

the Asheville market — #1 of 10: Net Migration in Households

Asheville Leads NC in Household Migration Gains

Source: ALEX Intelligence · Published October 30, 2026

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THE DATA

1,162

Net Migration in Households (2023)

Asheville gained 1,162 households through migration between 2022 and 2023, according to IRS data.

This figure represents the net inflow of households from other counties — a rare and robust indicator of sustained population growth in a national context where migration has slowed. The data, drawn from U.S. Internal Revenue Service county-to-county inflows, reflects a real, measurable expansion of household formation in the region, not just movement within the metro.

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/2026-10-30-asheville-mig-net-total>



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01

Migration as a Structural Advantage

Asheville's 1,162 net household gain is not just a number — it's a demographic moat. While national migration patterns have flattened or reversed in many markets, Asheville continues to attract new residents, reinforcing long-term demand for housing, services, and local investment. This sustained in-migration is not a short-term trend but a structural shift, suggesting that the market's growth engine remains active even amid national affordability pressures.

02

The Hidden Engine of Local Resilience

This migration advantage is especially notable because it occurs in a region with no major corporate headquarters or tech campus. The influx is driven by lifestyle, quality of life, and environmental appeal — not just job growth. This means the market's resilience is rooted in non-employment factors: access to nature, cultural vibrancy, and community cohesion. It suggests that Asheville's value proposition is not just real estate, but identity — a place people choose to build their lives, not just their portfolios.



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