

Transportation

Major Highways

State Highways: 22, 34, 49, 54, 66, 73, 161
U.S. Highways: 10, 51
Interstate Highways: I-39

Rail Service

Canadian National

Air Service

Local Service: Stevens Point Airport
Classification: Transport
Scheduled Service: Mosinee Central Wisconsin Airport
Airline Service(s): American, Delta, & United Airlines

Area Institutions

Technical College

Mid-State Technical College, Wisconsin Rapids

Nearest University

University of Wisconsin – Stevens Point

Educational Attainment

High School Diploma:

94.5%

College Degree:

34.0%

Source: ACS 2024

Healthcare

Primary Hospital:

Aspirus & Marshfield Clinic

County Contact

Portage County Business Council, Inc.
5501 Vern Holmes Drive
Stevens Point, WI 54482
Phone: (715) 344-1940
E-mail: info@portagecountybiz.com
Website: www.portagecountybiz.com

Major Employers

University of Wisconsin-Stevens Point
Sentry
Skyward
Stevens Point Area Public School District
Aspirus
AIG
Associated Bank
Ministry Health Care
Delta Dental Of Wisconsin

Links

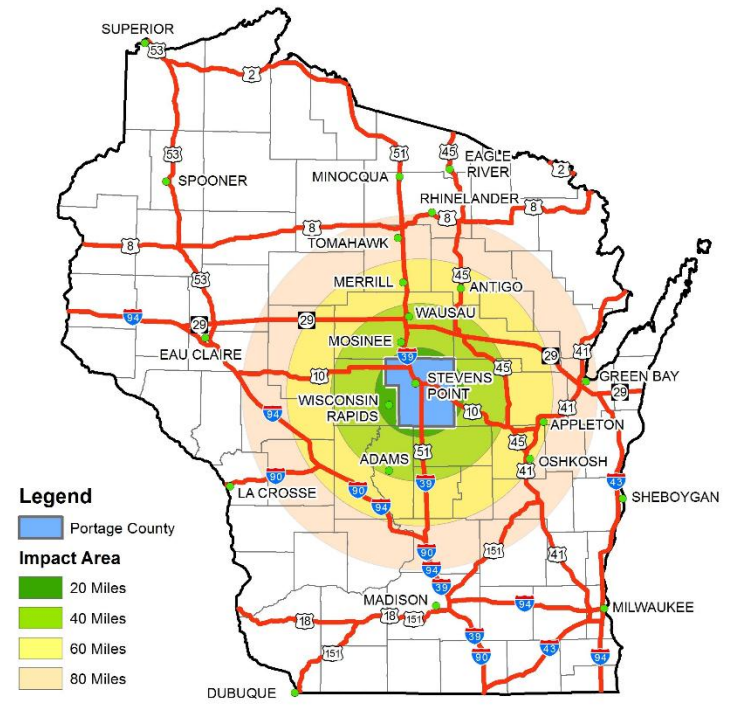
portagecountybiz.com
co.portage.wi.gov
wedc.org
www.ncwrpc.org



Regional Contact

NCWRPC
210 McClellan St., Suite 210
Wausau, WI 54403
Phone: (715) 849-5510
E-mail: staff@ncwrpc.org
Website: www.ncwrpc.org

Portage County, Wisconsin Profile



Demographics

Population:		
	2010	2024
Portage County	69,437	70,832
Wisconsin	5,686,986	5,914,872

Housing:		
	2010	2024
Portage County	29,601	31,746
Wisconsin	2,593,073	2,778,572

Median value of:		
	Owner-Occ. Units	Gross Rent
Portage County	\$243,100	\$940
Wisconsin	\$266,500	\$1,087

Data source: American Community Survey, 2010 & 2024

Economy

County Employment by Industry

Industry	Employees
Natural Resources	1,186
Construction	2,459
Manufacturing	5,715
Trade, Transport. & Utilities	386
Information	4,079
Financial Activities	1,946
Professional & Business Services	601
Education and Health	3,980
Leisure and Hospitality	2,826
Other Services	8,347
Public Administration	3,728

Employment Trends

	2010	2024
Portage County Labor Force Participation Rate	68.7%	66.3%
Portage County Employed	36,395	37,937
Portage County Unemployed	2,378	1,255
Portage County Unemployed Rate	7.2%	3.2%
Wisconsin Labor Force Participation Rate	69.0%	65.4%
Wisconsin Unemployment Rate	9.6%	3.1%

