# River Falls, Wisconsin.

Current market data.

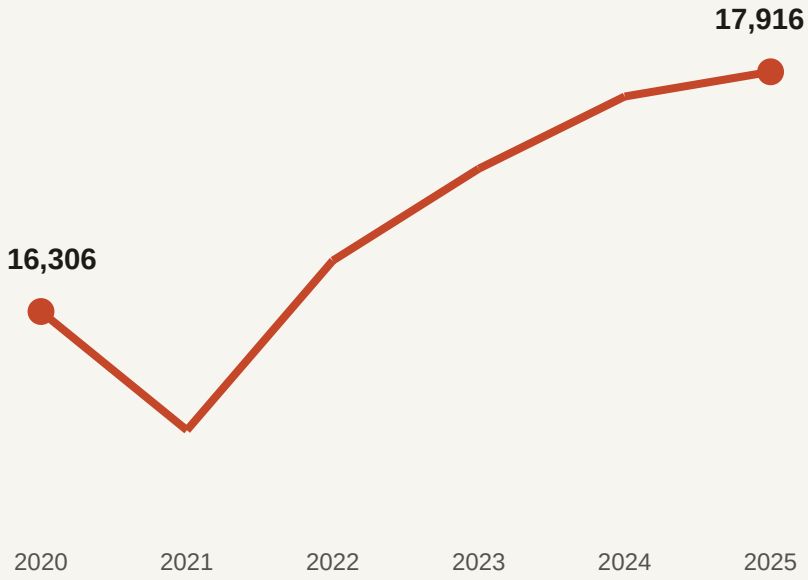
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

# Growing. Up 9.9% since 2020.

**17,916**

people, the 49th-largest of Wisconsin's cities and towns.



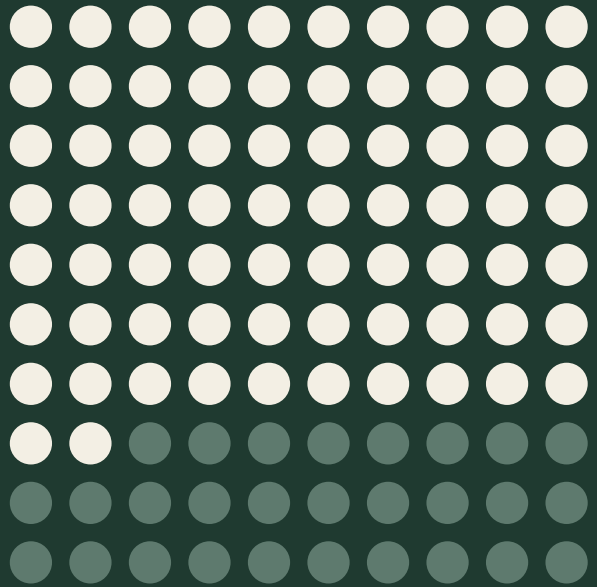

Source: Census Population Estimates, 2025

THE WORKDAY

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

**71.8%**

of 6,175 jobs located in River Falls are filled by in-commuters.



