Wood County, WI

North Central Wisconsin Regional Planning Commission

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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

74,677

Population (2023)

Population **grew by 1,850** over the last 5 years and is projected to **grow by 2,444** over the next 5 years.

40,801

Total Regional Employment

Jobs **decreased by 1,626** over the last 5 years and are projected to **decrease by 277** over the next 5 years.

$58.0K

Median Household Income (2021)

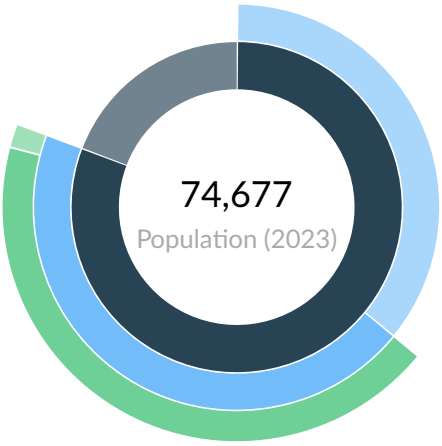
Median household income is **$11.0K below** the national median household income of $69.0K.

Takeaways

- As of 2023 the region's population **increased by 2.5%** since 2018, growing by 1,850. Population is expected to **increase by 3.3%** between 2023 and 2028, adding 2,444.
- From 2018 to 2023, jobs **declined by 3.8%** in Wood County, WI from 42,427 to **40,801**. This change **fell short of the national growth rate of 3.6% by 7.4%**. As the number of jobs declined, the **labor force participation rate decreased from 60.6% to 55.5% between 2018 and 2023**.
- Concerning educational attainment, **13.5% of Wood County, WI residents possess a Bachelor's Degree** (7.6% below the national average), and **13.8% hold an Associate's Degree** (4.8% above the national average).
- The top three industries in 2023 are General Freight Trucking, Education and Hospitals (Local Government), and Local Government, Excluding Education and Hospitals.

	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	74,677	33,473	40,801	98.8	$4.44B	$5.53B	$5.30B
State	5,921,135	3,145,490	3,225,196	100.2	$392.08B	$359.22B	$389.09B

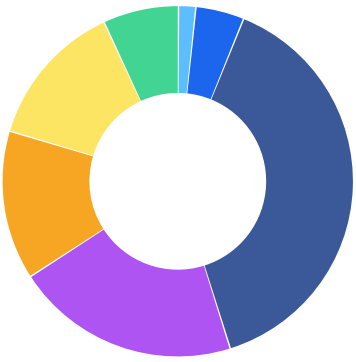
Sep 2023 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	60,260
Not in Labor Force (16+)	26,787
Labor Force	33,473
Employed	32,241
Unemployed	1,232
Under 16, Military, and institutionalized Population	14,416

Educational Attainment

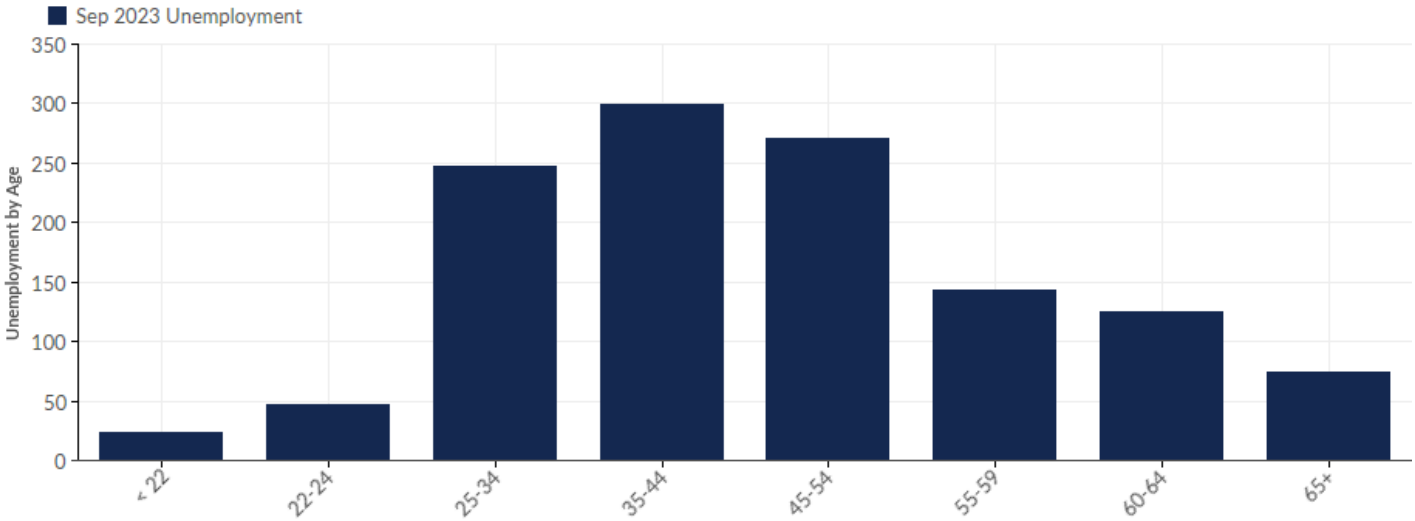
Concerning educational attainment, **13.5% of Wood County, WI residents possess a Bachelor's Degree** (7.6% below the national average), and **13.8% hold an Associate's Degree** (4.8% above the national average).



	% of Population	Population
Less Than 9th Grade	1.6%	848
9th Grade to 12th Grade	4.5%	2,393
High School Diploma	39.0%	20,869
Some College	20.7%	11,071
Associate's Degree	13.8%	7,357
Bachelor's Degree	13.5%	7,209
Graduate Degree and Higher	7.0%	3,728

Unemployment by Demographics

Unemployment by Age

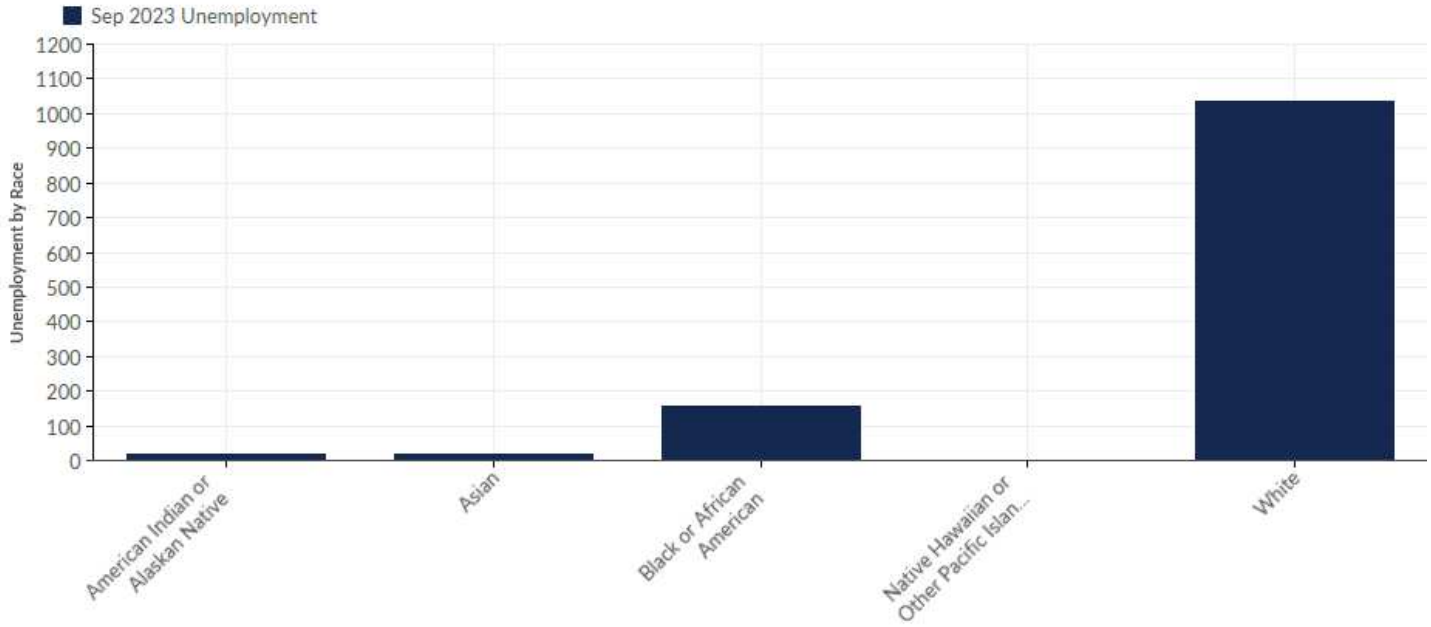


Age		Unemployment (Sep 2023)	% of Unemployed
< 22		24	1.95%
22-24		47	3.81%
25-34		248	20.13%
35-44		300	24.35%
45-54		271	22.00%
55-59		143	11.61%
60-64		125	10.15%
65+		74	6.01%
	Total	1,232	100.00%

