



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

72,735

Population (2021)

Population **decreased by 489** over the last 5 years but is projected to **grow by 150** over the next 5 years.

40,421

Total Regional Employment

Jobs **decreased by 1,549** over the last 5 years but are projected to **grow by 698** over the next 5 years.

\$55.7K

Median Household Income (2020)

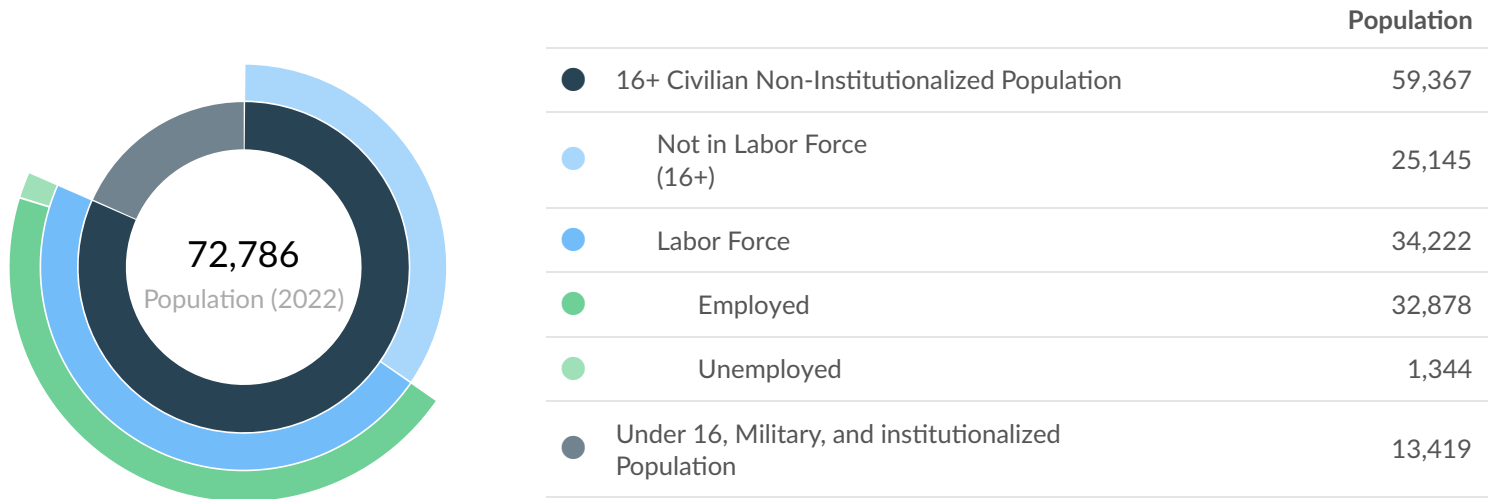
Median household income is **\$9.3K below** the national median household income of \$65.0K.

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 150.
- From 2016 to 2021, jobs **declined by 3.7%** in Wood County, WI from 41,970 to **40,421**. This change **fell short of the national growth rate of 1.8% by 5.5%**. As the number of jobs declined, the **labor force participation rate decreased from 58.9% to 57.9% 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.

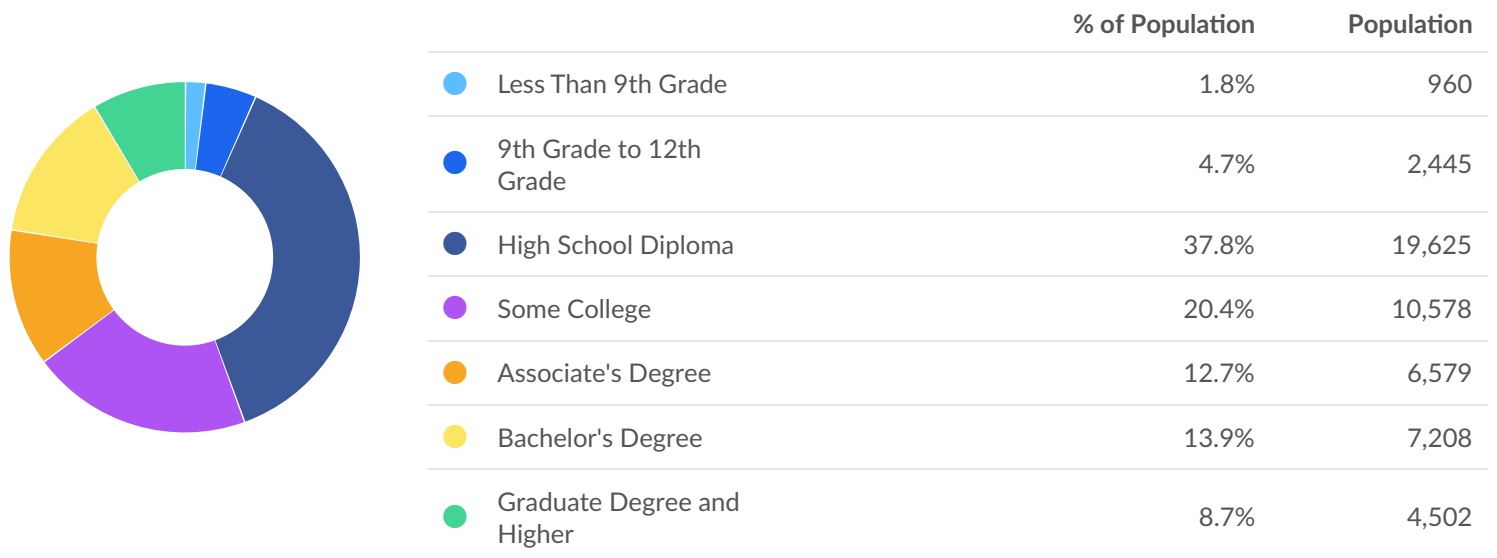
	Population (2022)	Labor Force (Jun 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	72,786	34,222	40,421	99.2	\$4.15B	\$5.06B	\$4.77B
NCWRPC	443,262	227,242	220,380	99.7	\$23.77B	\$31.13B	\$29.22B
Wisconsin	5,881,227	3,153,688	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B

Jun 2022 Labor Force Breakdown



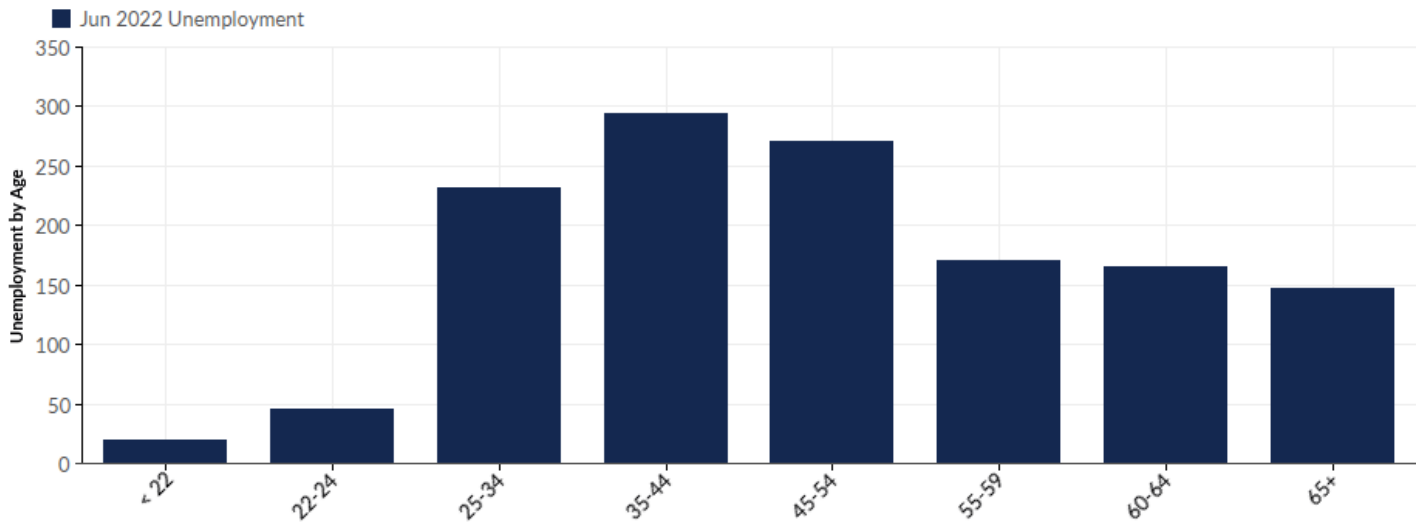
Educational Attainment

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).



