



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

70,344

Population (2022)

Population **decreased by 330** over the last 5 years and is projected to **decrease by 951** over the next 5 years.

35,895

Total Regional Employment

Jobs **decreased by 2,180** over the last 5 years but are projected to **grow by 241** over the next 5 years.

\$65.6K

Median Household Income (2021)

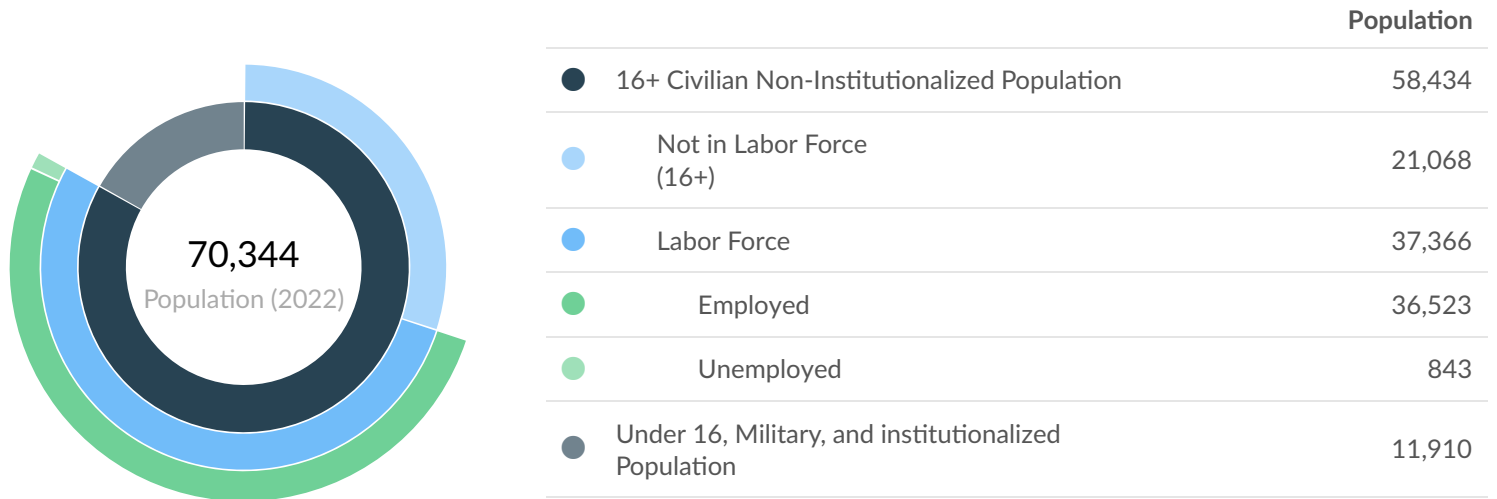
Median household income is **\$3.5K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **declined by 0.5%** since 2017, falling by 330. Population is expected to **decrease by 1.4%** between 2022 and 2027, losing 951.
- From 2017 to 2022, jobs **declined by 5.7%** in Portage County, WI from 38,075 to **35,895**. This change **fell short of the national growth rate of 2.4% by 8.1%**. As the number of jobs declined, the **labor force participation rate decreased from 66.3% to 63.9% between 2017 and 2022**.
- Concerning educational attainment, **24.5% of Portage County, WI residents possess a Bachelor's Degree** (3.7% above the national average), and **13.2% hold an Associate's Degree** (4.3% above the national average).
- The top three industries in 2022 are Insurance Carriers, Restaurants and Other Eating Places, and Fruit and Vegetable Preserving and Specialty Food Manufacturing.

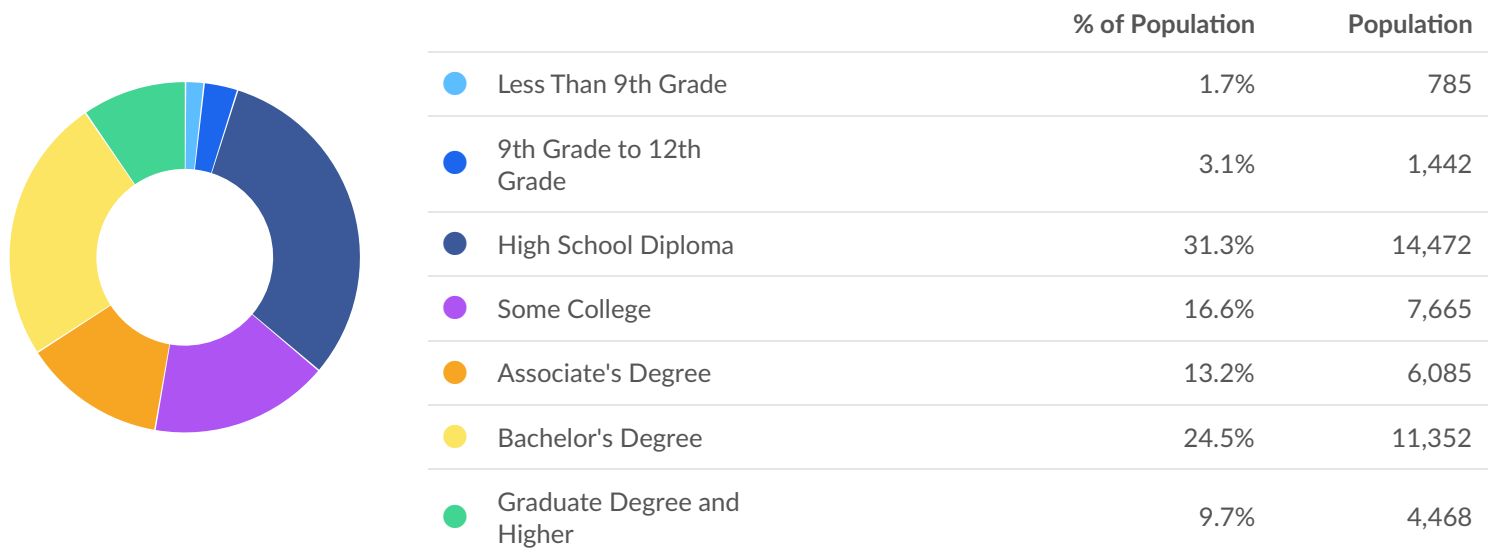
| | Population (2022) | Labor Force (Dec 2022) | Jobs (2022) | Cost of Living | GRP | Imports | Exports |
|-----------|-------------------|------------------------|-------------|----------------|-----------|-----------|-----------|
| Region | 70,344 | 37,366 | 35,895 | 99.8 | \$4.51B | \$5.79B | \$5.55B |
| NCWRPC | 453,569 | 216,131 | 213,049 | 99.6 | \$24.99B | \$32.65B | \$31.07B |
| Wisconsin | 5,935,388 | 3,050,771 | 3,149,359 | 100.4 | \$383.12B | \$351.25B | \$380.49B |

Dec 2022 Labor Force Breakdown



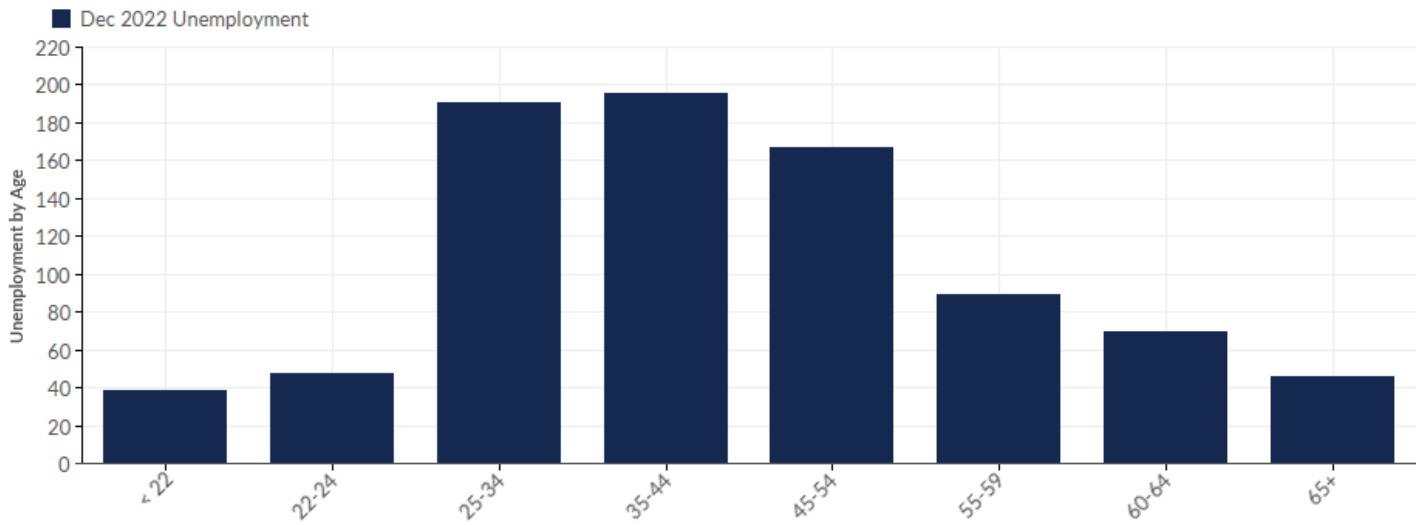
Educational Attainment

Concerning educational attainment, **24.5% of Portage County, WI residents possess a Bachelor's Degree** (3.7% above the national average), and **13.2% hold an Associate's Degree** (4.3% above the national average).



