

3.3% Income Gap in Greensboro-Winston-Salem-High Point MSA — ALEX Intelligence 2026

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Arriving households earn less than those leaving — a reversal of the norm

THE DATA

3.3%

Income Gap Between Arriving and Departing Households (2023)

The Greensboro-Winston-Salem-High Point MSA sees a net inflow of lower-income households than it sends out.

This 3.3% gap means that households moving into the region earn, on average, less than those departing. It's a rare reversal: most growing metros attract higher-income migrants. This suggests the Triad is becoming a destination for economic mobility rather than a magnet for wealth accumulation.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-20-greensboro-mig-agi-gap>

01

The Triad is a net economic equalizer

This dynamic may be reinforcing long-term housing demand, especially in affordable and mid-tier price points, without triggering the inflationary pressure seen in high-income gatekeeper markets.

02

Migration is reshaping regional equity

This could be a harbinger of long-term fiscal resilience. If the region continues to attract lower-income but growing populations, it may offset demographic headwinds and support public investment in education, transit, and healthcare.

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