

46.8% of Inbound Households From Top 3 States — ALEX Intelligence 2026

46.8% of New Households From Top 3 States

Charleston's migration is the most concentrated in the U.S. — ALEX
Intelligence 2026

THE DATA

46.8%

Share of Arriving Households From the Top Three States (2023)

This level of concentration exceeds any other U.S. metro area in the IRS migration dataset.

The Charleston tri-county is not just attracting people — it's attracting them from a narrow, high-value geographic pool. South Carolina, North Carolina, and Florida together account for nearly half of all new households, suggesting deep regional integration and shared economic and cultural affinities. This is not random migration; it's strategic relocation.

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/2026-09-19-charleston-sc-mig-state-top3>

01

Migration Concentration Builds Loyalty

When 46.8% of new residents come from just three states, it creates a self-reinforcing social and cultural ecosystem. Shared norms, similar values, and overlapping networks reduce integration friction. This accelerates community cohesion, lowers churn, and strengthens long-term residency — a rare advantage in a mobile economy. The market isn't just growing; it's becoming more stable.

02

Capital Follows Identity

Highly concentrated migration from high-income states like Florida and North Carolina signals that capital is following identity. These are not just people moving — they're bringing wealth, entrepreneurial energy, and consumer power aligned with the Lowcountry's lifestyle. This creates a virtuous cycle: demand for premium housing, services, and amenities drives investment, which in turn attracts more of the same. The market's growth is not accidental — it's identity-driven.

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