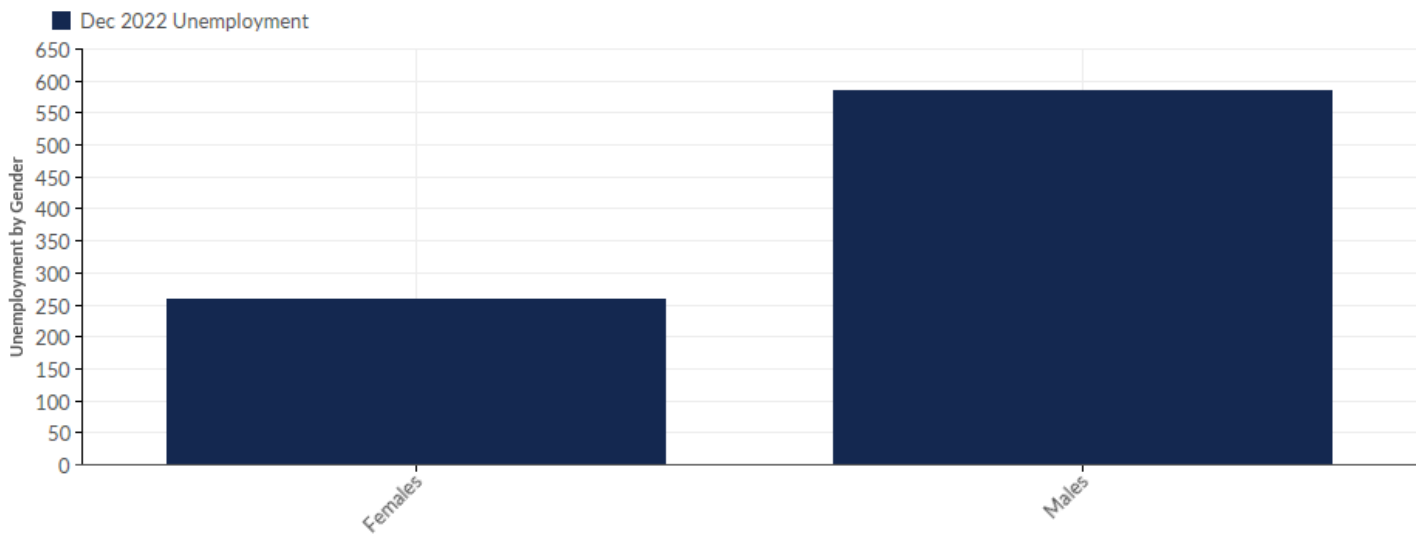
Unemployment by Demographics

Unemployment by Age



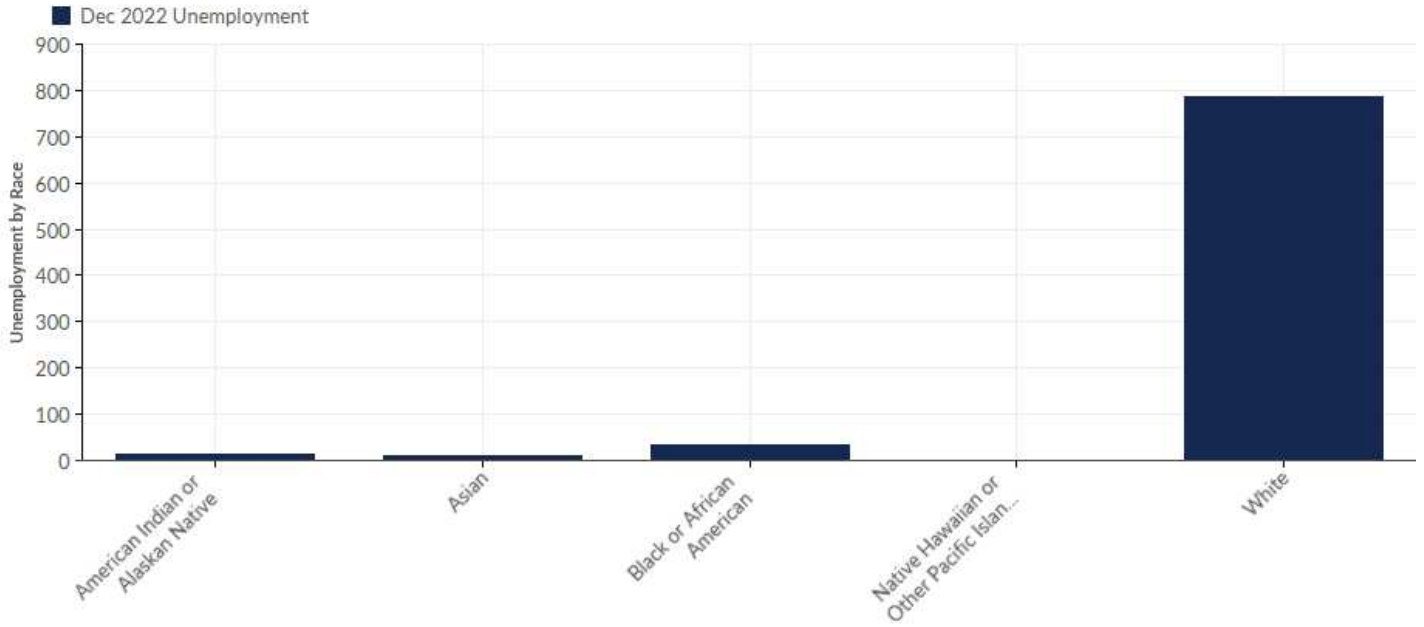
| Age | Unemployment (Dec 2022) | % of Unemployed |
|-------|-------------------------|-----------------|
| < 22 | 39 | 4.63% |
| 22-24 | 48 | 5.69% |
| 25-34 | 190 | 22.54% |
| 35-44 | 196 | 23.25% |
| 45-54 | 167 | 19.81% |
| 55-59 | 89 | 10.56% |
| 60-64 | 69 | 8.19% |
| 65+ | 46 | 5.46% |
| Total | 843 | 100.00% |

Unemployment by Gender



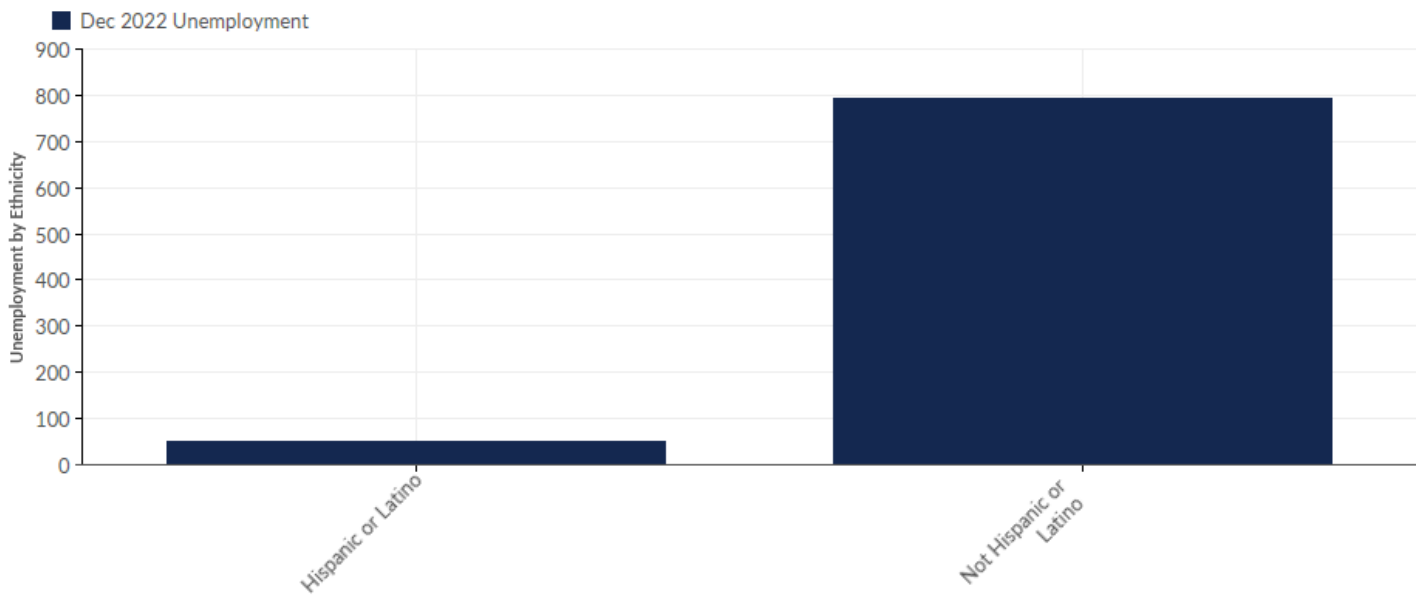
| Gender | Unemployment (Dec 2022) | % of Unemployed |
|---------|-------------------------|-----------------|
| Females | 259 | 30.72% |
| Males | 584 | 69.28% |
| Total | 843 | 100.00% |

Unemployment by Race



| Race | Unemployment (Dec 2022) | % of Unemployed |
|---|-------------------------|-----------------|
| American Indian or Alaskan Native | 13 | 1.54% |
| Asian | 9 | 1.07% |
| Black or African American | 35 | 4.15% |
| Native Hawaiian or Other Pacific Islander | 1 | 0.12% |
| White | 785 | 93.12% |
| Total | 843 | 100.00% |

Unemployment by Ethnicity

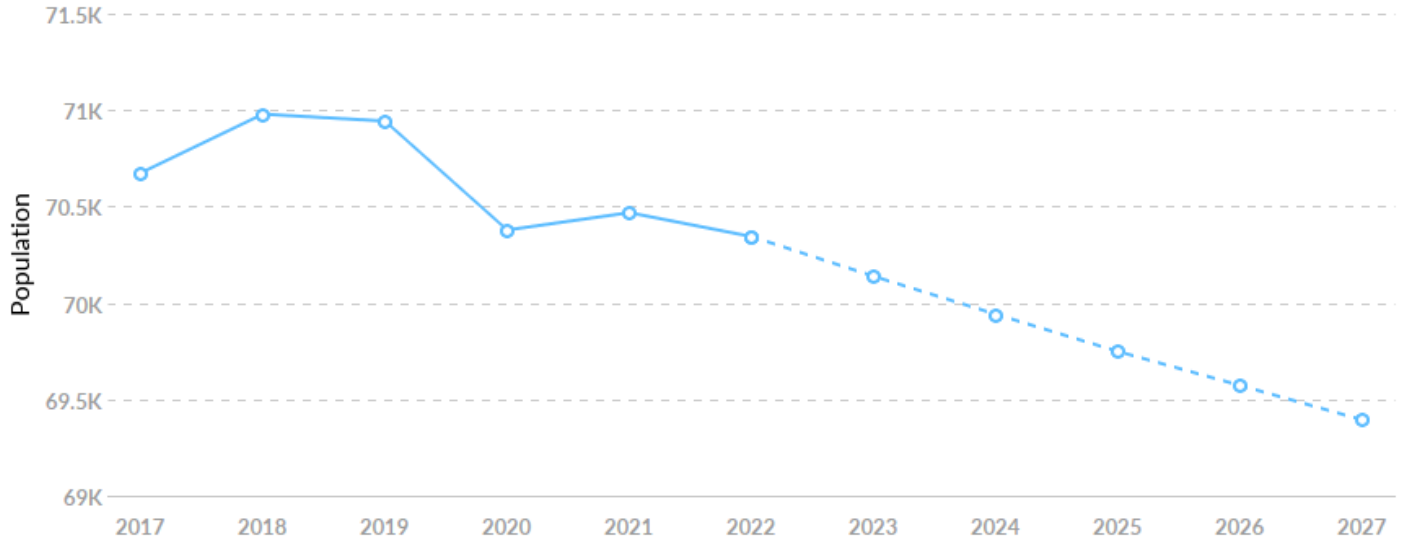


| Ethnicity | Unemployment (Dec 2022) | % of Unemployed |
|------------------------|-------------------------|-----------------|
| Hispanic or Latino | 49 | 5.81% |
| Not Hispanic or Latino | 794 | 94.19% |
| Total | 843 | 100.00% |

Historic & Projected Trends

Population Trends

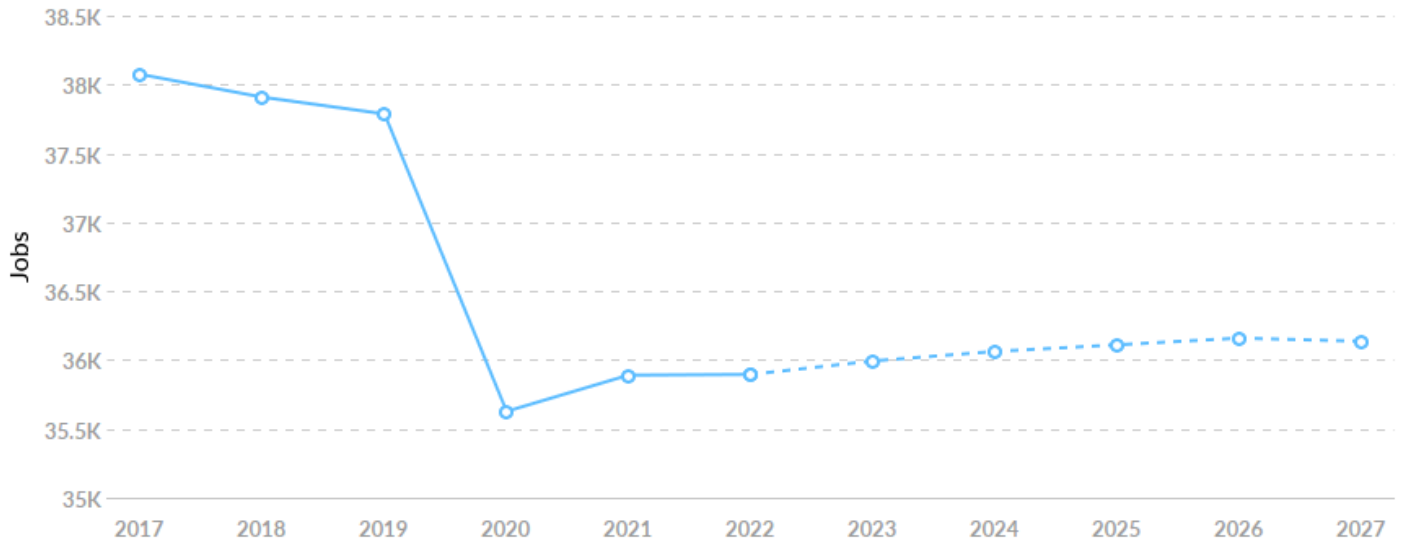
As of 2022 the region's population **declined by 0.5%** since 2017, falling by 330. Population is expected to **decrease by 1.4%** between 2022 and 2027, losing 951.



| Timeframe | Population |
|-----------|------------|
| 2017 | 70,674 |
| 2018 | 70,979 |
| 2019 | 70,943 |
| 2020 | 70,378 |
| 2021 | 70,468 |
| 2022 | 70,344 |
| 2023 | 70,138 |
| 2024 | 69,941 |
| 2025 | 69,748 |
| 2026 | 69,572 |
| 2027 | 69,393 |

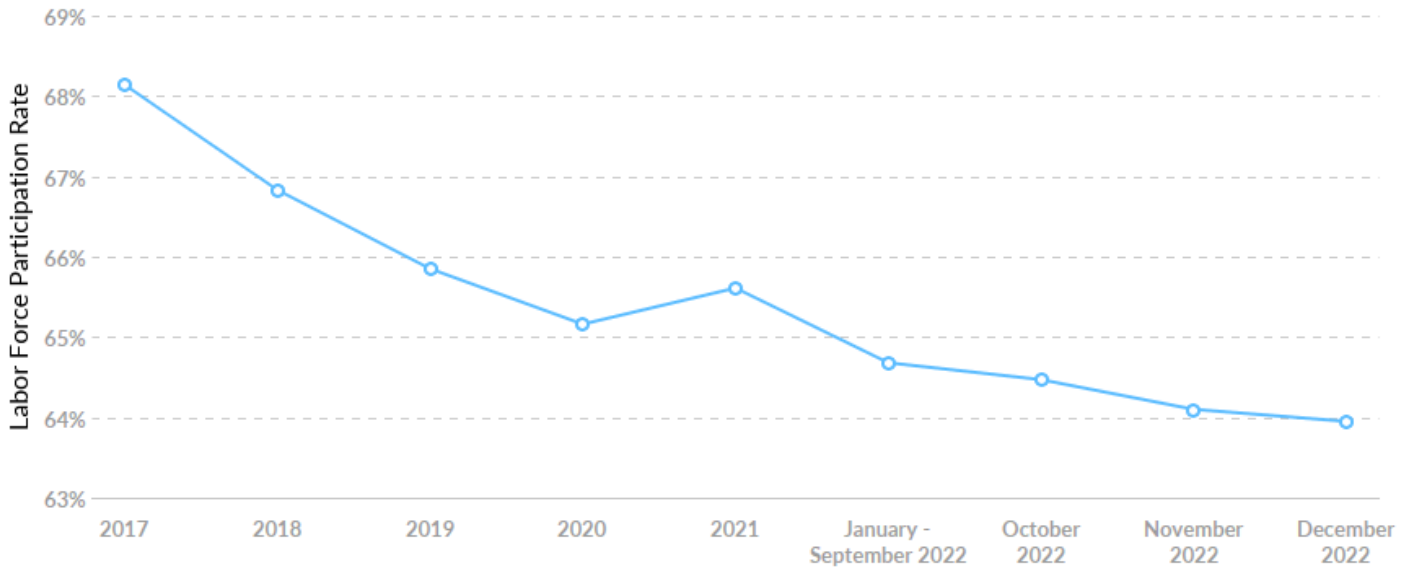
Job Trends

From 2017 to 2022, jobs declined by 5.7% in Portage County, WI from 38,075 to 35,895. This change fell short of the national growth rate of 2.4% by 8.1%.



| Timeframe | Jobs |
|-----------|--------|
| 2017 | 38,075 |
| 2018 | 37,909 |
| 2019 | 37,787 |
| 2020 | 35,626 |
| 2021 | 35,890 |
| 2022 | 35,895 |
| 2023 | 35,993 |
| 2024 | 36,062 |
| 2025 | 36,110 |
| 2026 | 36,159 |
| 2027 | 36,136 |

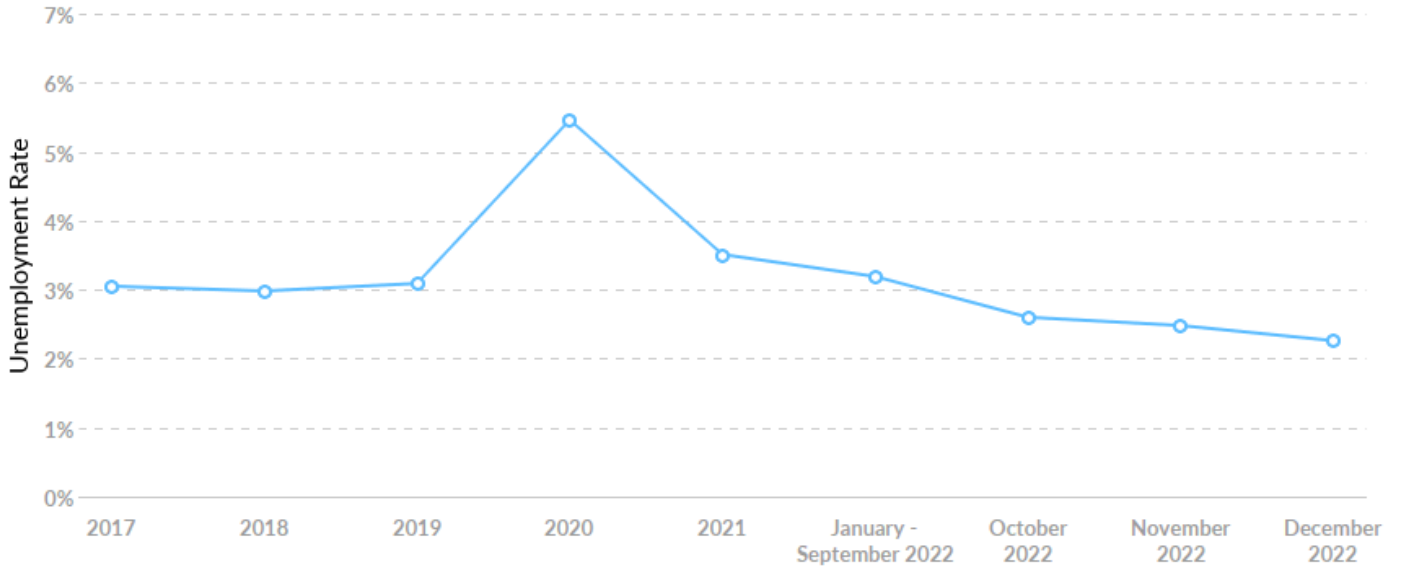
Labor Force Participation Rate Trends



| Timeframe | Labor Force Participation Rate |
|--------------------------|--------------------------------|
| 2017 | 68.14% |
| 2018 | 66.83% |
| 2019 | 65.85% |
| 2020 | 65.16% |
| 2021 | 65.61% |
| January - September 2022 | 64.68% |
| October 2022 | 64.47% |
| November 2022 | 64.10% |
| December 2022 | 63.95% |

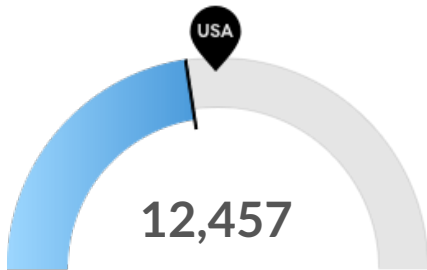
Unemployment Rate Trends

Portage County, WI had a December 2022 unemployment rate of 2.26%, **decreasing from 3.05%** 5 years before.



