



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

71,187

Population (2021)

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

37,085

Total Regional Employment

Jobs **decreased by 2,302** over the last 5 years and are projected to **decrease by 54** over the next 5 years.

\$60.3K

Median Household Income (2020)

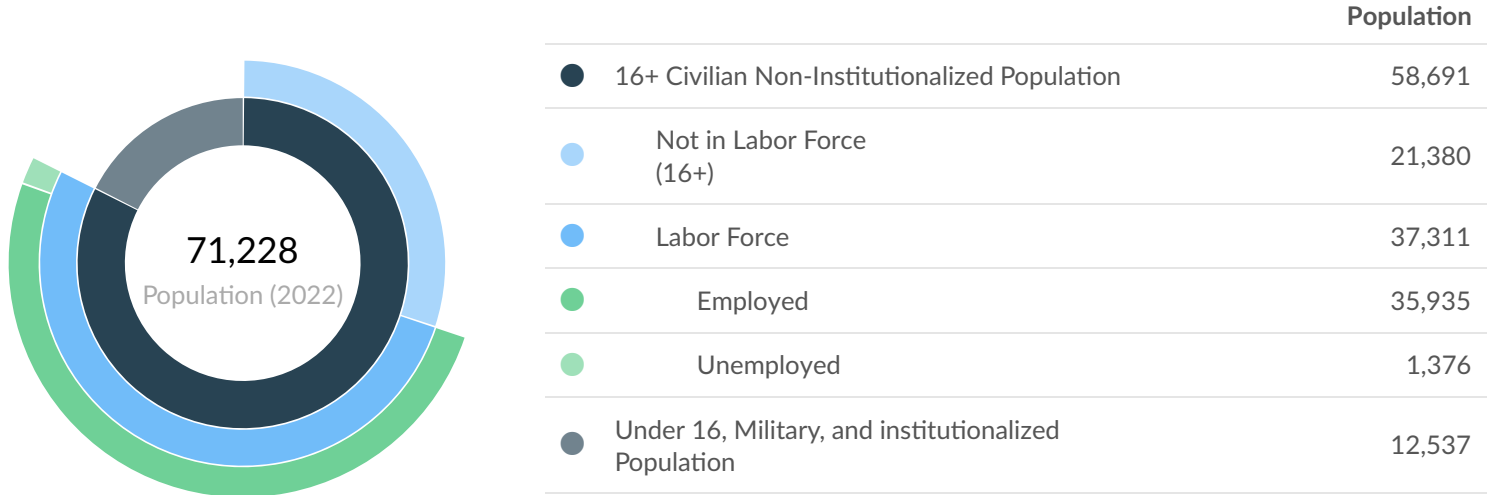
Median household income is **\$4.7K below** the national median household income of \$65.0K.

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 5.8%** in Portage County, WI from 39,386 to **37,085**. This change **fell short of the national growth rate of 1.8% by 7.6%**. As the number of jobs declined, the **labor force participation rate increased from 66.1% to 66.2% 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.

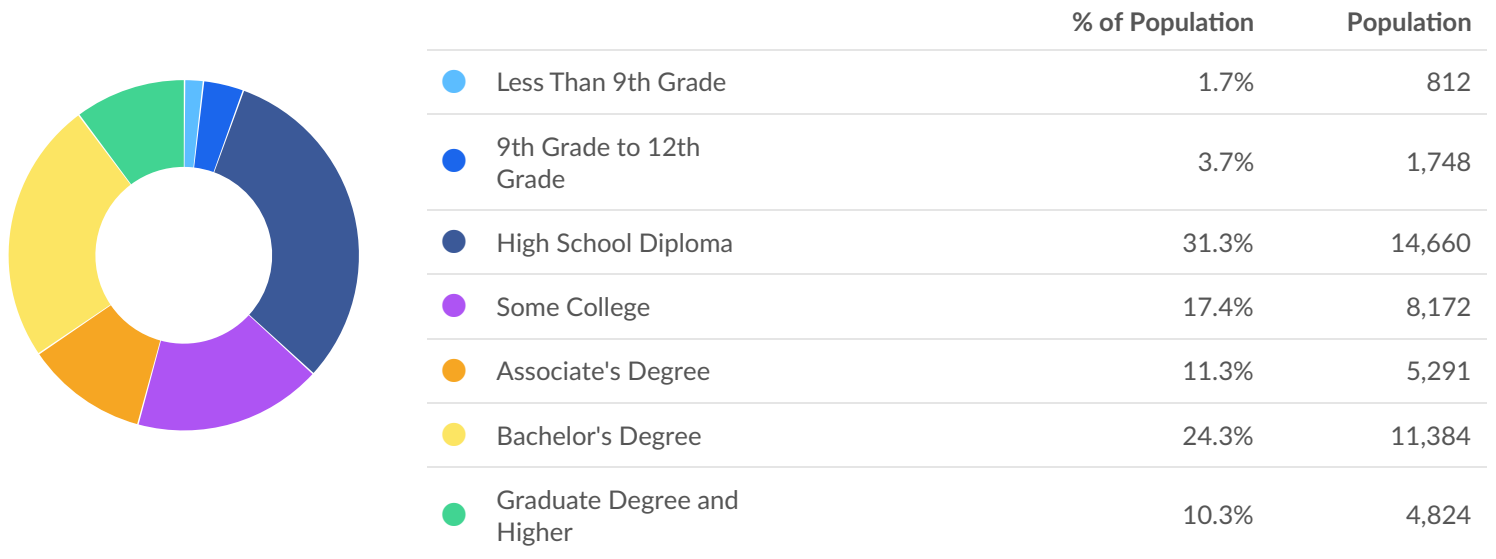
	Population (2022)	Labor Force (Jun 2022)	Jobs (2021)	Cost of Living	GRP	Imports	Exports
Region	71,228	37,311	37,085	99.3	\$4.35B	\$5.51B	\$5.25B
NCWRPC	443,262	227,242	220,380	99.7	\$23.77B	\$31.13B	\$29.22B
Wisconsin	5,881,227	3,153,688	3,110,882	100.3	\$360.23B	\$330.30B	\$353.71B

Jun 2022 Labor Force Breakdown



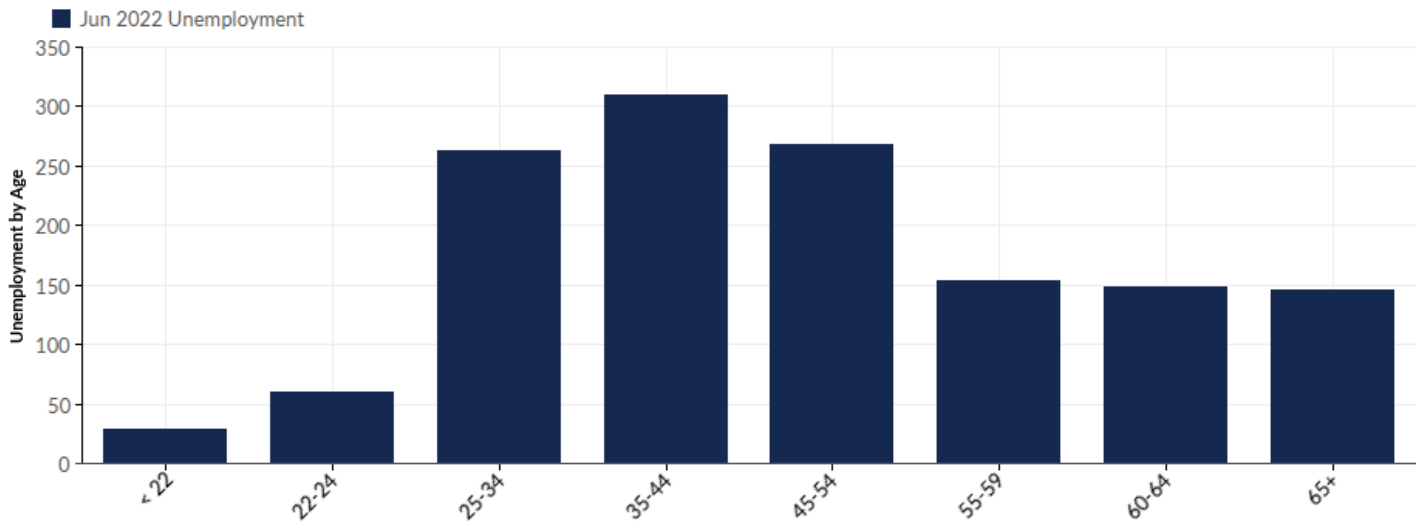
Educational Attainment

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).



