



Wood County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

74,162

Population (2025)

Population **decreased by 27** over the last 5 years but is projected to **grow by 558** over the next 5 years.

39,948

Total Regional Employment

Jobs **decreased by 415** over the last 5 years and are projected to **decrease by 461** 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 2025 the region's population **declined by 0.0%** since 2020, falling by 27. Population is expected to **increase by 0.8%** between 2025 and 2030, adding 558.
- From 2020 to 2025, jobs **declined by 1.0%** in Wood County, WI from 40,363 to **39,948**. This change **fell short of the national growth rate of 10.6% by 11.6%**. As the number of jobs declined, the **labor force participation rate decreased from 63.0% to 57.7% between 2020 and 2025**.
- Concerning educational attainment, **15.3% of Wood County, WI residents possess a Bachelor's Degree** (6.5% below the national average), and **14.9% hold an Associate's Degree** (6.0% above the national average).
- The top three industries in 2025 are General Freight Trucking, Education and Hospitals (Local Government), and General Medical and Surgical Hospitals.

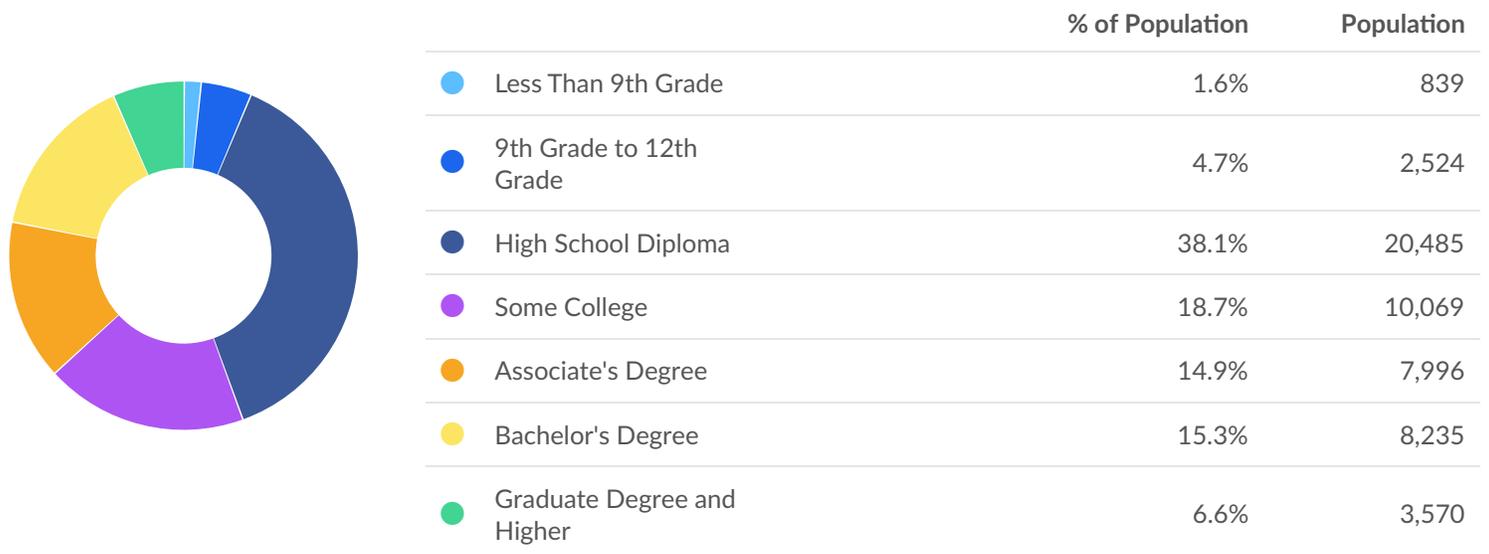
	Population (2025)	Labor Force (Nov 2025)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	74,162	34,862	39,948	99.0	\$5.26B	\$6.20B	\$5.90B
State	5,980,718	3,113,826	3,272,214	100.3	\$457.86B	\$400.36B	\$432.85B

Nov 2025 Labor Force Breakdown



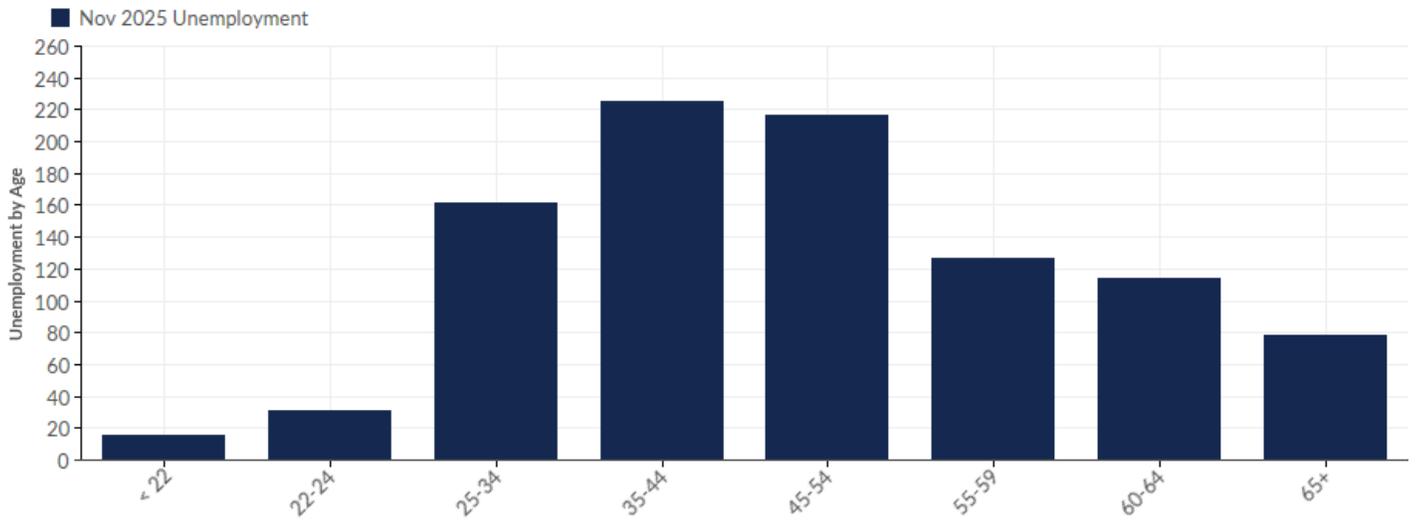
Educational Attainment

Concerning educational attainment, **15.3% of Wood County, WI residents possess a Bachelor's Degree** (6.5% below the national average), and **14.9% hold an Associate's Degree** (6.0% above the national average).



