



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.

37,101

Total Regional Employment

Jobs **decreased by 1,931** over the last 5 years but are projected to **grow by 547** over the next 5 years.

\$65.6K

Median Household Income (2021)

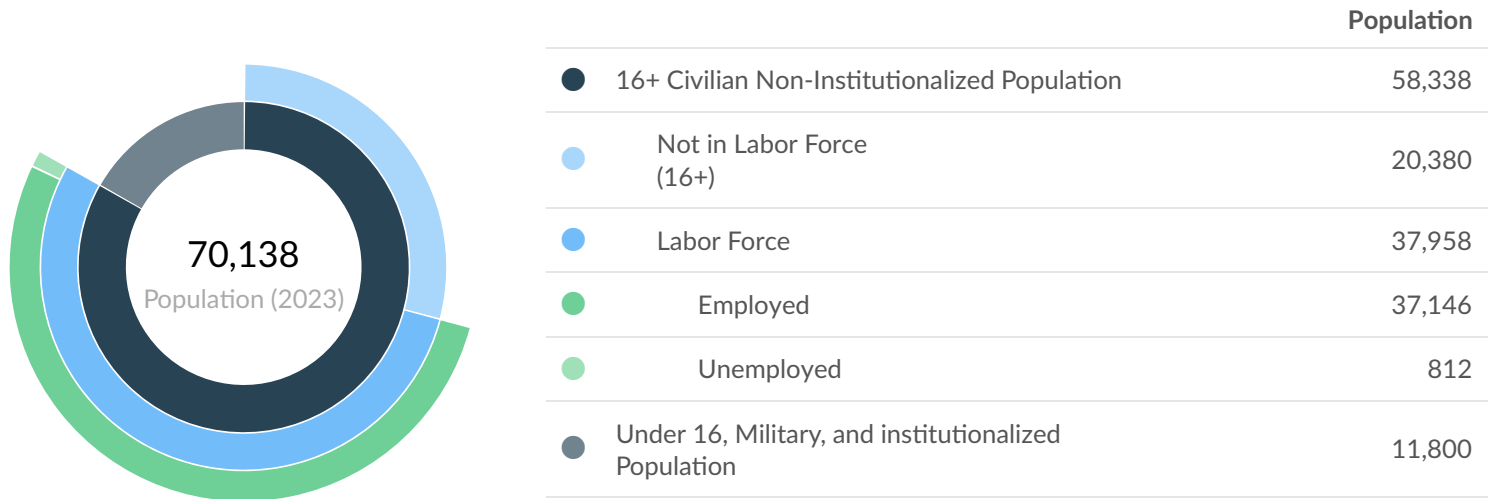
Median household income is **\$3.5K below** the national median household income of \$69.0K.

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 4.9%** in Portage County, WI from 39,032 to **37,101**. This change **fell short of the national growth rate of 3.8% by 8.7%**. As the number of jobs declined, the **labor force participation rate decreased from 66.3% to 64.2% 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.

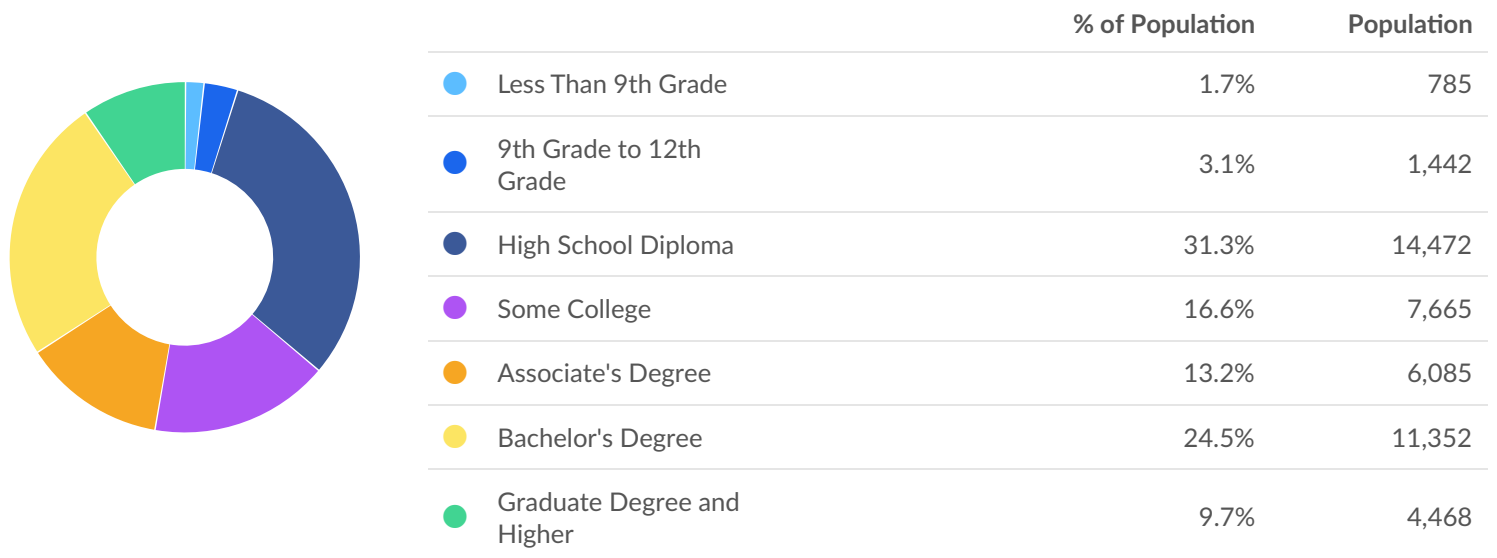
	Population (2023)	Labor Force (Apr 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	70,138	37,958	37,101	99.8	\$4.61B	\$5.91B	\$5.65B
State	5,965,358	3,097,211	3,177,345	100.4	\$392.30B	\$355.91B	\$386.44B

Apr 2023 Labor Force Breakdown



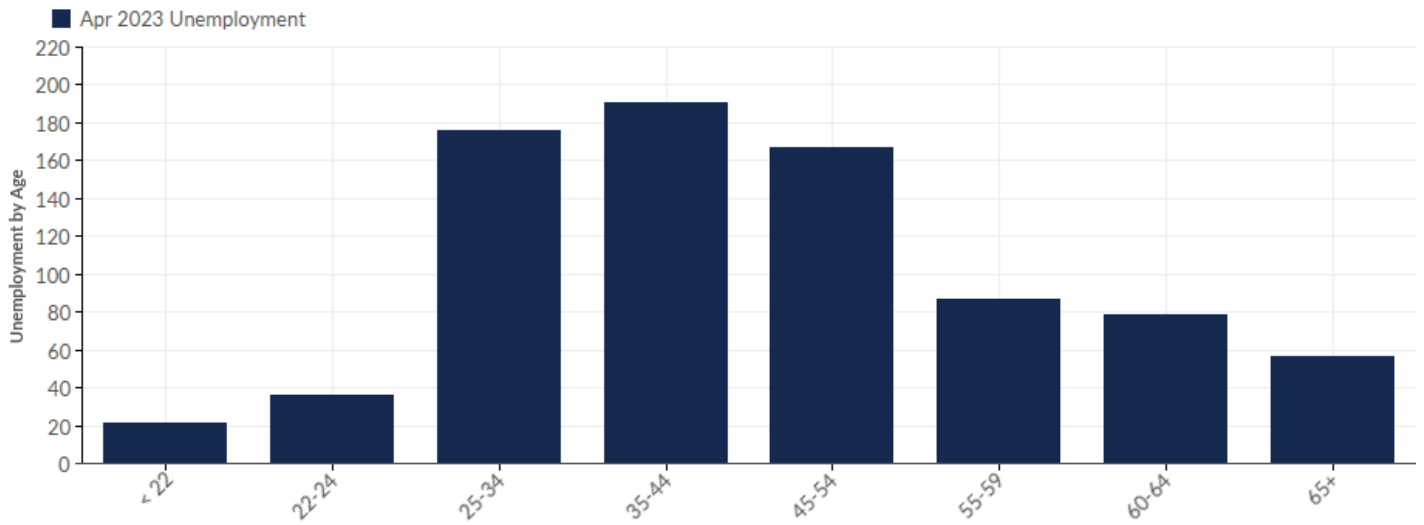
Educational Attainment

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).



