



Oconto, Wisconsin.

Current market data.

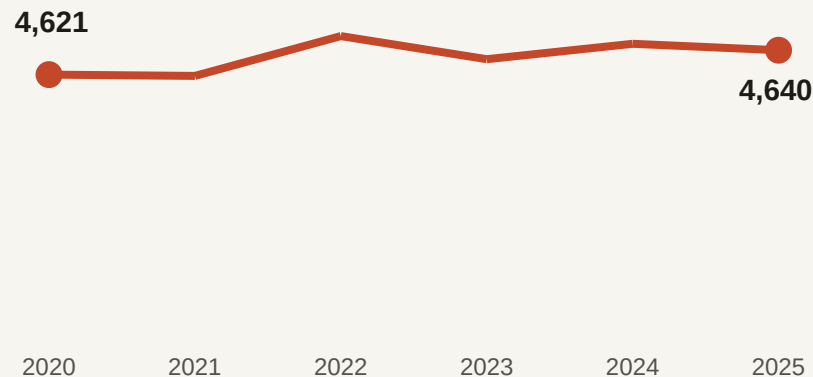
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Steady. Within 1% of 2020,
every year since.**

4,640

people, the 159th-largest of Wisconsin's cities and towns.

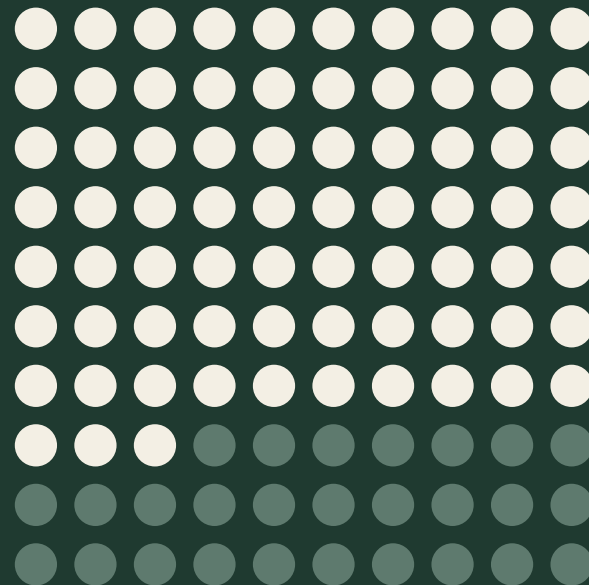


THE WORKDAY

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

73.3%

of 2,202 jobs located in Oconto are filled by in-commuters.



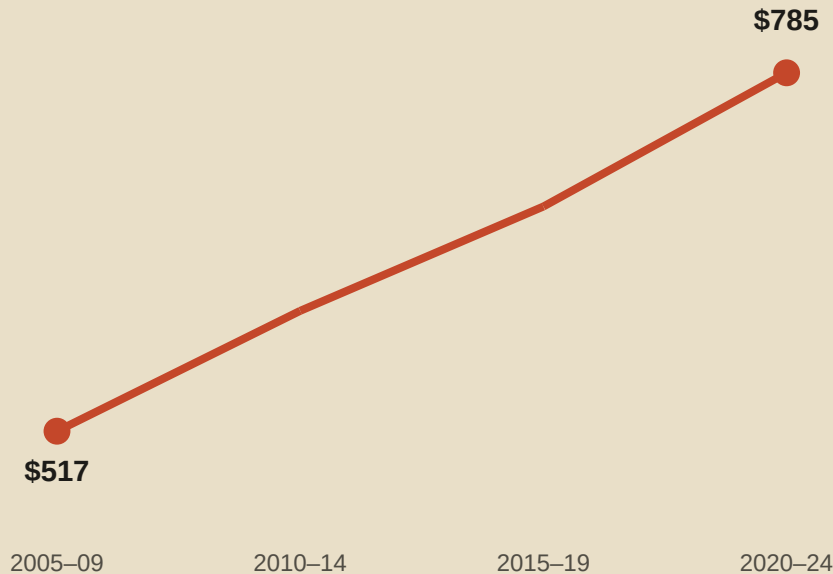
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

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

\$785

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.

8

homes permitted, 2022–2025

0%

of those were in multifamily
buildings

87%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.2–0.9% to the 2,324 homes here.

5–22

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



HOME VALUE

A median home costs 44%
less than Wisconsin's.

\$148,700

median home value in Oconto.

Oconto



\$148,700

Wisconsin



\$266,500

U.S.



\$332,700

THAT WAS OCONTO'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/**](https://almanacdata.ai/e/wi/oconto/)

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