

Wise County — #1 of 10: 5-Year Household Income Growth

Wise County leads Texas in 5-Year Income Growth

44.8% surge, per ALEX Intelligence 2026 report

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THE DATA

44.8%

5-Year Household Income Growth (2024)

Wise County recorded the highest increase among Texas counties with at least 20,000 residents.

The data reflects a broad-based rise in household income, not just elite concentration, suggesting new capital is being deployed across infrastructure, technology, and energy sectors in the region.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2019 and 2024 ·
ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-31-luxe-luxe-dem-g-median-income-county-tx>



01

Luxury follows income, not just location

For investors, this means targeting counties with strong income growth trajectories—even if they lack historical real estate brand equity—could yield earlier entry into the next wave of luxury appreciation.



02

Wealth creation precedes real estate demand

This creates a unique opportunity for developers and investors to position inventory ahead of the curve, capitalizing on the fact that income growth is already embedded in the market.

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

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