Unemployment by Gender

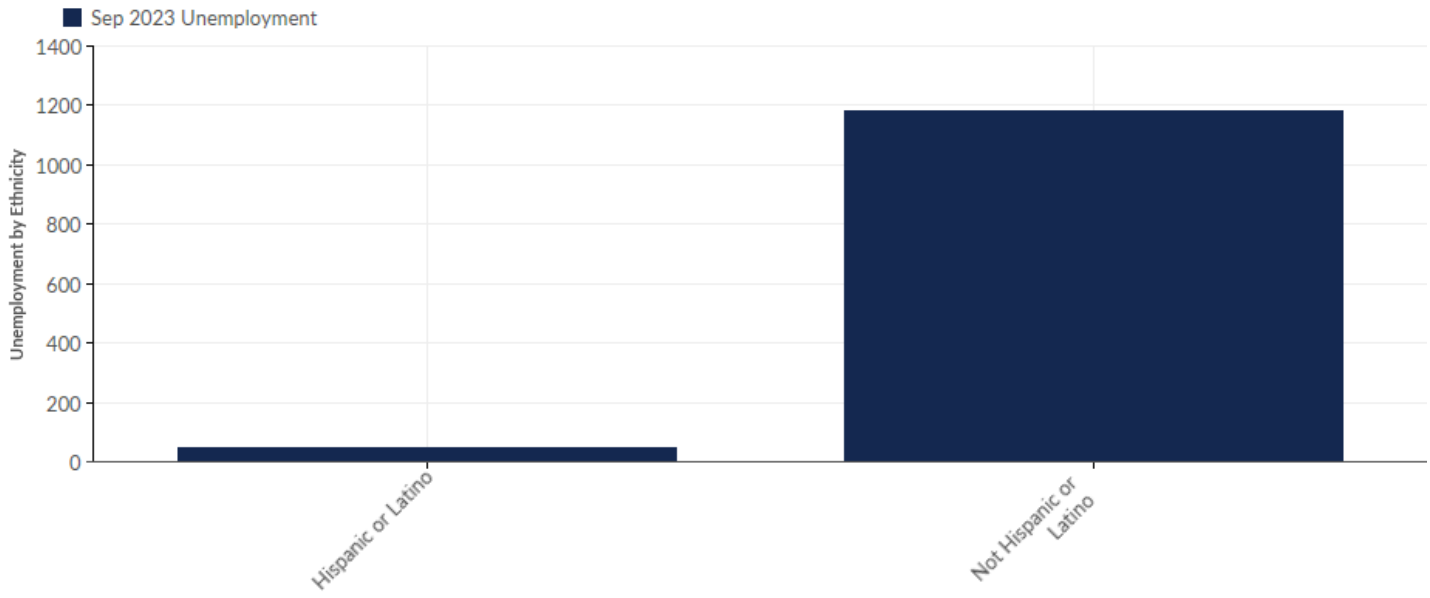
Gender		Unemployment (Sep 2023)	% of Unemployed
Females		620	50.32%
Males		612	49.68%
	Total	1,232	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	19	1.54%
Asian	19	1.54%
Black or African American	157	12.74%
Native Hawaiian or Other Pacific Islander	2	0.16%
White	1,034	83.93%
Total	1,232	100.00%

Unemployment by Ethnicity

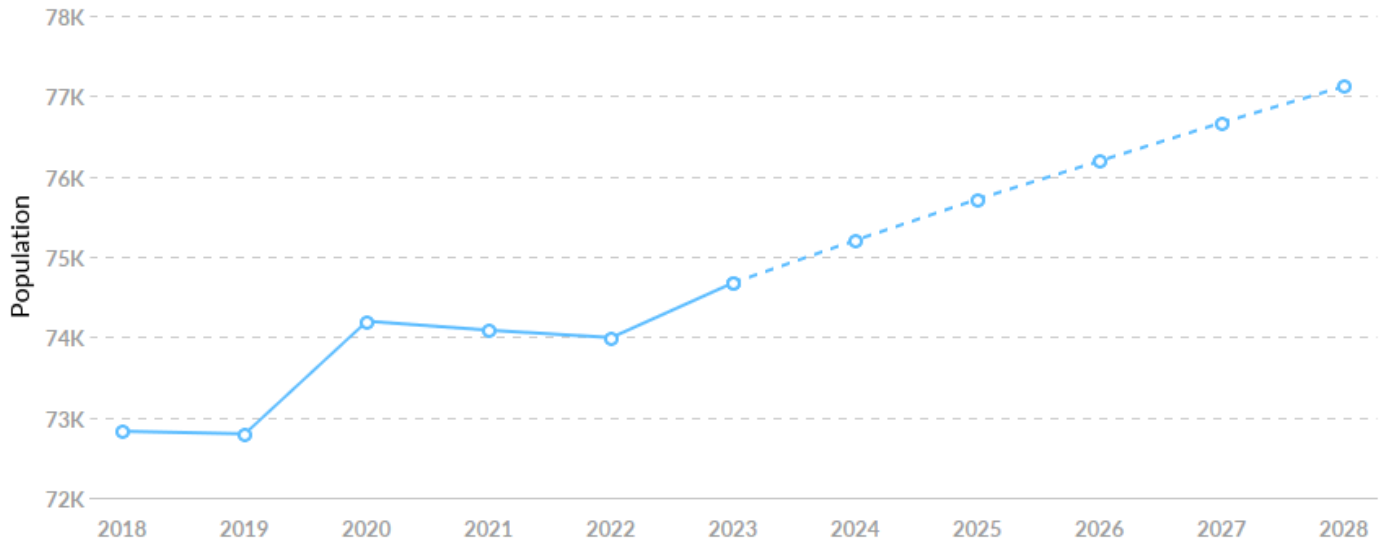


Ethnicity		Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino		49	3.98%
Not Hispanic or Latino		1,183	96.02%
	Total	1,232	100.00%

Historic & Projected Trends

Population Trends

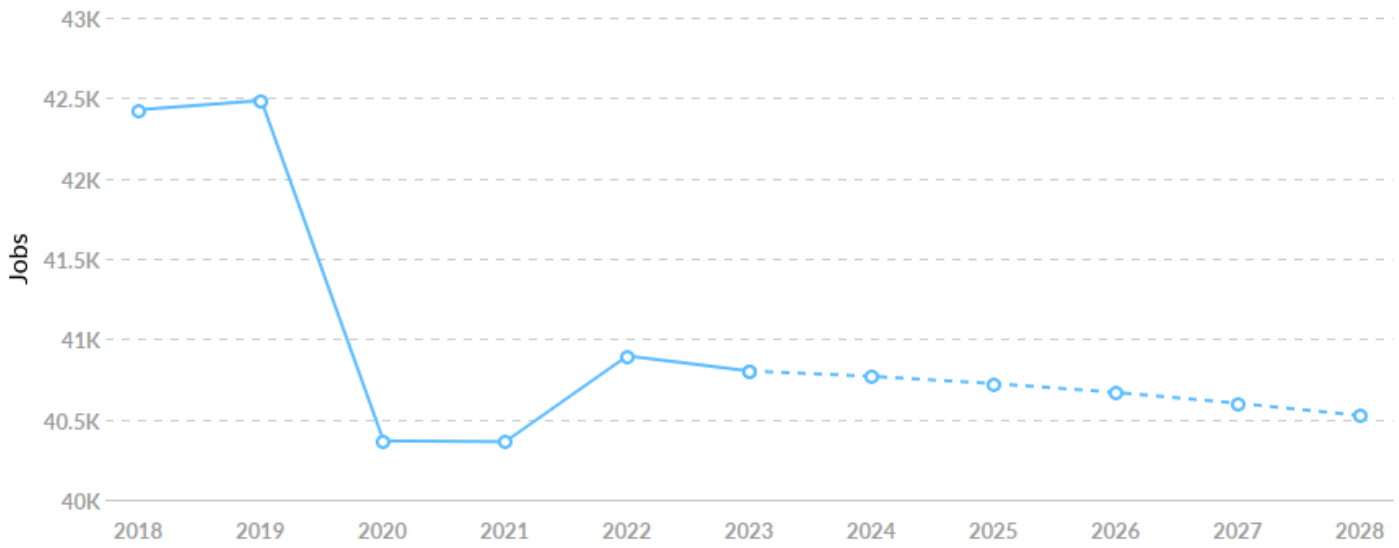
As of 2023 the region's population **increased by 2.5%** since 2018, growing by 1,850. Population is expected to **increase by 3.3%** between 2023 and 2028, adding 2,444.



