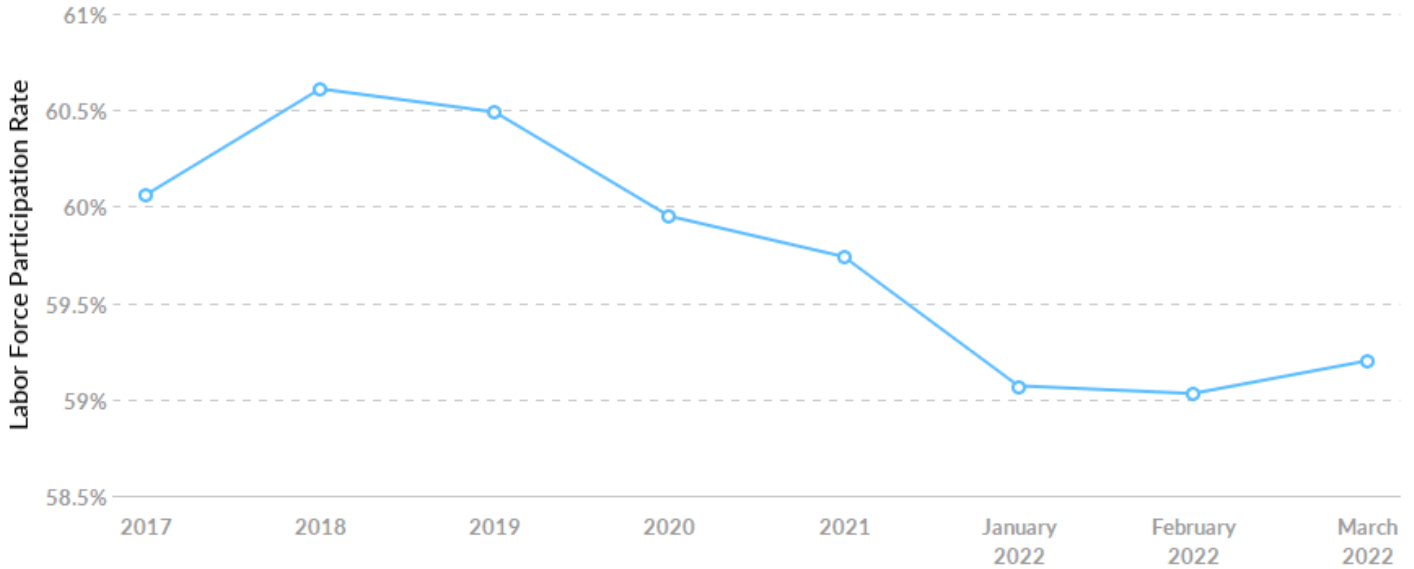
Job Trends

From 2016 to 2021, jobs declined by 3.4% in Wood County, WI from 41,970 to 40,556. This change fell short of the national growth rate of 0.7% by 4.1%.



Timeframe	Jobs
2016	41,970
2017	41,877
2018	42,433
2019	42,536
2020	40,500
2021	40,556
2022	40,524
2023	40,524
2024	40,546
2025	40,576
2026	40,662

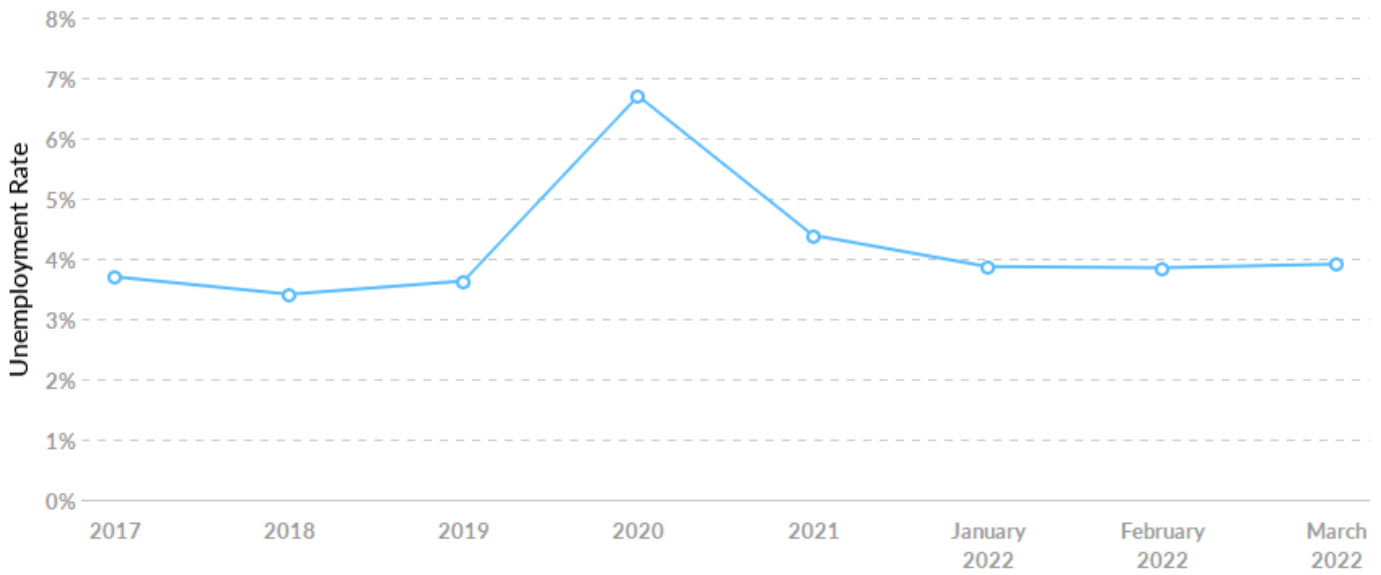
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	60.06%
2018	60.61%
2019	60.49%
2020	59.95%
2021	59.74%
January 2022	59.07%
February 2022	59.03%
March 2022	59.20%

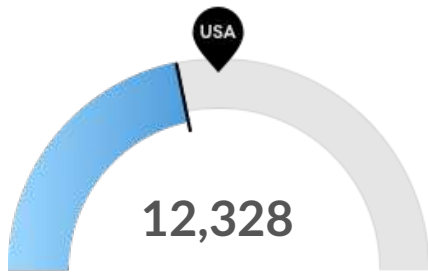
Unemployment Rate Trends

Wood County, WI had a March 2022 unemployment rate of 3.91%, **increasing from 3.70%** 5 years before.