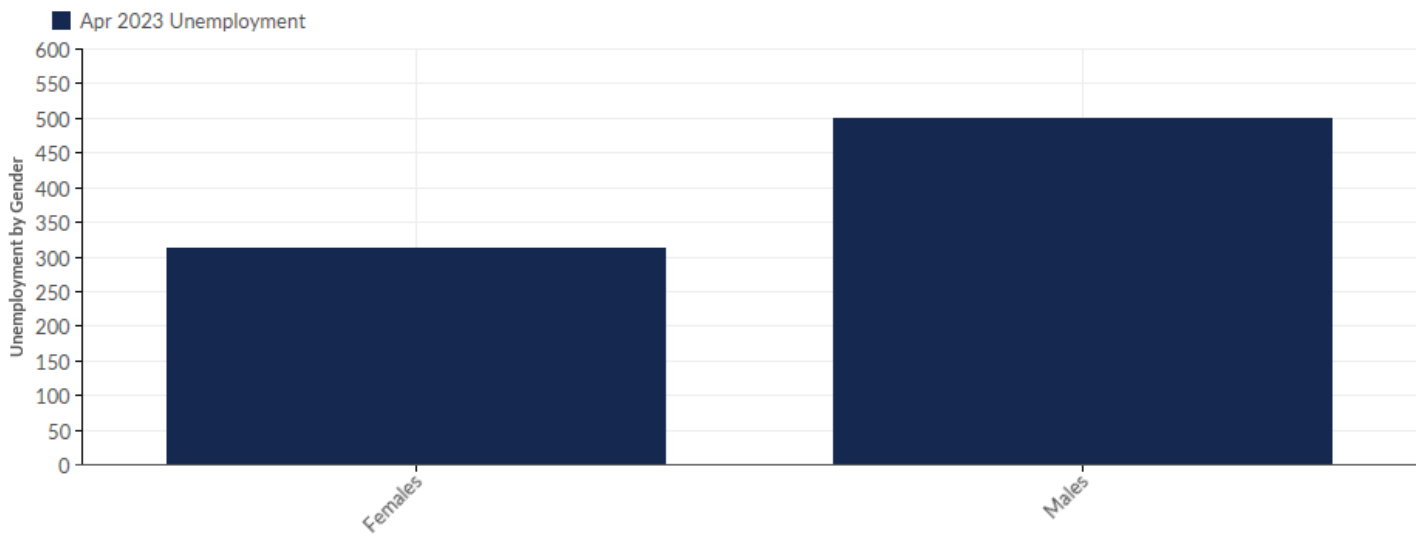
Unemployment by Demographics

Unemployment by Age



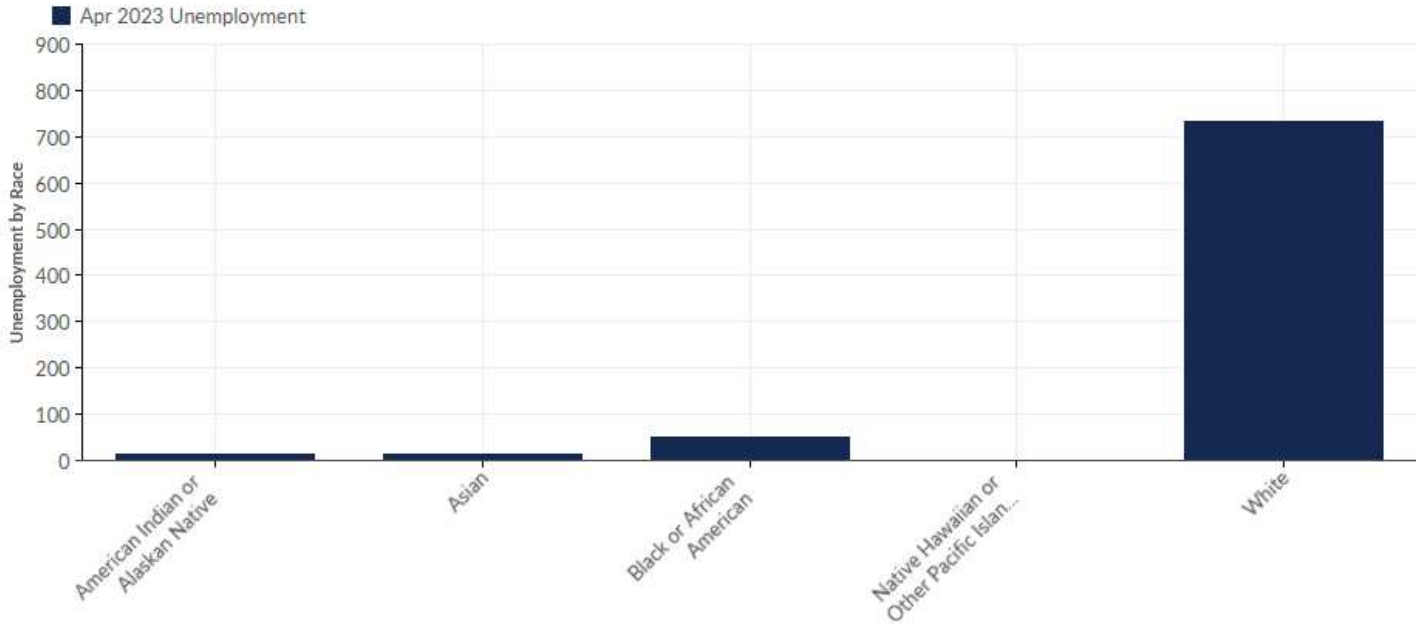
Age	Unemployment (Apr 2023)	% of Unemployed
< 22	21	2.59%
22-24	36	4.43%
25-34	176	21.67%
35-44	190	23.40%
45-54	167	20.57%
55-59	87	10.71%
60-64	79	9.73%
65+	56	6.90%
Total	812	100.00%

Unemployment by Gender



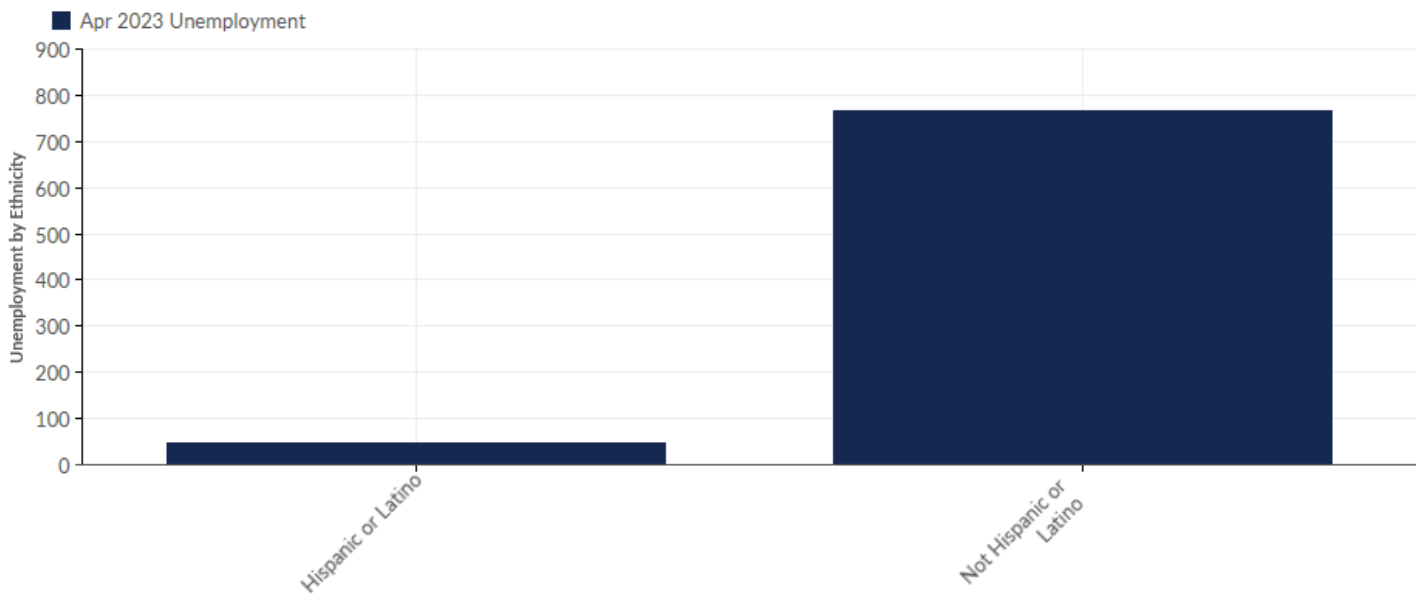
Gender	Unemployment (Apr 2023)	% of Unemployed
Females	313	38.55%
Males	499	61.45%
Total	812	100.00%

Unemployment by Race



Race	Unemployment (Apr 2023)	% of Unemployed
American Indian or Alaskan Native	15	1.85%
Asian	12	1.48%
Black or African American	51	6.28%
Native Hawaiian or Other Pacific Islander	1	0.12%
White	734	90.39%
Total	812	100.00%

Unemployment by Ethnicity

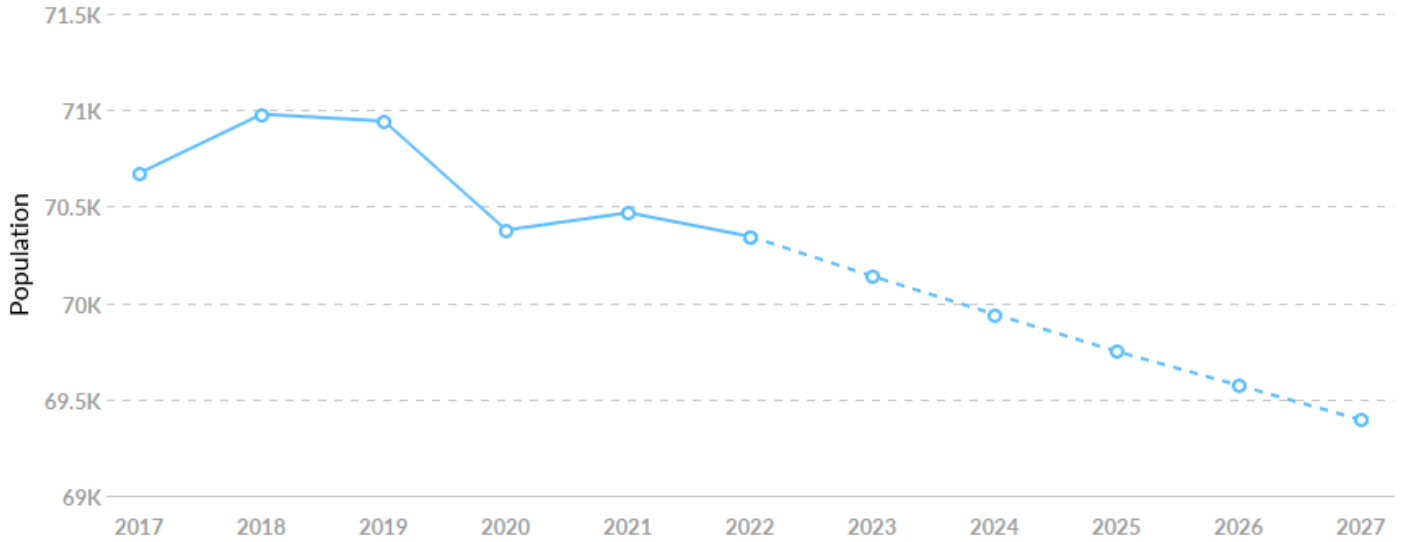


Ethnicity	Unemployment (Apr 2023)	% of Unemployed
Hispanic or Latino	47	5.79%
Not Hispanic or Latino	765	94.21%
Total	812	100.00%