Timeframe	Population
2018	72,827
2019	72,795
2020	74,197
2021	74,085
2022	73,993
2023	74,677
2024	75,206
2025	75,717
2026	76,193
2027	76,670
2028	77,121

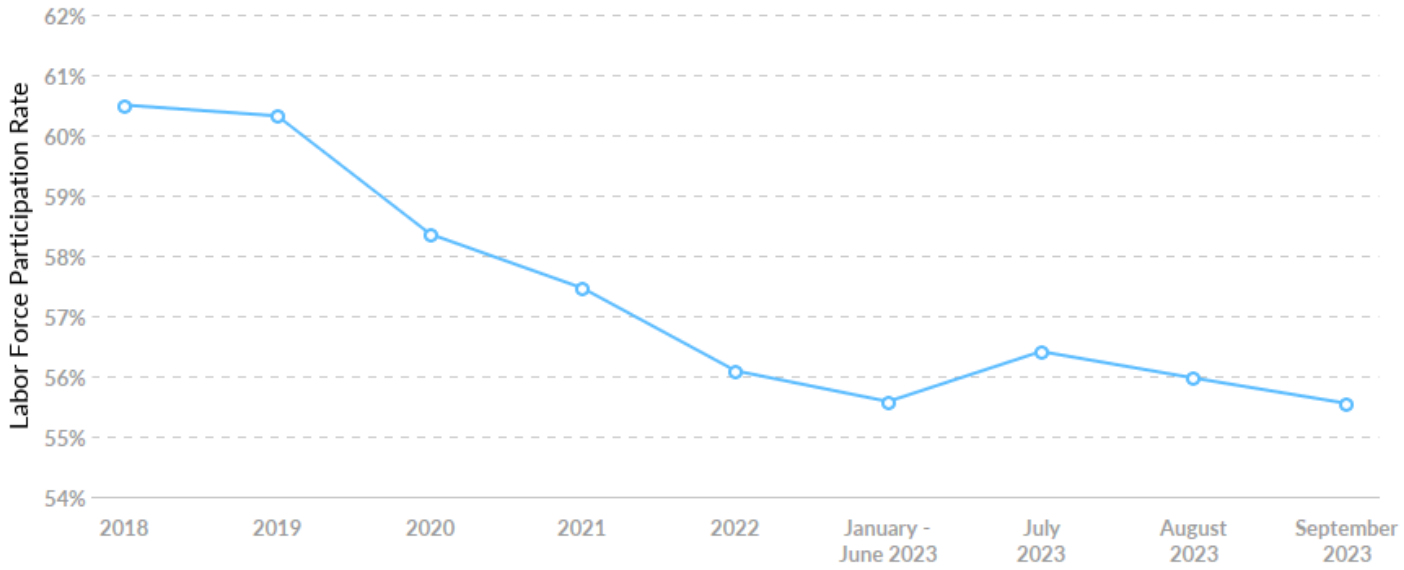
Job Trends

From 2018 to 2023, jobs **declined by 3.8%** in Wood County, WI from 42,427 to **40,801**. This change **fell short of the national growth rate of 3.6% by 7.4%.**



Timeframe	Jobs
2018	42,427
2019	42,484
2020	40,366
2021	40,361
2022	40,895
2023	40,801
2024	40,768
2025	40,723
2026	40,668
2027	40,600
2028	40,524

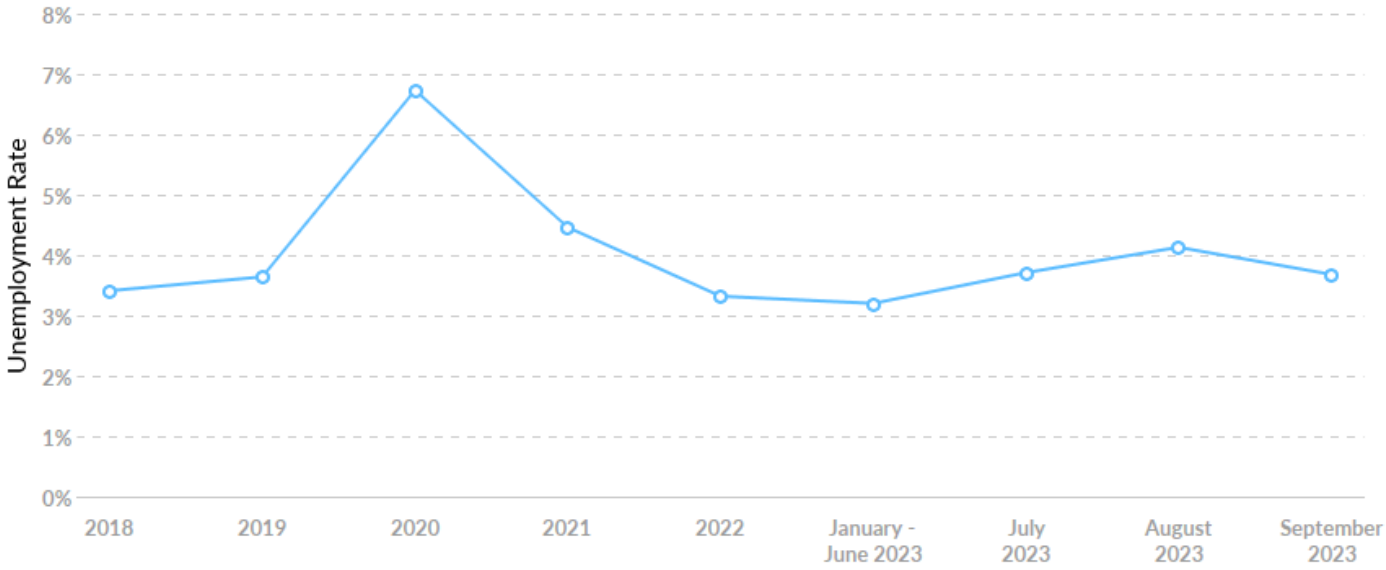
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	60.50%
2019	60.32%
2020	58.36%
2021	57.46%
2022	56.09%
January - June 2023	55.58%
July 2023	56.41%
August 2023	55.97%
September 2023	55.55%

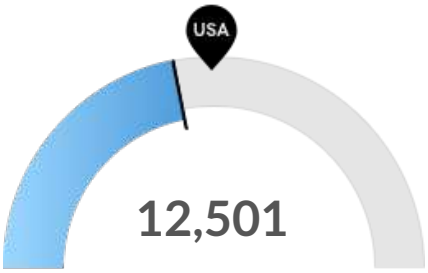
Unemployment Rate Trends

Wood County, WI had a September 2023 unemployment rate of 3.68%, **increasing from 3.41%** 5 years before.



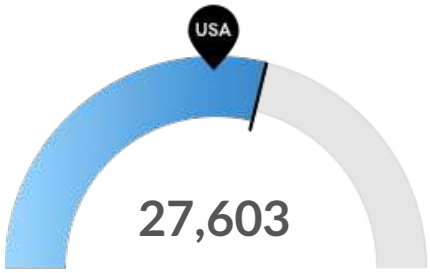
Timeframe	Unemployment Rate
2018	3.41%
2019	3.64%
2020	6.73%
2021	4.46%
2022	3.32%
January - June 2023	3.20%
July 2023	3.71%
August 2023	4.13%
September 2023	3.68%

Population Characteristics



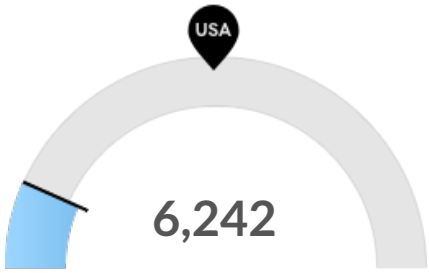
Millennials

Wood County, WI has 12,501 millennials (ages 25-39). The national average for an area this size is 15,045.



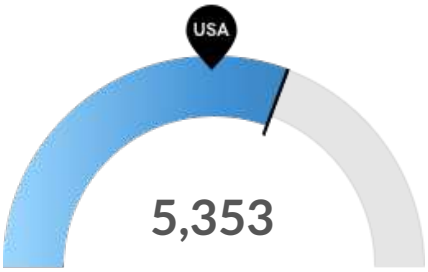
Retiring Soon

Retirement risk is high in Wood County, WI. The national average for an area this size is 22,174 people 55 or older, while there are 27,603 here.



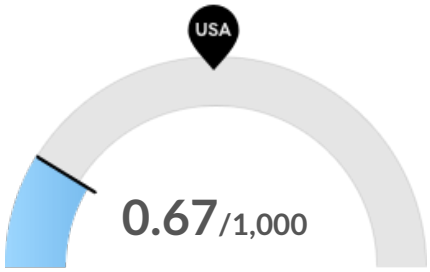
Racial Diversity

Racial diversity is low in Wood County, WI. The national average for an area this size is 30,429 racially diverse people, while there are 6,242 here.



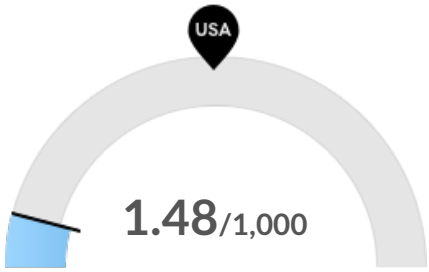
Veterans

Wood County, WI has 5,353 veterans. The national average for an area this size is 3,889.



