



Portage County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
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

71,032

Population (2020)

Population **grew by 488** over the last 5 years and is projected to **grow by 665** over the next 5 years.

36,919

Total Regional Employment

Jobs **decreased by 1,980** over the last 5 years but are projected to **grow by 260** over the next 5 years.

\$58.9K

Median Household Income (2019)

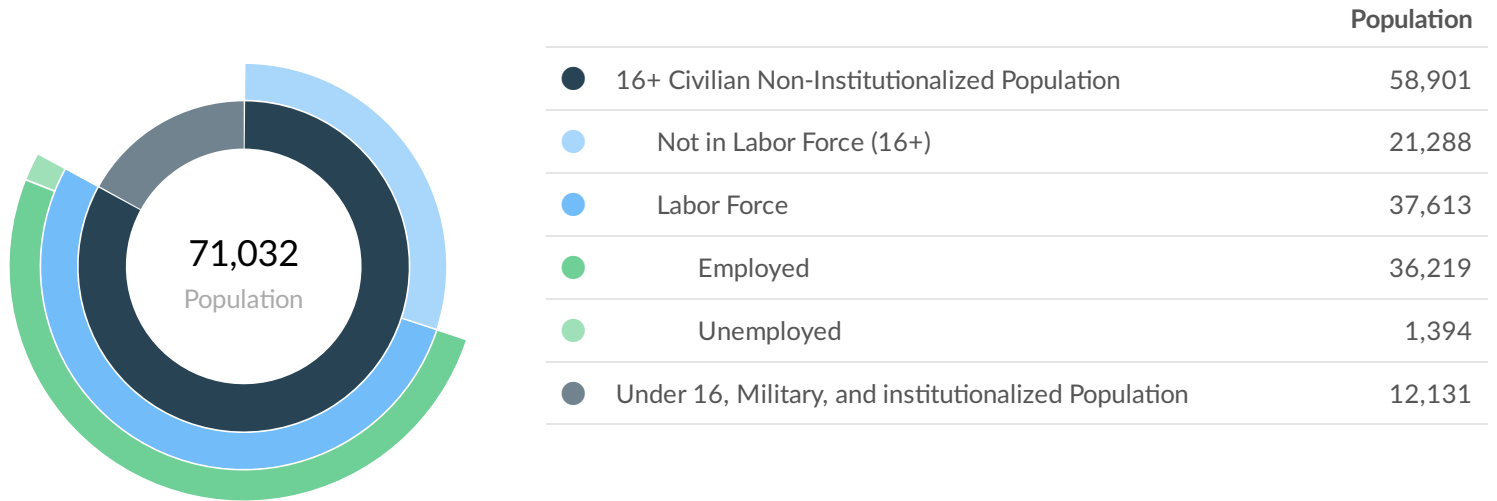
Median household income is **\$4.0K below** the national median household income of \$62.8K.

Takeaways

- As of 2020 the region's population **increased by 0.7%** since 2015, growing by 488. Population is expected to **increase by 0.9%** between 2020 and 2025, adding 665.
- From 2015 to 2020, jobs **declined by 5.1%** in Portage County, WI from 38,899 to **36,919**. This change **fell short of the national growth rate of 0.0% by 5.1%**. As the number of jobs declined, the **labor force participation rate decreased from 68.3% to 63.9% between 2015 and 2020**.
- Concerning educational attainment, **23.7% of Portage County, WI residents possess a Bachelor's Degree** (3.7% 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.

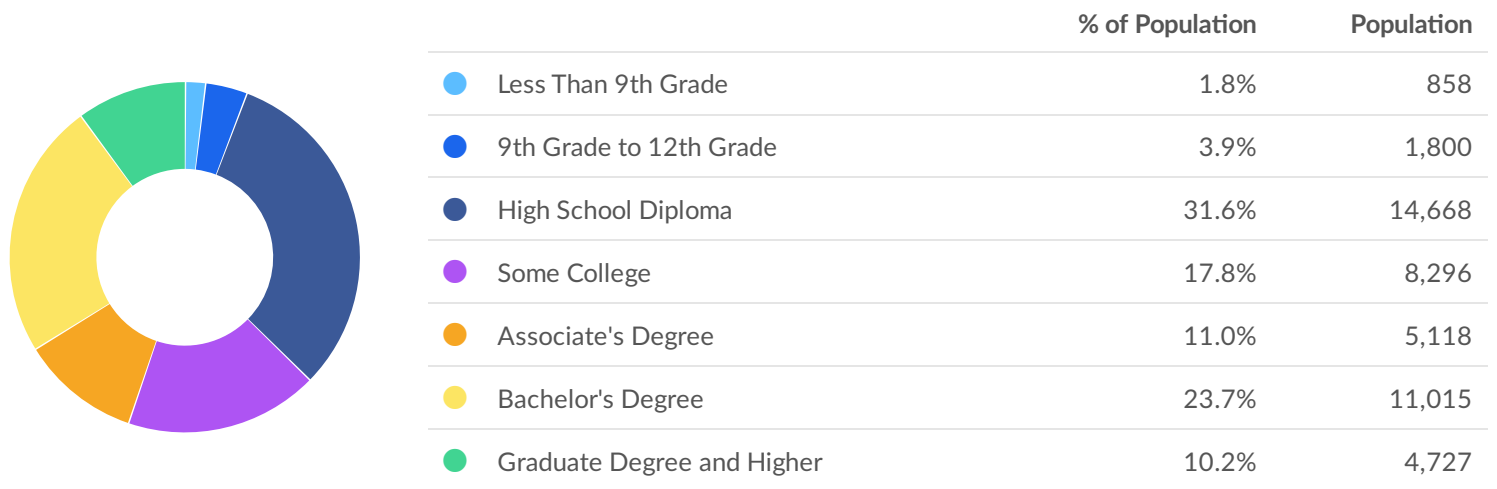
	Population (2020)	Labor Force (2020)	Jobs (2020)	Cost of Living	GRP	Imports	Exports
Region	71,032	37,613	36,919	99.3	\$4.01B	\$5.55B	\$5.19B
Centergy	327,249	166,642	168,952	99.2	\$17.65B	\$23.95B	\$23.11B
NCWRPC	440,343	220,182	217,511	99.7	\$22.09B	\$31.18B	\$29.35B
Wisconsin	5,832,655	3,038,273	3,040,858	100.3	\$334.10B	\$327.47B	\$347.75B

Dec 2020 Labor Force Breakdown



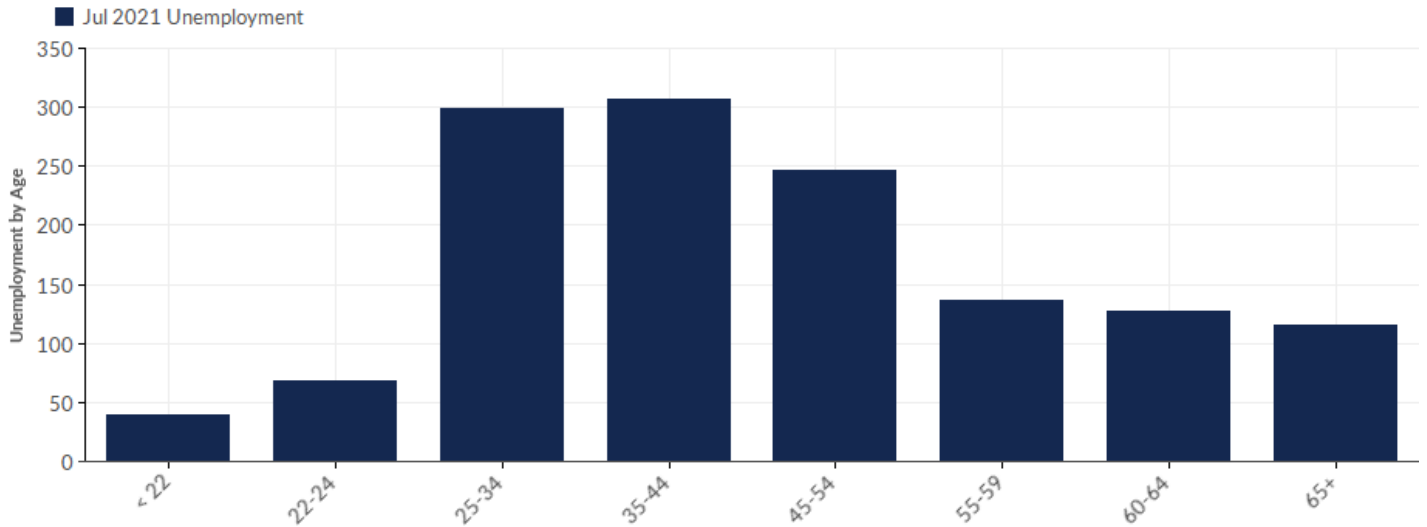
Educational Attainment

Concerning educational attainment, **23.7% of Portage County, WI residents possess a Bachelor's Degree** (3.7% above the national average), and **11.0% hold an Associate's Degree** (2.4% above the national average).



