



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

73,939

Population (2023)

Population **grew by 1,112** over the last 5 years and is projected to **grow by 988** over the next 5 years.

40,723

Total Regional Employment

Jobs **decreased by 1,703** over the last 5 years but are projected to **grow by 187** over the next 5 years.

\$63.3K

Median Household Income (2022)

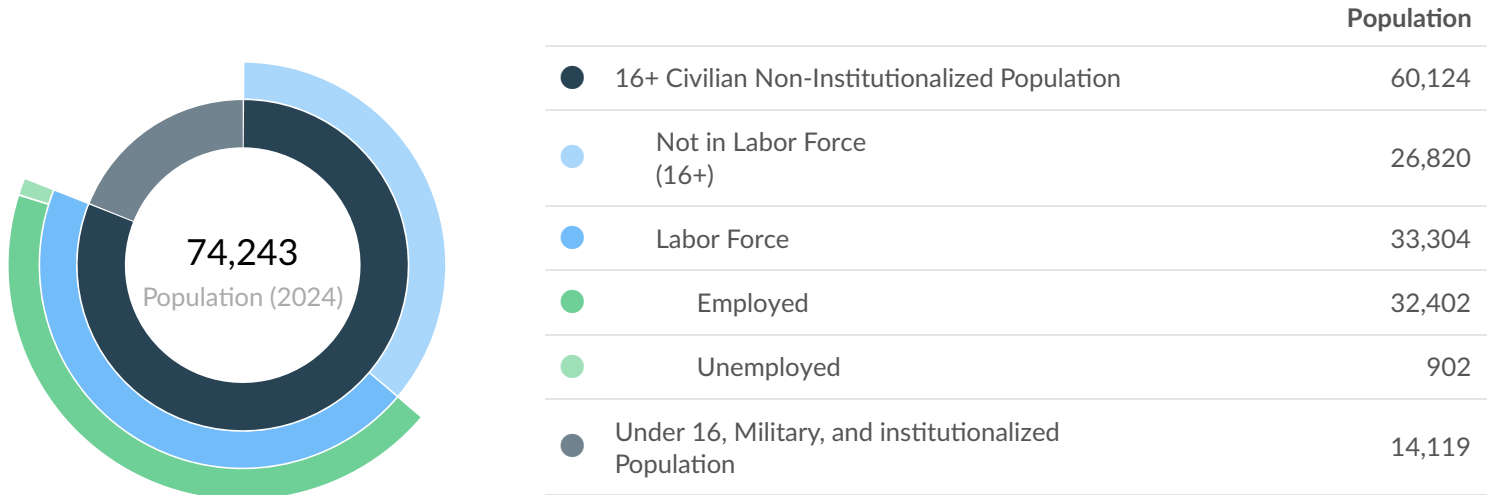
Median household income is **\$11.9K below** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **increased by 1.5%** since 2018, growing by 1,112. Population is expected to **increase by 1.3%** between 2023 and 2028, adding 988.
- From 2018 to 2023, jobs **declined by 4.0%** in Wood County, WI from 42,426 to **40,723**. This change **fell short of the national growth rate of 4.5% by 8.5%**. As the number of jobs declined, the **labor force participation rate decreased from 60.1% to 55.3% 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.

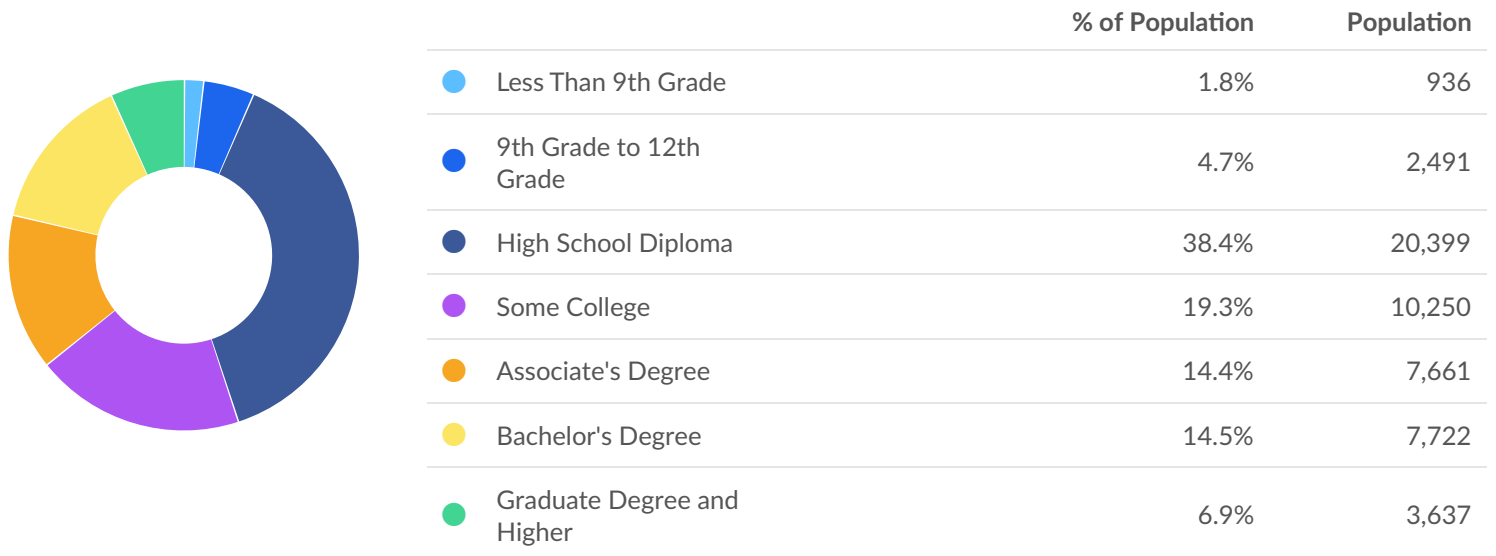
	Population (2024)	Labor Force (Sep 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	74,243	33,304	40,723	98.8	\$4.81B	\$5.85B	\$5.69B
State	5,932,800	3,174,542	3,245,667	100.2	\$412.45B	\$381.77B	\$408.89B

Sep 2024 Labor Force Breakdown



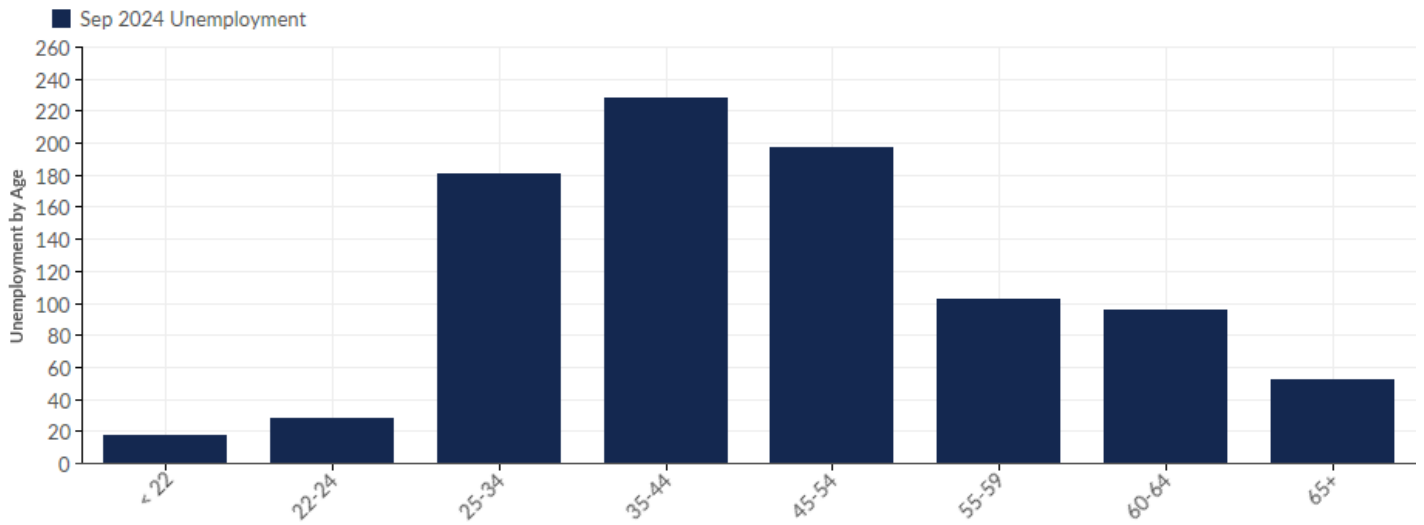
Educational Attainment

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).



