National



Madison

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Contacts

Madison

Reedsburg Baraboo Beaver Dam Beaver Dam Columbus Columbus Sun Prairie Watertow Madison Fitchburg Fitchburg Fitchburg Fort Atkinson Whitewate Janesville Geoter Belot Hateville

## January 2024

Madison is the 66th largest multifamily market with 57,640 completed units and 20,970 units in development, 6,380 of which have already broken ground.

New lease asking **rents** are at **\$1,528**, up **6.3%** ▲ from the previous year placing Madison at **4th** overall in year-over-year rent growth.

Multifamily housing **demand** has been positive with  $3,134 \blacktriangle$  net units absorbed over the past twelve months. This is down  $-18 \lor$  units from the previous year's gain of  $3,152 \blacktriangle$  absorbed units.

**Employment** in Madison has grown by **0.9%** • over the past 12 months, while hourly wages have risen by **6.1%** • YoY to **\$34.88** according to the *Bureau of Labor Statistics*.



