



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

71,225

Population (2021)

Population **grew by 742** over the last 5 years and is projected to **grow by 576** over the next 5 years.

36,688

Total Regional Employment

Jobs **decreased by 2,698** over the last 5 years but are projected to **grow by 22** 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 2021 the region's population **increased by 1.1%** since 2016, growing by 742. Population is expected to **increase by 0.8%** between 2021 and 2026, adding 576.
- From 2016 to 2021, jobs **declined by 6.9%** in Portage County, WI from 39,386 to **36,688**. This change **fell short of the national growth rate of 0.4% by 6.5%**. As the number of jobs declined, the **labor force participation rate decreased from 68.6% to 64.9% between 2016 and 2021**.
- Concerning educational attainment, **24.3% of Portage County, WI residents possess a Bachelor's Degree** (4.0% above the national average), and **11.3% hold an Associate's Degree** (2.6% above the national average).
- The top three industries in 2021 are Insurance Carriers, Restaurants and Other Eating Places, and Fruit and Vegetable Preserving and Specialty Food Manufacturing.

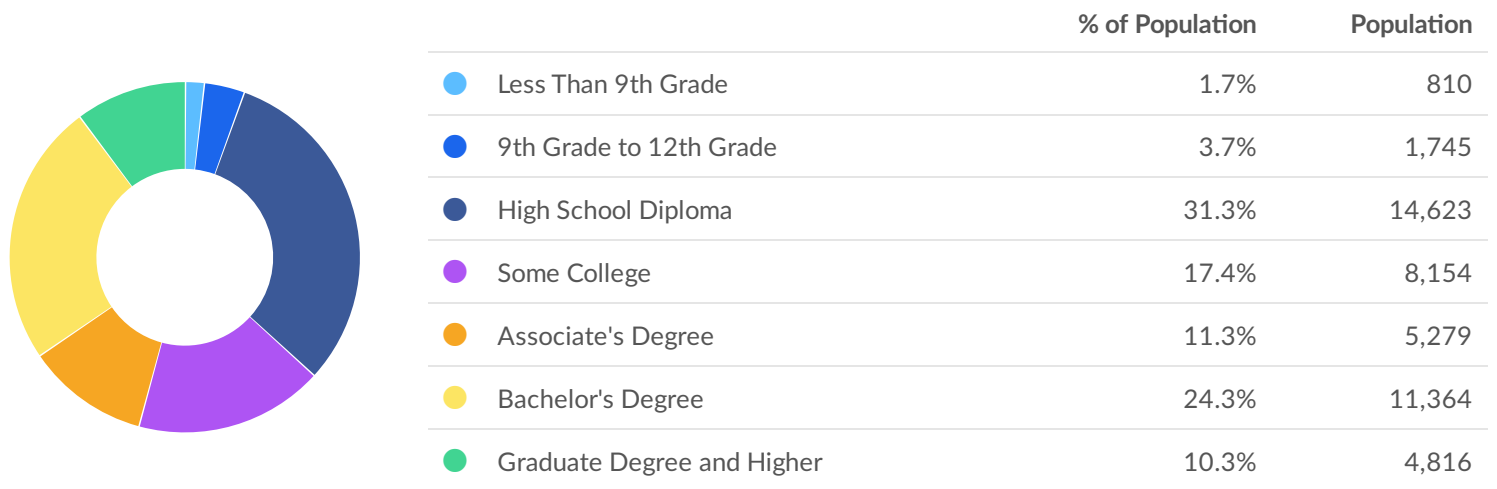
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	71,225	38,332	36,688	99.3	\$4.23B	\$5.36B	\$5.07B
NCWRPC	441,223	222,283	218,790	99.7	\$23.11B	\$30.24B	\$28.47B
Wisconsin	5,855,036	3,102,500	3,069,154	100.3	\$345.97B	\$320.32B	\$341.85B

Nov 2021 Labor Force Breakdown



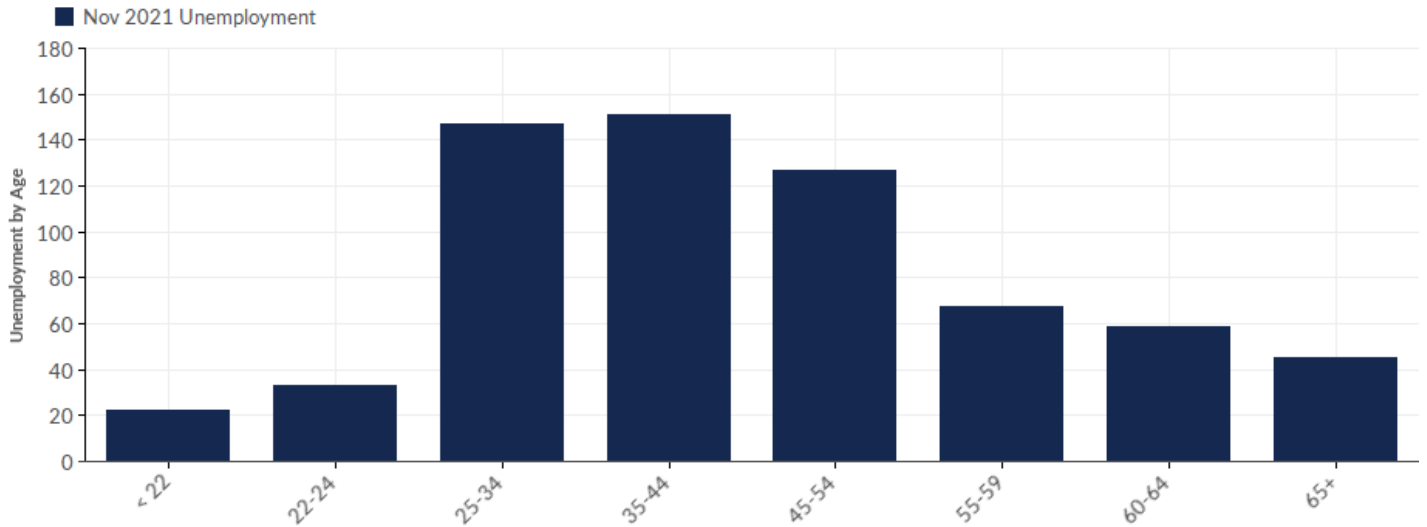
Educational Attainment

Concerning educational attainment, **24.3% of Portage County, WI residents possess a Bachelor's Degree** (4.0% above the national average), and **11.3% hold an Associate's Degree** (2.6% above the national average).



