



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

74,026

Population (2025)

Population **decreased by 163** over the last 5 years and is projected to **decrease by 188** over the next 5 years.

39,629

Total Regional Employment

Jobs **decreased by 738** over the last 5 years and are projected to **decrease by 563** over the next 5 years.

\$68.0K

Median Household Income (2024)

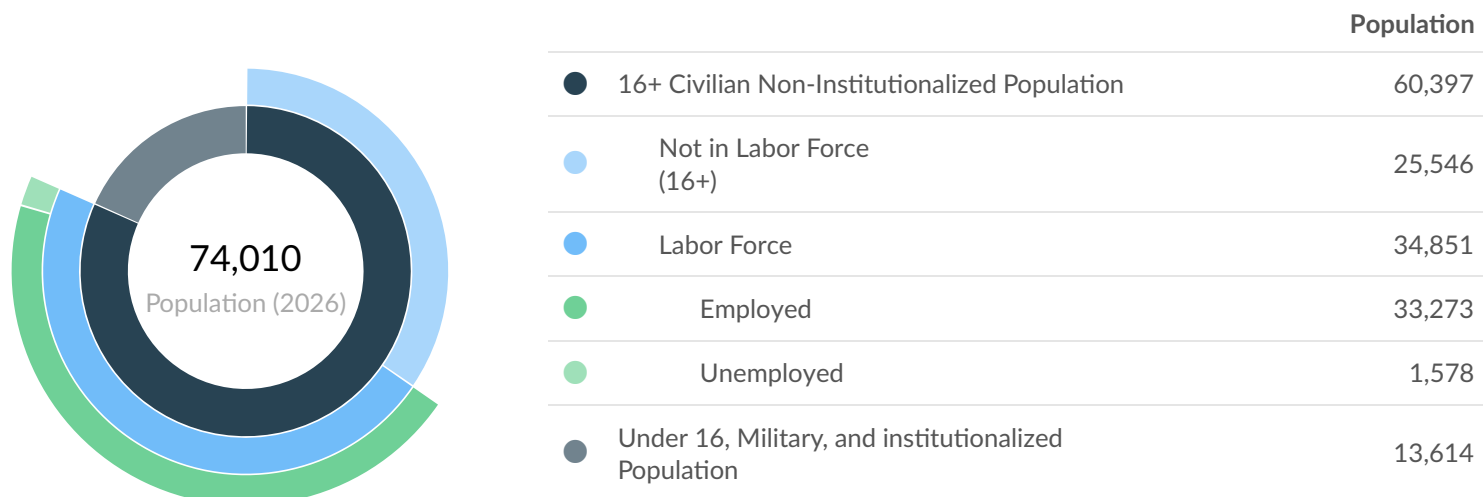
Median household income is **\$12.7K below** the national median household income of \$80.7K.

Takeaways

- As of 2025 the region's population **declined by 0.2%** since 2020, falling by 163. Population is expected to **decrease by 0.3%** between 2025 and 2030, losing 188.
- From 2020 to 2025, jobs **declined by 1.8%** in Wood County, WI from 40,367 to **39,629**. This change **fell short of the national growth rate of 10.6% by 12.4%**. As the number of jobs declined, the **labor force participation rate decreased from 62.8% to 58.0% between 2020 and 2025**.
- Concerning educational attainment, **15.3% of Wood County, WI residents possess a Bachelor's Degree** (6.6% below the national average), and **15.4% hold an Associate's Degree** (6.5% 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.

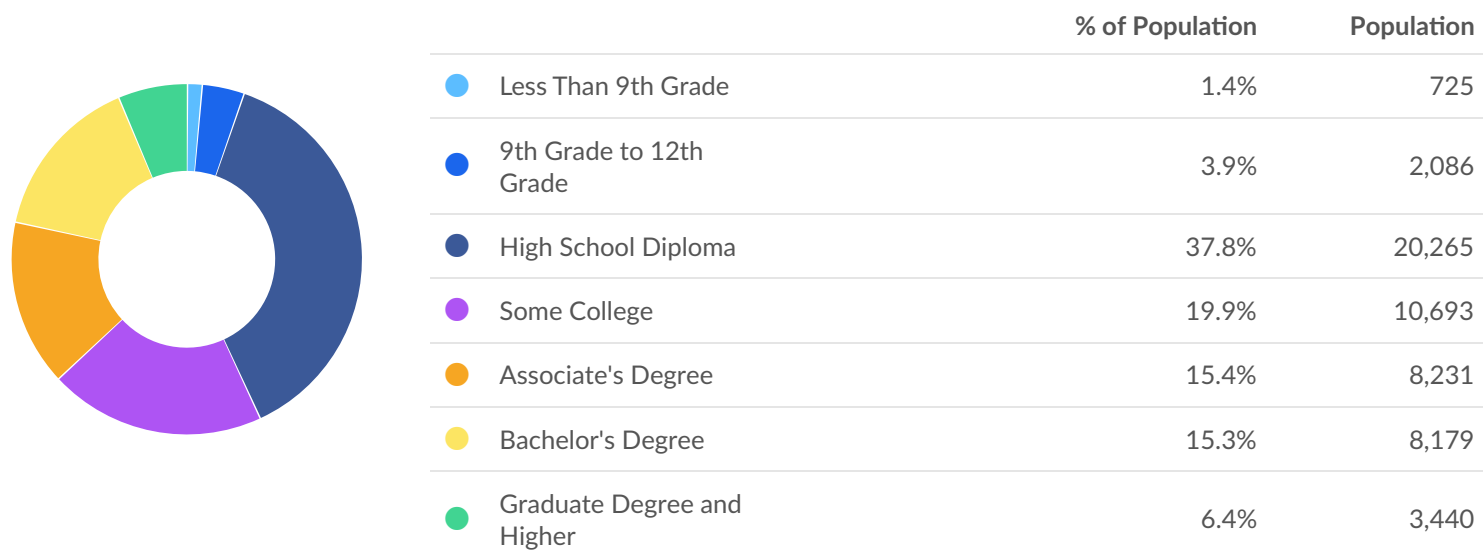
	Population (2026)	Labor Force (Mar 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	74,010	34,851	39,629	99.0	\$5.31B	\$6.25B	\$5.91B
State	5,996,794	3,120,531	3,270,959	100.3	\$463.86B	\$403.59B	\$435.94B

Mar 2026 Labor Force Breakdown



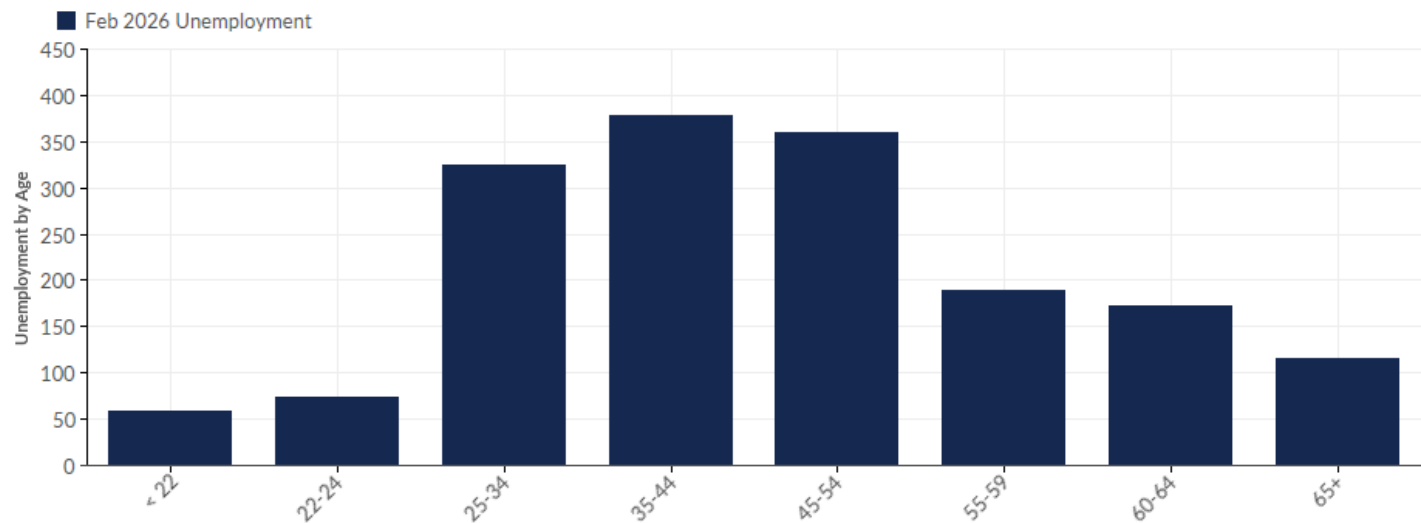
Educational Attainment

Concerning educational attainment, **15.3% of Wood County, WI residents possess a Bachelor's Degree** (6.6% below the national average), and **15.4% hold an Associate's Degree** (6.5% above the national average).