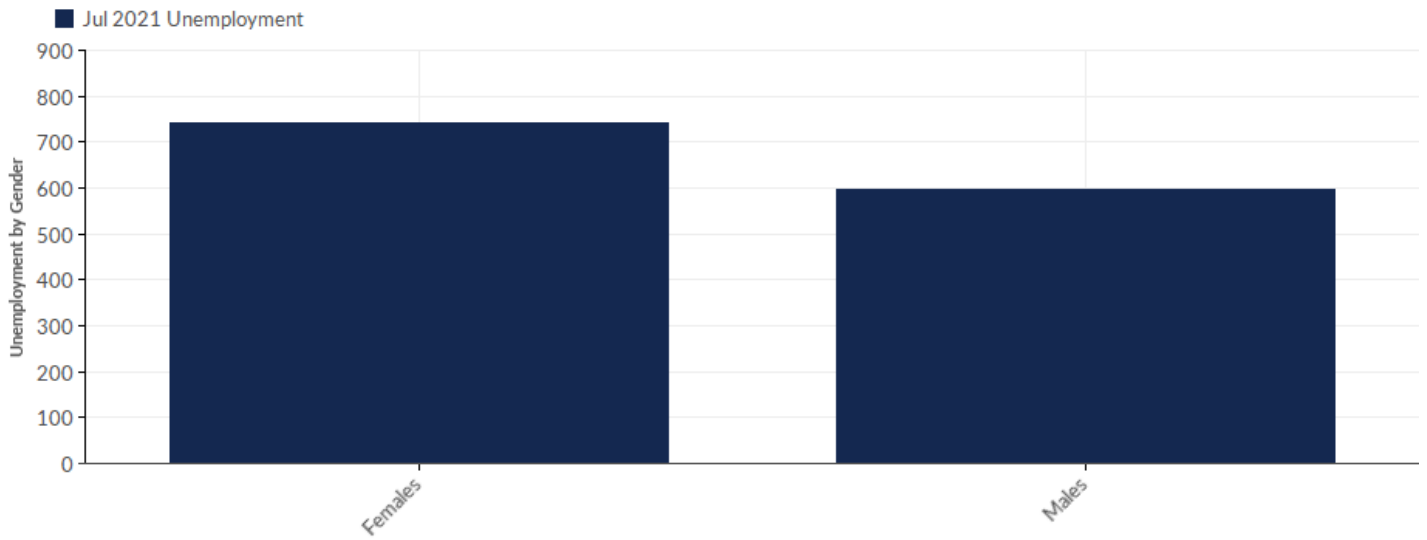
Unemployment by Demographics

Unemployment by Age



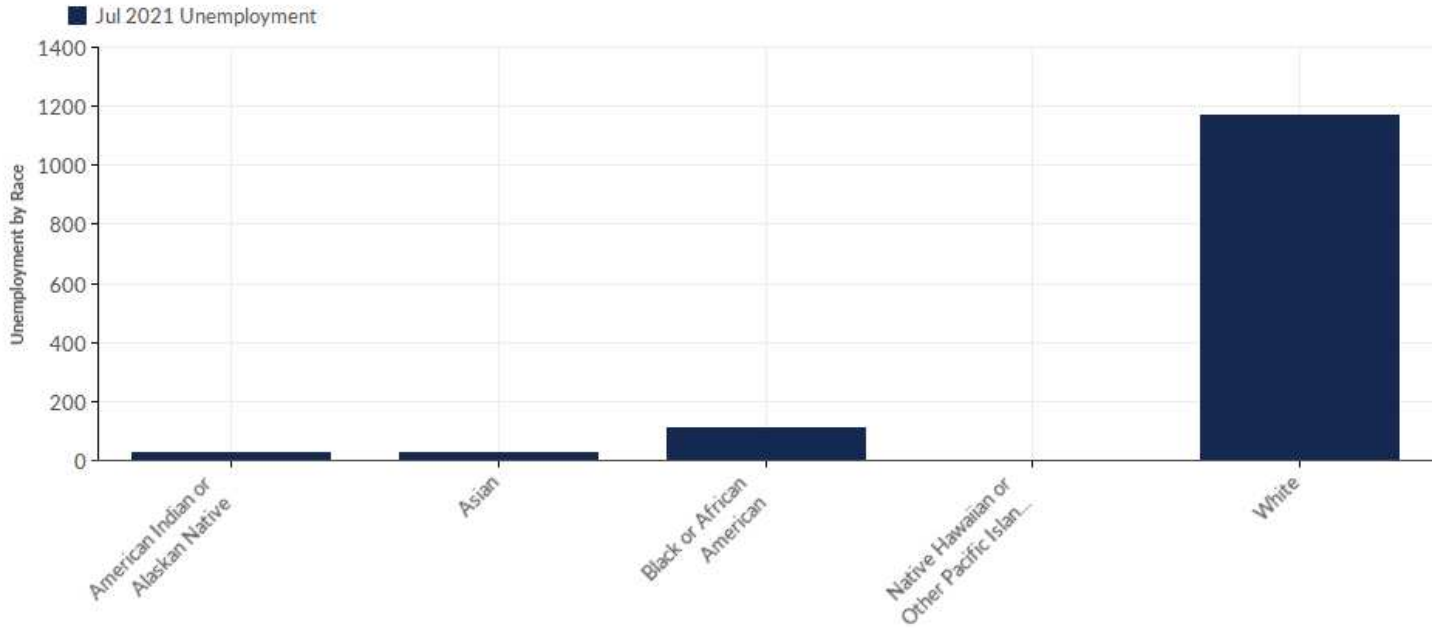
Age	Unemployment (Jul 2021)	% of Cohort
< 22	39	2.91%
22-24	68	5.08%
25-34	299	22.35%
35-44	307	22.94%
45-54	246	18.39%
55-59	136	10.16%
60-64	128	9.57%
65+	115	8.59%
Total	1,338	100.00%

Unemployment by Gender



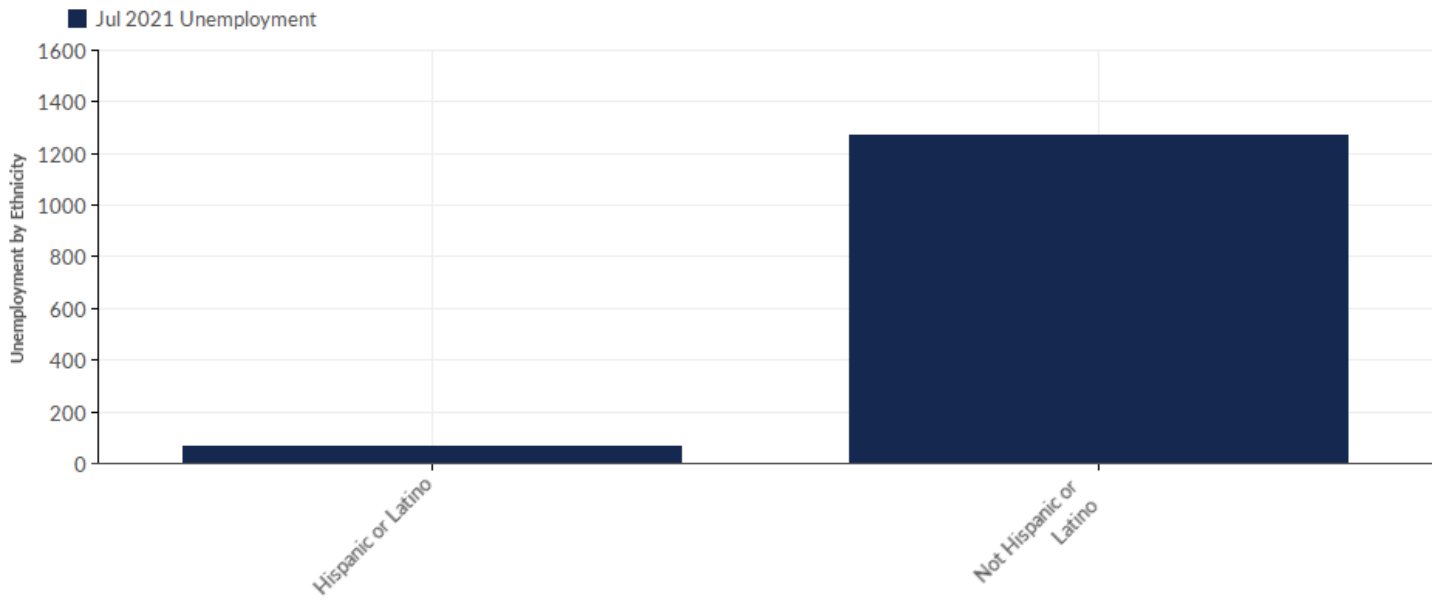
Gender	Unemployment (Jul 2021)	% of Cohort
Females	740	55.31%
Males	598	44.69%
Total	1,338	100.00%

Unemployment by Race



Race	Unemployment (Jul 2021)	% of Cohort
American Indian or Alaskan Native	26	1.94%
Asian	28	2.09%
Black or African American	111	8.30%
Native Hawaiian or Other Pacific Islander	2	0.15%
White	1,170	87.44%
Total	1,338	100.00%

Unemployment by Ethnicity

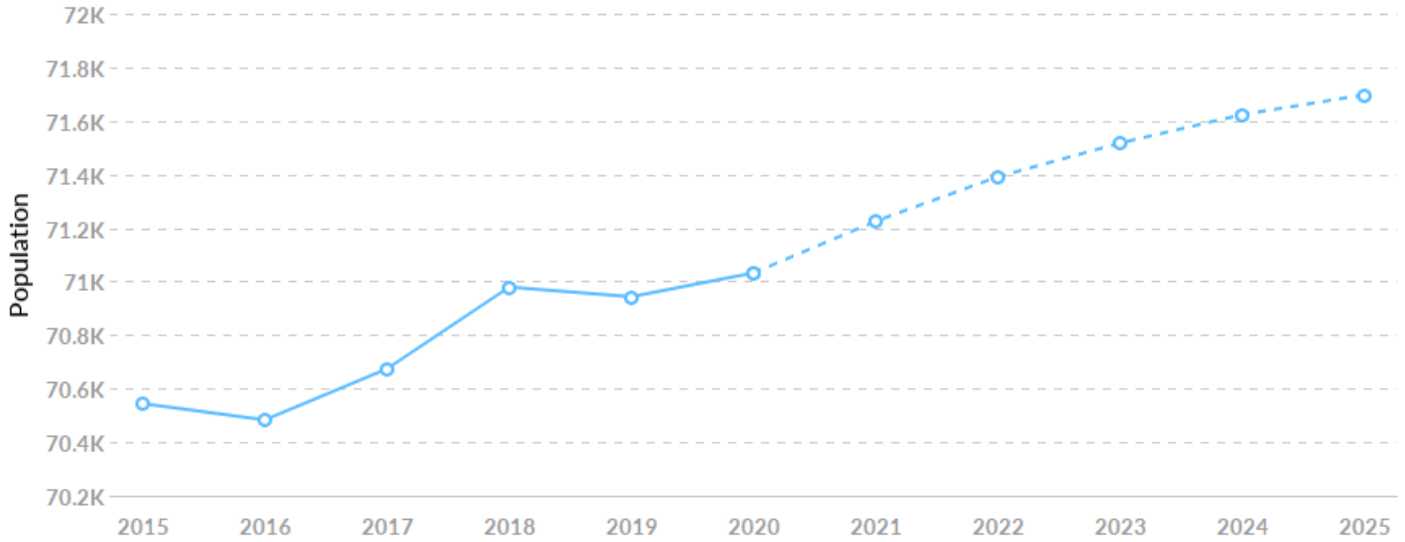


Ethnicity	Unemployment (Jul 2021)	% of Cohort
Hispanic or Latino	67	5.01%
Not Hispanic or Latino	1,271	94.99%
Total	1,338	100.00%