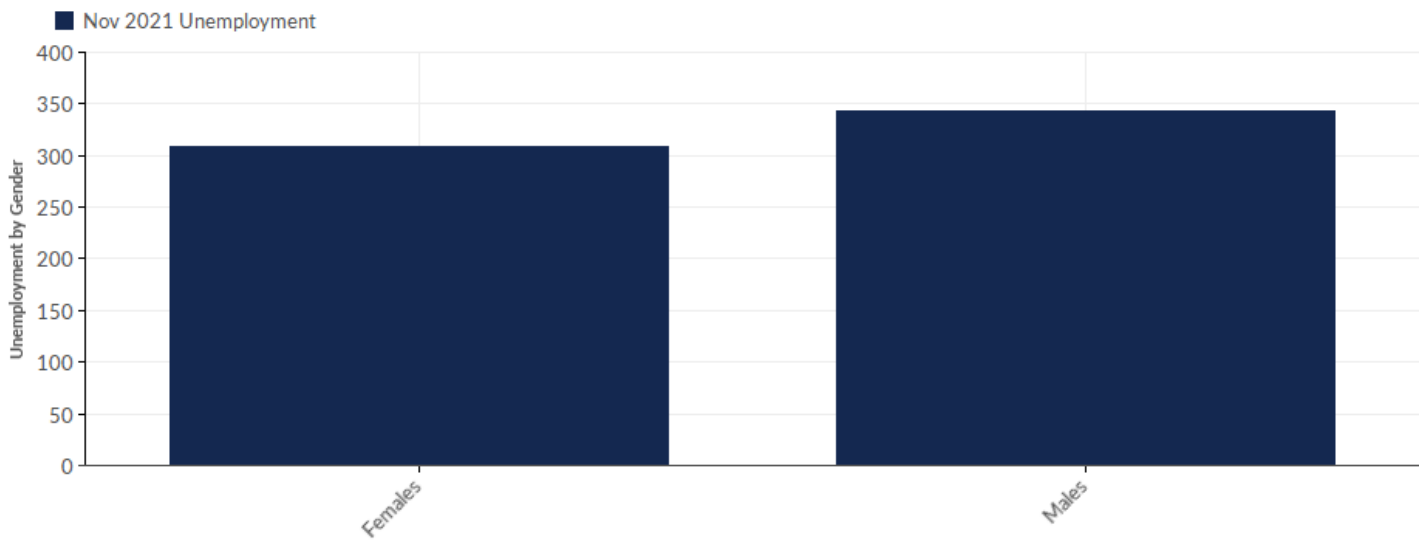
Unemployment by Demographics

Unemployment by Age



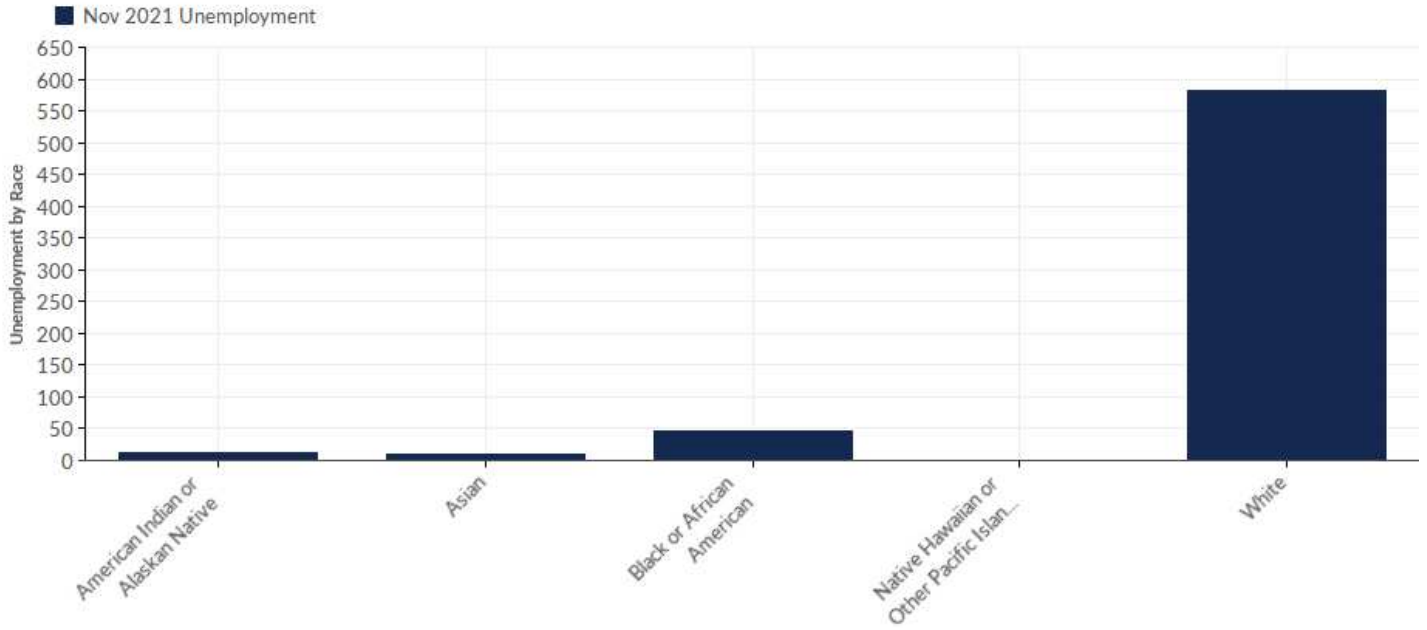
Age	Unemployment (Nov 2021)	% of Cohort
< 22	22	3.38%
22-24	33	5.07%
25-34	147	22.58%
35-44	151	23.20%
45-54	127	19.51%
55-59	67	10.29%
60-64	59	9.06%
65+	45	6.91%
Total	651	100.00%

Unemployment by Gender



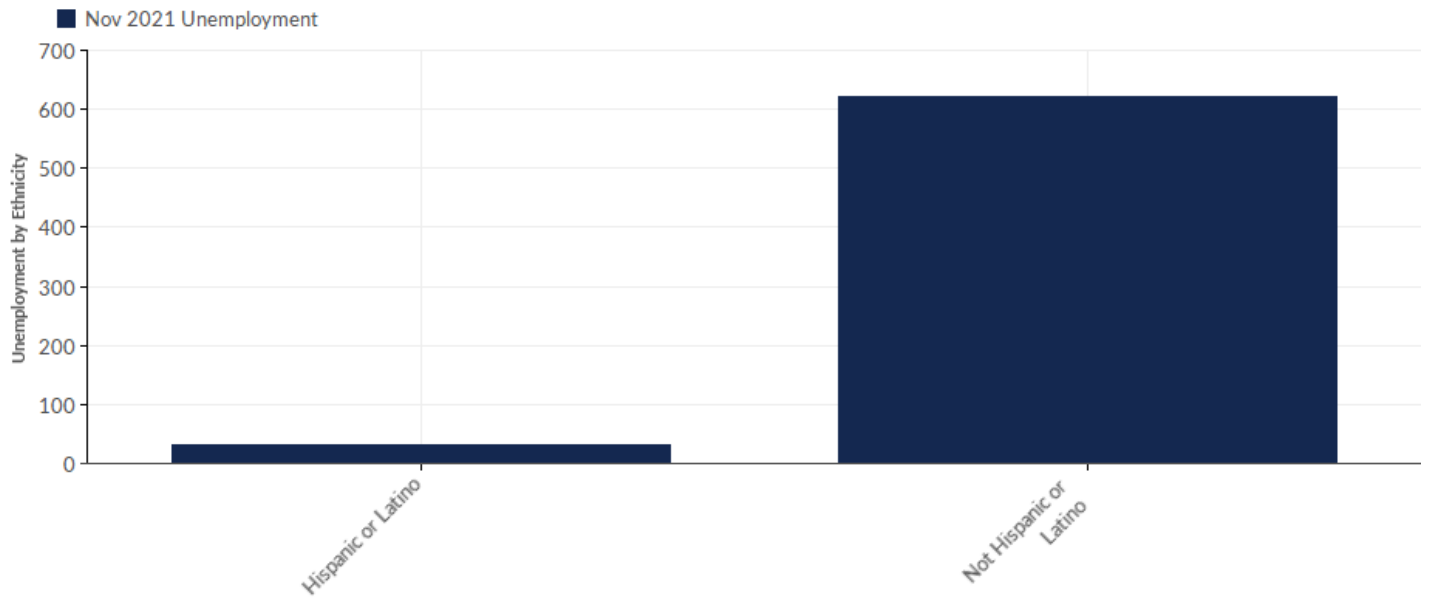
Gender	Unemployment (Nov 2021)	% of Cohort
Females	308	47.31%
Males	343	52.69%
Total	651	100.00%

Unemployment by Race



Race	Unemployment (Nov 2021)	% of Cohort
American Indian or Alaskan Native	12	1.84%
Asian	10	1.54%
Black or African American	47	7.22%
Native Hawaiian or Other Pacific Islander	1	0.15%
White	581	89.25%
Total	651	100.00%

Unemployment by Ethnicity

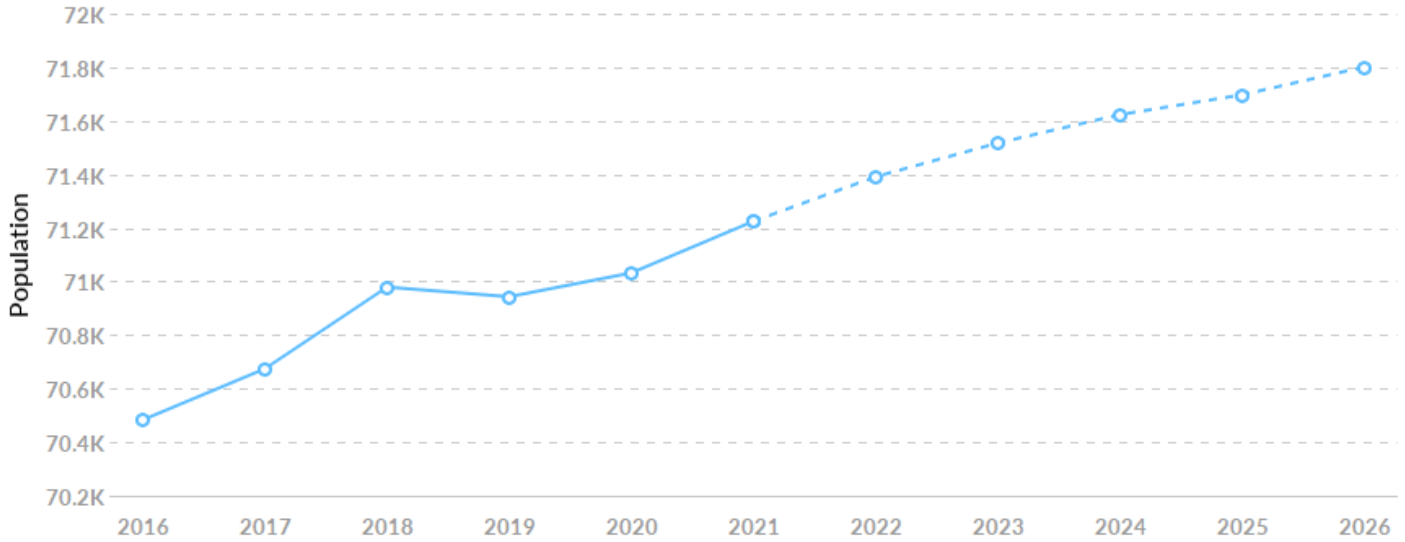


Ethnicity	Unemployment (Nov 2021)	% of Cohort
Hispanic or Latino	30	4.61%
Not Hispanic or Latino	621	95.39%
Total	651	100.00%

Historic & Projected Trends

Population Trends

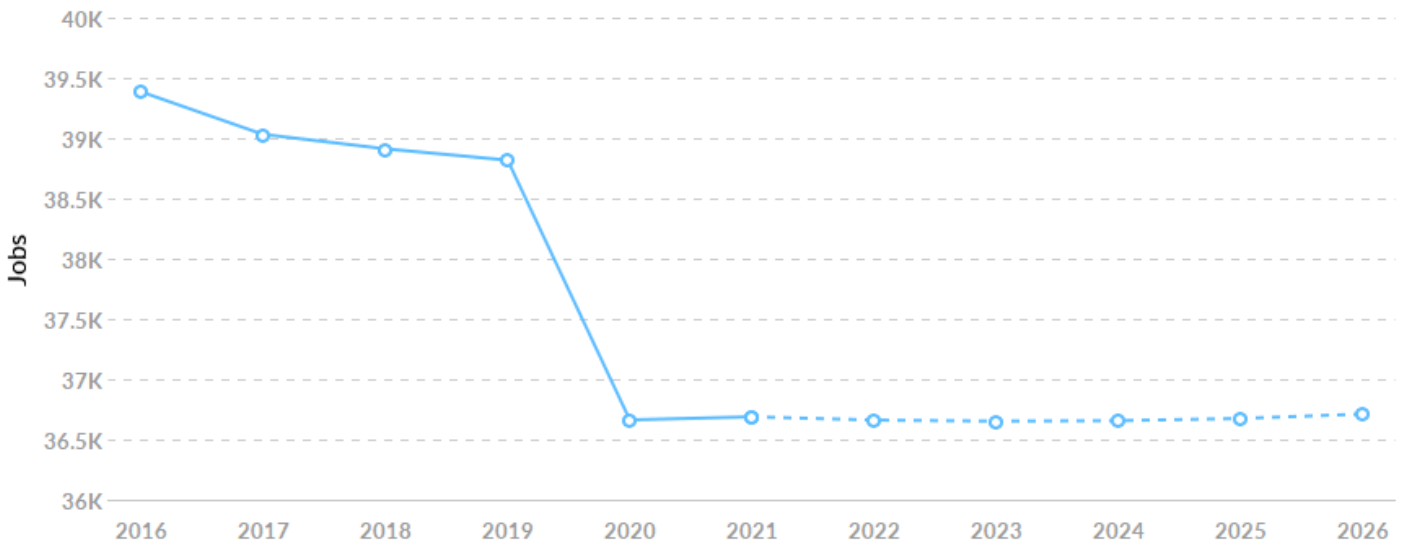
As of 2021 the region's population increased by 1.1% since 2016, growing by 742. Population is expected to increase by 0.8% between 2021 and 2026, adding 576.



Timeframe	Population
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
2026	71,801

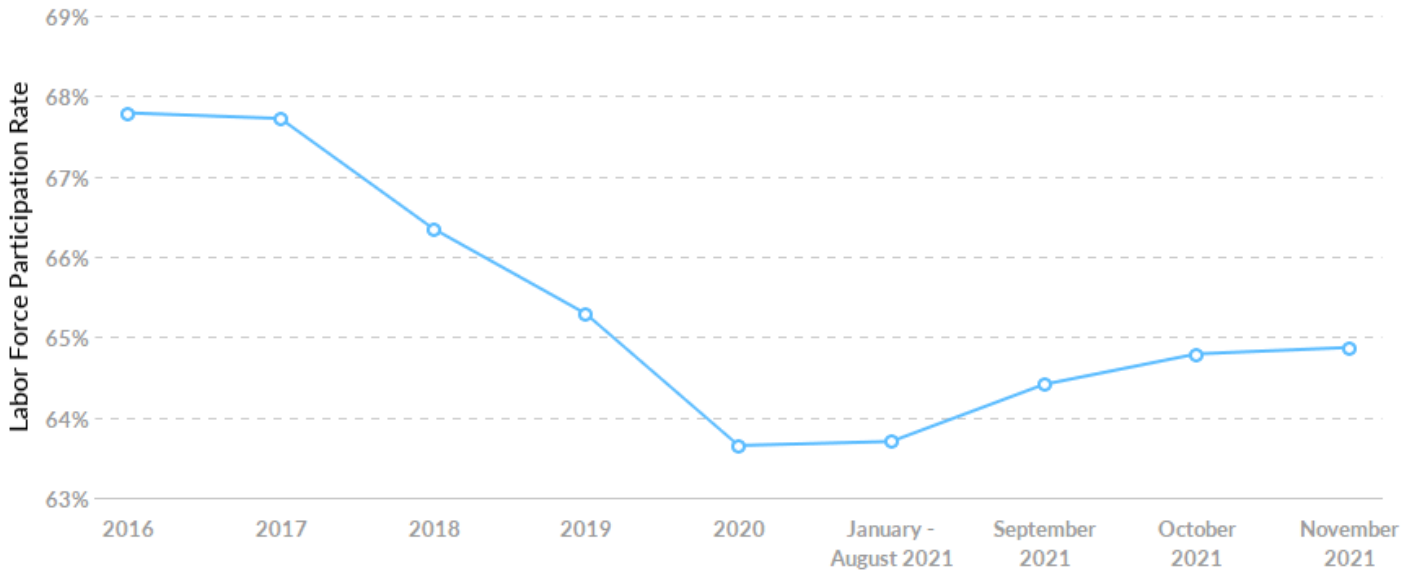
Job Trends

From 2016 to 2021, jobs declined by 6.9% in Portage County, WI from 39,386 to 36,688. This change fell short of the national growth rate of 0.4% by 6.5%.



Timeframe	Jobs
2016	39,386
2017	39,032
2018	38,912
2019	38,818
2020	36,662
2021	36,688
2022	36,661
2023	36,652
2024	36,656
2025	36,674
2026	36,711

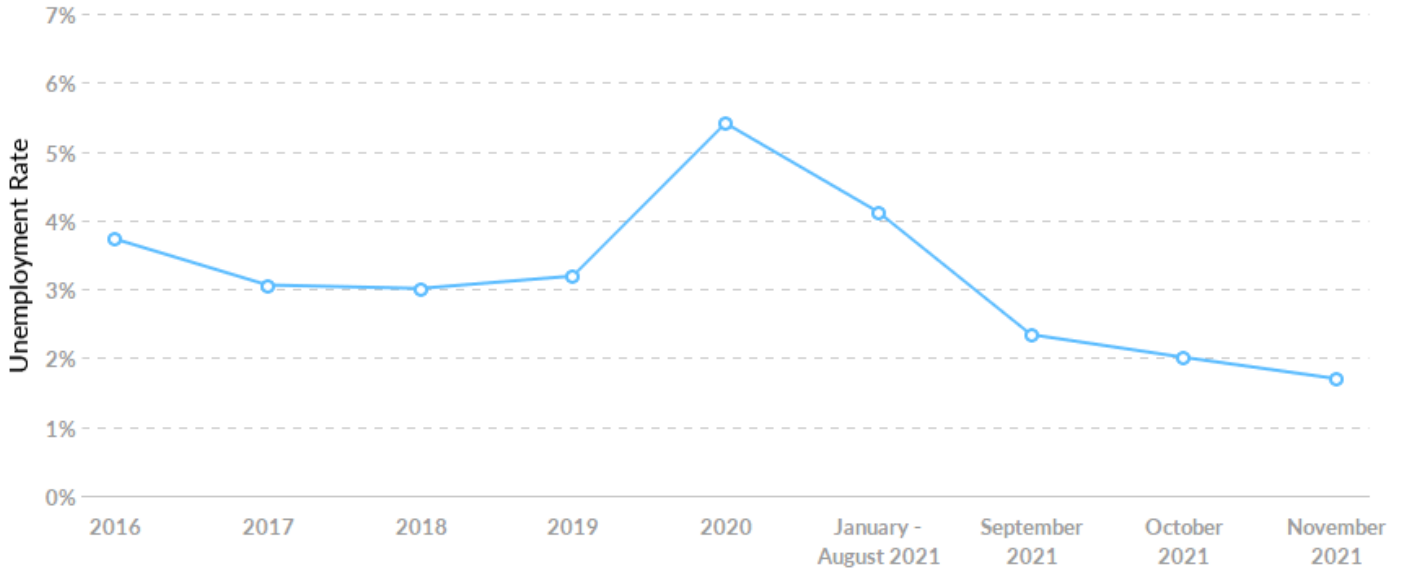
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2016	67.79%
2017	67.72%
2018	66.35%
2019	65.29%
2020	63.65%
January - August 2021	63.70%
September 2021	64.41%
October 2021	64.79%
November 2021	64.87%

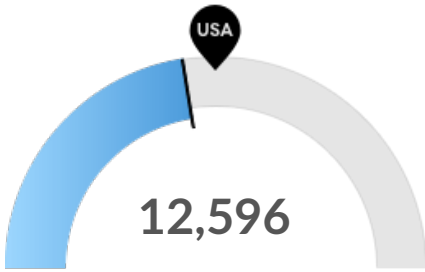
Unemployment Rate Trends

Portage County, WI had a November 2021 unemployment rate of 1.70%, **decreasing from 3.73%** 5 years before.



