



# Portage County, WI

North Central Wisconsin Regional Planning Commission



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## Economy Overview

**70,523**

Population (2017)

Population **decreased by 1** over the last 5 years but is projected to **grow by 14** over the next 5 years.

**38,651**

Jobs (2017)

Jobs **grew by 2,663** over the last 5 years and are projected to **grow by 1,841** over the next 5 years.

**\$52.4K**

Median Household Income (2016)

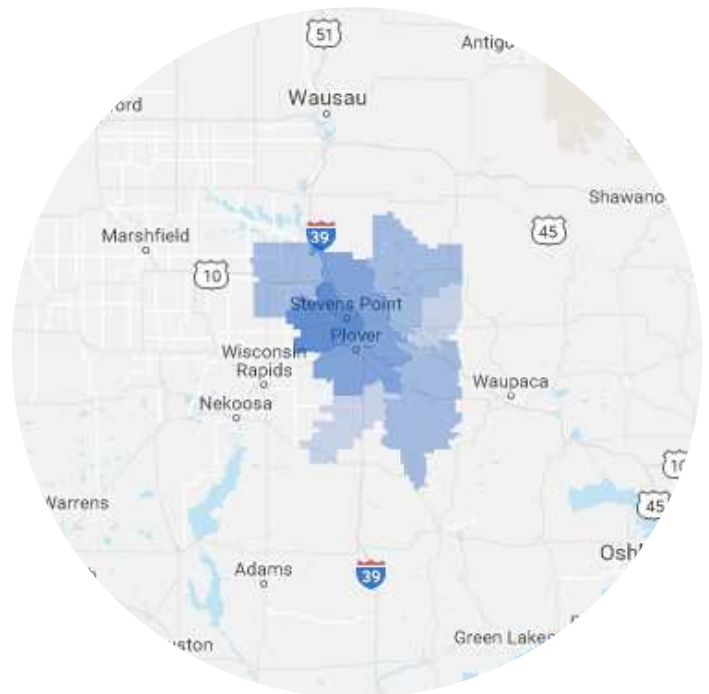
Median household income is **\$2.9K below** the national median household income of \$55.3K.

As of 2017 the region's population **declined by 0.0%** since 2012, falling by 1. Population is expected to **increase by 0.0%** between 2017 and 2022, adding 14.

From 2012 to 2017, jobs **increased by 7.4%** in Portage County, WI from 35,989 to **38,651**. This change **fell short of the national growth rate of 7.9% by 0.5%**. As the number of jobs increased, the **labor force participation rate increased from 64.9% to 69.2%** between 2012 and 2017.

Concerning educational attainment, **19.9% of Portage County, WI residents possess a Bachelor's Degree** (1.5% above the national average), and **9.0% hold an Associate's Degree** (1.0% above the national average).

The top three industries in 2017 are Insurance Carriers, Restaurants and Other Eating Places, and Crop Production.

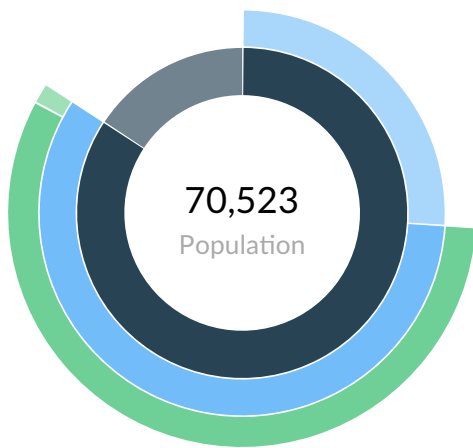


## Economy Overview - Cont.

	Population (2017)	Labor Force (2017)	Jobs (2017)	Cost of Living	GRP	Imports	Exports
Region	70,523	41,083	38,651	100.6	\$3.90B	\$4.60B	\$4.62B
NCWRPC	438,289	232,666	226,355	99.5	\$21.40B	\$27.24B	\$26.66B
Wisconsin	5,795,388	3,150,288	3,126,730	100.5	\$313.60B	\$280.38B	\$310.05B
United States	325,401,909	159,887,109	160,157,543	100.0	\$19.09T	\$0	\$8.52T

## Economy Overview - Cont.

### 2017 Labor Force Breakdown



	Population
● Total Working Age Population	59,364
● Not in Labor Force (15+)	18,281
● Labor Force	41,083
● Employed	40,073
● Unemployed	1,010
● Under 15	11,159

### Educational Attainment

Concerning educational attainment, **19.9% of Portage County, WI residents possess a Bachelor's Degree** (1.5% above the national average), and **9.0% hold an Associate's Degree** (1.0% above the national average).

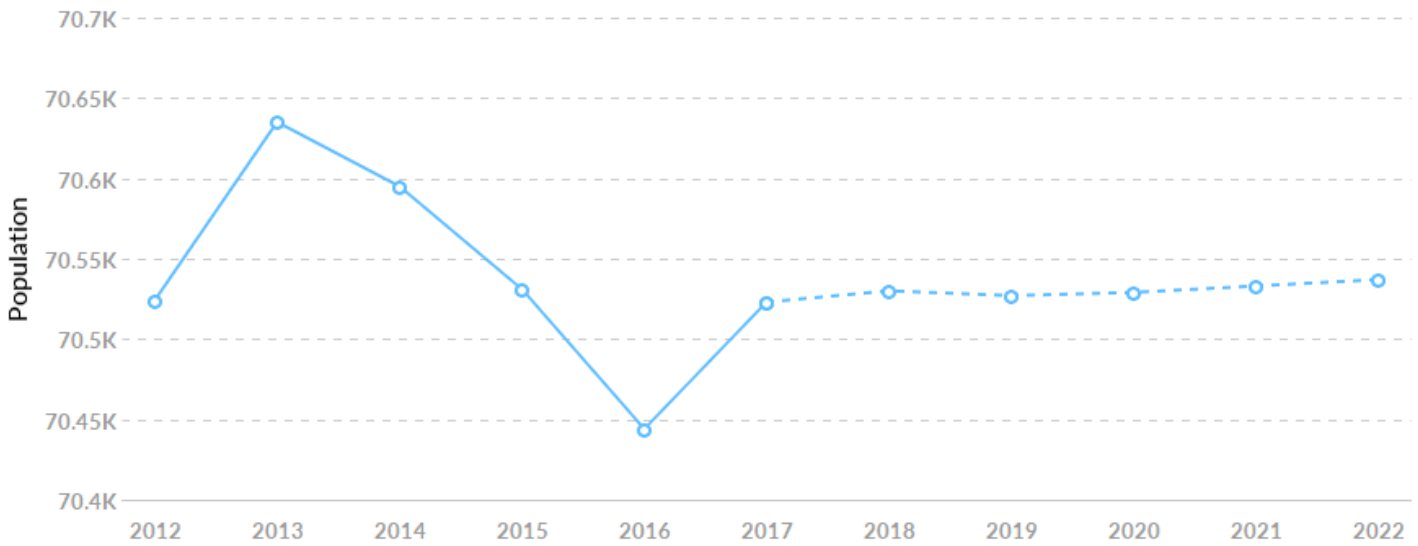


	% of Population	Population
● Less Than 9th Grade	3.1%	1,418
● 9th Grade to 12th Grade	5.2%	2,362
● High School Diploma	33.1%	15,009
● Some College	19.6%	8,894
● Associate's Degree	9.0%	4,059
● Bachelor's Degree	19.9%	9,021
● Graduate Degree and Higher	10.0%	4,532

# Historic & Projected Trends

## Population Trends

As of 2017 the region's population declined by 0.0% since 2012, falling by 1. Population is expected to increase by 0.0% between 2017 and 2022, adding 14.