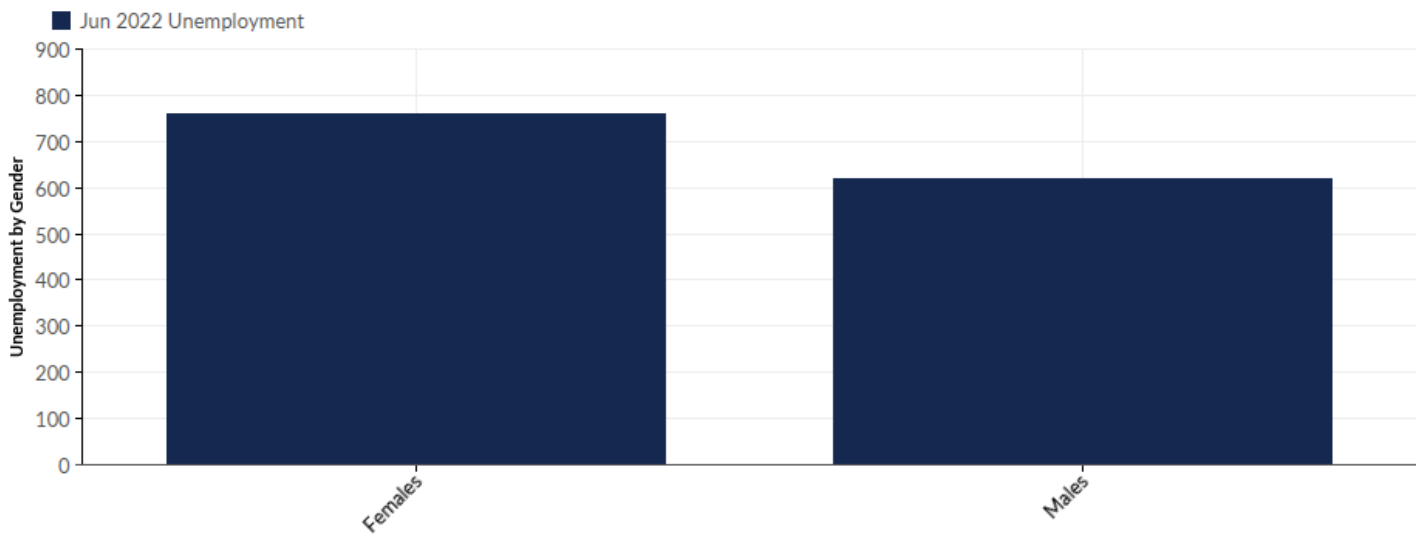
Unemployment by Demographics

Unemployment by Age



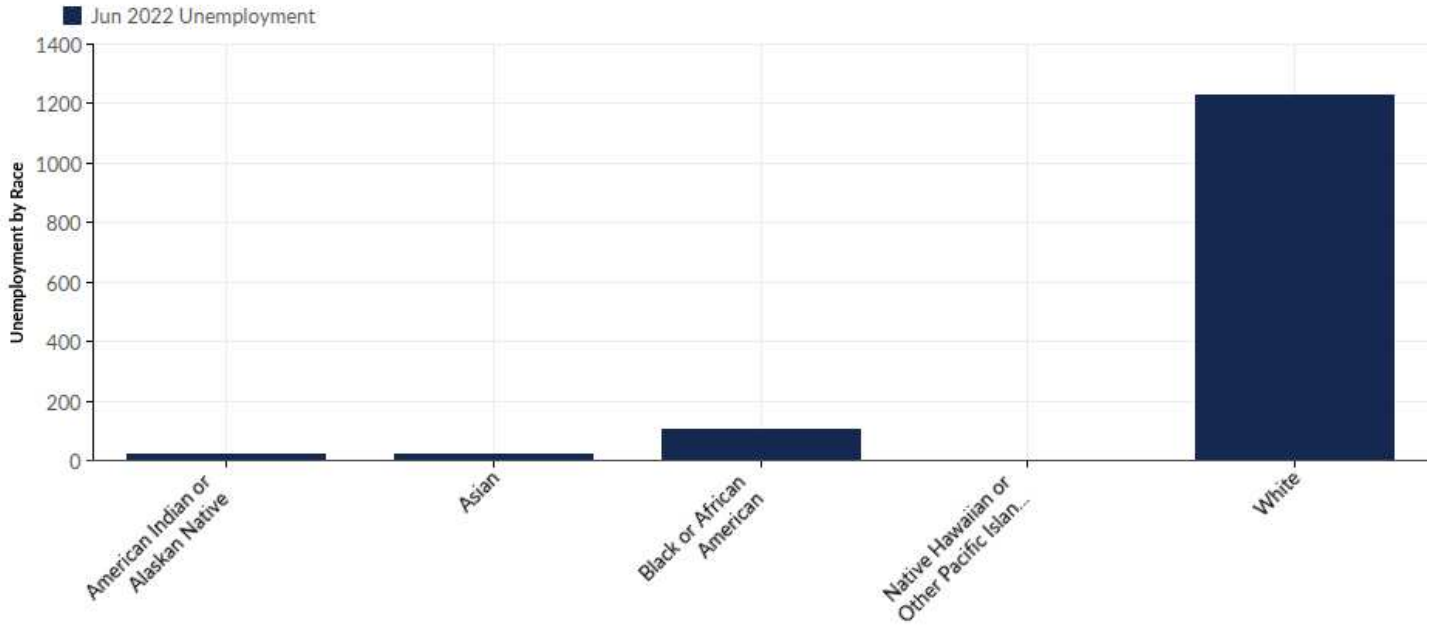
Age	Unemployment (Jun 2022)	% of Unemployed
< 22	28	2.03%
22-24	60	4.36%
25-34	263	19.11%
35-44	309	22.46%
45-54	268	19.48%
55-59	154	11.19%
60-64	149	10.83%
65+	146	10.61%
Total	1,376	100.00%

Unemployment by Gender



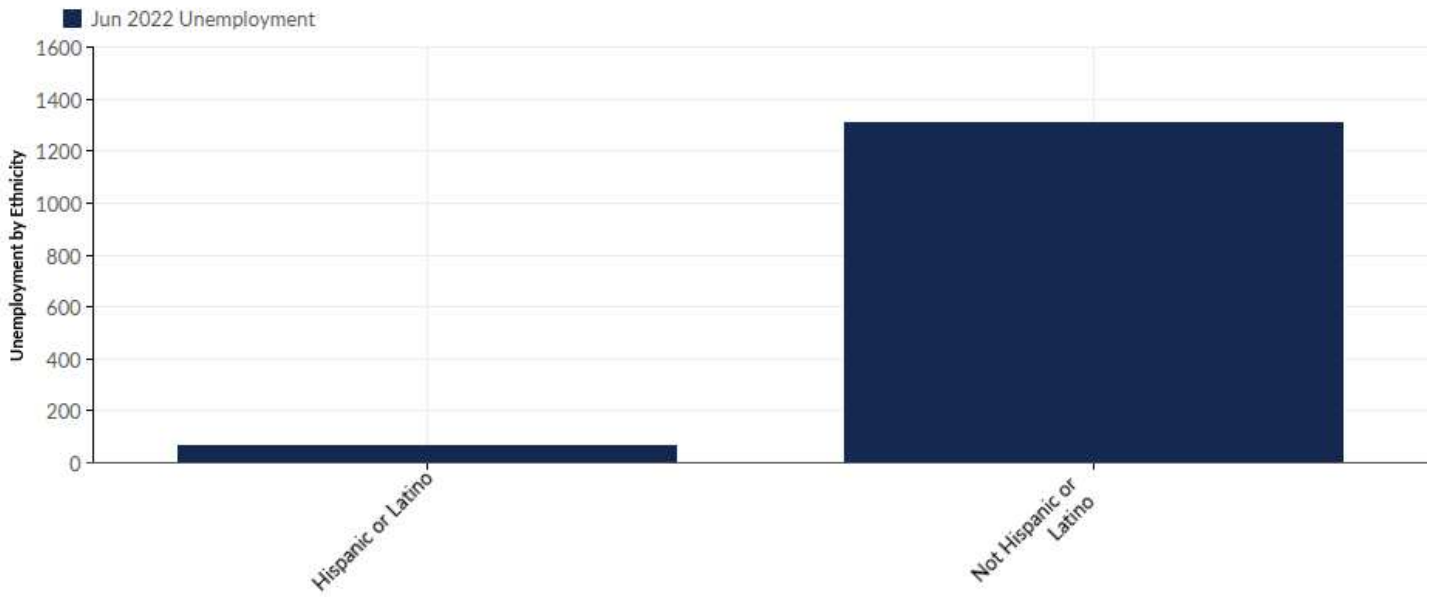
Gender	Unemployment (Jun 2022)	% of Unemployed
Females	758	55.09%
Males	618	44.91%
Total	1,376	100.00%

Unemployment by Race



Race	Unemployment (Jun 2022)	% of Unemployed
American Indian or Alaskan Native	21	1.53%
Asian	21	1.53%
Black or African American	102	7.41%
Native Hawaiian or Other Pacific Islander	2	0.15%
White	1,231	89.46%
Total	1,376	100.00%

Unemployment by Ethnicity

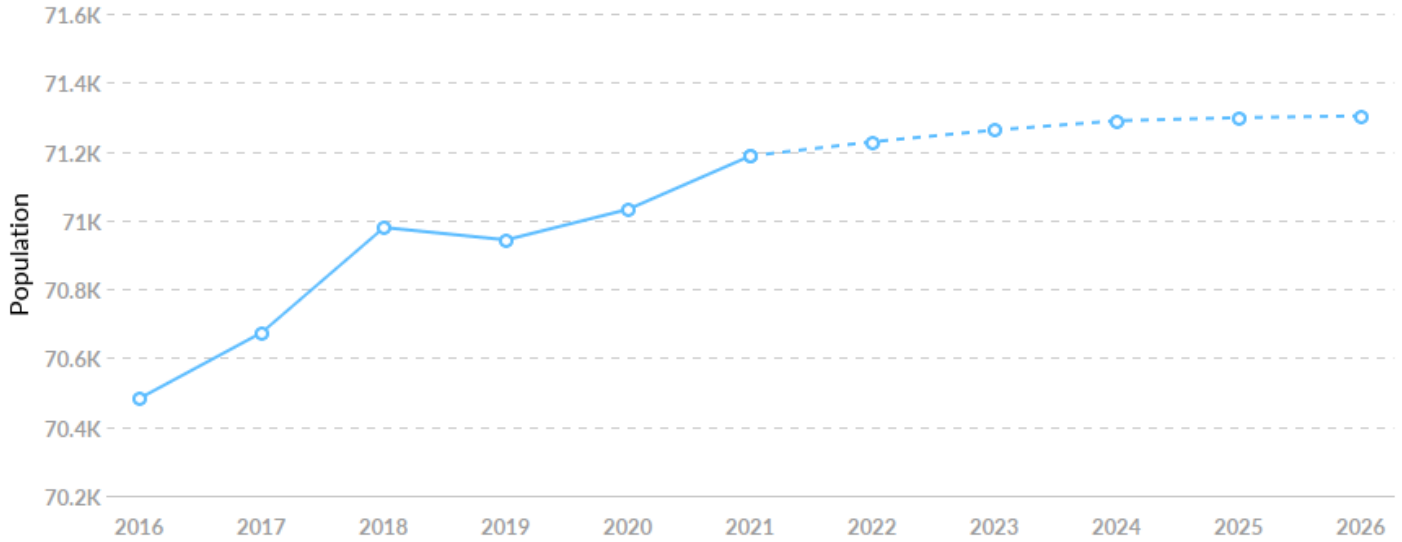


Ethnicity	Unemployment (Jun 2022)	% of Unemployed
Hispanic or Latino	65	4.72%
Not Hispanic or Latino	1,311	95.28%
Total	1,376	100.00%

