



# 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.

**38,574**

Jobs (2018)

Jobs **grew by 1,993** over the last 5 years and are projected to **grow by 1,475** 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.

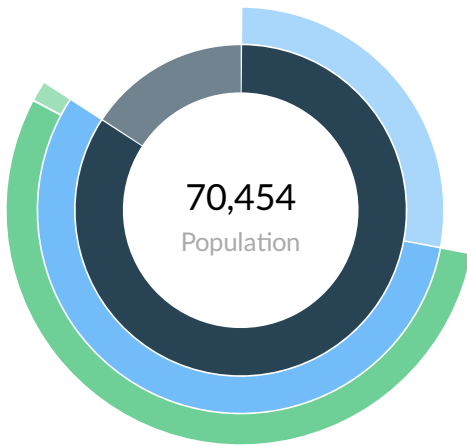
## Takeaways

- 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 5.4%** in Portage County, WI from 36,581 to **38,574**. This change **fell short of the national growth rate of 8.2% by 2.8%**. As the number of jobs increased, the **labor force participation rate increased from 64.5% to 66.9% 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 Education and Hospitals (State Government).

	Population (2018)	Labor Force (2018)	Jobs (2018)	Cost of Living	GRP	Imports	Exports
Region	70,454	39,636	38,574	99.6	\$3.94B	\$4.99B	\$4.84B
NCWRPC	438,224	227,610	226,804	99.6	\$22.05B	\$28.07B	\$27.11B
Wisconsin	5,810,713	3,105,645	3,147,009	100.3	\$327.87B	\$291.36B	\$319.54B

## Economy Overview - Cont.

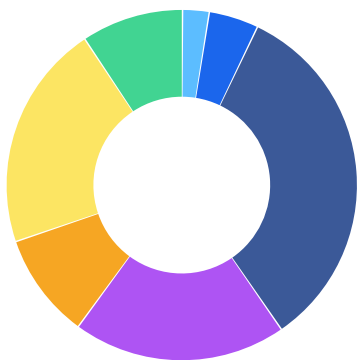
### 2018 Labor Force Breakdown



	Population
● Total Working Age Population	59,280
● Not in Labor Force (15+)	19,644
● Labor Force	39,636
● Employed	38,609
● Unemployed	1,027
● 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).

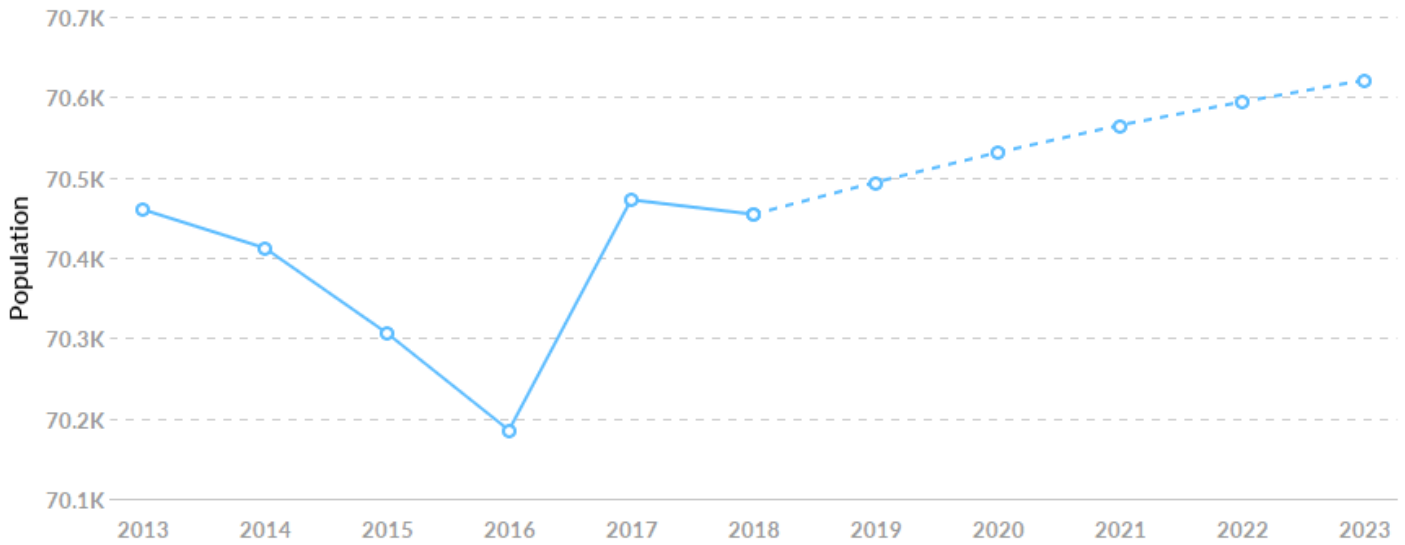


	% of Population	Population
● Less Than 9th Grade	2.4%	1,110
● 9th Grade to 12th Grade	4.6%	2,080
● High School Diploma	33.3%	15,089
● Some College	19.7%	8,920
● Associate's Degree	9.7%	4,409
● Bachelor's Degree	20.9%	9,475
● Graduate Degree and Higher	9.4%	4,262

# 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.

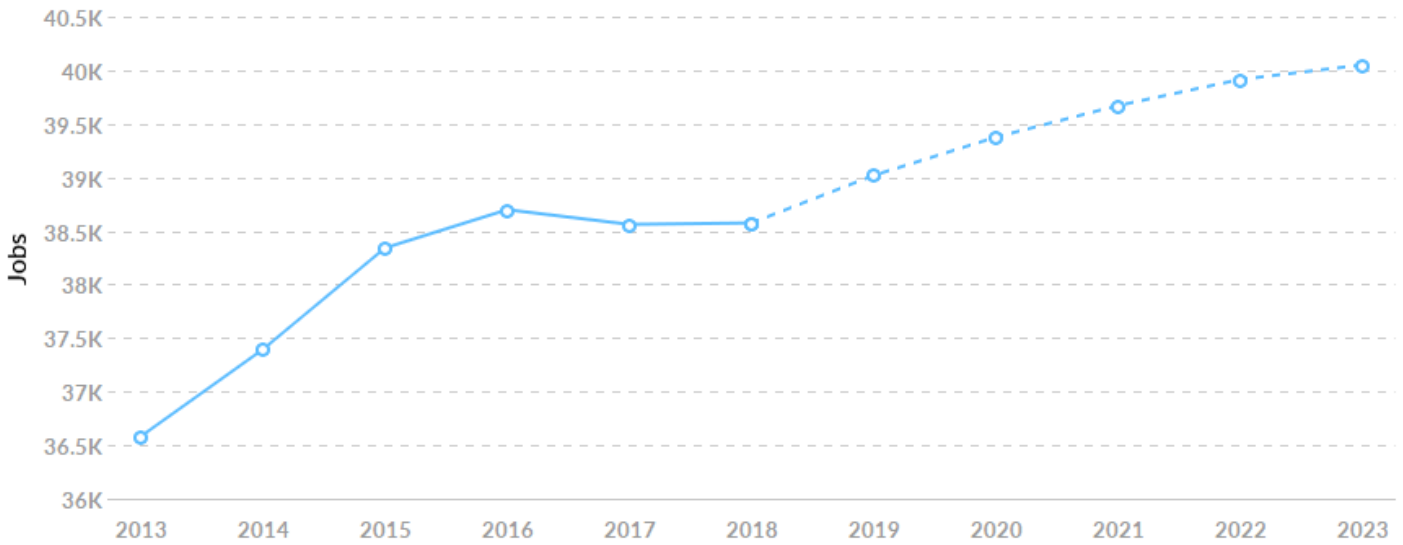


Timeframe	Population
2013	70,460
2014	70,412
2015	70,306
2016	70,185
2017	70,472
2018	70,454
2019	70,494
2020	70,531
2021	70,565
2022	70,594
2023	70,621

