



# Wood County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

55141 Wood County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**74,243**

**Population (2024)**

Population **grew by 1,448** over the last 5 years and is projected to **grow by 805** over the next 5 years.

**40,309**

**Total Regional Employment**

Jobs **decreased by 2,175** over the last 5 years and are projected to **decrease by 144** over the next 5 years.

**\$63.3K**

**Median Household Income (2022)**

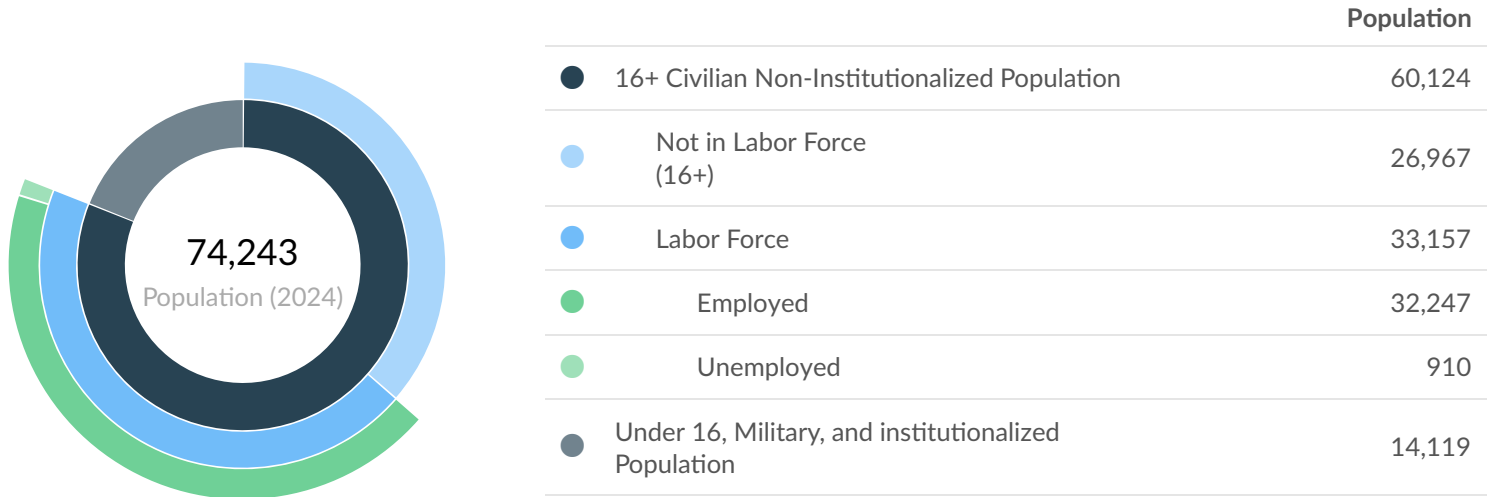
Median household income is **\$11.9K below** the national median household income of \$75.1K.

### Takeaways

- As of 2024 the region's population **increased by 2.0%** since 2019, growing by 1,448. Population is expected to **increase by 1.1%** between 2024 and 2029, adding 805.
- From 2019 to 2024, jobs **declined by 5.1%** in Wood County, WI from 42,484 to **40,309**. This change **fell short of the national growth rate of 3.9% by 9.0%**. As the number of jobs declined, the **labor force participation rate decreased from 59.9% to 55.1% between 2019 and 2024**.
- Concerning educational attainment, **14.7% of Wood County, WI residents possess a Bachelor's Degree** (6.7% below the national average), and **14.8% hold an Associate's Degree** (5.8% above the national average).
- The top three industries in 2024 are General Freight Trucking, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

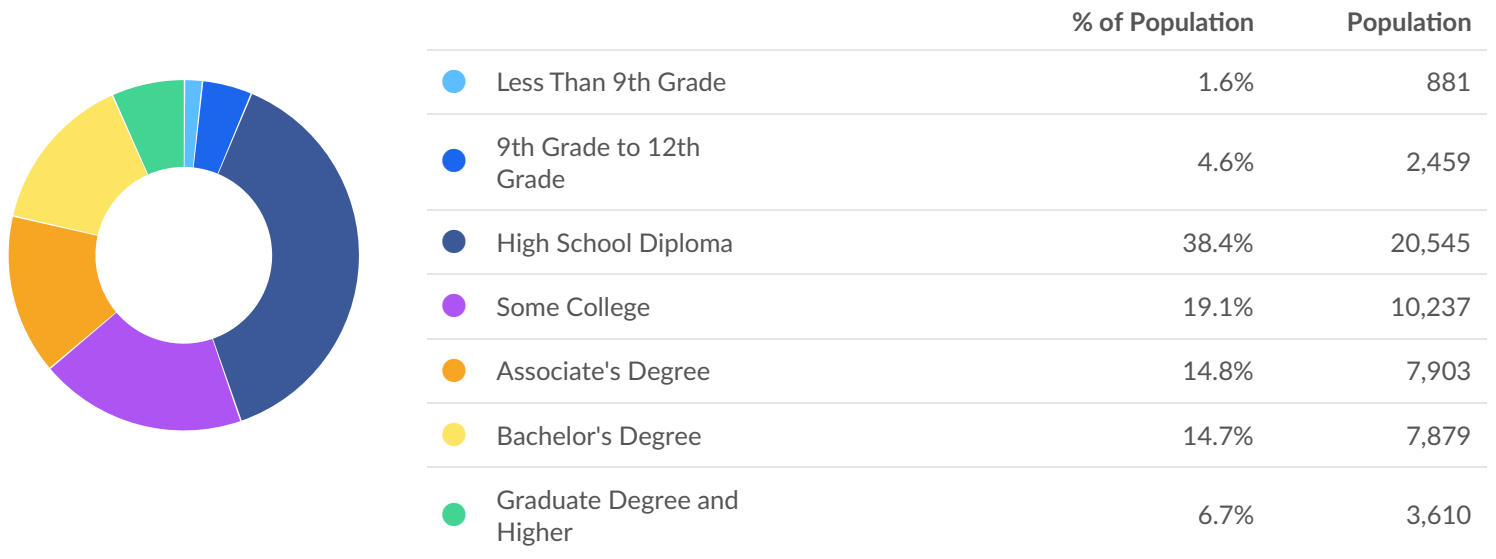
	Population (2024)	Labor Force (Oct 2024)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	74,243	33,157	40,309	98.8	\$4.81B	\$5.86B	\$5.57B
State	5,932,800	3,179,316	3,252,259	100.2	\$422.54B	\$383.58B	\$412.93B

## Oct 2024 Labor Force Breakdown



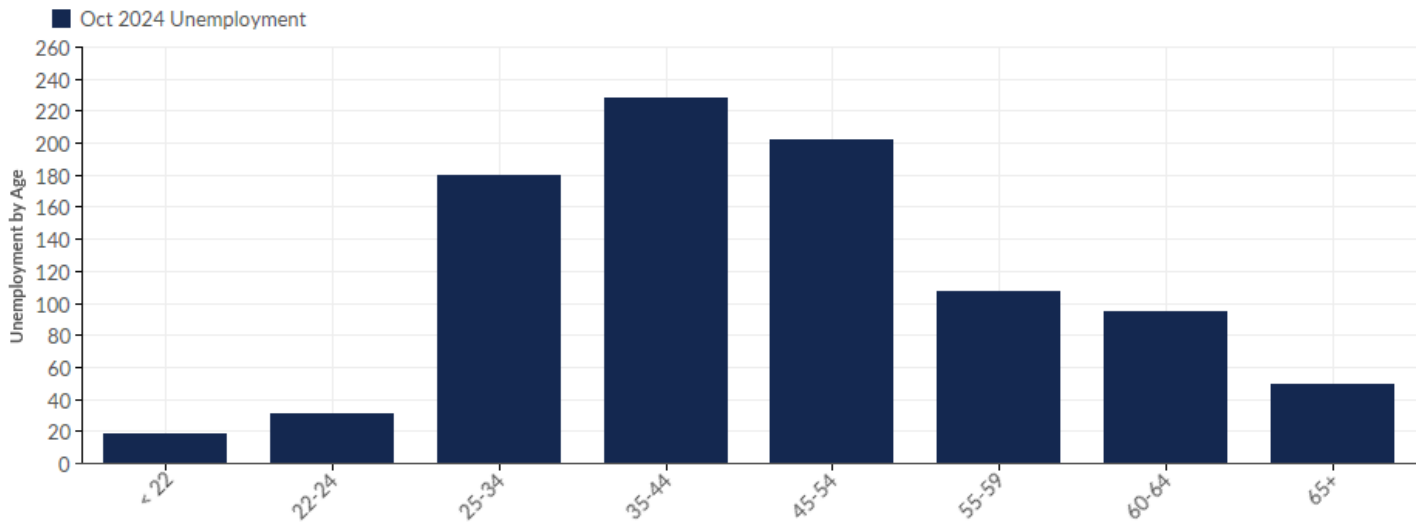
## Educational Attainment

Concerning educational attainment, **14.7% of Wood County, WI residents possess a Bachelor's Degree** (6.7% below the national average), and **14.8% hold an Associate's Degree** (5.8% above the national average).



