

METRO AREA-TO-METRO AREA NET MIGRATION CHARLESTON METRO AREA | 2020

Presented by



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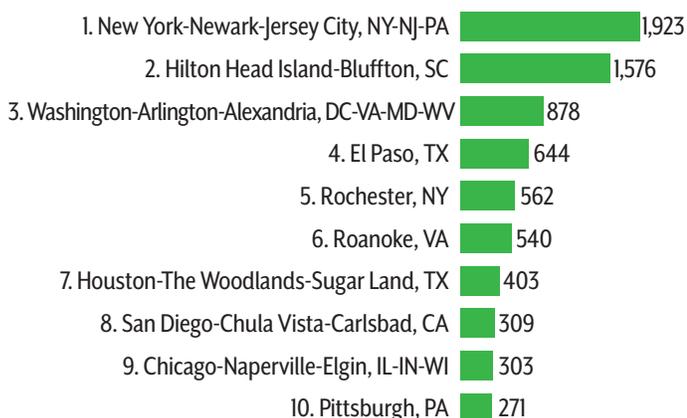
Migration flows of the Charleston region

The lure of the Lowcountry draws thousands of new residents to the Charleston region each year. We analyzed the 2016-2020 Metro Area-to-Metro Area Migration Flows Survey, recently released by the U.S. Census, to see which metro areas our new neighbors are moving from and where people move when they leave. The survey calculates an annual average based on data over a five-year time period.



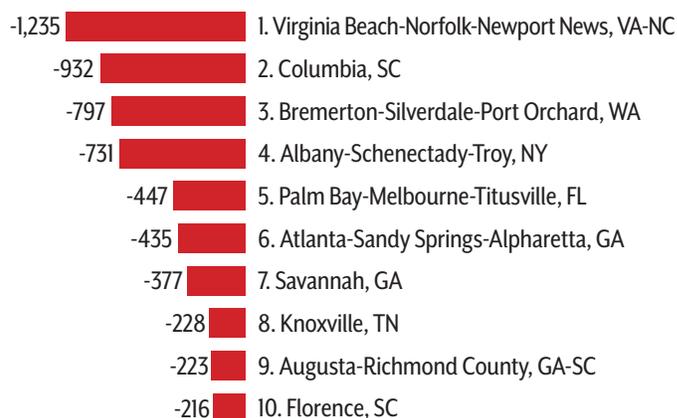
Top 10 metro areas people move to Charleston from, by net migration*

Four of the ten largest metro areas in the U.S. are among the top ten places people move to Charleston from. This is likely due to the lower cost of living, expanding job opportunities, the ability to work remotely and favorable climate found in the region.



Top 10 metro areas people move from Charleston to, by net migration*

The Virginia Beach-Norfolk-Newport News metro area is consistently the top place Charlestonians move to. This is driven by military relocations to that region. Among their many military installations is Naval Station Norfolk, the world's largest navy base.



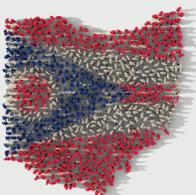
* Net migration is the number of people moving to Charleston from a metro area, minus the number of people moving from Charleston to the same metro area.

Notable changes from 2015 in net migration

We compared the most recent data to the 2011-2015 Metro Area-to-Metro Area Migration Flows data and found some interesting changes.

Not everyone moves here from Ohio...anymore

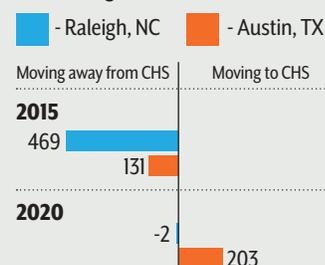
The high number of people who move here from Ohio has been a running joke of the region. It appears that once noticeable trend has begun to slow. In 2015, Ohio represented three of the top 30 metro areas for net migration to Charleston. The highest being Cincinnati, which ranked fourth. In 2020, only Dayton cracked the top 30 coming in at 16th. Maybe, its time we give our Buckeye neighbors a break.



Reversing the brain drain

Charleston is often compared to and economically competes with the Raleigh, NC and Austin, TX metro areas. In 2015, Charleston lost a combined 600 residents in net migration to Raleigh and Austin. In 2020, Charleston gained 203 residents in net migration from Austin and only lost two people to Raleigh.

Net migration with Charleston



From Silicon Valley to Silicon Harbor

In 2015, the estimated net migration from Charleston to the San Francisco metro area was 261. By 2020, that trend had reversed with an estimated net migration of 75 people moving to Charleston from the San Francisco metro area. This shift is likely due to a strengthening tech sector and lower cost of living in the Charleston region.