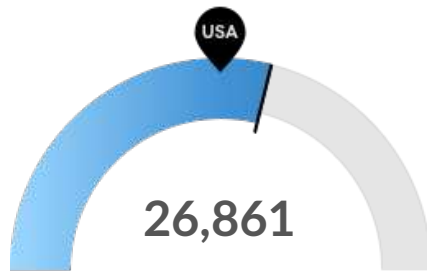
Timeframe	Unemployment Rate
2017	3.70%
2018	3.41%
2019	3.63%
2020	6.70%
2021	4.39%
January 2022	3.87%
February 2022	3.85%
March 2022	3.91%

Population Characteristics



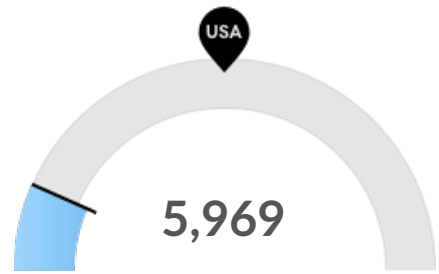
Millennials

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



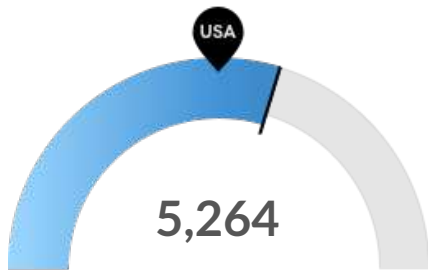
Retiring Soon

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.



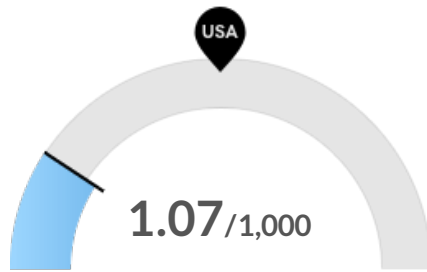
Racial Diversity

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.



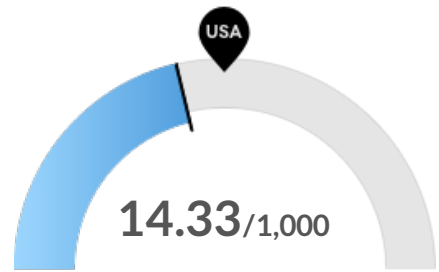
Veterans

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.

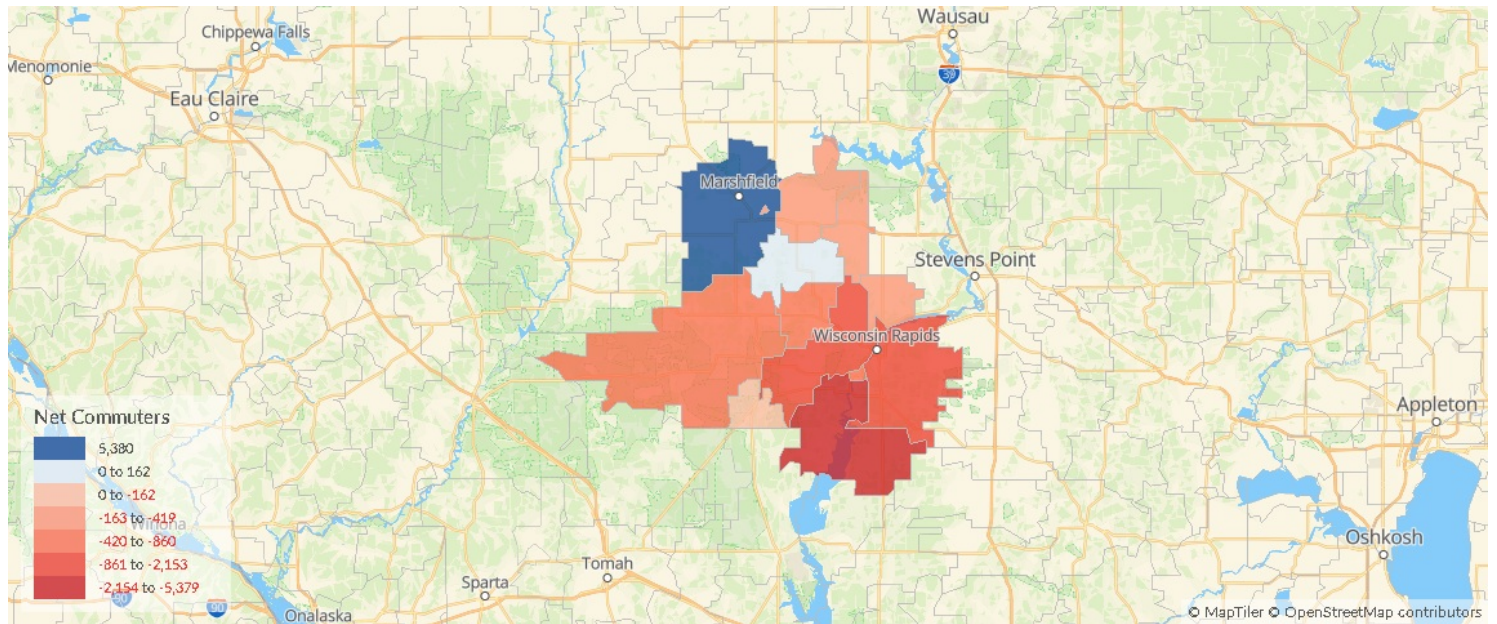


Property Crime

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	2021 Employment
54449	Marshfield, WI (in Woo...	18,099
54494	Wisconsin Rapids, WI (i...	11,813
54495	Wisconsin Rapids, WI (i...	3,468
54457	Nekoosa, WI (in Wood c...	2,202
54410	Arpin, WI (in Wood cou...	1,251

