



ALDWIN
BY THE NUMBERS

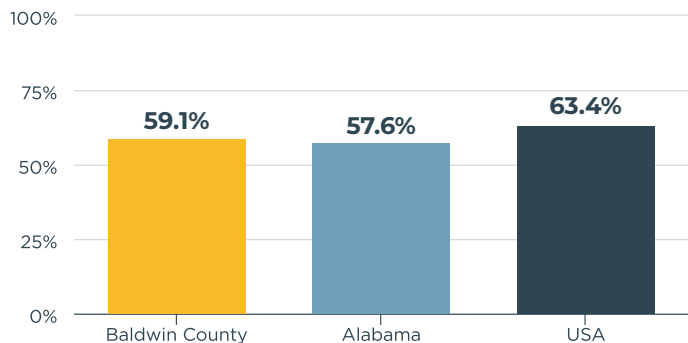
**WORKFORCE
REPORT**

2024 | VOLUME 1



WORKFORCE SNAPSHOT

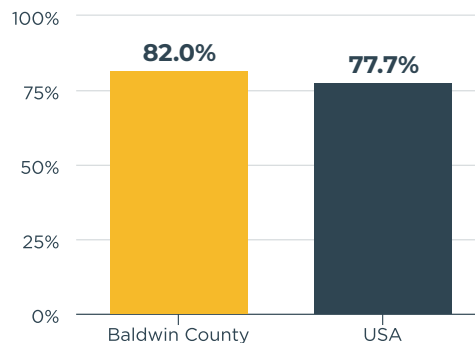
LABOR FORCE PARTICIPATION



source: JobsEQ

PRIME-AGE LABOR FORCE PARTICIPATION

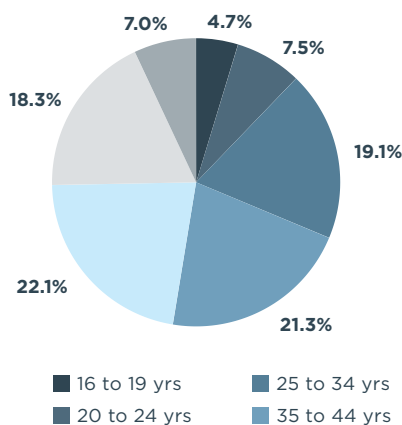
(AGE 25-54)



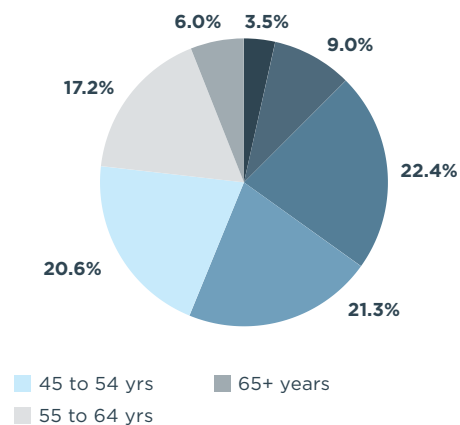
source: JobsEQ

Baldwin County has improved its overall labor force participation, surpassing the state average this year after trailing last year. This indicates more Baldwin County residents are participating in the workforce than most of Alabama. **Baldwin County significantly outperforms the national average when assessing its prime-age workforce participation while only slightly behind the state average.** This is backed by Baldwin County's median workforce age, which remains competitive nationally at 43.9, slightly above the national average of 42.3.

BALDWIN COUNTY WORKFORCE BY AGE



U.S. WORKFORCE BY AGE



source: JobsEQ

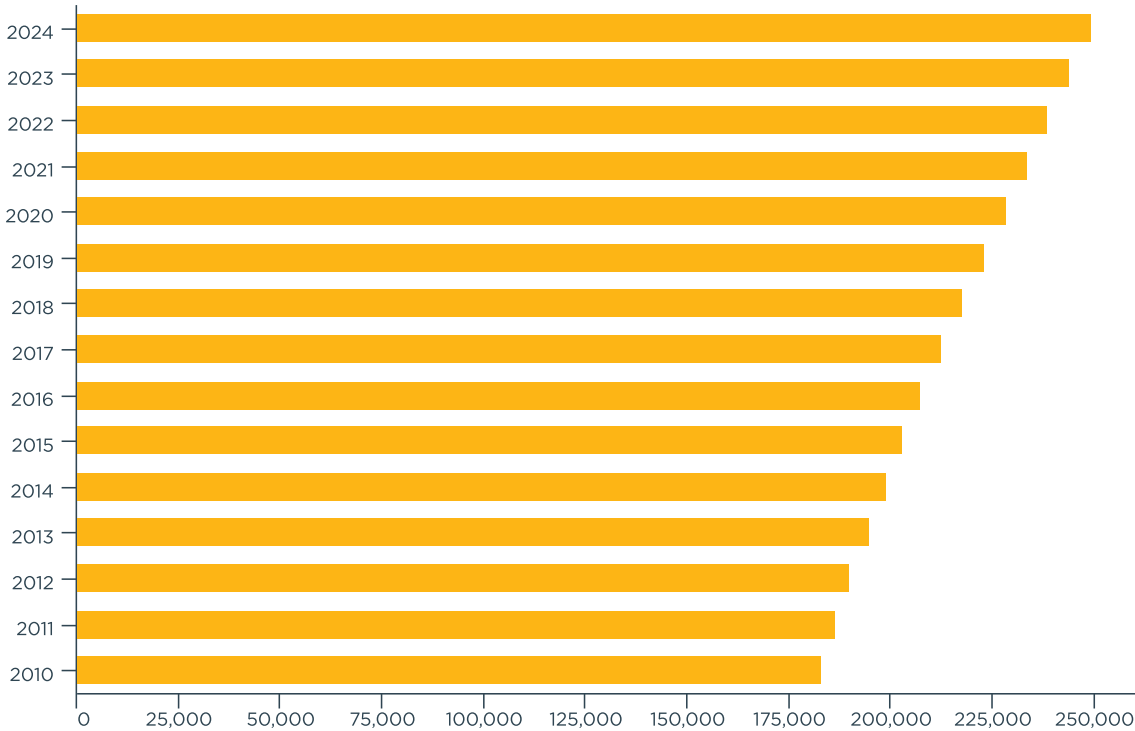
POPULATION & LABOR OVERVIEW

- ★ **249,206** Total Baldwin County Population
- ★ **91,570** Total Baldwin County Workforce (based on location of work)
- ★ **104,142** Total Baldwin County Workforce (based on location of residence)
- ★ **1,433,522** Baldwin County Labor Shed Total Population
- ★ **647,079** Baldwin County Labor Shed Total Workforce

source: JobsEQ, U.S. Census Bureau

WORKFORCE GROWTH

BALDWIN COUNTY POPULATION GROWTH (2010-2024)



2024	249,206
2023	244,050
2022	238,864
2021	233,665
2020	228,463
2019	223,234
2018	217,855
2017	212,521
2016	207,601
2015	202,939
2014	199,183
2013	194,885
2012	190,145
2011	186,579
2010	183,112

source: JobsEQ

BALDWIN COUNTY ANNUALIZED POPULATION & JOB GROWTH (2015-2023)