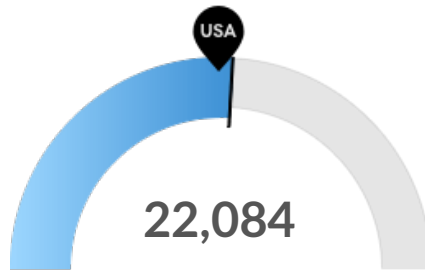
| Timeframe | Unemployment Rate |
|--------------------------|-------------------|
| 2017 | 3.05% |
| 2018 | 2.98% |
| 2019 | 3.09% |
| 2020 | 5.46% |
| 2021 | 3.51% |
| January - September 2022 | 3.19% |
| October 2022 | 2.60% |
| November 2022 | 2.48% |
| December 2022 | 2.26% |

Population Characteristics



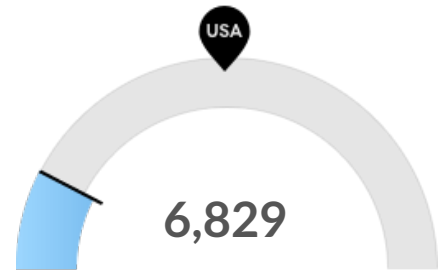
Millennials

Portage County, WI has 12,457 millennials (ages 25-39). The national average for an area this size is 14,394.



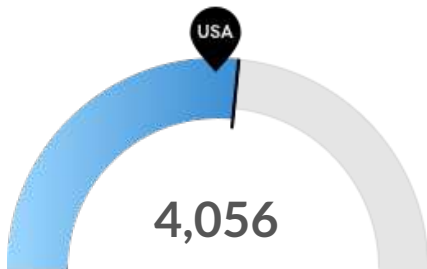
Retiring Soon

Retirement risk is about average in Portage County, WI. The national average for an area this size is 20,946 people 55 or older, while there are 22,084 here.



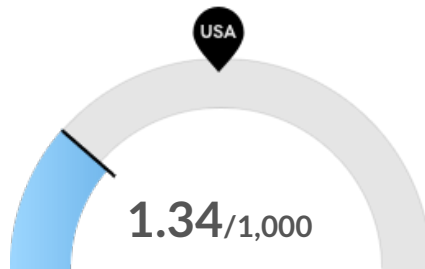
Racial Diversity

Racial diversity is low in Portage County, WI. The national average for an area this size is 28,676 racially diverse people, while there are 6,829 here.



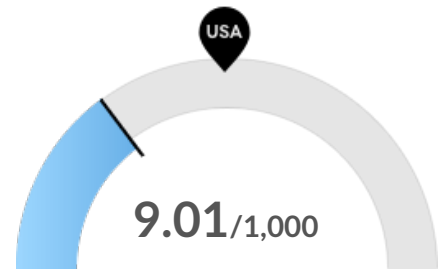
Veterans

Portage County, WI has 4,056 veterans. The national average for an area this size is 3,701.



Violent Crime

Portage County, WI has 1.34 violent crimes per 1,000 people. The national rate is 3.59 per 1,000 people.

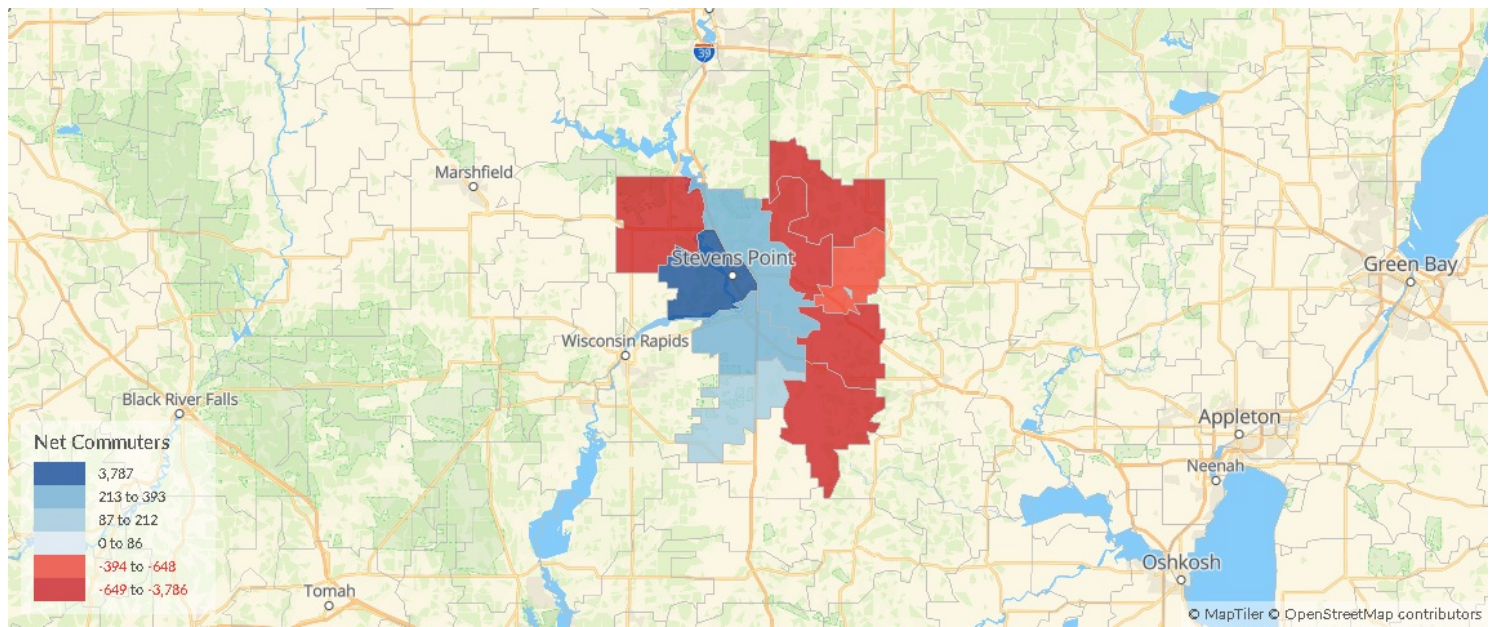


Property Crime

Portage County, WI has 9.01 property crimes per 1,000 people. The national rate is 17.8 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 | 2022 Employment |
|-------|-----------------------------|-----------------|
| 54481 | Stevens Point, WI (in Po... | 17,250 |
| 54467 | Plover, WI (in Portage c... | 8,067 |
| 54482 | Stevens Point, WI (in Po... | 4,946 |
| 54406 | Amherst, WI (in Portage... | 1,450 |
| 54921 | Bancroft, WI (in Portage... | 966 |

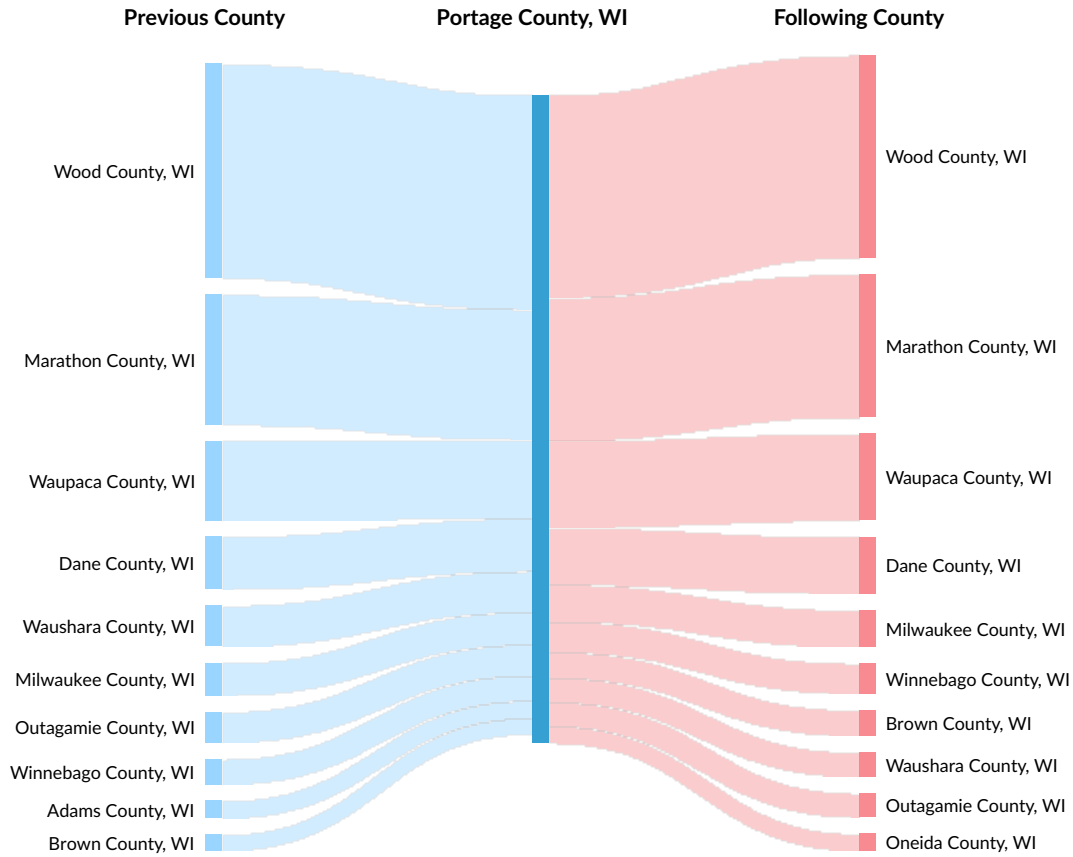
Where Talent Lives

| ZIP | Name | 2022 Workers |
|-------|-----------------------------|--------------|
| 54481 | Stevens Point, WI (in Po... | 13,463 |
| 54467 | Plover, WI (in Portage c... | 7,854 |
| 54482 | Stevens Point, WI (in Po... | 4,683 |
| 54406 | Amherst, WI (in Portage... | 2,163 |
| 54473 | Rosholt, WI (in Portage ... | 1,503 |

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**.