Historic & Projected Trends

Population Trends

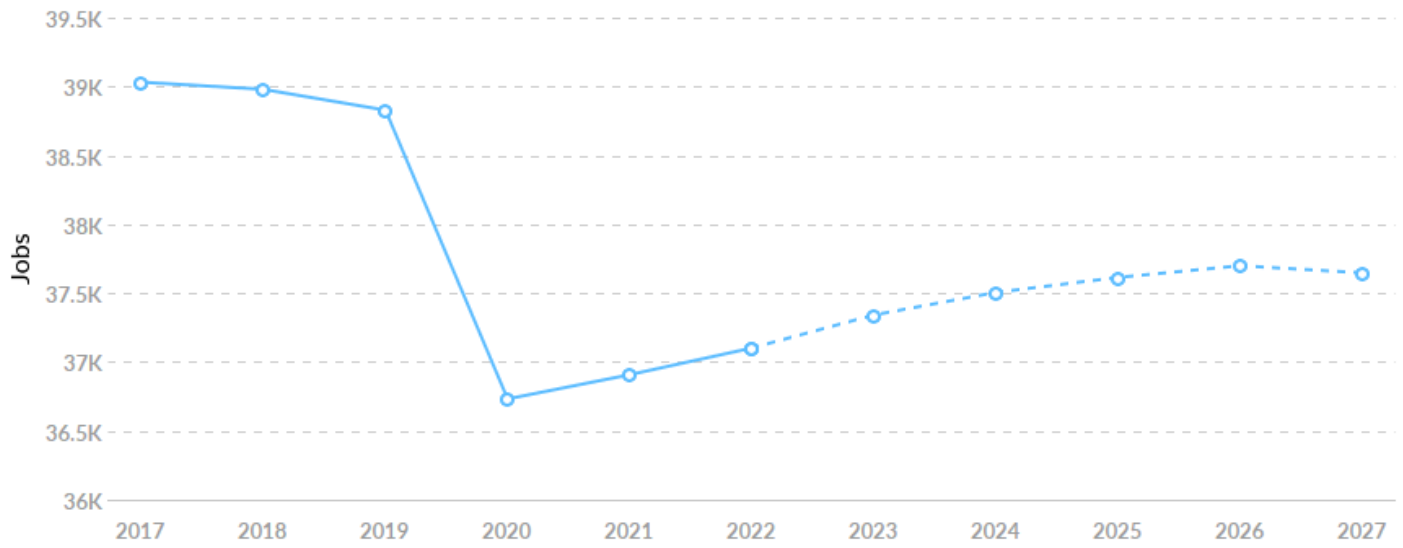
As of 2022 the region's population **declined by 0.5%** since 2017, falling by 330. Population is expected to **decrease by 1.4%** between 2022 and 2027, losing 951.



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

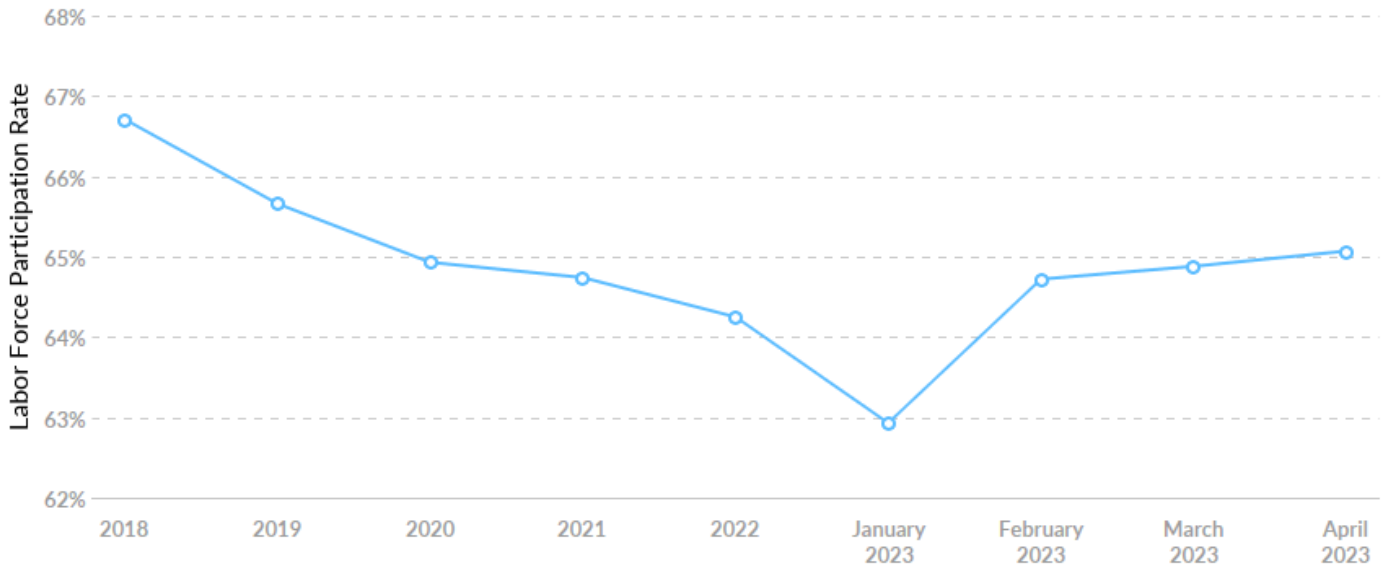
Job Trends

From 2017 to 2022, jobs declined by 4.9% in Portage County, WI from 39,032 to 37,101. This change fell short of the national growth rate of 3.8% by 8.7%.



Timeframe	Jobs
2017	39,032
2018	38,980
2019	38,829
2020	36,731
2021	36,907
2022	37,101
2023	37,341
2024	37,505
2025	37,614
2026	37,699
2027	37,647

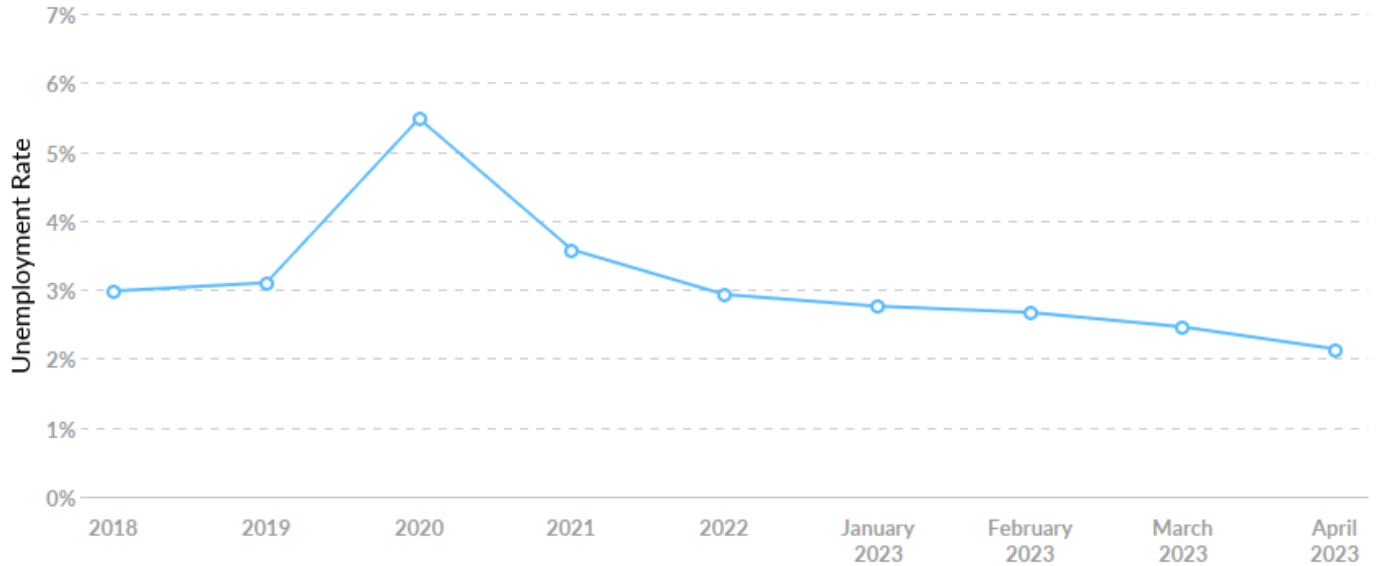
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.71%
2019	65.66%
2020	64.93%
2021	64.74%
2022	64.25%
January 2023	62.93%
February 2023	64.72%
March 2023	64.88%
April 2023	65.07%

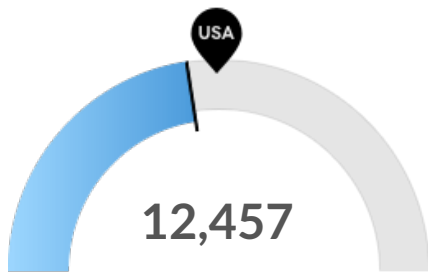
Unemployment Rate Trends

Portage County, WI had an April 2023 unemployment rate of 2.14%, **decreasing from 2.98%** 5 years before.



Timeframe	Unemployment Rate
2018	2.98%
2019	3.10%
2020	5.48%
2021	3.58%
2022	2.93%
January 2023	2.76%
February 2023	2.67%
March 2023	2.46%
April 2023	2.14%

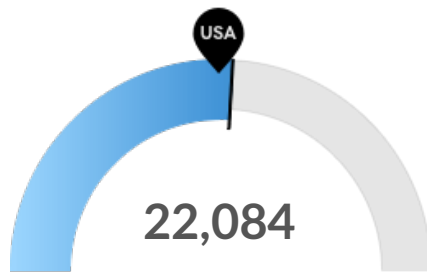
Population Characteristics



12,457

Millennials

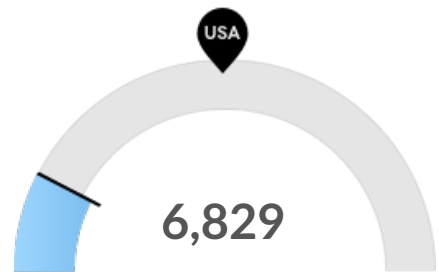
Portage County, WI has 12,457 millennials (ages 25-39). The national average for an area this size is 14,394.



