Rockland, Wisconsin.

Current market data.

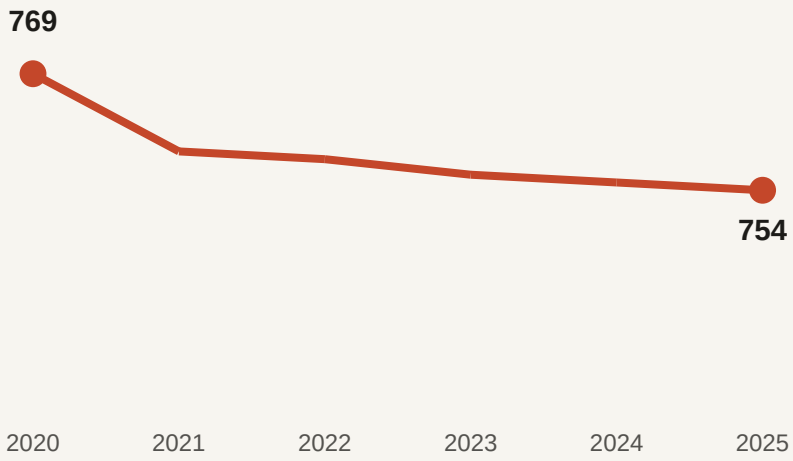
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 2.0% since 2020.

754

people, the 411th-largest of Wisconsin's cities and towns.



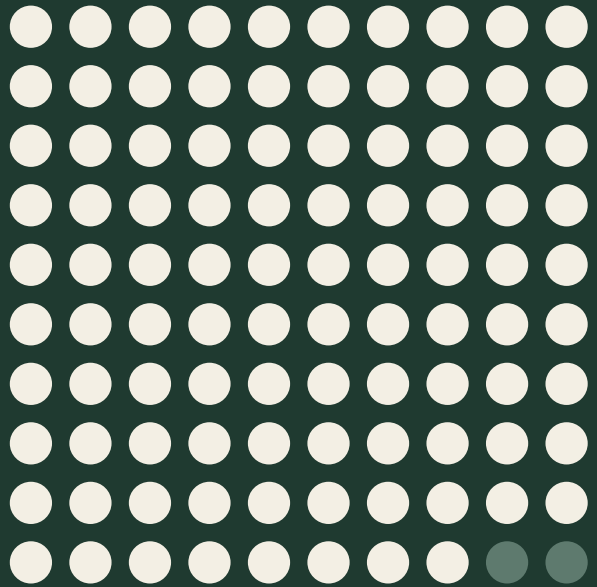
Source: Census Population Estimates, 2025

THE WORKDAY

Nearly every job here goes to someone who lives somewhere else.

97.9%

of 284 jobs located in Rockland are filled by in-commuters.



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

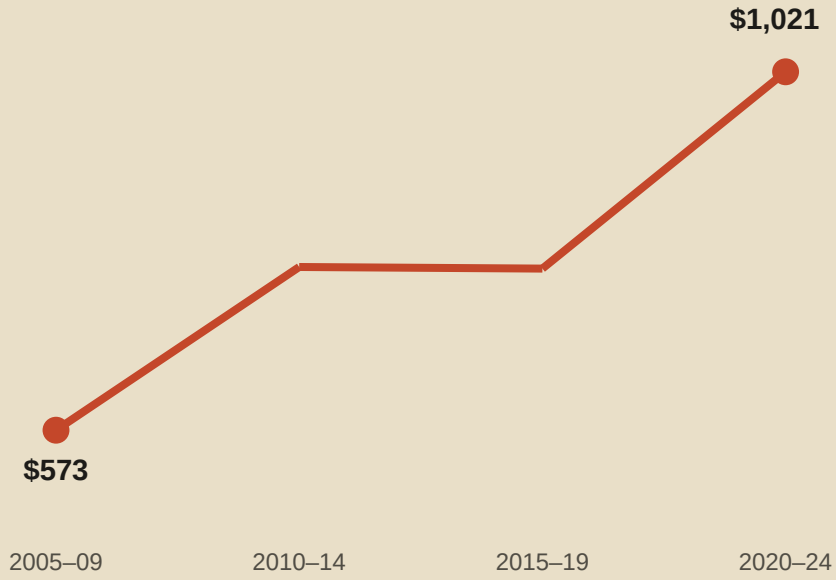
Source: Census LEHD LODES, 2023

RENT

Median rent is up 78% since the 2005–2009 survey, before inflation.

