

LOCATION LENS

City stats that attract and retain occupiers



CUSHMAN & WAKEFIELD

THALHIMER

ROANOKE

GROSS METROPOLITAN PRODUCT (GMP)

1

159TH

Roanoke has the 159th largest GMP in the United States. Real GDP growth for the Metropolitan Area remained flat from 2016 to 2017.



POPULATION

2

313.6k

An estimated 313,600 residents live in the Roanoke Metropolitan Area.



TRANSPORTATION

3

41

Roanoke's walk score (41) and transit score (28) are below the U.S. averages of (48) and (38), respectively. With its extensive trail network, the region is one of 15 silver level* ride centers in the world. *As rated by the Int'l Mountain Bike Assn



COSTS

4

6.0%

The Roanoke region remains relatively affordable. The cost of doing business is 6.0% below the national average, while the cost of living is 16% below the national average.



OFFICE REAL ESTATE

5

3.4%

Roanoke's office market continues to tighten with no new supply added since 2014. CBD asking rents experienced 3.4% growth from 2017 to 2018.



Sources: Cushman & Wakefield | Thalhimier Research; U.S. Bureau of Economic Analysis; U.S. Census Bureau; Walk Score

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