# Historic & Projected Trends - Cont.

## Job Trends

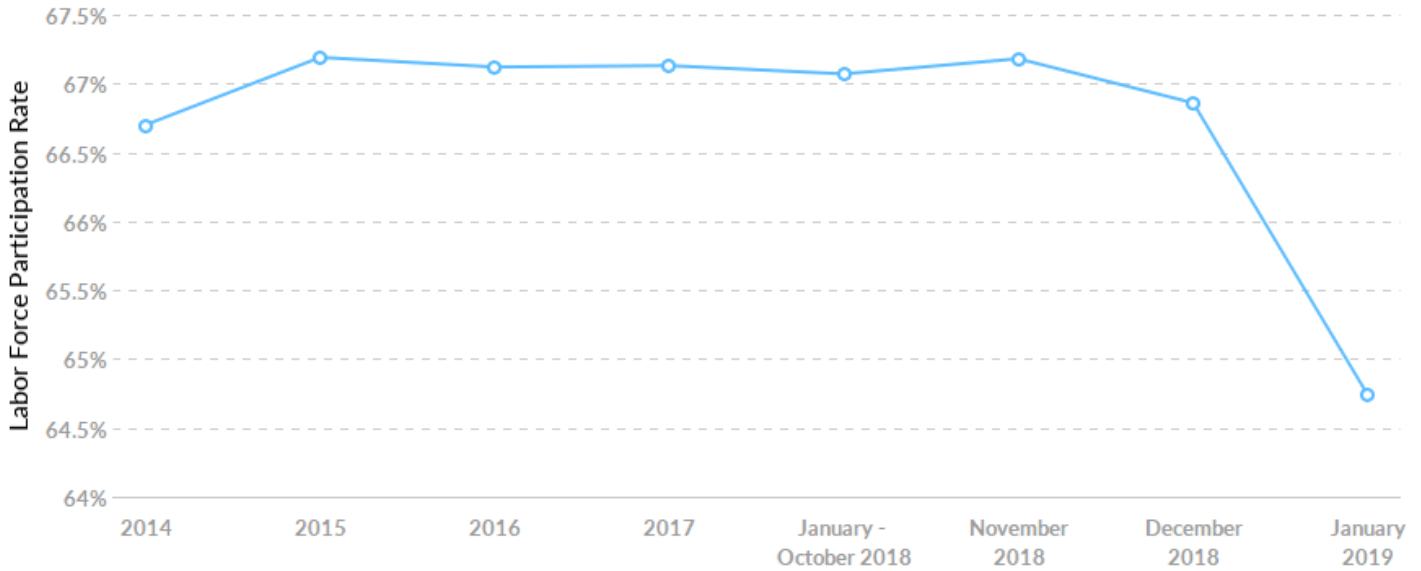
From 2013 to 2018, jobs increased by 5.4% in Portage County, WI from 36,581 to 38,574. This change fell short of the national growth rate of 8.2% by 2.8%.



Timeframe	Jobs
2013	36,581
2014	37,394
2015	38,341
2016	38,698
2017	38,561
2018	38,574
2019	39,018
2020	39,375
2021	39,670
2022	39,914
2023	40,049

## Historic & Projected Trends - Cont.

### Labor Force Participation Rate Trends

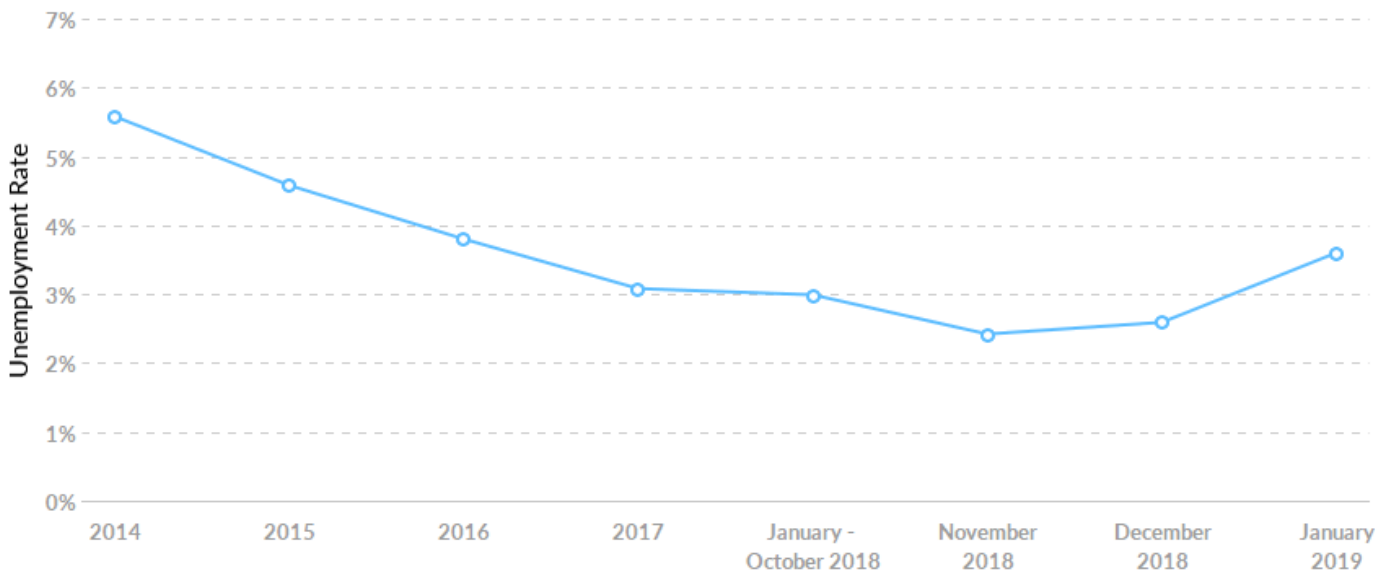


Timeframe	Labor Force Participation Rate
2014	66.70%
2015	67.19%
2016	67.12%
2017	67.13%
January - October 2018	67.07%
November 2018	67.18%
December 2018	66.86%
January 2019	64.74%

## Historic & Projected Trends - Cont.

### Unemployment Rate Trends

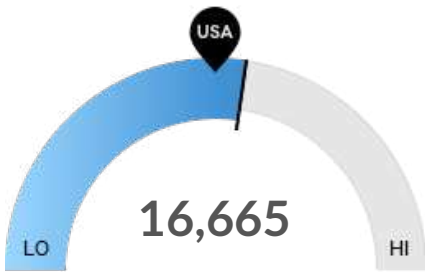
Portage County, WI had a January 2019 unemployment rate of 3.60%, **decreasing from 5.58%** 5 years before.



Timeframe	Unemployment Rate
2014	5.58%
2015	4.58%
2016	3.80%
2017	3.08%
January - October 2018	2.99%
November 2018	2.42%
December 2018	2.59%
January 2019	3.60%

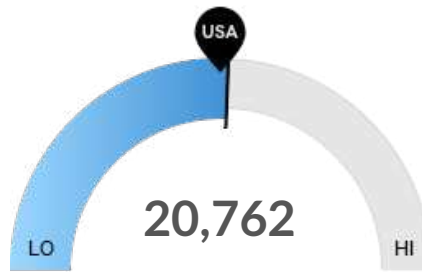


## Population Characteristics



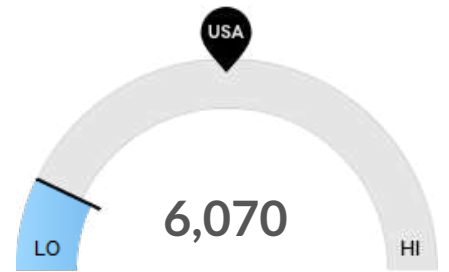
**Millennials**

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



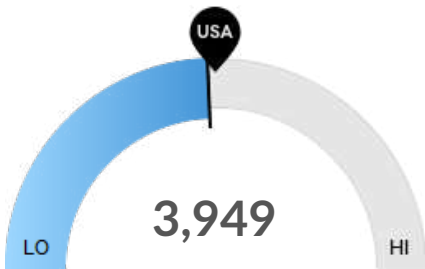
**Retiring Soon**

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.



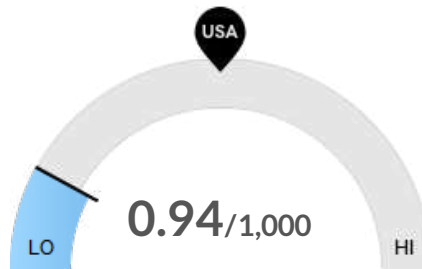
**Racial Diversity**

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.



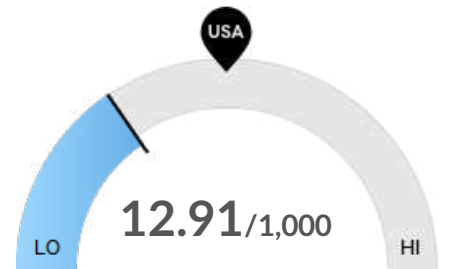
**Veterans**

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.



