

25.0% of ZIP Codes Rent Above \$1,500 — ALEX Intelligence 2026

25.0% of Wilmington ZIP Codes Rent Above \$1,500

A new affordability threshold is shaping the city's rental landscape

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THE DATA

25.0%

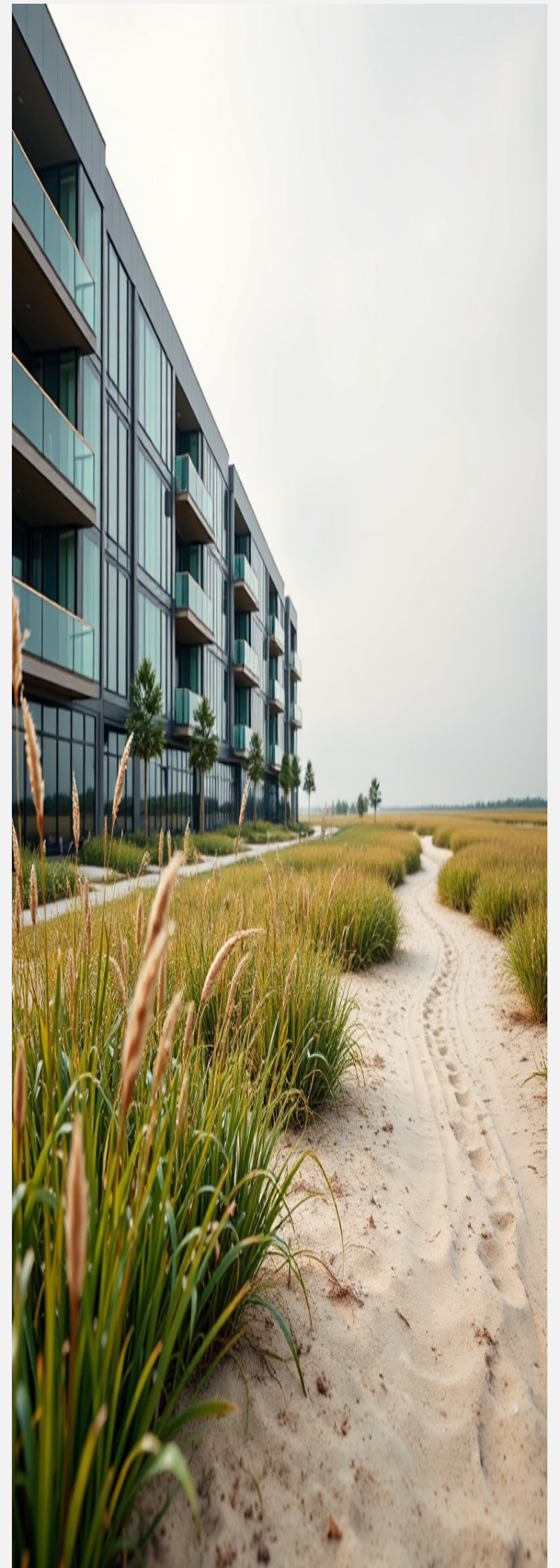
Share of Zip Codes With Median Gross Rent Above \$1,500 (2024)

This marks a structural shift in the rental market, with one in four ZIP codes now in the premium rent tier.

The data reveals a clear bifurcation in the Wilmington housing market: while the majority of ZIP codes remain below \$1,500 in median gross rent, a growing segment—particularly in coastal and riverfront corridors—has crossed into a new affordability tier. This shift is not random but reflects targeted investment, zoning dynamics, and rising construction costs in high-demand areas.

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

<https://alex-companies.com/data/2026-10-02-wilmington-threshold-gross-rent-1500-zcta>



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Affordability is no longer uniform

This concentration creates a dual reality: for many residents, rents remain accessible; for others, particularly in prime districts, affordability has eroded. The market is no longer a single continuum but a layered system where access to high-value locations is increasingly gated by price.

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Rent threshold as a proxy for development momentum

The data implies that rent growth is not a passive outcome but a deliberate market signal. Investors and developers are not just responding to demand—they are shaping it by controlling supply. The \$1,500 threshold is thus not just a cost barrier, but a boundary of market maturity.

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