

Selma — #1 of 10: Renters Over the 30% Rent Threshold

Selma Has the Highest Rent Burden in the Triangle

61.3% of renters exceed 30% threshold — source: ALEX Intelligence 2026

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THE DATA

61.3%

Renters Over the 30% Rent Threshold (2024)

Selma leads the Triangle in rent burden, with over six in ten renters spending more than 30% of their income on housing.

This level of financial strain is not a statistical anomaly—it reflects deep structural imbalances in supply and wage growth. Selma's high burden is driven by limited new construction, rising rental demand from nearby RTP and Durham, and stagnant income growth relative to housing costs. The result is a market where affordability is eroding even in non-urban areas.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-13-triangle-rent-burden-place-mkt>

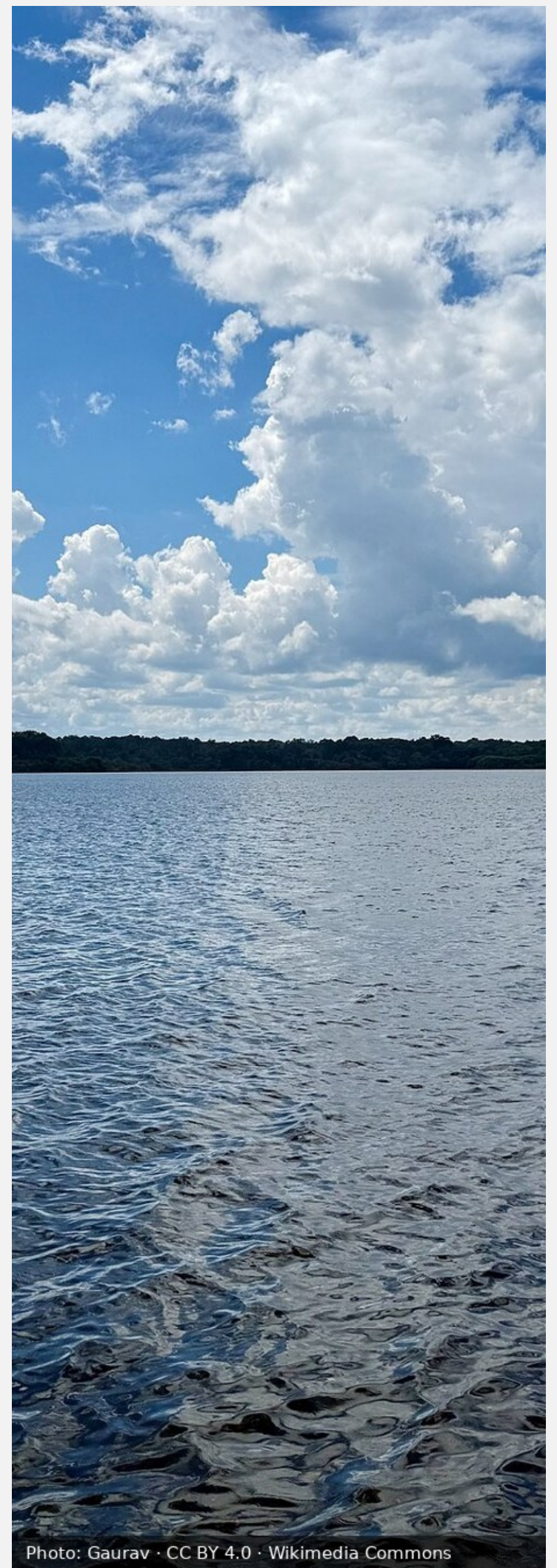


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01

Affordability Is a Local Crisis

The fact that Selma—once a quiet rural hub—now leads the Triangle in rent burden reveals how far the region’s housing crisis has spread. It’s no longer confined to urban cores like Raleigh or Durham. As high-wage jobs in RTP and tech sectors pull in workers from outlying areas, demand surges in smaller communities with little new housing, creating a ripple effect of displacement pressure. This is not a national trend—it’s a hyperlocal manifestation of regional economic concentration without commensurate housing supply.

02

The Cost of Proximity

Selma's burden highlights a counterintuitive truth: being close to high-opportunity zones doesn't guarantee affordability. The same infrastructure that enables access to jobs—roads, transit, broadband—also inflates land values and rental prices in peripheral areas. This creates a paradox: people move to the Triangle to escape urban congestion, only to face financial strain in the very towns meant to offer relief. The data shows that the Triangle's growth is not inclusive—it's stratified by geography and income.



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