



BALDWIN BY THE NUMBERS



**BALDWIN
COUNTY**

ECONOMIC
DEVELOPMENT
ALLIANCE

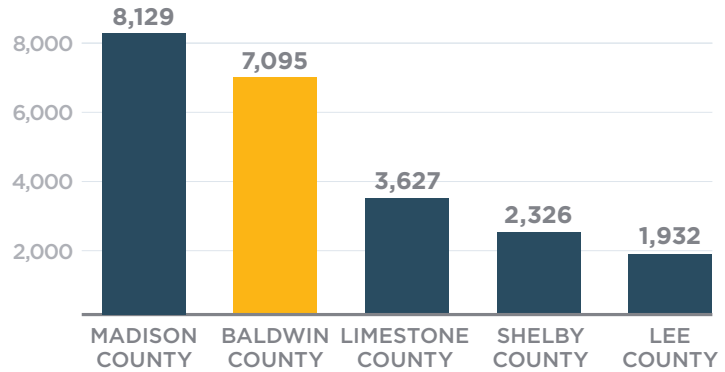
ALABAMA'S GROWTH LEADER

ALABAMA'S FASTEST-GROWING COUNTIES

Population Growth (2014-2024)	
Baldwin County	30.7%
Limestone County	30.7%
Madison County	20.5%
Lee County	20.0%
Shelby County	14.4%

Source: U.S. Census Bureau

ALABAMA'S TOP COUNTIES FOR NET DOMESTIC MIGRATION (2022-2023)



Source: U.S. Census Bureau

ALABAMA'S LARGEST COUNTIES

	2023 Population (Census Estimate)	Population Growth (2013-2023)
Jefferson County	662,895	0.5%
Madison County	412,600	19.0%
Mobile County	411,640	-0.6%
Baldwin County	253,507	30.0%
Tuscaloosa County	237,373	18.0%
Shelby County	233,000	14.2%
Montgomery County	224,980	-1.4%
Lee County	183,215	20.6%
Morgan County	125,133	4.6%
Calhoun County	116,429	-0.0%

Source: U.S. Census Bureau

QUICK FACT

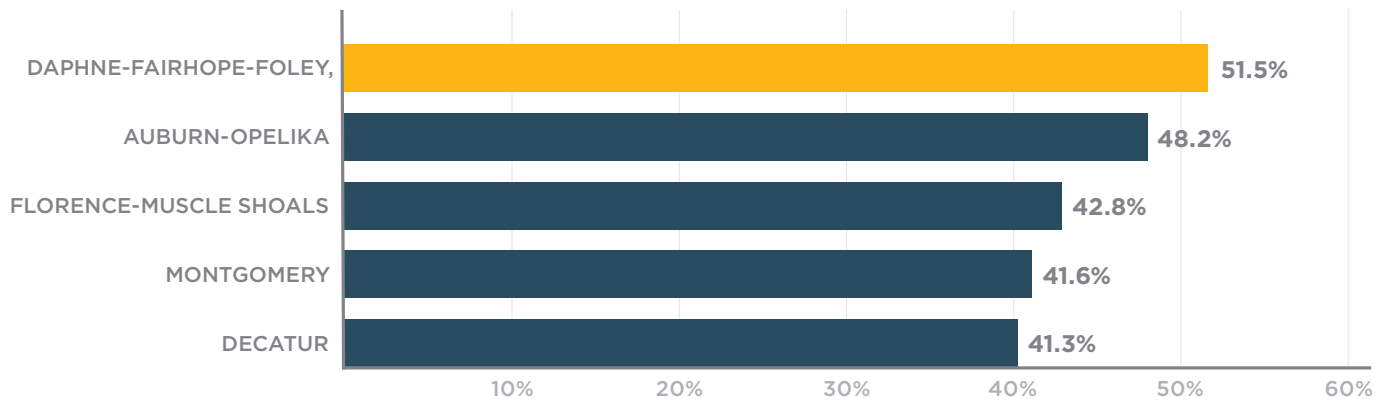
BALDWIN COUNTY IS ALABAMA'S LEADER for total population growth.

Source: U.S. Census Bureau

BALDWIN COUNTY RANKS AMONG ALABAMA'S TOP 5 COUNTIES FOR
Business Growth • GDP Growth
New Building Permits • Business Investment

Source: SmartAsset

ALABAMA'S TOP METROS FOR WAGE GROWTH (2014-2024)



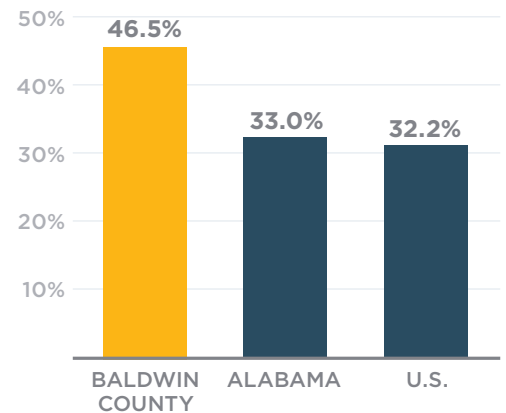
Source: JobsEQ

BUSINESS ESTABLISHMENTS BY ALABAMA METRO (2024)

