



Oconto Falls, Wisconsin.

Current market data.

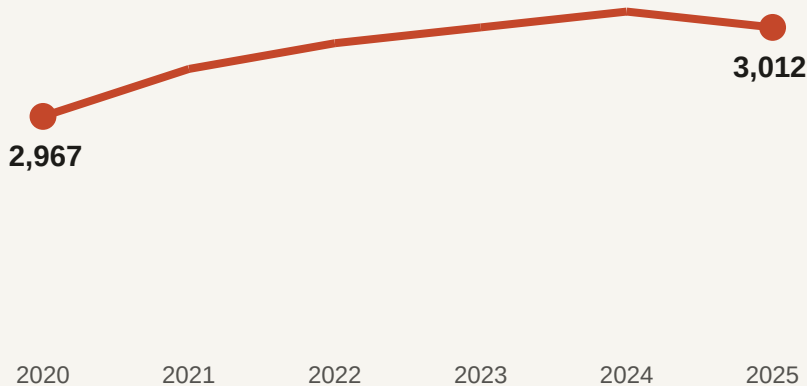
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 1.5% since 2020.

3,012

people, the 214th-largest of Wisconsin's cities and towns.



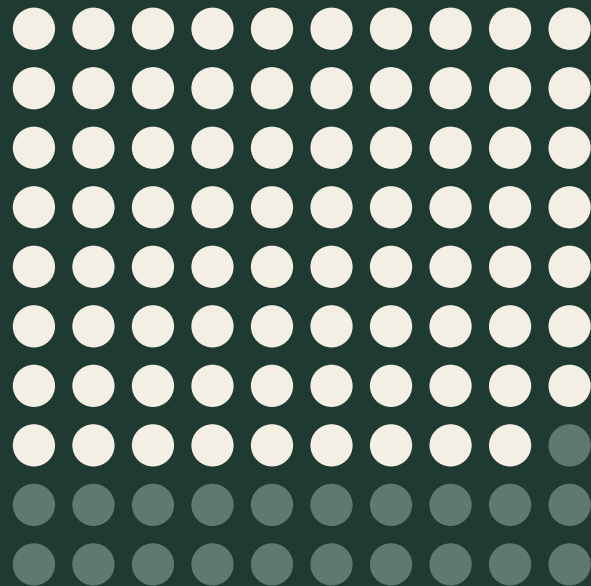
THE WORKDAY

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

79.5%

of 1,516 jobs located in Oconto Falls are filled by in-commuters.

Source: Census LEHD LODES, 2023



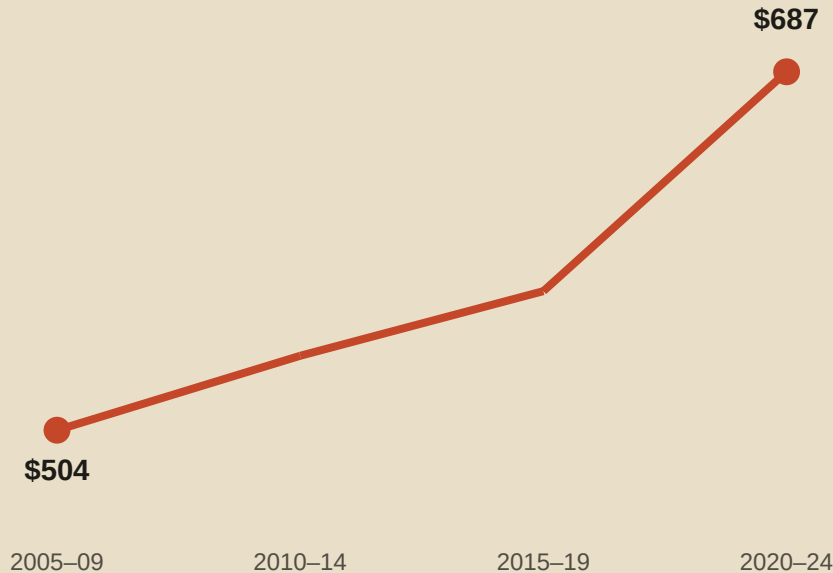
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

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

\$687

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





THE SEAM

Cross one tract line and median rent jumps \$400.

A \$400 gap between neighbors, the sharpest rent edge between adjacent tracts in Oconto County.

TRACT 1003

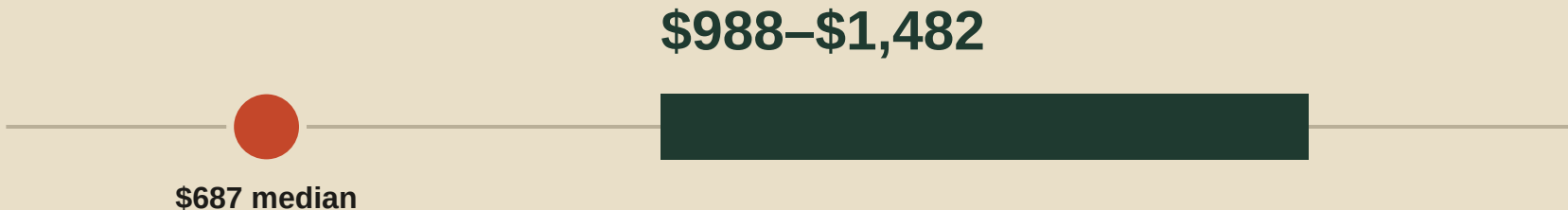
\$663

TRACT 1005

\$1,063

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.

33

homes permitted in ten years,
2016–2025

0%

of those were in multifamily
buildings

90%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.2–1.0% to the 1,509 homes here.

3–15

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



HOME VALUE

A median home costs 39%
less than Wisconsin's.

\$162,800

median home value in Oconto Falls.

Oconto Falls



\$162,800

Wisconsin



\$266,500

U.S.



\$332,700

THAT WAS OCONTO FALLS'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/oconto-falls/

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