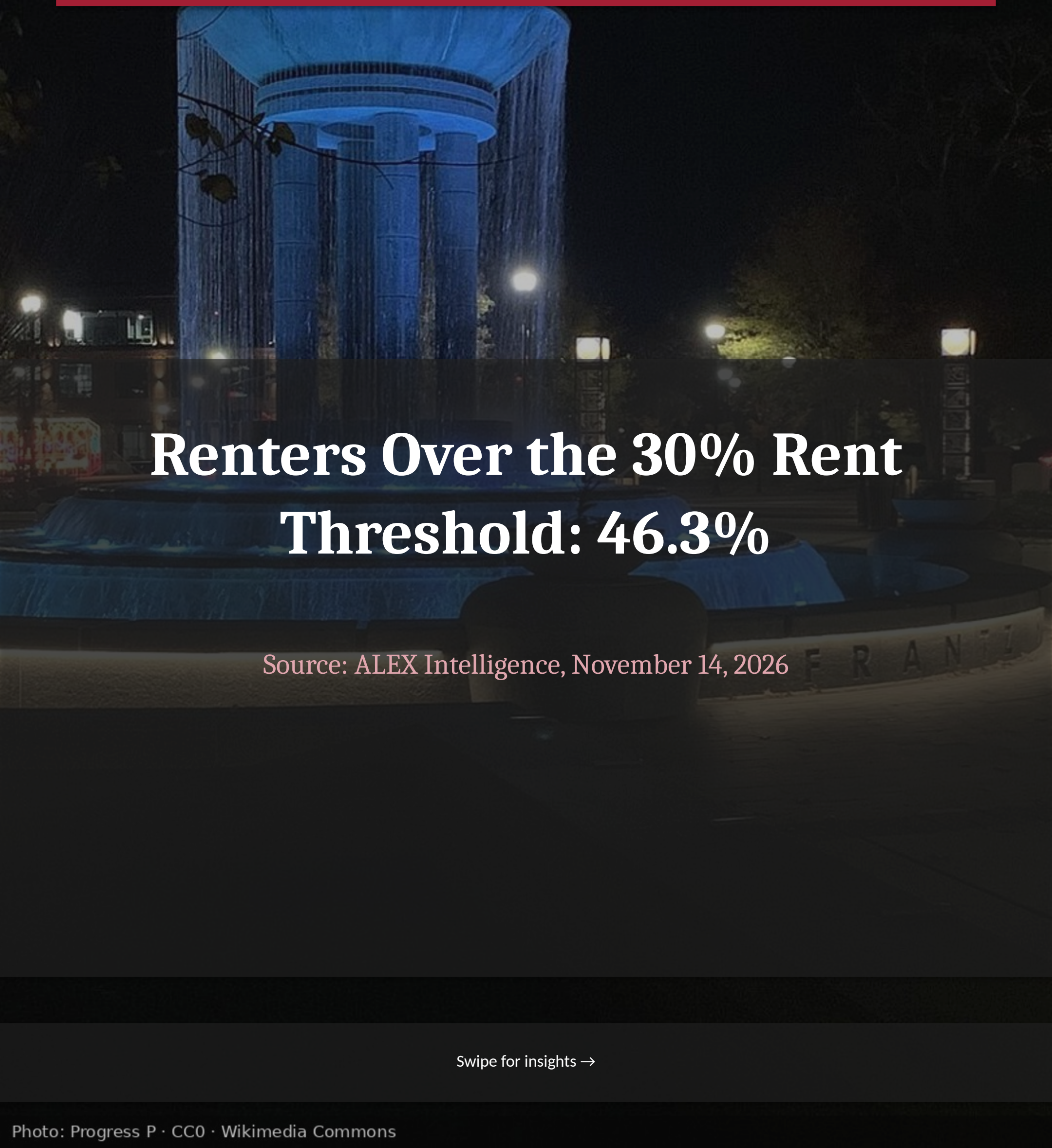
Raleigh-Cary — #8 of 10: Renters Over the 30% Rent Threshold



Renters Over the 30% Rent Threshold: 46.3%

Source: ALEX Intelligence, November 14, 2026

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Photo: Progress P · CC0 · Wikimedia Commons

THE DATA

46.3%

Renters Over the 30% Rent Threshold (2024)

Raleigh-Cary ranks #8 of 15 North Carolina metros on renters over the 30% rent threshold.

This figure reflects a growing pressure on renters in the Triangle, where nearly half of renter households spend more than 30% of their income on housing. Despite this, the region remains one of the most resilient in the state, with stable inventory and strong job growth driving demand. The high percentage underscores a structural affordability gap that persists even amid broader economic moderation.



Photo: James Willamor · 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/2026-11-14-triangle-standing-rent-burden-msa

01

Affordability Is a Relative Measure

The ranking of #8 in North Carolina is not a failure — it’s a signal of relative stability. While the Triangle has the second-highest rent burden among NC metros, it is still below the 50% threshold seen in Wilmington and Durham. This suggests that while affordability is strained, it is not yet at crisis levels. The region’s strong employment base and sustained migration help absorb pressure, making it a net attractor despite rising costs.

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02

Rent Pressure Drives Demand for Value-Driven Housing

The 46.3% rent burden is not just a headline — it's a catalyst for innovation. As more renters face financial strain, demand is shifting toward mid-tier rental units and affordable housing developments, particularly in transit-accessible zones. This is already influencing developer priorities, with new projects emphasizing efficiency, utility, and long-term affordability, even as luxury construction continues in core areas.

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