



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

70,871

Population (2020)

Population **grew by 354** over the last 5 years and is projected to **grow by 244** over the next 5 years.

38,751

Total Regional Employment

Jobs **grew by 76** over the last 5 years and are projected to **grow by 1,008** over the next 5 years.

\$57.4K

Median Household Income (2018)

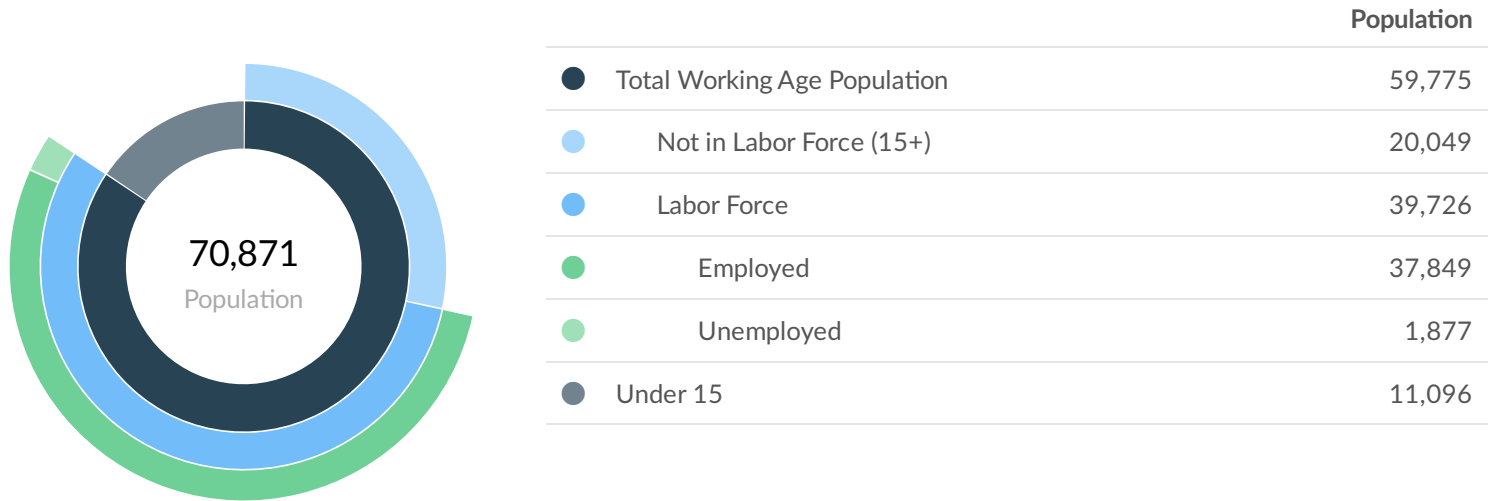
Median household income is **\$2.9K below** the national median household income of \$60.3K.

Takeaways

- As of 2020 the region's population **increased by 0.5%** since 2015, growing by 354. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 244.
- From 2015 to 2020, jobs **increased by 0.2%** in Portage County, WI from 38,675 to **38,751**. This change **fell short of the national growth rate of 6.2% by 6.0%**. As the number of jobs increased, the **labor force participation rate decreased from 67.0% to 66.5% between 2015 and 2020**.
- Concerning educational attainment, **20.4% of Portage County, WI residents possess a Bachelor's Degree** (1.4% above the national average), and **10.5% hold an Associate's Degree** (2.4% above the national average).
- The top three industries in 2020 are Insurance Carriers, Restaurants and Other Eating Places, and Education and Hospitals (State Government).

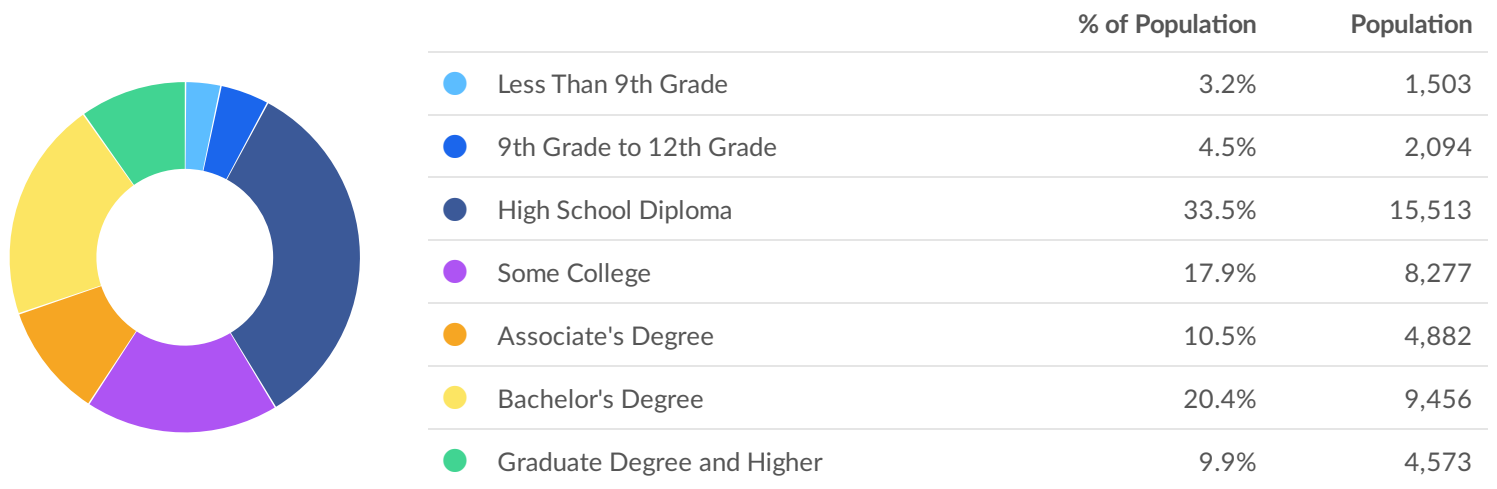
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	70,871	39,726	38,751	99.1	\$4.14B	\$5.26B	\$5.06B
NCWRPC	440,000	225,585	227,348	99.4	\$22.76B	\$29.92B	\$28.79B
State	5,838,034	3,062,770	3,184,256	100.0	\$339.97B	\$308.33B	\$336.99B

2020 Labor Force Breakdown



Educational Attainment

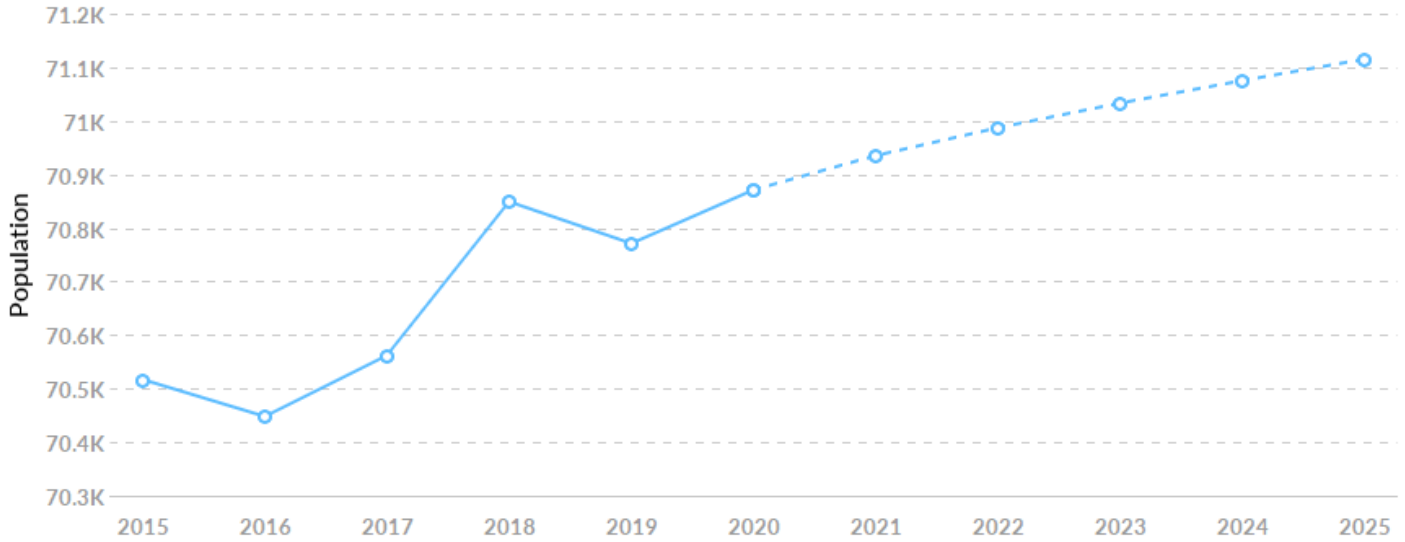
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Historic & Projected Trends

