



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

74,070

Population (2021)

Population **grew by 846** over the last 5 years but is projected to **decrease by 448** over the next 5 years.

39,488

Total Regional Employment

Jobs **decreased by 1,665** over the last 5 years but are projected to **grow by 674** over the next 5 years.

\$55.7K

Median Household Income (2020)

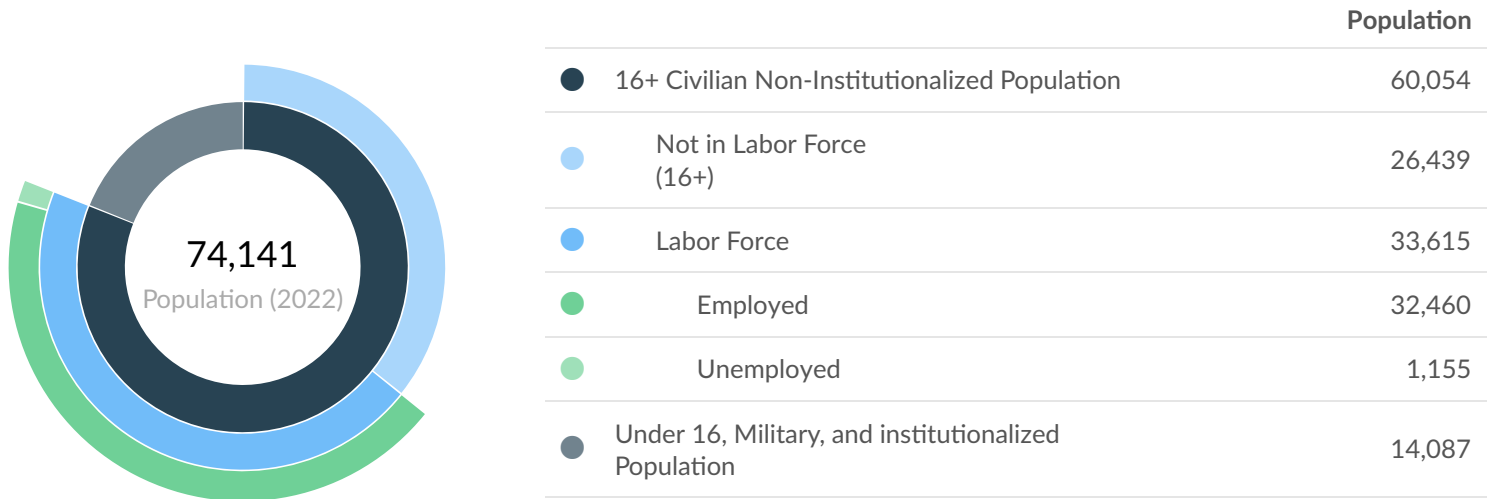
Median household income is **\$9.3K below** the national median household income of \$65.0K.

Takeaways

- As of 2021 the region's population **increased by 1.2%** since 2016, growing by 846. Population is expected to **decrease by 0.6%** between 2021 and 2026, losing 448.
- From 2016 to 2021, jobs **declined by 4.0%** in Wood County, WI from 41,153 to **39,488**. This change **fell short of the national growth rate of 1.9% by 5.9%**. 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, **12.8% of Wood County, WI residents possess a Bachelor's Degree** (7.7% below the national average), and **13.0% hold an Associate's Degree** (4.2% above the national average).
- The top three industries in 2021 are General Freight Trucking, Outpatient Care Centers, and Local Government, Excluding Education and Hospitals.

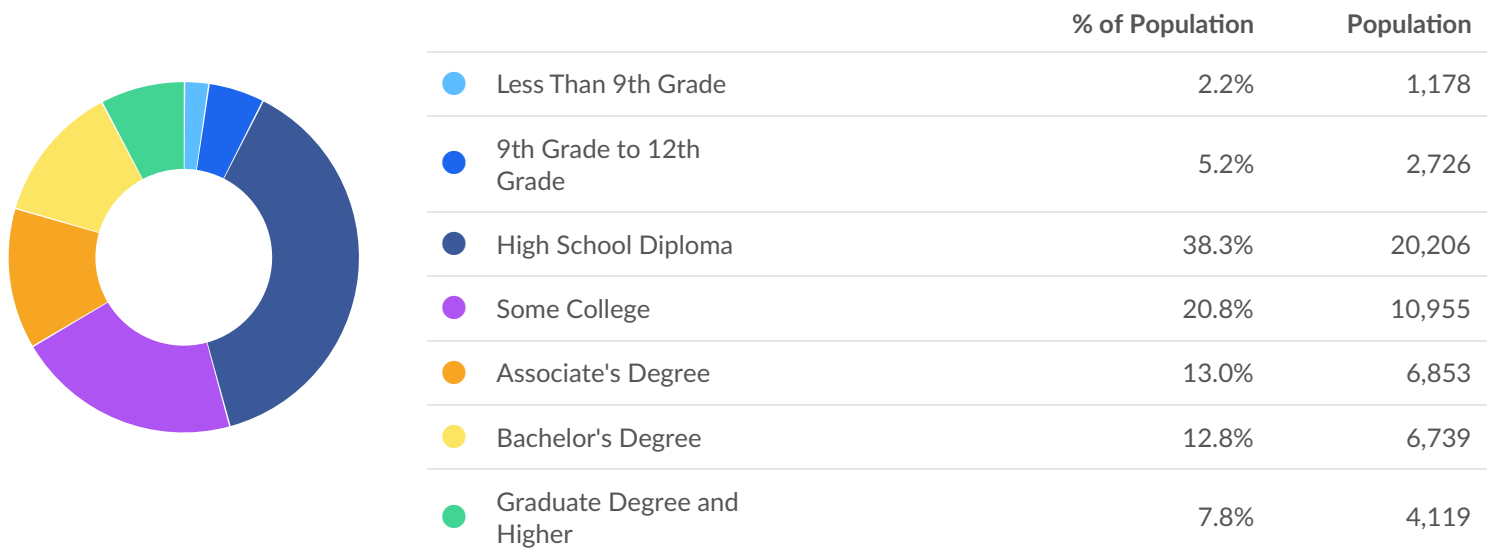
	Population (2022)	Labor Force (Sep 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	74,141	33,615	39,488	99.2	\$4.13B	\$5.05B	\$4.77B
NCWRPC	450,505	220,488	212,729	99.7	\$23.59B	\$31.12B	\$29.22B
Wisconsin	5,923,000	3,089,950	3,114,081	100.3	\$360.42B	\$331.46B	\$354.92B

Sep 2022 Labor Force Breakdown



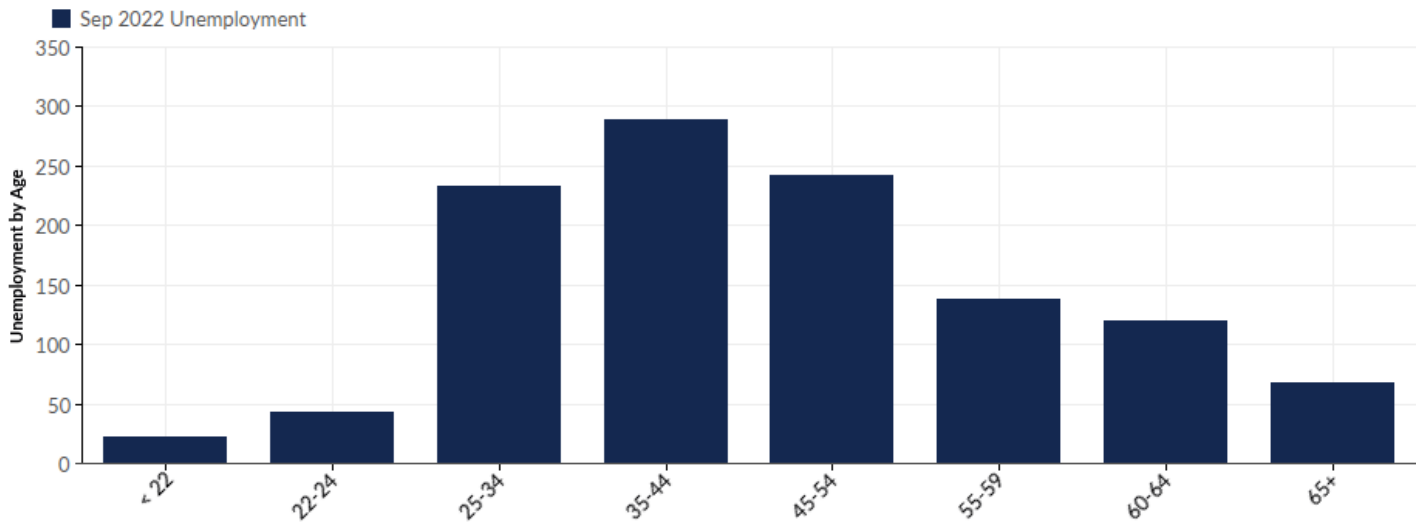
Educational Attainment

Concerning educational attainment, **12.8% of Wood County, WI residents possess a Bachelor's Degree** (7.7% below the national average), and **13.0% hold an Associate's Degree** (4.2% above the national average).



