



Portage County, WI

North Central Wisconsin Regional Planning Commission



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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.

35,970

Total Regional Employment

Jobs **decreased by 2,105** over the last 5 years but are projected to **grow by 237** over the next 5 years.

\$65.6K

Median Household Income (2021)

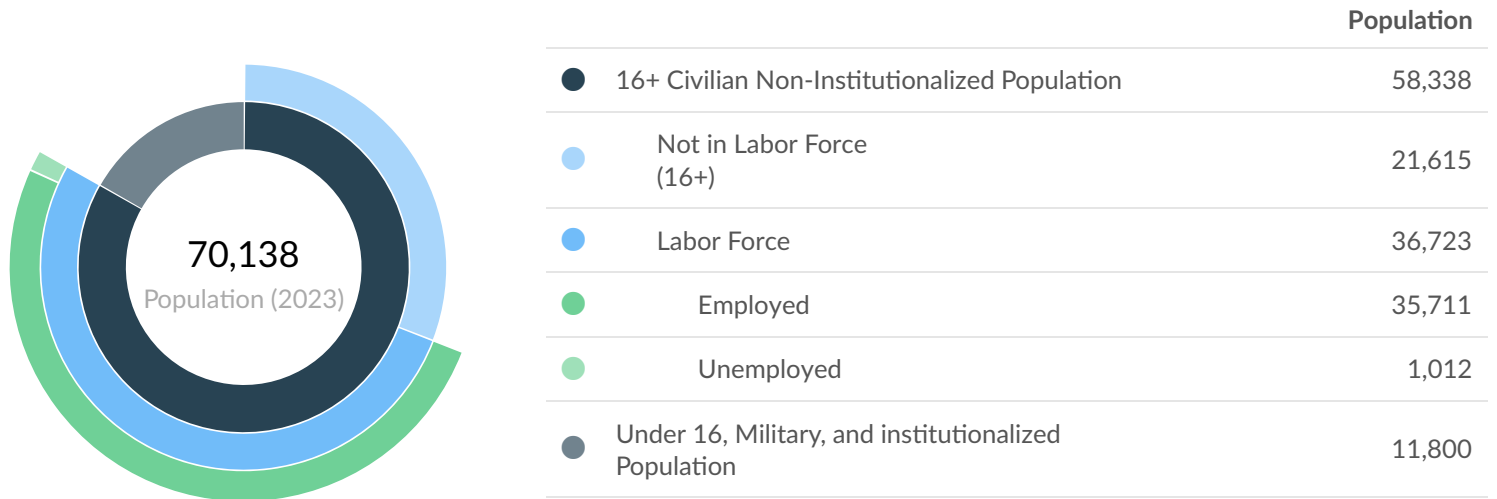
Median household income is **\$3.5K below** the national median household income of \$69.0K.

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 5.5%** in Portage County, WI from 38,075 to **35,970**. This change **fell short of the national growth rate of 3.4% by 8.9%**. 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.

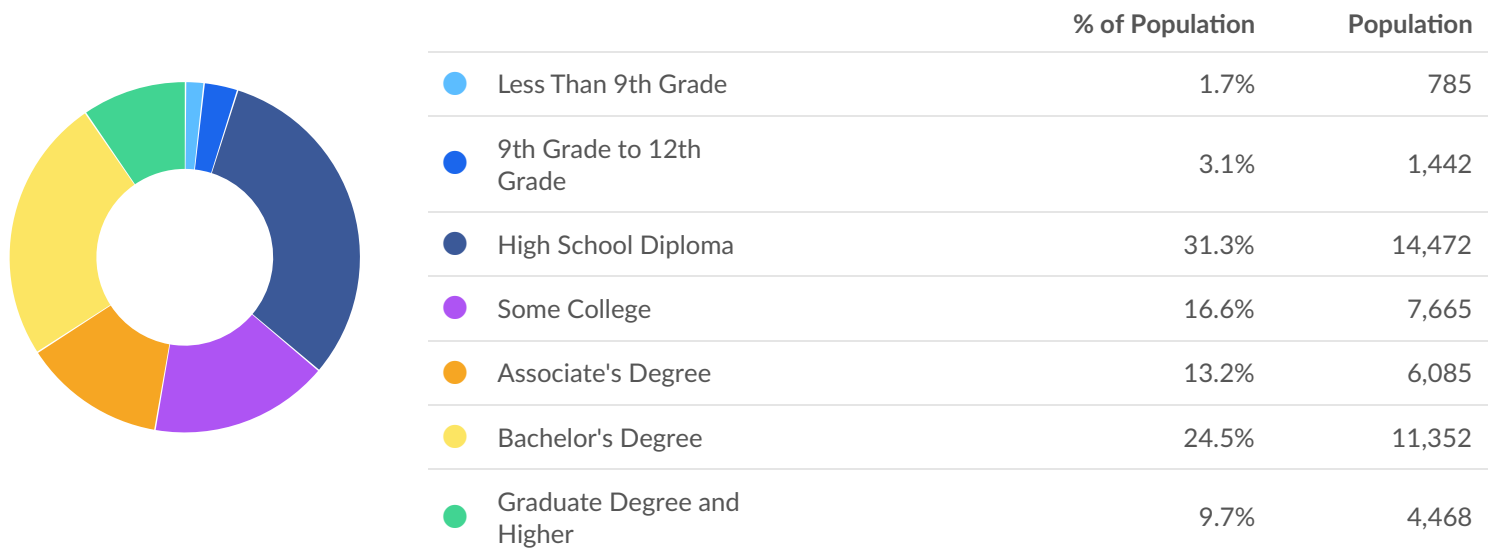
	Population (2023)	Labor Force (Jan 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	70,138	36,723	35,970	99.8	\$4.57B	\$5.92B	\$5.69B
NCWRPC	457,338	216,937	213,508	99.6	\$25.25B	\$33.07B	\$31.54B
Wisconsin	5,965,358	3,039,128	3,168,866	100.4	\$388.48B	\$356.49B	\$386.32B

Jan 2023 Labor Force Breakdown



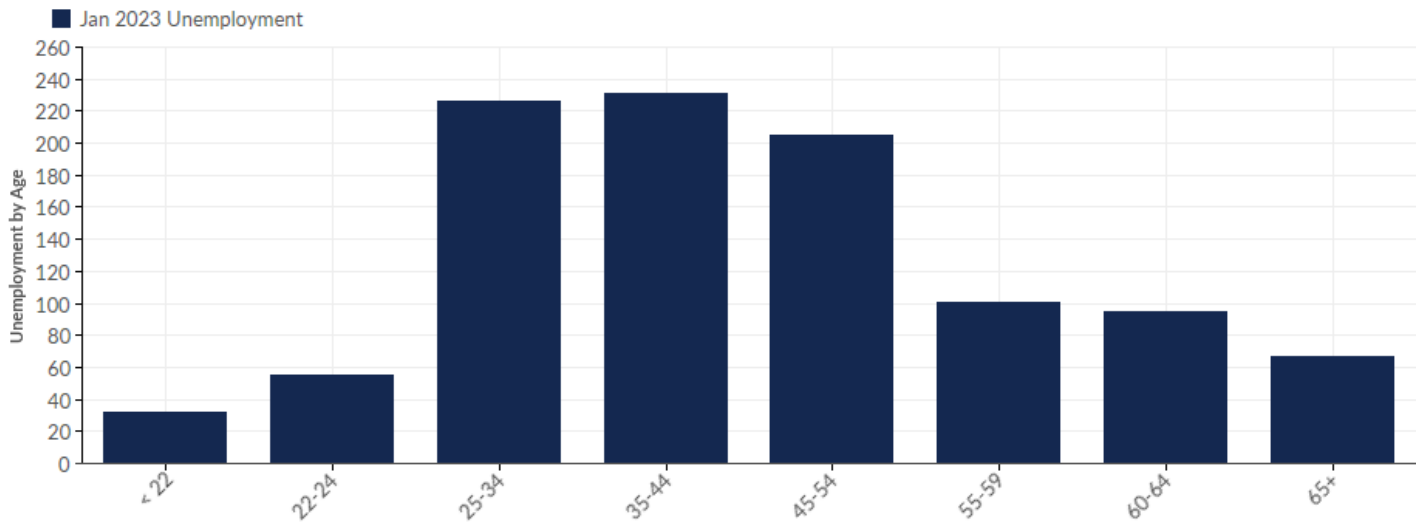
Educational Attainment

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).



