

#1 in Lowcountry, #1 in SC — ALEX Intelligence 2026

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Highest-Earning County-to-County Inflows — ALEX Intelligence 2026

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THE DATA

\$421,340

Average Income of Arriving Households (2023)

This figure represents the top-ranked inflow county, Western Connecticut Planning Regi, CT, sending high-earning households to the Lowcountry.

The average income of households relocating to Beaufort and Bluffton counties from Western Connecticut Planning Regi, CT, is \$421,340 — the highest recorded in the nation for county-to-county migration to the Lowcountry. This reflects a growing trend of high-net-worth individuals choosing South Carolina's coastal region for permanent relocation, driven by favorable tax policy, quality of life, and strong infrastructure. The data underscores that Hilton Head's market is not just attracting remote workers but also elite economic migrants from high-income U.S. regions.

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/2026-10-10-hilton-head-mig-in-agi>



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01

Migration as Economic Engine

The presence of \$421,340 average-income households from Western Connecticut Planning Regi, CT, is not merely a demographic footnote — it is a structural driver of market resilience. These arrivals bring not only capital but also professional networks, entrepreneurial energy, and demand for high-end services, reinforcing local economic stability. Unlike transient remote workers, these migrants represent a permanent shift in the region's economic base, increasing tax revenues, supporting premium retail, and raising the floor for property value appreciation across all segments of the market.

02

Affordability Paradox

Despite the influx of high-income households, Beaufort County's housing market remains under structural pressure. The IRS migration data reveals that these arrivals are not fleeing affordability but choosing the Lowcountry despite its elevated prices — a sign of deep market confidence. This suggests that affordability is not the primary constraint for this cohort; instead, it is the perceived quality of life, access to amenities, and long-term stability that override price. The market is therefore not being driven by price sensitivity but by value-based migration, which supports sustained demand even amid national volatility.



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