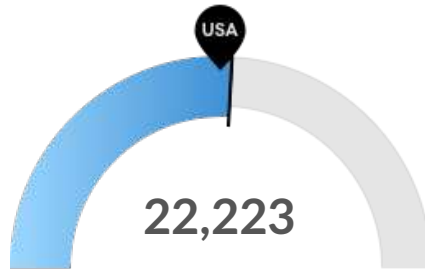
Timeframe	Unemployment Rate
2016	3.73%
2017	3.06%
2018	3.01%
2019	3.19%
2020	5.41%
January - August 2021	4.12%
September 2021	2.34%
October 2021	2.01%
November 2021	1.70%

Population Characteristics



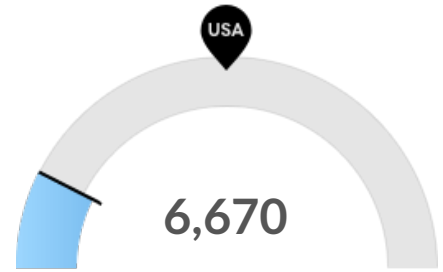
Millennials

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



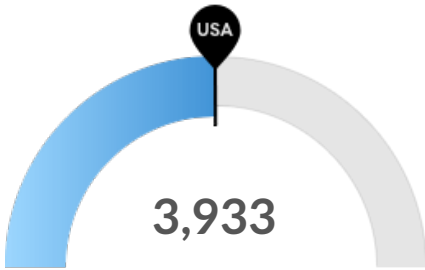
Retiring Soon

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.



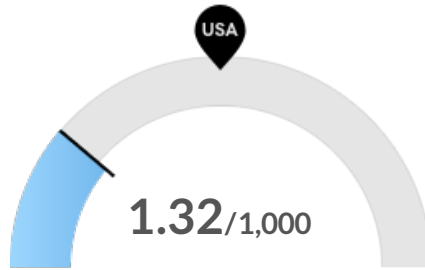
Racial Diversity

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.



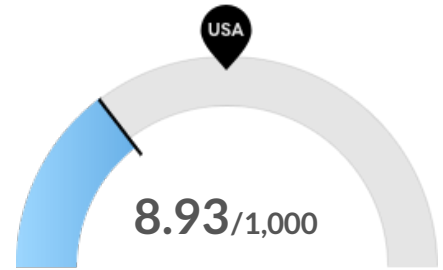
Veterans

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.

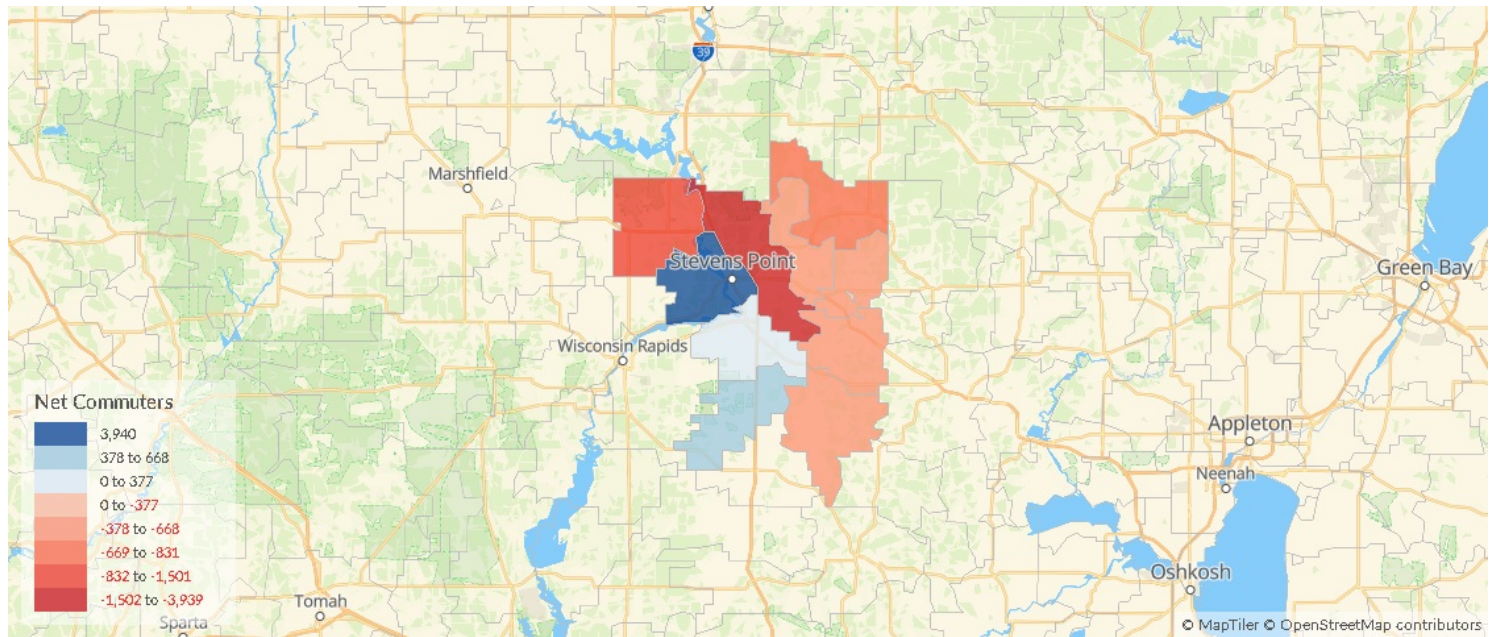


Property Crime

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	2021 Employment
54481	Stevens Point, WI (in Po...	17,427
54467	Plover, WI (in Portage c...	8,259
54482	Stevens Point, WI (in Po...	3,358
54406	Amherst, WI (in Portage...	1,914
54921	Bancroft, WI (in Portage...	1,367

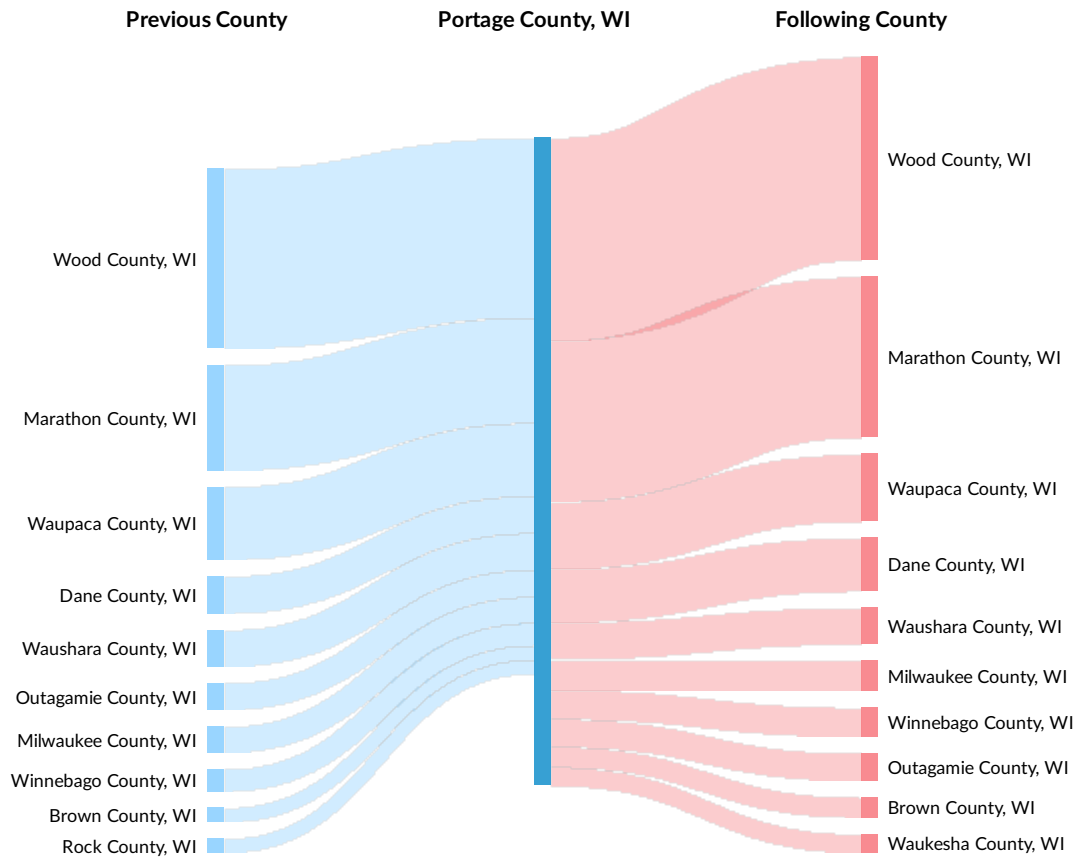
Where Talent Lives

ZIP	Name	2021 Workers
54481	Stevens Point, WI (in Po...	13,487
54467	Plover, WI (in Portage c...	8,087
54482	Stevens Point, WI (in Po...	4,860
54406	Amherst, WI (in Portage...	2,366
54909	Almond, WI (in Portage ...	1,525

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 2019 was -314.

