



BALDWIN BY THE NUMBERS



**BALDWIN
COUNTY**

ECONOMIC
DEVELOPMENT
ALLIANCE

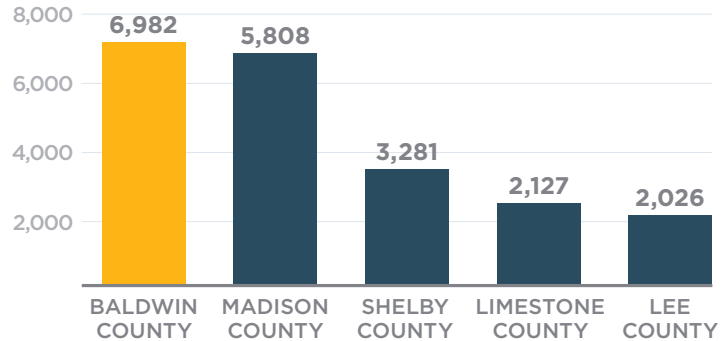
ALABAMA'S GROWTH LEADER

ALABAMA'S FASTEST-GROWING COUNTIES

Population Growth (2012-2022)	
Baldwin County	29.6%
Limestone County	27.0%
Lee County	21.6%
Madison County	17.7%
Shelby County	14.5%

Source: U.S. Census Bureau

ALABAMA'S TOP COUNTIES FOR NET DOMESTIC MIGRATION (2021-2022)



Source: U.S. Census Bureau

ALABAMA'S LARGEST COUNTIES

	2022 Population (Census Estimate)	Population Growth (2012-2022)
Jefferson County	665,409	1.1%
Mobile County	411,411	-0.6%
Madison County	403,565	17.7%
Baldwin County	246,435	29.6%
Tuscaloosa County	236,780	19.1%
Shelby County	230,115	14.5%
Montgomery County	226,361	-1.1%
Lee County	180,773	21.6%
Morgan County	124,211	3.4%
Calhoun County	115,788	-1.1%

Source: U.S. Census Bureau

QUICK FACT

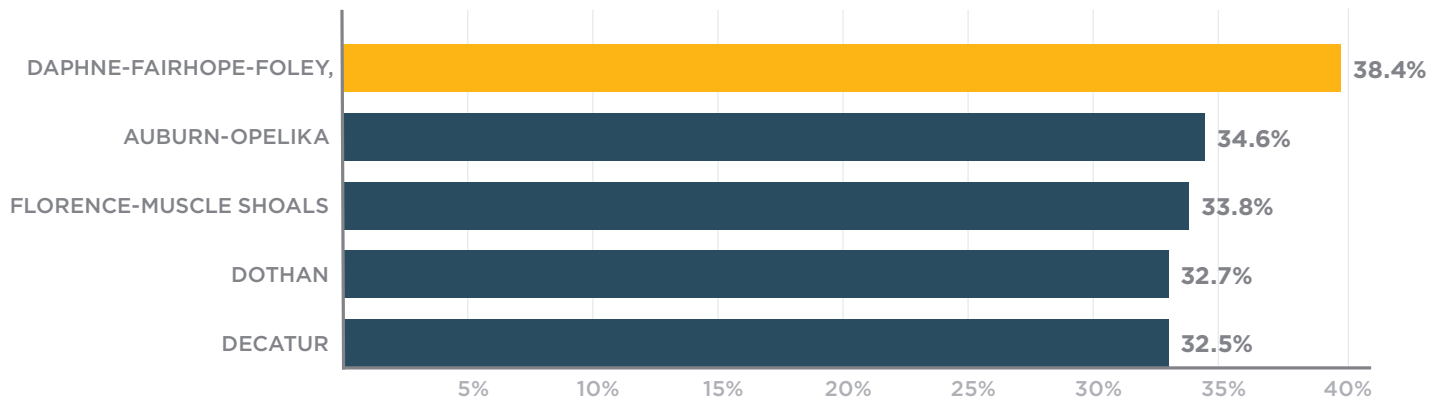
BALDWIN COUNTY IS ALABAMA'S LEADER for total population growth and net migration.

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 (2012-2022)



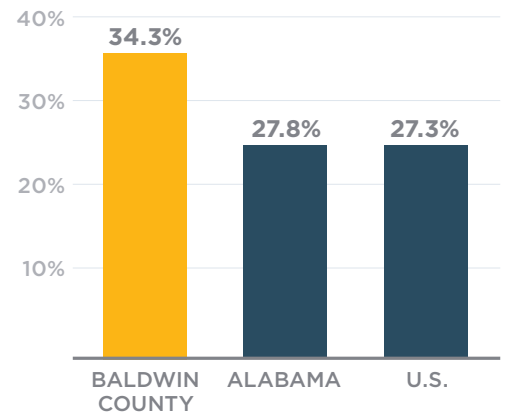
Source: JobsEQ

BUSINESS ESTABLISHMENTS BY ALABAMA METRO (2022)

Region	Business Establishments per Capita
Daphne-Fairhope-Foley, AL MSA	0.033
Huntsville, AL MSA	0.031
Birmingham-Hoover, AL MSA	0.030
Dothan, AL MSA	0.030
Mobile, AL MSA	0.029
Montgomery, AL MSA	0.027

Source: JobsEQ

FIVE-YEAR WAGE GROWTH (2018-2023)



Source: JobsEQ

ALABAMA'S TOP METRO AREAS FOR JOB GROWTH (2017-2022)

Region	Job Growth
Huntsville, AL MSA	11.2%
Daphne-Fairhope-Foley, AL MSA	10.5%
Decatur, AL MSA	6.7%
Auburn-Opelika, AL MSA	5.0%
Dothan, AL MSA	4.5%

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

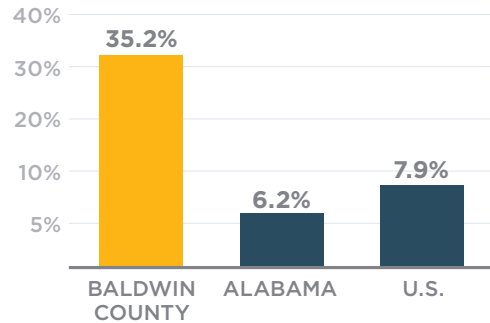
POPULATION GROWTH



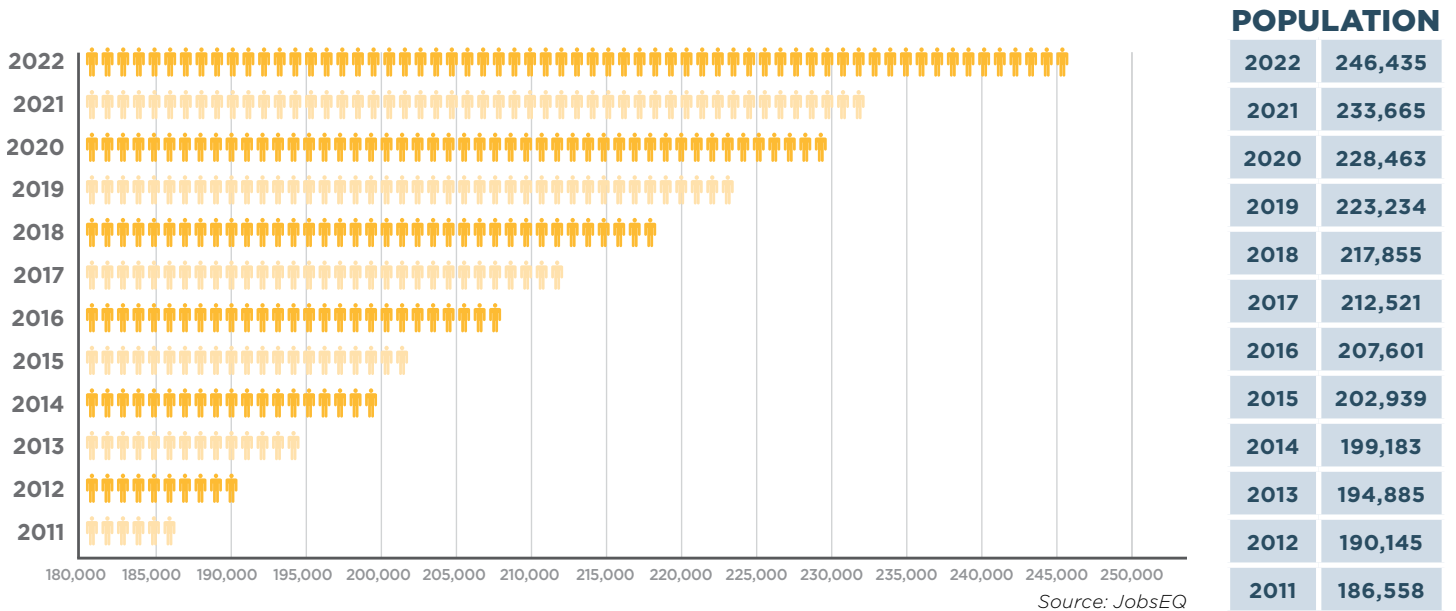
246,435
BALDWIN COUNTY
2022 POPULATION

POPULATION GROWTH (2010-2022)

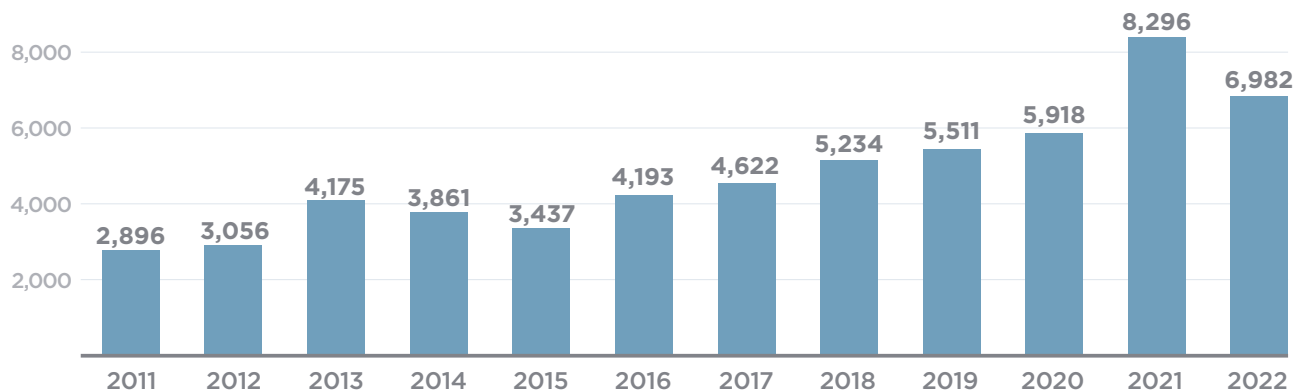
Source: U.S. Census Bureau



BALDWIN COUNTY POPULATION GROWTH



BALDWIN COUNTY ANNUAL NET DOMESTIC IN-MIGRATION



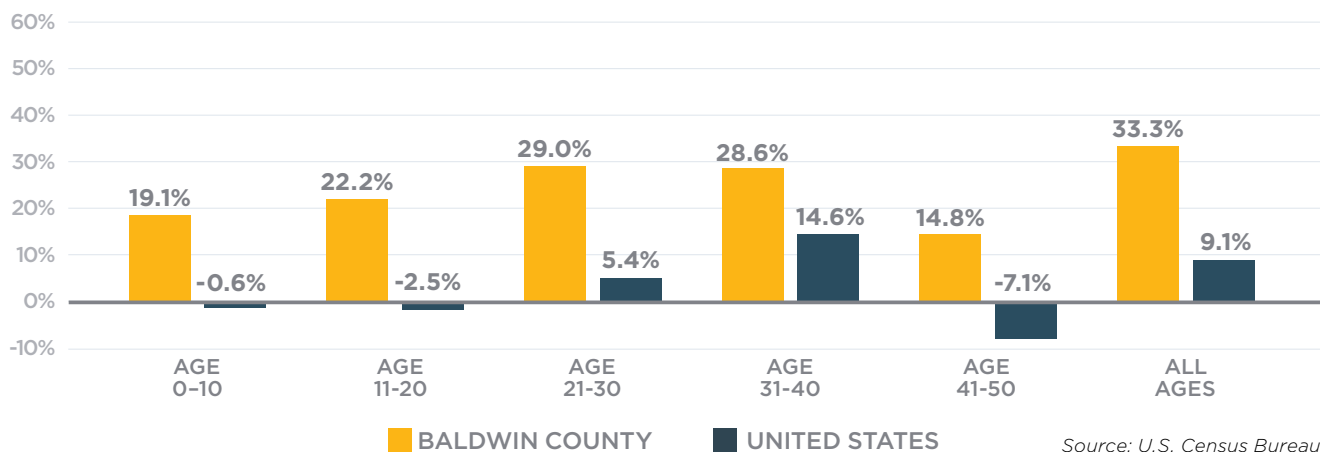
Source: U.S. Census Bureau

POPULATION GROWTH BY MUNICIPALITY

MUNICIPALITY	2022 POPULATION ESTIMATE	TOTAL GROWTH SINCE 2010	PERCENTAGE GROWTH SINCE 2010	PERCENTAGE GROWTH 2020 TO 2022
Bay Minette	8,159	33	0.4%	3.4%
Daphne	29,677	7,870	36%	3.1%
Elberta	2,140	427	25%	6.2%
Fairhope	27,783	12,184	78%	20%
Foley	24,735	10,132	69%	12%
Gulf Shores	15,014	5,343	55%	-4.6%
Loxley	3,757	1,589	73%	8.6%
Magnolia Springs	1,325	458	52%	61.8%
Orange Beach	8,095	2,671	49%	-3%
Perdido Beach	464	-170	-26%	-17%
Robertsdale	6,793	1,485	28%	-1.8%
Silverhill	711	41	-5%	-31%
Spanish Fort	10,049	3,113	45%	-3%
Summerdale	1,497	646	76%	-3%

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 **7TH FASTEST-GROWING MSA** in the 2020 Census.
Source: U.S. Census Bureau

WORKFORCE & INDUSTRY GROWTH

BALDWIN COUNTY'S TOP SECTORS FOR JOB GROWTH (2017 Q1 - 2023 Q1)

Industry Sector	Job Growth
Arts, Entertainment and Recreation	57.8%
Construction	40.7%
Professional, Scientific and Technical Services	40.0%
Wholesale Trade	31.6%
Real Estate	31.0%
Transportation and Warehousing	27.4%
Administrative and Support Services	25.0%

