McFarland, Wisconsin.

Current market data.

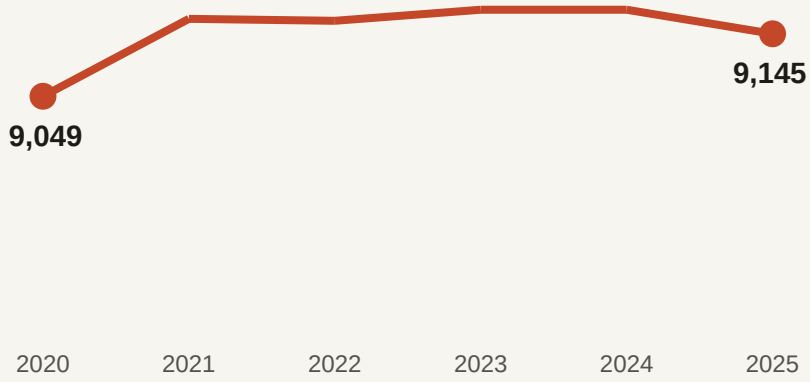
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 1.1% since 2020.

9,145

people, the 107th-largest of Wisconsin's cities and towns.



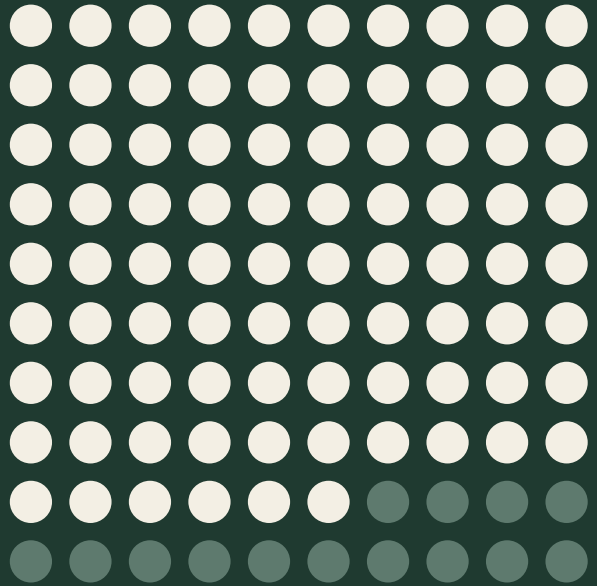
Source: Census Population Estimates, 2025

THE WORKDAY

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

85.8%

of 3,293 jobs located in McFarland are filled by in-commuters.



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

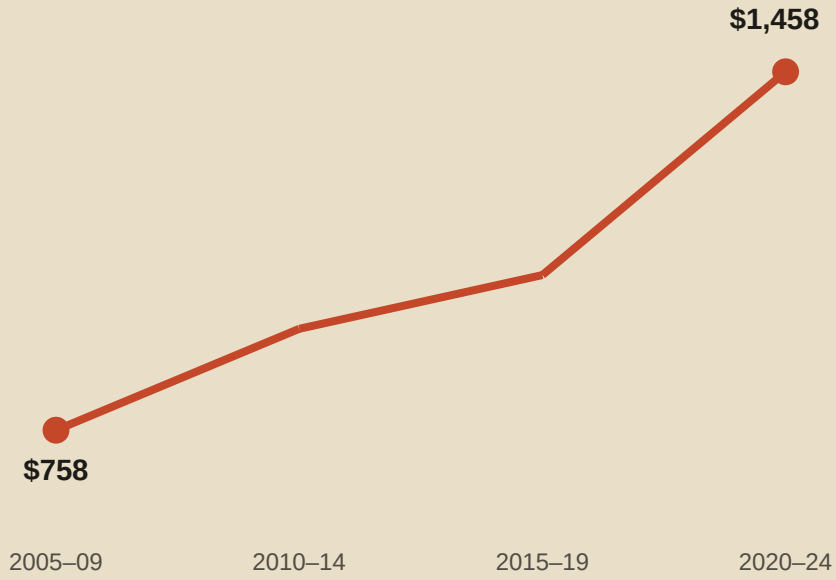
Source: Census LEHD LODES, 2023

RENT

Median rent is up 92% since the 2005–2009 survey, before inflation.