Violent Crime

Wood County, WI has 0.67 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

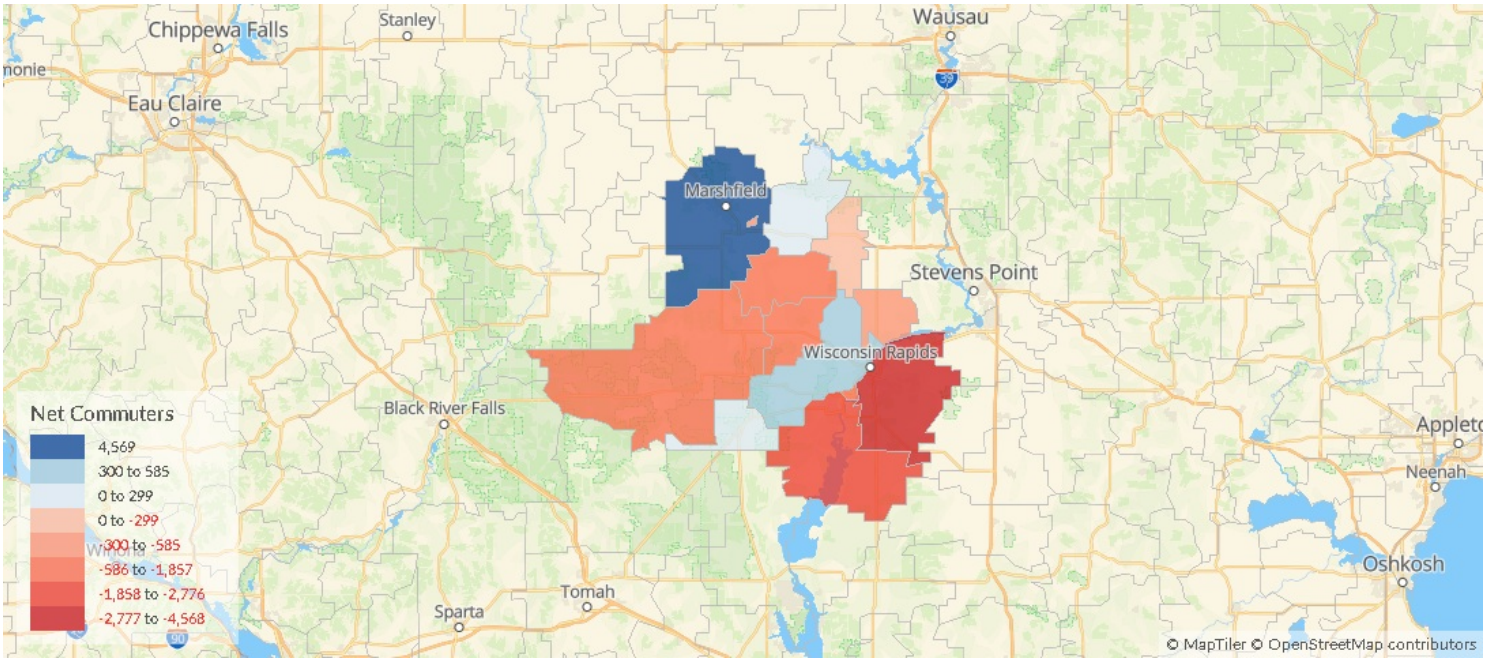


Property Crime

Wood County, WI has 1.48 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
54449	Marshfield, WI (in Woo...	17,606
54494	Wisconsin Rapids, WI (i...	11,301
54495	Wisconsin Rapids, WI (i...	4,538
54457	Nekoosa, WI (in Wood c...	2,451
54412	Auburndale, WI (in Woo...	1,271

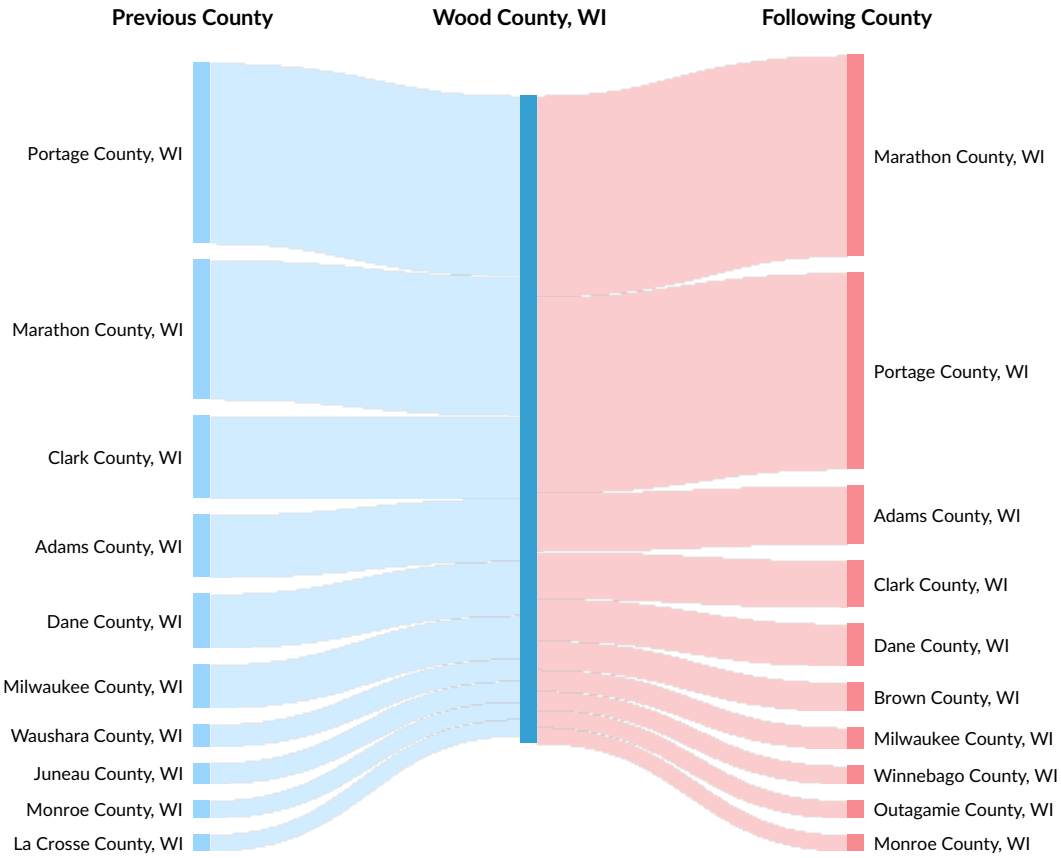
Where Talent Lives

ZIP	Name	2023 Workers
54494	Wisconsin Rapids, WI (i...	14,078
54449	Marshfield, WI (in Woo...	13,037
54457	Nekoosa, WI (in Wood c...	4,309
54495	Wisconsin Rapids, WI (i...	4,211
54466	Pittsville, WI (in Wood c...	1,610

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 2021, 413 people have migrated from Portage County, WI to Wood County, WI. In the same year, 460 people left Wood County, WI migrating to Marathon County, WI. The total Net Migration for Wood County, WI in 2021 was 175.



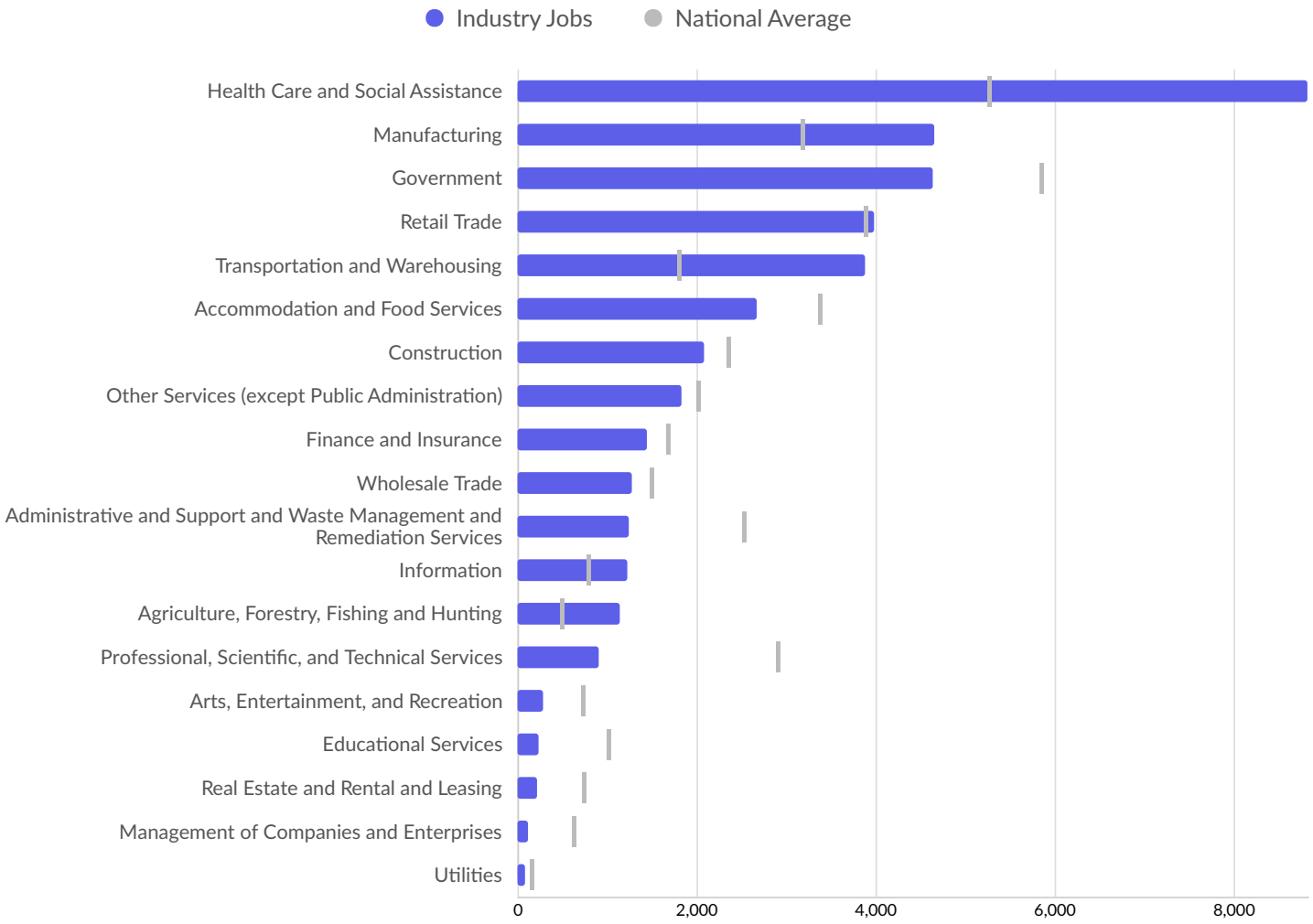
Top Previous Counties	Migrations
Portage County, WI	413
Marathon County, WI	319
Clark County, WI	190
Adams County, WI	143
Dane County, WI	124
Milwaukee County, WI	99

