



# 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

74,026

Population (2025)

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

39,469

Total Regional Employment

Jobs **decreased by 899** over the last 5 years and are projected to **decrease by 604** over the next 5 years.

\$68.0K

Median Household Income (2024)

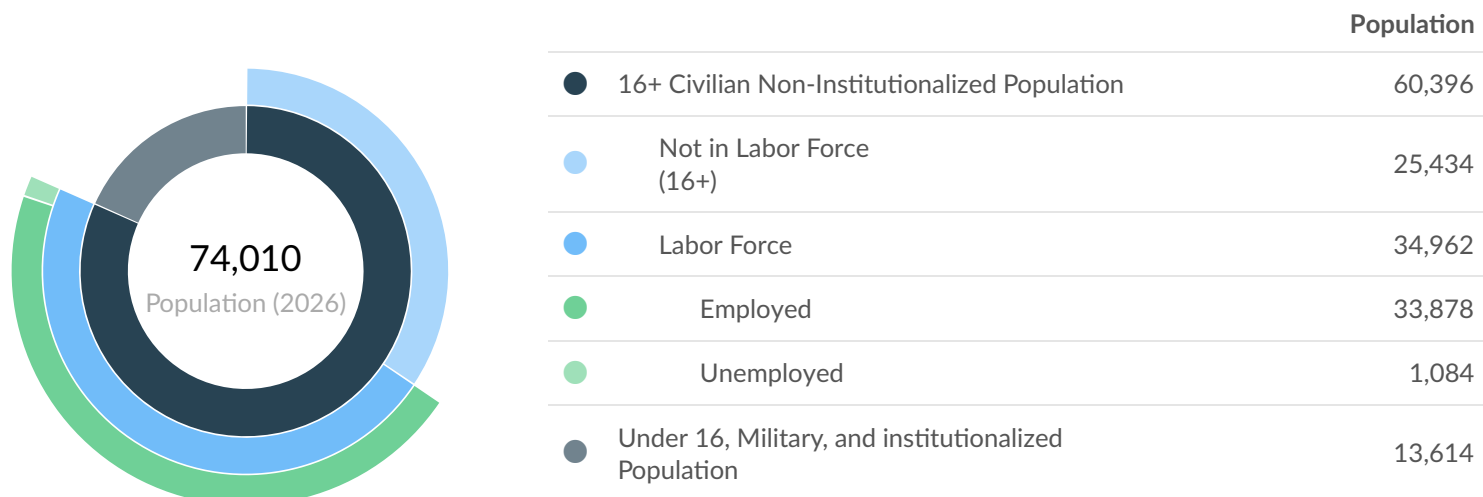
Median household income is **\$12.7K below** the national median household income of \$80.7K.

## 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 2.2%** in Wood County, WI from 40,368 to **39,469**. This change **fell short of the national growth rate of 10.7% by 12.9%**. 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.

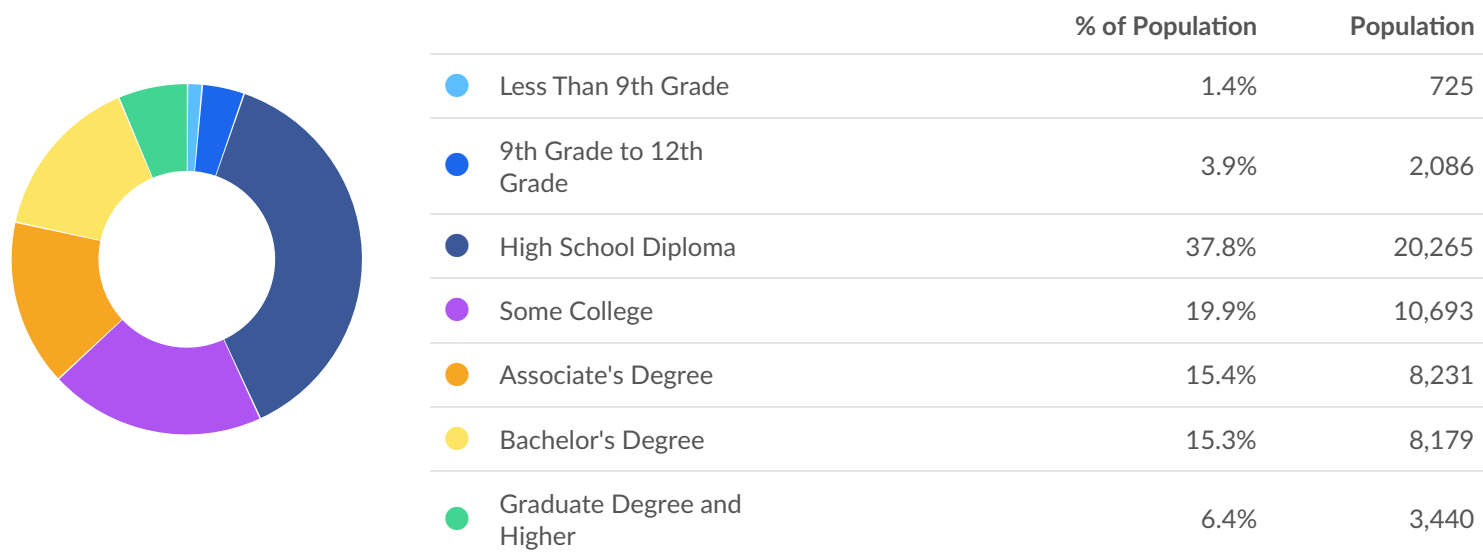
|        | Population<br>(2026) | Labor<br>Force<br>(May<br>2026) | Jobs<br>(2025) | Cost<br>of<br>Living | GRP       | Imports   | Exports   |
|--------|----------------------|---------------------------------|----------------|----------------------|-----------|-----------|-----------|
| Region | 74,010               | 34,962                          | 39,469         | 99.1                 | \$5.31B   | \$6.28B   | \$5.99B   |
| State  | 5,996,794            | 3,116,888                       | 3,271,903      | 100.3                | \$465.78B | \$405.31B | \$440.34B |

## May 2026 Labor Force Breakdown



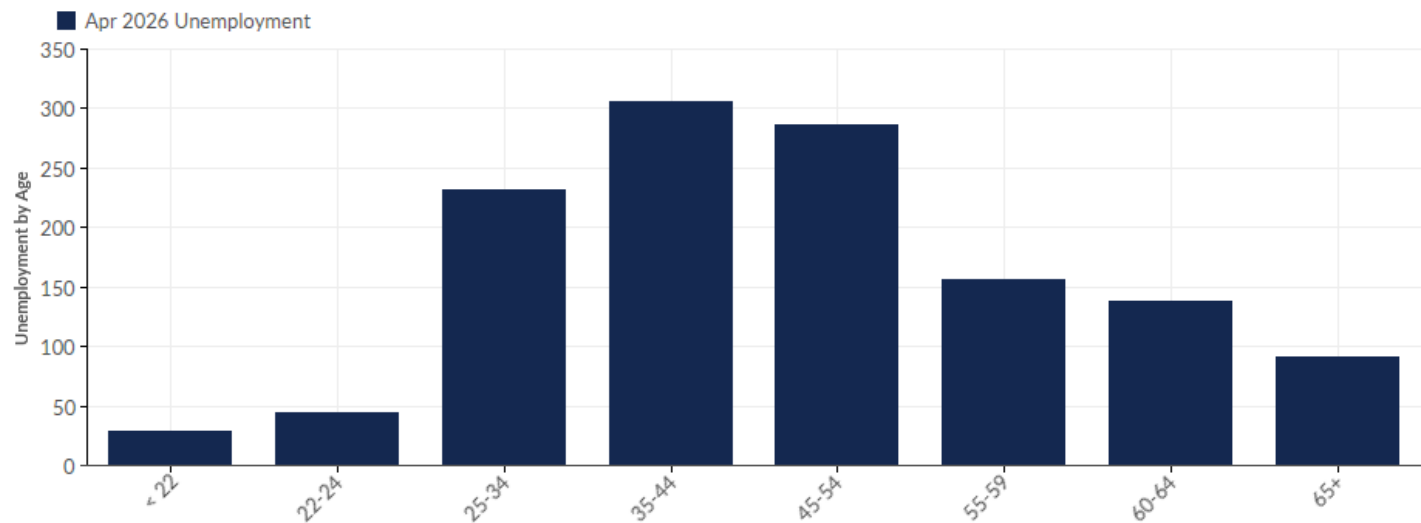
## Educational Attainment

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).



