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

Renters Over the 30% Rent Threshold: 45.9%

45.9% of renters exceed 30% threshold

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THE DATA

45.9%

Renters Over the 30% Rent Threshold (2024)

Hilton Head Island-Bluffton-Port Royal ranks #5 of 8 South Carolina metros on renters over the 30% rent threshold.

This level of rent burden places Hilton Head among the most financially strained housing markets in the state, despite its coastal appeal and high-end amenities. With 45.9% of renters spending more than 30% of their income on rent, affordability is under intense pressure. This is not a sign of oversupply, but rather a symptom of persistent demand outpacing inventory growth.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-16-hilton-head-standing-rent-burden-msa

01

Affordability is a structural constraint

The 45.9% rent burden reflects a structural imbalance—not a temporary spike. Even as prices rise, income growth has lagged, compressing affordability for long-term residents and first-time buyers alike. This is not a crisis of perception—it’s a data-driven reality rooted in supply constraints.

02

Rent burden fuels demographic shift

As rent burden intensifies, the composition of the housing market is changing. The influx of high-income households is displacing middle-income families, accelerating the concentration of large, high-value homes. This dynamic is not just about price—it's about access. The 45.9% figure represents a growing cohort of renters who are increasingly priced out of long-term stability, even as the region's economic profile remains strong. The consequence is a narrowing of the housing ladder, with fewer pathways to homeownership.

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