Region	Business Establishments per Capita
Daphne-Fairhope-Foley, AL MSA	0.034
Dothan, AL MSA	0.031
Birmingham-Hoover, AL MSA	0.031
Mobile, AL MSA	0.030
Huntsville, AL MSA	0.029
Montgomery, AL MSA	0.027

Source: JobsEQ

FIVE-YEAR WAGE GROWTH (2019-2024)



Source: JobsEQ

ALABAMA'S TOP METRO AREAS FOR JOB GROWTH (2019-2024)

Region	Job Growth
Huntsville, AL MSA	13.9%
Daphne-Fairhope-Foley, AL MSA	10.9%
Auburn-Opelika, AL MSA	10.8%
Decatur, AL MSA	5.2%
Dothan, AL MSA	5.1%

Source: JobsEQ

QUICK FACT

DAPHNE-FAIRHOPE-FOLEY, AL MSA RANKS IN THE TOP 1% of U.S. MSAs in Wage and Salary Growth

Source: Forbes

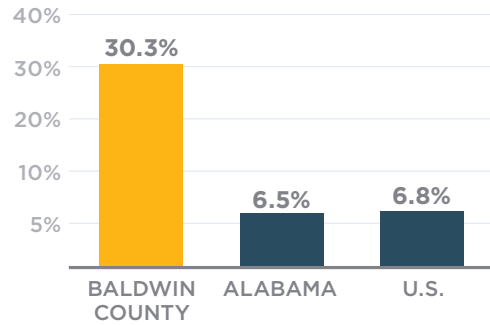
POPULATION GROWTH



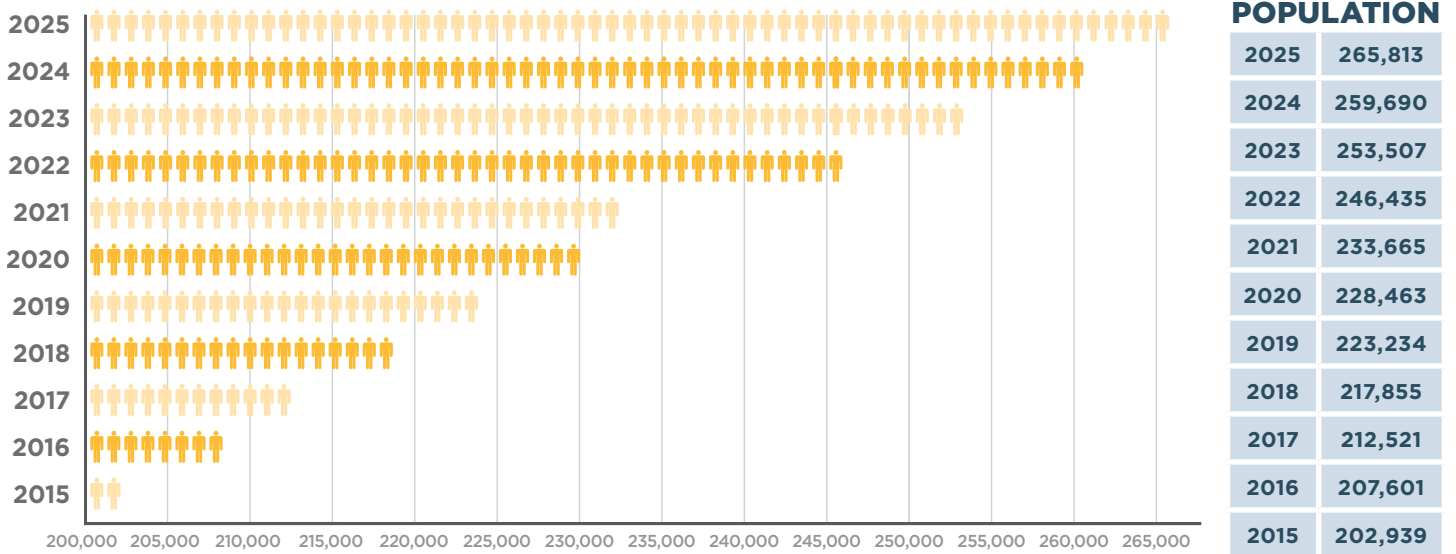
265,813
BALDWIN COUNTY
2025 POPULATION

POPULATION GROWTH (2014-2024)

