



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

74,784

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.

40,591

Total Regional Employment

Jobs **decreased by 1,278** over the last 5 years but are projected to **grow by 203** 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 3.1%** in Wood County, WI from 41,869 to **40,591**. This change **fell short of the national growth rate of 3.8% by 6.9%**. As the number of jobs declined, the **labor force participation rate decreased from 60.2% to 53.9% 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).

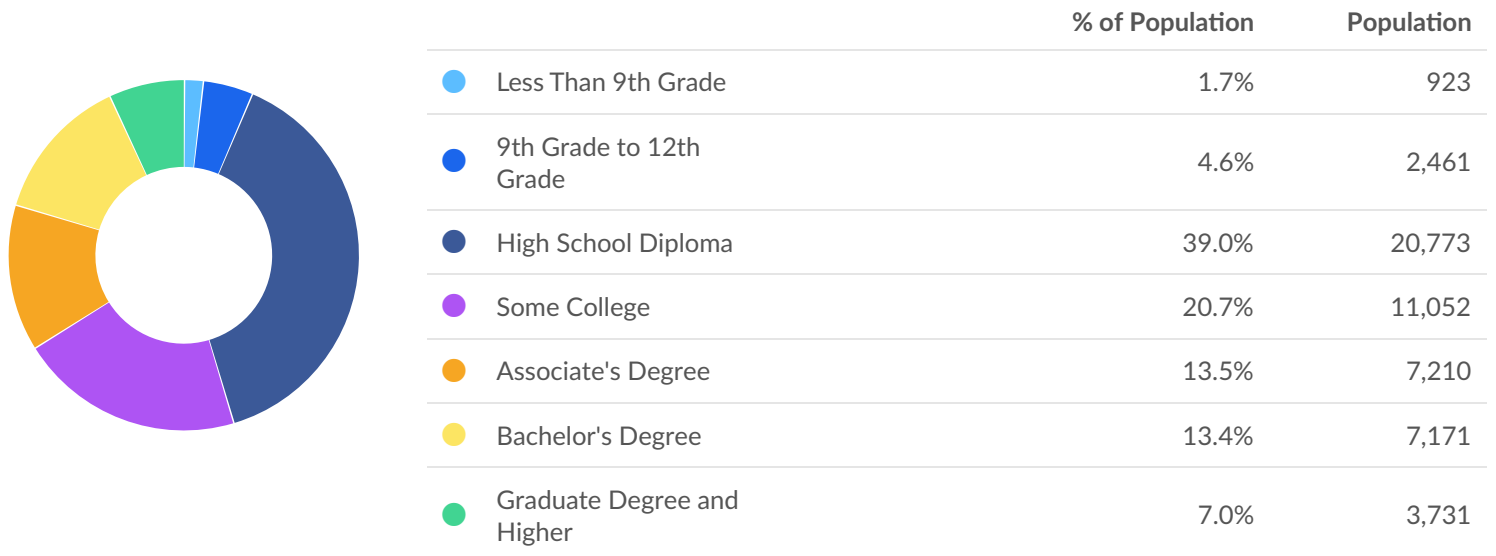
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	75,341	33,622	40,591	99.0	\$4.55B	\$5.57B	\$5.45B
State	5,965,358	3,097,211	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

Apr 2023 Labor Force Breakdown



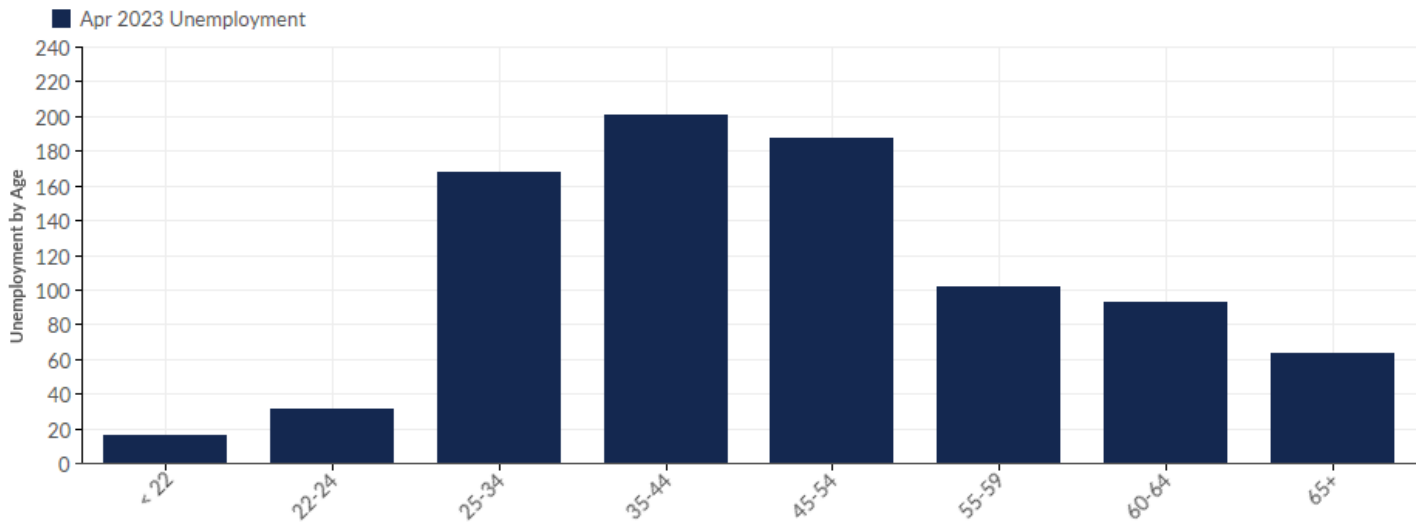
Educational Attainment

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).



