



Portage County, WI

North Central Wisconsin Regional Planning Commission



210 McClellan Street, Suite 210
Wausau, Wisconsin 54403

Contents

Report Parameters	1
Economy Overview	2
Unemployment by Demographics	4
Historic & Projected Trends	8
Population Characteristics	12
Inbound and Outbound Migration	14
Industry Characteristics	16
Business Characteristics	21
Workforce Characteristics	23
Educational Pipeline	29
In-Demand Skills	30

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

69,895

Population (2023)

Population **decreased by 1,084** over the last 5 years and is projected to **decrease by 3,653** over the next 5 years.

37,724

Total Regional Employment

Jobs **decreased by 1,266** over the last 5 years but are projected to **grow by 343** 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 2023 the region's population **declined by 1.5%** since 2018, falling by 1,084. Population is expected to **decrease by 5.2%** between 2023 and 2028, losing 3,653.
- From 2018 to 2023, jobs **declined by 3.2%** in Portage County, WI from 38,991 to **37,724**. This change **fell short of the national growth rate of 3.6% by 6.8%**. As the number of jobs declined, the **labor force participation rate decreased from 67.0% to 66.1% between 2018 and 2023**.
- Concerning educational attainment, **25.1% of Portage County, WI residents possess a Bachelor's Degree** (4.0% above the national average), and **13.6% hold an Associate's Degree** (4.7% above the national average).
- The top three industries in 2023 are Insurance Carriers, Restaurants and Other Eating Places, and Fruit and Vegetable Preserving and Specialty Food Manufacturing.

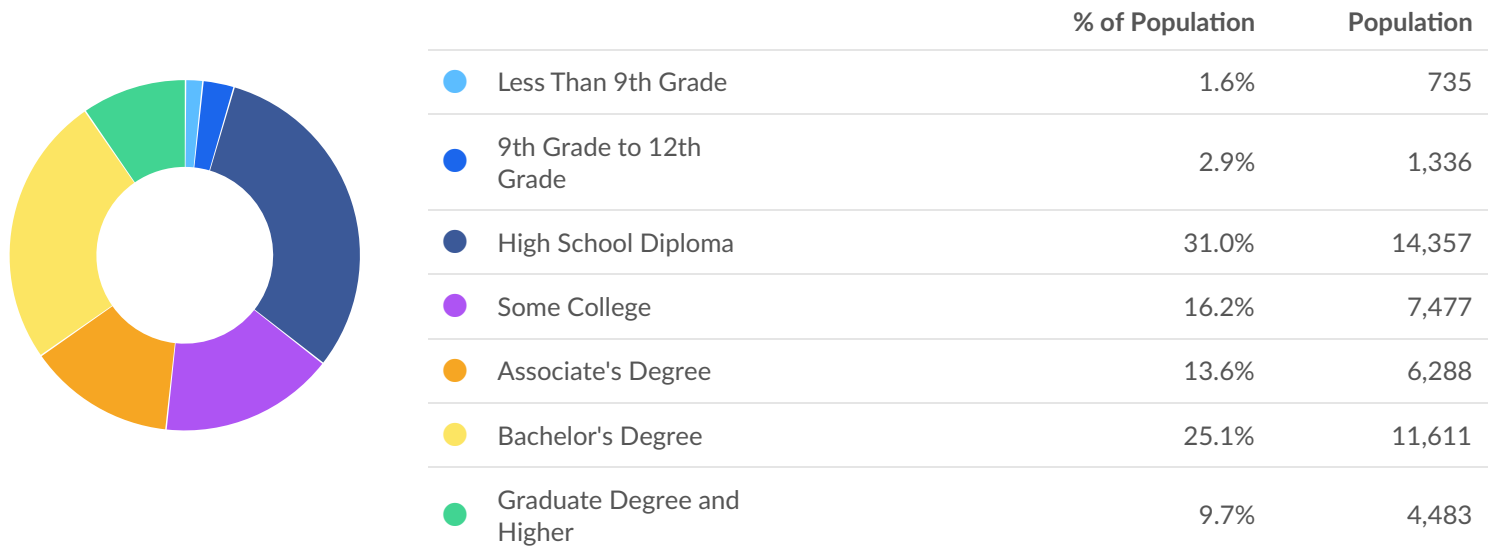
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	69,895	38,552	37,724	99.5	\$4.59B	\$5.94B	\$5.68B
State	5,921,135	3,145,490	3,225,196	100.2	\$392.08B	\$359.22B	\$389.09B

Sep 2023 Labor Force Breakdown



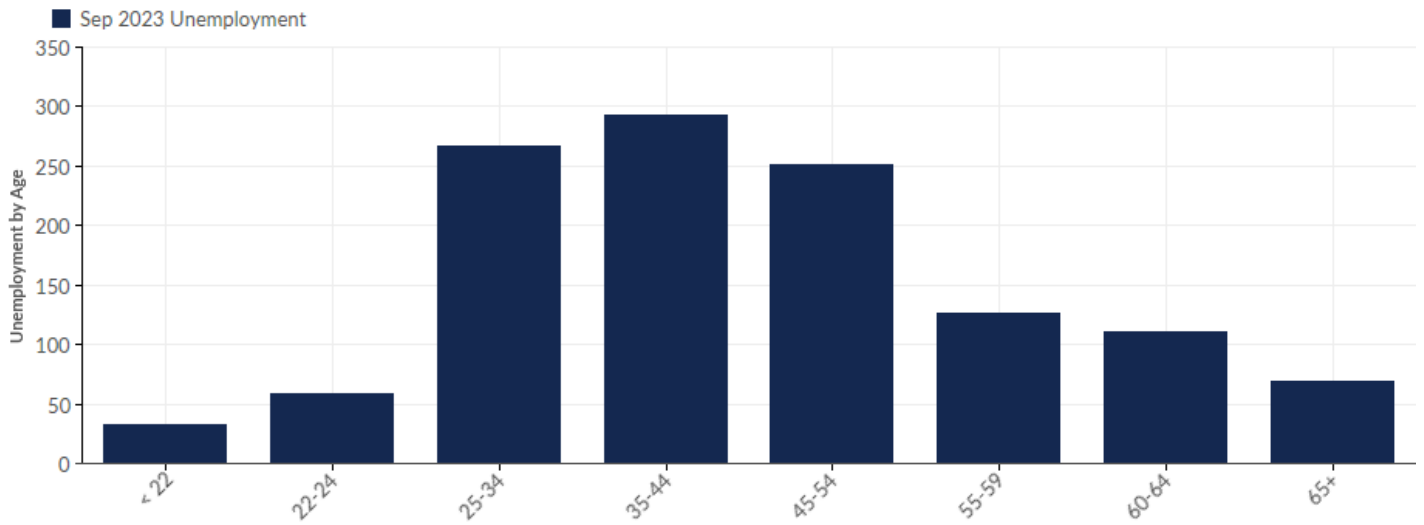
Educational Attainment

Concerning educational attainment, **25.1% of Portage County, WI residents possess a Bachelor's Degree** (4.0% above the national average), and **13.6% hold an Associate's Degree** (4.7% above the national average).



