



Portage County, WI

North Central Wisconsin Regional Planning Commission



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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

71,076

Population (2020)

Population **grew by 556** over the last 5 years and is projected to **grow by 972** over the next 5 years.

37,373

Total Regional Employment

Jobs **decreased by 1,526** over the last 5 years but are projected to **grow by 404** over the next 5 years.

\$58.9K

Median Household Income (2019)

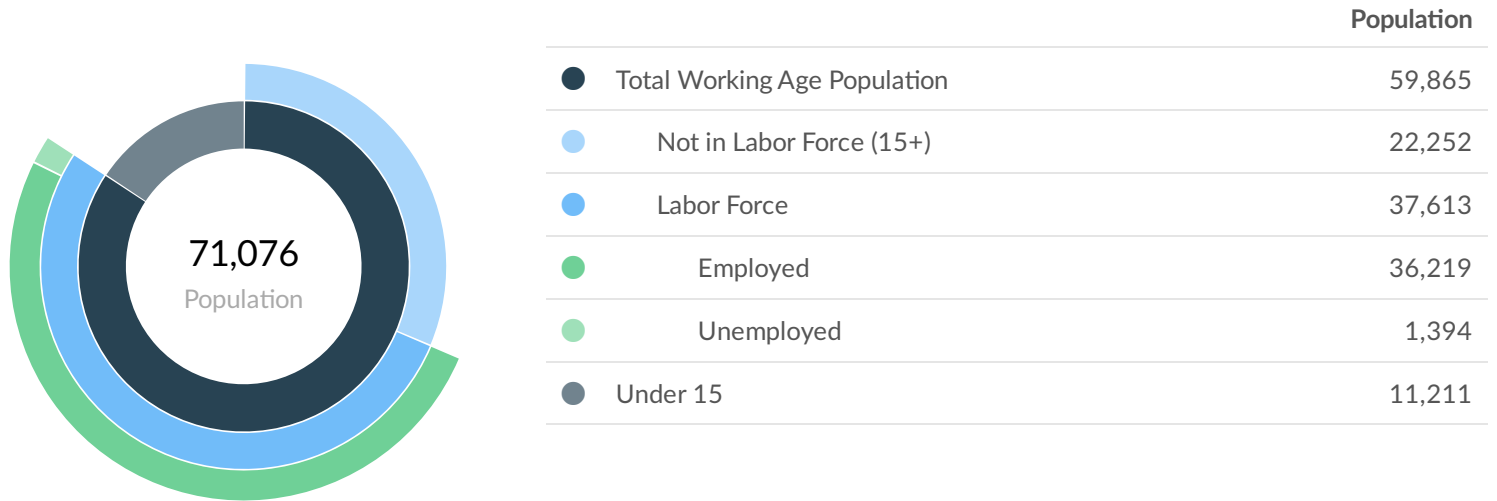
Median household income is **\$4.0K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 0.8%** since 2015, growing by 556. Population is expected to **increase by 1.4%** between 2020 and 2025, adding 972.
- From 2015 to 2020, jobs **declined by 3.9%** in Portage County, WI from 38,899 to **37,373**. This change **fell short of the national growth rate of 1.3% by 5.2%**. As the number of jobs declined, the **labor force participation rate decreased from 67.0% to 62.8% 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 Fruit and Vegetable Preserving and Specialty Food Manufacturing.

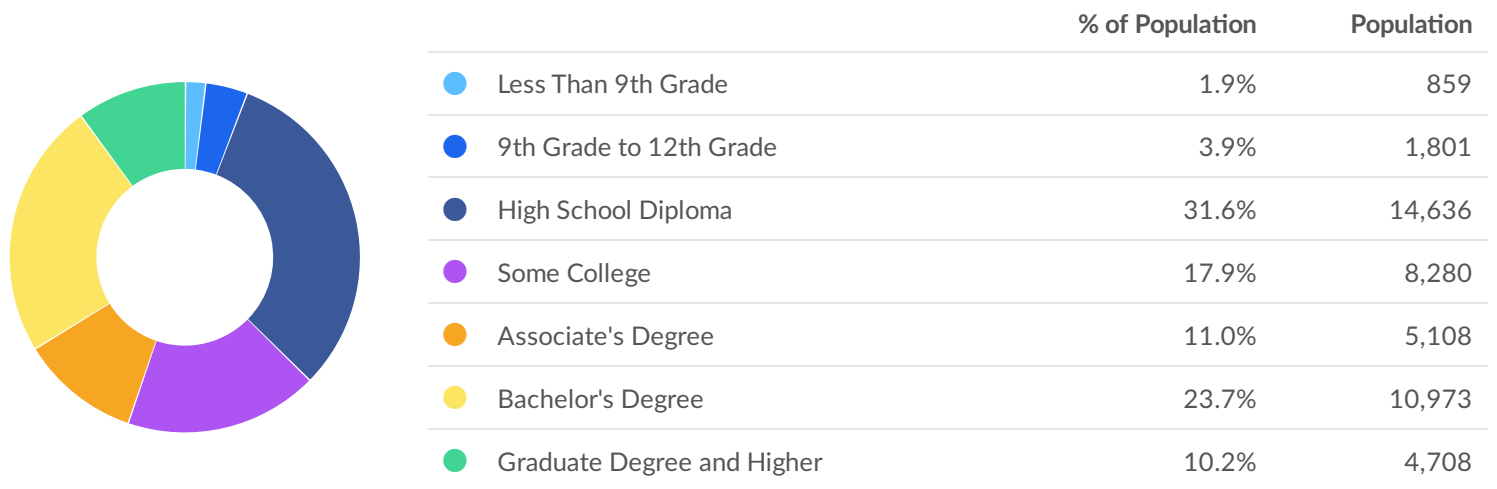
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	71,076	37,613	37,373	99.1	\$3.95B	\$5.45B	\$5.10B
NCWRPC	441,515	220,182	219,922	99.4	\$21.89B	\$30.67B	\$28.81B
Wisconsin	5,848,151	3,038,273	3,074,986	100.0	\$331.57B	\$322.64B	\$342.03B

2020 Labor Force Breakdown



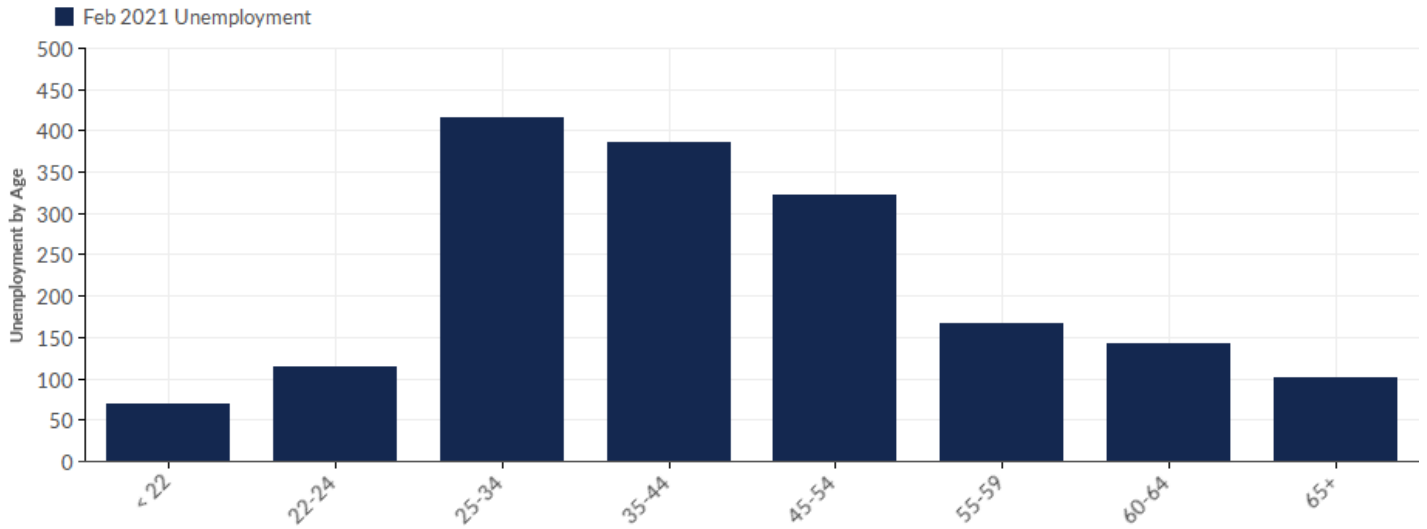
Educational Attainment

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).



