



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

74,498

Population (2023)

Population **grew by 1,671** over the last 5 years and is projected to **grow by 1,348** over the next 5 years.

40,712

Total Regional Employment

Jobs **decreased by 1,715** over the last 5 years and are projected to **decrease by 260** over the next 5 years.

\$63.3K

Median Household Income (2022)

Median household income is **\$11.9K below** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 2.3%** since 2018, growing by 1,671. Population is expected to **increase by 1.8%** between 2023 and 2028, adding 1,348.
- From 2018 to 2023, jobs **declined by 4.0%** in Wood County, WI from 42,427 to **40,712**. This change **fell short of the national growth rate of 4.3% by 8.3%**. As the number of jobs declined, the **labor force participation rate decreased from 60.1% to 54.9% 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.

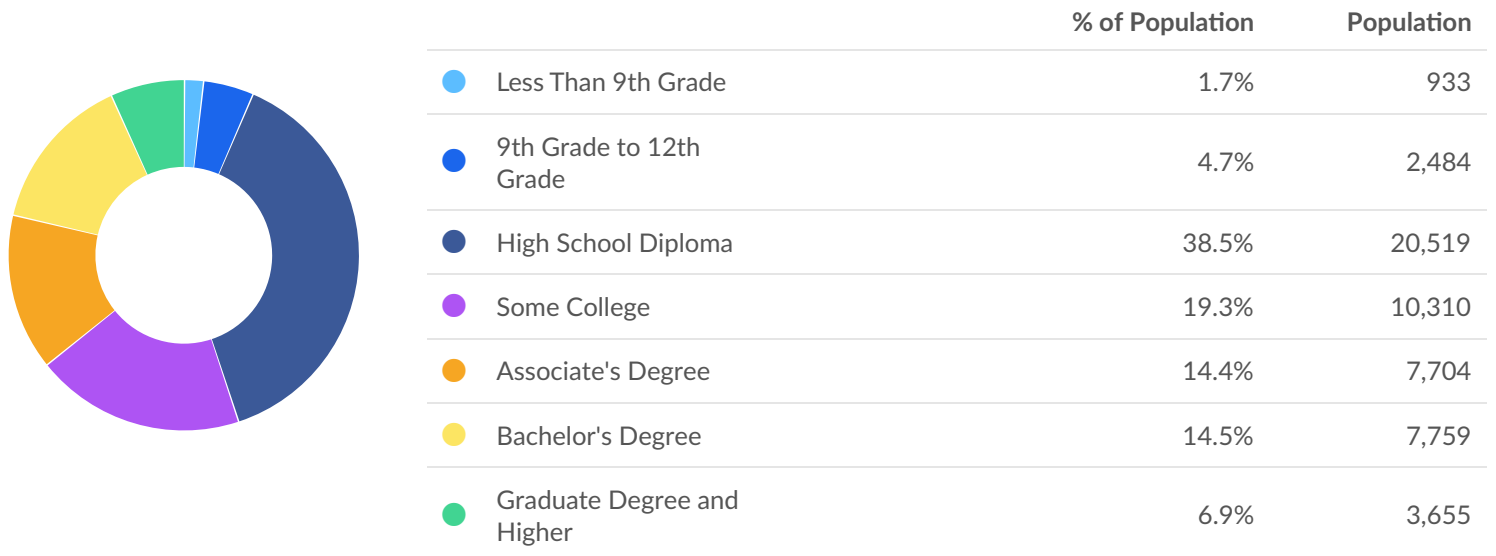
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	74,802	33,399	40,712	98.8	\$4.86B	\$5.91B	\$5.80B
State	5,940,347	3,129,054	3,241,311	100.2	\$416.85B	\$383.10B	\$414.67B

Mar 2024 Labor Force Breakdown



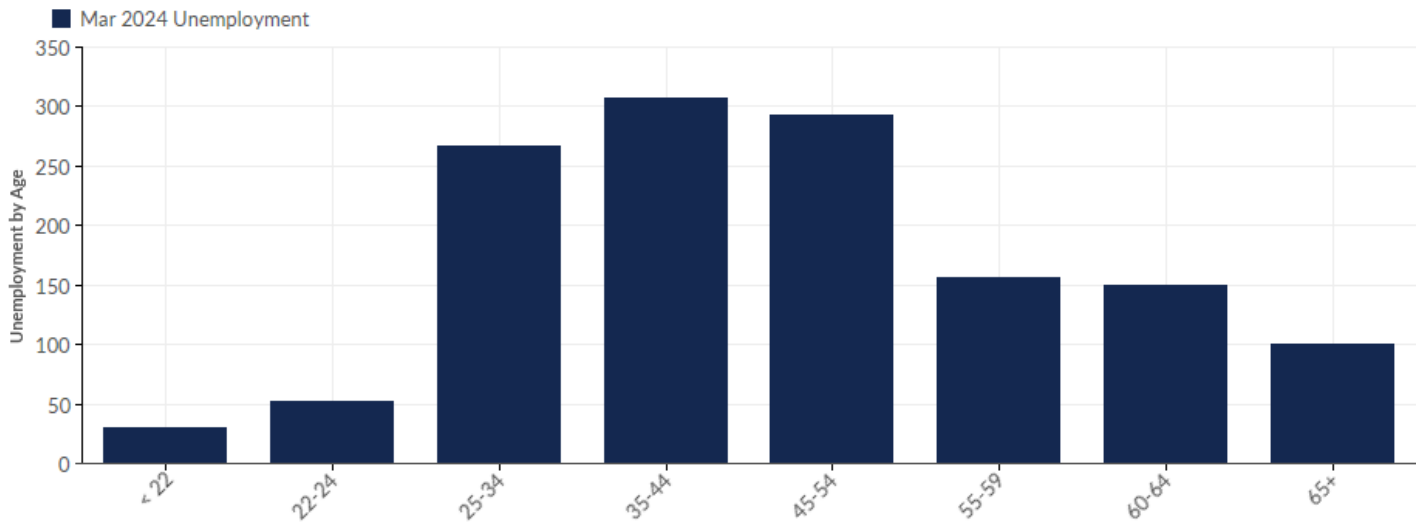
Educational Attainment

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).



