



De Soto, Wisconsin.

Current market data.

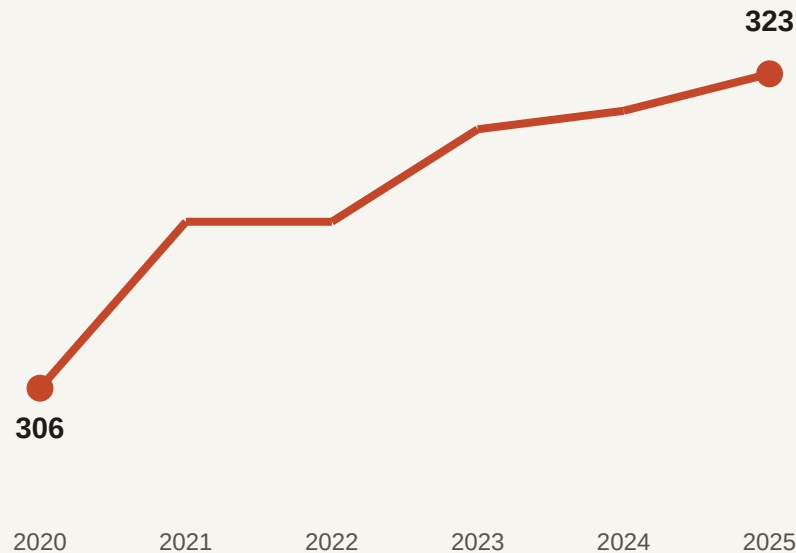
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Growing. Up 5.6% since
2020.**

323

people, the 539th-largest of Wisconsin's cities and towns.

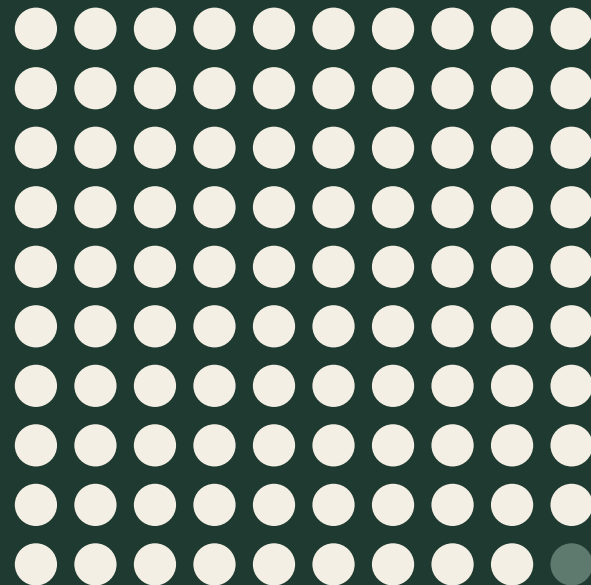


THE WORKDAY

Nearly every job here goes
to someone who lives
somewhere else.

98.7%

of 158 jobs located in De Soto are filled by in-commuters.



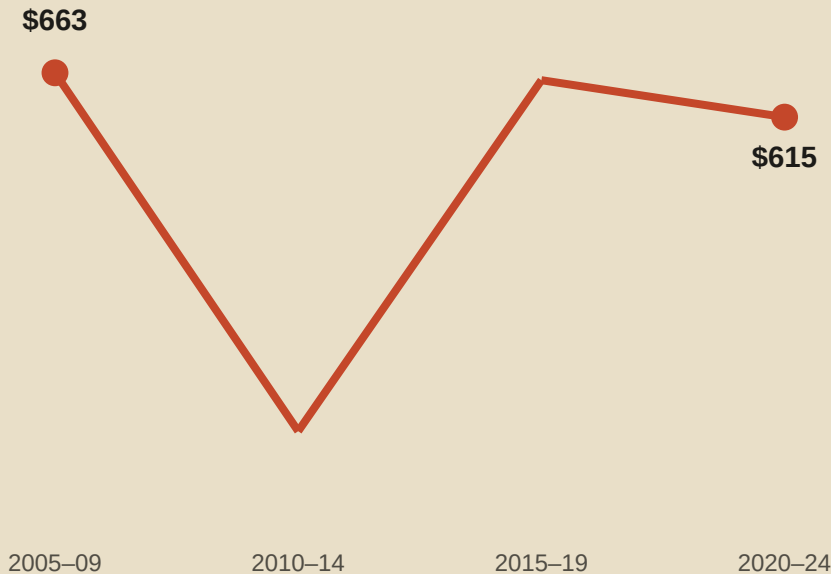
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is down 7%
since the 2005–2009
survey, before inflation.

\$615

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





THE SEAM

Cross one tract line and median rent jumps \$277.

A \$277 gap between neighbors, the sharpest rent edge between adjacent tracts in Vernon County.

TRACT 9602

\$728

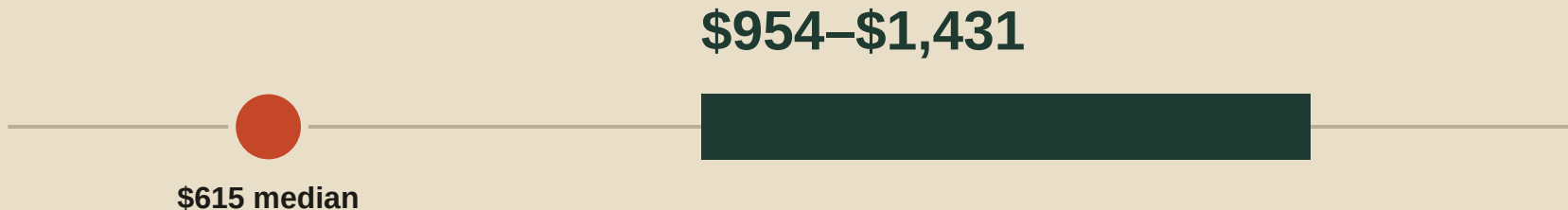
TRACT 9603

\$1,005



ROOM TO BUILD

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



is the monthly rent range local workforce wages support.

BUILDING

73% of the housing here was built before 2000.

9

homes permitted, 2022–2025

0%

of those were in multifamily
buildings

73%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0–0.7% to the 299 homes here.

0–2

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



HOME VALUE

A median home costs 55% less than Wisconsin's.

\$120,400

median home value in De Soto.

De Soto



\$120,400

Wisconsin



\$266,500

U.S.



\$332,700

THAT WAS DE SOTO'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/de-soto/**](https://almanacdata.ai/e/wi/de-soto/)

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