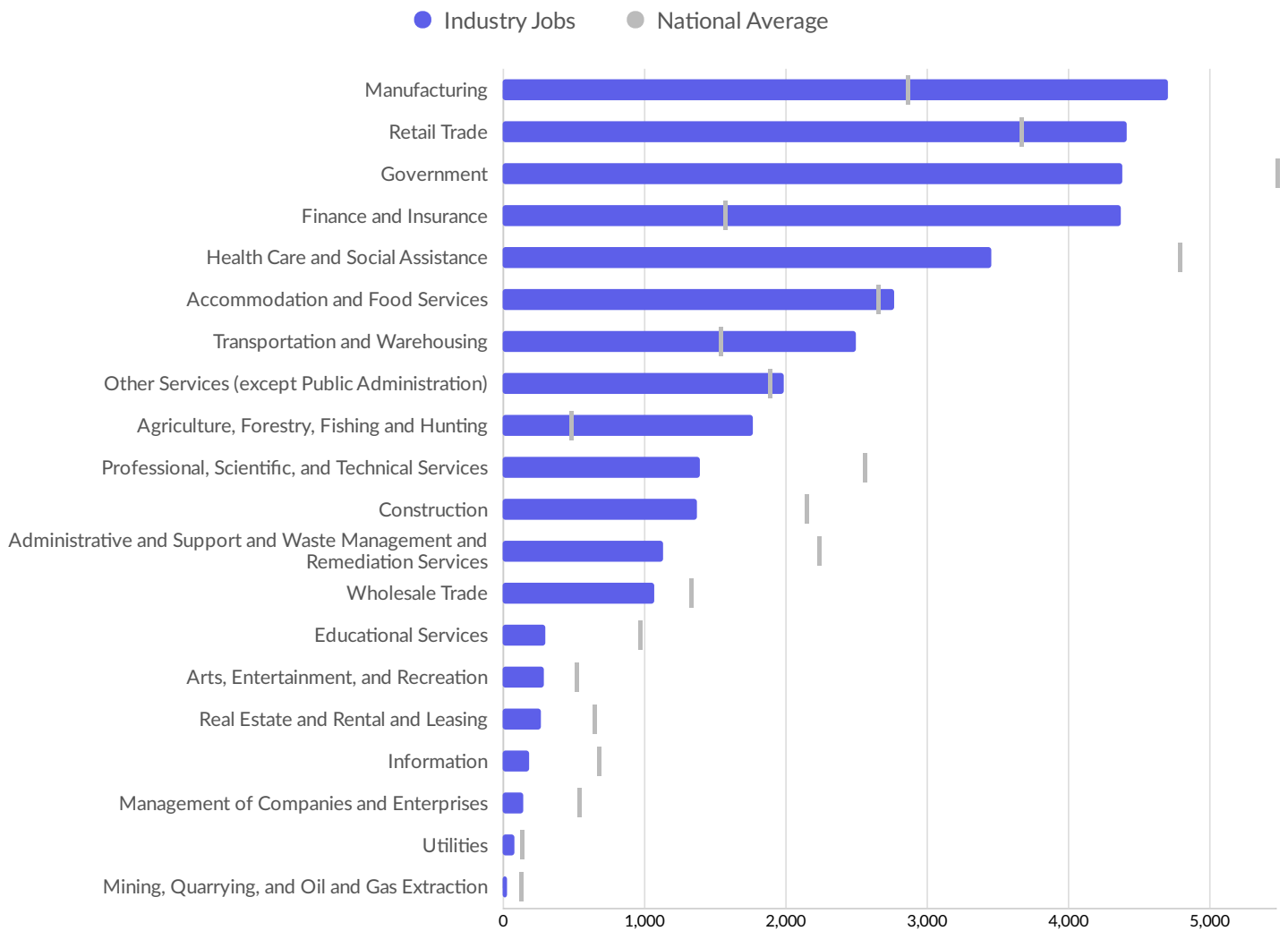


Top Previous Counties	Migrations
Wood County, WI	393
Marathon County, WI	231
Waupaca County, WI	160
Dane County, WI	81
Waushara County, WI	80
Outagamie County, WI	59

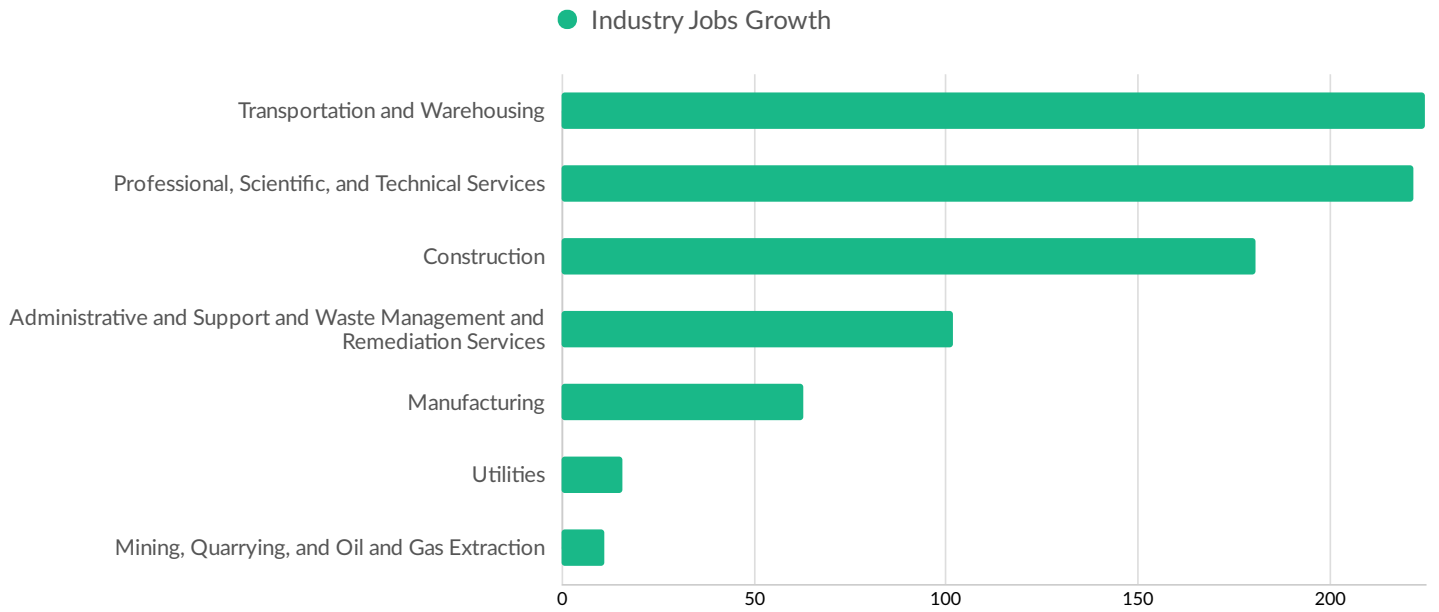
Top Previous Counties	Migrations
Milwaukee County, WI	57
Winnebago County, WI	49
Brown County, WI	31
Rock County, WI	31
Waukesha County, WI	29
Racine County, WI	26
Oneida County, WI	26
St. Croix County, WI	22
Pierce County, WA	21
Top Following Counties	Migrations
Wood County, WI	445
Marathon County, 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