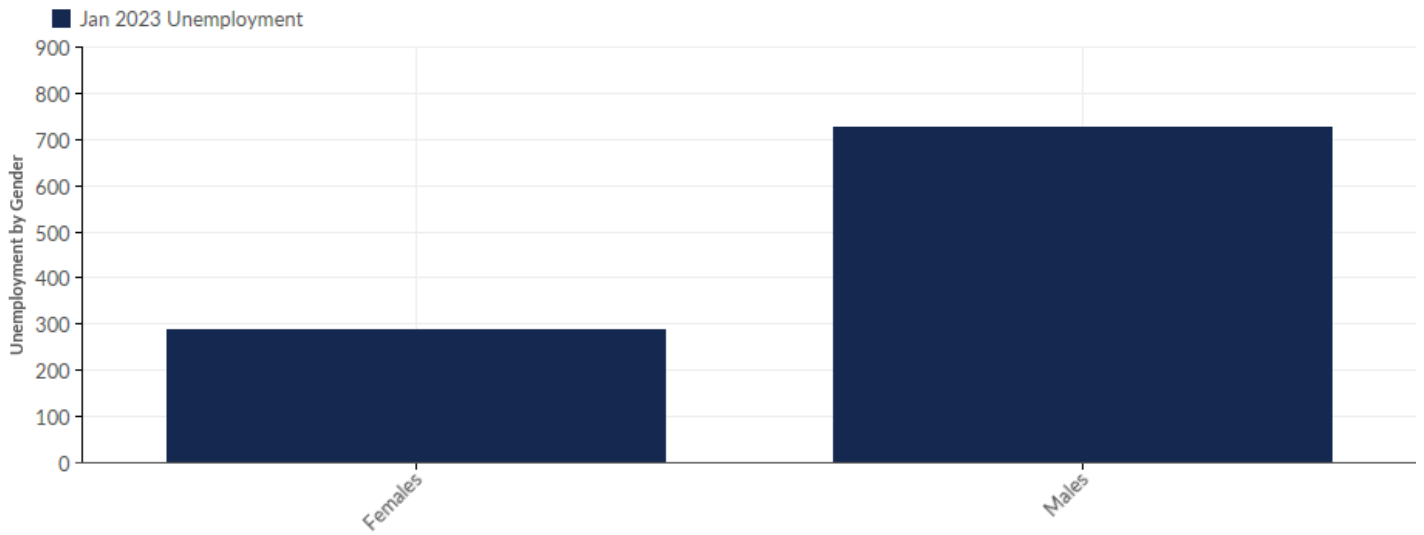
Unemployment by Demographics

Unemployment by Age



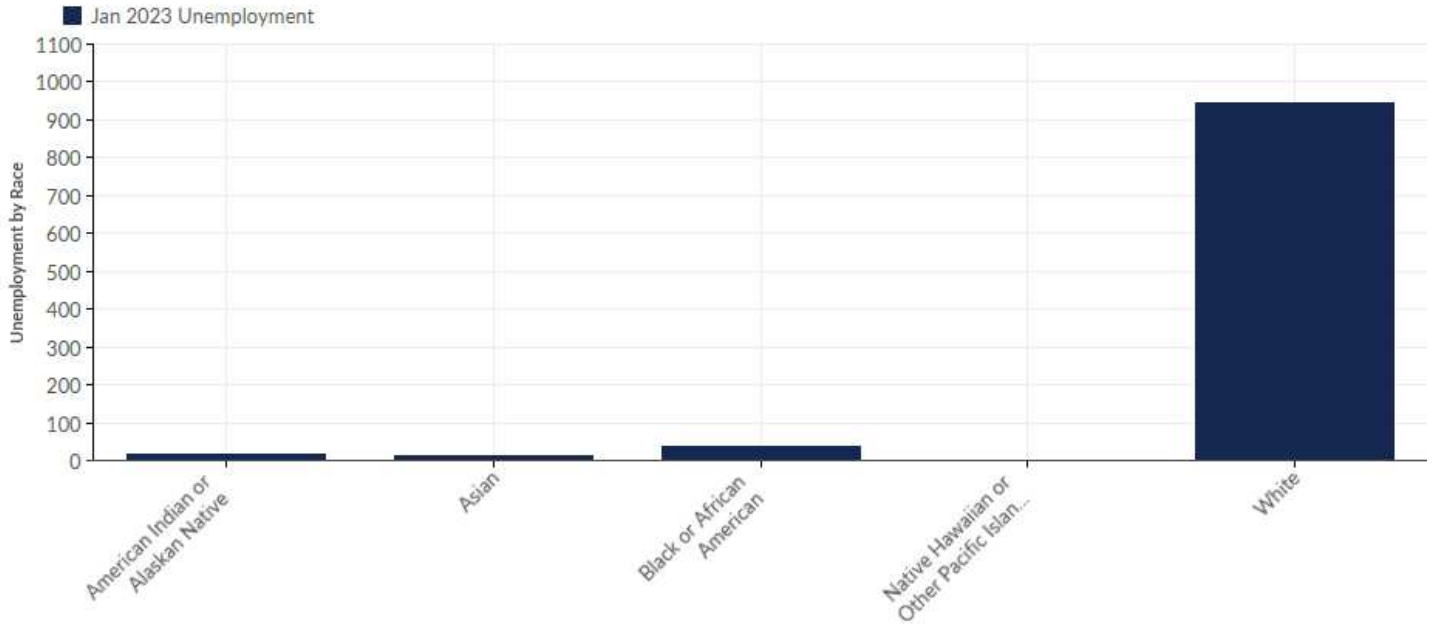
Age	Unemployment (Jan 2023)	% of Unemployed
< 22	32	3.16%
22-24	55	5.43%
25-34	226	22.33%
35-44	231	22.83%
45-54	204	20.16%
55-59	101	9.98%
60-64	95	9.39%
65+	67	6.62%
Total	1,012	100.00%

Unemployment by Gender



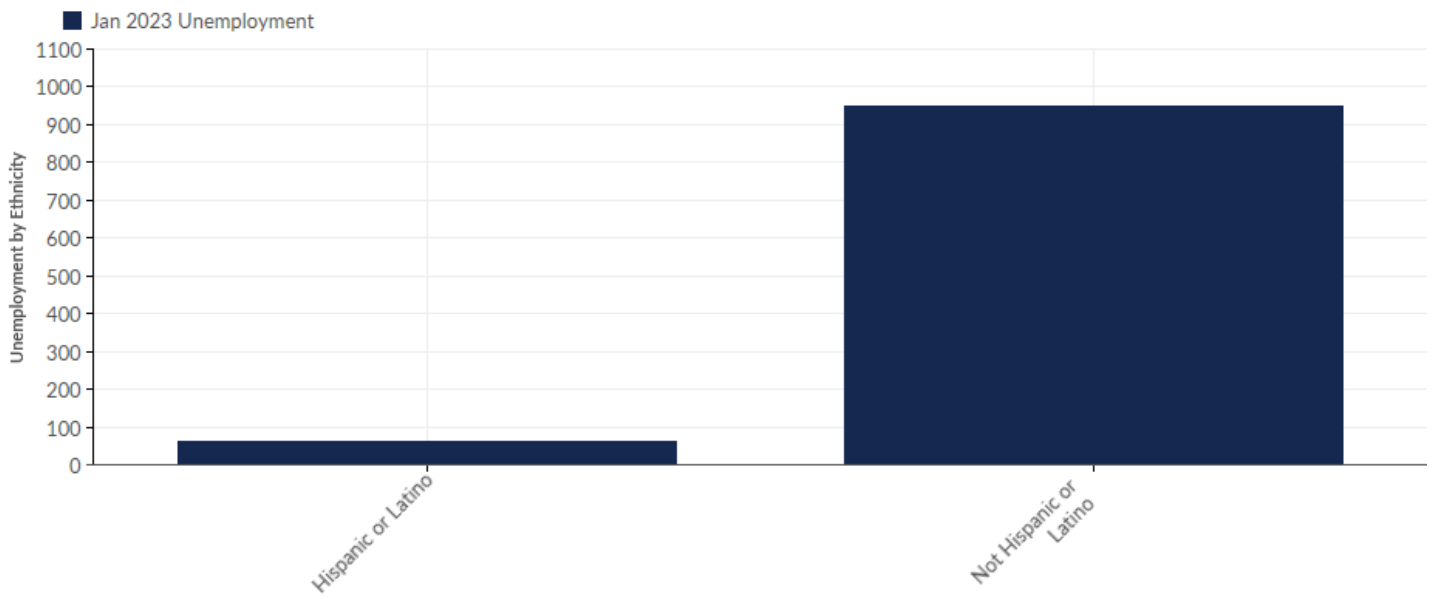
Gender	Unemployment (Jan 2023)	% of Unemployed
Females	287	28.36%
Males	725	71.64%
Total	1,012	100.00%

Unemployment by Race



Race	Unemployment (Jan 2023)	% of Unemployed
American Indian or Alaskan Native	16	1.58%
Asian	10	0.99%
Black or African American	39	3.85%
Native Hawaiian or Other Pacific Islander	1	0.10%
White	946	93.48%
Total	1,012	100.00%

Unemployment by Ethnicity

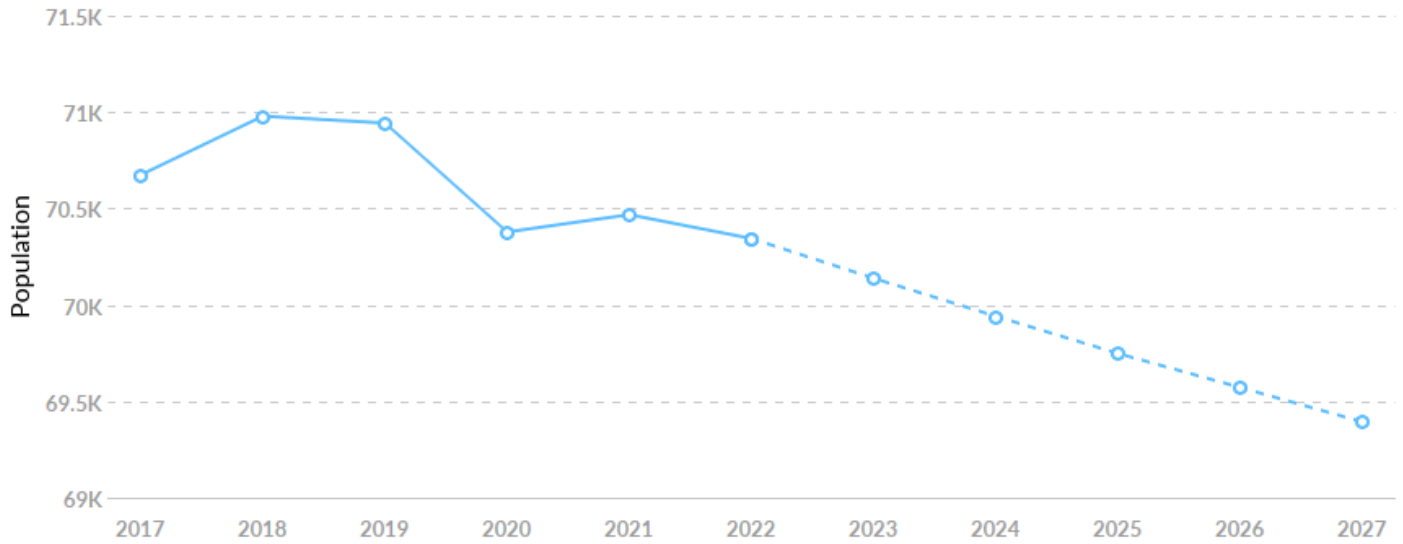


Ethnicity	Unemployment (Jan 2023)	% of Unemployed
Hispanic or Latino	63	6.23%
Not Hispanic or Latino	949	93.77%
Total	1,012	100.00%

