



Portage County, WI

North Central Wisconsin Regional Planning Commission



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Wausau, Wisconsin 54403

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Report Parameters

1 County

55097 Portage County, WI

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.

39,056

Total Regional Employment

Jobs **grew by 1,016** over the last 5 years and are projected to **grow by 1,114** over the next 5 years.

\$57.4K

Median Household Income (2018)

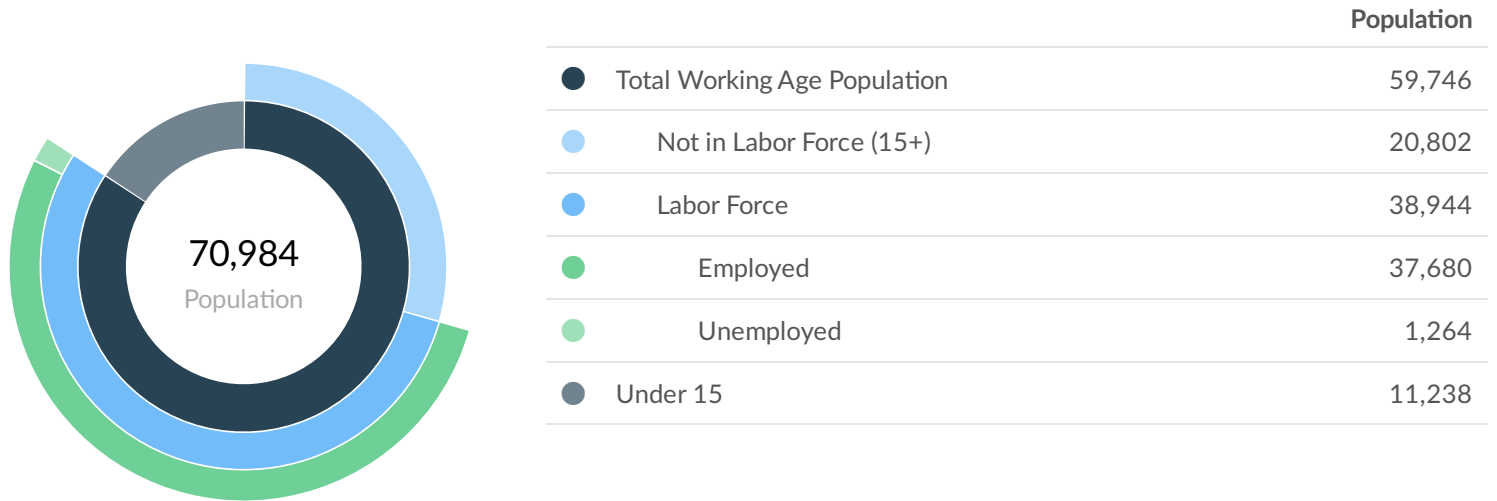
Median household income is **\$2.9K below** the national median household income of \$60.3K.

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 2.7%** in Portage County, WI from 38,041 to **39,056**. This change **fell short of the national growth rate of 7.9% by 5.2%**. As the number of jobs increased, the **labor force participation rate decreased from 66.3% to 65.2% 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).

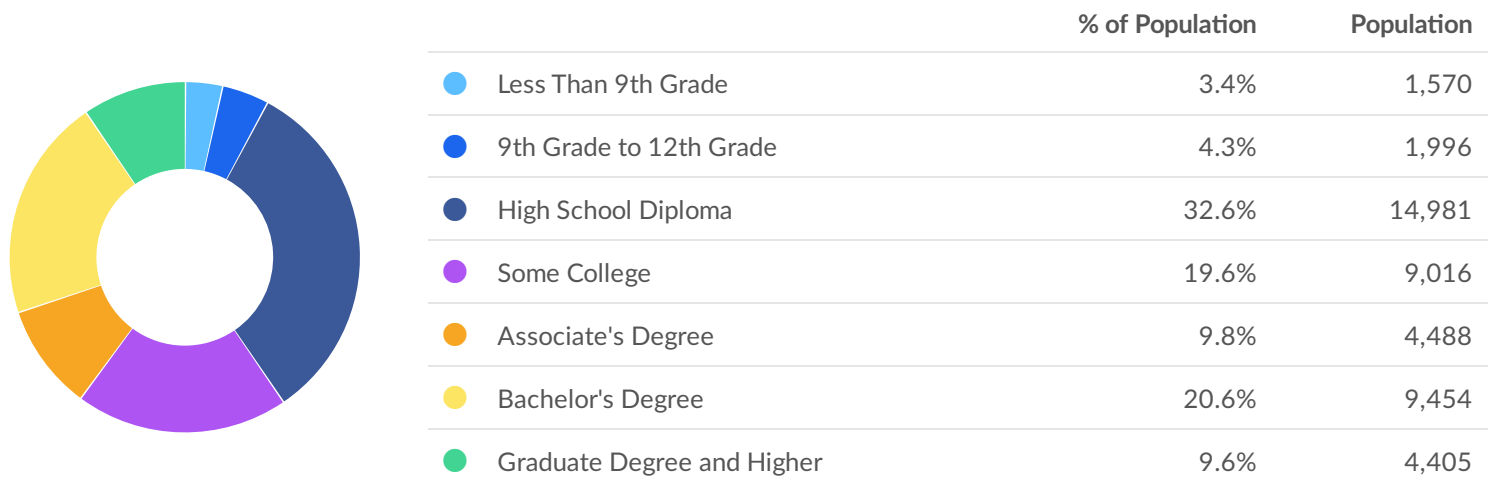
	Population (2019)	Labor Force (2019)	Jobs (2019)	Cost of Living	GRP	Imports	Exports
Region	70,984	38,944	39,056	99.1	\$4.12B	\$5.19B	\$4.99B
NCWRPC	439,469	224,862	228,305	99.4	\$22.63B	\$29.66B	\$28.40B
Wisconsin	5,829,343	3,089,956	3,180,026	100.0	\$339.02B	\$308.87B	\$336.99B

2019 Labor Force Breakdown



Educational Attainment

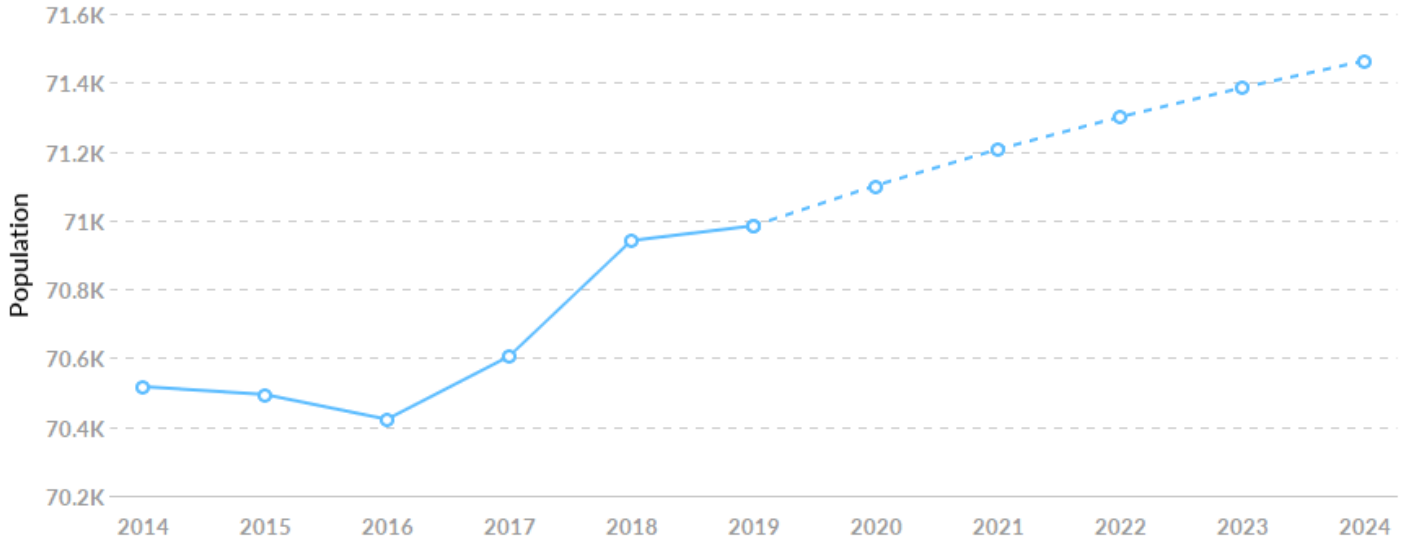
Concerning educational attainment, **20.6% of Portage County, WI residents possess a Bachelor's Degree** (1.8% above the national average), and **9.8% hold an Associate's Degree** (1.7% above the national average).



Historic & Projected Trends

Population Trends

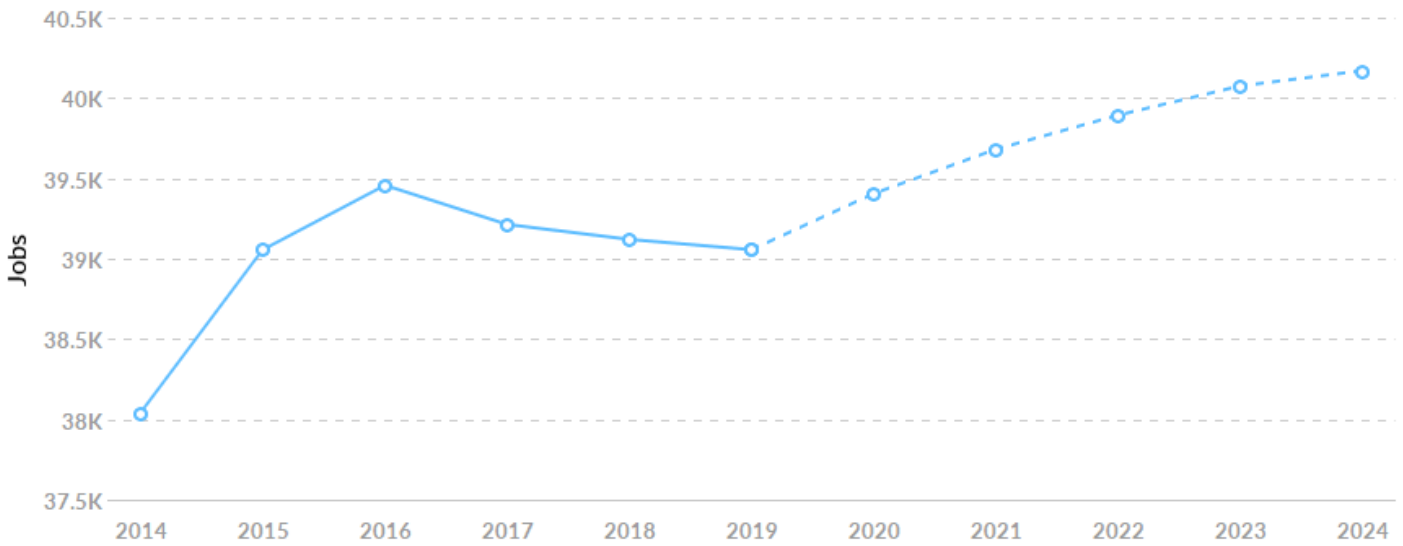
As of 2019 the region's population increased by 0.7% since 2014, growing by 467. Population is expected to increase by 0.7% between 2019 and 2024, adding 479.



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

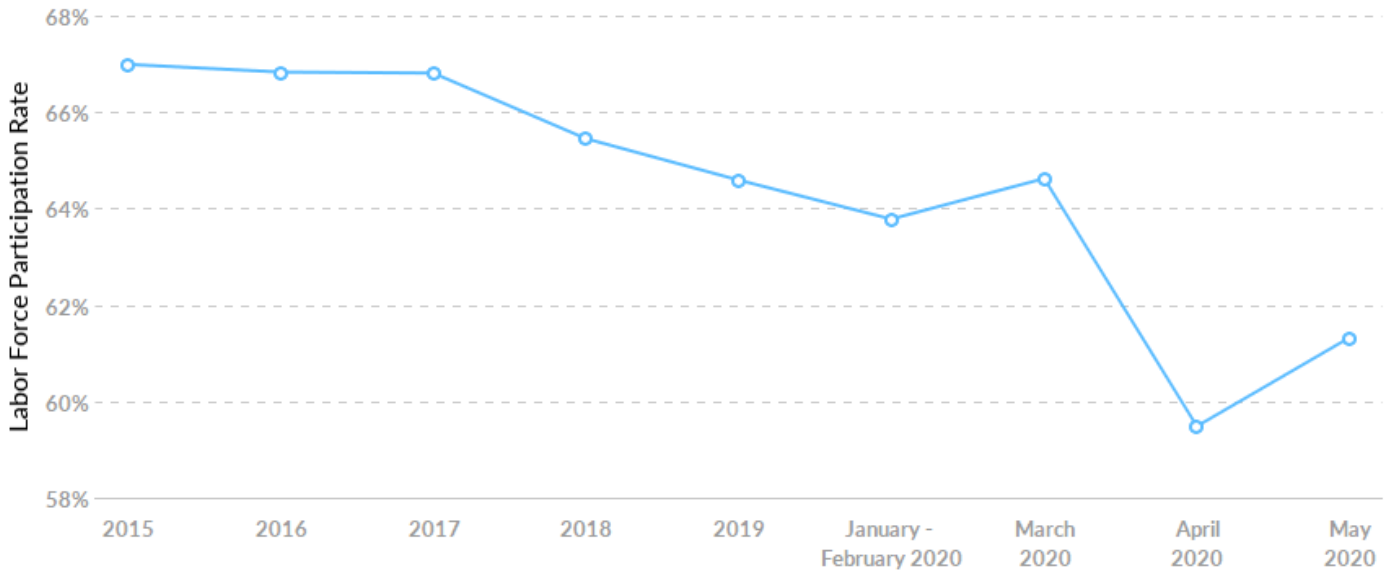
Job Trends

From 2014 to 2019, jobs increased by 2.7% in Portage County, WI from 38,041 to 39,056. This change fell short of the national growth rate of 7.9% by 5.2%.



Timeframe	Jobs
2014	38,041
2015	39,056
2016	39,457
2017	39,213
2018	39,120
2019	39,056
2020	39,405
2021	39,681
2022	39,893
2023	40,075
2024	40,170

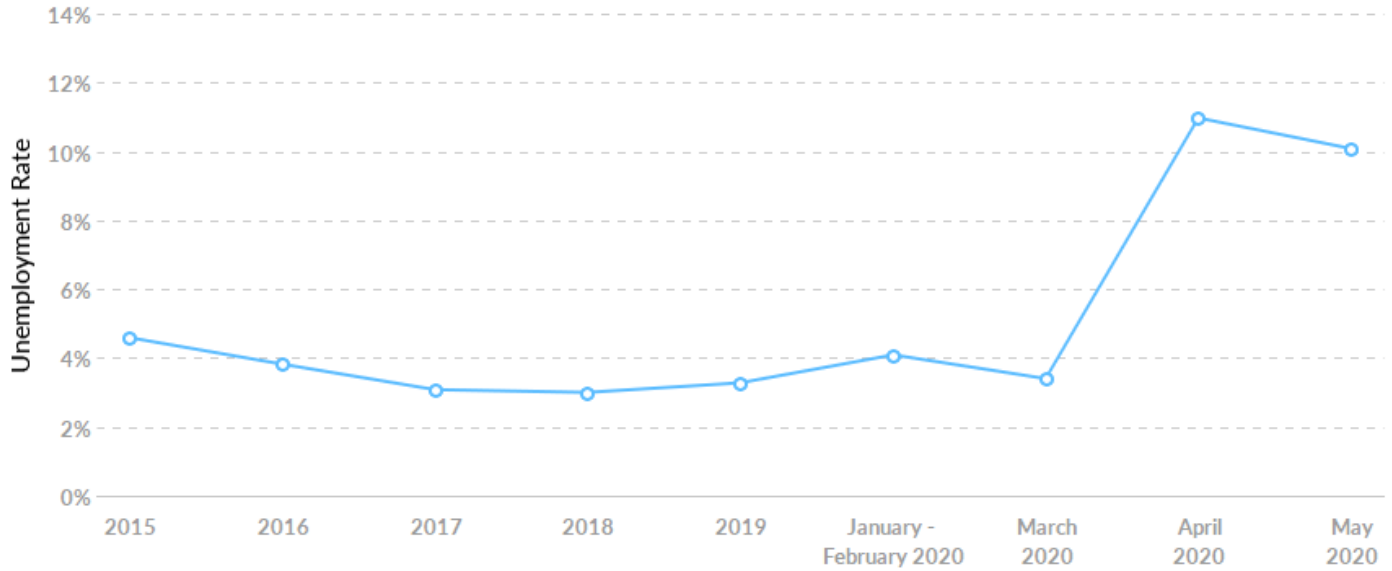
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	66.99%
2016	66.83%
2017	66.81%
2018	65.45%
2019	64.59%
January - February 2020	63.78%
March 2020	64.62%
April 2020	59.48%
May 2020	61.32%

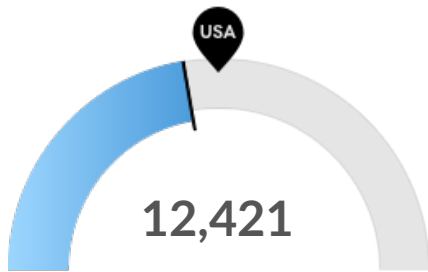
Unemployment Rate Trends

Portage County, WI had a May 2020 unemployment rate of 10.08%, **increasing from 4.59%** 5 years before.



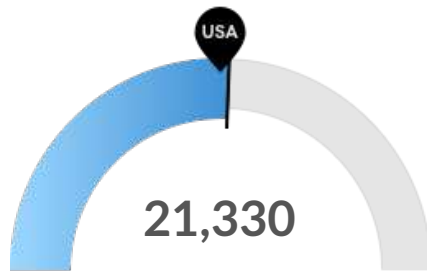
Timeframe	Unemployment Rate
2015	4.59%
2016	3.82%
2017	3.08%
2018	3.00%
2019	3.28%
January - February 2020	4.09%
March 2020	3.40%
April 2020	10.97%
May 2020	10.08%

Population Characteristics



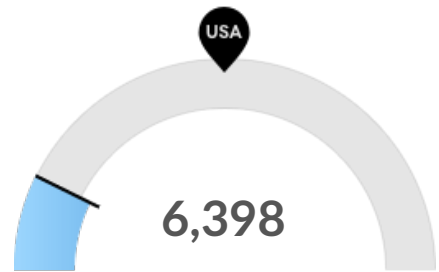
Millennials

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



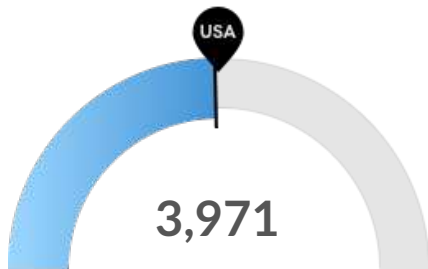
Retiring Soon

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.



