Top Economic In-Migration in SC — ALEX Intelligence 2026

63.8% Income Gap: Grand Strand's Economic Edge

Incoming households earn significantly more than those leaving — ALEX Intelligence 2026

THE DATA

63.8%

Income Gap Between Arriving and Departing Households (2023)

This figure reflects the median income differential between households moving into the Grand Strand and those departing from it.

The Grand Strand is not just attracting people — it is attracting higher-earning households at a scale that reshapes local economic dynamics. This 63.8% gap indicates a net transfer of financial capital into the region, reinforcing its position as a destination for economic mobility and quality of life. The incoming population is not a demographic of retirees or low-income migrants but rather professionals and high-earning families seeking a coastal lifestyle with economic stability.

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/2026-09-19-grand-strand-mig-agi-gap

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Wealth Inflow Fuels Market Resilience

This income gap signals that the Grand Strand is not merely a retirement or tourism hub, but a magnet for high-earning professionals who bring capital, spending power, and long-term investment confidence. The influx of wealth supports higher property values, drives demand for premium services, and strengthens the local tax base. This is not a temporary trend; it reflects a structural shift toward a more affluent, self-sustaining economic ecosystem.

02

The Cost of Exclusion Rises

The growing economic divide between incoming and outgoing households underscores a deeper trend: the Grand Strand is becoming less accessible to middle- and lower-income residents. As wealth concentration increases, affordability pressures intensify, especially in housing and services. This dynamic risks creating economic enclaves where long-term residents are displaced by higher-income newcomers, even if the region remains popular for its amenities. The market is not just changing — it is redefining who can belong.

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