



# Portage County

North Central Wisconsin Regional Planning Commission



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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.

**38,809**

**Total Regional Employment**

Jobs **grew by 1,283** over the last 5 years and are projected to **grow by 1,072** over the next 5 years.

**\$57.4K**

**Median Household Income (2018)**

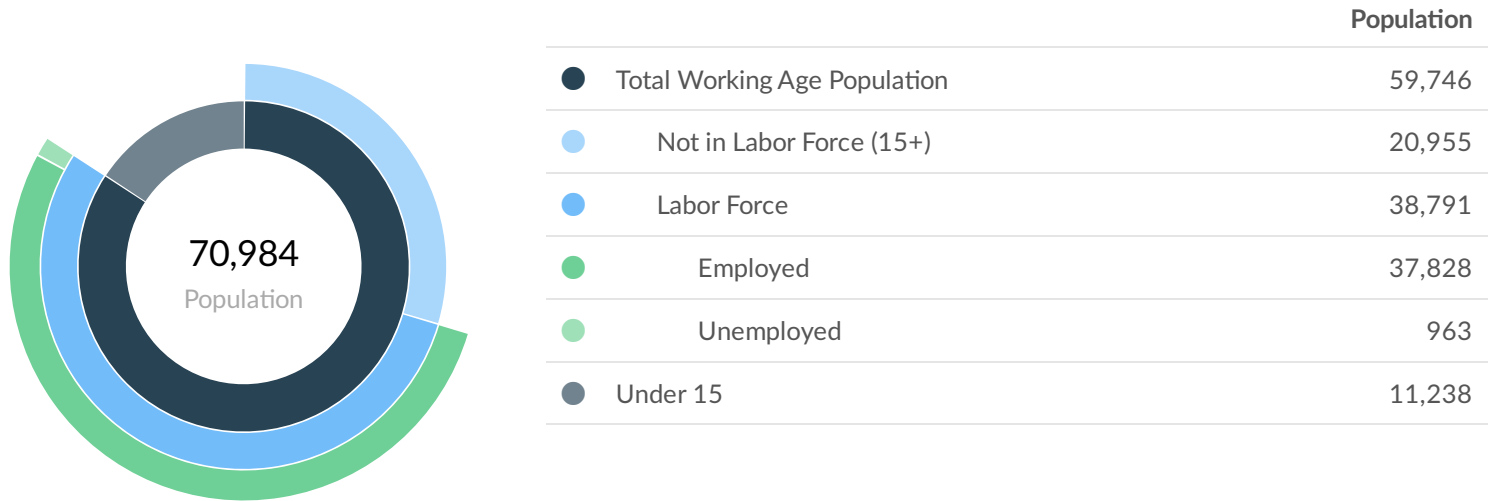
Median household income is **\$2.9K below** the national median household income of \$60.3K.

## 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 from 37,526 to **38,809**. This change **fell short of the national growth rate of 7.3% by 3.9%**. As the number of jobs increased, the **labor force participation rate decreased from 68.0% to 64.9% between 2014 and 2019**.
- Concerning educational attainment, **20.6% of Portage County 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).

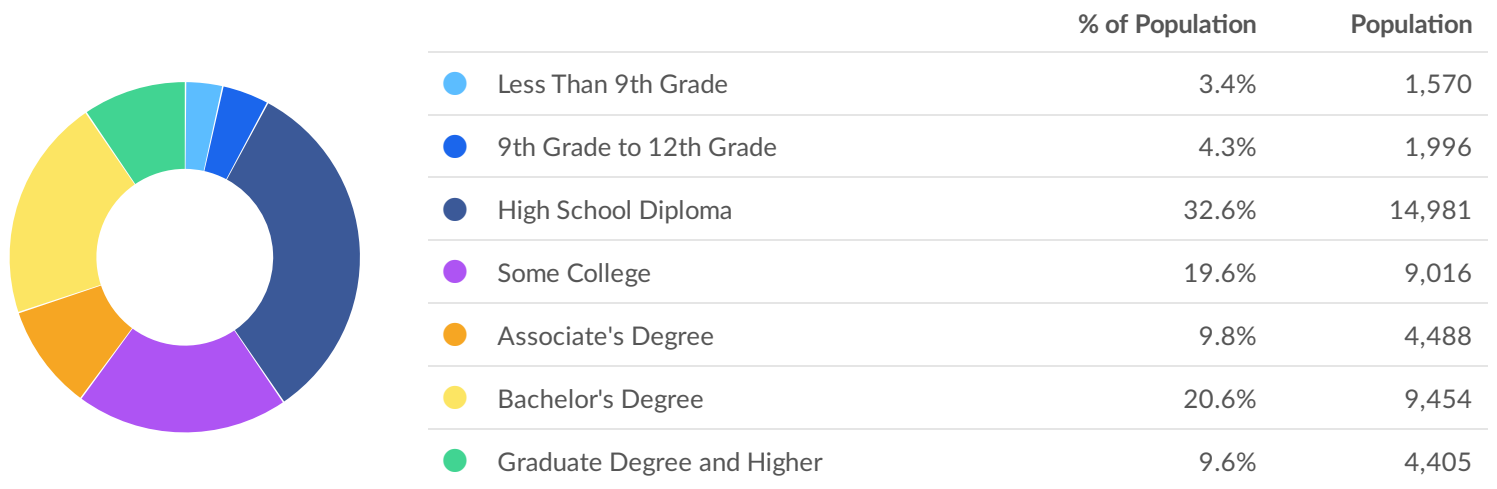
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	70,984	38,791	38,809	99.0	\$4.08B	\$5.11B	\$4.93B
NCWRPC	439,469	224,528	227,782	99.3	\$22.46B	\$29.15B	\$27.97B
Grow North	195,459	98,325	84,346	100.9	\$7.67B	\$12.66B	\$9.95B
Centergy	327,328	170,330	177,036	98.6	\$17.92B	\$22.42B	\$22.15B
Wisconsin	5,829,343	3,110,345	3,165,584	100.0	\$334.34B	\$304.15B	\$331.76B

## 2019 Labor Force Breakdown



## Educational Attainment

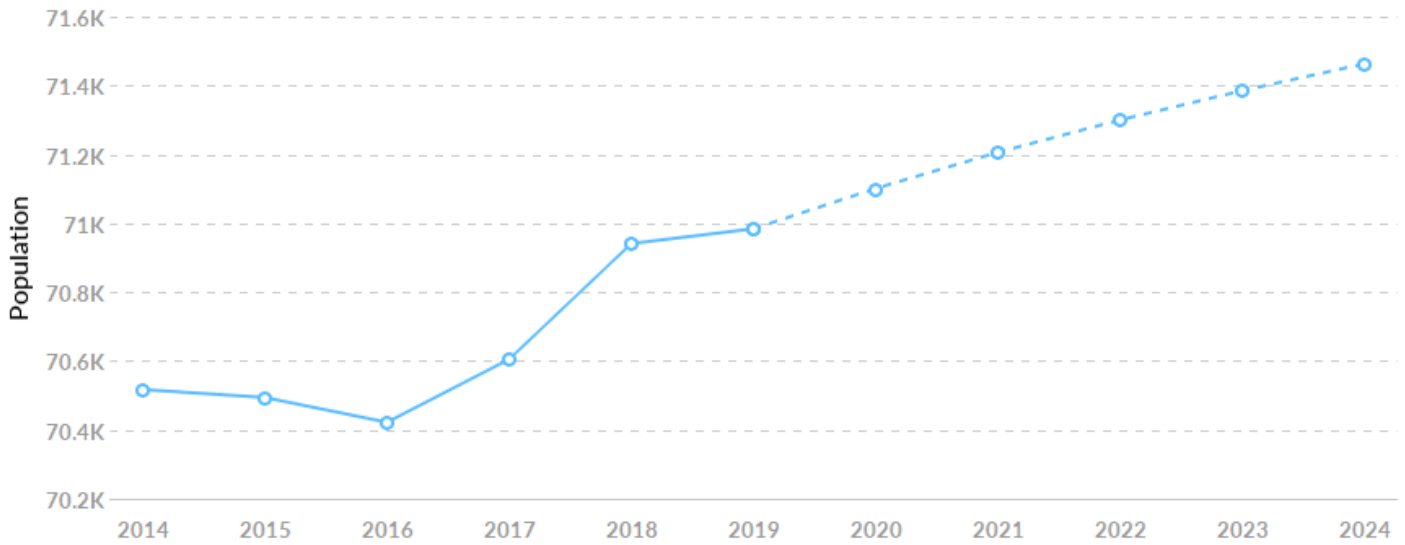
Concerning educational attainment, **20.6% of Portage County residents possess a Bachelor's Degree** (1.8% above the national average), and **9.8% hold an Associate's Degree** (1.7% above the national average).