Historic & Projected Trends

Population Trends

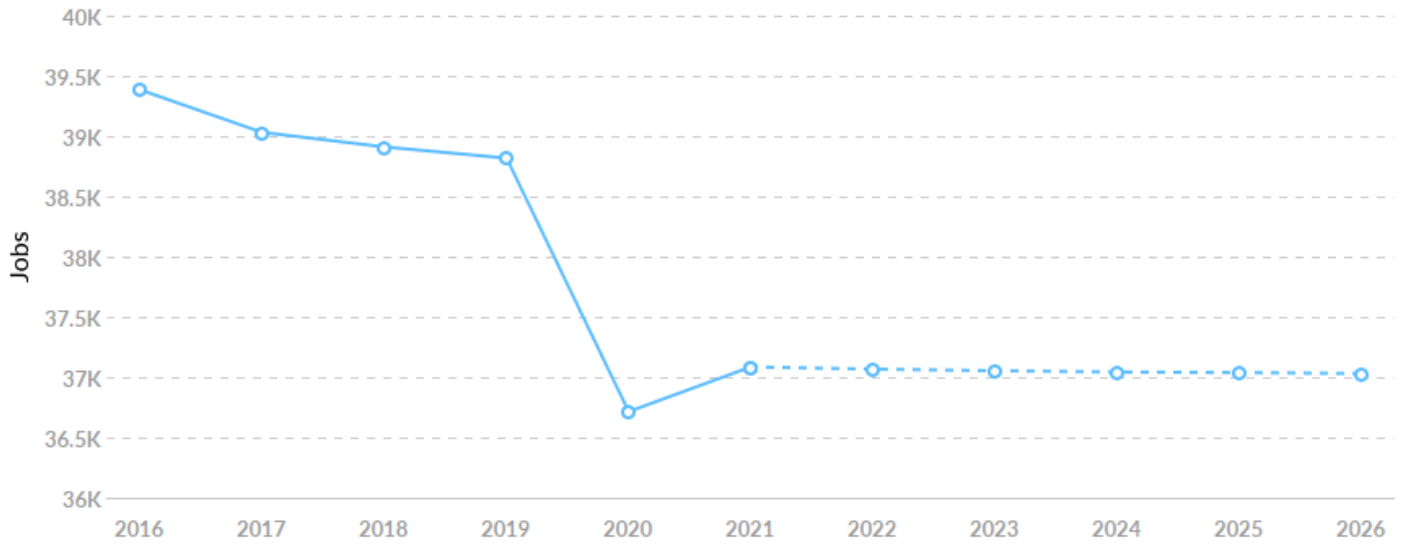
As of 2021 the region's population increased by 1.0% since 2016, growing by 704. Population is expected to increase by 0.2% between 2021 and 2026, adding 116.



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	71,289
2025	71,298
2026	71,303

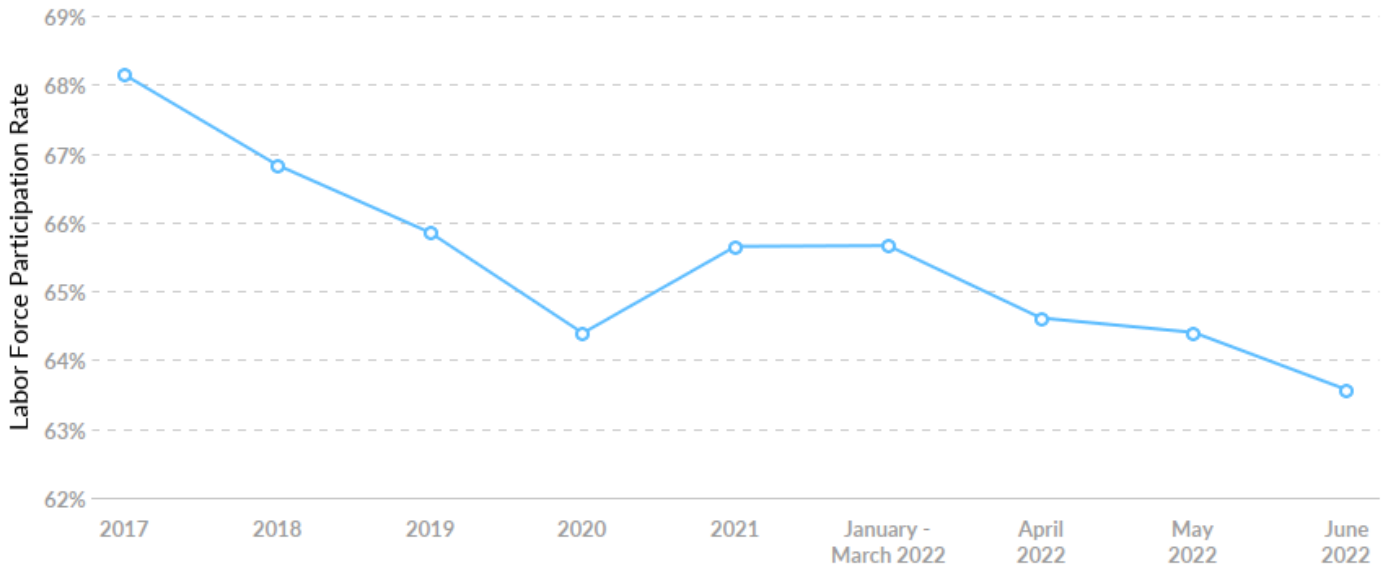
Job Trends

From 2016 to 2021, jobs declined by 5.8% in Portage County, WI from 39,386 to 37,085. This change fell short of the national growth rate of 1.8% by 7.6%.



Timeframe	Jobs
2016	39,386
2017	39,032
2018	38,911
2019	38,818
2020	36,713
2021	37,085
2022	37,067
2023	37,054
2024	37,043
2025	37,038
2026	37,031

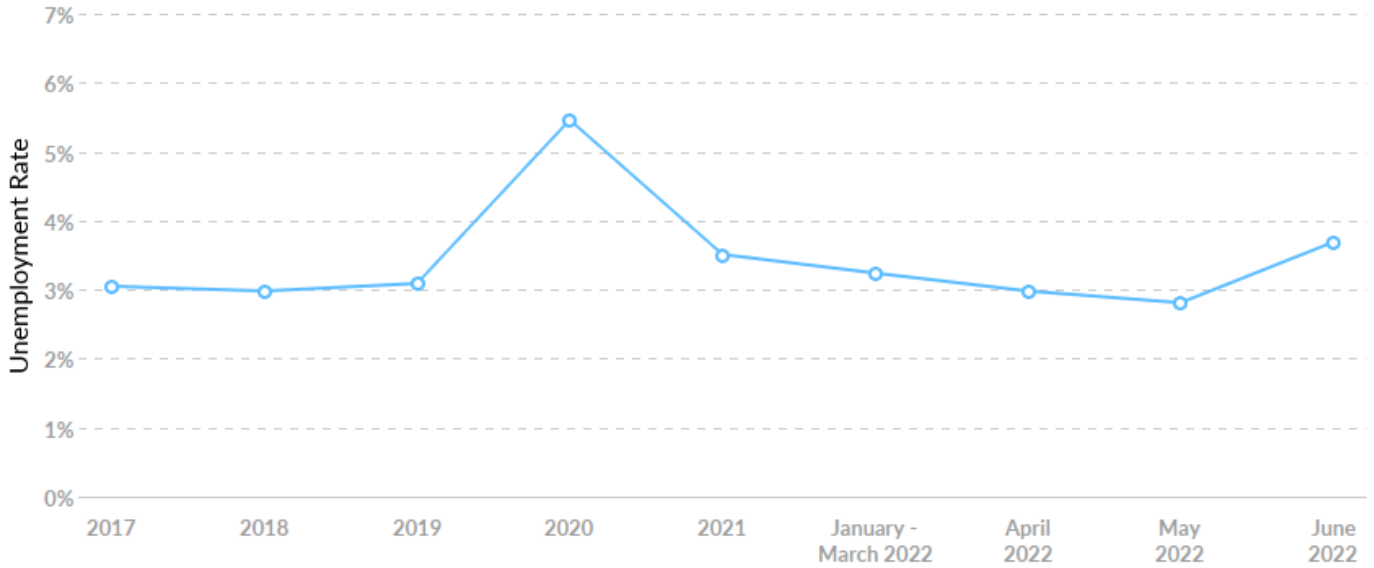
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2017	68.14%
2018	66.83%
2019	65.85%
2020	64.39%
2021	65.65%
January - March 2022	65.66%
April 2022	64.61%
May 2022	64.40%
June 2022	63.57%

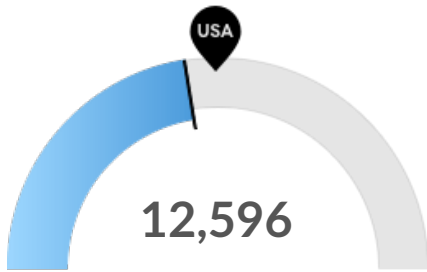
Unemployment Rate Trends

Portage County, WI had a June 2022 unemployment rate of 3.69%, **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 - March 2022	3.24%
April 2022	2.98%
May 2022	2.81%
June 2022	3.69%

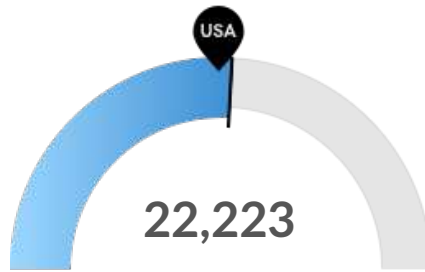
Population Characteristics



12,596

Millennials

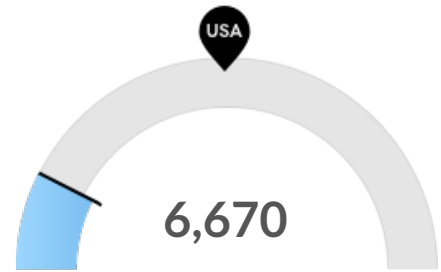
Portage County, WI has 12,596 millennials (ages 25-39). The national average for an area this size is 14,638.