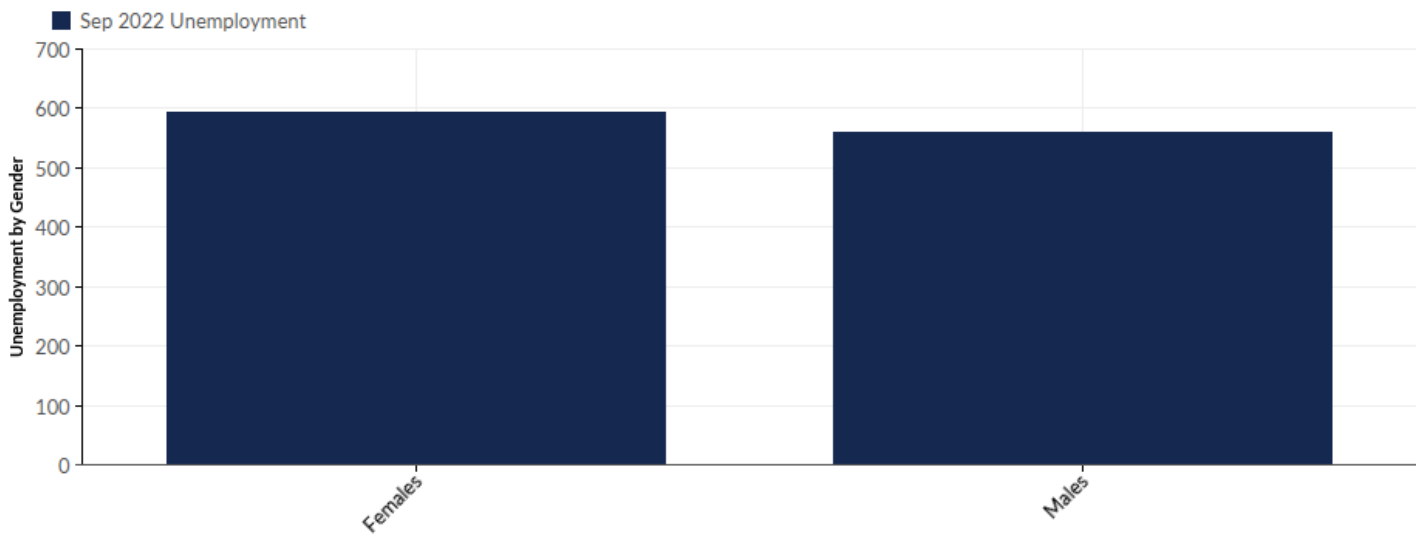
Unemployment by Demographics

Unemployment by Age



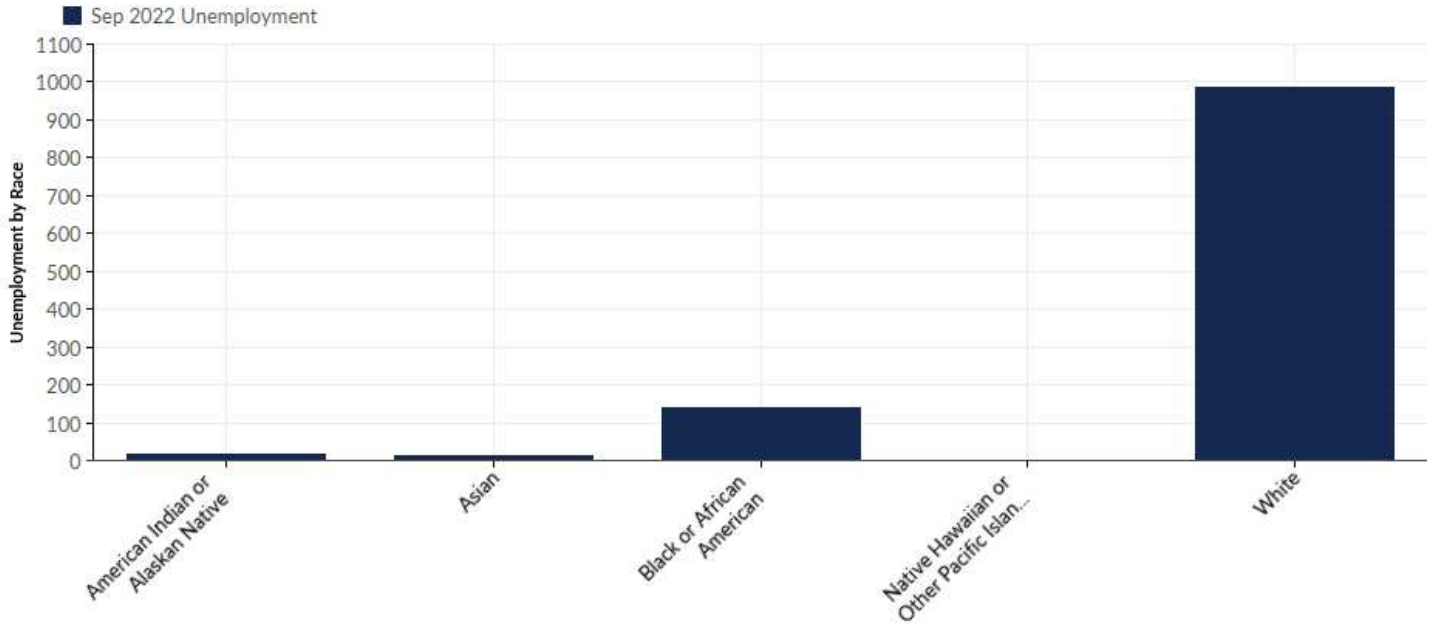
Age	Unemployment (Sep 2022)	% of Unemployed
< 22	22	1.90%
22-24	43	3.72%
25-34	233	20.17%
35-44	289	25.02%
45-54	242	20.95%
55-59	138	11.95%
60-64	119	10.30%
65+	68	5.89%
Total	1,155	100.00%

Unemployment by Gender



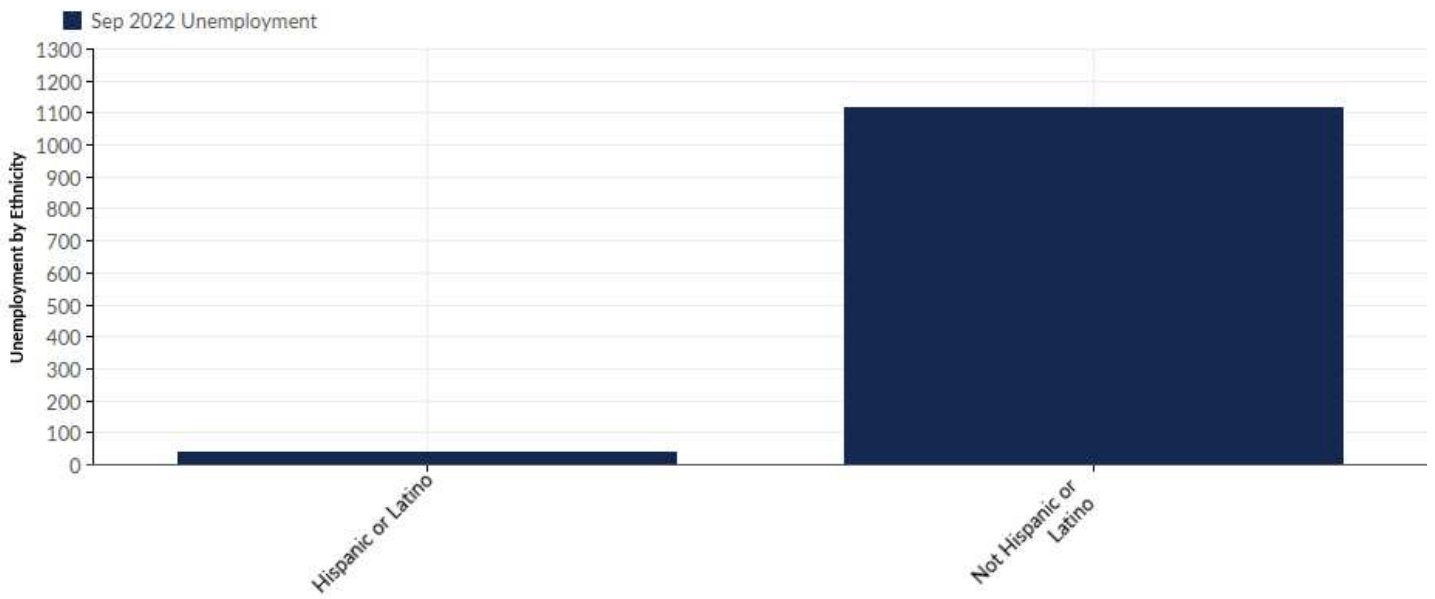
Gender	Unemployment (Sep 2022)	% of Unemployed
Females	594	51.43%
Males	561	48.57%
Total	1,155	100.00%

Unemployment by Race



Race	Unemployment (Sep 2022)	% of Unemployed
American Indian or Alaskan Native	18	1.56%
Asian	13	1.13%
Black or African American	137	11.86%
Native Hawaiian or Other Pacific Islander	2	0.17%
White	985	85.28%
Total	1,155	100.00%

Unemployment by Ethnicity

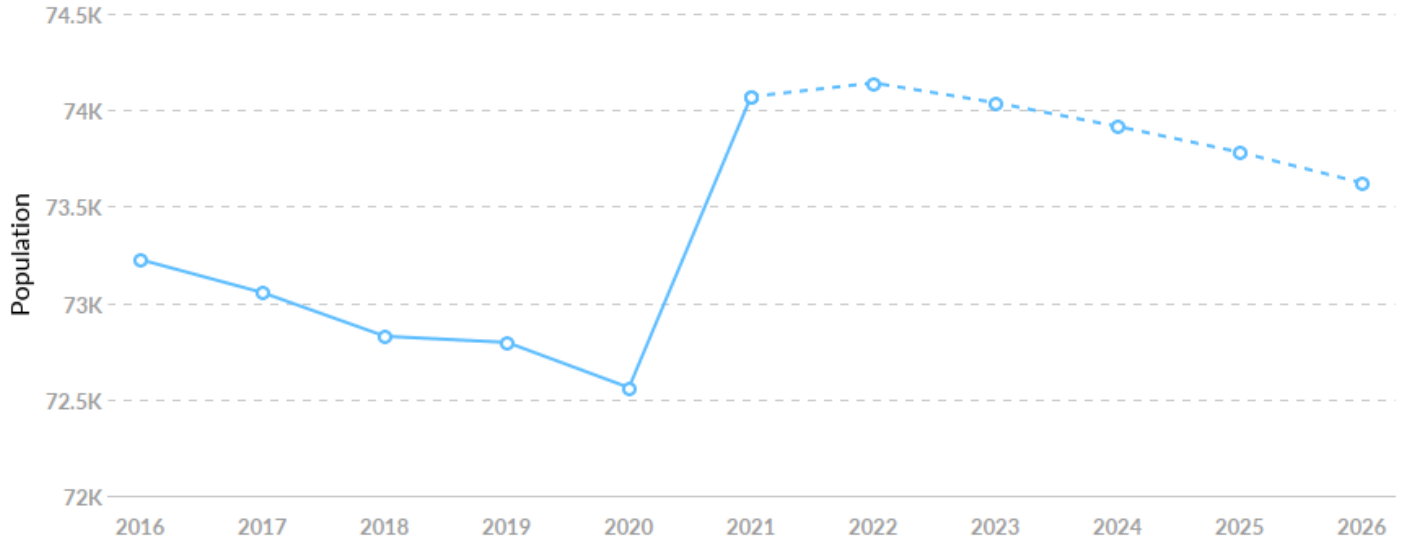


Ethnicity	Unemployment (Sep 2022)	% of Unemployed
Hispanic or Latino	37	3.20%
Not Hispanic or Latino	1,118	96.80%
Total	1,155	100.00%