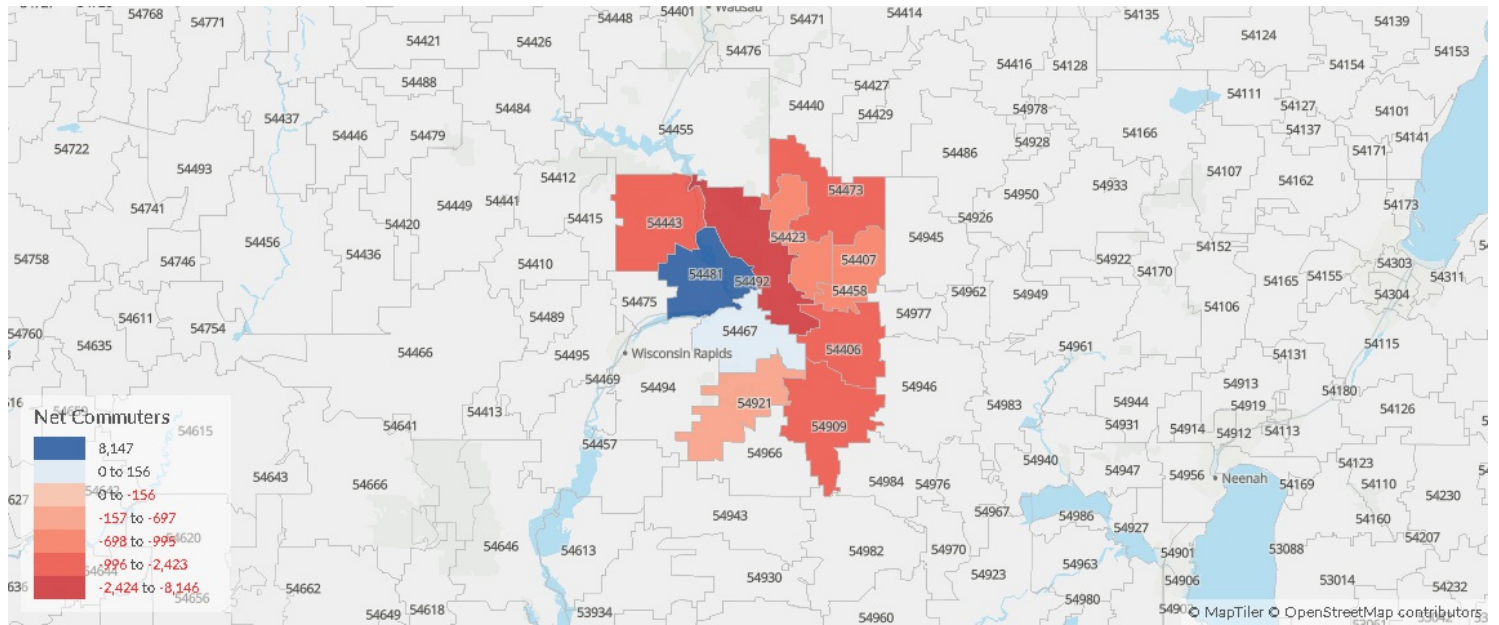
**Property Crime**

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

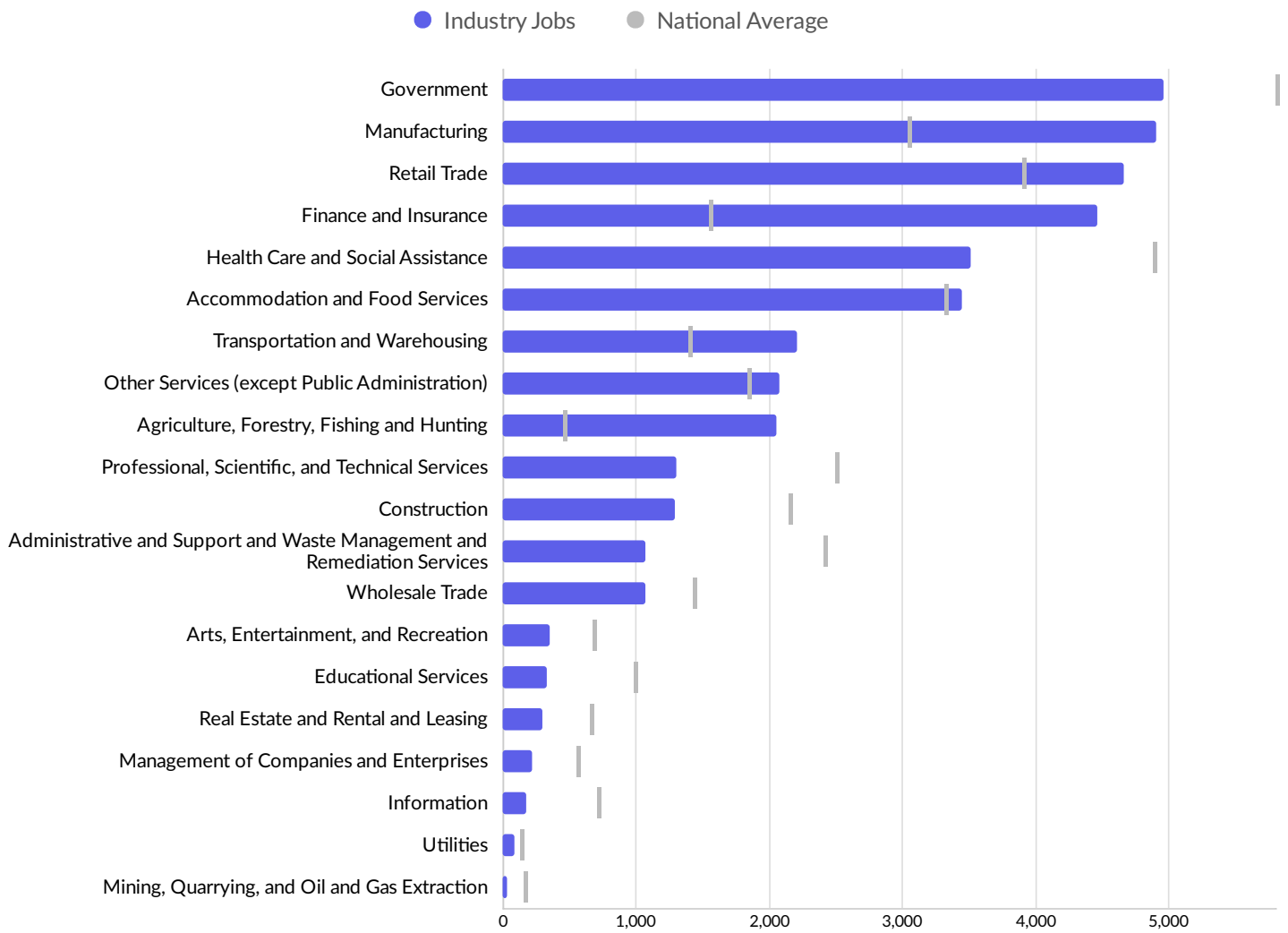
### Where Talent Lives

ZIP	Name	2018 Employment
54481	Stevens Point, WI (in Po...	23,041
54467	Plover, WI (in Portage c...	8,333
54482	Stevens Point, WI (in Po...	2,914
54406	Amherst, WI (in Portage...	1,142
54921	Bancroft, WI (in Portage...	996

ZIP	Name	2018 Workers
54481	Stevens Point, WI (in Po...	14,894
54467	Plover, WI (in Portage c...	8,262
54482	Stevens Point, WI (in Po...	5,338
54406	Amherst, WI (in Portage...	2,146
54473	Rosholt, WI (in Portage ...	1,474

