Sturgeon Bay, Wisconsin.

Current market data.

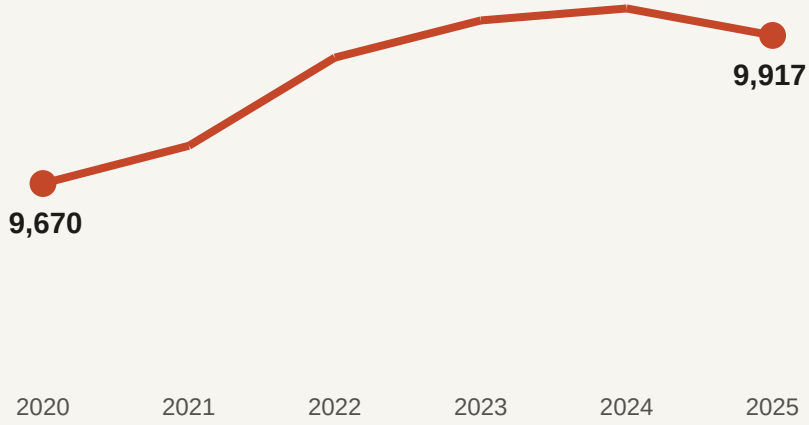
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 2.6% since 2020.

9,917

people, the 101st-largest of Wisconsin's cities and towns.



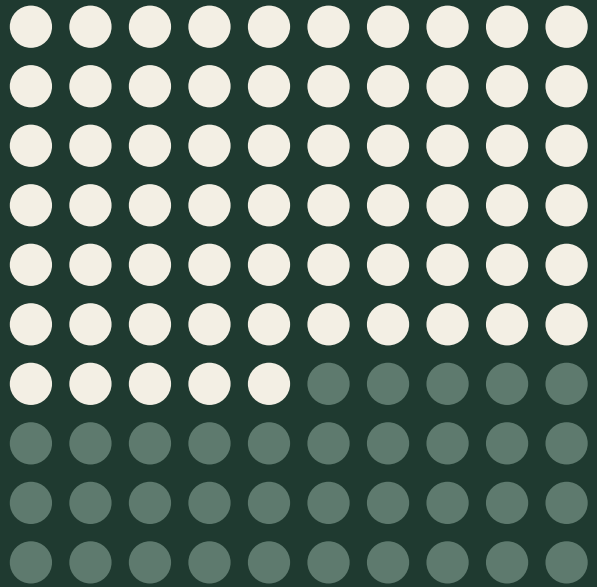
Source: Census Population Estimates, 2025

THE WORKDAY

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

65.1%

of 7,368 jobs located in Sturgeon Bay are filled by in-commuters.



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

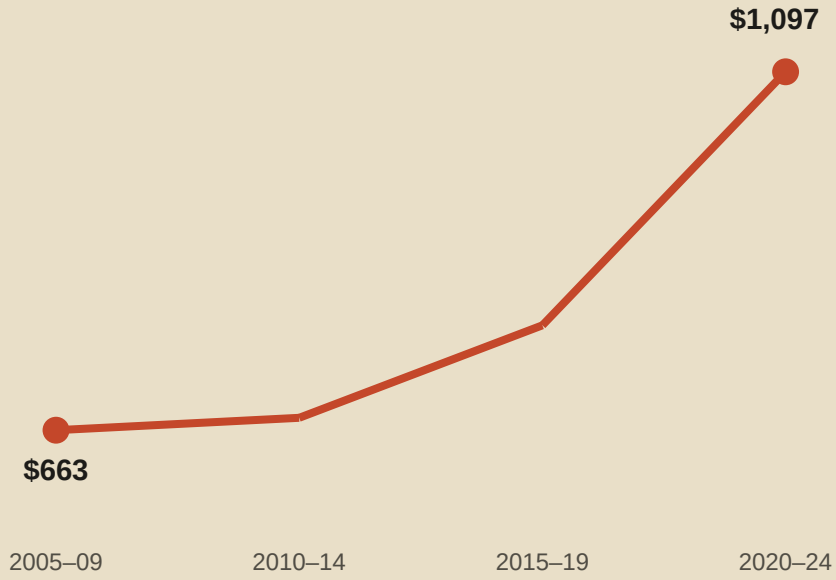
Source: Census LEHD LODES, 2023

RENT

Median rent is up 65% since the 2005–2009 survey, before inflation.

