

#1 Source of Highest-Income Households in Asheville — ALEX Intelligence 2026

Harris County, TX Leads Asheville's In-Migration

Top source of highest-earning households in the Asheville MSA — ALEX
Intelligence 2026

THE DATA

\$285,460

Average Income of Arriving Households (2023)

Harris County, TX sent the highest-earning households to Asheville in 2022–23, outpacing all other U.S. counties.

This figure represents the average income of households relocating from Harris County to the Asheville market, a benchmark that underscores a growing trend of high-net-worth migration from Texas's most affluent counties. The data reflects a strategic shift in where wealth is being deployed, with Asheville emerging as a preferred destination for those seeking mountain living without sacrificing urban opportunity. The magnitude of this flow suggests that Asheville's appeal extends beyond local demographics to include national economic elites.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-19-asheville-mig-in-agi>

01

Wealth Flows to the Mountains

This migration pattern suggests that Asheville is not merely attracting retirees or remote workers, but active professionals and entrepreneurs who bring not just wealth, but decision-making power. Their presence may reshape zoning, development, and public investment priorities, especially in areas like Weaverville and Black Mountain where demand is already concentrated.

02

A New Economic Gravity

As the average income of incoming households reaches \$285,460, the local economy gains a powerful anchor of purchasing power that can sustain premium services and attract new businesses. However, this also raises long-term concerns about affordability and equity, especially in a region already facing housing shortages. The market is not just growing — it is being redefined by the very people who are moving in.

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