White Cloud, Michigan.

Current market data.

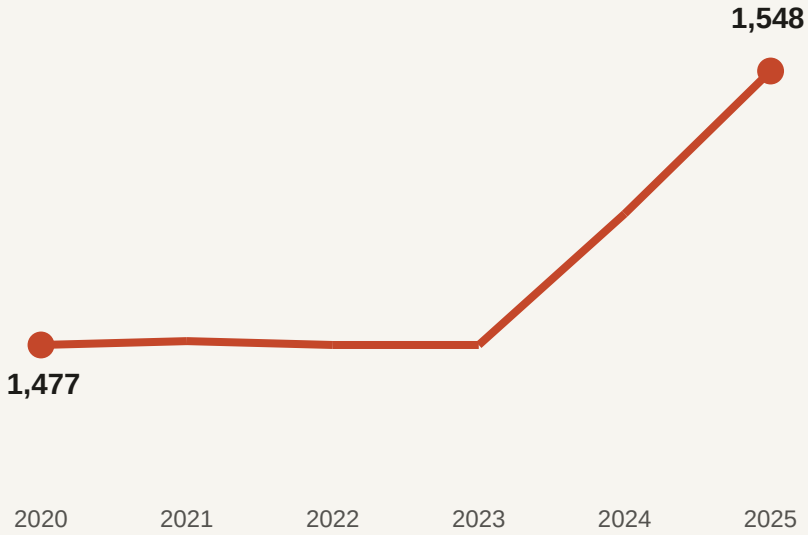
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 4.8% since 2020.

1,548

people, the 292nd-largest of Michigan's cities and towns.



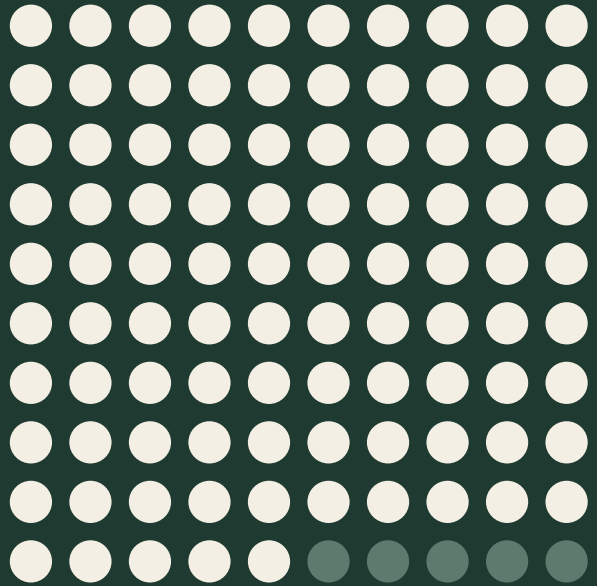
Source: Census Population Estimates, 2025

THE WORKDAY

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

94.8%

of 912 jobs located in White Cloud are filled by in-commuters.



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

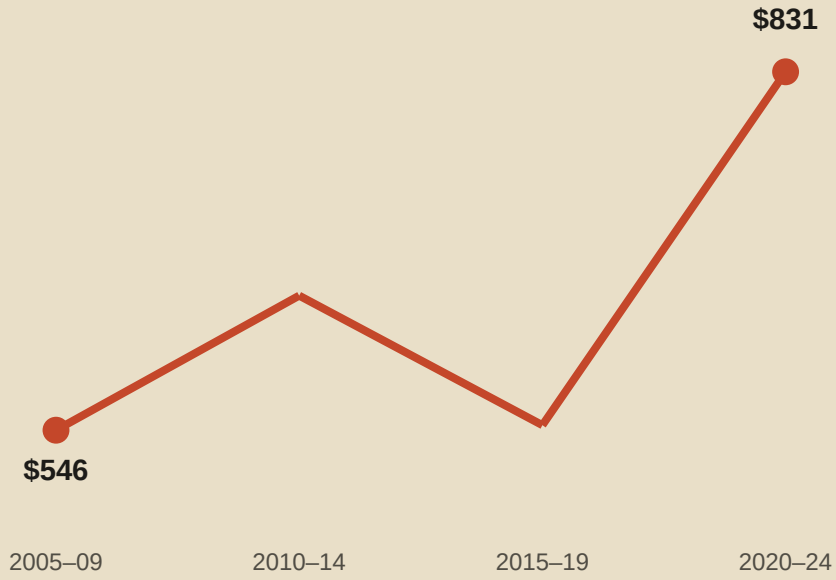
Source: Census LEHD LODES, 2021

RENT

Median rent is up 52% since the 2005–2009 survey, before inflation.

