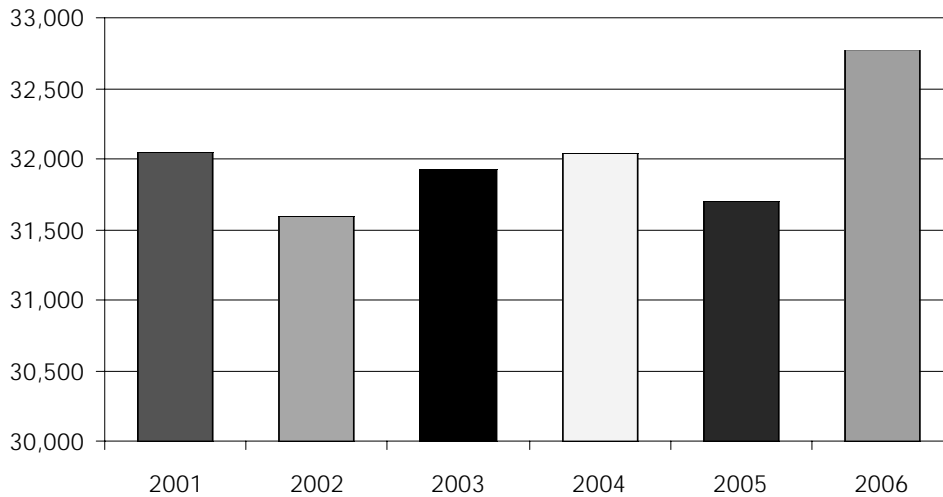


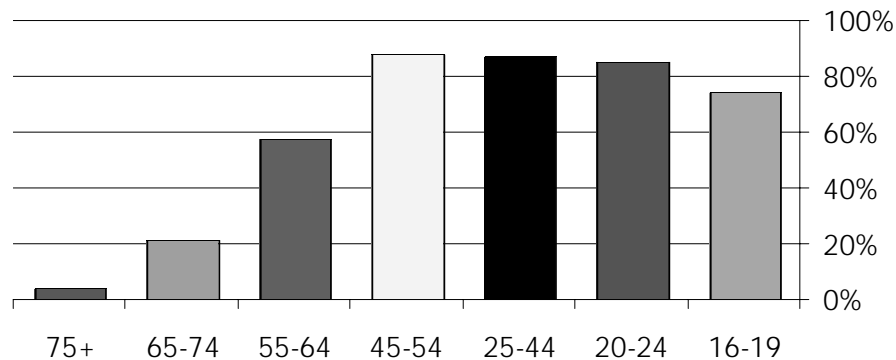


Workforce Participation

Total Employment



Workforce Participation By Age: 2005



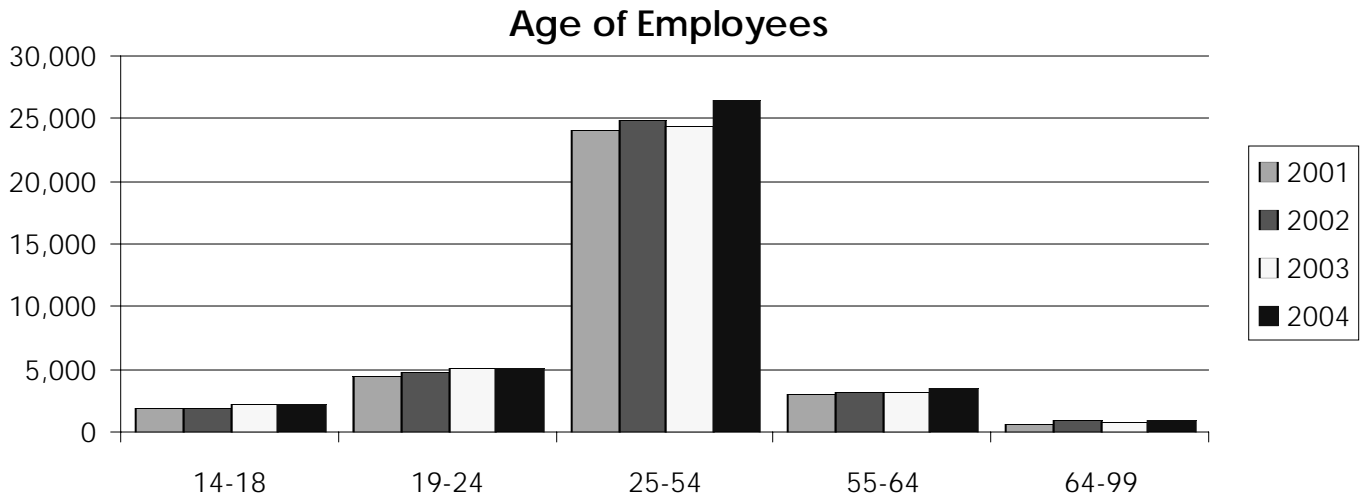
Sources: US Bureau of Labor Statistics, US Census Bureau