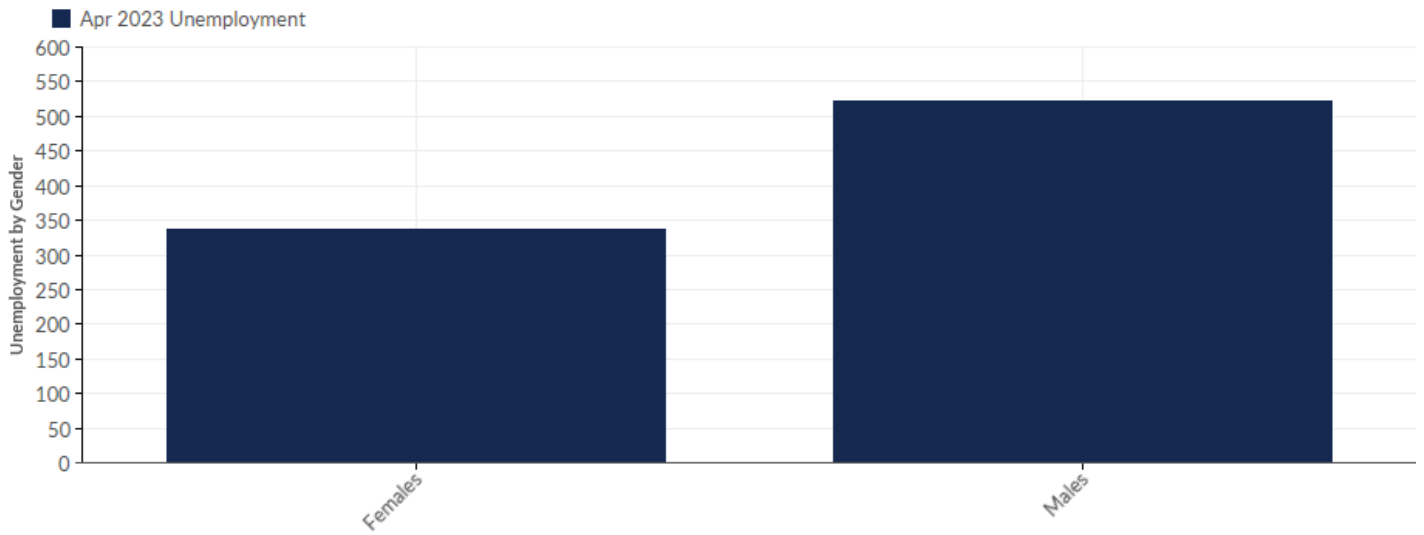
Unemployment by Demographics

Unemployment by Age



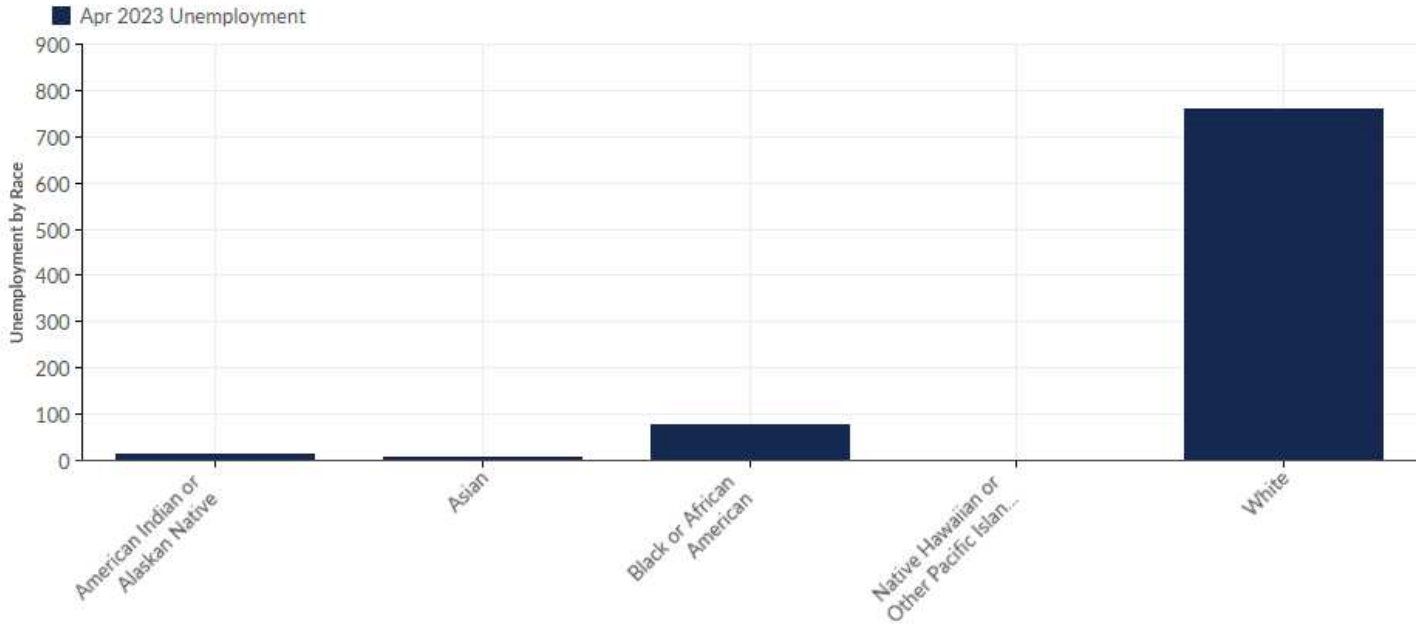
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	16	1.86%
22-24	31	3.60%
25-34	167	19.42%
35-44	201	23.37%
45-54	187	21.74%
55-59	102	11.86%
60-64	92	10.70%
65+	63	7.33%
Total	860	100.00%

Unemployment by Gender



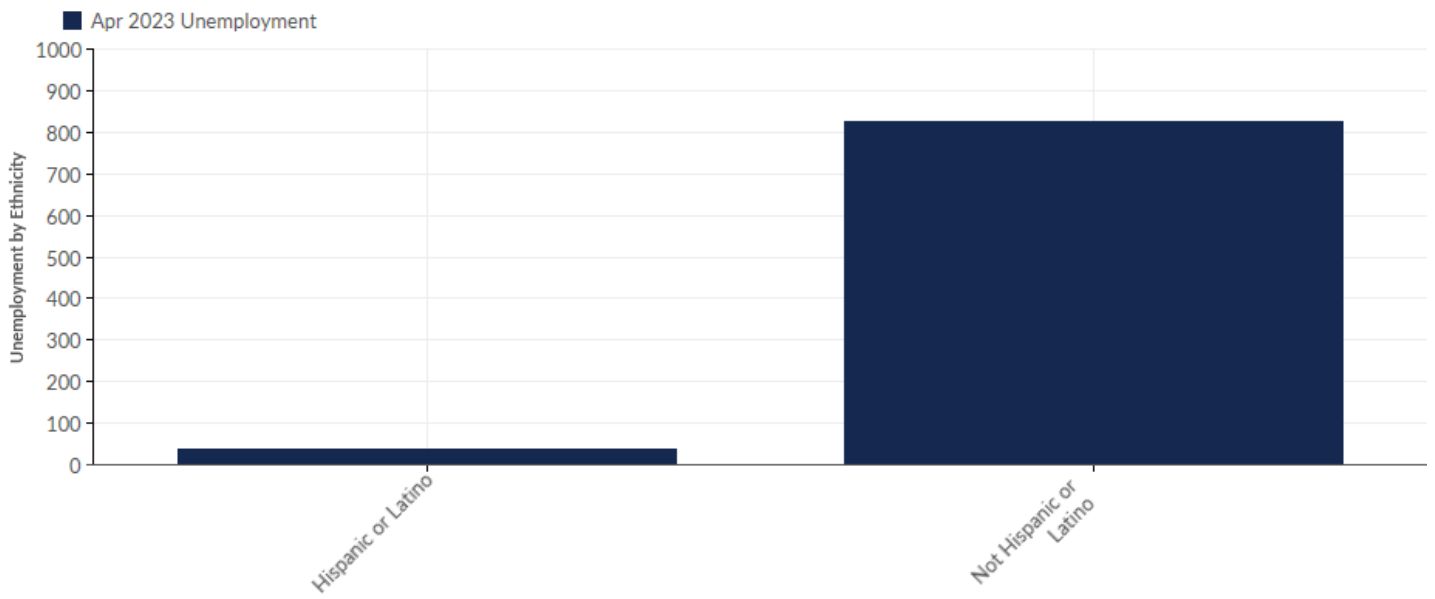
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	337	39.19%
Males	523	60.81%
Total	860	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	15	1.74%
Asian	8	0.93%
Black or African American	78	9.07%
Native Hawaiian or Other Pacific Islander	1	0.12%
White	759	88.26%
Total	860	100.00%

Unemployment by Ethnicity

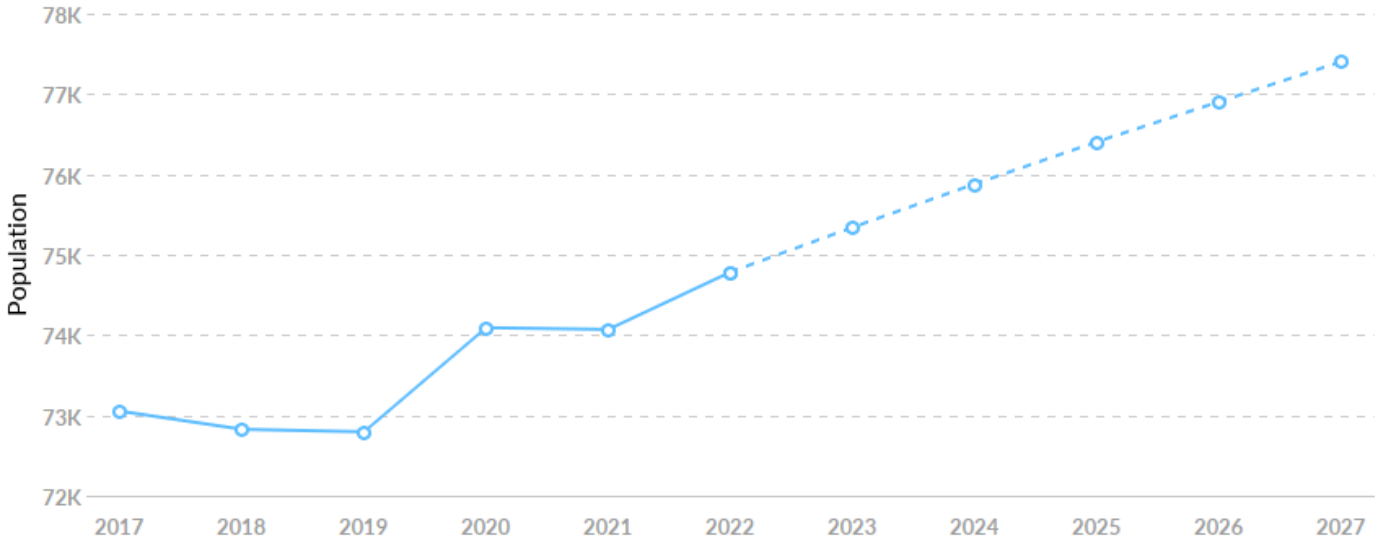


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	36	4.19%
Not Hispanic or Latino	824	95.81%
Total	860	100.00%

Historic & Projected Trends

Population Trends

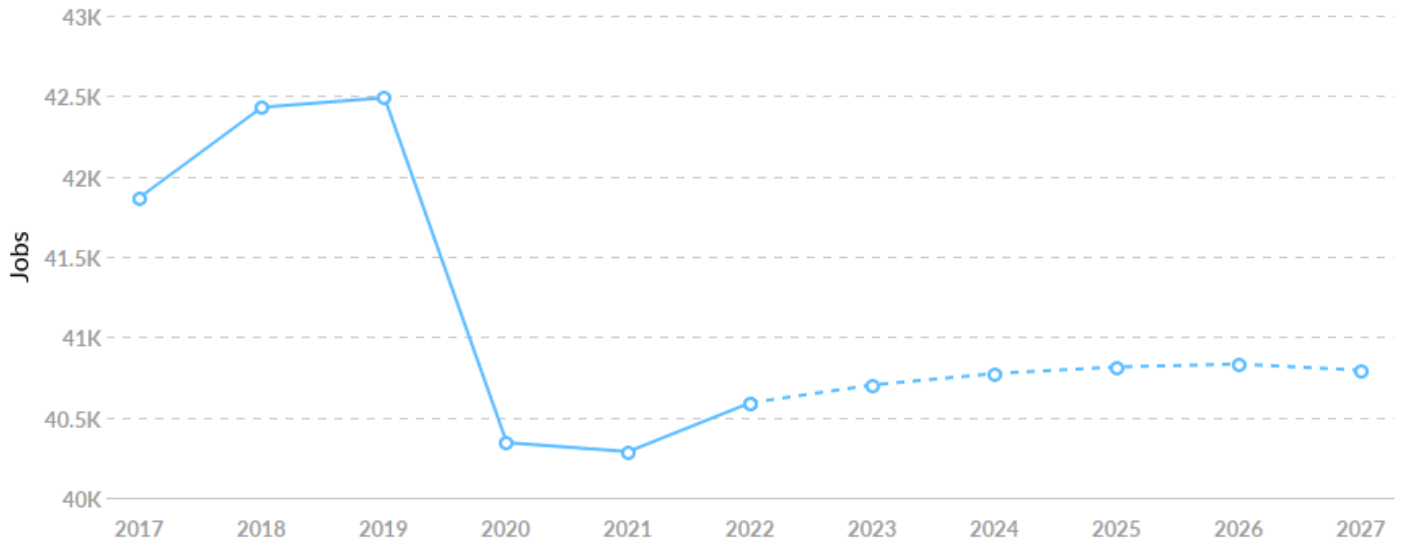
As of 2022 the region's population increased by 2.4% since 2017, growing by 1,731. Population is expected to increase by 3.5% between 2022 and 2027, adding 2,619.



