the Grand Strand — #1 of 10: Year-Over-Year Change in Net Migration

# Grand Strand's Migration Balance Deteriorated

Ranking by IRS county-to-county flow change, 2022-23

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THE DATA

# 352

**Year-Over-Year Change in Net Migration (2023)**

The Grand Strand saw a net decline in migration momentum between 2021-22 and 2022-23.

This figure reflects the change in total household inflows from all U.S. counties, measured by the IRS Statistics of Income. The Grand Strand's net migration balance declined by 352 households year-over-year, indicating a slowdown in population growth from outside the region. This shift is not due to a drop in demand but reflects a broader trend in where people are moving from.



Photo: Nheyob · CC BY 4.0 · Wikimedia Commons

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2021-22 and 2022-23 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-06-grand-strand-mig-trend-net

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# Migration is Cooling, Not Stopping

The decline in net migration is not a sign of market fatigue but a structural shift in origin patterns. The top counties sending households to the Grand Strand — like Forsyth County, NC, and Sumter County, SC — are now sending fewer people. This suggests that the region is no longer capturing the full wave of in-migration from high-cost, high-tax states. Instead, it's absorbing a more constrained flow, which may be stabilizing pricing and reducing speculative pressure.

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## Stability Over Speed

The deterioration in migration balance signals a maturing market, not a downturn. As the Grand Strand moves beyond its rapid-growth phase, the focus is shifting from volume to retention and quality of life. This slowdown may be beneficial long-term, allowing infrastructure, services, and housing supply to catch up. The market is transitioning from a high-velocity growth engine to a sustainable, self-reinforcing ecosystem — a sign of resilience, not decline.

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