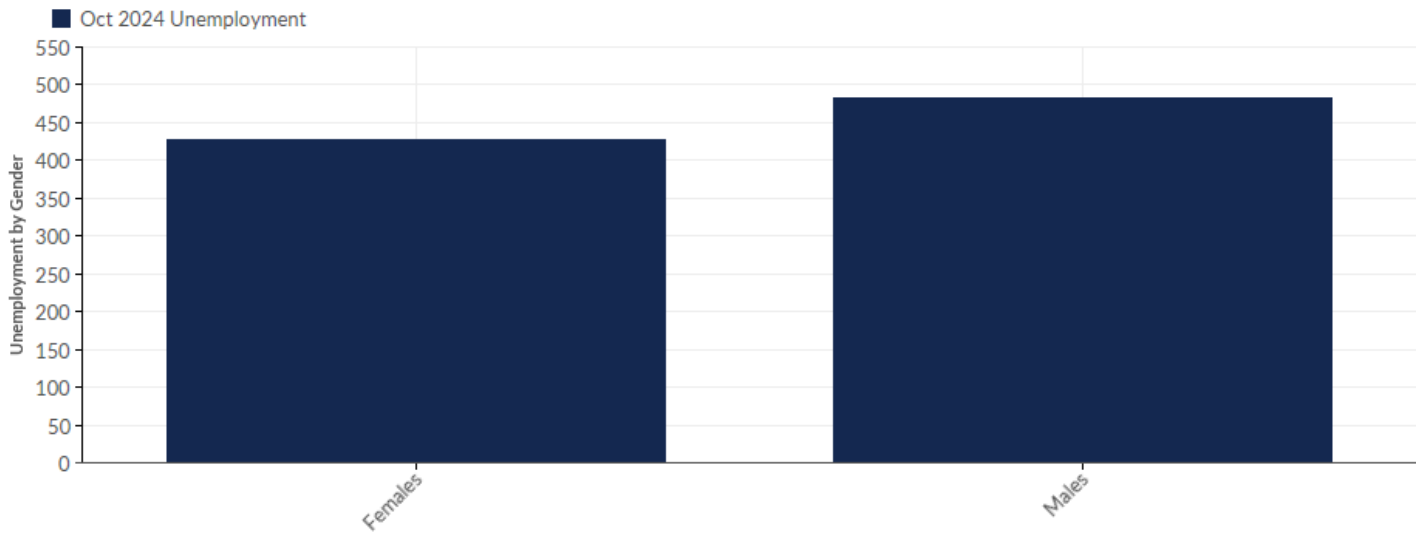
# Unemployment by Demographics

## Unemployment by Age



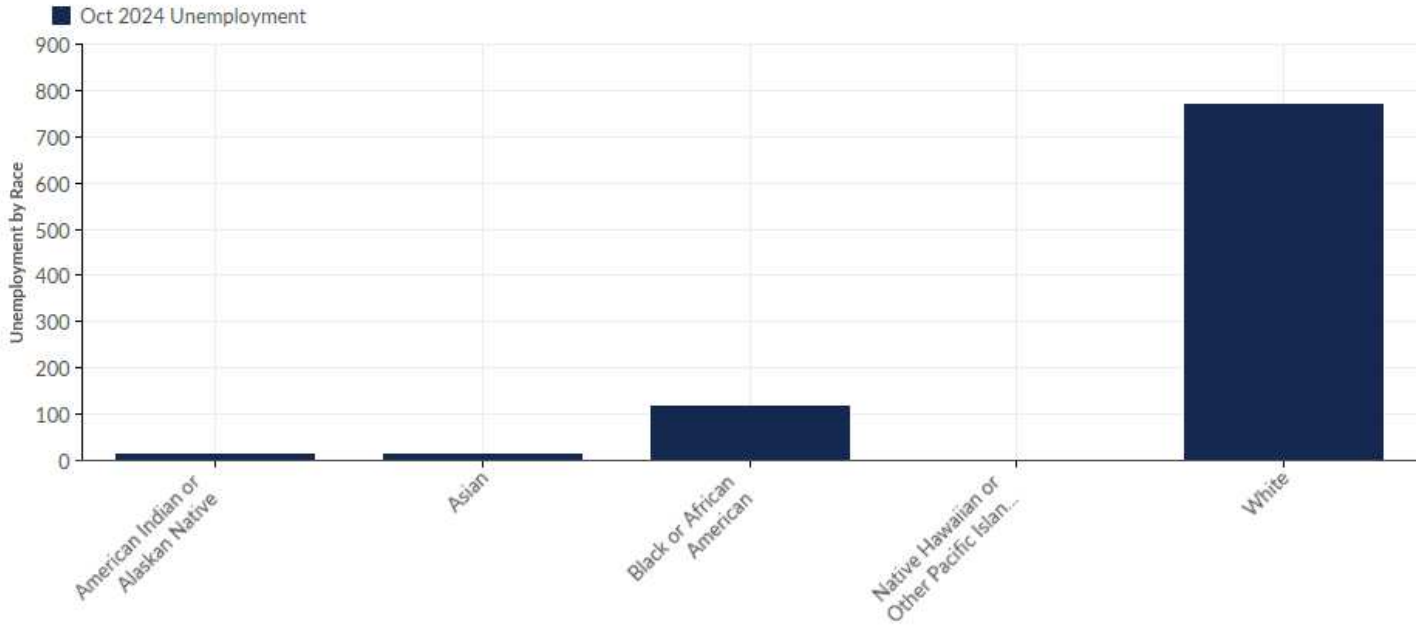
Age	Unemployment (Oct 2024)	% of Unemployed
< 22	18	1.98%
22-24	31	3.41%
25-34	180	19.78%
35-44	228	25.05%
45-54	202	22.20%
55-59	108	11.87%
60-64	95	10.44%
65+	49	5.38%
Total	910	100.00%

## Unemployment by Gender



Gender	Unemployment (Oct 2024)	% of Unemployed
Females	427	46.92%
Males	483	53.08%
Total	910	100.00%

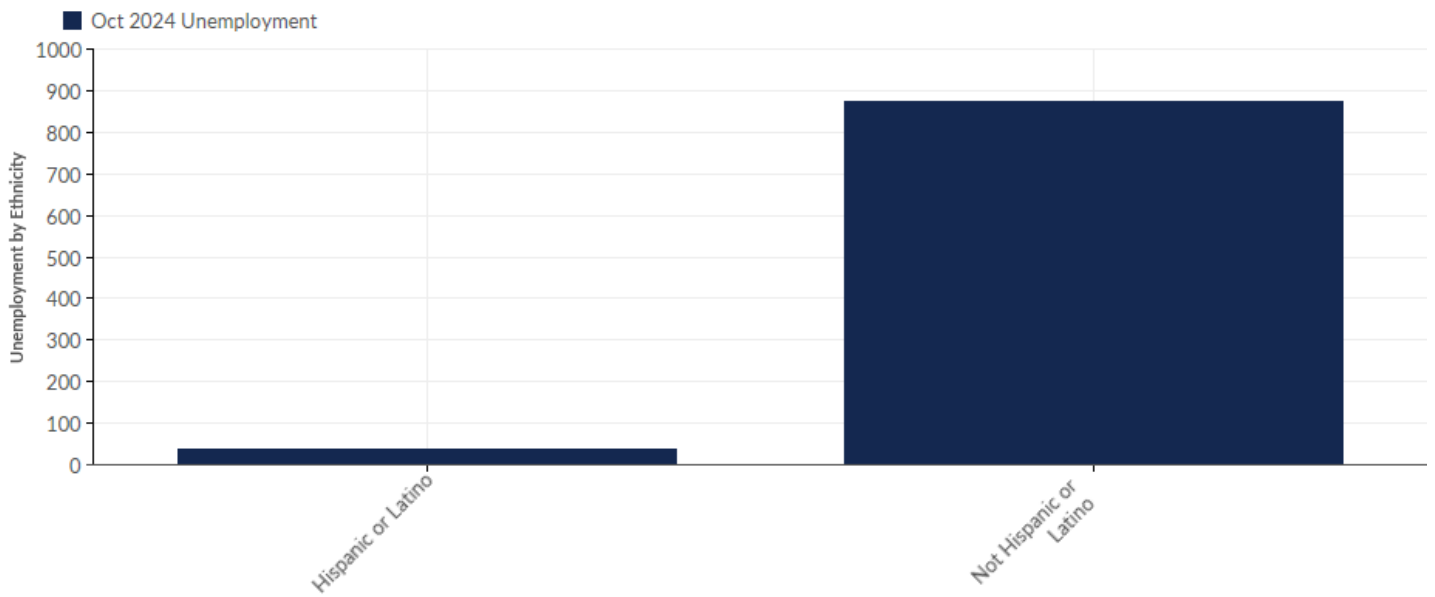
## Unemployment by Race



Race	Unemployment (Oct 2024)	% of Unemployed
American Indian or Alaskan Native	13	1.43%
Asian	12	1.32%
Black or African American	115	12.64%
Native Hawaiian or Other Pacific Islander	1	0.11%
White	768	84.40%
<b>Total</b>	<b>910</b>	<b>100.00%</b>



## Unemployment by Ethnicity

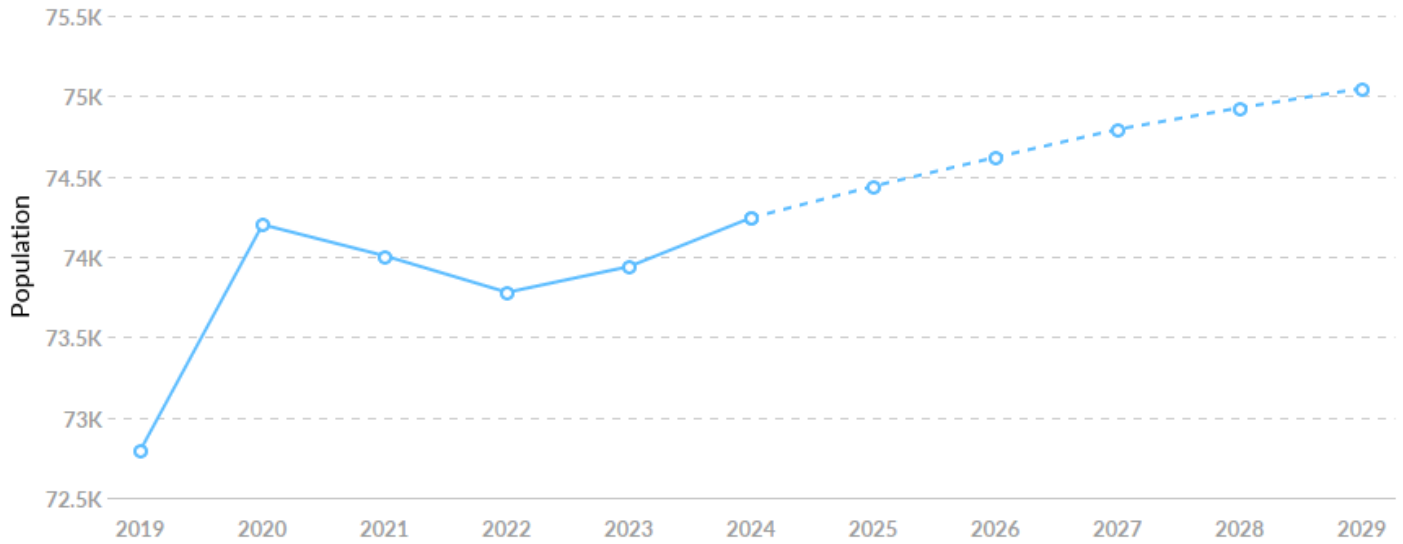


Ethnicity	Unemployment (Oct 2024)	% of Unemployed
Hispanic or Latino	37	4.07%
Not Hispanic or Latino	873	95.93%
Total	910	100.00%