Historic & Projected Trends

Population Trends

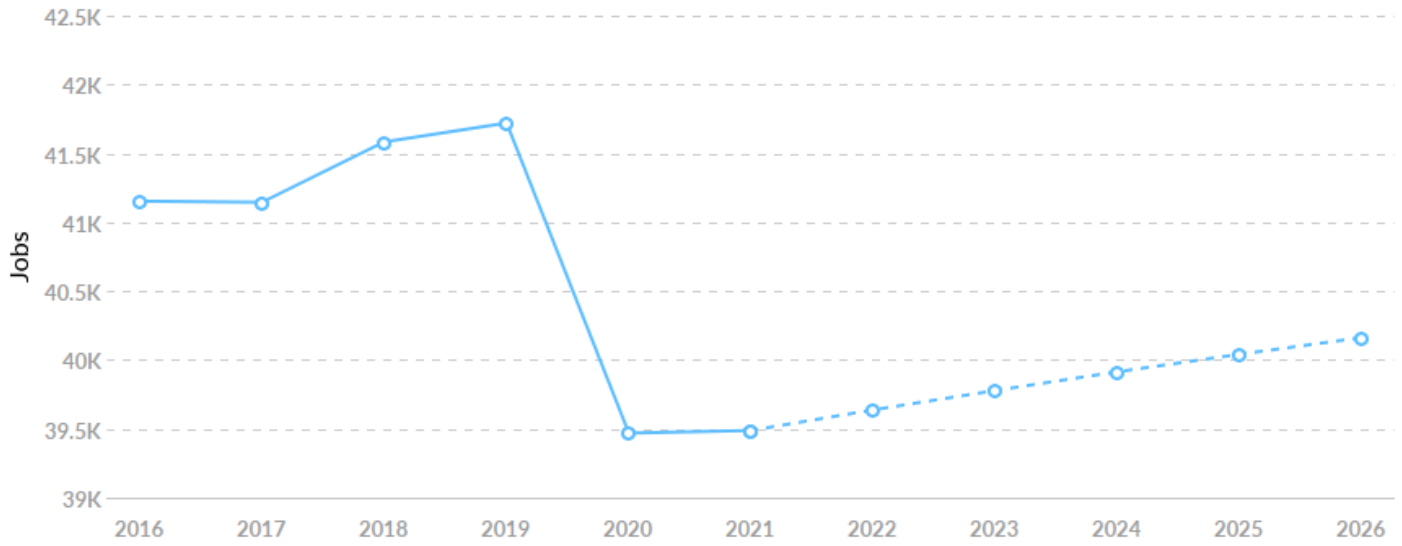
As of 2021 the region's population increased by 1.2% since 2016, growing by 846. Population is expected to decrease by 0.6% between 2021 and 2026, losing 448.



Timeframe	Population
2016	73,224
2017	73,053
2018	72,827
2019	72,795
2020	72,560
2021	74,070
2022	74,141
2023	74,038
2024	73,915
2025	73,781
2026	73,622

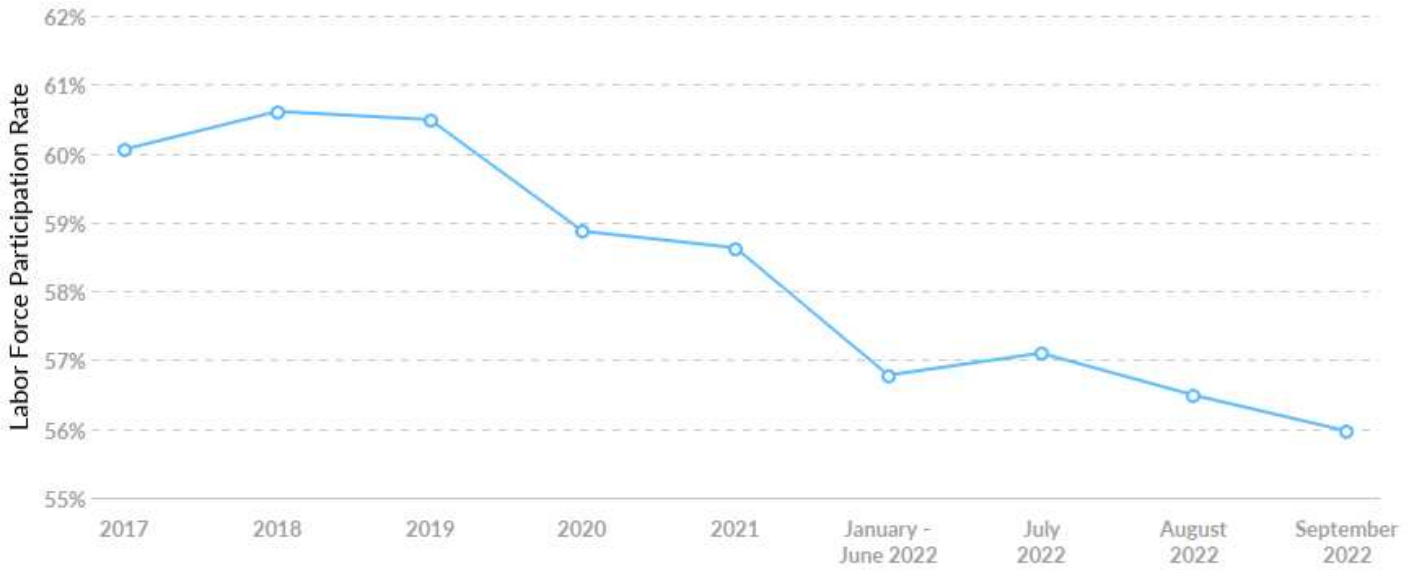
Job Trends

From 2016 to 2021, jobs declined by 4.0% in Wood County, WI from 41,153 to 39,488. This change fell short of the national growth rate of 1.9% by 5.9%.



Timeframe	Jobs
2016	41,153
2017	41,145
2018	41,583
2019	41,720
2020	39,469
2021	39,488
2022	39,637
2023	39,778
2024	39,914
2025	40,041
2026	40,162

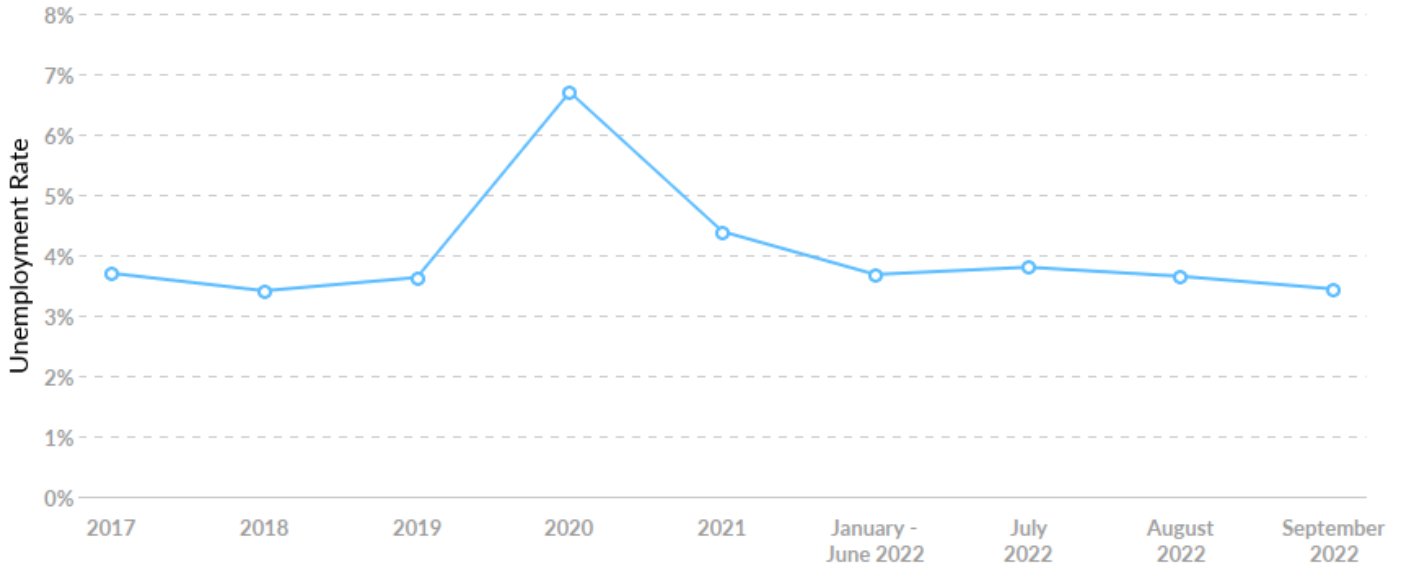
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	60.06%
2018	60.61%
2019	60.49%
2020	58.87%
2021	58.63%
January - June 2022	56.78%
July 2022	57.10%
August 2022	56.49%
September 2022	55.97%

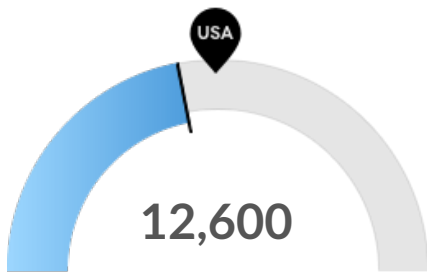
Unemployment Rate Trends

Wood County, WI had a September 2022 unemployment rate of 3.44%, **decreasing 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 - June 2022	3.68%
July 2022	3.80%
August 2022	3.65%
September 2022	3.44%

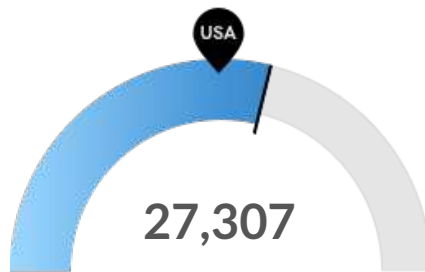
Population Characteristics



12,600

Millennials

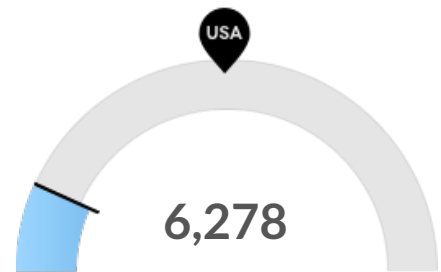
Wood County, WI has 12,600 millennials (ages 25-39). The national average for an area this size is 15,130.



27,307

Retiring Soon

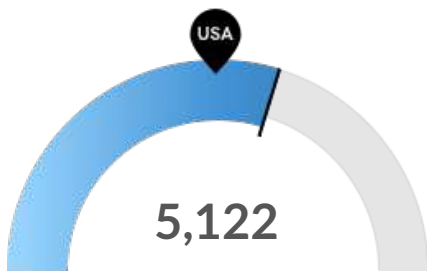
Retirement risk is high in Wood County, WI. The national average for an area this size is 22,016 people 55 or older, while there are 27,307 here.



6,278

Racial Diversity

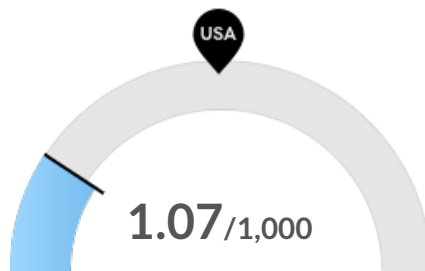
Racial diversity is low in Wood County, WI. The national average for an area this size is 30,142 racially diverse people, while there are 6,278 here.



5,122

Veterans

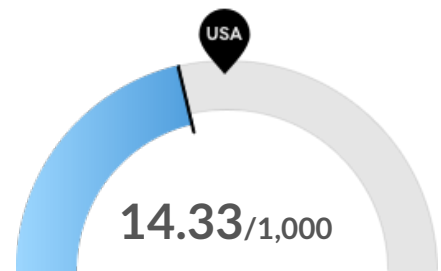
Wood County, WI has 5,122 veterans. The national average for an area this size is 3,928.



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.



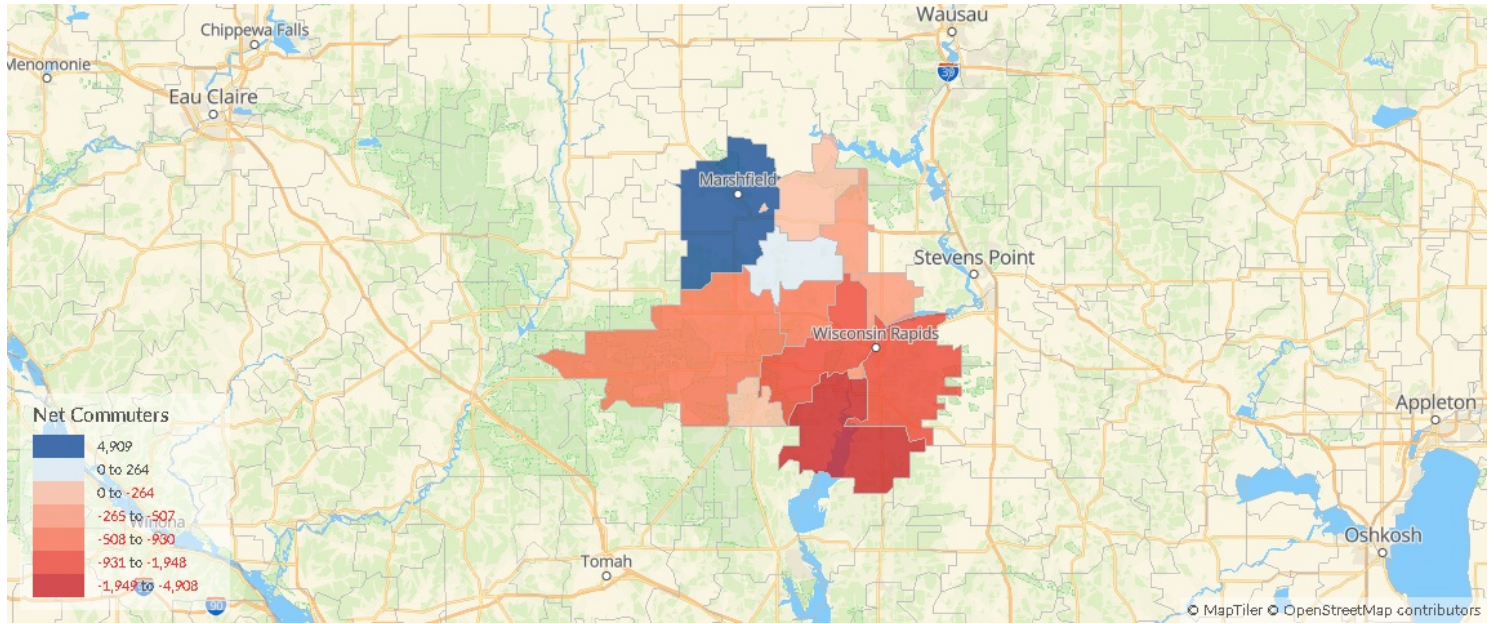
14.33/1,000

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...	17,475
54494	Wisconsin Rapids, WI (i...	11,698
54495	Wisconsin Rapids, WI (i...	3,218
54457	Nekoosa, WI (in Wood c...	2,191
54410	Arpin, WI (in Wood cou...	1,222

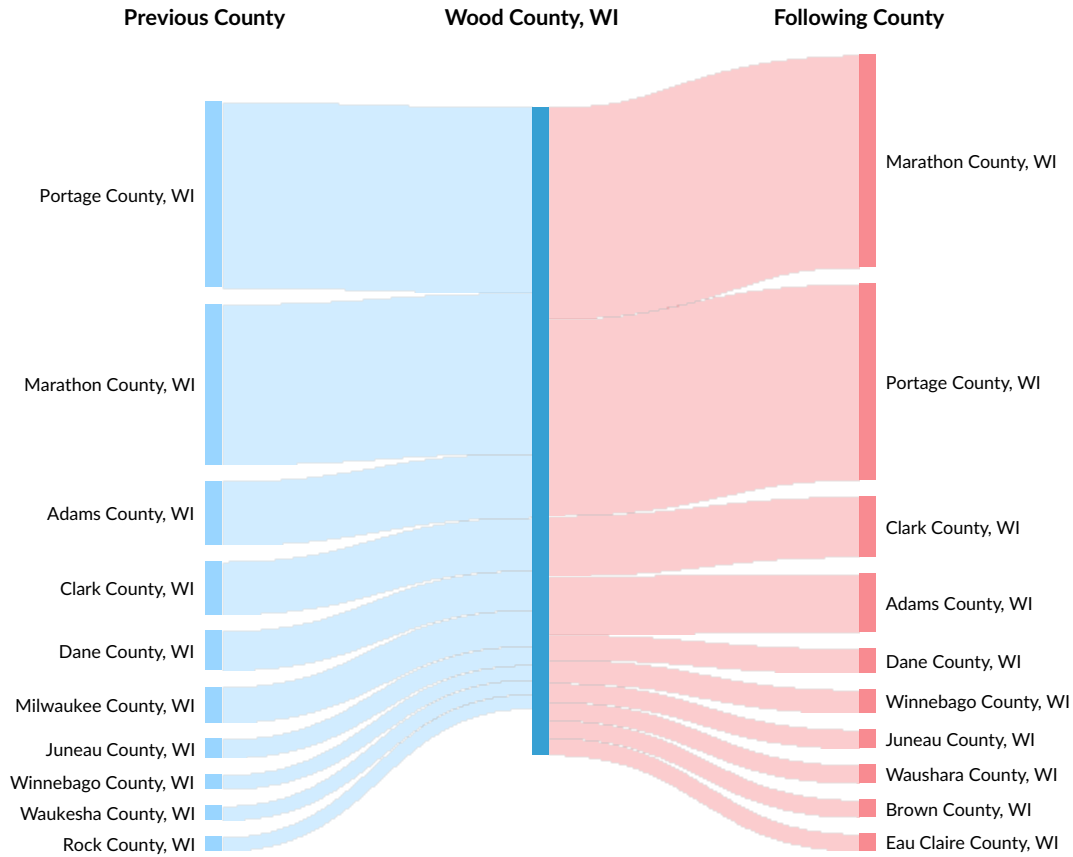
Where Talent Lives

ZIP	Name	2021 Workers
54494	Wisconsin Rapids, WI (i...	12,629
54449	Marshfield, WI (in Woo...	12,565
54495	Wisconsin Rapids, WI (i...	4,220
54457	Nekoosa, WI (in Wood c...	4,139
54466	Pittsville, WI (in Wood c...	1,358

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.