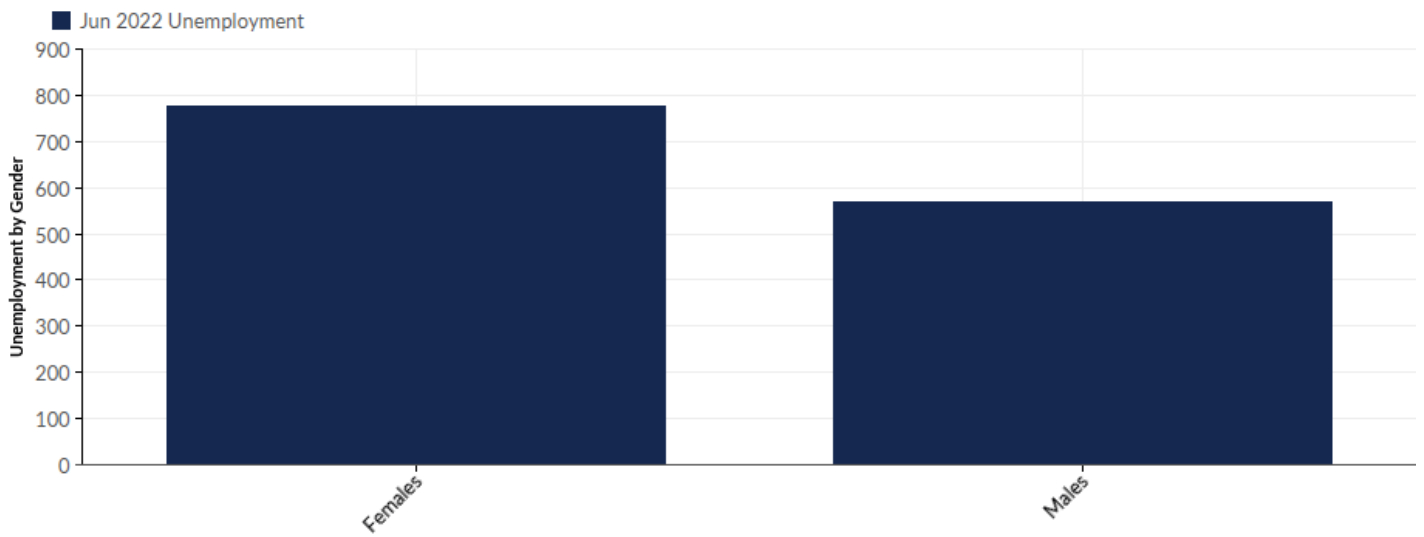
Unemployment by Demographics

Unemployment by Age



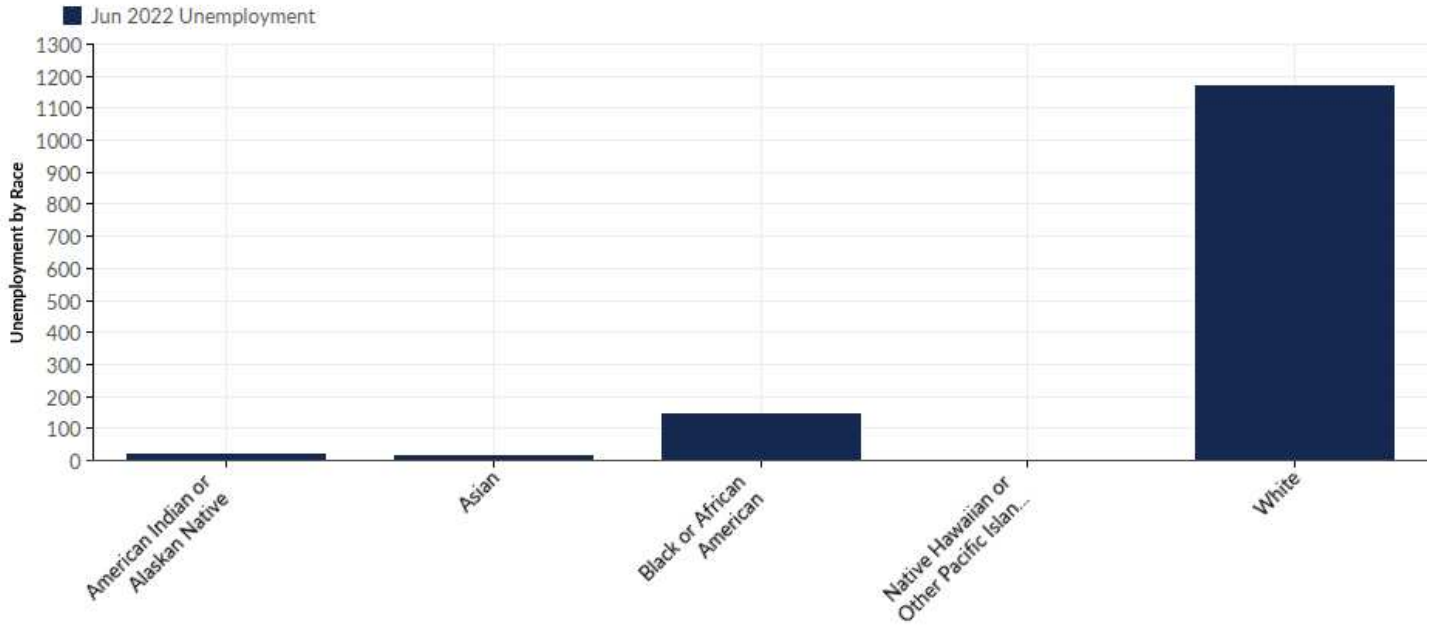
Age	Unemployment (Jun 2022)	% of Unemployed
< 22	20	1.49%
22-24	45	3.35%
25-34	231	17.19%
35-44	294	21.88%
45-54	270	20.09%
55-59	171	12.72%
60-64	165	12.28%
65+	147	10.94%
Total	1,344	100.00%

Unemployment by Gender



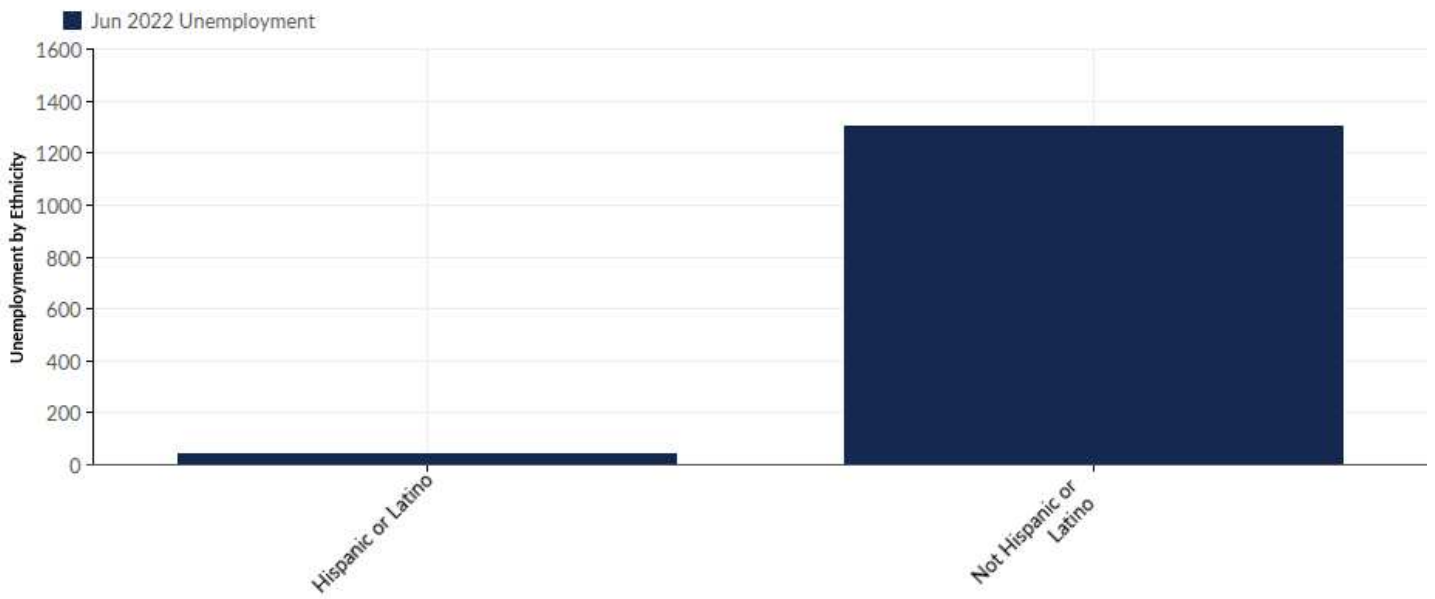
Gender	Unemployment (Jun 2022)	% of Unemployed
Females	775	57.66%
Males	569	42.34%
Total	1,344	100.00%

Unemployment by Race



Race	Unemployment (Jun 2022)	% of Unemployed
American Indian or Alaskan Native	18	1.34%
Asian	13	0.97%
Black or African American	143	10.64%
Native Hawaiian or Other Pacific Islander	1	0.07%
White	1,169	86.98%
Total	1,344	100.00%

Unemployment by Ethnicity

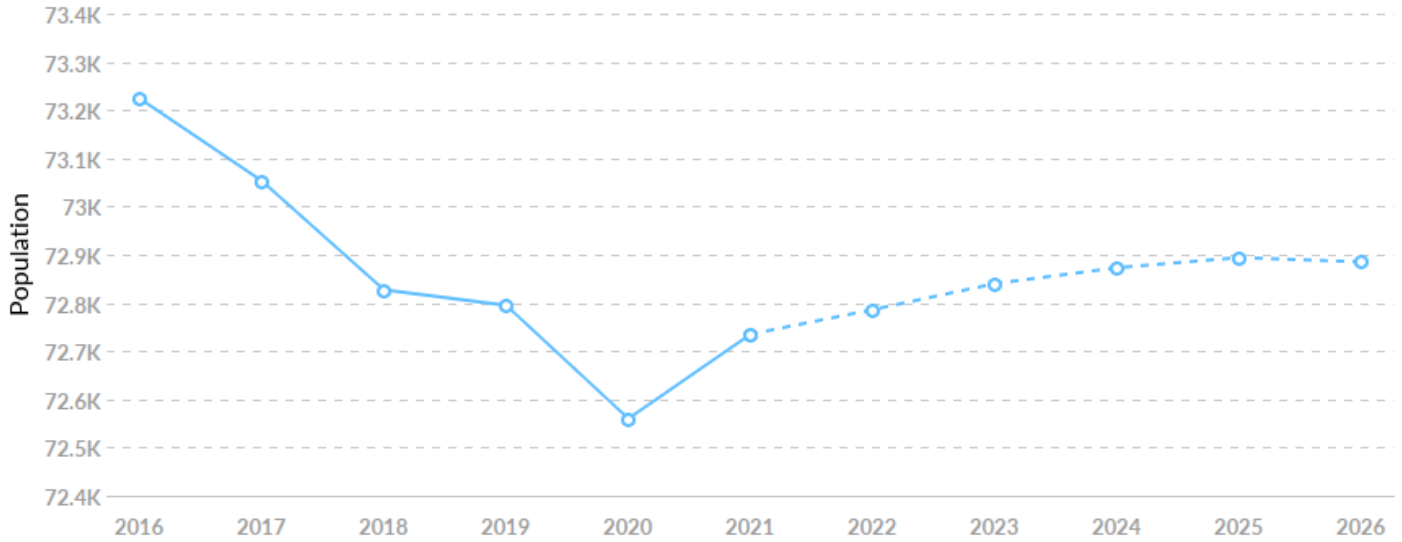


Ethnicity	Unemployment (Jun 2022)	% of Unemployed
Hispanic or Latino	43	3.20%
Not Hispanic or Latino	1,301	96.80%
Total	1,344	100.00%