Source: U.S. Census Bureau

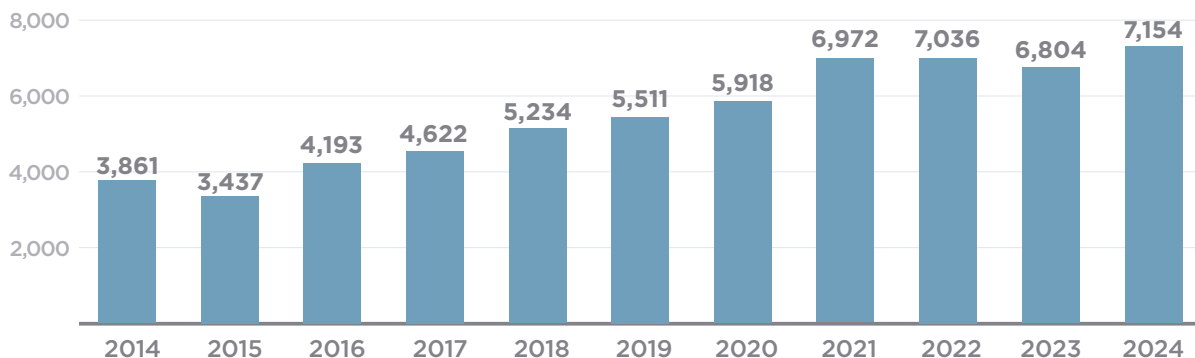


BALDWIN COUNTY POPULATION GROWTH



Source: JobsEQ

BALDWIN COUNTY ANNUAL NET DOMESTIC IN-MIGRATION



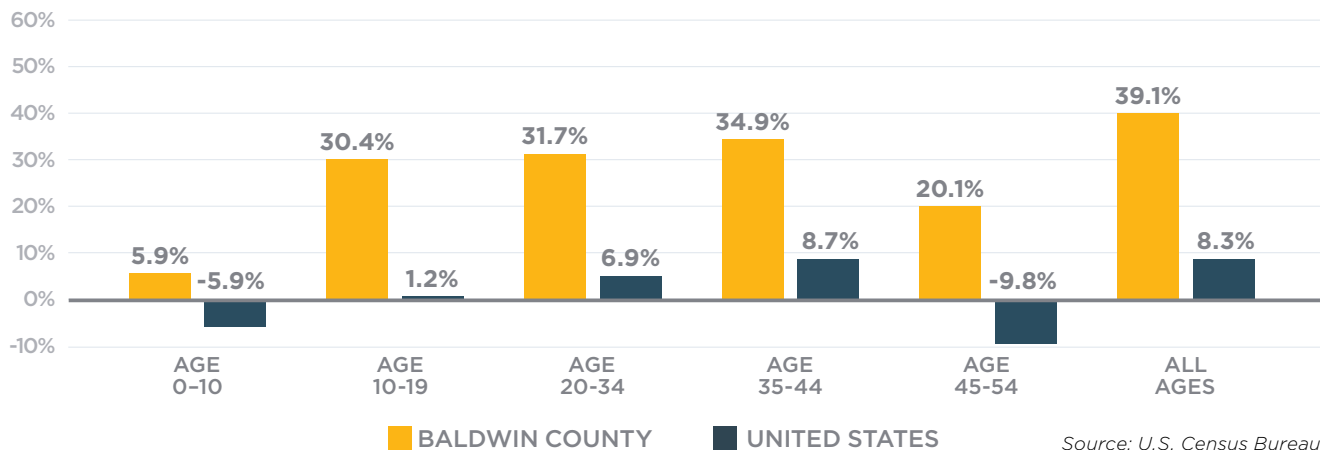
Source: U.S. Census Bureau

POPULATION GROWTH BY MUNICIPALITY

MUNICIPALITY	2024 POPULATION ESTIMATE	TOTAL GROWTH SINCE 2010	PERCENTAGE GROWTH SINCE 2010	PERCENTAGE GROWTH 2020 TO 2024
Bay Minette	8,454	178	2.2%	4.1%
Daphne	31,200	9,366	42.9%	12.7%
Elberta	2,143	636	42.2%	6.8%
Fairhope	25,731	9,381	57.4%	13.3%
Foley	26,248	10,821	70.1%	26.5%
Gulf Shores	17,377	6,502	59.8%	13.8%
Loxley	4,950	3,138	173.2%	36.0%
Magnolia Springs	855	130	17.9%	5.6%
Orange Beach	8,668	3,216	59.0%	6.6%
Perdido Beach	586	23	4.1%	6.0%
Robertsdale	7,644	2,010	35.7%	13.2%
Silverhill	2,299	1,584	221.5%	189.2%
Spanish Fort	11,185	4,258	61.5%	10.4%
Summerdale	1,606	710	79.2%	8.2%

Source: U.S. Census Bureau

POPULATION GROWTH BY AGE VS. U.S. AVERAGE (2010-2023)



Source: U.S. Census Bureau

QUICK FACTS

- ★ In 2020, Baldwin County became the **4TH LARGEST COUNTY IN ALABAMA.**
Source: U.S. Census Bureau
- ★ **97% OF BALDWIN COUNTY'S POPULATION GROWTH** is a result of incoming migration.
Source: JobsEQ
- ★ Baldwin County ranked as the **6TH FASTEST-GROWING MSA** from 2023 to 2024.
Source: U.S. Census Bureau

WORKFORCE & INDUSTRY GROWTH

BALDWIN COUNTY'S TOP SECTORS FOR JOB GROWTH (2020 Q2 - 2024 Q2)

Industry Sector	Job Growth
Arts, Entertainment and Recreation	31.9%
Construction	29.1%
Professional, Scientific and Technical Services	25.8%
Wholesale Trade	21.3%
Real Estate	17.7%
Transportation and Warehousing	18.3%
Administrative and Support Services	21.0%