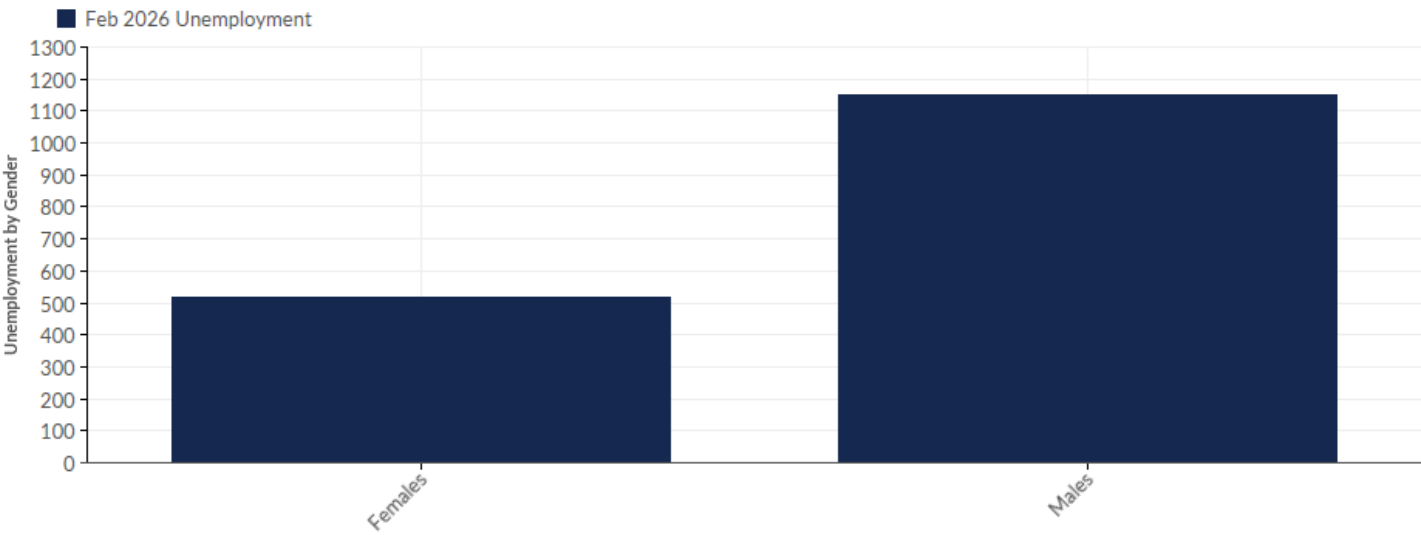
Unemployment by Demographics

Unemployment by Age



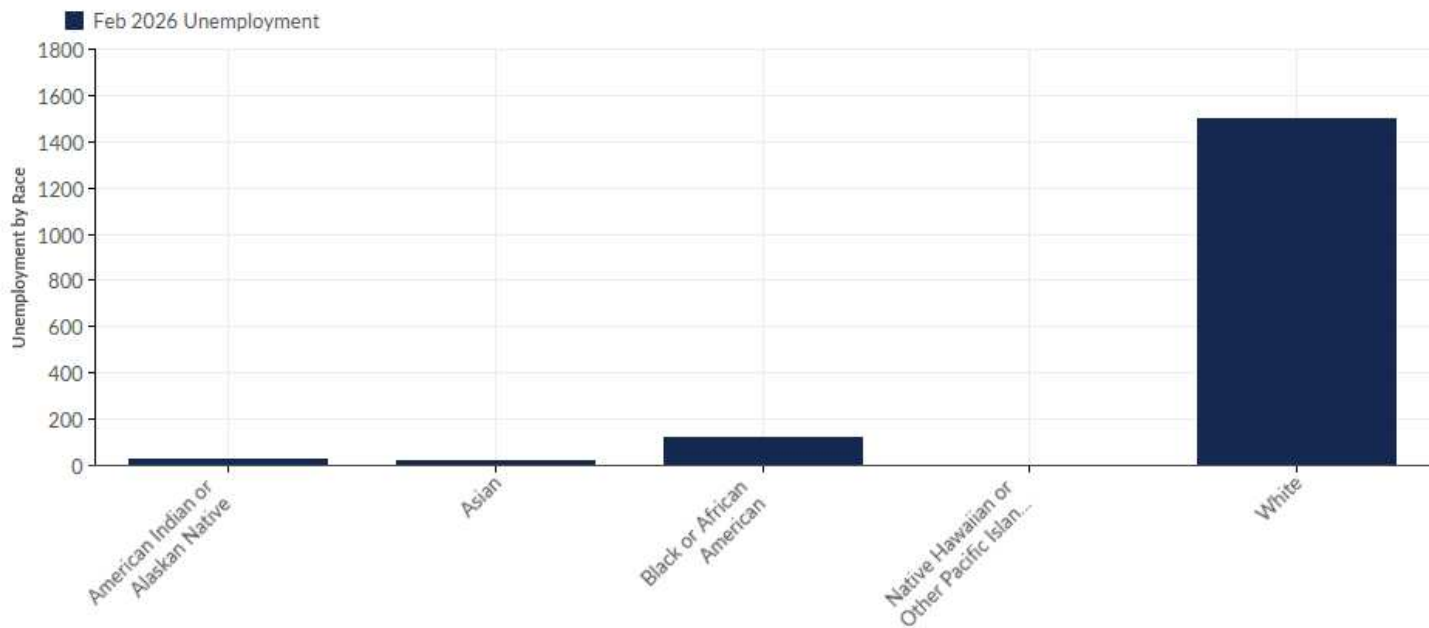
Age	Unemployment (Feb 2026)	% of Unemployed
< 22	59	3.53%
22-24	74	4.43%
25-34	325	19.45%
35-44	379	22.68%
45-54	360	21.54%
55-59	189	11.31%
60-64	172	10.29%
65+	115	6.88%
Total	1,671	100.00%

Unemployment by Gender



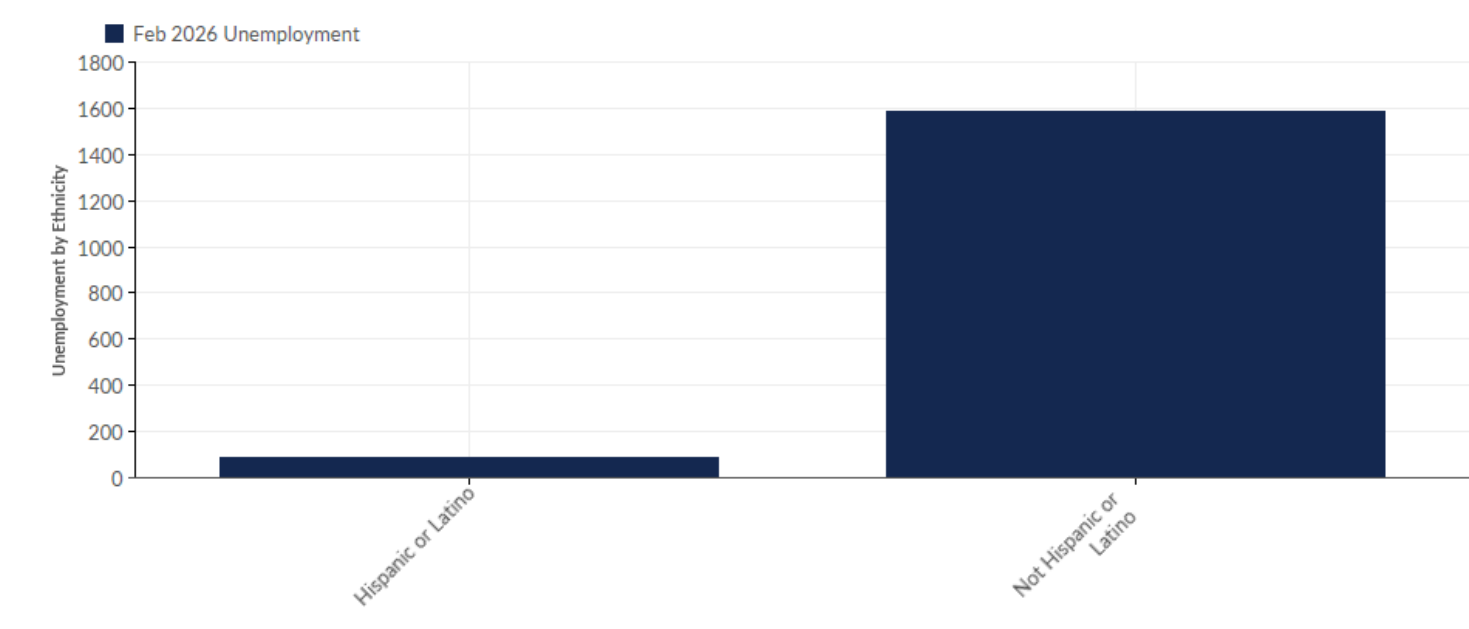
Gender	Unemployment (Feb 2026)	% of Unemployed
Females	519	31.06%
Males	1,152	68.94%
Total	1,671	100.00%

Unemployment by Race



Race	Unemployment (Feb 2026)	% of Unemployed
American Indian or Alaskan Native	28	1.68%
Asian	18	1.08%
Black or African American	123	7.36%
Native Hawaiian or Other Pacific Islander	3	0.18%
White	1,499	89.71%
Total	1,671	100.00%

Unemployment by Ethnicity

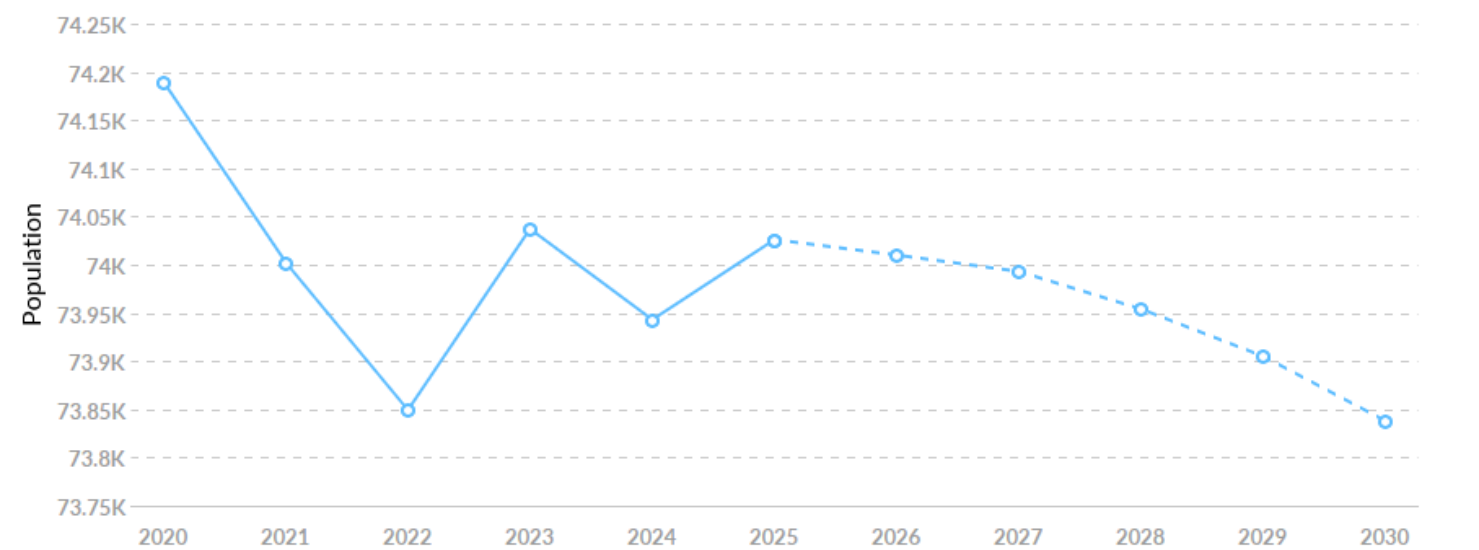


Ethnicity	Unemployment (Feb 2026)	% of Unemployed
Hispanic or Latino	88	5.27%
Not Hispanic or Latino	1,583	94.73%
Total	1,671	100.00%