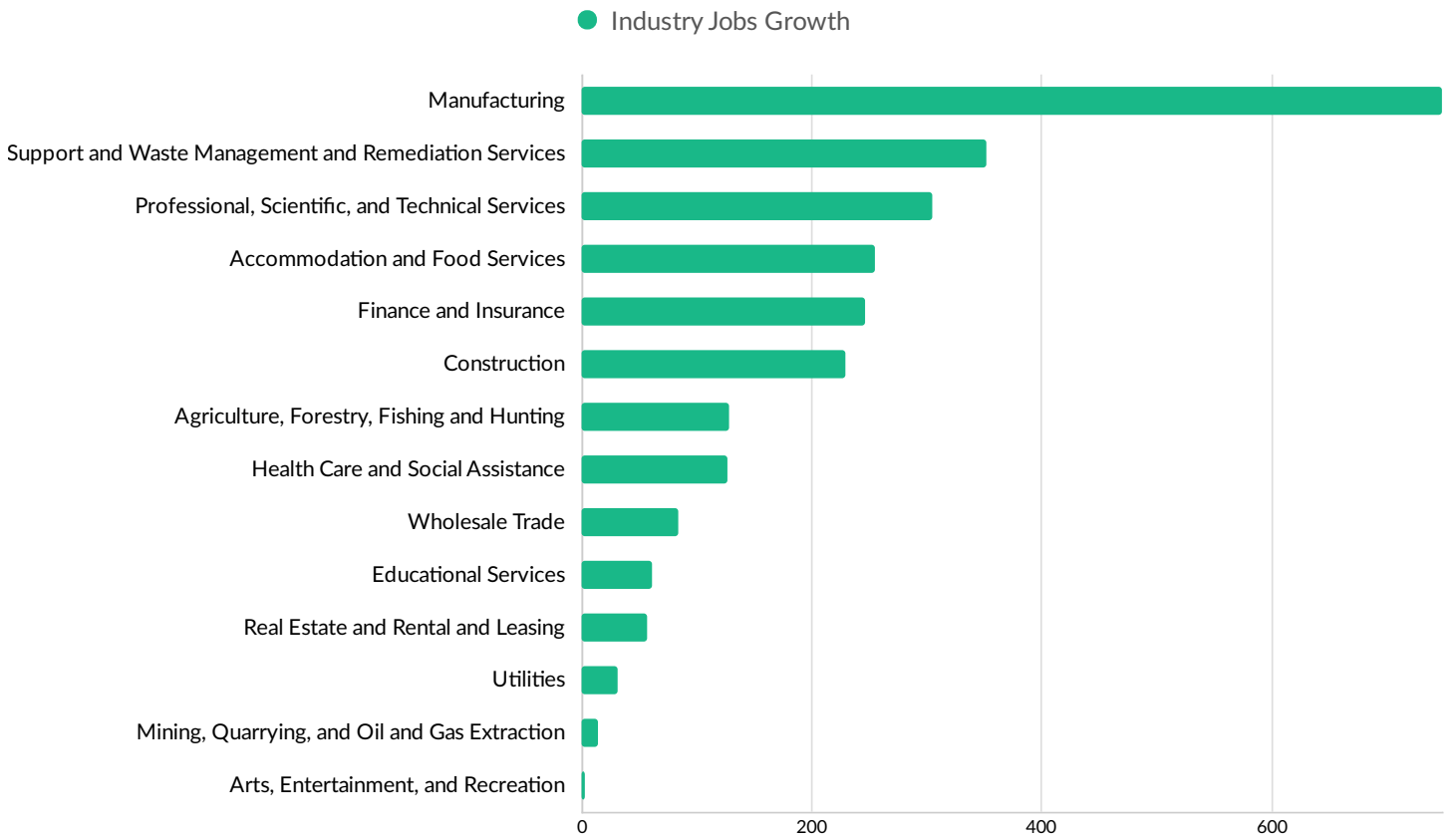
# Industry Characteristics

## Largest Industries



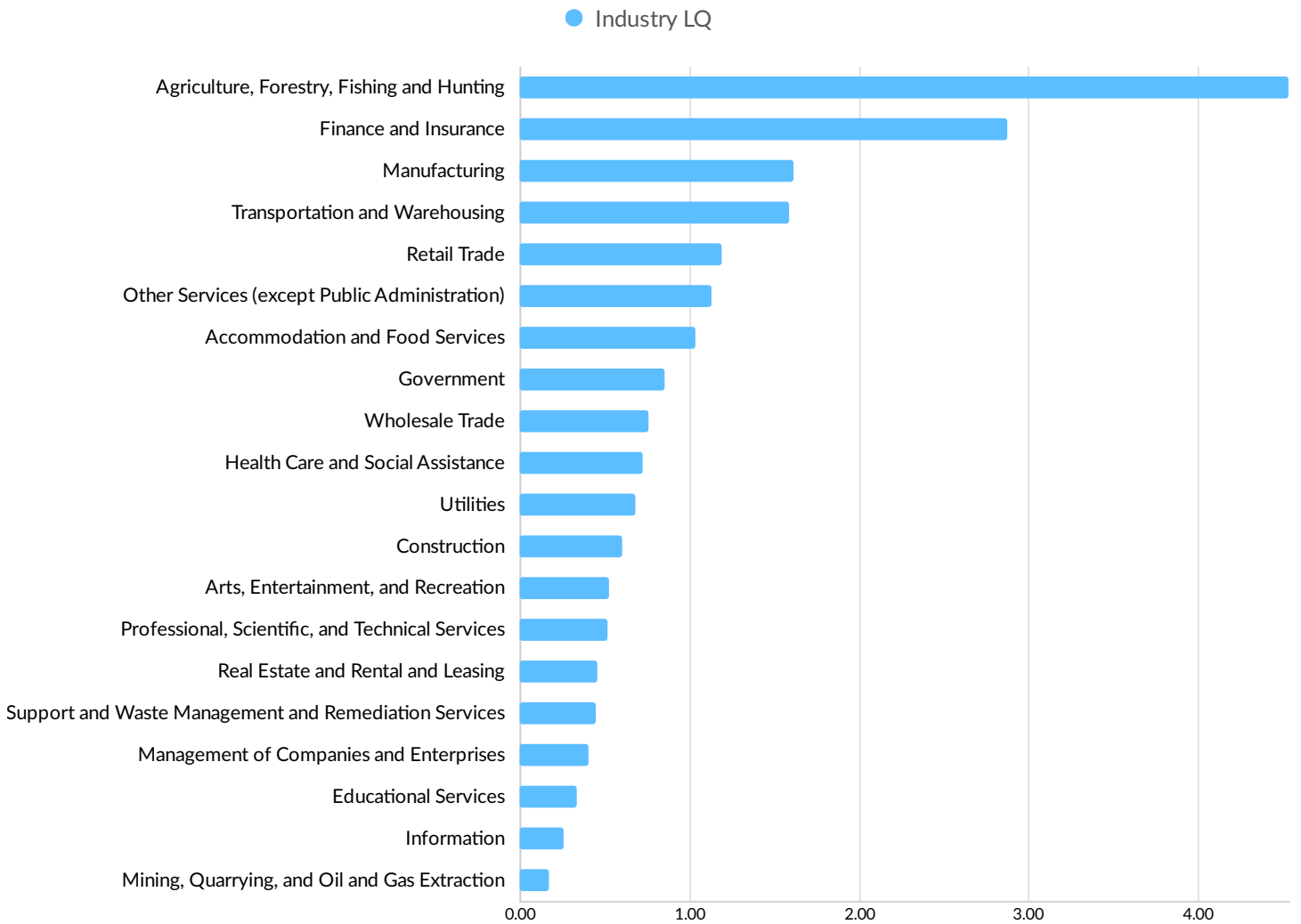
# Industry Characteristics - Cont.