Historic & Projected Trends

Population Trends

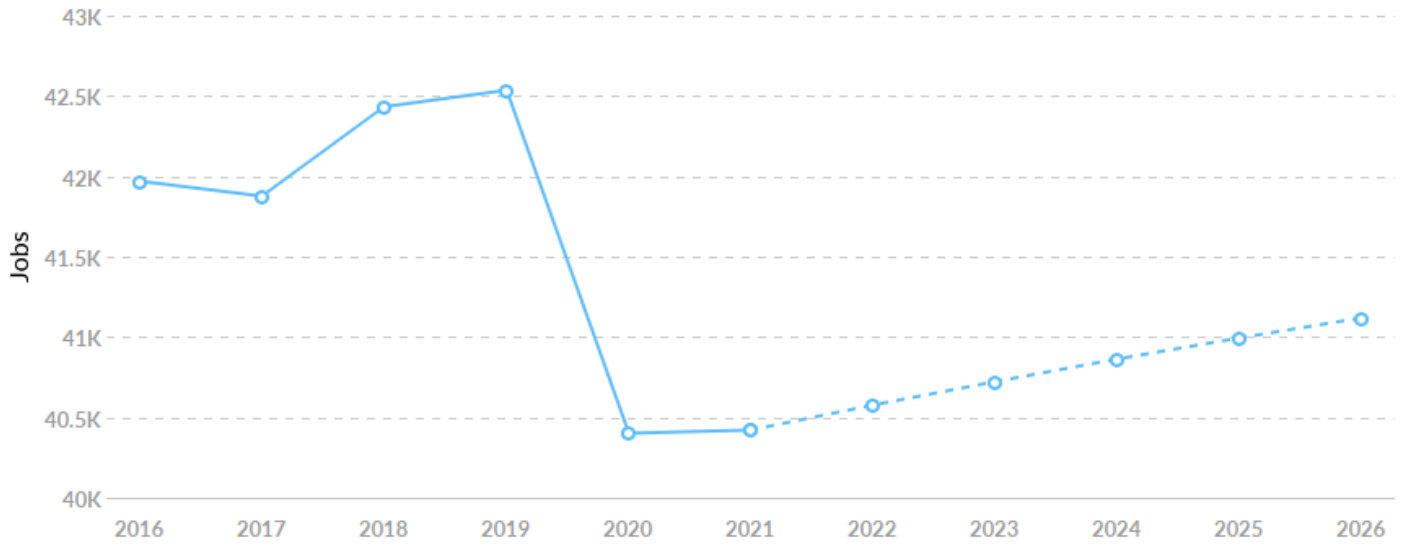
As of 2021 the region's population **declined by 0.7%** since 2016, falling by 489. Population is expected to **increase by 0.2%** between 2021 and 2026, adding 150.



Timeframe	Population
2016	73,224
2017	73,053
2018	72,827
2019	72,795
2020	72,560
2021	72,735
2022	72,786
2023	72,840
2024	72,873
2025	72,894
2026	72,885

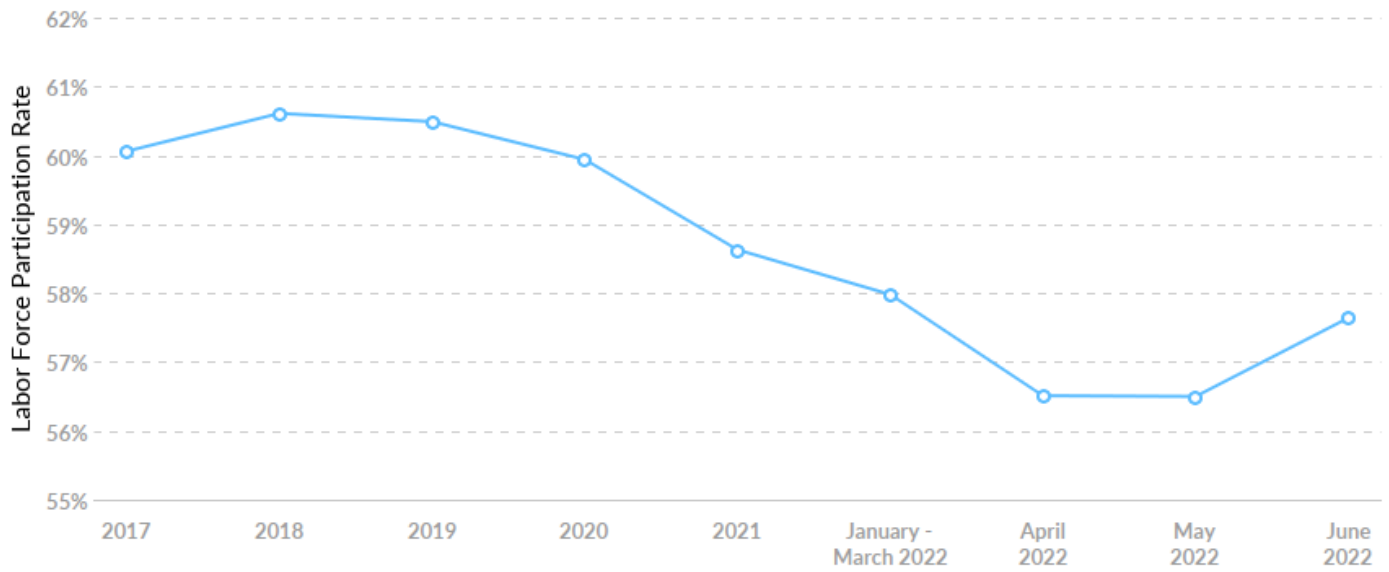
Job Trends

From 2016 to 2021, jobs declined by 3.7% in Wood County, WI from 41,970 to 40,421. This change fell short of the national growth rate of 1.8% by 5.5%.



Timeframe	Jobs
2016	41,970
2017	41,877
2018	42,433
2019	42,536
2020	40,401
2021	40,421
2022	40,576
2023	40,722
2024	40,863
2025	40,994
2026	41,119

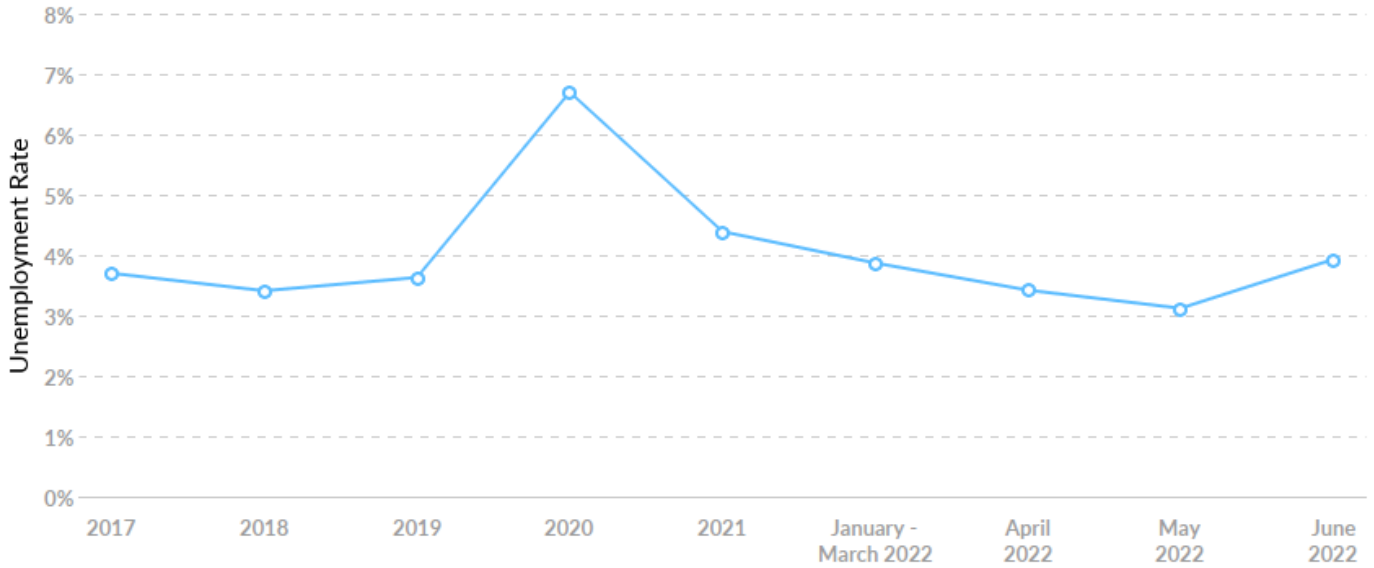
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	60.06%
2018	60.61%
2019	60.49%
2020	59.94%
2021	58.63%
January - March 2022	57.98%
April 2022	56.51%
May 2022	56.50%
June 2022	57.64%

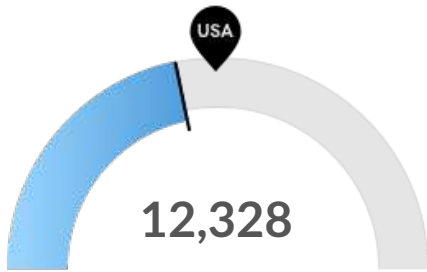
Unemployment Rate Trends

Wood County, WI had a June 2022 unemployment rate of 3.93%, **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 - March 2022	3.87%
April 2022	3.42%
May 2022	3.12%
June 2022	3.93%

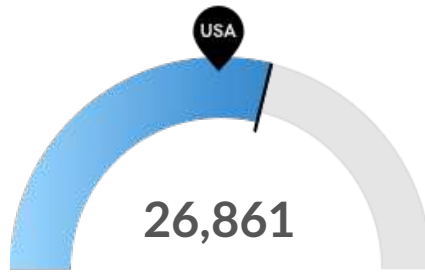
Population Characteristics



12,328

Millennials

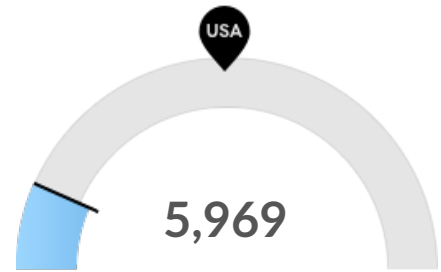
Wood County, WI has 12,328 millennials (ages 25-39). The national average for an area this size is 14,953.