Historic & Projected Trends

Population Trends

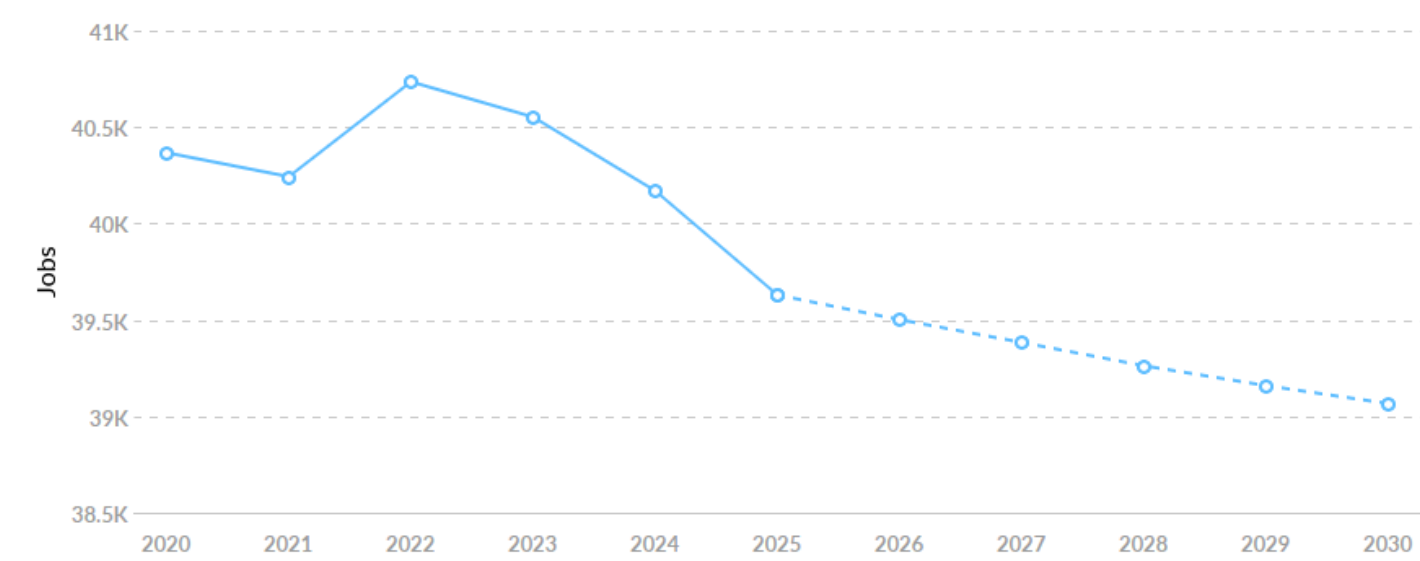
As of 2025 the region's population **declined by 0.2%** since 2020, falling by 163. Population is expected to **decrease by 0.3%** between 2025 and 2030, losing 188.



Timeframe	Population
2020	74,189
2021	74,002
2022	73,849
2023	74,037
2024	73,943
2025	74,026
2026	74,010
2027	73,993
2028	73,954
2029	73,905
2030	73,838

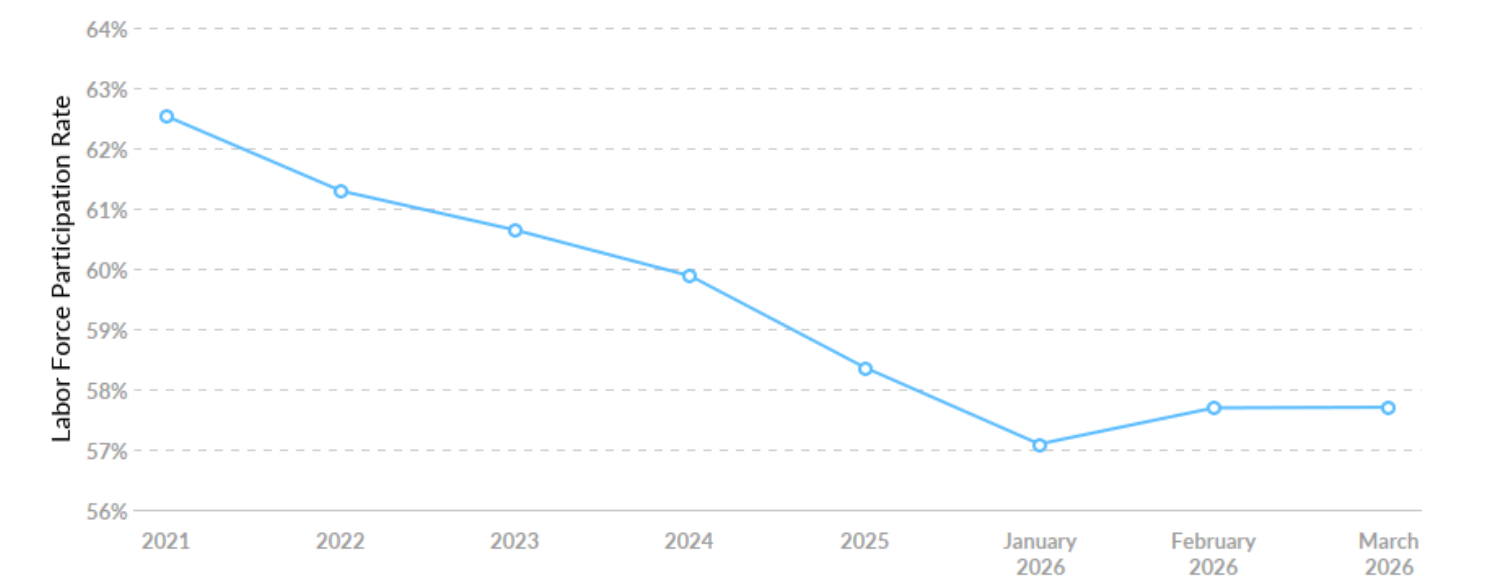
Job Trends

From 2020 to 2025, jobs declined by 1.8% in Wood County, WI from 40,367 to 39,629. This change fell short of the national growth rate of 10.6% by 12.4%.



Timeframe	Jobs
2020	40,367
2021	40,243
2022	40,735
2023	40,552
2024	40,169
2025	39,629
2026	39,501
2027	39,383
2028	39,262
2029	39,159
2030	39,066

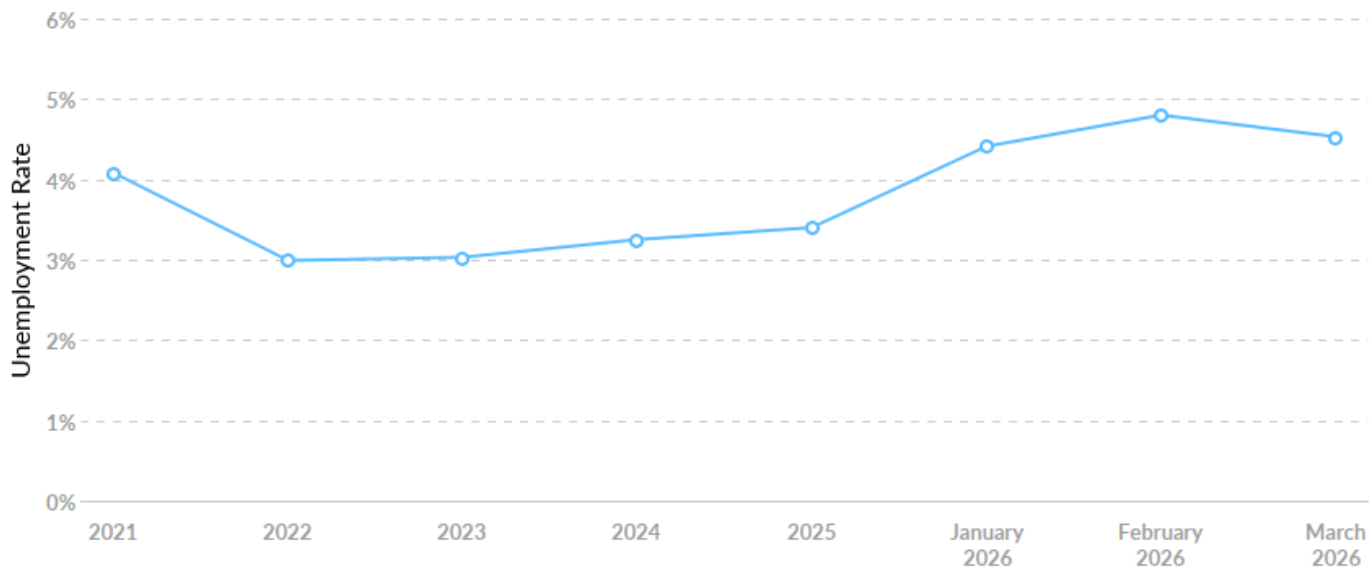
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	62.53%
2022	61.29%
2023	60.64%
2024	59.88%
2025	58.36%
January 2026	57.09%
February 2026	57.69%
March 2026	57.70%

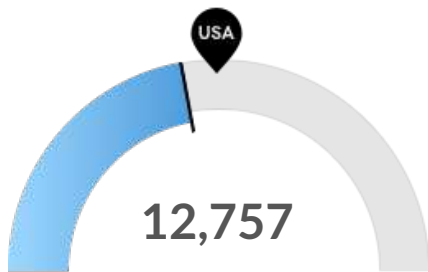
Unemployment Rate Trends

Wood County, WI had a March 2026 unemployment rate of 4.53%, **increasing from 4.08%** 5 years before.



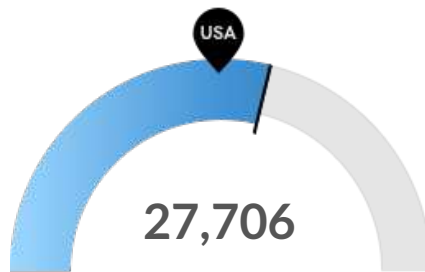
Timeframe	Unemployment Rate
2021	4.08%
2022	2.99%
2023	3.03%
2024	3.25%
2025	3.40%
January 2026	4.41%
February 2026	4.80%
March 2026	4.53%

Population Characteristics



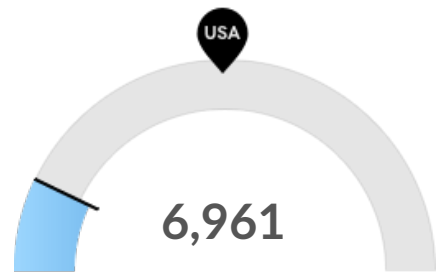
Millennials

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



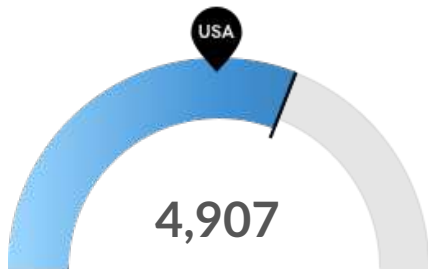
Retiring Soon

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.



