

Best In North Carolina Real Estate™: Wilmington

Wilmington's Income Gap Is #1 Narrowest in NC

A rare economic cohesion across Pender, Brunswick, and New Hanover
counties

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THE DATA

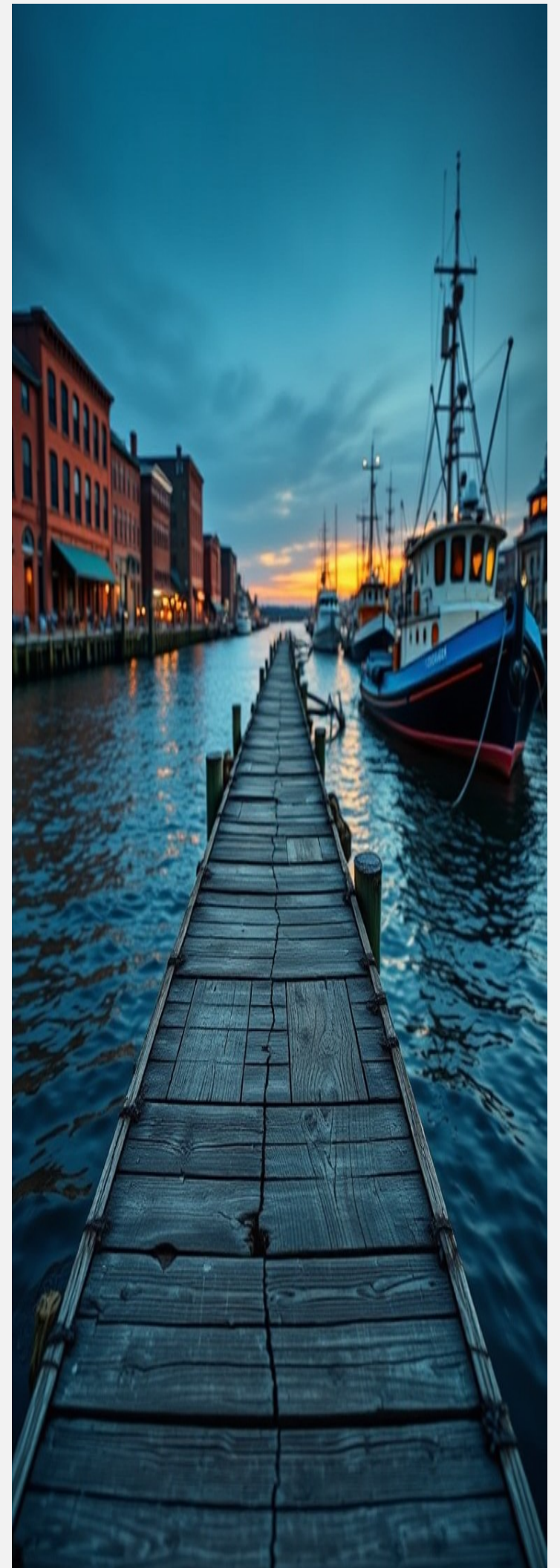
1.07x

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

This ratio measures the income disparity between the highest- and lowest-earning counties within the Wilmington metro area.

Wilmington's 1.07x ratio of highest to lowest county median household income is the narrowest in North Carolina. This reflects a uniquely balanced economic footprint across Pender, Brunswick, and New Hanover counties. Unlike most metro areas where affluent and low-income communities are geographically segregated, Wilmington's income distribution is more evenly spread. This cohesion is not a sign of stagnation but of a shared economic trajectory across diverse communities.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-13-wilmington-within-county-median-income>



01

Cohesion Fuels Stability

The tight income dispersion in Wilmington signals structural economic stability. When income gaps between counties are minimal, housing markets are less prone to speculative bubbles and displacement. This cohesion supports sustained demand across all price points, from affordable starter homes in Pender to high-end waterfront properties in New Hanover. It also reduces social friction that can impede long-term development planning.

02

A Magnet for Equitable Growth

Wilmington's balanced income profile makes it a rare destination for equitable real estate investment. Unlike markets where growth is concentrated in one affluent enclave, development in Wilmington is more evenly distributed. This reduces the risk of gentrification backlash and encourages inclusive infrastructure investment. As workforce housing demand grows in the Cape Fear region, this cohesion ensures that growth benefits all communities, not just the most privileged.



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