



Blowing Rock, North Carolina.

Current market data.

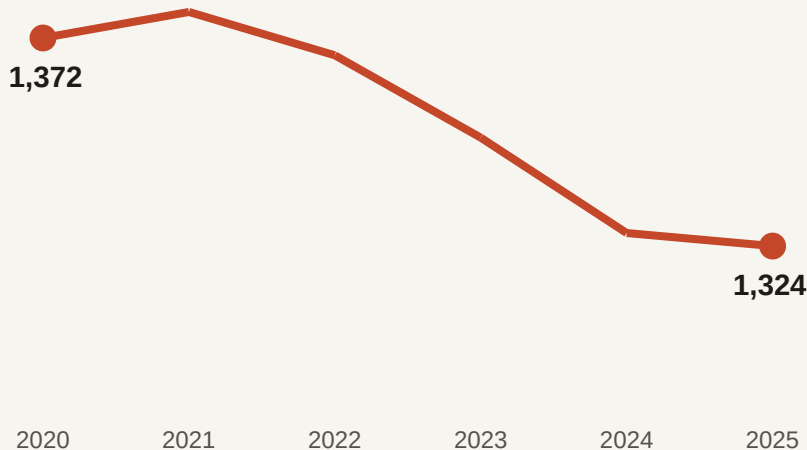
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 3.5% since 2020.

1,324

people, the 308th-largest of North Carolina's cities and towns.



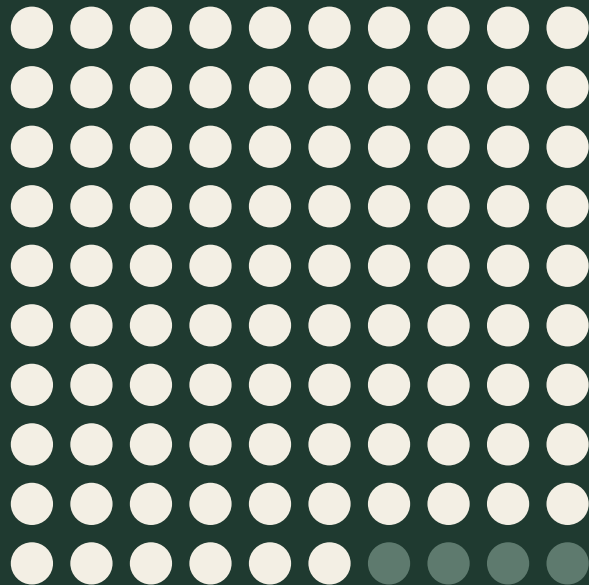
THE WORKDAY

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

96.0%

of 1,894 jobs located in Blowing Rock are filled by
in-commuters.

Source: Census LEHD LODES, 2023



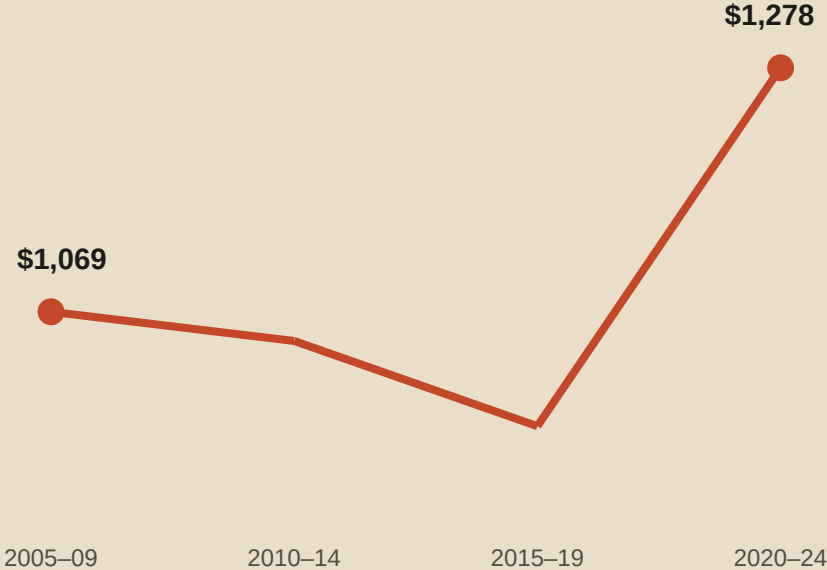
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 20%
since the 2005–2009
survey, before inflation.

\$1,278

a month. North Carolina's median is \$1,228.



Source: Census ACS 5-year, 2020-2024



THE SEAM

Cross one tract line and median rent jumps \$316.

A \$316 gap between neighbors, the sharpest rent edge between adjacent tracts in Watauga County.

TRACT 9203

\$934

TRACT 9202

\$1,250

ROOM TO BUILD

The median rent is above what local wages can carry.

\$630–\$944



\$1,278 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

64

homes permitted, 2022–2025

0%

of those were in multifamily
buildings

77%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.1–1.0% to the 1,931 homes here.

1–19

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



HOME VALUE

A median home costs
144% more than North
Carolina's.

\$705,000

median home value in Blowing Rock.

Blowing Rock



\$705,000

North Carolina



\$288,900

U.S.



\$332,700

THAT WAS BLOWING ROCK'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/nc/blowing-rock/

The Almanac · your hyper-diligent research partner