Portage County, WI

North Central Wisconsin Regional Planning Commission

NCWRPC

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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

70,980

Population (2020)

Population **grew by 460** over the last 5 years and is projected to **grow by 228** over the next 5 years.

37,847

Total Regional Employment

Jobs **decreased by 1,027** over the last 5 years but are projected to **grow by 622** over the next 5 years.

$58.9K

Median Household Income (2019)

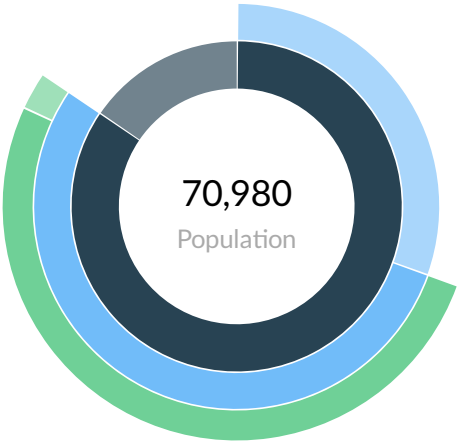
Median household income is **$4.0K below** the national median household income of $62.8K.

Takeaways

- As of 2020 the region's population **increased by 0.7%** since 2015, growing by 460. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 228.
- From 2015 to 2020, jobs **declined by 2.6%** in Portage County, WI from 38,874 to **37,847**. This change **fell short of the national growth rate of 3.1% by 5.7%**. As the number of jobs declined, the **labor force participation rate decreased from 67.2% to 64.0% between 2015 and 2020**.
- Concerning educational attainment, **23.7% of Portage County, WI residents possess a Bachelor's Degree** (3.6% above the national average), and **11.0% 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	70,980	38,353	37,847	99.1	$3.95B	$5.40B	$5.07B
NCWRPC	440,608	224,830	222,893	99.4	$21.99B	$30.45B	$28.78B
Wisconsin	5,844,919	3,094,138	3,117,826	100.0	$333.28B	$320.20B	$341.40B

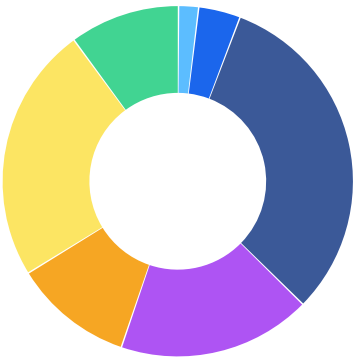
2020 Labor Force Breakdown



	Population
Total Working Age Population	59,942
Not in Labor Force (15+)	21,589
Labor Force	38,353
Employed	36,504
Unemployed	1,849
Under 15	11,037

Educational Attainment

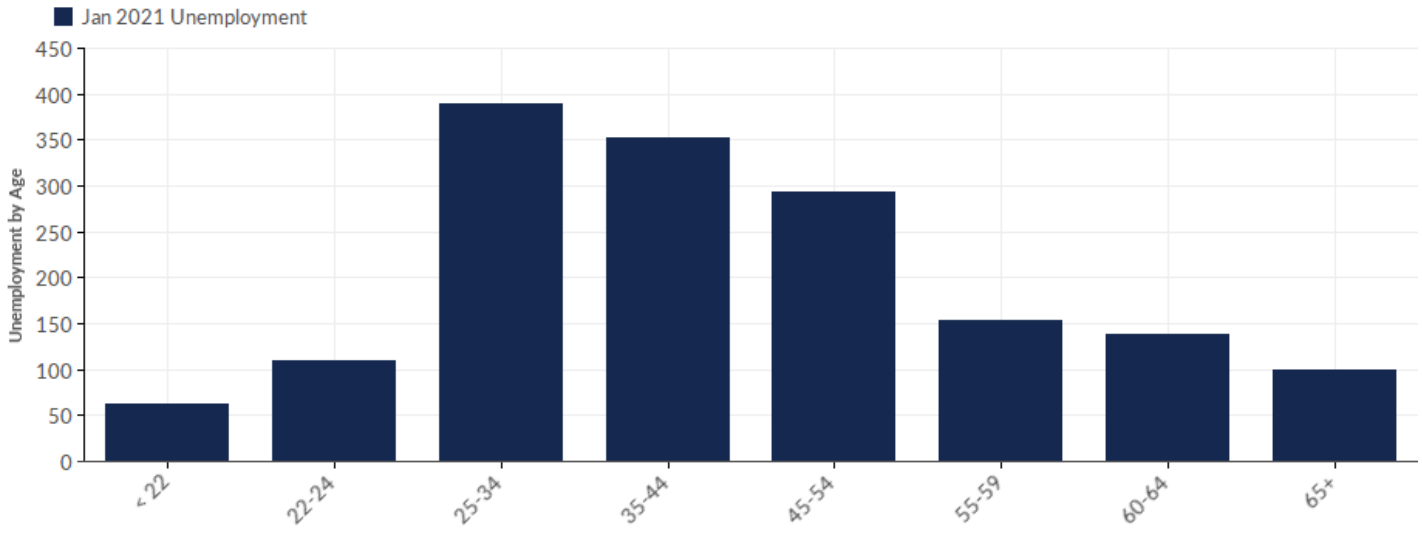
Concerning educational attainment, **23.7% of Portage County, WI residents possess a Bachelor's Degree** (3.6% above the national average), and **11.0% hold an Associate's Degree** (2.4% above the national average).



	% of Population	Population
Less Than 9th Grade	1.8%	855
9th Grade to 12th Grade	3.9%	1,793
High School Diploma	31.6%	14,653
Some College	17.9%	8,283
Associate's Degree	11.0%	5,111
Bachelor's Degree	23.7%	10,985
Graduate Degree and Higher	10.2%	4,713

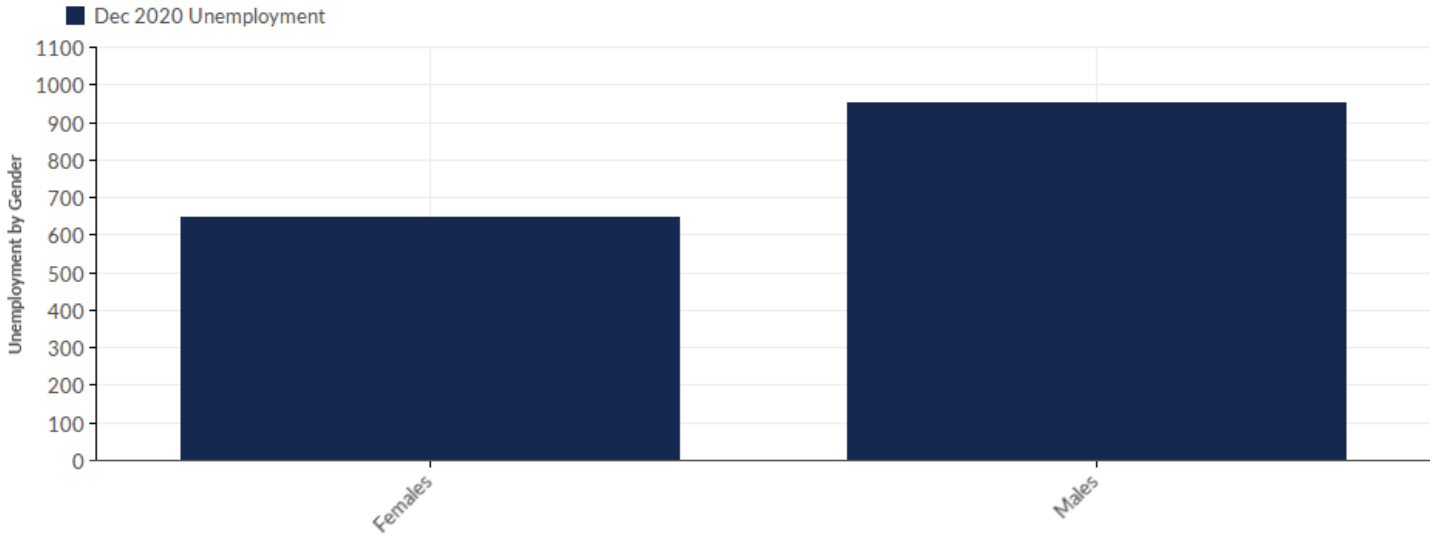
Unemployment by Demographics

Unemployment by Age



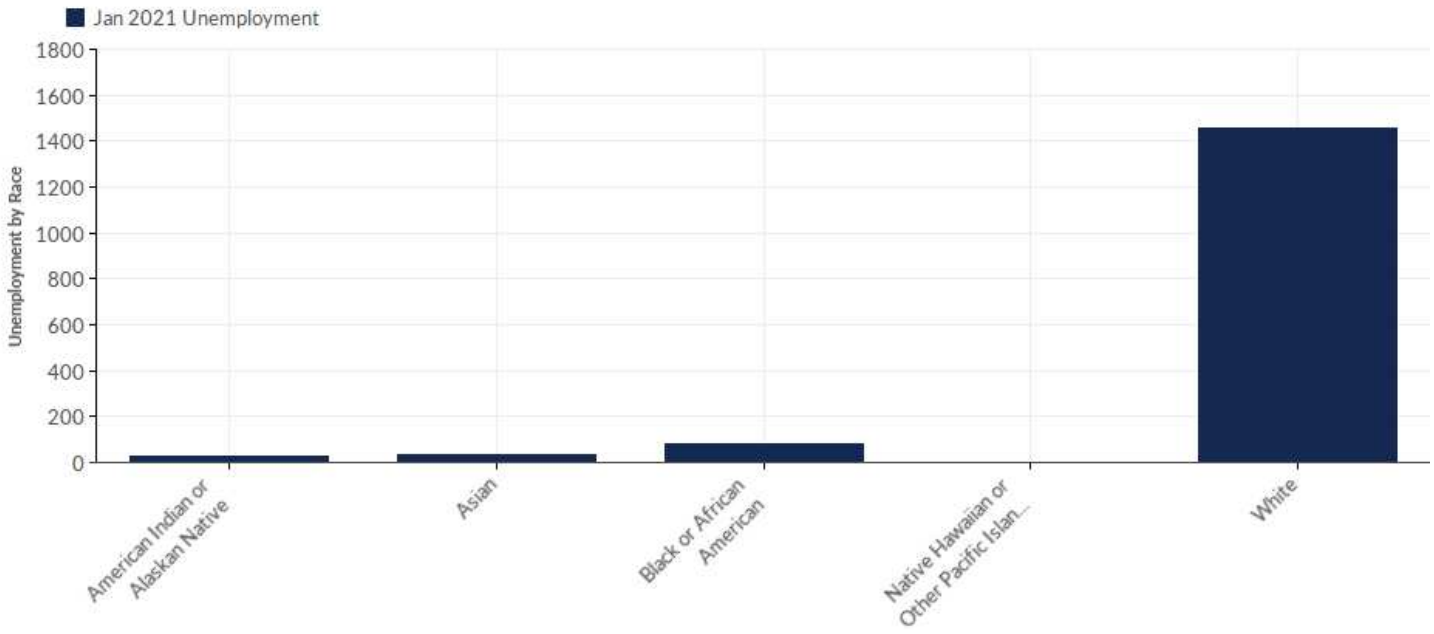
Age	Unemployment (Jan 2021)	% of Age Cohort
< 22	62	3.88%
22-24	109	6.82%
25-34	390	24.41%
35-44	352	22.03%
45-54	294	18.40%
55-59	153	9.57%
60-64	138	8.64%
65+	100	6.26%
Total	1,598	100.00%