26,861

Retiring Soon

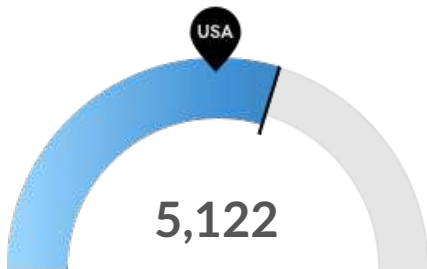
Retirement risk is high in Wood County, WI. The national average for an area this size is 21,596 people 55 or older, while there are 26,861 here.



5,969

Racial Diversity

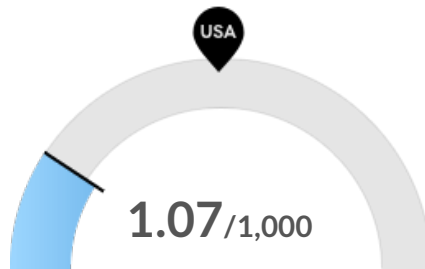
Racial diversity is low in Wood County, WI. The national average for an area this size is 29,226 racially diverse people, while there are 5,969 here.



5,122

Veterans

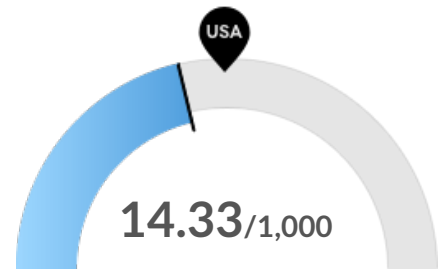
Wood County, WI has 5,122 veterans. The national average for an area this size is 3,928.



1.07/1,000

Violent Crime

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



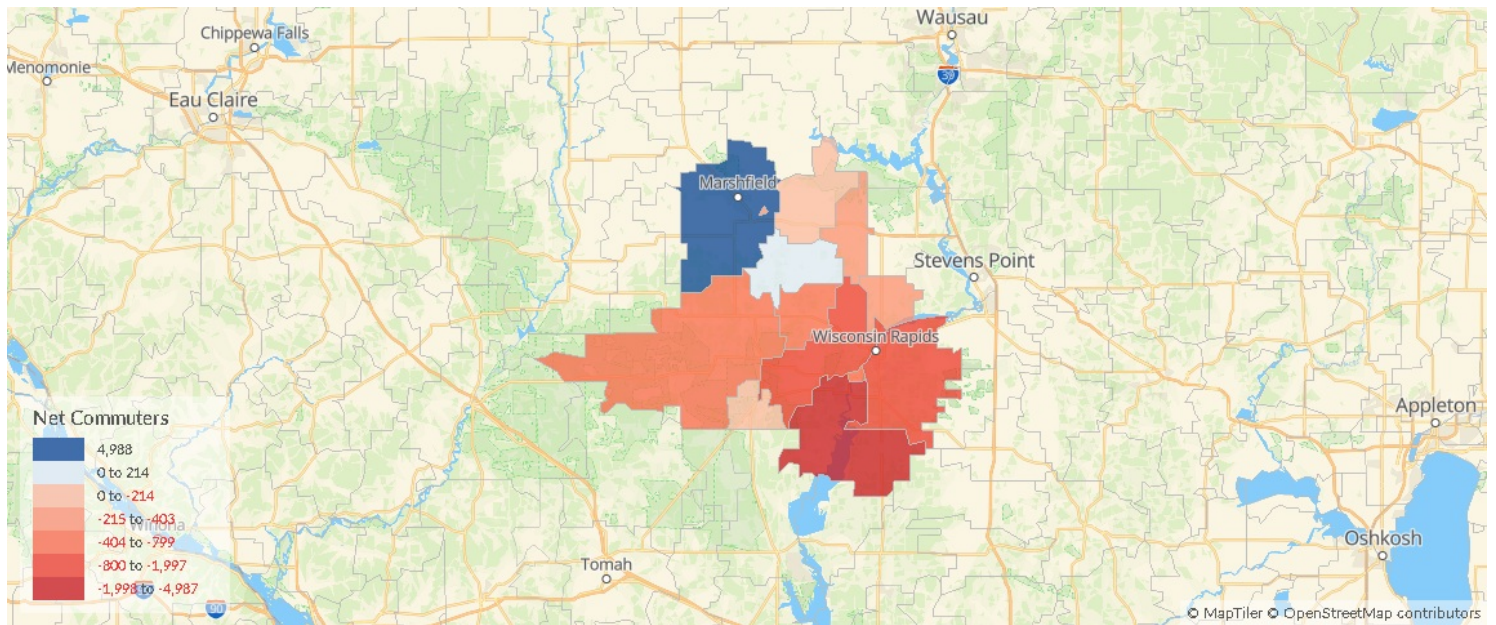
14.33/1,000

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...	17,525
54494	Wisconsin Rapids, WI (i...	12,268
54495	Wisconsin Rapids, WI (i...	3,425
54457	Nekoosa, WI (in Wood c...	2,233
54410	Arpin, WI (in Wood cou...	1,244

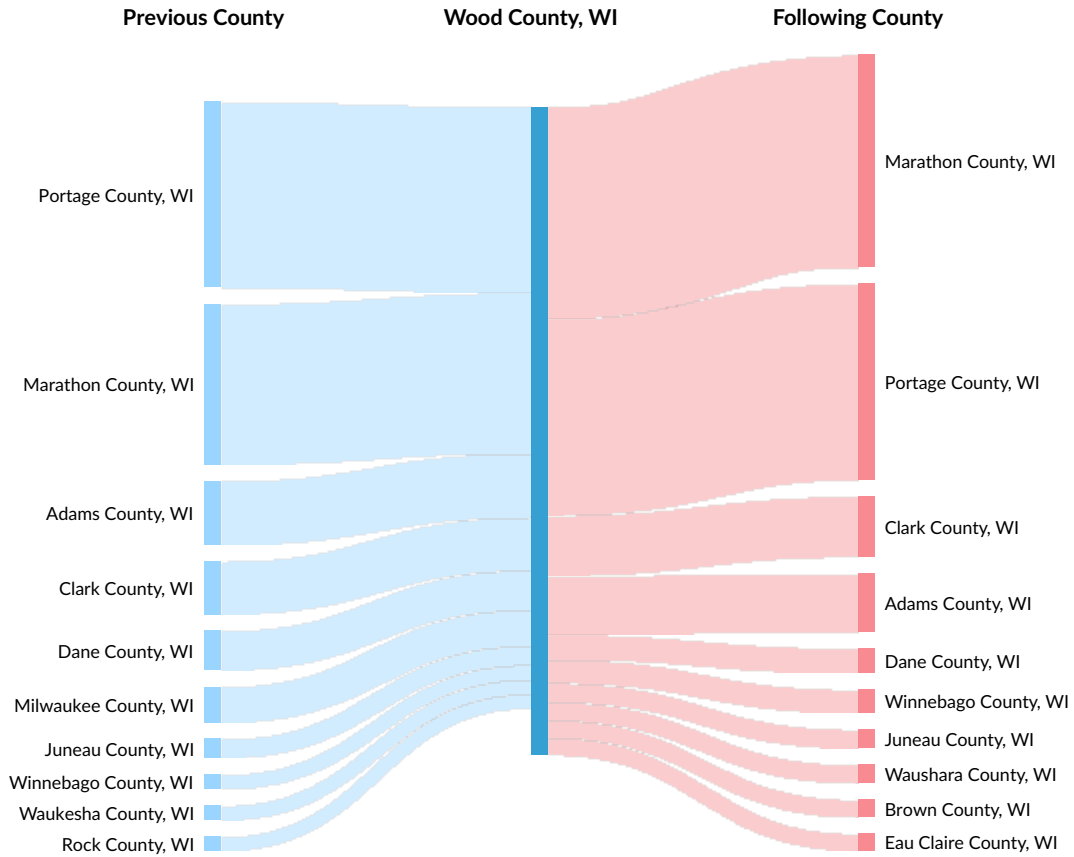
Where Talent Lives

ZIP	Name	2021 Workers
54494	Wisconsin Rapids, WI (i...	13,068
54449	Marshfield, WI (in Woo...	12,538
54495	Wisconsin Rapids, WI (i...	4,338
54457	Nekoosa, WI (in Wood c...	4,232
54466	Pittsville, WI (in Wood c...	1,390

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 2020, **453** people have migrated from Portage County, WI to Wood County, WI. In the same year, **517** people left Wood County, WI migrating to Marathon County, WI. The total Net Migration for Wood County, WI in 2020 was **-172**.

