



Portage, Wisconsin.

Current market data.

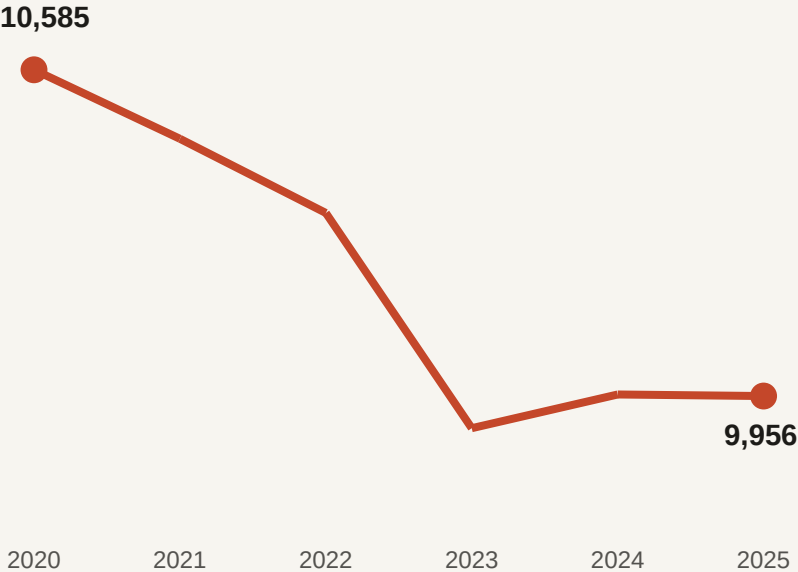
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 5.9% since 2020.

9,956

people, the 100th-largest of Wisconsin's cities and towns.



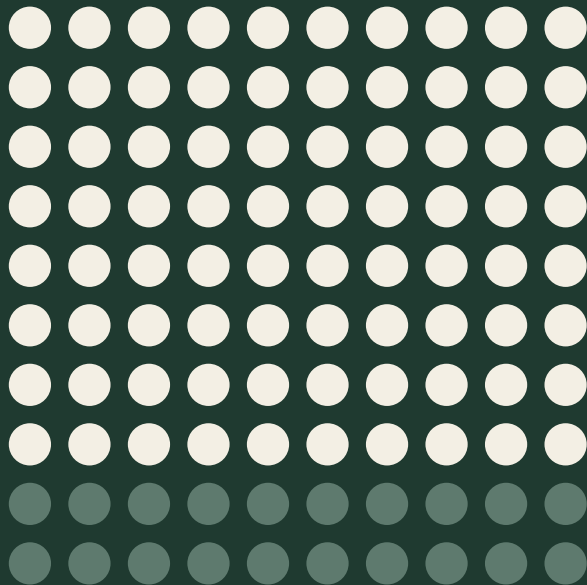
Source: Census Population Estimates, 2025

THE WORKDAY

8 in 10 jobs here go to
people who live somewhere
else.

80.3%

of 7,843 jobs located in Portage are filled by in-commuters.



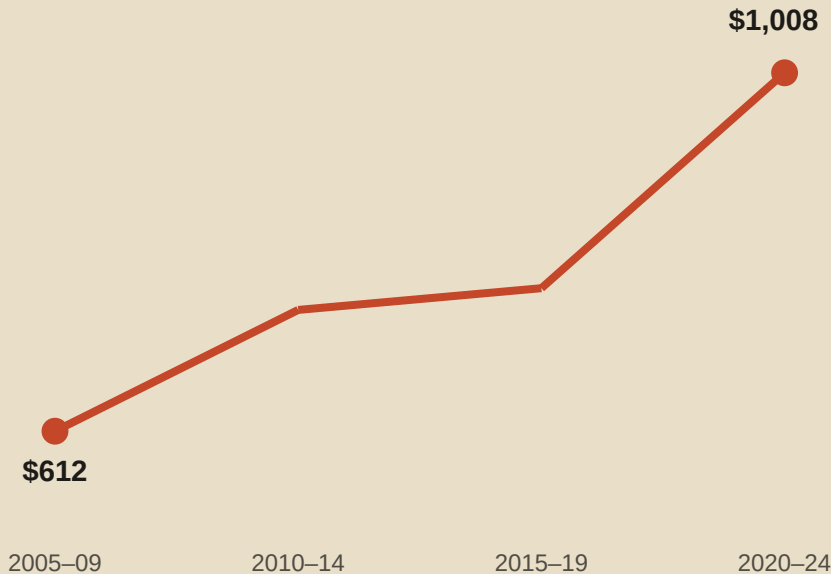
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 65%
since the 2005–2009
survey, before inflation.

\$1,008

a month. Wisconsin's median is \$1,087.





THE SEAM

Cross one tract line and median rent jumps \$400.

A \$400 gap between neighbors, the sharpest rent edge between adjacent tracts in Columbia County.

TRACT 9701

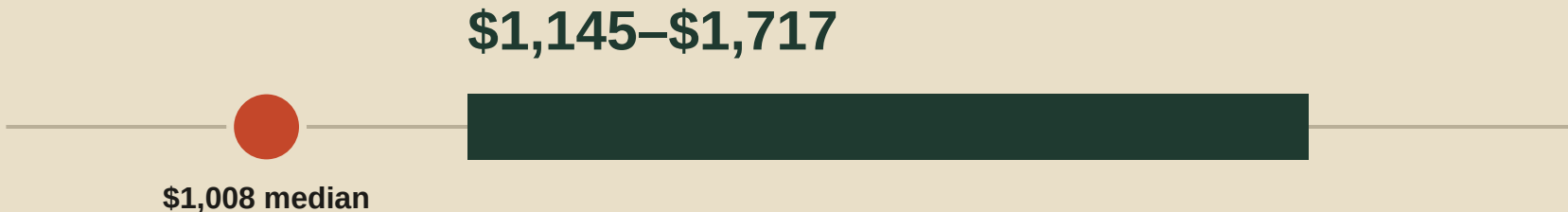
\$742

TRACT 9711

\$1,142

ROOM TO BUILD

Local wages can carry more rent than the median charged today.



is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

160

homes permitted in ten years,
2016–2025

55%

of those were in multifamily
buildings

83%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.4–1.8% to the 4,446 homes here.

17–78

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 23%
less than Wisconsin's.

\$204,900

median home value in Portage.

Portage



\$204,900

Wisconsin



\$266,500

U.S.



\$332,700



THAT WAS PORTAGE'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/wi/portage/

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