



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

70,809

Population (2023)

Population **decreased by 170** over the last 5 years and is projected to **decrease by 256** over the next 5 years.

37,619

Total Regional Employment

Jobs **decreased by 1,372** over the last 5 years but are projected to **grow by 309** over the next 5 years.

\$71.3K

Median Household Income (2022)

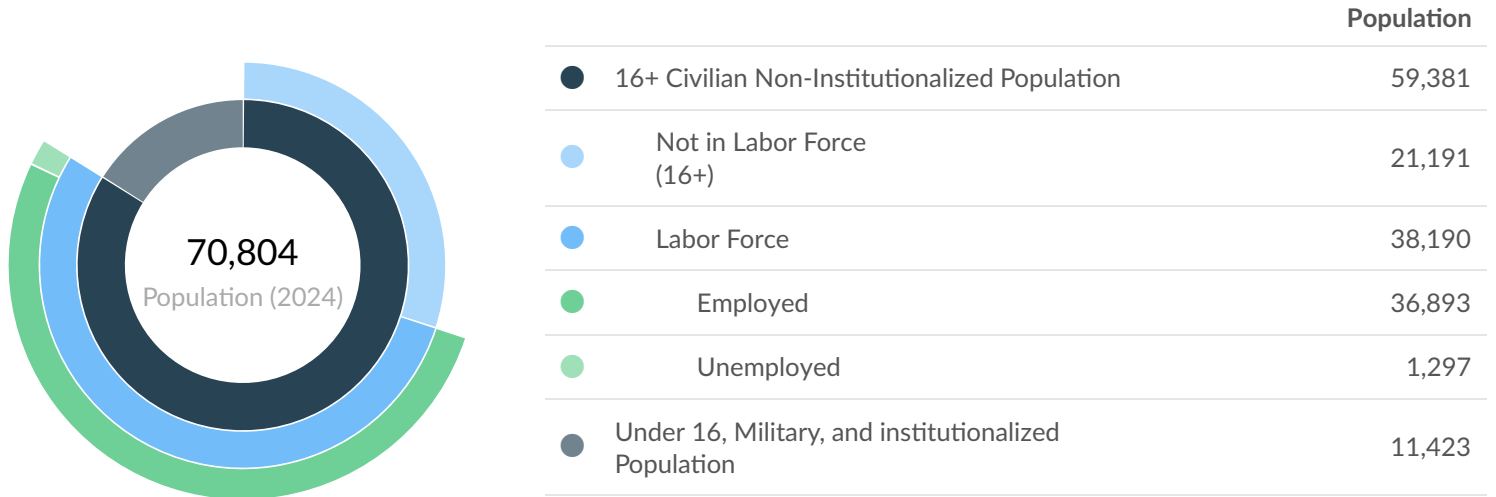
Median household income is **\$3.8K below** the national median household income of \$75.1K.

Takeaways

- As of 2023 the region's population **declined by 0.2%** since 2018, falling by 170. Population is expected to **decrease by 0.4%** between 2023 and 2028, losing 256.
- From 2018 to 2023, jobs **declined by 3.5%** in Portage County, WI from 38,991 to **37,619**. This change **fell short of the national growth rate of 4.3% by 7.8%**. As the number of jobs declined, the **labor force participation rate decreased from 65.7% to 64.2% between 2018 and 2023**.
- Concerning educational attainment, **23.9% of Portage County, WI residents possess a Bachelor's Degree** (2.7% 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.

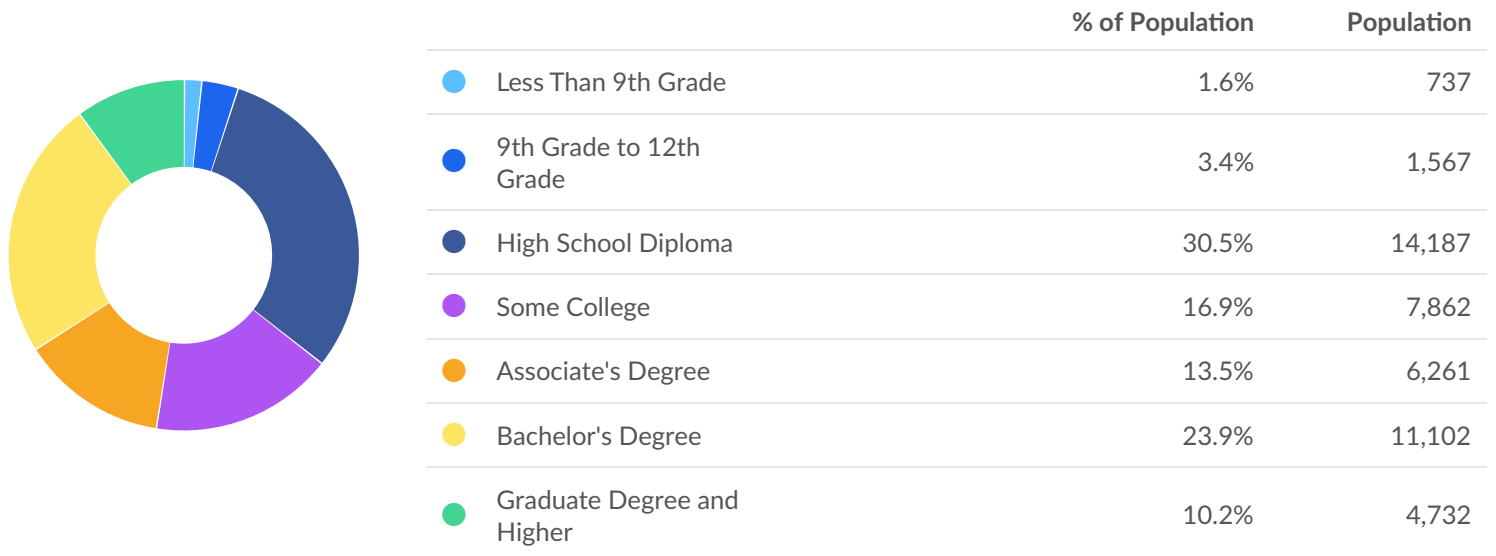
	Population (2024)	Labor Force (Mar 2024)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	70,804	38,190	37,619	99.4	\$5.04B	\$6.01B	\$5.83B
State	5,940,347	3,129,054	3,241,311	100.2	\$416.85B	\$383.10B	\$414.67B

Mar 2024 Labor Force Breakdown



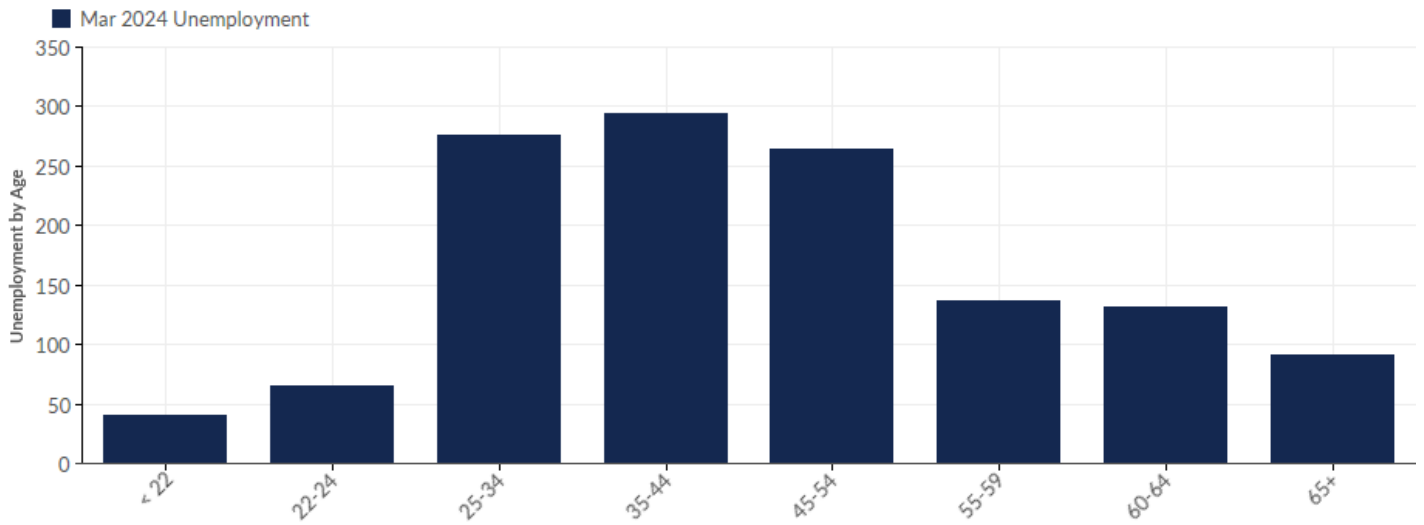
Educational Attainment

Concerning educational attainment, **23.9% of Portage County, WI residents possess a Bachelor's Degree** (2.7% above the national average), and **13.5% hold an Associate's Degree** (4.6% above the national average).



