

#1 of 10: Share of Arriving Households From the Top Three States

49.6% of new arrivals come from just 3 states

Grand Strand leads SC in migration concentration

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THE DATA

49.6%

Share of Arriving Households From the Top Three States (2023)

The Grand Strand's inbound migration is more concentrated than any other South Carolina market.

This figure—49.6% of new households arriving from South Carolina, North Carolina, and New York—reflects a uniquely insular migration pattern. Unlike broader regional flows, this level of concentration suggests that a small number of states are driving nearly half the population growth in the area. This is not a national trend but a localized phenomenon rooted in inter-state mobility patterns.

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/2026-10-27-grand-strand-mig-state-top3>

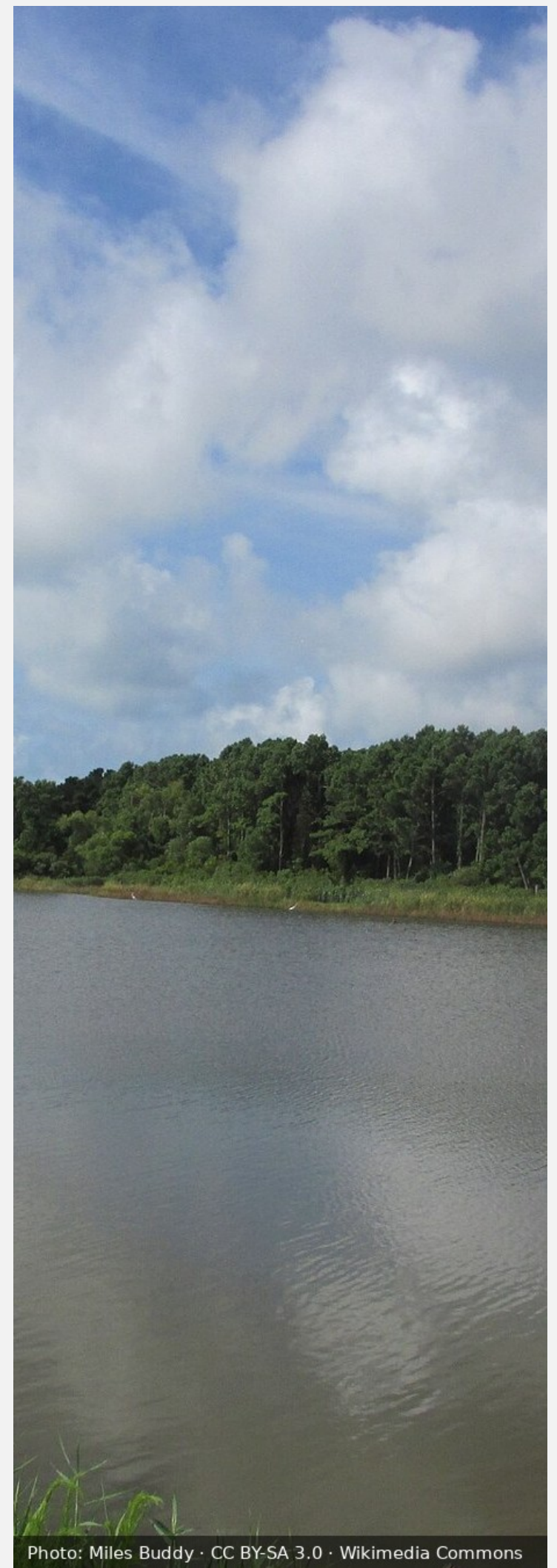


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Migration is a self-reinforcing loop

This loop is especially potent in the Grand Strand, where new arrivals are not just relocating but integrating quickly—through real estate, civic life, and local institutions. The result is a durable, self-sustaining migration engine that is unlikely to reverse, even under rising mortgage rates.

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Supply cannot keep pace with origin-specific demand

This creates a structural mismatch: even as new construction increases, the supply is not diversified enough to serve non-origin groups. The result is a persistent shortage of homes that match the preferences of non-migrant populations, reinforcing the dominance of the top-three-origin cohort in shaping the market's direction.



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