



# BALDWIN BY THE NUMBERS



**BALDWIN  
COUNTY**

ECONOMIC  
DEVELOPMENT  
ALLIANCE

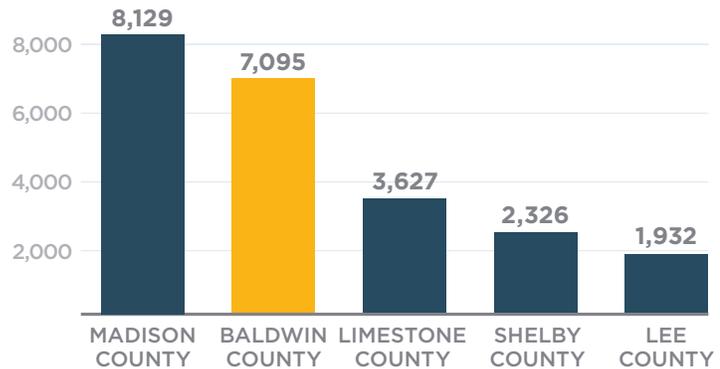
# ALABAMA'S GROWTH LEADER

## ALABAMA'S FASTEST-GROWING COUNTIES

Population Growth (2014-2024)	
<b>Baldwin County</b>	<b>30.7%</b>
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%
<b>Baldwin County</b>	<b>253,507</b>	<b>30.0%</b>
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

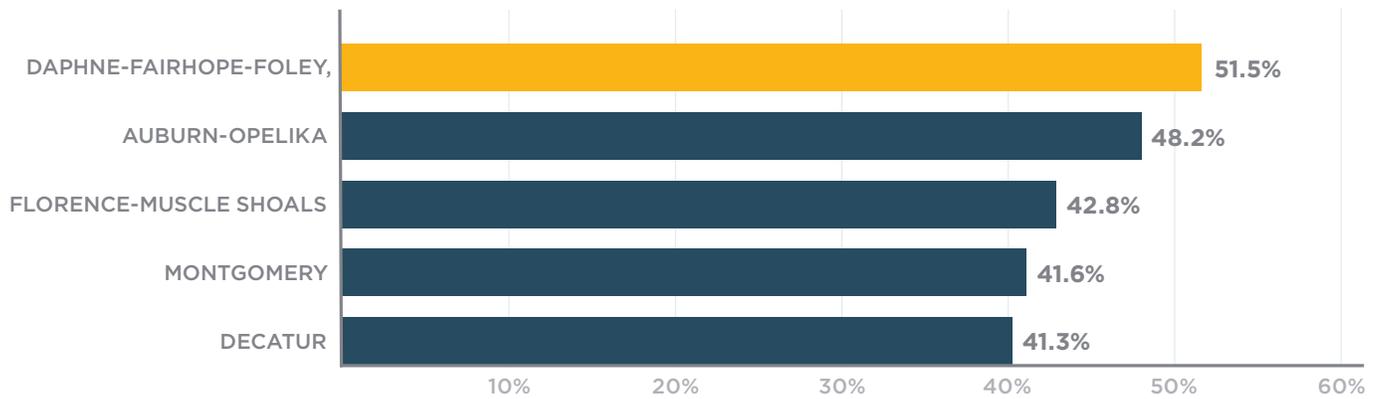
**BALDWIN COUNTY IS ALABAMA'S LEADER** for total population growth.

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)