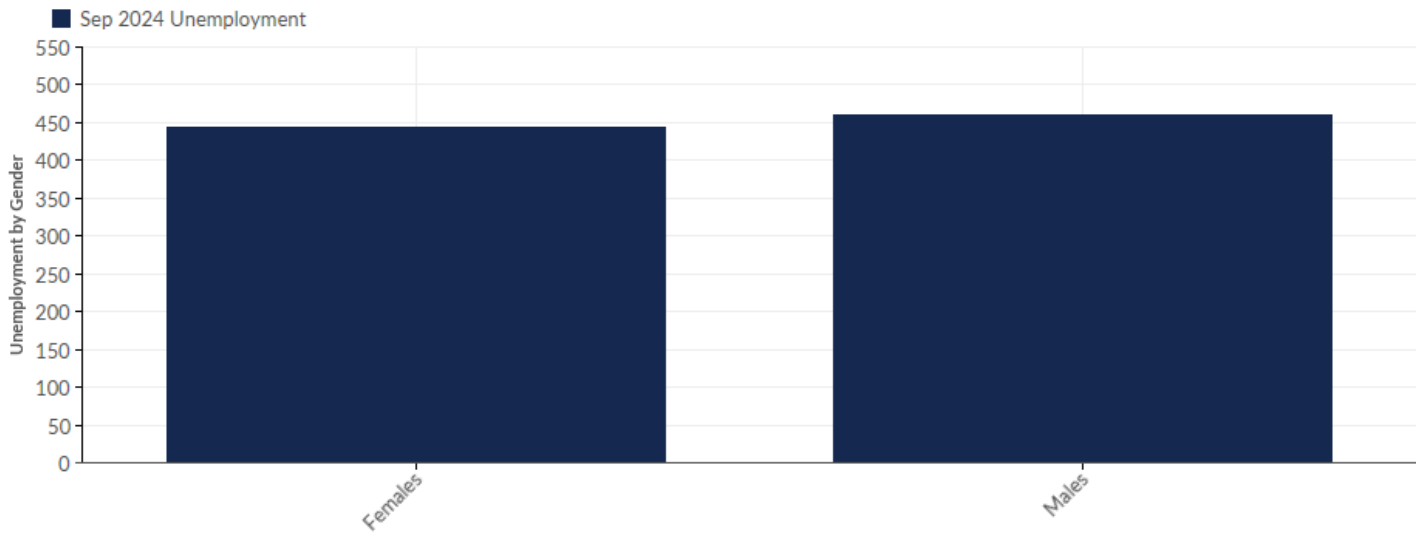
Unemployment by Demographics

Unemployment by Age



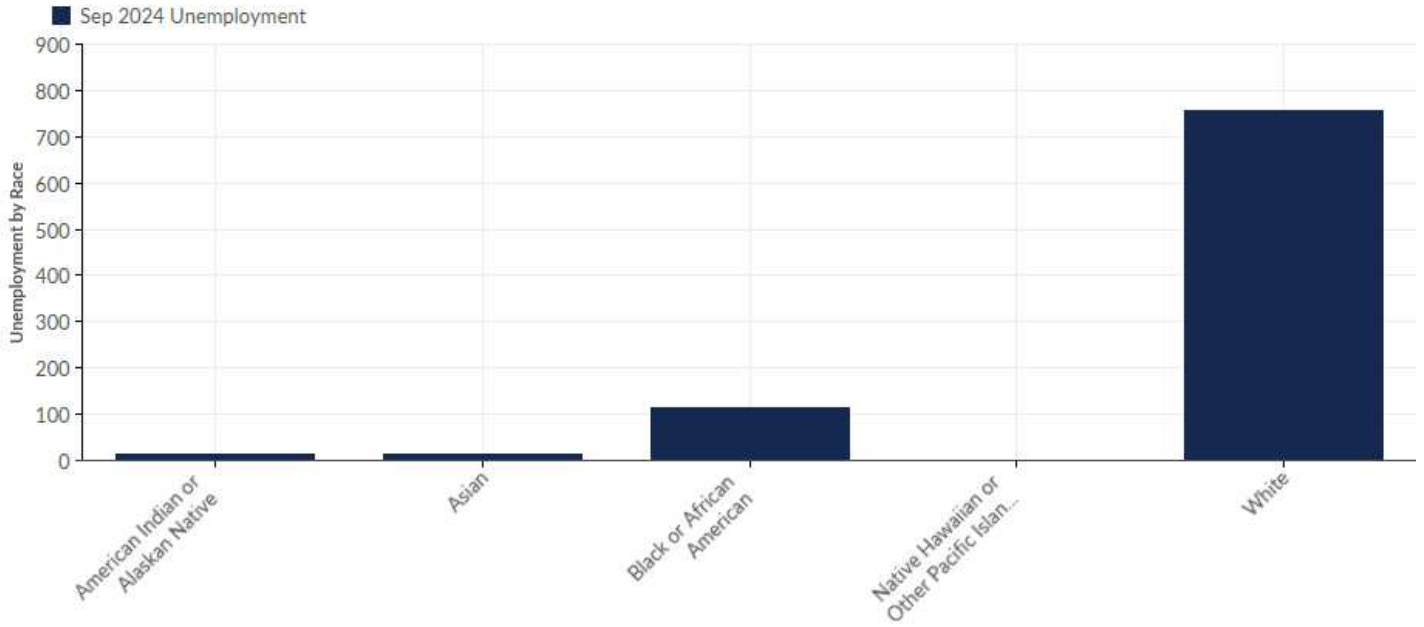
Age	Unemployment (Sep 2024)	% of Unemployed
< 22	17	1.88%
22-24	28	3.10%
25-34	181	20.07%
35-44	228	25.28%
45-54	197	21.84%
55-59	102	11.31%
60-64	96	10.64%
65+	52	5.76%
Total	902	100.00%

Unemployment by Gender



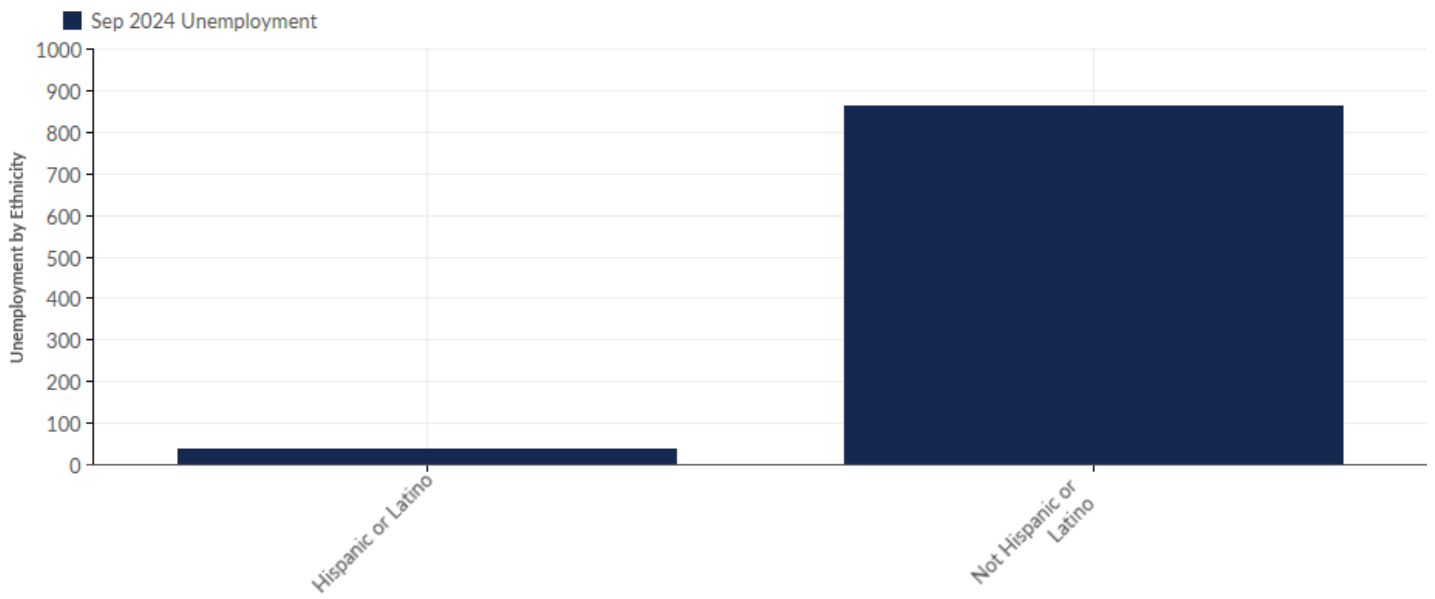
Gender	Unemployment (Sep 2024)	% of Unemployed
Females	443	49.11%
Males	459	50.89%
Total	902	100.00%

Unemployment by Race



Race	Unemployment (Sep 2024)	% of Unemployed
American Indian or Alaskan Native	13	1.44%
Asian	15	1.66%
Black or African American	115	12.75%
Native Hawaiian or Other Pacific Islander	2	0.22%
White	758	84.04%
Total	902	100.00%

Unemployment by Ethnicity

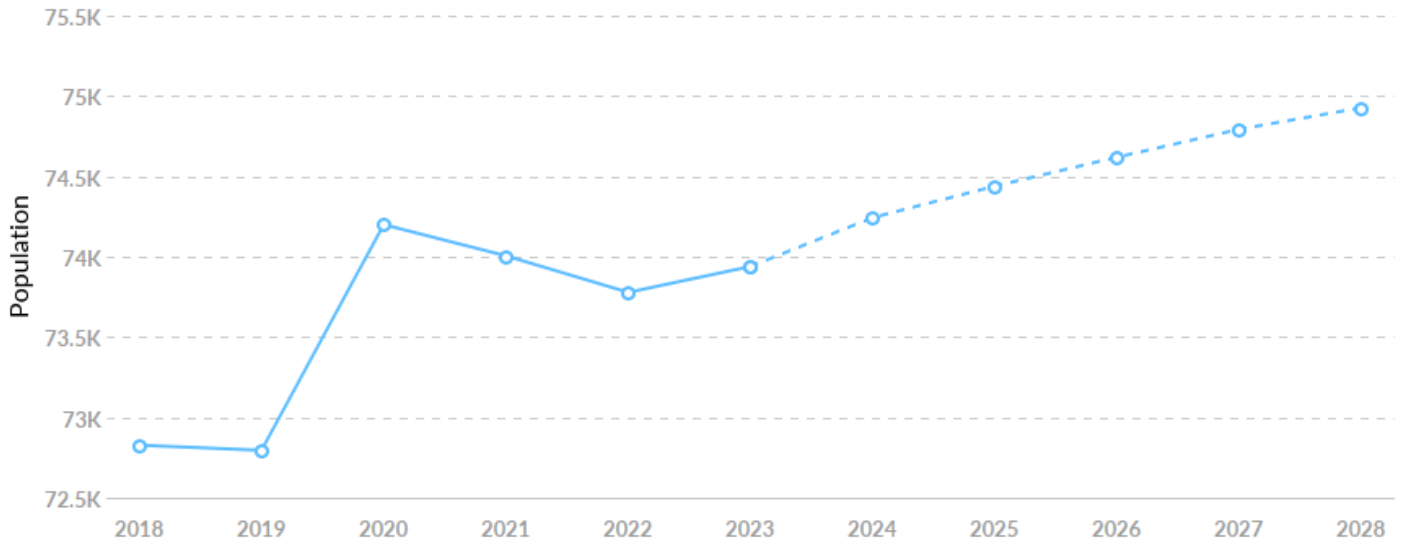


Ethnicity	Unemployment (Sep 2024)	% of Unemployed
Hispanic or Latino	38	4.21%
Not Hispanic or Latino	864	95.79%
Total	902	100.00%