$1,021

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

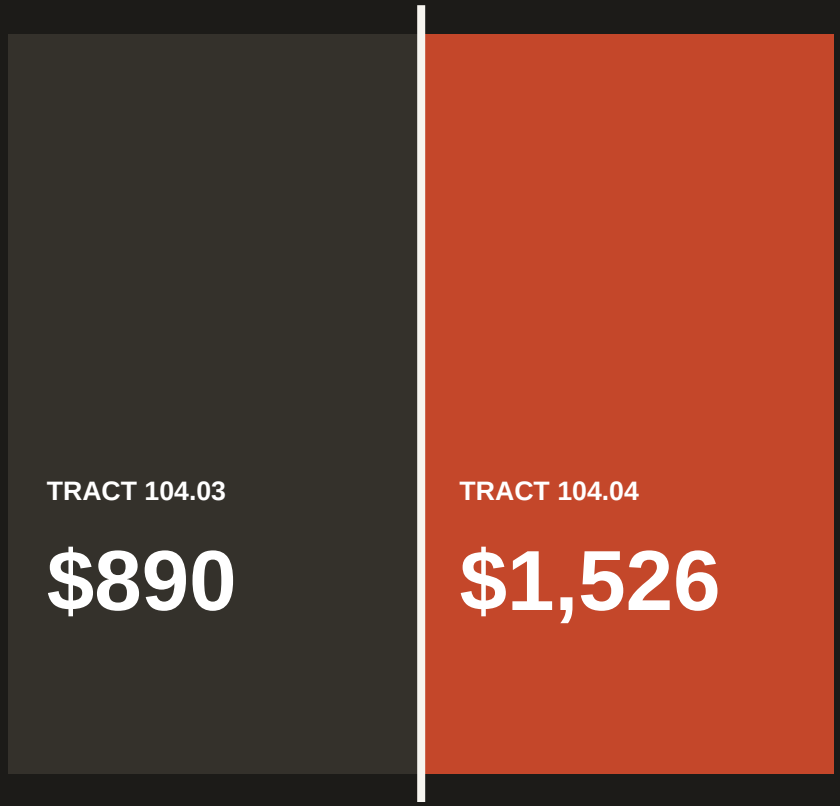


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent jumps $636.

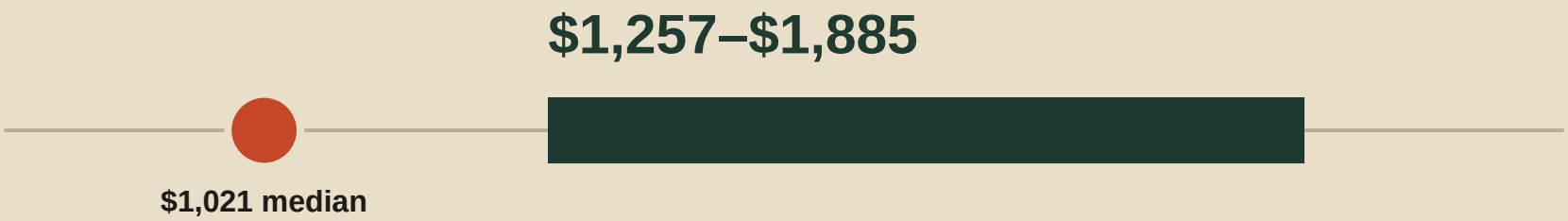
A $636 gap between neighbors, the sharpest rent edge between adjacent tracts in La Crosse County.



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, 2020-2024

BUILDING

64% of the housing here was built before 2000.

7

homes permitted, 2022–2025

29%

of those were in multifamily buildings

64%

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 0–1% to the 275 homes here.

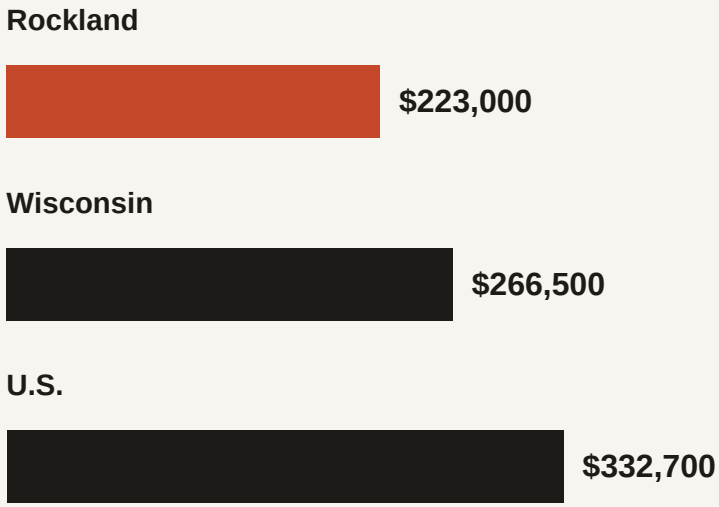
0–3

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 16% less than Wisconsin's.



$223,000

median home value in Rockland.

Source: Census ACS 5-year, 2020-2024

THAT WAS ROCKLAND'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/rockland/**