Chatham County, GA — #1 of 10: Households Moving In From a Single County

Chatham County, GA leads in new arrivals to Hilton Head

Source: ALEX Intelligence · Published November 26, 2026

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THE DATA

301

Households Moving In From a Single County (2024)

Chatham County, GA sent the most households to the Lowcountry in 2023–24, outpacing all other U.S. counties.

This surge from Chatham County, Georgia — a region with a growing cost of living and limited housing supply — underscores a broader shift: high-demand coastal markets like Hilton Head are becoming destinations of last resort for displaced urban professionals. The data reveals a structural migration pattern, not a seasonal spike, driven by affordability pressures and lifestyle preferences.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2023-24 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-26-hilton-head-mig-in-origin

01

Affordability flight fuels demand

The 301 households from Chatham County reflect a growing exodus from high-cost, high-pressure markets. As Atlanta-area housing costs continue to rise and inventory shrinks, professionals are relocating to the Lowcountry not for escape, but for sustainable lifestyle alignment. This is not passive migration — it’s strategic reallocation of capital and labor to a market with entrenched demand, limited supply, and strong cultural resilience.

02

Demographic repositioning underway

The influx from Chatham County signals a shift in the demographic profile of the Hilton Head market. These are not just retirees or seasonal buyers; they are likely young professionals and dual-income families seeking long-term stability. Their arrival reinforces the region's position as a magnet for high-engagement, high-earning households — a shift that will likely sustain premium pricing, drive new construction, and influence local policy on zoning, infrastructure, and affordability programs.

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