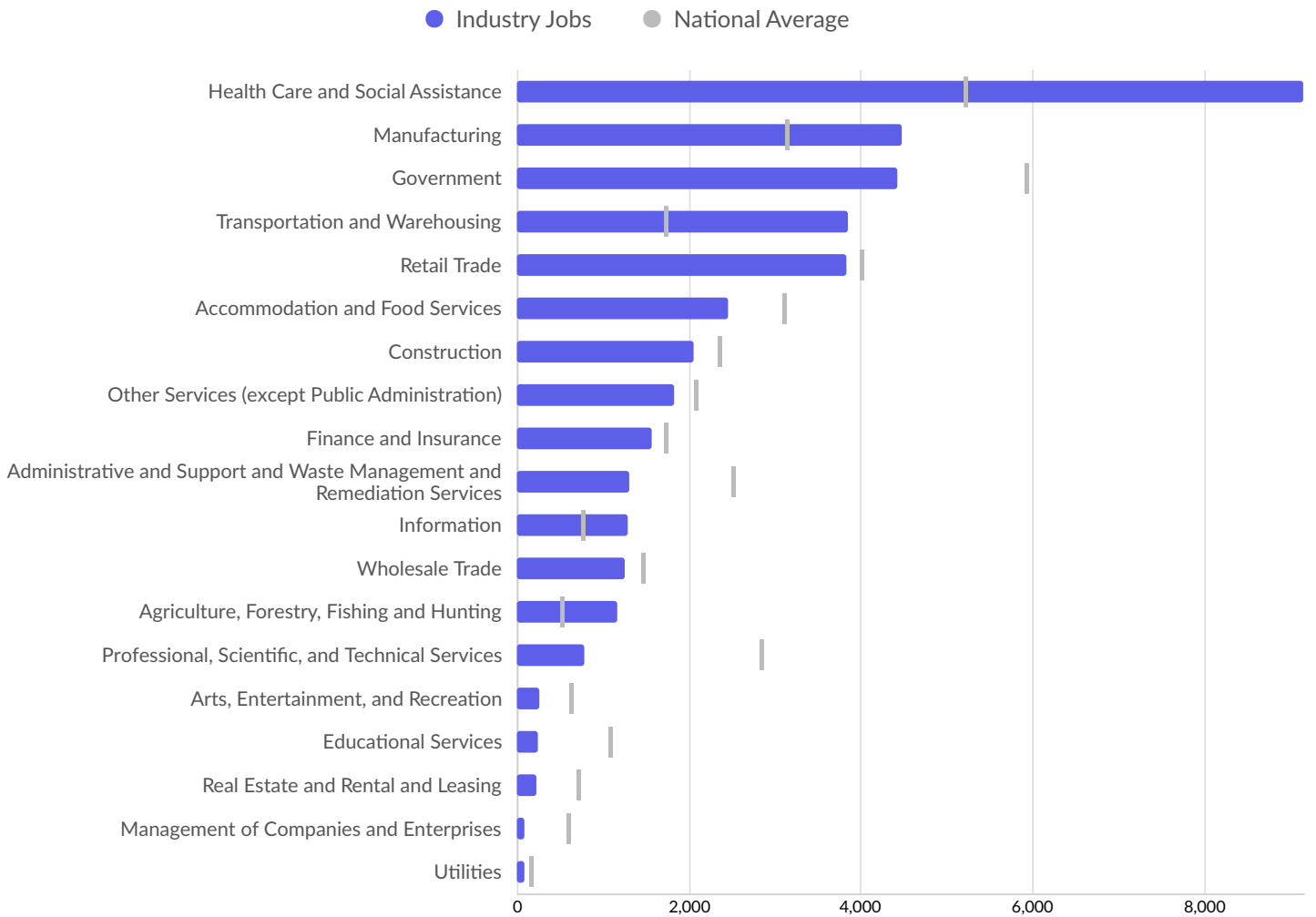


Top Previous Counties	Migrations
Portage County, WI	453
Marathon County, WI	391
Adams County, WI	156
Clark County, WI	129
Dane County, WI	96
Milwaukee County, WI	88

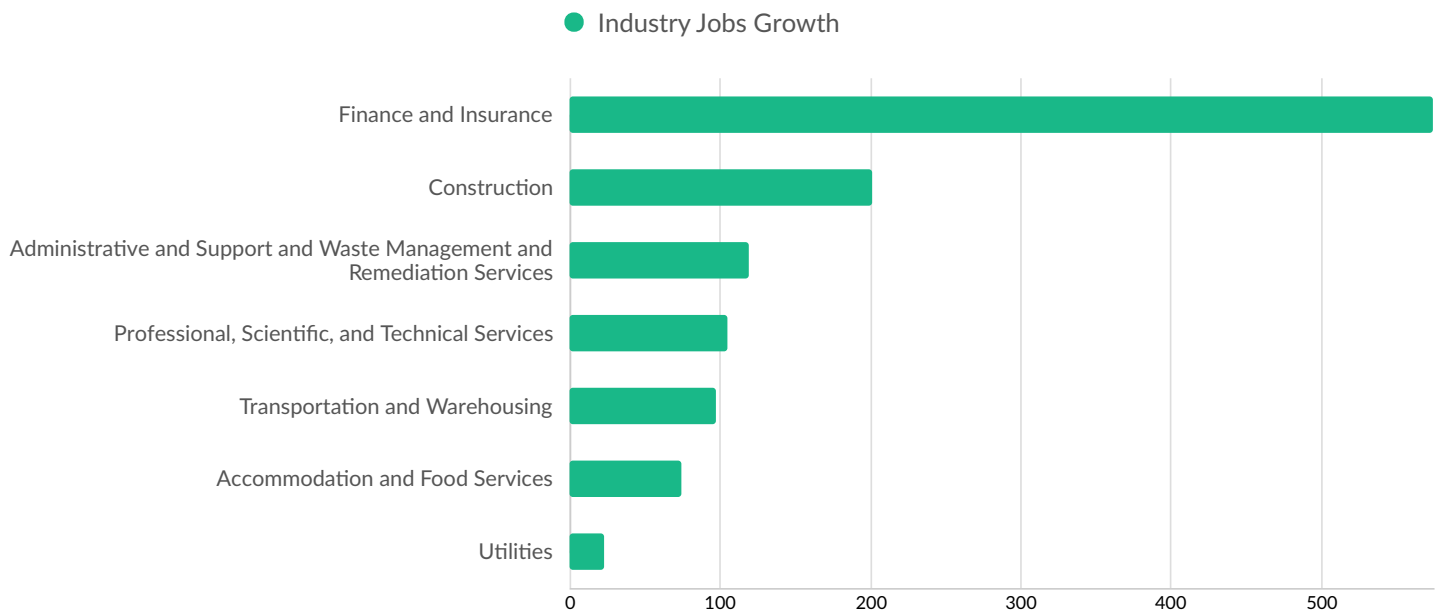
Top Previous Counties	Migrations
Juneau County, WI	46
Winnebago County, WI	36
Waukesha County, WI	36
Rock County, WI	35
Washington County, WI	35
Cook County, IL	29
Eau Claire County, WI	29
Calumet County, WI	28
Waupaca County, WI	27
Top Following Counties	Migrations
Marathon County, WI	517
Portage County, WI	478
Clark County, WI	147
Adams County, WI	143
Dane County, WI	61
Winnebago County, WI	57
Juneau County, WI	46
Waushara County, WI	45
Brown County, WI	43
Eau Claire County, WI	42
Milwaukee County, WI	40
Kent County, MI	35
Hennepin County, MN	35
Stearns County, MN	34
Hillsborough County, FL	33

