



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

74,677

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.

40,747

Total Regional Employment

Jobs decreased by 1,680 over the last 5 years and are projected to decrease by 258 over the next 5 years.

\$58.0K

Median Household Income (2022)

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 4.0% in Wood County, WI from 42,427 to 40,747. This change fell short of the national growth rate of 3.9% by 7.9%. As the number of jobs declined, the labor force participation rate decreased from 60.1% to 55.1% between 2018 and 2023.
- Concerning educational attainment, 14.5% of Wood County, WI residents possess a Bachelor's Degree (6.6% below the national average), and 14.4% hold an Associate's Degree (5.6% 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.

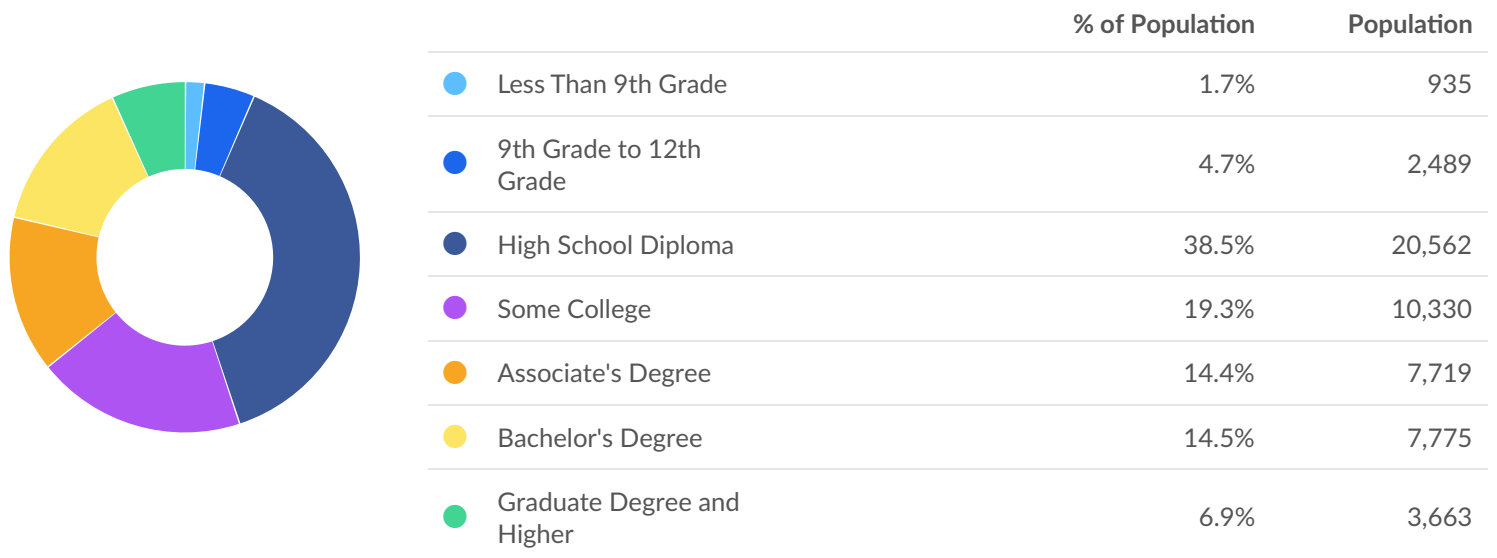
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	75,206	33,292	40,747	98.8	\$4.68B	\$5.85B	\$5.67B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

Feb 2024 Labor Force Breakdown



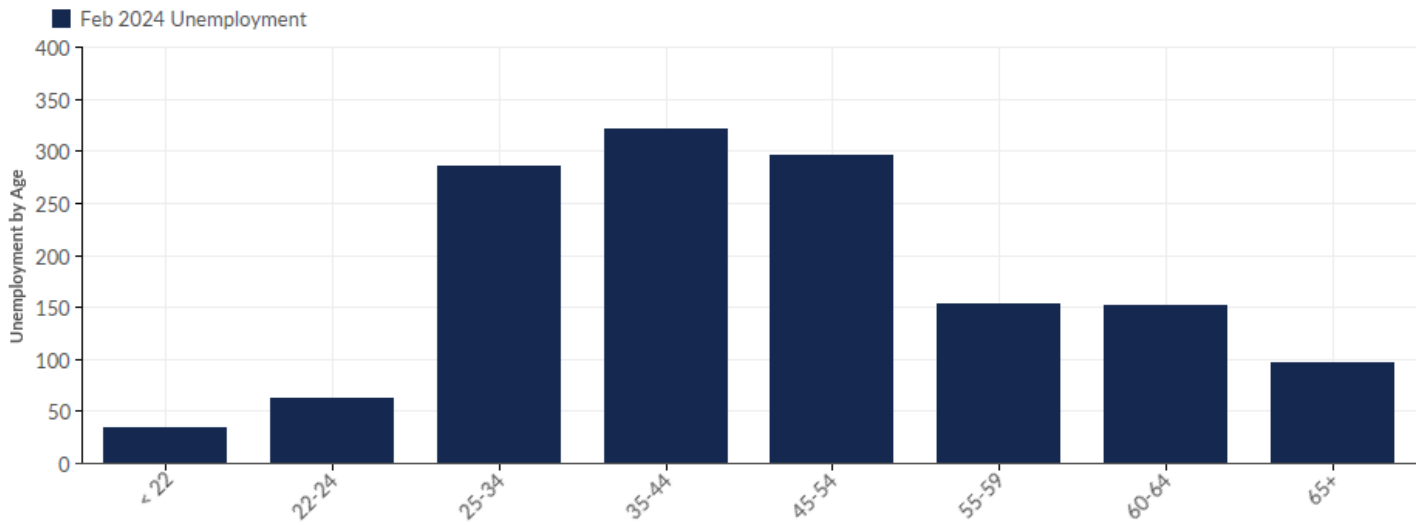
Educational Attainment

Concerning educational attainment, **14.5% of Wood County, WI residents possess a Bachelor's Degree** (6.6% below the national average), and **14.4% hold an Associate's Degree** (5.6% above the national average).



