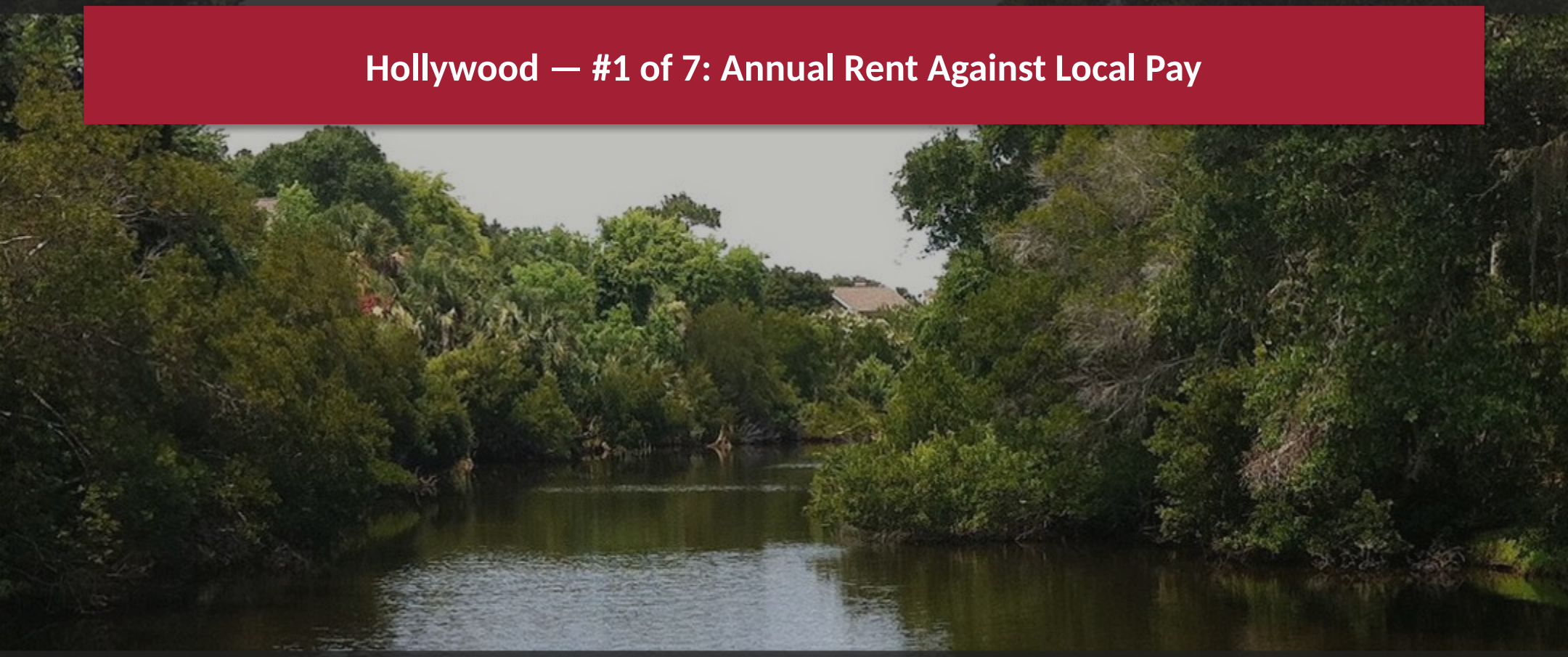
Hollywood — #1 of 7: Annual Rent Against Local Pay



Hollywood leads SC in rent-to-income pressure

26.5% of local pay goes to rent — source: ALEX Intelligence, 2026

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Photo: Scott Long · CC BY 3.0 · Wikimedia Commons

THE DATA

26.5%

Annual Rent Against Local Pay (2024)

Hollywood leads the Charleston tri-county in the share of annual income spent on rent.

This figure exceeds the 20% threshold widely seen as the point of financial strain. In Hollywood, renters allocate more than a quarter of their annual income to housing, a pressure point that reflects both high local rents and constrained wage growth. This imbalance is not incidental — it is structural.



Photo: ProfReader · CC BY-SA 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-17-charleston-sc-rent-to-income-place-mkt

01

Rent pressure fuels a new migration logic

The consequence is that affordability is no longer a function of price alone, but of income distribution. The market is not failing — it is sorting.

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02

Green space vs. infrastructure: a new trade-off

The result is a feedback loop: development increases demand, which increases rent, which increases pressure, which justifies more infrastructure, which further reduces green space.

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

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