

Hollywood — #1 of 7: Home Value to Income Ratio

Hollywood leads SC in home affordability pressure

6.2x median income — source: ALEX Intelligence, 2026

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THE DATA

6.2x

Home Value to Income Ratio (2024)

Hollywood's ratio exceeds all other cities in the Charleston tri-county, reflecting the highest burden on median household income.

This figure indicates that, on average, a household in Hollywood must work 6.2 years to afford a home at the median price. The ratio is the highest in the Charleston tri-county metro and the state, signaling intense affordability pressure in one of the region's most sought-after communities. The data reveals a structural imbalance where housing value growth has outpaced income growth, especially in coastal enclaves with strong amenity appeal.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-30-charleston-sc-value-to-income-place-mkt>

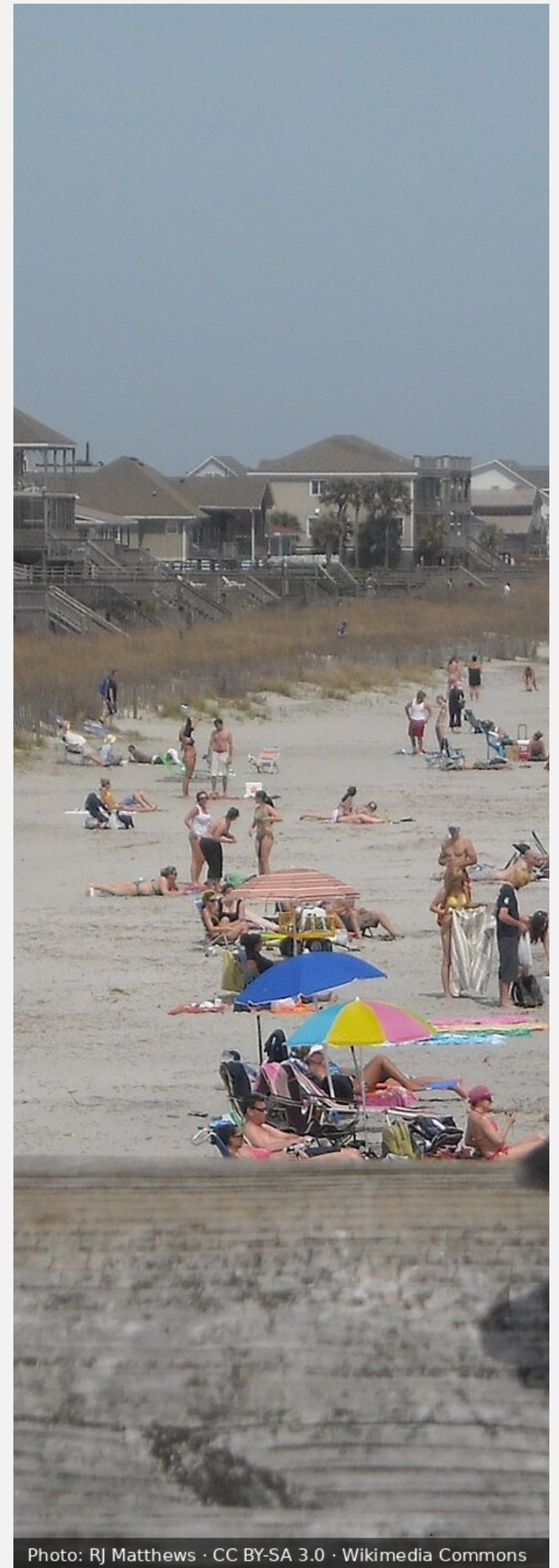


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01

Affordability pressure favors long-term residents

The 6.2x ratio in Hollywood creates a self-reinforcing retention effect: homeowners who bought during lower-rate eras are effectively locked in. In Hollywood, this means that while new buyers face extreme pressure, existing homeowners are less likely to sell — reducing inventory and reinforcing price stability for those who remain. The result is a market that rewards patience and early entry over timing or speculation.



02

The market is pricing in permanence, not mobility

With home value to income ratios above 6x, the Charleston tri-county is shifting from a mobility-driven market to one defined by permanence. This isn't just about cost — it's about identity. Cultural anchors like the Charleston Literary Festival and the Folly Beach Halloween dance reinforce place-based loyalty. When a home costs six years of income, it becomes a life anchor, not just a financial asset. This dynamic makes the region less responsive to interest rate shifts and more resistant to speculative turnover, creating a resilient but less liquid market.



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