

Charleston County, SC — #1 of 10: Average Income of Arriving Households

Charleston County leads in incoming household income

Highest-earning migrants to Greensboro-Winston-Salem-High Point MSA

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THE DATA

\$122,000

Average Income of Arriving Households (2023)

Charleston County, SC sends the highest-earning households to the Greensboro-Winston-Salem-High Point MSA.

This figure reflects a strategic shift in migration: affluent households are choosing the Triad not for cost savings alone, but for a balance of quality of life, affordability, and economic opportunity. The data suggests a new class of high-earning in-migrants is prioritizing long-term stability over urban prestige.

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-greensboro-mig-in-agi>

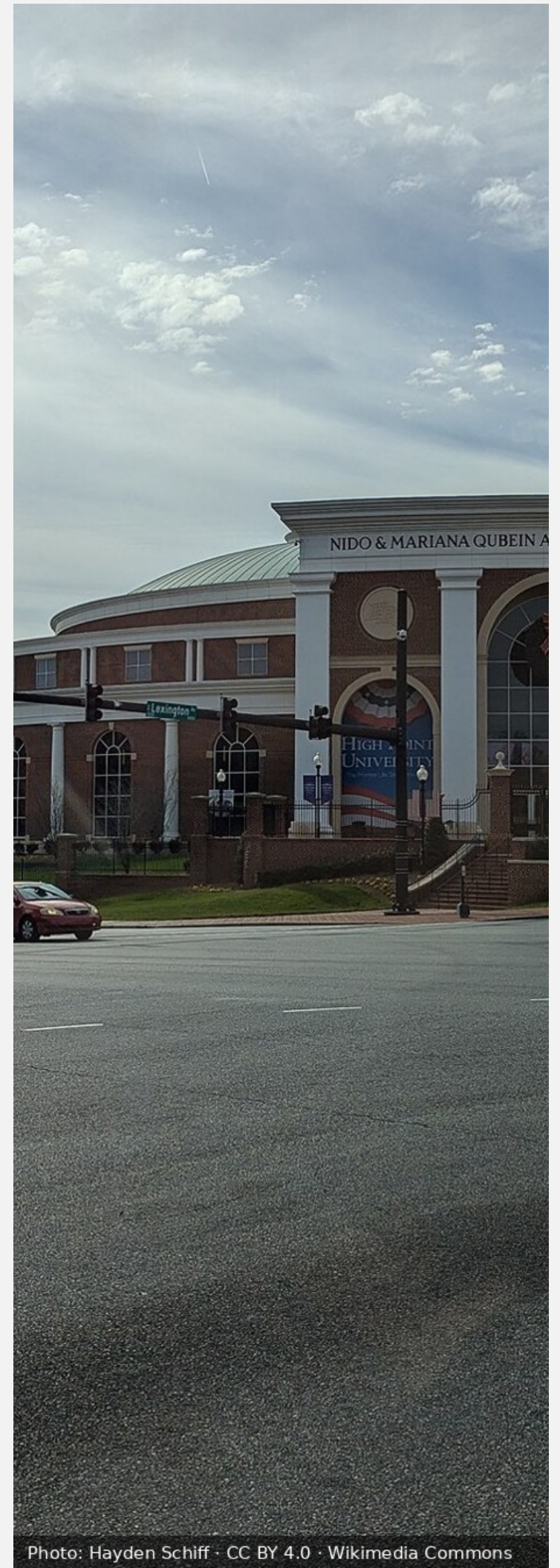


Photo: Hayden Schiff · CC BY 4.0 · Wikimedia Commons

The background image shows a multi-story brick building with many windows. A street lamp is visible in the foreground. A large red semi-transparent rectangle covers the top left and middle of the image, serving as a background for the text.

01

Affluence is redefining migration

This trend supports the region's long-term resilience. As high-earning professionals settle in, they bring demand for quality services, education, and housing — reinforcing local economic momentum beyond just price trends.

02

The Triad is becoming a magnet for strategic relocation

The Greensboro-Winston-Salem-High Point MSA is no longer just a destination for retirees or budget-seekers. It's now a preferred choice for high-earning, mobile professionals who value long-term sustainability over short-term urban excitement.





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