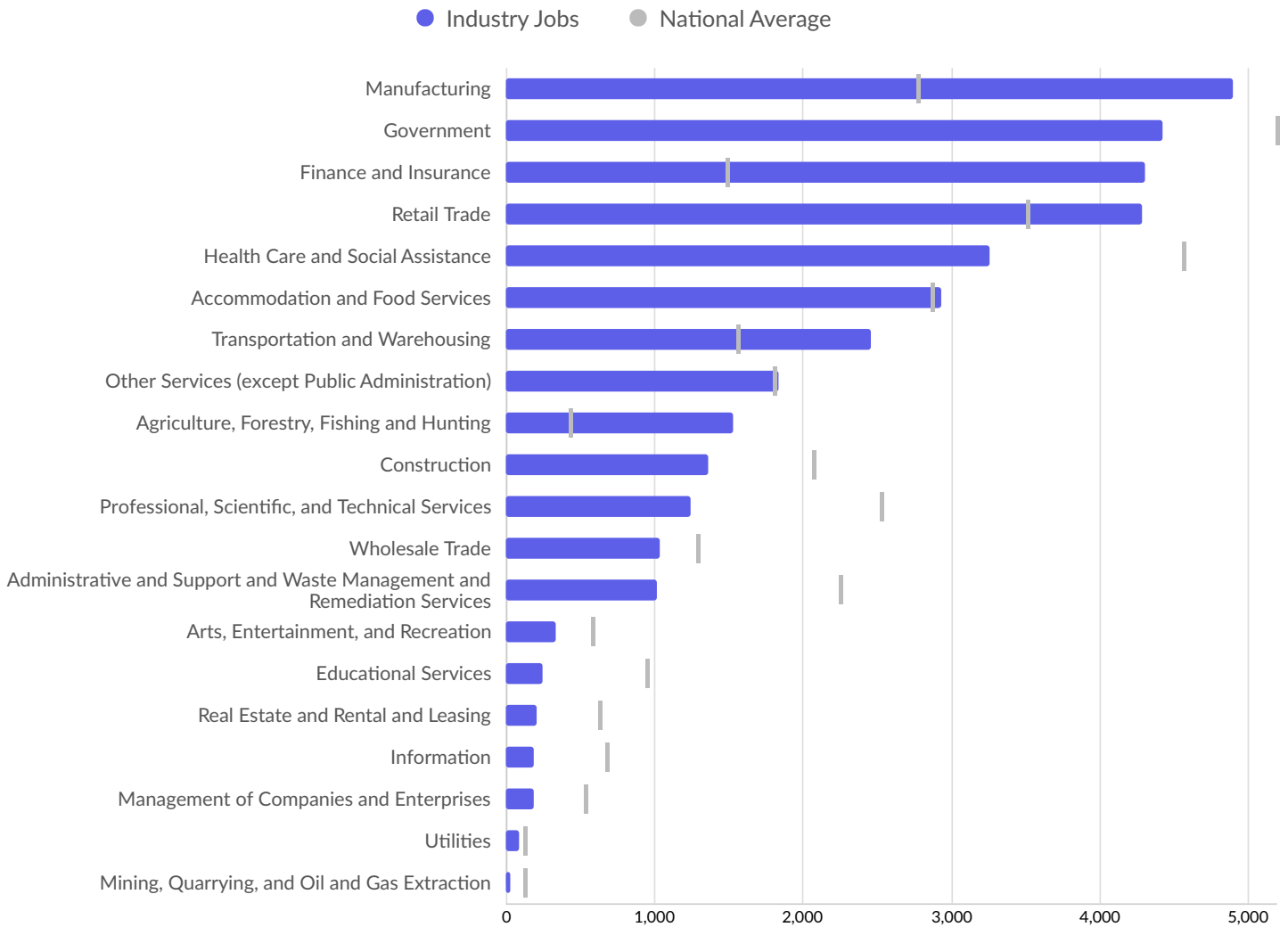


| Top Previous Counties | Migrations |
|-----------------------|------------|
| Wood County, WI | 478 |
| Marathon County, WI | 290 |
| Waupaca County, WI | 176 |
| Dane County, WI | 117 |
| Waushara County, WI | 91 |
| Milwaukee County, WI | 72 |

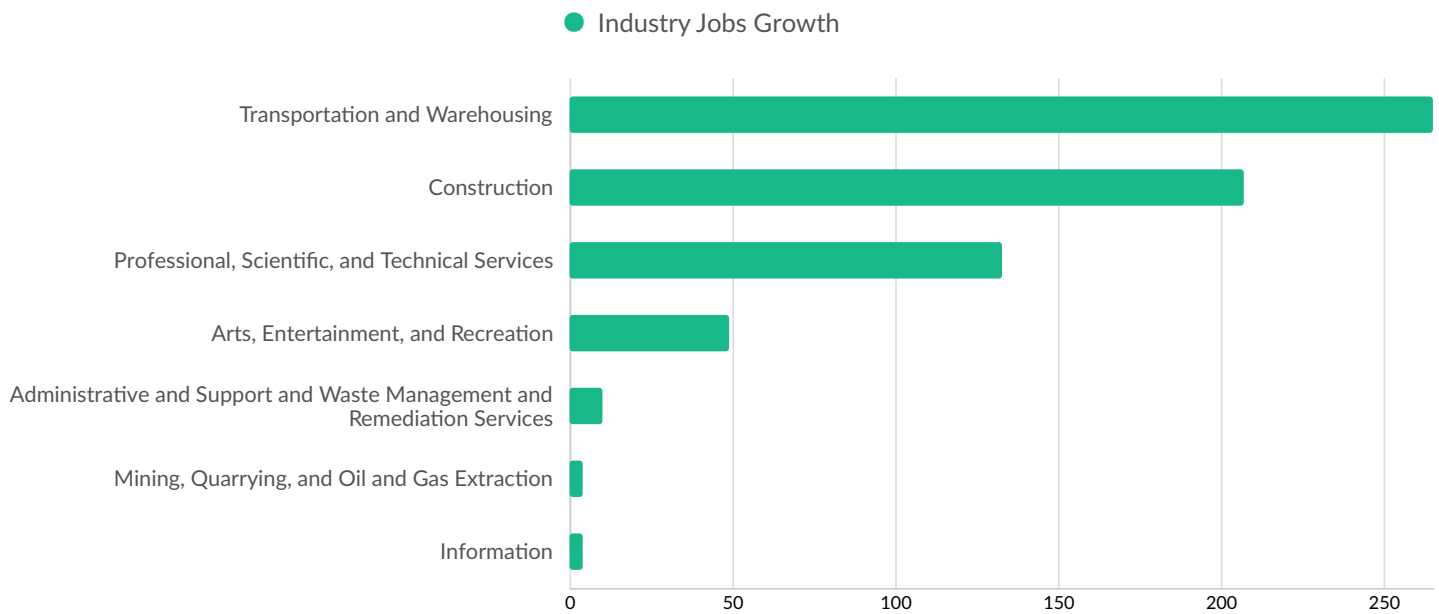
| Top Previous Counties | Migrations |
|------------------------|------------|
| Outagamie County, WI | 69 |
| Winnebago County, WI | 56 |
| Adams County, WI | 39 |
| Brown County, WI | 36 |
| Waukesha County, WI | 31 |
| Cook County, IL | 30 |
| Racine County, WI | 30 |
| Hennepin County, MN | 27 |
| 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

