



Iola, Wisconsin.

Current market data.

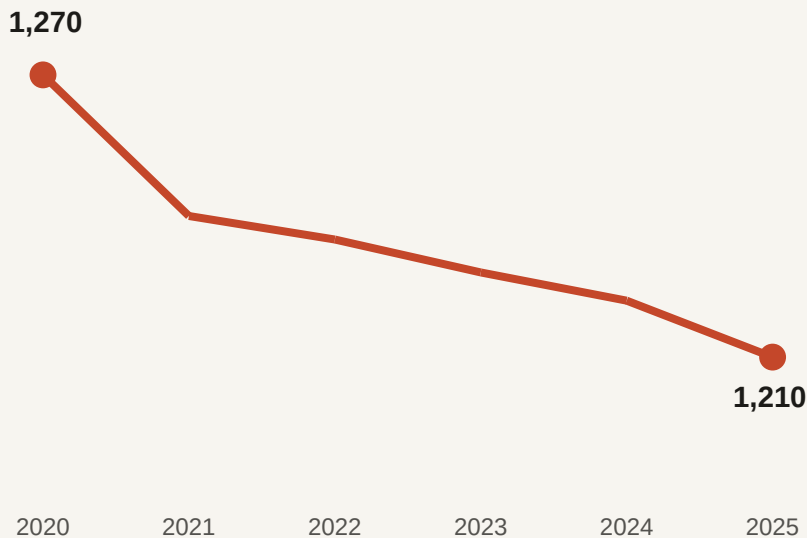
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 4.7% since 2020.

1,210

people, the 340th-largest of Wisconsin's cities and towns.

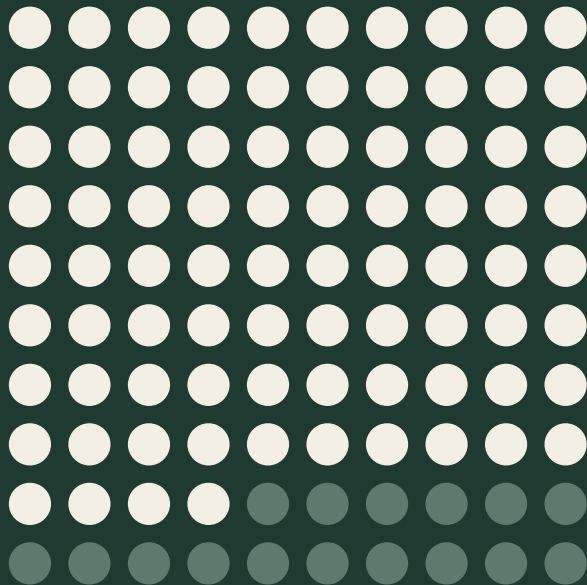


THE WORKDAY

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

84.4%

of 553 jobs located in Iola are filled by in-commuters.



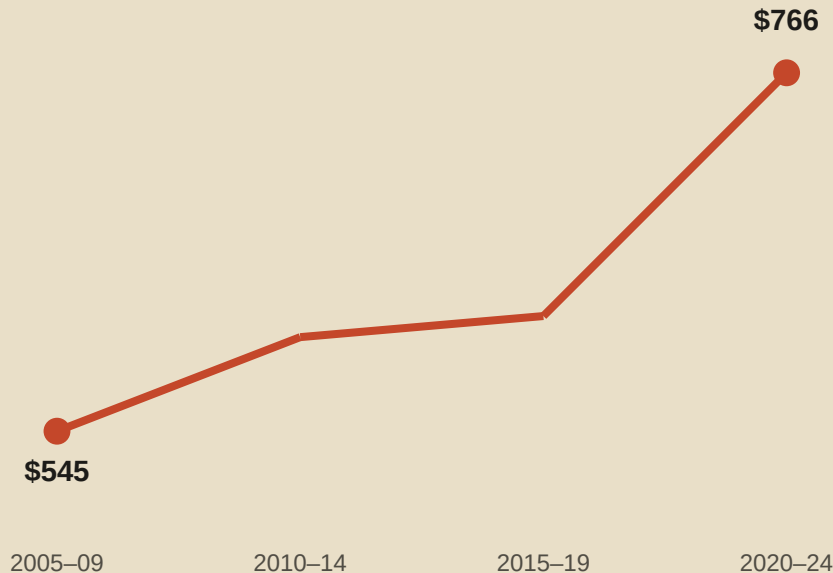
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 41%
since the 2005–2009
survey, before inflation.

\$766

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





THE SEAM

Cross one tract line and median rent jumps \$486.

A \$486 gap between neighbors, the sharpest rent edge between adjacent tracts in Waupaca County.

TRACT 1001

\$755

TRACT 1002

\$1,241



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$602–\$903



\$766 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

3

homes permitted, 2022–2025

0%

of those were in multifamily
buildings

78%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.3–0.9% to the 653 homes here.

2–6

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



HOME VALUE

A median home costs 38% less than Wisconsin's.

\$164,200

median home value in Iola.

Iola



\$164,200

Wisconsin



\$266,500

U.S.



\$332,700



THAT WAS IOLA'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/iola/

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