# Historic & Projected Trends

## Population Trends

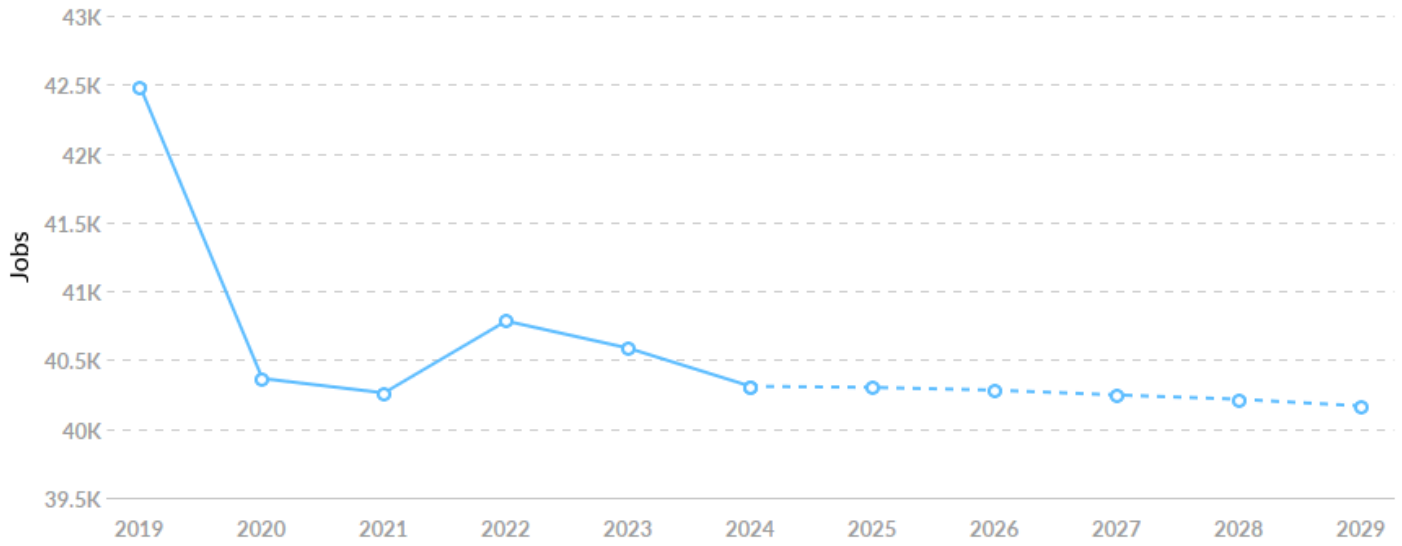
As of 2024 the region's population increased by 2.0% since 2019, growing by 1,448. Population is expected to increase by 1.1% between 2024 and 2029, adding 805.



Timeframe	Population
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
2029	75,048

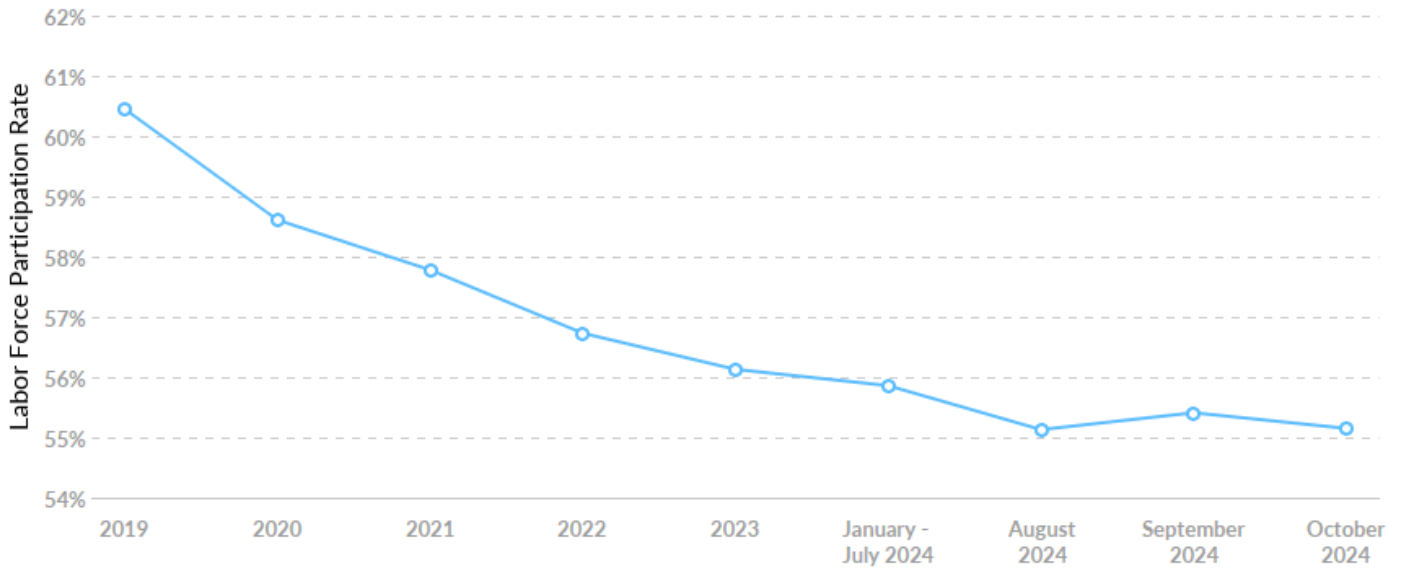
## Job Trends

From 2019 to 2024, jobs declined by 5.1% in Wood County, WI from 42,484 to 40,309. This change fell short of the national growth rate of 3.9% by 9.0%.



Timeframe	Jobs
2019	42,484
2020	40,366
2021	40,261
2022	40,783
2023	40,586
2024	40,309
2025	40,301
2026	40,281
2027	40,246
2028	40,215
2029	40,166

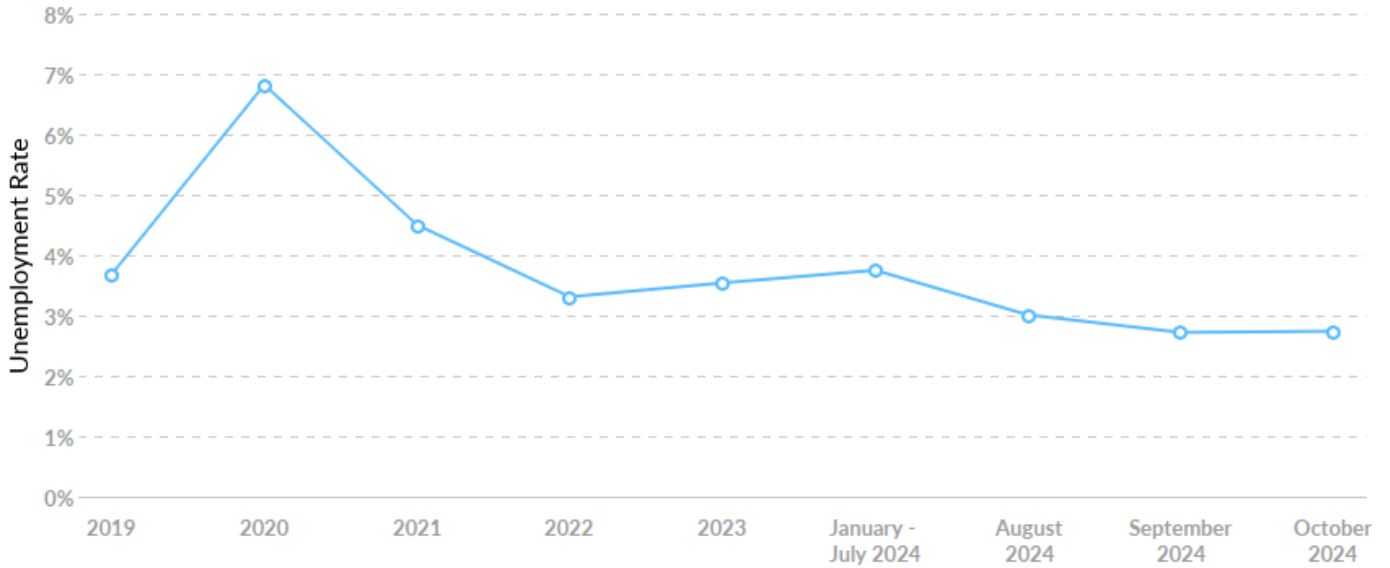
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	60.45%
2020	58.61%
2021	57.78%
2022	56.73%
2023	56.13%
January - July 2024	55.86%
August 2024	55.13%
September 2024	55.41%
October 2024	55.15%

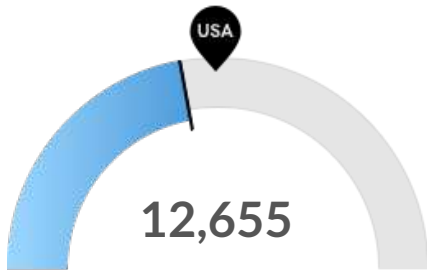
## Unemployment Rate Trends

Wood County, WI had an October 2024 unemployment rate of 2.74%, decreasing from 3.68% 5 years before.



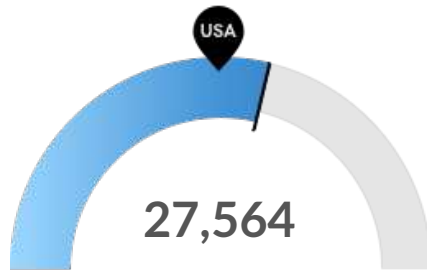
Timeframe	Unemployment Rate
2019	3.68%
2020	6.82%
2021	4.50%
2022	3.31%
2023	3.54%
January - July 2024	3.75%
August 2024	3.01%
September 2024	2.72%
October 2024	2.74%

## Population Characteristics



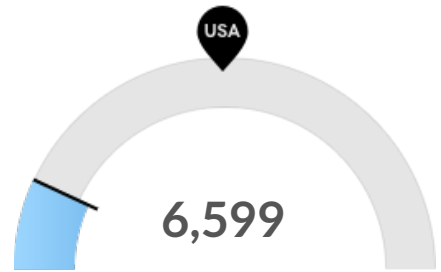
**Millennials**

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



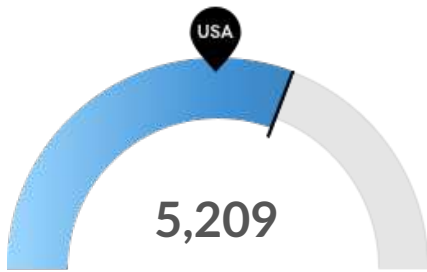
**Retiring Soon**

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.