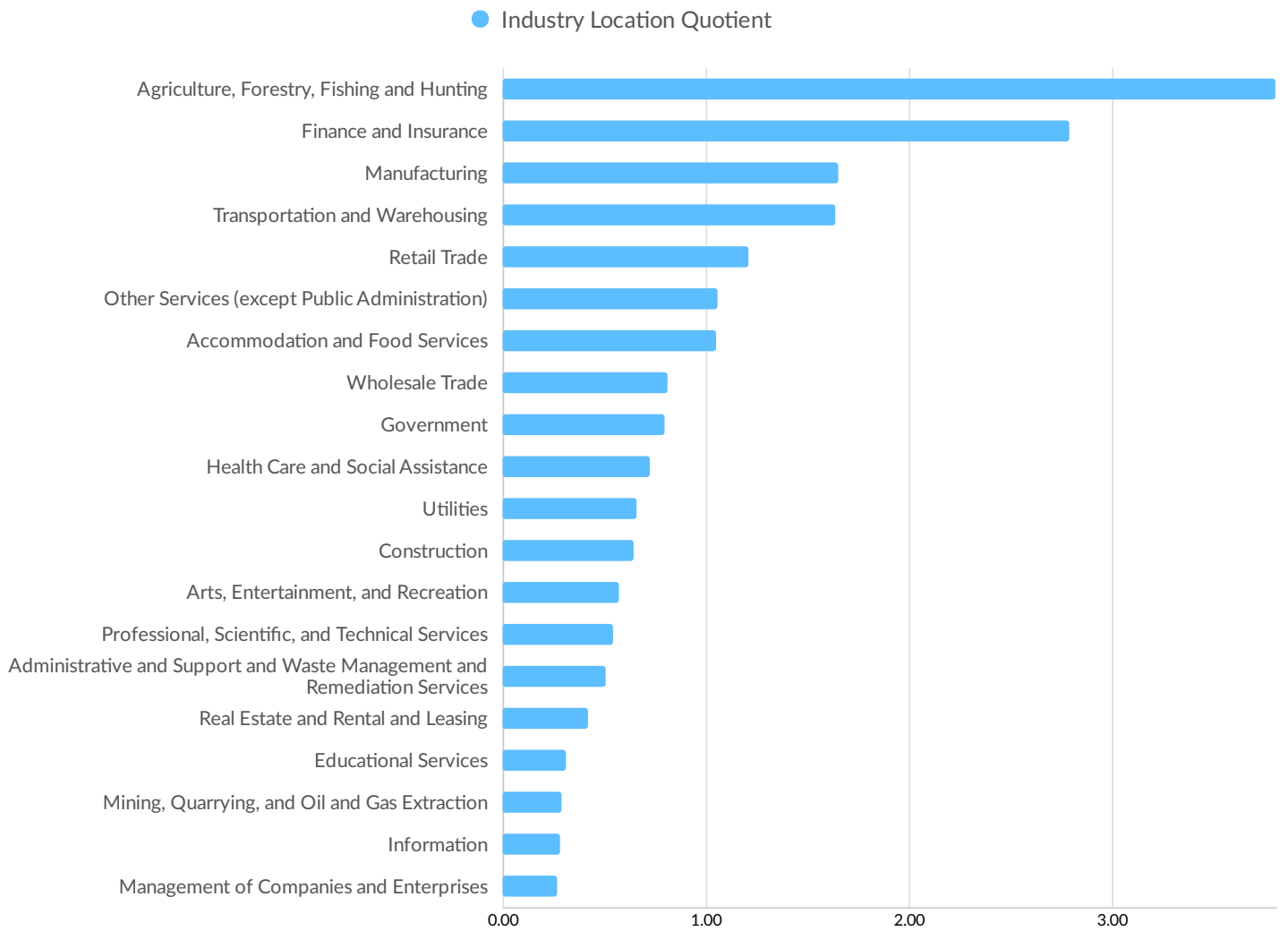
Largest Industries



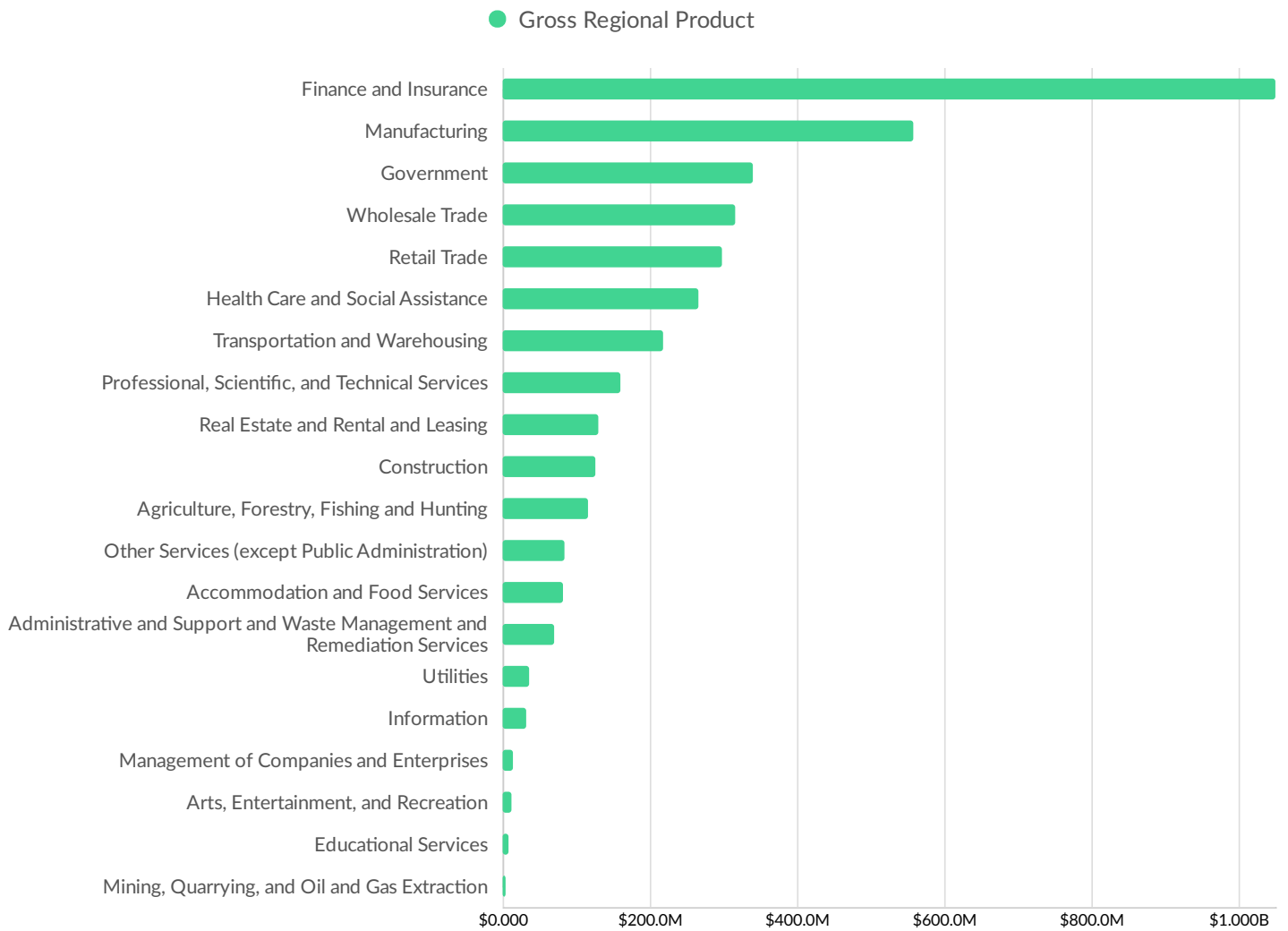
Top Growing Industries



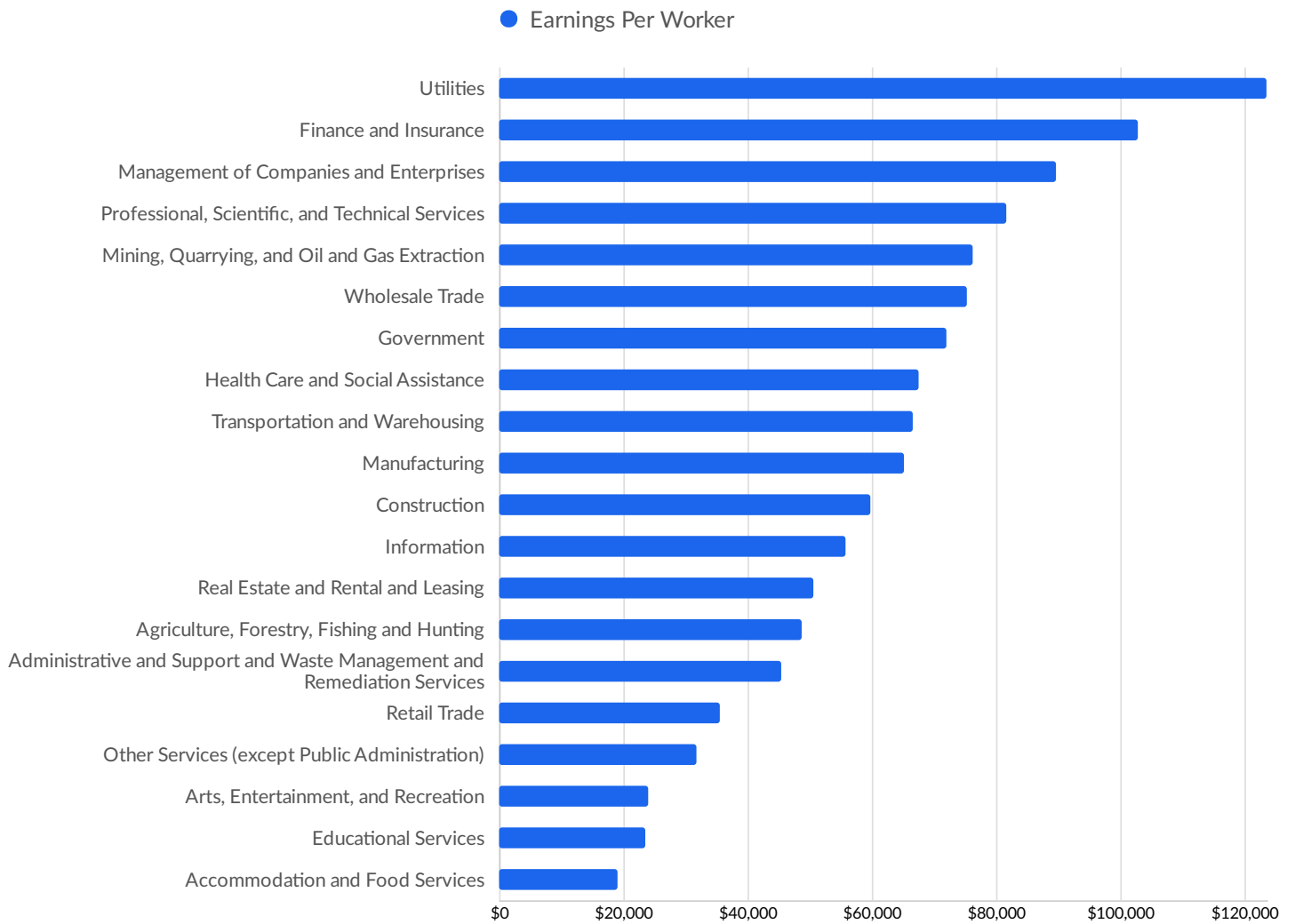
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



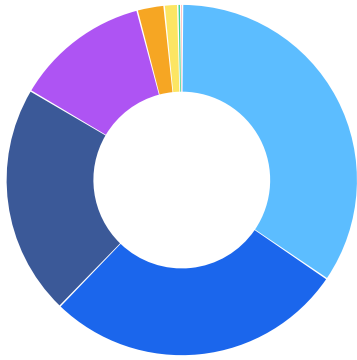
Business Characteristics

6,084 Companies Employ Your Workers

Online profiles for your workers mention 6,084 companies as employers, with the top 10 appearing below. In the last 12 months, 532 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Sentry Insurance	1,124 	Aspirus	220 
University Of Wisconsin - Steve...	953 	Sentry Insurance	213 
Stevens Point Area Public Schoo...	316 	Sentry	194 
Skyward	263 	Nelnet	175 
Ministry Health Care	157 	Ascension	148 
Associated Bank	146 	Marshfield Clinic	119 
Delta Dental Of Wisconsin	128 	EatStreet	116 
AIG	119 	Remedy Intelligent Staffing	108 
Ascension	118 	McCain Foods	106 
Travel Guard	111 	RR Donnelley	103 

