



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.

38,572

Total Regional Employment

Jobs **grew by 2,000** over the last 5 years and are projected to **grow by 1,444** over the next 5 years.

\$54.6K

Median Household Income (2017)

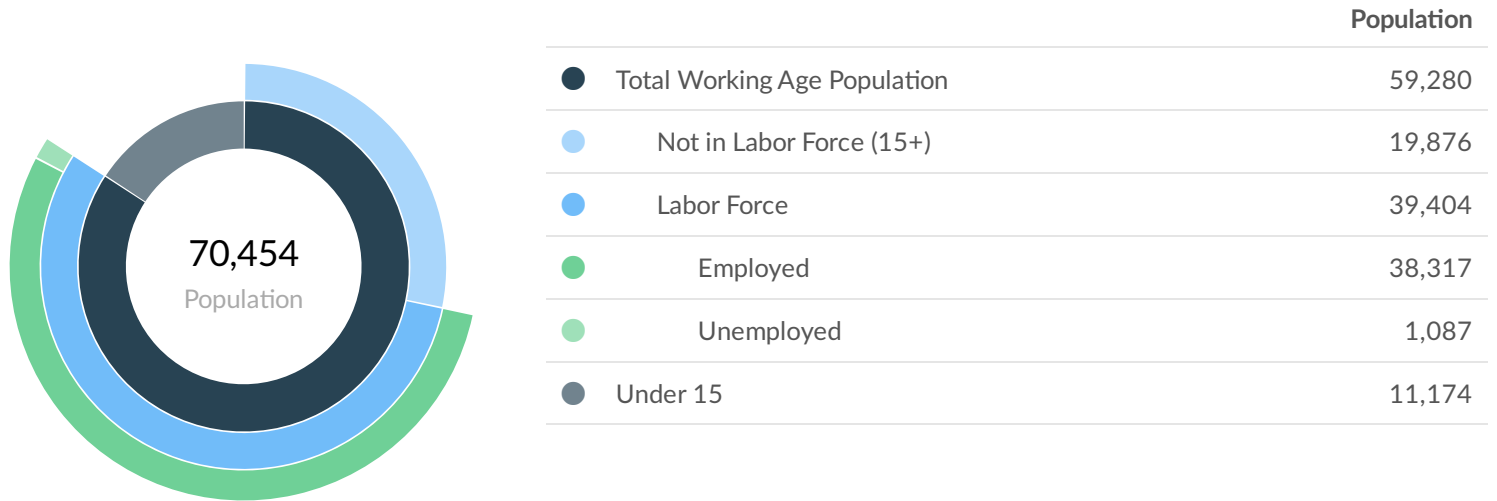
Median household income is **\$3.0K below** the national median household income of \$57.7K.

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 36,572 to **38,572**. This change **fell short of the national growth rate of 8.5% by 3.0%**. As the number of jobs increased, the **labor force participation rate increased from 64.5% to 66.5% 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).

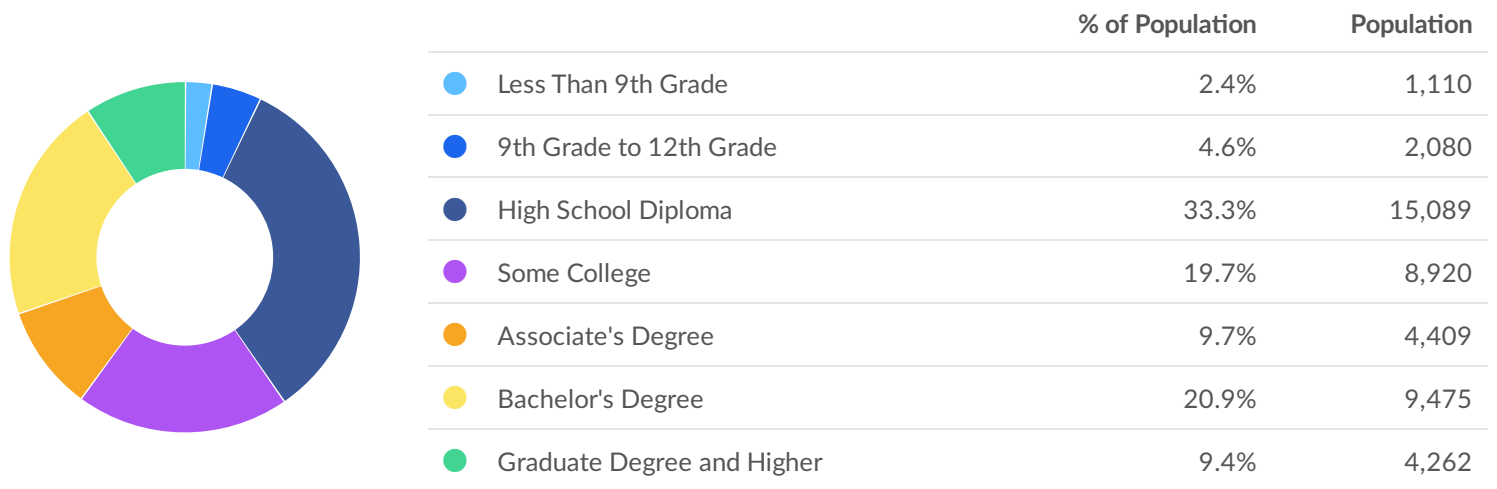
| | Population (2018) | Labor Force (2018) | Jobs (2018) | Cost of Living | GRP | Imports | Exports |
|-----------|-------------------|--------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 70,454 | 39,404 | 38,572 | 99.0 | \$3.97B | \$4.96B | \$4.80B |
| NCWRPC | 438,224 | 226,339 | 227,345 | 99.3 | \$22.23B | \$28.15B | \$27.20B |
| Wisconsin | 5,810,713 | 3,106,626 | 3,156,907 | 100.0 | \$329.70B | \$293.29B | \$321.51B |

2018 Labor Force Breakdown



Educational Attainment

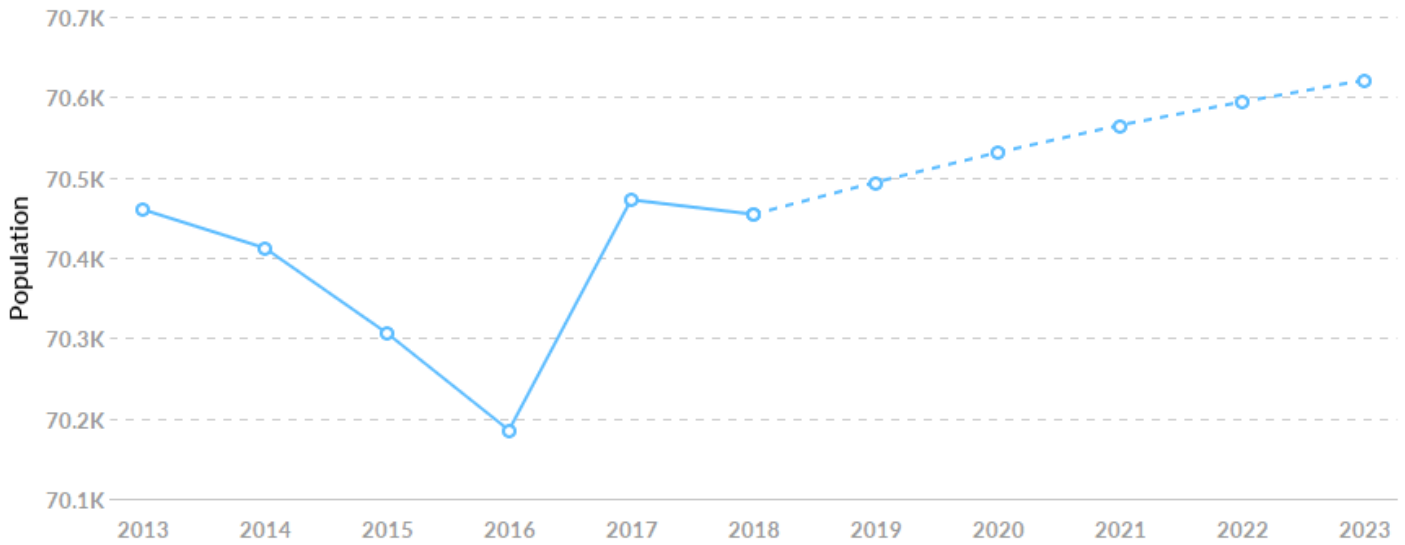
Concerning educational attainment, **20.9% of Portage County, WI residents possess a Bachelor's Degree** (2.3% above the national average), and **9.7% hold an Associate's Degree** (1.7% above the national average).