# Historic & Projected Trends

## Population Trends

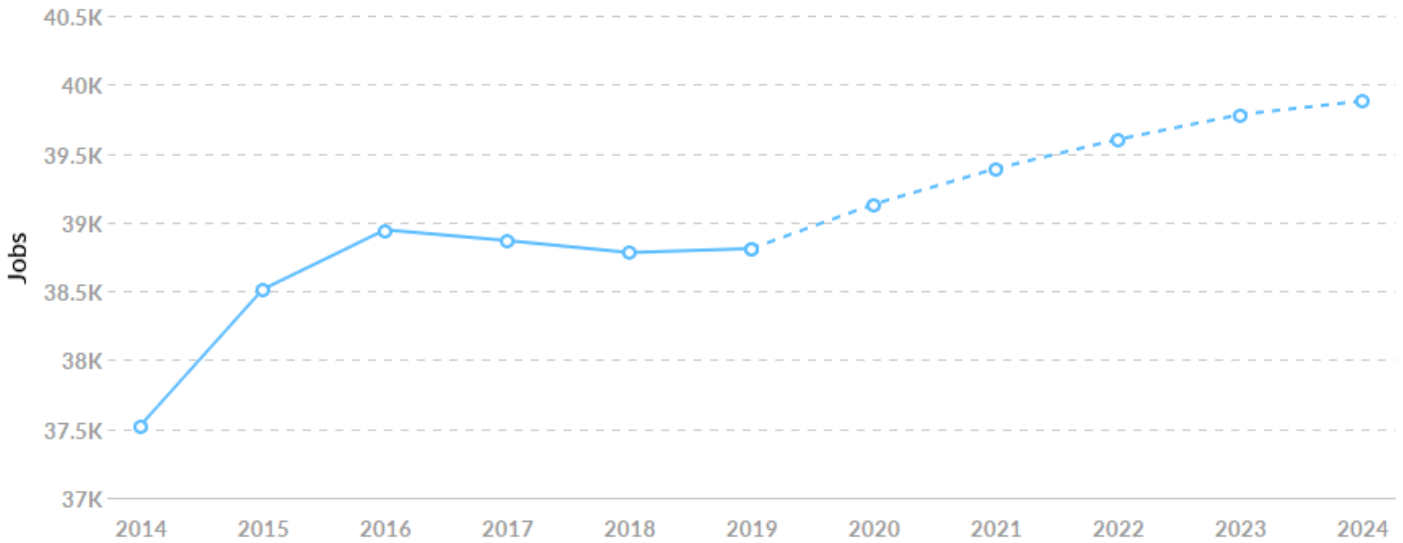
As of 2019 the region's population increased by 0.7% since 2014, growing by 467. Population is expected to increase by 0.7% between 2019 and 2024, adding 479.



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

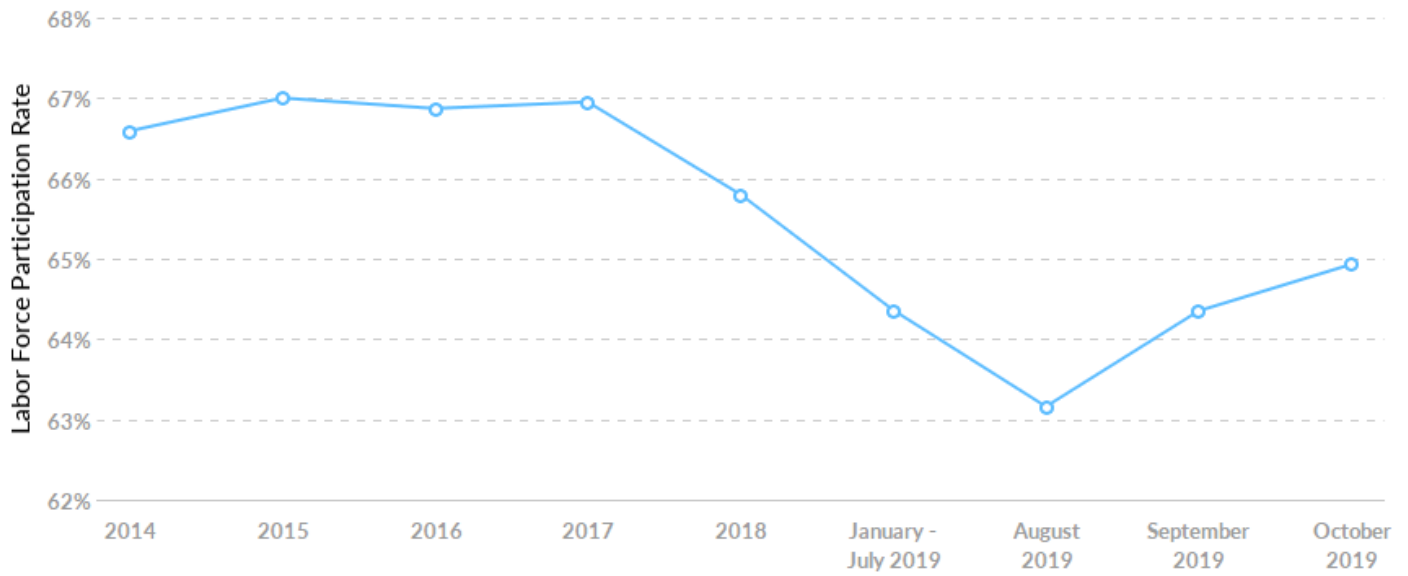
## Job Trends

From 2014 to 2019, jobs increased by 3.4% in Portage County from 37,526 to 38,809. This change fell short of the national growth rate of 7.3% by 3.9%.



Timeframe	Jobs
2014	37,526
2015	38,513
2016	38,945
2017	38,867
2018	38,780
2019	38,809
2020	39,131
2021	39,390
2022	39,602
2023	39,782
2024	39,881

## Labor Force Participation Rate Trends

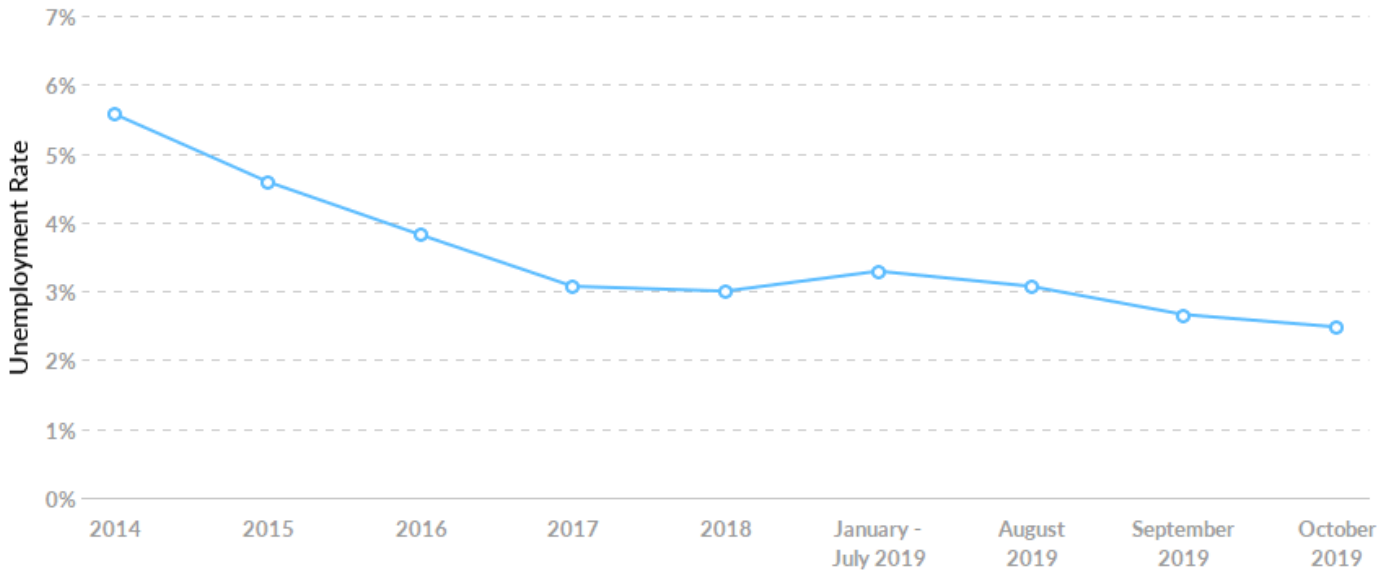


Timeframe	Labor Force Participation Rate
2014	66.59%
2015	67.00%
2016	66.87%
2017	66.95%
2018	65.80%
January - July 2019	64.36%
August 2019	63.16%
September 2019	64.35%
October 2019	64.93%



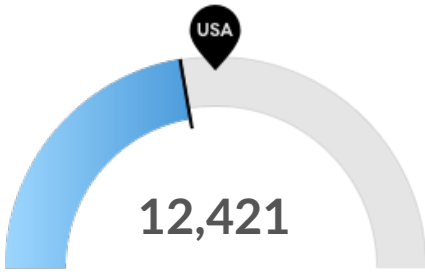
## Unemployment Rate Trends

Portage County had an October 2019 unemployment rate of 2.48%, **decreasing from 5.57%** 5 years before.