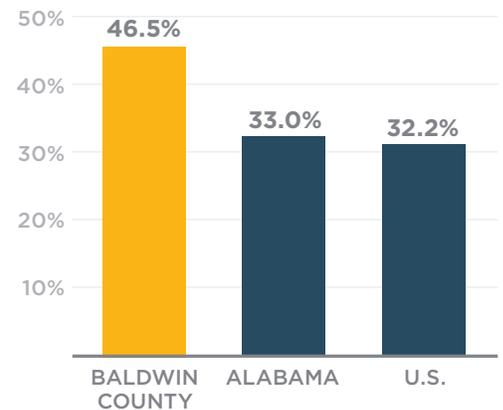
Source: JobsEQ

## 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

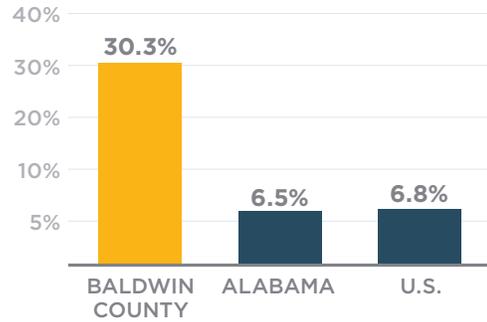
# POPULATION GROWTH



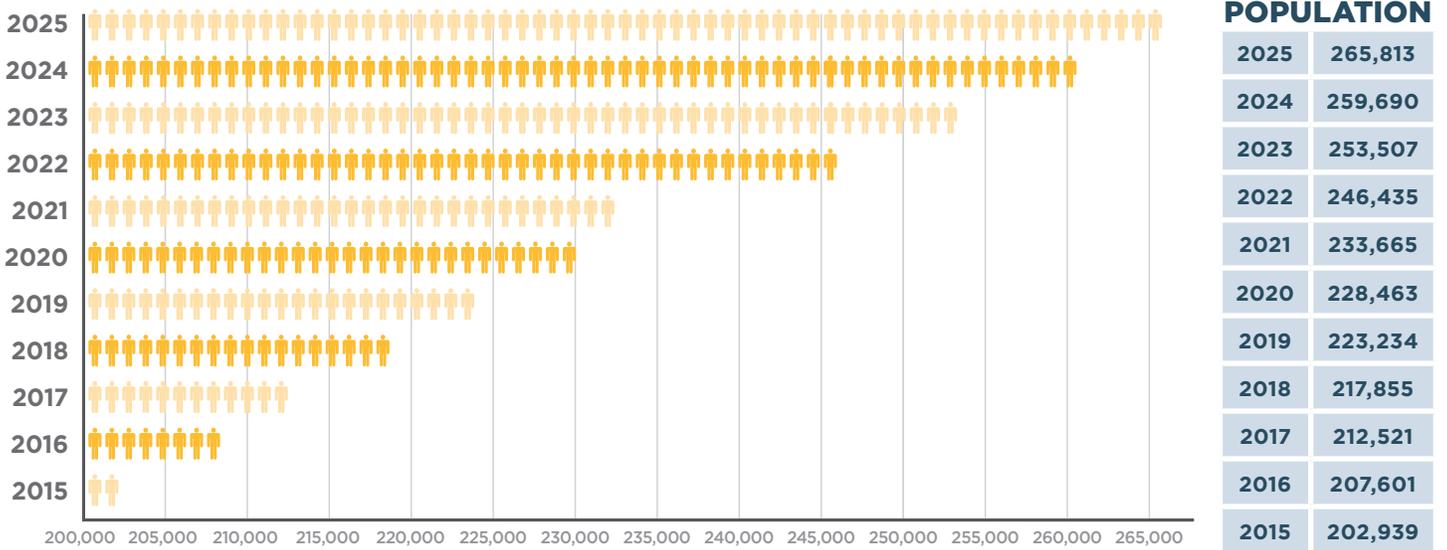
**265,813**  
BALDWIN COUNTY  
2025 POPULATION