Points of Interest

- Working hard is embedded in the culture of Portage County. According to the Wisconsin Office of Economic Advisors County Profile, the 2005 labor force participation rate (71%) exceeds the state average and ranks the county 27th among the state's 72 counties. However, the total number of employees in Portage County has grown by only 2% for the period 2001 to 2006.
- The labor force participation rate is expected to decline in the future as the county population ages. While the number of older workers is on the rise, far fewer older residents work compared to younger age groups. The smaller but growing number of older workers participating in the workforce is expected to continue. An additional contributing factor in the future is that many in the 18-24 age category attend or will attend the University of Wisconsin-Stevens Point, and many are expected to leave the area after graduation.



Family Workforce Participation



Source: US Census Bureau

2005 Family Workforce Participation

Employment Characteristic	% Employed	% Families with Children under 18
Both Husband/Wife Work	59.5%	78.4%
Only Husband Works	12.4%	9.9%
Only Wife Works	9.0%	6.4%
Neither Husband/Wife Works	19.1%	5.2%

Source: Census Bureau

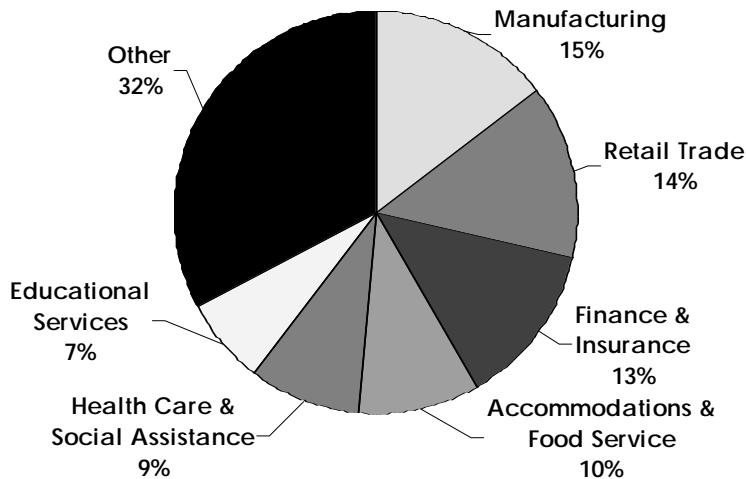
Points of Interest

- Families with children are hard at work in Portage County. The number of families in Portage County where both the husband and wife work is nearly 1% higher than the state average.
- According to the US Census Bureau, in the fall of 2006, Portage County ranked first in the nation in the number of families with children under six where both parents are employed (83.8%).



Employment

2006 % of Employees



2006 Largest Employers:

- Sentry Insurance
- Stevens Point Area School District
- UW-Stevens Point
- Ministry Health Care
- Portage County Government

2006 Most Common Occupations:

- Truck Drivers
- Cashiers
- Team Assemblers
- Retail Salespeople
- Food Preparation & Service Workers

Points of Interest

👉 17% of workers who live in Portage County worked outside the county in 2005, mostly in adjacent counties. This percentage is in line with other Central Wisconsin counties and is less than the state average where 28% of workers work outside their county of residence. A somewhat smaller number of workers commute into Portage County from other counties. The average travel time to work was 17.7 minutes for Portage County residents employed outside their homes. 79% of residents drove to their job alone.

👉 The manufacturing sector, the long-term leader in providing employment in Portage County, still provides the most jobs, but the number of manufacturing jobs has declined 9% since 2000. By contrast, retail trade, the finance & insurance sectors and health care & social assistance industry have all experienced increases since 2000.