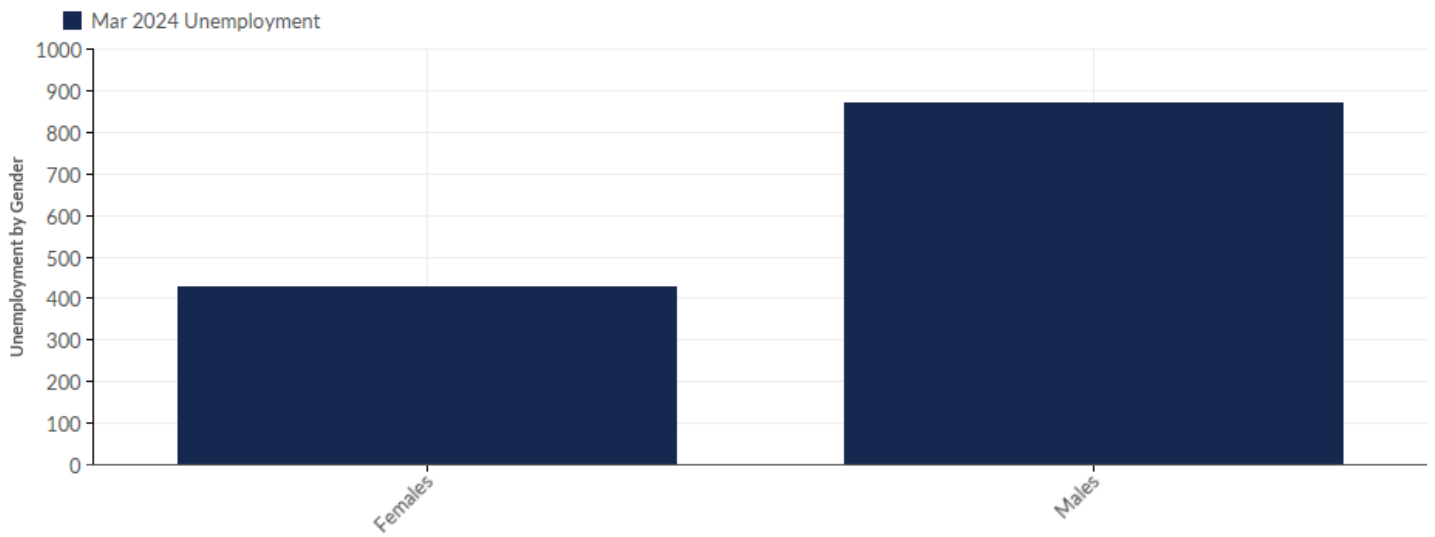
Unemployment by Demographics

Unemployment by Age



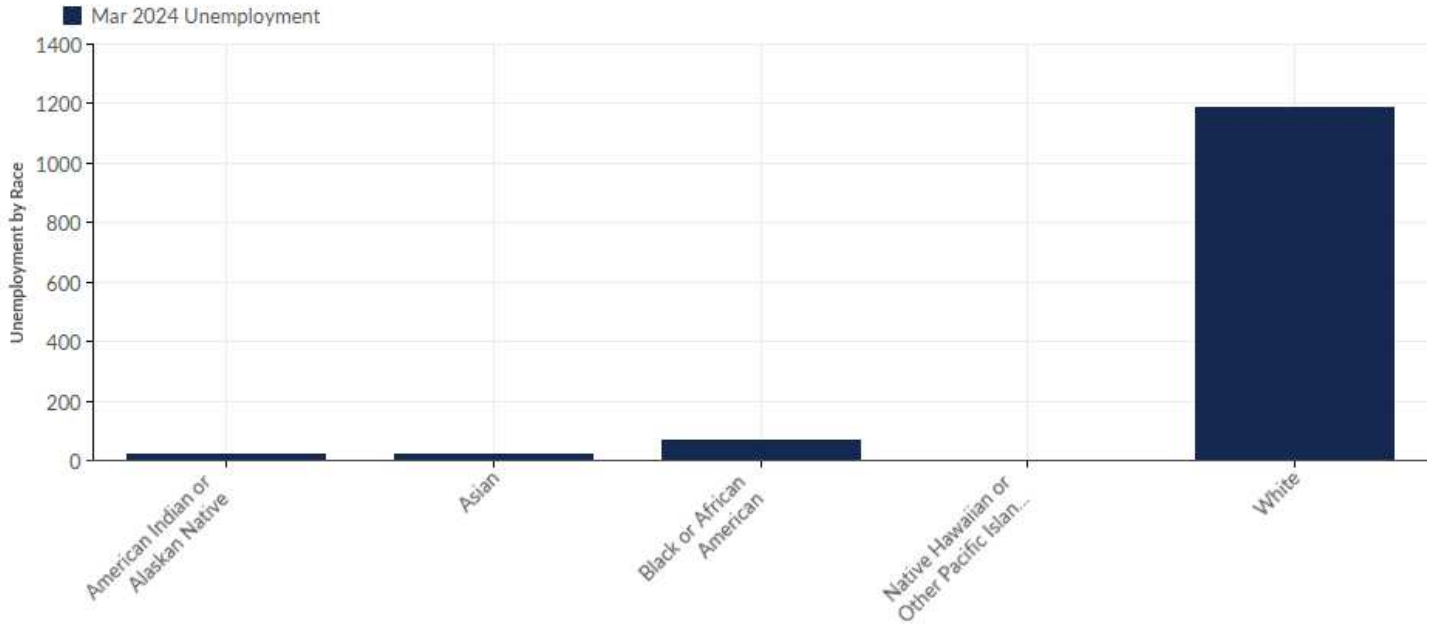
Age	Unemployment (Mar 2024)	% of Unemployed
< 22	40	3.08%
22-24	65	5.01%
25-34	275	21.20%
35-44	294	22.67%
45-54	264	20.35%
55-59	136	10.49%
60-64	131	10.10%
65+	91	7.02%
Total	1,297	100.00%

Unemployment by Gender



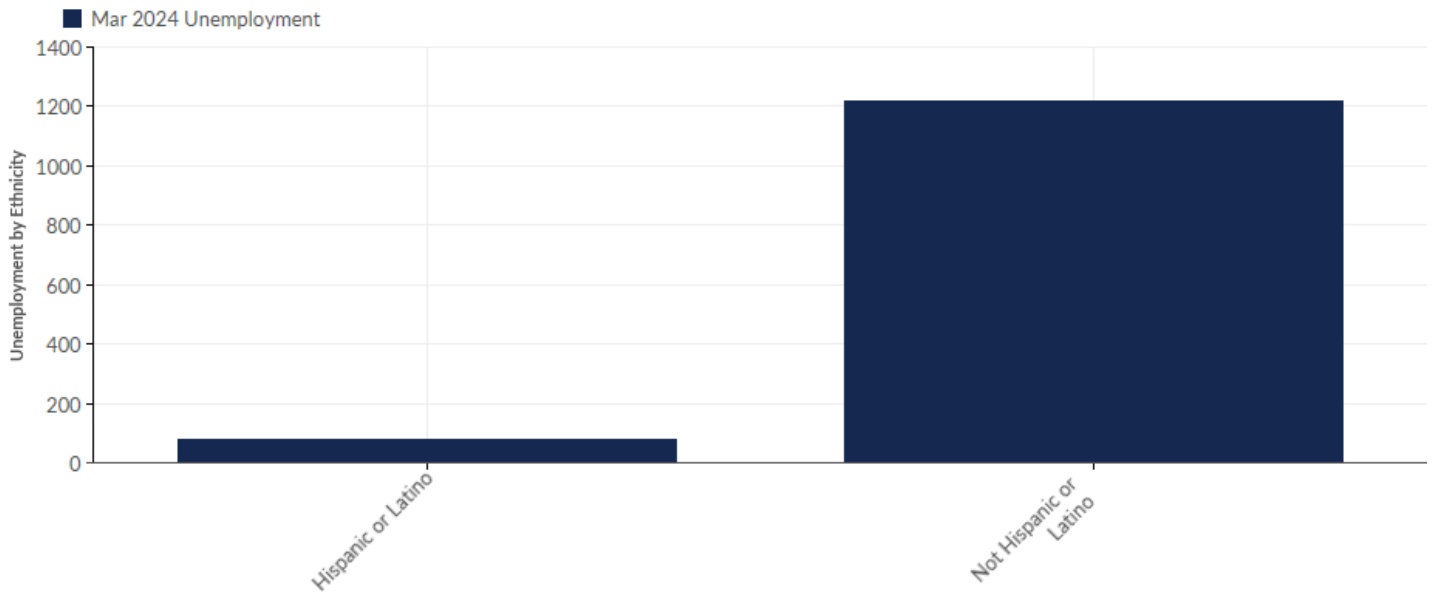
Gender	Unemployment (Mar 2024)	% of Unemployed
Females	428	33.00%
Males	869	67.00%
Total	1,297	100.00%

Unemployment by Race



Race	Unemployment (Mar 2024)	% of Unemployed
American Indian or Alaskan Native	21	1.62%
Asian	19	1.46%
Black or African American	69	5.32%
Native Hawaiian or Other Pacific Islander	1	0.08%
White	1,187	91.52%
Total	1,297	100.00%

