Sun Prairie

Stoughton

nsville

Madison



Richland Center

61

uque

Platteville

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Jeff Adler Vice President Jeff.Adler@yardi.com

Waterto

Fort Atkinsor

Janesville

Beloit

Whitewa

Contacts

Razvan Cimpean SEO Engineer <u>Razvan-I.Cimpean@yardi.com</u> Madison December 2023

Madison is the **67th** largest multifamily market with **56,444** completed units and **21,433** units in development, **6,611** of which have already broken ground.

New lease asking **rents** are at **\$1,517**, up **6.9%** ▲ from the previous year placing Madison at **3rd** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with 2,756▲ net units absorbed over the past twelve months. This is down -344▼ units from the previous year's gain of 3,100▲ absorbed units.

Employment in Madison has grown by **1.7%** • over the past 12 months, while hourly wages have risen by **6.8%** • YoY to **\$34.89** according to the *Bureau of Labor Statistics*.

Rent Growth YoY