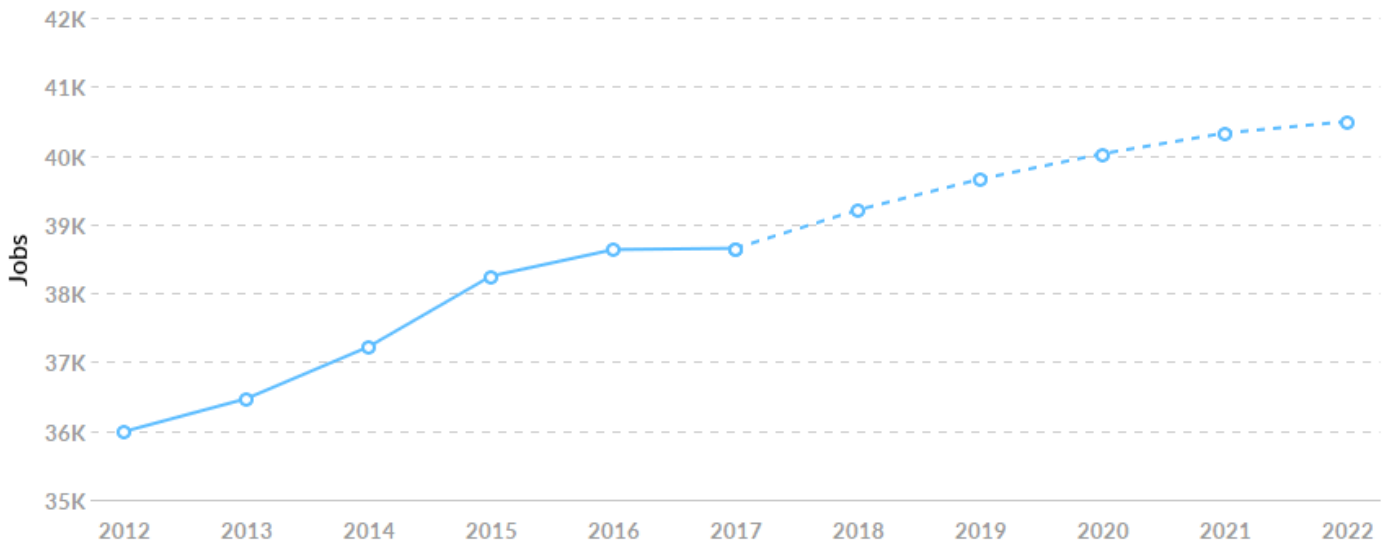


Timeframe	Population
2012	70,524
2013	70,635
2014	70,595
2015	70,531
2016	70,444
2017	70,523
2018	70,530
2019	70,527
2020	70,529
2021	70,533
2022	70,537

# Historic & Projected Trends - Cont.

## Job Trends

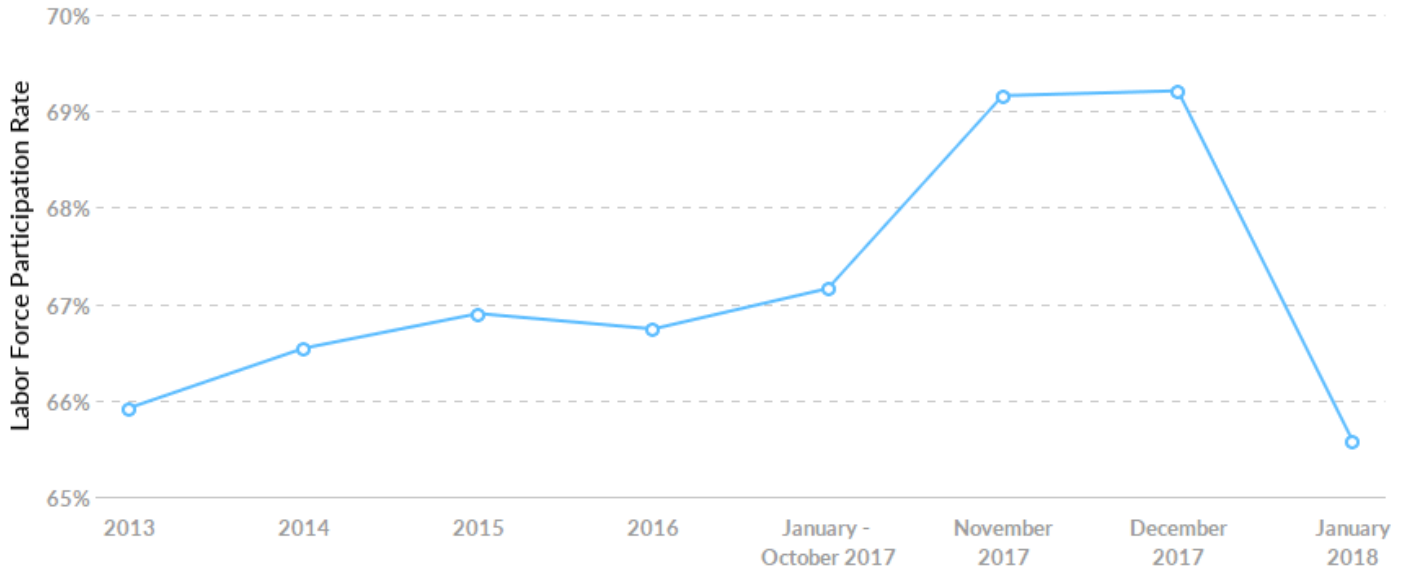
From 2012 to 2017, jobs increased by 7.4% in Portage County, WI from 35,989 to **38,651**. This change fell short of the national growth rate of 7.9% by 0.5%.



Timeframe	Jobs
2012	35,989
2013	36,467
2014	37,221
2015	38,247
2016	38,632
2017	38,651
2018	39,209
2019	39,656
2020	40,024
2021	40,325
2022	40,492

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends



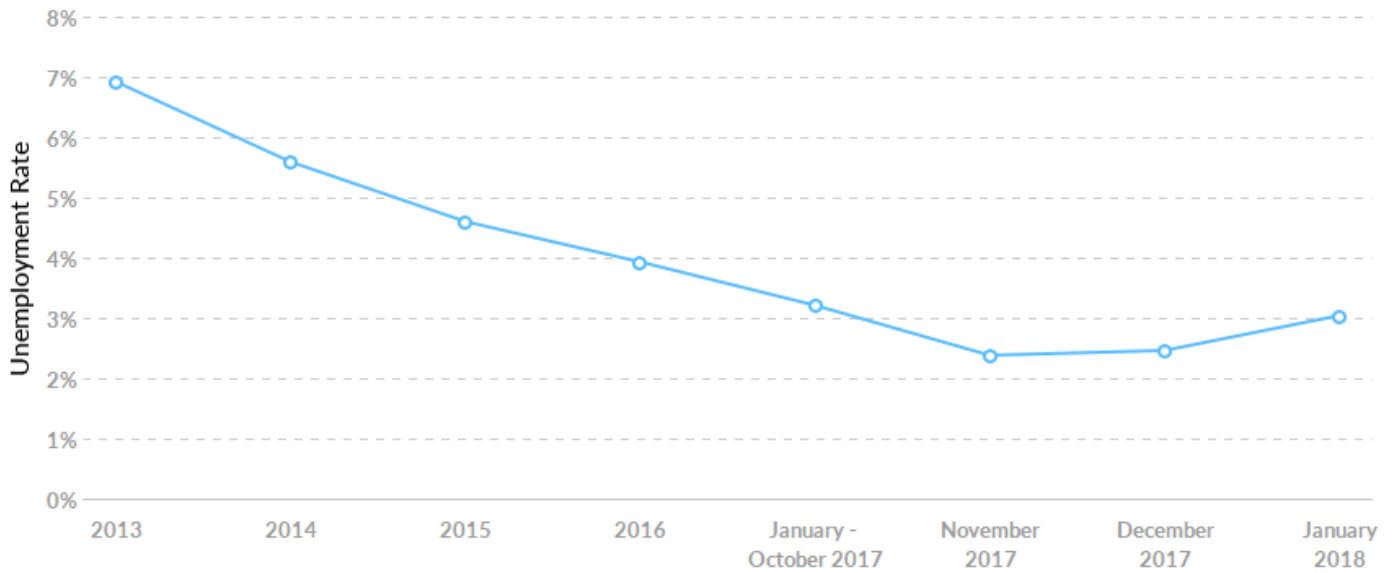
Timeframe	Labor Force Participation Rate
2013	65.92%
2014	66.54%
2015	66.90%
2016	66.74%
January - October 2017	67.16%
November 2017	69.16%
December 2017	69.21%
January 2018	65.58%



## Historic & Projected Trends - Cont.

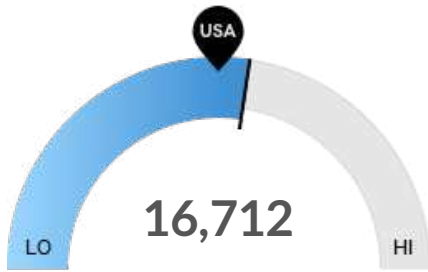
### Unemployment Rate Trends

Portage County, WI had a January 2018 unemployment rate of 3.04%, **decreasing from 6.92%** 5 years before.



