

#1 in Lowcountry Median Income for Lowest-Income Cities — ALEX Intelligence 2026

Laurel Bay: \$54,345 Median Income — #1 Lowest in Lowcountry

Beaufort County's most affordable city leads a hidden economic tier

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THE DATA

\$54,345

Median Household Income (2024)

Laurel Bay has the lowest median household income in the Lowcountry, according to the 2024 American Community Survey.

This figure places Laurel Bay at the base of Beaufort County's economic spectrum, despite being in one of South Carolina's most sought-after real estate regions. The stark contrast with Bluffton's \$111,281 median income underscores a deep structural divide within the same market.

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

<https://alex-companies.com/data/2026-10-04-hilton-head-median-income-place-mkt-asc>



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Affordability Anchors the Market

The presence of such a low-income anchor point within the same county as Bluffton and Hilton Head Island suggests a resilient, multi-tiered housing market. It allows for sustained demand across price points, preventing a market-wide bubble by ensuring a steady supply of labor and local services.

02

The Hidden Premium of Access

The market is not just about wealth; it's about functional geography.



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

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