Rowlett, Texas.

Current market data.

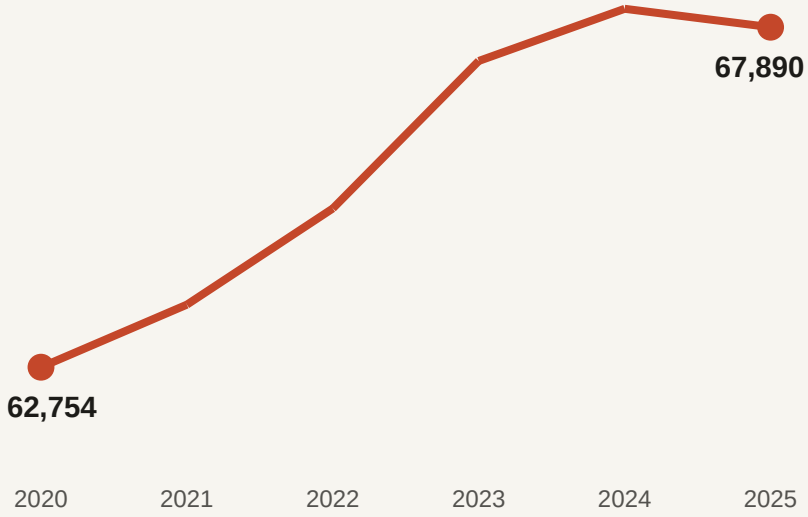
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 8.2% since 2020.

67,890

people, the 61st-largest of Texas's cities and towns.



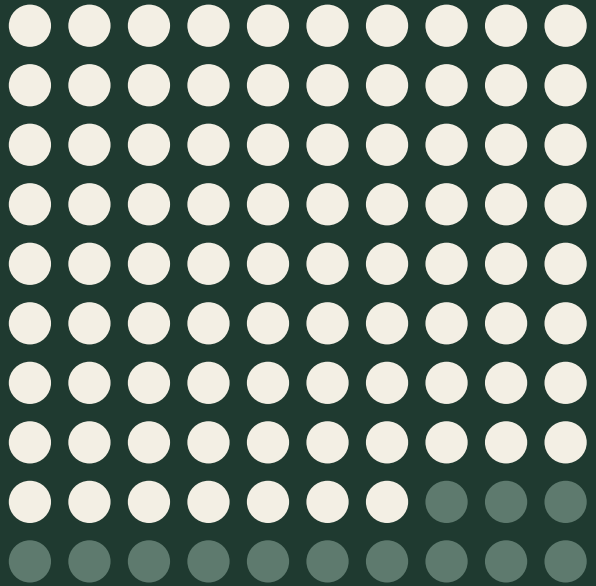
Source: Census Population Estimates, 2025

THE WORKDAY

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

87.5%

of 13,218 jobs located in Rowlett are filled by in-commuters.



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

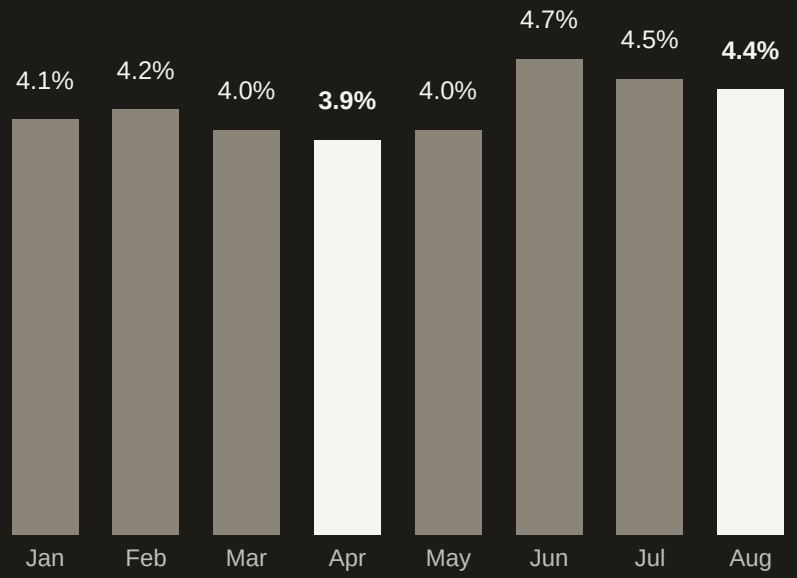
Source: Census LEHD LODES, 2023

UNEMPLOYMENT, 2026

The low came in April: 3.9%.

4.4%

in August 2026, the latest month released. A year earlier it was 4.3%.



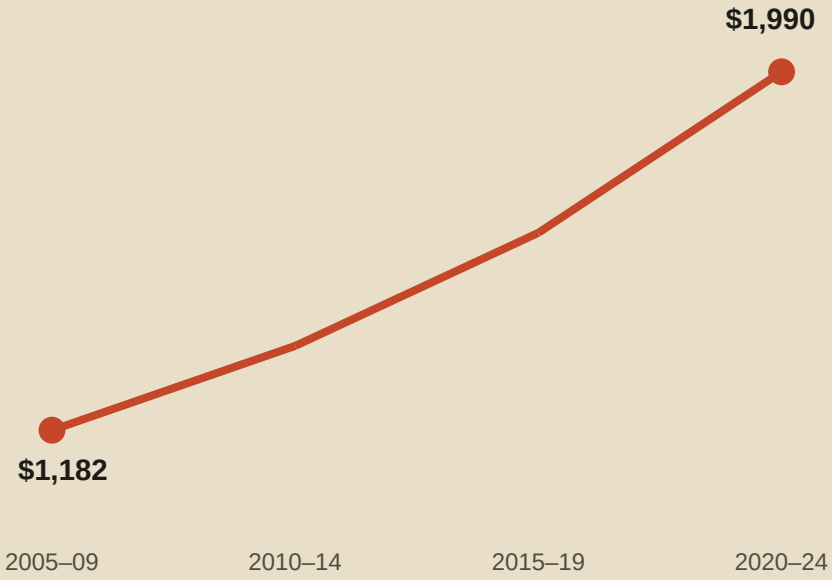
Source: BLS Local Area Unemployment Statistics, 2026-08

RENT

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

$1,990

a month. Texas's median is $1,403.