Historic & Projected Trends

Population Trends

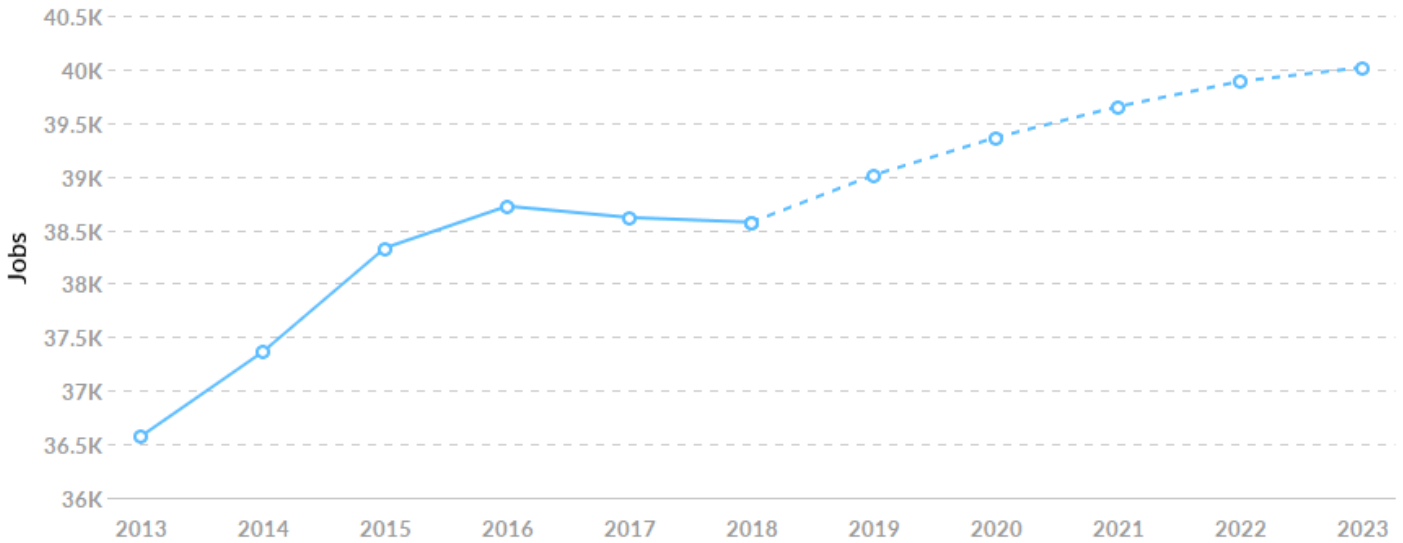
As of 2018 the region's population **declined by 0.0%** since 2013, falling by 6. Population is expected to **increase by 0.2%** between 2018 and 2023, adding 167.



| 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 |

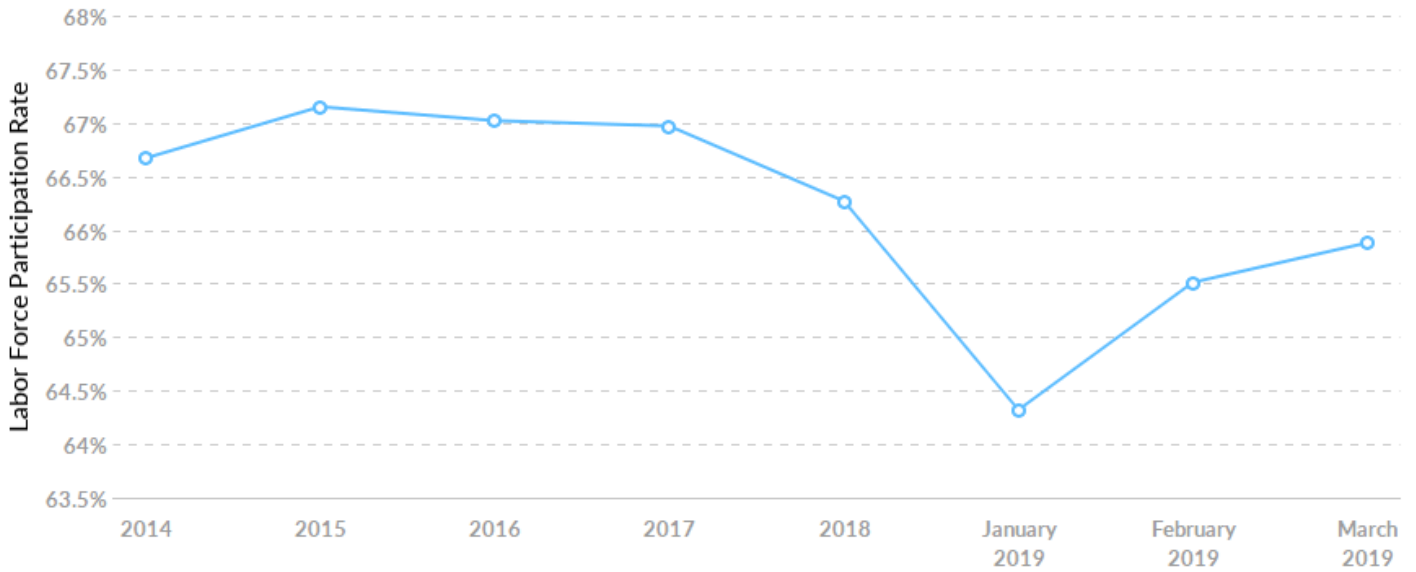
Job Trends

From 2013 to 2018, jobs increased by 5.5% in Portage County, WI from 36,572 to 38,572. This change fell short of the national growth rate of 8.5% by 3.0%.



| Timeframe | Jobs |
|-----------|--------|
| 2013 | 36,572 |
| 2014 | 37,362 |
| 2015 | 38,332 |
| 2016 | 38,722 |
| 2017 | 38,616 |
| 2018 | 38,572 |
| 2019 | 39,012 |
| 2020 | 39,363 |
| 2021 | 39,652 |
| 2022 | 39,887 |
| 2023 | 40,016 |

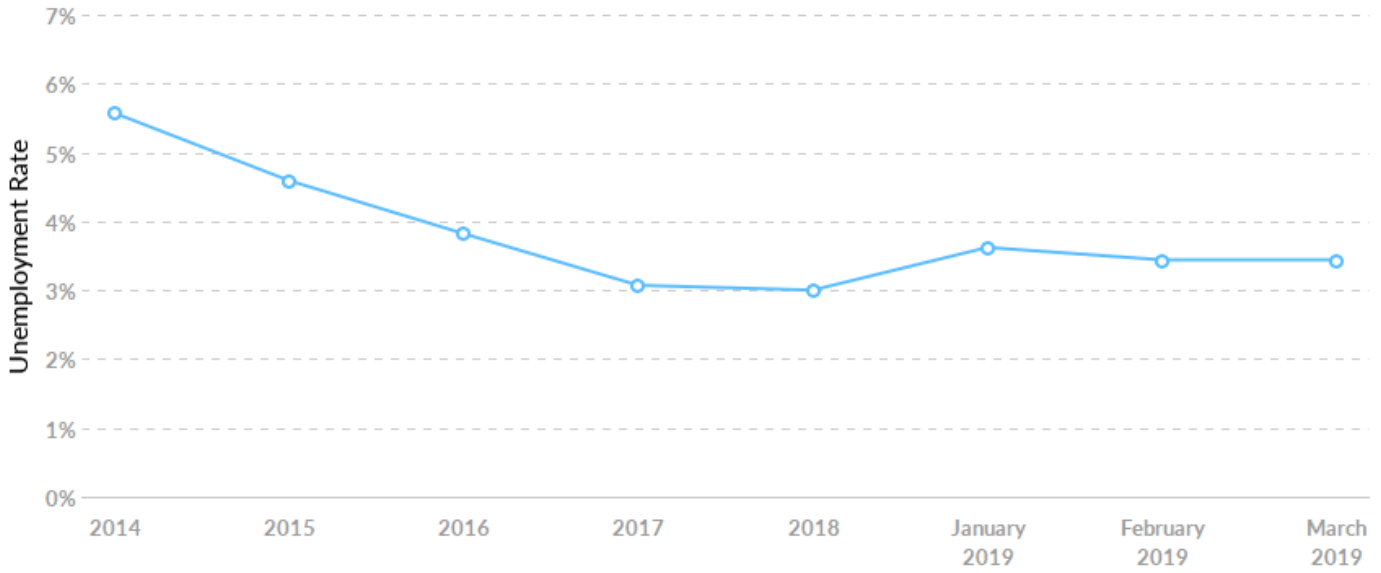
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|---------------|--------------------------------|
| 2014 | 66.67% |
| 2015 | 67.15% |
| 2016 | 67.02% |
| 2017 | 66.97% |
| 2018 | 66.27% |
| January 2019 | 64.32% |
| February 2019 | 65.51% |
| March 2019 | 65.88% |

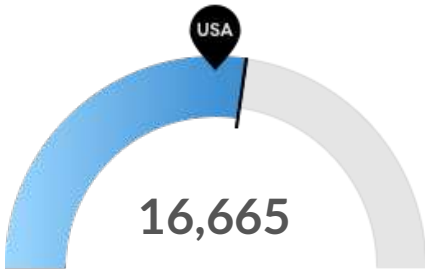
Unemployment Rate Trends

Portage County, WI had a March 2019 unemployment rate of 3.44%, **decreasing from 5.57%** 5 years before.