Industry Characteristics

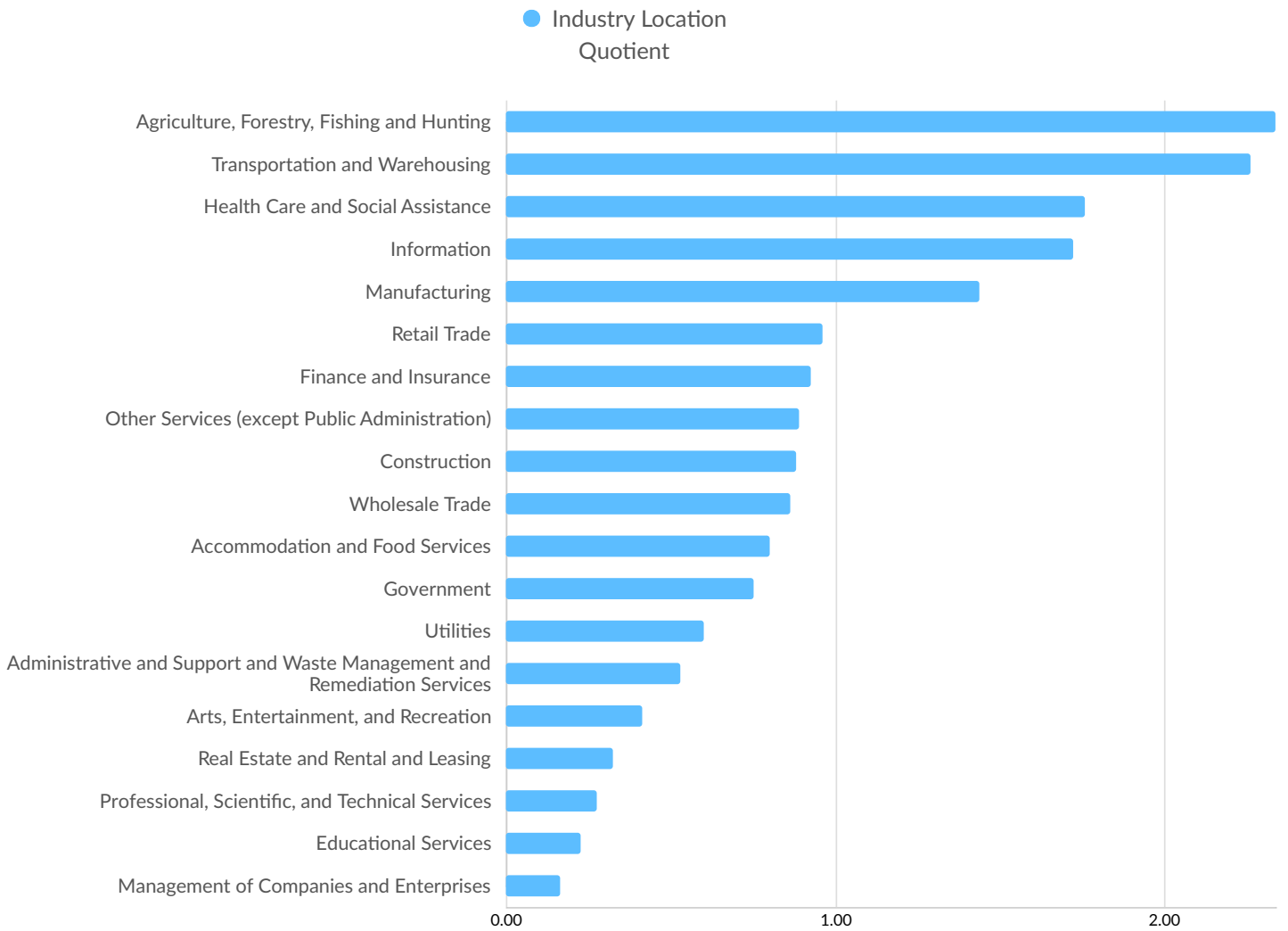
Largest Industries



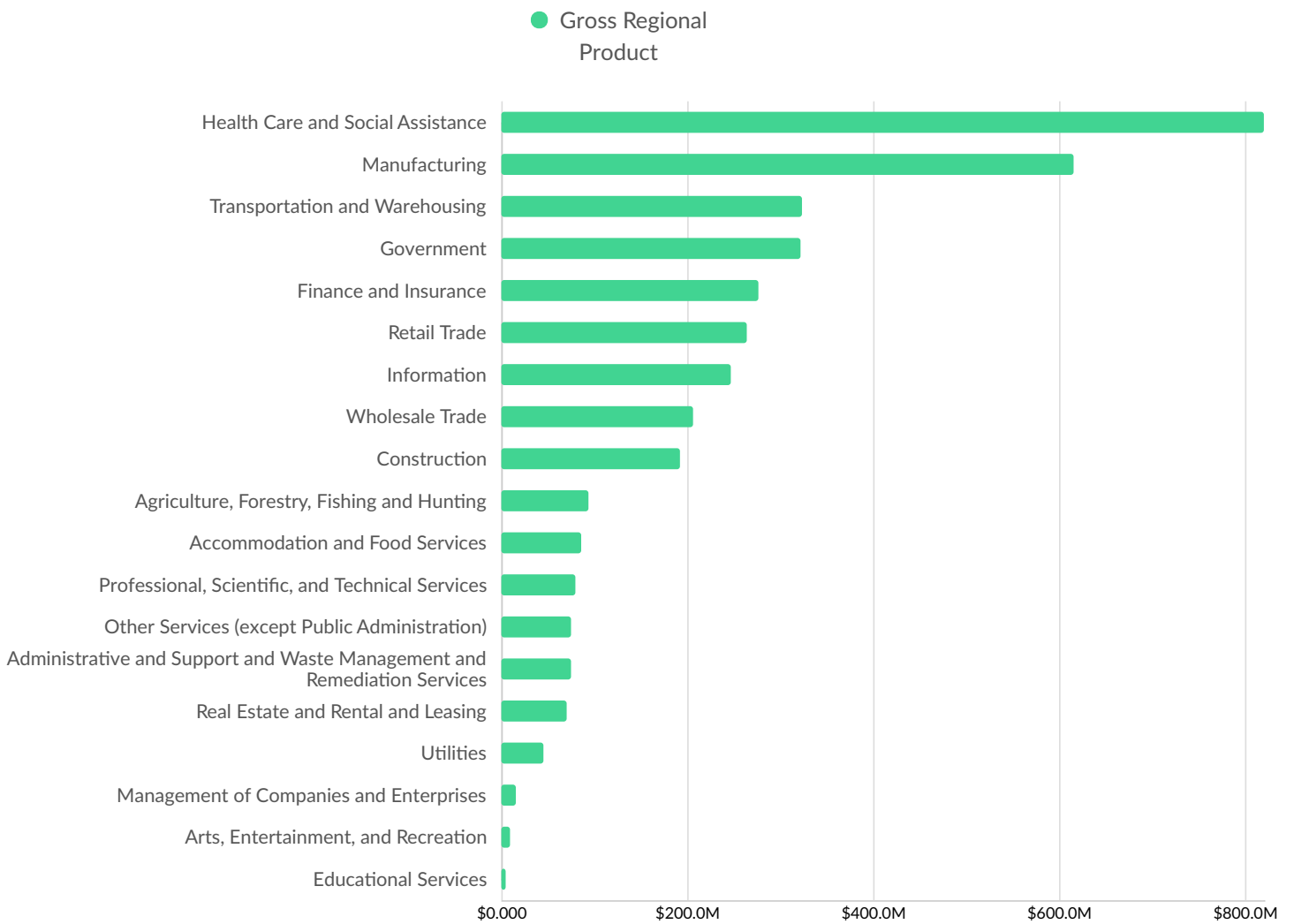
Top Growing Industries



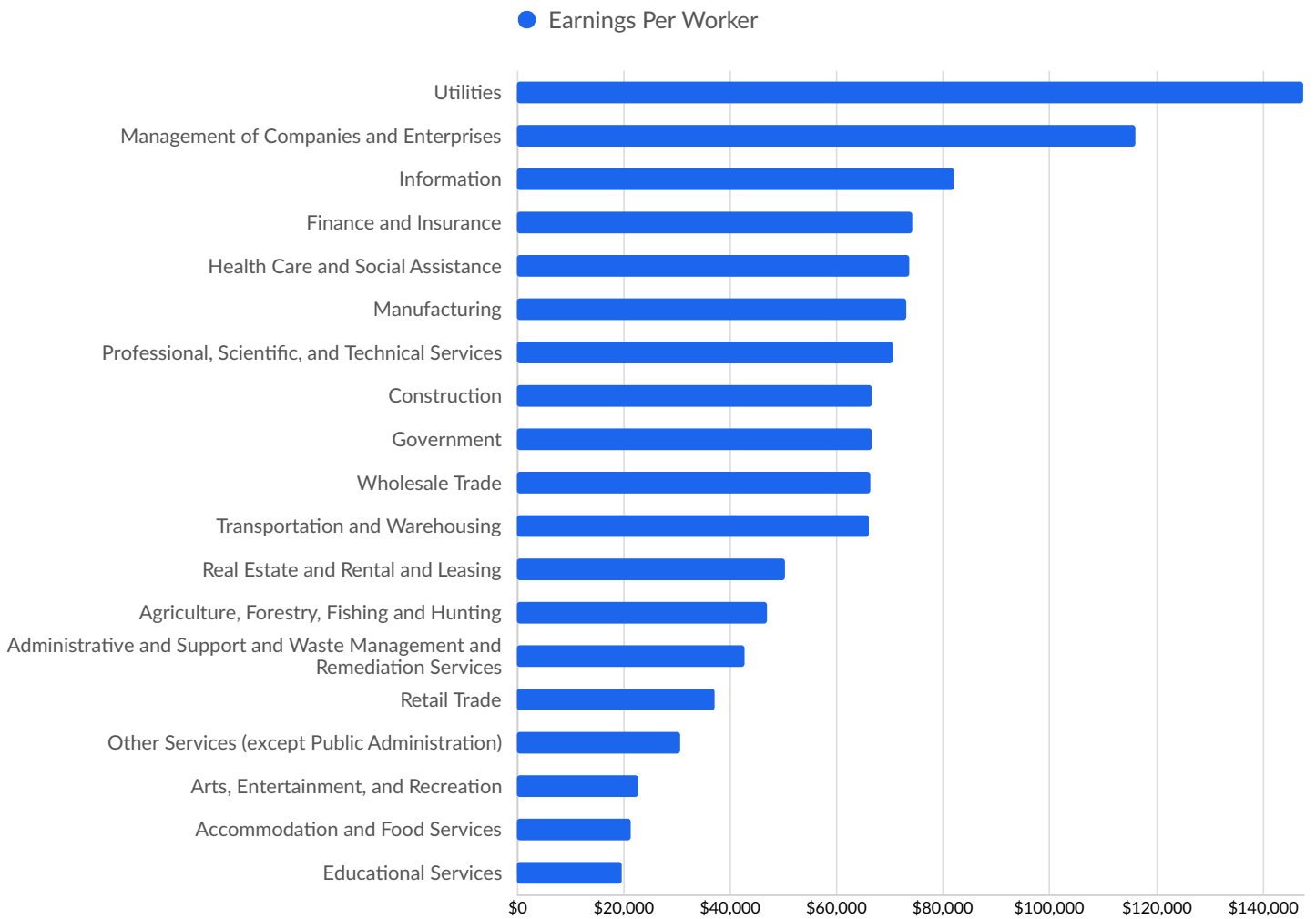
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



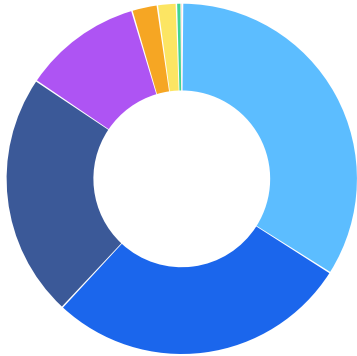
Business Characteristics

5,585 Companies Employ Your Workers

Online profiles for your workers mention 5,585 companies as employers, with the top 10 appearing below. In the last 12 months, 657 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,555 	Marshfield Clinic	1,289 
Verso Group	296 	Beaver Dam Community Hospit...	747 
Renaissance Learning	236 	Aspirus	183 
Ministry Health Care	216 	CompHealth	137 
Mid-State Technical College	179 	Kwik Trip	92 
Security Health Plan	174 	Walmart	89 
Wisconsin Rapids Public School ...	168 	Festival Foods	84 
Roehl Transport	161 	Medical Staffing Options	80 
Walmart	145 	Georgetown University	74 
Wrps	135 	Mid-State Technical College	73 

