Brandon, South Dakota.

Current market data.

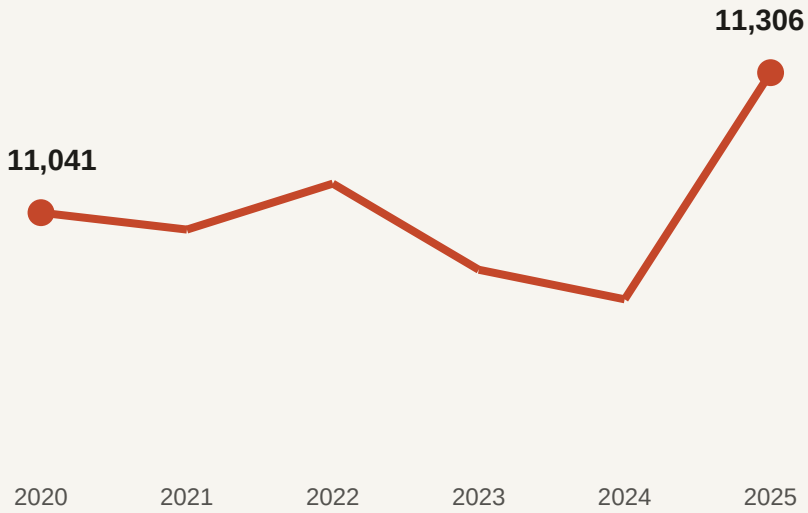
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 2.4% since 2020.

11,306

people, the 13th-largest of South Dakota's cities and towns.



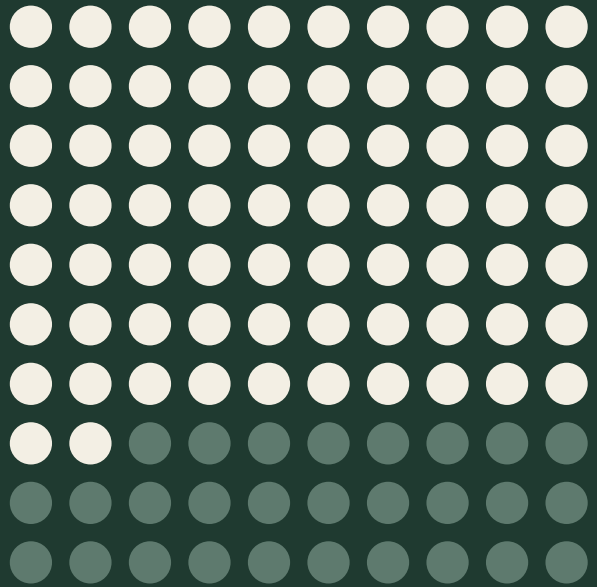
Source: Census Population Estimates, 2025

THE WORKDAY

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

71.5%

of 4,119 jobs located in Brandon are filled by in-commuters.



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

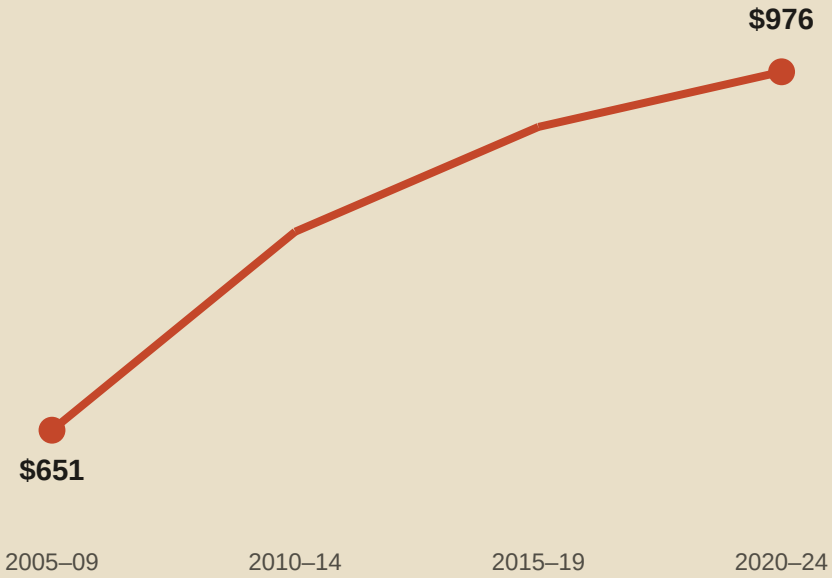
Source: Census LEHD LODES, 2023

RENT

Median rent is up 50% since the 2005–2009 survey, before inflation.

$976

a month. South Dakota's median is $946.

