



Madison, Wisconsin.

Current market data.

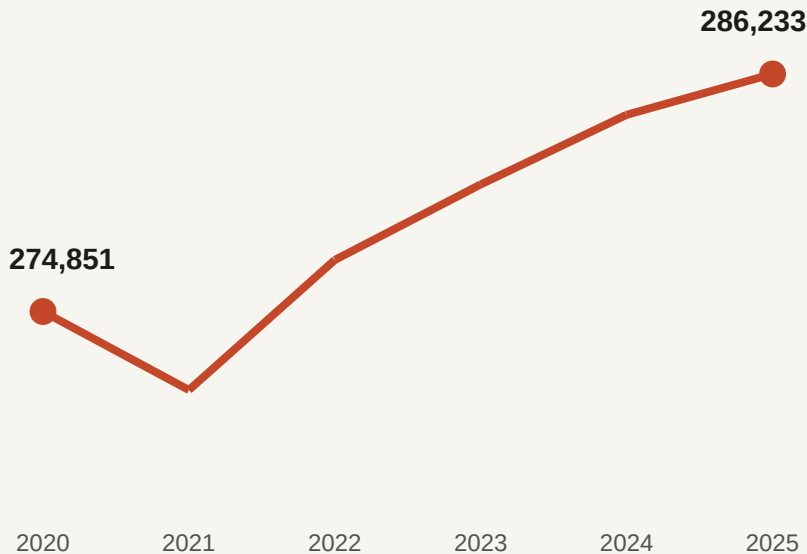
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Growing. Up 4.1% since
2020.**

286,233

people, the 2nd-largest of Wisconsin's cities and towns.

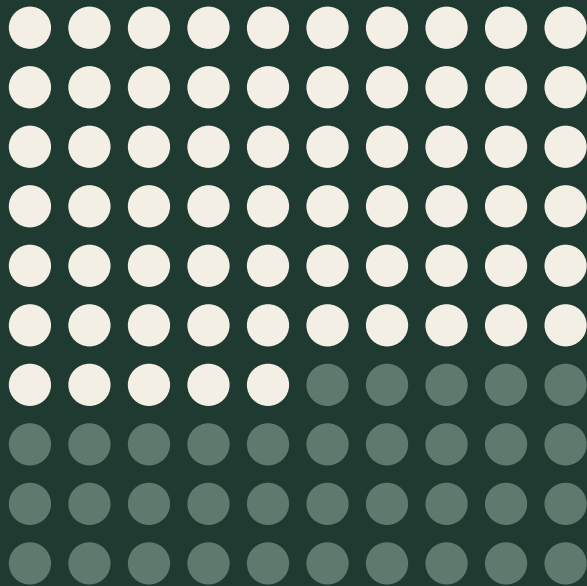


THE WORKDAY

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

64.9%

of 230,545 jobs located in Madison are filled by in-commuters.



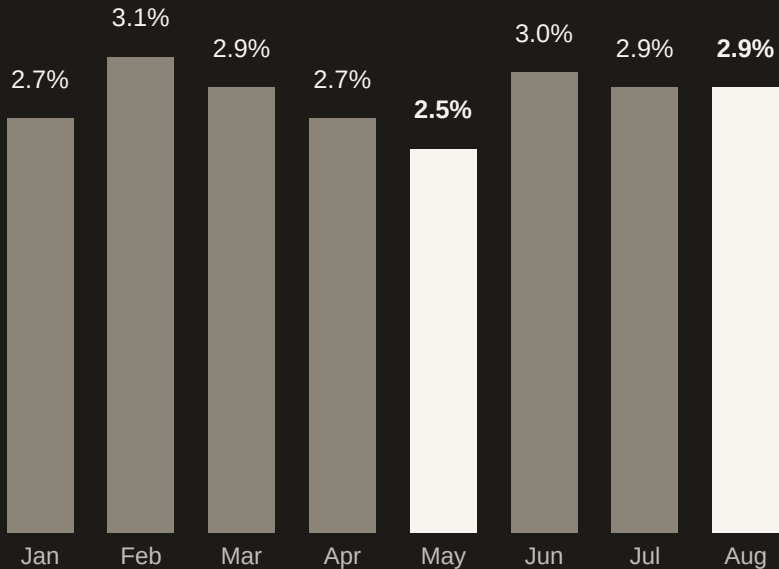
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
2.5%.

2.9%

in August 2026, the latest month released. A year earlier it was 2.6%.



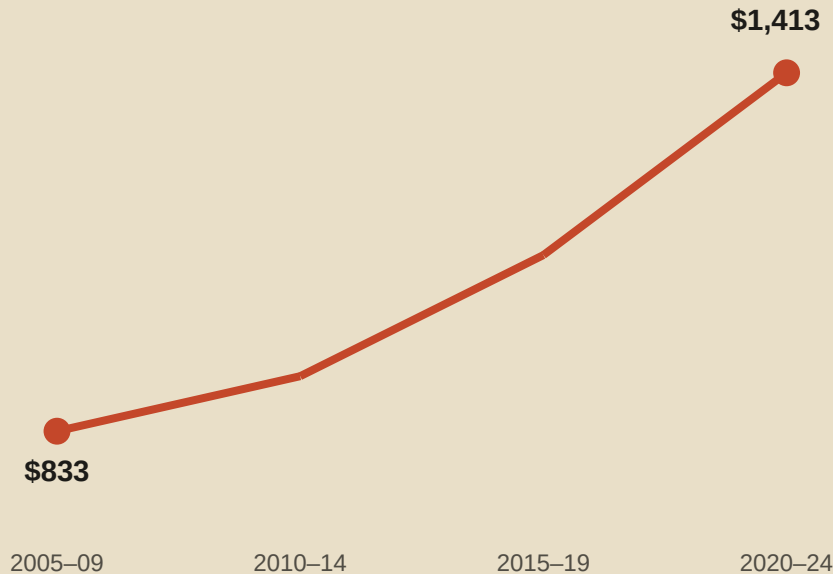


RENT

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

\$1,413

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





THE SEAM

Cross one tract line and median rent doubles.

A \$916 gap between neighbors, the sharpest rent edge between adjacent tracts in Dane County.

TRACT 120.02

\$900

TRACT 117

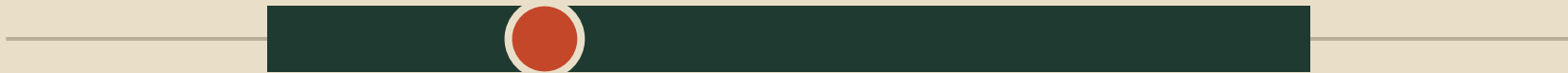
\$1,816



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$1,247–\$1,870



\$1,413 median

is the monthly rent range local workforce wages support.

BUILDING

71% of the housing here was built before 2000.

24,710

homes permitted in ten years,
2016–2025

86%

of those were in multifamily
buildings

71%

of all homes were built before 2000

UNITS NEEDED

**Closing the gap would add 0.5–1.7% to the
133,530 homes here.**

641–2,305

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



HOME VALUE

A median home costs 40% more than Wisconsin's.

\$372,900

median home value in Madison.

Madison



\$372,900

Wisconsin



\$266,500

U.S.



\$332,700



THAT WAS MADISON'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/madison/

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