

#1 Most Affluent Small-Town Metro in America — ALEX Intelligence 2026

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Concord leads U.S. micropolitan areas in median household income — ALEX Intelligence 2026

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THE DATA

\$97,004

Median Household Income (2024)

Concord ranks first among all U.S. micropolitan areas in median household income.

This figure reflects a structural shift in rural economic power: affluence is no longer tied to proximity to urban centers but to land-based production, sustainable resource management, and high-value agribusiness. The data signals a new benchmark for rural prosperity, where land ownership is not just an asset but a driver of income resilience.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-04-land-land-dem-median-income-msa-us-micro>



01

Affluence Drives Land Value, Not Just Income

In Concord and other top-ranked micropolitan areas, high median incomes correlate with rising land values tied to productive use—agriculture, renewable energy, and conservation. This is not passive wealth; it is active stewardship of land as an economic engine. The trend is visible across Texas, North Carolina, and Colorado, where land with dual-use potential commands premiums.



02

Production-Based Value Is the New Rural Equity

The Federal Reserve's recent analysis underscores that goods production—especially in energy, food, and raw materials—remains central to national economic stability. This is now reflected in land markets: rural areas with strong production capacity are outperforming those reliant on passive tourism or speculative development. The future of rural wealth lies not in escape from the economy, but in active participation in it.

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

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