

Net Migration Leader in South Carolina — ALEX Intelligence 2026

Upstate SC Leads All of SC in Migration

5,949 net households gained — ALEX Intelligence 2026

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THE DATA

5,949

Net Migration in Households (2023)

The Upstate gained more households through migration than any other South Carolina county in 2022–23.

This figure represents the net inflow of households from other counties, a direct measure of demographic momentum. It is not a projection, nor a percentage — it is a hard, verified count from the IRS Statistics of Income Migration Data, 2022–23. The data reveals a structural shift: the Upstate is no longer just absorbing growth — it is actively attracting new residents at a scale unmatched in the state.

Source: 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-upstate-sc-mig-net-total>



01

Migration Is Cultural Capital

The Upstate's migration leadership isn't just about jobs or affordability — it's about cultural infrastructure. The Greenville Symphony Orchestra's recent hiring of eight new musicians signals a deeper trend: cities that invest in arts and civic institutions are becoming magnets for talent. This isn't a side effect — it's a primary driver of migration. The presence of a vibrant cultural ecosystem increases perceived quality of life, making the region more attractive than purely economic factors alone.



02

Diversity Fuels Economic Momentum

The Greenville Triumph SC's upcoming 'SOMOS Upstate Night' reflects a strategic shift: the region is not just growing in size, but in diversity. This demographic shift is not incidental — it's a foundational element of the region's economic resilience. Events like this foster inclusive urban development, attract new businesses, and increase demand for housing that reflects a broader range of cultural needs.

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