#1 of 10: Share of the Market's Seasonal Homes in Its Top Three Zip Codes

47.3% of Wilmington’s seasonal homes are in just three ZIPs

Top 3 ZIPs in the Wilmington metro, 2026

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THE DATA

47.3%

Share of the Market's Seasonal Homes in Its Top Three Zip Codes (2024)

This concentration reflects deep clustering in coastal Brunswick County, not dispersed demand.

The data reveals a stark geographic imbalance: nearly half of all seasonal homes in the Wilmington market are located in just three ZIP codes—28465, 28462, and 28469—all within Brunswick County. This is not random dispersion but a signal of intense, localized demand for coastal second-home access.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-11-wilmington-concentration-seasonal-homes-zcta

01

Supply is chasing demand, not the other way around

The concentration in ZIP 28465 (5,027 seasonal homes), 28462 (4,990), and 28469 (3,557) is not a passive outcome—it's a reaction. The market isn't building for speculation; it's building to meet existing patterns of ownership and use.

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02

The real estate frontier is coastal, not inland

Despite the region's growing population and job base, the data shows that seasonal home demand is almost entirely confined to the coast. ZIP codes in Pender and New Hanover counties, though part of the same metro, show far lower concentrations. This suggests that the economic and social value of coastal proximity is so dominant that it overrides other factors—access to jobs, schools, or urban amenities—when it comes to second-home placement.

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