



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

70,718

Population (2022)

Population **grew by 44** over the last 5 years but is projected to **decrease by 3,804** over the next 5 years.

37,316

Total Regional Employment

Jobs **decreased by 1,726** over the last 5 years but are projected to **grow by 622** over the next 5 years.

\$65.6K

Median Household Income (2021)

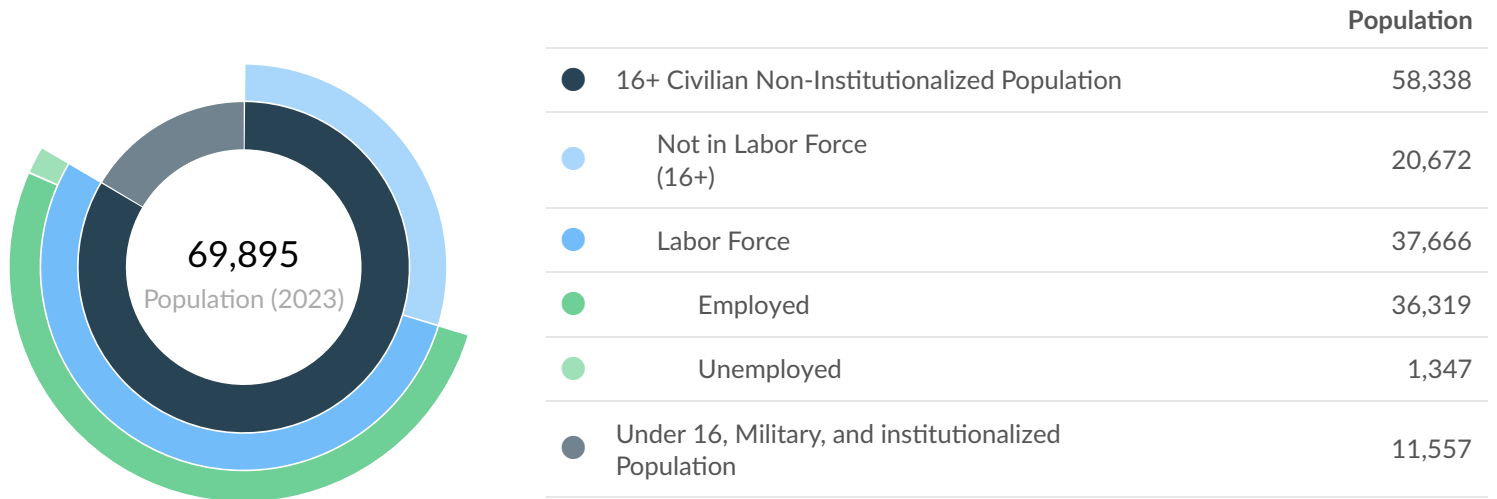
Median household income is **\$3.5K below** the national median household income of \$69.0K.

Takeaways

- As of 2022 the region's population **increased by 0.1%** since 2017, growing by 44. Population is expected to **decrease by 5.4%** between 2022 and 2027, losing 3,804.
- From 2017 to 2022, jobs **declined by 4.4%** in Portage County, WI from 39,042 to **37,316**. This change **fell short of the national growth rate of 3.8% by 8.2%**. As the number of jobs declined, the **labor force participation rate decreased from 66.3% to 63.5% 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 **13.1% 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.

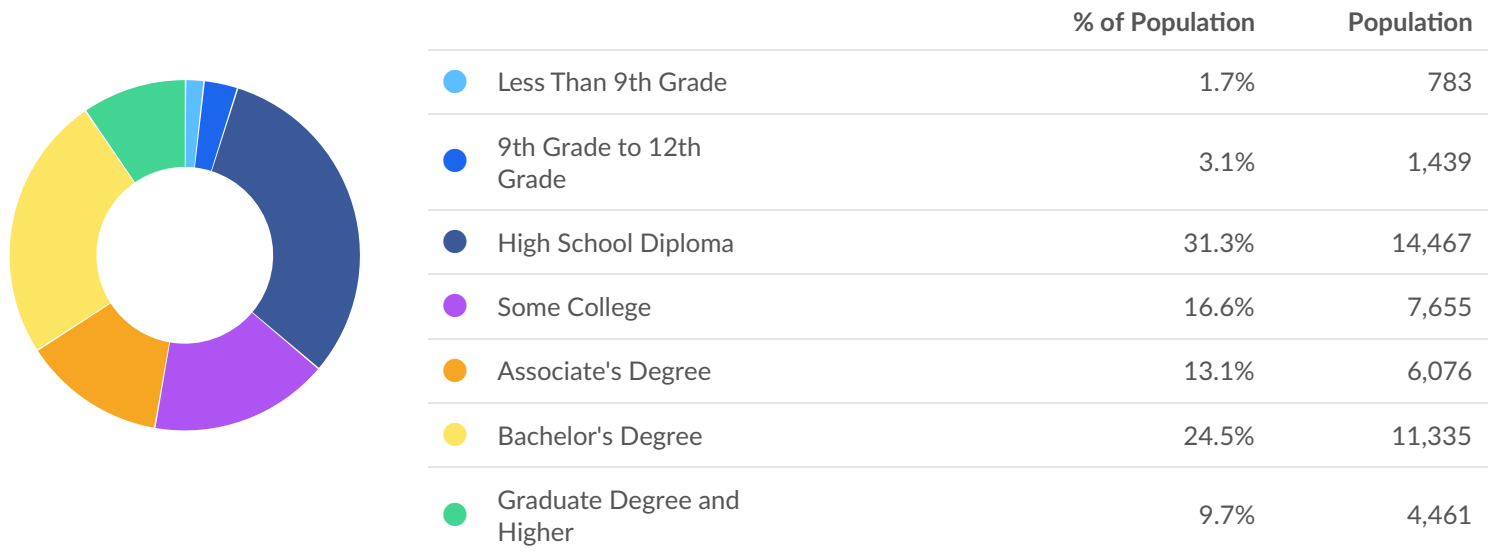
	Population (2023)	Labor Force (Aug 2023)	Jobs (2022)	Cost of Living	GRP	Imports	Exports
Region	69,895	37,666	37,316	99.5	\$4.60B	\$5.98B	\$5.64B
State	5,921,135	3,169,909	3,180,133	100.2	\$392.50B	\$356.36B	\$386.63B

Aug 2023 Labor Force Breakdown



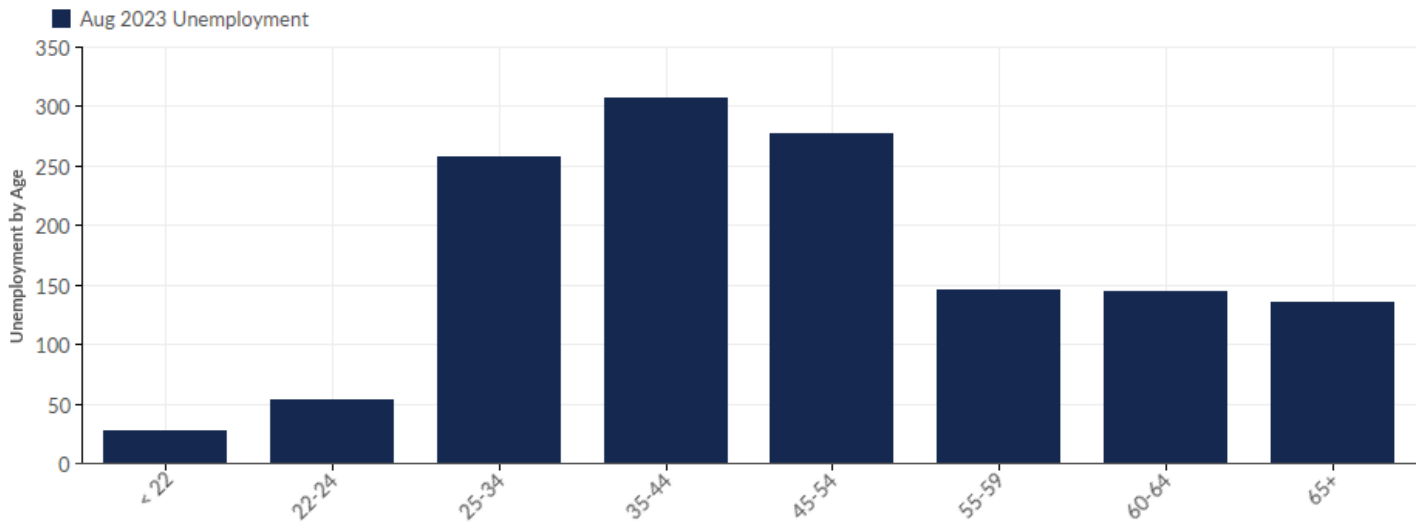
Educational Attainment

Concerning educational attainment, **24.5% of Portage County, WI residents possess a Bachelor's Degree** (3.7% above the national average), and **13.1% hold an Associate's Degree** (4.3% above the national average).