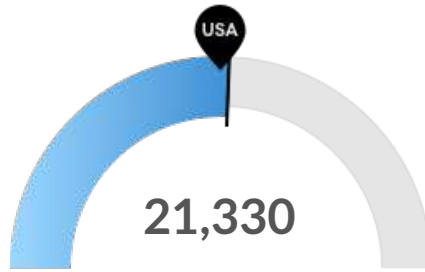
Timeframe	Unemployment Rate
2014	5.57%
2015	4.59%
2016	3.82%
2017	3.07%
2018	3.00%
January - July 2019	3.29%
August 2019	3.07%
September 2019	2.66%
October 2019	2.48%

## Population Characteristics



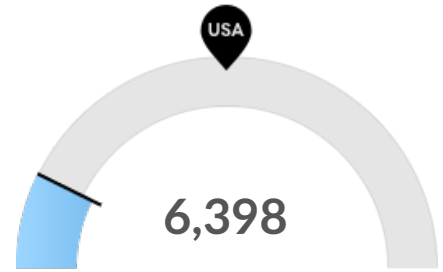
**Millennials**

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



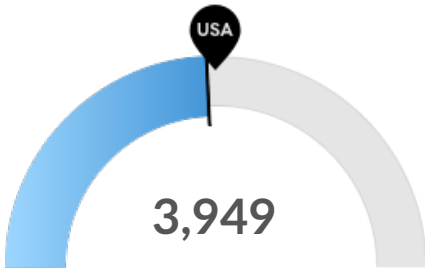
**Retiring Soon**

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



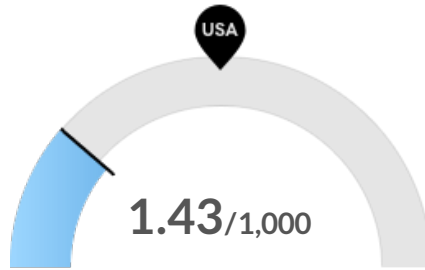
**Racial Diversity**

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



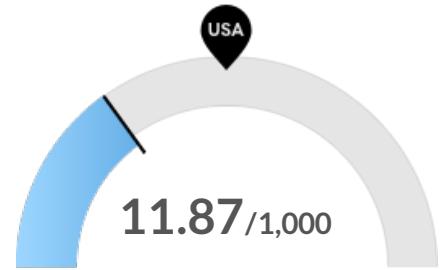
**Veterans**

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



**Violent Crime**

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

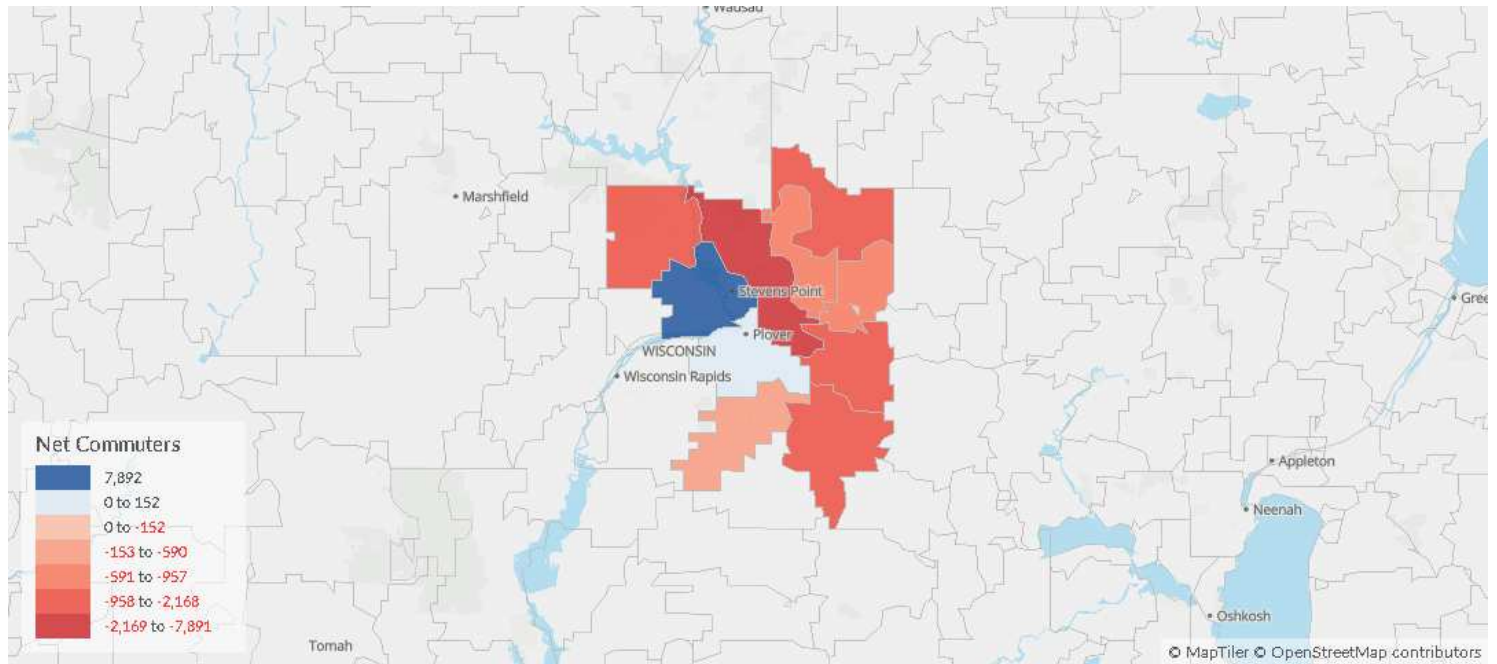


**Property Crime**

Portage County 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

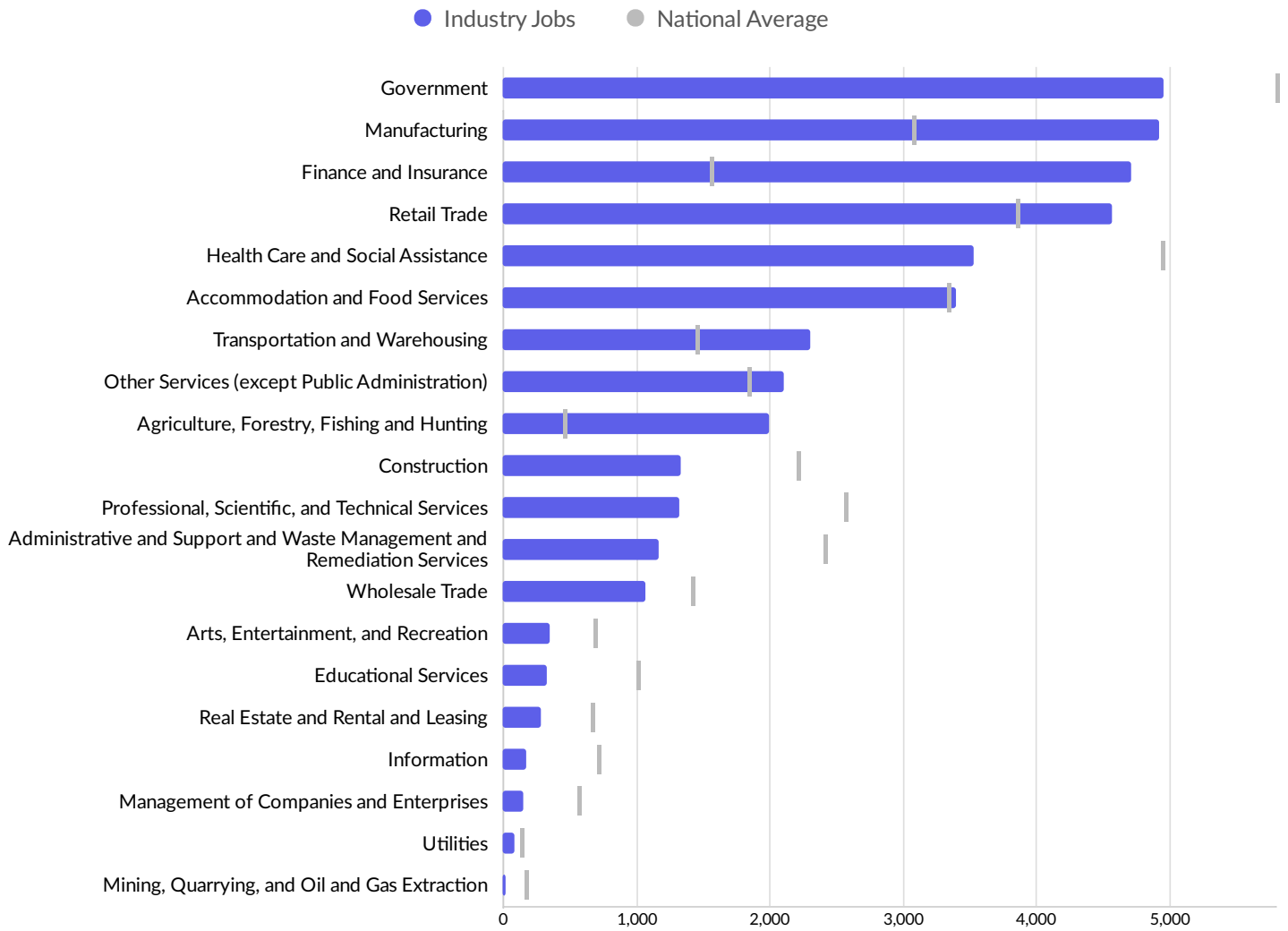
ZIP	Name	2019 Employment
54481	Stevens Point, WI (in Po...	23,217
54467	Plover, WI (in Portage c...	8,279
54482	Stevens Point, WI (in Po...	3,043
54406	Amherst, WI (in Portage...	1,149
54921	Bancroft, WI (in Portage...	967