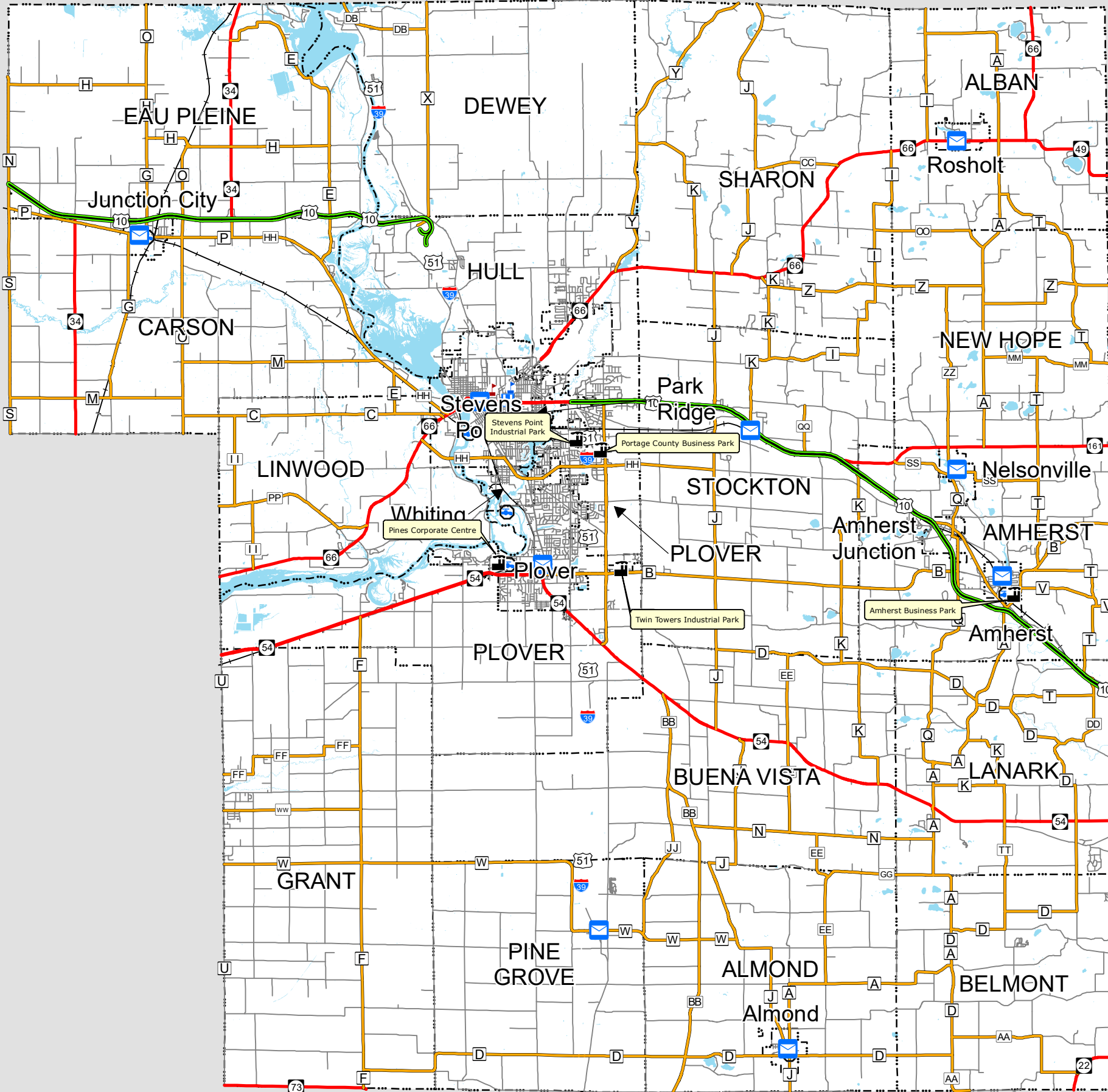
2024 Median Wages (Full time, year-round)

Occupation	County	State
Natural Resources	\$32,465	\$40,529
Construction	\$62,443	\$60,104
Manufacturing	\$57,125	\$57,685
Wholesale Trade	\$46,354	\$60,334
Retail Trade	\$25,034	\$31,619
Transport/Warehousing/Utilities	\$52,205	\$54,948
Information	\$54,574	\$56,639
Financial services	\$67,236	\$65,936
Professional services	\$49,881	\$59,234
Education/Healthcare/Social Wrk.	\$36,768	\$48,487
Leisure and Hospitality	\$12,582	\$18,518
Other Services	\$36,503	\$36,890
Public Administration	\$60,278	\$64,633

2024 Income (Per Capita)

Portage County	\$40,191
State of Wisconsin	\$43,373
United States	\$44,673

Portage County Development Opportunities



Legend

- Minor Civil Divisions
- US Highways
- State Highways
- County Highways
- Local Roads
- Railroad
- Water

- College
- Hospital
- Industrial Park
- Post Office
- Tech College
- Waste Water Treatment Plant
- Public Water Supply

Airport

- Transport / Corporate