source: JobsEQ



**3% annual growth rate
in population**

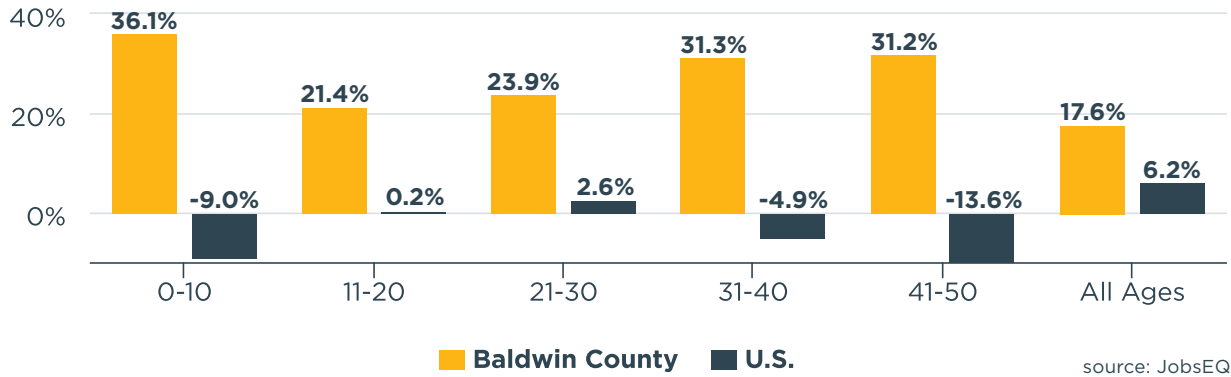
source: U.S. Census Bureau

**19.5% job growth and
20.3% population growth
from 2015 to 2023**

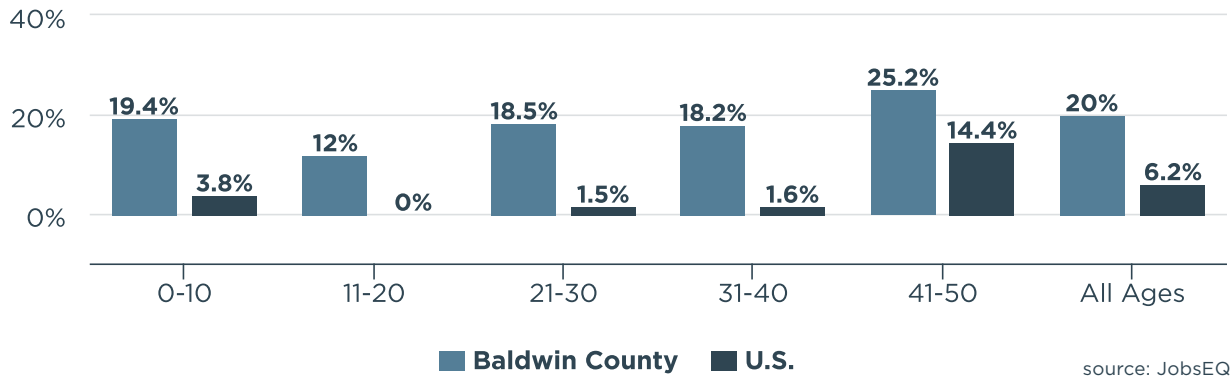
source: JobsEQ

WORKFORCE SUSTAINABILITY

HISTORICAL POPULATION GROWTH BY AGE (2010-2024)



PROJECTED POPULATION GROWTH BY AGE (2024-2034)



Baldwin County consistently passes the national average in population growth across all age groups, both in historical data and future projections. However, with the projected increase in the population reaching retirement age, it is crucial to prioritize the growth and support of younger demographics. This will be essential to the increasing number of jobs expected to come to the Baldwin County region over the next five years.

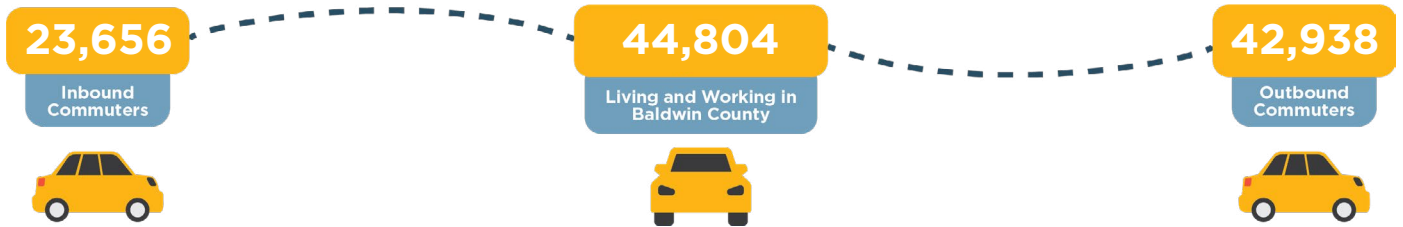
Baldwin County's potential workforce, encompassing students and incoming residents, is more than 16,000 individuals. However, with an average job creation rate of 2,672 per year, **there is a noticeable gap between the current career seekers and the growing demand for local job opportunities.** This emphasizes the need for diversified employment opportunities in Baldwin County to address the increasing demand.