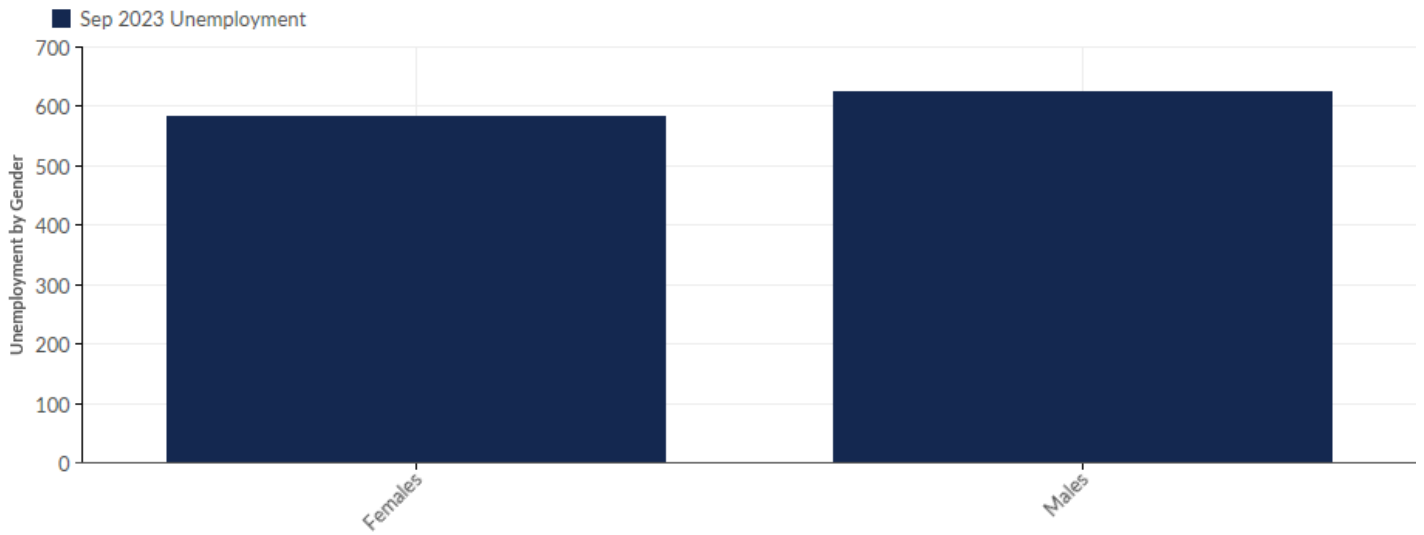
Unemployment by Demographics

Unemployment by Age



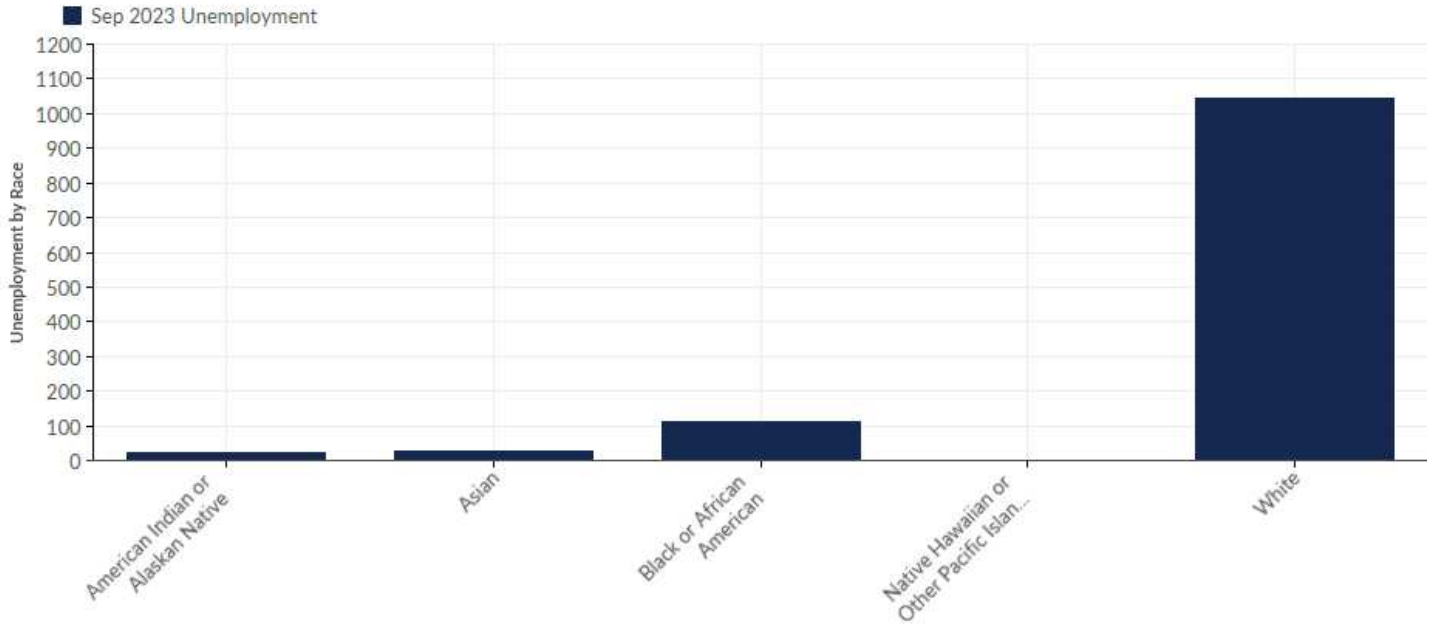
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	32	2.65%
22-24	59	4.88%
25-34	267	22.10%
35-44	292	24.17%
45-54	251	20.78%
55-59	127	10.51%
60-64	111	9.19%
65+	69	5.71%
Total	1,208	100.00%

Unemployment by Gender



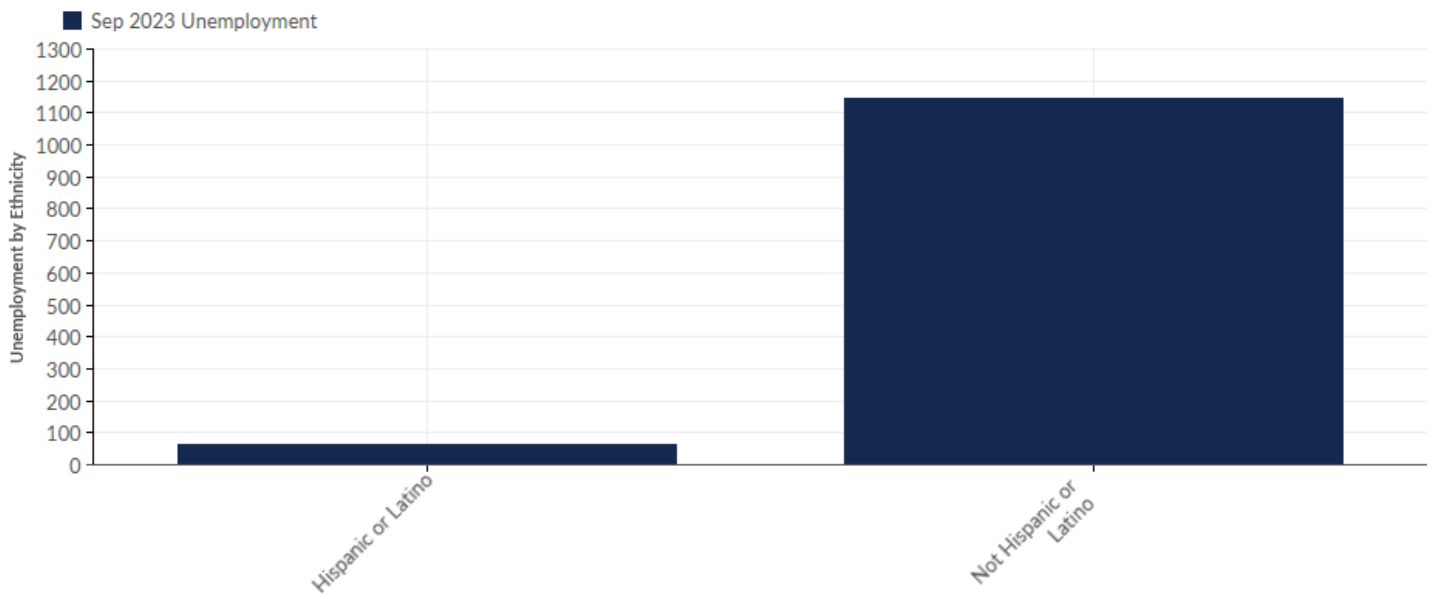
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	584	48.34%
Males	624	51.66%
Total	1,208	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	22	1.82%
Asian	29	2.40%
Black or African American	110	9.11%
Native Hawaiian or Other Pacific Islander	2	0.17%
White	1,046	86.59%
Total	1,208	100.00%

Unemployment by Ethnicity

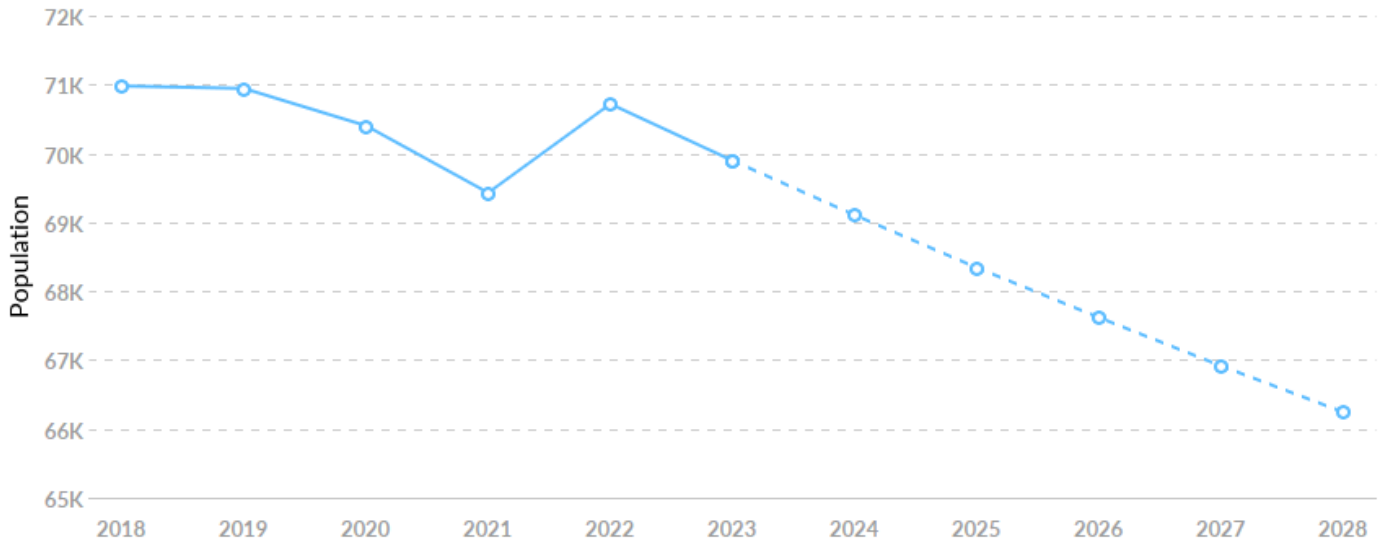


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	63	5.22%
Not Hispanic or Latino	1,145	94.78%
Total	1,208	100.00%

