Rowland, North Carolina.

Current market data.

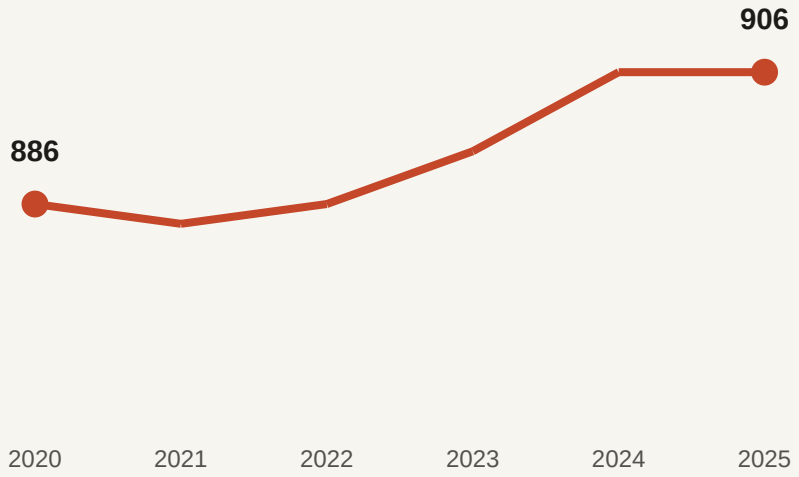
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 2.3% since 2020.

906

people, the 346th-largest of North Carolina's cities and towns.



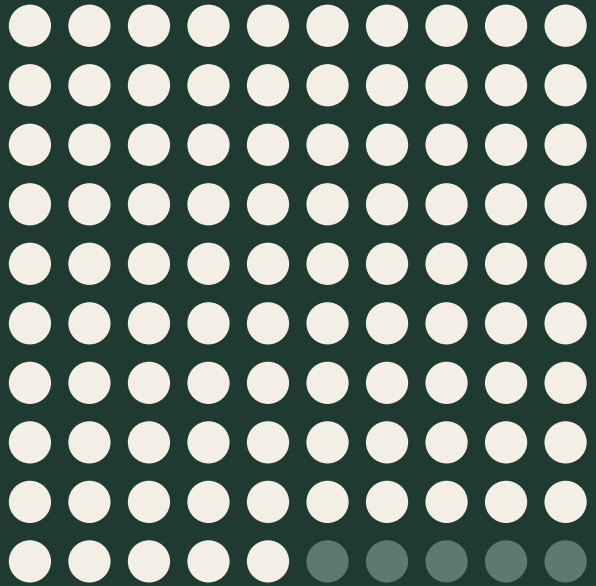
Source: Census Population Estimates, 2025

THE WORKDAY

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

94.9%

of 137 jobs located in Rowland are filled by in-commuters.



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

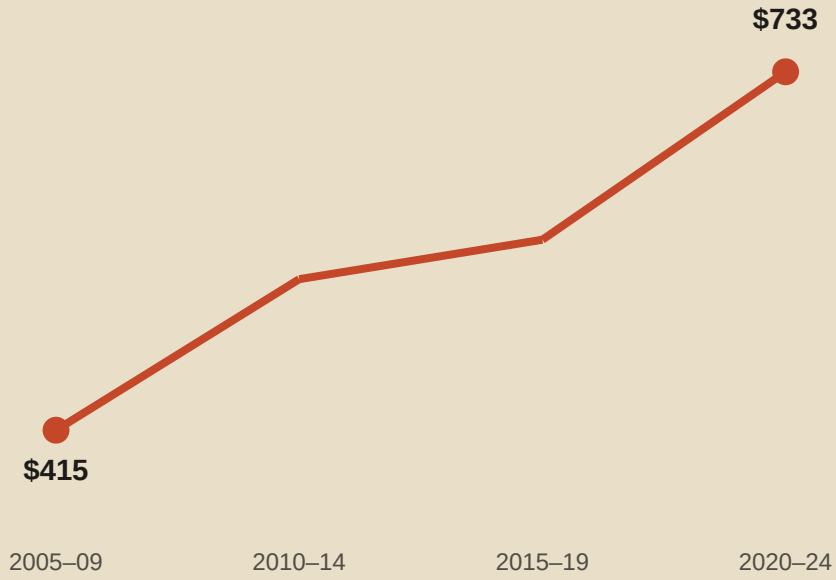
Source: Census LEHD LODES, 2023

RENT

Median rent is up 77% since the 2005–2009 survey, before inflation.