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

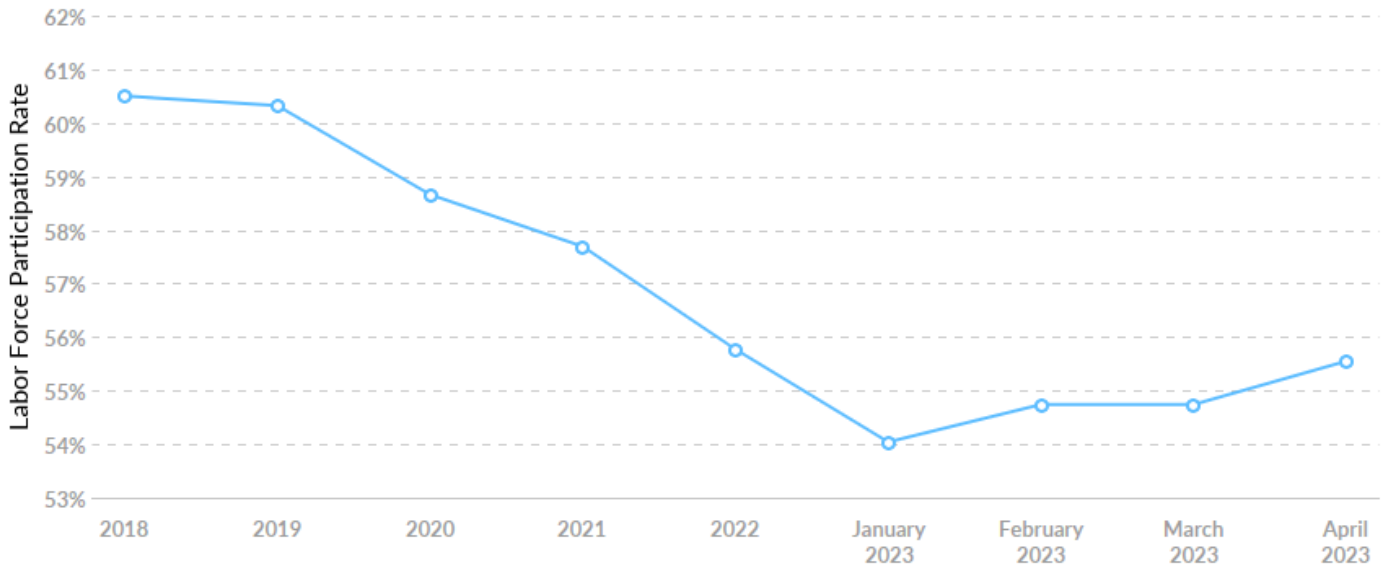
Job Trends

From 2017 to 2022, jobs declined by 3.1% in Wood County, WI from 41,869 to 40,591. This change fell short of the national growth rate of 3.8% by 6.9%.



Timeframe	Jobs
2017	41,869
2018	42,430
2019	42,489
2020	40,343
2021	40,287
2022	40,591
2023	40,702
2024	40,773
2025	40,814
2026	40,832
2027	40,793

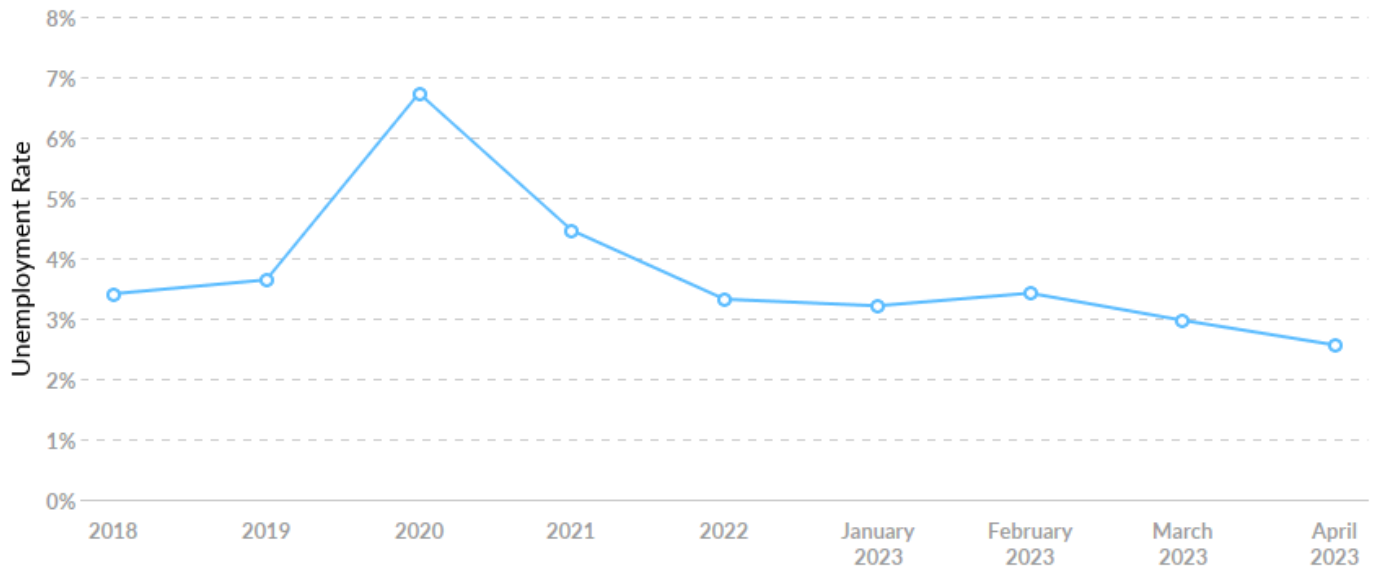
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	60.50%
2019	60.32%
2020	58.66%
2021	57.69%
2022	55.77%
January 2023	54.04%
February 2023	54.74%
March 2023	54.74%
April 2023	55.55%

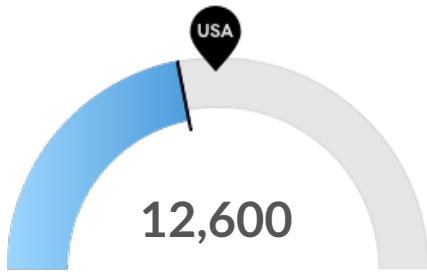
Unemployment Rate Trends

Wood County, WI had an April 2023 unemployment rate of 2.56%, **decreasing from 3.41%** 5 years before.



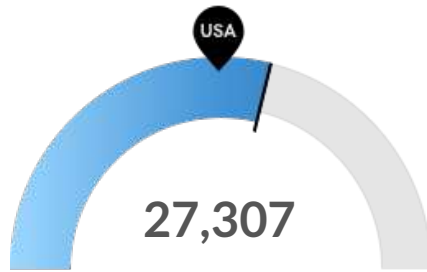
Timeframe	Unemployment Rate
2018	3.41%
2019	3.64%
2020	6.73%
2021	4.46%
2022	3.32%
January 2023	3.21%
February 2023	3.42%
March 2023	2.97%
April 2023	2.56%

Population Characteristics



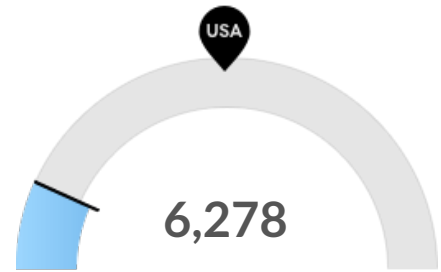
Millennials

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



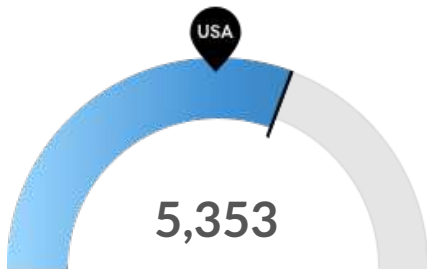
Retiring Soon

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.



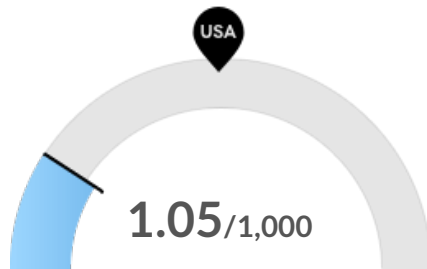
Racial Diversity

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.



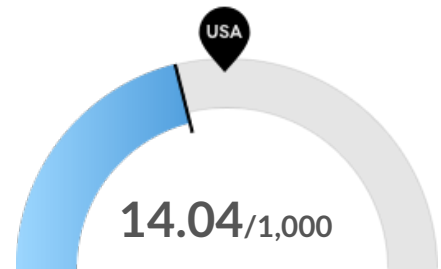
Veterans

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.

