



New London, Wisconsin.

Current market data.

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

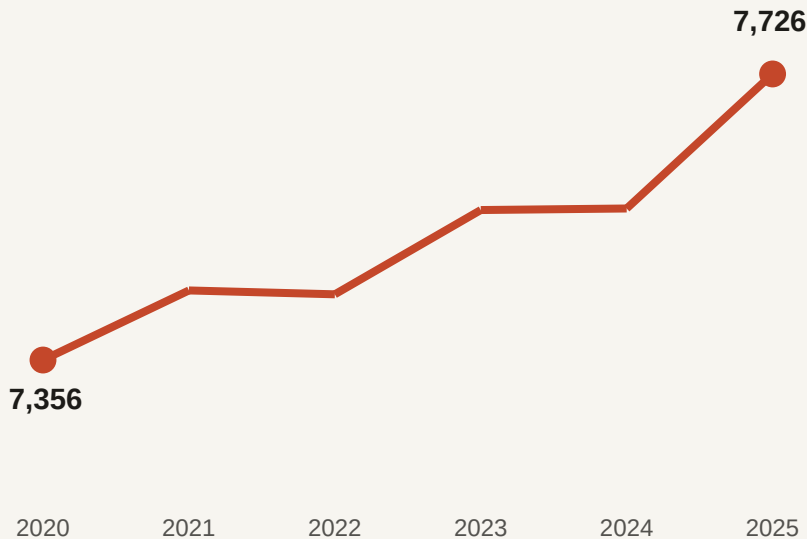


POPULATION

**Growing. Up 5.0% since
2020.**

7,726

people, the 127th-largest of Wisconsin's cities and towns.



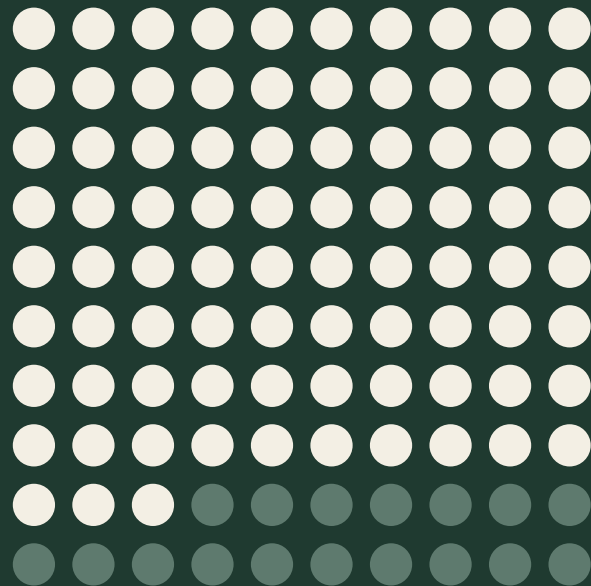
THE WORKDAY

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

82.9%

of 3,825 jobs located in New London are filled by in-commuters.

Source: Census LEHD LODES, 2023



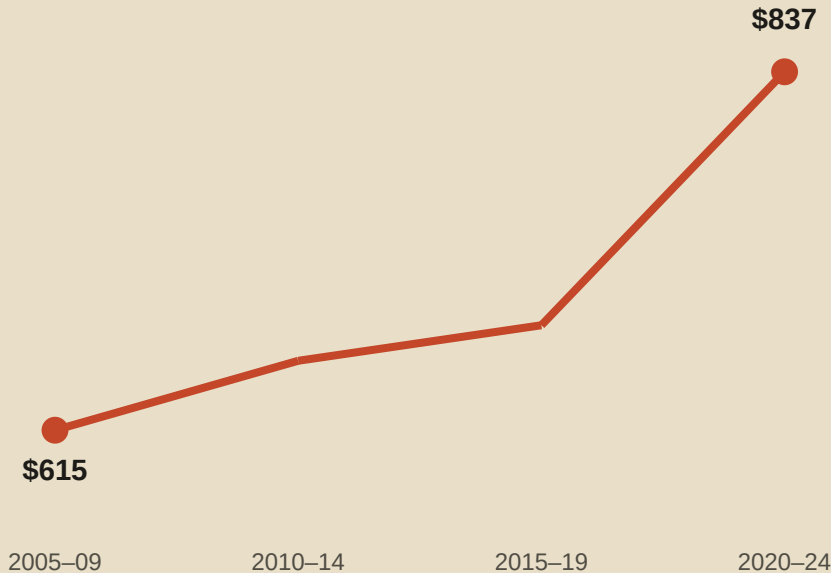
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 36%
since the 2005–2009
survey, before inflation.

\$837

a month. Wisconsin's median is \$1,087.





THE SEAM

Cross one tract line and median rent jumps \$486.

A \$486 gap between neighbors, the sharpest rent edge between adjacent tracts in Waupaca County.

TRACT 1001

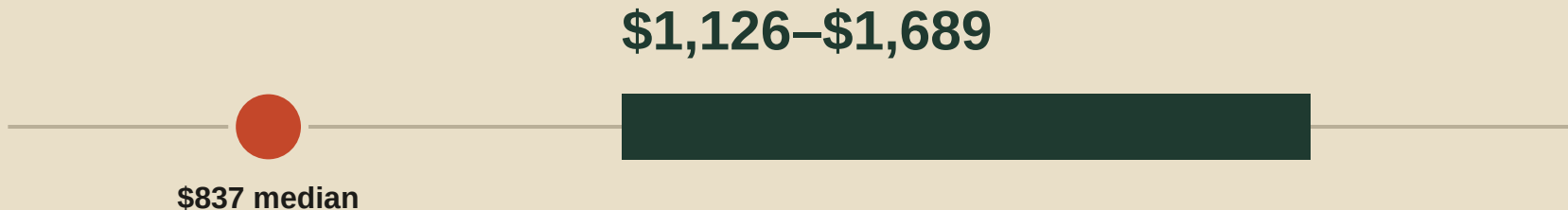
\$755

TRACT 1002

\$1,241

ROOM TO BUILD

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



is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

157

homes permitted, 2022–2025

74%of those were in multifamily
buildings

83%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.4–1.1% to the 3,473 homes here.

15–38

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



HOME VALUE

A median home costs 34% less than Wisconsin's.

\$174,800

median home value in New London.

New London



\$174,800

Wisconsin



\$266,500

U.S.



\$332,700

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/wi/new-london/

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