New Income Drivers in Boulder

The shift in buyer demographics is changing the market

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THE DATA

4.8%

Home Price Growth

Year-over-year appreciation in Boulder County.

Boulder’s median home price increased by 4.8% year-over-year, according to the Kansas City Fed’s latest regional housing report. This growth is not just a continuation of tech-sector-driven demand but reflects an influx of high-income professionals from outside the region. The trend suggests that Boulder's desirability is expanding beyond its traditional tech hub identity.



Source: Kansas City Fed · Published August 27, 2026

01

Beyond Tech: New Buyer Profile

The rise in home prices isn't solely due to a tech boom. Instead, it’s driven by high-income professionals from other industries—finance, consulting, and remote workers—who are choosing Boulder for its quality of life. This demographic shift has allowed price appreciation to outpace the regional median, even with limited inventory. These buyers are less price-sensitive than previous cohorts, leading to a new pricing dynamic.



02

Implication for Housing Affordability

While Boulder remains an expensive market, the entry of high-income non-tech buyers is creating a more resilient demand base. This suggests that affordability pressures may be less volatile than previously assumed, as these buyers are not solely driven by job location but by lifestyle preferences. It also means that new housing supply must meet evolving buyer needs beyond just proximity to tech firms.

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