

Wake County — #1 of 8: Median Household Income

# Wake County leads NC in median income

Source: ALEX Intelligence, October 24, 2026

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## THE DATA

# \$105,768

### Median Household Income (2024)

Wake County's median household income is \$105,768, the highest in the Triangle and across North Carolina.

This figure reflects the concentration of high-wage employment in research, tech, and public administration.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation  
<https://alex-companies.com/data/2026-10-24-triangle-median-income-county-mkt>



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

# 01

## Affluence drives demand, not supply

This is not a supply-constrained market in the traditional sense; it is a demand-driven one, where wealth concentration fuels new development.

# 02

## The real estate divide is not between cities

Future market strategies must analyze counties as economic units, not just city boundaries, to target capital flows accurately.



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