Timeframe	Unemployment Rate
2013	6.92%
2014	5.59%
2015	4.60%
2016	3.93%
January - October 2017	3.21%
November 2017	2.38%
December 2017	2.46%
January 2018	3.04%

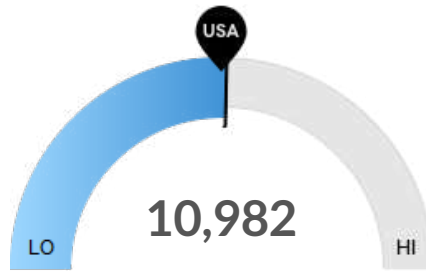
## Population Characteristics



**16,712**

**Millennials**

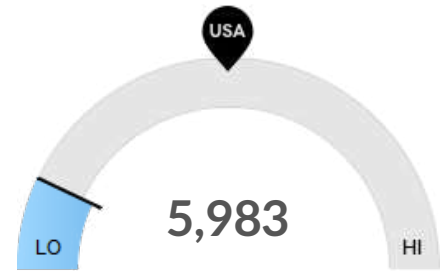
Portage County, WI has 16,712 millennials (ages 20-34). The national average for an area this size is 14,619.



**10,982**

**Retiring Soon**

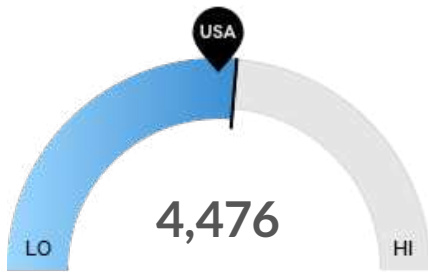
Retirement risk is about average in Portage County, WI. The national average for an area this size is 10,736 people 65 or older, while there are 10,982 here.



**5,983**

**Racial Diversity**

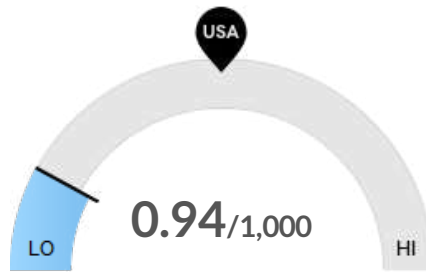
Racial diversity is low in Portage County, WI. The national average for an area this size is 27,285 racially diverse people, while there are 5,983 here.



**4,476**

**Veterans**

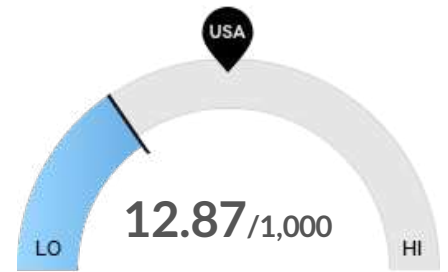
Portage County, WI has 4,476 veterans. The national average for an area this size is 4,139.



**0.94/1,000**

**Violent Crime**

Portage County, WI has 0.94 violent crimes per 1,000 people. The national rate is 3.75 per 1,000 people.



**12.87/1,000**

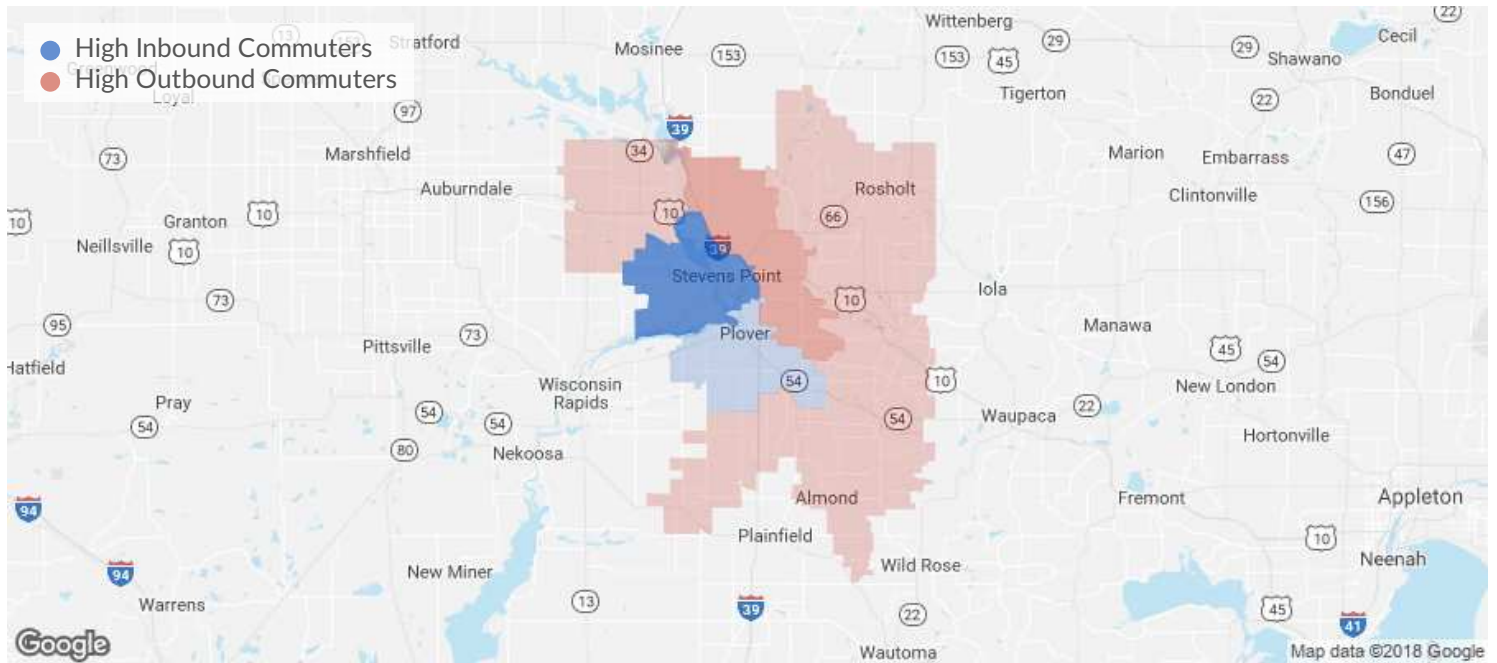
**Property Crime**

Portage County, WI has 12.87 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

# Population Characteristics - Cont.

## Place of Work vs Place of Residence

Understanding where talent in Portage County, WI currently works compared to where talent lives can help you optimize site decisions.



