New Ulm, Minnesota.

Current market data.

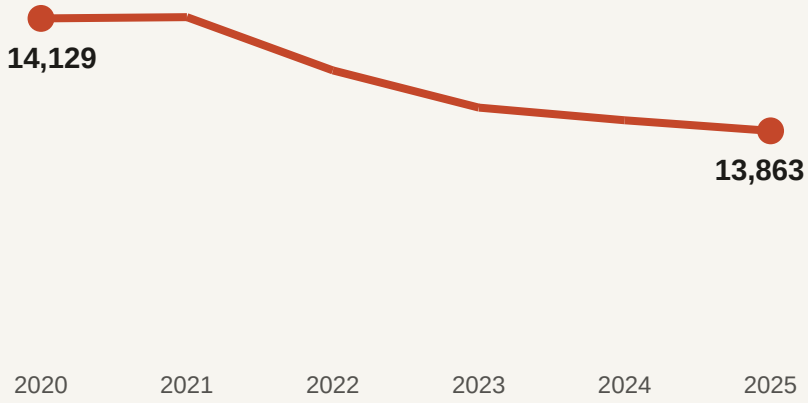
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 1.9% since 2020.

13,863

people, the 85th-largest of Minnesota's cities and towns.



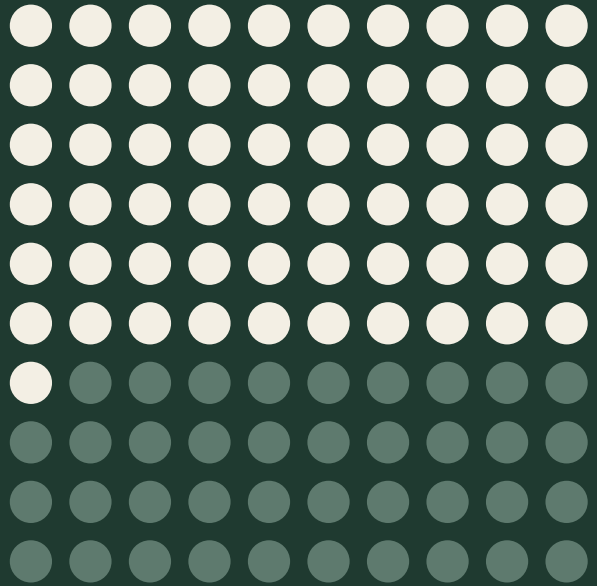
Source: Census Population Estimates, 2025

THE WORKDAY

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

61.3%

of 9,001 jobs located in New Ulm are filled by in-commuters.



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

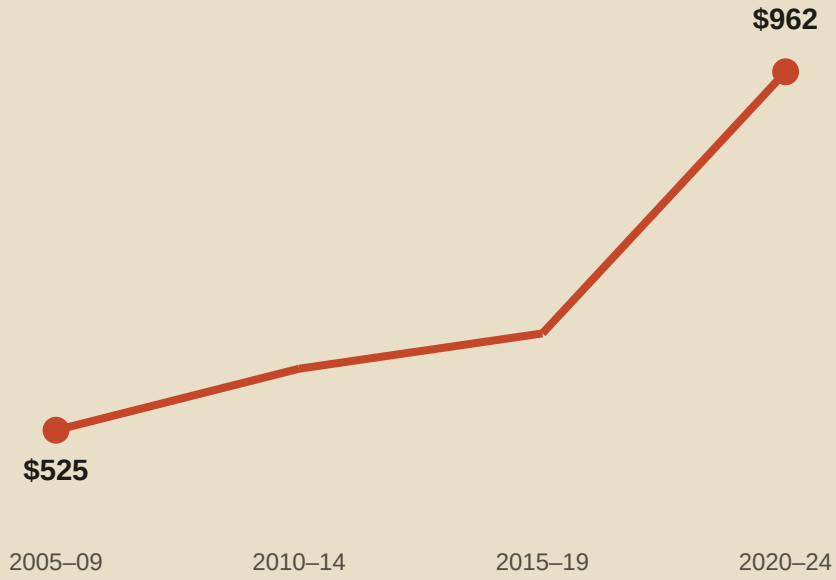
Source: Census LEHD LODES, 2023

RENT

Median rent is up 83% since the 2005–2009 survey, before inflation.

$962

a month. Minnesota's median is $1,280.

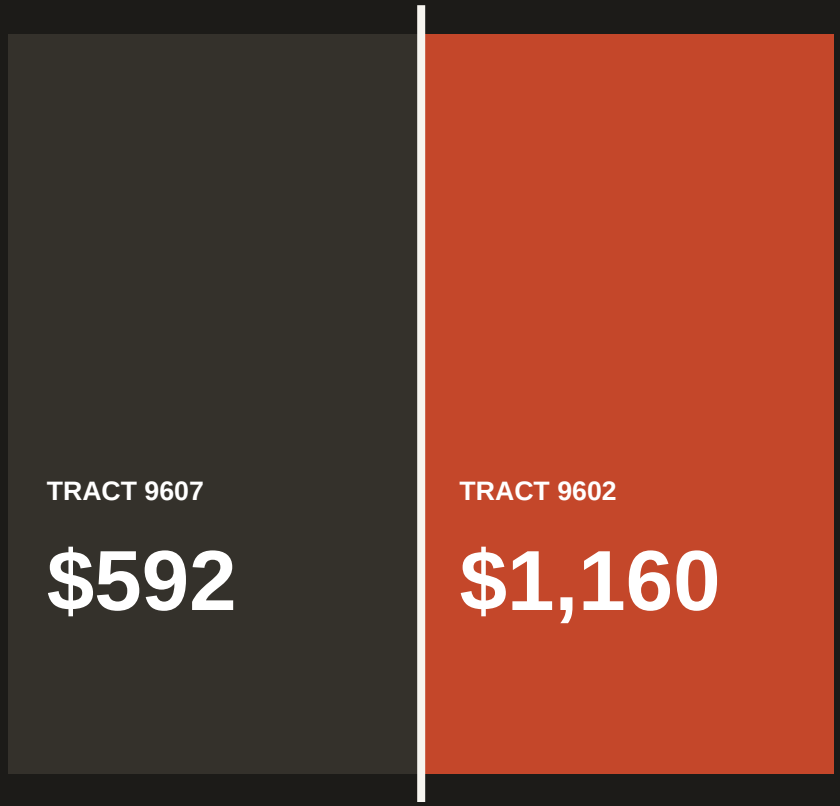


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

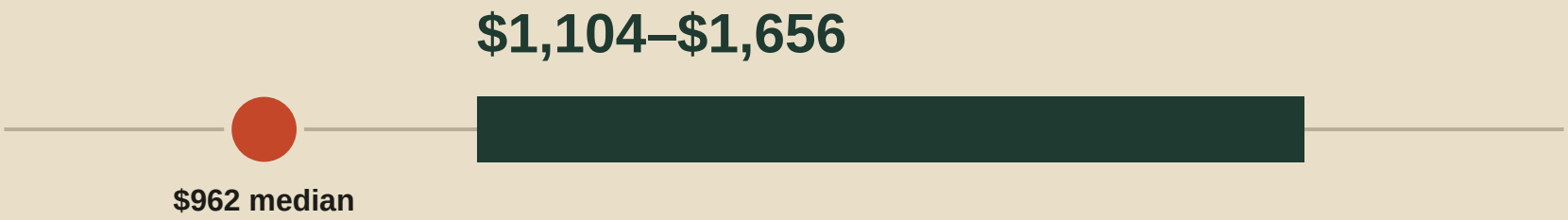
A $568 gap between neighbors, the sharpest rent edge between adjacent tracts in Brown County.



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, 2023; Census ACS 5-year, 2020-2024

BUILDING

Most of the housing here is older than 2000.

65

homes permitted, 2022–2025

22%

of those were in multifamily buildings

88%

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 0.2–1.4% to the 6,377 homes here.

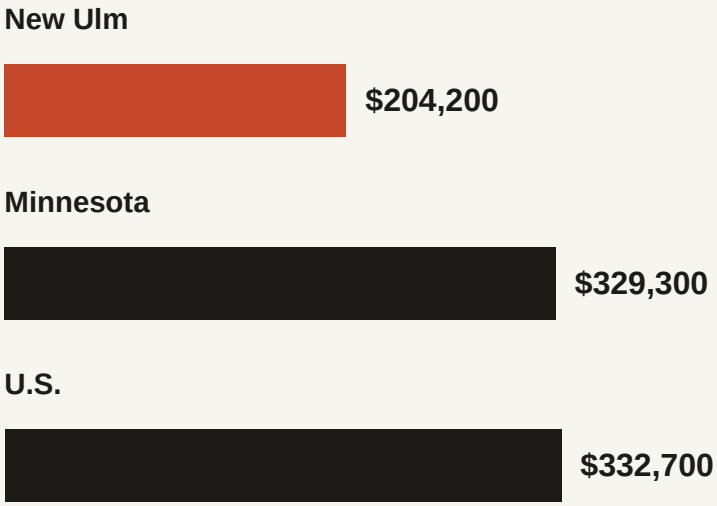
14–90

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

Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 38% less than Minnesota's.



$204,200

median home value in New Ulm.

Source: Census ACS 5-year, 2020-2024

THAT WAS NEW ULM'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/mn/new-ulm/**