



# Portage County, WI

North Central Wisconsin Regional Planning Commission



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## Report Parameters

### 1 County

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55097 Portage County, WI

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### Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical area.

## Economy Overview

**71,187**

Population (2021)

Population **grew by 704** over the last 5 years and is projected to **grow by 116** over the next 5 years.

**36,963**

Total Regional Employment

Jobs **decreased by 2,423** over the last 5 years but are projected to **grow by 36** 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 1.0%** since 2016, growing by 704. Population is expected to **increase by 0.2%** between 2021 and 2026, adding 116.
- From 2016 to 2021, jobs **declined by 6.2%** in Portage County, WI from 39,386 to **36,963**. This change **fell short of the national growth rate of 0.7% by 6.9%**. As the number of jobs declined, the **labor force participation rate decreased from 66.1% to 65.4% 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.

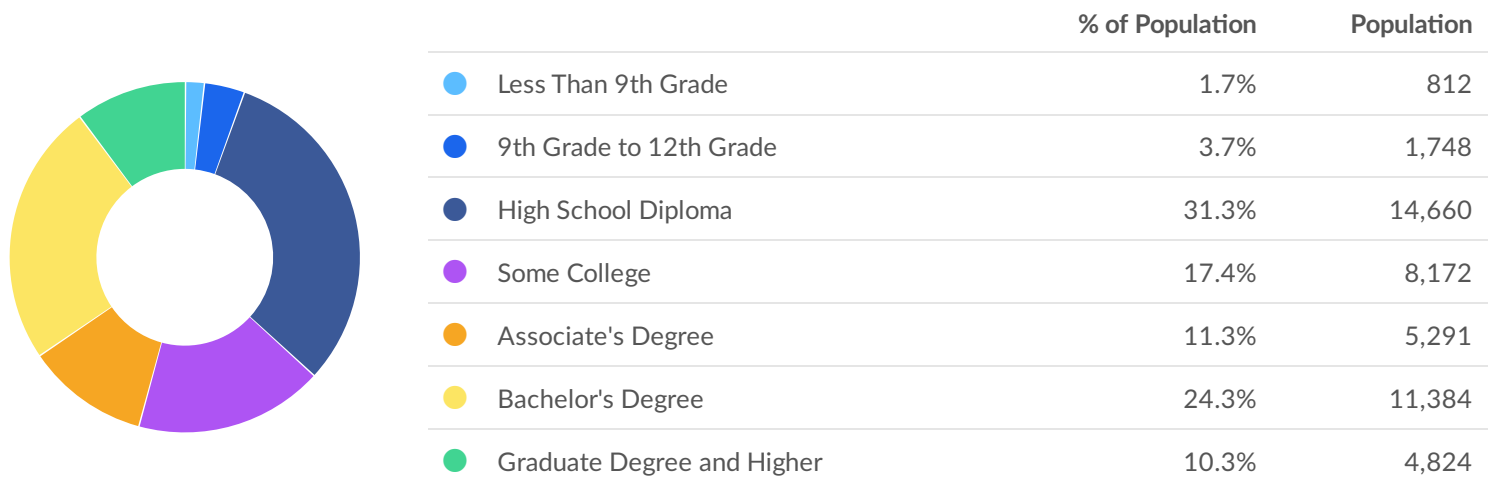
	Population (2021)	Labor Force (2021)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	71,187	38,660	36,963	99.3	\$4.27B	\$5.45B	\$5.17B
NCWRPC	442,118	224,156	219,837	99.7	\$23.27B	\$30.68B	\$28.86B
Wisconsin	5,862,467	3,124,751	3,092,982	100.3	\$350.81B	\$326.32B	\$348.63B

## Dec 2021 Labor Force Breakdown



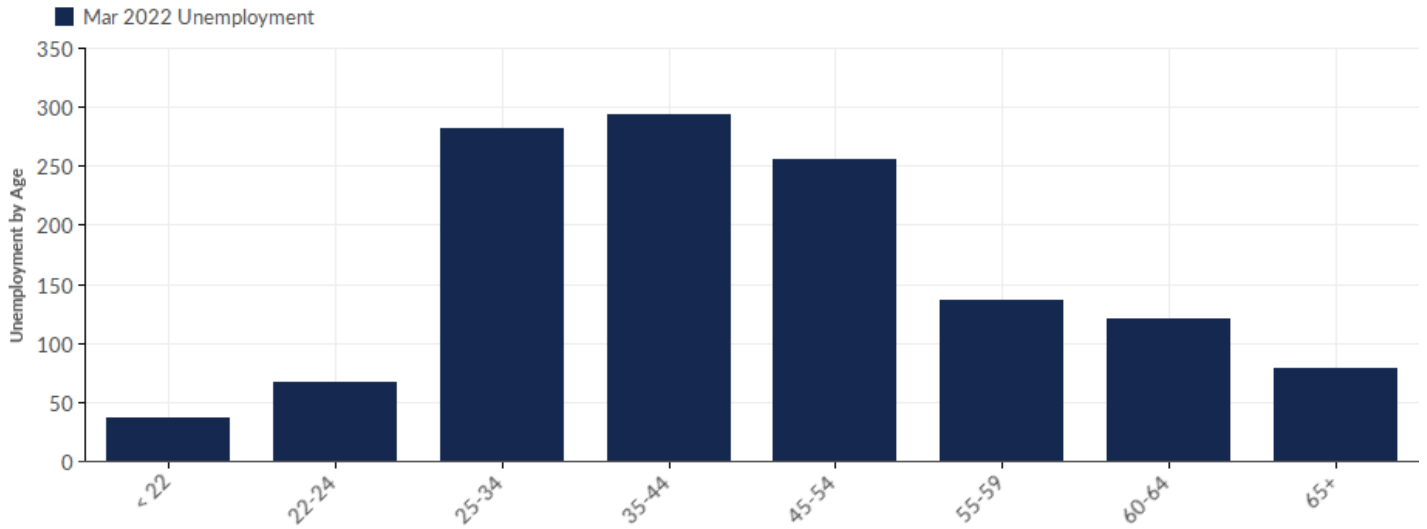
## Educational Attainment

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).