Unemployment by Ethnicity

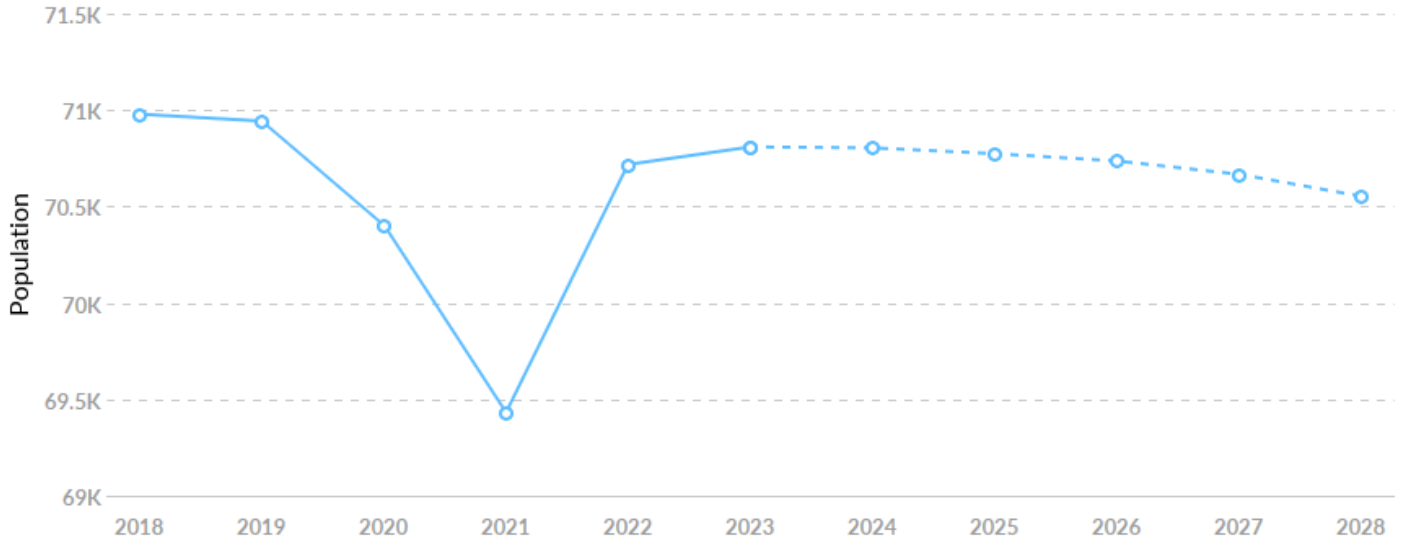


Ethnicity	Unemployment (Mar 2024)	% of Unemployed
Hispanic or Latino	80	6.17%
Not Hispanic or Latino	1,217	93.83%
Total	1,297	100.00%

Historic & Projected Trends

Population Trends

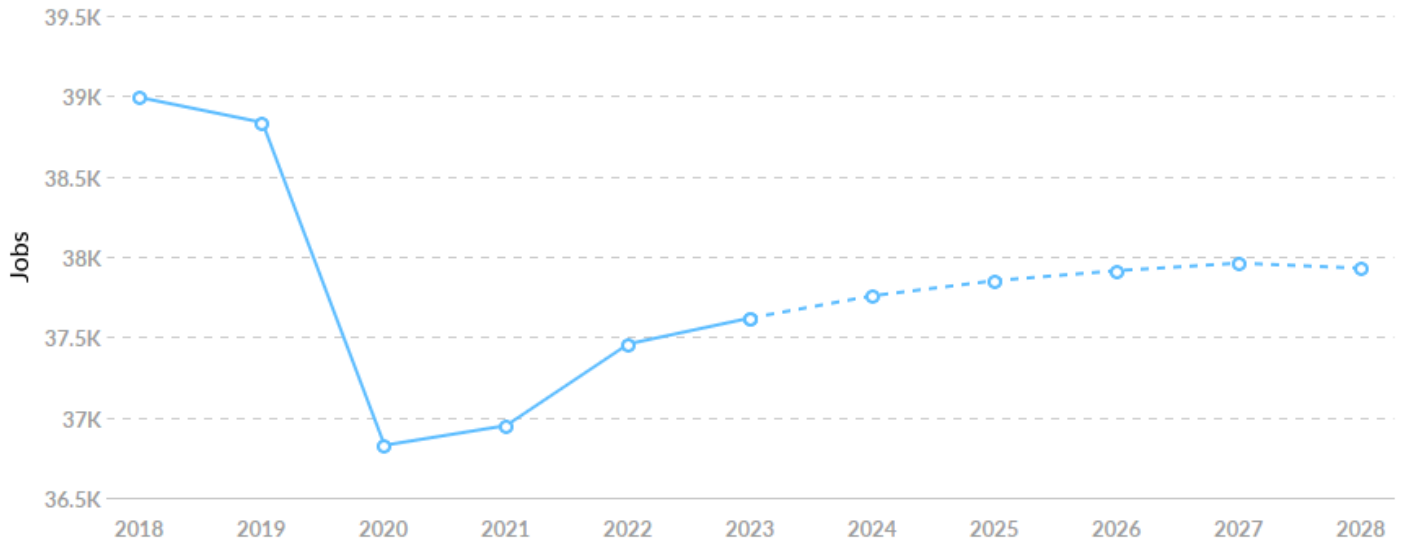
As of 2023 the region's population **declined by 0.2%** since 2018, falling by 170. Population is expected to **decrease by 0.4%** between 2023 and 2028, losing 256.



Timeframe	Population
2018	70,979
2019	70,943
2020	70,402
2021	69,429
2022	70,718
2023	70,809
2024	70,804
2025	70,774
2026	70,736
2027	70,667
2028	70,553

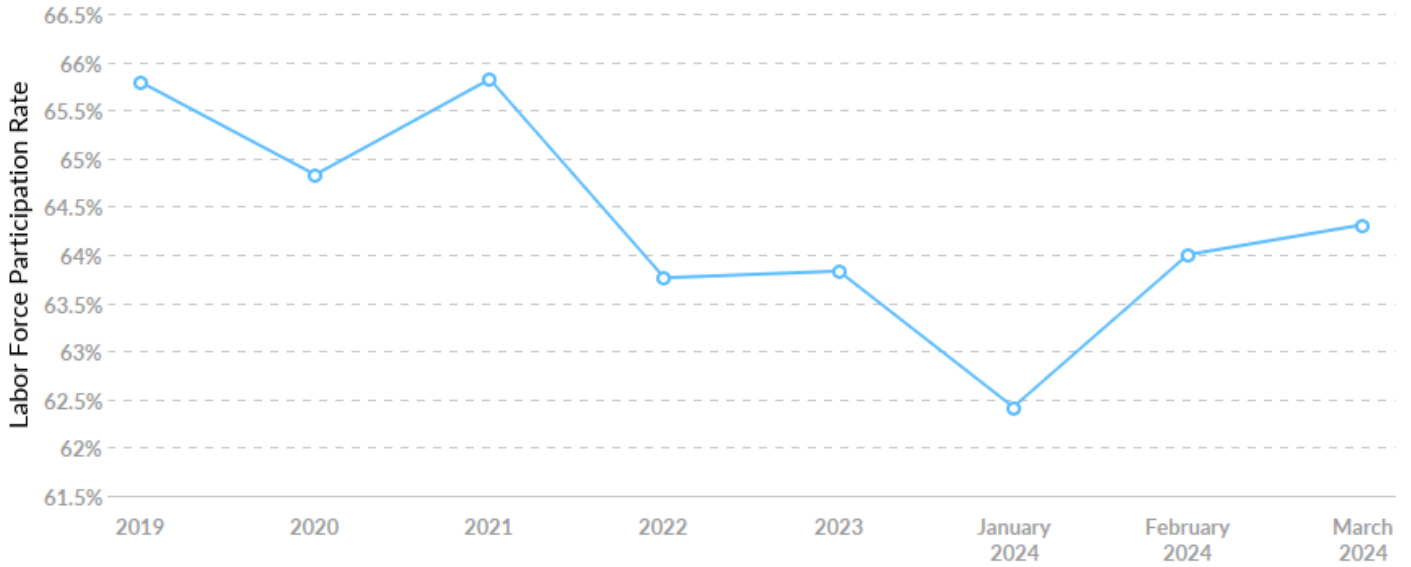
Job Trends

From 2018 to 2023, jobs declined by 3.5% in Portage County, WI from 38,991 to 37,619. This change fell short of the national growth rate of 4.3% by 7.8%.