Historic & Projected Trends

Population Trends

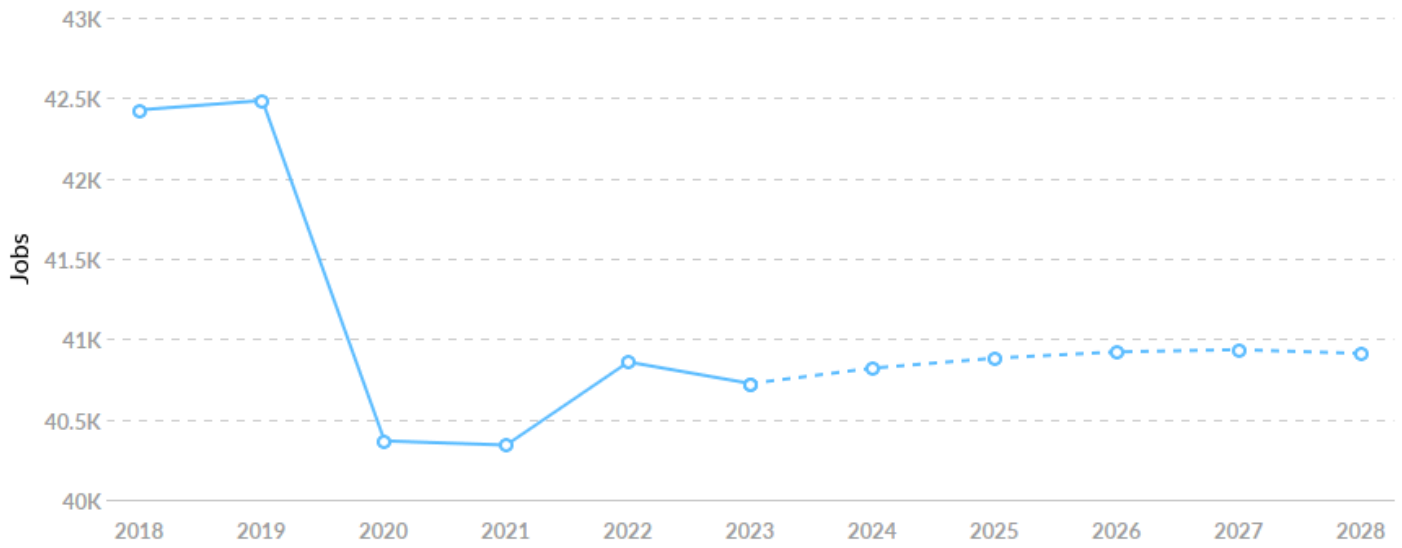
As of 2023 the region's population increased by 1.5% since 2018, growing by 1,112. Population is expected to increase by 1.3% between 2023 and 2028, adding 988.



Timeframe	Population
2018	72,827
2019	72,795
2020	74,199
2021	74,005
2022	73,778
2023	73,939
2024	74,243
2025	74,439
2026	74,619
2027	74,793
2028	74,927

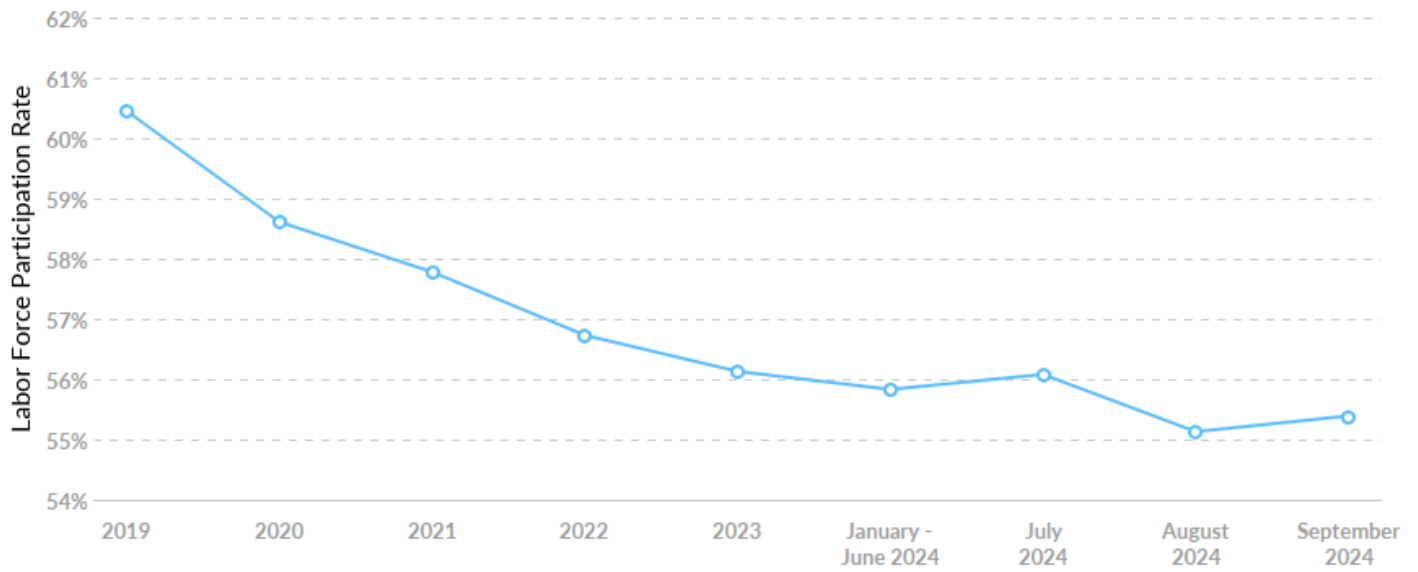
Job Trends

From 2018 to 2023, jobs declined by 4.0% in Wood County, WI from 42,426 to 40,723. This change fell short of the national growth rate of 4.5% by 8.5%.



Timeframe	Jobs
2018	42,426
2019	42,484
2020	40,366
2021	40,340
2022	40,857
2023	40,723
2024	40,819
2025	40,881
2026	40,920
2027	40,934
2028	40,910

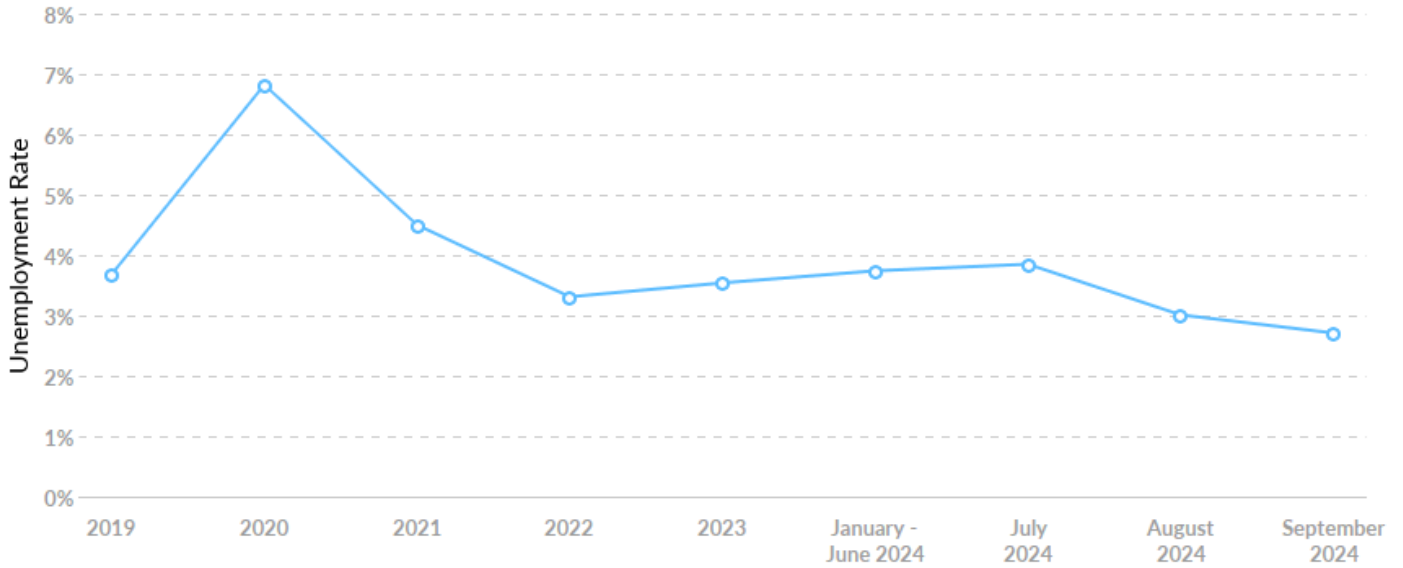
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	60.45%
2020	58.61%
2021	57.78%
2022	56.73%
2023	56.13%
January - June 2024	55.83%
July 2024	56.08%
August 2024	55.13%
September 2024	55.39%

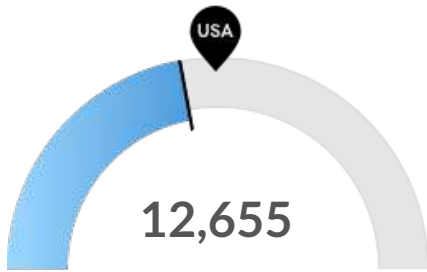
Unemployment Rate Trends

Wood County, WI had a September 2024 unemployment rate of 2.71%, **decreasing from 3.68%** 5 years before.