Business Size

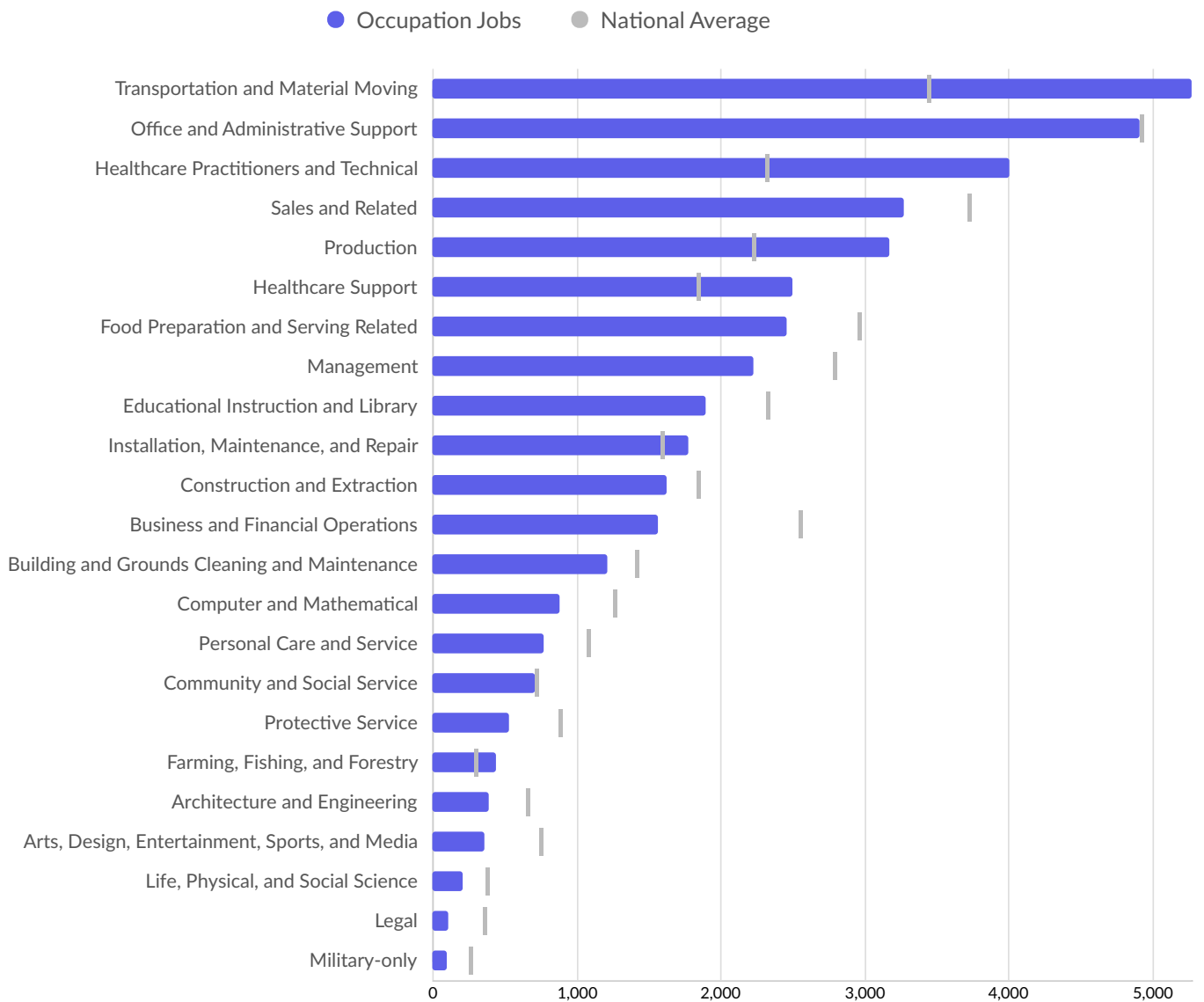


	Percentage	Business Count
● 1 to 4 employees	33.9%	1,091
● 5 to 9 employees	27.9%	899
● 10 to 19 employees	22.5%	724
● 20 to 49 employees	11.0%	353
● 50 to 99 employees	2.4%	76
● 100 to 249 employees	1.7%	56
● 250 to 499 employees	0.4%	14
● 500+ employees	0.1%	4

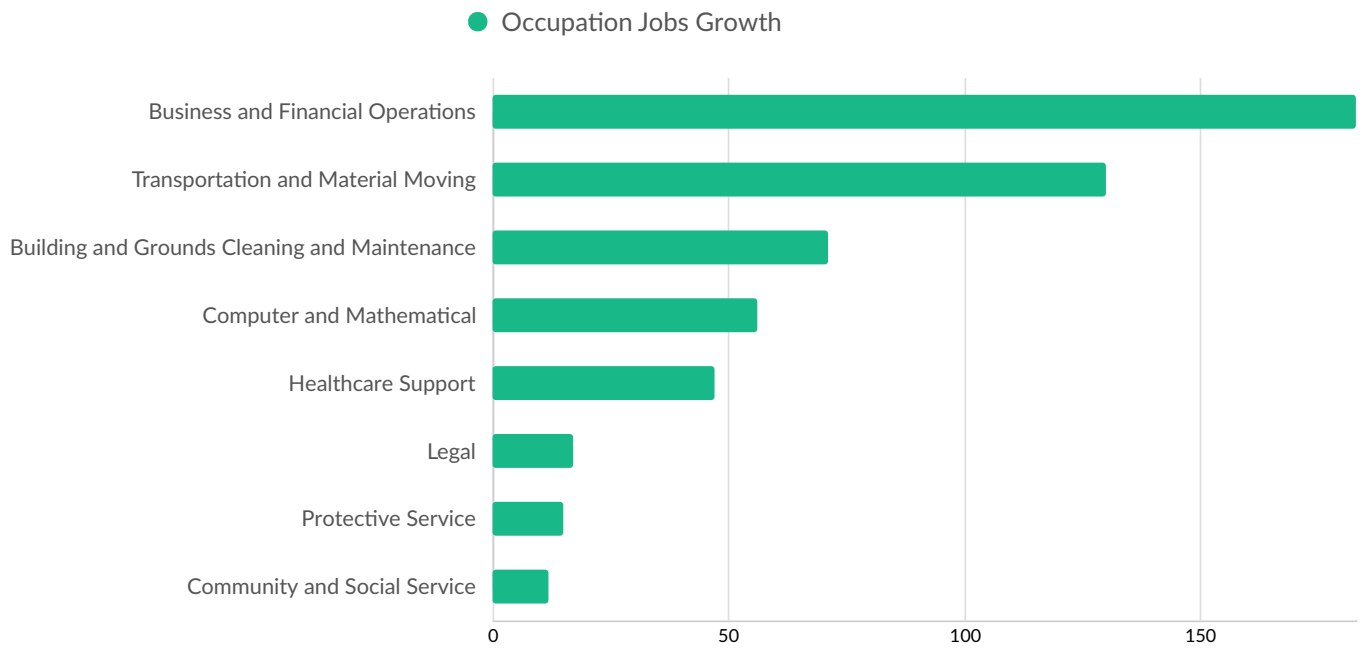
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

