

ZIP 27549 — #1 of 10: Share of Homes Held for Seasonal Use

ZIP 27549 Leads NC in Seasonal Homes

Source: ALEX Intelligence · Published October 15, 2026

Swipe for insights →

THE DATA

7.2%

Share of Homes Held for Seasonal Use (2024)

ZIP 27549 has the highest share of homes held for seasonal use in the Triangle.

This figure reflects a growing trend of temporary residency in a region increasingly defined by high-velocity knowledge economy migration. The concentration of seasonal homes in ZIP 27549 suggests a deliberate choice by professionals in tech, biotech, and academia to anchor in the Triangle while maintaining flexible, location-independent lifestyles. This pattern is not random—it aligns with the area's reputation as a hub for innovation and high-wage employment.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-15-triangle-seasonal-share-zcta-mkt>

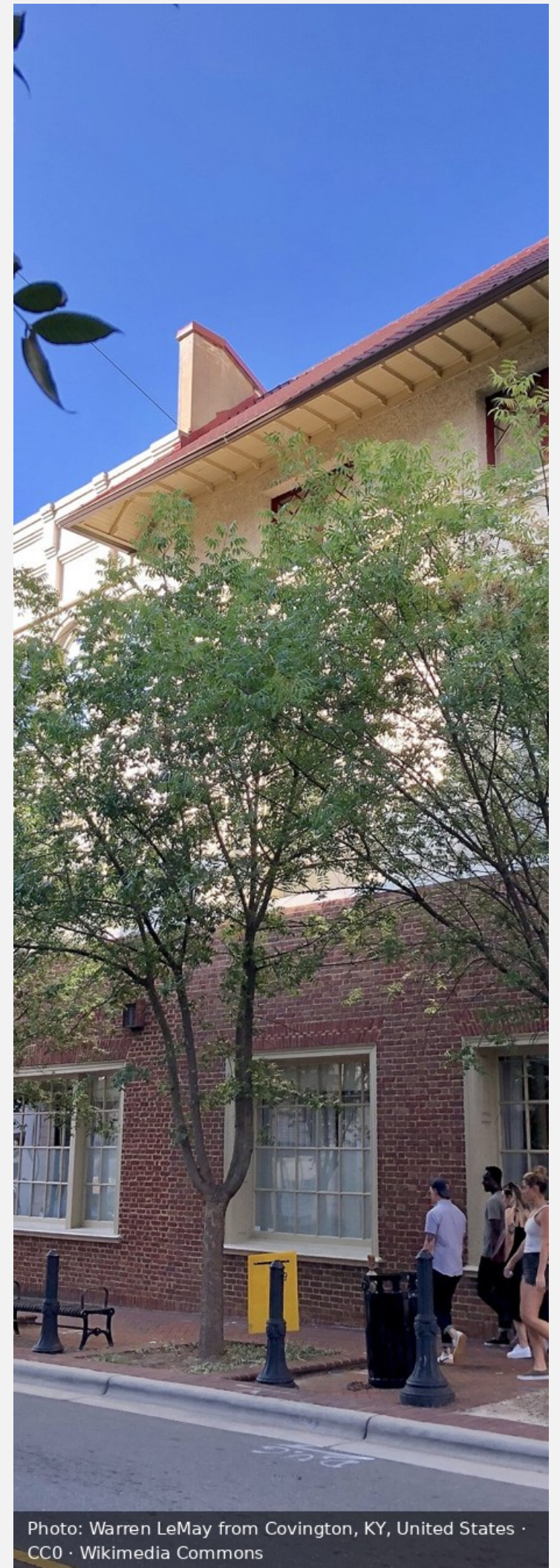


Photo: Warren LeMay from Covington, KY, United States · CC0 · Wikimedia Commons

01

Seasonal Demand Signals Talent Retention

The 7.2% share of seasonal homes in ZIP 27549 is not just a housing statistic—it's a proxy for talent mobility. These homes are not vacation properties in the traditional sense; they serve as temporary anchors for professionals relocating to the Triangle for roles at Research Triangle Park, UNC, Duke, or NCSU. The high concentration suggests that the area is not only attracting talent but also enabling them to test the region before making permanent commitments, which supports long-term residential demand and rental market stability.

02

Density of Seasonal Use Reflects Innovation Infrastructure

The fact that ZIP 27549 leads the Triangle in seasonal home use is not coincidental. This ZIP code corresponds to a region with high concentrations of research institutions, innovation corridors, and high-income employment centers. The data reveals that seasonal housing is not a byproduct of tourism but a structural feature of a knowledge economy where professionals move in waves, testing the cultural, environmental, and professional fit of the Triangle before settling. This pattern supports the region's long-term real estate value and reinforces its position as a magnet for future investment.



Photo: Sunfishtommy · CC BY-SA 4.0 · Wikimedia Commons

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy

