

#1 in Lowest Median Household Income — ALEX Intelligence 2026

Garden City Has the Lowest Income in the Grand Strand

ALEX Intelligence 2026 ranks it #1 for lowest median household income

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THE DATA

\$47,249

Median Household Income (2024)

Garden City leads the Grand Strand in the lowest median household income among its cities.

This figure, derived from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, reflects a persistent economic profile in Garden City that stands in contrast to the region's broader luxury real estate narrative. The city's low income level is not a sign of weakness but a structural feature that supports affordability-driven demand. This creates a unique investment opportunity where long-term value appreciation can outpace income growth.

01

Affordability as a Strategic Asset

In the Grand Strand, where luxury homes dominate headlines, Garden City's low median income reveals a hidden foundation for sustainable growth. The city's affordability attracts a cohort of long-term residents and second-home buyers seeking lower entry points. This demographic shift is reinforcing stable occupancy rates and reducing turnover, especially in rental and mid-tier ownership markets. Over time, this stability becomes a competitive moat against speculative volatility.



02

The Hidden Edge of Low-Income Zones

Cities with below-average incomes often face underinvestment, but in Garden City, this gap is being leveraged. The disparity between income levels and rising home prices suggests a latent appreciation curve that could accelerate as infrastructure, public services, and amenities improve. Unlike higher-income cities where appreciation is already priced in, Garden City offers a path to compound returns without immediate market saturation. This makes it a critical node for investors seeking asymmetric upside.

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

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