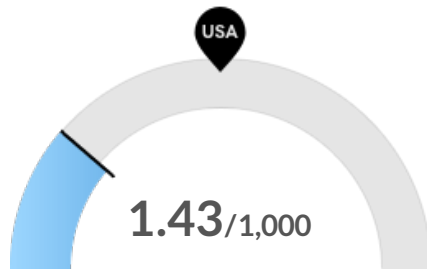
Racial Diversity

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.



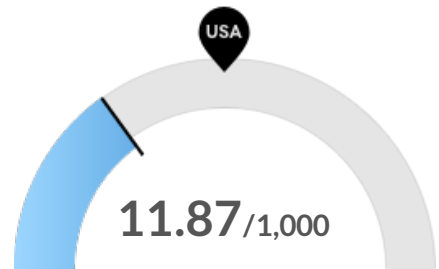
Veterans

Portage County, WI has 3,971 veterans. The national average for an area this size is 4,036.



Violent Crime

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

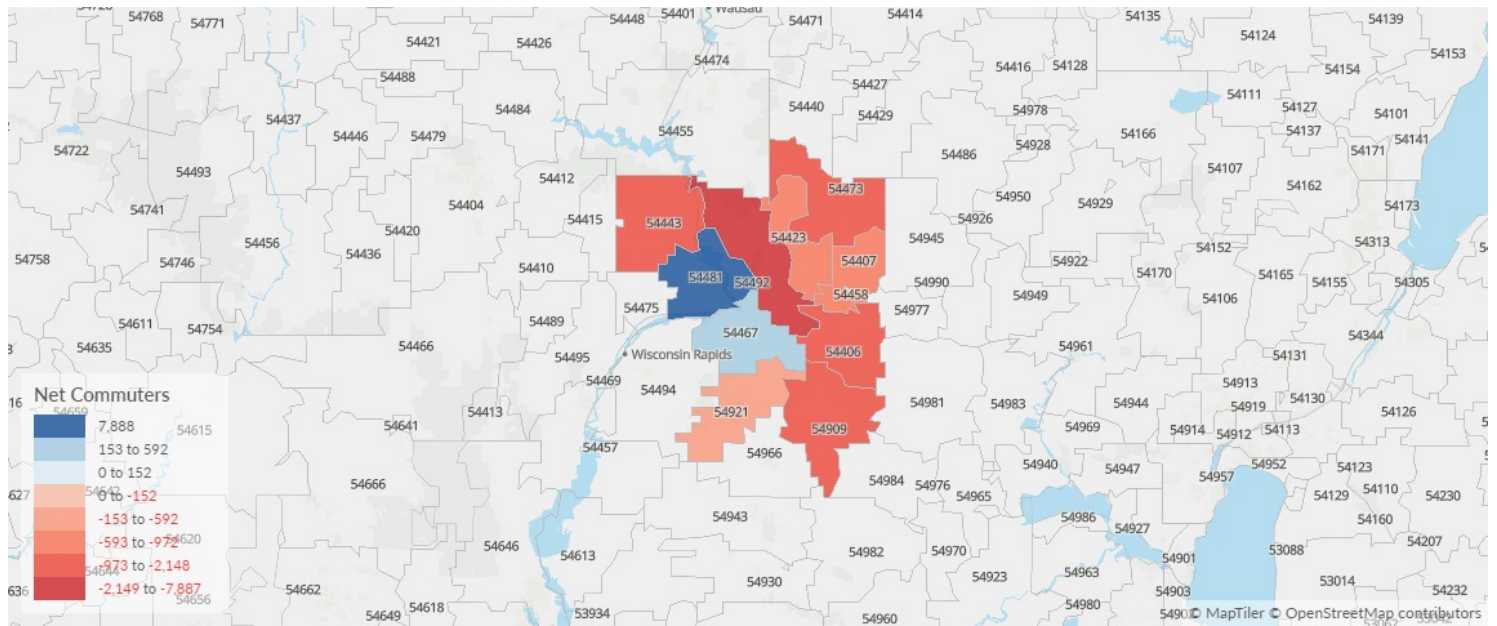


Property Crime

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

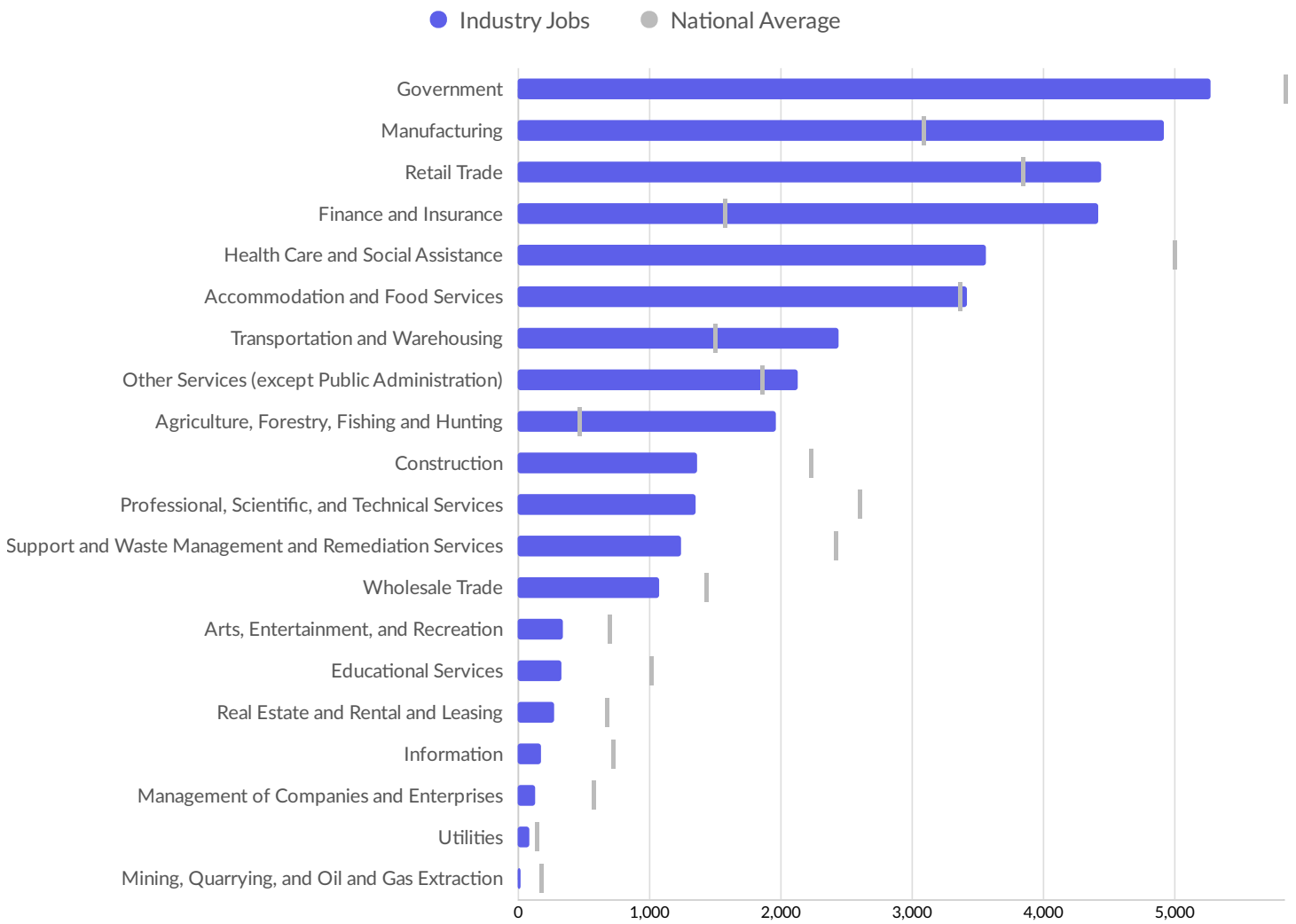
ZIP	Name	2019 Employment
54481	Stevens Point, WI (in Po...	23,233
54467	Plover, WI (in Portage c...	8,493
54482	Stevens Point, WI (in Po...	3,026
54406	Amherst, WI (in Portage...	1,155
54921	Bancroft, WI (in Portage...	957

