Santa Clara County, CA — #1 of 10: Average Income of Arriving Households

Santa Clara County leads Utah in top-earning arrivals

Source: ALEX Intelligence, 2026

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THE DATA

$180,305

Average Income of Arriving Households (2024)

Santa Clara County, CA sent the highest-earning households to Salt Lake City-Murray in 2023-24.

This figure marks a new benchmark for the region's inbound migration quality. The data reflects not just economic mobility, but the growing appeal of Utah's lifestyle among high-income professionals from coastal tech hubs. The influx suggests a shift in where wealth is choosing to settle — not just for affordability, but for climate, autonomy, and opportunity.



Photo: Derrellwilliams · CC BY-SA 4.0 · 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/2026-11-28-slc-murray-mig-in-agi

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Wealth is chasing opportunity, not just price

The data implies a structural shift: Utah is no longer just a cost-advantaged alternative. It’s becoming a preferred destination for the nation’s most productive and mobile professionals.

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The state’s top income source is outside Utah

This dynamic challenges the assumption that high-income migration is solely driven by affordability. Instead, it shows that Utah’s unique combination of climate, infrastructure, and policy is now a competitive advantage in the national talent war.

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