



Wisconsin Rapids Profile

Wisconsin Rapids, Wisconsin

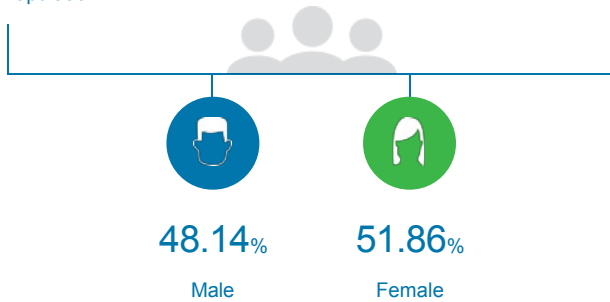
Community Profile

People

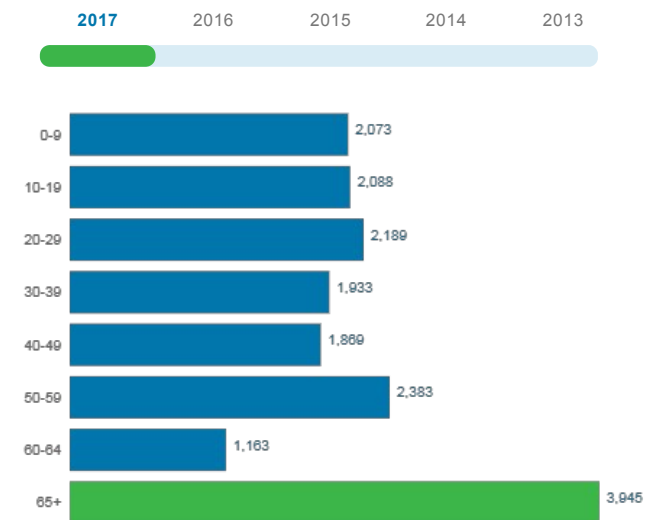
The total population of Wisconsin Rapids is 17,641. The median age is 41.98

17,641

Total Population



Age Distribution



Median Age

42

Educational Attainment



The majority of the population in Wisconsin Rapids has a high school degree, and 28.86% have a college degree.



< Grade 9
2.45%



Grade 9-12
4.74%



High School
39.54%



Some College
24.42%



Assoc Degree
12.85%



Bach Degree
11.53%



Grad Degree
4.48%



offer Associate's Degree or Certificate



offer Bachelor's Degree or Higher

Labor Force



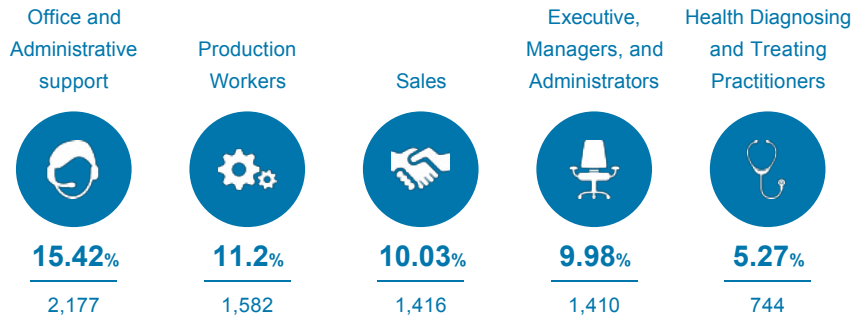
Wisconsin Rapids has a labor force of 8,903 people.

8,903

Labor Force

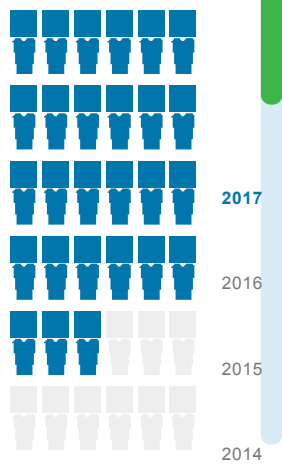
Talent

Where are the top jobs by occupation?



Total Employees

14,122



The work distribution of total employees in Wisconsin Rapids is:



Total Establishments

1,267

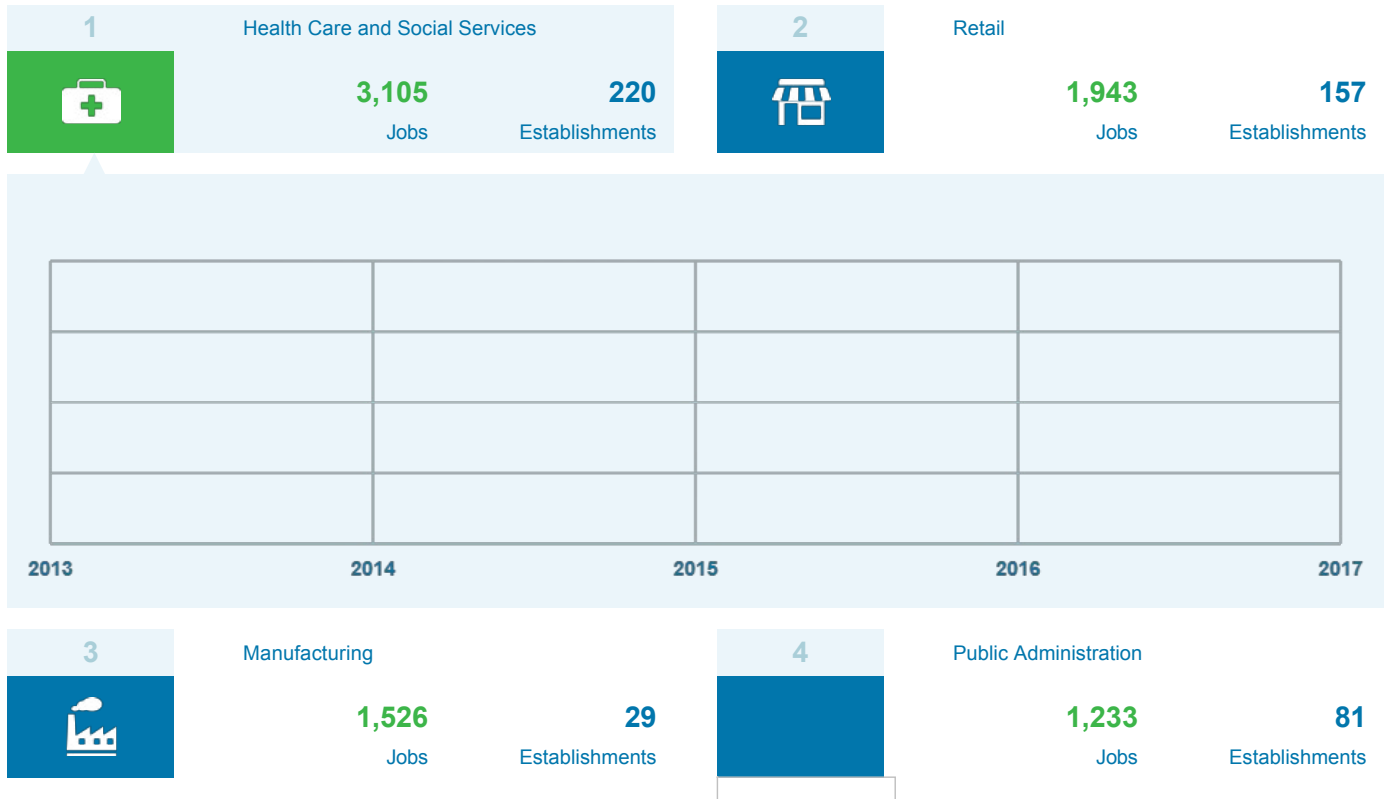


Businesses and Jobs



Wisconsin Rapids has a total of 1,267 businesses. In 2017, the leading industries in Wisconsin Rapids were Health Care and Social Services, Retail, Manufacturing, and Public Administration.

What are the top industries by jobs?



How many employees do businesses in Wisconsin Rapids have?

1-4
Employees



Income and Spending



Households in Wisconsin Rapids earn a median yearly income of \$41,500. 33.68% of the households earn more than the national average each year. Household expenditures average \$45,037 per year. The majority of earnings get spent on Shelter, Transportation, Food and Beverages, Health Care, and Utilities.

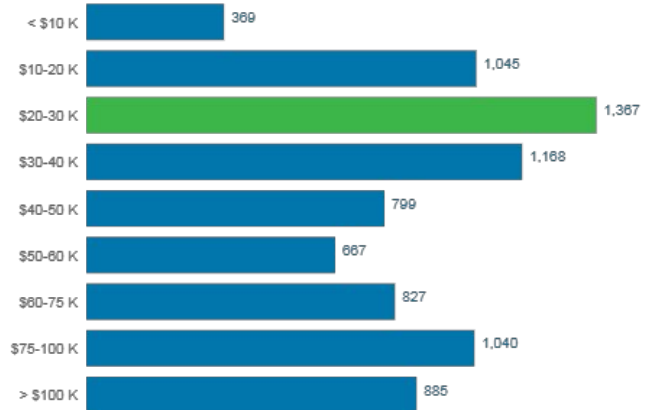


\$41,500

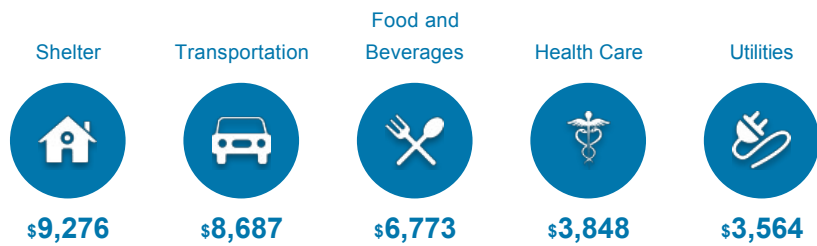
Median Household Income

23% less than the county
30% less than the state
30% less than the nation

Income Distribution



How do people spend most of their money?
 PER HOUSEHOLD



\$45,037

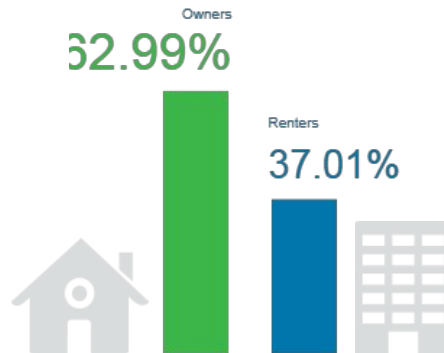
Median Household Expenditure

Housing



There are 70% more households who own their homes than there are renters.

Owners vs. Renters



Transportation



Residents spend an average of 18 minutes commuting to work. Wisconsin Rapids is served by 11 airports within 50 miles. Rail can be accessed within the community. Interstates can be accessed 11 miles away.



18min

Commute Travel Time



1 + 11 (+50 miles)

Airports in Community



11miles

Distance to Interstate



Freight Rail

In Community

Taxes



Top State Corporate Income Tax

7.9%

Top State Corporate Capital Gains Tax

7.9%

Top State Personal Income Tax

7.65%

Top State Personal Capital Gains Tax

7.7%

State Sales Tax

5%