Population Trends

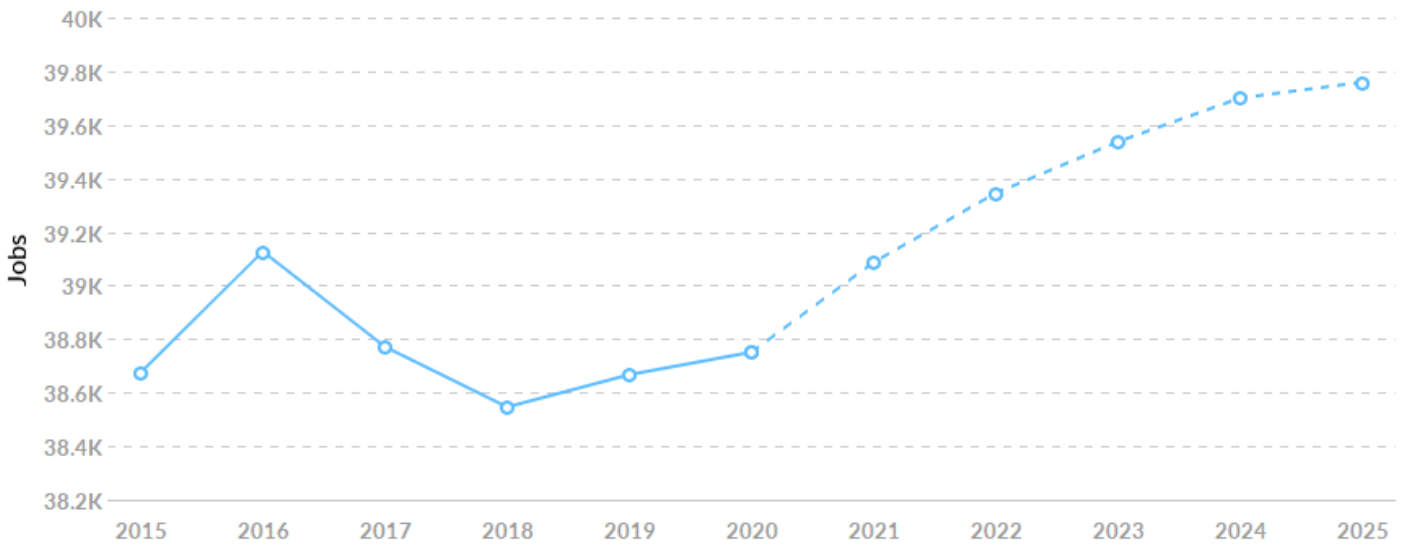
As of 2020 the region's population **increased by 0.5%** since 2015, growing by 354. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 244.



Timeframe	Population
2015	70,517
2016	70,448
2017	70,562
2018	70,849
2019	70,771
2020	70,871
2021	70,935
2022	70,987
2023	71,033
2024	71,075
2025	71,115

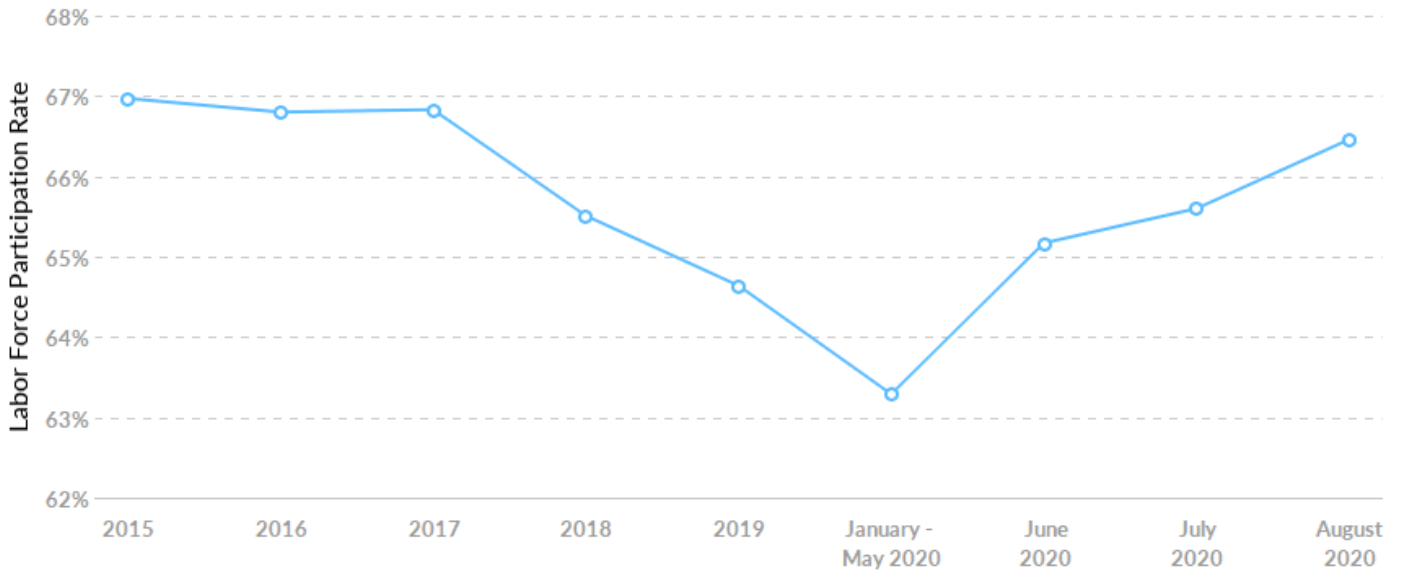
Job Trends

From 2015 to 2020, jobs increased by 0.2% in Portage County, WI from 38,675 to **38,751**. This change fell short of the national growth rate of 6.2% by 6.0%.



Timeframe	Jobs
2015	38,675
2016	39,127
2017	38,771
2018	38,546
2019	38,667
2020	38,751
2021	39,087
2022	39,345
2023	39,537
2024	39,700
2025	39,759

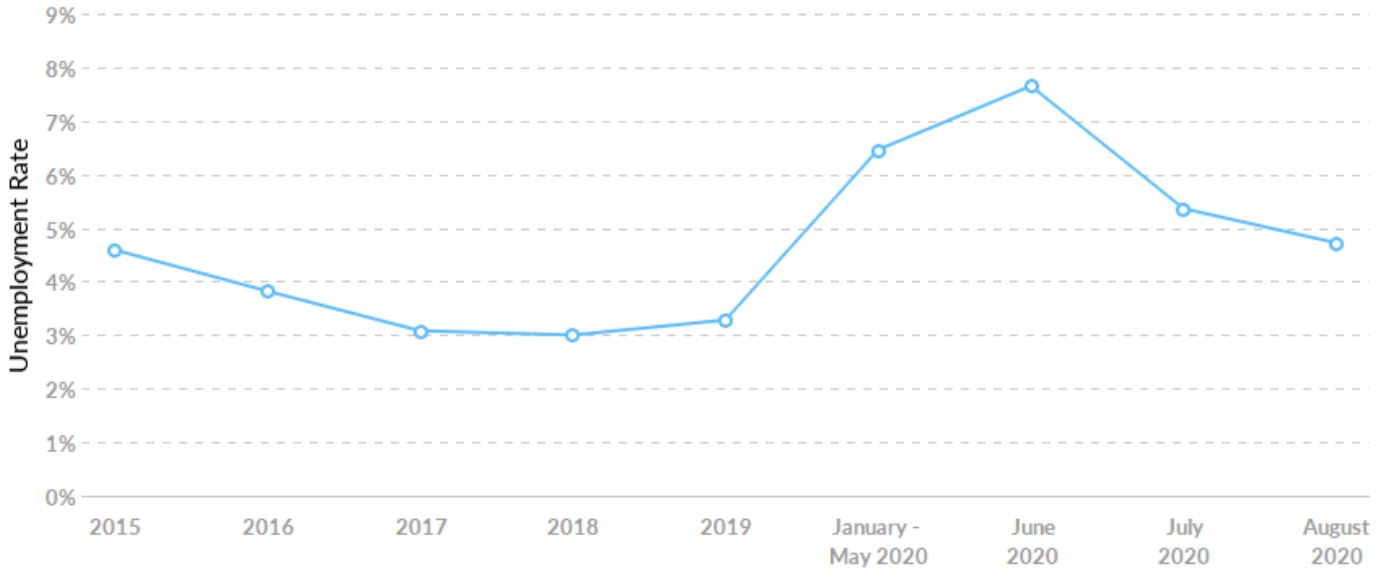
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2015	66.97%
2016	66.80%
2017	66.83%
2018	65.51%
2019	64.64%
January - May 2020	63.29%
June 2020	65.17%
July 2020	65.60%
August 2020	66.46%

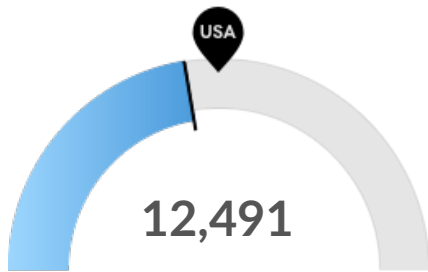
Unemployment Rate Trends

Portage County, WI had an August 2020 unemployment rate of 4.72%, **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 - May 2020	6.46%
June 2020	7.65%
July 2020	5.36%
August 2020	4.72%

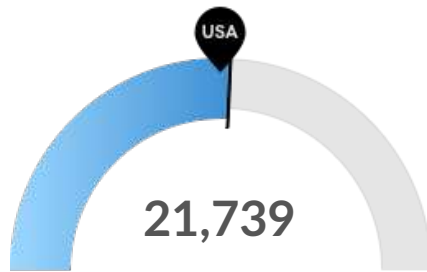
Population Characteristics



12,491

Millennials

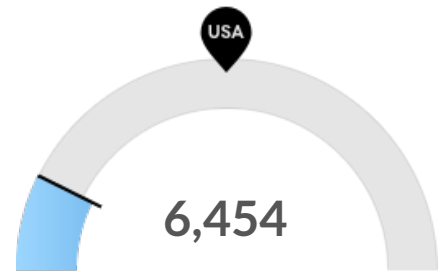
Portage County, WI has 12,491 millennials (ages 25-39). The national average for an area this size is 14,592.



