



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

73,943

Population (2024)

Population **grew by 1,148** over the last 5 years and is projected to **grow by 709** over the next 5 years.

40,124

Total Regional Employment

Jobs **decreased by 2,394** over the last 5 years and are projected to **decrease by 316** over the next 5 years.

\$66.4K

Median Household Income (2023)

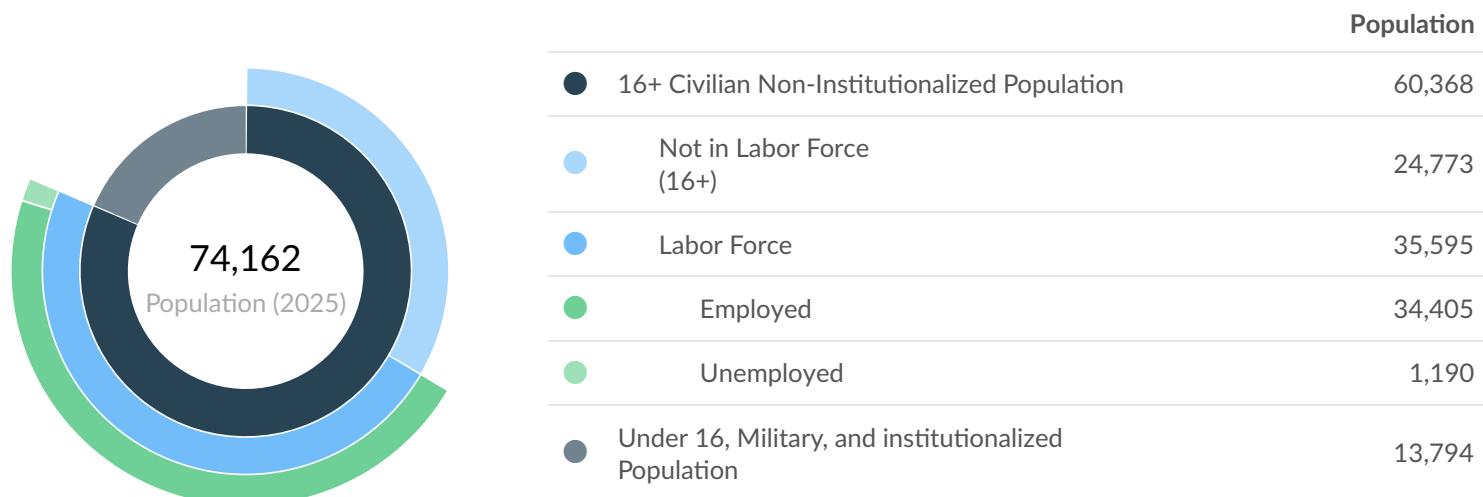
Median household income is **\$12.1K below** the national median household income of \$78.5K.

Takeaways

- As of 2024 the region's population **increased by 1.6%** since 2019, growing by 1,148. Population is expected to **increase by 1.0%** between 2024 and 2029, adding 709.
- From 2019 to 2024, jobs **declined by 5.6%** in Wood County, WI from 42,518 to **40,124**. This change **fell short of the national growth rate of 4.4% by 10.0%**. As the number of jobs declined, the **labor force participation rate decreased from 65.5% to 60.5% 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).

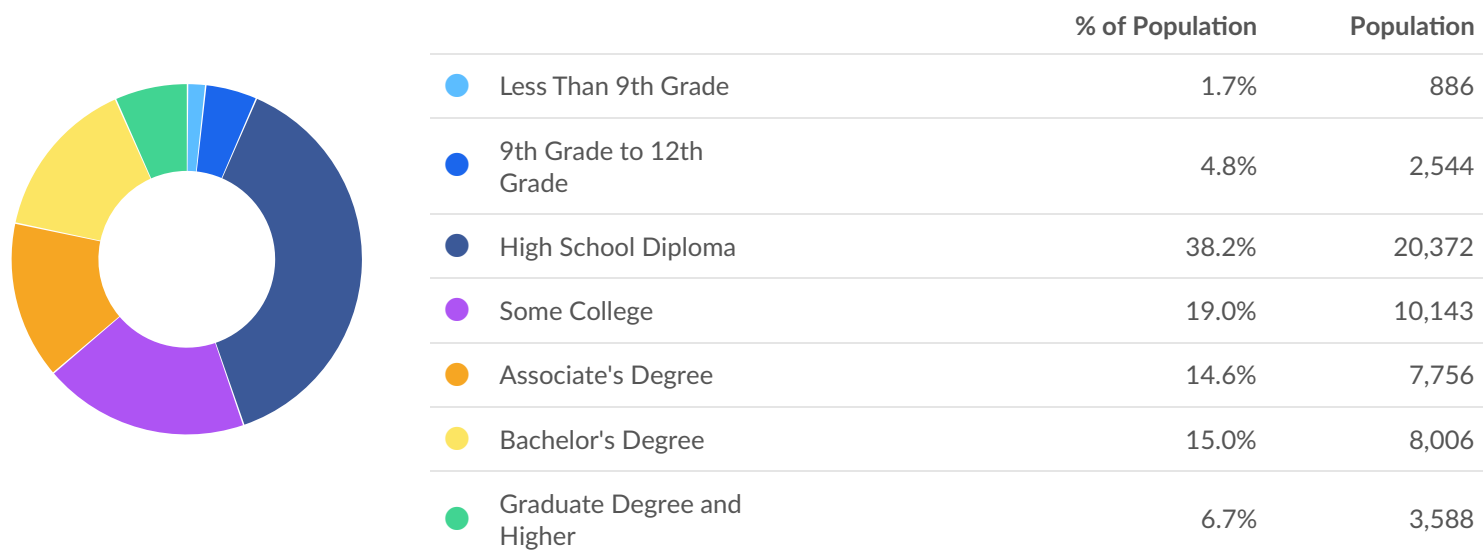
	Population (2025)	Labor Force (Aug 2025)	Jobs (2024)	Cost of Living	GRP	Imports	Exports
Region	74,162	35,595	40,124	99.0	\$5.01B	\$5.97B	\$5.62B
State	5,980,718	3,144,655	3,264,613	100.3	\$439.61B	\$392.12B	\$421.40B

Aug 2025 Labor Force Breakdown



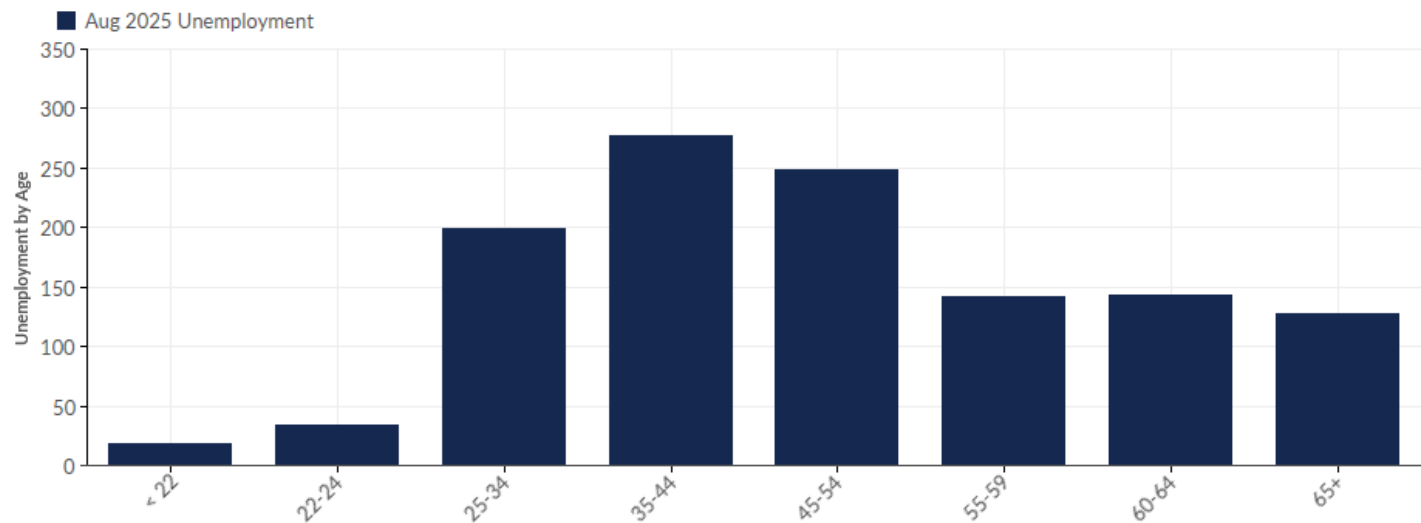
Educational Attainment

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).