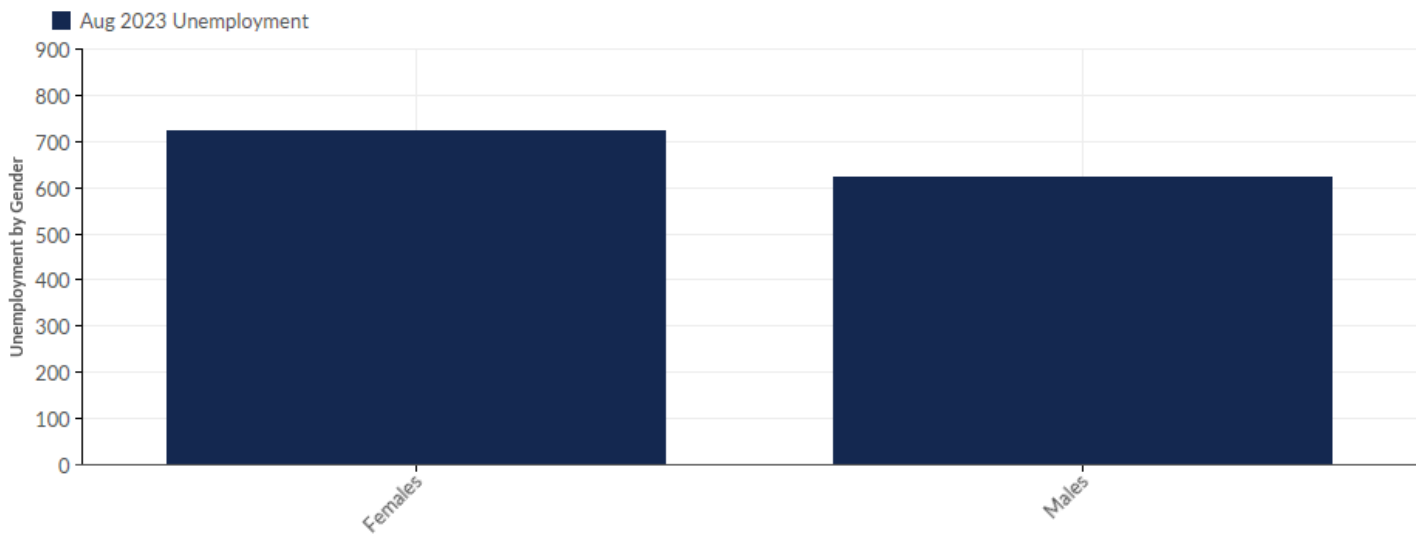
Unemployment by Demographics

Unemployment by Age



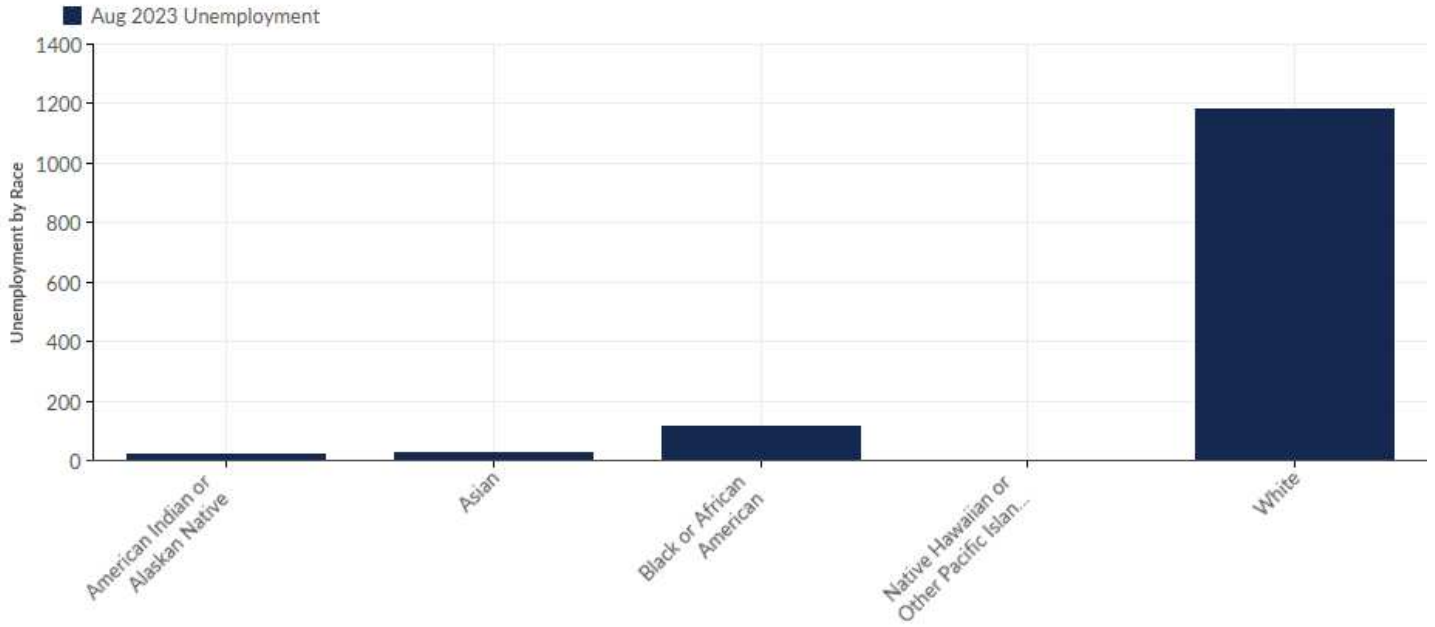
Age	Unemployment (Aug 2023)	% of Unemployed
< 22	28	2.08%
22-24	53	3.93%
25-34	258	19.15%
35-44	307	22.79%
45-54	277	20.56%
55-59	145	10.76%
60-64	144	10.69%
65+	135	10.02%
Total	1,347	100.00%

Unemployment by Gender



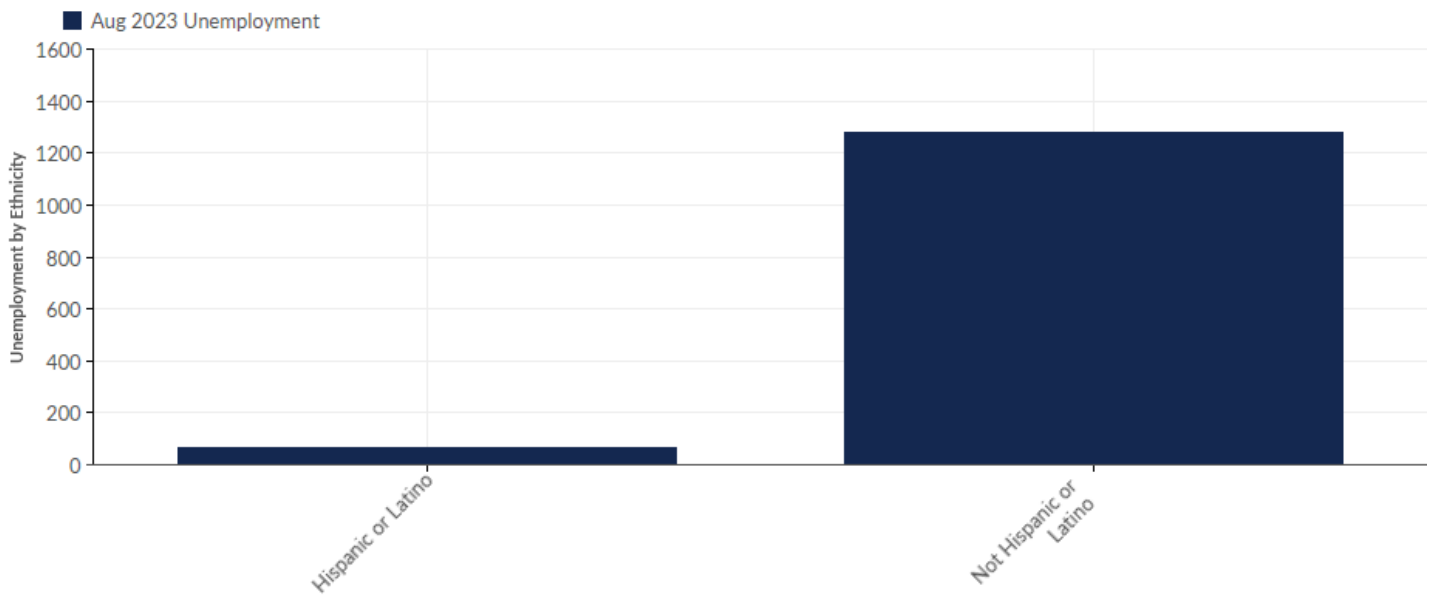
Gender	Unemployment (Aug 2023)	% of Unemployed
Females	723	53.67%
Males	624	46.33%
Total	1,347	100.00%

Unemployment by Race



Race	Unemployment (Aug 2023)	% of Unemployed
American Indian or Alaskan Native	23	1.71%
Asian	25	1.86%
Black or African American	113	8.39%
Native Hawaiian or Other Pacific Islander	2	0.15%
White	1,184	87.90%
Total	1,347	100.00%

Unemployment by Ethnicity

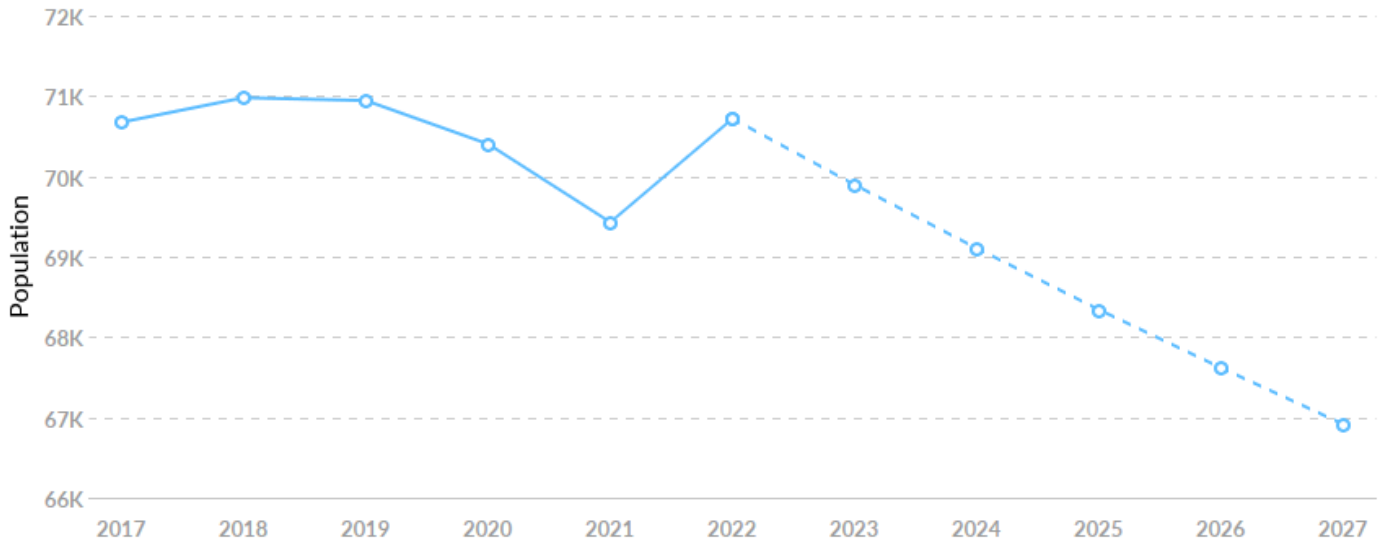


Ethnicity	Unemployment (Aug 2023)	% of Unemployed
Hispanic or Latino	67	4.97%
Not Hispanic or Latino	1,280	95.03%
Total	1,347	100.00%

Historic & Projected Trends

Population Trends

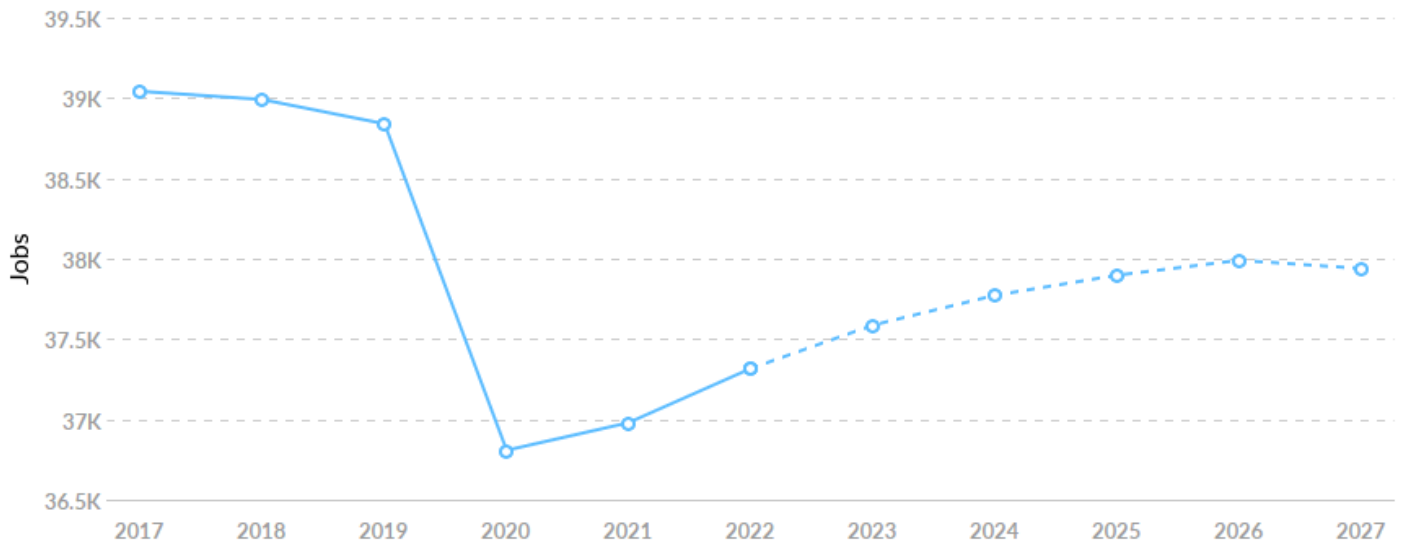
As of 2022 the region's population **increased by 0.1%** since 2017, growing by 44. Population is expected to **decrease by 5.4%** between 2022 and 2027, losing 3,804.



Timeframe	Population
2017	70,674
2018	70,979
2019	70,943
2020	70,402
2021	69,429
2022	70,718
2023	69,895
2024	69,104
2025	68,340
2026	67,616
2027	66,914

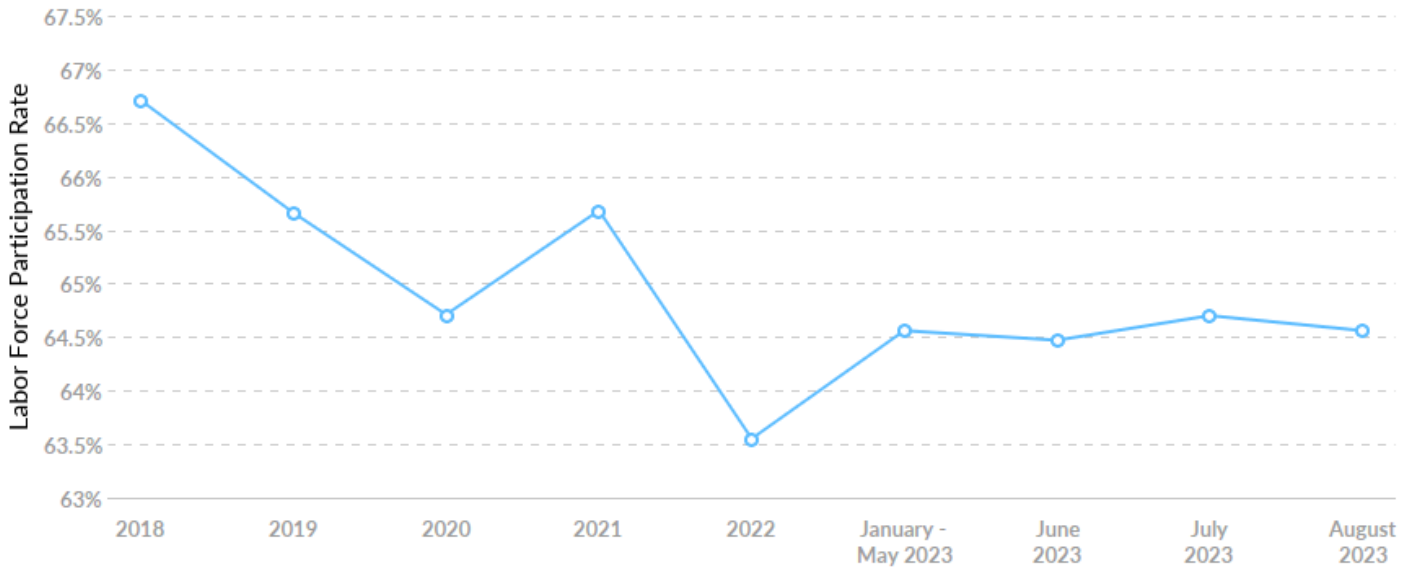
Job Trends

From 2017 to 2022, jobs declined by 4.4% in Portage County, WI from 39,042 to 37,316. This change fell short of the national growth rate of 3.8% by 8.2%.



Timeframe	Jobs
2017	39,042
2018	38,991
2019	38,840
2020	36,807
2021	36,979
2022	37,316
2023	37,586
2024	37,772
2025	37,897
2026	37,990
2027	37,939

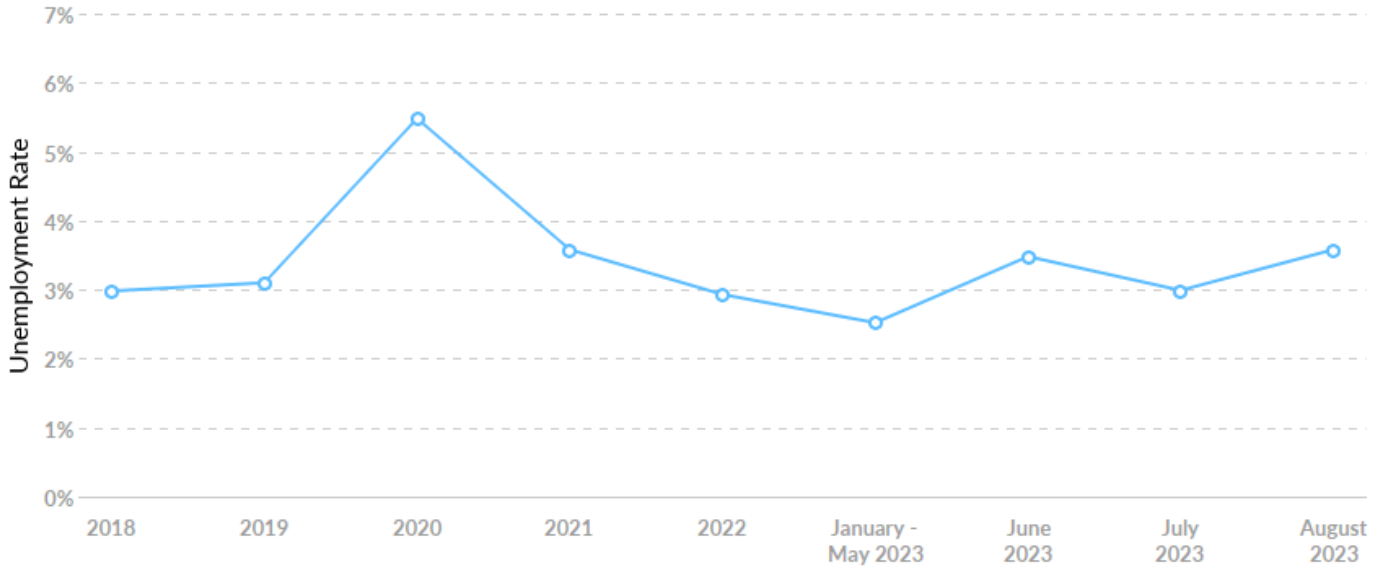
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.71%
2019	65.66%
2020	64.71%
2021	65.68%
2022	63.55%
January - May 2023	64.56%
June 2023	64.47%
July 2023	64.70%
August 2023	64.56%

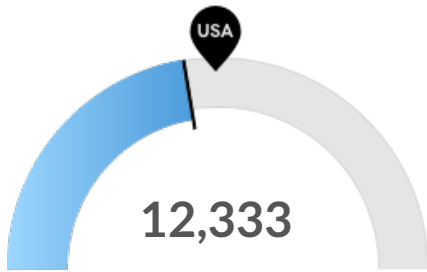
Unemployment Rate Trends

Portage County, WI had an August 2023 unemployment rate of 3.58%, **increasing from 2.98%** 5 years before.



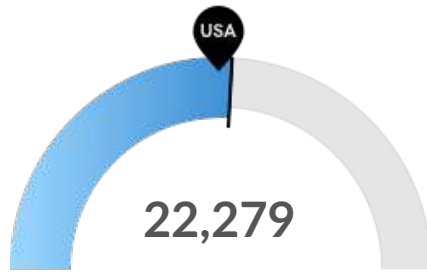
Timeframe	Unemployment Rate
2018	2.98%
2019	3.10%
2020	5.48%
2021	3.58%
2022	2.93%
January - May 2023	2.52%
June 2023	3.48%
July 2023	2.99%
August 2023	3.58%

Population Characteristics



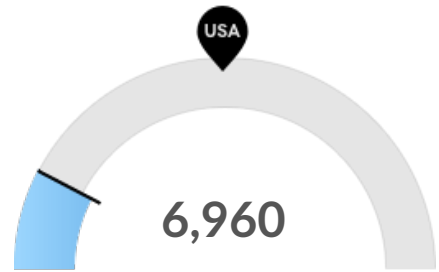
Millennials

Portage County, WI has 12,333 millennials (ages 25-39). The national average for an area this size is 14,379.



