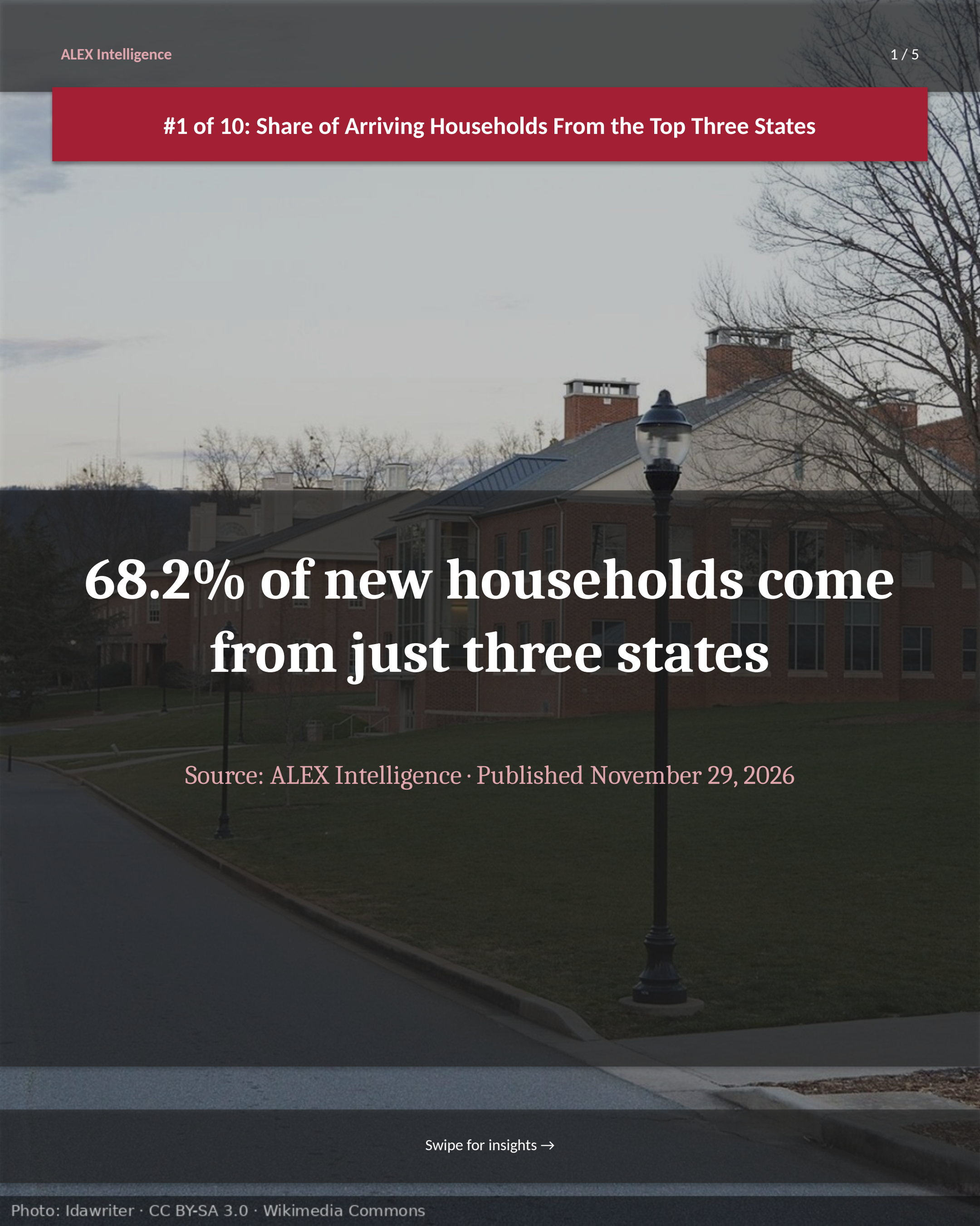
#1 of 10: Share of Arriving Households From the Top Three States



68.2% of new households come from just three states

Source: ALEX Intelligence · Published November 29, 2026

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THE DATA

68.2%

Share of Arriving Households From the Top Three States (2024)

The Upstate's inbound migration is more concentrated than any other region in South Carolina.

This level of concentration — with 68.2% of new households arriving from South Carolina, North Carolina, and Florida — reflects a highly targeted migration pattern. It suggests that the Upstate is not just growing, but growing in a way that builds cohesive, regionally aligned communities. This alignment supports infrastructure planning, economic development, and long-term real estate demand.



Photo: Chris Pruitt · 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/2026-11-29-upstate-sc-mig-state-top3

01

Migration cohesion fuels community stability

The Upstate’s migration pattern isn’t random — it’s a self-reinforcing cycle. When 68.2% of new residents come from just three states, shared cultural and economic habits follow. This reduces social friction, accelerates neighborhood integration, and strengthens local institutions. As a result, new residents are more likely to invest in property, participate in civic life, and remain long-term, reducing churn and supporting sustained appreciation in home values.

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02

A concentrated influx drives smarter development

With the majority of new residents coming from similar economic and geographic backgrounds, developers can anticipate demand with greater precision. Projects like Hartness's Grandview in Greenville are not speculative — they're responsive to a known, stable cohort. This allows for efficient land use, better alignment of retail and services, and faster ROI on infrastructure. The Upstate isn't just attracting people — it's attracting the right kind of people, in the right numbers, at the right time.

Real Estate Strategy & Intelligence Leader. Democratized Blue Ocean Strategist & Operator.

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