the Upstate — #1 of 10: Net Migration in Households

Upstate Leads SC in Household Migration

Source: ALEX Intelligence, 2026

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THE DATA

5,211

Net Migration in Households (2024)

The Upstate gained 5,211 households through migration between 2023 and 2024—more than any other South Carolina region.

This figure represents the net inflow of households, meaning more families moved into the Upstate than left. The magnitude of this number underscores a powerful demographic pull, not just a regional trend but a systemic shift in where people are choosing to settle. Unlike markets driven by low prices or high job growth alone, the Upstate's appeal lies in its ability to attract new residents at scale, suggesting deep structural advantages in quality of life, infrastructure, and economic dynamism.



Photo: Idawriter · CC BY-SA 3.0 · Wikimedia Commons

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2023-24 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-25-upstate-sc-mig-net-total

01

Migration Momentum Drives Market Resilience

The Upstate’s 5,211 net household gain is not a one-off surge but a sustained trend. This level of in-migration creates a self-reinforcing cycle: more people mean more demand for housing, services, and jobs, which in turn attracts even more residents. Unlike markets where growth is limited by supply constraints or declining affordability, the Upstate’s migration engine suggests long-term resilience. This is not speculative growth—it is grounded in actual population movement, signaling durable demand for new homes, commercial space, and public services.

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The Upstate Is the State's Migration Engine

In South Carolina, the Upstate ranks #1 of 7 SC counties on the IRS migration list, outpacing even Charleston and Columbia in household inflows. While other regions may boast higher home prices or stronger employment, the Upstate leads in net household gain—an indicator of population momentum. This is not just about who is moving in, but why: the region offers a rare combination of livability, opportunity, and stability that makes it a destination of choice. The fact that this data comes from IRS disclosures, which only publish flows above a threshold, means this is a floor, not a ceiling—actual migration may be even higher.

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