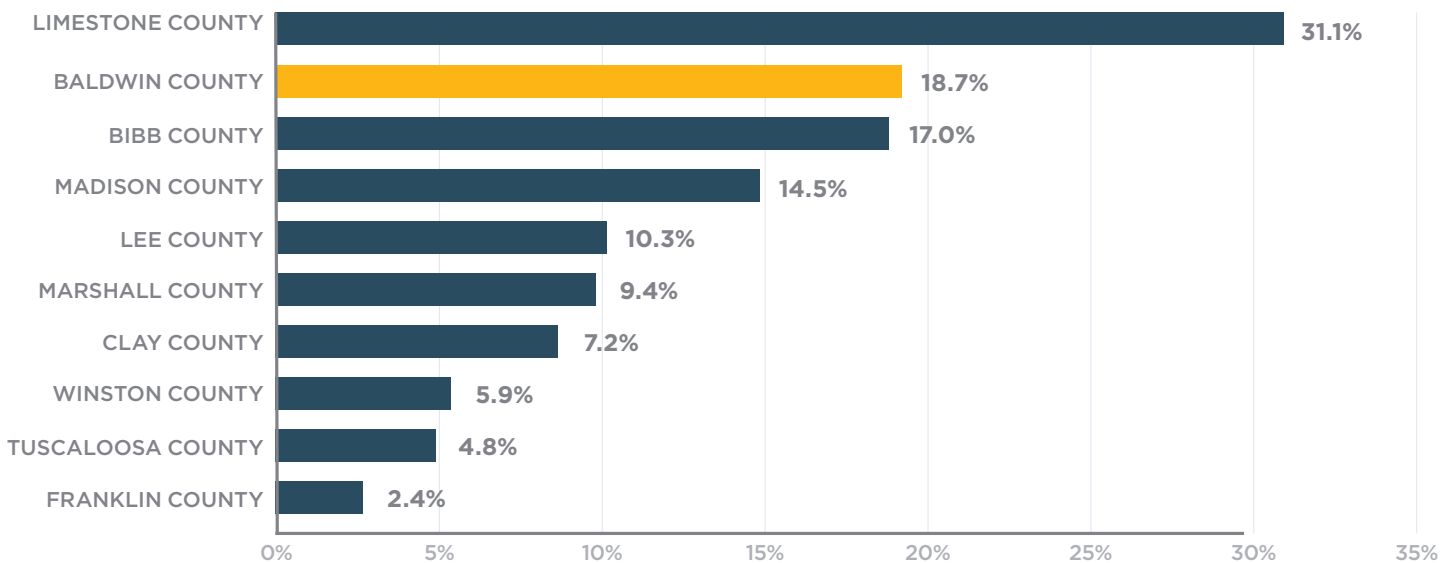
Source: JobsEQ



556,000+
WORKERS IN THE
BALDWIN COUNTY
LABOR SHED

Source: JobsEQ

ALABAMA'S TOP COUNTIES JOB GROWTH (2017-2023)



Source: JobsEQ

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

Education Level	Total	Percentage of Total
No High School Diploma	10,059	8.7%
High School Graduate	30,867	26.8%
Some College, No Degree	24,229	21.0%
Associate's Degree	11,802	10.2%
Bachelor's Degree	24,644	21.4%
Postgraduate Degree	13,571	11.8%

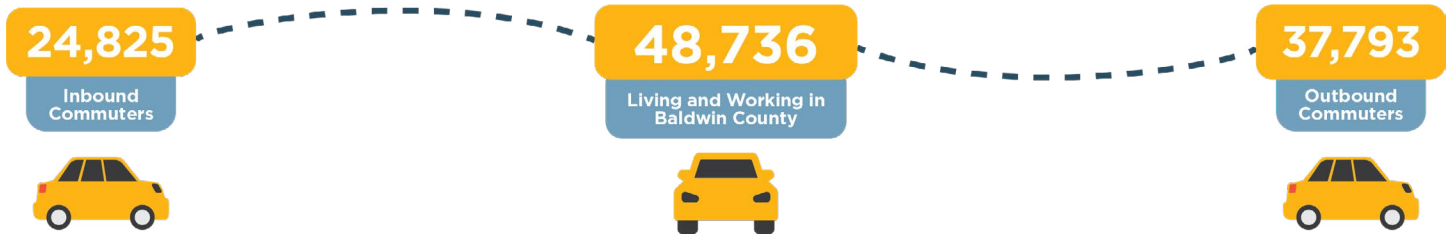
Source: U.S. Census Bureau

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.