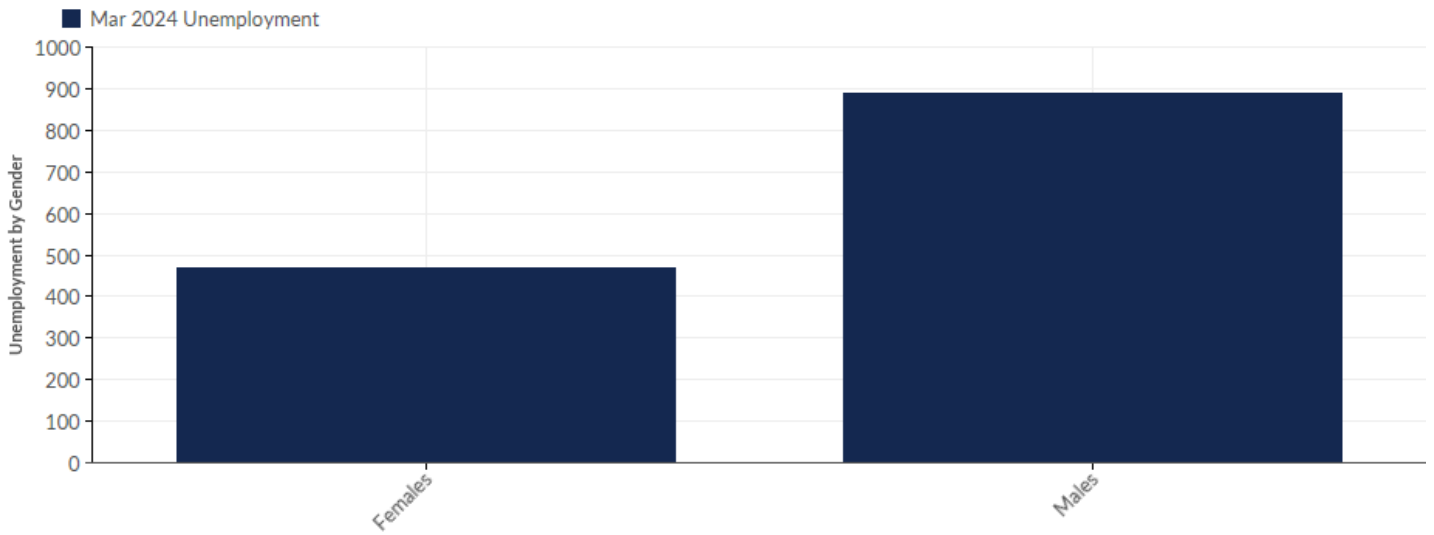
Unemployment by Demographics

Unemployment by Age



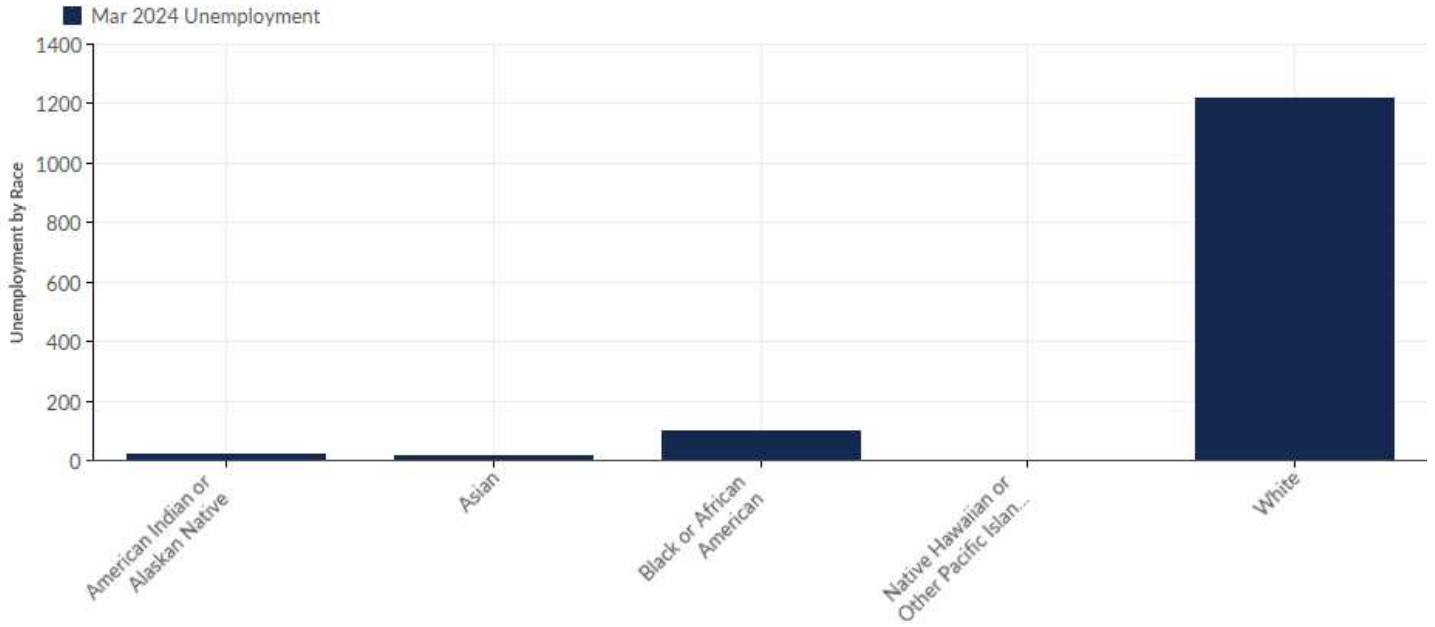
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	31	2.29%
22-24	52	3.83%
25-34	267	19.69%
35-44	308	22.71%
45-54	293	21.61%
55-59	156	11.50%
60-64	150	11.06%
65+	101	7.45%
Total	1,356	100.00%

Unemployment by Gender



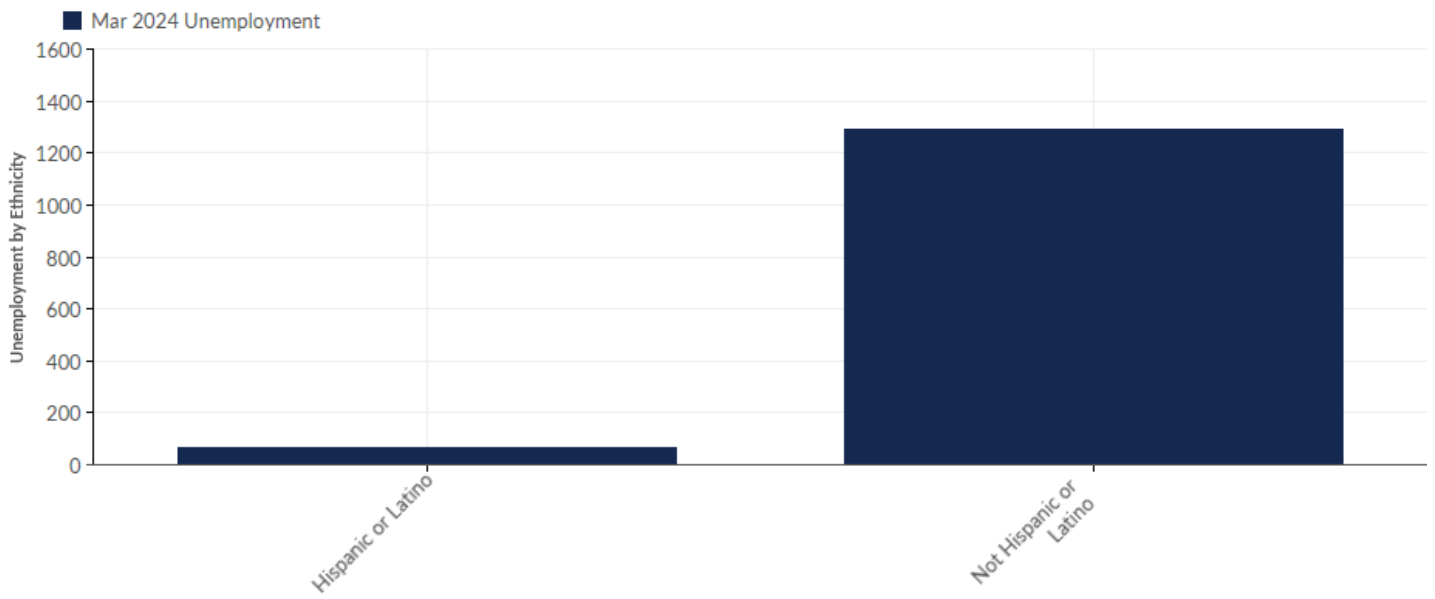
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	467	34.44%
Males	889	65.56%
Total	1,356	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	20	1.47%
Asian	13	0.96%
Black or African American	101	7.45%
Native Hawaiian or Other Pacific Islander	2	0.15%
White	1,220	89.97%
Total	1,356	100.00%

Unemployment by Ethnicity

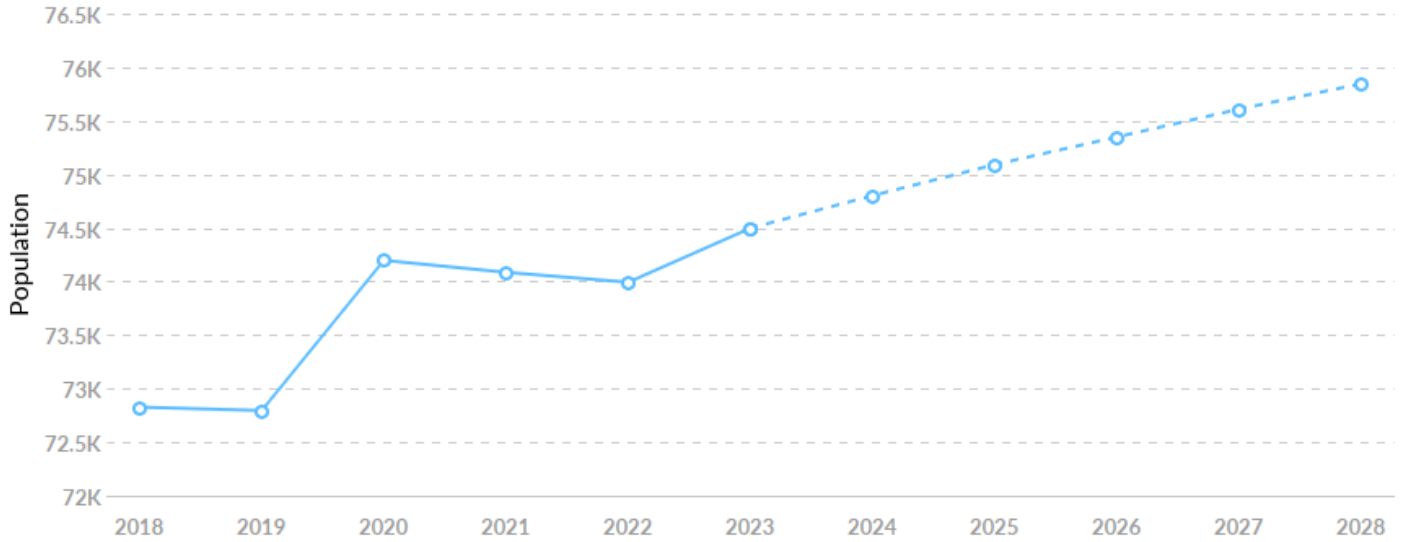


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	65	4.79%
Not Hispanic or Latino	1,291	95.21%
Total	1,356	100.00%

Historic & Projected Trends

Population Trends

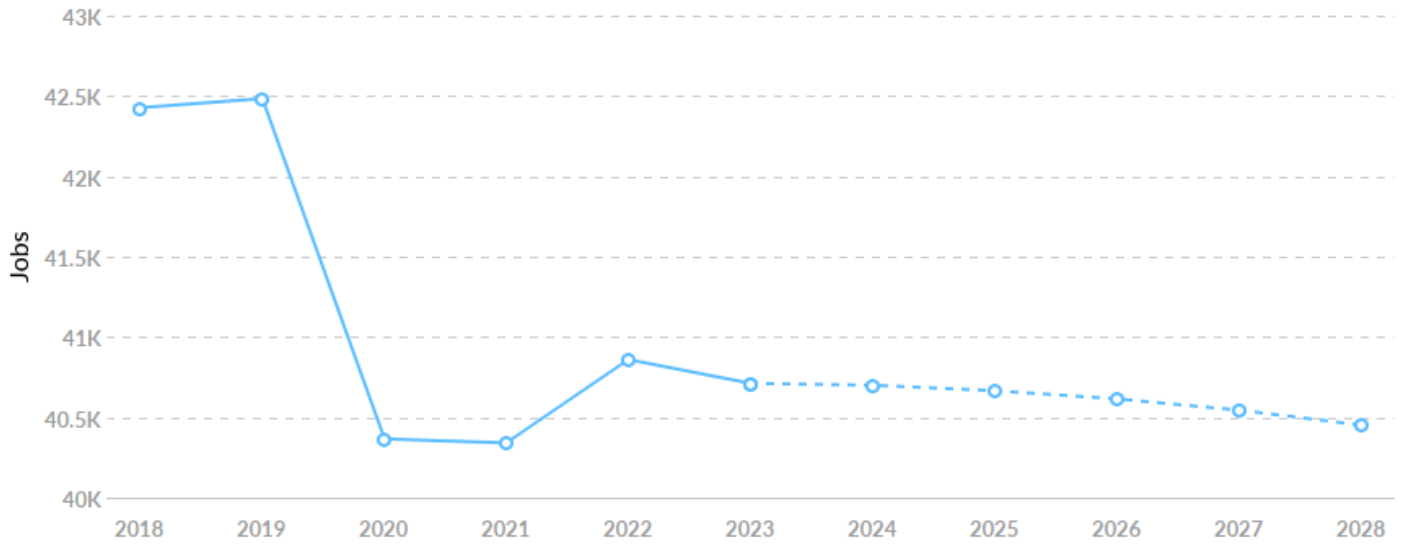
As of 2023 the region's population increased by 2.3% since 2018, growing by 1,671. Population is expected to increase by 1.8% between 2023 and 2028, adding 1,348.



