

Mount Pleasant — #1 of 7: Population

Mount Pleasant leads SC in population

Source: ALEX Intelligence, October 25, 2026

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THE DATA

93,993

Population (2024)

Mount Pleasant is the most populous city in the Charleston tri-county, outpacing all others in the region.

This population figure underscores Mount Pleasant's role as the demographic anchor of the tri-county area. Its size supports sustained demand for housing, retail, and infrastructure, reinforcing long-term value in both residential and commercial real estate. The city's growth trajectory reflects broader in-migration trends into the Lowcountry, driven by lifestyle appeal and proximity to economic hubs.

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

<https://alex-companies.com/data/2026-10-25-charleston-sc-population-place-mkt>

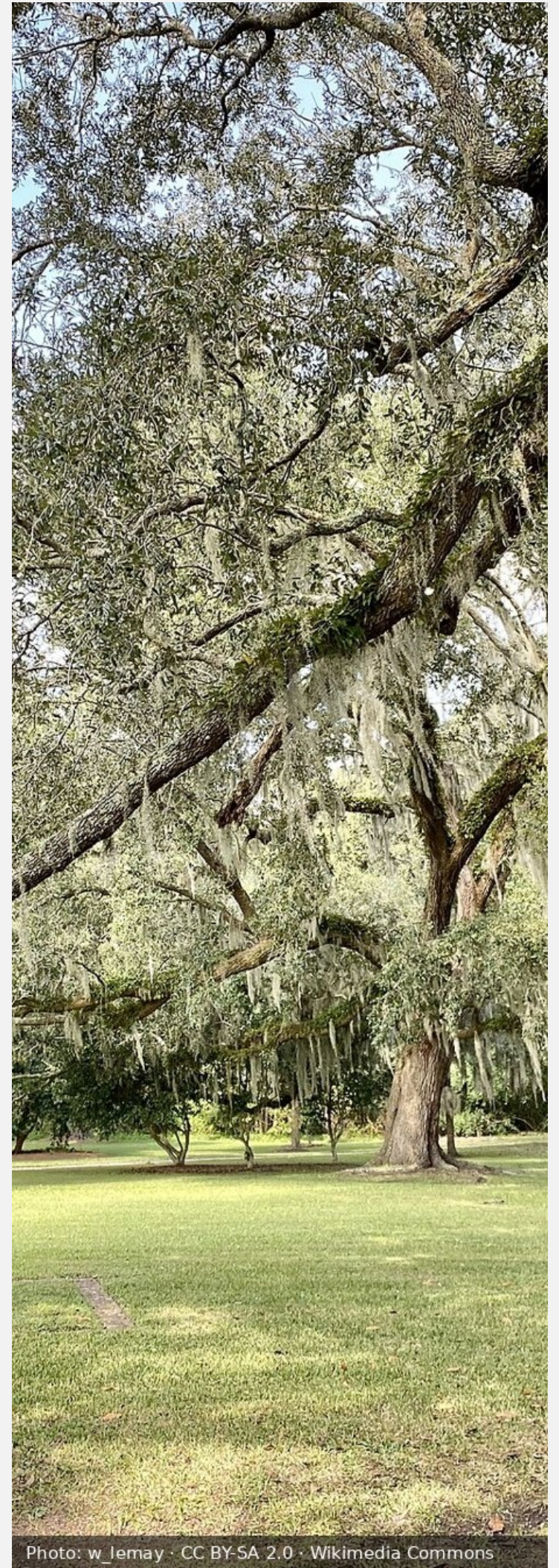


Photo: w_lemay · CC BY-SA 2.0 · Wikimedia Commons

A background image featuring a tall, white lighthouse with a dark lantern room, situated on a rocky coastline. In the distance, a range of mountains is visible under a clear sky. The image is overlaid with a semi-transparent dark red layer, which serves as a backdrop for the text.

01

Scale drives resilience

Mount Pleasant's population size isn't just a number—it's a structural advantage. Larger cities attract more services, public investment, and private capital, creating a self-reinforcing cycle of development. This scale helps buffer against market volatility, as seen in consistent housing demand and industrial activity even during broader economic shifts. The city's size is not a side effect of growth but a strategic asset in the region's real estate ecosystem.

02

Density without congestion

Despite its size, Mount Pleasant maintains a unique balance between urban density and suburban character. Its population growth has been managed through deliberate planning and infrastructure investment, avoiding the gridlock and strain seen in other rapidly growing South Carolina cities. This managed expansion enhances quality of life, making it a magnet for remote workers and families seeking stability with access to coastal amenities.



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