



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

74,215

Population (2024)

Population **grew by 1,420** over the last 5 years and is projected to **grow by 651** over the next 5 years.

40,136

Total Regional Employment

Jobs **decreased by 2,383** over the last 5 years and are projected to **decrease by 318** over the next 5 years.

\$66.4K

Median Household Income (2023)

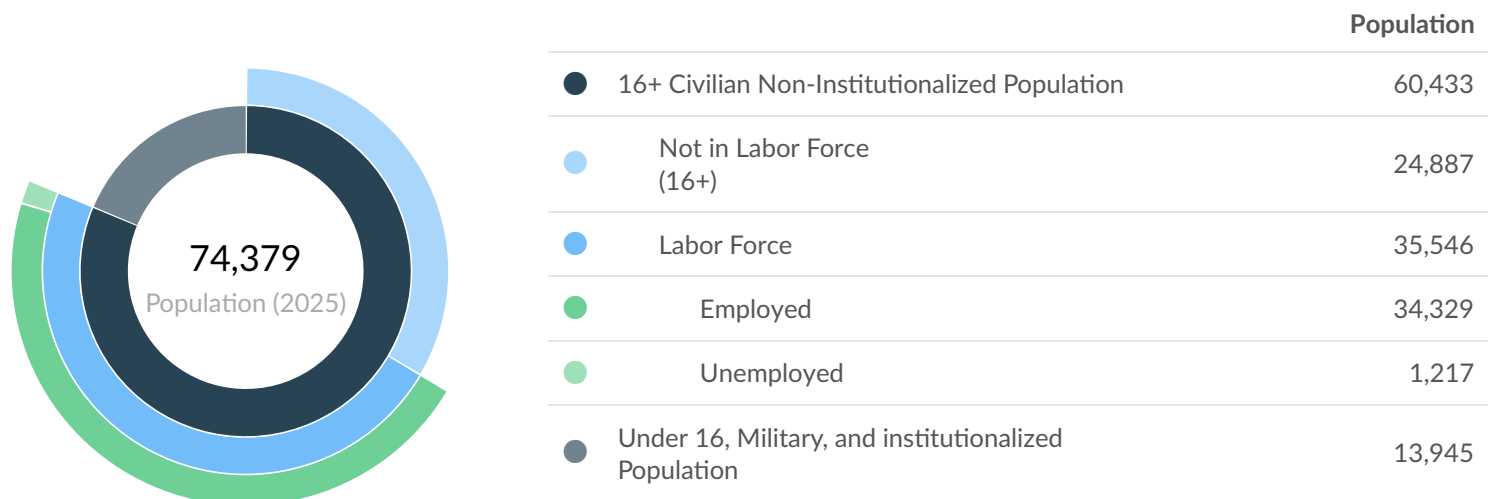
Median household income is **\$12.1K below** the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population **increased by 2.0%** since 2019, growing by 1,420. Population is expected to **increase by 0.9%** between 2024 and 2029, adding 651.
- From 2019 to 2024, jobs **declined by 5.6%** in Wood County, WI from 42,518 to **40,136**. This change **fell short of the national growth rate of 4.3% by 9.9%**. As the number of jobs declined, the **labor force participation rate decreased from 65.5% to 60.3% between 2019 and 2024**.
- Concerning educational attainment, **15.0% of Wood County, WI residents possess a Bachelor's Degree** (6.5% below the national average), and **14.6% hold an Associate's Degree** (5.7% above the national average).
- The top three industries in 2024 are General Freight Trucking, General Medical and Surgical Hospitals, and Education and Hospitals (Local Government).

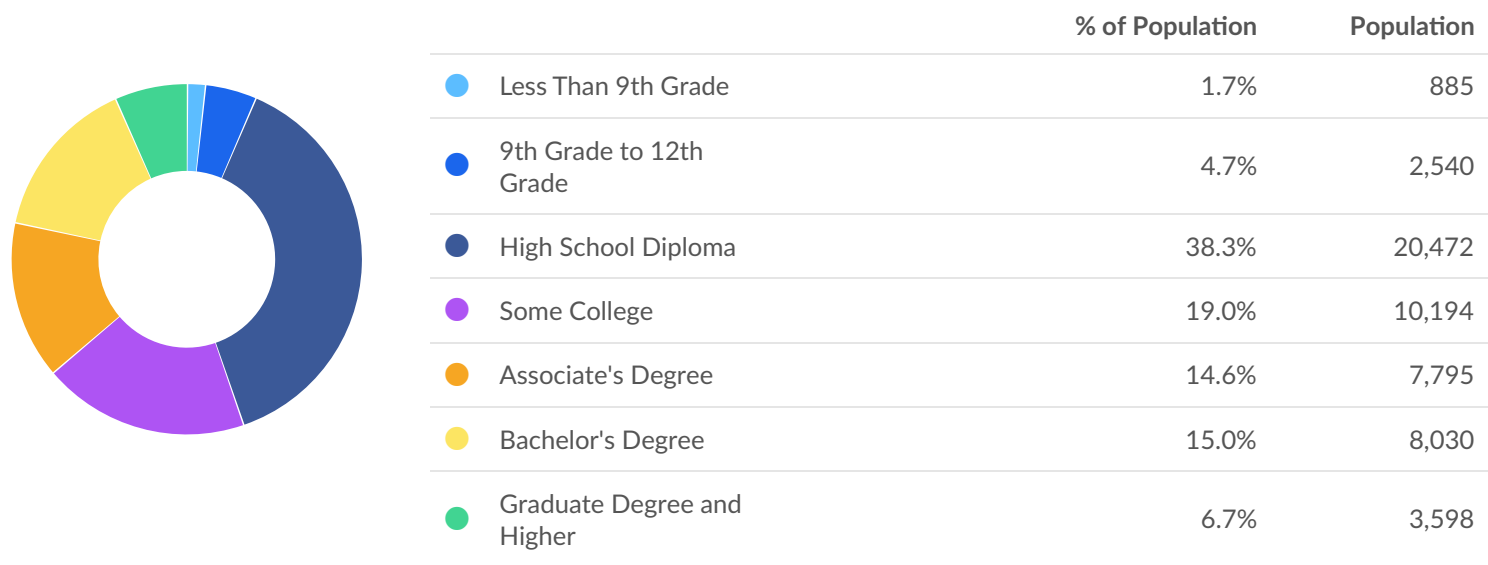
	Population (2025)	Labor Force (May 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	74,379	35,546	40,136	99.0	\$5.00B	\$6.01B	\$5.66B
State	5,948,400	3,123,479	3,263,455	100.3	\$439.69B	\$391.85B	\$421.21B

May 2025 Labor Force Breakdown



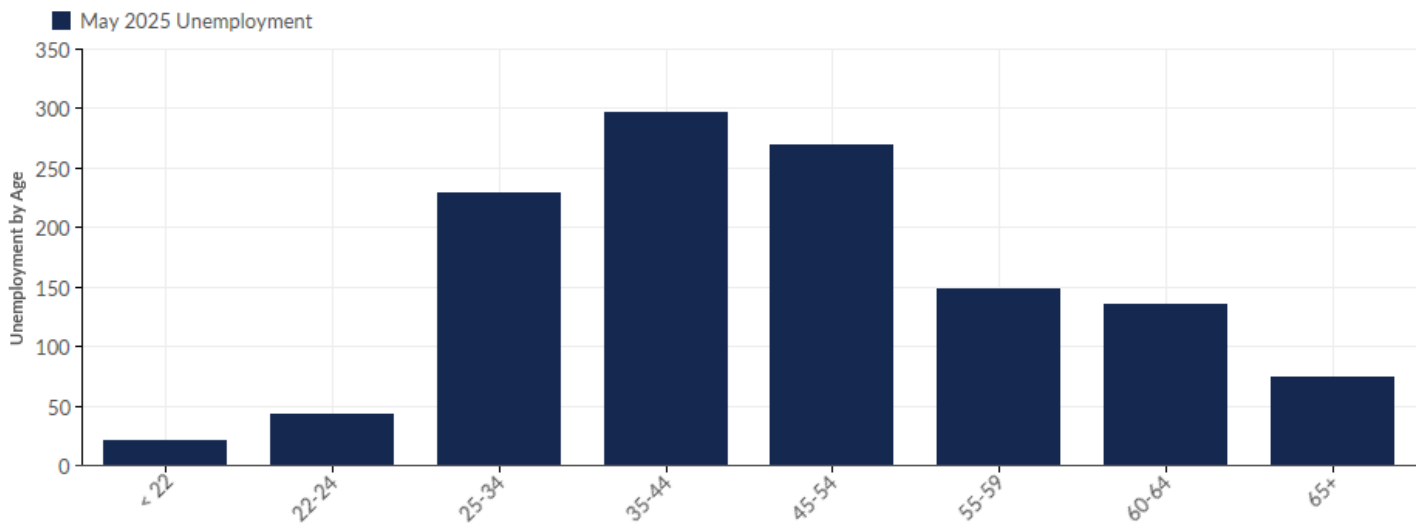
Educational Attainment

Concerning educational attainment, **15.0% of Wood County, WI residents possess a Bachelor's Degree** (6.5% below the national average), and **14.6% hold an Associate's Degree** (5.7% above the national average).



