



# BALDWIN

## BY THE NUMBERS



**BALDWIN  
COUNTY**

ECONOMIC  
DEVELOPMENT  
ALLIANCE

# ALABAMA'S GROWTH LEADER

## BALDWIN COUNTY IS ALABAMA'S LEADER FOR:

- **Population Growth**

Source: U.S. Census Bureau

- **Net Migration**

Source: U.S. Census Bureau

- **Workforce Talent Attraction**

Source: Emsi

- **Business Investment**

Source: SmartAsset

- **Job Growth**

Source: JobsEQ

## QUICK FACTS

★ Baldwin County is the **FASTEST GROWING COUNTY** in Alabama since 2010.

Source: U.S. Census Bureau

## ALABAMA'S FASTEST GROWING COUNTIES

	2020 Population (Census Estimate)	Population Growth (2010-2020)
<b>Baldwin County</b>	<b>229,287</b>	<b>25.8%</b>
Limestone County	102,228	23.5%
Lee County	166,831	19.0%
Shelby County	221,428	13.5%
Madison County	379,453	13.3%

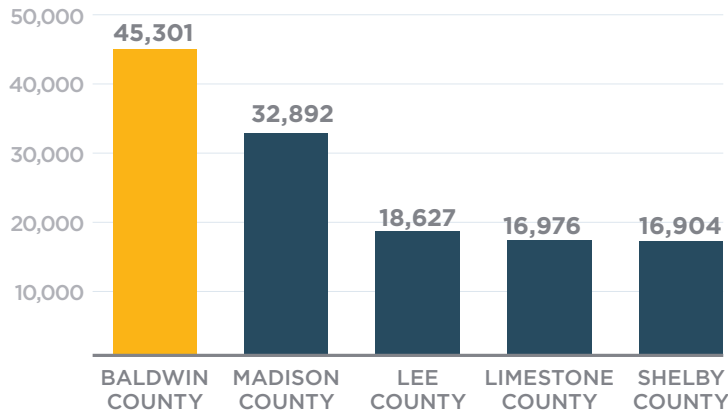
Source: U.S. Census Bureau

## ALABAMA'S LARGEST COUNTIES

	2020 Population (Census Estimate)	Population Growth (2010-2020)
Jefferson County	655,342	-0.5%
Mobile County	412,716	-0.1%
Madison County	379,453	13.3%
<b>Baldwin County</b>	<b>229,287</b>	<b>25.8%</b>
Montgomery County	224,639	-2.1%
Shelby County	221,428	13.5%
Tuscaloosa County	210,758	8.3%
Lee County	166,831	19.0%
Morgan County	119,883	0.3%
Calhoun County	113,469	-4.3%

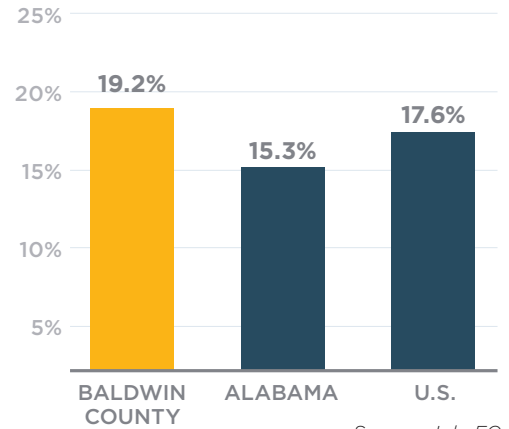
Source: U.S. Census Bureau

## ALABAMA'S TOP COUNTIES FOR NET MIGRATION (2010-2020)



Source: U.S. Census Bureau

## 5-YEAR WAGE GROWTH (2015-2020)



Source: JobsEQ

## ALABAMA'S TOP COUNTIES FOR JOB GROWTH (2014Q1-2020Q1)

	Total Jobs 2014 Q1	Total Jobs 2020 Q1	Total Job Growth
Baldwin County	70,582	83,889	19%
Clay County	4,175	4,876	17%
Madison County	191,936	220,955	15%
Marshall County	36,821	41,815	14%
Lee County	56,867	64,523	13%