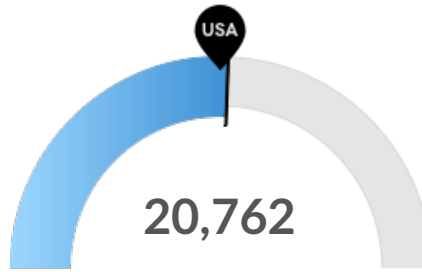
| Timeframe | Unemployment Rate |
|---------------|-------------------|
| 2014 | 5.57% |
| 2015 | 4.59% |
| 2016 | 3.82% |
| 2017 | 3.07% |
| 2018 | 3.00% |
| January 2019 | 3.62% |
| February 2019 | 3.44% |
| March 2019 | 3.44% |

Population Characteristics



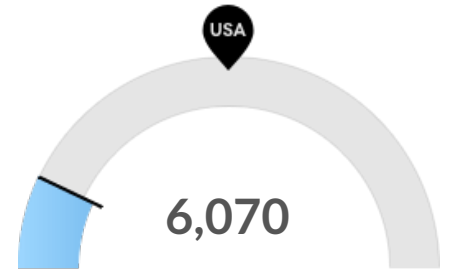
Millennials

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



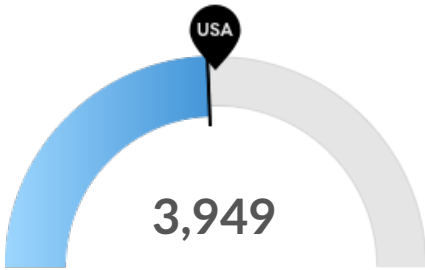
Retiring Soon

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.



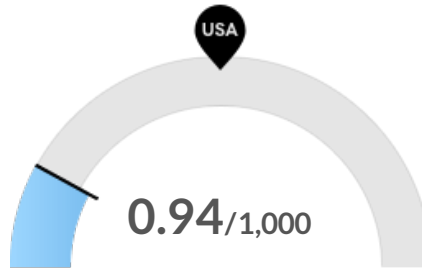
Racial Diversity

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.



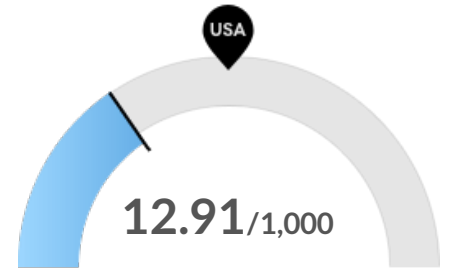
Veterans

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.

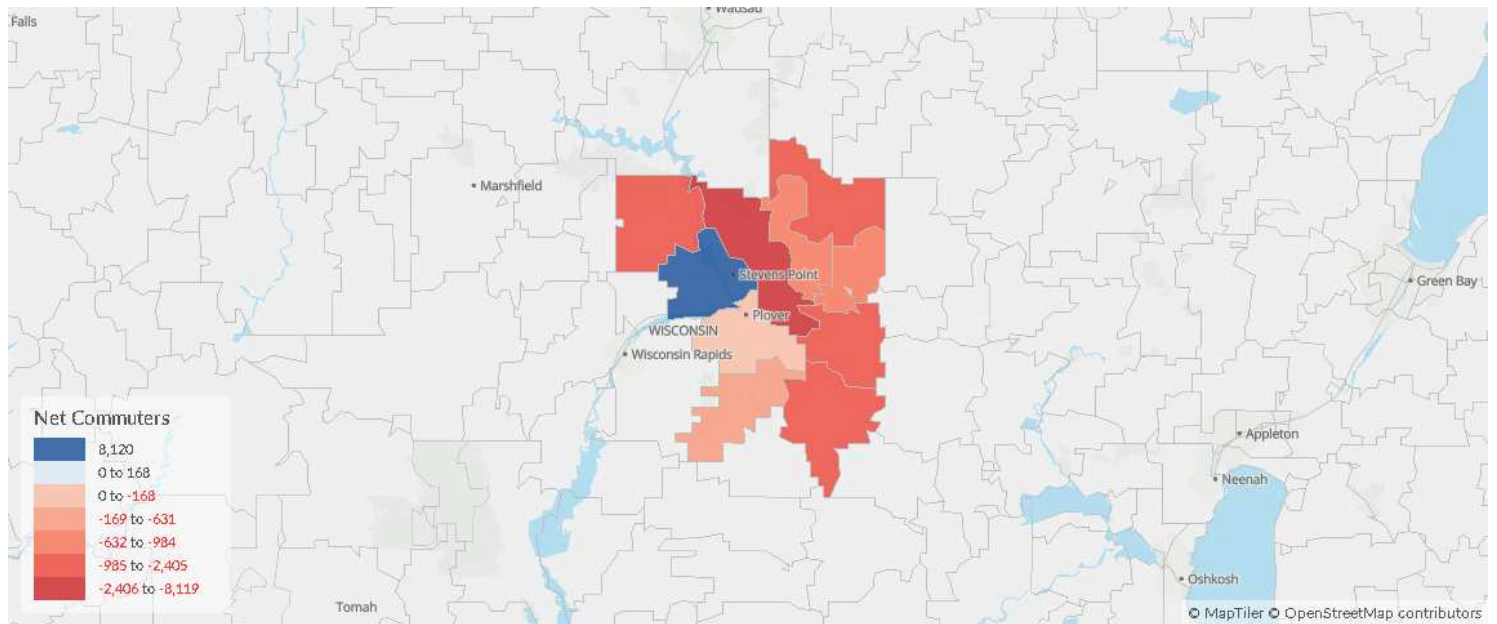


Property Crime

Portage County, WI has 12.91 property crimes per 1,000 people. The national rate is 24.22 per 1,000 people.

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

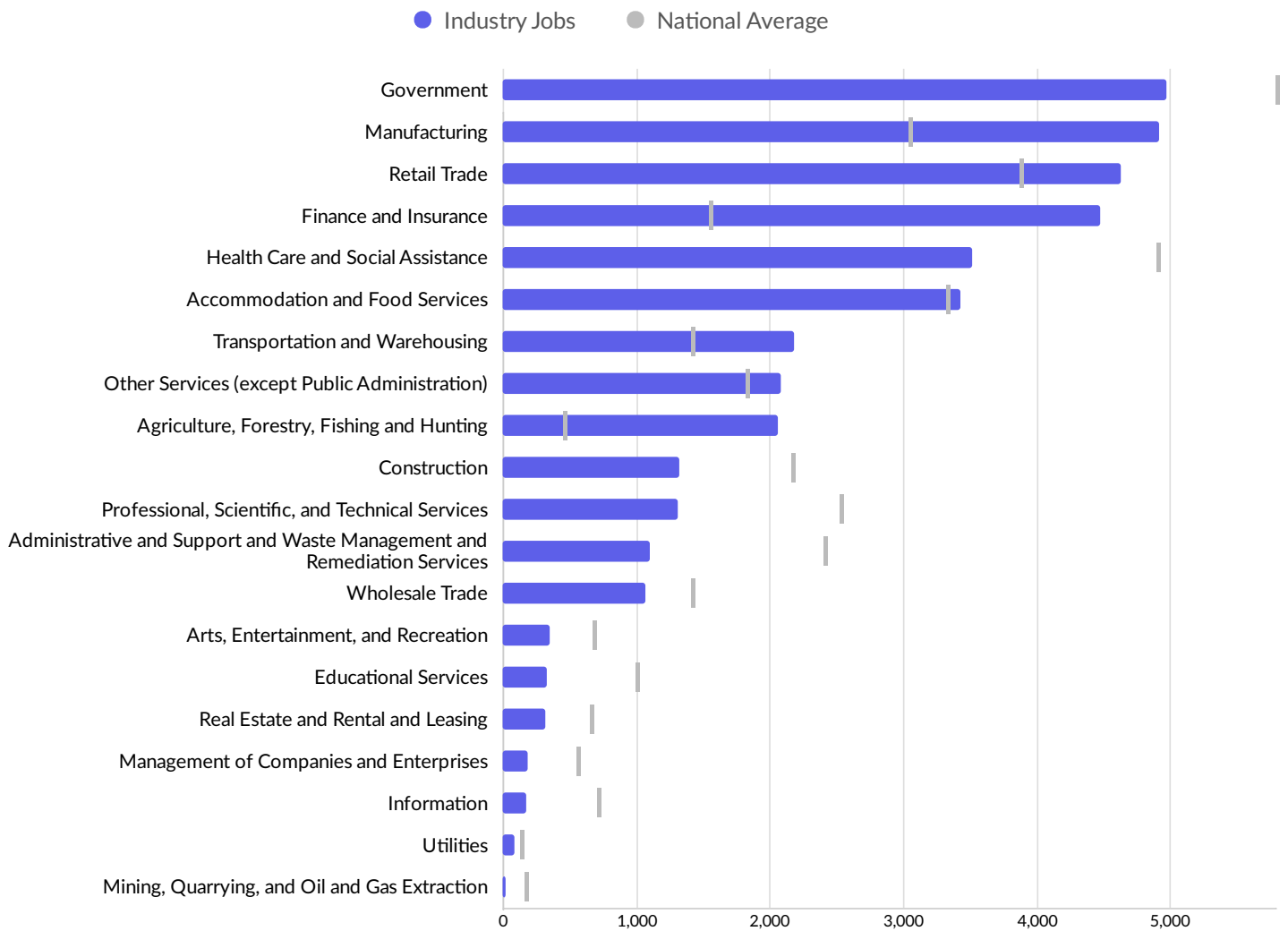
| ZIP | Name | 2018 Employment |
|-------|-----------------------------|-----------------|
| 54481 | Stevens Point, WI (in Po... | 23,071 |
| 54467 | Plover, WI (in Portage c... | 8,284 |
| 54482 | Stevens Point, WI (in Po... | 2,933 |
| 54406 | Amherst, WI (in Portage... | 1,134 |
| 54921 | Bancroft, WI (in Portage... | 987 |

