



Appleton, Wisconsin.

Current market data.

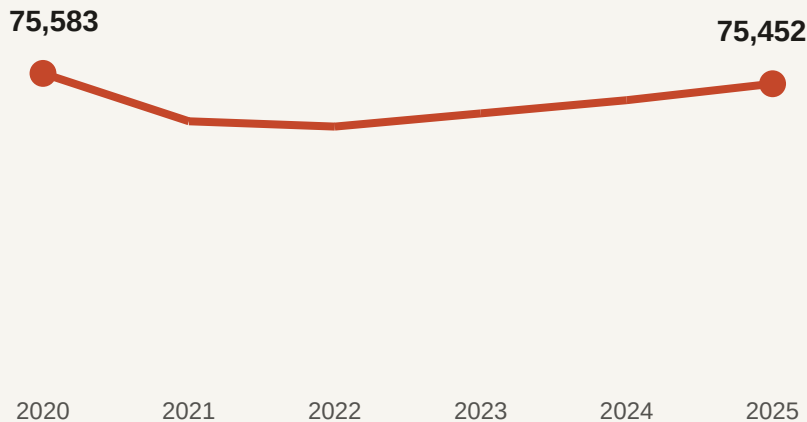
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Steady. Within 1% of 2020,
every year since.**

75,452

people, the 6th-largest of Wisconsin's cities and towns.

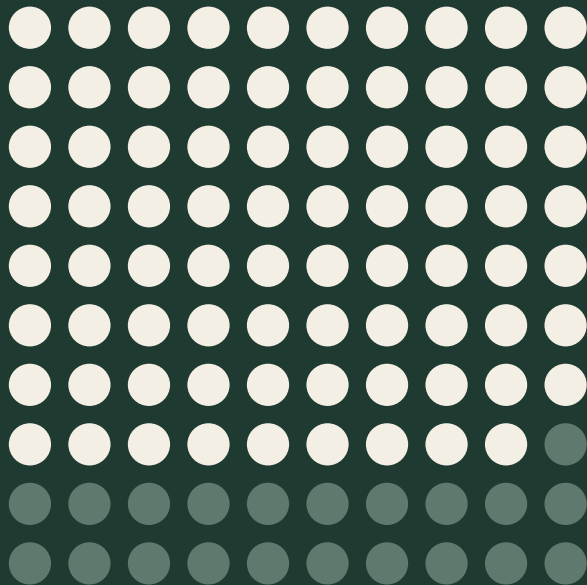


THE WORKDAY

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

79.0%

of 48,405 jobs located in Appleton are filled by in-commuters.



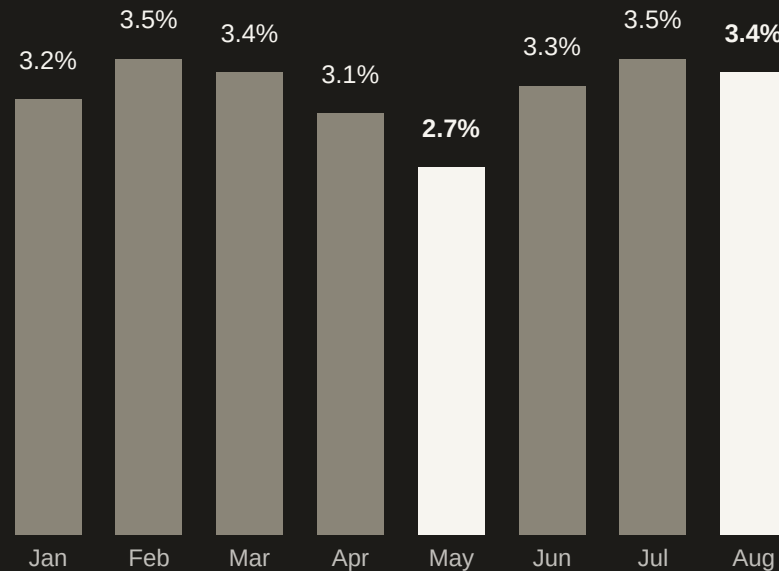
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
2.7%.

3.4%

in August 2026, the latest month released. A year earlier it was 3.2%.

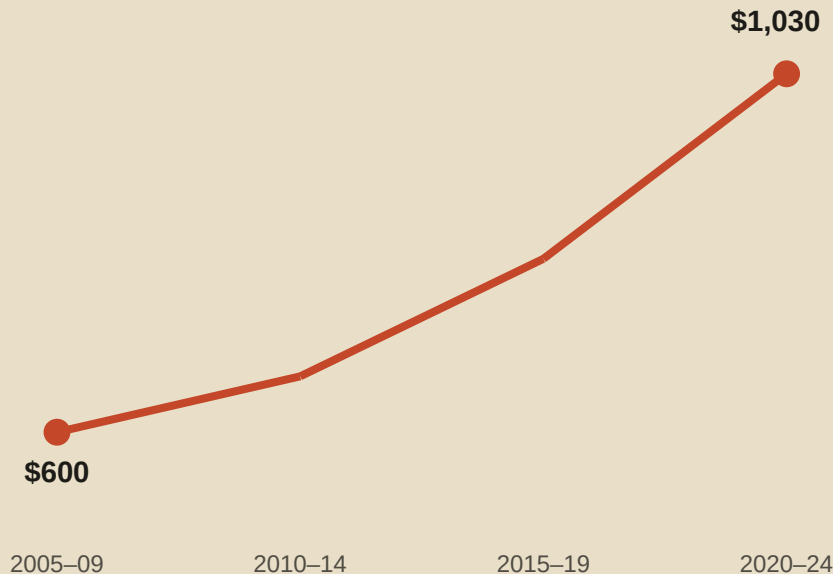


RENT

Median rent is up 72%
since the 2005–2009
survey, before inflation.

\$1,030

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





THE SEAM

Cross one tract line and median rent doubles.

A \$741 gap between neighbors, the sharpest rent edge between adjacent tracts in Outagamie County.

TRACT 127

\$783

TRACT 126.02

\$1,524

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.

1,001

homes permitted in ten years,
2016–2025

19%

of those were in multifamily
buildings

85%

of all homes were built before 2000



UNITS NEEDED

Closing the gap would add 0.3–1.5% to the 32,221 homes here.

103–484

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



HOME VALUE

A median home costs 13%
less than Wisconsin's.

\$231,400

median home value in Appleton.

Appleton



\$231,400

Wisconsin



\$266,500

U.S.



\$332,700

THAT WAS APPLETON'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/appleton/

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