Historic & Projected Trends

Population Trends

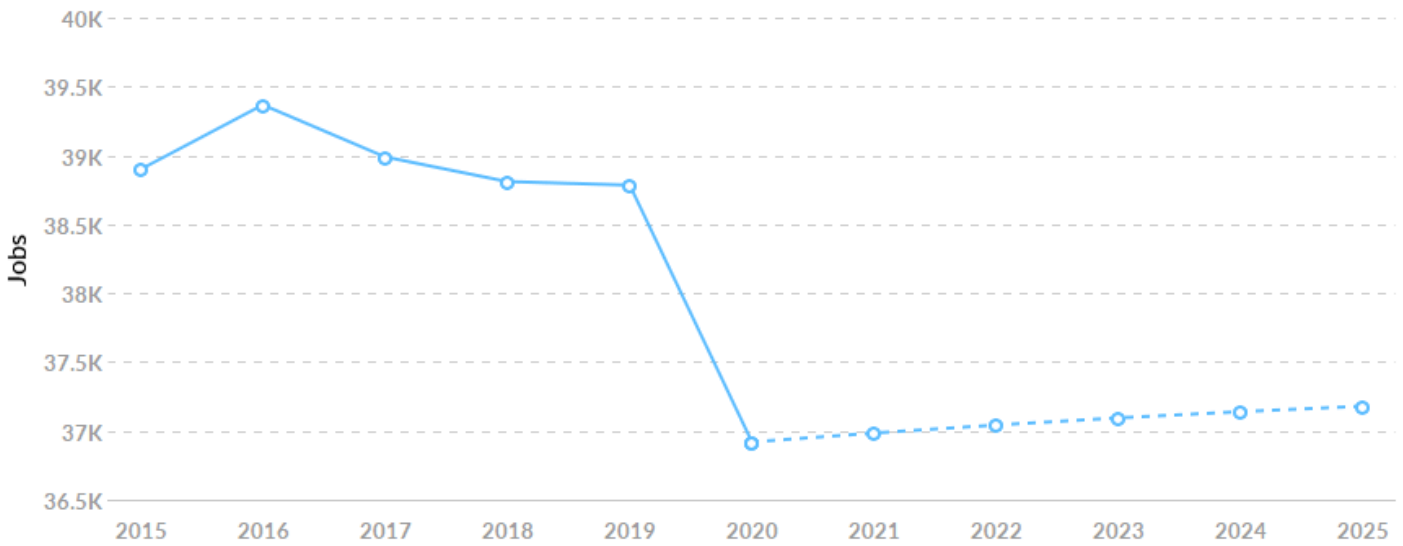
As of 2020 the region's population **increased by 0.7%** since 2015, growing by 488. Population is expected to **increase by 0.9%** between 2020 and 2025, adding 665.



Timeframe	Population
2015	70,544
2016	70,483
2017	70,674
2018	70,979
2019	70,943
2020	71,032
2021	71,225
2022	71,391
2023	71,517
2024	71,623
2025	71,697

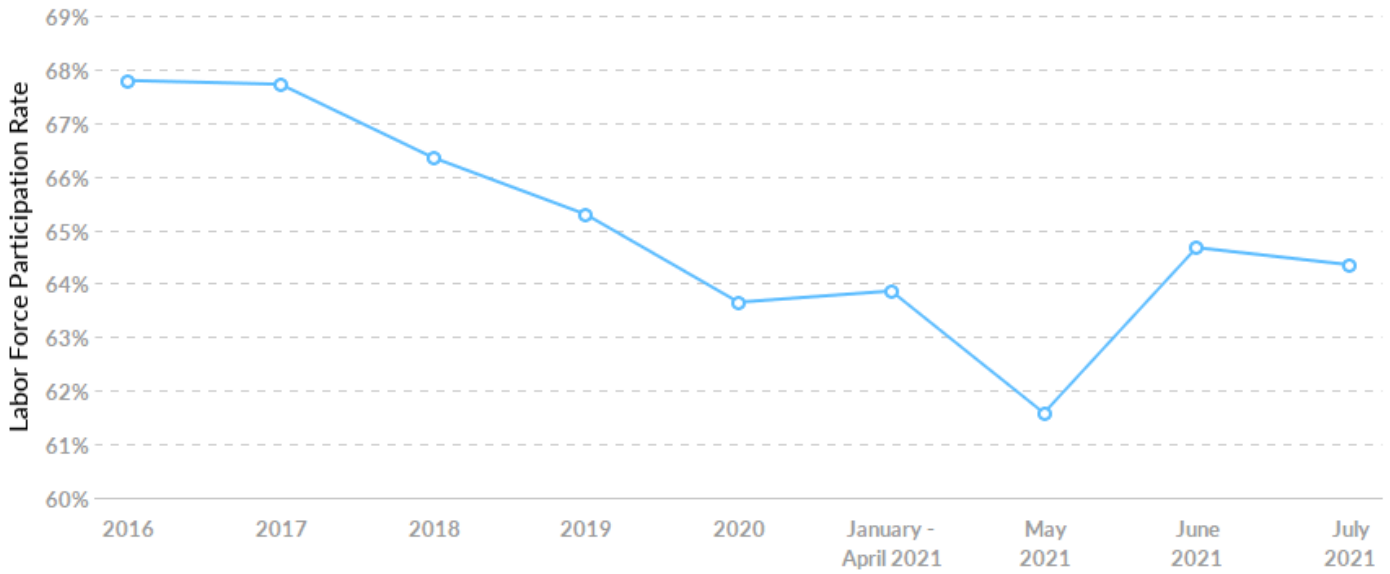
Job Trends

From 2015 to 2020, jobs declined by 5.1% in Portage County, WI from 38,899 to 36,919. This change fell short of the national growth rate of 0.0% by 5.1%.



Timeframe	Jobs
2015	38,899
2016	39,367
2017	38,989
2018	38,810
2019	38,784
2020	36,919
2021	36,984
2022	37,042
2023	37,094
2024	37,139
2025	37,179

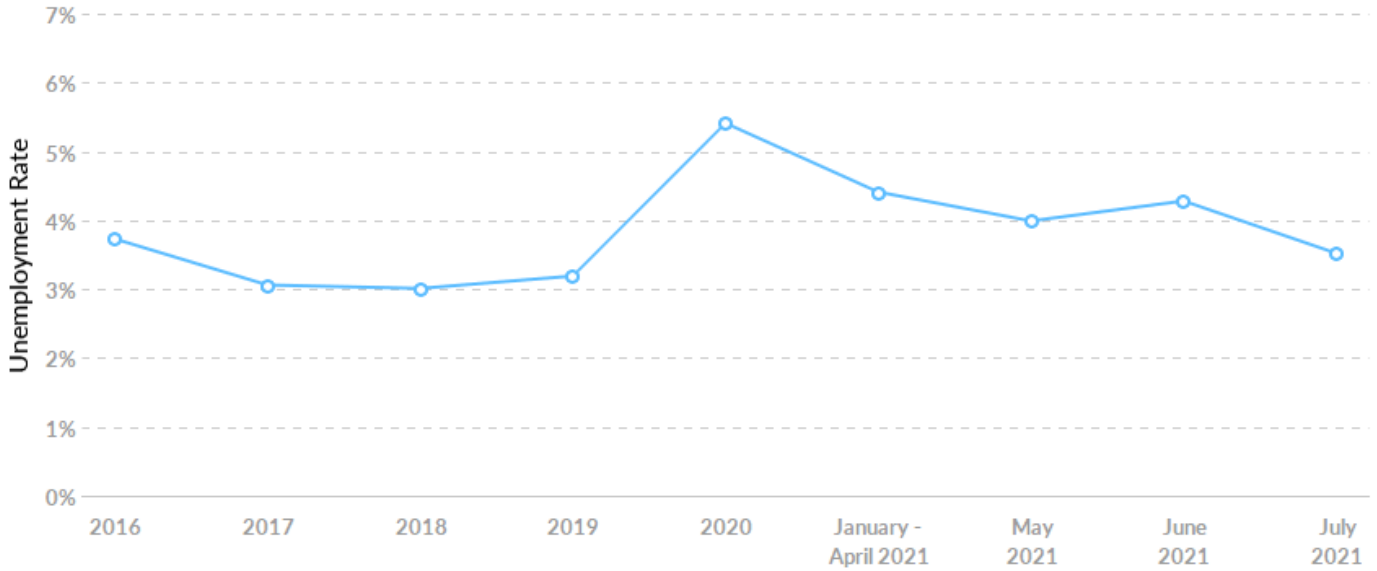
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	67.79%
2017	67.72%
2018	66.35%
2019	65.29%
2020	63.65%
January - April 2021	63.86%
May 2021	61.58%
June 2021	64.67%
July 2021	64.35%

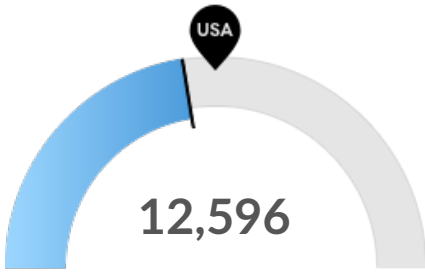
Unemployment Rate Trends

Portage County, WI had a July 2021 unemployment rate of 3.52%, decreasing from 3.73% 5 years before.



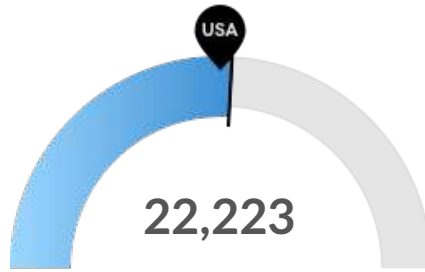
Timeframe	Unemployment Rate
2016	3.73%
2017	3.06%
2018	3.01%
2019	3.19%
2020	5.41%
January - April 2021	4.41%
May 2021	3.99%
June 2021	4.28%
July 2021	3.52%

Population Characteristics



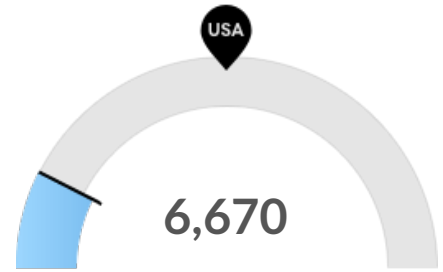
Millennials

Portage County, WI has 12,596 millennials (ages 25-39). The national average for an area this size is 14,638.