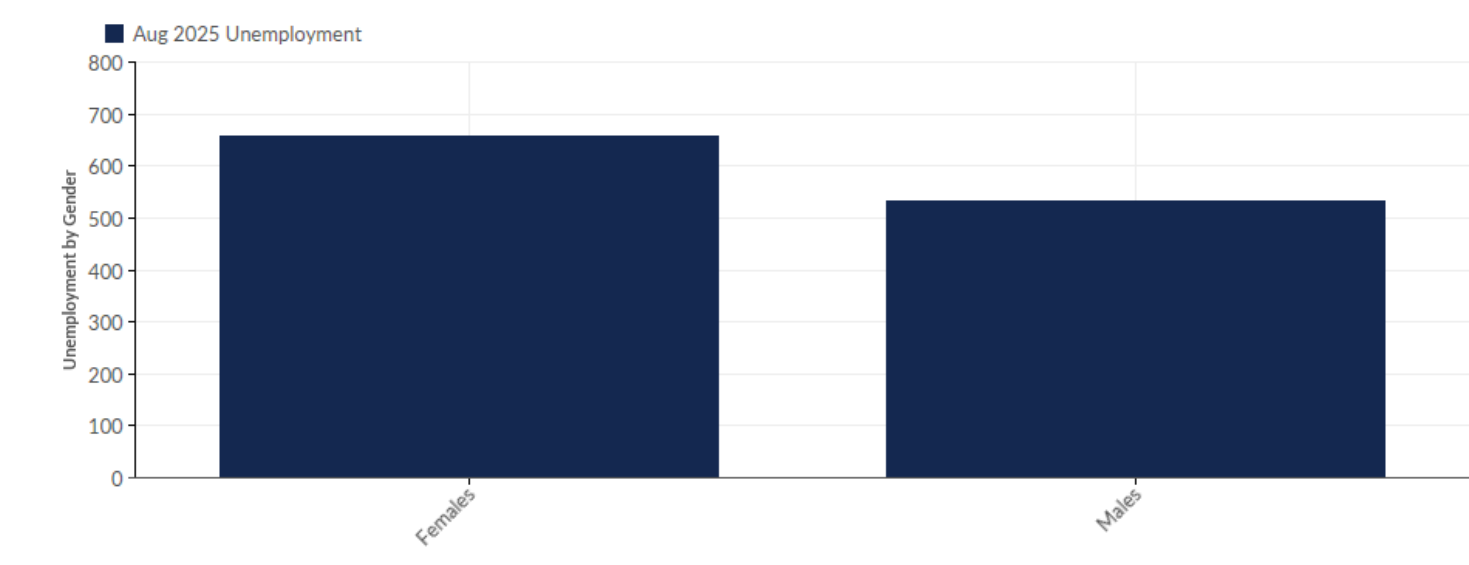
Unemployment by Demographics

Unemployment by Age



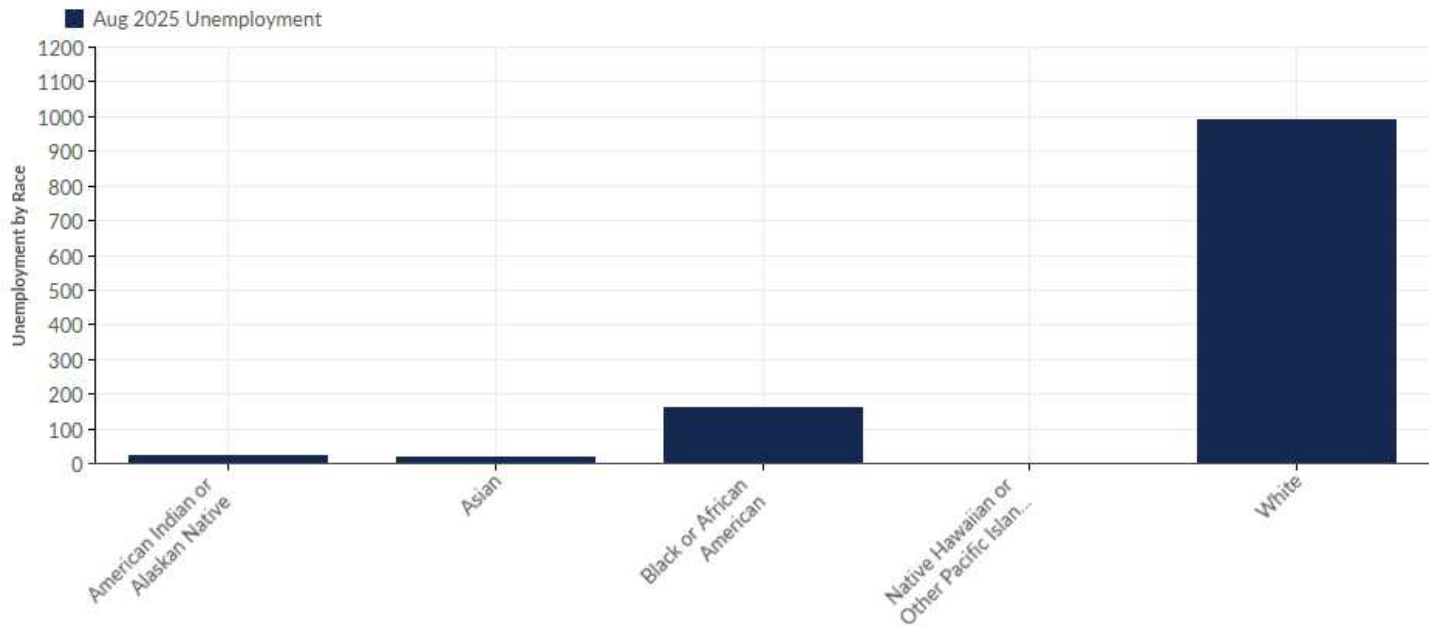
Age	Unemployment (Aug 2025)	% of Unemployed
< 22	18	1.51%
22-24	34	2.86%
25-34	200	16.81%
35-44	277	23.28%
45-54	248	20.84%
55-59	141	11.85%
60-64	143	12.02%
65+	128	10.76%
Total	1,190	100.00%

Unemployment by Gender



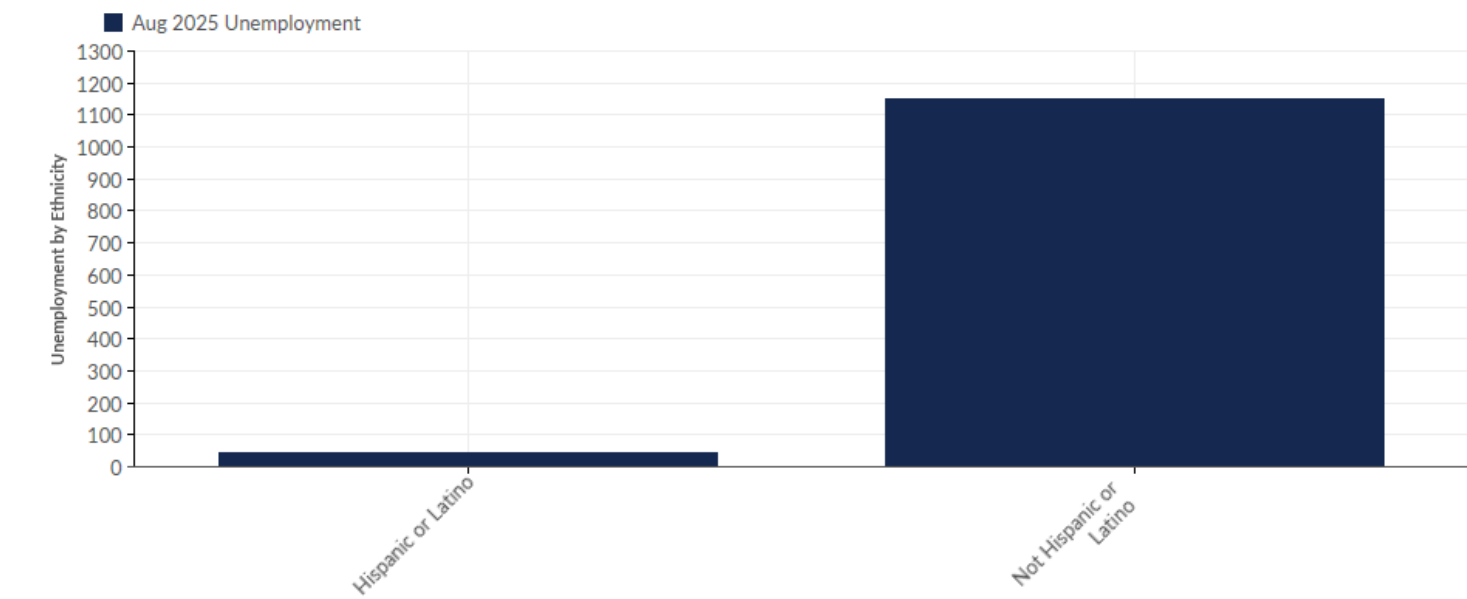
Gender	Unemployment (Aug 2025)	% of Unemployed
Females	659	55.38%
Males	531	44.62%
Total	1,190	100.00%

Unemployment by Race



Race	Unemployment (Aug 2025)	% of Unemployed
American Indian or Alaskan Native	21	1.76%
Asian	16	1.34%
Black or African American	160	13.45%
Native Hawaiian or Other Pacific Islander	2	0.17%
White	991	83.28%
Total	1,190	100.00%

Unemployment by Ethnicity

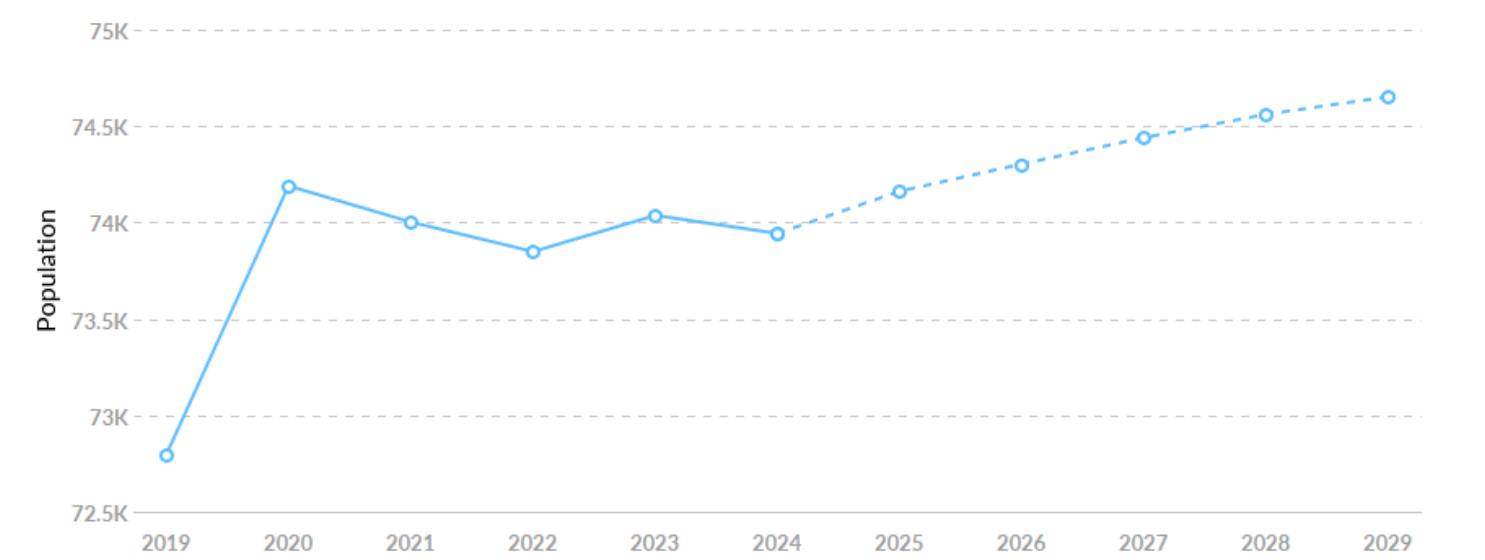


Ethnicity	Unemployment (Aug 2025)	% of Unemployed
Hispanic or Latino	42	3.53%
Not Hispanic or Latino	1,148	96.47%
Total	1,190	100.00%

