



West Branch, Michigan.

Current market data.

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

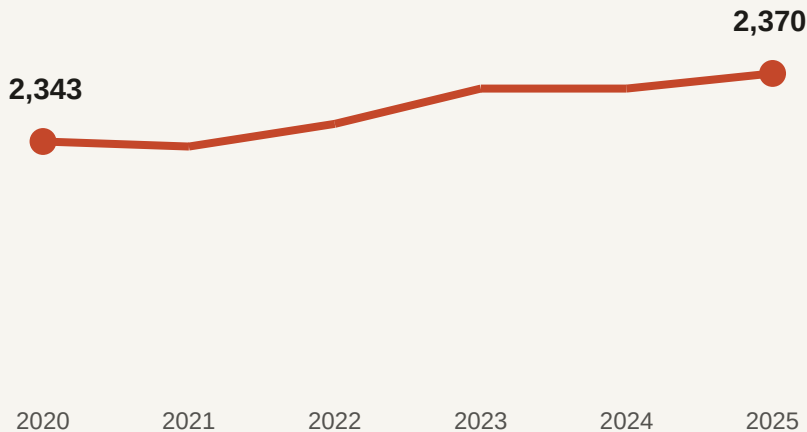


POPULATION

**Growing. Up 1.2% since
2020.**

2,370

people, the 228th-largest of Michigan's cities and towns.

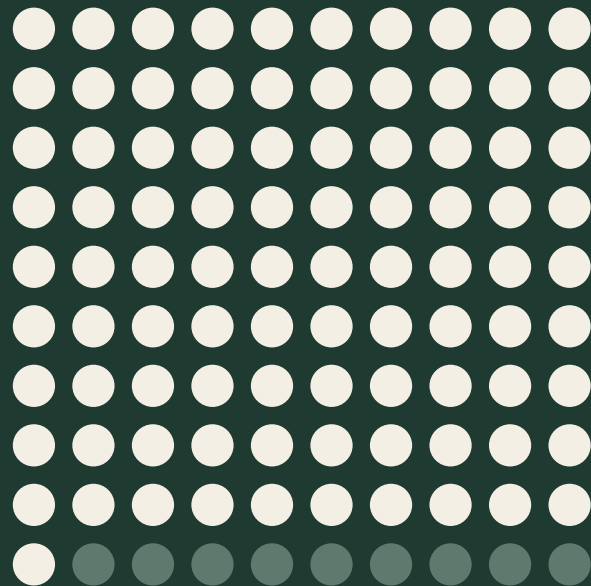


THE WORKDAY

9 in 10 jobs here go to people who live somewhere else.

91.5%

of 2,318 jobs located in West Branch are filled by in-commuters.



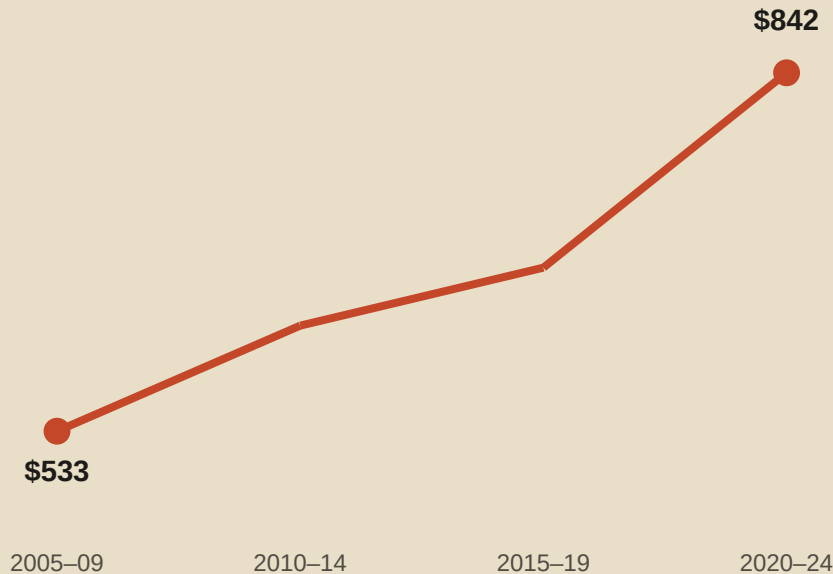
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 58%
since the 2005–2009
survey, before inflation.

\$842

a month. Michigan's median is \$1,129.





THE SEAM

Cross one tract line and median rent jumps \$426.

A \$426 gap between neighbors, the sharpest rent edge between adjacent tracts in Ogemaw County.

TRACT 9504

\$519

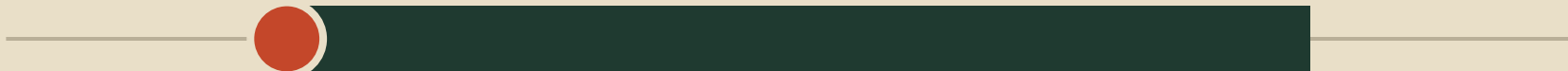
TRACT 9503

\$945

ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$834–\$1,251



\$842 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 0.3–1.9% to the 1,188 homes here.

4–23

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



HOME VALUE

A median home costs 36% less than Michigan's.

\$147,800

median home value in West Branch.

West Branch



\$147,800

Michigan



\$231,600

U.S.



\$332,700



THAT WAS WEST BRANCH'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/mi/west-branch/

The Almanac · your hyper-diligent research partner