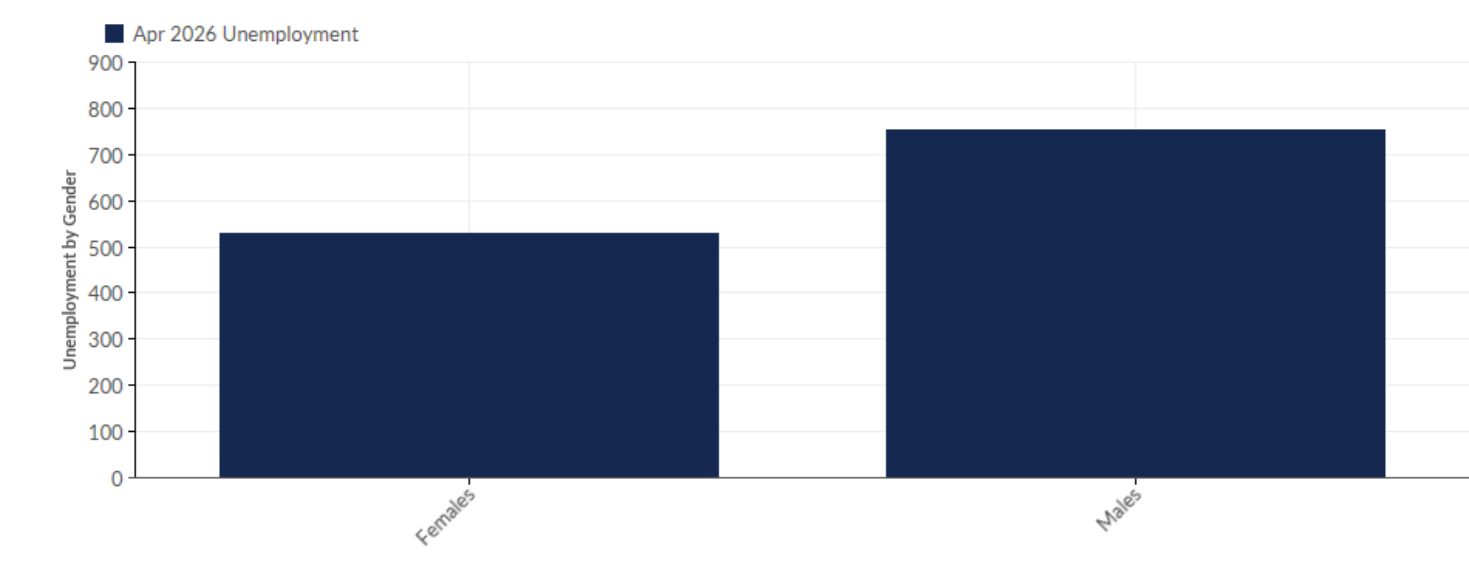
# Unemployment by Demographics

## Unemployment by Age



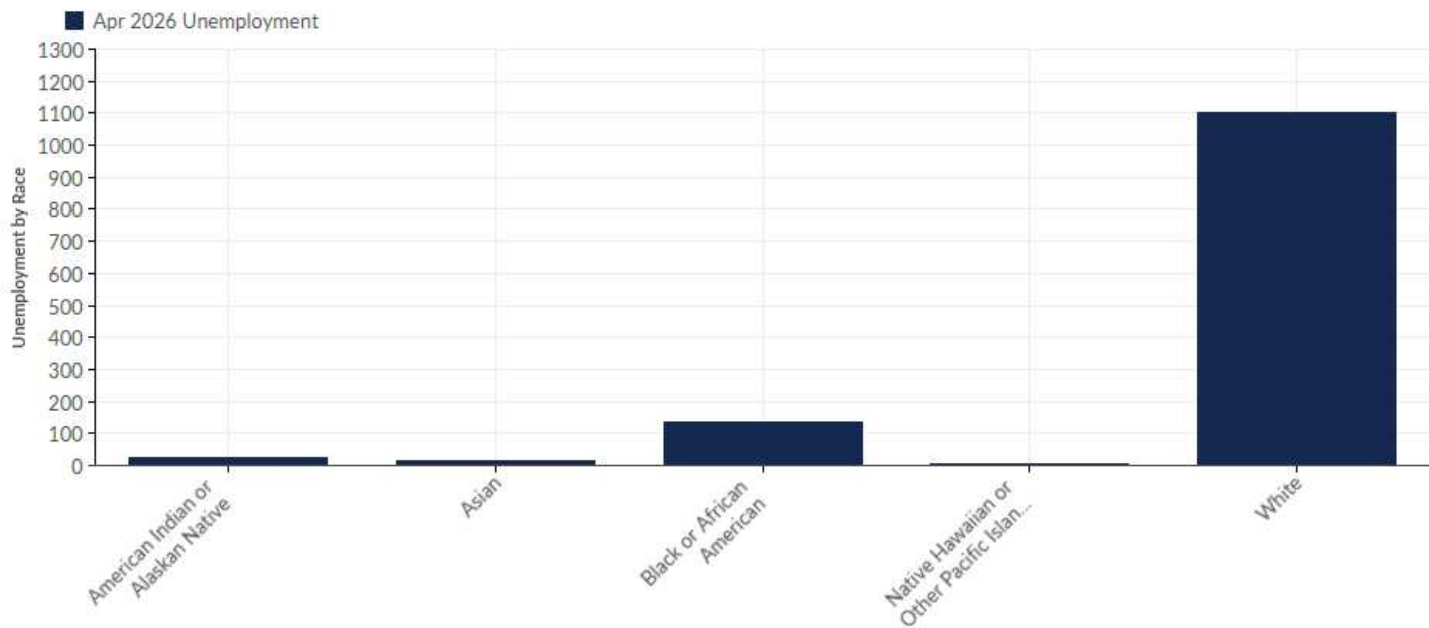
| Age   | Unemployment (Apr 2026) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22  | 29                      | 2.26%           |
| 22-24 | 44                      | 3.43%           |
| 25-34 | 232                     | 18.10%          |
| 35-44 | 305                     | 23.79%          |
| 45-54 | 287                     | 22.39%          |
| 55-59 | 156                     | 12.17%          |
| 60-64 | 138                     | 10.76%          |
| 65+   | 92                      | 7.18%           |
| Total | 1,282                   | 100.00%         |

Unemployment by Gender



| Gender  | Unemployment (Apr 2026) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 529                     | 41.26%          |
| Males   | 753                     | 58.74%          |
| Total   | 1,282                   | 100.00%         |

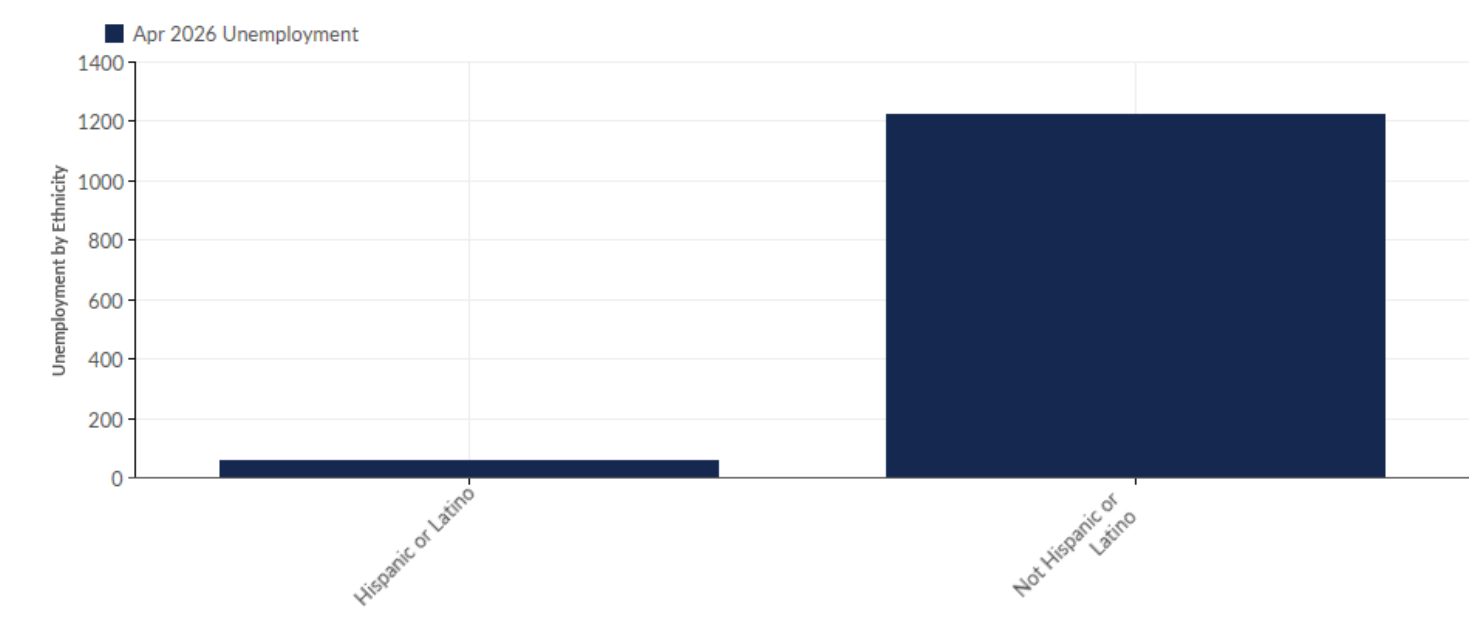
## Unemployment by Race



| Race                                      | Unemployment (Apr 2026) | % of Unemployed |
|-------------------------------------------|-------------------------|-----------------|
| American Indian or Alaskan Native         | 25                      | 1.95%           |
| Asian                                     | 17                      | 1.33%           |
| Black or African American                 | 138                     | 10.76%          |
| Native Hawaiian or Other Pacific Islander | 3                       | 0.23%           |
| White                                     | 1,100                   | 85.80%          |
| Total                                     | 1,282                   | 100.00%         |



Unemployment by Ethnicity

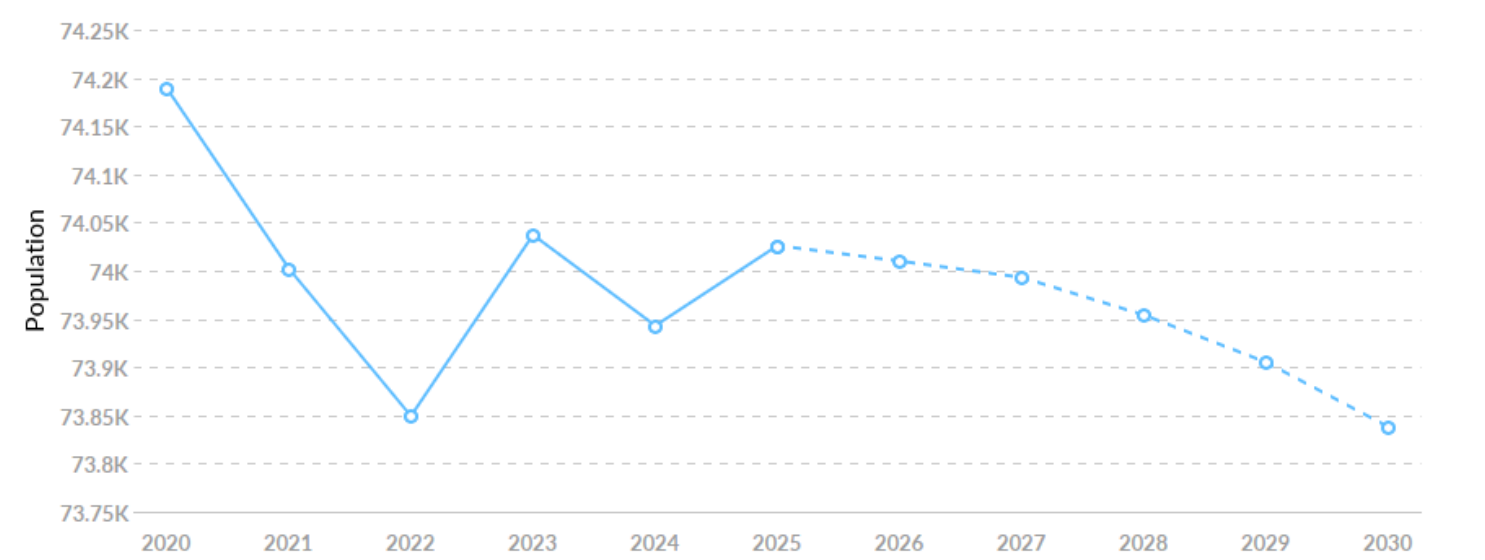


| Ethnicity              | Unemployment (Apr 2026) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino     | 57                      | 4.45%           |
| Not Hispanic or Latino | 1,225                   | 95.55%          |
| Total                  | 1,282                   | 100.00%         |