Timeframe	Population
2018	72,827
2019	72,795
2020	74,197
2021	74,085
2022	73,993
2023	74,498
2024	74,802
2025	75,091
2026	75,349
2027	75,609
2028	75,846

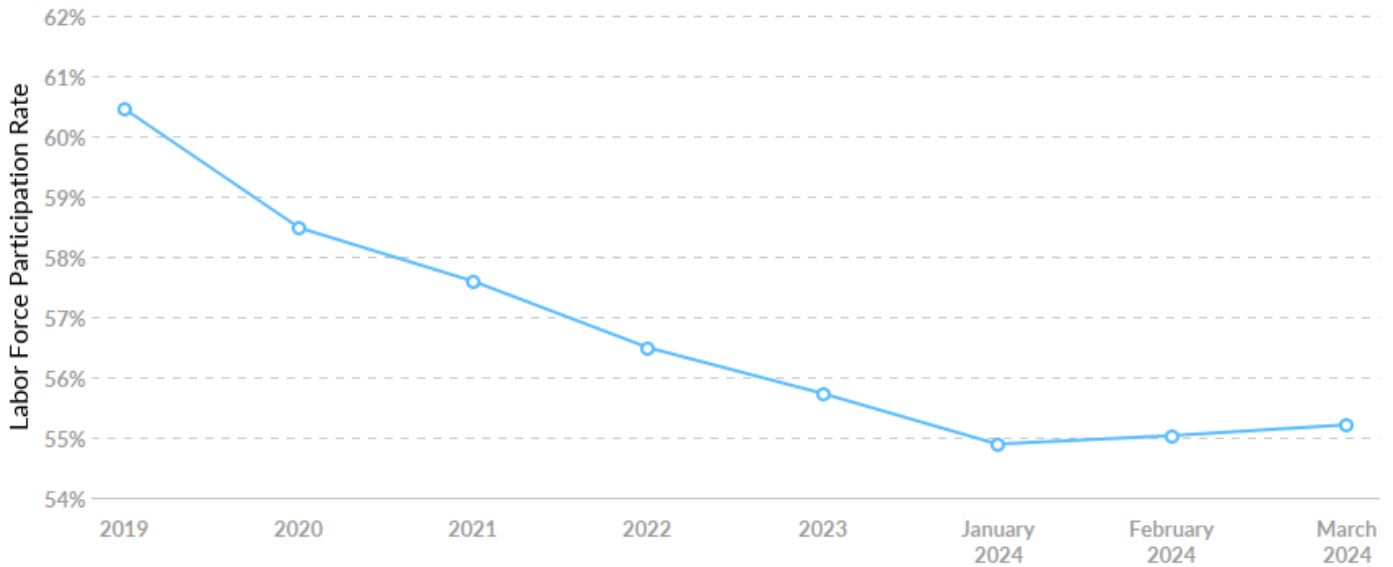
Job Trends

From 2018 to 2023, jobs declined by 4.0% in Wood County, WI from 42,427 to 40,712. This change fell short of the national growth rate of 4.3% by 8.3%.



Timeframe	Jobs
2018	42,427
2019	42,484
2020	40,366
2021	40,341
2022	40,860
2023	40,712
2024	40,700
2025	40,666
2026	40,615
2027	40,545
2028	40,452

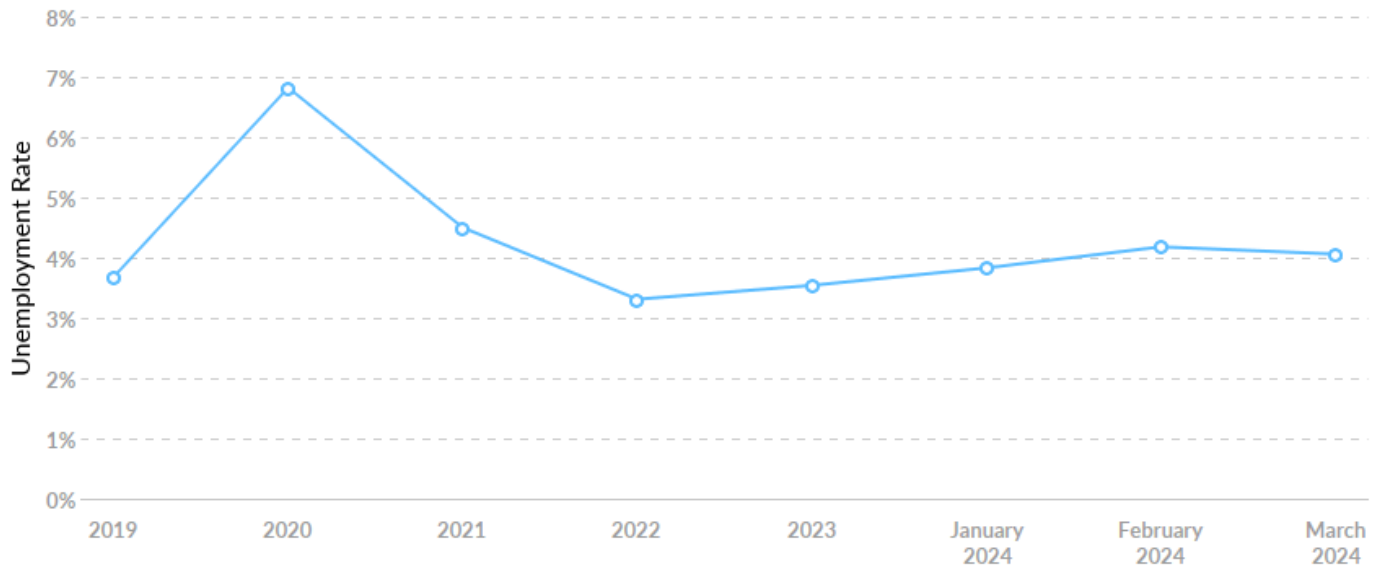
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	60.45%
2020	58.48%
2021	57.59%
2022	56.49%
2023	55.73%
January 2024	54.89%
February 2024	55.03%
March 2024	55.21%

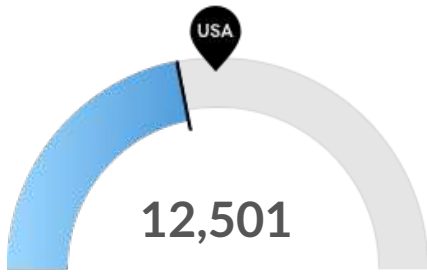
Unemployment Rate Trends

Wood County, WI had a March 2024 unemployment rate of 4.06%, **increasing from 3.68%** 5 years before.



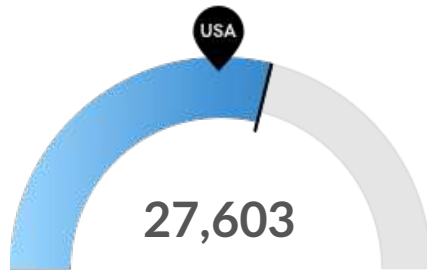
Timeframe	Unemployment Rate
2019	3.68%
2020	6.82%
2021	4.50%
2022	3.31%
2023	3.54%
January 2024	3.83%
February 2024	4.18%
March 2024	4.06%

Population Characteristics



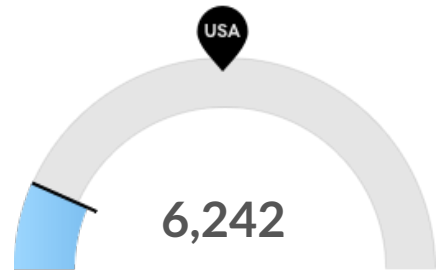
Millennials

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



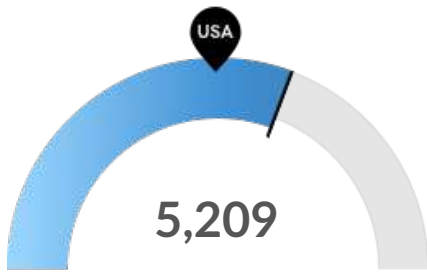
Retiring Soon

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.



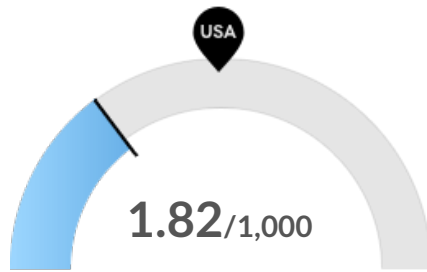
Racial Diversity

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.



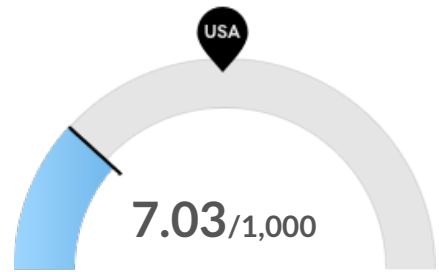
Veterans

Wood County, WI has 5,209 veterans. The national average for an area this size is 3,783.