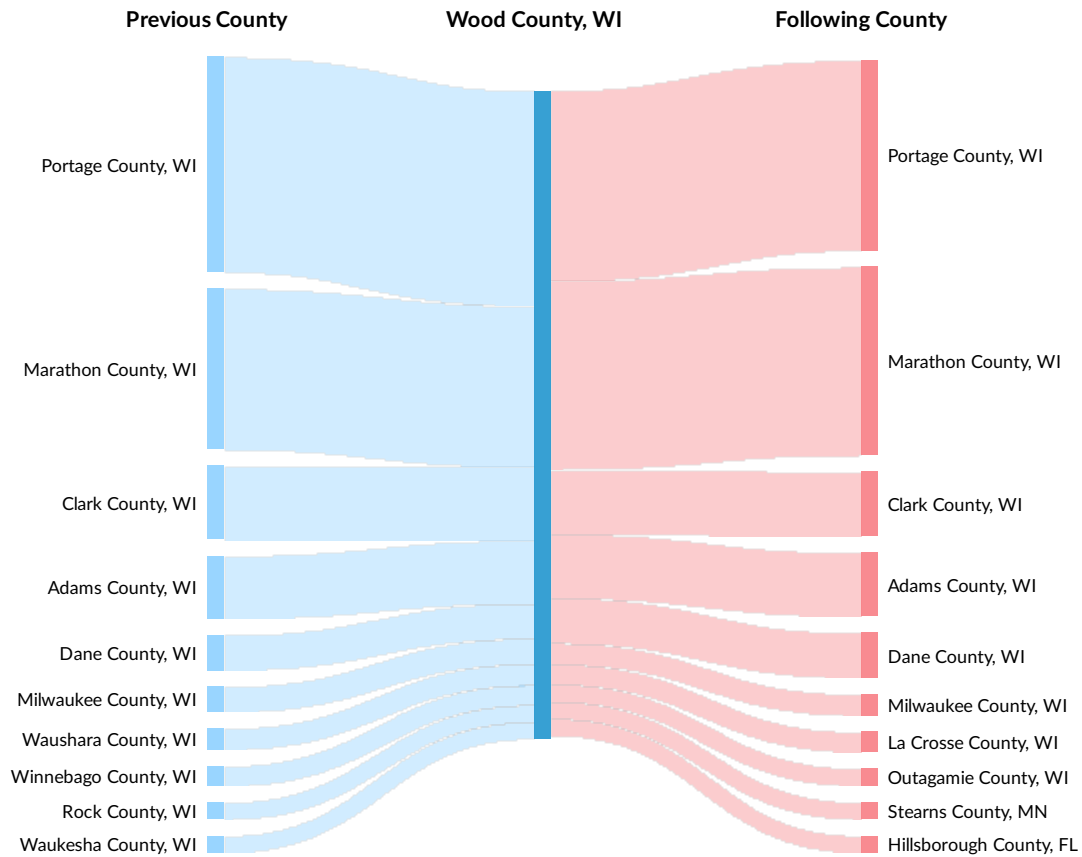
Where Talent Lives

ZIP	Name	2021 Workers
54494	Wisconsin Rapids, WI (i...	12,892
54449	Marshfield, WI (in Woo...	12,719
54457	Nekoosa, WI (in Wood c...	4,356
54495	Wisconsin Rapids, WI (i...	4,328
54466	Pittsville, WI (in Wood c...	1,450

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 2019 was -14.

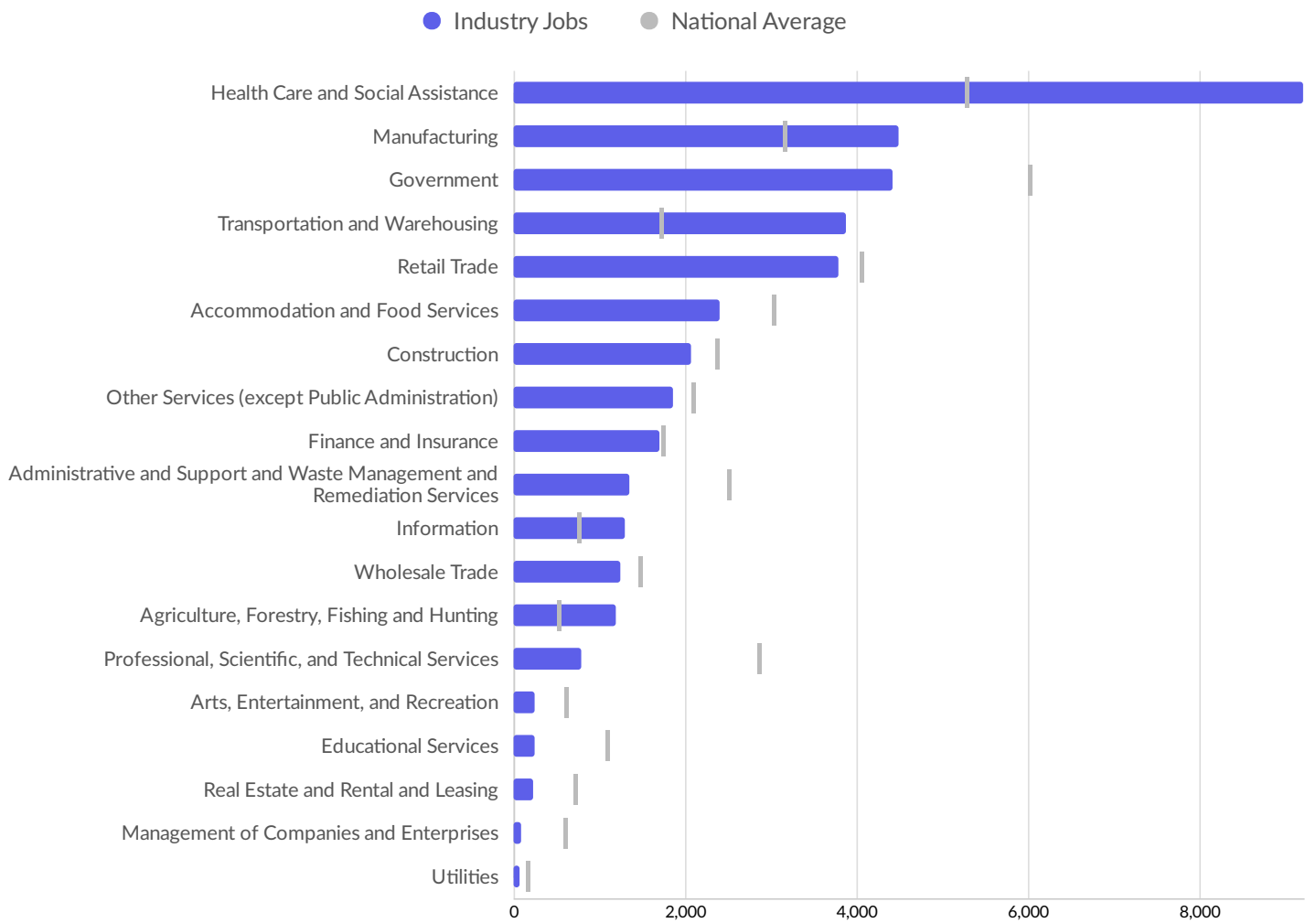


Top Previous Counties	Migrations
Portage County, WI	445
Marathon County, WI	332
Clark County, WI	152
Adams County, WI	130
Dane County, WI	72
Milwaukee County, WI	53