### Where Talent Works

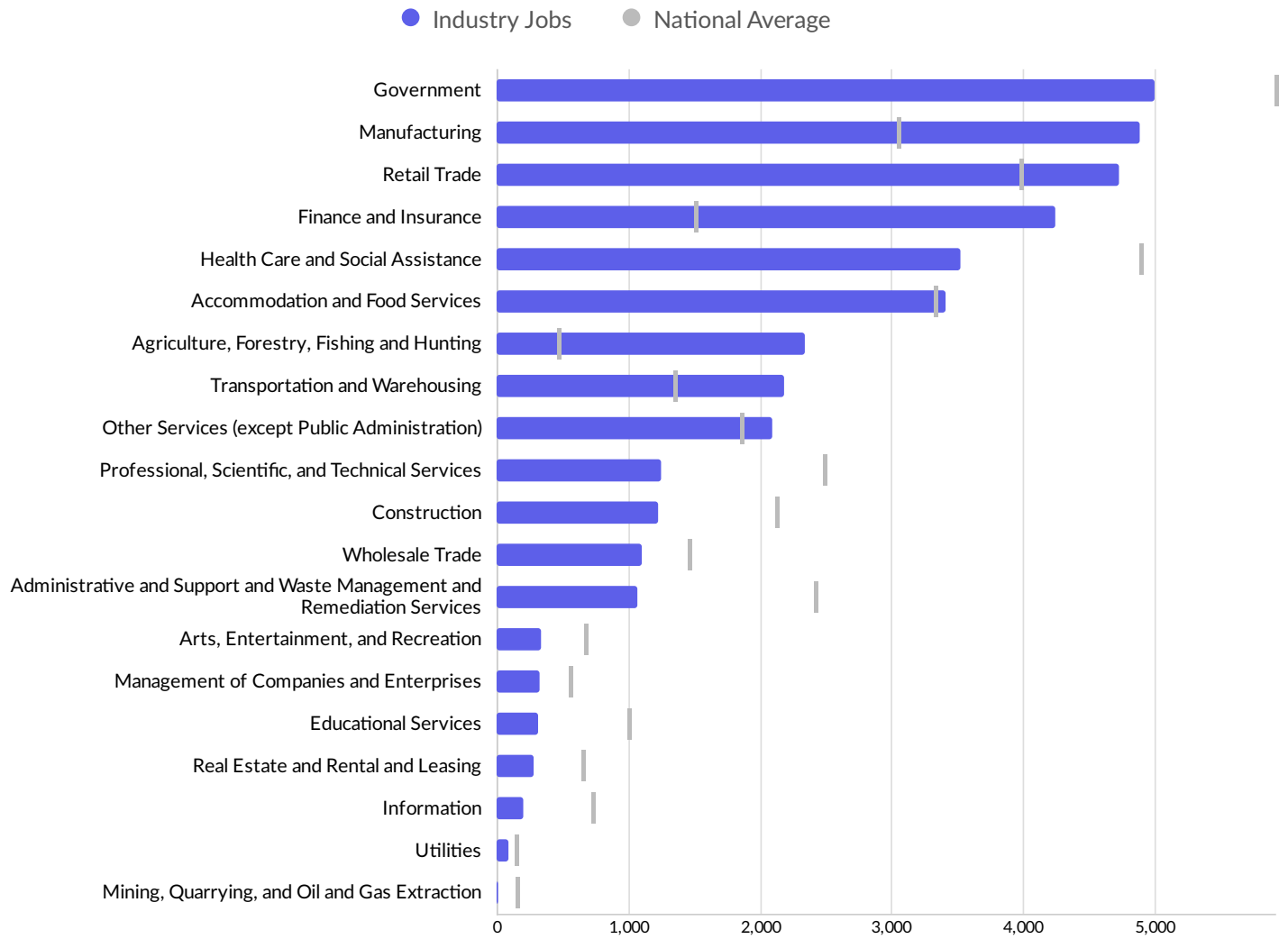
ZIP	Name	2017 Employment
54481	Stevens Point, WI (in P...	23,172
54467	Plover, WI (in Portage ...	8,464
54482	Stevens Point, WI (in P...	2,395
54406	Amherst, WI (in Portag...	1,247
54921	Bancroft, WI (in Portag...	1,217

### Where Talent Lives

ZIP	Name	2017 Workers
54481	Stevens Point, WI (in P...	14,908
54467	Plover, WI (in Portage ...	8,156
54482	Stevens Point, WI (in P...	5,047
54406	Amherst, WI (in Portag...	2,129
54909	Almond, WI (in Portag...	1,573

