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

Beaufort County leads Upstate in highest-earning arrivals

Source: ALEX Intelligence, November 26, 2026

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THE DATA

$147,224

Average Income of Arriving Households (2024)

Beaufort County, SC leads all sending counties to the Upstate in income of incoming households.

This figure reflects the real economic magnetism of the Upstate, drawing high-earning residents from distant, high-cost markets. The data reveals not just migration, but a strategic relocation of financial capital—where individuals and families are prioritizing quality of life and long-term value over immediate urban density. This trend signals a shift in the Upstate's economic profile, where inbound wealth is now a primary driver of market dynamics.



Photo: Chris Pruitt · CC BY-SA 3.0 · Wikimedia Commons

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2023-24 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-26-upstate-sc-mig-in-agi

01

Wealth migration is reshaping Upstate demand

The influx of high-income households from Beaufort County and other affluent regions is not just increasing purchasing power—it is altering the composition of the housing market. Demand is shifting from entry-level and mid-tier inventory toward premium homes, luxury amenities, and lifestyle-driven neighborhoods. This is not a speculative bubble, but a structural transformation rooted in demographic and economic realignment. The Upstate is no longer just a retirement or relocation destination; it’s becoming a new economic hub for professionals seeking balance between opportunity and place.

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02

The Upstate’s growth is self-sustaining

Unlike markets that rely on external capital or cyclical trends, the Upstate’s growth is being fueled by internal economic momentum. The high-income inflows from Beaufort County and other top sending counties suggest that the region has crossed a threshold: it is now attracting talent and wealth not as a temporary stop, but as a permanent home. This self-reinforcing cycle—where rising incomes attract more high-earning residents, who in turn drive demand and investment—positions the Upstate as a long-term, resilient real estate market with deepening economic foundations.

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

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