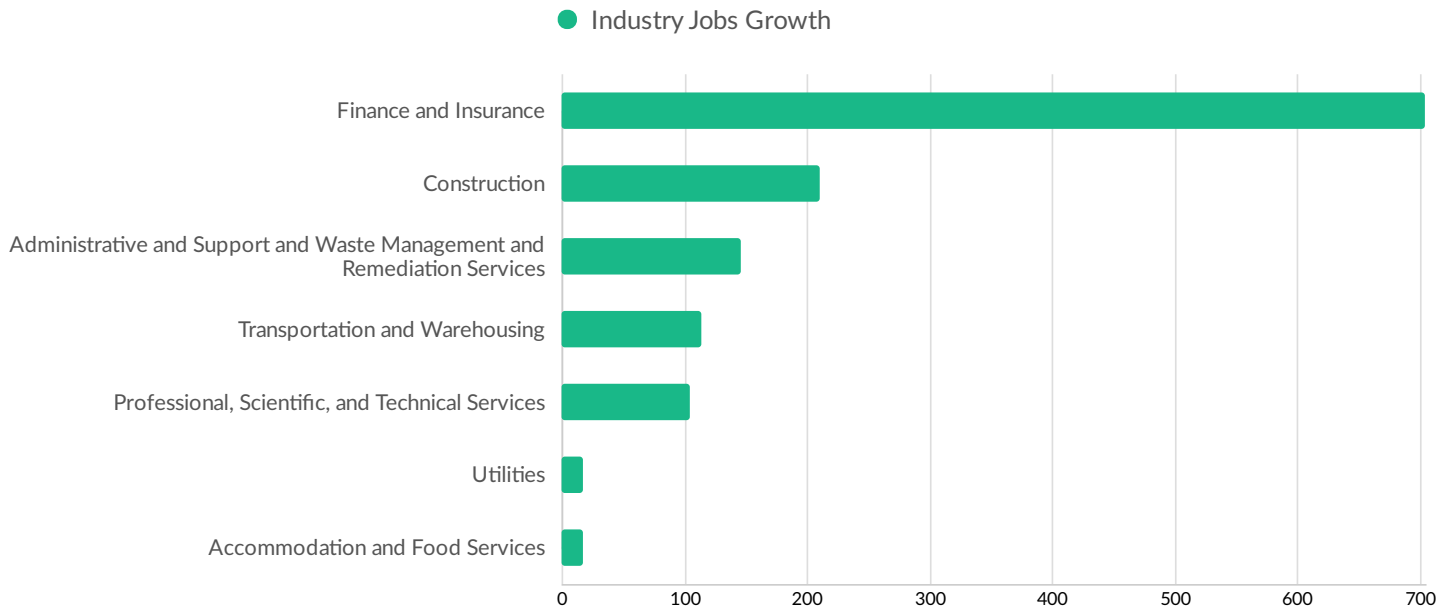
Top Previous Counties	Migrations
Waushara County, WI	44
Winnebago County, WI	41
Rock County, WI	35
Waukesha County, WI	35
Washington County, WI	34
Eau Claire County, WI	28
Brown County, WI	28
Cook County, IL	27
Bell County, TX	25
Top Following Counties	Migrations
Portage County, WI	393
Marathon County,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