Historic & Projected Trends

Population Trends

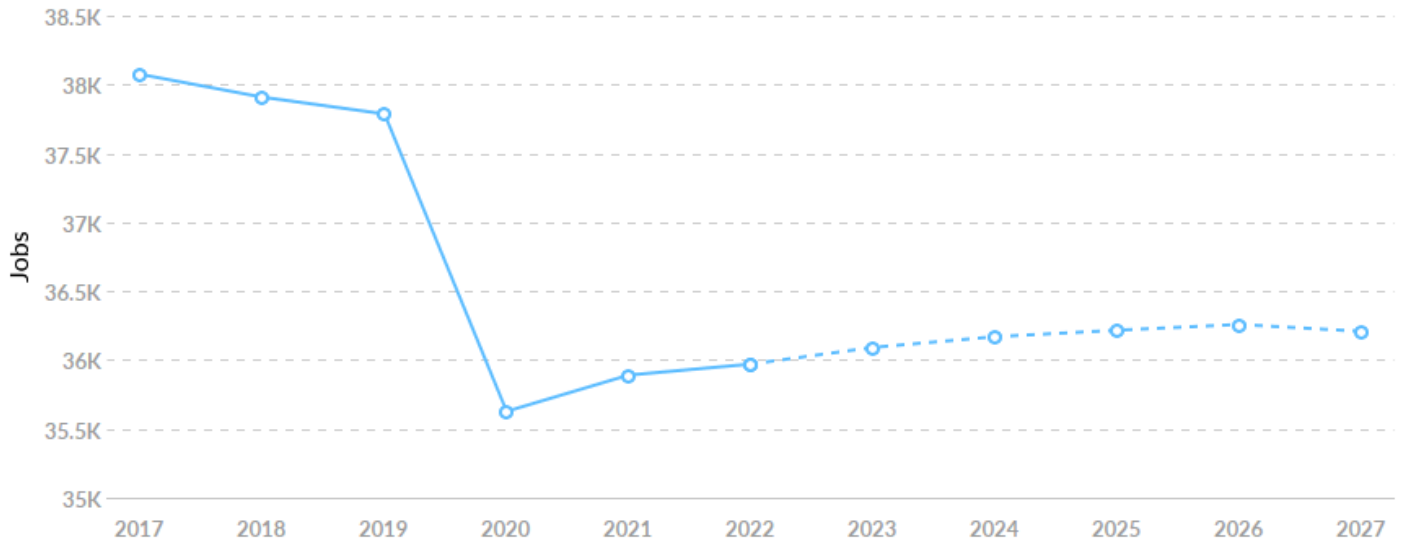
As of 2022 the region's population **declined by 0.5%** since 2017, falling by 330. Population is expected to **decrease by 1.4%** between 2022 and 2027, losing 951.



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

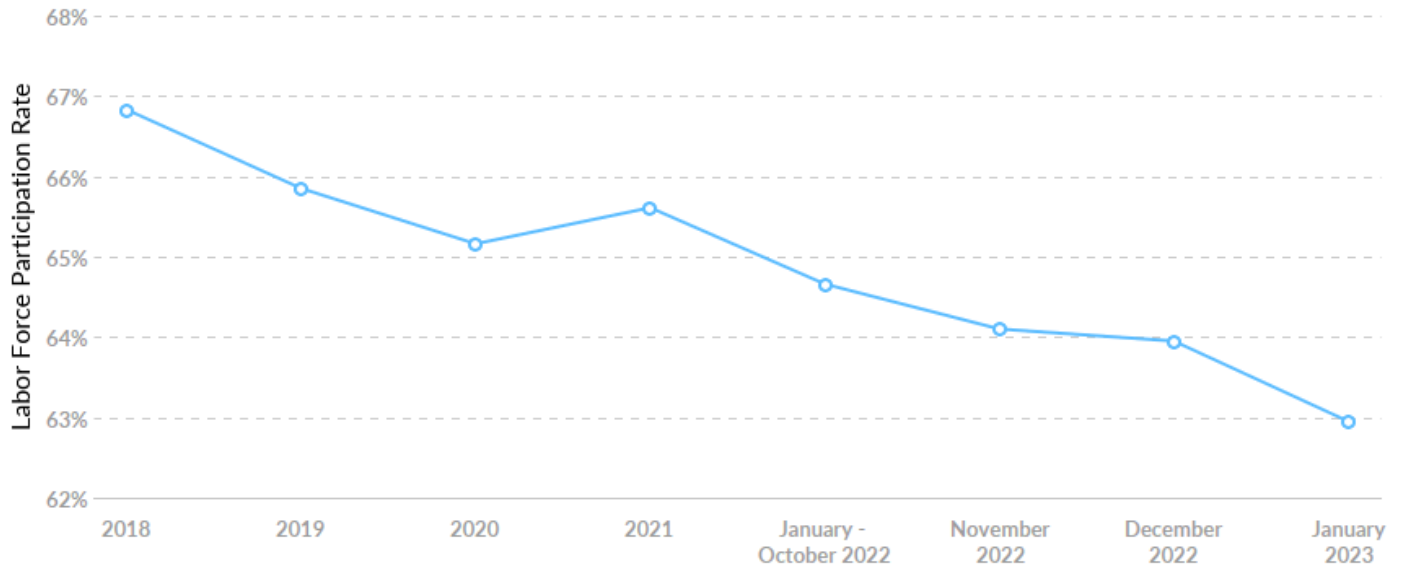
Job Trends

From 2017 to 2022, jobs declined by 5.5% in Portage County, WI from 38,075 to 35,970. This change fell short of the national growth rate of 3.4% by 8.9%.



Timeframe	Jobs
2017	38,075
2018	37,909
2019	37,787
2020	35,626
2021	35,890
2022	35,970
2023	36,091
2024	36,169
2025	36,216
2026	36,258
2027	36,208

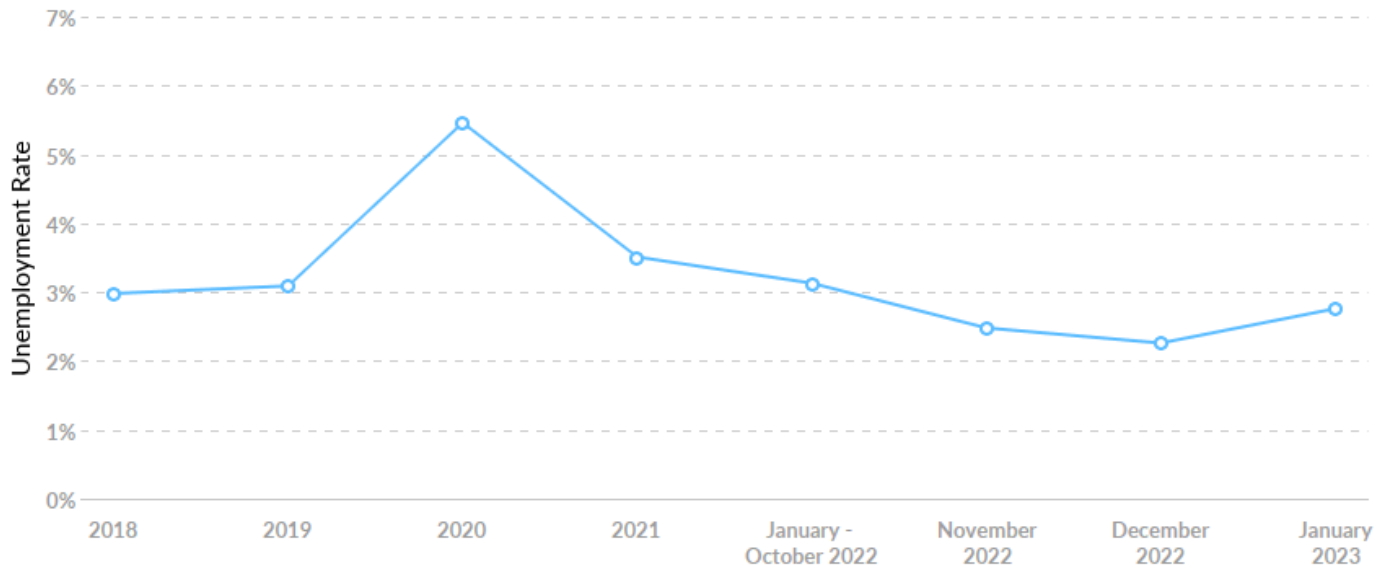
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.83%
2019	65.85%
2020	65.16%
2021	65.61%
January - October 2022	64.66%
November 2022	64.10%
December 2022	63.95%
January 2023	62.95%

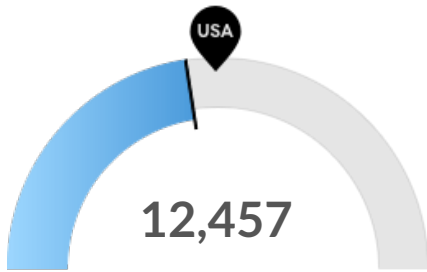
Unemployment Rate Trends

Portage County, WI had a January 2023 unemployment rate of 2.76%, decreasing from 2.98% 5 years before.



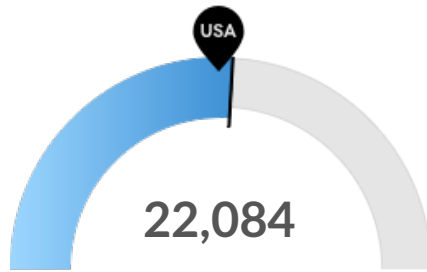
Timeframe	Unemployment Rate
2018	2.98%
2019	3.09%
2020	5.46%
2021	3.51%
January - October 2022	3.13%
November 2022	2.48%
December 2022	2.26%
January 2023	2.76%

Population Characteristics



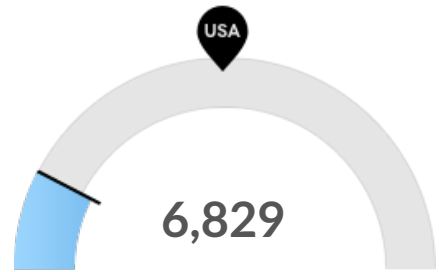
Millennials

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



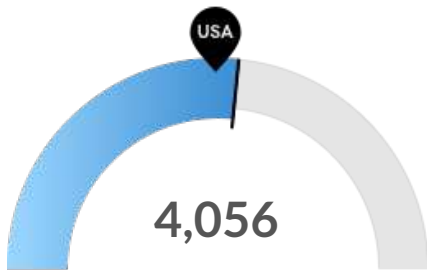
Retiring Soon

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.



