



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	29
In-Demand Skills	30

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

74,784

Population (2022)

Population **grew by 1,731** over the last 5 years and is projected to **grow by 2,619** over the next 5 years.

39,638

Total Regional Employment

Jobs **decreased by 1,508** over the last 5 years but are projected to **grow by 20** over the next 5 years.

\$58.0K

Median Household Income (2021)

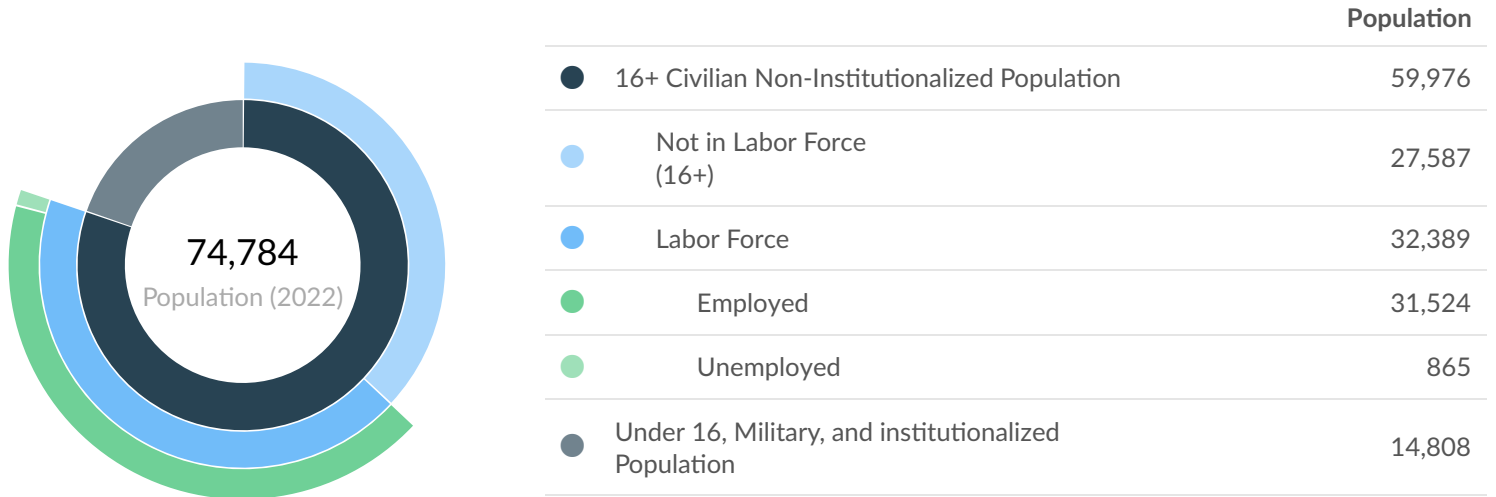
Median household income is **\$11.0K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 2.4%** since 2017, growing by 1,731. Population is expected to **increase by 3.5%** between 2022 and 2027, adding 2,619.
- From 2017 to 2022, jobs **declined by 3.7%** in Wood County, WI from 41,147 to **39,638**. This change **fell short of the national growth rate of 2.4% by 6.1%**. As the number of jobs declined, the **labor force participation rate decreased from 60.2% to 54.0% between 2017 and 2022**.
- Concerning educational attainment, **13.4% of Wood County, WI residents possess a Bachelor's Degree** (7.4% below the national average), and **13.5% hold an Associate's Degree** (4.7% above the national average).
- The top three industries in 2022 are General Freight Trucking, Outpatient Care Centers, and Education and Hospitals (Local Government).

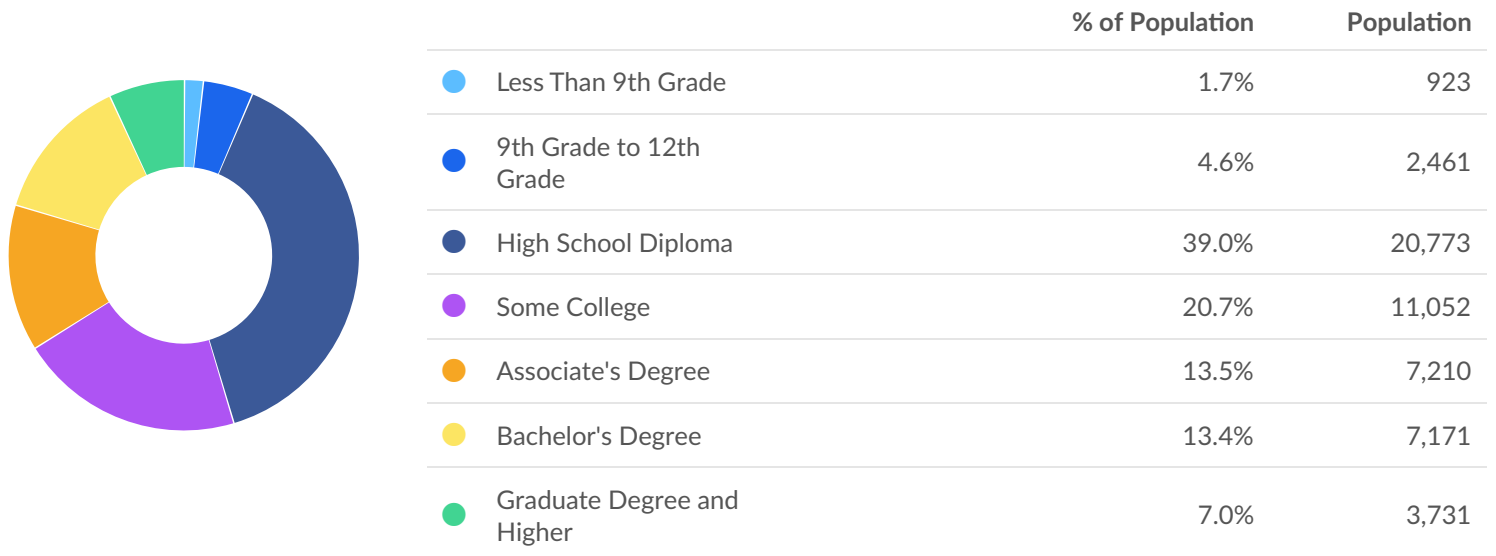
	Population (2022)	Labor Force (Dec 2022)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	74,784	32,389	39,638	99.0	\$4.42B	\$5.38B	\$5.21B
NCWRPC	453,569	216,131	213,049	99.6	\$24.99B	\$32.65B	\$31.07B
Wisconsin	5,935,388	3,050,771	3,149,359	100.4	\$383.12B	\$351.25B	\$380.49B

Dec 2022 Labor Force Breakdown



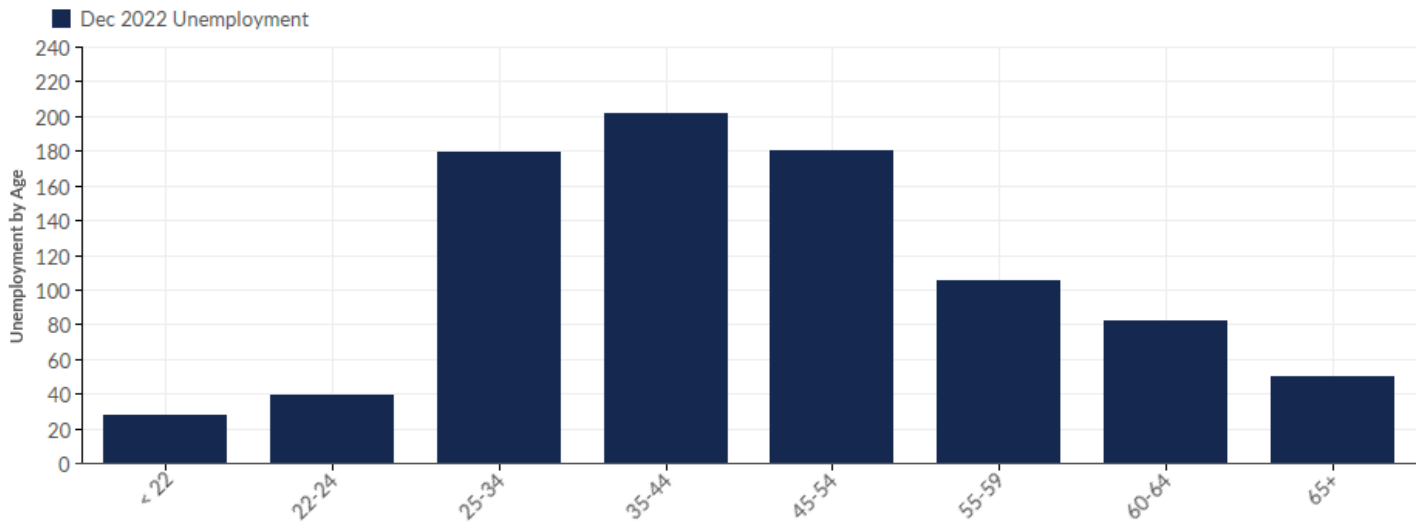
Educational Attainment

Concerning educational attainment, **13.4% of Wood County, WI residents possess a Bachelor's Degree** (7.4% below the national average), and **13.5% hold an Associate's Degree** (4.7% above the national average).



