

Top 10 Sending Counties to Grand Strand — ALEX Intelligence 2026

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ALEX Intelligence ranks the most active origins of in-migration in 2022-23

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THE DATA

5.8%

Year-Over-Year Change in Households Moving In (2023)

The Grand Strand saw a 5.8% decline in new households from 2021-22 to 2022-23.

This drop signals a contraction in net in-migration, even as top sending counties like Mercer and Columbus maintain strong outbound flows. The data suggests that while demand remains high from specific regions, the overall momentum of population growth is cooling. This is not a collapse, but a recalibration of migration patterns across the U.S.

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/2026-09-17-grand-strand-mig-trend-in-total>



01

Migration Is Concentrated, Not Declining

It's not that people are leaving the Grand Strand—they're just not coming from everywhere anymore. The market is becoming more selective, rewarding communities that can offer not just a beachfront view, but a sense of place, continuity, and resilience.

02

The New Frontier Is the In-Migration Core

This is not a retreat from coastal living—it's a strategic reallocation. The Grand Strand is emerging as a preferred destination for those who can afford to relocate without sacrificing career mobility. The 5.8% dip isn't a sign of weakness; it's a sign of maturation, as the market transitions from a magnet for all comers to a sanctuary for the most strategic, stable, and financially capable.

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