

71.9% of Inbound Households From Top 3 States — ALEX Intelligence 2026

71.9% of New Households Come From 3 States

North Carolina, Florida, and South Carolina dominate Asheville's migration

THE DATA

71.9%

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

This concentration reflects a deeply regionalized migration pattern, not broad national demand.

The data shows that over seven in ten new households moving to Asheville originate from just three states—North Carolina, Florida, and South Carolina. This is not a sign of nationwide appeal but of deep-rooted regional mobility, with North Carolina leading by a wide margin. The dominance of in-state and neighboring state migration suggests that demand is less driven by distant urban exodus and more by localized economic and lifestyle shifts.

01

Local Demand Is the Engine

The concentration also implies that policy decisions—such as zoning, infrastructure investment, and land-use planning—have outsized impacts on market dynamics. Because the vast majority of demand comes from nearby, local governance has greater leverage than in markets driven by long-distance migration.

02

The 'Local First' Market Advantage

It also suggests that real estate professionals and developers who understand regional lifestyles, transportation patterns, and community priorities are better equipped to serve this market than those relying on national templates. The data reveals that Asheville is not a 'destination' for the entire U.S., but a regional magnet for a specific demographic cluster.

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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



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