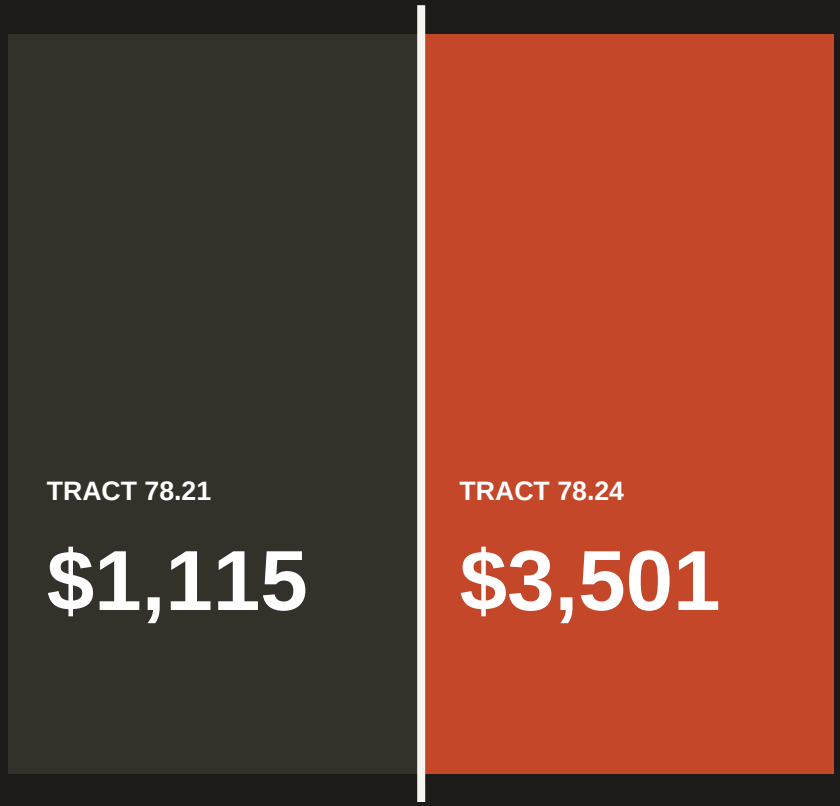


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

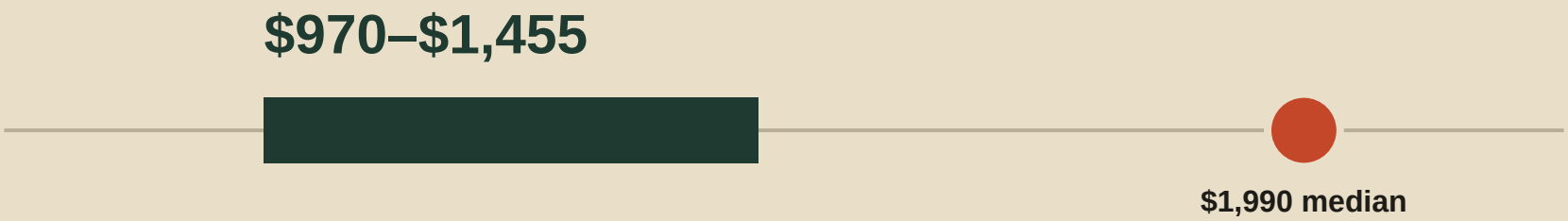
A $2,386 gap between neighbors, the sharpest rent edge between adjacent tracts in Dallas County.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

The median rent is above 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

58% of the housing here was built before 2000.

6,420

homes permitted in ten years, 2016–2025

65%

of those were in multifamily buildings

58%

of all homes were built before 2000

Source: Census Building Permits Survey, 2016-2025; Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.3–0.5% to the 24,216 homes here.

70–132

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

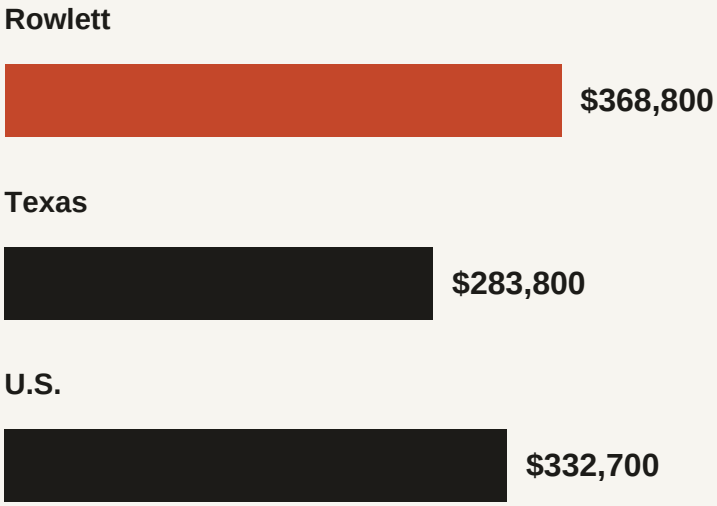
Source: Computed by the Almanac, 2023

HOME VALUE

A median home costs 30% more than Texas's.

$368,800

median home value in Rowlett.



Source: Census ACS 5-year, 2020-2024

THAT WAS ROWLETT'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/tx/rowlett/**