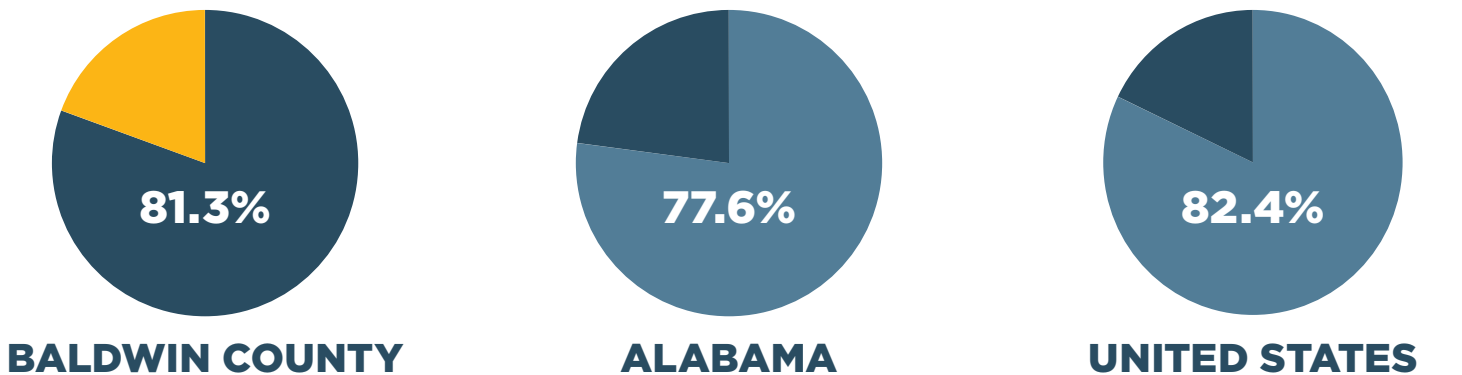
Source: U.S. Census Bureau

COMMUTING PATTERNS (2020)