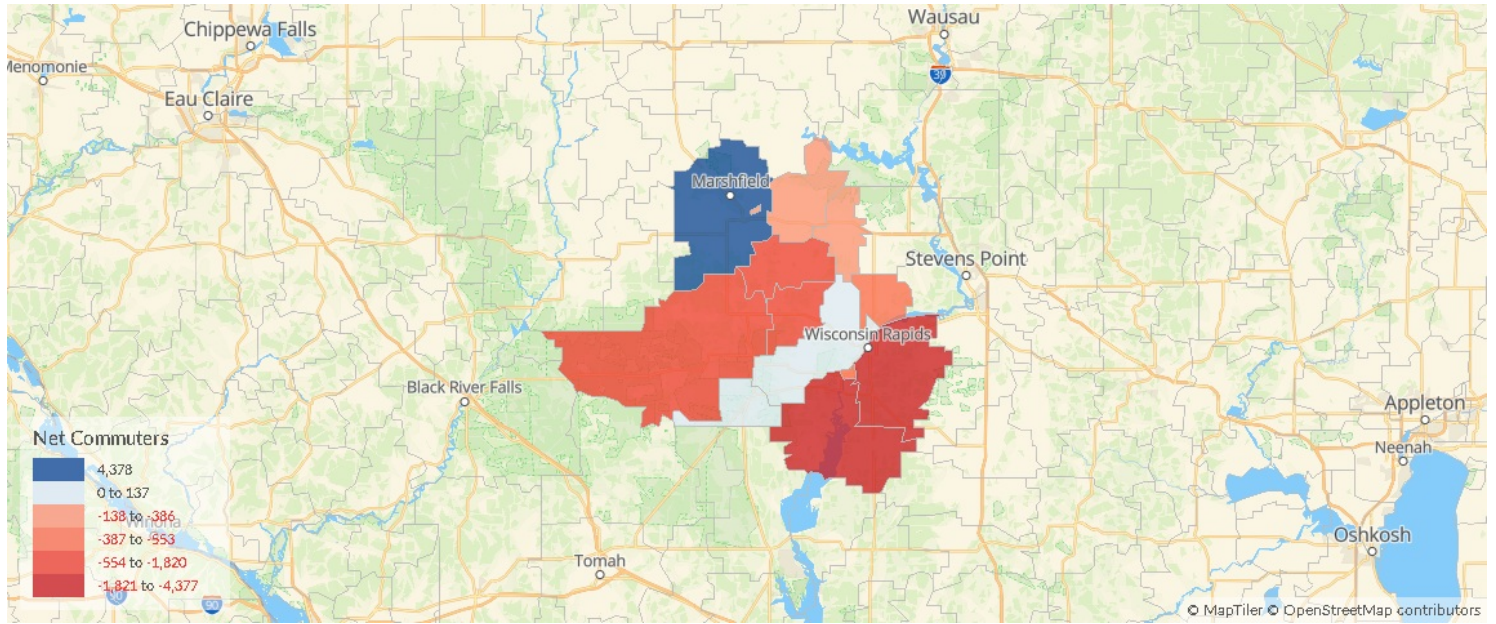


Property Crime

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...	17,251
54494	Wisconsin Rapids, WI (i...	12,029
54495	Wisconsin Rapids, WI (i...	4,114
54457	Nekoosa, WI (in Wood c...	2,600
54466	Pittsville, WI (in Wood c...	974

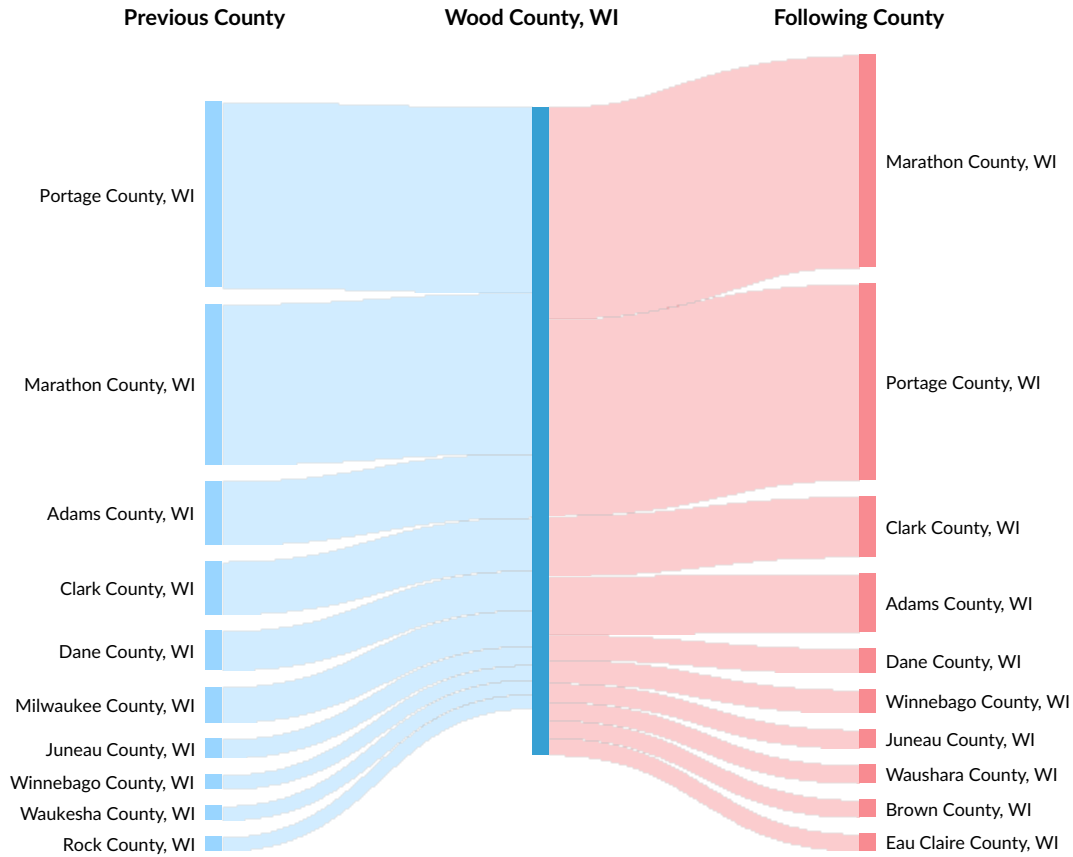
Where Talent Lives

ZIP	Name	2022 Workers
54494	Wisconsin Rapids, WI (i...	13,954
54449	Marshfield, WI (in Woo...	12,873
54457	Nekoosa, WI (in Wood c...	4,422
54495	Wisconsin Rapids, WI (i...	4,036
54466	Pittsville, WI (in Wood c...	1,605

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**.

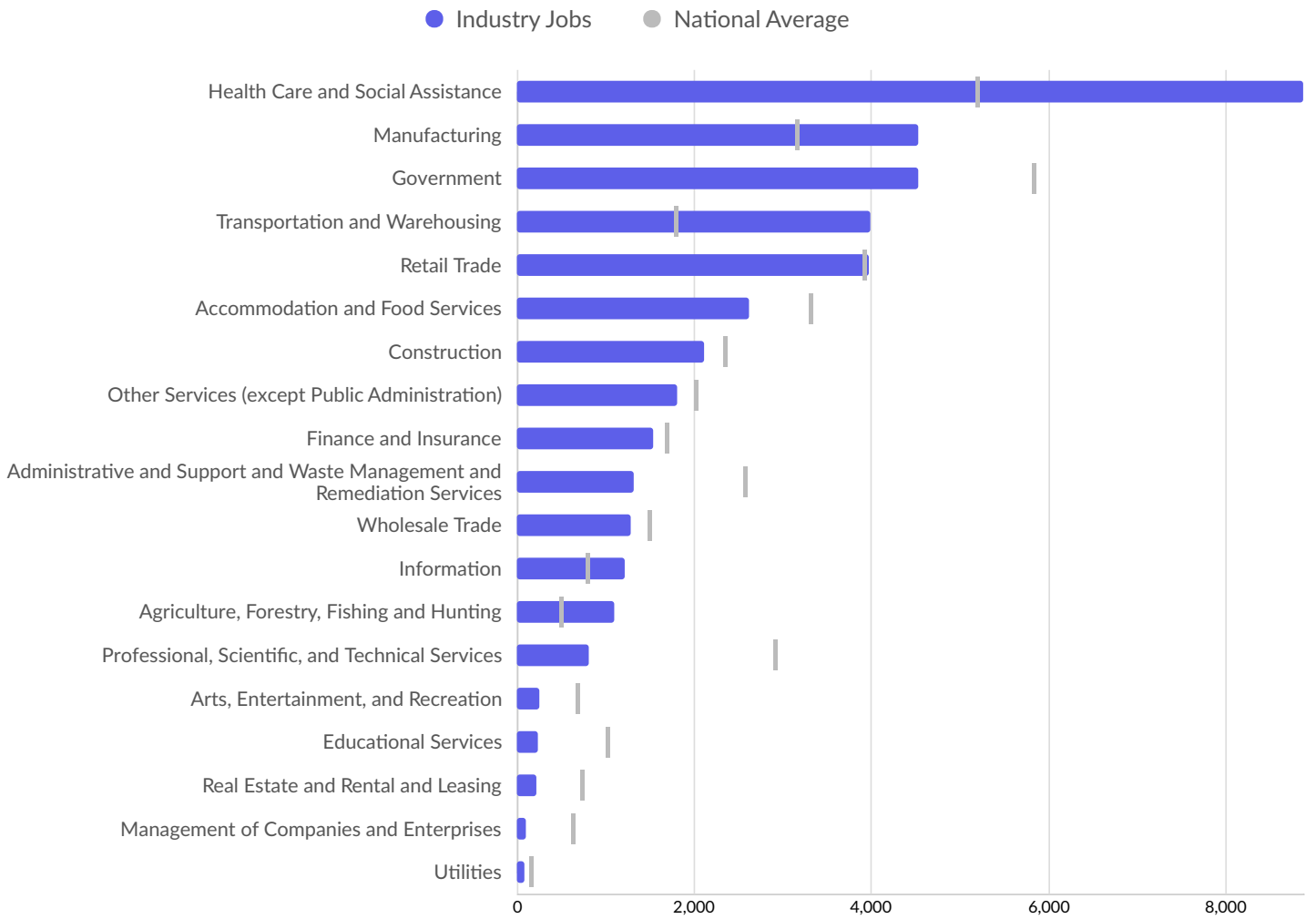


Top Previous Counties	Migrations
Portage County, WI	453
Marathon County, WI	391
Adams County, WI	156
Clark County, WI	129
Dane County, WI	96
Milwaukee County, WI	88