22,223

Retiring Soon

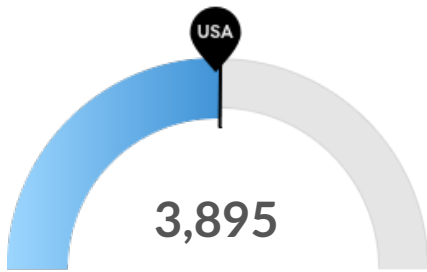
Retirement risk is about average in Portage County, WI. The national average for an area this size is 21,141 people 55 or older, while there are 22,223 here.



6,670

Racial Diversity

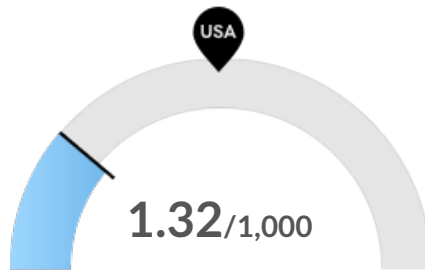
Racial diversity is low in Portage County, WI. The national average for an area this size is 28,611 racially diverse people, while there are 6,670 here.



3,895

Veterans

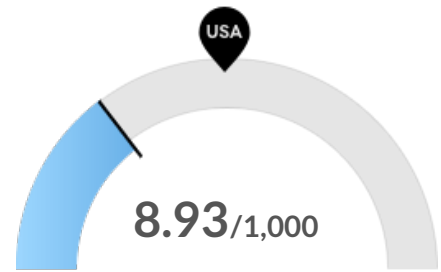
Portage County, WI has 3,895 veterans. The national average for an area this size is 3,845.



1.32/1,000

Violent Crime

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



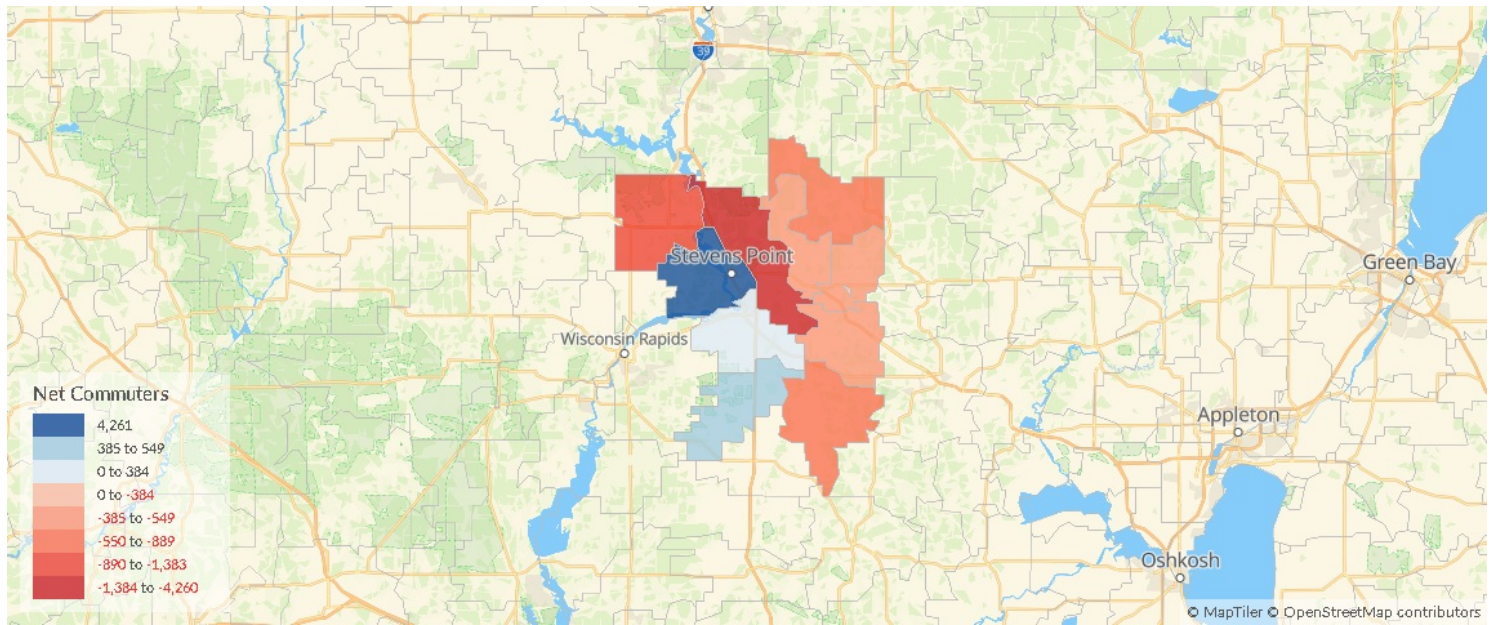
8.93/1,000

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...	17,704
54467	Plover, WI (in Portage c...	8,304
54482	Stevens Point, WI (in Po...	3,445
54406	Amherst, WI (in Portage...	1,926
54921	Bancroft, WI (in Portage...	1,372

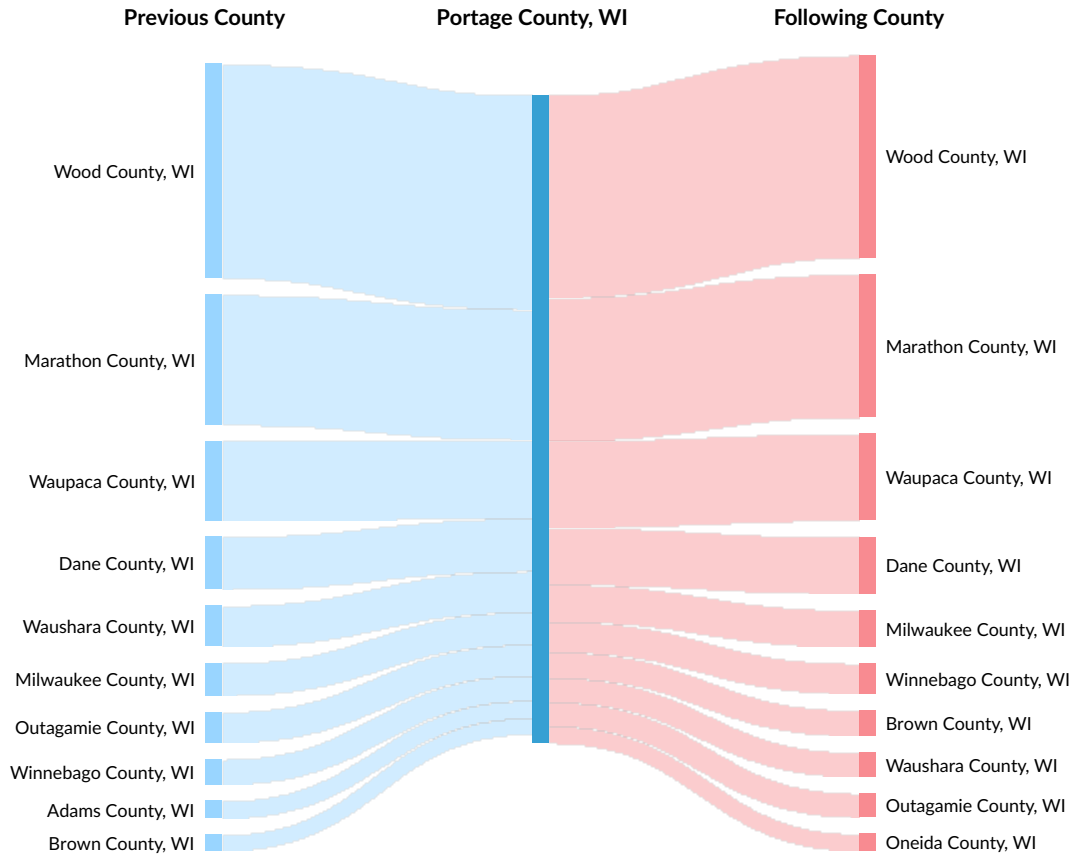
Where Talent Lives

ZIP	Name	2021 Workers
54481	Stevens Point, WI (in Po...	13,443
54467	Plover, WI (in Portage c...	8,222
54482	Stevens Point, WI (in Po...	4,829
54406	Amherst, WI (in Portage...	2,378
54909	Almond, WI (in Portage ...	1,562

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 2020, 478 people have migrated from Wood County, WI to Portage County, WI. In the same year, 453 people left Portage County, WI migrating to Wood County, WI. The total Net Migration for Portage County, WI in 2020 was 62.

