



Wausau, Wisconsin.

Current market data.

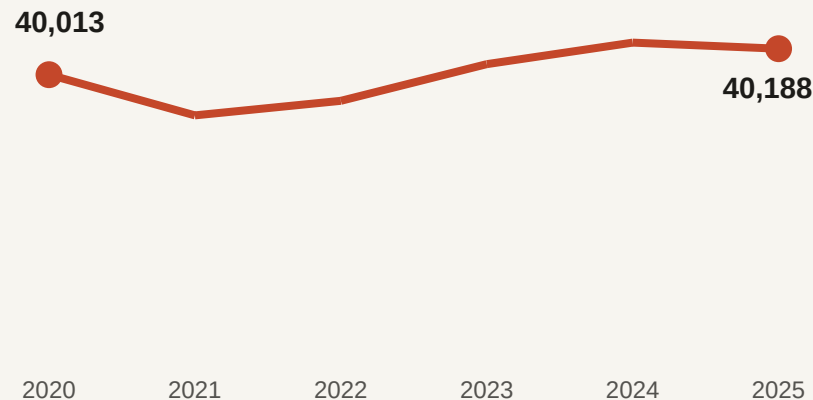
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Steady. Within 1% of 2020,
every year since.**

40,188

people, the 18th-largest of Wisconsin's cities and towns.

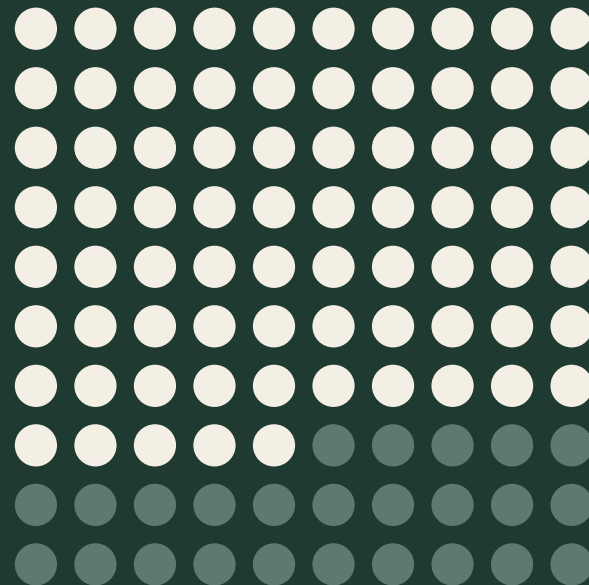


THE WORKDAY

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

74.9%

of 31,517 jobs located in Wausau are filled by in-commuters.



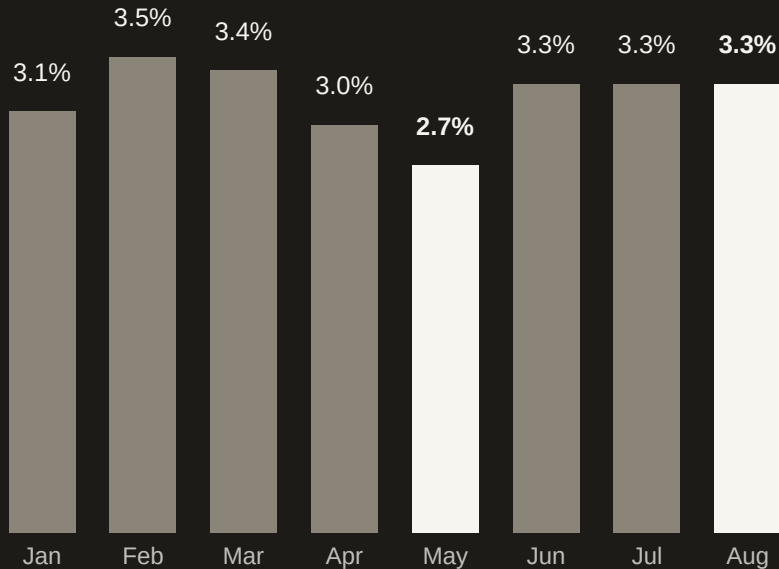
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in May:
2.7%.

3.3%

in August 2026, the latest month released. A year earlier it was 2.9%.

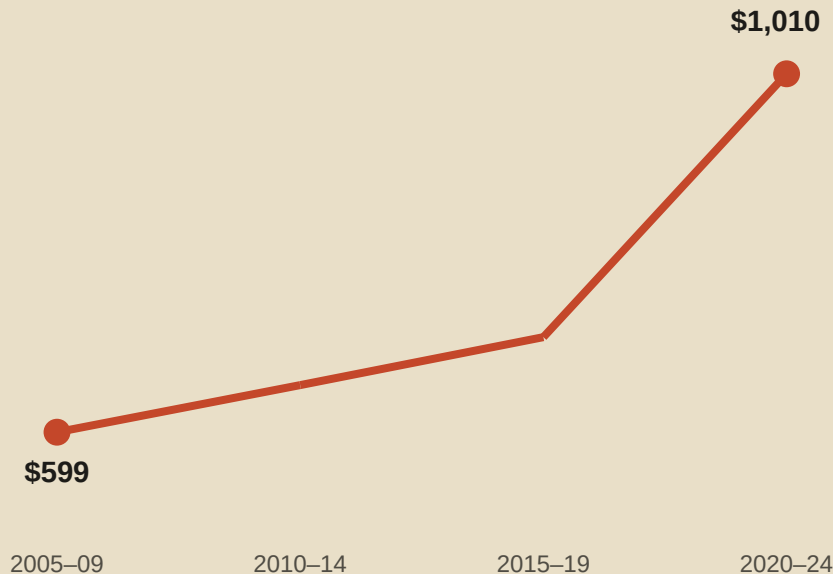


RENT

Median rent is up 69%
since the 2005–2009
survey, before inflation.

\$1,010

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





THE SEAM

Cross one tract line and median rent jumps \$491.

A \$491 gap between neighbors, the sharpest rent edge between adjacent tracts in Marathon County.

TRACT 10

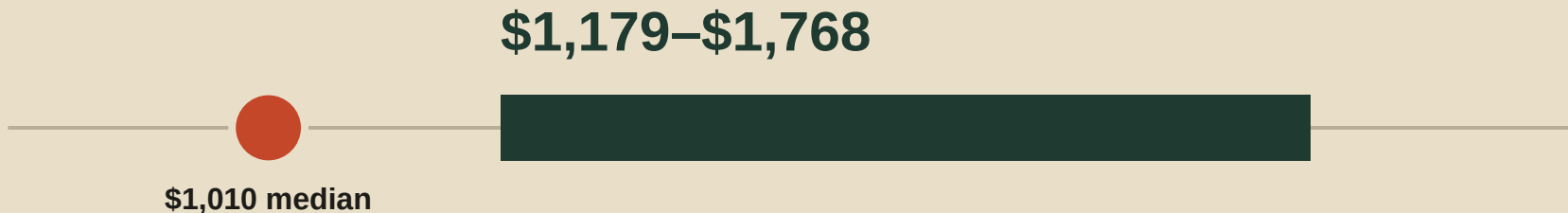
\$799

TRACT 13

\$1,290

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.

438

homes permitted, 2022–2025

87%

of those were in multifamily
buildings

84%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.4–1.7% to the 18,718 homes here.

71–315

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



HOME VALUE

A median home costs 37% less than Wisconsin's.

\$167,900

median home value in Wausau.

Wausau



\$167,900

Wisconsin



\$266,500

U.S.



\$332,700

THAT WAS WAUSAU'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/ausau/

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