

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

75.5% of new arrivals come from just three states

North Carolina, Florida, New York — source: ALEX Intelligence, Nov 1, 2026

Swipe for insights →

THE DATA

75.5%

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

This level of concentration is exceptionally high for a secondary market and signals a deeply rooted, non-random migration pattern.

The data reveals that 75.5% of incoming households to the Greensboro-Winston-Salem-High Point MSA originated from just three states: North Carolina, Florida, and New York. This level of concentration is not typical of broad, diffuse migration trends but points instead to a targeted, identity-driven movement. The dominance of in-state migration (North Carolina) suggests strong regional ties and familiarity, while the significant inflow from Florida and New York indicates a growing appeal as a retirement or lifestyle destination for coastal transplants.

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/2026-11-01-greensboro-mig-state-top3>



Photo: Warren LeMay from Cullowhee, NC, United States · CC0 · Wikimedia Commons

01

Migration is identity-driven, not just economic

This concentration also creates a unique opportunity for local institutions—schools, healthcare, and retail—to align with the values and expectations of this new demographic. The market is not just growing in size; it’s evolving in character.

02

The top three states are not just sources—they are mirrors

For real estate and local policy, this means that development and planning should not treat migration as a neutral demographic shift. Instead, it should anticipate the cultural expectations of this cohort—affordable housing, walkable neighborhoods, and access to green space—before demand outpaces supply.



Photo: Warren LeMay from Cullowhee, NC, United States · CC0 · Wikimedia Commons

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

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

