



# Portage County, WI

North Central Wisconsin Regional Planning Commission



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# Economy Overview

**70,454**

**Population (2018)**

Population **decreased by 6** over the last 5 years but is projected to **grow by 167** over the next 5 years.

**38,895**

**Jobs (2018)**

Jobs **grew by 2,310** over the last 5 years and are projected to **grow by 1,628** over the next 5 years.

**\$52.4K**

**Median Household Income (2016)**

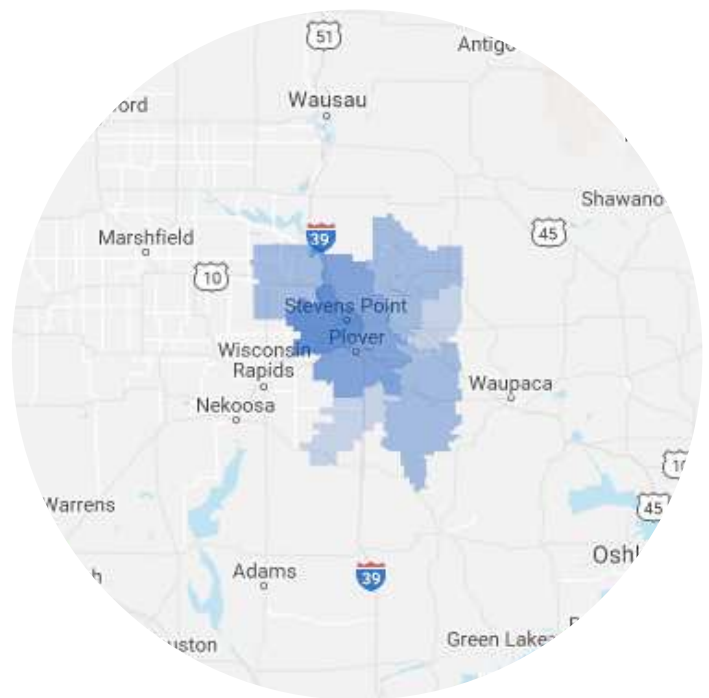
Median household income is **\$2.9K below** the national median household income of \$55.3K.

As of 2018 the region's population **declined by 0.0%** since 2013, falling by 6. Population is expected to **increase by 0.2%** between 2018 and 2023, adding 167.

From 2013 to 2018, jobs **increased by 6.3%** in Portage County, WI from 36,586 to **38,895**. This change **fell short of the national growth rate of 7.4% by 1.1%**. As the number of jobs increased, the **labor force participation rate increased from 64.5% to 65.9%** between 2013 and 2018.

Concerning educational attainment, **20.9% of Portage County, WI residents possess a Bachelor's Degree** (2.3% above the national average), and **9.7% hold an Associate's Degree** (1.7% above the national average).

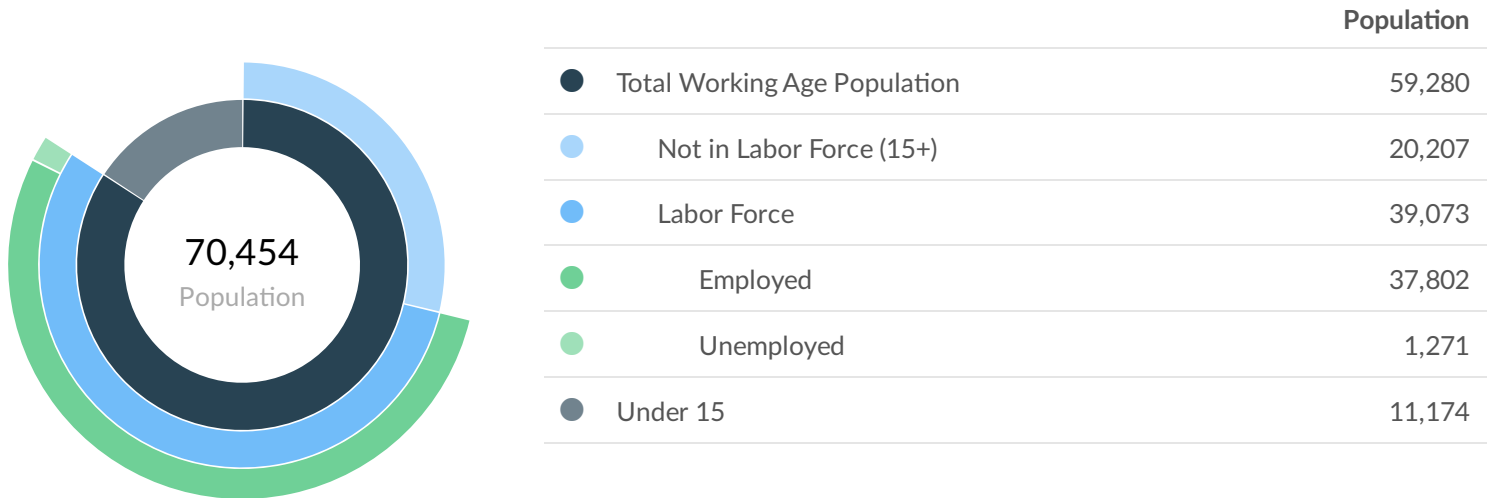
The top three industries in 2018 are Insurance Carriers, Restaurants and Other Eating Places, and Crop Production.



	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	70,454	39,073	38,895	99.6	\$3.94B	\$4.62B	\$4.64B
NCWRPC	438,224	235,081	227,020	99.6	\$21.51B	\$27.36B	\$26.67B
Wisconsin	5,810,713	3,216,111	3,142,522	100.3	\$316.61B	\$285.96B	\$314.19B
United States	328,038,851	163,733,789	161,636,598	100.0	\$19.28T	\$0	\$8.38T

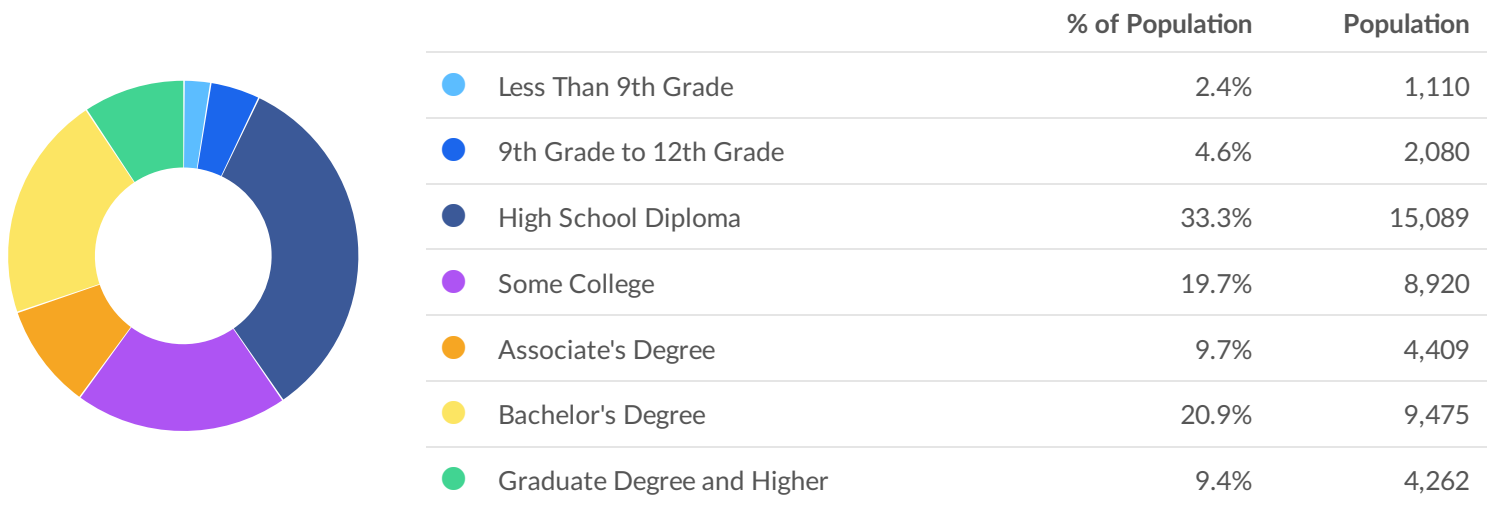
## Economy Overview - Cont.