$831

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

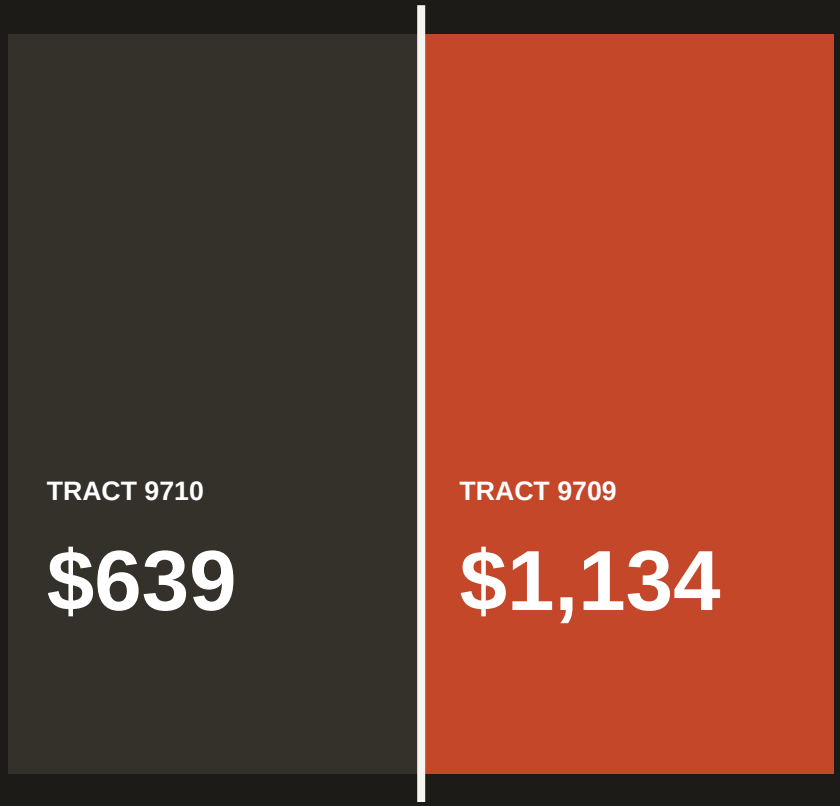


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $495.

A $495 gap between neighbors, the sharpest rent edge between adjacent tracts in Newaygo County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

Local wages can carry more rent than the median charged today.

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2021; Census ACS 5-year, 2020-2024

BUILDING

Most of the housing here is older than 2000.

33

homes permitted, 2022–2025

0%

of those were in multifamily buildings

94%

of all homes were built before 2000

Source: Census Building Permits Survey, 2022-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.2–1.9% to the 479 homes here.

1–9

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

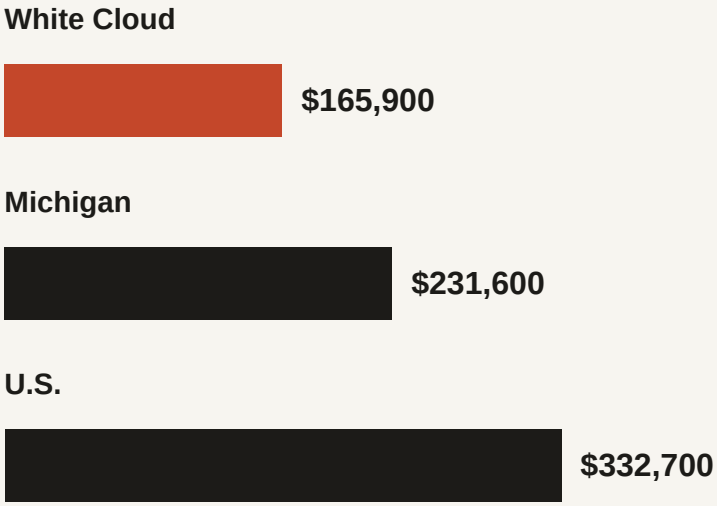
Source: Computed by the Almanac, 2021

HOME VALUE

A median home costs 28% less than Michigan's.

$165,900

median home value in White Cloud.



Source: Census ACS 5-year, 2020-2024

THAT WAS WHITE CLOUD'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/white-cloud/**