### Where Talent Lives

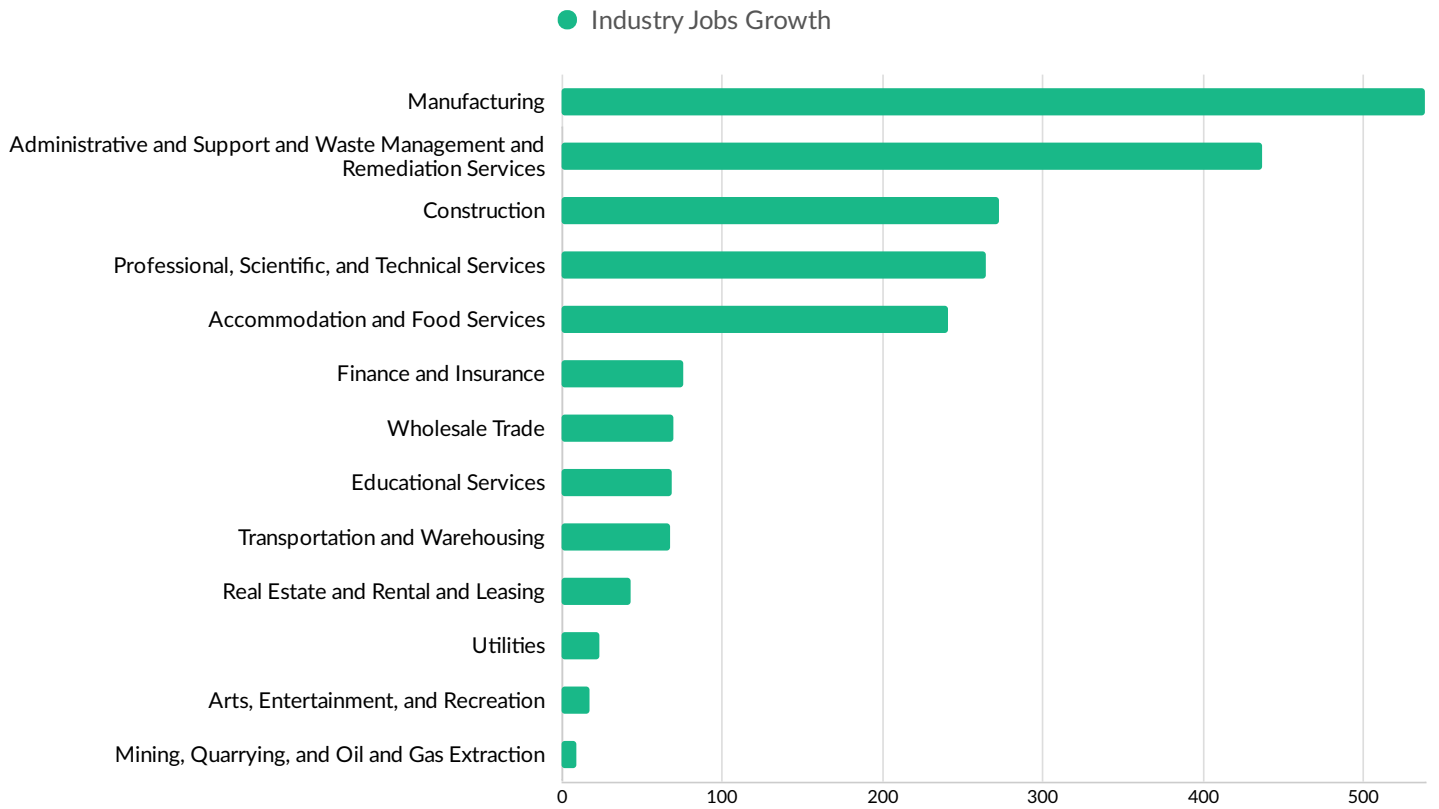
ZIP	Name	2019 Workers
54481	Stevens Point, WI (in Po...	15,325
54467	Plover, WI (in Portage c...	8,265
54482	Stevens Point, WI (in Po...	5,213
54406	Amherst, WI (in Portage...	2,106
54473	Rosholt, WI (in Portage ...	1,538

# Industry Characteristics

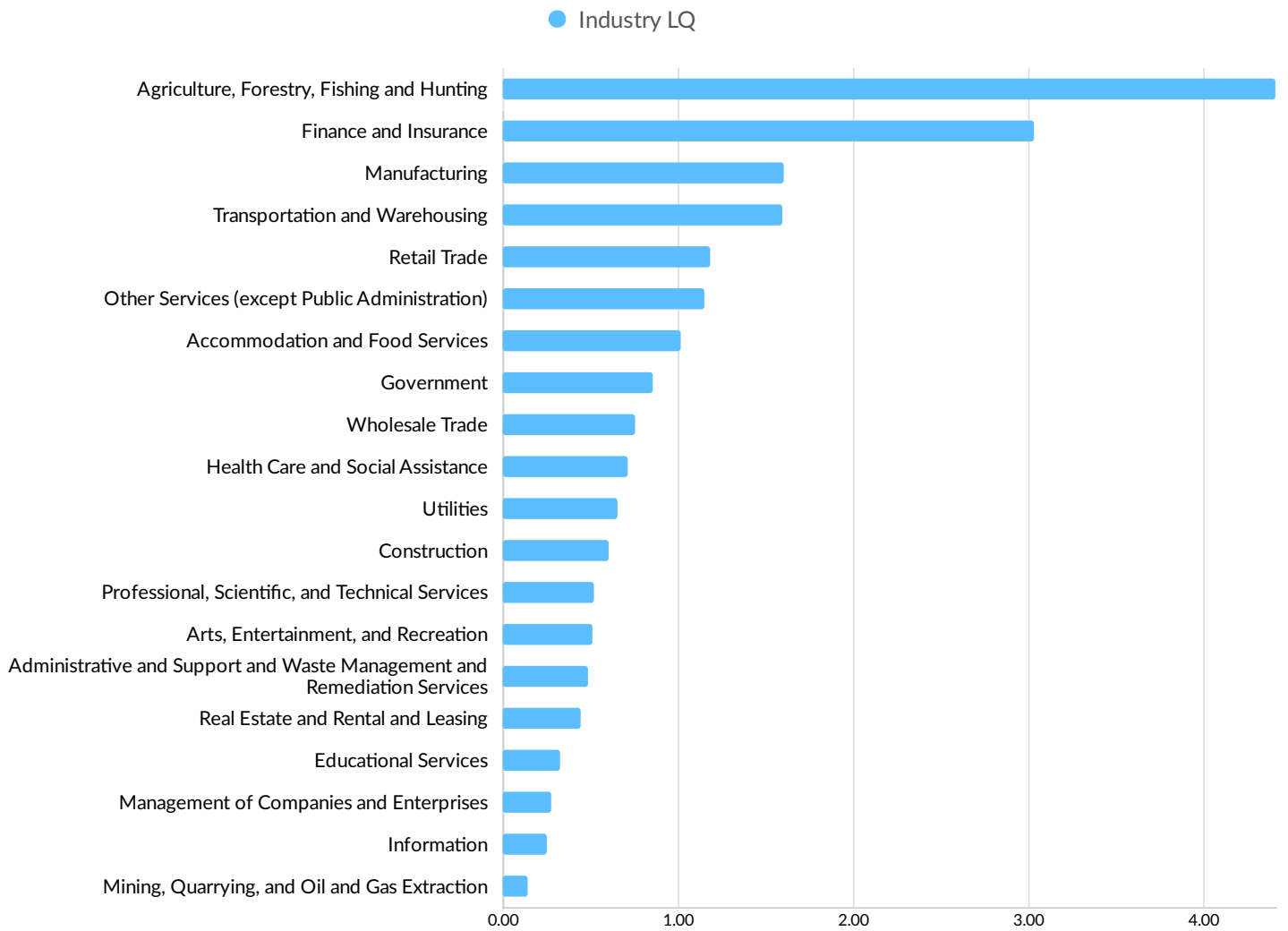
## Largest Industries



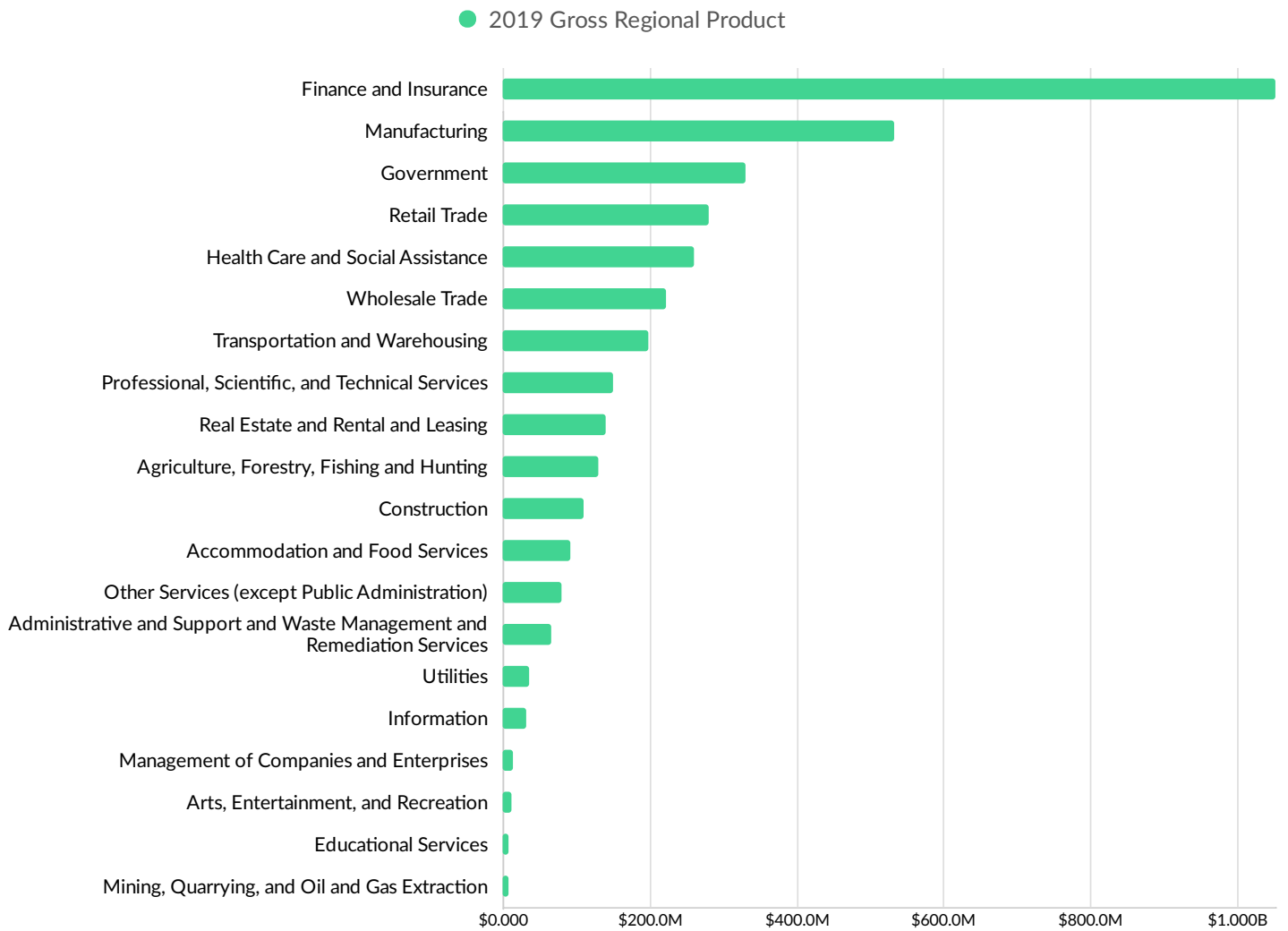
## Top Growing Industries



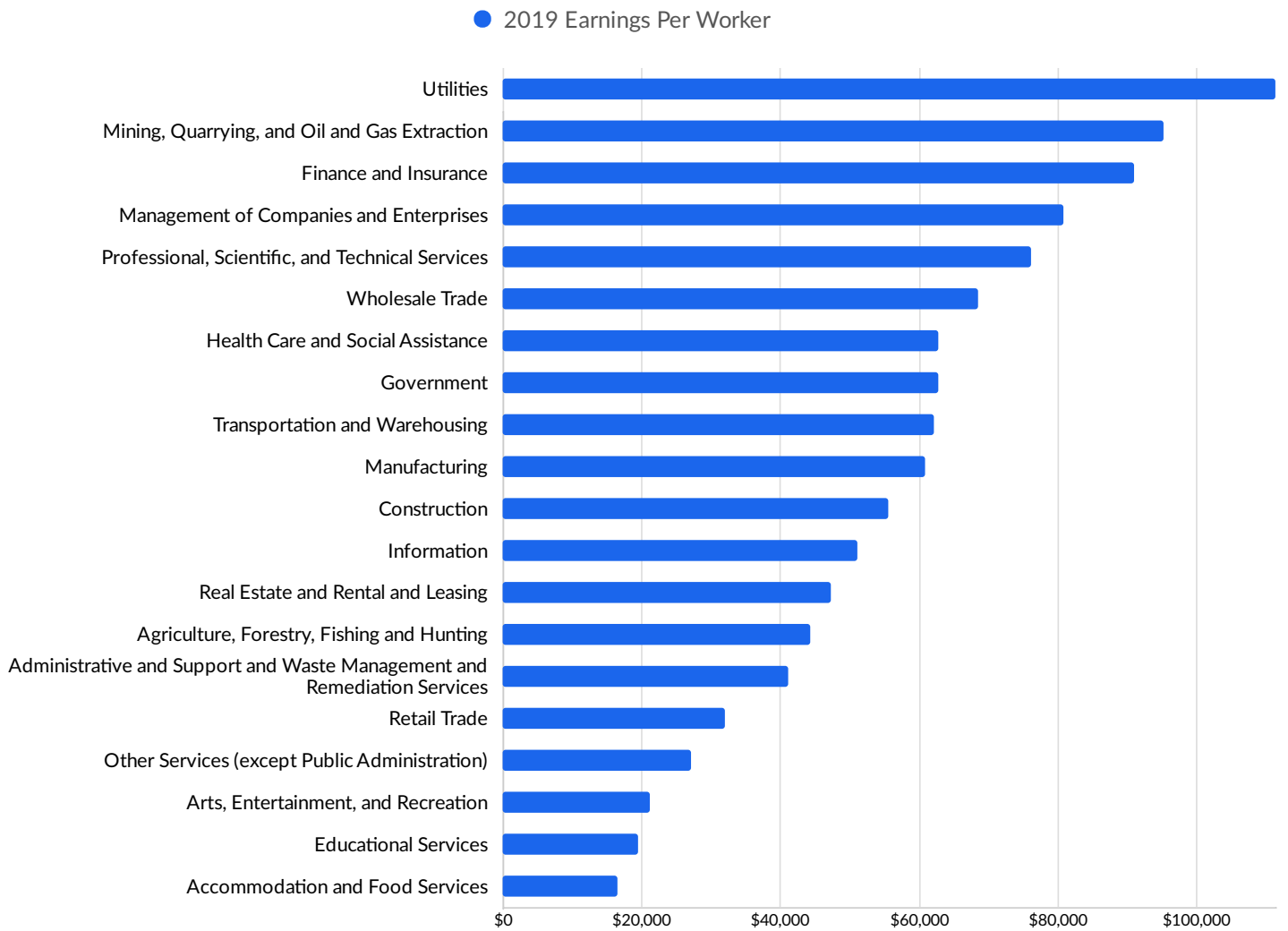
## Top Industry LQ



## Top Industry GRP



## Top Industry Earnings

























Industry	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2019 Earnings Per Worker	2019 GRP
Government	5,121	4,956	-165	-3%	0.86	\$62,723	\$331.25M
Manufacturing	4,386	4,925	539	+12%	1.61	\$60,864	\$532.30M
Finance and Insurance	4,636	4,712	76	+2%	3.03	\$91,089	\$1.05B
Retail Trade	4,917	4,565	-352	-7%	1.18	\$31,975	\$280.71M
Health Care and Social Assistance	3,631	3,531	-100	-3%	0.72	\$62,737	\$260.92M
Accommodation and Food Services	3,161	3,402	241	+8%	1.02	\$16,564	\$91.99M
Transportation and Warehousing	2,238	2,306	68	+3%	1.59	\$62,162	\$198.61M
Other Services (except Public Administration)	2,114	2,106	-8	0%	1.15	\$27,131	\$79.63M
Agriculture, Forestry, Fishing and Hunting	2,027	1,995	-32	-2%	4.41	\$44,263	\$130.67M
Construction	1,061	1,334	273	+26%	0.61	\$55,620	\$110.86M
Professional, Scientific, and Technical Services	1,057	1,322	265	+25%	0.52	\$76,123	\$150.19M
Administrative and Support and Waste Management and Remediation Services	730	1,167	437	+60%	0.48	\$41,269	\$67.04M
Wholesale Trade	1,002	1,072	70	+7%	0.76	\$68,579	\$222.36M
Arts, Entertainment, and Recreation	331	348	17	+5%	0.51	\$21,173	\$12.18M
Educational Services	262	331	69	+26%	0.33	\$19,557	\$8.00M
Real Estate and Rental and Leasing	249	292	43	+17%	0.44	\$47,225	\$140.43M
Information	226	176	-50	-22%	0.25	\$51,234	\$31.45M
Management of Companies and Enterprises	300	156	-144	-48%	0.28	\$80,744	\$13.96M
Utilities	63	87	24	+38%	0.66	\$111,406	\$37.05M
Mining, Quarrying, and Oil and Gas Extraction	14	23	9	+64%	0.14	\$95,385	\$7.27M

