



# 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

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### 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.

**37,740**

**Total Regional Employment**

Jobs **decreased by 1,251** over the last 5 years but are projected to **grow by 369** over the next 5 years.

**\$65.6K**

**Median Household Income (2022)**

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 **37,740**. This change **fell short of the national growth rate of 3.9% by 7.1%**. As the number of jobs declined, the **labor force participation rate decreased from 65.7% to 64.5% between 2018 and 2023**.
- Concerning educational attainment, **23.9% of Portage County, WI residents possess a Bachelor's Degree** (2.8% above the national average), and **13.5% hold an Associate's Degree** (4.6% 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.

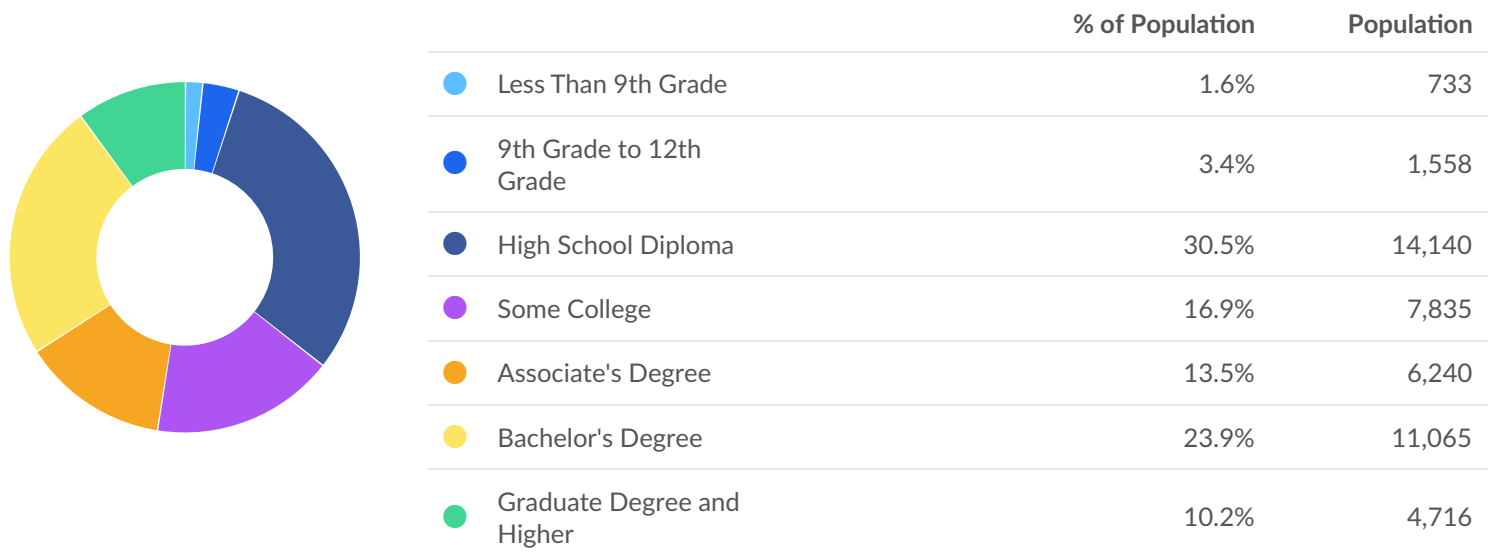
	Population (2024)	Labor Force (Feb 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	69,104	38,003	37,740	99.5	\$4.88B	\$5.97B	\$5.74B
State	5,942,701	3,116,137	3,233,104	100.2	\$403.20B	\$378.85B	\$404.51B

## Feb 2024 Labor Force Breakdown



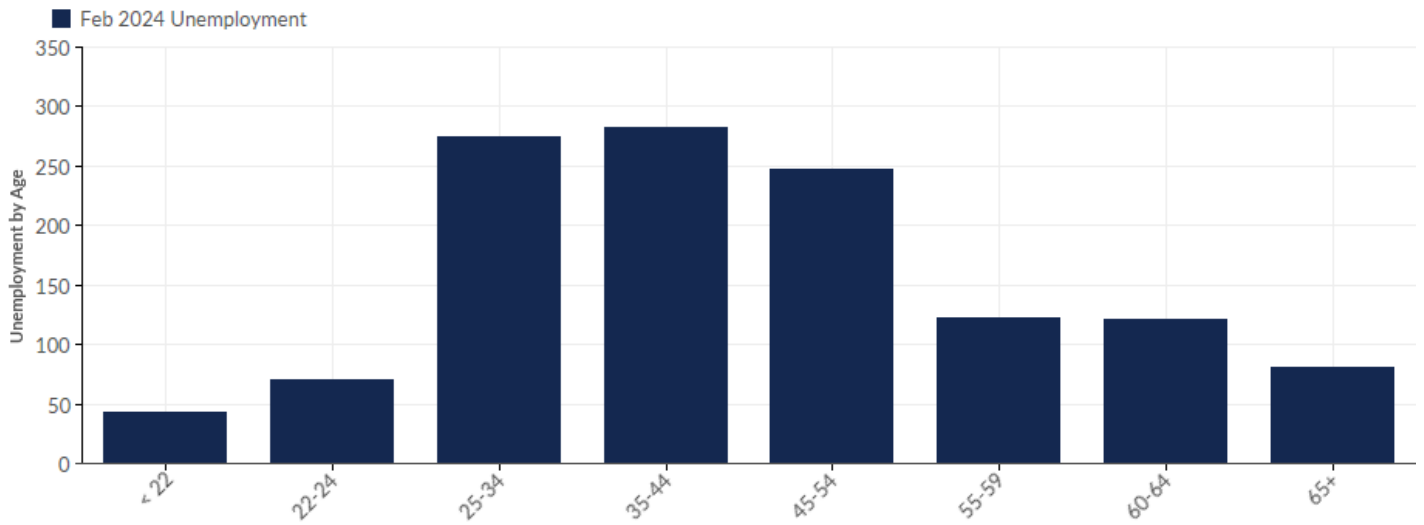
## Educational Attainment

Concerning educational attainment, **23.9% of Portage County, WI residents possess a Bachelor's Degree** (2.8% above the national average), and **13.5% hold an Associate's Degree** (4.6% above the national average).