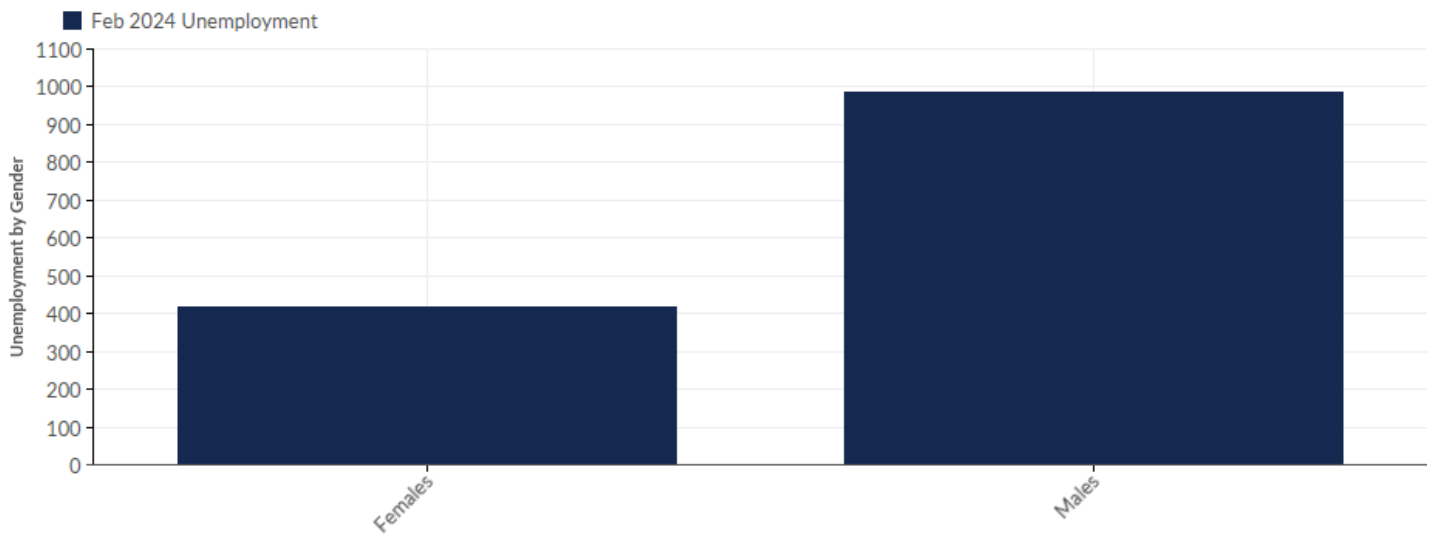
Unemployment by Demographics

Unemployment by Age



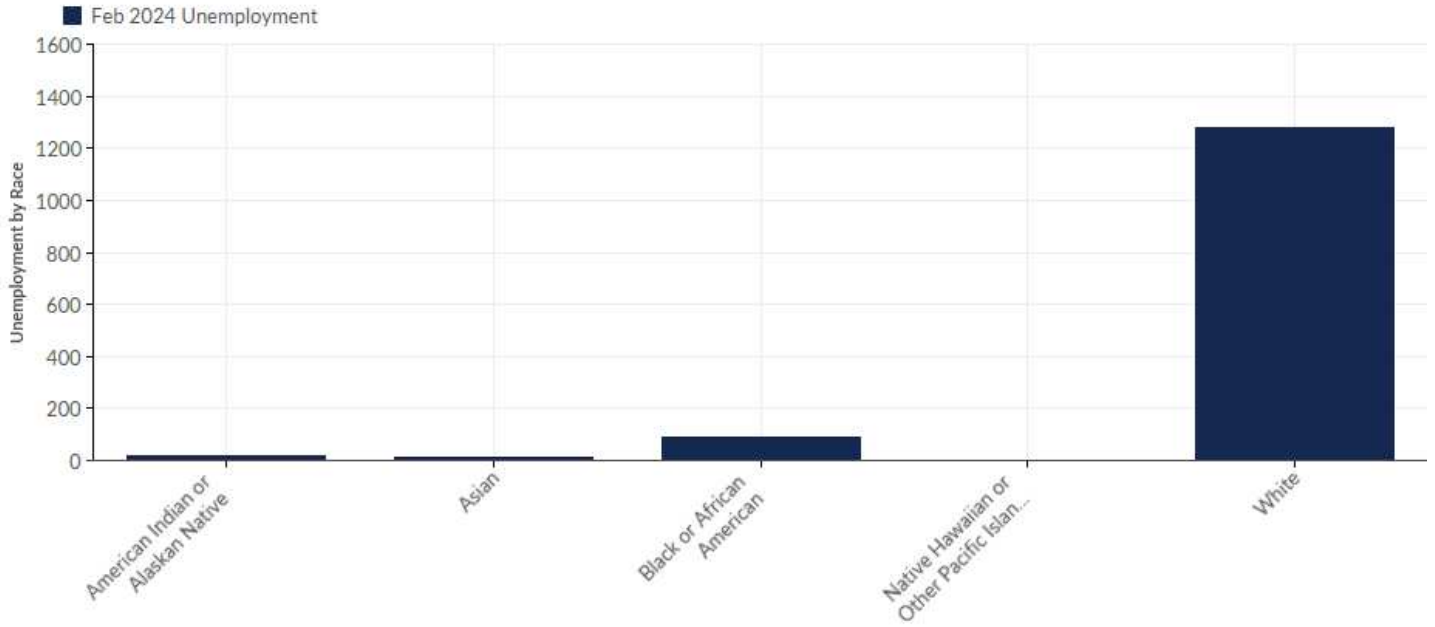
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	35	2.50%
22-24	62	4.43%
25-34	285	20.36%
35-44	321	22.93%
45-54	296	21.14%
55-59	153	10.93%
60-64	152	10.86%
65+	96	6.86%
Total	1,400	100.00%

Unemployment by Gender



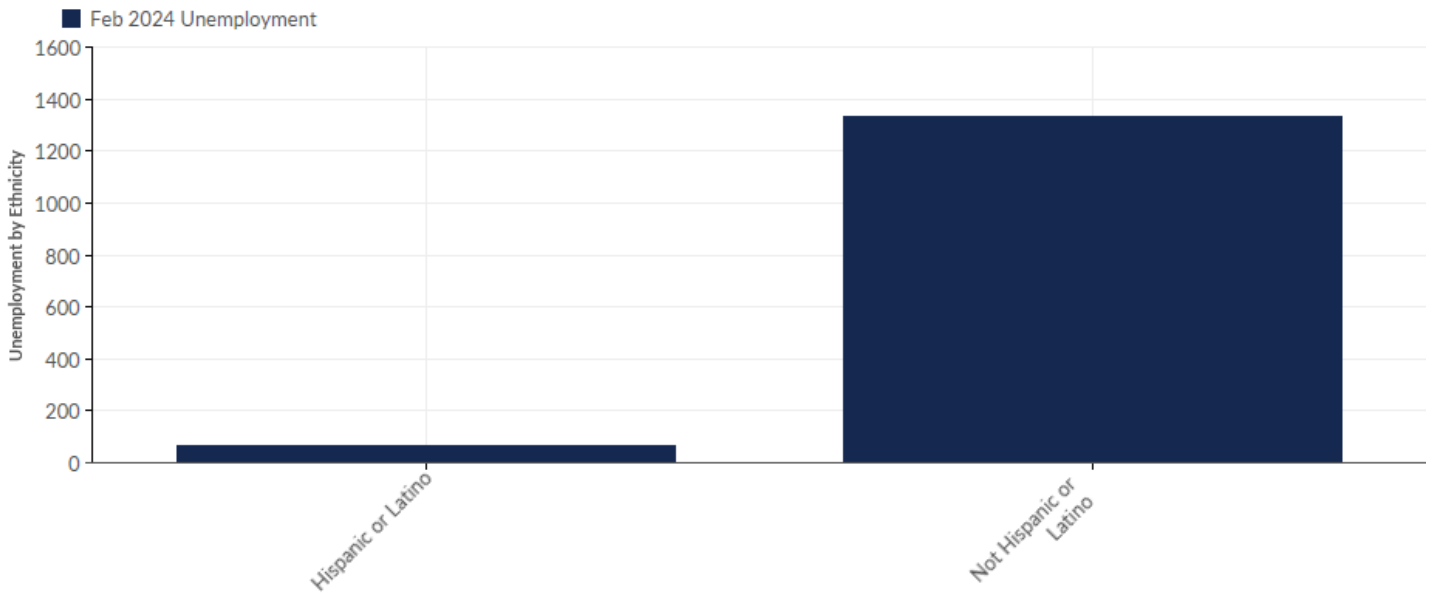
Gender	Unemployment (Feb 2024)	% of Unemployed
Females	416	29.71%
Males	984	70.29%
Total	1,400	100.00%

Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	19	1.36%
Asian	13	0.93%
Black or African American	89	6.36%
Native Hawaiian or Other Pacific Islander	2	0.14%
White	1,277	91.21%
Total	1,400	100.00%

Unemployment by Ethnicity

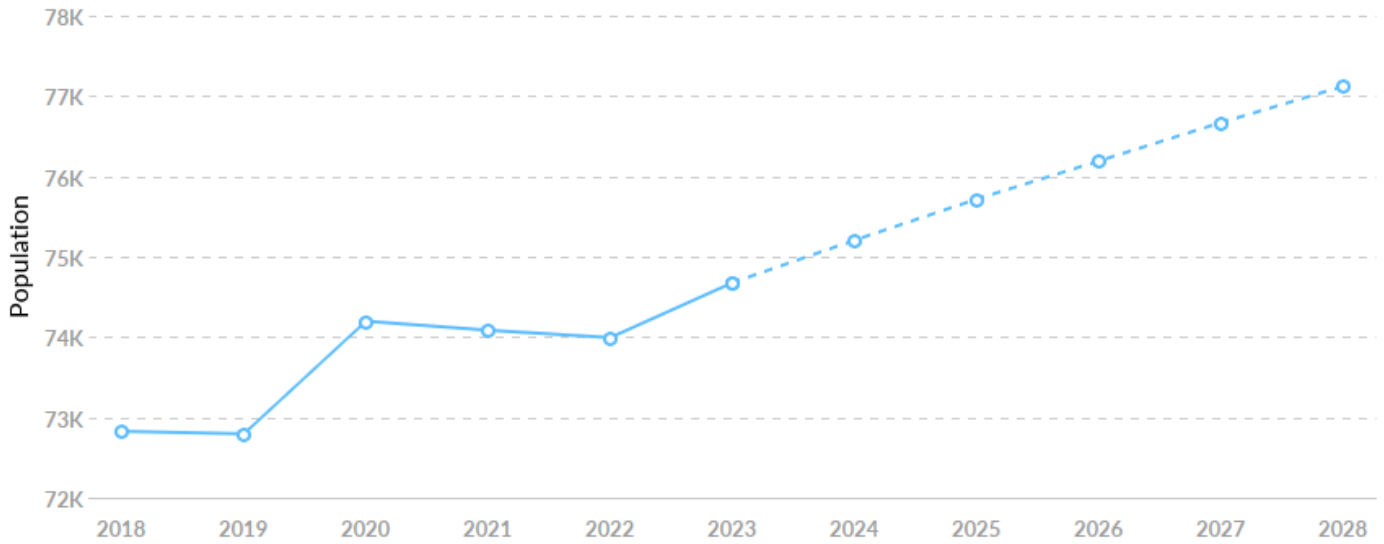


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	68	4.86%
Not Hispanic or Latino	1,332	95.14%
Total	1,400	100.00%

Historic & Projected Trends

Population Trends

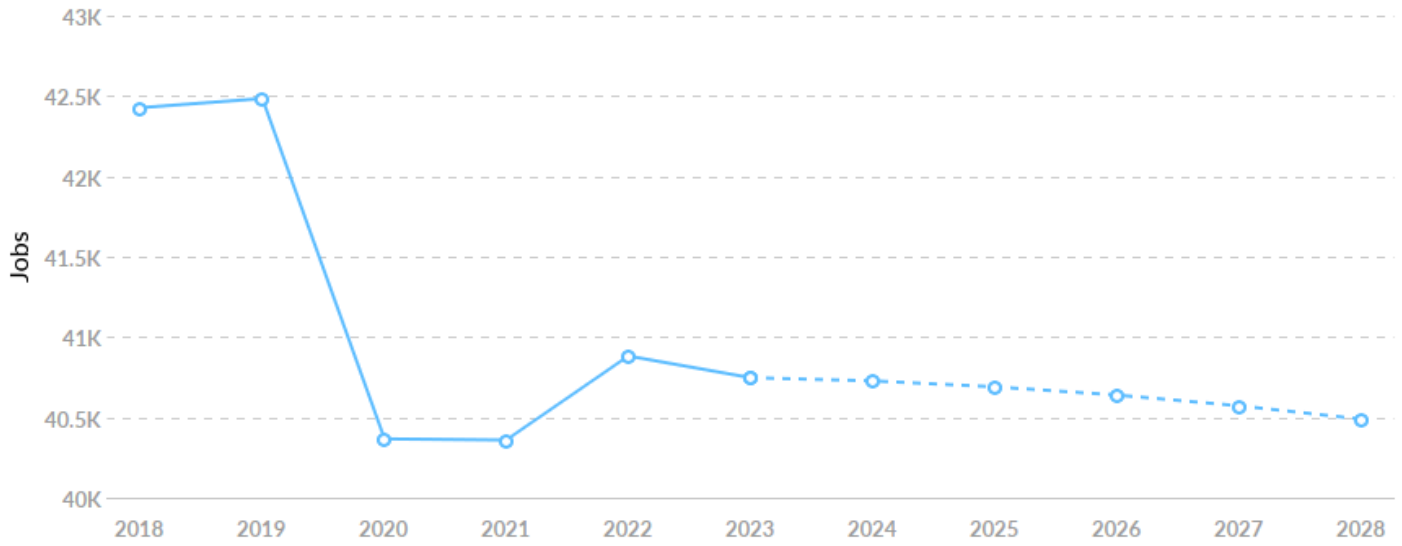
As of 2023 the region's population increased by 2.5% since 2018, growing by 1,850. Population is expected to increase by 3.3% between 2023 and 2028, adding 2,444.