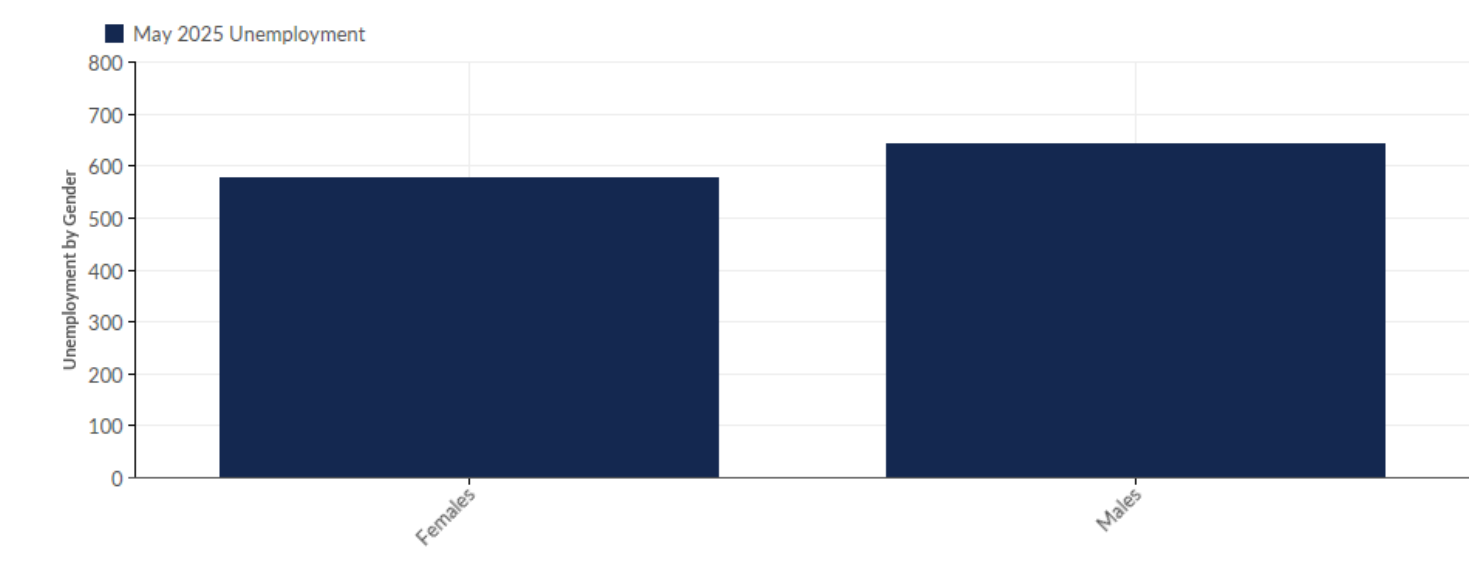
Unemployment by Demographics

Unemployment by Age



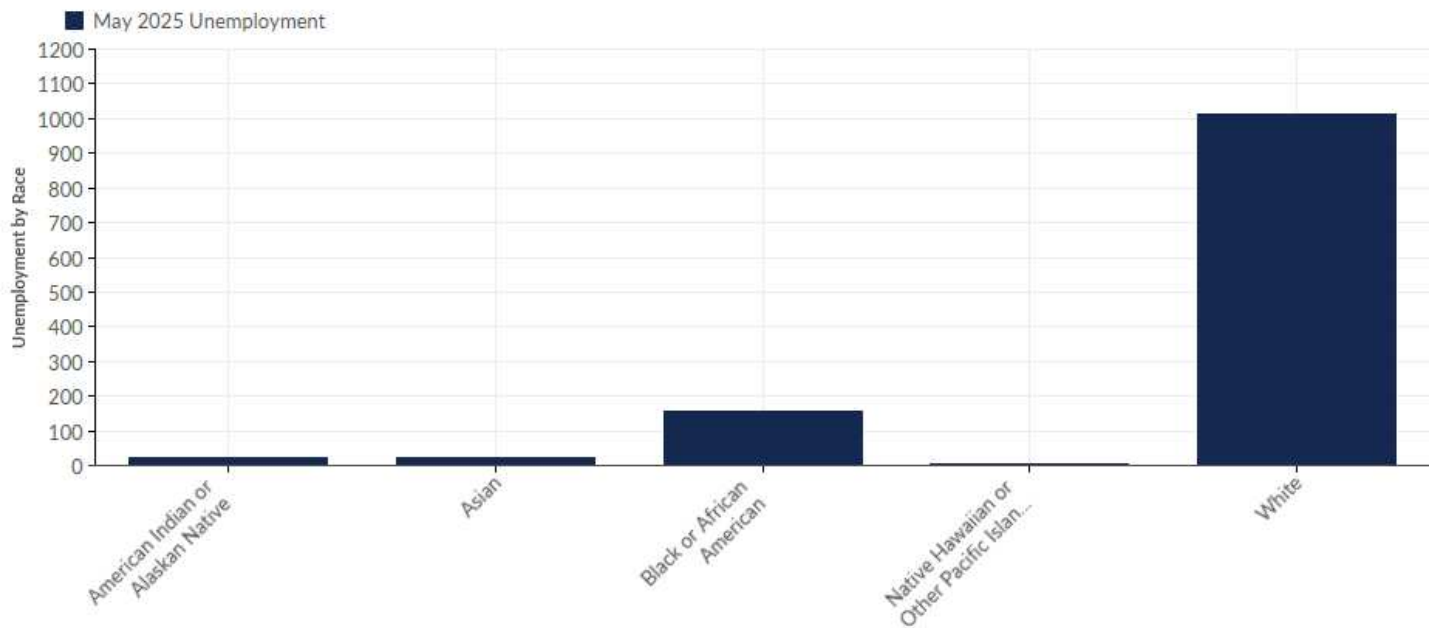
Age	Unemployment (May 2025)	% of Unemployed
< 22	21	1.73%
22-24	44	3.62%
25-34	229	18.82%
35-44	297	24.40%
45-54	269	22.10%
55-59	149	12.24%
60-64	135	11.09%
65+	74	6.08%
Total	1,217	100.00%

Unemployment by Gender



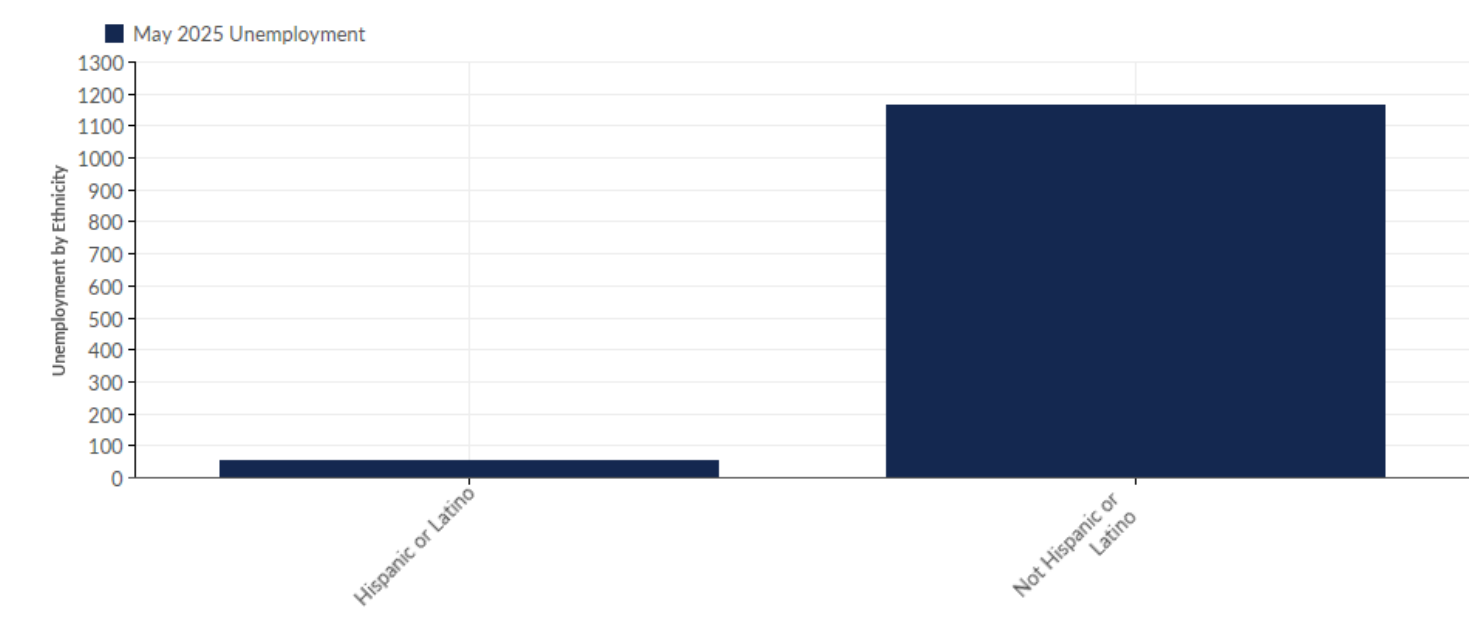
Gender	Unemployment (May 2025)	% of Unemployed
Females	576	47.33%
Males	641	52.67%
Total	1,217	100.00%

Unemployment by Race



Race	Unemployment (May 2025)	% of Unemployed
American Indian or Alaskan Native	23	1.89%
Asian	21	1.73%
Black or African American	157	12.90%
Native Hawaiian or Other Pacific Islander	3	0.25%
White	1,013	83.24%
Total	1,217	100.00%