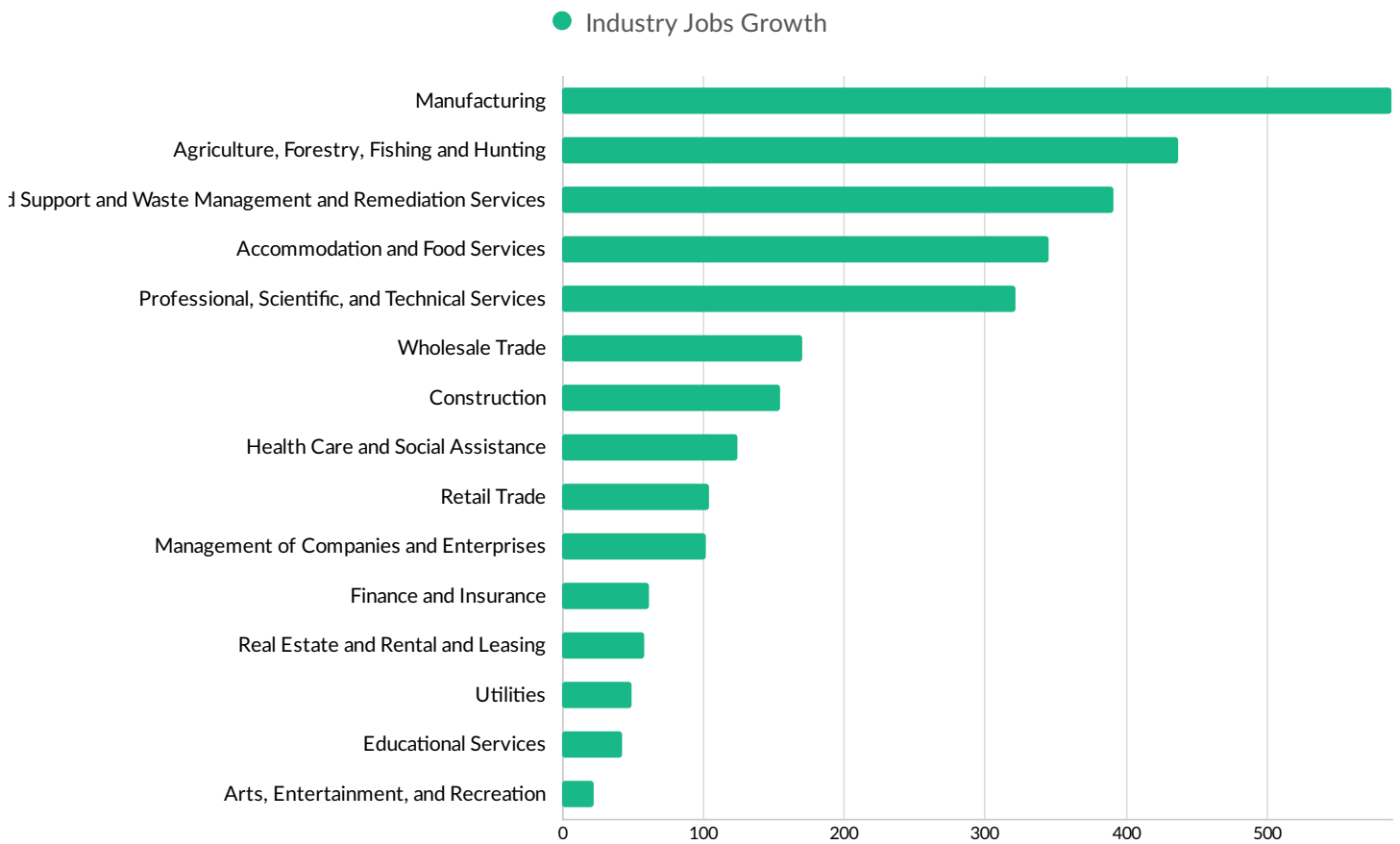
# Industry Characteristics

## Largest Industries



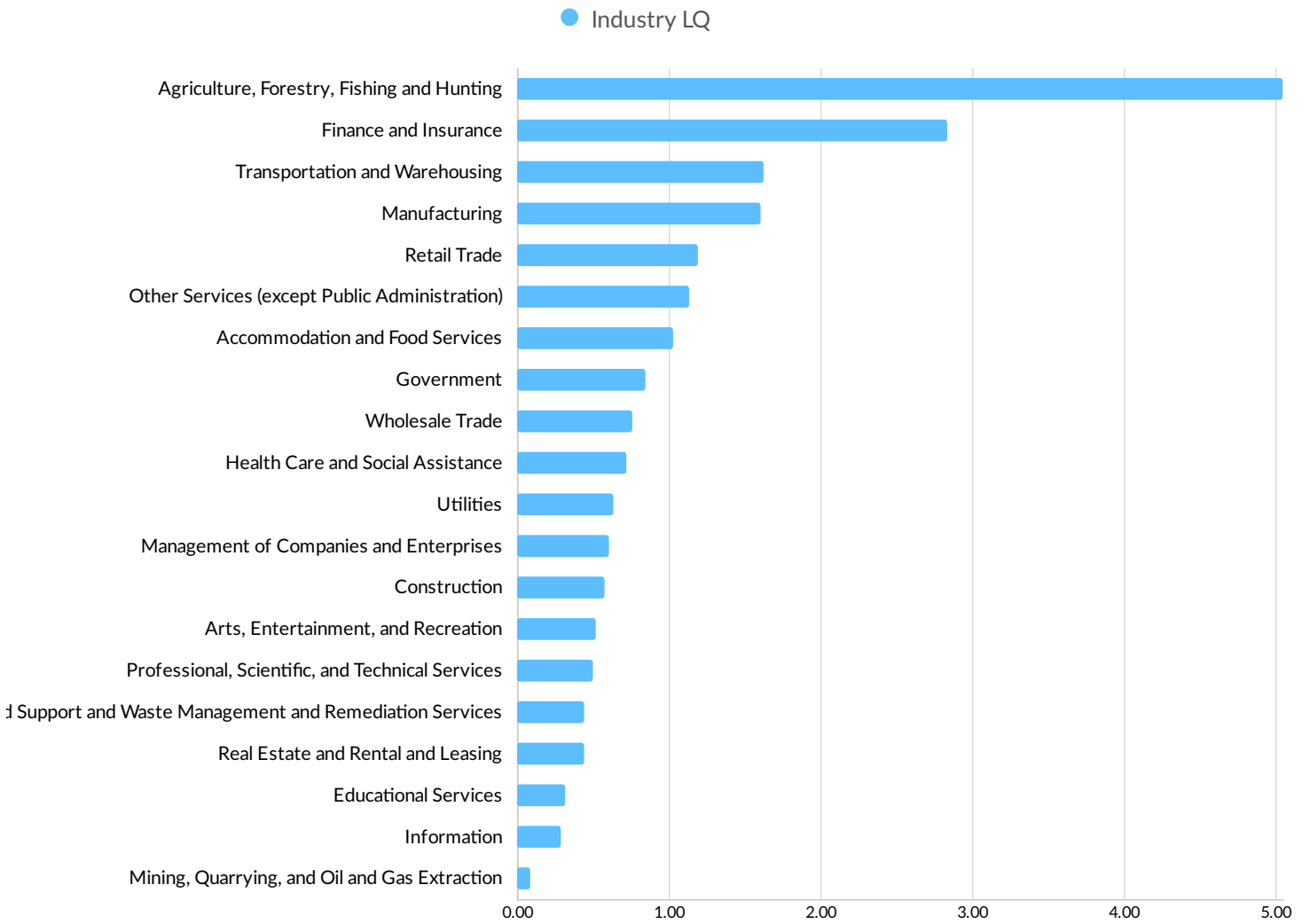
## Industry Characteristics - Cont.

### Top Growing Industries



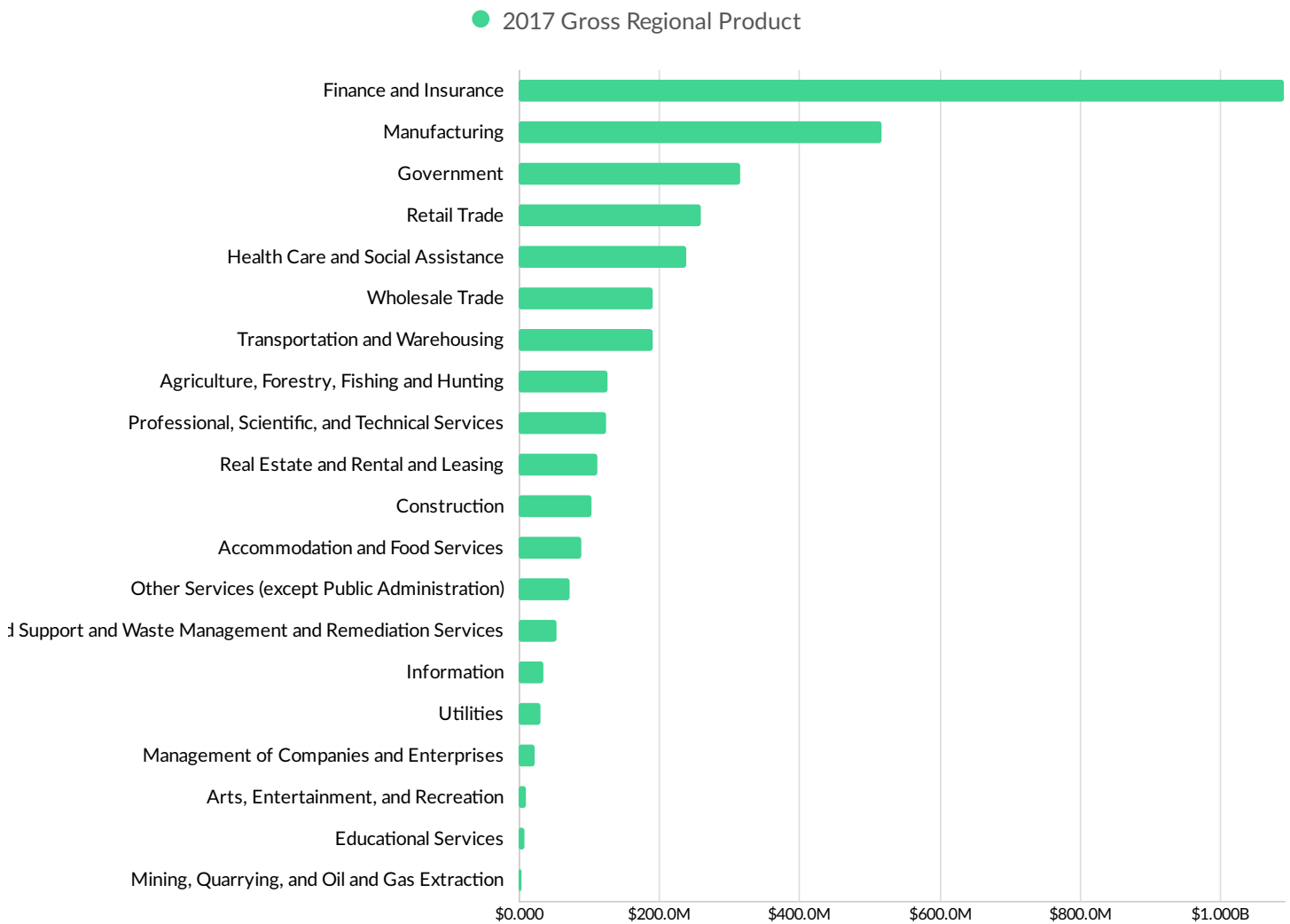
## Industry Characteristics - Cont.