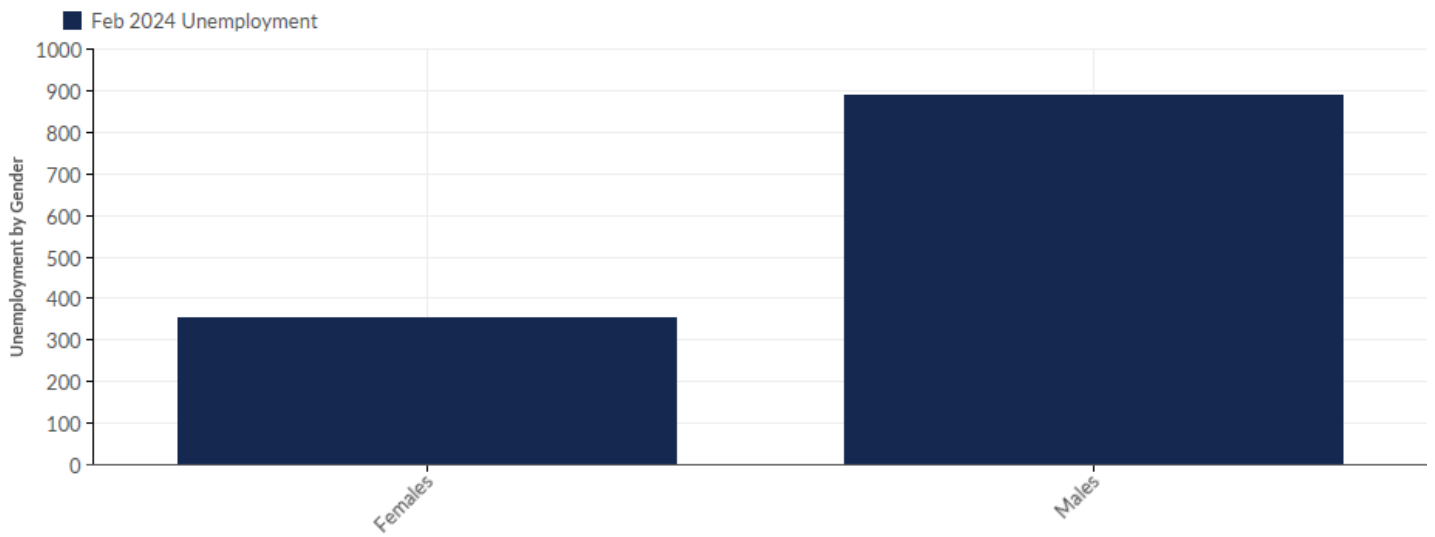
# Unemployment by Demographics

## Unemployment by Age



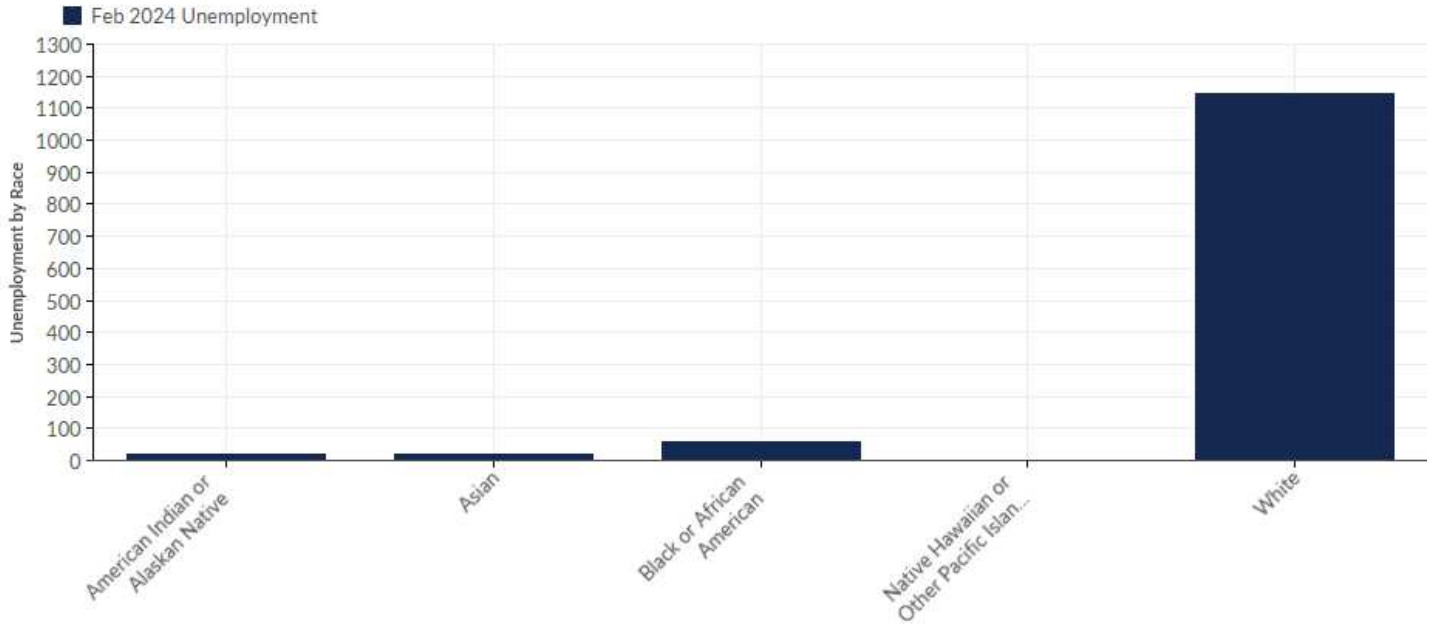
Age	Unemployment (Feb 2024)	% of Unemployed
< 22	43	3.46%
22-24	71	5.72%
25-34	275	22.14%
35-44	282	22.71%
45-54	247	19.89%
55-59	122	9.82%
60-64	121	9.74%
65+	81	6.52%
Total	1,242	100.00%

## Unemployment by Gender



Gender	Unemployment (Feb 2024)	% of Unemployed
Females	353	28.42%
Males	889	71.58%
Total	1,242	100.00%

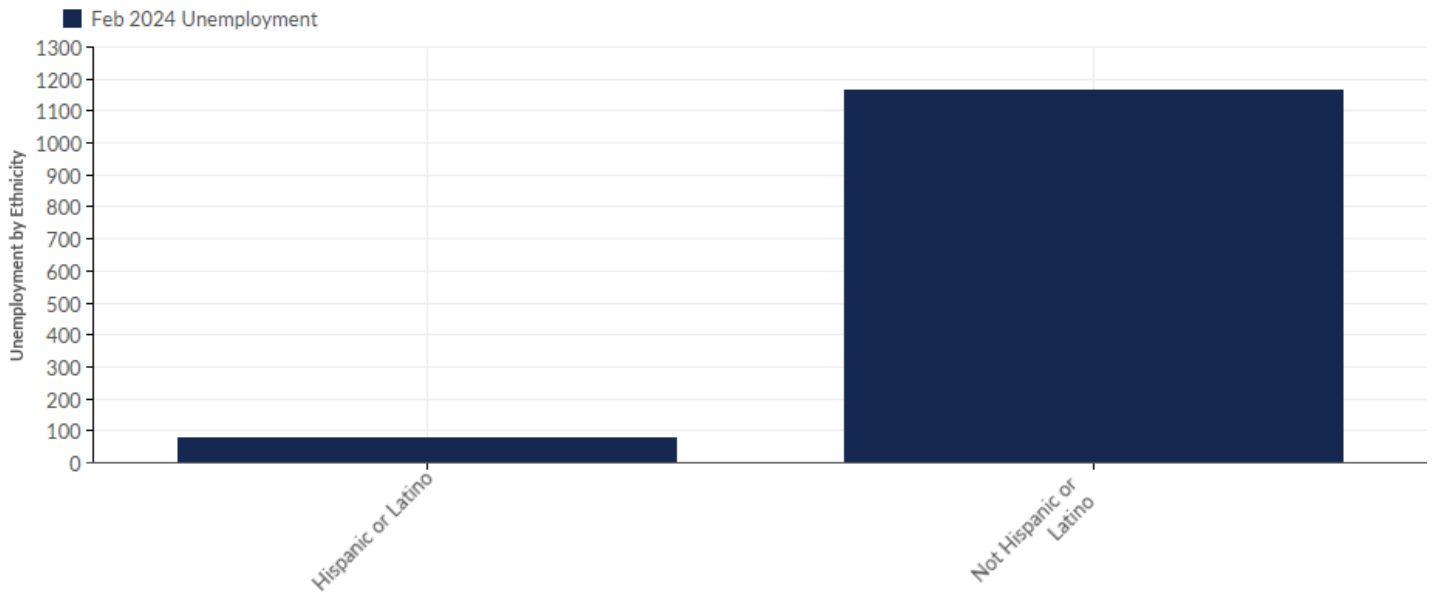
## Unemployment by Race



Race	Unemployment (Feb 2024)	% of Unemployed
American Indian or Alaskan Native	19	1.53%
Asian	17	1.37%
Black or African American	57	4.59%
Native Hawaiian or Other Pacific Islander	1	0.08%
White	1,148	92.43%
Total	1,242	100.00%



## Unemployment by Ethnicity

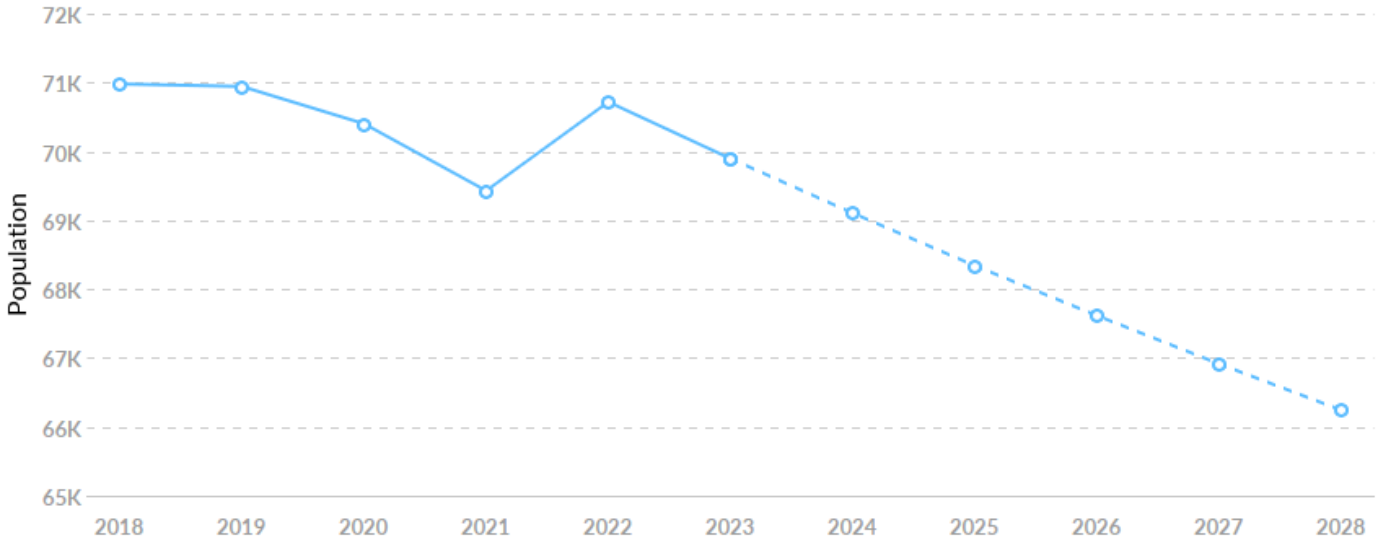


Ethnicity	Unemployment (Feb 2024)	% of Unemployed
Hispanic or Latino	79	6.36%
Not Hispanic or Latino	1,163	93.64%
Total	1,242	100.00%