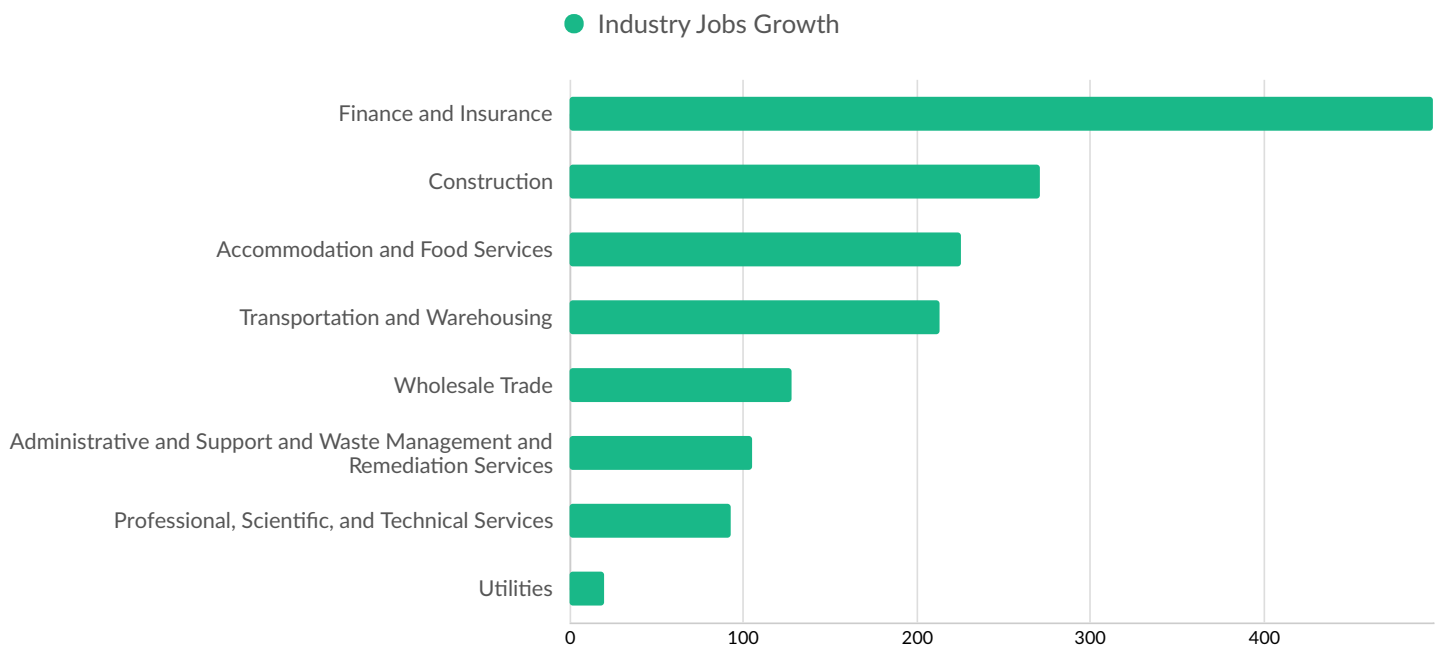
Top Previous Counties	Migrations
Juneau County, WI	46
Winnebago County, WI	36
Waukesha County, WI	36
Rock County, WI	35
Washington County, WI	35
Cook County, IL	29
Eau Claire County, WI	29
Calumet County, WI	28
Waupaca County, WI	27
Top Following Counties	Migrations
Marathon County, WI	517
Portage County,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