KEY WORKFORCE PIPELINES

School	Annual Graduates
Coastal Alabama Community College	1113
The University of South Alabama	5,645
Baldwin County Public Schools	2,500
Baldwin Preparatory Academy	300+
Net Inbound Migration Per Year	7,000+
Total Annual Pipeline	16,558+
Average Annual Job Creation	2,672

LABOR & JOB LOCATION

BALDWIN COUNTY COMMUTING PATTERNS (2022)



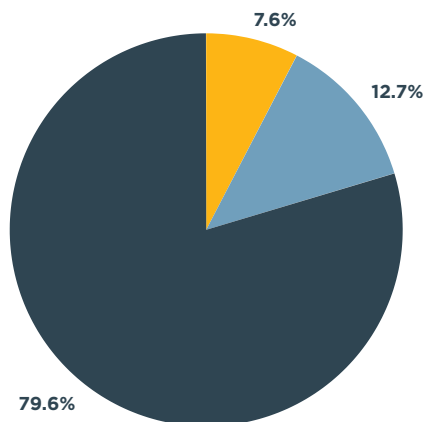
source: U.S. Census Bureau

38.5% of Baldwin County's residents who are in the workforce currently **commute outside of the county for work**

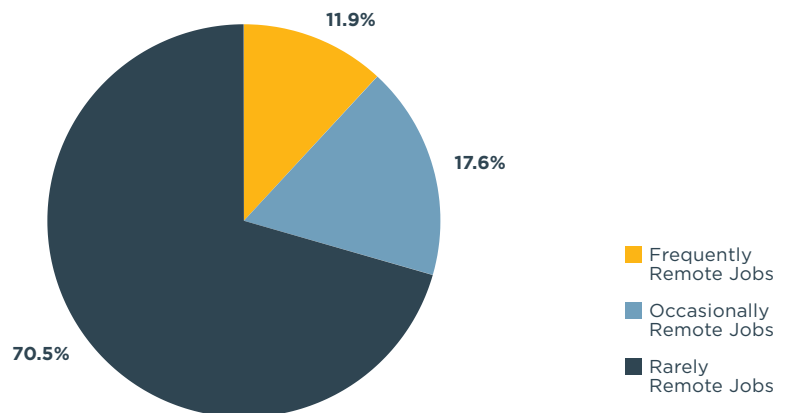
13.7% of Baldwin County workers are **home-based**

The need for additional job opportunities in Baldwin County is reinforced by the commuting patterns of its residents. Over 38% of working individuals in the county commute outside Baldwin County for employment, indicating a growing need for diverse and local job options. To address the challenges of lengthy commutes, 13.7% of Baldwin County's workforce has embraced remote work. Despite the appeal of remote work, it's important to recognize that Baldwin County still has limited opportunities, with only 7.6% of jobs designated as frequently remote. This is likely due to the large portion of Baldwin County jobs remaining in the service sectors centered around the county's growing tourism industry. **Recognizing the appeal of remote work and the need for local career opportunities, it is clear that fostering a diversified employment base is essential to accommodate the needs of the**

