What Cheer, Iowa.

Current market data.

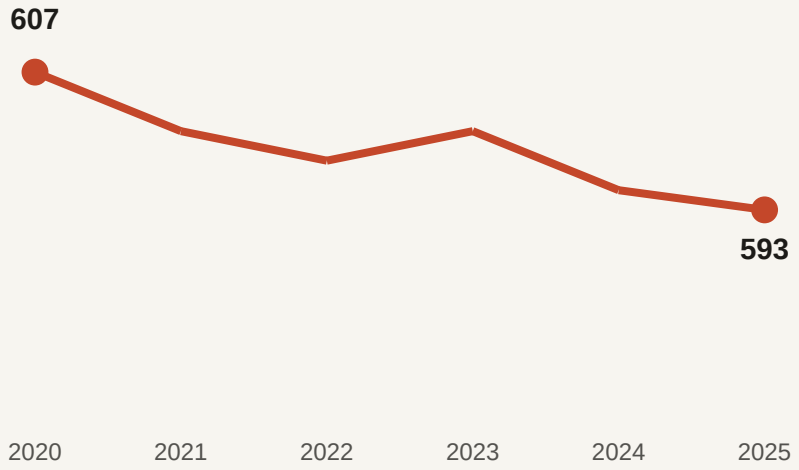
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 2.3% since 2020.

593

people, the 410th-largest of Iowa's cities and towns.



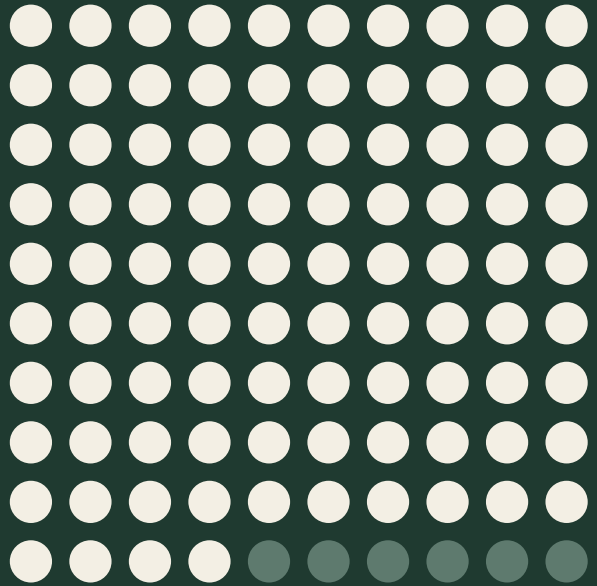
Source: Census Population Estimates, 2025

THE WORKDAY

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

93.5%

of 31 jobs located in What Cheer are filled by in-commuters.



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

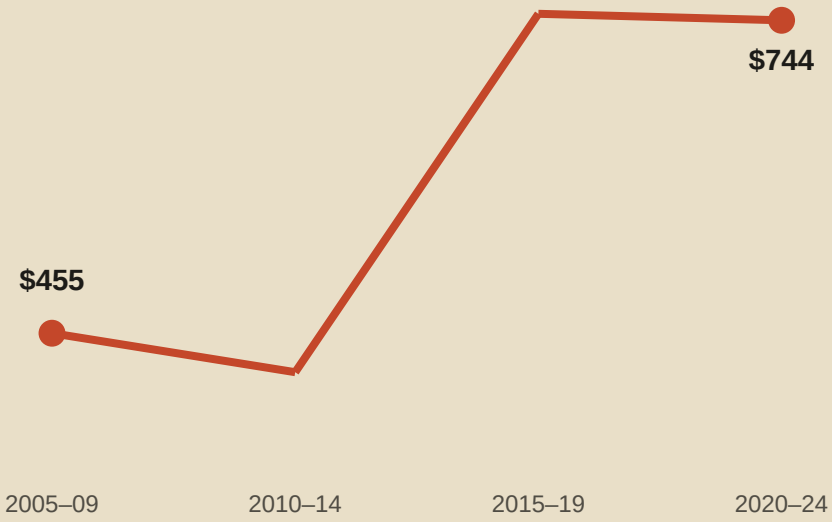
Source: Census LEHD LODES, 2023

RENT

Median rent is up 64% since the 2005–2009 survey, before inflation.

