Kings Grant — #1 of 10: Renters Over the 50% Rent Threshold

Kings Grant leads NC in rent burden

49.8% of renters spend over half their income on rent

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THE DATA

49.8%

Renters Over the 50% Rent Threshold (2024)

Kings Grant has the highest share of renters spending over half their income on rent in North Carolina.

This figure, derived from the U.S. Census Bureau's 2024 American Community Survey, reveals a deep affordability crisis in one of the region's fastest-growing communities. With 49.8% of renters exceeding the 50% threshold, Kings Grant stands at the edge of severe housing cost burden—just shy of the crisis line. This is not a national average, nor a state-wide trend; it is a localized pressure point that signals a growing mismatch between wages and housing costs.



Photo: Farragutful · CC BY-SA 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-08-wilmington-severe-rent-burden-place-mkt

01

Affordability is the new frontier of competition

This is not a problem for the next decade—it’s already shaping tenant behavior. With rental costs consuming nearly half of a typical paycheck, residents face trade-offs that affect health, savings, and mobility. The market may be resilient, but resilience is not equity.

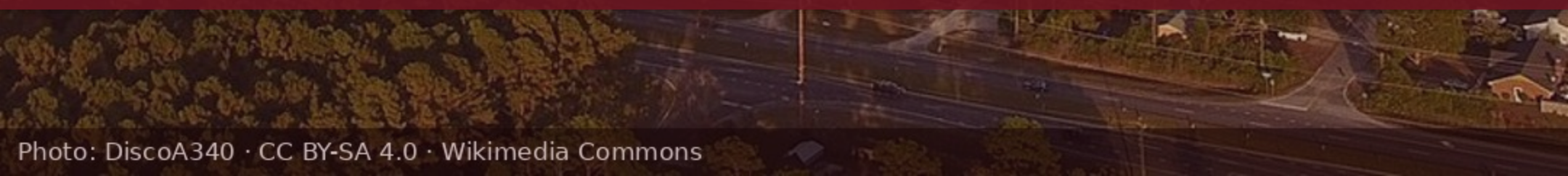


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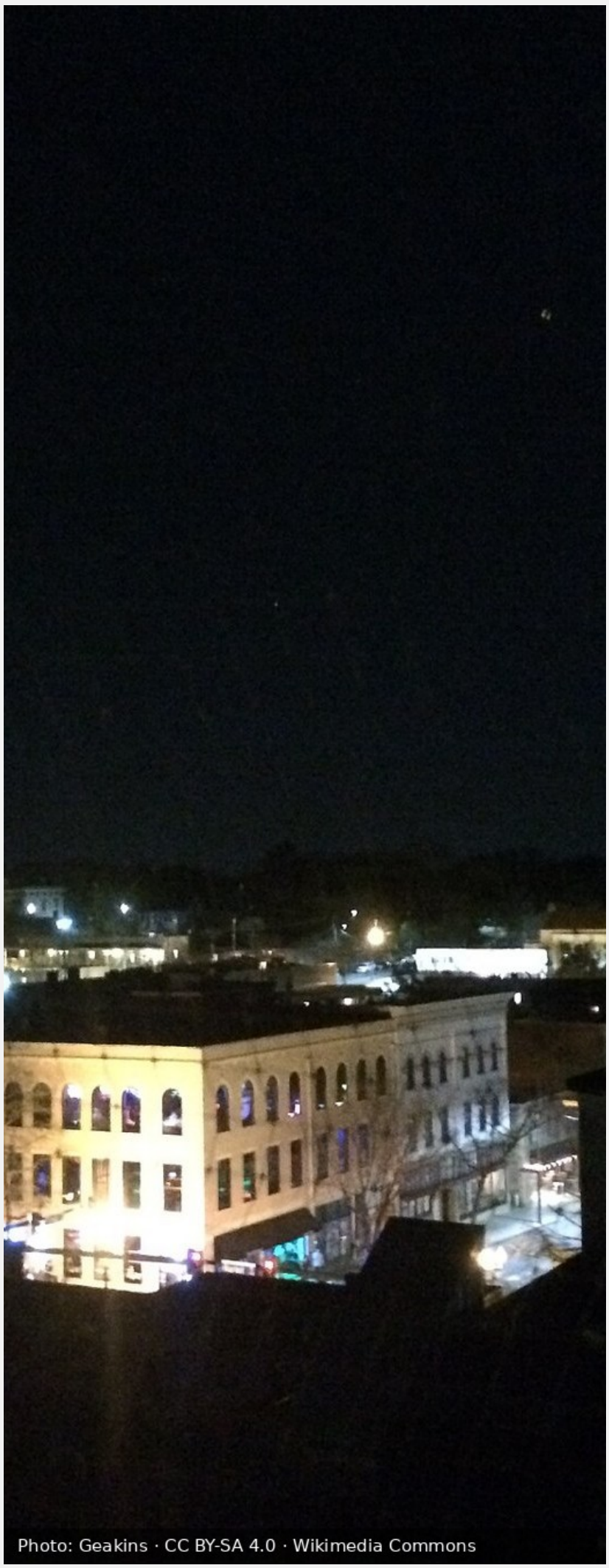


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02

The rent burden is a tax on opportunity

For real estate professionals, this is a strategic inflection point. The market's future isn't just about building more homes—it's about building homes that are affordable to the people who sustain the local economy. Without this, the region risks becoming a high-cost destination for the few, not a livable home for the many.

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

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