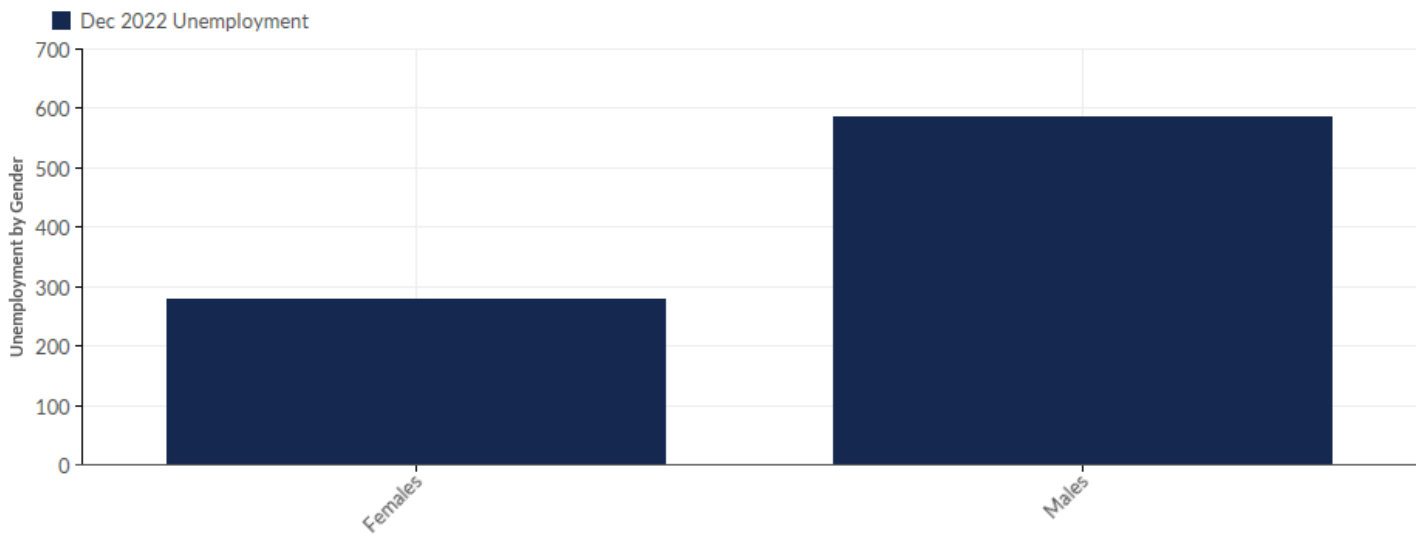
Unemployment by Demographics

Unemployment by Age



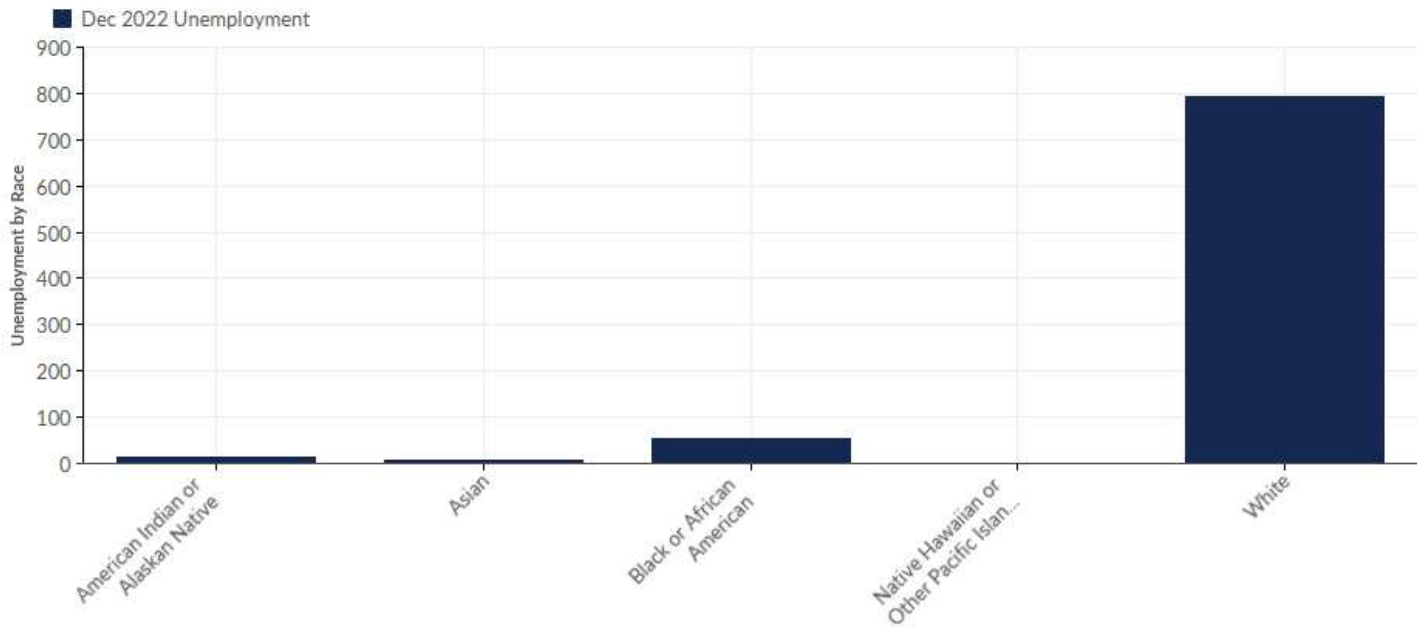
Age	Unemployment (Dec 2022)	% of Unemployed
< 22	28	3.24%
22-24	40	4.62%
25-34	180	20.81%
35-44	202	23.35%
45-54	180	20.81%
55-59	105	12.14%
60-64	82	9.48%
65+	50	5.78%
Total	865	100.00%

Unemployment by Gender



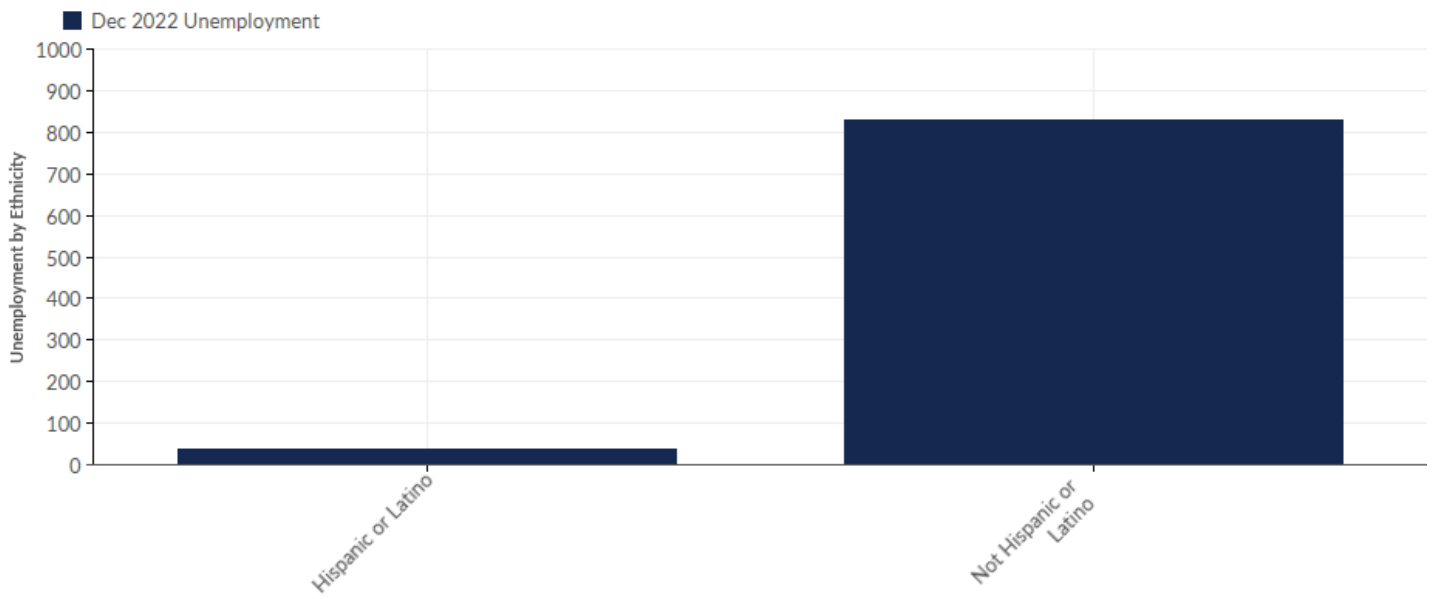
Gender	Unemployment (Dec 2022)	% of Unemployed
Females	280	32.37%
Males	585	67.63%
Total	865	100.00%

Unemployment by Race



Race	Unemployment (Dec 2022)	% of Unemployed
American Indian or Alaskan Native	12	1.39%
Asian	6	0.69%
Black or African American	52	6.01%
Native Hawaiian or Other Pacific Islander	1	0.12%
White	794	91.79%
Total	865	100.00%

Unemployment by Ethnicity

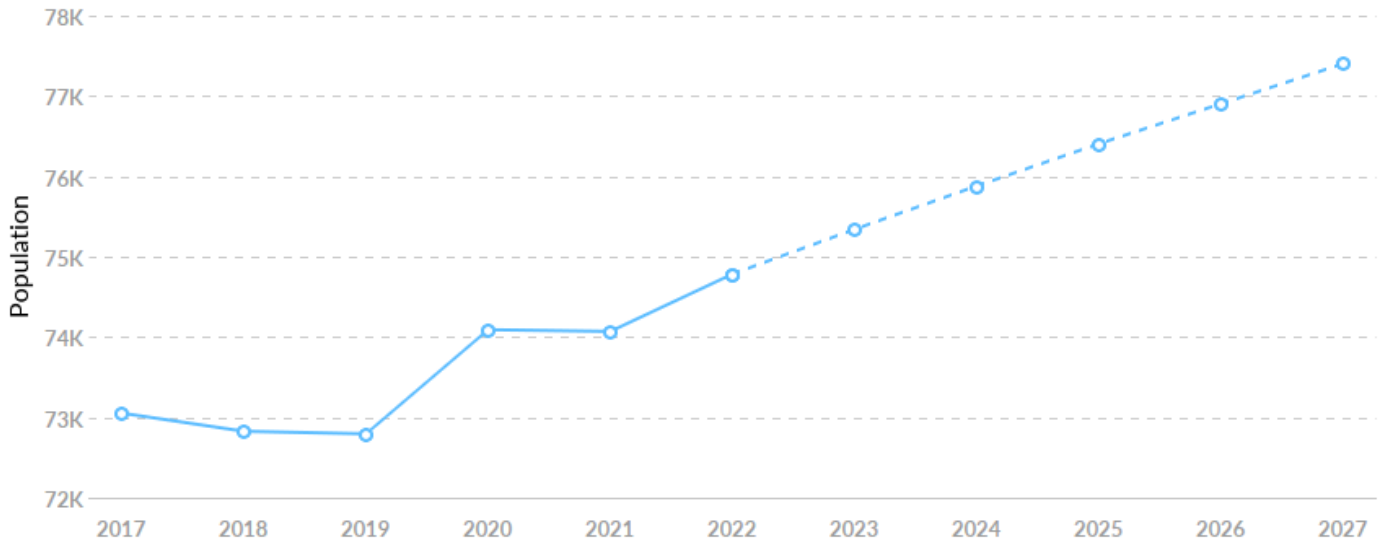


Ethnicity	Unemployment (Dec 2022)	% of Unemployed
Hispanic or Latino	36	4.16%
Not Hispanic or Latino	829	95.84%
Total	865	100.00%