👉 The shift from manufacturing to retail and service jobs has implications for income levels in the county. According to the Wisconsin Office of Economic Advisors, a significant cause for Portage County income lagging behind many other counties in the state is the high concentration of retail jobs that pay relatively low wages. Retail sector employment growth has been particularly high since 2004. Employment sectors that are significant in Portage County and pay higher than the state average are education and health services, and employment in the financial activities.

Key Term



Social Assistance

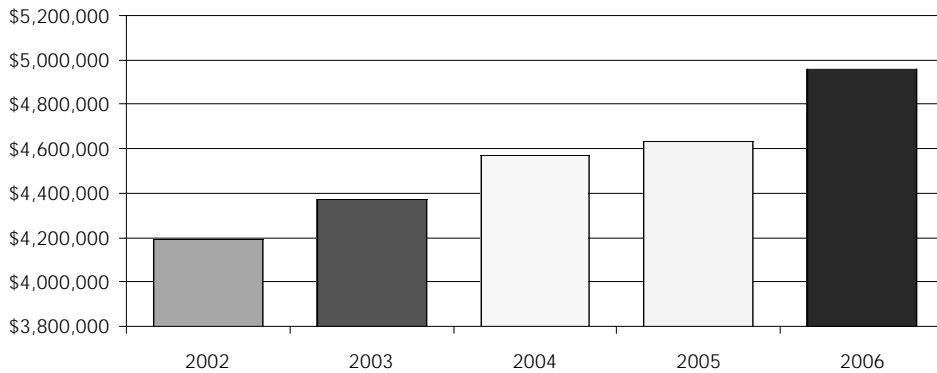
Industries in the Social Assistance sub-sector provide a wide variety of social assistance services directly to their clients and include youth, elderly, AODA, hotline, food banks, housing, emergency, child care and vocational rehabilitation services.