Unemployment by Ethnicity

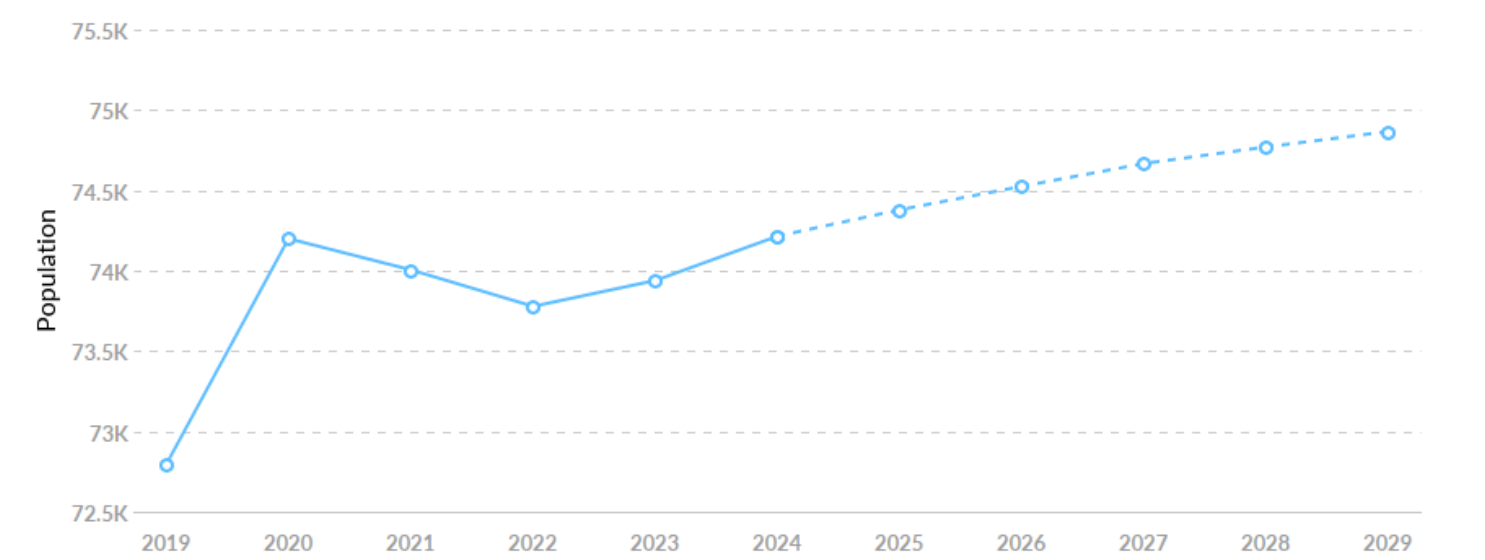


Ethnicity	Unemployment (May 2025)	% of Unemployed
Hispanic or Latino	54	4.44%
Not Hispanic or Latino	1,163	95.56%
Total	1,217	100.00%

Historic & Projected Trends

Population Trends

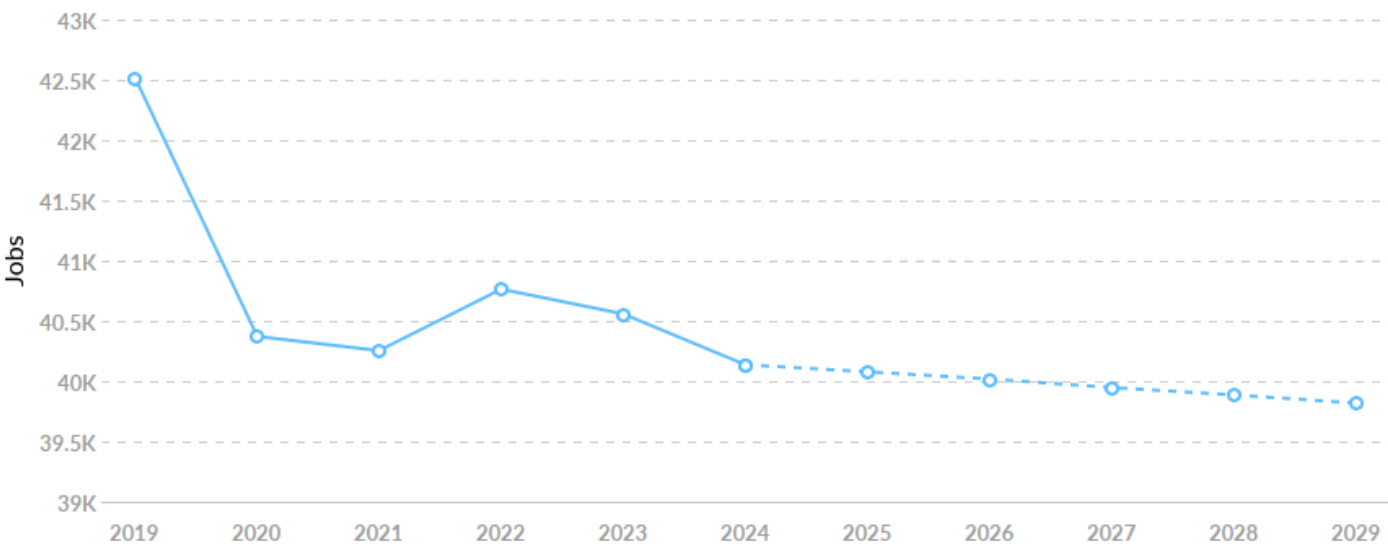
As of 2024 the region's population **increased by 2.0%** since 2019, growing by 1,420. Population is expected to **increase by 0.9%** between 2024 and 2029, adding 651.



Timeframe	Population
2019	72,795
2020	74,199
2021	74,005
2022	73,778
2023	73,939
2024	74,215
2025	74,379
2026	74,525
2027	74,667
2028	74,770
2029	74,866

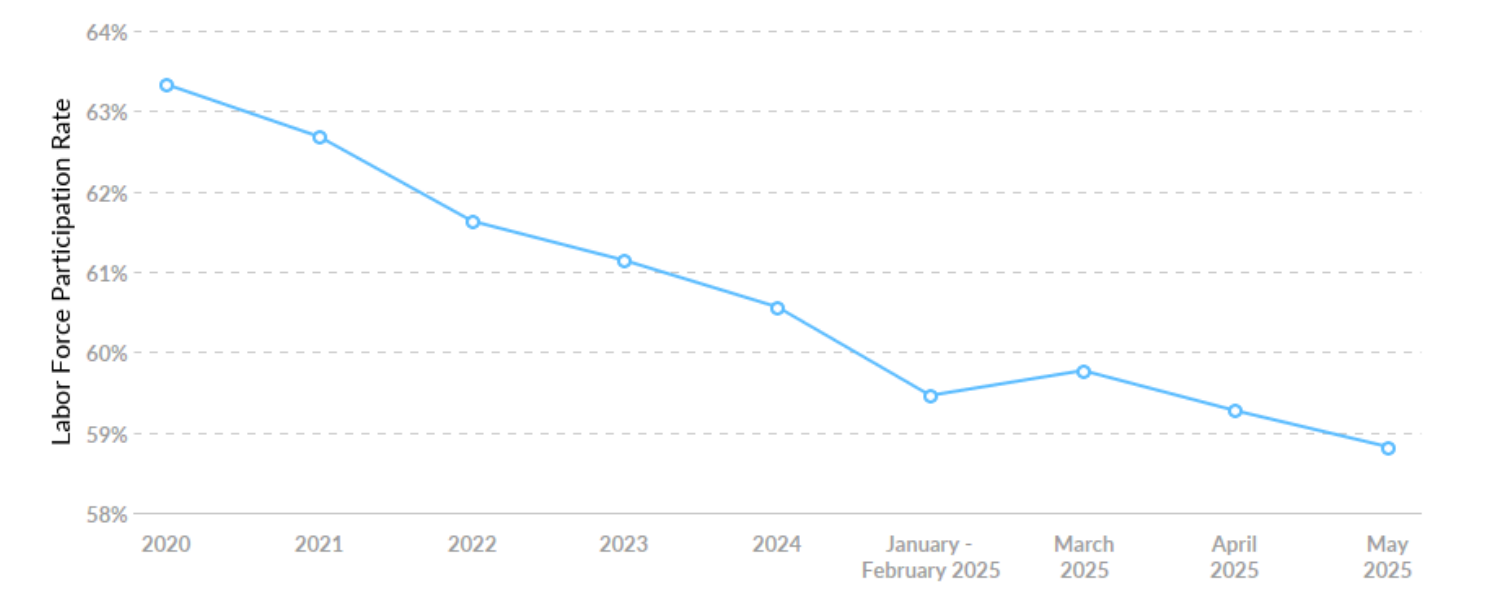
Job Trends

From 2019 to 2024, jobs declined by 5.6% in Wood County, WI from 42,518 to 40,136. This change fell short of the national growth rate of 4.3% by 9.9%.



