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

Parker Has the Highest Rent-to-Income Ratio in the Upstate

Source: ALEX Intelligence · Published November 06, 2026

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THE DATA

32.9%

Annual Rent Against Local Pay (2024)

Parker leads the Upstate in rent burden, where renters spend over one-third of their income on housing.

It signals a market where housing costs are outpacing income growth, particularly in areas with limited new construction or wage expansion. The data underscores a growing tension between rising rental demand and stagnant income gains in certain parts of the region.



Photo: Chris Pruitt · 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/2026-11-06-upstate-sc-rent-to-income-place-mkt

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Affordability Is a Class-Driven Pressure Point

This pattern may reflect broader trends in the Upstate's labor market, where growth in manufacturing and tech jobs is not matched by commensurate wage increases in certain communities. As a result, even middle-income households face mounting pressure, especially in areas with limited access to affordable housing options.

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02

The Rent Burden Is a Market Signal, Not Just a Cost

This creates a counterintuitive feedback loop: high rent burden may be a brake on further rent growth, not a driver. As affordability constraints tighten, new entrants may choose alternative locations — such as Gantt or Sans Souci — where the burden is lower. The market may be entering a phase where affordability, not just supply, determines where people choose to live.

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