Carrboro — #1 of 10: Home Value to Income Ratio

Carrboro has the highest home cost-to-income ratio in NC

Based on 2024 data, Carrboro leads the Triangle and NC

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THE DATA

6.3x

Home Value to Income Ratio (2024)

Carrboro's ratio of 6.3x is the highest in the Triangle and North Carolina.

This metric reflects how many years of median household income it takes to purchase a home. In Carrboro, that threshold exceeds six years, indicating intense affordability pressure despite strong demand. The data is derived from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-13-triangle-value-to-income-place-mkt

01

Affordability is a strategic bottleneck

Carrboro’s 6.3x ratio reveals a market where income growth is outpaced by home prices, limiting access for middle-income households. This creates a structural barrier to homeownership, even as the city remains a magnet for remote workers and tech professionals drawn by its cultural and educational assets. The imbalance is not a temporary spike but a sustained trend embedded in local income and housing supply dynamics.

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02

The cultural economy fuels the price premium

Carrboro's high ratio is not driven by speculative bubbles but by sustained demand from a knowledge-based economy anchored in education, arts, and innovation. The city's long-standing reputation as a hub for progressive culture, creative industries, and academic engagement attracts residents willing to pay a premium for quality of life. This suggests that affordability pressures are not a market failure but a reflection of value-driven demand—where housing is seen not just as shelter, but as a cultural and social asset.

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