

#1 of 10 Lowcountry counties, #1 of 10 SC counties — ALEX Intelligence 2026 Migration Report

#1 in Lowcountry, #1 in SC

Highest-income arrivals by county — ALEX Intelligence 2026 Migration Report

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THE DATA

\$421,340

Average Income of Arriving Households (2023)

This is the highest average income of any county sending households to the Lowcountry, surpassing even major metros like Cook County, IL, and Mecklenburg County, NC.

The data reveals a profound shift in migration patterns: the Lowcountry is no longer just a retirement or seasonal destination. It is now attracting the most affluent households from elite coastal and urban centers — not from within South Carolina, but from distant, high-income regions. This inflow signals a repositioning of the region's economic profile, moving beyond tourism and second homes toward a permanent, high-net-worth population.

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>



01

Wealth Is Arriving — Not Just People

The \$421,340 average income of incoming households from Western Connecticut Planning Regi, CT, is not a statistical outlier — it is a signal. This level of income indicates a migration of capital, not just labor. These households are not fleeing affordability; they are seeking a premium lifestyle, long-term stability, and access to elite amenities — all of which the Lowcountry now offers. This inflow suggests a growing investor class that values location, security, and exclusivity over proximity to traditional economic centers.



02

The New South Coastline Is Real

The fact that Western Connecticut — a region known for high-income professionals, financial services, and coastal privilege — leads this migration pattern is telling. It implies that the Lowcountry is being recognized as a Southern equivalent of New England's coastal elite enclaves. This is not a trickle of retirees or seasonal visitors. It is a strategic relocation of high-earning individuals who view Hilton Head, Bluffton, and Beaufort as a sustainable, high-quality alternative to overbuilt or overpriced coastal hubs. The market is being redefined by the very people who once lived in the places now being left behind.

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