

South Carolina's #1 Migration Source — ALEX Intelligence 2026

55.4% of New Households Are SC Residents

South Carolina leads all states in sending new residents to the Midlands

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THE DATA

55.4%

Share of Arriving Households From One State (2023)

South Carolina supplies more of the Midlands's inbound migration than any other state.

This dominance reflects a deeply self-reinforcing housing market: new residents are not drawn from distant regions but from within the state itself, reducing migration friction and amplifying local demand. The effect is not just volume — it's structural continuity, as in-state moves preserve cultural familiarity, school district ties, and established social networks.

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/2026-09-20-columbia-sc-mig-state-leader>

01

Local Demand Drives Market Resilience

The fact that 55.4% of new households originate from within South Carolina indicates that Columbia's growth is not dependent on external forces like coastal exodus or national relocation waves. This internal migration engine insulates the market from broader economic volatility, as in-state movers are more likely to remain anchored in place, even during downturns.

02

Affordability as a Strategic Advantage

When over half of new residents come from within the state, it suggests that Columbia is perceived as a more affordable alternative to other SC metro areas — particularly to those relocating from higher-cost zones like Charleston or the Grand Strand. This internal migration pattern reduces competition from out-of-state buyers who typically drive up prices. The resulting affordability gradient makes Columbia a magnet for first-time and move-up buyers, reinforcing the upward pressure on prices while maintaining a stable buyer base.

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