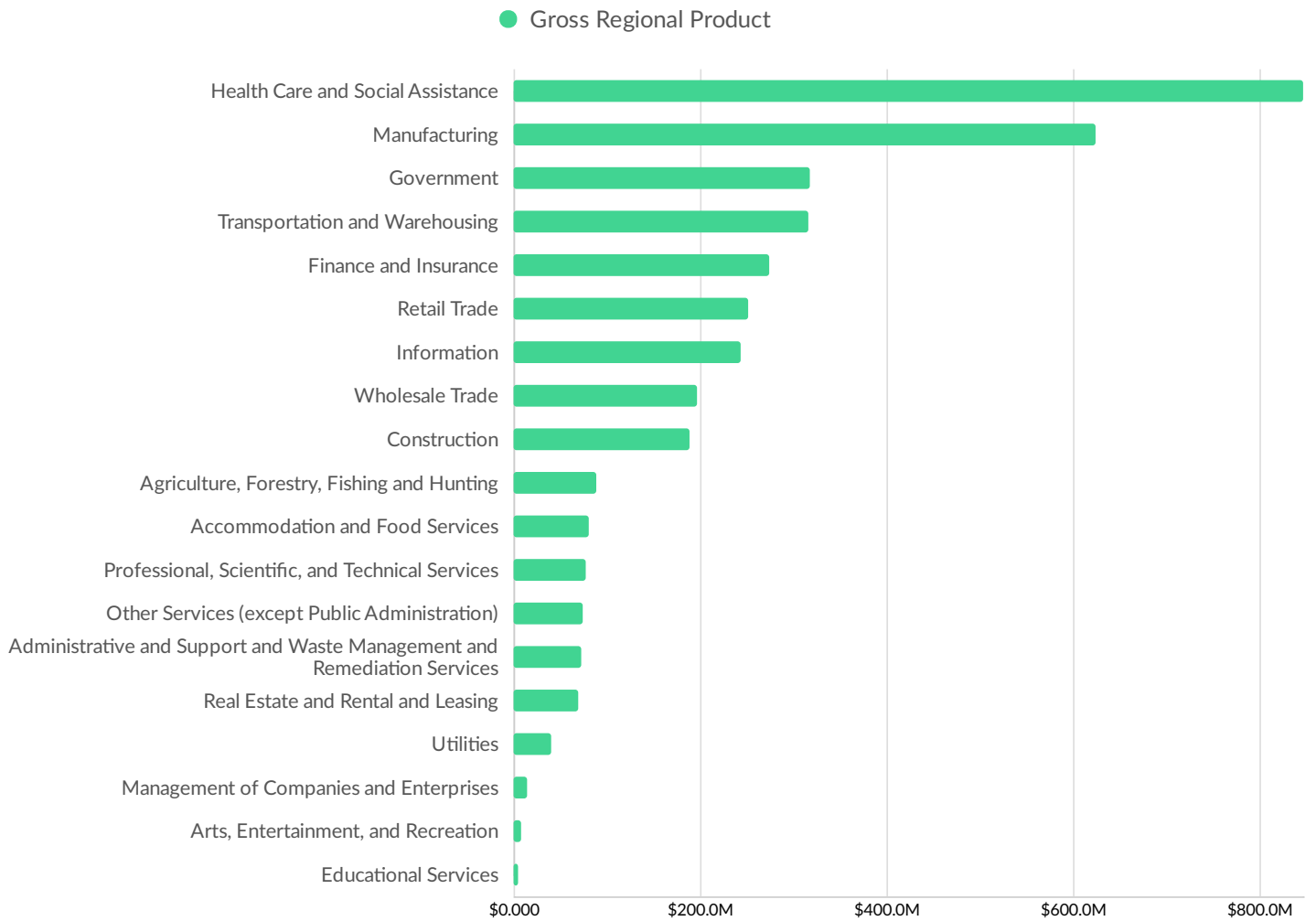
Top Growing Industries



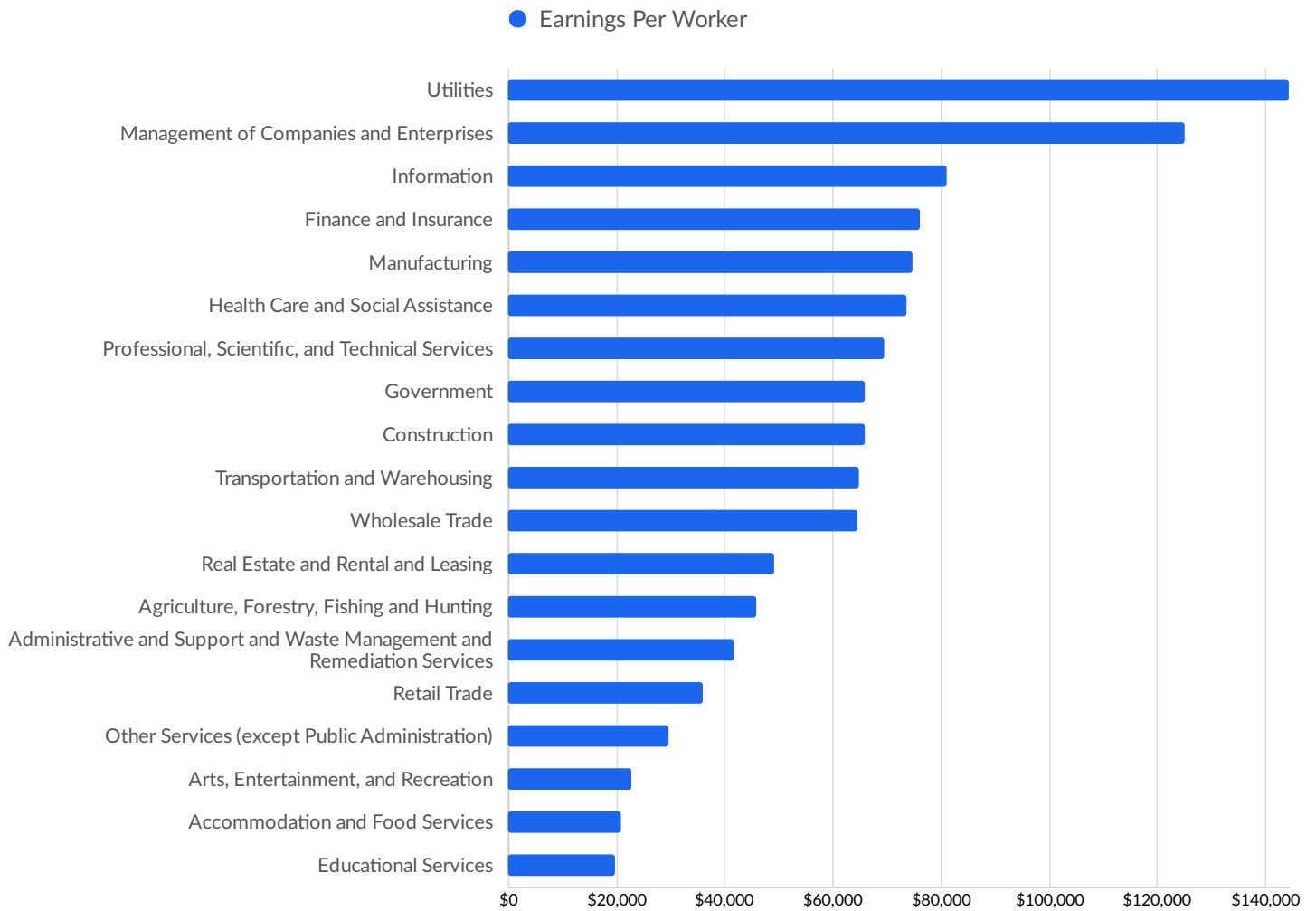
Top Industry Location Quotient



Top Industry GRP






















Top Industry Earnings



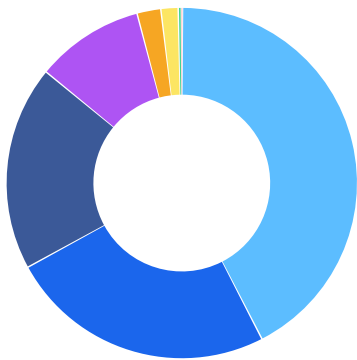
Business Characteristics

3,169 Companies Employ Your Workers

Online profiles for your workers mention 3,169 companies as employers, with the top 10 appearing below. In the last 12 months, 679 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,438 	Marshfield Clinic	1,846 
Verso	288 	Beaver Dam Community Hospit...	320 
Renaissance Learning	233 	Aspirus	194 
Ministry Health Care	214 	Service First Staffing	118 
Security Health Plan	181 	EatStreet	115 
Wisconsin Rapids Public School...	162 	Kwik Trip	110 
Roehl Transport	156 	CompHealth	96 
Mid-State Technical College	139 	Walmart	92 
Wrps	119 	North Shore Healthcare	82 
Walmart	112 	Renaissance Learning	75 

