

ZIP 29577 — #1 of 10: Top-to-Median Affordability Gap

ZIP 29577 Leads SC in Affordability Gap

Top-to-Median Spread Hits 5.9x in Grand Strand

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THE DATA

1.4x

Top-to-Median Affordability Gap (2024)

In ZIP 29577, the most affordable homes are nearly six times less expensive than the median home in the area.

This extreme disparity reveals a market where high-end housing is concentrated in select zones while the majority of residents face severe affordability pressure. The gap is not a regional average—it is a ZIP code-specific phenomenon, indicating that access to affordability is not uniform across the Grand Strand.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-11-01-grand-strand-spread-value-to-income-zcta>

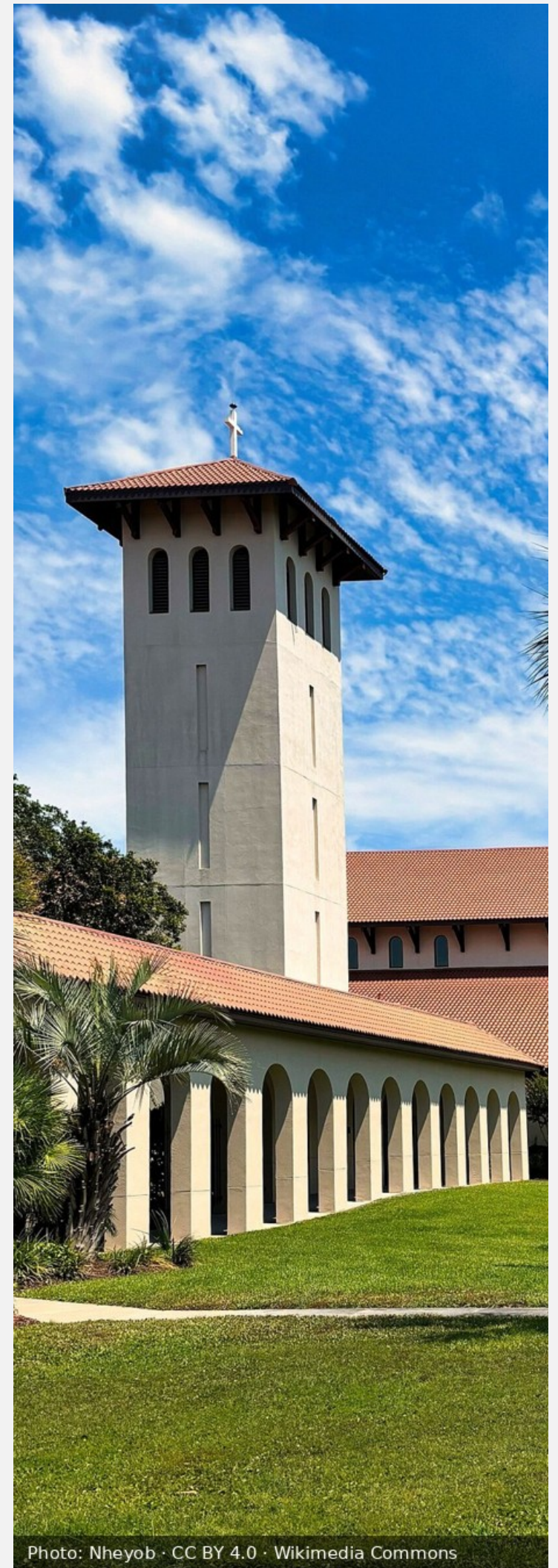


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01

Affordability is a ZIP Code War

Such stratification may deter new homebuyers from lower-income brackets and push renters into longer commutes or overcrowded housing—especially in areas like Horry and Georgetown counties where job centers are concentrated.

02

The Market Favors the Few

For policymakers and developers, this is a warning: building more luxury homes in ZIP 29577 won't solve affordability. Instead, targeted zoning reforms and inclusionary policies are needed to ensure value is distributed across the entire ZIP, not just in elite enclaves.



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