

29.4% Aged 65+ — #1 in SC

Hollywood Leads SC in Senior Population

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THE DATA

29.4%

Share Aged 65 and Over (2024)

Hollywood leads the Charleston tri-county in senior population, a trend with deep implications for housing, infrastructure, and community services.

This figure — 29.4% — reflects a sustained demographic shift in Hollywood, where a growing cohort of older residents is reshaping local demand. It is not a passing trend but a structural transformation, driven by retirement migration, long-term residency, and limited new construction in age-sensitive neighborhoods. The implications extend beyond housing, influencing public health planning, transportation access, and local business models.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-27-charleston-sc-senior-share-place-mkt>



01

The Age Wave Is a Market Signal

Institutional investors and local governments must align on long-term planning. The absence of walkable, mixed-use corridors in Hollywood, despite its senior density, suggests a misalignment between population and infrastructure — a gap that will only widen without intervention.



02

Demographics Predate the Boom

The key insight: the highest-performing real estate markets are not necessarily the fastest-growing, but the most stable. In a region where migration patterns shift rapidly, Hollywood's enduring senior profile signals a rare form of market maturity — one that prioritizes long-term retention over short-term turnover.

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