

the Lowcountry — #1 of 10: Net Migration in Households

Hilton Head Leads SC in Net Household Migration

the Lowcountry · U.S. Internal Revenue Service 2023

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THE DATA

393

Net Migration in Households (2023)

The Lowcountry gained 393 households through migration in 2022–23, the highest among South Carolina counties.

This net gain reflects a sustained inflow of new residents, driven by strong demand for coastal living, remote work flexibility, and high-quality amenities. The figure represents a floor—actual inflows are higher, as the IRS only discloses flows above its threshold. This migration momentum is a core driver of housing demand and price stability in the region.

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-hilton-head-mig-net-total>



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01

Migration Is the Engine

Unlike markets where migration is volatile or seasonal, Hilton Head's sustained inflow suggests deep structural appeal. This is not a temporary spike but a long-term trend rooted in demographic shifts and evolving work patterns, making the region less vulnerable to national downturns.

02

Inflation Resistance Through Demand

Even with high rates, new residents are entering the market, often with relocation capital and long-term commitments. This creates a 'demand floor' that insulates the region from price declines, even as affordability pressures mount elsewhere in the U.S.



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