

ZIP 28480 — #1 of 10: Median Household Income

ZIP 28480 Leads NC in Median Household Income

The most affluent ZIP in North Carolina, according to 2024 data

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THE DATA

\$172,500

Median Household Income (2024)

ZIP 28480 in Brunswick County outpaces all other North Carolina ZIP codes in median household income.

This figure reflects a deepening concentration of high-income households in the northernmost coastal communities of the Cape Fear region. The data suggests that ZIP 28480 is not just wealthy—it is structurally distinct in its income distribution, with a clear divergence from the broader metro average. This concentration may be tied to the area's access to high-value employment, proximity to specialized infrastructure, and long-term residential stability.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-23-wilmington-median-income-zcta-mkt>



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01

Wealth Concentration Drives Infrastructure Demand

This concentration of affluence may also influence public policy indirectly, as high-income residents often advocate for targeted investments in education, transportation, and environmental resilience—issues that are increasingly vital for coastal communities facing climate uncertainty.

02

The Hidden Cost of Affluence

For policymakers and developers, this gap is a warning: economic growth in high-income zones does not automatically translate to inclusive development. Without intentional planning, the region risks entrenching inequality, even as it attracts high-value investment. The future of sustainable growth lies in bridging this divide—not just through policy, but through targeted infrastructure that serves all residents, not just the top earners.



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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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