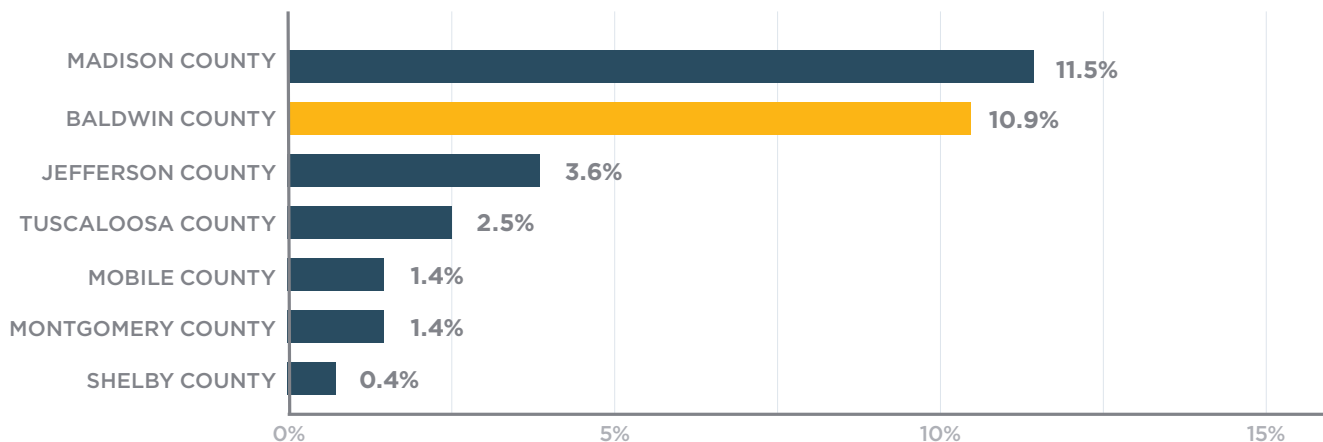
Source: JobsEQ



647,079+
WORKERS IN THE
BALDWIN COUNTY
LABOR SHED

Source: JobsEQ

ALABAMA'S TOP COUNTIES JOB GROWTH (2019-2024)



Source: JobsEQ

BALDWIN COUNTY POPULATION BY EDUCATION LEVEL (AGES 25-64)

Education Level	Total	Percentage of Total
No High School Diploma	9,840	8.16%
High School Graduate	32,532	26.96%
Some College, No Degree	25,850	21.42%
Associate's Degree	12,429	10.30%
Bachelor's Degree	25,570	21.19%
Postgraduate Degree	14,441	11.97%

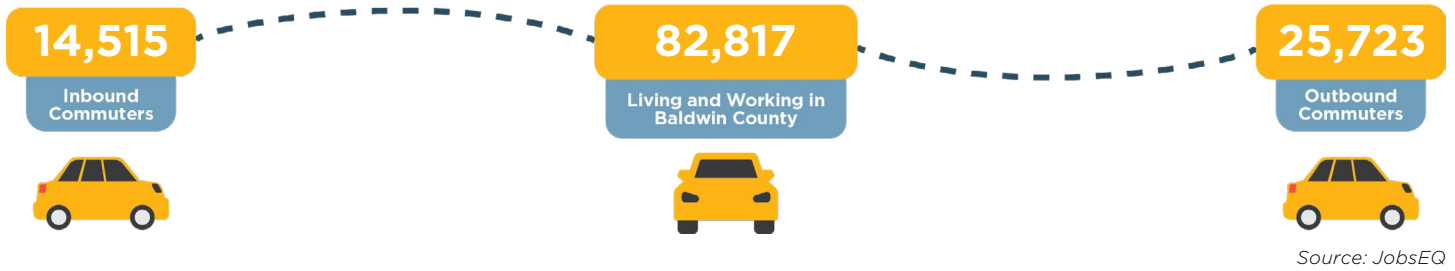
Source: U.S. Census Bureau

QUICK FACT

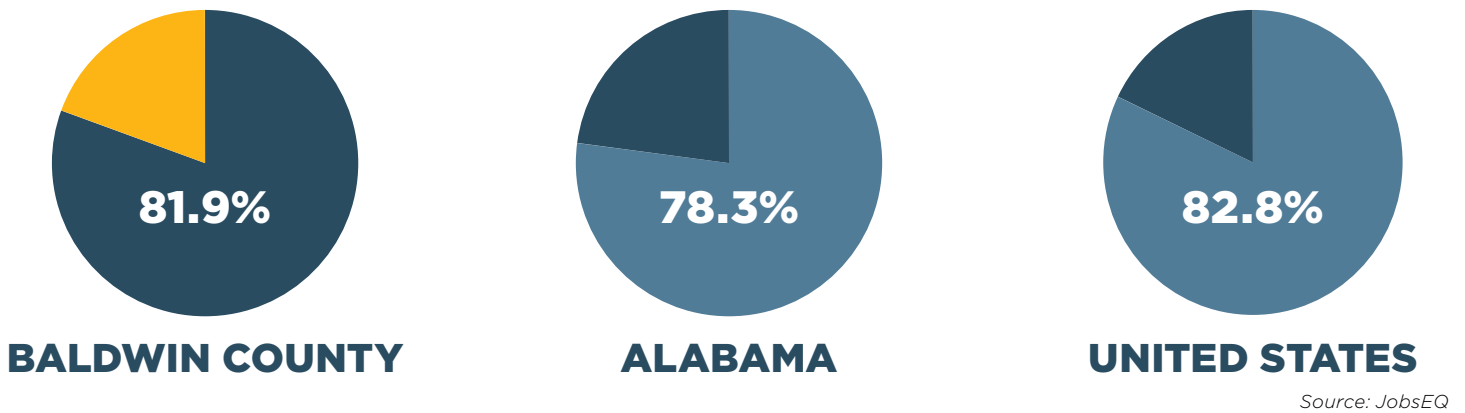
★ **HEAVILY OUTPACES THE U.S. AVERAGE.** Baldwin County's growth in the number of residents with college degrees heavily outpaces the U.S. average.