Historic & Projected Trends

Population Trends

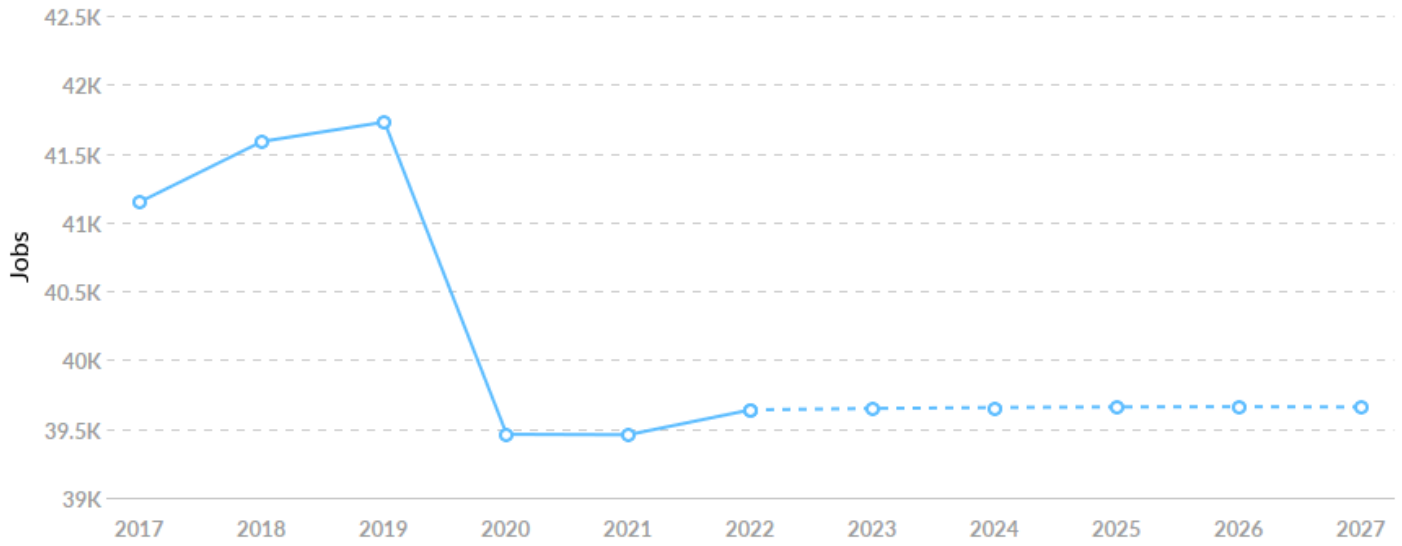
As of 2022 the region's population increased by 2.4% since 2017, growing by 1,731. Population is expected to increase by 3.5% between 2022 and 2027, adding 2,619.



Timeframe	Population
2017	73,053
2018	72,827
2019	72,795
2020	74,091
2021	74,070
2022	74,784
2023	75,341
2024	75,881
2025	76,406
2026	76,904
2027	77,403

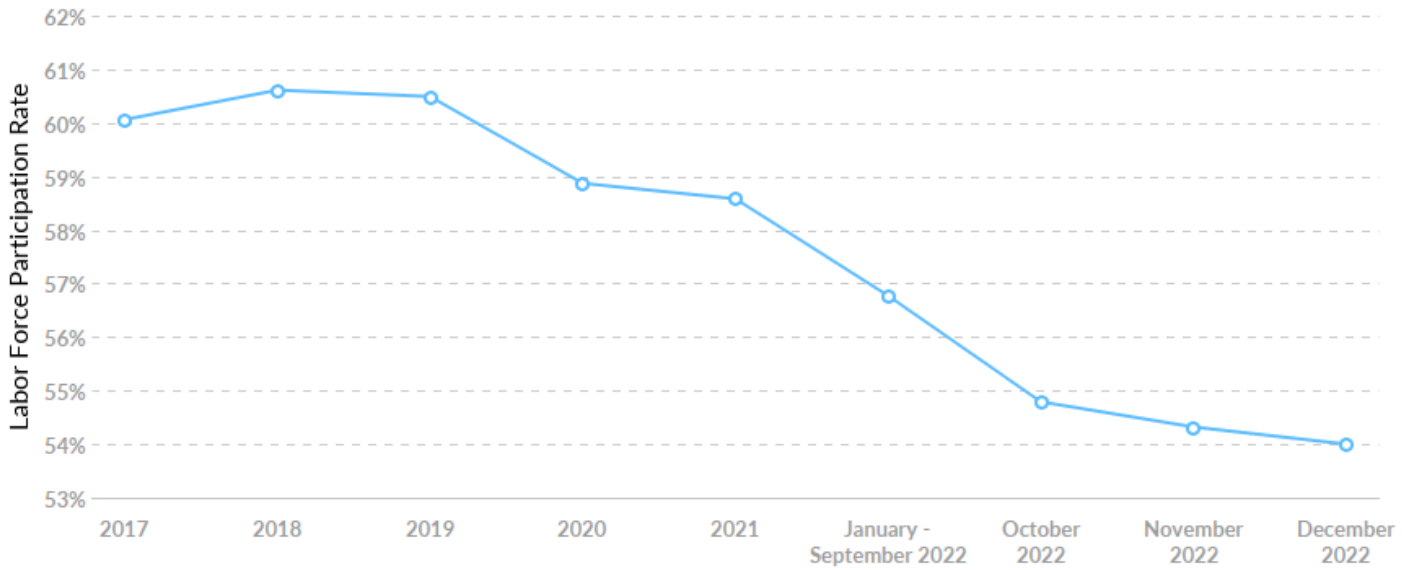
Job Trends

From 2017 to 2022, jobs declined by 3.7% in Wood County, WI from 41,147 to 39,638. This change fell short of the national growth rate of 2.4% by 6.1%.



Timeframe	Jobs
2017	41,147
2018	41,586
2019	41,727
2020	39,460
2021	39,457
2022	39,638
2023	39,648
2024	39,655
2025	39,659
2026	39,661
2027	39,658

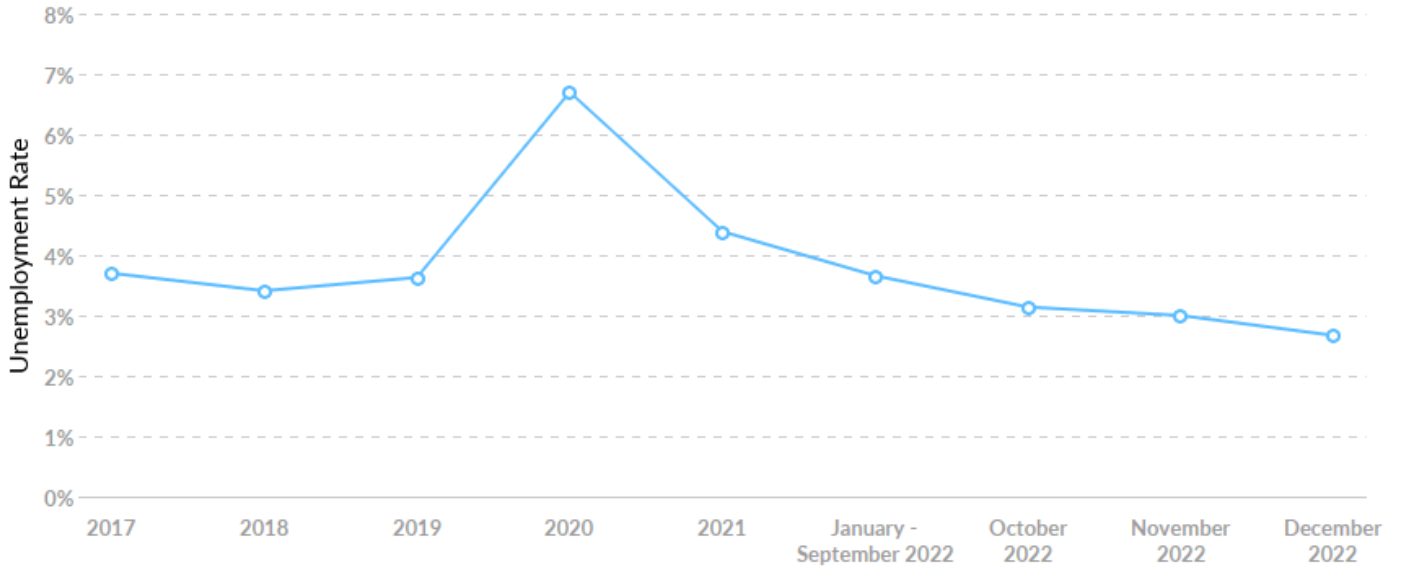
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	60.06%
2018	60.61%
2019	60.49%
2020	58.87%
2021	58.58%
January - September 2022	56.77%
October 2022	54.79%
November 2022	54.32%
December 2022	54.00%

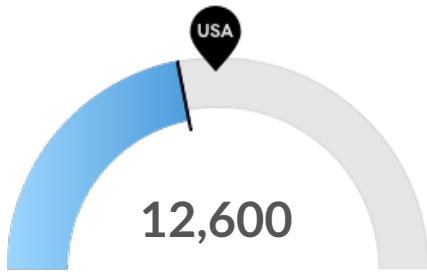
Unemployment Rate Trends

Wood County, WI had a December 2022 unemployment rate of 2.67%, **decreasing from 3.70%** 5 years before.