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

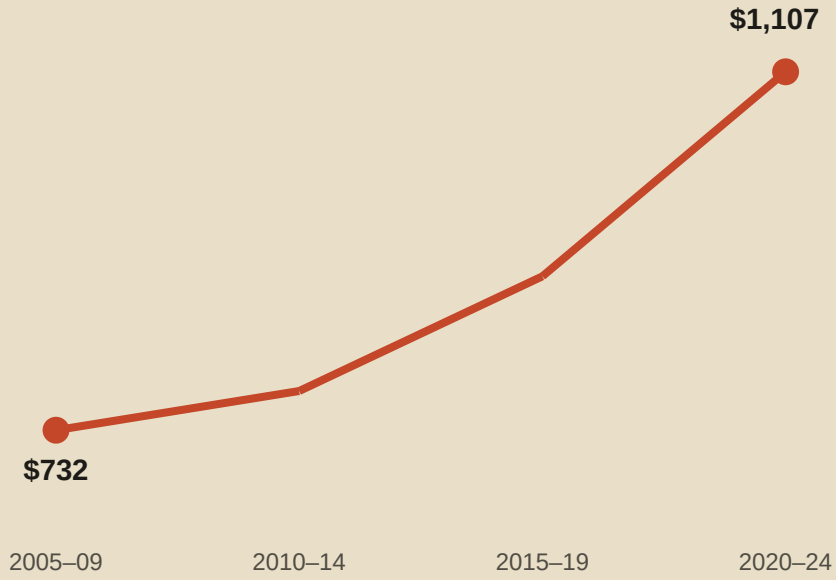
Source: Census LEHD LODES, 2023

RENT

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

**$1,107**

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

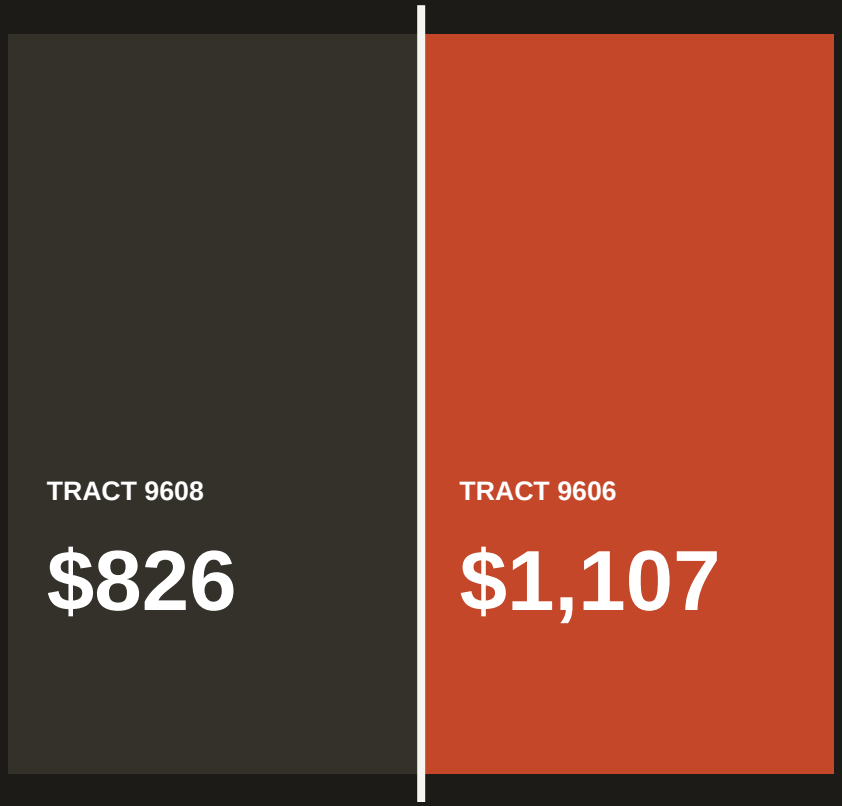



Source: Census ACS 5-year, 2020-2024

THE SEAM

# Cross one tract line and median rent jumps $281.

A $281 gap between neighbors, the sharpest rent edge between adjacent tracts in Pierce County.




Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

# The median rent sits inside what local wages can carry.

**$930–$1,395**

**$1,107 median**

is the monthly rent range local workforce wages support.

Source: Computed by the Almanac, 2023; Census ACS 5-year, 2020-2024

BUILDING

# 65% of the housing here was built before 2000.

**1,456**

homes permitted, 2017–2025

**51%**

of those were in multifamily buildings

**65%**

of all homes were built before 2000

Source: Census Building Permits Survey, 2017-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

# Closing the gap would add 1% to the 6,133 homes here.

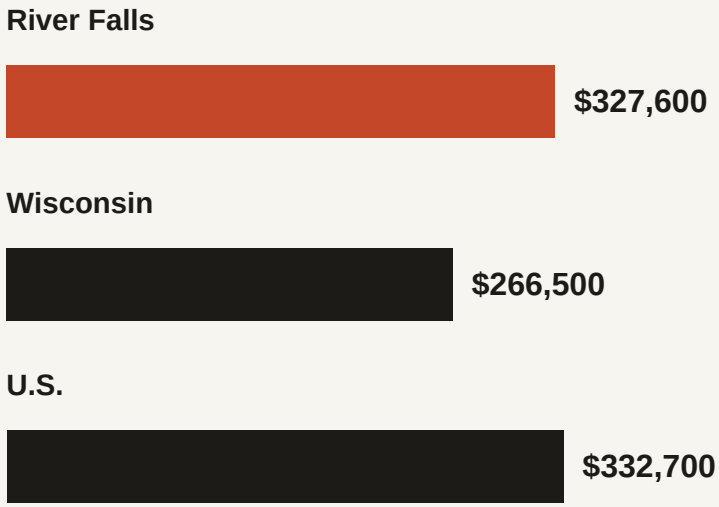
**33–62**

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 23% more than Wisconsin's.




# $327,600

median home value in River Falls.

Source: Census ACS 5-year, 2020-2024

THAT WAS RIVER 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/wi/river-falls/**