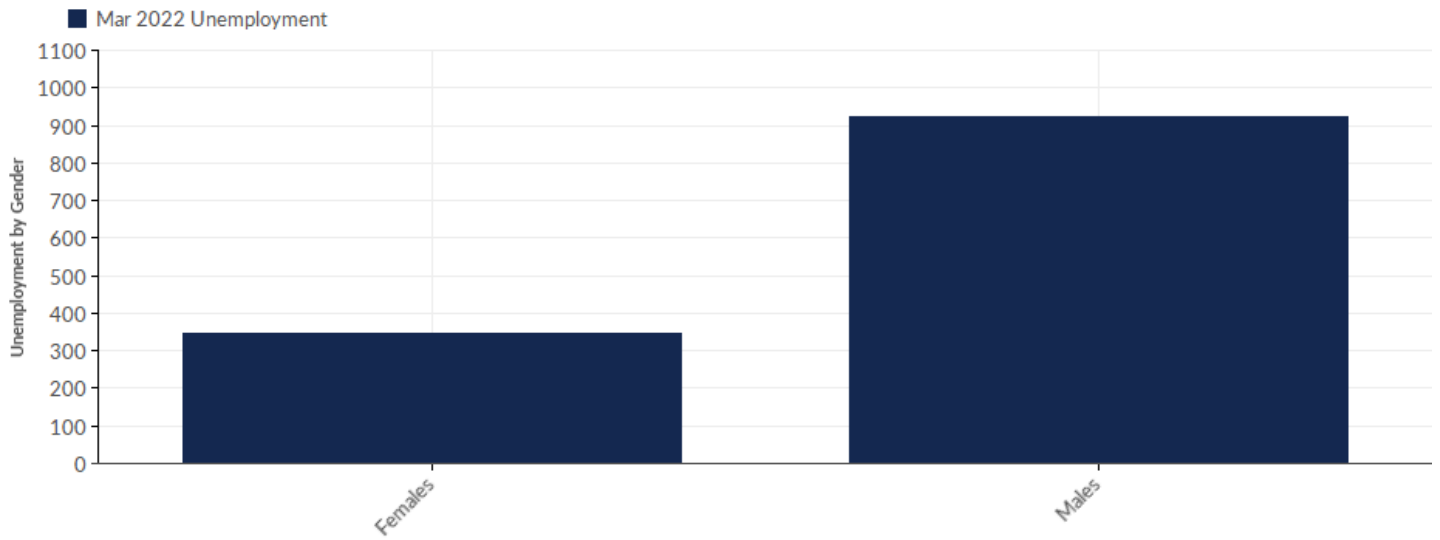
# Unemployment by Demographics

## Unemployment by Age



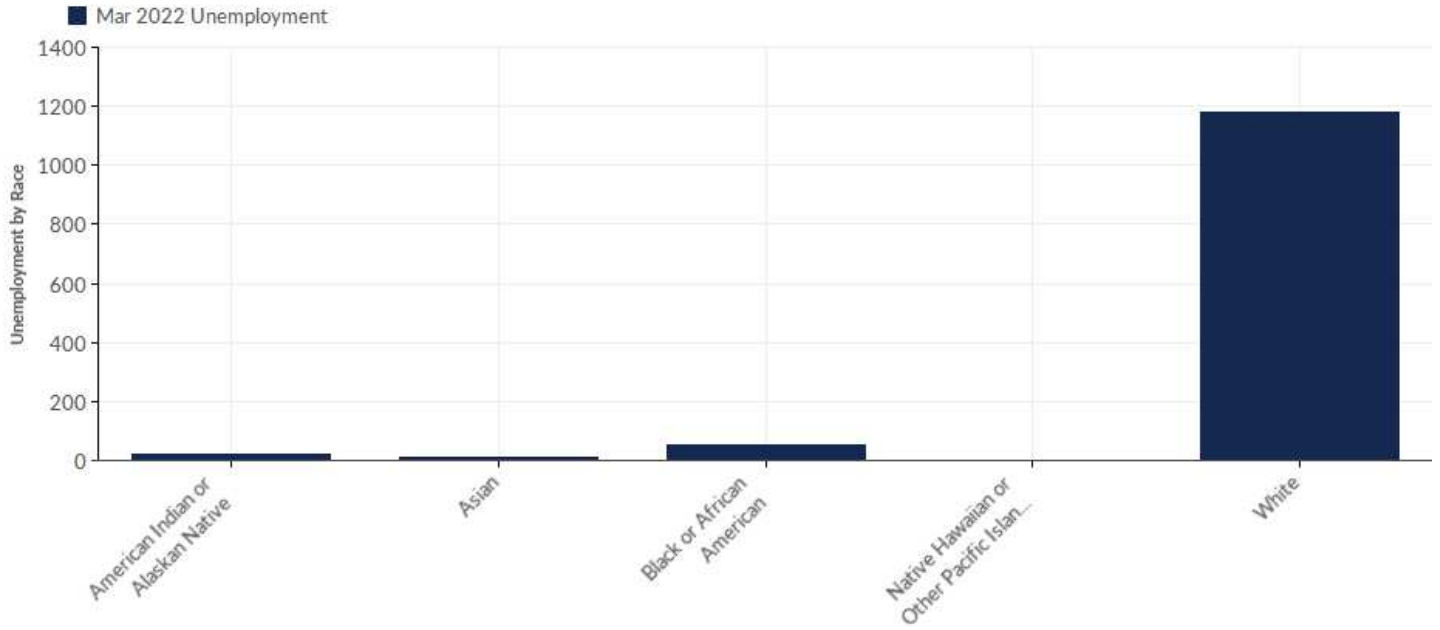
Age	Unemployment (Mar 2022)	% of Unemployed
< 22	37	2.92%
22-24	66	5.21%
25-34	282	22.24%
35-44	293	23.11%
45-54	255	20.11%
55-59	136	10.73%
60-64	120	9.46%
65+	79	6.23%
Total	1,268	100.00%

## Unemployment by Gender



Gender	Unemployment (Mar 2022)	% of Unemployed
Females	346	27.29%
Males	922	72.71%
Total	1,268	100.00%

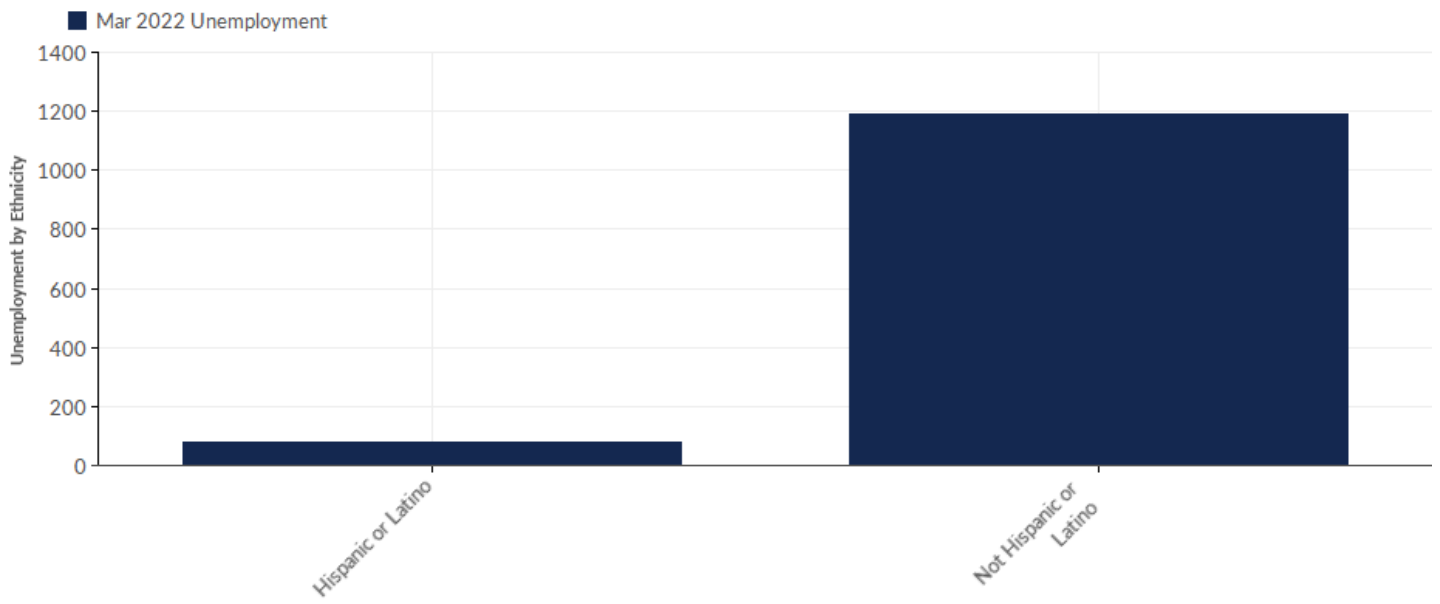
## Unemployment by Race



Race	Unemployment (Mar 2022)	% of Unemployed
American Indian or Alaskan Native	21	1.66%
Asian	13	1.03%
Black or African American	53	4.18%
Native Hawaiian or Other Pacific Islander	1	0.08%
White	1,180	93.06%
Total	1,268	100.00%



## Unemployment by Ethnicity

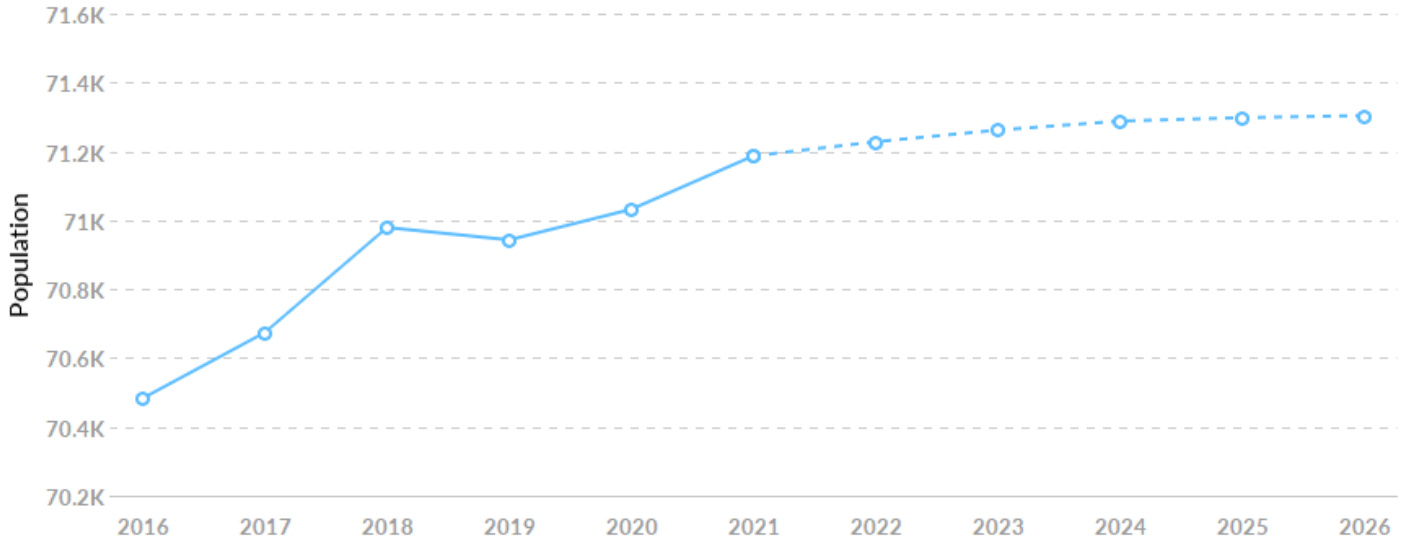


Ethnicity	Unemployment (Mar 2022)	% of Unemployed
Hispanic or Latino	76	5.99%
Not Hispanic or Latino	1,192	94.01%
Total	1,268	100.00%

# Historic & Projected Trends

## Population Trends

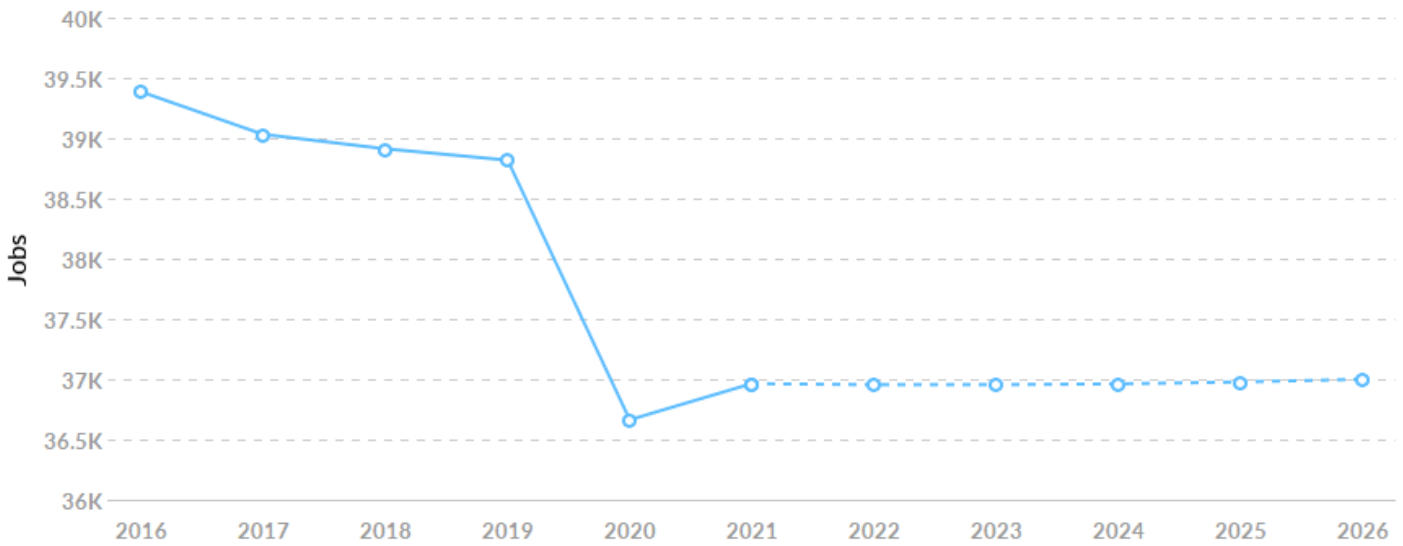
As of 2021 the region's population increased by 1.0% since 2016, growing by 704. Population is expected to increase by 0.2% between 2021 and 2026, adding 116.