Source: U.S. Census Bureau

PRIME-AGE LABOR FORCE PARTICIPATION RATE



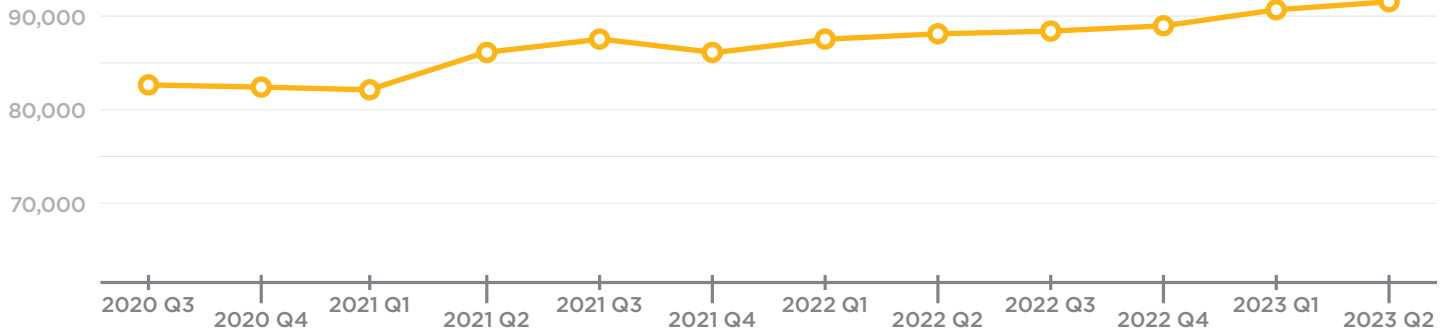
Source: JobsEQ

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

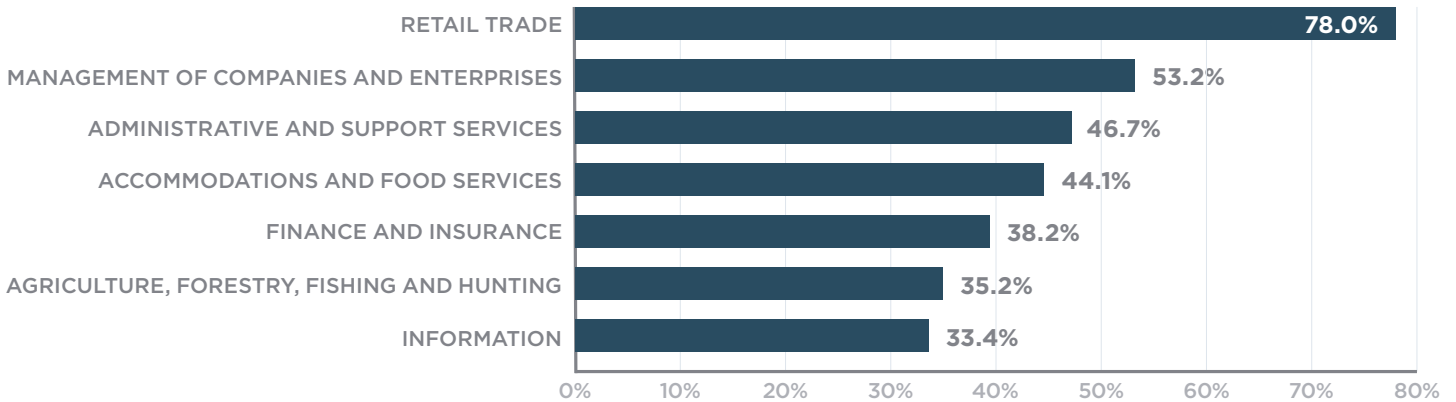
ECONOMIC GROWTH

BALDWIN COUNTY TOTAL EMPLOYMENT



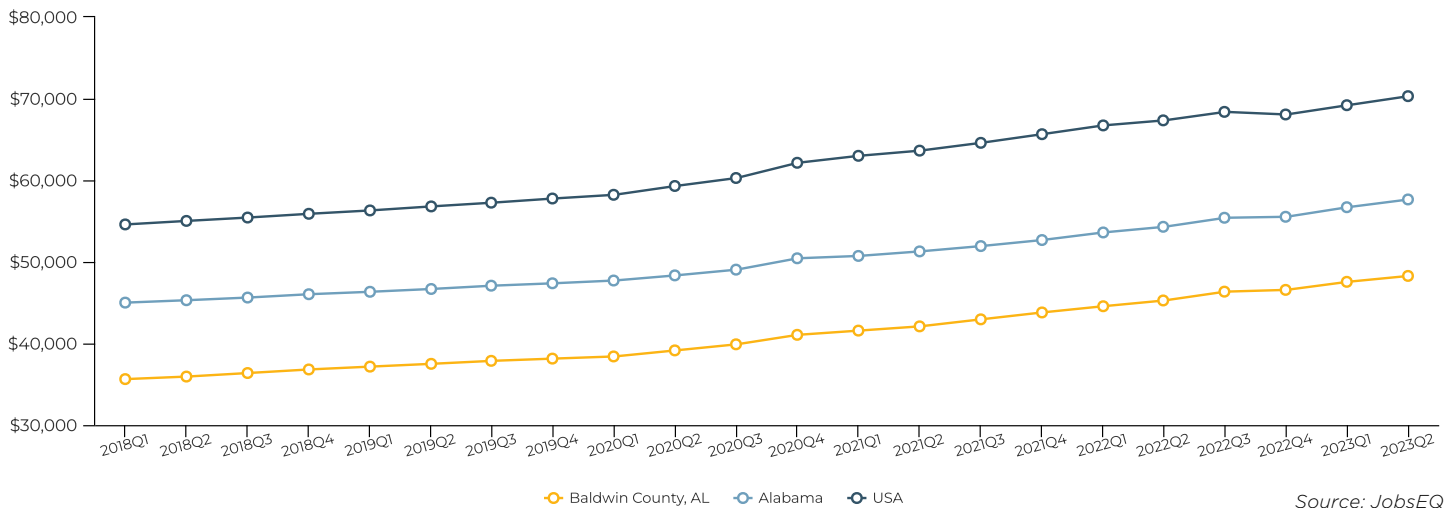
Source: JobsEQ

TOP INDUSTRIES FOR WAGE GROWTH IN BALDWIN COUNTY (2018-2023)



Source: JobsEQ

AVERAGE ANNUAL EMPLOYEE WAGES



Source: JobsEQ

ALABAMA'S TOP COUNTIES FOR GDP GROWTH

Region	Compensation	GDP Growth (2017-2022)
Baldwin County, Alabama	\$4,884,107,000	48.8%
Limestone County, Alabama	\$2,120,950,000	46.2%
Winston County, Alabama	\$490,924,000	45.5%
Madison County, Alabama	\$20,163,608,000	37.9%
DeKalb County, Alabama	\$1,304,214,000	37.6%
Marshall County, Alabama	\$2,252,819,000	36.5%
Clay County, Alabama	\$224,455,000	33.0%
Pickens County, Alabama	\$246,495,000	32.9%
St. Clair County, Alabama	\$1,254,605,000	31.7%
Lee County, Alabama	\$3,915,791,000	26.6%

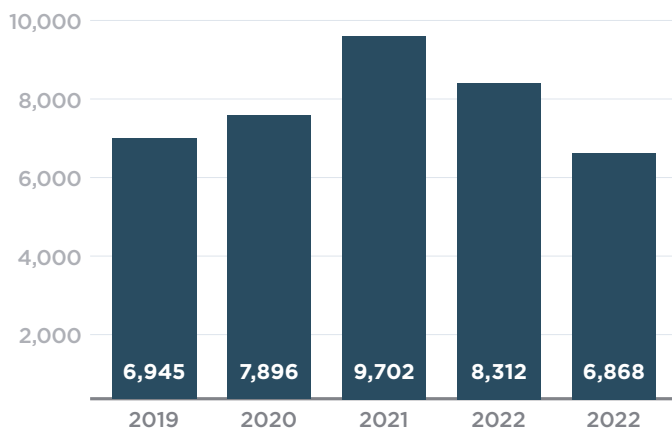
Source: JobsEQ

BALDWIN COUNTY TOTAL HOME SALES

Region	2021 Home Sales	2022 Home Sales	2023 Home Sales
Central Baldwin	3,344	2,996	2,066
Coastal Condos	2,210	1,748	1,239
Coastal Homes	1,452	1,367	1,236
Eastern Shore	3,159	2,710	2,162
North Baldwin	323	271	230

