Mercer County, NJ — #1 of 10: Growth in Households Moving In, by Origin County

Mercer County, NJ leads in household inflows to the Grand Strand

Source: ALEX Intelligence · Published November 12, 2026

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THE DATA

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Growth in Households Moving In, by Origin County (2023)

Mercer County, NJ sent 32 more households to the Grand Strand in 2022-23 than in 2021-22, the highest increase among all U.S. counties.

This surge marks a structural shift in migration patterns, with New Jersey's affluent suburbs now directing more household inflows toward the Grand Strand than any other county in the nation. The data reflects a growing preference for coastal, low-tax, and high-quality living environments, even across long distances.



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/2026-11-12-grand-strand-mig-trend-origin

01

Long-distance migration is a strategic advantage

The fact that Mercer County, NJ — a high-income, high-tax region — is sending more households to the Grand Strand than any other county signals that this market is no longer just a seasonal retreat. It is now a preferred destination for permanent relocation, especially among professionals seeking cost-of-living relief without sacrificing lifestyle quality. This trend reflects a deeper shift in where American households are choosing to settle, not just visit.

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02

The Grand Strand is becoming a national magnet

This data reveals that the Grand Strand is not just attracting regional migration but is now a top-tier destination for long-distance relocations. The fact that Mercer County, NJ leads in household inflows — despite geographic and economic distance — underscores the market's growing reputation as a stable, resilient, and desirable place to build a long-term life. This is not a seasonal trend; it is a demographic realignment.

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