

#1 in Midlands, #1 in South Carolina — ALEX Intelligence 2026

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ALEX Intelligence 2026 Median Income Ranking

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THE DATA

\$113,986

Median Household Income (2024)

The highest median income among all ZIP codes in the Midlands and South Carolina is found in ZIP 29036.

This figure—\$113,986—represents the most affluent ZIP in the Midlands and the state. It underscores a growing concentration of high-income households in the northern reaches of Richland County, near the intersection of I-20 and US 1. This income level is 38% above the state median and reflects deepening economic stratification within the metro area.

01

Affluence drives demand for quality

This is not a transient boom—it is structural. The data suggests that the most successful neighborhoods are those that have institutionalized access to opportunity through education, transportation, and civic infrastructure.



02

Spatial equity is the new frontier

The real question is not how to increase median income, but how to enable more ZIP codes to reach that level through systemic inclusion. The data shows the potential—but not the path yet.

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

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