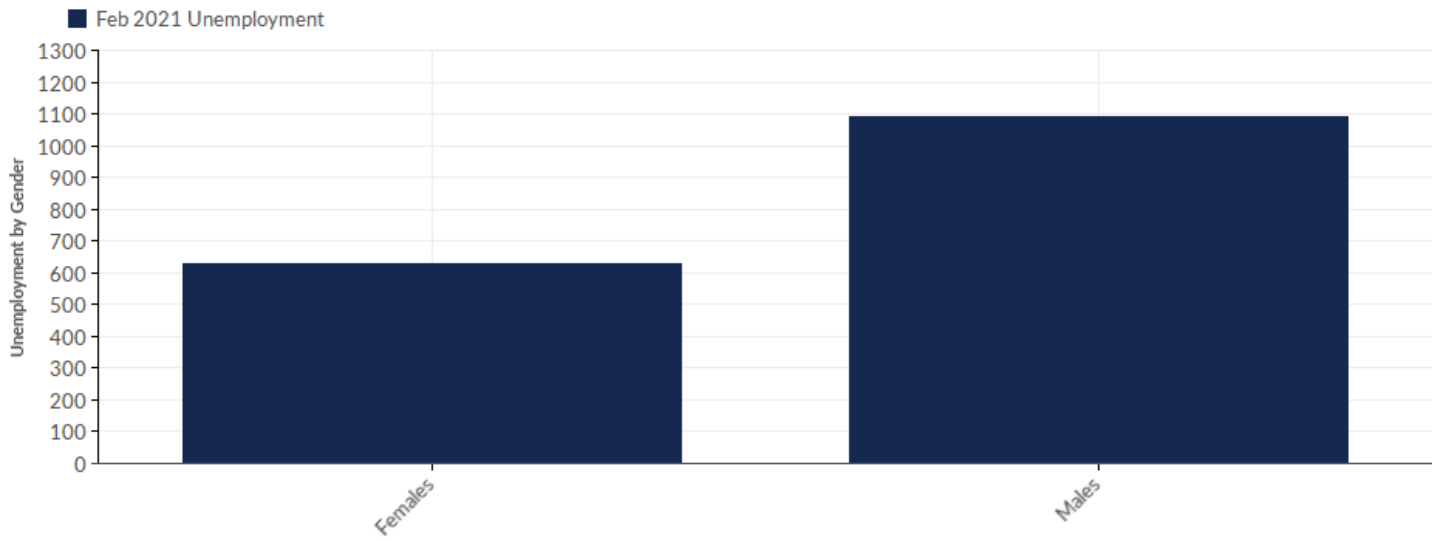
Unemployment by Demographics

Unemployment by Age



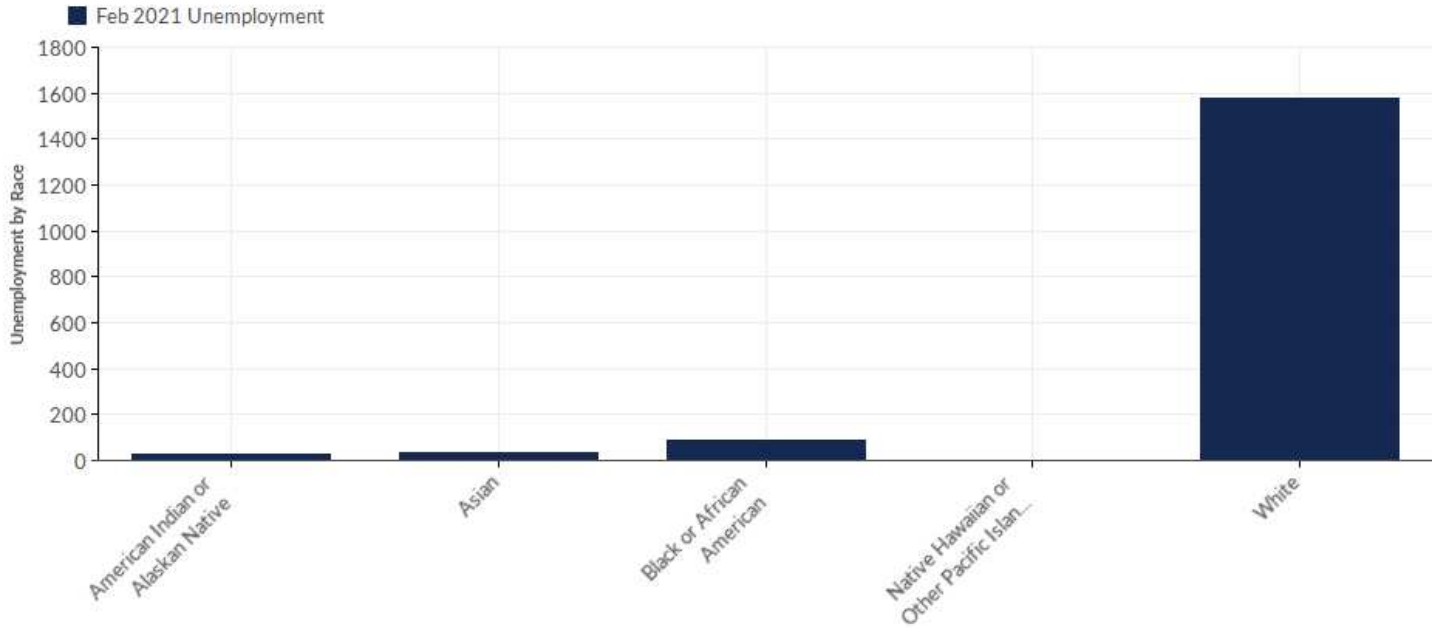
Age	Unemployment (Feb 2021)	% of Age Cohort
< 22	70	4.07%
22-24	115	6.69%
25-34	416	24.20%
35-44	386	22.45%
45-54	322	18.73%
55-59	168	9.77%
60-64	143	8.32%
65+	101	5.88%
Total	1,719	100.00%

Unemployment by Gender



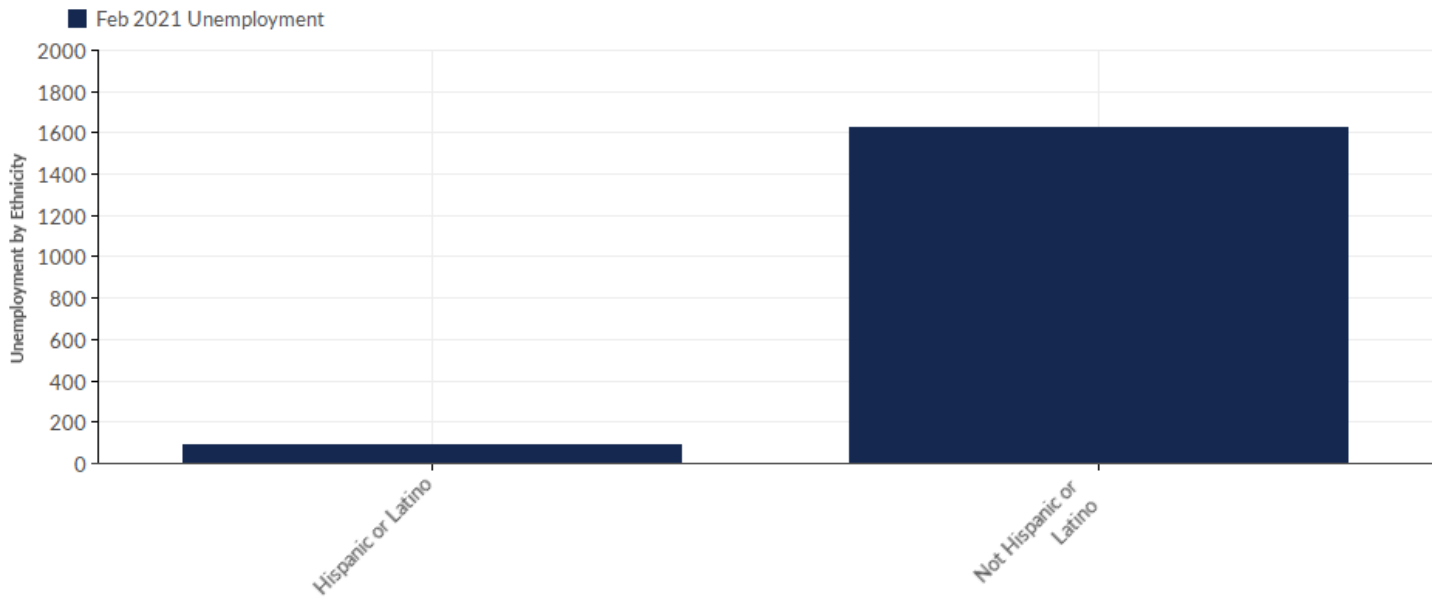
Gender	Unemployment (Feb 2021)	% of Age Cohort
Females	626	36.42%
Males	1,093	63.58%
Total	1,719	100.00%

Unemployment by Race



Race	Unemployment (Feb 2021)	% of Age Cohort
American Indian or Alaskan Native	27	1.57%
Asian	30	1.75%
Black or African American	85	4.94%
Native Hawaiian or Other Pacific Islander	2	0.12%
White	1,575	91.62%
Total	1,719	100.00%

Unemployment by Ethnicity

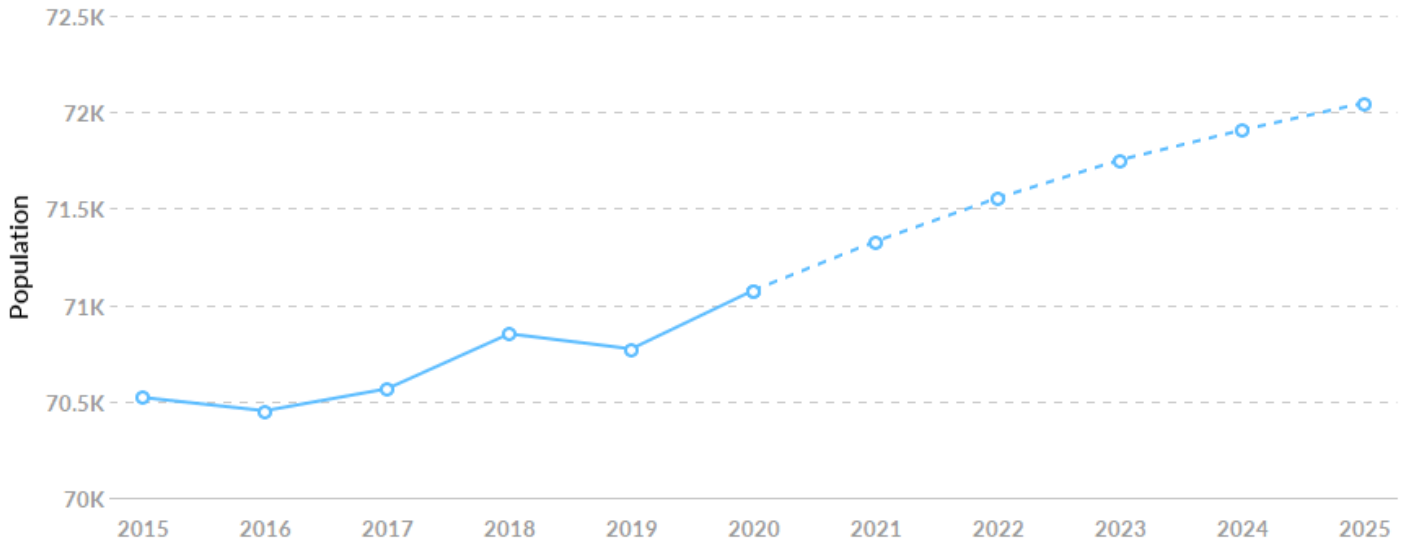


Ethnicity	Unemployment (Feb 2021)	% of Age Cohort
Hispanic or Latino	93	5.41%
Not Hispanic or Latino	1,626	94.59%
Total	1,719	100.00%

Historic & Projected Trends

Population Trends

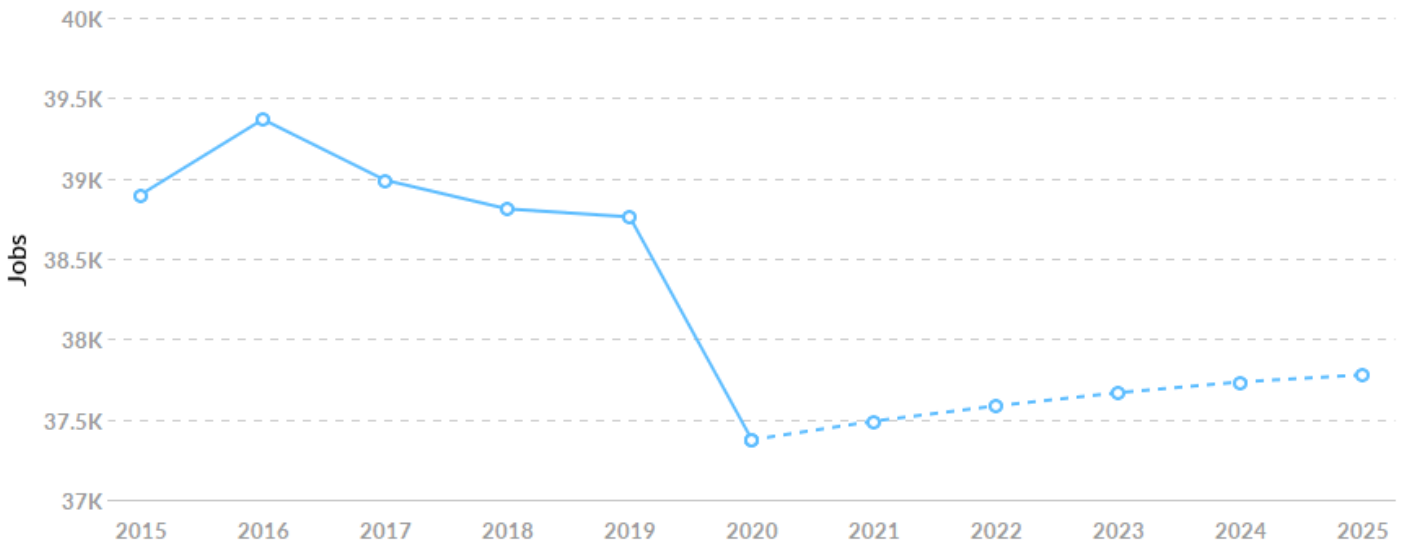
As of 2020 the region's population **increased by 0.8%** since 2015, growing by 556. Population is expected to **increase by 1.4%** between 2020 and 2025, adding 972.