Source: JobsEQ

BALDWIN COUNTY TOTAL HOME SALES



Source: Baldwin Realtors

2023 HOME SALES



TOTAL PROPERTIES SOLD

6,868



AVERAGE SALES PRICE

\$492,534



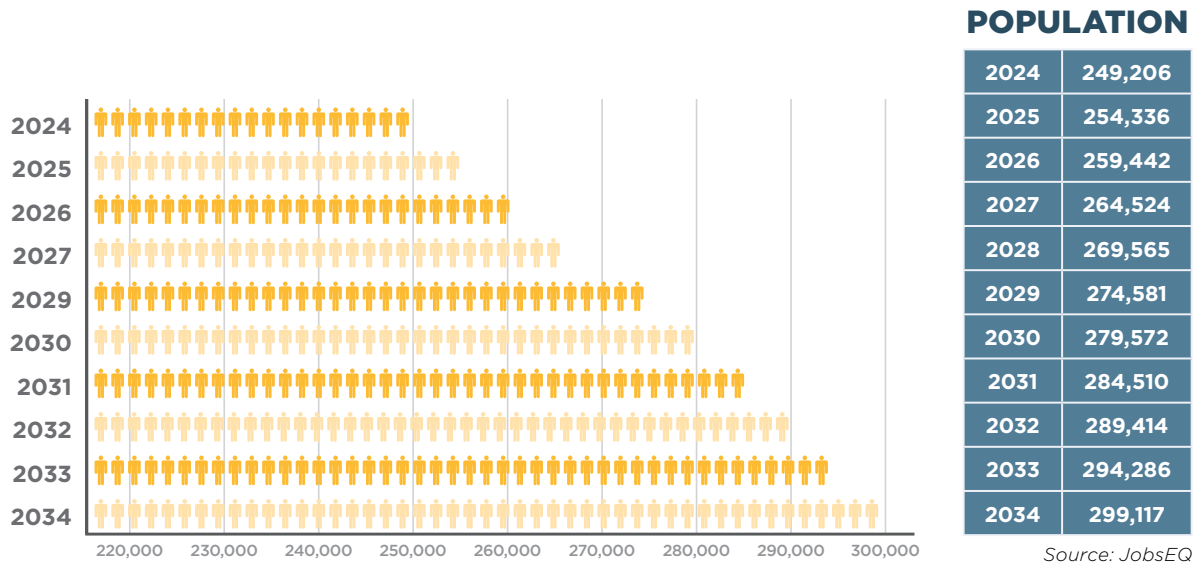
AVERAGE DAYS ON MARKET

59

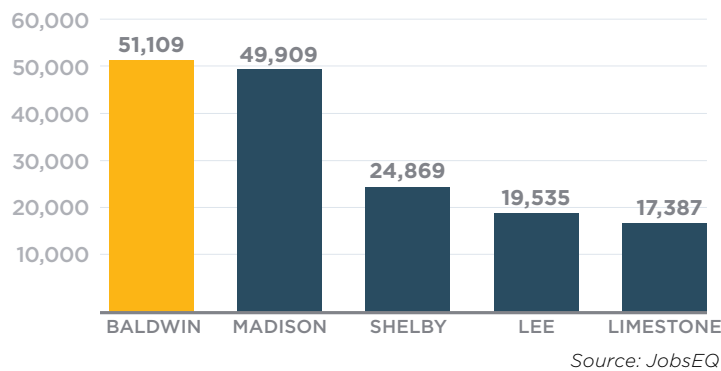
Source: Baldwin Realtors

LOOKING AHEAD

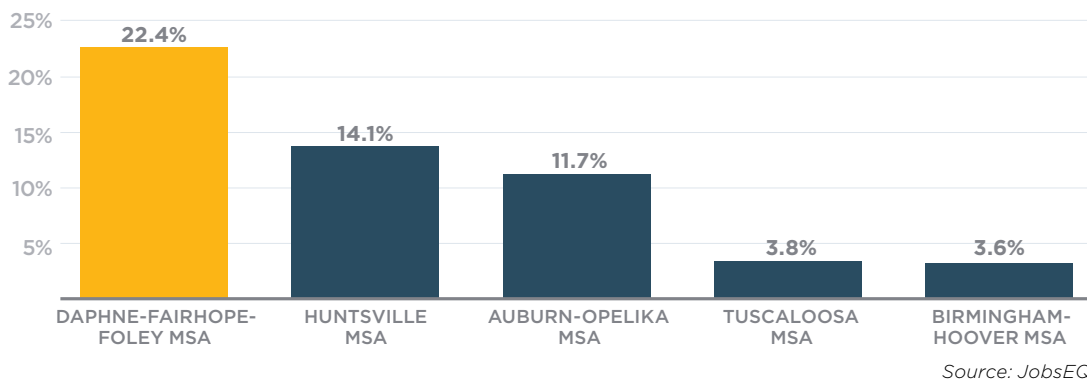
BALDWIN COUNTY PROJECTED POPULATION



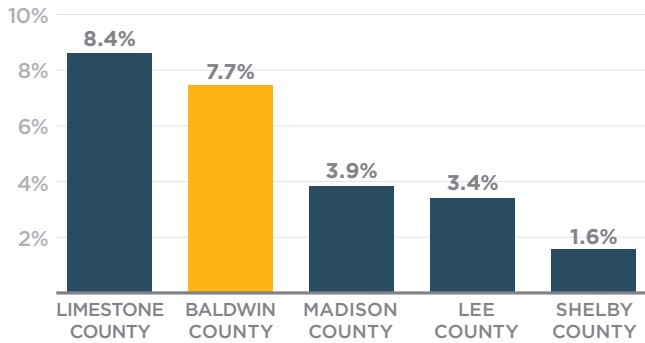
PROJECTED TOTAL POPULATION GROWTH BY ALABAMA COUNTY (2020-2030)



PROJECTED POPULATION GROWTH BY ALABAMA METRO AREA (2020-2030)

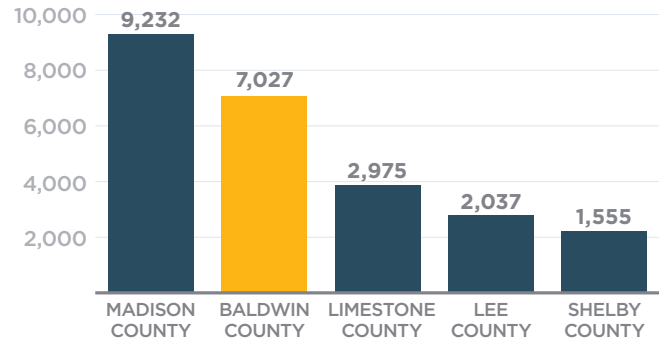


PROJECTED JOB GROWTH BY COUNTY (2023-2028)



Source: JobsEQ

PROJECTED TOTAL JOB GROWTH BY COUNTY (2023-2028)



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


53% HIGHER than the current average wage for a Baldwin County worker



1,000 NEW DIRECT JOBS in Baldwin County



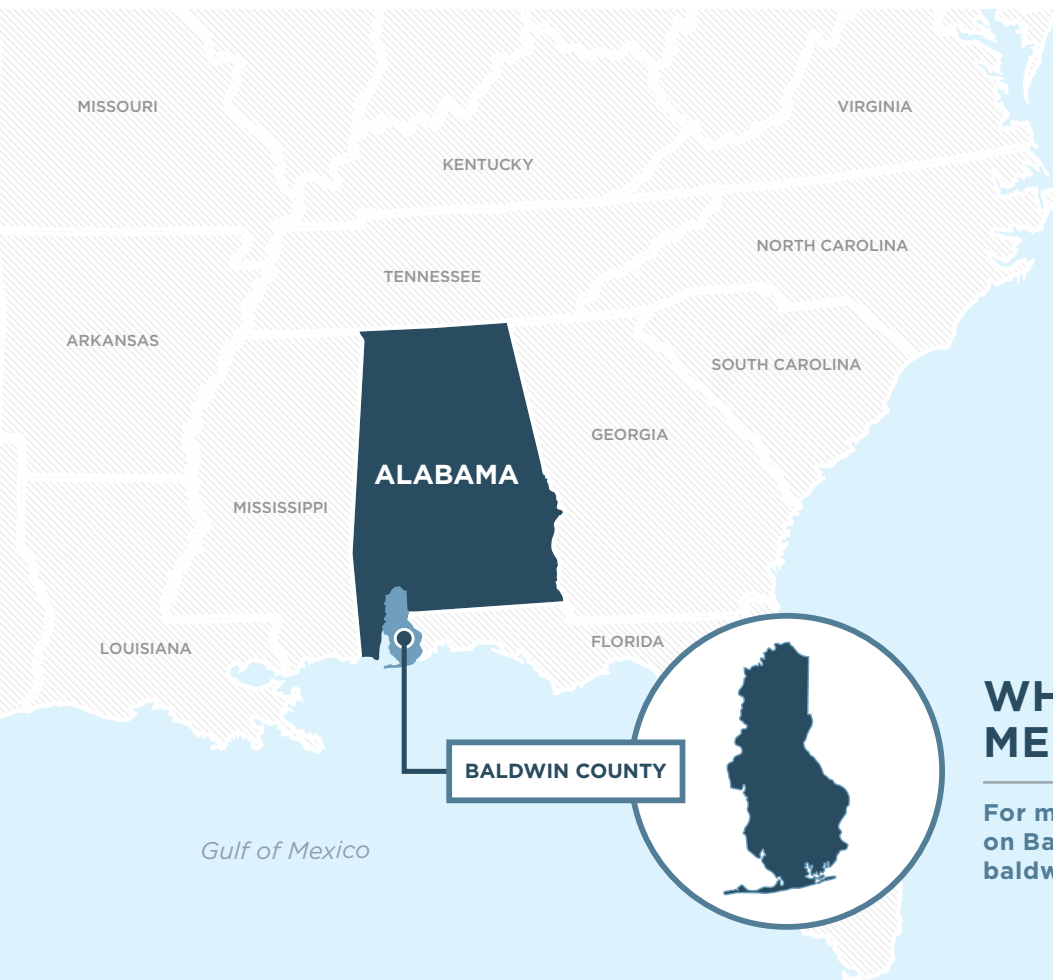
900 NEW PERMANENT INDIRECT JOBS in the region

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



MORE THAN \$2.5 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
baldwinbythenumbers.com.