21,739

Retiring Soon

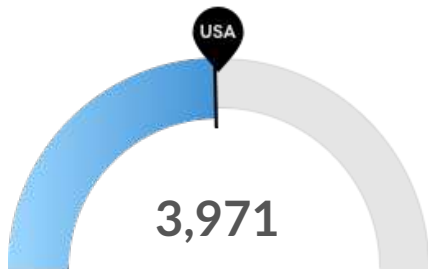
Retirement risk is about average in Portage County, WI. The national average for an area this size is 20,808 people 55 or older, while there are 21,739 here.



6,454

Racial Diversity

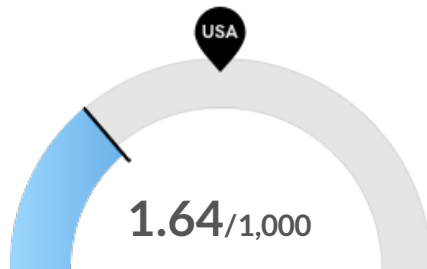
Racial diversity is low in Portage County, WI. The national average for an area this size is 28,230 racially diverse people, while there are 6,454 here.



3,971

Veterans

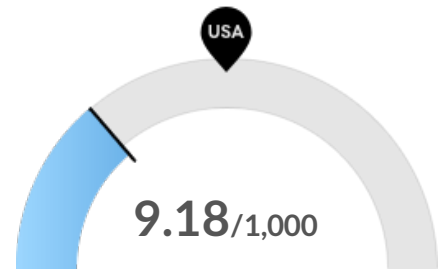
Portage County, WI has 3,971 veterans. The national average for an area this size is 4,036.



1.64/1,000

Violent Crime

Portage County, WI has 1.64 violent crimes per 1,000 people. The national rate is 3.53 per 1,000 people.



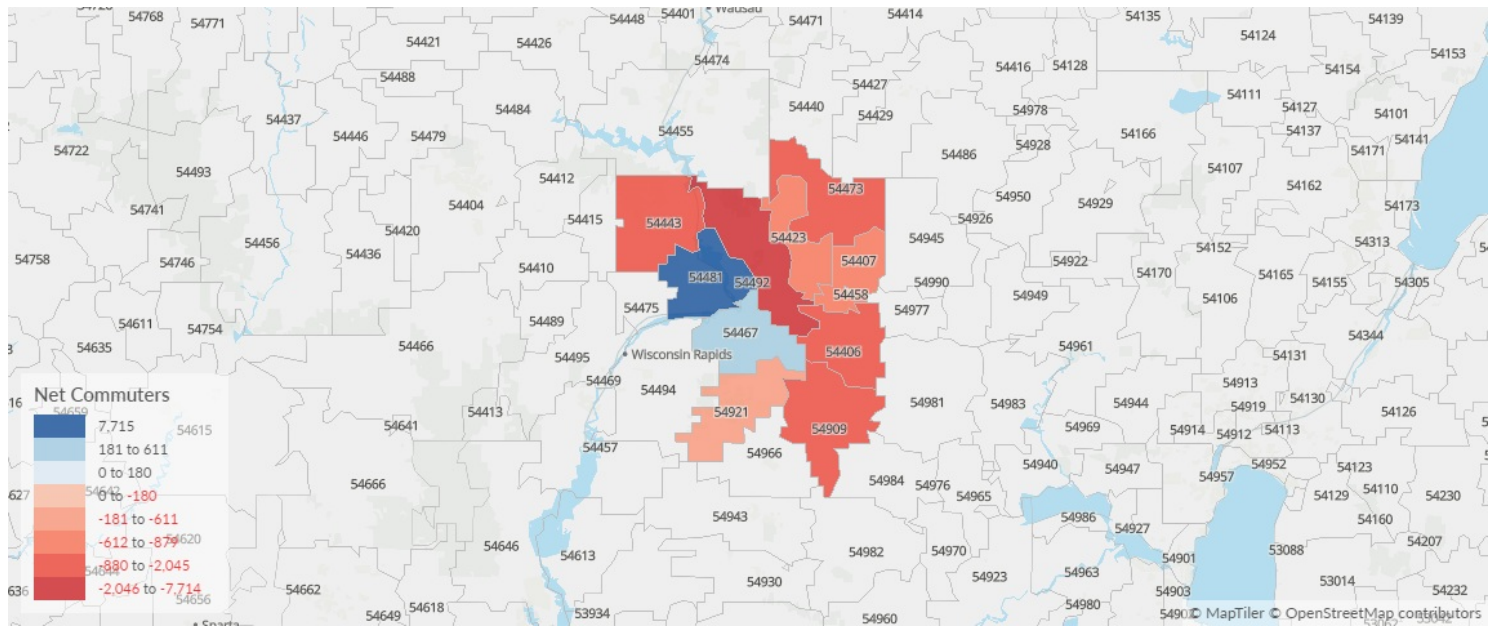
9.18/1,000

Property Crime

Portage County, WI has 9.18 property crimes per 1,000 people. The national rate is 19.79 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

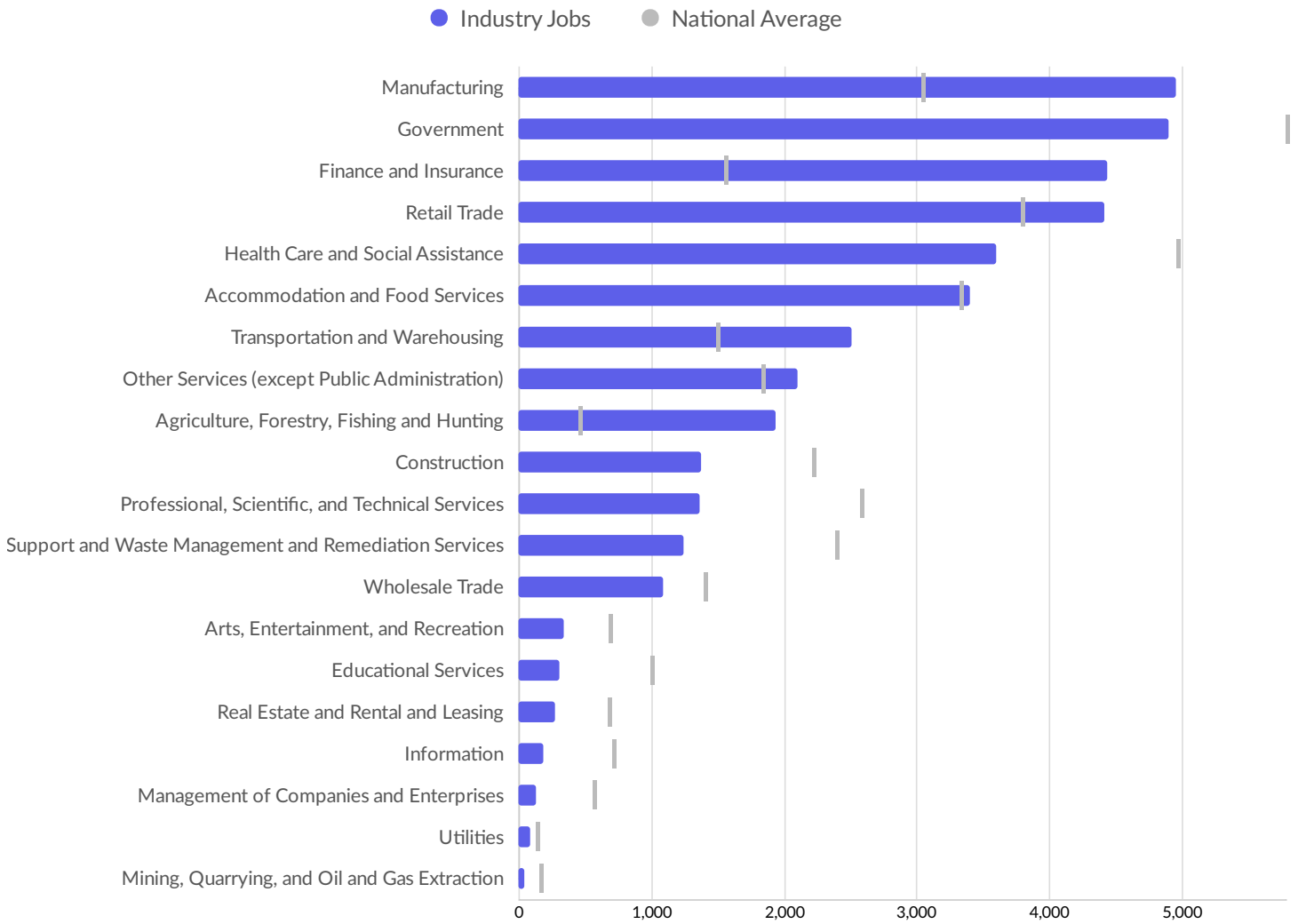
ZIP	Name	2020 Employment
54481	Stevens Point, WI (in Po...	22,837
54467	Plover, WI (in Portage c...	8,570
54482	Stevens Point, WI (in Po...	3,089
54406	Amherst, WI (in Portage...	1,163
54921	Bancroft, WI (in Portage...	911