Top Previous Counties	Migrations
Waushara County, WI	51
Juneau County, WI	47
Monroe County, WI	40
La Crosse County, WI	38
Brown County, WI	38
Calumet County, WI	36
Washington County, WI	36
Waupaca County, WI	36
Jackson County, WI	35

Top Following Counties	Migrations
Marathon County, WI	460
Portage County, WI	449
Adams County, WI	133
Clark County, WI	107
Dane County, WI	97
Brown County, WI	66
Milwaukee County, WI	49
Winnebago County, WI	42
Outagamie County, WI	40
Monroe County, WI	38
Stearns County, MN	37
Pierce County, WI	36
Waushara County, WI	36
Grant County, WI	35
Eau Claire County, WI	35

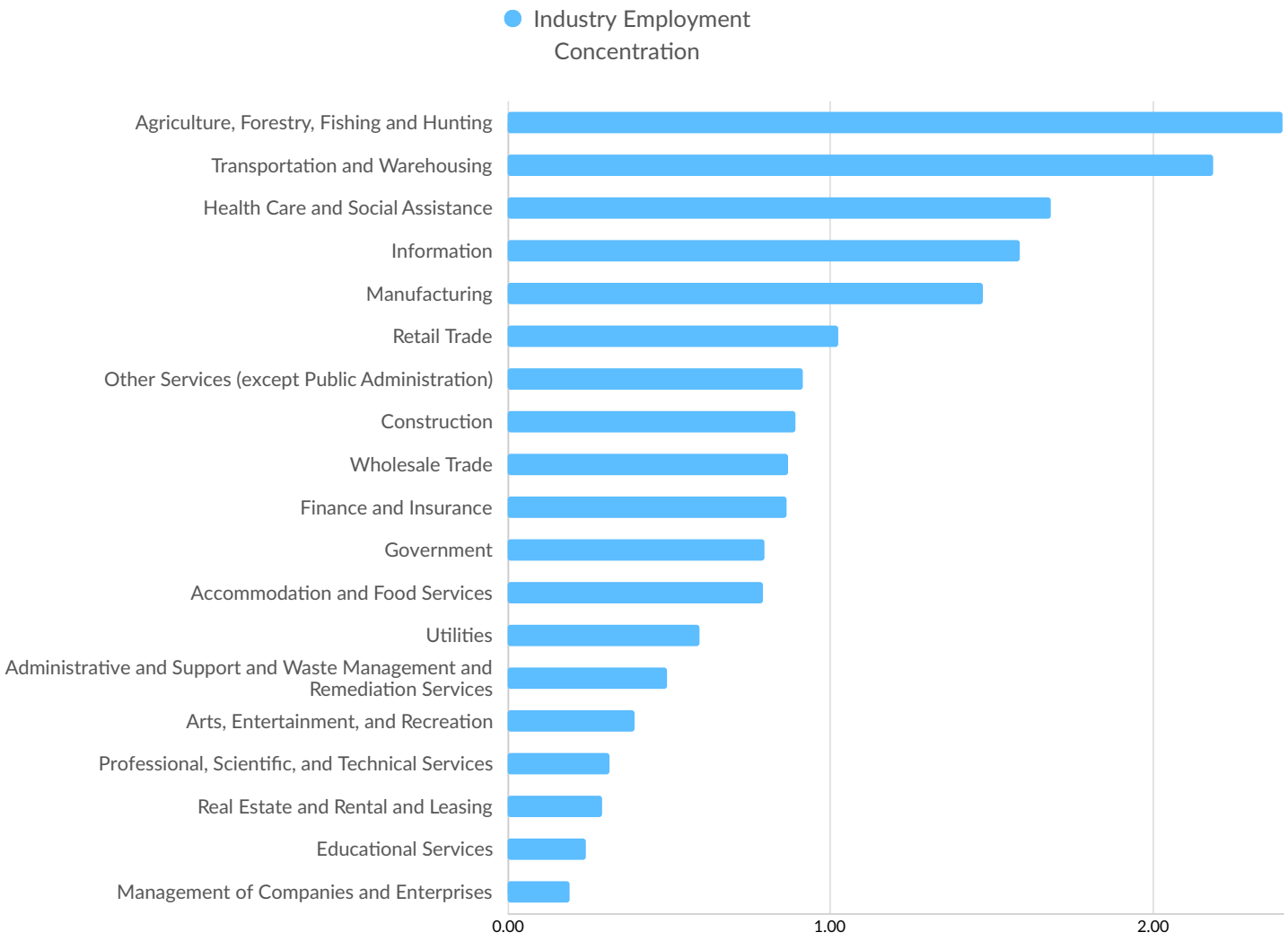
Industry Characteristics

Largest Industries

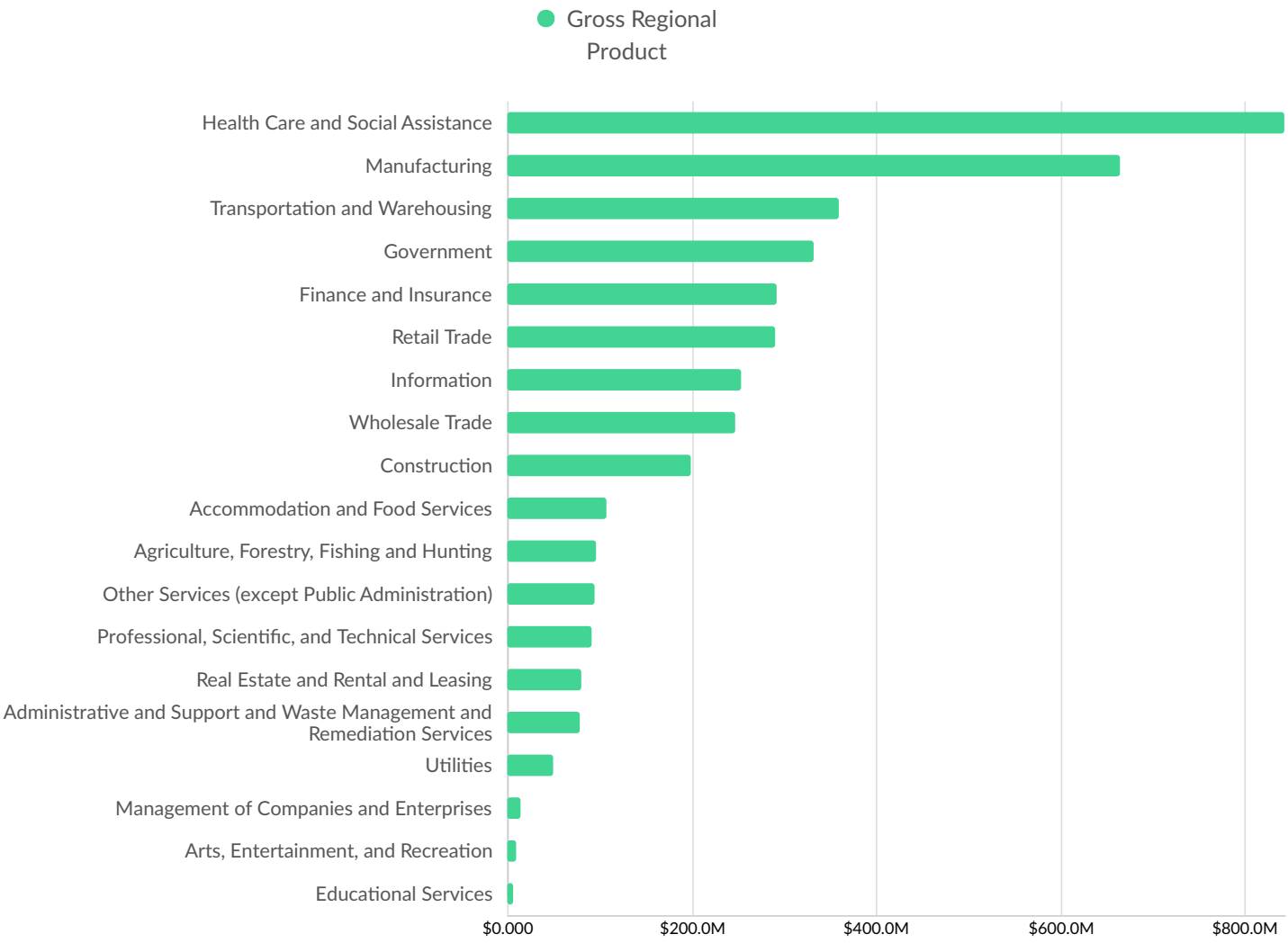


Top Growing Industries

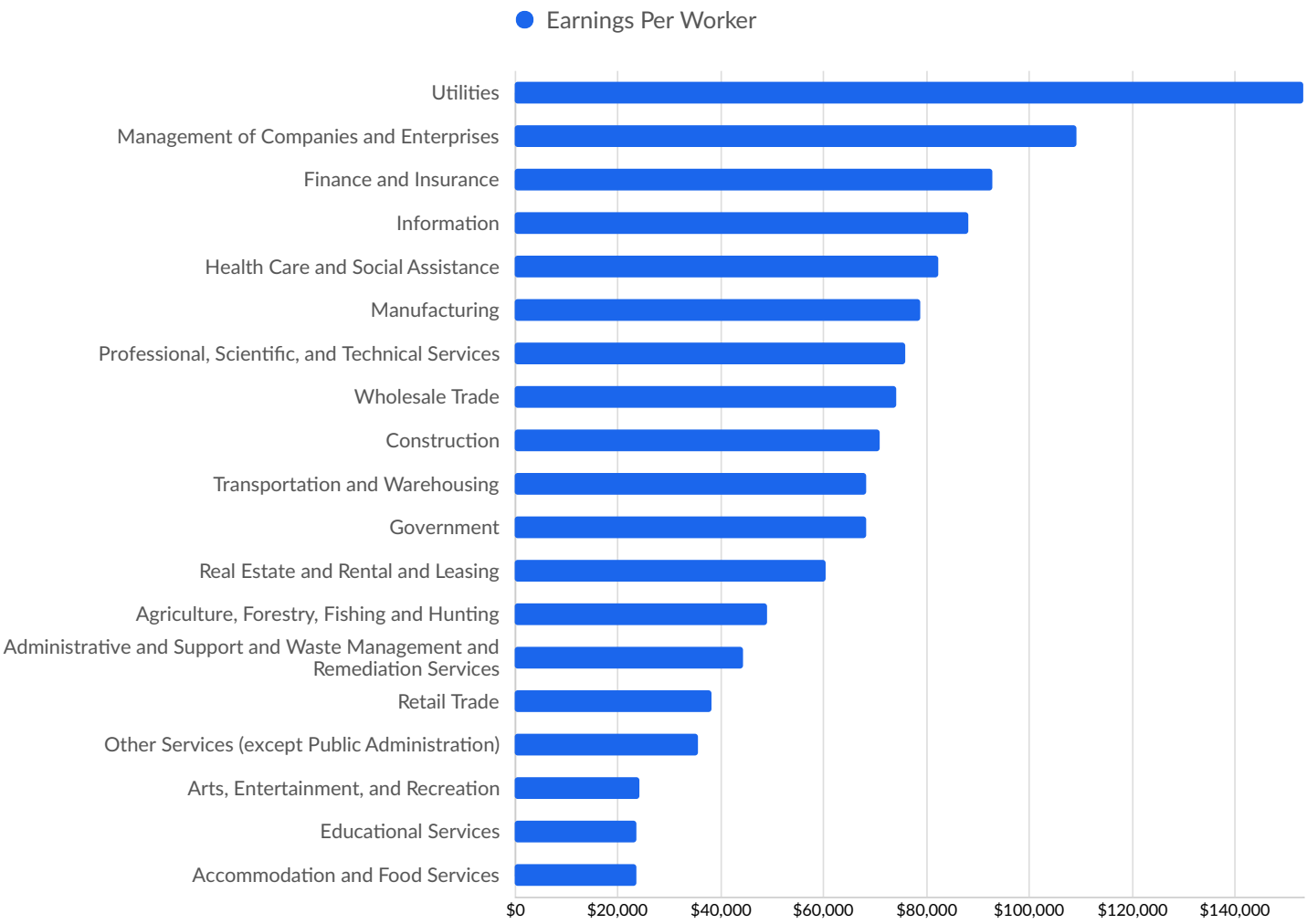
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

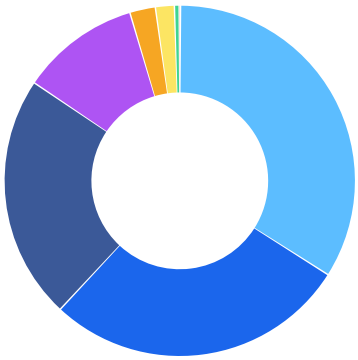
5,648 Companies Employ Your Workers