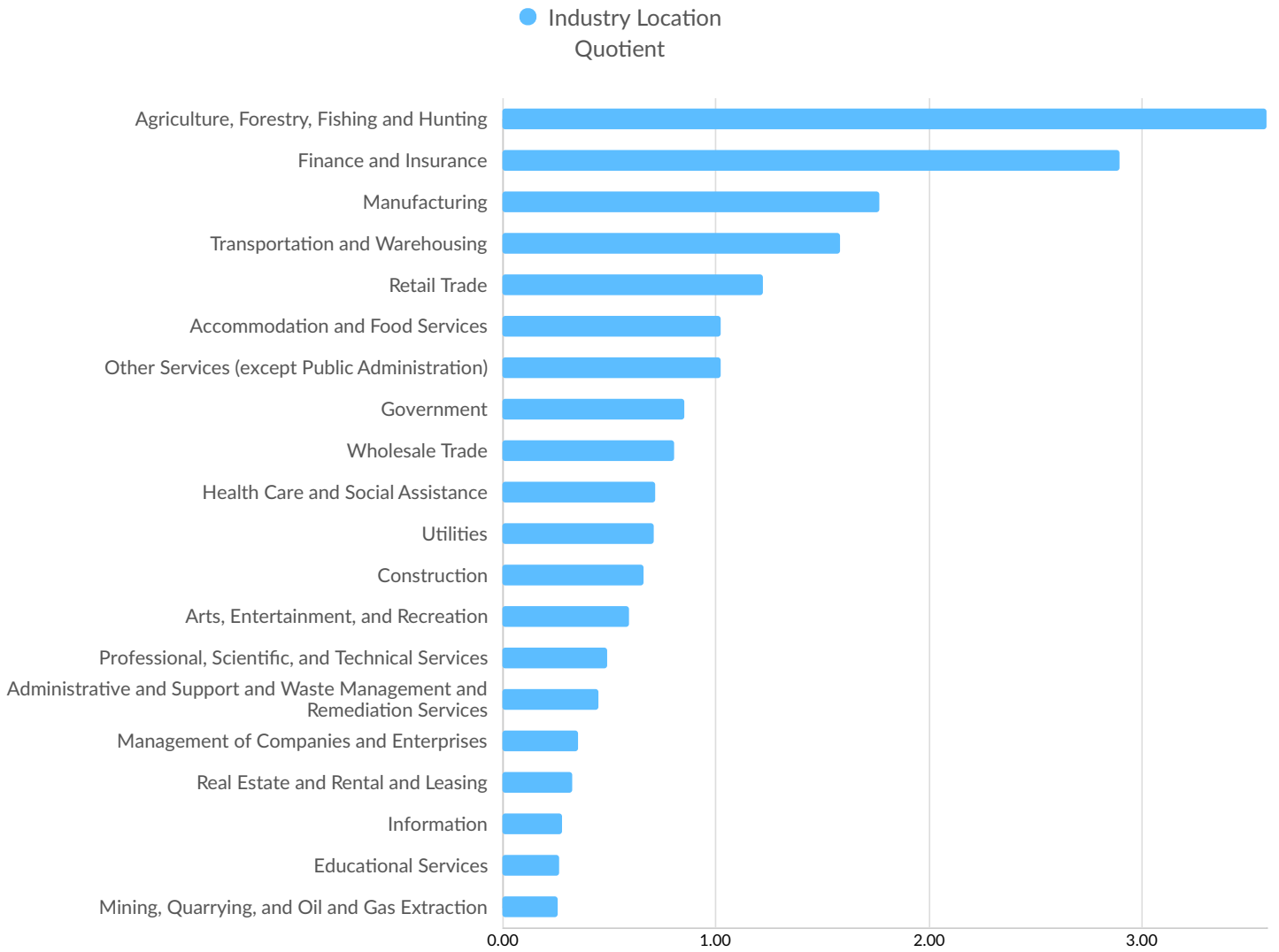
Largest Industries



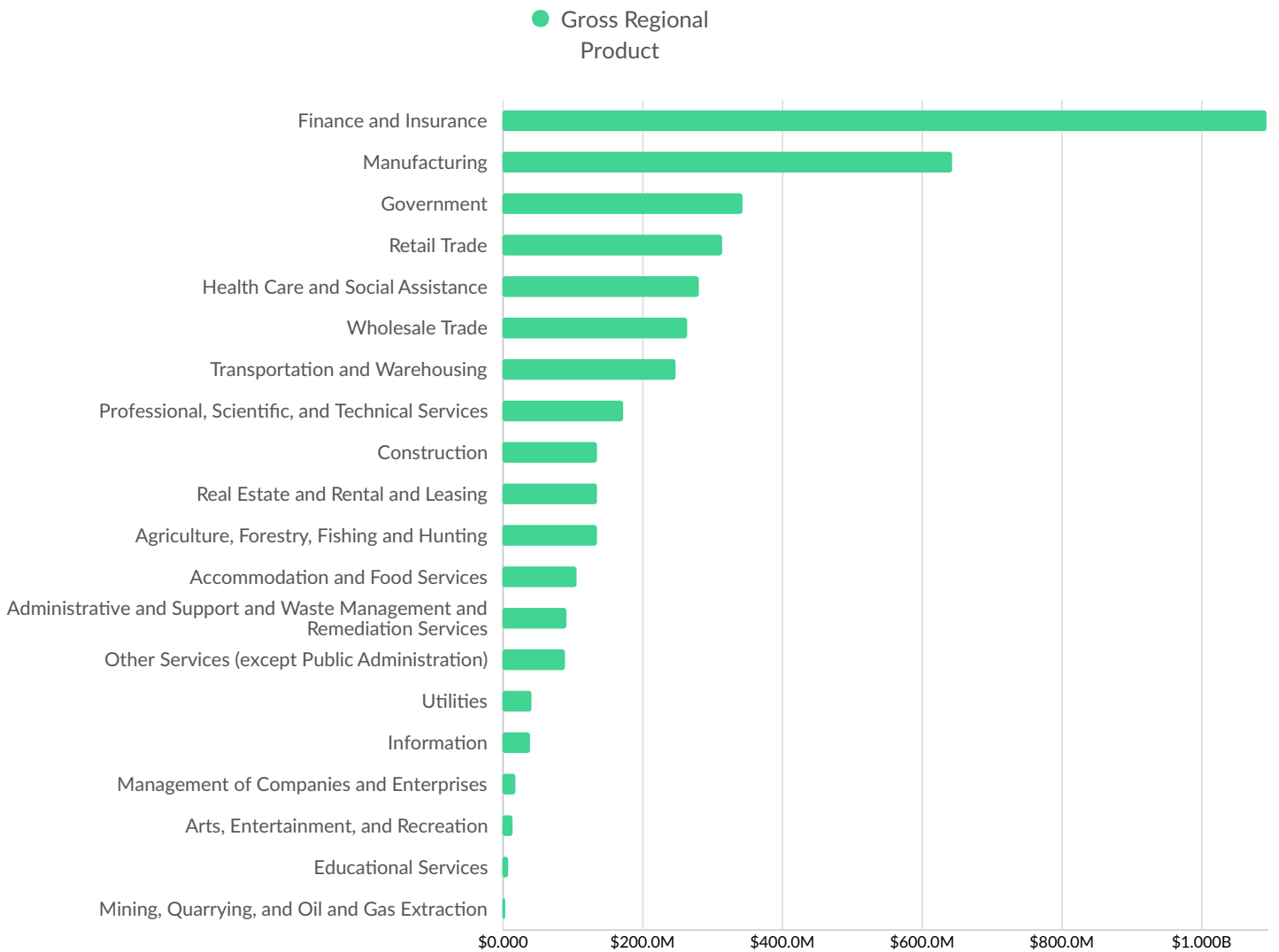
Top Growing Industries



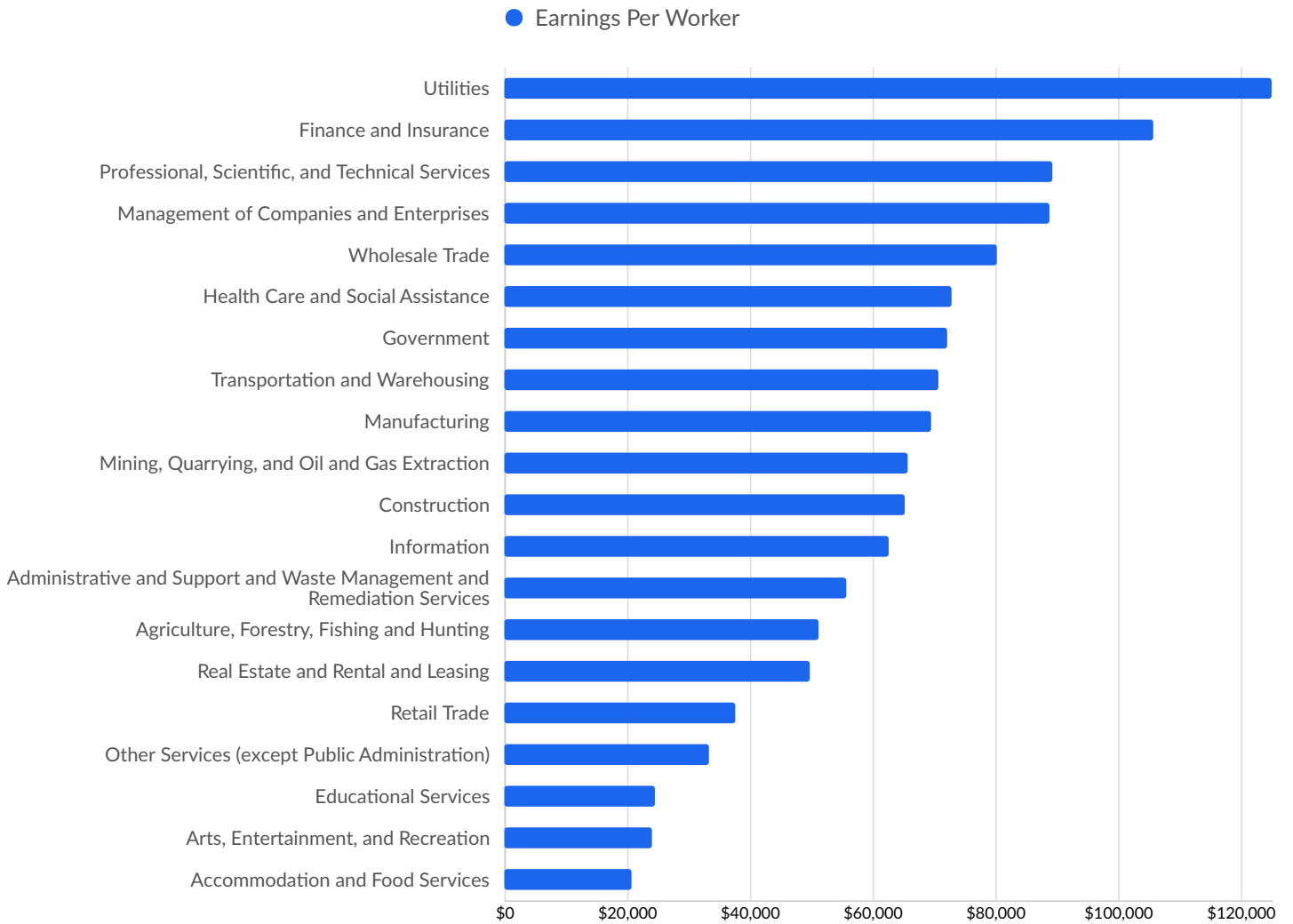
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



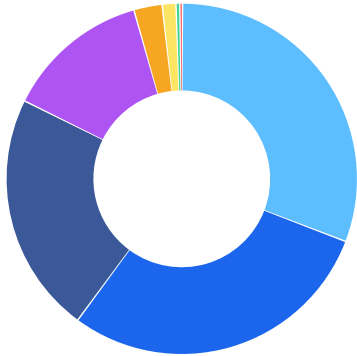
Business Characteristics

6,157 Companies Employ Your Workers

Online profiles for your workers mention 6,157 companies as employers, with the top 10 appearing below. In the last 12 months, 536 companies in Portage County, WI posted job postings, with the top 10 appearing below.

| Top Companies | Profiles | Top Companies Posting | Unique Postings |
|------------------------------------|---|-----------------------------------|---|
| Sentry | 1,225  | Sentry Insurance | 585  |
| University Of Wisconsin - Steve... | 1,173  | Aspirus | 219  |
| Stevens Point Area Public Schoo... | 325  | University Of Wisconsin-Madiso... | 156  |
| Skyward | 294  | Sentry | 124  |
| Aspirus | 178  | T -- T | 123  |
| Associated Bank | 156  | ABR Employment Services | 99  |
| Ministry Health Care | 148  | Fleet Farm | 76  |
| Delta Dental Of Wisconsin | 145  | Kwik Trip | 76  |
| AIG | 137  | Marshfield Clinic | 76  |
| Marshfield Clinic | 119  | McCain Foods | 70  |

