



Portage County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

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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.

38,606

Jobs (2018)

Jobs **grew by 2,025** over the last 5 years and are projected to **grow by 1,544** over the next 5 years.

\$54.6K

Median Household Income (2017)

Median household income is **\$3.0K below** the national median household income of \$57.7K.

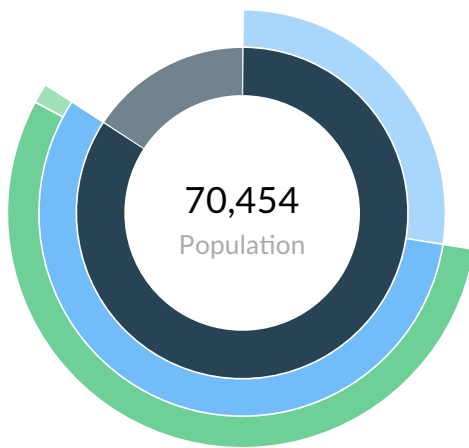
Takeaways

- 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 5.5%** in Portage County, WI from 36,581 to **38,606**. This change **fell short of the national growth rate of 7.8% by 2.3%**. As the number of jobs increased, the **labor force participation rate increased from 67.2% to 67.4% 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 Education and Hospitals (State Government).

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	70,454	39,979	38,606	99.6	\$3.94B	\$4.97B	\$4.86B
NCWRPC	438,224	229,828	226,463	99.6	\$22.05B	\$28.00B	\$27.29B
Wisconsin	5,810,713	3,148,851	3,139,957	100.3	\$327.94B	\$290.04B	\$322.18B

Economy Overview - Cont.

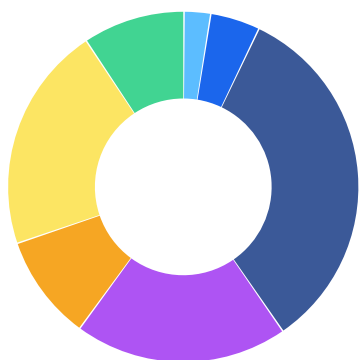
2018 Labor Force Breakdown



	Population
● Total Working Age Population	59,280
● Not in Labor Force (15+)	19,301
● Labor Force	39,979
● Employed	39,005
● Unemployed	974
● Under 15	11,174

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).

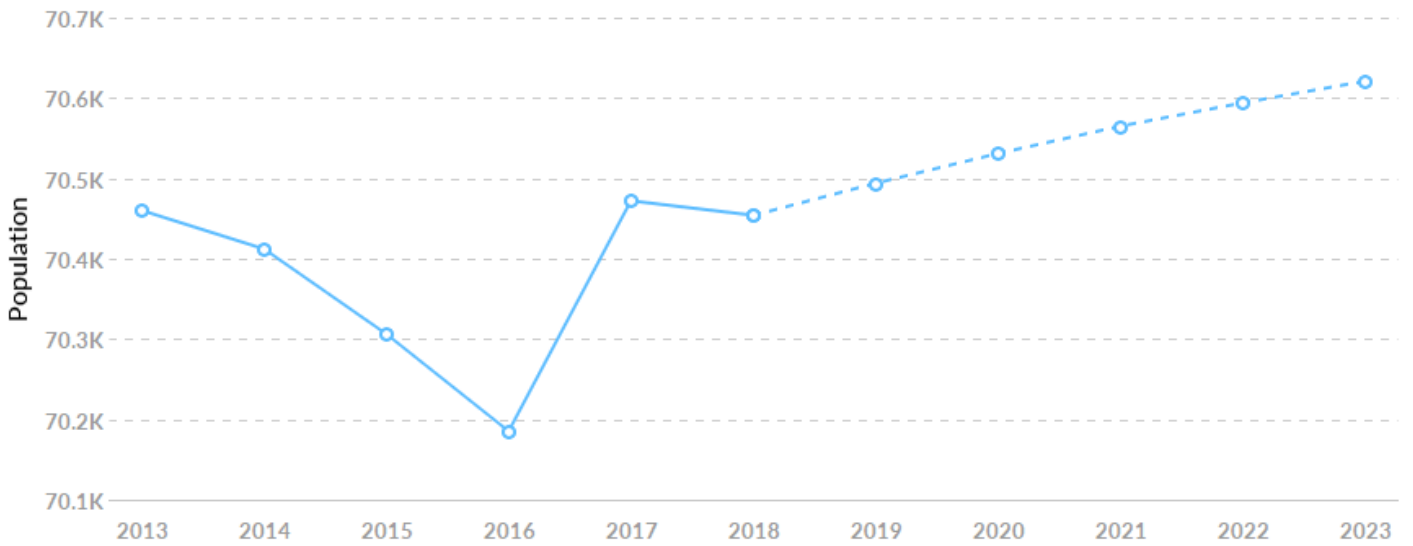


	% of Population	Population
● Less Than 9th Grade	2.4%	1,110
● 9th Grade to 12th Grade	4.6%	2,080
● High School Diploma	33.3%	15,089
● Some College	19.7%	8,920
● Associate's Degree	9.7%	4,409
● Bachelor's Degree	20.9%	9,475
● Graduate Degree and Higher	9.4%	4,262

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.

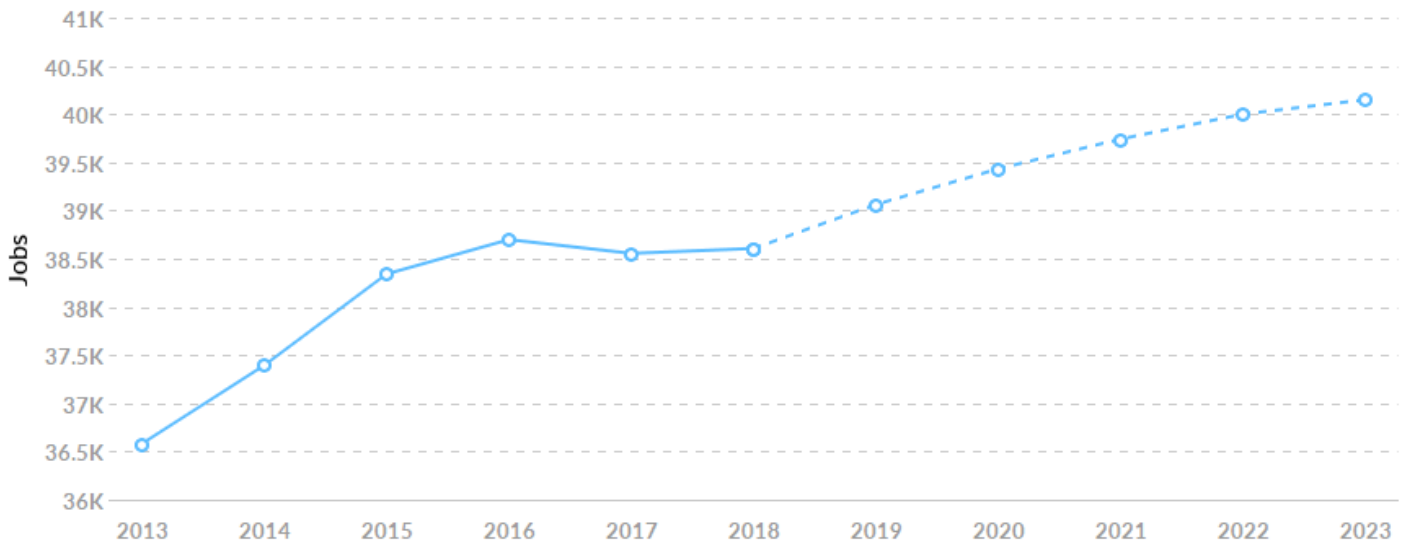


Timeframe	Population
2013	70,460
2014	70,412
2015	70,306
2016	70,185
2017	70,472
2018	70,454
2019	70,494
2020	70,531
2021	70,565
2022	70,594
2023	70,621

Historic & Projected Trends - Cont.