Historic & Projected Trends

Population Trends

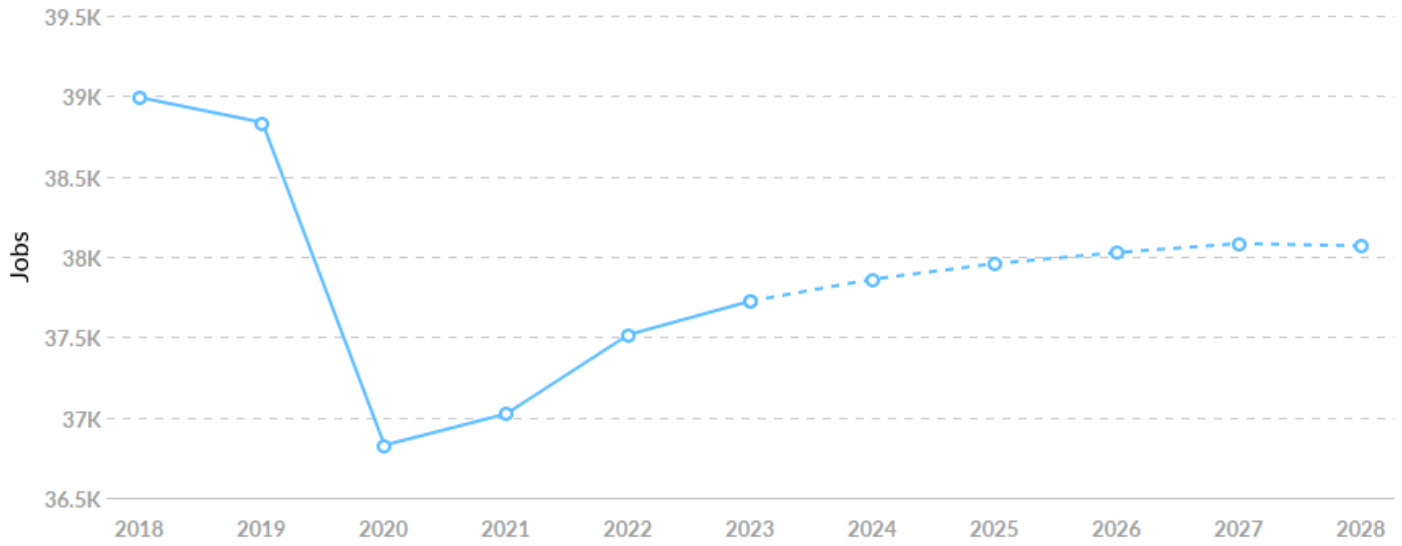
As of 2023 the region's population **declined by 1.5%** since 2018, falling by 1,084. Population is expected to **decrease by 5.2%** between 2023 and 2028, losing 3,653.



Timeframe	Population
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
2028	66,242

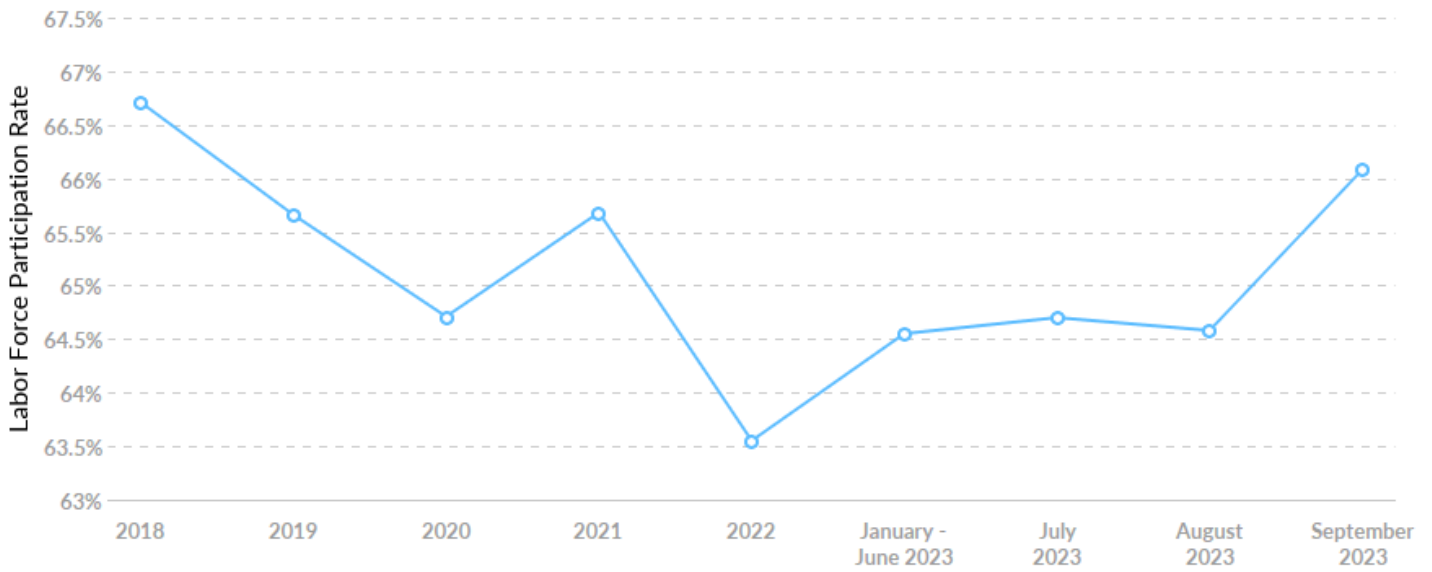
Job Trends

From 2018 to 2023, jobs declined by 3.2% in Portage County, WI from 38,991 to 37,724. This change fell short of the national growth rate of 3.6% by 6.8%.



Timeframe	Jobs
2018	38,991
2019	38,836
2020	36,826
2021	37,022
2022	37,514
2023	37,724
2024	37,860
2025	37,957
2026	38,026
2027	38,082
2028	38,067

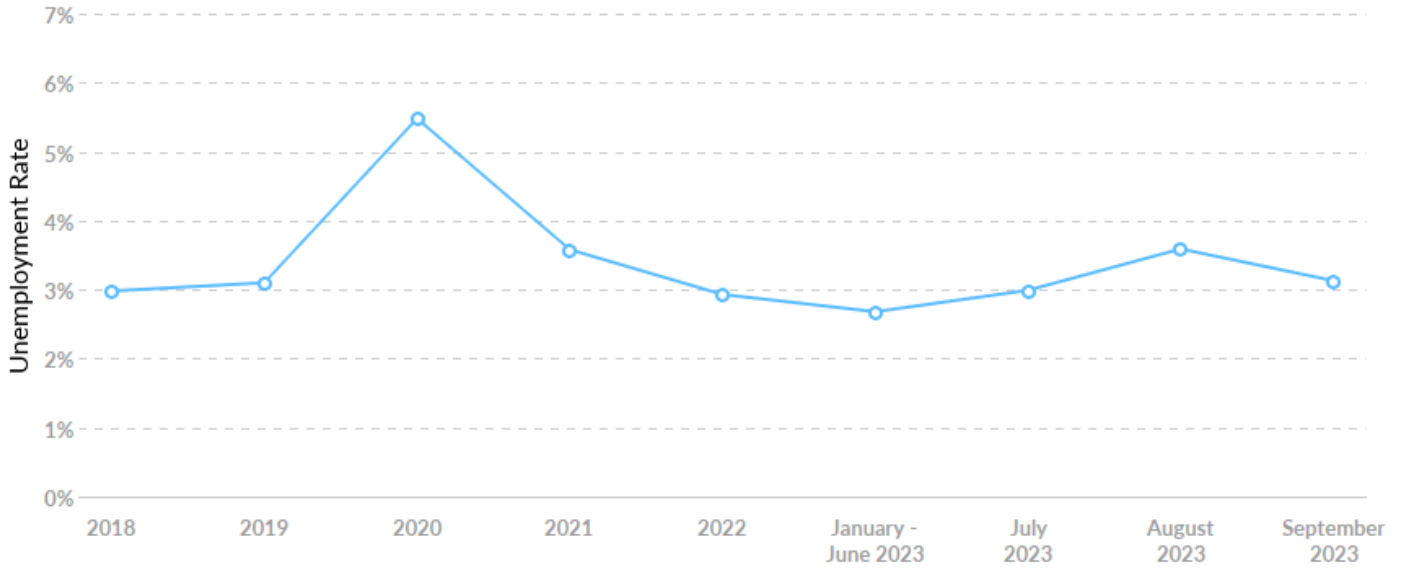
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	66.71%
2019	65.66%
2020	64.71%
2021	65.68%
2022	63.55%
January - June 2023	64.55%
July 2023	64.70%
August 2023	64.58%
September 2023	66.08%

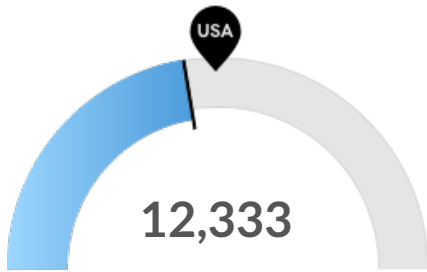
Unemployment Rate Trends

Portage County, WI had a September 2023 unemployment rate of 3.13%, **increasing from 2.98%** 5 years before.



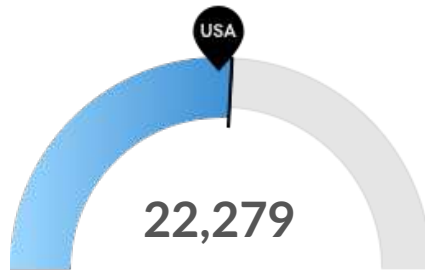
Timeframe	Unemployment Rate
2018	2.98%
2019	3.10%
2020	5.48%
2021	3.58%
2022	2.93%
January - June 2023	2.68%
July 2023	2.99%
August 2023	3.59%
September 2023	3.13%

Population Characteristics



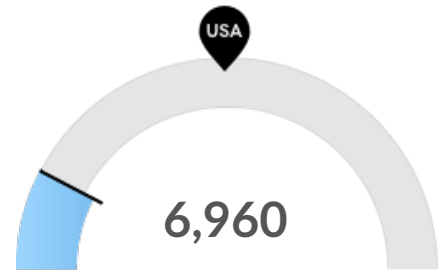
Millennials

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



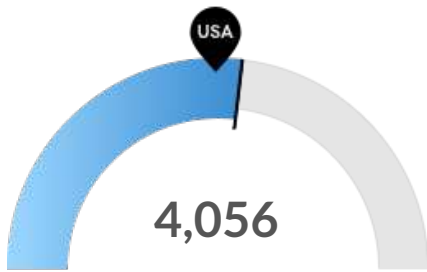
Retiring Soon

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.



