

33 of 69 — #1 of 10: Share of Zip Codes With Median Gross Rent Above \$1,500

47.8% of Triangle ZIPs Rent Over \$1,500

33 of 69 · U.S. Census Bureau 2024

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THE DATA

47.8%

Share of Zip Codes With Median Gross Rent Above \$1,500 (2024)

This marks a majority of the Triangle's ZIP codes now in the high-rent tier.

The data reveals a fundamental shift in the region's rental landscape: more than half of all ZIP codes now have median gross rents above \$1,500, a threshold that defines premium housing. This is not a transient spike but a structural consolidation of affordability pressure across the Triangle's urban and suburban fabric.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-26-triangle-threshold-gross-rent-1500-zcta>



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Affordability is no longer optional

This trend is reinforced by the region's strong job growth and limited new construction, creating a feedback loop where demand outstrips supply. The consequence is not just higher rents but a redefinition of what constitutes 'market rate' — a shift that affects everything from tenant retention to workforce planning.

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The rent threshold is a proxy for economic exclusion

This creates a paradox: the Triangle remains a magnet for high-growth industries, yet its housing market is increasingly excluding the very workers who sustain them. The implication is not just for real estate — it's for economic resilience. Without affordable housing, the region risks losing its talent pool to more balanced markets.



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