#1 of 3: Ratio of Highest to Lowest County Median Household Income in the Market

Pender County leads NC in income disparity

ALEX Intelligence 2024 data shows 1.07x gap

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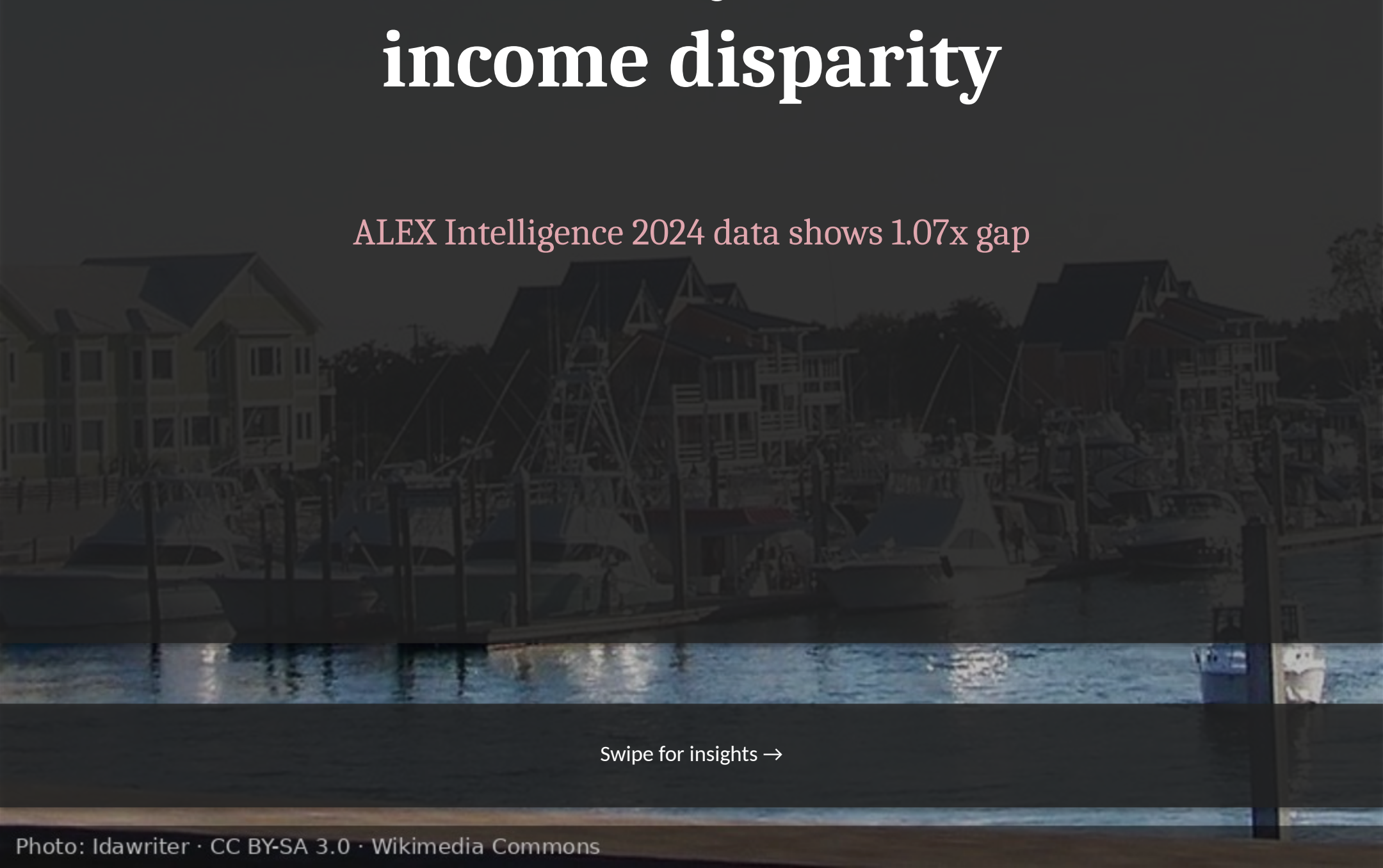


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THE DATA

1.07x

Ratio of Highest to Lowest County Median Household Income in the Market (2024)

Pender County's $80,396 median income outpaces New Hanover County's $75,166 by 1.07 times.

This ratio reveals a growing divergence in economic capacity across the Wilmington metro, with Pender County now the highest-earning county in the region. The gap is not driven by a single sector but reflects broader patterns in employment concentration, real estate value, and public investment. Such disparities may influence housing affordability, service access, and long-term community cohesion.



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Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-27-wilmington-within-county-median-income

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The wealth engine is shifting inland

The data suggests that future economic growth may be less tied to waterfront proximity and more linked to connectivity, broadband access, and community amenities — not just physical geography.

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Disparity is a catalyst, not just a gap

Over time, this may lead to uneven access to opportunity — not just in jobs, but in healthcare, education, and housing — even within the same metro area.

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