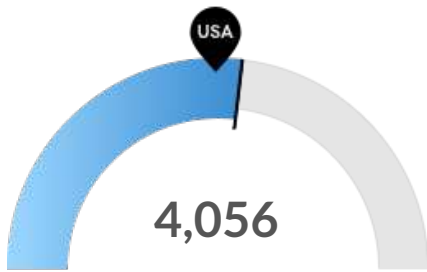
Retiring Soon

Retirement risk is about average in Portage County, WI. The national average for an area this size is 21,193 people 55 or older, while there are 22,279 here.



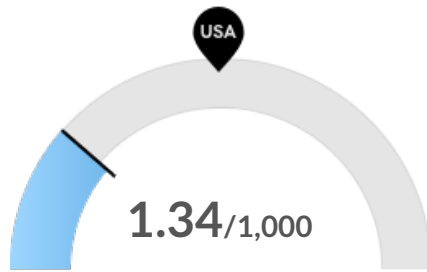
Racial Diversity

Racial diversity is low in Portage County, WI. The national average for an area this size is 29,082 racially diverse people, while there are 6,960 here.



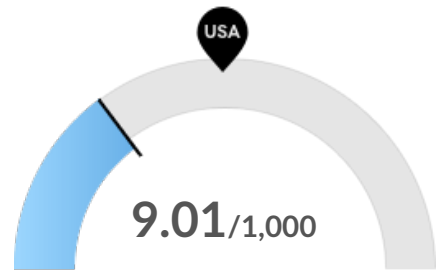
Veterans

Portage County, WI has 4,056 veterans. The national average for an area this size is 3,645.



Violent Crime

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

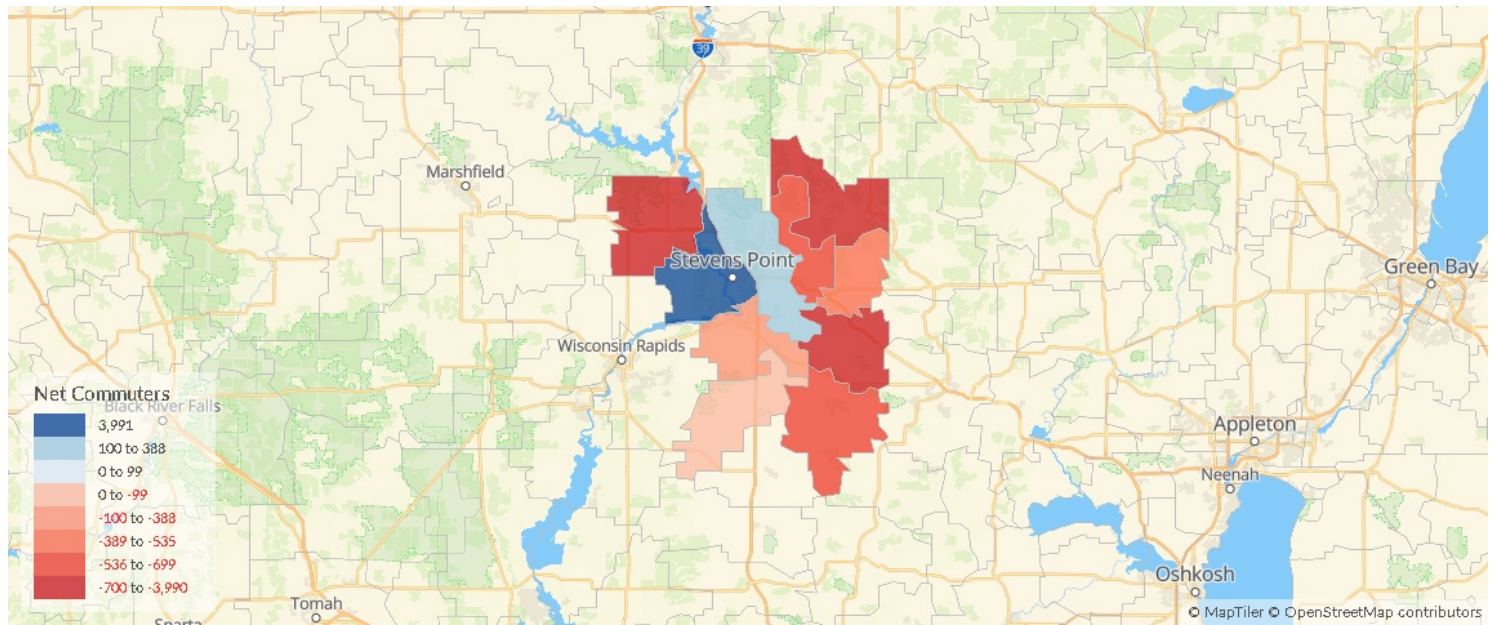


Property Crime

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...	18,050
54467	Plover, WI (in Portage c...	8,244
54482	Stevens Point, WI (in Po...	5,090
54406	Amherst, WI (in Portage...	1,428
54921	Bancroft, WI (in Portage...	906

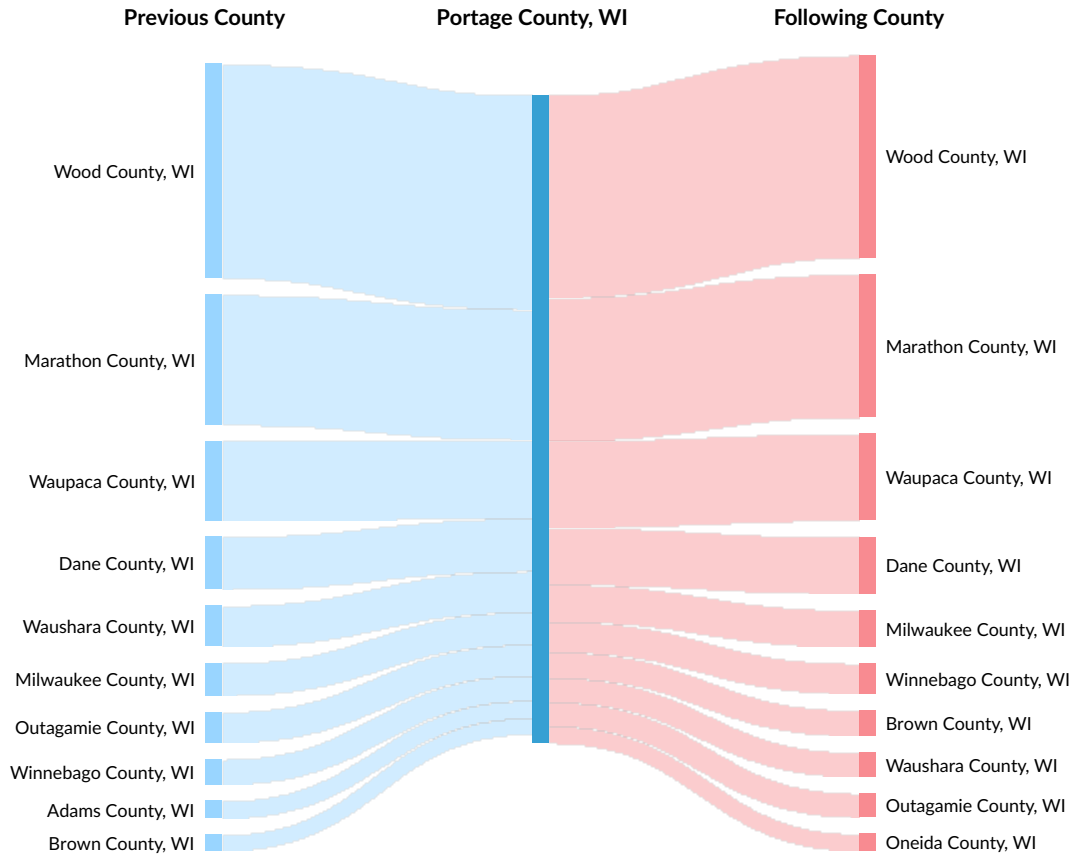
Where Talent Lives

ZIP	Name	2022 Workers
54481	Stevens Point, WI (in Po...	14,059
54467	Plover, WI (in Portage c...	8,344
54482	Stevens Point, WI (in Po...	4,907
54406	Amherst, WI (in Portage...	2,265
54473	Rosholt, WI (in Portage ...	1,545

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.

