Greensboro-High Point — #6 of 10: Renters Over the 30% Rent Threshold

Renters Over the 30% Rent Threshold: 46.7%

Based on 2024 ACS data, ALEX Intelligence 2026

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THE DATA

46.7%

Renters Over the 30% Rent Threshold (2024)

Greensboro-High Point ranks #6 among 15 North Carolina metros for renters spending over 30% of income on rent.

This level of financial pressure is not an outlier but a systemic condition. The burden is concentrated in single-family rentals, where supply constraints persist and tenant mobility is limited.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-28-greensboro-standing-rent-burden-msa

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Affordability is a supply constraint, not a price one

The result is a self-reinforcing cycle: limited supply drives up rents, which pushes more households into the rental market, increasing demand and further tightening supply. This is not a pricing issue — it’s a capacity issue.

02

Rental pressure is reshaping migration patterns

This selective migration pattern is not just a demographic shift — it's a market signal. It indicates that Greensboro-High Point is becoming a destination for capital-intensive, high-wage employment, but not for broad-based affordability. The long-term risk? A bifurcated housing market where growth is concentrated in luxury units and high-end rentals, while middle- and low-income households are increasingly displaced.

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