Lead, South Dakota.

Current market data.

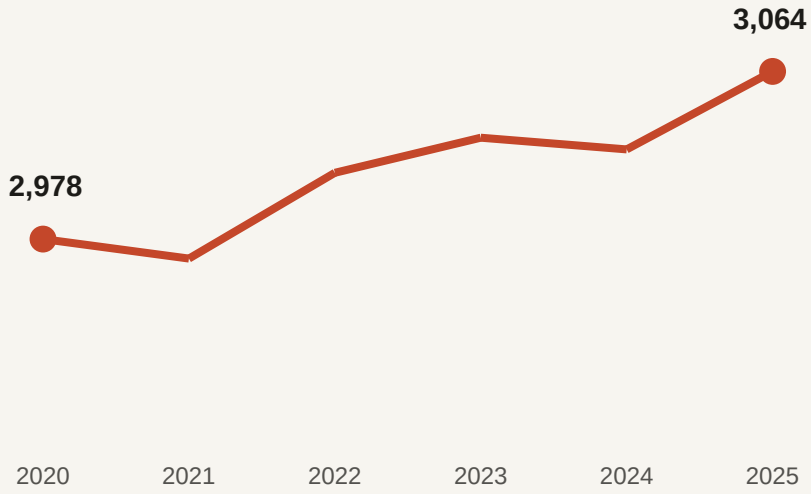
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 2.9% since 2020.

3,064

people, the 24th-largest of South Dakota's cities and towns.



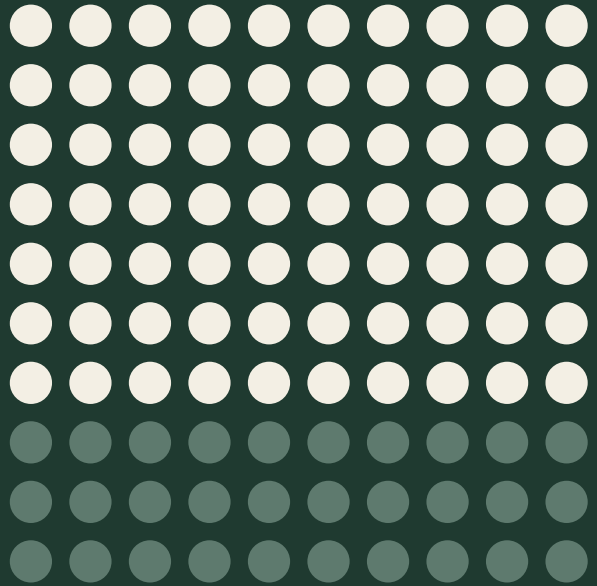
Source: Census Population Estimates, 2025

THE WORKDAY

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

70.0%

of 970 jobs located in Lead are filled by in-commuters.



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

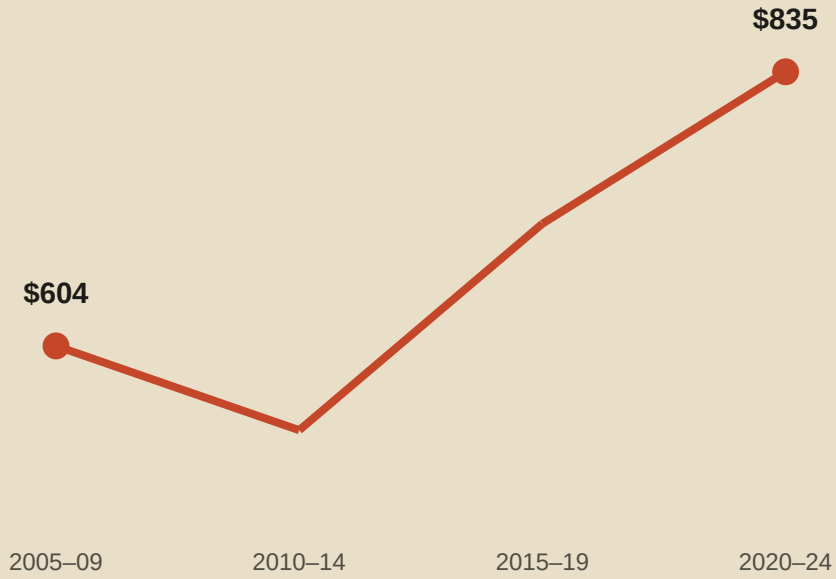
Source: Census LEHD LODES, 2023

RENT

Median rent is up 38% since the 2005–2009 survey, before inflation.