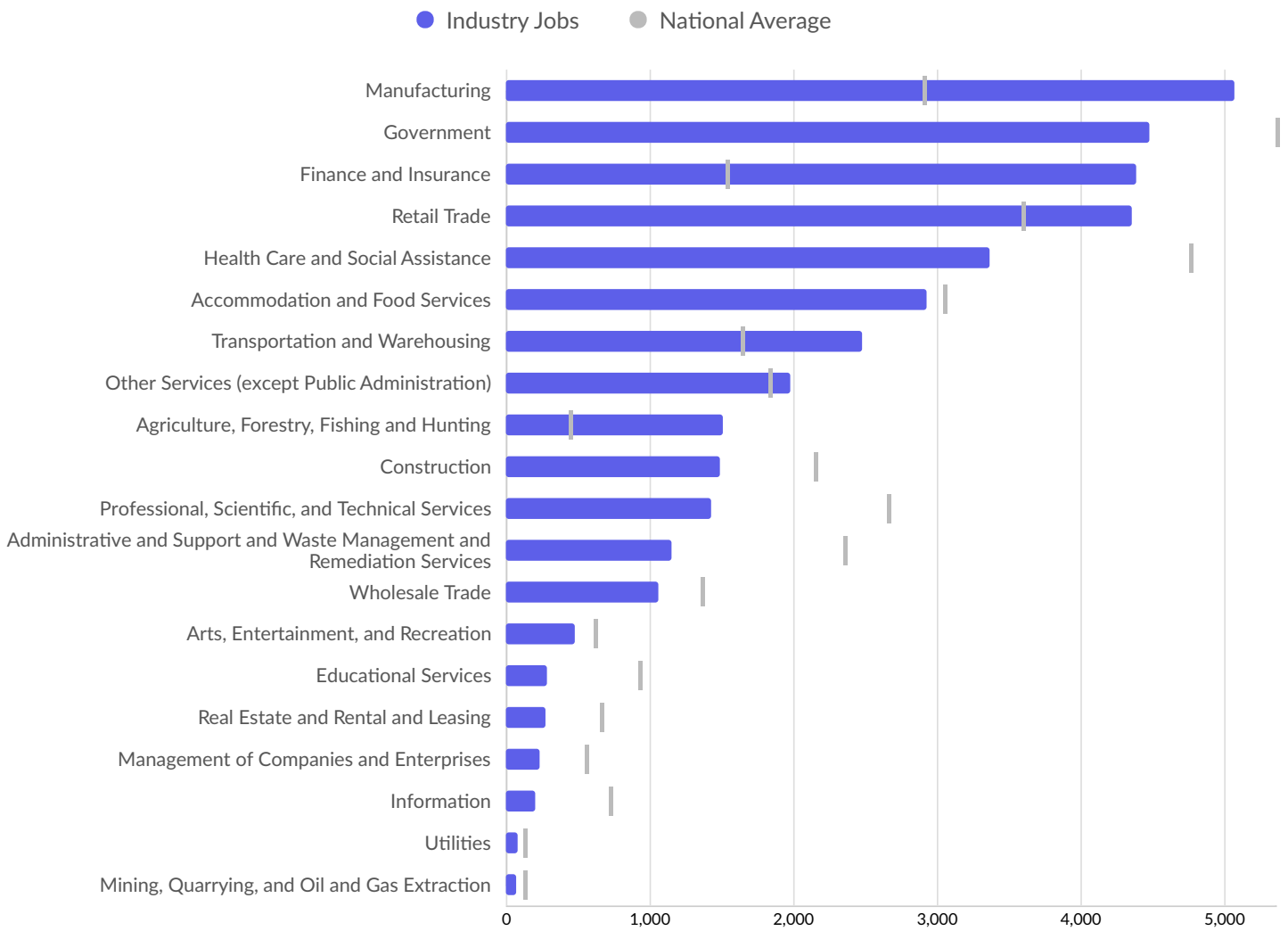


Top Previous Counties	Migrations
Wood County, WI	478
Marathon County, WI	290
Waupaca County, WI	176
Dane County, WI	117
Waushara County, WI	91
Milwaukee County, WI	72

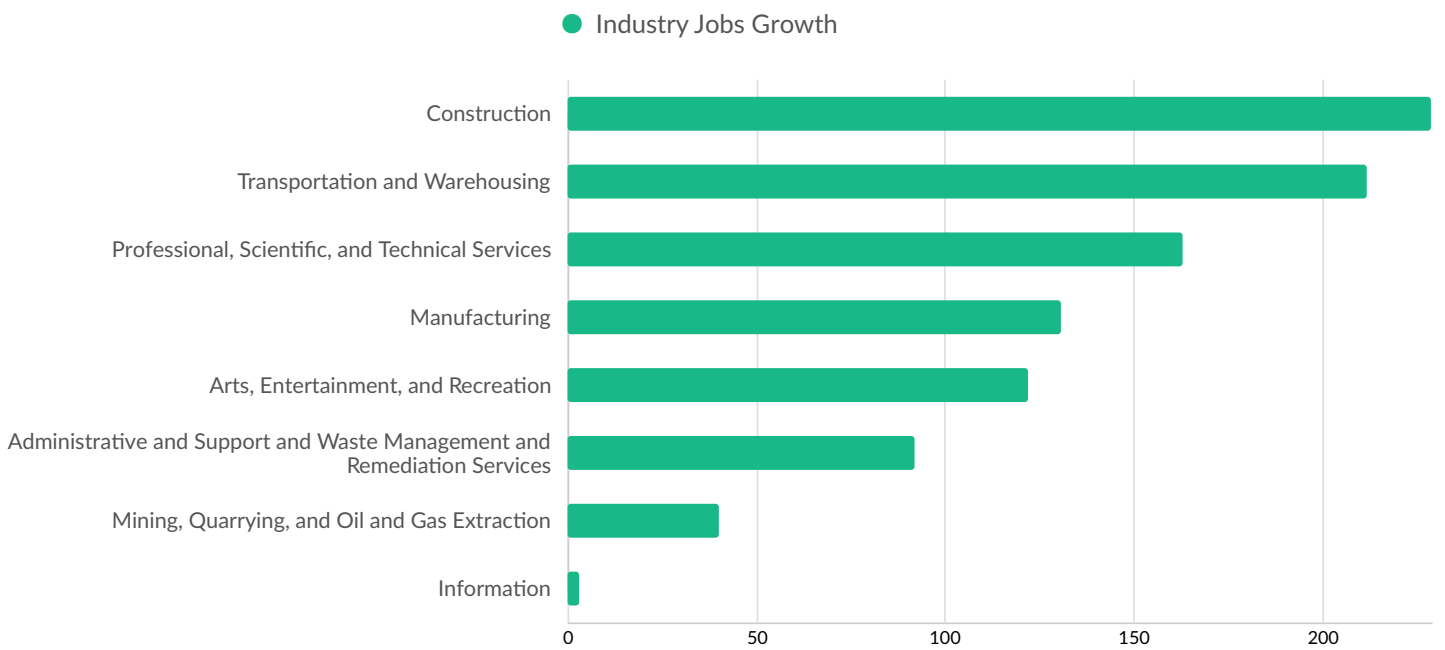
Top Previous Counties	Migrations
Outagamie County, WI	69
Winnebago County, WI	56
Adams County, WI	39
Brown County, WI	36
Waukesha County, WI	31
Cook County, IL	30
Racine County, WI	30
Hennepin County, MN	27
Oneida County, WI	26
Top Following Counties	Migrations
Wood County, WI	453
Marathon County, WI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