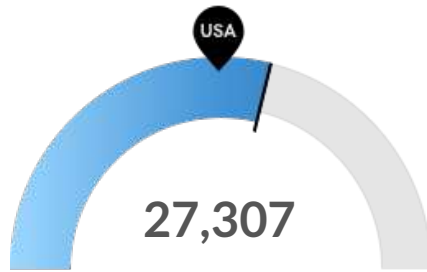
Timeframe	Unemployment Rate
2017	3.70%
2018	3.41%
2019	3.63%
2020	6.70%
2021	4.39%
January - September 2022	3.66%
October 2022	3.14%
November 2022	3.00%
December 2022	2.67%

Population Characteristics



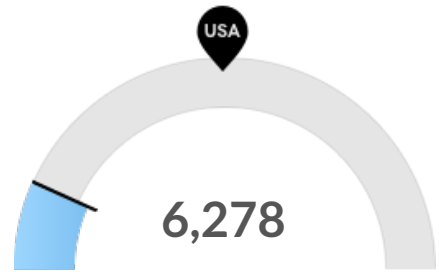
Millennials

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



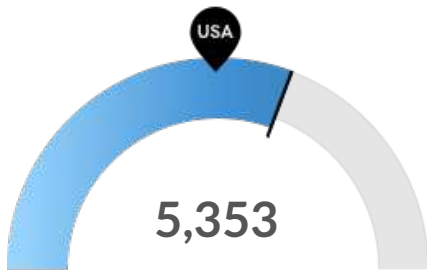
Retiring Soon

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.



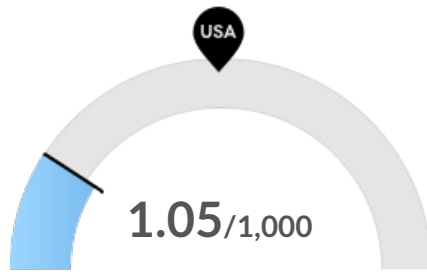
Racial Diversity

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.



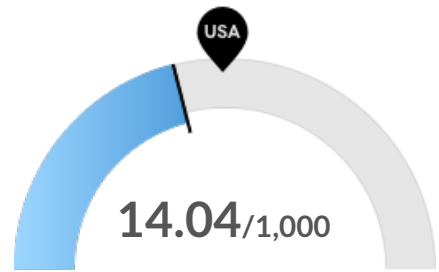
Veterans

Wood County, WI has 5,353 veterans. The national average for an area this size is 3,890.



Violent Crime

Wood County, WI has 1.05 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

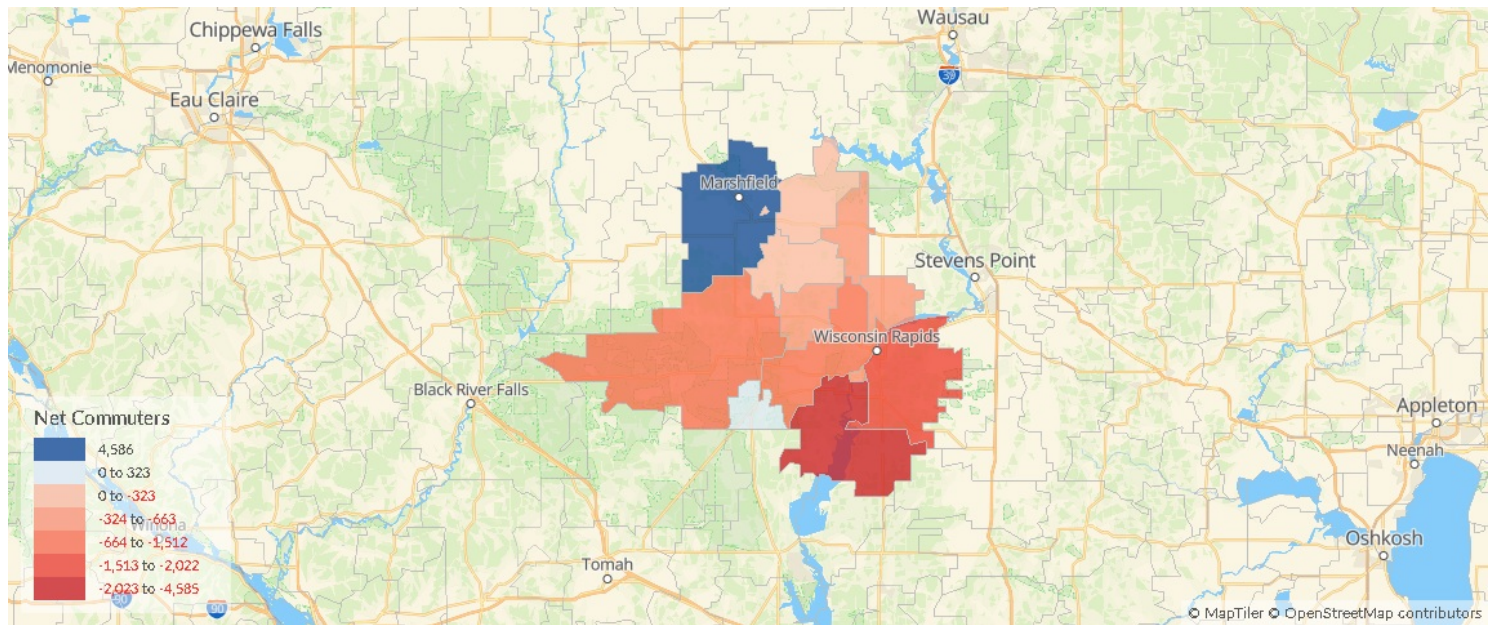


Property Crime

Wood County, WI has 14.04 property crimes per 1,000 people. The national rate is 17.8 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	2022 Employment
54449	Marshfield, WI (in Woo...	17,288
54494	Wisconsin Rapids, WI (i...	11,926
54495	Wisconsin Rapids, WI (i...	3,219
54457	Nekoosa, WI (in Wood c...	2,284
54410	Arpin, WI (in Wood cou...	1,259

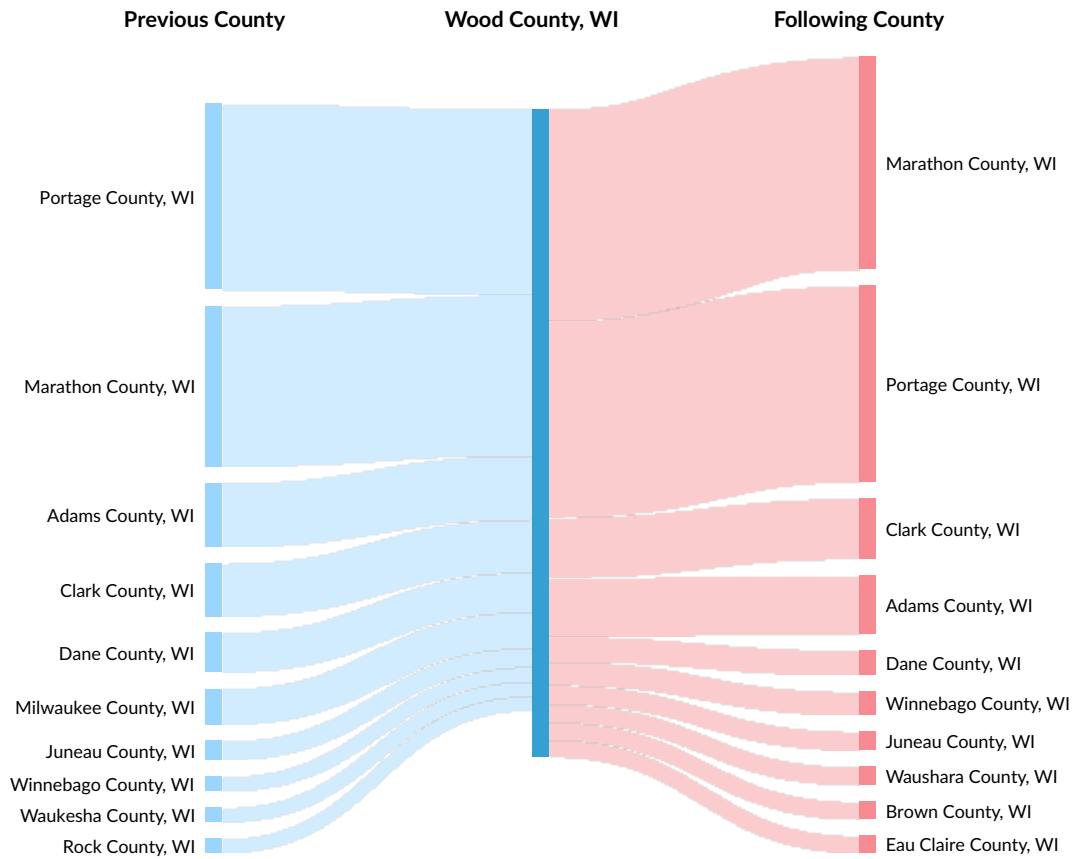
Where Talent Lives

ZIP	Name	2022 Workers
54494	Wisconsin Rapids, WI (i...	13,439
54449	Marshfield, WI (in Woo...	12,702
54457	Nekoosa, WI (in Wood c...	4,306
54495	Wisconsin Rapids, WI (i...	3,929
54466	Pittsville, WI (in Wood c...	1,539

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**.