## Top Growing Industries



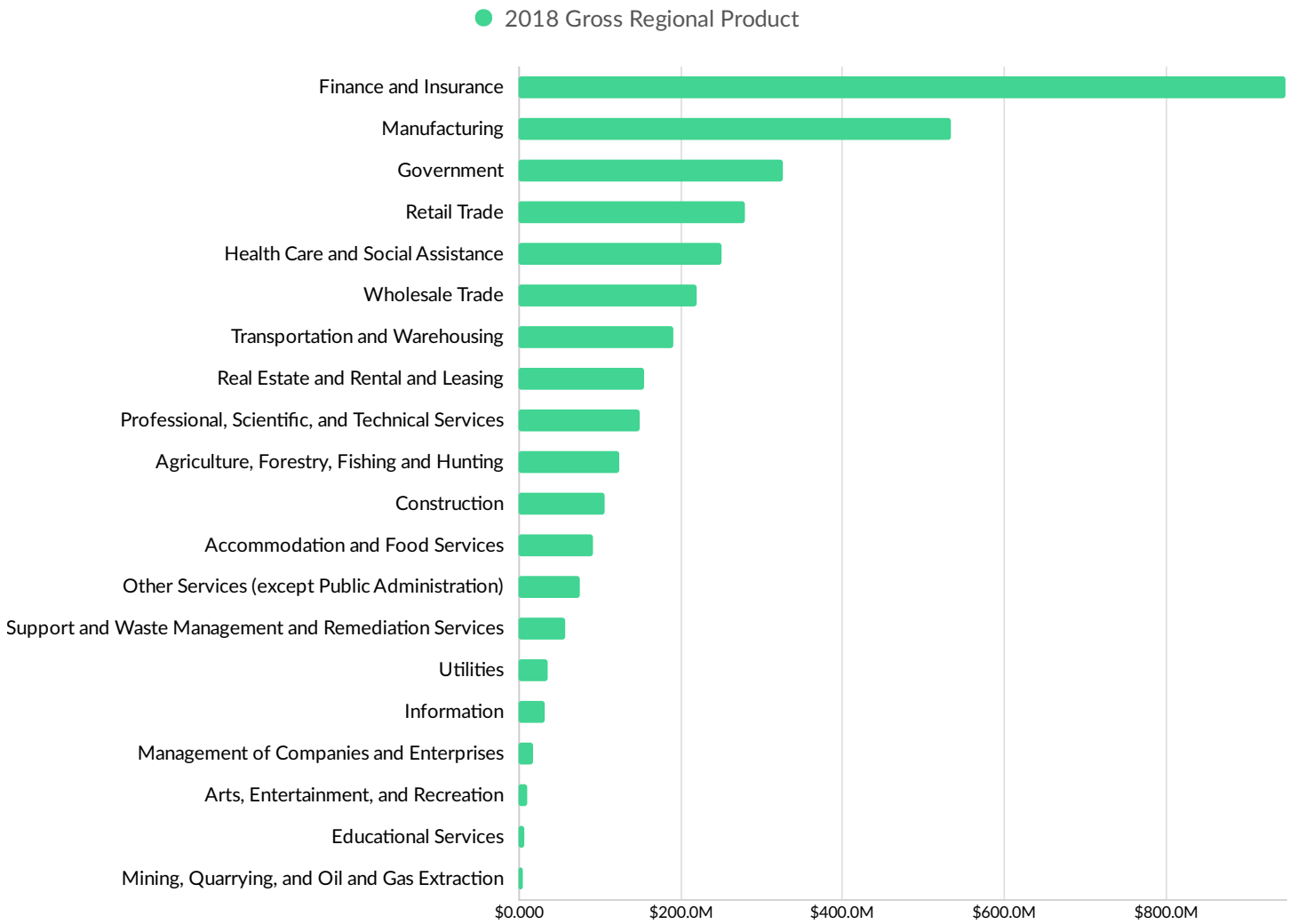
## Industry Characteristics - Cont.

### Top Industry LQ



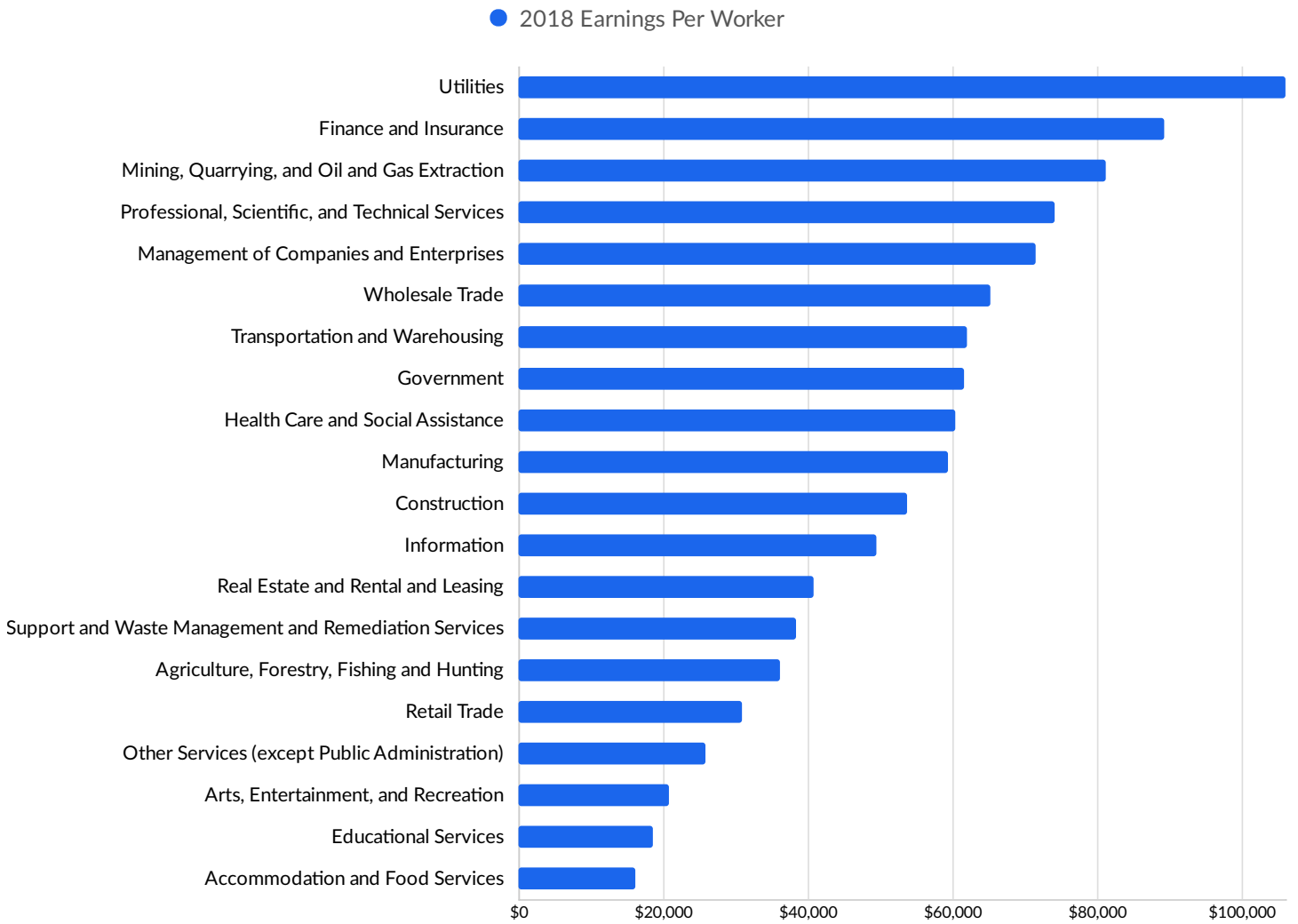
## Industry Characteristics - Cont.

### 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
Government	5,181	4,961	-220	-4%	0.85	\$61,600	\$327.09M
Manufacturing	4,157	4,906	749	+18%	1.61	\$59,303	\$535.20M
Retail Trade	4,792	4,662	-130	-3%	1.20	\$30,844	\$279.53M
Finance and Insurance	4,221	4,468	247	+6%	2.88	\$89,278	\$948.55M
Health Care and Social Assistance	3,395	3,522	127	+4%	0.72	\$60,264	\$251.19M
Accommodation and Food Services	3,194	3,449	255	+8%	1.04	\$16,097	\$92.00M
Transportation and Warehousing	2,237	2,207	-30	-1%	1.59	\$61,911	\$192.15M
Other Services (except Public Administration)	2,136	2,084	-52	-2%	1.14	\$25,894	\$75.22M
Agriculture, Forestry, Fishing and Hunting	1,927	2,056	129	+7%	4.53	\$36,125	\$124.72M
Professional, Scientific, and Technical Services	996	1,302	306	+31%	0.52	\$74,040	\$149.82M
Construction	1,070	1,299	229	+21%	0.60	\$53,655	\$107.36M
Administrative and Support and Waste Management and Remediation Services	724	1,076	352	+49%	0.45	\$38,305	\$58.32M
Wholesale Trade	991	1,075	84	+8%	0.76	\$65,249	\$220.92M
Arts, Entertainment, and Recreation	347	350	3	+1%	0.52	\$20,856	\$11.58M
Educational Services	270	331	61	+23%	0.34	\$18,657	\$7.80M
Real Estate and Rental and Leasing	243	300	57	+23%	0.46	\$40,857	\$156.28M
Management of Companies and Enterprises	403	225	-178	-44%	0.41	\$71,441	\$17.66M
Information	225	182	-43	-19%	0.26	\$49,419	\$32.08M
Utilities	59	90	31	+53%	0.68	\$105,973	\$35.27M
Mining, Quarrying, and Oil and Gas Extraction	14	28	14	+100%	0.17	\$81,068	\$6.28M