Sources: WI JobNet, WI Department of Workforce Development



Portage County Business

County Sales Tax Revenues

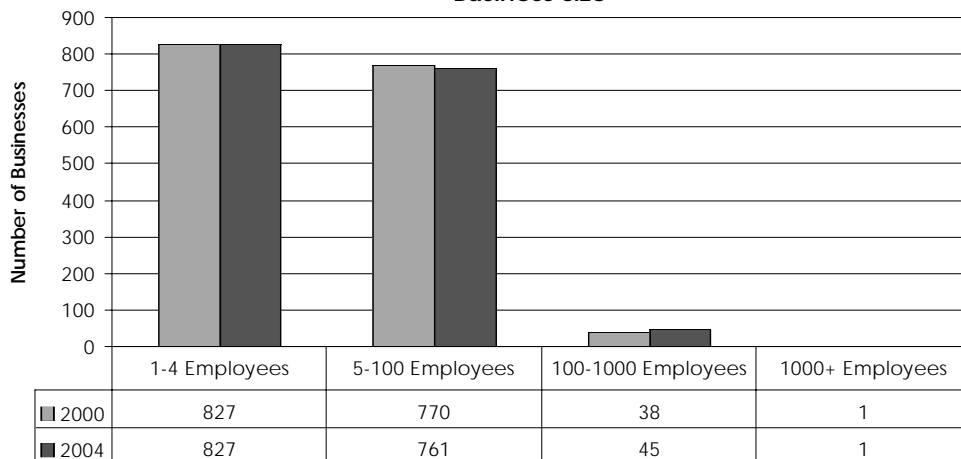


Points of Interest

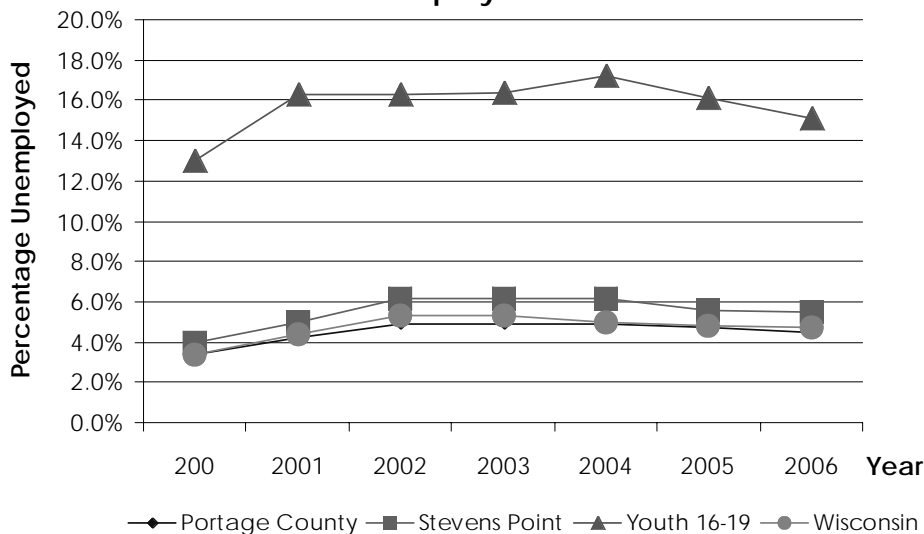
➡ The unemployment rate is determined by dividing the number of unemployed workers by the total civilian labor force. The data in the chart is based on 4th quarter seasonally adjusted statistics.

➡ Overall, the unemployment rate has remained low in Portage County in recent years and has tracked slightly lower than the state rate. The urban city of Stevens Point has had a higher rate of unemployment than the county as a whole.

Business Size



Unemployment Rates

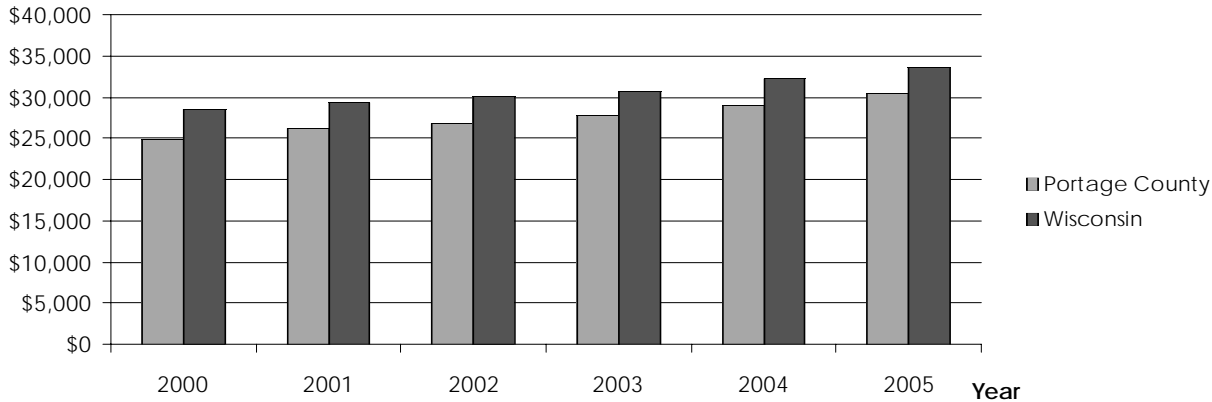


Sources: WI Department of Revenue, US Bureau of Labor Statistics, US Census Bureau

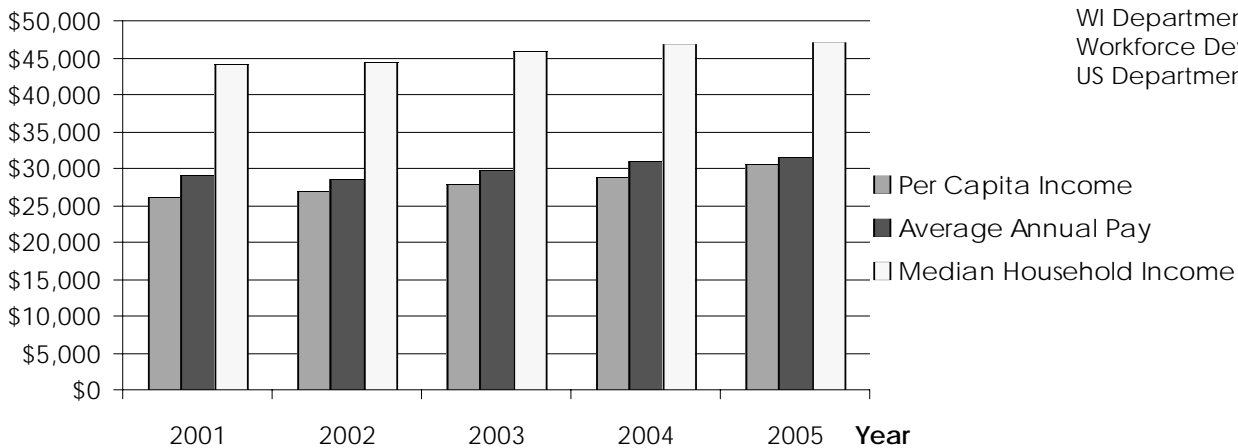


Income

Per Capita Income



Portage County Income Statistics



Sources: Census Bureau, WI Department of Workforce Development, US Department of Labor

Points of Interest

- To understand the income portrait of Portage County, it is important to take the rate of inflation into account. When income rises faster than the inflation rate, county residents have more disposable income to spend or save. While per capita income has exceeded inflation in recent years, average annual pay, and median family and household income have not kept pace with inflation.
- One mitigating factor should be kept in mind when reviewing the income data: the University student population skew these statistics because they are included in the per capita income and average wage statistics, but almost always work in lower paying and part-time jobs.
- Per capita income is rising at a rate faster than annual pay and median household or family income is an indication that rising income is not being equally shared by all residents of the county.

(continued on page 6)



Income

Points of Interest

Per capita income:

- Increasing 22% from 2000 to 2005, the per capita income in Portage County has risen more than the inflation rate by nearly 6%. This means that the average increase in total county income divided by the total number of residents has risen approximately 1% per year in inflation adjusted dollars. In addition, this modest rise in per capita income should be seen in the context of state trends where Portage County per capita income trends approximately 9% lower than the state average.
- In addition, according to the Centergy report, "An Economic Opportunity Study for Central Wisconsin" conducted by Northstar Economics, Inc., per capita income in Portage County lags behind other Central Wisconsin Counties. Portage County per capita income is 7% lower than Marathon County and 10% lower than Wood County.

Average annual pay:

- The average annual pay for workers in Portage County is increasing at a much slower rate in Portage County and not keeping pace with inflation. Between 2001 and 2005, the average annual pay has increased by 9%, while the inflation rate for that time period was 12.76%. This means that on average each resident in Portage County who receives an annual pay has seen their income decline by almost 4% for the whole time period, or approximately .75% per year when inflation is accounted for.

Median household income:

