



Southport, North Carolina.

Current market data.

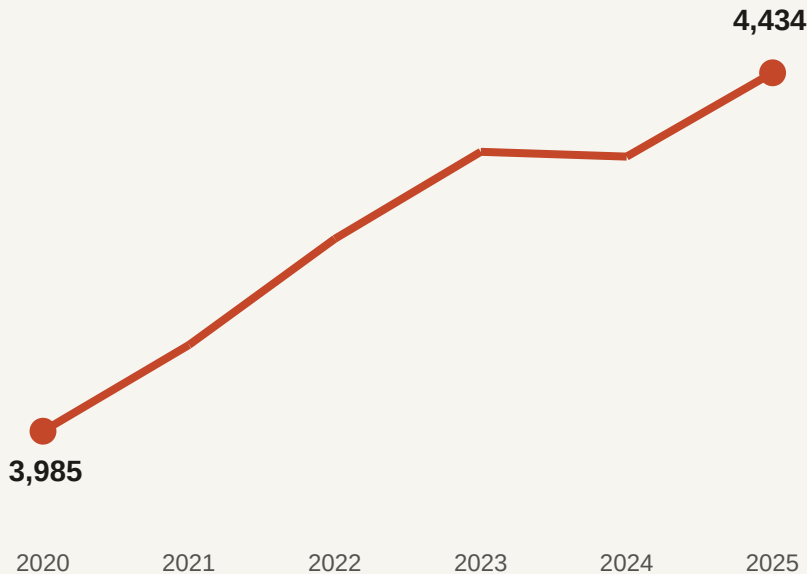
10 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

Growing. Up 11.3% since 2020.

4,434

people, the 171st-largest of North Carolina's cities and towns.



THE WORKDAY

9 in 10 jobs here go to people who live somewhere else.

90.0%

of 2,689 jobs located in Southport are filled by in-commuters.



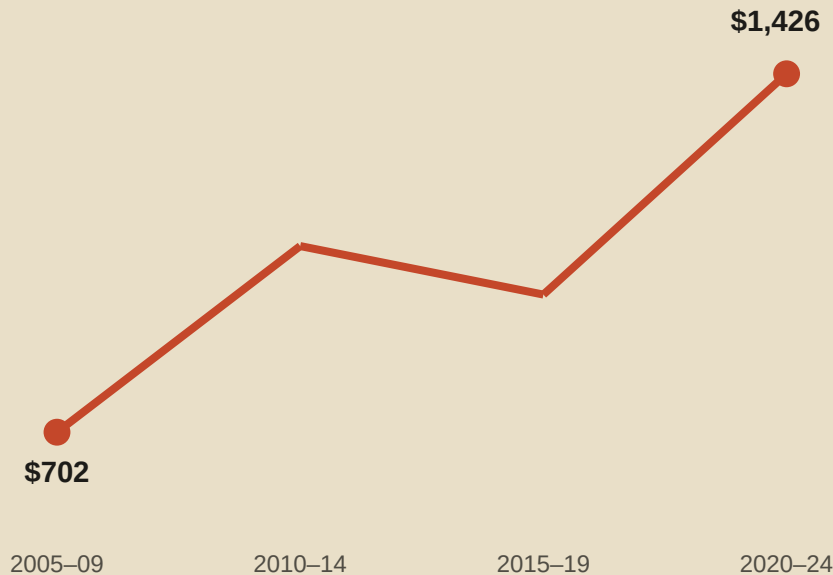
Each dot is 1% of jobs. Filled: held by in-commuters.

RENT

Median rent is up 103%
since the 2005–2009
survey, before inflation.

\$1,426

a month. North Carolina's median is \$1,228.



THE SEAM

Cross one tract line and median rent doubles.

A \$1,601 gap between neighbors, the sharpest rent edge between adjacent tracts in Brunswick County.

TRACT 203.15

\$967

TRACT 203.13

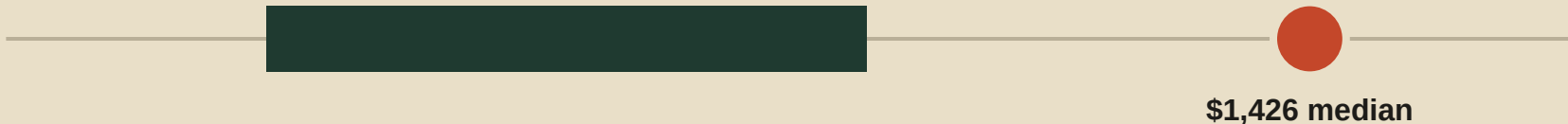
\$2,568



ROOM TO BUILD

The median rent is above what local wages can carry.

\$764–\$1,145



is the monthly rent range local workforce wages support.

BUILDING

43% of the housing here was built before 2000.

314

homes permitted, 2022–2025

3%

of those were in multifamily
buildings

43%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.1–1.1% to the 2,472 homes here.

2–27

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 52% more than North Carolina's.

\$437,700

median home value in Southport.

Southport



\$437,700

North Carolina



\$288,900

U.S.



\$332,700

THAT WAS SOUTHPORT'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/nc/southport/

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