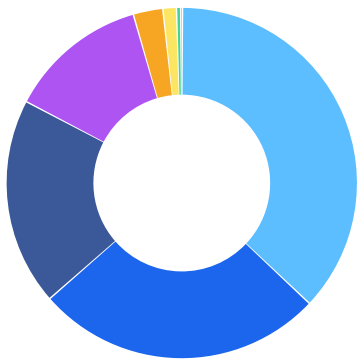
## Business Characteristics

### 6,800 Companies Employ Your Workers

Online profiles for your workers mention 6,800 companies as employers, with the top 10 appearing below. In the last 12 months, 1,884 companies in Portage County posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Sentry Insurance	820 	Sentry Insurance	489 
University of Wisconsin Stevens...	676 	Roehl Transport, Inc.	427 
Stevens Point Area Public Schoo...	275 	HealthCare Employment Netwo...	397 
Ministry Health Care, Inc.	196 	Remedy Intelligent Staffing	367 
Skyward Inc	194 	Ascension Health	358 
Associated Banc-Corp	187 	Platinum Supplemental Insuranc...	280 
Lands' End, Inc.	163 	CareInHomes.com	195 
Travel Guard	138 	Associated Banc-Corp	186 
St Michaels Hospital Inc	130 	Sentry Inc	179 
Delta Dental of Wisconsin, Inc.	98 	HomeAdvisor, Inc.	162 

## Business Size

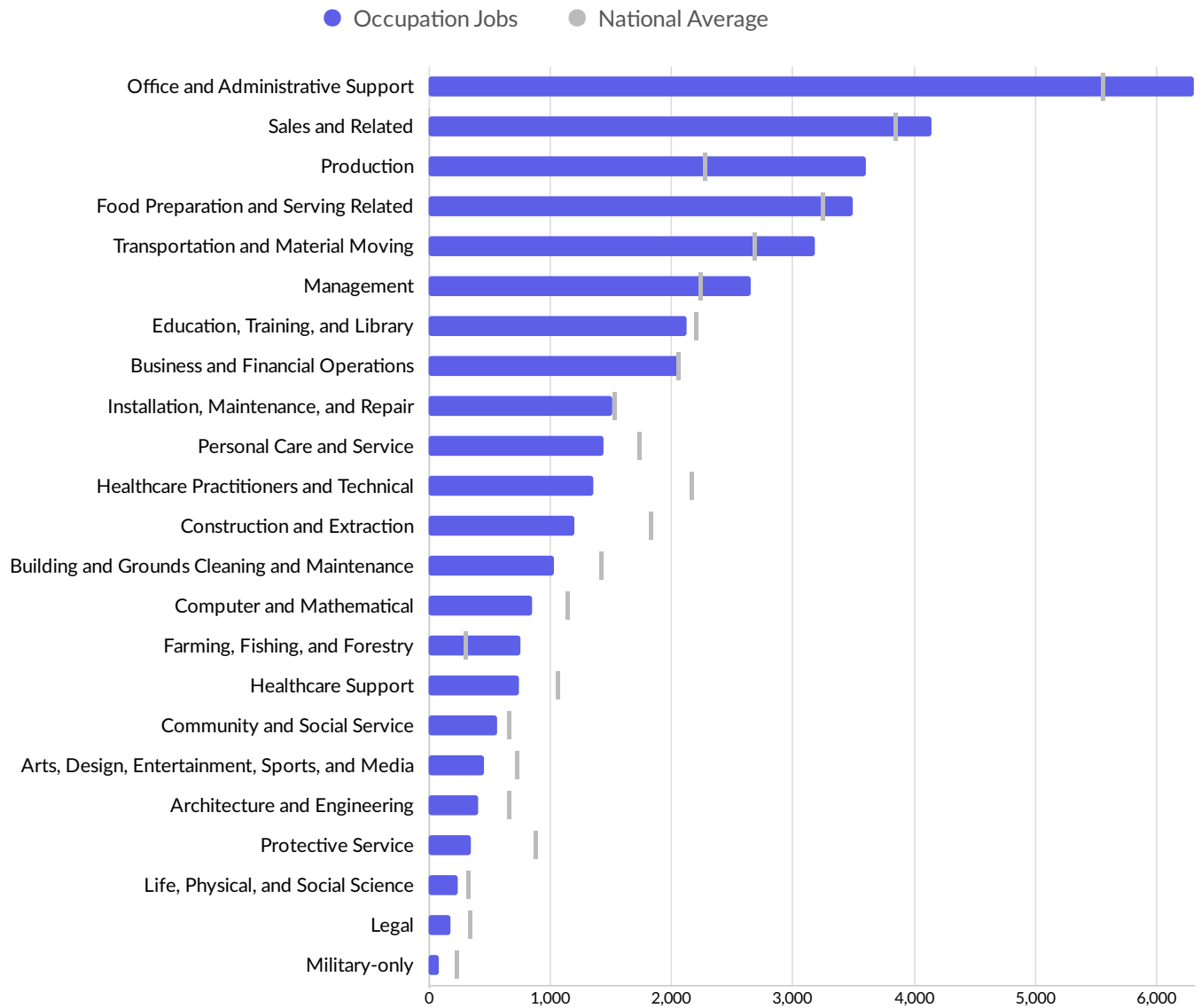


	Percentage	Business Count
1 to 4 employees	37.0%	1,069
5 to 9 employees	26.5%	767
10 to 19 employees	19.1%	553
20 to 49 employees	12.9%	372
50 to 99 employees	2.7%	79
100 to 249 employees	1.2%	36
250 to 499 employees	0.4%	11
500+ employees	0.2%	5

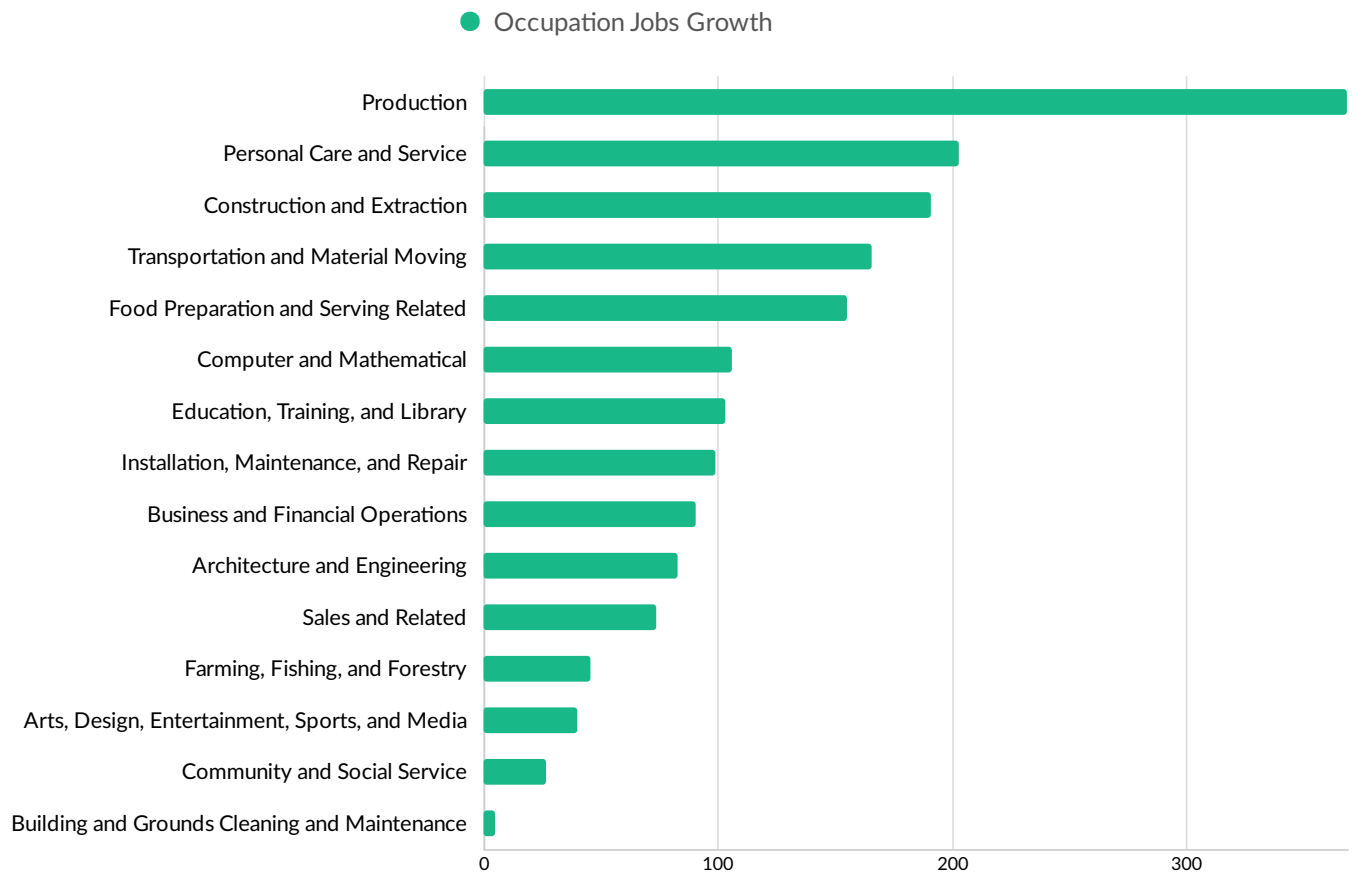
*\*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

