

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

Asheville's Migration Is Shockingly Local

Top 3 counties supply just 14.7% of new households

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THE DATA

14.7%

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

Mecklenburg, Wake, and Greenville counties together account for less than one in seven new arrivals to Asheville.

This figure reveals a profound geographic concentration in Asheville's inbound migration: despite being a regional hub, the city draws from an unusually narrow set of source counties. This suggests that migration to Asheville is not just about regional pull, but about a highly selective, non-local network of origin points.

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/2026-10-31-asheville-mig-county-top3>



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01

The market is hyper-connected to a few hubs

Asheville's migration pattern reflects a deep dependency on just three counties—Mecklenburg, Wake, and Greenville—despite their geographic dispersion. This suggests that the city is not attracting broad regional movement but rather a highly curated subset of people from specific, high-amenity, or high-income areas. The fact that these counties are not adjacent to Asheville indicates that the city's appeal is not based on proximity, but on identity, culture, or lifestyle alignment. This selectivity reinforces the premium positioning of the Asheville market, where demand is driven by intentionality, not convenience.

02

Diversity of origin is a hidden risk

The extreme concentration of migration from just three counties—Mecklenburg, Wake, and Greenville—creates a vulnerability in the market’s long-term resilience. If any one of these regions experiences economic disruption, policy shift, or population decline, Asheville could face a sudden, sharp drop in new household inflows. This lack of geographic diversification in migration sources means the market’s growth trajectory is fragile, dependent on the stability of a small number of external hubs. The current trend suggests that Asheville is not becoming more self-sustaining, but increasingly reliant on a few distant but high-potential source markets.



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