



Marshall, Wisconsin.

Current market data.

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

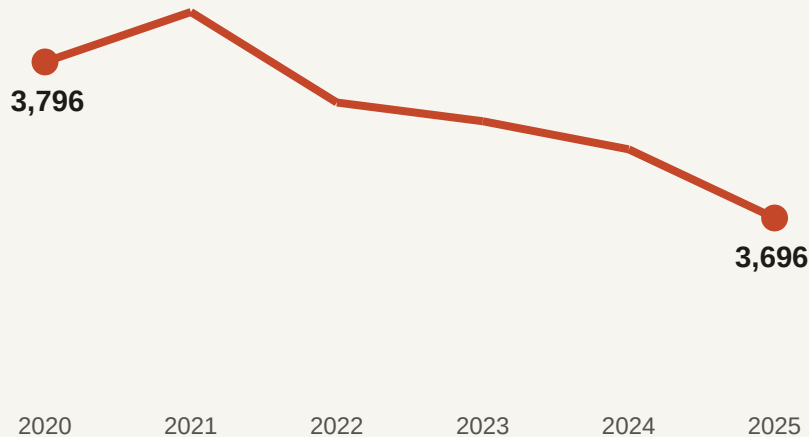


POPULATION

Down 2.6% since 2020.

3,696

people, the 184th-largest of Wisconsin's cities and towns.

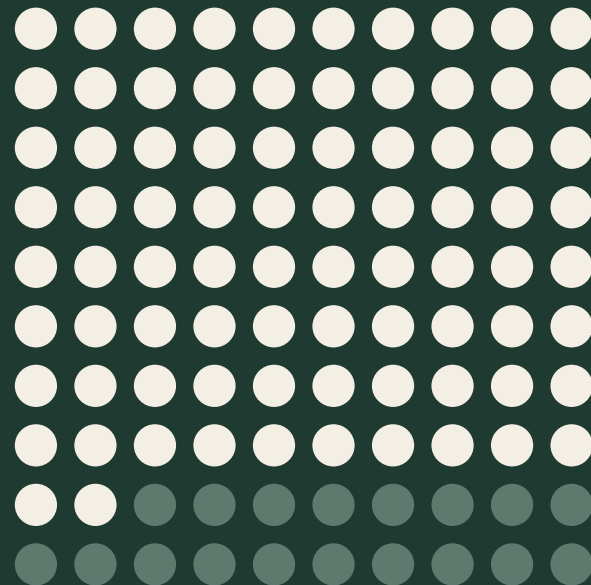


THE WORKDAY

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

82.0%

of 572 jobs located in Marshall are filled by in-commuters.



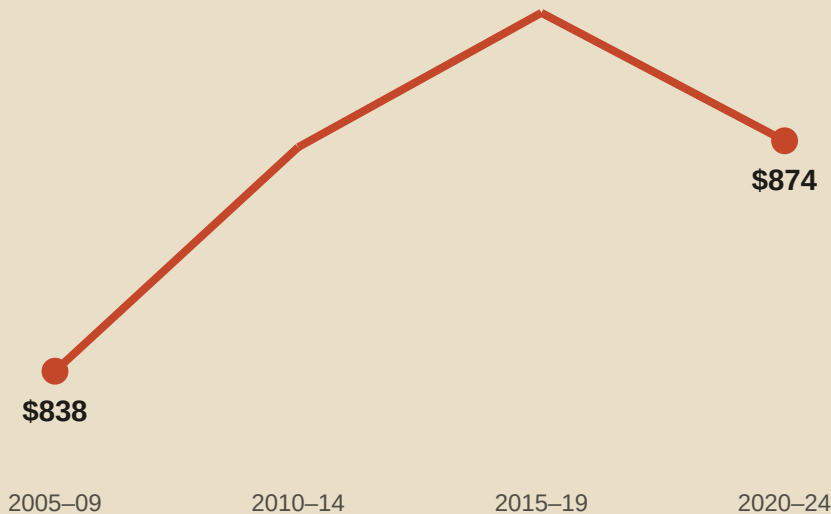
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 4%
since the 2005–2009
survey, before inflation.

\$874

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

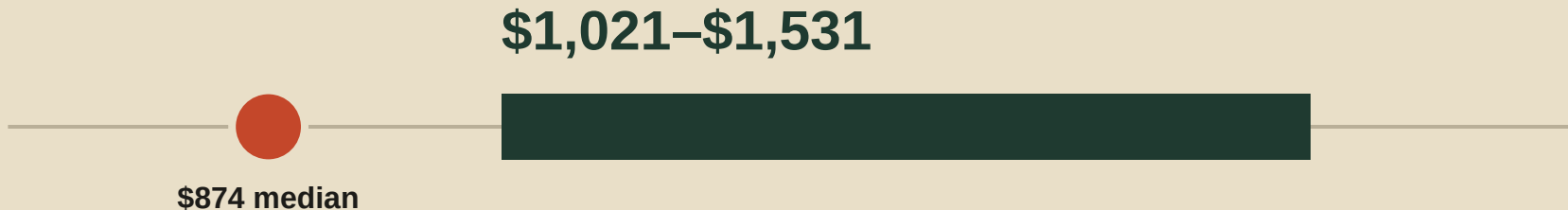
TRACT 117

\$1,816



ROOM TO BUILD

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.

135

homes permitted in ten years,
2016–2025

19%

of those were in multifamily
buildings

78%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.1–0.4% to the 1,595 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 10%
less than Wisconsin's.

\$238,900

median home value in Marshall.

Marshall



\$238,900

Wisconsin



\$266,500

U.S.



\$332,700

THAT WAS MARSHALL'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/marshall/**](https://almanacdata.ai/e/wi/marshall/)

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