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	76,192
2027	76,670
2028	77,121

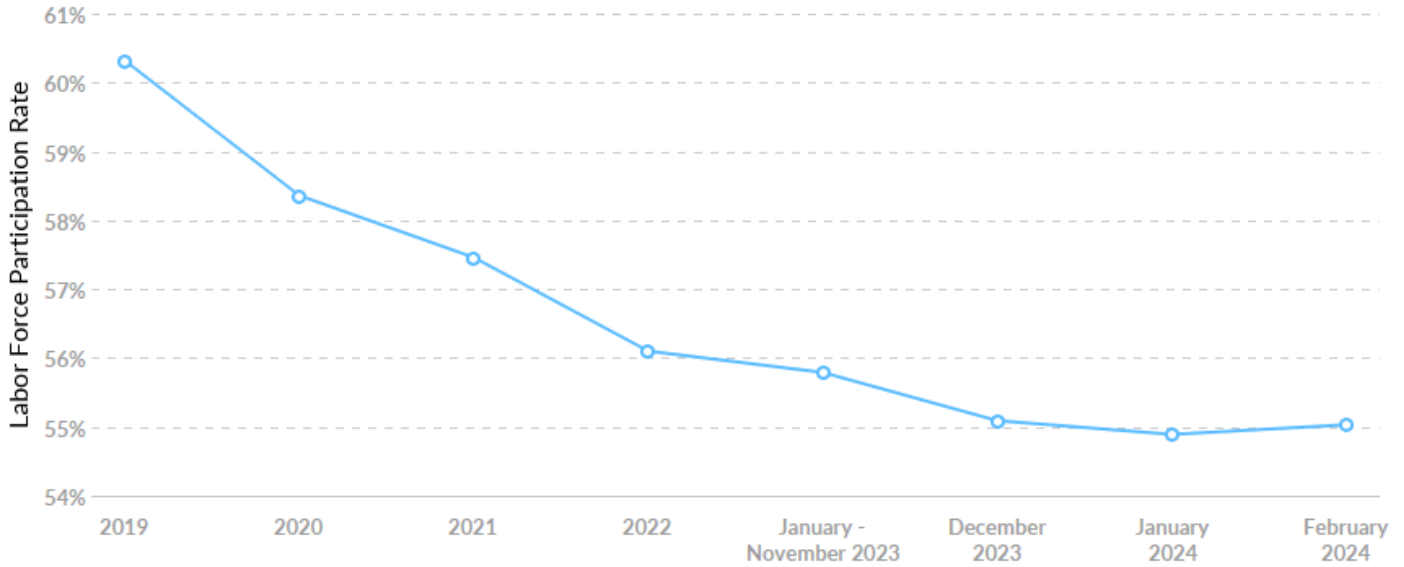
Job Trends

From 2018 to 2023, jobs declined by 4.0% in Wood County, WI from 42,427 to 40,747. This change fell short of the national growth rate of 3.9% by 7.9%.



Timeframe	Jobs
2018	42,427
2019	42,484
2020	40,366
2021	40,359
2022	40,882
2023	40,747
2024	40,727
2025	40,690
2026	40,639
2027	40,572
2028	40,489

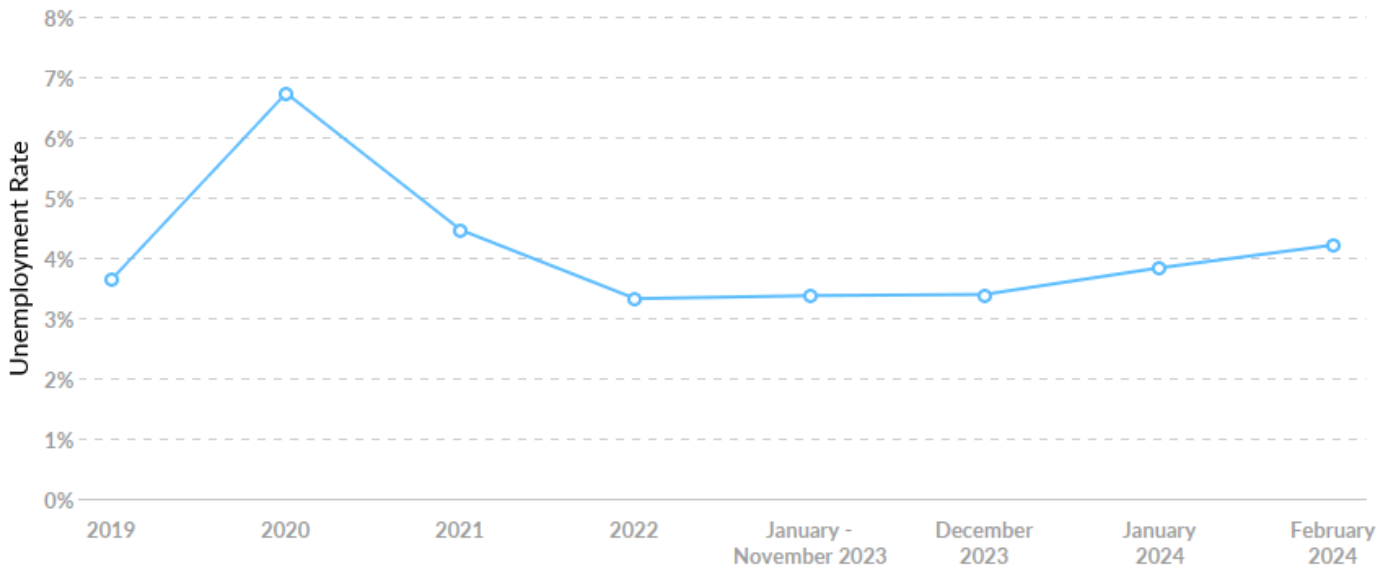
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	60.32%
2020	58.36%
2021	57.46%
2022	56.10%
January - November 2023	55.79%
December 2023	55.09%
January 2024	54.89%
February 2024	55.03%

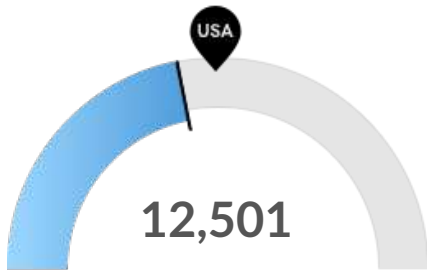
Unemployment Rate Trends

Wood County, WI had a February 2024 unemployment rate of 4.21%, **increasing from 3.64%** 5 years before.



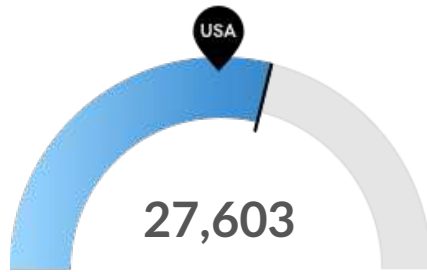
Timeframe	Unemployment Rate
2019	3.64%
2020	6.73%
2021	4.46%
2022	3.32%
January - November 2023	3.37%
December 2023	3.39%
January 2024	3.83%
February 2024	4.21%

Population Characteristics



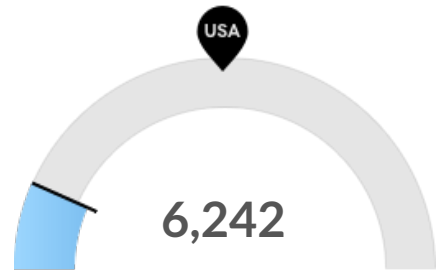
Millennials

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



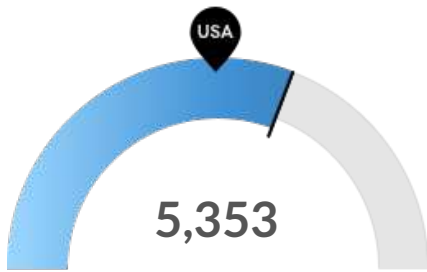
Retiring Soon

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.



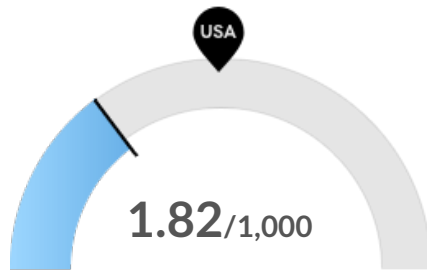
Racial Diversity

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.



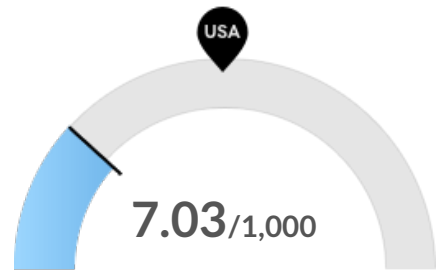
Veterans

Wood County, WI has 5,353 veterans. The national average for an area this size is 3,870.