$835

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

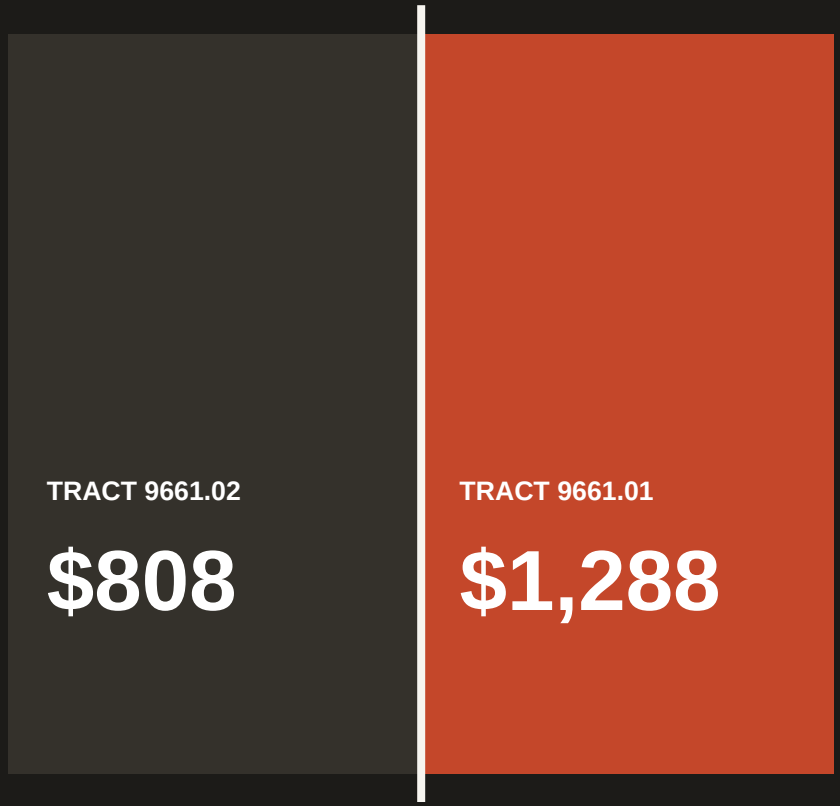


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $480.

A $480 gap between neighbors, the sharpest rent edge between adjacent tracts in Lawrence 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

Most of the housing here is older than 2000.

8

homes permitted, 2022–2025

0%

of those were in multifamily buildings

95%

of all homes were built before 2000

Source: Census Building Permits Survey, 2022-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.1–0.6% to the 1,679 homes here.

2–10

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

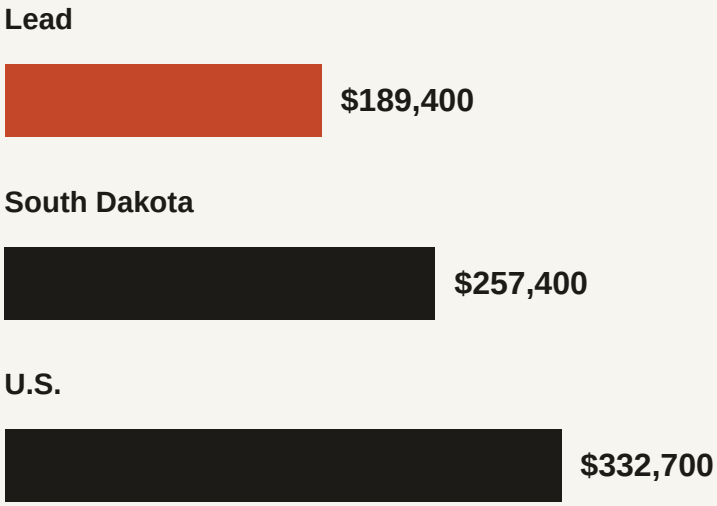
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 26% less than South Dakota's.

$189,400

median home value in Lead.



Source: Census ACS 5-year, 2020-2024

THAT WAS LEAD'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/lead/**