Where Talent Lives

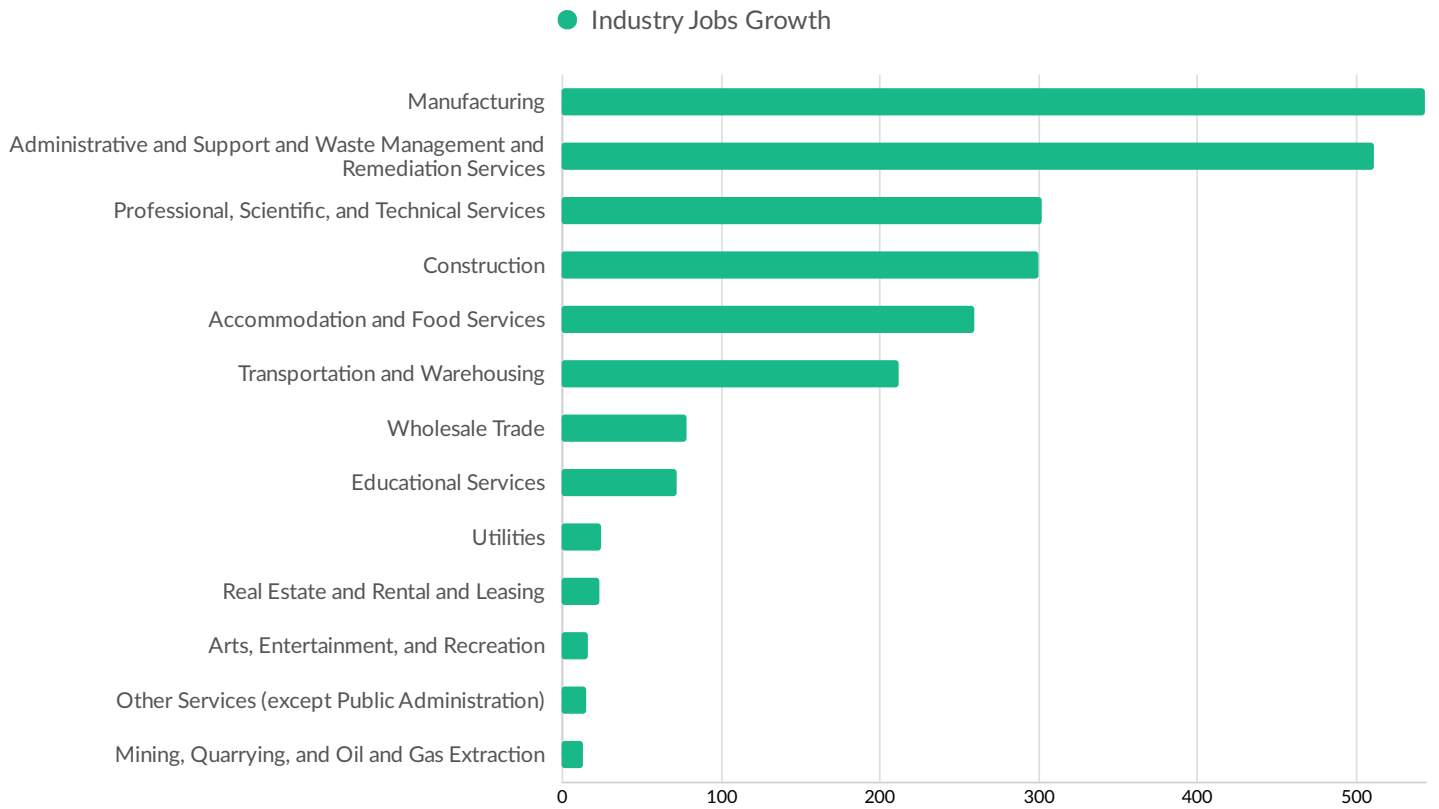
ZIP	Name	2019 Workers
54481	Stevens Point, WI (in Po...	15,345
54467	Plover, WI (in Portage c...	8,340
54482	Stevens Point, WI (in Po...	5,175
54406	Amherst, WI (in Portage...	2,128
54473	Rosholt, WI (in Portage ...	1,557