### 2018 Labor Force Breakdown



### Educational Attainment

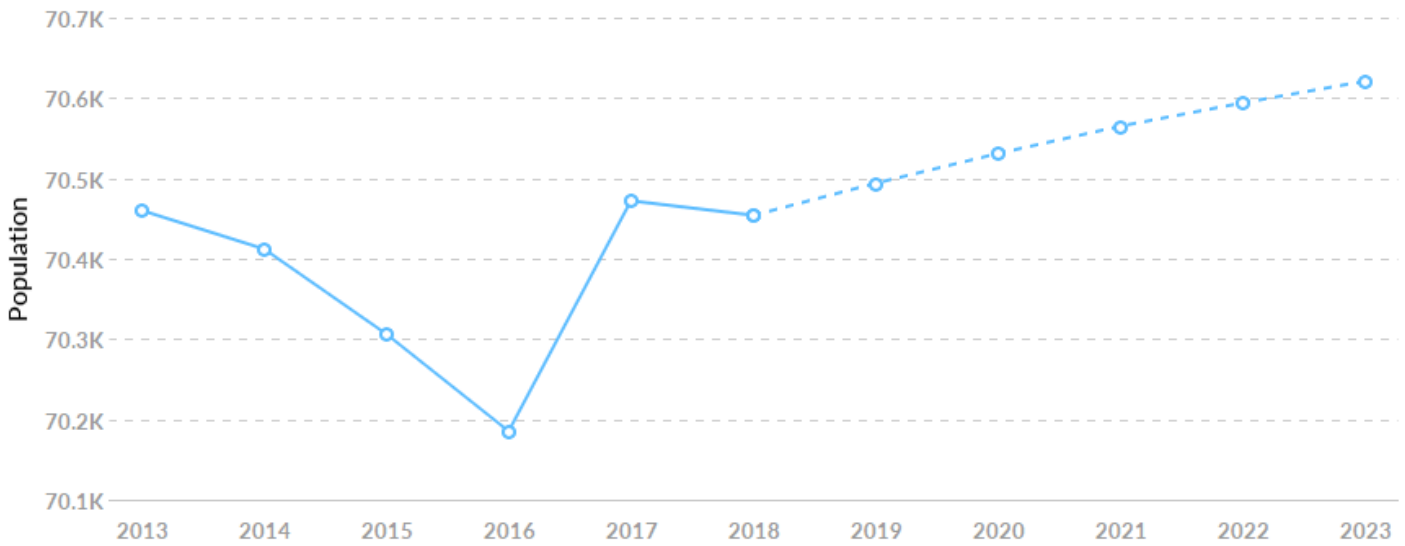
Concerning educational attainment, **20.9% of Portage County, WI residents possess a Bachelor's Degree** (2.3% above the national average), and **9.7% hold an Associate's Degree** (1.7% above the national average).



# Historic & Projected Trends

## Population Trends

As of 2018 the region's population declined by 0.0% since 2013, falling by 6. Population is expected to increase by 0.2% between 2018 and 2023, adding 167.

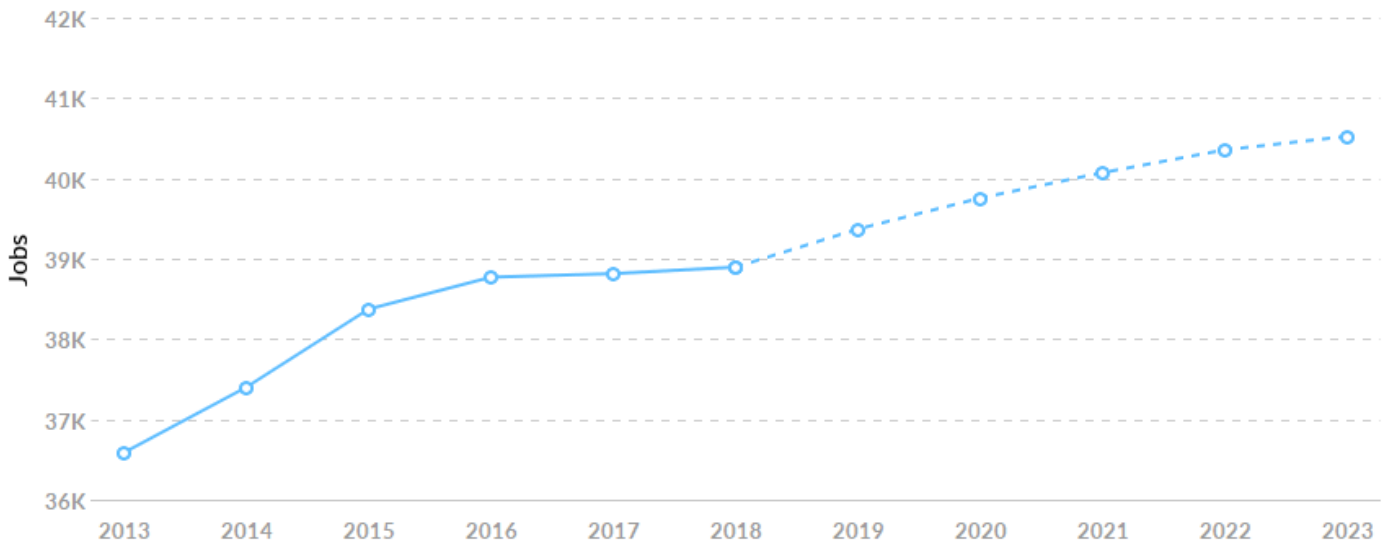


Timeframe	Population
2013	70,460
2014	70,412
2015	70,306
2016	70,185
2017	70,472
2018	70,454
2019	70,494
2020	70,531
2021	70,565
2022	70,594
2023	70,621

# Historic & Projected Trends - Cont.

## Job Trends

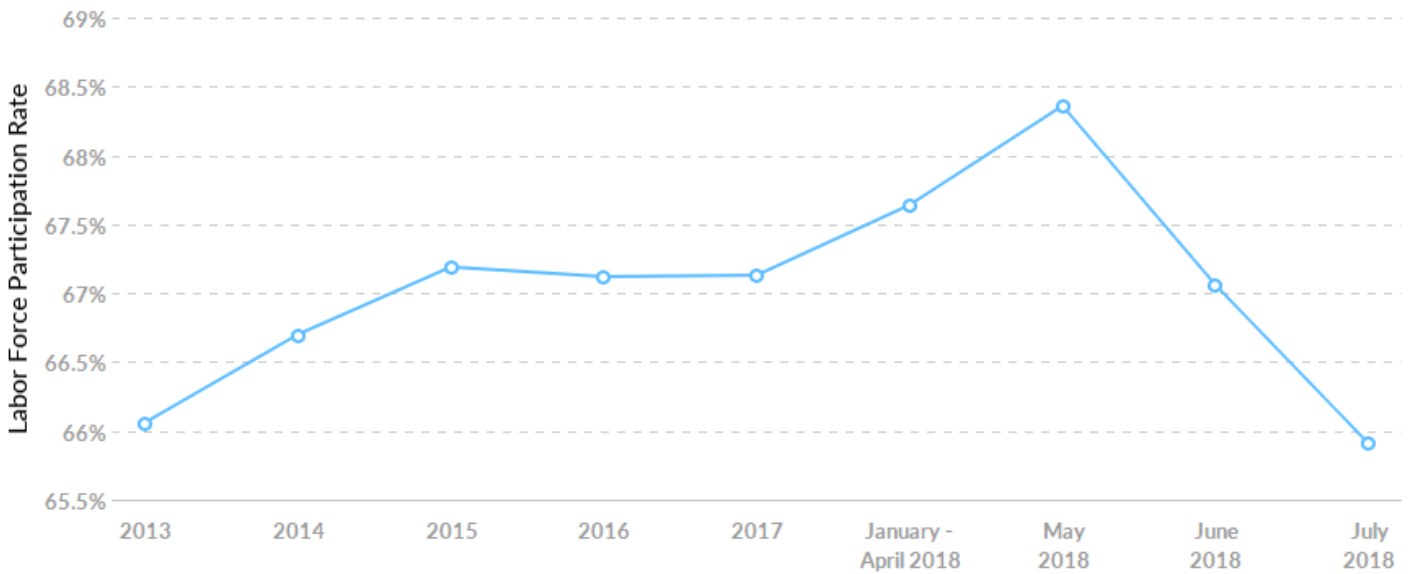
From 2013 to 2018, jobs increased by 6.3% in Portage County, WI from 36,586 to **38,895**. This change fell short of the national growth rate of 7.4% by 1.1%.