Timeframe	Population
2015	70,520
2016	70,451
2017	70,565
2018	70,850
2019	70,772
2020	71,076
2021	71,330
2022	71,555
2023	71,752
2024	71,907
2025	72,048

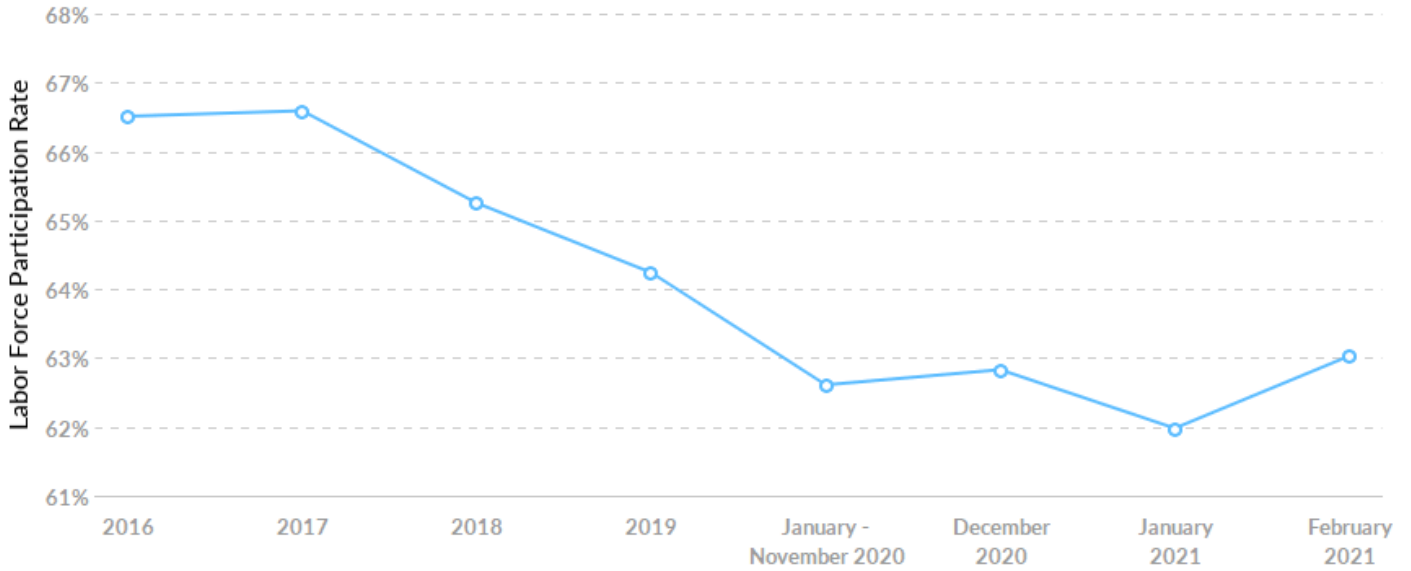
Job Trends

From 2015 to 2020, jobs declined by 3.9% in Portage County, WI from 38,899 to 37,373. This change fell short of the national growth rate of 1.3% by 5.2%.



Timeframe	Jobs
2015	38,899
2016	39,367
2017	38,989
2018	38,810
2019	38,760
2020	37,373
2021	37,489
2022	37,584
2023	37,666
2024	37,733
2025	37,777

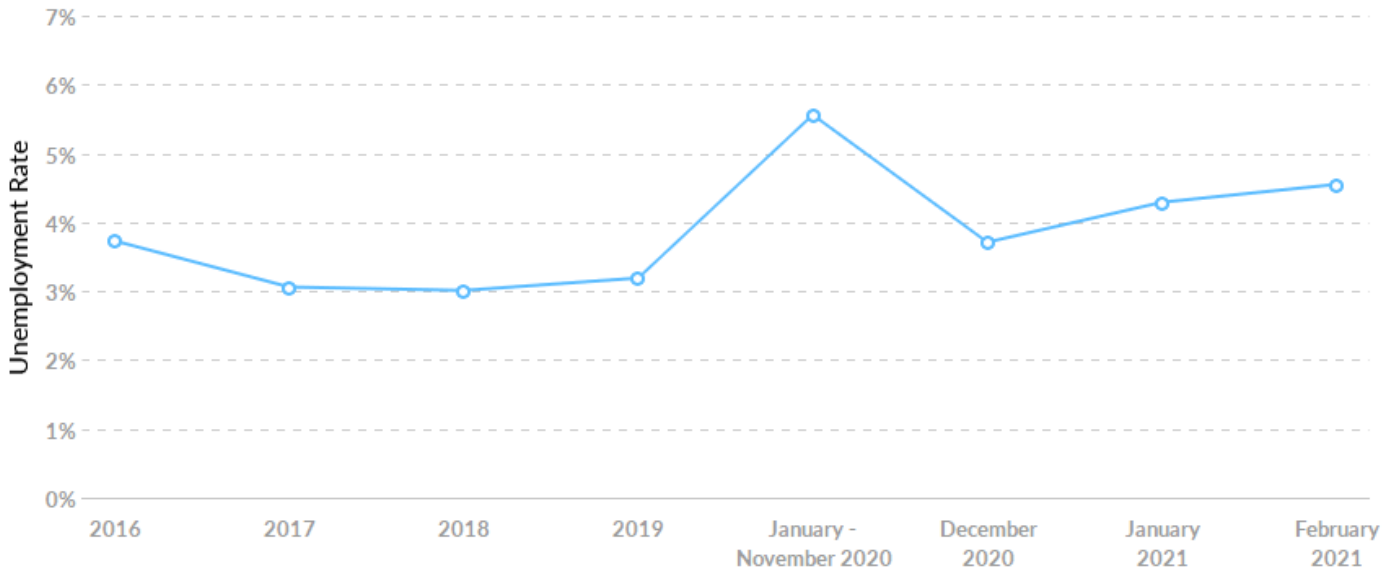
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	66.51%
2017	66.59%
2018	65.25%
2019	64.24%
January - November 2020	62.61%
December 2020	62.83%
January 2021	61.98%
February 2021	63.03%

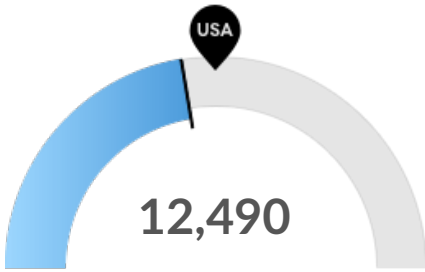
Unemployment Rate Trends

Portage County, WI had a February 2021 unemployment rate of 4.55%, **increasing from 3.73%** 5 years before.



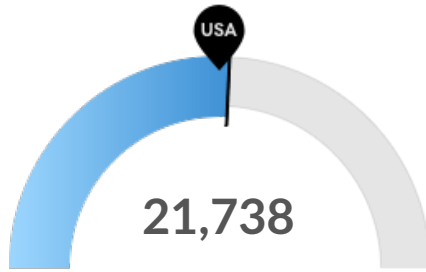
Timeframe	Unemployment Rate
2016	3.73%
2017	3.06%
2018	3.01%
2019	3.19%
January - November 2020	5.56%
December 2020	3.71%
January 2021	4.29%
February 2021	4.55%

Population Characteristics



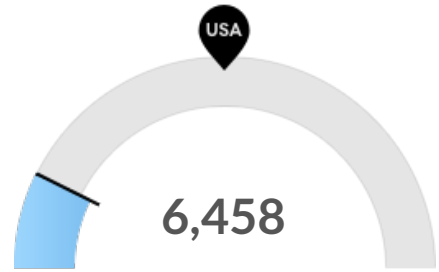
Millennials

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



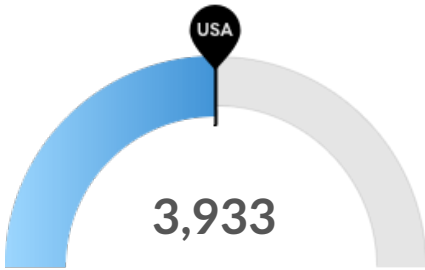
Retiring Soon

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.



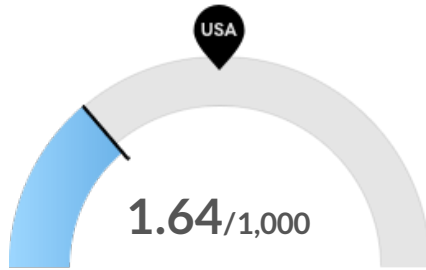
Racial Diversity

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.



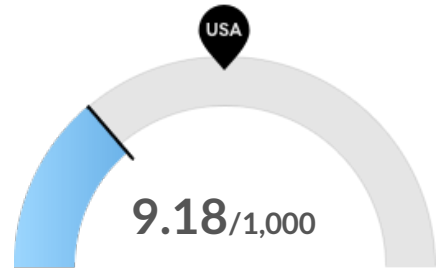
Veterans

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.

