



Watertown, South Dakota.

Current market data.

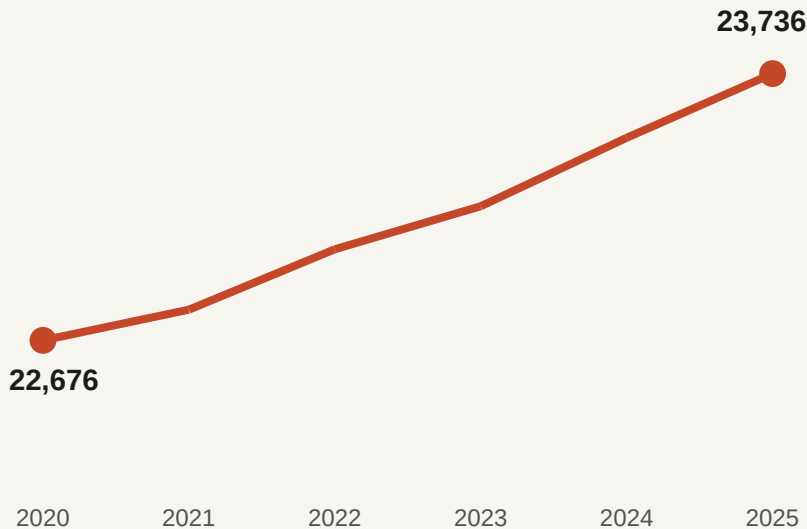
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 4.7% since 2020.

23,736

people, the 5th-largest of South Dakota's cities and towns.



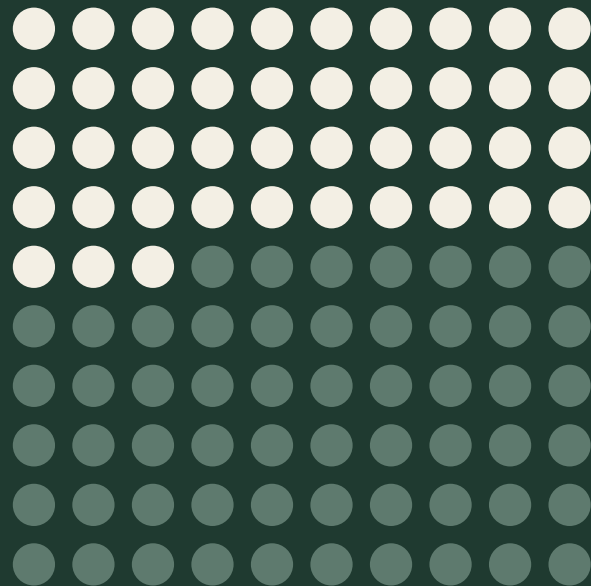
THE WORKDAY

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

43.4%

of 14,890 jobs located in Watertown are filled by
in-commuters.

Source: Census LEHD LODES, 2023



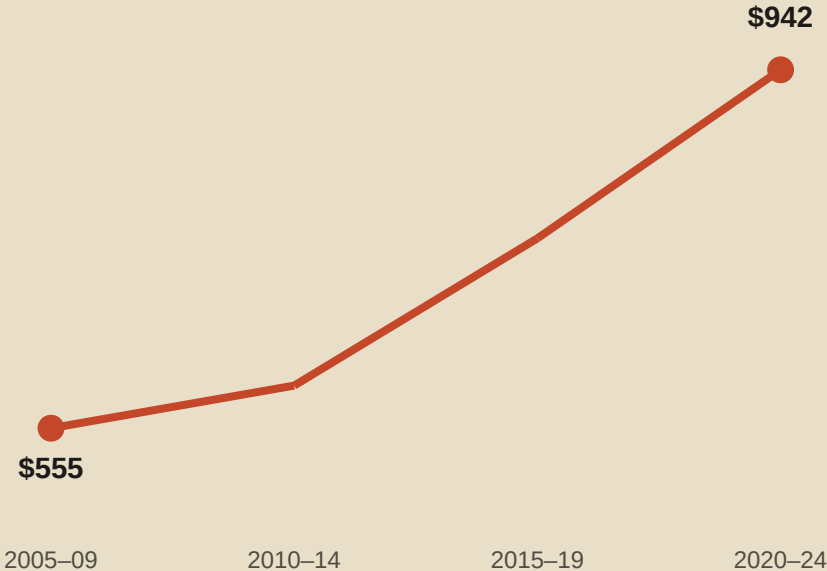
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 70%
since the 2005–2009
survey, before inflation.

\$942

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 \$653.

A \$653 gap between neighbors, the sharpest rent edge between adjacent tracts in Codington County.

TRACT 9544.02

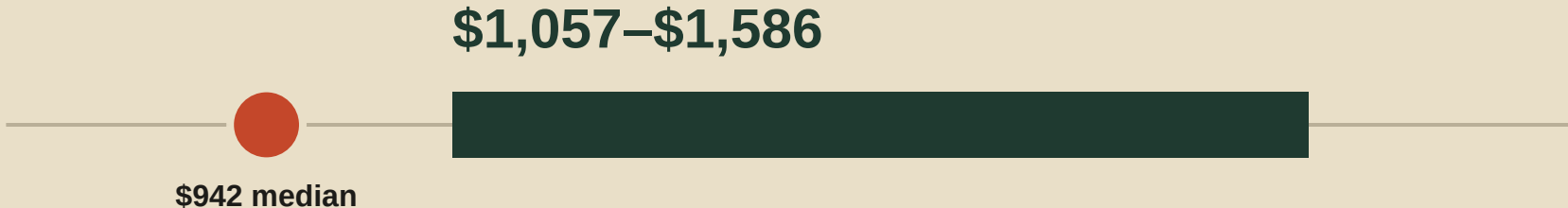
\$730

TRACT 9543.02

\$1,383

ROOM TO BUILD

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



is the monthly rent range local workforce wages support.

BUILDING

72% of the housing here was built before 2000.

1,232

homes permitted in ten years,
2016–2025

50%

of those were in multifamily
buildings

72%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.3–1.3% to the 11,110 homes here.

34–149

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



HOME VALUE

**A median home costs 11%
less than South Dakota's.**

\$229,400

median home value in Watertown.

Watertown



\$229,400

South Dakota



\$257,400

U.S.



\$332,700

THAT WAS WATERTOWN'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/watertown/**](https://almanacdata.ai/e/sd/watertown/)

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