Unemployment by Gender



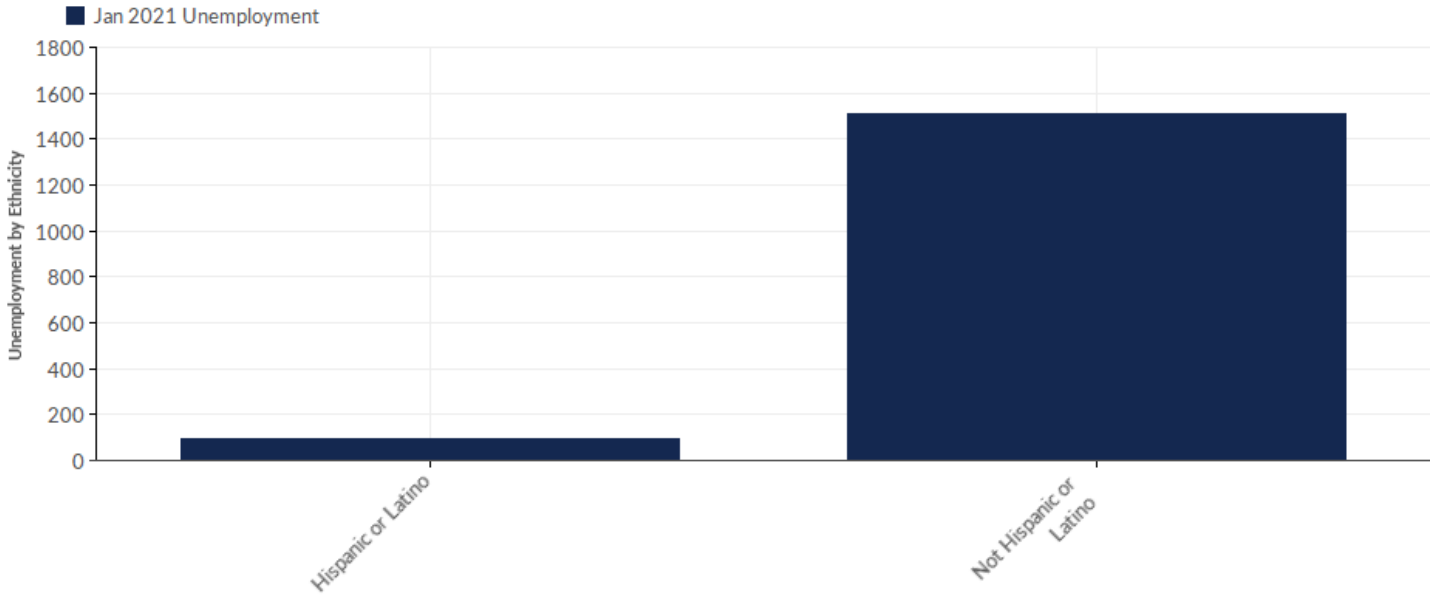
Gender	Unemployment (Dec 2020)	% of Age Cohort
Females	647	40.49%
Males	951	59.51%
Total	1,598	100.00%

Unemployment by Race



Race	Unemployment (Jan 2021)	% of Age Cohort
American Indian or Alaskan Native	25	1.56%
Asian	32	2.00%
Black or African American	82	5.13%
Native Hawaiian or Other Pacific Islander	1	0.06%
White	1,458	91.24%
Total	1,598	100.00%

Unemployment by Ethnicity

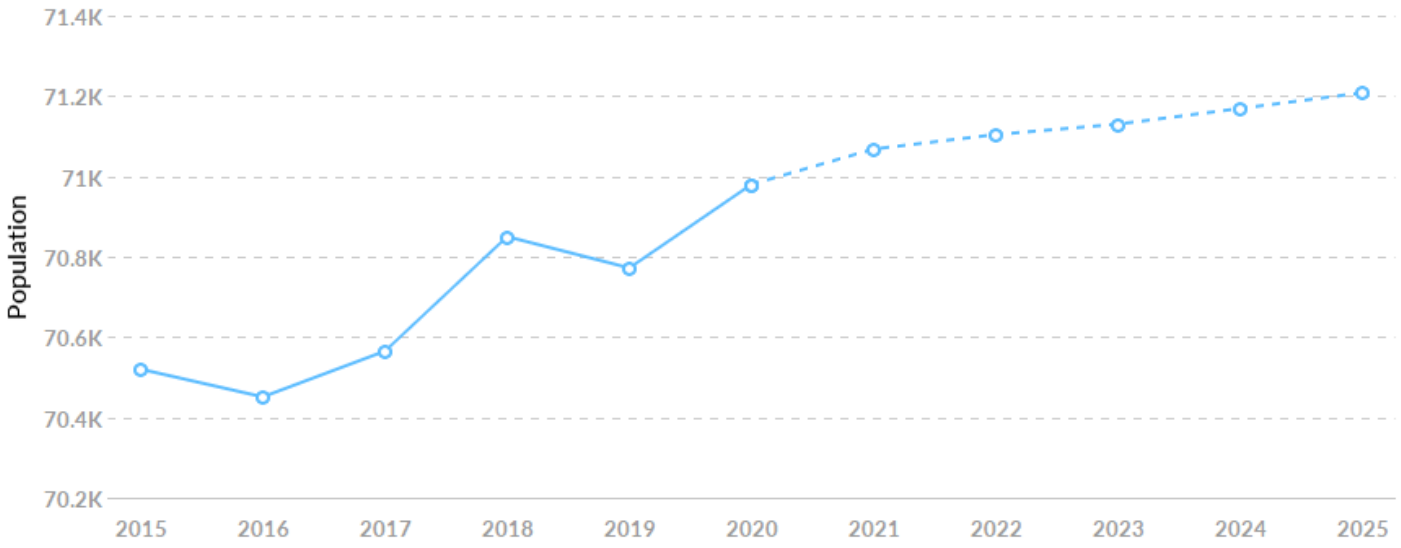


Ethnicity	Unemployment (Jan 2021)	% of Age Cohort
Hispanic or Latino	91	5.69%
Not Hispanic or Latino	1,507	94.31%
Total	1,598	100.00%

Historic & Projected Trends

Population Trends

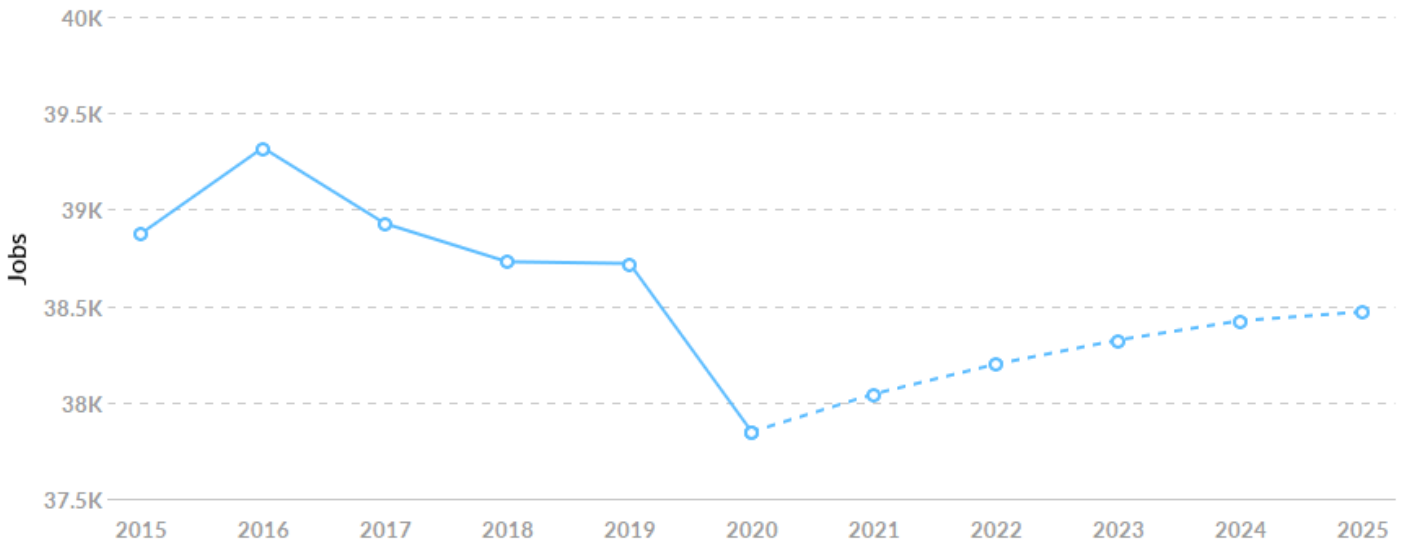
As of 2020 the region's population **increased by 0.7%** since 2015, growing by 460. Population is expected to **increase by 0.3%** between 2020 and 2025, adding 228.



Timeframe	Population
2015	70,520
2016	70,451
2017	70,565
2018	70,850
2019	70,772
2020	70,980
2021	71,068
2022	71,104
2023	71,130
2024	71,169
2025	71,208

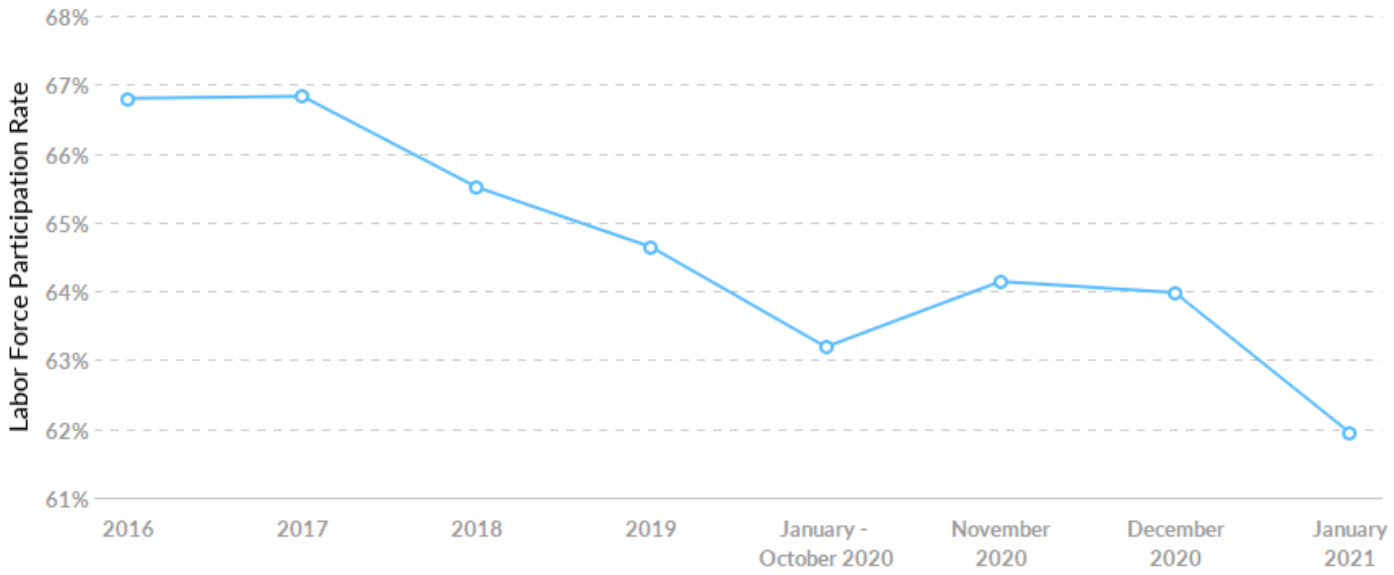
Job Trends

From 2015 to 2020, jobs **declined by 2.6%** in Portage County, WI from 38,874 to **37,847**. This change **fell short of the national growth rate of 3.1% by 5.7%**.