22,084

Retiring Soon

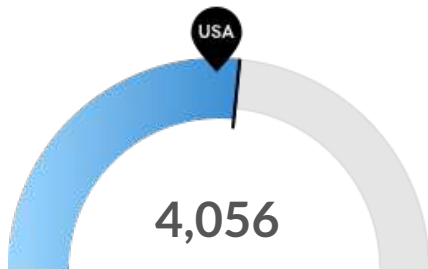
Retirement risk is about average in Portage County, WI. The national average for an area this size is 20,946 people 55 or older, while there are 22,084 here.



6,829

Racial Diversity

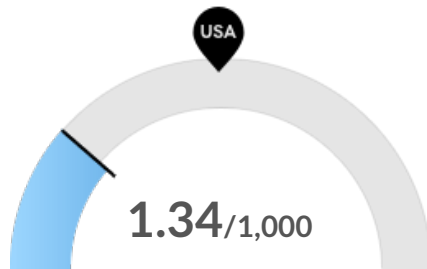
Racial diversity is low in Portage County, WI. The national average for an area this size is 28,676 racially diverse people, while there are 6,829 here.



4,056

Veterans

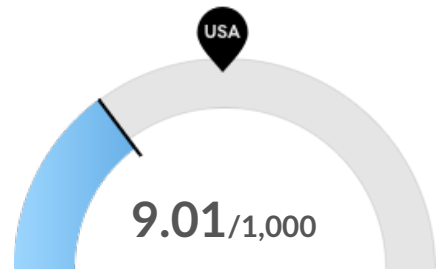
Portage County, WI has 4,056 veterans. The national average for an area this size is 3,701.



1.34/1,000

Violent Crime

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



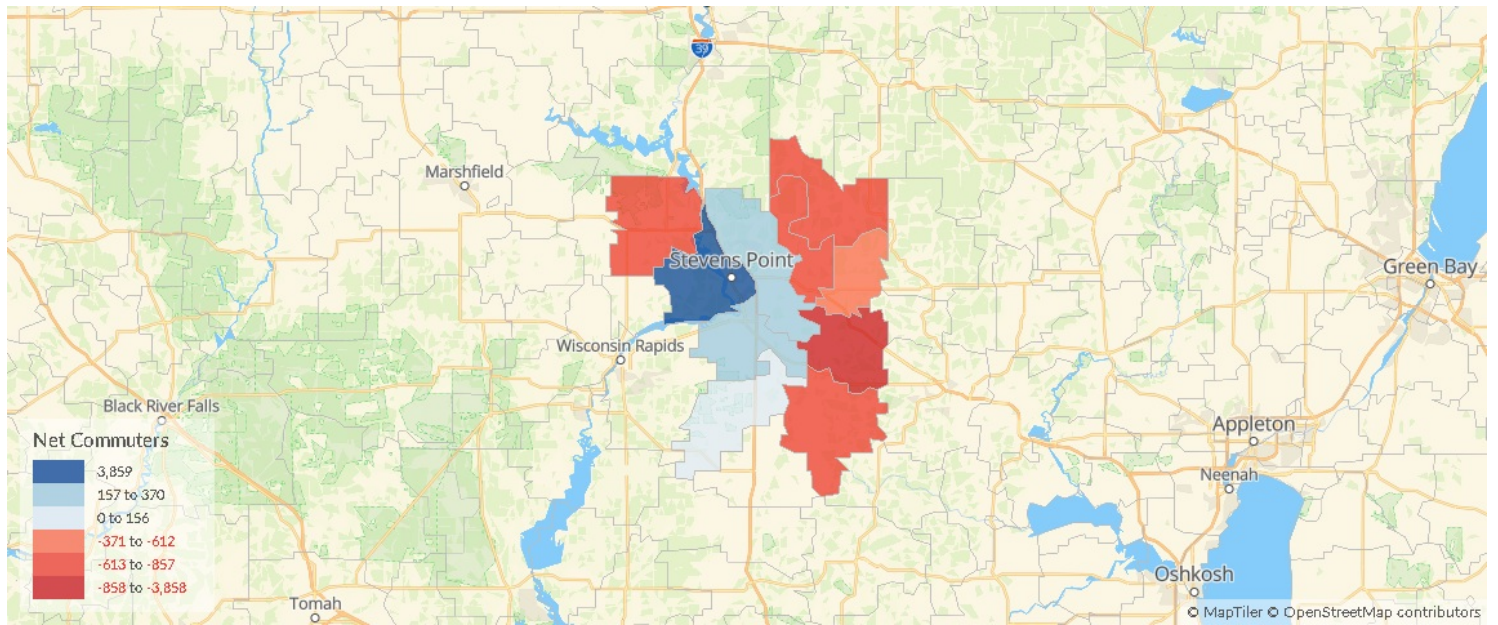
9.01/1,000

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...	17,929
54467	Plover, WI (in Portage c...	8,215
54482	Stevens Point, WI (in Po...	5,035
54406	Amherst, WI (in Portage...	1,431
54921	Bancroft, WI (in Portage...	891

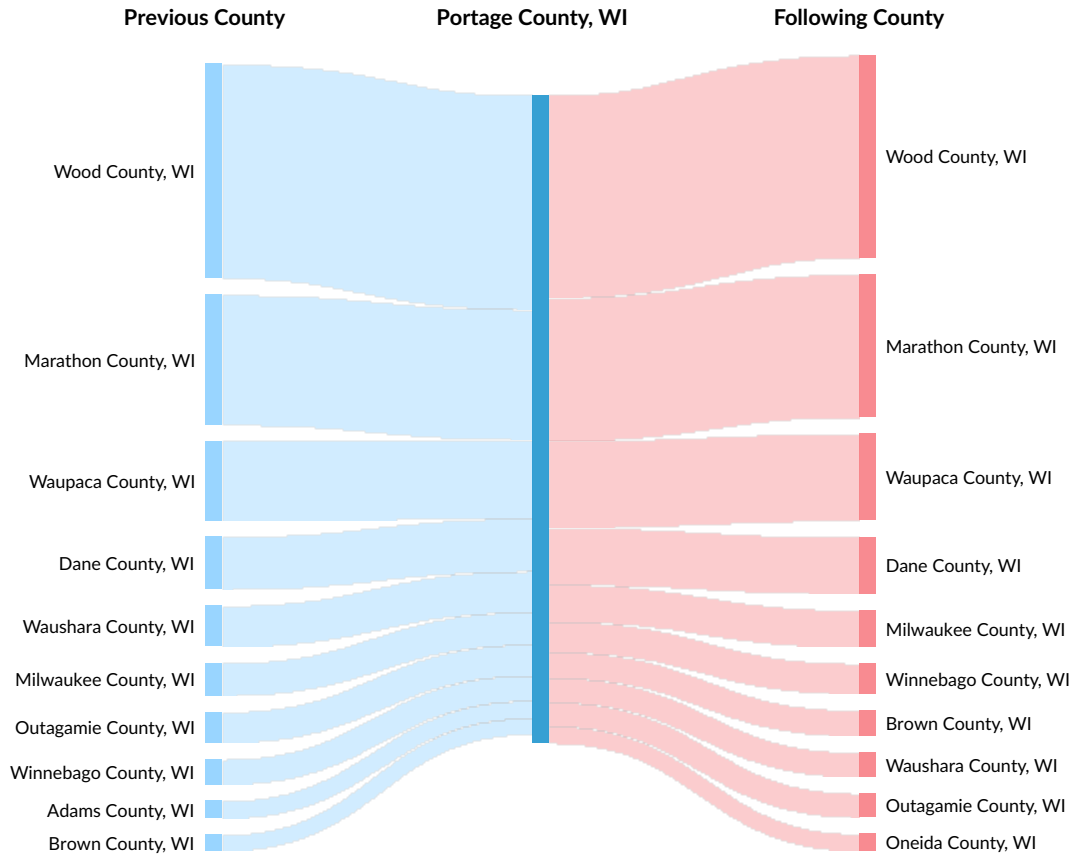
Where Talent Lives

ZIP	Name	2022 Workers
54481	Stevens Point, WI (in Po...	14,071
54467	Plover, WI (in Portage c...	8,058
54482	Stevens Point, WI (in Po...	4,834
54406	Amherst, WI (in Portage...	2,289
54473	Rosholt, WI (in Portage ...	1,540

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**.

