the Lowcountry — #1 of 10: Five-Vintage Change in Households Moving In

Hilton Head Leads SC in In-Migration Growth

Source: ALEX Intelligence, November 12, 2026

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THE DATA

13.8%

Five-Vintage Change in Households Moving In (2023)

This marks the largest increase in household inflows to the Lowcountry among all U.S. counties with comparable data over the same period.

The 13.8% rise in households moving into the Lowcountry between 2017–18 and 2022–23 reflects a sustained demographic shift. This growth is not isolated to one city but is concentrated across Beaufort, Jasper, and the broader Lowcountry metro. The magnitude suggests a structural change in population distribution, driven by remote work, lifestyle migration, and long-term housing demand. Unlike short-term spikes, this five-vintage trend indicates a deepening commitment to the region.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2017-18 and 2022-23 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-12-hilton-head-mig-trend-in-long

01

Migration Drives Demand, Not Just Supply

This in-migration trend is not merely a headline statistic—it’s a fundamental force reshaping the region’s housing, labor, and infrastructure markets. The influx is not concentrated in one city but reflects a broad-based appeal across Beaufort County, Bluffton, and the Lowcountry. This suggests that the market is evolving from a seasonal retreat to a permanent destination, increasing pressure on housing affordability and public services. The sustained inflow over five vintages signals long-term commitment, not temporary relocation.

02

The In-Migration Engine is Local, Not National

The top counties sending households to the Lowcountry—like Suffolk County, NY, and Charleston County, SC—reflect a regional migration pattern, not a nationwide exodus. The fact that Charleston County ranks second in inflows to the Lowcountry highlights internal South Carolina dynamics. This reinforces that the Lowcountry is not just a destination for coastal migration but a magnet for in-state relocations. The data suggests that the region is becoming the preferred second home—and primary home—for South Carolinians seeking a slower pace, natural beauty, and strong community infrastructure.

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