Source: U.S. Census Bureau

COMMUTING PATTERNS (2024)



PRIME-AGE LABOR FORCE PARTICIPATION RATE

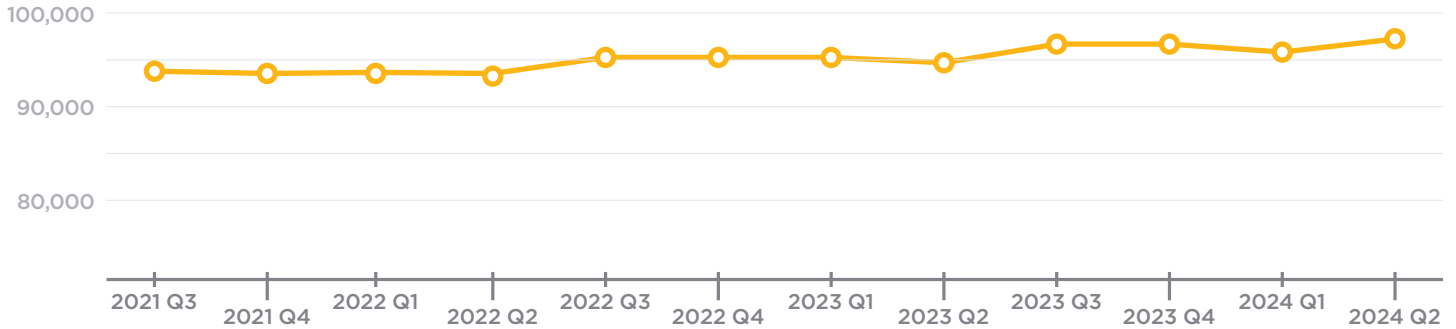


QUICK FACTS

- ★ **BALDWIN COUNTY HAS A LOWER UNEMPLOYMENT RATE** than the United States overall.
Source: Alabama Dept. of Labor
- ★ **BALDWIN COUNTY RANKS 10TH** of 203 small U.S. metropolitan statistical areas (MSAs) in the overall ranking for Best Small Places for Business and Careers.
Source: Forbes
- ★ **DAPHNE-FAIRHOPE-FOLEY, AL MSA RANKS IN THE TOP 1%** of U.S. MSAs in Wage and Salary growth.
Source: Forbes
- ★ **BALDWIN COUNTY RANKS IN THE TOP 13%** of 3,110 U.S. counties for the Innovation Index.
Source: StatsAmerica