Business Size

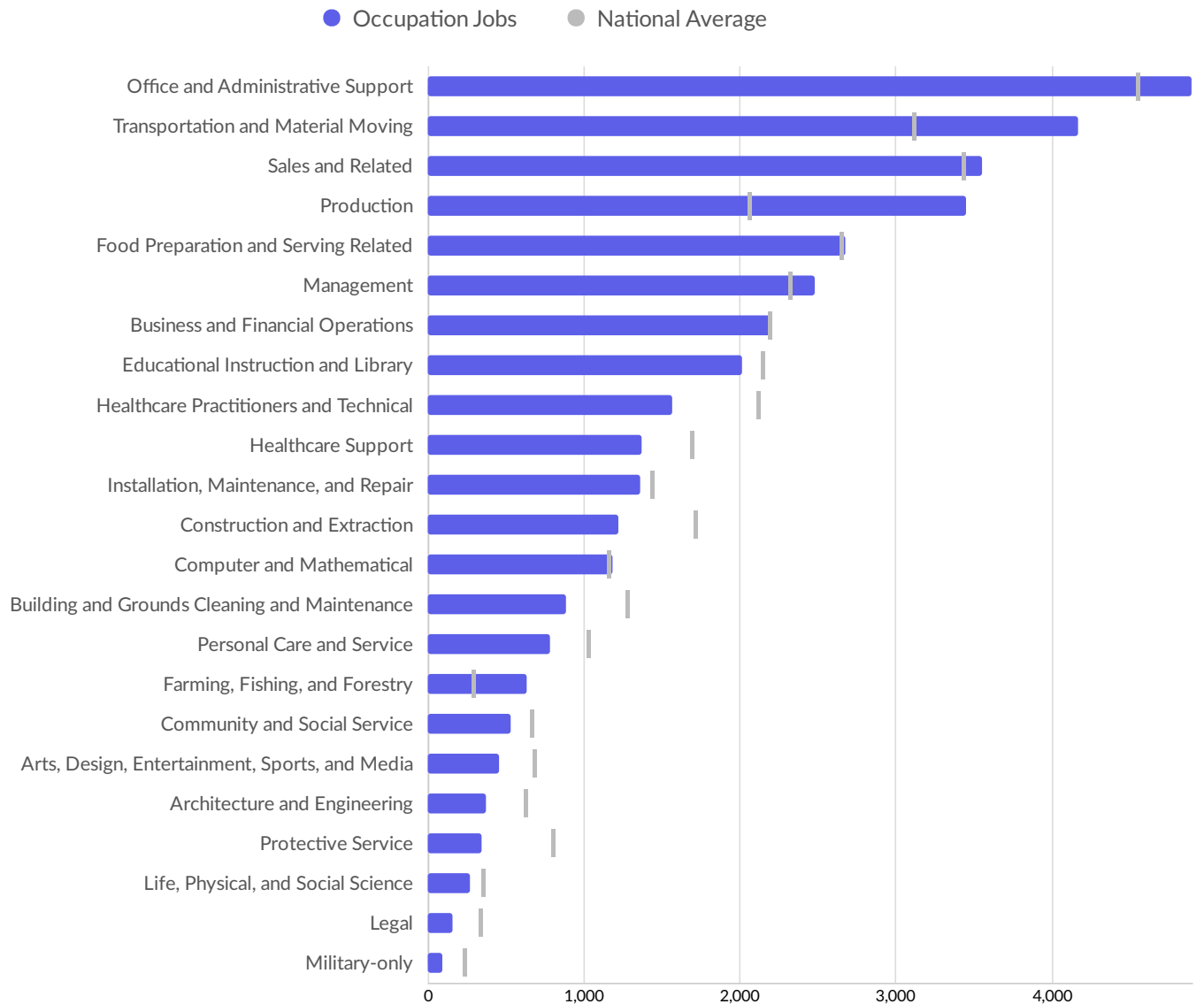


	Percentage	Business Count
1 to 4 employees	34.4%	1,024
5 to 9 employees	27.7%	824
10 to 19 employees	21.3%	632
20 to 49 employees	12.4%	369
50 to 99 employees	2.5%	74
100 to 249 employees	1.2%	37
250 to 499 employees	0.3%	8
500+ employees	0.2%	5

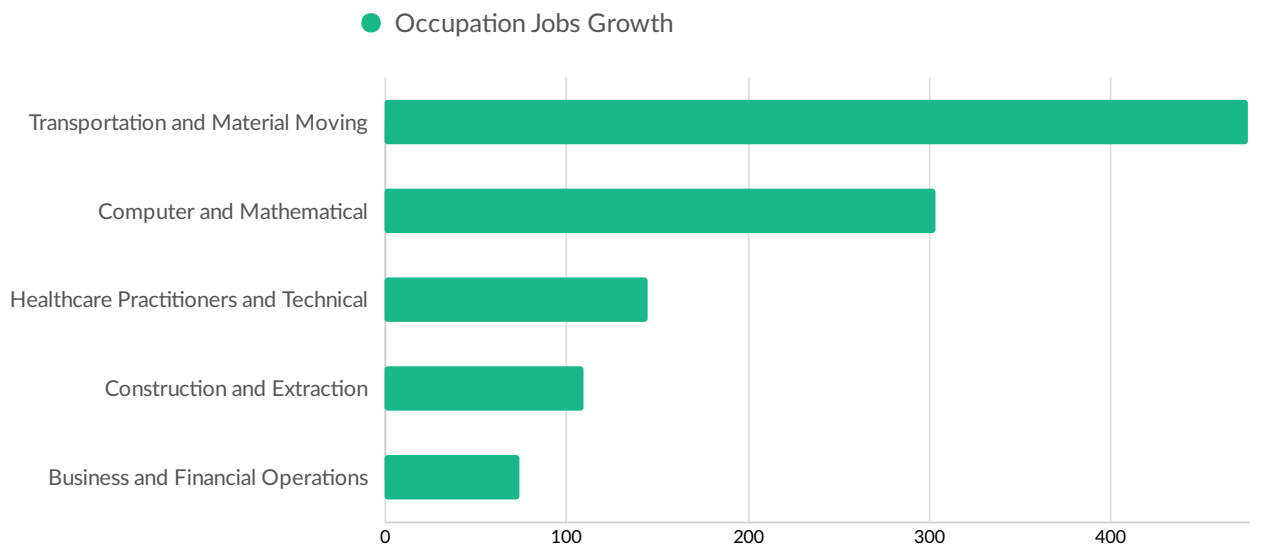
*Business Data by DatabaseUSA.com is third-party data provided by Emsi to its customers as a convenience, and Emsi does not endorse or warrant its accuracy or consistency with other published Emsi data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