Timeframe	Jobs
2019	42,518
2020	40,372
2021	40,254
2022	40,764
2023	40,558
2024	40,136
2025	40,078
2026	40,018
2027	39,947
2028	39,886
2029	39,818

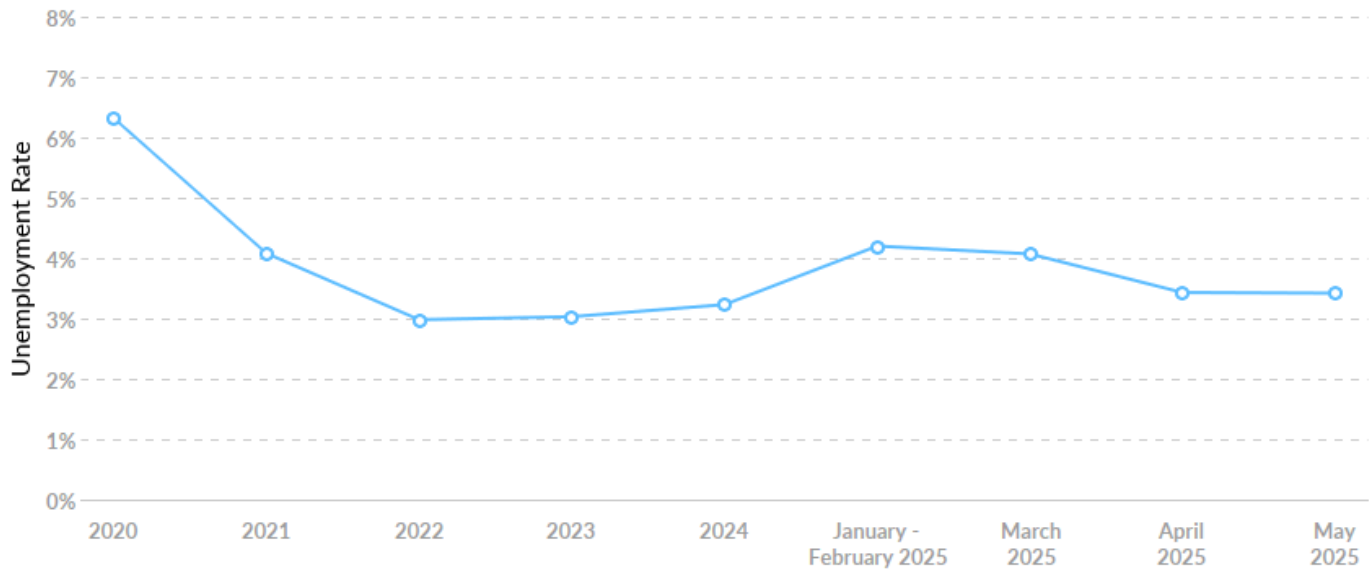
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	63.33%
2021	62.68%
2022	61.63%
2023	61.14%
2024	60.56%
January - February 2025	59.46%
March 2025	59.77%
April 2025	59.27%
May 2025	58.82%

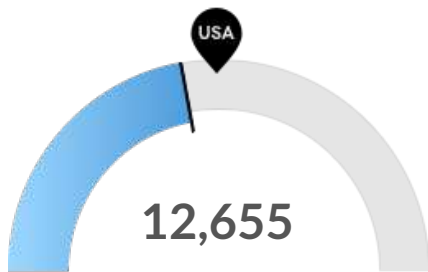
Unemployment Rate Trends

Wood County, WI had a May 2025 unemployment rate of 3.42%, **decreasing from 6.32%** 5 years before.



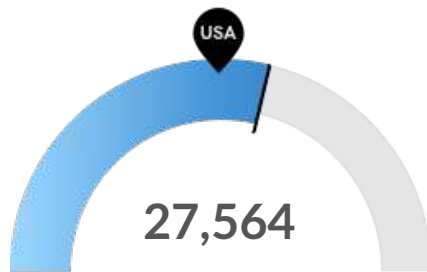
Timeframe	Unemployment Rate
2020	6.32%
2021	4.08%
2022	2.98%
2023	3.03%
2024	3.23%
January - February 2025	4.20%
March 2025	4.07%
April 2025	3.43%
May 2025	3.42%

Population Characteristics



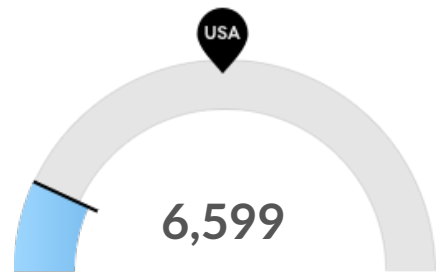
Millennials

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



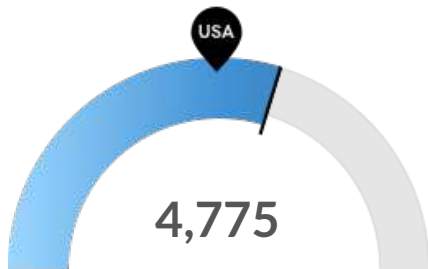
Retiring Soon

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.



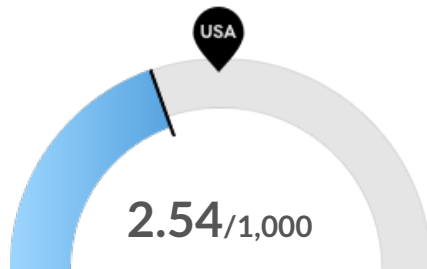
Racial Diversity

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.



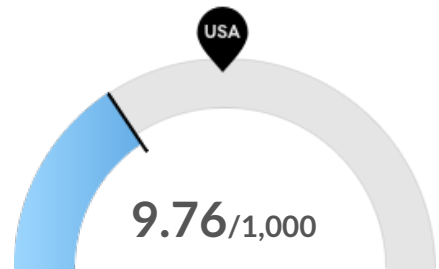
Veterans

Wood County, WI has 4,775 veterans. The national average for an area this size is 3,658.



Violent Crime

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

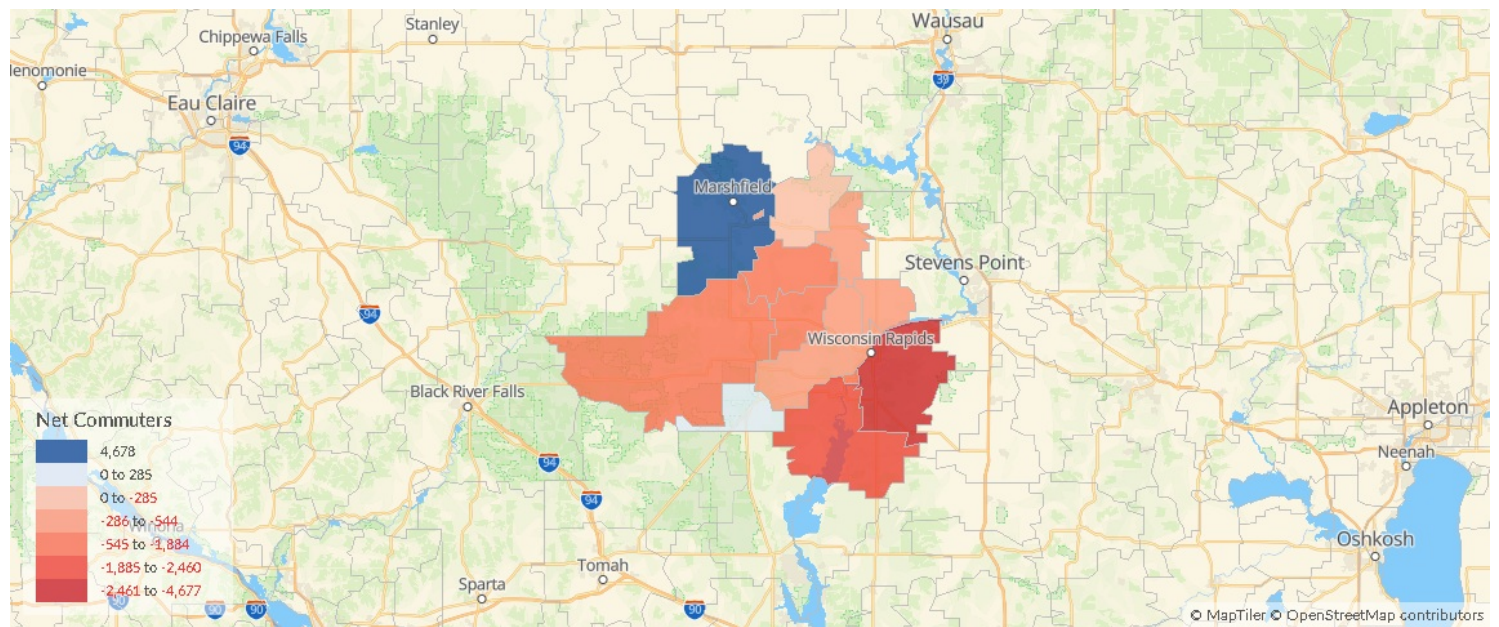


Property Crime

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.