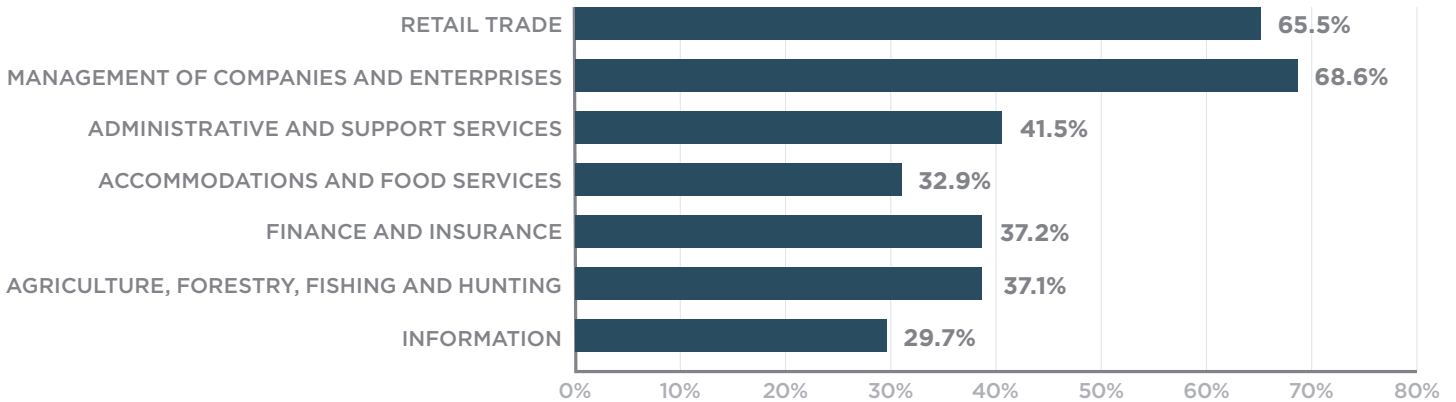
ECONOMIC GROWTH

BALDWIN COUNTY TOTAL EMPLOYMENT



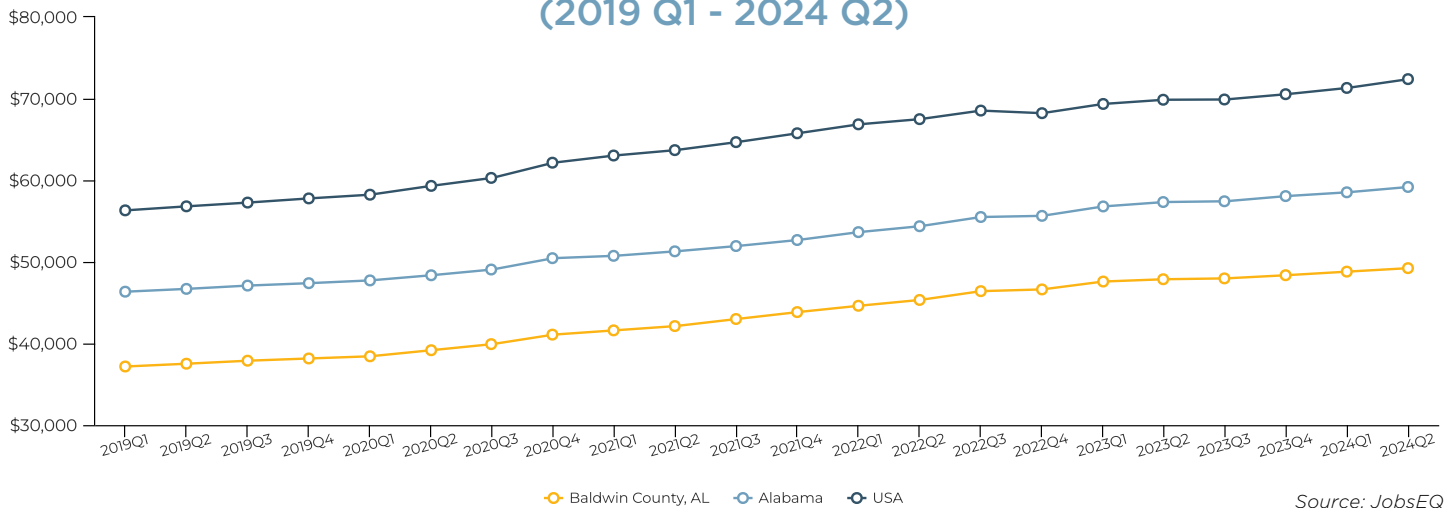
Source: JobsEQ

TOP INDUSTRIES FOR WAGE GROWTH IN BALDWIN COUNTY (2019 Q2 - 2024 Q2)



Source: JobsEQ

AVERAGE ANNUAL EMPLOYEE WAGES (2019 Q1 - 2024 Q2)



Source: JobsEQ

ALABAMA'S TOP COUNTIES FOR GDP GROWTH

Region	Compensation	GDP Growth (2018-2023)
Limestone County, AL	\$2,418,159,000	53.9%
Baldwin County, AL	\$5,190,987,000	47.5%
Madison County, AL	\$21,569,700,000	40.0%
Morgan County, AL	\$3,829,444,000	36.0%
Marshall County, AL	\$2,358,043,000	35.9%
Lee County, AL	\$4,216,864,000	34.2%
DeKalb County, AL	\$1,369,070,000	33.9%
Tuscaloosa County, AL	\$7,210,257,000	29.2%
Jefferson County, AL	\$32,278,898,000	26.4%
Montgomery County, AL	\$10,471,217,000	26.3%

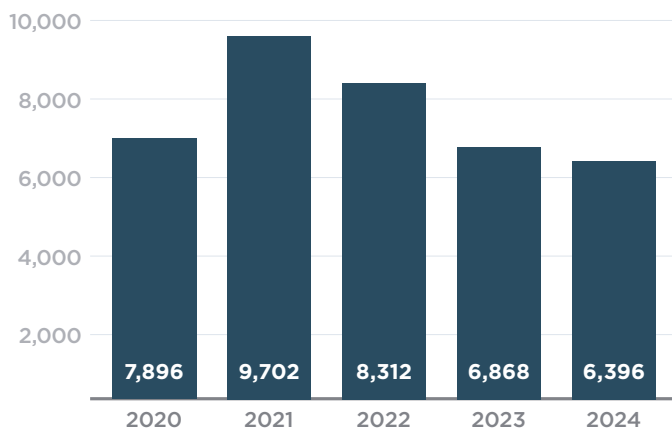
Source: JobsEQ

BALDWIN COUNTY TOTAL HOME SALES

Region	2022 Home Sales	2023 Home Sales	2024 Home Sales
Central Baldwin	2,996	2,066	1,996
Coastal Condos	1,748	1,239	993
Coastal Homes	1,367	1,236	995
Eastern Shore	2,710	2,162	2,272
North Baldwin	271	230	240