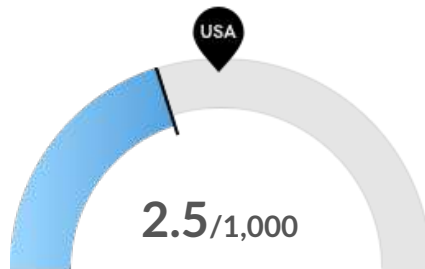
Racial Diversity

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.



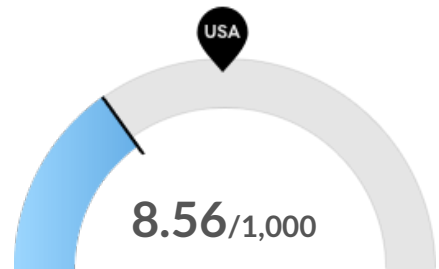
Veterans

Wood County, WI has 4,907 veterans. The national average for an area this size is 3,519.



Violent Crime

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

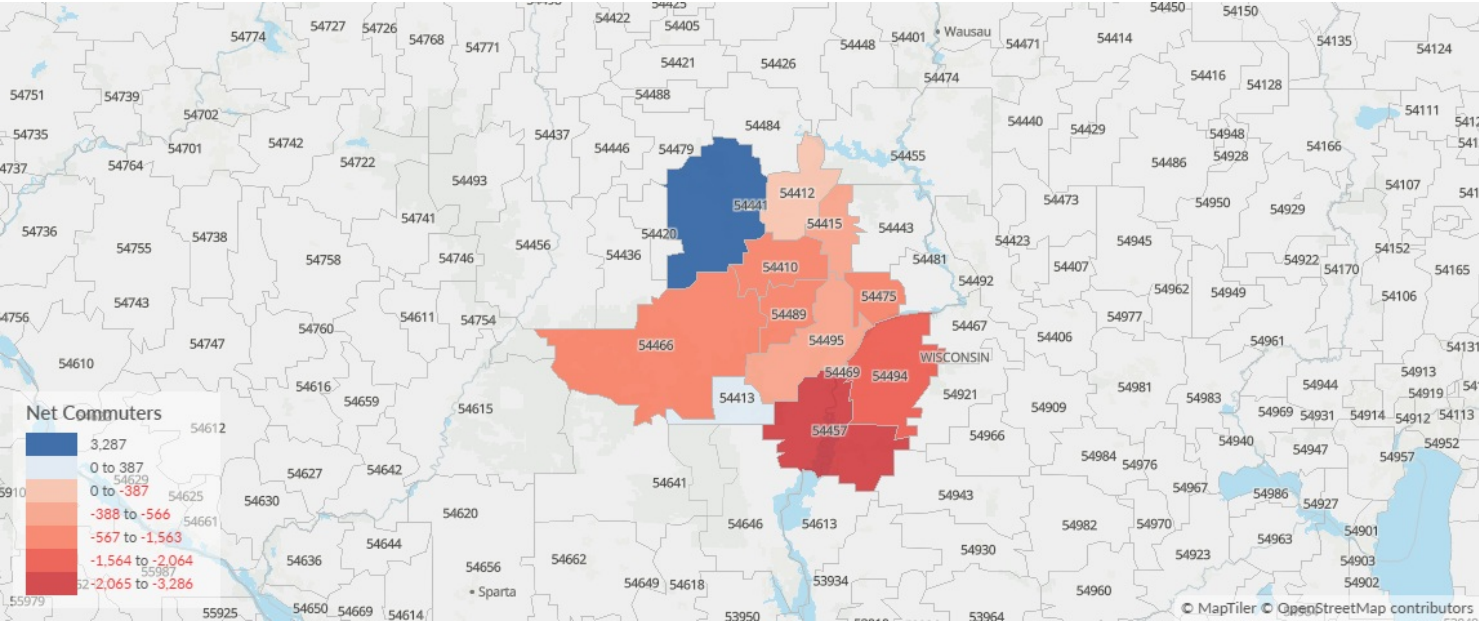


Property Crime

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.



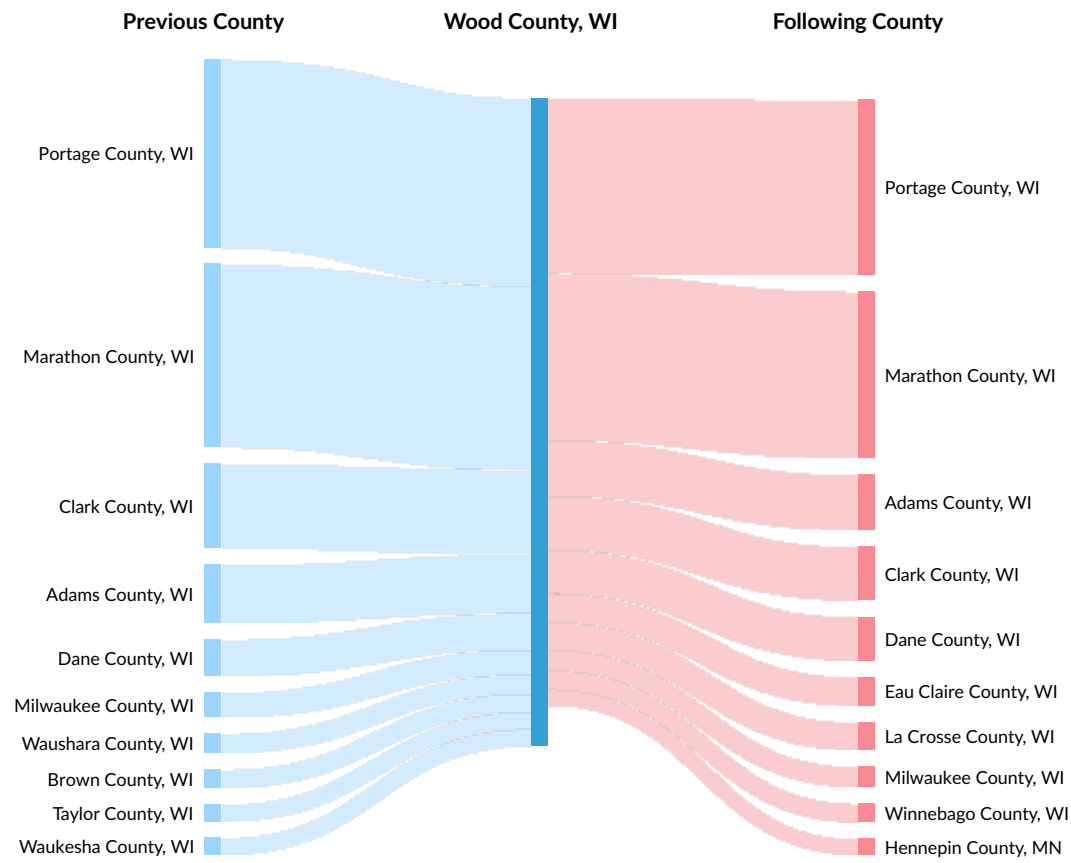
Where Talent Works		
ZIP	Name	2025 Employment
54449	Marshfield, WI (in Woo...	15,418
54494	Wisconsin Rapids, WI (i...	13,212
54495	Wisconsin Rapids, WI (i...	3,839
54457	Nekoosa, WI (in Wood c...	2,575
54412	Auburndale, WI (in Woo...	903

Where Talent Lives		
ZIP	Name	2025 Workers
54494	Wisconsin Rapids, WI (i...	14,776
54449	Marshfield, WI (in Woo...	12,130
54457	Nekoosa, WI (in Wood c...	4,640
54495	Wisconsin Rapids, WI (i...	4,272
54466	Pittsville, WI (in Wood c...	1,433

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 2023, 411 people have migrated from Portage County, WI to Wood County, WI. In the same year, 382 people left Wood County, WI migrating to Portage County, WI. The total Net Migration for Wood County, WI in 2023 was 296.