Timeframe	Jobs
2015	38,874
2016	39,320
2017	38,927
2018	38,729
2019	38,720
2020	37,847
2021	38,043
2022	38,198
2023	38,323
2024	38,423
2025	38,469

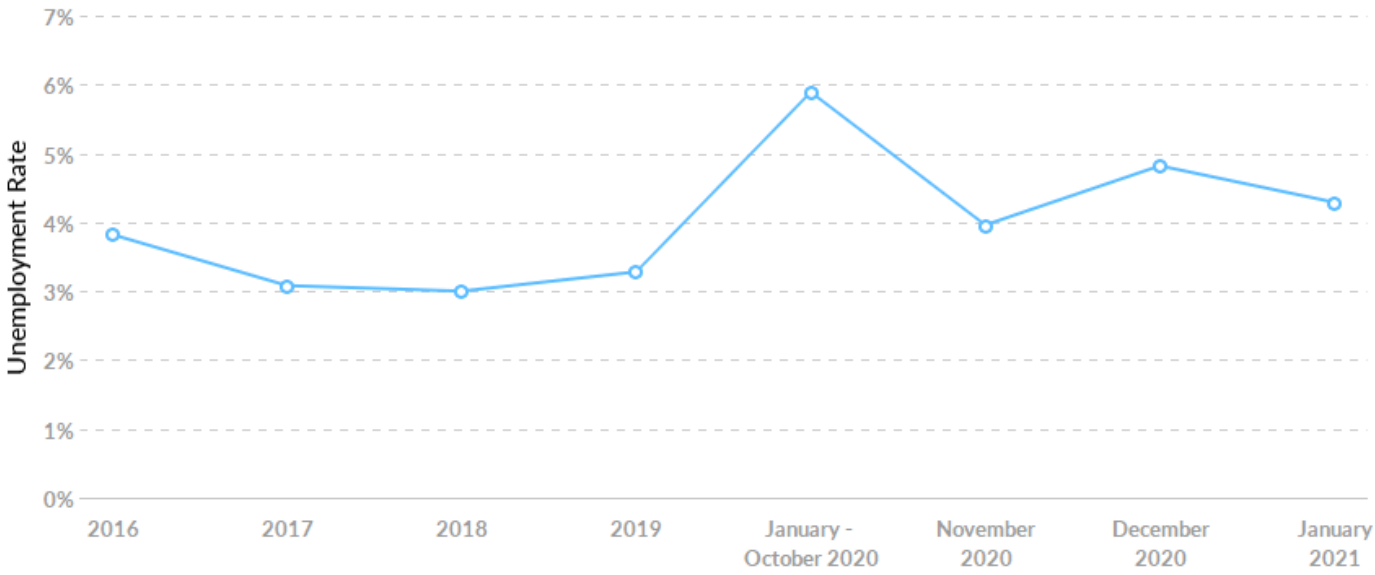
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	66.80%
2017	66.83%
2018	65.51%
2019	64.64%
January - October 2020	63.19%
November 2020	64.14%
December 2020	63.98%
January 2021	61.95%

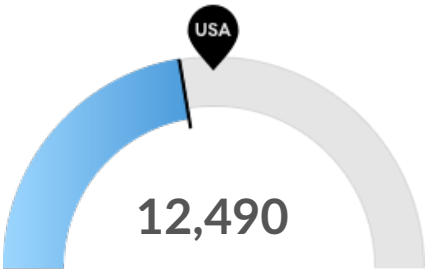
Unemployment Rate Trends

Portage County, WI had a January 2021 unemployment rate of 4.29%, **increasing from 3.82%** 5 years before.



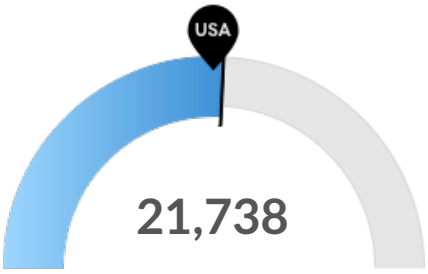
Timeframe	Unemployment Rate
2016	3.82%
2017	3.08%
2018	3.00%
2019	3.28%
January - October 2020	5.89%
November 2020	3.96%
December 2020	4.82%
January 2021	4.29%

Population Characteristics



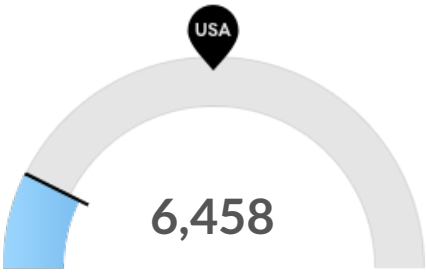
Millennials

Portage County, WI has 12,490 millennials (ages 25-39). The national average for an area this size is 14,592.



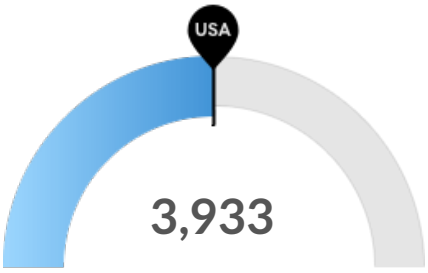
Retiring Soon

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 21,738 here.



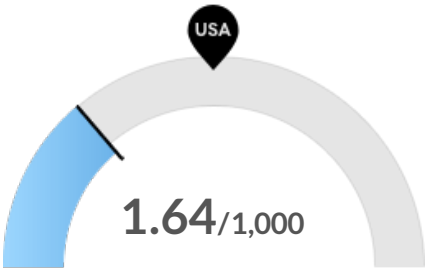
Racial Diversity

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 6,458 here.



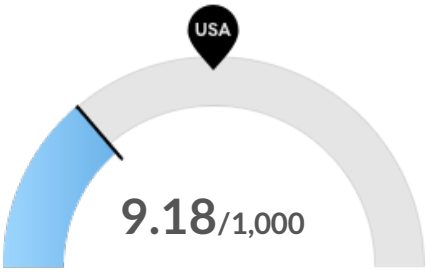
Veterans

Portage County, WI has 3,933 veterans. The national average for an area this size is 3,931.



Violent Crime

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

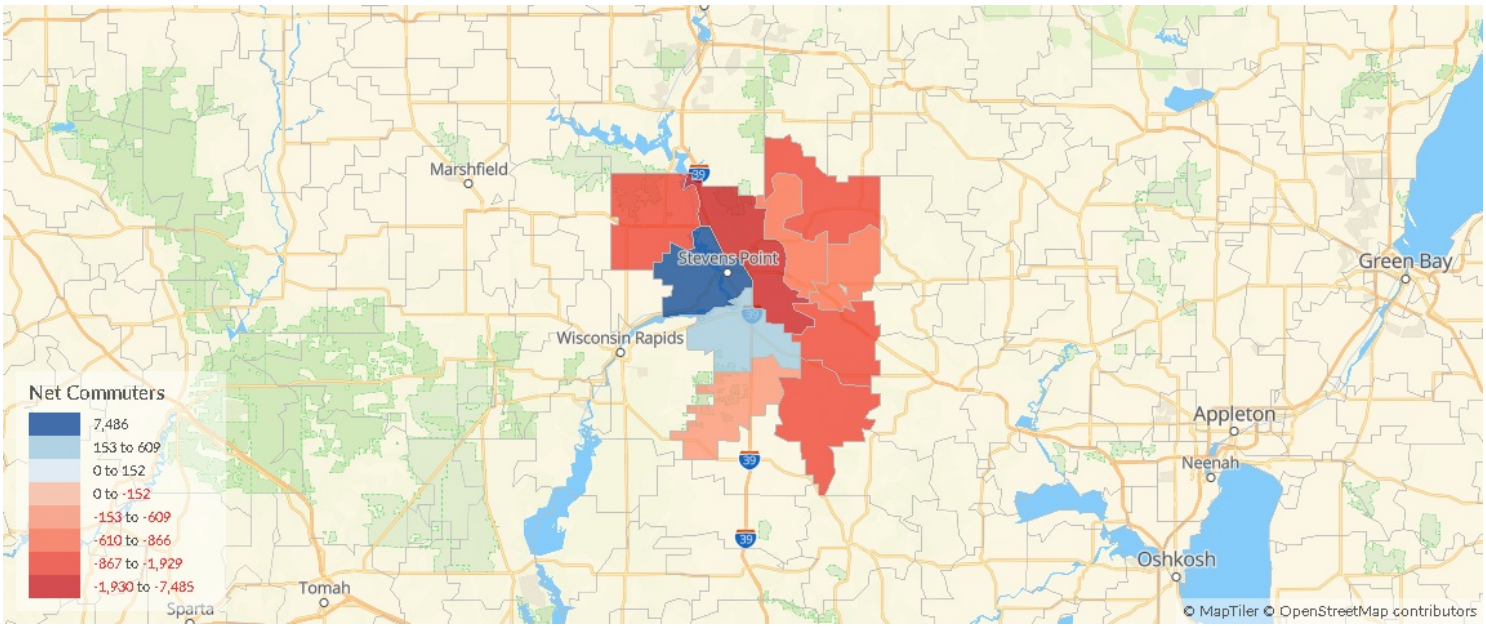


Property Crime

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...	22,249
54467	Plover, WI (in Portage c...	8,374
54482	Stevens Point, WI (in Po...	3,085
54406	Amherst, WI (in Portage...	1,157
54921	Bancroft, WI (in Portage...	891

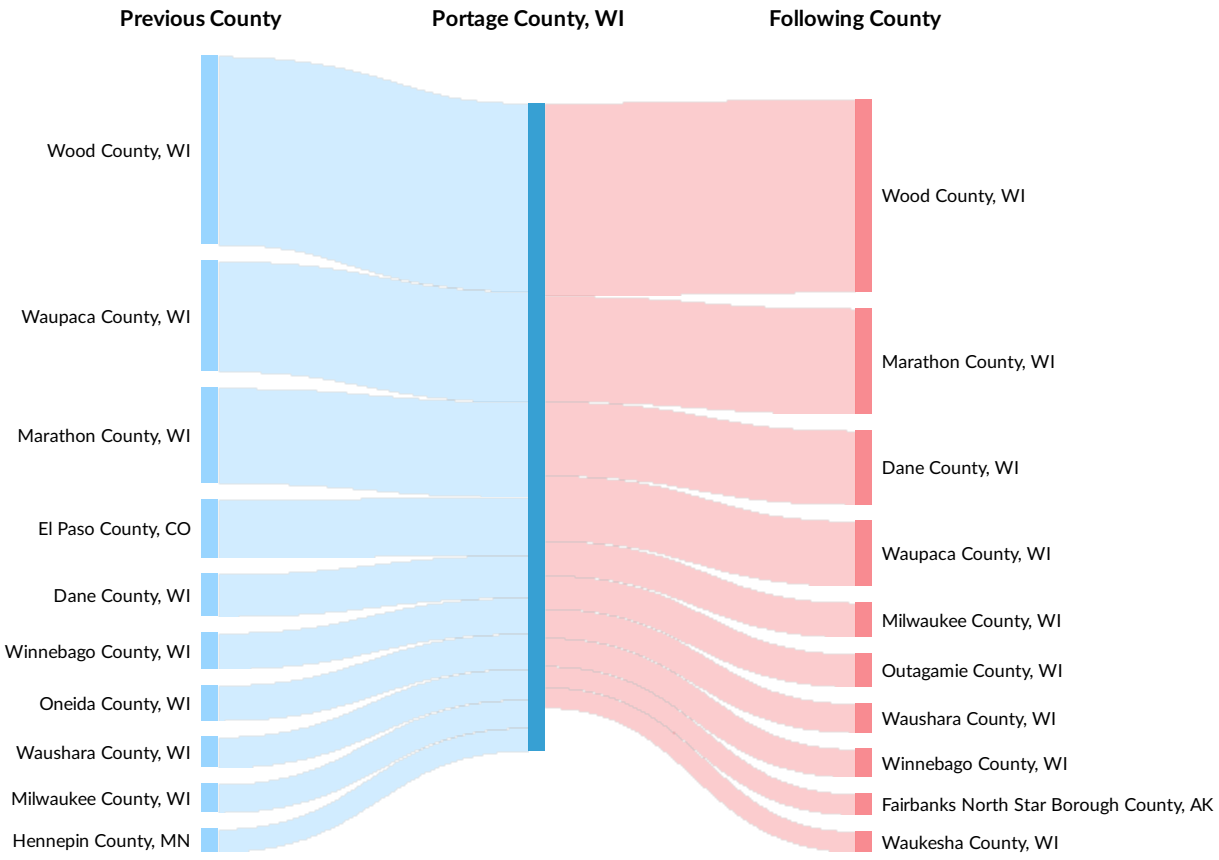
Where Talent Lives

ZIP	Name	2020 Workers
54481	Stevens Point, WI (in Po...	14,764
54467	Plover, WI (in Portage c...	8,221
54482	Stevens Point, WI (in Po...	5,015
54406	Amherst, WI (in Portage...	2,109
54443	Junction City, WI (in Por...	1,457

Inbound and Outbound Migration

The table below analyzes past and current residents of Portage County, WI. The left column shows residents of other counties migrating to Portage County, WI. The right column shows residents migrating from Portage County, WI to other counties.