Timeframe	Population
2016	70,483
2017	70,674
2018	70,979
2019	70,943
2020	71,032
2021	71,187
2022	71,228
2023	71,262
2024	71,288
2025	71,298
2026	71,304

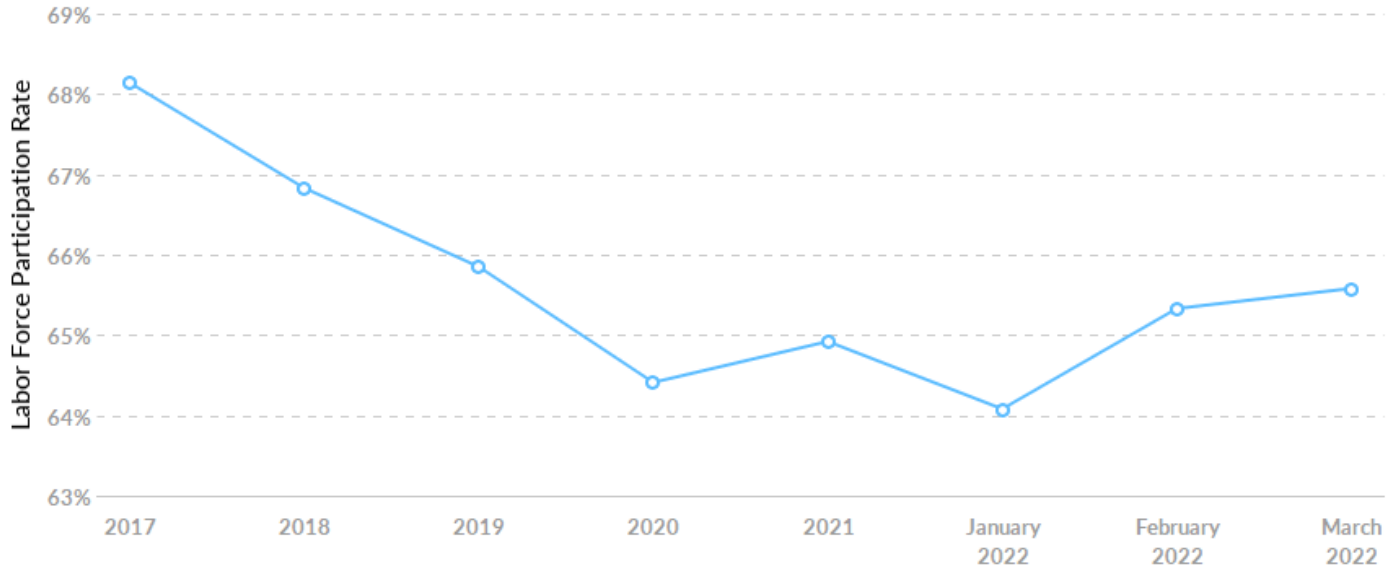
## Job Trends

From 2016 to 2021, jobs declined by 6.2% in Portage County, WI from 39,386 to 36,963. This change fell short of the national growth rate of 0.7% by 6.9%.



Timeframe	Jobs
2016	39,386
2017	39,032
2018	38,912
2019	38,818
2020	36,662
2021	36,963
2022	36,954
2023	36,954
2024	36,961
2025	36,977
2026	36,999

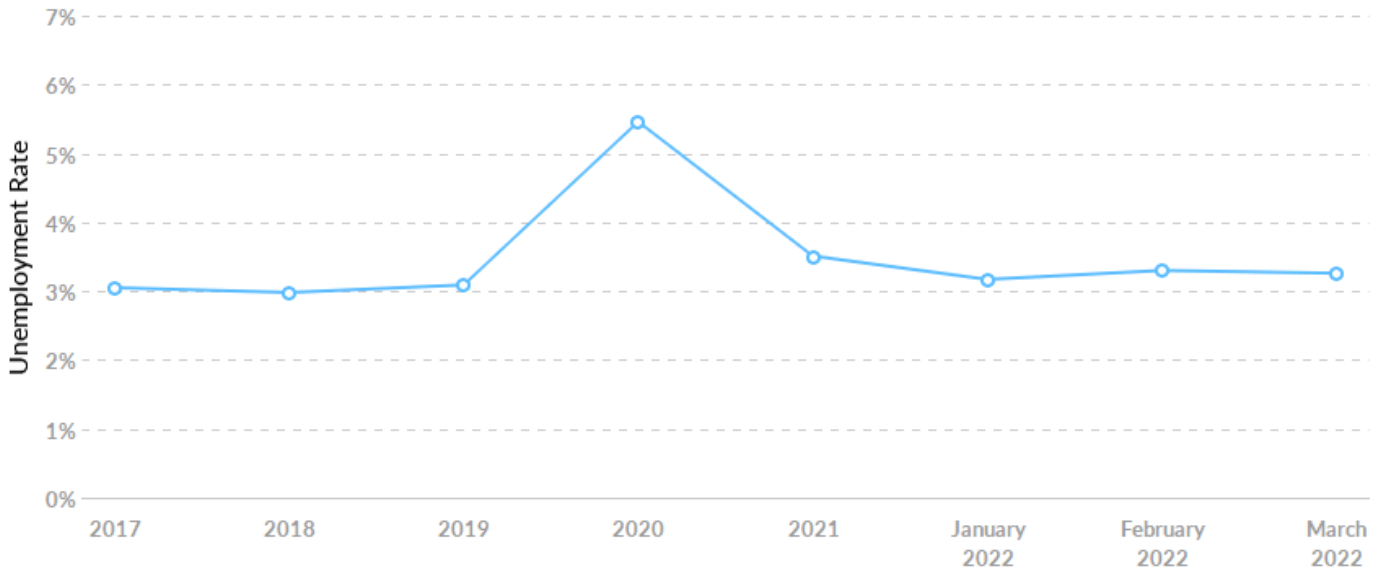
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	68.14%
2018	66.83%
2019	65.85%
2020	64.41%
2021	64.92%
January 2022	64.08%
February 2022	65.33%
March 2022	65.58%

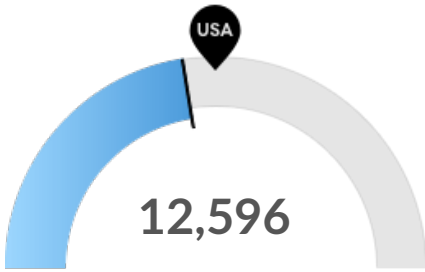
## Unemployment Rate Trends

Portage County, WI had a March 2022 unemployment rate of 3.26%, **increasing from 3.05% 5 years before.**



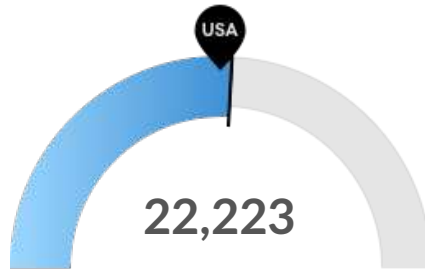
Timeframe	Unemployment Rate
2017	3.05%
2018	2.98%
2019	3.09%
2020	5.46%
2021	3.51%
January 2022	3.17%
February 2022	3.30%
March 2022	3.26%

## Population Characteristics



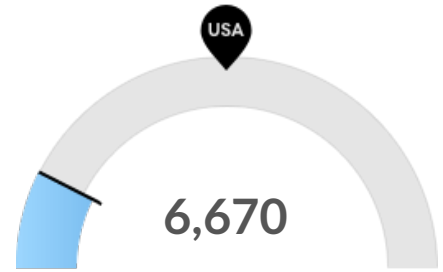
Millennials

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



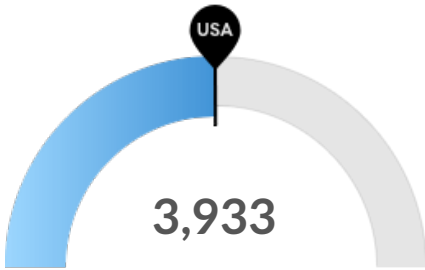
Retiring Soon

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.



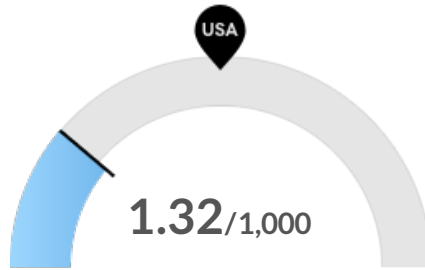
Racial Diversity

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.