## Business Characteristics

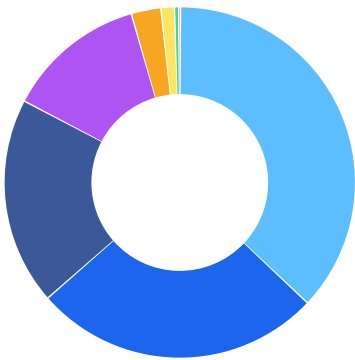
### 4,478 Companies Employ Your Workers

Online profiles for your workers mention 4,478 companies as employers, with the top 10 appearing below. In the last 12 months, 1,336 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	540 
University of Wisconsin Stevens...	434 	Remedy Intelligent Staffing	406 
Skyward Inc	163 	Roehl Transport, Inc.	310 
Stevens Point Area Public Schoo...	136 	Ascension Health	200 
Associated Banc-Corp	132 	Associated Banc-Corp	167 
Ministry Health Care, Inc.	130 	Travelers Healthcare	150 
St Michaels Hospital Inc	83 	Comphealth Associates, Inc	136 
Lands' End, Inc.	80 	C.R. England, Inc.	129 
Travel Guard	62 	J.B. Hunt Transport Services, Inc.	118 
Aspirus Wausau Hospital, Inc.	54 	American International Group, I...	114 

## Business Characteristics - Cont.

### Business Size

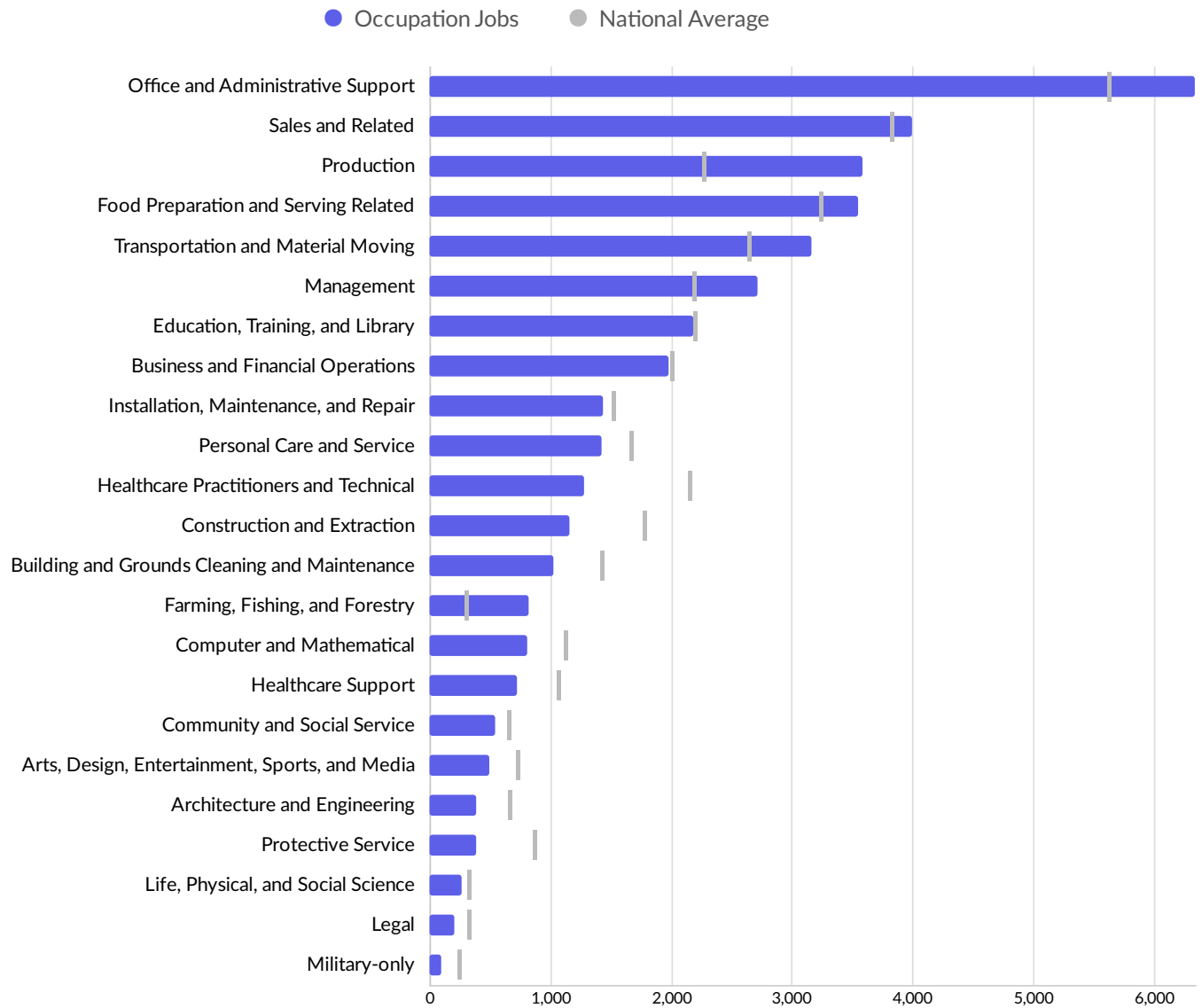


	Percentage	Business Count
1 to 4 employees	37.0%	1,069
5 to 9 employees	26.5%	767
10 to 19 employees	19.1%	553
20 to 49 employees	12.9%	372
50 to 99 employees	2.7%	79
100 to 249 employees	1.2%	36
250 to 499 employees	0.4%	11
500+ employees	0.2%	5

\*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.