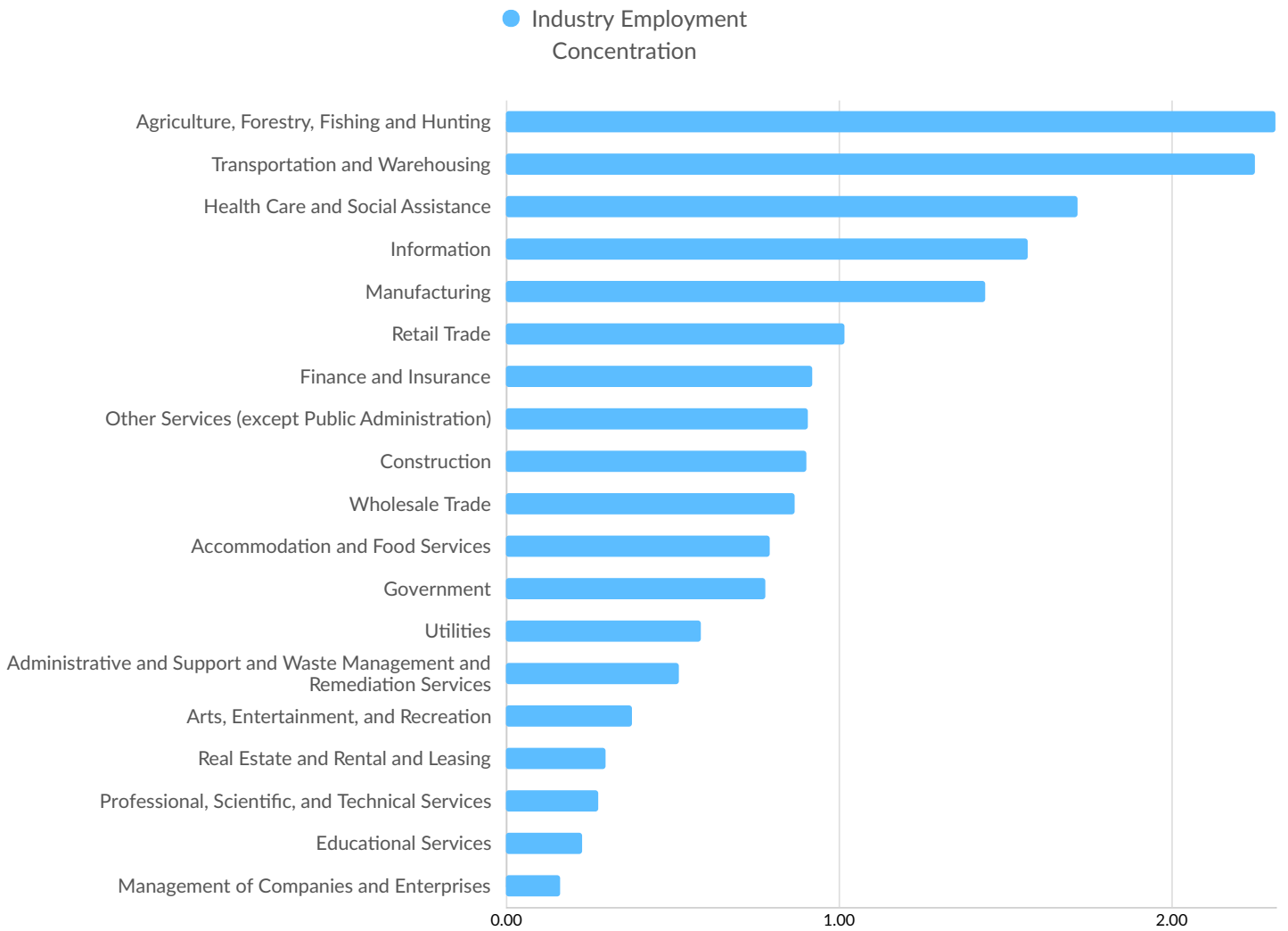
Largest Industries



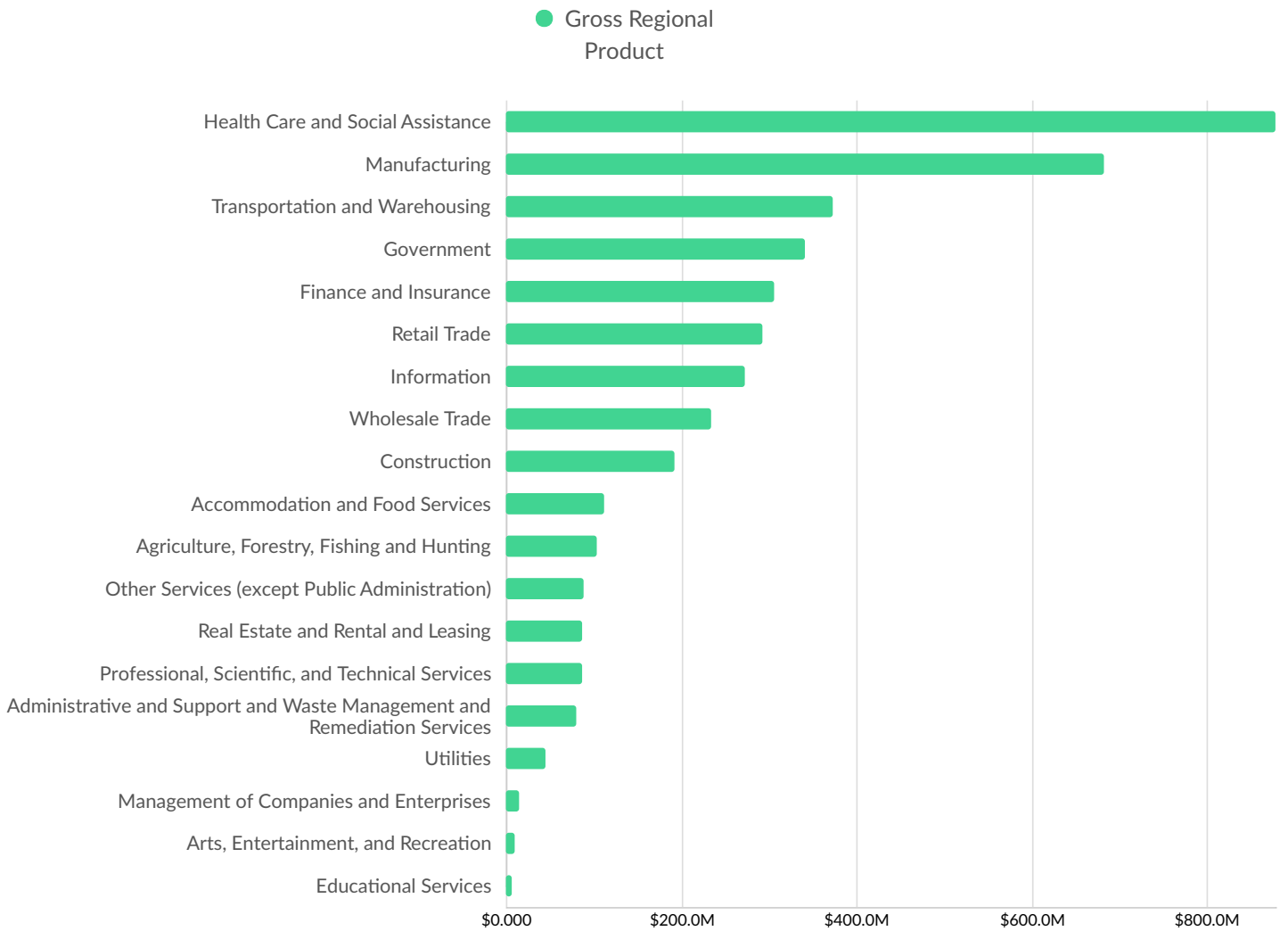
Top Growing Industries



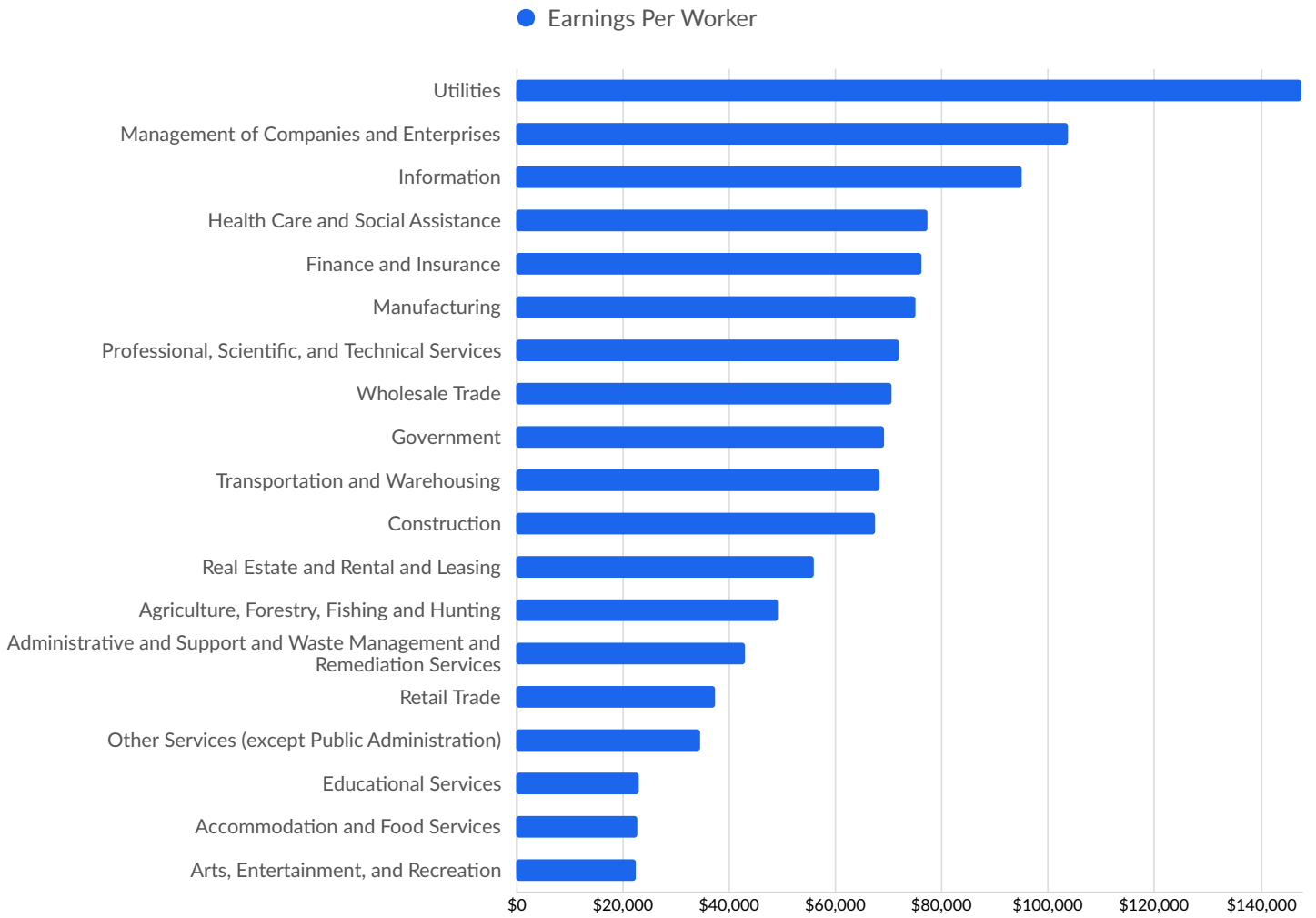
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



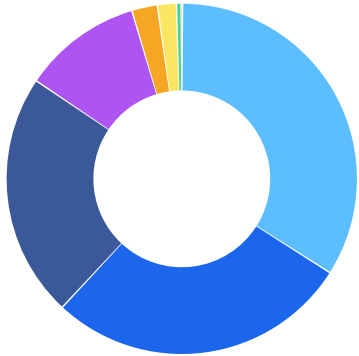
Business Characteristics

5,358 Companies Employ Your Workers

Online profiles for your workers mention 5,358 companies as employers, with the top 10 appearing below. In the last 12 months, 611 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,505 	Marshfield Clinic	878 
Verso Group	267 	Beaver Dam Community Hospit...	488 
Renaissance Learning	235 	CompHealth	157 
Ministry Health Care	215 	Aspirus	129 
Mid-State Technical College	184 	Domtar	97 
Security Health Plan	174 	Fleet Farm	85 
Wisconsin Rapids Public School ...	162 	Kwik Trip	78 
Roehl Transport	160 	Roehl Transport	71 
Walmart	142 	Mid-State Technical College	69 
Aspirus	133 	Walmart	58 

Business Size

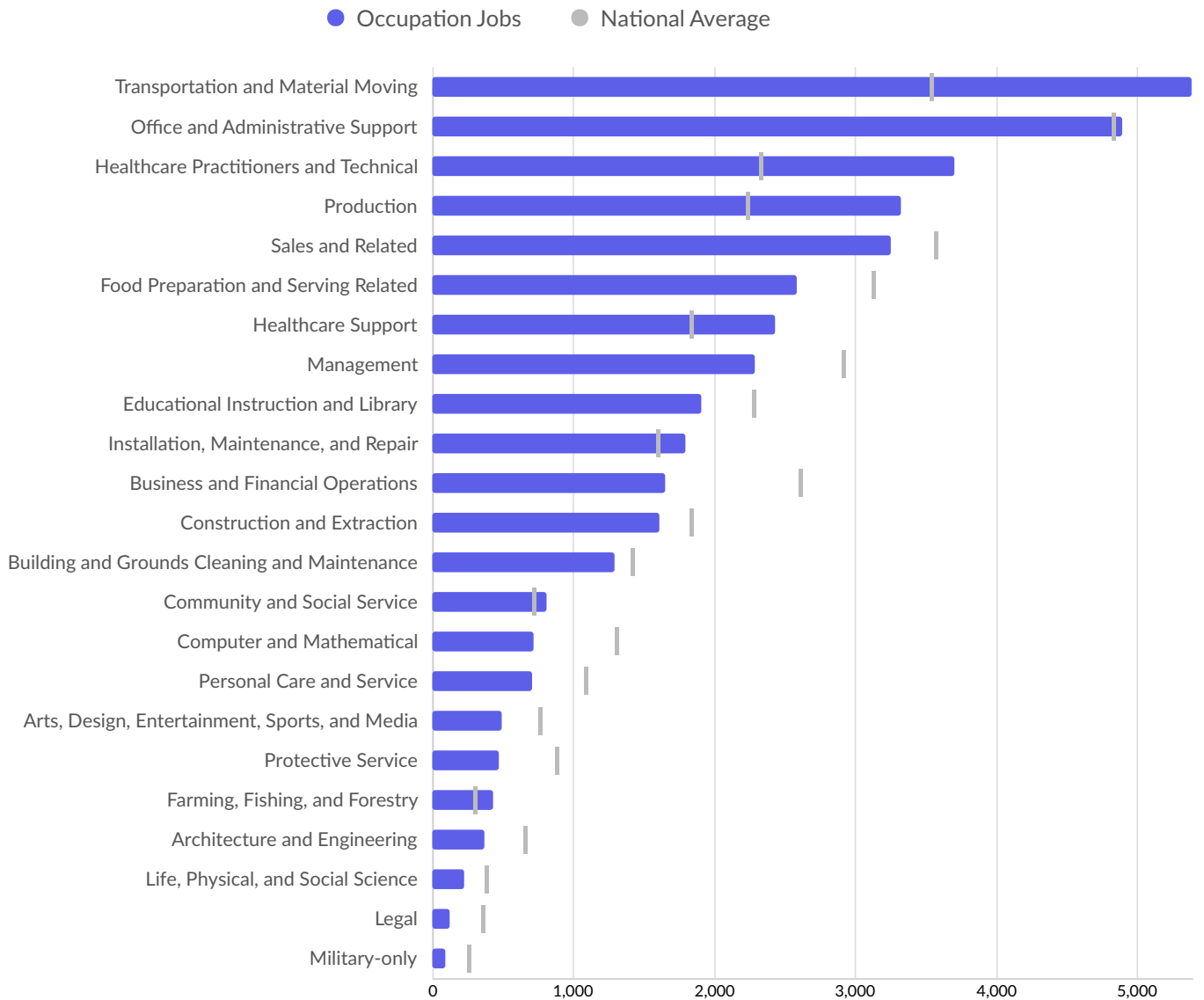


	Percentage	Business Count
● 1 to 4 employees	33.9%	1,091
● 5 to 9 employees	27.9%	899
● 10 to 19 employees	22.5%	724
● 20 to 49 employees	11.0%	353
● 50 to 99 employees	2.4%	76
● 100 to 249 employees	1.7%	56
● 250 to 499 employees	0.4%	14
● 500+ employees	0.1%	4

