

Wood County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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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

74,060

Population (2025)

Population **decreased by 120** over the last 5 years but is projected to **grow by 176** over the next 5 years.

39,469

Total Regional Employment

Jobs **decreased by 895** over the last 5 years and are projected to **decrease by 986** over the next 5 years.

$68.0K

Median Household Income (2024)

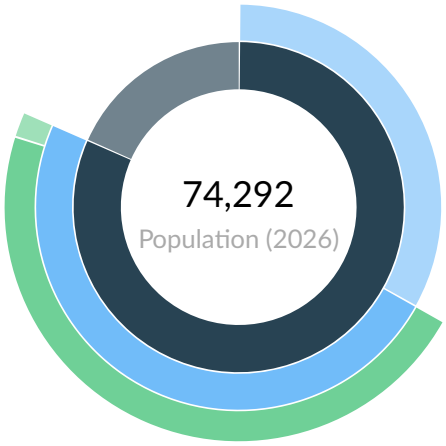
Median household income is **$12.7K below** the national median household income of $80.7K.

Takeaways

- As of 2025 the region's population **declined by 0.2%** since 2020, falling by 120. Population is expected to **increase by 0.2%** between 2025 and 2030, adding 176.
- From 2020 to 2025, jobs **declined by 2.2%** in Wood County, WI from 40,364 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 62.5% to 58.0% between 2020 and 2025**.
- Concerning educational attainment, **15.2% of Wood County, WI residents possess a Bachelor's Degree** (6.6% below the national average), and **15.4% hold an Associate's Degree** (6.6% 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 (Jul 2026)	Jobs (2025)	Cost of Living	GRP	Imports	Exports
Region	74,292	36,040	39,469	99.1	$5.31B	$6.28B	$6.00B
State	5,995,935	3,191,892	3,272,992	100.3	$465.83B	$405.24B	$440.26B

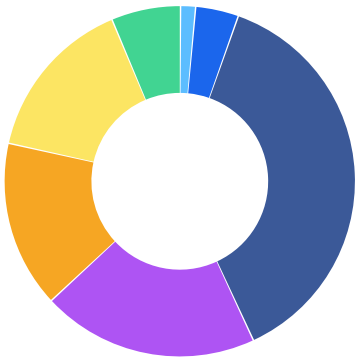
Jul 2026 Labor Force Breakdown



	Population
16+ Civilian Non-Institutionalized Population	60,591
Not in Labor Force (16+)	24,551
Labor Force	36,040
Employed	34,726
Unemployed	1,314
Under 16, Military, and institutionalized Population	13,701

Educational Attainment

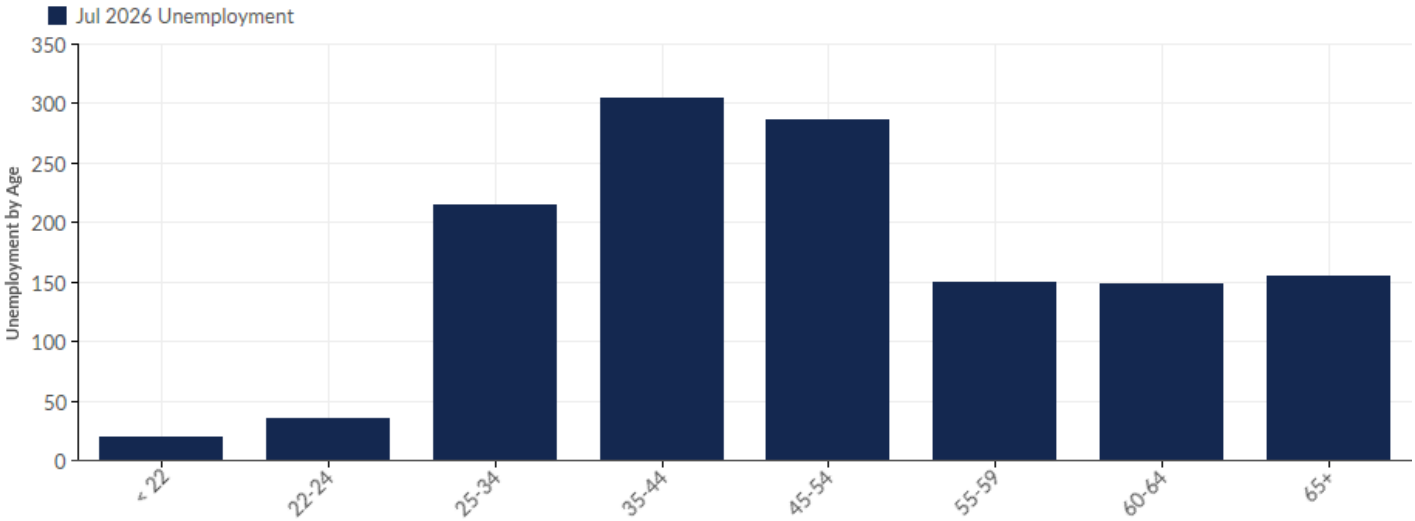
Concerning educational attainment, **15.2% of Wood County, WI residents possess a Bachelor's Degree** (6.6% below the national average), and **15.4% hold an Associate's Degree** (6.6% above the national average).



	% of Population	Population
Less Than 9th Grade	1.4%	742
9th Grade to 12th Grade	4.0%	2,131
High School Diploma	37.7%	20,224
Some College	20.0%	10,731
Associate's Degree	15.4%	8,263
Bachelor's Degree	15.2%	8,160
Graduate Degree and Higher	6.4%	3,430

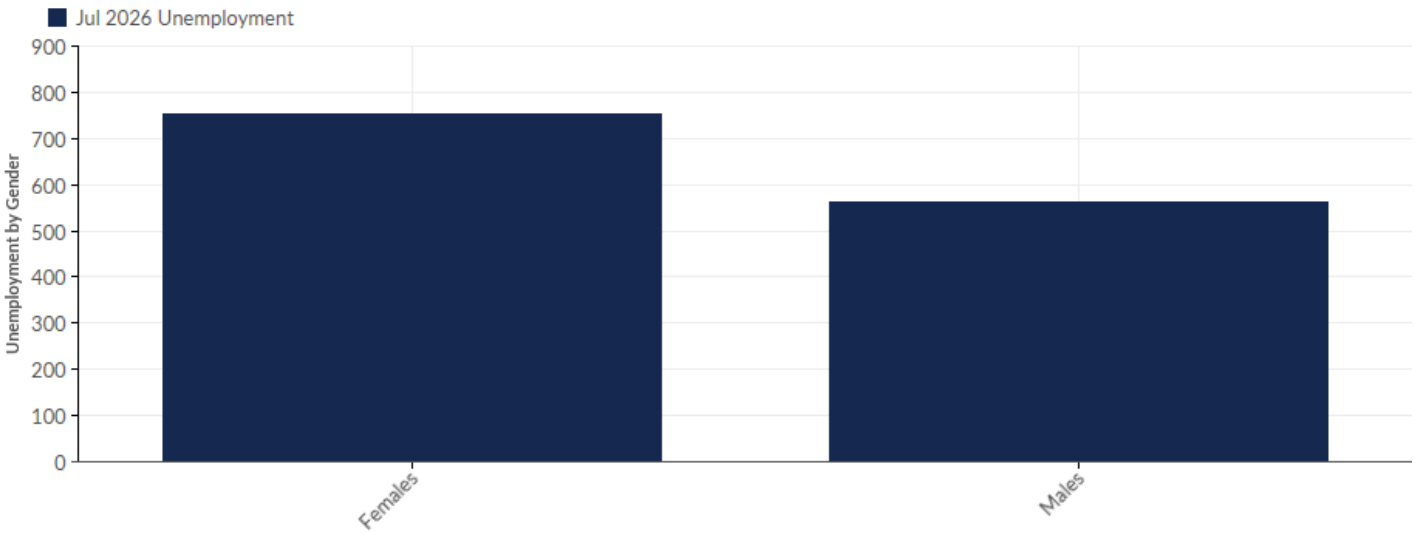
Unemployment by Demographics

Unemployment by Age



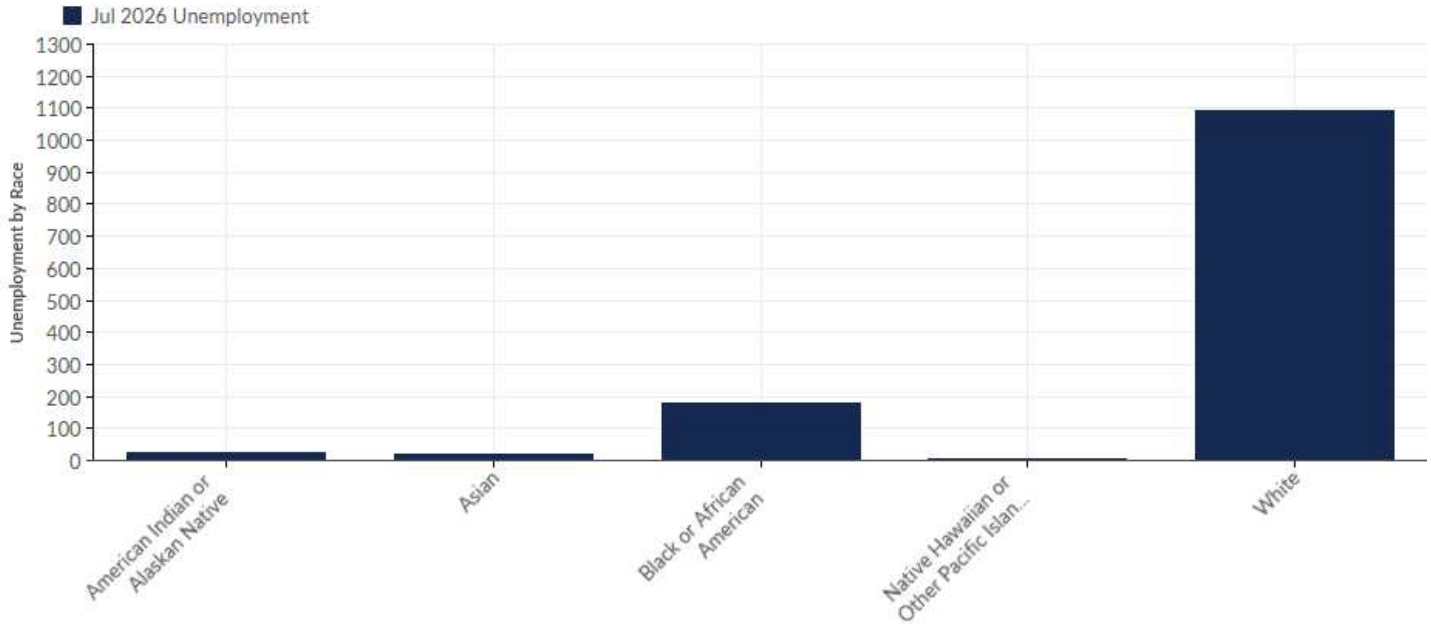
Age		Unemployment (Jul 2026)	% of Unemployed
< 22		20	1.52%
22-24		35	2.66%
25-34		215	16.36%
35-44		304	23.14%
45-54		286	21.77%
55-59		150	11.42%
60-64		148	11.26%
65+		155	11.80%
	Total	1,314	100.00%

Unemployment by Gender



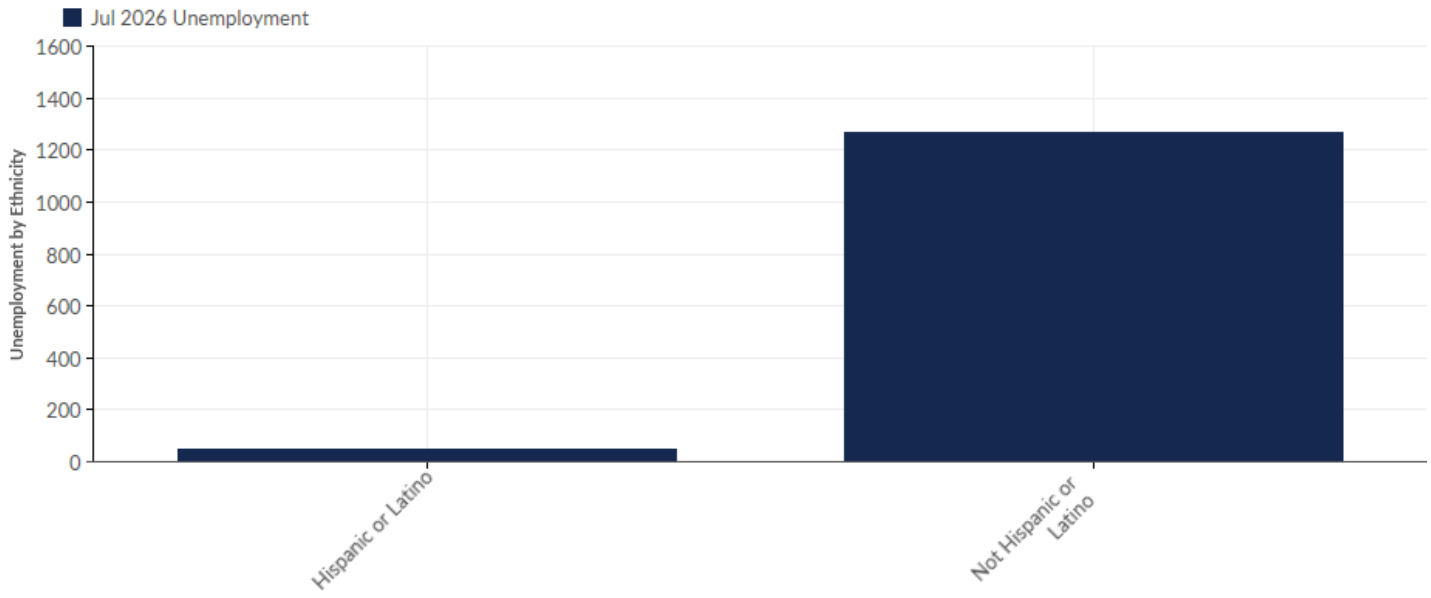
Gender		Unemployment (Jul 2026)	% of Unemployed
Females		752	57.23%
Males		562	42.77%
	Total	1,314	100.00%

Unemployment by Race



Race	Unemployment (Jul 2026)	% of Unemployed
American Indian or Alaskan Native	22	1.67%
Asian	18	1.37%
Black or African American	180	13.70%
Native Hawaiian or Other Pacific Islander	3	0.23%
White	1,090	82.95%
Total	1,314	100.00%

Unemployment by Ethnicity

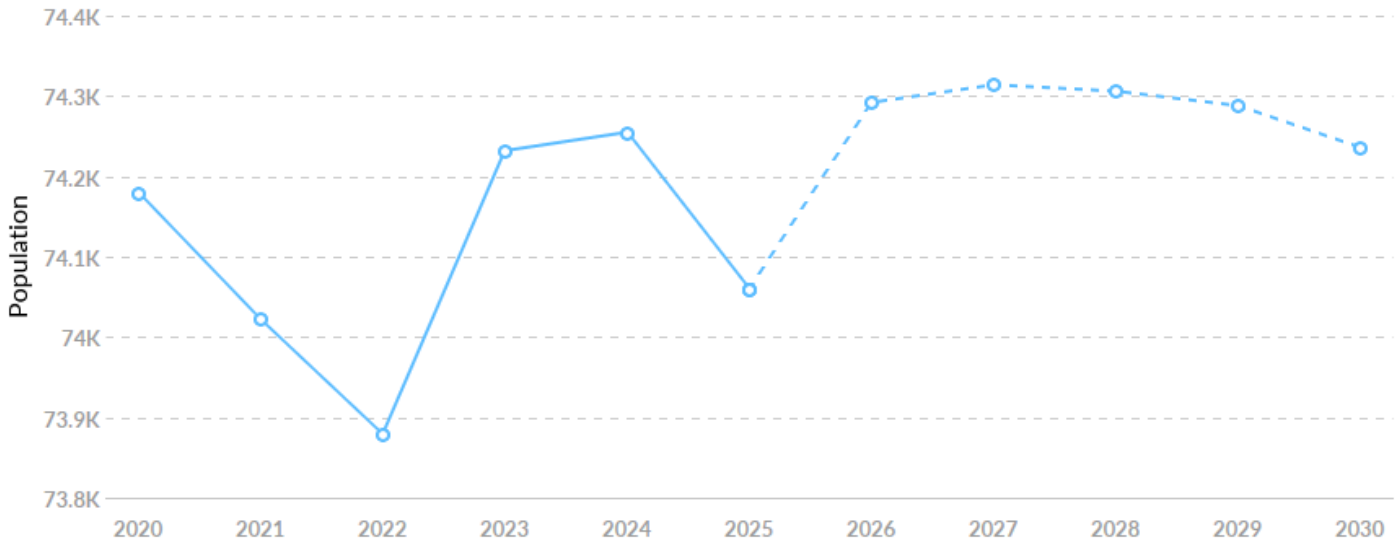


Ethnicity		Unemployment (Jul 2026)	% of Unemployed
Hispanic or Latino		47	3.58%
Not Hispanic or Latino		1,267	96.42%
	Total	1,314	100.00%

Historic & Projected Trends

Population Trends

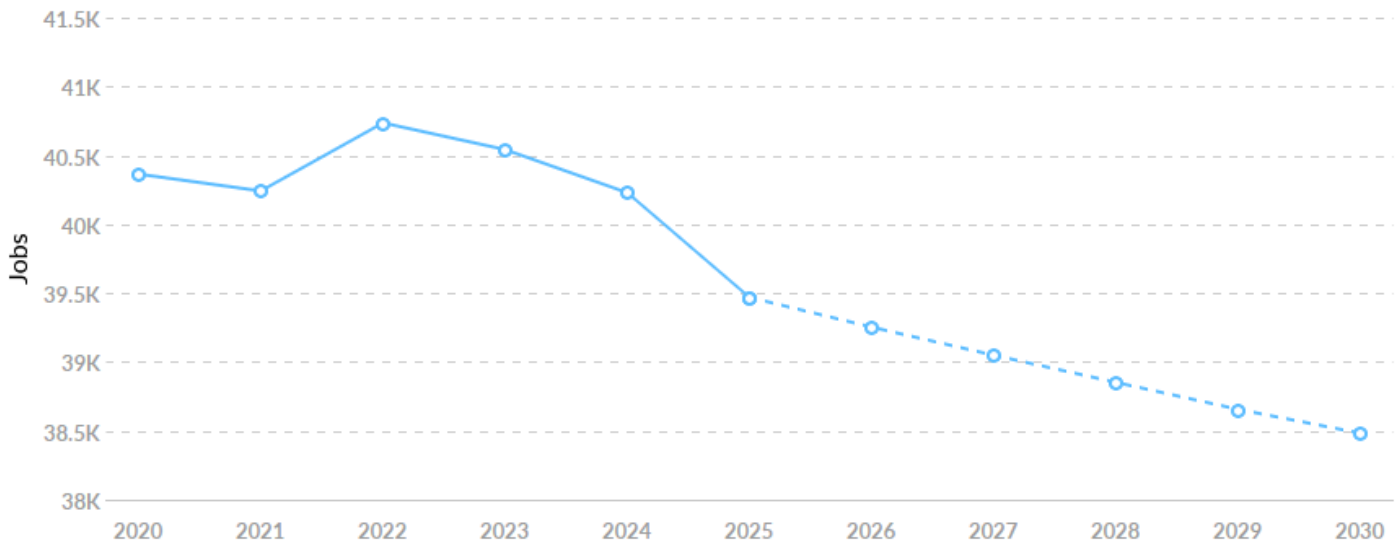
As of 2025 the region's population **declined by 0.2%** since 2020, falling by 120. Population is expected to **increase by 0.2%** between 2025 and 2030, adding 176.



Timeframe	Population
2020	74,180
2021	74,022
2022	73,879
2023	74,232
2024	74,255
2025	74,060
2026	74,292
2027	74,314
2028	74,306
2029	74,288
2030	74,236

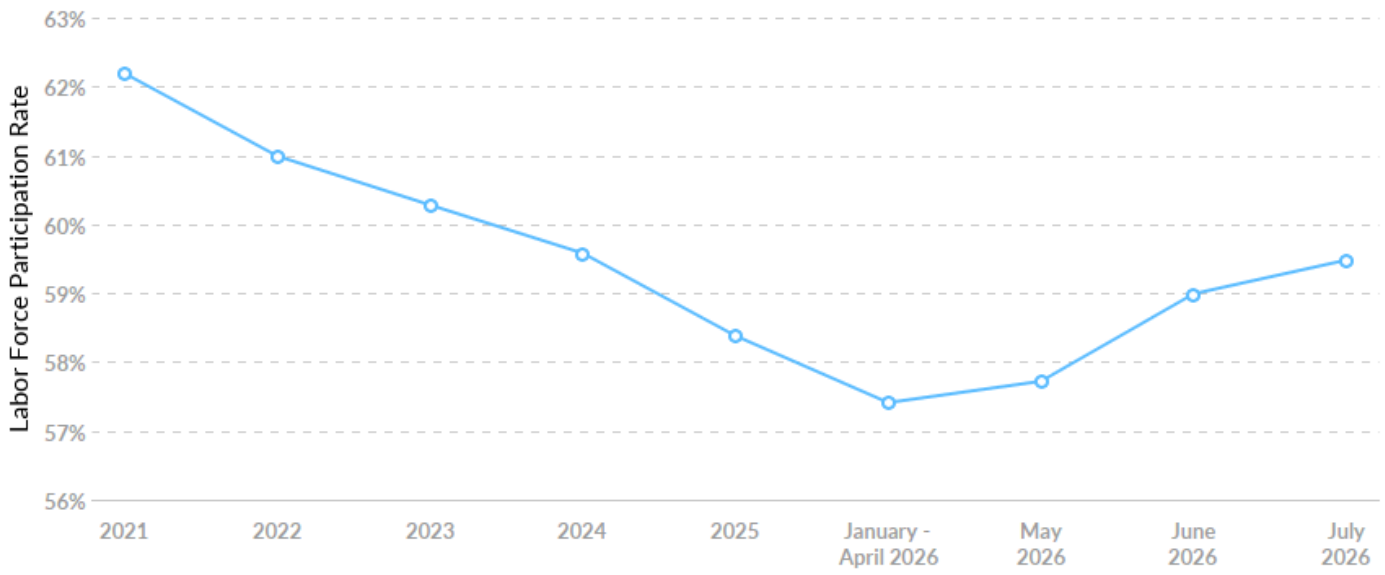
Job Trends

From 2020 to 2025, jobs **declined by 2.2%** in Wood County, WI from 40,364 to **39,469**. This change **fell short of the national growth rate of 10.7% by 12.9%**.



Timeframe	Jobs
2020	40,364
2021	40,242
2022	40,736
2023	40,542
2024	40,229
2025	39,469
2026	39,253
2027	39,049
2028	38,852
2029	38,656
2030	38,483

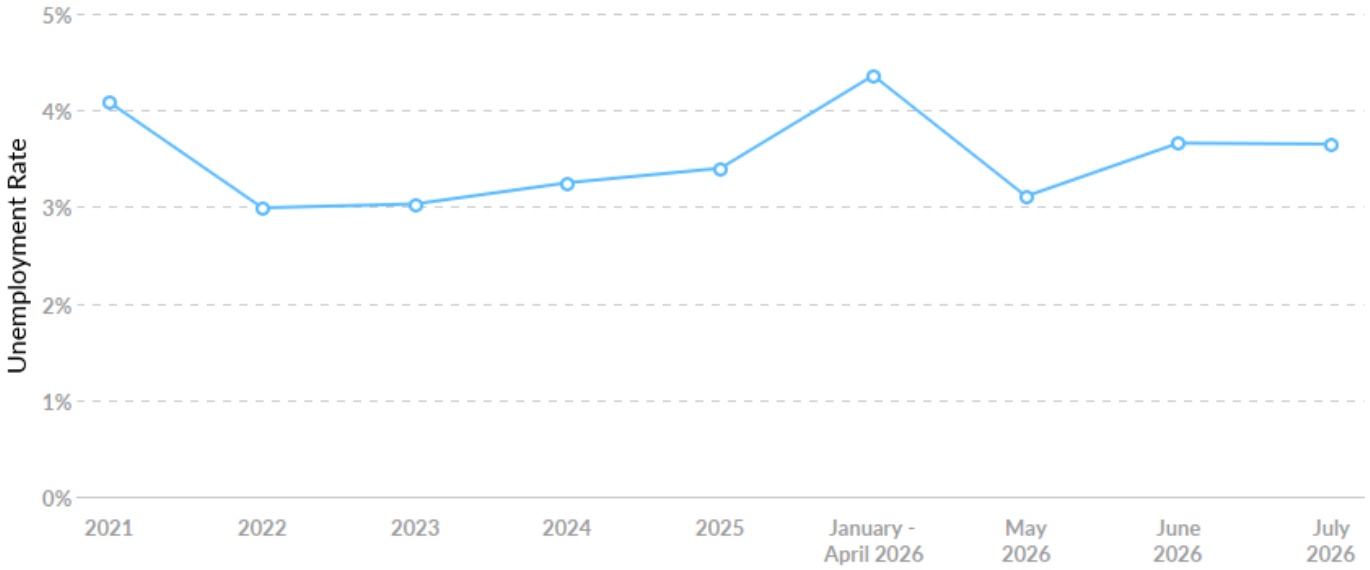
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2021	62.19%
2022	60.99%
2023	60.28%
2024	59.58%
2025	58.38%
January - April 2026	57.41%
May 2026	57.72%
June 2026	58.99%
July 2026	59.48%

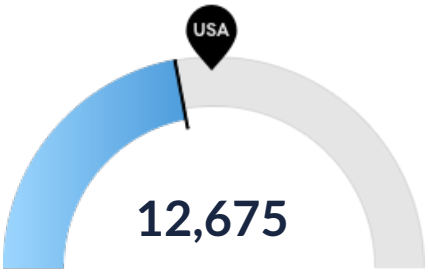
Unemployment Rate Trends

Wood County, WI had a July 2026 unemployment rate of 3.65%, **decreasing from 4.08%** 5 years before.



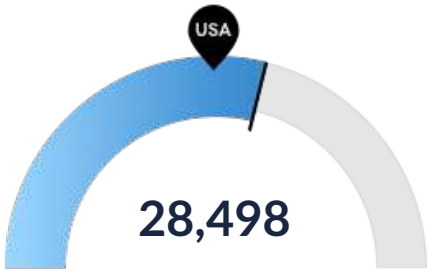
Timeframe	Unemployment Rate
2021	4.08%
2022	2.99%
2023	3.03%
2024	3.25%
2025	3.40%
January - April 2026	4.36%
May 2026	3.11%
June 2026	3.66%
July 2026	3.65%

Population Characteristics



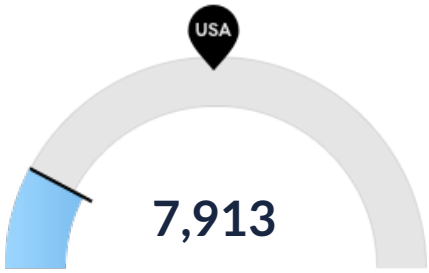
Millennials

Wood County, WI has 12,675 millennials (ages 25-39). The national average for an area this size is 15,111.



