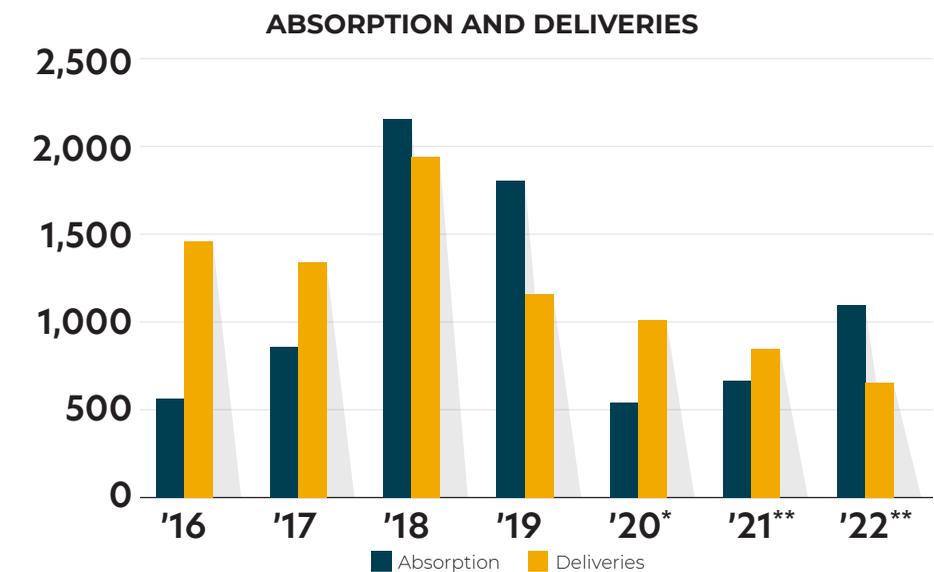
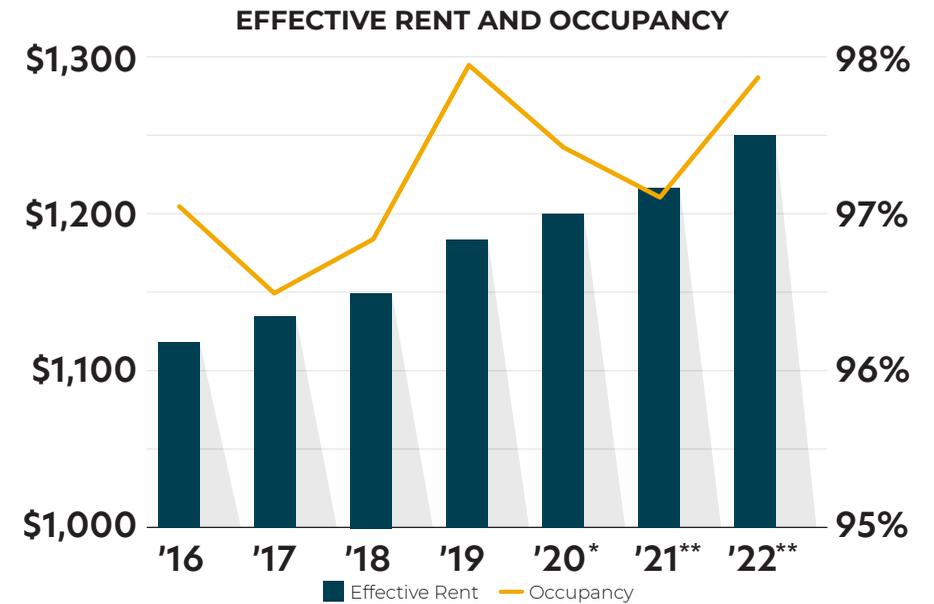