# Workforce Characteristics

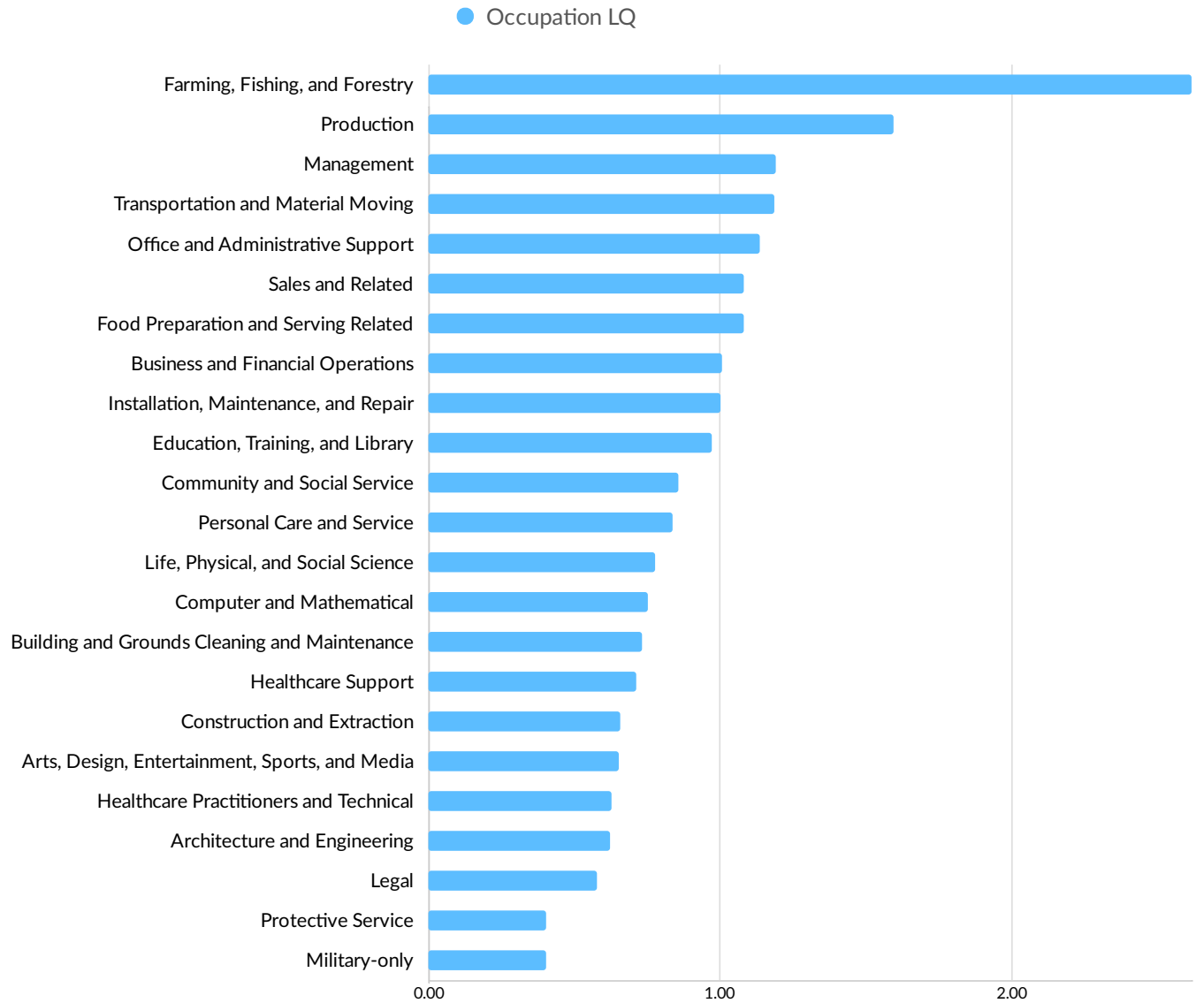
## Largest Occupations



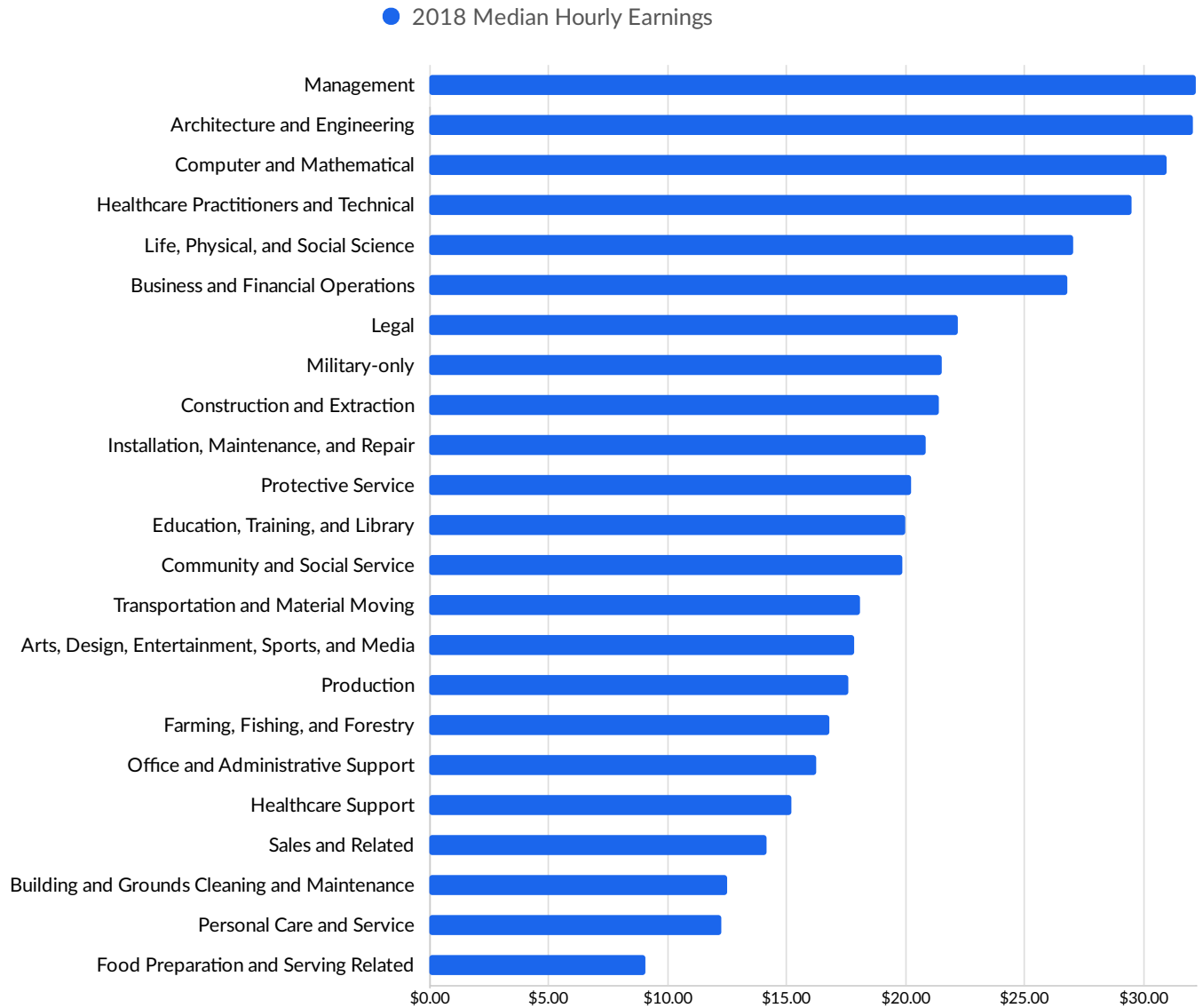
## Top Growing Occupations



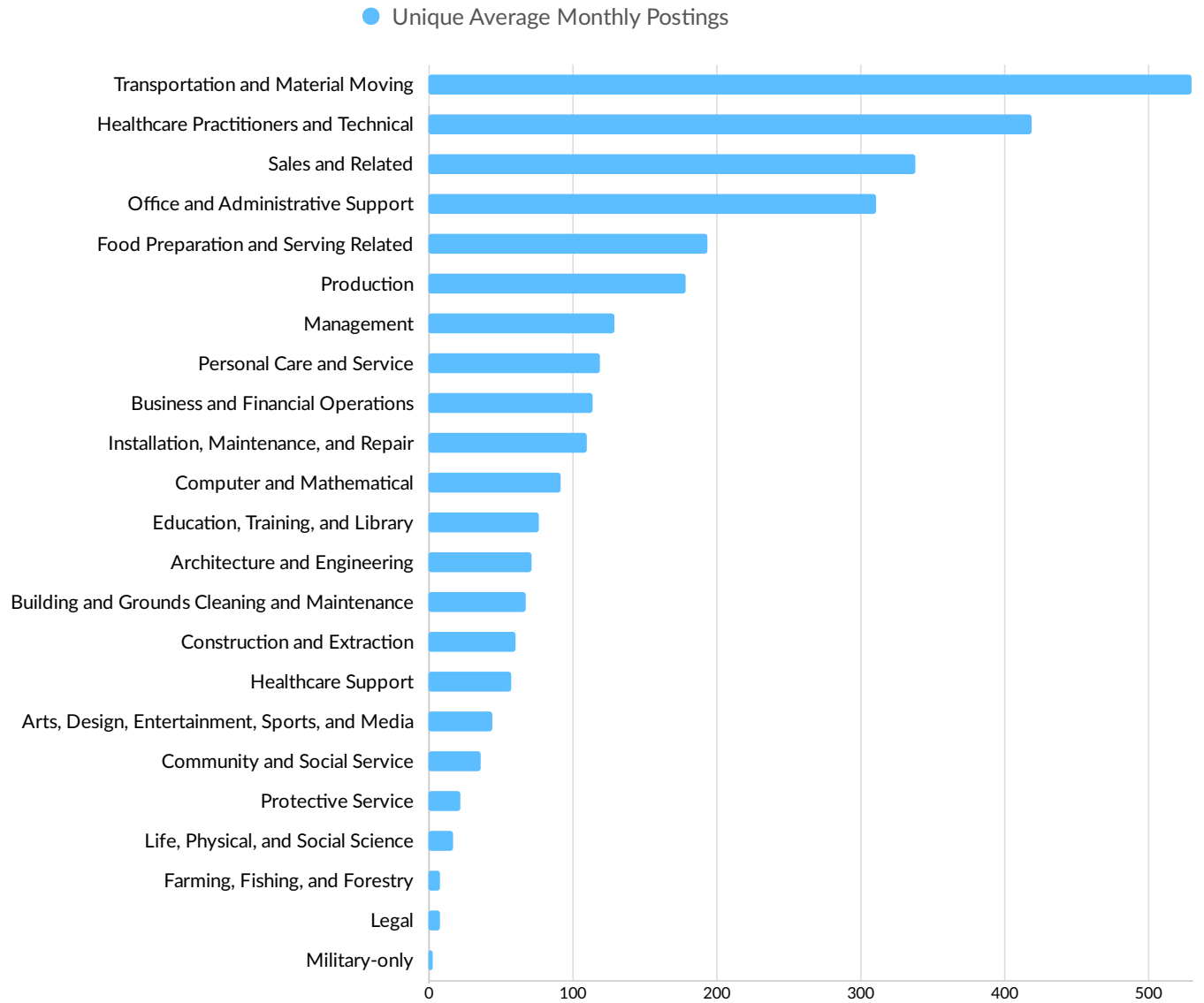
## Top Occupation LQ



## Top Occupation Earnings

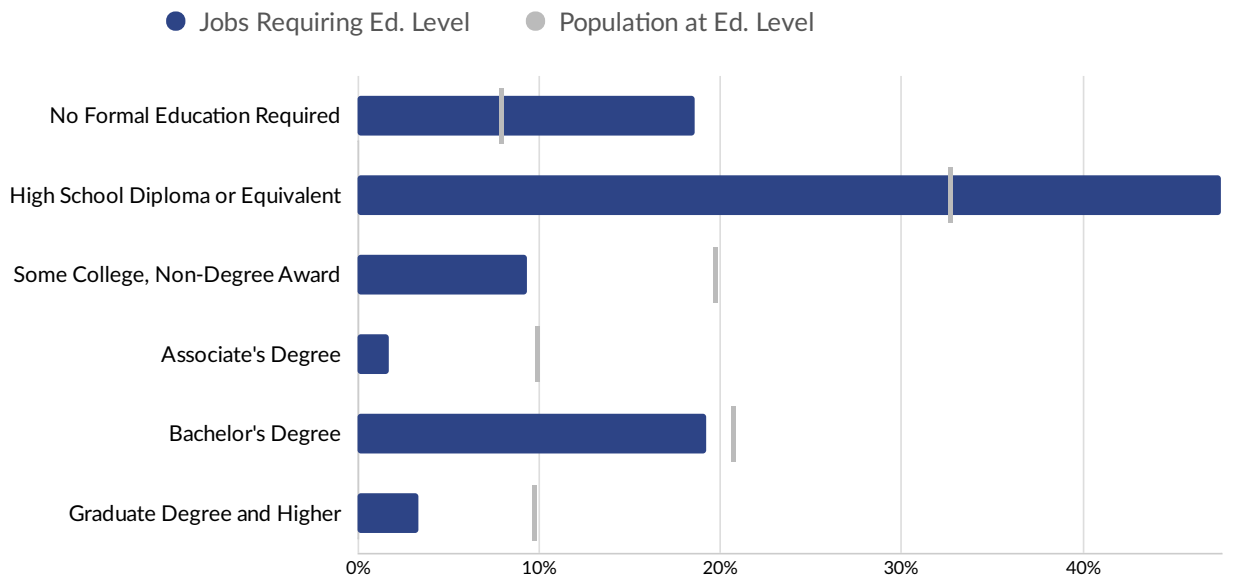


## Top Posted Occupations





## Underemployment

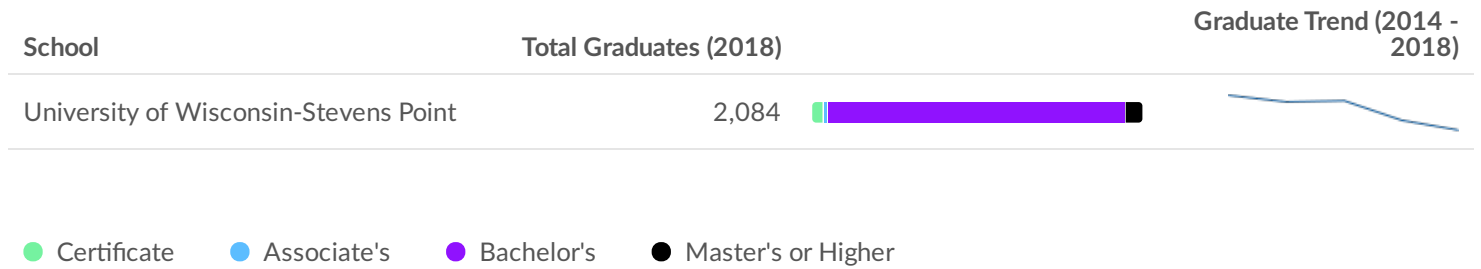


Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Office and Administrative Support	6,521	6,315	-206	-3%	1.14	\$16.24	311
Sales and Related	4,076	4,150	74	+2%	1.08	\$14.17	338
Production	3,240	3,609	369	+11%	1.60	\$17.60	179
Food Preparation and Serving Related	3,344	3,499	155	+5%	1.08	\$9.07	194
Transportation and Material Moving	3,018	3,184	166	+6%	1.19	\$18.10	530
Management	2,708	2,657	-51	-2%	1.19	\$32.23	129
Education, Training, and Library	2,023	2,126	103	+5%	0.97	\$20.04	77
Business and Financial Operations	1,973	2,064	91	+5%	1.01	\$26.82	114
Installation, Maintenance, and Repair	1,418	1,517	99	+7%	1.00	\$20.90	111
Personal Care and Service	1,240	1,443	203	+16%	0.84	\$12.28	119