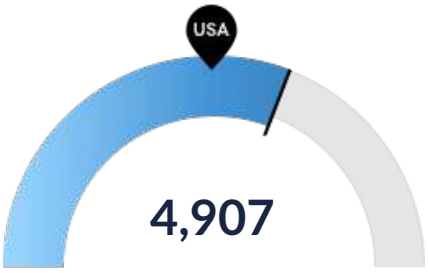
Retiring Soon

Retirement risk is high in Wood County, WI. The national average for an area this size is 22,927 people 55 or older, while there are 28,498 here.



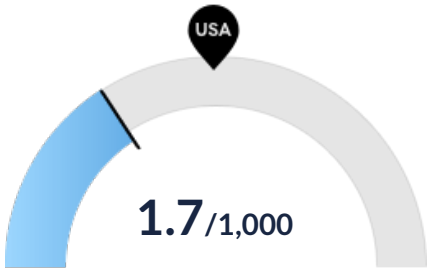
Racial Diversity

Racial diversity is low in Wood County, WI. The national average for an area this size is 32,507 racially diverse people, while there are 7,913 here.



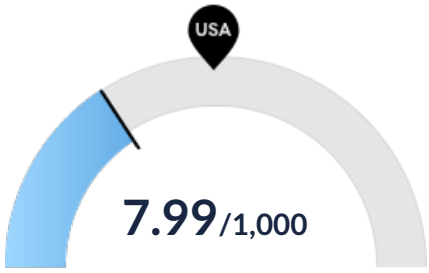
Veterans

Wood County, WI has 4,907 veterans. The national average for an area this size is 3,535.



Violent Crime

Wood County, WI has 1.7 violent crimes per 1,000 people. The national rate is 3.1 per 1,000 people.

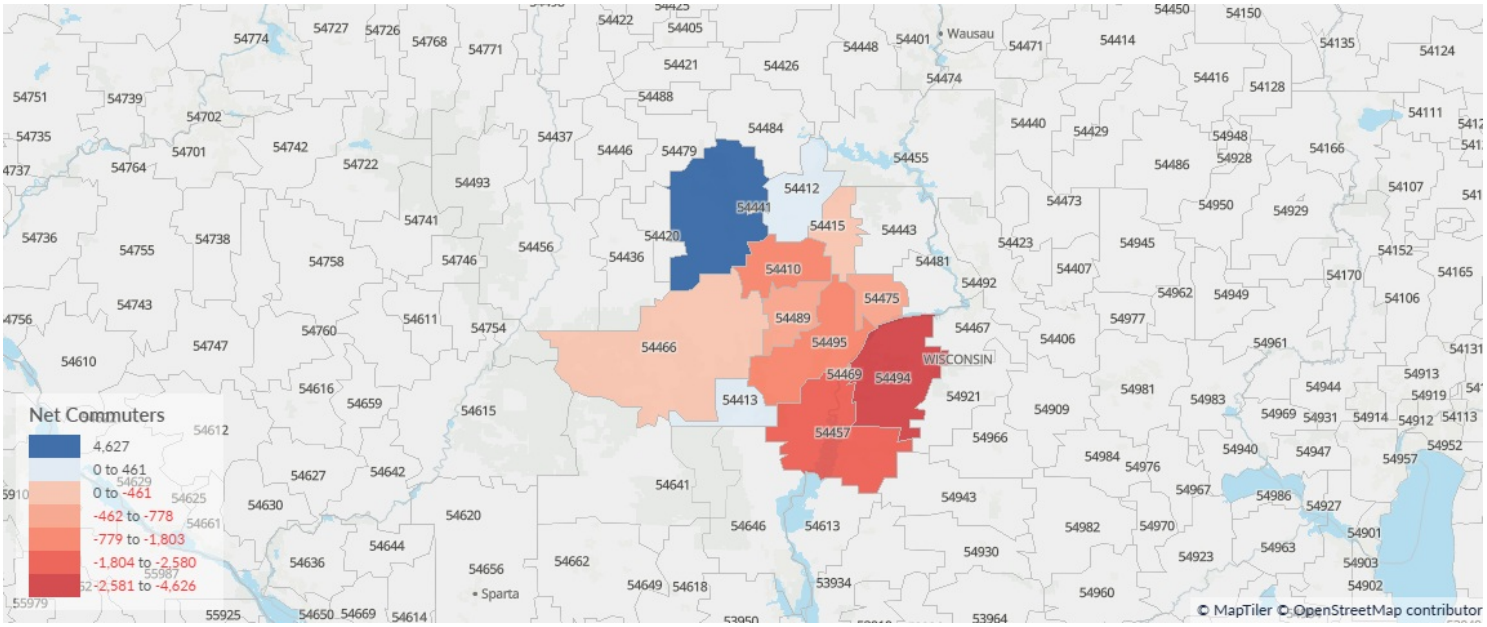


Property Crime

Wood County, WI has 7.99 property crimes per 1,000 people. The national rate is 14.58 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...	17,209
54494	Wisconsin Rapids, WI (i...	11,369
54495	Wisconsin Rapids, WI (i...	3,147
54457	Nekoosa, WI (in Wood c...	2,648
54466	Pittsville, WI (in Wood c...	1,346

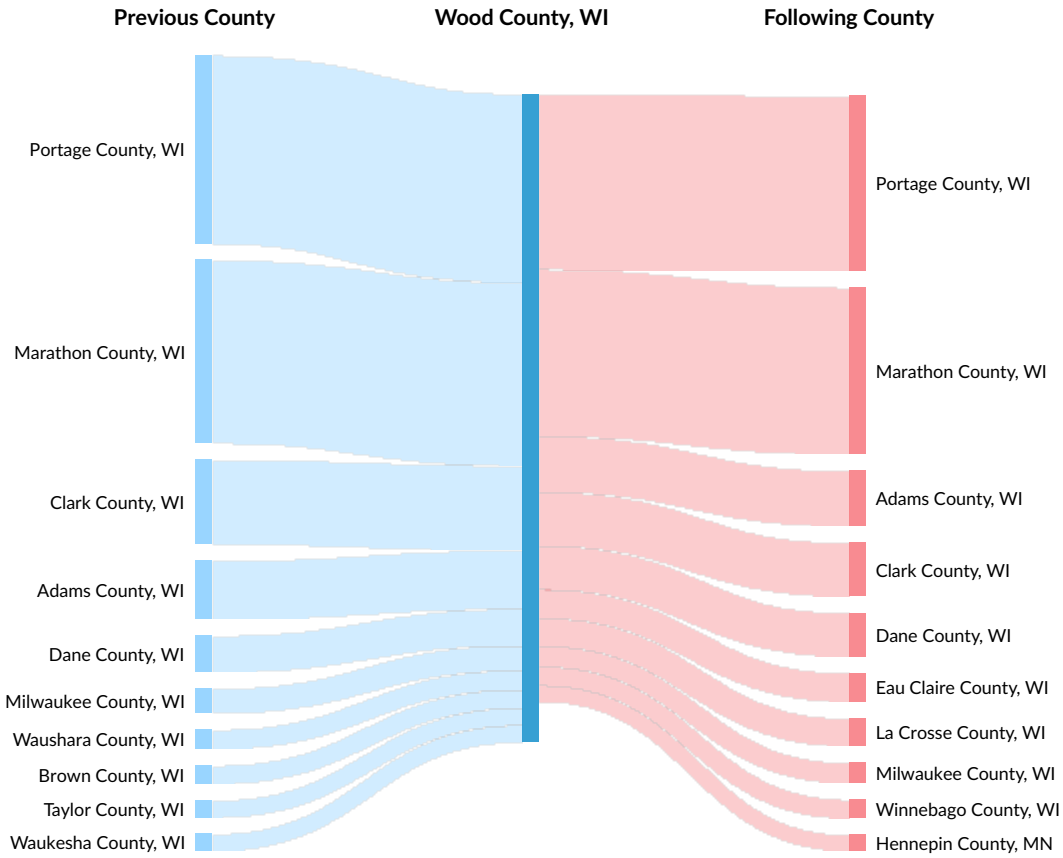
Where Talent Lives

ZIP	Name	2025 Workers
54494	Wisconsin Rapids, WI (i...	13,950
54449	Marshfield, WI (in Woo...	12,582
54457	Nekoosa, WI (in Wood c...	4,452
54495	Wisconsin Rapids, WI (i...	4,072
54466	Pittsville, WI (in Wood c...	1,549

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.



