Charleston County, SC — #1 of 10: Households Moving Out to a Single County

Charleston County leads Grand Strand outflows

Top destination for Grand Strand households, 2023-24

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THE DATA

310

Households Moving Out to a Single County (2024)

Charleston County, SC received the highest number of households leaving the Grand Strand between 2023 and 2024.

This outflow of 310 households to Charleston County is the largest recorded destination for Grand Strand residents. It reflects a growing migration pattern where residents are relocating to a neighboring coastal county with similar lifestyle appeal but potentially lower cost of living and greater access to urban amenities. This trend underscores shifting preferences in coastal South Carolina real estate.



Photo: Nheyob · CC BY 4.0 · Wikimedia Commons

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county outflows, 2023-24 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-24-grand-strand-mig-out-dest

01

Migration as a market signal

For real estate professionals, this data is a strategic compass. It suggests that market intelligence should track not just where people are moving from, but where they are moving to — and what they are seeking in their new homes.

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02

The hidden cost of density

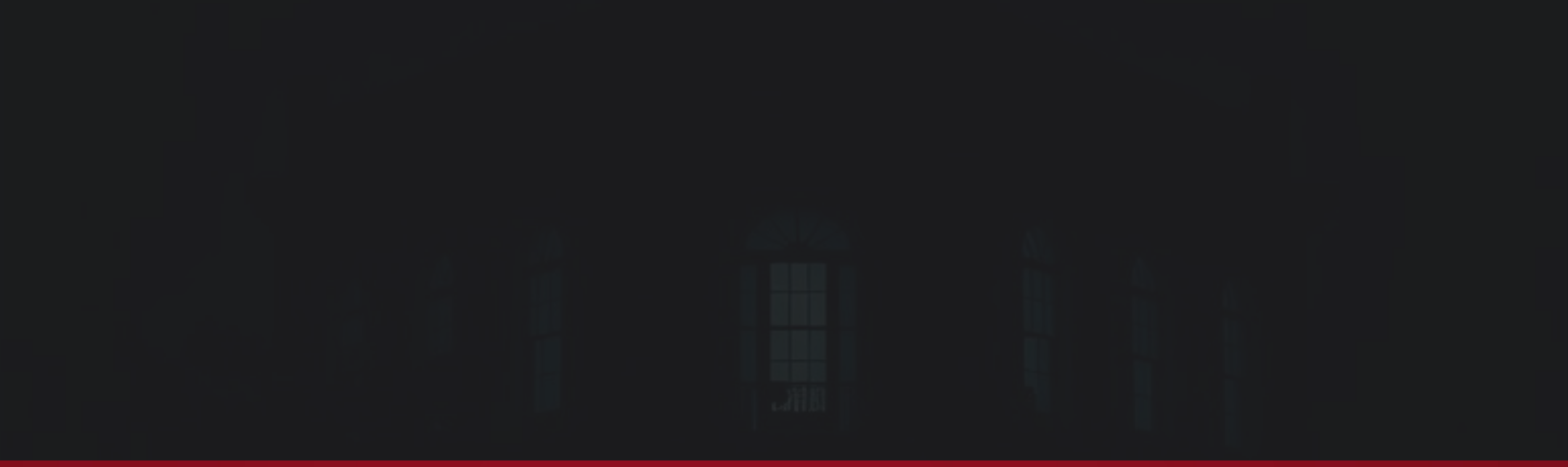
The takeaway is clear: the market is no longer just about beach access. It’s about lifestyle sustainability. Agents and developers who focus only on coastal views while ignoring cost-of-living pressures are missing the deeper signal in this data.

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