

#1 in Grand Strand, #1 in SC — ALEX Intelligence 2026

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In-migration surge outpaces housing supply — ALEX Intelligence 2026

THE DATA

23.9%

Five-Vintage Change in Households Moving In (2023)

The Grand Strand saw the highest five-vintage increase in incoming households among all U.S. counties reporting data in both 2017-18 and 2022-23.

This 23.9% rise reflects a sustained, structural shift in population dynamics, not a short-term spike. The data captures actual household-level migration, not just transient visitors or seasonal residents. The IRS data used here is a floor — actual inflows may be higher, as flows below disclosure thresholds are omitted.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2017-18 and 2022-23 · ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-08-grand-strand-mig-trend-in-long>



01

Migration Is Outpacing Supply

The 23.9% surge in incoming households is not being matched by new construction. While Horry County has approved an industrial corridor plan (source: MyHorryNews, 2026-10-06), this focus on jobs and infrastructure does not yet translate to housing. This mismatch suggests a growing imbalance between demand and supply, setting the stage for long-term price appreciation and rental inflation.

02

Wealth Is Leading the Shift

The top counties sending households to the Grand Strand—Suffolk County, NY, Wake County, NC, and Dutchess County, NY—are among the highest-income, most educated, and most property-wealthy in the nation. Their residents are not migrating for affordability but for lifestyle, climate, and tax advantages. This influx of high-net-worth households is redefining the region's economic profile. The Grand Strand is no longer just a retirement or vacation destination; it is becoming a permanent, high-income residential hub, even as local zoning remains cautious—evident in North Myrtle Beach's delay on accessory dwelling units (source: MyHorryNews, 2026-10-06).



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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



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