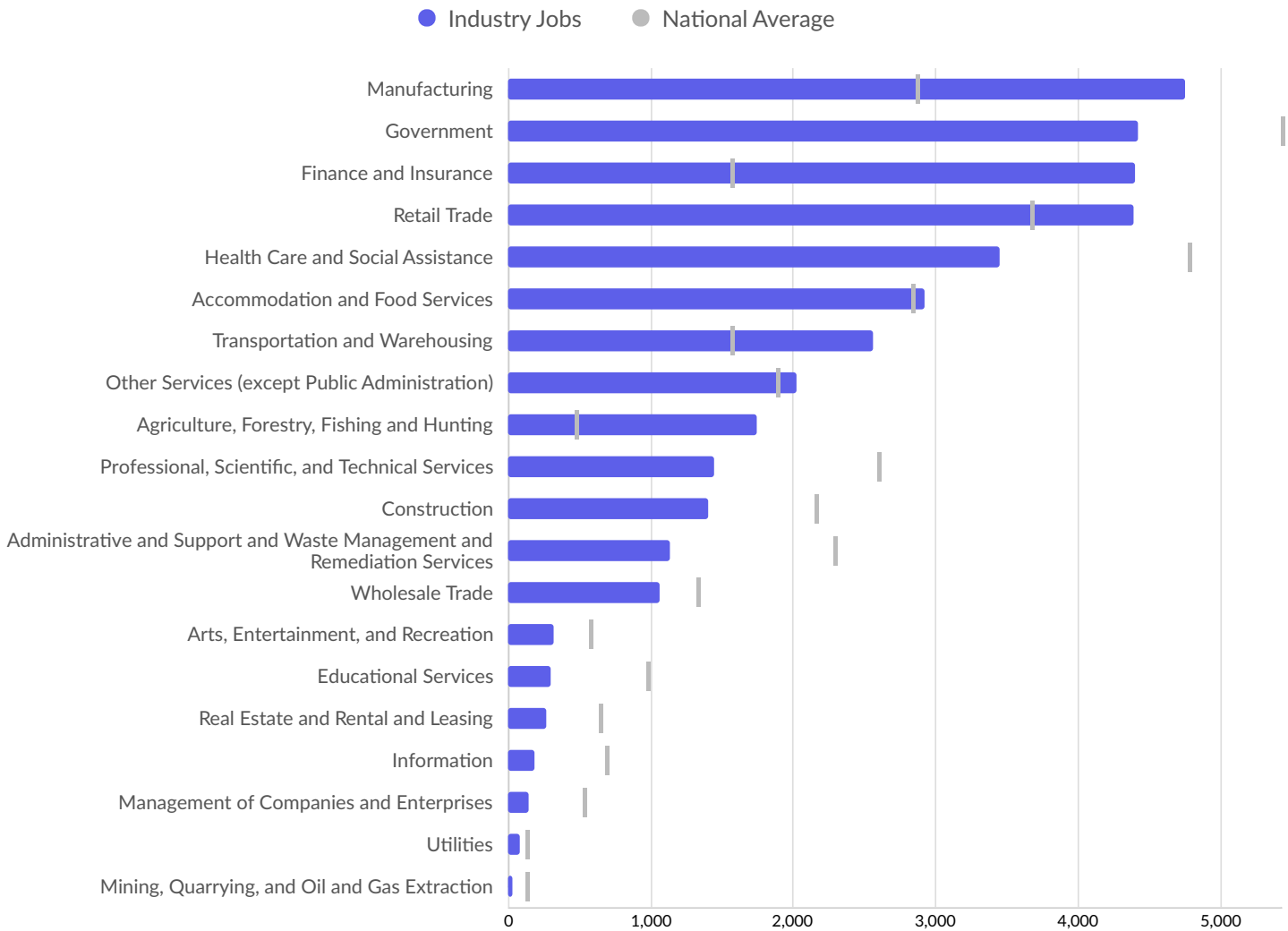


Top Previous Counties	Migrations
Wood County, WI	478
Marathon County, WI	290
Waupaca County, WI	176
Dane County, WI	117
Waushara County, WI	91
Milwaukee County, WI	72

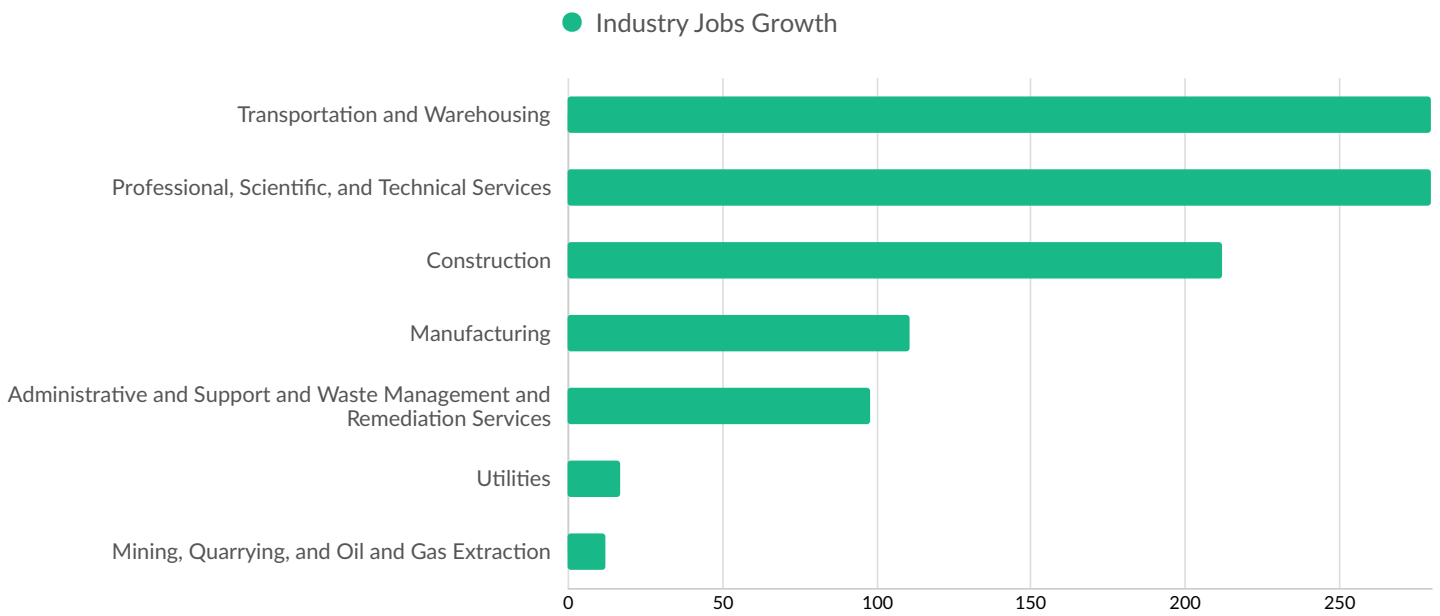
Top Previous Counties	Migrations
Outagamie County, WI	69
Winnebago County, WI	56
Adams County, WI	39
Brown County, WI	36
Waukesha County, WI	31
Cook County, IL	30
Racine County, WI	30
Hennepin County, MN	27
Oneida County, WI	26
Top Following Counties	Migrations
Wood County, WI	453
Marathon County, WI	319
Waupaca County, WI	194
Dane County, WI	126
Milwaukee County, WI	82
Winnebago County, WI	68
Brown County, WI	57
Waushara County, WI	54
Outagamie County, WI	54
Oneida County, WI	38
Lincoln County, WI	36
Hidalgo County, TX	35
Dakota County, MN	35
Sumter County, SC	30
Hennepin County, MN	28