## POPULATION GROWTH (2014-2024)

Source: U.S. Census Bureau

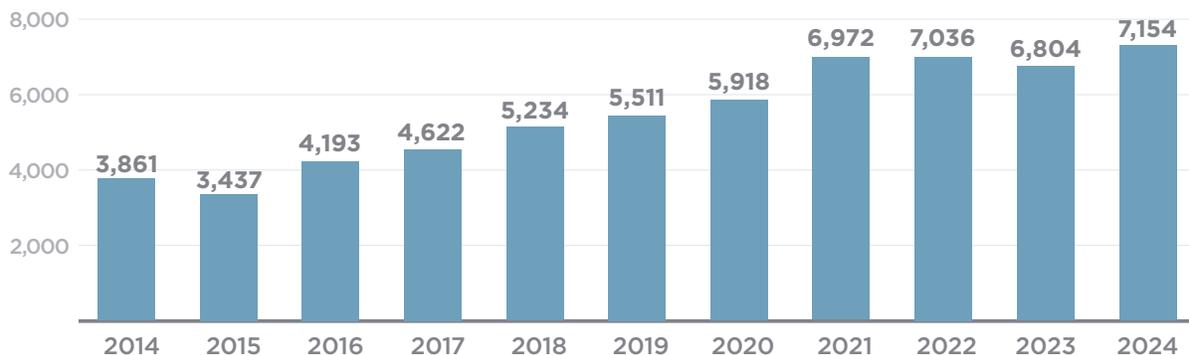


## BALDWIN COUNTY POPULATION GROWTH



Source: JobsEQ

## BALDWIN COUNTY ANNUAL NET DOMESTIC IN-MIGRATION



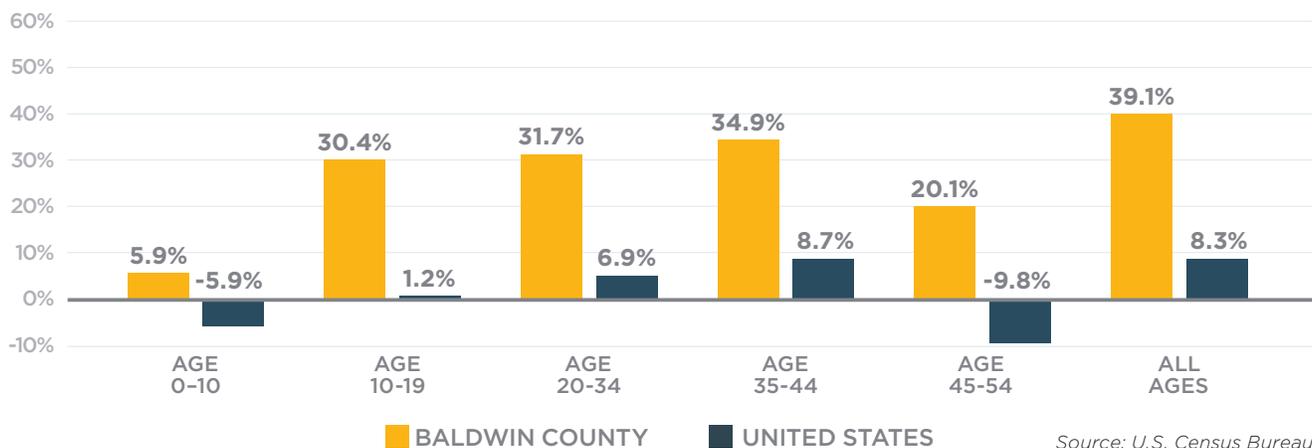
Source: U.S. Census Bureau

# 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%

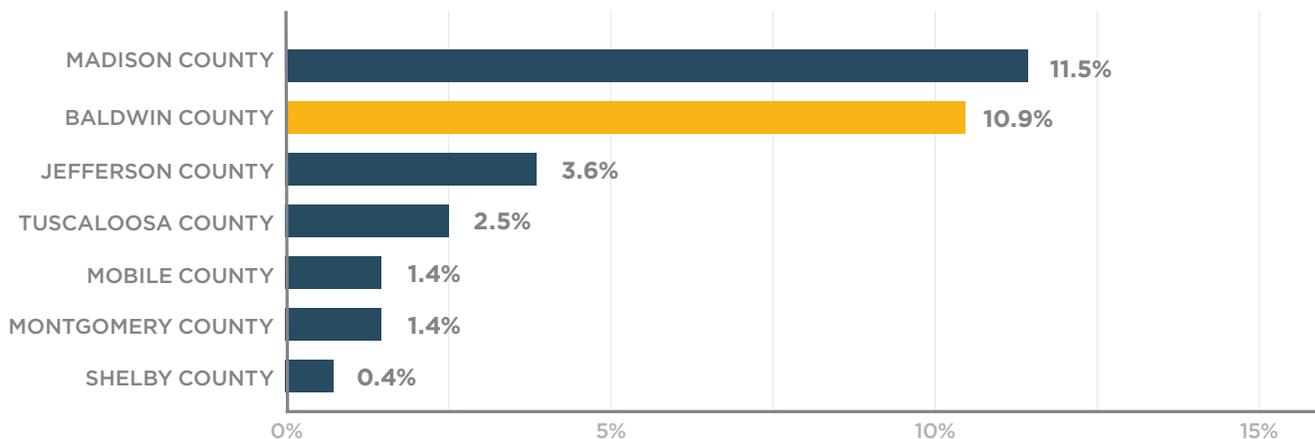
Source: JobsEQ



**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%

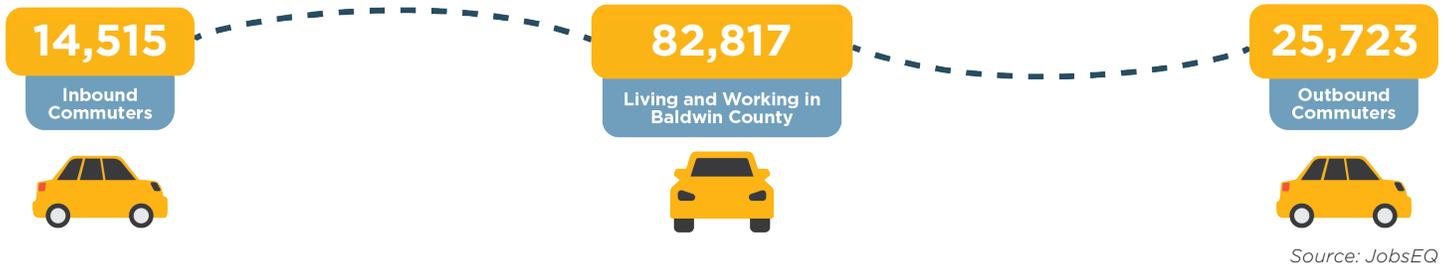
Source: U.S. Census Bureau

## QUICK FACT

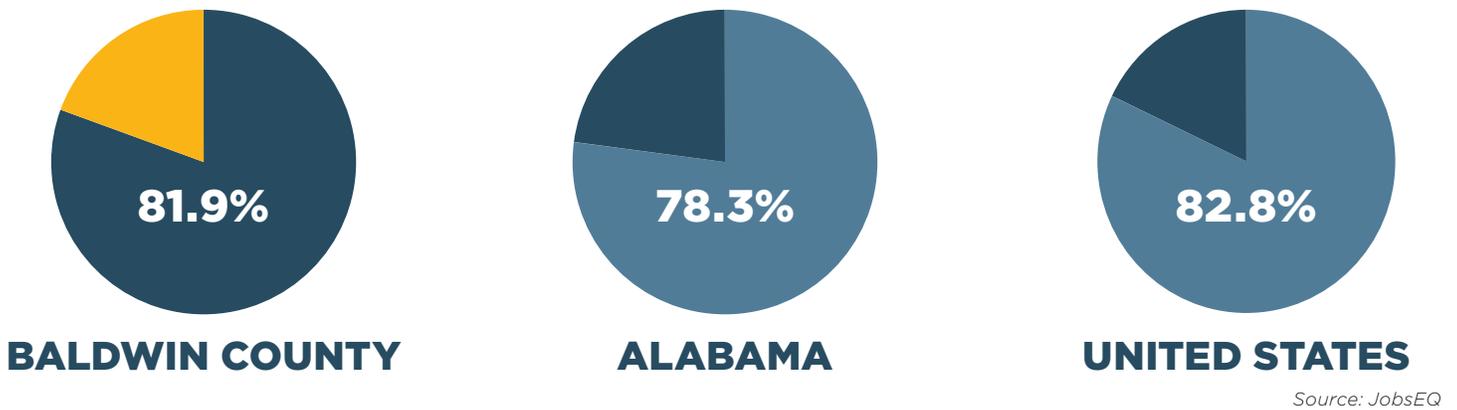
★ **HEAVILY OUTPACES THE U.S. AVERAGE.** Baldwin County's growth in the number of residents with college degrees heavily outpaces the U.S. average.

