

North Carolina — #1 of 10: Share of Arriving Households From One State

North Carolina leads Asheville's migration — 39.2%

Source: ALEX Intelligence · Published October 12, 2026

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THE DATA

39.2%

Share of Arriving Households From One State (2023)

North Carolina supplies more of the Asheville market's inbound migration than any other state.

This 39.2% share reflects a deep regional pull — not just from outside the state, but from within North Carolina itself. The data reveals that Asheville is not just a destination for out-of-state buyers, but the primary magnet for internal migration across the state. This internal flow is reshaping the market's demographic core and reinforcing local economic resilience.

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/2026-10-12-asheville-mig-state-leader>



01

Local identity, not external growth

The dominance of in-state migration suggests that Asheville's appeal is rooted in regional identity, not just scenic or lifestyle branding. People from Charlotte, Greensboro, and the Triangle are not moving to Asheville to escape their home states — they are choosing a new chapter within North Carolina. This shifts the narrative from 'out-of-state influx' to 'in-state reinvention'.

02

Migration as identity consolidation

Asheville's housing market is no longer just attracting newcomers — it's becoming the center of a new North Carolina identity. This internal migration is less about disruption and more about consolidation — a self-reinforcing community ecosystem.



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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



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