

#1 in Median Income Disparity — ALEX Intelligence 2026

Hendersonville Has Lowest Income in Asheville Market

Ranked #1 in income disparity — ALEX Intelligence 2024

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THE DATA

\$53,449

Median Household Income (2024)

Hendersonville leads the Asheville market in lowest median household income.

This figure represents a structural gap between urban cores and suburban/semi-rural communities in the region. Despite Asheville's reputation for high cost and high income, Hendersonville's data reveals a persistent undercurrent of economic strain that may be overlooked in broader market narratives.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

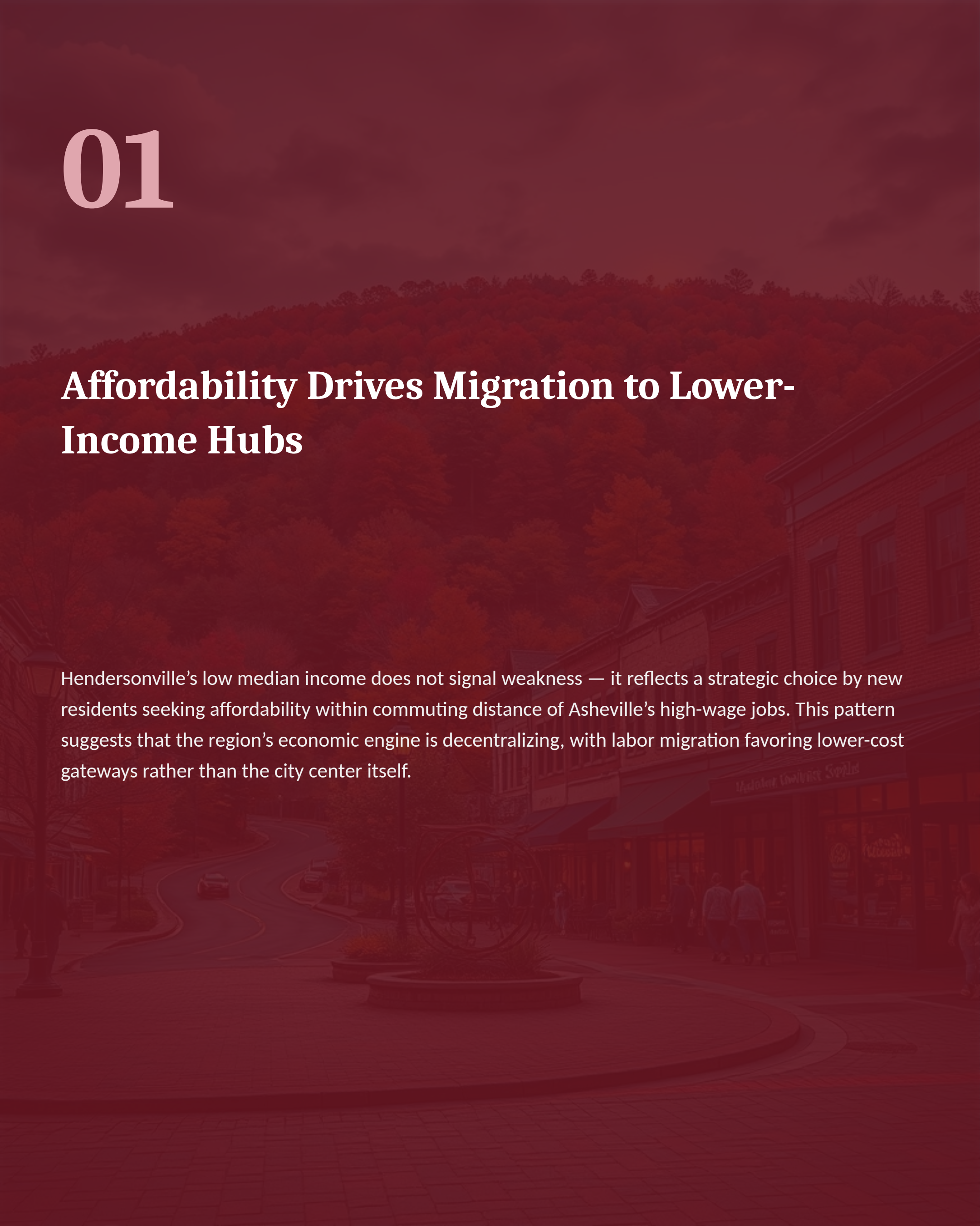
<https://alex-companies.com/data/2026-10-02-asheville-median-income-place-mkt-asc>



01

Affordability Drives Migration to Lower-Income Hubs

Hendersonville's low median income does not signal weakness — it reflects a strategic choice by new residents seeking affordability within commuting distance of Asheville's high-wage jobs. This pattern suggests that the region's economic engine is decentralizing, with labor migration favoring lower-cost gateways rather than the city center itself.



02

Income Disparity Fuels Supply Constraints

The widening gap between income levels and housing costs is not just a social issue — it's a supply constraint. As Hendersonville remains the most affordable node in the region, demand for housing there is outpacing supply, even as incomes remain below the regional average. This dynamic may explain why Haywood County recorded record home sales in Q3 2026 — affordability is a magnet, not a deterrent.



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