Job Trends

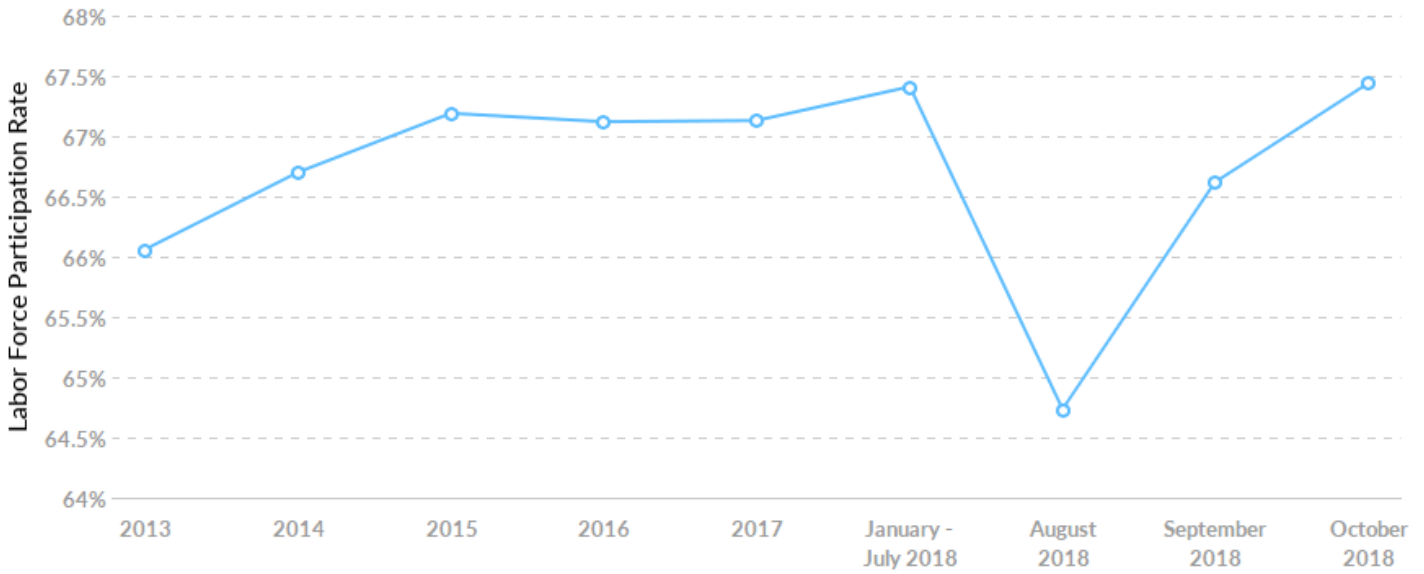
From 2013 to 2018, jobs increased by 5.5% in Portage County, WI from 36,581 to 38,606. This change fell short of the national growth rate of 7.8% by 2.3%.



Timeframe	Jobs
2013	36,581
2014	37,394
2015	38,341
2016	38,698
2017	38,555
2018	38,606
2019	39,062
2020	39,432
2021	39,741
2022	39,999
2023	40,149

Historic & Projected Trends - Cont.

Labor Force Participation Rate Trends

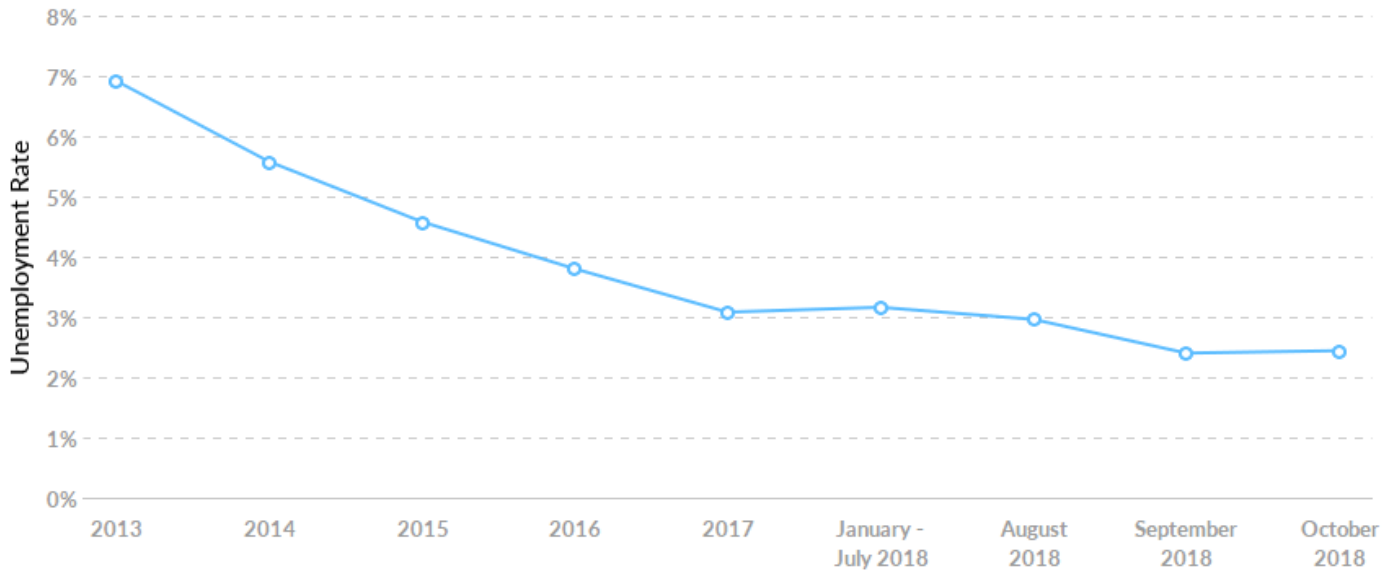


Timeframe	Labor Force Participation Rate
2013	66.06%
2014	66.70%
2015	67.19%
2016	67.12%
2017	67.13%
January - July 2018	67.41%
August 2018	64.73%
September 2018	66.62%
October 2018	67.44%

Historic & Projected Trends - Cont.

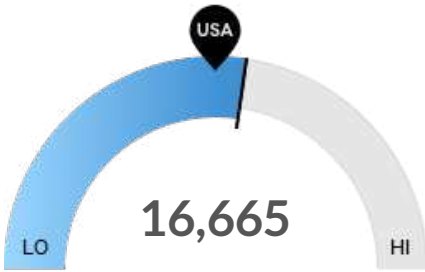
Unemployment Rate Trends

Portage County, WI had an October 2018 unemployment rate of 2.44%, **decreasing from 6.92%** 5 years before.



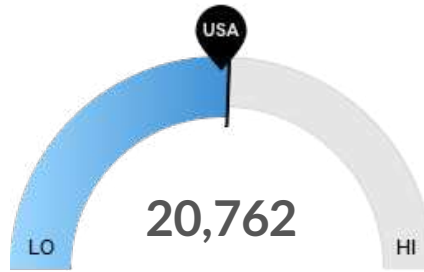
Timeframe	Unemployment Rate
2013	6.92%
2014	5.58%
2015	4.58%
2016	3.80%
2017	3.08%
January - July 2018	3.16%
August 2018	2.96%
September 2018	2.40%
October 2018	2.44%

Population Characteristics



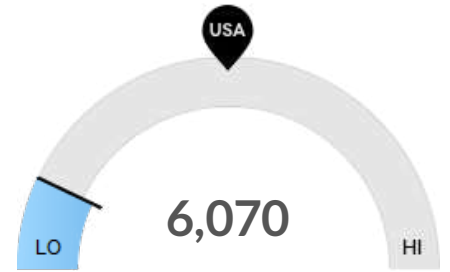
Millennials

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



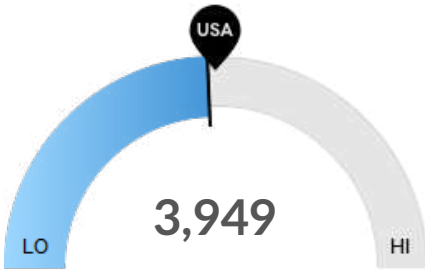
Retiring Soon

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.



