

# Portage County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210  
Wausau, Wisconsin 54403

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## Report Parameters

### 1 County

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55097 Portage County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**70,984**

**Population (2019)**

Population **grew by 467** over the last 5 years and is projected to **grow by 479** over the next 5 years.

**38,628**

**Total Regional Employment**

Jobs **grew by 1,255** over the last 5 years and are projected to **grow by 1,158** over the next 5 years.

**\$54.6K**

**Median Household Income (2017)**

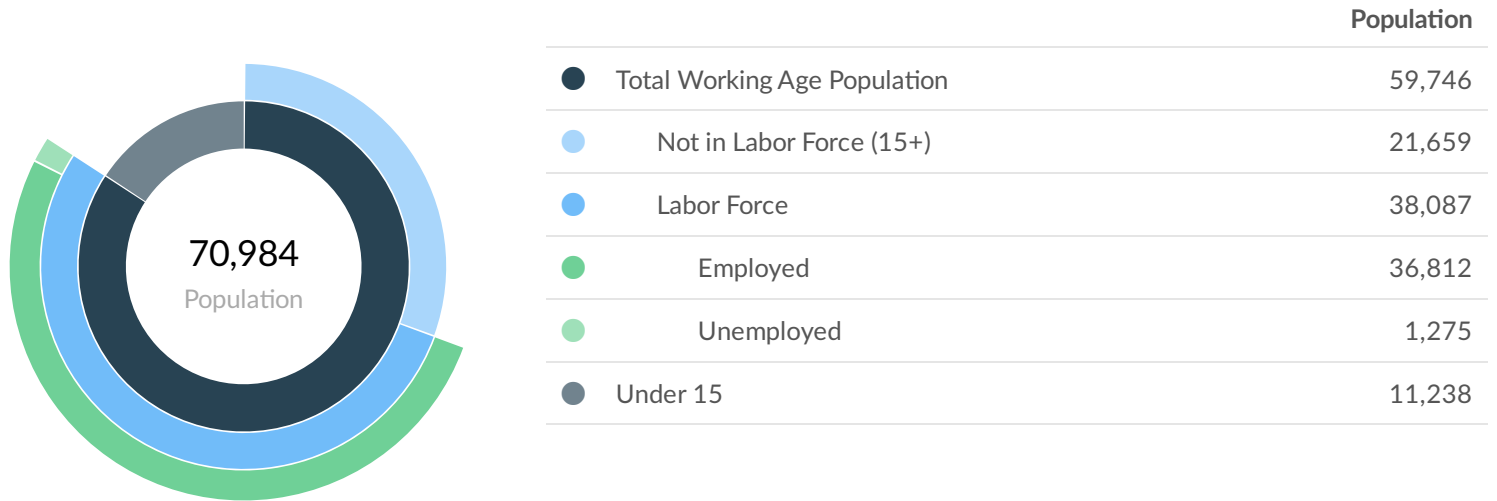
Median household income is **\$3.0K below** the national median household income of \$57.7K.

## Takeaways

- As of 2019 the region's population **increased by 0.7%** since 2014, growing by 467. Population is expected to **increase by 0.7%** between 2019 and 2024, adding 479.
- From 2014 to 2019, jobs **increased by 3.4%** in Portage County, WI from 37,372 to **38,628**. This change **fell short of the national growth rate of 6.9% by 3.5%**. As the number of jobs increased, the **labor force participation rate decreased from 64.9% to 63.7% between 2014 and 2019**.
- Concerning educational attainment, **20.6% of Portage County, WI residents possess a Bachelor's Degree** (1.8% above the national average), and **9.8% hold an Associate's Degree** (1.7% above the national average).
- The top three industries in 2019 are Insurance Carriers, Restaurants and Other Eating Places, and Education and Hospitals (State Government).

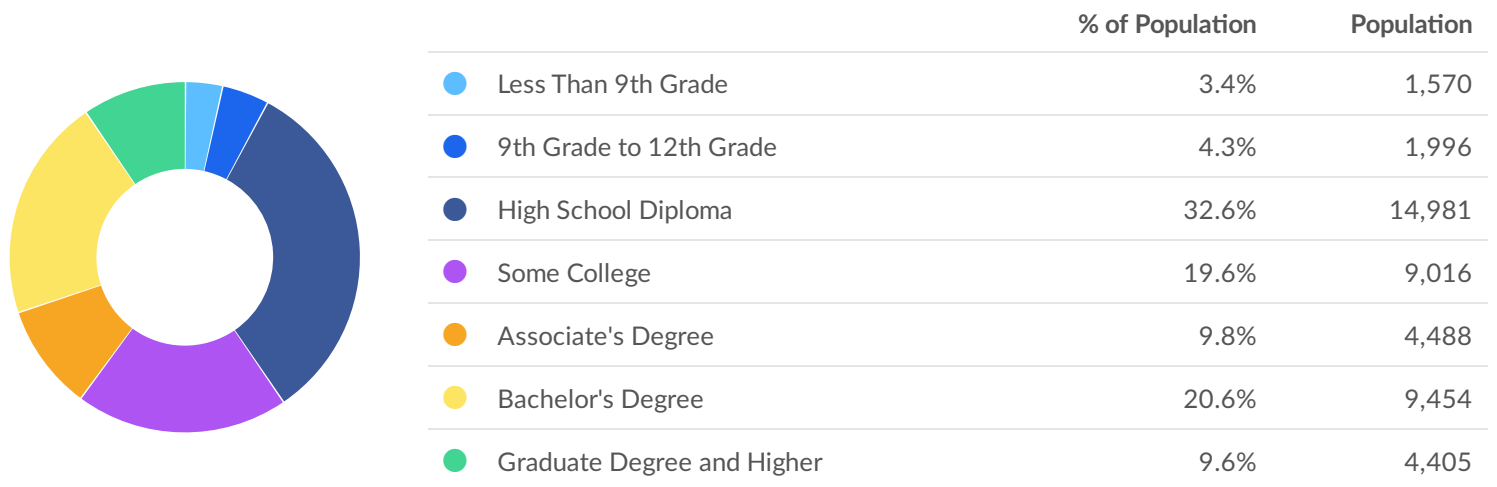
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	70,984	38,087	38,628	99.0	\$3.96B	\$4.92B	\$4.77B
NCWRPC	439,469	230,228	227,543	99.3	\$22.12B	\$27.98B	\$27.03B
Wisconsin	5,829,343	3,169,992	3,161,196	100.0	\$327.99B	\$292.45B	\$319.01B

## 2019 Labor Force Breakdown



## Educational Attainment

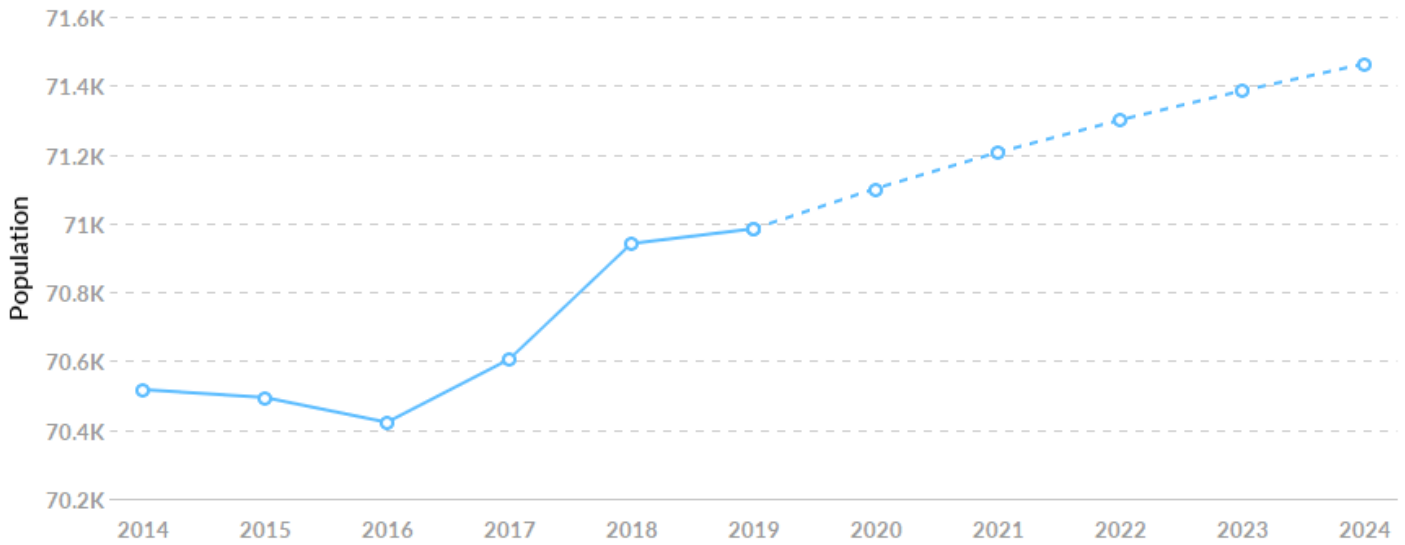
Concerning educational attainment, **20.6% of Portage County, WI residents possess a Bachelor's Degree** (1.8% above the national average), and **9.8% hold an Associate's Degree** (1.7% above the national average).