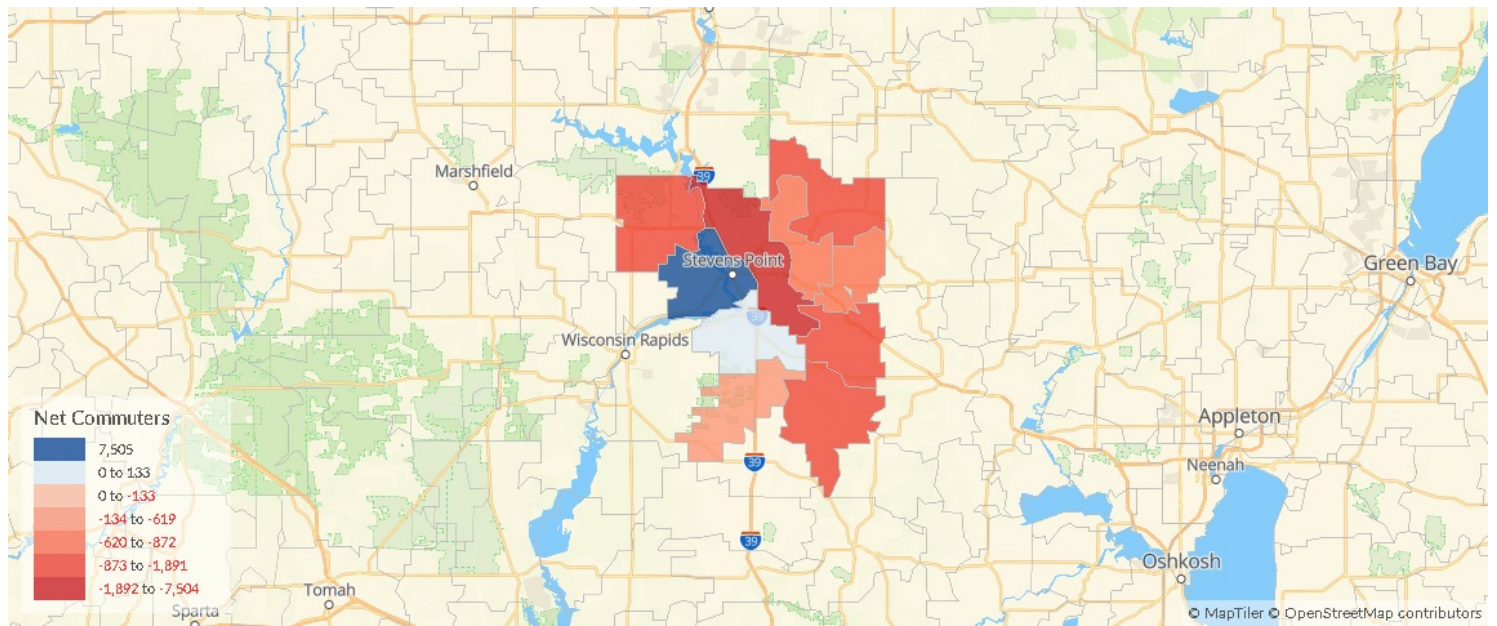


Property Crime

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...	21,929
54467	Plover, WI (in Portage c...	8,300
54482	Stevens Point, WI (in Po...	3,050
54406	Amherst, WI (in Portage...	1,145
54921	Bancroft, WI (in Portage...	889

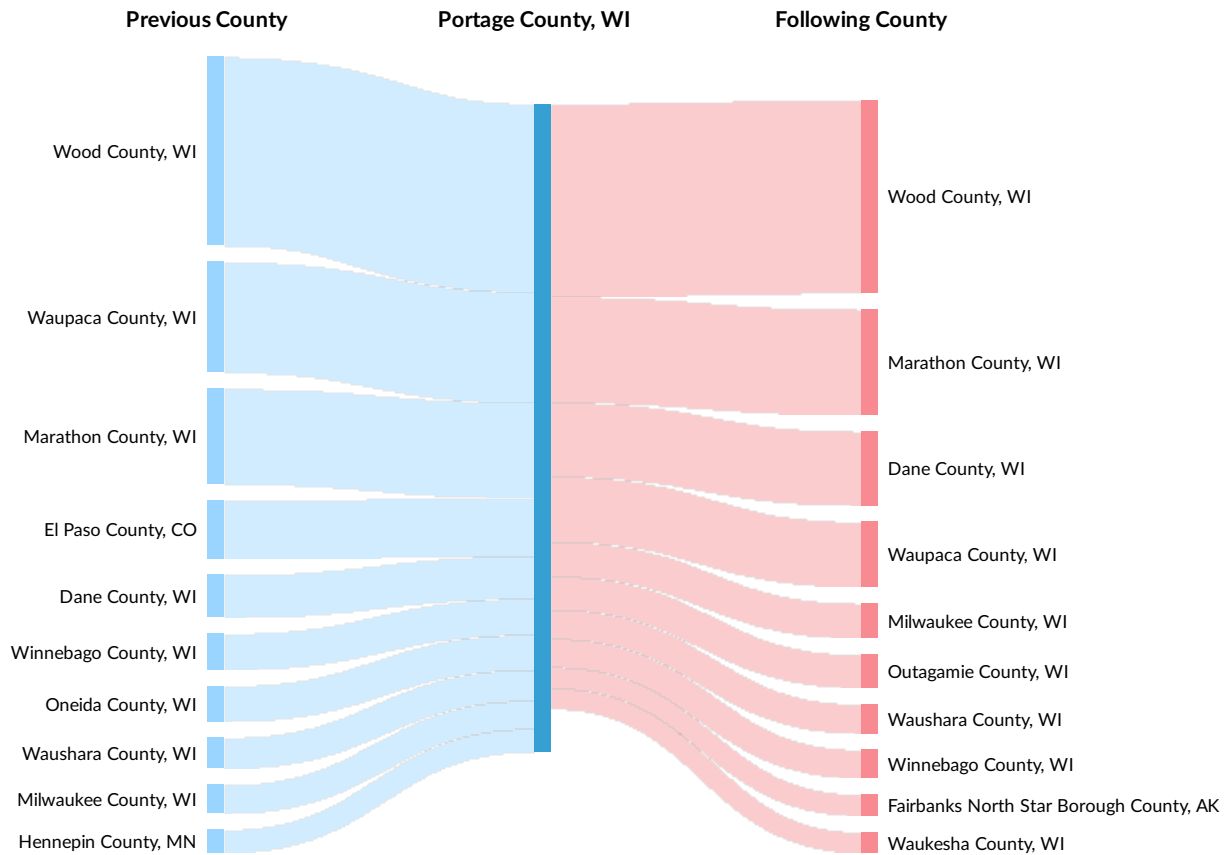
Where Talent Lives

ZIP	Name	2020 Workers
54481	Stevens Point, WI (in Po...	14,423
54467	Plover, WI (in Portage c...	8,226
54482	Stevens Point, WI (in Po...	4,942
54406	Amherst, WI (in Portage...	2,083
54473	Rosholt, WI (in Portage ...	1,367

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

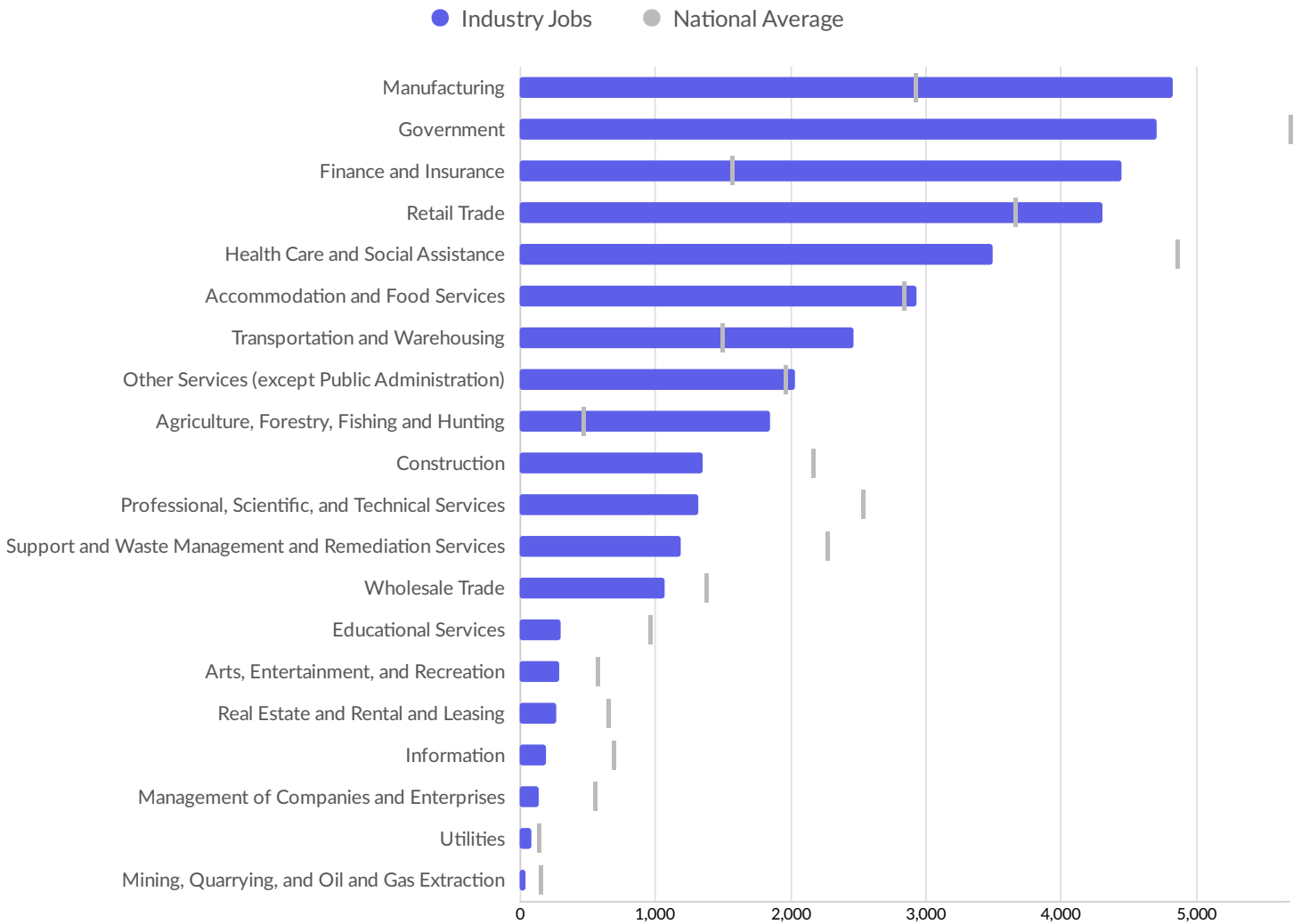
Top Following Counties	Migrations
Adams County, WI	9
Price County, WI	9
Kewaunee County, WI	9
El Paso County, CO	9
Chisago County, MN	9
Taylor County, WI	8
Scott County, IA	8
Olmsted County, MN	8
Itasca County, MN	8
Jackson County, WI	8
Prince George's County, MD	8
DuPage County, IL	7
De Witt County, 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