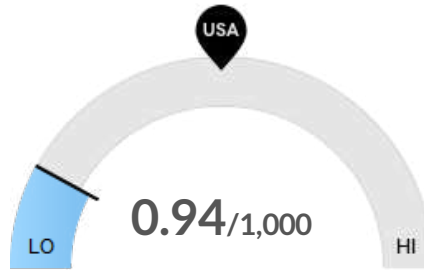
Racial Diversity

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.



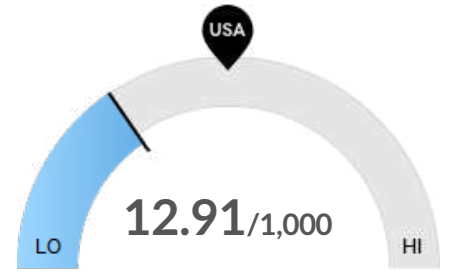
Veterans

Portage County, WI has 3,949 veterans. The national average for an area this size is 4,098.



Violent Crime

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



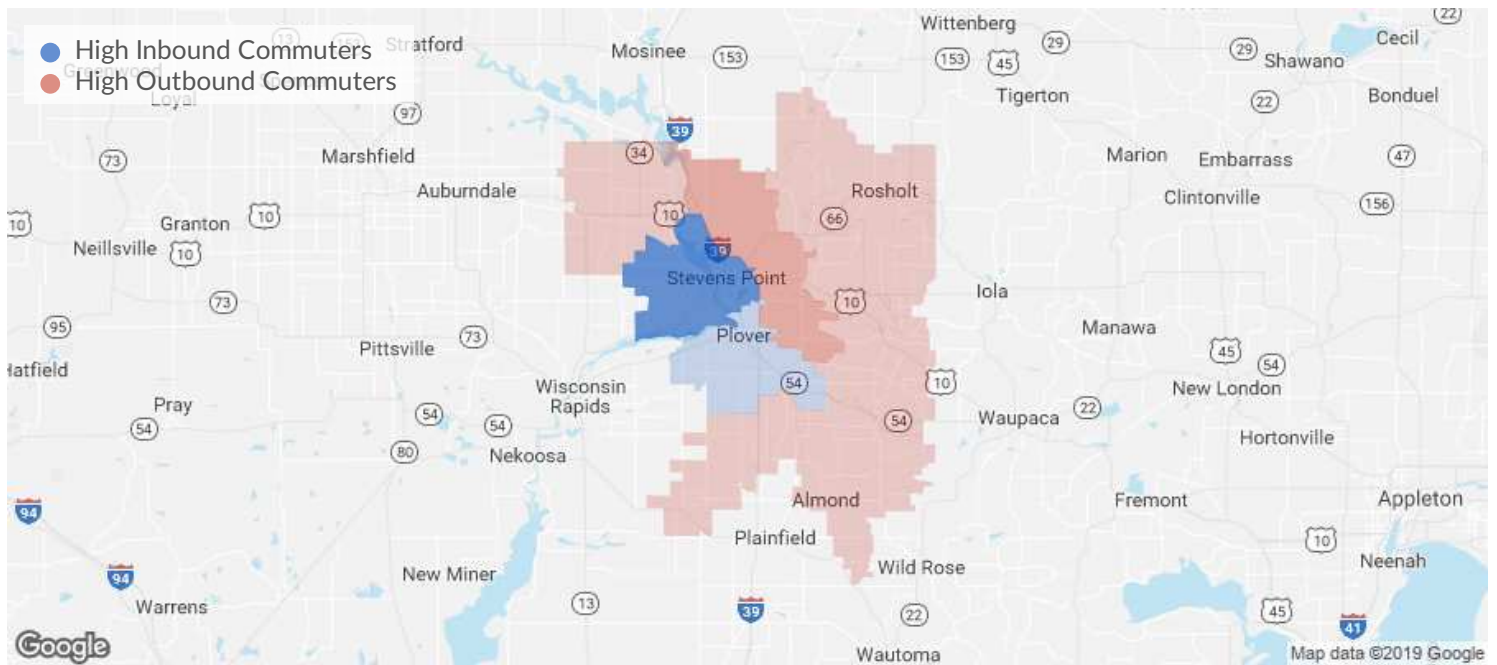
Property Crime

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

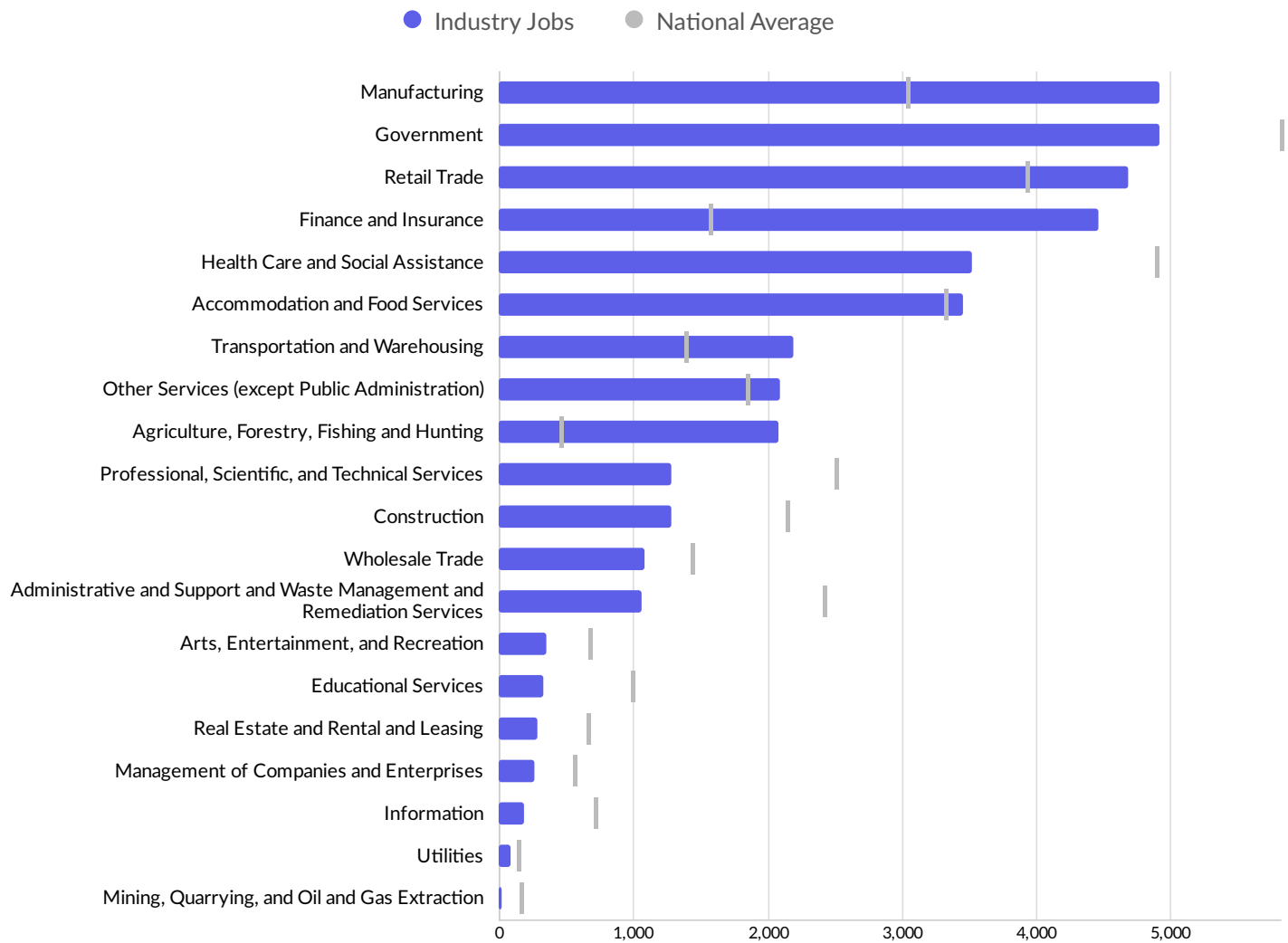
Where Talent Lives

ZIP	Name	2018 Employment
54481	Stevens Point, WI (in P...	23,001