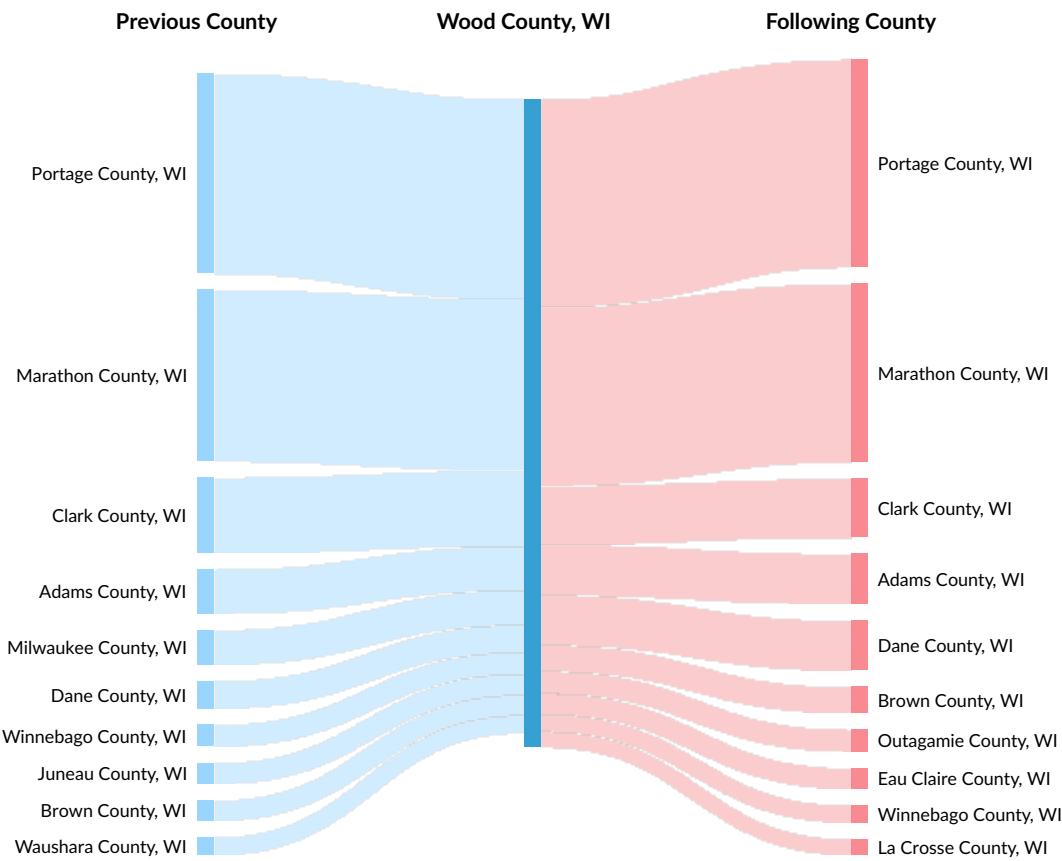
Where Talent Works		
ZIP	Name	2024 Employment
54449	Marshfield, WI (in Woo...	17,163
54494	Wisconsin Rapids, WI (i...	11,954
54495	Wisconsin Rapids, WI (i...	3,656
54457	Nekoosa, WI (in Wood c...	2,681
54412	Auburndale, WI (in Woo...	1,160

Where Talent Lives		
ZIP	Name	2024 Workers
54494	Wisconsin Rapids, WI (i...	14,415
54449	Marshfield, WI (in Woo...	12,485
54457	Nekoosa, WI (in Wood c...	4,566
54495	Wisconsin Rapids, WI (i...	4,080
54466	Pittsville, WI (in Wood c...	1,601

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, 456 people left Wood County, WI migrating to Portage County, WI. The total Net Migration for Wood County, WI in 2022 was 19.

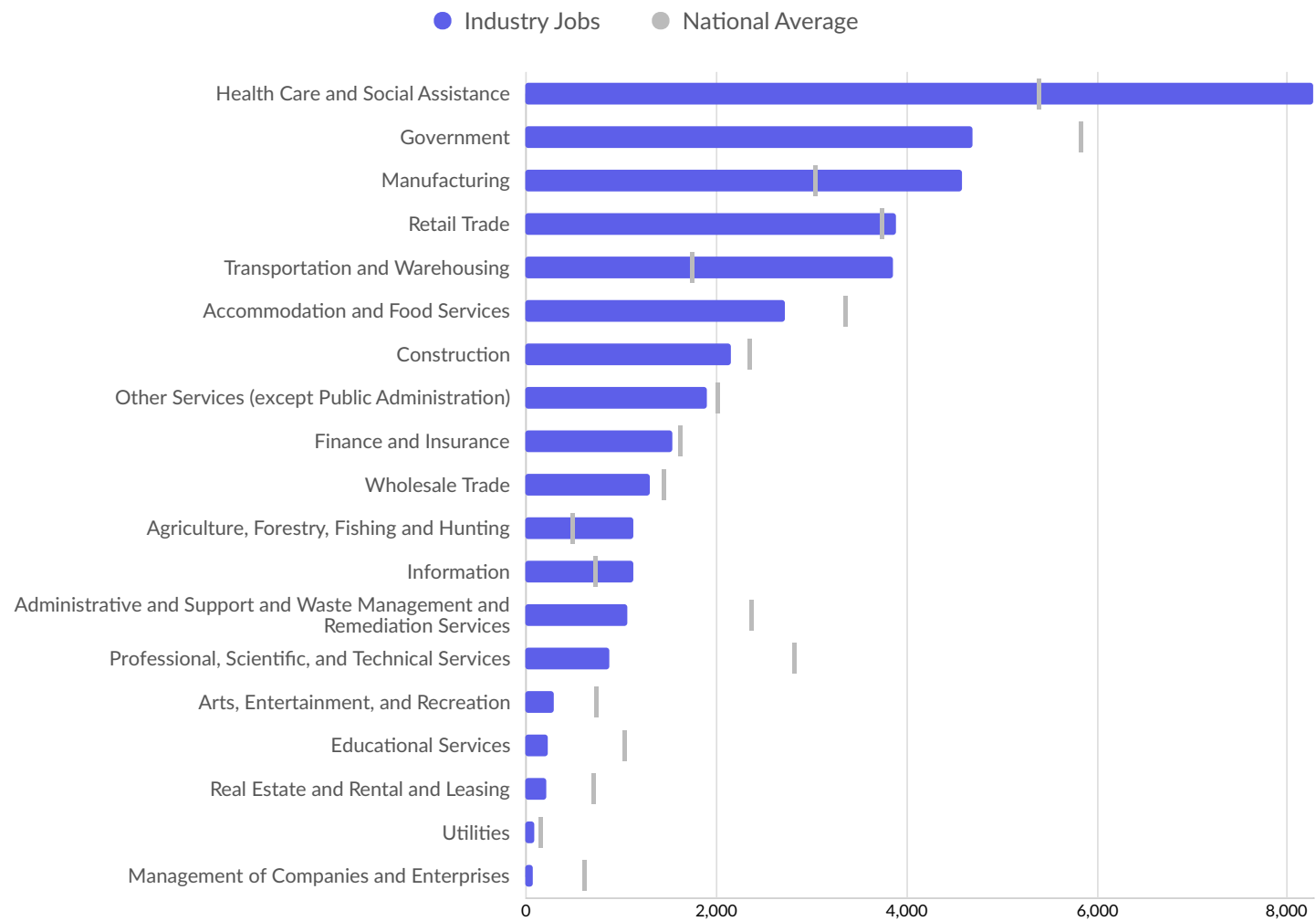


Top Previous Counties	Migrations
Portage County, WI	438
Marathon County, WI	375
Clark County, WI	165
Adams County, WI	97
Milwaukee County, WI	76
Dane County, WI	60

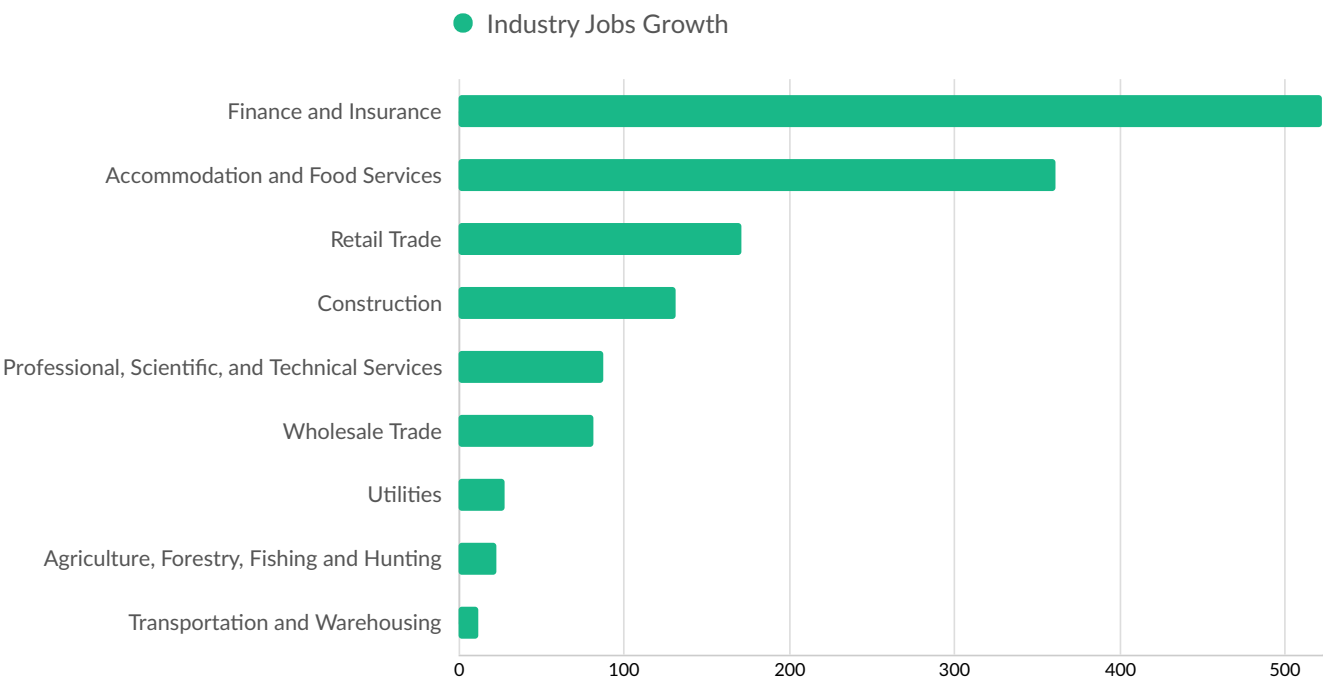
Top Previous Counties	Migrations
Winnebago County, WI	47
Juneau County, WI	46
Brown County, WI	45
Waushara County, WI	39
Waukesha County, WI	36
Cook County, IL	35
Hennepin County, MN	35
La Crosse County, WI	34
Monroe County, WI	34
Top Following Counties	Migrations
Portage County, WI	456
Marathon County, 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
La Crosse County, WI	35
Juneau County, WI	35
Milwaukee County, WI	33
Hennepin County, MN	32
Monroe County, WI	30
Dakota County, MN	28