Business Size

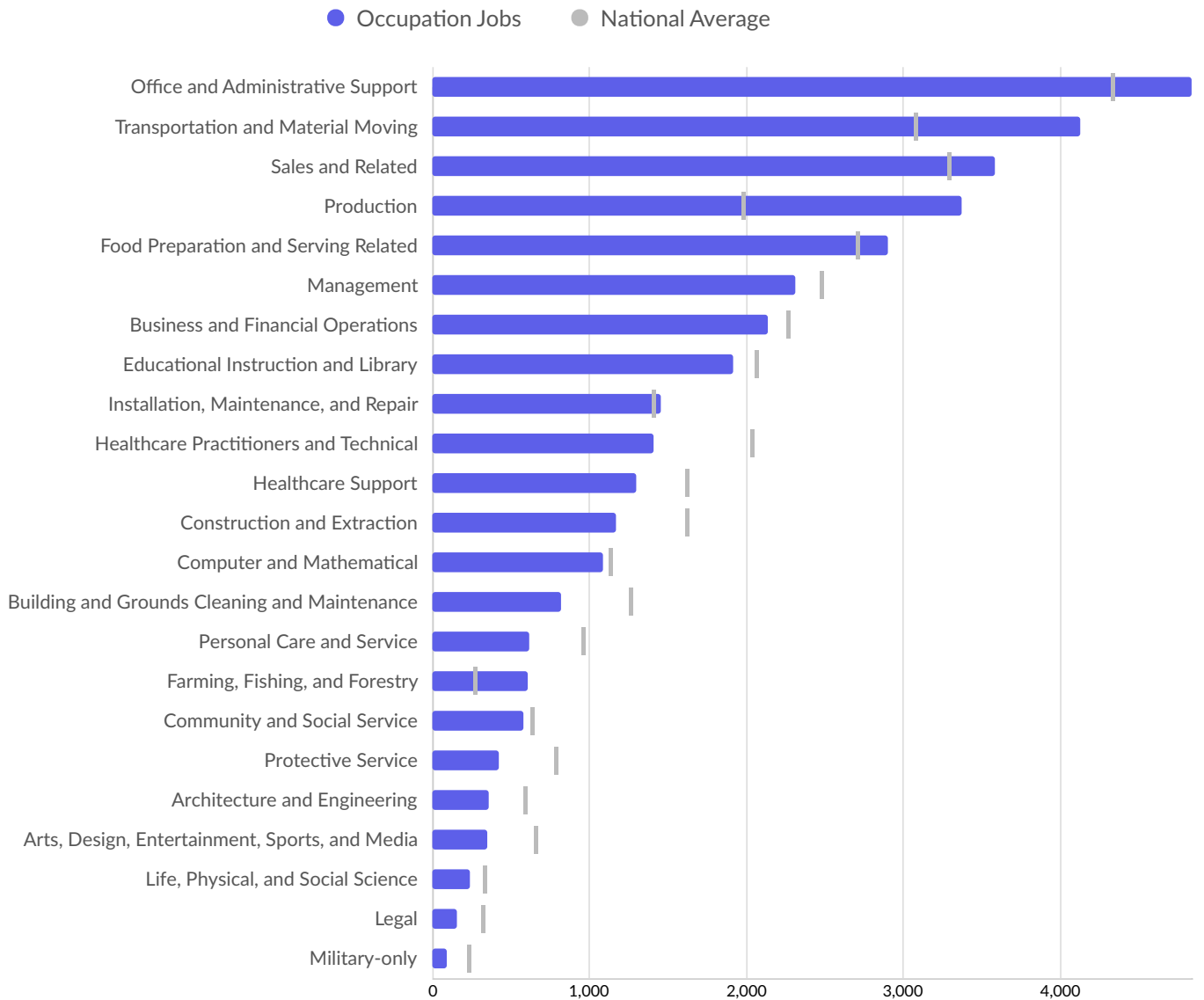


| | Percentage | Business Count |
|------------------------|------------|----------------|
| ● 1 to 4 employees | 30.7% | 873 |
| ● 5 to 9 employees | 29.3% | 832 |
| ● 10 to 19 employees | 22.2% | 631 |
| ● 20 to 49 employees | 13.3% | 377 |
| ● 50 to 99 employees | 2.6% | 74 |
| ● 100 to 249 employees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

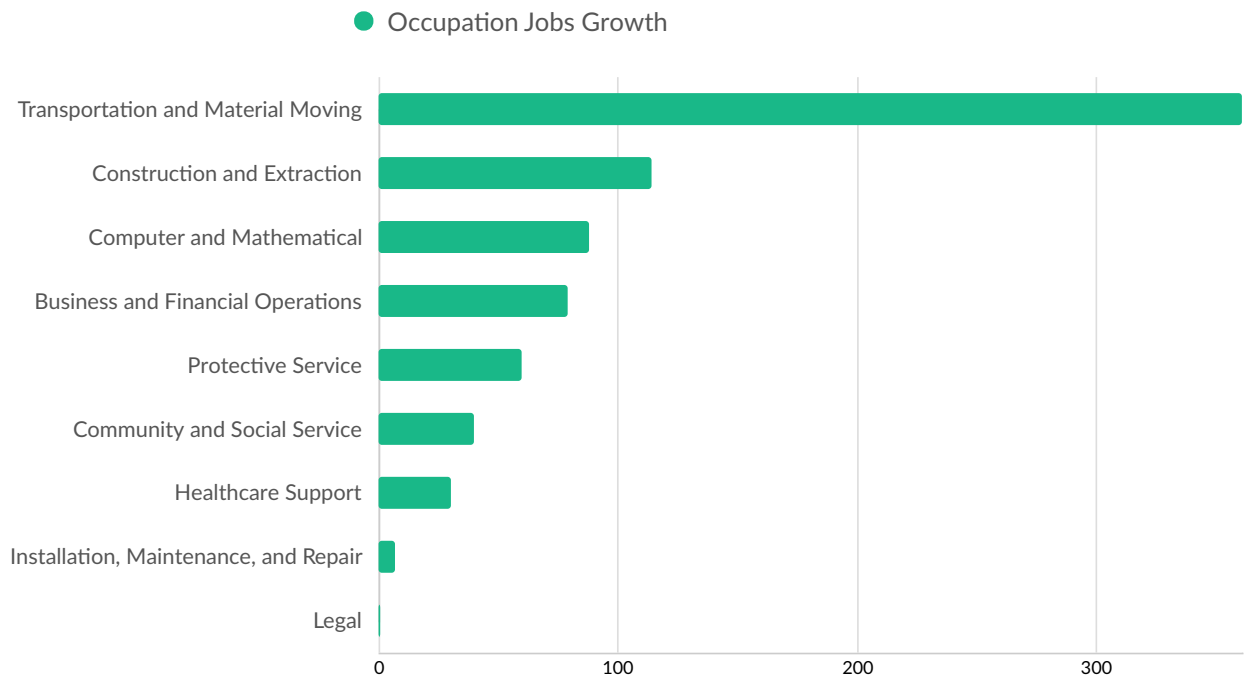
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