Timeframe	Jobs
2018	38,991
2019	38,836
2020	36,826
2021	36,949
2022	37,457
2023	37,619
2024	37,757
2025	37,851
2026	37,913
2027	37,960
2028	37,928

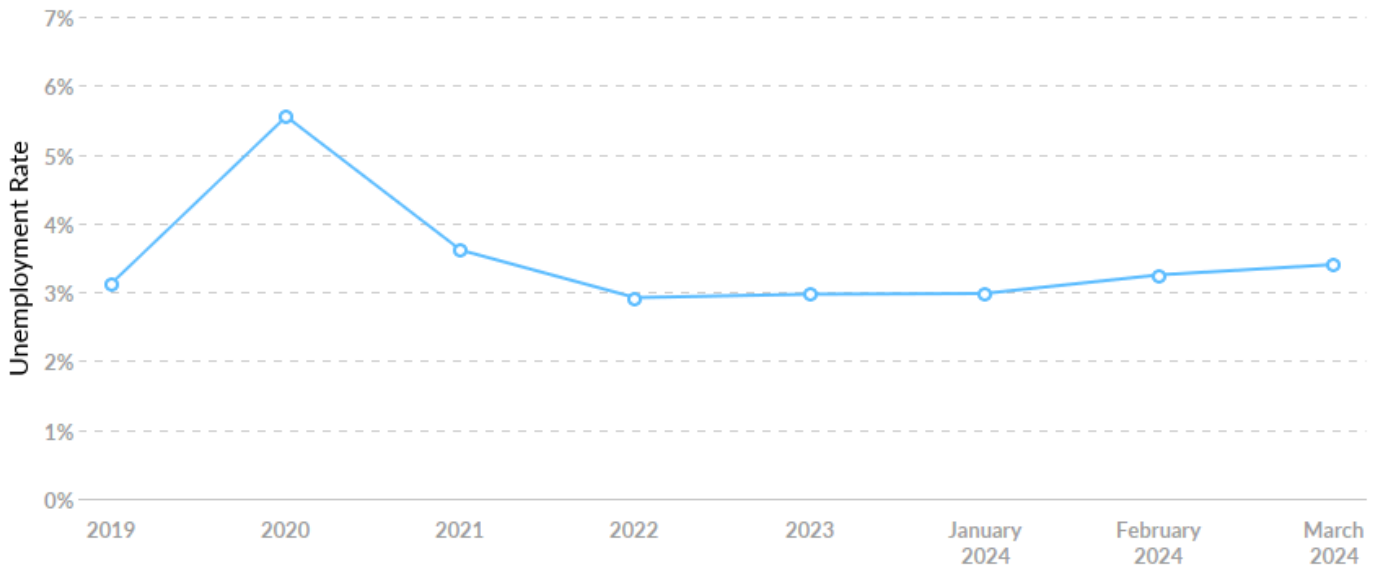
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2019	65.79%
2020	64.83%
2021	65.82%
2022	63.76%
2023	63.83%
January 2024	62.42%
February 2024	64.00%
March 2024	64.31%

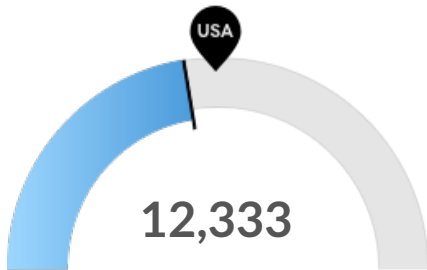
Unemployment Rate Trends

Portage County, WI had a March 2024 unemployment rate of 3.40%, **increasing from 3.13%** 5 years before.



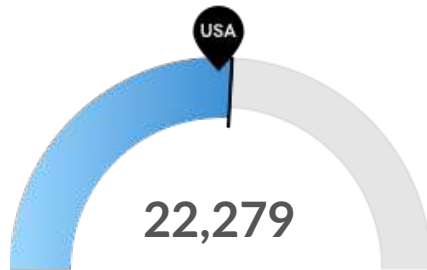
Timeframe	Unemployment Rate
2019	3.13%
2020	5.55%
2021	3.61%
2022	2.92%
2023	2.97%
January 2024	2.98%
February 2024	3.25%
March 2024	3.40%

Population Characteristics



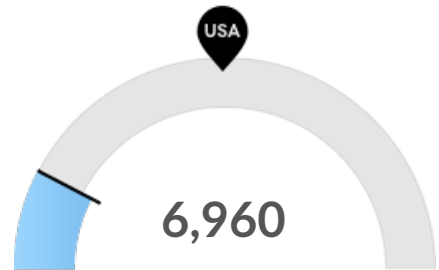
Millennials

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



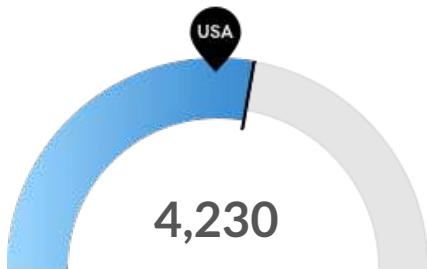
Retiring Soon

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.



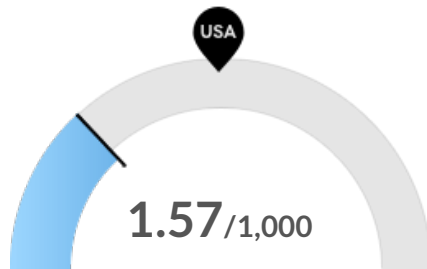
Racial Diversity

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.



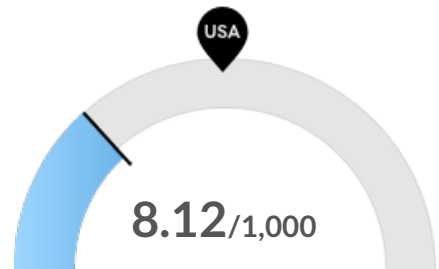
Veterans

Portage County, WI has 4,230 veterans. The national average for an area this size is 3,615.



Violent Crime

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

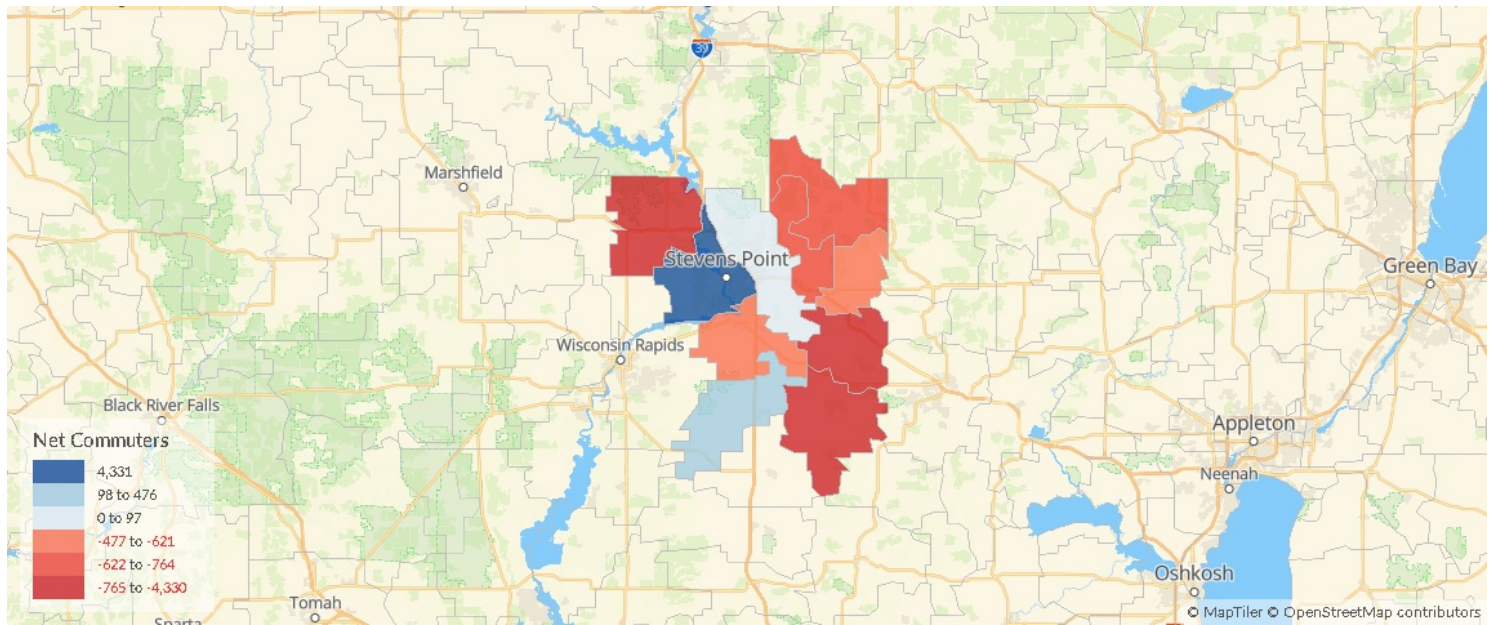


Property Crime

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...	18,512
54467	Plover, WI (in Portage c...	8,328
54482	Stevens Point, WI (in Po...	4,988
54406	Amherst, WI (in Portage...	1,420
54921	Bancroft, WI (in Portage...	961