Violent Crime

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

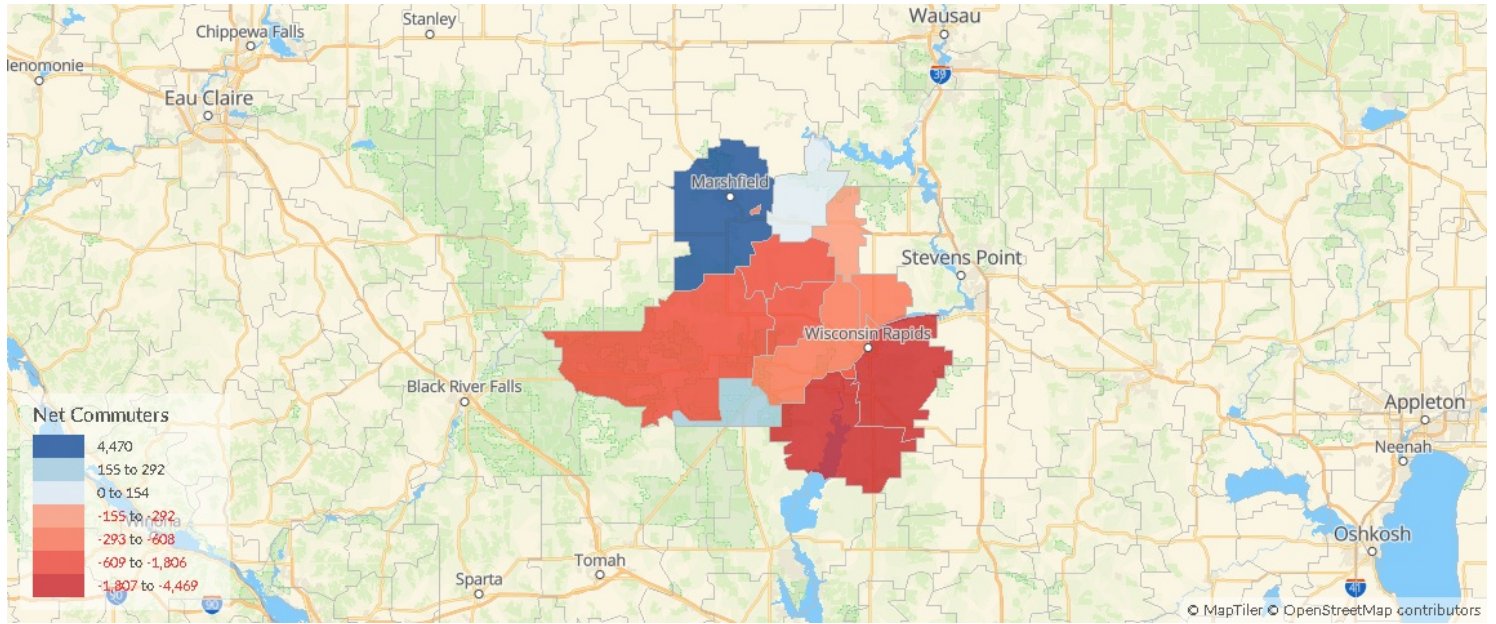


Property Crime

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...	17,301
54494	Wisconsin Rapids, WI (i...	12,366
54495	Wisconsin Rapids, WI (i...	3,788
54457	Nekoosa, WI (in Wood c...	2,628
54412	Auburndale, WI (in Woo...	1,167

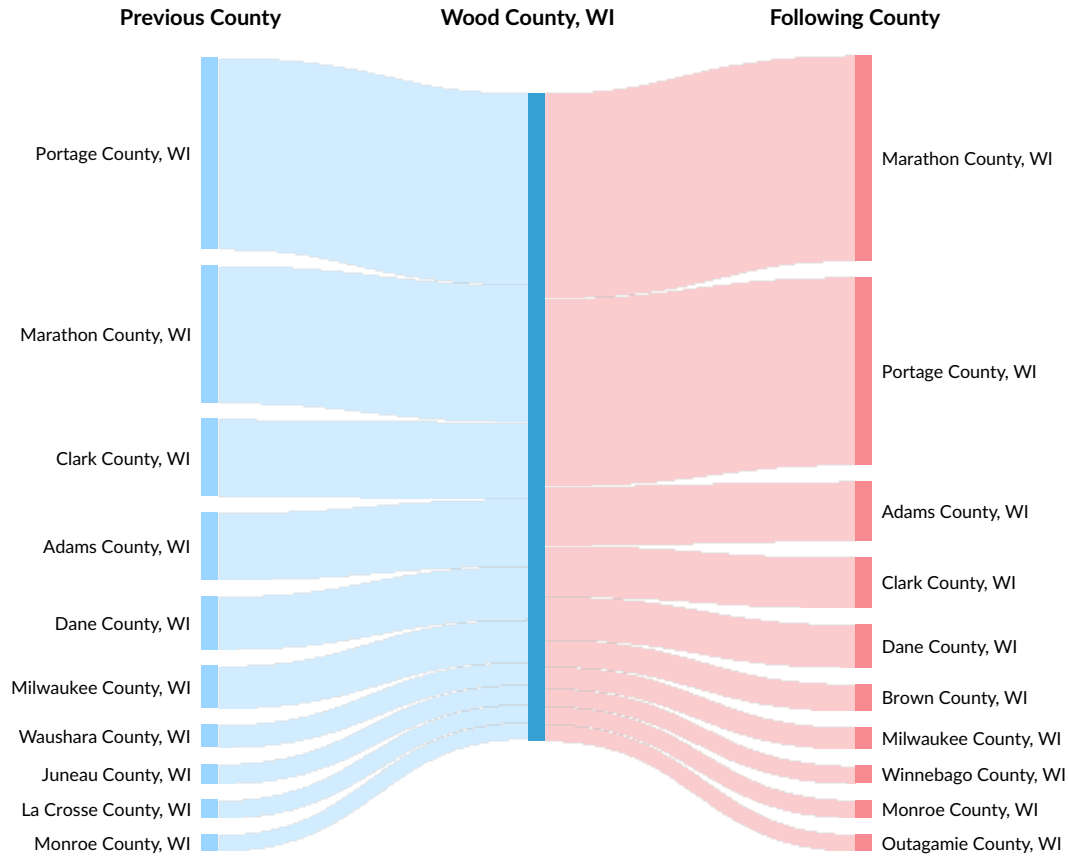
Where Talent Lives

ZIP	Name	2023 Workers
54494	Wisconsin Rapids, WI (i...	14,275
54449	Marshfield, WI (in Woo...	12,831
54457	Nekoosa, WI (in Wood c...	4,435
54495	Wisconsin Rapids, WI (i...	4,121
54466	Pittsville, WI (in Wood c...	1,640

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.

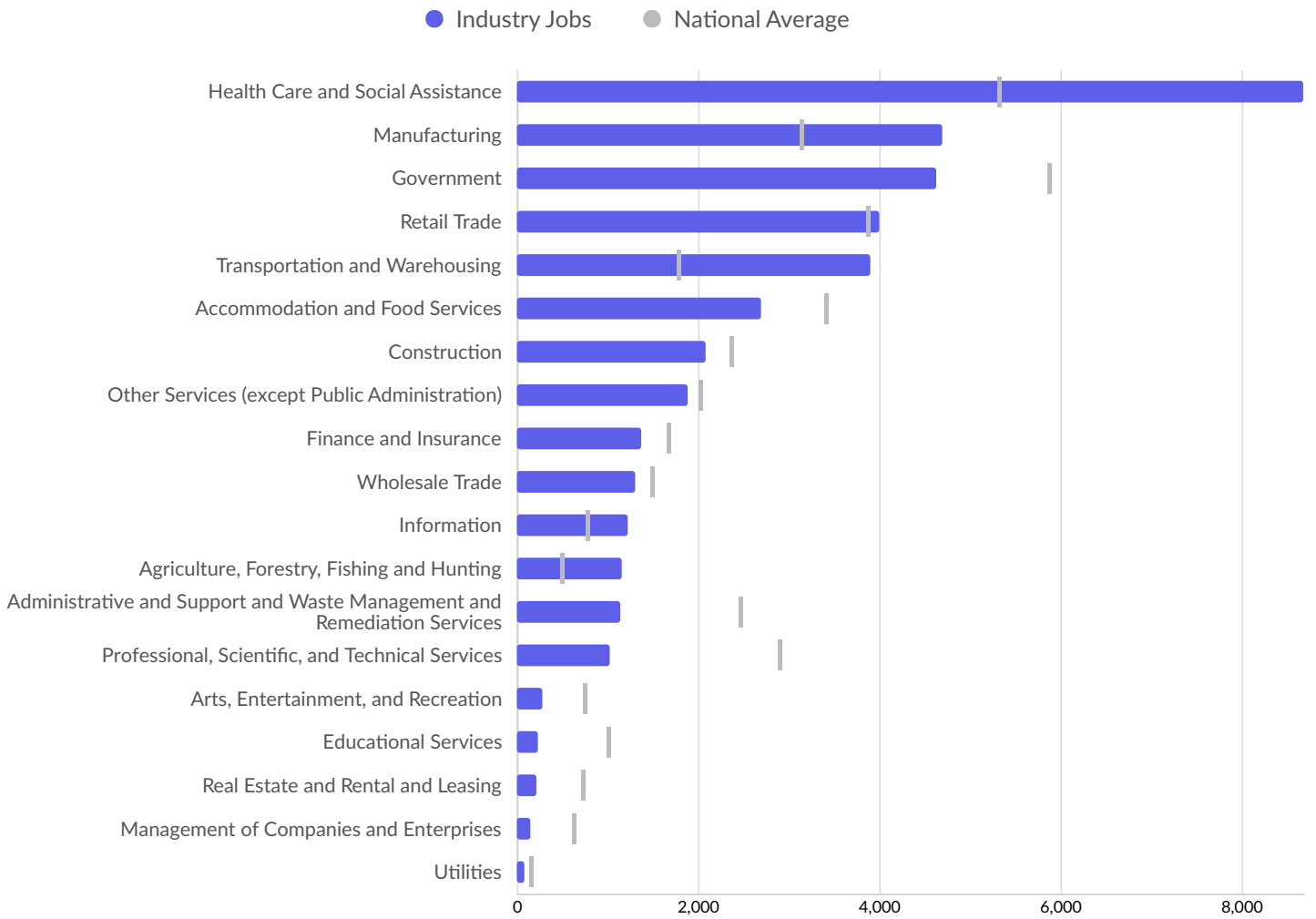


Top Previous Counties	Migrations
Portage County, WI	440
Marathon County, WI	315
Clark County, WI	177
Adams County, WI	154
Dane County, WI	122
Milwaukee County, WI	97

