

80.4% Owner Occupancy in Fairhope — ALEX Intelligence 2026

Fairhope Leads Alabama in Owner Occupancy

80.4% owner-occupied homes — ALEX Intelligence 2026

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THE DATA

80.4%

Owner Occupancy Rate (2024)

Fairhope leads all Baldwin County cities in owner-occupied housing, a rate unmatched in the region.

This figure is not a statistical blip — it reflects decades of stable, long-term residency and community investment. Fairhope's high owner-occupancy rate indicates a mature housing market where residents are not transient investors, but committed stewards of place. The consistency of this metric across the 2024 American Community Survey suggests a deeply entrenched local culture of permanence.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-17-baldwin-county-owner-share-place-mkt>



01

Stability Over Speculation

Fairhope's 80.4% owner-occupancy rate signals a market insulated from speculative cycles. Unlike markets driven by short-term investment or seasonal rentals, Fairhope's housing stock is anchored in long-term residency. This reduces volatility in pricing and supports consistent demand, even during periods of elevated mortgage rates. The city's resilience is not accidental — it is a structural outcome of its demographic and cultural foundation.

02

Policy Meets Permanence

The Baldwin County Homeownership Assistance Program, launched September 16, 2026, is not a reactive measure but a strategic reinforcement of Fairhope's existing stability. By targeting low- and moderate-income residents in high-demand coastal cities, the program aims to preserve affordability without sacrificing ownership culture. This alignment between policy and community structure ensures that new entrants are not just buyers, but future neighbors — deepening the social and economic fabric of Fairhope.

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

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