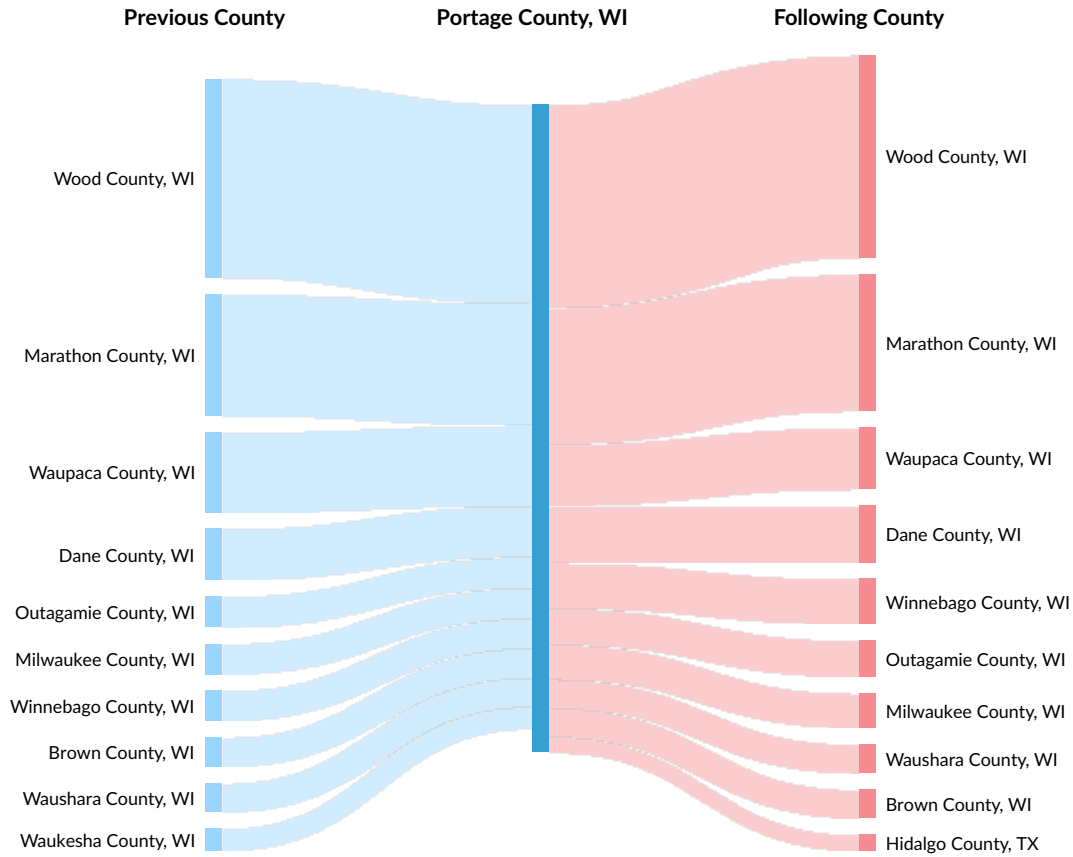
Where Talent Lives

ZIP	Name	2023 Workers
54481	Stevens Point, WI (in Po...	14,180
54467	Plover, WI (in Portage c...	8,848
54482	Stevens Point, WI (in Po...	4,948
54406	Amherst, WI (in Portage...	2,300
54473	Rosholt, WI (in Portage ...	1,468

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**.

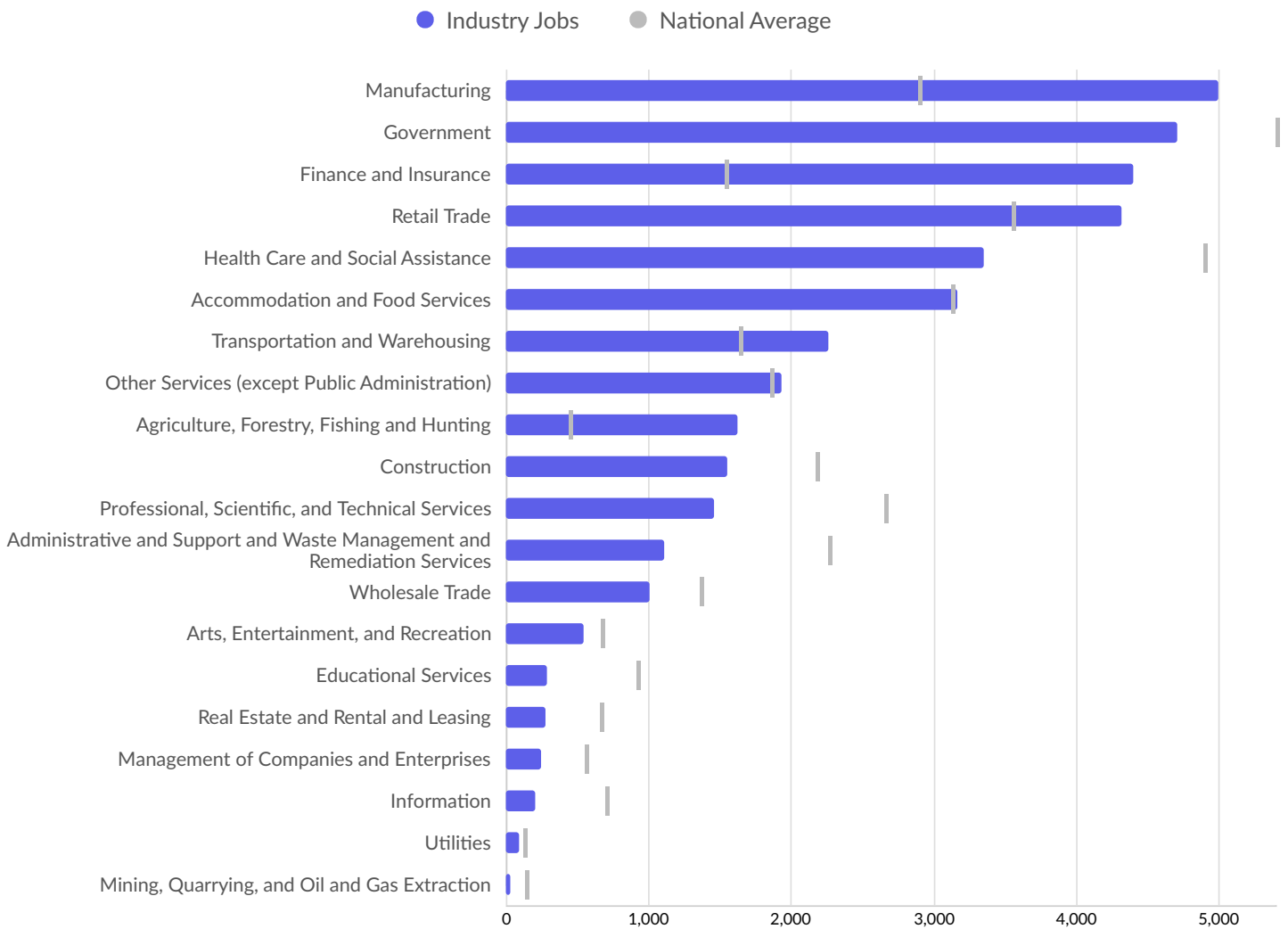


Top Previous Counties	Migrations
Wood County, WI	431
Marathon County, WI	264
Waupaca County, WI	174
Dane County, WI	111
Outagamie County, WI	67
Milwaukee County, WI	66

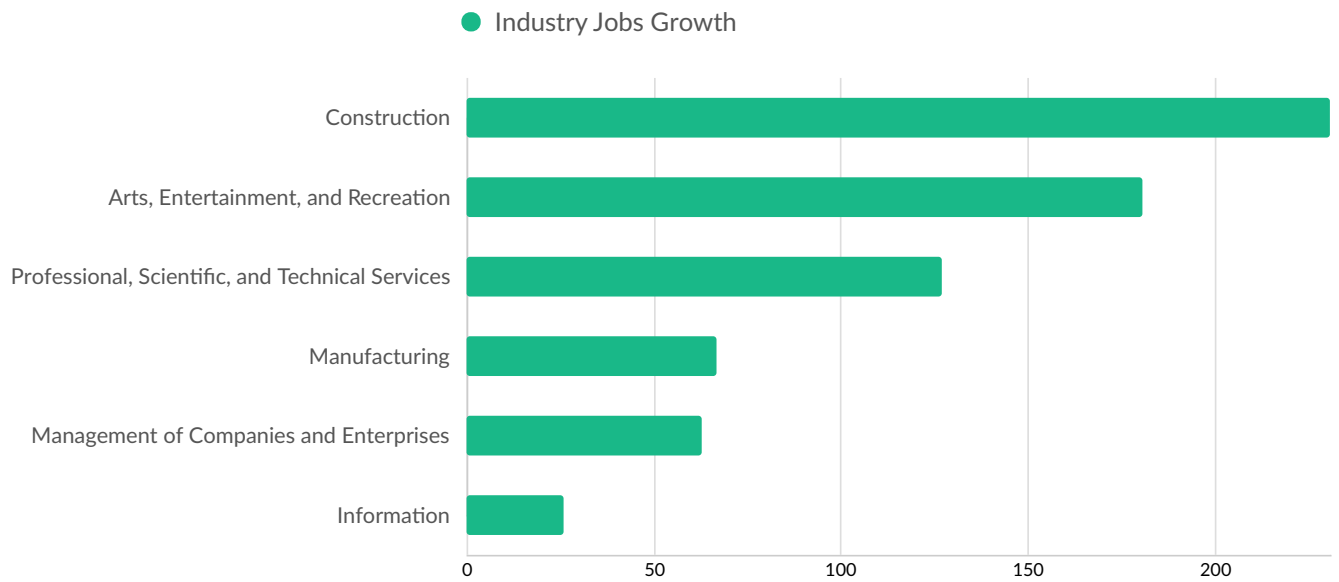
Top Previous Counties	Migrations
Winnebago County, WI	65
Brown County, WI	64
Waushara County, WI	63
Waukesha County, WI	48
Cook County, IL	42
Hennepin County, MN	40
Kenosha County, WI	34
Oneida County, WI	31
Calumet County, WI	30
Top Following Counties	Migrations
Wood County, WI	440
Marathon County, 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