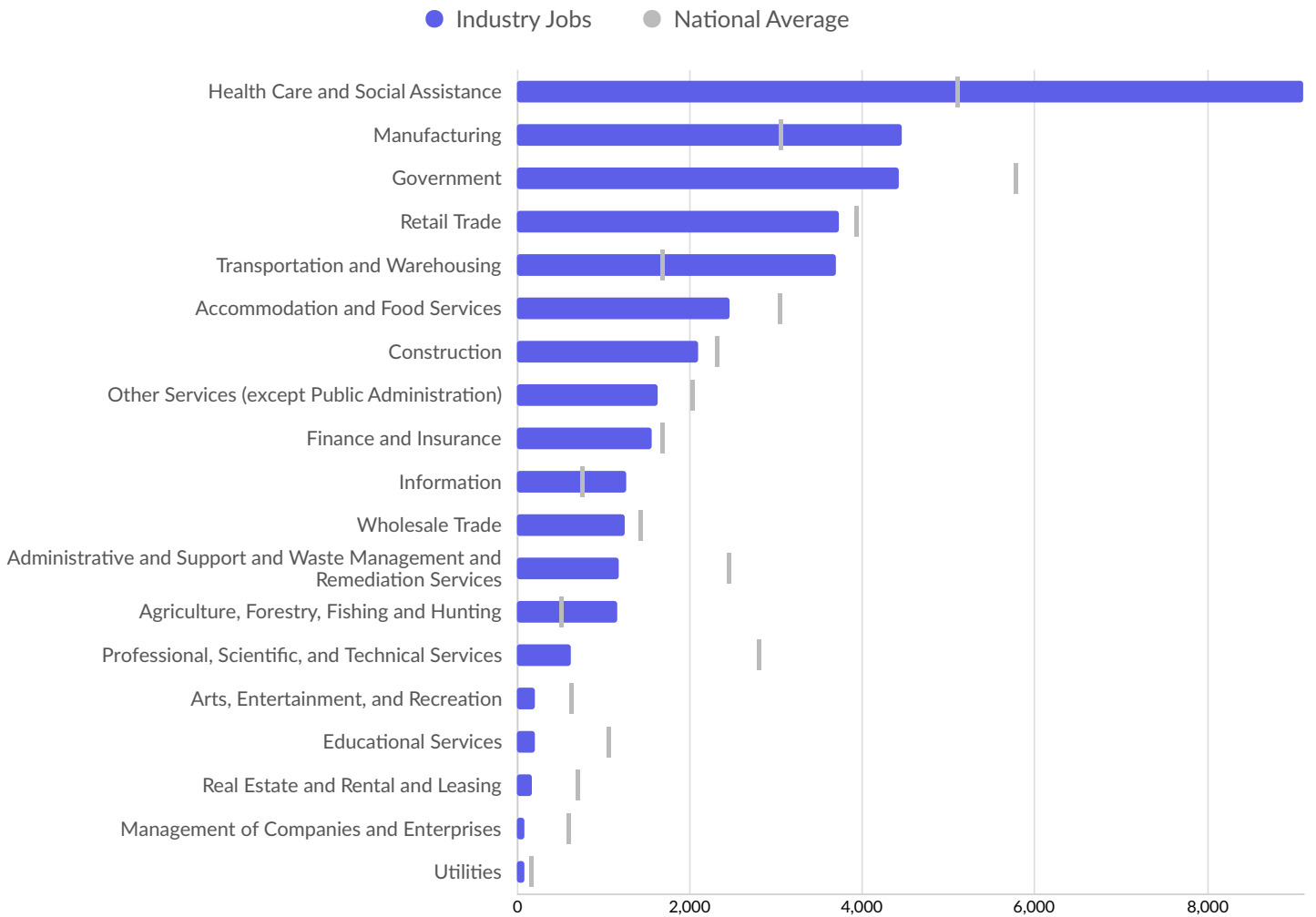


Top Previous Counties	Migrations
Portage County, WI	453
Marathon County, WI	391
Adams County, WI	156
Clark County, WI	129
Dane County, WI	96
Milwaukee County, WI	88

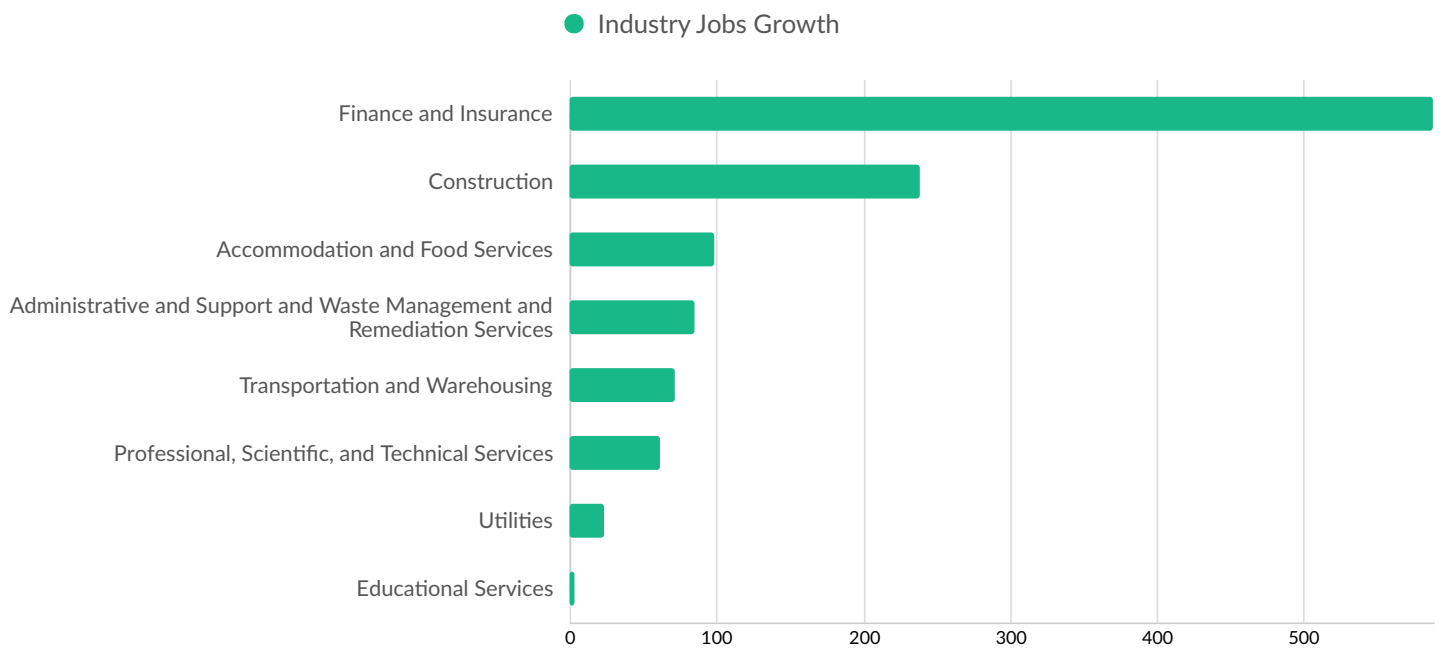
Top Previous Counties	Migrations
Juneau County, WI	46
Winnebago County, WI	36
Waukesha County, WI	36
Rock County, WI	35
Washington County, WI	35
Cook County, IL	29
Eau Claire County, WI	29
Calumet County, WI	28
Waupaca County, WI	27
Top Following Counties	Migrations
Marathon County, WI	517
Portage County, 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