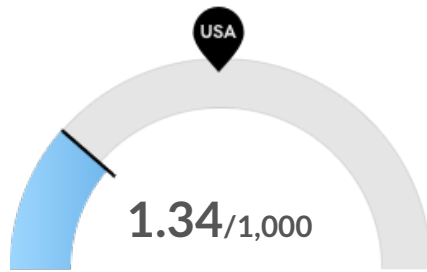
Racial Diversity

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.



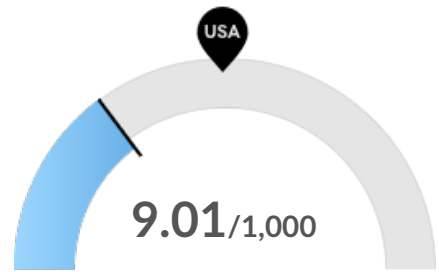
Veterans

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.

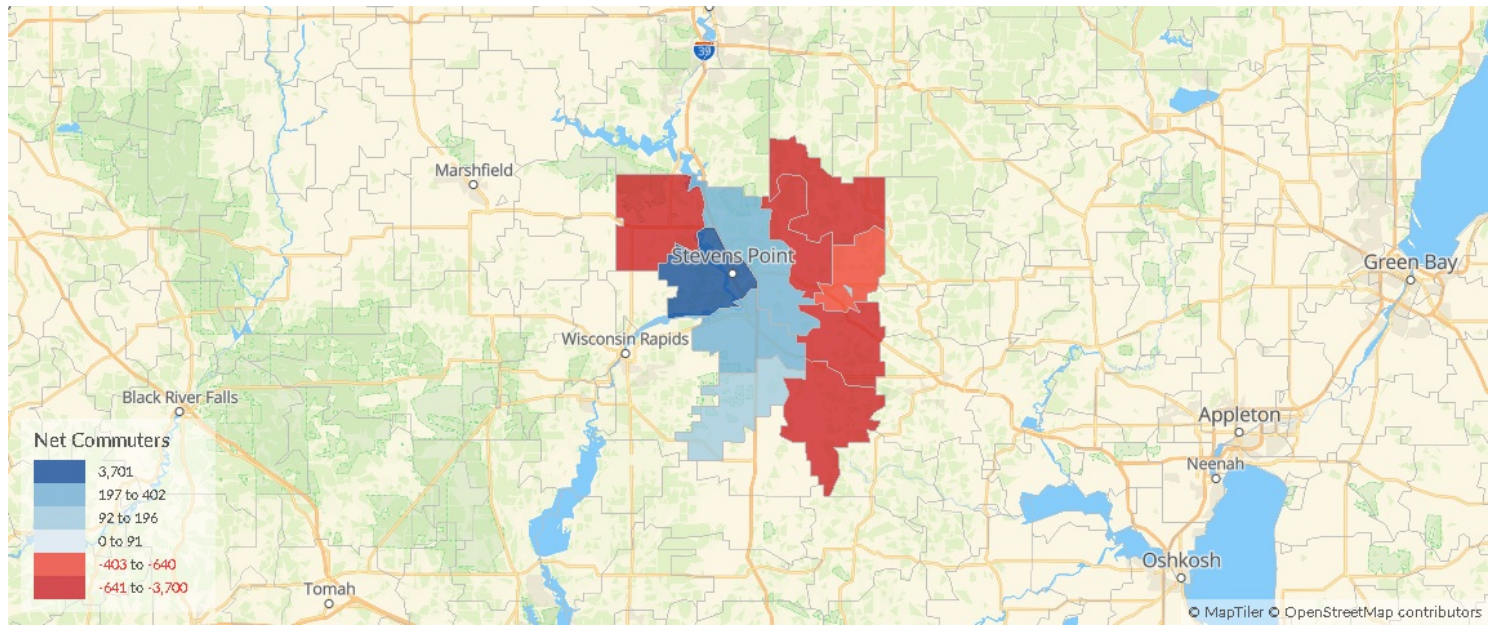


Property Crime

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...	17,175
54467	Plover, WI (in Portage c...	8,198
54482	Stevens Point, WI (in Po...	4,876
54406	Amherst, WI (in Portage...	1,473
54921	Bancroft, WI (in Portage...	981

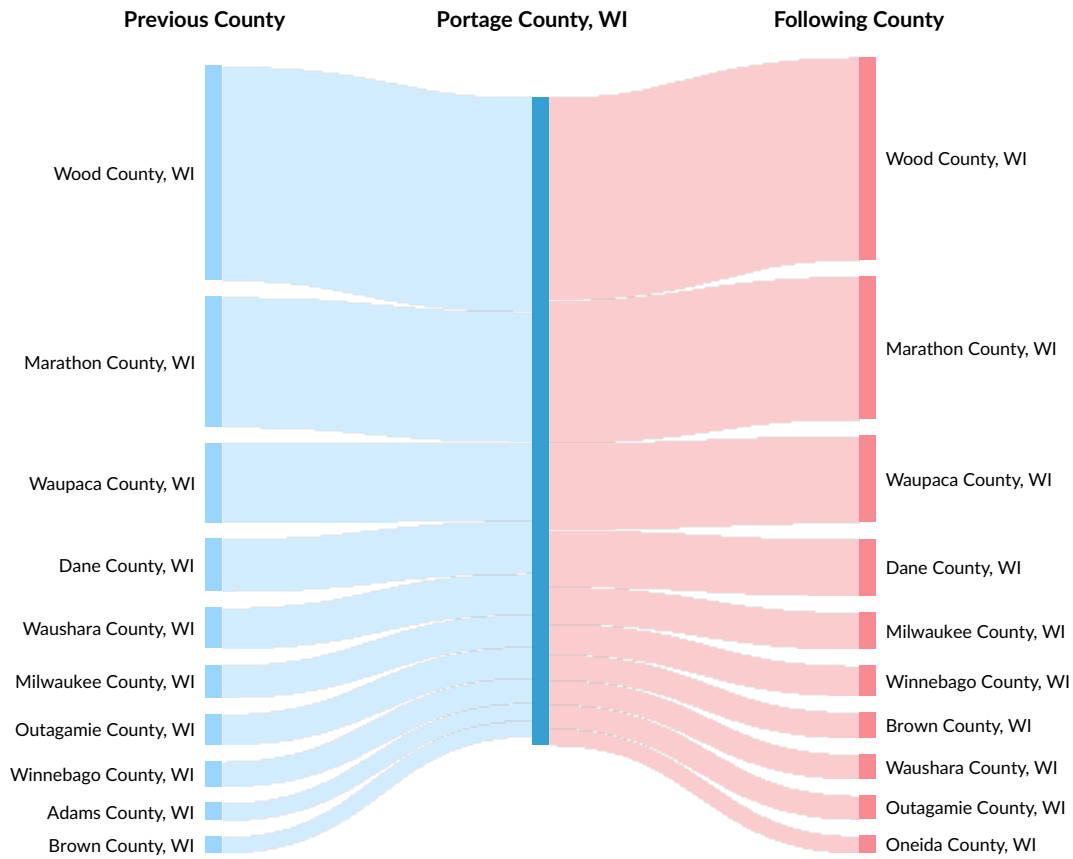
Where Talent Lives

ZIP	Name	2022 Workers
54481	Stevens Point, WI (in Po...	13,475
54467	Plover, WI (in Portage c...	7,900
54482	Stevens Point, WI (in Po...	4,679
54406	Amherst, WI (in Portage...	2,175
54473	Rosholt, WI (in Portage ...	1,508

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**.