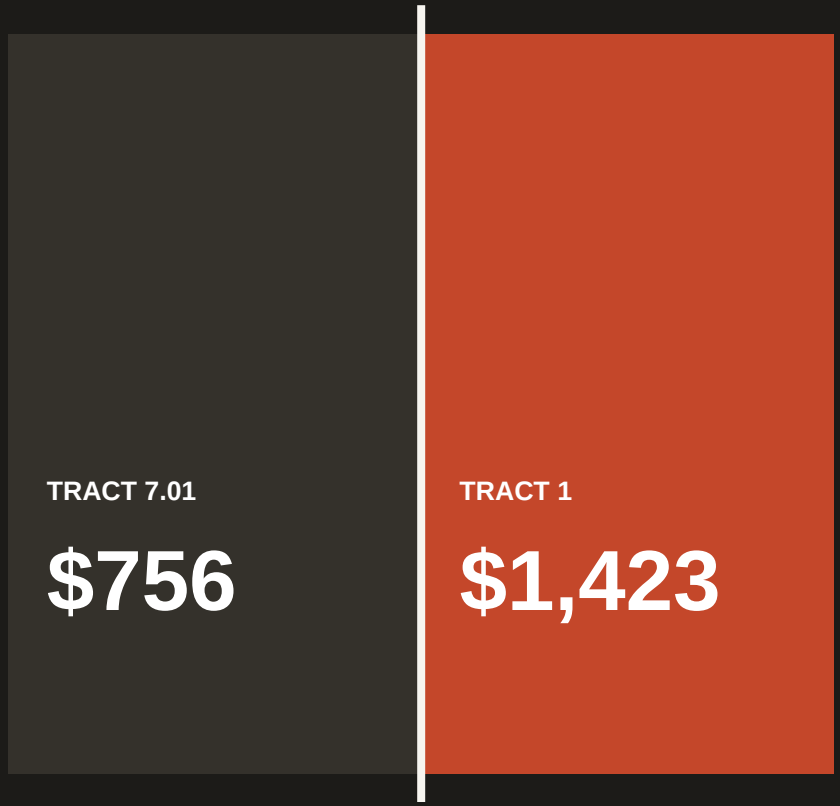


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $667.

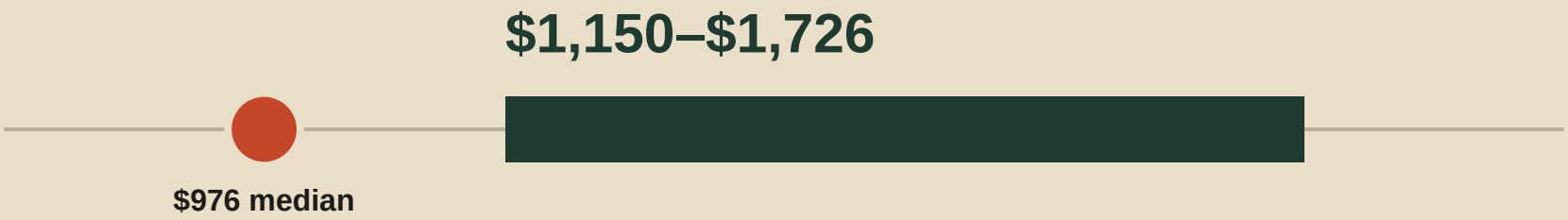
A $667 gap between neighbors, the sharpest rent edge between adjacent tracts in Minnehaha County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

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



is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

48% of the housing here was built before 2000.

795

homes permitted in ten years, 2016–2025

37%

of those were in multifamily buildings

48%

of all homes were built before 2000

Source: Census Building Permits Survey, 2016-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.2–1.0% to the 4,189 homes here.

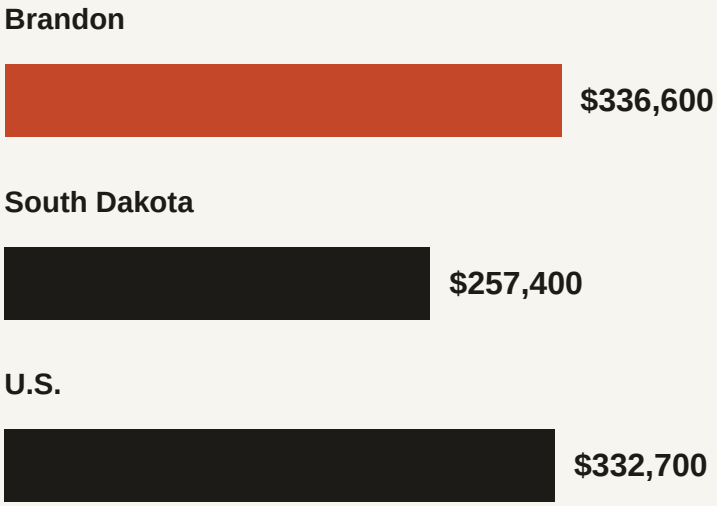
9–41

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

Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 31% more than South Dakota's.



$336,600

median home value in Brandon.

Source: Census ACS 5-year, 2020-2024

THAT WAS BRANDON'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/sd/brandon/**