Roanoke, Virginia.

Current market data.

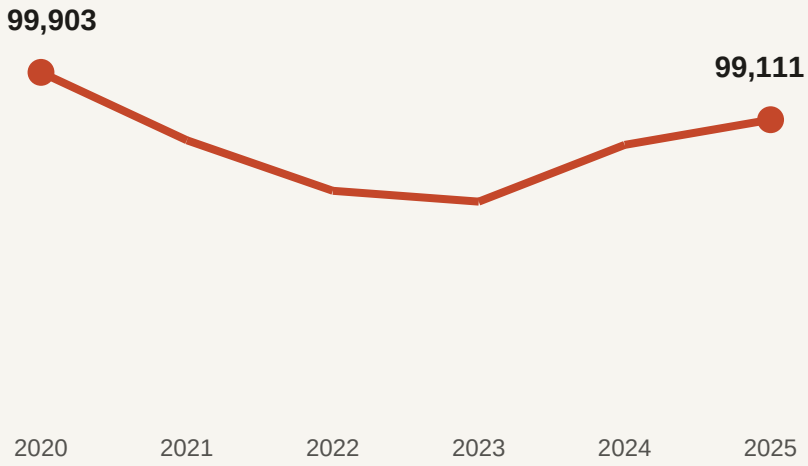
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Down 0.8% since 2020.

99,111

people, the 9th-largest of Virginia's cities and towns.



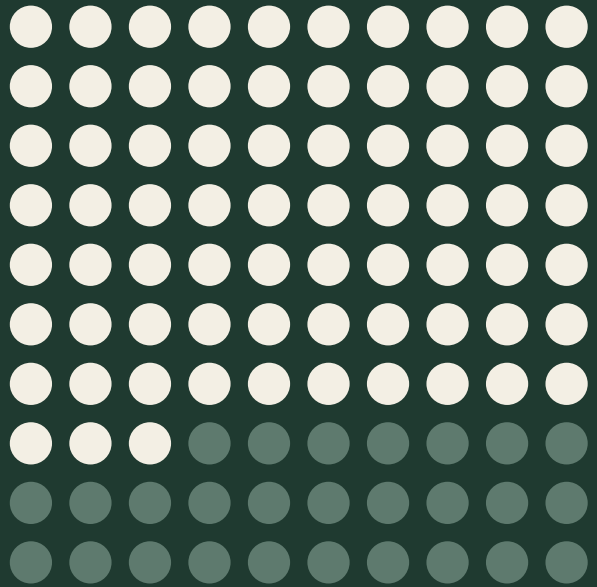
Source: Census Population Estimates, 2025

THE WORKDAY

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

73.2%

of 69,862 jobs located in Roanoke are filled by in-commuters.



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

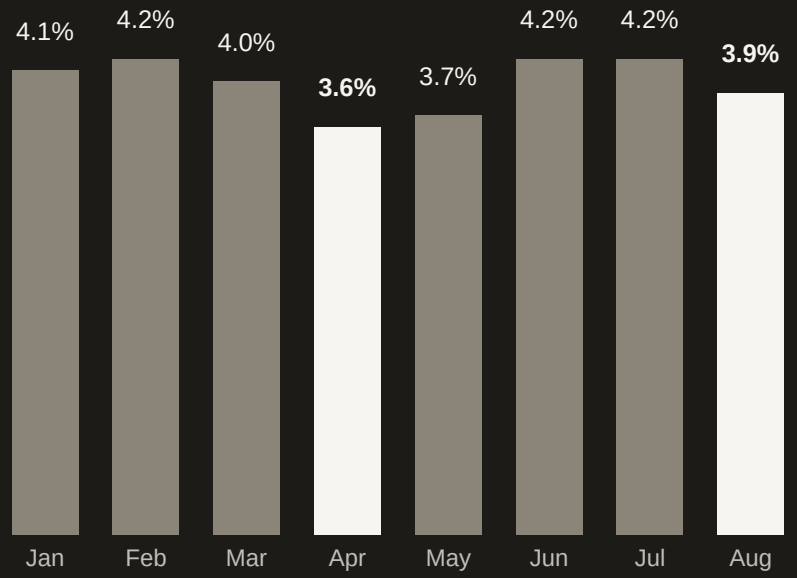
Source: Census LEHD LODES, 2023

UNEMPLOYMENT, 2026

The low came in April: 3.6%.

3.9%

in August 2026, the latest month released. A year earlier it was 4.0%.



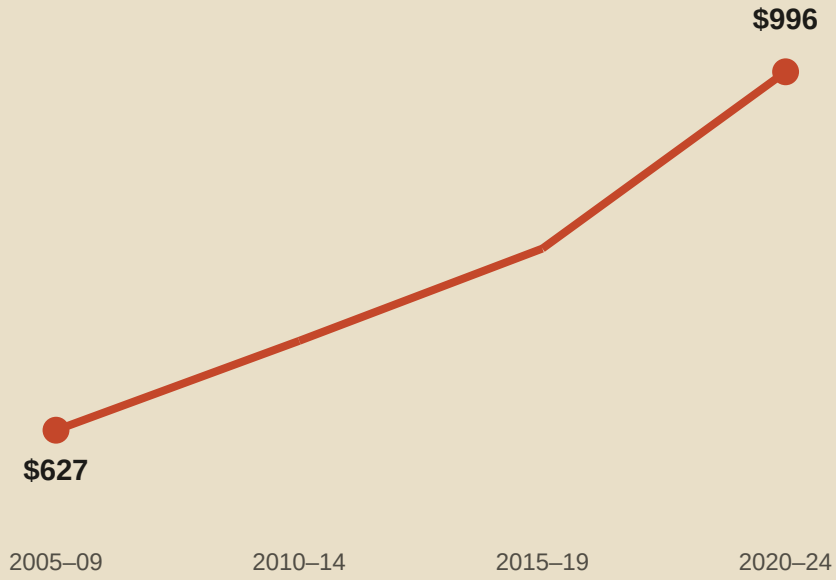
Source: BLS Local Area Unemployment Statistics, 2026-08

RENT

Median rent is up 59% since the 2005–2009 survey, before inflation.