### Top Industry LQ



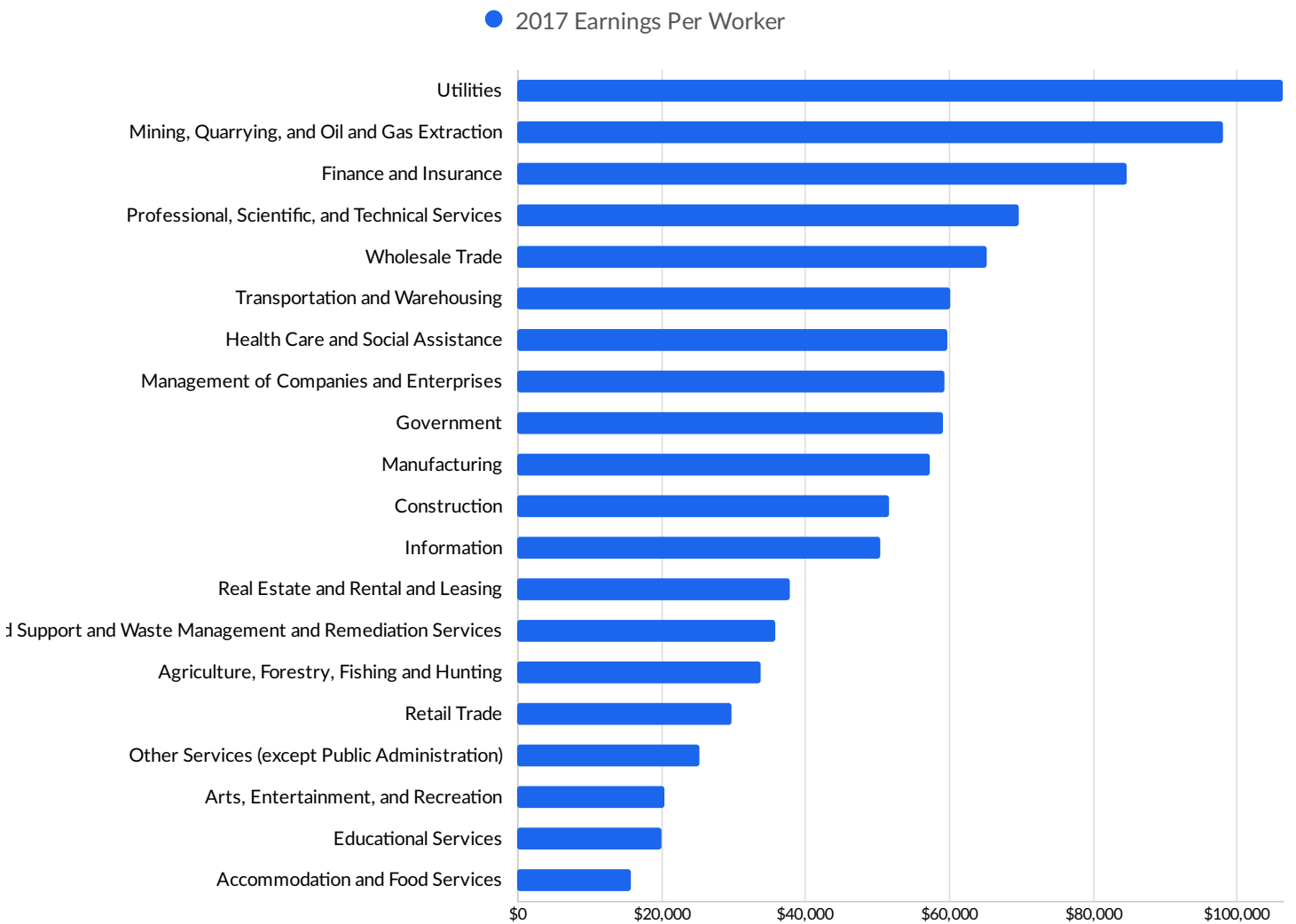
## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings





## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Government	5,200	4,998	-202	-4%	0.85	\$59,222	\$316.30M
Manufacturing	4,298	4,887	589	+14%	1.61	\$57,284	\$516.81M
Retail Trade	4,623	4,727	104	+2%	1.19	\$29,706	\$259.30M
Finance and Insurance	4,188	4,250	62	+1%	2.84	\$84,683	\$1.09B
Health Care and Social Assistance	3,403	3,527	124	+4%	0.72	\$59,802	\$239.62M
Accommodation and Food Services	3,063	3,409	346	+11%	1.03	\$15,758	\$88.38M
Agriculture, Forestry, Fishing and Hunting	1,909	2,346	437	+23%	5.05	\$33,757	\$127.83M
Transportation and Warehousing	2,214	2,181	-33	-1%	1.62	\$60,130	\$191.76M
Other Services (except Public Administration)	2,138	2,099	-39	-2%	1.13	\$25,273	\$73.38M
Professional, Scientific, and Technical Services	923	1,245	322	+35%	0.50	\$69,719	\$125.42M
Construction	1,072	1,227	155	+14%	0.58	\$51,626	\$103.51M
Wholesale Trade	936	1,106	170	+18%	0.76	\$65,194	\$192.32M
Administrative and Support and Waste Management and Remediation Services	676	1,068	392	+58%	0.44	\$35,868	\$54.34M
Arts, Entertainment, and Recreation	321	343	22	+7%	0.52	\$20,417	\$11.30M
Management of Companies and Enterprises	230	332	102	+44%	0.61	\$59,458	\$22.45M










## Industry Characteristics - Cont.

Industry	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2017 Earnings Per Worker	2017 GRP
Educational Services	275	318	43	+16%	0.32	\$20,106	\$7.44M
Real Estate and Rental and Leasing	227	285	58	+26%	0.44	\$37,939	\$113.12M
Information	241	205	-36	-15%	0.29	\$50,455	\$35.01M
Utilities	37	86	49	+132%	0.64	\$106,390	\$30.22M
Mining, Quarrying, and Oil and Gas Extraction	13	13	0	0%	0.09	\$98,110	\$4.78M

## Business Characteristics

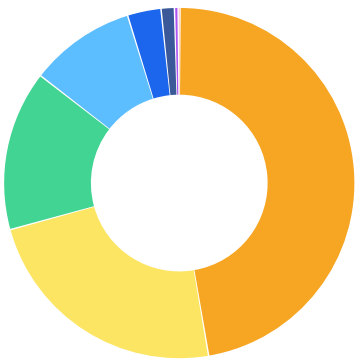
### 840 Companies Employ Your Workers

Online profiles for your workers mention 840 companies as employers, with the top 10 appearing below. In the last 12 months, 911 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University of Wisconsin Steven...	58 	Comphealth Associates, Inc	806 
Sentry Insurance	42 	Ascension Health	642 
Skyward Inc	19 	Remedy Intelligent Staffing	604 
American International Group, ...	15 	Sentry Insurance	514 
Associated Banc-Corp	15 	Roehl Transport, Inc.	465 
Berkshire Hathaway Inc.	15 	Shopko Stores Operating Co., L...	464 
Kwik Trip, Inc.	14 	Pizza Hut, Inc.	430 
University of Wisconsin-Madis...	13 	C.R. England, Inc.	382 
Marshfield Clinic	9 	Associated Banc-Corp	322 
Stevens Point Area Public Scho...	9 	R.R. Donnelley & Sons Company	303 