BALDWIN COUNTY JOBS IMPACTED BY REMOTE WORK



U.S. JOBS IMPACTED BY REMOTE WORK

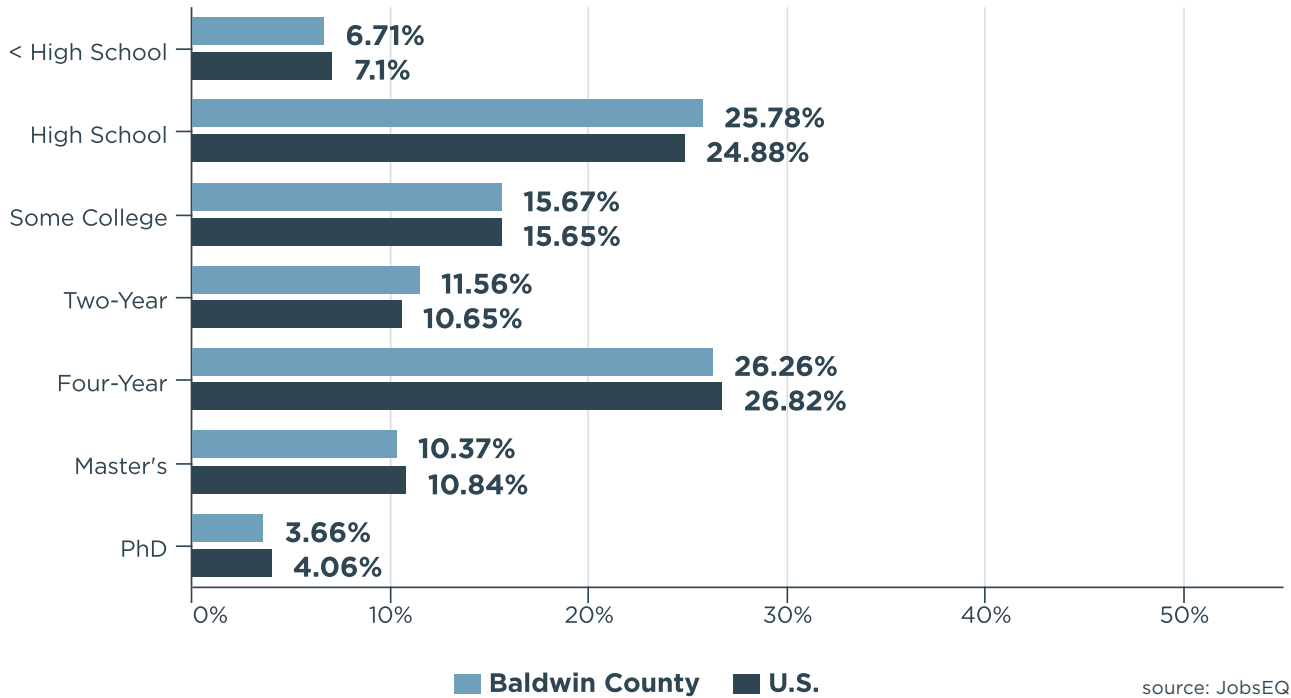


- Frequently Remote Jobs
- Occasionally Remote Jobs
- Rarely Remote Jobs

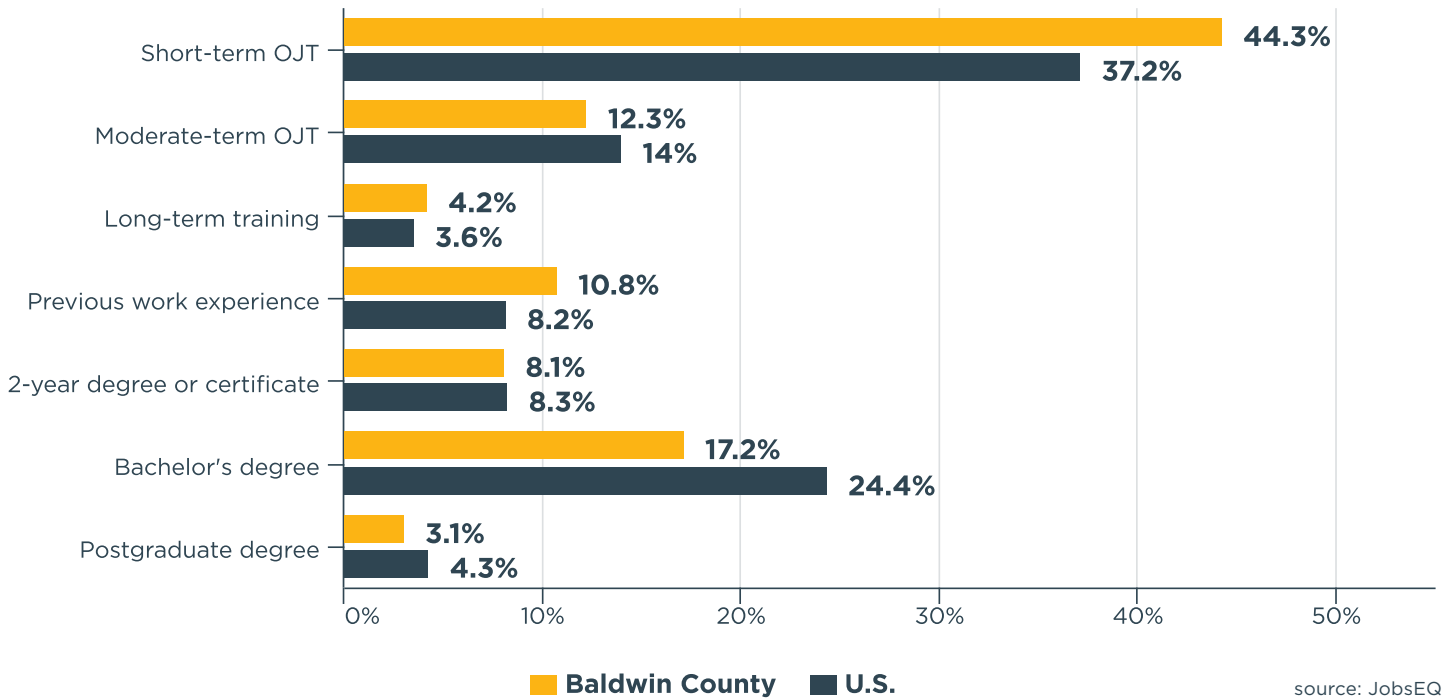
source: JobsEQ

EDUCATIONAL ATTAINMENT

WORKFORCE EDUCATIONAL ATTAINMENT



EDUCATION & TRAINING REQUIREMENTS FOR JOBS



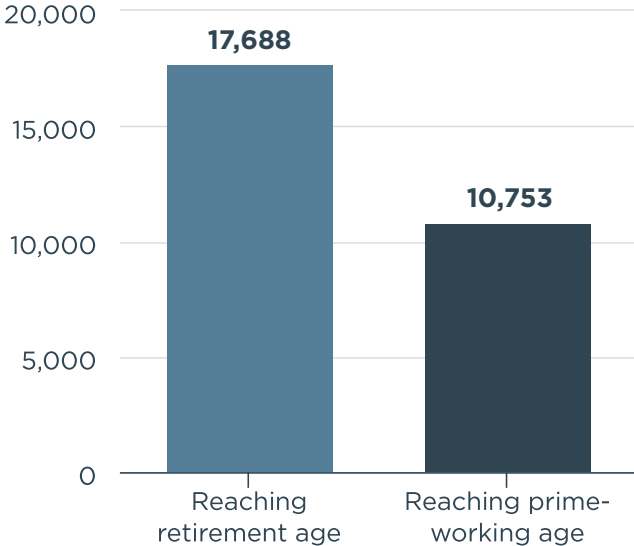
BALDWIN TALENT

POPULATION BY AGE (2021-2022)

Age	2021	2022	Number Change
0-17	50,629	51,269	640
18-24	15,769	16,407	638
25-34	28,436	28,027	-409
35-44	27,503	29,375	1,872
45-54	30,037	32,326	2,289
55-64	35,800	35,085	715
65+	51,120	53,946	2,826

source: JobsEQ

BALDWIN WORKFORCE SHIFT IN 5 YEARS



source: JobsEQ

Belong in Baldwin was established as a resource in light of the impending demographic shifts in Baldwin County over the next five years. The data indicates a significant workforce shift, with 17,688 individuals set to reach retirement age and only 10,753 entering their prime working years. Despite being among the fastest-growing metros in the United States, Baldwin County faces a demographic imbalance in its growth, as revealed in the growth from 2021 to 2022. Notably, the data emphasizes an increase in retiree-aged individuals and a substantial decline in the 25-34 age range, potentially creating a gap in the skilled workforce.

Recognizing this demographic challenge, ‘Belong in Baldwin’ presents a proactive approach to address the county’s growing need for skilled professionals. As the retiree population rapidly expands alongside job creation, the need is clear for businesses to access a pool of talented individuals who align with their long-term objectives. **Belong in Baldwin not only focuses on attracting talent but places a strong emphasis on retaining and developing a workforce essential for sustaining the county’s economic growth.** This initiative is strategically positioned to ensure employers have the necessary resources to navigate these demographic changes and secure a skilled workforce for continued success.



Belong in
BALDWIN

Adventure Calls. Opportunity Awaits.



Scan QR code to visit the
Belong in Baldwin website

Baldwin County Economic Development Alliance
P.O. Box 2243
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**CELEBRATING 30 YEARS
OF ECONOMIC GROWTH.**