$996

a month. Virginia's median is $1,579.

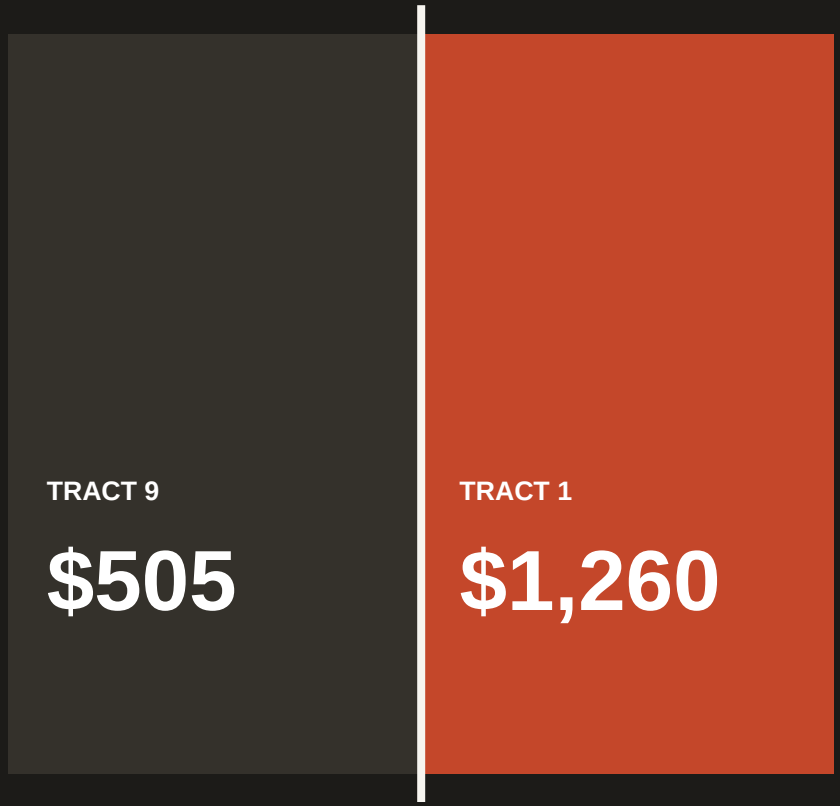


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

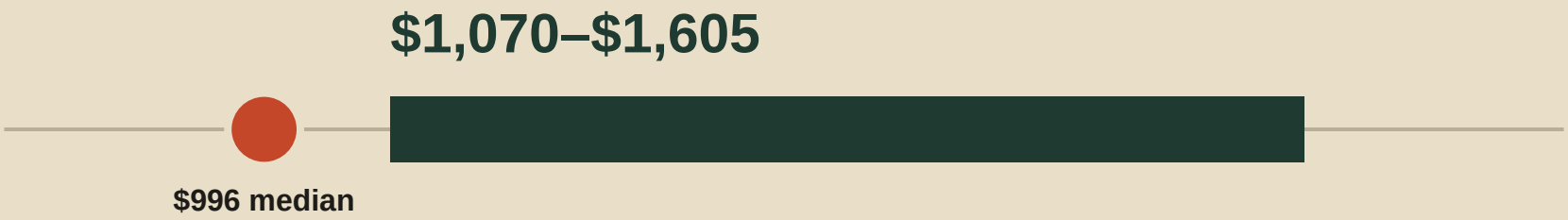
A $755 gap between neighbors, the sharpest rent edge between adjacent tracts in Roanoke city.



Source: Census ACS 5-year, 2020-2024

ROOM TO BUILD

Local wages can carry more rent than the median charged today.



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.

1,007

homes permitted, 2022–2025

66%

of those were in multifamily buildings

90%

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 0.4–1.4% to the 49,106 homes here.

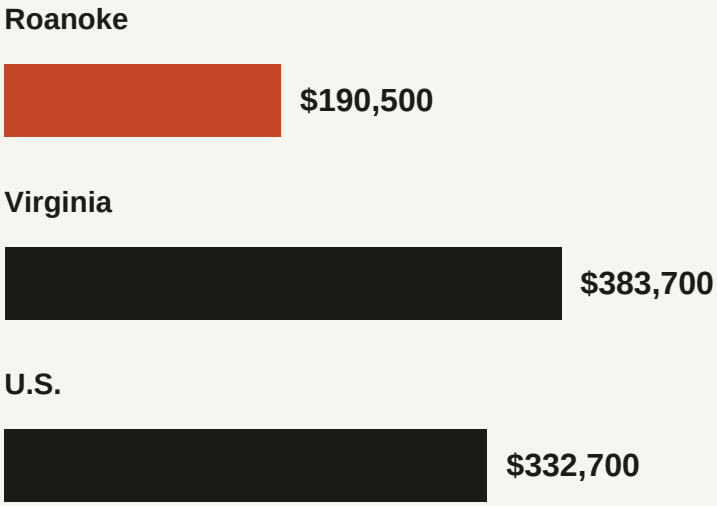
196–699

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 50% less than Virginia's.



$190,500

median home value in Roanoke.

Source: Census ACS 5-year, 2020-2024

THAT WAS ROANOKE'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/va/roanoke/**