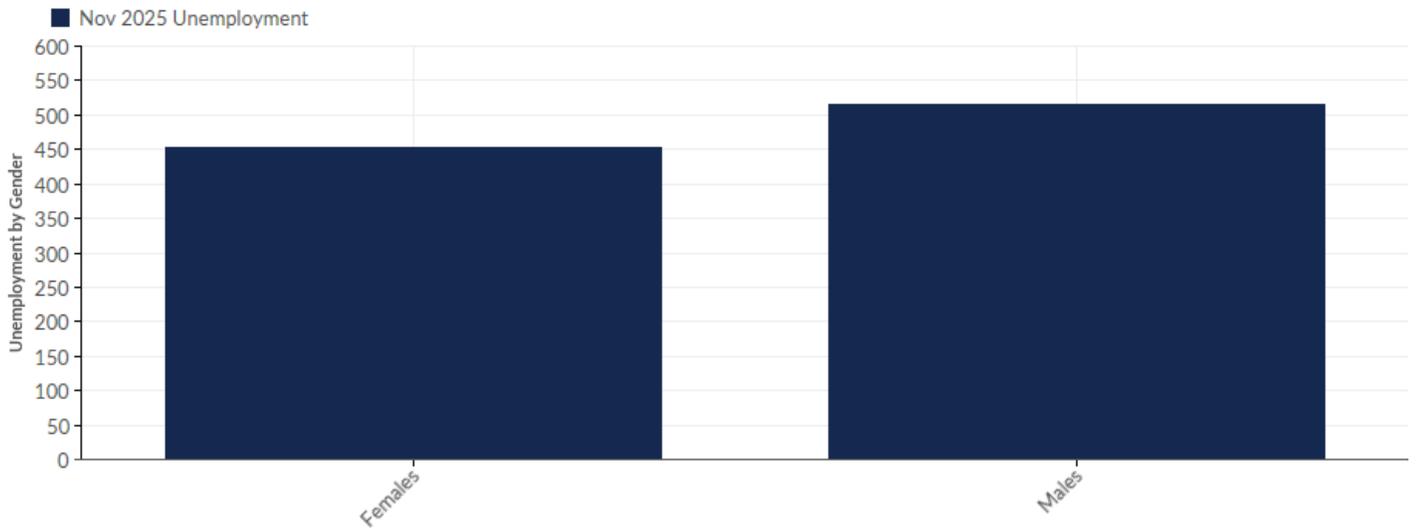
Unemployment by Demographics

Unemployment by Age



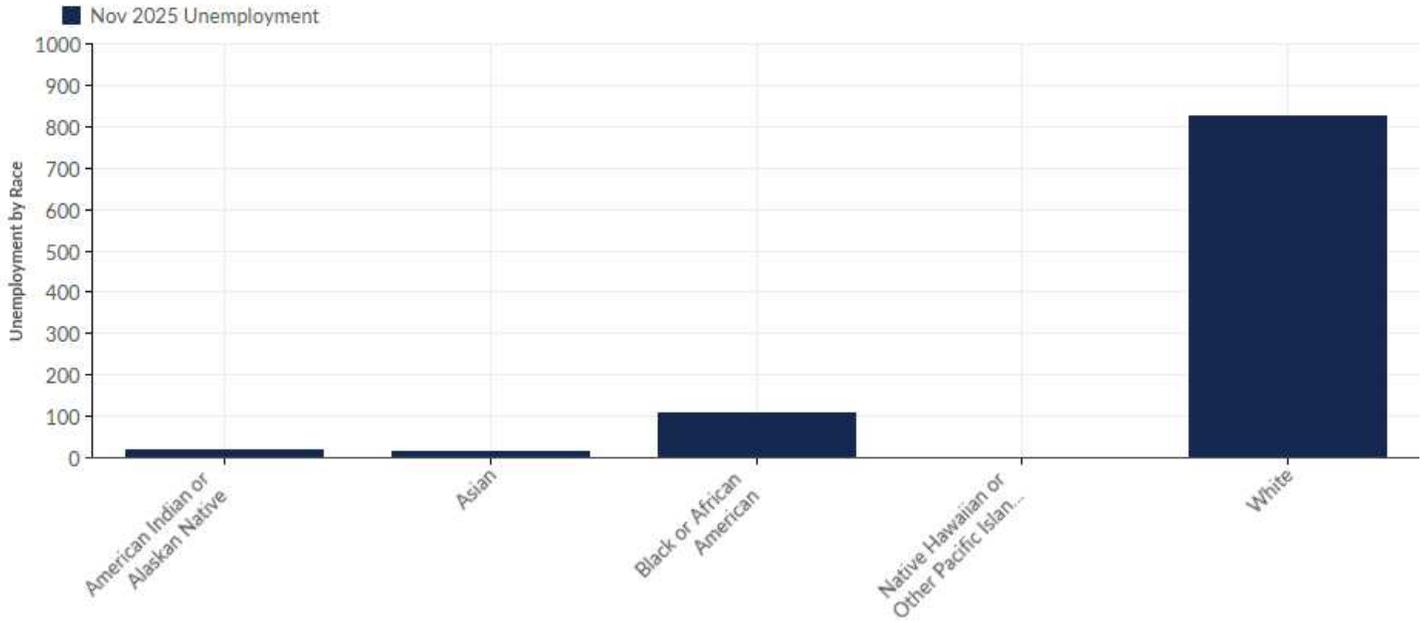
Age	Unemployment (Nov 2025)	% of Unemployed
< 22	16	1.65%
22-24	31	3.20%
25-34	162	16.74%
35-44	225	23.24%
45-54	216	22.31%
55-59	127	13.12%
60-64	114	11.78%
65+	78	8.06%
Total	968	100.00%

Unemployment by Gender



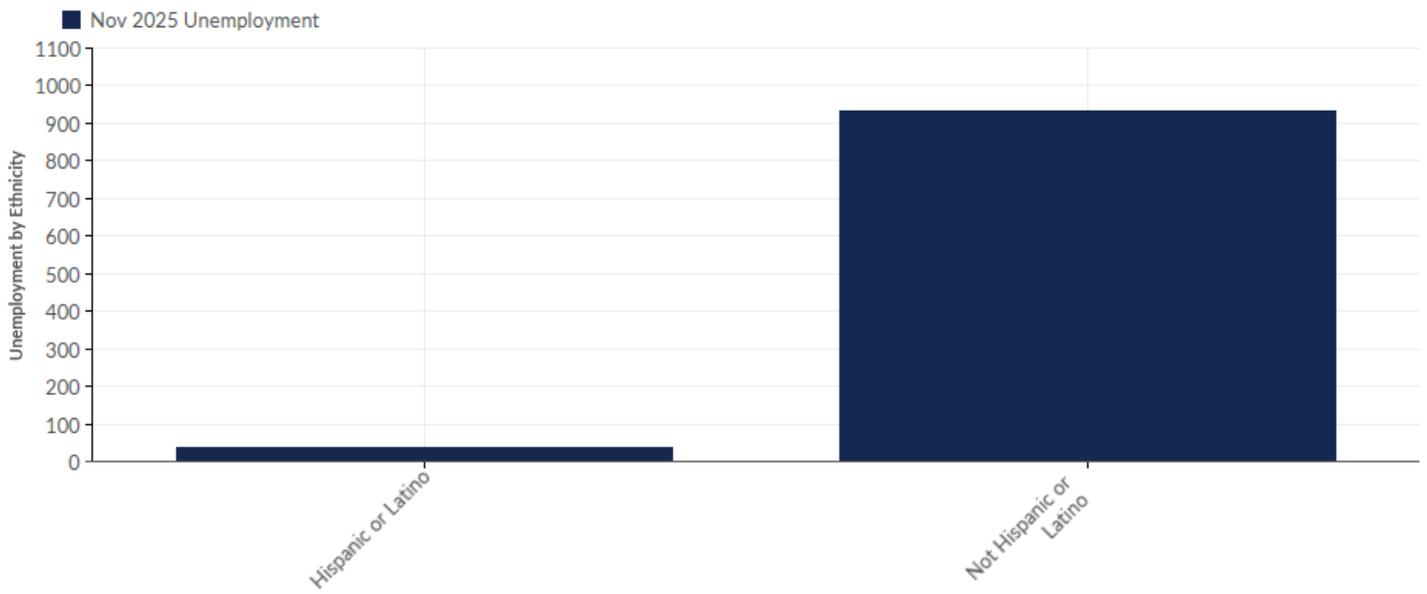
Gender	Unemployment (Nov 2025)	% of Unemployed
Females	453	46.80%
Males	515	53.20%
Total	968	100.00%

Unemployment by Race



Race	Unemployment (Nov 2025)	% of Unemployed
American Indian or Alaskan Native	18	1.86%
Asian	13	1.34%
Black or African American	109	11.26%
Native Hawaiian or Other Pacific Islander	2	0.21%
White	826	85.33%
Total	968	100.00%

Unemployment by Ethnicity

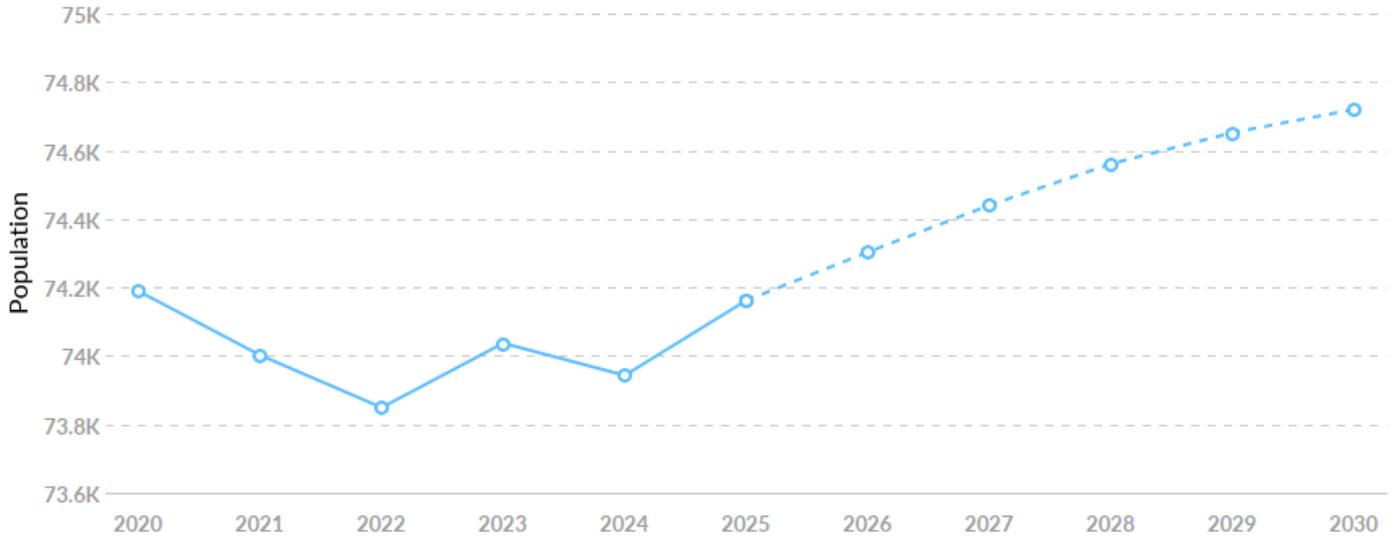


Ethnicity	Unemployment (Nov 2025)	% of Unemployed
Hispanic or Latino	37	3.82%
Not Hispanic or Latino	931	96.18%
Total	968	100.00%

Historic & Projected Trends

Population Trends

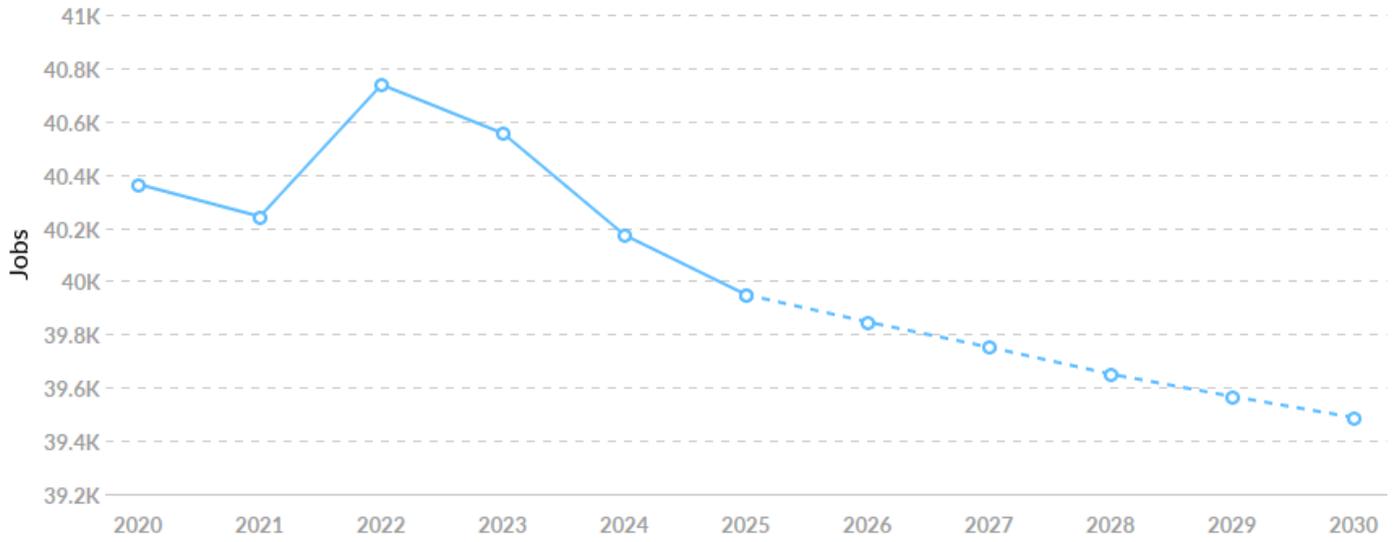
As of 2025 the region's population **declined by 0.0%** since 2020, falling by 27. Population is expected to **increase by 0.8%** between 2025 and 2030, adding 558.



