Rainbow City, Alabama.

Current market data.

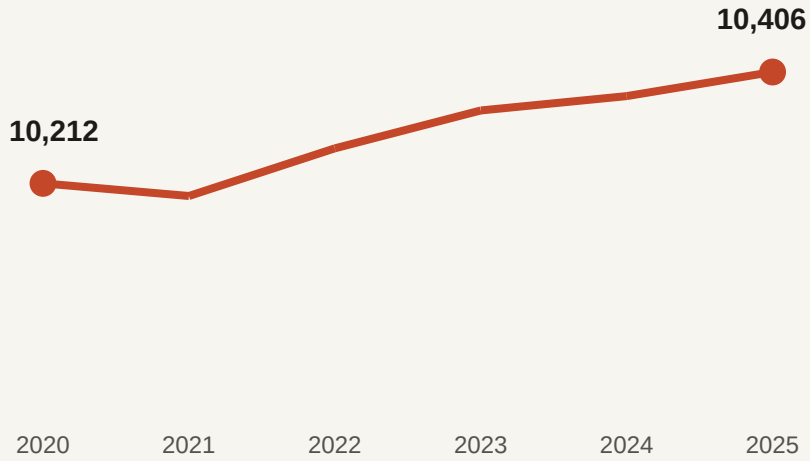
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 1.9% since 2020.

10,406

people, the 64th-largest of Alabama's cities and towns.



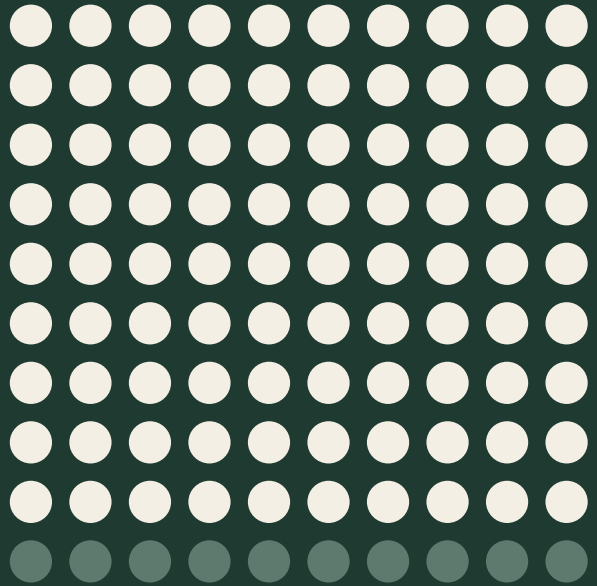
Source: Census Population Estimates, 2025

THE WORKDAY

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

90.2%

of 3,764 jobs located in Rainbow City are filled by in-commuters.



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

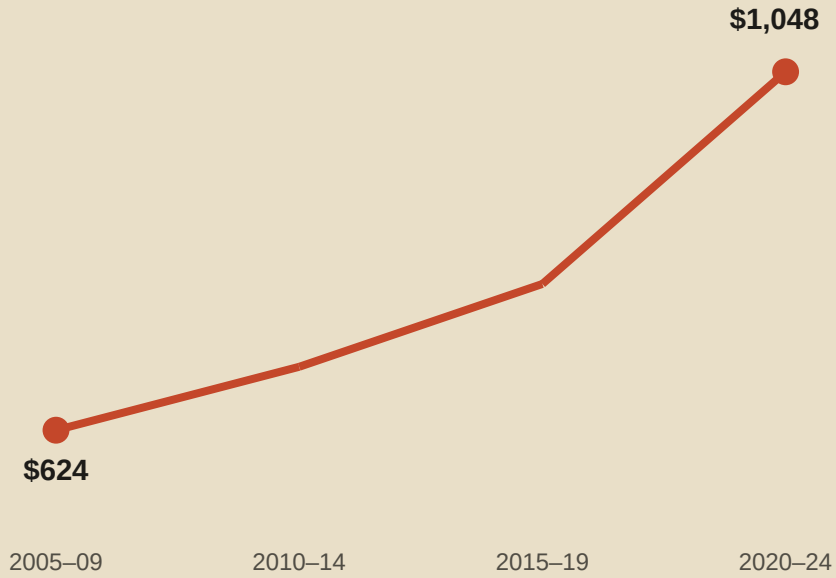
Source: Census LEHD LODES, 2023

RENT

Median rent is up 68% since the 2005–2009 survey, before inflation.

$1,048

a month. Alabama's median is $1,007.