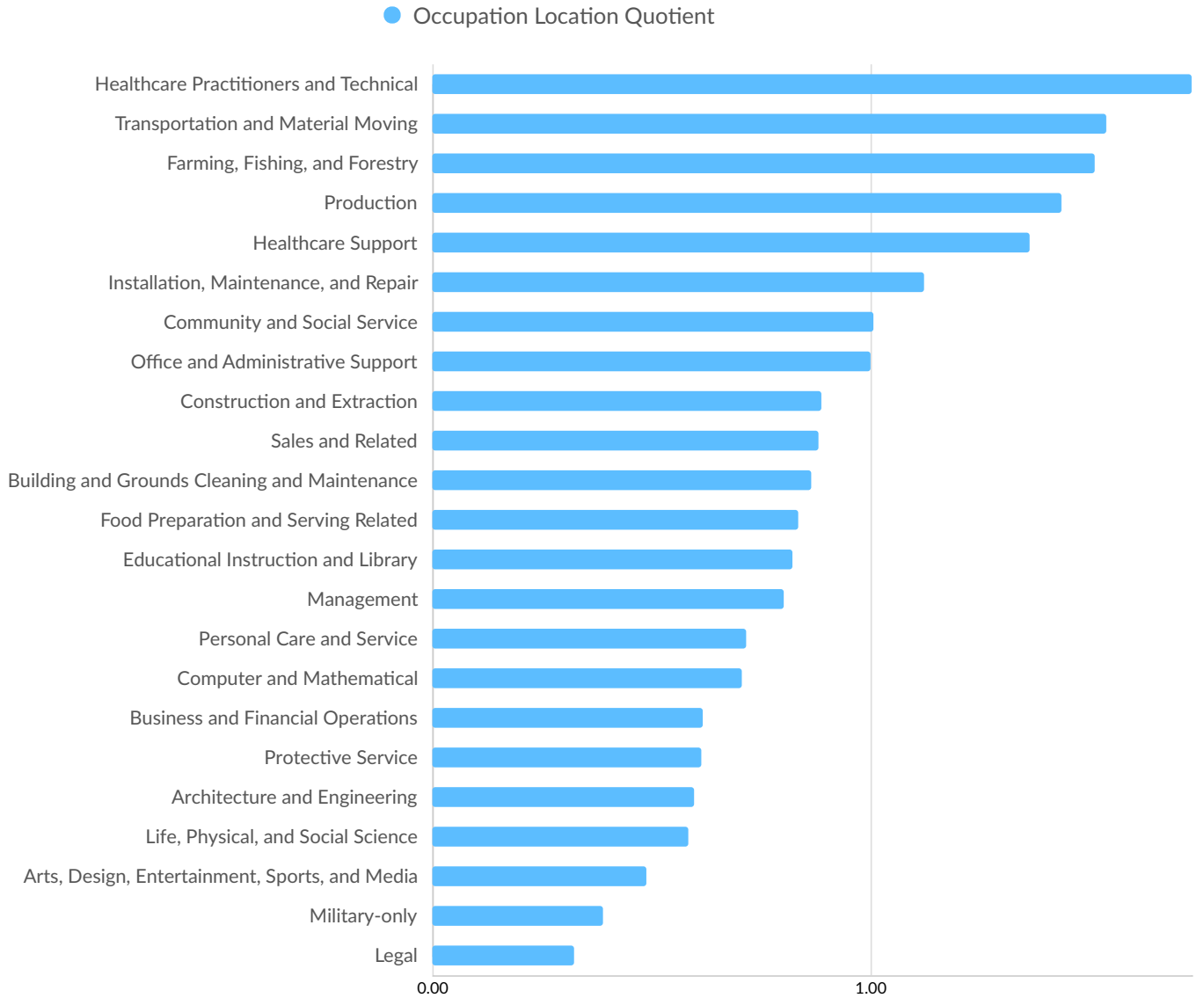
Largest Occupations



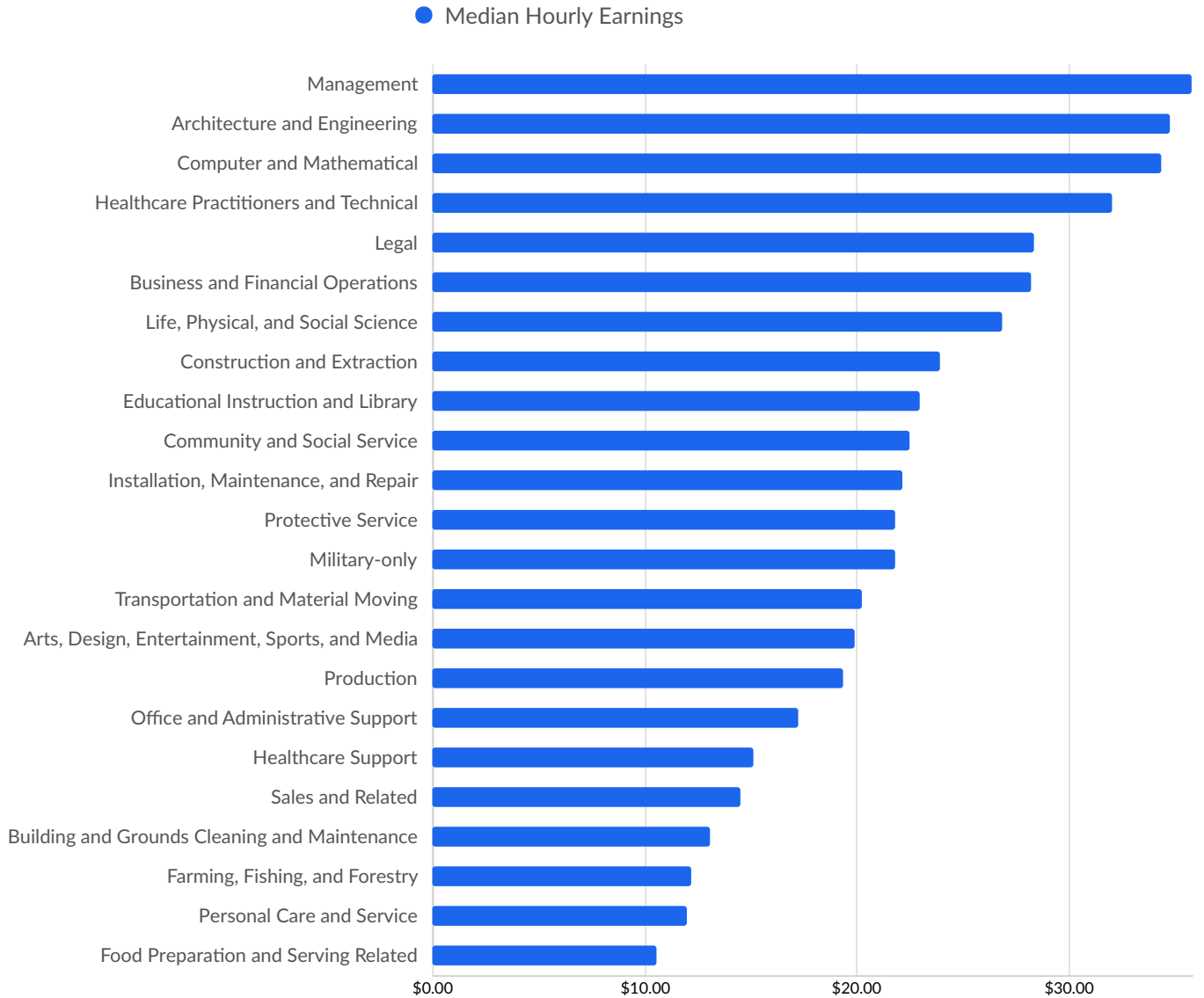
Top Growing Occupations



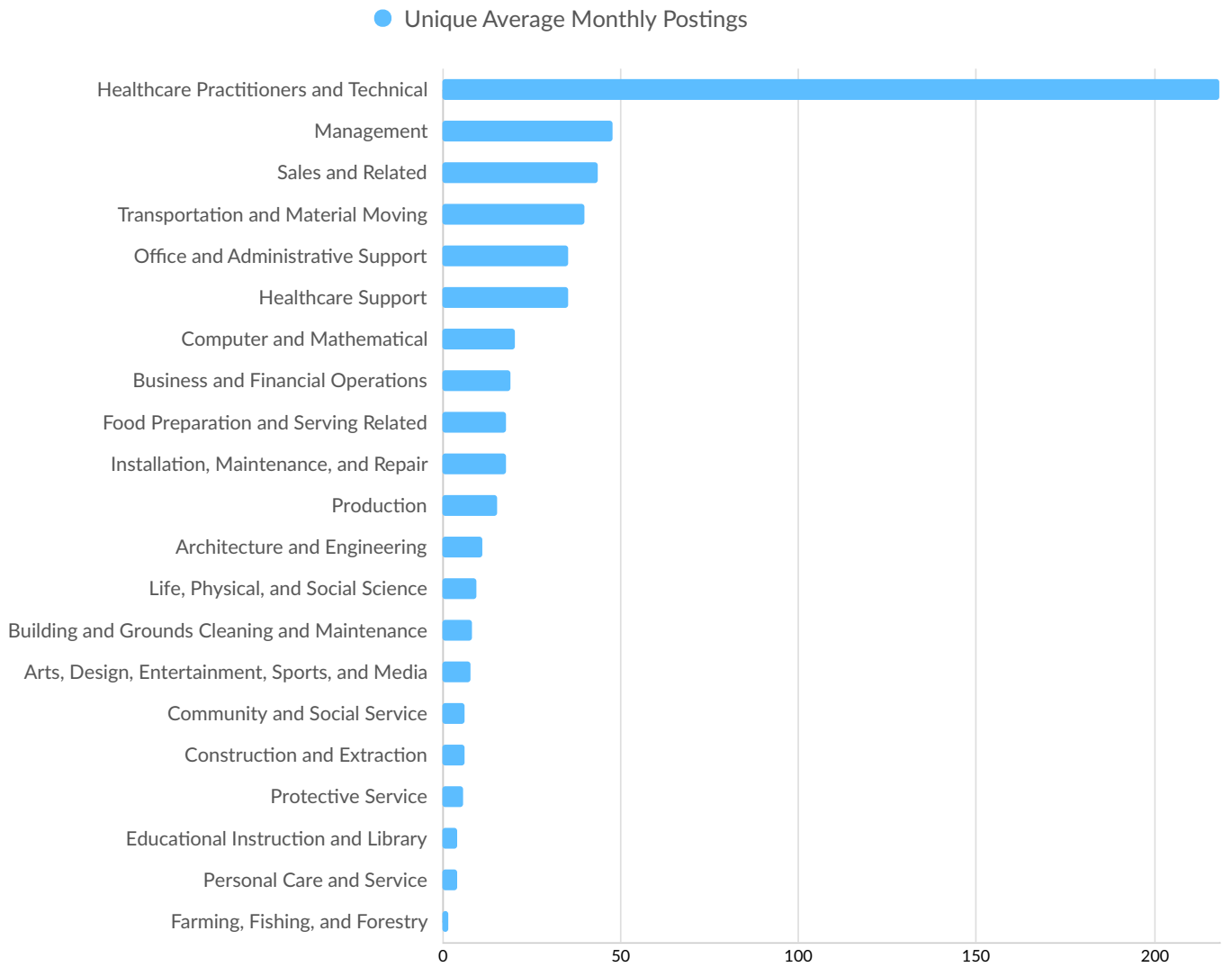
Top Occupation Location Quotient



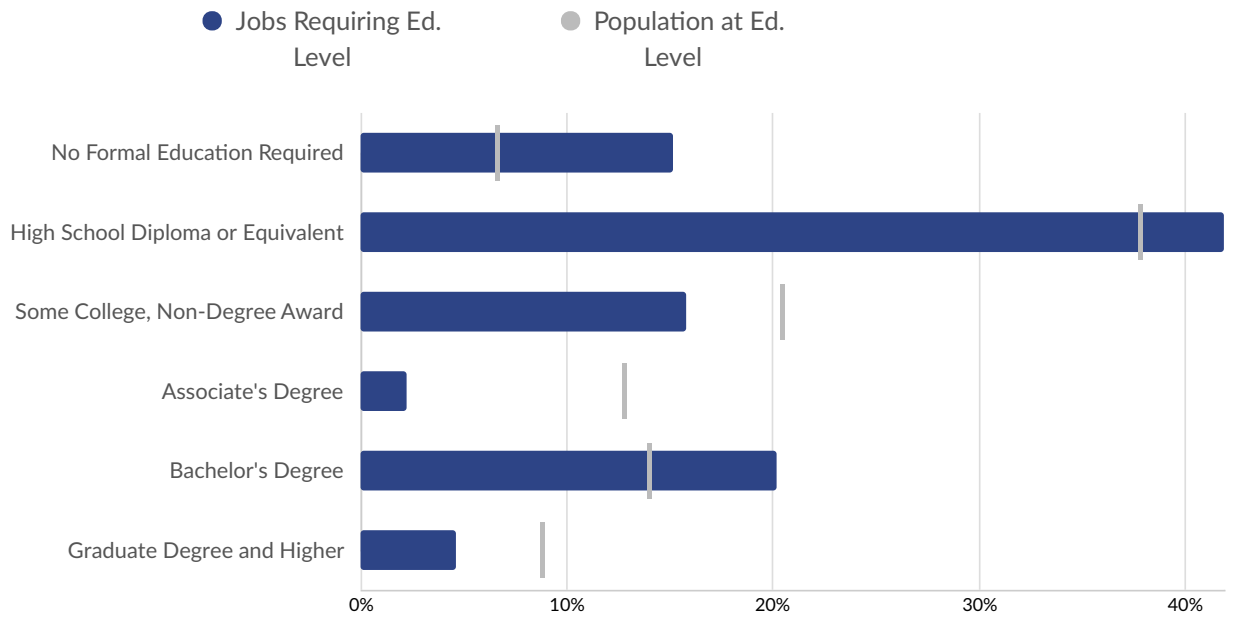
Top Occupation Earnings



Top Posted Occupations

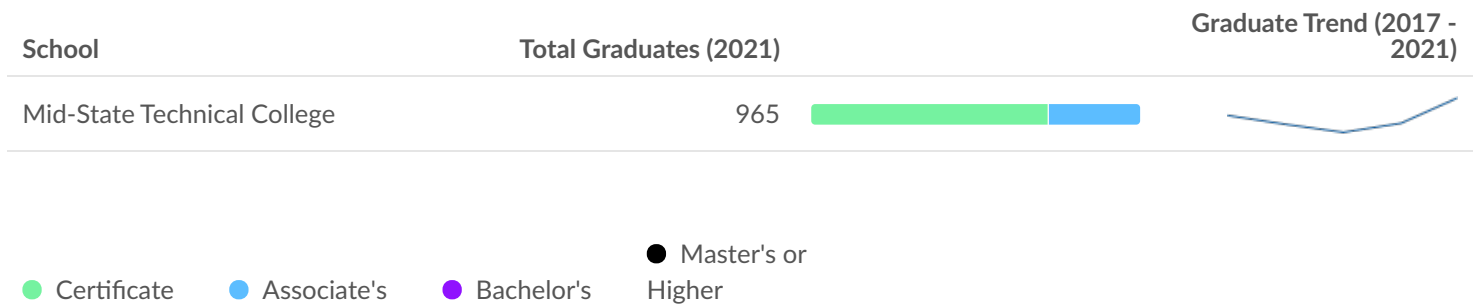


Underemployment



Educational Pipeline

In 2021, there were 965 graduates in Wood County, WI. This pipeline has grown by 8% 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