Timeframe	Population
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
2030	74,720

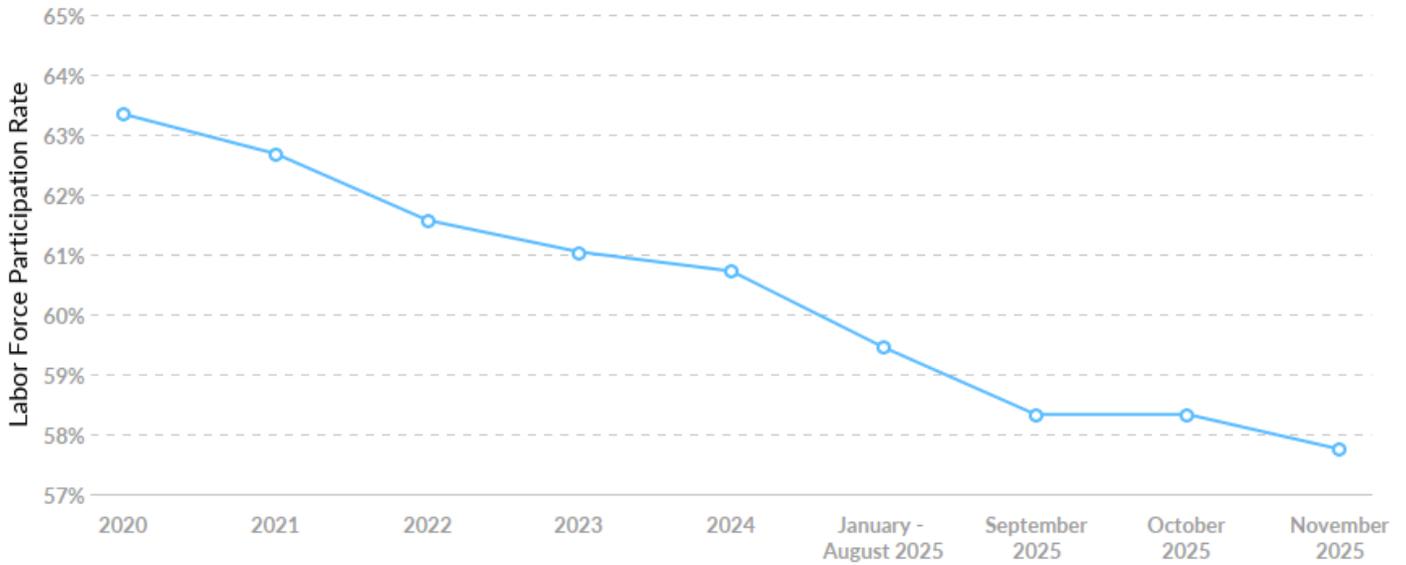
Job Trends

From 2020 to 2025, jobs declined by 1.0% in Wood County, WI from 40,363 to 39,948. This change fell short of the national growth rate of 10.6% by 11.6%.



Timeframe	Jobs
2020	40,363
2021	40,242
2022	40,737
2023	40,554
2024	40,172
2025	39,948
2026	39,846
2027	39,751
2028	39,650
2029	39,566
2030	39,487

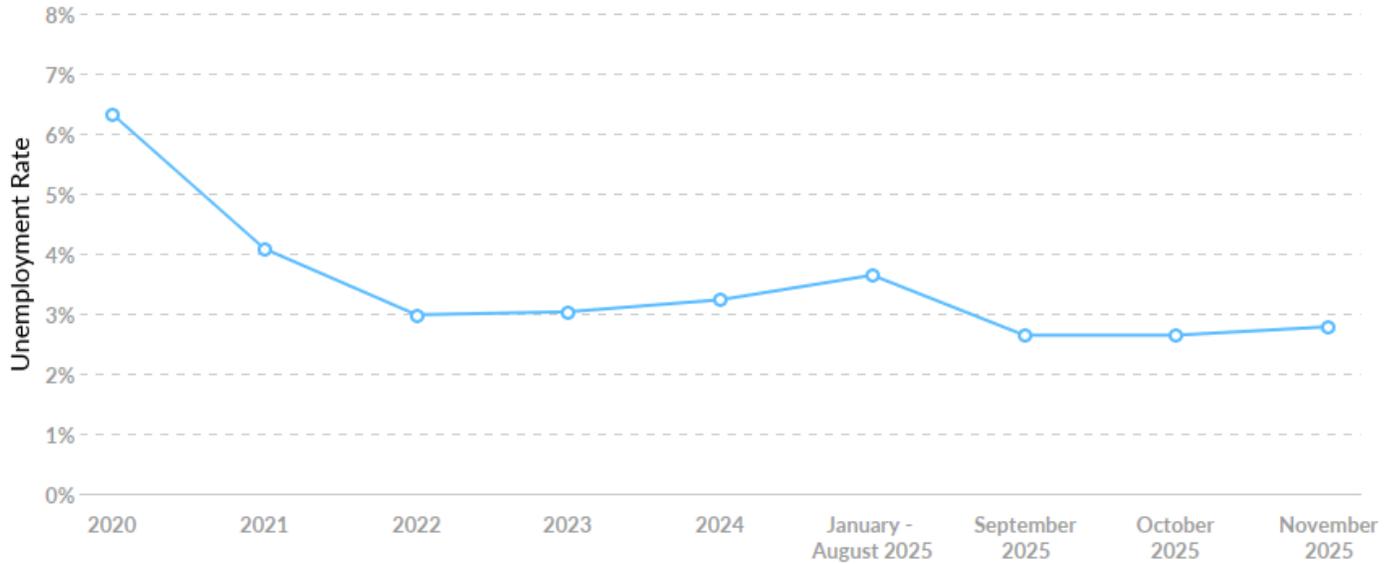
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2020	63.34%
2021	62.68%
2022	61.57%
2023	61.04%
2024	60.72%
January - August 2025	59.45%
September 2025	58.33%
October 2025	58.33%
November 2025	57.75%

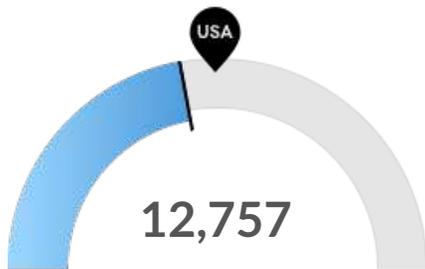
Unemployment Rate Trends

Wood County, WI had a November 2025 unemployment rate of 2.78%, **decreasing from 6.32%** 5 years before.



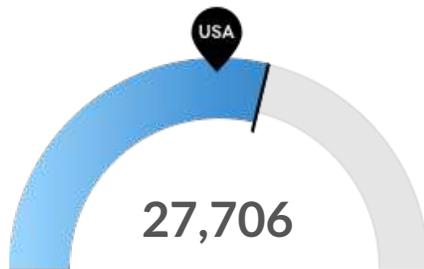
Timeframe	Unemployment Rate
2020	6.32%
2021	4.08%
2022	2.98%
2023	3.03%
2024	3.23%
January - August 2025	3.64%
September 2025	2.64%
October 2025	2.64%
November 2025	2.78%

Population Characteristics



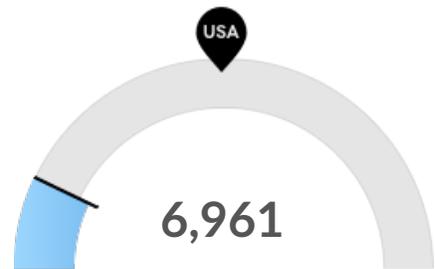
Millennials

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



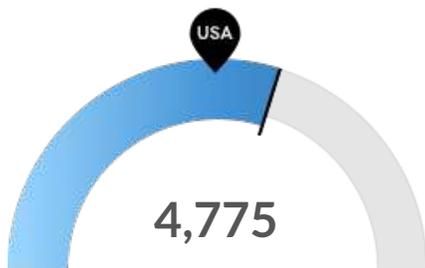
Retiring Soon

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.



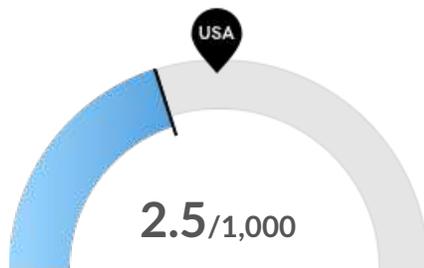
Racial Diversity

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.



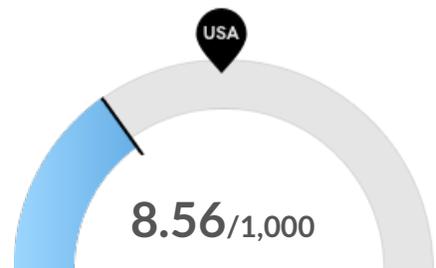
Veterans

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.