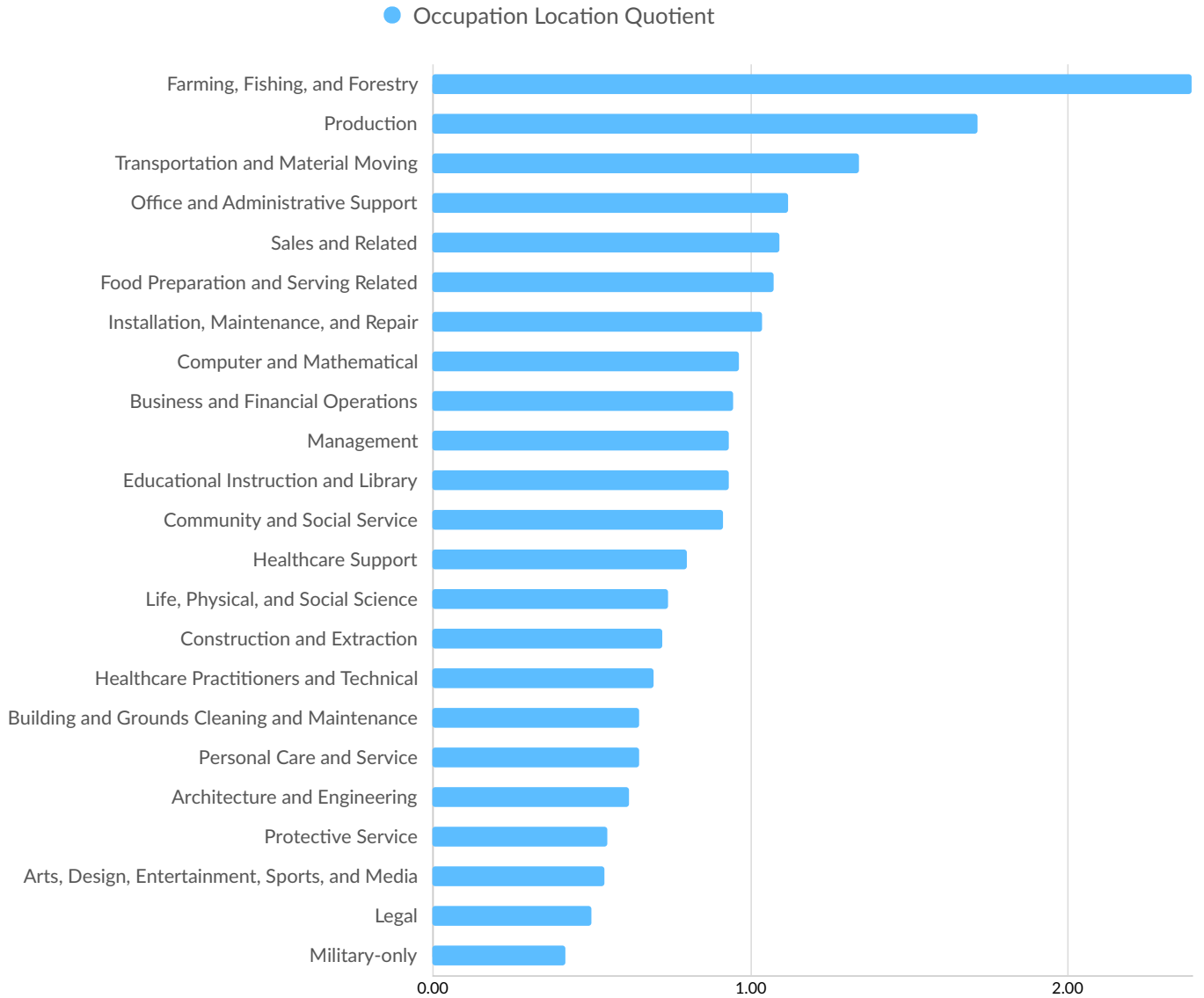
Largest Occupations



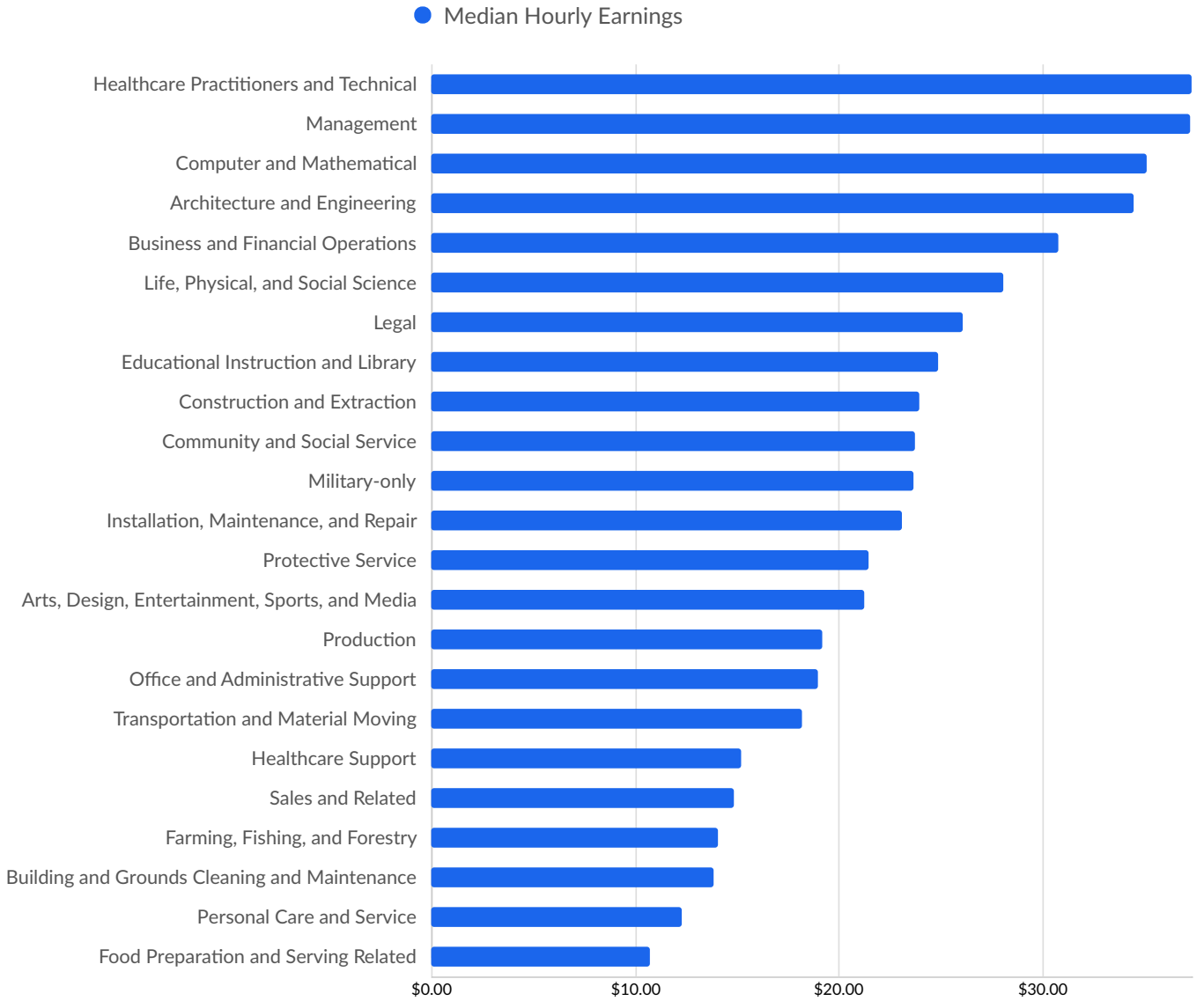
Top Growing Occupations



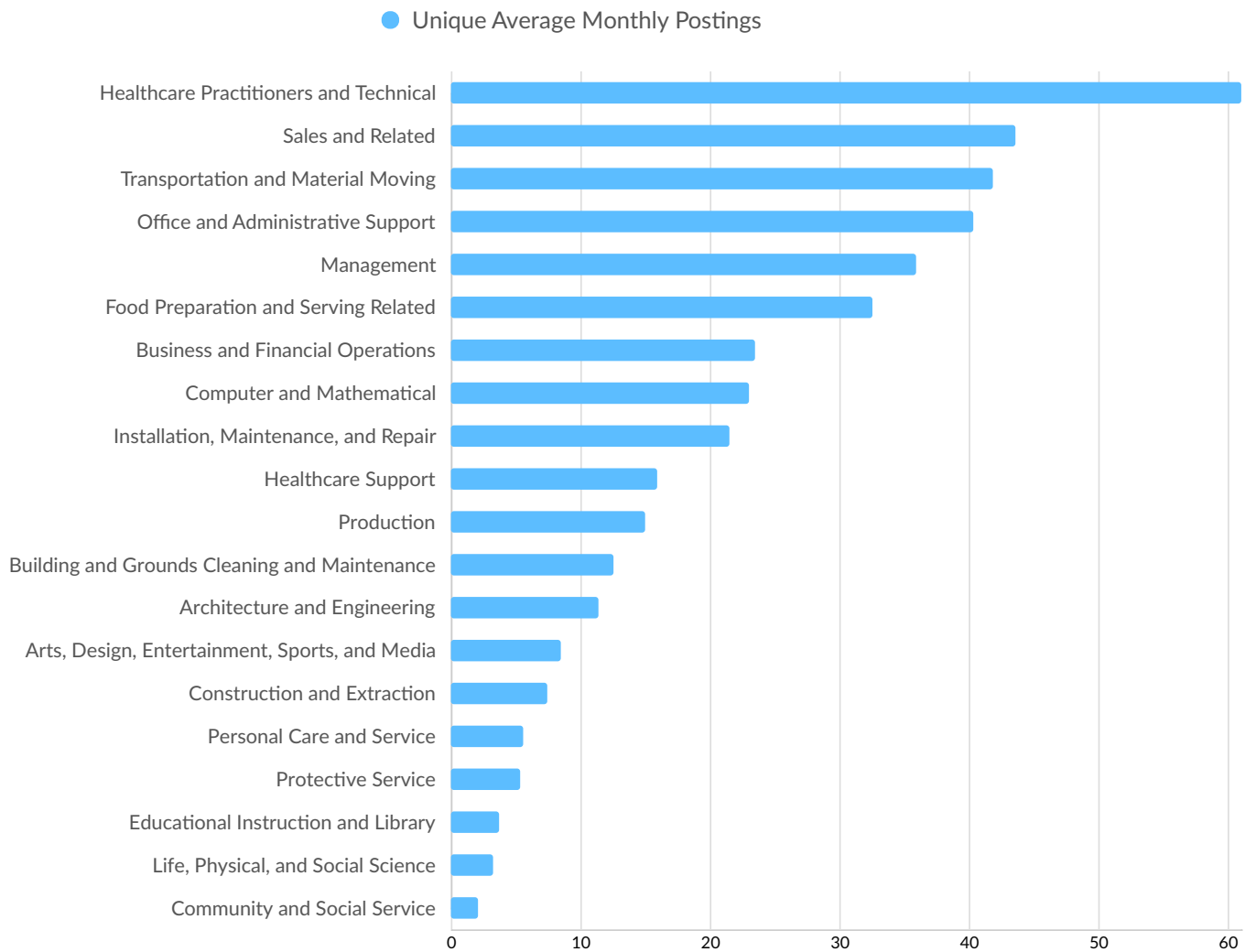
Top Occupation Location Quotient



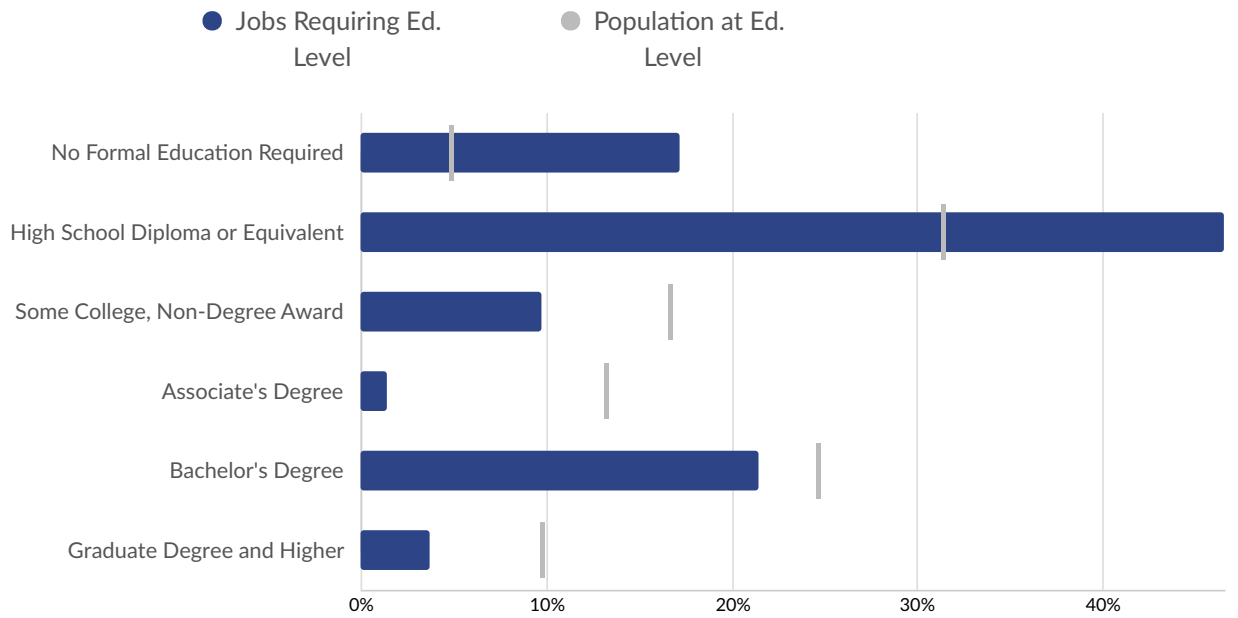
Top Occupation Earnings



Top Posted Occupations

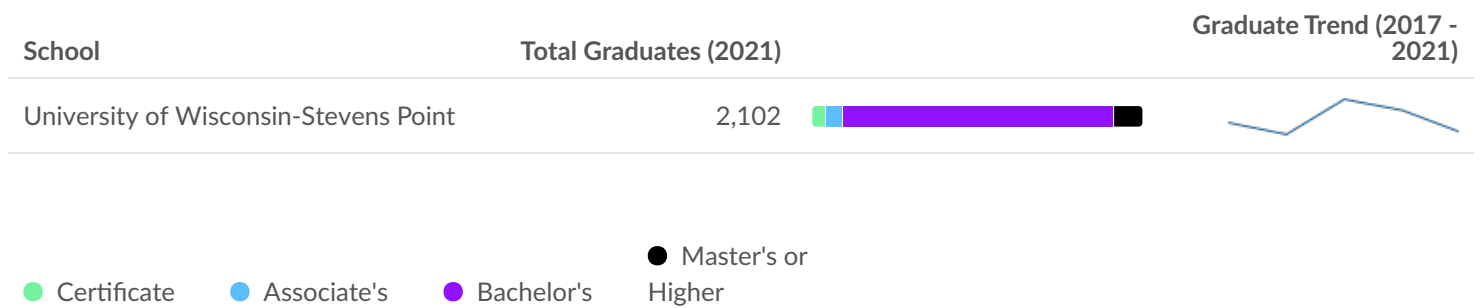


Underemployment



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" (Bachelor's), "Biology/Biological Sciences, General" (Bachelor's), and "Liberal Arts and Sciences, General Studies and Humanities, Other" (Associate's).



In-Demand Skills