Where Talent Lives

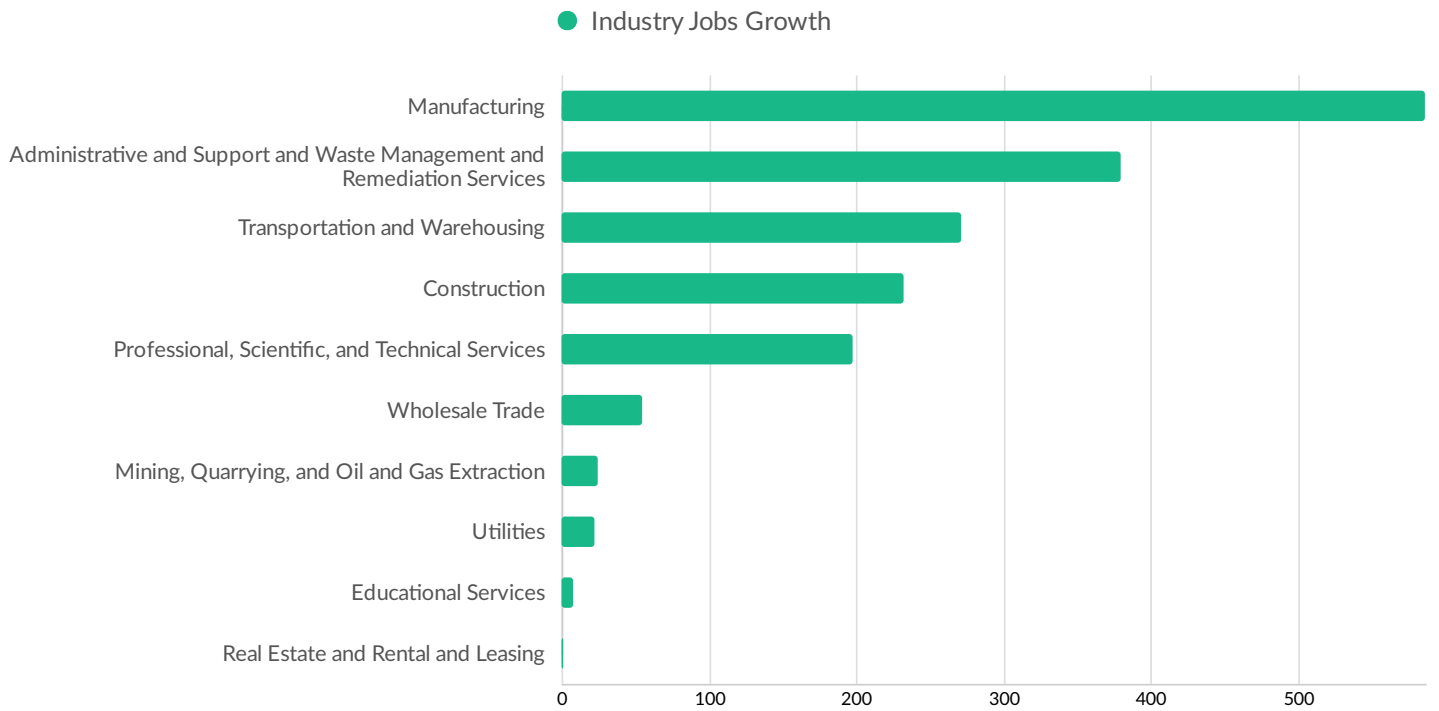
ZIP	Name	2020 Workers
54481	Stevens Point, WI (in Po...	15,123
54467	Plover, WI (in Portage c...	8,389
54482	Stevens Point, WI (in Po...	5,136
54406	Amherst, WI (in Portage...	2,131
54443	Junction City, WI (in Por...	1,476