Online profiles for your workers mention 5,648 companies as employers, with the top 10 appearing below. In the last 12 months, 567 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	1,557
Verso Group	274
Renaissance Learning	245
Ministry Health Care	224
Mid-State Technical College	196
Security Health Plan	185
Roehl Transport	161
University of Wisconsin System	158
Walmart	154
Aspirus	143

Top Companies Posting	Unique Postings
Marshfield Clinic	661
Beaver Dam Community Hospit...	393
CompHealth	129
Aspirus	114
Domtar	90
Beaver Dam Community Hospital	75
Georgetown University	71
Walmart	65
Mid-State Technical College	63
Kwik Trip	61

Business Size

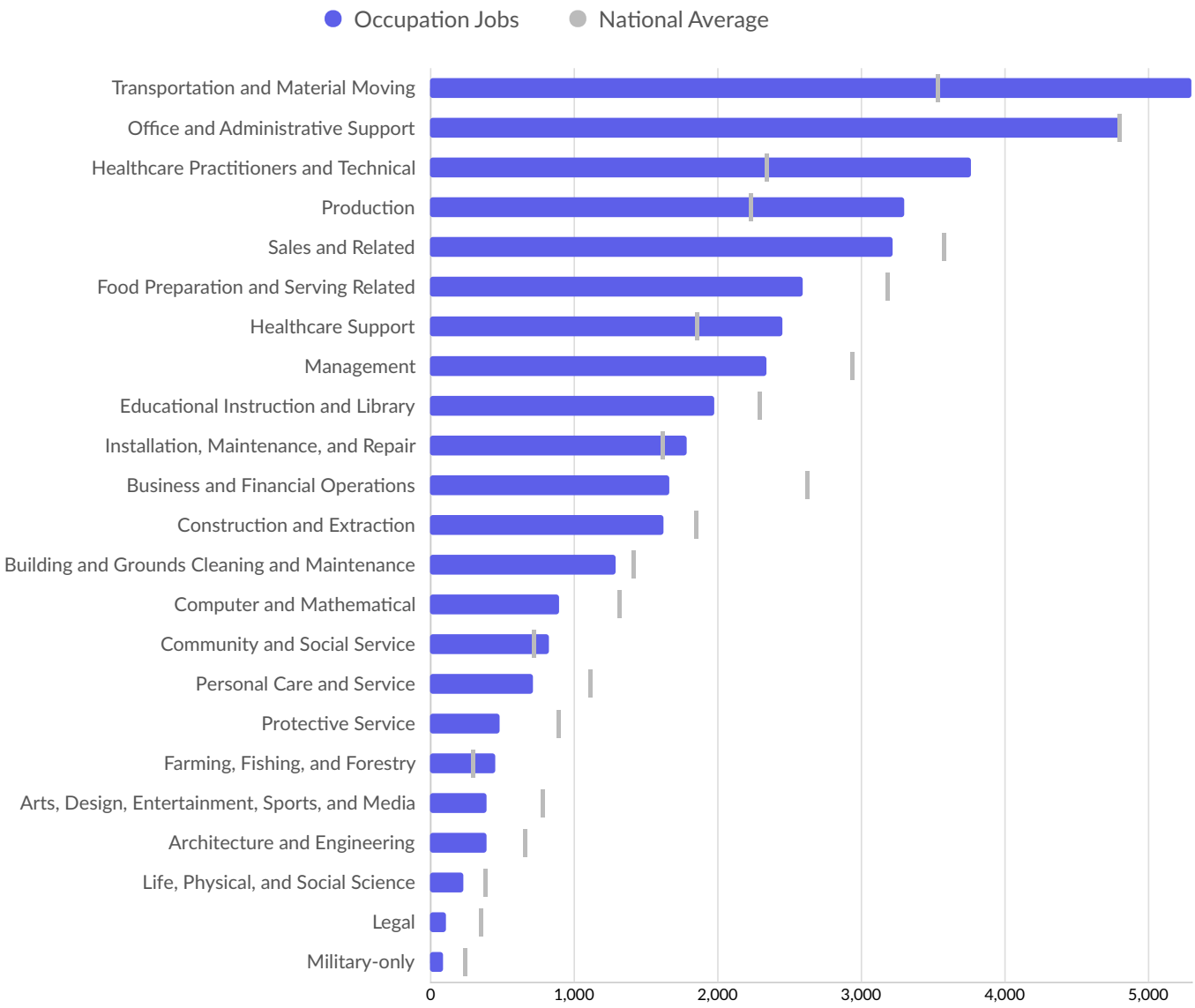


	Percentage	Business Count
1 to 4 employees	33.9%	1,091
5 to 9 employees	27.9%	899
10 to 19 employees	22.5%	724
20 to 49 employees	11.0%	353
50 to 99 employees	2.4%	76
100 to 249 employees	1.7%	56
250 to 499 employees	0.4%	14
500+ employees	0.1%	4