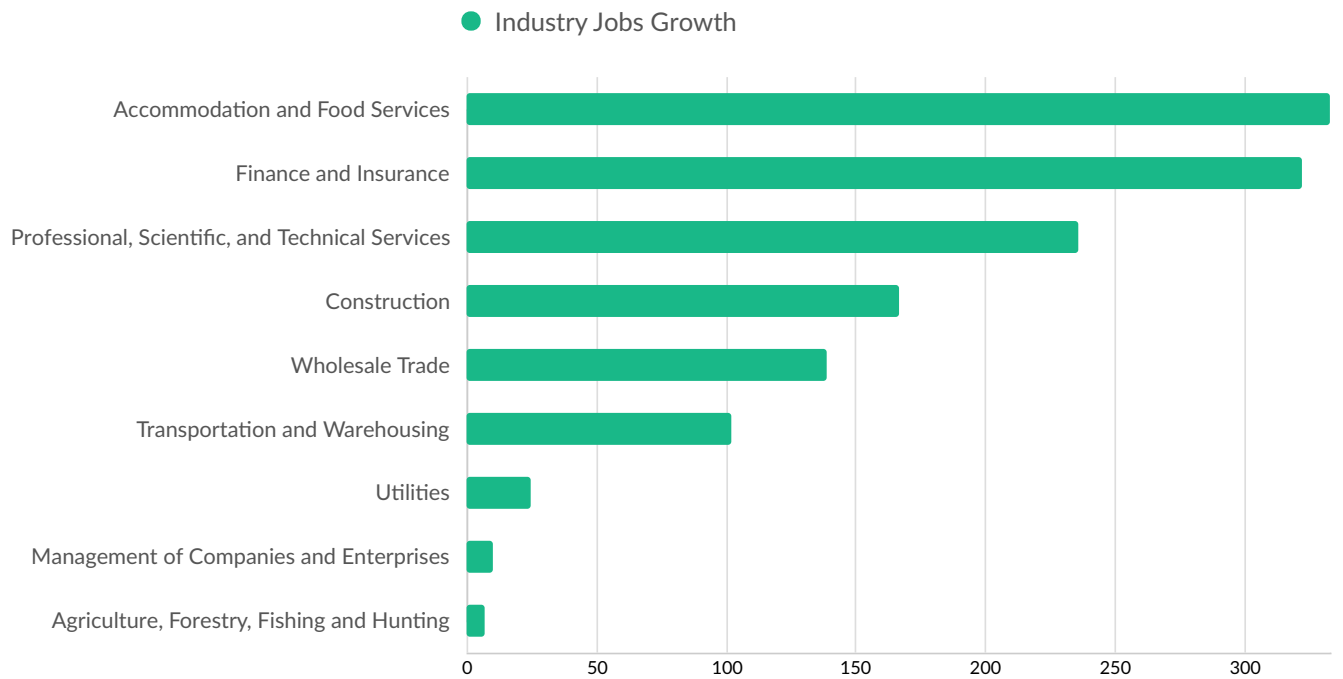
Top Previous Counties	Migrations
Waushara County, WI	52
Juneau County, WI	45
La Crosse County, WI	41
Monroe County, WI	38
Outagamie County, WI	36
Brown County, WI	36
Waukesha County, WI	35
Washington County, WI	35
Rock County, WI	33
Top Following Counties	Migrations
Marathon County, WI	471
Portage County, 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

