

#1 in Lowest Median Household Income — Charleston Tri-County, 2024

Hollywood Has SC's Lowest Median Income

ALEX Intelligence 2024 data reveals a surprising market signal

Swipe for insights →

THE DATA

\$73,693

Median Household Income (2024)

Hollywood leads the Charleston tri-county in lowest median household income, a data point that defies typical market expectations.

This figure, derived from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, reveals a structural reality: Hollywood is not a high-income enclave. Yet it remains a core node in a region where real estate value is increasingly decoupled from immediate income levels. The presence of under-indexed income areas within high-demand markets signals deep structural imbalance — and opportunity.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-05-charleston-sc-median-income-place-mkt-asc>



01

Low Income ≠ Low Value

Hollywood's \$73,693 median income does not reflect stagnant real estate value. The city sits within a tri-county region where home prices remain stable, inventory is tight, and demand is sustained — suggesting that income and asset value are no longer linearly correlated. This dislocation is not a flaw; it is a market inflection point where affordability gaps are being absorbed by long-term capital appreciation expectations.

02

Investment Signals in Disparity

When a city with the lowest income in the region is also a hub for infrastructure upgrades — such as the Isle of Palms' beach renourishment — it signals strategic capital deployment into under-recognized zones. The investment in climate resilience and public amenities in low-income areas is not charity; it is a forward-looking bet on future value capture. These communities are being pre-positioned for long-term appreciation, even as current income levels remain modest.



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



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

