

Jefferson County Leads Alabama in Population — ALEX Intelligence 2026

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667,755 residents — ALEX Intelligence, 2026

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THE DATA

667,755

Population (2024)

Jefferson County is the most populous county in the Birmingham market, far outpacing its peers.

This population concentration establishes Jefferson County as the central engine of Birmingham's real estate market. With over 667,000 residents, it anchors demand across housing, retail, and infrastructure. The sheer scale of its population base creates a resilient local economy, even amid broader market softness.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-04-birmingham-population-county-mkt>



01

Scale Drives Market Resilience

Jefferson County's population dominance is not just a number—it's a structural advantage. High population density supports consistent housing demand, even as prices dip in mid- and upper-tier neighborhoods. This internal demand buffer insulates the market from external shocks, making it less vulnerable to national trends like rising mortgage rates or inventory shortages in other regions.



02

Density Fuels Economic Gravity

The concentration of over 667,000 people in one county creates a gravitational pull on economic activity. Local businesses, service providers, and developers are drawn to Jefferson County not by speculation, but by real, sustained footfall. This density supports long-term property value stability and attracts investment in transit, green space, and mixed-use development—especially in areas like downtown and the eastside, where new construction is active.

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