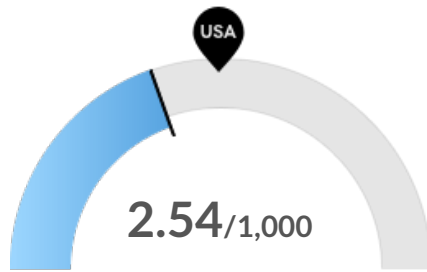
**Racial Diversity**

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.



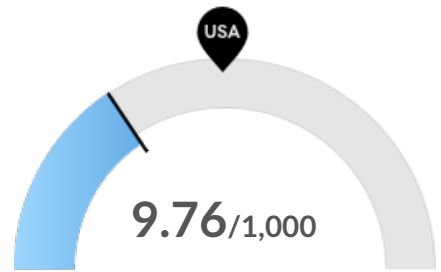
**Veterans**

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



**Violent Crime**

Wood County, WI has 2.54 violent crimes per 1,000 people. The national rate is 3.54 per 1,000 people.

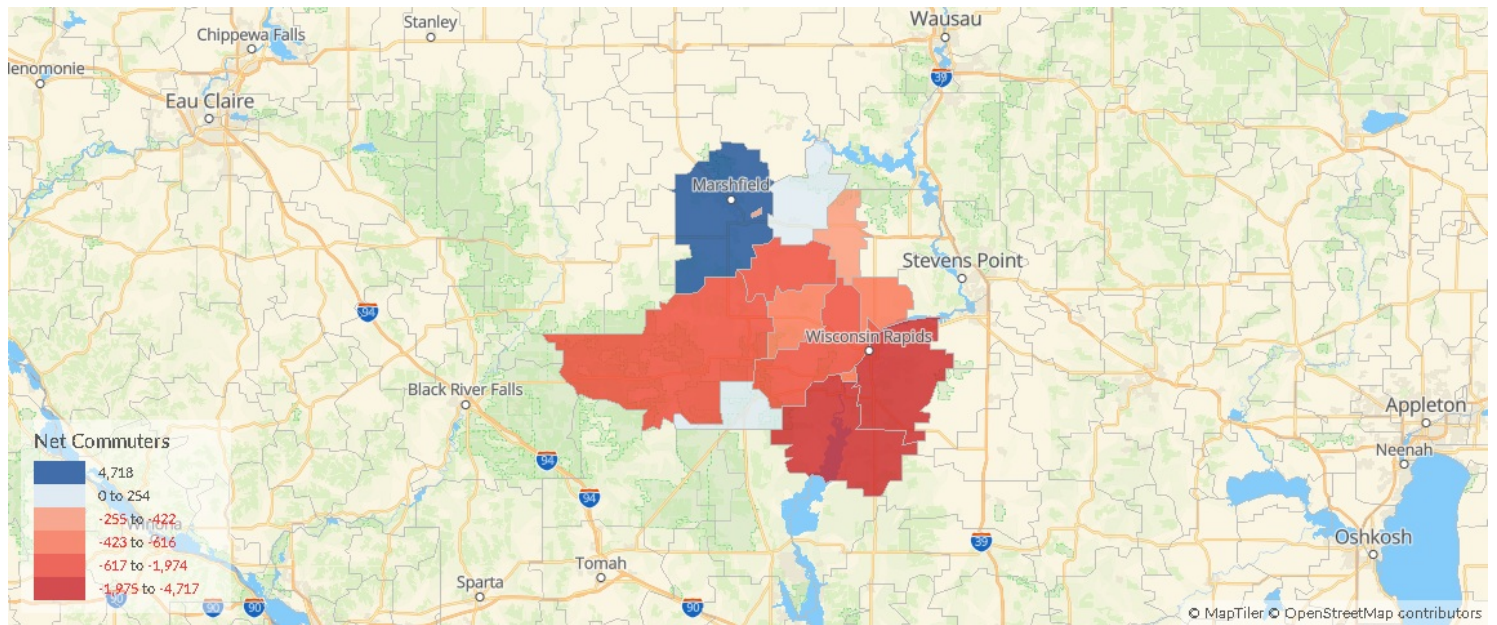


**Property Crime**

Wood County, WI has 9.76 property crimes per 1,000 people. The national rate is 18.02 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	2024 Employment
54449	Marshfield, WI (in Woo...	17,223
54494	Wisconsin Rapids, WI (i...	12,308
54495	Wisconsin Rapids, WI (i...	3,342
54457	Nekoosa, WI (in Wood c...	2,584
54412	Auburndale, WI (in Woo...	1,310

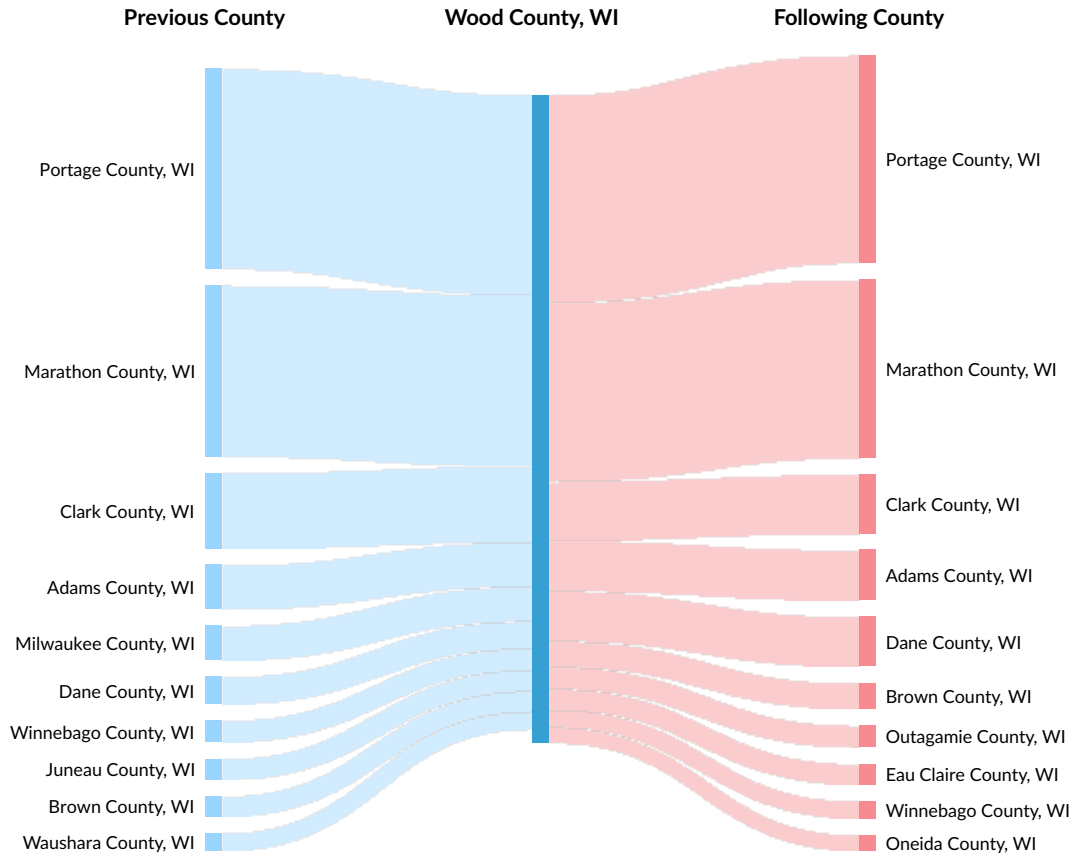
### Where Talent Lives

ZIP	Name	2024 Workers
54494	Wisconsin Rapids, WI (i...	14,428
54449	Marshfield, WI (in Woo...	12,505
54457	Nekoosa, WI (in Wood c...	4,559
54495	Wisconsin Rapids, WI (i...	4,064
54466	Pittsville, WI (in Wood c...	1,581