Source: Baldwin REALTORS®

BALDWIN COUNTY TOTAL HOME SALES



Source: Baldwin REALTORS®

2024 HOME SALES



TOTAL PROPERTIES SOLD

6,396



AVERAGE SALES PRICE

\$493,753



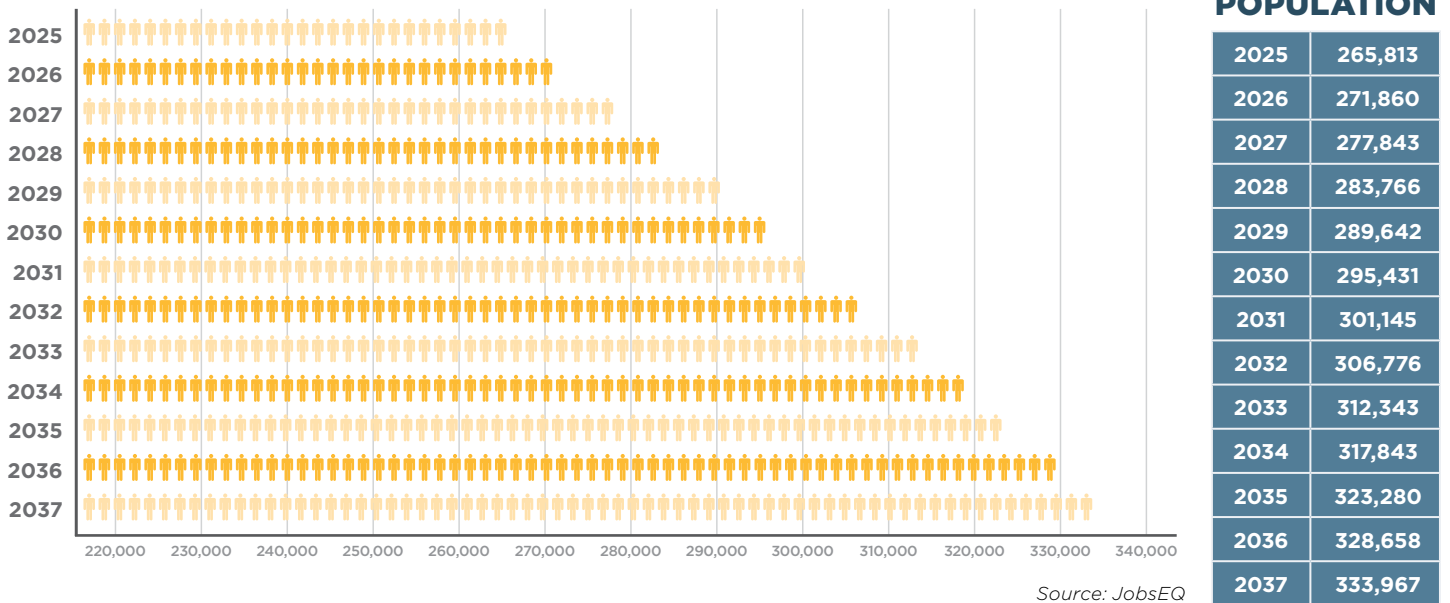
AVERAGE DAYS ON MARKET

69

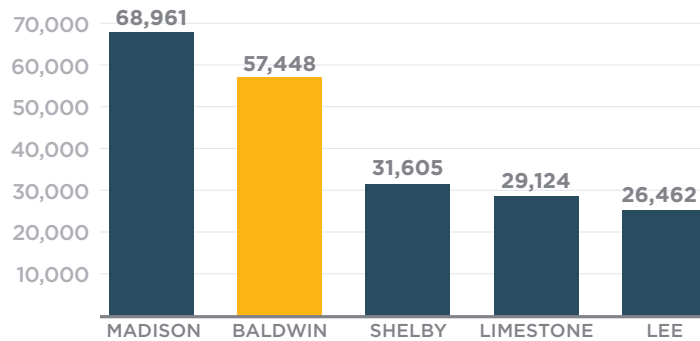
Source: Baldwin REALTORS®

LOOKING AHEAD

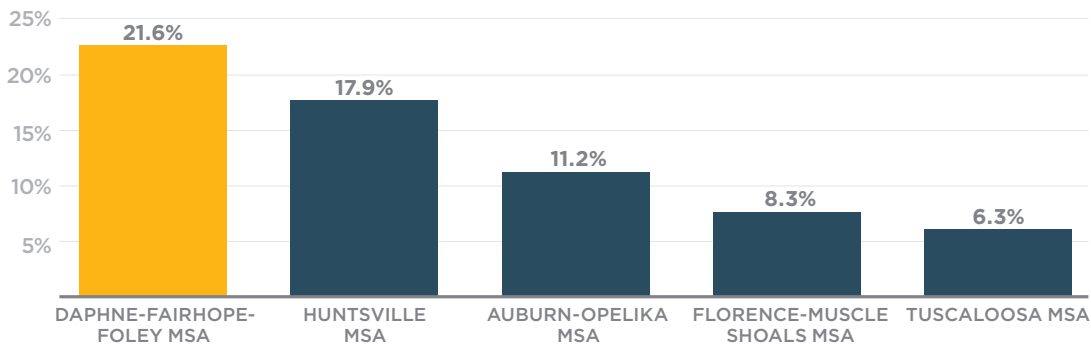
BALDWIN COUNTY PROJECTED POPULATION



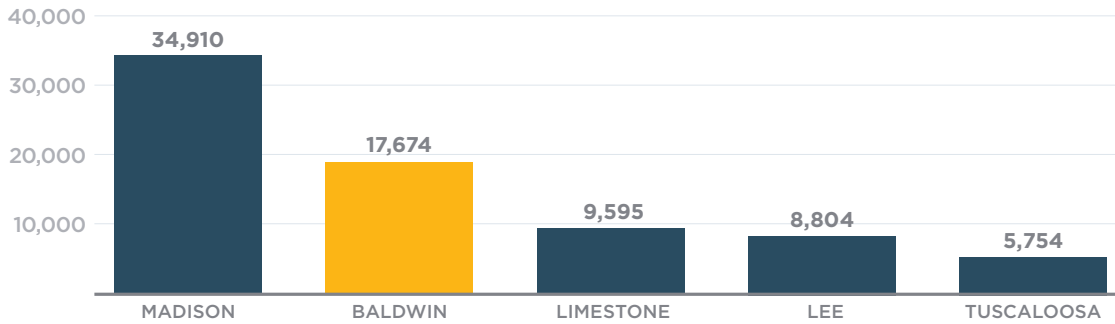
PROJECTED TOTAL POPULATION GROWTH BY ALABAMA COUNTY (2025-2035)



PROJECTED POPULATION GROWTH BY ALABAMA METRO AREA (2025-2035)



PROJECTED JOB GROWTH BY COUNTY (2024-2034)



Source: JobsEQ

Novelis

ECONOMIC IMPACT



\$1.4 BILLION
IN **DIRECT** new
salaries over the
next 20 years