## Business Characteristics - Cont.

### Business Size

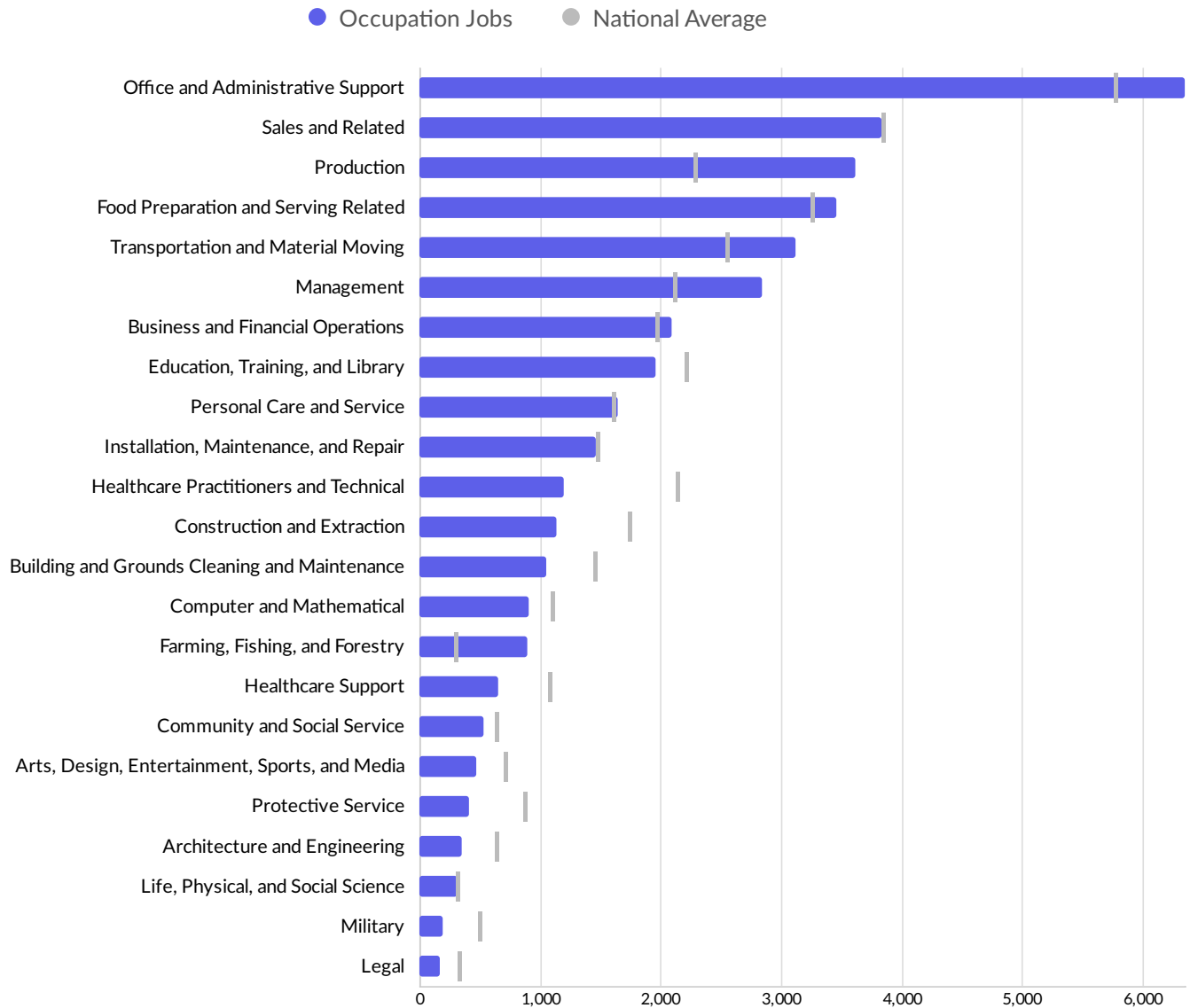


	Percentage	Business Count
● 1 to 4 employees	47.2%	1,389
● 5 to 9 employees	23.4%	688
● 10 to 19 employees	14.8%	434
● 20 to 49 employees	9.8%	287
● 50 to 99 employees	3.1%	91
● 100 to 249 employees	1.2%	36
● 250 to 499 employees	0.3%	10
● 500+ employees	0.2%	5

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

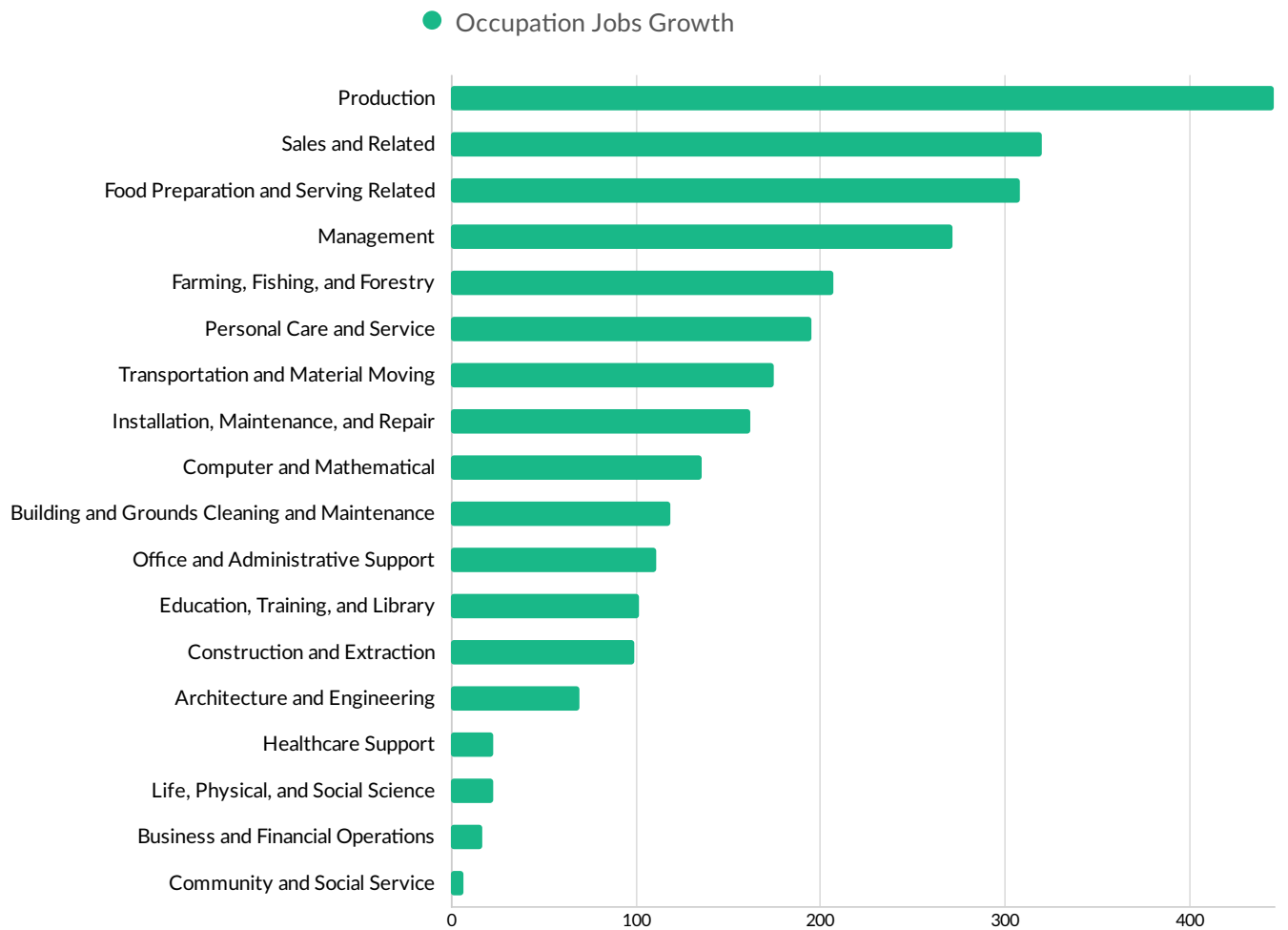
# Workforce Characteristics

## Largest Occupations



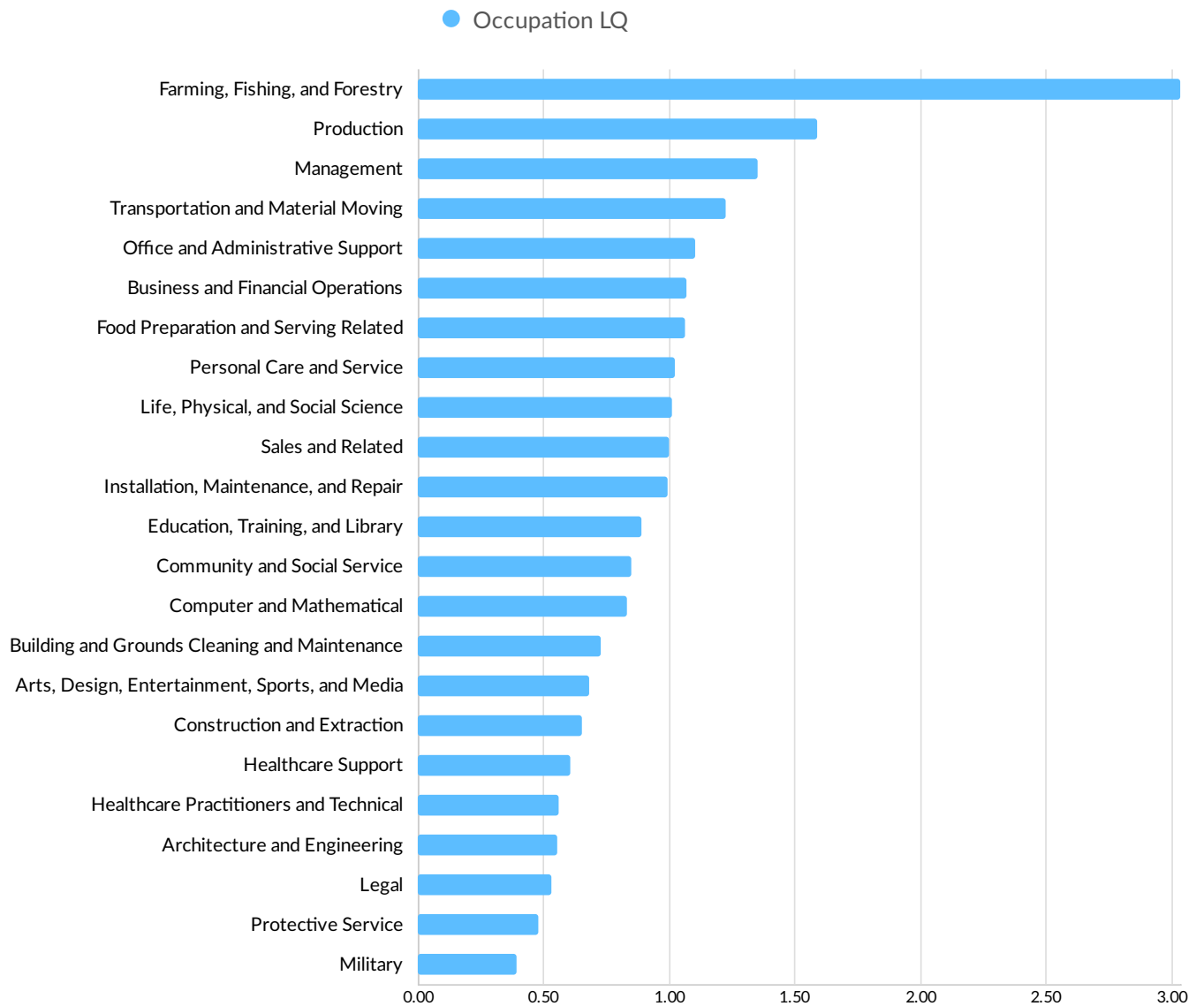
## Workforce Characteristics - Cont.