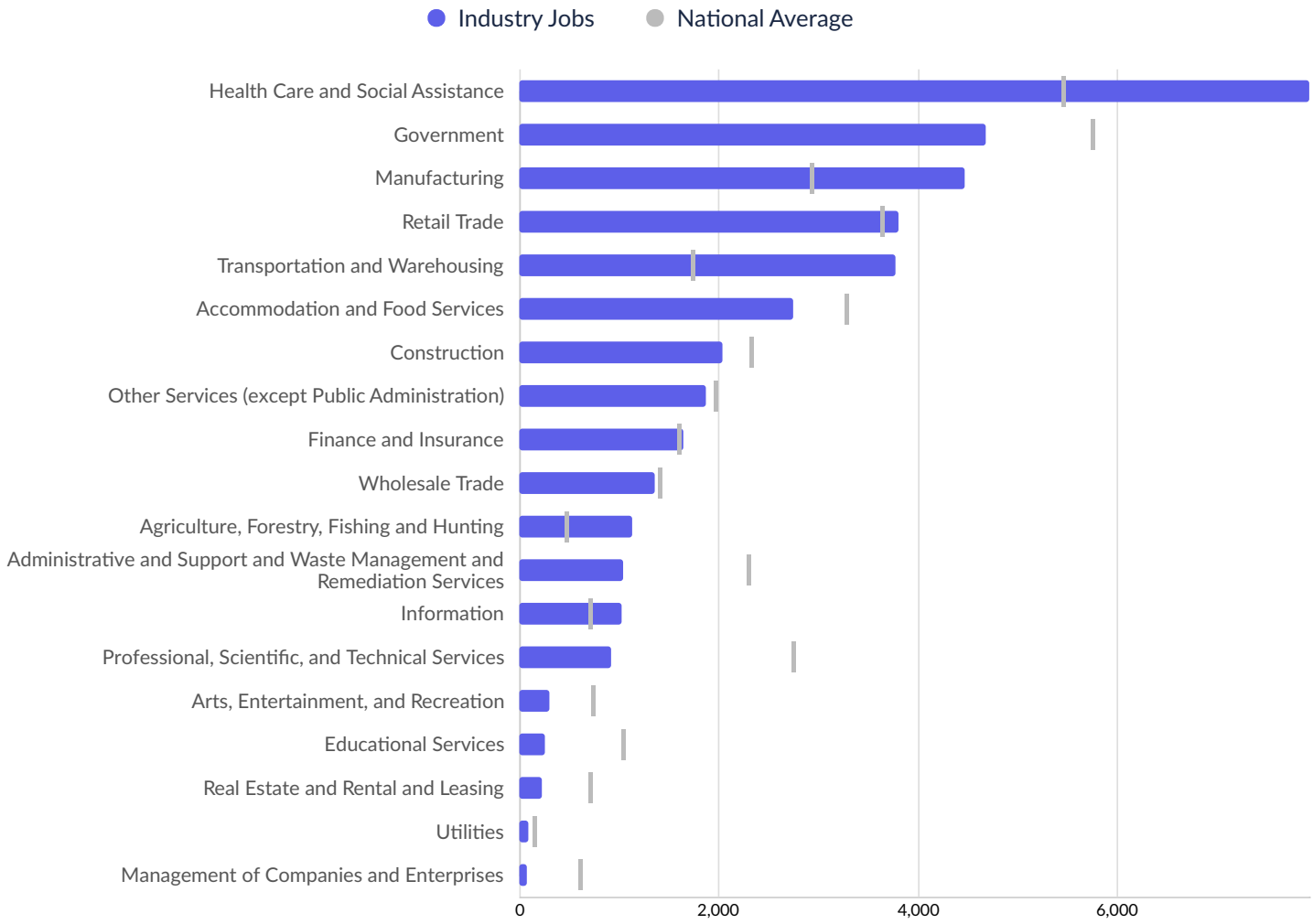
Top Previous Counties	Migrations
Portage County, WI	411
Marathon County, WI	399
Clark County, WI	184
Adams County, WI	127
Dane County, WI	80
Milwaukee County, WI	54

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

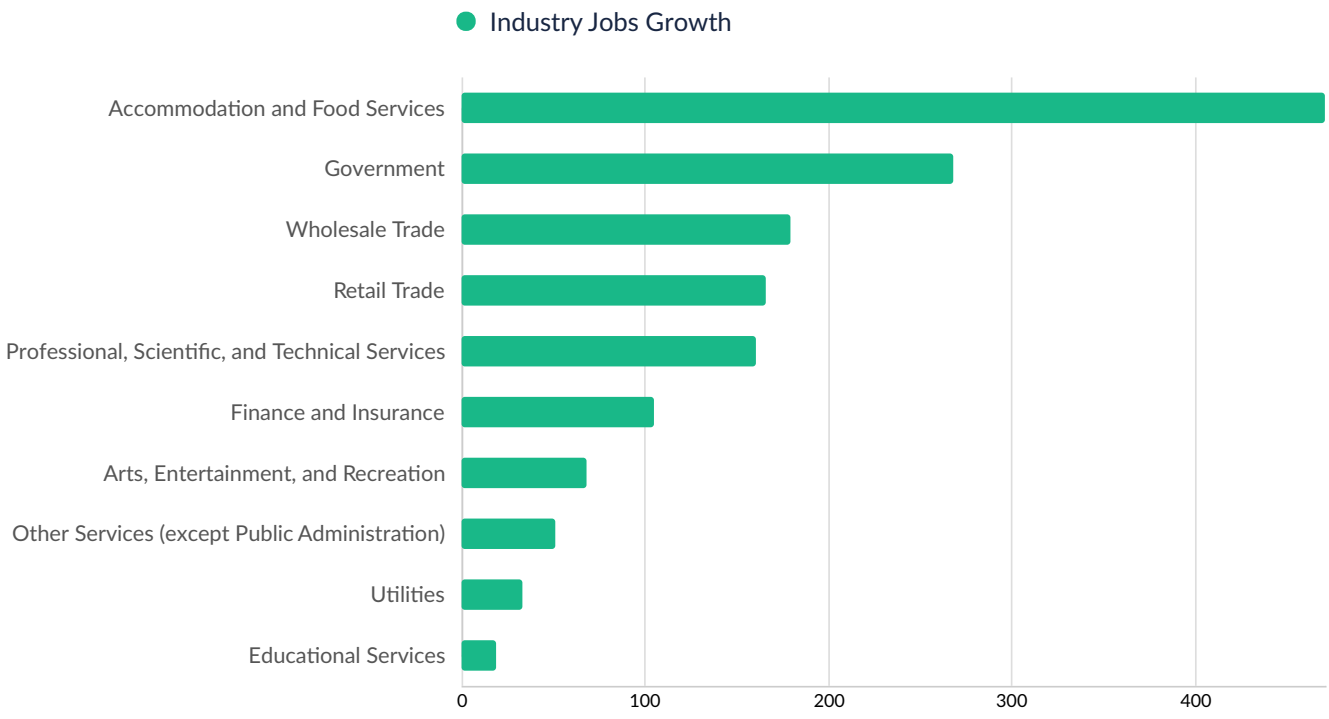
Top Following Counties	Migrations
Portage County, WI	382
Marathon County, WI	364
Adams County, WI	121
Clark County, WI	117
Dane County, WI	95
Eau Claire County, WI	63
La Crosse County, WI	61
Milwaukee County, WI	45
Winnebago County, WI	41
Hennepin County, MN	35
Brown County, WI	35
Juneau County, WI	33
Outagamie County, WI	30
Monroe County, WI	30
Sauk County, WI	27

Industry Characteristics

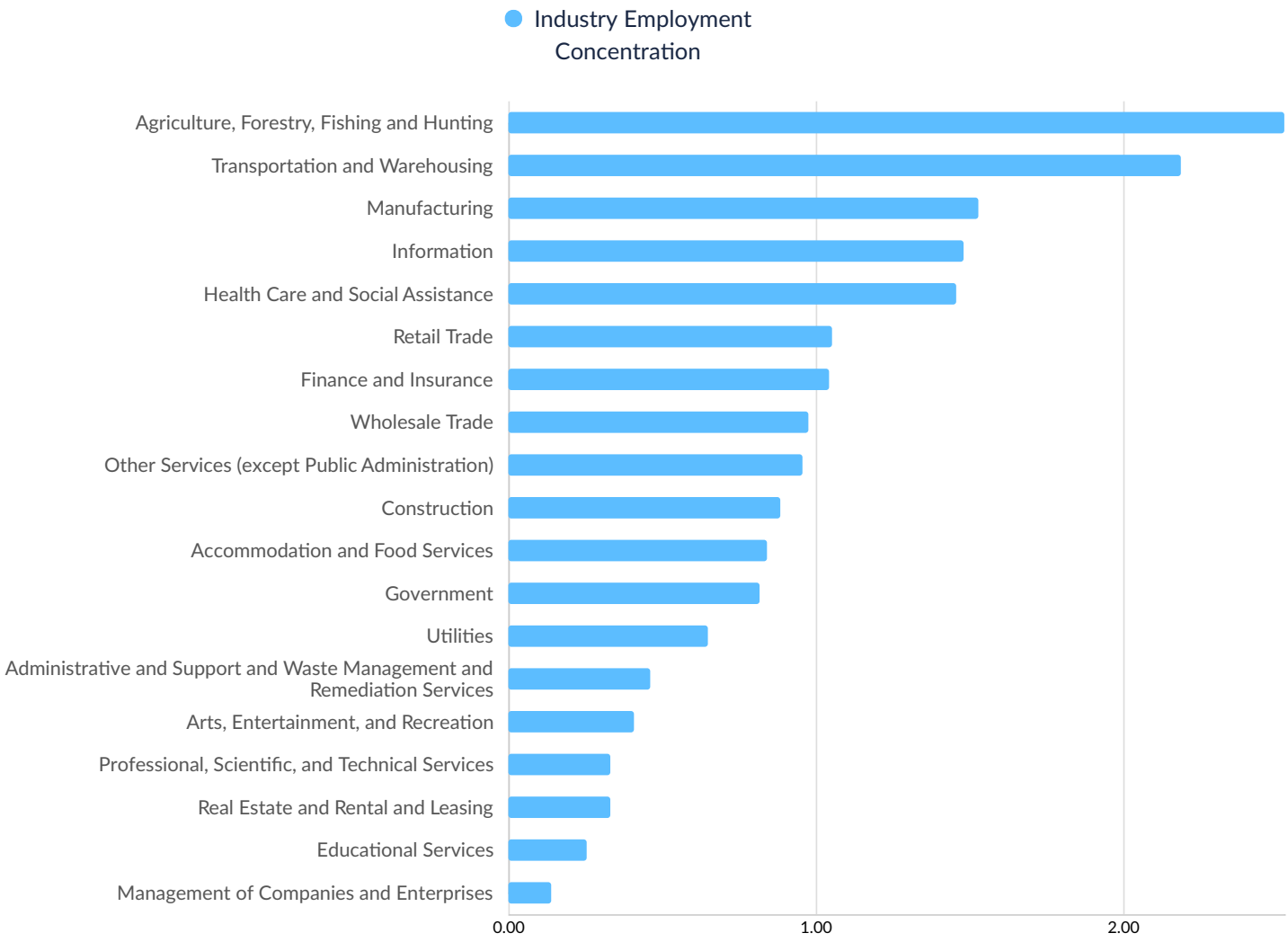
Largest Industries



Top Growing Industries



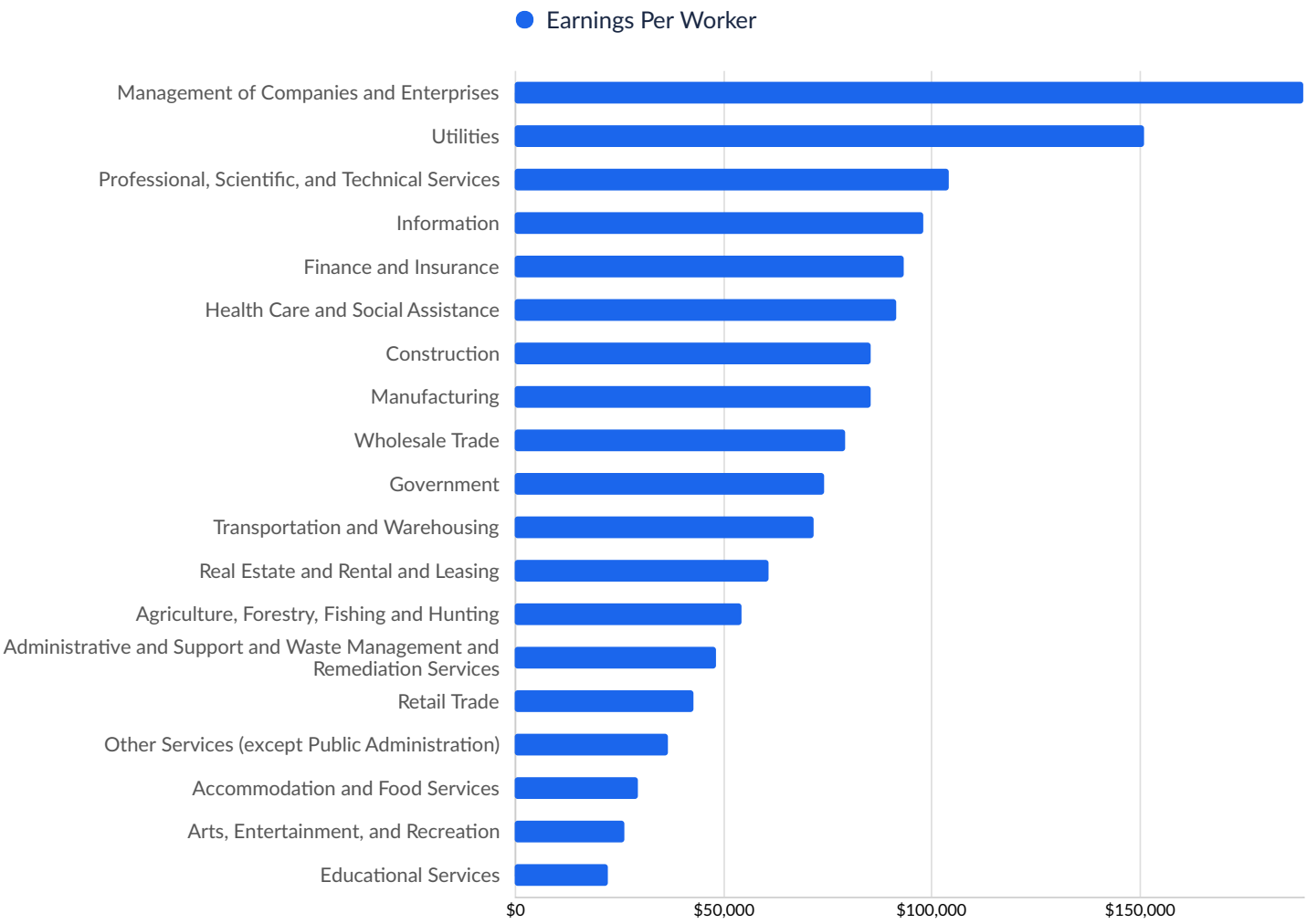
Top Industry Employment Concentration



Top Industry GRP



Top Industry Earnings



Business Characteristics

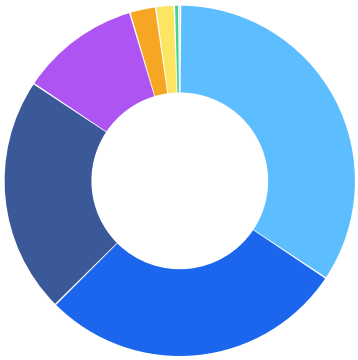
5,902 Companies Employ Your Workers

Online profiles for your workers mention 5,902 companies as employers, with the top 10 appearing below. In the last 12 months, 1,330 companies in Wood County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Marshfield Clinic	1,532
Renaissance Learning	267
Verso Group	232
Mid-State Technical College	205
Aspirus	202
Ministry Health Care	186
Sentry	162
Security Health Plan	156
Roehl Transport	153
Domtar	134

Top Companies Posting	Unique Postings
Marshfield Clinic	1,445
CompHealth	342
Sanford Health	286
Aspirus	282
Weatherby Healthcare	256
Aya Healthcare	206
Soliant Health	155
Vetted Health	147
Titan Medical	125
Pick And Save	120

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.*

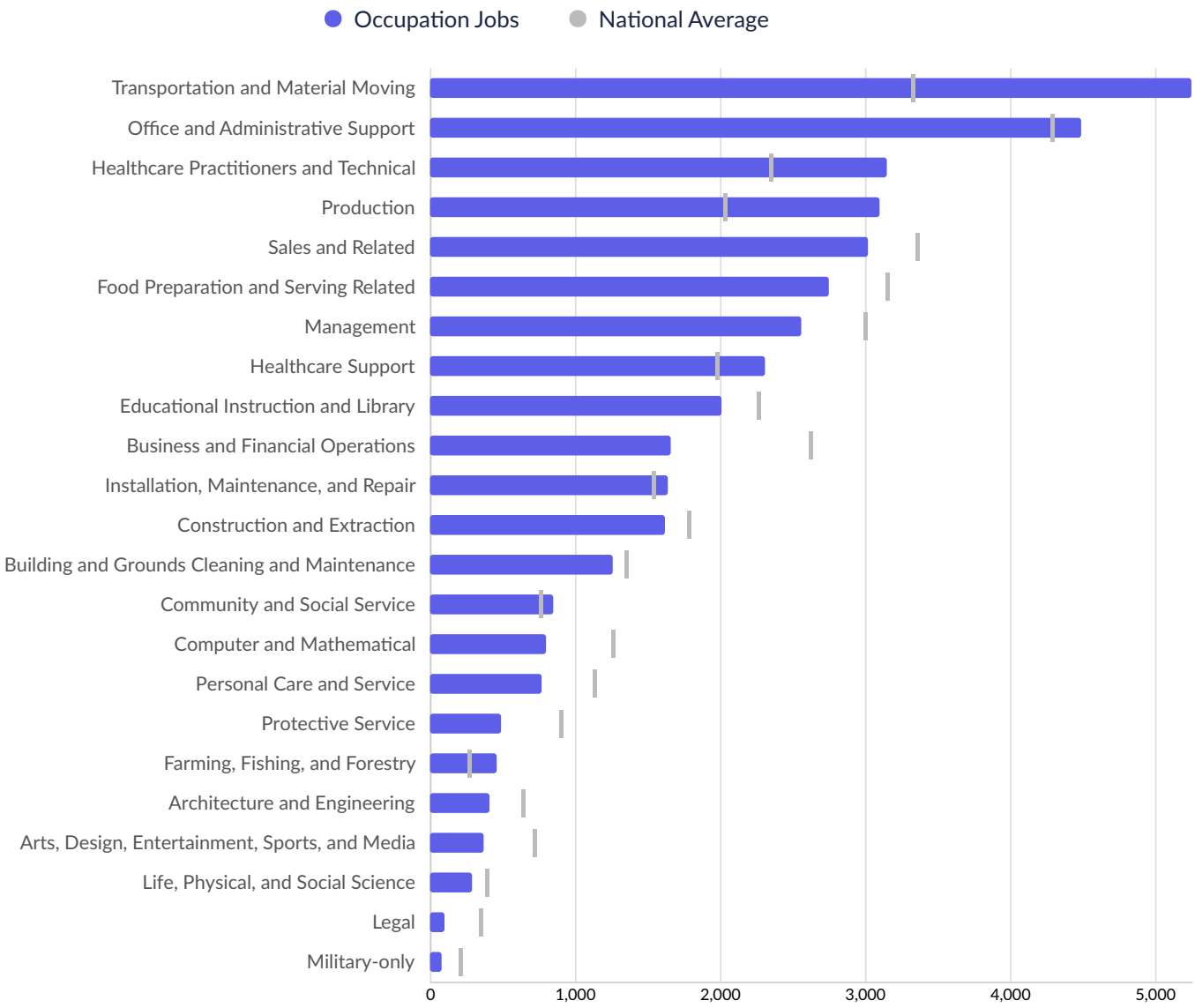
Layoff Activity (Reported WARN Notices)

The table below shows the 50 most recent WARN records for the past 12 months. Since WARN notices can include both new notices and revisions to previously reported notices, duplicate records may be reflected in the table. Layoff data is based on employer-filed WARN notices and does not respond to occupation filters. Please see the knowledge base article to learn more.

