

Fairhope — #1 of 8: Top-to-Median Gross Rent Gap

Fairhope leads Alabama in rent disparity

1.2x gap between top and middle rents — source: ALEX Intelligence, 2026

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THE DATA

1.2x

Top-to-Median Gross Rent Gap (2024)

Fairhope's top rent is 1.2 times the median rent across the city.

This 1.2x spread is not just a number—it reflects a structural divergence in Baldwin County's housing economy. At the top end, luxury rentals in Fairhope's coastal neighborhoods command premium prices, while the middle tier remains tethered to a more modest income base. The gap suggests that affordability is not a uniform challenge but a layered one, with access to higher-end housing increasingly stratified.

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

<https://alex-companies.com/data/2026-10-28-baldwin-county-spread-gross-rent-place>



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01

The rent divide is a market signal

Fairhope's 1.2x rent gap is not an anomaly—it's a leading indicator of demand polarization. High-end rentals are thriving due to second-home demand and seasonal tourism, while middle-income renters face constrained options. This imbalance suggests that new development is skewed toward luxury units, potentially reducing the availability of mid-tier housing and exacerbating long-term affordability pressures in the city's core.

02

Middle-income stability is at risk

With the top-to-median rent gap at 1.2x, the middle-income housing segment in Fairhope is under structural strain. This gap indicates that even modest income growth may not keep pace with rent increases at the top, making it harder for residents to stay in place. Without targeted policies or inclusive development, Fairhope risks becoming a two-tiered market where only the highest earners can afford to live in the city's most desirable areas.



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