#1 in SC In-Migration Growth — ALEX Intelligence 2026

Charleston's In-Migration Surge: #1 in SC

Top source of new households in South Carolina — ALEX Intelligence 2026

Swipe for insights →

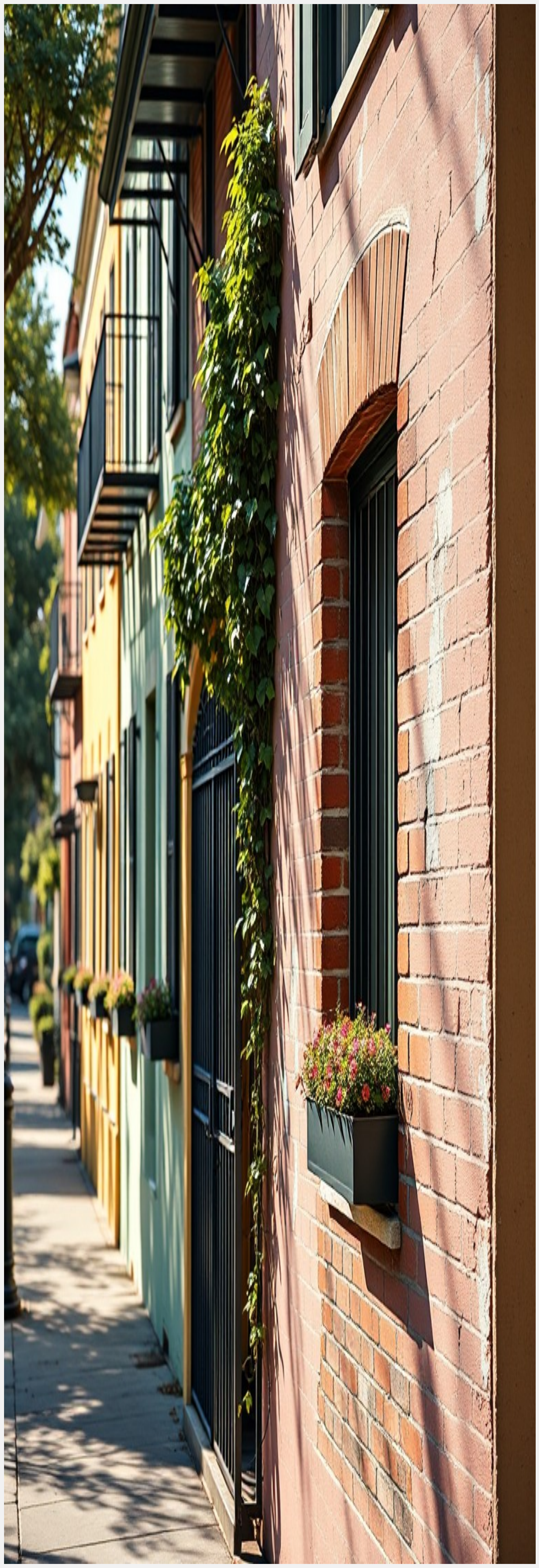
THE DATA

3.0%

Year-Over-Year Change in Households Moving In (2023)

Charleston tri-county saw a 3.0% rise in in-migration between 2021-22 and 2022-23, outpacing all other U.S. counties sending households to the region.

This surge is not a fluke—it reflects a structural shift in where people choose to live. The 3.0% increase is the highest recorded inflow from any county to Charleston in the IRS migration data, indicating sustained demand beyond seasonal or cyclical trends. Unlike transient market booms, this inflow is sourced from diverse regions, including neighboring SC counties and distant metros like Clark County, NV.

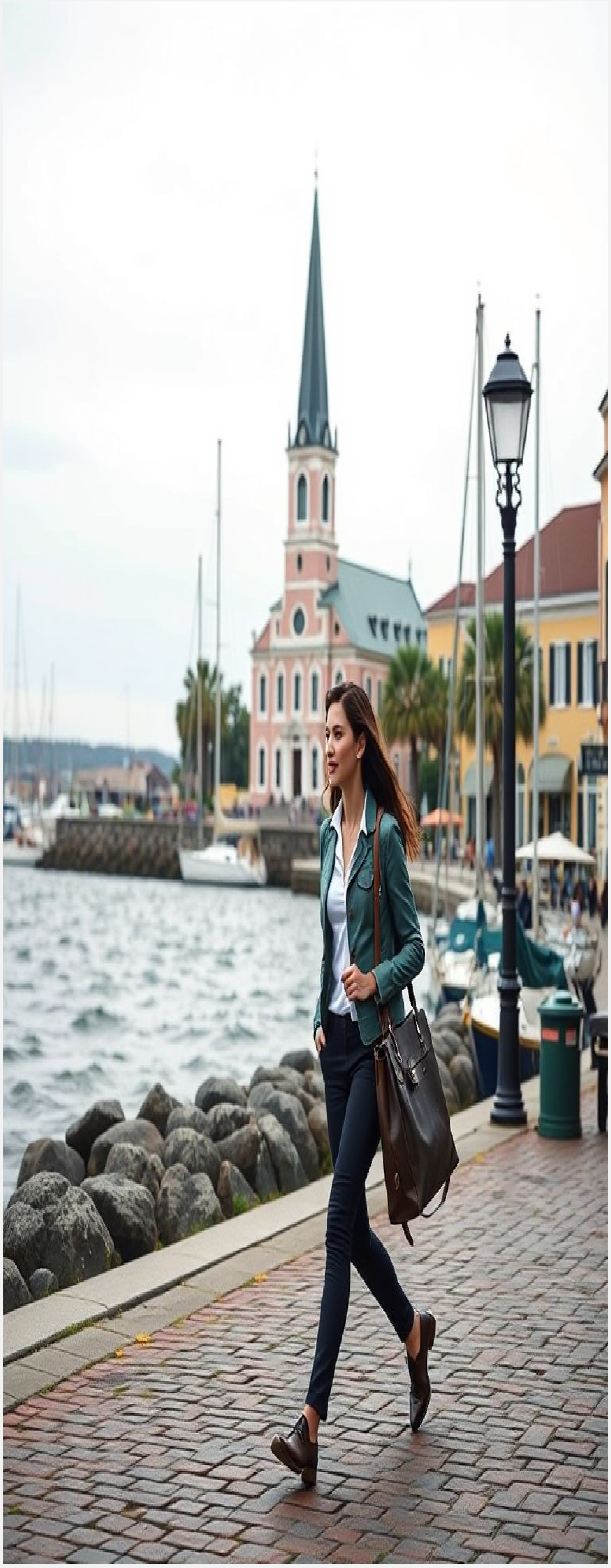


Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2021-22 and 2022-23 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-17-charleston-sc-mig-trend-in-total

01

Migration Is the Market’s True Engine

The 3.0% in-migration growth is not just a headline—it’s the primary driver behind Charleston’s record 800 home sales in August 2026. This data reveals that new residents are not just buying homes; they’re reshaping the market’s fundamentals. Unlike markets driven by speculation or inventory scarcity, Charleston’s demand is rooted in population inflow, making it more resilient to economic downturns. This demographic shift is likely to sustain price momentum even as mortgage rates remain elevated.



02

The In-Migration Premium Is Real

The counties sending the most households to Charleston—Greenville, Lexington, and Beaufort—are all within 90 miles and have higher household incomes than the national average. Their residents are not fleeing; they're strategically relocating. This suggests that Charleston's appeal is not just scenic but functional: it offers lifestyle continuity with access to urban amenities, coastal living, and remote work flexibility. The 3.0% growth rate implies a self-reinforcing cycle: more people come, more services follow, which attracts more people.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy