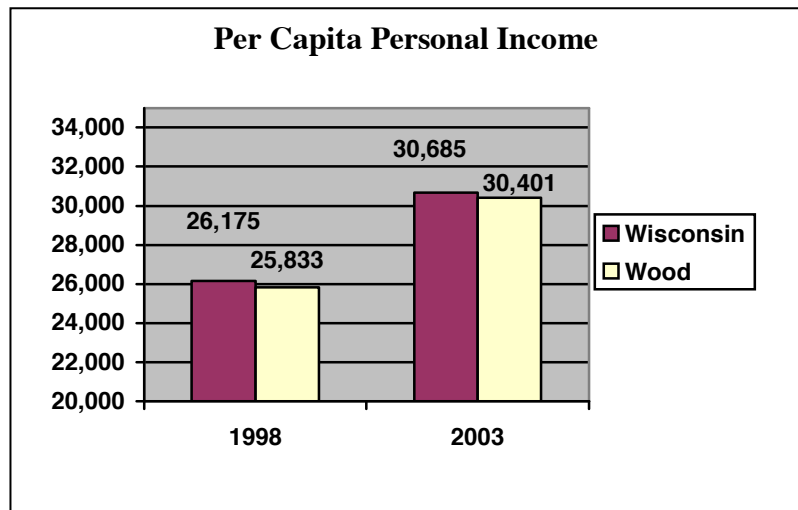


Median Annual Household Income and Per Capita Personal Income in Wood County



Key Facts

- In 2003 per capita personal income was 14th among Wisconsin's 72 counties and the 5-year PCPI growth rate of 17.7% was 26th.
- In 2003 Wood County's per capita personal income was 99% of the state average, \$30,685 and 97% of the national average, \$31,472.
- Based on tax records, personal income estimates suggest that Wood County's employers pay nearly \$147.8 million more to residents of other counties than employers in other counties pay to Wood County residents.

Why is this Information Important?

Per capita personal income is the total personal income divided by the total population of that area.

Per capita personal income is an indicator of the economic well being of the county's residents. Adequate income ensures the ability to purchase necessary items, increases the quality of life for individuals, and supports local economic stability.

Income

Non-metropolitan household income is often much lower than the state household income. However, according to 2000 census figures, Wood County is doing well. In 1999 Wood County's median household income was \$41,595, while the Wisconsin median household income was \$43,791. Household income refers to the amount of total income earned by both family and non-family household members. The median household income indicates that half of the households in the area received that amount or more, while the other half received that amount or less.

Sources: U.S. Census Bureau; State of Wisconsin Department of Workforce Development; U.S. Department of Commerce; Bureau of Economic Analysis; Regional Economic Information System, May 2004