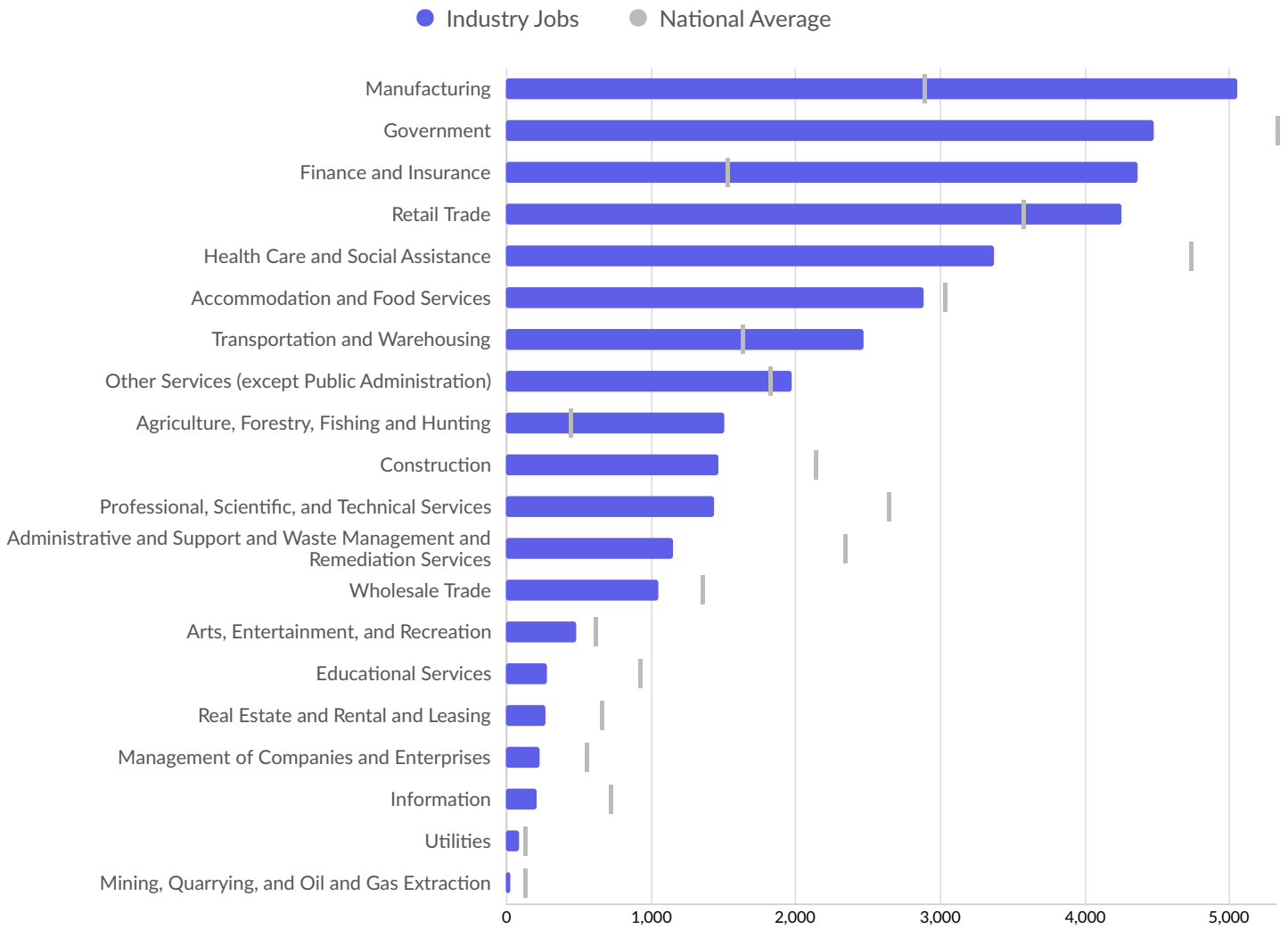


Top Previous Counties	Migrations
Wood County, WI	478
Marathon County, WI	290
Waupaca County, WI	176
Dane County, WI	117
Waushara County, WI	91
Milwaukee County, WI	72

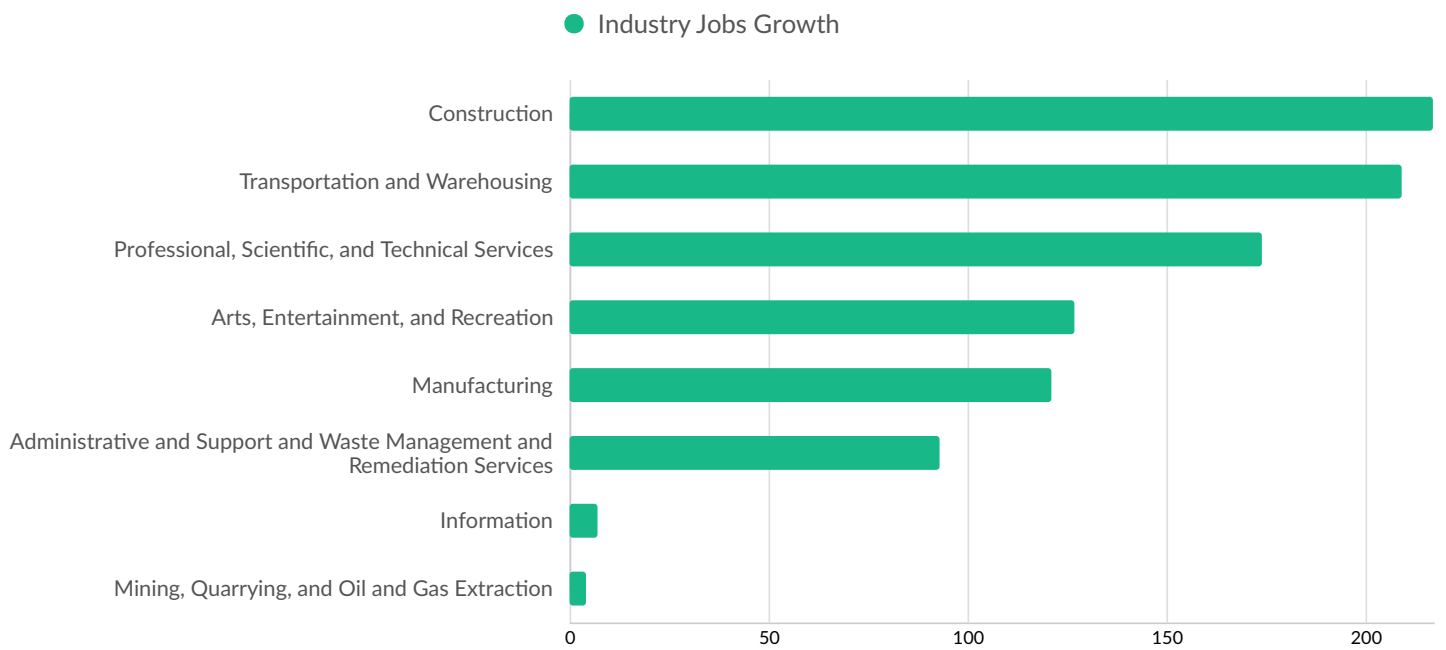
Top Previous Counties	Migrations
Outagamie County, WI	69
Winnebago County, WI	56
Adams County, WI	39
Brown County, WI	36
Waukesha County, WI	31
Cook County, IL	30
Racine County, WI	30
Hennepin County, MN	27
Oneida County, WI	26
Top Following Counties	Migrations
Wood County, WI	453
Marathon County, WI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