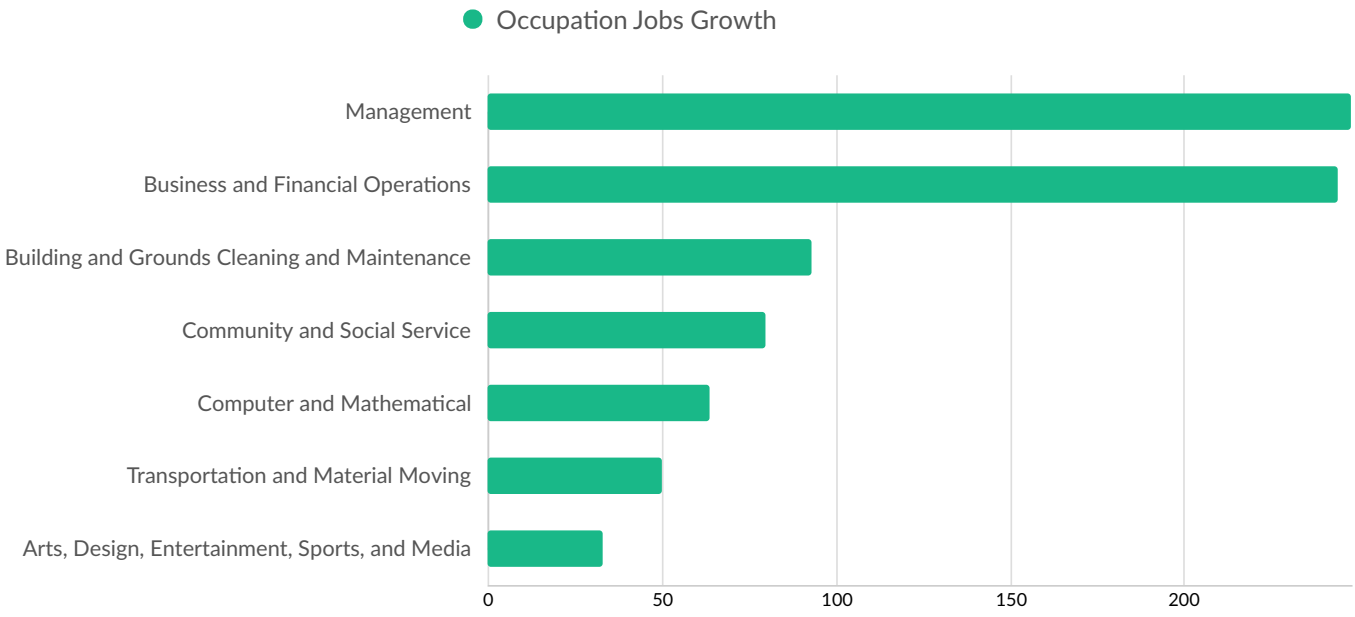
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