54467	Plover, WI (in Portage ...	8,396
54482	Stevens Point, WI (in P...	2,903
54406	Amherst, WI (in Portag...	1,146
54921	Bancroft, WI (in Portag...	1,008

ZIP	Name	2018 Workers
54481	Stevens Point, WI (in P...	14,869
54467	Plover, WI (in Portage ...	8,255
54482	Stevens Point, WI (in P...	5,333
54406	Amherst, WI (in Portag...	2,141
54473	Rosholt, WI (in Portage...	1,486

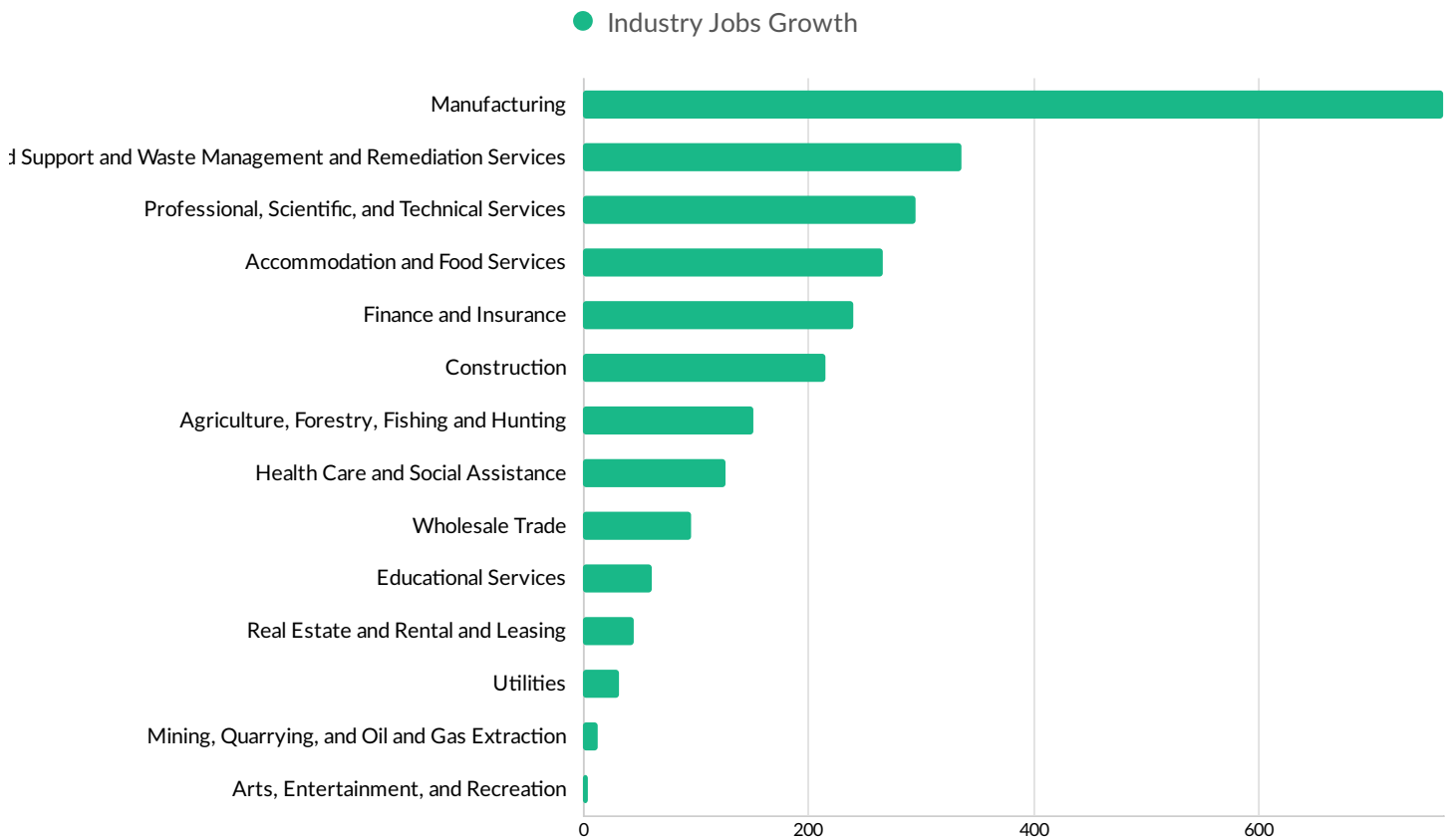
Industry Characteristics

Largest Industries



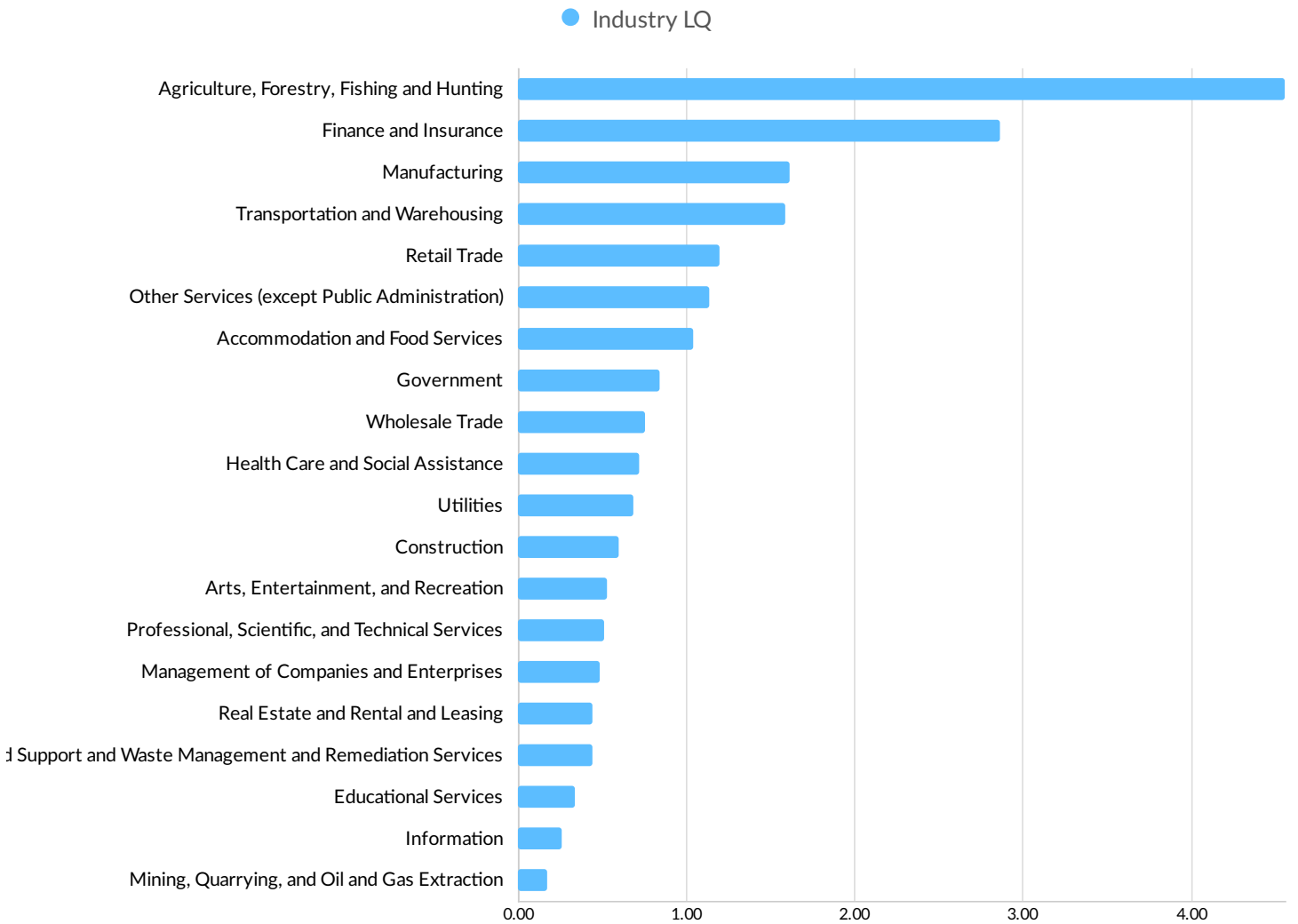
Industry Characteristics - Cont.