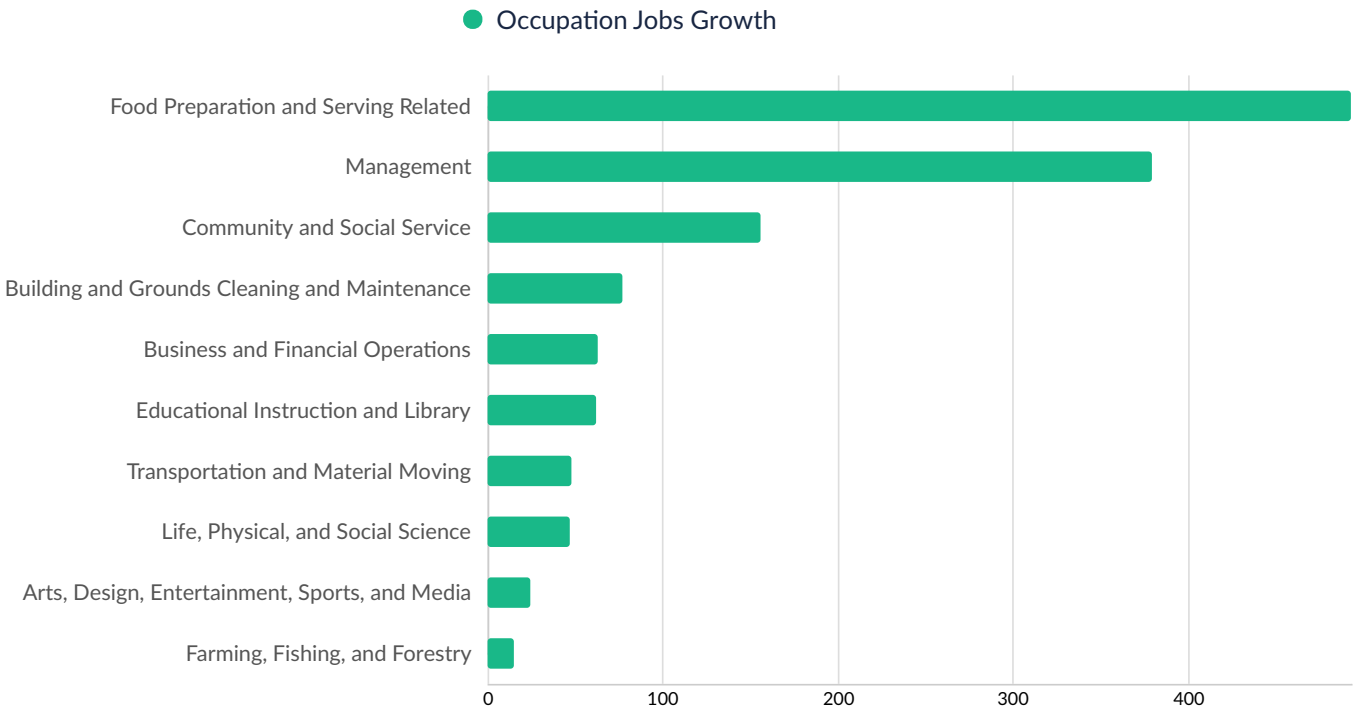
Region	Company	Event Date	Employees Affected
Wood	Foremost Farms USA	08-24-2026	68
Wood	Prince	12-19-2025	80

