#155 in Owner Occupancy Rate Among U.S. Metro Areas — ALEX Intelligence 2026

Asheville Ranks #155 in U.S. Owner Occupancy

69.6% owner-occupied units in the Asheville metro — ALEX Intelligence 2026

THE DATA

69.6%

Owner Occupancy Rate (2024)

Asheville ranks #155 of 401 U.S. metros on owner occupancy, below the national average.

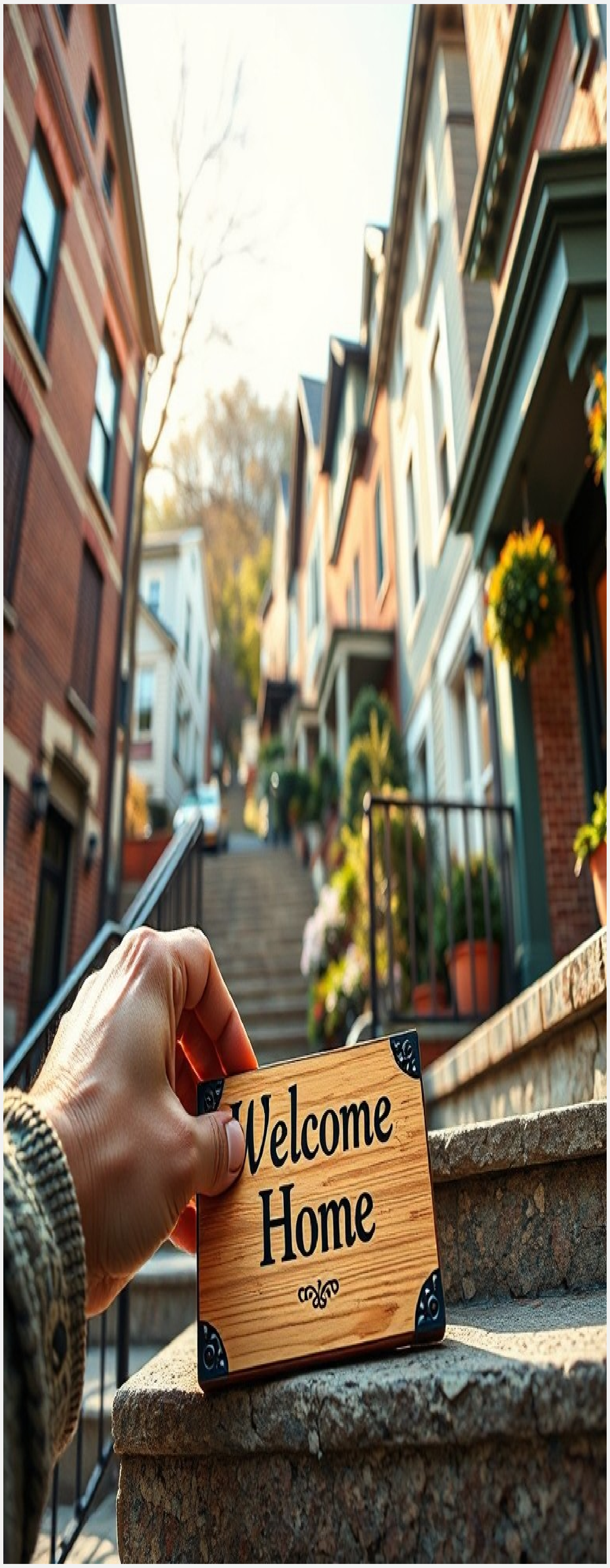
This figure reflects a housing market where rental units remain a significant share of the inventory. Unlike high-occupancy metro areas such as Wildwood-The Villages (87.6%) or Holland (87.4%), Asheville's ownership rate suggests a persistent reliance on rental demand, even as the city recovers from Hurricane Helene's long-term disruptions. The rate is not a sign of weakness, but a structural feature of a market shaped by seasonal migration, second-home investment, and post-disaster displacement.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-09-29-asheville-standing-owner-share-msa

01

Ownership Is Not the Same as Stability

A 69.6% owner occupancy rate does not equate to community stability. In Asheville, this figure masks the reality that many owner-occupied homes are second homes, vacation rentals, or investment properties. The true measure of long-term resilience lies not in ownership share, but in the permanence of residents and the strength of local institutions. The city's recovery from Helene, as noted in recent state reports, depends more on sustained civic engagement and infrastructure investment than on how many units are owner-occupied.



02

The Rental Market Is the Real Engine

Asheville's housing market is not defined by ownership, but by demand. The 69.6% rate signals that rental supply is robust, which supports economic activity in hospitality, services, and local entrepreneurship. This is particularly critical in post-Helene recovery, where displaced residents and new arrivals rely on short-term and long-term rentals. The city's ability to absorb population shifts and maintain economic momentum hinges less on who owns homes and more on how effectively rental housing serves as a foundation for community continuity.

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