# Historic & Projected Trends

## Population Trends

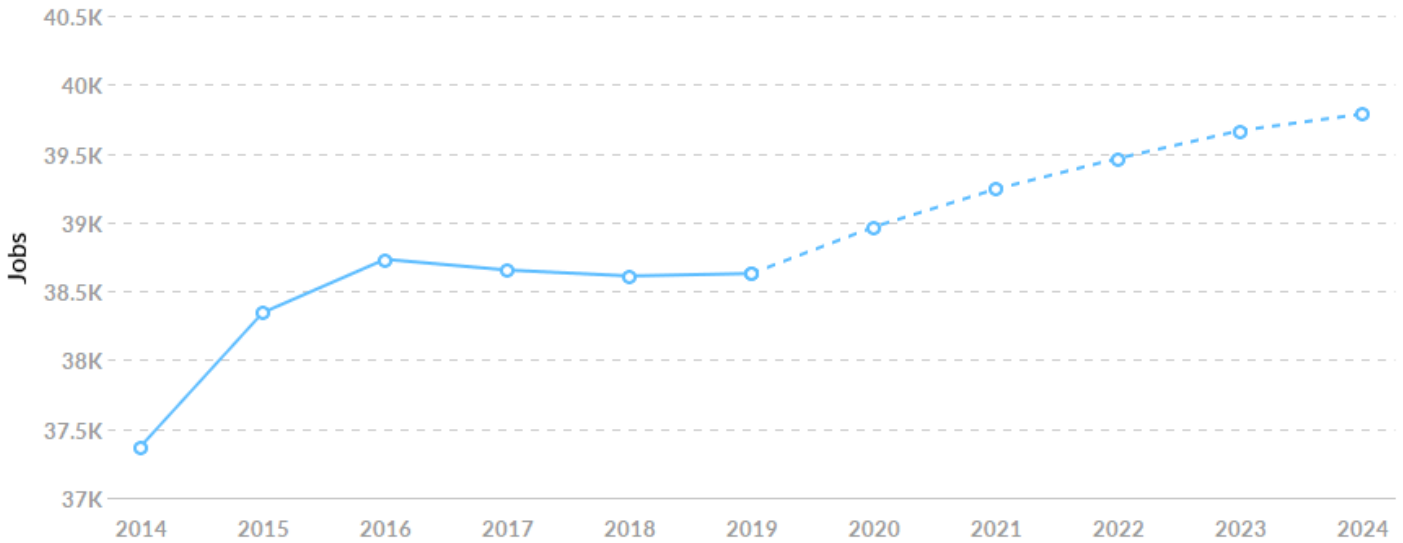
As of 2019 the region's population increased by 0.7% since 2014, growing by 467. Population is expected to increase by 0.7% between 2019 and 2024, adding 479.



Timeframe	Population
2014	70,517
2015	70,494
2016	70,422
2017	70,605
2018	70,941
2019	70,984
2020	71,101
2021	71,206
2022	71,300
2023	71,385
2024	71,463

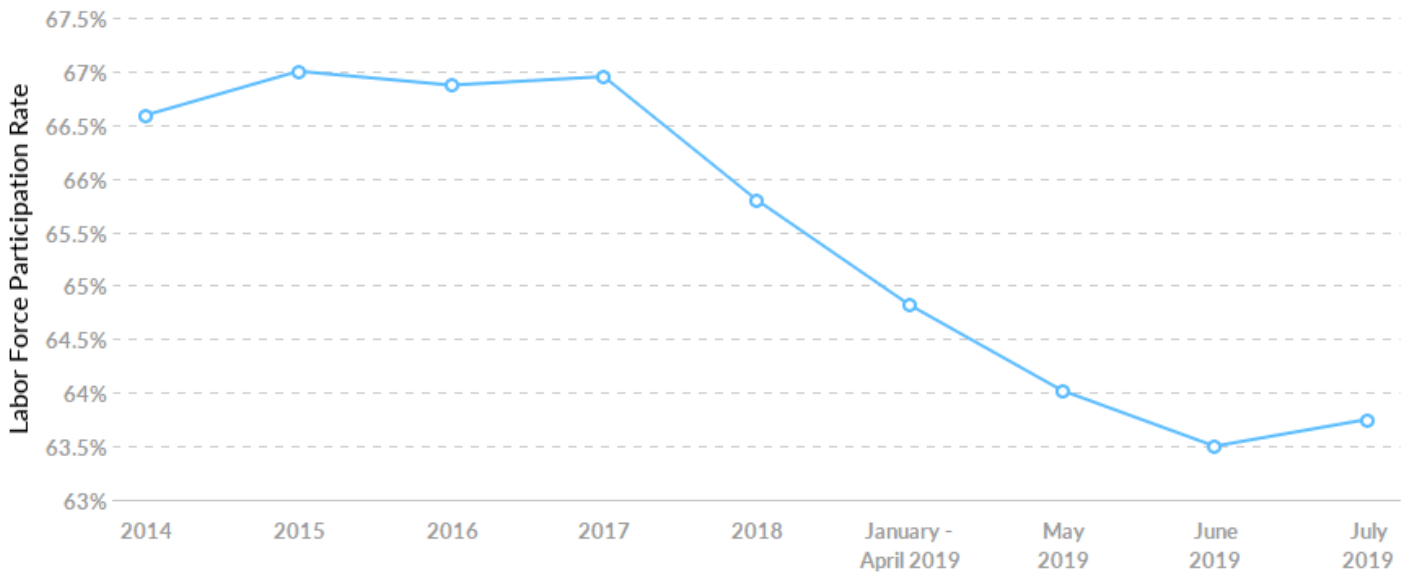
## Job Trends

From 2014 to 2019, jobs increased by 3.4% in Portage County, WI from 37,372 to 38,628. This change fell short of the national growth rate of 6.9% by 3.5%.



Timeframe	Jobs
2014	37,372
2015	38,344
2016	38,731
2017	38,653
2018	38,610
2019	38,628
2020	38,966
2021	39,241
2022	39,464
2023	39,666
2024	39,786

## Labor Force Participation Rate Trends

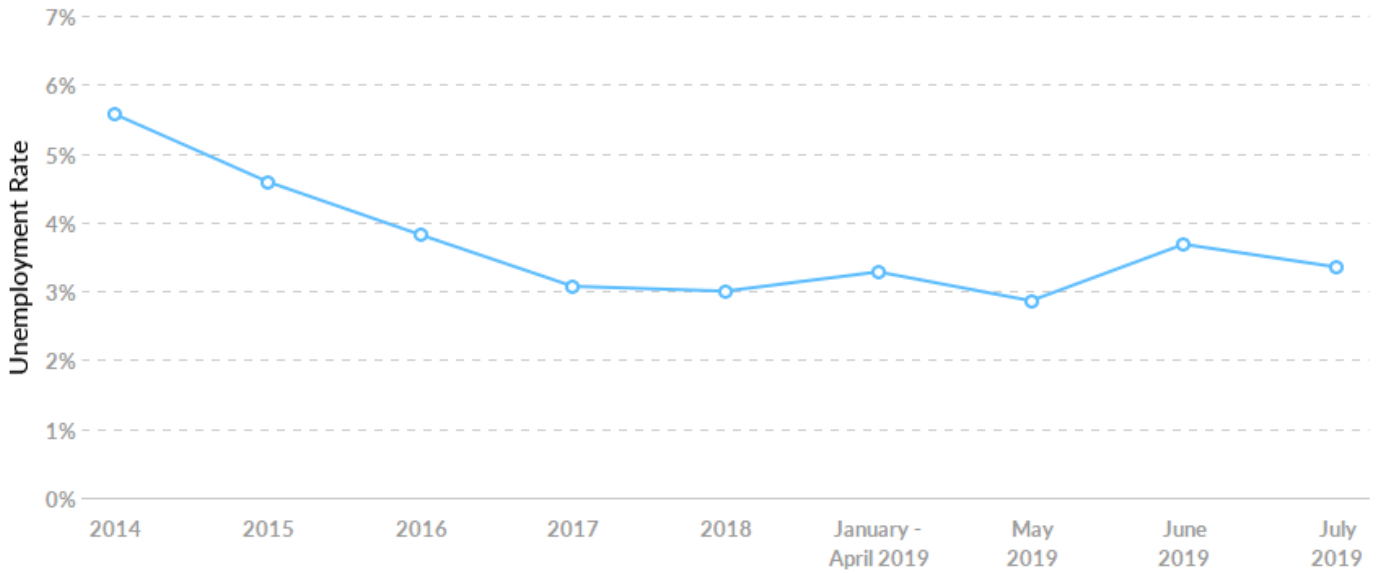


Timeframe	Labor Force Participation Rate
2014	66.59%
2015	67.00%
2016	66.87%
2017	66.95%
2018	65.80%
January - April 2019	64.82%
May 2019	64.02%
June 2019	63.50%
July 2019	63.75%



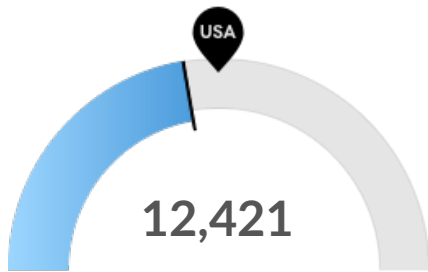
## Unemployment Rate Trends

Portage County, WI had a July 2019 unemployment rate of 3.35%, decreasing from 5.57% 5 years before.