Historic & Projected Trends

Population Trends

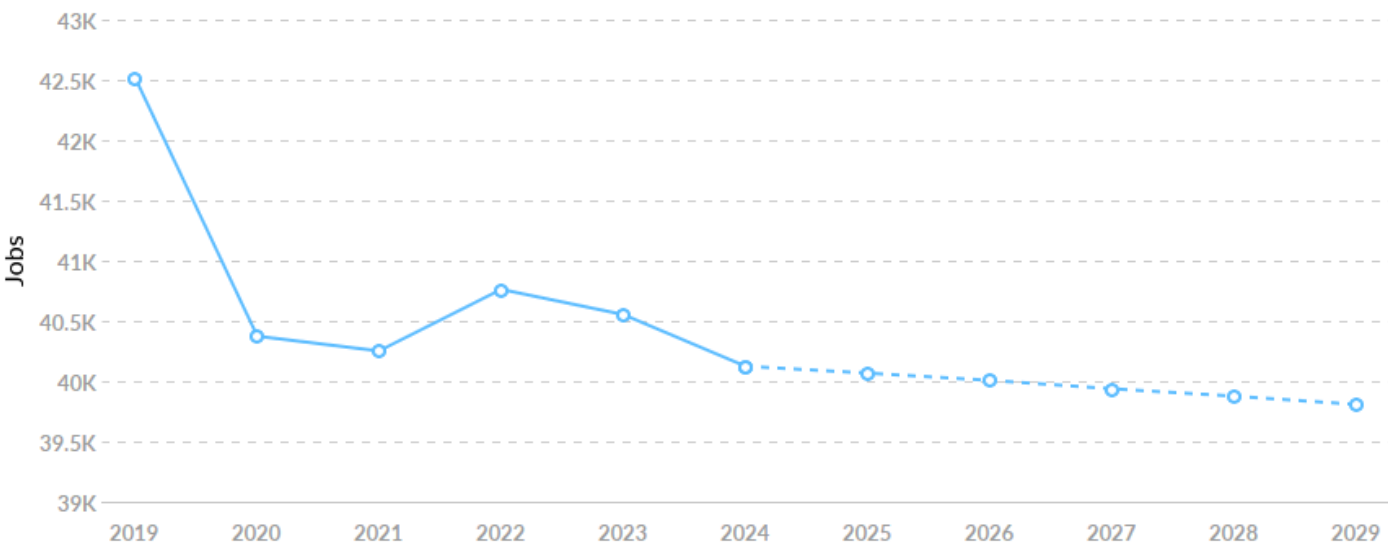
As of 2024 the region's population **increased by 1.6%** since 2019, growing by 1,148. Population is expected to **increase by 1.0%** between 2024 and 2029, adding 709.



Timeframe	Population
2019	72,795
2020	74,189
2021	74,002
2022	73,849
2023	74,037
2024	73,943
2025	74,162
2026	74,303
2027	74,440
2028	74,561
2029	74,652

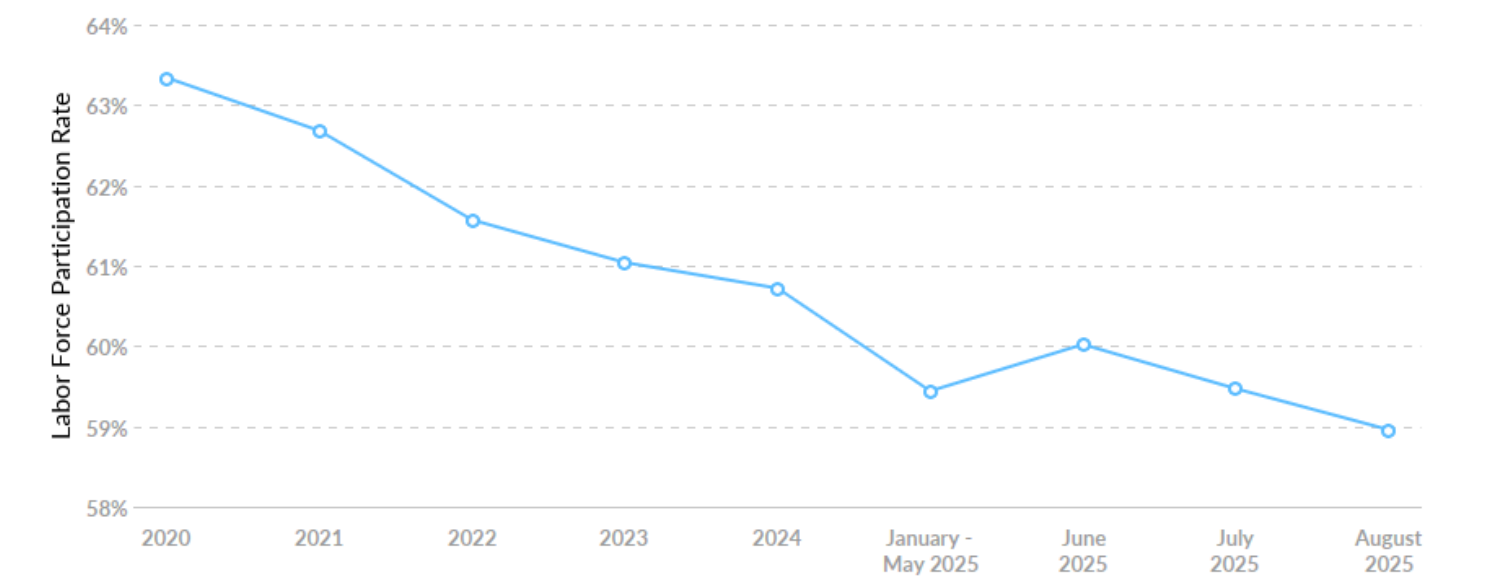
Job Trends

From 2019 to 2024, jobs declined by 5.6% in Wood County, WI from 42,518 to 40,124. This change fell short of the national growth rate of 4.4% by 10.0%.



Timeframe	Jobs
2019	42,518
2020	40,374
2021	40,251
2022	40,762
2023	40,553
2024	40,124
2025	40,067
2026	40,007
2027	39,937
2028	39,876
2029	39,807

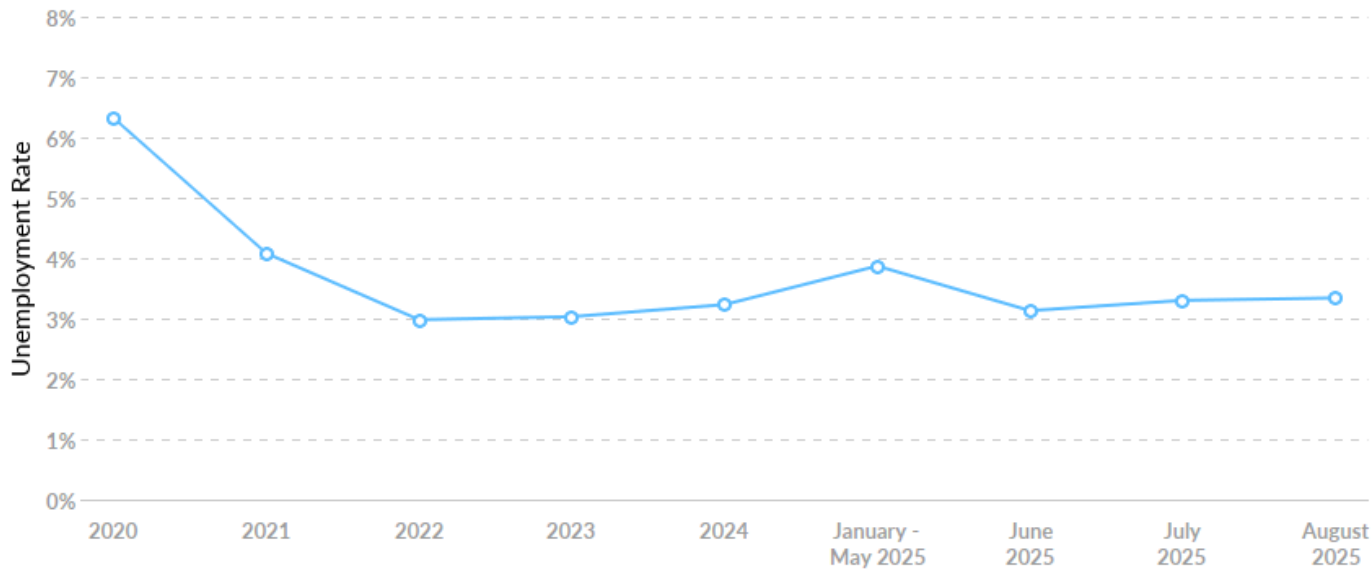
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	63.34%
2021	62.68%
2022	61.57%
2023	61.04%
2024	60.72%
January - May 2025	59.44%
June 2025	60.02%
July 2025	59.47%
August 2025	58.96%

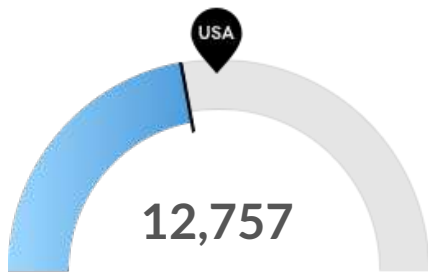
Unemployment Rate Trends

Wood County, WI had an August 2025 unemployment rate of 3.34%, **decreasing from 6.32%** 5 years before.



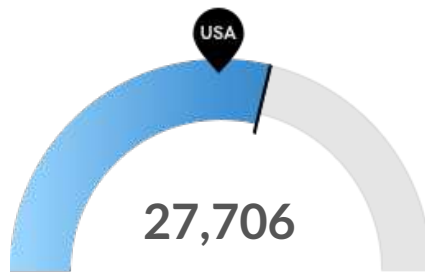
Timeframe	Unemployment Rate
2020	6.32%
2021	4.08%
2022	2.98%
2023	3.03%
2024	3.23%
January - May 2025	3.87%
June 2025	3.13%
July 2025	3.30%
August 2025	3.34%

Population Characteristics



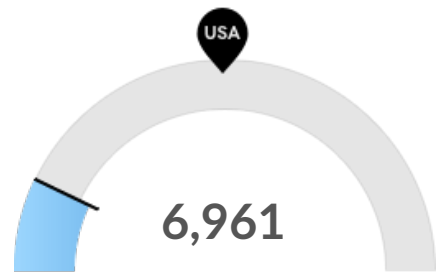
Millennials

Wood County, WI has 12,757 millennials (ages 25-39). The national average for an area this size is 15,137.