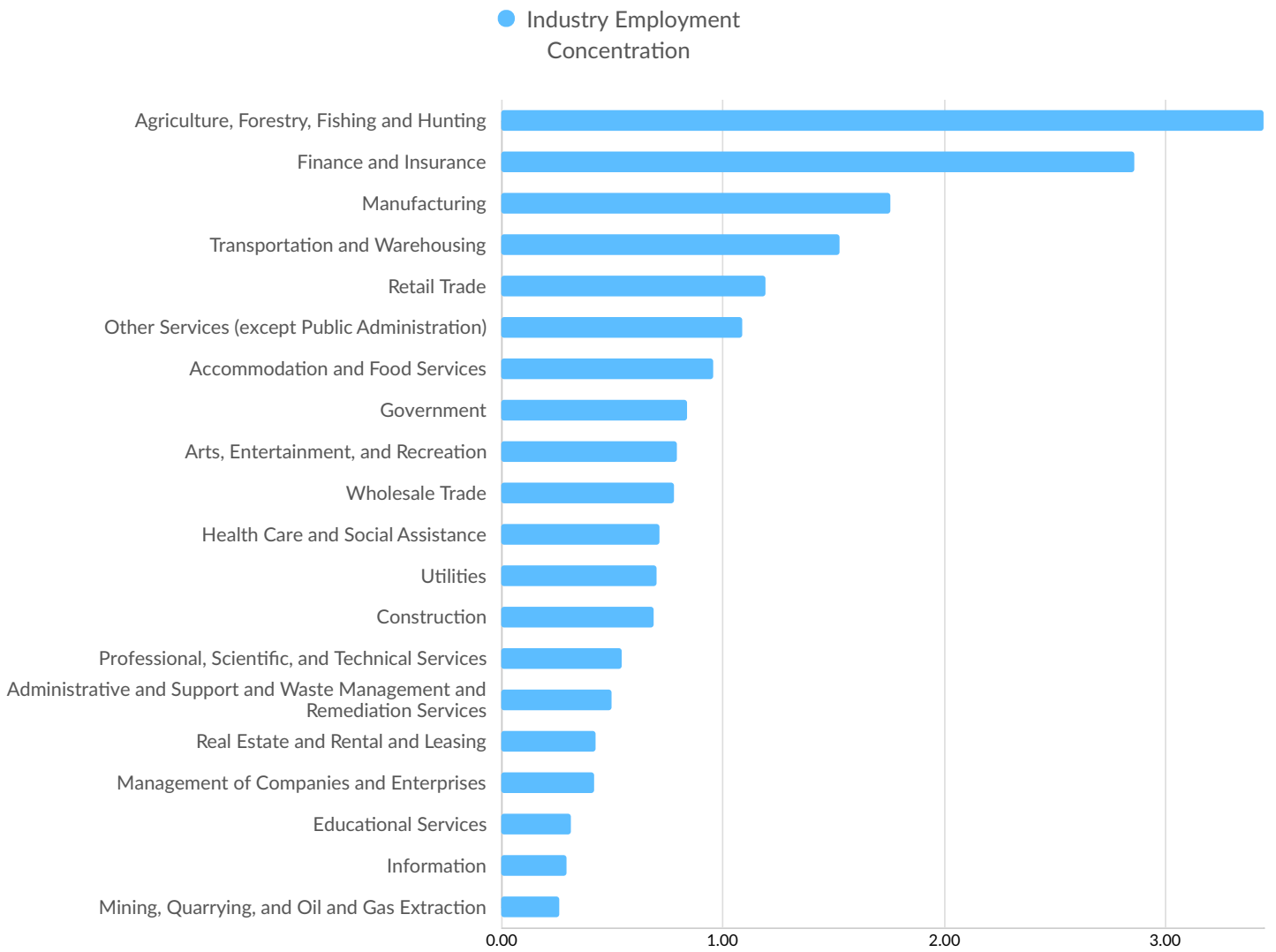
Largest Industries



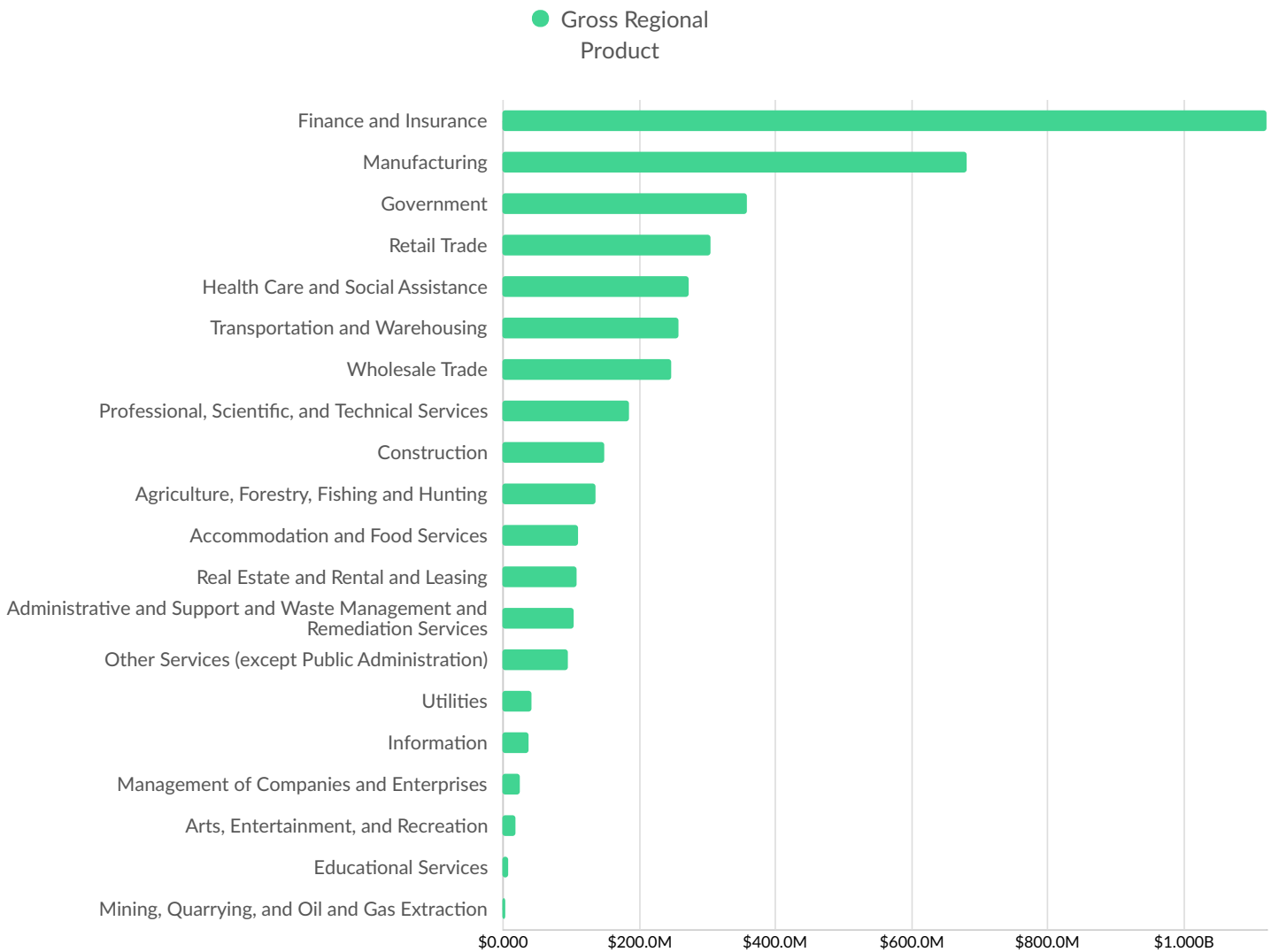
Top Growing Industries



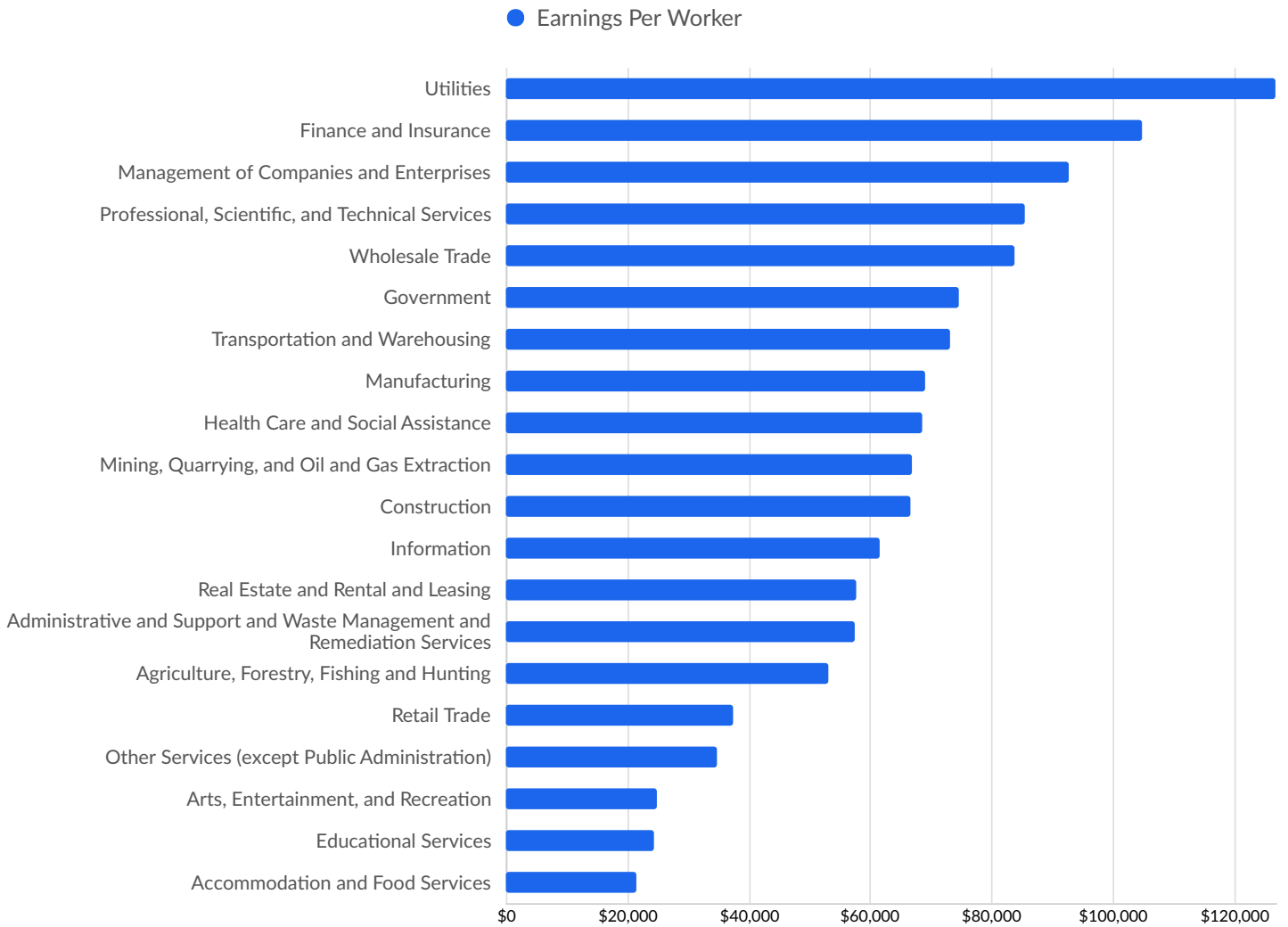
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



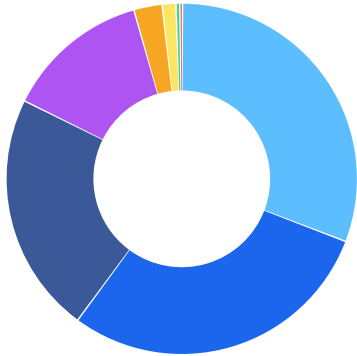
Business Characteristics

6,029 Companies Employ Your Workers

Online profiles for your workers mention 6,029 companies as employers, with the top 10 appearing below. In the last 12 months, 654 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 System	1,276 	Sentry Insurance	592 
Sentry	1,245 	Aspirus	227 
Stevens Point Area Public Schoo...	325 	University of Wisconsin System	153 
Skyward	304 	Flex-Staff	122 
Aspirus	186 	Aimbridge Hospitality	112 
Associated Bank	158 	Fleet Farm	96 
Delta Dental Of Wisconsin	145 	ABR Employment Services	88 
Ministry Health Care	144 	McCain Foods	80 
AIG	139 	ProMedica	68 
Marshfield Clinic	117 	Marshfield Clinic	63 