Healthcare Practitioners and Technical	1,425	1,357	-68	-5%	0.63	\$29.53	419
Construction and Extraction	1,009	1,200	191	+19%	0.66	\$21.43	60
Building and Grounds Cleaning and Maintenance	1,028	1,033	5	+0%	0.74	\$12.54	67
Computer and Mathematical	747	853	106	+14%	0.76	\$30.98	92
Farming, Fishing, and Forestry	713	759	46	+6%	2.62	\$16.84	8
Healthcare Support	797	741	-56	-7%	0.71	\$15.21	58
Community and Social Service	536	563	27	+5%	0.86	\$19.88	37
Arts, Design, Entertainment, Sports, and Media	421	461	40	+10%	0.66	\$17.88	44

Occupation	2014 Jobs	2019 Jobs	Change in Jobs	% Change in Jobs	2019 LQ	2018 Median Hourly Earnings	Jan 2019 - Dec 2019 Unique Average Monthly Postings
Architecture and Engineering	324	407	83	+26%	0.62	\$32.13	72
Protective Service	419	351	-68	-16%	0.41	\$20.28	23
Life, Physical, and Social Science	250	245	-5	-2%	0.78	\$27.05	17
Legal	200	185	-15	-8%	0.58	\$22.20	8
Military-only	97	90	-7	-7%	0.40	\$21.58	3

## Educational Pipeline

In 2018, there were 2,084 graduates in Portage County. 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

