

#17 in U.S. Metro Payroll Growth — ALEX Intelligence 2026

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Wilmington ranks among the top 12% of U.S. metros for employment expansion

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THE DATA

1.5%

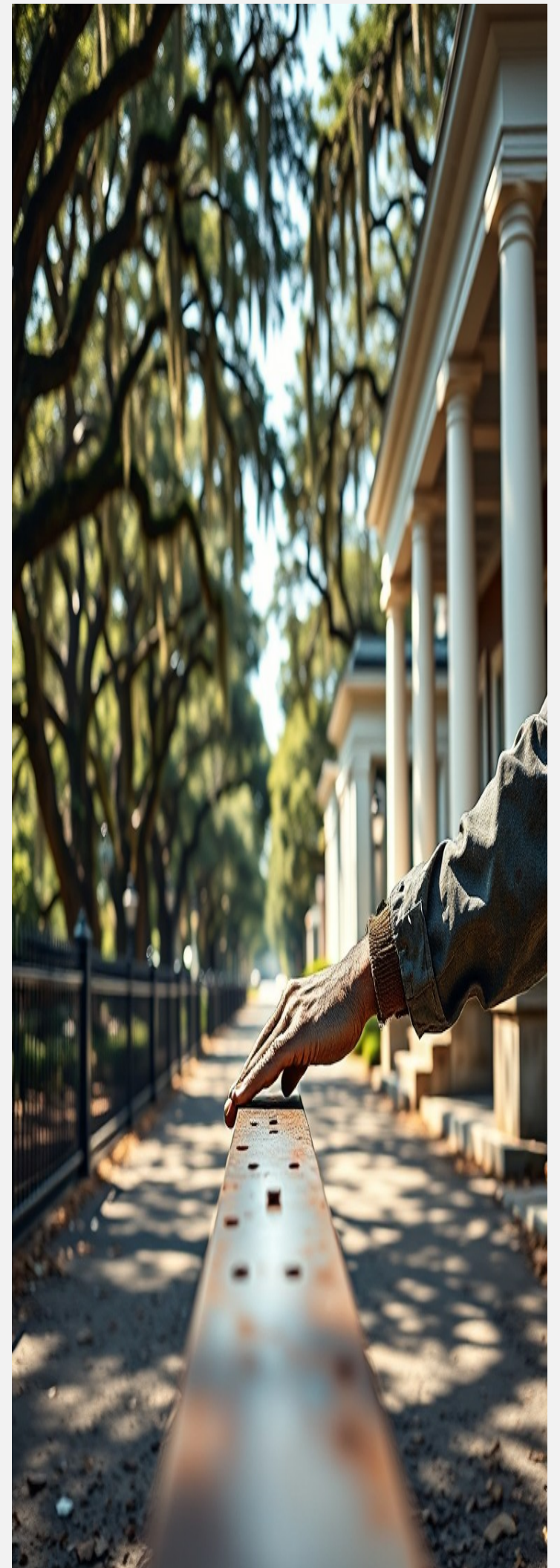
12-month growth in metropolitan payroll employment (August 2026)

Wilmington ranks #17 of 153 U.S. metros on 12-month growth in metropolitan payroll employment.

This 1.5% increase in payroll employment signals robust labor market expansion, driven by industrial, healthcare, and maritime sectors. It positions Wilmington not just as a coastal retreat, but as a growing economic hub with sustained job creation. This growth is not cyclical noise—it reflects structural momentum in the region's workforce and business base.

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics and Current Employment Statistics, August 2026 (seasonally unadjusted, metropolitan) • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-05-wilmington-lab-bls-payroll-growth-12m-msa>



01

Job Growth Drives Real Estate Resilience

Wilmington's 1.5% payroll growth, while modest in isolation, is a key indicator of underlying market strength. Unlike markets reliant on transient tourism or speculative investment, this growth is anchored in permanent, non-farm employment. This creates a self-sustaining demand for housing, reducing volatility and supporting long-term appreciation. As new jobs attract workers, rental and ownership demand rise in tandem—particularly in accessible, mid-tier neighborhoods.

02

The Talent Magnet Effect

When a metro grows jobs faster than the national average, it becomes a magnet for talent. Wilmington's 1.5% growth rate, especially in advanced manufacturing and logistics, signals that skilled workers are relocating—often from higher-cost regions. This in-migration isn't just about lifestyle; it's about opportunity. The resulting demand for housing, especially for professionals seeking balance between coastal living and affordability, creates a virtuous cycle of investment and value retention.



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