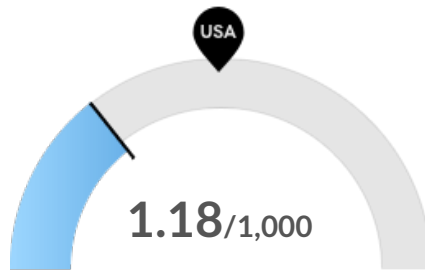
Racial Diversity

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.



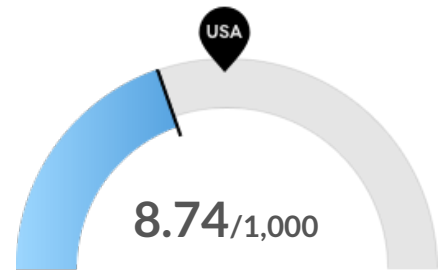
Veterans

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



Violent Crime

Portage County, WI has 1.18 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

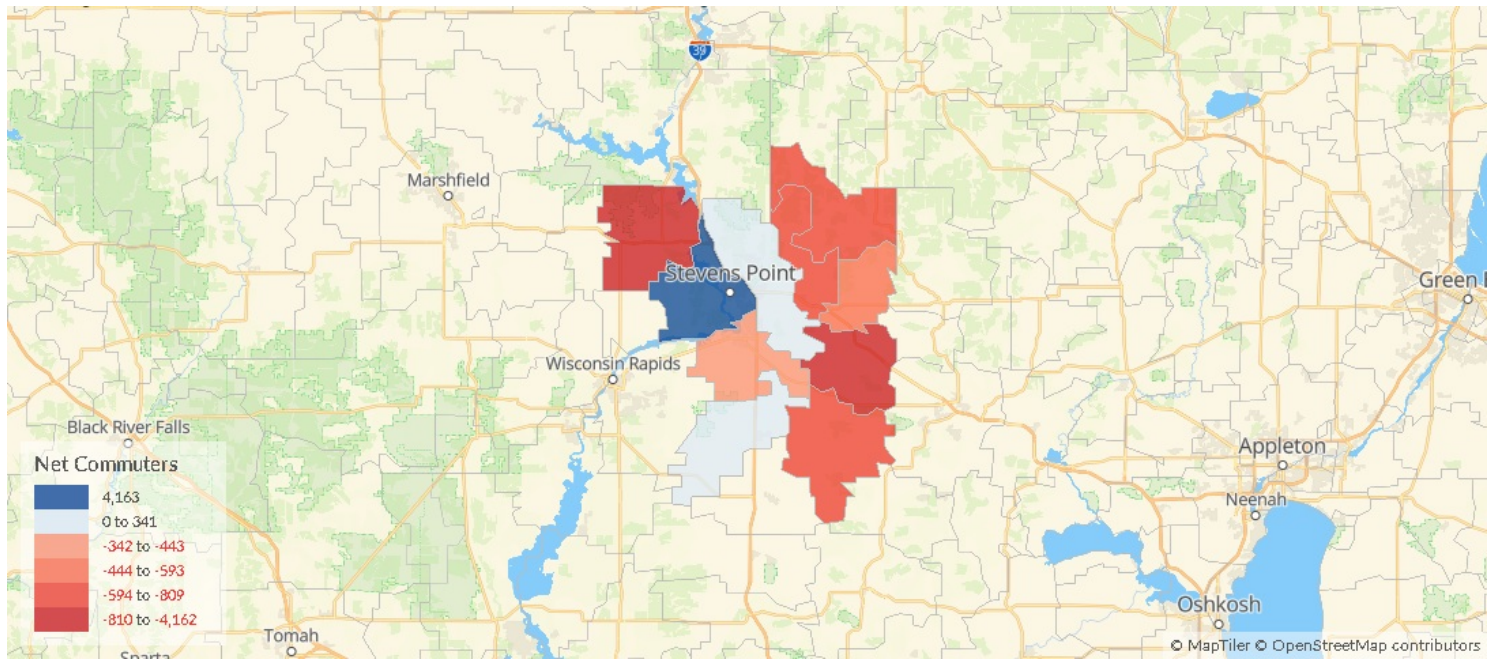


Property Crime

Portage County, WI has 8.74 property crimes per 1,000 people. The national rate is 12.12 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	2023 Employment
54481	Stevens Point, WI (in Po...	18,282
54467	Plover, WI (in Portage c...	8,464
54482	Stevens Point, WI (in Po...	5,001
54406	Amherst, WI (in Portage...	1,390
54921	Bancroft, WI (in Portage...	930

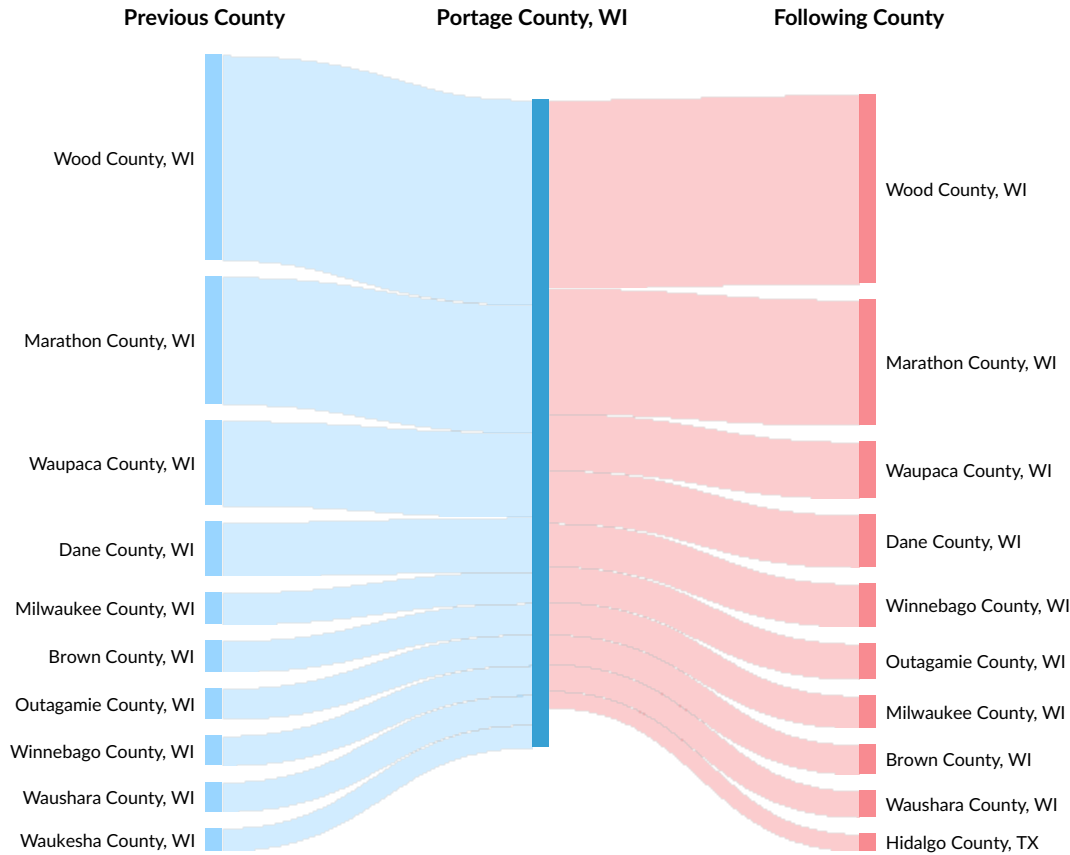
Where Talent Lives

ZIP	Name	2023 Workers
54481	Stevens Point, WI (in Po...	14,119
54467	Plover, WI (in Portage c...	8,807
54482	Stevens Point, WI (in Po...	4,915
54406	Amherst, WI (in Portage...	2,294
54473	Rosholt, WI (in Portage ...	1,473

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 2021, 449 people have migrated from Wood County, WI to Portage County, WI. In the same year, 413 people left Portage County, WI migrating to Wood County, WI. The total Net Migration for Portage County, WI in 2021 was -31.