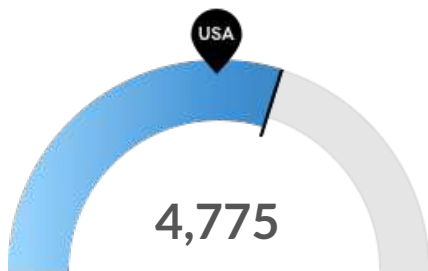
Retiring Soon

Retirement risk is high in Wood County, WI. The national average for an area this size is 22,359 people 55 or older, while there are 27,706 here.



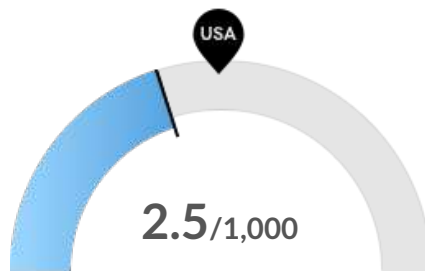
Racial Diversity

Racial diversity is low in Wood County, WI. The national average for an area this size is 31,454 racially diverse people, while there are 6,961 here.



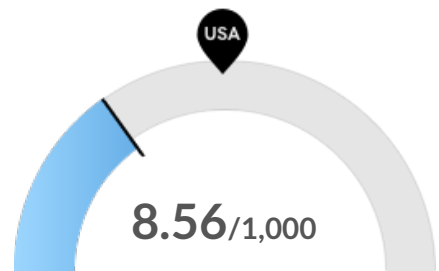
Veterans

Wood County, WI has 4,775 veterans. The national average for an area this size is 3,642.



Violent Crime

Wood County, WI has 2.5 violent crimes per 1,000 people. The national rate is 3.38 per 1,000 people.

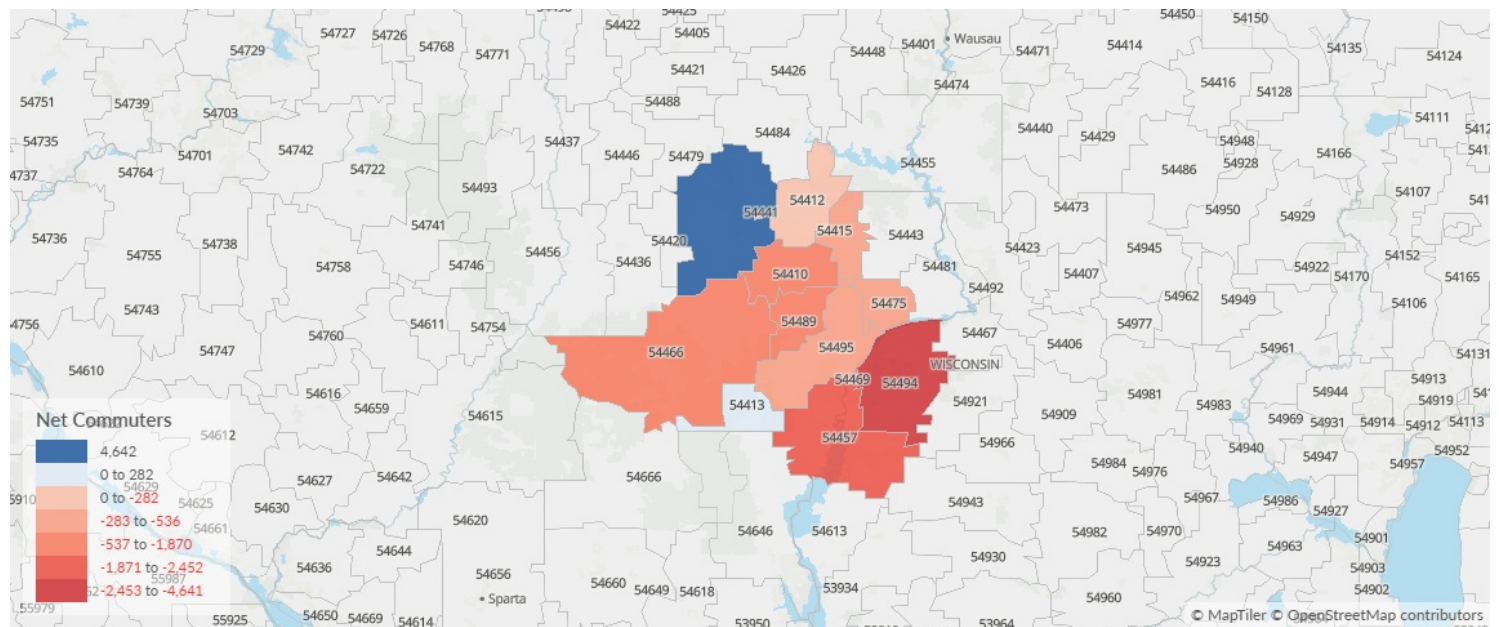


Property Crime

Wood County, WI has 8.56 property crimes per 1,000 people. The national rate is 16.44 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.

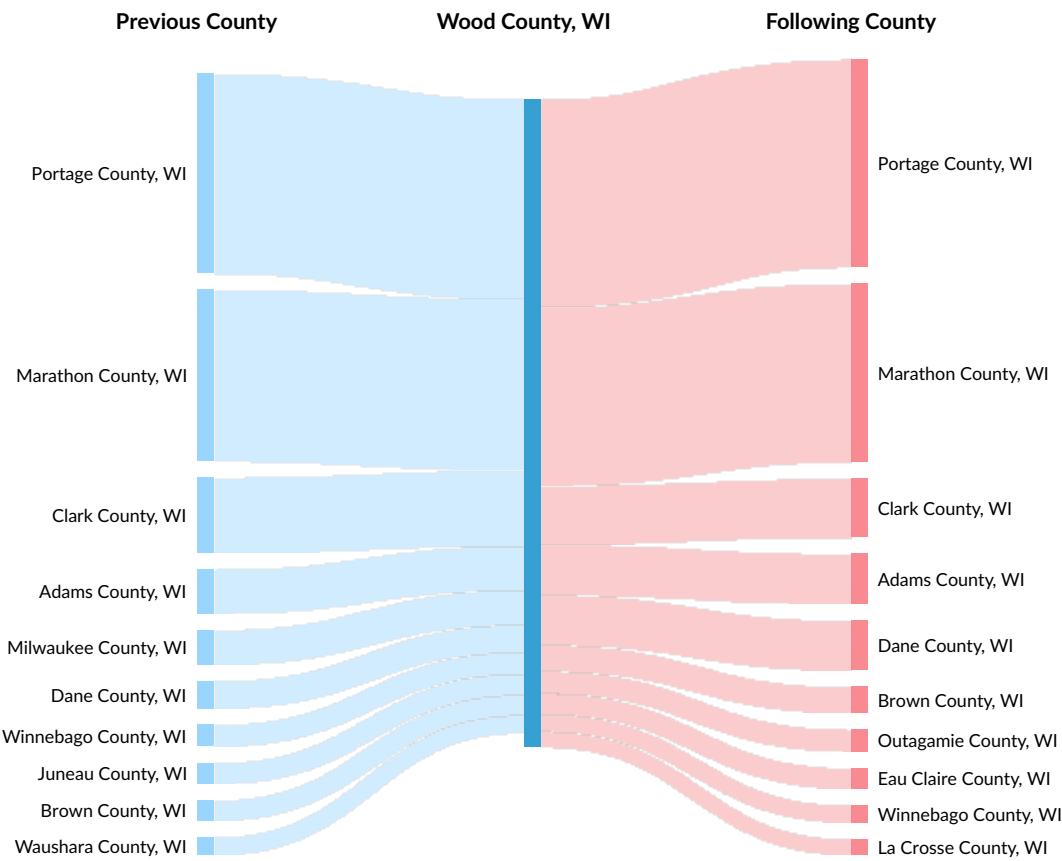


Where Talent Works			Where Talent Lives		
ZIP	Name	2024 Employment	ZIP	Name	2024 Workers
54449	Marshfield, WI (in Woo...	17,112	54494	Wisconsin Rapids, WI (i...	14,416
54494	Wisconsin Rapids, WI (i...	11,963	54449	Marshfield, WI (in Woo...	12,471
54495	Wisconsin Rapids, WI (i...	3,637	54457	Nekoosa, WI (in Wood c...	4,578
54457	Nekoosa, WI (in Wood c...	2,707	54495	Wisconsin Rapids, WI (i...	4,082
54412	Auburndale, WI (in Woo...	1,155	54466	Pittsville, WI (in Wood c...	1,605

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.