Industry Characteristics

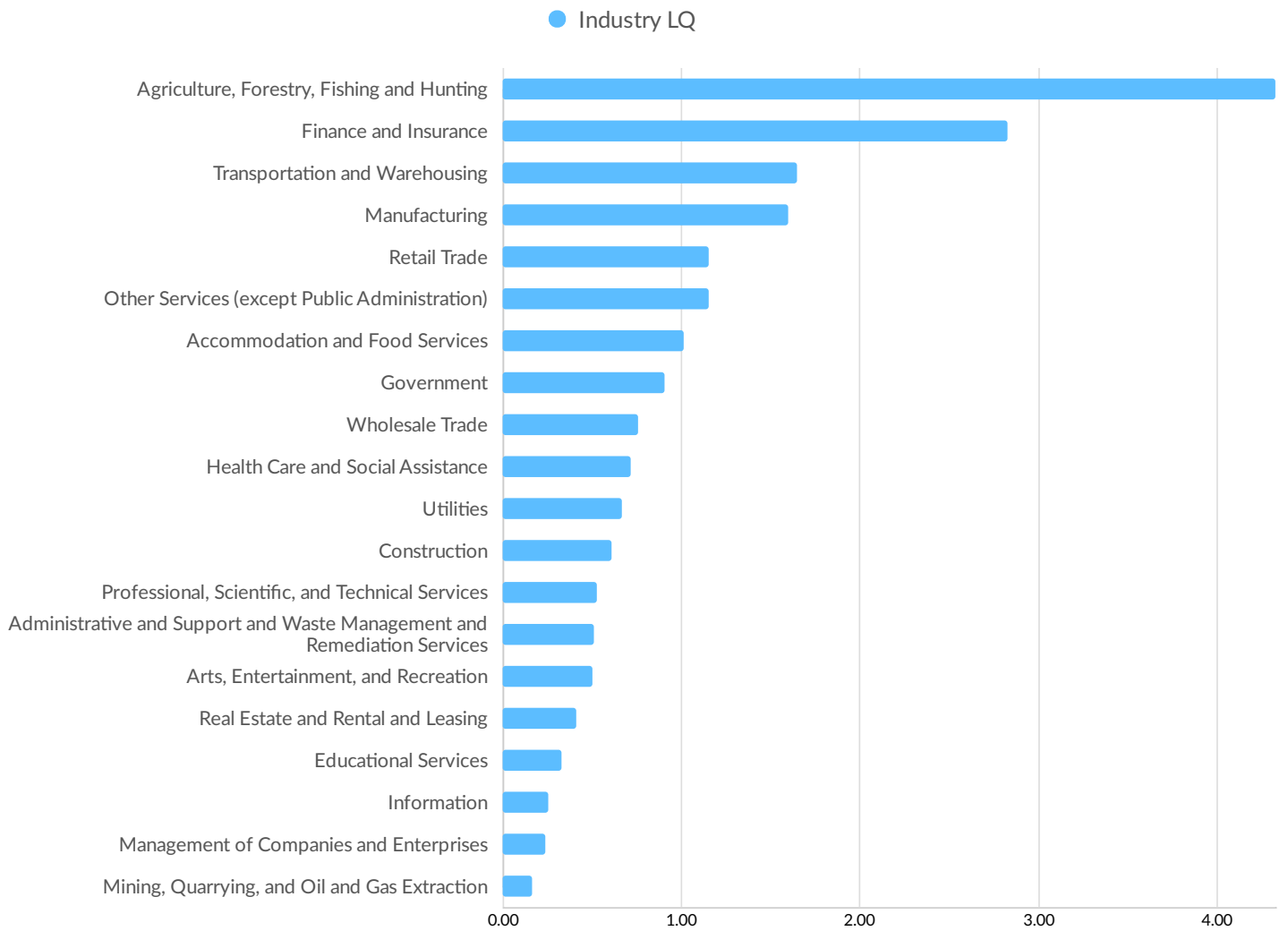
Largest Industries



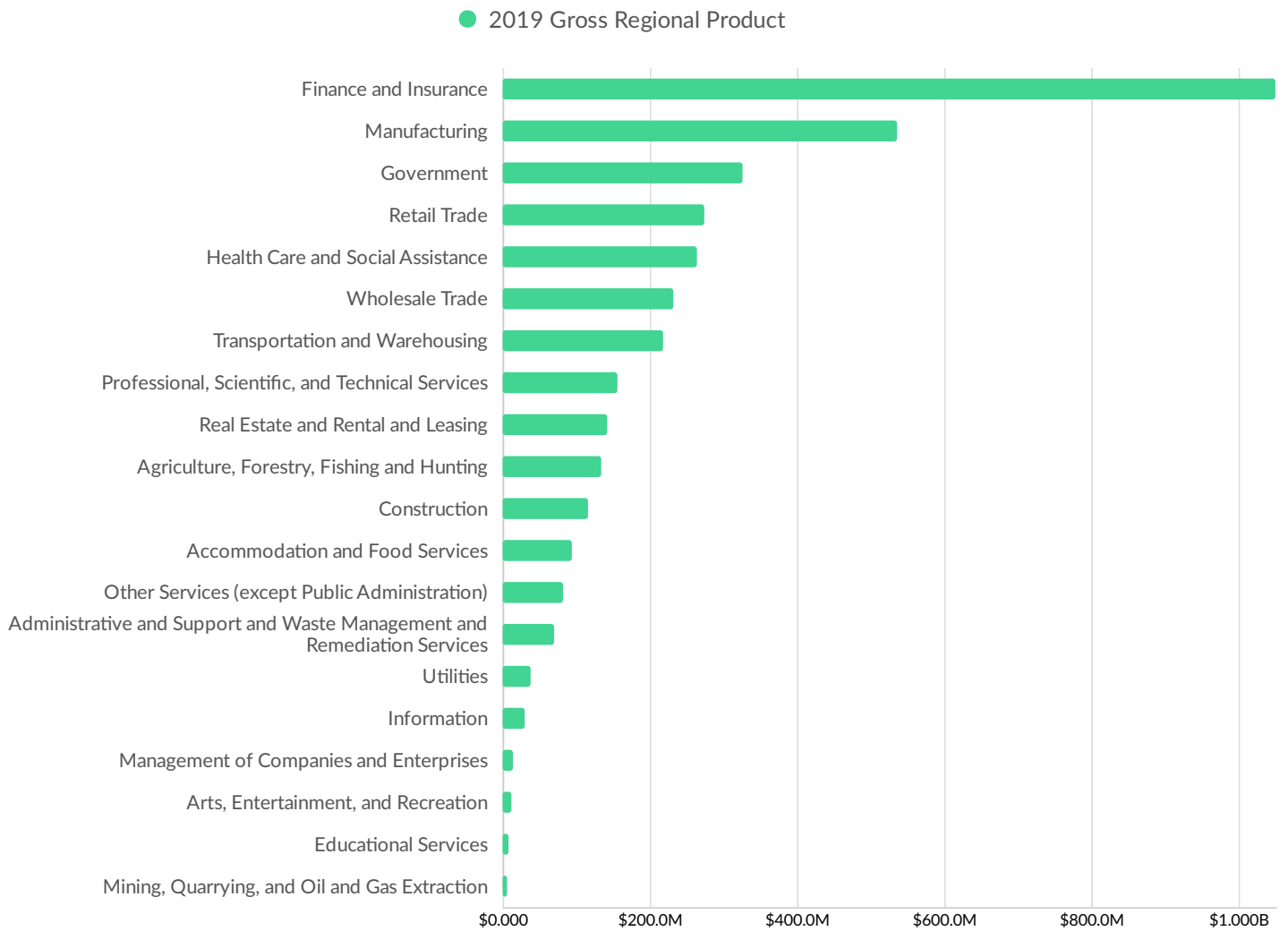
Top Growing Industries



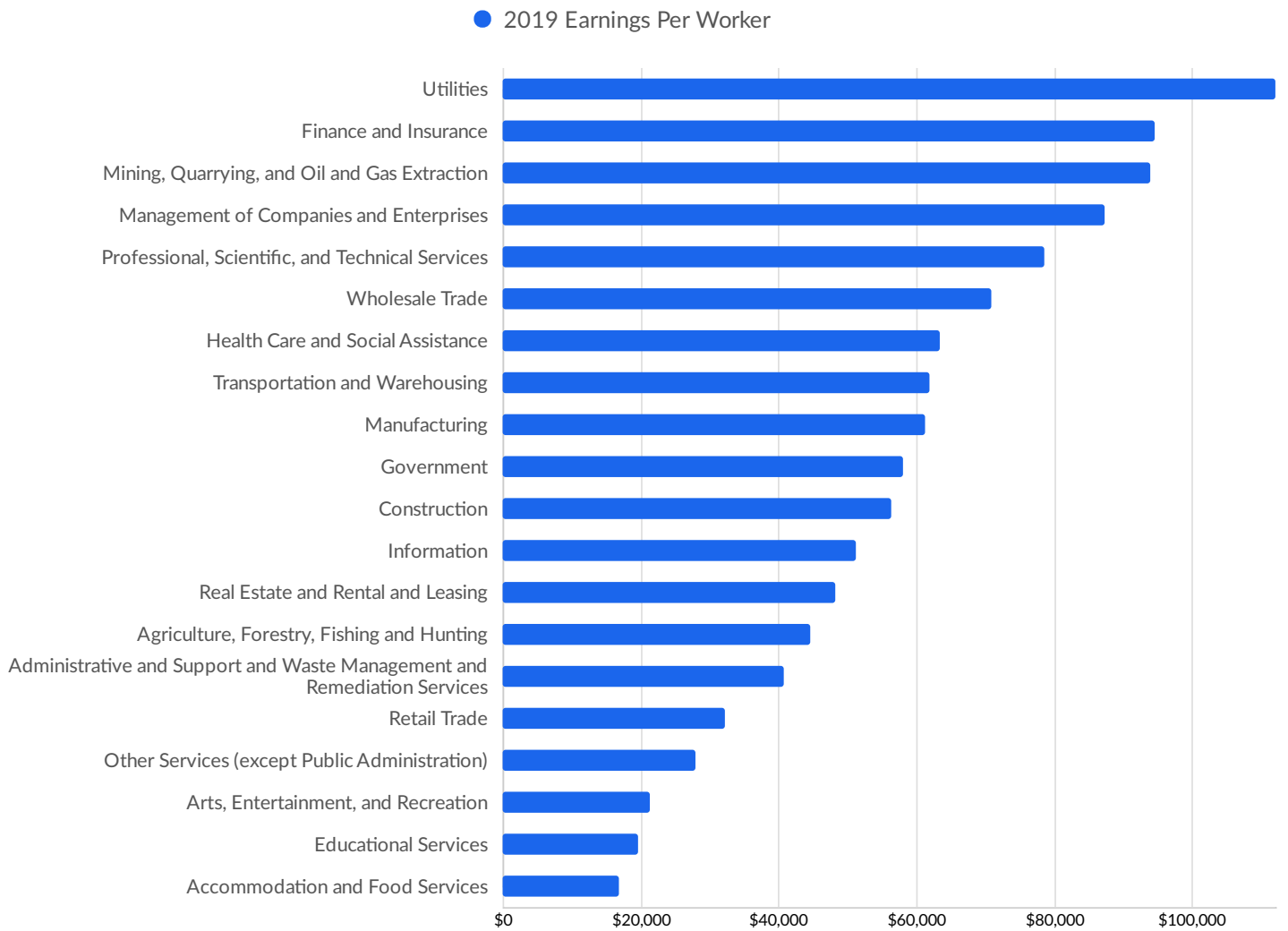
Top Industry LQ



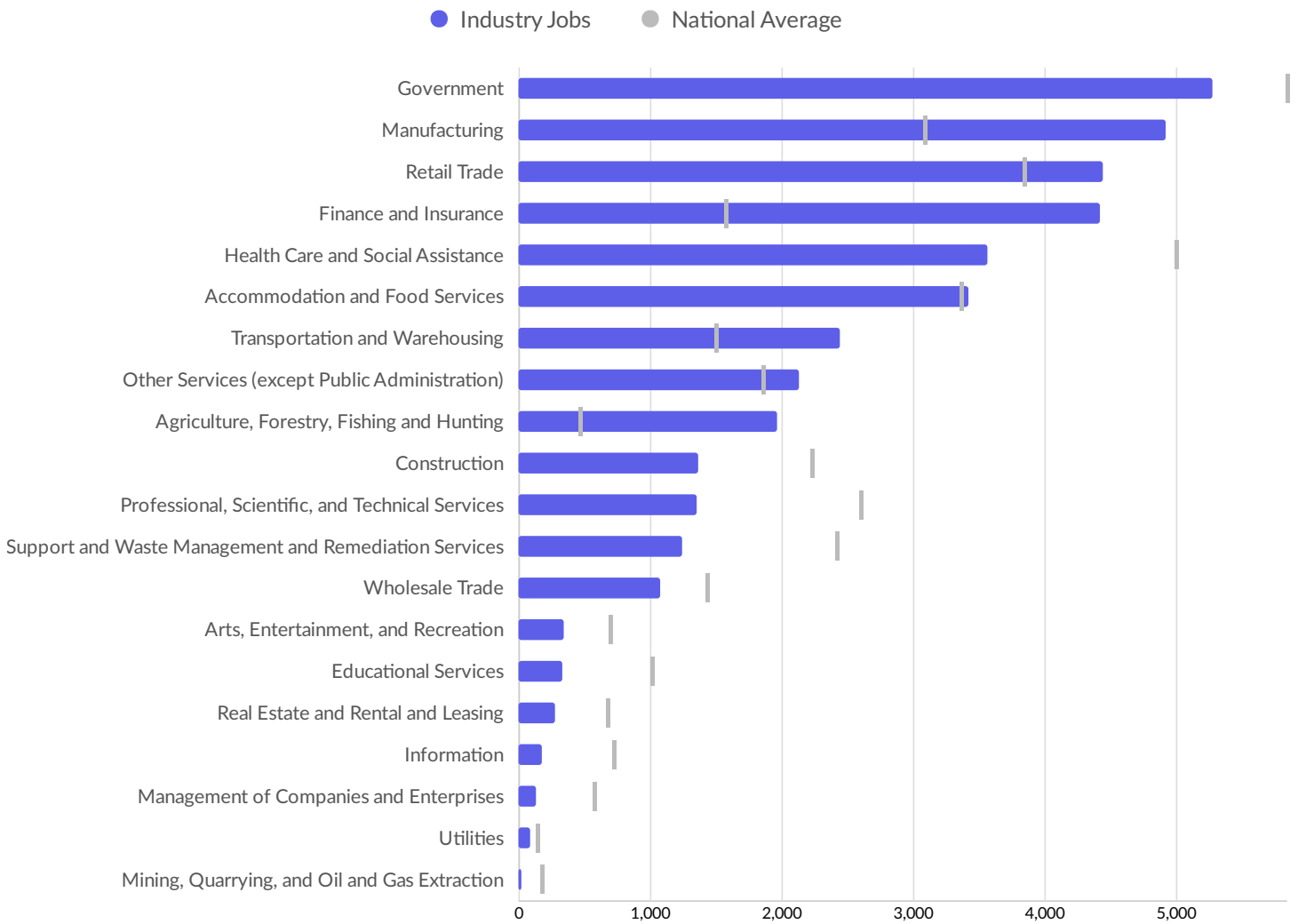
Top Industry GRP



Top Industry Earnings




Largest Industries



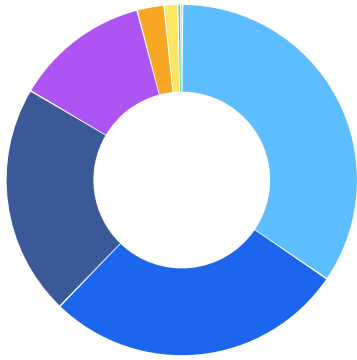
Business Characteristics

6,023 Companies Employ Your Workers

Online profiles for your workers mention 6,023 companies as employers, with the top 10 appearing below. In the last 12 months, 1,704 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Sentry Insurance	613 	Roehl Transport, Inc.	347 
University of Wisconsin Stevens...	454 	Sentry Insurance	326 
Stevens Point Area Public Schoo...	179 	HealthCare Employment Netwo...	285 
Associated Banc-Corp	166 	Ascension	237 
Skyward Io, Inc.	138 	Platinum Supplemental Insuranc...	234 
Ministry Health Care, Inc.	134 	Remedy Intelligent Staffing	194 
Lands' End, Inc.	127 	Sentry Inc	159 
St Michaels Hospital Inc	110 	Associated Banc-Corp	151 
Travel Guard	105 	American International Group, I...	119 
Aspirus Wausau Hospital, Inc.	75 	Tradesmen International, LLC	114 