# Historic & Projected Trends

## Population Trends

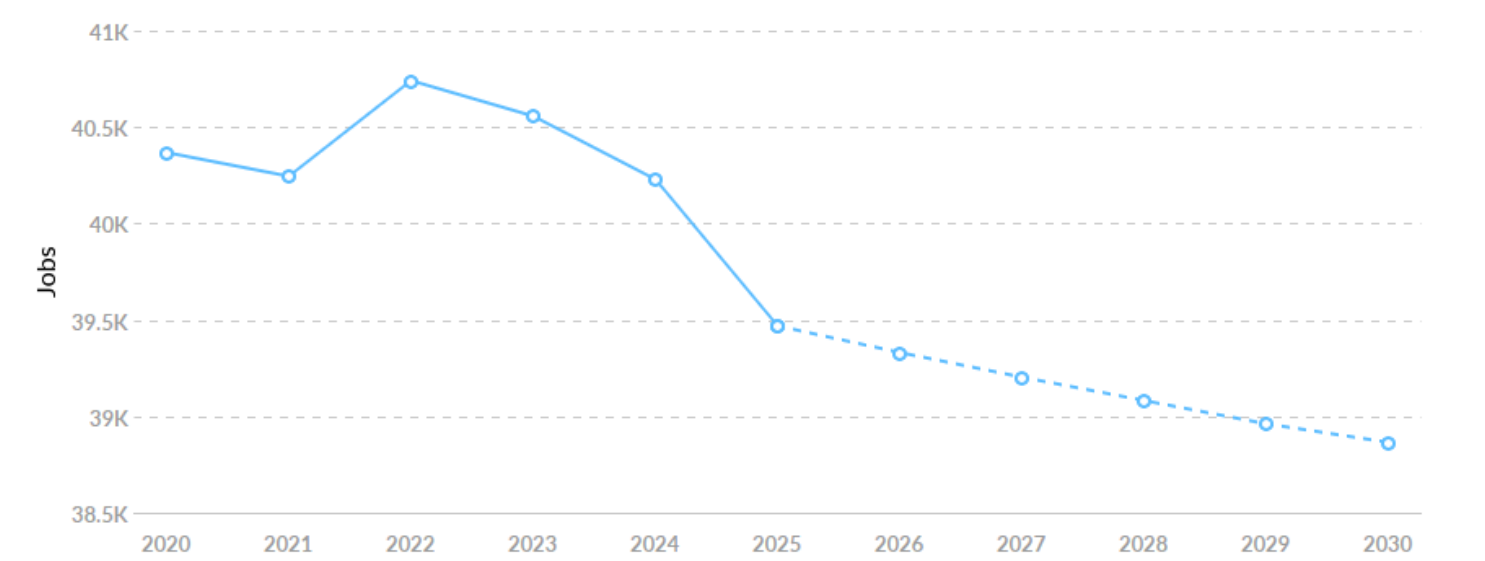
As of 2025 the region's population **declined by 0.2%** since 2020, falling by 163. Population is expected to **decrease by 0.3%** between 2025 and 2030, losing 188.



| 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     |

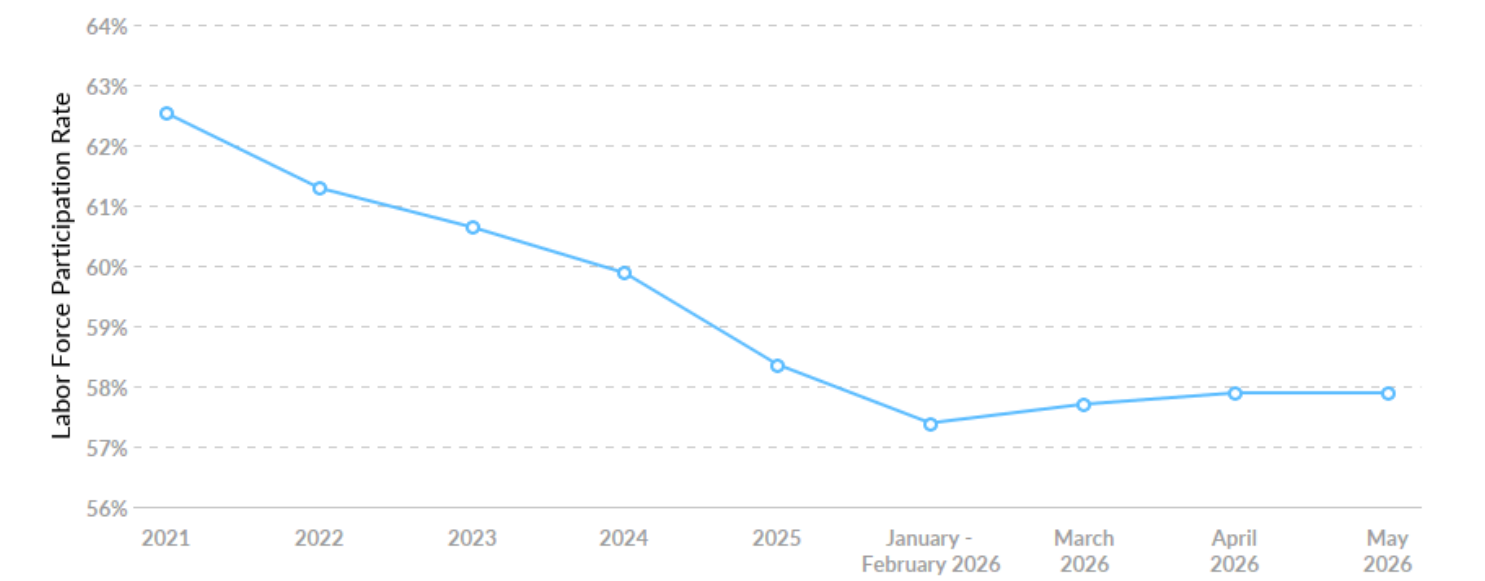
## Job Trends

From 2020 to 2025, jobs **declined by 2.2%** in Wood County, WI from 40,368 to **39,469**. This change **fell short of the national growth rate of 10.7% by 12.9%**.



| Timeframe | Jobs   |
|-----------|--------|
| 2020      | 40,368 |
| 2021      | 40,245 |
| 2022      | 40,741 |
| 2023      | 40,557 |
| 2024      | 40,229 |
| 2025      | 39,469 |
| 2026      | 39,331 |
| 2027      | 39,203 |
| 2028      | 39,082 |
| 2029      | 38,961 |
| 2030      | 38,865 |

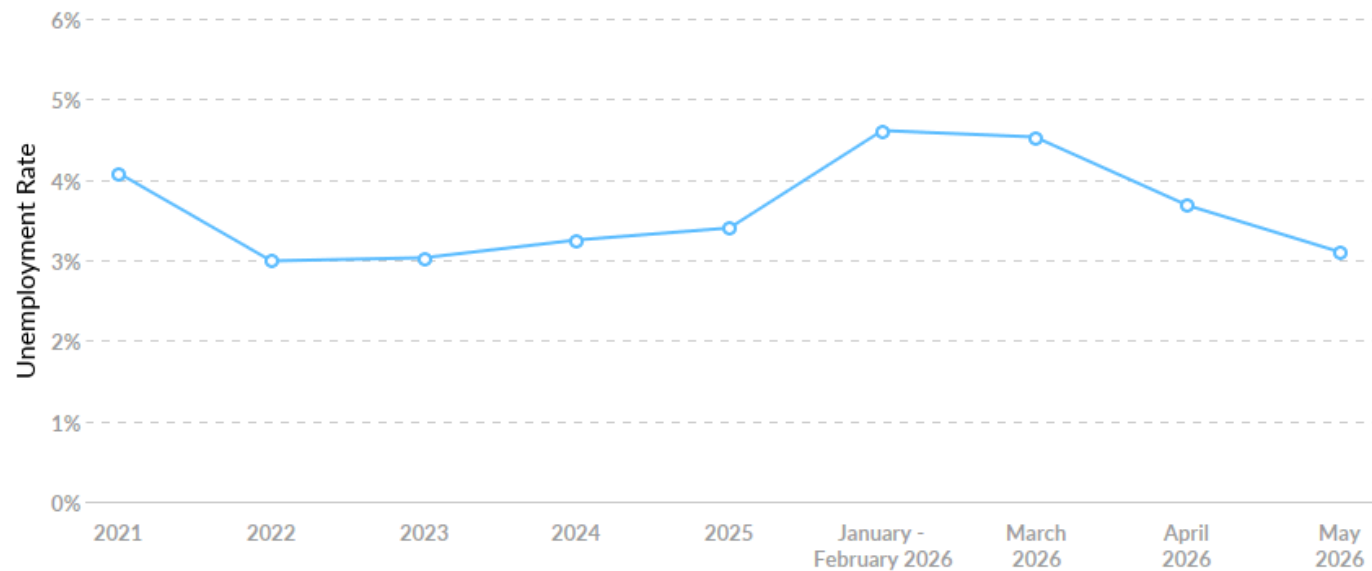
Labor Force Participation Rate Trends



| Timeframe               | Labor Force Participation Rate |
|-------------------------|--------------------------------|
| 2021                    | 62.53%                         |
| 2022                    | 61.29%                         |
| 2023                    | 60.64%                         |
| 2024                    | 59.88%                         |
| 2025                    | 58.36%                         |
| January - February 2026 | 57.39%                         |
| March 2026              | 57.70%                         |
| April 2026              | 57.89%                         |
| May 2026                | 57.89%                         |

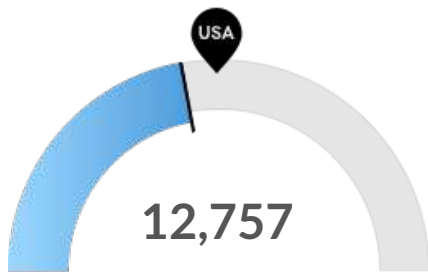
## Unemployment Rate Trends

Wood County, WI had a May 2026 unemployment rate of 3.10%, **decreasing from 4.08%** 5 years before.



