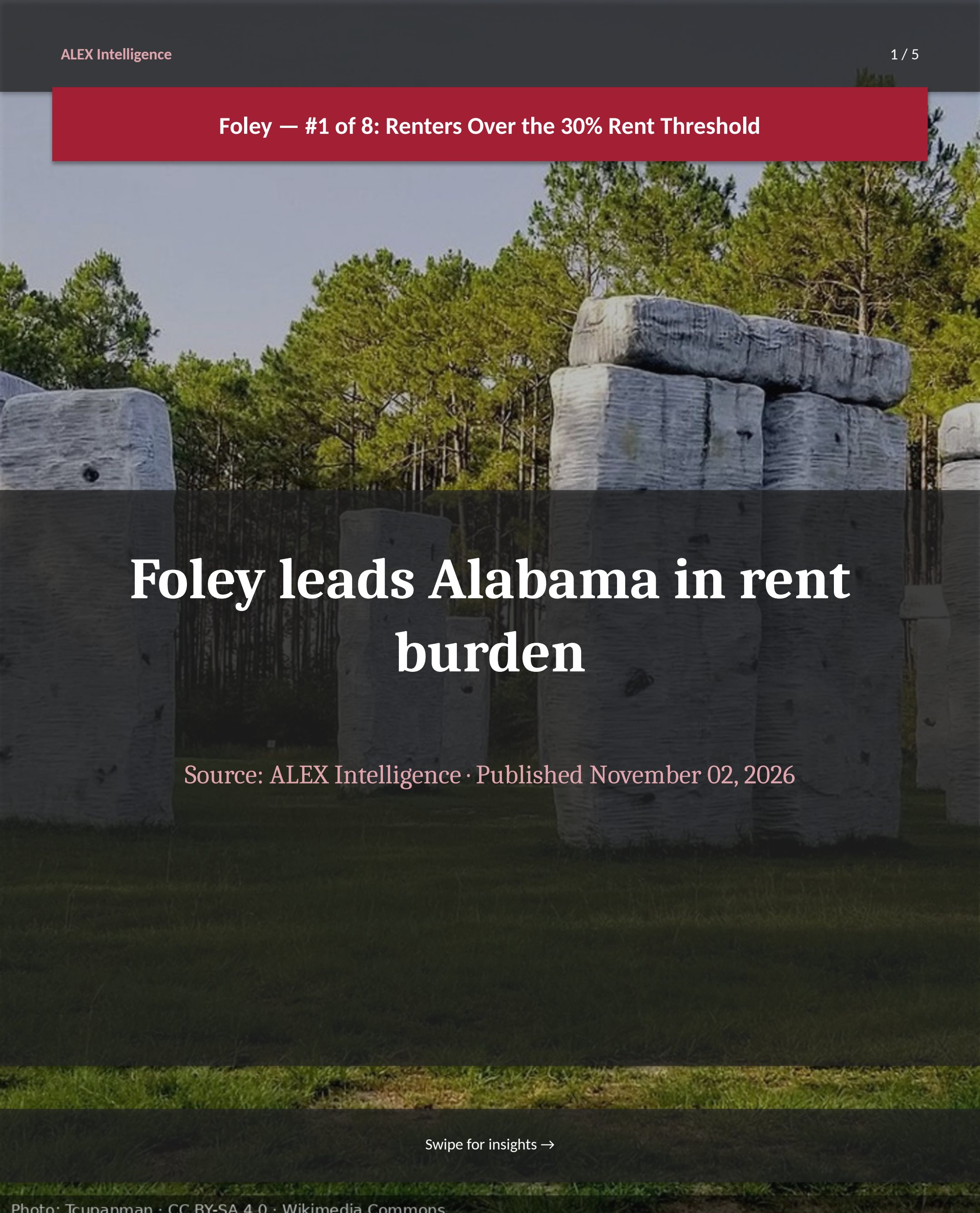
Foley — #1 of 8: Renters Over the 30% Rent Threshold



Foley leads Alabama in rent burden

Source: ALEX Intelligence · Published November 02, 2026

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THE DATA

59.9%

Renters Over the 30% Rent Threshold (2024)

Foley has the highest share of renters spending more than 30% of income on rent in Alabama.