Industry Characteristics

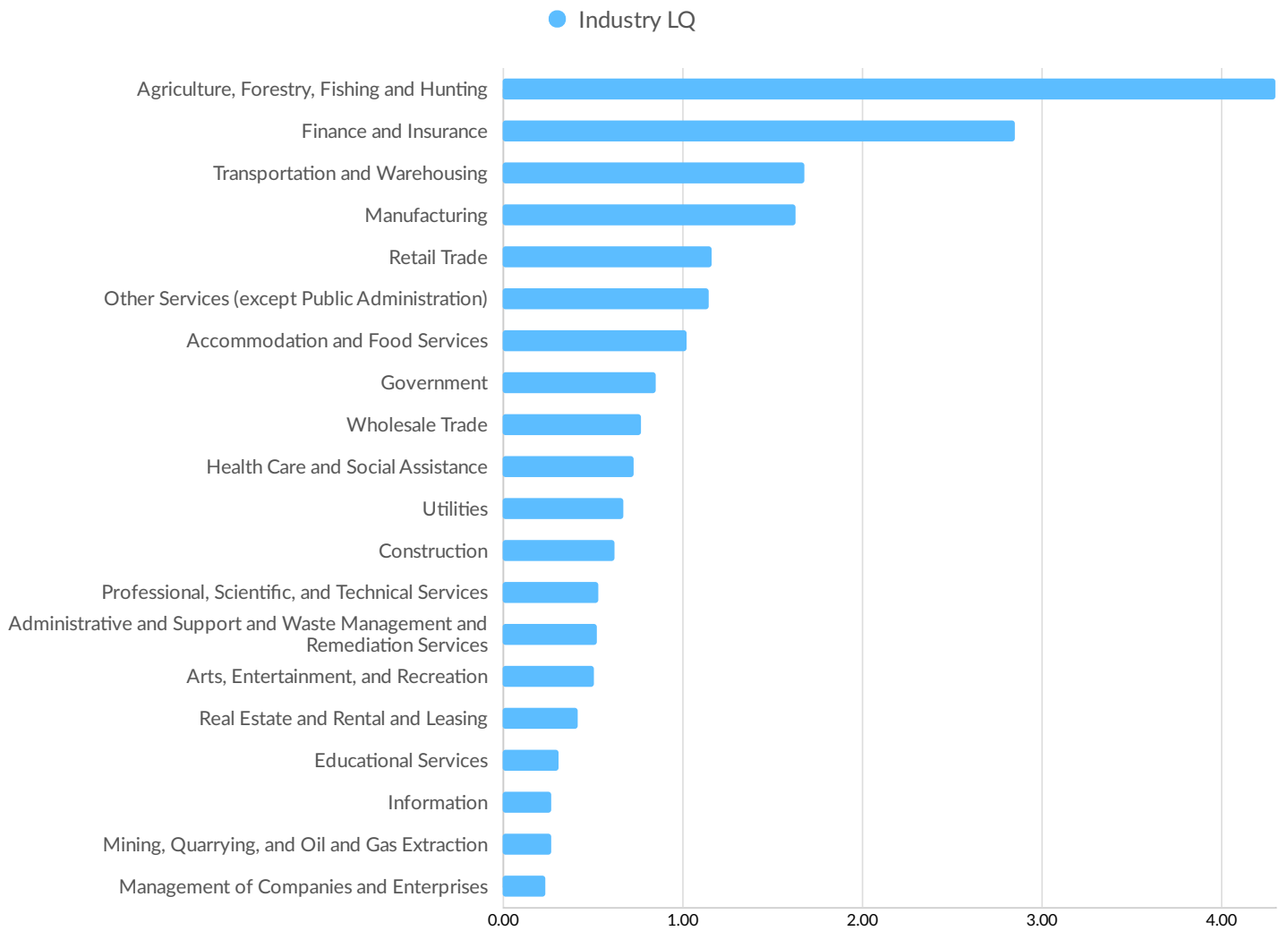
Largest Industries



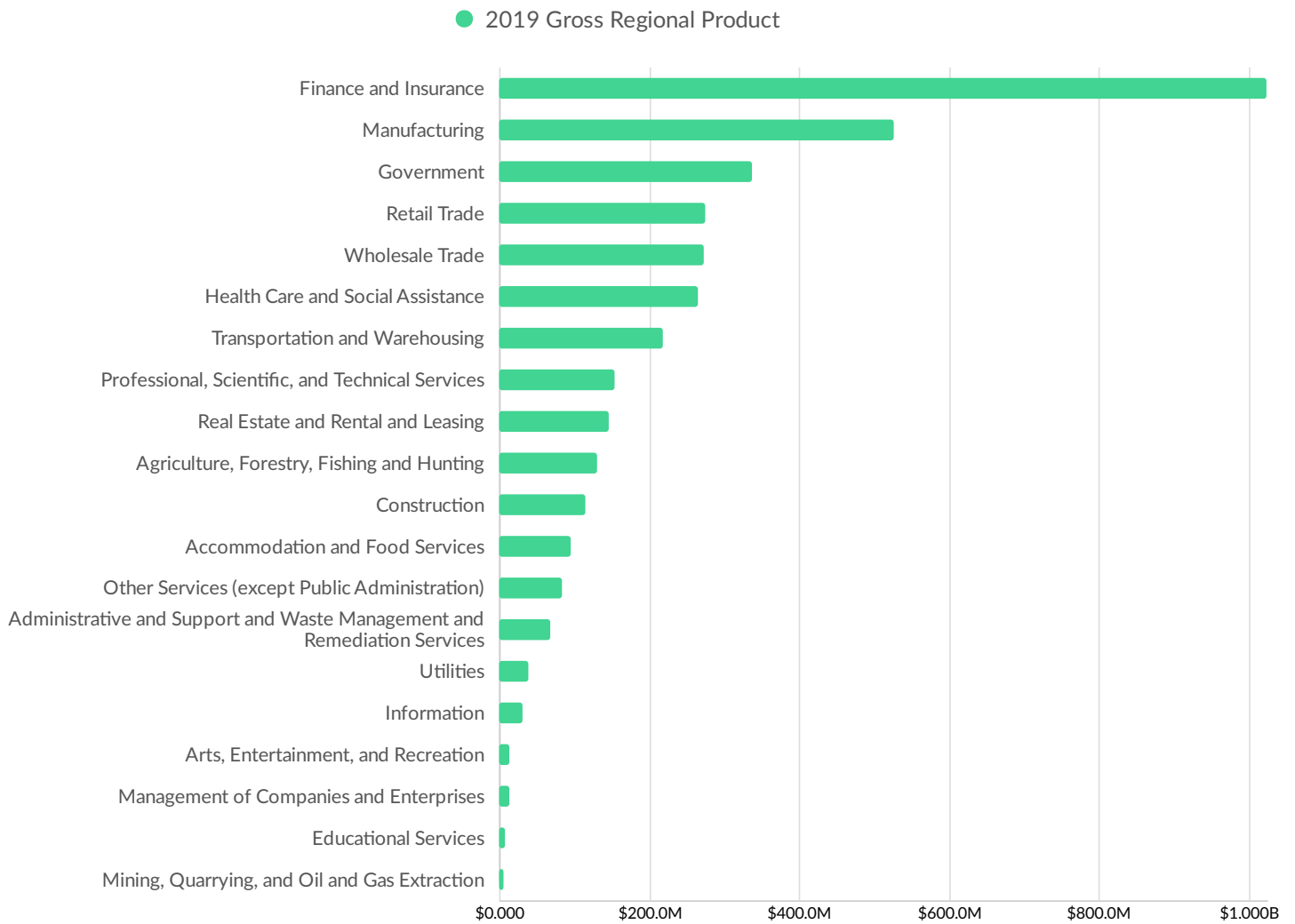
Top Growing Industries



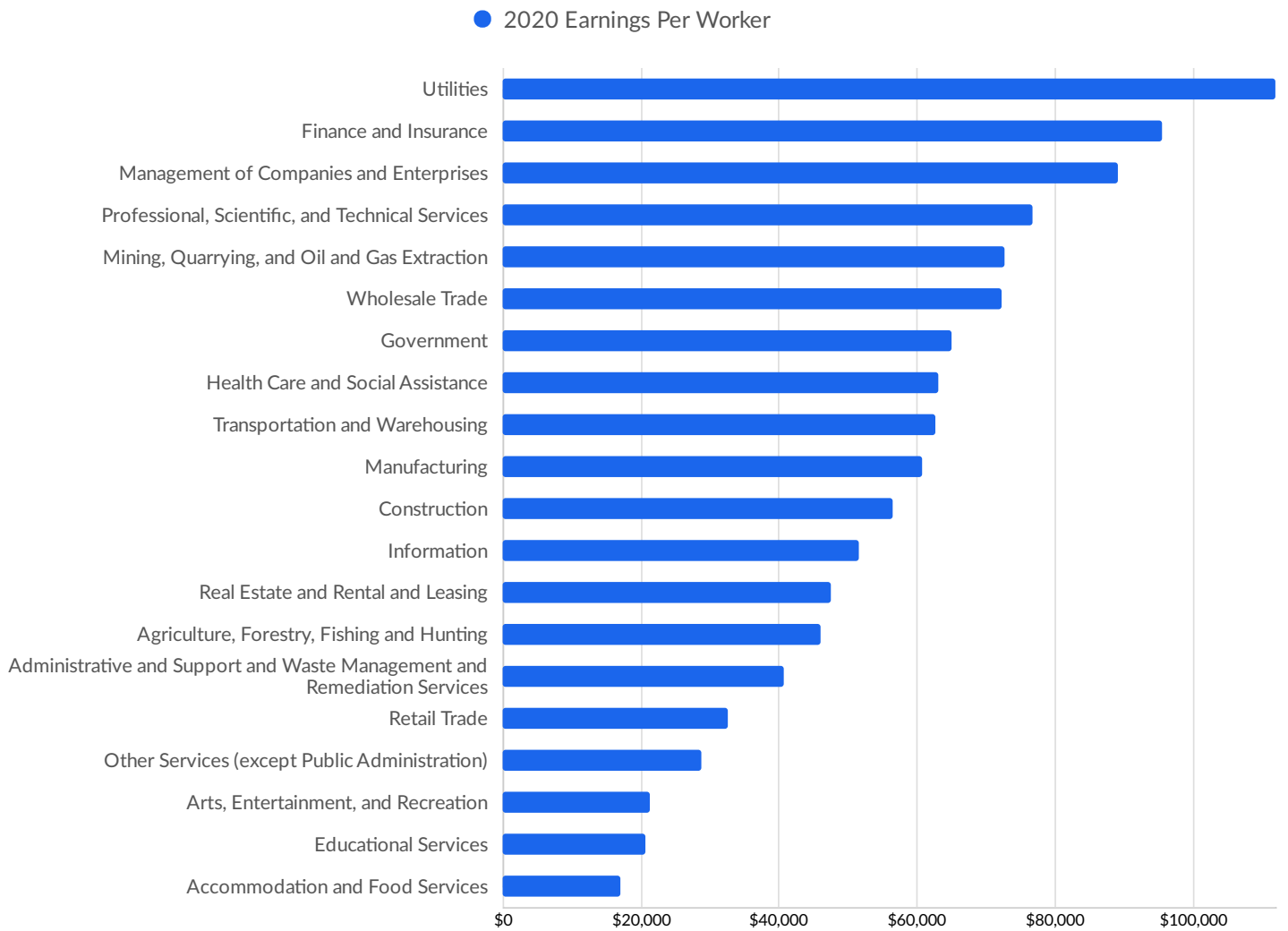
Top Industry LQ



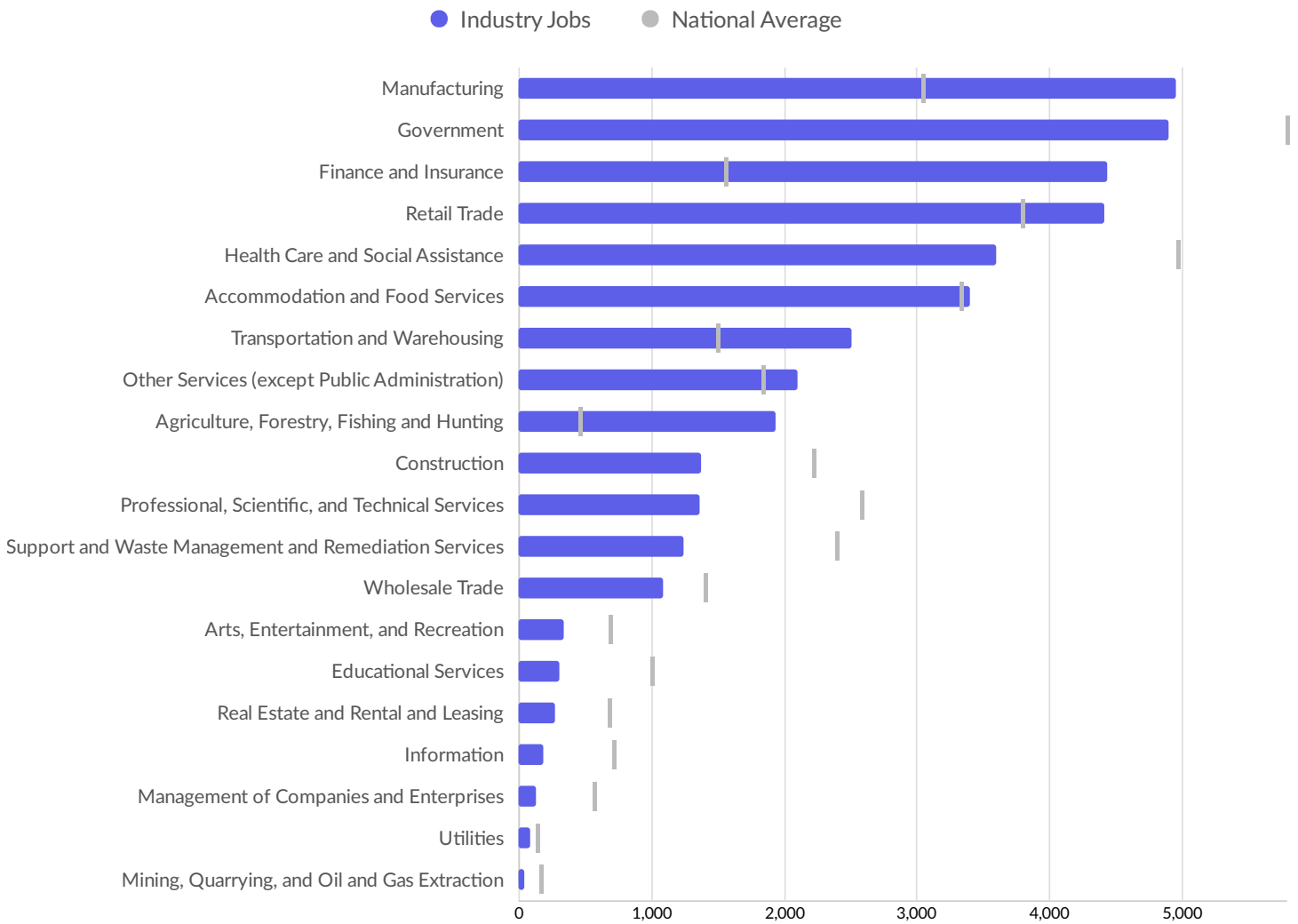
Top Industry GRP



Top Industry Earnings



Largest Industries



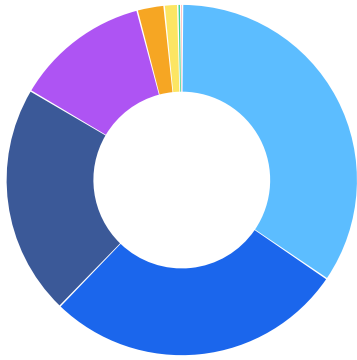
Business Characteristics

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, 1,564 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Sentry Insurance	612 	Roehl Transport, Inc.	325 
University of Wisconsin Stevens...	450 	Sentry Insurance	309 
Stevens Point Area Public Schoo...	174 	Ascension	233 
Associated Banc-Corp	168 	Platinum Supplemental Insuranc...	200 