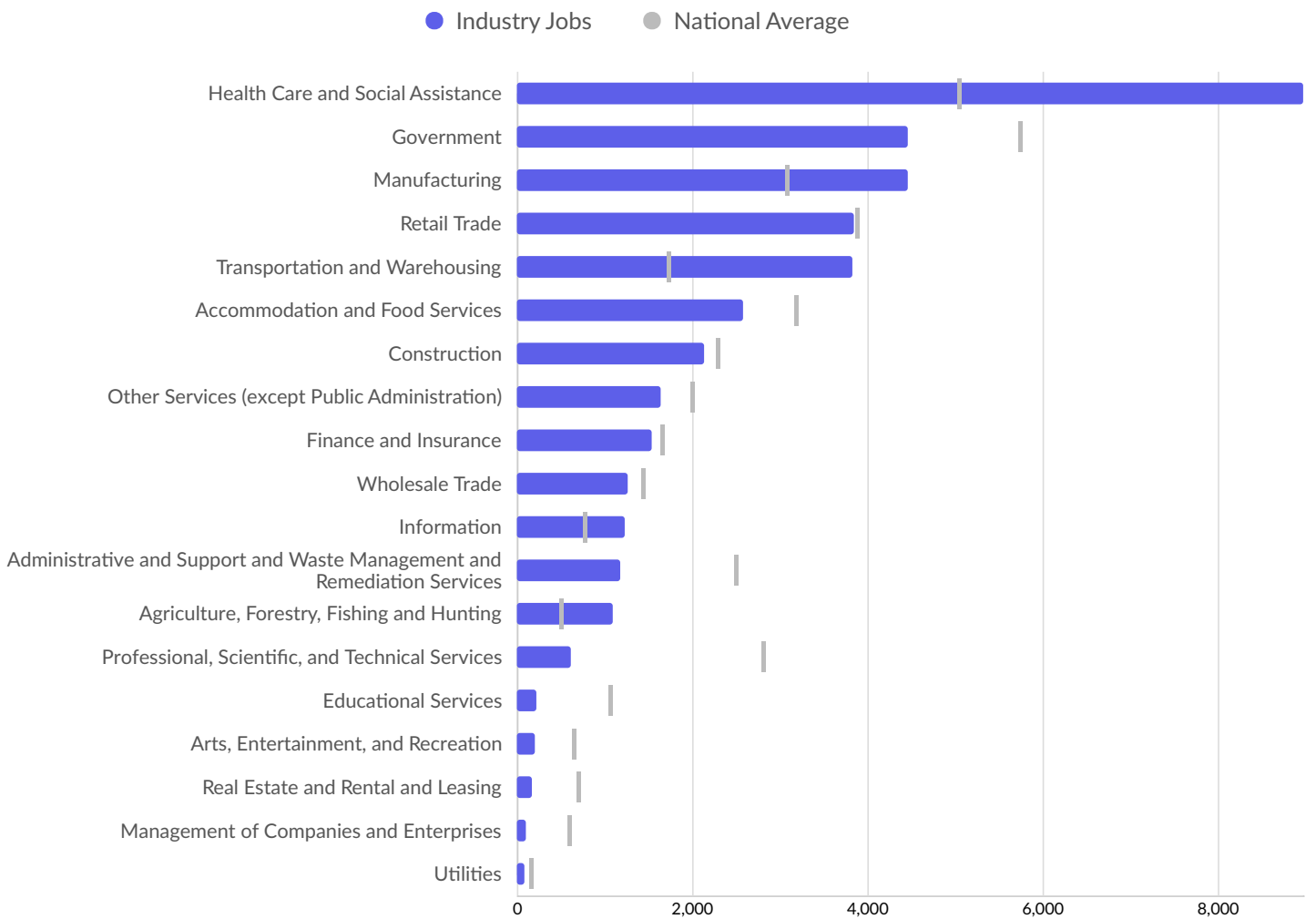


Top Previous Counties	Migrations
Portage County, WI	453
Marathon County, WI	391
Adams County, WI	156
Clark County, WI	129
Dane County, WI	96
Milwaukee County, WI	88

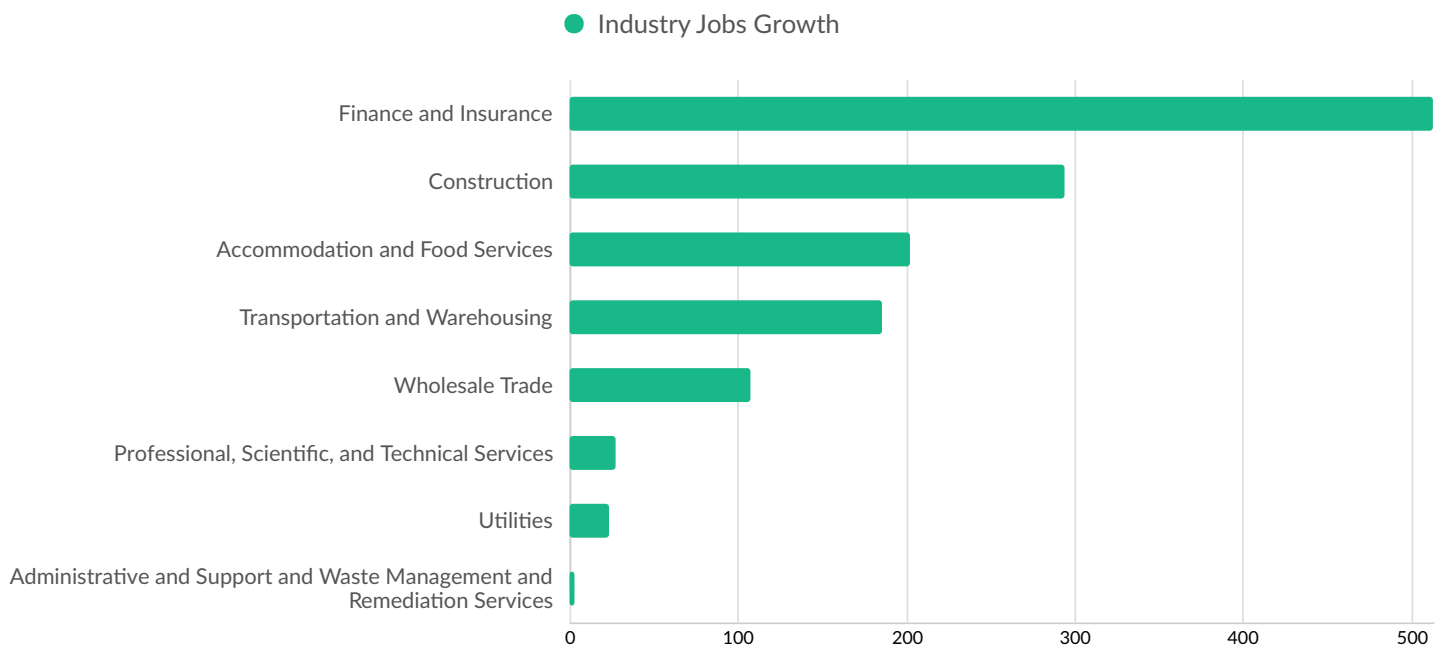
Top Previous Counties	Migrations
Juneau County, WI	46
Winnebago County, WI	36
Waukesha County, WI	36
Rock County, WI	35
Washington County, WI	35
Cook County, IL	29
Eau Claire County, WI	29
Calumet County, WI	28
Waupaca County, WI	27
Top Following Counties	Migrations
Marathon County, WI	517
Portage County,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