Top Growing Industries



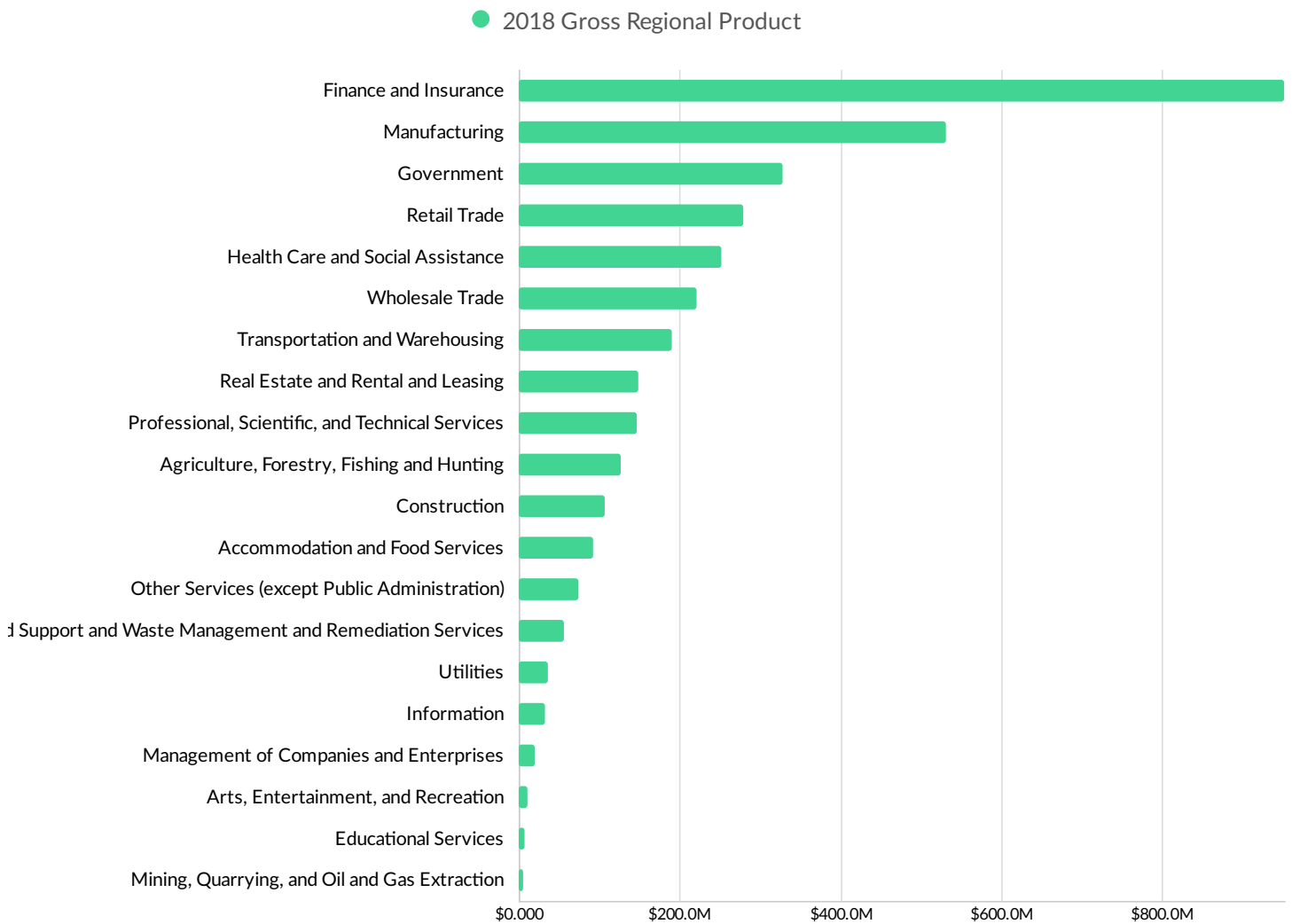
Industry Characteristics - Cont.

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	2018 GRP
Manufacturing	4,157	4,921	764	+18%	1.62	\$58,317	\$531.99M
Government	5,181	4,921	-260	-5%	0.85	\$62,154	\$327.47M
Retail Trade	4,792	4,686	-106	-2%	1.20	\$30,525	\$278.83M
Finance and Insurance	4,221	4,461	240	+6%	2.87	\$88,514	\$951.77M
Health Care and Social Assistance	3,395	3,522	127	+4%	0.72	\$60,089	\$251.11M
Accommodation and Food Services	3,194	3,460	266	+8%	1.04	\$15,952	\$91.72M
Transportation and Warehousing	2,237	2,199	-38	-2%	1.59	\$61,439	\$190.59M
Other Services (except Public Administration)	2,136	2,092	-44	-2%	1.14	\$25,736	\$75.11M
Agriculture, Forestry, Fishing and Hunting	1,927	2,078	151	+8%	4.56	\$36,165	\$126.80M
Professional, Scientific, and Technical Services	996	1,291	295	+30%	0.52	\$73,372	\$147.47M
Construction	1,070	1,286	216	+20%	0.60	\$53,443	\$106.23M
Wholesale Trade	991	1,087	96	+10%	0.76	\$65,405	\$220.41M
Administrative and Support and Waste Management and Remediation Services	724	1,060	336	+46%	0.44	\$37,603	\$56.77M
Arts, Entertainment, and Recreation	347	352	5	+1%	0.53	\$20,925	\$11.69M
Educational Services	270	331	61	+23%	0.33	\$18,601	\$7.78M
Real Estate and Rental and Leasing	243	288	45	+19%	0.44	\$40,737	\$147.95M
Management of Companies and Enterprises	403	266	-137	-34%	0.48	\$67,353	\$19.64M
Information	225	187	-38	-17%	0.26	\$49,508	\$33.34M
Utilities	59	91	32	+54%	0.68	\$105,633	\$35.90M
Mining, Quarrying, and Oil and Gas Extraction	14	27	13	+93%	0.17	\$80,342	\$6.05M

