

#1 of 6 Wilmington metro counties, #1 of 14 North Carolina counties — ALEX Intelligence 2026

#1 in Wilmington Metro, #1 in NC

Wilmington leads all North Carolina counties in household migration, 2022–23

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THE DATA

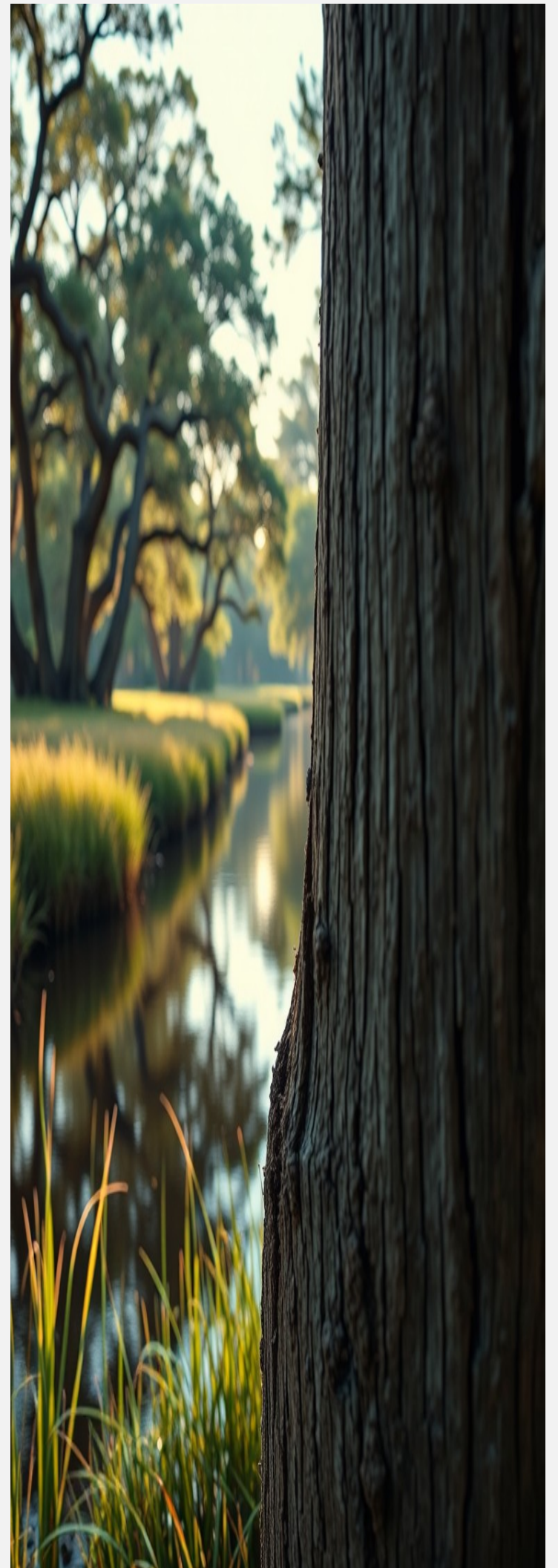
3,358

Net Migration in Households (2023)

Wilmington gained 3,358 households through migration between 2022 and 2023.

This inflow represents a structural shift in the region's demographic trajectory, signaling sustained demand for housing and services. Unlike temporary spikes, this net gain reflects a persistent attraction to the Cape Fear coast, driven by remote work, lifestyle appeal, and coastal stability. The data confirms that migration is not a side effect but a core engine of market growth.

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/2026-10-09-wilmington-mig-net-total>



01

Migration Drives Supply Constraints

This is not a shortage caused by low supply alone, but by a mismatch between inflow velocity and development velocity. The fact that projects like Hilton Bluffs face revocation over traffic and environmental modeling delays shows that regulatory capacity is also lagging behind demographic momentum.



02

In-Migration Fuels Premium Demand

Wilmington's migration advantage is not a race to the bottom on price. It's a magnet for households with financial capacity and long-term planning. This is why premium housing, free-and-clear ownership, and low rent burdens remain strong indicators of the market's health. The inflow is not just about numbers—it's about quality of life and long-term security.

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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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