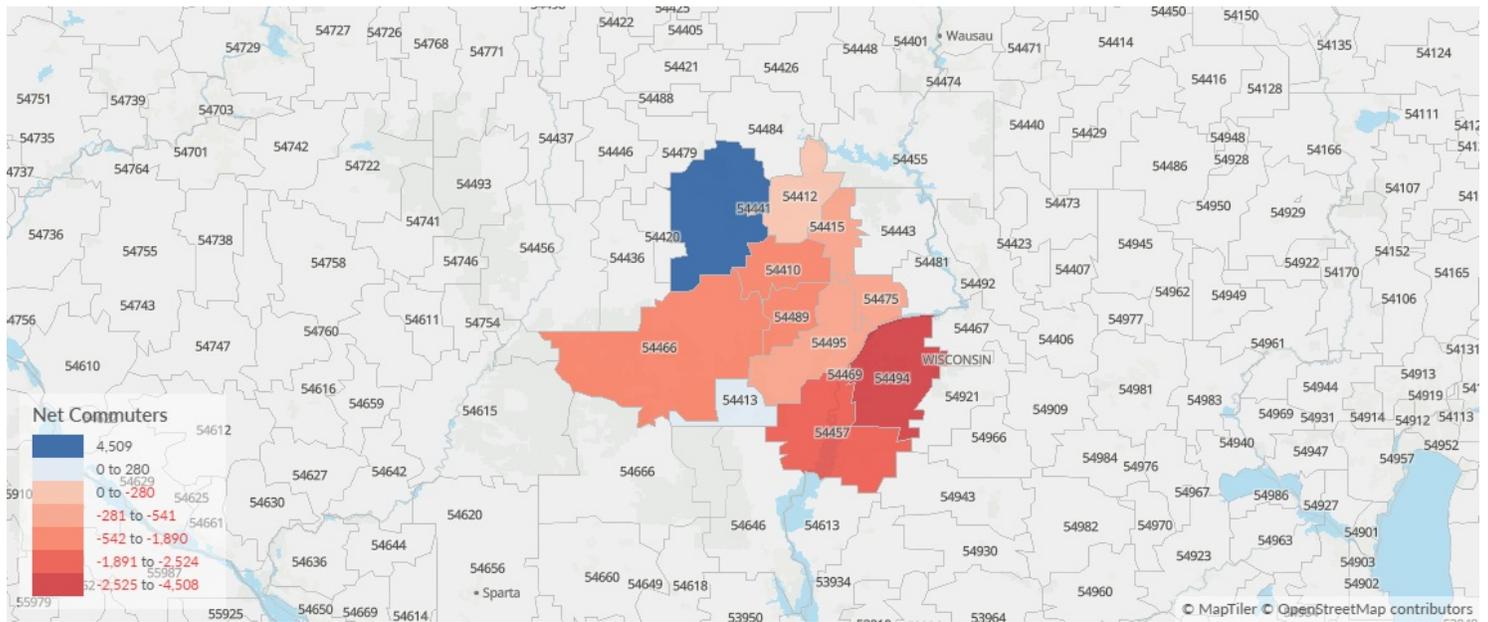


Property Crime

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

ZIP	Name	2025 Employment
54449	Marshfield, WI (in Woo...	16,949
54494	Wisconsin Rapids, WI (i...	11,910
54495	Wisconsin Rapids, WI (i...	3,652
54457	Nekoosa, WI (in Wood c...	2,680
54412	Auburndale, WI (in Woo...	1,182

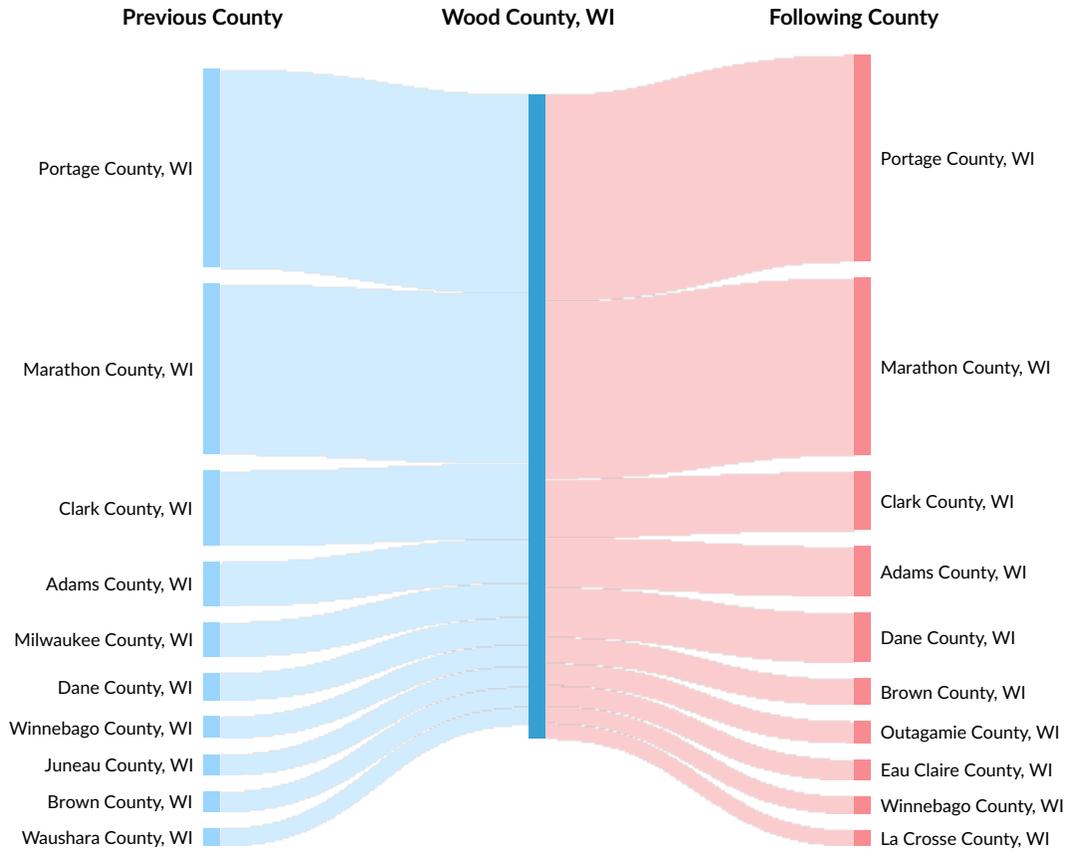
Where Talent Lives

ZIP	Name	2025 Workers
54494	Wisconsin Rapids, WI (i...	14,434
54449	Marshfield, WI (in Woo...	12,439
54457	Nekoosa, WI (in Wood c...	4,571
54495	Wisconsin Rapids, WI (i...	4,080
54466	Pittsville, WI (in Wood c...	1,608

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.

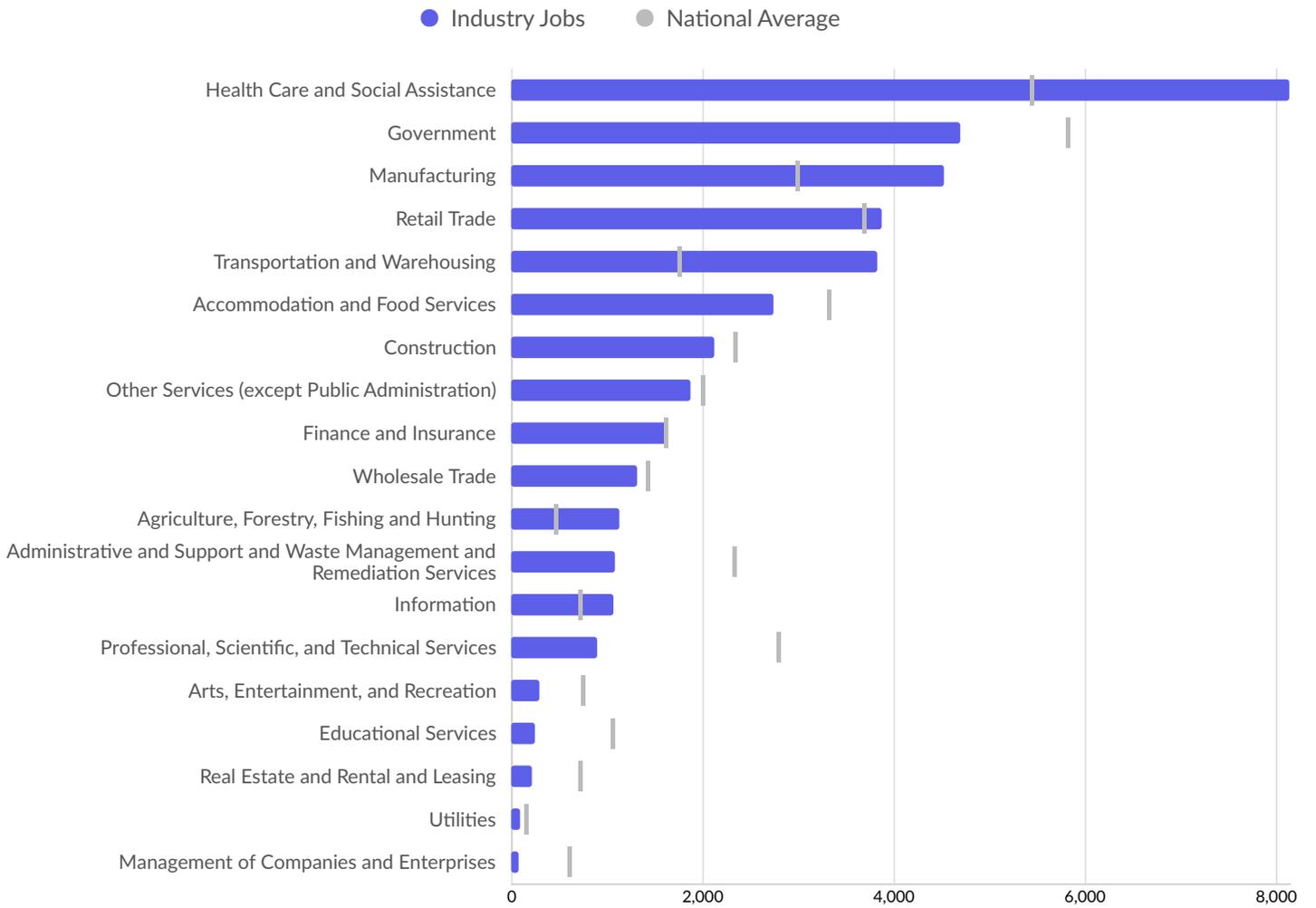


Top Previous Counties	Migrations
Portage County, WI	438
Marathon County, WI	375
Clark County, WI	165
Adams County, WI	97
Milwaukee County, WI	76
Dane County, WI	60