This figure — 59.9% — indicates that nearly two in three renters in Foley are classified as rent-burdened under federal standards. The data reflects not just affordability stress, but also a deep structural shift in the rental market, where demand outpaces supply and income growth fails to keep pace. This is not a national trend, nor a regional outlier — it is a localized, measurable reality in one of Alabama's most popular Gulf Coast communities.



Photo: Annie Theby amtheby · CC0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-02-baldwin-county-rent-burden-place-mkt

01

Affordability is the new battleground

The fact that Foley leads in this metric — not just in Baldwin County, but across Alabama — underscores that affordability is now a regional constraint, not a peripheral concern. As new construction lags, the existing rental stock becomes increasingly strained, pushing more renters into the 30% threshold.

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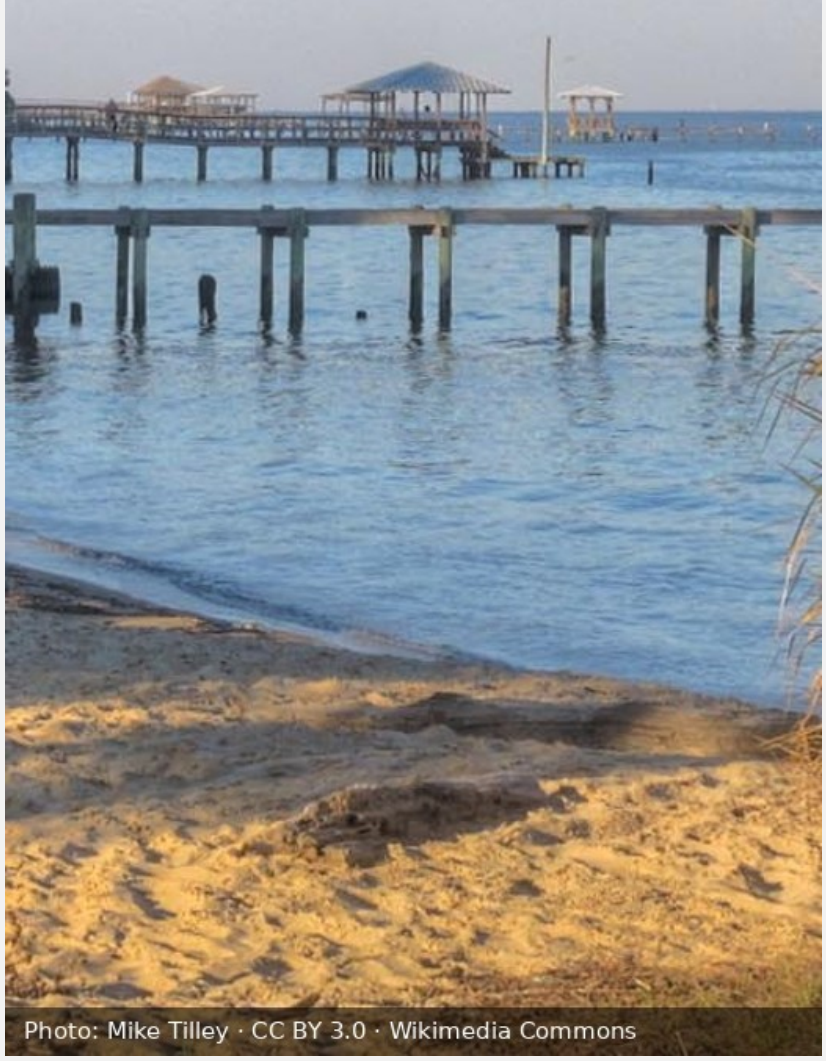


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02

Rent burden masks a deeper supply crisis

A market where 59.9% of renters are rent-burdened is not a market in equilibrium. It’s a market where the rental stock is being stretched thin, and where long-term affordability is at risk. The real story isn’t just the number — it’s what it reveals about the absence of new supply, the pressure on public services, and the risk of displacement in a community that is otherwise thriving.

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

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