

NC Leads Inbound Migration in Triad MSA — ALEX Intelligence 2026

63.4% of In-Migration Is From NC

North Carolina leads inbound migration to the Greensboro-Winston Salem-High Point MSA — ALEX Intelligence 2026

THE DATA

63.4%

Share of Arriving Households From One State (2023)

North Carolina supplies more of the Greensboro-Winston Salem-High Point market's inbound migration than any other state.

This figure reflects a deeply internalized migration pattern, where the majority of new residents are relocating within North Carolina itself. Unlike markets driven by inter-state or national migration, the Triad is experiencing population growth from within the state's own geography, suggesting a strong regional identity and infrastructure appeal.

01

Internal Migration Fuels Stability

This self-sustaining engine reduces reliance on national migration trends—such as retirees from colder climates or remote workers from coastal cities—making the Triad less vulnerable to sudden shifts in national mobility patterns.

02

The Triad Is a Regional Hub

This internal magnetism implies the MSA is not just a destination but a regional anchor—where people move to for long-term settlement, not just temporary relocation. This dynamic strengthens the local economy’s resilience and supports sustained demand for housing, services, and infrastructure.

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