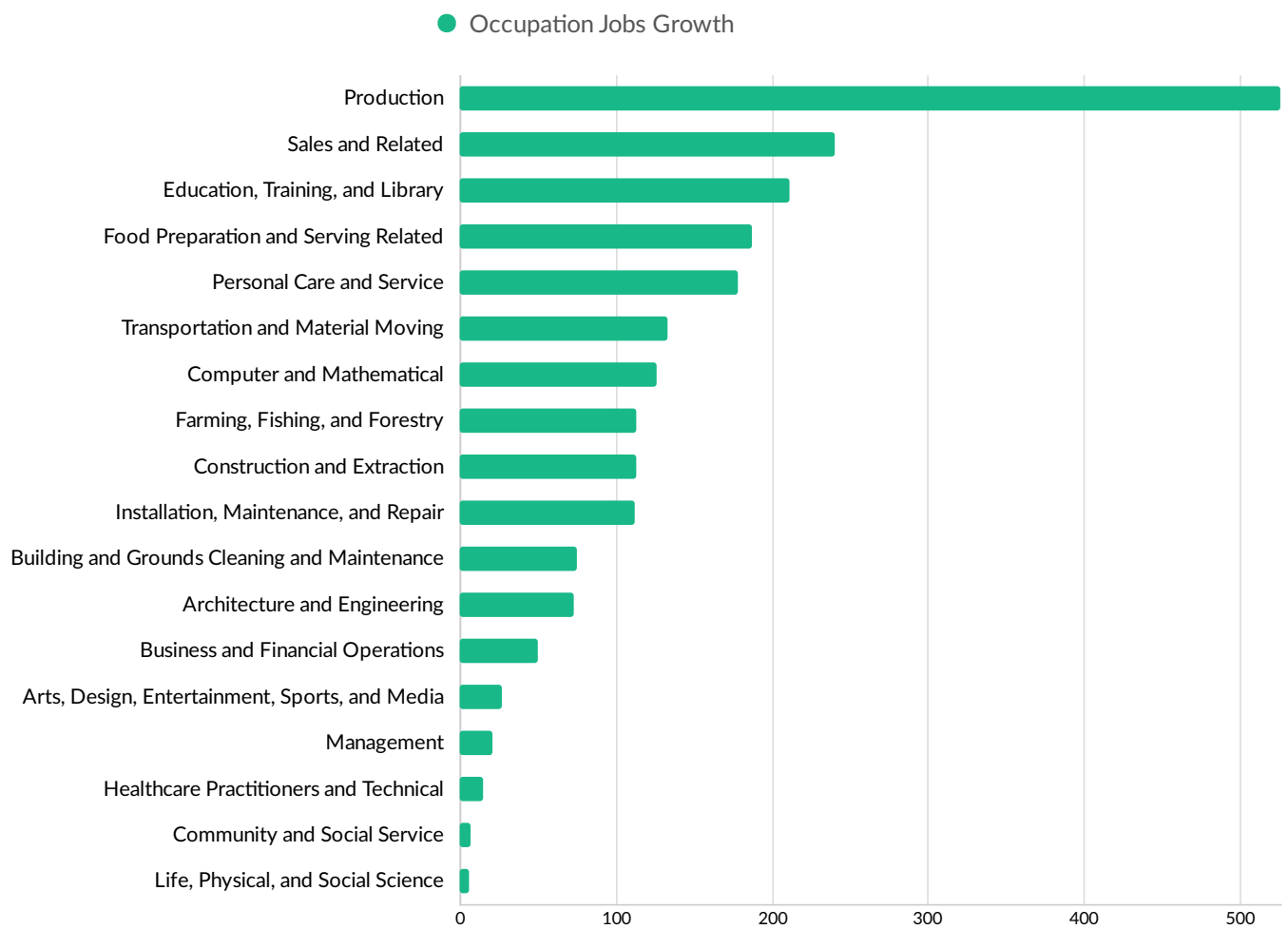
# Workforce Characteristics

## Largest Occupations



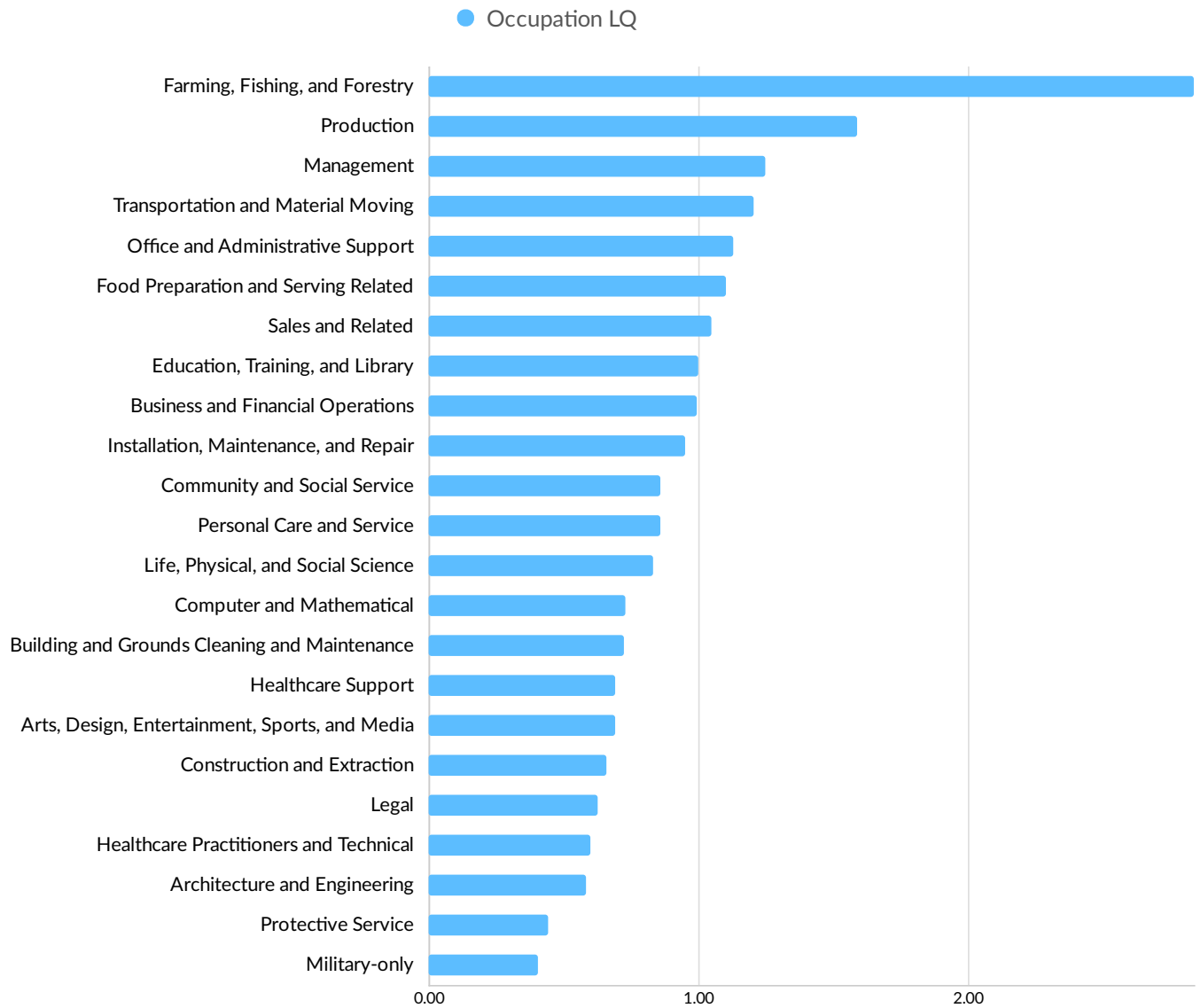
## Workforce Characteristics - Cont.

### Top Growing Occupations



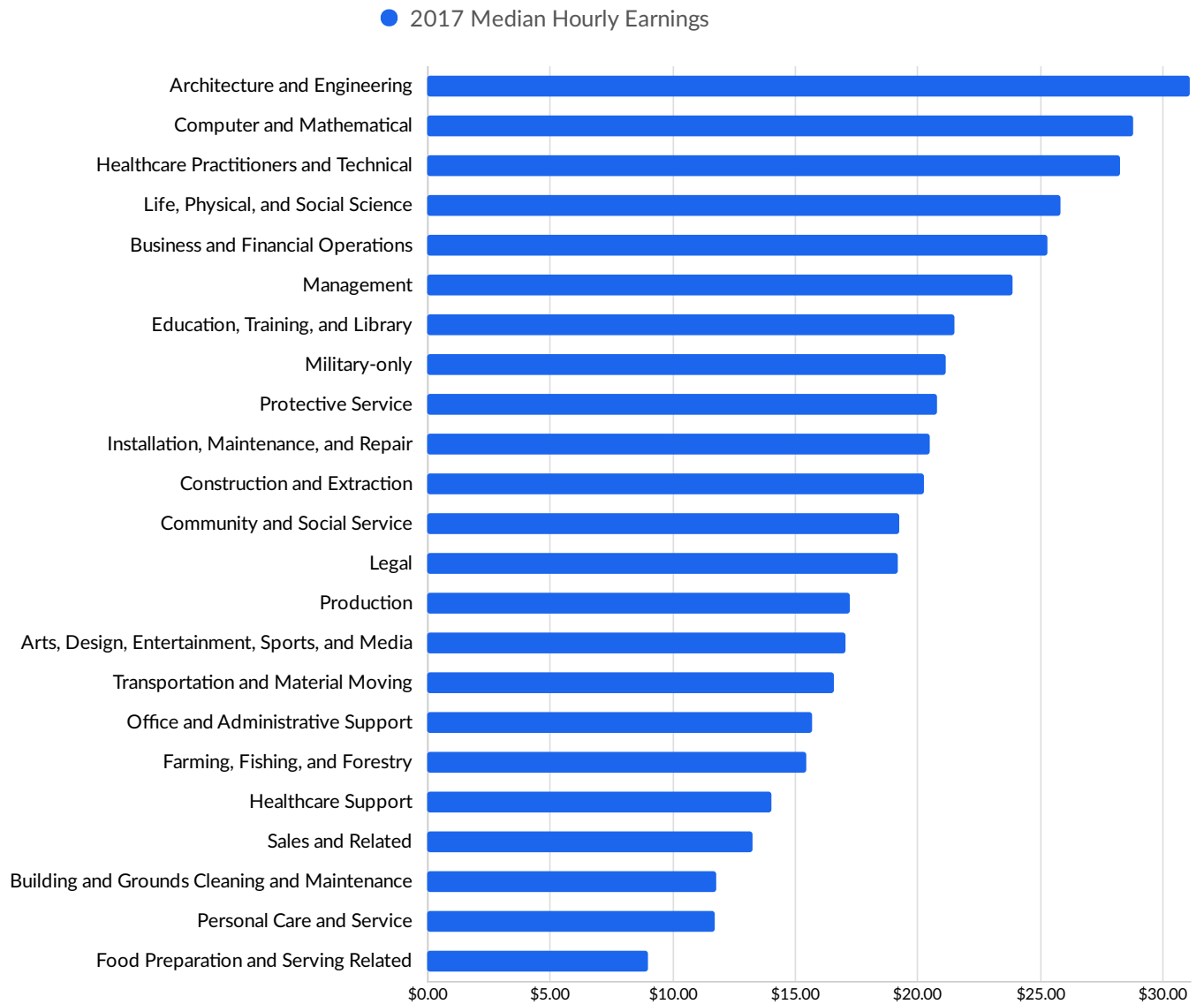
# Workforce Characteristics - Cont.