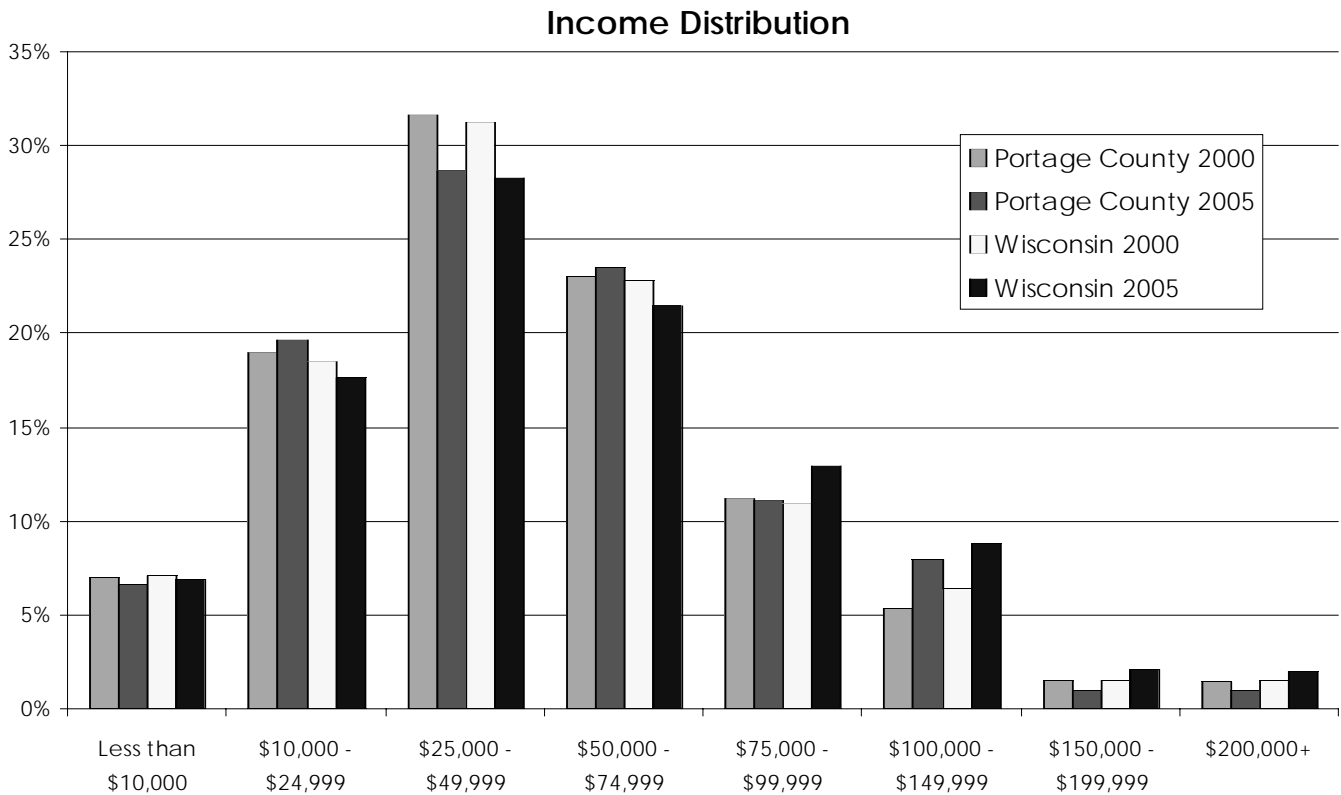
- The median household income is the mid-point for all households in the county, where 50% earn more than that amount and 50% earn less. In Portage County, the median household income is increasing at an even slower rate than average annual pay, and also is not keeping pace with inflation. The median household income has increased only 7% between 2001 and 2005. This means that at the median, households in Portage County have seen their income decline by almost 6% for the whole time period, or over 1% per year when inflation is accounted for.
- This decline in Portage County median household income is a much worse performance than in the state as a whole. According to a study by the Wisconsin Taxpayer Alliance, the state median household income declined 2.2% from 1999 to 2005. What's more, the national median household income rose 13.8%.

Median family income:

- The median family income is the mid-point for all families in the county, where 50% of families earn more than that amount and 50% earn less. In Portage County, the median family income also is increasing at a slow rate and is not keeping pace with inflation. The median family income has increased only 10% between 2000 and 2005. This means that at the median, families in Portage County have seen their incomes decline by more than 6% for the whole time period, or over 1% per year when inflation is accounted for.



