

Asheville — #1 of 10: Population

Asheville Leads NC in Population

Source: ALEX Intelligence, October 24, 2026

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THE DATA

94,535

Population (2024)

Asheville is the most populous city in the Asheville metro and North Carolina's mountain region.

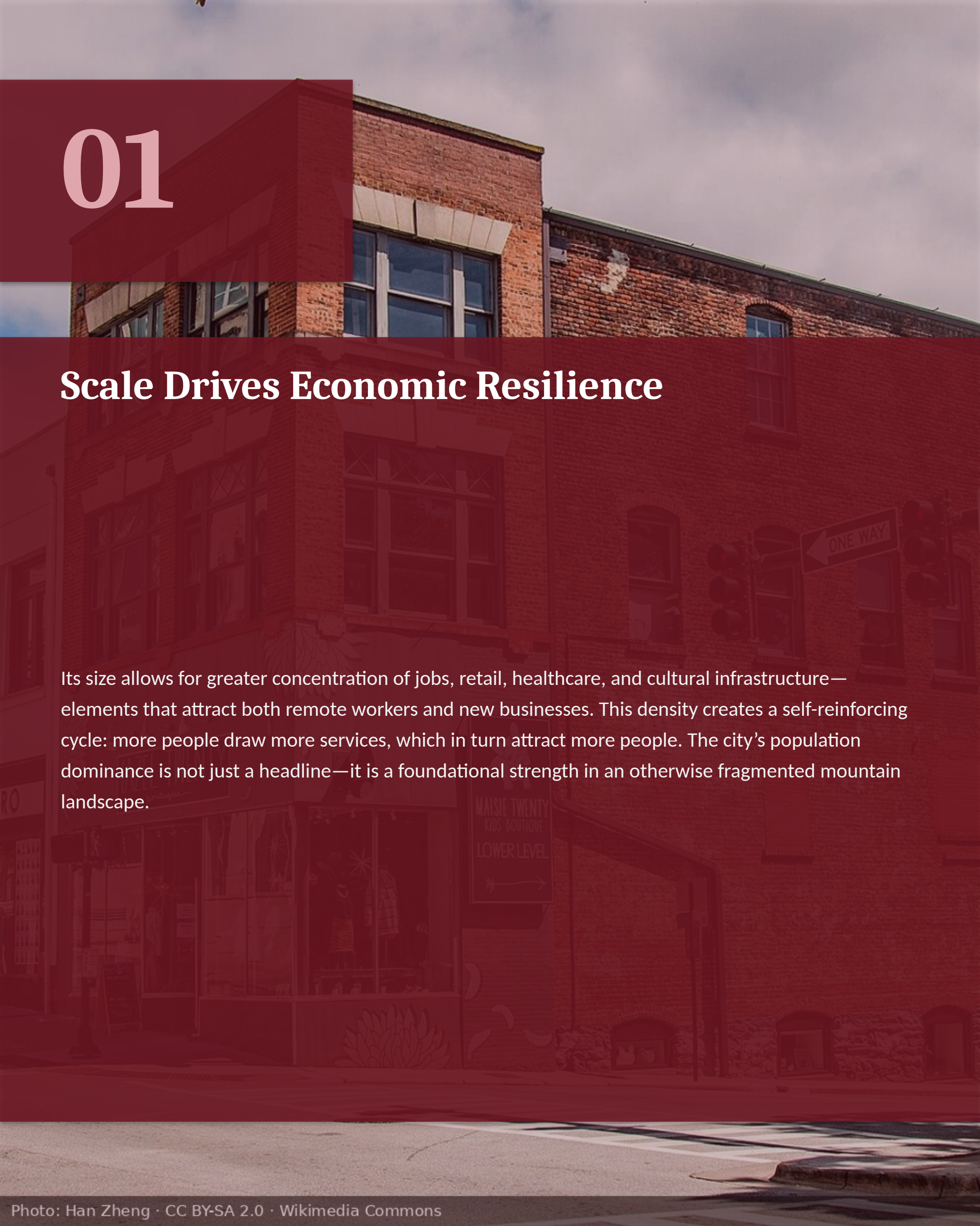
With a population of 94,535, Asheville holds the top spot among all cities in Buncombe, Haywood, Henderson, Madison, and Transylvania counties. This scale enables it to anchor regional economic activity, attract investment, and sustain a diverse housing and commercial ecosystem that smaller communities cannot replicate. The city's size is not incidental—it is a strategic advantage in workforce density, service infrastructure, and market resilience.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-24-asheville-population-place-mkt>



Photo: w_lemay • CC BY-SA 2.0 • Wikimedia Commons

The background image shows a multi-story brick building with large, multi-paned windows. A 'ONE WAY' street sign with an arrow pointing left is visible on the right side of the building. The building has a mix of red and brown bricks, with some areas showing signs of wear or peeling paint. The sky is overcast and grey.

01

Scale Drives Economic Resilience

Its size allows for greater concentration of jobs, retail, healthcare, and cultural infrastructure—elements that attract both remote workers and new businesses. This density creates a self-reinforcing cycle: more people draw more services, which in turn attract more people. The city's population dominance is not just a headline—it is a foundational strength in an otherwise fragmented mountain landscape.

02

The Population Advantage Is Exclusively Local

No other city in the Asheville metro—Hendersonville (15,408), Waynesville (10,502), or Black Mountain (8,513)—comes close to Asheville's scale. This gap is not a temporary trend but a structural feature of the region's urban hierarchy. The region's growth trajectory depends on this singular anchor—no other city can absorb the same volume of demand or drive the same level of economic spillover.



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

Diane Hart Alexander, MBA, MHA

Chair & CEO, ALEX Companies

Designated Broker, Alexander Tiffany Southwest, LLC dba ALEX.realestate, et.al.

Texas License #574877-B · Broker License #565194-BB

diane@alex.realestate · +1 713.591.9902



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