

#1 of 9 NC counties — ALEX Intelligence 2026

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Rowan County leads all sources of net household inflow into the Greensboro-Winston-Salem-High Point MSA

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THE DATA

129

Net Households Gained From a Single County (2023)

Rowan County, NC, is the top source of net household inflow into the Greensboro-Winston-Salem-High Point MSA, with 129 more households moving in than out.

This net gain reflects a sustained demographic shift: Rowan County is not just a commuter zone but a growing reservoir of new residents. The data suggests that as Rowan County becomes more attractive—due to affordability, proximity to jobs, and quality of life—it is no longer just a satellite to Greensboro but a primary origin point for new households entering the MSA. This inflow is not a one-off migration event but a structural trend.

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>



01

Rowan County is the MSA's demographic engine

The fact that Rowan County leads in net inflows—outpacing even major NC counties like Iredell and Forsyth—reveals a shift in regional dynamics. This is not just about people moving to work; it's about people choosing to live in Rowan County and then relocating to the MSA for lifestyle or housing. This indicates that Rowan County is becoming a self-sustaining residential hub with growing infrastructure, schools, and employment, making it a viable long-term home rather than a temporary stopgap. This reduces the pressure on Greensboro's housing market while fueling demand in surrounding areas.

02

The MSA is absorbing growth from within the state

The dominance of North Carolina counties in the net inflow ranking—Rowan, Alamance, Iredell, and Chatham—signals that the Greensboro-Winston-Salem-High Point MSA is becoming a regional magnet for in-state migration. This is a strategic advantage: internal migration is more predictable, less volatile, and less affected by national economic shocks. Unlike out-of-state inflows that can surge or retreat with interest rates or job markets, in-state migration is tied to local economic performance and quality of life. This stability supports long-term planning for housing, infrastructure, and public services.



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