Business Size

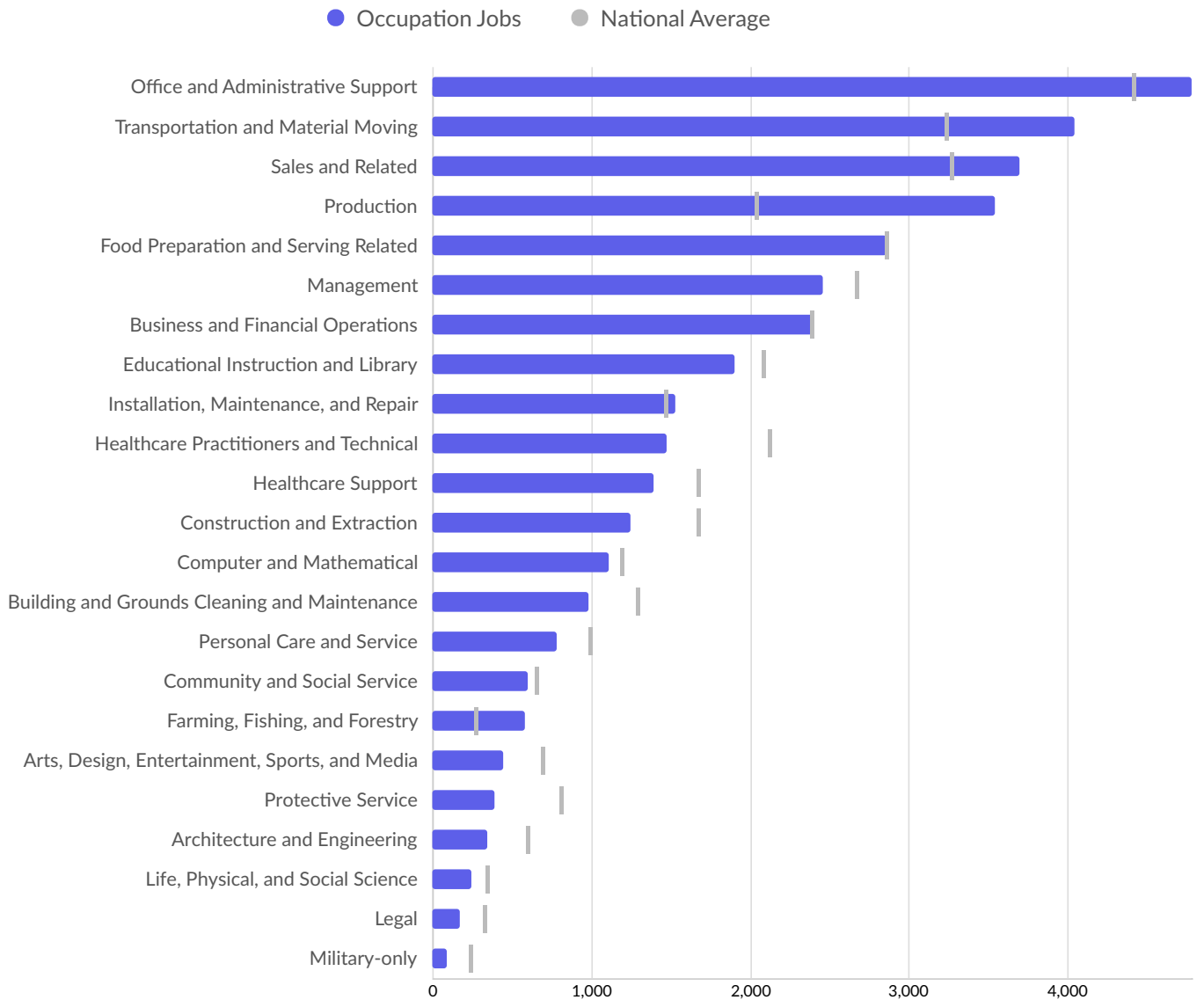


	Percentage	Business Count
● 1 to 4 employees	30.7%	873
● 5 to 9 employees	29.3%	832
● 10 to 19 employees	22.2%	631
● 20 to 49 employees	13.3%	377
● 50 to 99 employees	2.6%	74
● 100 to 249 employees	1.3%	36
● 250 to 499 employees	0.4%	10
● 500+ employees	0.2%	7

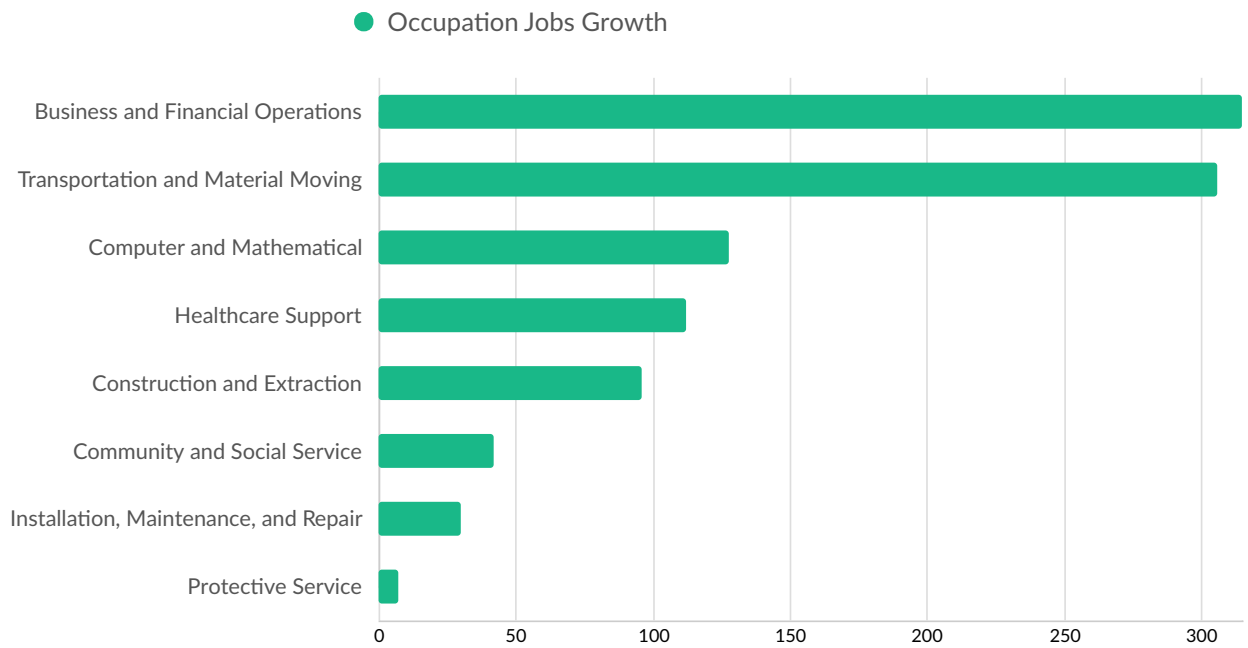
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