As of 2018, 419 people have migrated from Wood County, WI to Portage County, WI. In the same year, 429 people left Portage County, WI migrating to Wood County, WI. The total Net Migration for Portage County, WI in 2018 was 176.



Top Previous Counties	Migrations
Wood County, WI	419
Waupaca County, WI	246
Marathon County, WI	212
El Paso County, CO	129
Dane County, WI	95
Winnebago County, WI	80

Top Previous Counties	Migrations
Oneida County, WI	78
Waushara County, WI	68
Milwaukee County, WI	63
Hennepin County, MN	51
Calumet County, WI	50
Rock County, WI	48
Outagamie County, WI	42
Onslow County, NC	42
Allegheny County, PA	41
Orange County, FL	36
McHenry County, IL	34
Pierce County, WA	33
Cook County, IL	32
King County, WA	31
Racine County, WI	31
Olmsted County, MN	31
Russell County, AL	28
Brown County, WI	28
St. Croix County, WI	27
Marquette County, MI	26
Dakota County, MN	25
Waukesha County, WI	24
Grant County, WI	20
Washington County, UT	20
Clark County, WI	18
Johnson County, TX	17

Top Previous Counties	Migrations
Bayfield County, WI	17
Martin County, FL	16
Eau Claire County, WI	16
Multnomah County, OR	16
Ramsey County, MN	16
Philadelphia County, PA	16
Latah County, ID	16
Ashland County, WI	14
McCurtain County, OK	14
Dodge County, WI	13
Vilas County, WI	13
McLean County, IL	13
Richland County, WI	11
Dunn County, WI	11
Juneau County, WI	11
Oconto County, WI	11
Suffolk County, MA	11
Washington County, WI	11
Sauk County, WI	10
Kenosha County, WI	10
Cottonwood County, MN	10
Hendry County, FL	10
York County, PA	10
Cape May County, NJ	9
Lake County, IN	9
Muscogee County, GA	9

Top Previous Counties	Migrations
Denver County, CO	9
Jefferson County, WI	7
Lincoln County, WI	7
Shawano County, WI	7
Walworth County, WI	7
Green Lake County, WI	7
Wabash County, IN	6
Douglas County, NE	6
Pepin County, WI	6
Adams County, WI	6
Washoe County, NV	6
Chippewa County, WI	5
Winneshiek County, IA	5
Rusk County, WI	5
Claiborne County, TN	5
Taylor County, WI	5
Polk County, IA	5
Dubuque County, IA	4
Forest County, WI	4
La Crosse County, WI	4
Manitowoc County, WI	4
York County, ME	4
Marinette County, WI	4
Vernon County, WI	4
Vanderburgh County, IN	3
Delaware County, IN	3

Top Previous Counties	Migrations
Douglas County, WI	3
Iowa County, WI	3
Iron County, WI	2
Richland County, SC	2
Monroe County, WI	2
Tulsa County, OK	2
Steele County, MN	2
Weld County, CO	2
Woodbury County, IA	2
Gunnison County, CO	2
Washburn County, WI	1
Fond du Lac County, WI	1
Langlade County, WI	1
Ingham County, MI	1
Florence County, WI	1
Menominee County, MI	1
Lafayette County, WI	1
Sawyer County, WI	1
Jackson County, WI	1
Price County, WI	0
Brookings County, SD	0
Anderson County, KY	0
Schuyler County, IL	0
Mecklenburg County, VA	0

Top Following Counties	Migrations
Wood County, WI	429

Top Following Counties	Migrations
Marathon County, WI	235
Dane County, WI	165
Waupaca County, WI	145
Milwaukee County, WI	77
Outagamie County, WI	74
Waushara County, WI	65
Winnebago County, WI	63
Fairbanks North Star Borough County, AK	47
Waukesha County, WI	46
Brown County, WI	44
Curry County, OR	43
Hidalgo County, TX	42
Shawano County, WI	41
Eau Claire County, WI	33
La Salle County, IL	31
Cook County, IL	31
Ozaukee County, WI	30
Jackson County, NC	29
Oneida County, WI	26
Pinellas County, FL	25
Pueblo County, CO	23
Sumter County, SC	22
Langlade County, WI	20
Sheboygan County, WI	20
Delta County, MI	18
Dakota County, MN	18

Top Following Counties	Migrations
Cass County, MN	17
Marinette County, WI	17
Door County, WI	16
Douglas County, WI	16
Dodge County, WI	16
Prince William County, VA	16
Washington County, WI	15
Bernalillo County, NM	15
Racine County, WI	15
Travis County, TX	15
Harris County, TX	15
Manitowoc County, WI	14
York County, NE	14
McHenry County, IL	13
Washington County, MN	13
Fond du Lac County, WI	13
Calumet County, WI	12
St. Croix County, WI	11
Iowa County, WI	11
Dunn County, WI	11
Onslow County, NC	11
Freeborn County, MN	10
Polk County, WI	10
Kendall County, IL	10
Forest County, WI	10
Marquette County, WI	10

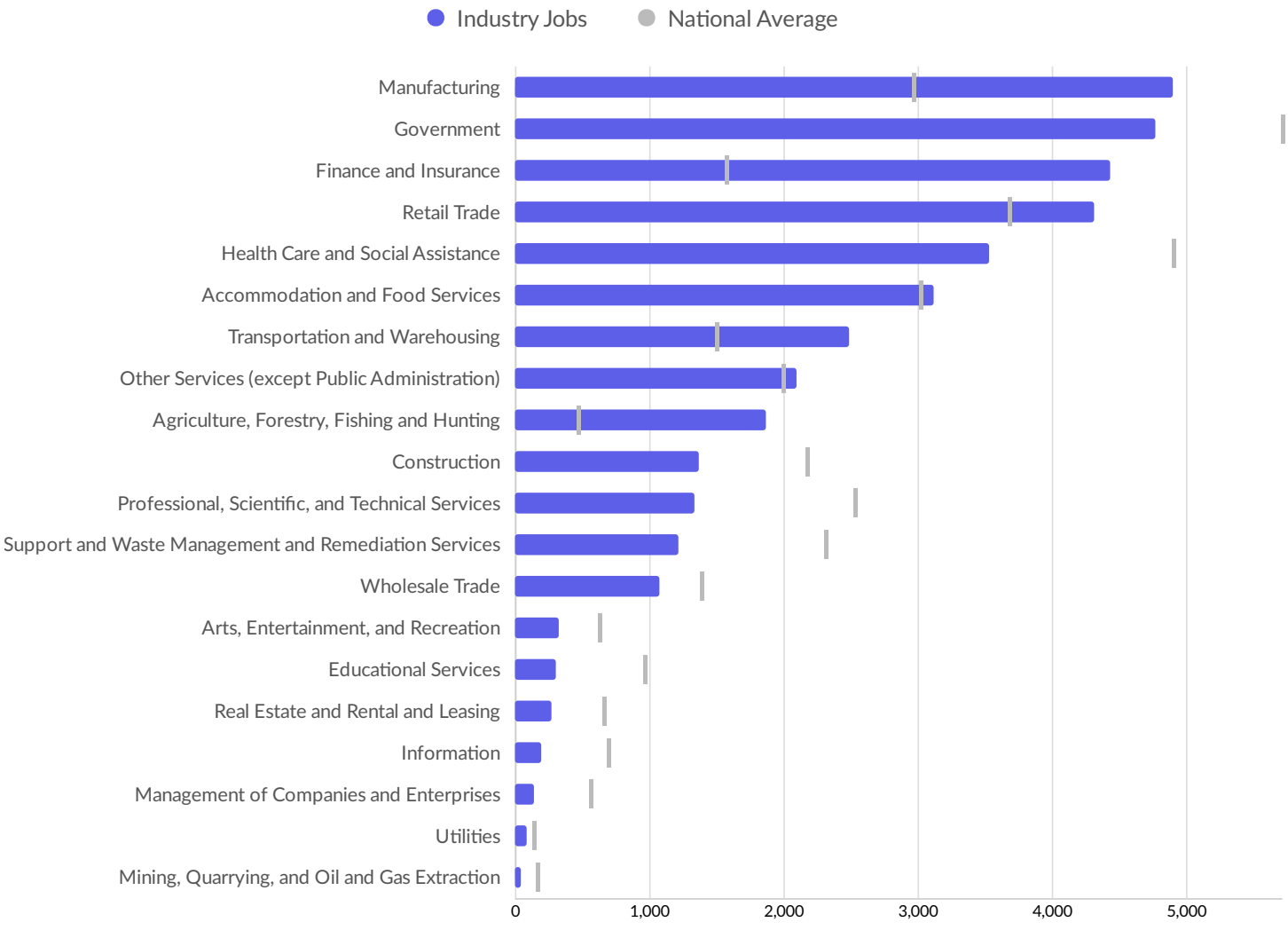
Top Following Counties	Migrations
Adams County, WI	9
Price County, WI	9
Kewaunee County, WI	9
El Paso County, CO	9
Chisago County, MN	9
Taylor County, WI	8
Scott County, IA	8
Olmsted County, MN	8
Itasca County, MN	8
Jackson County, WI	8
Prince George's County, MD	8
DuPage County, IL	7
De Witt County, IL	7
Durham County, NC	7
Lincoln County, WI	7
Koochiching County, MN	7
Houston County, MN	6
Hennepin County, MN	6
Columbia County, WI	6
Wright County, MN	5
Grand Forks County, ND	5
Morrison County, MN	5
Sauk County, WI	5
Rock County, WI	5
Kitsap County, WA	4
Buffalo County, WI	4

Top Following Counties	Migrations
La Crosse County, WI	4
Monroe County, WI	4
Stevens County, MN	4
Carver County, MN	4
McLeod County, MN	4
Los Angeles County, CA	3
King County, WA	3
Mohave County, AZ	3
Wabasha County, MN	3
Leavenworth County, KS	3
Ashland County, WI	3
Trempealeau County, WI	3
Jefferson County, WI	3
Rusk County, WI	3
Walworth County, WI	3
Chippewa County, WI	2
Winnebago County, IL	2
Crawford County, WI	2
Lane County, OR	2
Clark County, WA	2
Yellowstone County, MT	2
Vernon Parish, LA	2
Richland County, WI	2
Clark County, WI	2
Green Lake County, WI	1
Vilas County, WI	1

