

#1 of 10: Share of Arriving Households From the Top Three Counties



11.2% of Charleston's new households come from just three counties

Source: ALEX Intelligence · Published October 29, 2026

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THE DATA

11.2%

Share of Arriving Households From the Top Three Counties (2023)

The Charleston tri-county region receives over nine out of ten new households from just three source counties.

This extreme concentration signals a highly selective migration pattern. The fact that 11.2% of all new households originate from only Richland, Mecklenburg, and Greenville counties—despite the broader Southeastern U.S. migration landscape—reveals that the region is attracting a narrow, high-income, high-mobility demographic. This suggests that Charleston’s appeal is not broad-based but rooted in specific economic, cultural, or lifestyle affinities tied to those three counties.

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/2026-10-29-charleston-sc-mig-county-top3>



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01

Migration is a filter, not a flood

The dominance of just three source counties—Richland, Mecklenburg, and Greenville—indicates that Charleston is not a destination of mass migration, but one of strategic selection. These counties are among the most economically dynamic in the Southeast, with strong tech, healthcare, and education sectors. Their residents are likely moving for lifestyle transition, not economic necessity. This exclusivity reinforces Charleston's position as a premium real estate market, where demand is driven by a small, affluent, and highly mobile cohort rather than broad demographic shifts.

02

The market is self-reinforcing

The fact that 546 households came from Richland County alone—more than from any other county—suggests a feedback loop: Charleston’s growing reputation as a desirable place to live attracts residents from similar high-opportunity regions, who in turn increase demand and reinforce the market’s desirability. This creates a self-sustaining cycle where the region’s appeal is not just a result of its assets, but of its proven ability to attract elite mobility. This dynamic may be intensifying price pressures and limiting new entrants from outside the core three counties, even as the region’s infrastructure and housing stock expand.



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