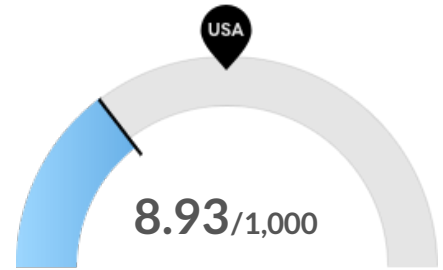
Veterans

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.

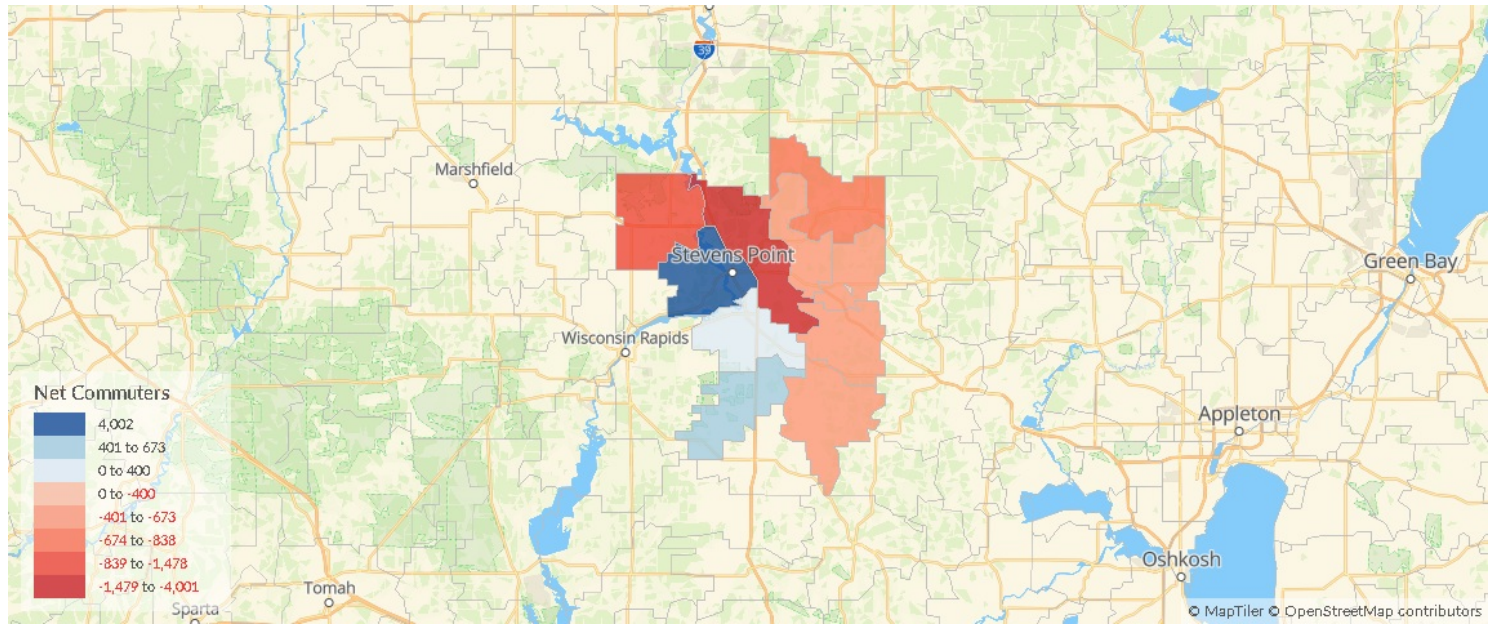


Property Crime

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...	17,588
54467	Plover, WI (in Portage c...	8,329
54482	Stevens Point, WI (in Po...	3,409
54406	Amherst, WI (in Portage...	1,923
54921	Bancroft, WI (in Portage...	1,365

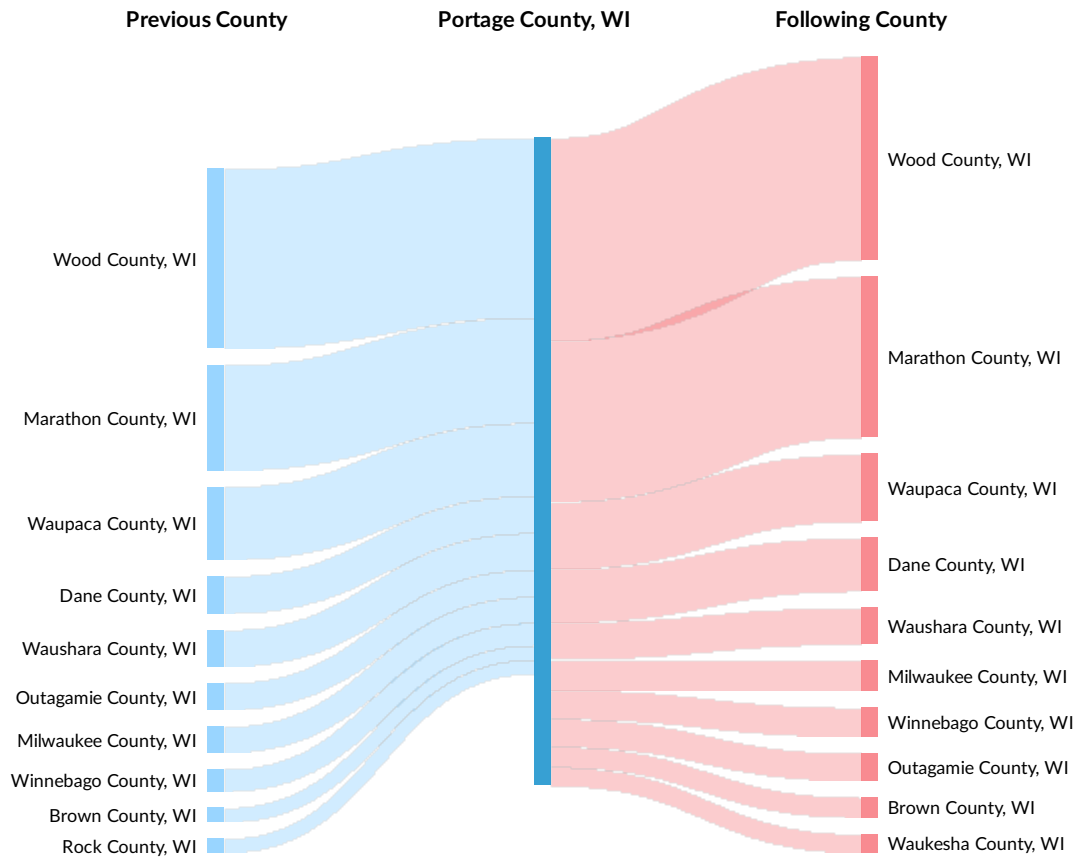
### Where Talent Lives

ZIP	Name	2021 Workers
54481	Stevens Point, WI (in Po...	13,586
54467	Plover, WI (in Portage c...	8,128
54482	Stevens Point, WI (in Po...	4,889
54406	Amherst, WI (in Portage...	2,375
54909	Almond, WI (in Portage ...	1,530

# 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**.



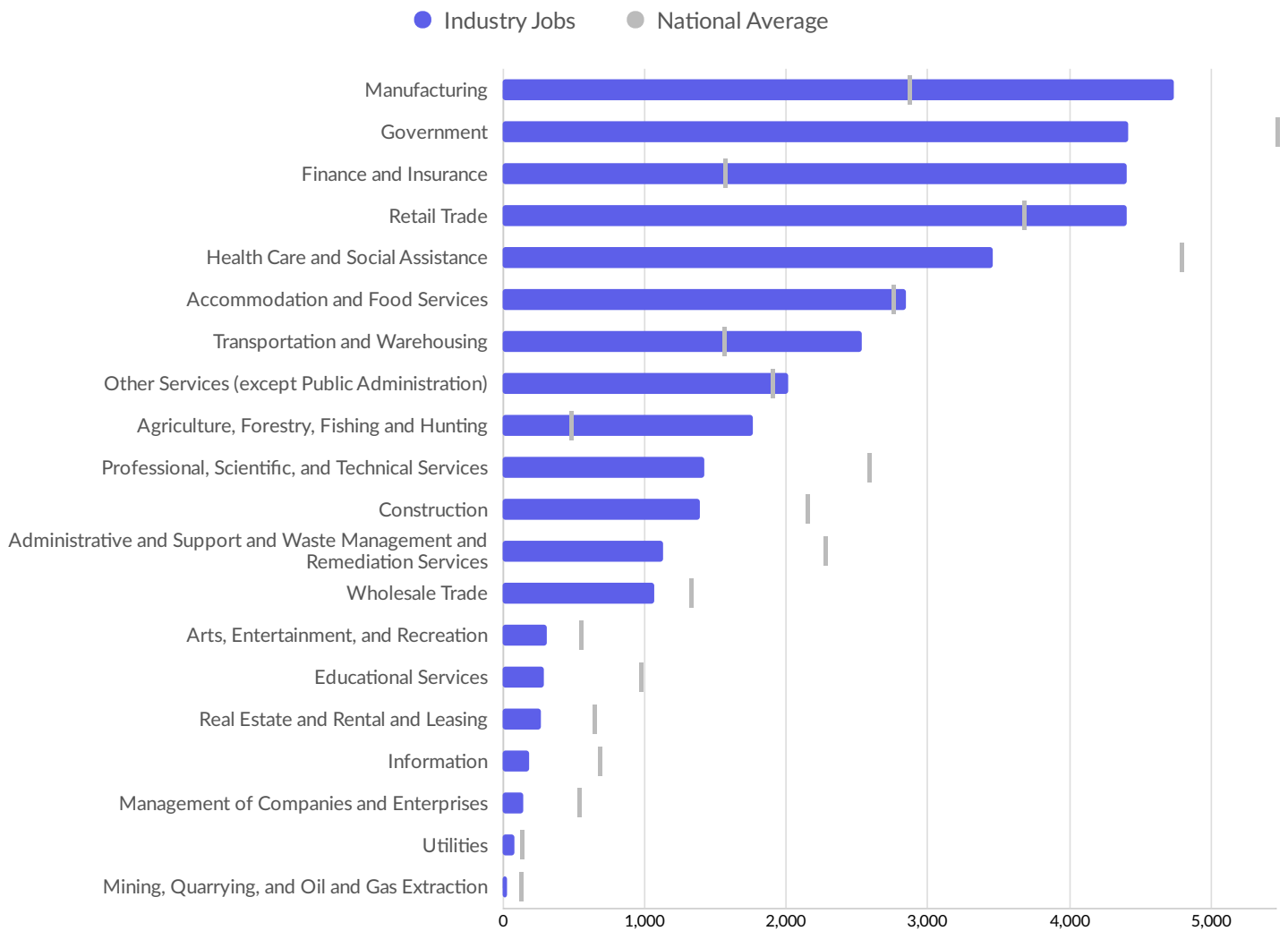
Top Previous Counties	Migrations
Wood County, WI	393
Marathon County, WI	231
Waupaca County, WI	160
Dane County, WI	81
Waushara County, WI	80
Outagamie County, WI	59