Workforce Characteristics

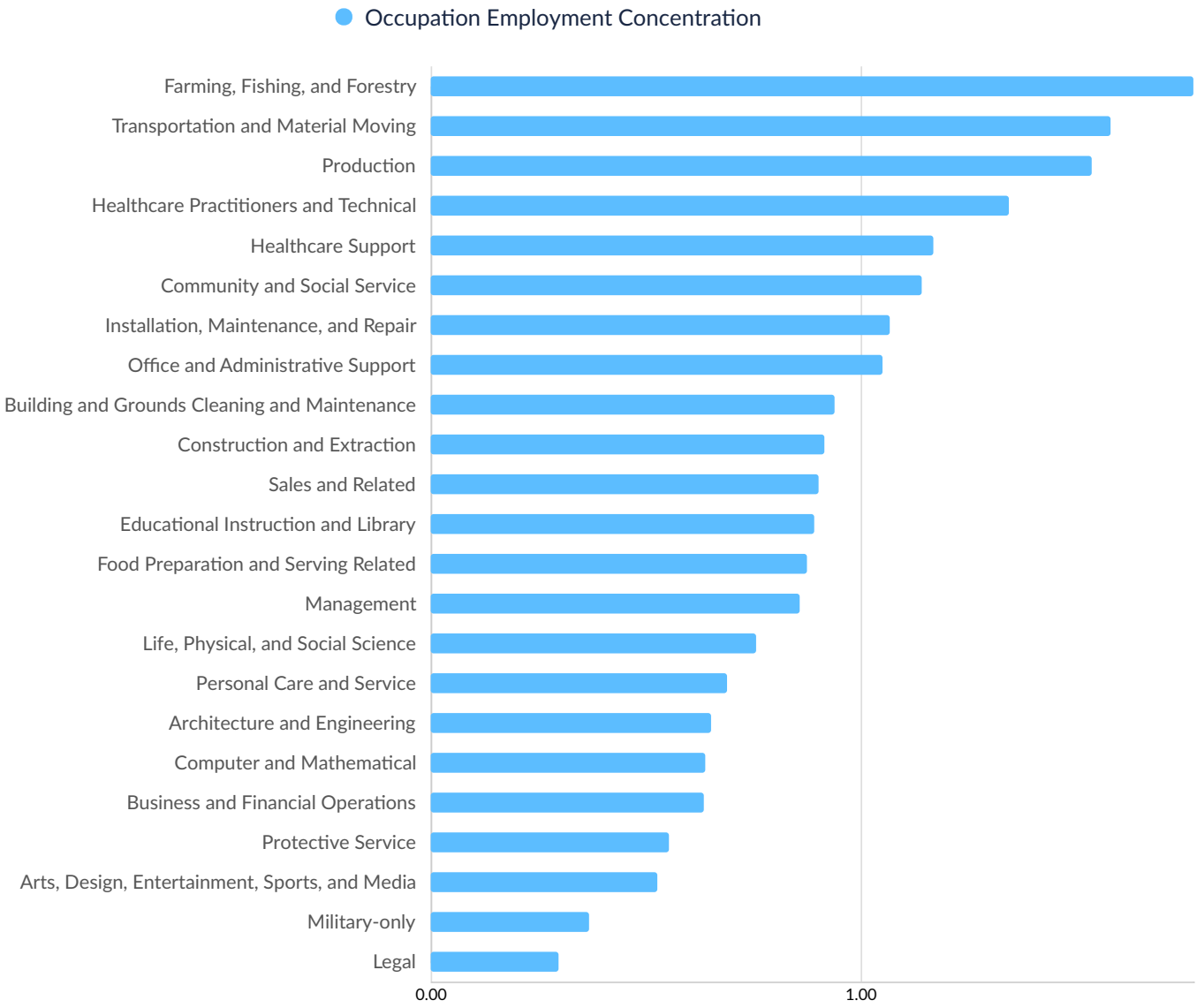
Largest Occupations



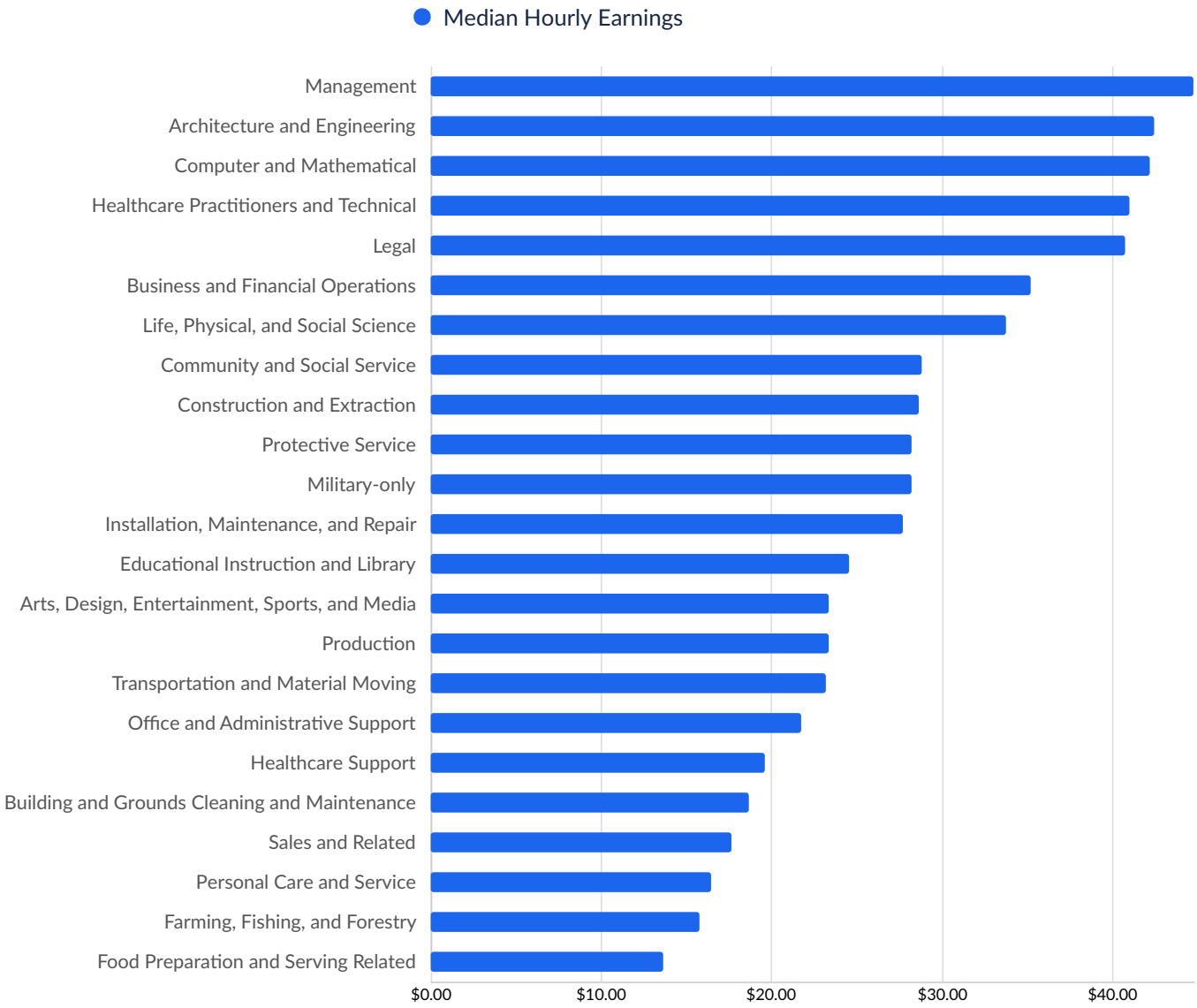
Top Growing Occupations



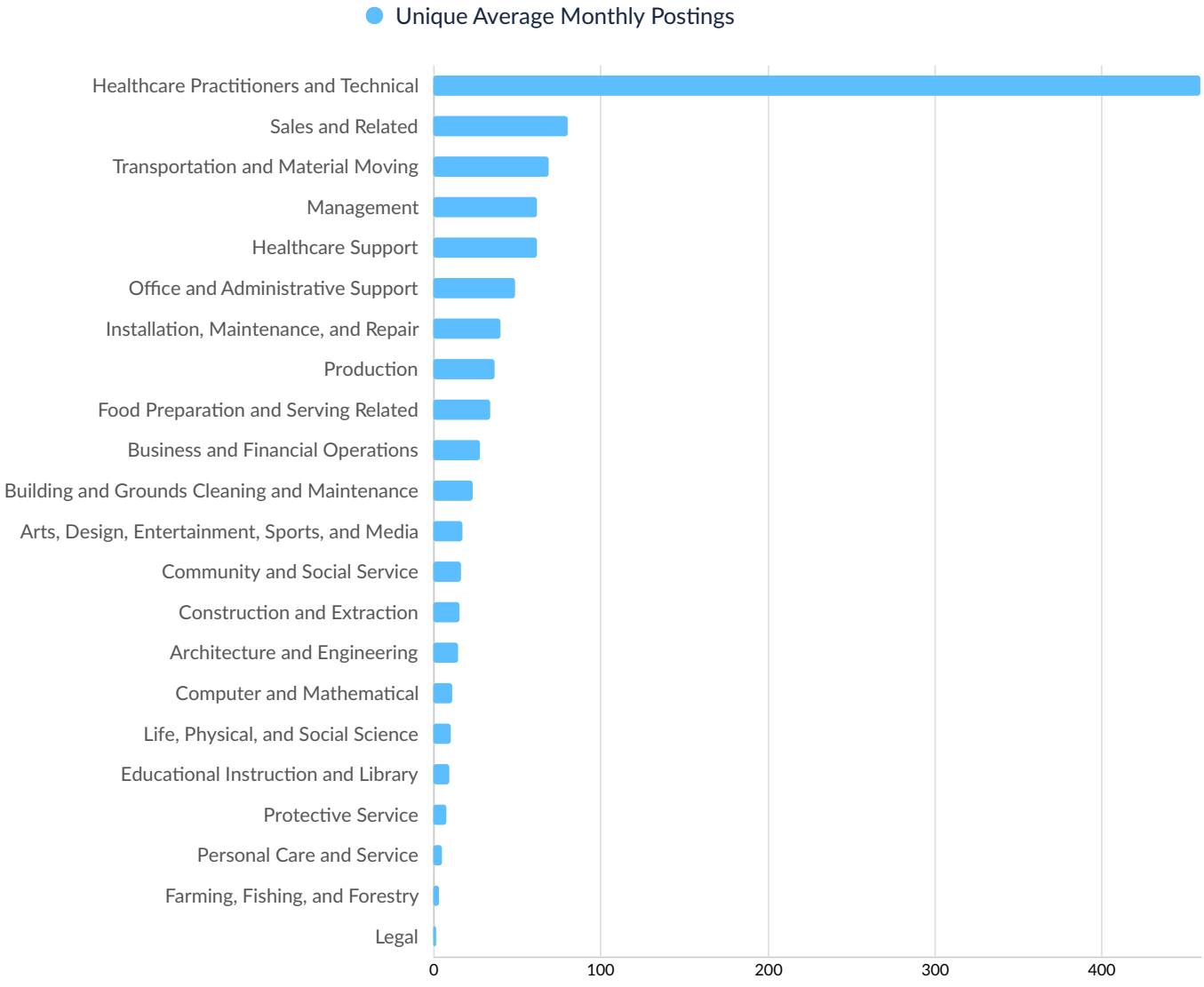
Top Occupation Employment Concentration



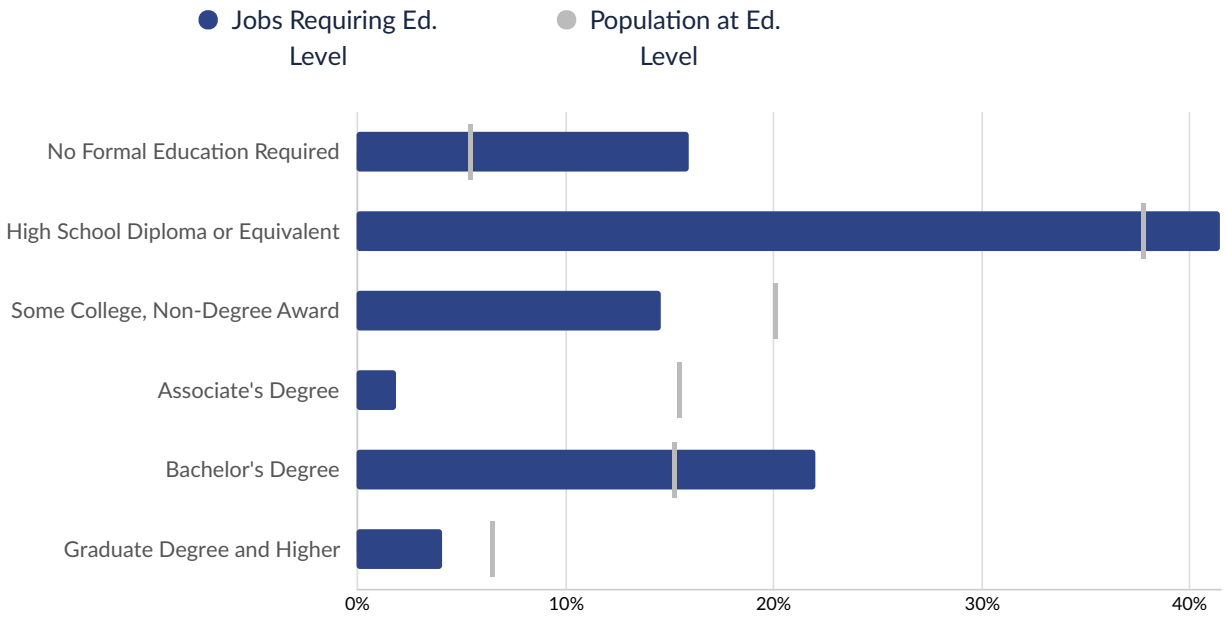
Top Occupation Earnings



Top Posted Occupations



Underemployment



Educational Pipeline

In 2025, there were 1,185 graduates in Wood County, WI. This pipeline has grown by 23% 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).

School	Total Graduates (2025)	Graduate Trend (2021 - 2025)
Mid-State Technical College	1,185	



In-Demand Skills