Business Characteristics

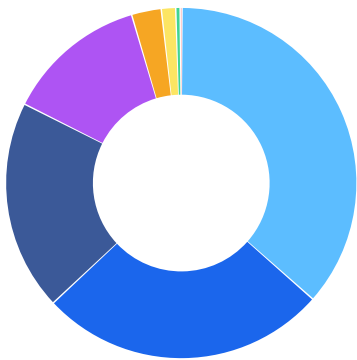
4,478 Companies Employ Your Workers

Online profiles for your workers mention 4,478 companies as employers, with the top 10 appearing below. In the last 12 months, 1,408 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	518 
University of Wisconsin Steven...	434 	Remedy Intelligent Staffing	303 
Skyward Inc	163 	Roehl Transport, Inc.	278 
Stevens Point Area Public Scho...	140 	Ascension Health	164 
Associated Banc-Corp	132 	Associated Banc-Corp	154 
Ministry Health Care, Inc.	130 	Shopko Stores Operating Co., L...	141 
St Michaels Hospital Inc	88 	American International Group, ...	120 
Lands' End, Inc.	80 	C.R. England, Inc.	110 
Travel Guard	71 	Comphealth Associates, Inc	104 
Aspirus Wausau Hospital, Inc.	54 	Tutree, Inc.	103 

Business Characteristics - Cont.

Business Size

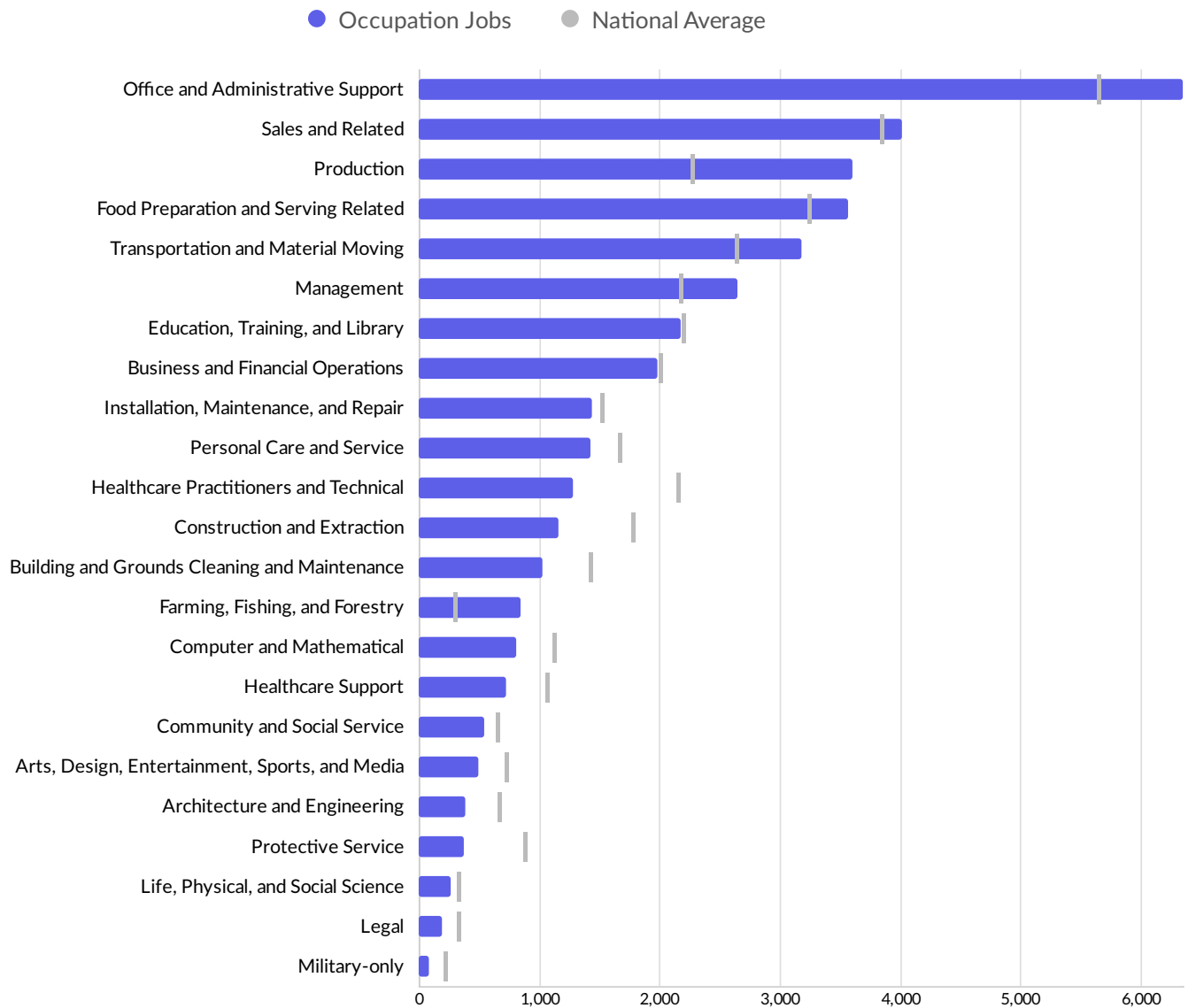


	Percentage	Business Count
1 to 4 employees	36.4%	1,076
5 to 9 employees	26.5%	783
10 to 19 employees	19.4%	573
20 to 49 employees	13.0%	384
50 to 99 employees	2.7%	81
100 to 249 employees	1.3%	39
250 to 499 employees	0.4%	12
500+ employees	0.2%	5