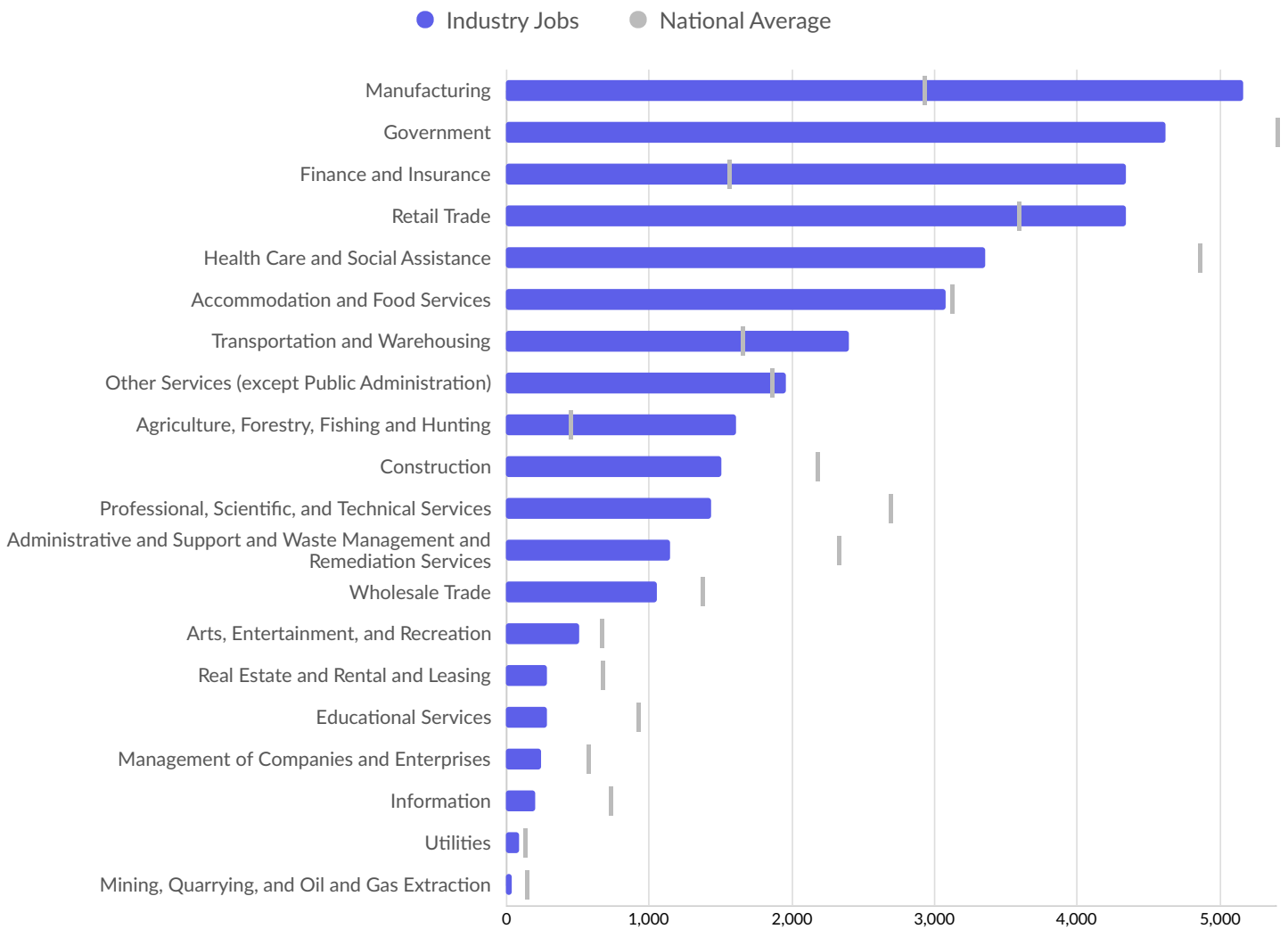


Top Previous Counties	Migrations
Wood County, WI	449
Marathon County, WI	280
Waupaca County, WI	185
Dane County, WI	119
Milwaukee County, WI	70
Brown County, WI	69

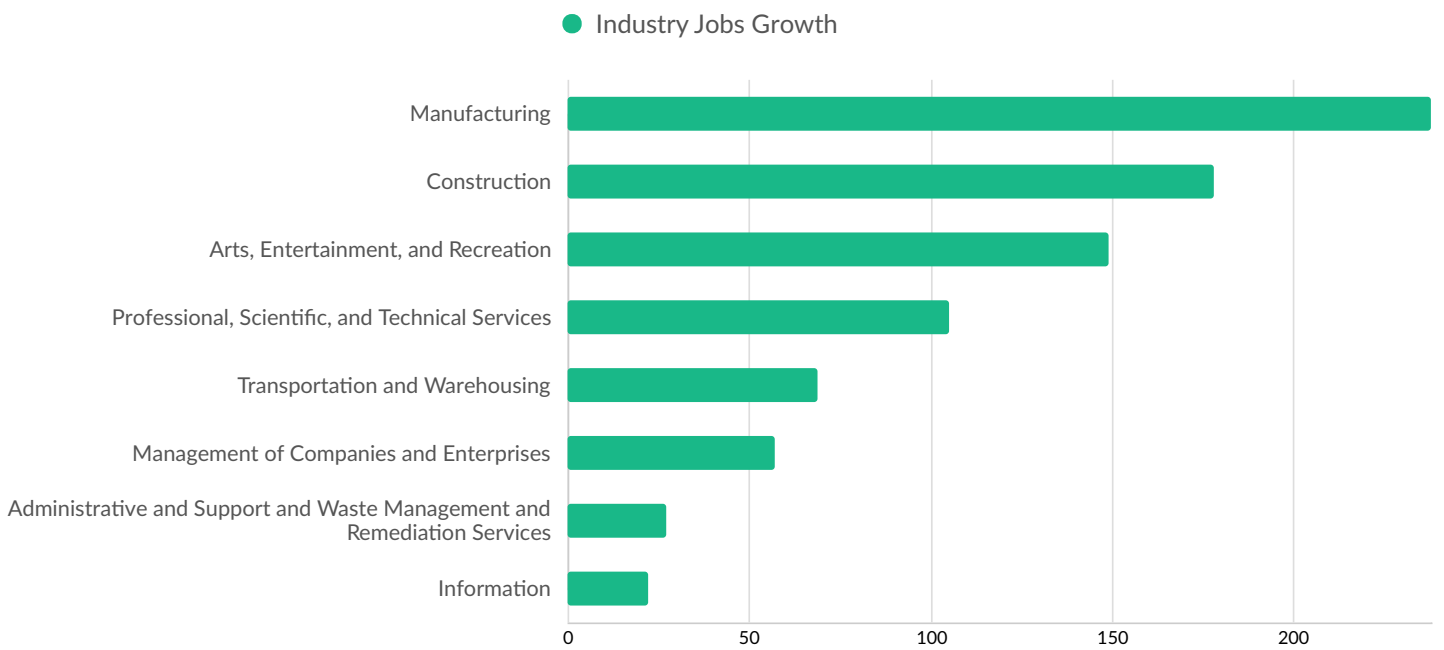
Top Previous Counties	Migrations
Outagamie County, WI	67
Winnebago County, WI	65
Waushara County, WI	65
Waukesha County, WI	50
Cook County, IL	40
Racine County, WI	38
Rock County, WI	38
Dodge County, WI	37
Calumet County, WI	37
Top Following Counties	Migrations
Wood County, WI	413
Marathon County, WI	275
Waupaca County, WI	124
Dane County, WI	115
Winnebago County, WI	95
Outagamie County, WI	78
Milwaukee County, WI	71
Brown County, WI	65
Waushara County, WI	58
Hidalgo County, TX	38
Dunn County, WI	38
La Crosse County, WI	37
Door County, WI	36
Pinellas County, FL	35
Marinette County, WI	35