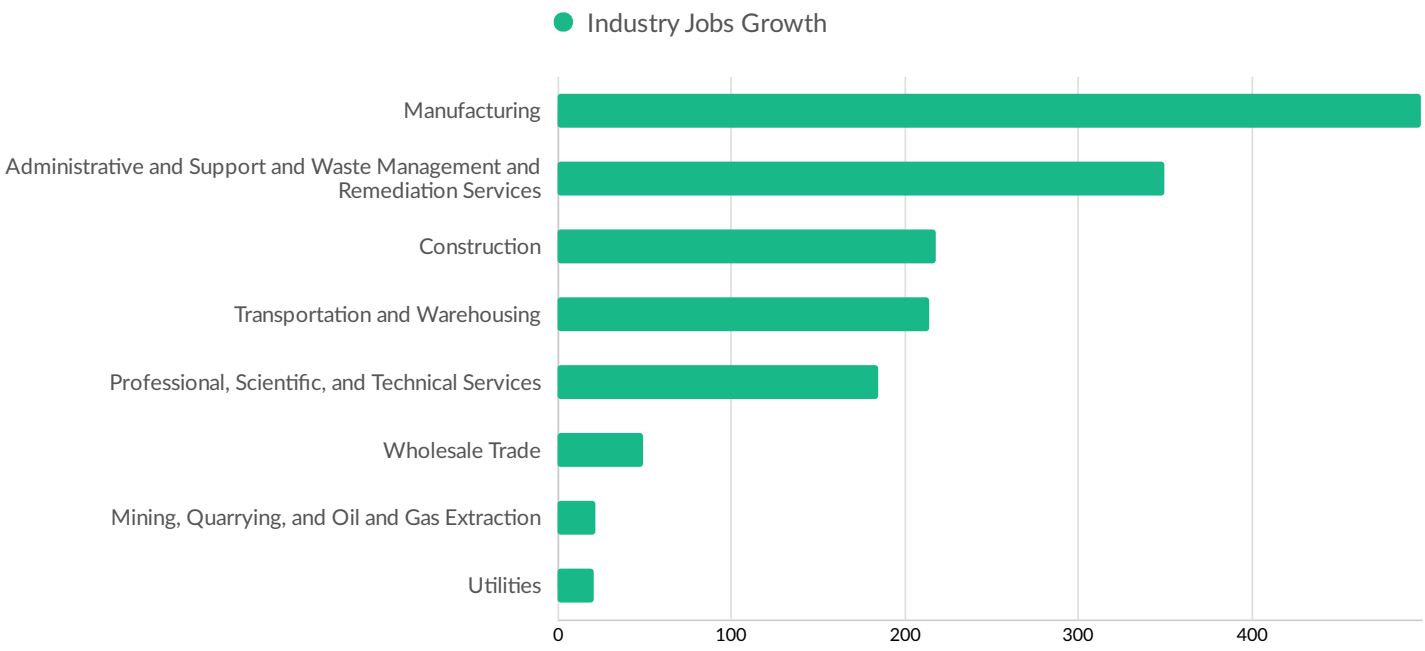
Top Following Counties	Migrations
Green County, WI	1
Kenosha County, WI	1
Florence County, WI	1
Juneau County, WI	1
Burnett County, WI	1
Pulaski County, AR	1

