

#1 of 10: Change in the Income Gap Between Arriving and Departing Households

Hilton Head Leads SC in Income Gap Narrowing

A record 14.2% improvement in earnings parity among residents

Swipe for insights →

THE DATA

14.2%

Change in the Income Gap Between Arriving and Departing Households (2023)

Hilton Head's income gap narrowed more than any other South Carolina county in the 2021–2023 migration cycle.

This 14.2% reduction in the earnings gap between incoming and outgoing households reflects a growing alignment in economic status across the region's population shift. It suggests that new arrivals are not only matching but increasingly closing the income divide with long-term residents, a rare sign of economic convergence in a high-cost coastal market.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2021-22 and 2022-23 · ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-25-hilton-head-mig-trend-agi>



Photo: Farragutful · CC BY-SA 4.0 · Wikimedia Commons

01

Migration is becoming more economically balanced

The narrowing gap indicates that high-income inflows are no longer the sole drivers of population growth. Instead, a broader spectrum of income levels is moving into the Lowcountry, including mid-career professionals, remote workers, and retirees with moderate incomes. This diversification reduces the income polarization seen in earlier migration waves and signals a maturing market less dependent on elite wealth inflows.

02

Resilience through inclusive growth

Rather than a sign of economic strain, this convergence suggests that Hilton Head is developing a more sustainable housing ecosystem. As newcomers integrate into the local economy at comparable income levels to existing residents, demand becomes more evenly distributed across price points. This reduces pressure on luxury markets and supports stability in rental and resale segments, even amid national volatility.



Photo: Bill Fitzpatrick · CC BY-SA 3.0 · Wikimedia Commons

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

