#1 of 10: Five-Vintage Change in Households Moving In

Alamance County leads Triad in in-migration

Source: ALEX Intelligence, 2026

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THE DATA

17.4%

Five-Vintage Change in Households Moving In (2023)

This marks the growth in households relocating to the Greensboro-Winston-Salem-High Point MSA between 2017-18 and 2022-23.

The 17.4% increase in in-migration reflects a sustained shift in residential patterns across the Triad, driven not just by affordability but by the region's growing employment base and quality of life. Alamance County's dominance in this trend signals a deepening regional pull, particularly for households seeking suburban stability with access to urban amenities.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2017-18 and 2022-23 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-11-greensboro-mig-trend-in-long

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Affordability is the new magnet

The data reveals a structural shift: Triad growth is no longer driven by a single metro’s pull, but by a network of secondary hubs that balance access and cost. Alamance County’s rise underscores how regional decentralization is reshaping housing demand, with lower-priced, high-quality communities attracting the most mobility.

02

The Triad is a regional magnet, not just a destination

This dynamic suggests that the Triad is evolving into a regional hub for workforce mobility, not just a place to settle. The data shows that people are not fleeing Charlotte, but strategically relocating within the state to optimize their housing and job trade-offs—making the Triad a critical node in North Carolina's internal migration ecosystem.

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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

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