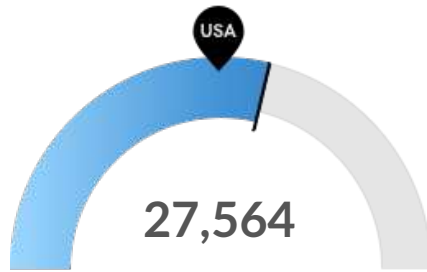
Timeframe	Unemployment Rate
2019	3.68%
2020	6.82%
2021	4.50%
2022	3.31%
2023	3.54%
January - June 2024	3.74%
July 2024	3.85%
August 2024	3.01%
September 2024	2.71%

Population Characteristics



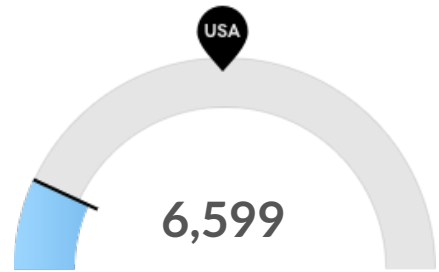
Millennials

Wood County, WI has 12,655 millennials (ages 25-39). The national average for an area this size is 15,023.



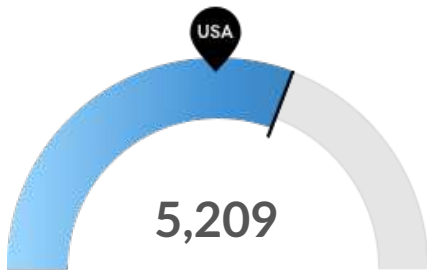
Retiring Soon

Retirement risk is high in Wood County, WI. The national average for an area this size is 22,320 people 55 or older, while there are 27,564 here.



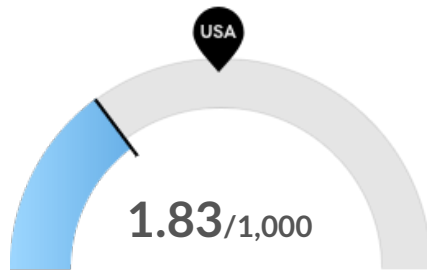
Racial Diversity

Racial diversity is low in Wood County, WI. The national average for an area this size is 30,793 racially diverse people, while there are 6,599 here.



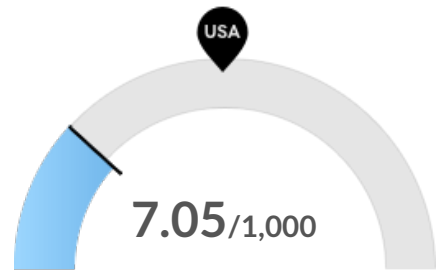
Veterans

Wood County, WI has 5,209 veterans. The national average for an area this size is 3,772.



Violent Crime

Wood County, WI has 1.83 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

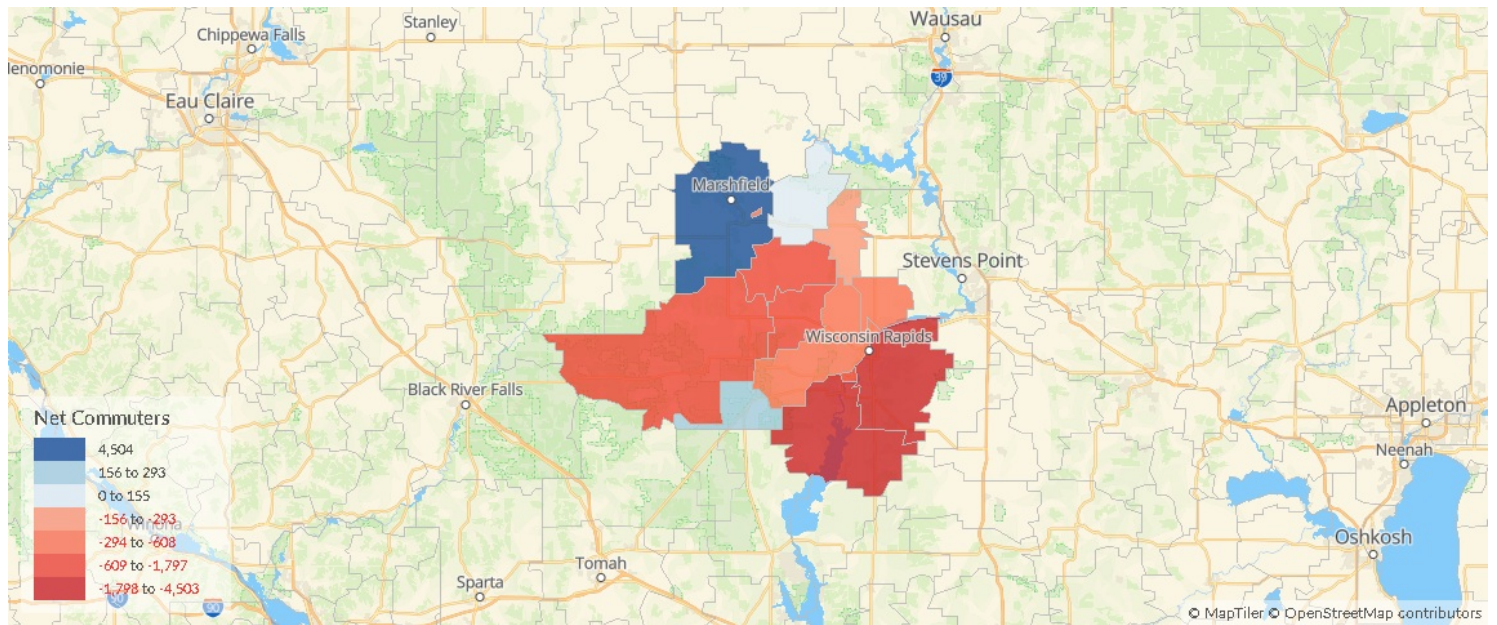


Property Crime

Wood County, WI has 7.05 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...	17,346
54494	Wisconsin Rapids, WI (i...	12,359
54495	Wisconsin Rapids, WI (i...	3,750
54457	Nekoosa, WI (in Wood c...	2,636
54412	Auburndale, WI (in Woo...	1,156

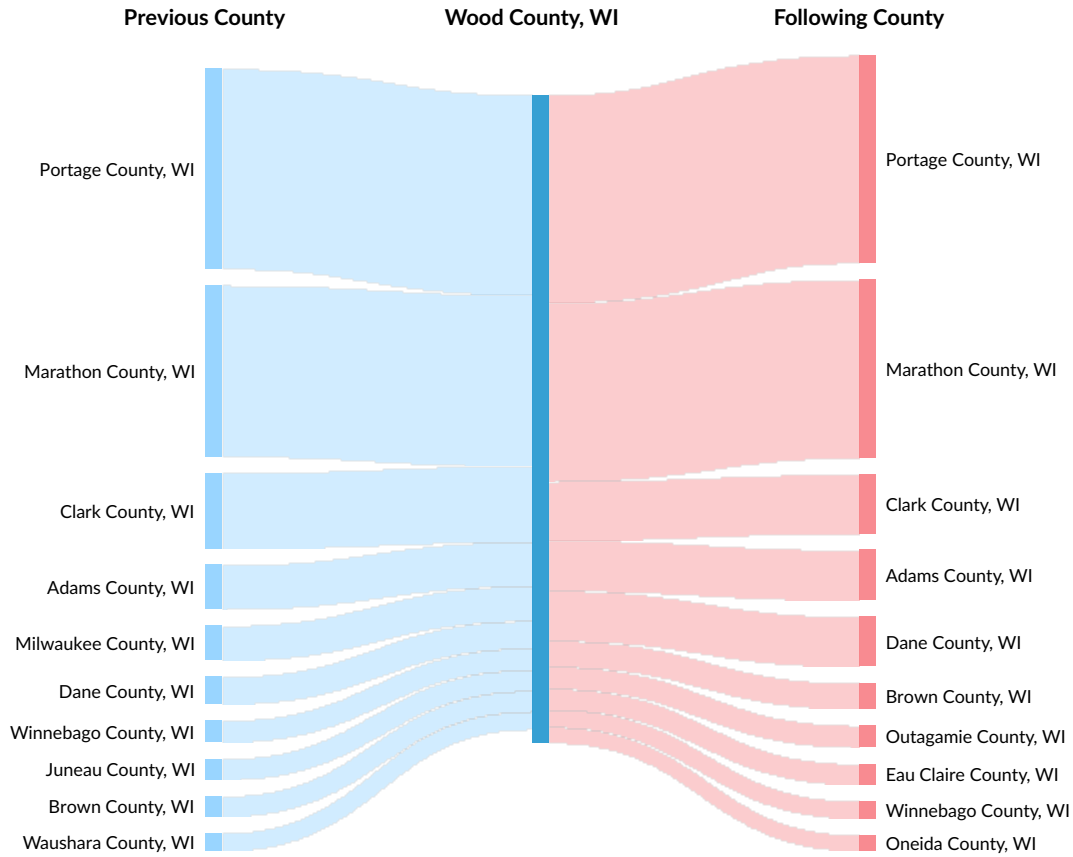
Where Talent Lives

ZIP	Name	2023 Workers
54494	Wisconsin Rapids, WI (i...	14,267
54449	Marshfield, WI (in Woo...	12,842
54457	Nekoosa, WI (in Wood c...	4,434
54495	Wisconsin Rapids, WI (i...	4,120
54466	Pittsville, WI (in Wood c...	1,642

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 2022, 438 people have migrated from Portage County, WI to Wood County, WI. In the same year, 455 people left Wood County, WI migrating to Portage County, WI. The total Net Migration for Wood County, WI in 2022 was 30.