Industry Characteristics

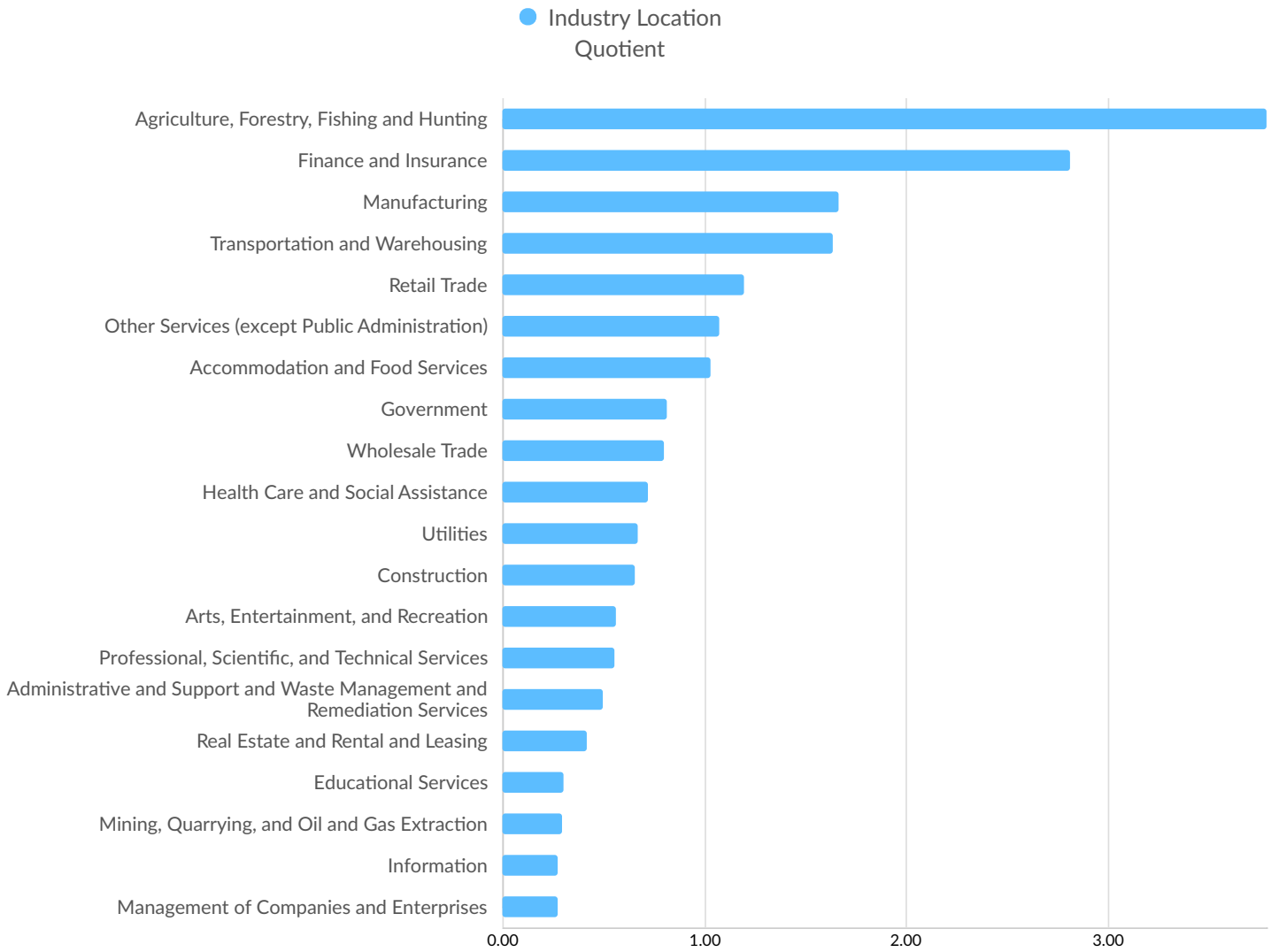
Largest Industries



Top Growing Industries



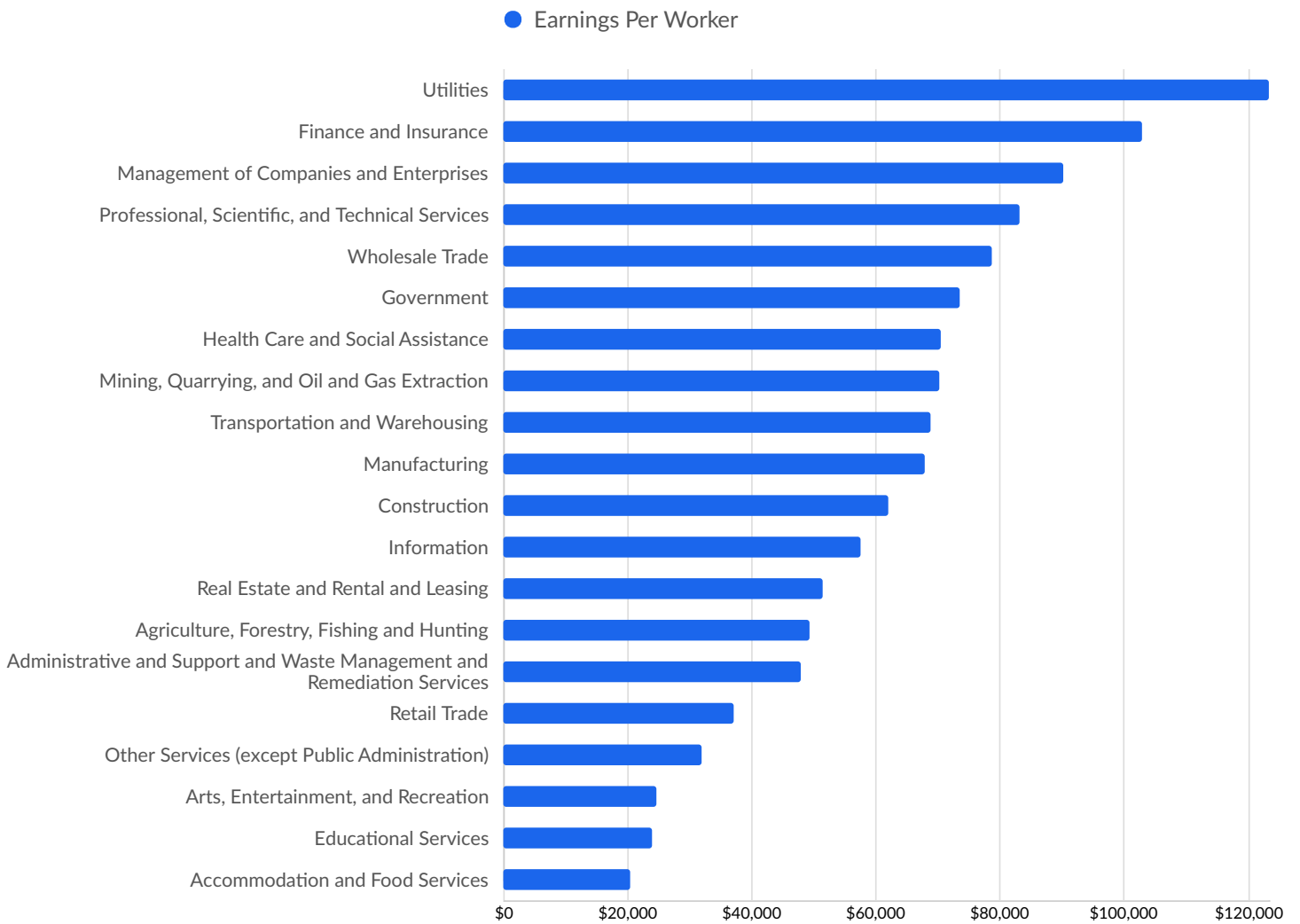
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



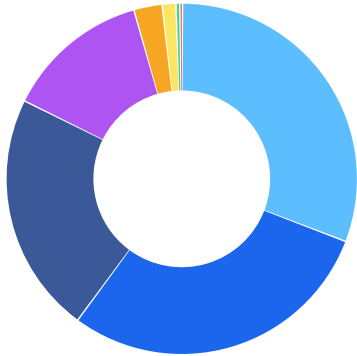
Business Characteristics

5,595 Companies Employ Your Workers

Online profiles for your workers mention 5,595 companies as employers, with the top 10 appearing below. In the last 12 months, 574 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...	1,147 	Sentry Insurance	561 
Sentry	896 	Aspirus	265 
Sentry Insurance	389 	Sentry	159 
Stevens Point Area Public Schoo...	332 	University Of Wisconsin-Madiso...	135 
Skyward	281 	McCain Foods	125 
Aspirus	163 	ABR Employment Services	114 
Ministry Health Care	161 	Marshfield Clinic	95 
Associated Bank	159 	Marriott International	94 
Corebridge Financial	147 	Flex-R Ltd.	83 
Delta Dental Of Wisconsin	141 	Kwik Trip	83 

Business Size

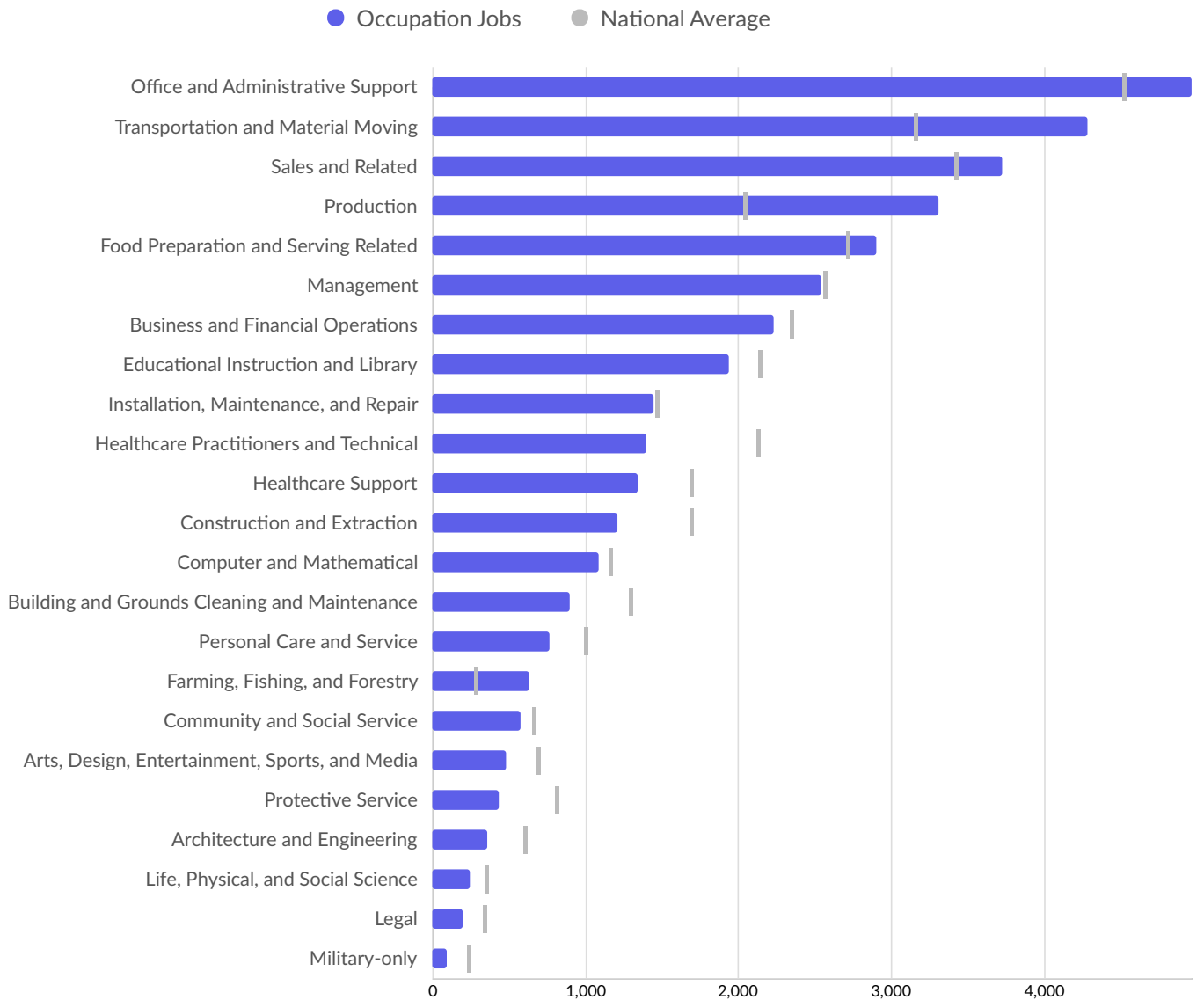


	Percentage	Business Count
● 1 to 4 employees	30.7%	873
● 5 to 9 employees	29.3%	832
● 10 to 19 employees	22.2%	631
● 20 to 49 employees	13.3%	377
● 50 to 99 employees	2.6%	74
● 100 to 249 employees	1.3%	36
● 250 to 499 employees	0.4%	10
● 500+ employees	0.2%	7