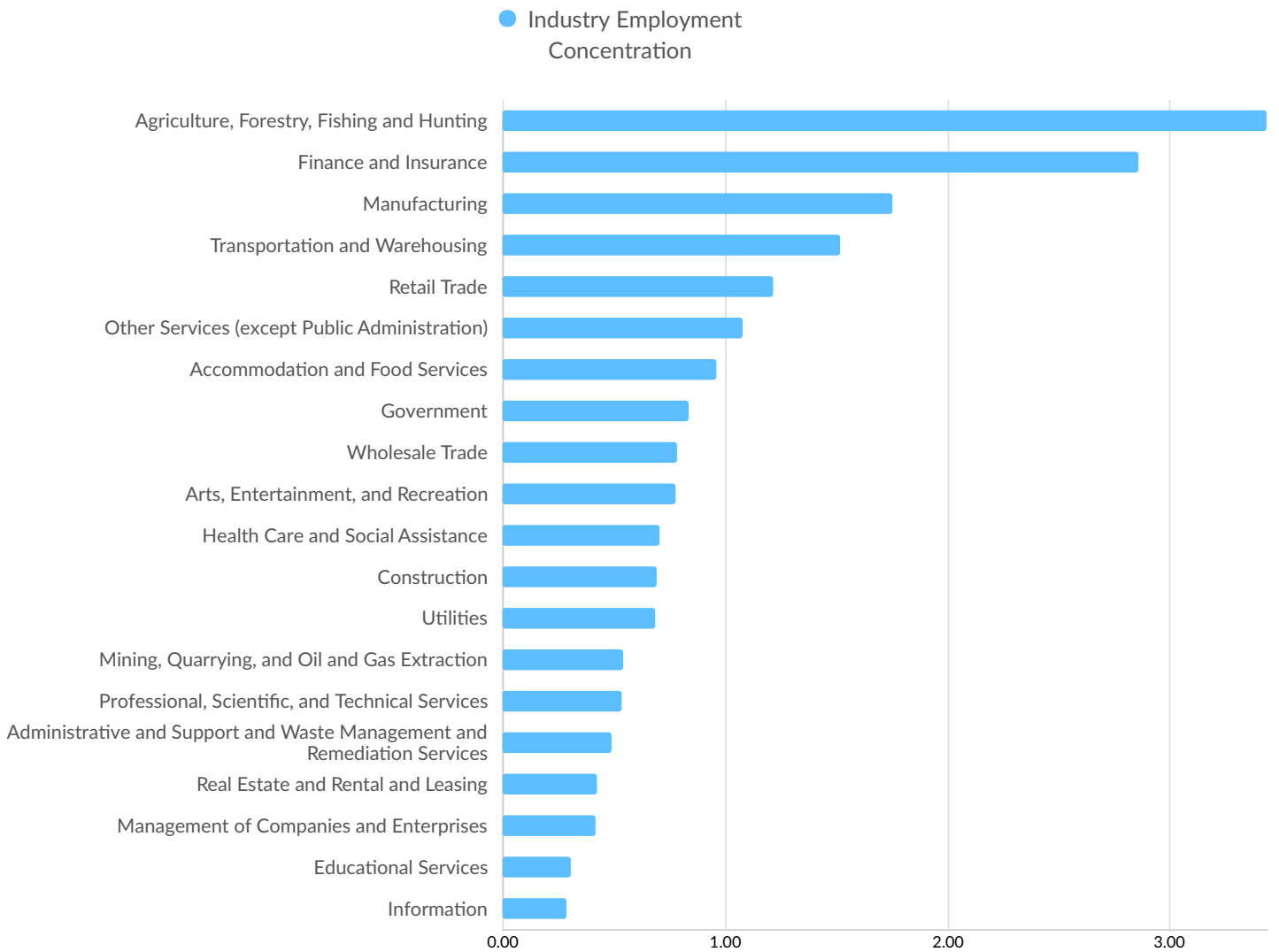
Largest Industries



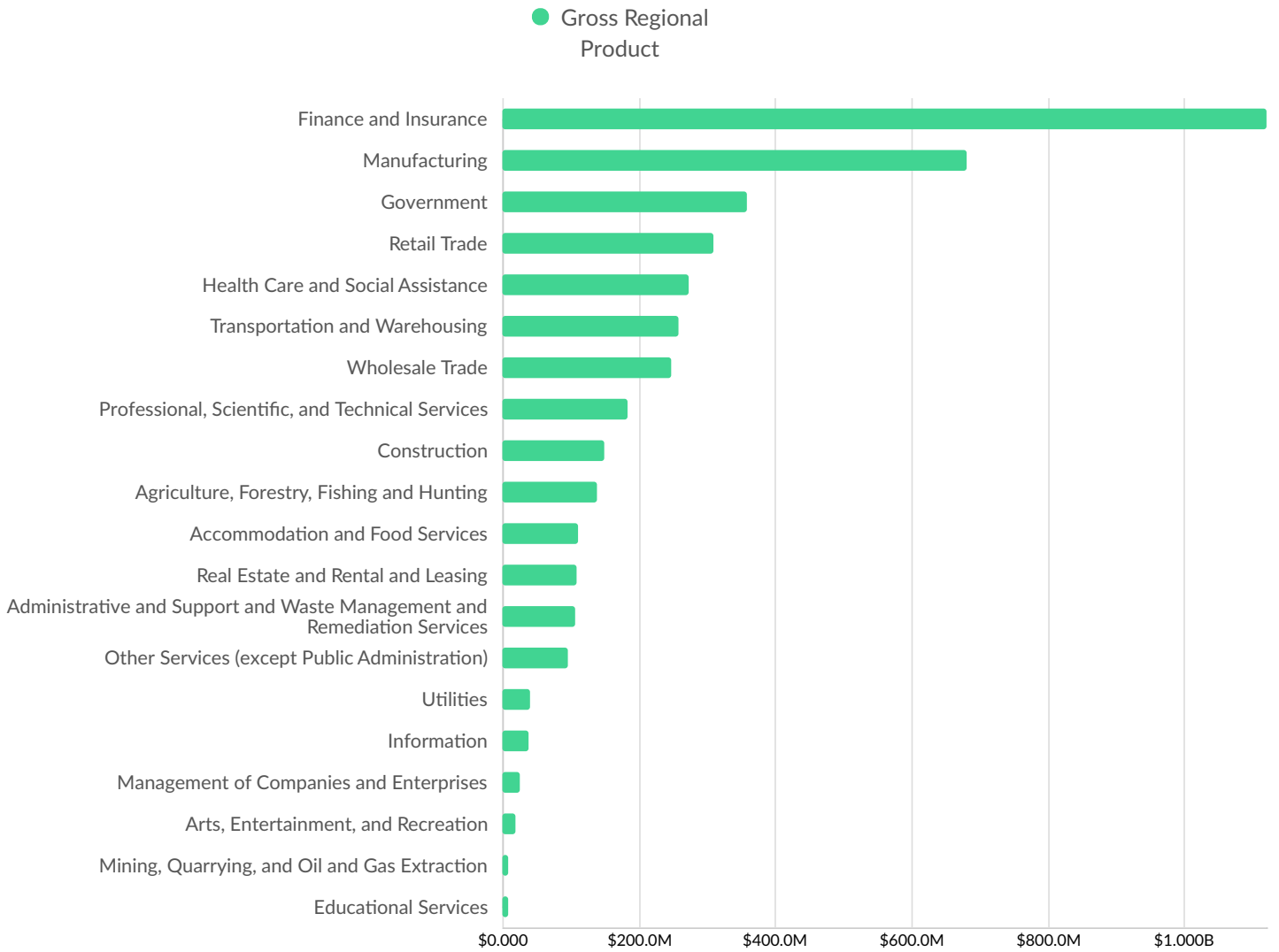
Top Growing Industries



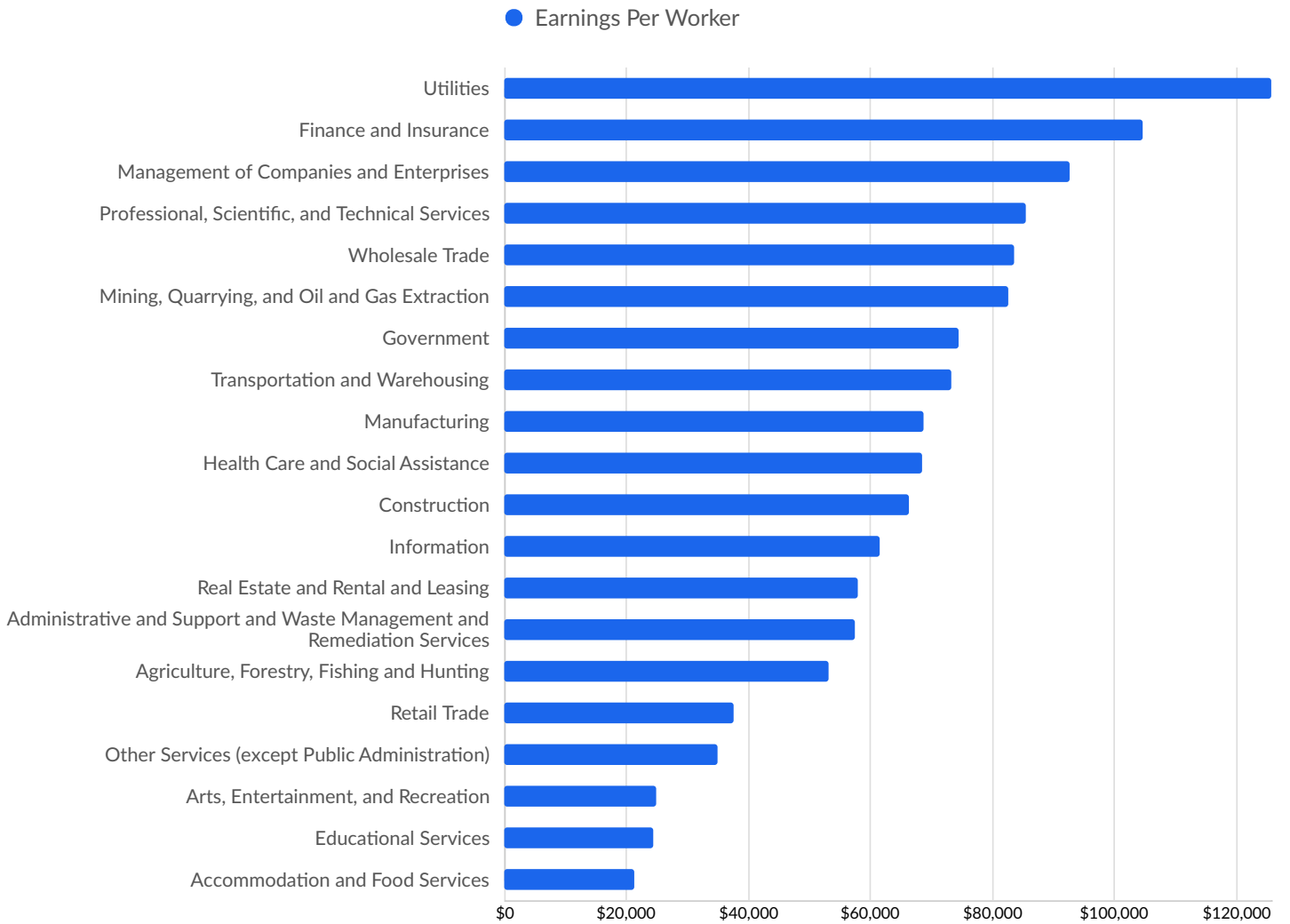
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



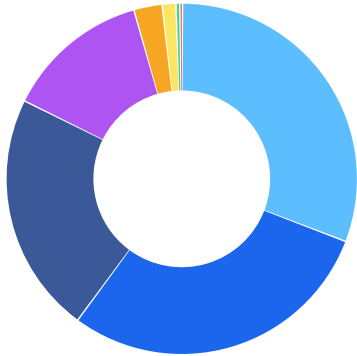
Business Characteristics

6,257 Companies Employ Your Workers

Online profiles for your workers mention 6,257 companies as employers, with the top 10 appearing below. In the last 12 months, 626 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Sentry	1,334 	Sentry Insurance	534 
University of Wisconsin System	1,333 	Aspirus	252 
Stevens Point Area Public Schoo...	332 	University of Wisconsin System	155 
Skyward	320 	Flex-Staff	111 
Aspirus	201 	Aimbridge Hospitality	95 
Associated Bank	169 	ABR Employment Services	89 
Ministry Health Care	155 	McCain Foods	86 
Delta Dental Of Wisconsin	153 	ProMedica	67 
AIG	148 	Fleet Farm	63 
Marshfield Clinic	139 	Marshfield Clinic	59 

