

Hollywood — #1 of 7: Median Resident Age

Hollywood Leads SC in Median Resident Age

53 years — ALEX Intelligence 2026

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THE DATA

53 years

Median Resident Age (2024)

Hollywood is the oldest city in the Charleston tri-county by median age, according to the 2024 American Community Survey.

This figure reflects a deepening demographic shift in the Lowcountry, where long-term residents and retirees are consolidating in established neighborhoods. The aging population is not just a statistic — it's shaping home design preferences, influencing local policy, and altering the pace of new construction. With less demand for starter homes and higher demand for low-maintenance, accessible housing, the market is quietly evolving.

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

<https://alex-companies.com/data/2026-10-19-charleston-sc-median-age-place-mkt>



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01

Aging In Place Drives Renovation Demand

Hollywood's median age of 53 years signals a growing cohort of residents prioritizing home modifications over relocation. This trend is fueling demand for accessible renovations — stairlifts, widened doorways, single-floor layouts — particularly in homes built before 1980. Builders and contractors are adapting by offering 'aging-in-place' design packages, turning existing homes into long-term residences rather than transient investments.

02

The Hidden Supply Constraint

While new construction remains strong in Mount Pleasant and Hanahan, Hollywood's high median age correlates with lower inventory turnover. Older homes in established neighborhoods are less likely to be listed, as owners delay selling to maintain stability. This creates a structural shortage of move-up homes, tightening supply in the upper price tiers and contributing to sustained appreciation — even as overall market activity remains steady.



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