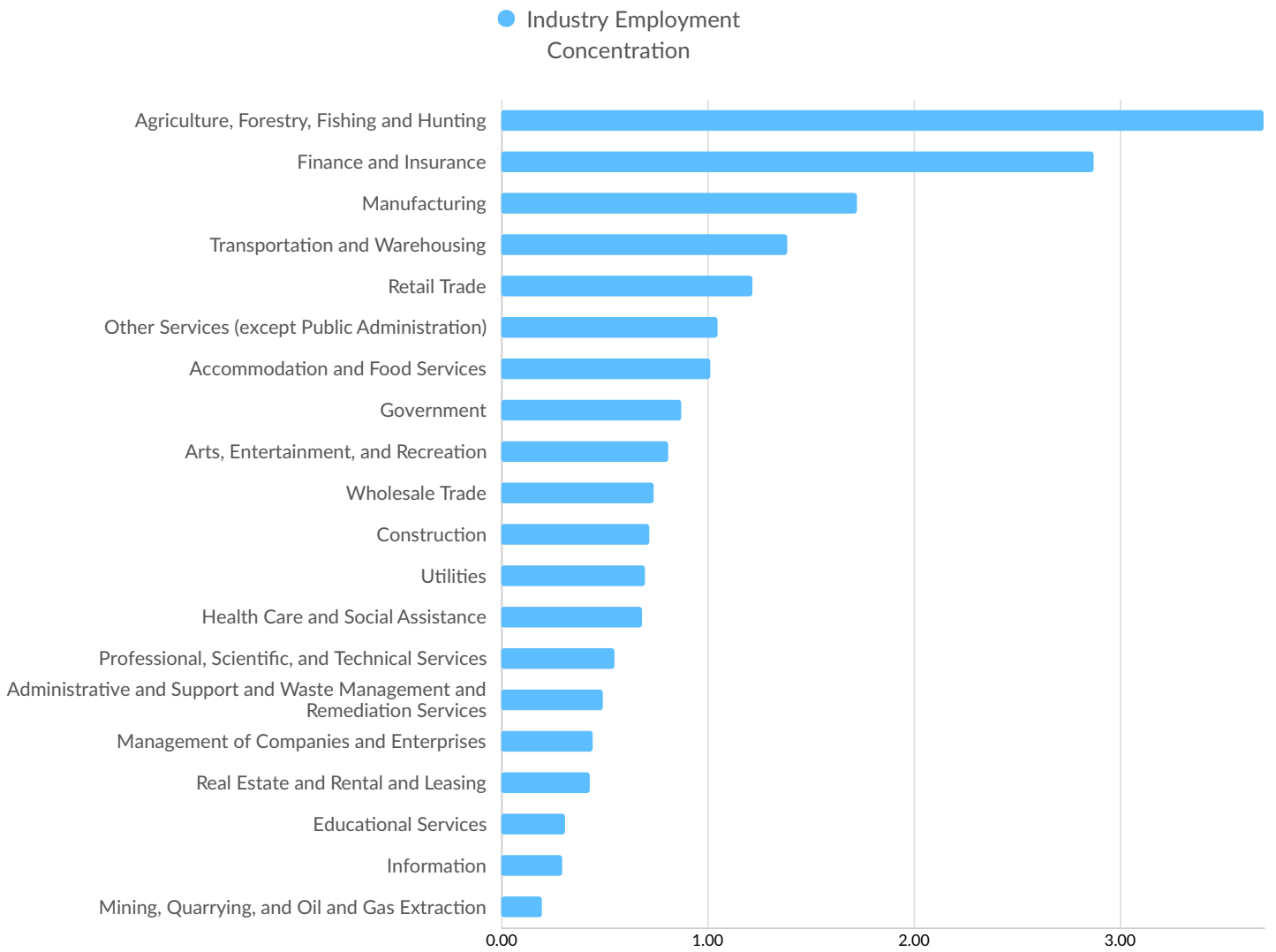
Largest Industries



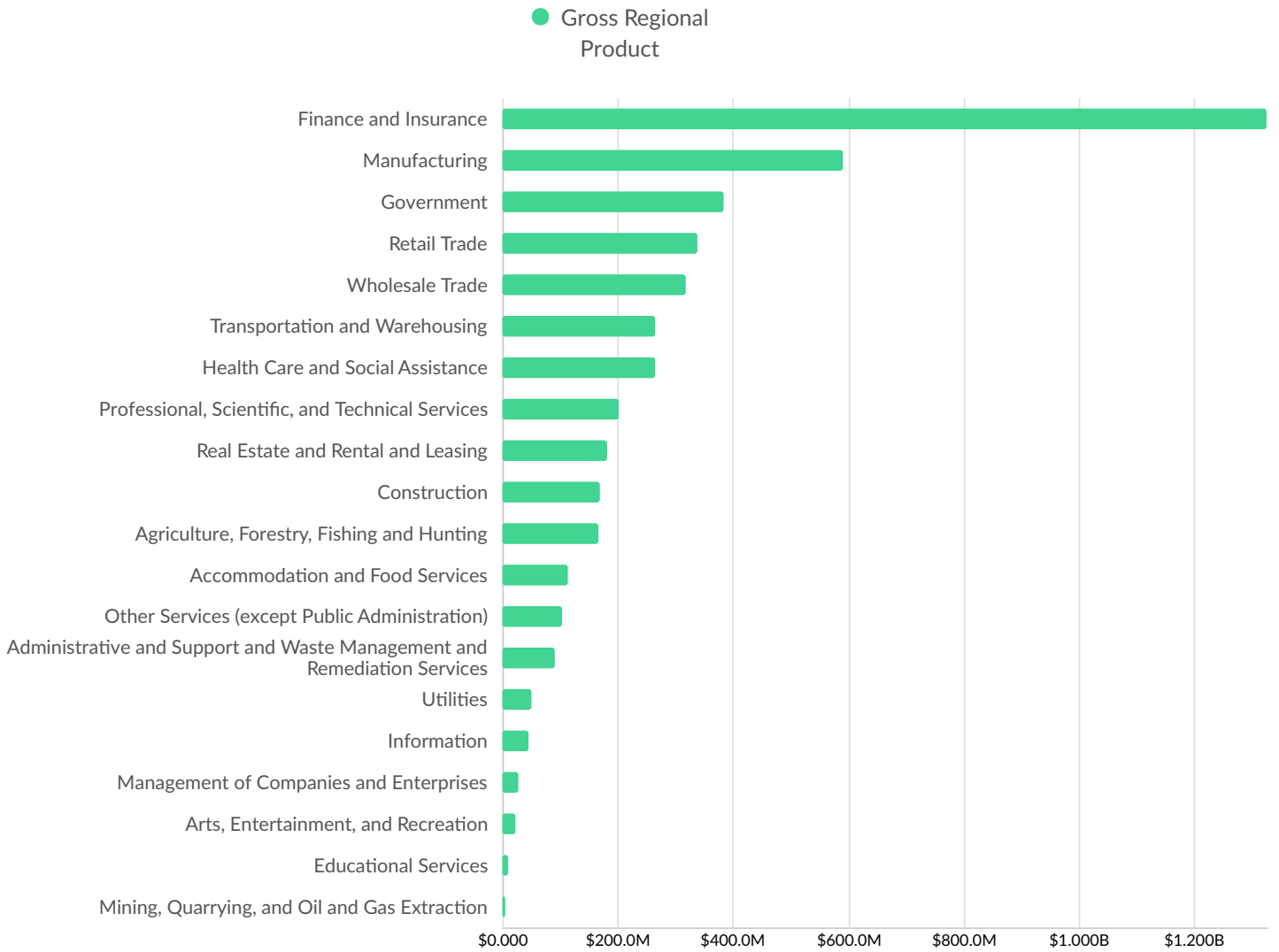
Top Growing Industries



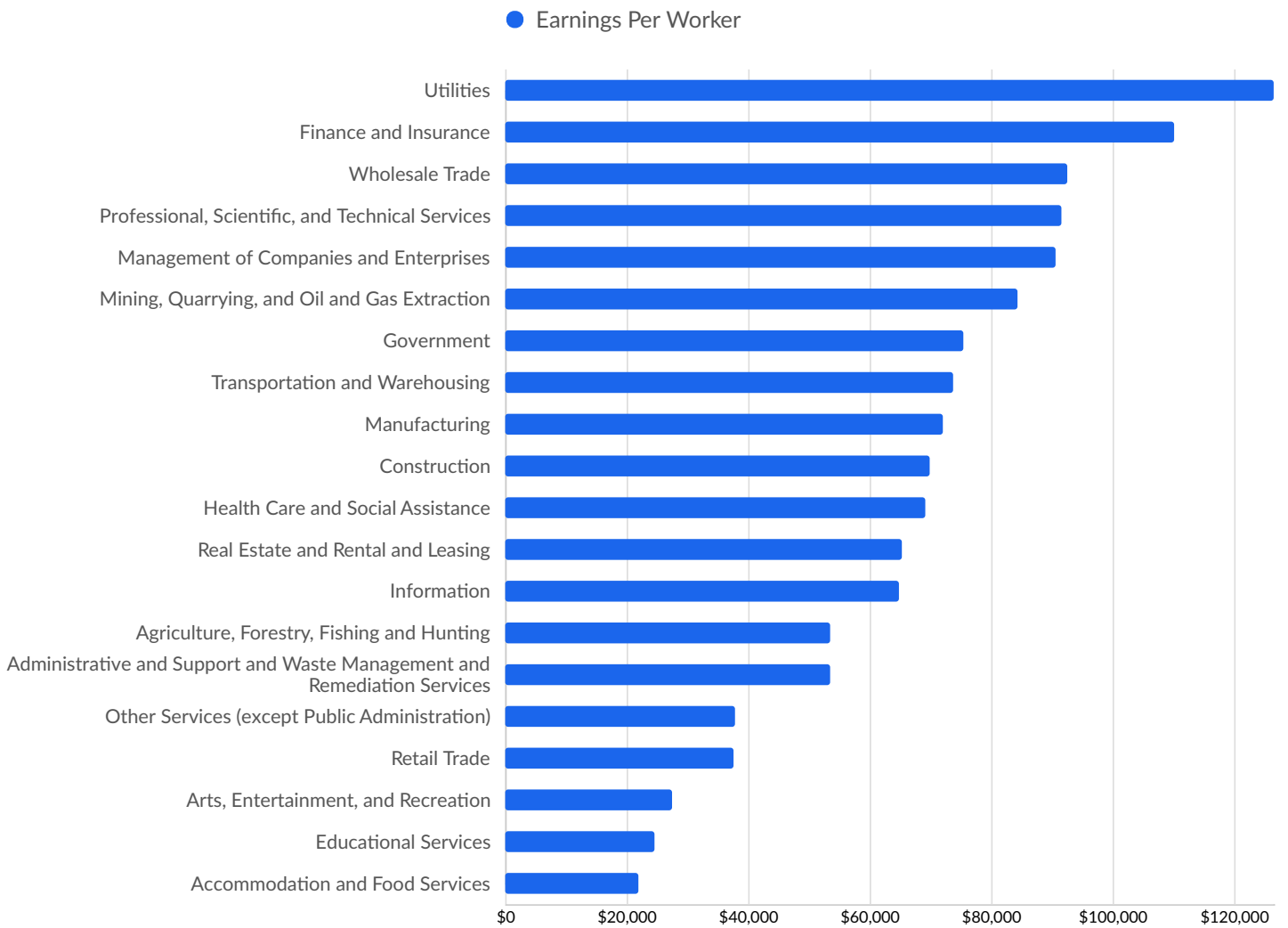
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



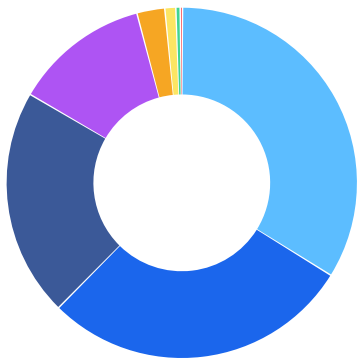
Business Characteristics

6,771 Companies Employ Your Workers

Online profiles for your workers mention 6,771 companies as employers, with the top 10 appearing below. In the last 12 months, 804 companies in Portage County, WI posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Sentry	1,258 	Aspirus	277 
University of Wisconsin System	1,237 	Sentry Insurance	212 
Skyward	305 	University of Wisconsin System	188 
Stevens Point Area Public Schoo...	250 	Sentry	106 
AIG	249 	Aimbridge Hospitality	81 
Aspirus	192 	Flex-Staff	74 
Associated Bank	160 	Fleet Farm	71 
Ministry Health Care	149 	Kroger	67 
Delta Dental Of Wisconsin	141 	CareInHomes	60 
Marshfield Clinic	120 	McCain Foods	56 

Business Size



	Percentage	Business Count
● 1 to 4 employees	33.8%	1,104
● 5 to 9 employees	28.6%	934
● 10 to 19 employees	21.0%	687
● 20 to 49 employees	12.5%	408
● 50 to 99 employees	2.6%	84
● 100 to 249 employees	1.0%	33
● 250 to 499 employees	0.4%	13
● 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.*