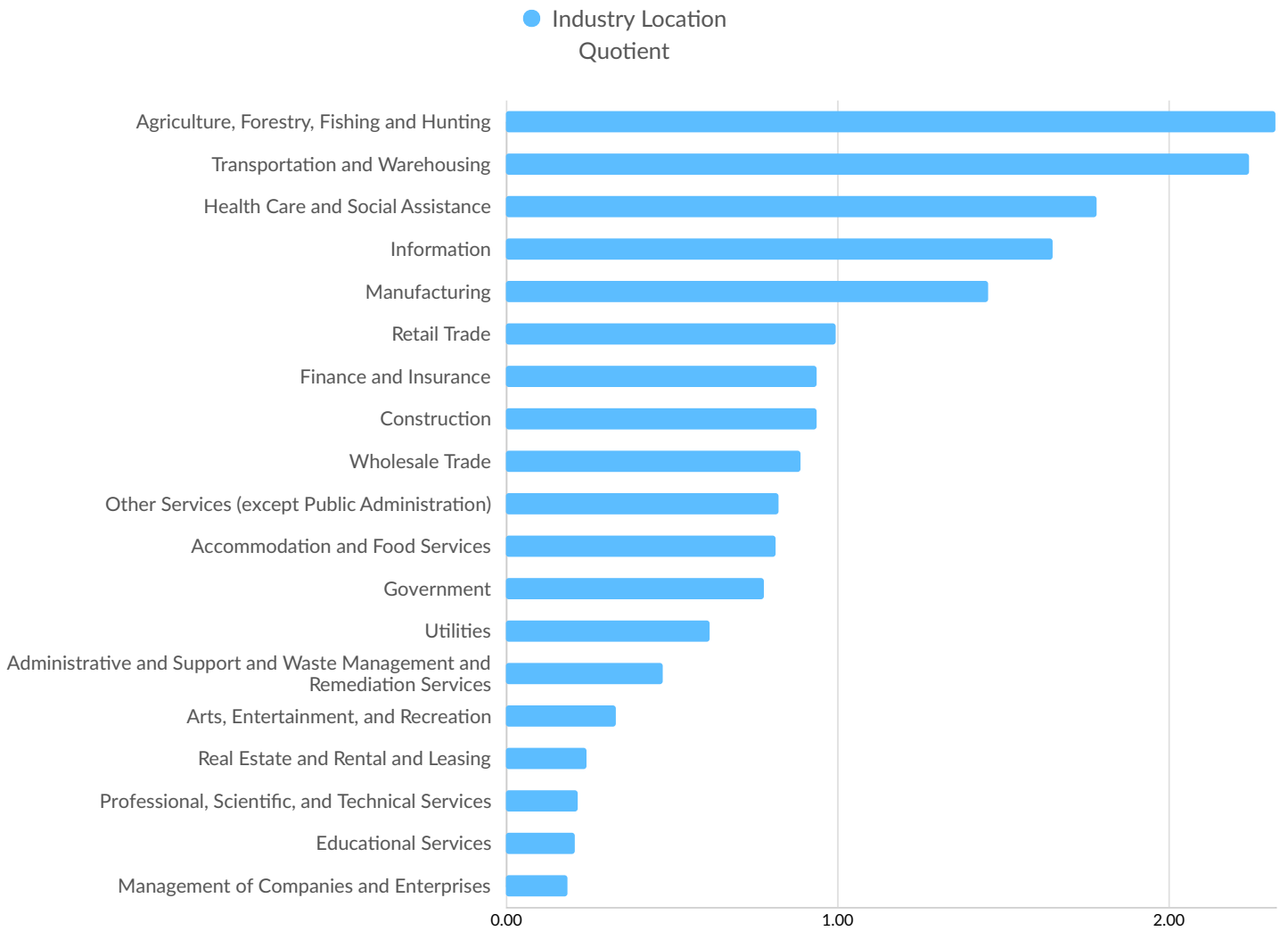
Largest Industries



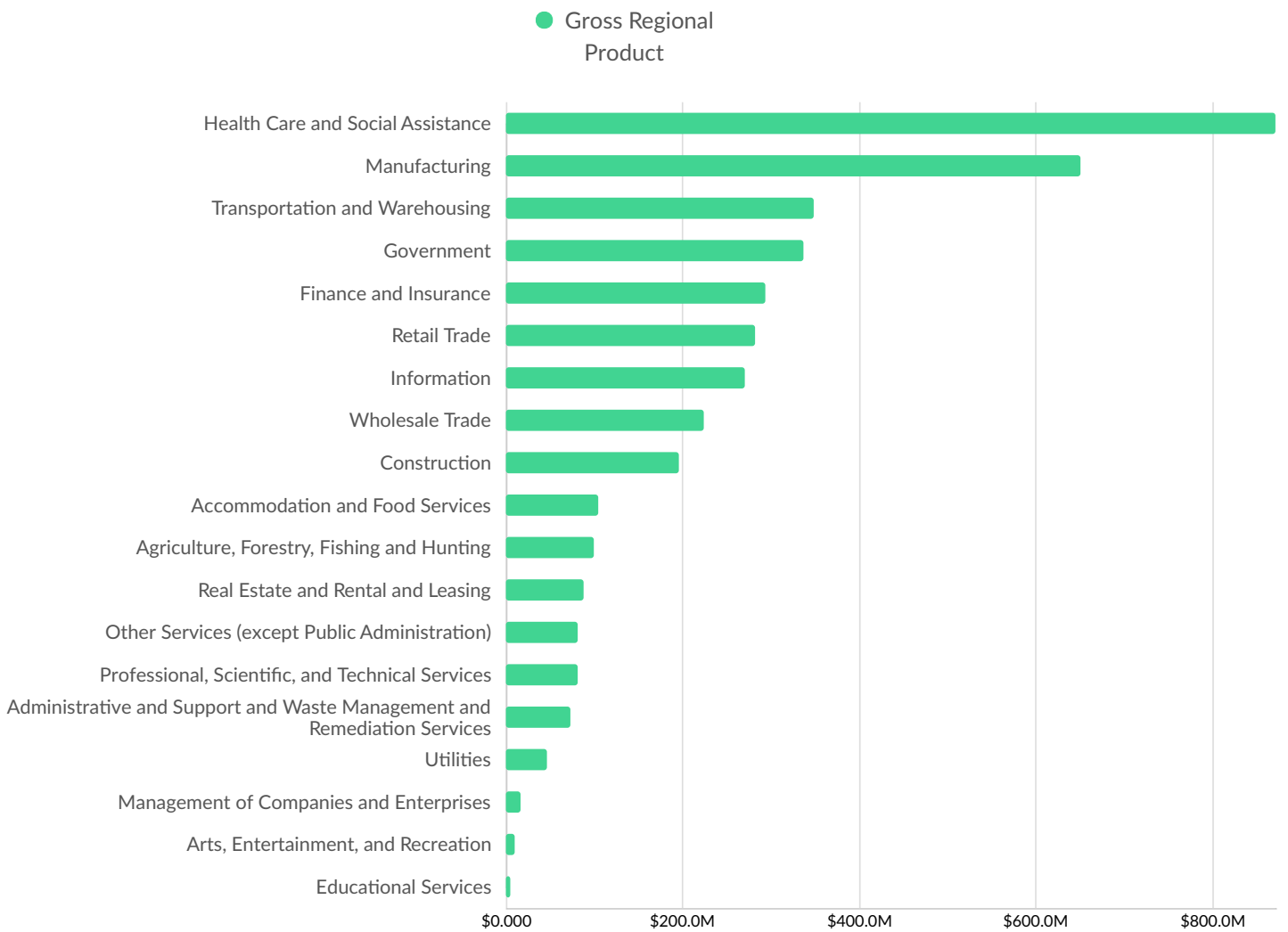
Top Growing Industries



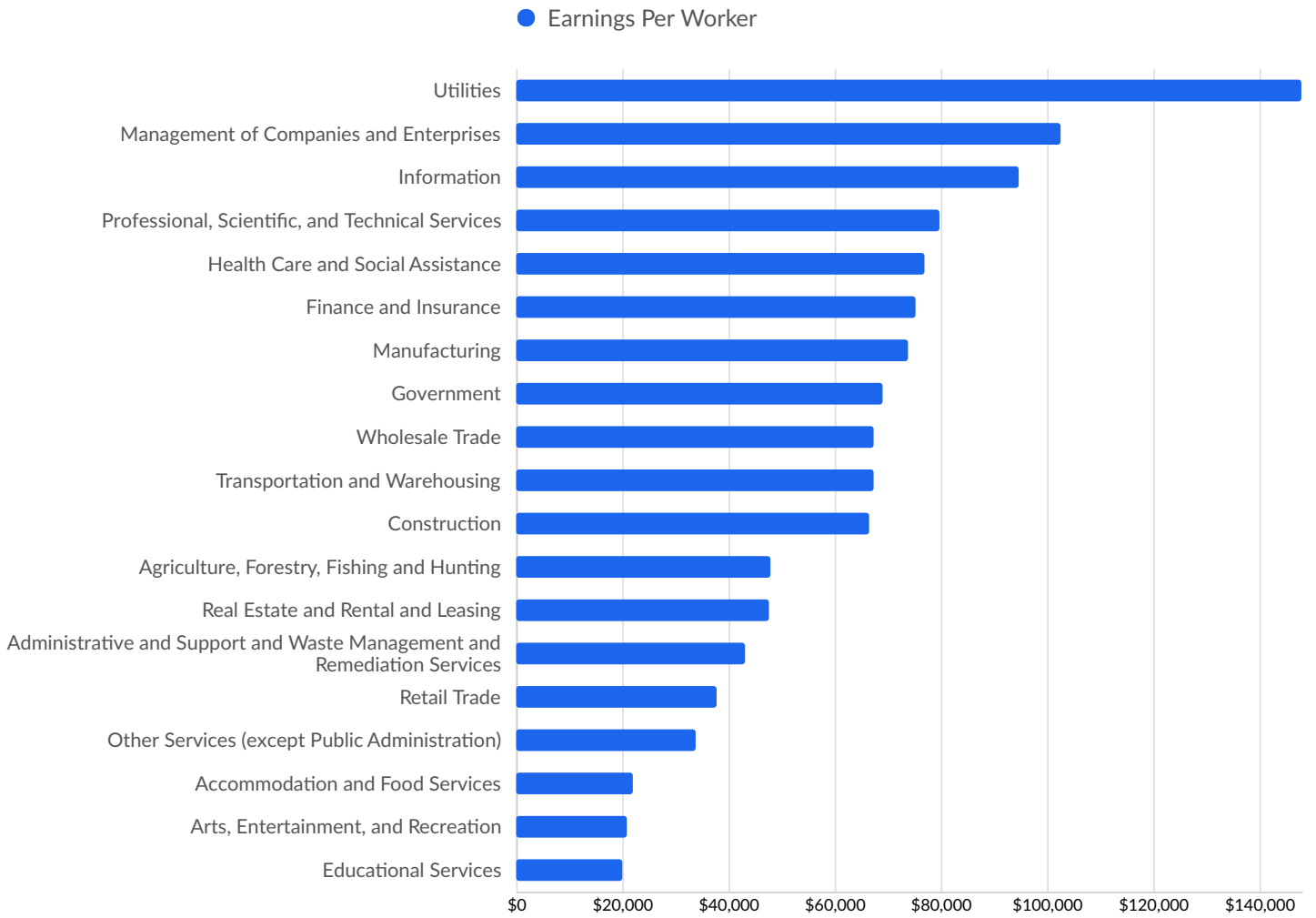
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



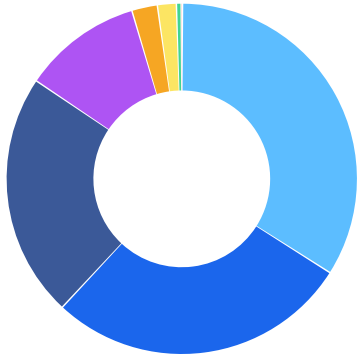
Business Characteristics

5,686 Companies Employ Your Workers

Online profiles for your workers mention 5,686 companies as employers, with the top 10 appearing below. In the last 12 months, 646 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,464 	Marshfield Clinic	1,101 
Verso Group	267 	Beaver Dam Community Hospit...	568 
Renaissance Learning	232 	Aspirus	173 
Ministry Health Care	215 	CompHealth	120 
Mid-State Technical College	189 	Domtar	100 
Security Health Plan	169 	Walmart	95 
Wisconsin Rapids Public School ...	163 	Kwik Trip	94 
Roehl Transport	156 	Mid-State Technical College	84 
Walmart	139 	Fleet Farm	77 
Wrps	131 	Festival Foods	73 