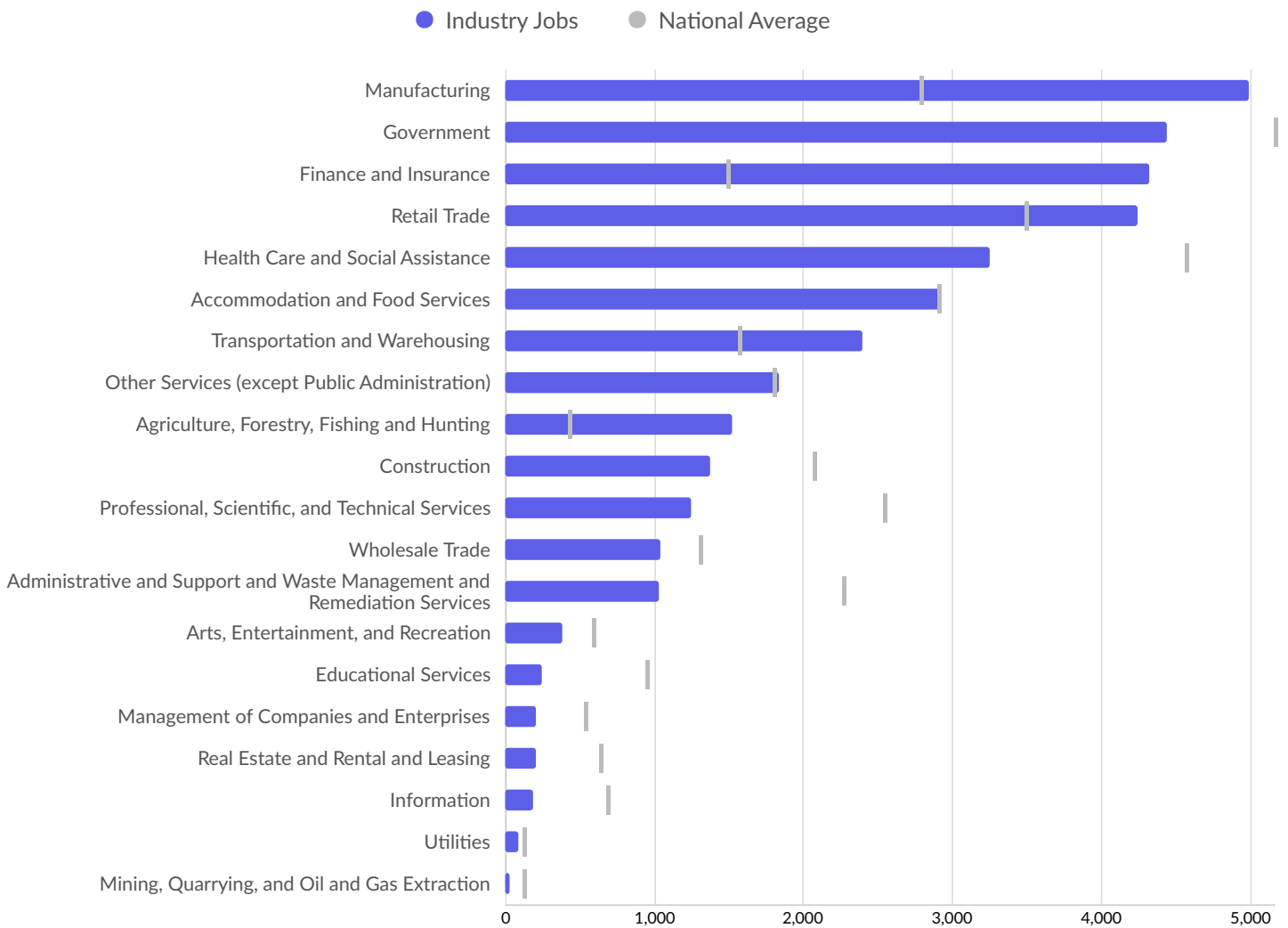


Top Previous Counties	Migrations
Wood County, WI	478
Marathon County, WI	290
Waupaca County, WI	176
Dane County, WI	117
Waushara County, WI	91
Milwaukee County, WI	72

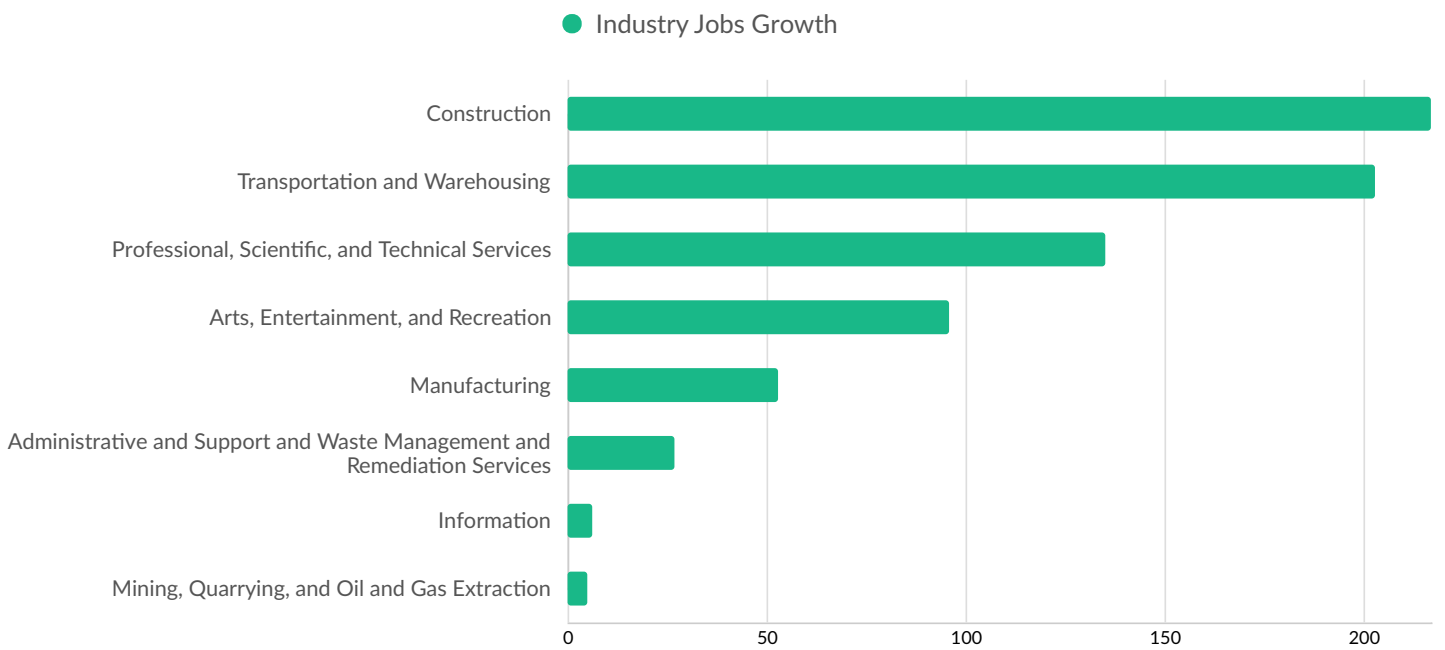
Top Previous Counties	Migrations
Outagamie County, WI	69
Winnebago County, WI	56
Adams County, WI	39
Brown County, WI	36
Waukesha County, WI	31
Cook County, IL	30
Racine County, WI	30
Hennepin County, MN	27
Oneida County, WI	26
Top Following Counties	Migrations
Wood County, WI	453
Marathon County, WI	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