# MADISON, WISCONSIN



## MARKET TRENDS



## 2021 MARKET AT A GLANCE

**OCCUPANCY RATE**  
**97.2%**  
 Down 20 bps YOY

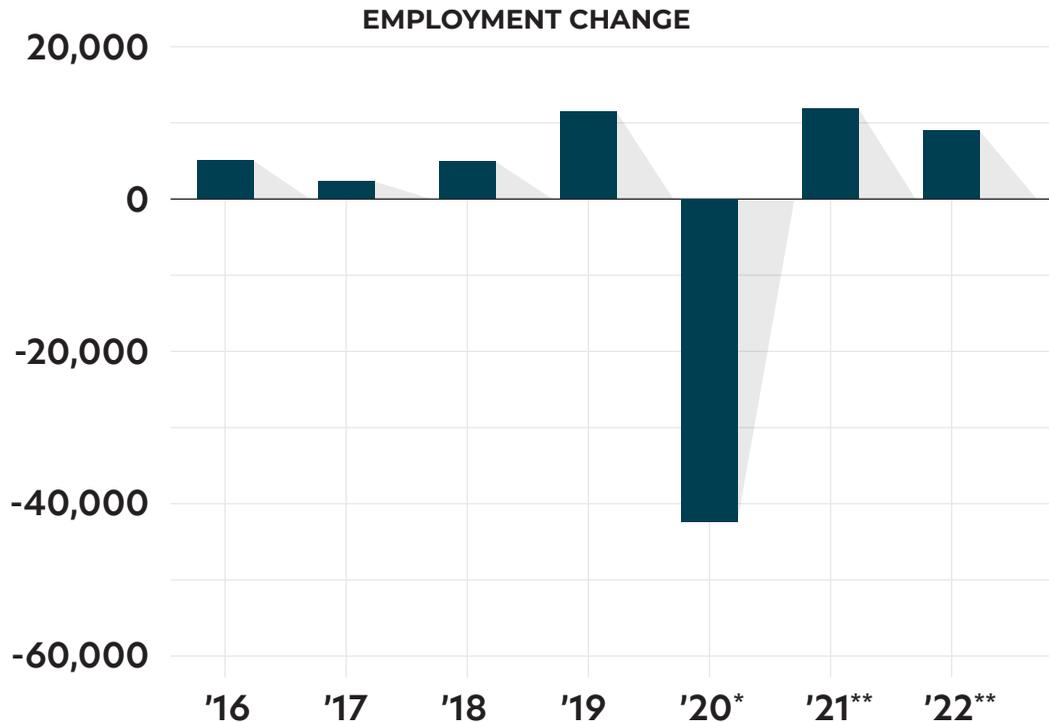
**EFFECTIVE RENT**  
**\$1,217**  
 Up 1.3% YOY

**RENT SHARE OF WALLET**  
**18.5%**  
 Up 20 bps YOY

Data and images pertaining to employment, income, permits, population, rents, single-family housing, and occupancy are year-end figures. Absorption, construction, and apartment sales figures are full-year totals. \*Numbers for 2020 are projected values; \*\*2021/2022 figures are forecast projections. Apartment market data criteria and methodologies vary by market.

# MADISON, WISCONSIN

## EMPLOYMENT TRENDS



2019	YOY CHANGE	2020*	YOY CHANGE	2021**
417,300	-10.0%	375,700	3.1%	387,300

2019	YOY CHANGE	2020	YOY CHANGE	2021
1.7%	380 BPS	5.5%	-120 BPS	4.3%

2019	YOY CHANGE	2020	YOY CHANGE	2021
666,600	0.6%	670,400	0.5%	673,600

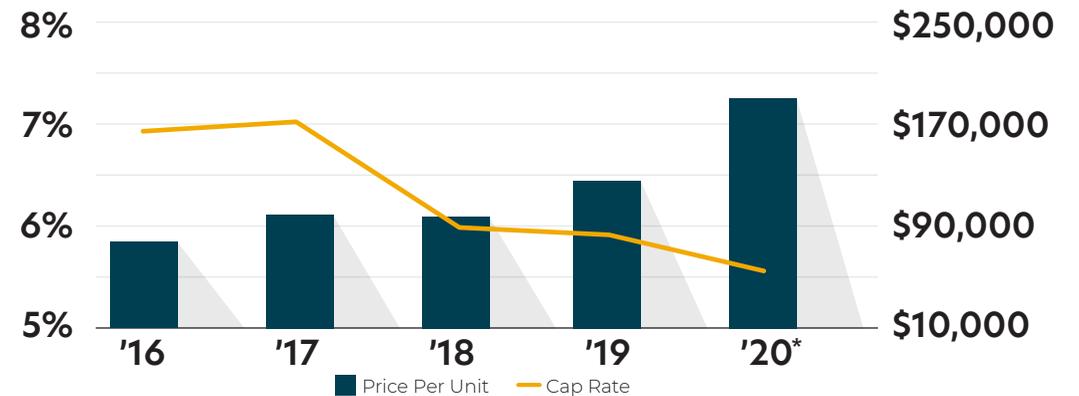
2019	YOY CHANGE	2020	YOY CHANGE	2021
283,900	1.0%	286,700	0.9%	289,300

2019	YOY CHANGE	2020	YOY CHANGE	2021
\$75,469	4.1%	\$78,553	0.7%	\$79,096

## SALES TRENDS

2019	YOY CHANGE	2020*
\$127,568	49.7%	\$190,959

2019	YOY CHANGE	2020
5.9%	-30 BPS	5.6%



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