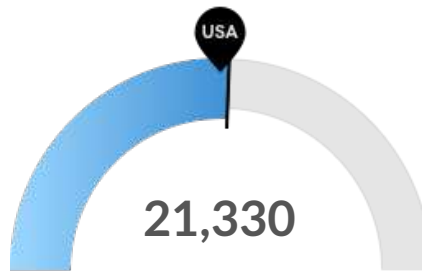
Timeframe	Unemployment Rate
2014	5.57%
2015	4.59%
2016	3.82%
2017	3.07%
2018	3.00%
January - April 2019	3.28%
May 2019	2.86%
June 2019	3.68%
July 2019	3.35%

## Population Characteristics



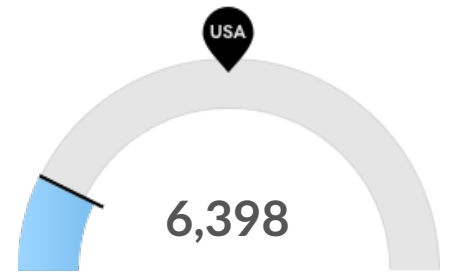
**Millennials**

Portage County, WI has 12,421 millennials (ages 25-39). The national average for an area this size is 14,585.



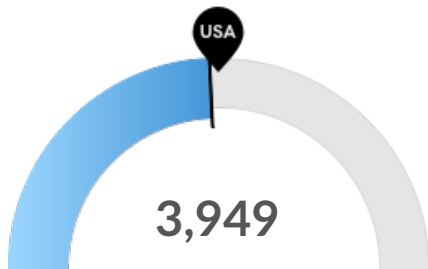
**Retiring Soon**

Retirement risk is about average in Portage County, WI. The national average for an area this size is 20,535 people 55 or older, while there are 21,330 here.



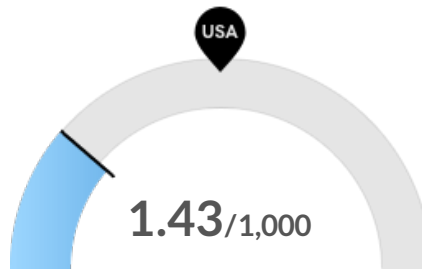
**Racial Diversity**

Racial diversity is low in Portage County, WI. The national average for an area this size is 28,106 racially diverse people, while there are 6,398 here.



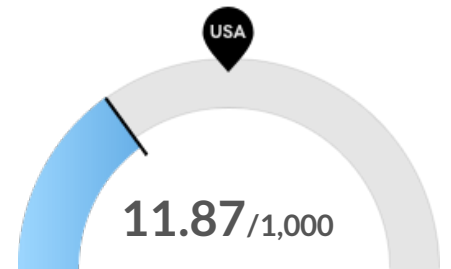
**Veterans**

Portage County, WI has 3,949 veterans. The national average for an area this size is 4,113.



**Violent Crime**

Portage County, WI has 1.43 violent crimes per 1,000 people. The national rate is 3.87 per 1,000 people.

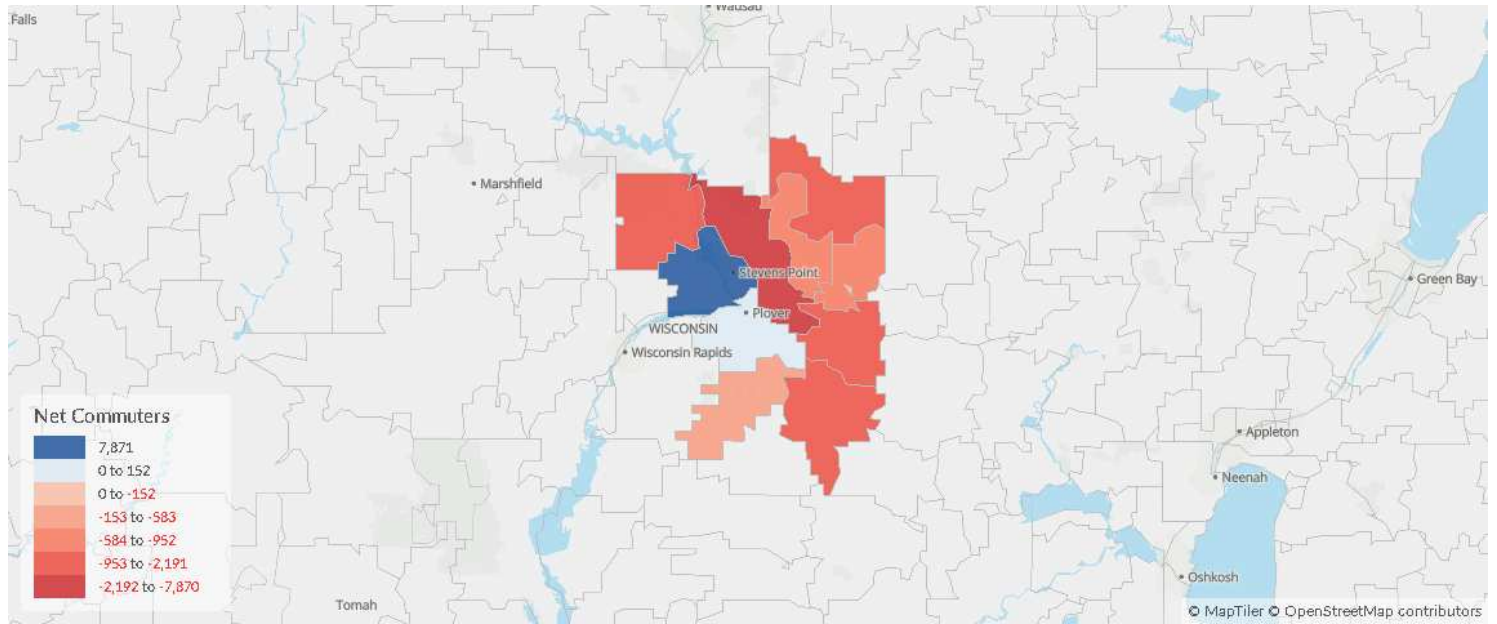


**Property Crime**

Portage County, WI has 11.87 property crimes per 1,000 people. The national rate is 22.98 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

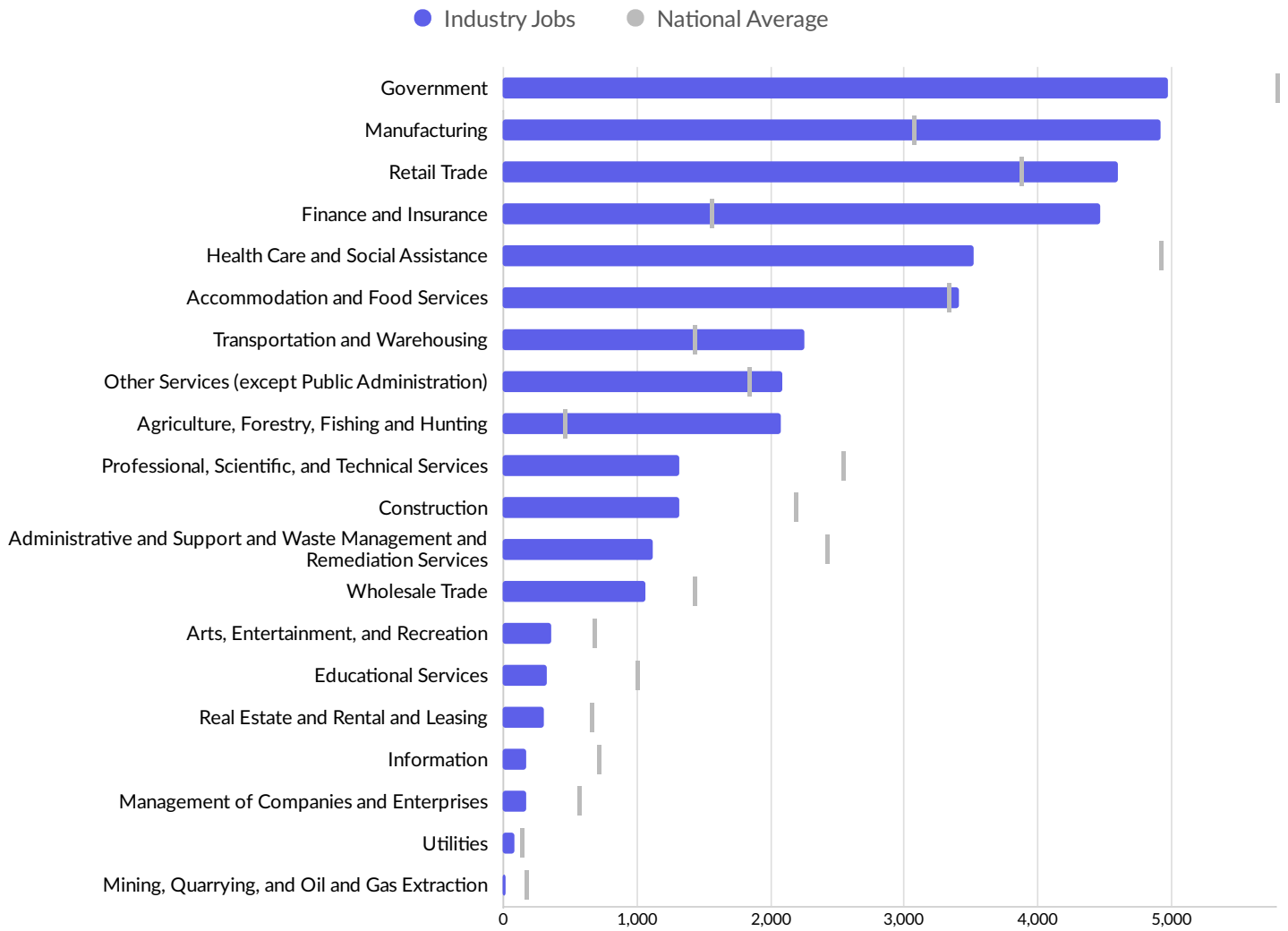
ZIP	Name	2019 Employment
54481	Stevens Point, WI (in Po...	23,076
54467	Plover, WI (in Portage c...	8,284
54482	Stevens Point, WI (in Po...	2,956
54406	Amherst, WI (in Portage...	1,148
54921	Bancroft, WI (in Portage...	996

