

Upstate SC Leads in In-Migration Growth — ALEX Intelligence 2026

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Ranked #1 in South Carolina for household inflows — ALEX Intelligence, 2026

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THE DATA

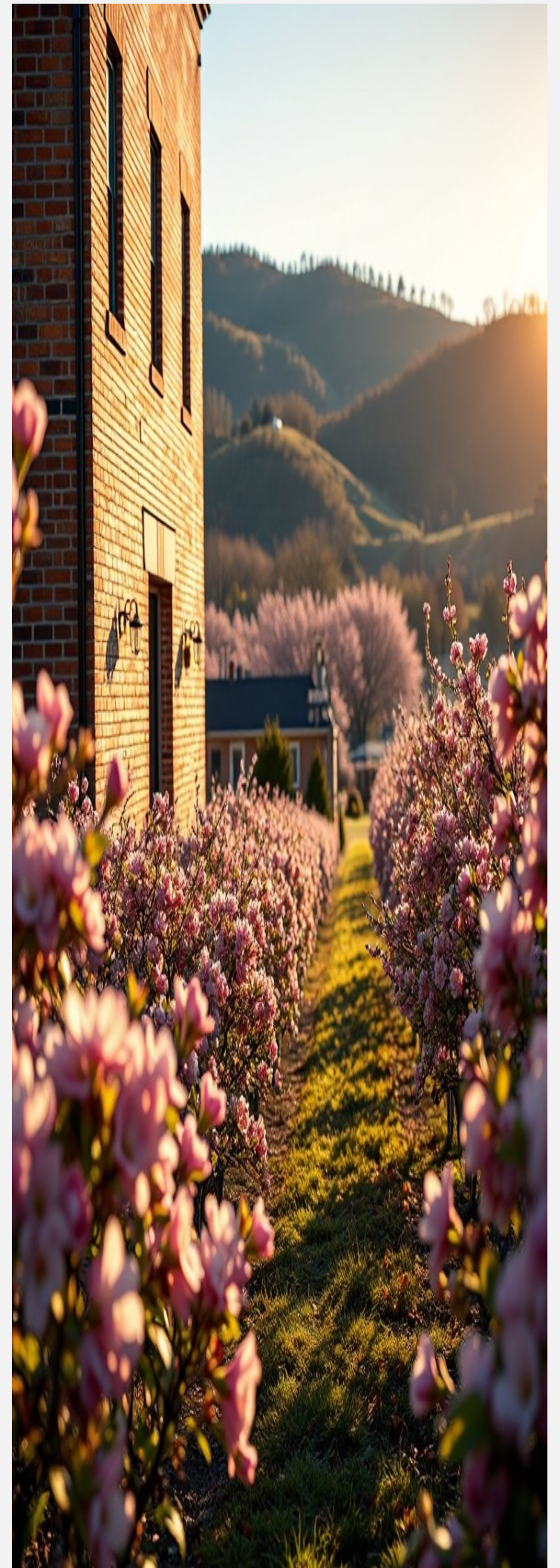
3.3%

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

The Upstate's in-migration rate rose 3.3% between 2021-22 and 2022-23, the highest among all comparable U.S. counties.

This surge reflects a structural shift in population movement, not just seasonal or short-term volatility. The data captures actual household relocations from high-income, high-mobility counties — particularly Mecklenburg County, NC, and Charleston County, SC — indicating a growing preference for the Upstate's quality of life and economic stability. This is not a passive trend; it is a deliberate reallocation of household capital and labor toward a region with strong infrastructure and diversification beyond legacy industries.

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/2026-10-05-upstate-sc-mig-trend-in-total>



01

Migration Drives Demand, Not Just Supply

The 3.3% increase is not just a headline — it's a causal signal. Households moving in from Mecklenburg and Charleston bring higher income, greater mobility, and a preference for walkable, mixed-use environments. This isn't just about more people; it's about more capital, more entrepreneurship, and more demand for services that elevate entire communities. The Upstate is not merely absorbing migration — it is shaping it, attracting those who value economic resilience and cultural vibrancy.



02

The Hidden Anchor: Stability in High-Mobility Regions

The fact that Mecklenburg and Charleston — two of the most dynamic and expensive markets in the Southeast — are sending households to the Upstate suggests a deeper trend: stability is becoming a premium. These counties, while high-income, face rising costs and congestion. The Upstate offers a rare balance: affordability relative to opportunity, proven infrastructure, and a lower threshold for long-term commitment. This migration is not a flight from the South — it's a strategic realignment toward a more sustainable, long-term home.

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