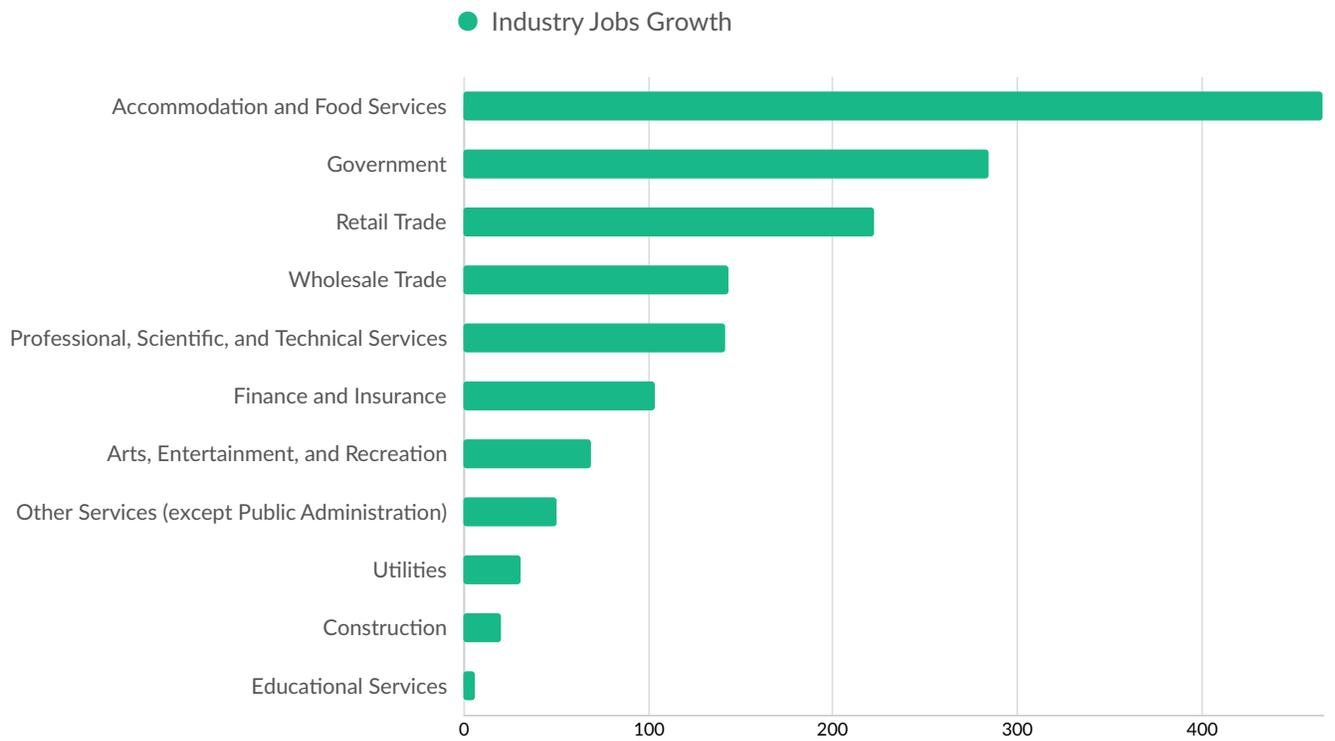
Top Previous Counties	Migrations
Winnebago County, WI	47
Juneau County, WI	46
Brown County, WI	45
Waushara County, WI	39
Waukesha County, WI	36
Cook County, IL	35
Hennepin County, MN	35
La Crosse County, WI	34
Monroe County, WI	34
Top Following Counties	Migrations
Portage County, WI	456
Marathon County,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