Where Talent Lives

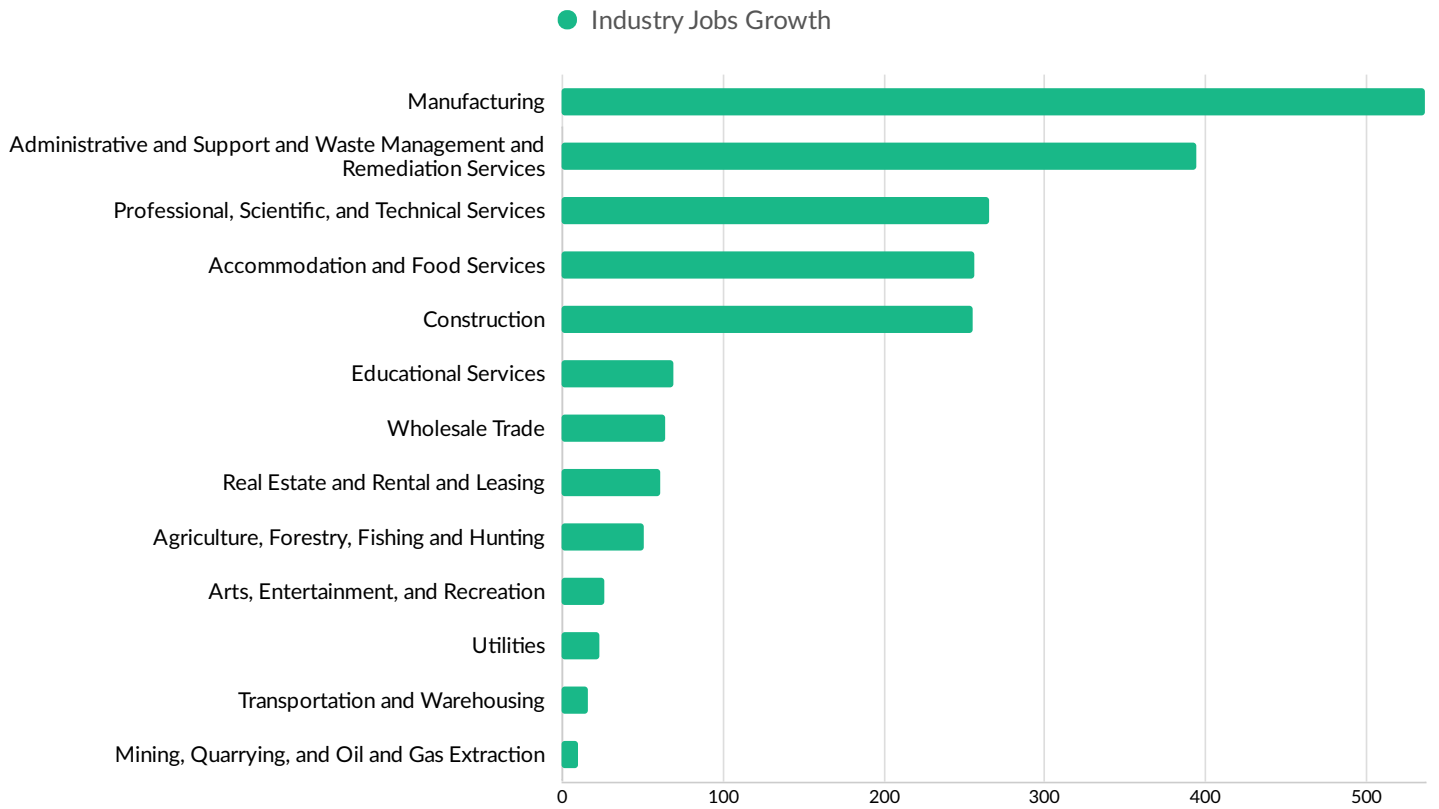
ZIP	Name	2019 Workers
54481	Stevens Point, WI (in Po...	15,205
54467	Plover, WI (in Portage c...	8,261
54482	Stevens Point, WI (in Po...	5,148
54406	Amherst, WI (in Portage...	2,101
54473	Rosholt, WI (in Portage ...	1,534