Where Talent Lives

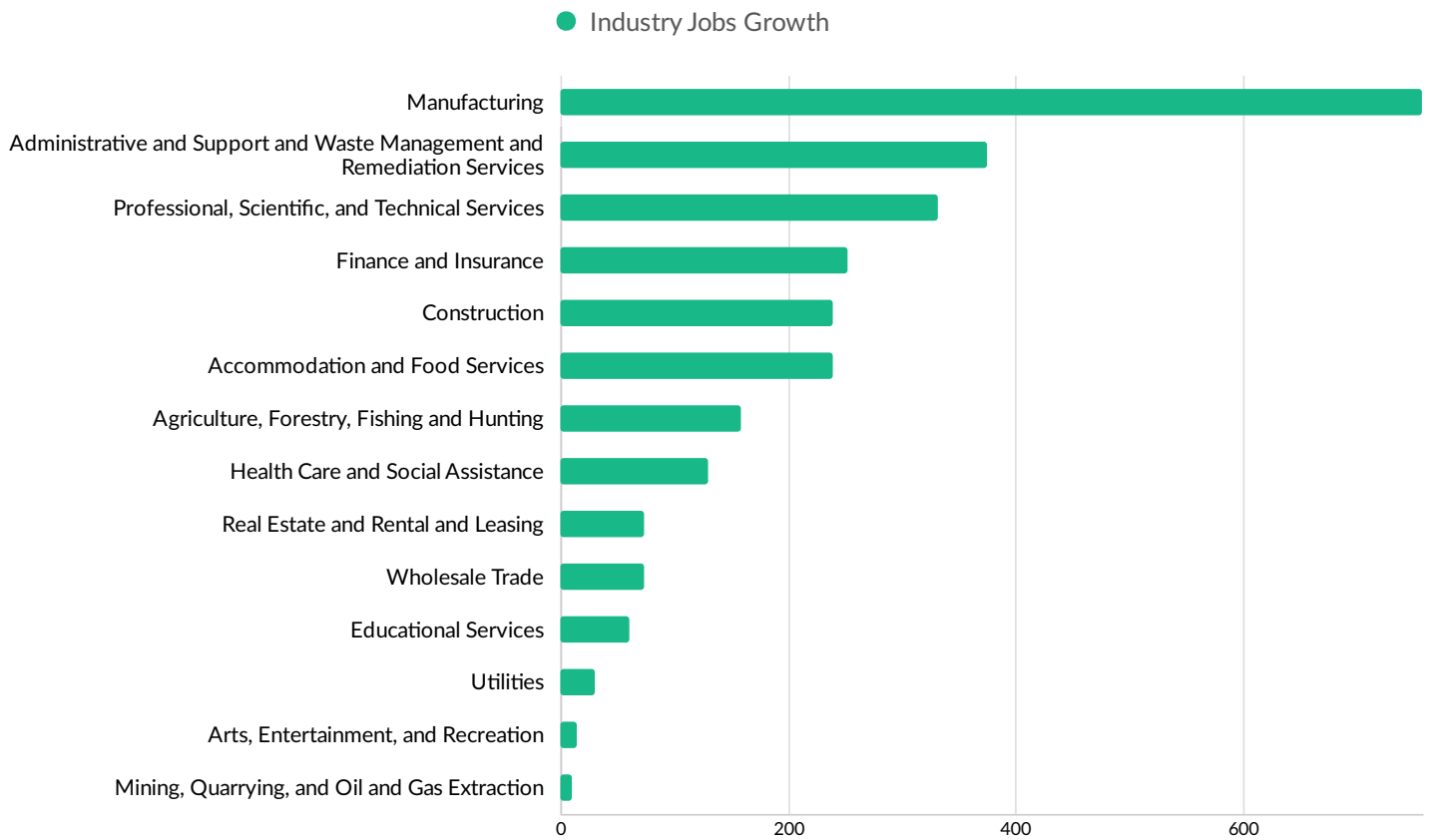
| ZIP | Name | 2018 Workers |
|-------|-----------------------------|--------------|
| 54481 | Stevens Point, WI (in Po... | 14,951 |
| 54467 | Plover, WI (in Portage c... | 8,298 |
| 54482 | Stevens Point, WI (in Po... | 5,339 |
| 54406 | Amherst, WI (in Portage... | 2,122 |
| 54473 | Rosholt, WI (in Portage ... | 1,497 |

