

4 of 35 — #1 of 10: Share of Zip Codes With Median Gross Rent Above \$1,500

11.4% of Columbia ZIPs Rent Over \$1,500

New ALEX Intelligence Data, October 26, 2026

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THE DATA

11.4%

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

This marks a growing segment of the Midlands where rental affordability is shifting.

In the Columbia MSA, 11.4% of ZIP codes now have median gross rents exceeding \$1,500, a threshold that reflects increasing demand and constrained supply. The four highest-ranking ZIPs—29036, 29063, 29229, and 29072—are concentrated in Richland and Lexington counties, indicating that even within the Midlands, rental pressure is not evenly distributed. These areas are near key employment centers, military installations, and newer residential developments, driving up rent in localized pockets.

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

<https://alex-companies.com/data/2026-10-26-columbia-sc-threshold-gross-rent-1500-zcta>

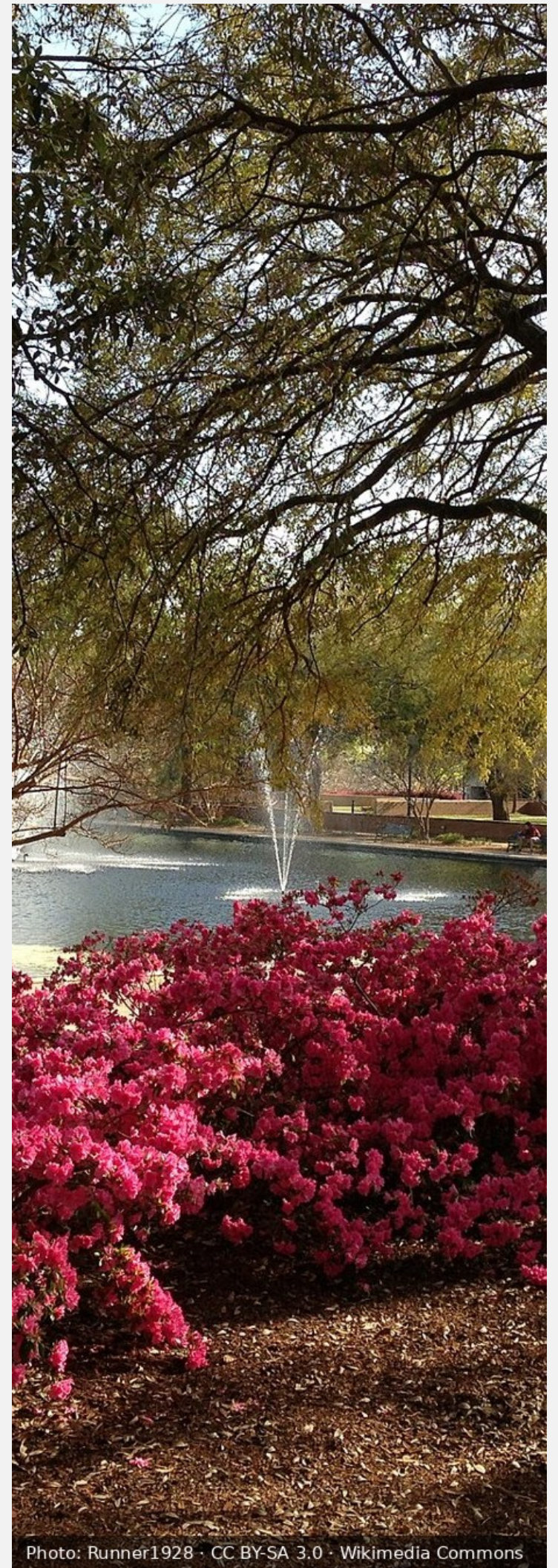
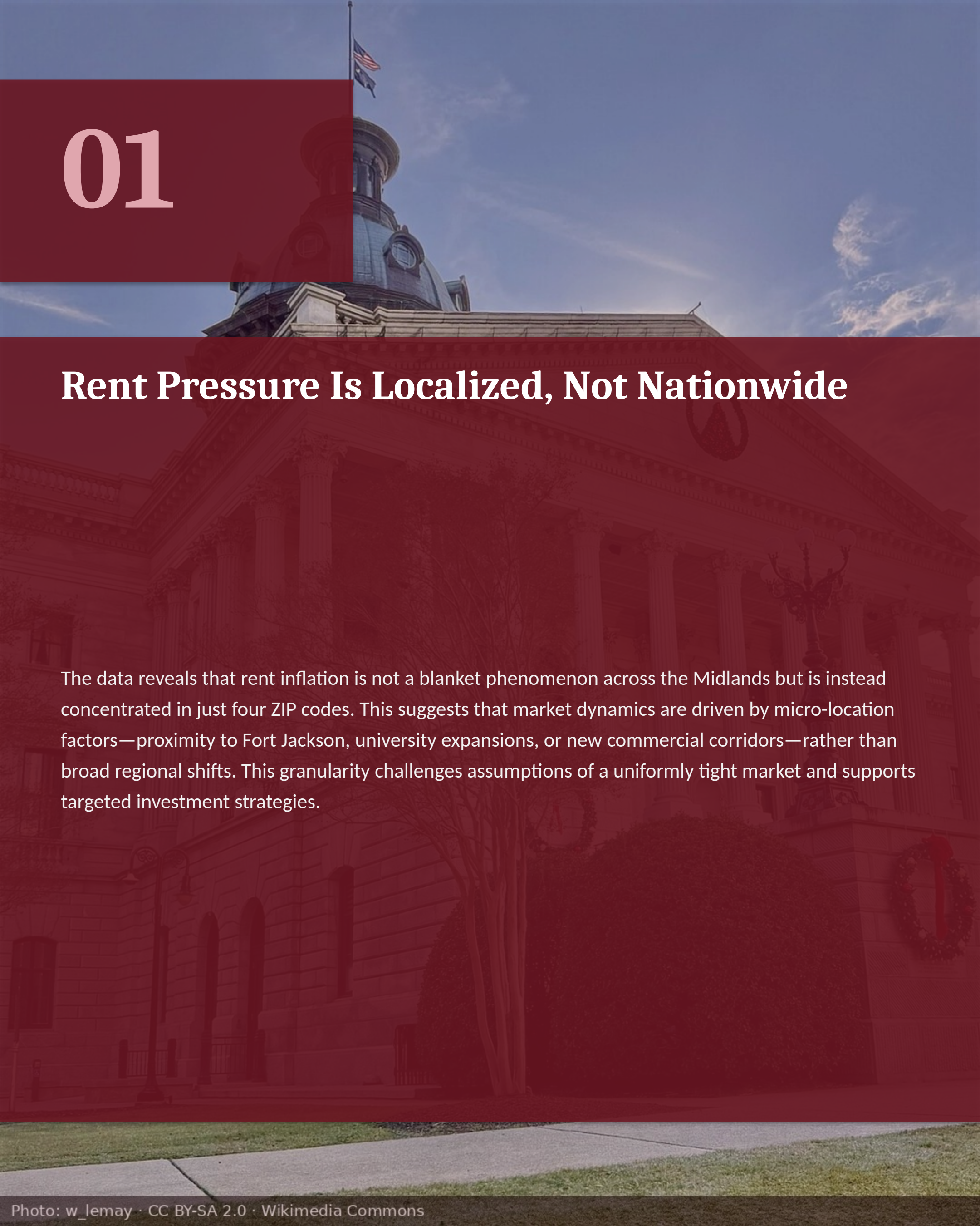


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01

Rent Pressure Is Localized, Not Nationwide

The data reveals that rent inflation is not a blanket phenomenon across the Midlands but is instead concentrated in just four ZIP codes. This suggests that market dynamics are driven by micro-location factors—proximity to Fort Jackson, university expansions, or new commercial corridors—rather than broad regional shifts. This granularity challenges assumptions of a uniformly tight market and supports targeted investment strategies.

02

Affordability Is Still the Midlands' Core Strength

Despite rising rents in a few ZIPs, the vast majority of Columbia's housing market remains accessible. The 11.4% threshold is not a tipping point but a signal of early-stage premiumization in high-demand corridors. This aligns with the Richmond Fed's 5th District report noting stable job growth in public and defense sectors, which sustains household formation without triggering widespread rent spikes. The Midlands remains a bastion of affordability within South Carolina, making it uniquely positioned to absorb new residents and maintain long-term market stability.



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