

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

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ALEX Intelligence 2026 Net Migration in Households

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THE DATA

680

Net Migration in Households (2023)

Columbia gained 680 households through migration between 2022 and 2023.

This figure represents the net inflow of households from all directions, measured by IRS county-to-county data. It reflects a sustained, broad-based population shift into the Midlands, not just from one adjacent county but across multiple regions. The magnitude of 680 underscores Columbia's growing appeal as a destination for new residents, regardless of origin.

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-columbia-sc-mig-net-total>



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01

Migration Drives Demand, Not Just Supply

The migration data, therefore, is not just a headline number — it's a signal that the Midlands is entering a phase where demand is outpacing supply, even in mature areas. This is a long-term structural advantage for owners and investors who prioritize proven, walkable communities over speculative greenfield sites.

02

The Hidden Advantage of Being First

For real estate, this means that the most valuable assets are not those with the most luxury features, but those with the most stable, adaptable, and accessible profiles. The market is rewarding flexibility, connectivity, and community — not just square footage or price points.



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