Business Size

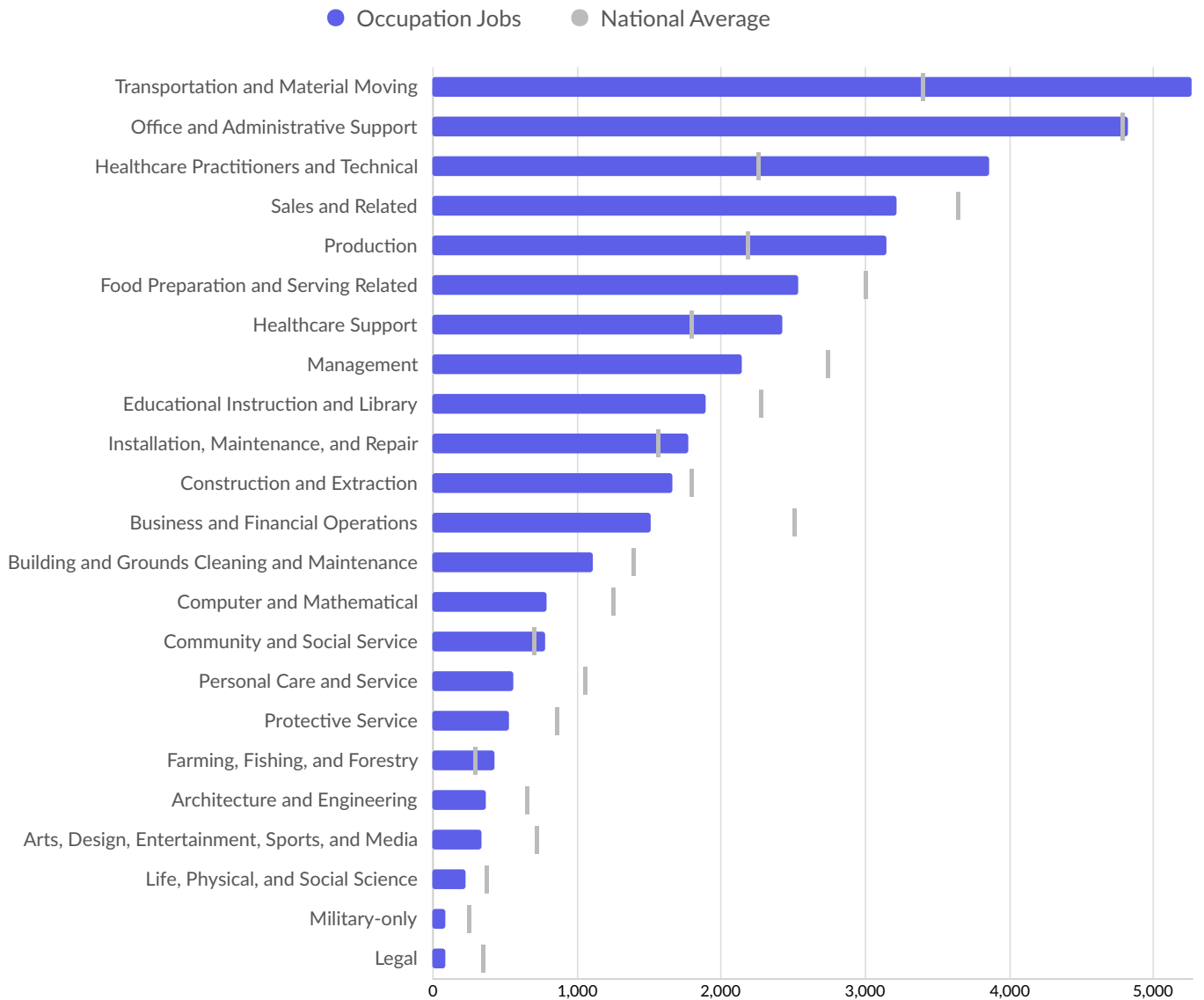


	Percentage	Business Count
● 1 to 4 employees	33.9%	1,091
● 5 to 9 employees	27.9%	899
● 10 to 19 employees	22.5%	724
● 20 to 49 employees	11.0%	353
● 50 to 99 employees	2.4%	76
● 100 to 249 employees	1.7%	56
● 250 to 499 employees	0.4%	14
● 500+ employees	0.1%	4

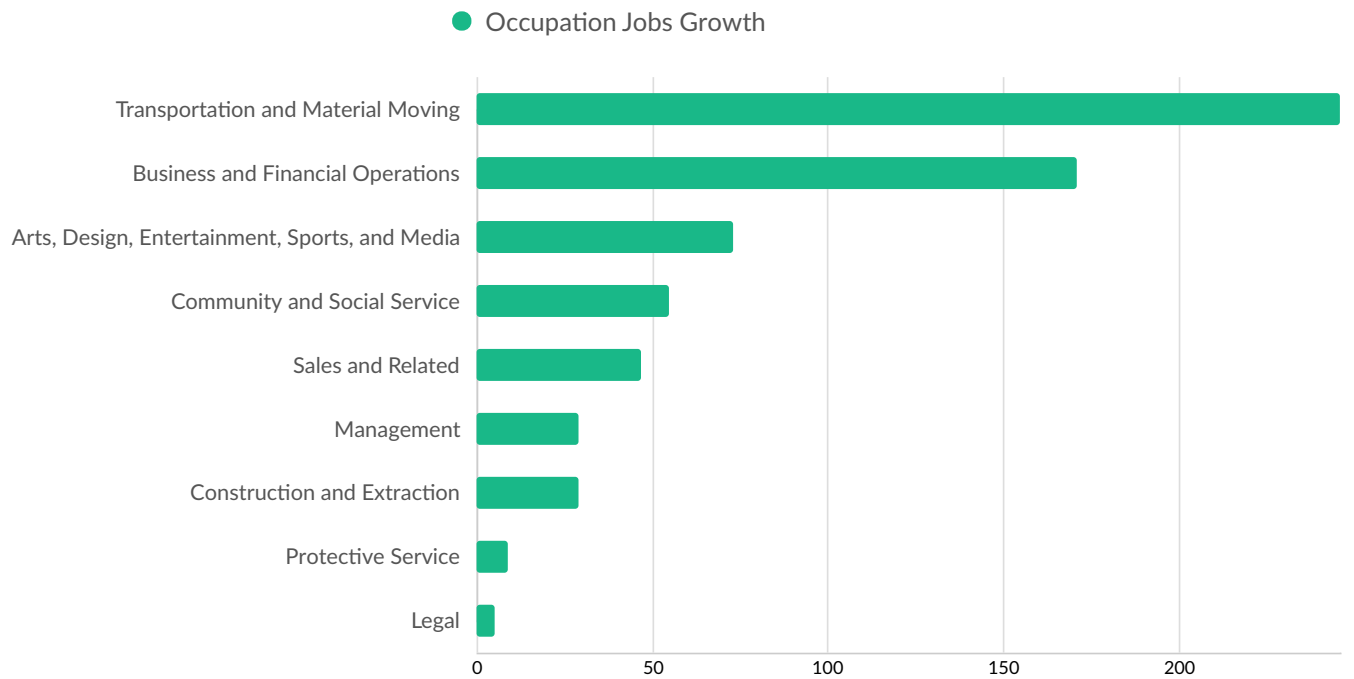
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

