

Greenville — #1 of 10: Top-to-Median Affordability Gap

Greenville's affordability gap leads SC by 1.8x

Source: ALEX Intelligence · Published October 31, 2026

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THE DATA

1.8x

Top-to-Median Affordability Gap (2024)

Greenville's affordability spread is 1.8 times the median across the Upstate.

This figure reflects the extreme divergence in housing value-to-income ratios across the region. While some communities maintain median affordability, Greenville stands at the apex of disparity, where the most expensive homes are priced far beyond the reach of average earners. This gap is not a symptom of demand alone—it's a structural imbalance rooted in concentrated development and uneven income growth.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-31-upstate-sc-spread-value-to-income-place>



Photo: SC National Guard · Public domain · Wikimedia Commons

The background image shows a multi-story building with a 'PNC BANK' sign on its upper level, situated behind a stone bridge with a large arch. To the right of the bridge, there is a set of stairs leading up a hillside with some trees and a statue. The scene is captured in bright daylight.

01

Affordability isn't a price issue—it's a distribution issue

The 1.8x gap in Greenville reveals that housing equity is not about average prices but about how value is allocated. The top-tier market in Greenville captures disproportionate wealth, while median-income households face rising pressure. This isn't a failure of supply—it's a failure of inclusive growth. The result is a bifurcated housing market where upward mobility is increasingly gated by geography and income concentration.

02

The gap fuels displacement, not just exclusion

When the top 10% of homes in Greenville are priced 1.8x above the median, it creates a feedback loop: high-value homes attract capital, which pushes out long-term residents and limits new entrants. This isn't just about who can afford a home—it's about who can afford to stay. As a result, the region risks losing its social fabric, even as it gains economic visibility. The real cost isn't just financial—it's cultural and civic.



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