# 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**.



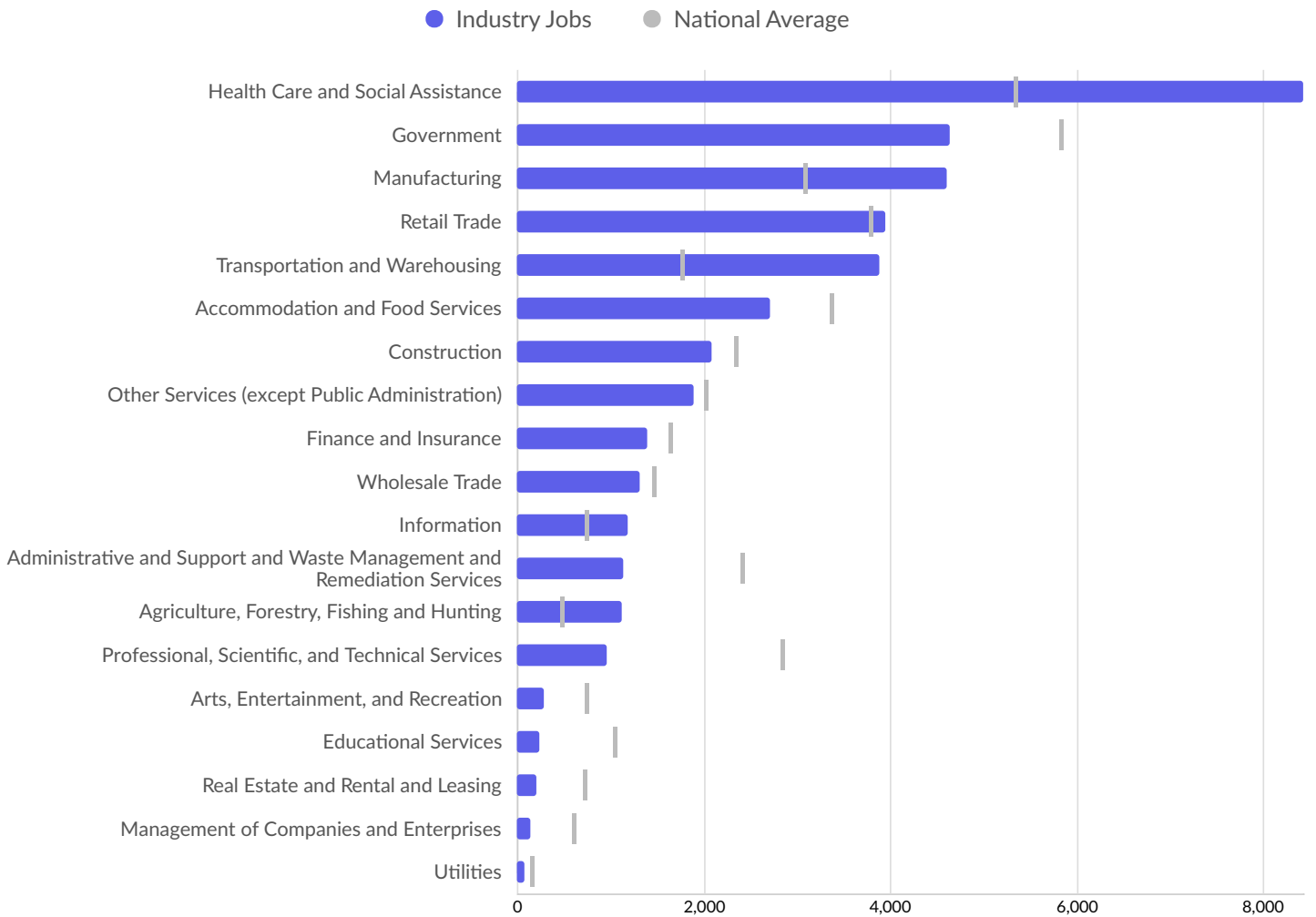
Top Previous Counties	Migrations
Portage County, WI	438
Marathon County, WI	375
Clark County, WI	166
Adams County, WI	97
Milwaukee County, WI	76
Dane County, WI	60



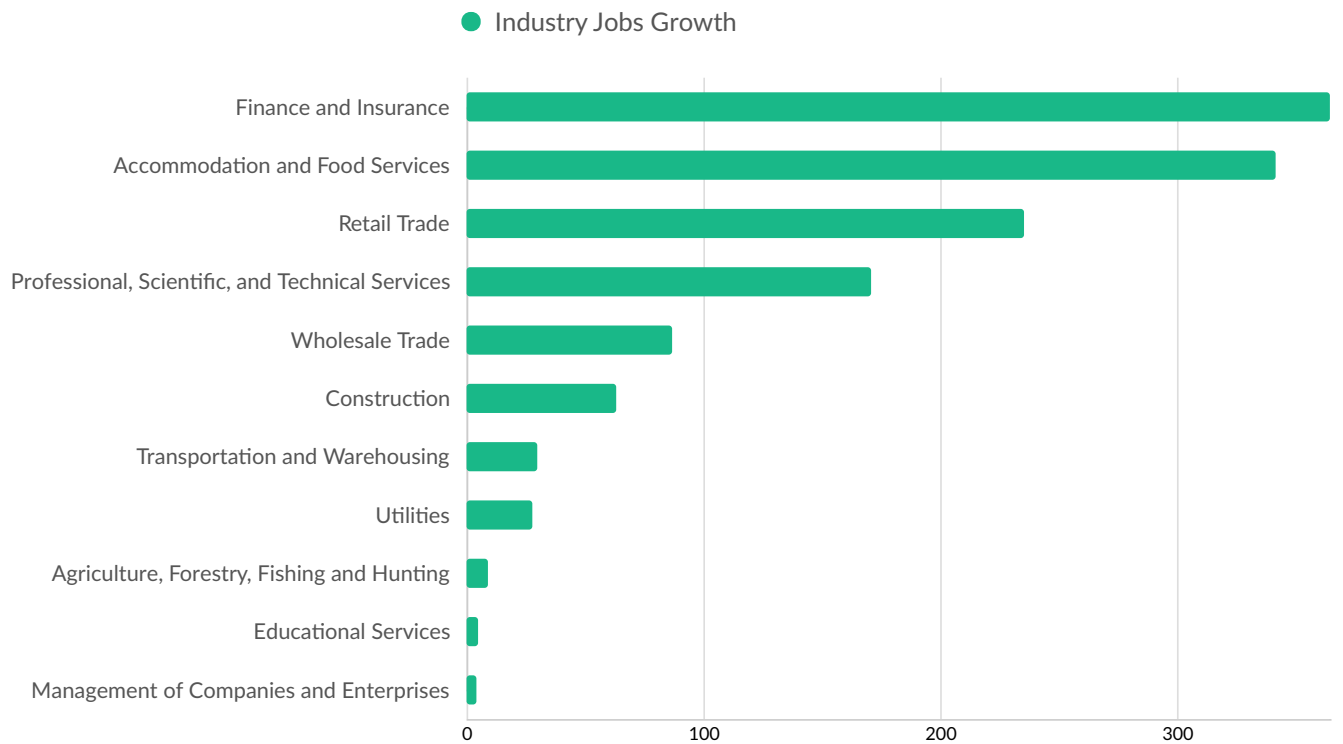
Top Previous Counties	Migrations
Winnebago County, WI	47
Juneau County, WI	46
Brown County, WI	45
Waushara County, WI	39
Waukesha County, WI	36
Washington County, WI	35
Monroe County, WI	35
La Crosse County, WI	34
Racine County, WI	34
Top Following Counties	Migrations
Portage County, WI	455
Marathon 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

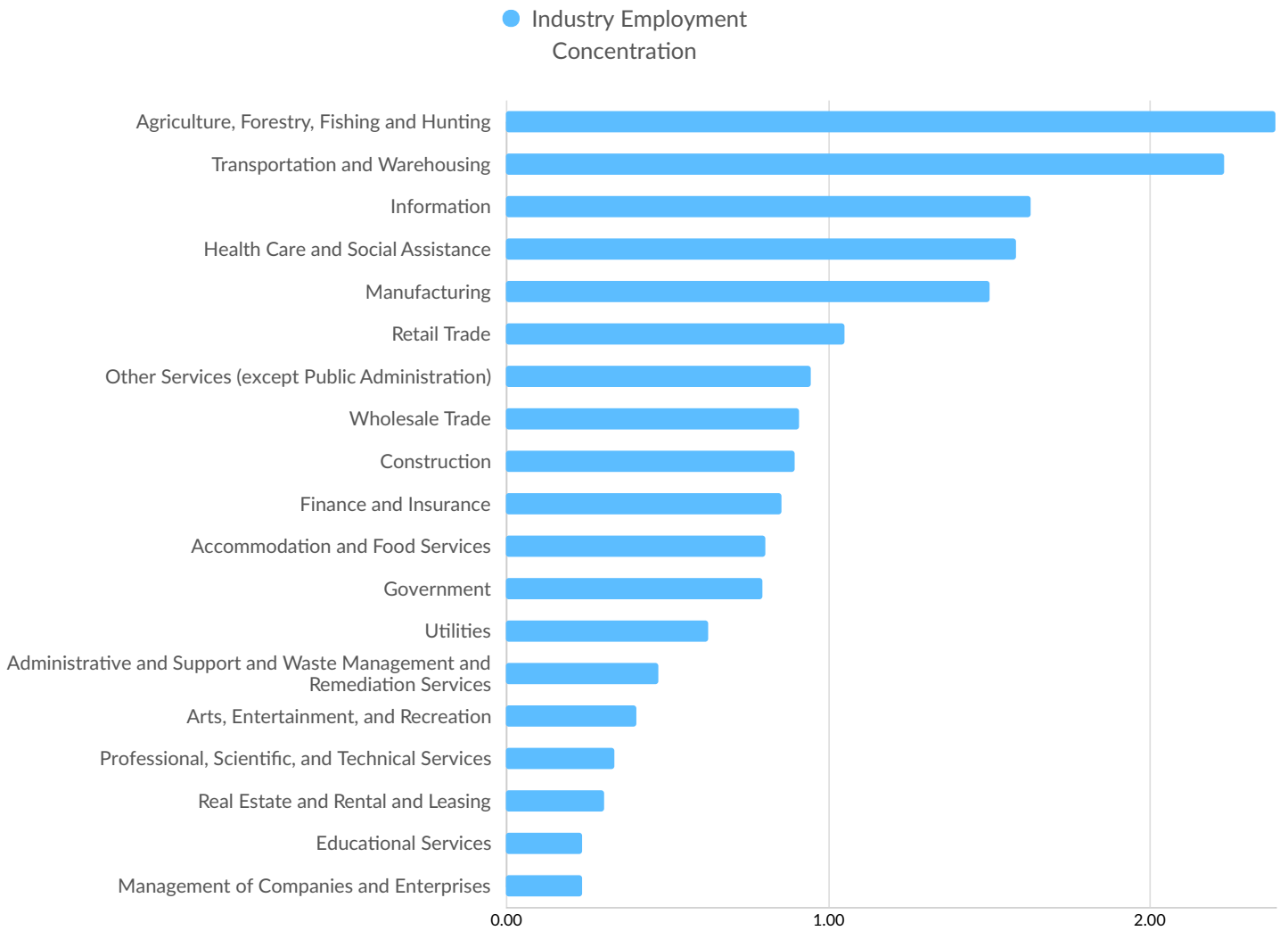
## Largest Industries



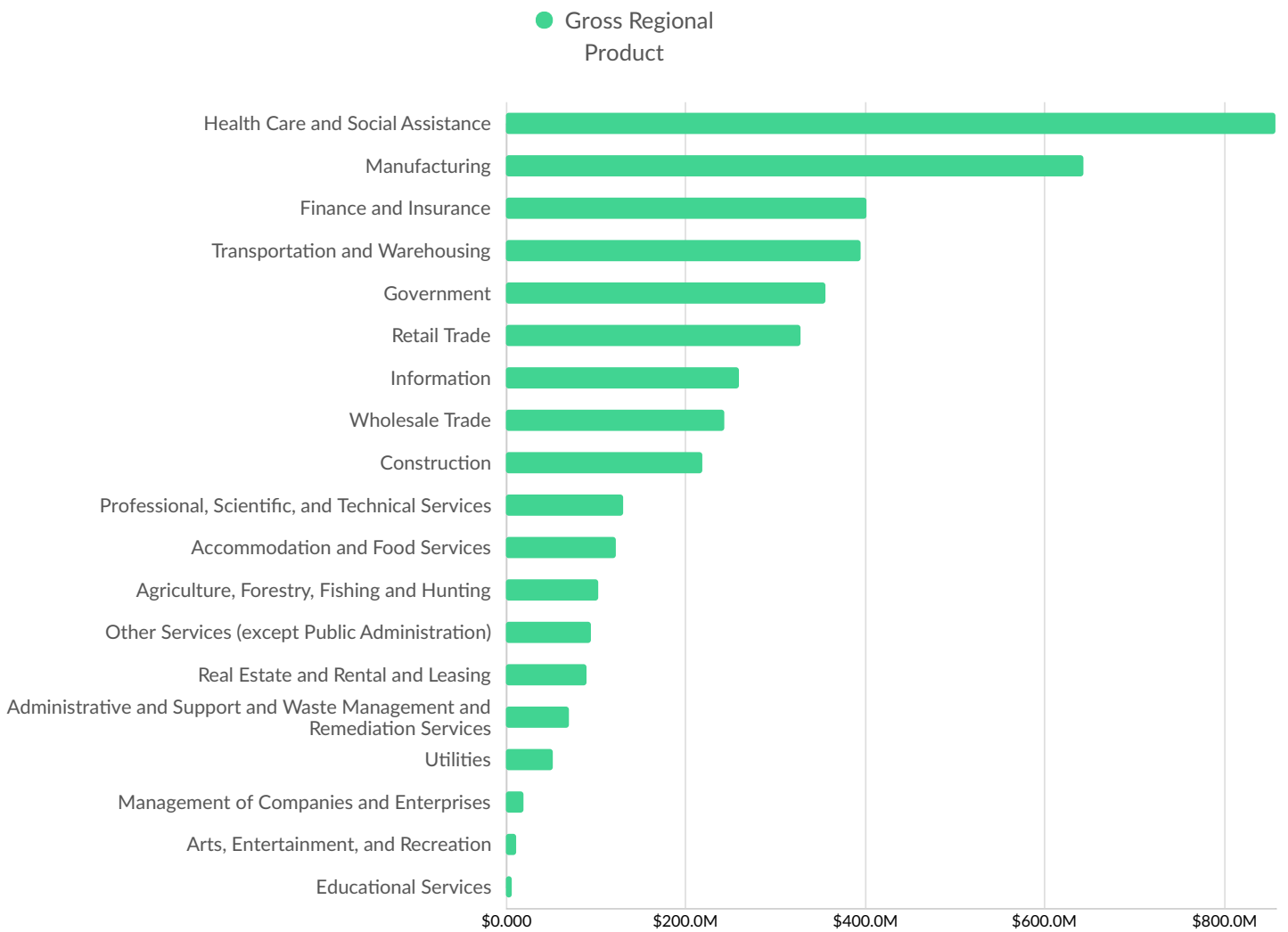
## Top Growing Industries



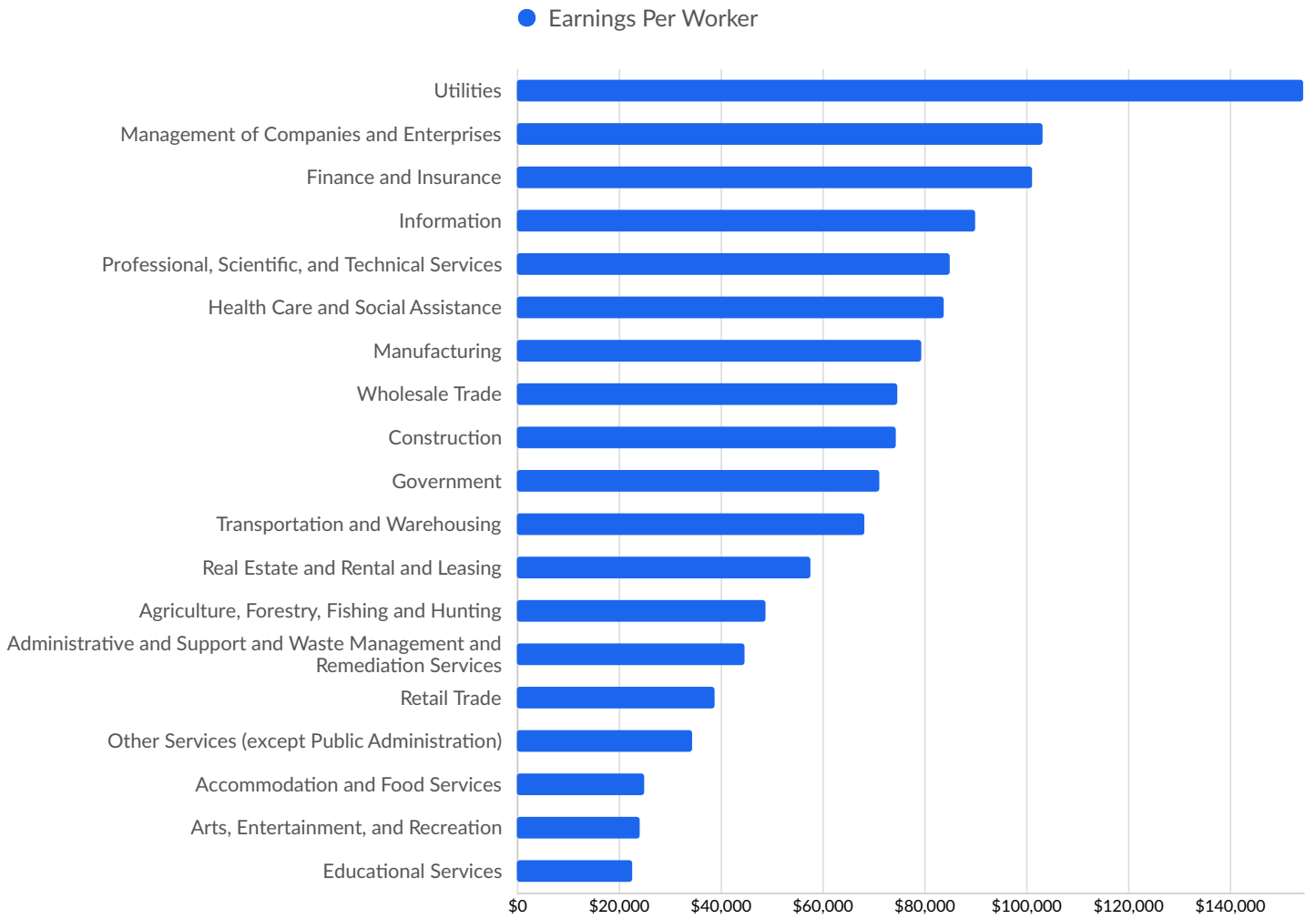
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



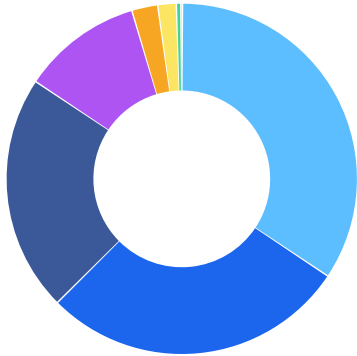
## Business Characteristics

### 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, 740 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	1,051 
Verso Group	275 	CompHealth	242 
Renaissance Learning	266 	Aspirus	226 
Ministry Health Care	227 	Beaver Dam Community Hospit...	171 
Mid-State Technical College	208 	Aya Healthcare	162 
Security Health Plan	174 	Walmart	118 
Roehl Transport	170 	Weatherby Healthcare	103 
Aspirus	141 	Roehl Transport	94 
Sentry	141 	OneStaff Medical	89 
Walmart	141 	Adelphi Medical Staffing	74 

## Business Size



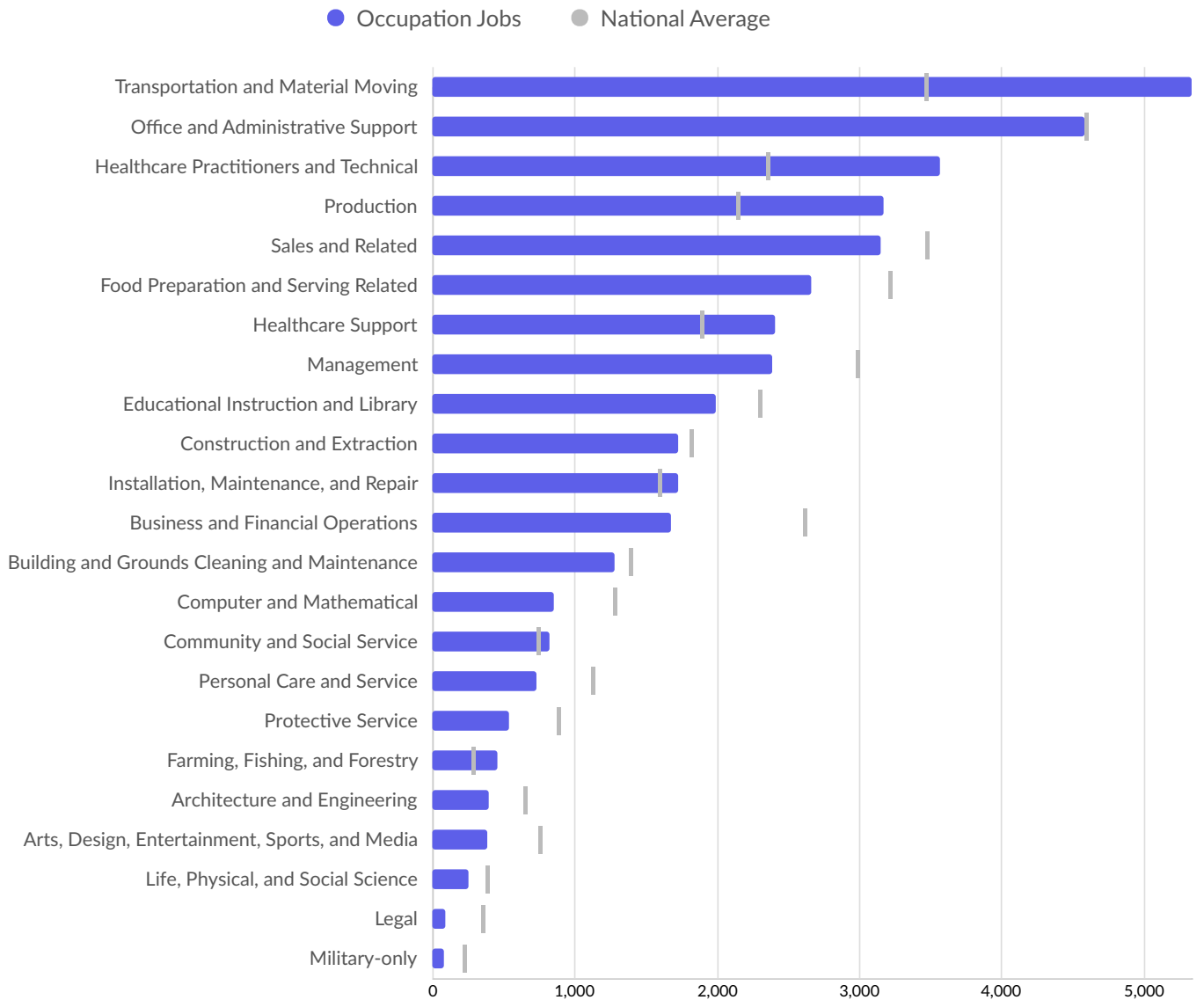
	Percentage	Business Count
● 1 to 4 employees	34.3%	1,330
● 5 to 9 employees	28.2%	1,094
● 10 to 19 employees	21.8%	846
● 20 to 49 employees	11.1%	429
● 50 to 99 employees	2.4%	93
● 100 to 249 employees	1.7%	66
● 250 to 499 employees	0.4%	16
● 500+ employees	0.2%	6

*\*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.*

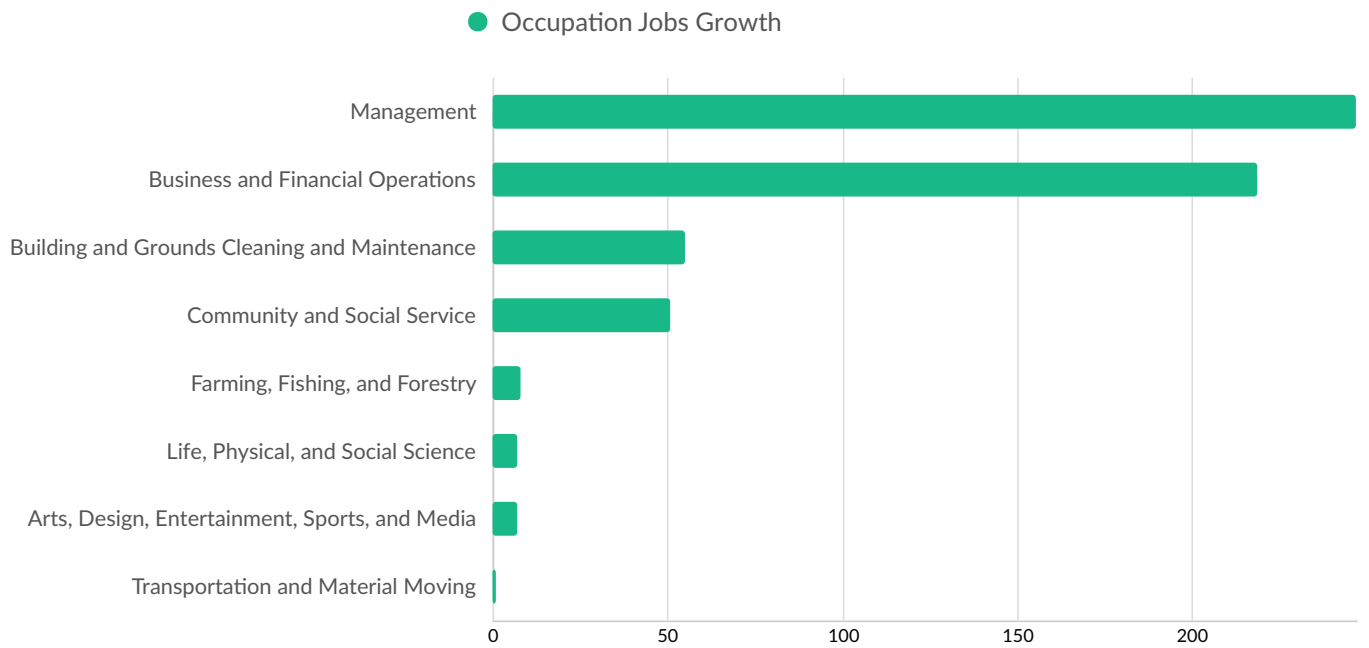


# Workforce Characteristics

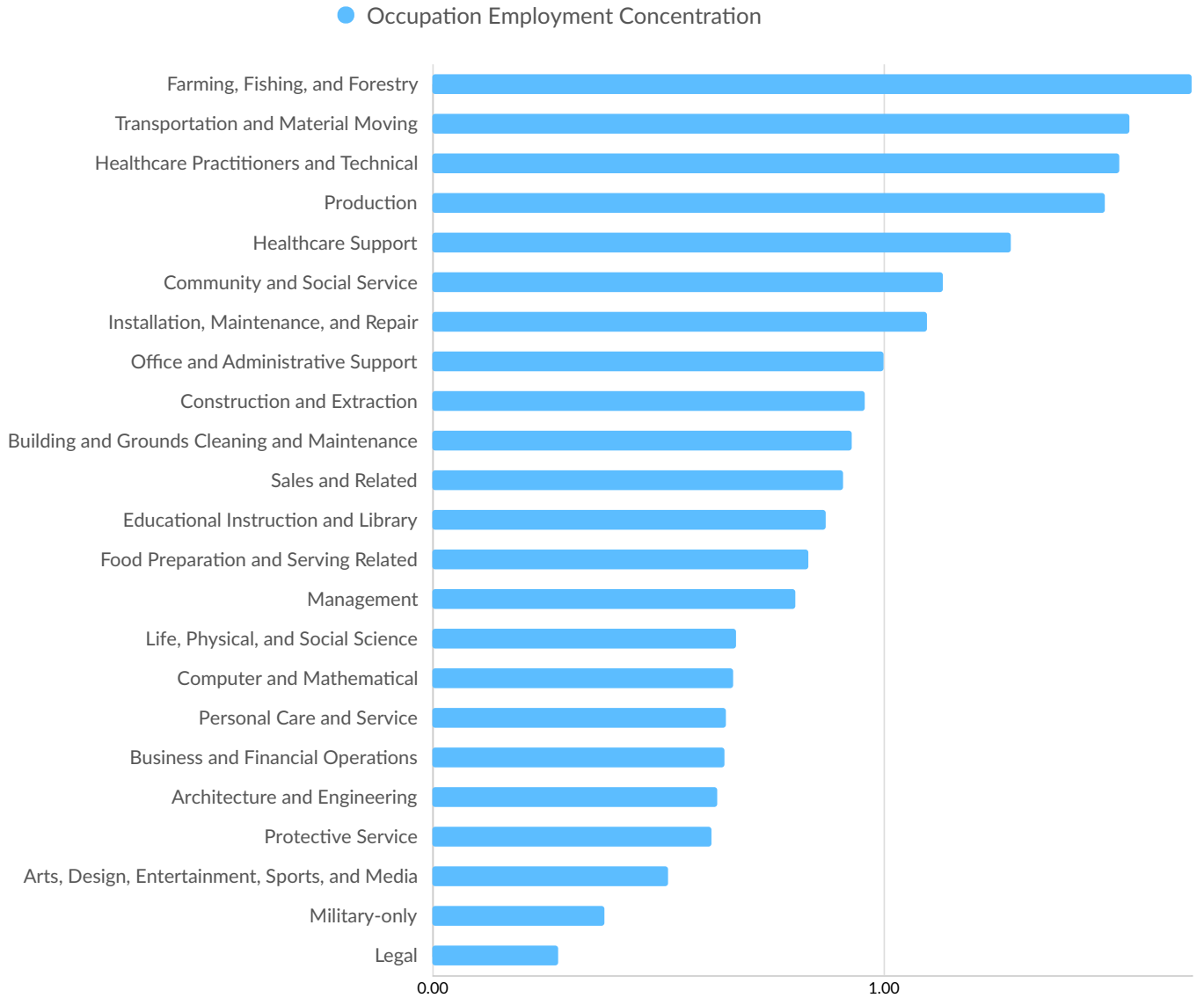
## Largest Occupations



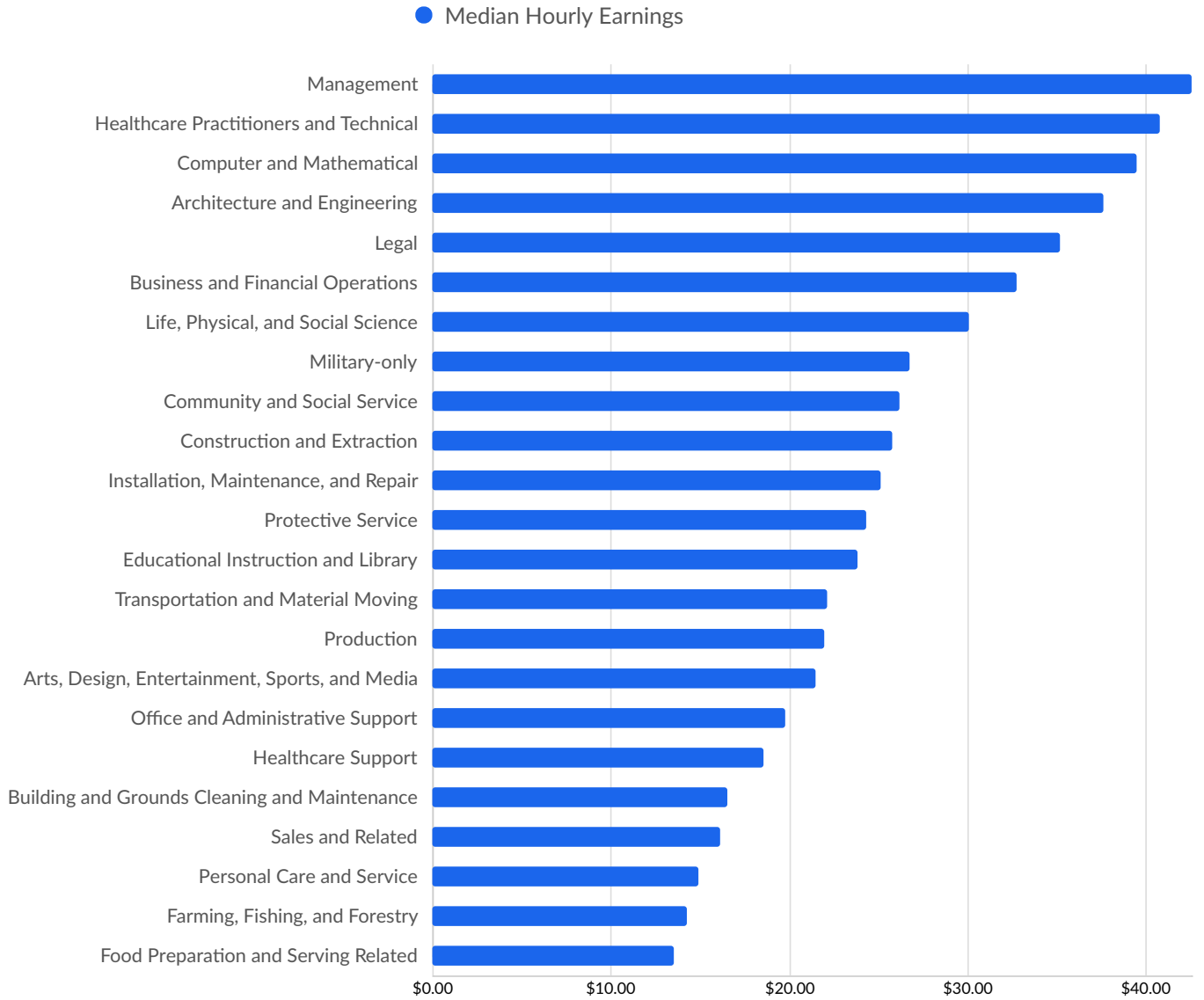
## Top Growing Occupations



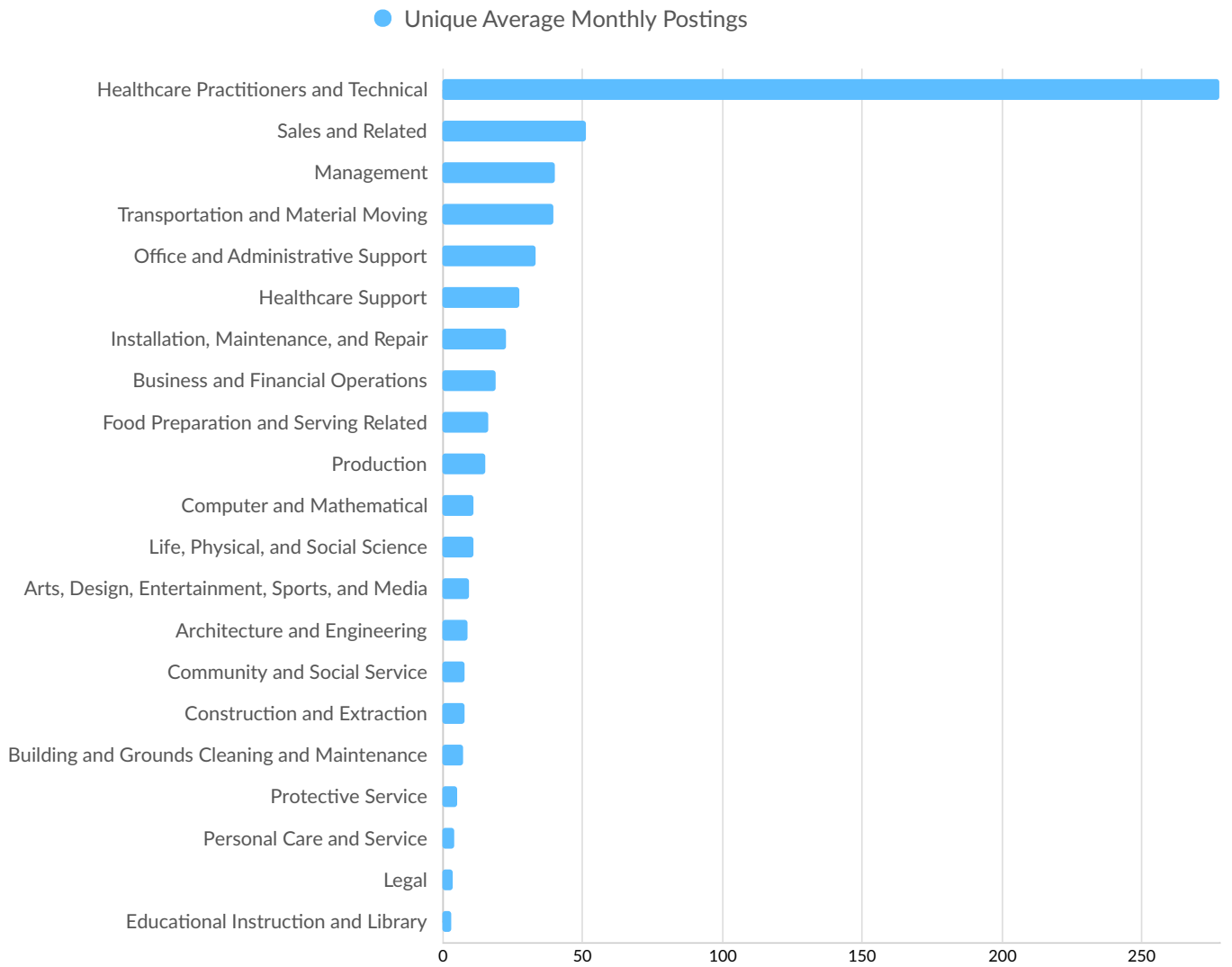
## Top Occupation Employment Concentration



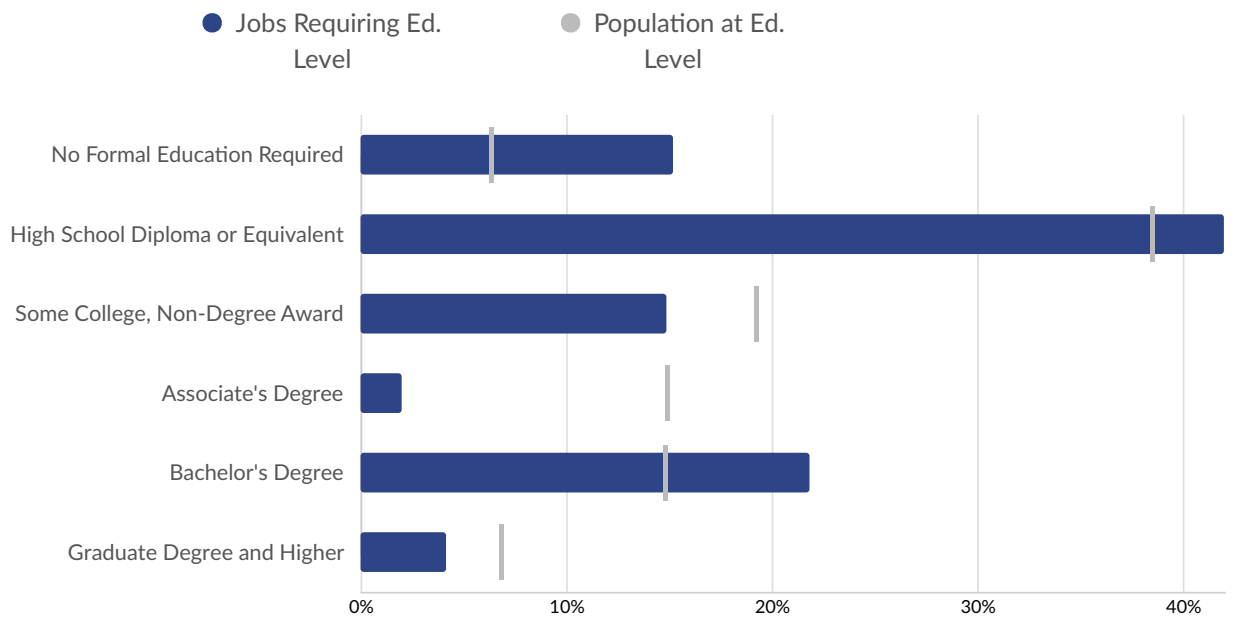
## Top Occupation Earnings



## Top Posted Occupations

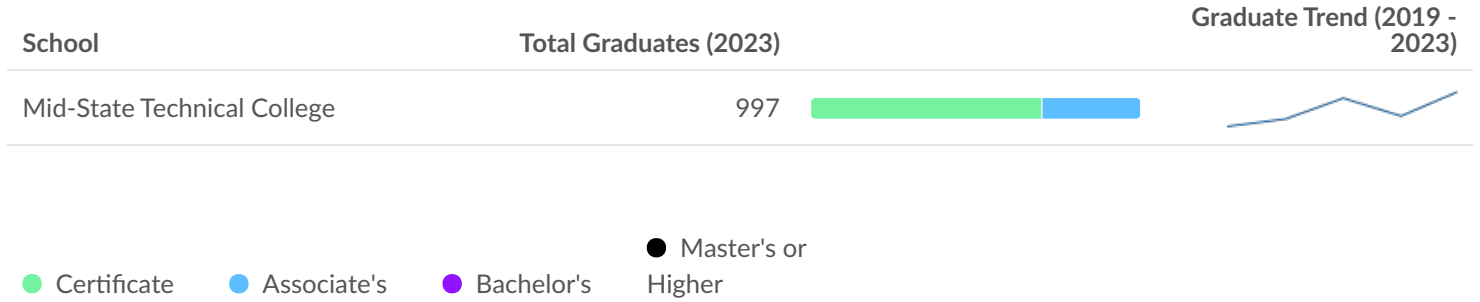


## Underemployment



## Educational Pipeline

In 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