$733

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

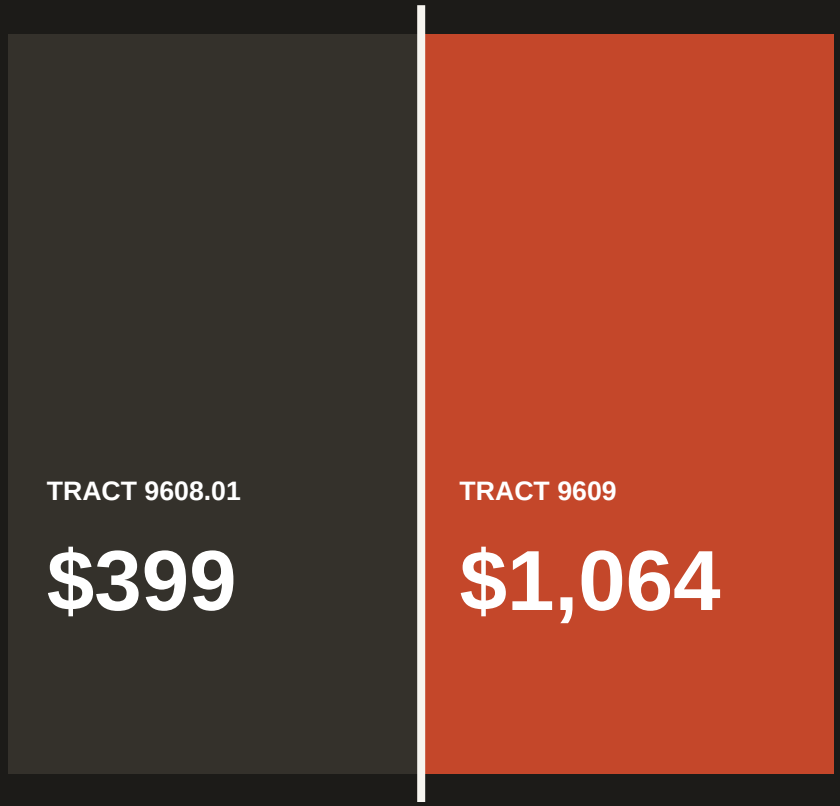


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

A $665 gap between neighbors, the sharpest rent edge between adjacent tracts in Robeson 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

Most of the housing here is older than 2000.

97%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.2–0.4% to the 550 homes here.

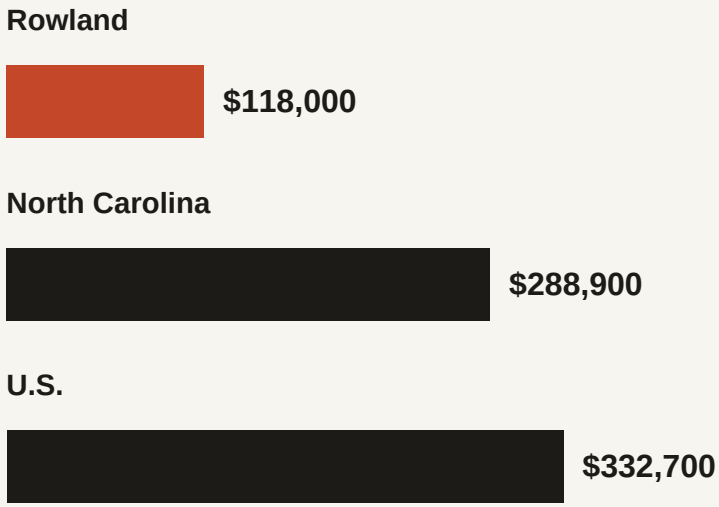
1–2

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 59% less than North Carolina's.



$118,000

median home value in Rowland.

Source: Census ACS 5-year, 2020-2024

THAT WAS ROWLAND'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/rowland/**