Violent Crime

Wood County, WI has 1.82 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

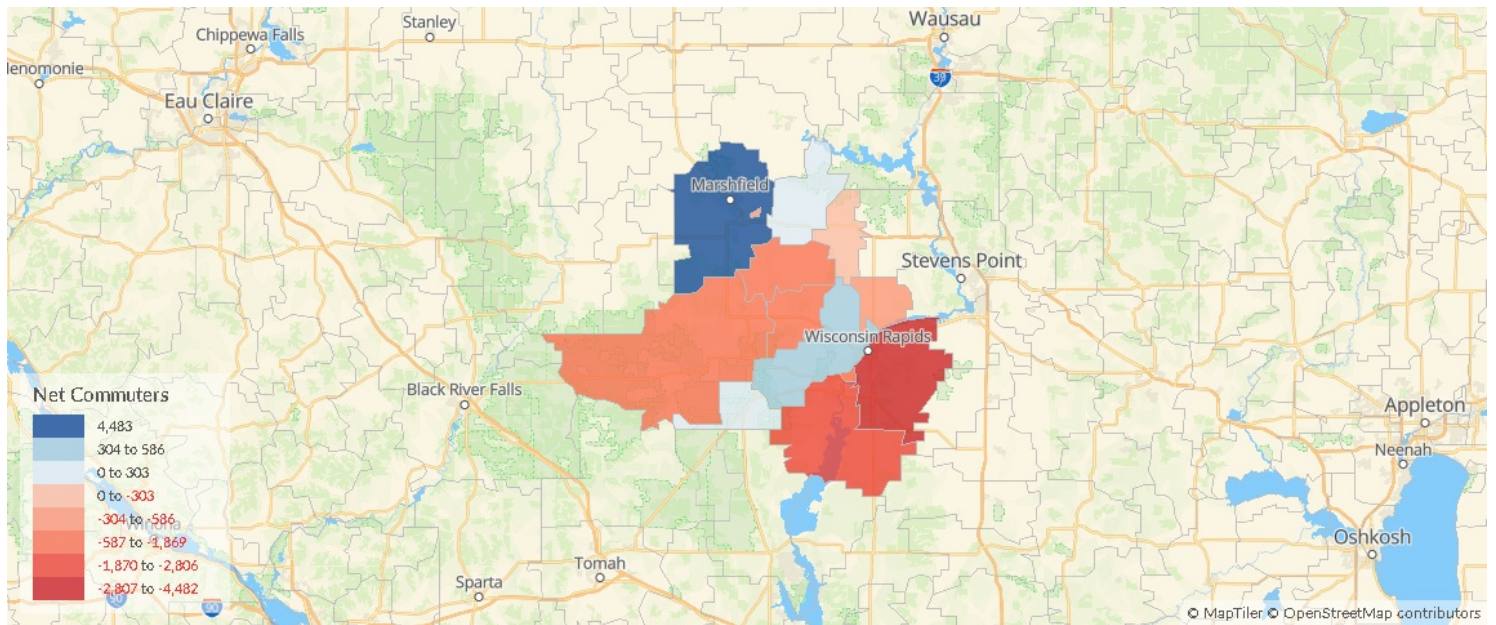


Property Crime

Wood County, WI has 7.03 property crimes per 1,000 people. The national rate is 18.22 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...	17,470
54494	Wisconsin Rapids, WI (i...	11,286
54495	Wisconsin Rapids, WI (i...	4,576
54457	Nekoosa, WI (in Wood c...	2,443
54412	Auburndale, WI (in Woo...	1,280

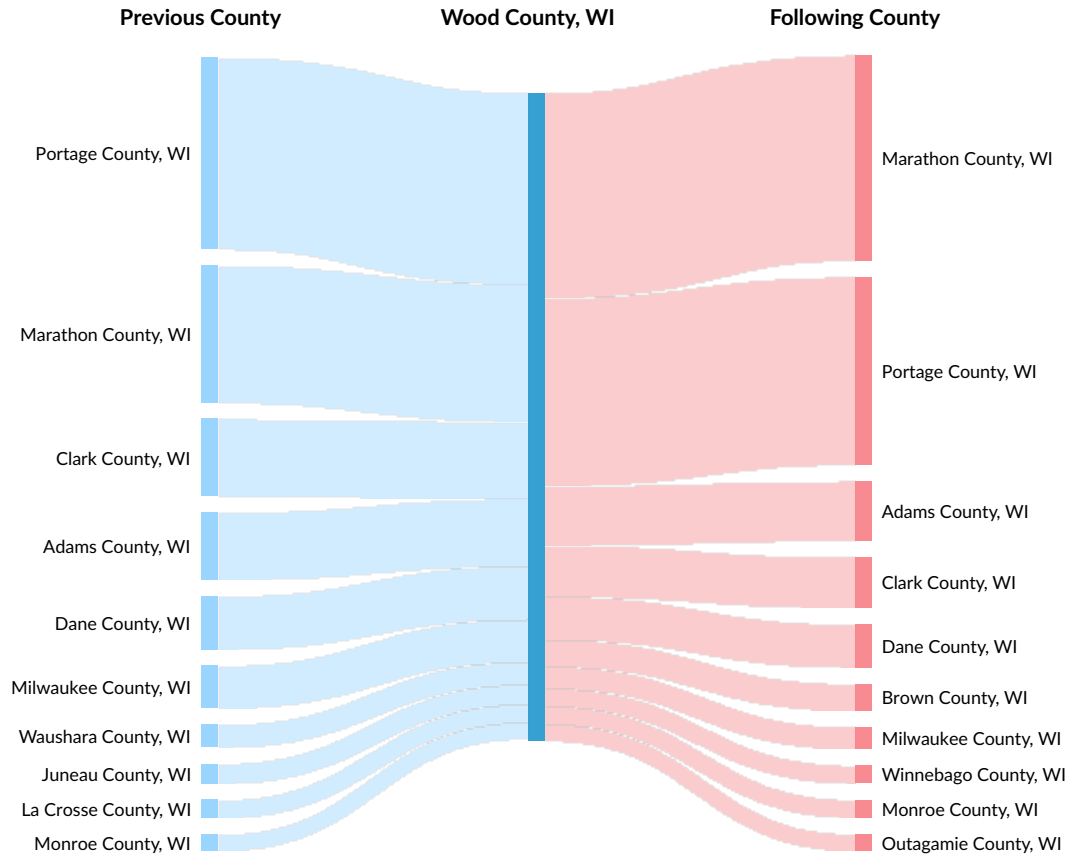
Where Talent Lives

ZIP	Name	2023 Workers
54494	Wisconsin Rapids, WI (i...	14,093
54449	Marshfield, WI (in Woo...	12,987
54457	Nekoosa, WI (in Wood c...	4,313
54495	Wisconsin Rapids, WI (i...	4,220
54466	Pittsville, WI (in Wood c...	1,630

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, 440 people have migrated from Portage County, WI to Wood County, WI. In the same year, 471 people left Wood County, WI migrating to Marathon County, WI. The total Net Migration for Wood County, WI in 2021 was 157.

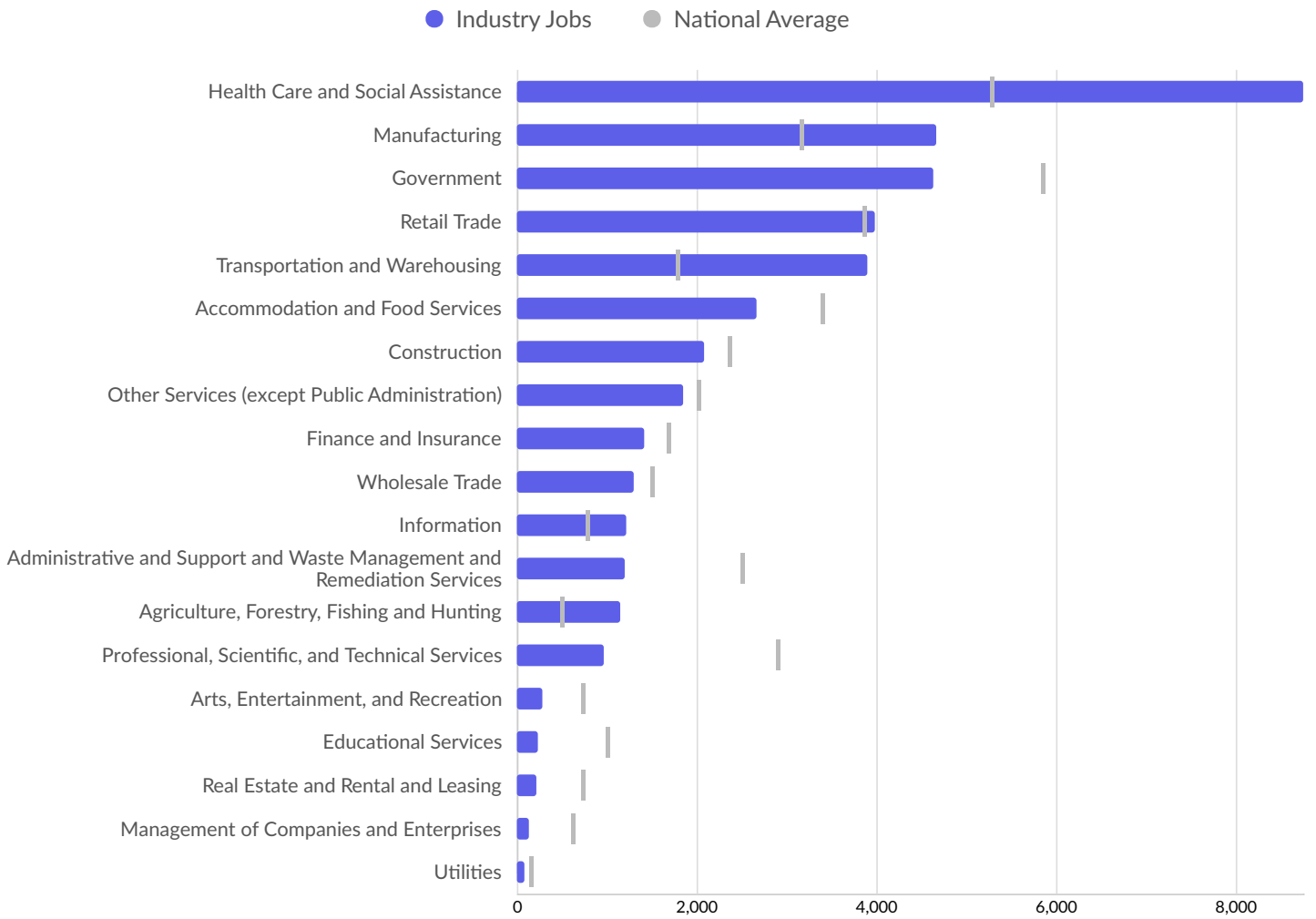


Top Previous Counties	Migrations
Portage County, WI	440
Marathon County, WI	315
Clark County, WI	177
Adams County, WI	154
Dane County, WI	122
Milwaukee County, WI	97

