

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

#1 in Midlands, #1 in SC

Highest-Earning Arriving Households — ALEX Intelligence 2026

Swipe for insights →

THE DATA

\$104,060

Average Income of Arriving Households (2023)

Fairfax County, VA sends the highest-earning households to the Midlands.

This figure — \$104,060 — reflects the inflow of high-income households from one of the nation's most affluent counties. The data, drawn from IRS migration statistics, shows that the Midlands is not just attracting people, but attracting those with the highest earning potential among all U.S. counties sending households to the region. This is a structural shift, not a cyclical blip.

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/2026-10-11-columbia-sc-mig-in-agi>



01

Affluent In-Migration Is a Market Catalyst

Unlike traditional migration patterns where people move from high-cost areas to lower-cost ones, this trend shows a strategic reallocation of capital and labor toward a region perceived as economically resilient and culturally stable. The data suggests Columbia is not just a destination, but a new hub for high-earning professionals seeking balance.

02

The Midlands Is Becoming a Talent Magnet

The implications are profound: as high-income professionals settle in, they bring capital, influence, and demand for services that further elevate the region's economic profile. This isn't just about housing — it's about ecosystem development. The Midlands is not just absorbing in-migration; it's redefining its economic identity.



Photo: Bill Fitzpatrick · CC BY-SA 3.0 · Wikimedia Commons

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

