ZIP 53703, Madison, Wisconsin.

Current market data.

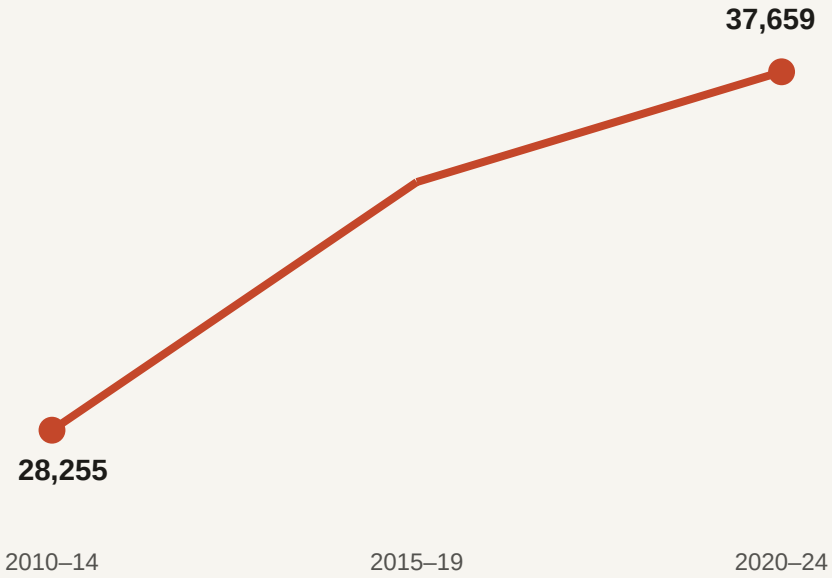
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

37,659 people call ZIP 53703 home.

37,659

people.



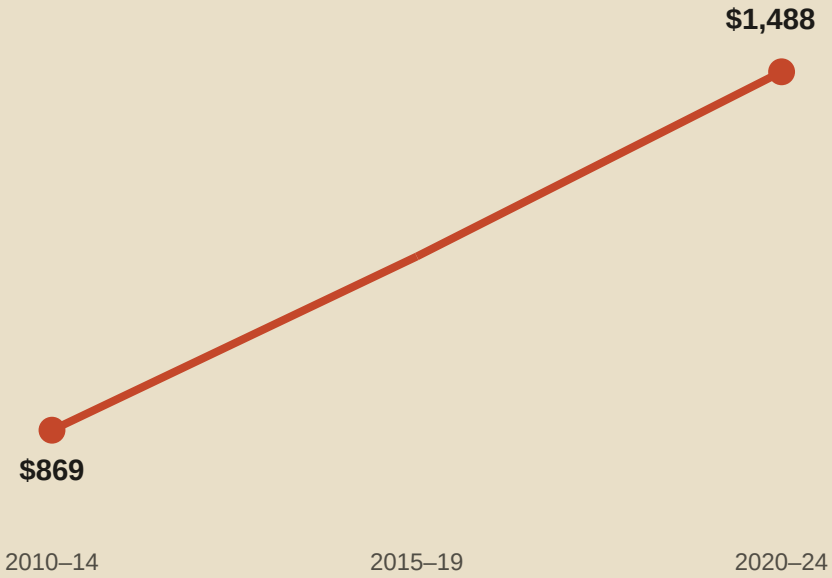
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 71% since the 2010–2014 survey, before inflation.

$1,488

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



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

61% of the housing here was built before 2000.

61%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 1–3% to the 21,171 homes here.

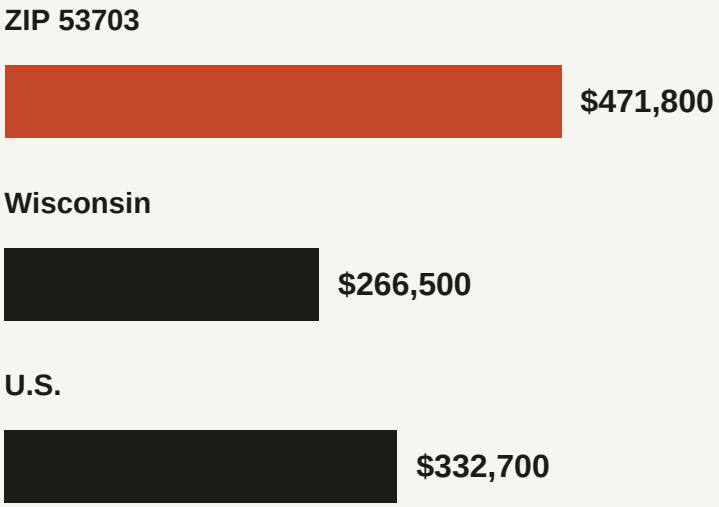
133–689

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 77% more than Wisconsin's.



$471,800

median home value in ZIP 53703.

Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 53703'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/zip/53703/**