Source: U.S. Census Bureau

# COMMUTING PATTERNS (2024)



## PRIME-AGE LABOR FORCE PARTICIPATION RATE

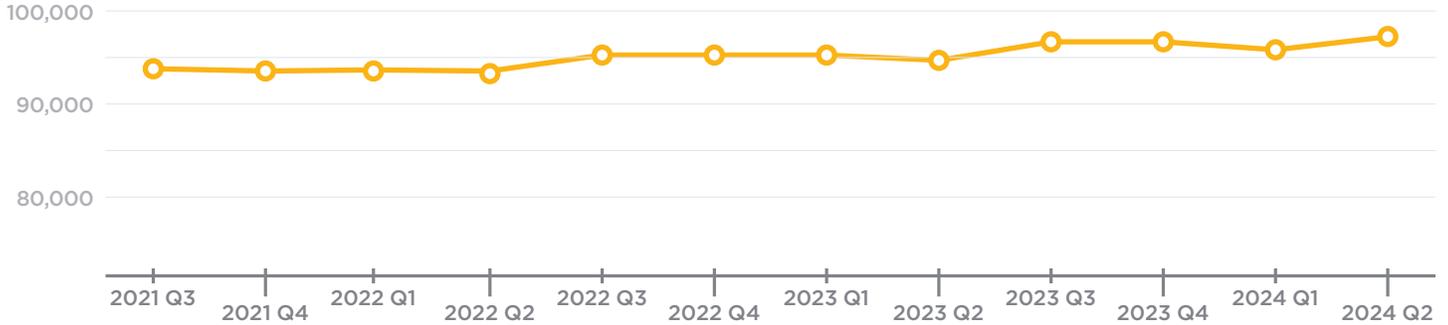


## QUICK FACTS

- ★ **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*

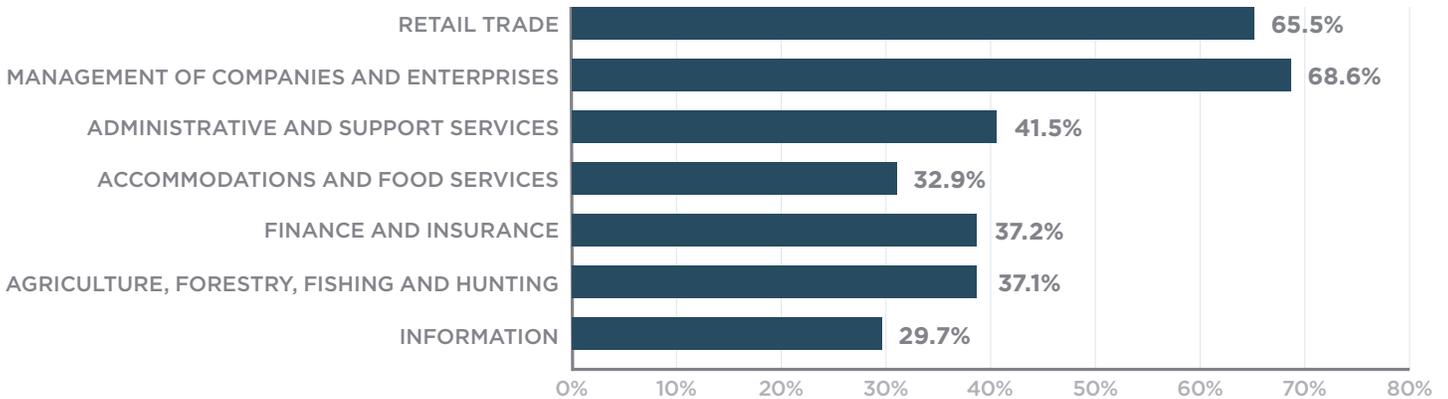
# ECONOMIC GROWTH

## BALDWIN COUNTY TOTAL EMPLOYMENT



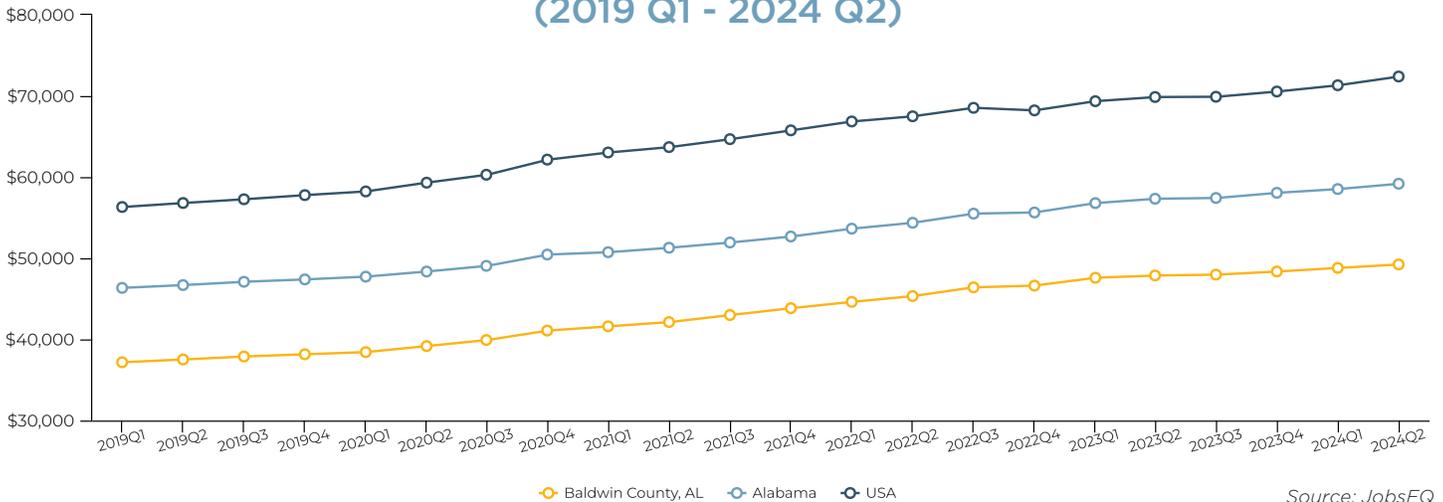
Source: JobsEQ

## 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%
<b>Baldwin County, AL</b>	<b>\$5,190,987,000</b>	<b>47.5%</b>
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%

