

#1 Most Affluent County in the Upstate — ALEX Intelligence 2026

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Greenville County leads with \$76,932 median income — ALEX Intelligence 2026

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THE DATA

\$76,932

Median Household Income (2024)

Greenville County holds the highest median household income among Upstate counties.

This figure reflects deep-rooted economic resilience, driven by a concentration of high-wage manufacturing, healthcare, and tech services. The gap between Greenville and the next highest county—Anderson at \$66,651—suggests a structural divide in disposable income capacity across the I-85 corridor.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-02-upstate-sc-median-income-county-mkt>



EQ4

01

Affluence Is a Filter, Not a Destination

As a result, investment in affordable housing is not a matter of demand alone—it's a policy and development imperative. The market is not failing; it's evolving with a new set of economic rules.

02

Income-Driven Infrastructure Leverage

This creates a feedback loop: higher income enables higher investment in quality-of-life infrastructure, which in turn attracts more high-income residents and capital. The Upstate's growth is not just economic—it's spatially self-reinforcing.



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

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