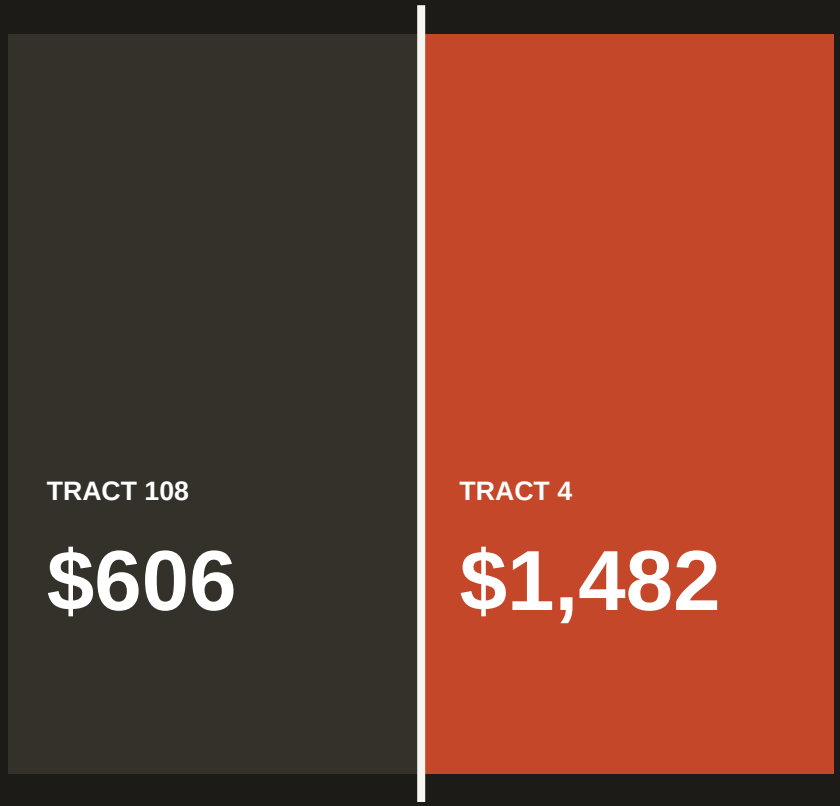


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

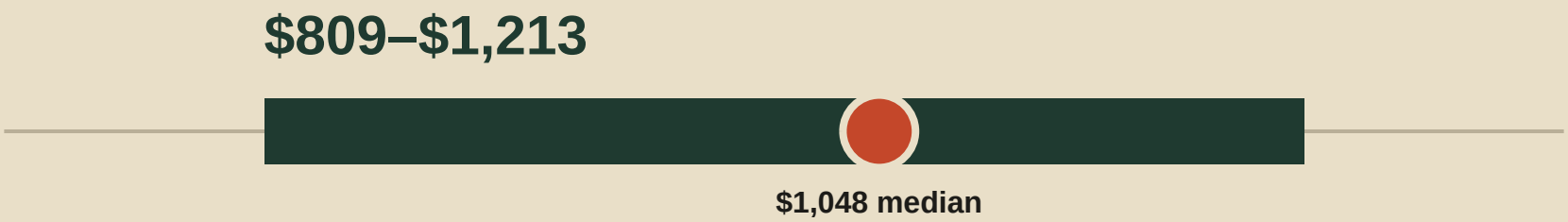
A $876 gap between neighbors, the sharpest rent edge between adjacent tracts in Etowah County.



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

69% of the housing here was built before 2000.

84

homes permitted, 2022–2025

2%

of those were in multifamily buildings

69%

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 0.3–0.8% to the 4,693 homes here.

15–38

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

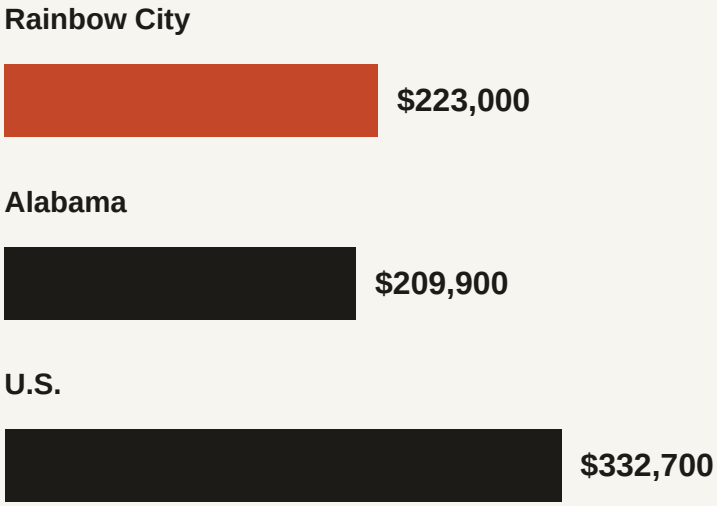
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 6% more than Alabama's.

$223,000

median home value in Rainbow City.



Source: Census ACS 5-year, 2020-2024

THAT WAS RAINBOW CITY'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/al/rainbow-city/**