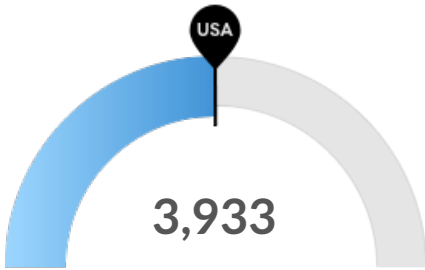
Retiring Soon

Retirement risk is about average in Portage County, WI. The national average for an area this size is 21,141 people 55 or older, while there are 22,223 here.



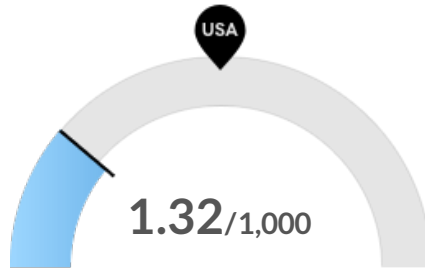
Racial Diversity

Racial diversity is low in Portage County, WI. The national average for an area this size is 28,611 racially diverse people, while there are 6,670 here.



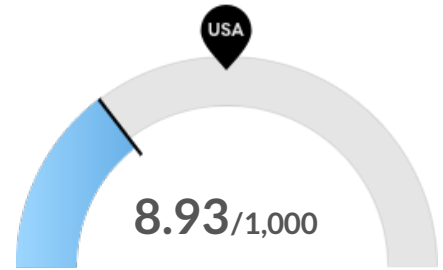
Veterans

Portage County, WI has 3,933 veterans. The national average for an area this size is 3,939.



Violent Crime

Portage County, WI has 1.32 violent crimes per 1,000 people. The national rate is 3.62 per 1,000 people.

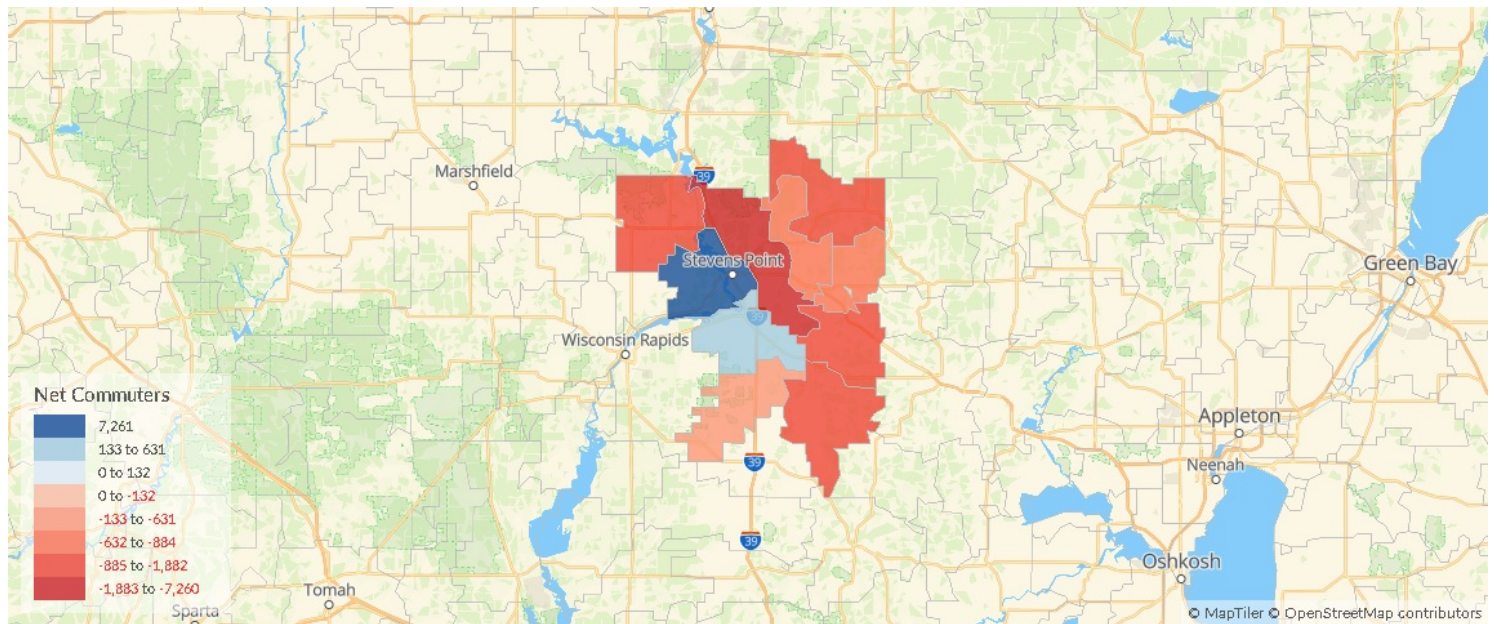


Property Crime

Portage County, WI has 8.93 property crimes per 1,000 people. The national rate is 17.91 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...	21,600
54467	Plover, WI (in Portage c...	8,277
54482	Stevens Point, WI (in Po...	3,007
54406	Amherst, WI (in Portage...	1,136
54921	Bancroft, WI (in Portage...	882

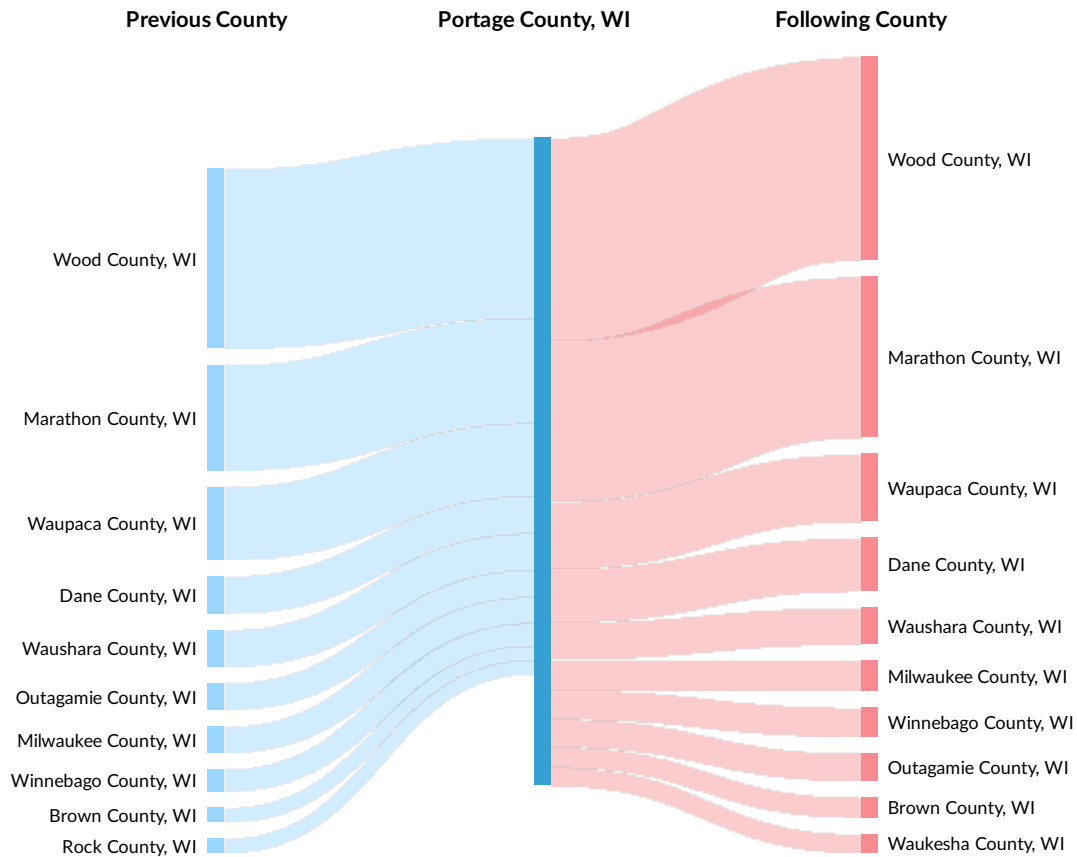
Where Talent Lives

ZIP	Name	2020 Workers
54481	Stevens Point, WI (in Po...	14,339
54467	Plover, WI (in Portage c...	8,064
54482	Stevens Point, WI (in Po...	4,890
54406	Amherst, WI (in Portage...	2,068
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 2019, 393 people have migrated from Wood County, WI to Portage County, WI. In the same year, 445 people left Portage County, WI migrating to Wood County, WI. The total Net Migration for Portage County, WI in 2018 was -314.