# Historic & Projected Trends

## Population Trends

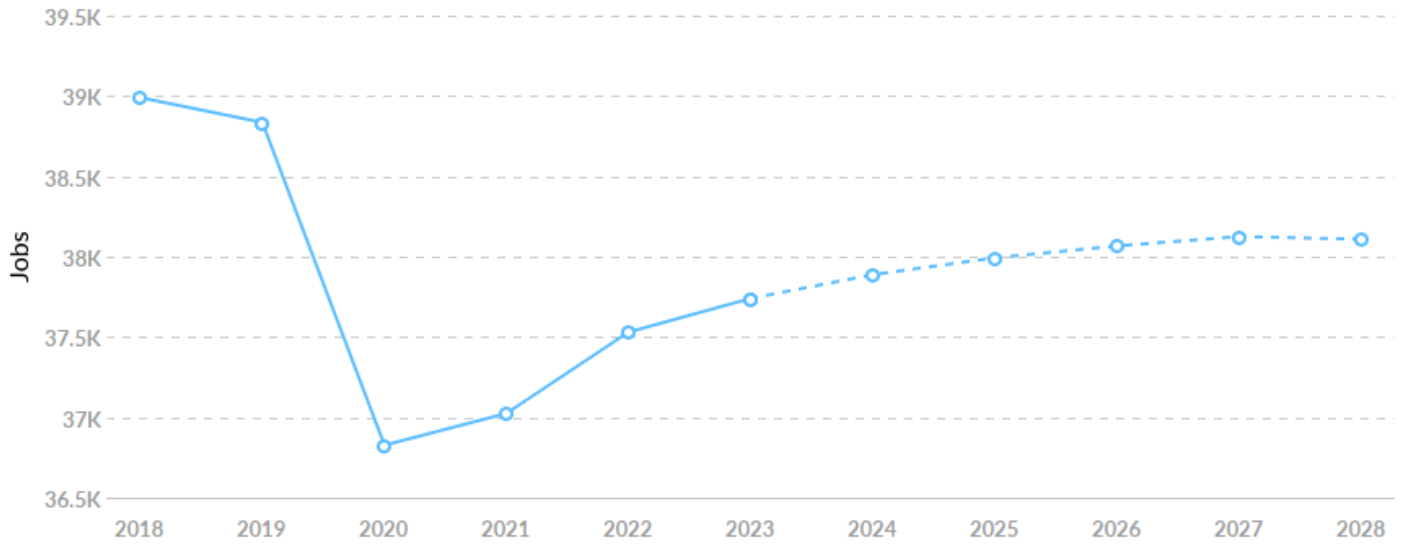
As of 2023 the region's population **declined by 1.5%** since 2018, falling by 1,084. Population is expected to **decrease by 5.2%** between 2023 and 2028, losing 3,653.



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	67,615
2027	66,914
2028	66,242

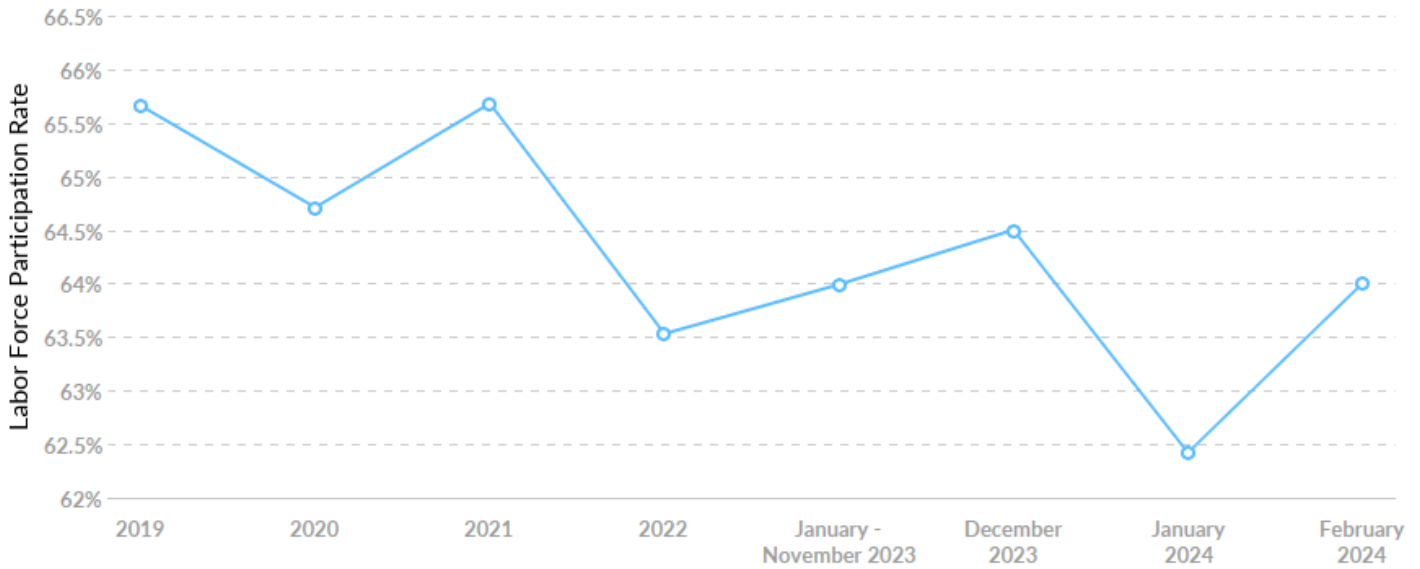
## Job Trends

From 2018 to 2023, jobs declined by 3.2% in Portage County, WI from 38,991 to 37,740. This change fell short of the national growth rate of 3.9% by 7.1%.



Timeframe	Jobs
2018	38,991
2019	38,836
2020	36,826
2021	37,024
2022	37,530
2023	37,740
2024	37,888
2025	37,993
2026	38,067
2027	38,125
2028	38,109

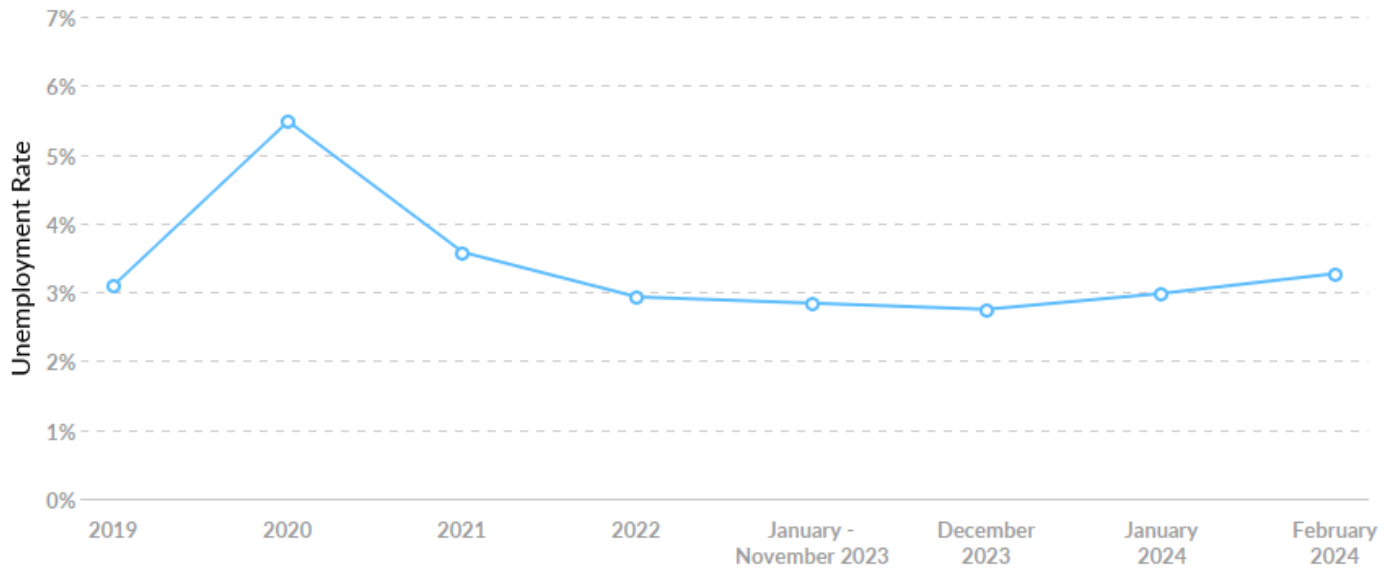
## Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.66%
2020	64.71%
2021	65.68%
2022	63.53%
January - November 2023	63.99%
December 2023	64.50%
January 2024	62.42%
February 2024	64.00%

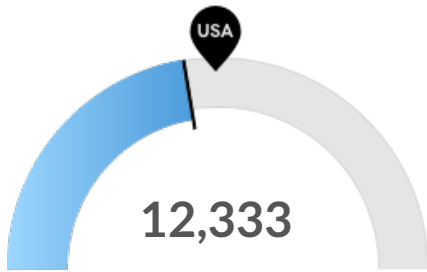
## Unemployment Rate Trends

Portage County, WI had a February 2024 unemployment rate of 3.27%, **increasing from 3.10%** 5 years before.



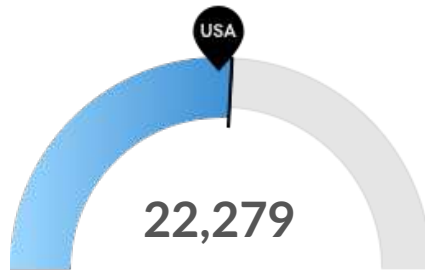
Timeframe	Unemployment Rate
2019	3.10%
2020	5.48%
2021	3.58%
2022	2.93%
January - November 2023	2.84%
December 2023	2.75%
January 2024	2.98%
February 2024	3.27%

## Population Characteristics



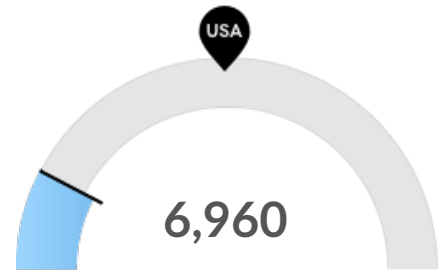
**Millennials**

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



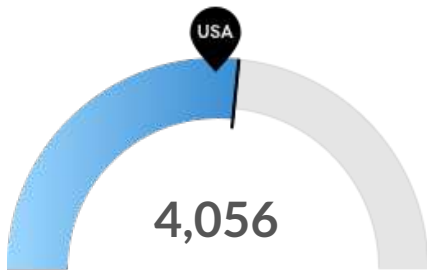
**Retiring Soon**

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.