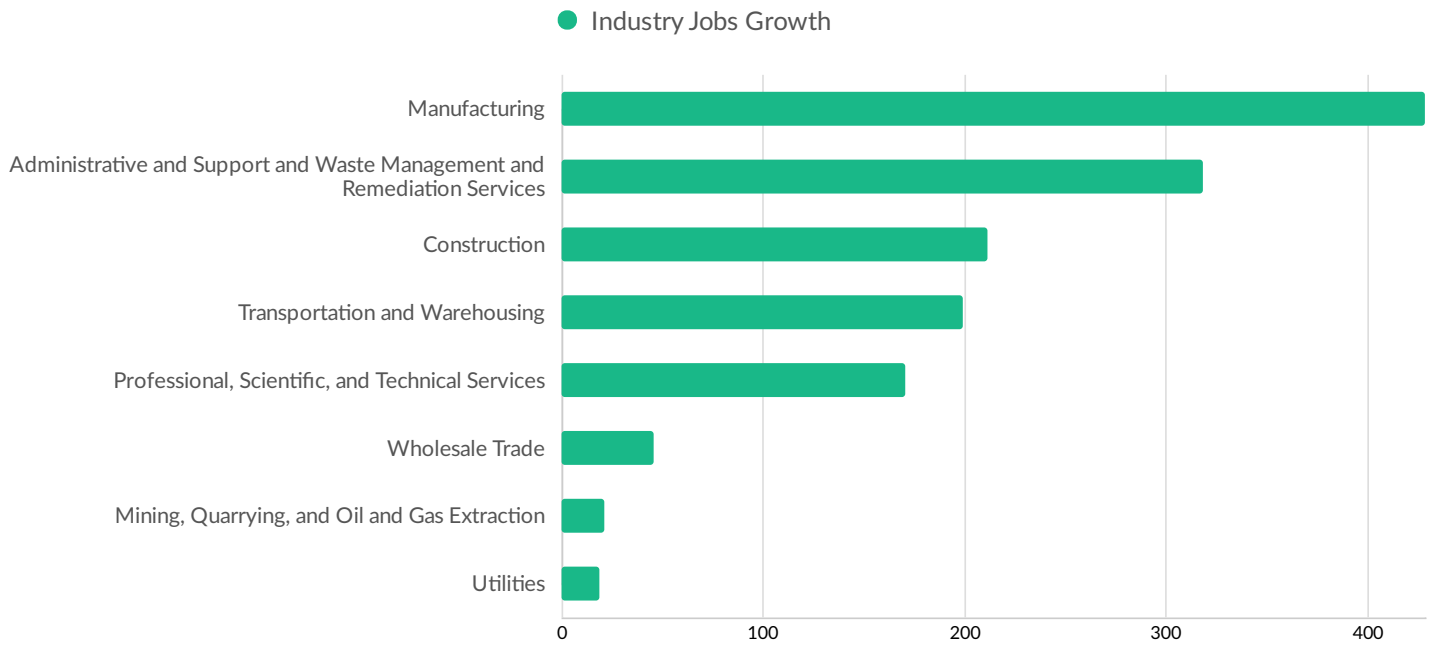
Top Following Counties	Migrations
Green County, WI	1
Kenosha County, WI	1
Florence County, WI	1
Juneau County, WI	1
Burnett County, WI	1
Pulaski County, AR	1