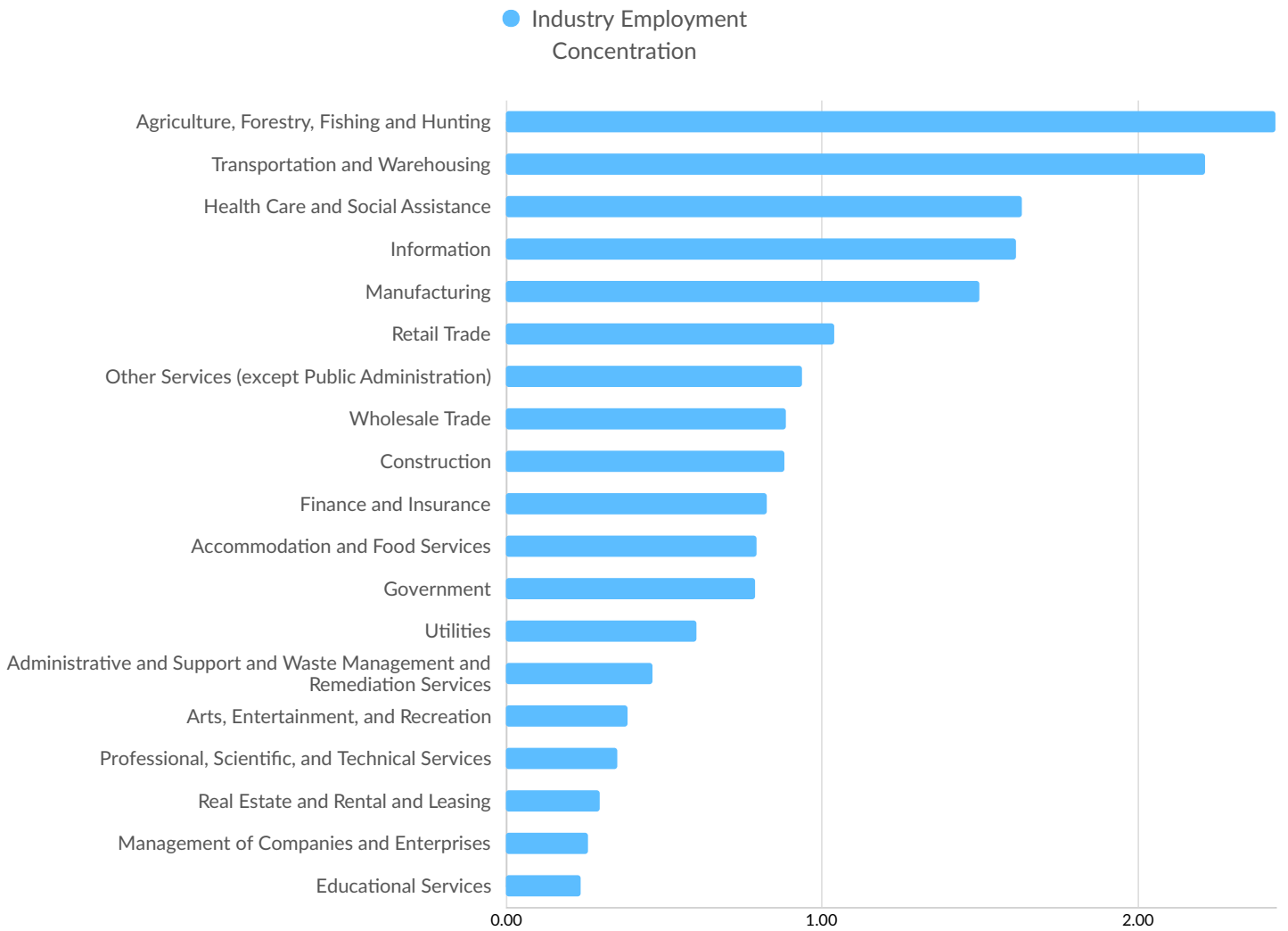
Largest Industries



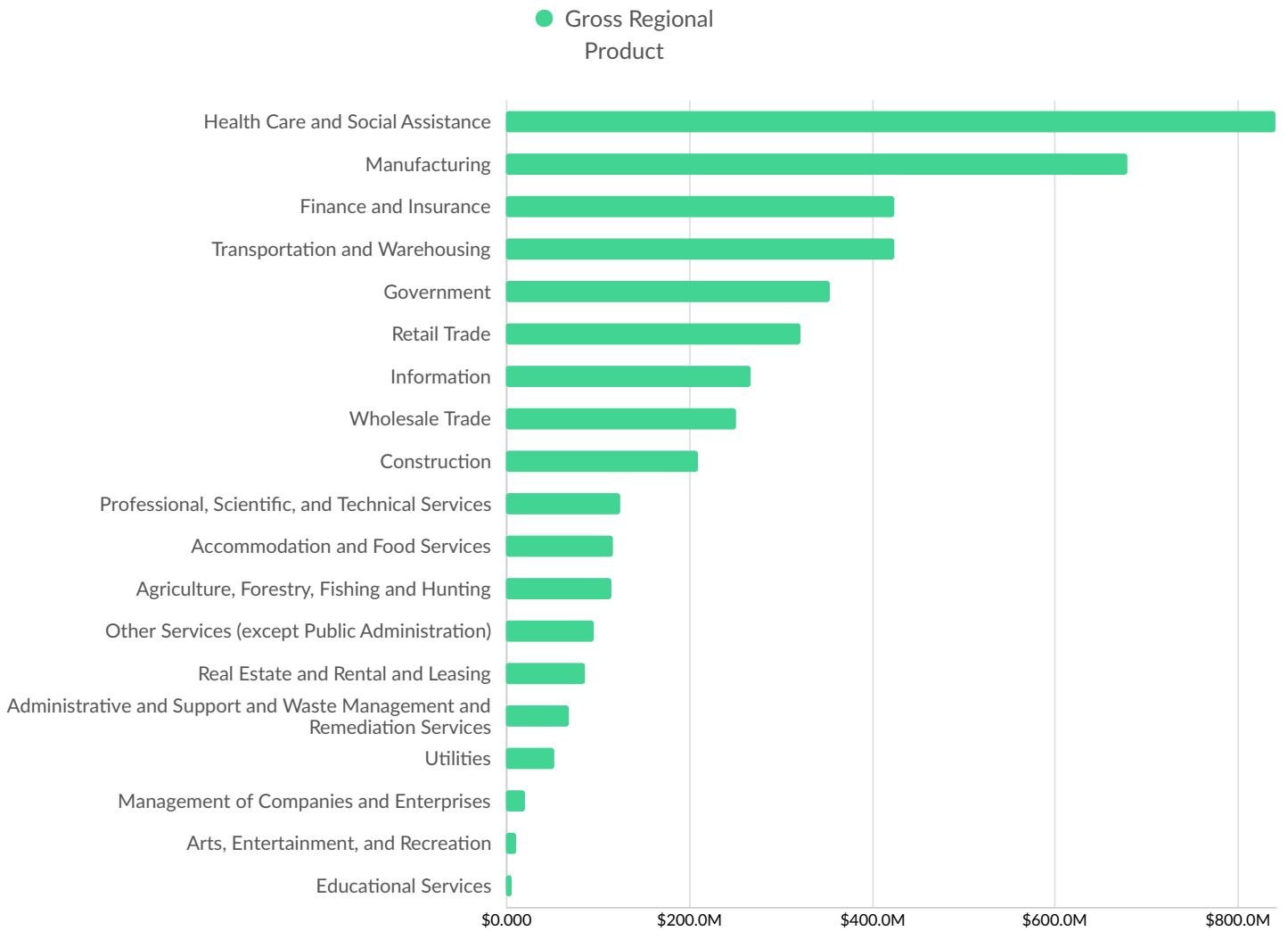
Top Growing Industries



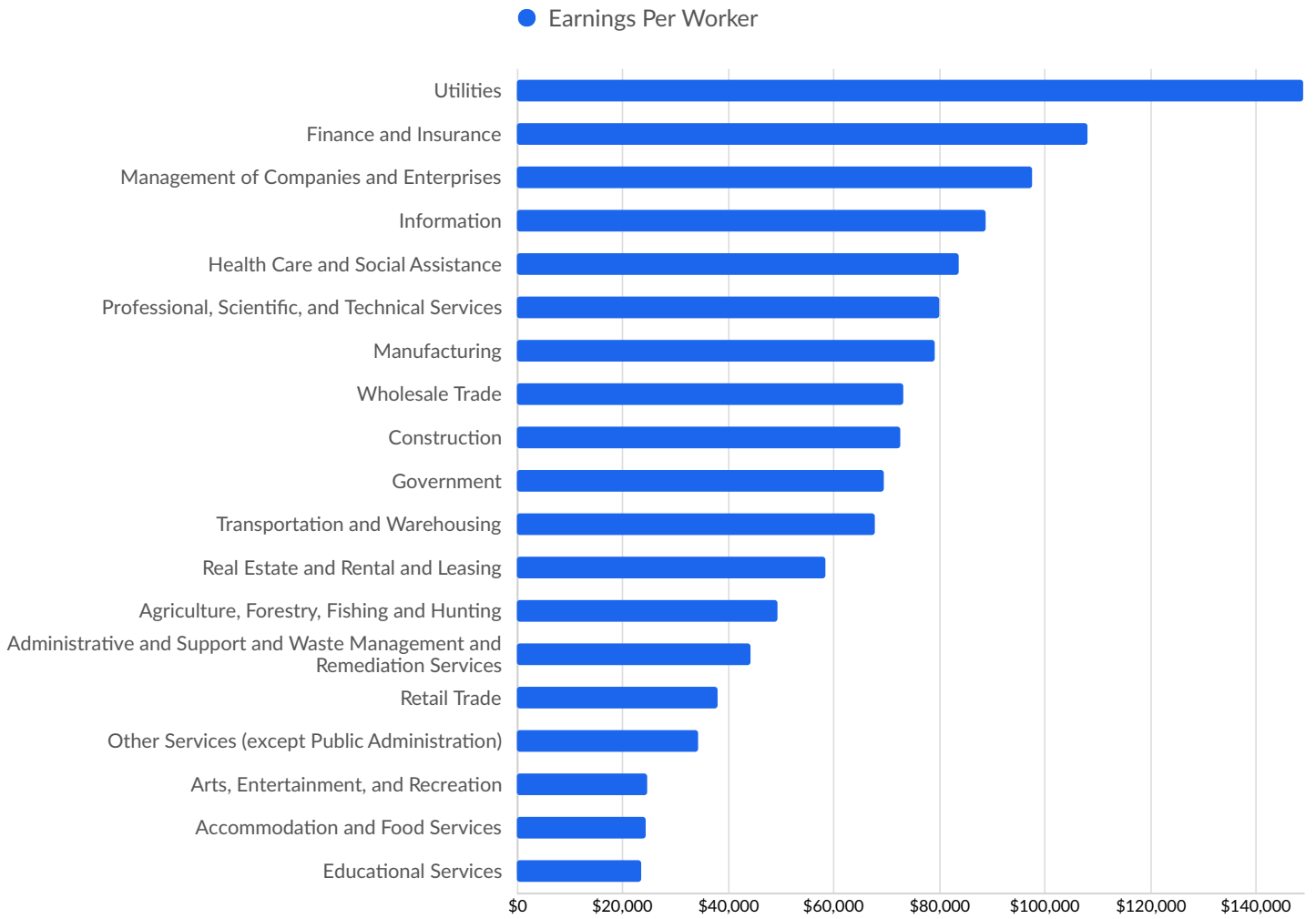
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



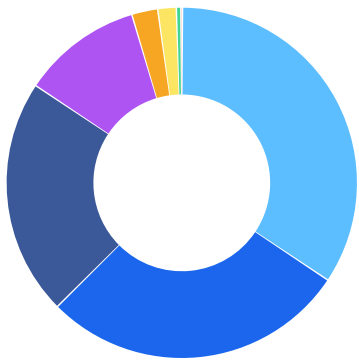
Business Characteristics

5,528 Companies Employ Your Workers

Online profiles for your workers mention 5,528 companies as employers, with the top 10 appearing below. In the last 12 months, 617 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,481 	Marshfield Clinic	603 
Verso Group	257 	Beaver Dam Community Hospit...	396 
Renaissance Learning	237 	CompHealth	210 
Ministry Health Care	220 	Aspirus	129 
Mid-State Technical College	191 	Domtar	77 
Security Health Plan	163 	Exact Sciences	71 
Roehl Transport	161 	Beaver Dam Community Hospital	69 
University of Wisconsin System	149 	Georgetown University	69 
Walmart	137 	Walmart	67 
Sentry	134 	Festival Foods	61 

Business Size

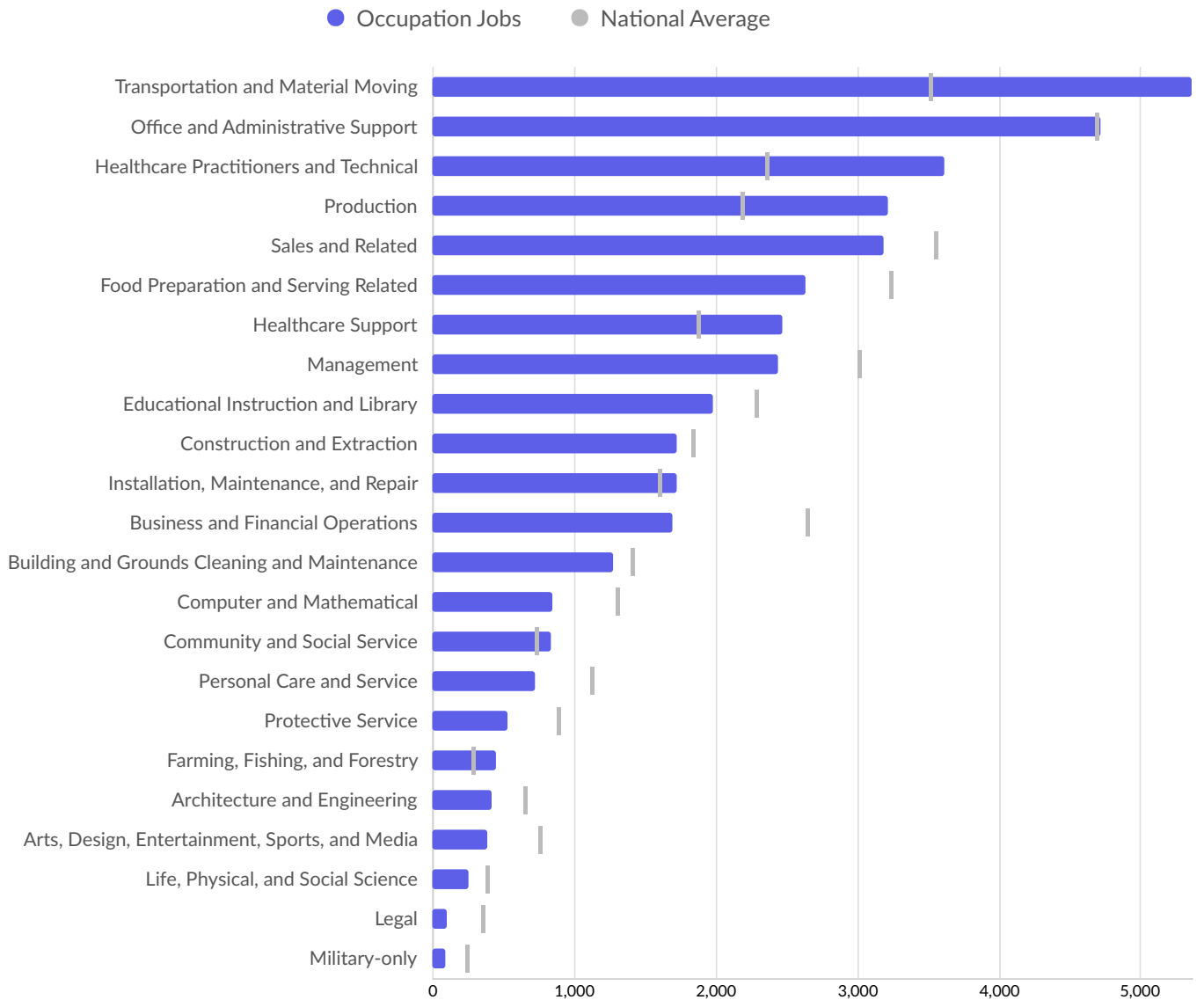


	Percentage	Business Count
● 1 to 4 employees	34.3%	1,330
● 5 to 9 employees	28.2%	1,094
● 10 to 19 employees	21.8%	846
● 20 to 49 employees	11.1%	429
● 50 to 99 employees	2.4%	93
● 100 to 249 employees	1.7%	66
● 250 to 499 employees	0.4%	16
● 500+ employees	0.2%	6