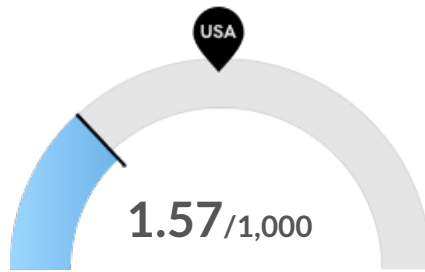
**Racial Diversity**

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.



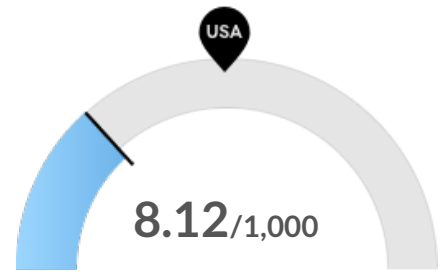
**Veterans**

Portage County, WI has 4,056 veterans. The national average for an area this size is 3,699.



**Violent Crime**

Portage County, WI has 1.57 violent crimes per 1,000 people. The national rate is 3.6 per 1,000 people.

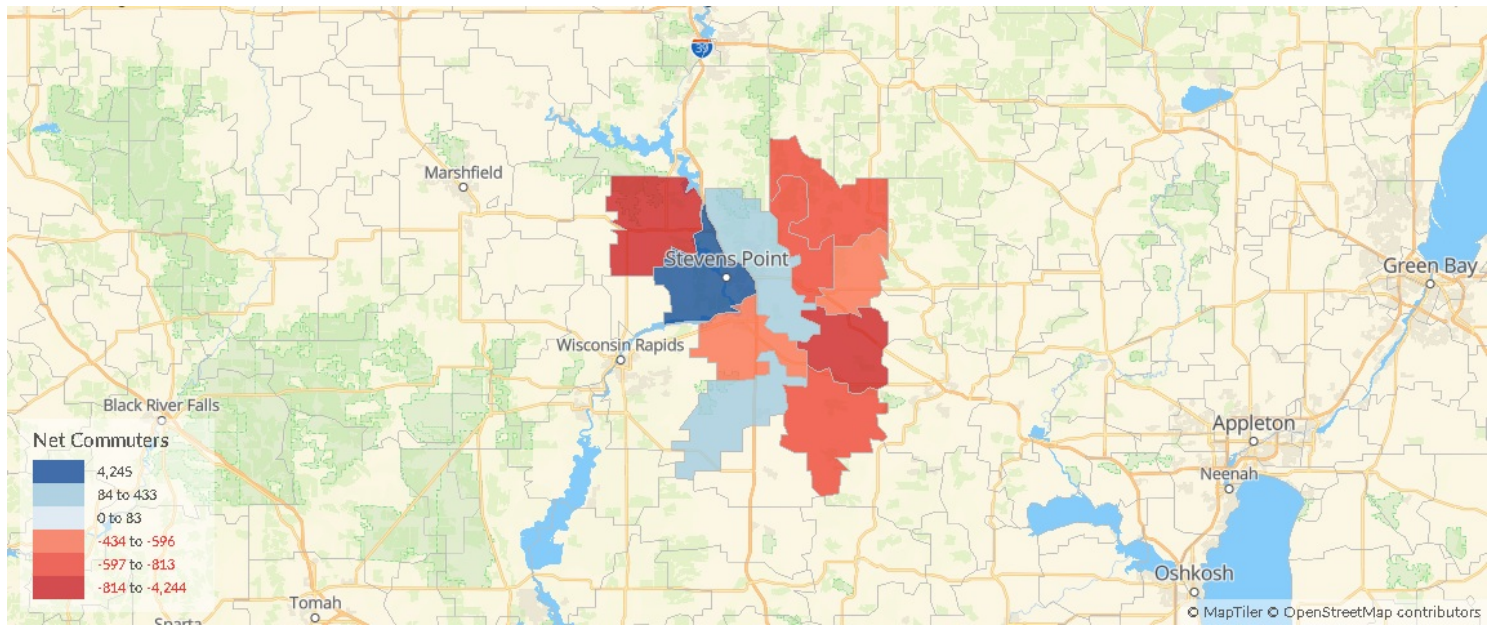


**Property Crime**

Portage County, WI has 8.12 property crimes per 1,000 people. The national rate is 18.22 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...	18,387
54467	Plover, WI (in Portage c...	8,375
54482	Stevens Point, WI (in Po...	5,003
54406	Amherst, WI (in Portage...	1,378
54921	Bancroft, WI (in Portage...	943

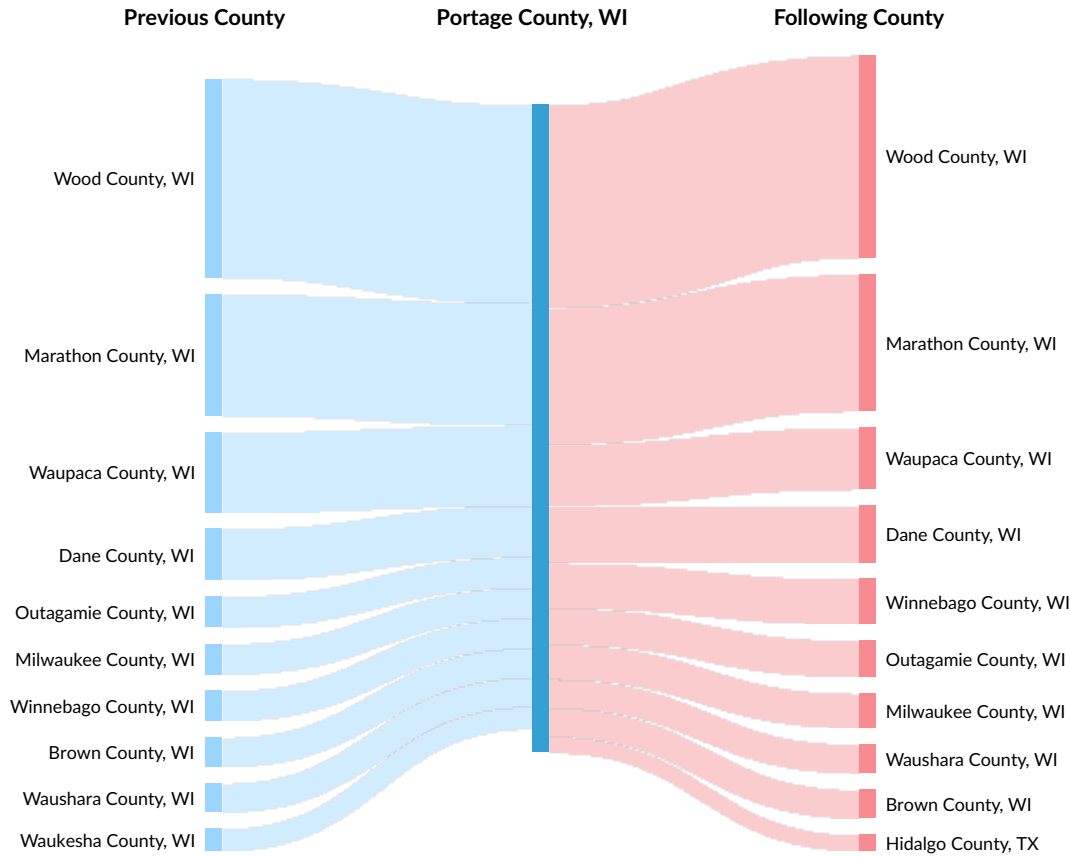
### Where Talent Lives

ZIP	Name	2023 Workers
54481	Stevens Point, WI (in Po...	14,142
54467	Plover, WI (in Portage c...	8,809
54482	Stevens Point, WI (in Po...	4,919
54406	Amherst, WI (in Portage...	2,291
54473	Rosholt, WI (in Portage ...	1,471

# 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, **431** people have migrated from Wood County, WI to Portage County, WI. In the same year, **440** people left Portage County, WI migrating to Wood County, WI. The total Net Migration for Portage County, WI in 2021 was **-56**.