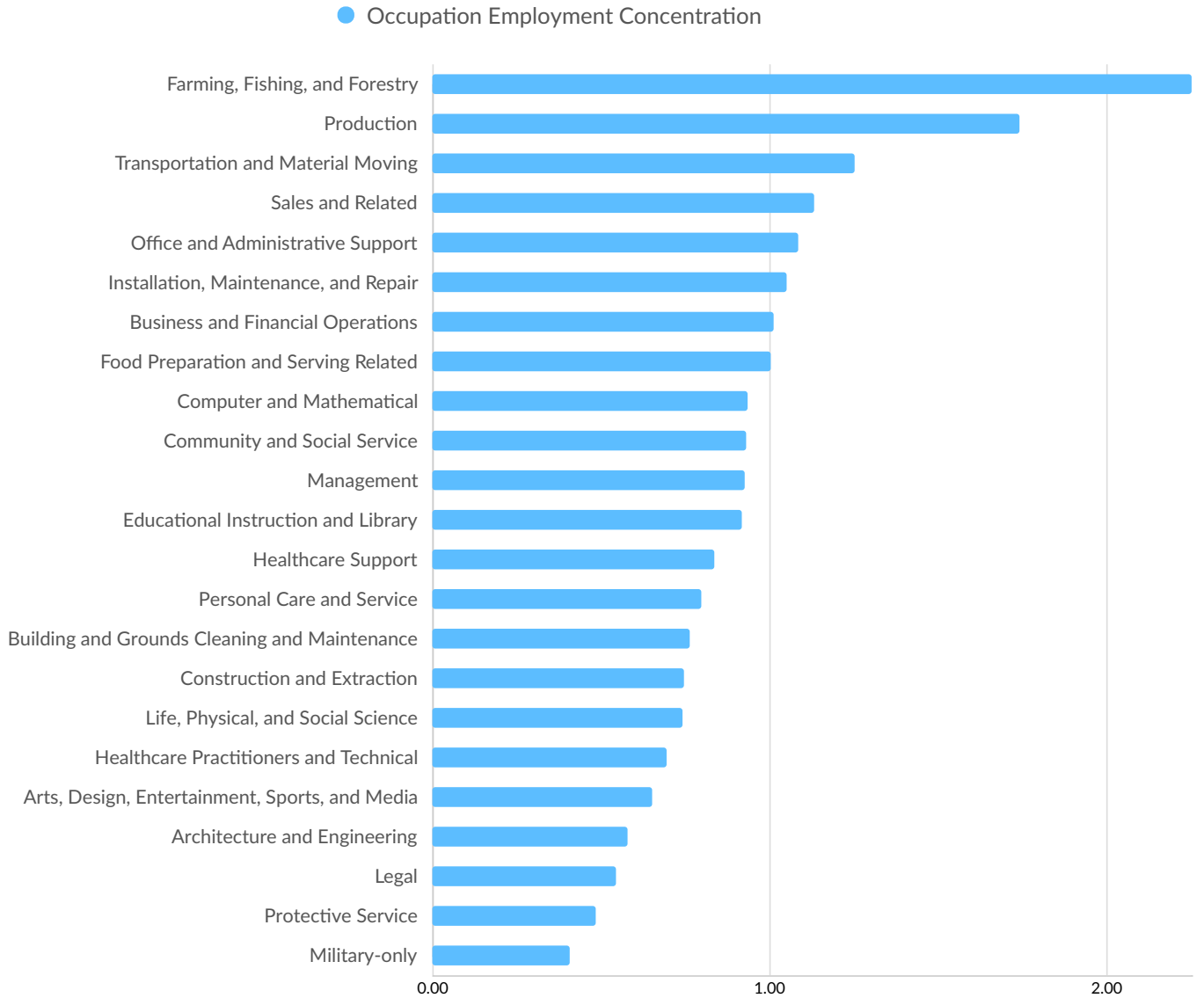
Largest Occupations



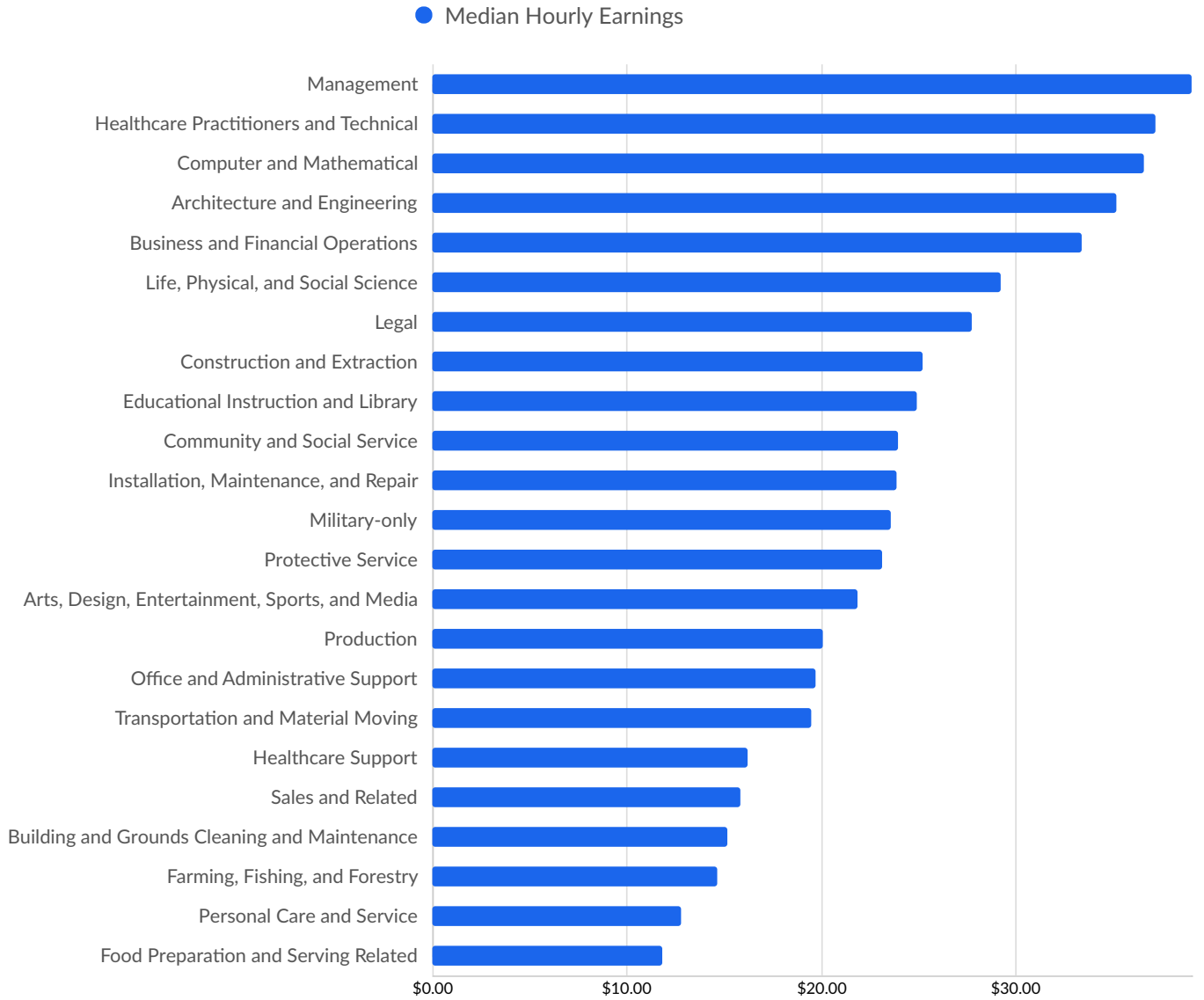
Top Growing Occupations



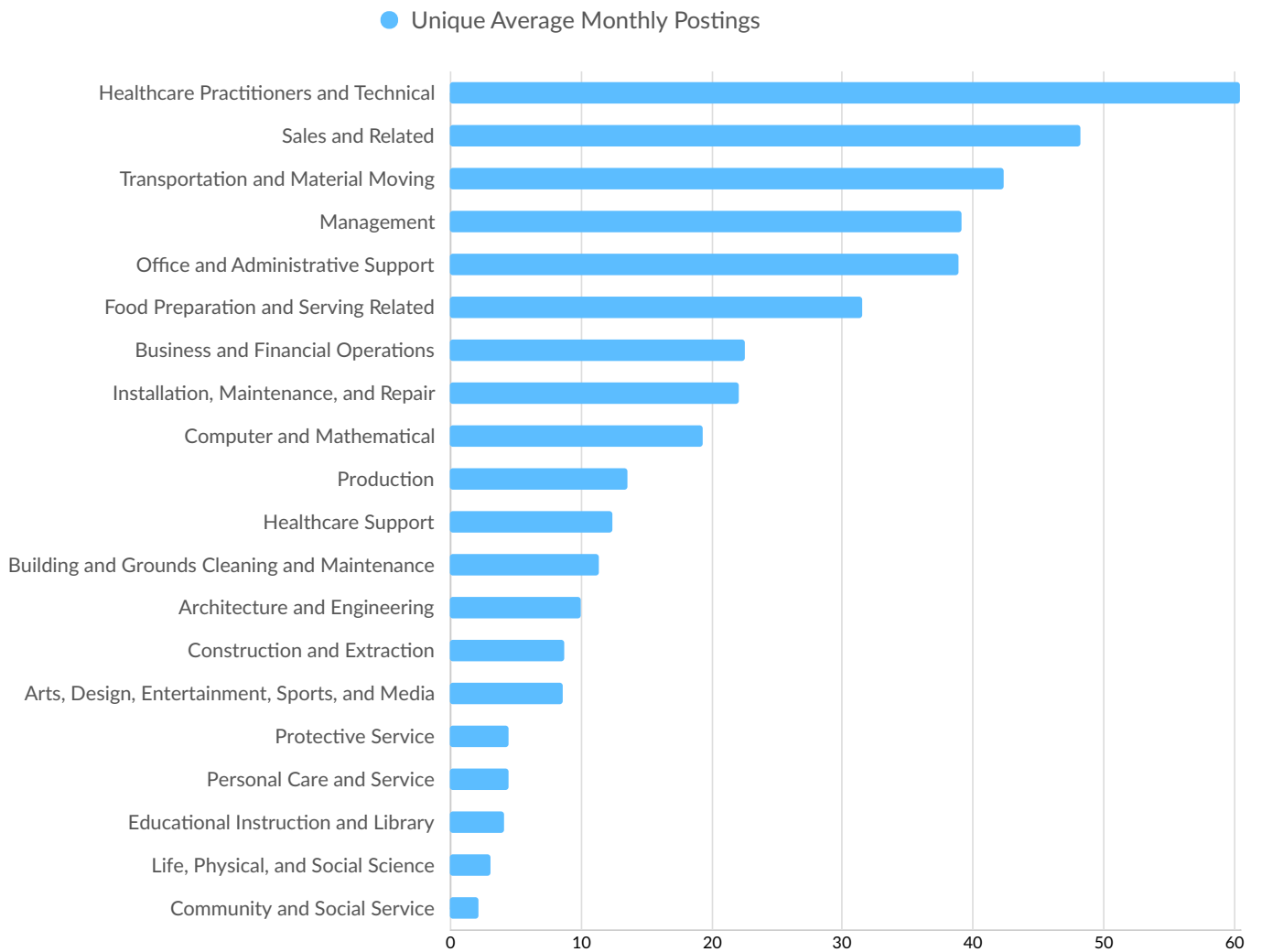
Top Occupation Employment Concentration



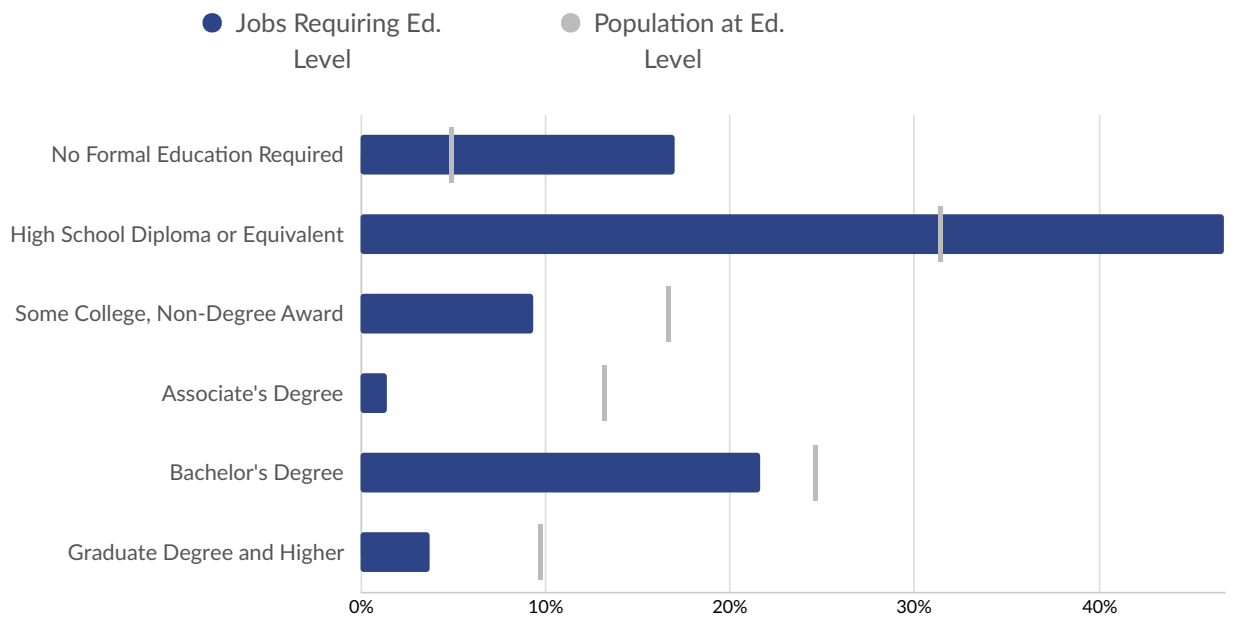
Top Occupation Earnings



Top Posted Occupations

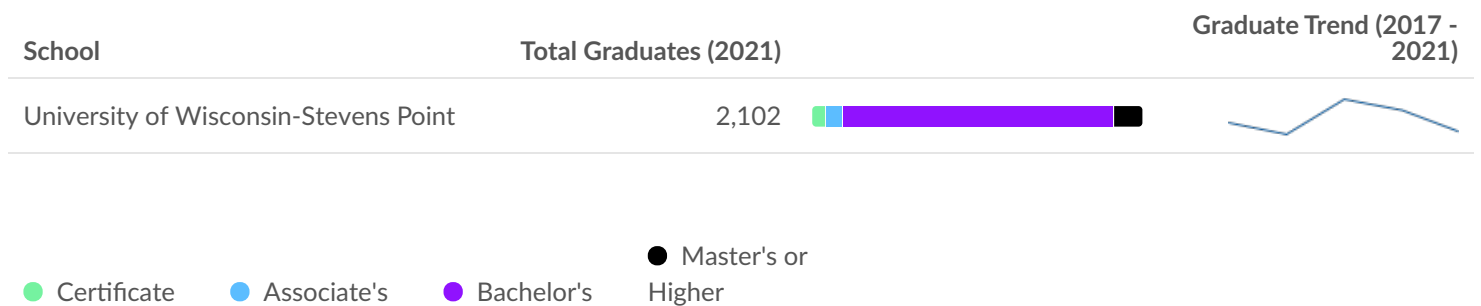


Underemployment



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