Industry Characteristics

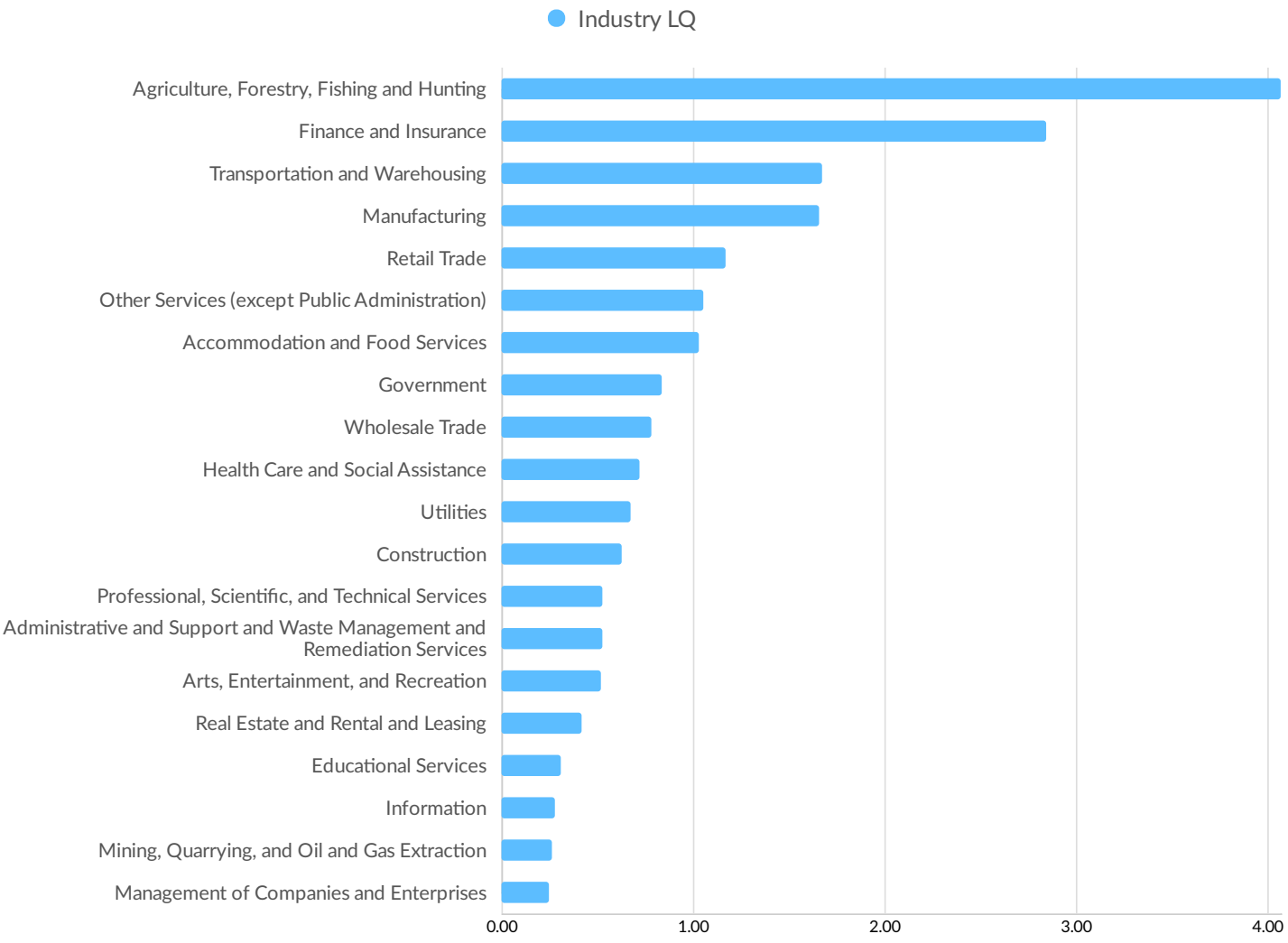
Largest Industries



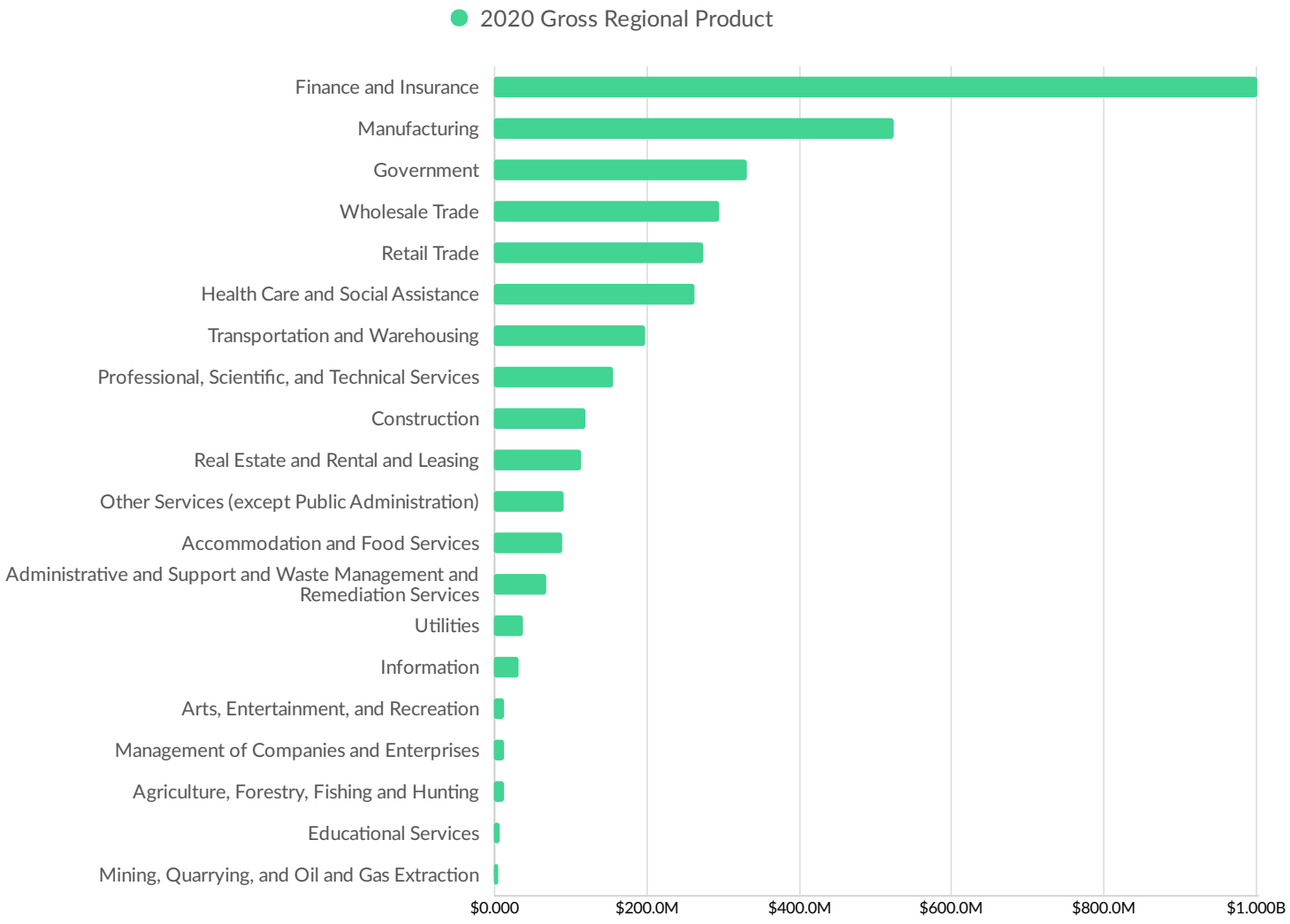
Top Growing Industries



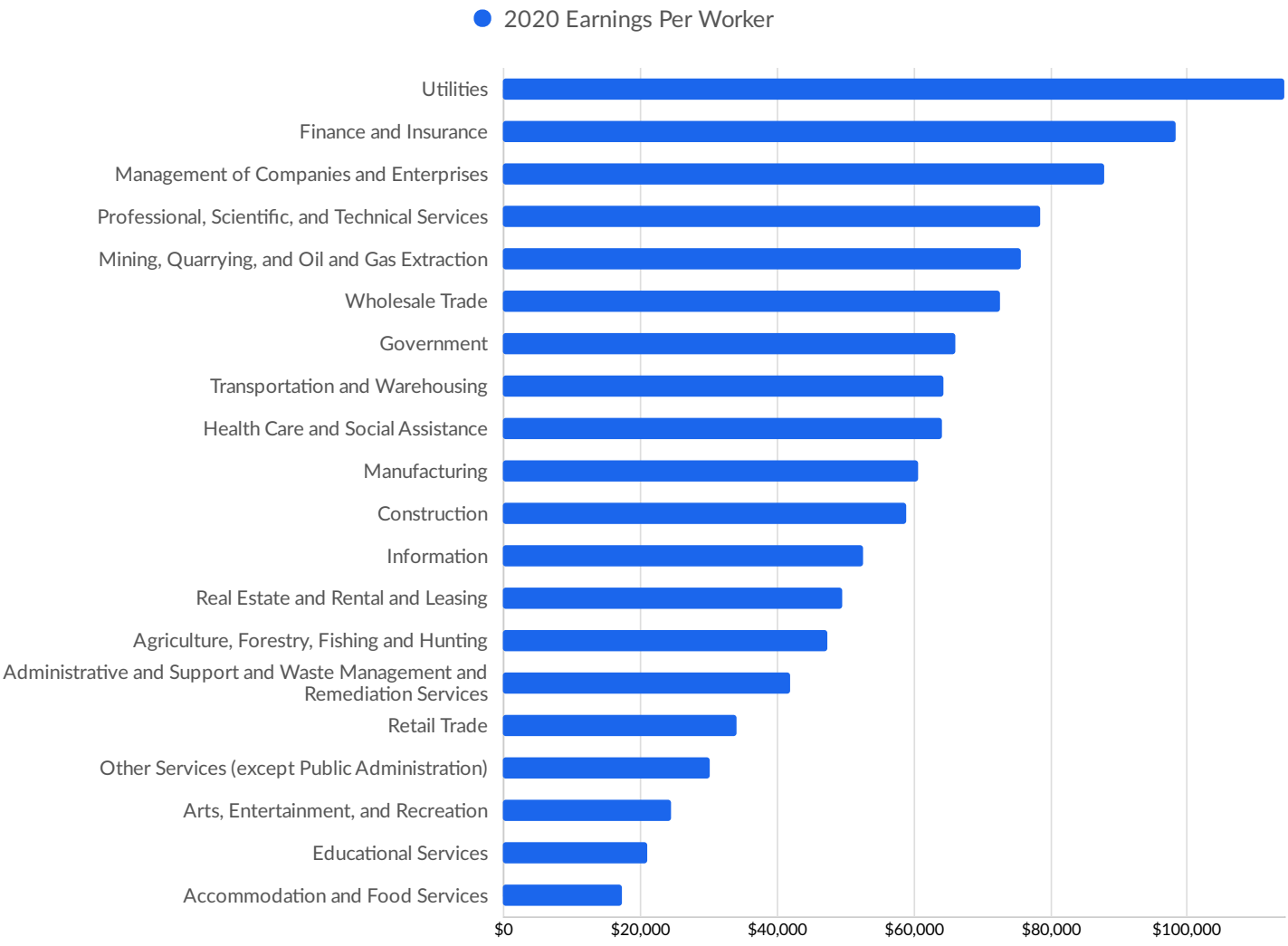
Top Industry LQ



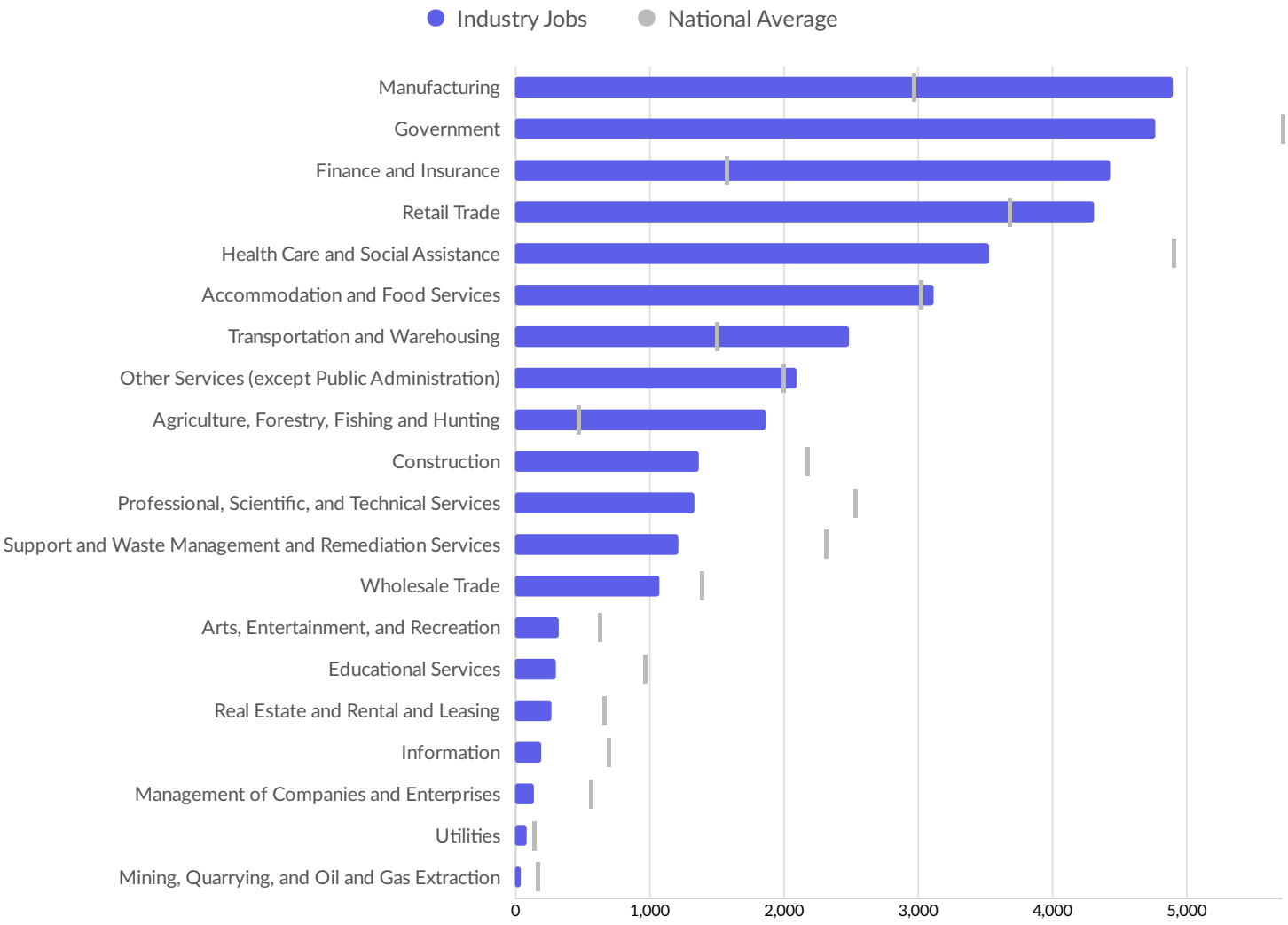
Top Industry GRP



Top Industry Earnings



Largest Industries



Business Characteristics

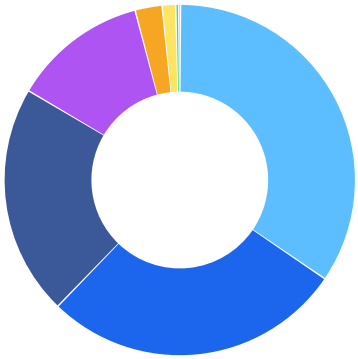
5,000 Companies Employ Your Workers

Online profiles for your workers mention 5,000 companies as employers, with the top 10 appearing below. In the last 12 months, 1,684 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles
Sentry Insurance	1,051
University of Wisconsin Stevens...	815
Stevens Point Area Public Schoo...	378
Skyward Io, Inc.	246
Ministry Health Care, Inc.	154
Associated Banc-Corp	146
Delta Dental Insurance Company	137
Ascension	125
Travel Guard	121
American International Group, I...	113

Top Companies Posting	Unique Postings
Roehl Transport, Inc.	412
Ascension	374
Sentry Insurance	273
U.S. Xpress, Inc.	146
C.R. England, Inc.	143
Remedy Intelligent Staffing	122
Sentry Inc	108
CareInHomes.com	106
American International Group, I...	102
Associated Banc-Corp	102

Business Size

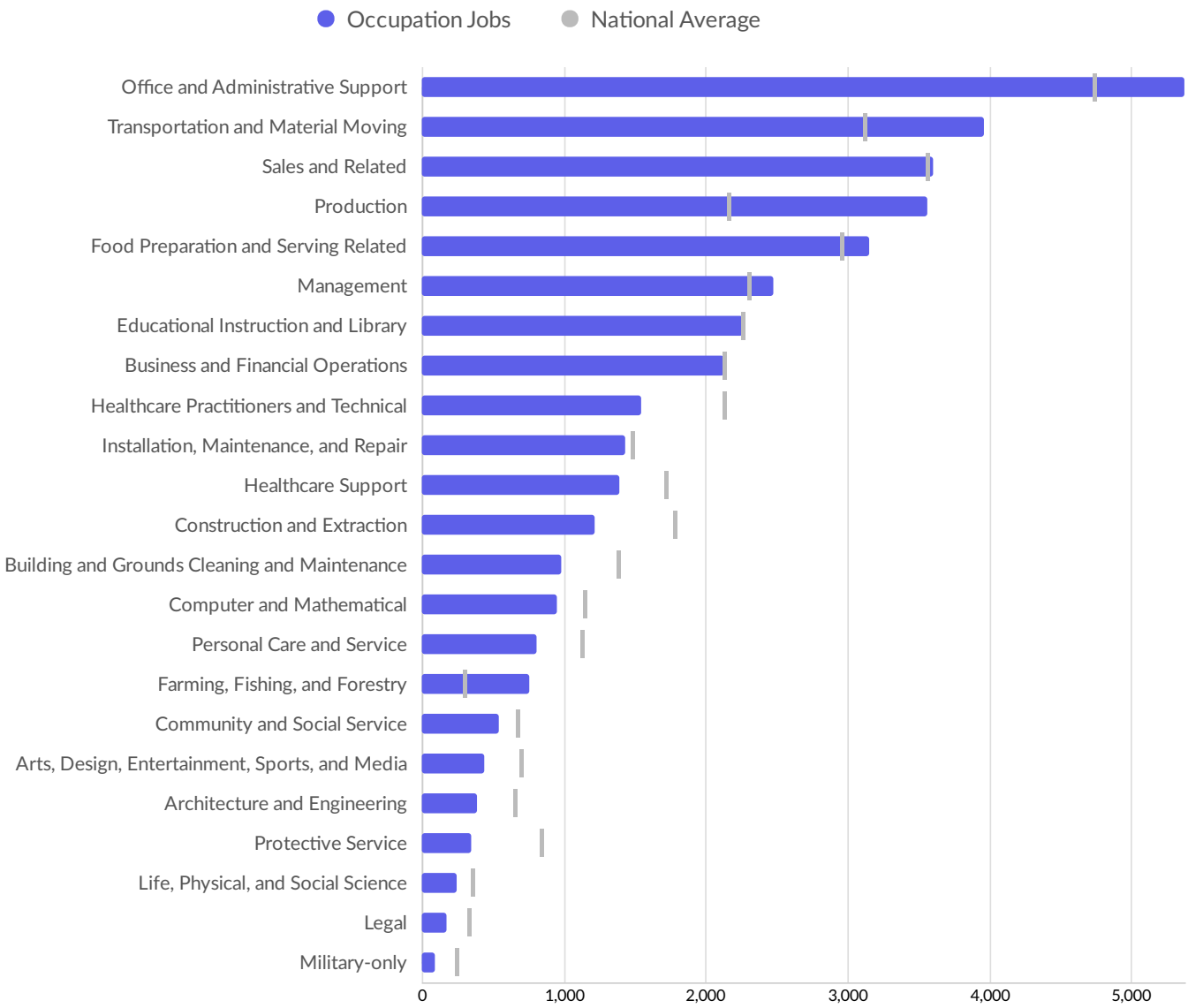


	Percentage	Business Count
1 to 4 employees	34.4%	1,024
5 to 9 employees	27.7%	824
10 to 19 employees	21.3%	632
20 to 49 employees	12.4%	369
50 to 99 employees	2.5%	74
100 to 249 employees	1.2%	37
250 to 499 employees	0.3%	8
500+ employees	0.2%	5