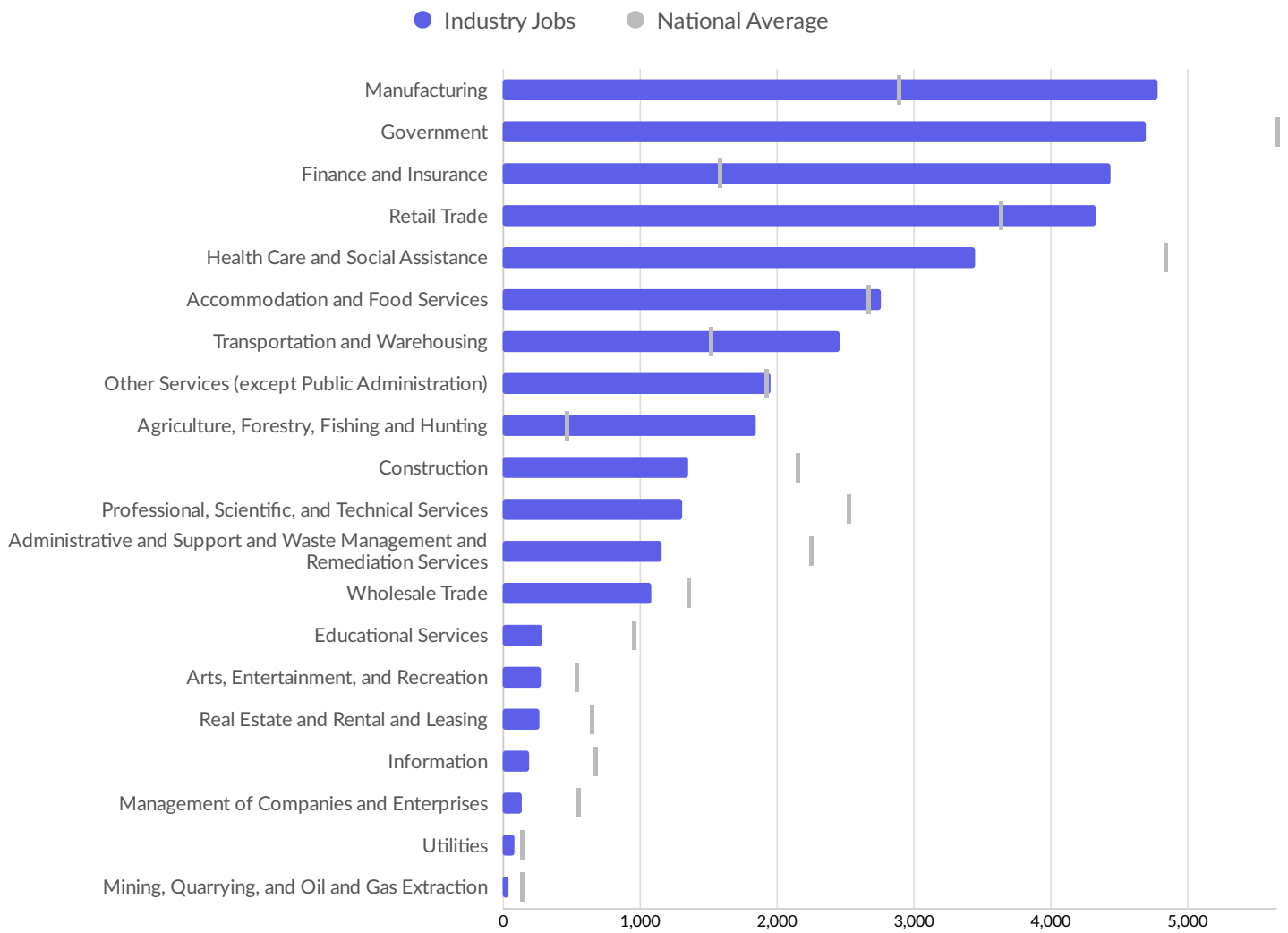


Top Previous Counties	Migrations
Wood County, WI	393
Marathon County, WI	231
Waupaca County, WI	160
Dane County, WI	81
Waushara County, WI	80
Outagamie County, WI	59

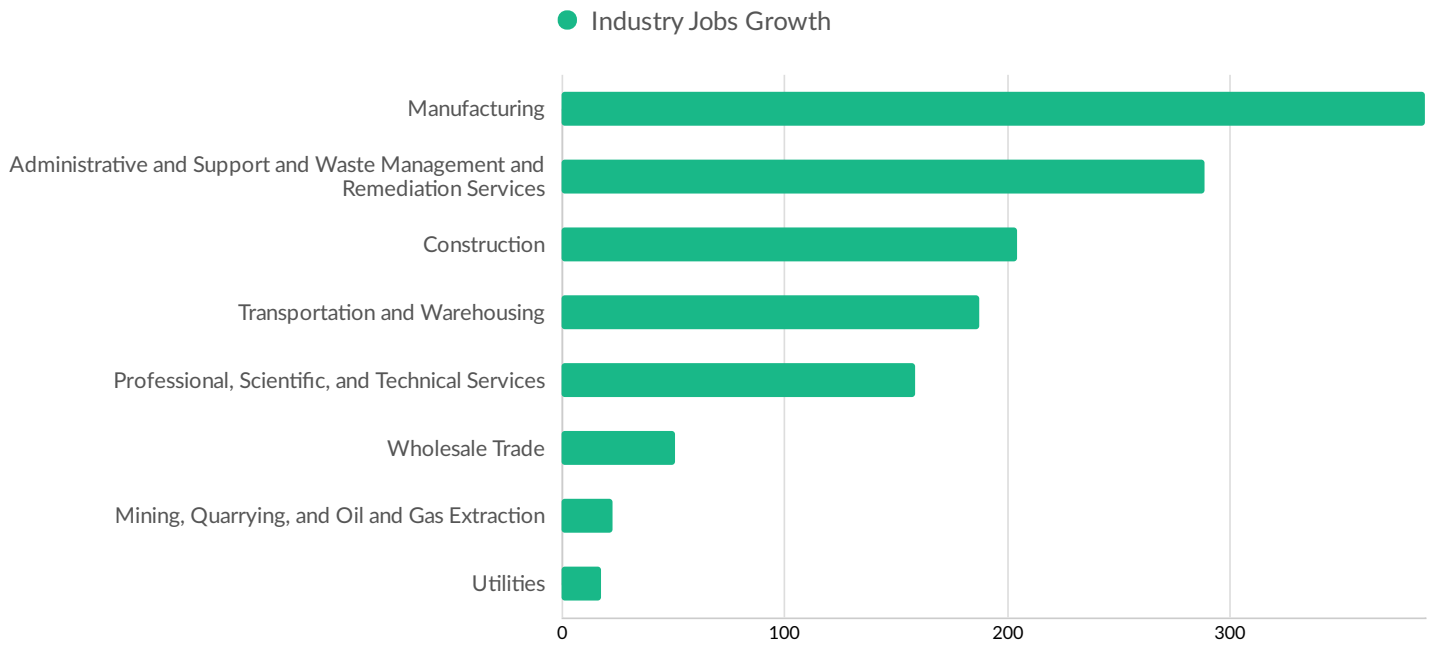
Top Previous Counties	Migrations
Milwaukee County, WI	57
Winnebago County, WI	49
Brown County, WI	31
Rock County, WI	31
Waukesha County, WI	29
Racine County, WI	26
Oneida County, WI	26
St. Croix County, WI	22
Pierce County, WA	21
Top Following Counties	Migrations
Wood County, WI	445
Marathon County, WI	352
Waupaca County, WI	147
Dane County, WI	117
Waushara County, WI	80
Milwaukee County, WI	66
Winnebago County, WI	64
Outagamie County, WI	61
Brown County, WI	45
Waukesha County, WI	41
Dakota County, MN	35
Hidalgo County, TX	33
Pinellas County, FL	29
Sumter County, SC	26
Hennepin County, MN	23