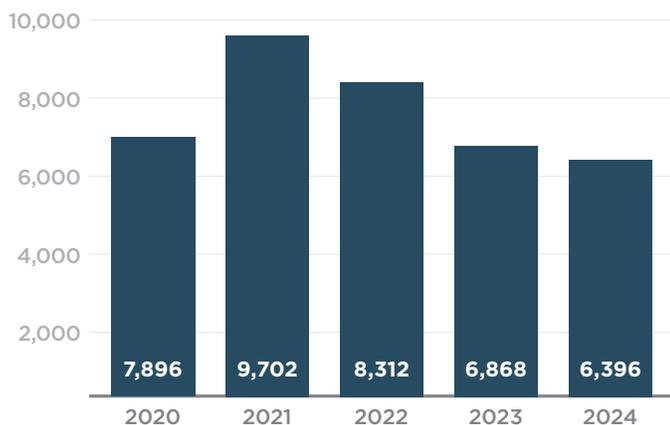
Source: JobsEQ

## 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**



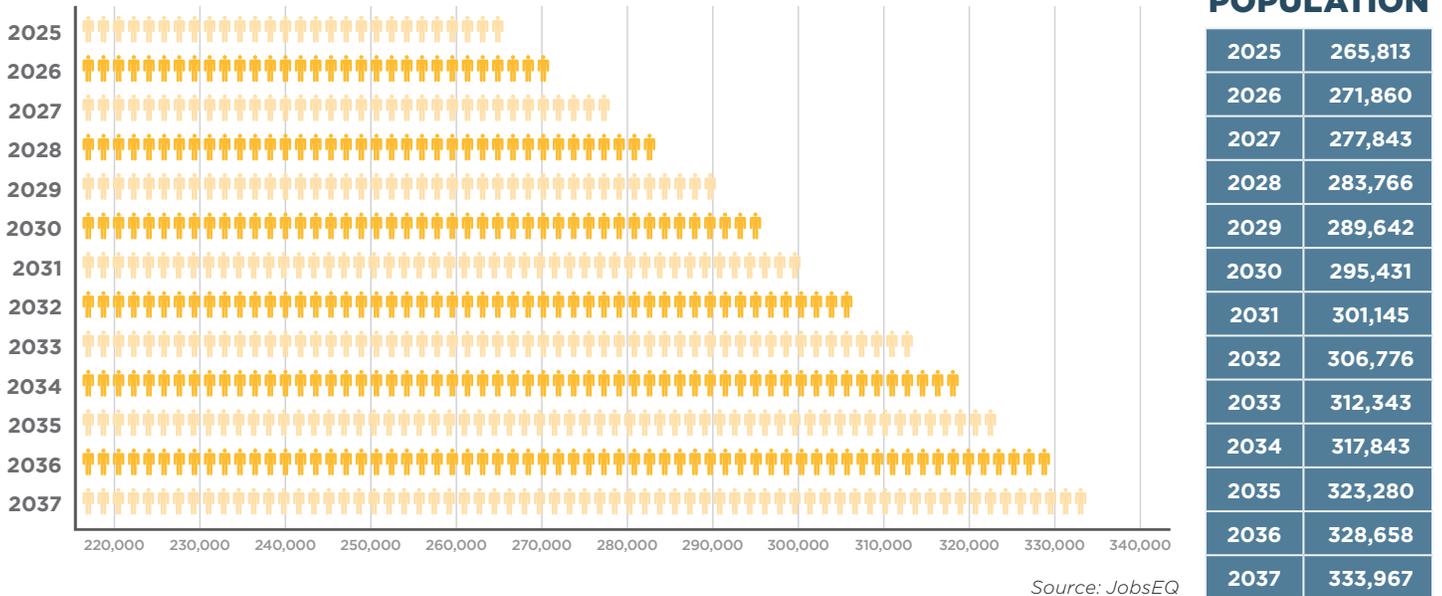
AVERAGE DAYS ON MARKET

**69**

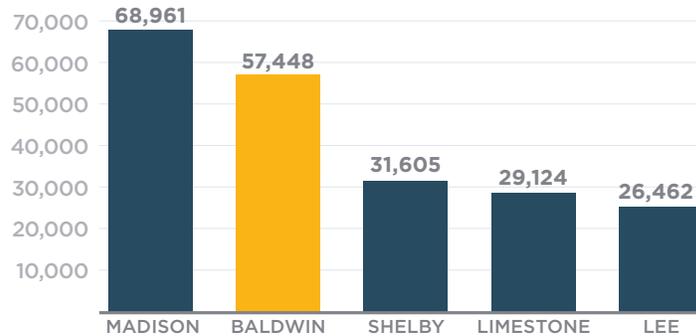
Source: Baldwin REALTORS®