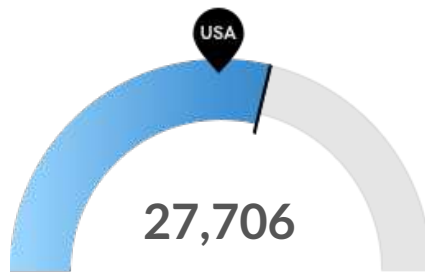
| Timeframe               | Unemployment Rate |
|-------------------------|-------------------|
| 2021                    | 4.08%             |
| 2022                    | 2.99%             |
| 2023                    | 3.03%             |
| 2024                    | 3.25%             |
| 2025                    | 3.40%             |
| January - February 2026 | 4.61%             |
| March 2026              | 4.53%             |
| April 2026              | 3.68%             |
| May 2026                | 3.10%             |

## Population Characteristics



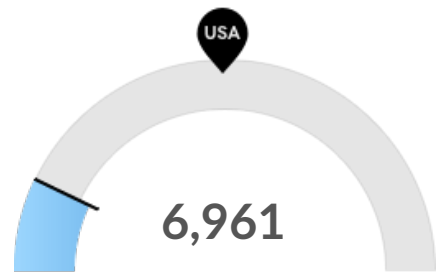
**Millennials**

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



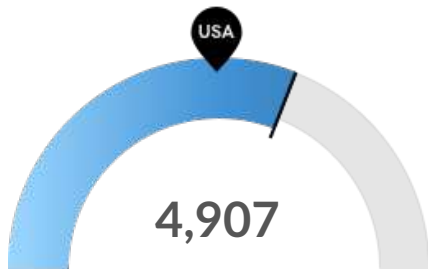
**Retiring Soon**

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.



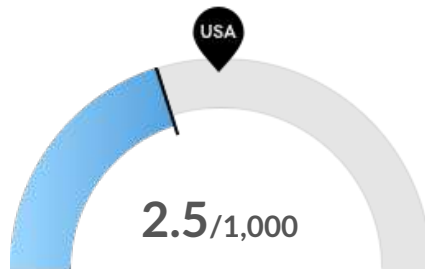
**Racial Diversity**

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.



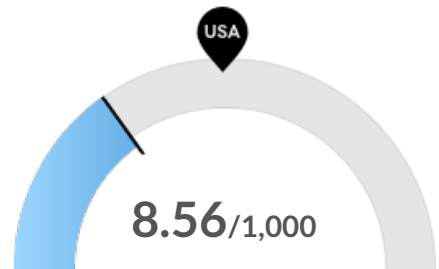
**Veterans**

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.

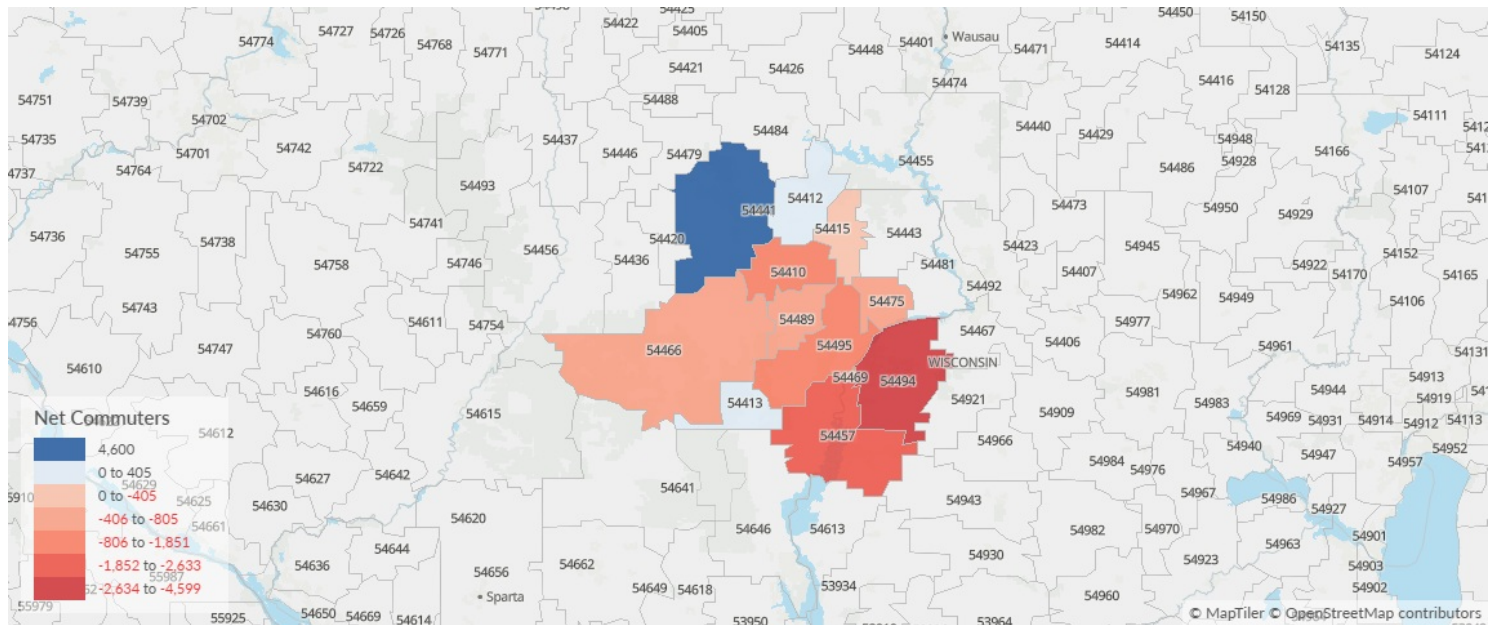


**Property Crime**

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...  | 17,201          |
| 54494 | Wisconsin Rapids, WI (i... | 11,323          |
| 54495 | Wisconsin Rapids, WI (i... | 3,142           |
| 54457 | Nekoosa, WI (in Wood c...  | 2,582           |
| 54412 | Auburndale, WI (in Woo...  | 1,491           |

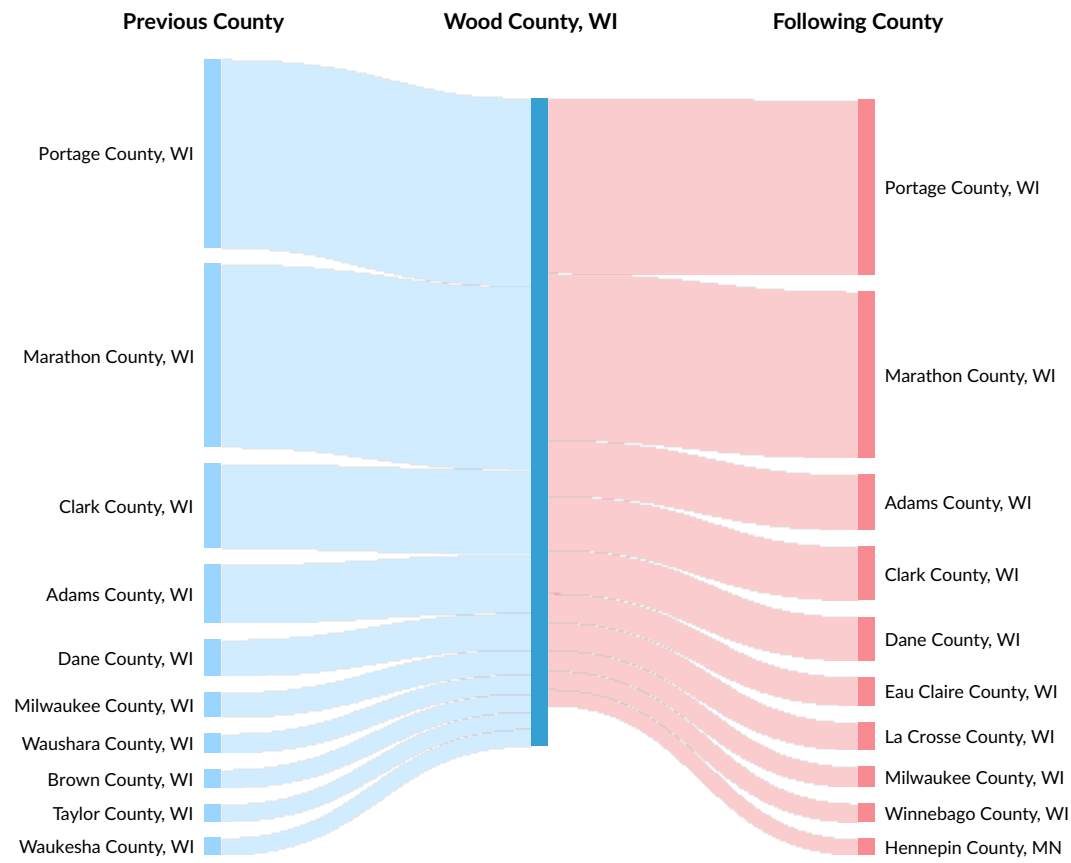
### Where Talent Lives

| ZIP   | Name                       | 2025 Workers |
|-------|----------------------------|--------------|
| 54494 | Wisconsin Rapids, WI (i... | 13,957       |
| 54449 | Marshfield, WI (in Woo...  | 12,600       |
| 54457 | Nekoosa, WI (in Wood c...  | 4,434        |
| 54495 | Wisconsin Rapids, WI (i... | 4,070        |
| 54410 | Arpin, WI (in Wood cou...  | 1,499        |