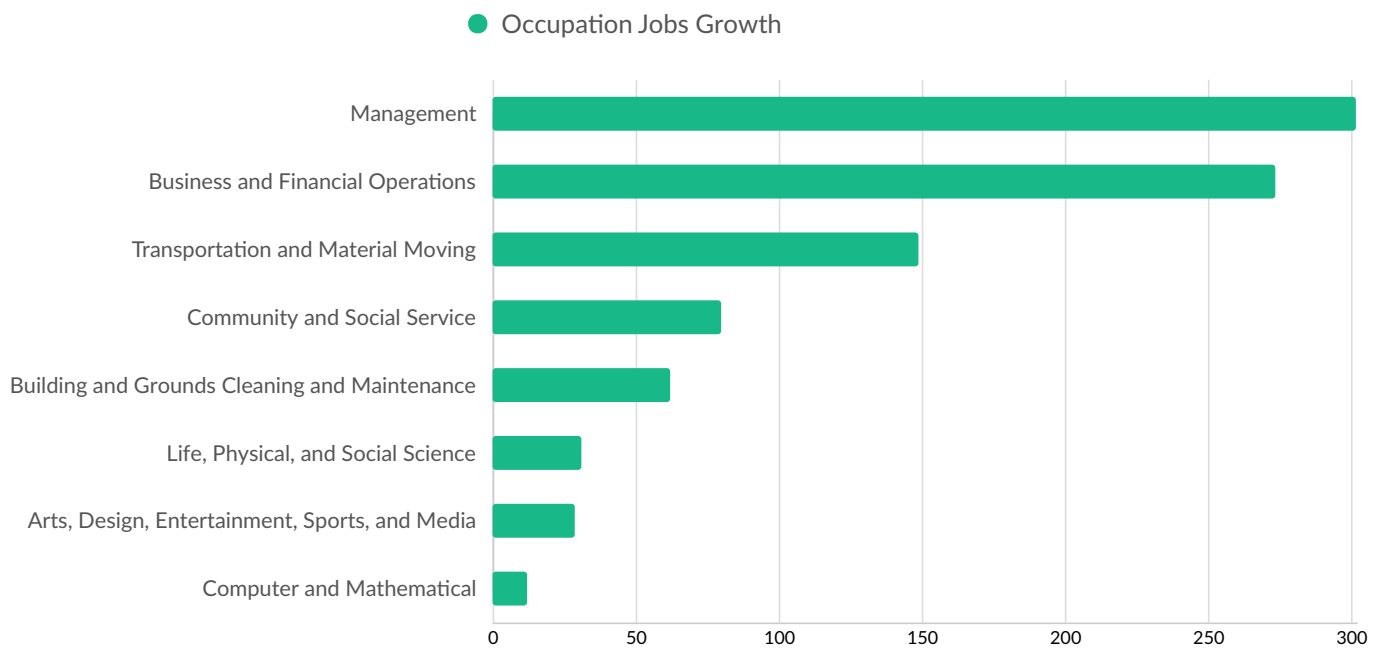
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