# LOOKING AHEAD

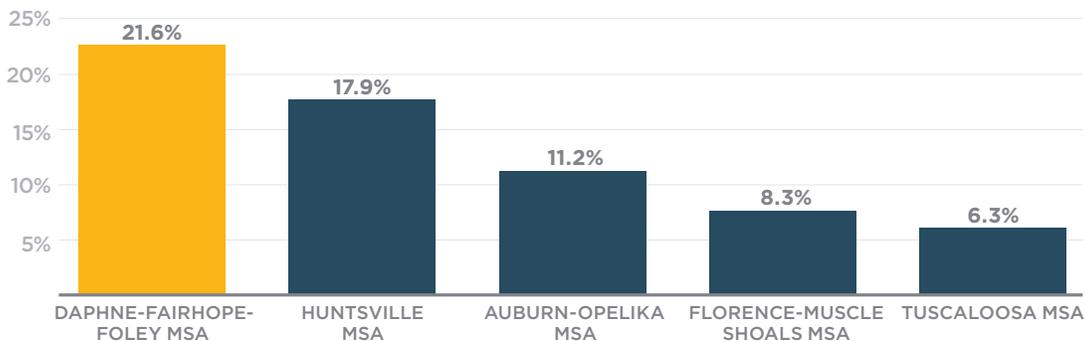
## BALDWIN COUNTY PROJECTED POPULATION



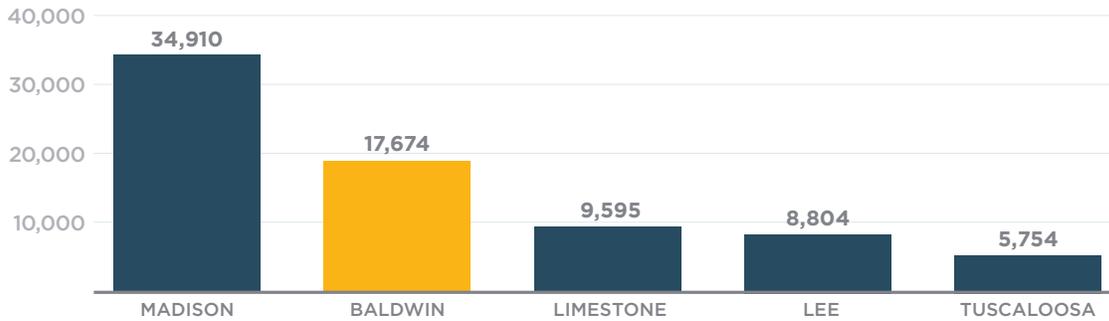
## PROJECTED TOTAL POPULATION GROWTH BY ALABAMA COUNTY (2025-2035)



## 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](http://baldwineda.com/baldwin-by-the-numbers).