



Denison, Texas.

Current market data.

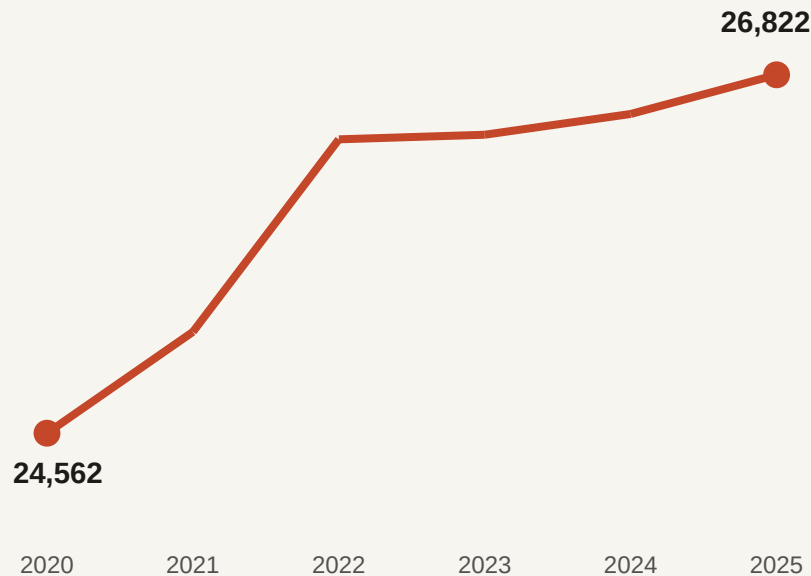
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Growing. Up 9.2% since
2020.**

26,822

people, the 124th-largest of Texas's cities and towns.

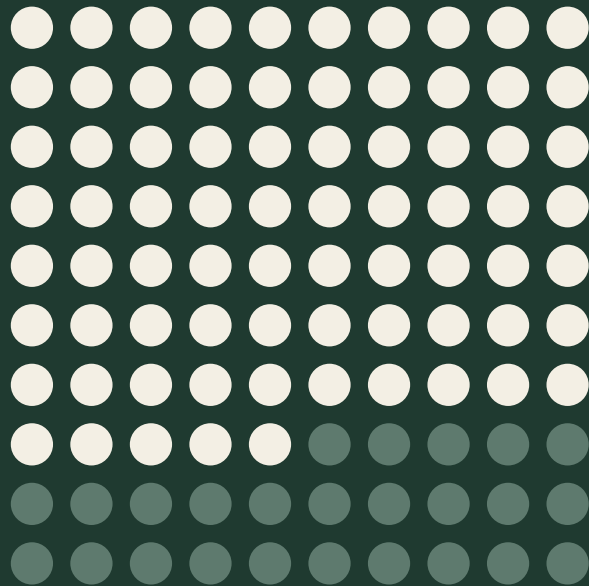


THE WORKDAY

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

75.1%

of 11,460 jobs located in Denison are filled by in-commuters.



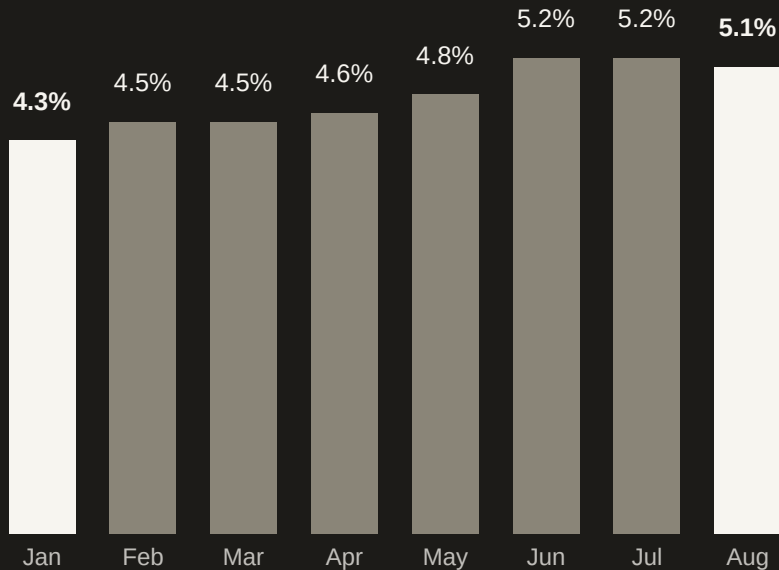
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in January:
4.3%.

5.1%

in August 2026, the latest month released. A year earlier it was 4.8%.

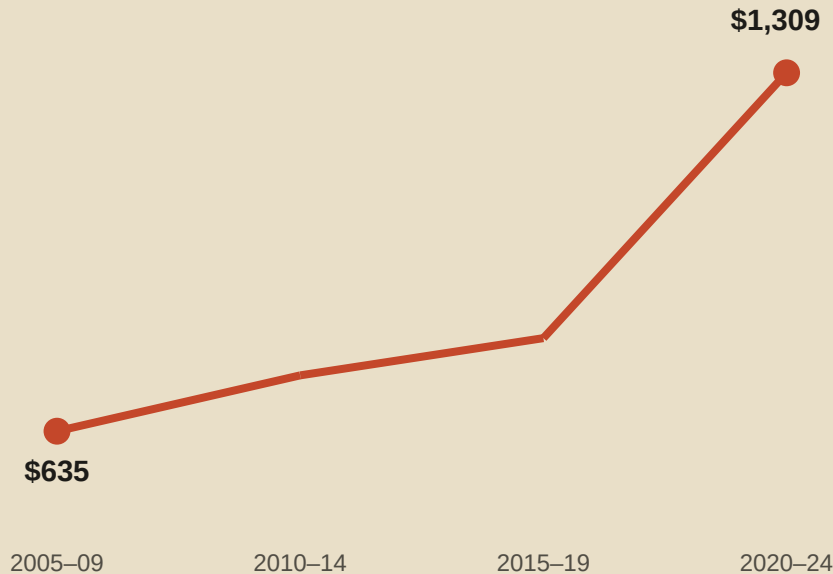


RENT

Median rent is up 106%
since the 2005–2009
survey, before inflation.

\$1,309

a month. Texas's median is \$1,403.





THE SEAM

Cross one tract line and median rent jumps \$638.

A \$638 gap between neighbors, the sharpest rent edge between adjacent tracts in Grayson County.

TRACT 11.01

\$1,251

TRACT 19.01

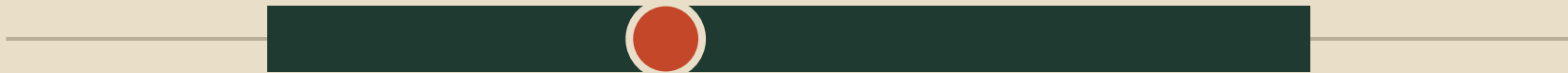
\$1,889



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$1,099–\$1,648



\$1,309 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

1,074

homes permitted, 2022–2025

28%

of those were in multifamily
buildings

81%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.4–1.0% to the 11,397 homes here.

46–115

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



HOME VALUE

A median home costs 36% less than Texas's.

\$180,900

median home value in Denison.

Denison



\$180,900

Texas



\$283,800

U.S.



\$332,700



THAT WAS DENISON'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/tx/denison/

The Almanac · your hyper-diligent research partner