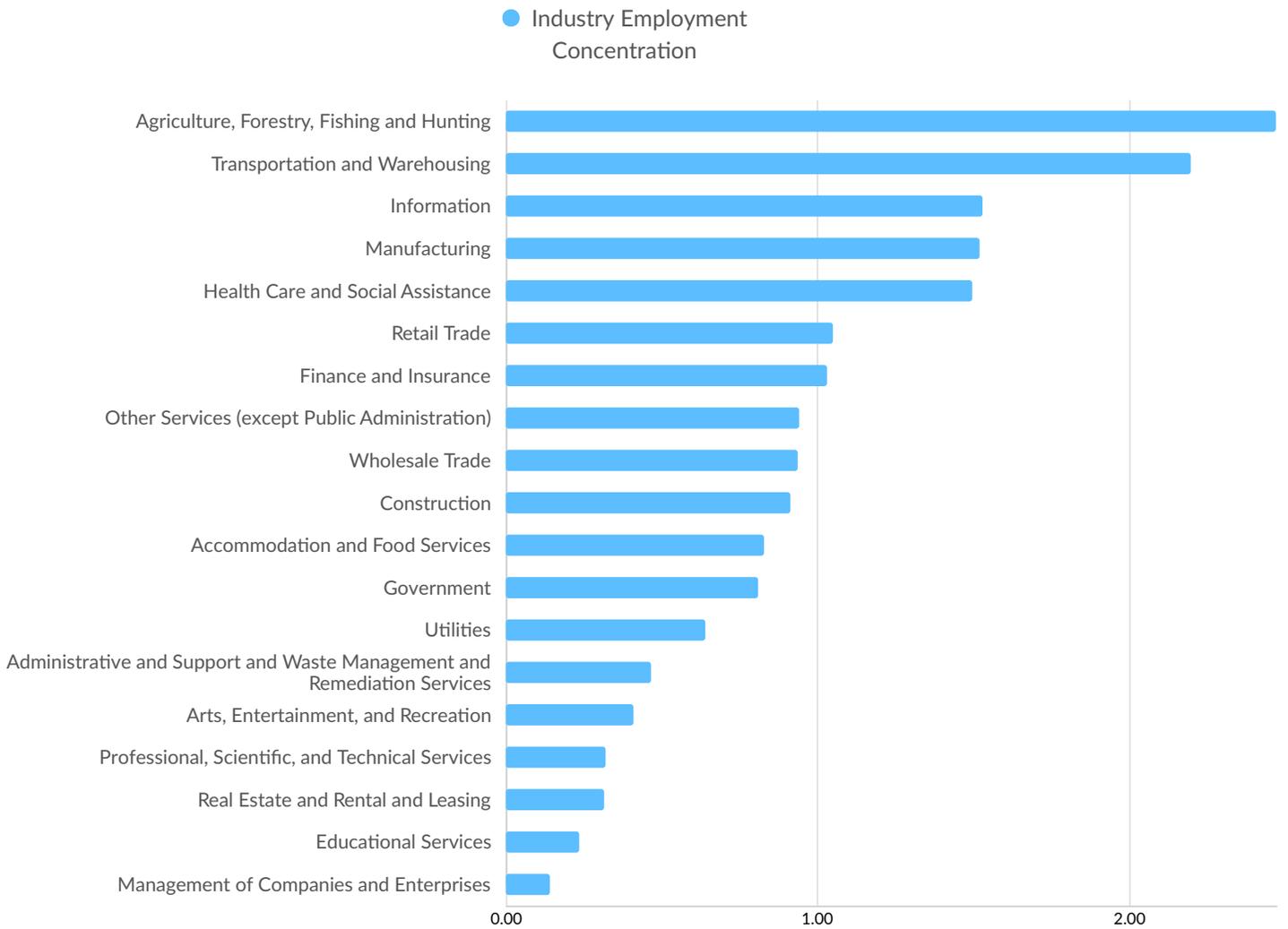
Largest Industries



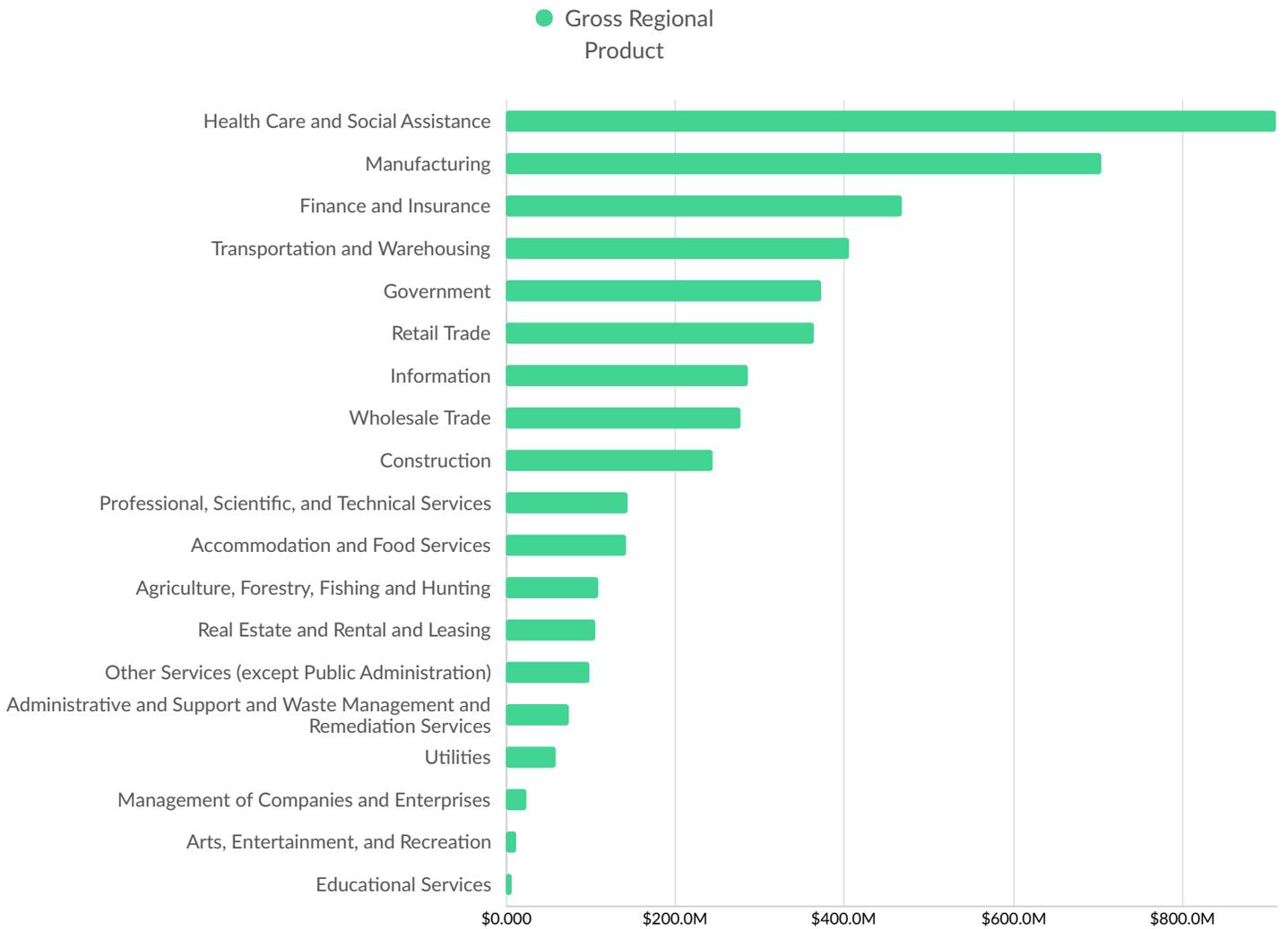
Top Growing Industries



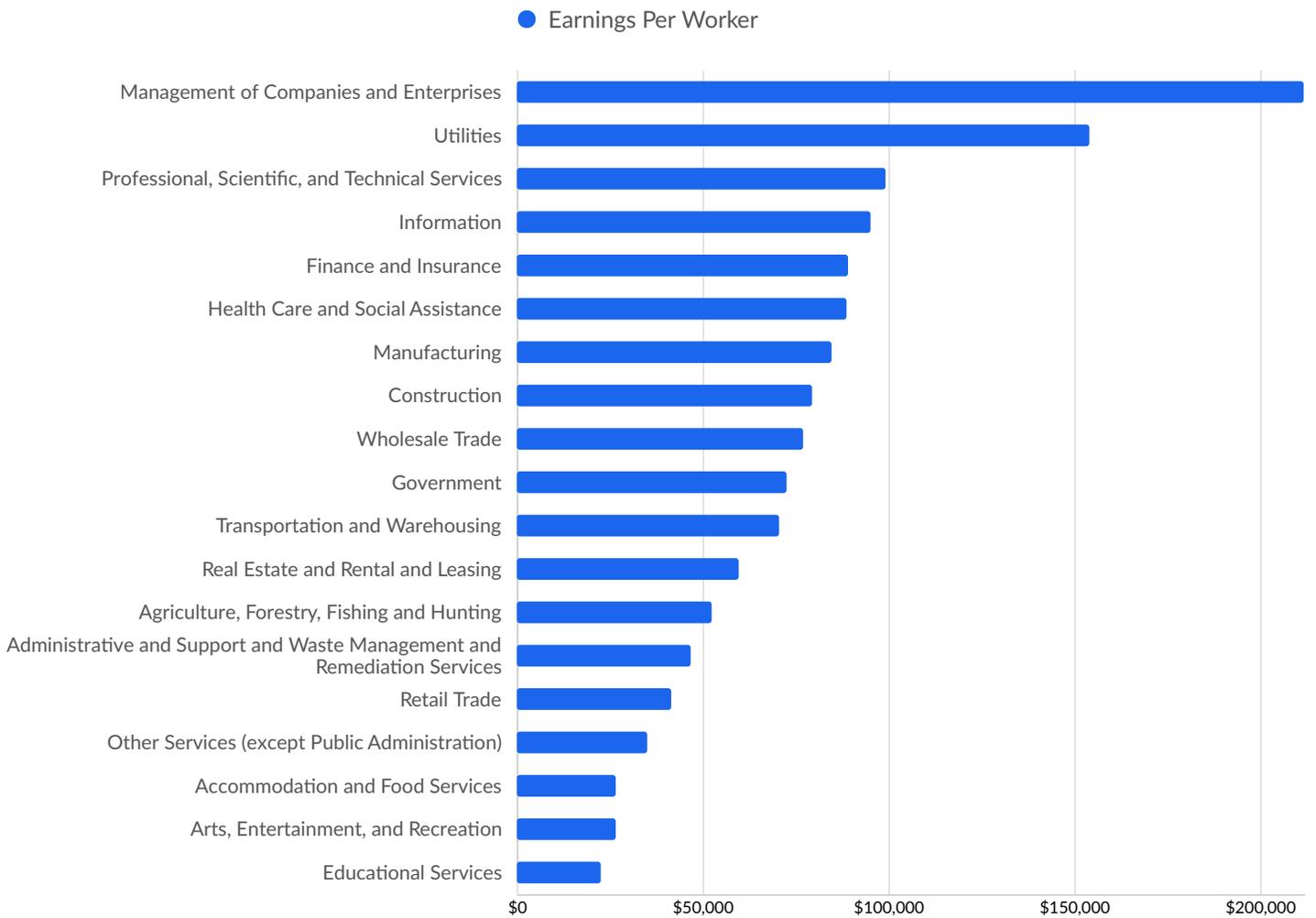
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



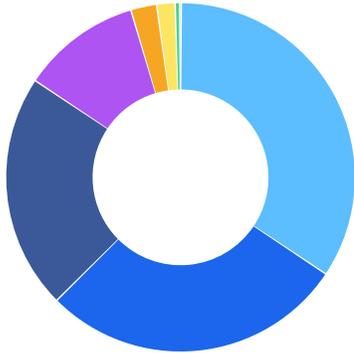
Business Characteristics

6,064 Companies Employ Your Workers

Online profiles for your workers mention 6,064 companies as employers, with the top 10 appearing below. In the last 12 months, 1,249 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,723 	Marshfield Clinic	1,445 
Renaissance Learning	271 	CompHealth	307 
Verso Group	261 	Aspirus	287 
Mid-State Technical College	221 	Aya Healthcare	234 
Aspirus	199 	Vetted Health	221 
Ministry Health Care	199 	Community Horizons	173 
Security Health Plan	187 	MedPro Healthcare Staffing	157 
Roehl Transport	181 	Titan Medical	150 
Sentry	157 	Soliant Health	144 
Domtar	140 	Walmart	139 

Business Size

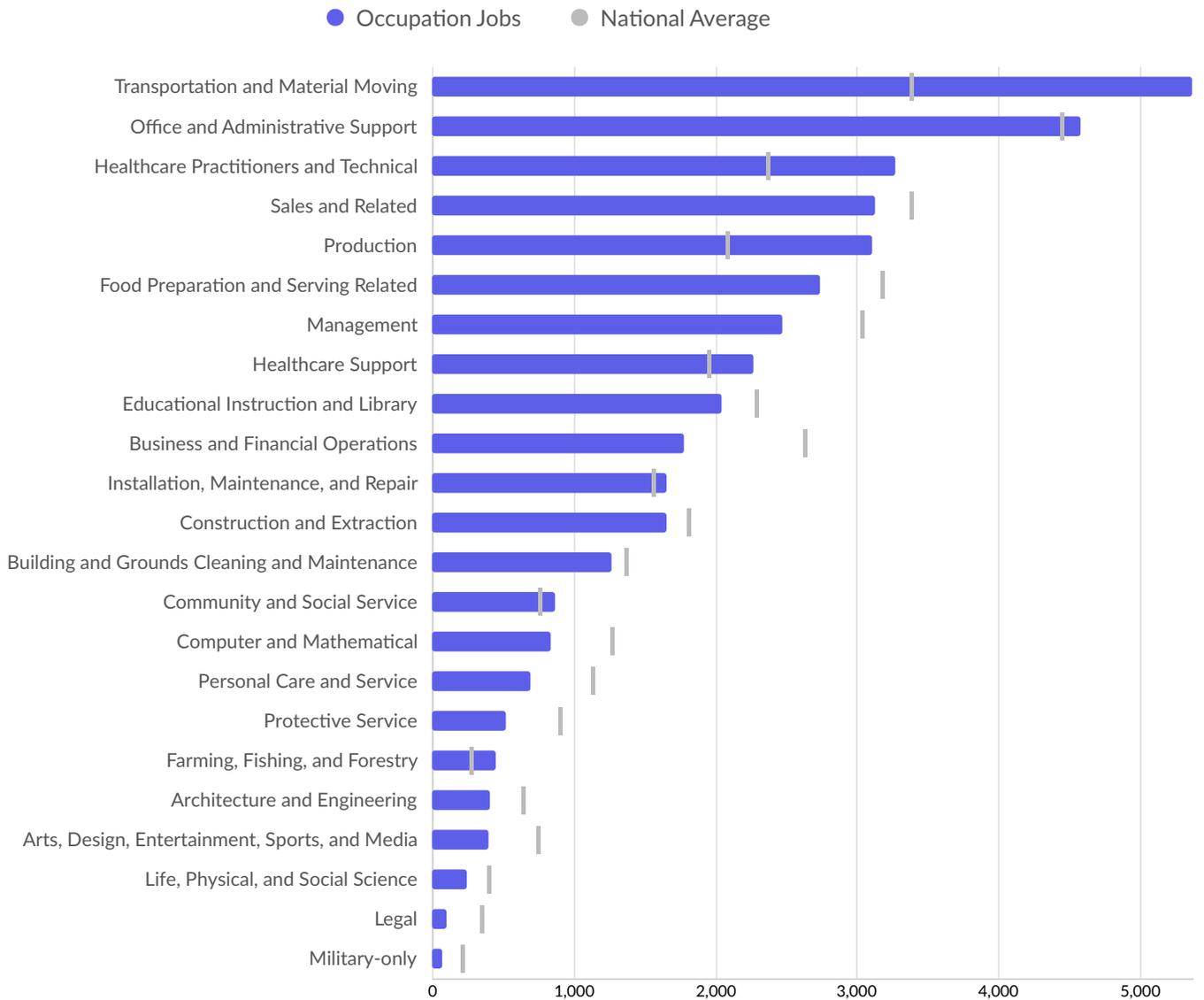


	Percentage	Business Count
● 1 to 4 employees	34.3%	1,330
● 5 to 9 employees	28.2%	1,094
● 10 to 19 employees	21.8%	846
● 20 to 49 employees	11.1%	429
● 50 to 99 employees	2.4%	93
● 100 to 249 employees	1.7%	66
● 250 to 499 employees	0.4%	16
● 500+ employees	0.2%	6