# Industry Characteristics

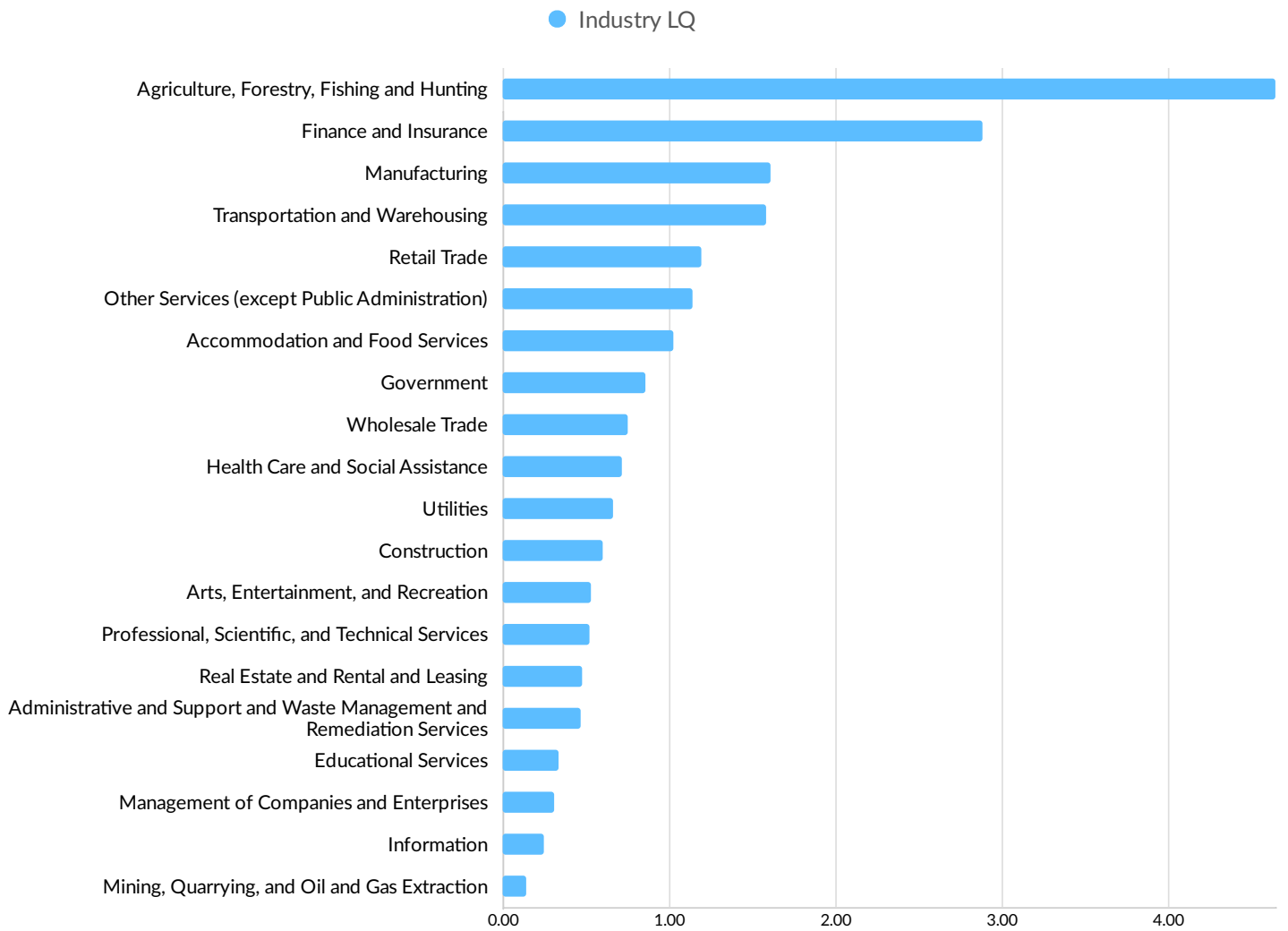
## Largest Industries



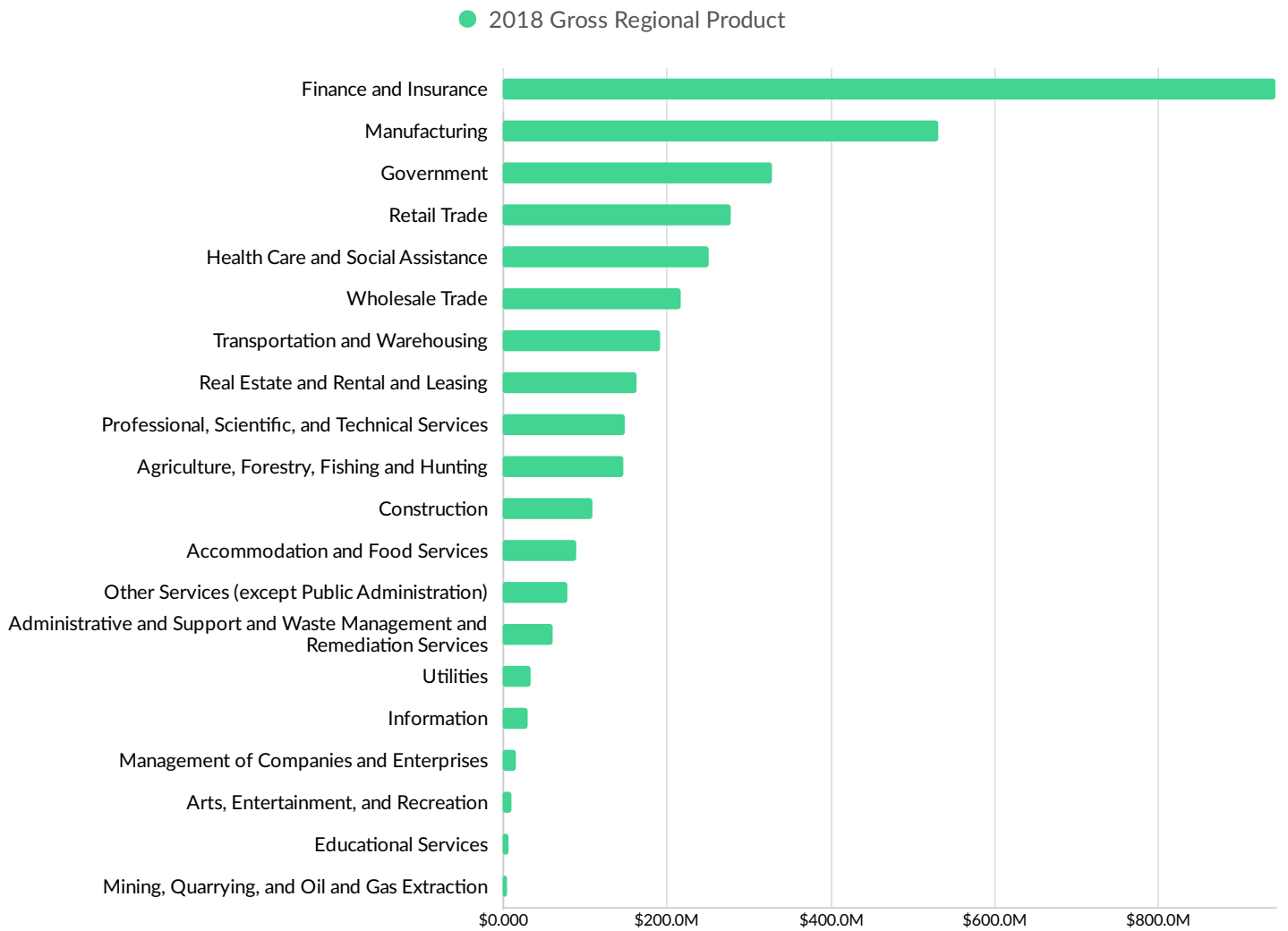
## Top Growing Industries



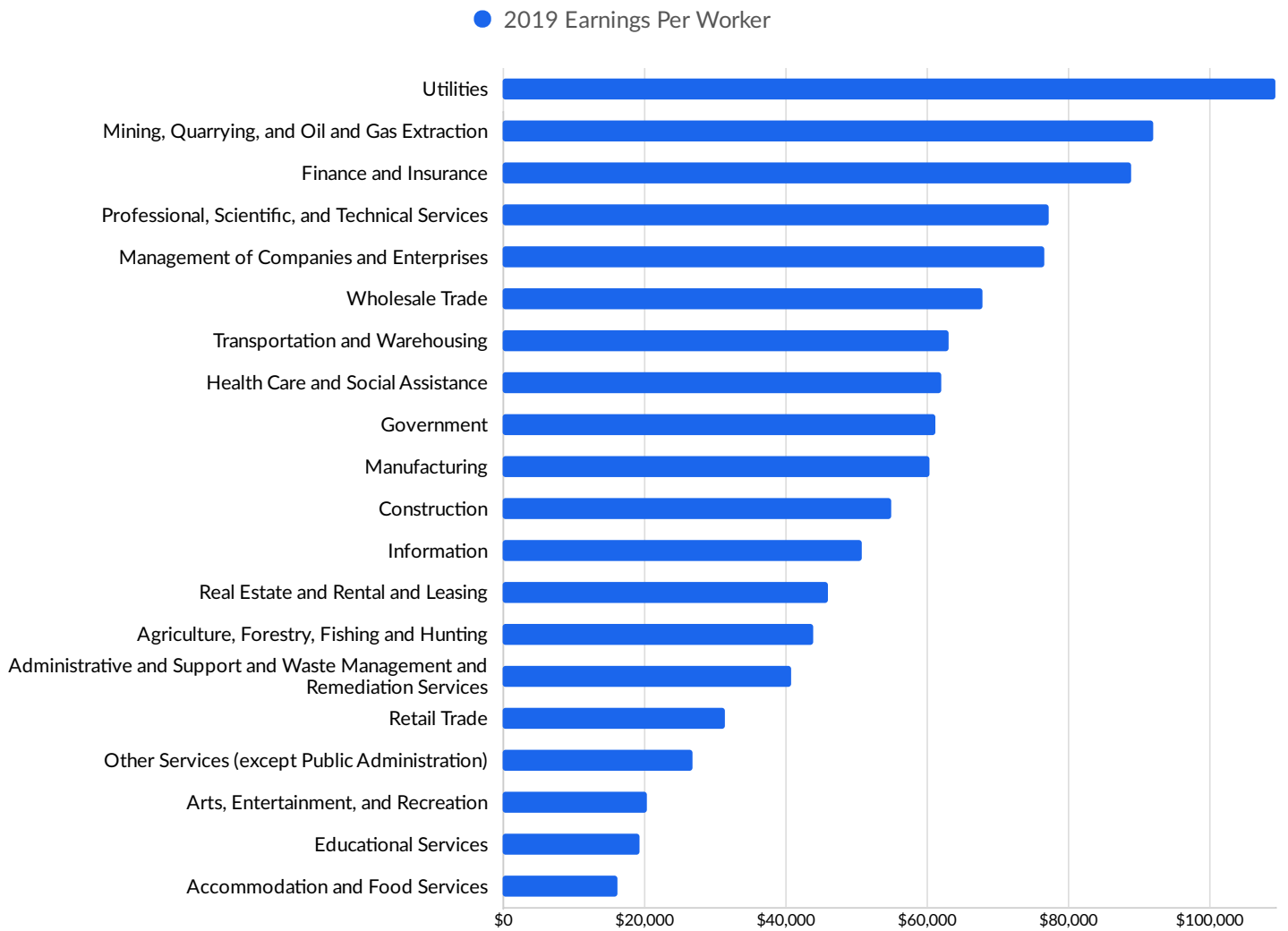
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings

























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2018 GRP
Government	5,121	4,974	-147	-3%	0.86	\$61,342	\$329.50M
Manufacturing	4,386	4,923	537	+12%	1.61	\$60,483	\$531.90M
Retail Trade	4,916	4,609	-307	-6%	1.19	\$31,449	\$278.60M
Finance and Insurance	4,483	4,473	-10	0%	2.89	\$88,966	\$943.56M
Health Care and Social Assistance	3,630	3,519	-111	-3%	0.72	\$62,120	\$251.57M
Accommodation and Food Services	3,161	3,418	257	+8%	1.03	\$16,218	\$90.37M
Transportation and Warehousing	2,238	2,254	16	+1%	1.58	\$63,223	\$191.99M
Other Services (except Public Administration)	2,114	2,091	-23	-1%	1.14	\$26,832	\$79.33M
Agriculture, Forestry, Fishing and Hunting	2,027	2,078	51	+3%	4.65	\$44,044	\$146.57M
Professional, Scientific, and Technical Services	1,057	1,323	266	+25%	0.52	\$77,286	\$149.28M
Construction	1,061	1,317	256	+24%	0.61	\$55,045	\$110.22M
Administrative and Support and Waste Management and Remediation Services	730	1,125	395	+54%	0.47	\$40,754	\$61.47M
Wholesale Trade	1,002	1,066	64	+6%	0.75	\$67,829	\$218.13M
Arts, Entertainment, and Recreation	333	360	27	+8%	0.54	\$20,495	\$11.61M
Educational Services	262	332	70	+27%	0.33	\$19,297	\$7.83M
Real Estate and Rental and Leasing	249	310	61	+24%	0.47	\$45,993	\$164.01M
Information	226	173	-53	-23%	0.25	\$50,753	\$30.64M
Management of Companies and Enterprises	300	172	-128	-43%	0.31	\$76,628	\$15.29M
Utilities	63	87	24	+38%	0.66	\$109,380	\$34.35M
Mining, Quarrying, and Oil and Gas Extraction	14	24	10	+71%	0.14	\$92,043	\$6.26M