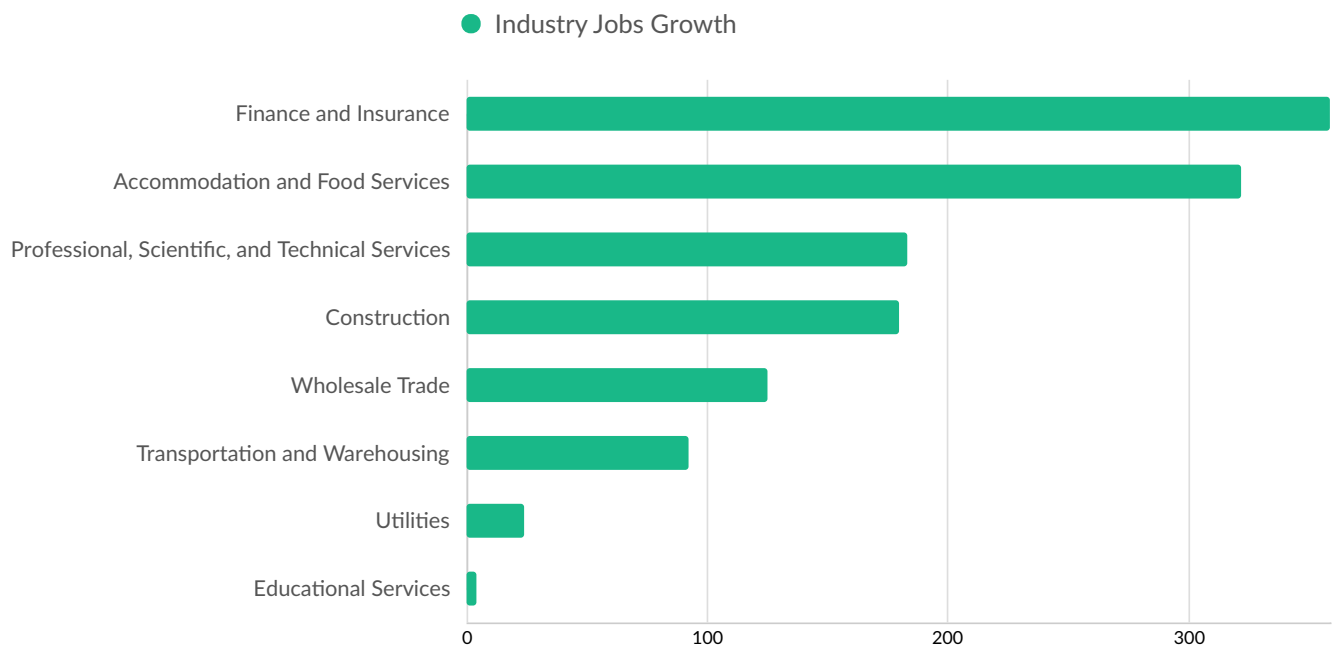
Top Previous Counties	Migrations
Waushara County, WI	52
Juneau County, WI	45
La Crosse County, WI	41
Monroe County, WI	38
Outagamie County, WI	36
Brown County, WI	36
Waukesha County, WI	35
Washington County, WI	35
Rock County, WI	33
Top Following Counties	Migrations
Marathon County, WI	471
Portage County, WI	431
Adams County, WI	136
Clark County, WI	117
Dane County, WI	99
Brown County, WI	62
Milwaukee County, WI	50
Winnebago County, WI	41
Monroe County, WI	41
Outagamie County, WI	39
Waushara County, WI	36
El Paso County, CO	35
Oneida County, WI	35
Eau Claire County, WI	33
Hillsborough County, FL	33