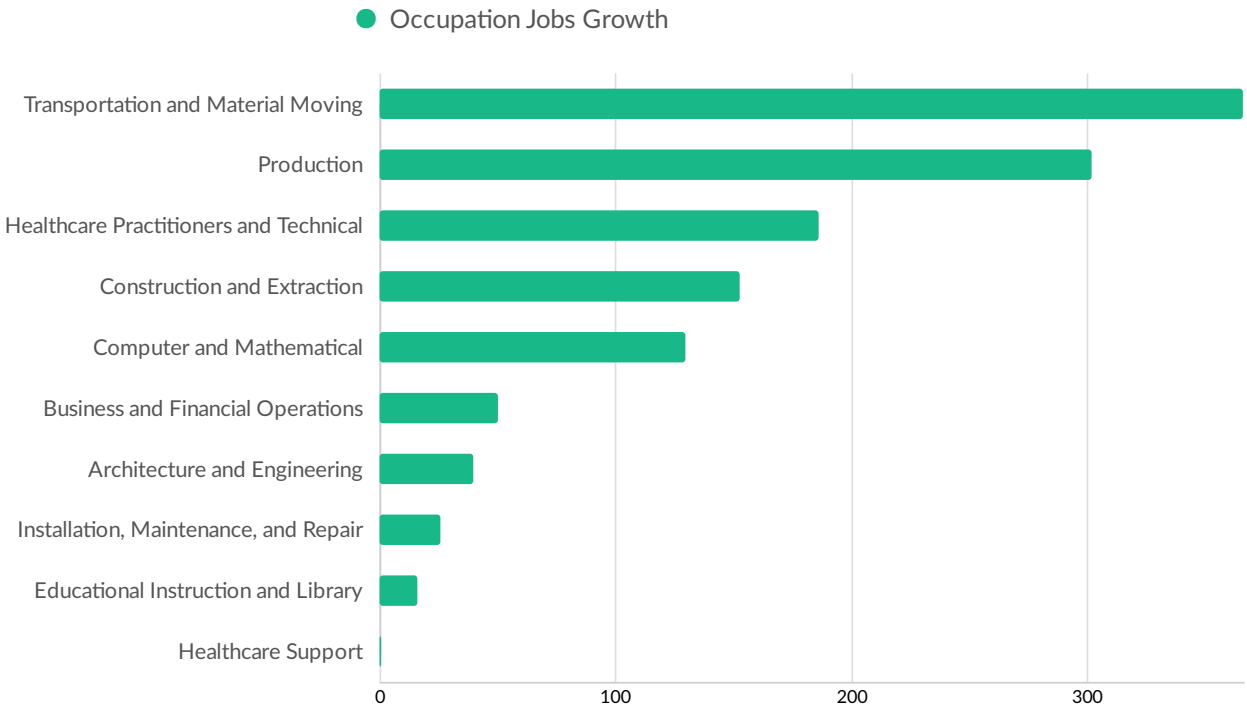
**Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.*