Ministry Health Care, Inc.	136 	Remedy Intelligent Staffing	169 
Skyward Io, Inc.	130 	Associated Banc-Corp	141 
Lands' End, Inc.	128 	Sentry Inc	141 
St Michaels Hospital Inc	101 	American International Group, I...	115 
Travel Guard	92 	Pizza Hut, Inc.	102 
Aspirus Wausau Hospital, Inc.	75 	Tradesmen International, LLC	101 

Business Size

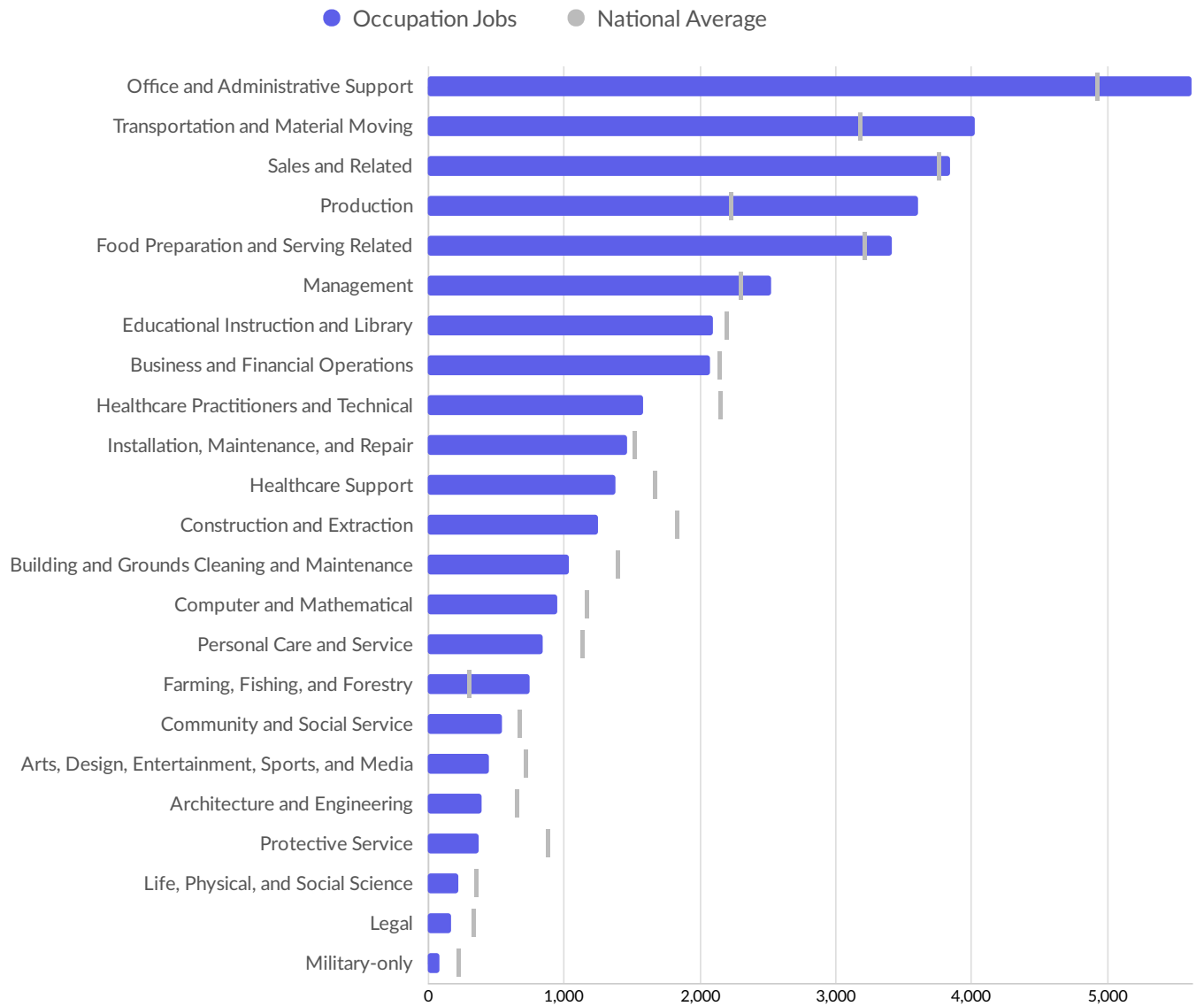


	Percentage	Business Count
1 to 4 employees	34.4%	1,024
5 to 9 employees	27.7%	824
10 to 19 employees	21.3%	632
20 to 49 employees	12.4%	369
50 to 99 employees	2.5%	74
100 to 249 employees	1.2%	37
250 to 499 employees	0.3%	8
500+ employees	0.2%	5

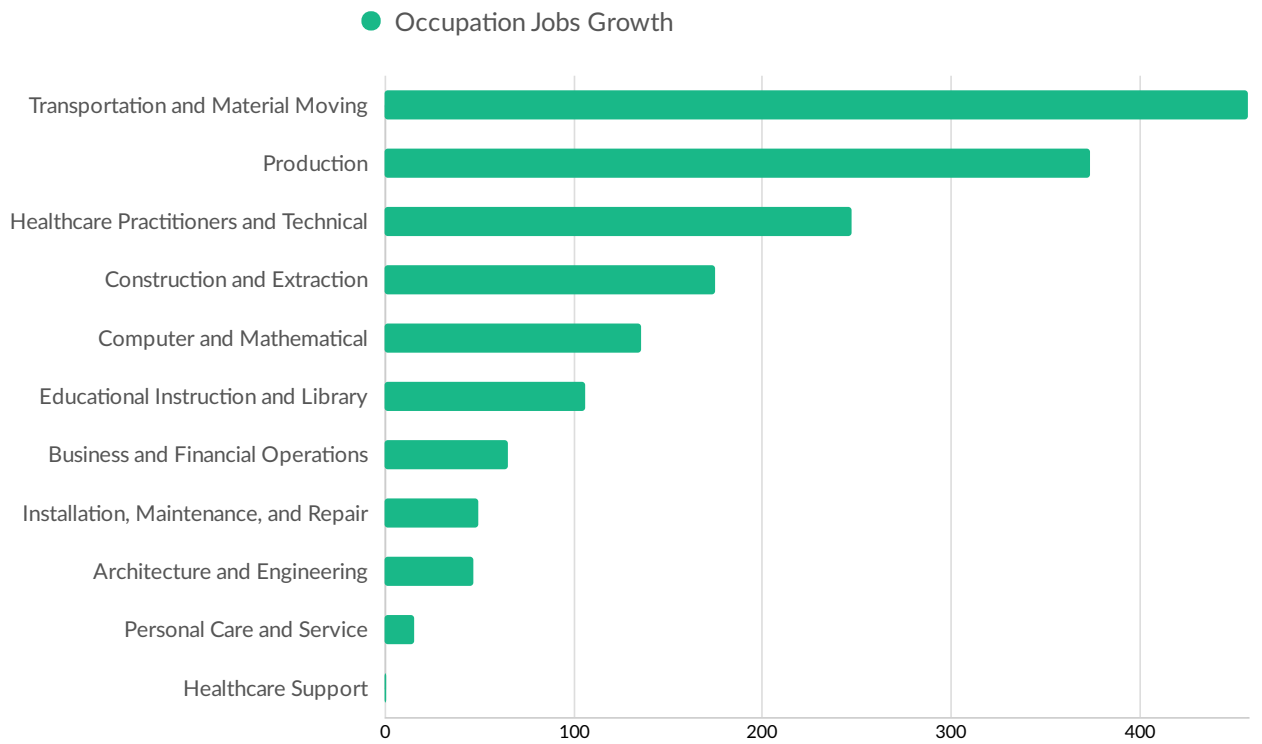
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