Industry Characteristics

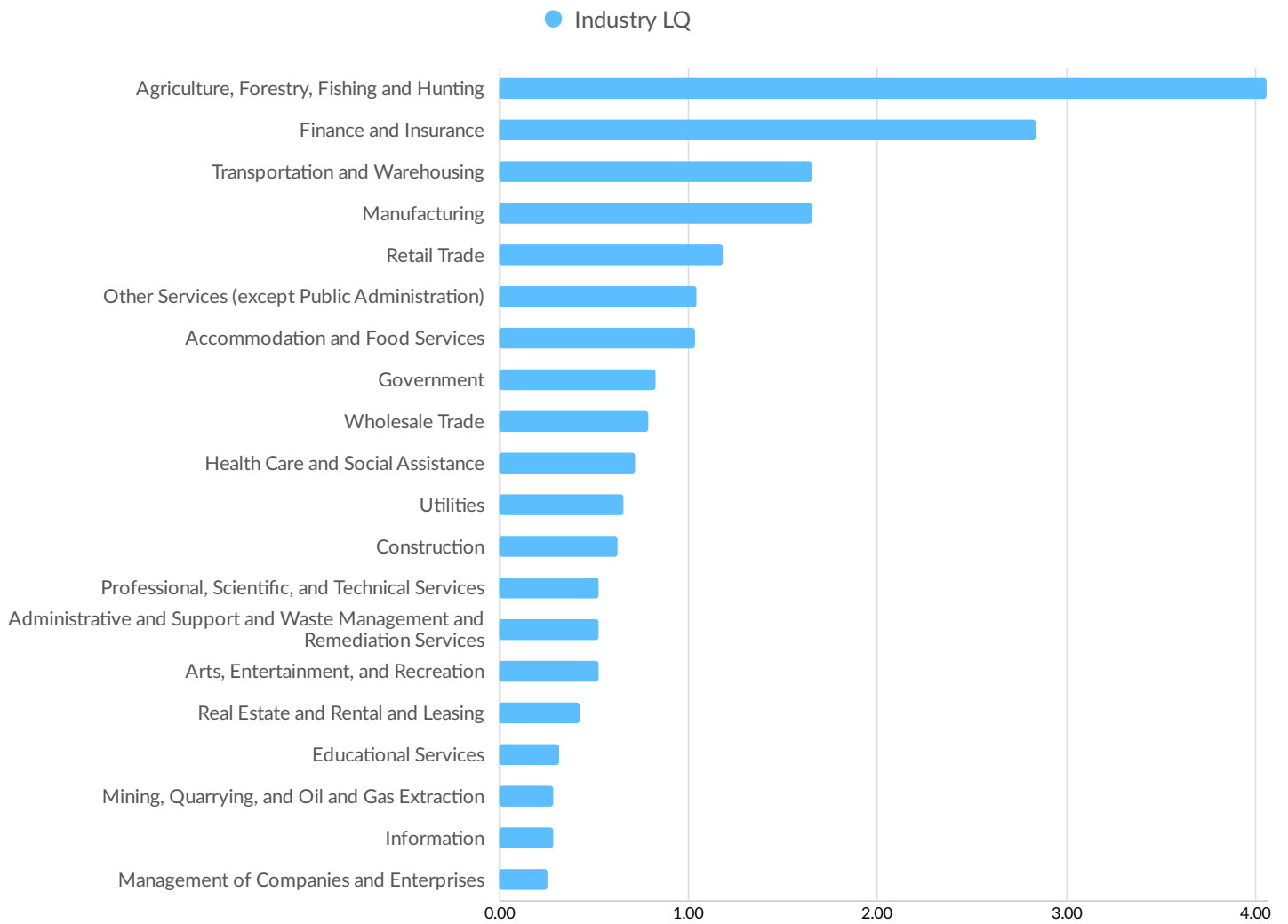
Largest Industries



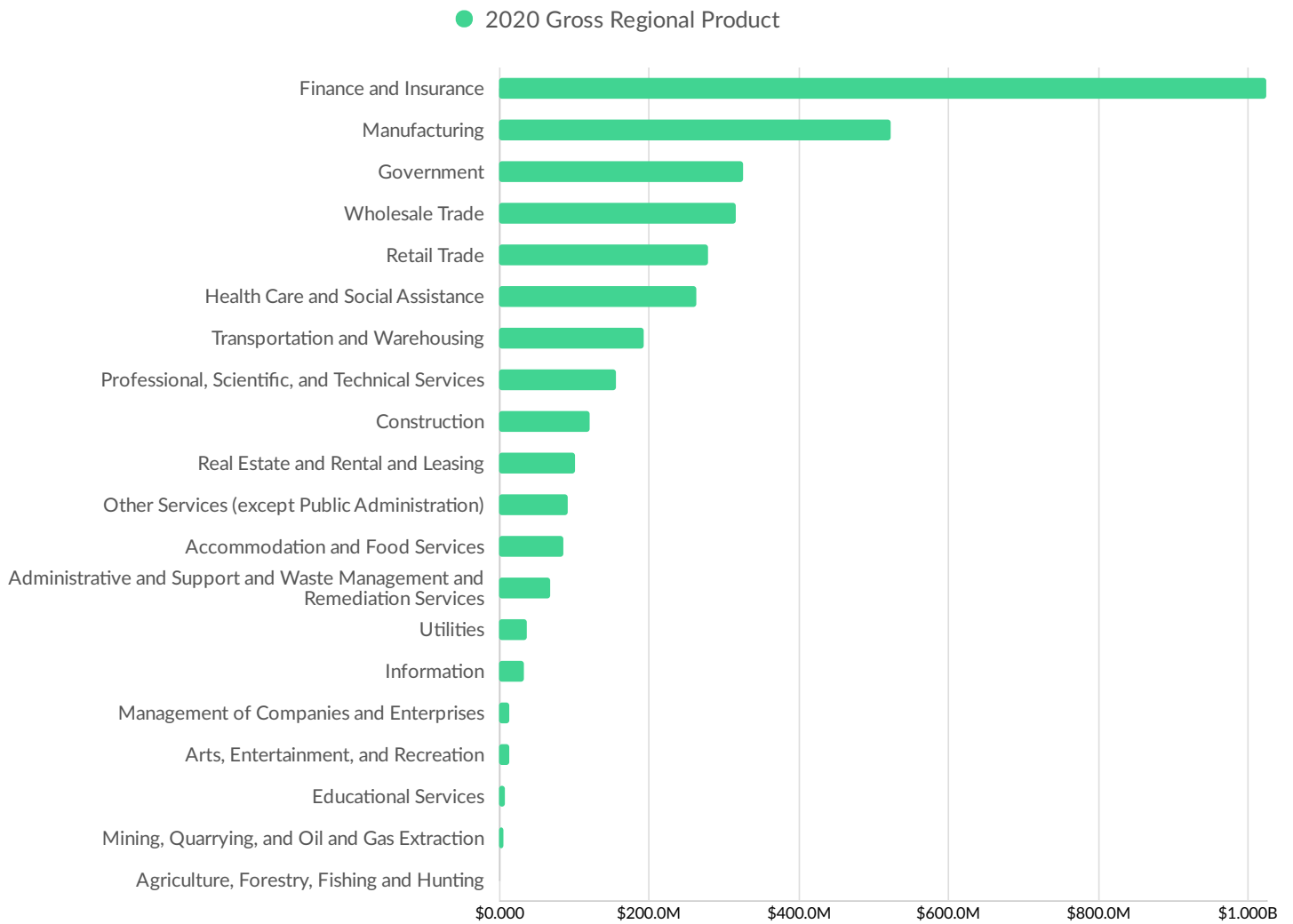
Top Growing Industries



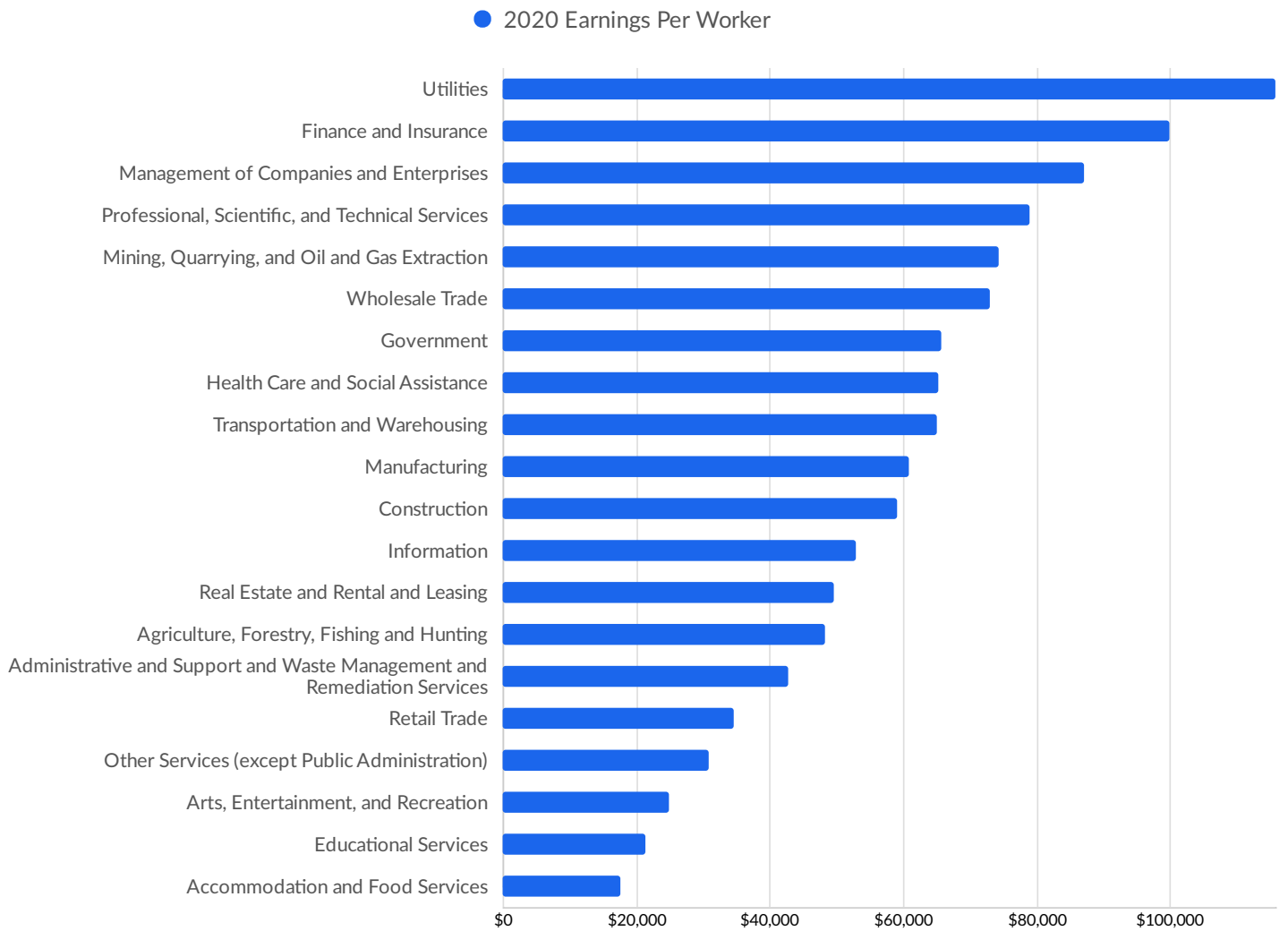
Top Industry LQ



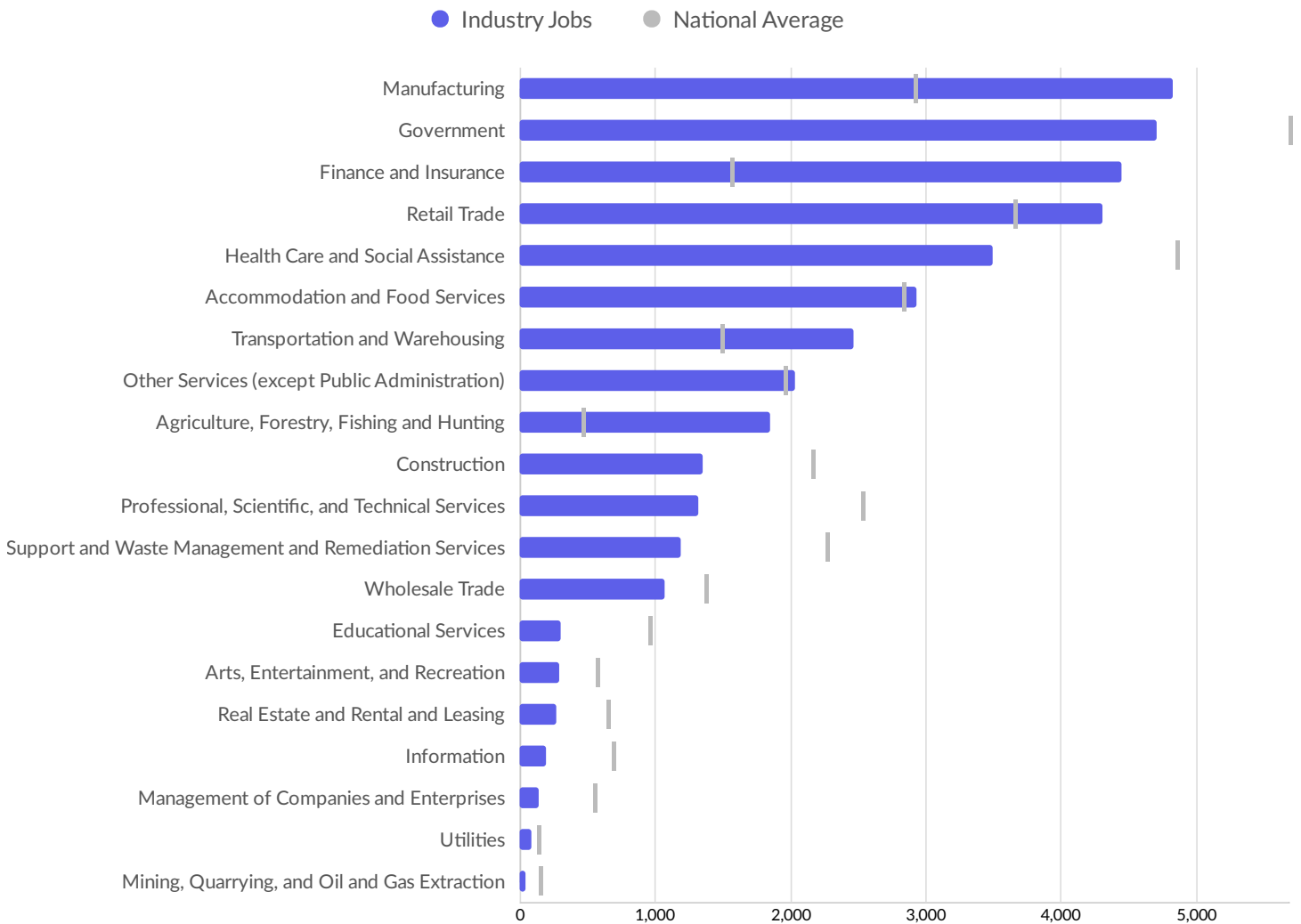
Top Industry GRP



Top Industry Earnings











Largest Industries



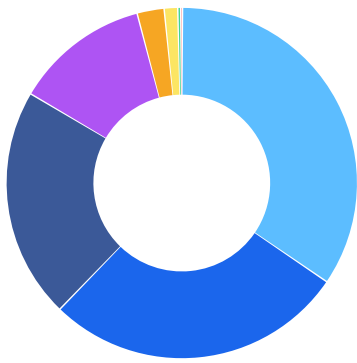
Business Characteristics

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	Top Companies Posting	Unique Postings
Sentry Insurance	1,051 	Roehl Transport, Inc.	412 
University of Wisconsin Stevens...	815 	Ascension	374 
Stevens Point Area Public Schoo...	378 	Sentry Insurance	273 
Skyward Io, Inc.	246 	U.S. Xpress, Inc.	146 
Ministry Health Care, Inc.	154 	C.R. England, Inc.	143 
Associated Banc-Corp	146 	Remedy Intelligent Staffing	122 
Delta Dental Insurance Company	137 	Sentry Inc	108 
Ascension	125 	CareInHomes.com	106 
Travel Guard	121 	American International Group, I...	102 
American International Group, I...	113 	Associated Banc-Corp	102 

Business Size

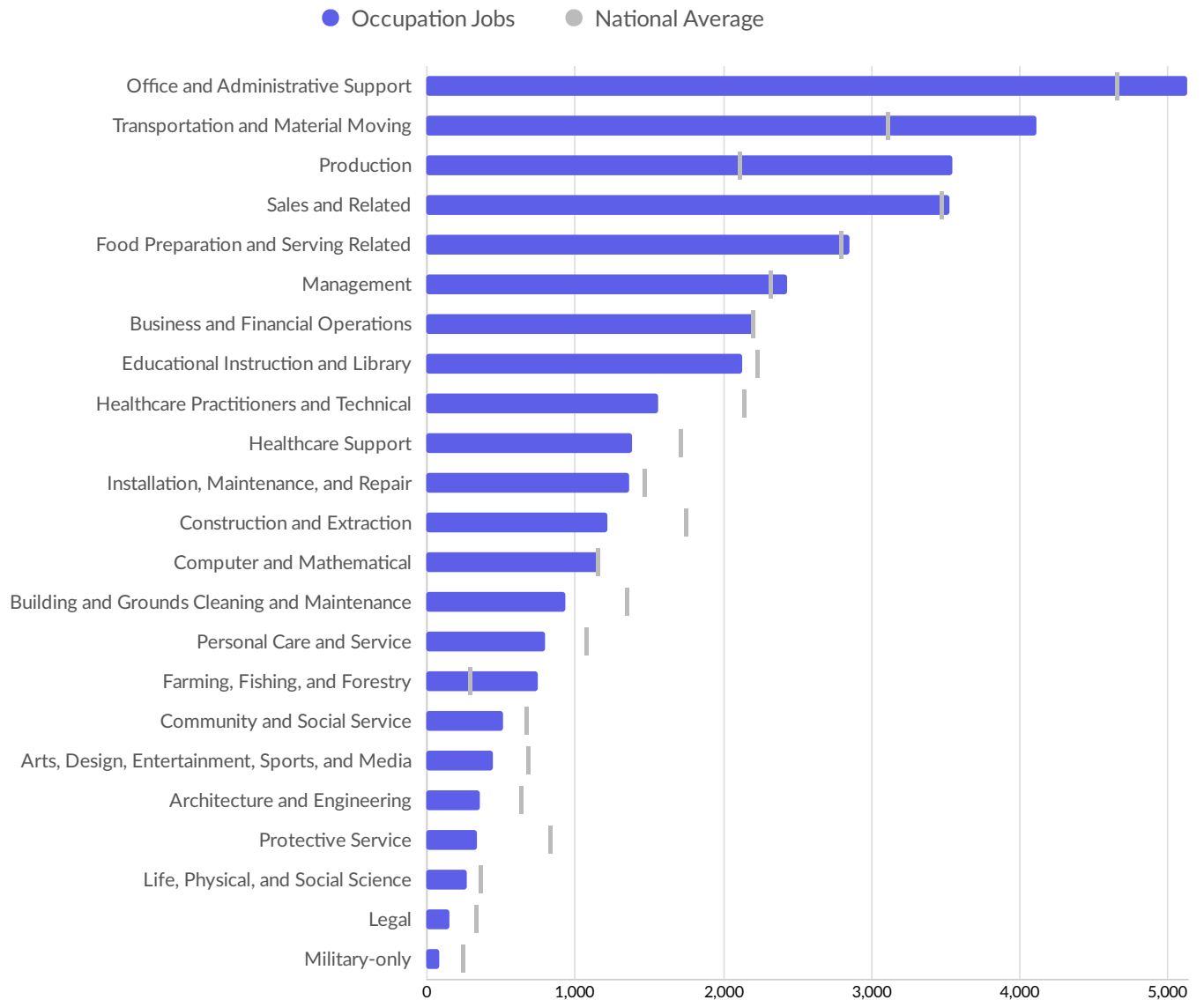


	Percentage	Business Count
1 to 4 employees	34.4%	1,024
5 to 9 employees	27.7%	824
10 to 19 employees	21.3%	632
20 to 49 employees	12.4%	369
50 to 99 employees	2.5%	74
100 to 249 employees	1.2%	37
250 to 499 employees	0.3%	8
500+ employees	0.2%	5

