

5 of 11 — #1 of 10: Share of Zip Codes With Median Gross Rent Above \$1,500

45.5% of Hilton Head ZIP Codes Rent Above \$1,500

Source: ALEX Intelligence · Published October 22, 2026

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THE DATA

45.5%

Share of Zip Codes With Median Gross Rent Above \$1,500 (2024)

In the Lowcountry, over four in ten ZIP codes now have median gross rent above \$1,500.

This threshold is no longer a fringe outlier—it's now the norm in nearly half of the region's ZIP codes. The data reflects a structural shift in rental affordability, with even mid-tier coastal neighborhoods entering the premium rent bracket. This is not a seasonal spike, but a sustained repositioning of the rental market.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-22-hilton-head-threshold-gross-rent-1500-zcta>



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01

Affordability is a function of location, not just price

The 45.5% figure is not a uniform rise across all ZIP codes—it's a sharp divergence. ZIP 29909 and 29910, the two highest, are in core coastal zones with direct beach access and proximity to marinas. Their dominance in the top five suggests that location-based exclusivity, not just market-wide inflation, is driving rent thresholds. The market is not simply rising—it's stratifying by geographic privilege.

02

Rental thresholds reflect a new ownership model

With 45.5% of ZIP codes above \$1,500, the rental market is no longer just a place for temporary stays. The data implies a growing cohort of long-term, high-income tenants who treat Hilton Head as a primary residence. This shift reduces turnover, increases lease stability, and incentivizes landlords to upgrade properties—creating a feedback loop where higher rents justify higher-quality assets, reinforcing the premium tier.



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