ZIP 54653, Rockland, Wisconsin.

Current market data.

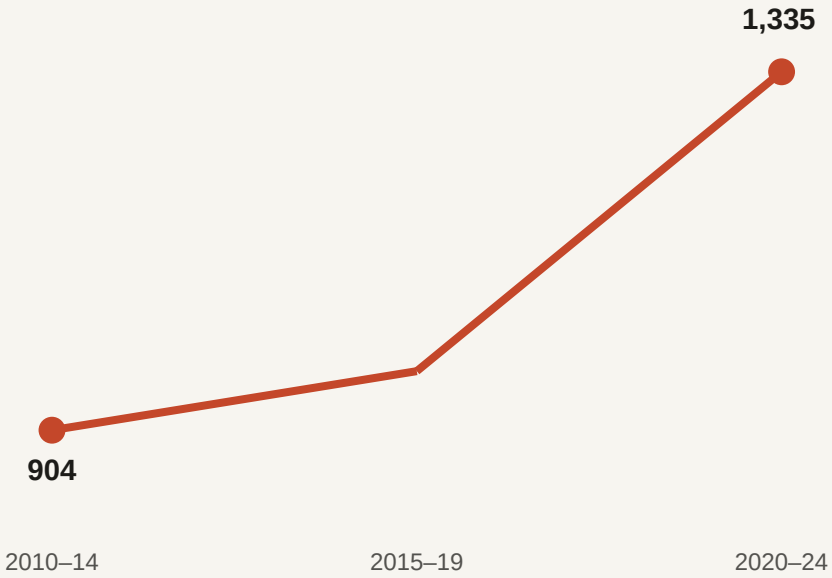
8 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

1,335 people call ZIP 54653 home.

1,335

people.



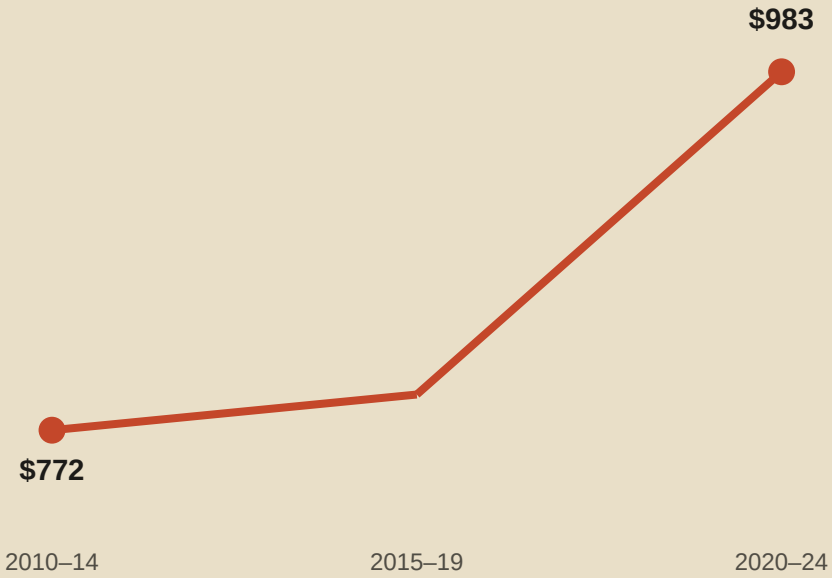
Source: Census ACS 5-year, 2020-2024

RENT

Median rent is up 27% since the 2010–2014 survey, before inflation.

$983

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



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

69% of the housing here was built before 2000.

69%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.2–0.6% to the 533 homes here.

1–3

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

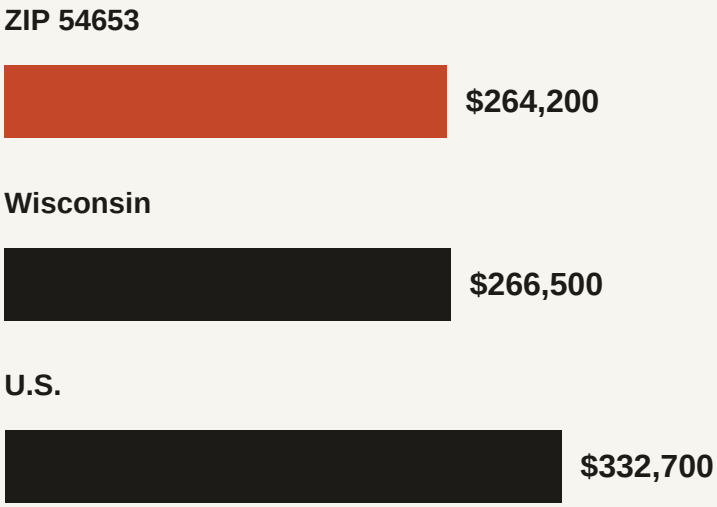
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 1% less than Wisconsin's.

$264,200

median home value in ZIP 54653.



Source: Census ACS 5-year, 2020-2024

THAT WAS ZIP 54653'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/zip/54653/**