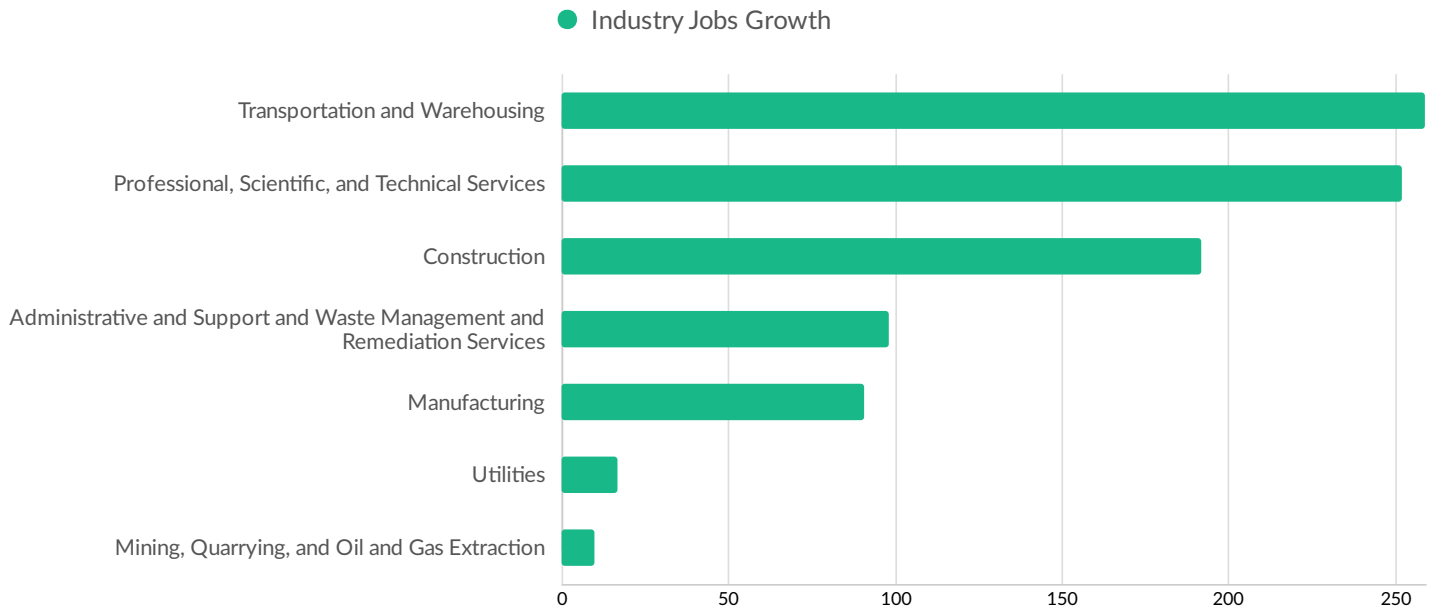
<b>Top Previous Counties</b>	<b>Migrations</b>
Milwaukee County, WI	57
Winnebago County, WI	49
Brown County, WI	31
Rock County, WI	31
Waukesha County, WI	29
Racine County, WI	26
Oneida County, WI	26
St. Croix County, WI	22
Pierce County, WA	21
<b>Top Following Counties</b>	<b>Migrations</b>
Wood County,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