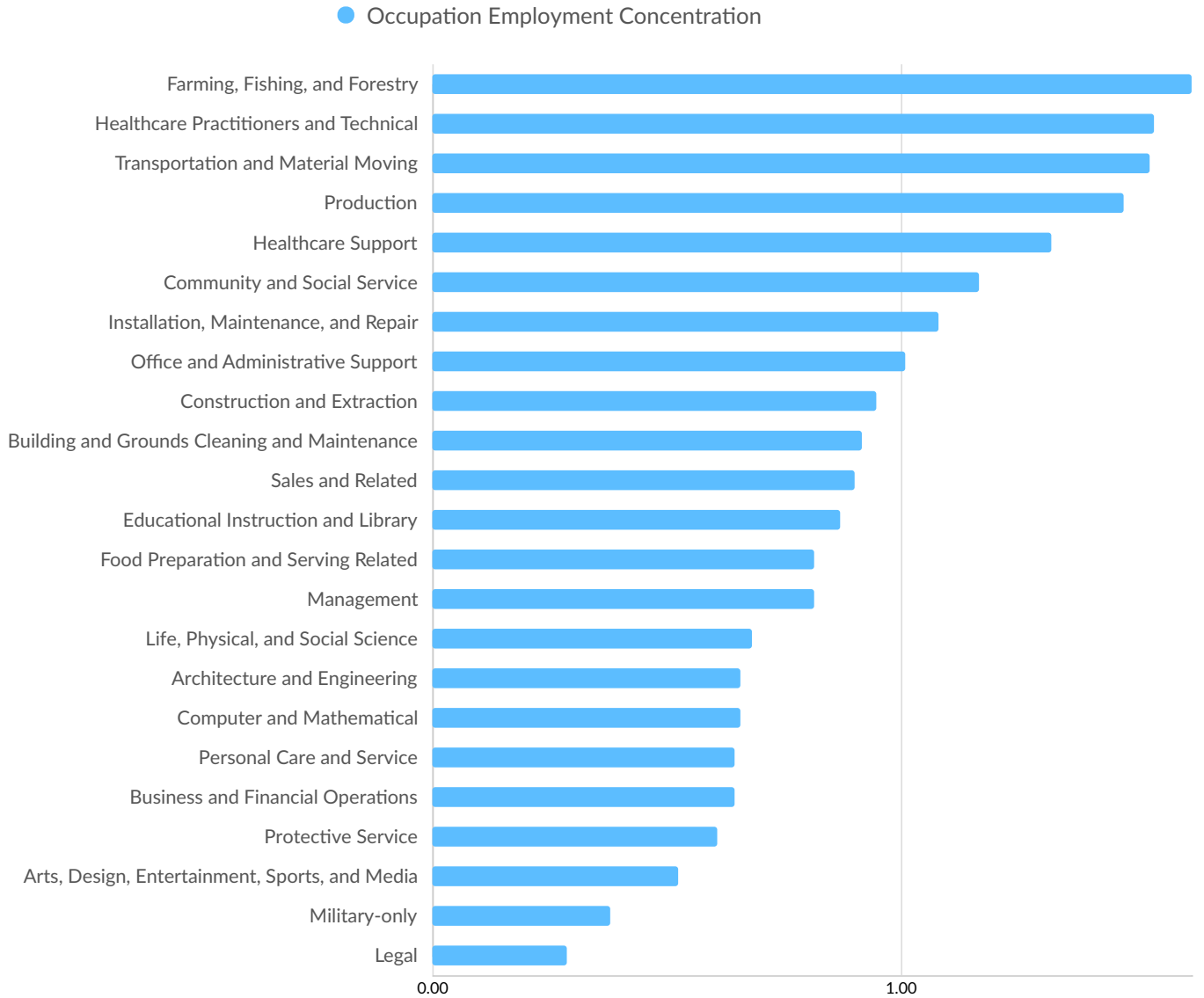
Largest Occupations



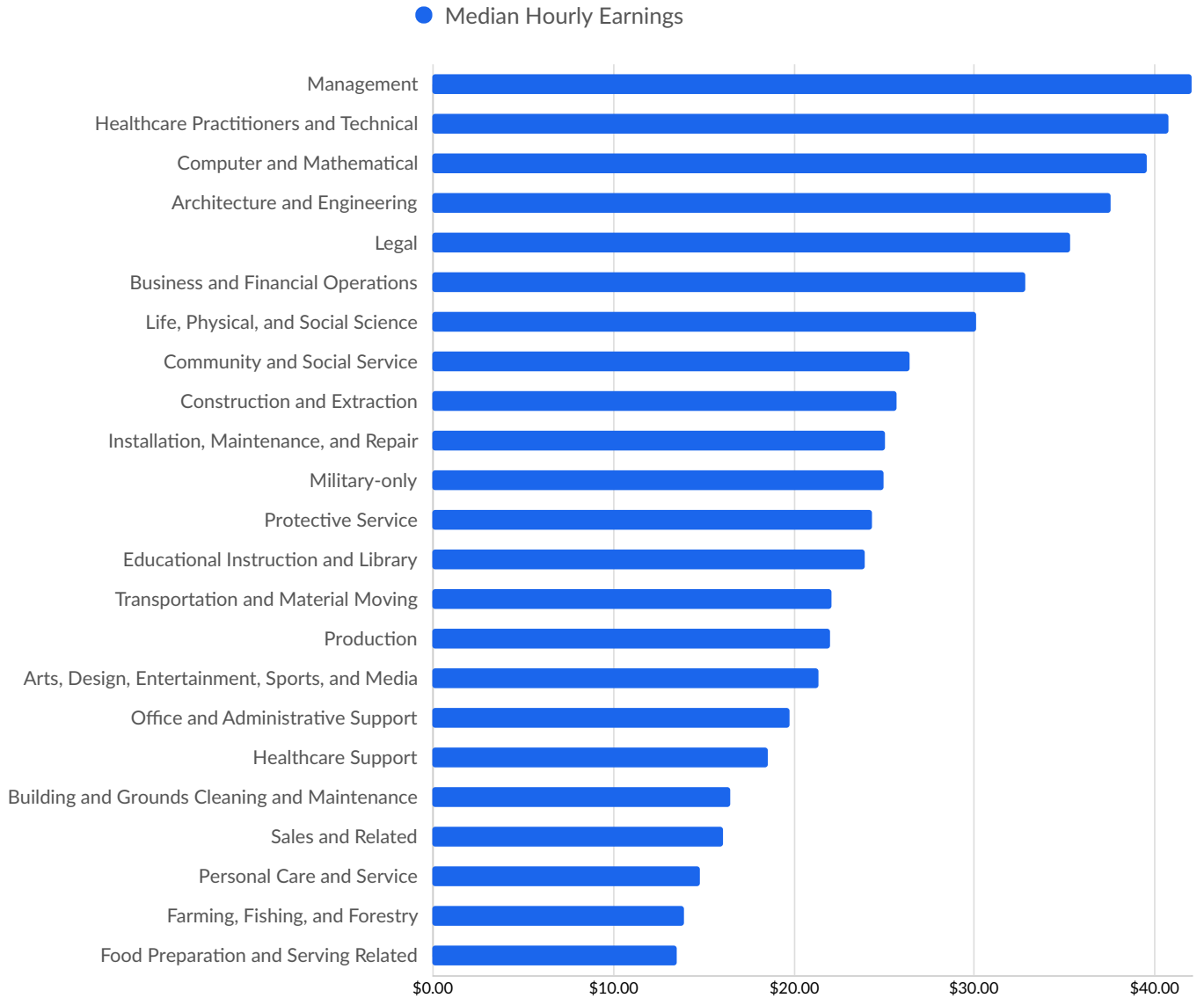
Top Growing Occupations



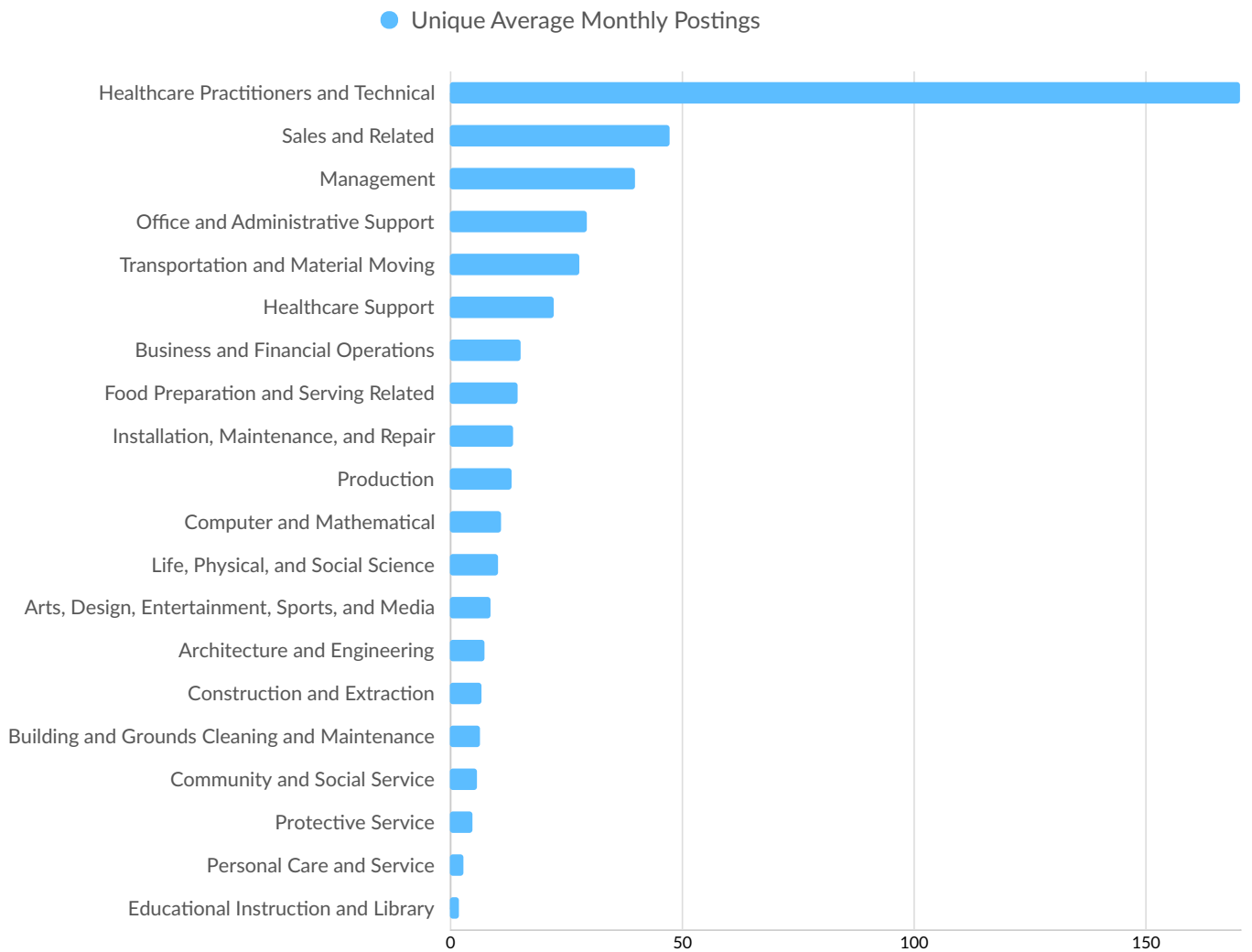
Top Occupation Employment Concentration



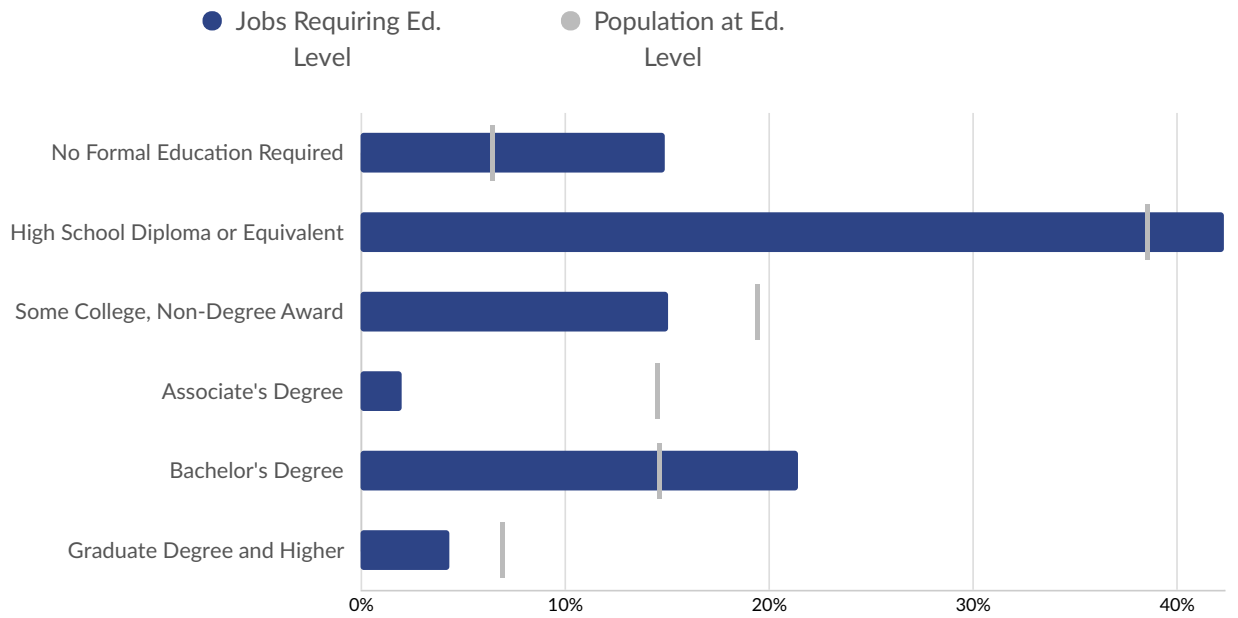
Top Occupation Earnings



Top Posted Occupations

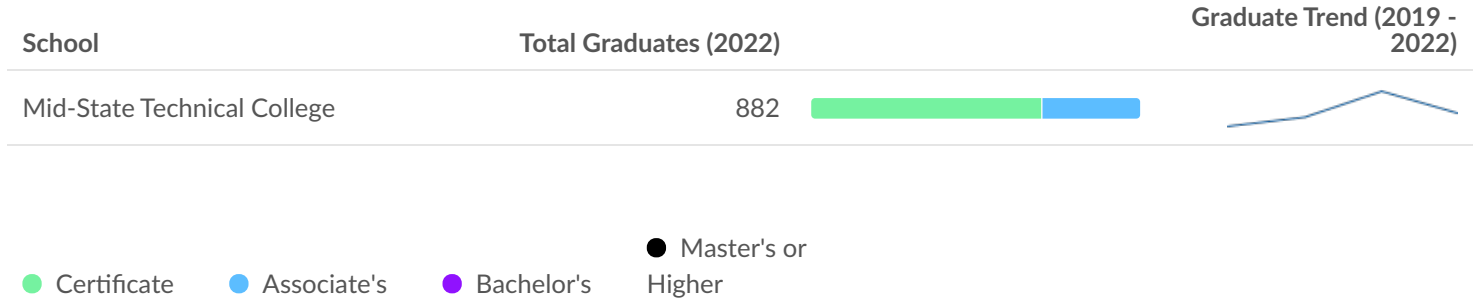


Underemployment



Educational Pipeline

In 2022, there were 882 graduates in Wood County, WI. This pipeline has grown by 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