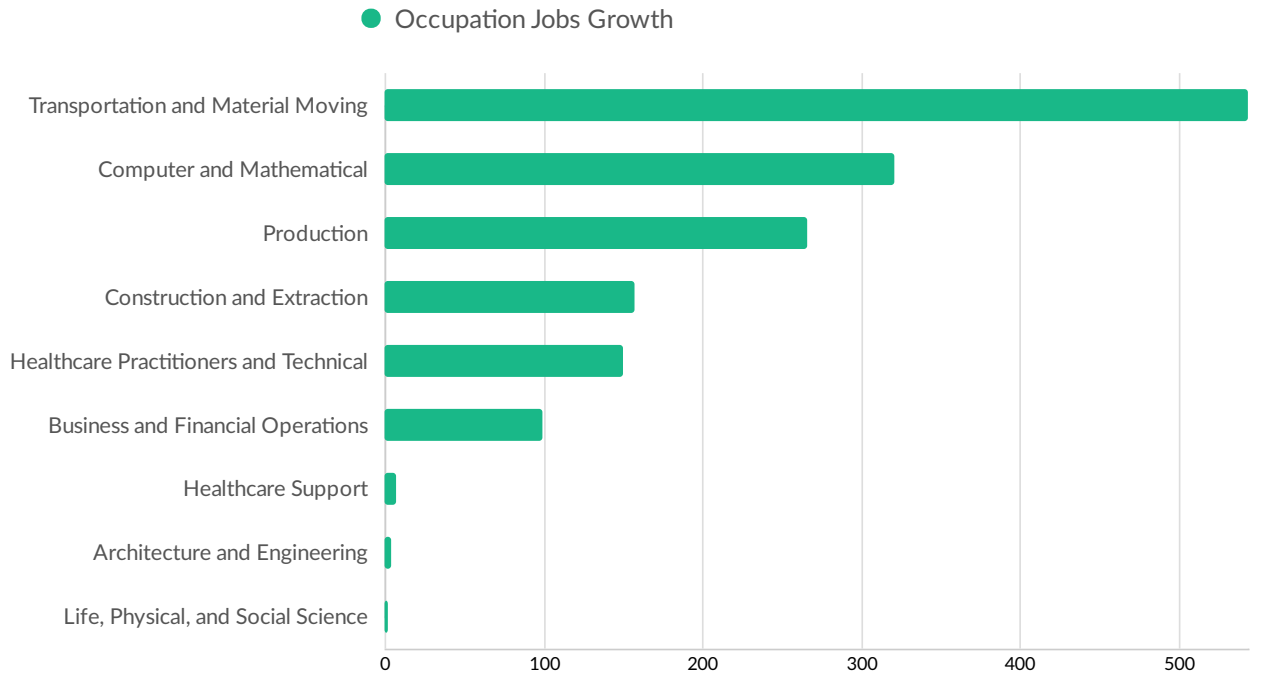
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