Industry Characteristics

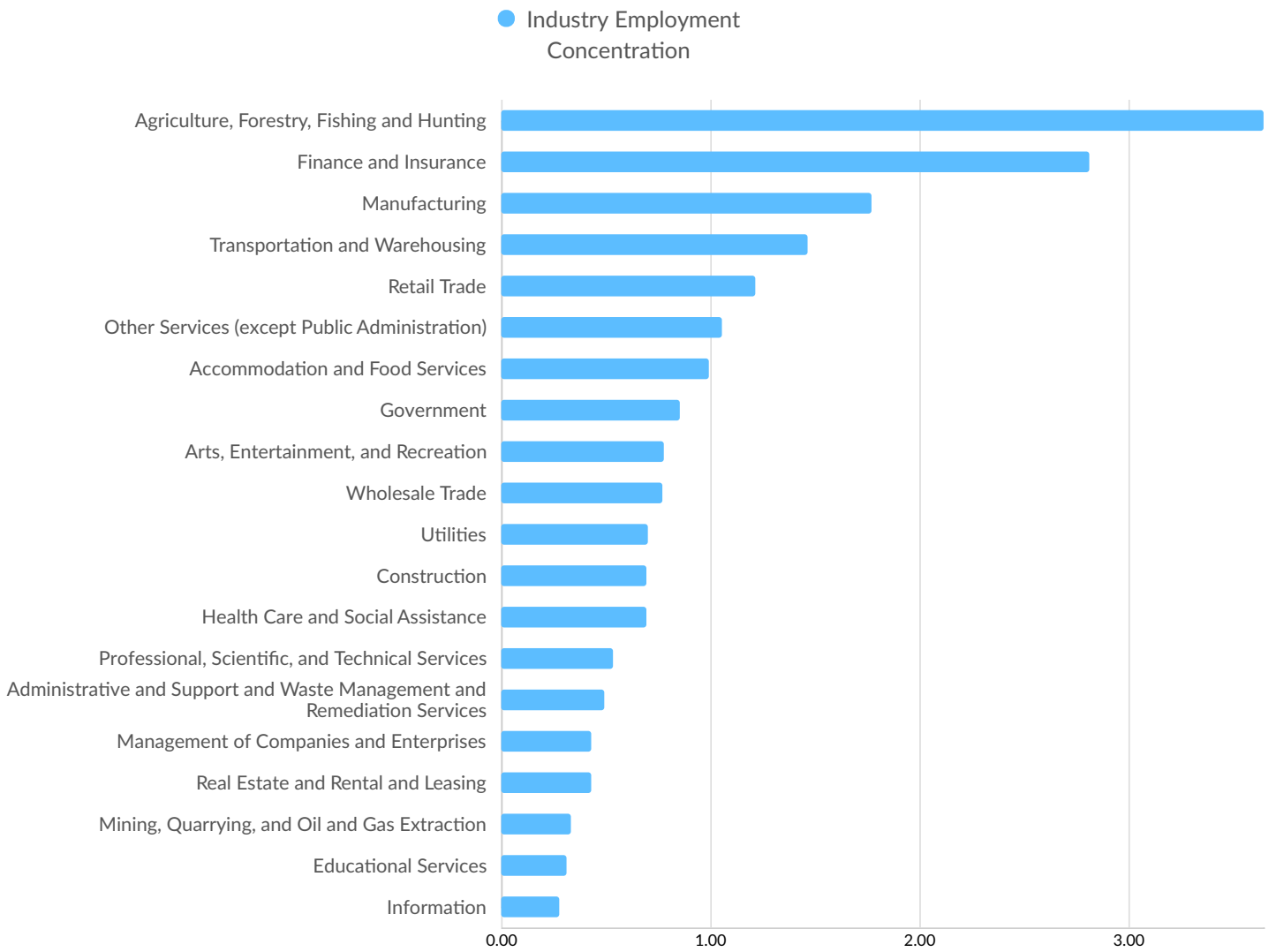
Largest Industries



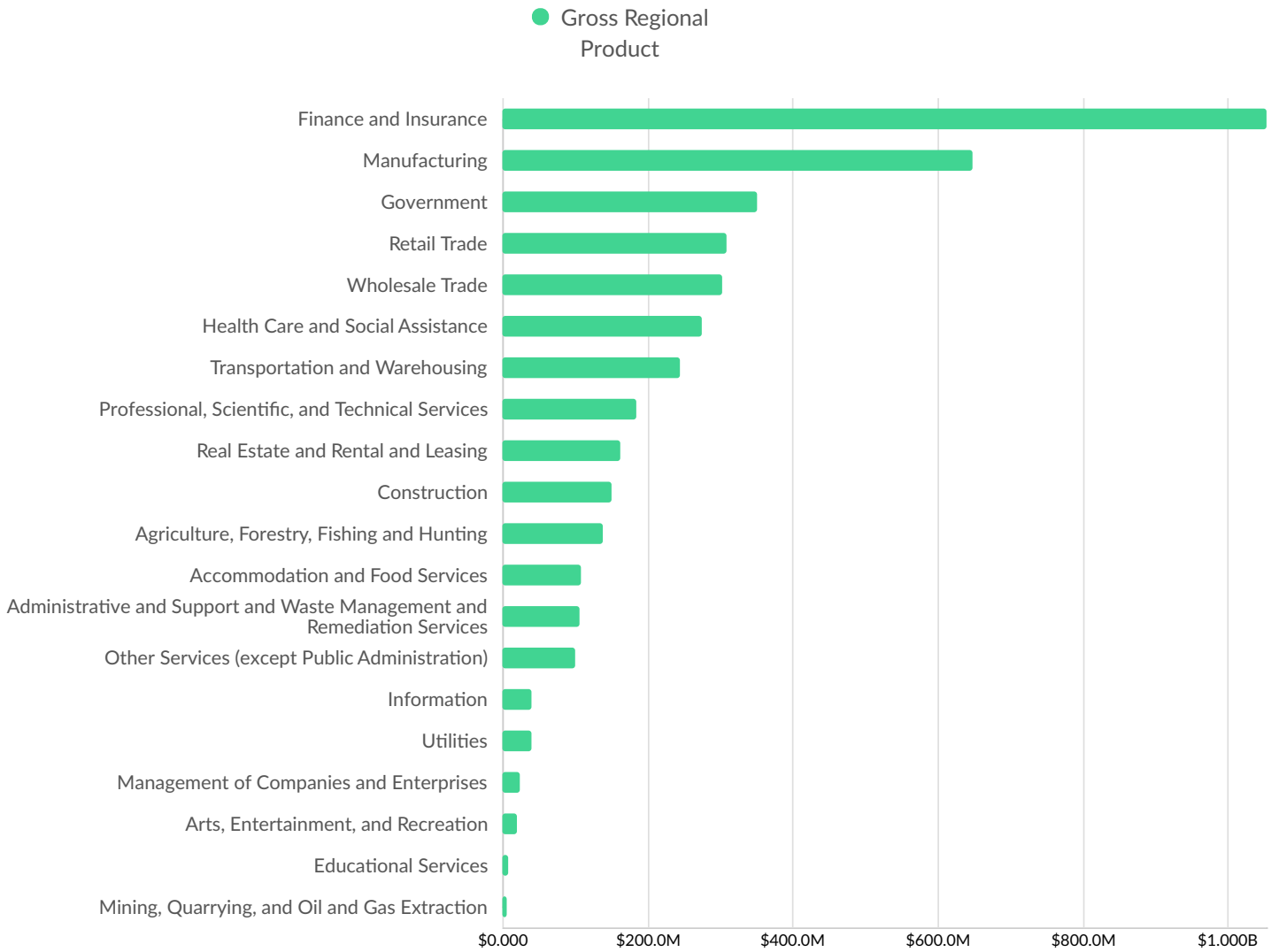
Top Growing Industries



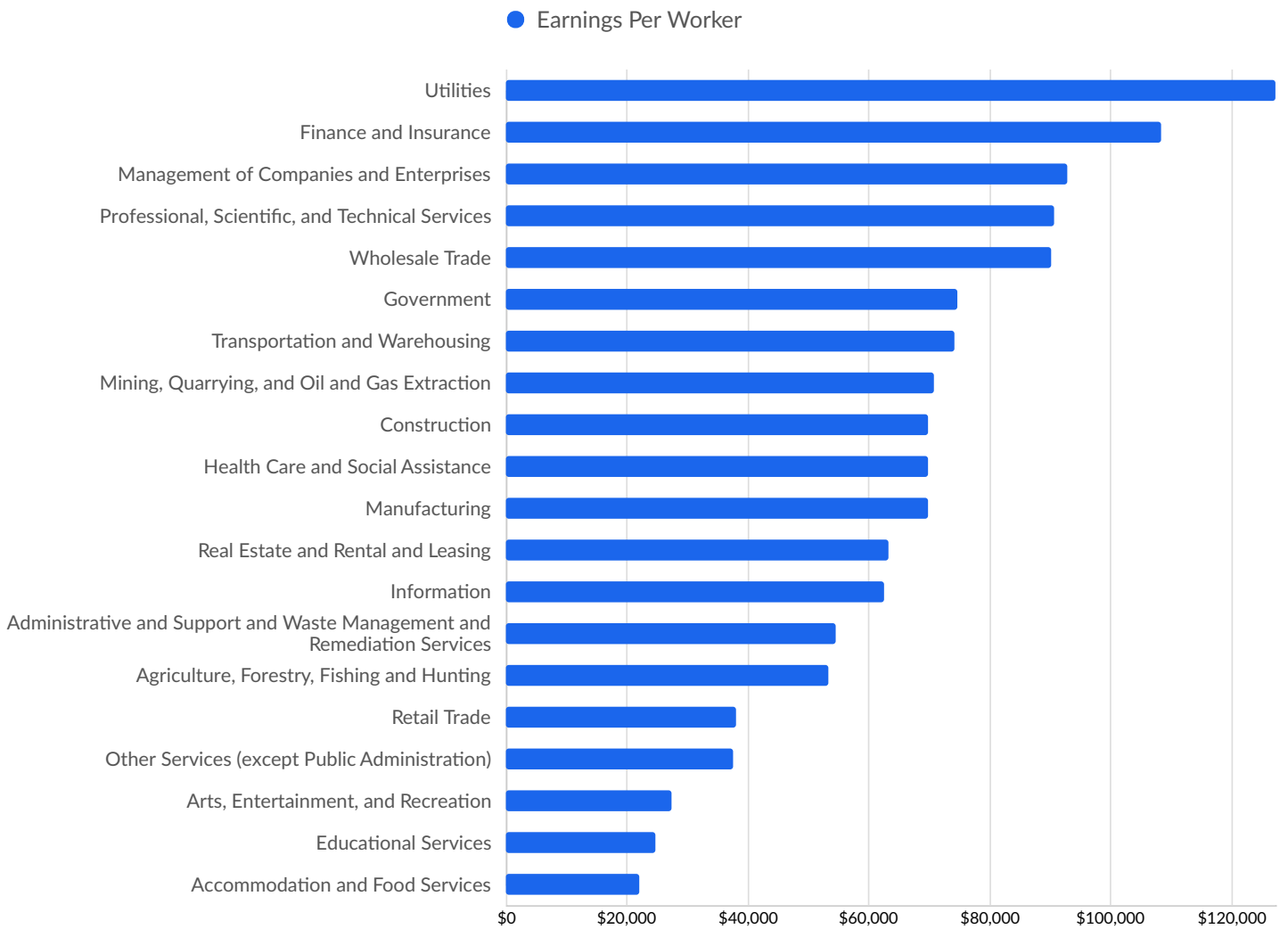
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



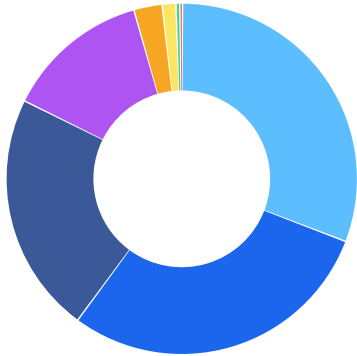
Business Characteristics

7,128 Companies Employ Your Workers

Online profiles for your workers mention 7,128 companies as employers, with the top 10 appearing below. In the last 12 months, 643 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	1,313 	Sentry Insurance	383 
Skyward	319 	Aspirus	288 
Stevens Point Area Public Schoo...	273 	University of Wisconsin System	177 
Aspirus	199 	Flex-Staff	104 
Associated Bank	178 	Aimbridge Hospitality	90 
Ministry Health Care	157 	McCain Foods	86 
Delta Dental Of Wisconsin	148 	ABR Employment Services	74 
AIG	144 	ProMedica	63 
Marshfield Clinic	137 	Bison.Agency	62 
Land's End Resort	106 	Fleet Farm	62 