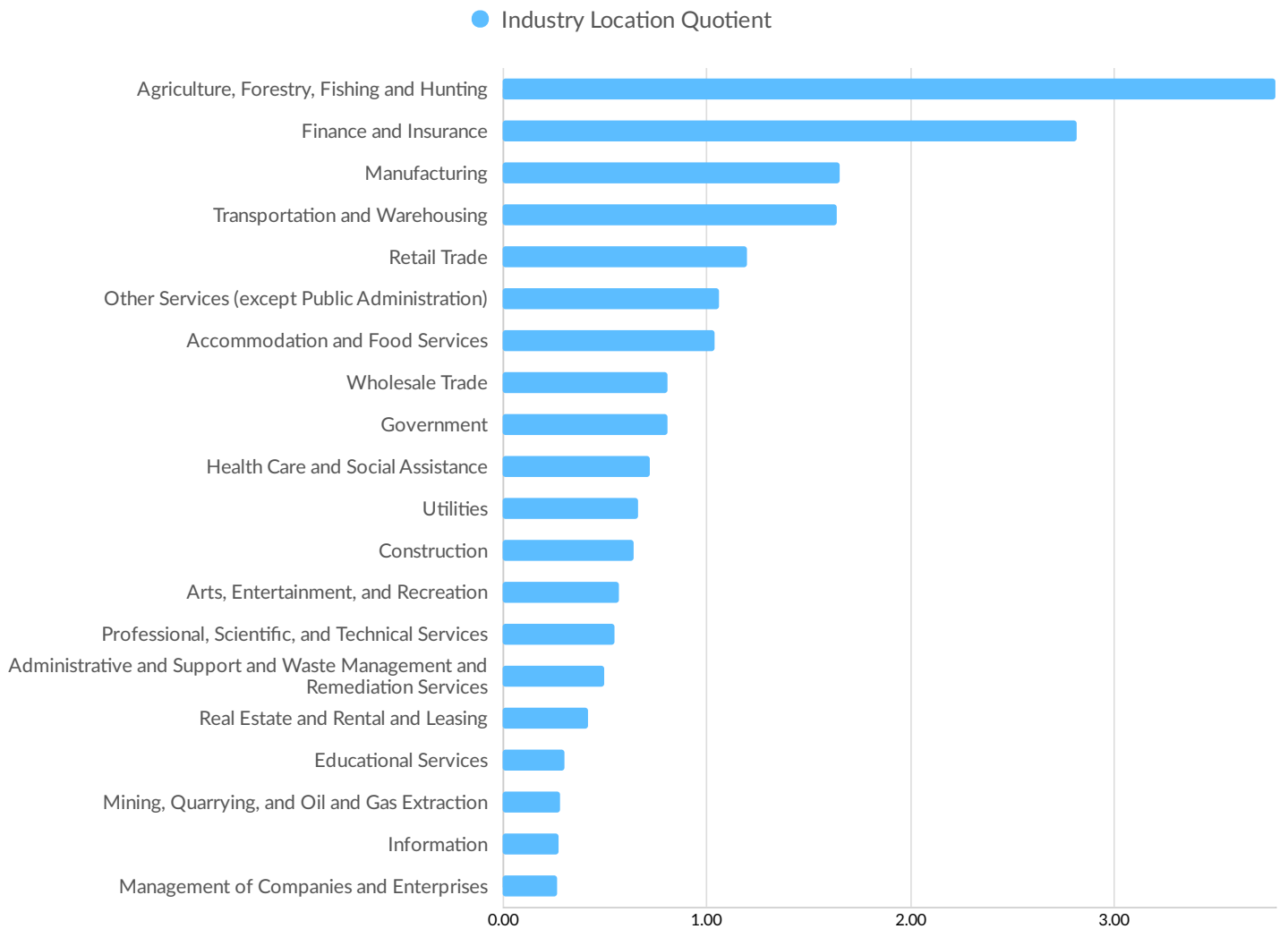
## Largest Industries



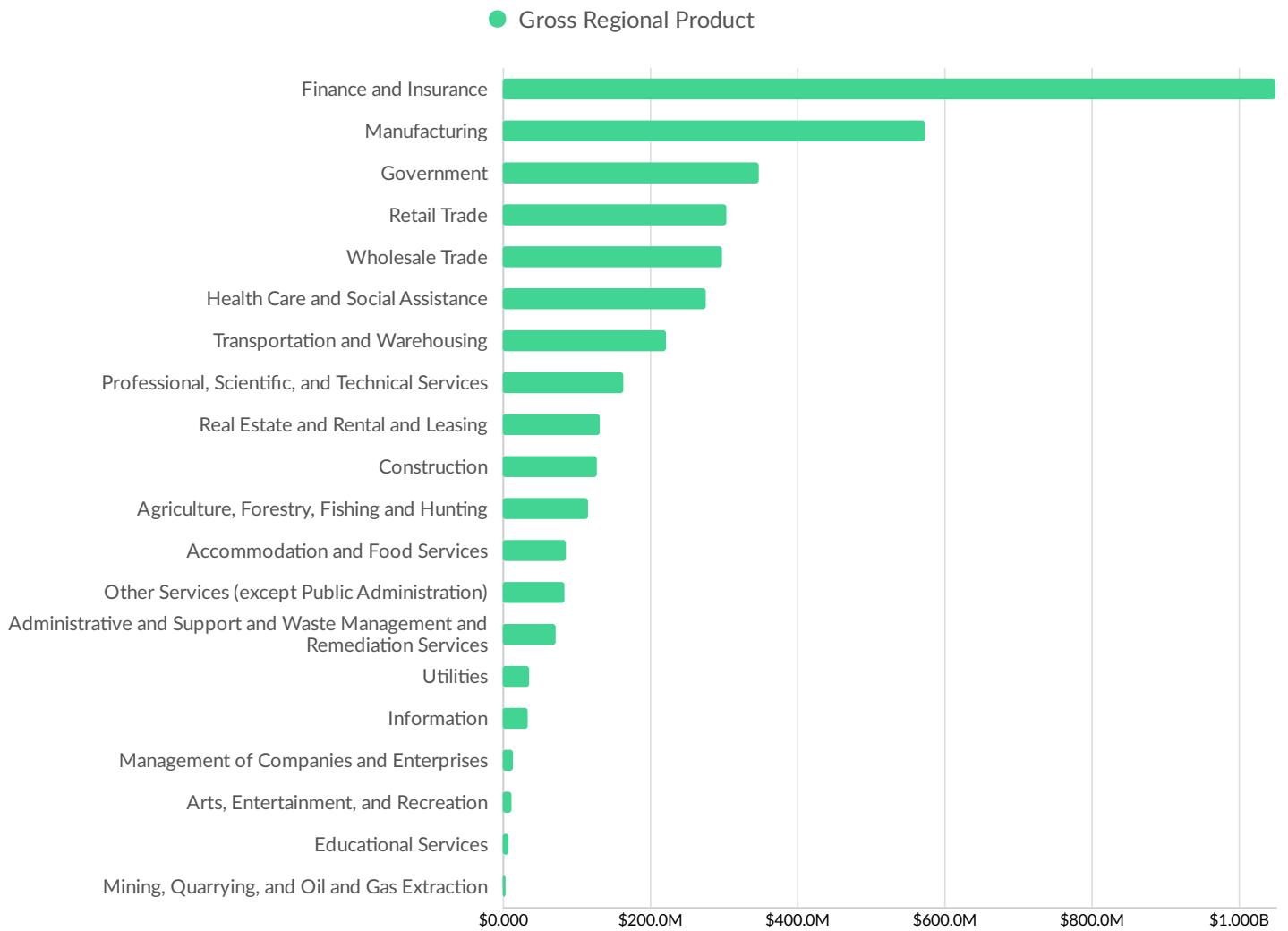
## Top Growing Industries



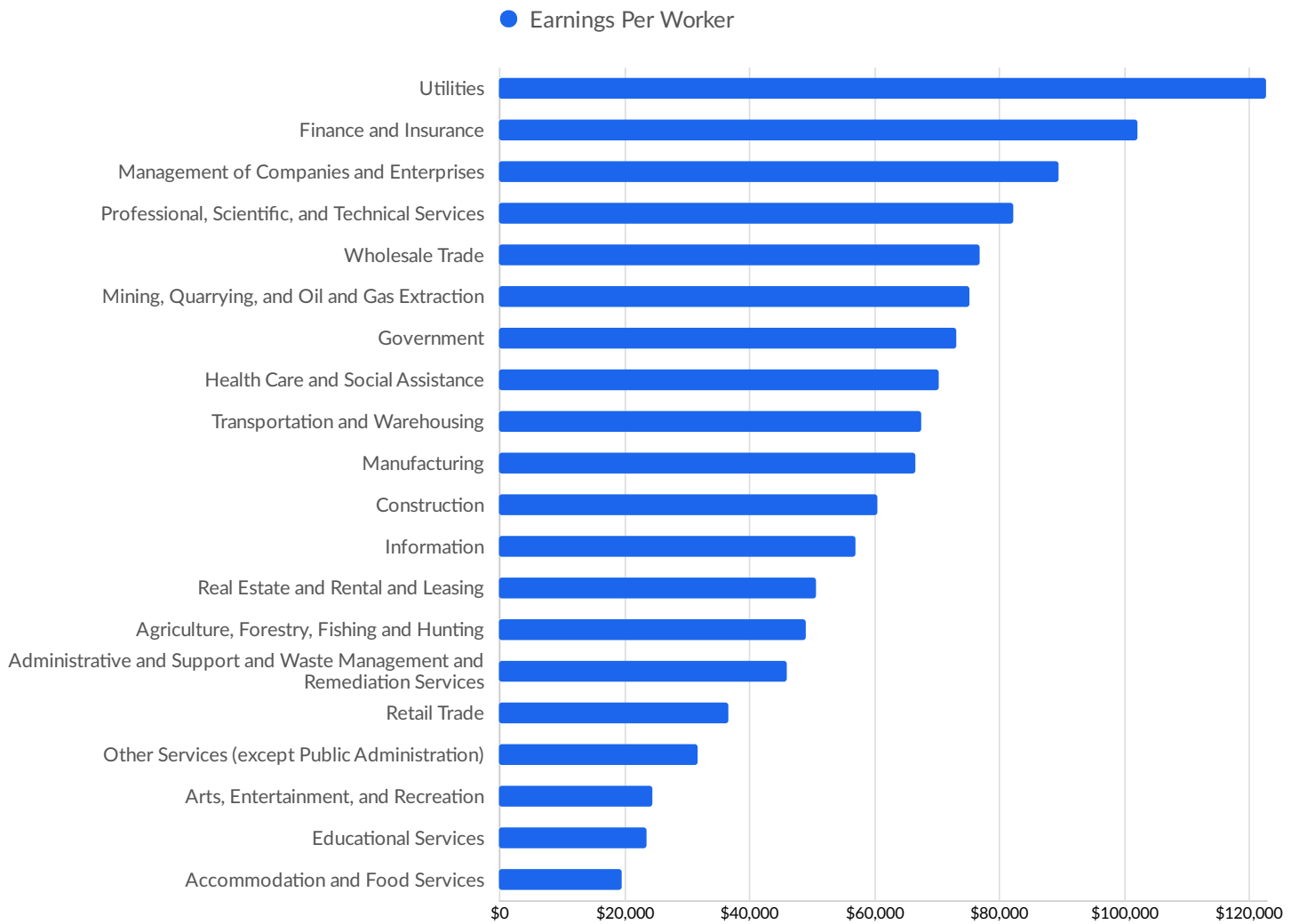
## Top Industry Location Quotient



## Top Industry GRP

















## Top Industry Earnings



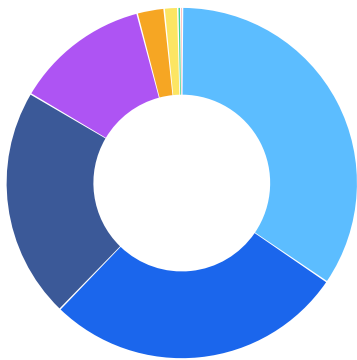
## Business Characteristics

### 4,452 Companies Employ Your Workers

Online profiles for your workers mention 4,452 companies as employers, with the top 10 appearing below. In the last 12 months, 660 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
University Of Wisconsin - Steve...	991 	Sentry Insurance	298 
Sentry	799 	Aspirus	273 
Sentry Insurance	372 	Sentry	194 
Stevens Point Area Public Schoo...	322 	Nelnet	175 
Skyward	273 	ABR Employment Services	120 
Ministry Health Care	158 	Marshfield Clinic	119 
Associated Bank	150 	McCain Foods	113 
Delta Dental Of Wisconsin	132 	EatStreet	107 
AIG	130 	Remedy Intelligent Staffing	98 
Ascension	116 	Kwik Trip	96 

## Business Size



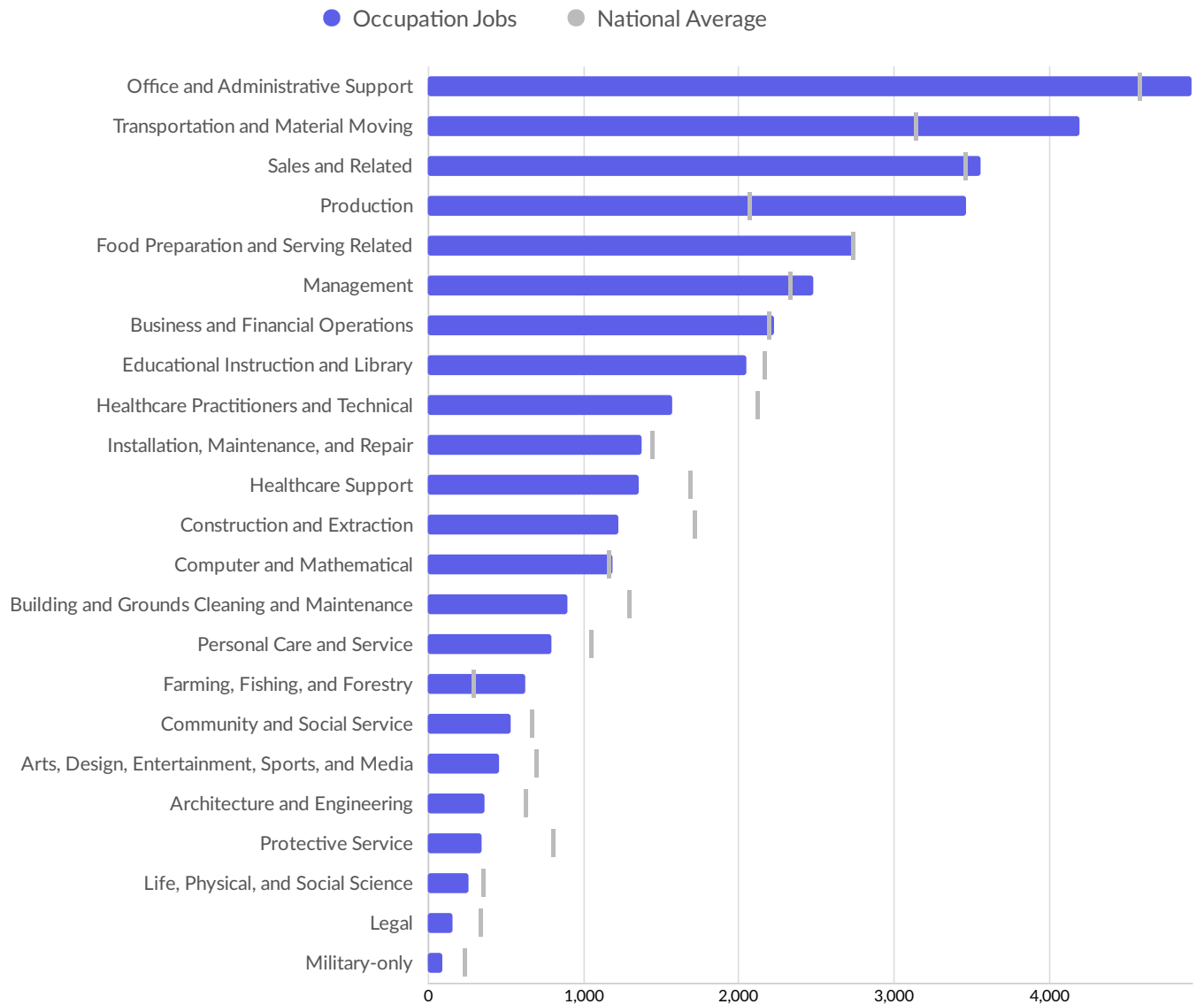
	Percentage	Business Count
1 to 4 employees	34.4%	1,024
5 to 9 employees	27.7%	824
10 to 19 employees	21.3%	632
20 to 49 employees	12.4%	369
50 to 99 employees	2.5%	74
100 to 249 employees	1.2%	37
250 to 499 employees	0.3%	8
500+ employees	0.2%	5

