

6.81x Homes Built Per New Household — ALEX Intelligence 2026

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Columbia's Midlands leads SC in housing supply growth — ALEX Intelligence, 2026

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THE DATA

6.81x

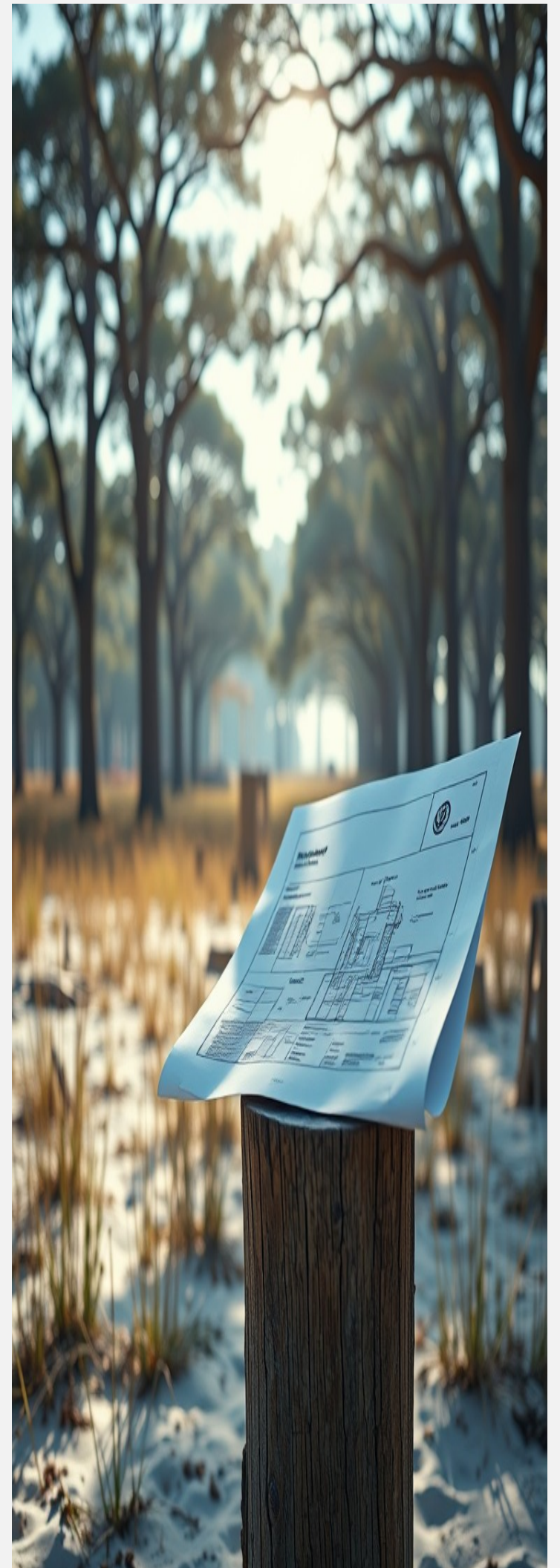
One-Unit Homes Permitted per Net Arriving Household (2023)

Columbia's Midlands approved nearly seven new homes for every new household that moved in during 2023.

This ratio exceeds any other region in South Carolina, reflecting a deliberate and sustained construction strategy in response to migration. The data reveals a supply-side advantage that is not just reactive but anticipatory, with builders and local governments aligning to meet projected demand before it fully materializes.

Source: U.S. Census Bureau, Building Permits Survey, county annual totals, 2023; and U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 · ALEX Intelligence computation

<https://alex-companies.com/data/2026-09-13-columbia-sc-permits-per-arrival>



01

Supply Precedes Demand

This pre-emptive construction is likely reducing long-term housing inflation risks and may be a key reason why the region continues to outperform the national average in home price growth despite rising interest rates.



02

Richland Leads the Charge

In contrast, nearby Saluda County, with only 61 homes per incoming household, shows a stark divergence in development pace. This gap suggests that while the Midlands as a whole is building aggressively, the benefits are concentrated in the most established suburban corridors—indicating that future affordability and access may vary significantly by location within the region.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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