Industry Characteristics

Largest Industries



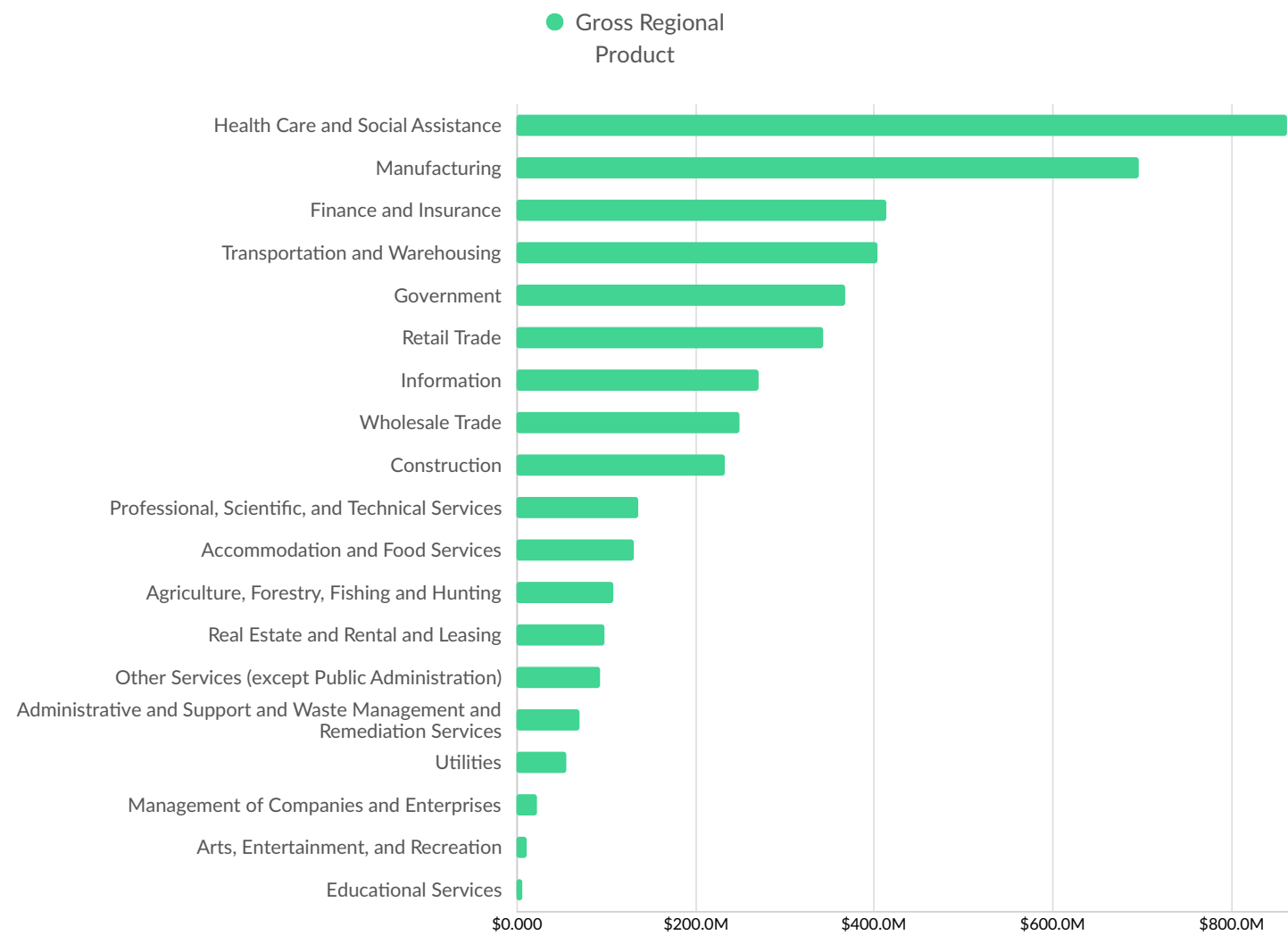
Top Growing Industries



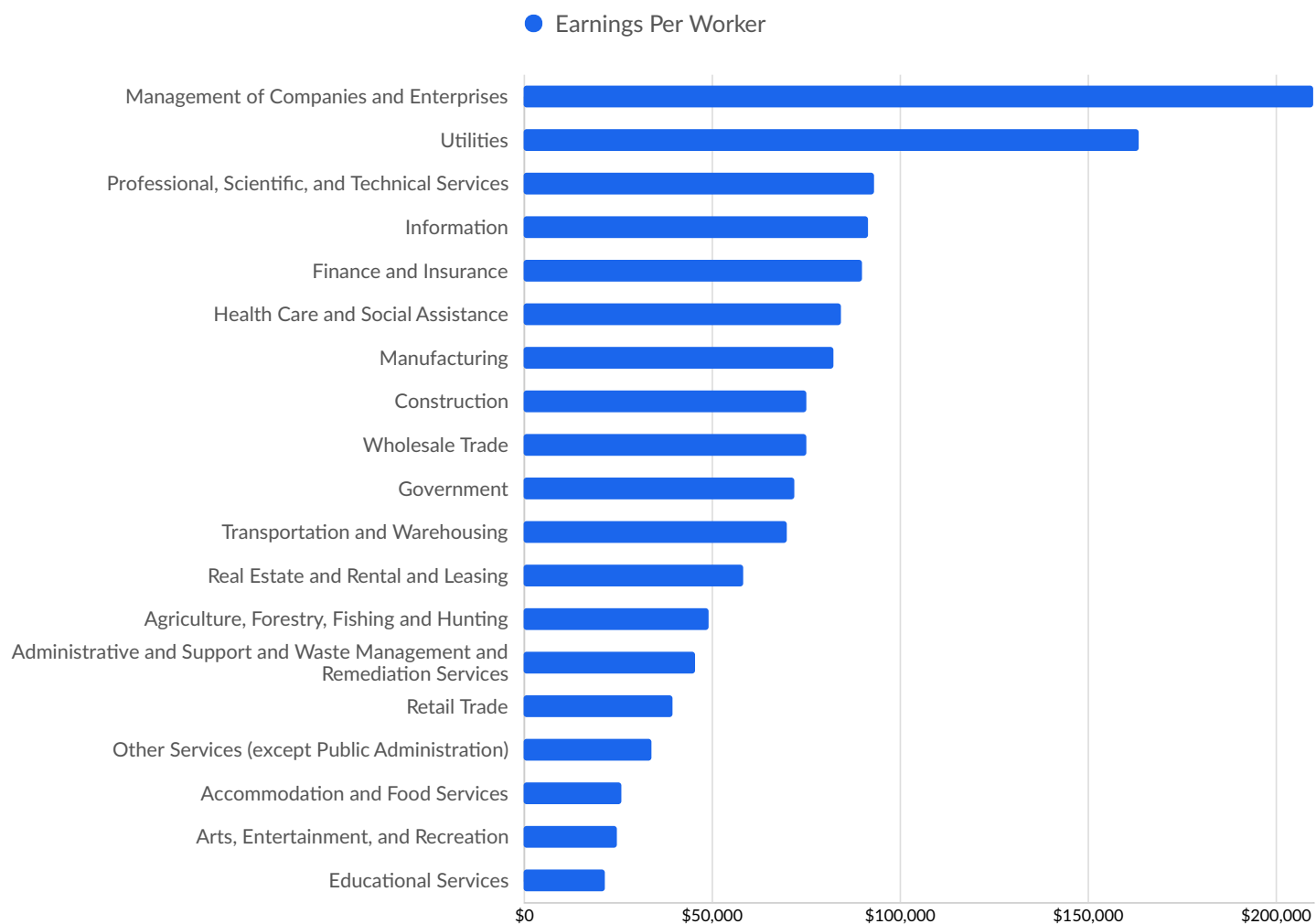
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



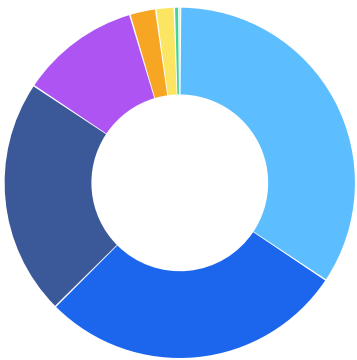
Business Characteristics

5,811 Companies Employ Your Workers

Online profiles for your workers mention 5,811 companies as employers, with the top 10 appearing below. In the last 12 months, 938 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,708 <div></div>	Marshfield Clinic	1,536 <div></div>
Verso Group	273 <div></div>	Aspirus	262 <div></div>
Renaissance Learning	247 <div></div>	Aya Healthcare	260 <div></div>
Mid-State Technical College	213 <div></div>	CompHealth	252 <div></div>
Ministry Health Care	205 <div></div>	Walmart	158 <div></div>
Roehl Transport	183 <div></div>	Service First Staffing	138 <div></div>
Aspirus	177 <div></div>	GPAC	125 <div></div>
Security Health Plan	157 <div></div>	Roehl Transport	113 <div></div>
Walmart	139 <div></div>	Community Horizons	104 <div></div>
Domtar	135 <div></div>	CoreMedical Group	104 <div></div>

Business Size

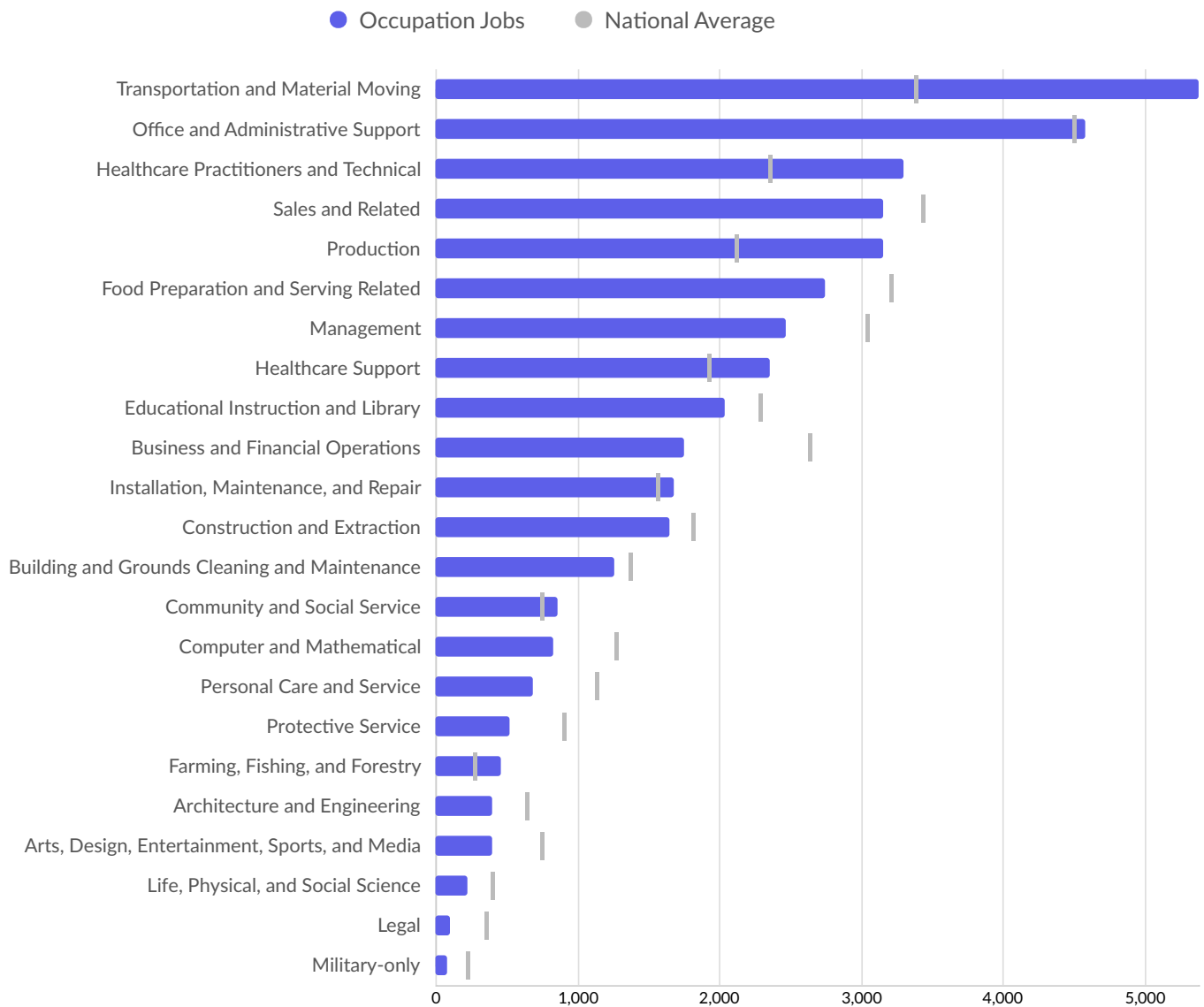


	Percentage	Business Count
1 to 4 employees	34.3%	1,330
5 to 9 employees	28.2%	1,094
10 to 19 employees	21.8%	846
20 to 49 employees	11.1%	429
50 to 99 employees	2.4%	93
100 to 249 employees	1.7%	66
250 to 499 employees	0.4%	16
500+ employees	0.2%	6

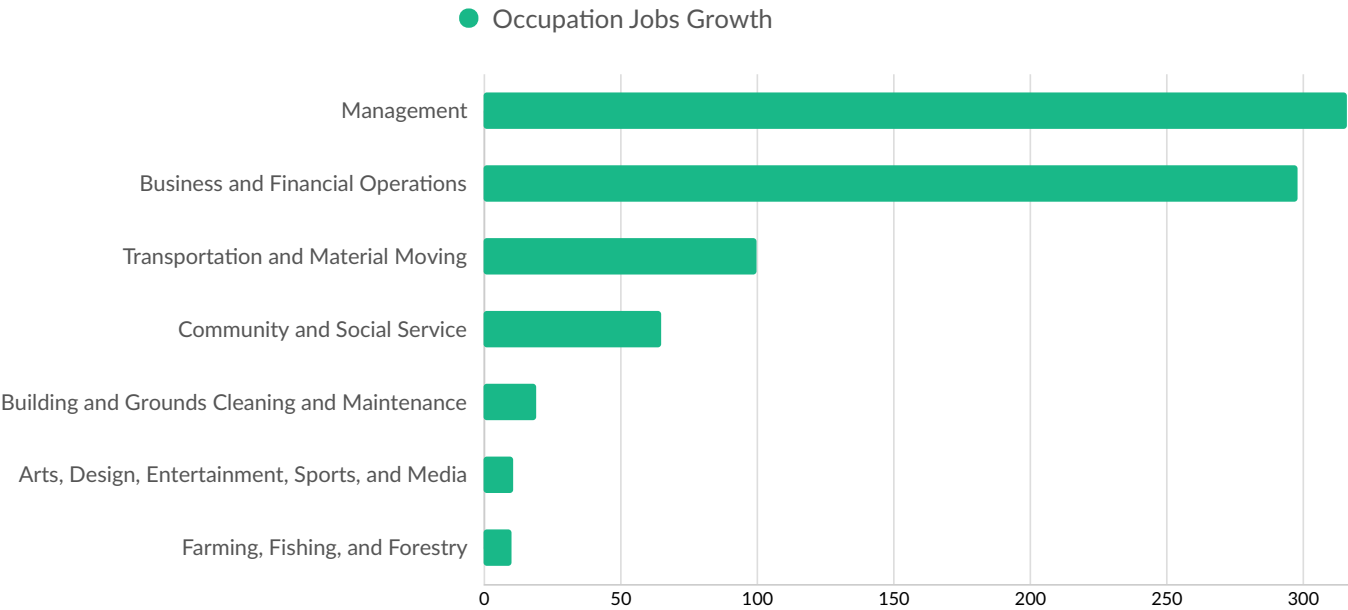
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