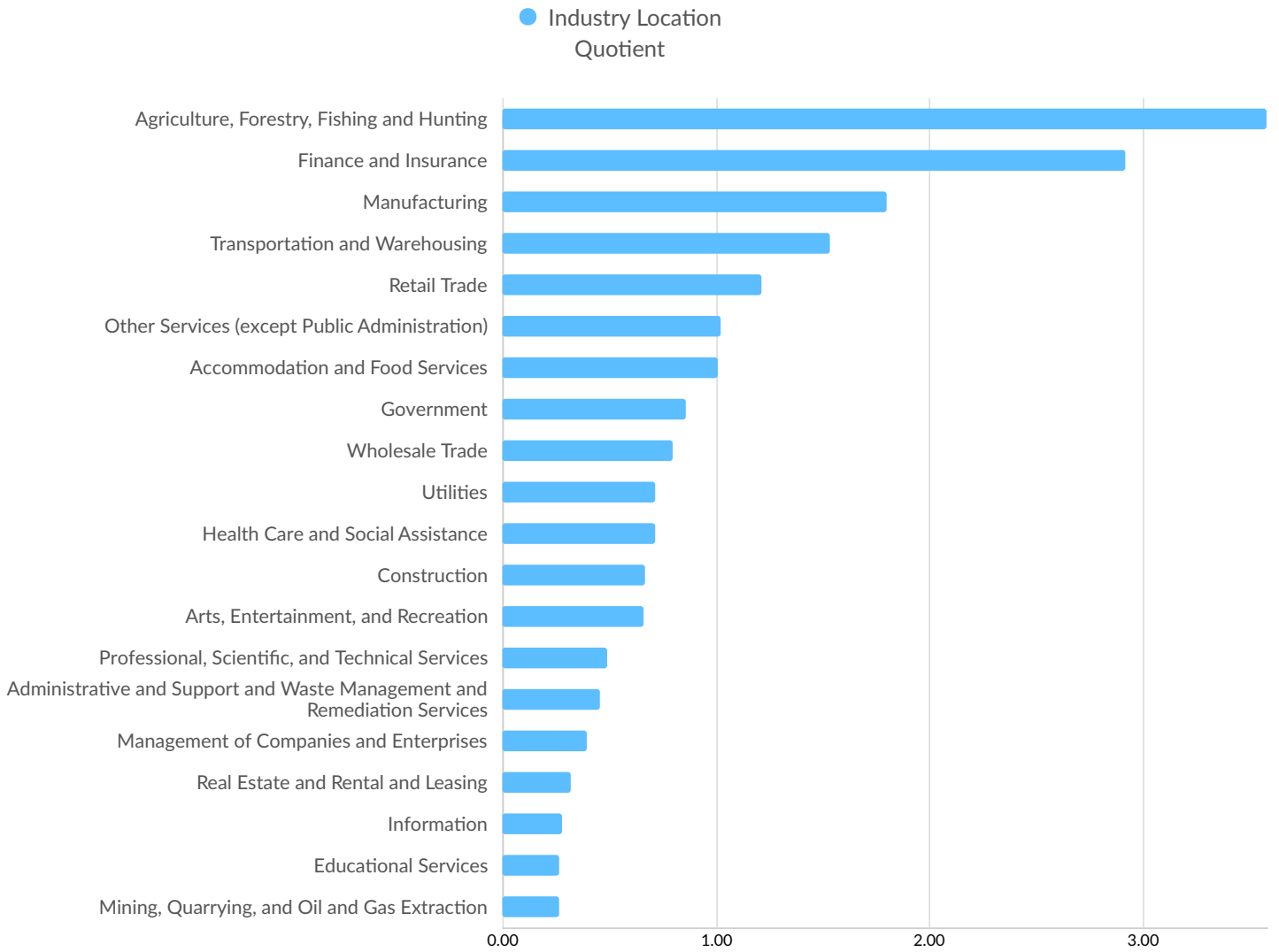
Largest Industries



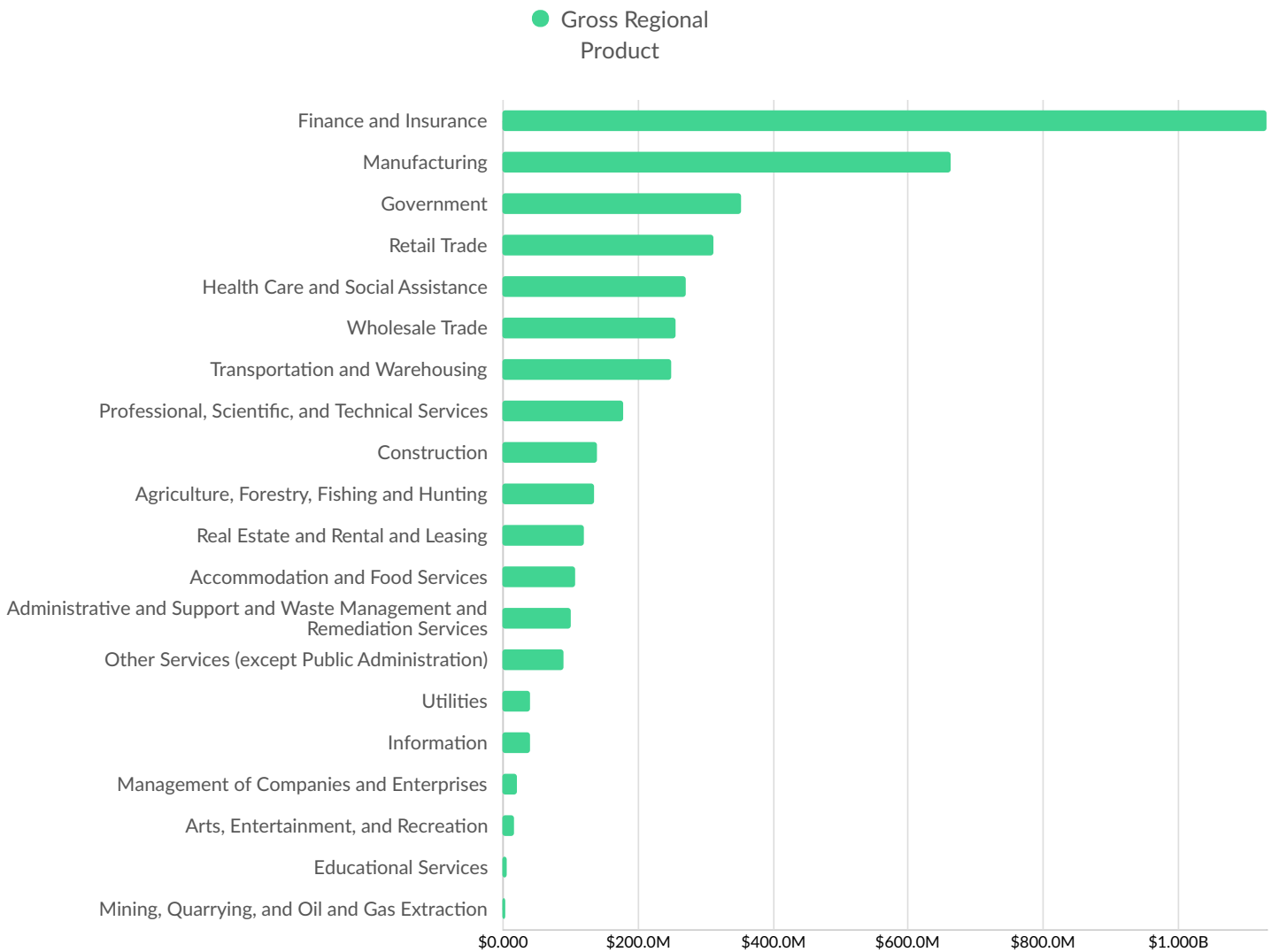
Top Growing Industries



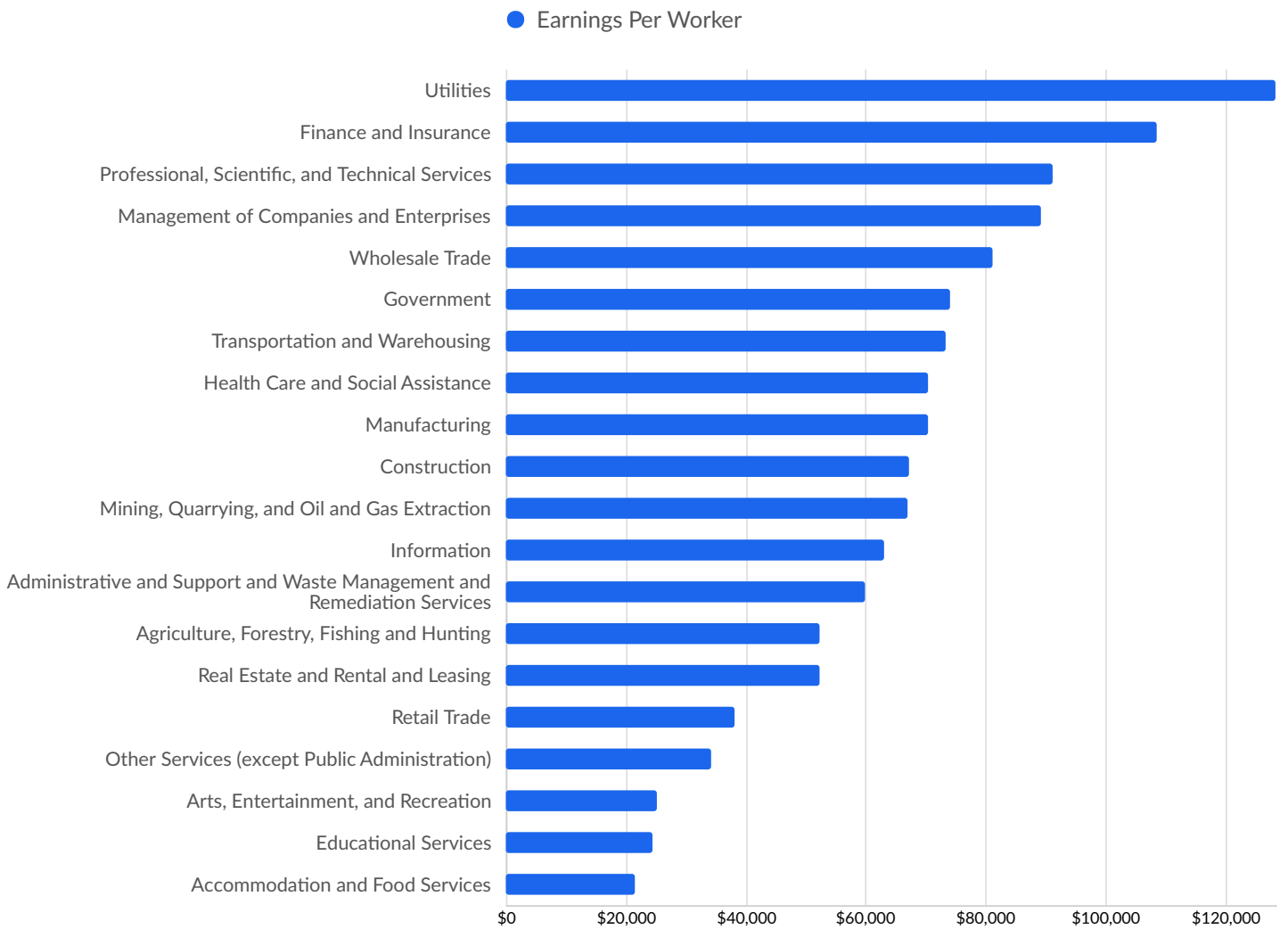
Top Industry Location Quotient



Top Industry GRP























Top Industry Earnings



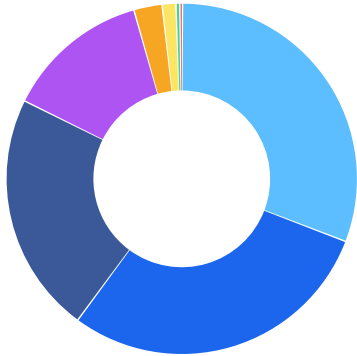
Business Characteristics

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

