

1.32x Income Gap Between Triad Counties — ALEX Intelligence 2026

1.32x Income Gap in the Triad

Davie vs.

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THE DATA

1.32x

Ratio of Highest to Lowest County Median Household Income in the Market (2024)

The Greensboro-Winston-Salem-High Point MSA shows one of the widest intra-regional income disparities in North Carolina.

This 1.32x gap—between Davie County’s \$75,057 and Rockingham County’s \$57,053—reveals a deep structural divide within a single metropolitan area. Despite shared infrastructure, labor markets, and regional identity, wealth is not distributed evenly across the Triad’s counties. This imbalance is not a new phenomenon, but it is becoming more consequential as housing and public services become increasingly tied to local fiscal health.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-10-greensboro-within-county-median-income>



01

Wealth Concentration Drives Market Fragmentation

The 1.32x income disparity isn't just a statistic—it's a market signal. Counties like Davie and Guilford, with higher median incomes, are attracting private investment in housing, retail, and education. Meanwhile, Rockingham and Randolph, despite proximity and shared regional branding, face slower capital inflows and under-resourced public systems. This internal fragmentation means that 'the Triad' as a unified market is increasingly a fiction—what's good for one county may not be sustainable for another.



02

Affordability Is a County-Level Reality

This means that housing policy, lender behavior, and even real estate marketing must be tailored to county-specific income profiles—not regional averages.

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

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