**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.*

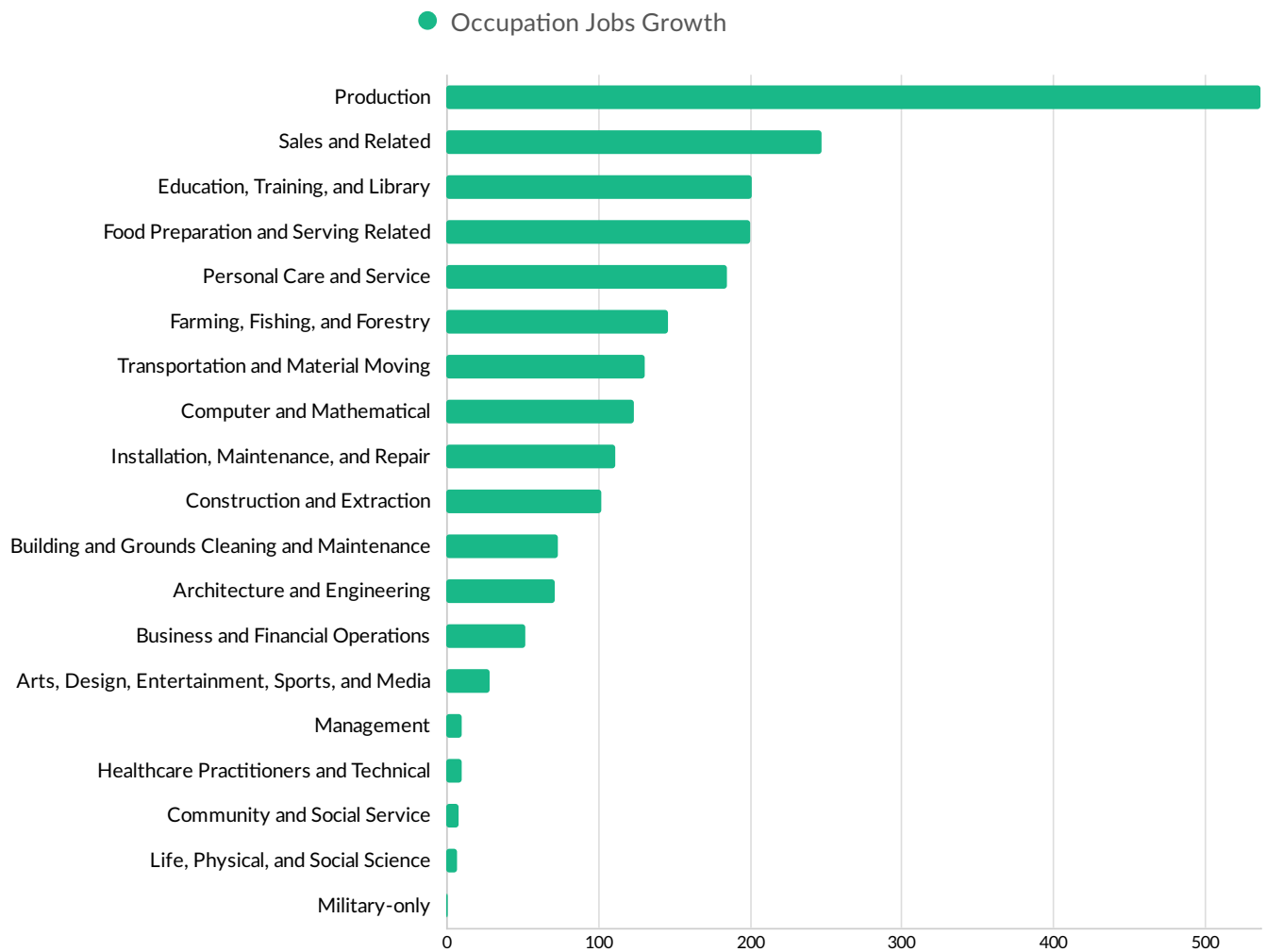
Workforce Characteristics

Largest Occupations



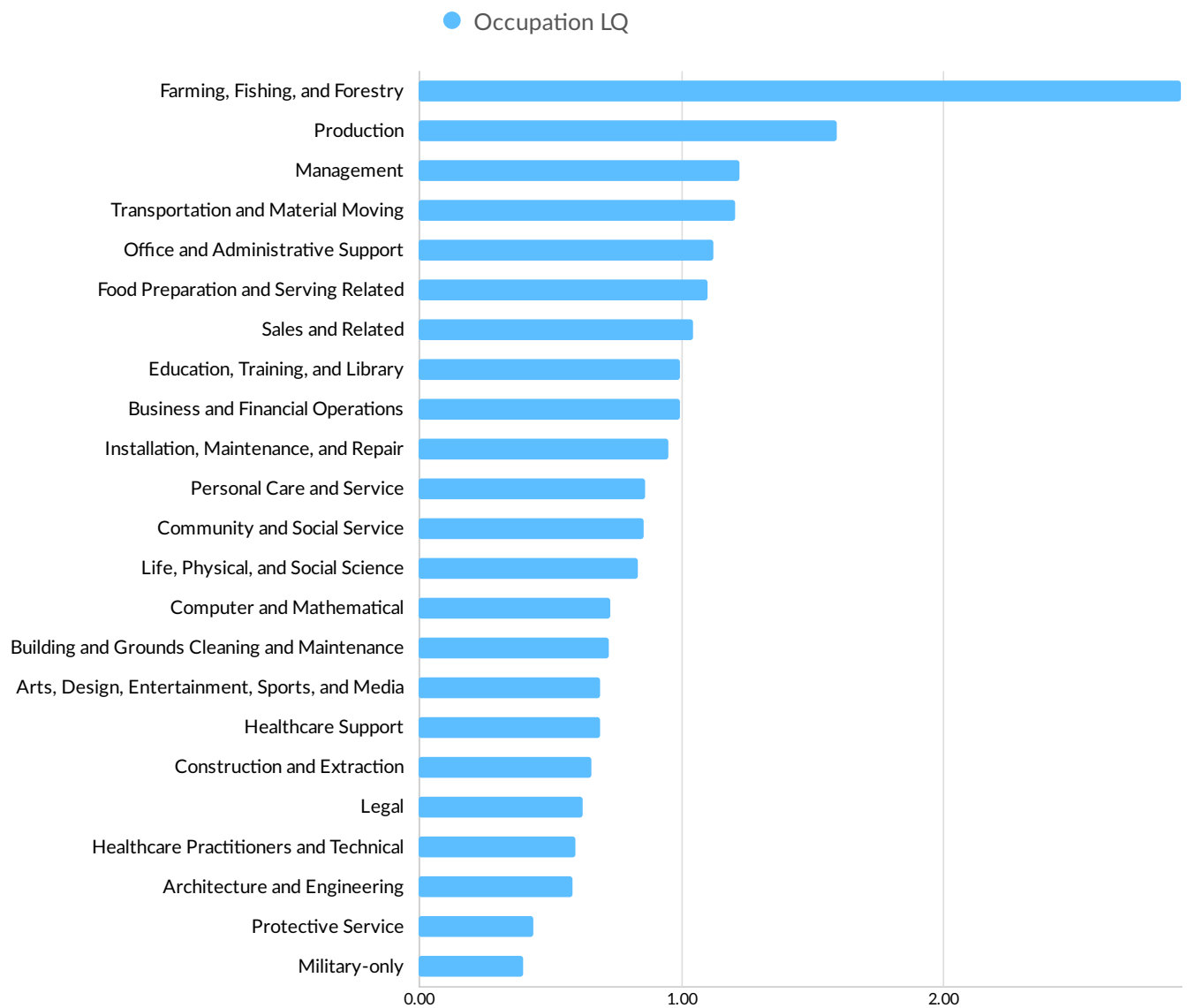
Workforce Characteristics - Cont.

Top Growing Occupations



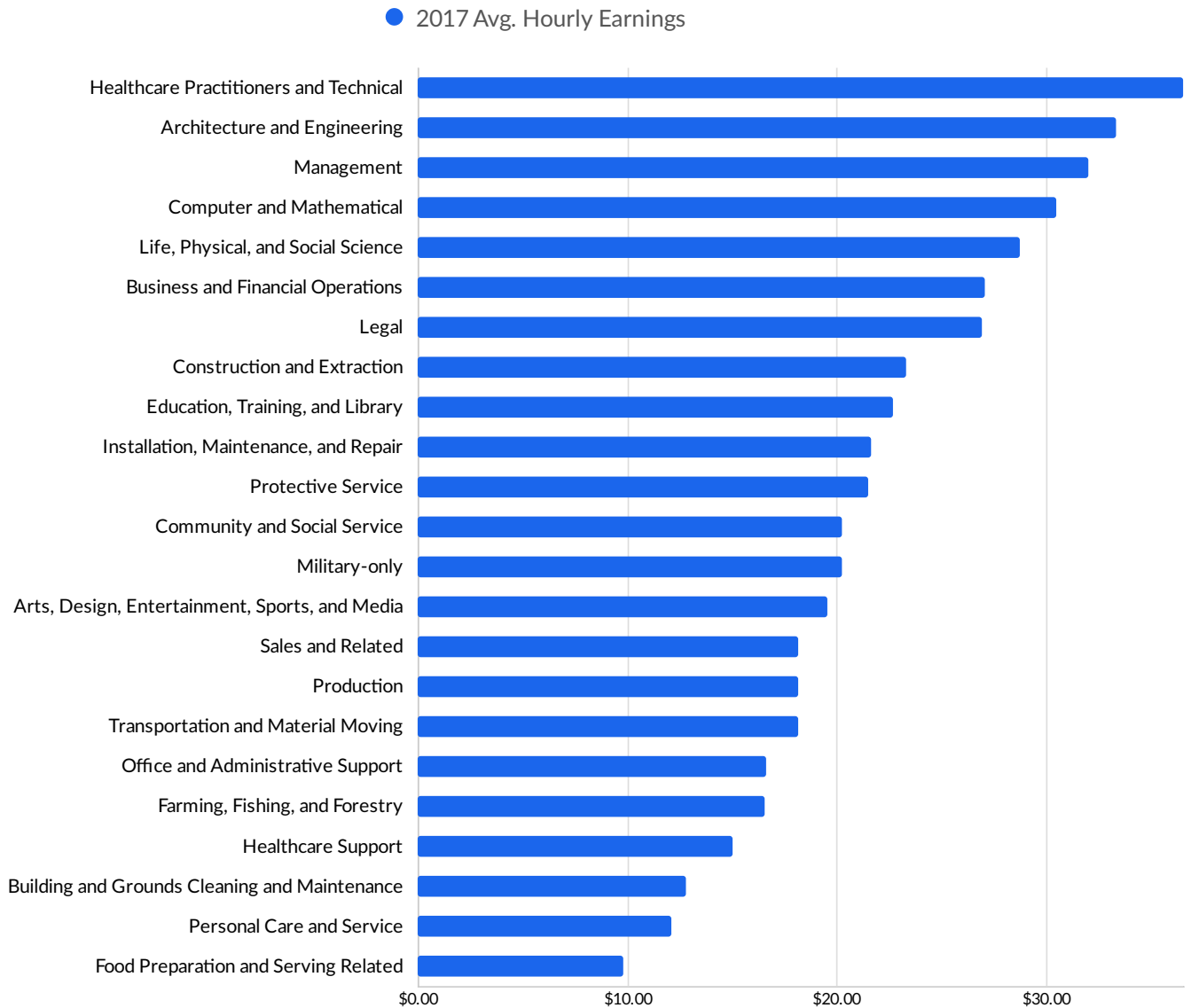
Workforce Characteristics - Cont.