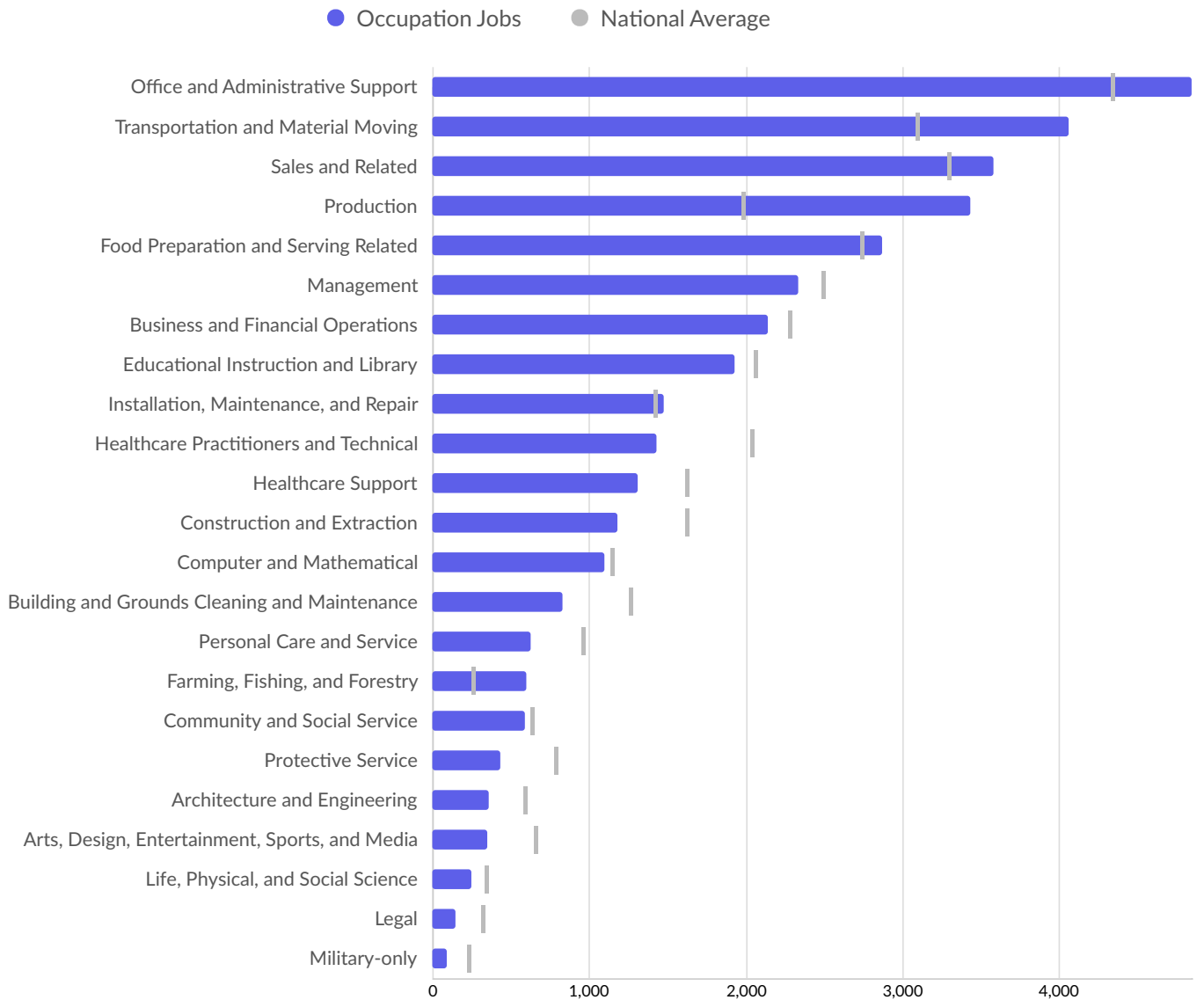


	Percentage	Business Count
● 1 to 4 employees	30.7%	873
● 5 to 9 employees	29.3%	832
● 10 to 19 employees	22.2%	631
● 20 to 49 employees	13.3%	377
● 50 to 99 employees	2.6%	74
● 100 to 249 employees	1.3%	36
● 250 to 499 employees	0.4%	10
● 500+ employees	0.2%	7

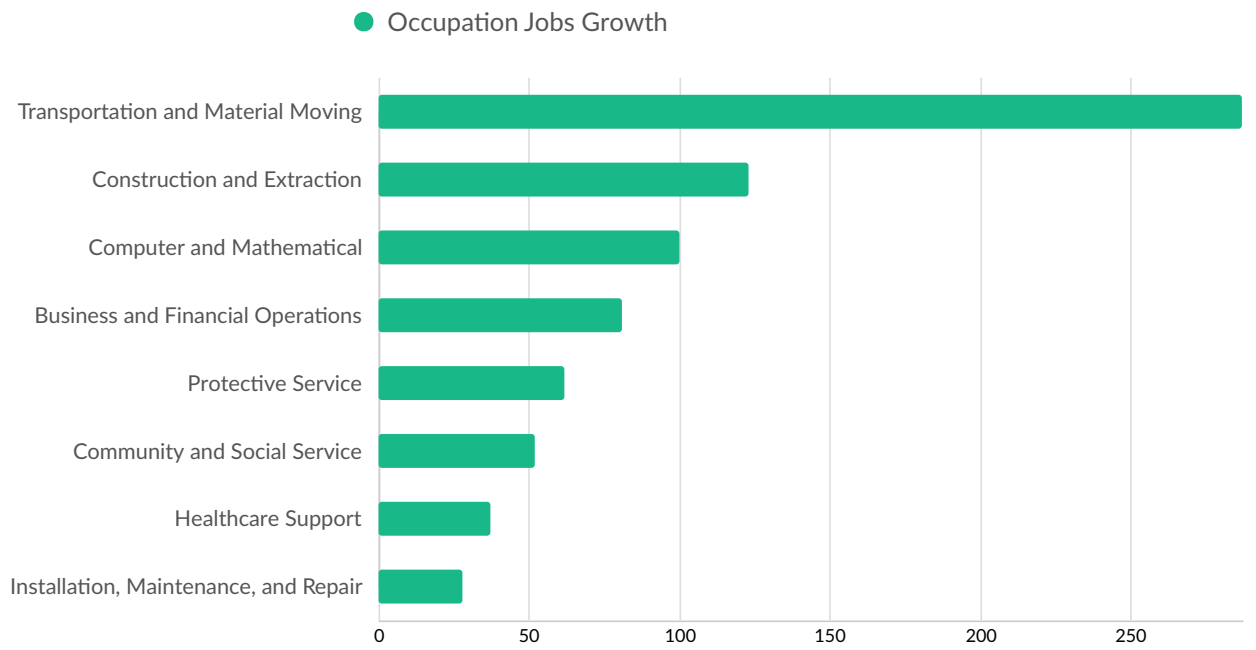
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