Industry Characteristics

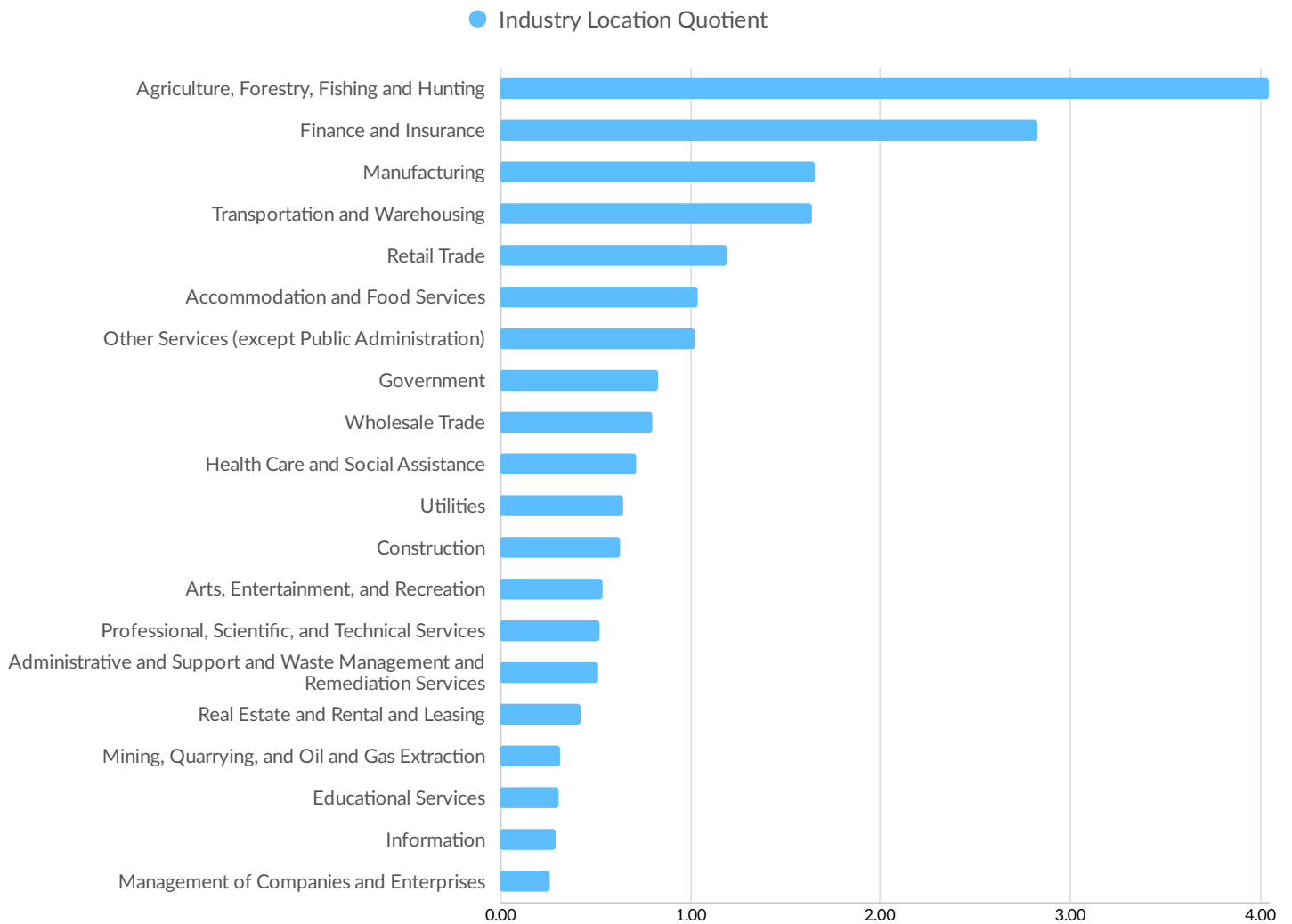
Largest Industries



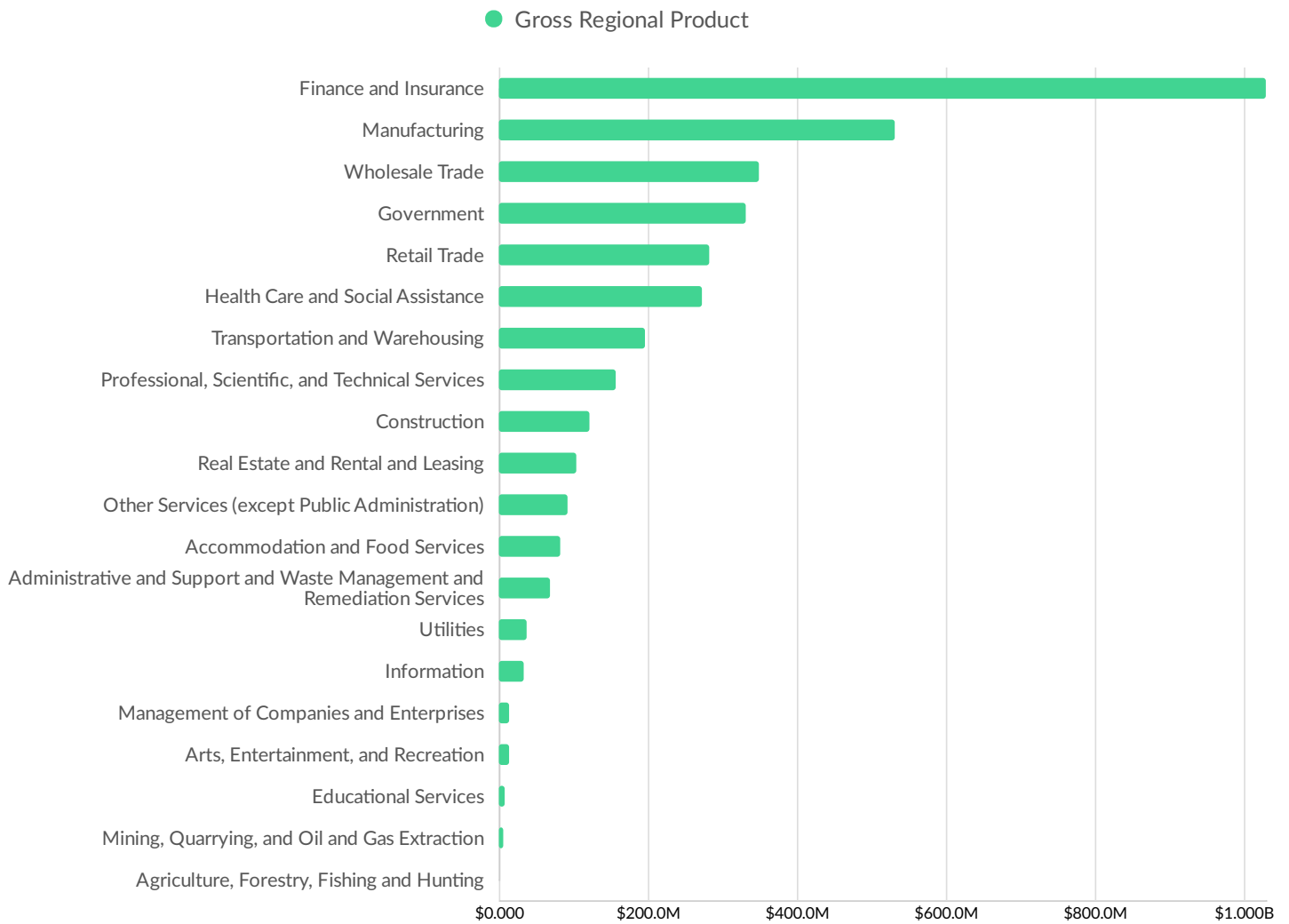
Top Growing Industries



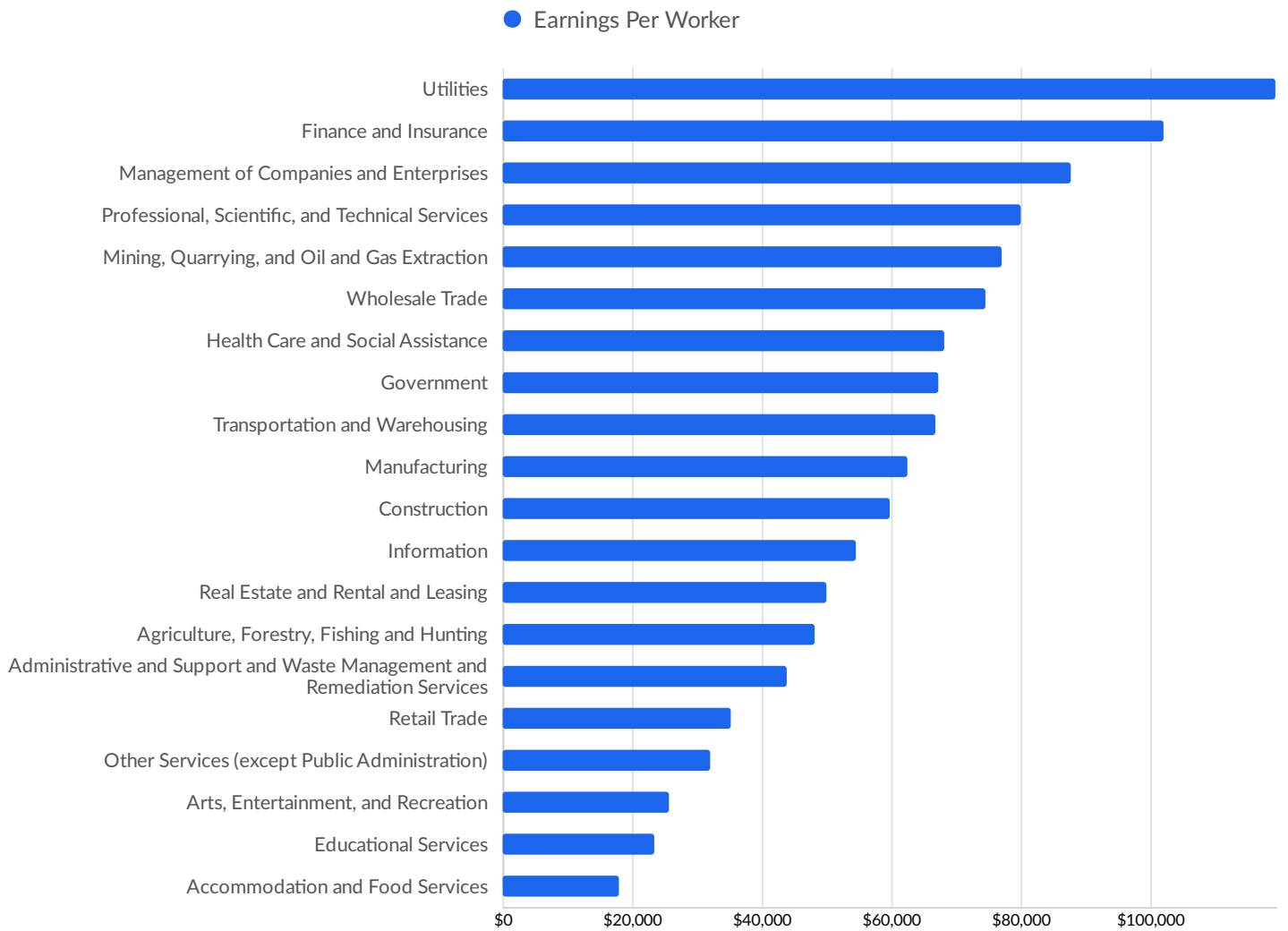
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



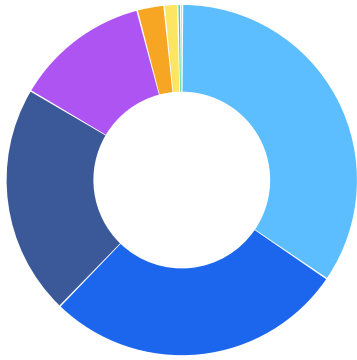
Business Characteristics

4,799 Companies Employ Your Workers

Online profiles for your workers mention 4,799 companies as employers, with the top 10 appearing below. In the last 12 months, 1,638 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Sentry Insurance	1,053 	Roehl Transport, Inc.	610 
University of Wisconsin Stevens...	792 	Sentry Insurance	357 
Stevens Point Area Public Schoo...	391 	Ascension	349 
Skyward Io, Inc.	252 	Sentry Inc	204 
Ministry Health Care, Inc.	154 	Nelnet, Inc.	194 
Associated Banc-Corp	148 	Remedy Intelligent Staffing	171 
Delta Dental Insurance Company	131 	C.R. England, Inc.	165 
Ascension	124 	Aspirus Wausau Hospital, Inc.	155 
Travel Guard	124 	U.S. Xpress, Inc.	140 
Aspirus Wausau Hospital, Inc.	112 	Portage County	126 