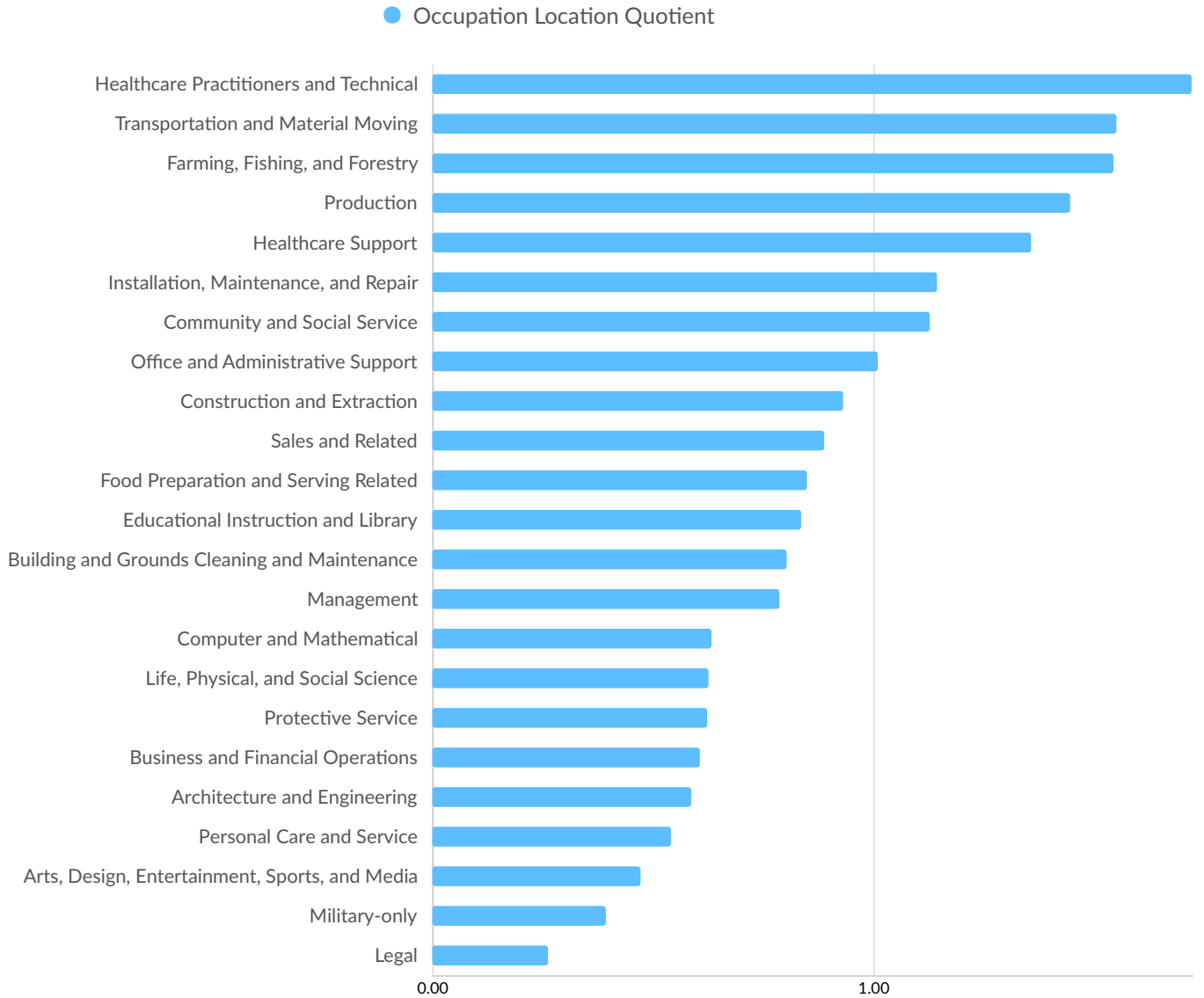
Largest Occupations



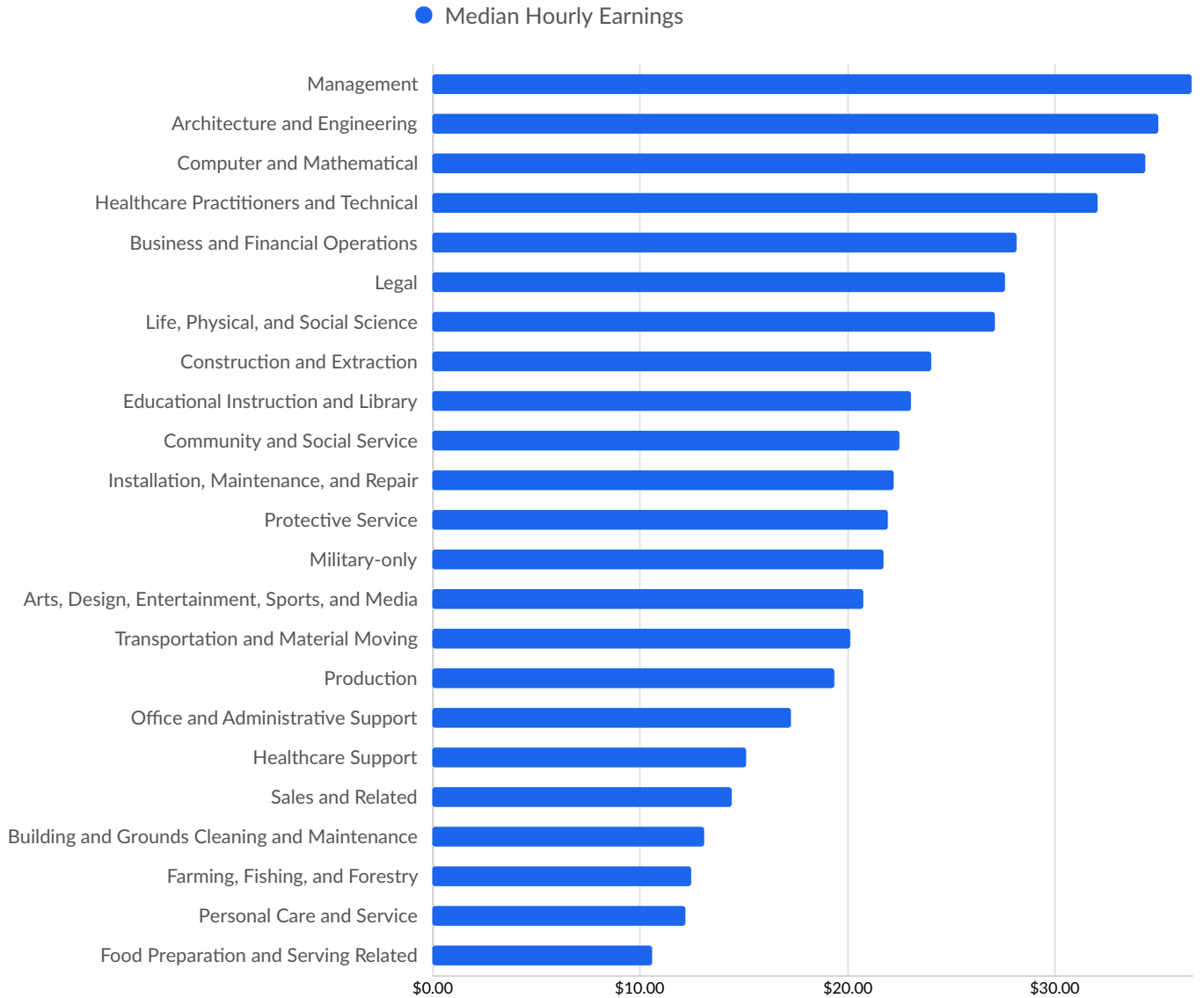
Top Growing Occupations



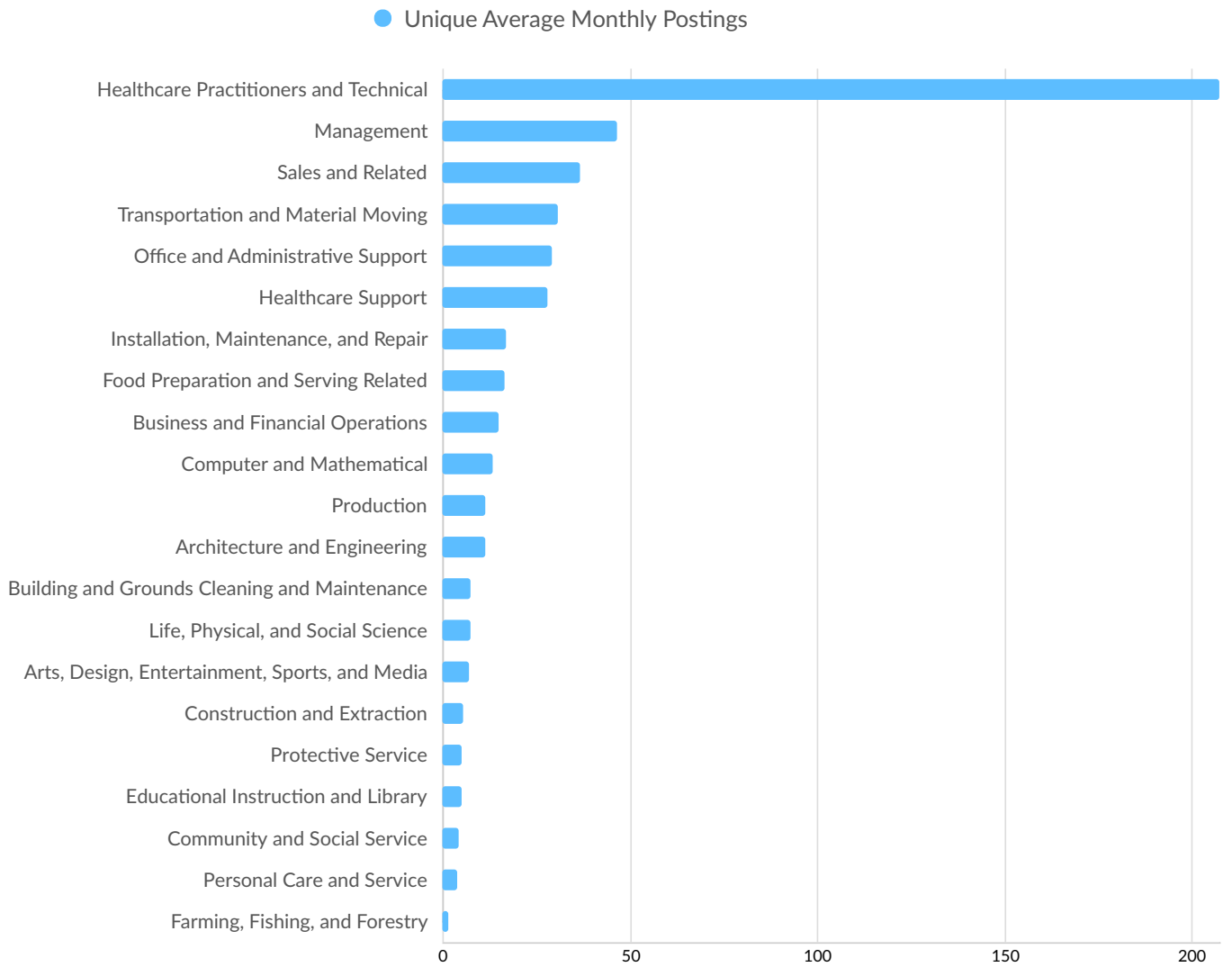
Top Occupation Location Quotient



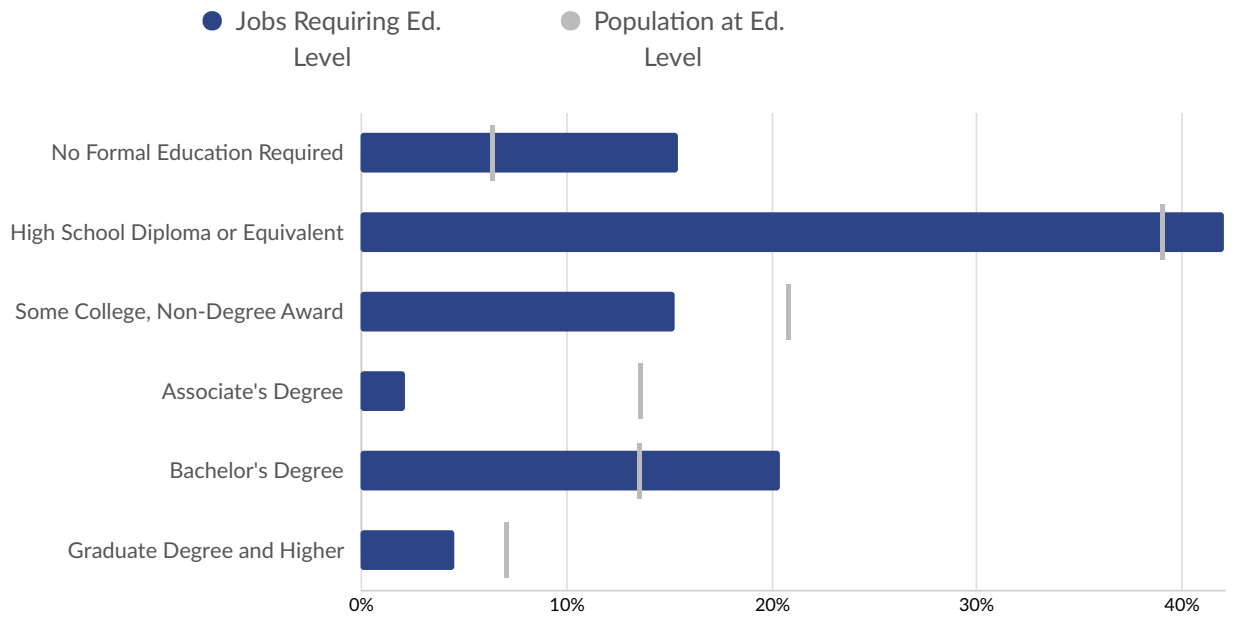
Top Occupation Earnings



Top Posted Occupations

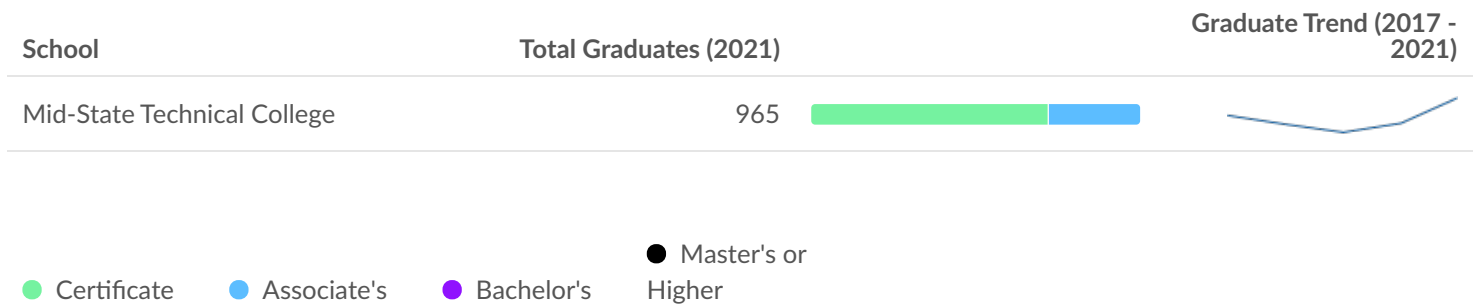


Underemployment



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" (Certificate), "Registered Nursing/Registered Nurse" (Associate's), and "Business Administration and Management, General" (Associate's).



In-Demand Skills