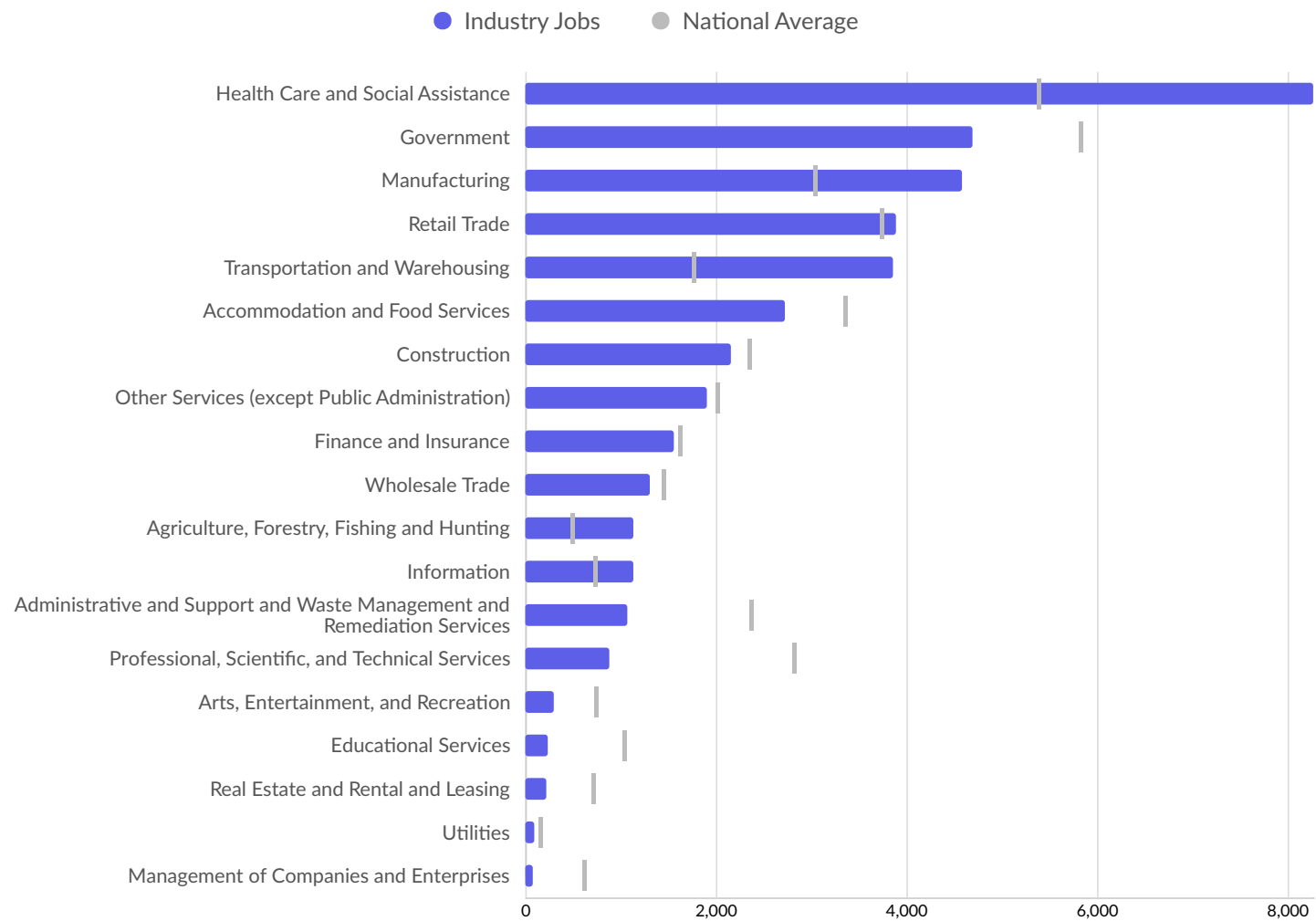


Top Previous Counties	Migrations
Portage County, WI	438
Marathon County, WI	375
Clark County, WI	165
Adams County, WI	97
Milwaukee County, WI	76
Dane County, WI	60

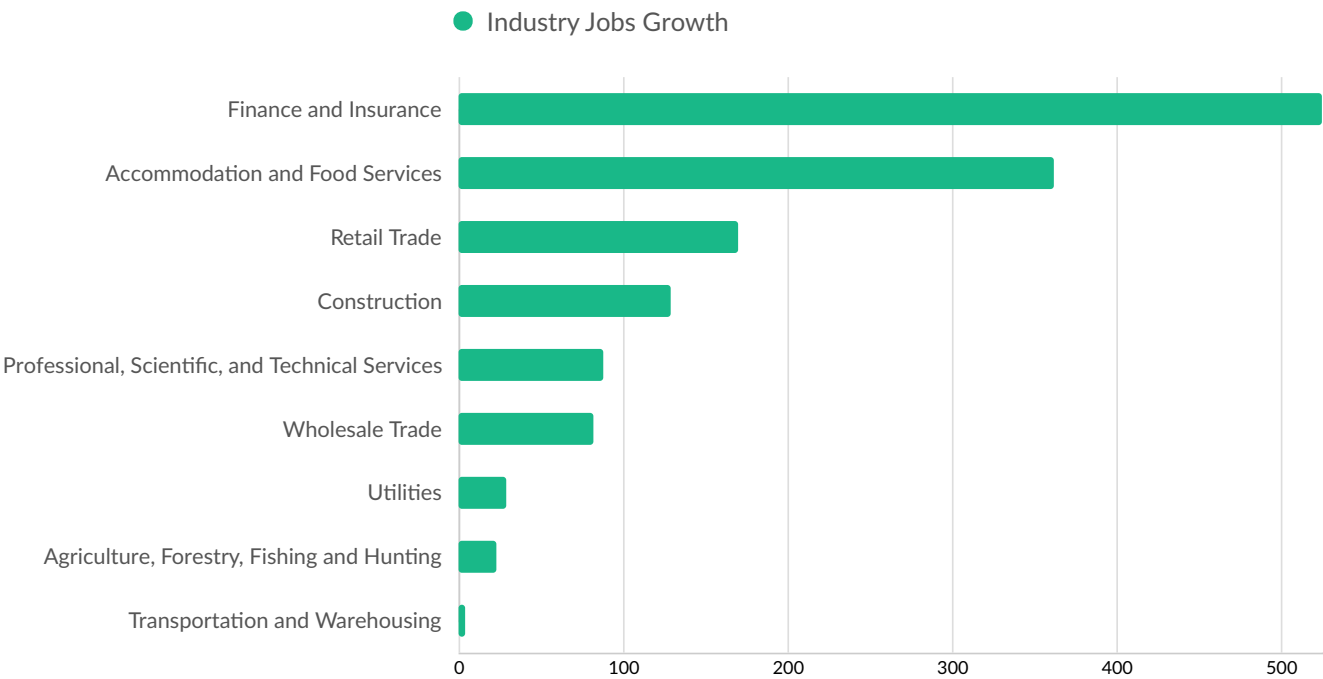
Top Previous Counties	Migrations
Winnebago County, WI	47
Juneau County, WI	46
Brown County, WI	45
Waushara County, WI	39
Waukesha County, WI	36
Cook County, IL	35
Hennepin County, MN	35
La Crosse County, WI	34
Monroe County, WI	34
Top Following Counties	Migrations
Portage County, WI	456
Marathon County,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

