24.8% Rent-to-Income Ratio — ALEX Intelligence 2026

Greensboro Ranks #5 in Rent-to-Income Pressure

24.8% of local income spent on rent — ALEX Intelligence, 2026

THE DATA

24.8%

Annual Rent Against Local Pay (2024)

Greensboro ranks fifth in the Triad for rent-to-income ratio, with renters spending nearly a quarter of their income on housing.

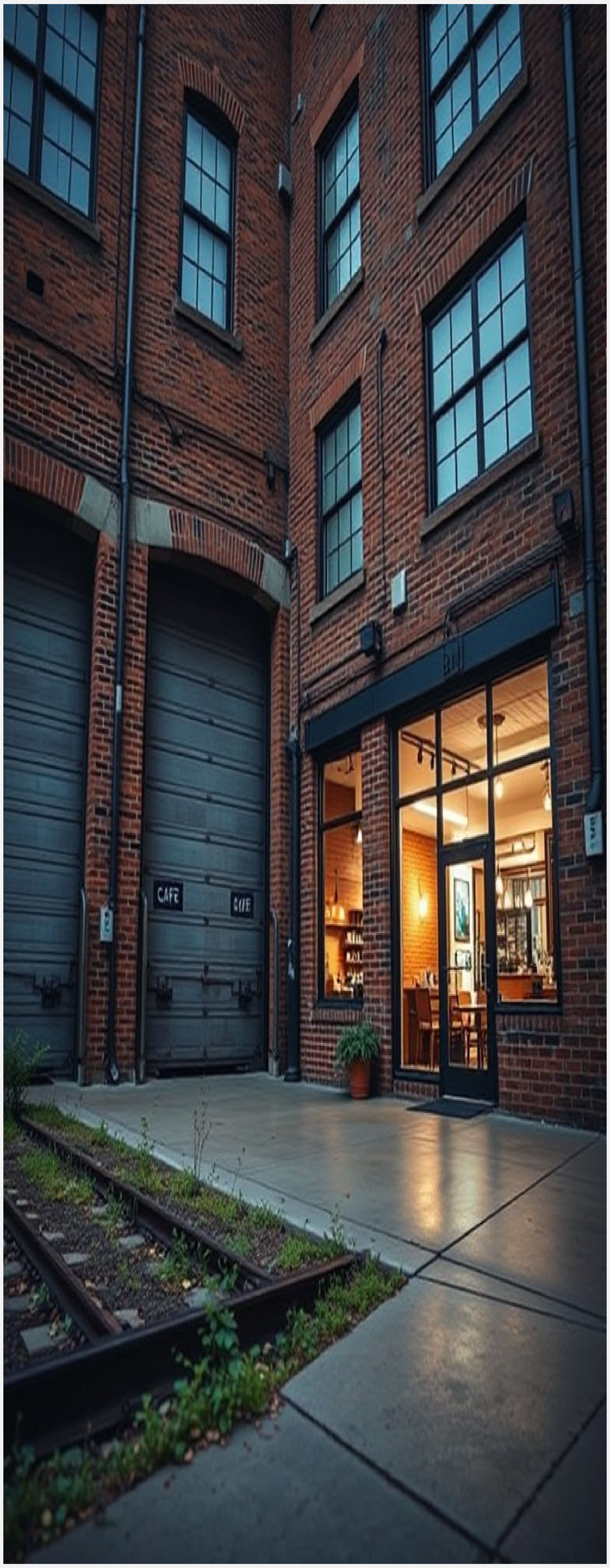
This figure reflects a growing tension between rising wages and constrained housing supply. The result is a market where affordability is being tested not by low wages, but by the imbalance between income gains and housing availability.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-22-greensboro-rent-to-income-place-mkt

01

Affordability Is a Supply Problem

The data reveals that Greensboro's rent-to-income ratio is not driven by low pay, but by insufficient housing supply. Despite strong wage growth and in-migration, new construction remains unable to absorb demand. The Richmond Fed notes labor shortages in construction, which are directly limiting the number of homes built. This suggests that affordability policies focused solely on rent control or subsidies may miss the root cause — a lack of supply, not income deficiency.



02

Wage Growth Is Outpacing Supply

The NBER working paper highlights how fiscal populism — such as public investment in housing and infrastructure — can amplify volatility when central banks delay rate adjustments. In Greensboro, public spending on redevelopment and infrastructure may be fueling demand, but without corresponding supply growth, it risks creating a bubble in affordability dynamics rather than solving it.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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