the Grand Strand — #1 of 10: Net Migration in Households

Grand Strand Leads SC in Household Migration

Net gain of 5,545 households, 2022–23

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THE DATA

5,545

Net Migration in Households (2023)

The Grand Strand gained 5,545 households through migration between 2022 and 2023.

This figure represents a net inflow of households from across the U.S., reflecting sustained demand for housing, lifestyle, and economic opportunity in the region. It is the highest recorded household migration gain among all South Carolina counties in the IRS data set.



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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/2026-11-05-grand-strand-mig-net-total

01

Migration Drives Housing Demand

The Grand Strand’s leading position in net household migration signals strong underlying demand for housing, even amid softening sales activity. This influx supports home prices and underpins consumer spending, reinforcing the region’s economic resilience. The migration trend suggests long-term growth potential, especially in entry-level and mid-tier housing, where inventory remains constrained.

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02

Geographic Resilience, Not Just Price

Unlike markets where migration is driven by affordability alone, the Grand Strand's migration gain reflects a broader appeal—combining coastal lifestyle, employment stability, and infrastructure. The fact that it ranks #1 in SC for household migration, despite higher prices, indicates that location-based value is increasingly prioritized over cost. This dynamic favors long-term investors and homeowners who view the region as a durable asset class.

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