



New London, Iowa.

Current market data.

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

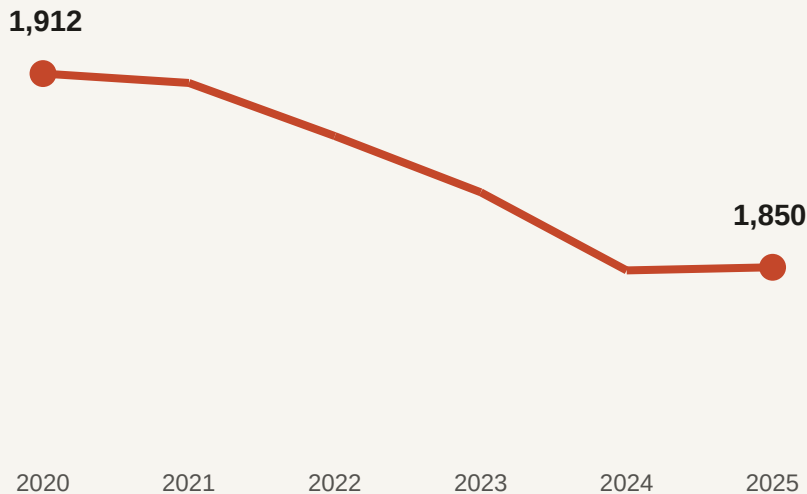


POPULATION

Down 3.2% since 2020.

1,850

people, the 177th-largest of Iowa's cities and towns.

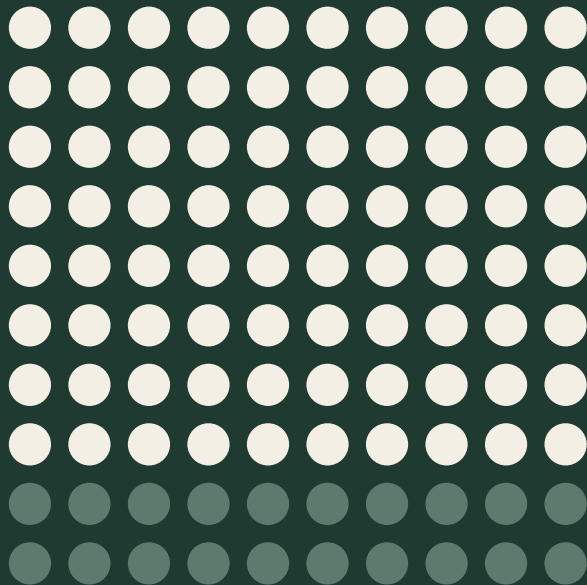


THE WORKDAY

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

79.8%

of 405 jobs located in New London are filled by in-commuters.



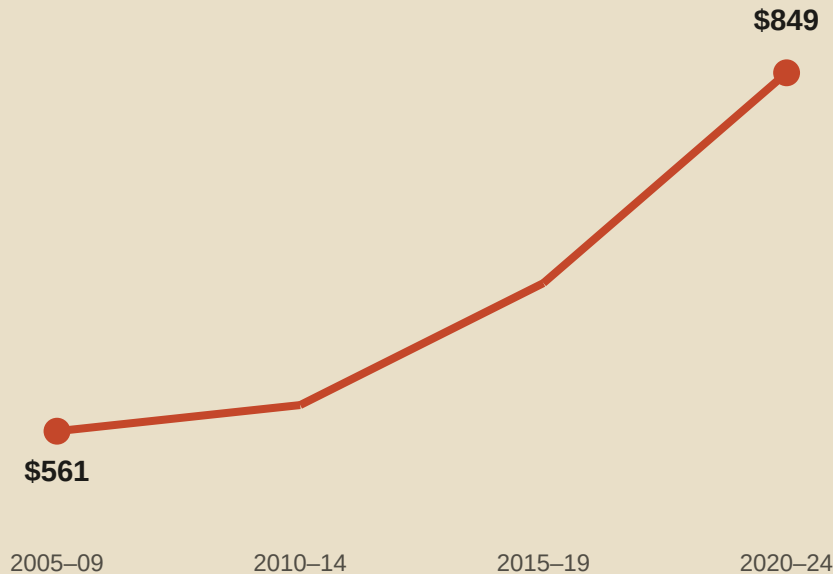
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 51%
since the 2005–2009
survey, before inflation.

\$849

a month. Iowa's median is \$972.





THE SEAM

Cross one tract line and median rent jumps \$193.

A \$193 gap between neighbors, the sharpest rent edge between adjacent tracts in Henry County.

TRACT 9702

\$694

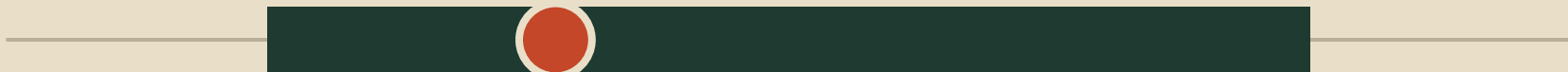
TRACT 9704

\$887

ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$746–\$1,118



\$849 median

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

93%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.1–0.5% to the 884 homes here.

1–4

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



HOME VALUE

A median home costs 33% less than Iowa's.

\$139,600

median home value in New London.

New London



\$139,600

Iowa



\$208,000

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/ia/new-london/

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