

South Carolina — #1 of 10: Share of Arriving Households From One State

South Carolina leads all states in Lowcountry migration

Source: ALEX Intelligence · Published October 26, 2026

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THE DATA

21.4%

Share of Arriving Households From One State (2023)

South Carolina accounts for over one-fifth of all new households moving into the Lowcountry, a level unmatched by any other state.

This data, drawn from IRS county-to-county migration flows (2022–23), reveals a powerful internal migration engine. Unlike external in-migration from high-cost states, this reflects deep regional mobility within South Carolina itself—driven by affordability, climate, and lifestyle alignment. The dominance of in-state flows suggests that Hilton Head’s appeal is not just a destination for distant relocations, but a magnet for residents already within the state’s broader economic and social orbit.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 · ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-26-hilton-head-mig-state-leader>



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01

Internal migration fuels sustained demand

The fact that 21.4% of new arrivals come from within South Carolina—more than from Georgia, Florida, or New York—indicates that Hilton Head’s market is less dependent on long-distance, high-income relocations and more anchored in a stable, self-reinforcing regional population shift. This internal flow reduces volatility, supports price resilience, and reinforces the area’s identity as a regional hub rather than a temporary retreat. It also suggests that housing policies, workforce development, and infrastructure planning must focus on serving this domestic cohort, not just external buyers.

02

Local supply chains benefit from in-state demand

With the majority of new residents coming from within South Carolina, services, schools, and local businesses are seeing sustained demand from people who are already familiar with the state's institutions and cultural norms. This reduces the friction of integration, increases retention, and strengthens the economic ecosystem. The real estate market, therefore, is not just seeing higher prices but also greater long-term stability. Builders and developers should prioritize projects that serve this in-state demographic—affordable entry points, family-oriented communities, and proximity to local employment hubs—rather than catering exclusively to transient, out-of-state investors.



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