



Onalaska, Wisconsin.

Current market data.

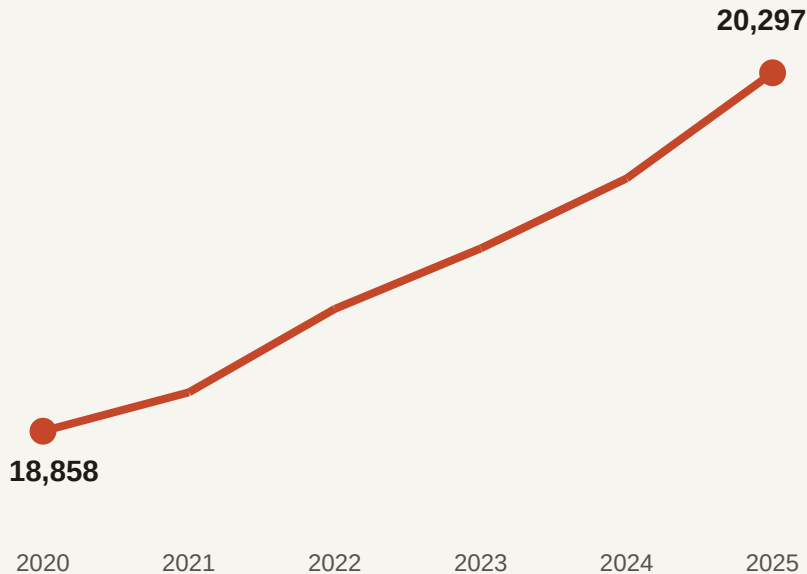
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 7.6% since 2020.

20,297

people, the 41st-largest of Wisconsin's cities and towns.



THE WORKDAY

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

86.6%

of 12,719 jobs located in Onalaska are filled by in-commuters.



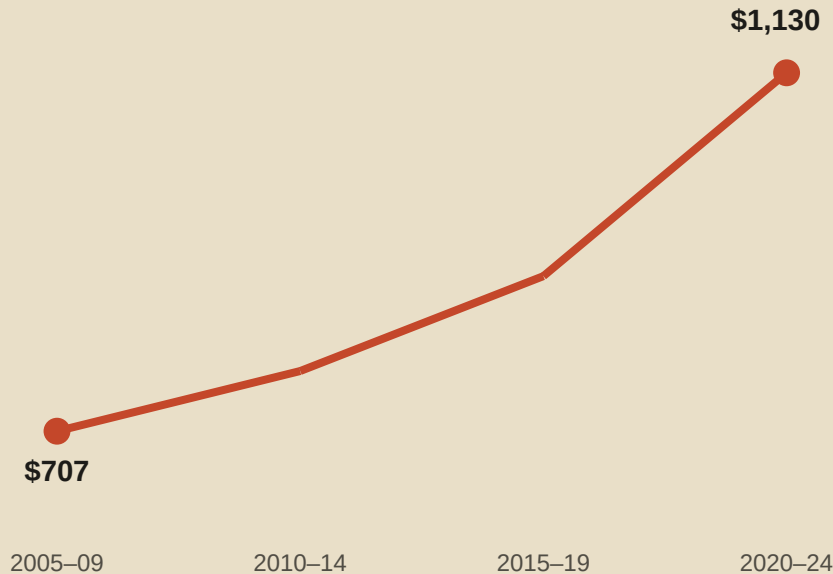
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 60%
since the 2005–2009
survey, before inflation.

\$1,130

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





THE SEAM

Cross one tract line and median rent jumps \$636.

A \$636 gap between neighbors, the sharpest rent edge between adjacent tracts in La Crosse County.

TRACT 104.03

\$890

TRACT 104.04

\$1,526



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$895–\$1,343



\$1,130 median

is the monthly rent range local workforce wages support.

BUILDING

71% of the housing here was built before 2000.

892

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 0.3–1.4% to the 9,120 homes here.

31–127

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



HOME VALUE

A median home costs 8% more than Wisconsin's.

\$288,900

median home value in Onalaska.

Onalaska



Wisconsin



U.S.



THAT WAS ONALASKA'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/onalaska/**](https://almanacdata.ai/e/wi/onalaska/)

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