Rocky Mount, Virginia.

Current market data.

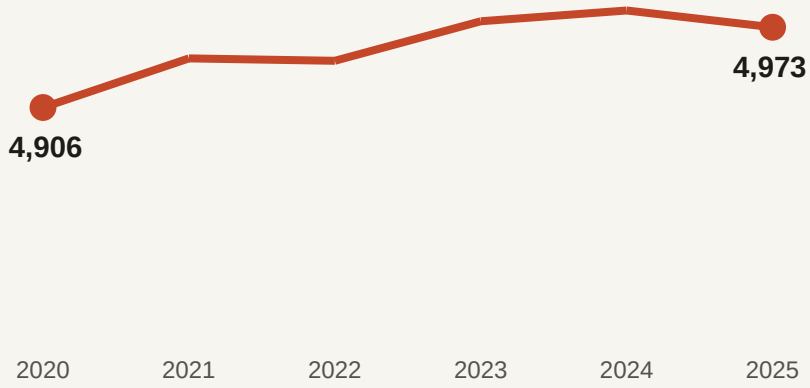
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 1.4% since 2020.

4,973

people, the 64th-largest of Virginia's cities and towns.



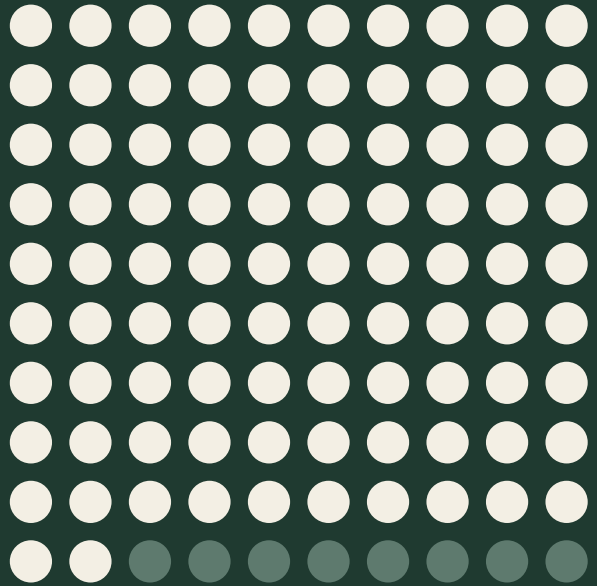
Source: Census Population Estimates, 2025

THE WORKDAY

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

92.4%

of 8,189 jobs located in Rocky Mount are filled by in-commuters.



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

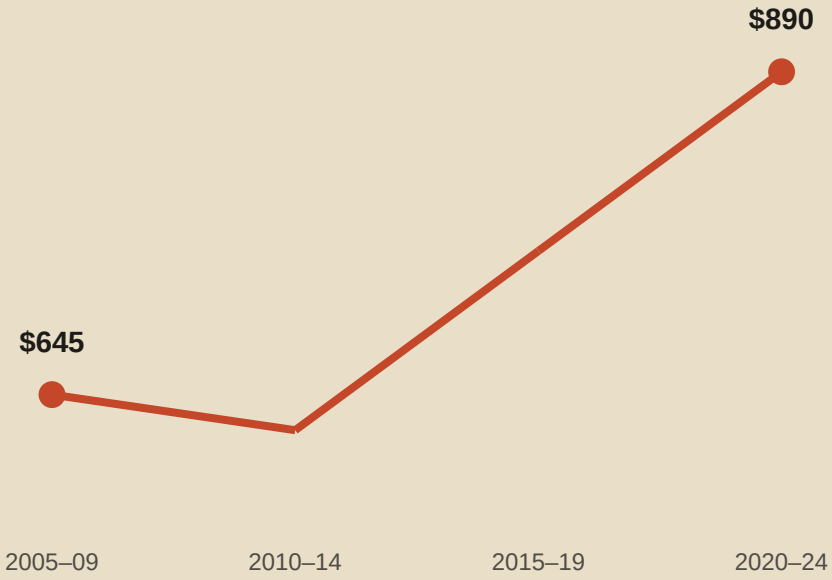
Source: Census LEHD LODES, 2023

RENT

Median rent is up 38% since the 2005–2009 survey, before inflation.