# 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.



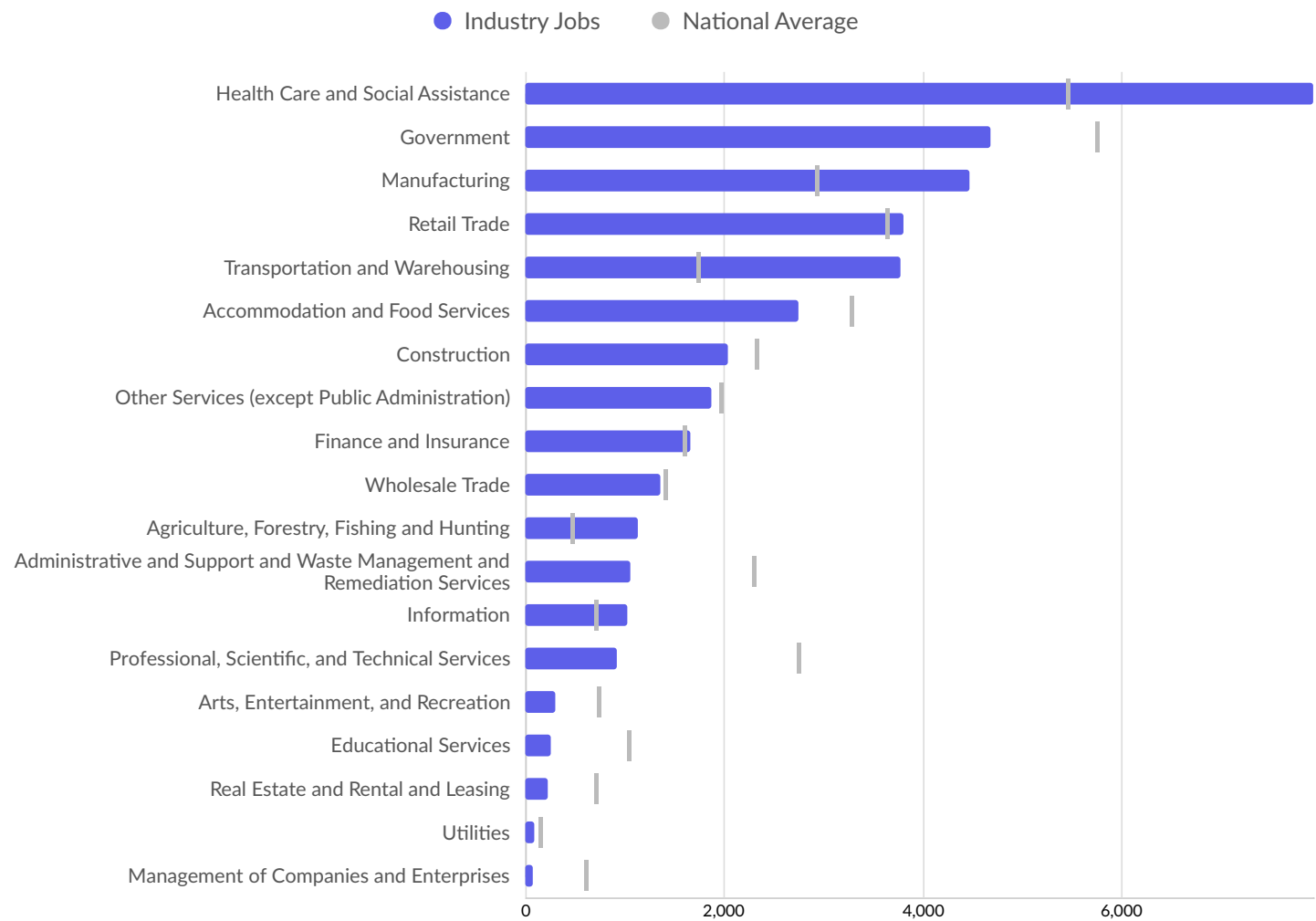
| Top Previous Counties | Migrations |
|-----------------------|------------|
| Portage County, WI    | 411        |
| Marathon County, WI   | 399        |
| Clark County, WI      | 184        |
| Adams County, WI      | 127        |
| Dane County, WI       | 80         |
| Milwaukee County, WI  | 54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



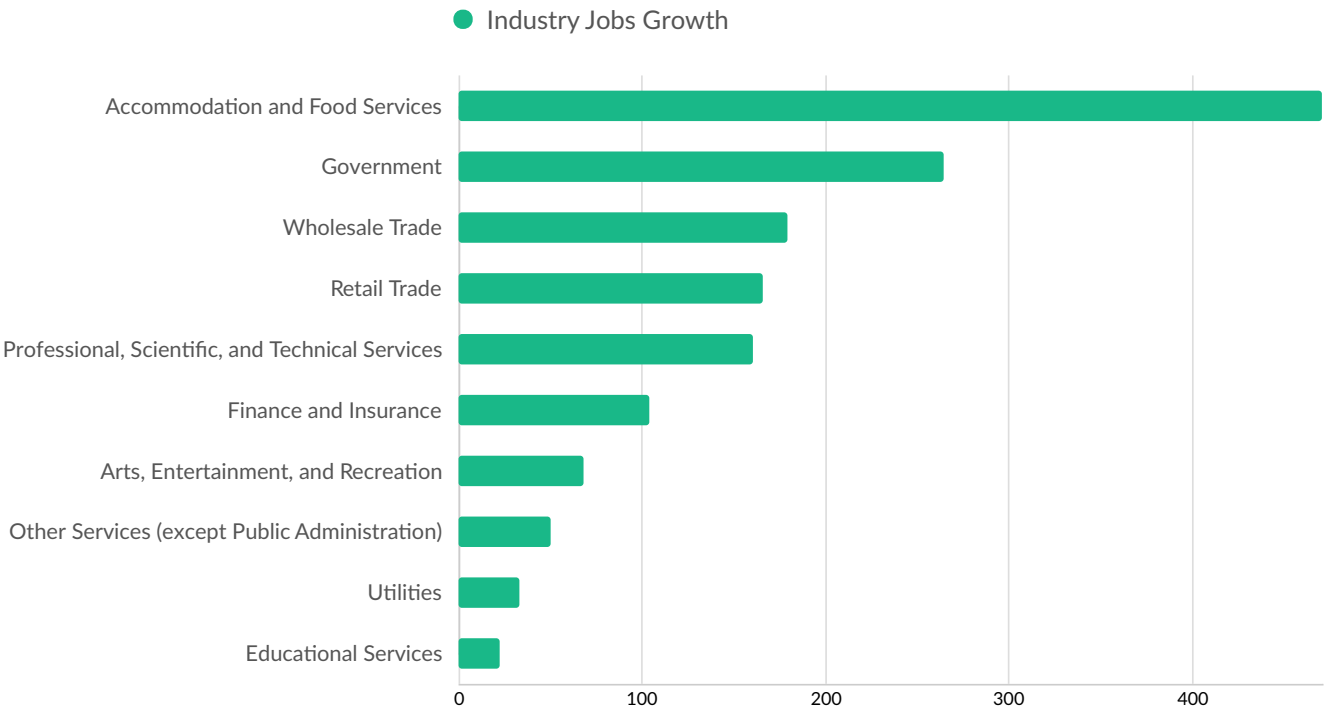
| Top Previous Counties  | Migrations |
|------------------------|------------|
| Waushara County, WI    | 42         |
| Brown County, WI       | 40         |
| Taylor County, WI      | 37         |
| Waukesha County, WI    | 37         |
| Hennepin County, MN    | 35         |
| Cook County, IL        | 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

