

Cumberland County, NC — #1 of 10: Average Income of Arriving Households

Cumberland County, NC leads in highest-income arrivals

Highest-earning migrants to the Grand Strand, 2022–23

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THE DATA

\$374,948

Average Income of Arriving Households (2023)

Cumberland County, NC sent the highest-earning households to the Grand Strand in 2022–23.

This figure represents the average income of households that relocated from Cumberland County, NC to the Grand Strand — a level unmatched by any other U.S. county in the dataset. The data reveals a growing trend of high-earning professionals from across the Southeast and Mid-Atlantic choosing the Grand Strand not as a retirement destination, but as a primary residence with strong lifestyle and tax advantages. This shift signals a repositioning of the region from a seasonal economy to a permanent, high-income hub.

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/2026-10-13-grand-strand-mig-in-agi>

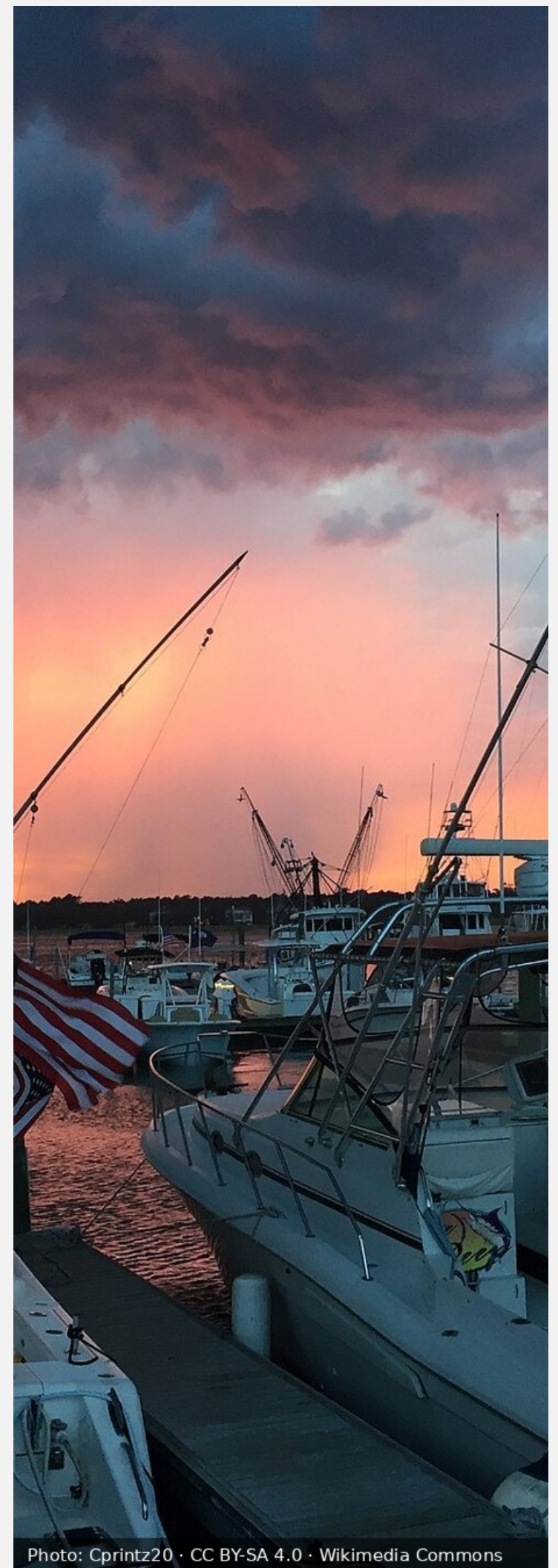


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01

Migration is reshaping the region's economic base

The influx of high-income households from outside South Carolina — particularly from North Carolina — indicates a fundamental shift in the Grand Strand's demographic and economic identity. Unlike traditional retiree migration, these arrivals are actively employed, likely in remote or high-income sectors. Their presence elevates household income levels, increases demand for premium housing, and strengthens local services. This is not a passive demographic trend; it is a deliberate economic migration that is redefining the market's long-term trajectory.

02

The Grand Strand is becoming a cross-state magnet

Cumberland County, NC — not a neighboring South Carolina county — leads the list of sending counties. This underscores that the Grand Strand's appeal extends beyond state borders, drawing from established high-income regions like the Research Triangle and Northern Virginia. These migrants are not fleeing higher taxes in their home states; they are seeking a lower-tax, high-quality-living alternative. The region is no longer a regional outlier but a strategic relocation destination for professionals across the Southeast, signaling sustained demand and economic resilience.



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