Income Distribution



Source: US Census Bureau

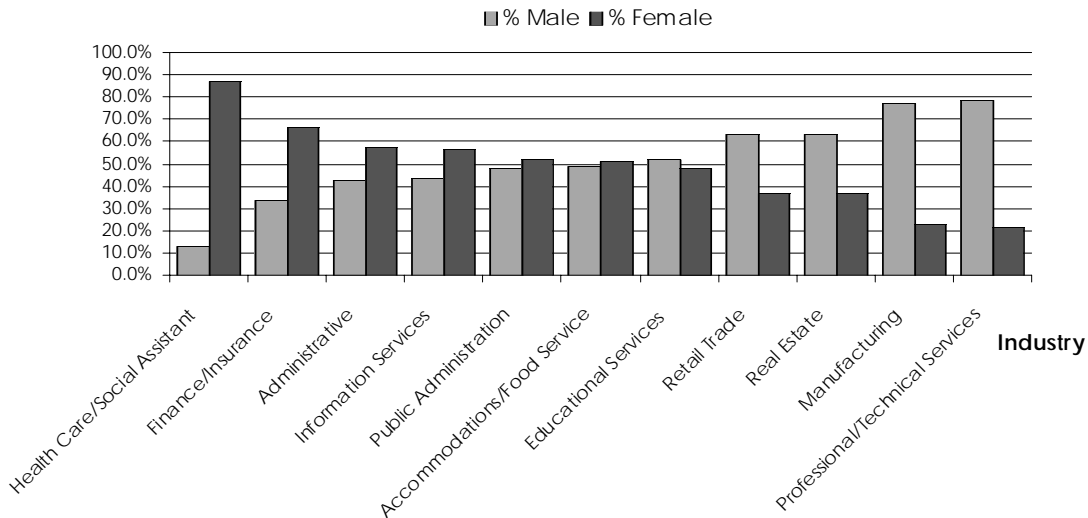
Points of Interest

- The aggregate household income in Portage County in 2005 was \$1,419,762,100.
- According to the LIFE Report Community Survey, jobs with good wages rated 6 on a seven-point scale. This rating held true both for rural and urban respondents. Female respondents (6.1) considered jobs with good wages as more important than male respondents (5.7).

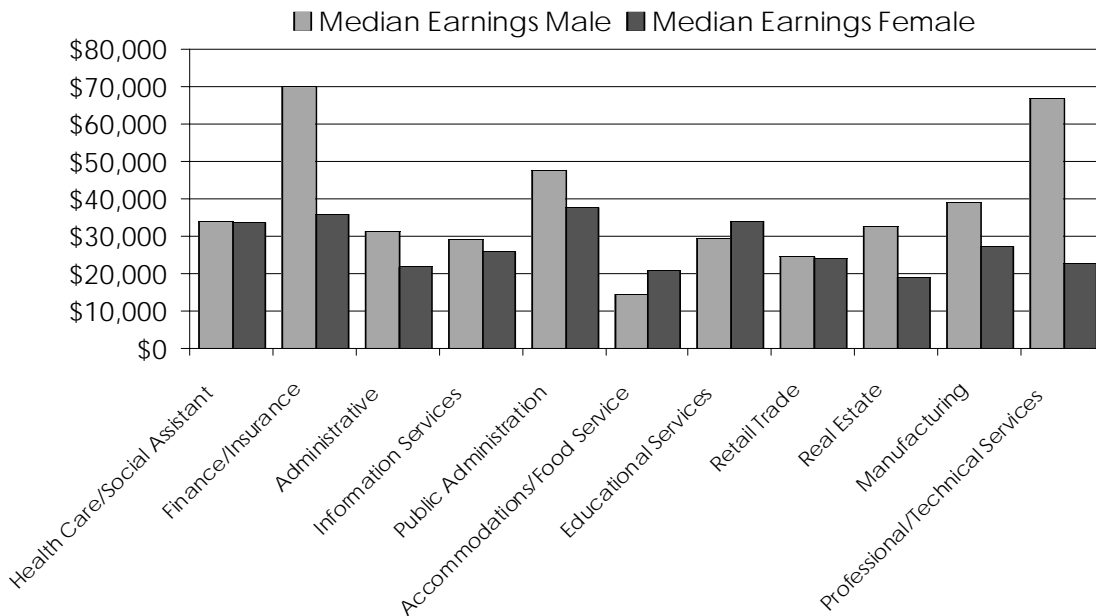


Gender and Income

Income and Gender



Median Earnings by Gender & Type of Industry



Source: US Census Bureau

Points of Interest

- Overall, women in Portage County earn approximately 64% of men's earnings. This figure is similar to the state, where women earn approximately 65%. However, both figures are lower than national averages where women earn approximately 74% of men's earnings.
- In almost all industry categories, women earn less than men.



Education and Level of Income



2005 Median Earnings

By Gender & Educational Attainment for Population 25+ with Earnings

	Less than High School	High School Graduate	Some College/ Associate Degree	Bachelor's Degree	Graduate/ Professional Degree
Portage County					
Male	\$29,979	\$34,758	\$35,739	\$40,267	\$59,474
Female	\$22,276	\$19,668	\$25,053	\$25,585	\$50,141
Wisconsin					
Male	\$24,729	\$33,858	\$40,283	\$50,452	\$61,985
Female	\$14,703	\$20,838	\$25,673	\$33,739	\$45,824

Source: Census Bureau

Points of Interest

-  The pattern of women earning less than men is mixed when considering the type of job that is held by the employee. Women have comparable earnings in management, professional and sales jobs, but earn less than men in the service, administrative and production jobs.
-  The pattern of women earning less than men remains when considering the level of education.