Fairhope — #1 of 8: Owner Occupancy Rate

Fairhope Leads Alabama in Owner Occupancy

80.4% owner-occupied homes — source: ALEX Intelligence, 2026

Swipe for insights →

Photo: tonya cook · CC BY-SA 3.0 · Wikimedia Commons

THE DATA

80.4%

Owner Occupancy Rate (2024)

Fairhope leads Baldwin County and the state in owner-occupied housing, reflecting strong long-term residency.

This 80.4% rate is the highest in Alabama among cities with available data, indicating that Fairhope is home to a stable, long-term population. The data from the U.S. Census Bureau's 2024 American Community Survey 5-Year Estimates confirms this trend, with Fairhope outpacing even Daphne and Foley. This level of owner occupancy suggests deep community roots and limited speculative activity.

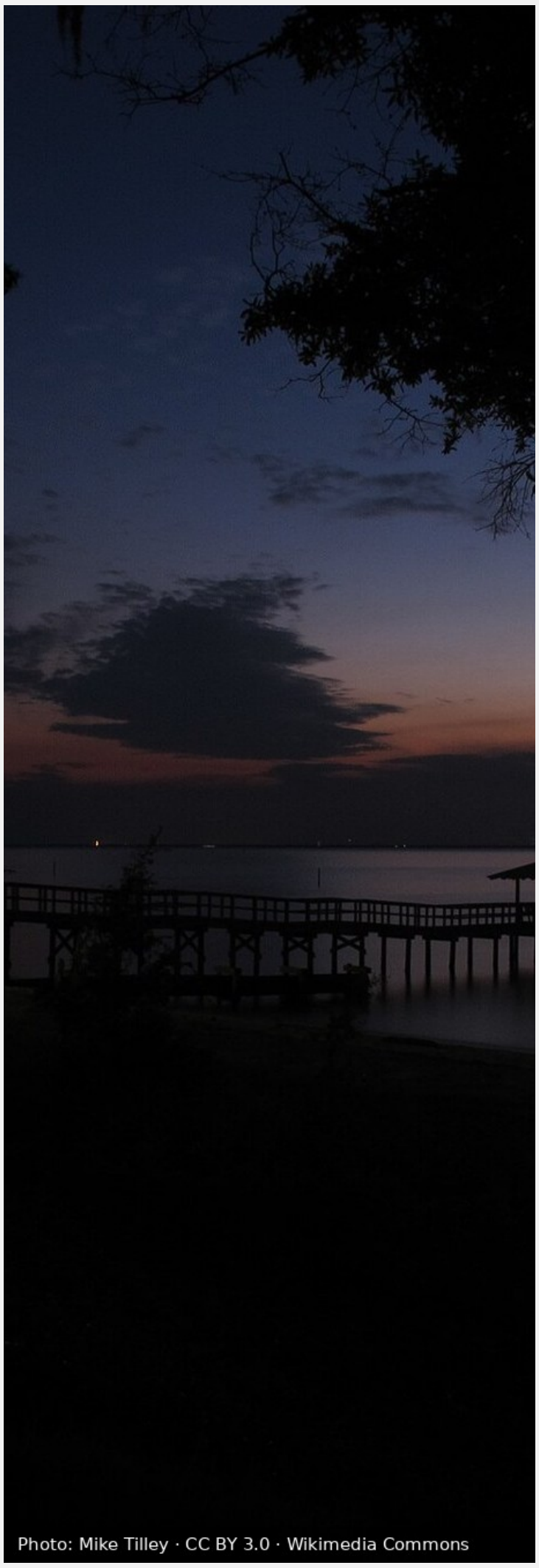


Photo: Mike Tilley · CC BY 3.0 · Wikimedia Commons

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-26-baldwin-county-owner-share-place-mkt



01

Stability Over Speculation

Fairhope’s 80.4% owner occupancy rate signals a market where residents are invested in the long-term fabric of the community, not short-term gains. This stability supports consistent property maintenance, stronger neighborhood cohesion, and lower vacancy rates. In contrast to markets driven by investor turnover, Fairhope’s real estate ecosystem is resilient to cyclical market swings, making it a reliable anchor in Baldwin County’s evolving Gulf Coast economy.

Photo: Mike Tilley · CC BY 3.0 · Wikimedia Commons



Photo: Mike Tilley · CC BY 3.0 · Wikimedia Commons

02

Affordability’s Hidden Anchor

The city’s strong sense of place, cultural continuity, and established infrastructure attract buyers who prioritize permanence over immediate cost. This dynamic may help insulate Fairhope from sharp price corrections, even as broader Baldwin County markets face softening due to elevated mortgage rates and declining sales volume.

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

ALEX

ALEX Intelligence
deep intelligence

ALEX Real Estate
genius real estate

ALEX Advisory
uncontested strategy

ALEX Cares
purposeful philanthropy