Rock Falls, Iowa.

Current market data.

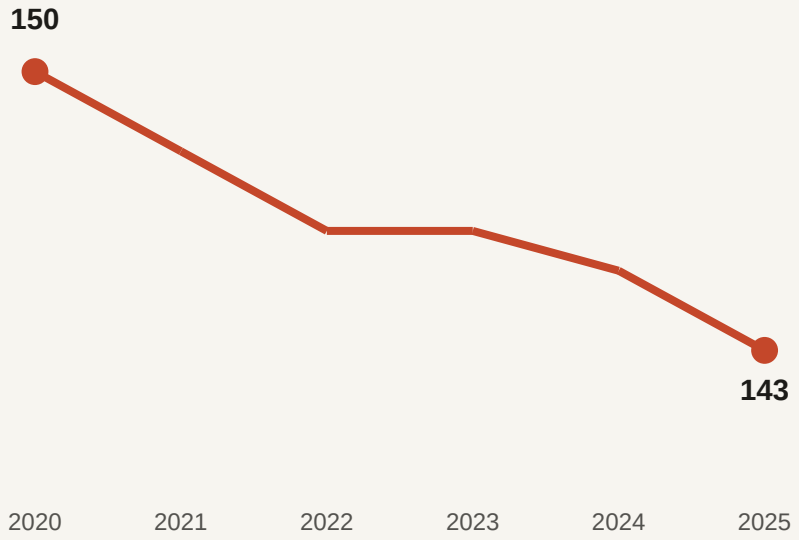
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 4.7% since 2020.

143

people, the 743rd-largest of Iowa's cities and towns.



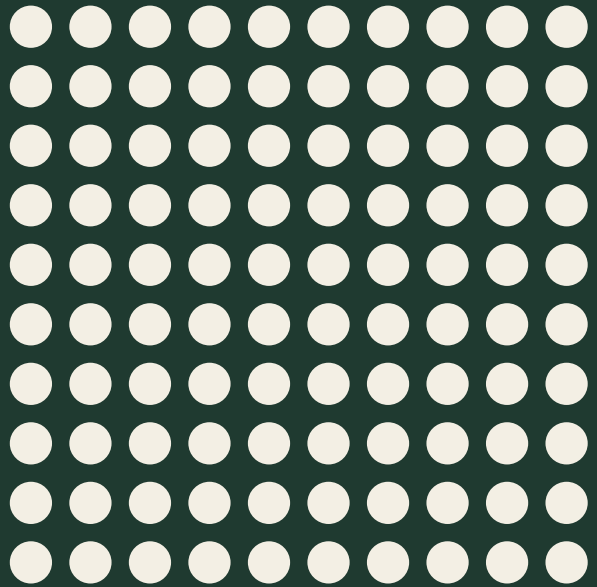
Source: Census Population Estimates, 2025

THE WORKDAY

Every job here goes to someone who lives somewhere else.

100.0%

of 1 jobs located in Rock Falls 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 down 22% since the 2005–2009 survey, before inflation.

$595

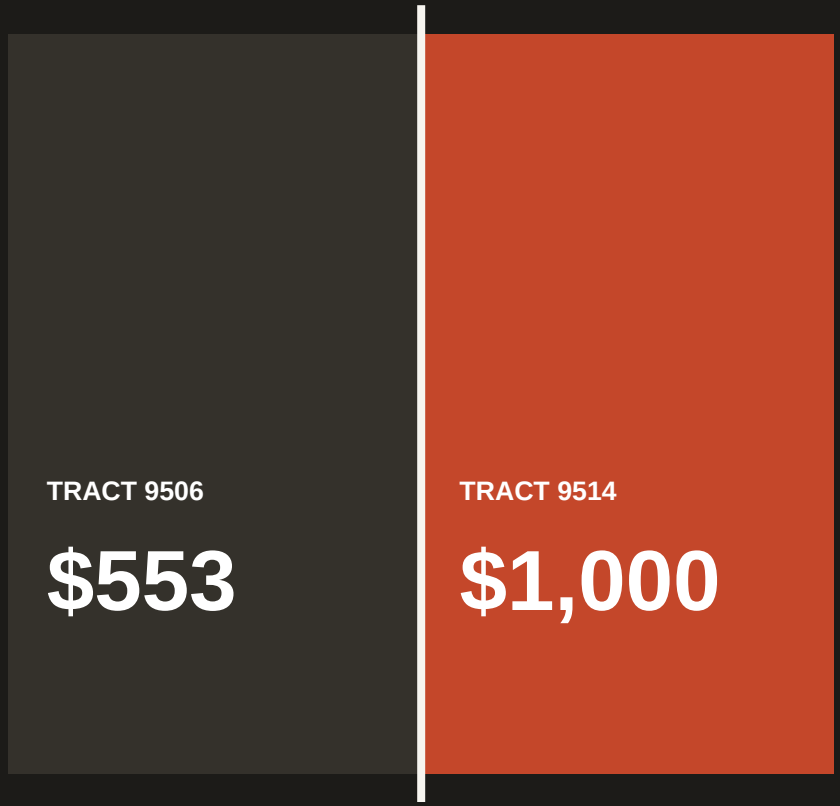
a month. Iowa's median is $972.

