Moores Mill — #1 of 5: Renters Over the 50% Rent Threshold

Moores Mill leads Alabama in severe rent burden

24.6% of renters spend half a paycheck on rent

Swipe for insights →

Photo: Antony-22 · CC BY-SA 4.0 · Wikimedia Commons

THE DATA

24.6%

Renters Over the 50% Rent Threshold (2024)

Moores Mill ranks first in Alabama for renters spending more than half their income on rent.

This figure—24.6% of renters in Moores Mill—represents a critical affordability threshold, where housing costs consume more than half of a household's monthly income. It is not a marginal issue but a structural one, indicating that a quarter of the city's renters are in a state of financial strain. This burden is not driven by a lack of housing supply alone, but by a compression of income growth relative to rent increases.

Photo: Larry Wilbourn · CC BY-SA 3.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-10-30-huntsville-severe-rent-burden-place-mkt

01

Affordability is a filter, not a flaw

The fact that Moores Mill leads Alabama in severe rent burden does not signal market failure—it reveals a high-demand, high-velocity economy where affordability is being tested at the margins. With Huntsville's labor force growth tied to defense and aerospace, and with new jobs attracting professionals from higher-cost states, demand is outpacing supply. The result is a market where only those with strong incomes or support systems can afford to stay. This is not a crisis of supply, but a signal of market strength under pressure.

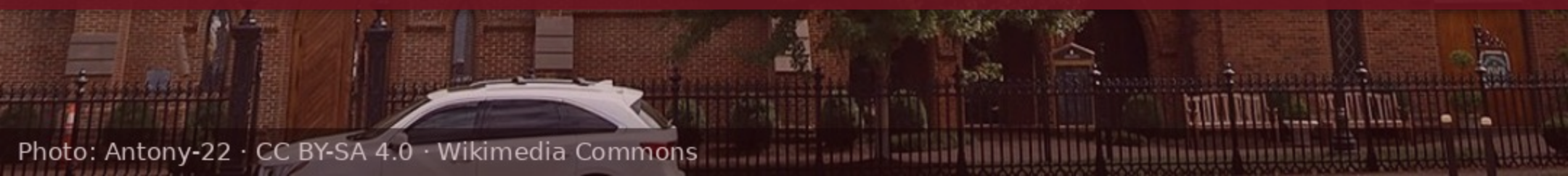

Photo: Antony-22 · CC BY-SA 4.0 · Wikimedia Commons

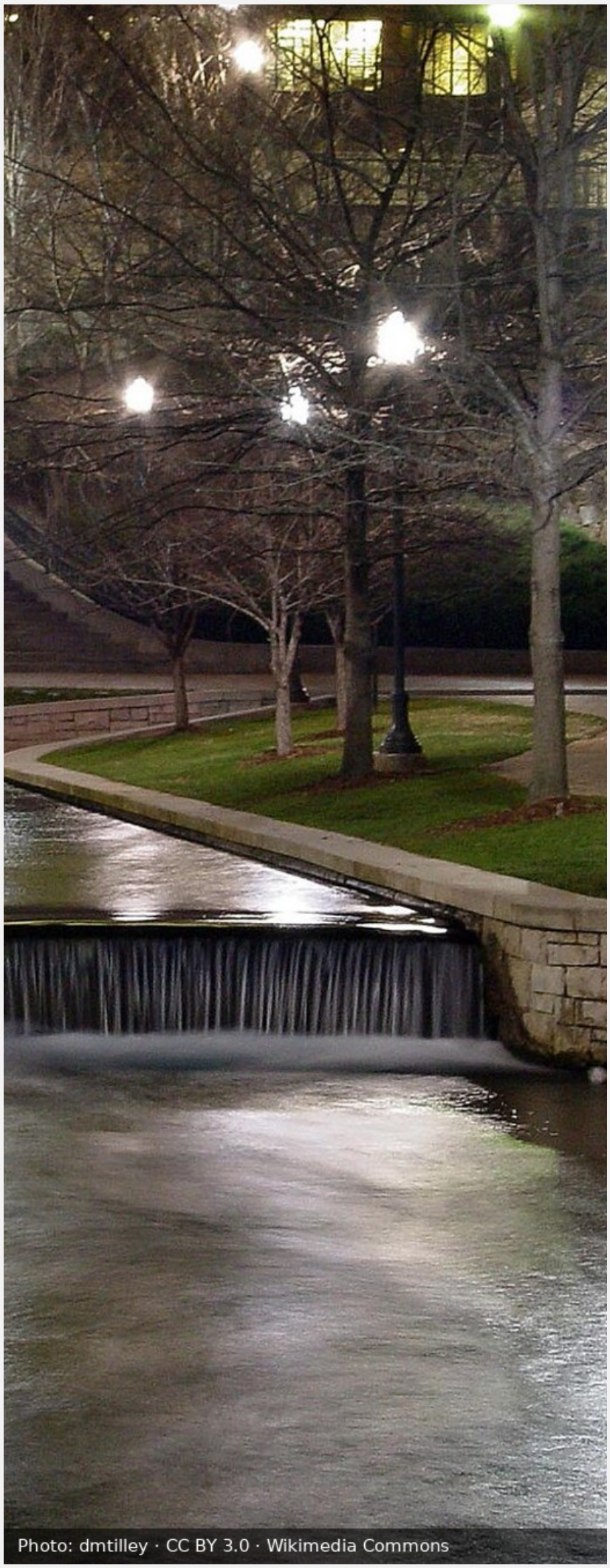

Photo: dmtilley · CC BY 3.0 · Wikimedia Commons

02

The cost of stability

What is often misread as a housing shortage is, in fact, a shift in the cost of residential stability. The 24.6% threshold in Moores Mill reflects a population choosing to remain despite financial pressure—indicating deep community ties, strong employment, and long-term investment in place. These are not people who are failing to adapt; they are people who have chosen to stay. This suggests that for many, the value of living in Moores Mill—proximity to jobs, safety, and community—outweighs the financial strain, making the burden a trade-off, not a deterrent.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies
Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.
Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy