

#1 Most Affluent Rural County in America — ALEX Intelligence 2026

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Summit County leads with \$138,114 median income — ALEX Intelligence, 2026

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THE DATA

\$138,114

Median Household Income (2024)

Summit County ranks #1 among all rural U.S. counties with fewer than 50,000 residents.

This figure reflects a structural shift in rural prosperity: affluence is no longer tied to urban proximity. Instead, it emerges from specialized land use, infrastructure access, and climate-resilient development. The top-tier counties are not just wealthy — they are strategically positioned for long-term value capture.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-16-land-land-dem-median-income-county-us-rural>



01

Wealth Is a Land-Use Signal

For Best In Land Real Estate™, this means targeting counties where median income data is rising not due to migration, but due to structural land-use shifts — a signal that the land itself is being redefined as a high-value asset class.



02

The New Rural Elite Is Infrastructure-First

For investors and land strategists, this means that the most valuable rural assets are not the most remote, but those with the most strategic access — a shift that redefines what it means to 'own rural land' in 2026.

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

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