

Hendersonville — #1 of 10: Annual Rent Against Local Pay

Hendersonville leads NC in rent-to-income pressure

Source: ALEX Intelligence, 2026

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THE DATA

29.9%

Annual Rent Against Local Pay (2024)

Hendersonville's renters pay nearly 30% of their annual income on rent, the highest in the Asheville metro and across North Carolina.

This figure reflects a growing strain on household budgets, particularly for moderate-income residents. The data, drawn from the U.S. Census Bureau's 2024 American Community Survey, reveals that Hendersonville is not just a bedroom community but a high-pressure housing market where affordability is eroding faster than income growth.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-16-asheville-rent-to-income-place-mkt>



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01

Affordability is the new frontier of competition

The data implies that neighborhoods with lower rent-to-income ratios — like Mills River at 17.7% — may become increasingly desirable not for price, but for financial stability.

02

The cost of 'choice' is rising fastest in the suburbs

For policymakers, this underscores the need to expand affordable housing programs not just in Asheville, but in suburban and exurban zones where demand is rising fastest — especially as large-scale developments like the Costco approval in Swannanoa Valley signal future population growth.



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