Business Size

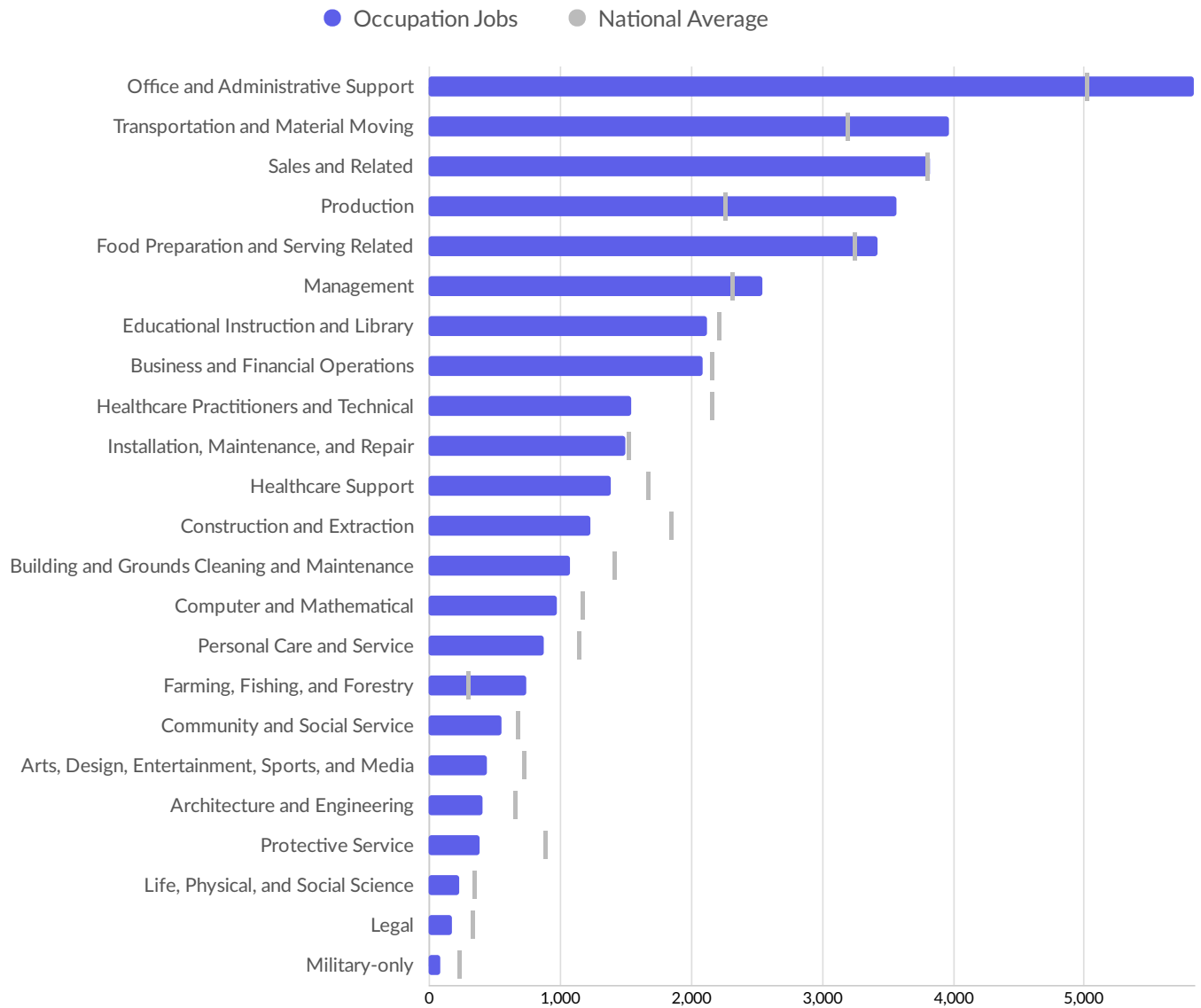


	Percentage	Business Count
1 to 4 employees	34.4%	1,024
5 to 9 employees	27.7%	824
10 to 19 employees	21.3%	632
20 to 49 employees	12.4%	369
50 to 99 employees	2.5%	74
100 to 249 employees	1.2%	37
250 to 499 employees	0.3%	8
500+ employees	0.2%	5

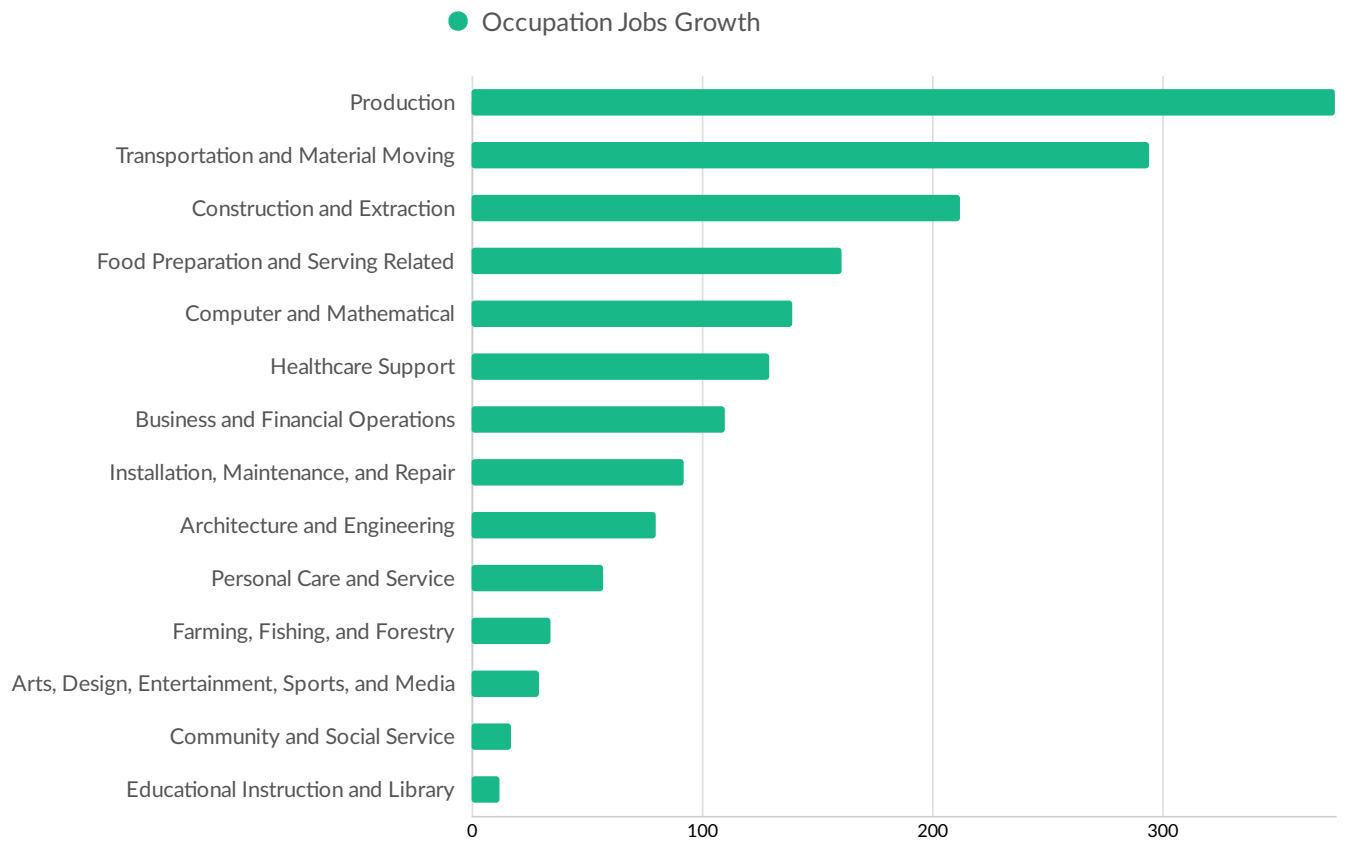
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

