



Watertown, Wisconsin.

Current market data.

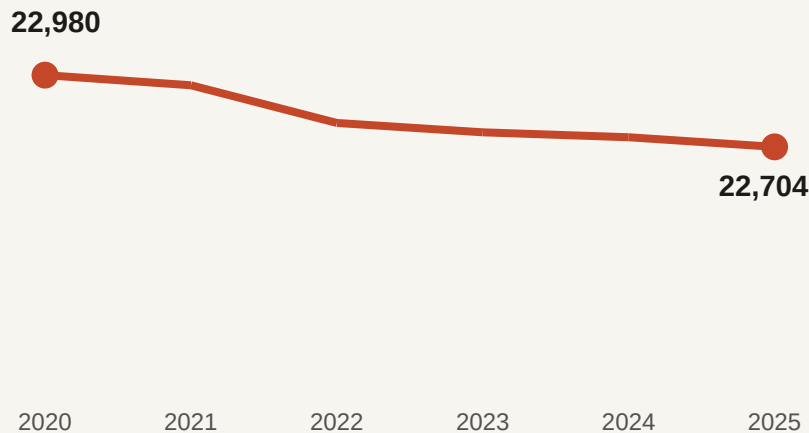
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 1.2% since 2020.

22,704

people, the 37th-largest of Wisconsin's cities and towns.

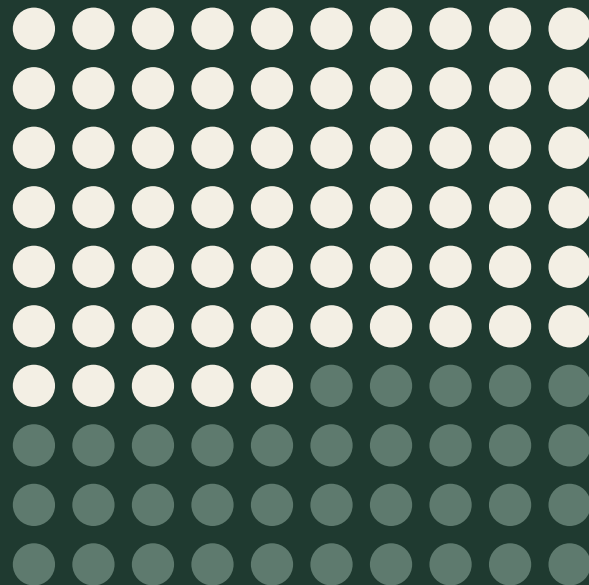


THE WORKDAY

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

64.7%

of 8,909 jobs located in Watertown are filled by in-commuters.



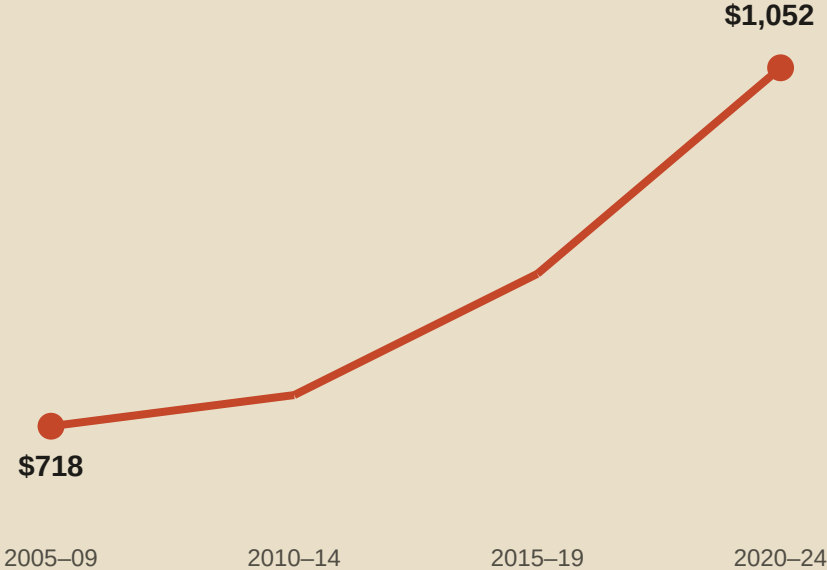
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 47%
since the 2005–2009
survey, before inflation.

\$1,052

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



Source: Census ACS 5-year, 2020-2024



THE SEAM

Cross one tract line and median rent jumps \$488.

A \$488 gap between neighbors, the sharpest rent edge between adjacent tracts in Jefferson County.

TRACT 1015

\$779

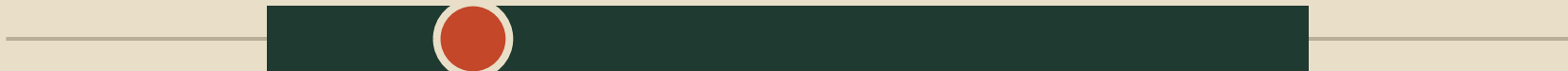
TRACT 1009

\$1,267

ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$957–\$1,436



\$1,052 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

209

homes permitted, 2022–2025

49%

of those were in multifamily
buildings

84%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.4–0.9% to the 9,478 homes here.

36–89

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



HOME VALUE

A median home costs 17%
less than Wisconsin's.

\$222,100

median home value in Watertown.

Watertown



\$222,100

Wisconsin



\$266,500

U.S.



\$332,700

THAT WAS WATERTOWN'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/watertown/**](https://almanacdata.ai/e/wi/watertown/)

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