Workforce Characteristics

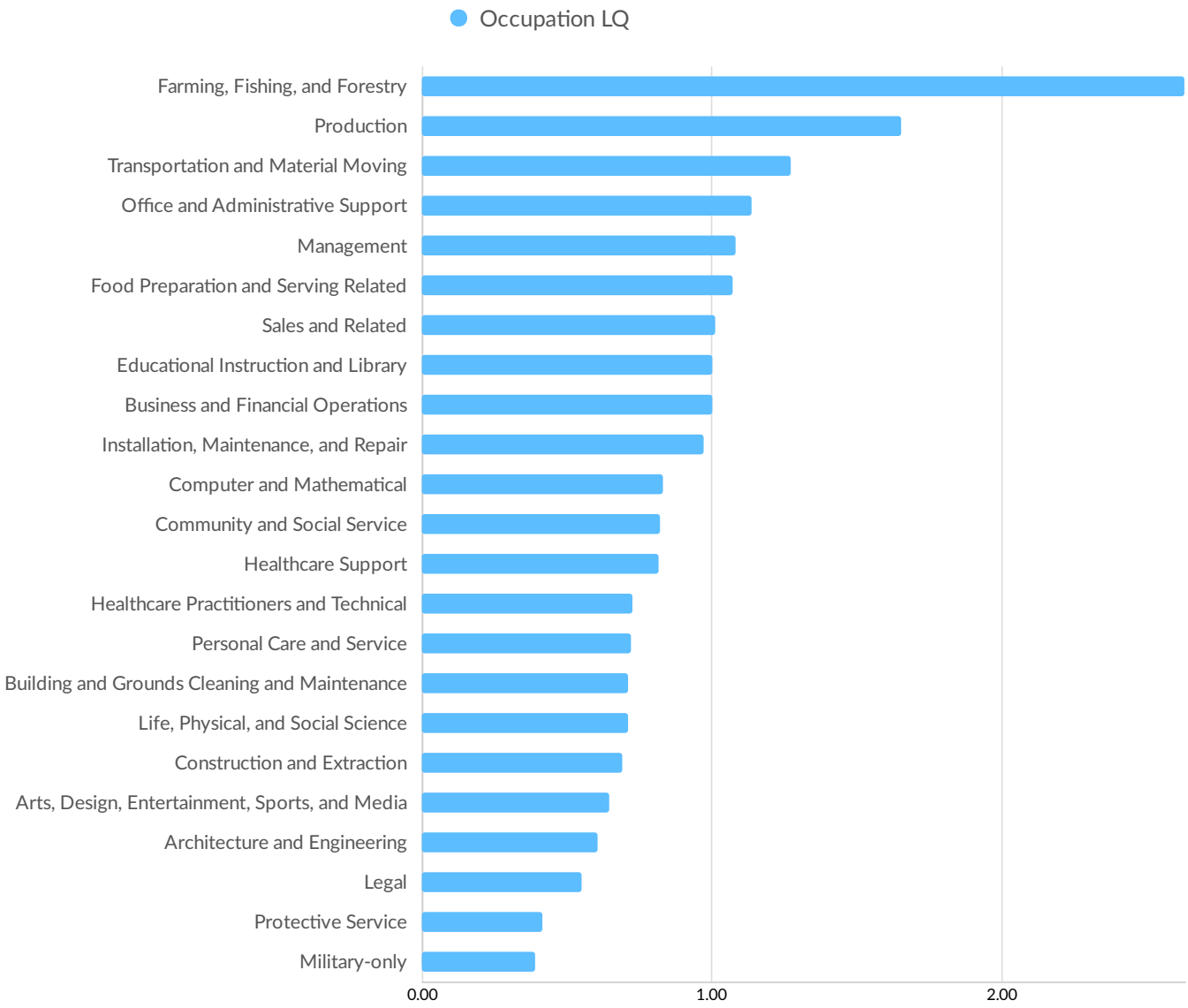
Largest Occupations



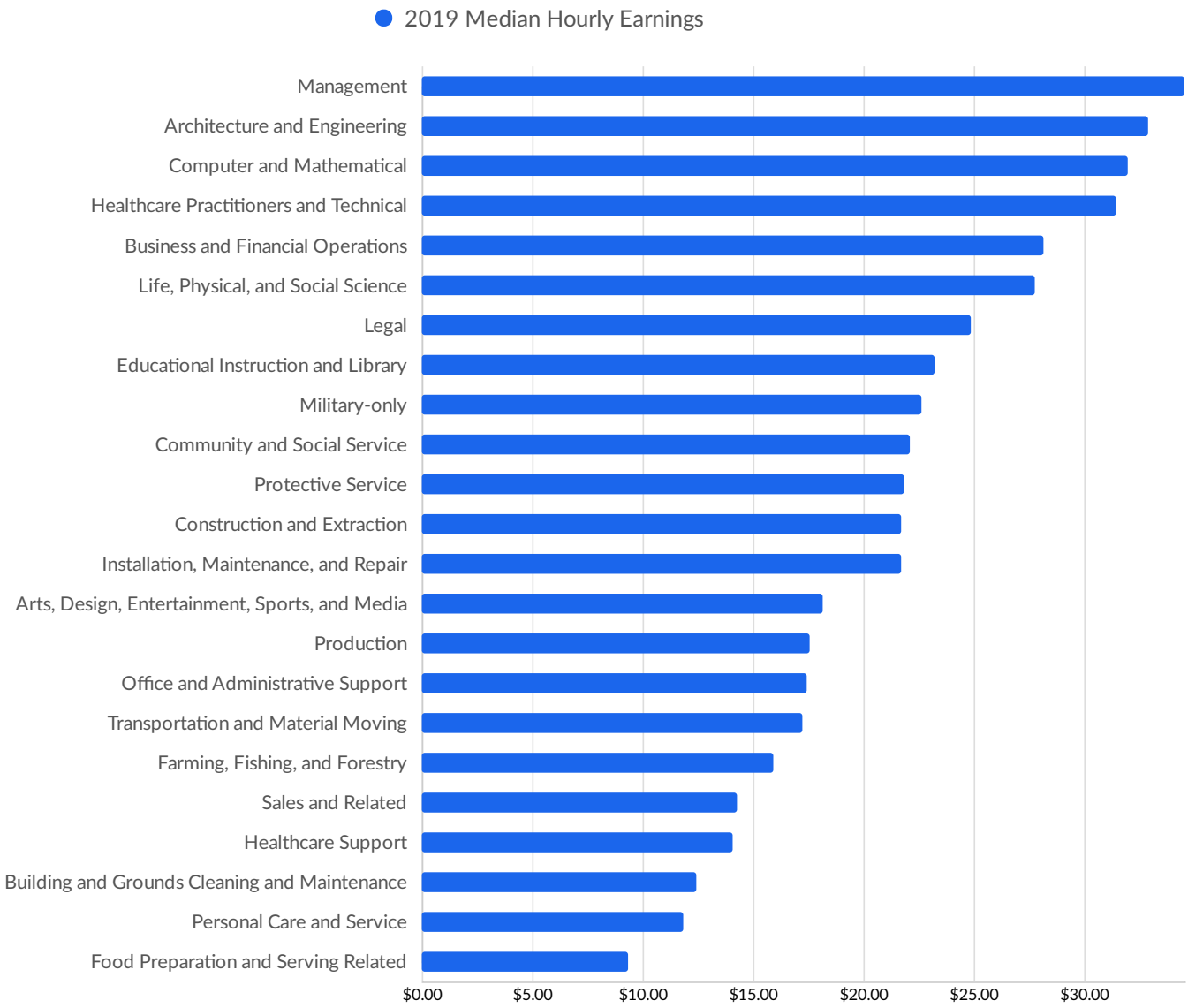
Top Growing Occupations



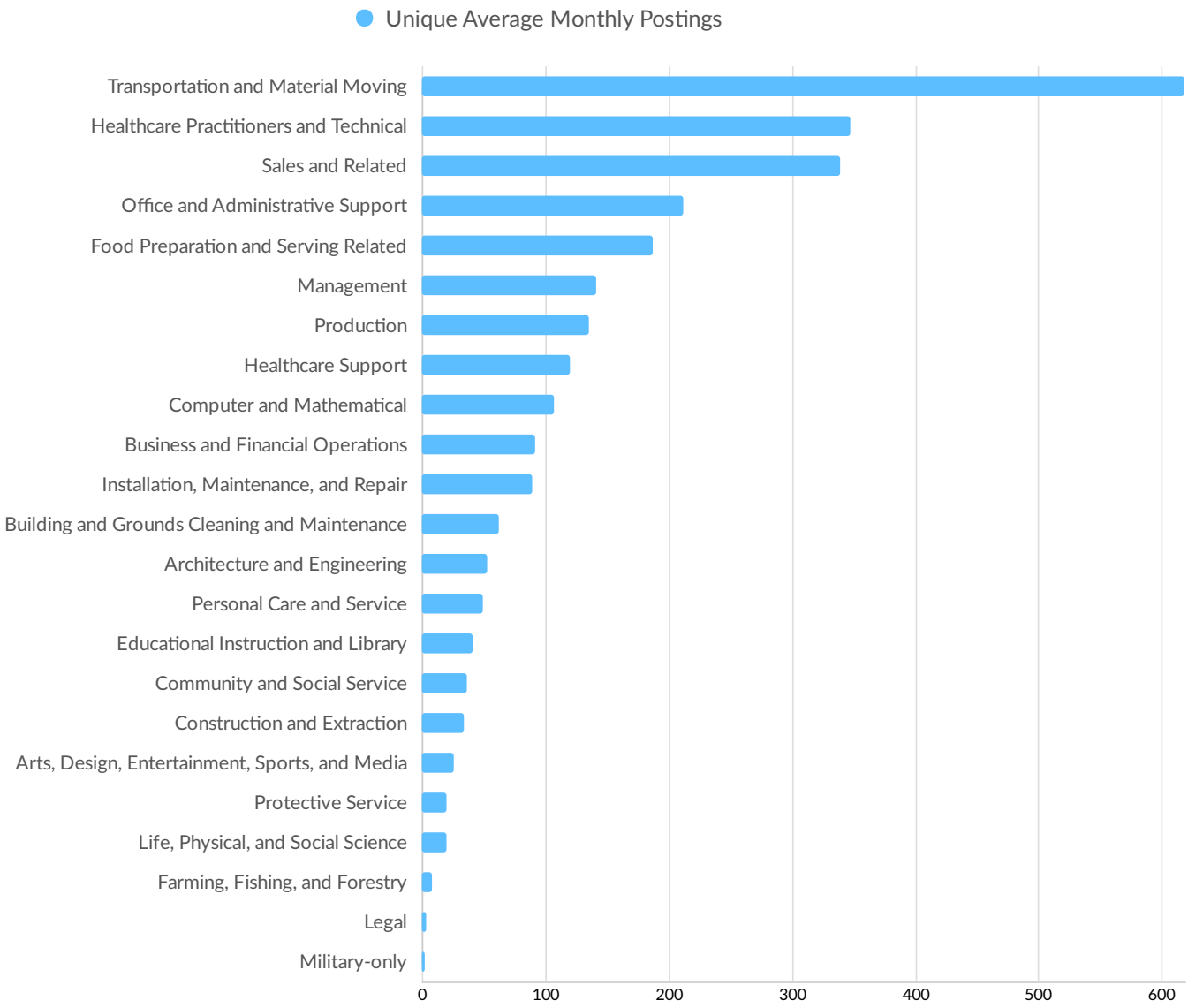
Top Occupation LQ



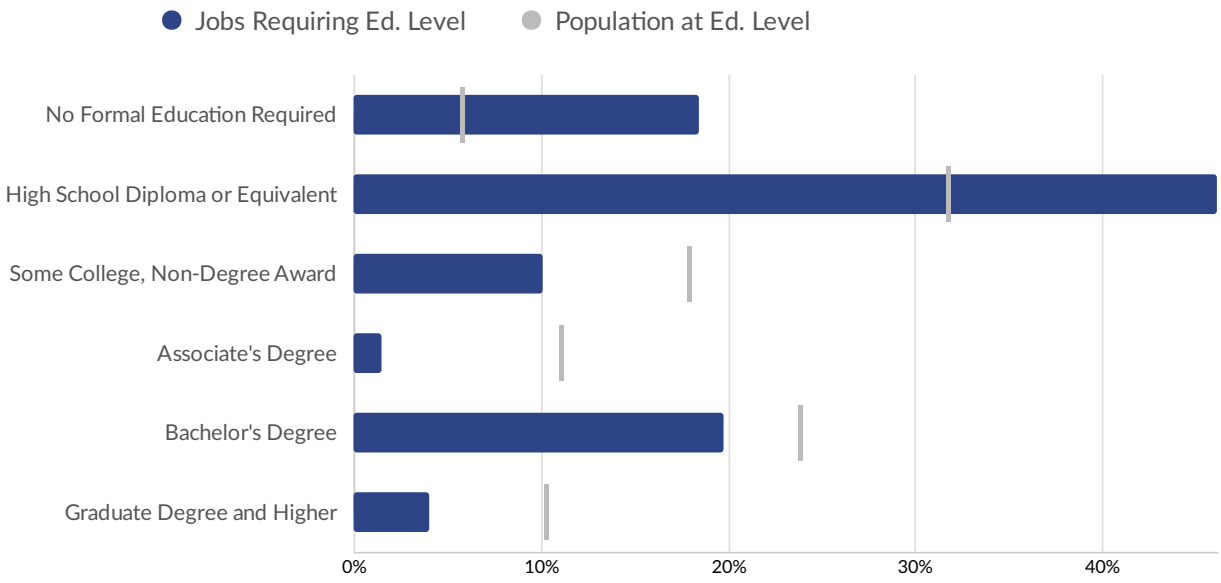
Top Occupation Earnings



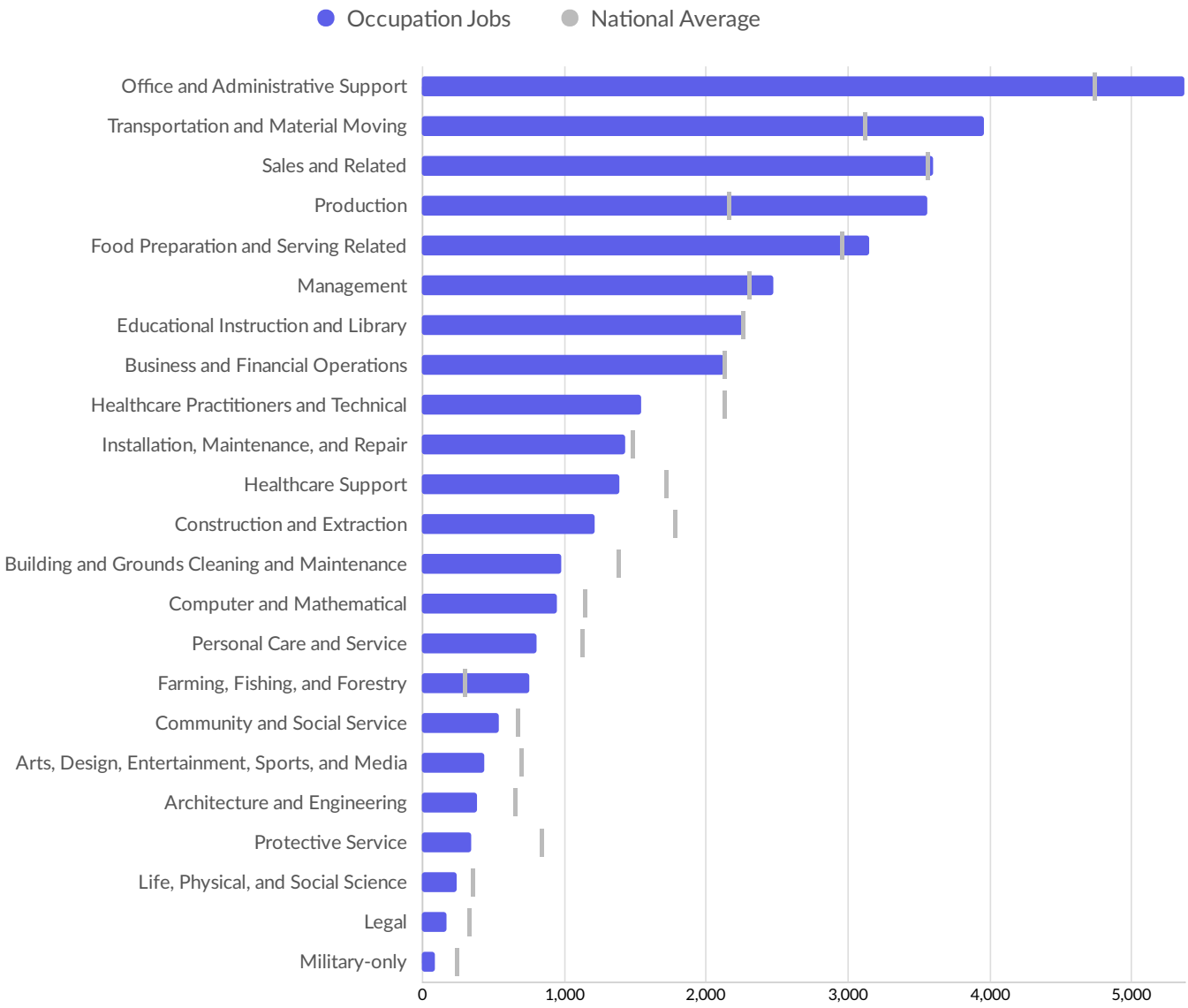
Top Posted Occupations



Underemployment

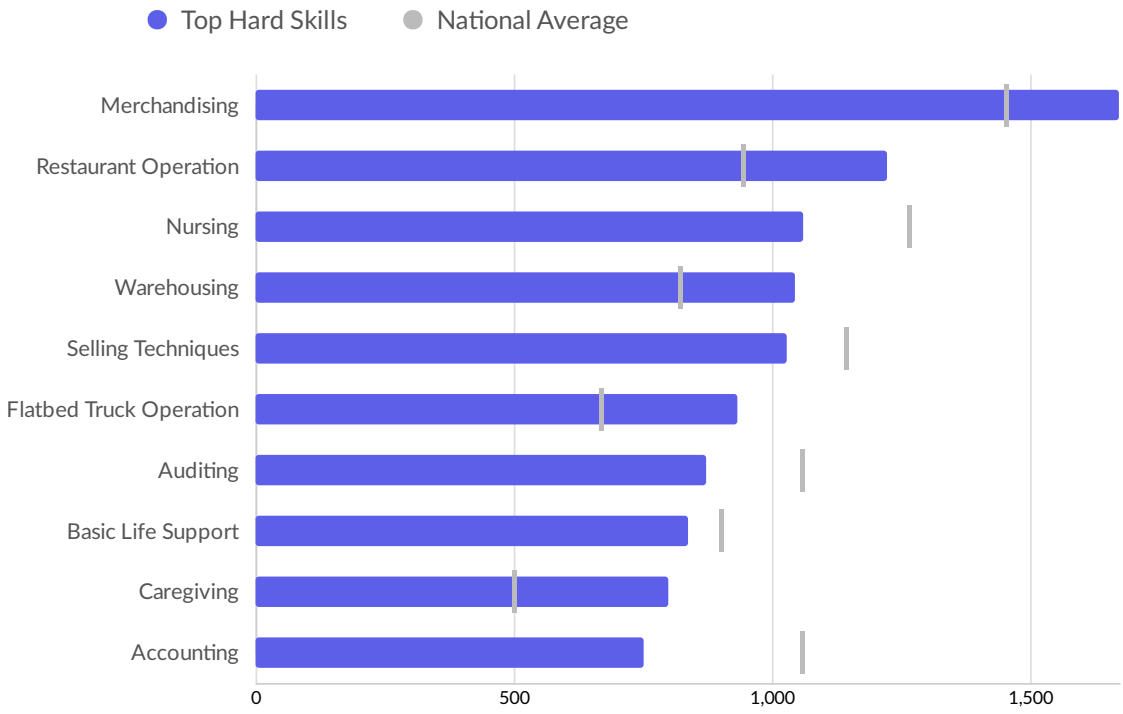


Largest Occupations



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".

School	Total Graduates (2019)		Graduate Trend (2015 - 2019)
University of Wisconsin-Stevens Point	2,351		

In-Demand Skills