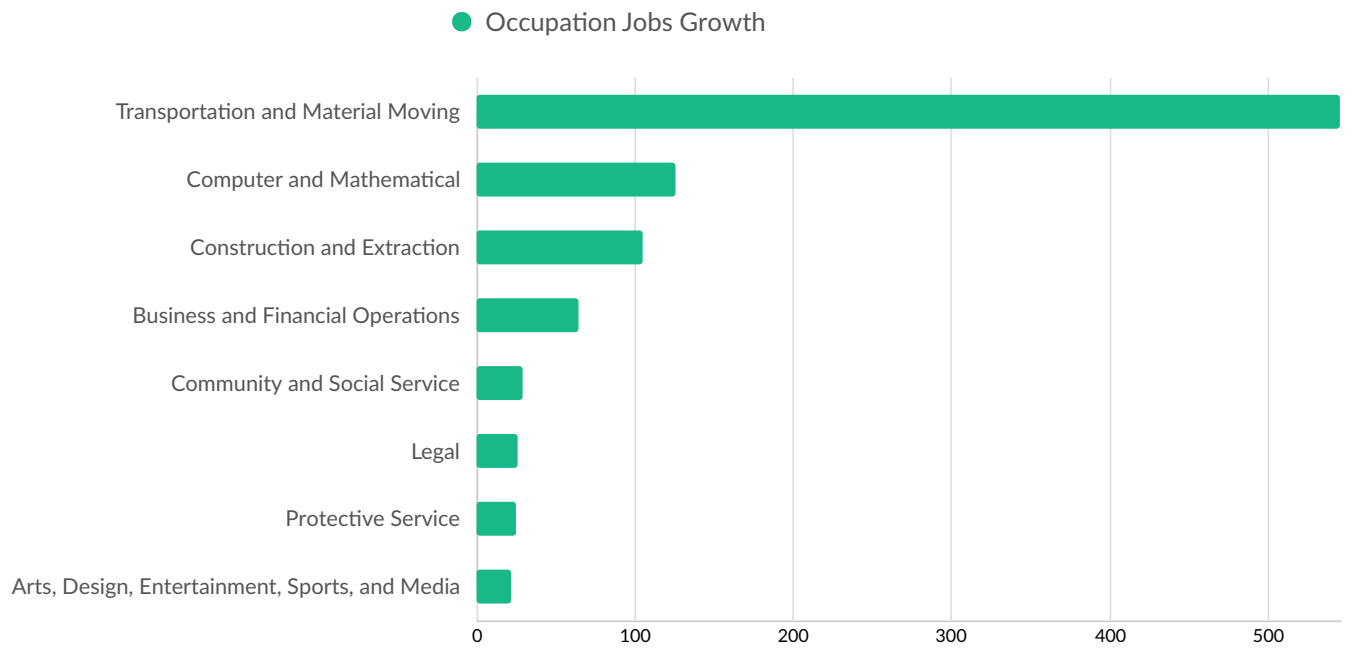
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