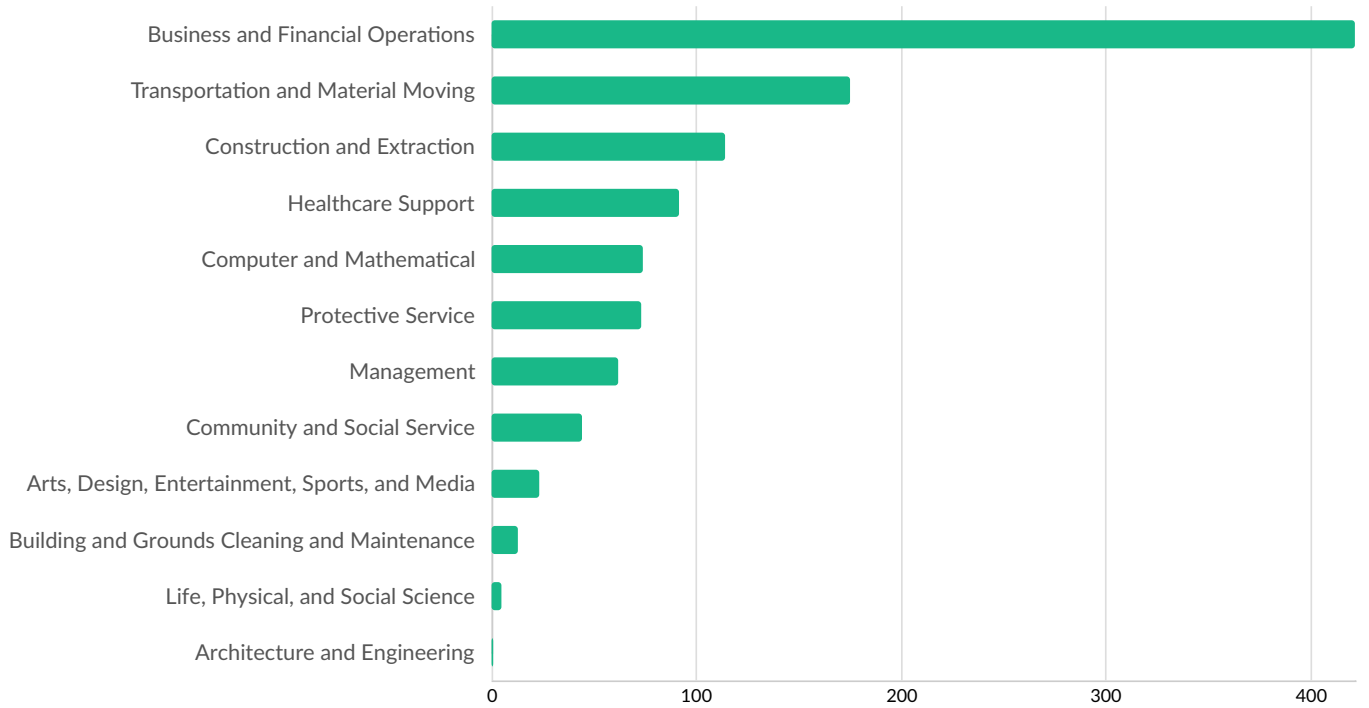
Workforce Characteristics

Largest Occupations

● Occupation Jobs ● National Average

Top Growing Occupations

● Occupation Jobs Growth

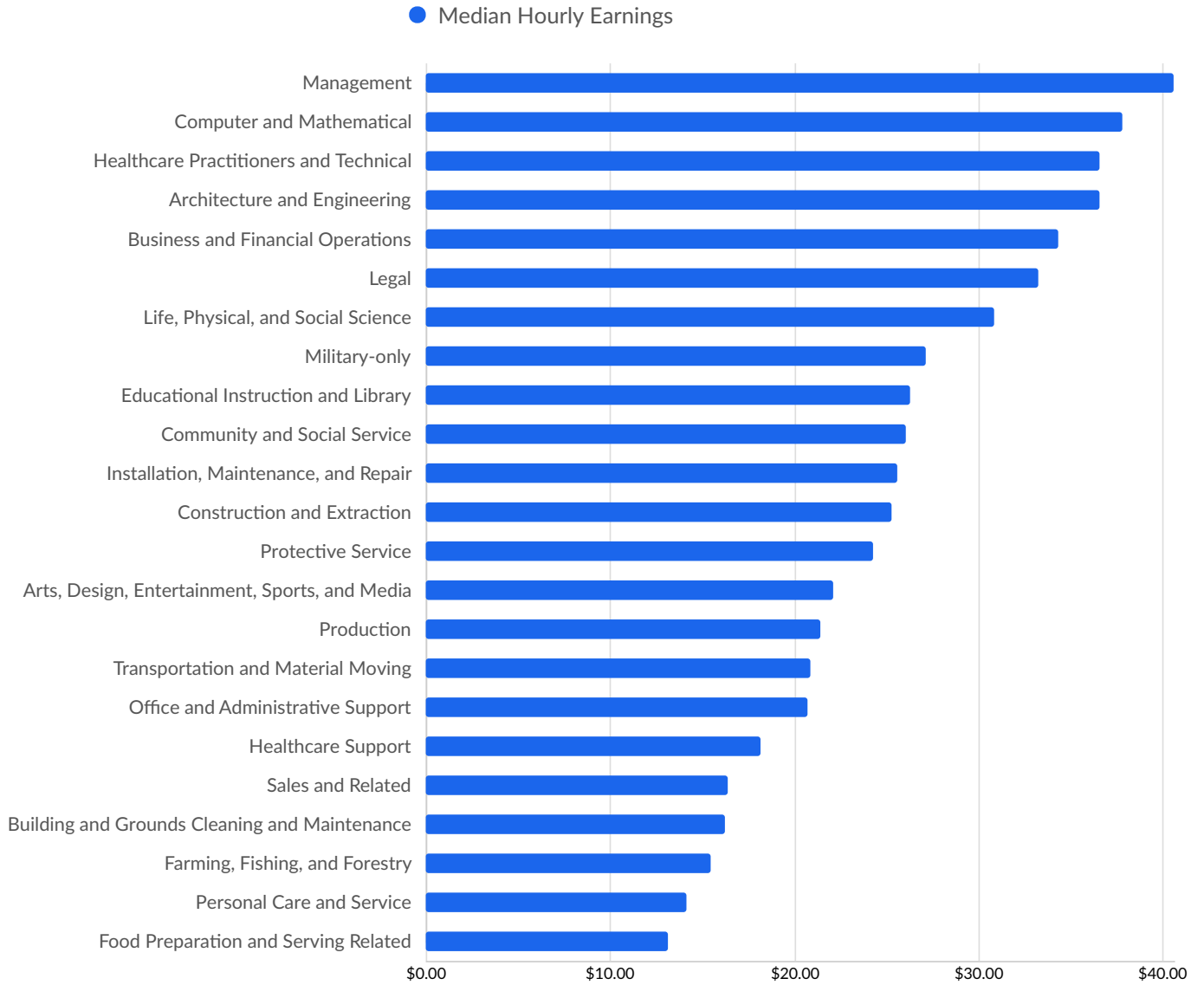


Top Occupation Employment Concentration