Business Size

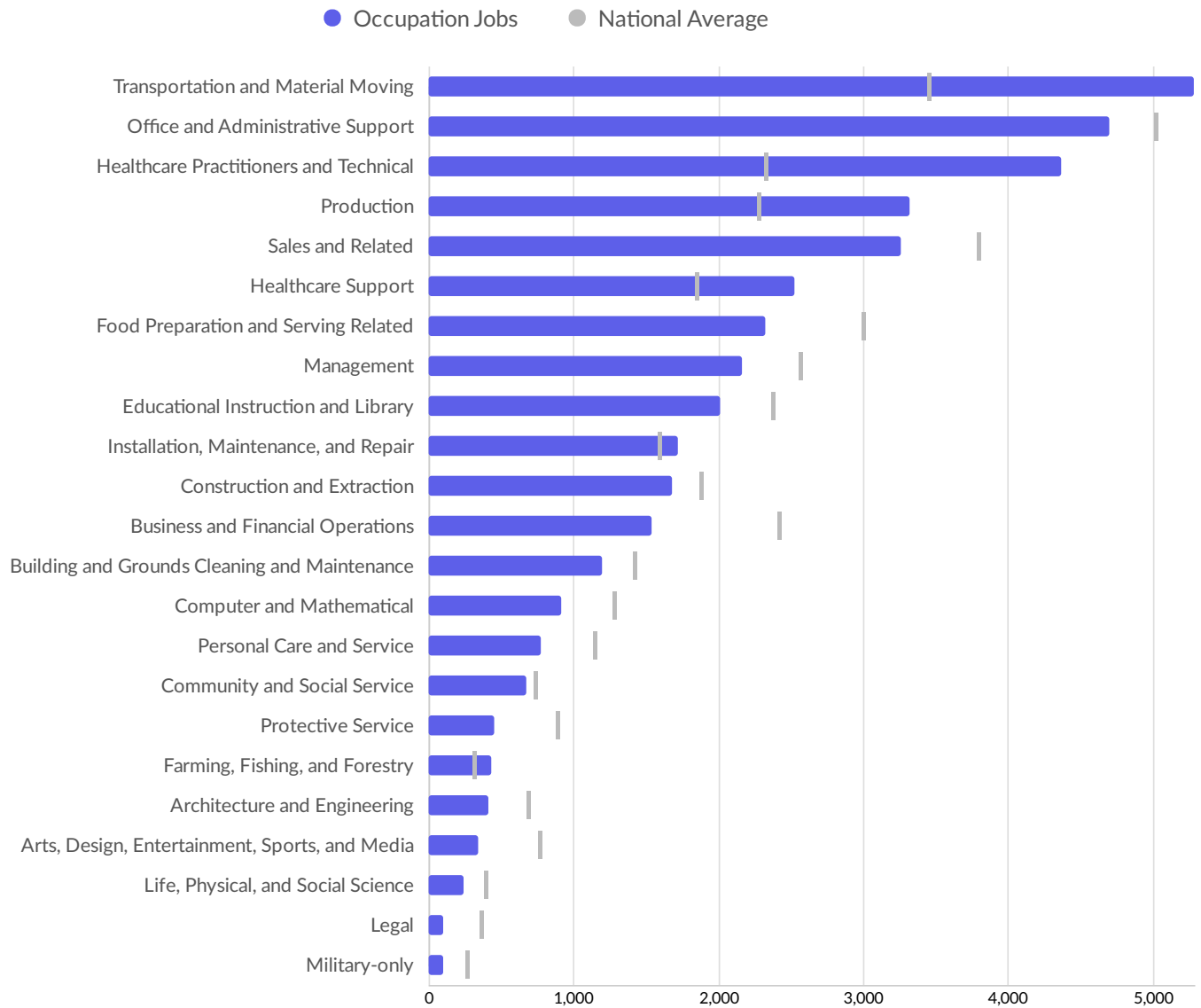


	Percentage	Business Count
1 to 4 employees	42.4%	1,602
5 to 9 employees	24.6%	930
10 to 19 employees	18.9%	714
20 to 49 employees	10.0%	377
50 to 99 employees	2.2%	83
100 to 249 employees	1.6%	60
250 to 499 employees	0.3%	11
500+ employees	0.1%	4

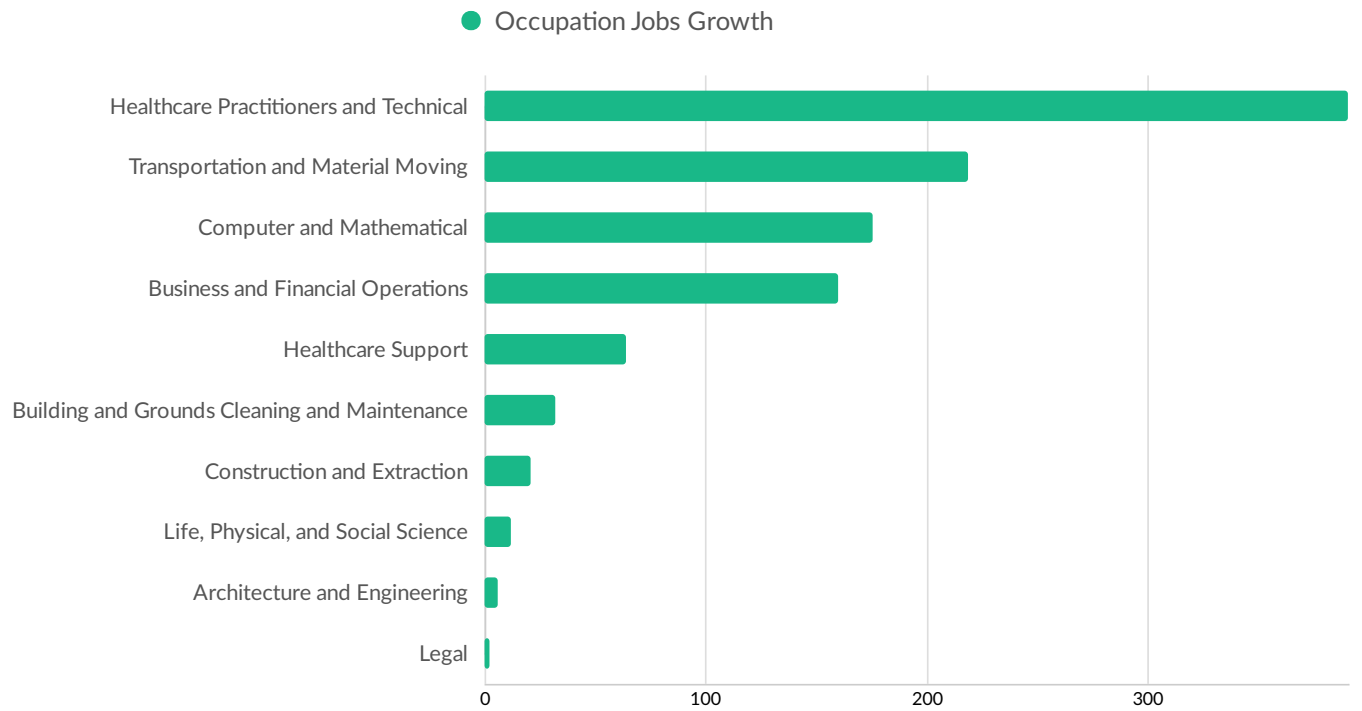
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