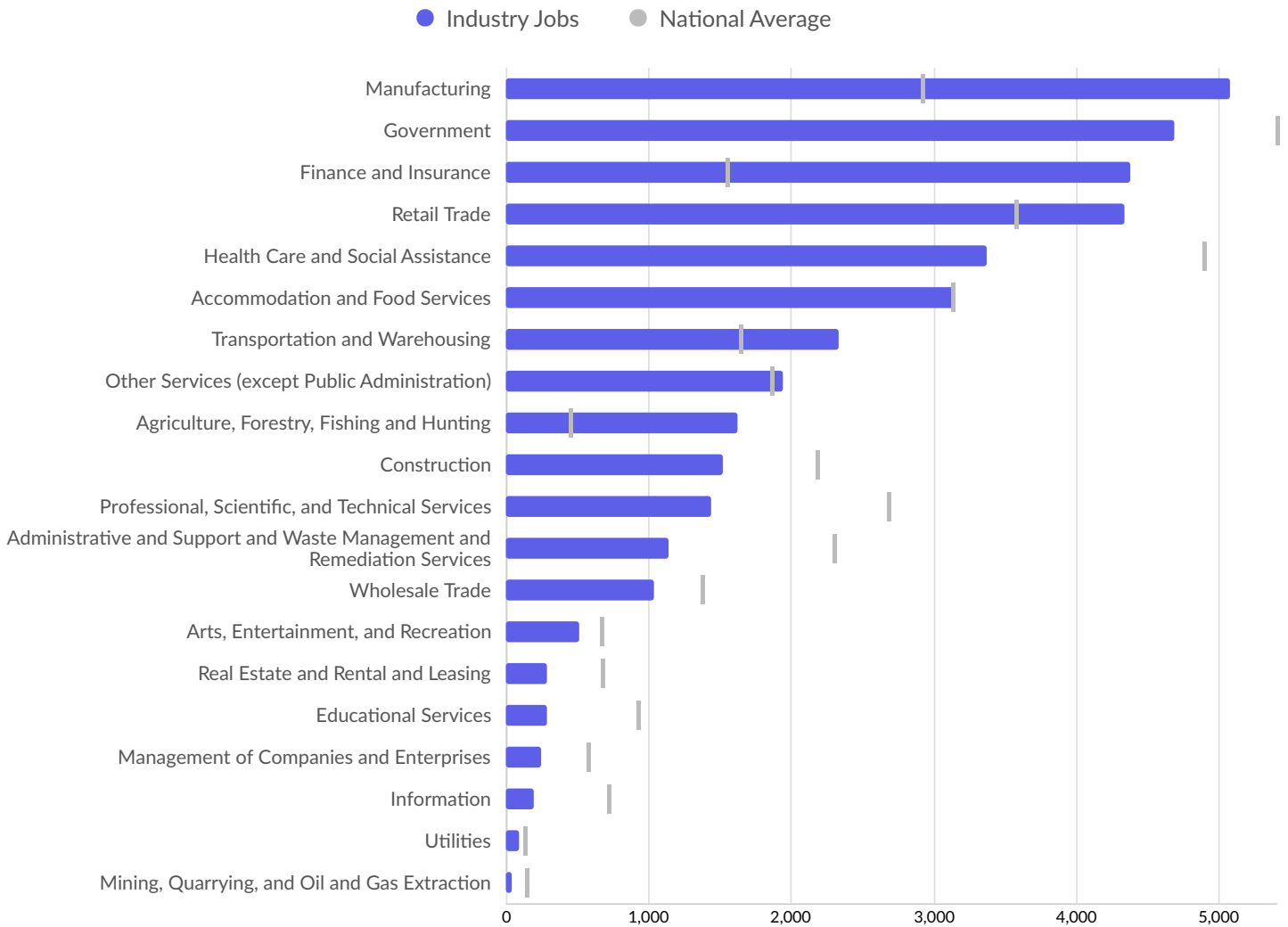
Top Previous Counties	Migrations
Wood County, WI	431
Marathon County, WI	264
Waupaca County, WI	174
Dane County, WI	111
Outagamie County, WI	67
Milwaukee County, WI	66



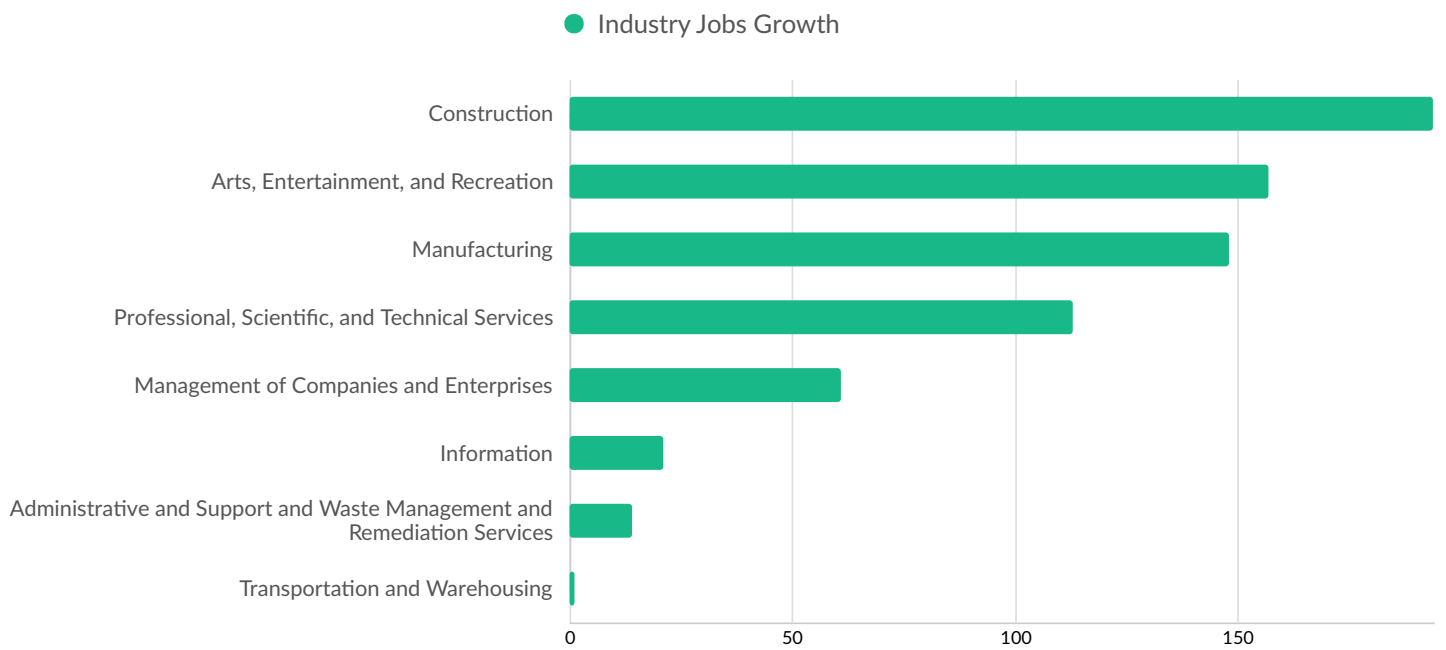
Top Previous Counties	Migrations
Winnebago County, WI	65
Brown County, WI	64
Waushara County, WI	63
Waukesha County, WI	48
Cook County, IL	42
Hennepin County, MN	40
Kenosha County, WI	34
Oneida County, WI	31
Calumet County, WI	30
Top Following Counties	Migrations
Wood County, WI	440
Marathon County, WI	297
Waupaca County, WI	134
Dane County, WI	124
Winnebago County, WI	98
Outagamie County, WI	79
Milwaukee County, WI	75
Waushara County, WI	63
Brown County, WI	62
Hidalgo County, TX	35
La Crosse County, WI	34
Pinellas County, FL	33
Waukesha County, WI	33
Adams County, WI	32
Grand Traverse County, MI	31