$1,458

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

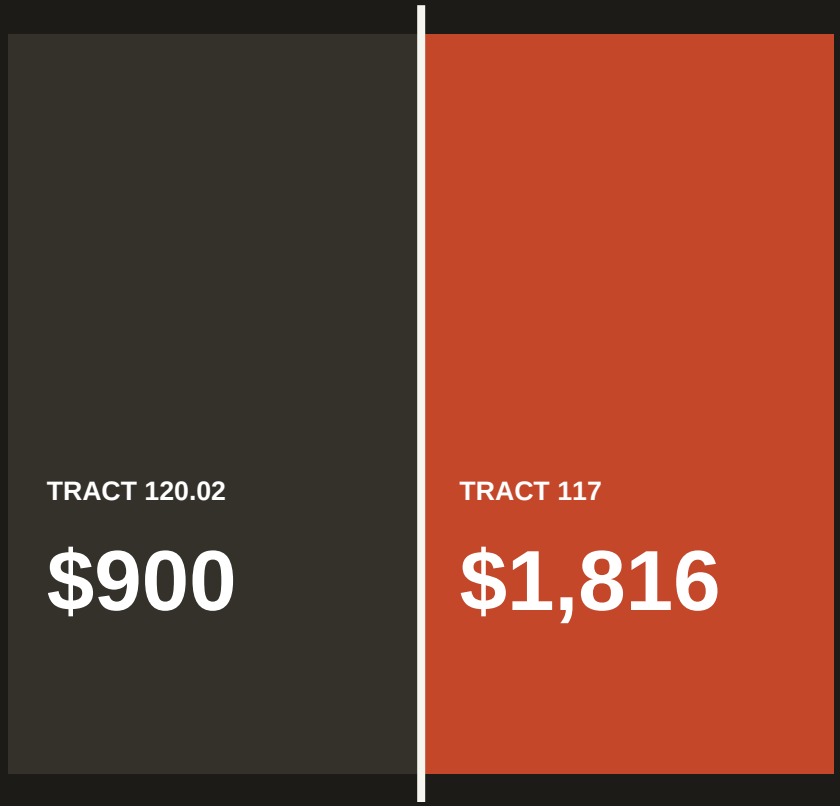


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

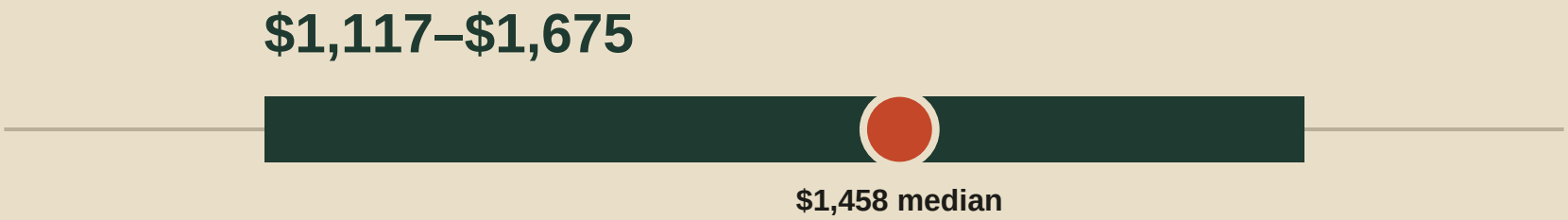
A $916 gap between neighbors, the sharpest rent edge between adjacent tracts in Dane County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent sits inside what local wages can carry.



is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

63% of the housing here was built before 2000.

854

homes permitted in ten years, 2016–2025

50%

of those were in multifamily buildings

63%

of all homes were built before 2000

Source: Census Building Permits Survey, 2016-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.3–0.8% to the 3,935 homes here.

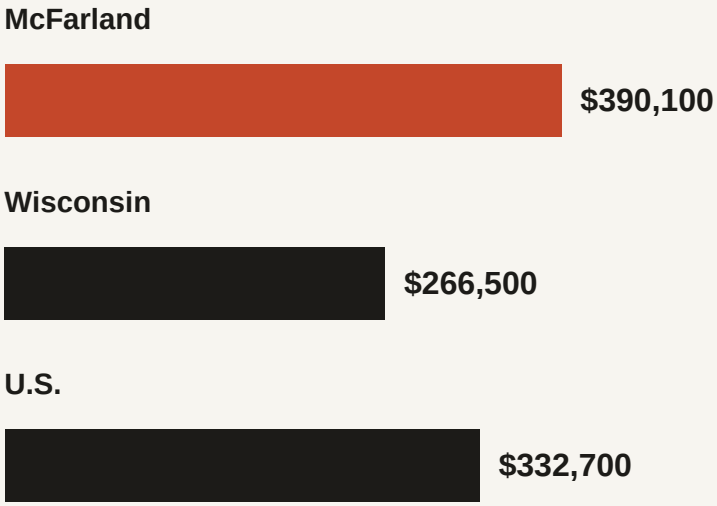
10–33

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

Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 46% more than Wisconsin's.



$390,100

median home value in McFarland.

Source: Census ACS 5-year, 2020-2024

THAT WAS MCFARLAND'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/mcfarland/**