

Is Huntsville's Income Growth Driving Housing Demand?

A key trend emerging from Atlanta Fed data.

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THE DATA

5.2%

Income Growth (2024)

Huntsville's median household income rose faster than the national average in 2024.

The Atlanta Fed’s regional data shows Huntsville’s median household income grew at a 5.2% rate in 2024, outpacing the U.S. average of 3.8%. This growth is tied to increased tech and manufacturing employment, particularly in aerospace and defense sectors.



Source: Atlanta Fed · Published August 25, 2026

01

Income Growth and Housing Demand Correlation

Huntsville’s rising income levels are directly supporting housing demand. As more residents can afford to buy homes, the local real estate market is experiencing increased transaction volumes. This income mobility is likely a key driver behind recent price appreciation.



02

Regional Comparison with Georgetown TX

While Huntsville's income growth aligns with trends seen in Georgetown, Texas (where 5.1% income growth was recorded), the housing market response has been more muted in Texas due to supply constraints. Huntsville’s relatively lower cost of living may allow for stronger demand-driven appreciation.

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