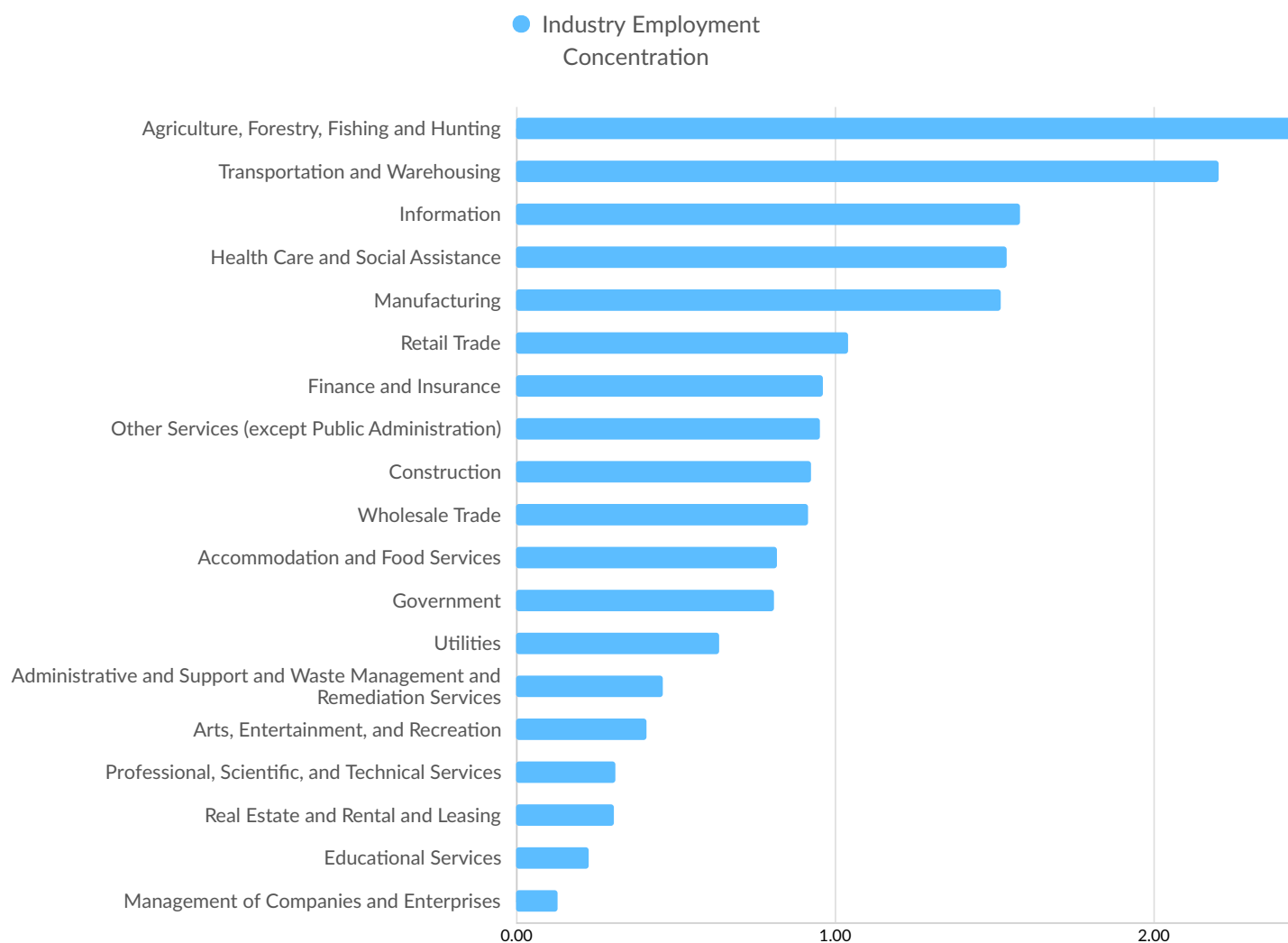
Largest Industries



Top Growing Industries

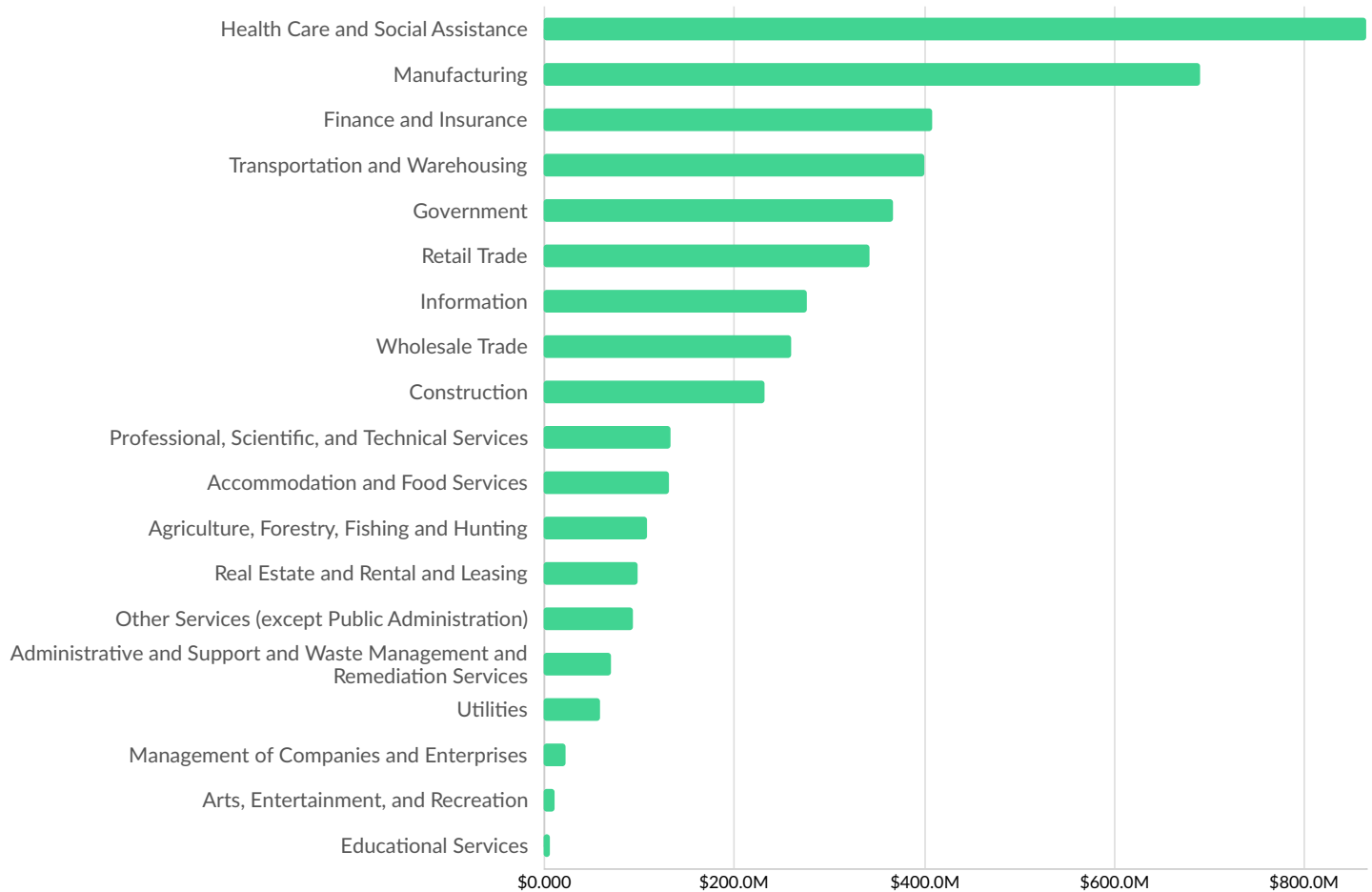


Top Industry Employment Concentration

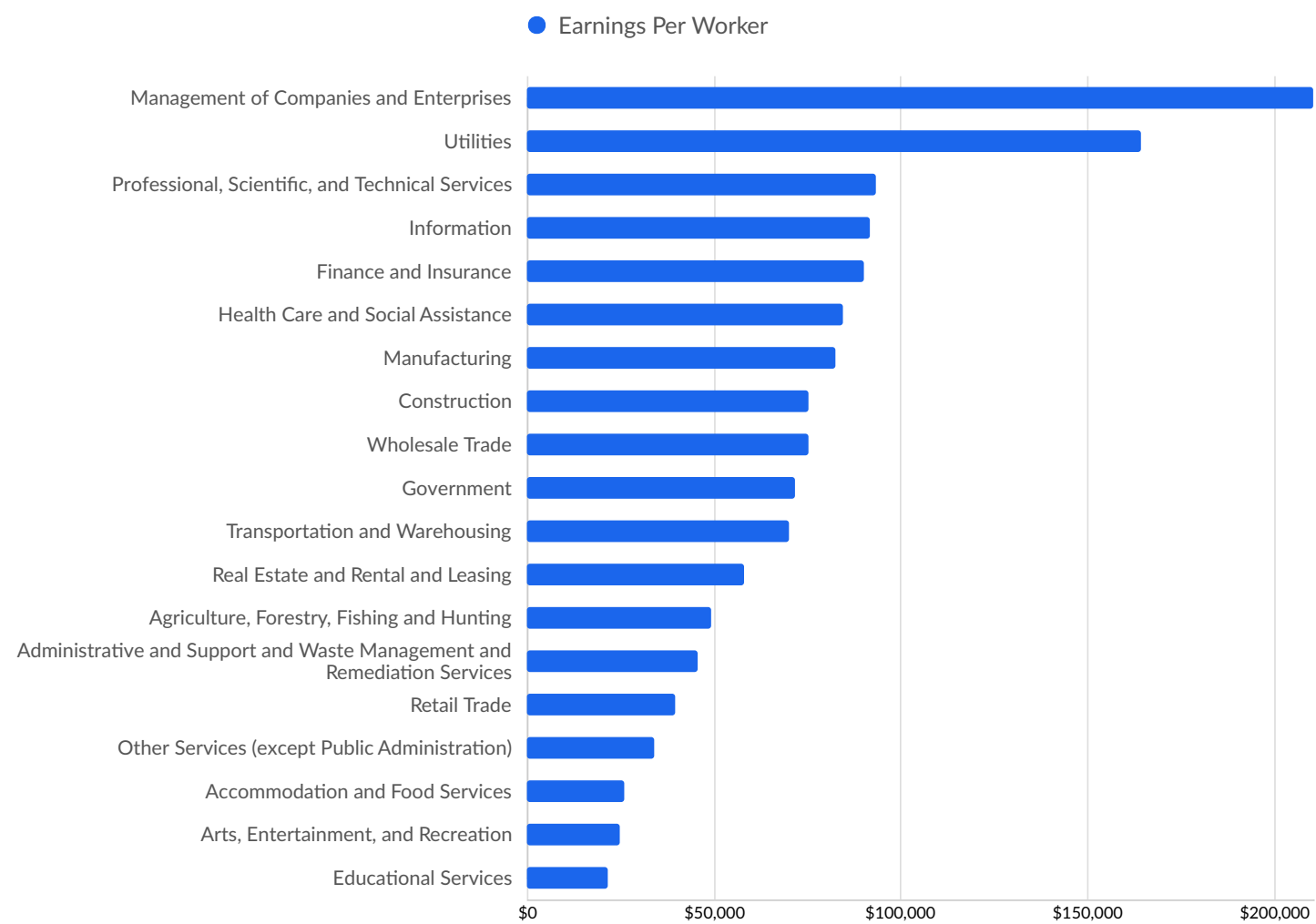


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



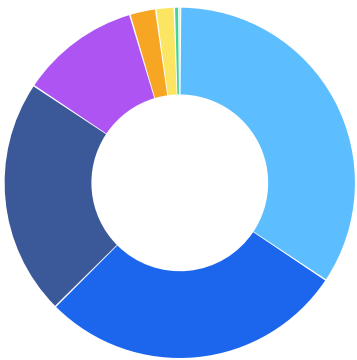
Business Characteristics

5,237 Companies Employ Your Workers

Online profiles for your workers mention 5,237 companies as employers, with the top 10 appearing below. In the last 12 months, 1,032 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,583 <div></div>	Marshfield Clinic	1,458 <div></div>
Renaissance Learning	244 <div></div>	CompHealth	273 <div></div>
Mid-State Technical College	188 <div></div>	Aspirus	266 <div></div>
Aspirus	175 <div></div>	Aya Healthcare	242 <div></div>
Verso Group	172 <div></div>	Walmart	149 <div></div>
Roehl Transport	163 <div></div>	Community Horizons	146 <div></div>
Walmart	131 <div></div>	GPAC	134 <div></div>
Domtar	127 <div></div>	Service First Staffing	131 <div></div>
Ascension	124 <div></div>	Stability Healthcare	123 <div></div>
Wisconsin Rapids Public Schools	121 <div></div>	MedPro Healthcare Staffing	122 <div></div>

Business Size

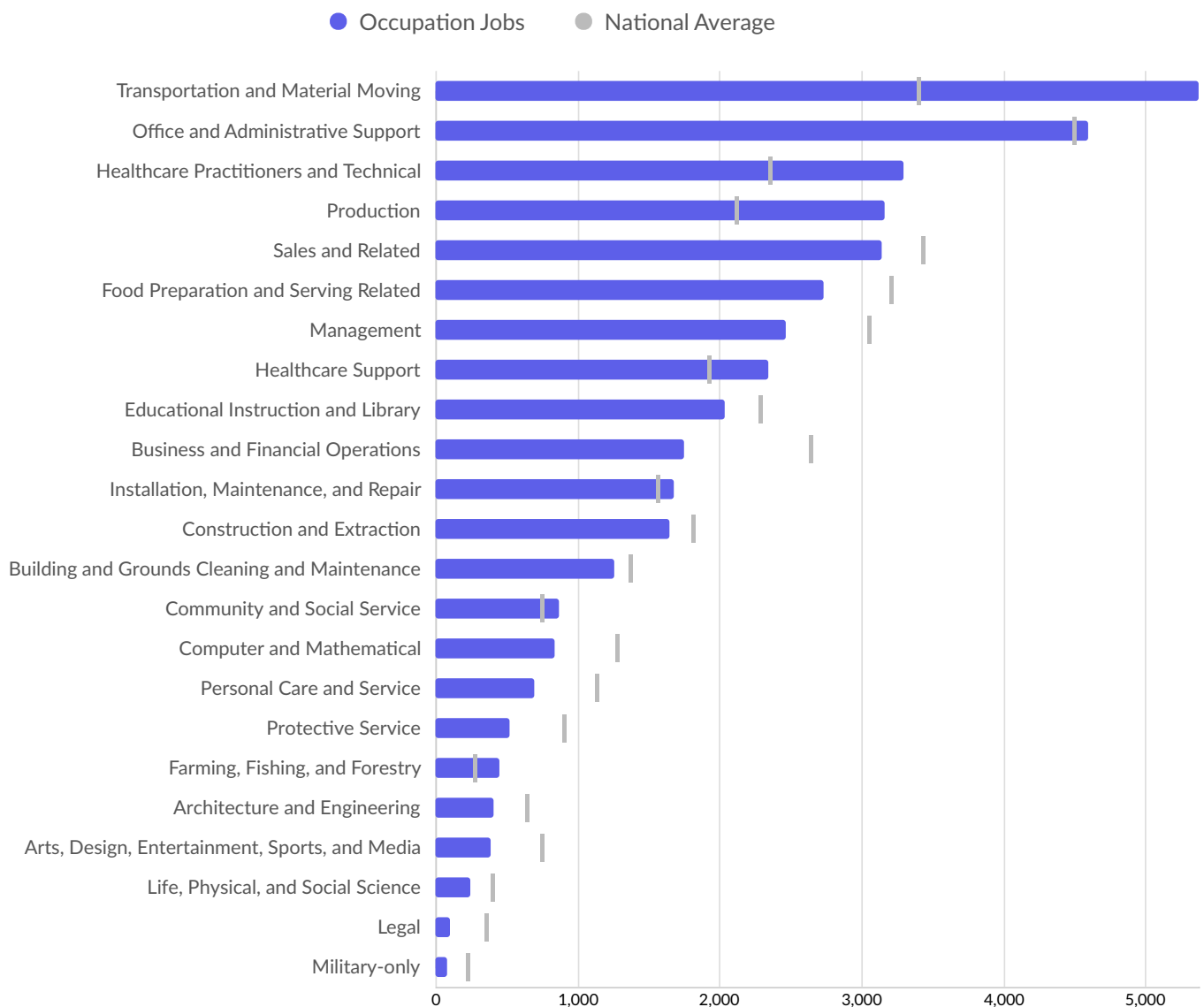


	Percentage	Business Count
1 to 4 employees	34.3%	1,330
5 to 9 employees	28.2%	1,094
10 to 19 employees	21.8%	846
20 to 49 employees	11.1%	429
50 to 99 employees	2.4%	93
100 to 249 employees	1.7%	66
250 to 499 employees	0.4%	16
500+ employees	0.2%	6

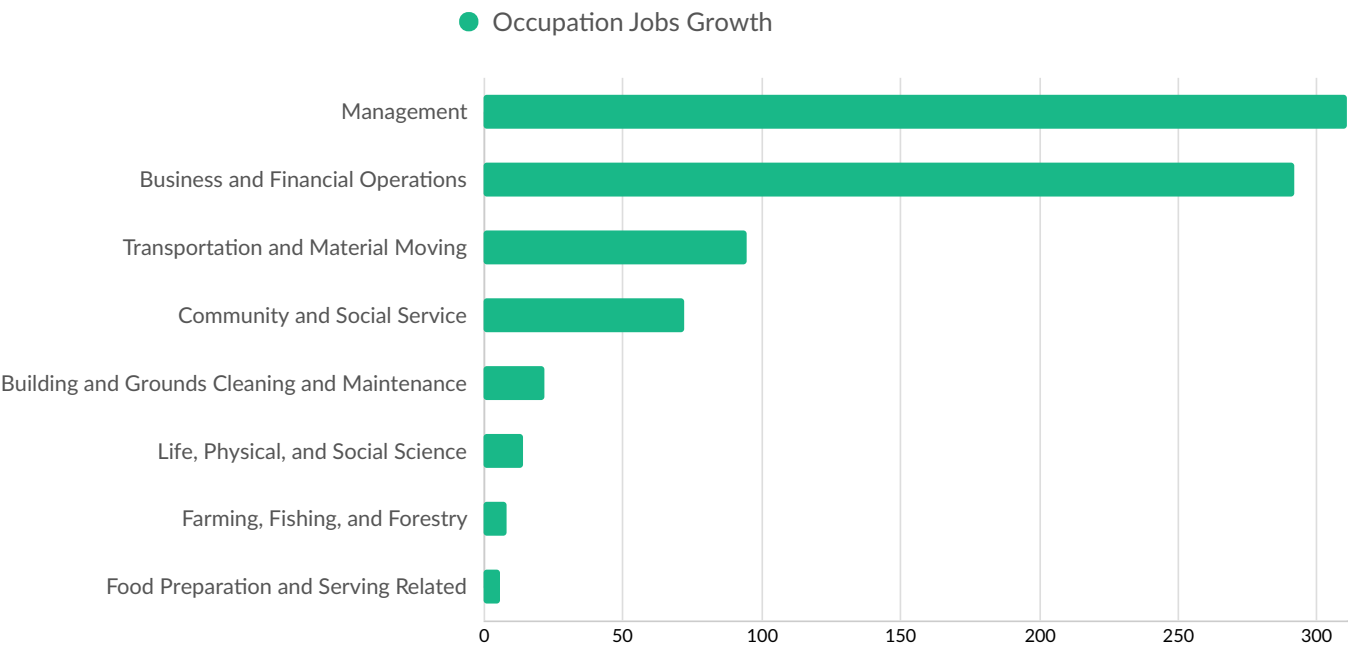
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