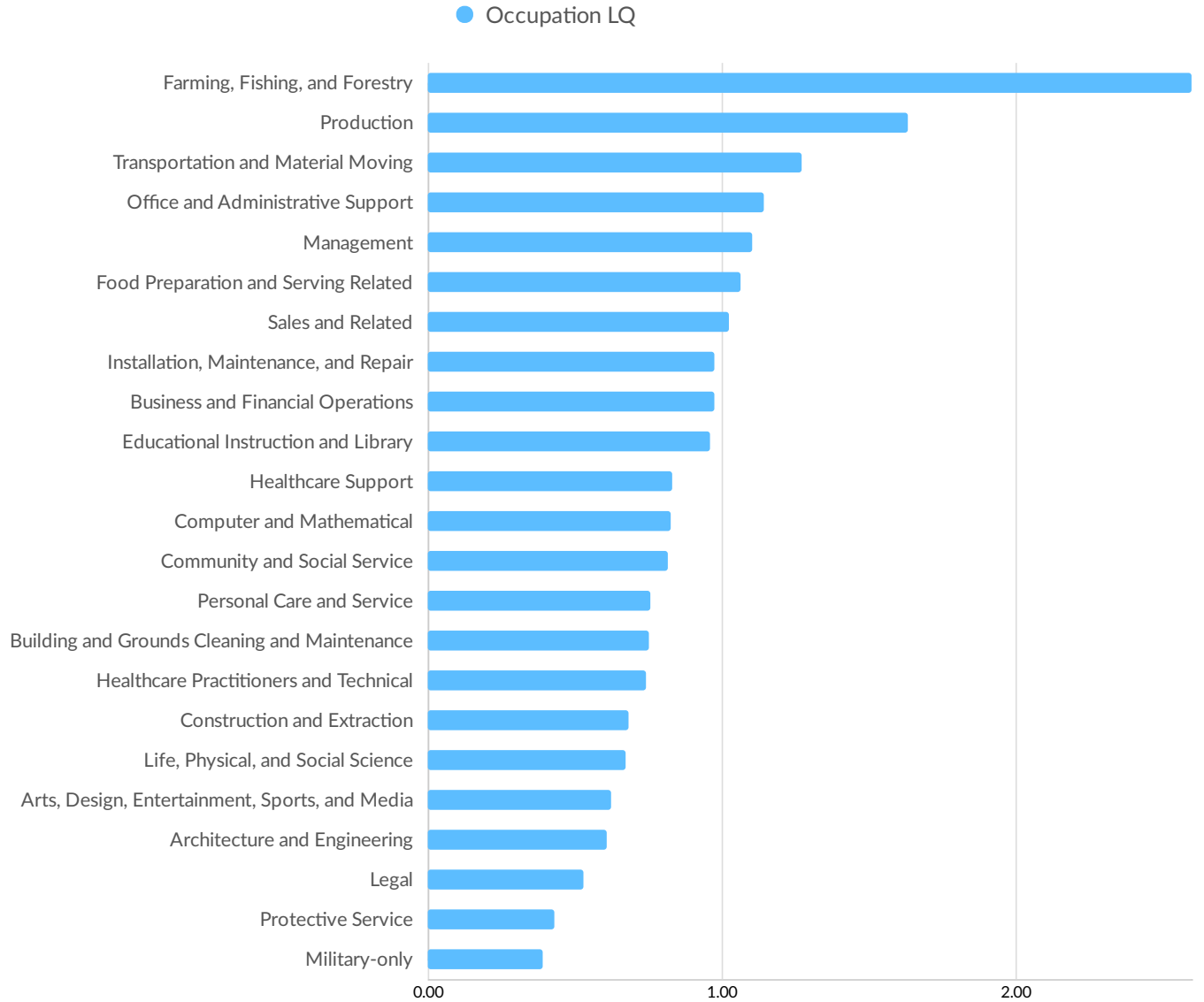
Largest Occupations



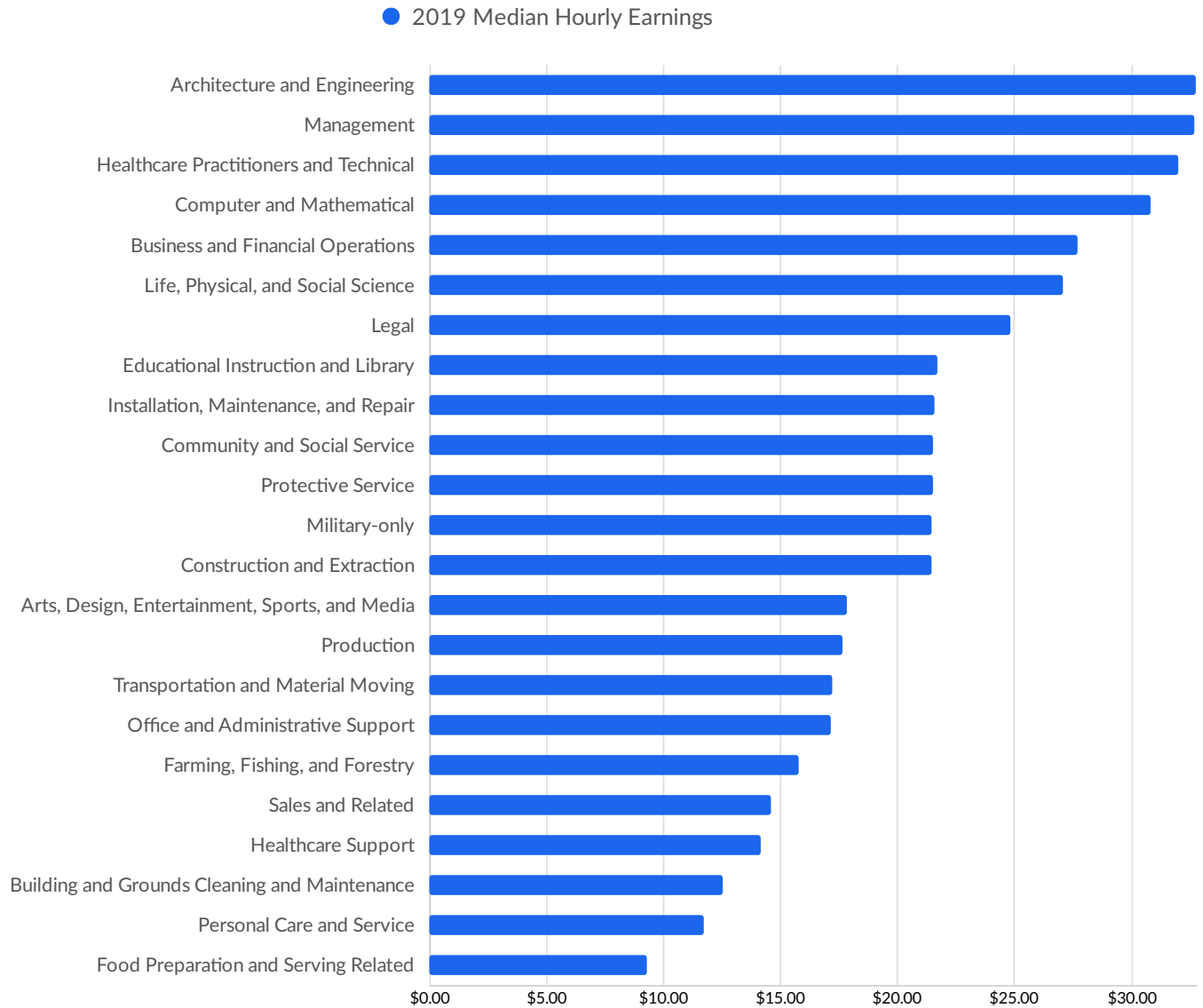
Top Growing Occupations



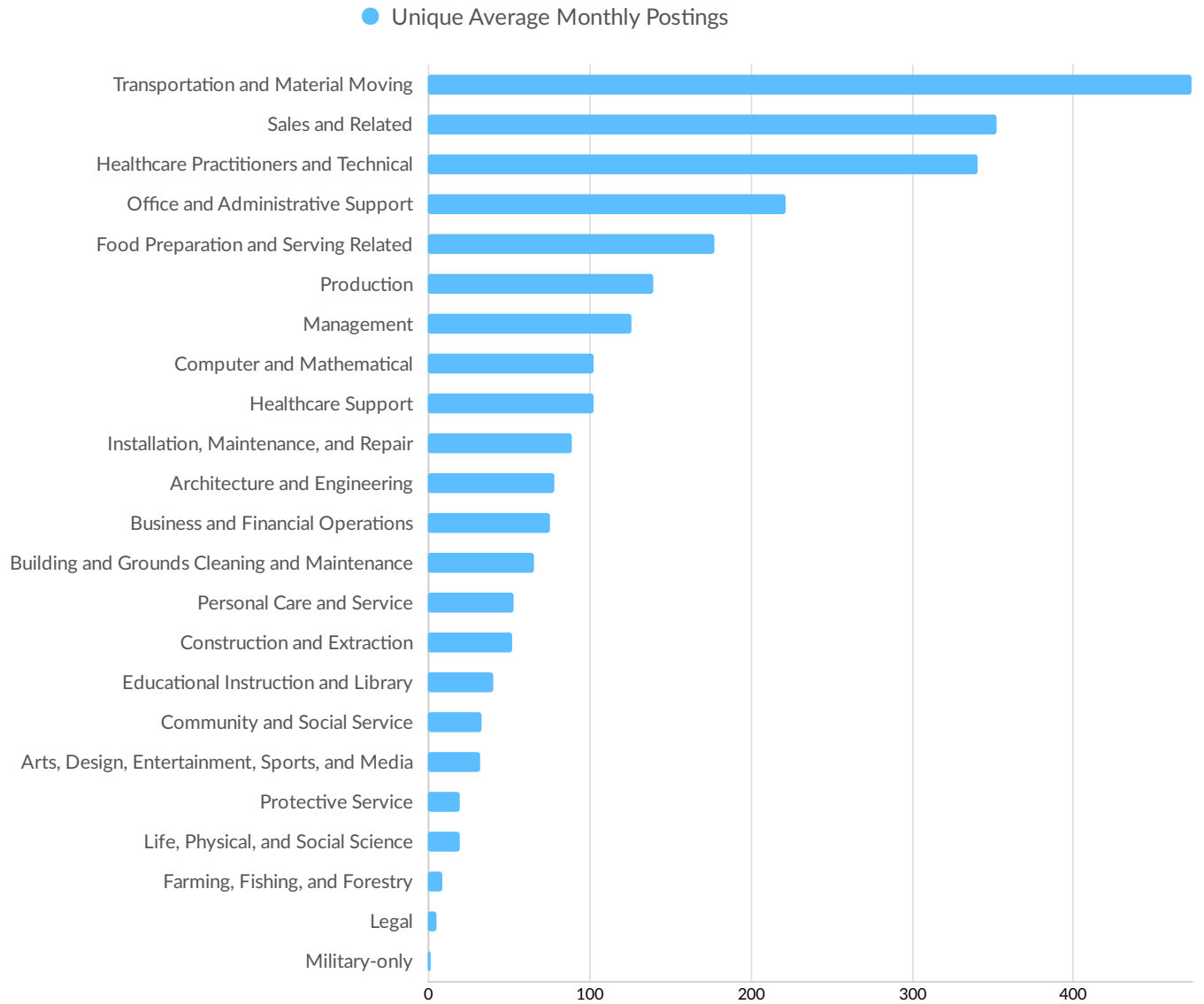
Top Occupation LQ



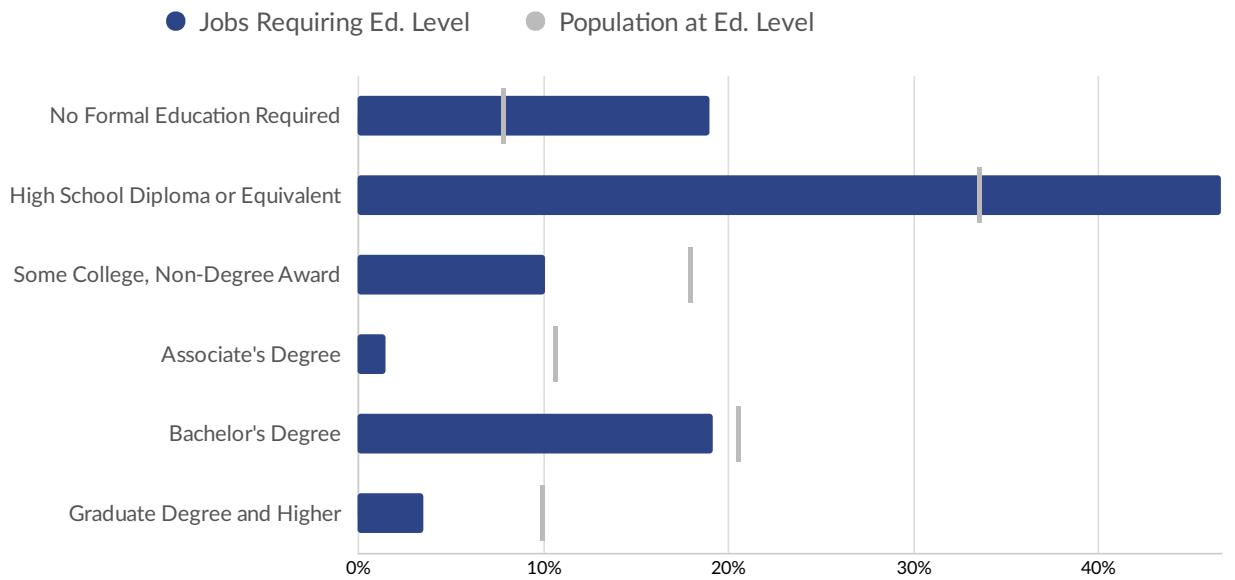