Business Size

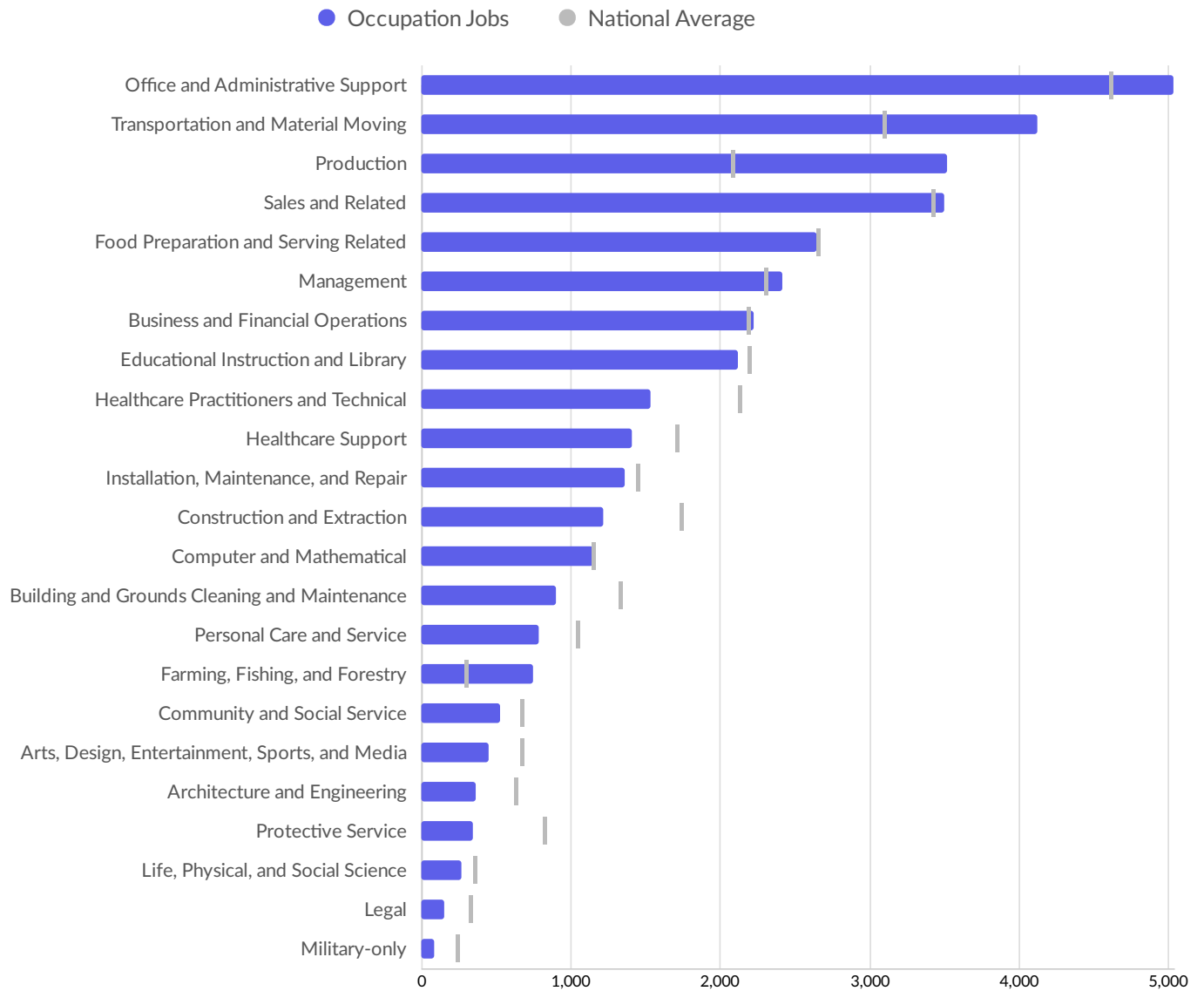


	Percentage	Business Count
1 to 4 employees	34.4%	1,024
5 to 9 employees	27.7%	824
10 to 19 employees	21.3%	632
20 to 49 employees	12.4%	369
50 to 99 employees	2.5%	74
100 to 249 employees	1.2%	37
250 to 499 employees	0.3%	8
500+ employees	0.2%	5

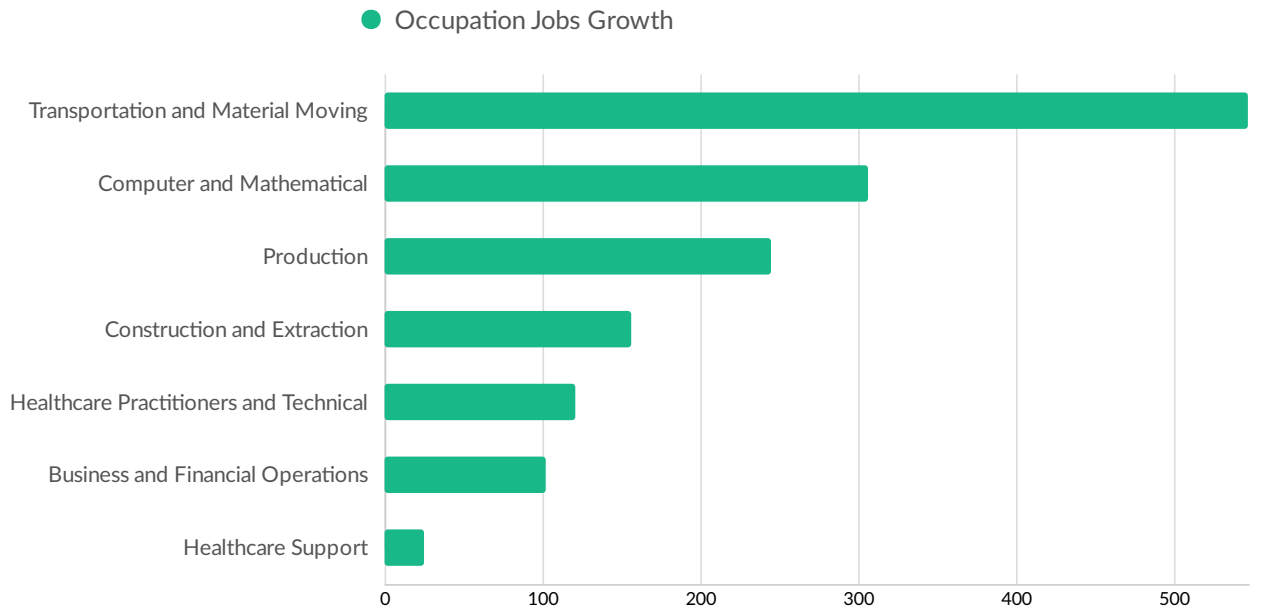
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