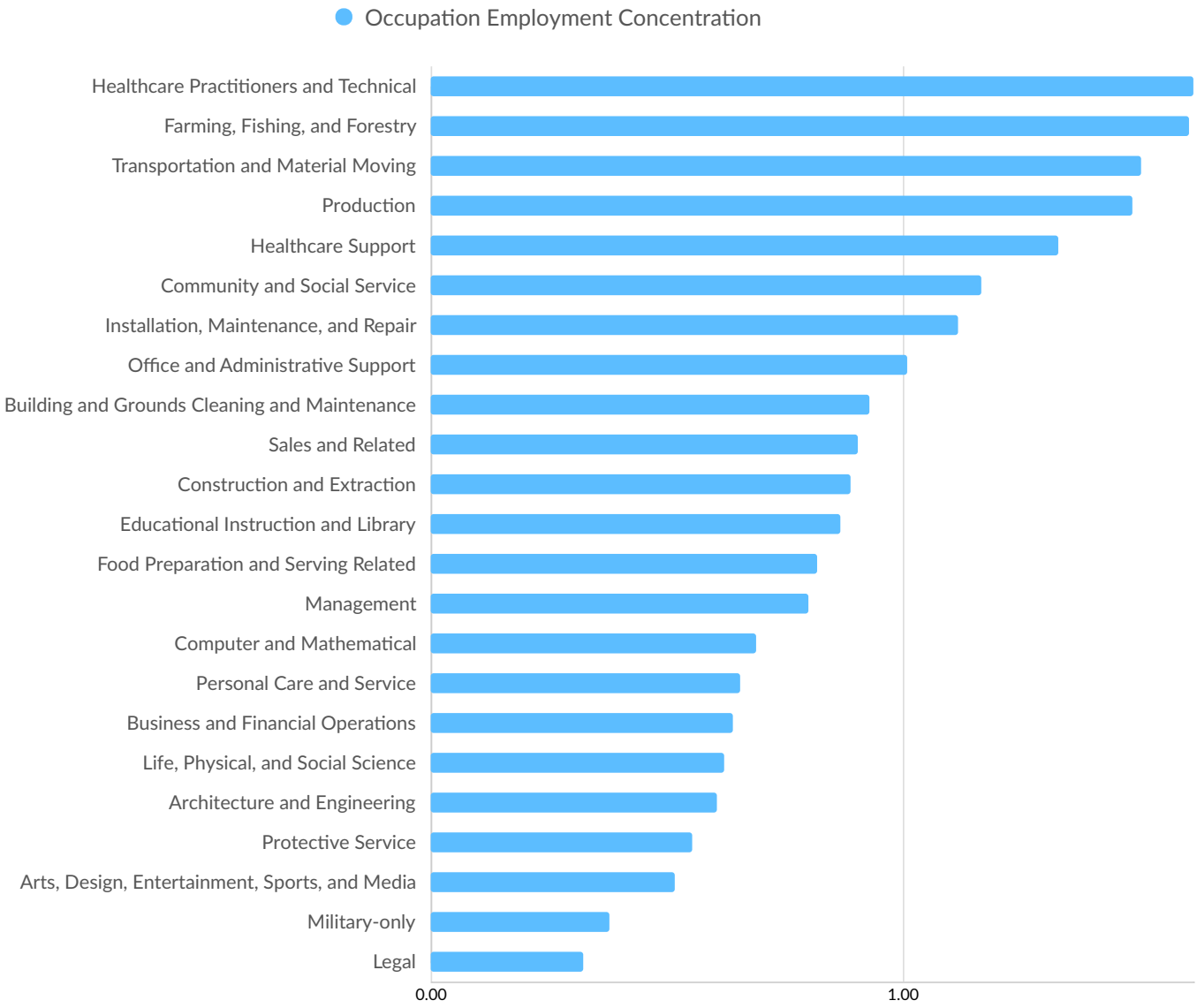
Largest Occupations



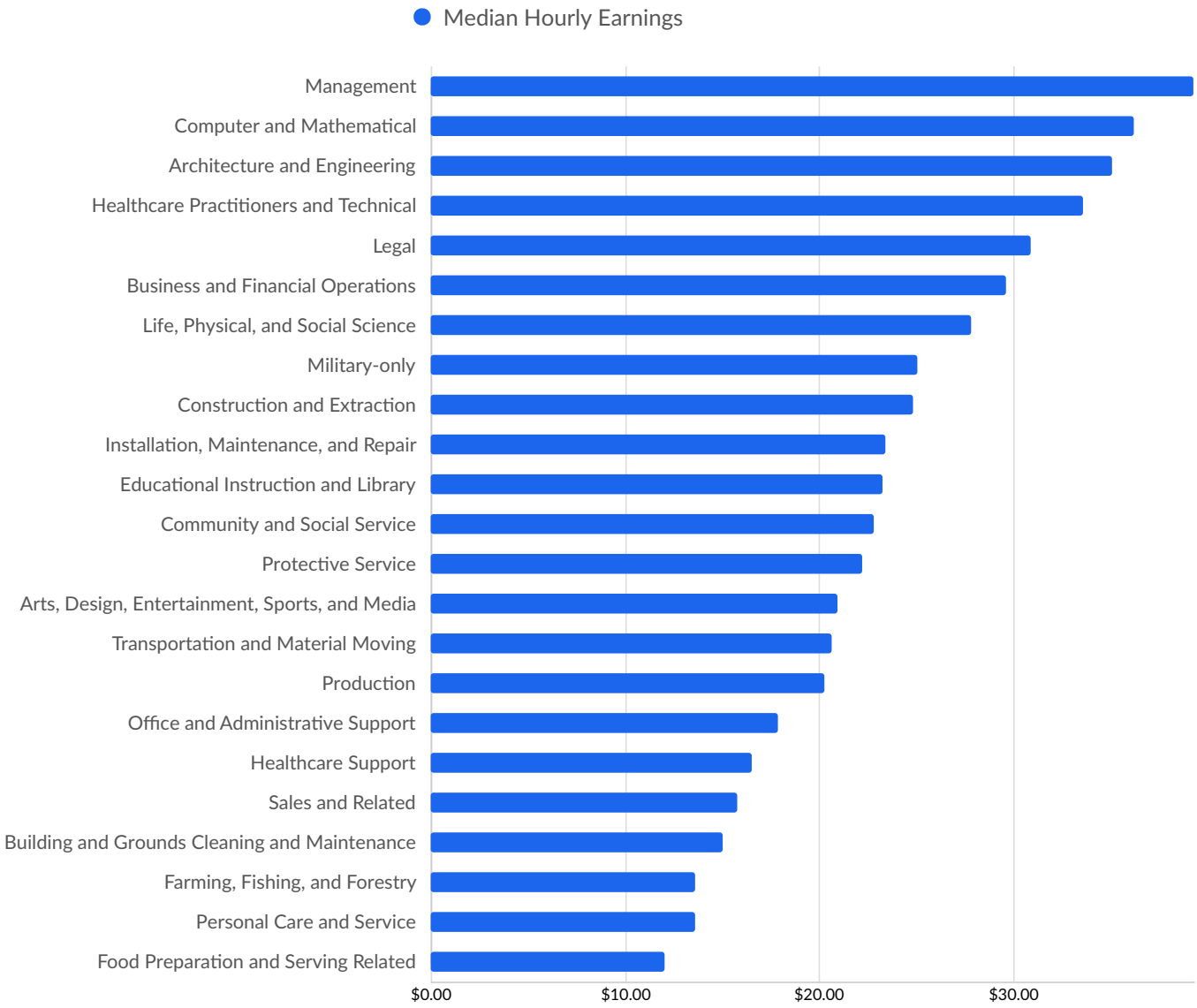
Top Growing Occupations



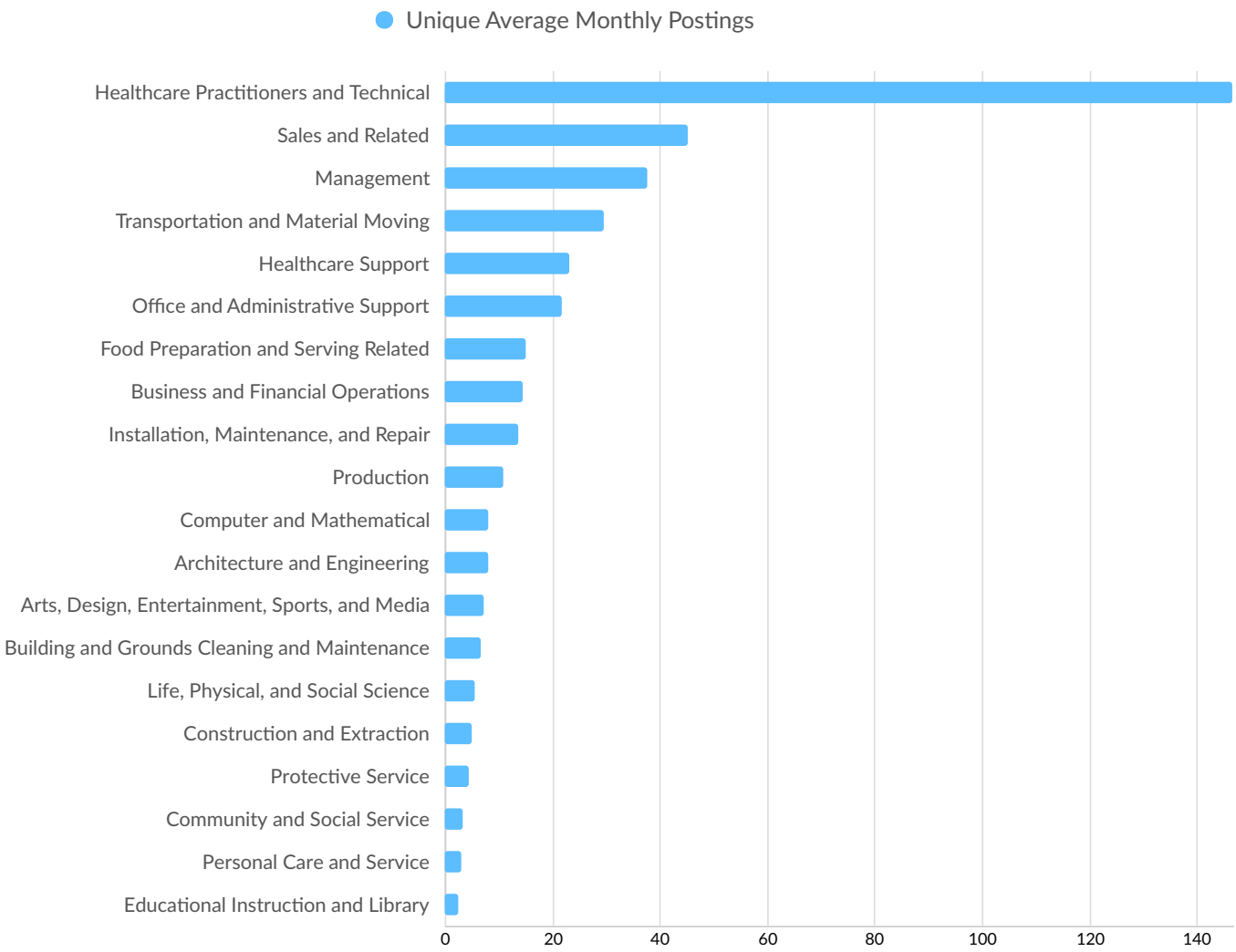
Top Occupation Employment Concentration



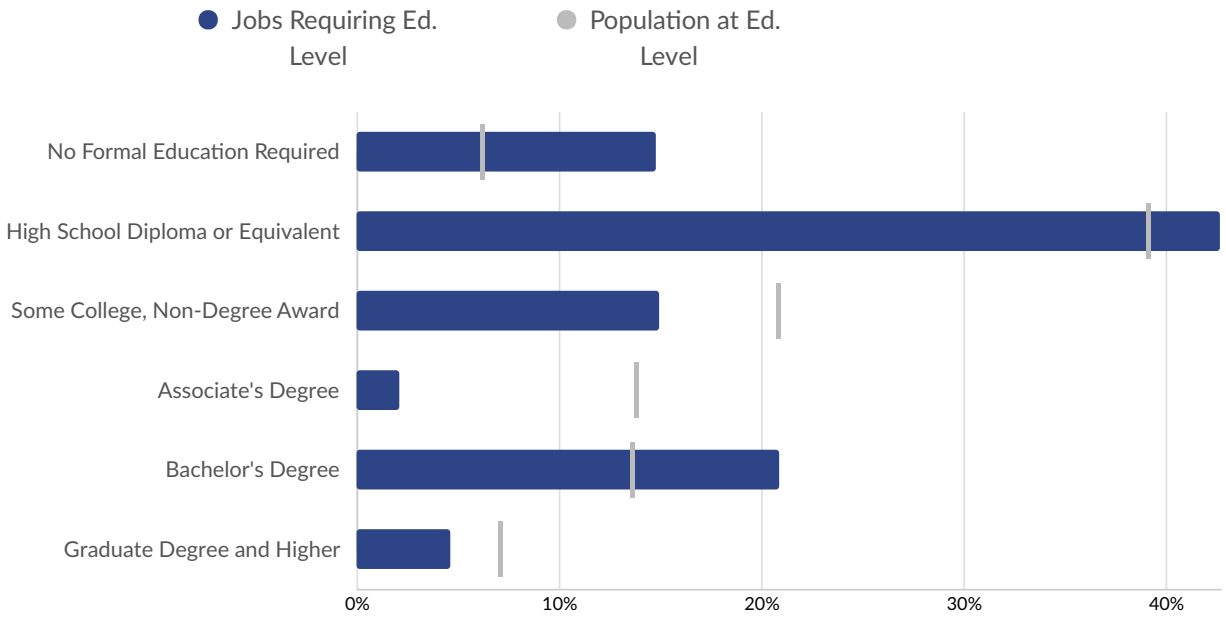
Top Occupation Earnings



Top Posted Occupations

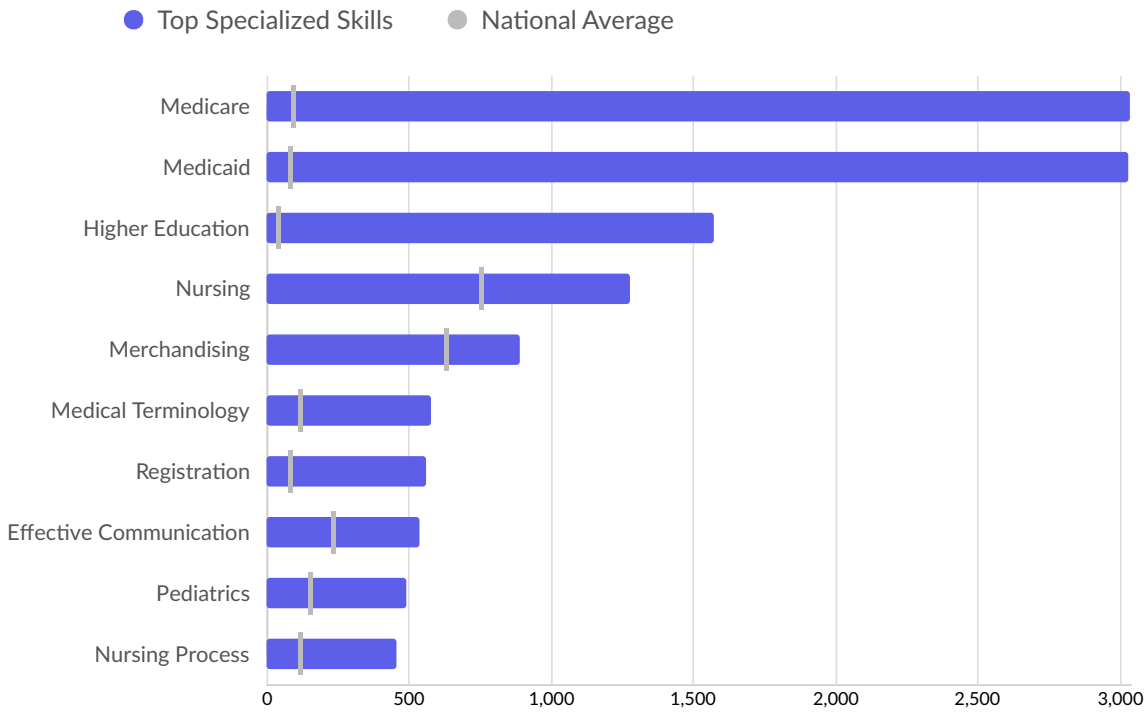


Underemployment



Educational Pipeline

In 2022, there were 882 graduates in Wood County, WI. This pipeline has grown by 2% 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 "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate).

School	Total Graduates (2022)	Graduate Trend (2018 - 2022)
Mid-State Technical College	882	

In-Demand Skills