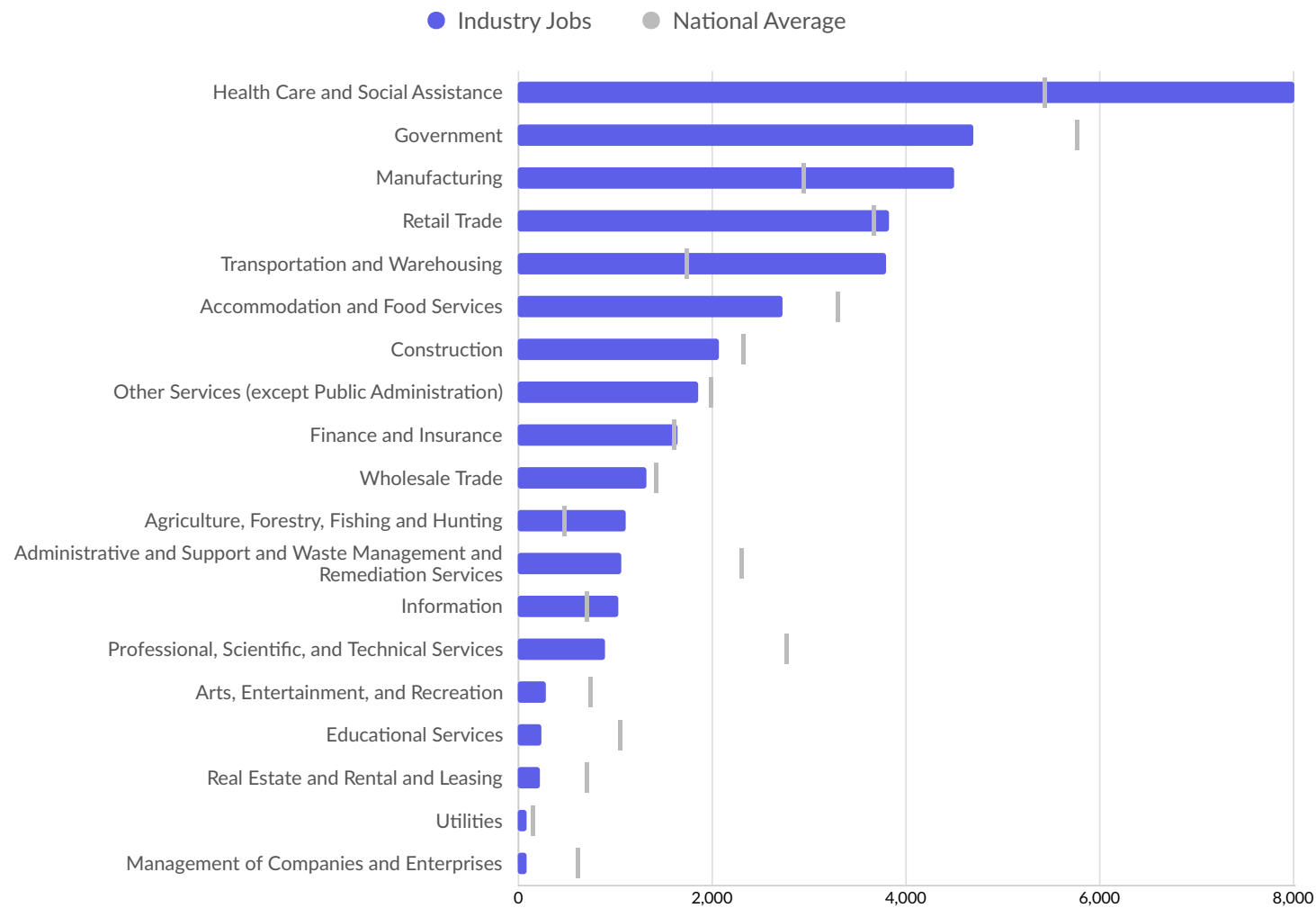


Top Previous Counties	Migrations
Portage County, WI	411
Marathon County, WI	399
Clark County, WI	184
Adams County, WI	127
Dane County, WI	80
Milwaukee County, WI	54

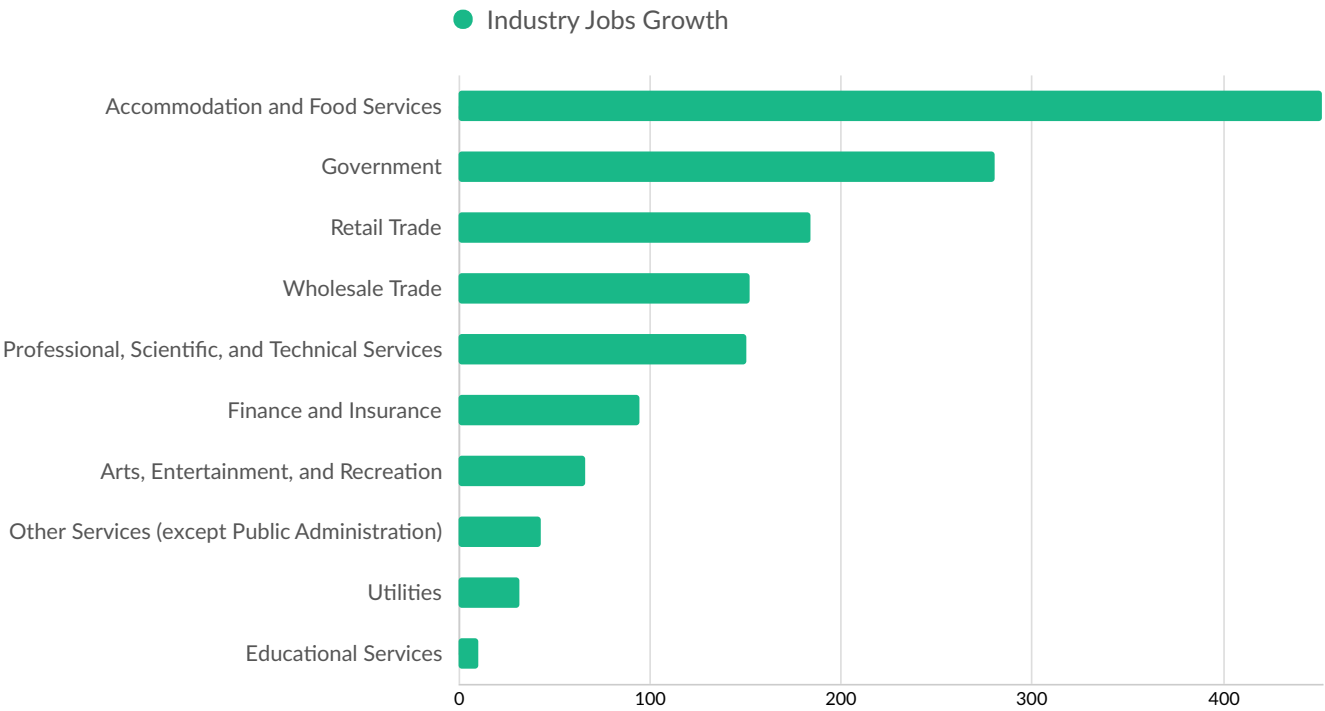
Top Previous Counties	Migrations
Waushara County, WI	42
Brown County, WI	40
Taylor County, WI	37
Waukesha County, WI	37
Hennepin County, MN	35
Cook County, IL	35
Winnebago County, WI	34
Monroe County, WI	34
Juneau County, WI	34
Top Following Counties	Migrations
Portage County, WI	382
Marathon County, WI	364
Adams County, WI	121
Clark County, WI	117
Dane County, WI	95
Eau Claire County, WI	63
La Crosse County, WI	61
Milwaukee County, WI	45
Winnebago County, WI	41
Hennepin County, MN	35
Brown County, WI	35
Juneau County, WI	33
Outagamie County, WI	30
Monroe County, WI	30
Sauk County, WI	27

