

Most Rent-Burdened City in Wilmington Metro — ALEX Intelligence 2026

Ogden Is #1 in Rent Burden — 64.6%

The most extreme rent burden in the Cape Fear region — ALEX Intelligence
2026

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THE DATA

64.6%

Renters Over the 30% Rent Threshold (2024)

Ogden leads the Wilmington metro in rent burden, with over two-thirds of renters spending more than 30% of income on rent.

This figure is not just a number — it's a signal of systemic affordability pressure. At 64.6%, Ogden exceeds the national threshold for 'severe rent burden' by a wide margin. With median rents rising faster than income growth in the area, this is not a temporary spike but a structural imbalance in the housing supply-demand equation.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-22-wilmington-rent-burden-place-mkt>



01

Affordability Is the New Growth Engine

The fact that Ogden — a small, fast-growing community — is the most rent-burdened city in the region reveals a paradox: demand is outpacing supply, not because of high prices alone, but because of scarcity. As more residents move in, the lack of new rental units forces existing households to absorb higher costs. This isn't a sign of weakness — it's a sign of resilience. The market is attracting people, but not building enough housing to match. The true test of a sustainable market isn't price growth — it's whether supply can keep pace with demand without pushing people into financial distress.

\$1.8.500



02

Rent Burden as a Policy Pressure Valve

Ogden's 64.6% rent burden isn't an outlier — it's a warning signal for policy. In a region where political leadership is struggling to achieve quorum in Pender County, this data shows that governance gaps are directly impacting housing stability. The 61.7% in Kings Grant and 59.4% in Silver Lake suggest this is not isolated to one city. The fact that three of the top five most rent-burdened places are in Pender County underscores a regional governance failure. If zoning, permitting, and infrastructure planning remain stalled, the rent burden will only deepen — and the next generation of residents will face even higher barriers to entry. This is not just a housing crisis; it's a civic one.

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