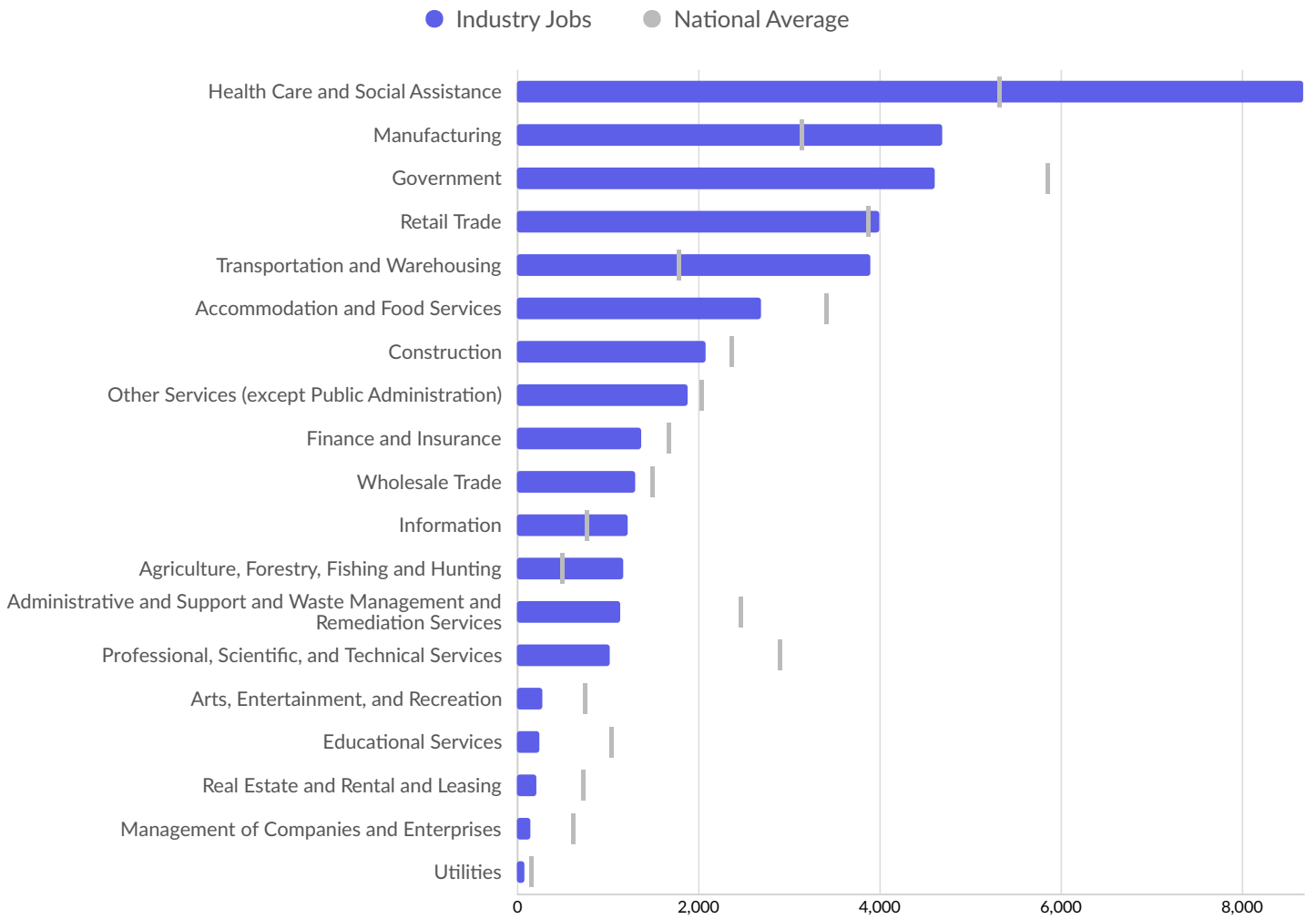


Top Previous Counties	Migrations
Portage County, WI	438
Marathon County, WI	375
Clark County, WI	166
Adams County, WI	97
Milwaukee County, WI	76
Dane County, WI	60

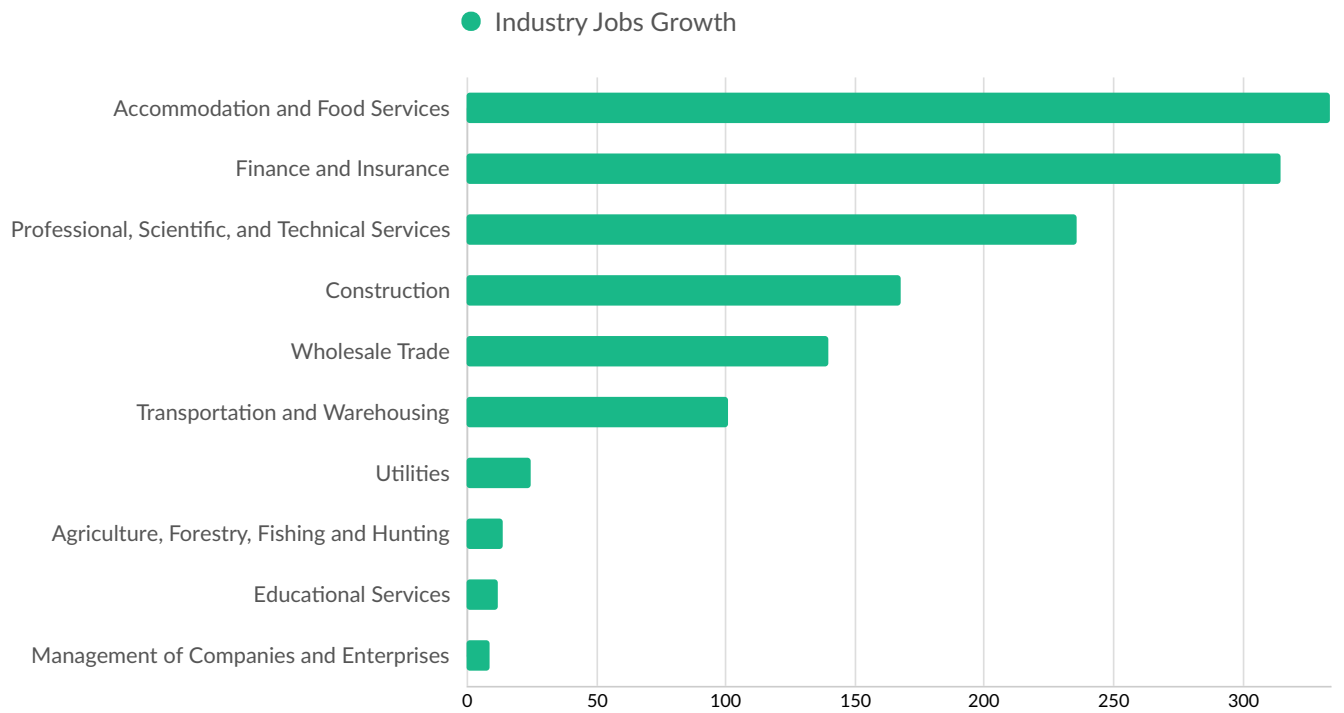
Top Previous Counties	Migrations
Winnebago County, WI	47
Juneau County, WI	46
Brown County, WI	45
Waushara County, WI	39
Waukesha County, WI	36
Washington County, WI	35
Monroe County, WI	35
La Crosse County, WI	34
Racine County, WI	34
Top Following Counties	Migrations
Portage County, WI	455
Marathon County, WI	391
Clark County, WI	129
Adams County, WI	110
Dane County, WI	109
Brown County, WI	57
Outagamie County, WI	48
Eau Claire County, WI	45
Winnebago County, WI	38
Oneida County, WI	35
Juneau County, WI	35
El Paso County, CO	35
Anderson County, TN	34
Hillsborough County, FL	34
La Crosse County, WI	33

Industry Characteristics

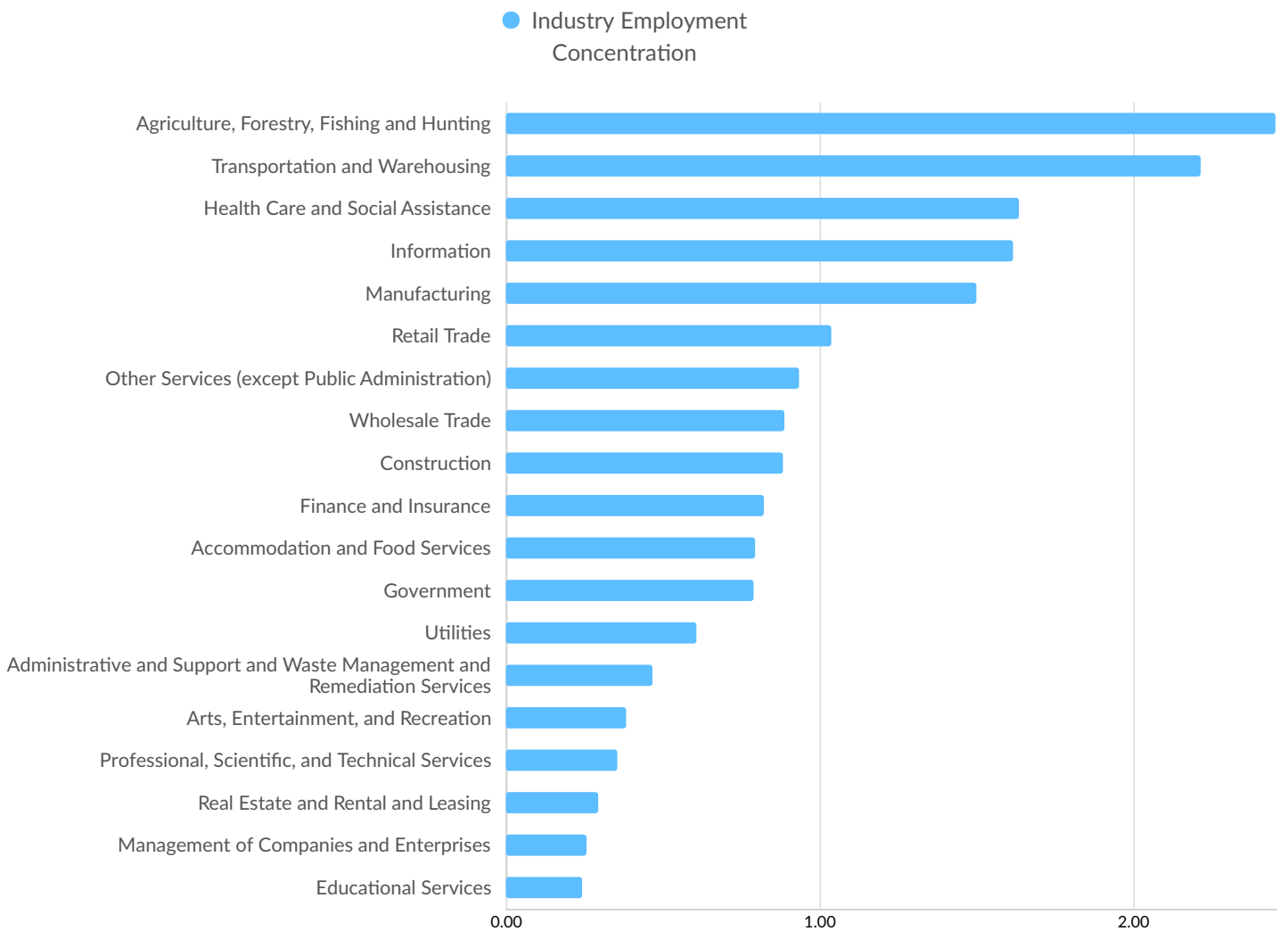
Largest Industries



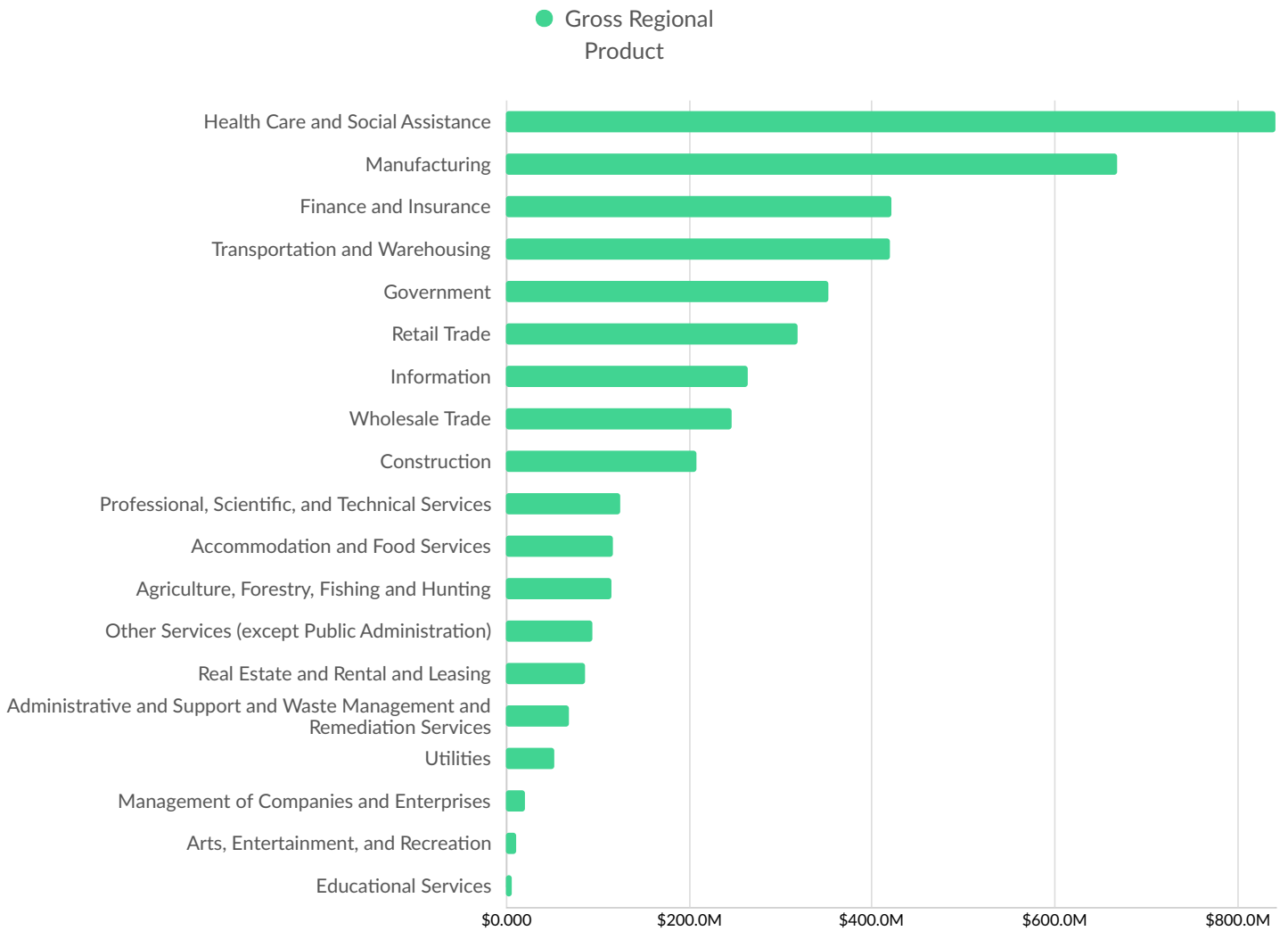
Top Growing Industries



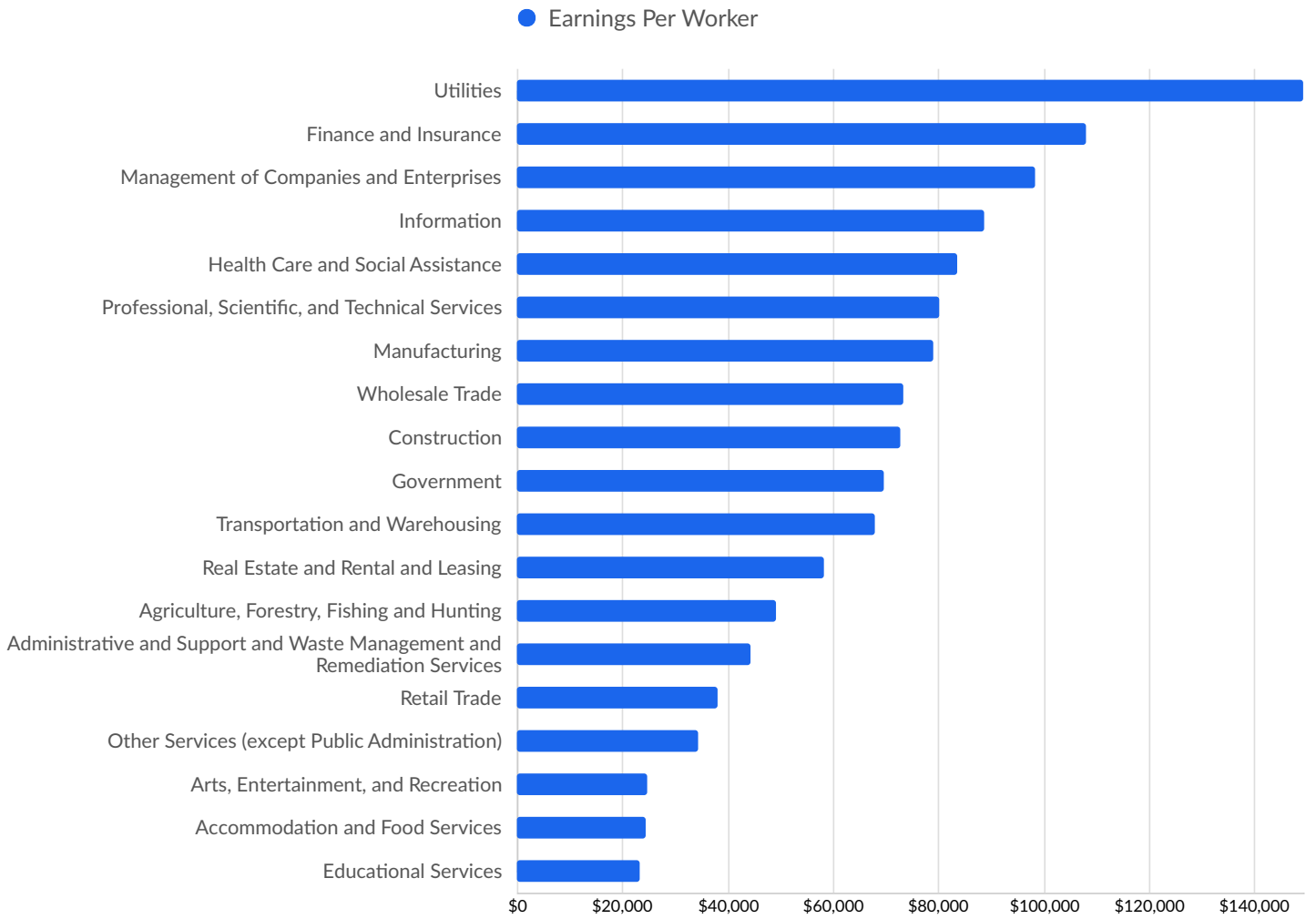
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