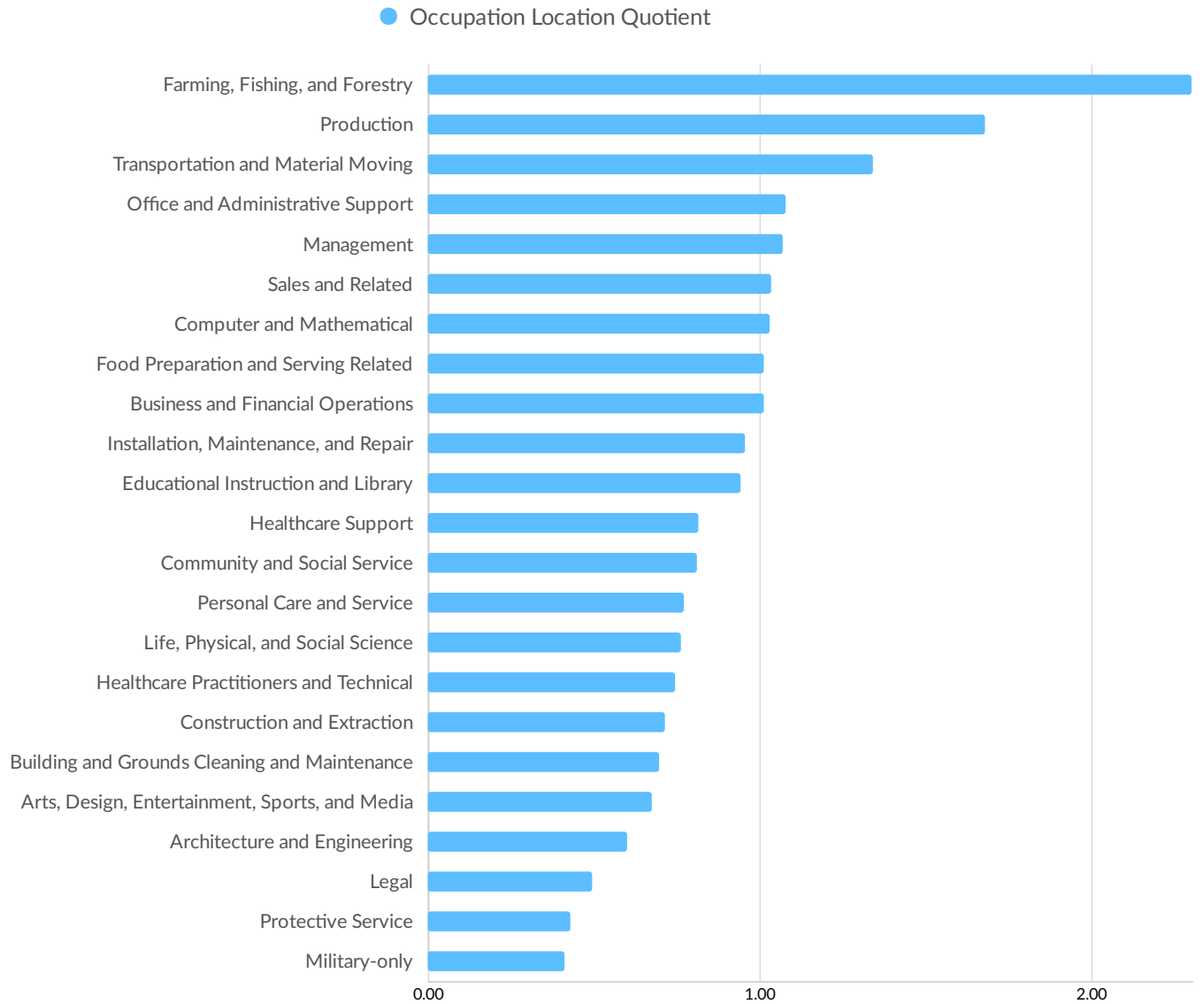
Largest Occupations



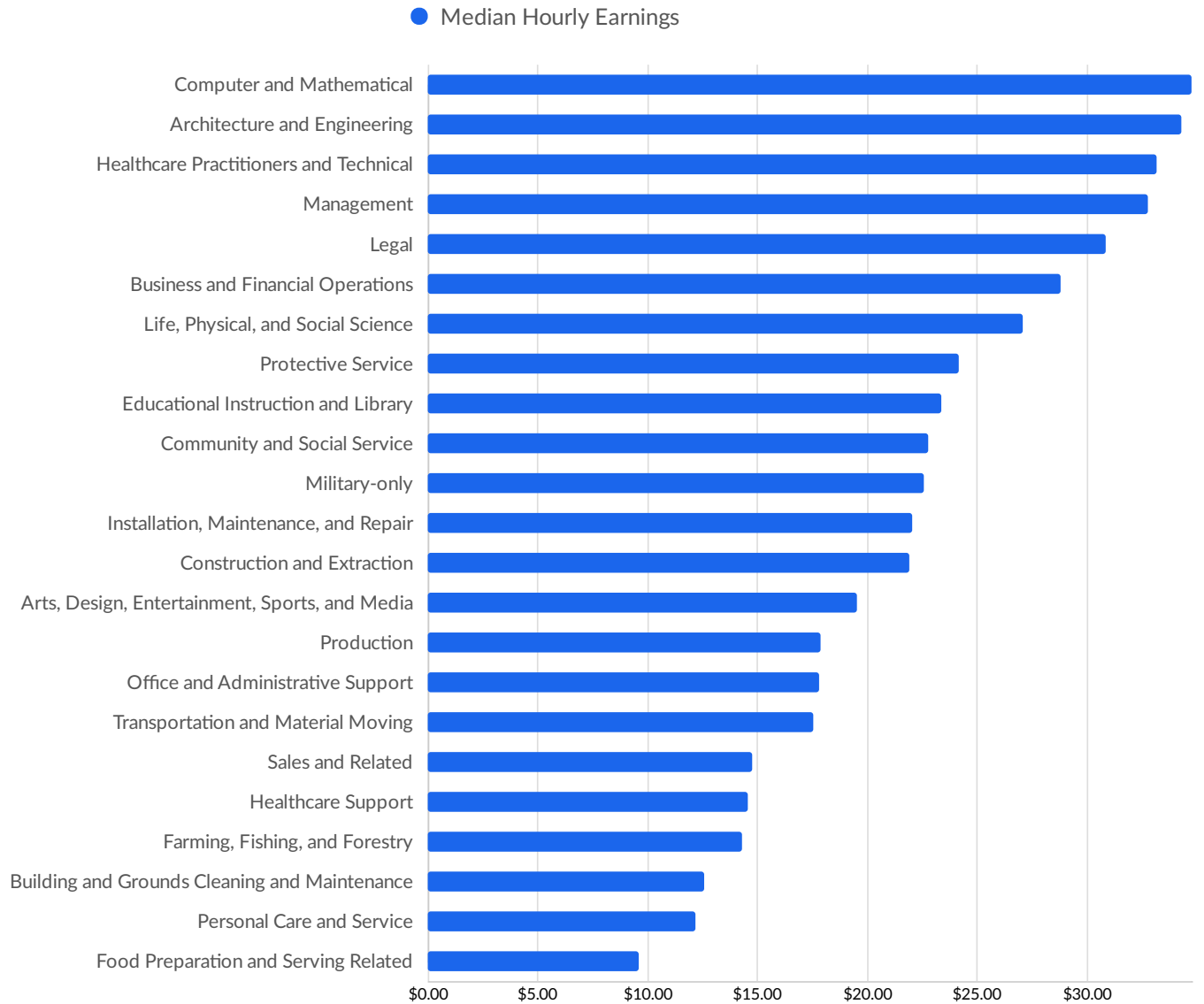
Top Growing Occupations



Top Occupation Location Quotient



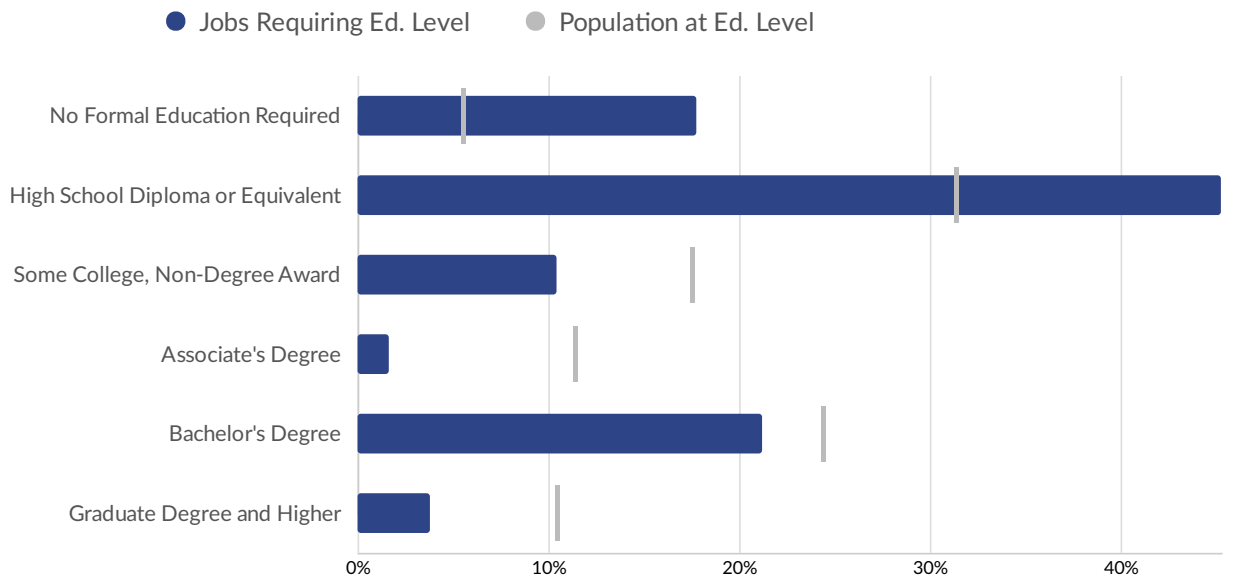
Top Occupation Earnings



Top Posted Occupations

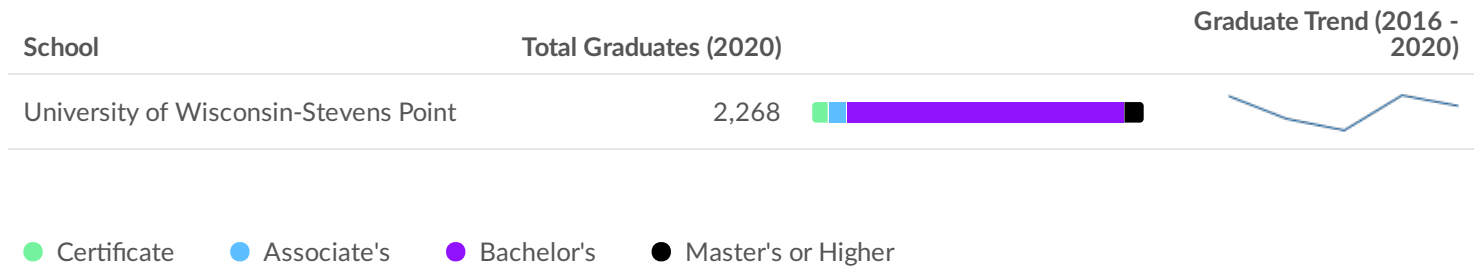


Underemployment



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