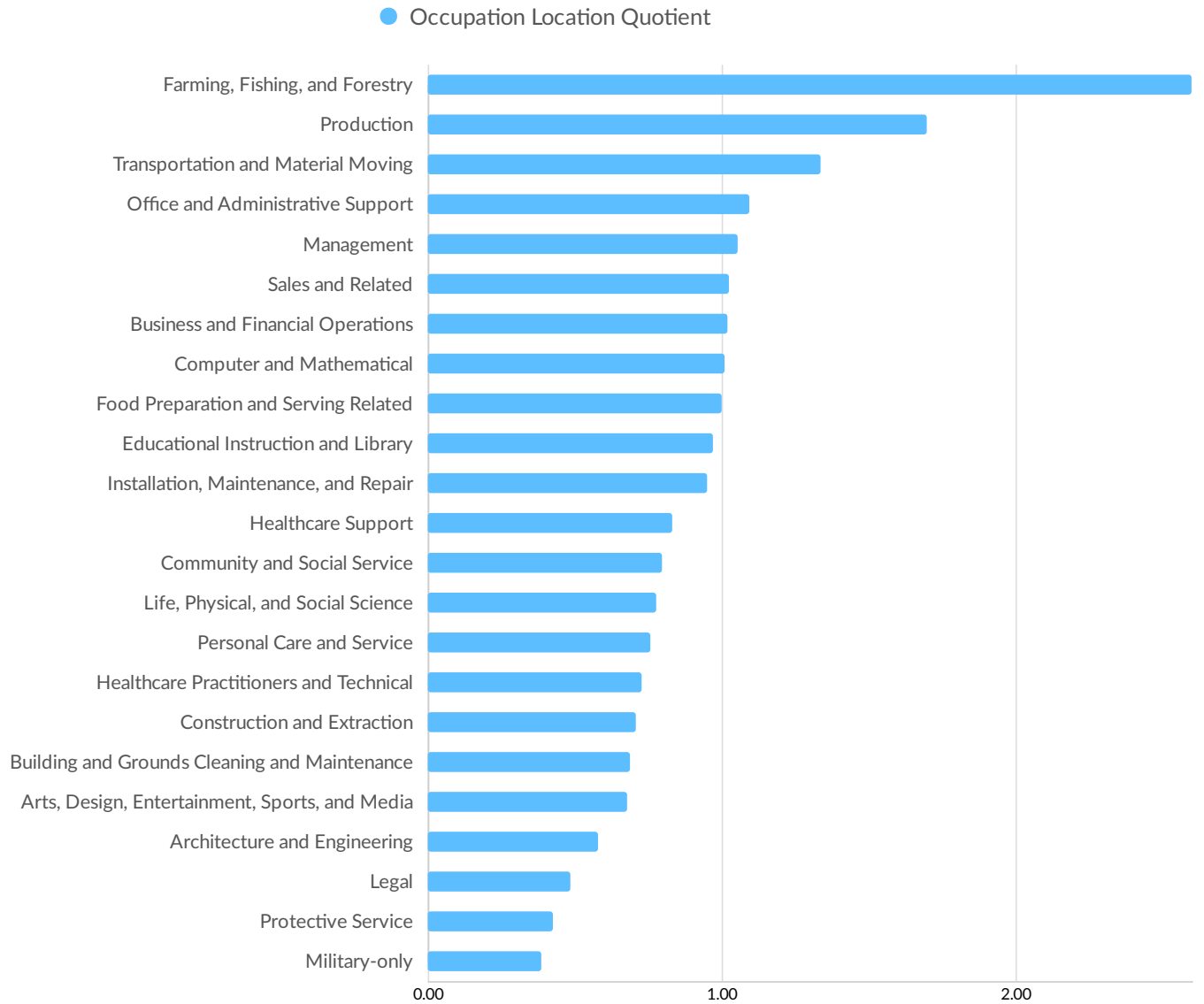
Largest Occupations



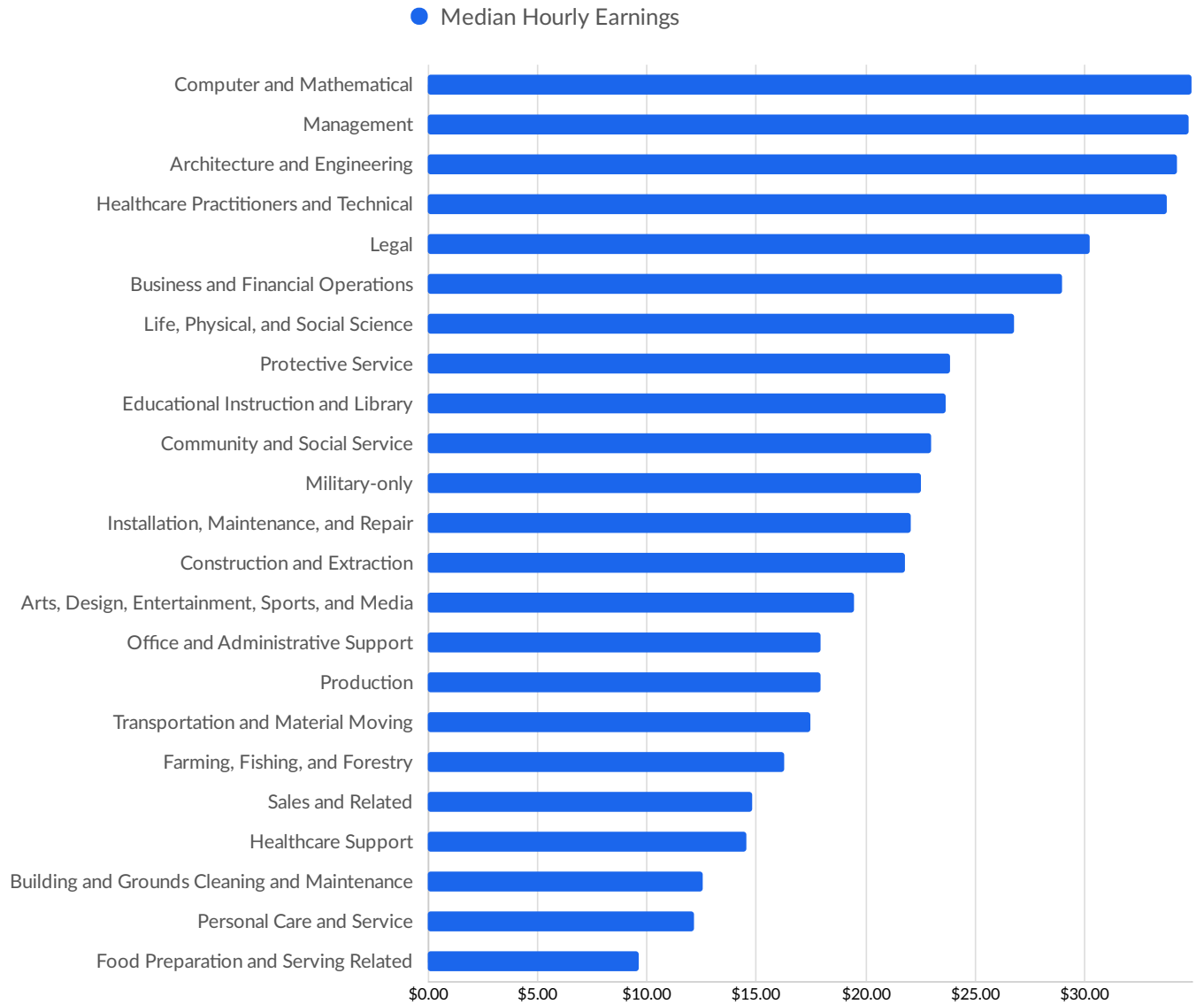
Top Growing Occupations



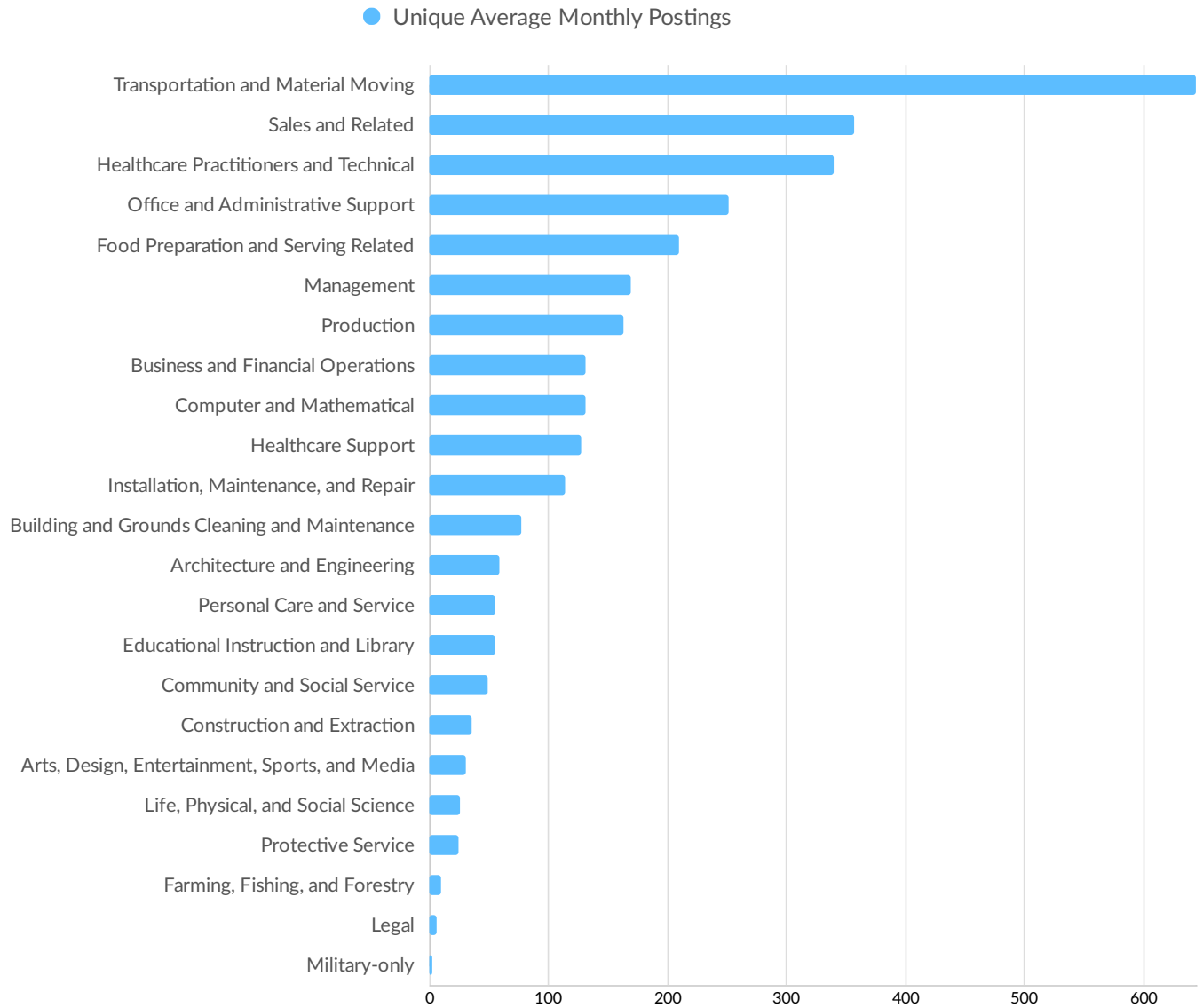
Top Occupation Location Quotient



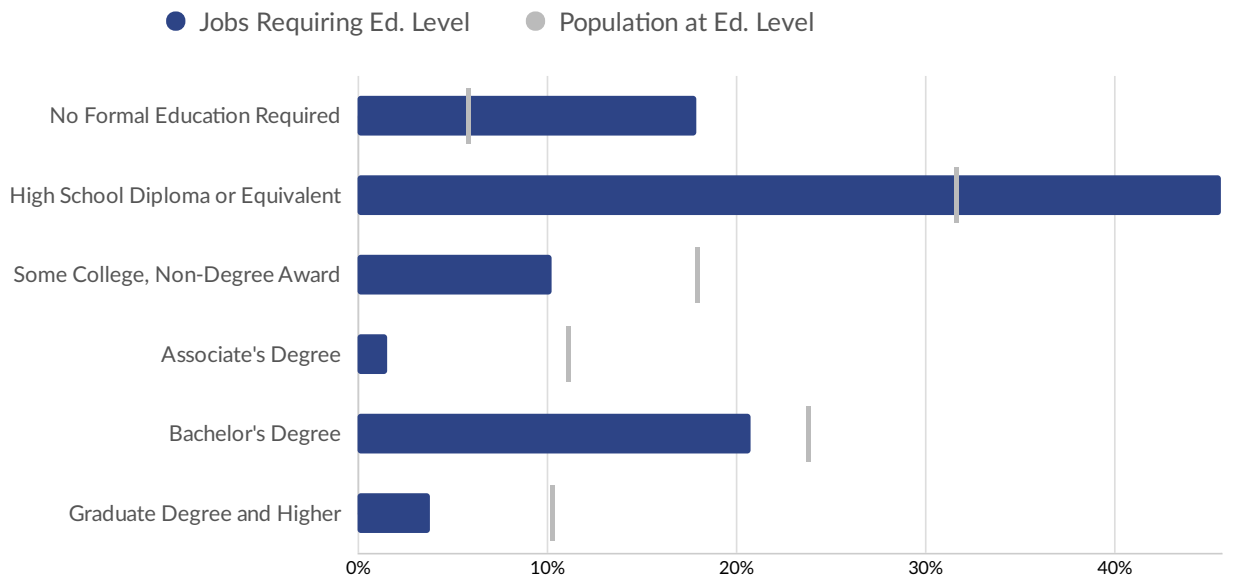
Top Occupation Earnings



Top Posted Occupations

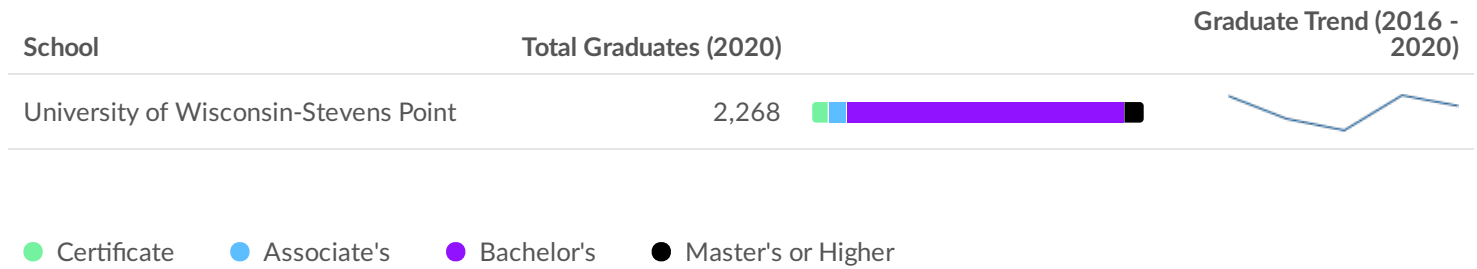


Underemployment



Educational Pipeline

In 2020, there were 2,268 graduates in Portage County, WI. This pipeline has shrunk by 3% 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