## Top Occupation LQ



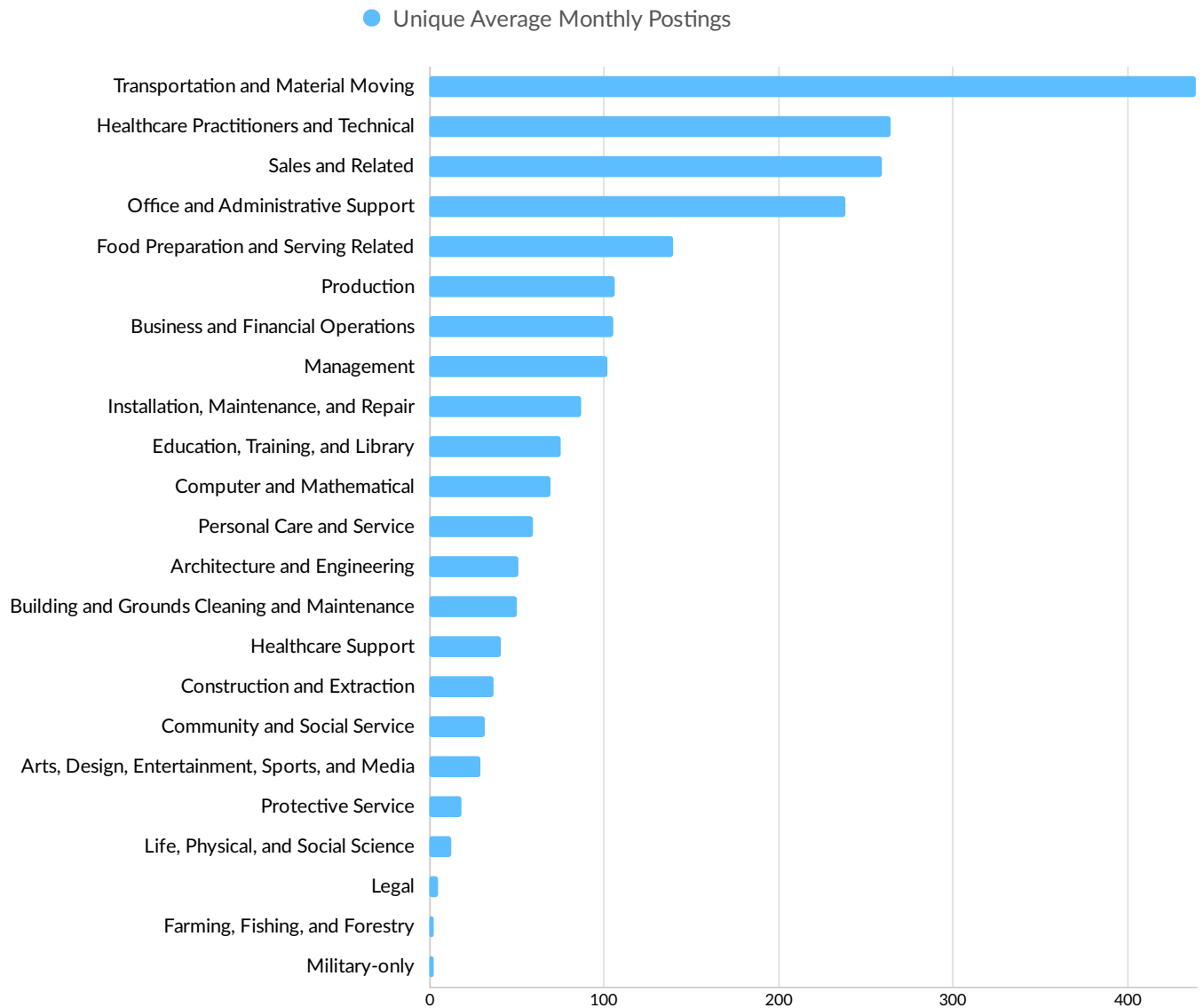
## Workforce Characteristics - Cont.

### Top Occupation Earnings



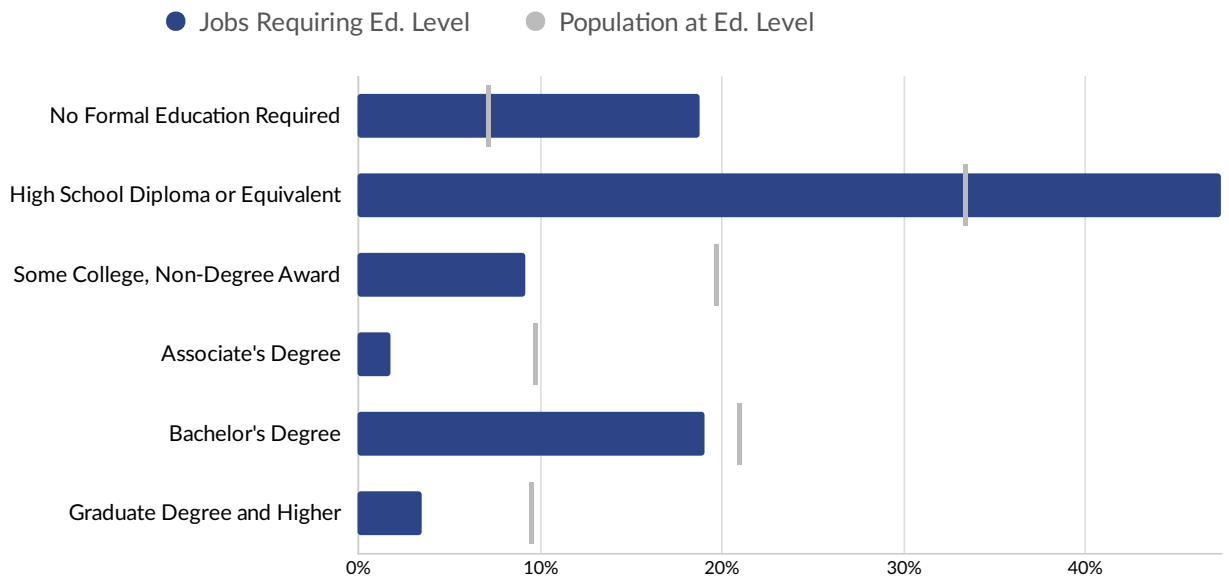
# Workforce Characteristics - Cont.

## Top Posted Occupations



# Workforce Characteristics - Cont.

## Underemployment





## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Office and Administrative Support	6,408	6,344	-64	-1%	1.13	\$15.68	239
Sales and Related	3,760	4,000	240	+6%	1.05	\$13.27	260
Production	3,063	3,589	526	+17%	1.59	\$17.28	106
Food Preparation and Serving Related	3,364	3,551	187	+6%	1.10	\$9.04	140
Transportation and Material Moving	3,033	3,166	133	+4%	1.20	\$16.57	439
Management	2,692	2,713	21	+1%	1.25	\$23.92	102
Education, Training, and Library	1,980	2,191	211	+11%	1.00	\$21.49	75
Business and Financial Operations	1,931	1,981	50	+3%	0.99	\$25.30	105
Installation, Maintenance, and Repair	1,321	1,433	112	+8%	0.95	\$20.50	87
Personal Care and Service	1,242	1,420	178	+14%	0.86	\$11.76	60
Healthcare Practitioners and Technical	1,266	1,281	15	+1%	0.60	\$28.26	264
Construction and Extraction	1,052	1,165	113	+11%	0.66	\$20.27	37
Building and Grounds Cleaning and Maintenance	949	1,024	75	+8%	0.72	\$11.79	50
Farming, Fishing, and Forestry	703	816	113	+16%	2.84	\$15.50	3
Computer and Mathematical	686	812	126	+18%	0.73	\$28.79	70
Healthcare Support	745	726	-19	-3%	0.69	\$14.06	41
Community and Social Service	540	547	7	+1%	0.86	\$19.27	32

## Workforce Characteristics - Cont.

Occupation	2013 Jobs	2018 Jobs	Change in Jobs	% Change in Jobs	2018 LQ	2017 Median Hourly Earnings	Apr 2018 - Mar 2019 Unique Average Monthly Postings
Arts, Design, Entertainment, Sports, and Media	465	492	27	+6%	0.69	\$17.07	29
Architecture and Engineering	310	383	73	+24%	0.59	\$31.13	51
Protective Service	486	383	-103	-21%	0.44	\$20.81	18
Life, Physical, and Social Science	257	263	6	+2%	0.83	\$25.85	13
Legal	226	199	-27	-12%	0.63	\$19.20	5
Military-only	102	95	-7	-7%	0.40	\$21.19	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".

School	Total Graduates (2017)	Graduate Trend (2013 - 2017)
University of Wisconsin-Stevens Point	2,172	

- Certificate
- Associate's
- Bachelor's
- Master's or Higher