

#1 in Midlands, #1 in SC — ALEX Intelligence 2026

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ALEX Intelligence 2026 In-Migration Ranking

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THE DATA

2.7%

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

The Midlands recorded a 2.7% rise in in-migration between 2021-22 and 2022-23, the highest in the state and among the top 10 nationally.

This surge reflects a structural shift in population dynamics, not a temporary spike. The data reveals that households are not just moving to Columbia—they are choosing it as a long-term destination. The growth is not concentrated in a single county but distributed across multiple regions, suggesting broad-based appeal. This is not a coastal or upstate phenomenon—it's a Midlands-specific trend rooted in affordability, stability, and regional identity.

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/2026-10-10-columbia-sc-mig-trend-in-total>



01

In-Migration Is a Signal of Resilience

The 2.7% in-migration rate is not just a number—it's a proxy for economic confidence. When households move en masse into a region, they are betting on long-term stability. This pattern suggests that Columbia is perceived as a low-risk, high-opportunity location, even amid elevated mortgage rates. The fact that this migration occurred during a period of national tightening in credit markets indicates that Columbia's appeal transcends short-term affordability and taps into deeper demographic and cultural stability.



02

The Midlands Is a Magnet for Displaced Urbanites

The top migration sources—Dorchester, Lancaster, and Colleton counties—lie outside the traditional urban cores. This suggests that Columbia is not attracting people from nearby cities, but from broader regional shifts. These counties are not known for high-income density or rapid development, meaning the influx is not driven by wealth concentration but by a desire for livability, lower cost of living, and community continuity. The Midlands is becoming a refuge for those disenchanted with coastal volatility and urban congestion, not a destination for the newly wealthy.

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