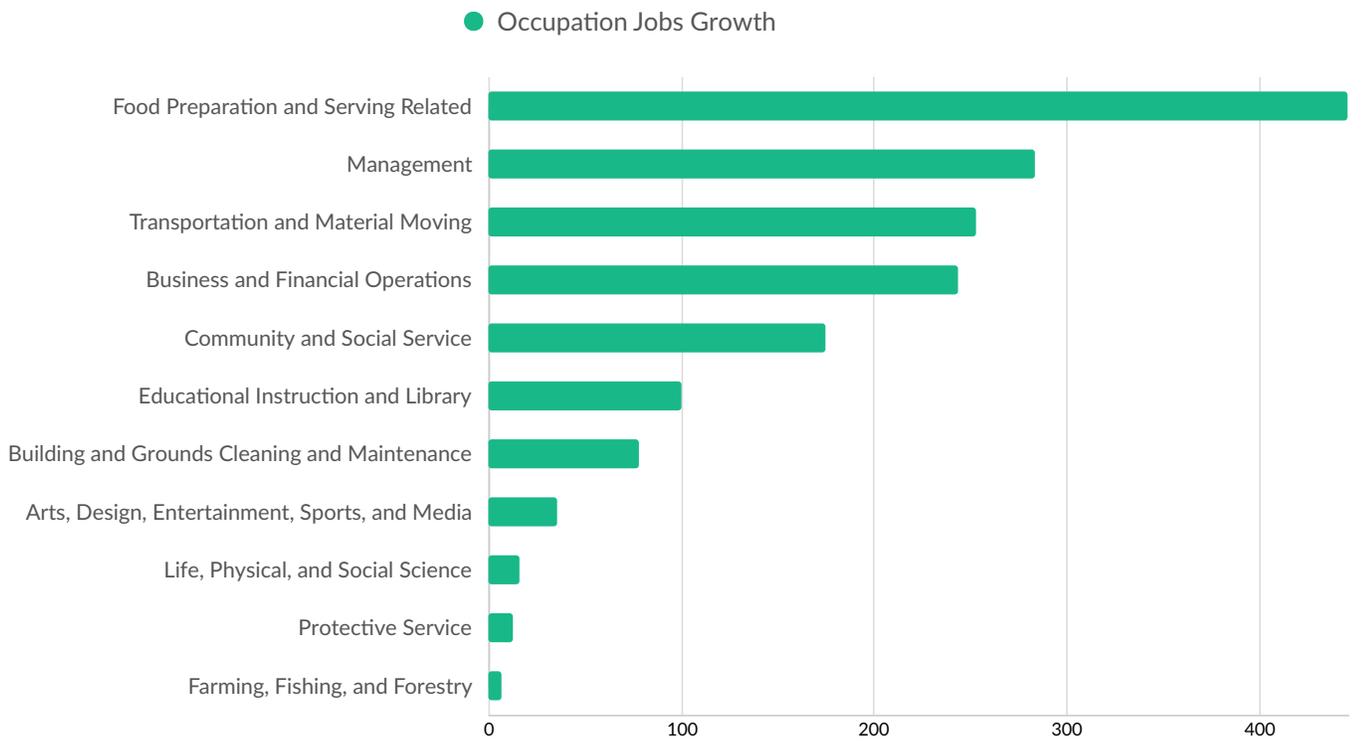
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