# Industry Characteristics

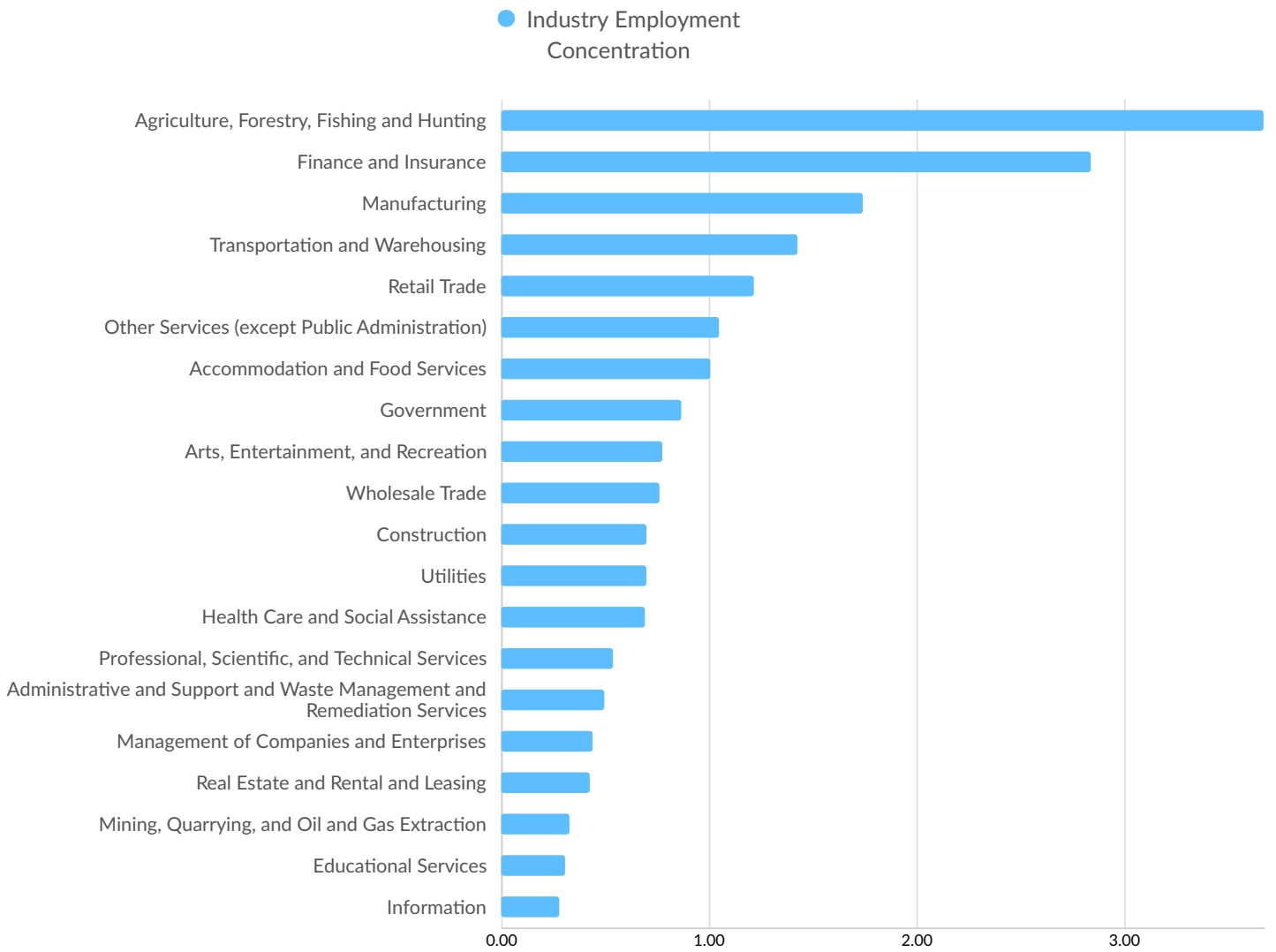
## Largest Industries



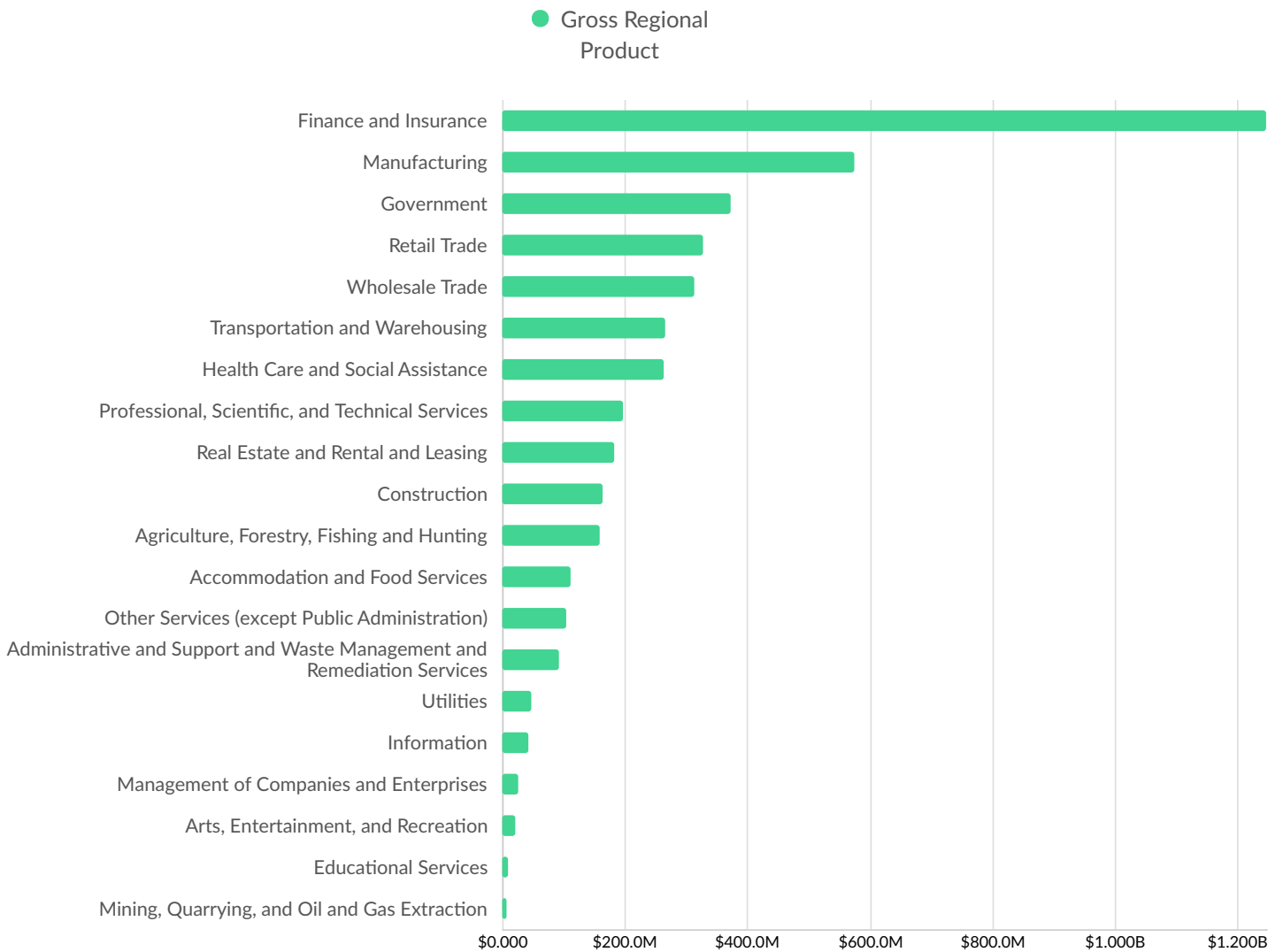
## Top Growing Industries



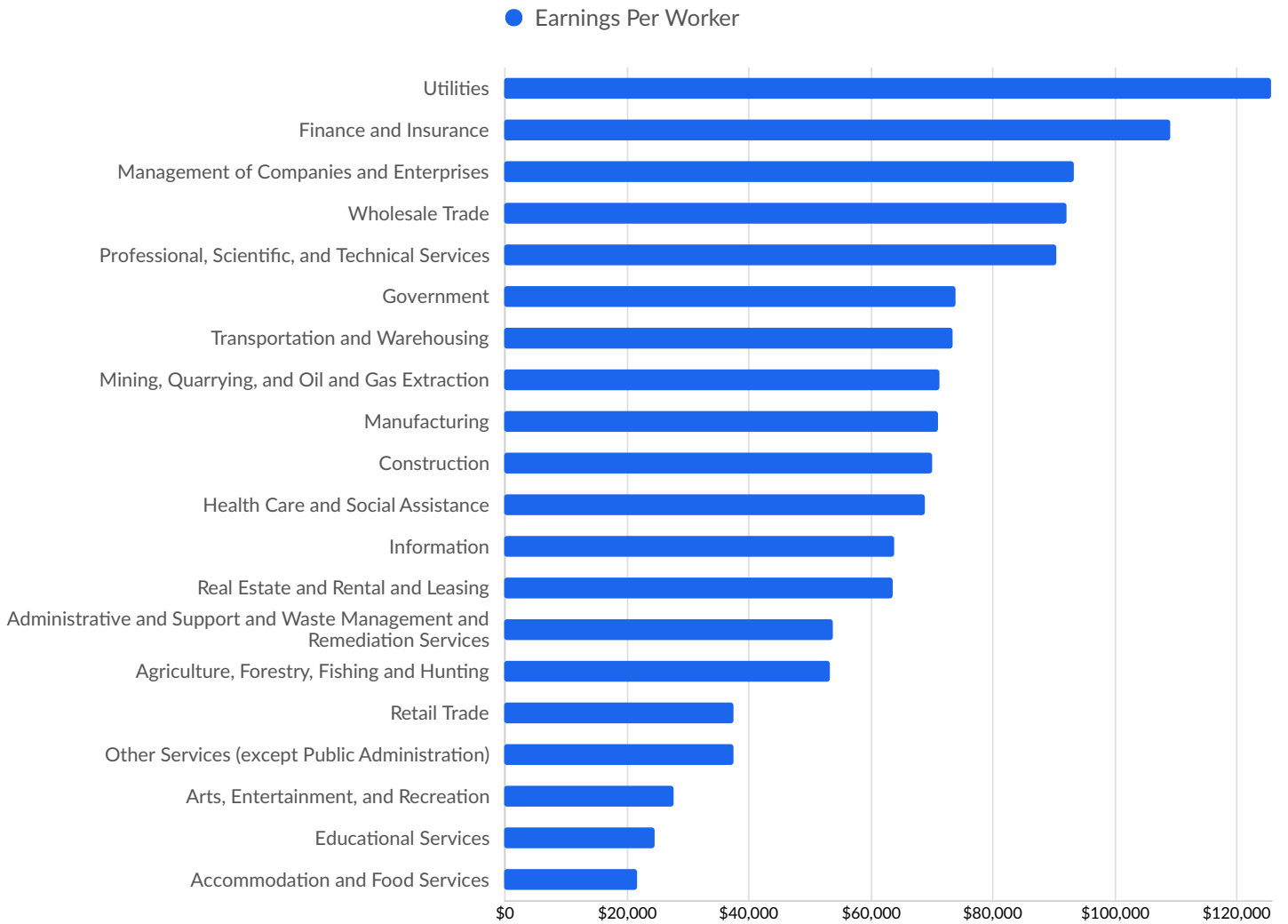
## Top Industry Employment Concentration



## Top Industry GRP























## Top Industry Earnings



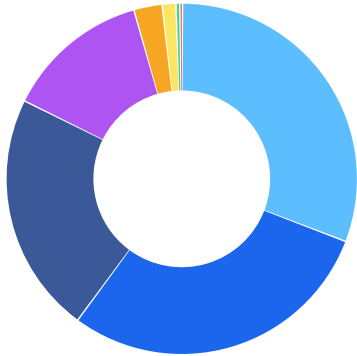
## Business Characteristics

### 6,009 Companies Employ Your Workers

Online profiles for your workers mention 6,009 companies as employers, with the top 10 appearing below. In the last 12 months, 805 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	1,255 	Aspirus	296 
Sentry	1,233 	Sentry Insurance	247 
Skyward	310 	University of Wisconsin System	177 
Stevens Point Area Public Schoo...	266 	Advocate Aurora Health	88 
Aspirus	183 	Flex-Staff	86 
Associated Bank	163 	Aimbridge Hospitality	83 
Ministry Health Care	147 	McCain Foods	72 
Delta Dental Of Wisconsin	143 	Fleet Farm	69 
Marshfield Clinic	130 	Sentry	68 
AIG	127 	CareInHomes	60 