Business Size

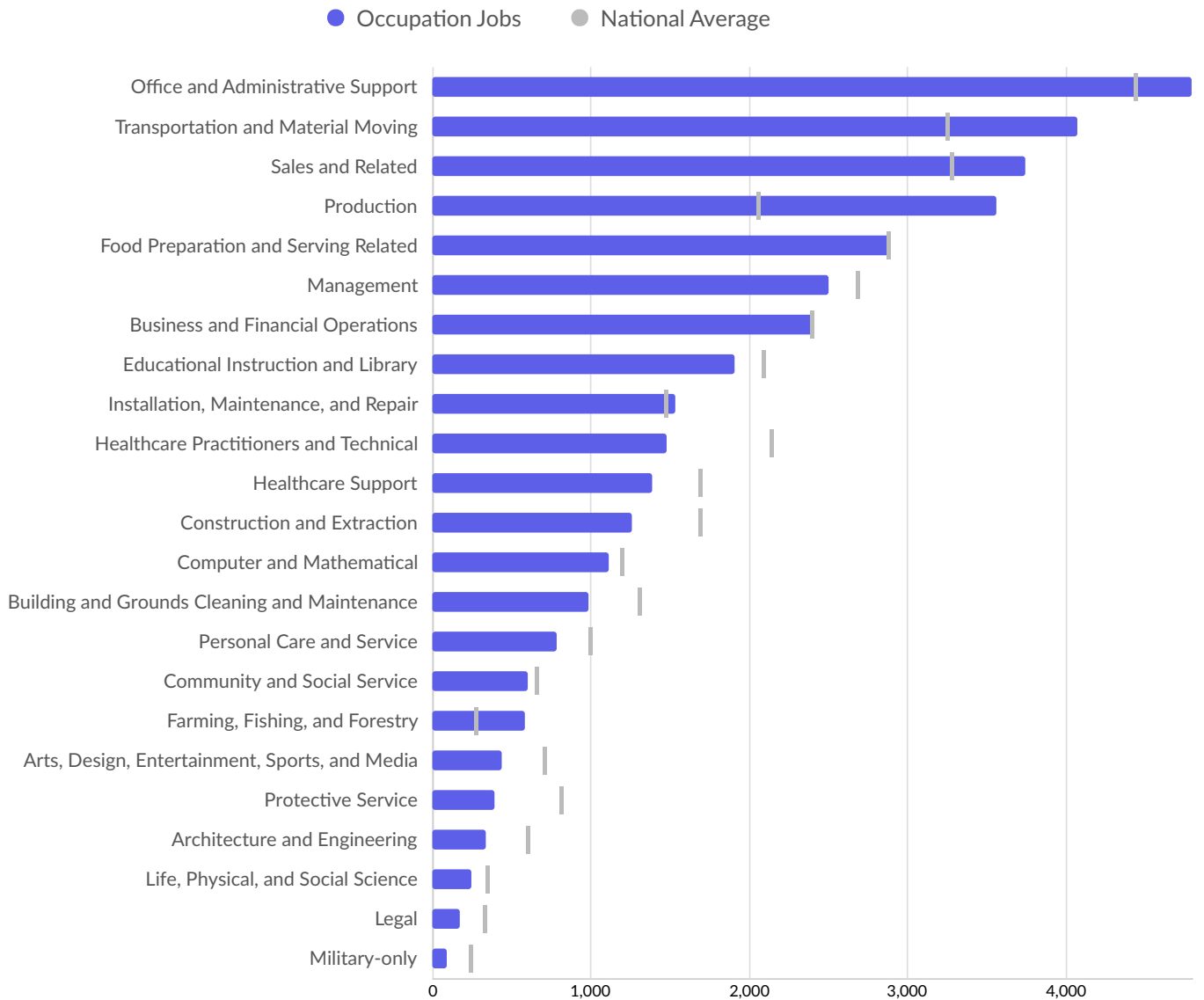


	Percentage	Business Count
● 1 to 4 employees	30.7%	873
● 5 to 9 employees	29.3%	832
● 10 to 19 employees	22.2%	631
● 20 to 49 employees	13.3%	377
● 50 to 99 employees	2.6%	74
● 100 to 249 employees	1.3%	36
● 250 to 499 employees	0.4%	10
● 500+ employees	0.2%	7

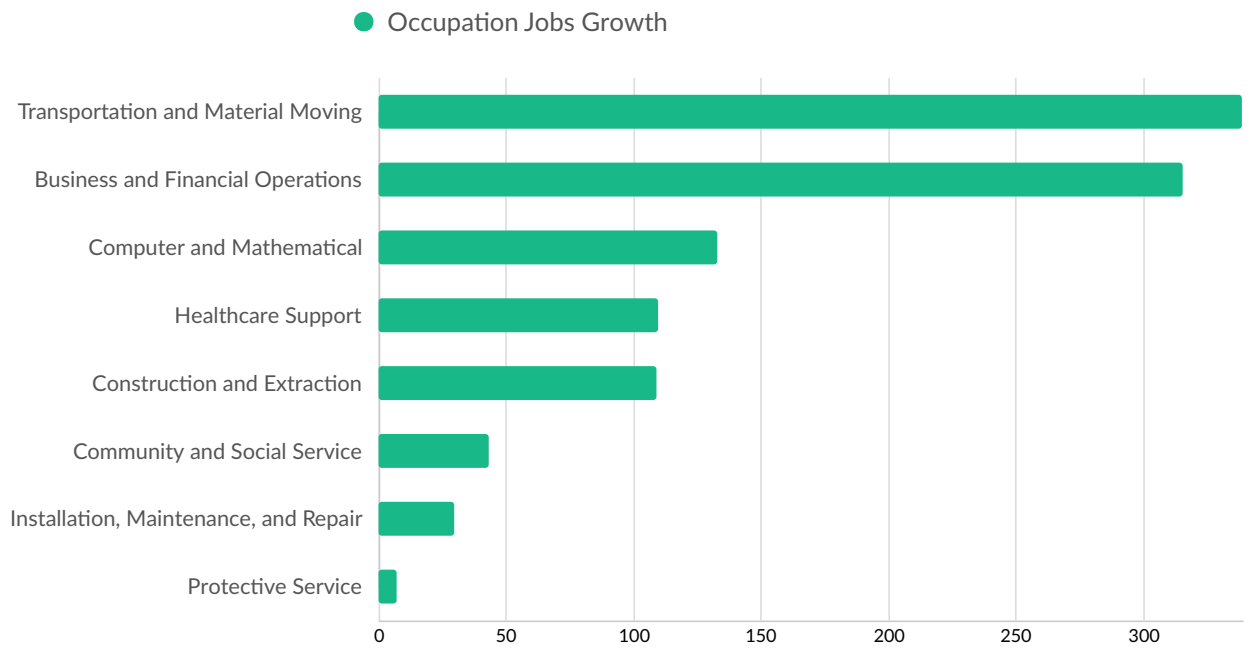
**Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on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