\$1.1 BILLION IN
NEW INDIRECT
salaries over the
next 20 years



**AVERAGE ANNUAL
WAGES OF \$65,000
PER YEAR**

35% HIGHER than
the current average
wage for a Baldwin
County worker



1,000 NEW DIRECT JOBS
in Baldwin County



**900 NEW PERMANENT
INDIRECT JOBS** in the region

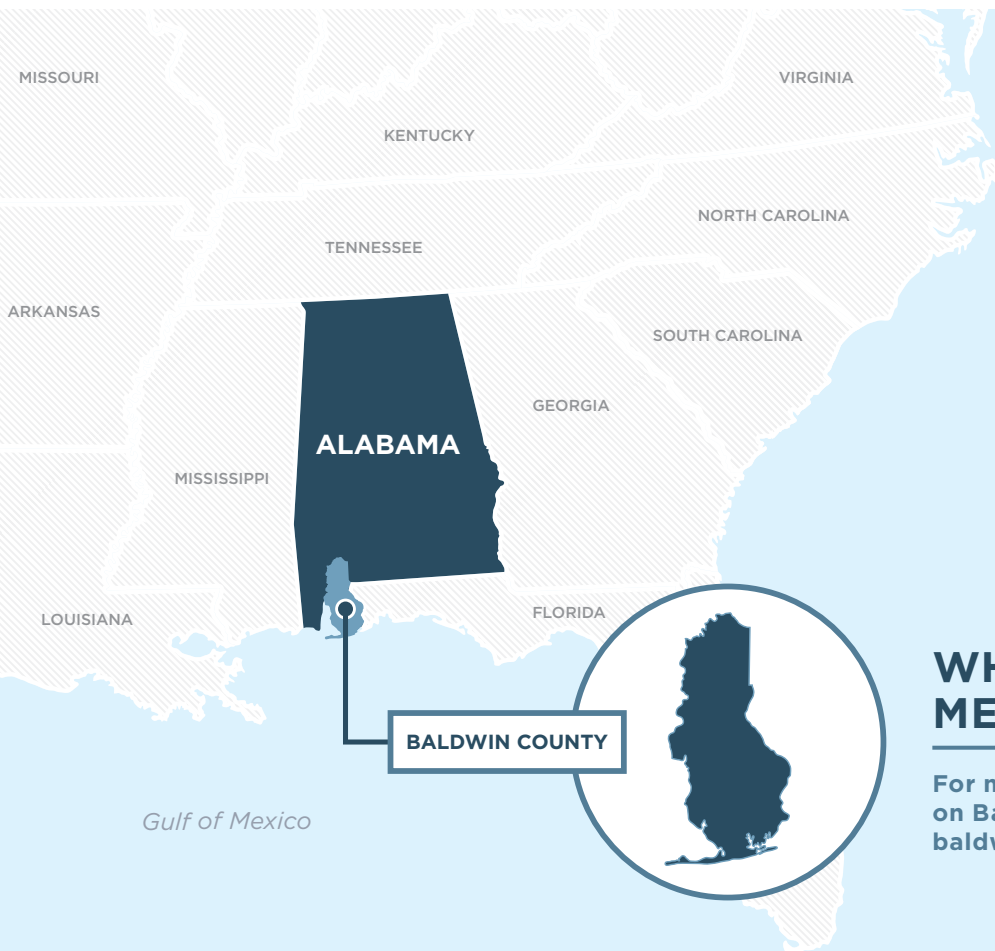


Approximately **\$5 MILLION** in new
annual property tax revenue to
Baldwin County's public schools



MORE THAN \$4.1 BILLION in
capital investment in Baldwin
County

Baldwin County Economic Development Alliance
P. O. Box 2243
Fairhope, Alabama 36533
baldwineda.com | 251.970.4081



WHERE COASTLINE MEETS BOTTOM LINE.

For more data and information
on Baldwin County visit
baldwineda.com/baldwin-by-the-numbers.