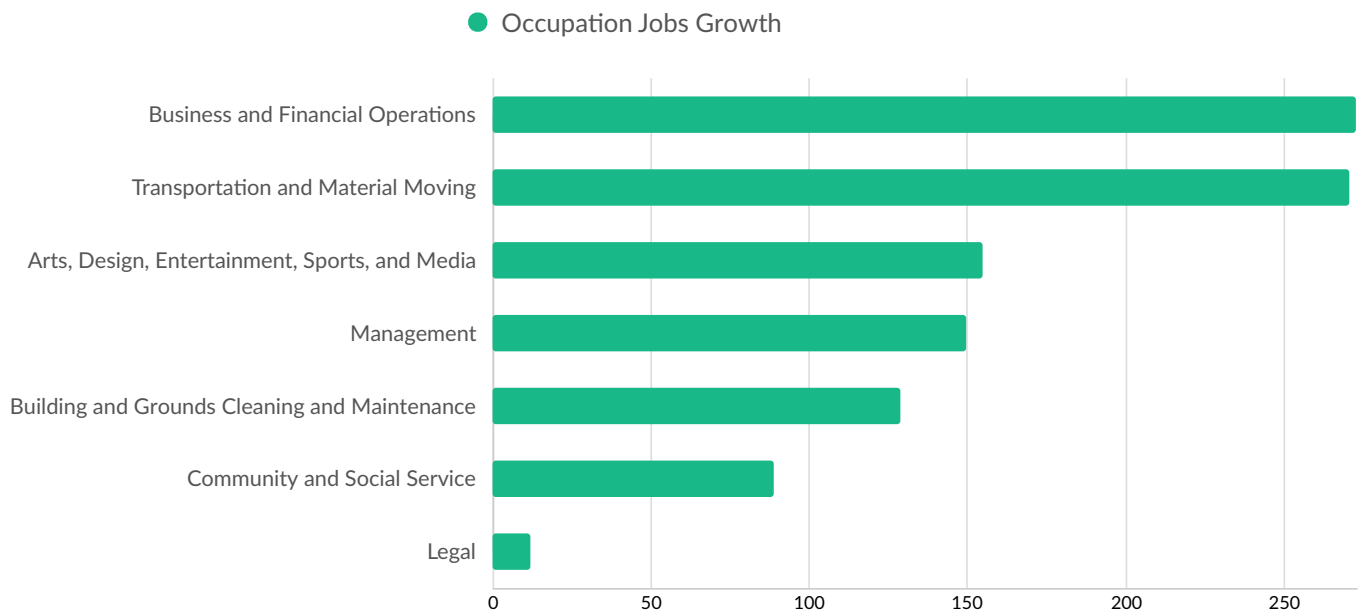
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