Business Size

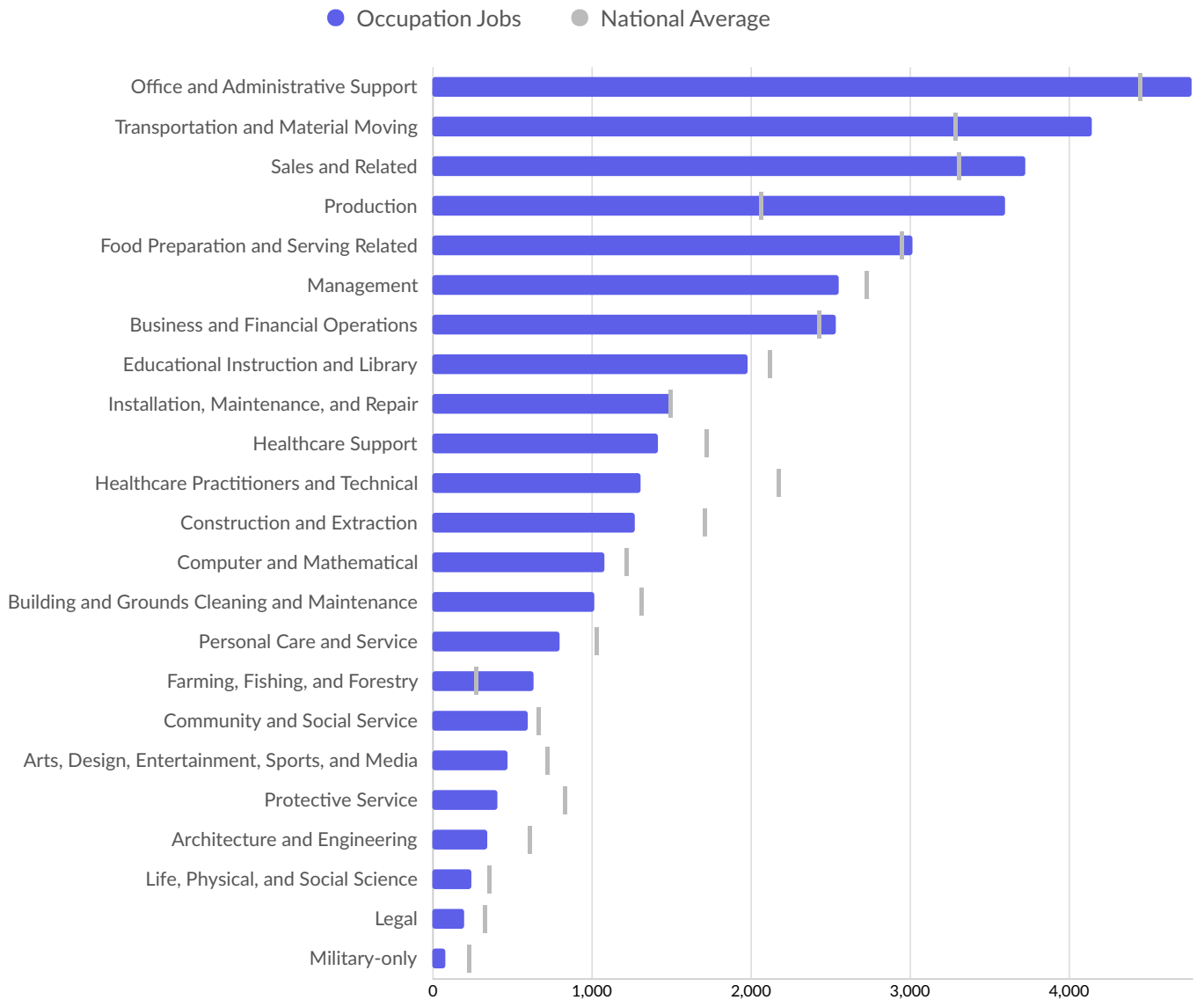


	Percentage	Business Count
● 1 to 4 employees	30.7%	873
● 5 to 9 employees	29.3%	832
● 10 to 19 employees	22.2%	631
● 20 to 49 employees	13.3%	377
● 50 to 99 employees	2.6%	74
● 100 to 249 employees	1.3%	36
● 250 to 499 employees	0.4%	10
● 500+ employees	0.2%	7

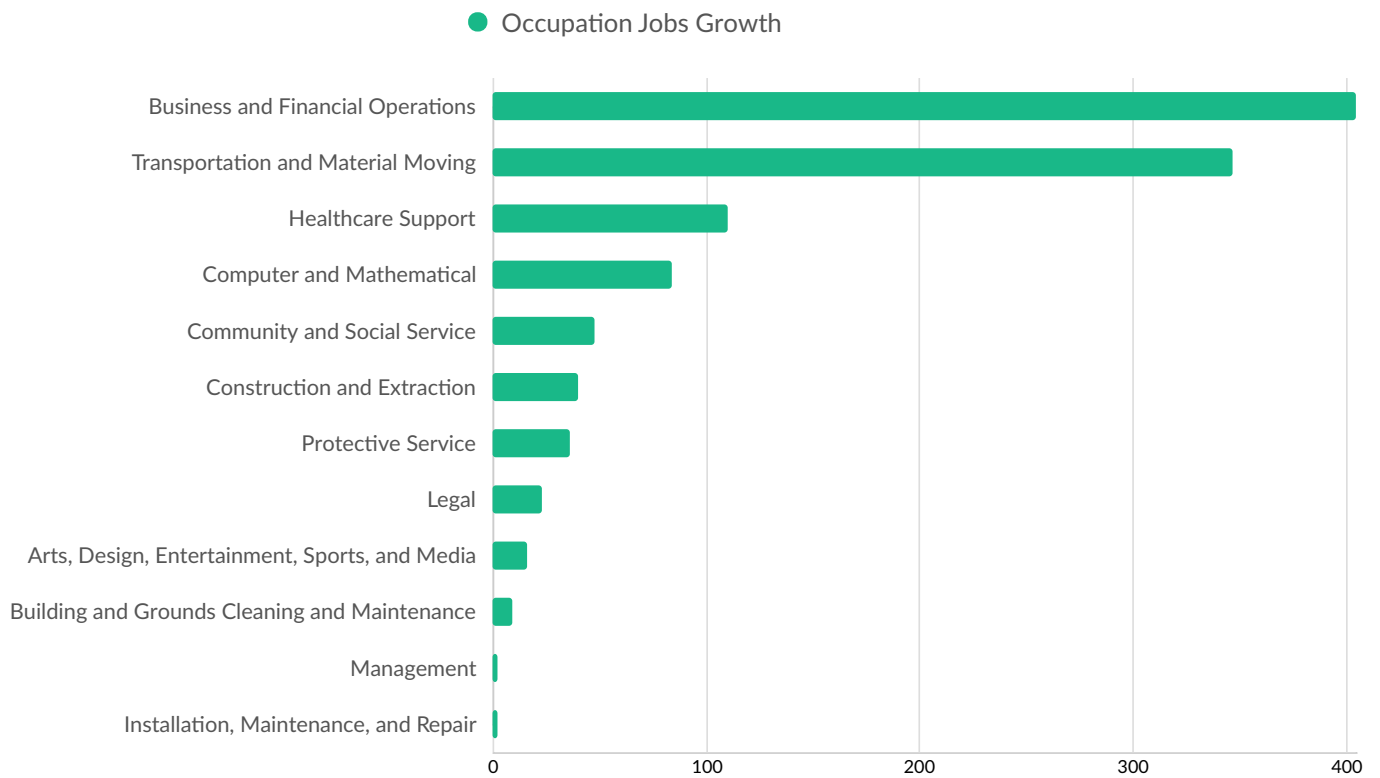
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the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