$890

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

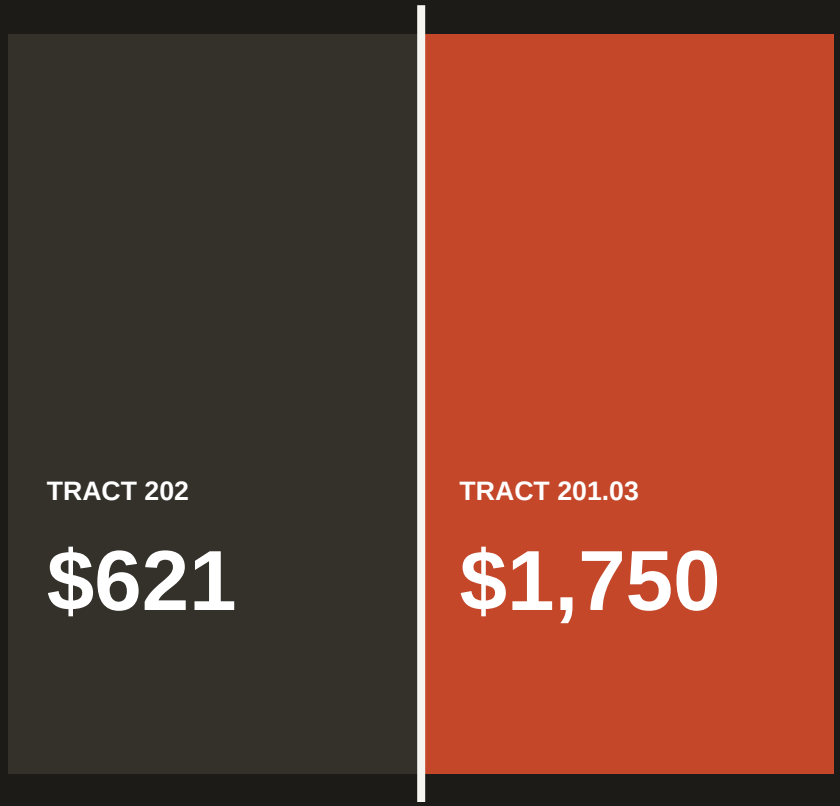


Source: Census ACS 5-year, 2020-2024

THE SEAM

Cross one tract line and median rent doubles.

A $1,129 gap between neighbors, the sharpest rent edge between adjacent tracts in Franklin County.



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.

82%

of all homes were built before 2000

Source: Census ACS 5-year, 2020-2024

UNITS NEEDED

Closing the gap would add 0.3–3.7% to the 2,226 homes here.

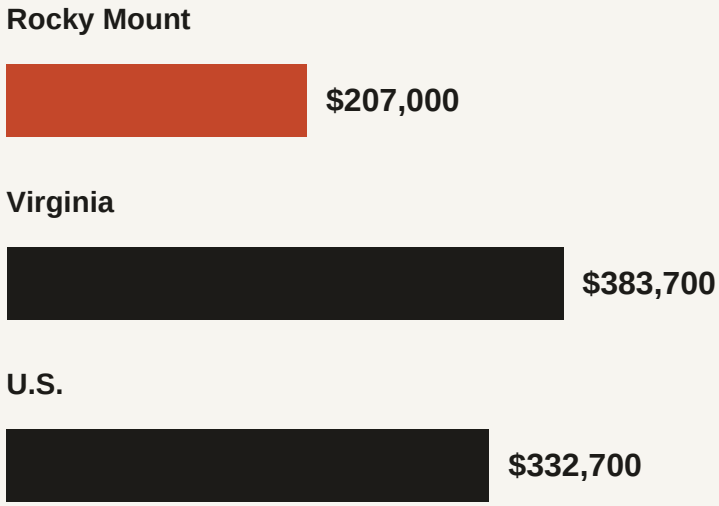
6–82

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 46% less than Virginia's.



$207,000

median home value in Rocky Mount.

Source: Census ACS 5-year, 2020-2024

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/va/rocky-mount/**