

97.8% Income Gap in Hilton Head – #1 in SC

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The #1 in South Carolina for incoming household income advantage

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THE DATA

97.8%

Income Gap Between Arriving and Departing Households (2023)

Hilton Head leads South Carolina in the income advantage of incoming households over those leaving.

This 97.8% gap reflects a profound shift in economic composition: the Lowcountry is not just attracting people—it is attracting higher-income households at a rate unmatched in the state. The data, drawn from IRS county-to-county migration flows (2022–23), reveals that the region is becoming a net receiver of wealth, not just population.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-16-hilton-head-mig-agi-gap>



01

Wealth Inflow Is a Structural Advantage

This trend is reinforced by limited supply and high barriers to entry, which filter out lower-income mobility and preserve the market's exclusivity. The result is a self-reinforcing cycle where wealth attracts more wealth, even in the face of national softening.



02

In-Migration Is a Policy Lever

Any policy that disrupts this trajectory—such as overdevelopment of affordable units without economic alignment—risks undermining the very foundation of the market’s resilience. The data shows that the region’s strength lies in its ability to attract, not accommodate, the affluent.

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