## Business Size



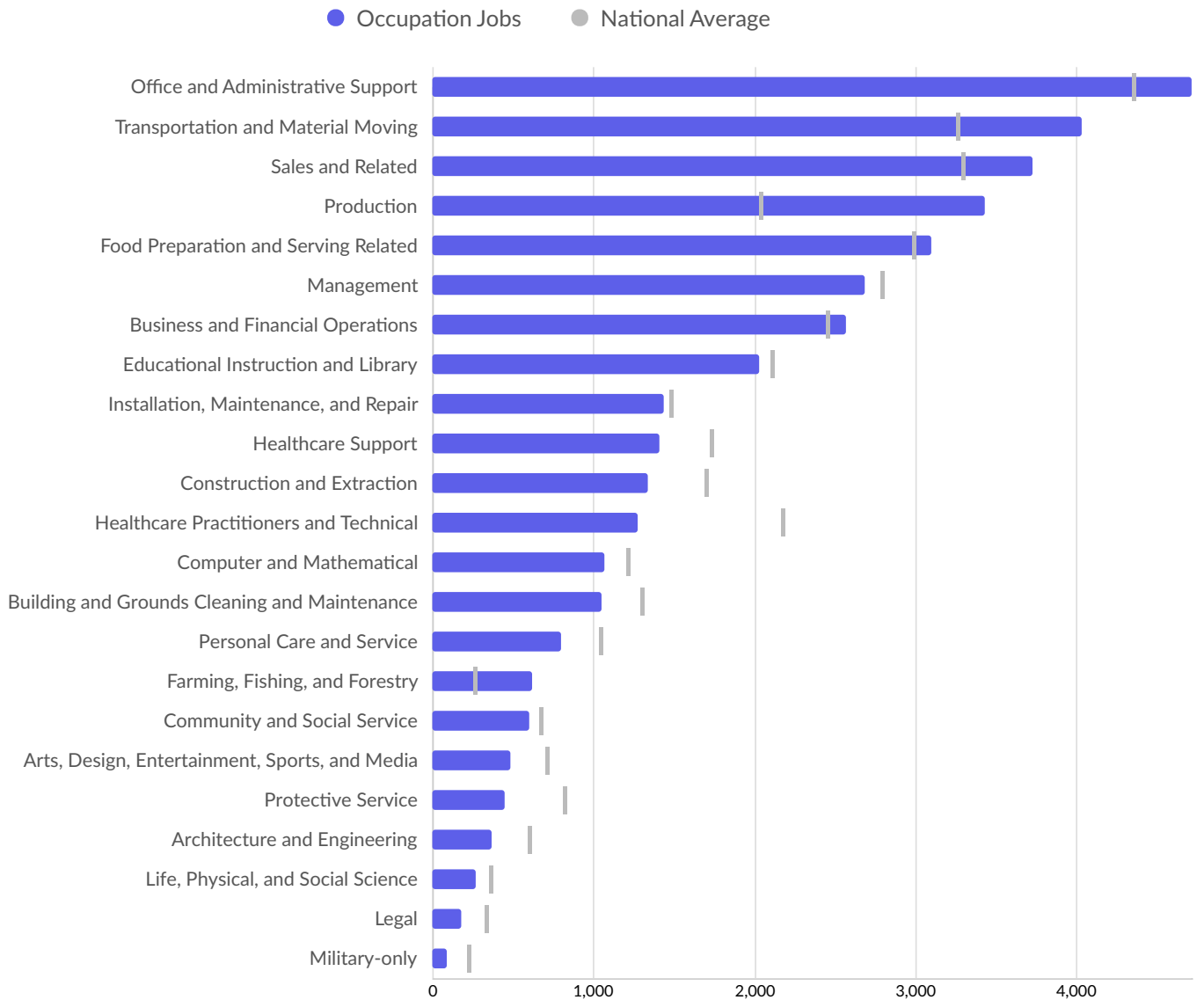
	Percentage	Business Count
● 1 to 4 employees	30.7%	873
● 5 to 9 employees	29.3%	832
● 10 to 19 employees	22.2%	631
● 20 to 49 employees	13.3%	377
● 50 to 99 employees	2.6%	74
● 100 to 249 employees	1.3%	36
● 250 to 499 employees	0.4%	10
● 500+ employees	0.2%	7

\*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.

