# Triangle Buyers Are Changing

A new demographic trend is reshaping local real estate.

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THE DATA

# 3.8%

## Median Household Income Growth

Between 2024 and 2026 in the Triangle region.

This increase reflects a significant rise in buyer affordability, which has shifted demand from traditional single-family homes to multi-unit properties. The growth in income aligns with the region's expanding tech and healthcare sectors, drawing young professionals seeking more flexible housing options.



Source: Richmond Fed · Published August 27, 2026

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# Income Growth Spurs Housing Shift

The Triangle's rising median household income is driving a change in housing preferences. Young professionals are increasingly purchasing condos and townhomes, not just single-family homes. This shift signals a deeper change in lifestyle choices influenced by career mobility and urban living trends.



# 02

## Tech Expansion Drives New Demand Patterns

The region's growing tech sector has attracted a younger, more affluent buyer segment. These buyers prioritize walkability, transit access, and urban amenities over traditional suburban home features, reshaping market dynamics in previously low-demand areas.

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