Workforce Characteristics

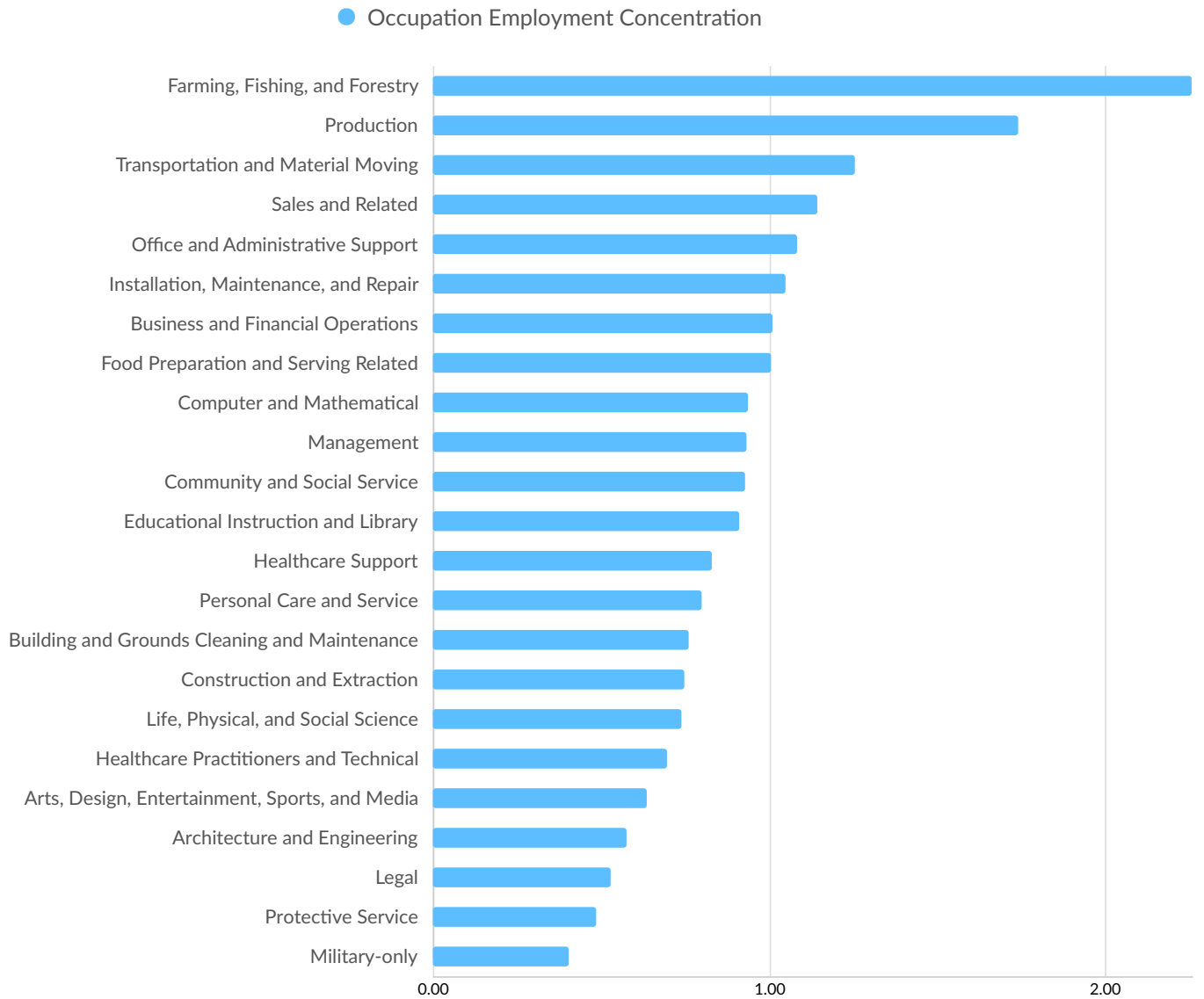
Largest Occupations



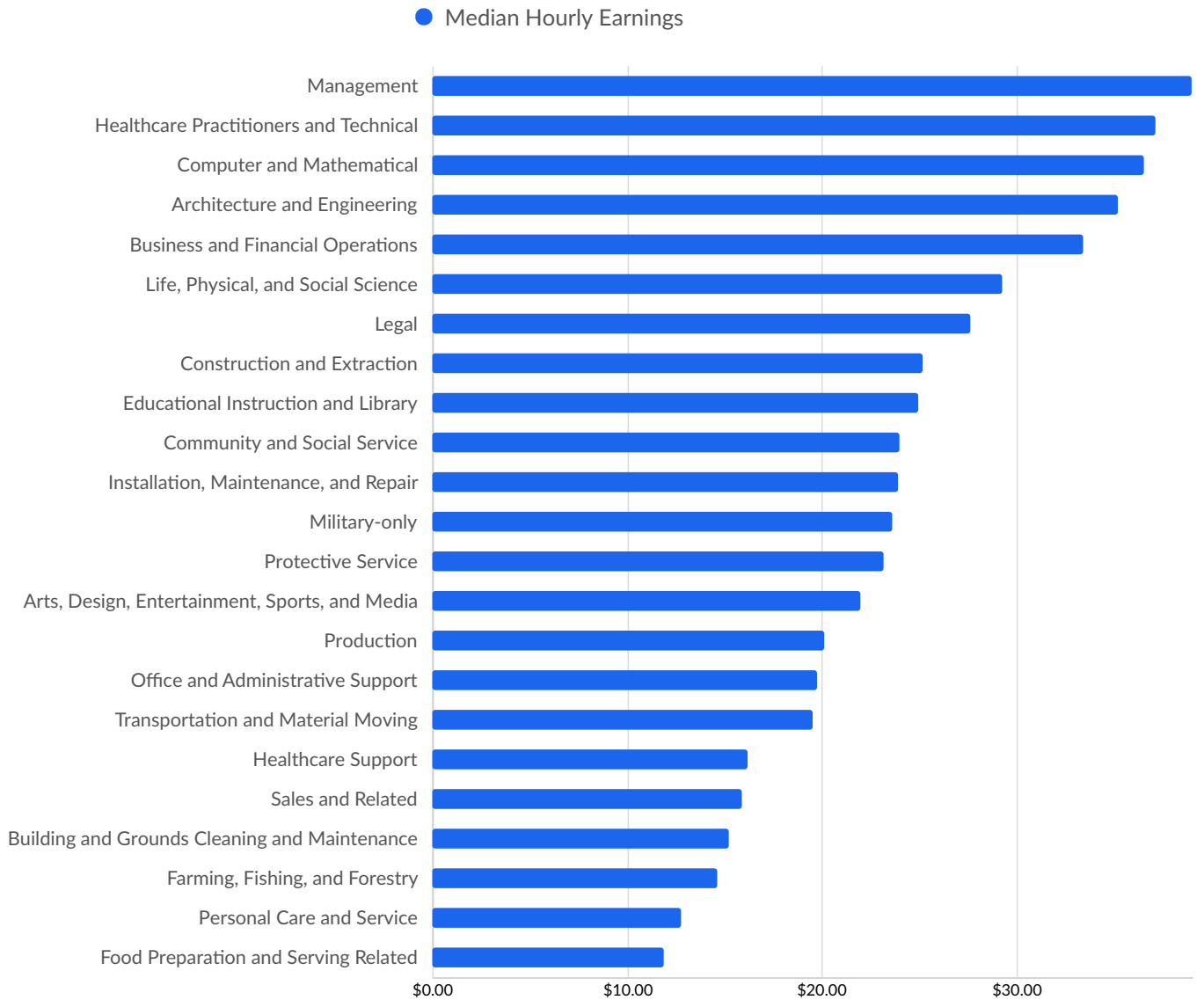
Top Growing Occupations



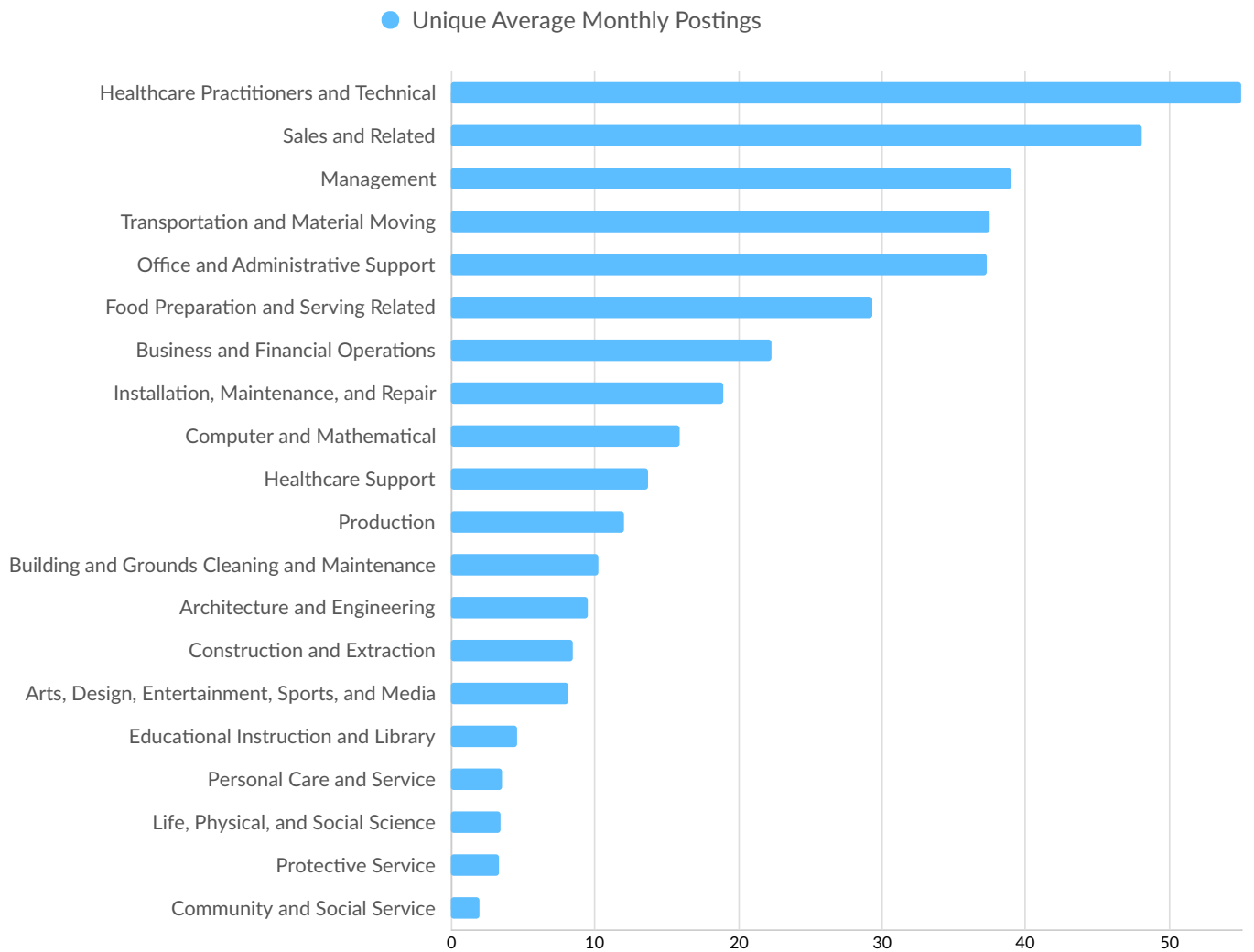
Top Occupation Employment Concentration



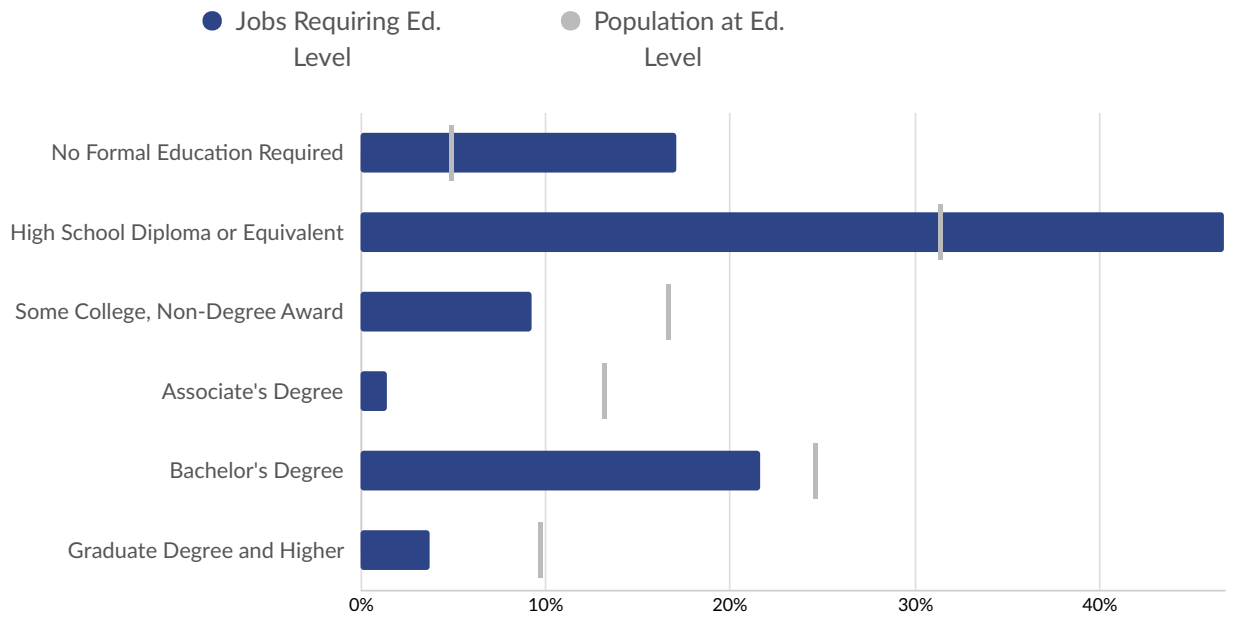
Top Occupation Earnings



Top Posted Occupations

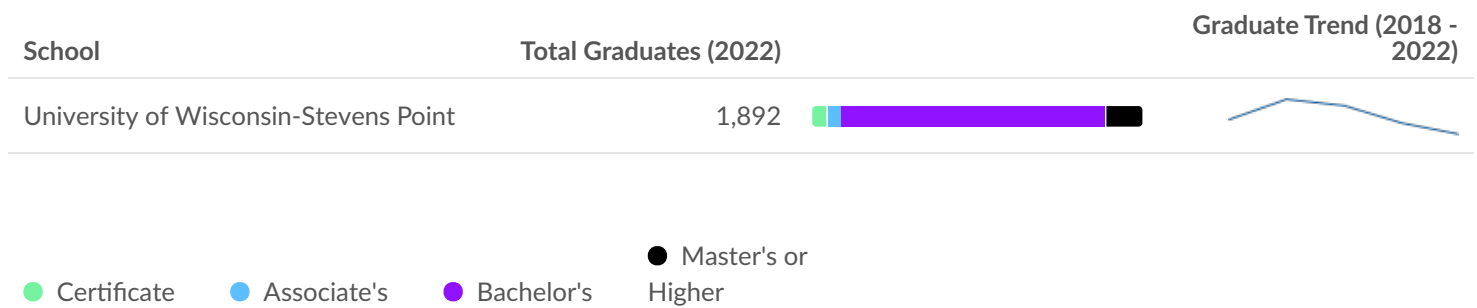


Underemployment



Educational Pipeline

In 2022, there were 1,892 graduates in Portage County, WI. This pipeline has shrunk by 9% over the last 5 years. The highest share of these graduates come from "Business Administration and Management, General" (Bachelor's), "Liberal Arts and Sciences, General Studies and Humanities, Other" (Associate's), and "Biology/Biological Sciences, General" (Bachelor's).



In-Demand Skills