Timeframe	Jobs
2013	36,586
2014	37,400
2015	38,372
2016	38,770
2017	38,814
2018	38,895
2019	39,369
2020	39,755
2021	40,071
2022	40,355
2023	40,523

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

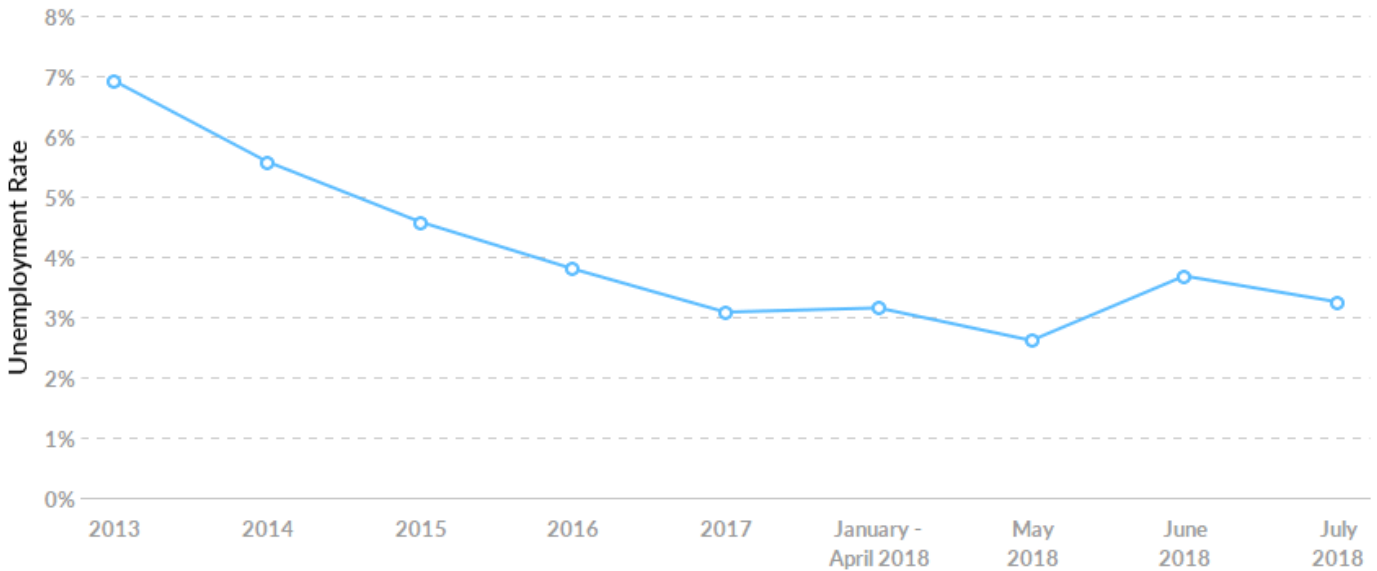


Timeframe	Labor Force Participation Rate
2013	66.06%
2014	66.70%
2015	67.19%
2016	67.12%
2017	67.13%
January - April 2018	67.64%
May 2018	68.36%
June 2018	67.06%
July 2018	65.91%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

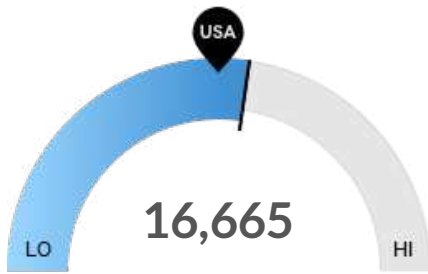
Portage County, WI had a July 2018 unemployment rate of 3.25%, **decreasing from 6.92%** 5 years before.



Timeframe	Unemployment Rate
2013	6.92%
2014	5.58%
2015	4.58%
2016	3.80%
2017	3.08%
January - April 2018	3.15%
May 2018	2.61%
June 2018	3.68%
July 2018	3.25%

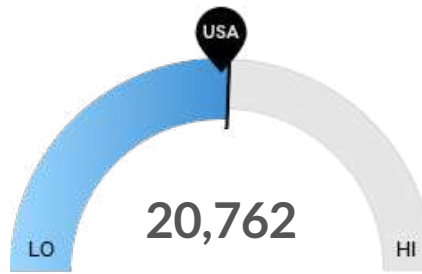


## Population Characteristics



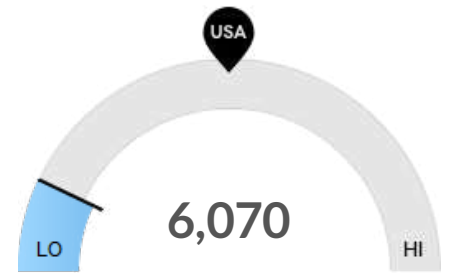
**Millennials**

Portage County, WI has 16,665 millennials (ages 20-34). The national average for an area this size is 14,596.



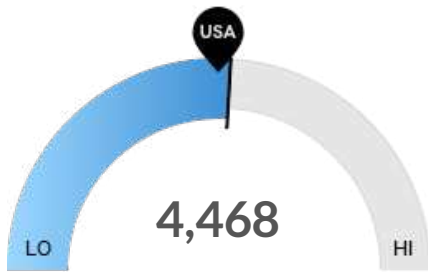
**Retiring Soon**

Retirement risk is about average in Portage County, WI. The national average for an area this size is 20,090 people 55 or older, while there are 20,762 here.



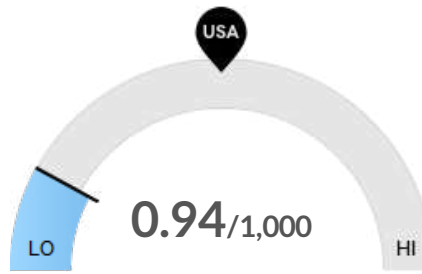
**Racial Diversity**

Racial diversity is low in Portage County, WI. The national average for an area this size is 27,676 racially diverse people, while there are 6,070 here.



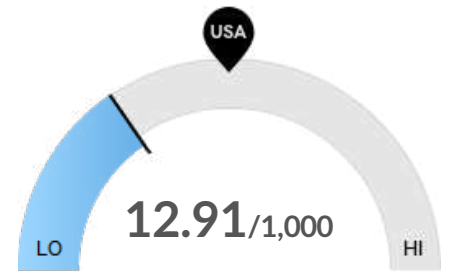
**Veterans**

Portage County, WI has 4,468 veterans. The national average for an area this size is 4,240.



**Violent Crime**

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



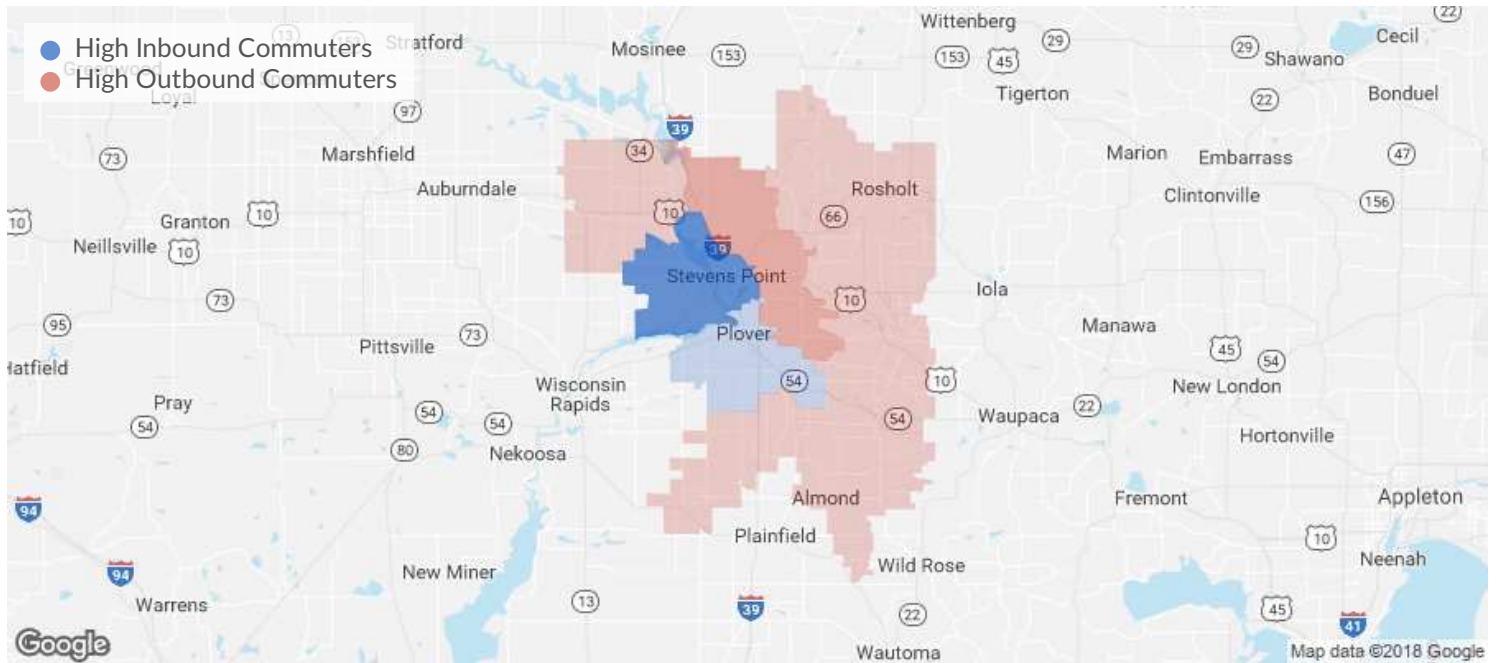
**Property Crime**

Portage County, WI has 12.91 property crimes per 1,000 people. The national rate is 24.21 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**