Industry Characteristics

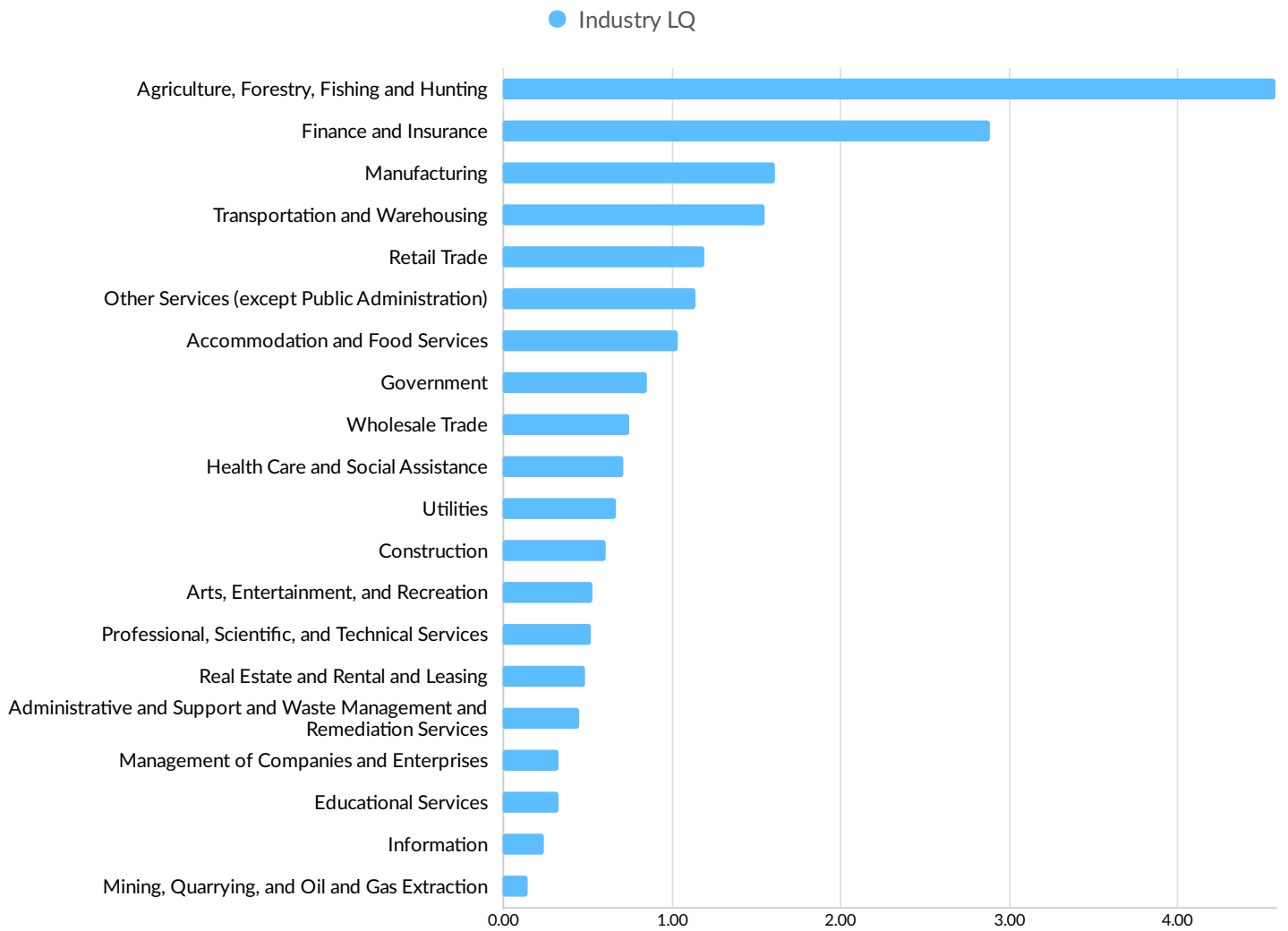
Largest Industries



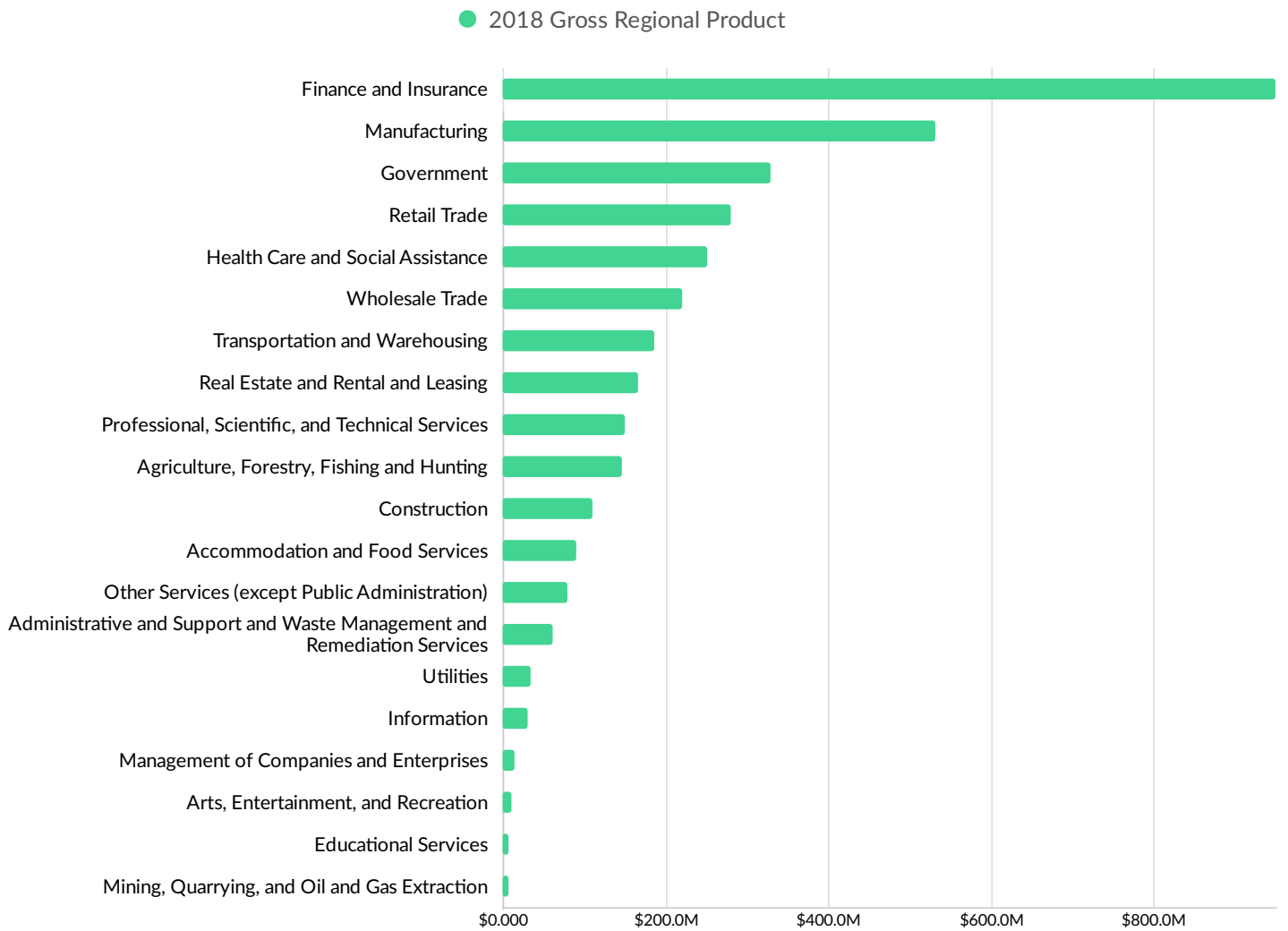
Top Growing Industries



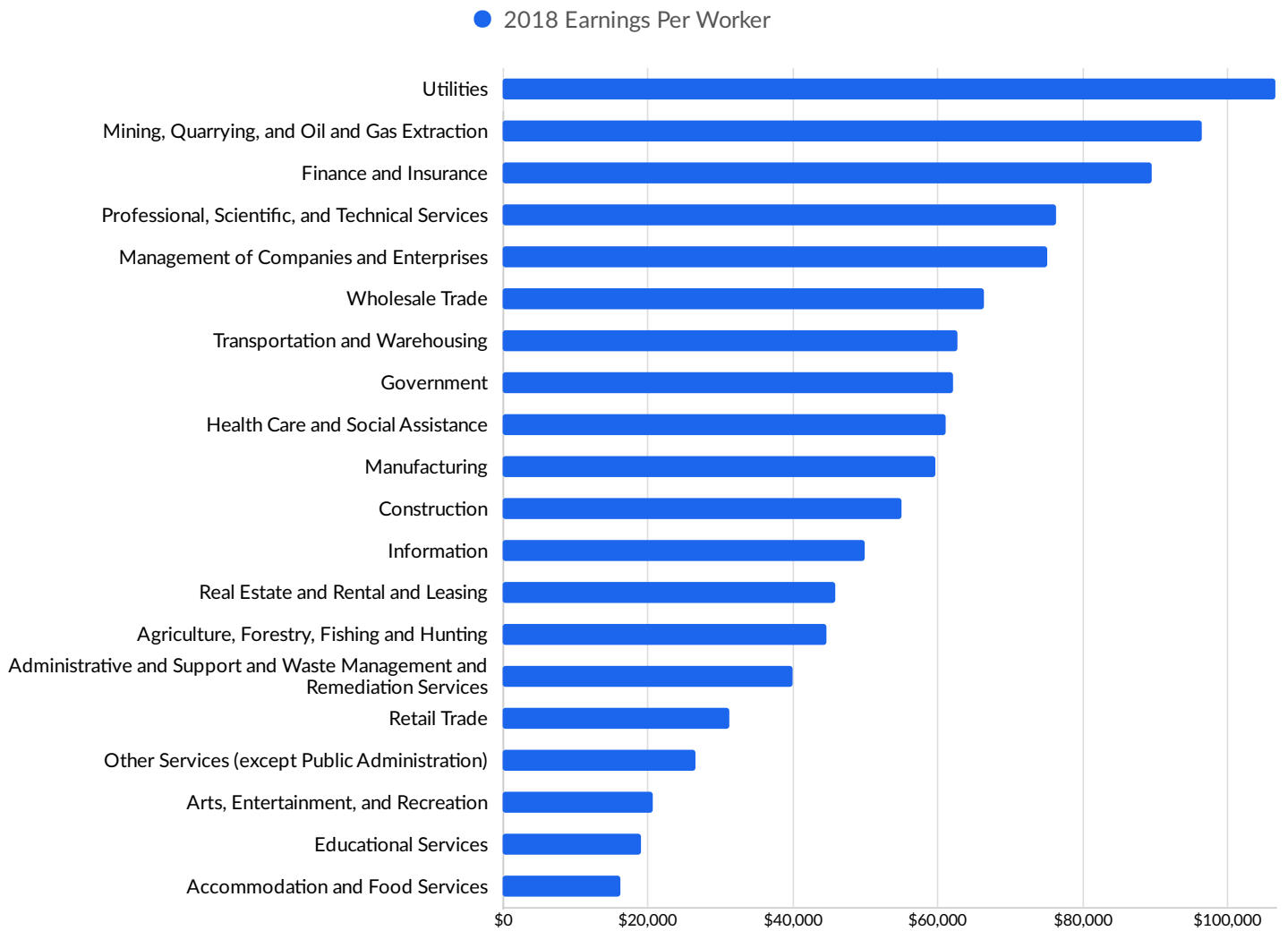
Top Industry LQ



Top Industry GRP



Top Industry Earnings






















| Industry | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Earnings Per Worker | 2018 GRP |
|--|-----------|-----------|----------------|------------------|---------|--------------------------|-----------|
| Government | 5,181 | 4,975 | -206 | -4% | 0.86 | \$62,100 | \$329.76M |
| Manufacturing | 4,159 | 4,917 | 758 | +18% | 1.62 | \$59,809 | \$532.64M |
| Retail Trade | 4,789 | 4,633 | -156 | -3% | 1.20 | \$31,314 | \$280.75M |
| Finance and Insurance | 4,222 | 4,474 | 252 | +6% | 2.89 | \$89,513 | \$949.68M |
| Health Care and Social Assistance | 3,393 | 3,523 | 130 | +4% | 0.72 | \$61,195 | \$251.96M |
| Accommodation and Food Services | 3,195 | 3,434 | 239 | +7% | 1.03 | \$16,213 | \$90.74M |
| Transportation and Warehousing | 2,236 | 2,185 | -51 | -2% | 1.55 | \$62,856 | \$187.09M |
| Other Services (except Public Administration) | 2,151 | 2,089 | -62 | -3% | 1.14 | \$26,616 | \$79.29M |
| Agriculture, Forestry, Fishing and Hunting | 1,903 | 2,062 | 159 | +8% | 4.58 | \$44,587 | \$146.22M |
| Construction | 1,079 | 1,319 | 240 | +22% | 0.61 | \$55,067 | \$110.38M |
| Professional, Scientific, and Technical Services | 986 | 1,318 | 332 | +34% | 0.52 | \$76,416 | \$149.49M |
| Administrative and Support and Waste Management and Remediation Services | 728 | 1,103 | 375 | +52% | 0.46 | \$40,004 | \$61.60M |
| Wholesale Trade | 992 | 1,065 | 73 | +7% | 0.75 | \$66,346 | \$220.42M |
| Arts, Entertainment, and Recreation | 341 | 355 | 14 | +4% | 0.53 | \$20,817 | \$11.64M |
| Educational Services | 269 | 330 | 61 | +23% | 0.33 | \$19,080 | \$7.84M |
| Real Estate and Rental and Leasing | 243 | 317 | 74 | +30% | 0.49 | \$45,922 | \$166.55M |
| Management of Companies and Enterprises | 403 | 186 | -217 | -54% | 0.34 | \$75,075 | \$15.31M |
| Information | 229 | 175 | -54 | -24% | 0.25 | \$49,903 | \$30.92M |
| Utilities | 59 | 89 | 30 | +51% | 0.67 | \$106,633 | \$34.66M |
| Mining, Quarrying, and Oil and Gas Extraction | 14 | 24 | 10 | +71% | 0.15 | \$96,523 | \$6.35M |

