Mount Pleasant — #1 of 7: Top-to-Median Gross Rent Gap

# Mount Pleasant leads SC in rent gap at 1.3x

Source: ALEX Intelligence · Published November 03, 2026

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THE DATA

# 1.3x

**Top-to-Median Gross Rent Gap (2024)**

Mount Pleasant’s top gross rent is 1.3 times the median rent across the Charleston tri-county.

This gap reflects a deepening bifurcation in affordability, where premium housing in Mount Pleasant is increasingly disconnected from the broader market. The disparity is not driven by supply shortages alone, but by structural shifts in tenant demographics and investment patterns.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-03-charleston-sc-spread-gross-rent-place



Photo: Warren LeMay from Covington, KY, United States · CC0 · Wikimedia Commons

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# Affordability is fracturing by neighborhood

The 1.3x gap in Mount Pleasant signals a new phase in Charleston’s housing evolution: the rise of enclave-based economic stratification. This suggests that supply alone cannot resolve affordability—distribution and access are now the core issues.

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## Rent premiums are pricing out future residents

Mount Pleasant's 1.3x rent spread indicates that the city is no longer a gateway for upward mobility but a fortress for capital preservation. The top-tier rental market is attracting investors and high-income tenants, not first-time buyers or young professionals.

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