\*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.

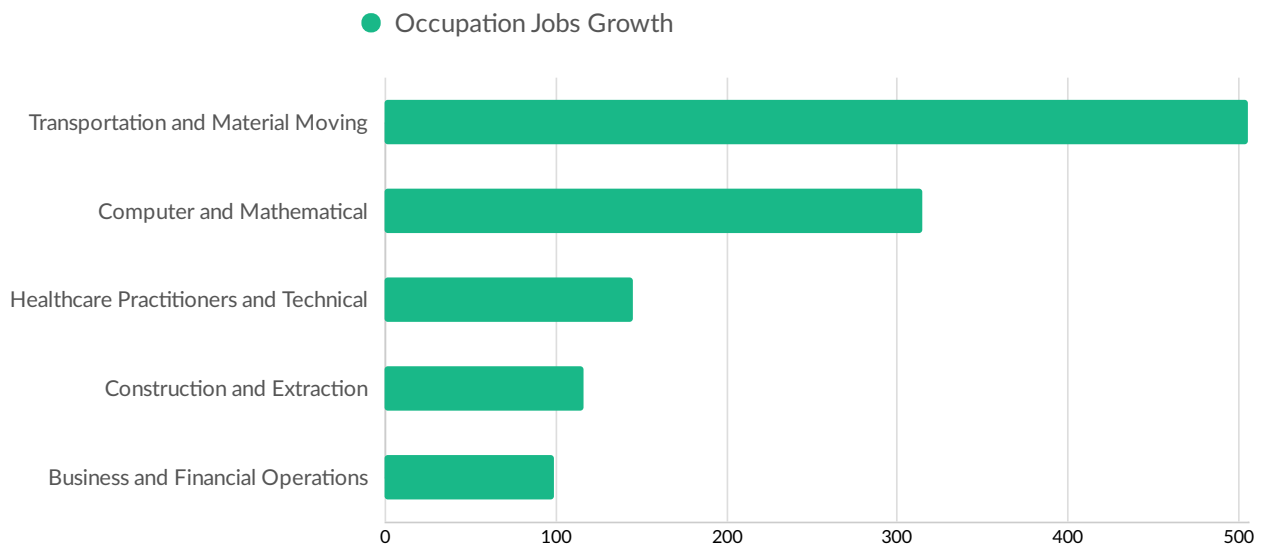


# Workforce Characteristics

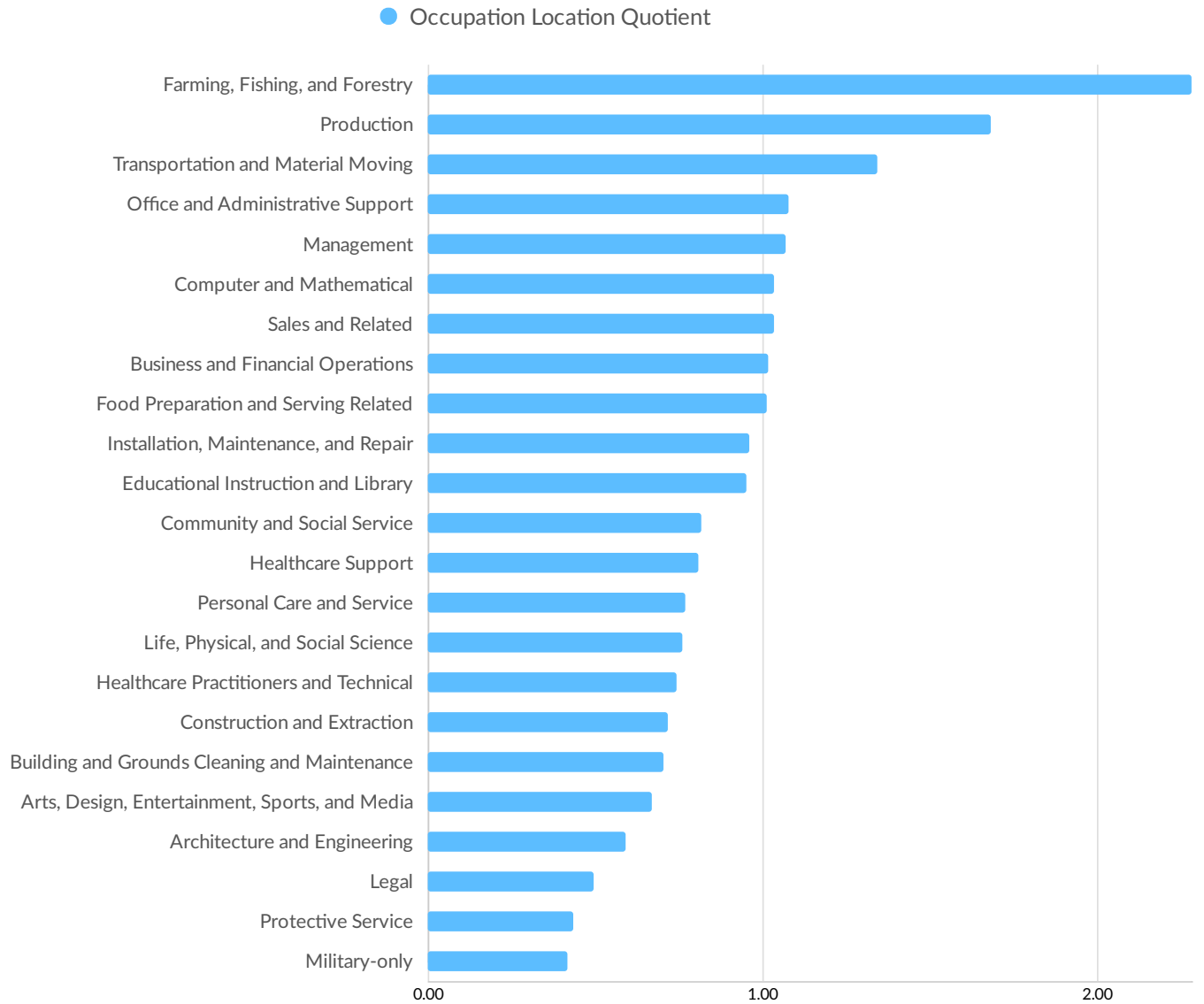
## Largest Occupations



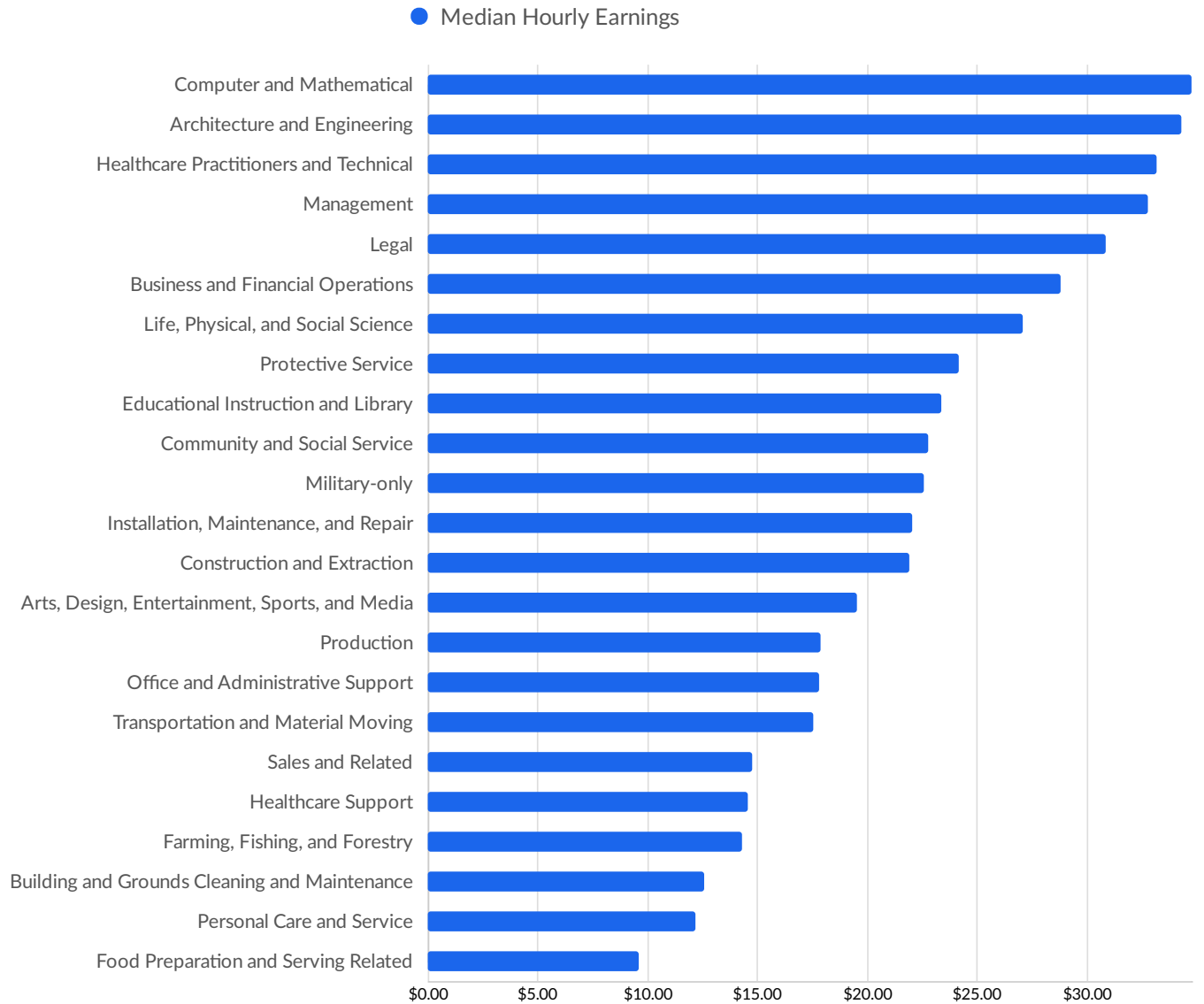
## Top Growing Occupations



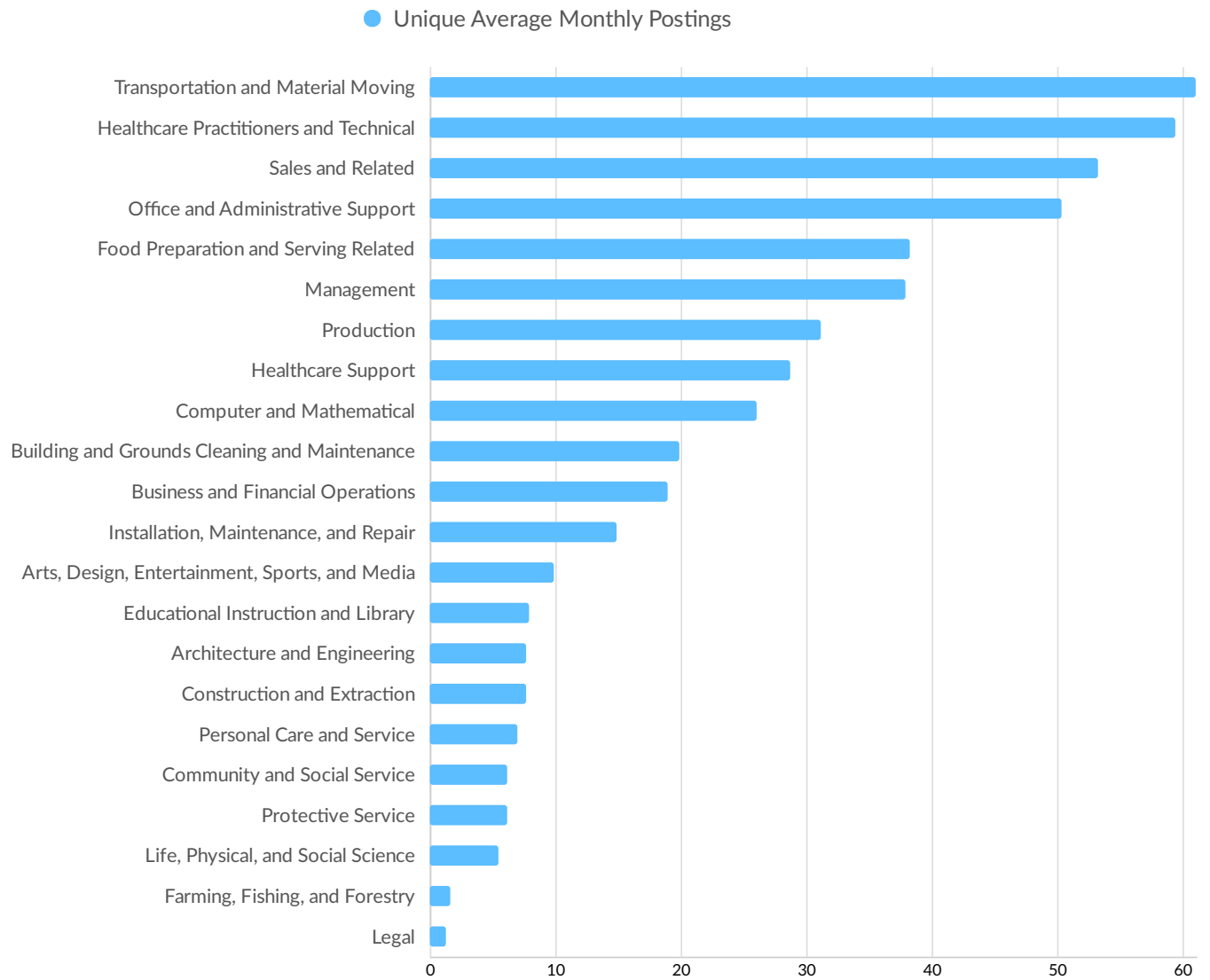
