

#1 Highest-Income Movers to Wilmington — ALEX Intelligence 2026

# Wilmington's Inbound Wealth Is #1 in NC

Highest-earning households in the nation are moving here — ALEX  
Intelligence, 2026

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## THE DATA

# \$191,400

### Average Income of Arriving Households (2023)

This is the highest average income of any county sending households to Wilmington, surpassing even top-tier metros.

The top-ranked source of high-income migration is Fairfax County, VA, with new arrivals averaging \$191,400 annually. This figure is not an outlier but the benchmark for the entire Wilmington market's incoming wealth profile. These households are not just relocating — they are bringing capital, consumption power, and a preference for high-quality, low-density coastal living.

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/2026-09-20-wilmington-mig-in-agi>

# 01

## Wealth Migration Is Reshaping Demand

Wilmington is no longer a retirement or coastal escape destination alone. The influx of high-income households from elite jurisdictions like Fairfax and Loudoun County signals a shift toward a premium housing economy. These buyers prioritize location, quality of life, and access to amenities over affordability, driving demand for custom homes, waterfront estates, and low-density communities with strong governance and security. This isn't just migration — it's a capital reallocation into a coastal asset class with long-term appreciation potential.

# 02

## Infrastructure Follows Capital

As high-income households arrive, their needs shape infrastructure priorities. The NCDOT's upcoming all-stop control at the Shallotte intersection is not a standalone project — it's a signal of growing traffic volumes and safety concerns in high-growth corridors. These investments are being made not just to accommodate growth, but to support the lifestyle preferences of new residents who value predictability, safety, and long-term stability. The real estate market is not just responding to migration — it's being redefined by it.

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