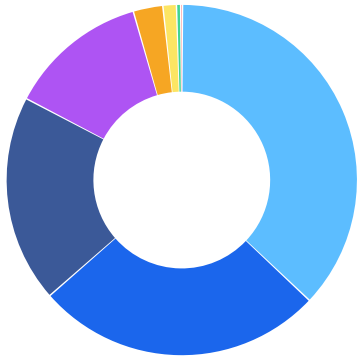
Business Characteristics

6,808 Companies Employ Your Workers

Online profiles for your workers mention 6,808 companies as employers, with the top 10 appearing below. In the last 12 months, 1,952 companies in Portage County, WI posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|-----------------------------------|---|
| Sentry Insurance | 711  | Sentry Insurance | 485  |
| University of Wisconsin Stevens... | 567  | Ascension Health | 431  |
| Stevens Point Area Public Schoo... | 232  | Remedy Intelligent Staffing | 424  |
| Ministry Health Care, Inc. | 203  | Roehl Transport, Inc. | 372  |
| Associated Banc-Corp | 184  | Travelers Healthcare | 201  |
| Skyward Inc | 166  | Associated Banc-Corp | 192  |
| Lands' End, Inc. | 156  | Ef Education First, Inc. | 174  |
| St Michaels Hospital Inc | 127  | Platinum Supplemental Insuranc... | 163  |
| Travel Guard | 121  | CareInHomes.com | 144  |
| Delta Dental of Wisconsin, Inc. | 86  | Express Services Inc | 140  |

Business Size

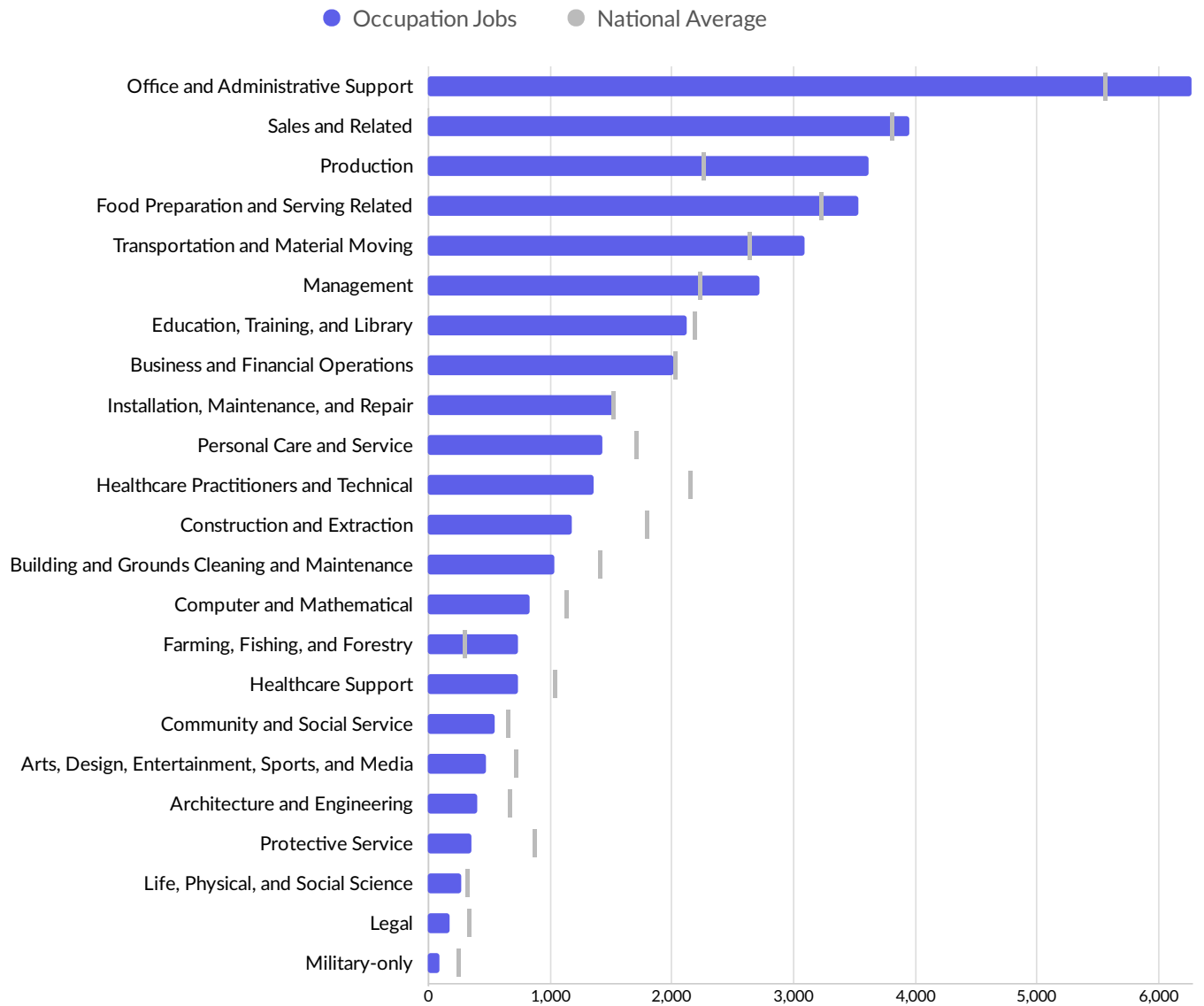


| | Percentage | Business Count |
|----------------------|------------|----------------|
| 1 to 4 employees | 37.0% | 1,069 |
| 5 to 9 employees | 26.5% | 767 |
| 10 to 19 employees | 19.1% | 553 |
| 20 to 49 employees | 12.9% | 372 |
| 50 to 99 employees | 2.7% | 79 |
| 100 to 249 employees | 1.2% |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

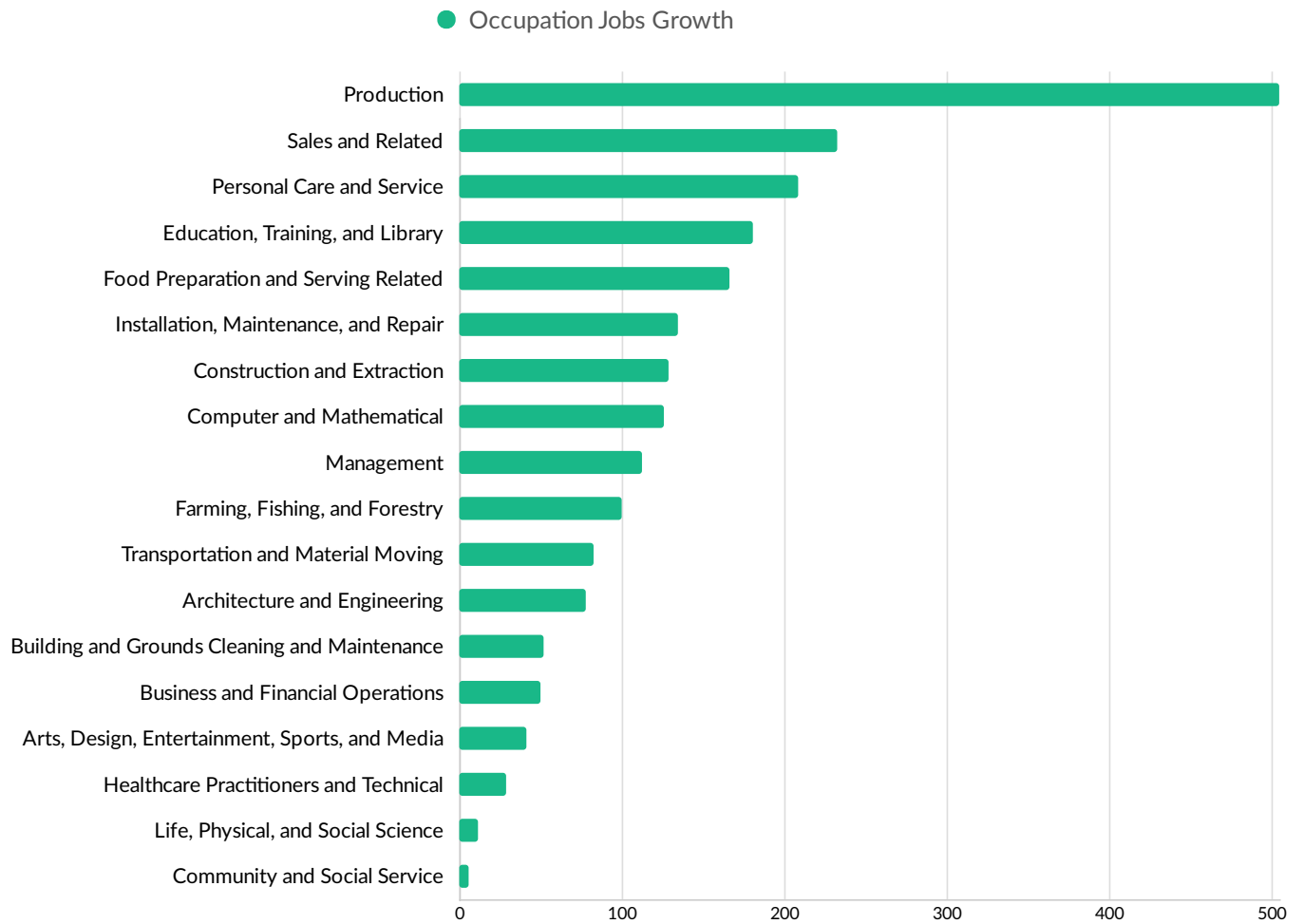
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