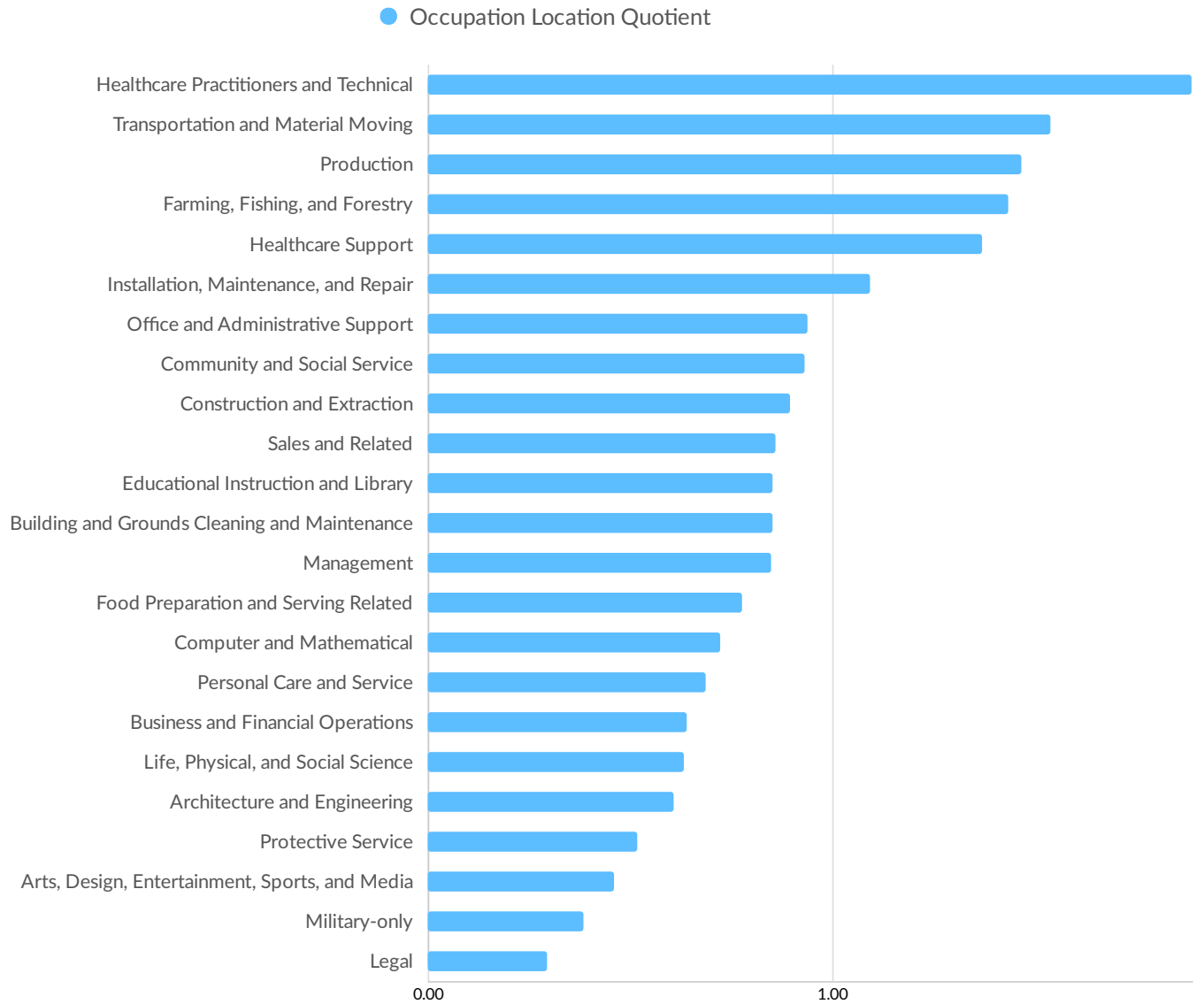
Largest Occupations



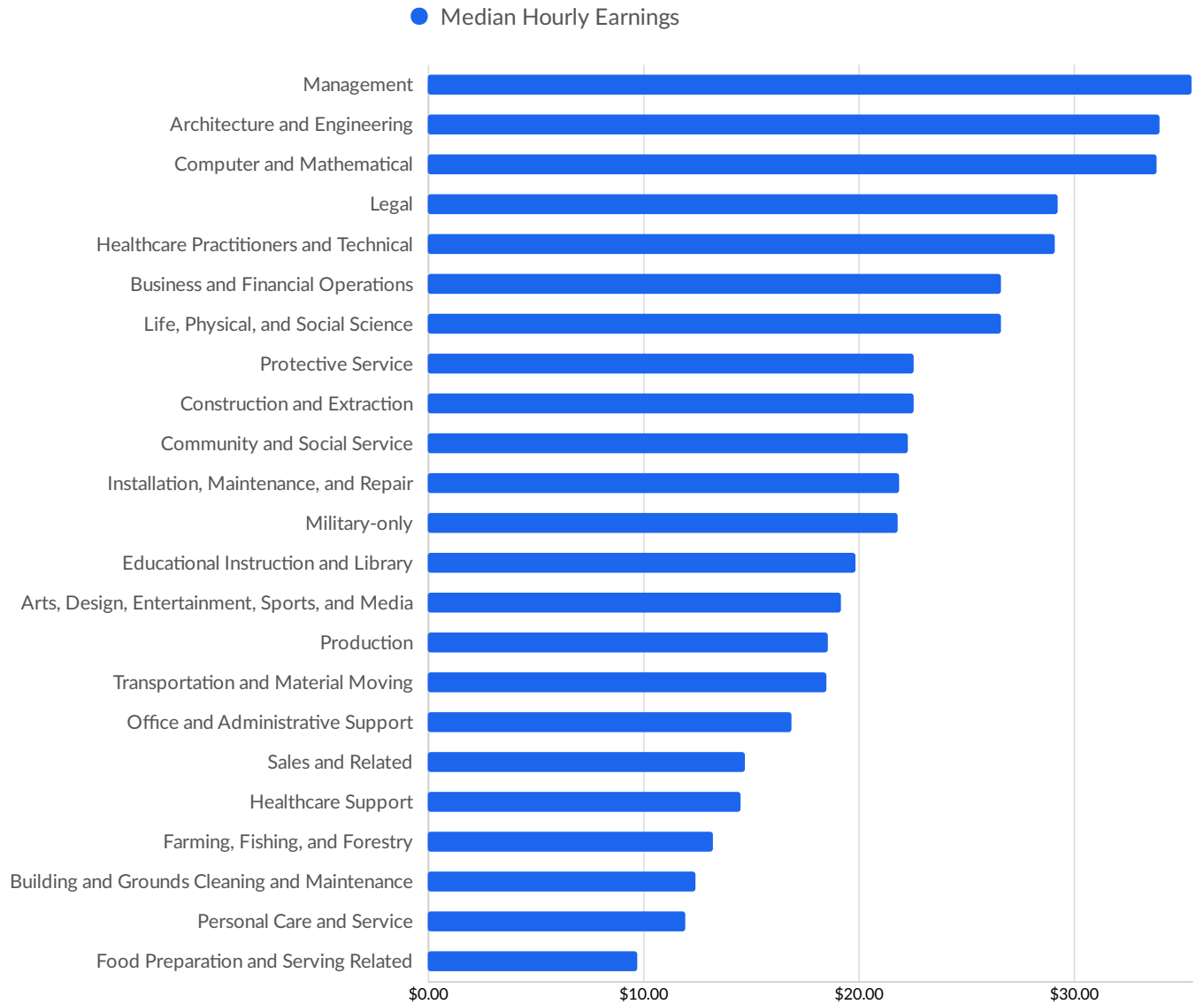
Top Growing Occupations



Top Occupation Location Quotient