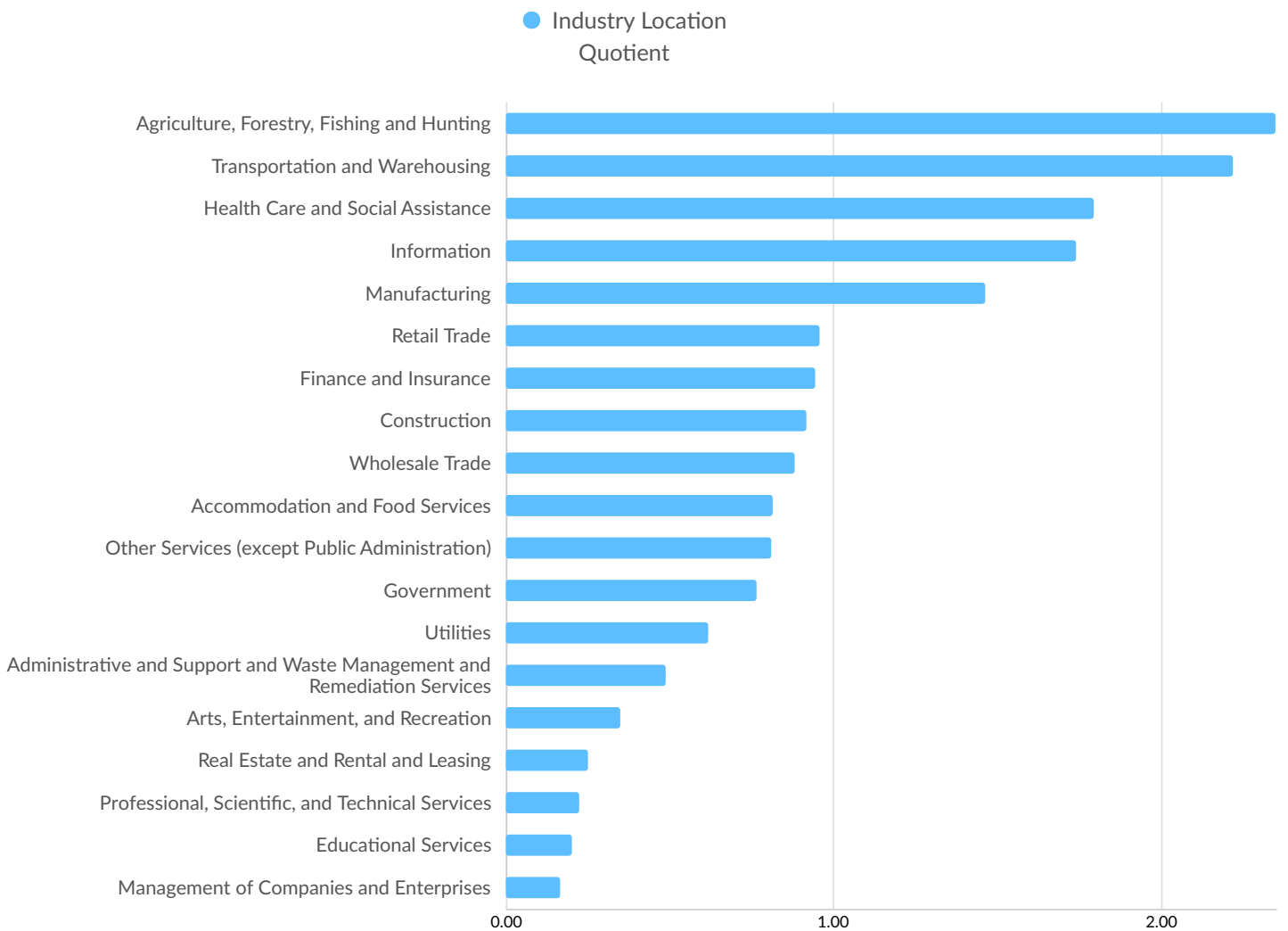
Largest Industries



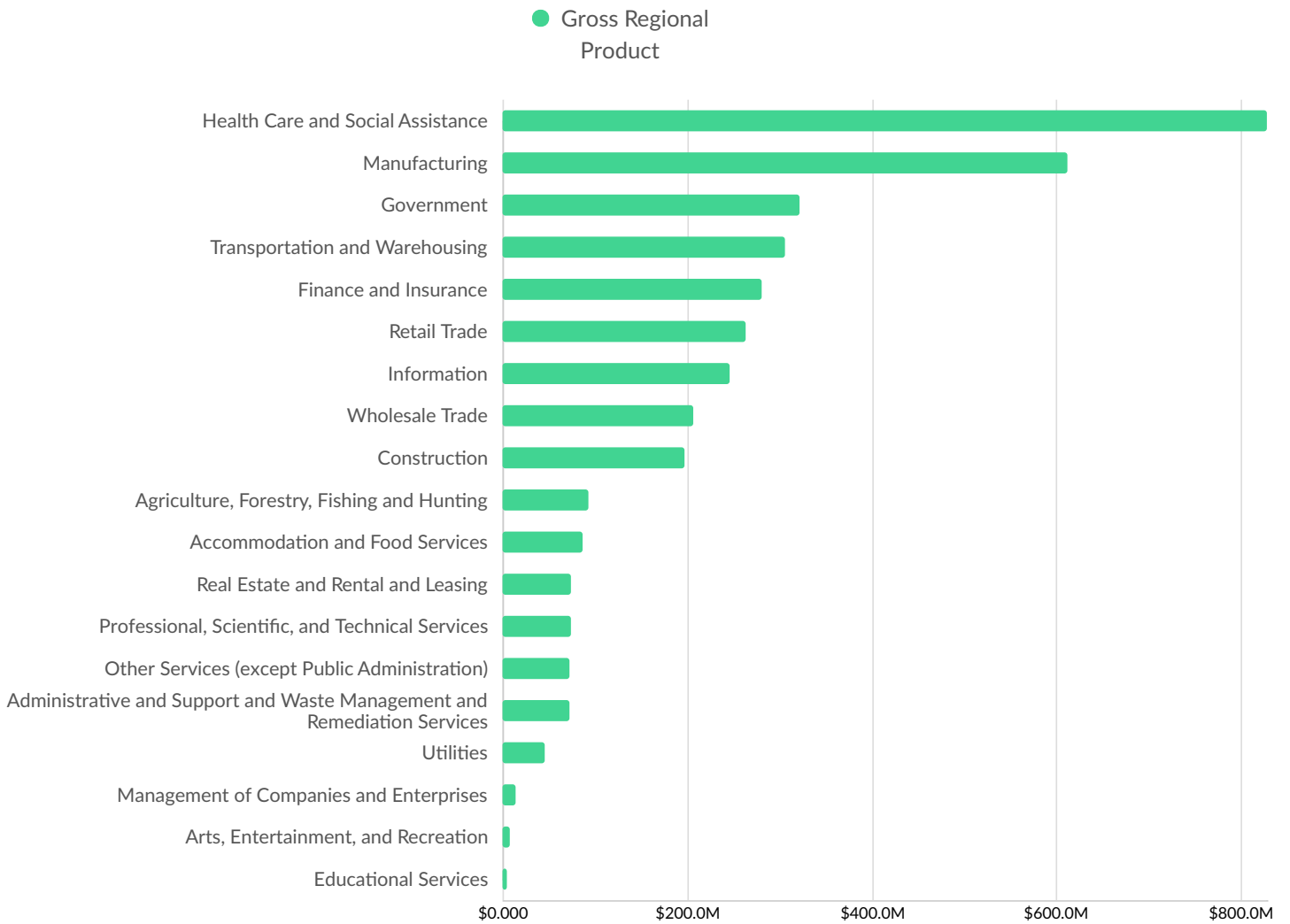
Top Growing Industries



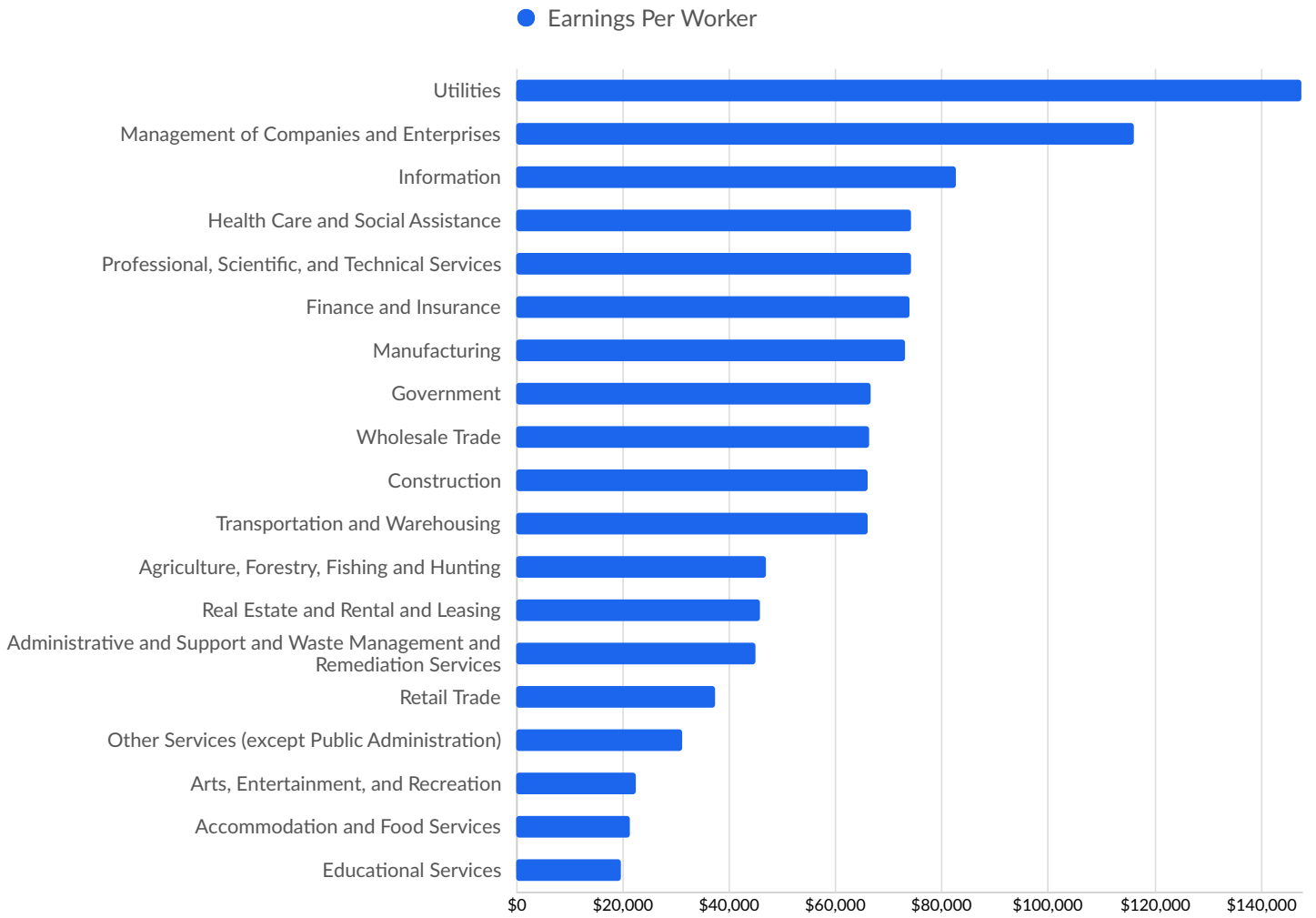
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