## Top Occupation Location Quotient



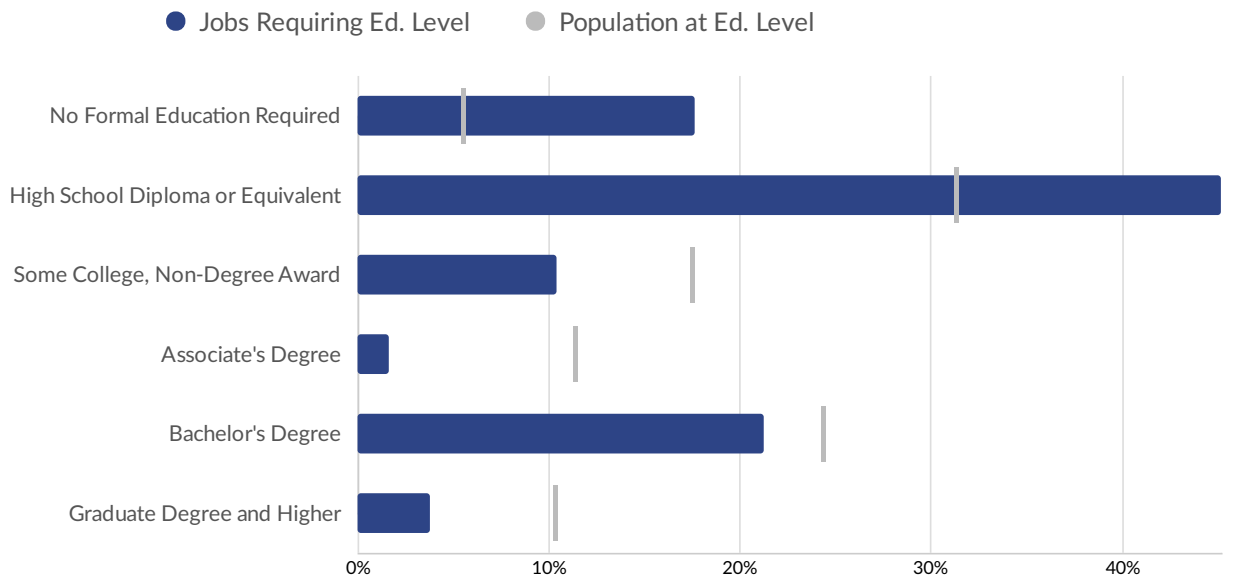
## Top Occupation Earnings



## Top Posted Occupations

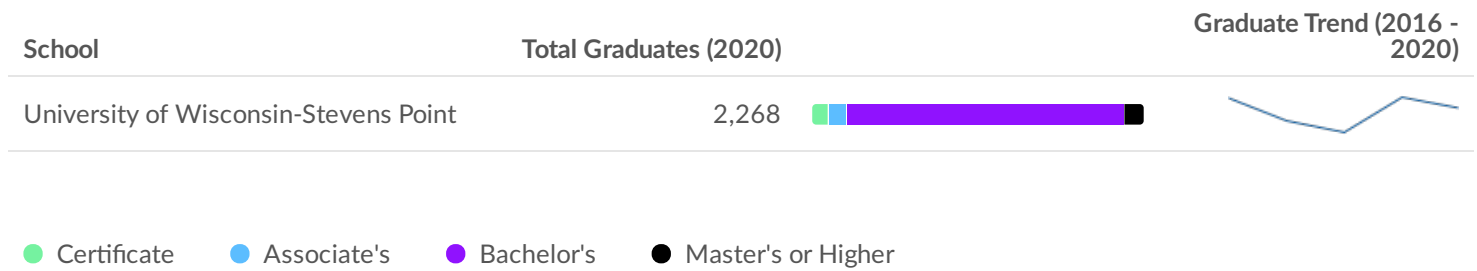


## Underemployment



## 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