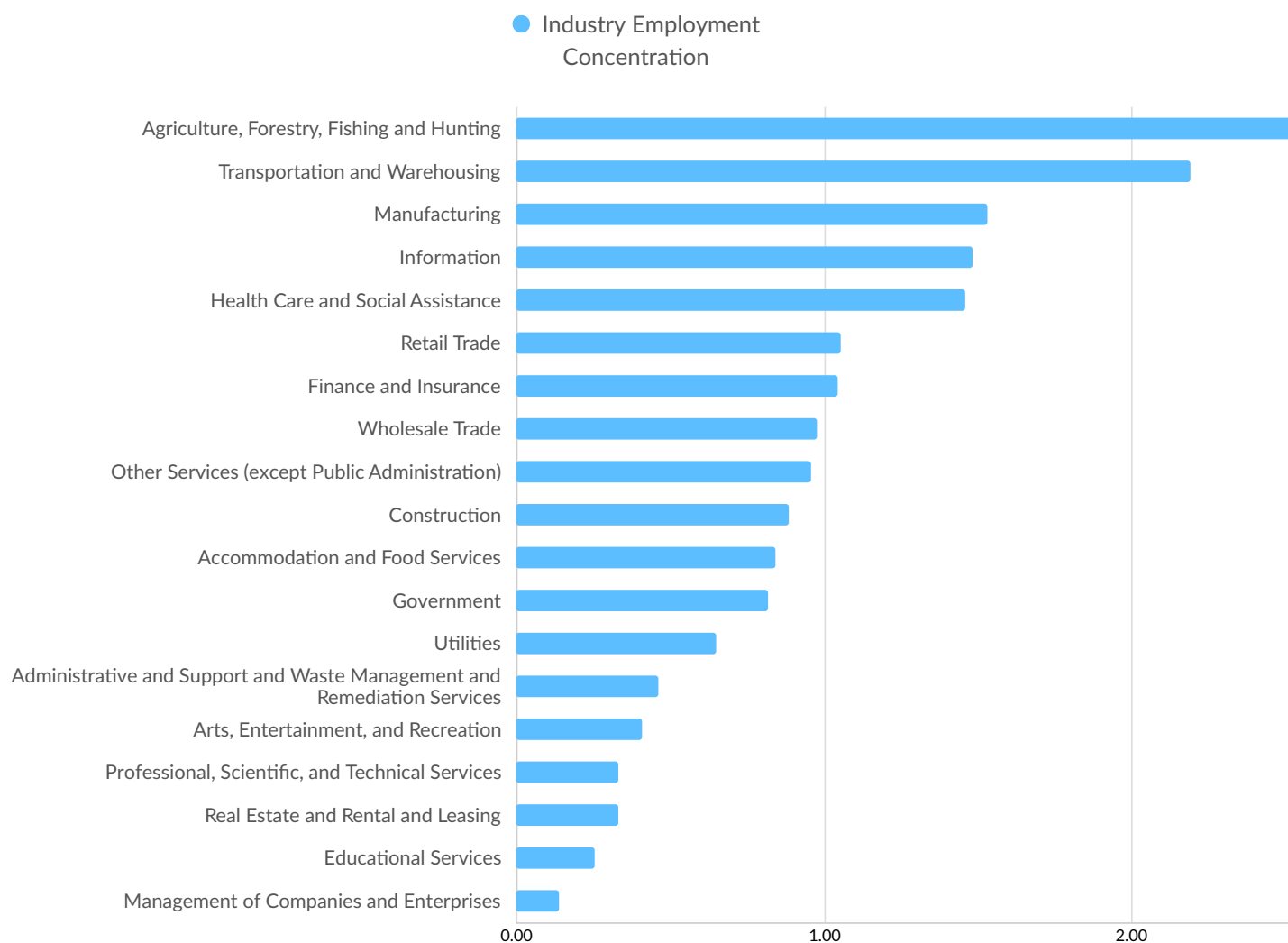
## Largest Industries



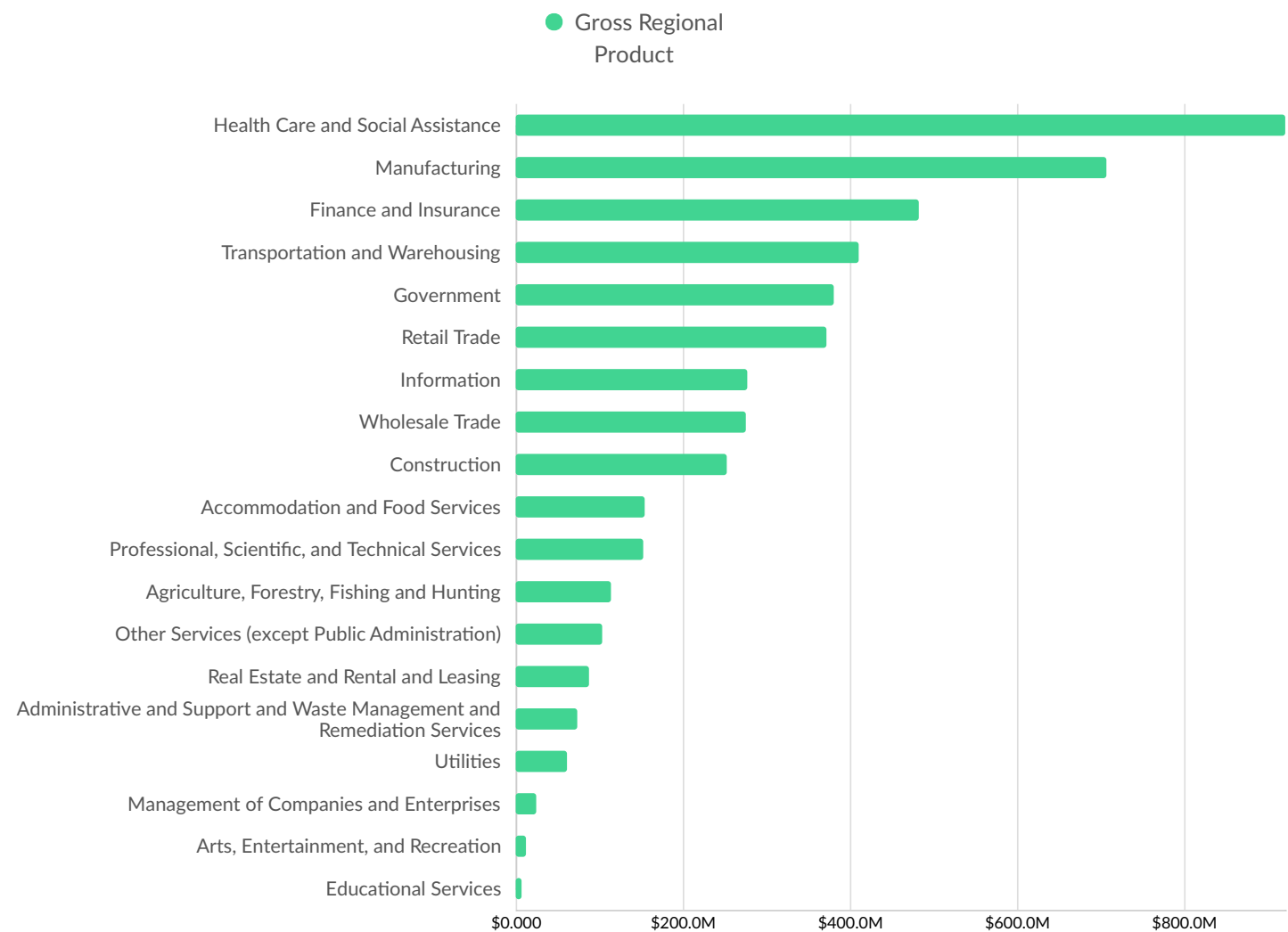
Top Growing Industries



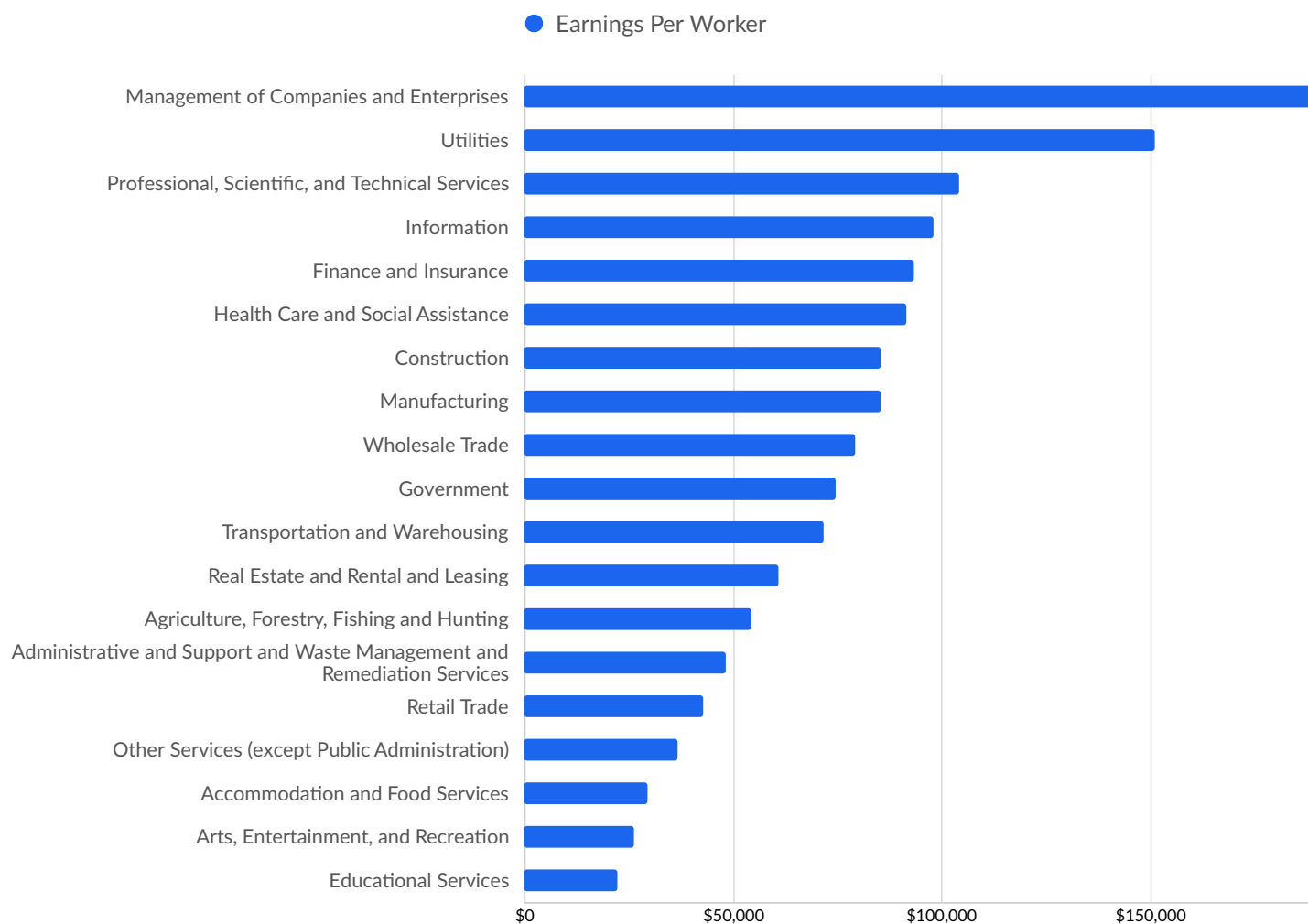
## Top Industry Employment Concentration



# Top Industry GRP



## Top Industry Earnings



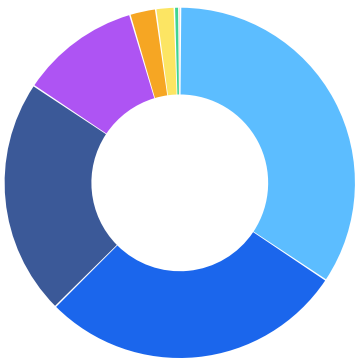
## Business Characteristics

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

## Business Size



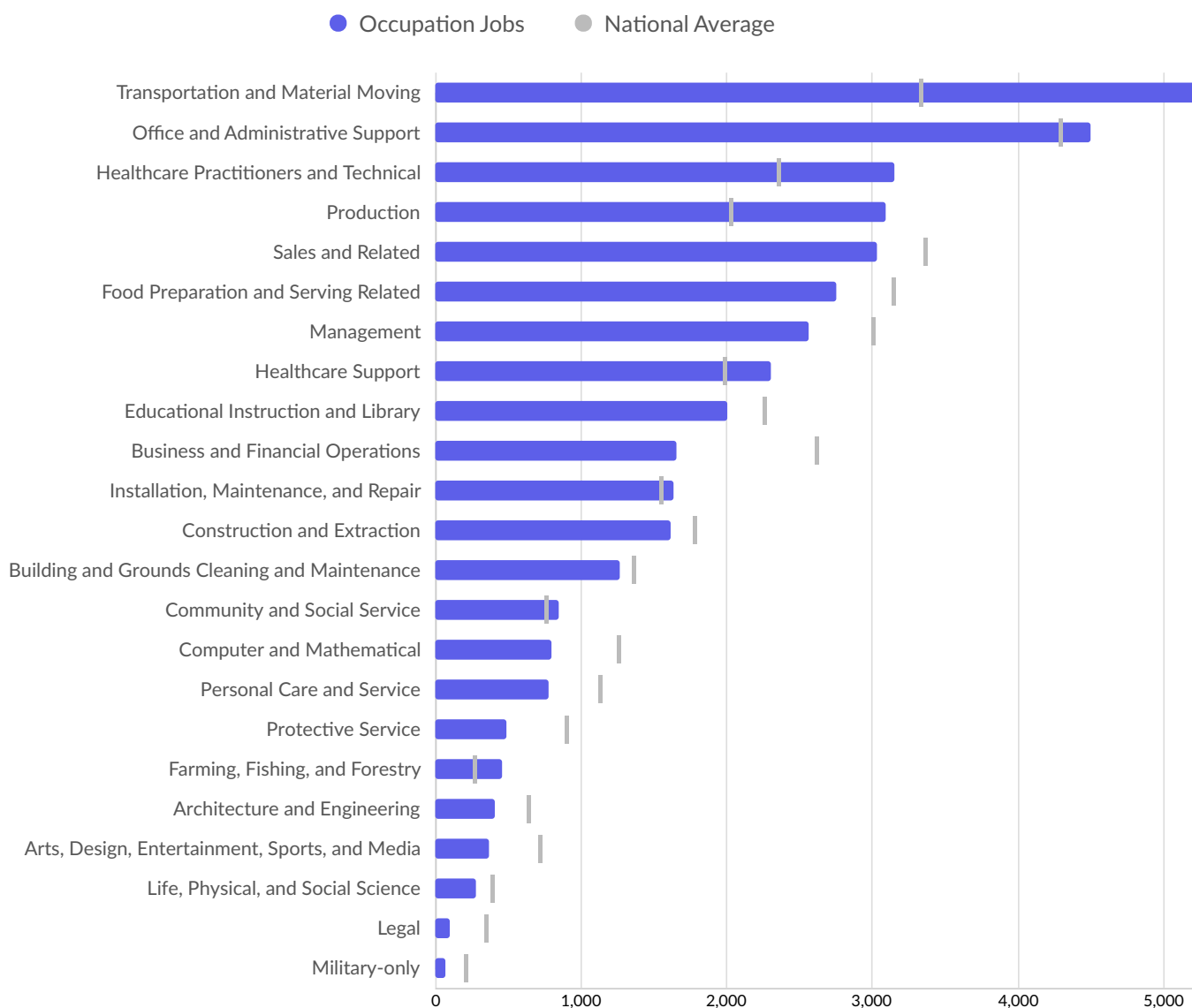
|                      | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees     | 34.3%      | 1,330          |
| 5 to 9 employees     | 28.2%      | 1,094          |
| 10 to 19 employees   | 21.8%      | 846            |
| 20 to 49 employees   | 11.1%      | 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.*