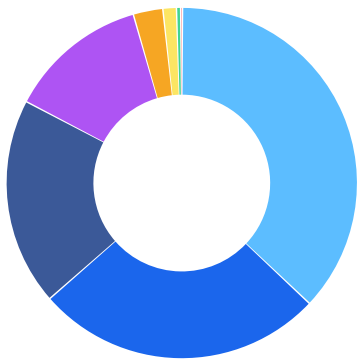
## Business Characteristics

### 6,597 Companies Employ Your Workers

Online profiles for your workers mention 6,597 companies as employers, with the top 10 appearing below. In the last 12 months, 1,812 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Sentry Insurance	756 	Sentry Insurance	515 
University of Wisconsin Stevens...	566 	Remedy Intelligent Staffing	426 
Stevens Point Area Public Schoo...	237 	Roehl Transport, Inc.	406 
Ministry Health Care, Inc.	192 	HealthCare Employment Netwo...	389 
Associated Banc-Corp	179 	Ascension Health	355 
Skyward Inc	159 	Platinum Supplemental Insuranc...	214 
Lands' End, Inc.	154 	Ef Education First, Inc.	205 
St Michaels Hospital Inc	129 	Associated Banc-Corp	197 
Travel Guard	118 	CareInHomes.com	188 
Delta Dental of Wisconsin, Inc.	88 	Kelly Services, Inc.	153 

## Business Size

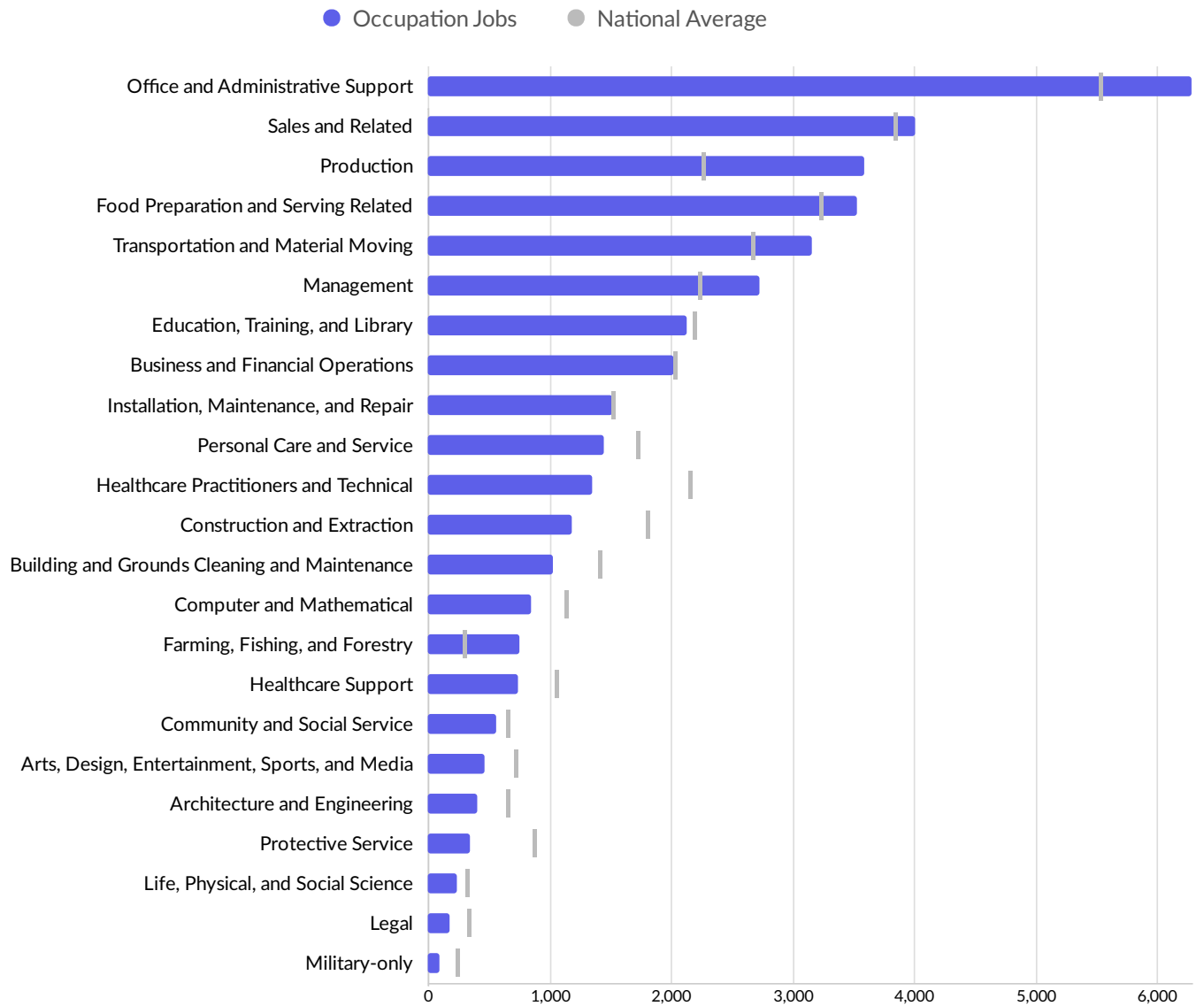


	Percentage	Business Count
1 to 4 employees	37.0%	1,069
5 to 9 employees	26.5%	767
10 to 19 employees	19.1%	553
20 to 49 employees	12.9%	372
50 to 99 employees	2.7%	79
100 to 249 employees	1.2%	36
250 to 499 employees	0.4%	11
500+ employees	0.2%	5

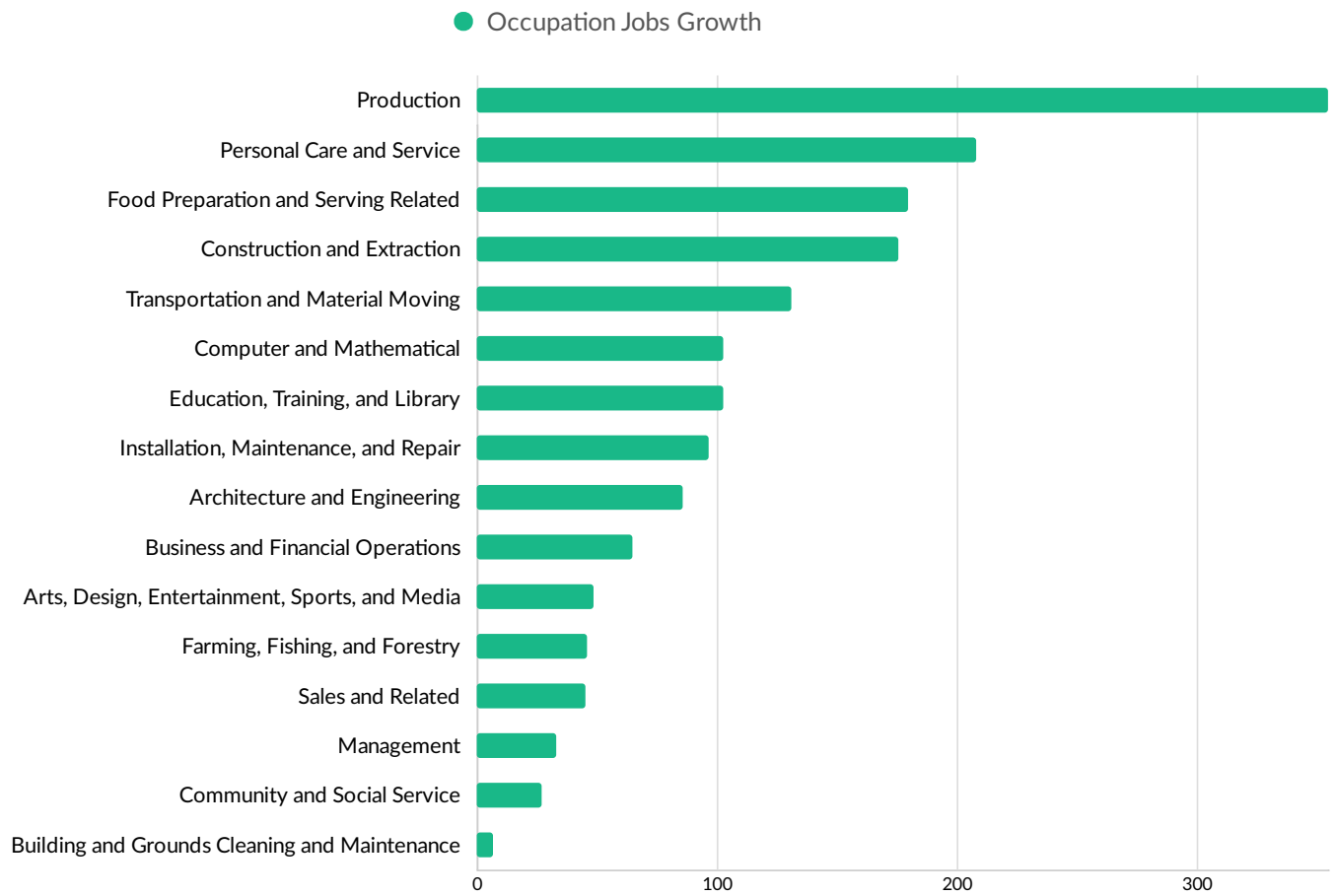
\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

