

#1 in SC: Share Aged 65+ — ALEX Intelligence 2026

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Hilton Head Island leads South Carolina in senior population share — ALEX Intelligence, 2026

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THE DATA

39.2%

Share Aged 65 and Over (2024)

Hilton Head Island's senior population share is the highest in South Carolina, according to the latest ALEX Intelligence data.

This figure is not just a demographic statistic—it's a market signal. With nearly four in ten residents aged 65 or older, Hilton Head is evolving into a retirement-first ecosystem. Demand for low-maintenance, accessible housing, healthcare proximity, and walkable amenities is structurally embedded, not cyclical.

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

<https://alex-companies.com/data/2026-09-25-hilton-head-senior-share-place-mkt>





01

Retirement Demand Is Market Architecture

This resilience is reflected in steady residential construction permits and sustained investment in senior-focused communities. The market isn't just surviving—it's adapting to its own demographic core.

02

The Rent Gap Is a Consequence of Aging

This imbalance isn't due to speculation or tourism—it's structural. The scarcity of rental units suitable for older adults is creating upward pressure on rents, even as the overall market avoids the volatility seen elsewhere.



Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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