Myrtle Beach-Conway-North Myrtle Beach — #1 of 8: Owner Occupancy Rate

Grand Strand Leads SC in Owner Occupancy Rate

Based on ALEX Intelligence, November 09, 2026

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THE DATA

77.3%

Owner Occupancy Rate (2024)

The Grand Strand’s 77.3% owner occupancy rate is the highest among South Carolina’s eight metropolitan areas.

This figure reflects a deep-rooted commitment to long-term residency rather than speculative or rental-driven ownership. The region’s strong owner-occupancy rate is not a fluke but a structural outcome of decades of stable job growth, consistent migration patterns, and a housing stock that favors permanent settlement over short-term turnover.



Photo: Nheyob · CC BY 4.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-09-grand-strand-standing-owner-share-msa

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Ownership as a Stability Anchor

It also suggests that the region’s growth is not purely driven by transient or seasonal use, but by individuals and families building lasting lives in the area. This trend is reinforced by the region’s strong job base and favorable cost of living relative to other coastal markets.

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The Renting Paradox

This dynamic creates a resilient housing ecosystem: high demand is channeled into ownership, not speculation. As a result, the market is less vulnerable to sudden price corrections, even as affordability pressures mount. The shift toward ownership may be a self-correcting mechanism in a high-demand coastal region.

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