# Workforce Characteristics

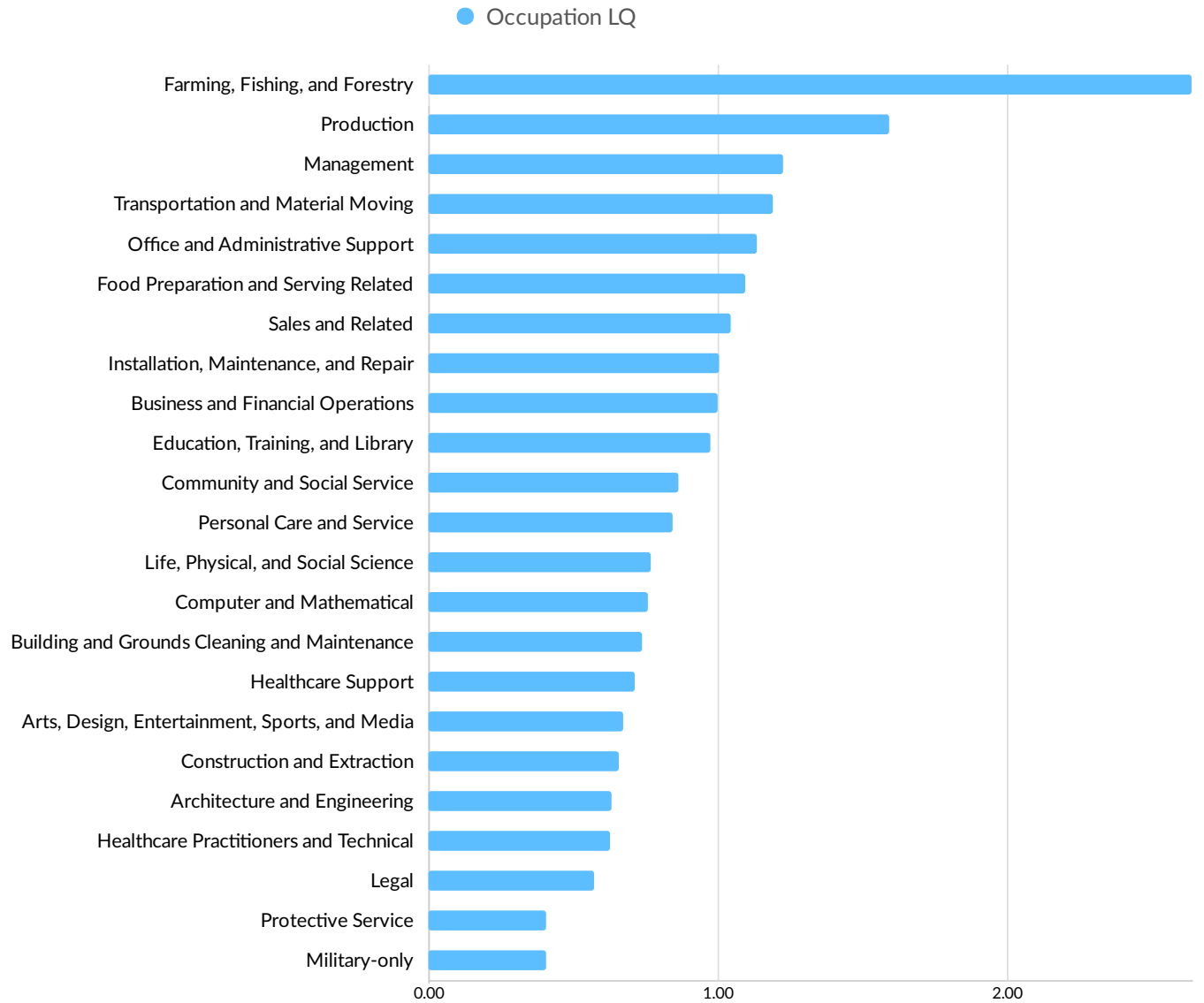
## Largest Occupations



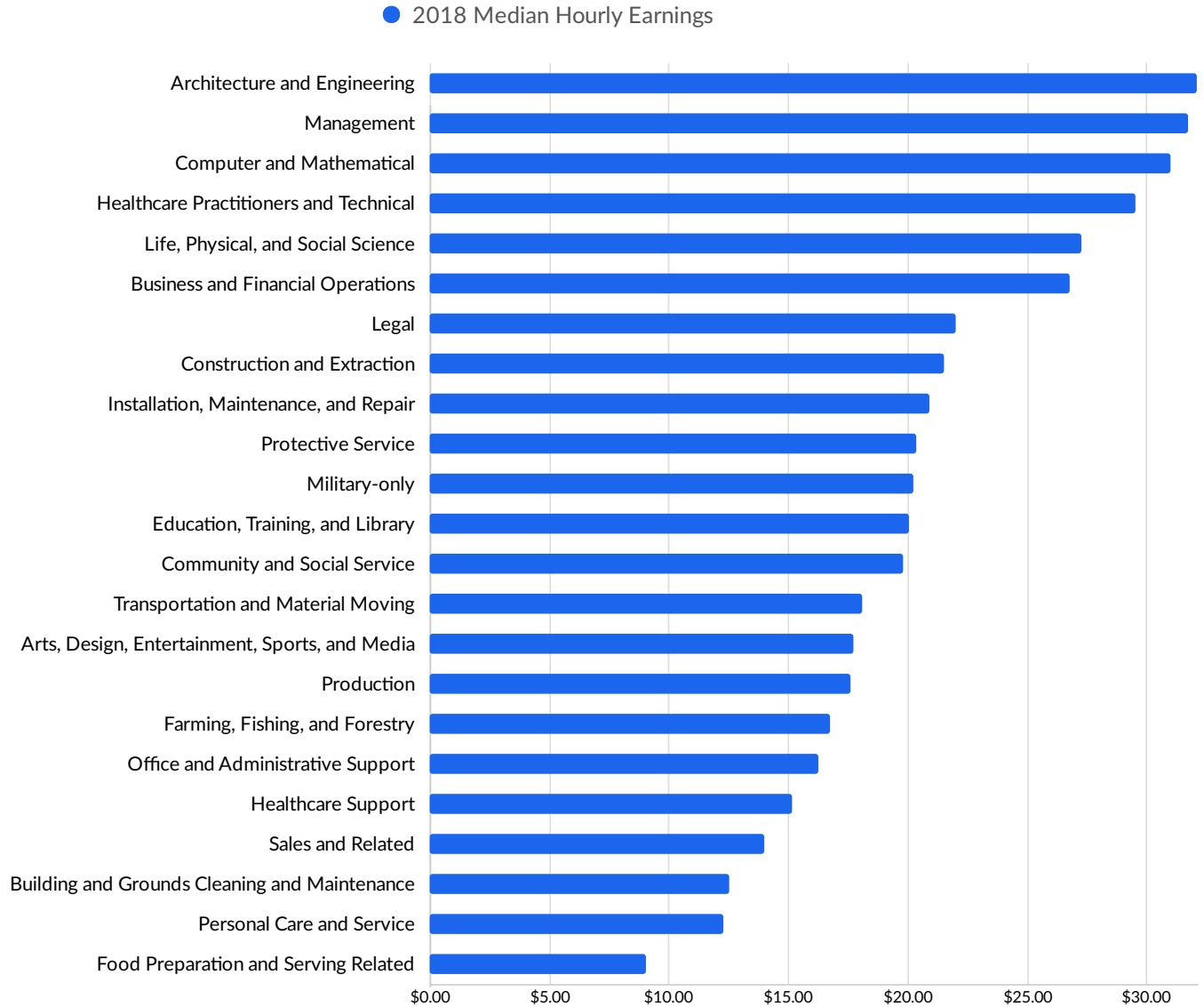
## Top Growing Occupations



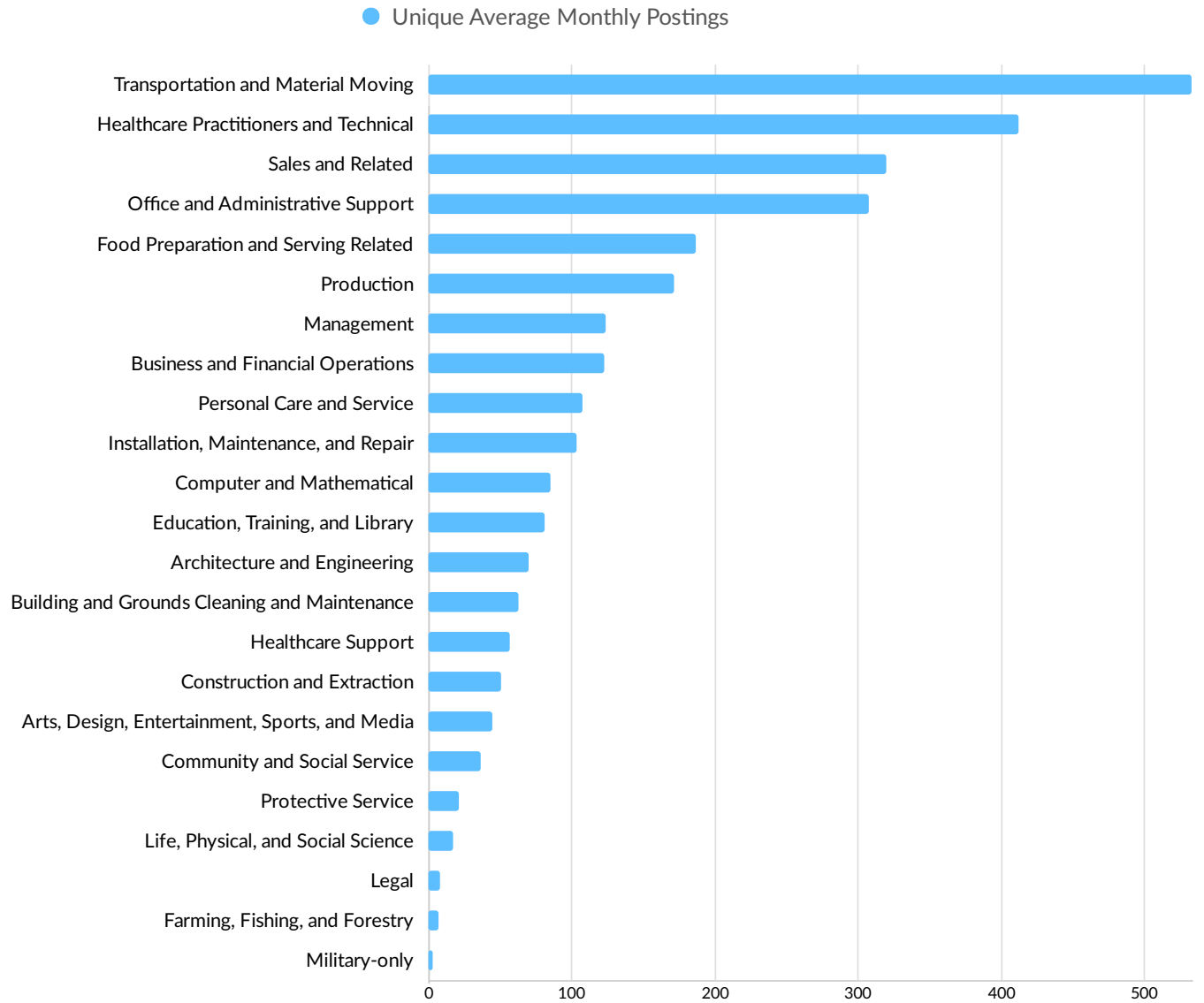
## Top Occupation LQ



## Top Occupation Earnings

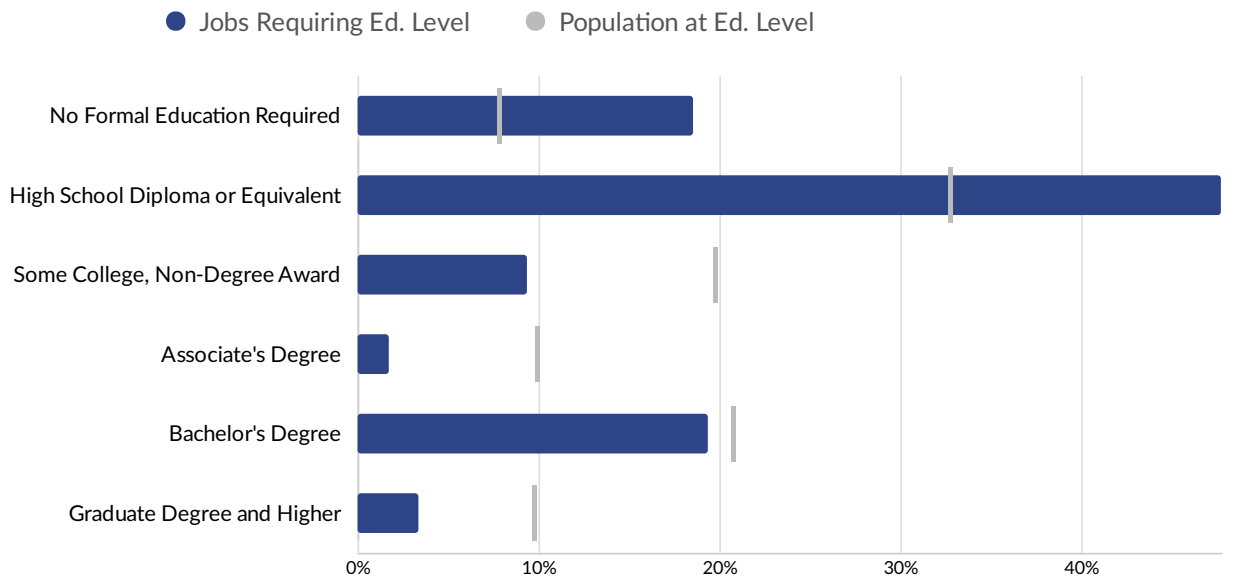


## Top Posted Occupations





## Underemployment

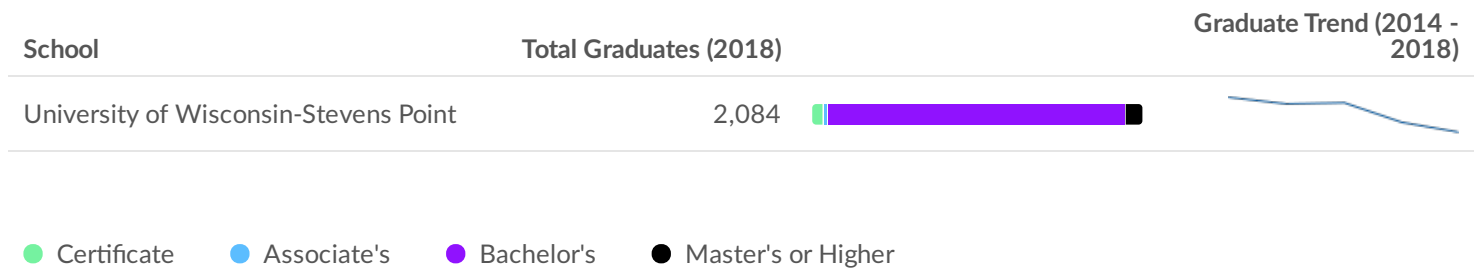


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Office and Administrative Support	6,518	6,282	-236	-4%	1.14	\$16.25	308
Sales and Related	3,961	4,006	45	+1%	1.05	\$14.01	320
Production	3,236	3,591	355	+11%	1.60	\$17.60	171
Food Preparation and Serving Related	3,344	3,524	180	+5%	1.10	\$9.06	187
Transportation and Material Moving	3,025	3,156	131	+4%	1.19	\$18.10	533
Management	2,697	2,730	33	+1%	1.23	\$31.74	124
Education, Training, and Library	2,026	2,129	103	+5%	0.98	\$20.04	81
Business and Financial Operations	1,956	2,021	65	+3%	1.00	\$26.81	123
Installation, Maintenance, and Repair	1,417	1,514	97	+7%	1.00	\$20.92	104
Personal Care and Service	1,239	1,447	208	+17%	0.85	\$12.28	108
