

Georgetown — #1 of 10: Renters Over the 50% Rent Threshold

Georgetown, SC leads SC in severe rent burden

Based on ALEX Intelligence's 2026 Severe Rent Burden Report

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THE DATA

34.1%

Renters Over the 50% Rent Threshold (2024)

Georgetown, SC leads South Carolina in the share of renters spending more than half their income on rent.

This figure — 34.1% — reflects a deep structural pressure in the rental market, where affordability has eroded beyond what is sustainable for median-income households. The data, drawn from the U.S. Census Bureau's 2024 American Community Survey, underscores that in Georgetown, nearly one in three renters is financially strained by housing costs. This is not a transient trend but a signal of long-term imbalance between wage growth and rental inflation.

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

<https://alex-companies.com/data/2026-10-28-grand-strand-severe-rent-burden-place-mkt>

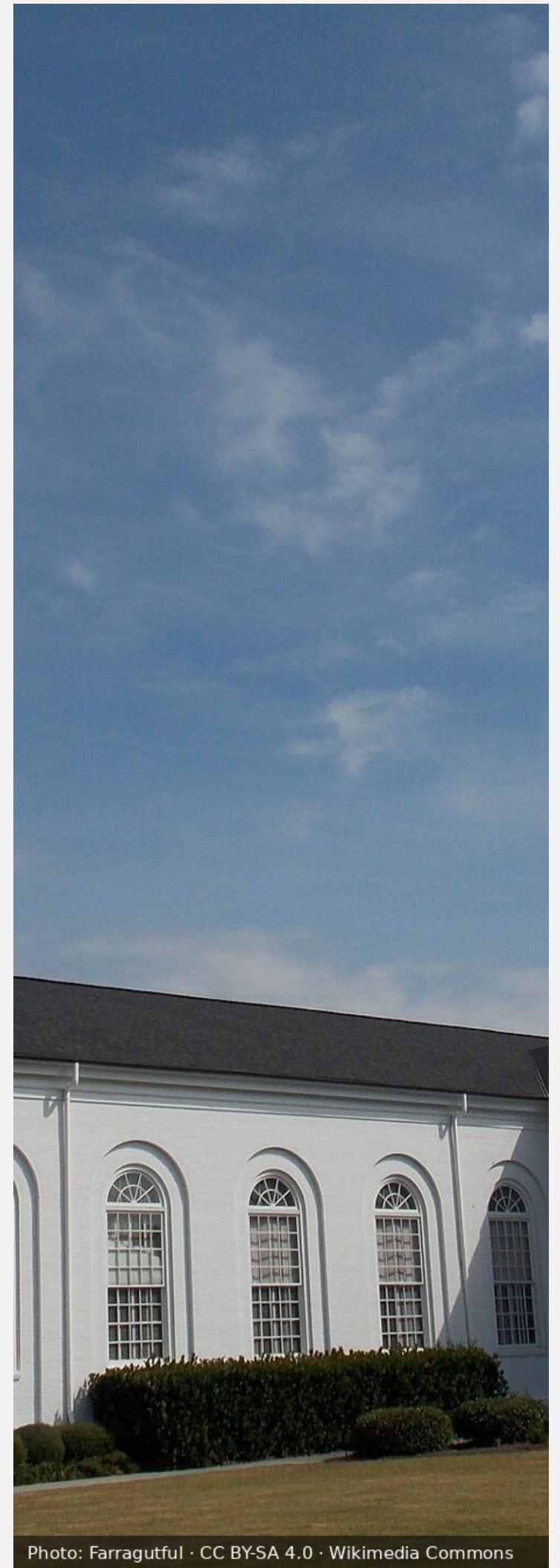


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01

Affordability is the new market signal

The 34.1% threshold in Georgetown is not a failure of policy — it's a market signal. It indicates that the Grand Strand's rental economy has reached a tipping point where demand from remote workers, retirees, and second-home buyers has outpaced supply and wage growth. This is not a temporary spike; it is a structural shift. The fact that this burden is highest in Georgetown, the most historically affordable city in the metro, suggests that even the most accessible entry points are now under pressure. The market is no longer just about location — it's about survival.

02

Rent burden drives capital reallocation

When 34.1% of renters are over the 50% threshold, it triggers a second-order effect: capital is no longer flowing into new rental construction. Builders are responding to the data not with more units, but with more luxury and short-term rentals — the only types that can absorb the high cost of capital and still deliver returns. This creates a feedback loop: less affordable housing leads to fewer new units, which increases rent pressure, which further discourages investment in affordable stock. The market is self-reinforcing its own unaffordability.



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