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

Woodfield leads SC in severe rent burden

46.6% of renters spend over half their income on rent

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THE DATA

46.6%

Renters Over the 50% Rent Threshold (2024)

Woodfield has the highest share of renters spending over half their income on rent in the Midlands and South Carolina.

This level of housing cost burden is not a sign of weakness — it's a signal of scarcity. The 46.6% figure reflects a market where affordability has been priced out of reach for the majority, not a failure of policy, but a reflection of sustained demand from a growing workforce and limited new construction. The data from the U.S. Census Bureau's 2024 ACS 5-Year Estimates confirms this is a structural condition, not a temporary spike.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-18-columbia-sc-severe-rent-burden-place-mkt

01

Affordability is a market signal

The real story is not the number itself, but what it implies: the system is working, but not for everyone. The high rent burden is not a bug — it’s a feature of a resilient, growing economy where housing is a scarce, high-value asset. The real risk isn’t affordability — it’s stagnation in supply. If construction doesn’t catch up, the burden will only deepen, and the most vulnerable will be pushed out.

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02

Investors are betting on resilience

In this context, the high burden is not a social issue to be solved — it's an economic opportunity to be exploited. The fact that Woodfield leads SC in this metric doesn't suggest a crisis; it suggests a market that has already priced in scarcity. Investors aren't fleeing — they're doubling down. The real estate market in the Midlands is not just surviving national headwinds; it's thriving on them.

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