Source: Census ACS 5-year, 2015-2019

THE SEAM

Cross one tract line and median rent jumps $447.

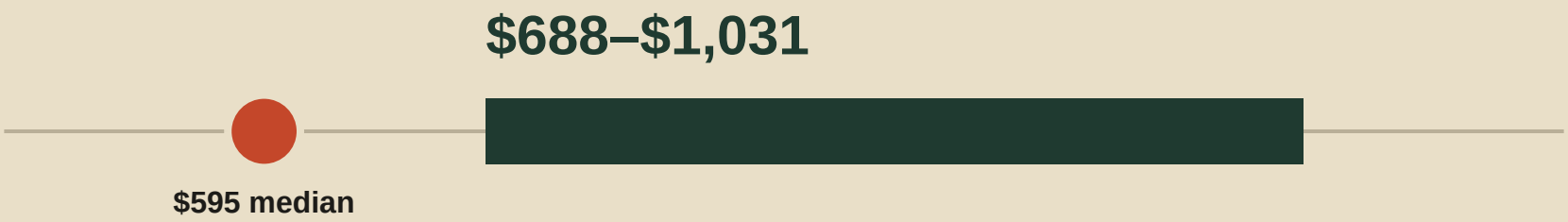
A $447 gap between neighbors, the sharpest rent edge between adjacent tracts in Cerro Gordo County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

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



is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2015-2019

BUILDING

Most of the housing here is older than 2000.

0

homes permitted, 2022–2025

95%

of all homes were built before 2000

Source: Census Building Permits Survey, 2022-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

None of three estimates finds a housing shortfall here.

0

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

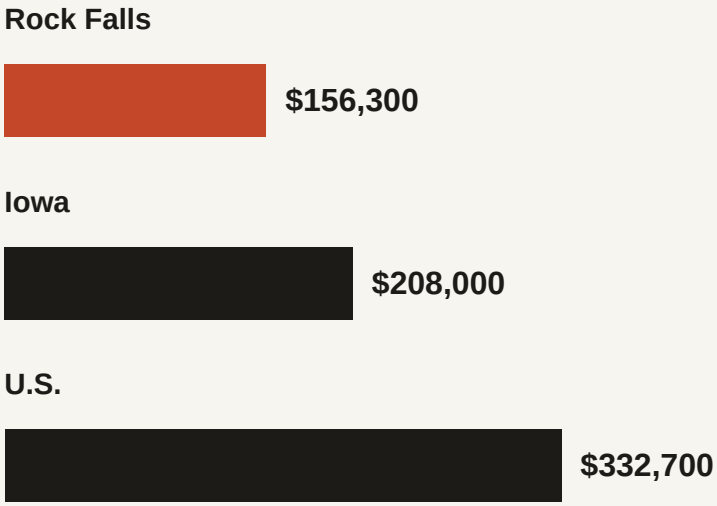
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 25% less than Iowa's.

$156,300

median home value in Rock Falls.



Source: Census ACS 5-year, 2020-2024

THAT WAS ROCK 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/ia/rock-falls/**