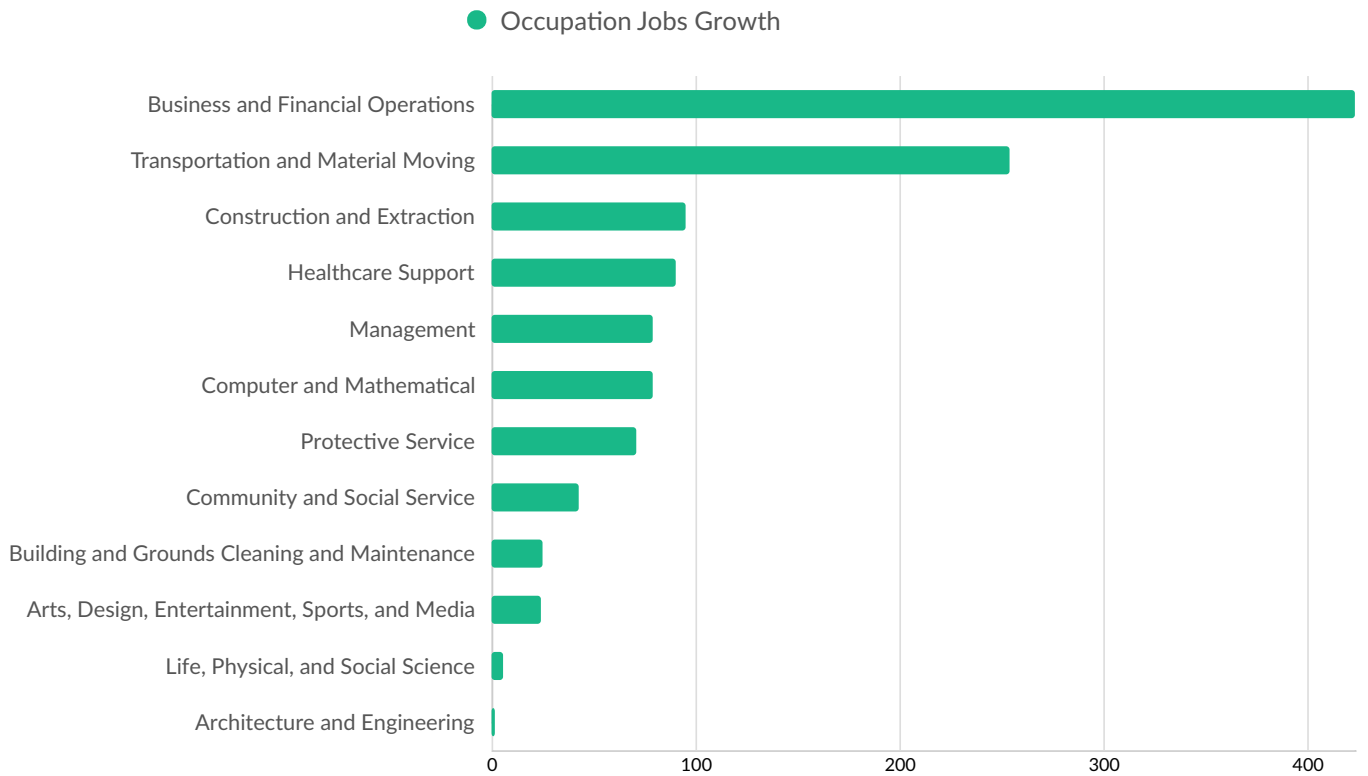


# Workforce Characteristics

## Largest Occupations



## Top Growing Occupations

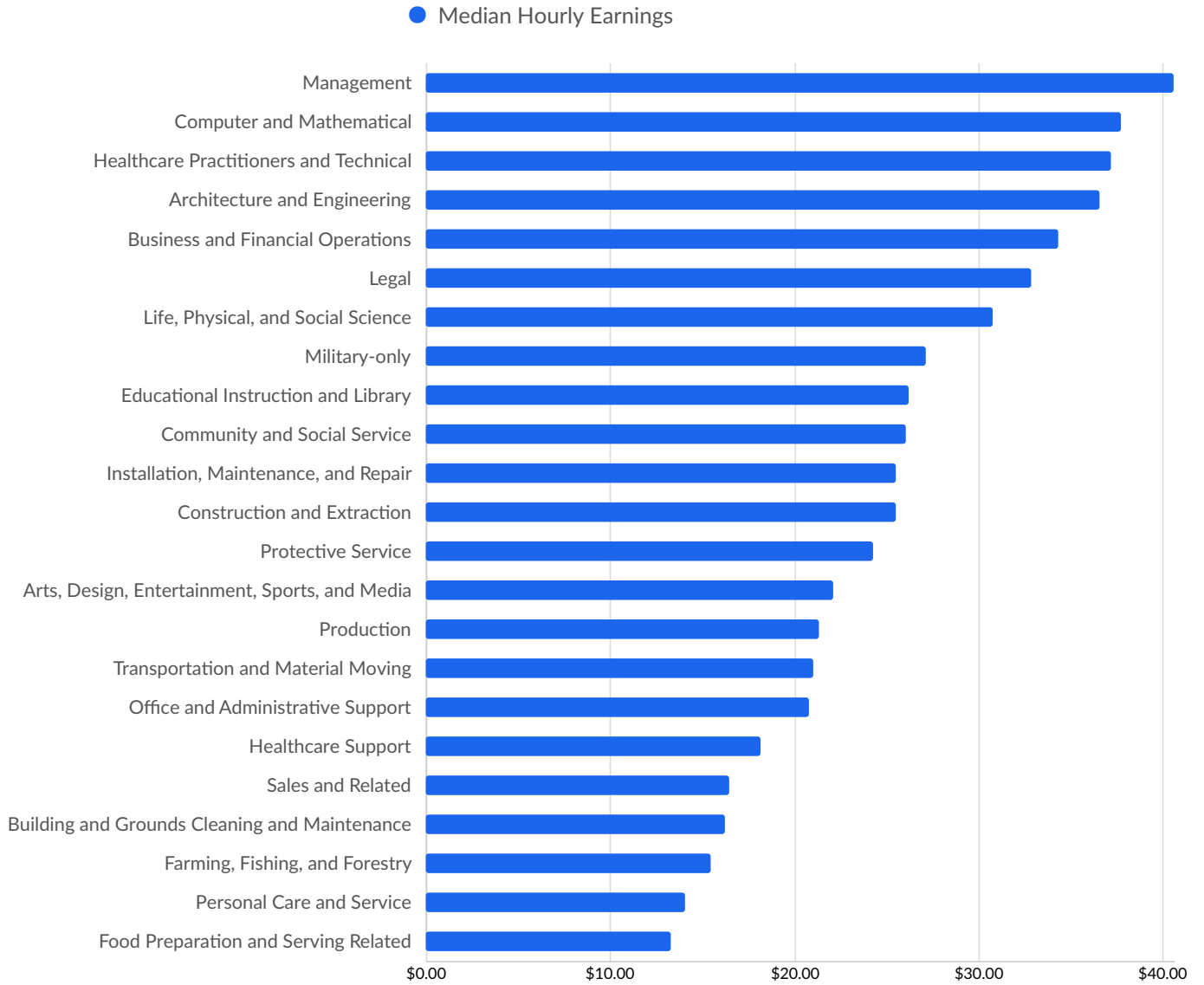


## Top Occupation Employment Concentration

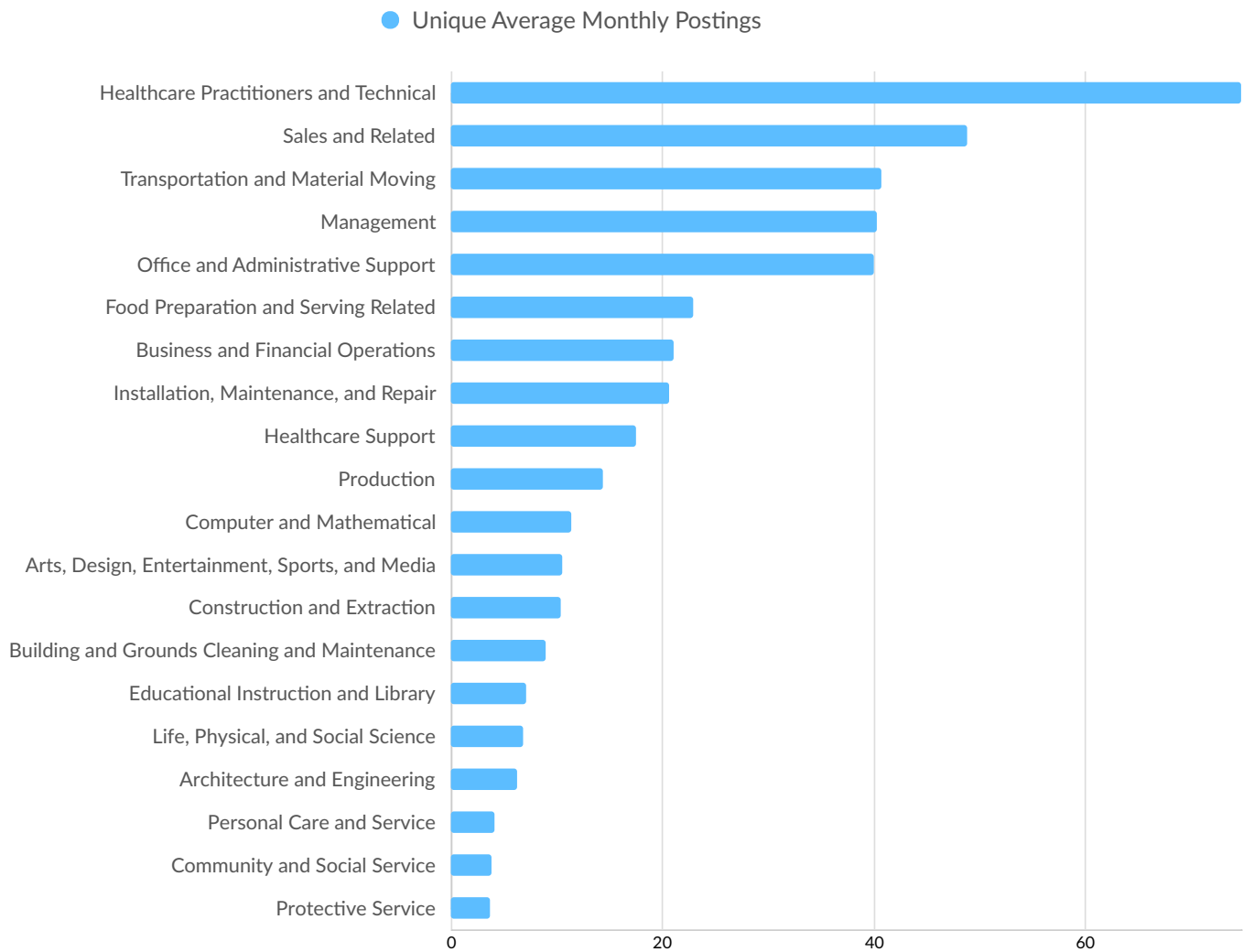
● Occupation Employment Concentration



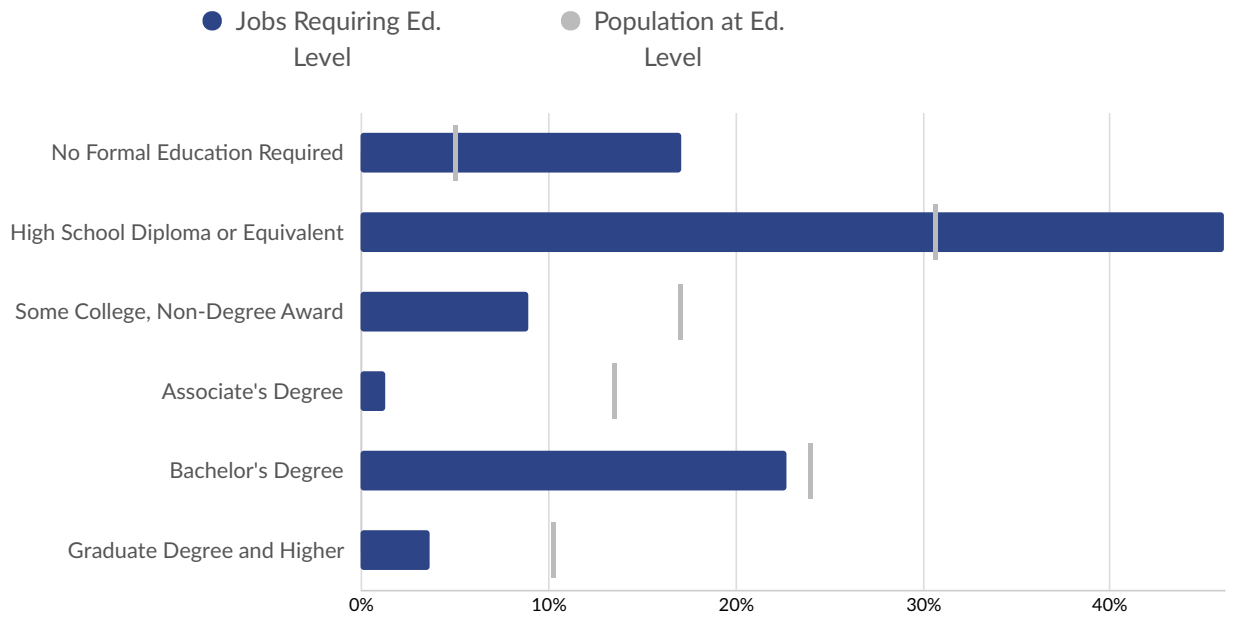
## Top Occupation Earnings



## Top Posted Occupations

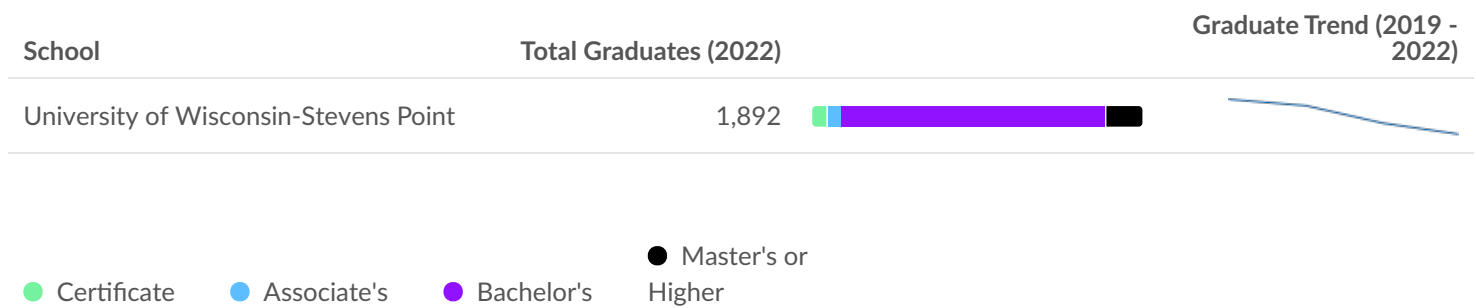


## Underemployment



## Educational Pipeline

In 2022, there were 1,892 graduates in Portage County, WI. This pipeline has shrunk by 20% over the last 4 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