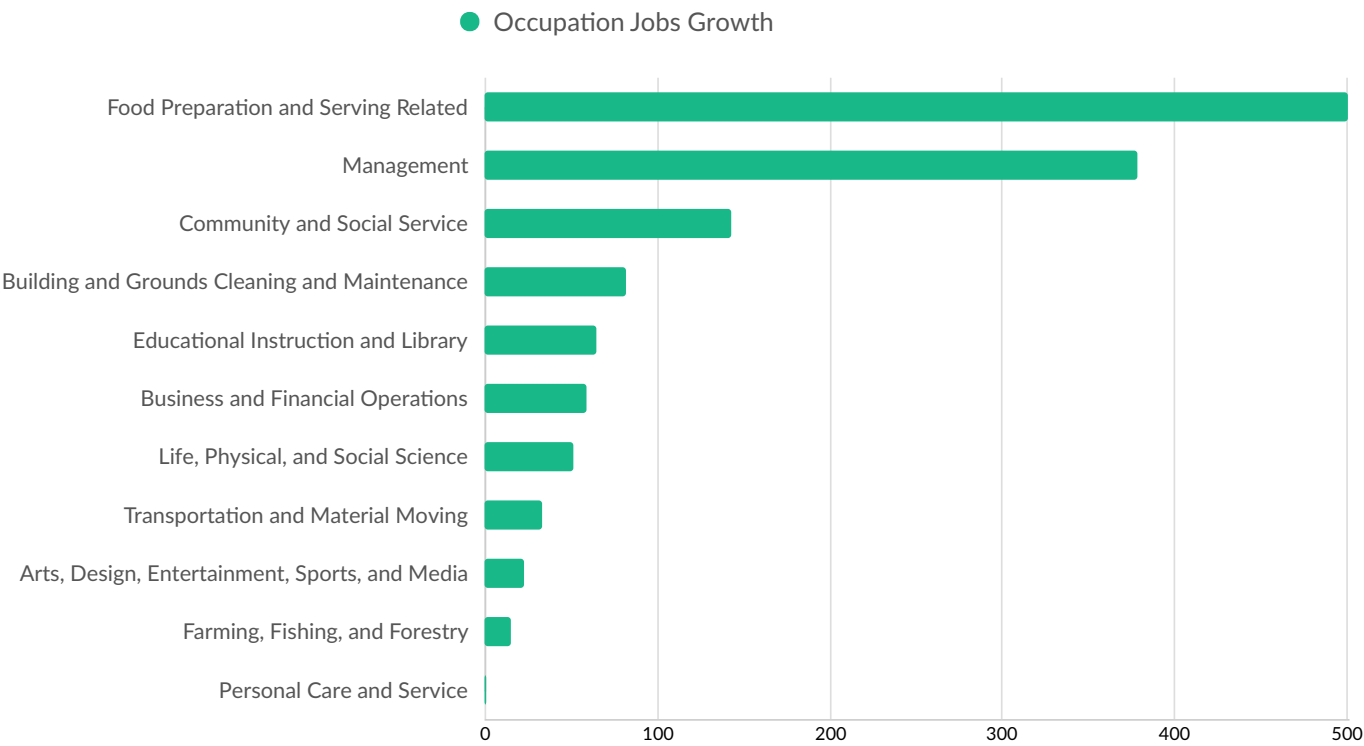


# Workforce Characteristics

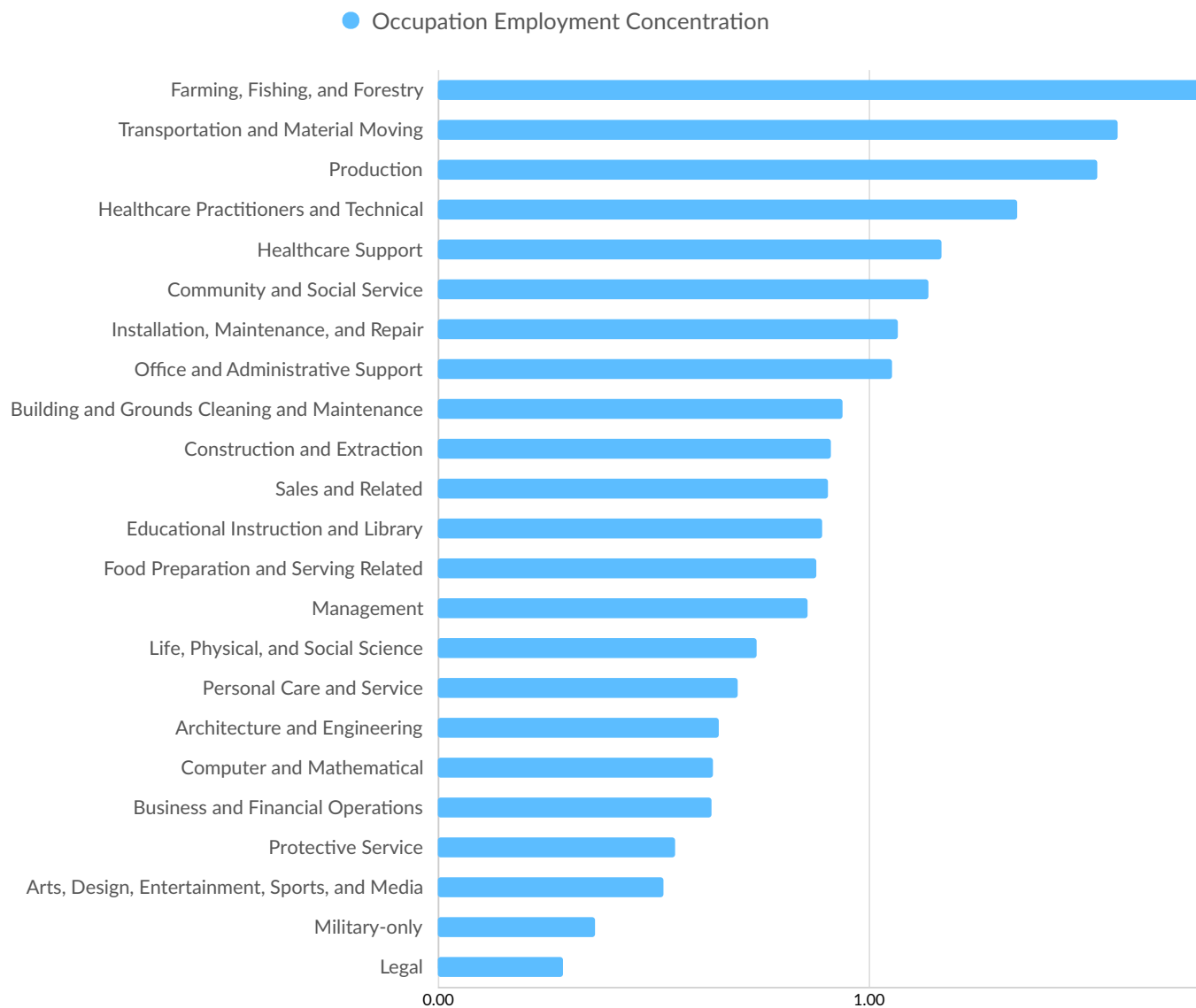
## Largest Occupations



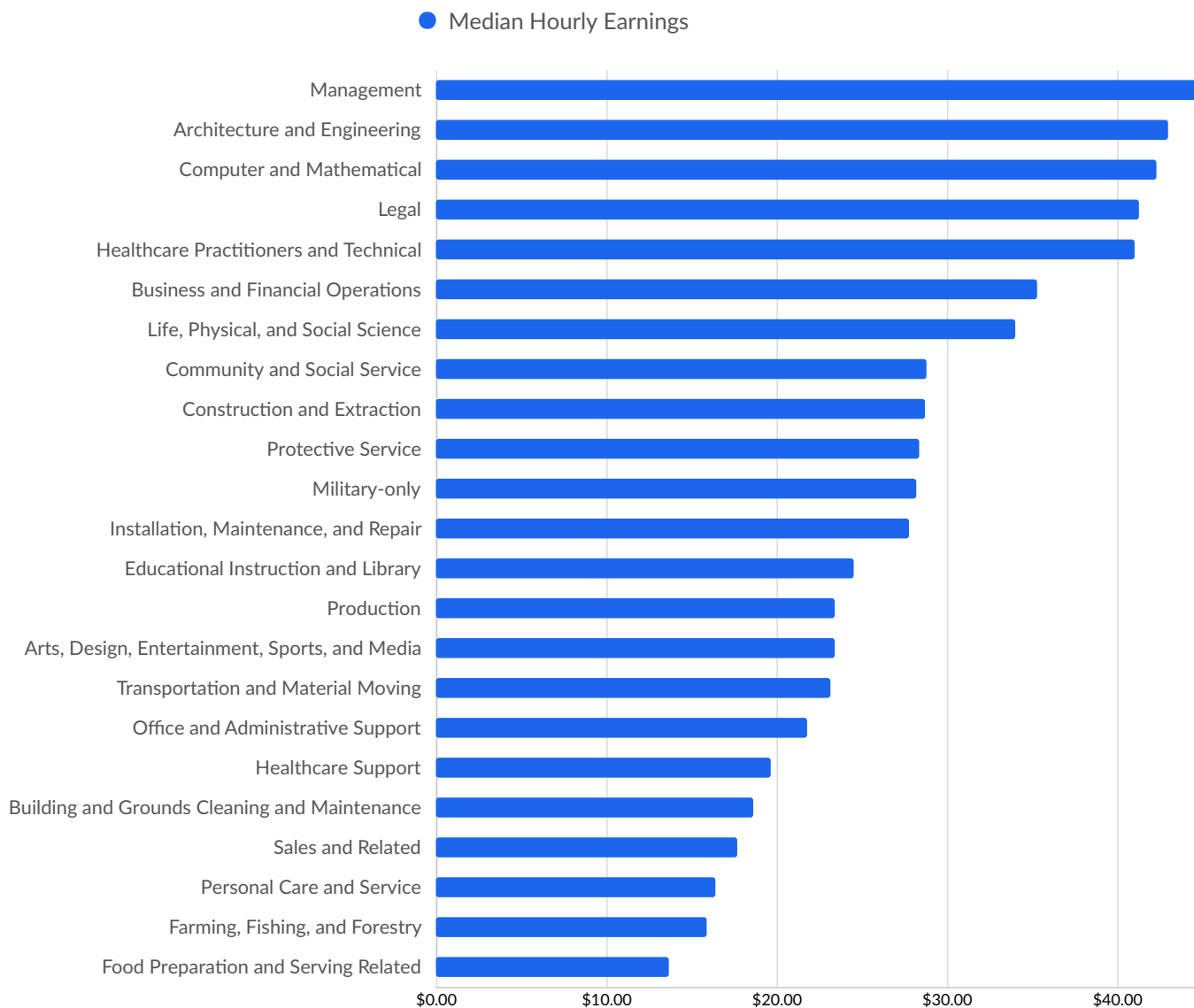
## Top Growing Occupations



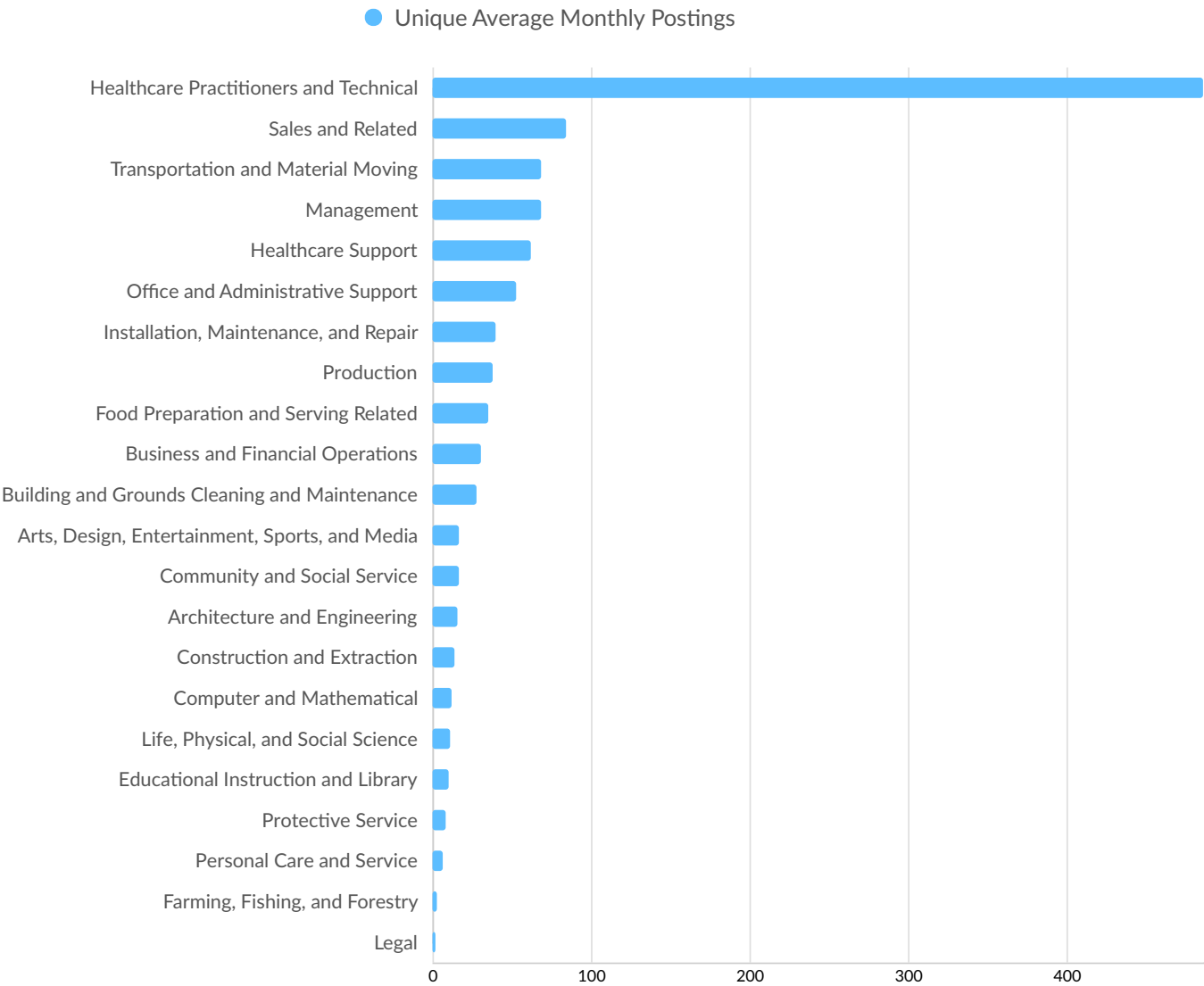