Top Occupation Earnings



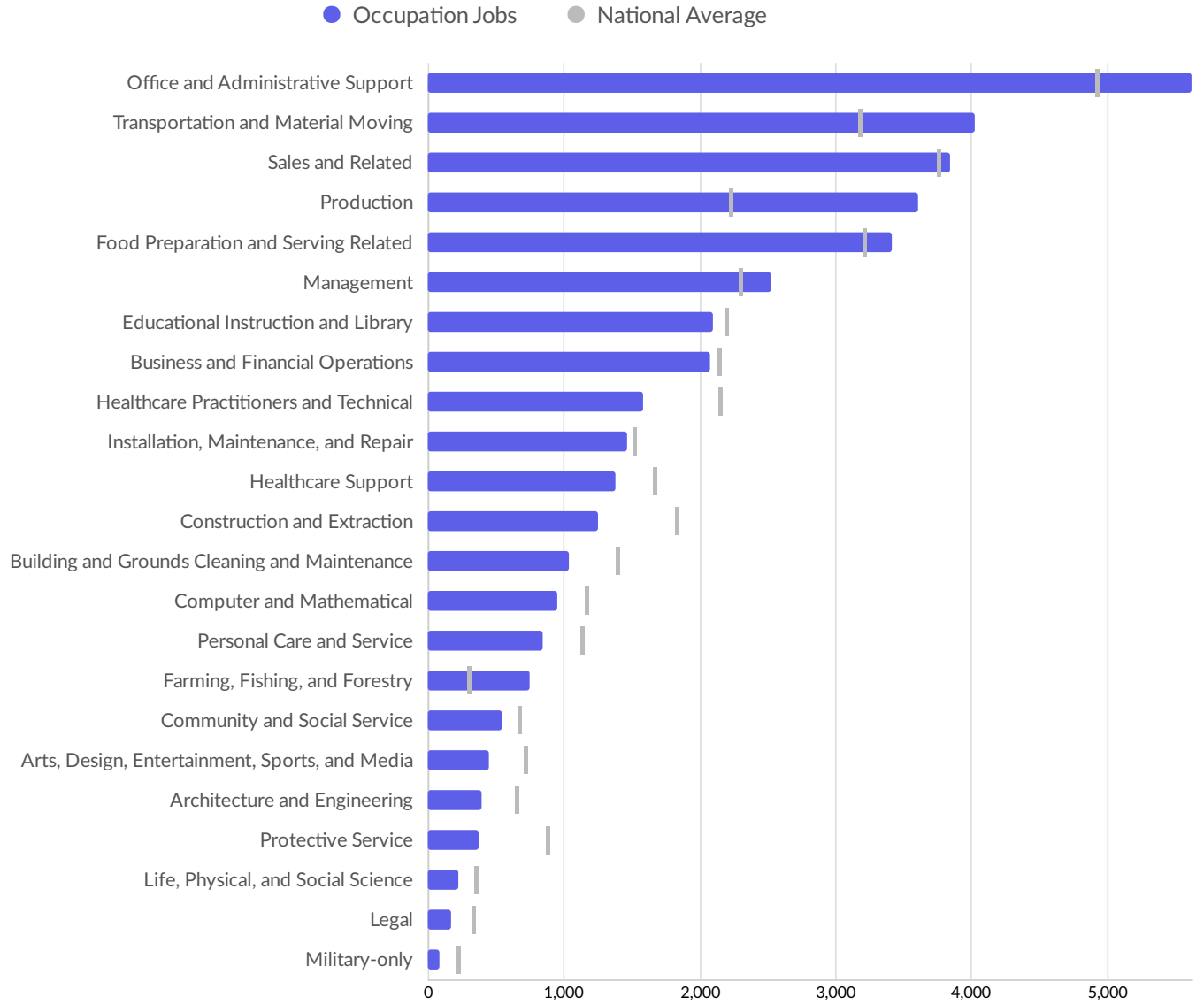
Top Posted Occupations



Underemployment

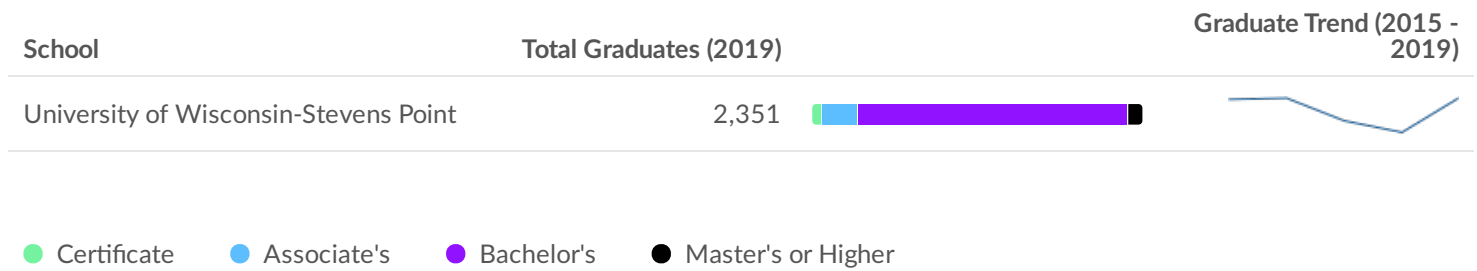


Largest Occupations



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