Industry Characteristics

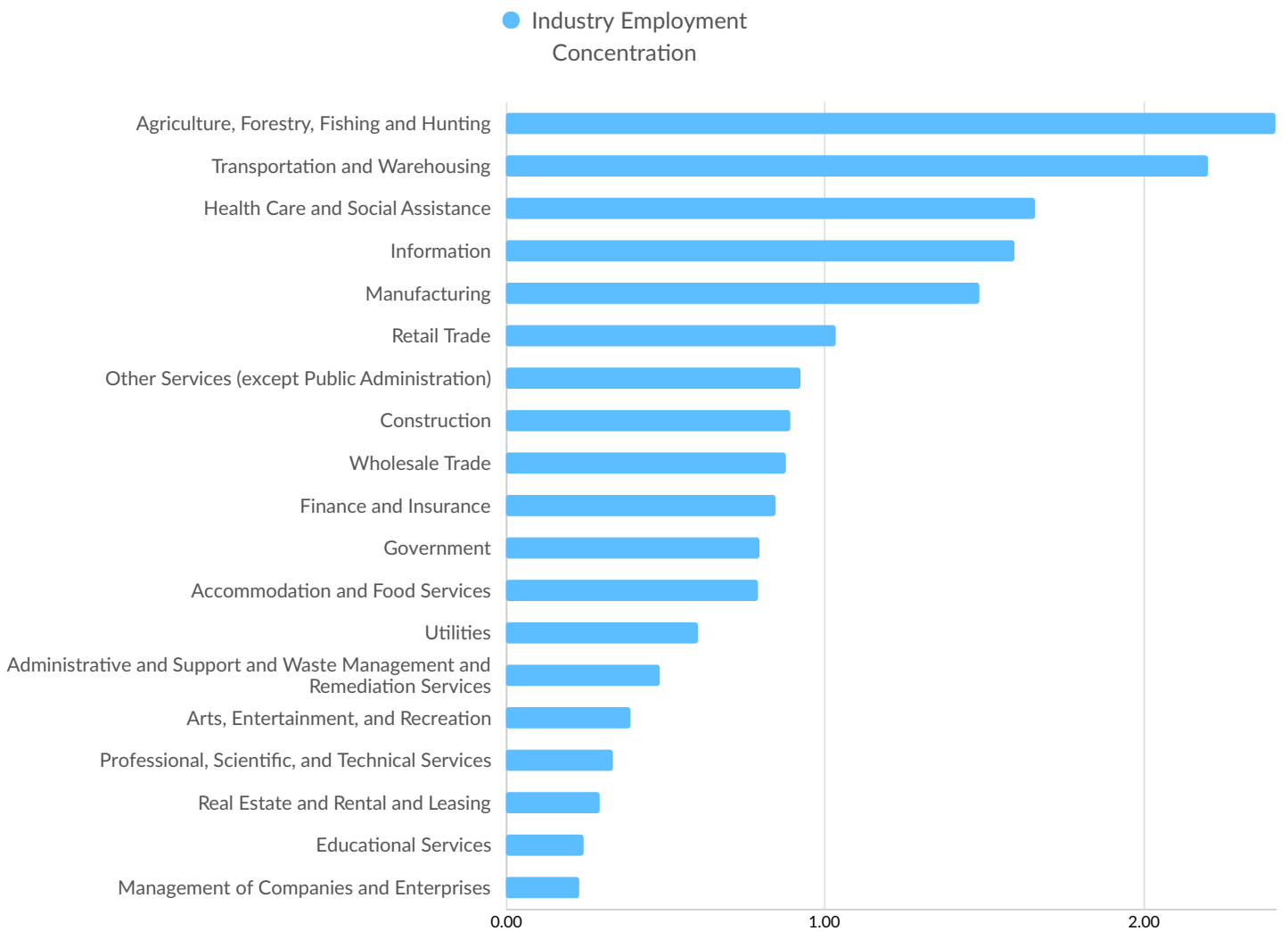
Largest Industries



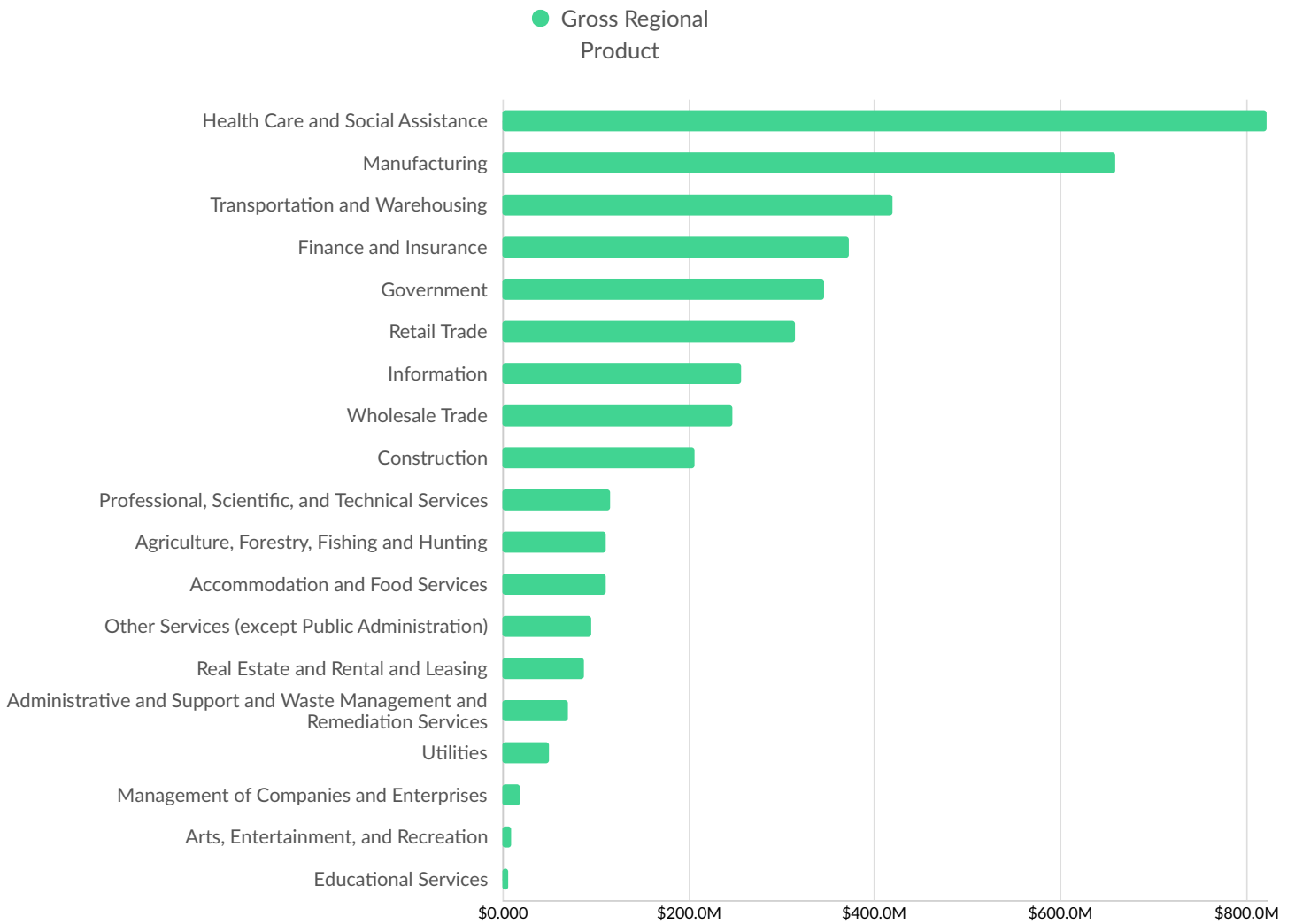
Top Growing Industries



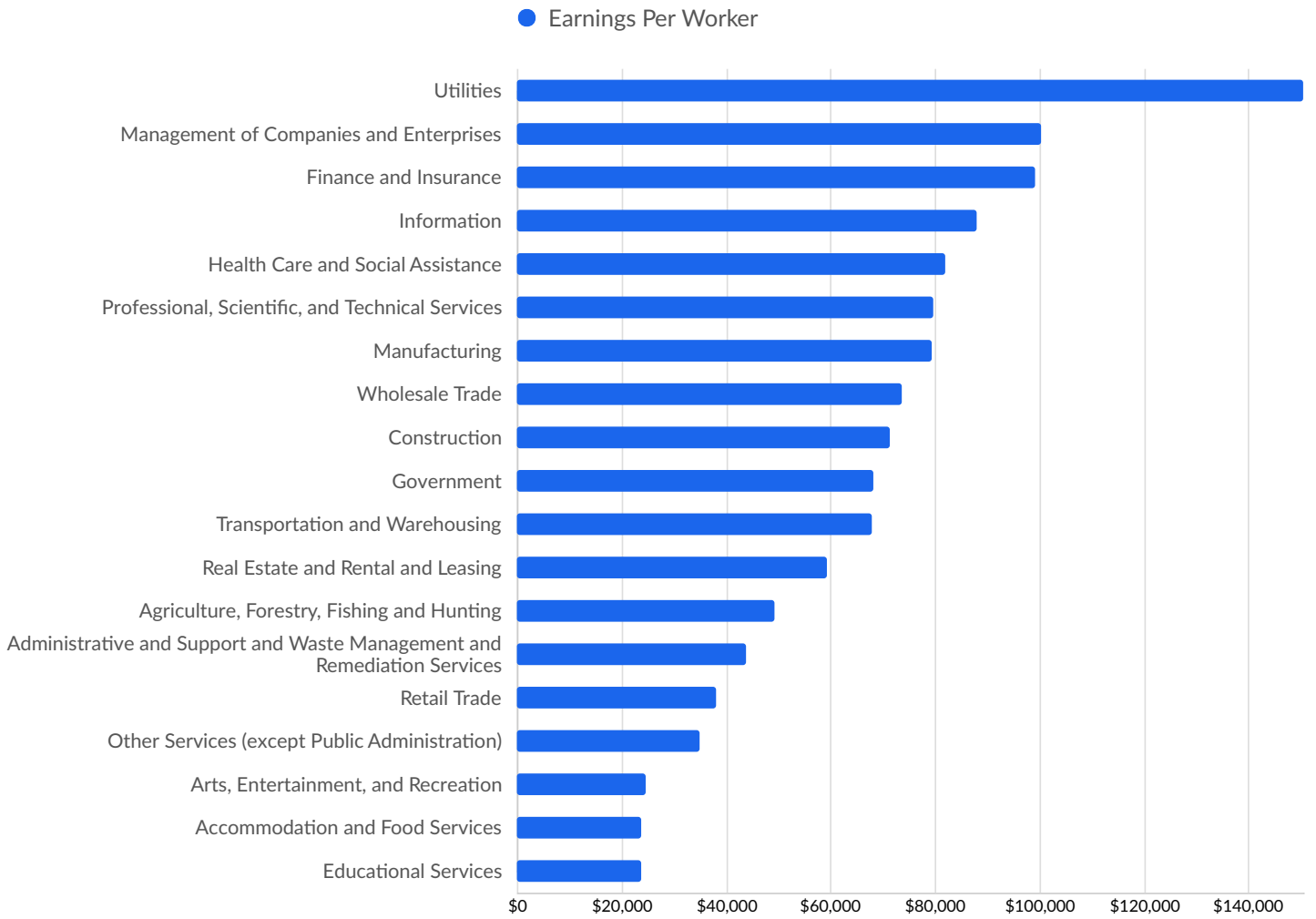
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



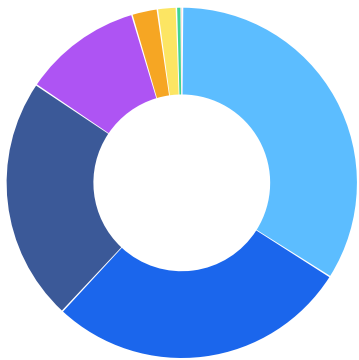
Business Characteristics

5,452 Companies Employ Your Workers

Online profiles for your workers mention 5,452 companies as employers, with the top 10 appearing below. In the last 12 months, 642 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,503 	Marshfield Clinic	587 
Verso Group	260 	Beaver Dam Community Hospit...	356 
Renaissance Learning	235 	CompHealth	190 
Ministry Health Care	221 	Aspirus	117 
Mid-State Technical College	187 	Beaver Dam Community Hospital	90 
Security Health Plan	167 	Domtar	86 
Roehl Transport	160 	Georgetown University	82 
University of Wisconsin System	151 	Exact Sciences	72 
Walmart	141 	Walmart	68 
Aspirus	136 	Weatherby Healthcare	66 

Business Size

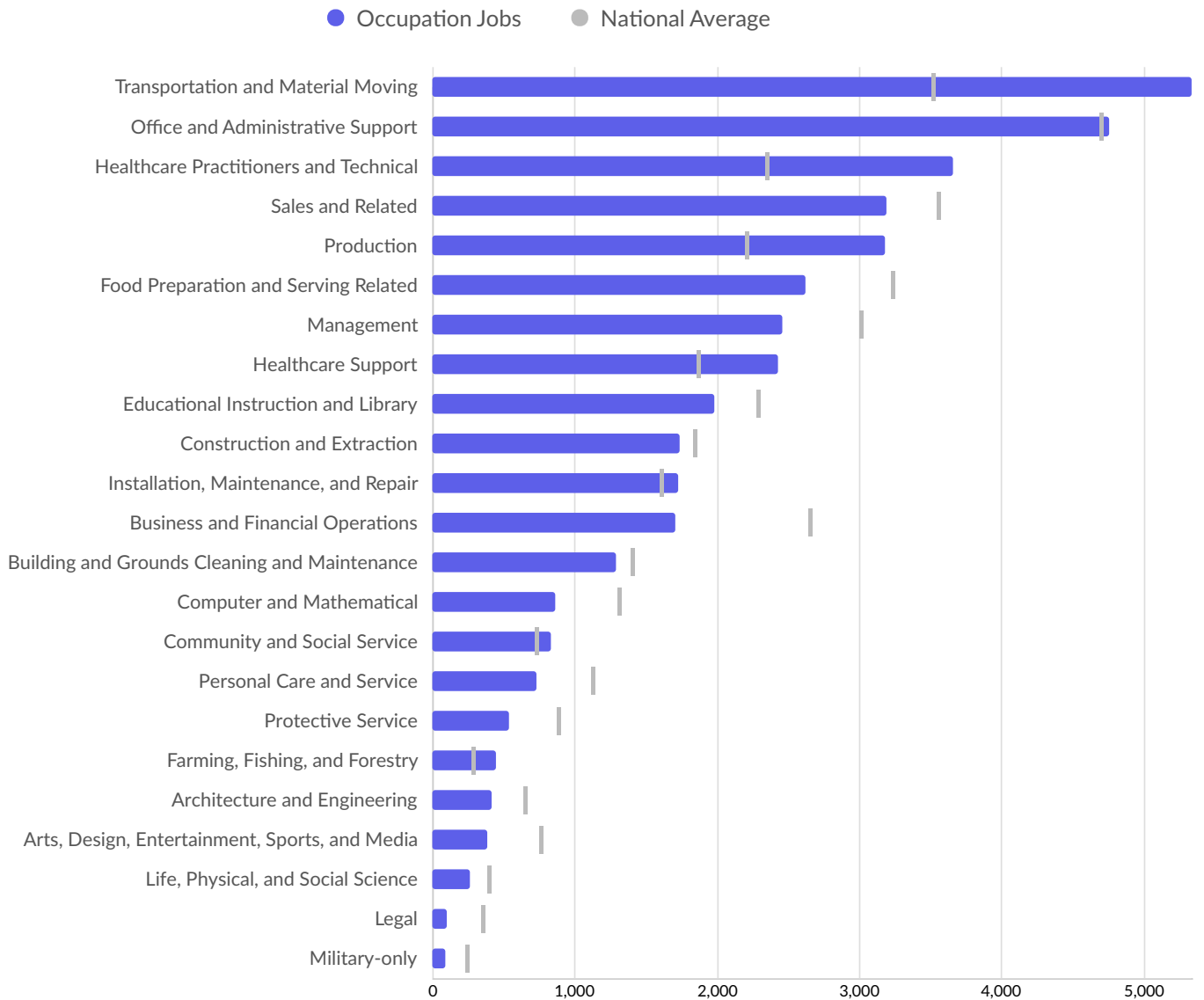


	Percentage	Business Count
● 1 to 4 employees	33.9%	1,091
● 5 to 9 employees	27.9%	899
● 10 to 19 employees	22.5%	724
● 20 to 49 employees	11.0%	353
● 50 to 99 employees	2.4%	76
● 100 to 249 employees	1.7%	56
● 250 to 499 employees	0.4%	14
● 500+ employees	0.1%	4

