



ZIP 53704, Madison, Wisconsin.

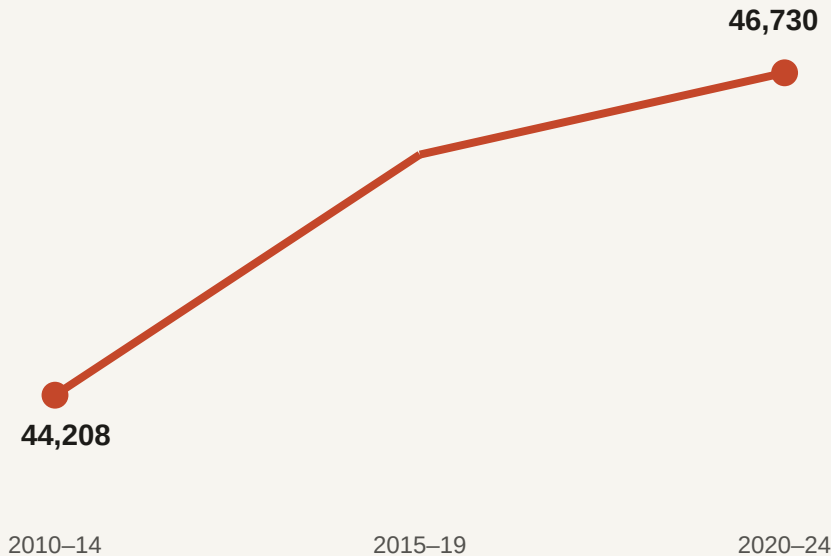
Current market data.

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

POPULATION

46,730 people call ZIP
53704 home.

46,730
people.

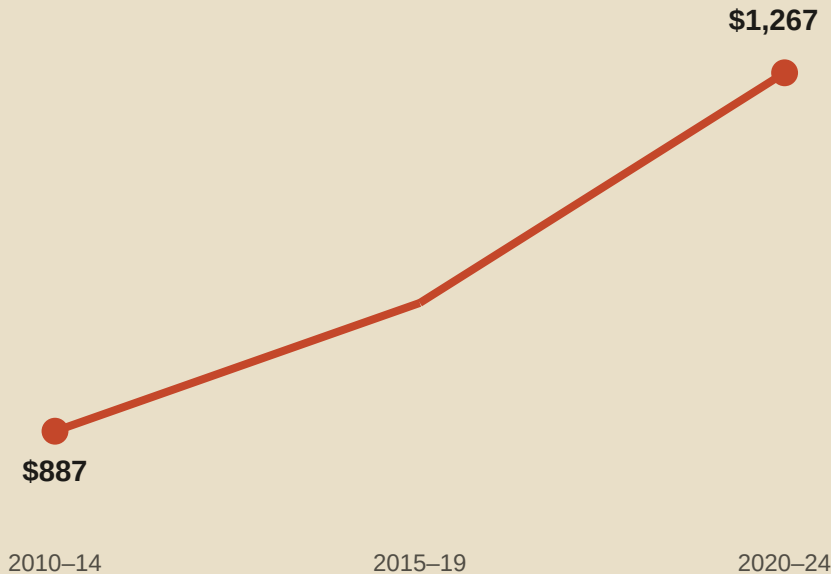


RENT

Median rent is up 43%
since the 2010–2014
survey, before inflation.

\$1,267

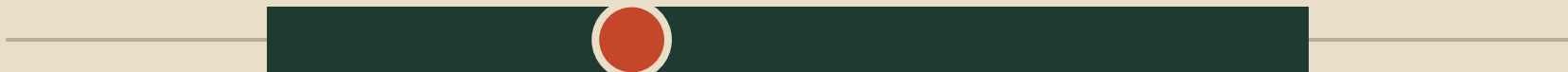
a month. Wisconsin's median is \$1,087.



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$1,078–\$1,617



\$1,267 median

is the monthly rent range local workforce wages support.



BUILDING

Most of the housing here is older than 2000.

84%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.4–1.2% to the 23,290 homes here.

93–271

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



HOME VALUE

A median home costs 19%
more than Wisconsin's.

\$318,400

median home value in ZIP 53704.

ZIP 53704



Wisconsin



U.S.



THAT WAS ZIP 53704'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/53704/

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