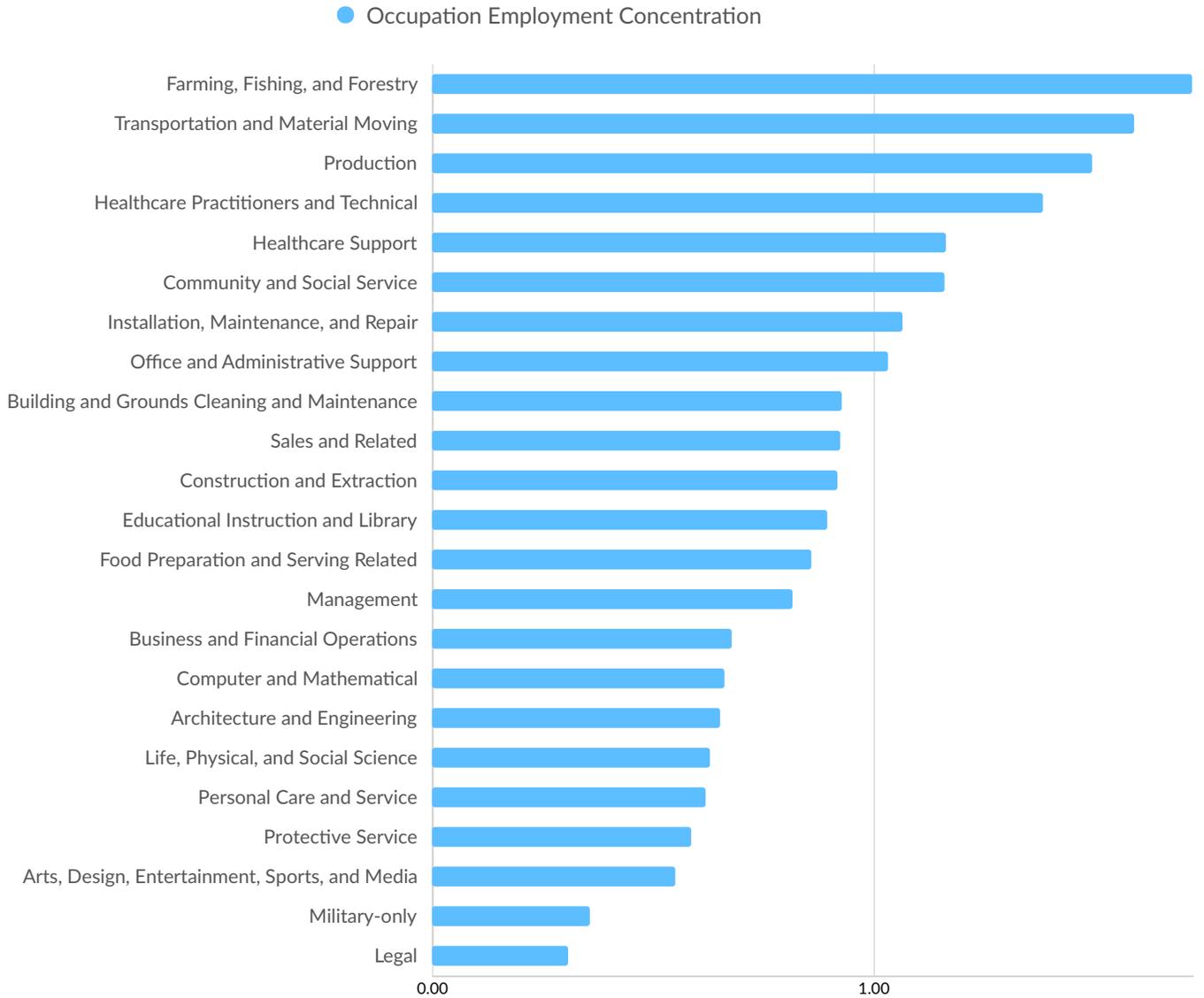
Largest Occupations



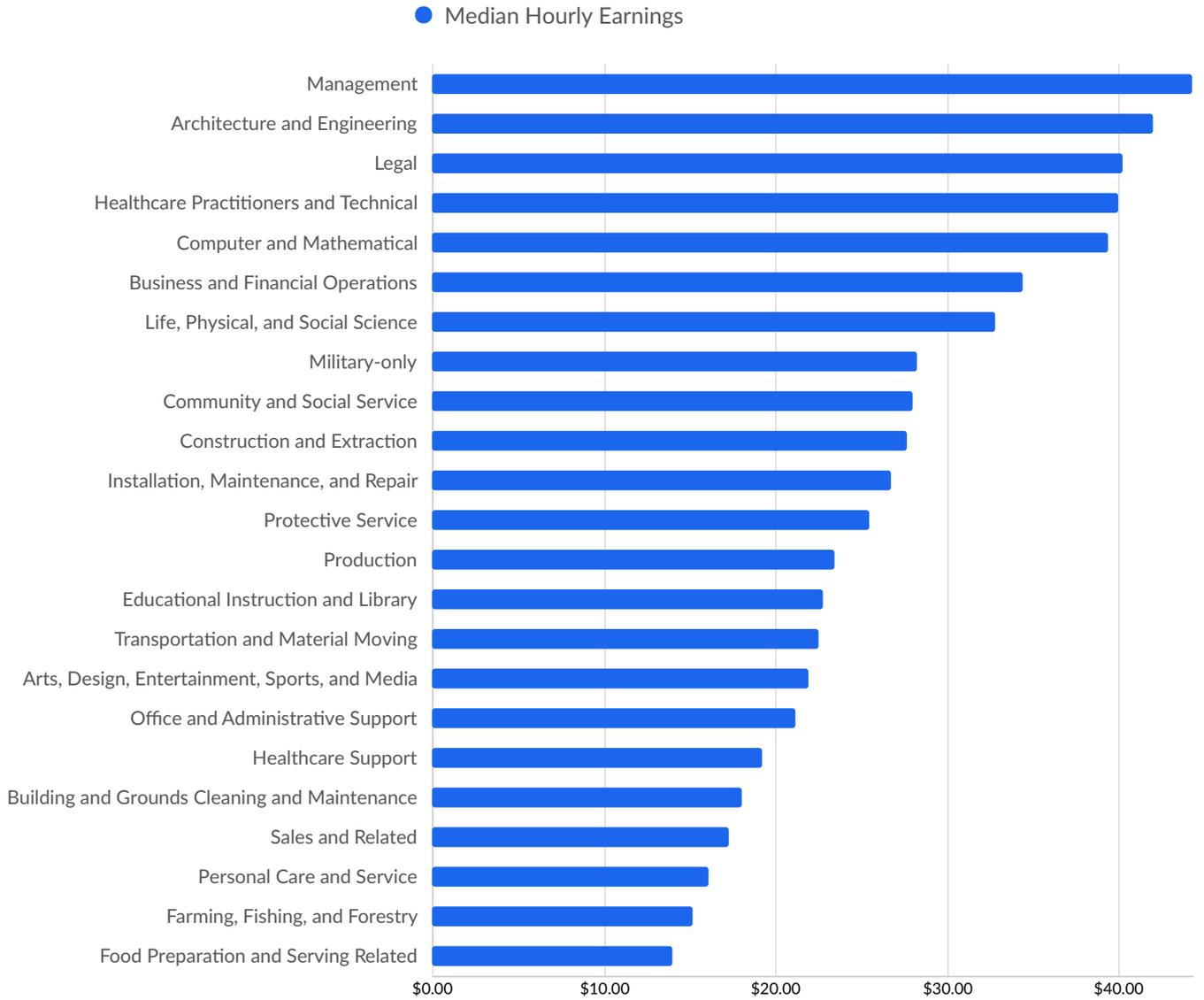
Top Growing Occupations



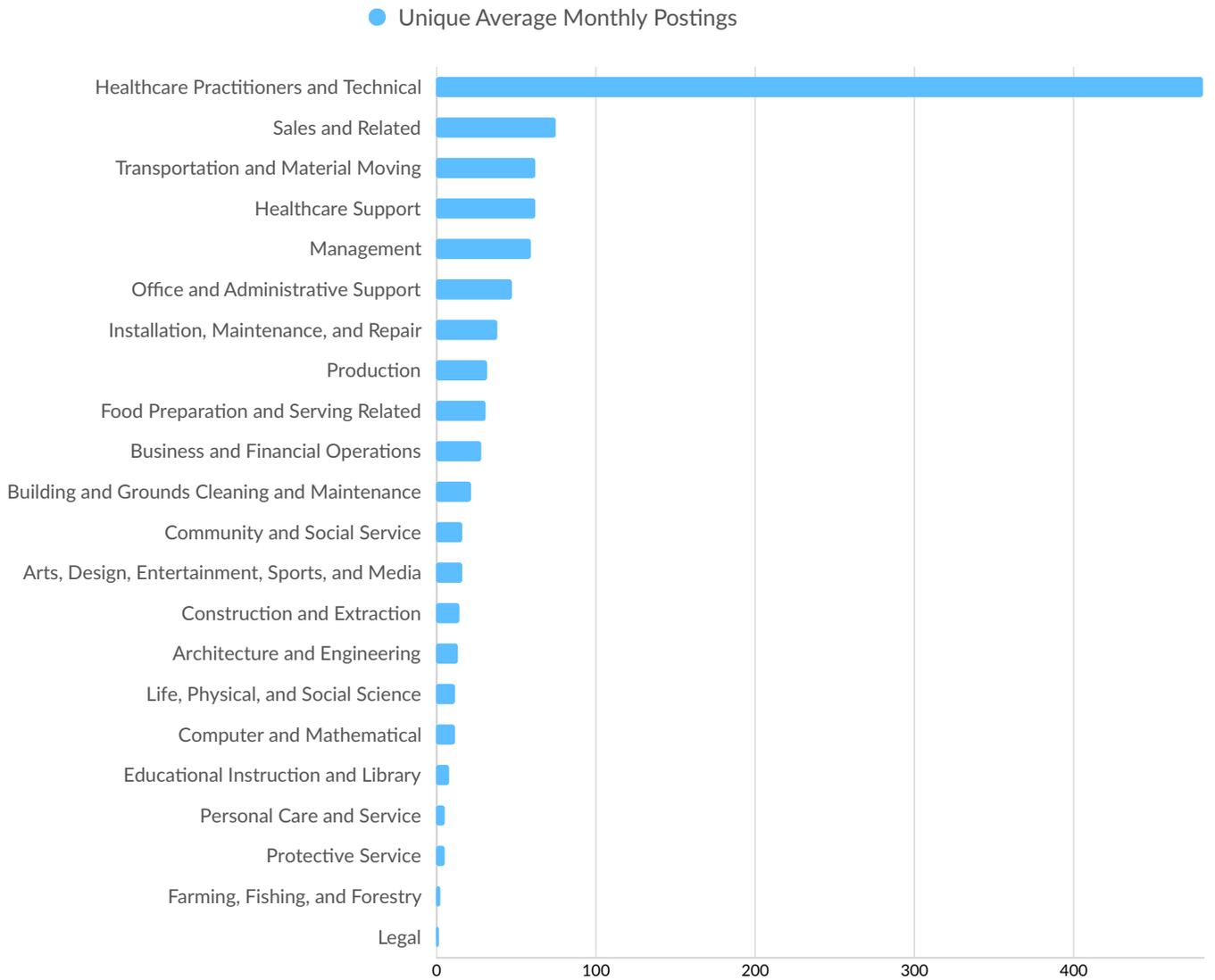
Top Occupation Employment Concentration



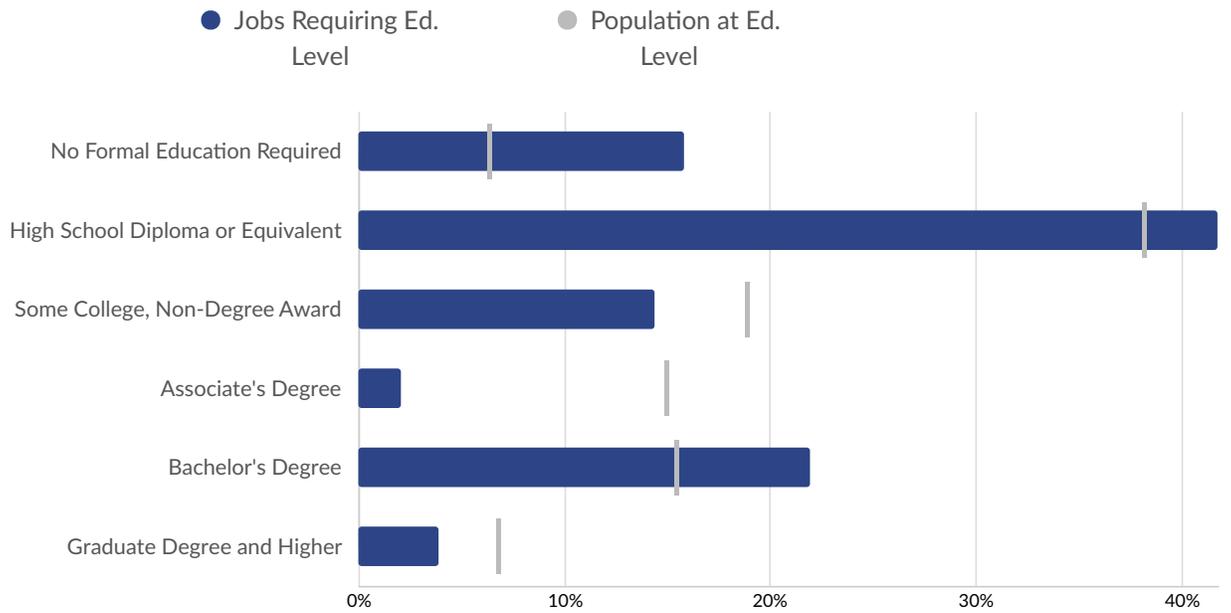
Top Occupation Earnings



Top Posted Occupations

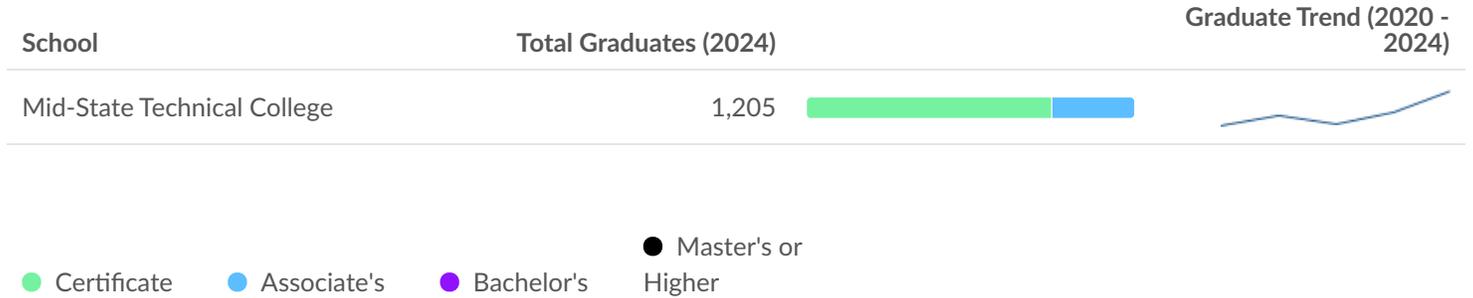


Underemployment



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