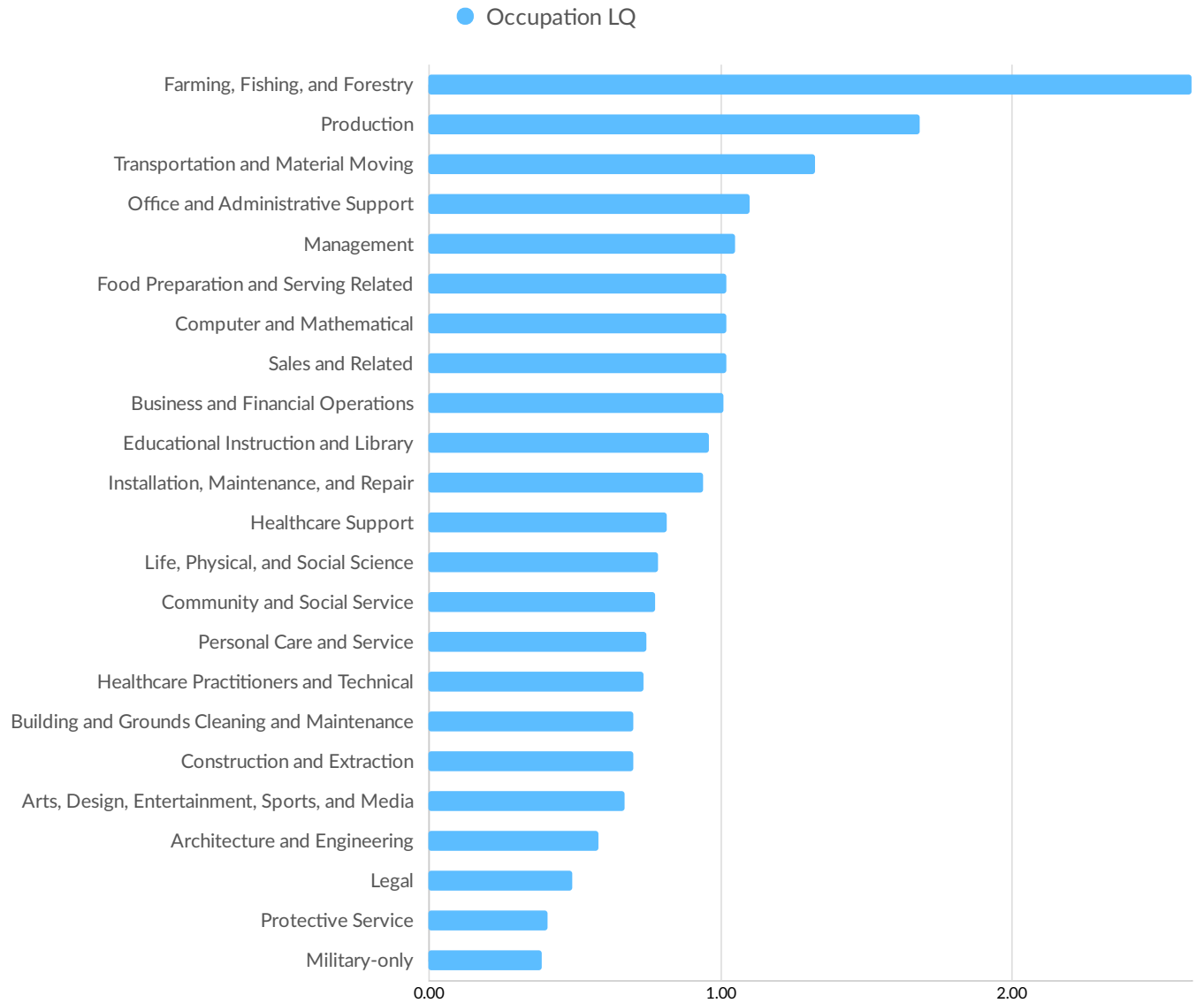
Largest Occupations



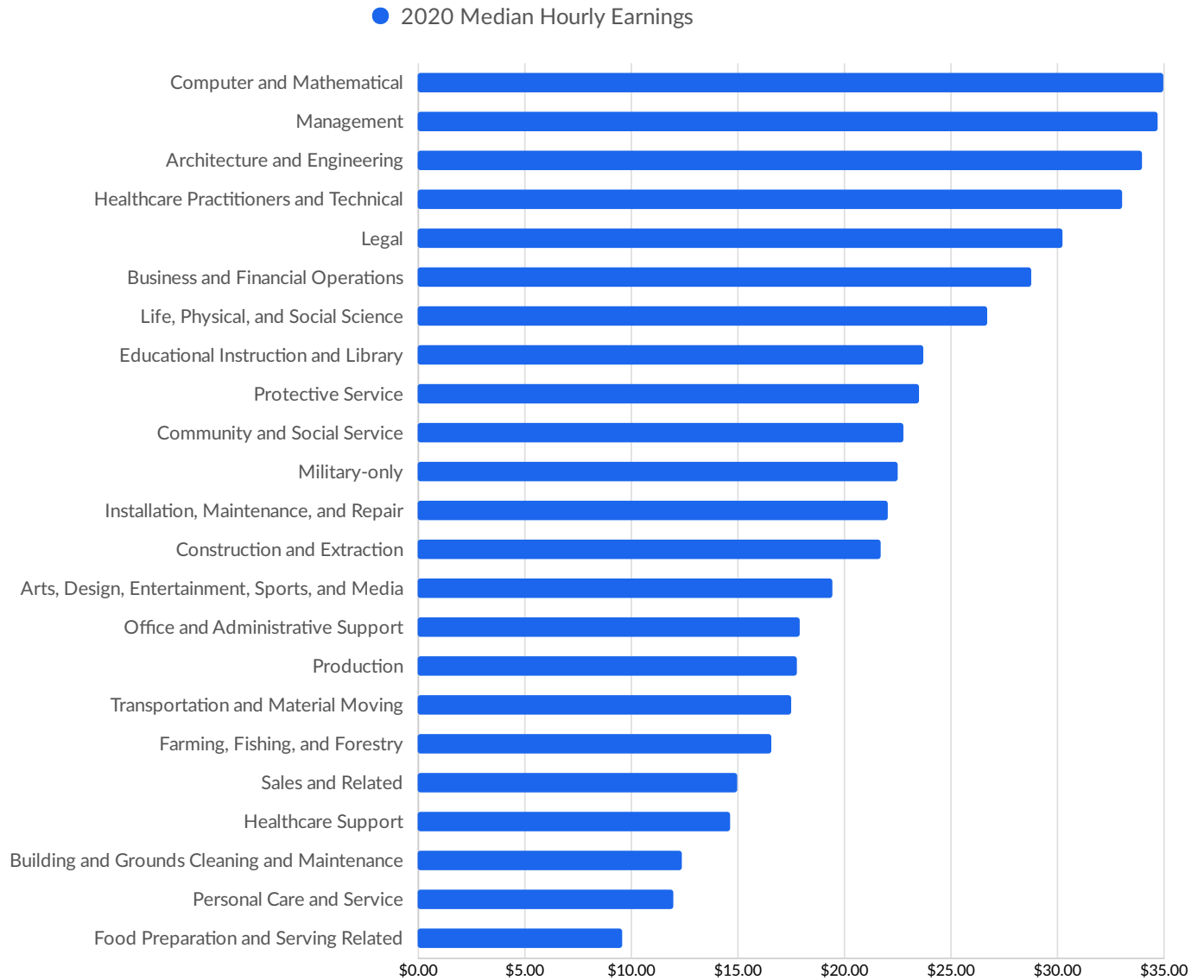
Top Growing Occupations



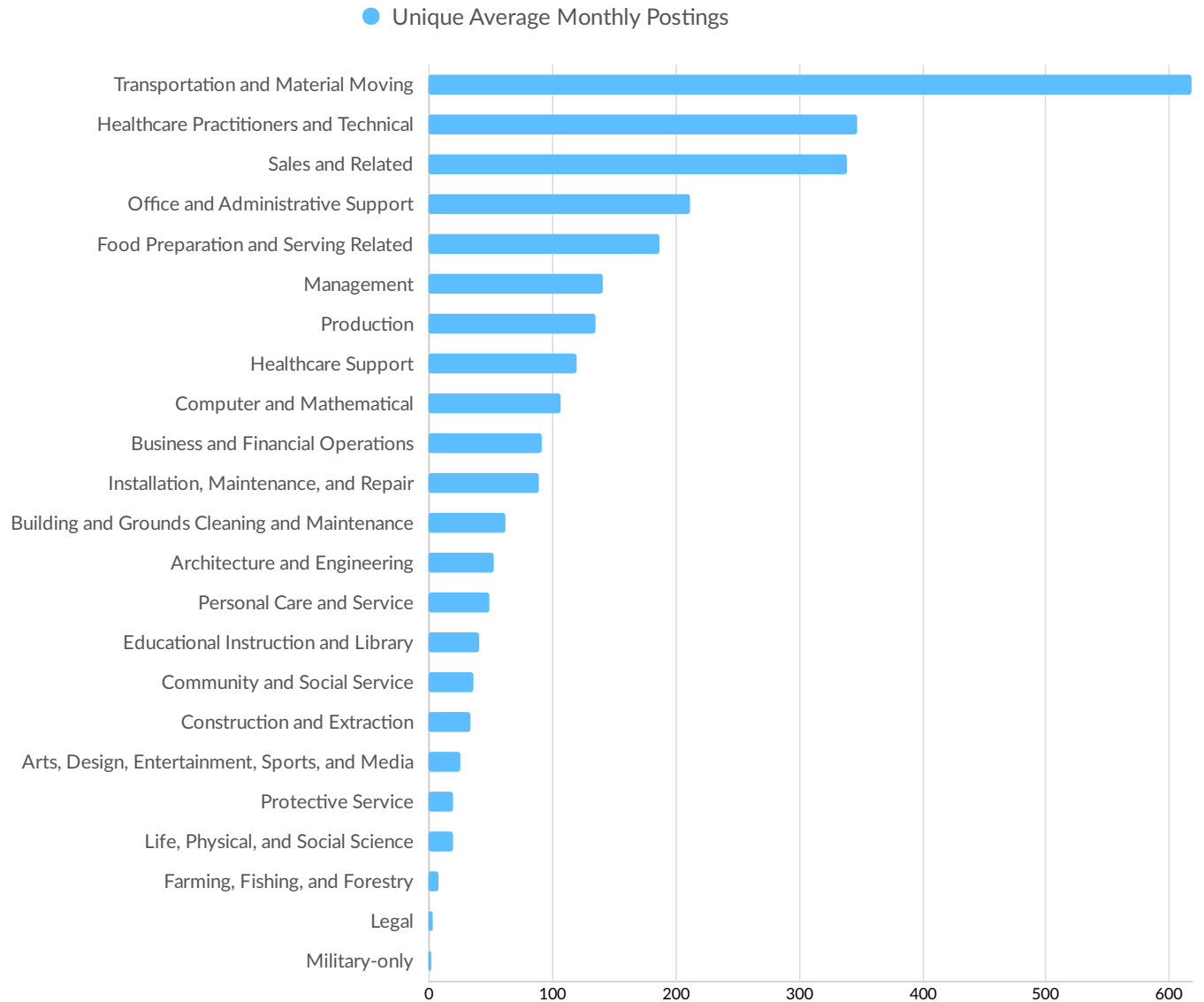
Top Occupation LQ



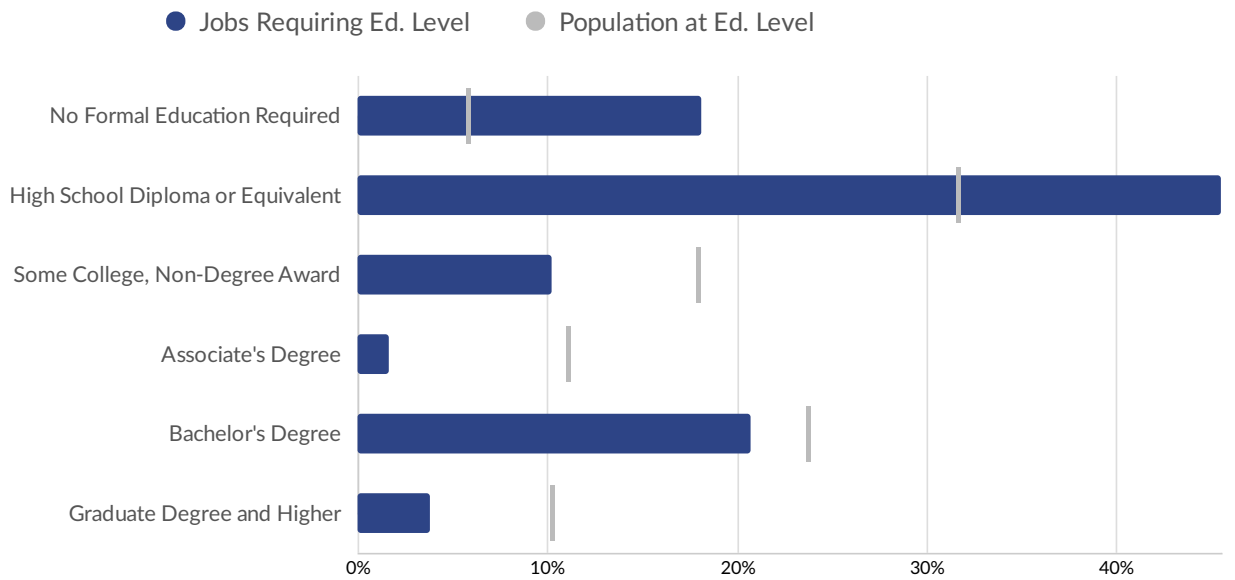
Top Occupation Earnings



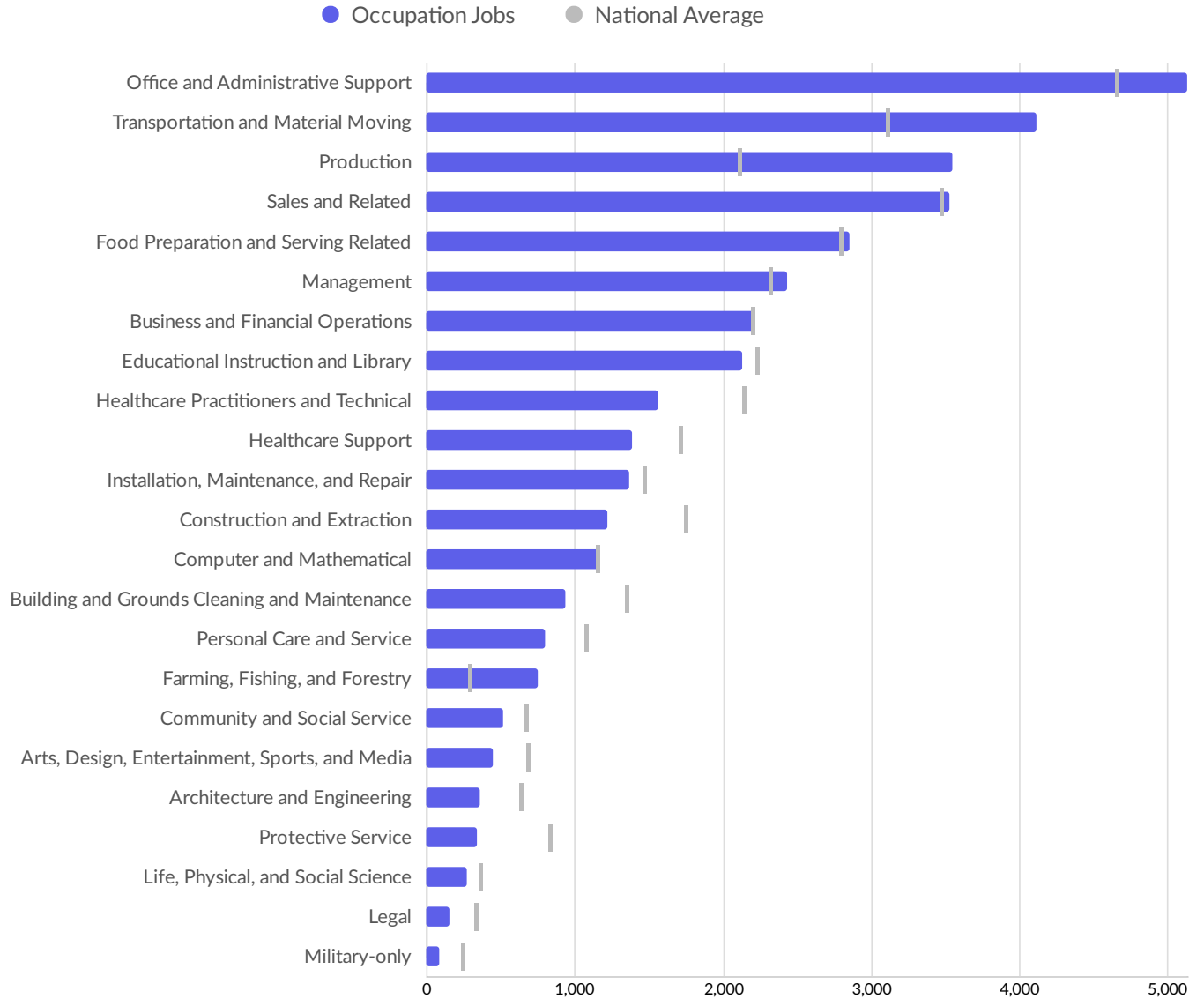
Top Posted Occupations



Underemployment

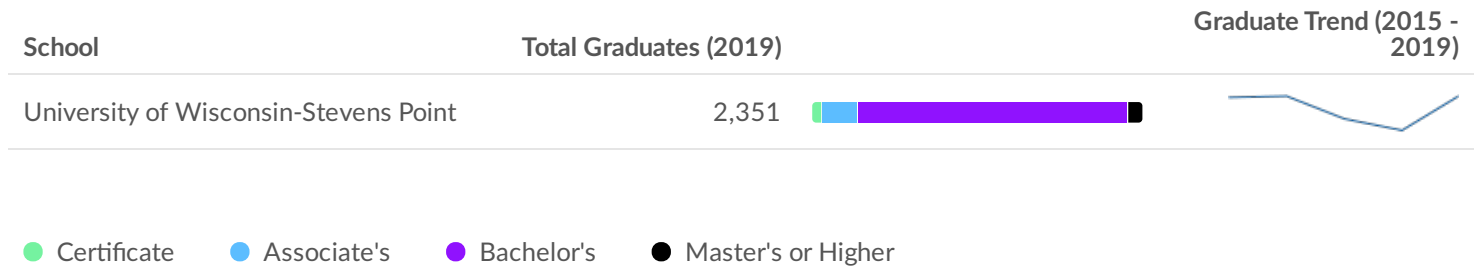


Largest Occupations



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".



In-Demand Skills