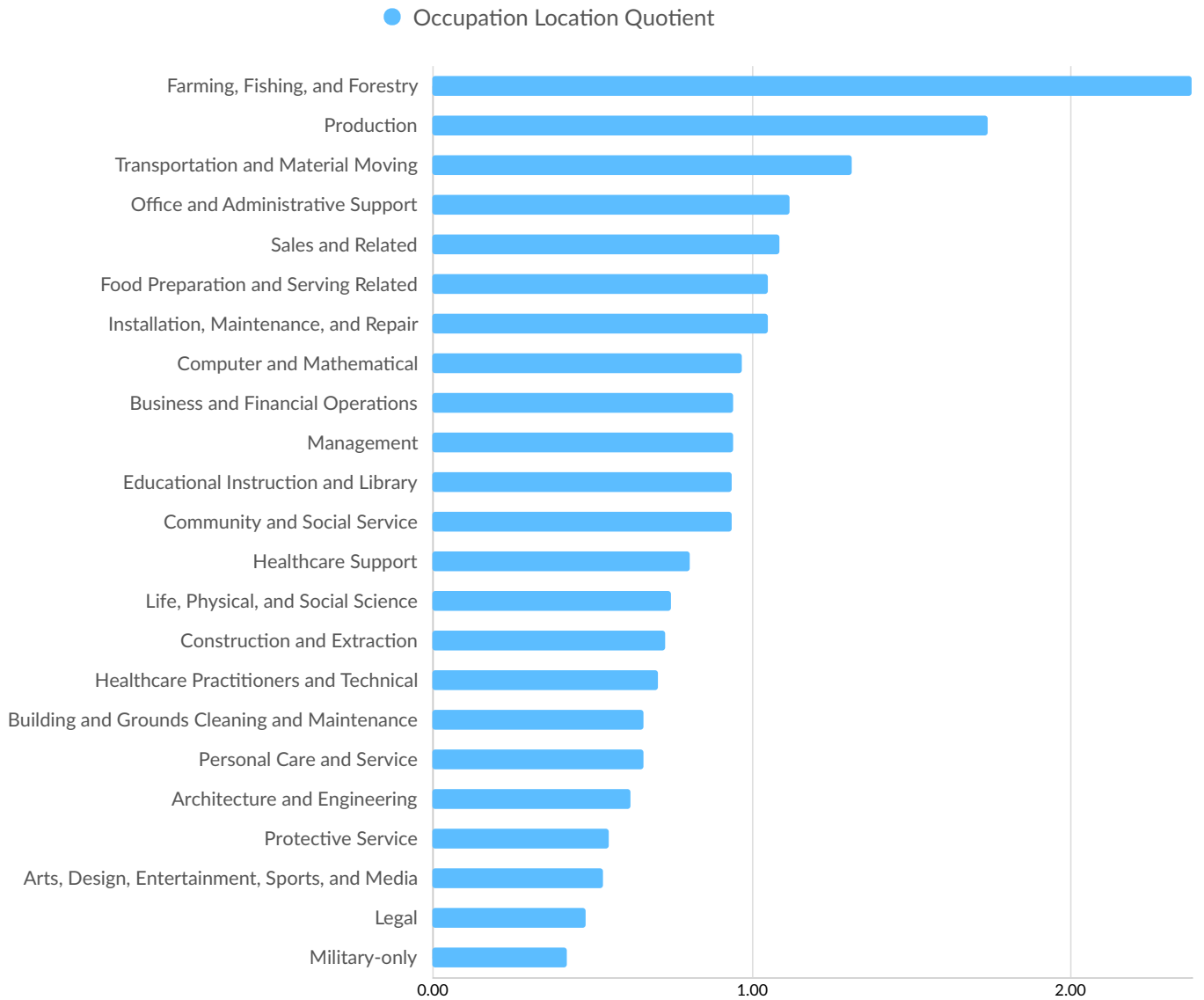
Largest Occupations



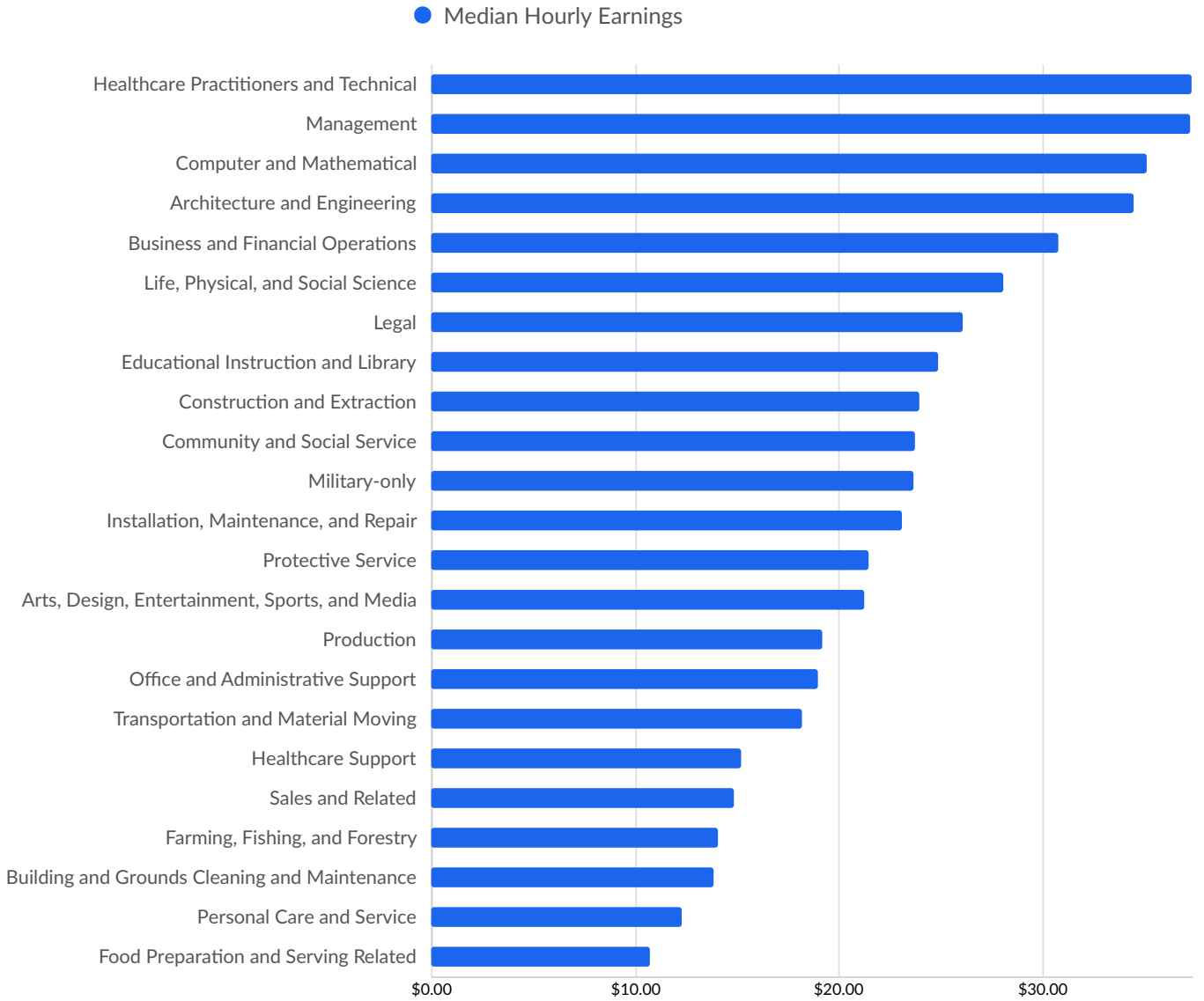
Top Growing Occupations



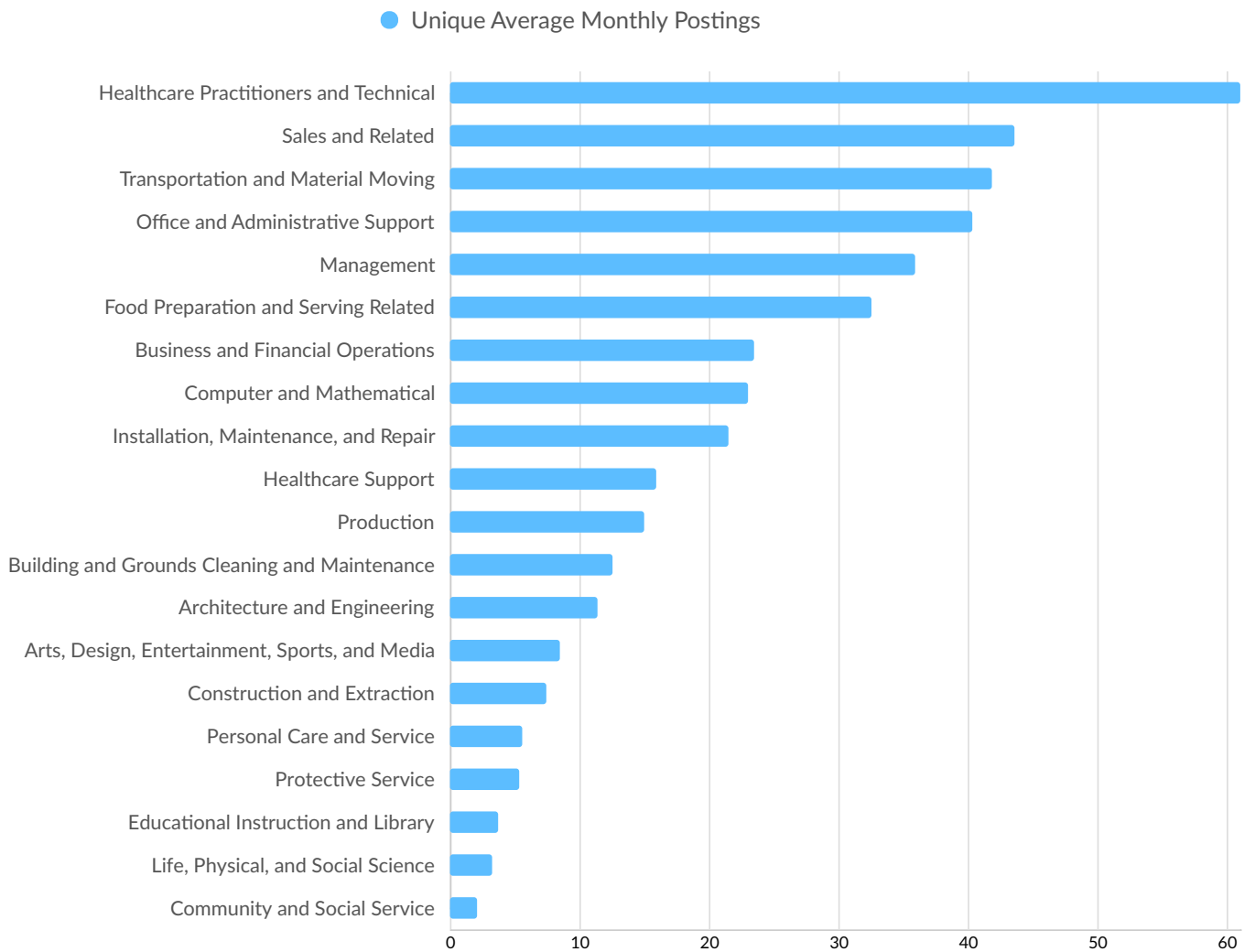
Top Occupation Location Quotient



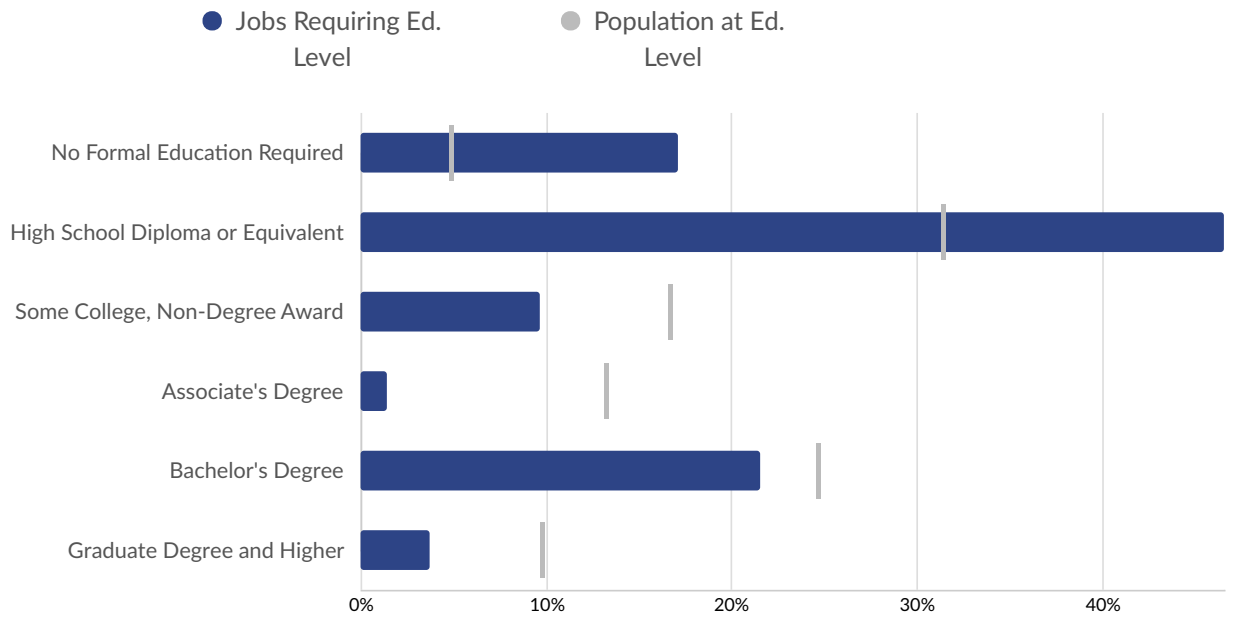
Top Occupation Earnings



Top Posted Occupations

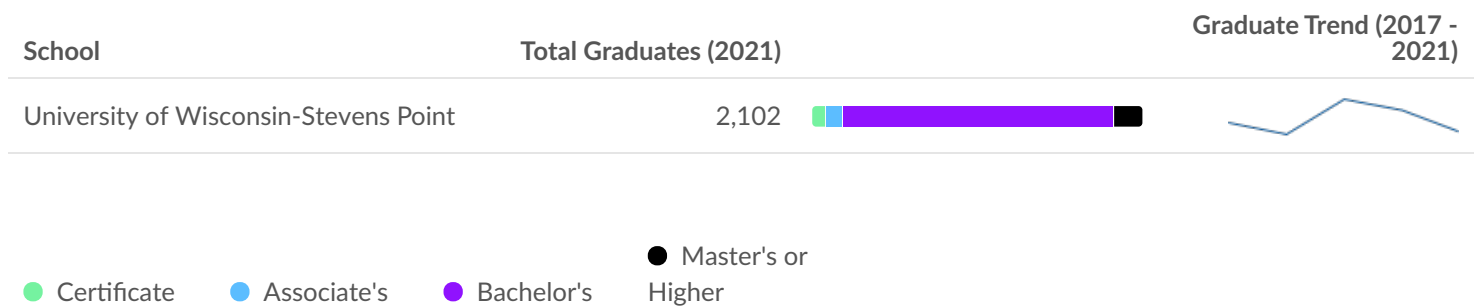


Underemployment



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