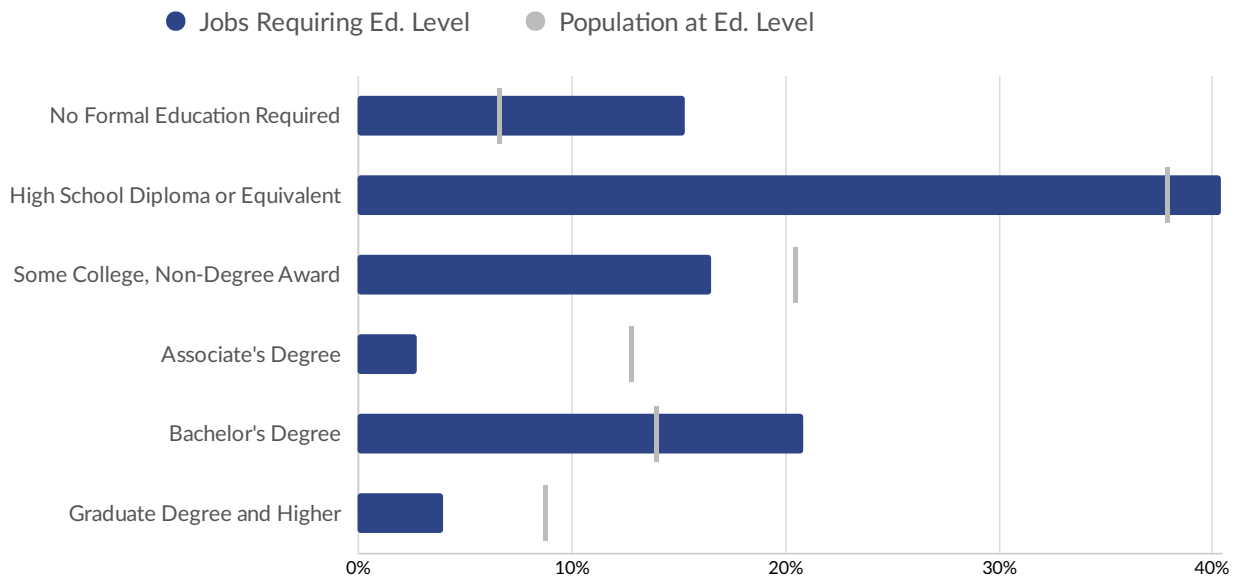
Top Occupation Earnings



Top Posted Occupations

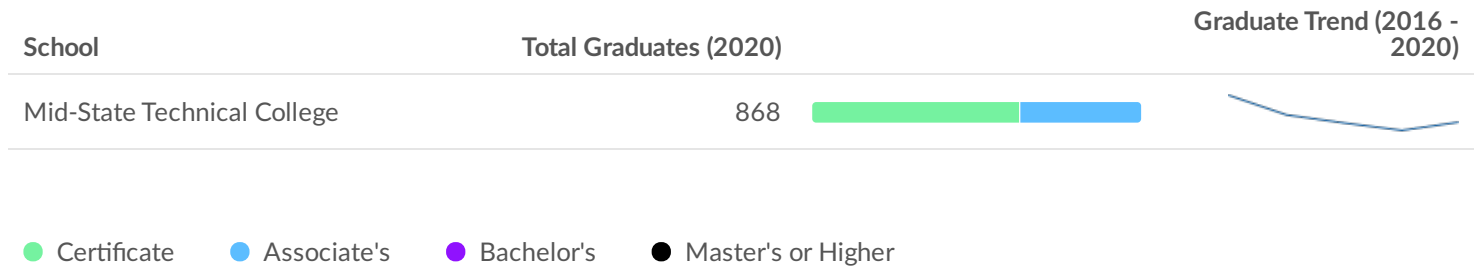


Underemployment



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