Healthcare Practitioners and Technical	1,425	1,349	-76	-5%	0.63	\$29.54	412
Construction and Extraction	1,009	1,185	176	+17%	0.66	\$21.52	51
Building and Grounds Cleaning and Maintenance	1,027	1,034	7	+1%	0.74	\$12.51	63
Computer and Mathematical	746	849	103	+14%	0.76	\$31.02	86
Farming, Fishing, and Forestry	713	759	46	+6%	2.64	\$16.79	7
Healthcare Support	796	738	-58	-7%	0.71	\$15.20	57
Community and Social Service	536	563	27	+5%	0.87	\$19.84	36
Arts, Design, Entertainment, Sports, and Media	423	472	49	+12%	0.67	\$17.72	44

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Nov 2018 - Oct 2019 Unique Average Monthly Postings
Architecture and Engineering	324	410	86	+27%	0.63	\$32.13	70
Protective Service	416	349	-67	-16%	0.41	\$20.41	21
Life, Physical, and Social Science	240	240	0	0%	0.77	\$27.27	17
Legal	200	184	-16	-8%	0.57	\$22.00	8
Military-only	97	94	-3	-3%	0.41	\$20.26	3

## Educational Pipeline

In 2018, there were 2,084 graduates in Portage County, WI. This pipeline has shrunk by 13% 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".



# In-Demand Skills