$744

a month. Iowa's median is $972.

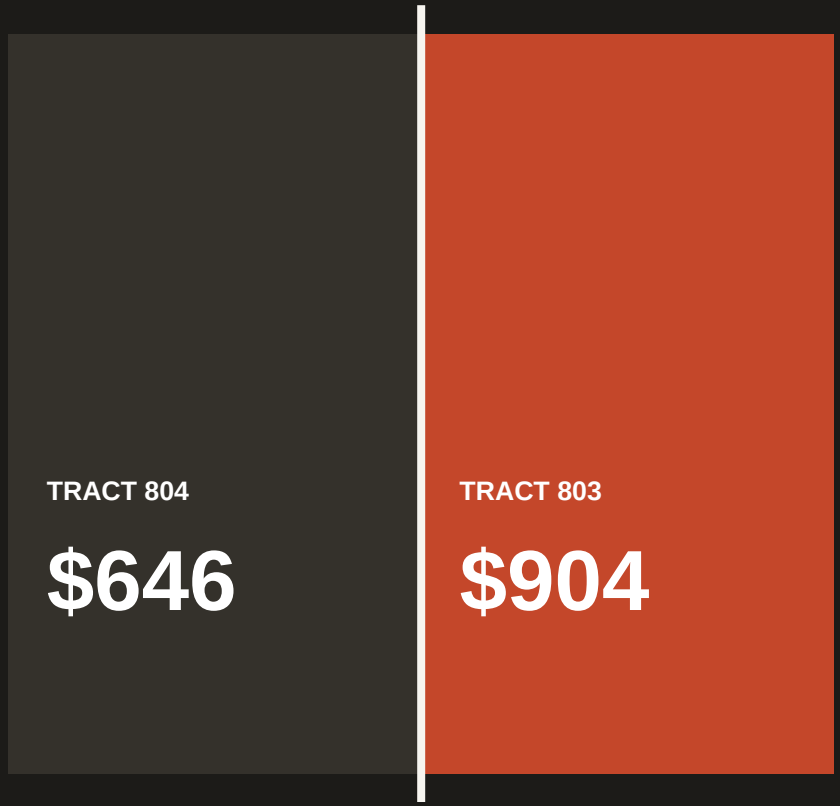


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $258.

A $258 gap between neighbors, the sharpest rent edge between adjacent tracts in Keokuk 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

Most of the housing here is older than 2000.

93%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0–0.3% to the 346 homes here.

0–1

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

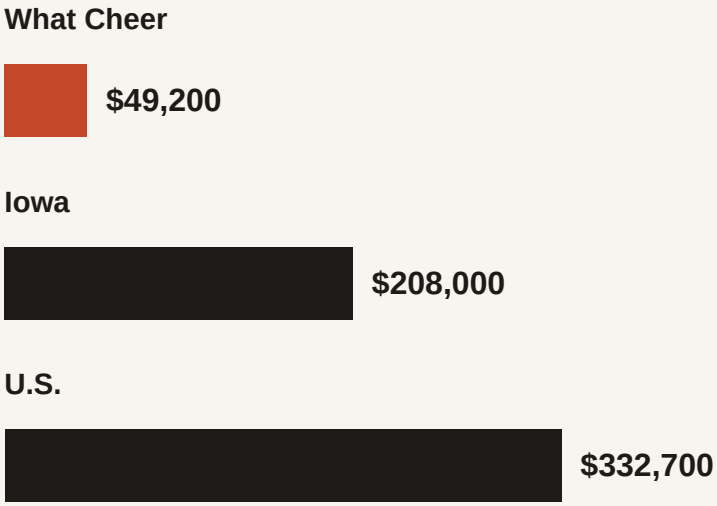
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 76% less than Iowa's.

$49,200

median home value in What Cheer.



Source: Census ACS 5-year, 2020-2024

THAT WAS WHAT CHEER'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/what-cheer/**