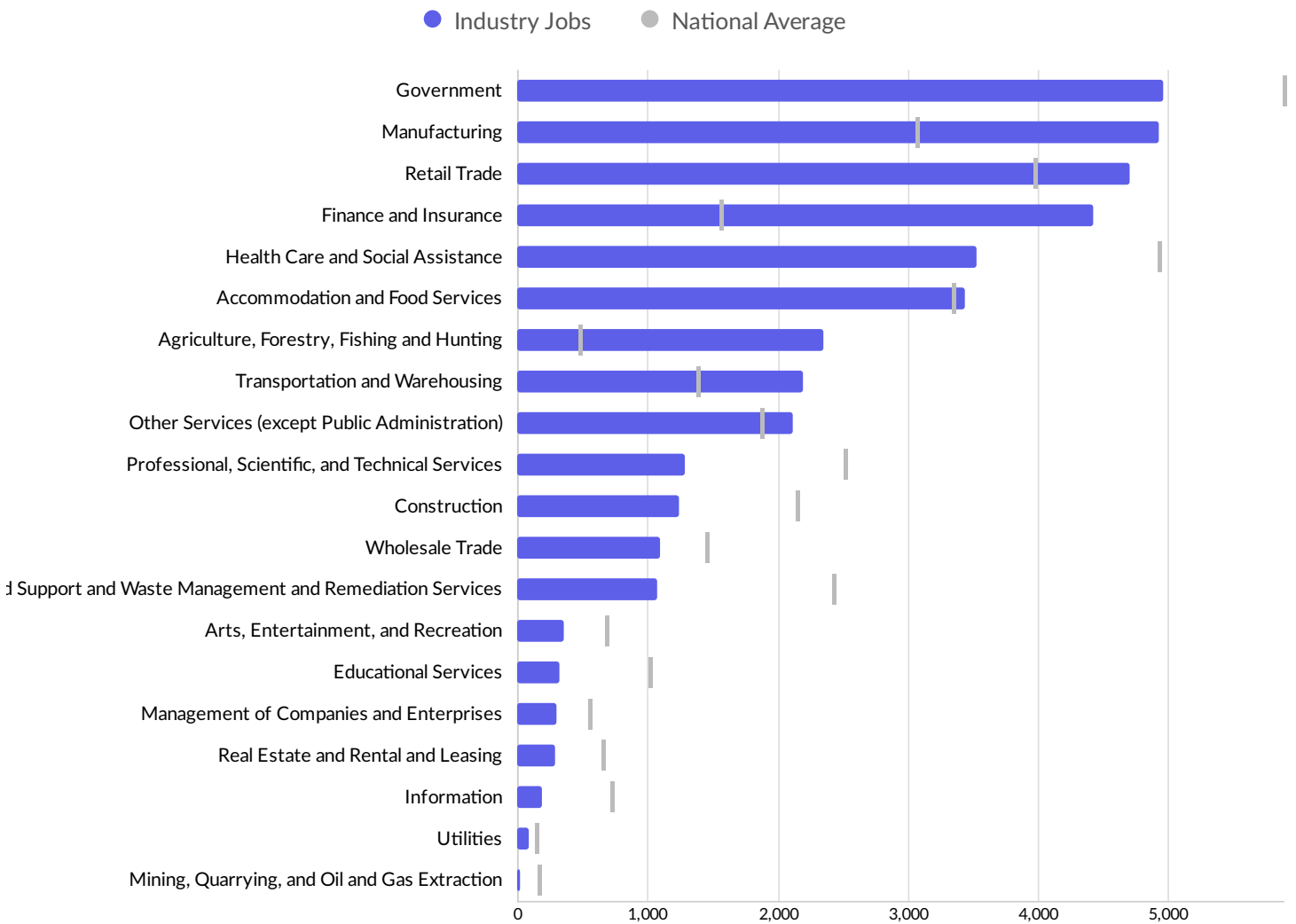
**Where Talent Lives**

ZIP	Name	2018 Employment
54481	Stevens Point, WI (in P...	23,053
54467	Plover, WI (in Portage ...	8,500
54482	Stevens Point, WI (in P...	2,940
54406	Amherst, WI (in Portag...	1,120
54921	Bancroft, WI (in Portag...	1,109

ZIP	Name	2018 Workers
54481	Stevens Point, WI (in P...	14,973
54467	Plover, WI (in Portage ...	8,262
54482	Stevens Point, WI (in P...	5,374
54406	Amherst, WI (in Portag...	2,135
54473	Rosholt, WI (in Portage...	1,481