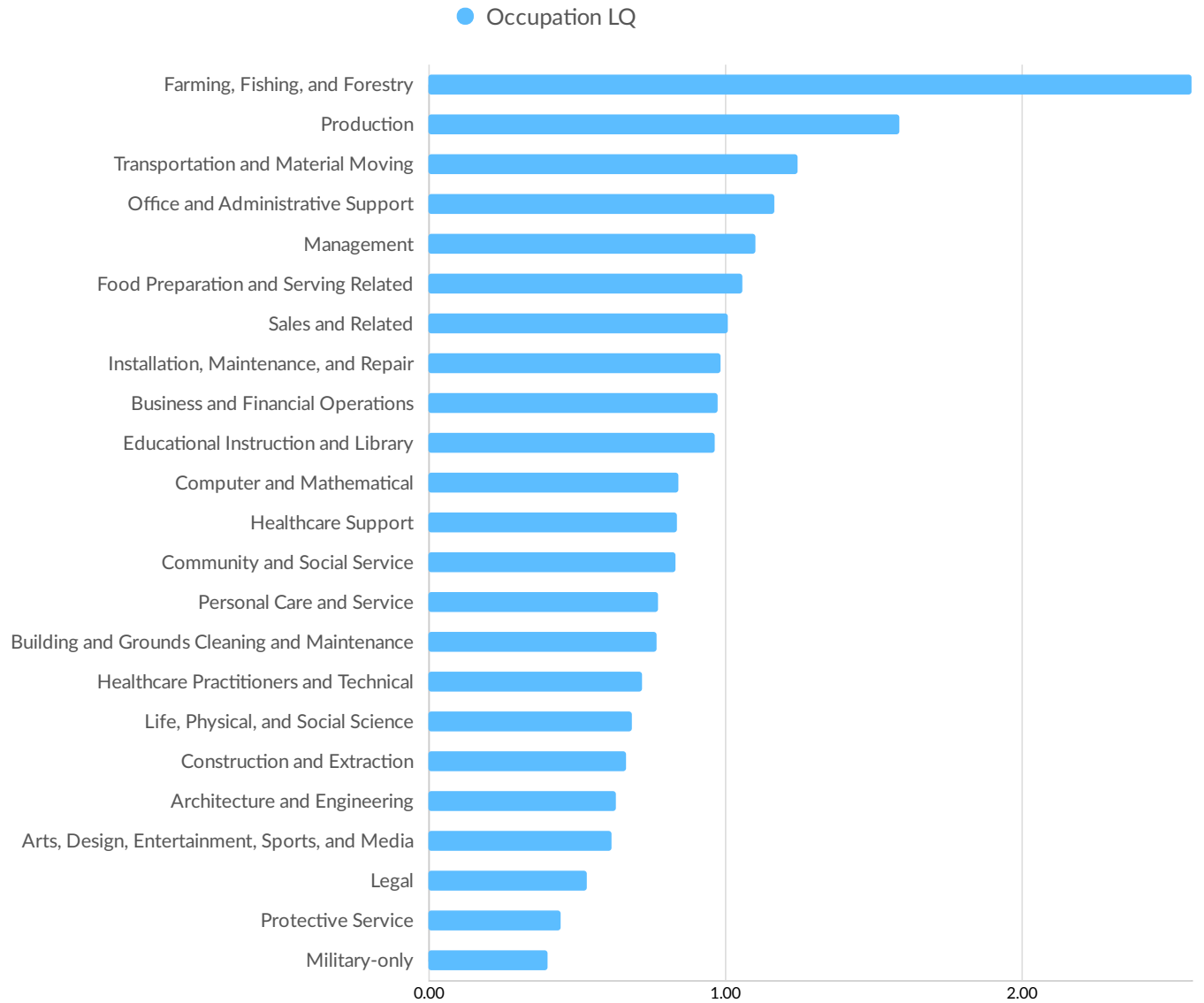
Largest Occupations



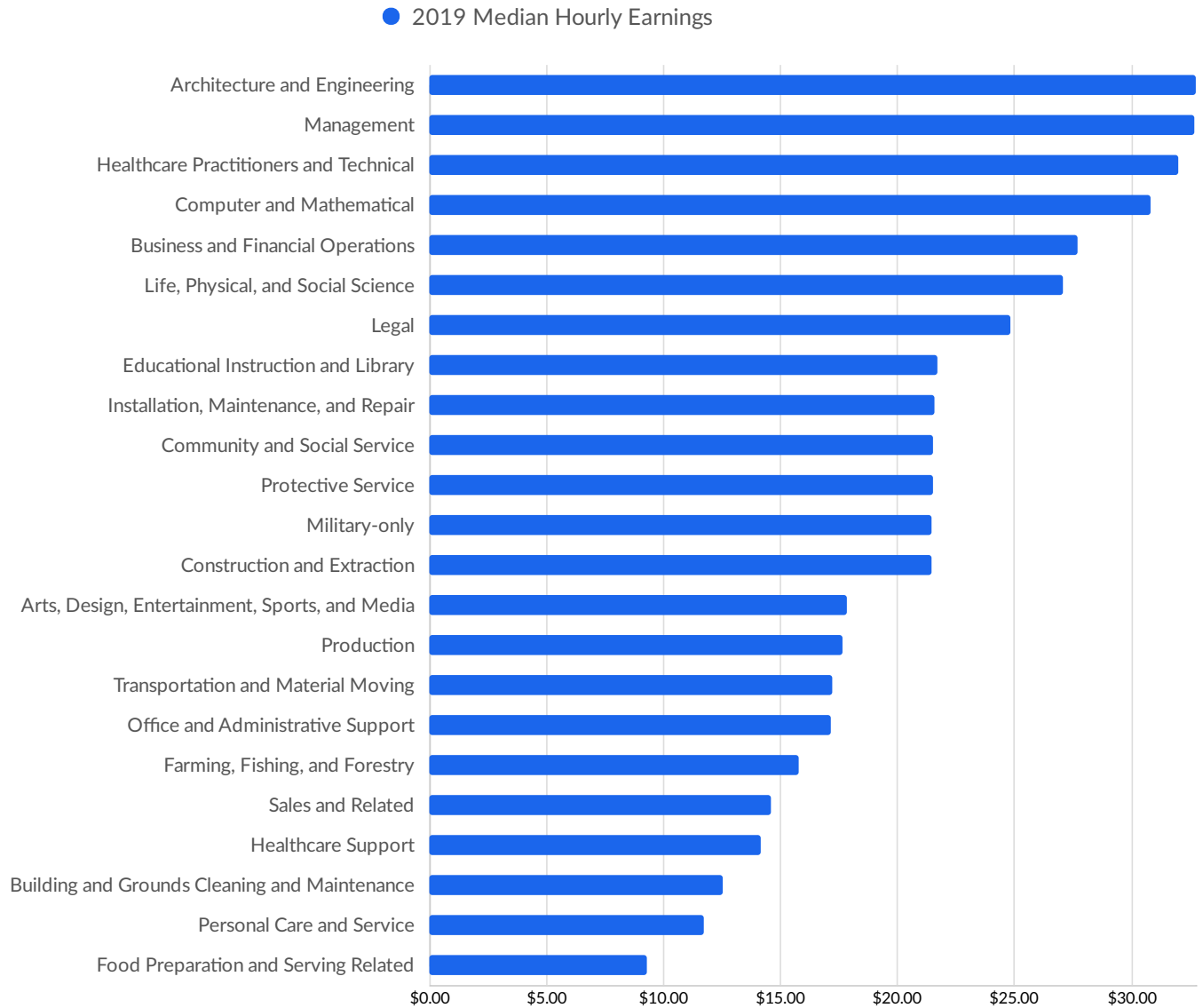
Top Growing Occupations



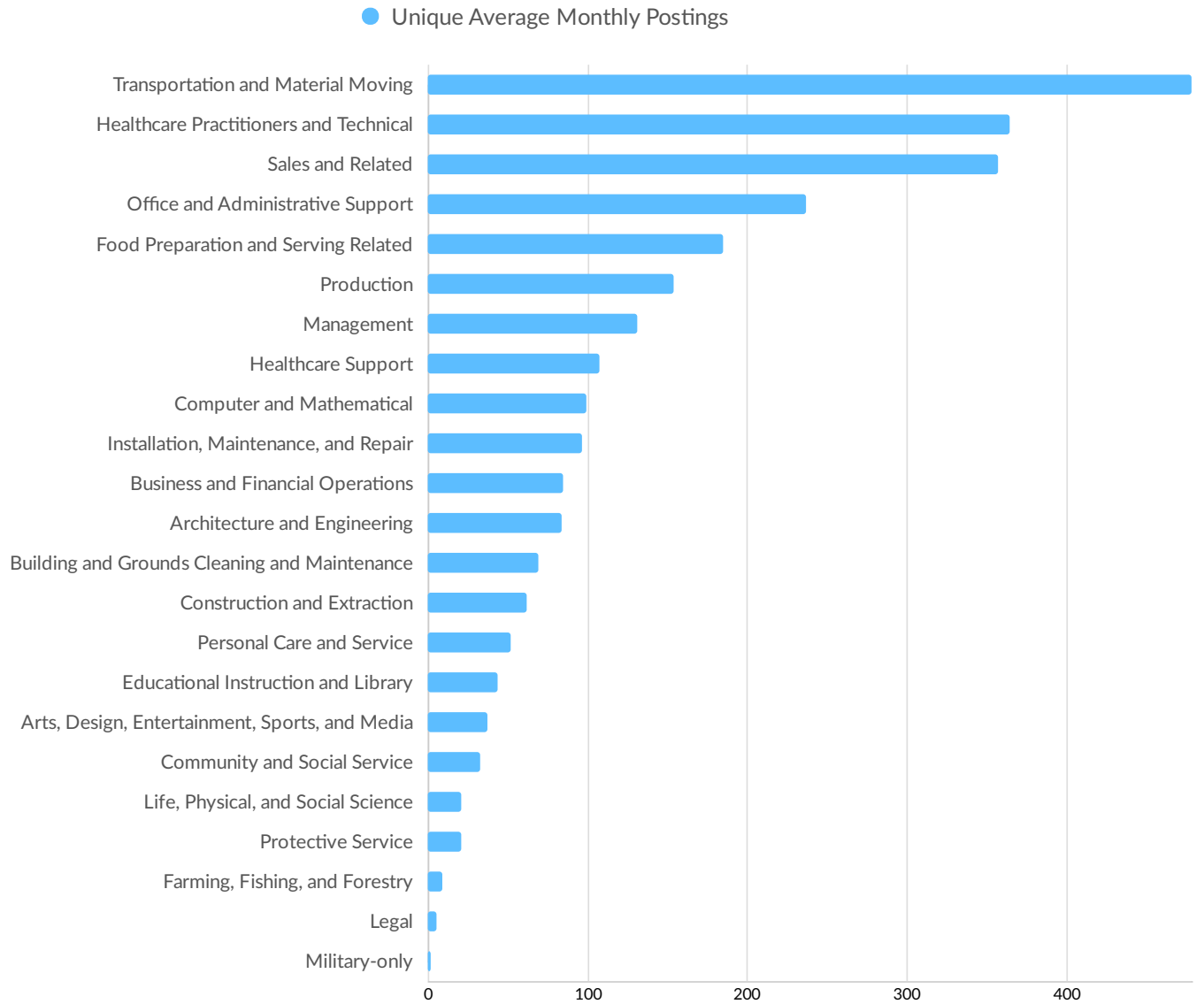
Top Occupation LQ



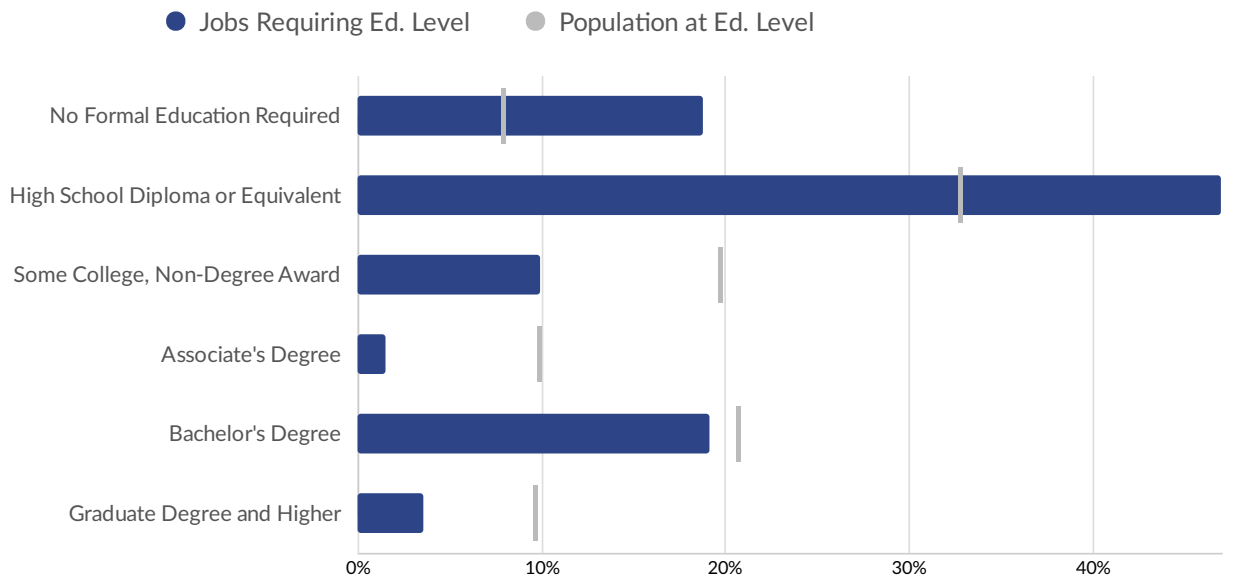
Top Occupation Earnings