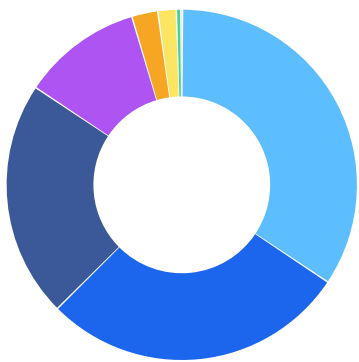
Business Characteristics

6,103 Companies Employ Your Workers

Online profiles for your workers mention 6,103 companies as employers, with the top 10 appearing below. In the last 12 months, 749 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,577 	Marshfield Clinic	879 
Verso Group	275 	Beaver Dam Community Hospit...	220 
Renaissance Learning	266 	CompHealth	211 
Ministry Health Care	227 	Aspirus	148 
Mid-State Technical College	208 	Aya Healthcare	120 
Security Health Plan	174 	Walmart	101 
Roehl Transport	170 	Weatherby Healthcare	92 
University of Wisconsin System	152 	Domtar	77 
Aspirus	141 	Georgetown University	75 
Sentry	141 	OneStaff Medical	71 

Business Size

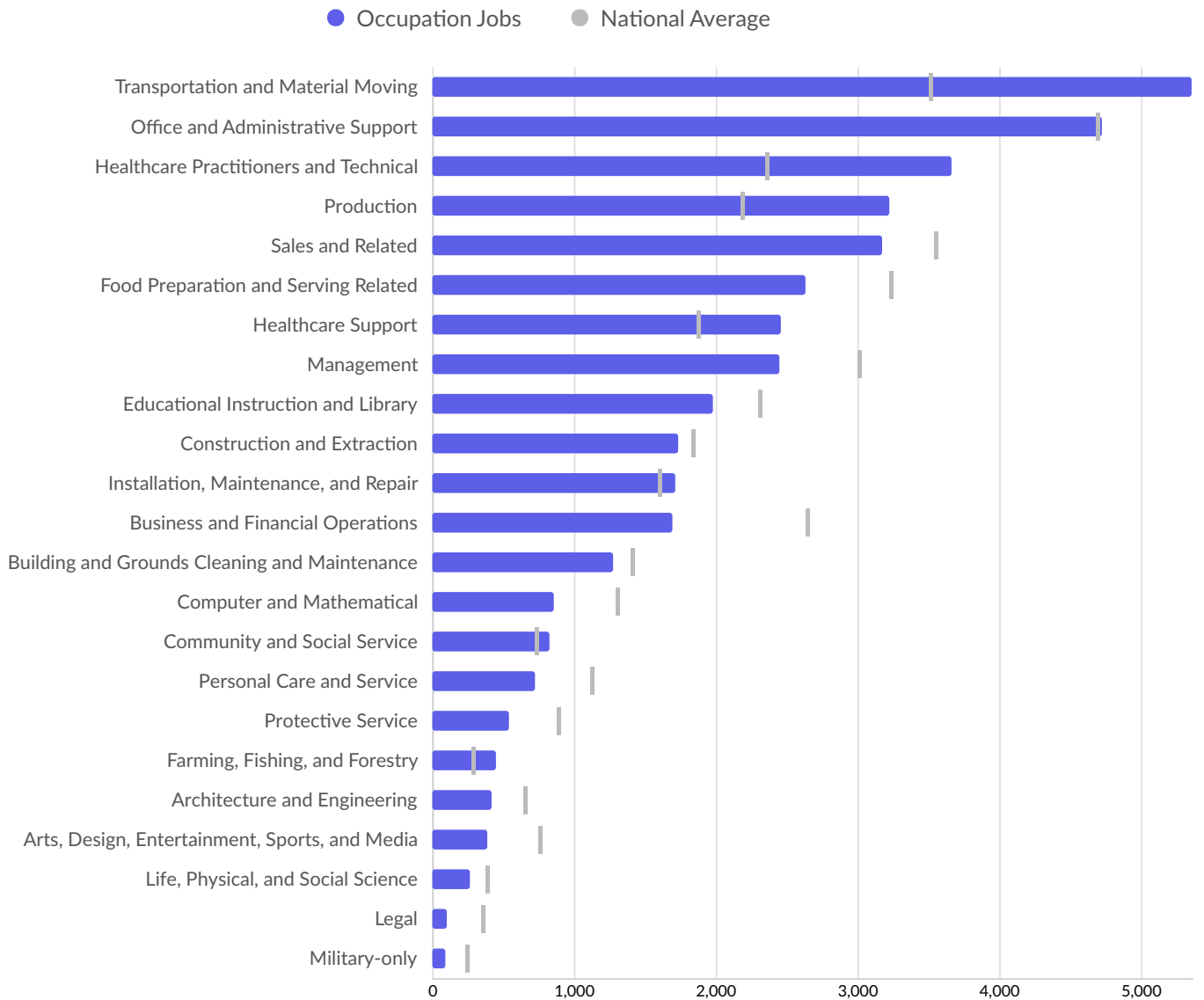


	Percentage	Business Count
● 1 to 4 employees	34.3%	1,330
● 5 to 9 employees	28.2%	1,094
● 10 to 19 employees	21.8%	846
● 20 to 49 employees	11.1%	429
● 50 to 99 employees	2.4%	93
● 100 to 249 employees	1.7%	66
● 250 to 499 employees	0.4%	16
● 500+ employees	0.2%	6

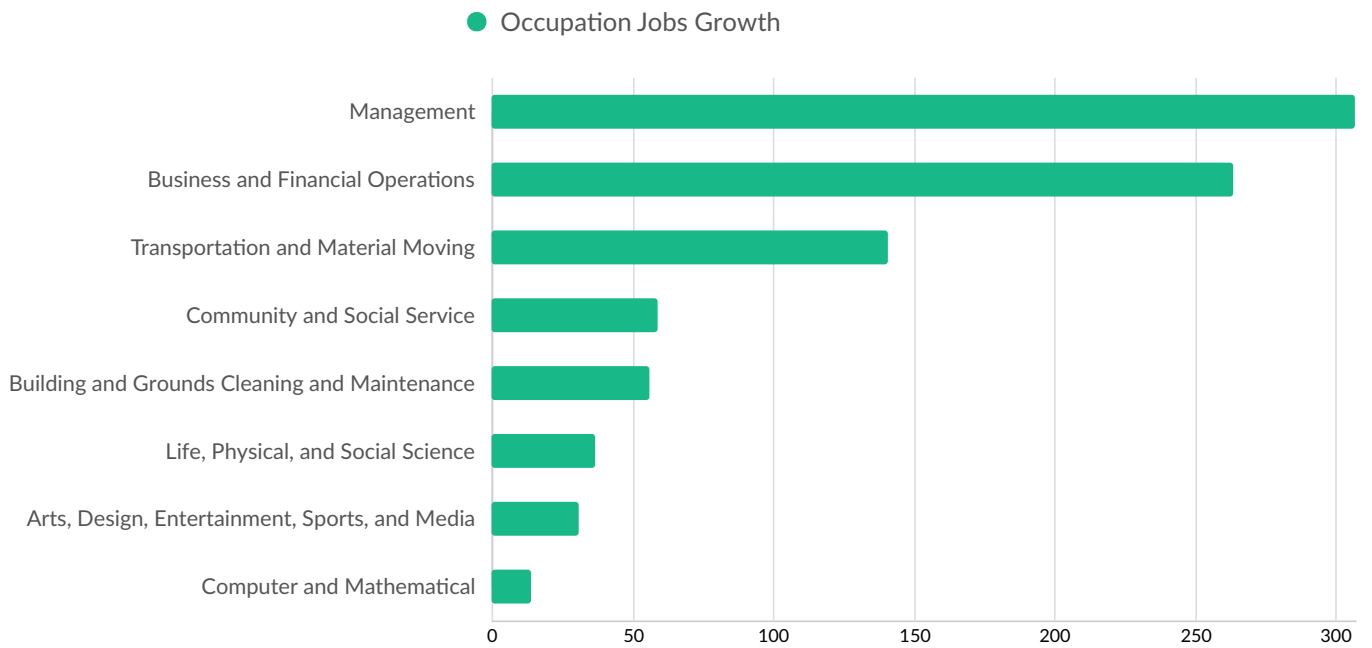
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