### Top Growing Occupations



## Workforce Characteristics - Cont.

### Top Occupation LQ



## Workforce Characteristics - Cont.

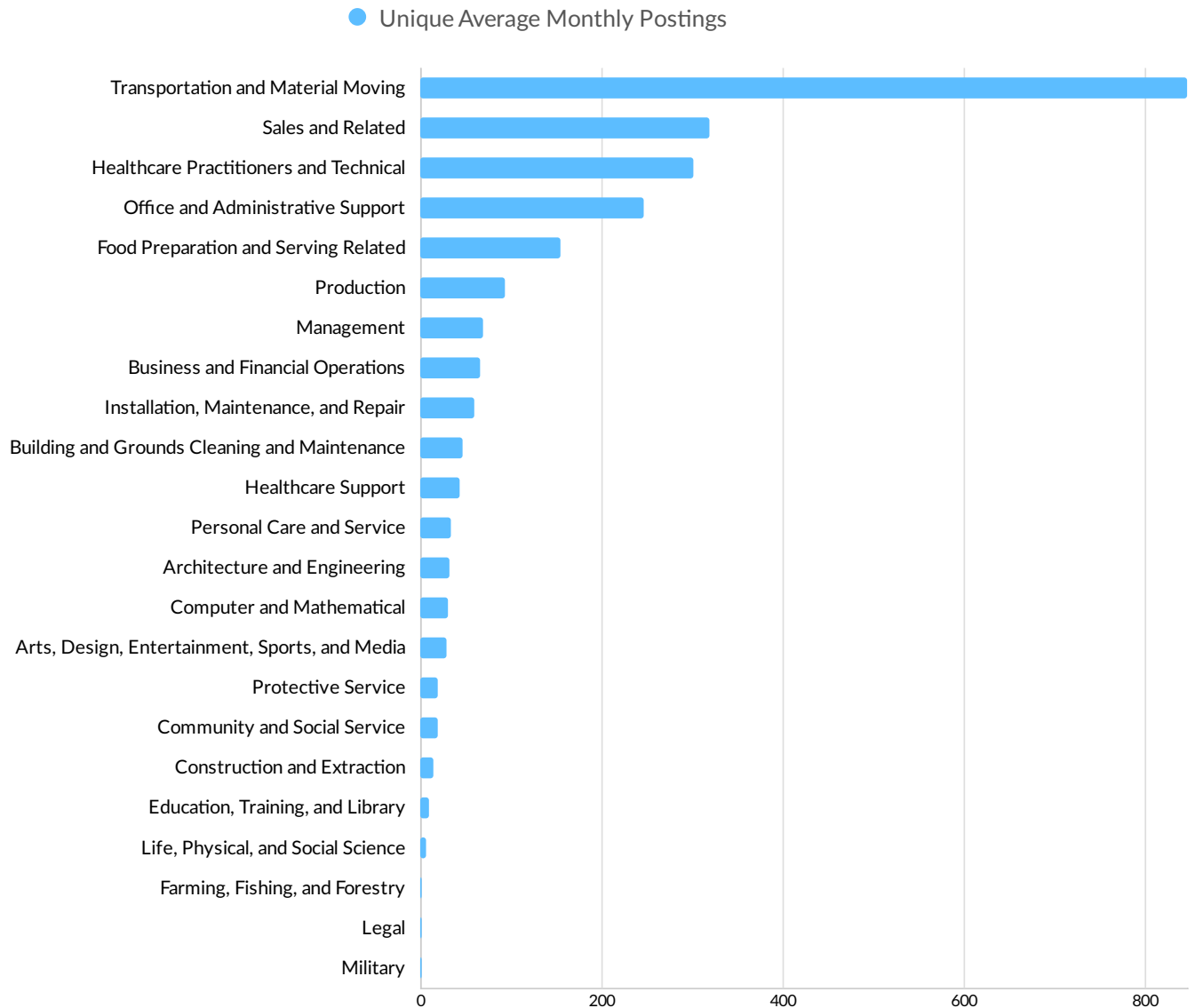
### Top Occupation Earnings





## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Office and Administrative Support	6,239	6,350	111	+2%	1.10	\$15.73	246
Sales and Related	3,519	3,839	320	+9%	1.00	\$17.47	320
Production	3,167	3,613	446	+14%	1.59	\$17.67	94
Food Preparation and Serving Related	3,150	3,458	308	+10%	1.07	\$9.49	154
Transportation and Material Moving	2,945	3,120	175	+6%	1.23	\$17.20	847
Management	2,573	2,845	272	+11%	1.35	\$28.81	69
Business and Financial Operations	2,077	2,094	17	+1%	1.07	\$25.35	66
Education, Training, and Library	1,852	1,954	102	+6%	0.89	\$22.63	10
Personal Care and Service	1,446	1,641	195	+13%	1.03	\$10.51	35
Installation, Maintenance, and Repair	1,296	1,458	162	+13%	1.00	\$20.18	60
Healthcare Practitioners and Technical	1,235	1,198	-37	-3%	0.56	\$35.16	301
Construction and Extraction	1,037	1,136	99	+10%	0.66	\$21.34	15
Building and Grounds Cleaning and Maintenance	930	1,049	119	+13%	0.73	\$11.94	47
Computer and Mathematical	775	911	136	+18%	0.84	\$29.45	30
Farming, Fishing, and Forestry	685	892	207	+30%	3.04	\$14.87	2

## Workforce Characteristics - Cont.

Occupation	2012 Jobs	2017 Jobs	Change in Jobs	% Change in Jobs	2017 LQ	2016 Avg. Hourly Earnings	Mar 2017 - Feb 2018 Unique Average Monthly Postings
Healthcare Support	625	648	23	+4%	0.61	\$14.69	44
Community and Social Service	529	536	7	+1%	0.85	\$19.67	19
Arts, Design, Entertainment, Sports, and Media	476	475	-1	0%	0.68	\$17.57	28
Protective Service	489	416	-73	-15%	0.48	\$19.96	20
Architecture and Engineering	280	350	70	+25%	0.55	\$30.77	32
Life, Physical, and Social Science	288	311	23	+8%	1.01	\$26.53	7
Military	194	189	-5	-3%	0.39	\$25.36	2
Legal	180	168	-12	-7%	0.53	\$27.52	2

## Educational Pipeline

In 2016, there were 2,345 graduates in Portage County, WI. This pipeline has grown by 2% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General", "Biology/Biological Sciences, General", and "Psychology, General".