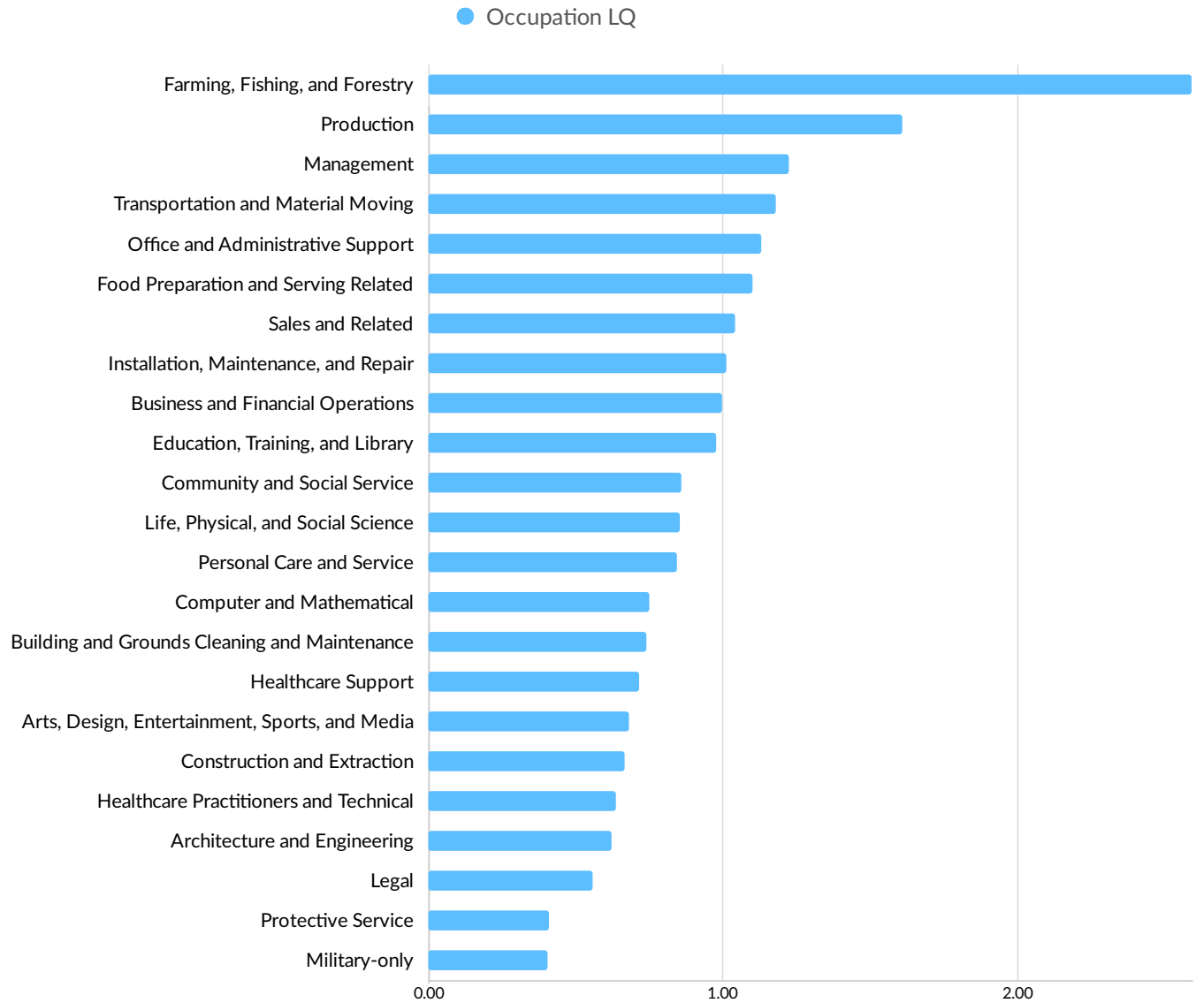
Largest Occupations



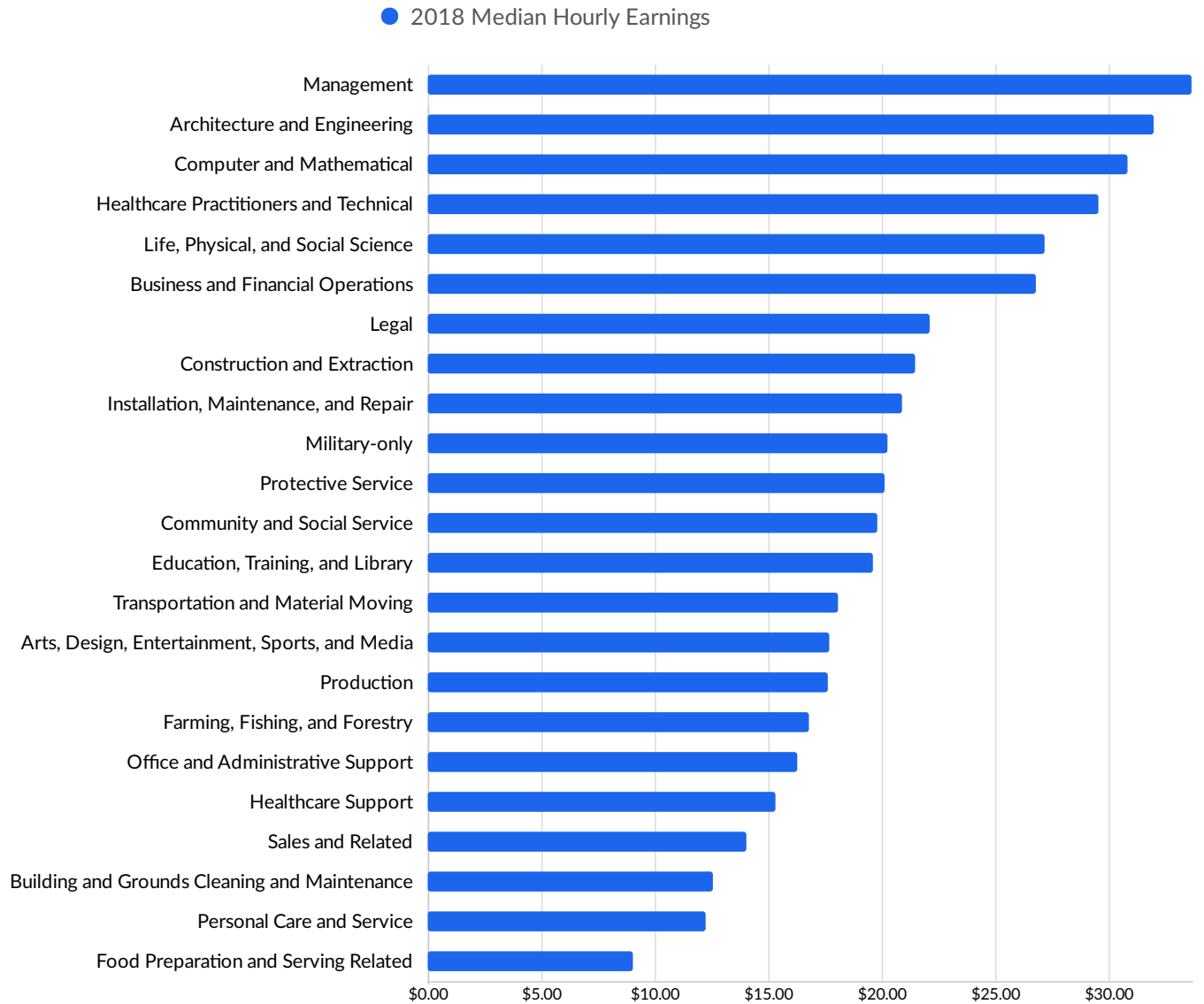
Top Growing Occupations



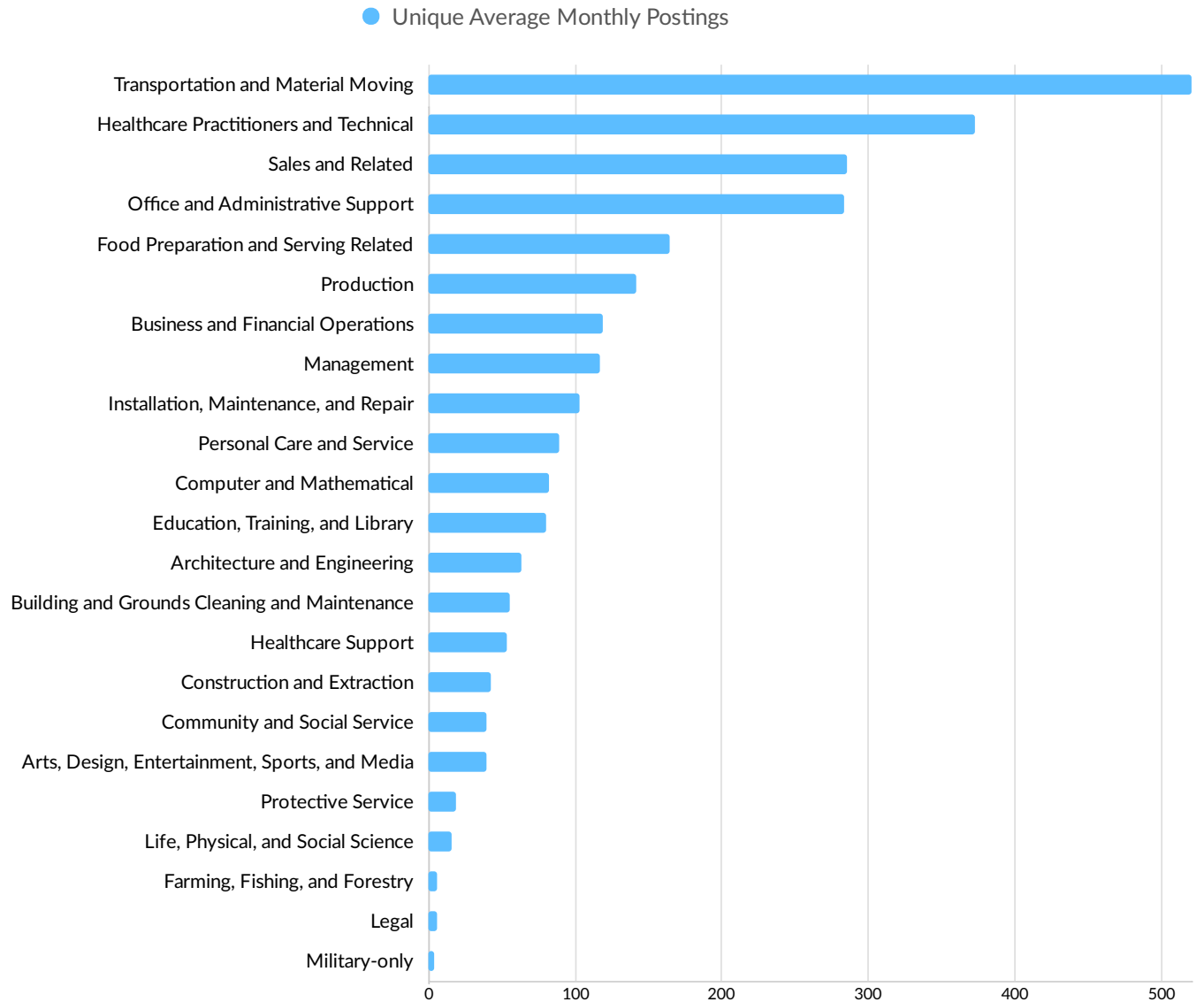
Top Occupation LQ



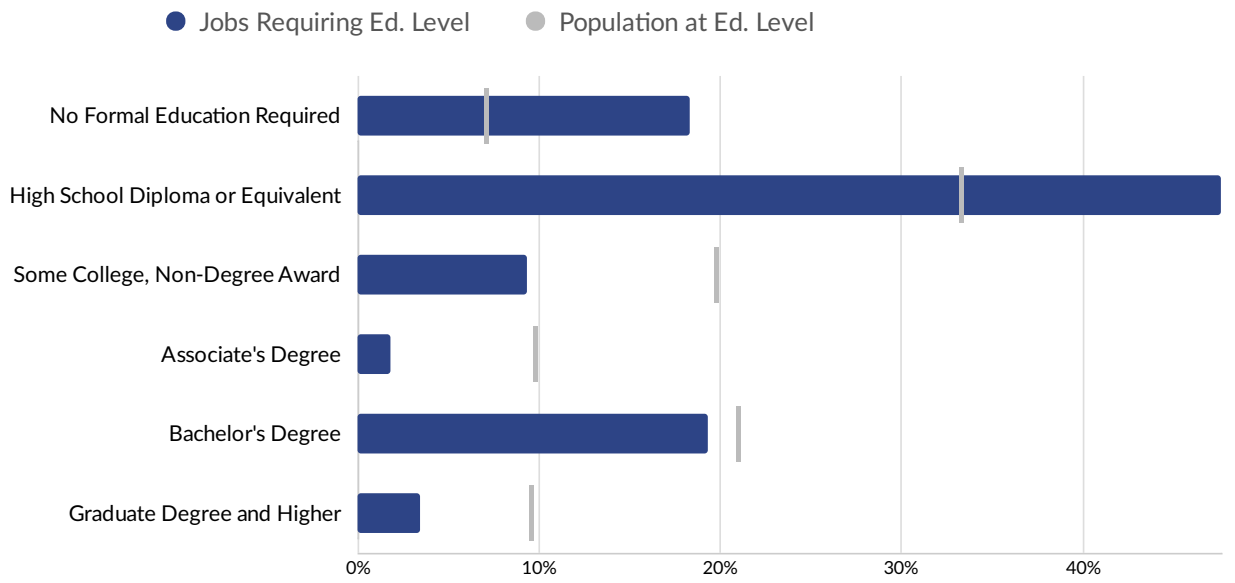
Top Occupation Earnings



Top Posted Occupations



Underemployment



| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Median Hourly Earnings | Aug 2018 - Jul 2019 Unique Average Monthly Postings |
|--|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Office and Administrative Support | 6,356 | 6,277 | -79 | -1% | 1.13 | \$16.27 | 284 |
| Sales and Related | 3,723 | 3,956 | 233 | +6% | 1.04 | \$14.01 | 286 |
| Production | 3,121 | 3,626 | 505 | +16% | 1.61 | \$17.64 | 142 |
| Food Preparation and Serving Related | 3,373 | 3,539 | 166 | +5% | 1.10 | \$9.06 | 165 |
| Transportation and Material Moving | 3,012 | 3,095 | 83 | +3% | 1.18 | \$18.08 | 521 |
| Management | 2,613 | 2,726 | 113 | +4% | 1.22 | \$33.62 | 118 |
| Education, Training, and Library | 1,944 | 2,125 | 181 | +9% | 0.98 | \$19.62 | 81 |
| Business and Financial Operations | 1,971 | 2,021 | 50 | +3% | 1.00 | \$26.79 | 119 |
| Installation, Maintenance, and Repair | 1,389 | 1,524 | 135 | +10% | 1.01 | \$20.91 | 103 |
| Personal Care and Service | 1,224 | 1,433 | 209 | +17% | 0.85 | \$12.25 | 89 |