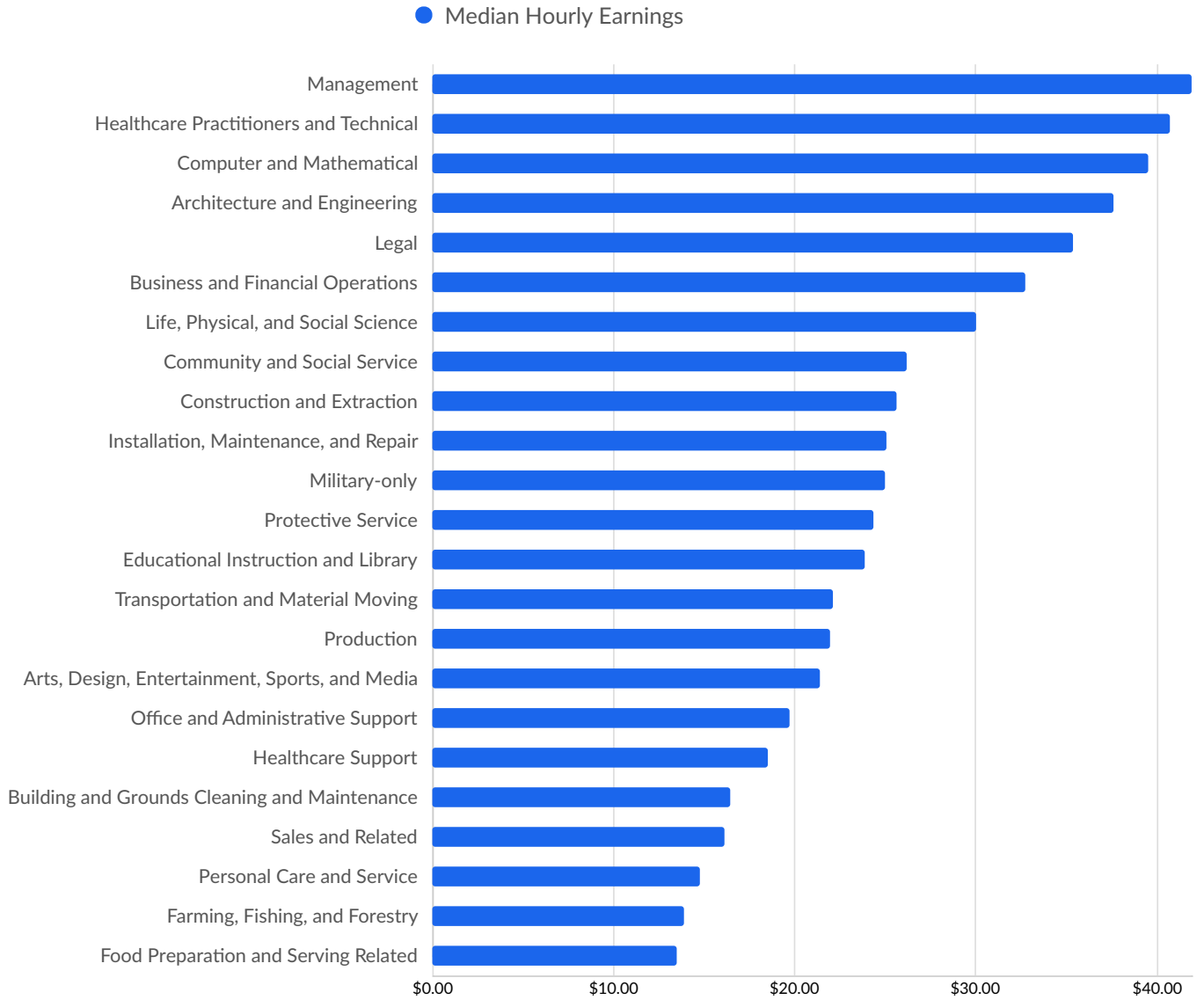


Top Occupation Employment Concentration

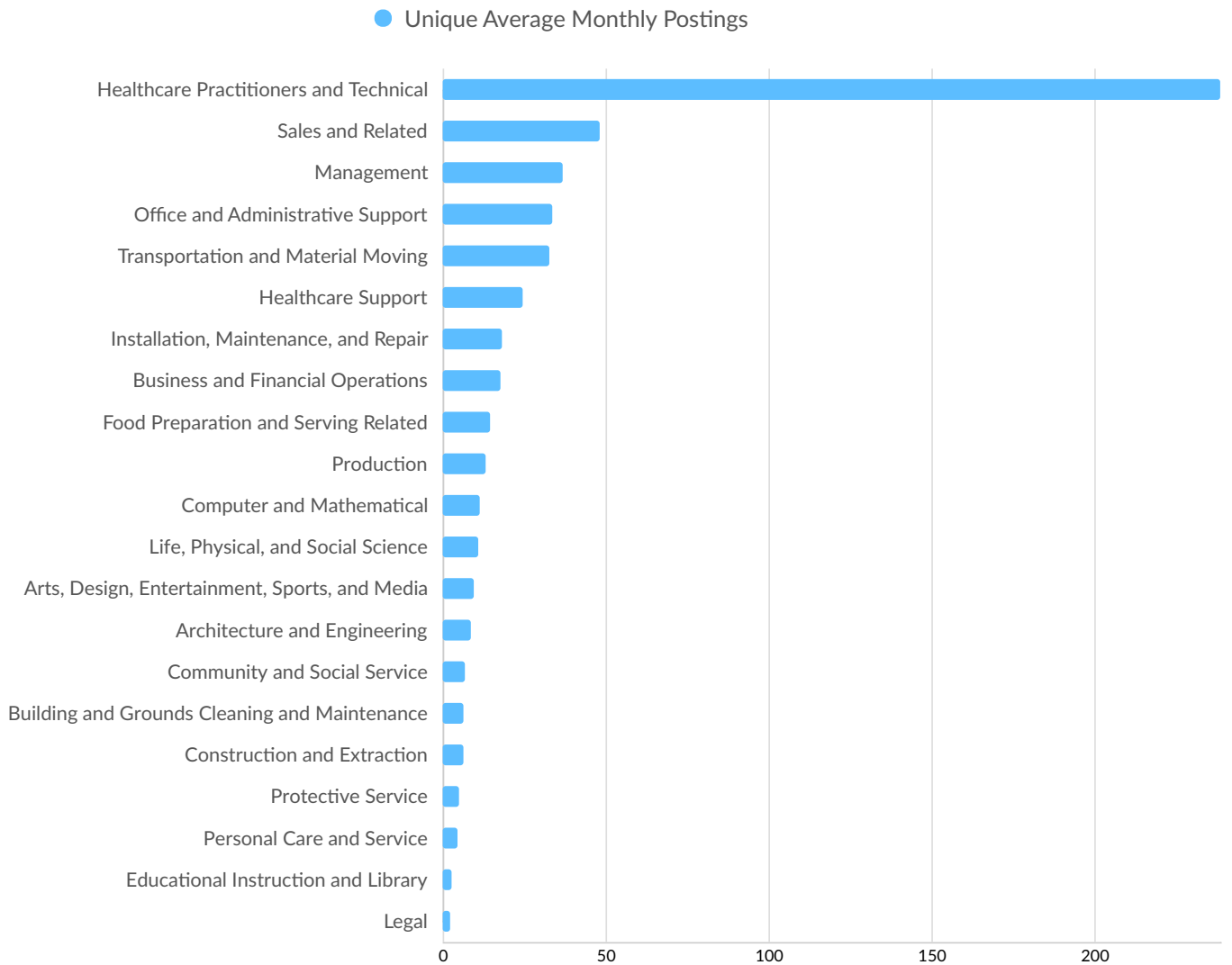
● Occupation Employment Concentration



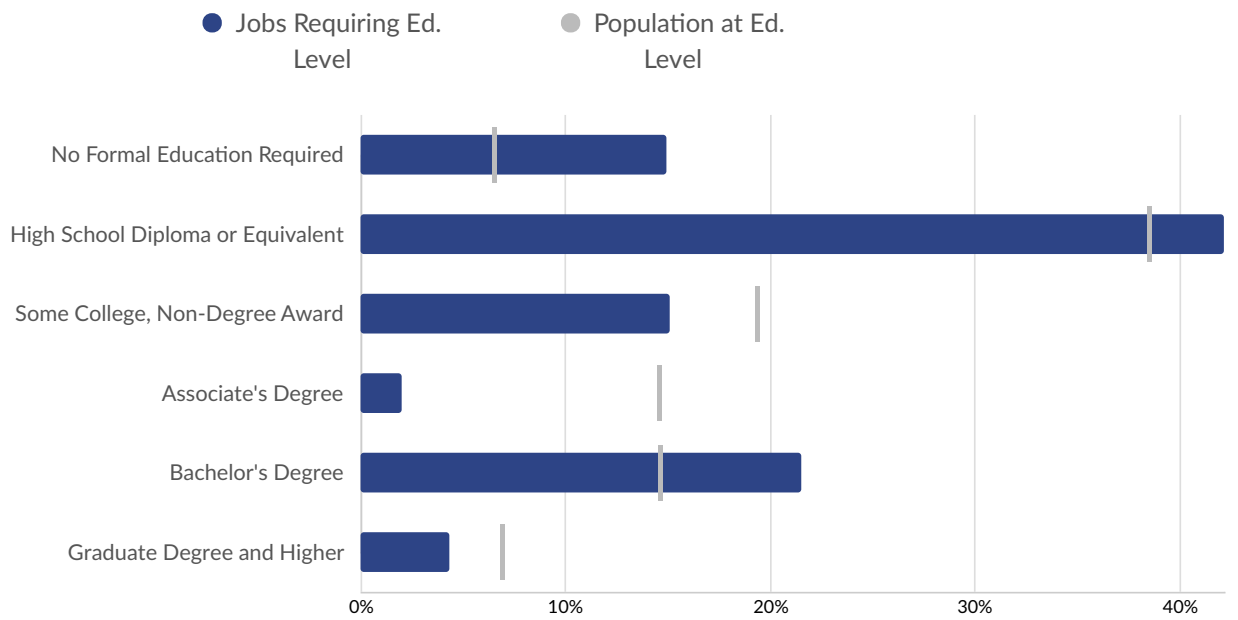
Top Occupation Earnings



Top Posted Occupations

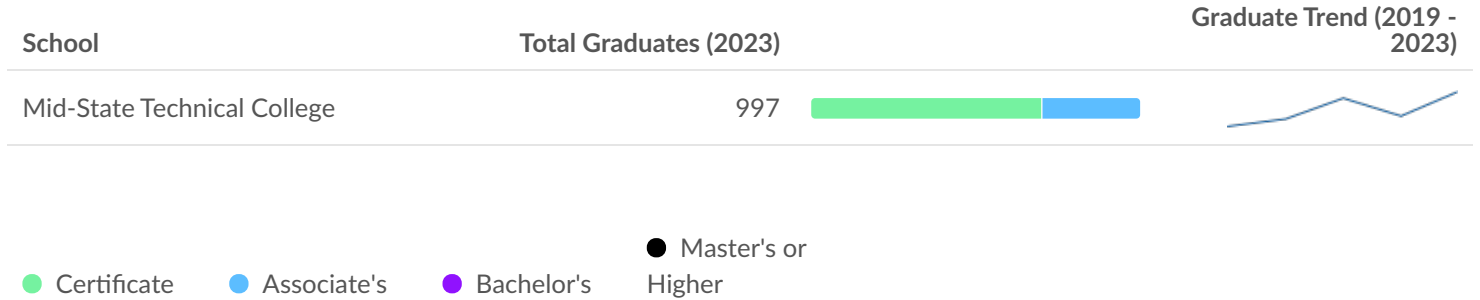


Underemployment



Educational Pipeline

In 2023, there were 997 graduates in Wood County, WI. This pipeline has grown by 20% over the last 5 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