Workforce Characteristics

Largest Occupations



Top Growing Occupations

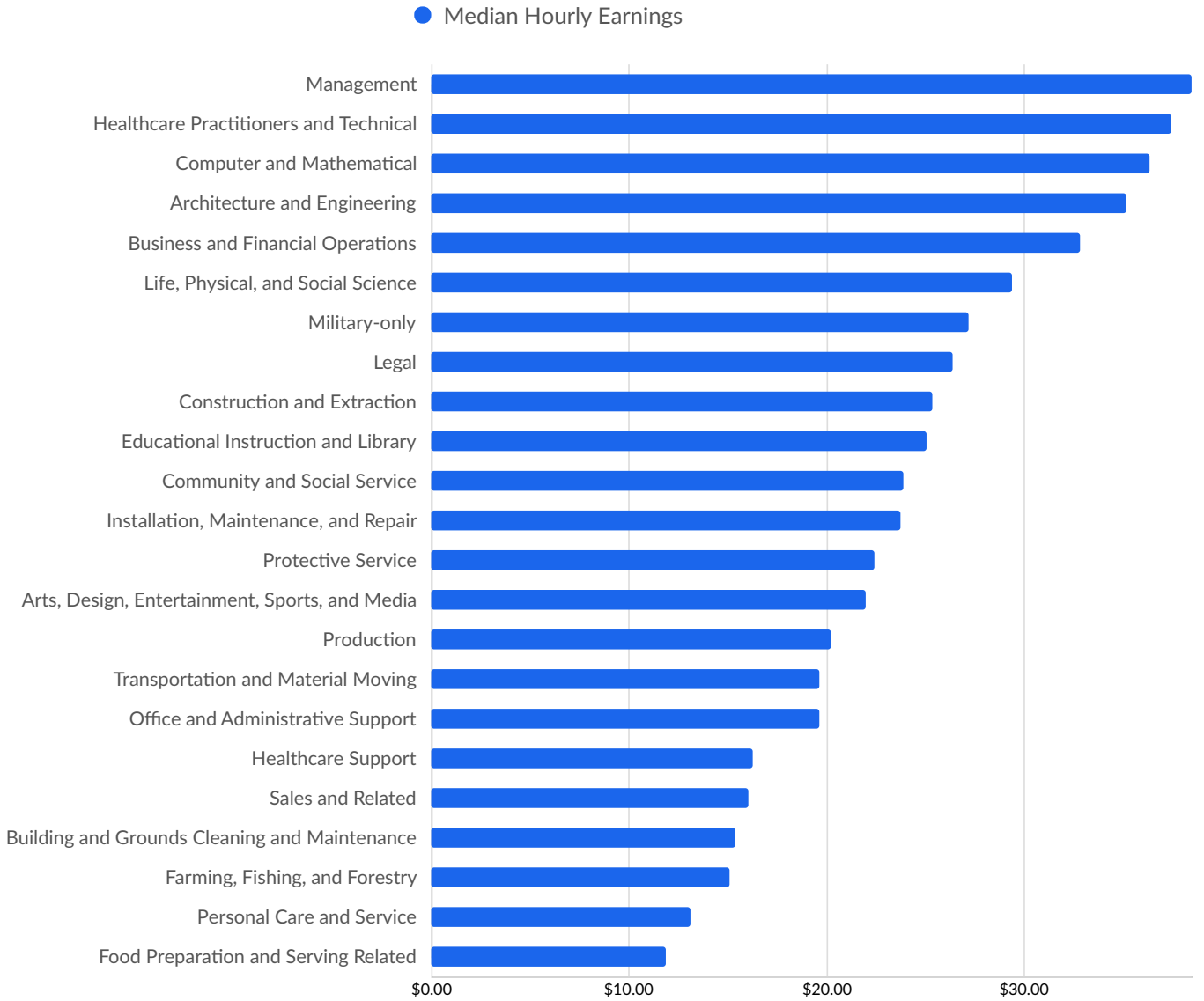


Top Occupation Employment Concentration

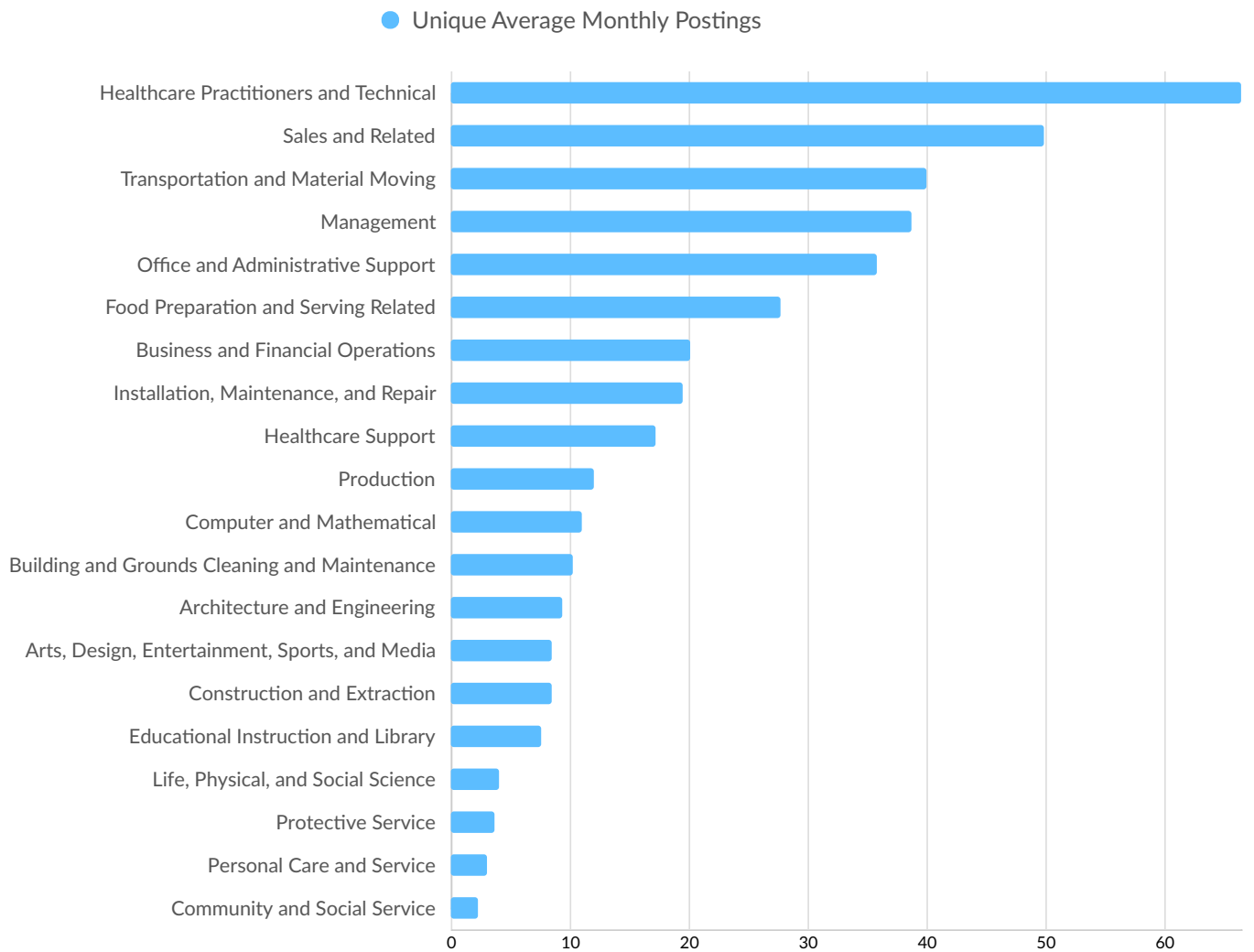
● Occupation Employment Concentration



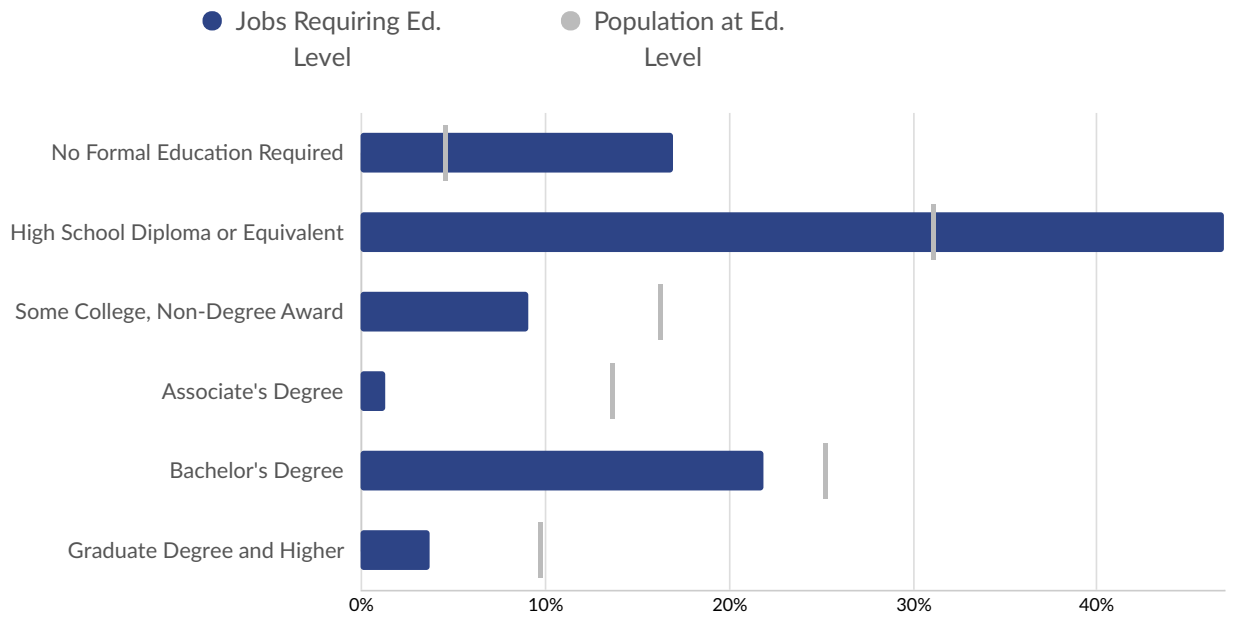
Top Occupation Earnings



Top Posted Occupations

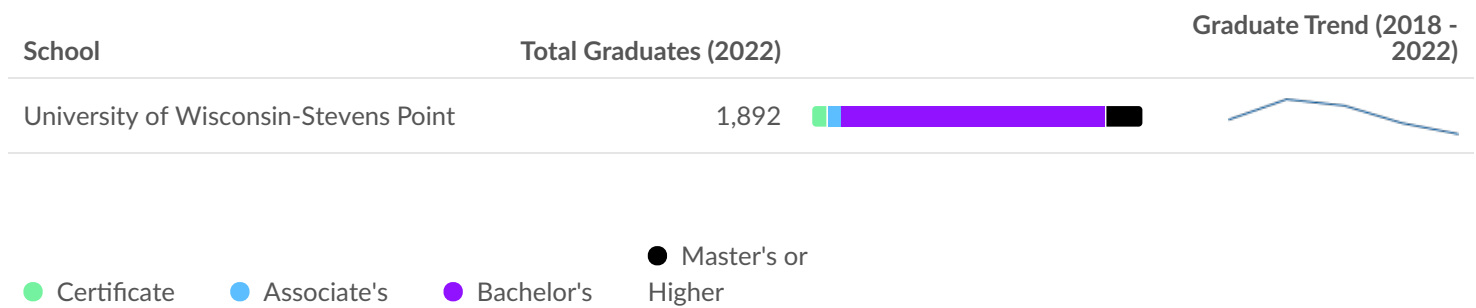


Underemployment



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