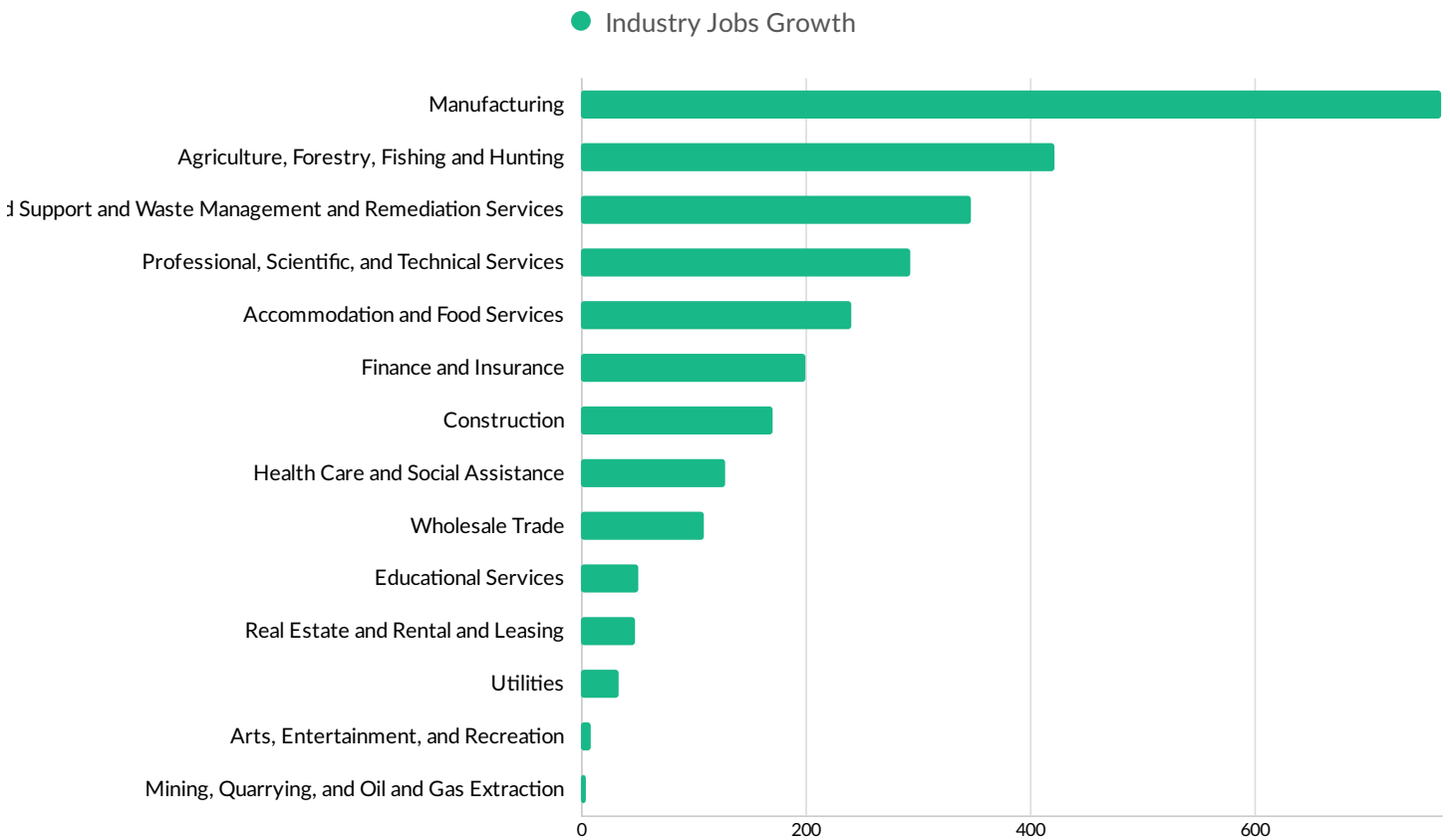
# Industry Characteristics

## Largest Industries



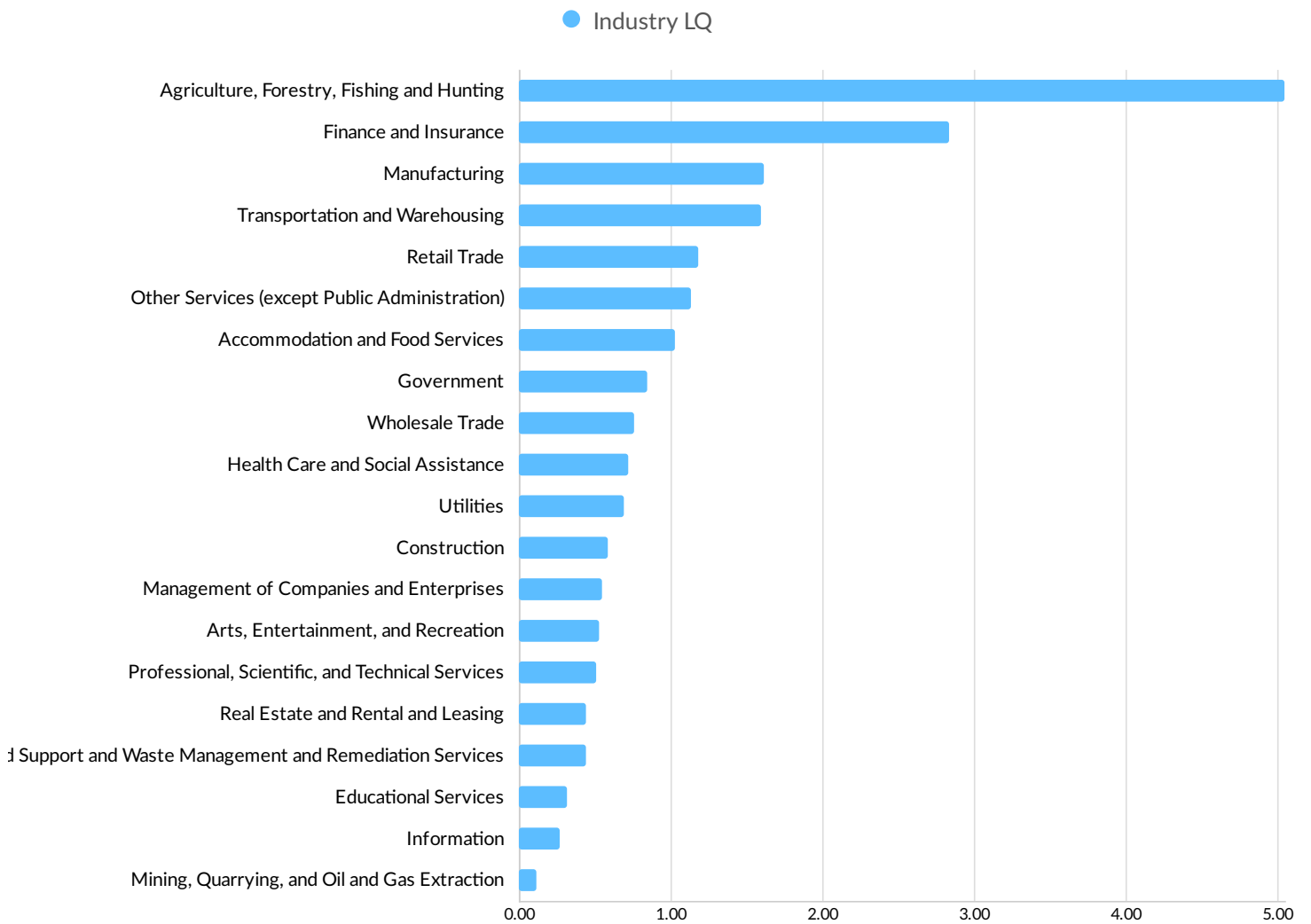
## Industry Characteristics - Cont.

### Top Growing Industries



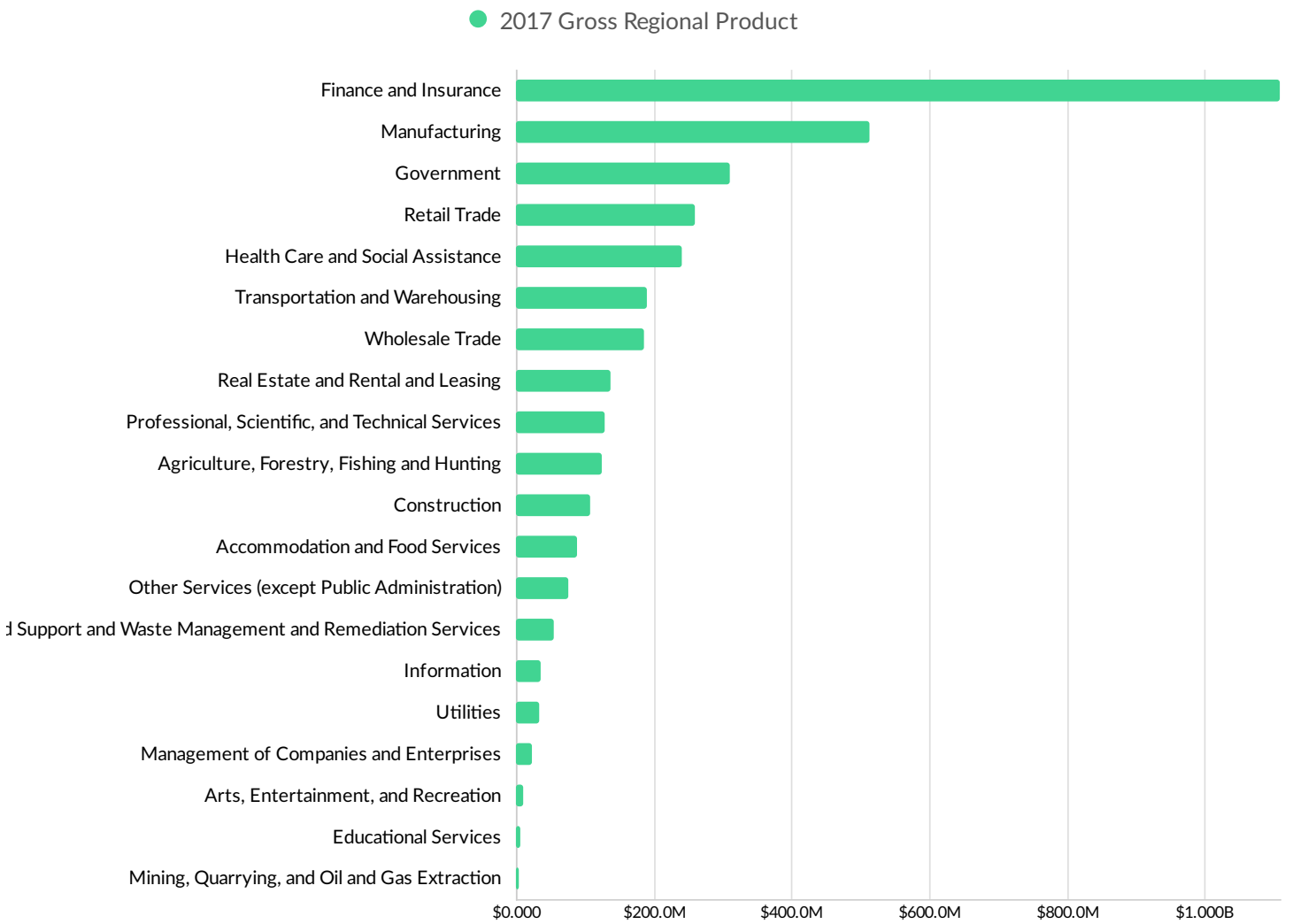
## Industry Characteristics - Cont.

### Top Industry LQ



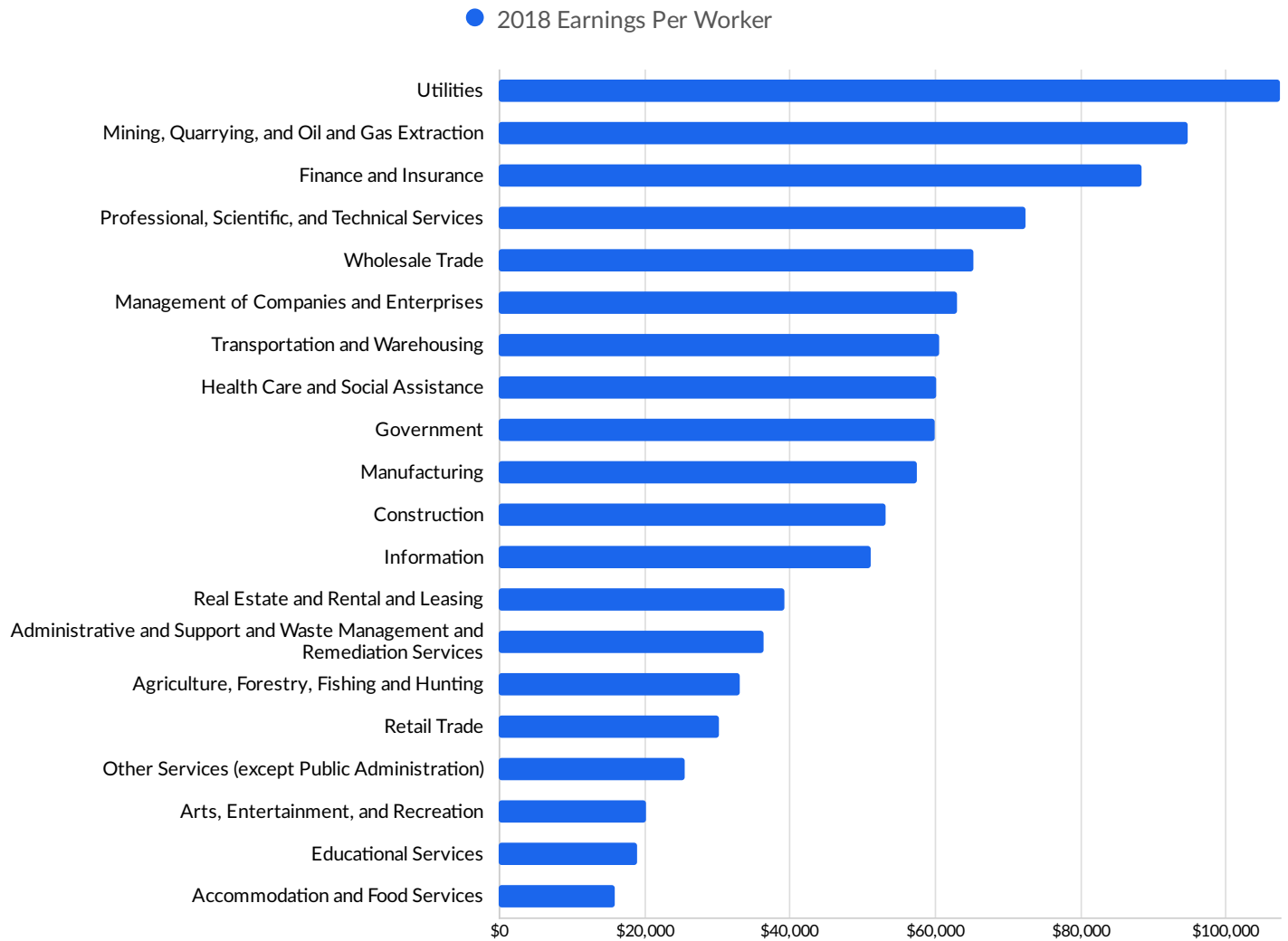
## Industry Characteristics - Cont.

### Top Industry GRP



## Industry Characteristics - Cont.

### Top Industry Earnings



## Industry Characteristics - Cont.


















Industry	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2018 Earnings Per Worker	2017 GRP
Government	5,181	4,961	-220	-4%	0.84	\$59,948	\$310.54M
Manufacturing	4,157	4,924	767	+18%	1.61	\$57,548	\$512.55M
Retail Trade	4,792	4,698	-94	-2%	1.19	\$30,275	\$260.50M
Finance and Insurance	4,222	4,422	200	+5%	2.84	\$88,486	\$1.11B
Health Care and Social Assistance	3,395	3,523	128	+4%	0.72	\$60,131	\$240.45M
Accommodation and Food Services	3,194	3,435	241	+8%	1.03	\$16,009	\$88.75M
Agriculture, Forestry, Fishing and Hunting	1,927	2,349	422	+22%	5.05	\$33,085	\$125.56M
Transportation and Warehousing	2,237	2,191	-46	-2%	1.60	\$60,678	\$190.34M
Other Services (except Public Administration)	2,136	2,111	-25	-1%	1.13	\$25,540	\$75.26M
Professional, Scientific, and Technical Services	997	1,291	294	+29%	0.51	\$72,471	\$128.51M
Construction	1,072	1,243	171	+16%	0.58	\$53,234	\$107.13M
Wholesale Trade	991	1,101	110	+11%	0.76	\$65,236	\$186.02M
Administrative and Support and Waste Management and Remediation Services	724	1,071	347	+48%	0.44	\$36,449	\$55.57M
Arts, Entertainment, and Recreation	347	356	9	+3%	0.53	\$20,311	\$11.49M
Educational Services	270	321	51	+19%	0.32	\$18,955	\$7.16M
Management of Companies and Enterprises	403	304	-99	-25%	0.55	\$63,114	\$22.92M
Real Estate and Rental and Leasing	243	291	48	+20%	0.44	\$39,345	\$137.43M
Information	225	191	-34	-15%	0.27	\$51,158	\$36.51M
Utilities	59	93	34	+58%	0.69	\$107,490	\$32.95M
Mining, Quarrying, and Oil and Gas Extraction	14	19	5	+36%	0.12	\$94,872	\$5.03M



## Business Characteristics

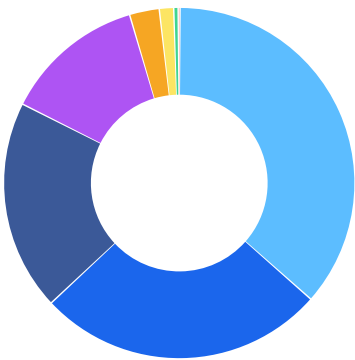
### 4,478 Companies Employ Your Workers

Online profiles for your workers mention 4,478 companies as employers, with the top 10 appearing below. In the last 12 months, 1,310 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Sentry Insurance	496 	Sentry Insurance	573 
University of Wisconsin Steven...	434 	Roehl Transport, Inc.	254 
Skyward Inc	163 	Ascension Health	186 
Stevens Point Area Public Scho...	140 	Remedy Intelligent Staffing	180 
Associated Banc-Corp	132 	Shopko Stores Operating Co., L...	152 
Ministry Health Care, Inc.	130 	Associated Banc-Corp	142 
St Michaels Hospital Inc	88 	American International Group, ...	137 
Lands' End, Inc.	80 	United Parcel Service, Inc.	128 
Travel Guard	71 	Platinum Supplemental Insuran...	121 
Aspirus Wausau Hospital, Inc.	54 	Tutree, Inc.	113 

## Business Characteristics - Cont.

### Business Size

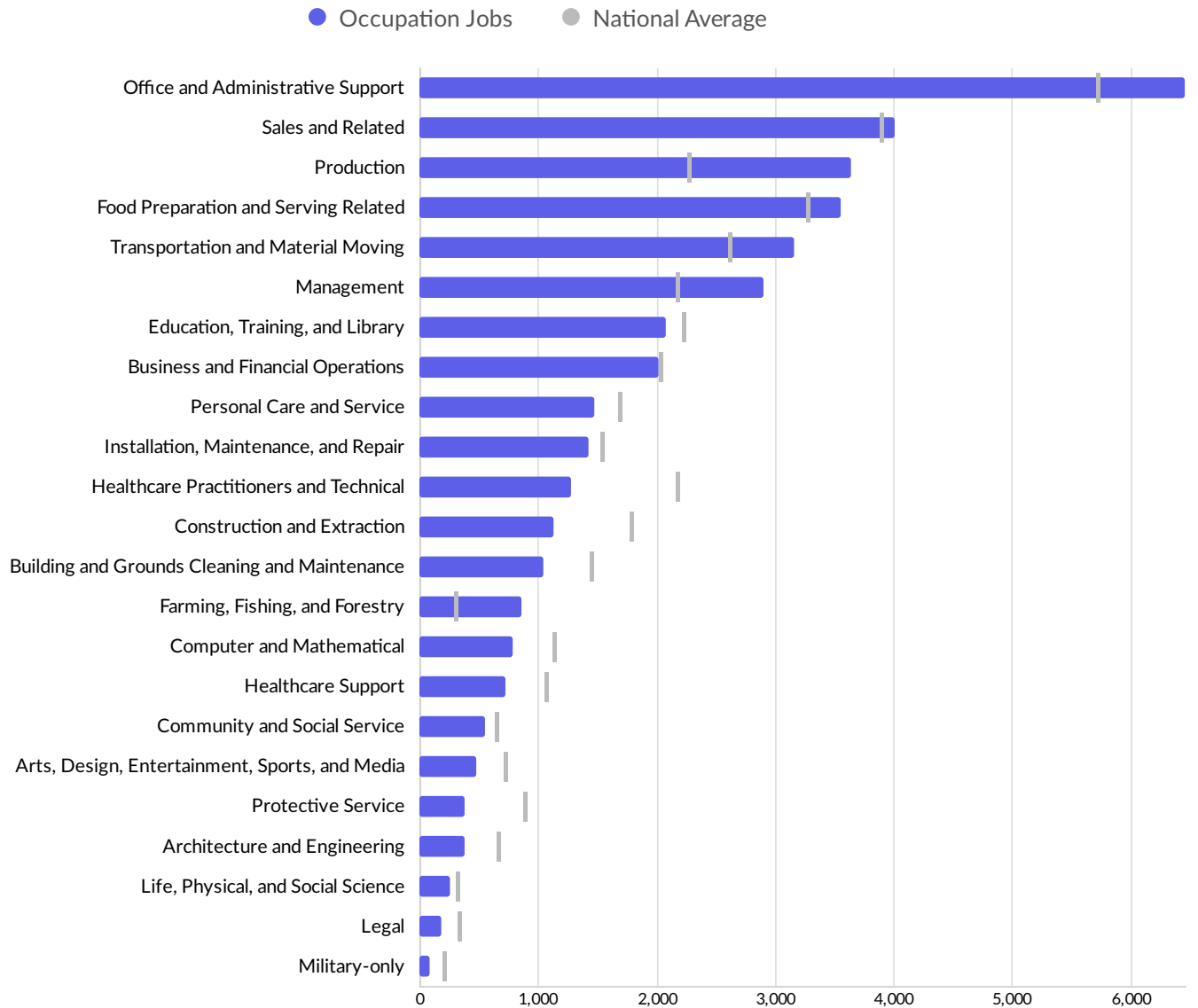


	Percentage	Business Count
● 1 to 4 employees	36.4%	1,076
● 5 to 9 employees	26.5%	783
● 10 to 19 employees	19.4%	573
● 20 to 49 employees	13.0%	384
● 50 to 99 employees	2.7%	81
● 100 to 249 employees	1.3%	39
● 250 to 499 employees	0.4%	12
● 500+ employees	0.2%	5

*\*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



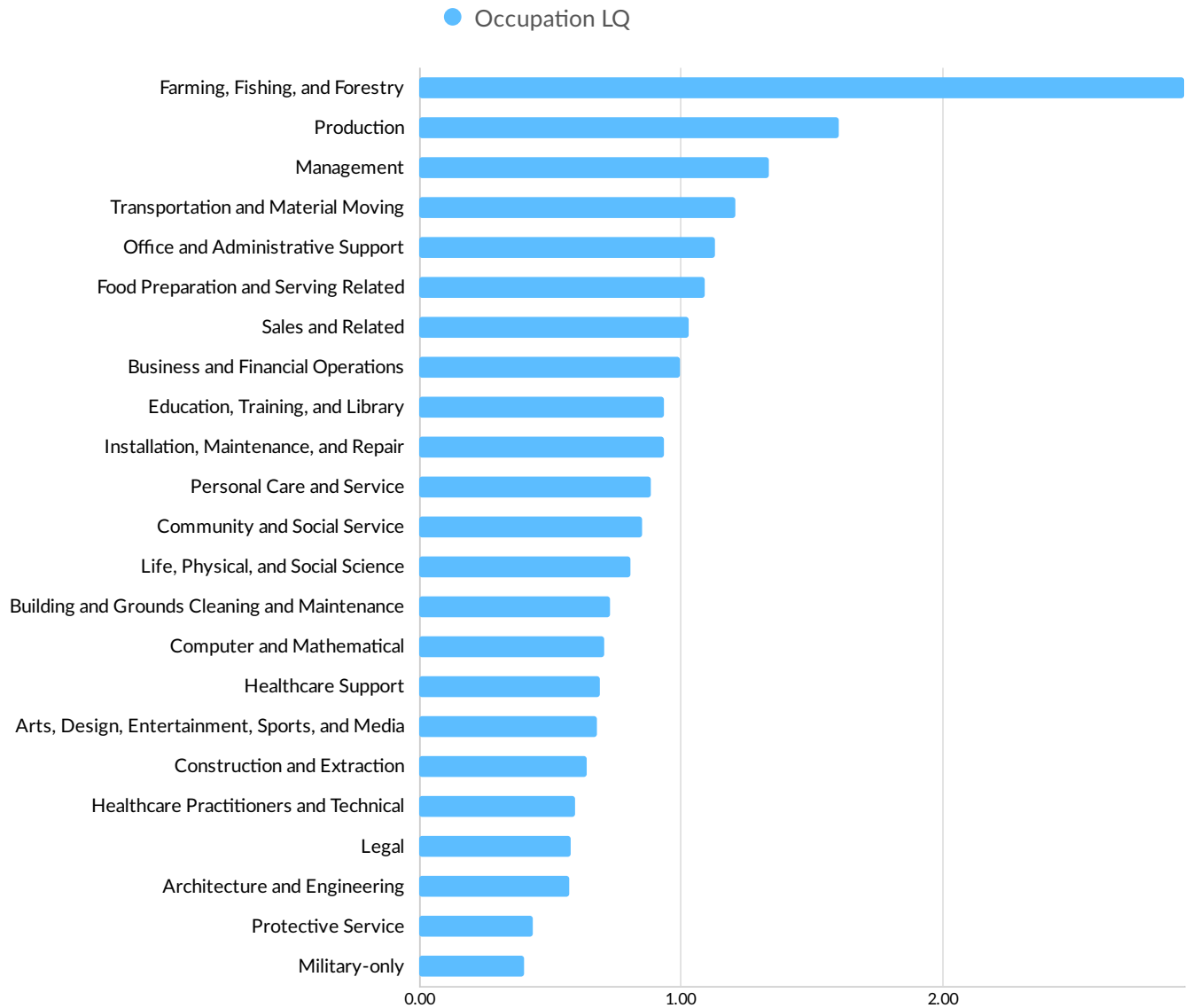
## Workforce Characteristics - Cont.