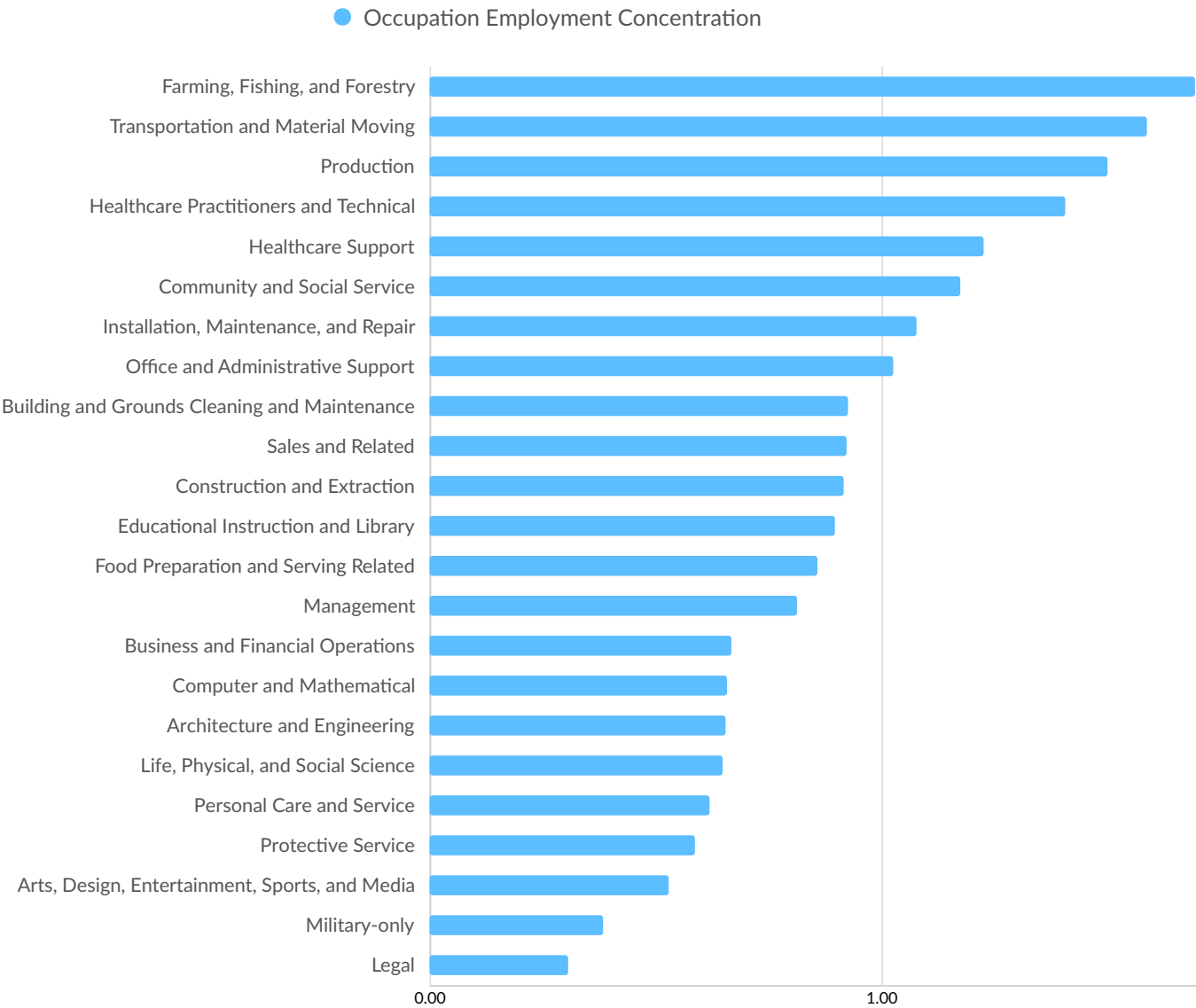
Largest Occupations



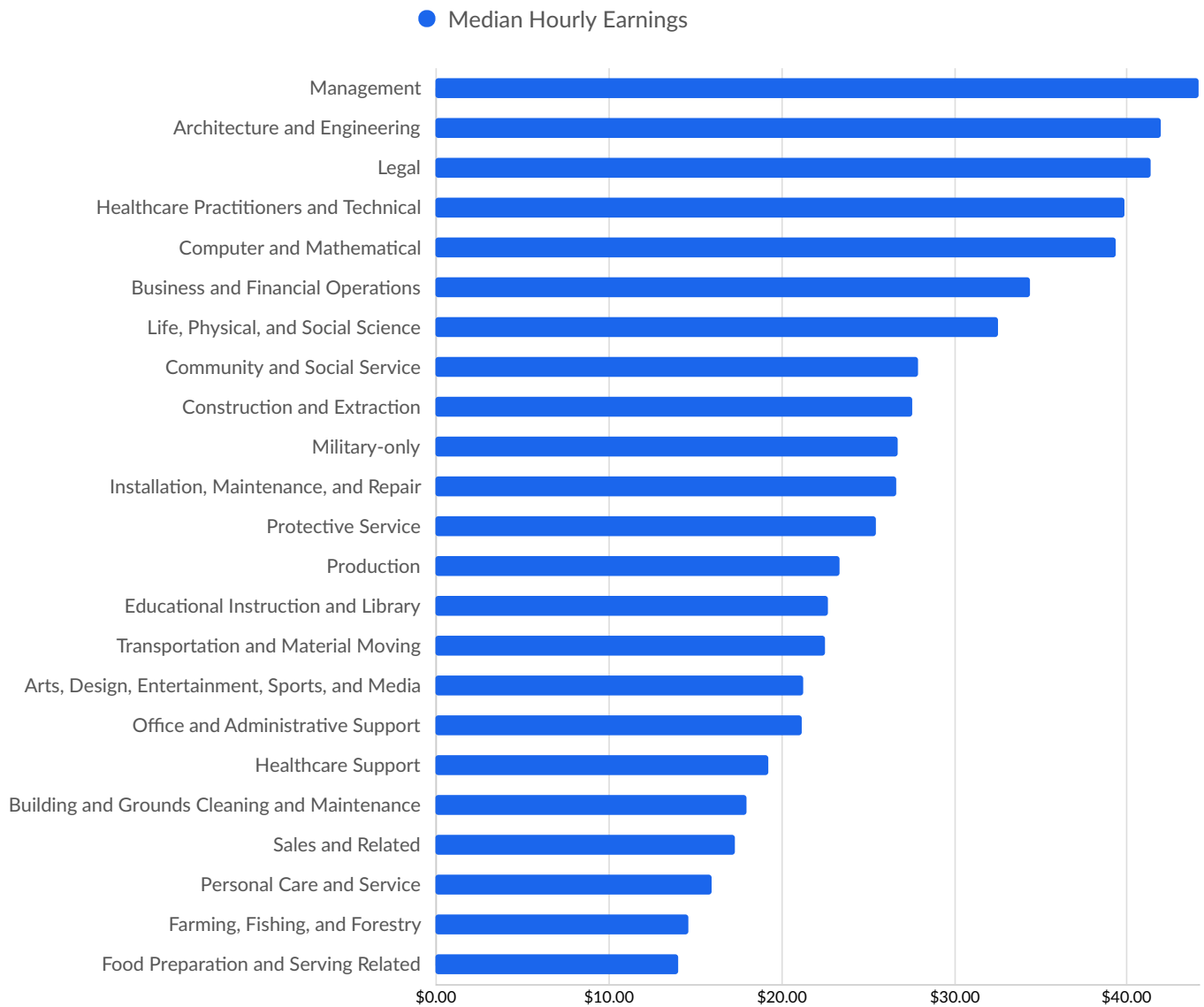
Top Growing Occupations



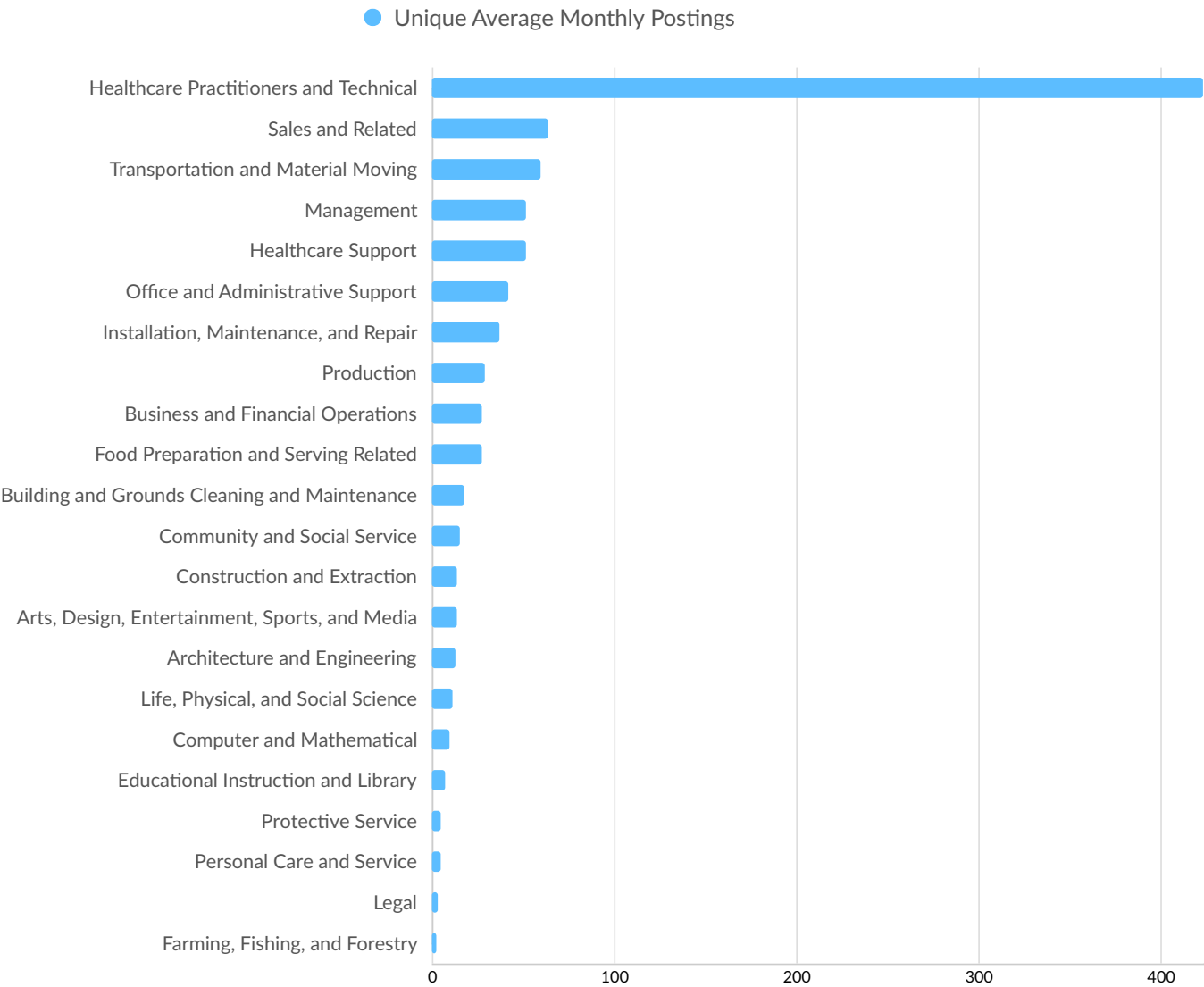
Top Occupation Employment Concentration



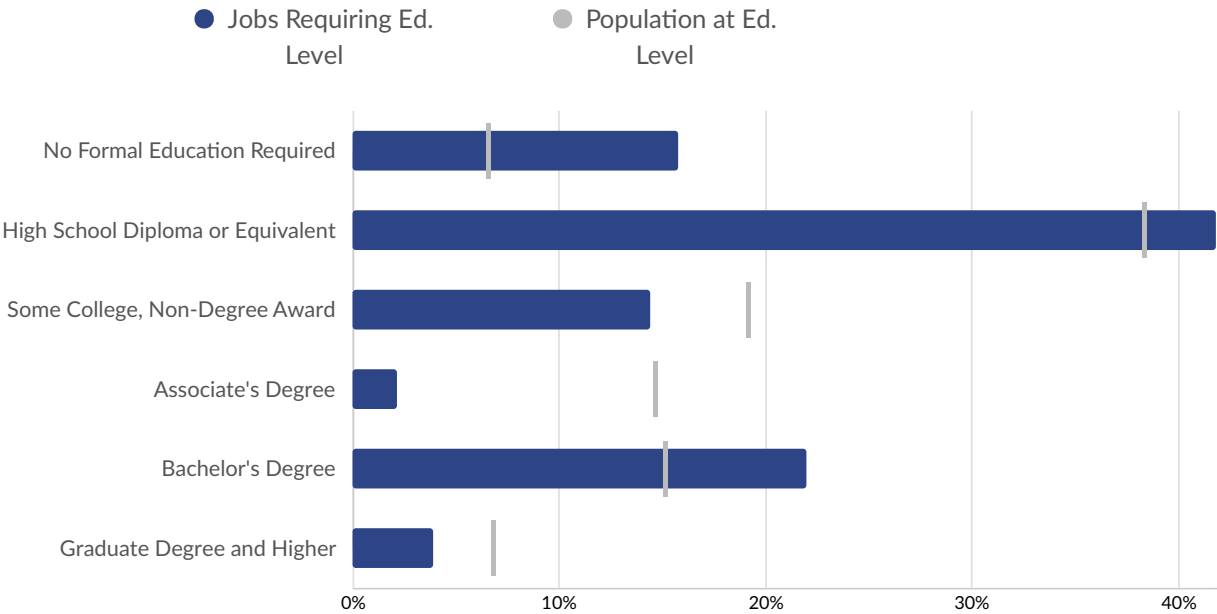
Top Occupation Earnings



Top Posted Occupations

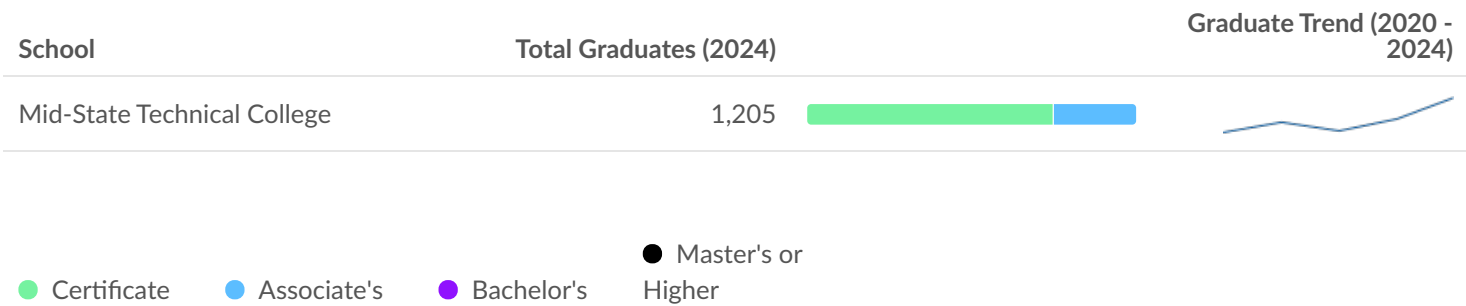


Underemployment



Educational Pipeline

In 2024, there were 1,205 graduates in Wood County, WI. This pipeline has grown by 39% 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