Industry Characteristics

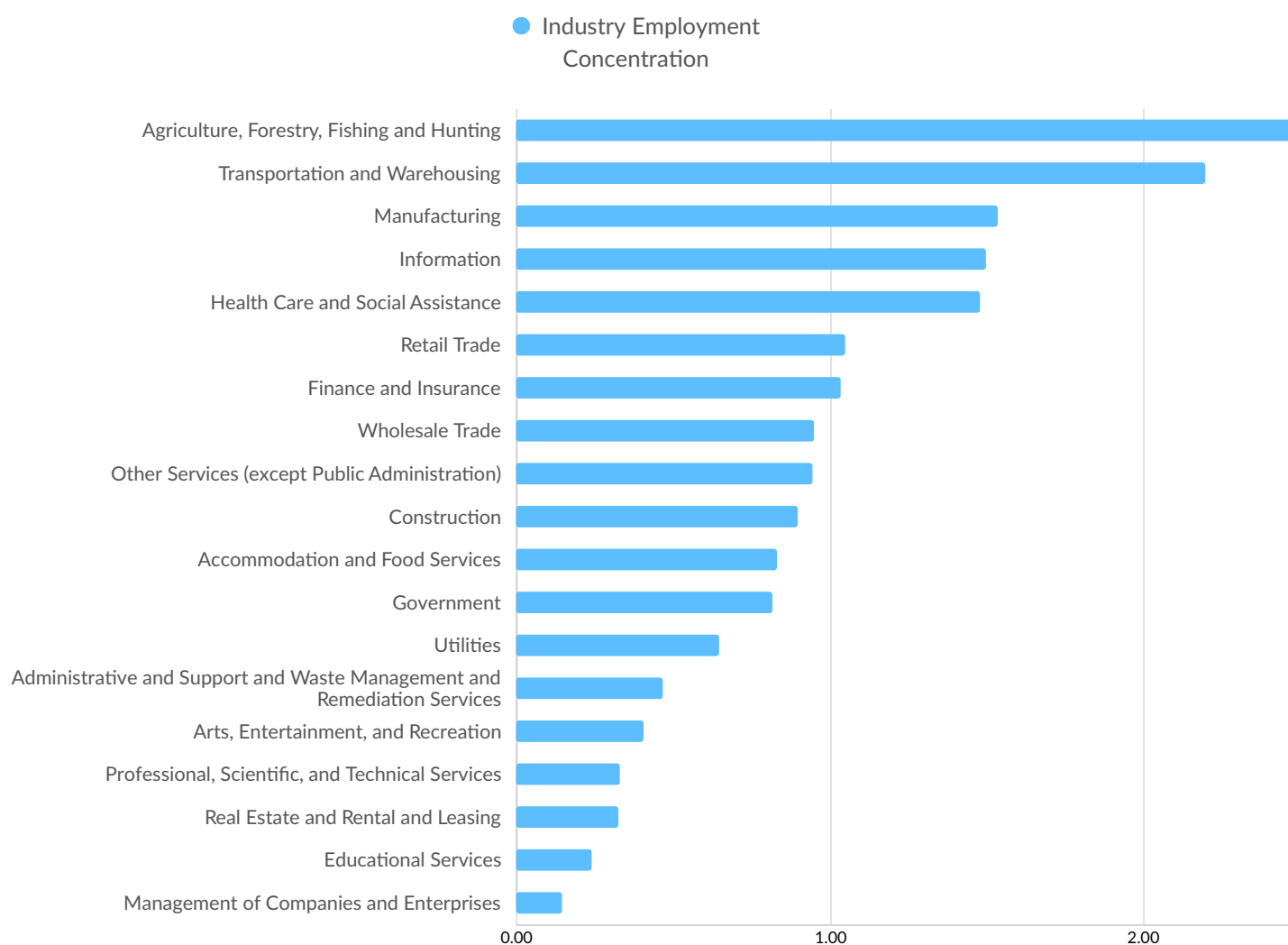
Largest Industries



Top Growing Industries

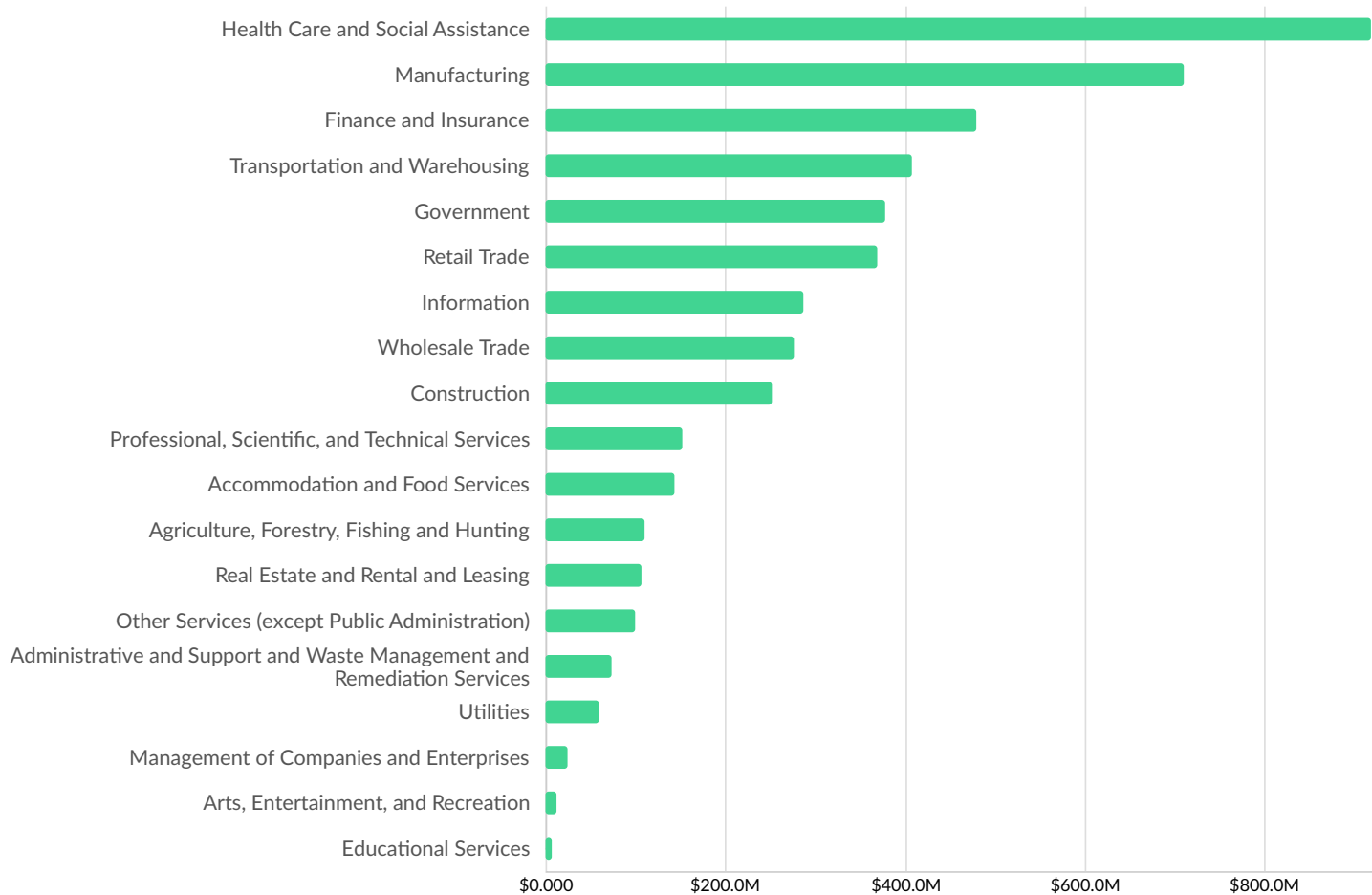


Top Industry Employment Concentration

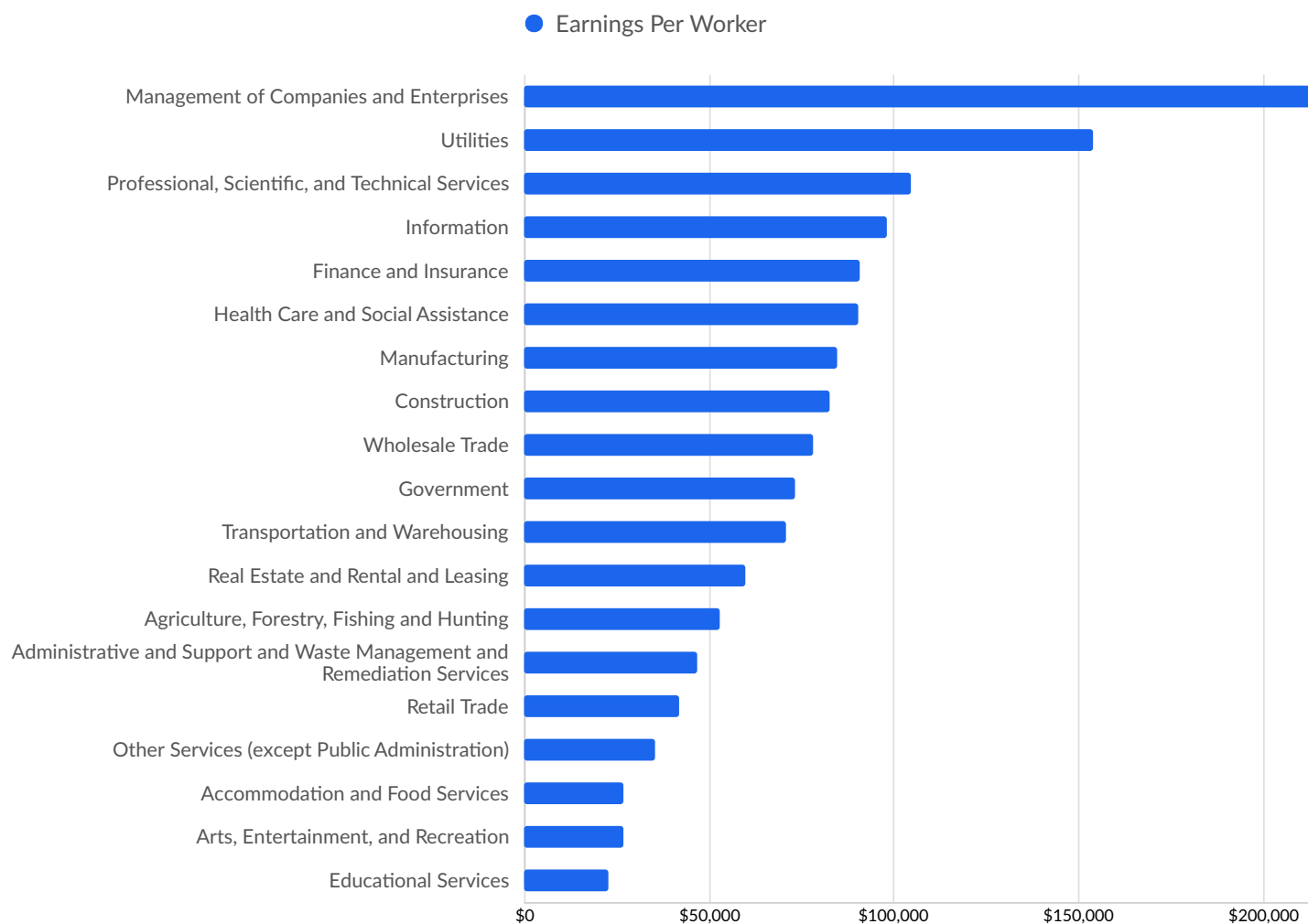


Top Industry GRP

● Gross Regional Product



Top Industry Earnings



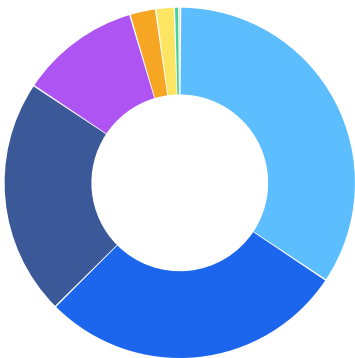
Business Characteristics

7,621 Companies Employ Your Workers

Online profiles for your workers mention 7,621 companies as employers, with the top 10 appearing below. In the last 12 months, 1,323 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Marshfield Clinic	1,612	Marshfield Clinic	1,438
Renaissance Learning	274	CompHealth	337
Verso Group	258	Aspirus	277
Mid-State Technical College	216	Aya Healthcare	222
Aspirus	200	Weatherby Healthcare	191
Ministry Health Care	193	Sanford Health	187
Roehl Transport	162	Vetted Health	180
Security Health Plan	159	Titan Medical	144
Sentry	157	Soliant Health	140
Domtar	141	Community Horizons	124

