

#1 in Grand Strand, #1 in SC — ALEX Intelligence 2026

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Renters Over 30% Threshold — ALEX Intelligence 2026

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THE DATA

77.7%

Renters Over the 30% Rent Threshold (2024)

Murrells Inlet has the highest rent burden in the Grand Strand and South Carolina.

This figure means nearly four in five renters in Murrells Inlet allocate more than a third of their income to housing. The data reflects a structural imbalance where rental supply fails to keep pace with demand, particularly in seasonal and tourism-driven markets. With 77.7% of renters in this category, Murrells Inlet is not just a high-cost area—it is a high-stress one.

01

Rent Burden as a Market Filter

The 77.7% rent burden in Murrells Inlet is not a sign of affordability—it is a sign of exclusion. High rent burdens correlate with limited homeownership potential, especially for middle- and lower-income households. This dynamic reinforces a two-tier market: one for seasonal residents and investors, another for long-term locals who are increasingly priced out. The result is a population that is less stable and more transient than the data suggests.

Parcel	Year
1 27-16	\$1,500
1 28-16	\$1,000
1 29-16	\$1,500
1 30-16	\$1,500
1 31-16	\$1,000
1 32-16	\$1,500
1 33-16	\$1,000
1 34-16	\$1,000
1 35-16	\$1,000
1 36-16	\$1,000
1 37-16	\$1,000
1 38-16	\$1,000
1 39-16	\$1,000
1 40-16	\$1,000

Can't afford to stay!



02

The Hidden Cost of Seasonal Demand

Murrells Inlet's rent burden is not accidental—it is engineered by the seasonal economy. Tourism drives rental prices up in summer, but the infrastructure and housing supply do not scale to support year-round affordability. This creates a cycle where high rents attract short-term investors, who then displace long-term residents. The consequence is a community where economic activity is high but social cohesion is low, and where the very features that make the area attractive also undermine its sustainability.

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