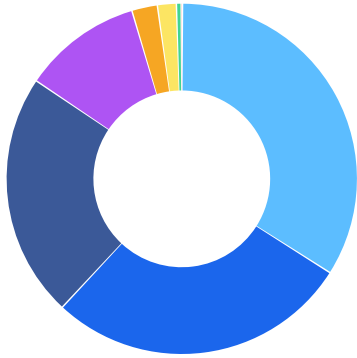
Business Characteristics

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

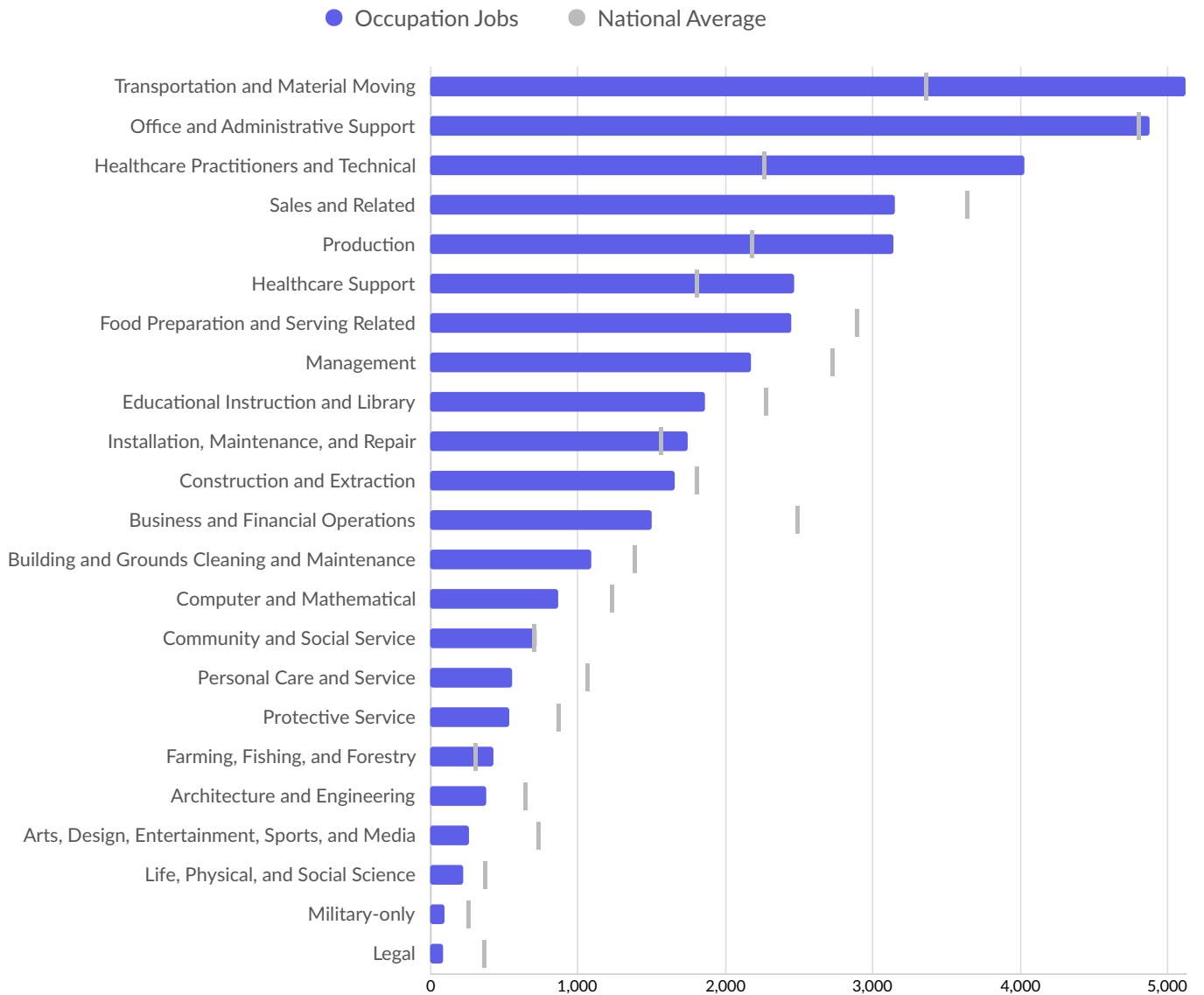


	Percentage	Business Count
● 1 to 4 employees	33.9%	1,091
● 5 to 9 employees	27.9%	899
● 10 to 19 employees	22.5%	724
● 20 to 49 employees	11.0%	353
● 50 to 99 employees	2.4%	76
● 100 to 249 employees	1.7%	56
● 250 to 499 employees	0.4%	14
● 500+ employees	0.1%	4

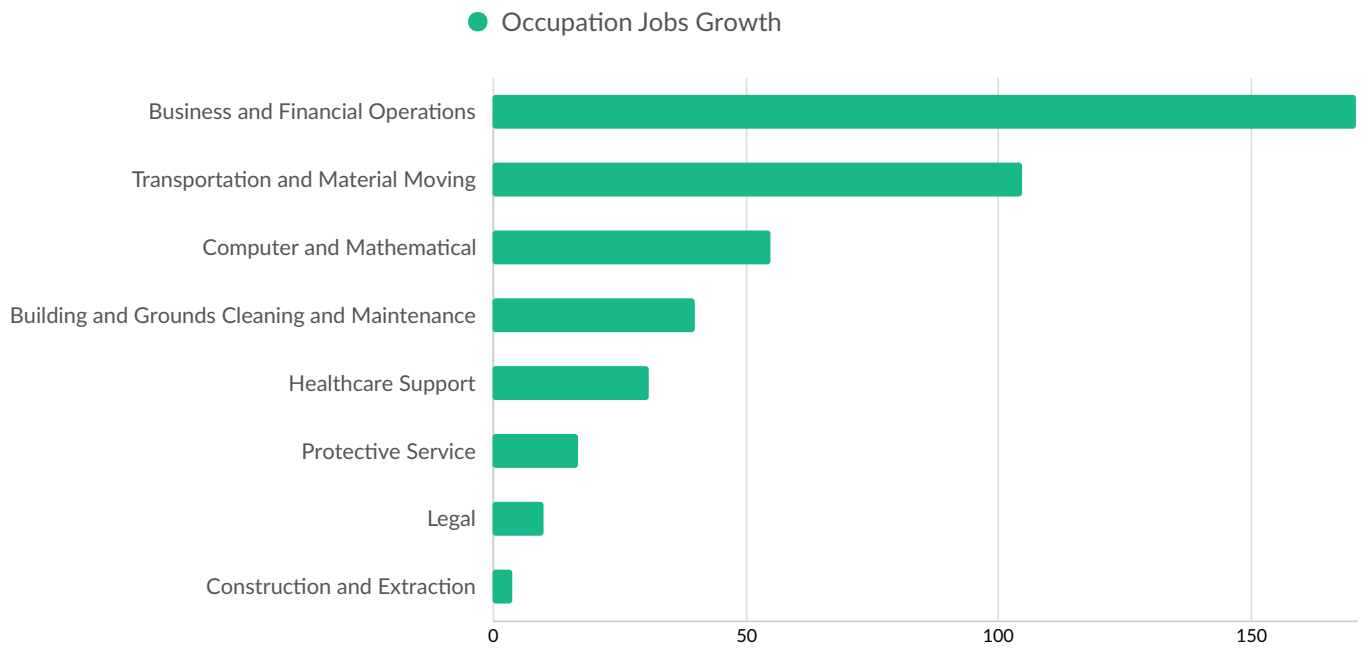
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

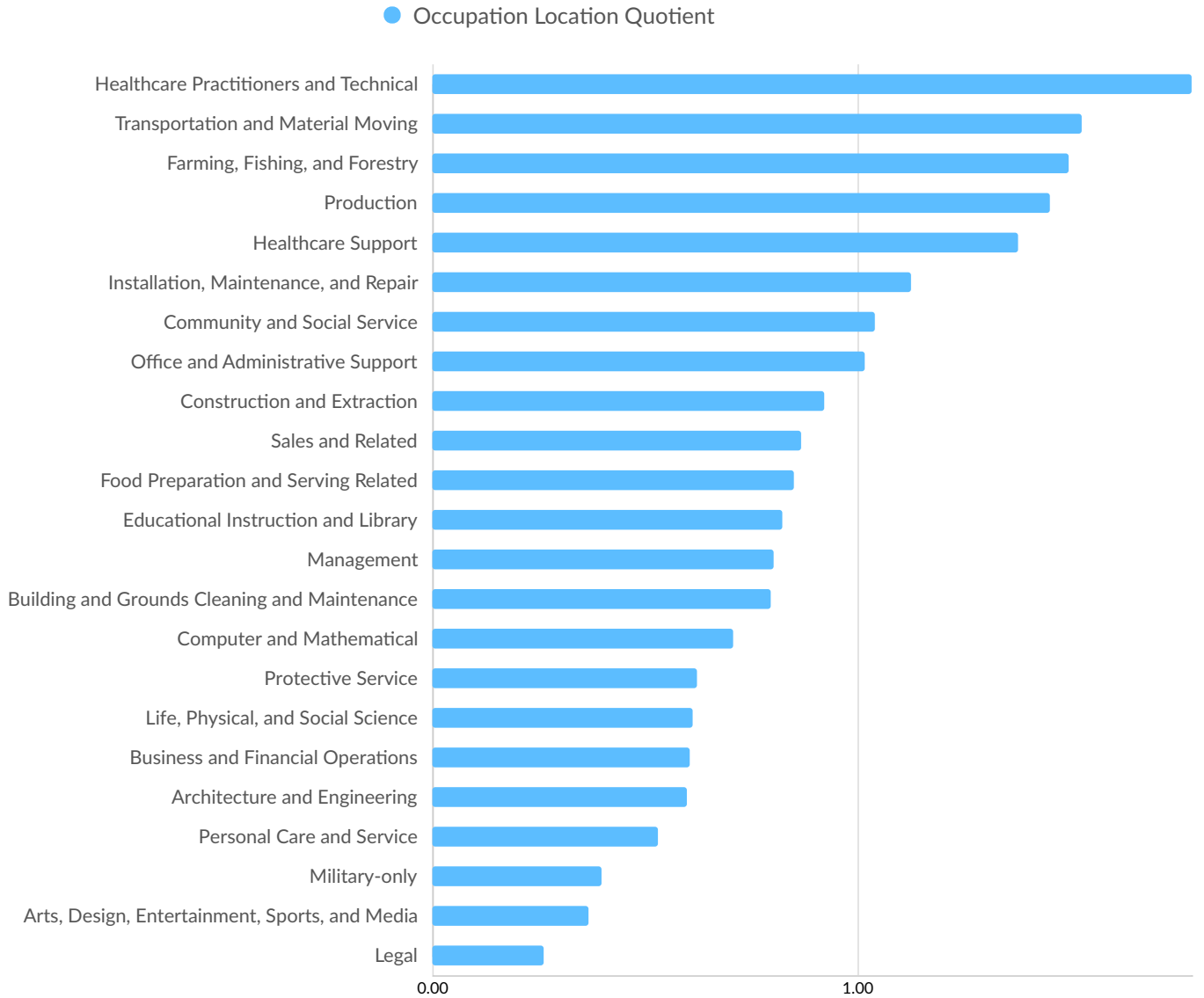
Largest Occupations



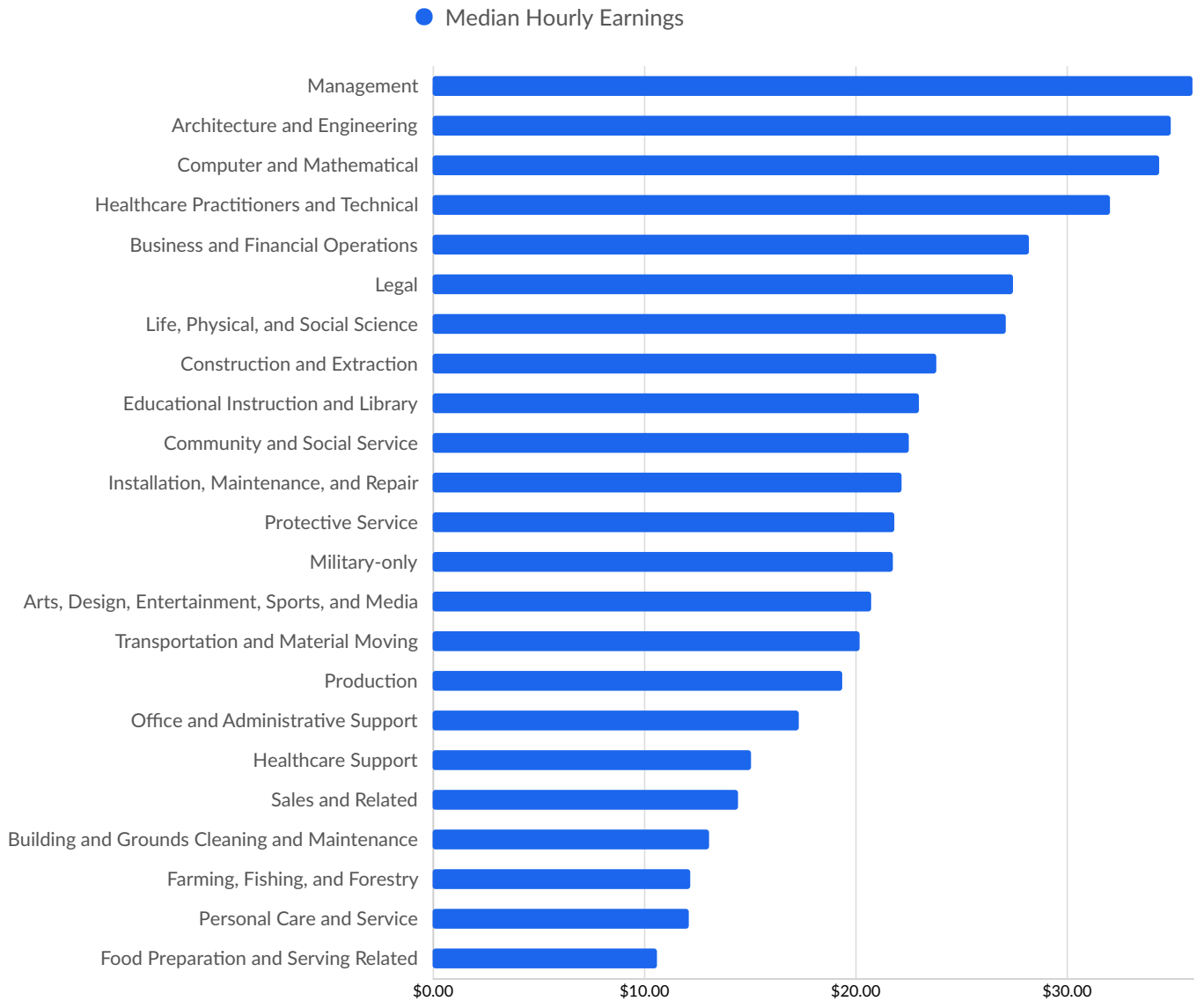
Top Growing Occupations



Top Occupation Location Quotient

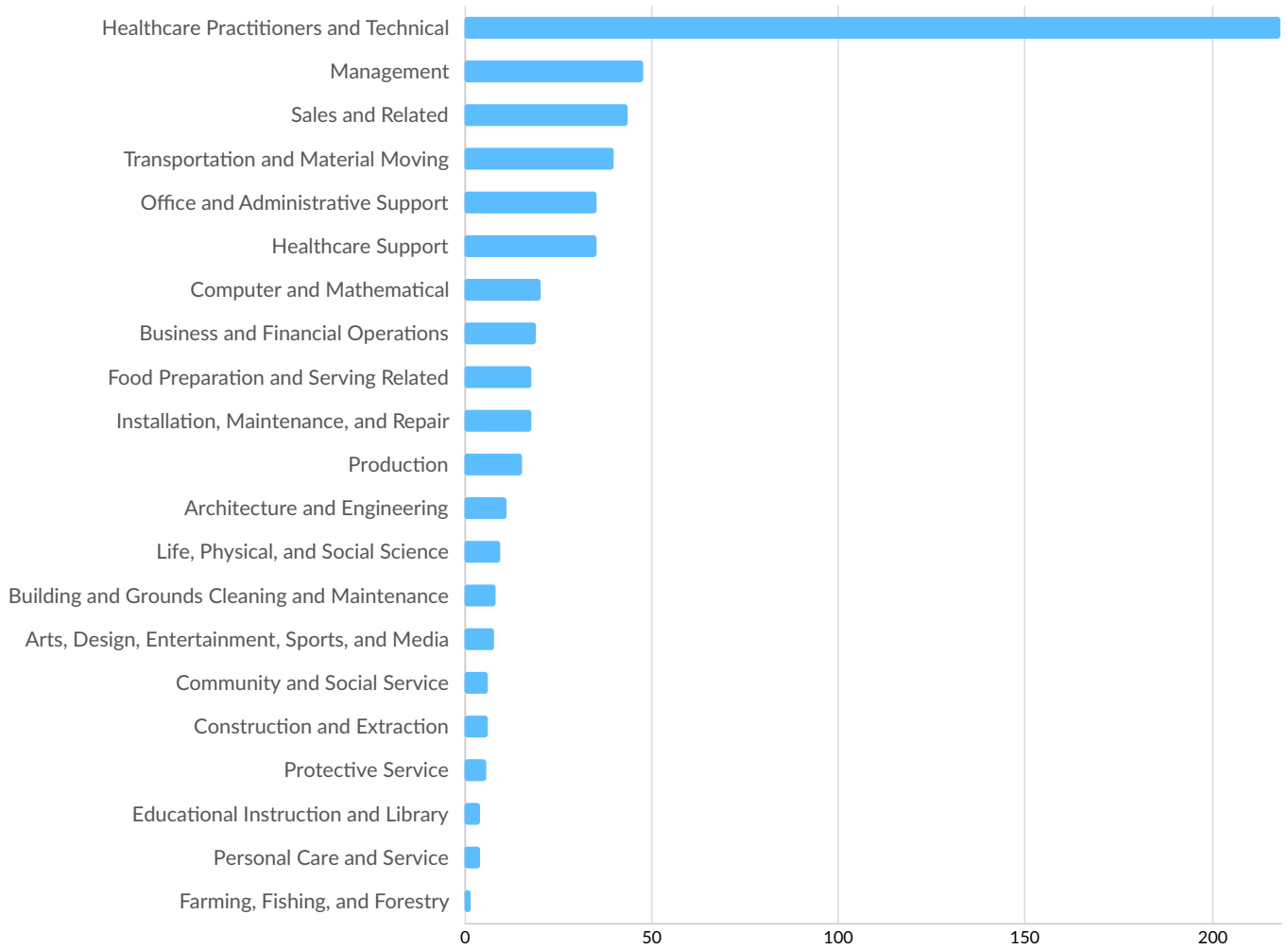


Top Occupation Earnings

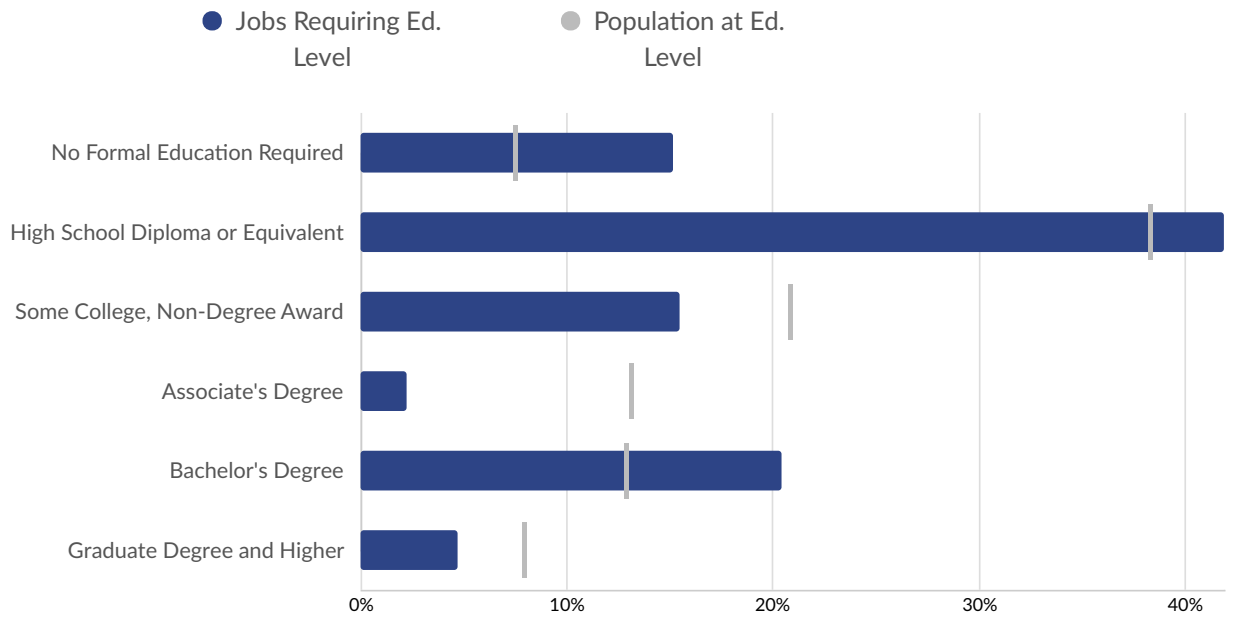


Top Posted Occupations

● Unique Average Monthly Postings

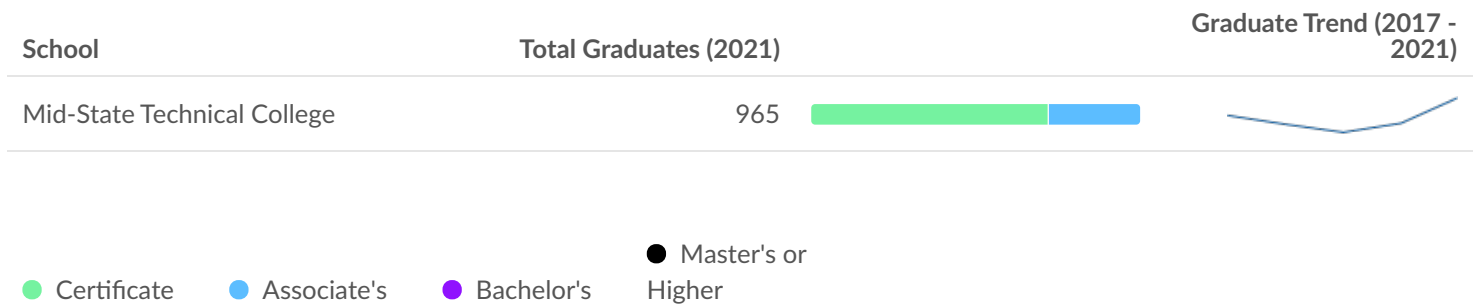


Underemployment



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

