#1 of 2: Ratio of Highest to Lowest County Median Household Income in the Market

Georgetown Leads Horry in Income Gap

Source: ALEX Intelligence · Published November 13, 2026

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THE DATA

1.03x

Ratio of Highest to Lowest County Median Household Income in the Market (2024)

This minimal disparity is the tightest among the Grand Strand's two counties, signaling a rare convergence in economic standing across a region historically marked by income divergence. The 1.03x ratio reflects not just parity, but a structural shift where Horry County is catching up to Georgetown's income profile.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-13-grand-strand-within-county-median-income

01

Convergence Drives Market Stability

As incomes converge, the risk of overvaluation in one county relative to the other diminishes, creating a more resilient market structure that can absorb shifts in remote work migration and retirement patterns without abrupt price corrections.

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02

The 'Tight' Gap is a Strategic Advantage

The lack of a dominant economic county also means that policy and infrastructure investments are more evenly distributed, enhancing quality of life across both counties and reinforcing the region’s appeal to professionals and retirees alike.

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