Business Size

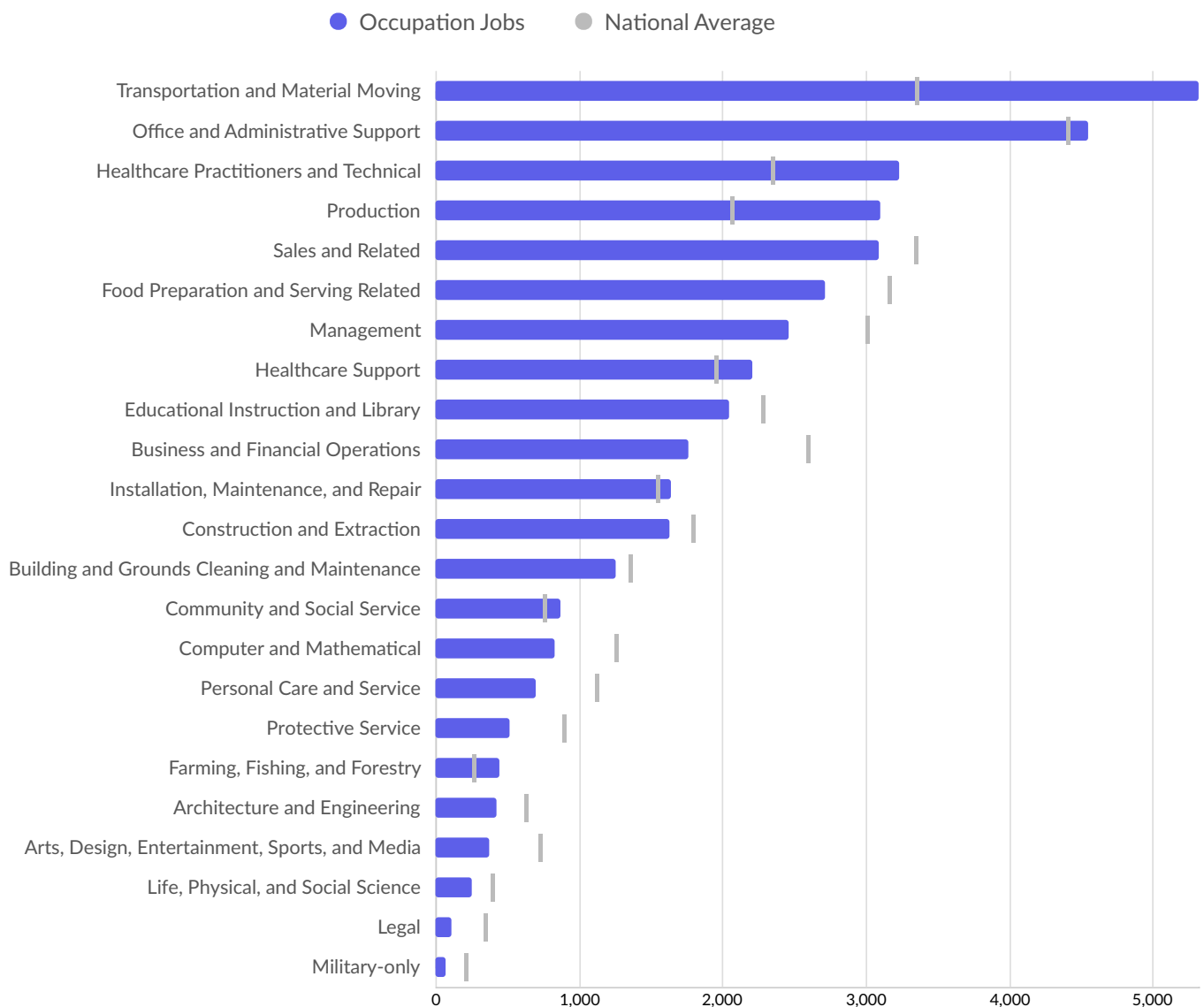


	Percentage	Business Count
1 to 4 employees	34.3%	1,330
5 to 9 employees	28.2%	1,094
10 to 19 employees	21.8%	846
20 to 49 employees	11.1%	429
50 to 99 employees	2.4%	93
100 to 249 employees	1.7%	66
250 to 499 employees	0.4%	16
500+ employees	0.2%	6

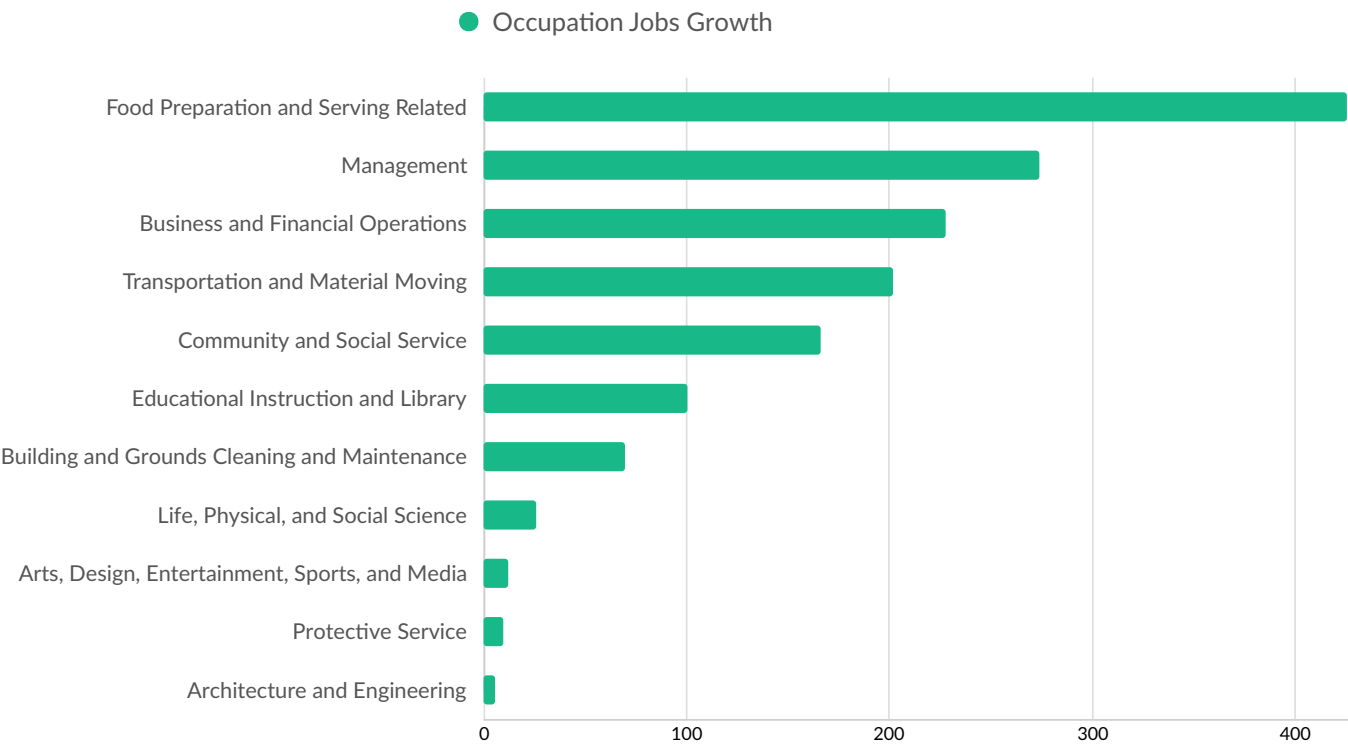
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

