

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

Woodfield Has South Carolina's Highest Rent Burden

Based on ALEX Intelligence's 2024 data

Swipe for insights →

THE DATA

70.3%

Renters Over the 30% Rent Threshold (2024)

Woodfield leads all cities in the Midlands and South Carolina in rent burden.

This means that over seven in ten renters in Woodfield spend more than 30% of their income on housing — the threshold considered financially strained. The data reflects a growing tension between rising rents and stagnant wage growth in this part of the Midlands.

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

<https://alex-companies.com/data/2026-10-15-columbia-sc-rent-burden-place-mkt>

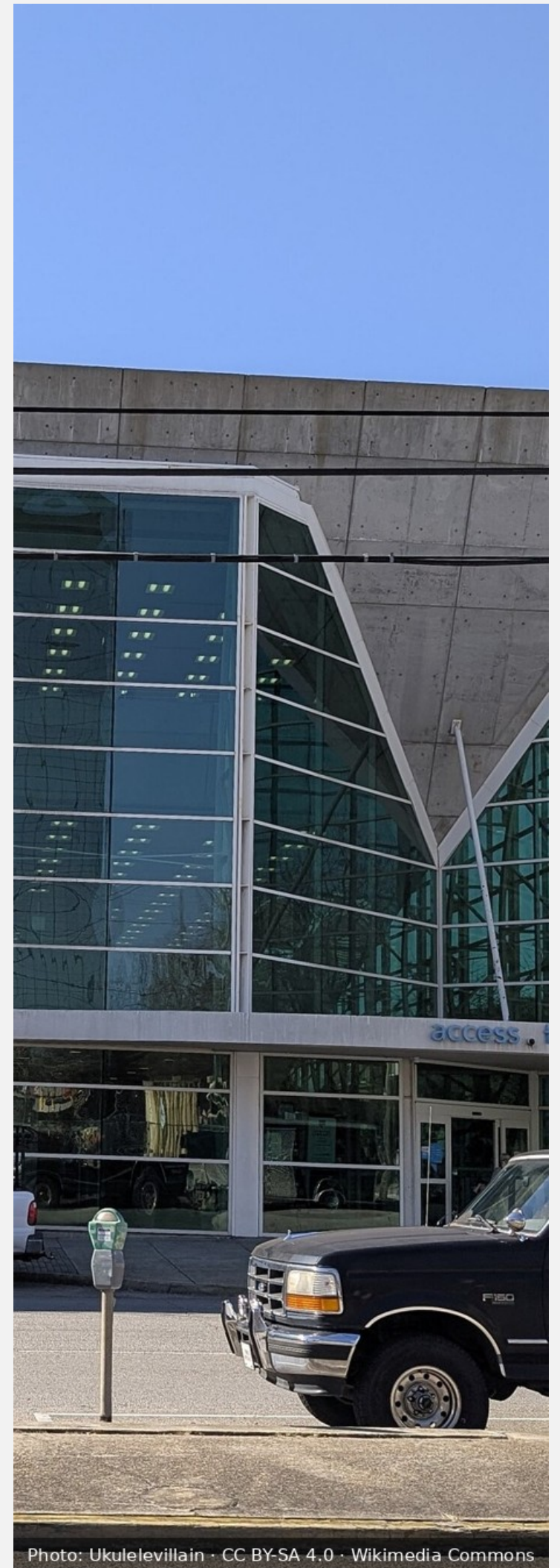
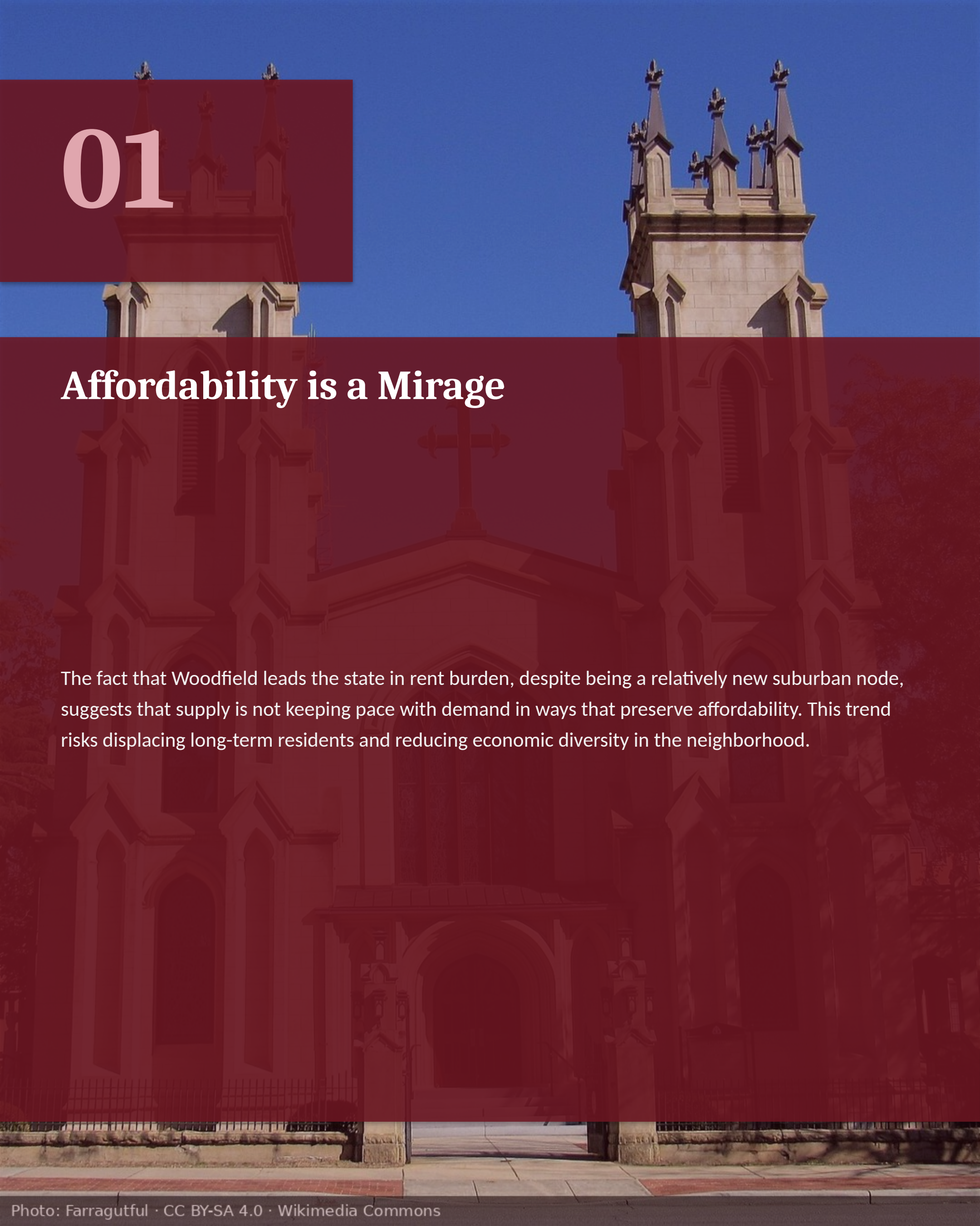


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01

Affordability is a Mirage

The fact that Woodfield leads the state in rent burden, despite being a relatively new suburban node, suggests that supply is not keeping pace with demand in ways that preserve affordability. This trend risks displacing long-term residents and reducing economic diversity in the neighborhood.

02

The Market is Pricing Itself Out

This creates a feedback loop: higher tech adoption increases value, which increases rent, which reduces affordability, which pushes out lower-income residents — all while the city continues to attract new in-movers. The result is a market that is increasingly exclusive, even as it claims to be growing.



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