



Rocky Mount, North Carolina.

Current market data.

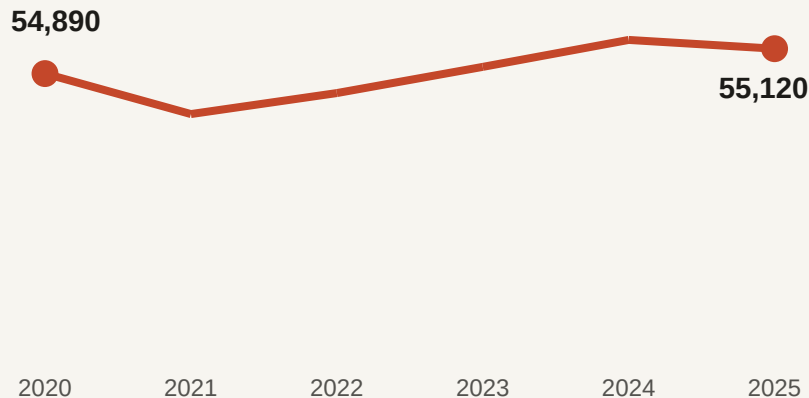
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Steady. Within 1% of 2020,
every year since.**

55,120

people, the 22nd-largest of North Carolina's cities and towns.



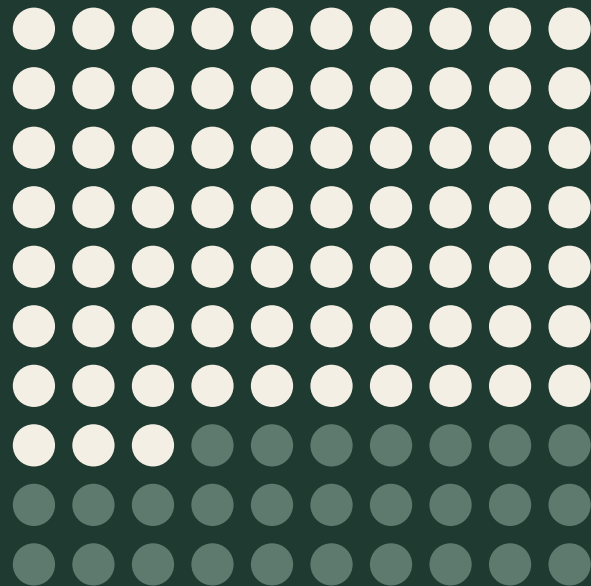
THE WORKDAY

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

73.2%

of 29,567 jobs located in Rocky Mount are filled by
in-commuters.

Source: Census LEHD LODES, 2023



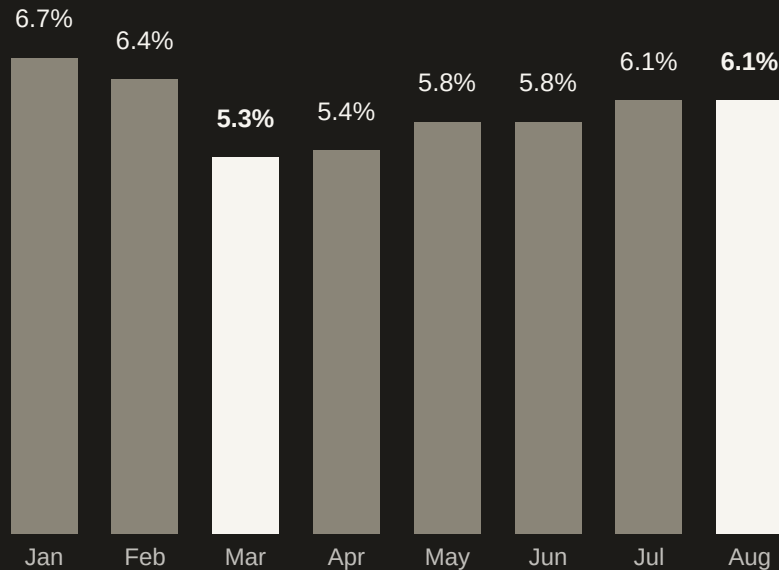
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in March:
5.3%.

6.1%

in August 2026, the latest month released. A year earlier it was 6.8%.

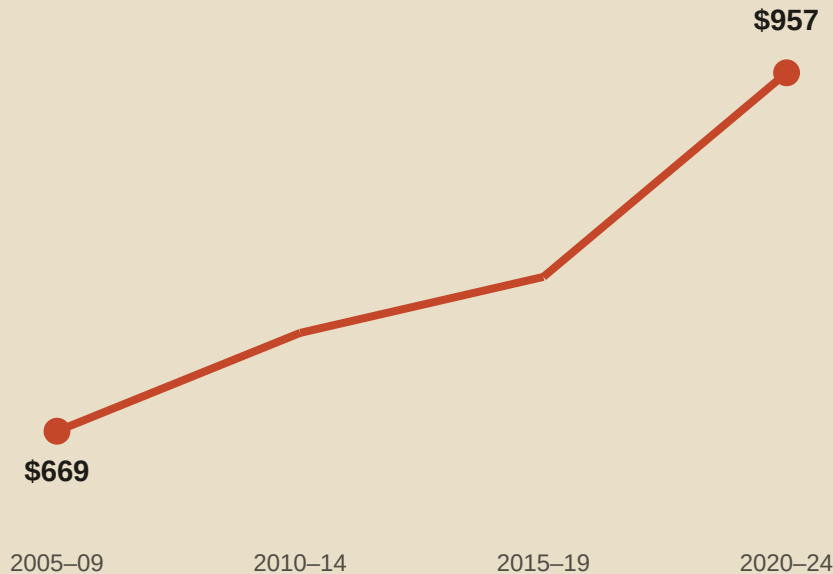


RENT

Median rent is up 43%
since the 2005–2009
survey, before inflation.

\$957

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





THE SEAM

Cross one tract line and median rent jumps \$495.

A \$495 gap between neighbors, the sharpest rent edge between adjacent tracts in Nash County.

TRACT 108.02

\$674

TRACT 108.01

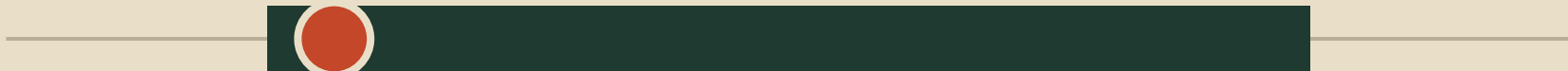
\$1,169



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$927–\$1,391



\$957 median

is the monthly rent range local workforce wages support.

BUILDING

Most of the housing here is older than 2000.

380

homes permitted, 2022–2025

0%

of those were in multifamily
buildings

82%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.4–1.1% to the 26,869 homes here.

117–296

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



HOME VALUE

A median home costs 43% less than North Carolina's.

\$165,700

median home value in Rocky Mount.

Rocky Mount



\$165,700

North Carolina



\$288,900

U.S.



\$332,700

THAT WAS ROCKY MOUNT'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/rocky-mount/**](https://almanacdata.ai/e/nc/rocky-mount/)

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