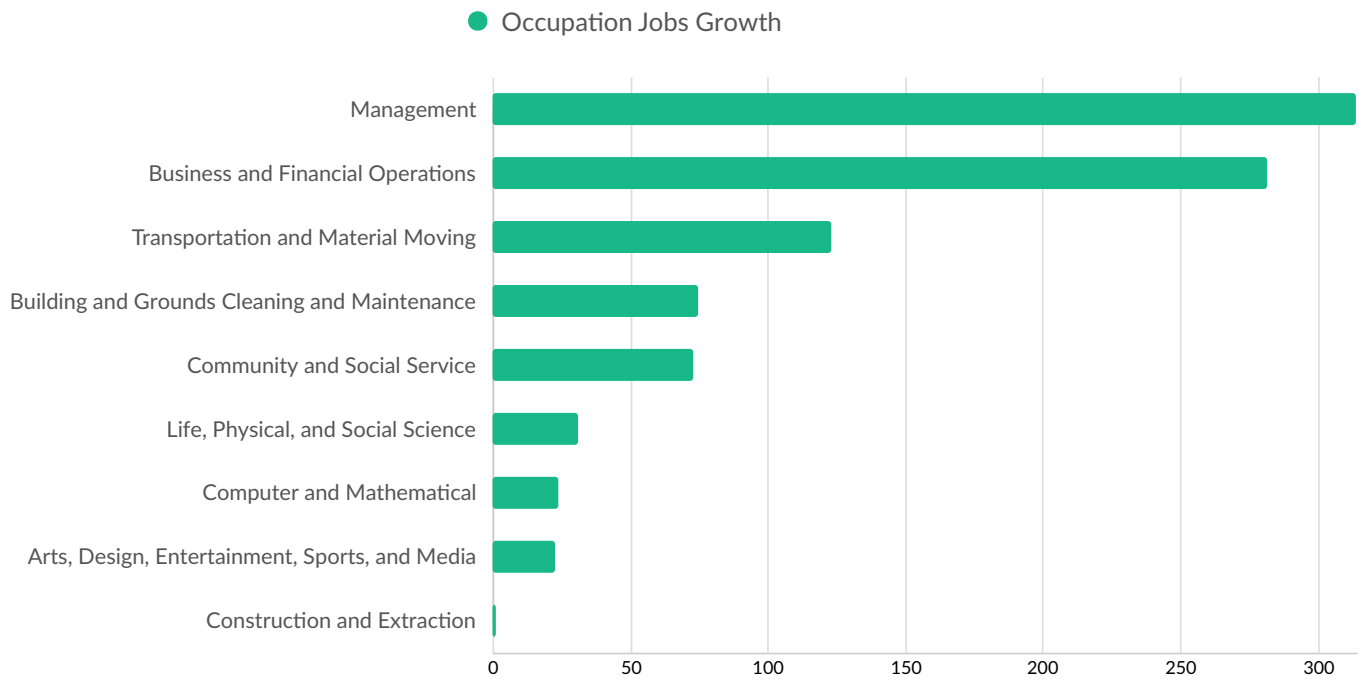
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations

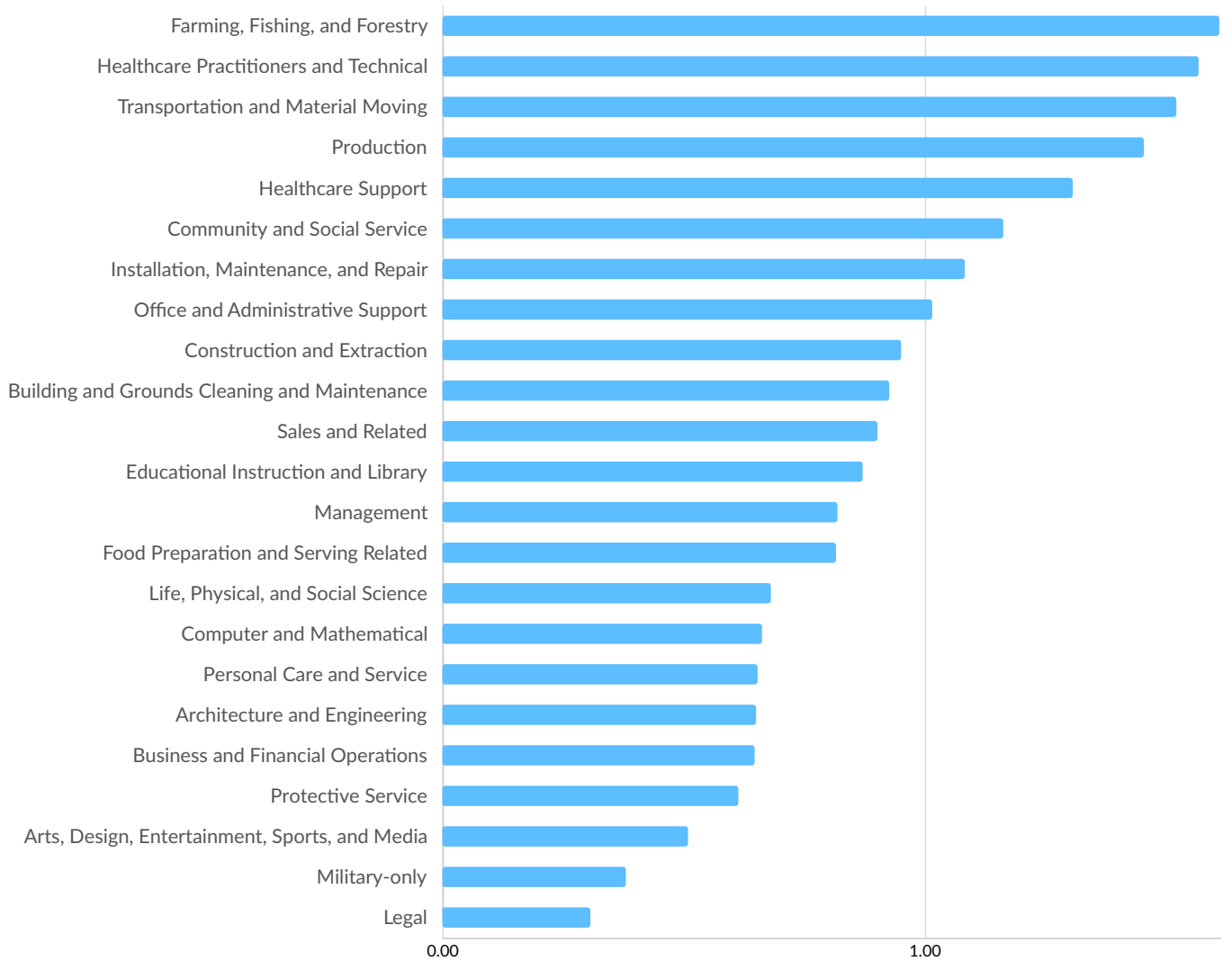


Top Growing Occupations

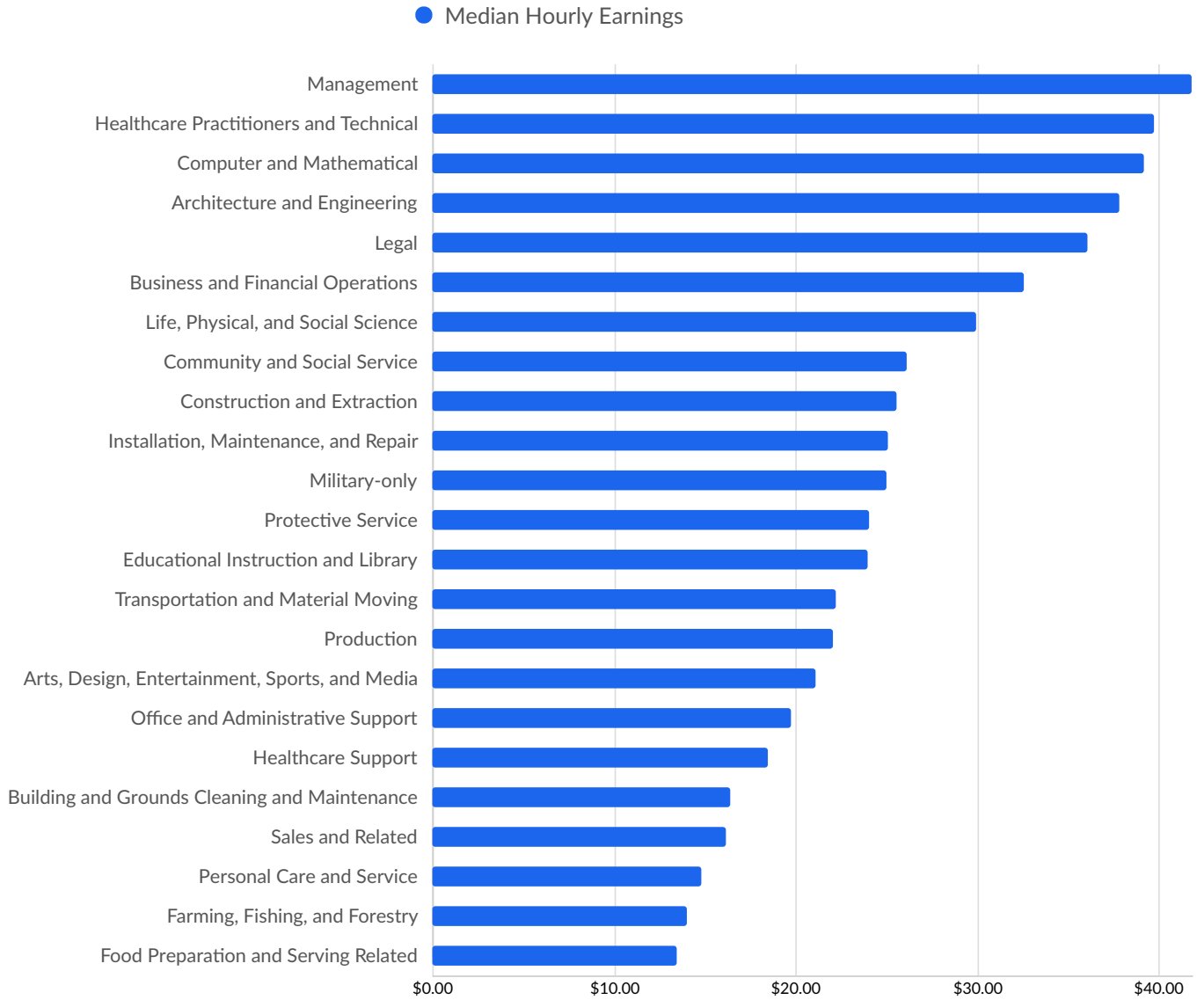


Top Occupation Employment Concentration

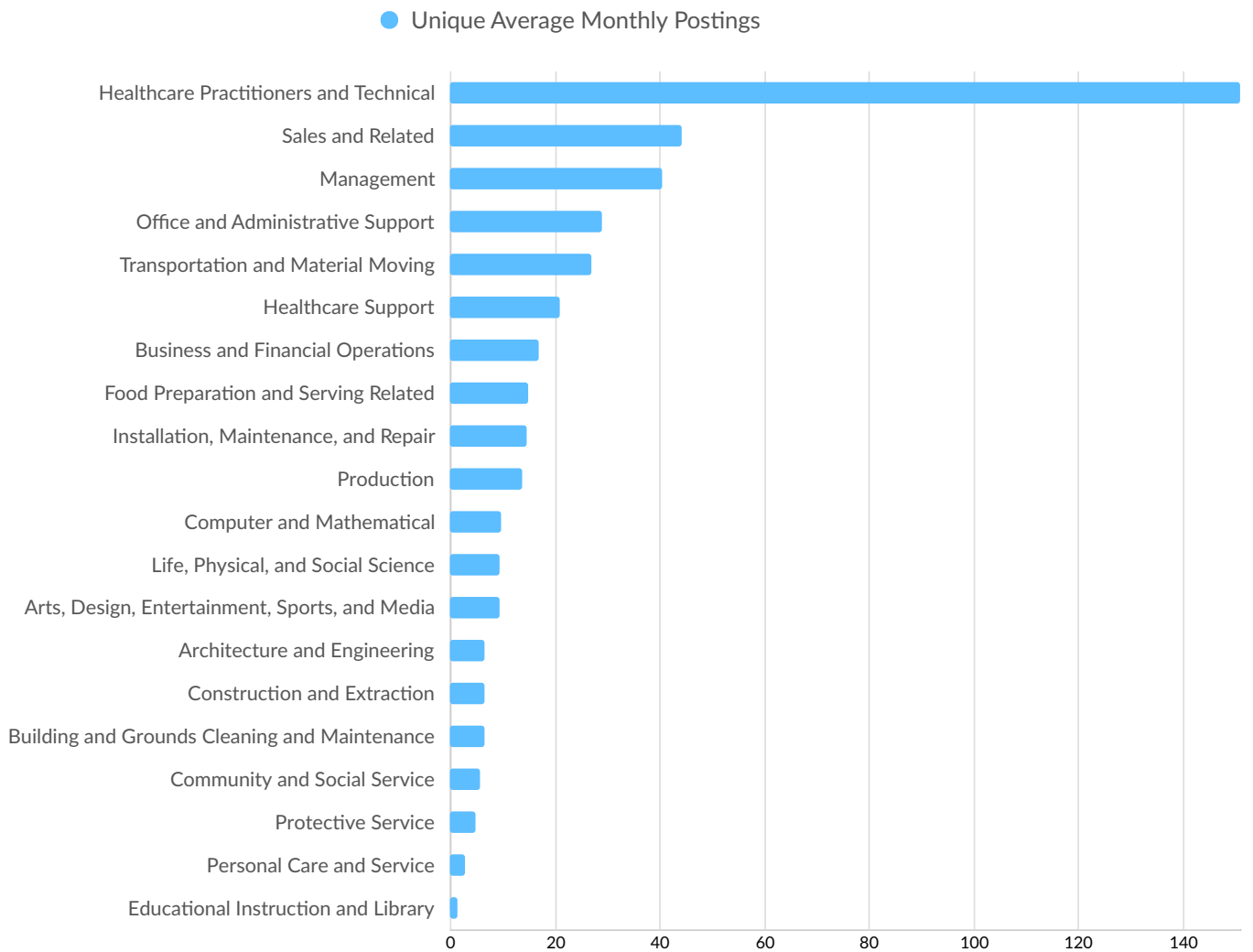
● Occupation Employment Concentration



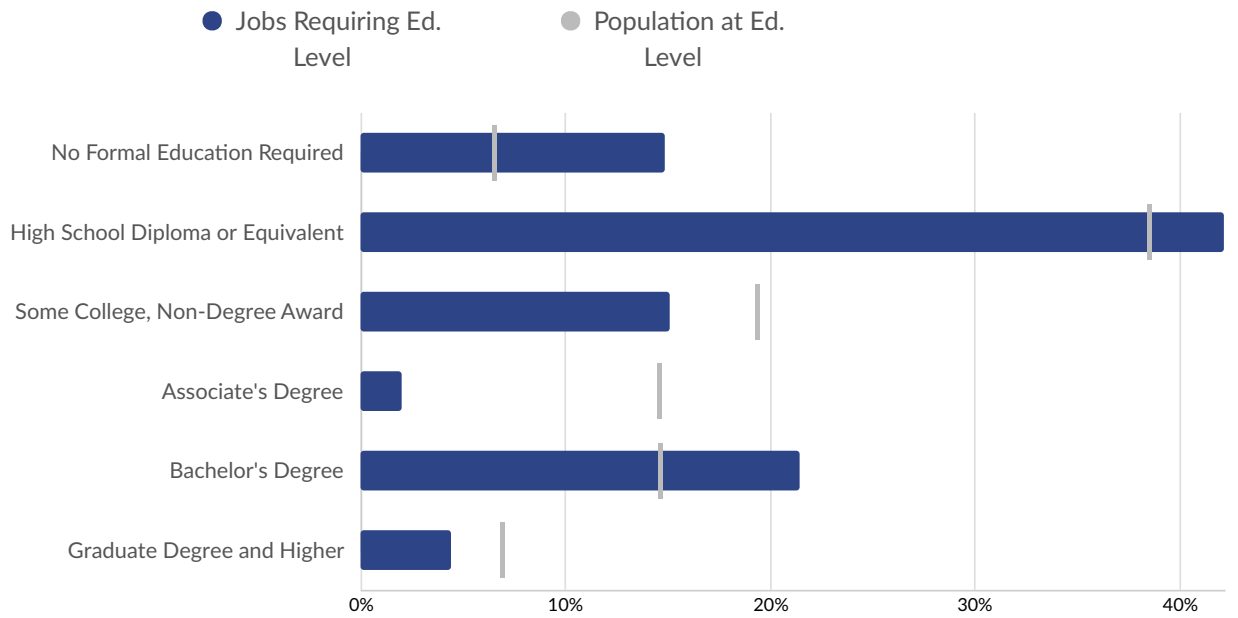
Top Occupation Earnings



Top Posted Occupations

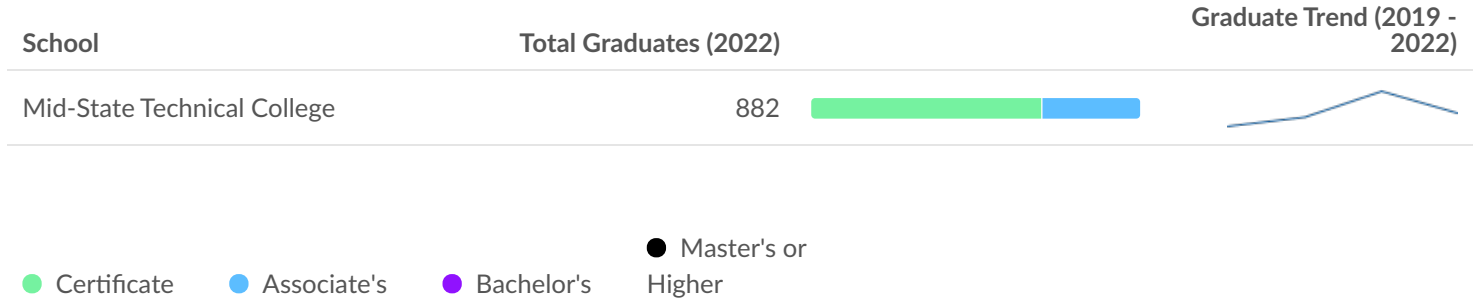


Underemployment



Educational Pipeline

In 2022, there were 882 graduates in Wood County, WI. This pipeline has grown by 6% over the last 4 years. The highest share of these graduates come from "Nursing Assistant/Aide and Patient Care Assistant/Aide" (Certificate), "Emergency Medical Technology/Technician (EMT Paramedic)" (Certificate), and "Registered Nursing/Registered Nurse" (Associate's).



In-Demand Skills