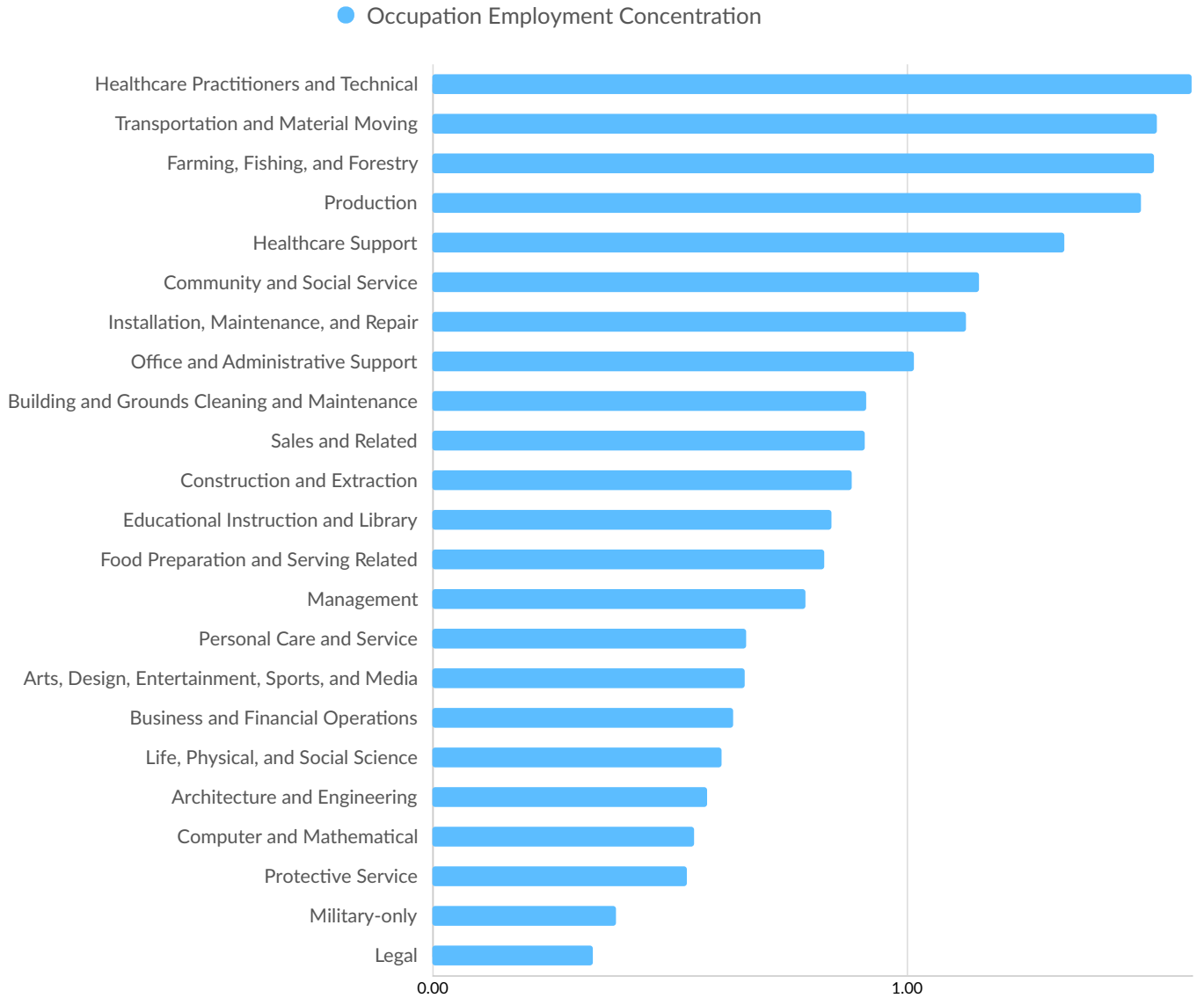
Largest Occupations



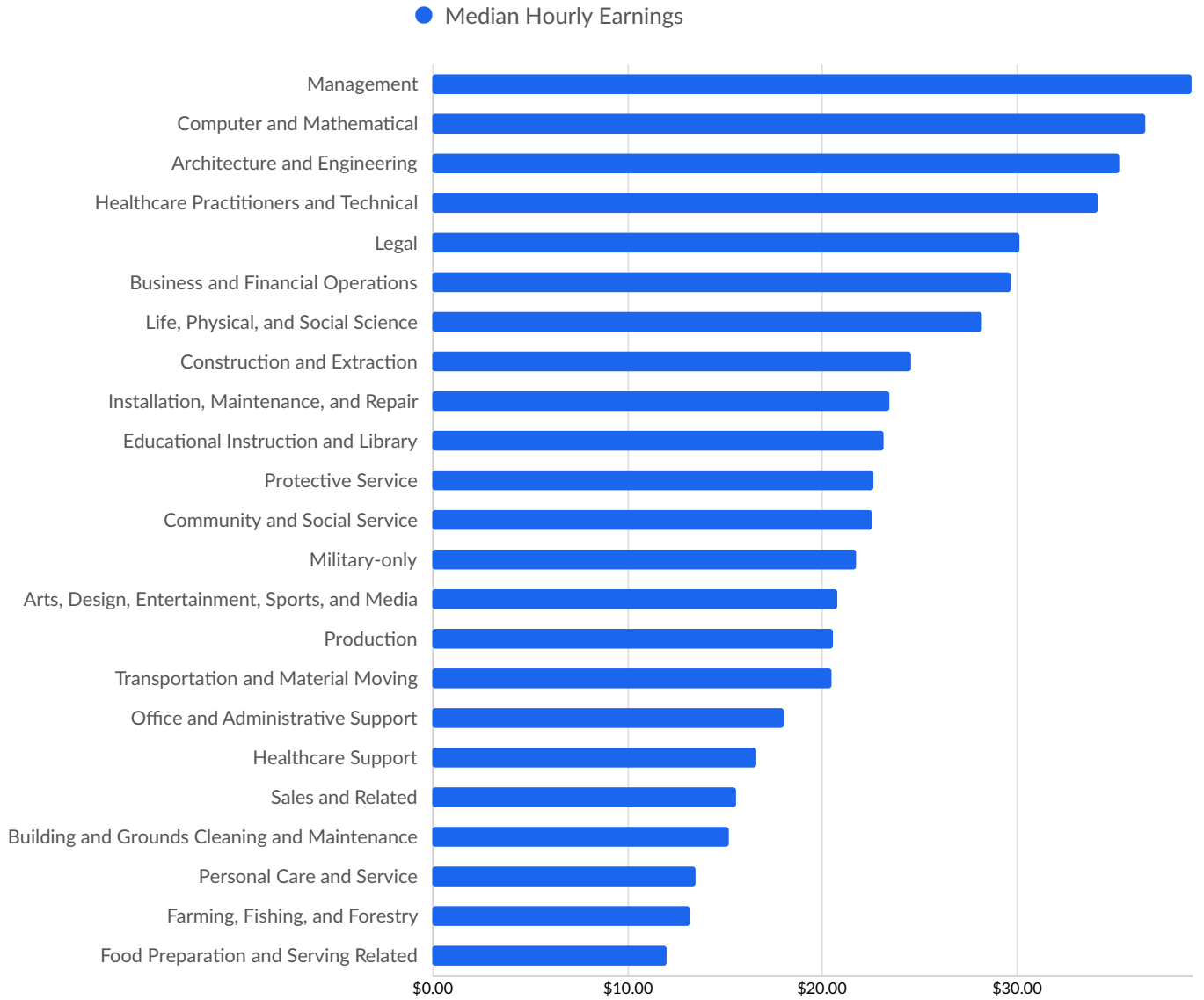
Top Growing Occupations



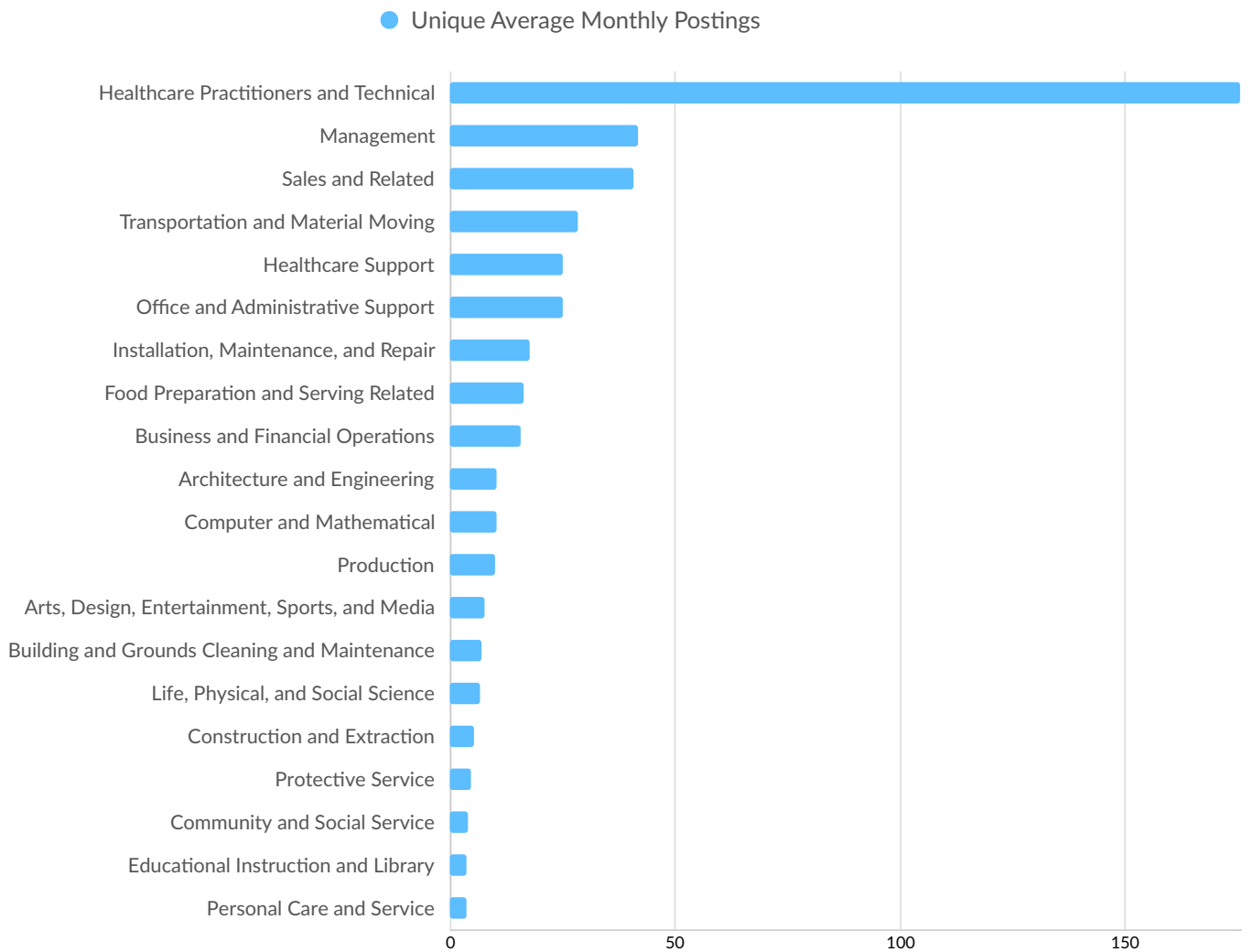
Top Occupation Employment Concentration



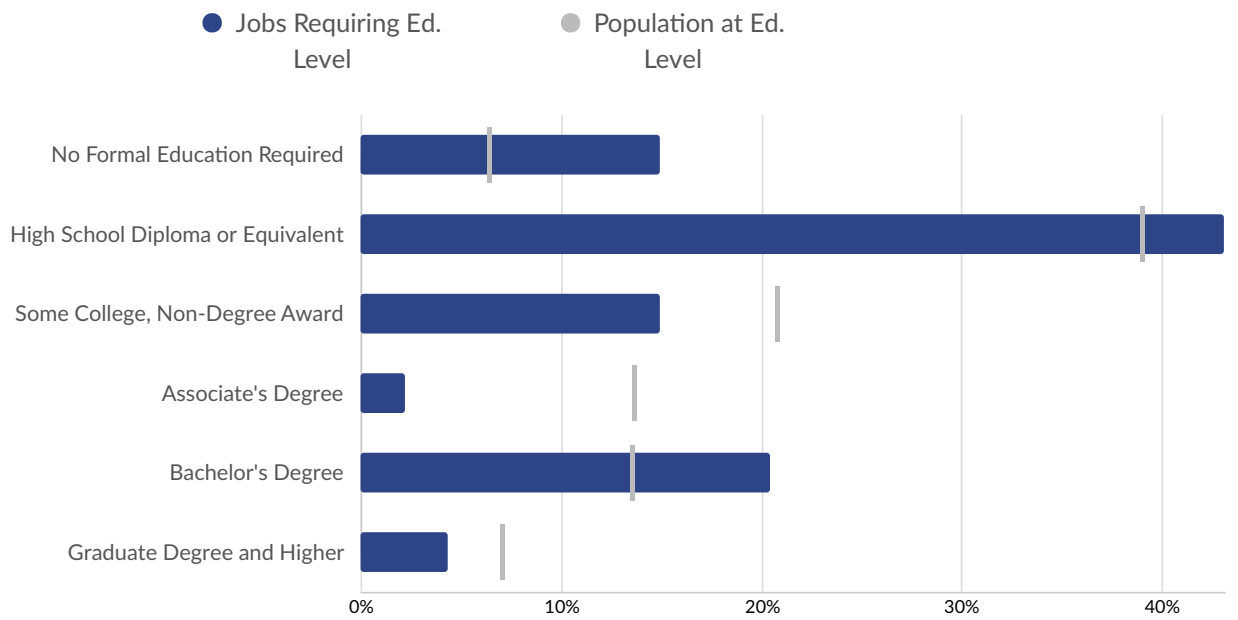
Top Occupation Earnings



Top Posted Occupations

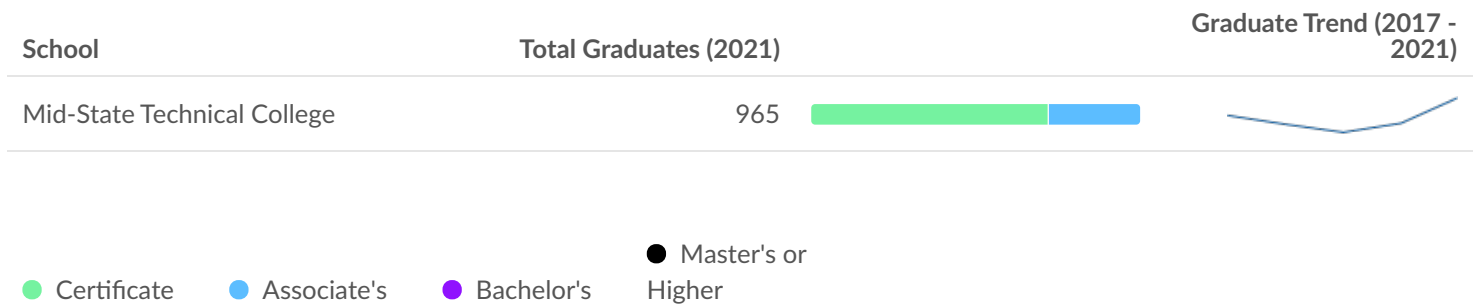


Underemployment



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