| Healthcare Practitioners and Technical | 1,334 | 1,363 | 29 | +2% | 0.64 | \$29.52 | 374 |
| Construction and Extraction | 1,059 | 1,188 | 129 | +12% | 0.67 | \$21.49 | 43 |
| Building and Grounds Cleaning and Maintenance | 984 | 1,036 | 52 | +5% | 0.74 | \$12.52 | 56 |
| Computer and Mathematical | 714 | 840 | 126 | +18% | 0.75 | \$30.81 | 82 |
| Farming, Fishing, and Forestry | 642 | 742 | 100 | +16% | 2.59 | \$16.79 | 6 |
| Healthcare Support | 776 | 739 | -37 | -5% | 0.72 | \$15.30 | 53 |
| Community and Social Service | 549 | 555 | 6 | +1% | 0.86 | \$19.80 | 40 |
| Arts, Design, Entertainment, Sports, and Media | 442 | 483 | 41 | +9% | 0.68 | \$17.70 | 40 |

| Occupation | 2013 Jobs | 2018 Jobs | Change in Jobs | % Change in Jobs | 2018 LQ | 2018 Median Hourly Earnings | Aug 2018 - Jul 2019 Unique Average Monthly Postings |
|------------------------------------|-----------|-----------|----------------|------------------|---------|-----------------------------|---|
| Architecture and Engineering | 328 | 406 | 78 | +24% | 0.62 | \$31.99 | 63 |
| Protective Service | 457 | 354 | -103 | -23% | 0.41 | \$20.11 | 19 |
| Life, Physical, and Social Science | 258 | 270 | 12 | +5% | 0.85 | \$27.15 | 16 |
| Legal | 199 | 180 | -19 | -10% | 0.56 | \$22.07 | 6 |
| Military-only | 103 | 95 | -8 | -8% | 0.40 | \$20.26 | 4 |

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

In-Demand Skills