## Top Occupation Employment Concentration



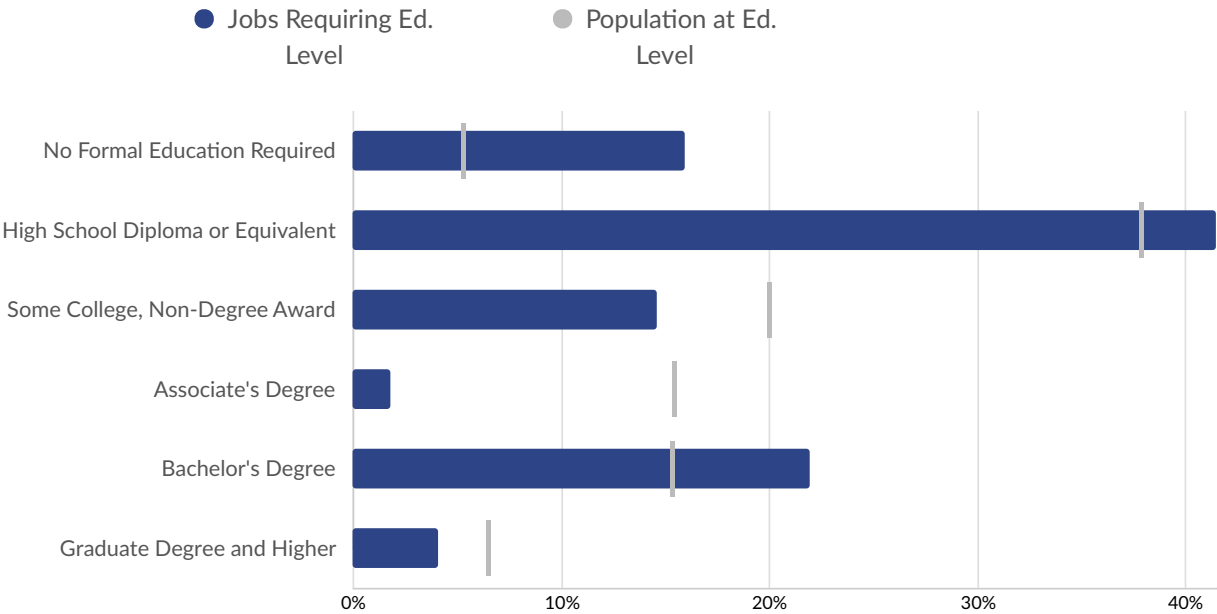
## Top Occupation Earnings



## Top Posted Occupations

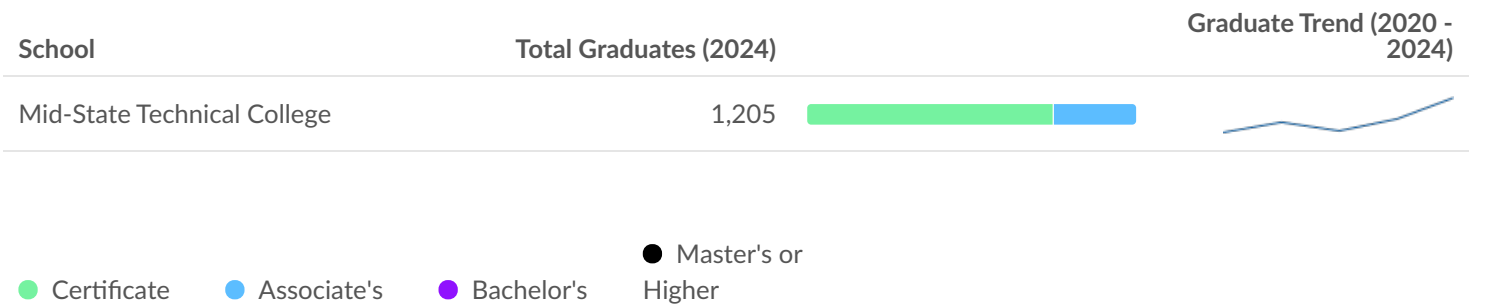


Underemployment



## 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