Top Occupation LQ



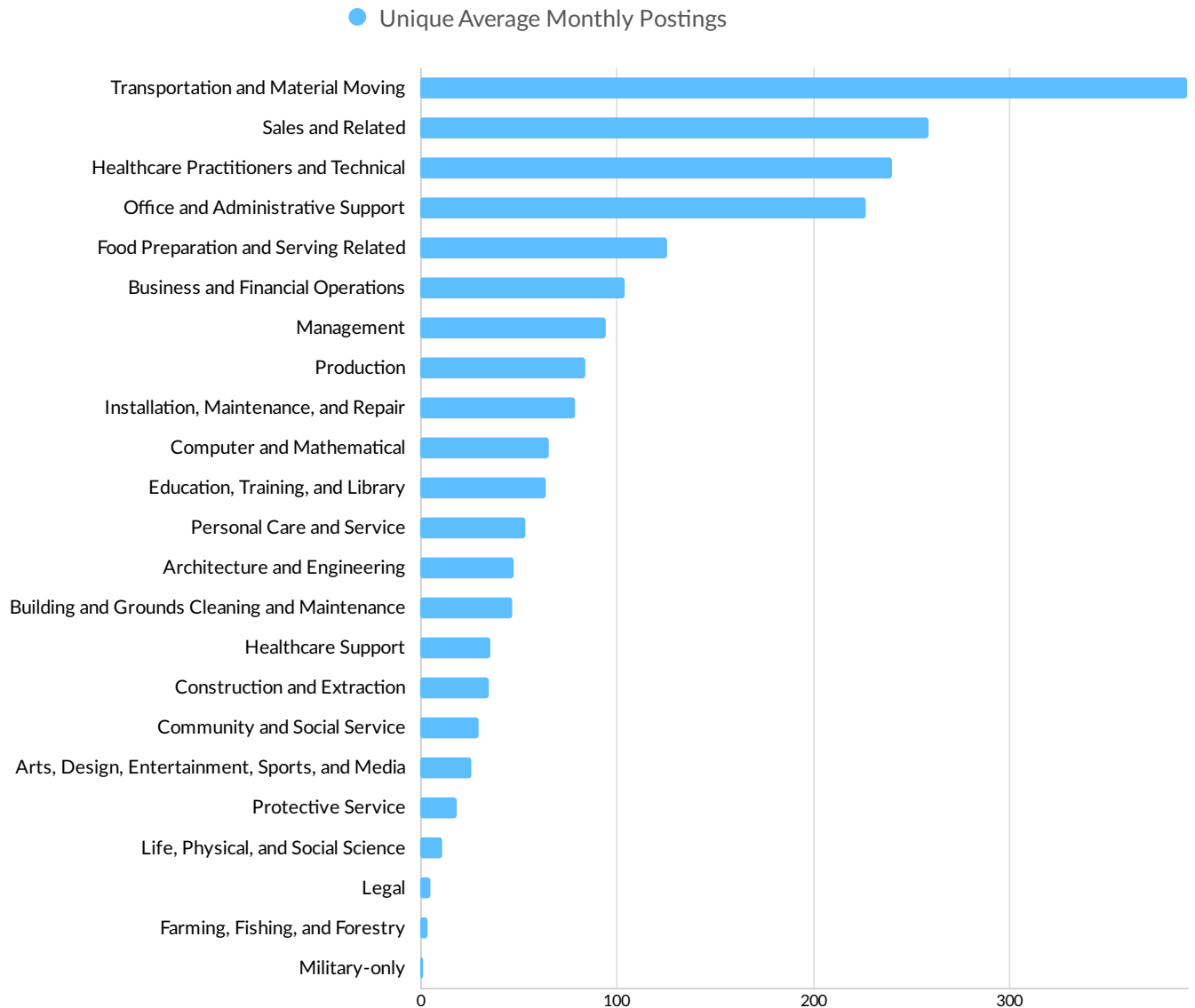
Workforce Characteristics - Cont.

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	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Office and Administrative Support	6,422	6,351	-71	-1%	1.13	\$16.64	227
Sales and Related	3,765	4,013	248	+7%	1.05	\$18.17	259
Production	3,070	3,607	537	+17%	1.59	\$18.16	84
Food Preparation and Serving Related	3,367	3,567	200	+6%	1.10	\$9.80	126
Transportation and Material Moving	3,045	3,176	131	+4%	1.21	\$18.15	391
Management	2,639	2,649	10	+0%	1.22	\$32.03	95
Education, Training, and Library	1,980	2,182	202	+10%	1.00	\$22.74	64
Business and Financial Operations	1,936	1,988	52	+3%	1.00	\$27.11	104
Installation, Maintenance, and Repair	1,327	1,439	112	+8%	0.95	\$21.63	79
Personal Care and Service	1,244	1,429	185	+15%	0.86	\$12.13	54
Healthcare Practitioners and Technical	1,268	1,278	10	+1%	0.60	\$36.57	240
Construction and Extraction	1,058	1,160	102	+10%	0.66	\$23.34	35
Building and Grounds Cleaning and Maintenance	951	1,025	74	+8%	0.72	\$12.83	47
Farming, Fishing, and Forestry	704	850	146	+21%	2.91	\$16.57	4
Computer and Mathematical	689	813	124	+18%	0.73	\$30.51	66
Healthcare Support	746	727	-19	-3%	0.69	\$15.07	36
Community and Social Service	538	546	8	+1%	0.86	\$20.25	30

Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Avg. Hourly Earnings	Feb 2018 - Jan 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	467	496	29	+6%	0.69	\$19.54	26
Architecture and Engineering	312	384	72	+23%	0.59	\$33.36	47
Protective Service	488	380	-108	-22%	0.44	\$21.51	18
Life, Physical, and Social Science	260	267	7	+3%	0.84	\$28.77	11
Legal	226	199	-27	-12%	0.62	\$26.97	5
Military-only	79	80	1	+1%	0.40	\$20.24	2

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".