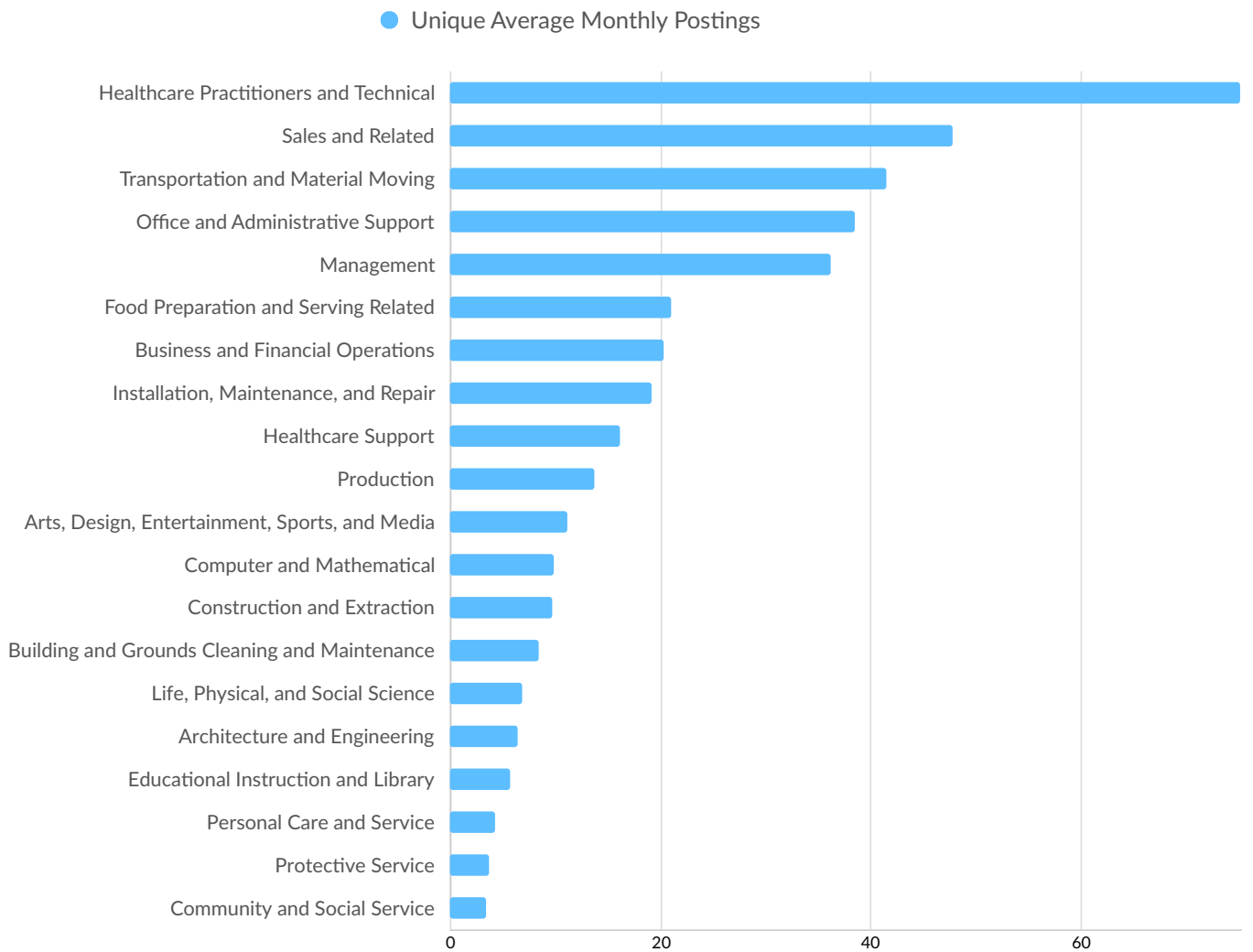
● Occupation Employment Concentration



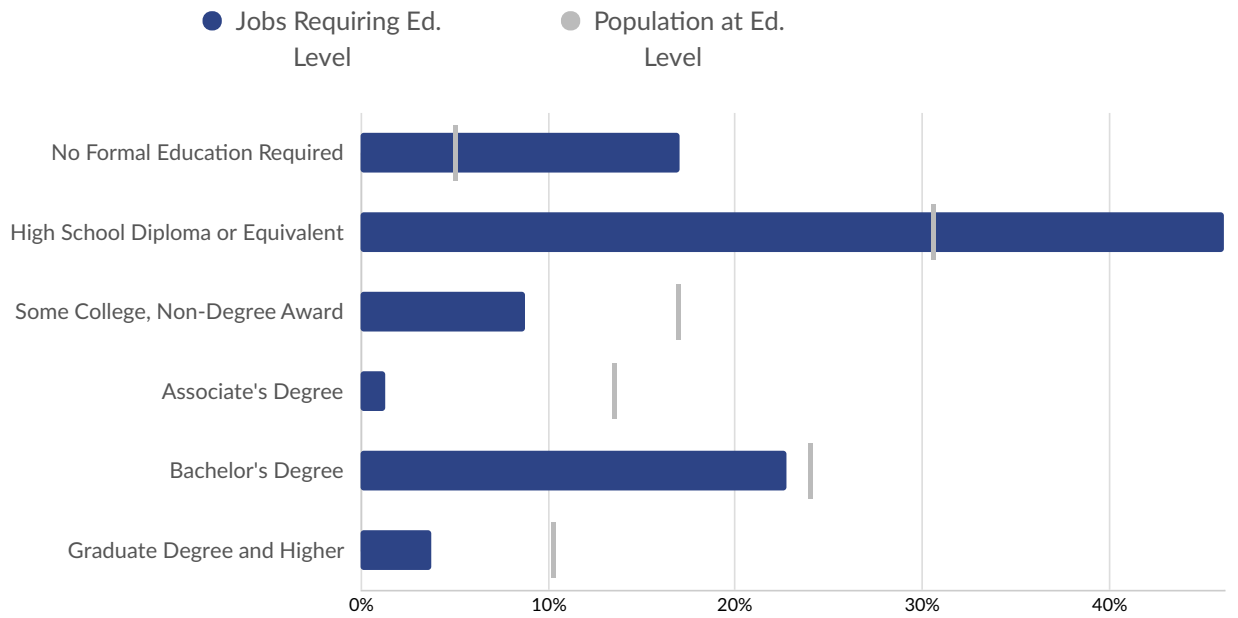
Top Occupation Earnings



Top Posted Occupations

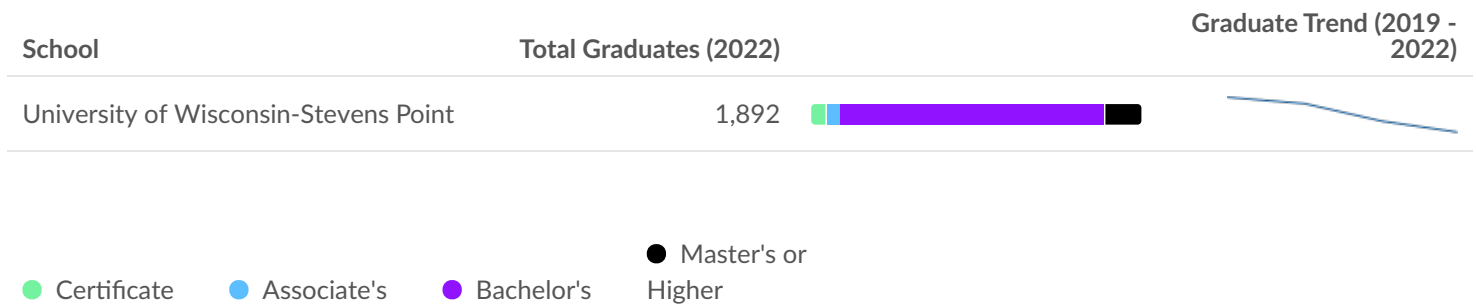


Underemployment



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