### Top Growing Occupations



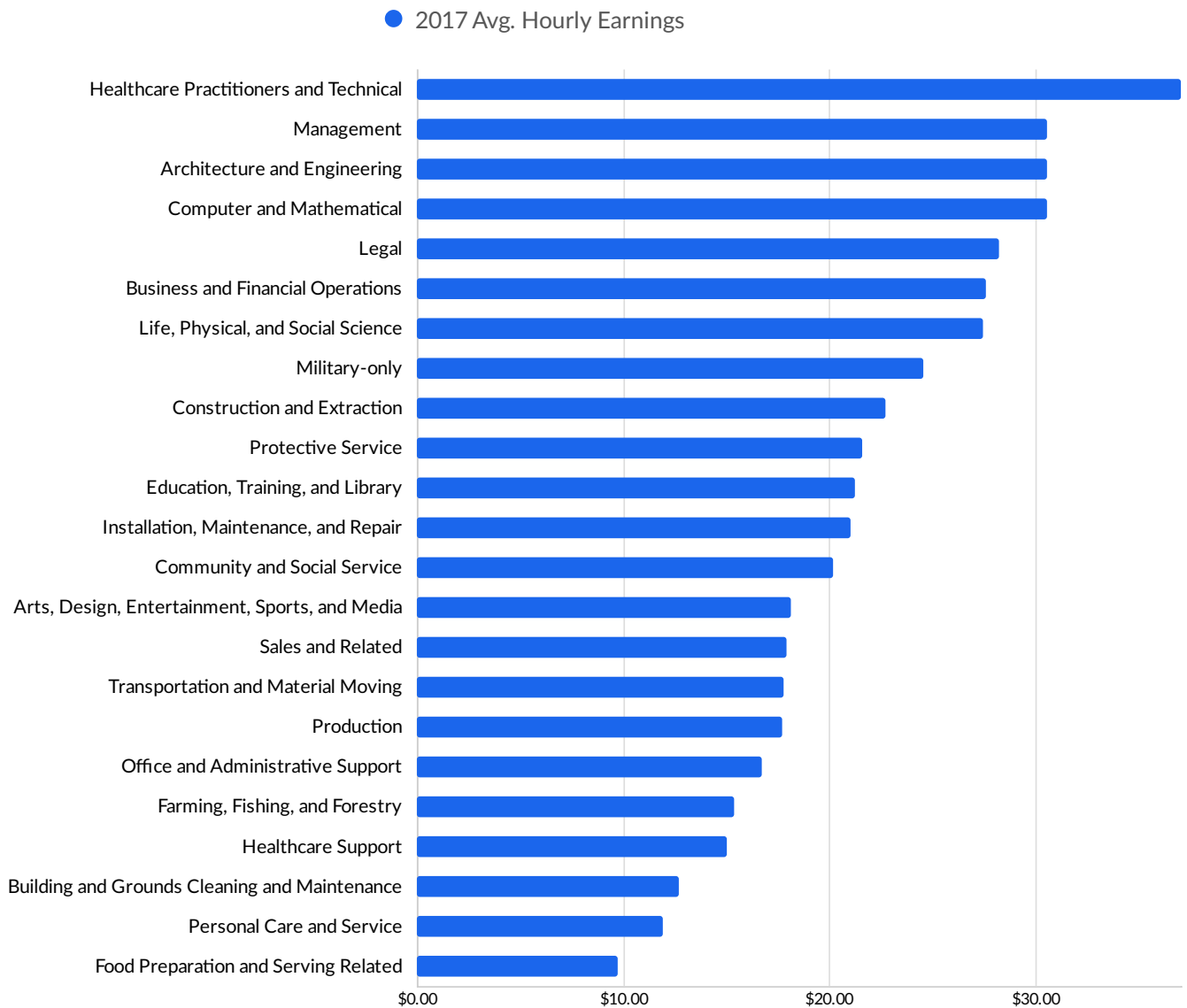
## Workforce Characteristics - Cont.

### Top Occupation LQ



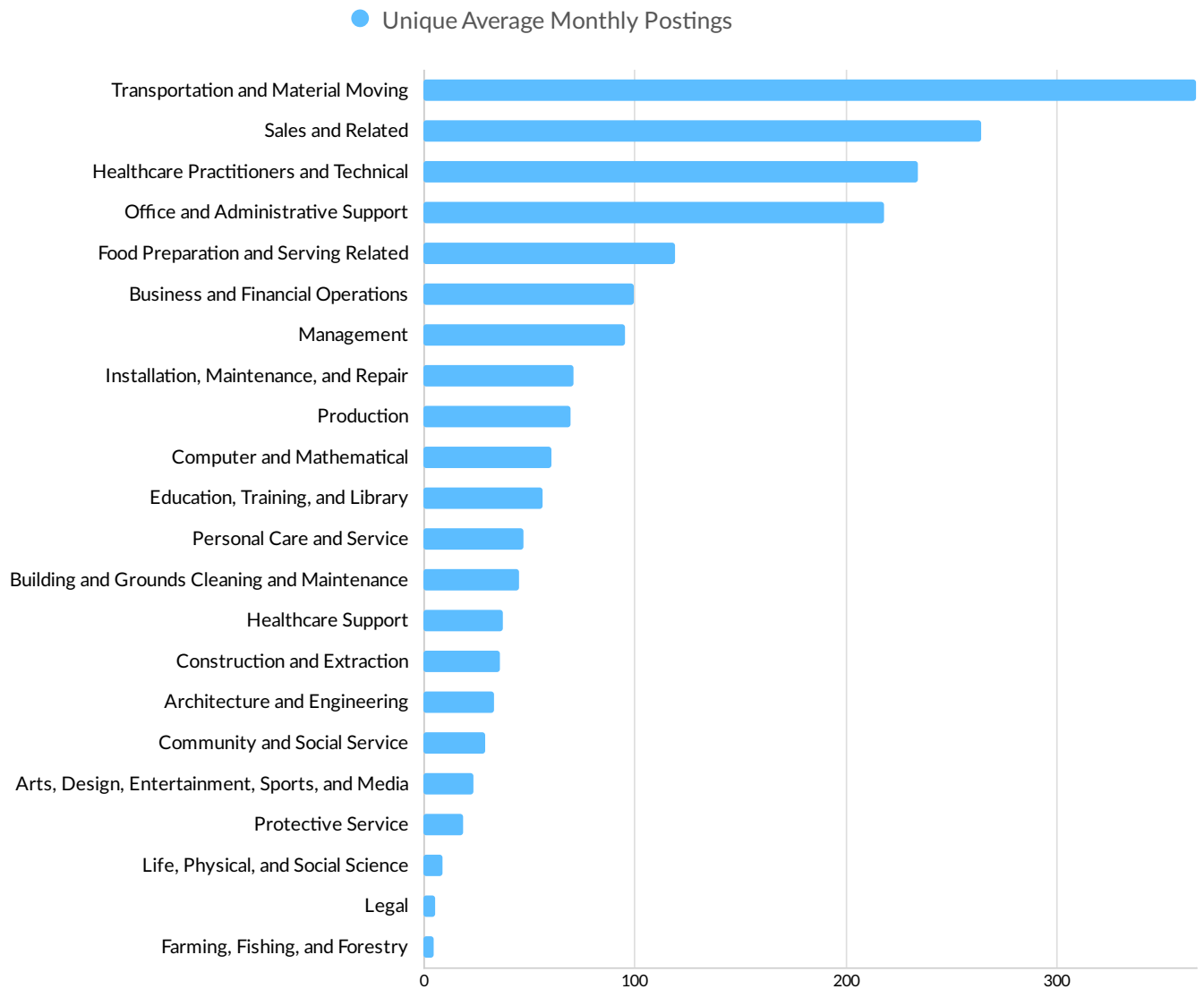
## Workforce Characteristics - Cont.

### Top Occupation Earnings



## Workforce Characteristics - Cont.

### Top Posted Occupations



## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Office and Administrative Support	6,488	6,460	-28	0%	1.13	\$16.75	218
Sales and Related	3,786	4,007	221	+6%	1.03	\$17.92	265
Production	3,077	3,638	561	+18%	1.61	\$17.72	70
Food Preparation and Serving Related	3,370	3,559	189	+6%	1.09	\$9.72	119
Transportation and Material Moving	3,030	3,158	128	+4%	1.21	\$17.83	366
Management	2,653	2,905	252	+9%	1.34	\$30.61	96
Education, Training, and Library	1,922	2,078	156	+8%	0.94	\$21.30	56
Business and Financial Operations	1,945	2,012	67	+3%	1.00	\$27.62	100
Personal Care and Service	1,260	1,481	221	+18%	0.89	\$11.92	48
Installation, Maintenance, and Repair	1,315	1,430	115	+9%	0.94	\$21.08	71
Healthcare Practitioners and Technical	1,275	1,284	9	+1%	0.59	\$37.10	234
Construction and Extraction	1,056	1,132	76	+7%	0.64	\$22.76	36
Building and Grounds Cleaning and Maintenance	970	1,050	80	+8%	0.73	\$12.75	46
Farming, Fishing, and Forestry	696	867	171	+25%	2.93	\$15.37	5
Computer and Mathematical	676	792	116	+17%	0.71	\$30.57	61
Healthcare Support	745	729	-16	-2%	0.69	\$15.04	38



## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Nov 2017 - Oct 2018 Unique Average Monthly Postings
Community and Social Service	538	550	12	+2%	0.85	\$20.18	29
Arts, Design, Entertainment, Sports, and Media	451	484	33	+7%	0.68	\$18.14	24
Protective Service	490	380	-110	-22%	0.43	\$21.61	19
Architecture and Engineering	306	377	71	+23%	0.58	\$30.60	33
Life, Physical, and Social Science	243	253	10	+4%	0.81	\$27.52	9
Legal	214	187	-27	-13%	0.58	\$28.25	6
Military-only	79	81	2	+3%	0.40	\$24.58	1

## Educational Pipeline

In 2017, there were 2,172 graduates in Portage County, WI. This pipeline has grown by 1% 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".