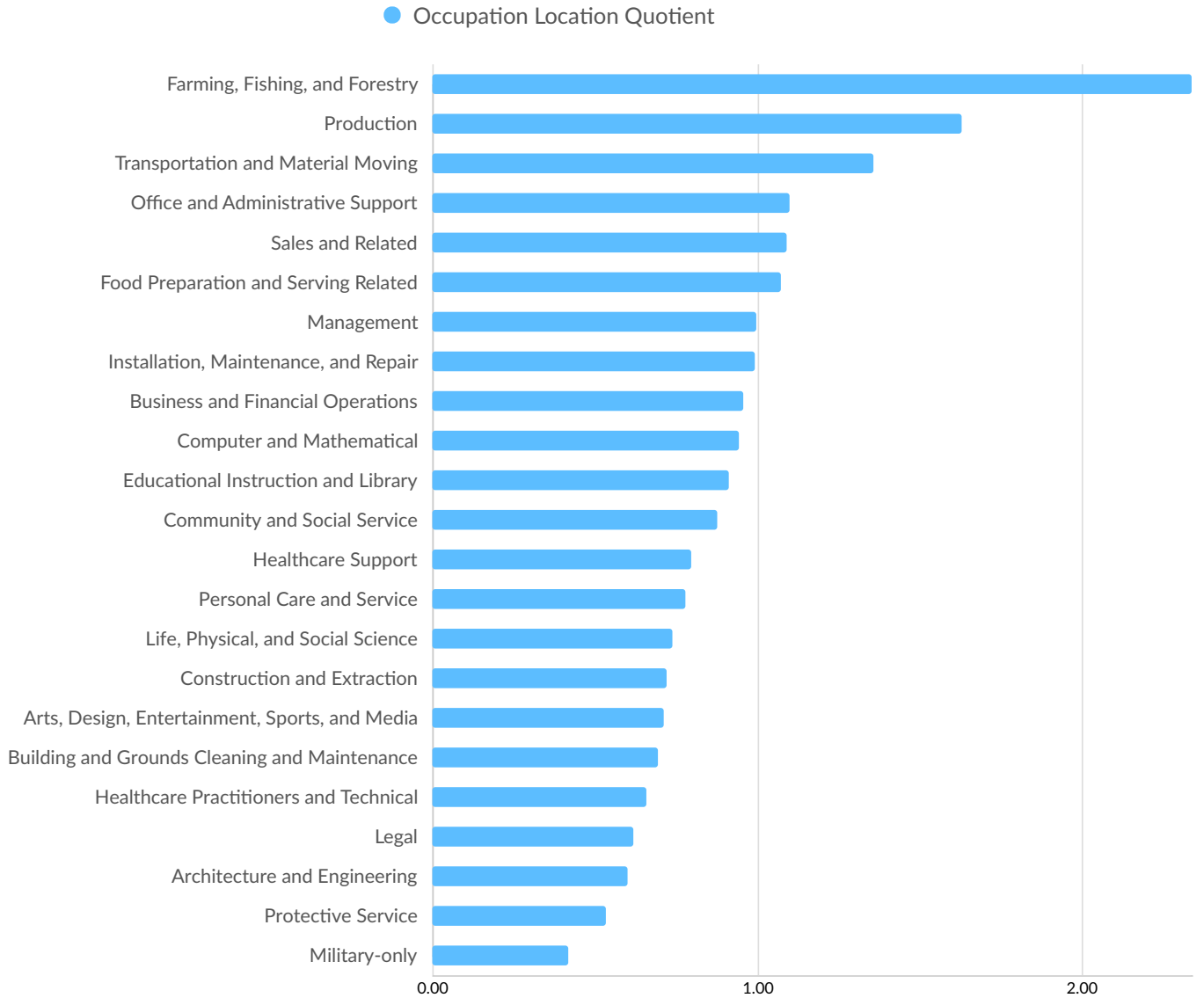
Largest Occupations



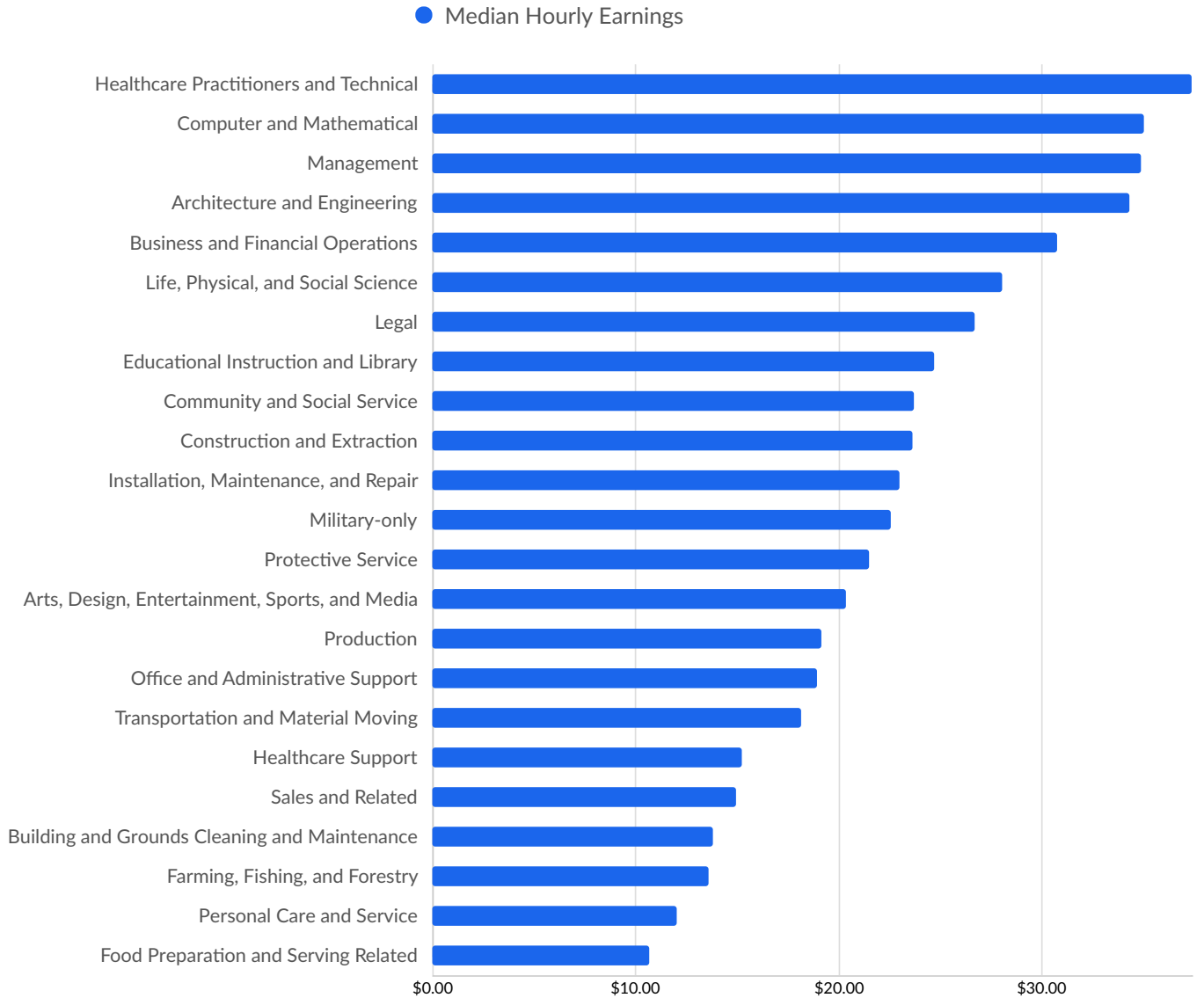
Top Growing Occupations



Top Occupation Location Quotient

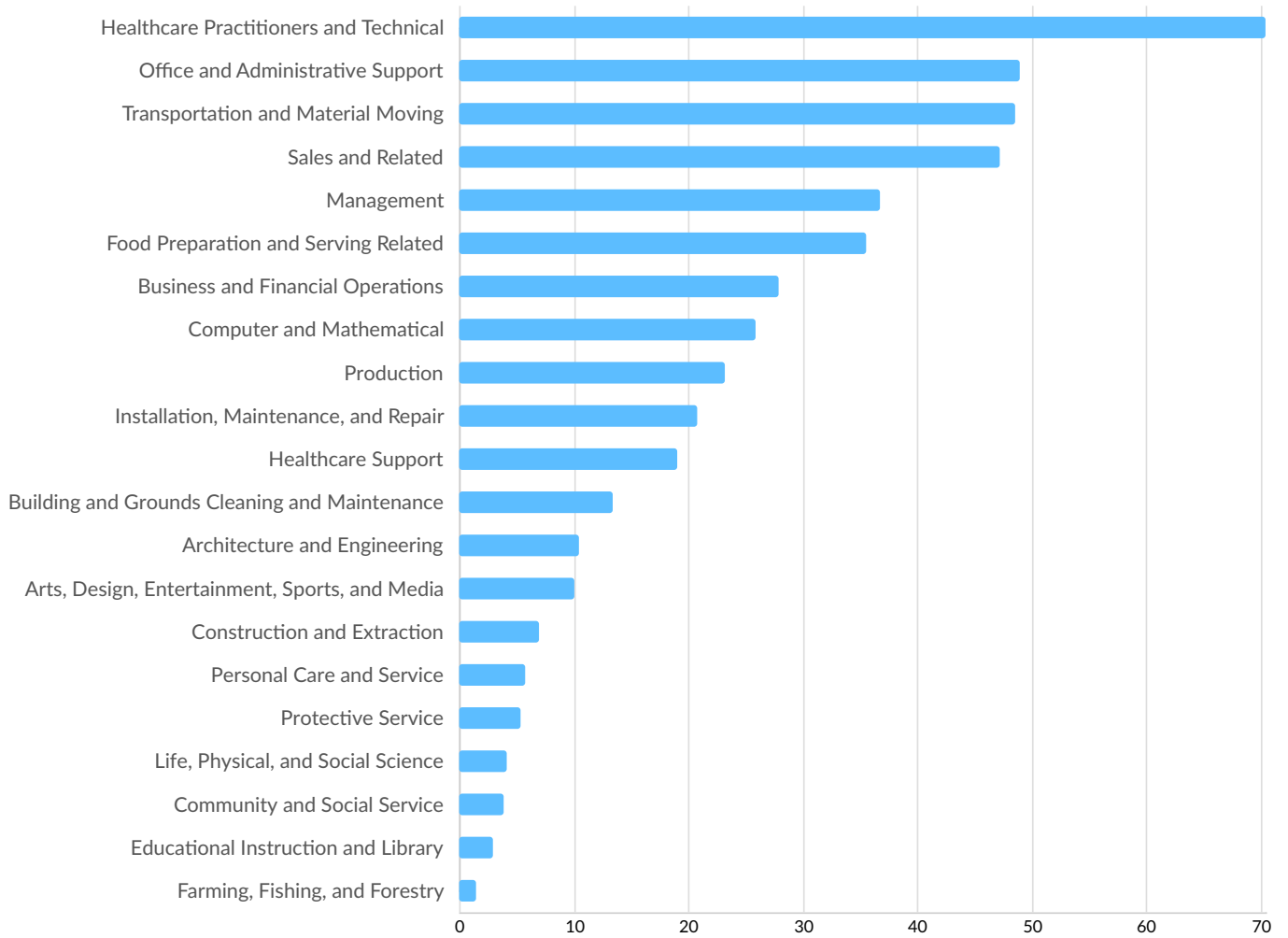


Top Occupation Earnings

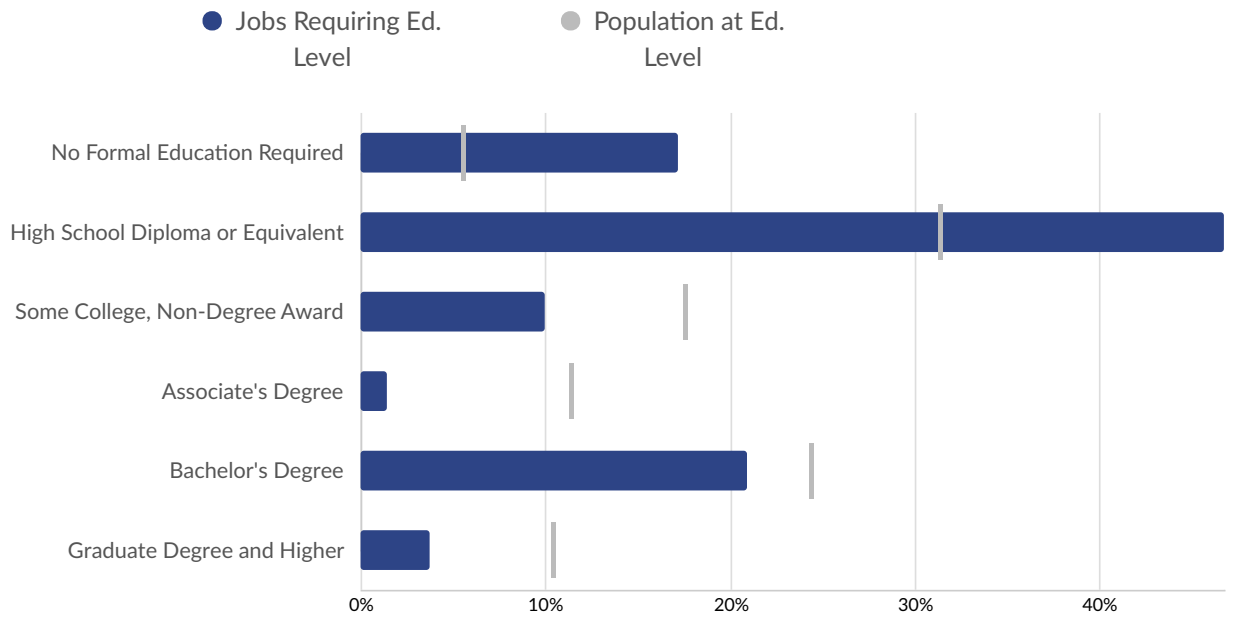


Top Posted Occupations

● Unique Average Monthly Postings

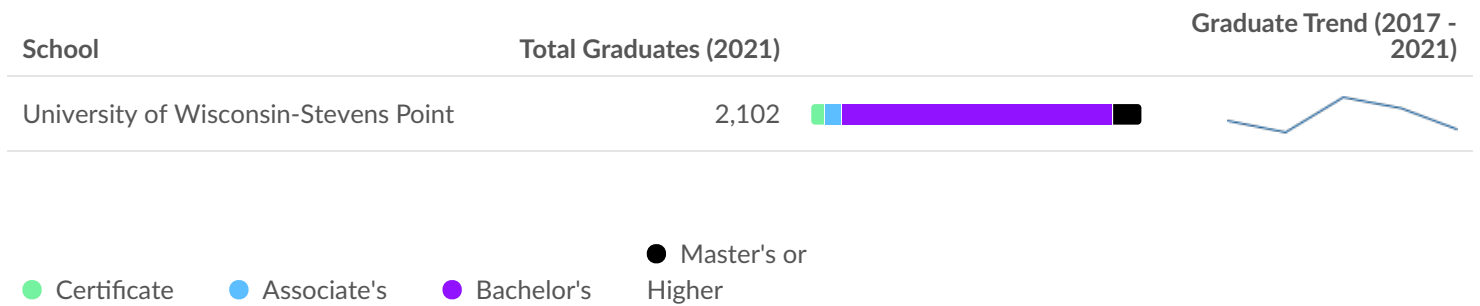


Underemployment



Educational Pipeline

In 2021, there were 2,102 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 "Liberal Arts and Sciences, General Studies and Humanities, Other".



In-Demand Skills