$1,097

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

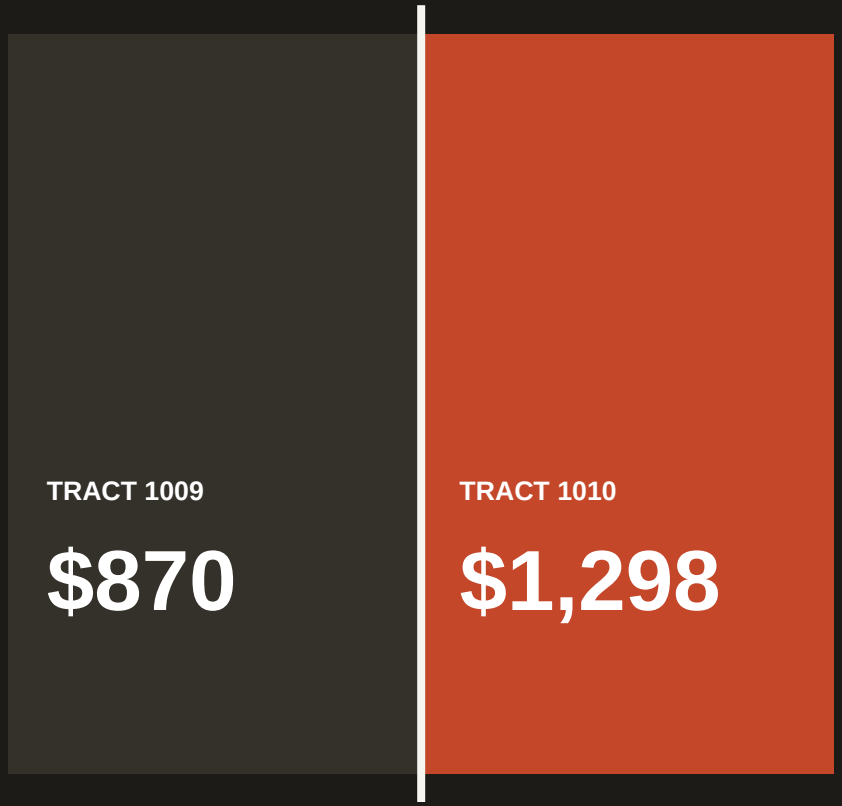


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $428.

A $428 gap between neighbors, the sharpest rent edge between adjacent tracts in Door 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

71% of the housing here was built before 2000.

210

homes permitted, 2022–2025

61%

of those were in multifamily buildings

71%

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 0.3–1.2% to the 5,922 homes here.

16–74

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

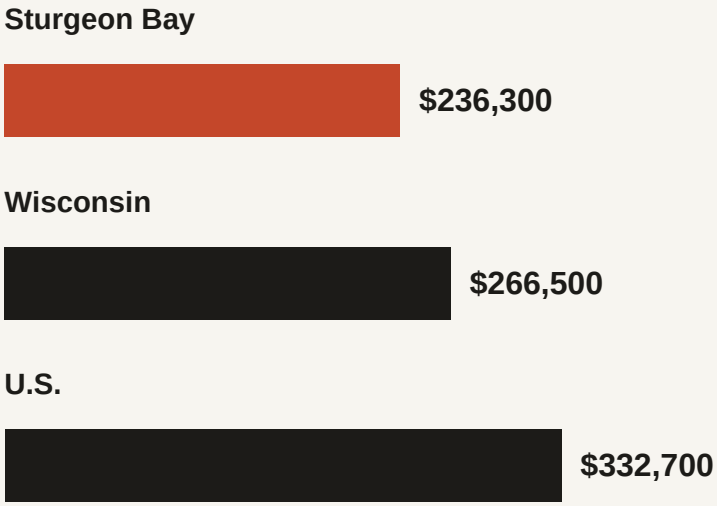
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 11% less than Wisconsin's.

$236,300

median home value in Sturgeon Bay.



Source: Census ACS 5-year, 2020-2024

THAT WAS STURGEON BAY'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/sturgeon-bay/**