

**#1 in Greensboro-Winston-Salem-High Point MSA, #1 in North Carolina — ALEX Intelligence 2026**

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Rowan County is the top source of net household inflow — ALEX Intelligence 2026

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# 129

## Net Households Gained From a Single County (2023)

Rowan County, NC, contributed the highest net inflow of households to the Greensboro-Winston-Salem-High Point MSA in 2022–2023.

This figure, derived from IRS Statistics of Income migration data, reflects a sustained outflow from Rowan County to the Triad, signaling deepening economic and residential integration. The data underscores a structural shift: Rowan County is no longer a peripheral county but a key feeder to the core MSA, driven by affordability and proximity to employment centers in Winston-Salem and Greensboro.

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/2026-10-10-greensboro-mig-net-partner>



Photo: Warren LeMay from Cullowhee, NC, United States · CC0 · Wikimedia Commons

# 01

## Affordability Drives Inflow

The trend implies that affordability is not just a pricing issue but a geographic one: the Triad is not merely a single market but a functional metropolitan region where lower-cost suburbs actively supply labor to higher-cost cores. This dynamic strengthens long-term housing demand in the MSA, as new residents bring sustained spending power and tenant demand.

# 02

## The MSA Is a Magnet, Not Just a Destination

This internal migration pattern suggests that the MSA is not just growing—it is consolidating. The region is becoming a self-reinforcing ecosystem where labor, housing, and economic activity are increasingly interdependent. This internal cohesion may insulate the MSA from broader national housing volatility, as local flows buffer against external shocks.



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