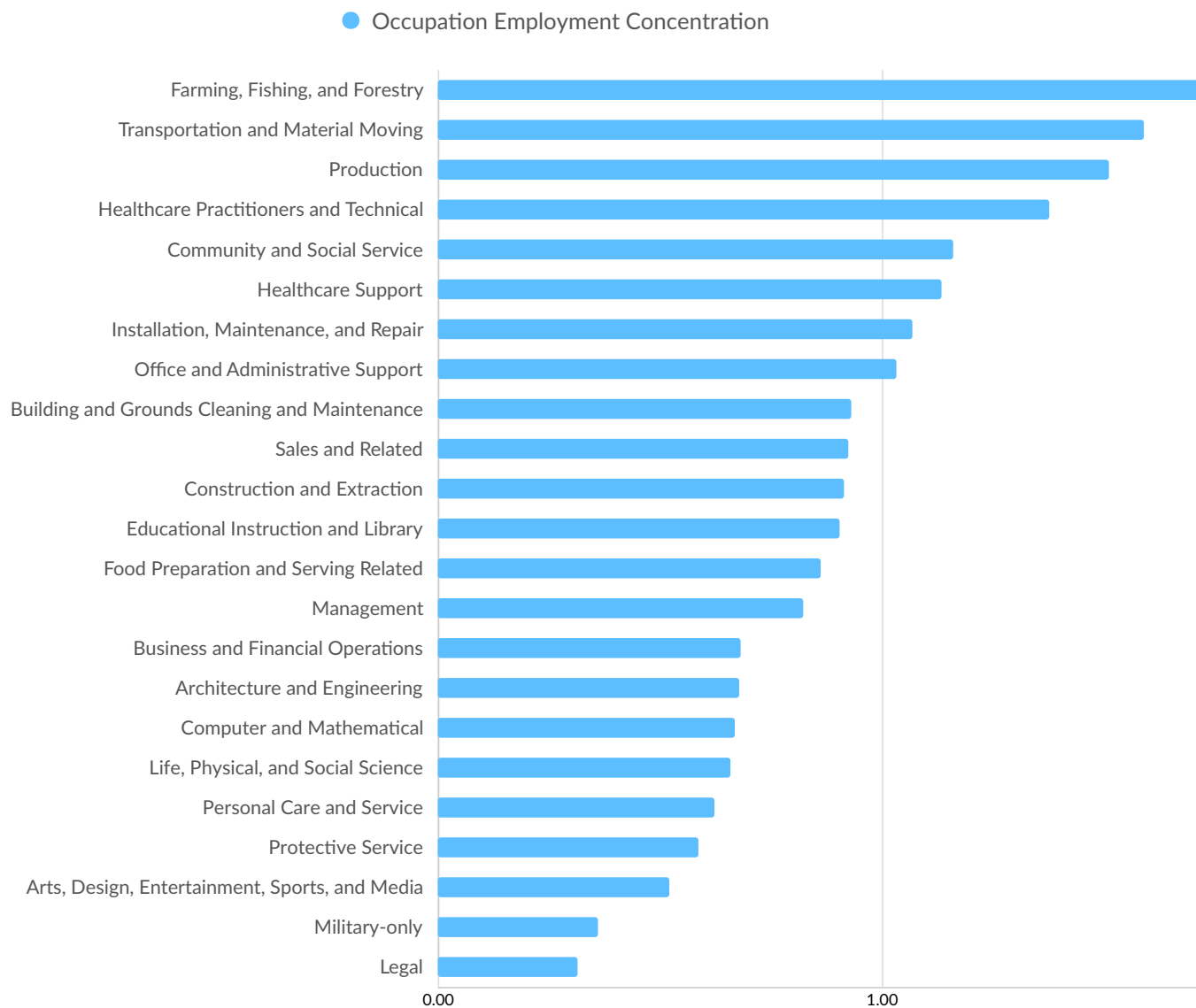
Largest Occupations



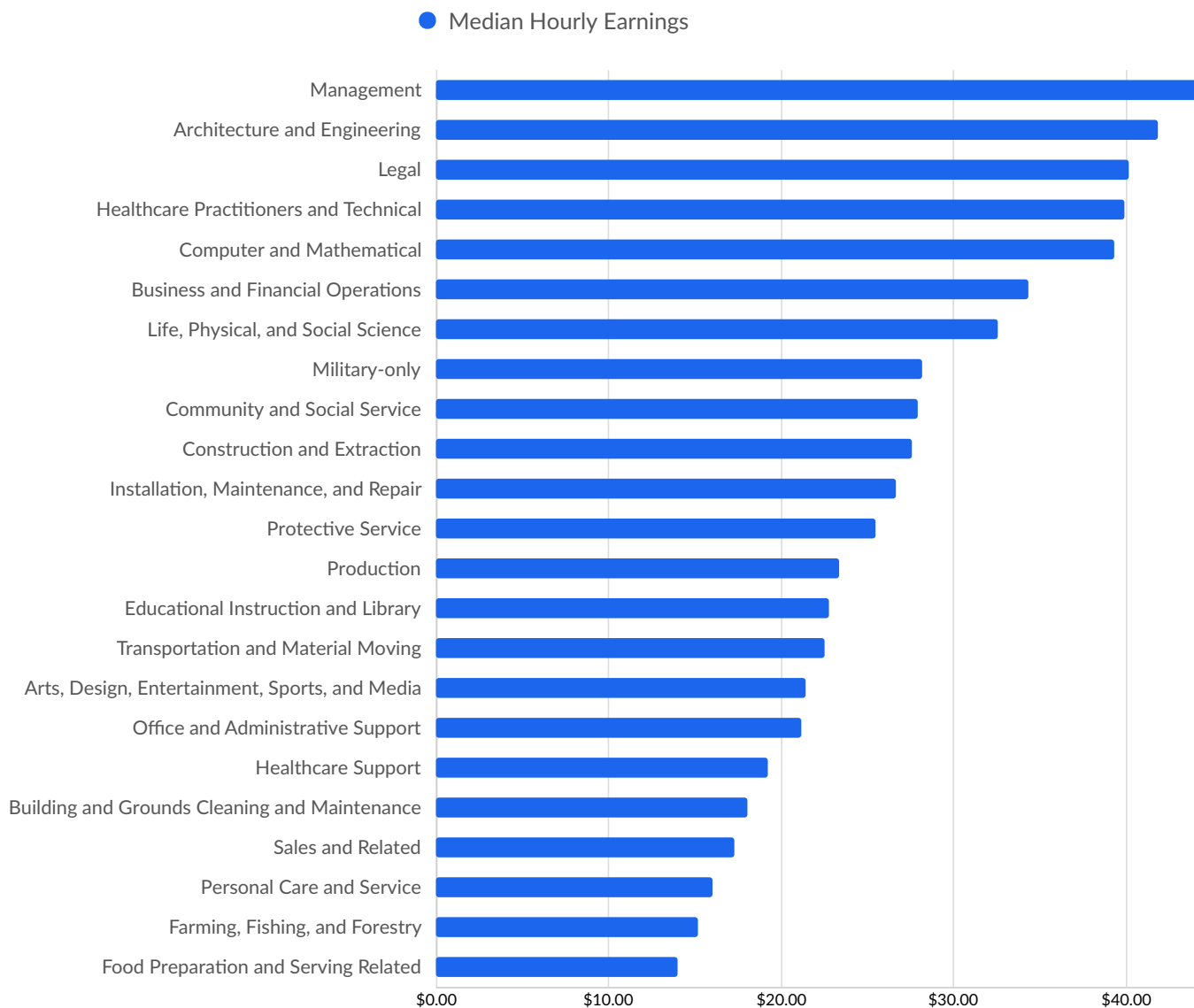
Top Growing Occupations



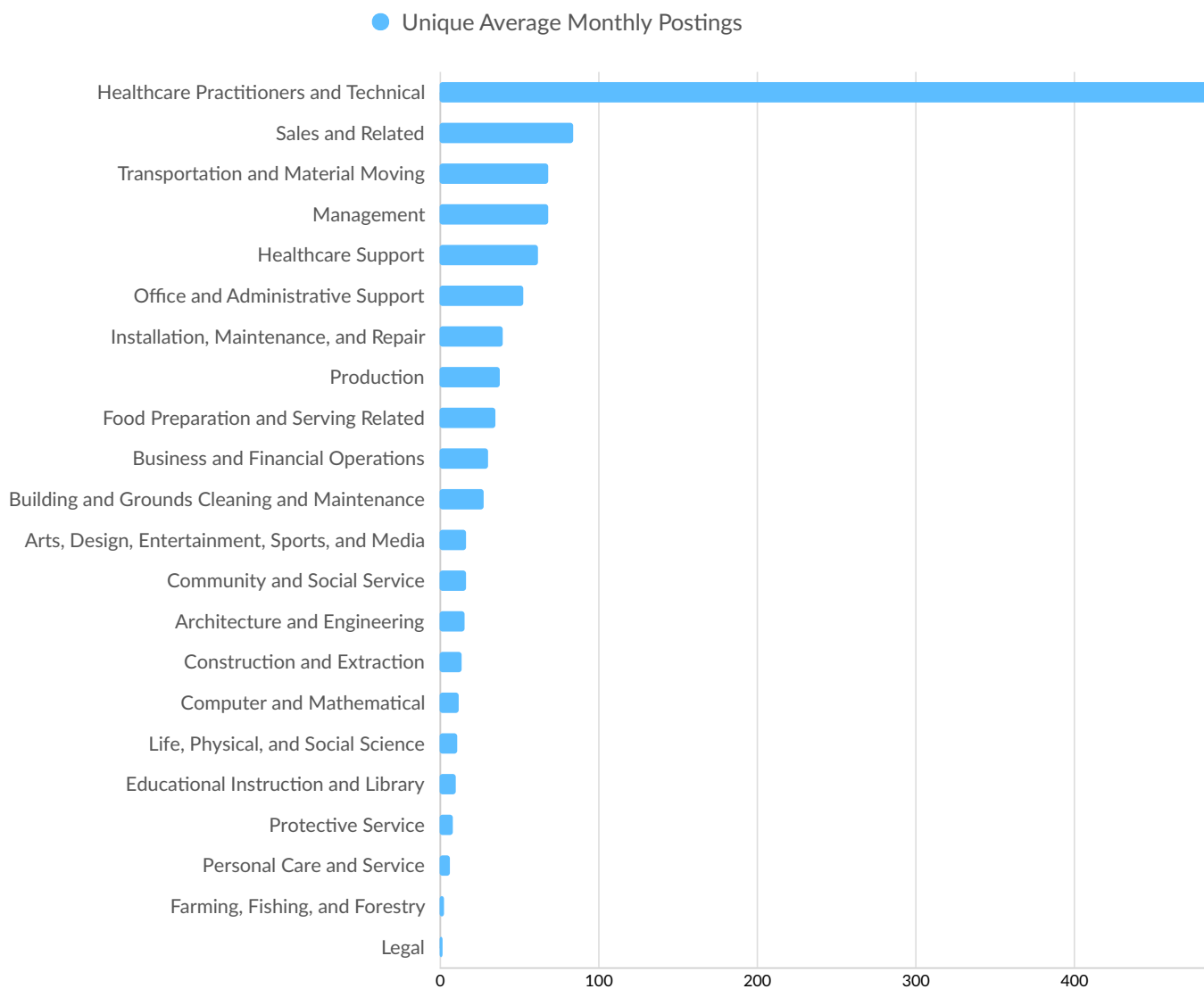
Top Occupation Employment Concentration



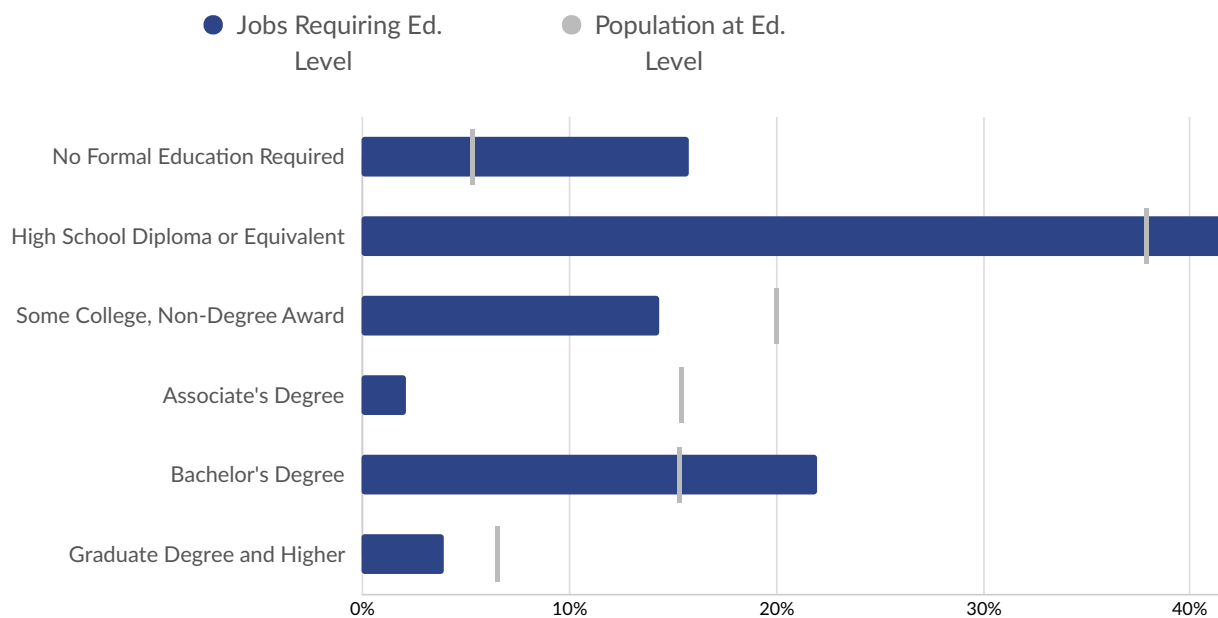
Top Occupation Earnings



Top Posted Occupations

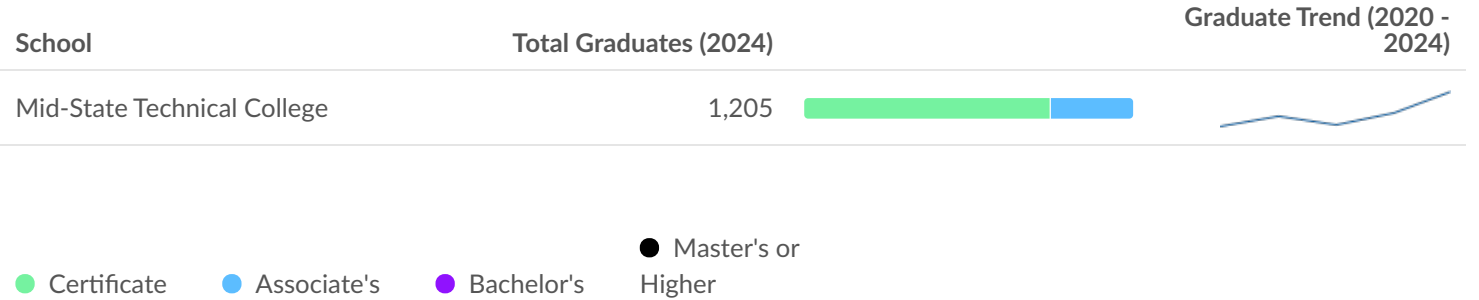


Underemployment



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