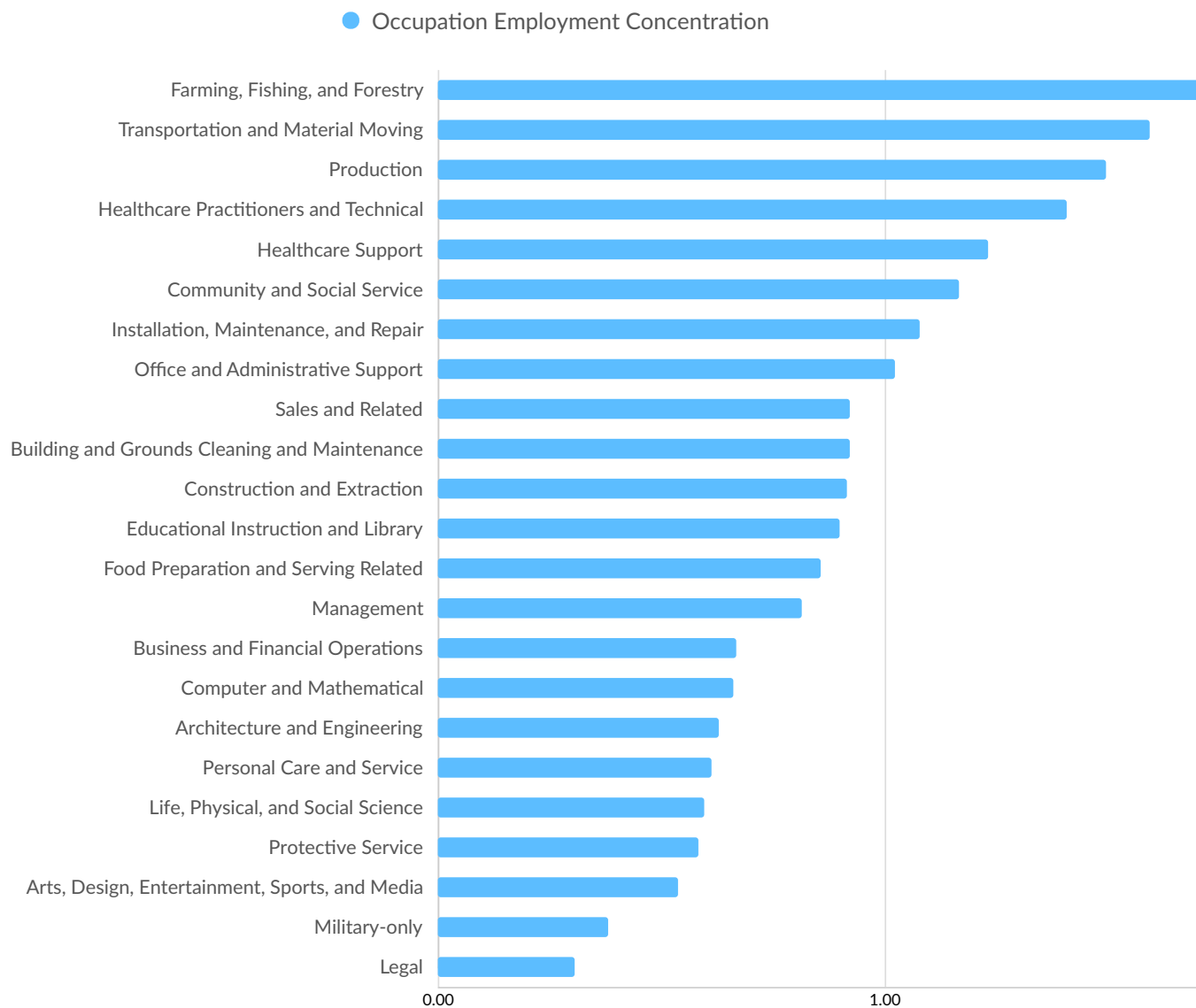
Largest Occupations



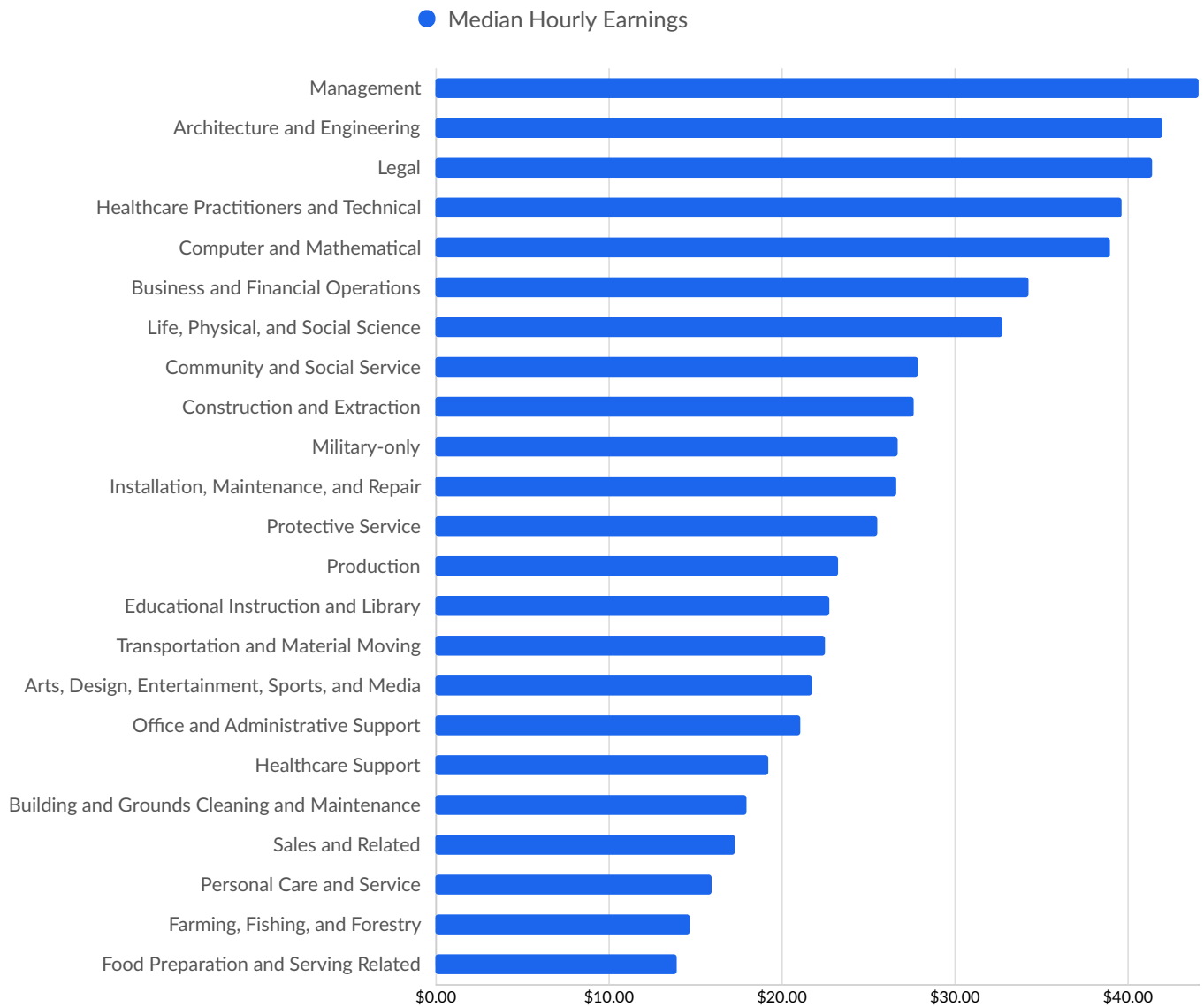
Top Growing Occupations



Top Occupation Employment Concentration



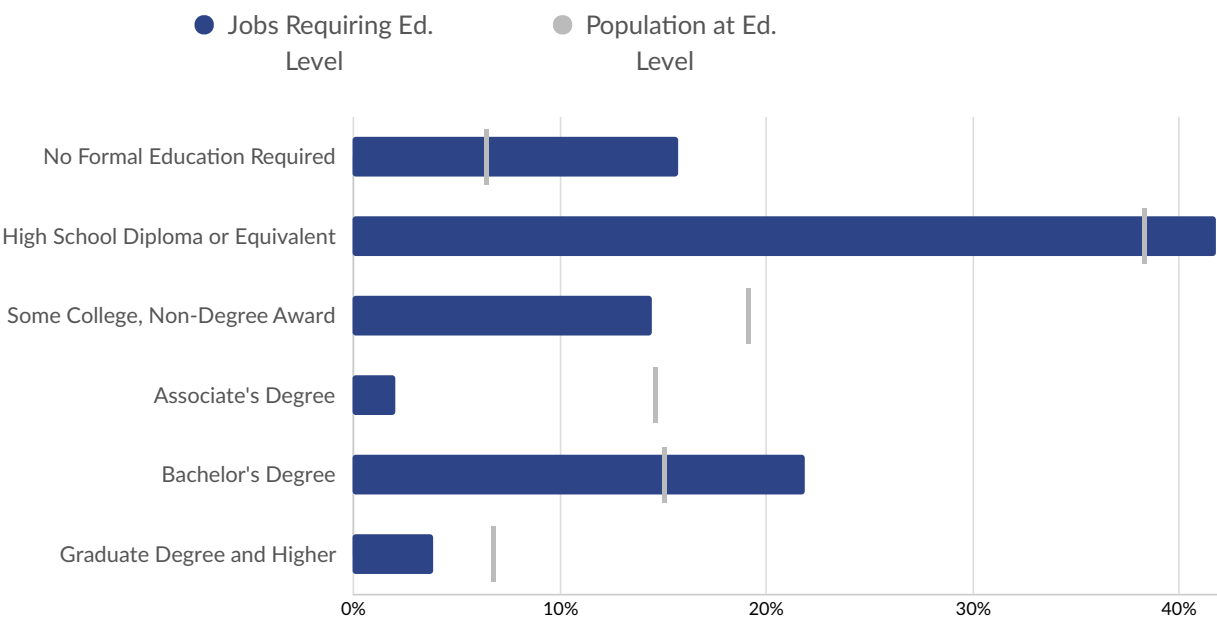
Top Occupation Earnings



Top Posted Occupations

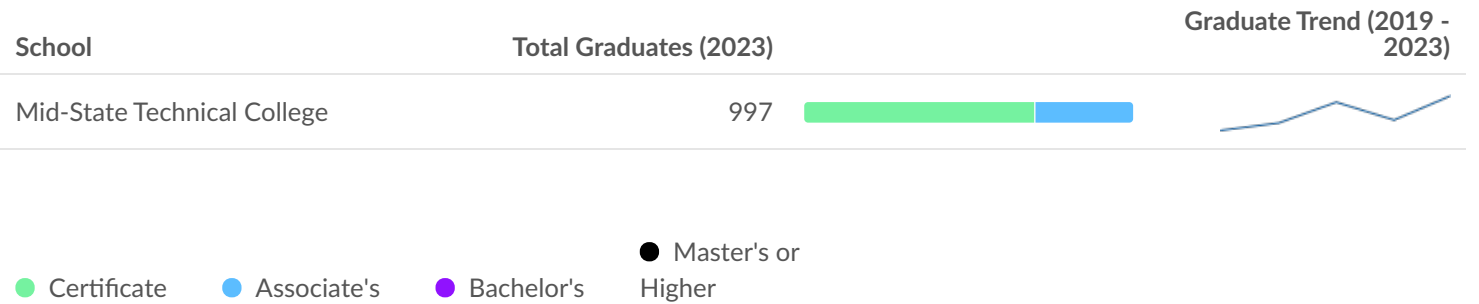


Underemployment



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

