New London, Ohio.

Current market data.

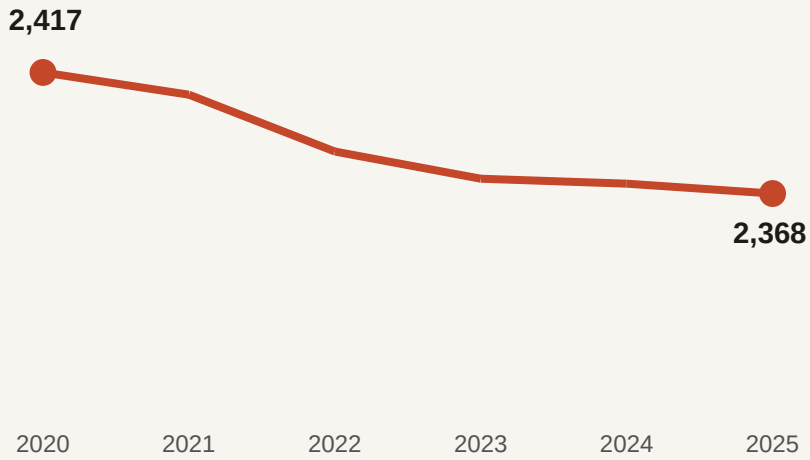
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 2.0% since 2020.

2,368

people, the 370th-largest of Ohio's cities and towns.



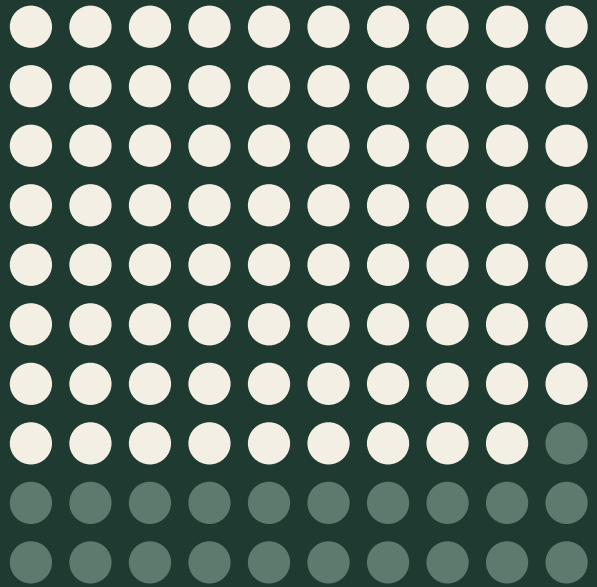
Source: Census Population Estimates, 2025

THE WORKDAY

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

79.4%

of 787 jobs located in New London are filled by in-commuters.



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

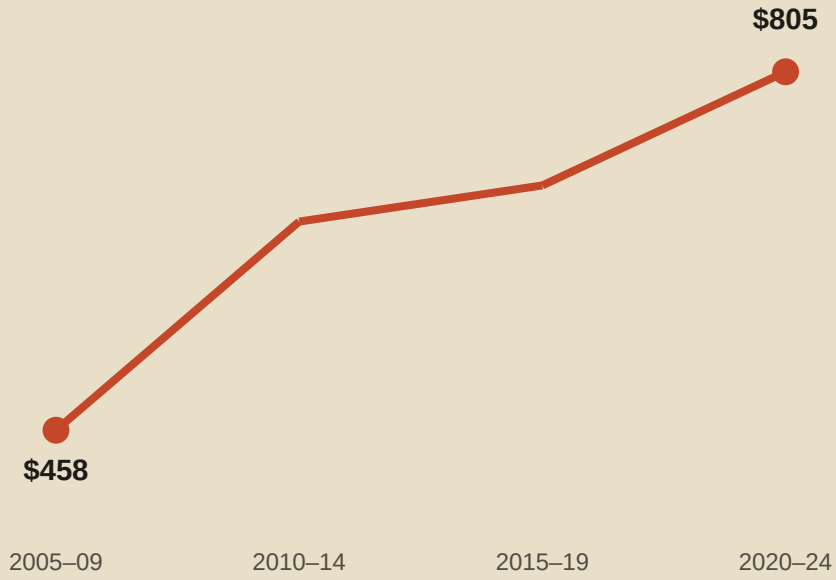
Source: Census LEHD LODES, 2023

RENT

Median rent is up 76% since the 2005–2009 survey, before inflation.

$805

a month. Ohio's median is $1,034.

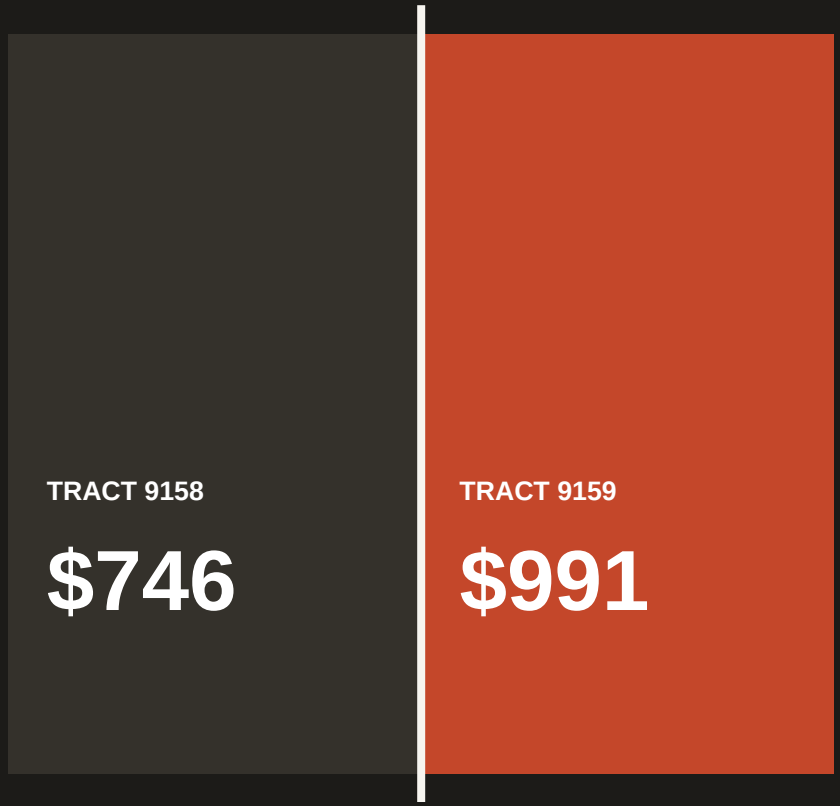


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $245.

A $245 gap between neighbors, the sharpest rent edge between adjacent tracts in Huron County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent sits inside what local wages can carry.

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.

0

homes permitted, 2022–2025

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 0.2–0.7% to the 1,184 homes here.

2–8

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

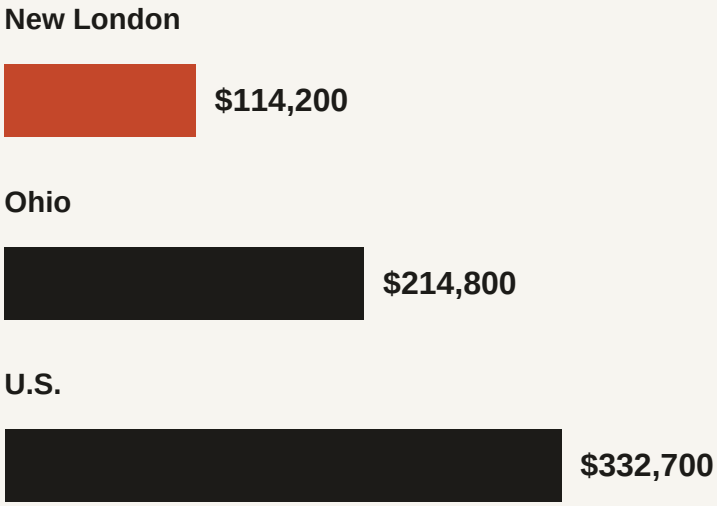
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 47% less than Ohio's.

$114,200

median home value in New London.



Source: Census ACS 5-year, 2020-2024

THAT WAS NEW LONDON'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/oh/new-london/**