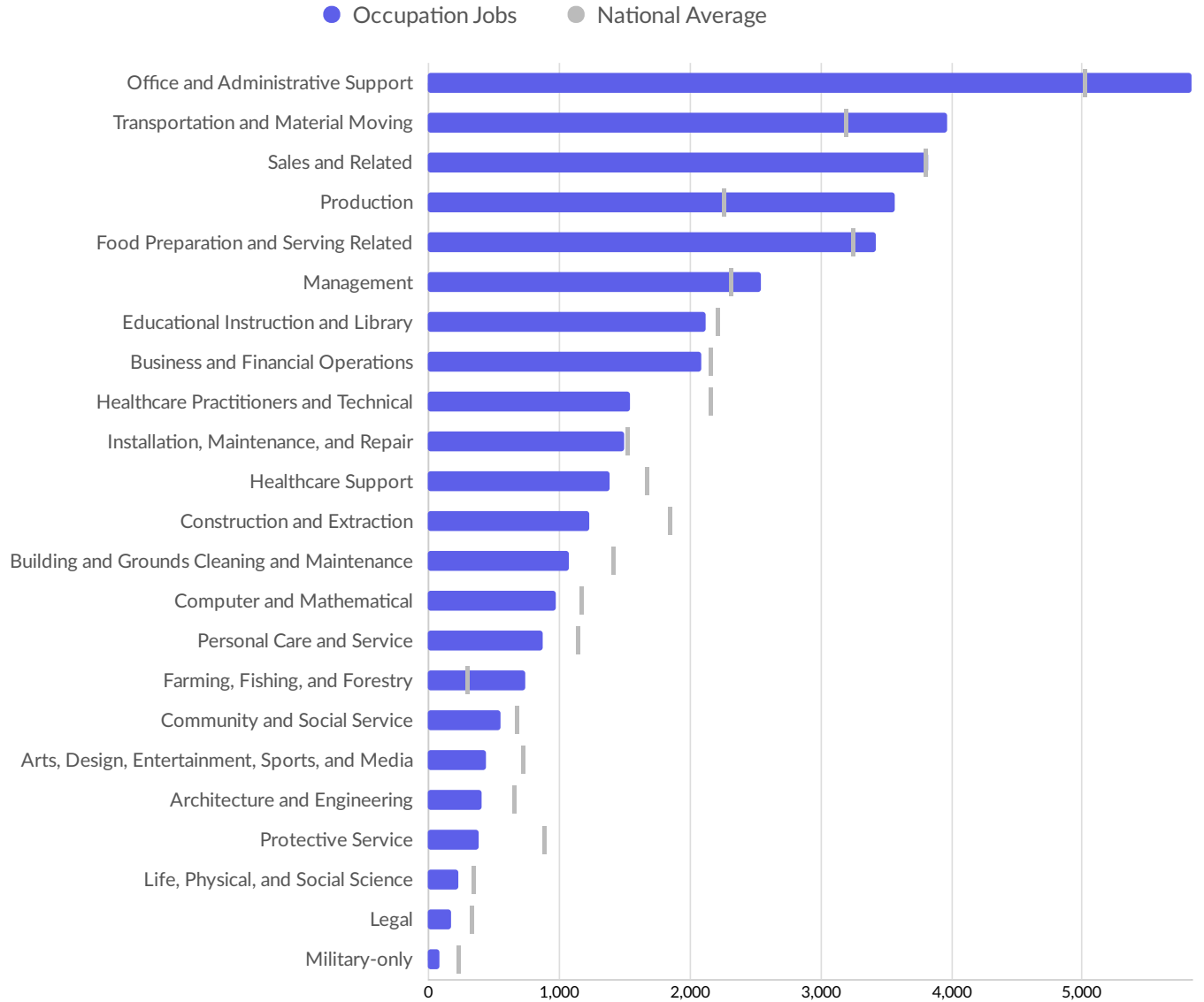
Top Posted Occupations



Underemployment

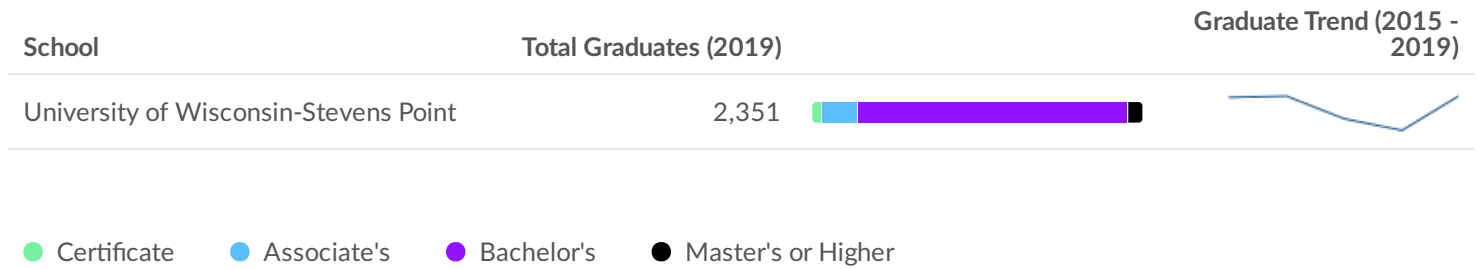


Largest Occupations



Educational Pipeline

In 2019, there were 2,351 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".



In-Demand Skills

