

#3 of 8: Renters Over the 30% Rent Threshold

Renters Over the 30% Rent Threshold: 47.0%

47.0% of renters exceed 30% threshold — source: ALEX Intelligence 2026

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THE DATA

47.0%

Renters Over the 30% Rent Threshold (2024)

The Grand Strand ranks #3 among South Carolina metros for renters spending over 30% of income on rent.

This figure reflects a structural affordability challenge in a high-demand coastal market. Despite strong job growth and migration, wage increases have not kept pace with rent inflation. The 47.0% threshold signals that nearly half of renters in the Myrtle Beach-Conway-North Myrtle Beach MSA are under severe financial pressure.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-31-grand-strand-standing-rent-burden-msa>

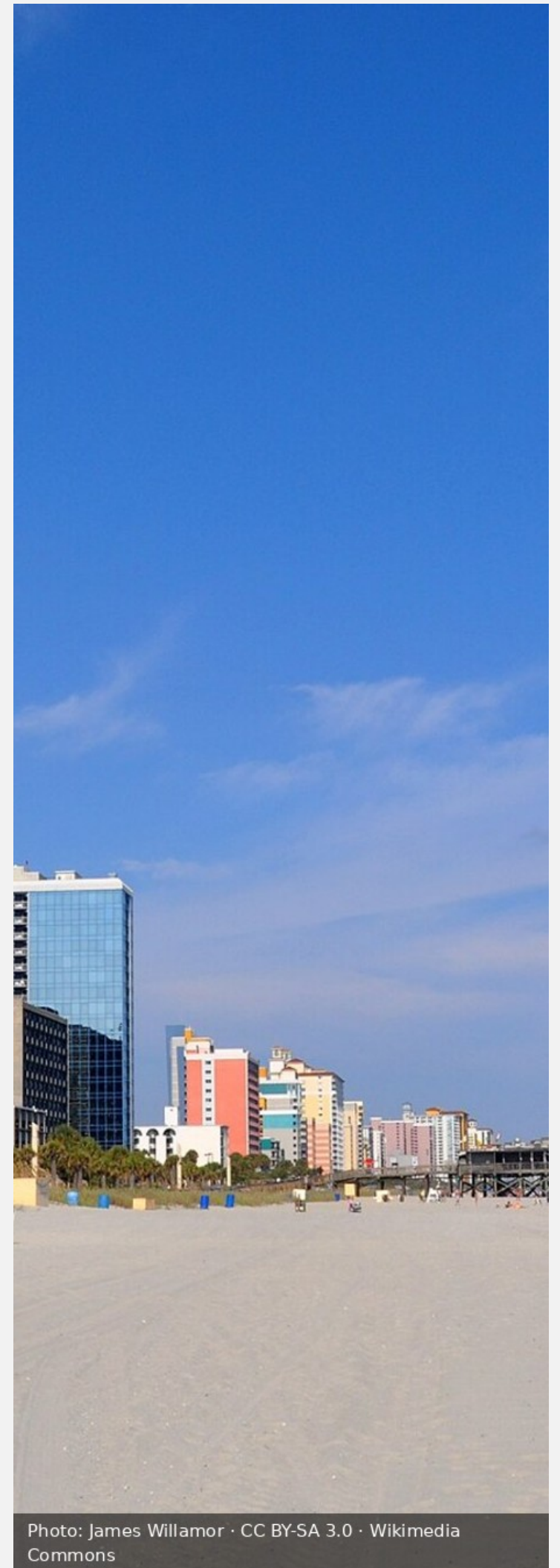


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01

Affordability pressure fuels second-home demand

Paradoxically, high rent burden correlates with elevated demand for second homes and short-term rentals. Investors view the Grand Strand as a high-rent, high-turnover asset class, where seasonal demand justifies premium pricing. This creates a feedback loop: rising rents attract investors, who further reduce long-term rental availability, increasing pressure on local residents.

02

Rent burden is a strategic market signal

The 47.0% figure is not just a cost metric — it's a competitive indicator. Markets with high rent burden often attract capital seeking yield in a constrained supply environment. For developers and investors, this data confirms that the Grand Strand is not a price-taker market but a high-margin opportunity, especially in rental and short-term rental assets.



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