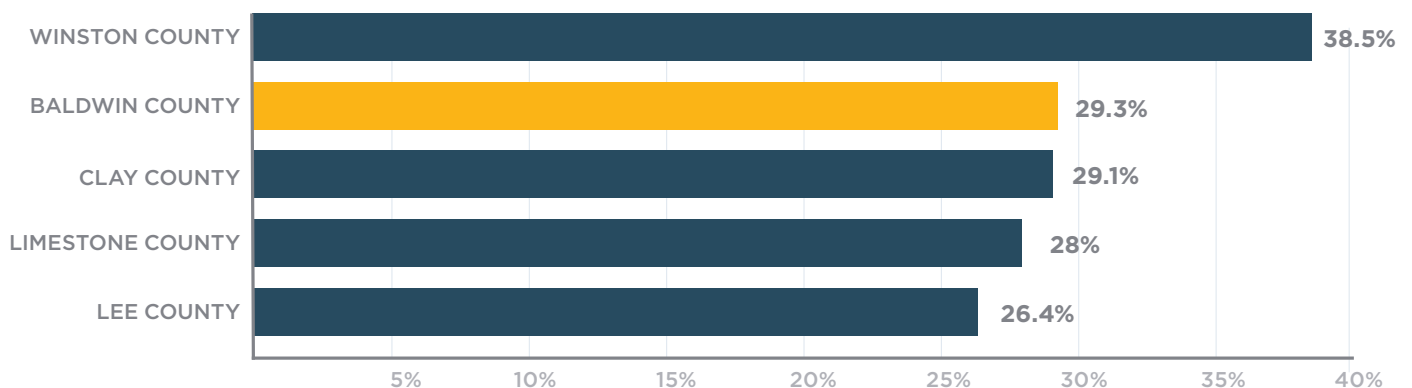
Source: JobsEQ

## QUICK FACTS

★ **BALDWIN COUNTY OUTPACED U.S. AND ALABAMA** average for job growth in all but two industry sectors.

Source: JobsEQ

## ALABAMA'S TOP COUNTIES FOR GDP GROWTH (5 YEARS)



Source: JobsEQ

# POPULATION GROWTH

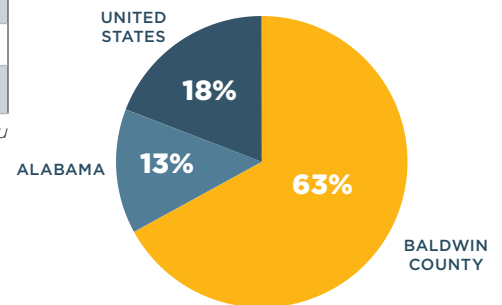
## QUICK FACTS

- ★ The Daphne-Fairhope-Foley MSA ranks as the **11TH FASTEST-GROWING METRO AREA IN THE U.S.** *Source: U.S. Census Bureau*
- ★ In 2020, Baldwin County became the **4TH LARGEST COUNTY IN ALABAMA.** *Source: U.S. Census Bureau*
- ★ **OVER 63% POPULATION GROWTH** in Baldwin County since 2000. *Source: U.S. Census Bureau*

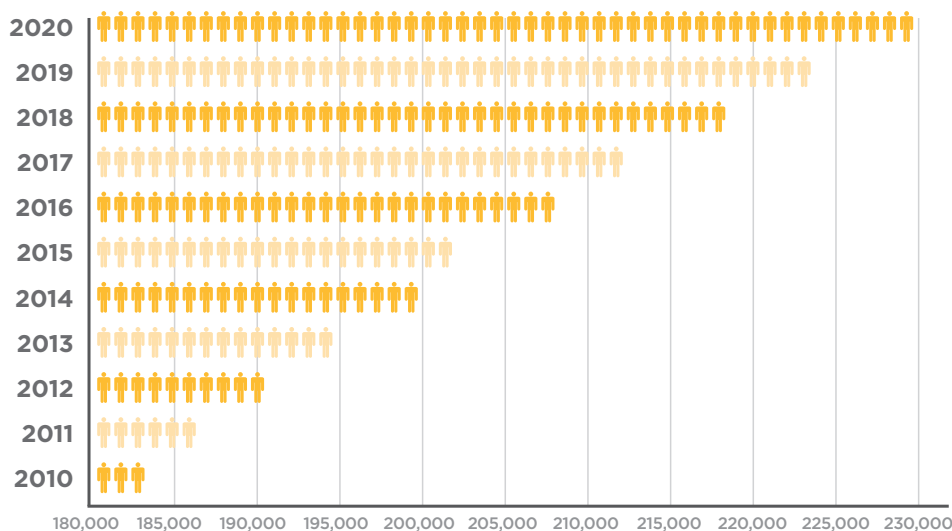
	2000 Population	2010 Population	2020 Population (Census Estimates)
Baldwin County	140,415	182,265	229,287
Alabama	4,447,092	4,779,739	5,024,279
United States	281,400,000	308,700,000	332,600,000

*Source: U.S. Census Bureau*

## POPULATION GROWTH 2000-2020



## BALDWIN COUNTY POPULATION GROWTH



### POPULATION

2020	229,287
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	186,558
2010	183,112

*Source: U.S. Census Bureau*

# POPULATION GROWTH BY MUNICIPALITY

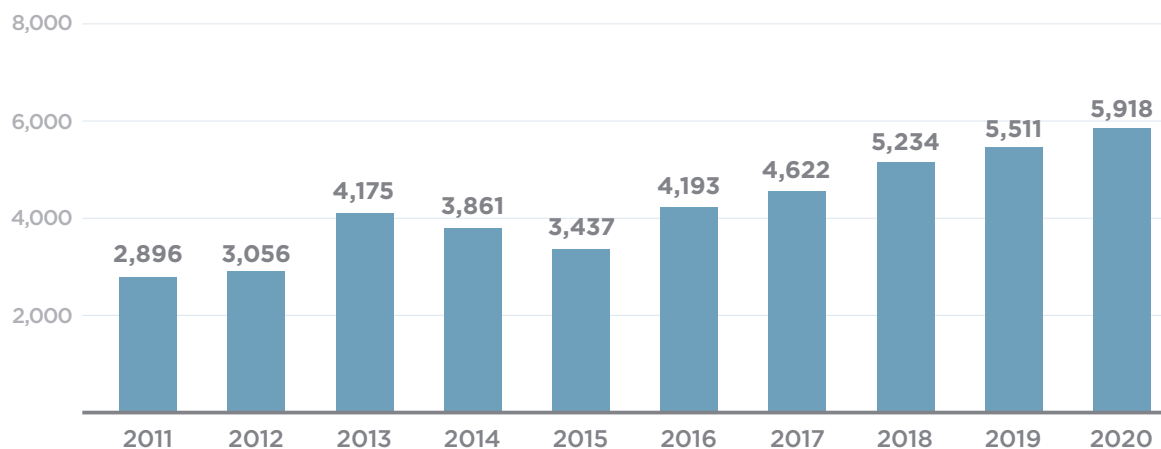
Municipality	2020 Population Estimate	Total Growth since 2010	Percentage Growth Since 2010	Percentage Growth Since 2015
Bay Minette	9,509	1,465	18.2%	6.3%
Daphne	27,719	6,149	28.5%	12.4%
Elberta	1,753	255	17.0%	7.6%
Fairhope	23,584	8,258	53.9%	20.8%
Foley	21,446	6,828	46.7%	23.7%
Gulf Shores	13,166	3,425	35.2%	11.6%
Loxley	3,329	1,697	104.0%	70.5%
Magnolia Springs	831	108	14.9%	6.3%
Orange Beach	6,343	902	16.6%	9.4%
Perdido Beach	652	71	12.2%	7.4%
Robertsdale	7,030	1,754	33.2%	13.0%
Silverhill	1,285	579	82.0%	68.6%
Spanish Fort	9,460	2,662	39.2%	19.1%
Summerdale	1,792	930	107.9%	61.0%

Source: U.S. Census Bureau

## QUICK FACTS

- ★ **96% OF BALDWIN COUNTY'S POPULATION GROWTH** is a result of incoming migration. *Source: U.S. Census Bureau*
- ★ Baldwin County ranks in the **TOP 3% OF 3,221 COUNTIES** for Net Incoming Domestic Migration. *Source: StatsAmerica*
- ★ **BALDWIN COUNTY LEADS THE STATE OF ALABAMA FOR INCOMING MIGRATION**, outpacing the next closest Alabama county by 38%. *Source: U.S. Census Bureau*

## BALDWIN COUNTY ANNUAL NET DOMESTIC IN-MIGRATION



Source: U.S. Census Bureau

# WORKFORCE & INDUSTRY GROWTH

★ **BALDWIN COUNTY RANKS 10<sup>TH</sup>**  
among the best small metropolitan areas for  
business and careers.

Source: Forbes



**540,000+**  
**WORKERS IN THE**  
**BALDWIN COUNTY**  
**LABOR SHED**

Source: JobsEQ

## POPULATION GROWTH BY EDUCATION LEVEL (2010-2019)

Education Level (Age 25-64)	Baldwin County	Alabama	U.S.
No High School Diploma	-8%	-18%	-9%
High School Graduate	12%	-3%	-2%
Some College, No Degree	5%	1%	2%
Associate's Degree	38%	22%	15%
Bachelor's Degree	33%	15%	17%
Postgraduate Degree	46%	18%	22%

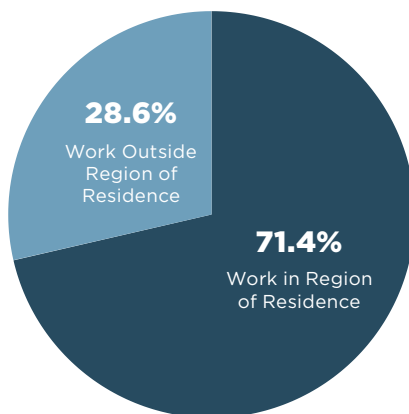
Source: U.S. Census Bureau

## QUICK FACTS

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

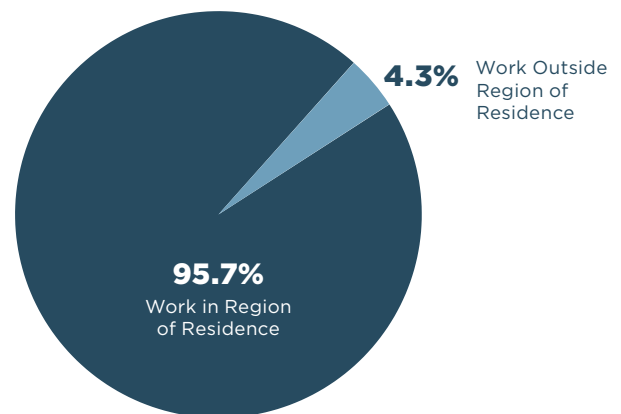
Source: U.S. Census Bureau

# COMMUTING PATTERNS

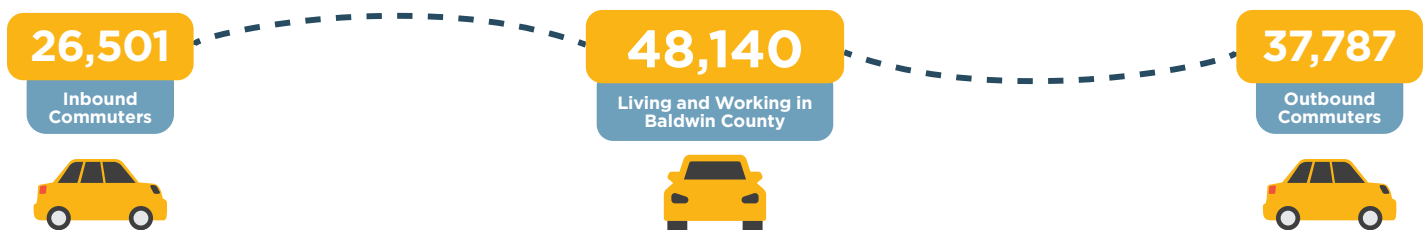


**BALDWIN COUNTY**

Source: JobsEQ

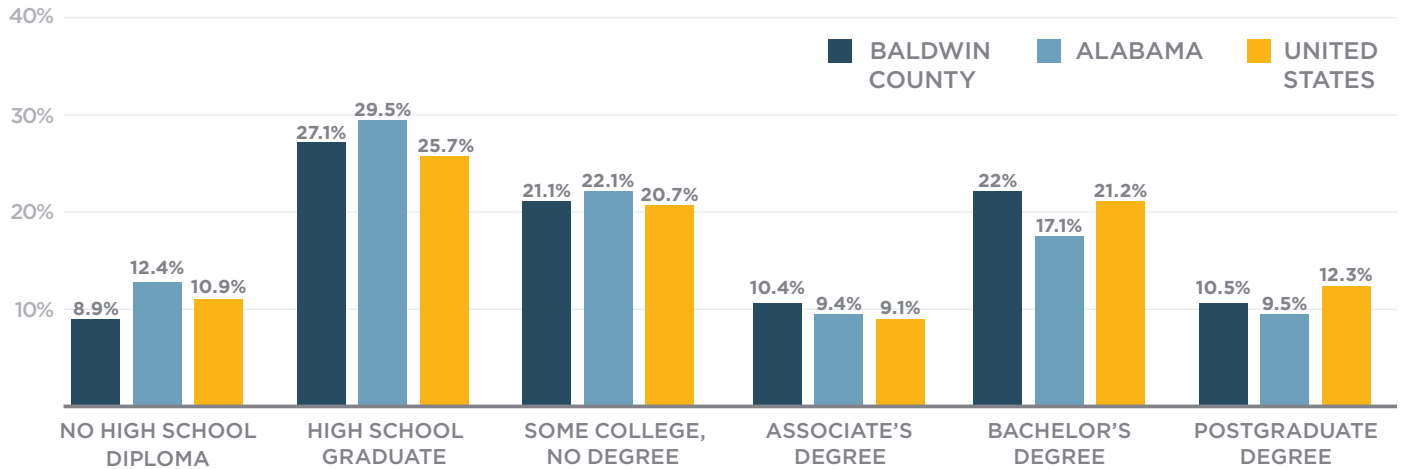


**ALABAMA**



Source: U.S. Census Bureau

## BALDWIN COUNTY EDUCATIONAL ATTAINMENT



Source: U.S. Census Bureau

## BALDWIN COUNTY JOB GROWTH (2014Q1-2020Q1)

Industry Sector	Baldwin County Growth	Alabama Growth	U.S. Growth
Arts, Entertainment, & Recreation	82%	30%	15%
Transportation & Warehousing	41%	13%	28%
Administration & Support Services	40%	15%	9%
Construction	34%	15%	21%
Health Care and Social Assistance	27%	12%	14%
Professional, Scientific, & Technical Services	25%	14%	15%
Wholesale Trade	23%	2%	2%
Real Estate	23%	10%	13%
Accommodation & Food Services	22%	12%	13%
Finance & Insurance	19%	2%	8%
Agriculture, Forestry, & Fishing	8%	-7%	-3%
Manufacturing	7%	8%	5%
Retail Trade	7%	2%	2%
Other Services	6%	0%	5%
Public Administration	3%	3%	5%
Management of Companies & Operations	0%	8%	13%
<b>Total - All Industries</b>	<b>19%</b>	<b>7%</b>	<b>10%</b>

## QUICK FACTS

★ **BALDWIN COUNTY RANKS 8TH** of 203 small U.S. MSAs in job growth.  
*Source: Forbes*

★ **BALDWIN COUNTY RANKS IN THE TOP 14%** of 3,110 U.S. counties for the Innovation Index.  
*Source: StatsAmerica-Innovation Index*

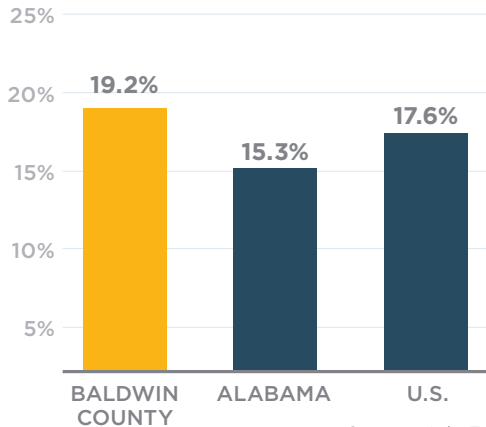
★ Baldwin County has a **LARGER PERCENTAGE OF RESIDENTS** with college degrees than the U.S. average.  
*Source: U.S. Census Bureau*

**BALDWIN COUNTY OUTPACED THE U.S. AND ALABAMA AVERAGE FOR JOB GROWTH IN ALL BUT TWO INDUSTRY SECTORS.**

# ECONOMIC GROWTH

FOR FOUR STRAIGHT YEARS, **smartasset™** RANKED BALDWIN COUNTY AS **ALABAMA'S TOP COUNTY FOR INCOMING BUSINESS INVESTMENT.**

## 5-YEAR WAGE GROWTH (2015-2020)



WITH 8% WAGE GROWTH FROM 2018 TO 2019, BALDWIN COUNTY RANKED **2ND AMONG ALL SMALL U.S. METRO AREAS FOR TOTAL WAGE GROWTH.**

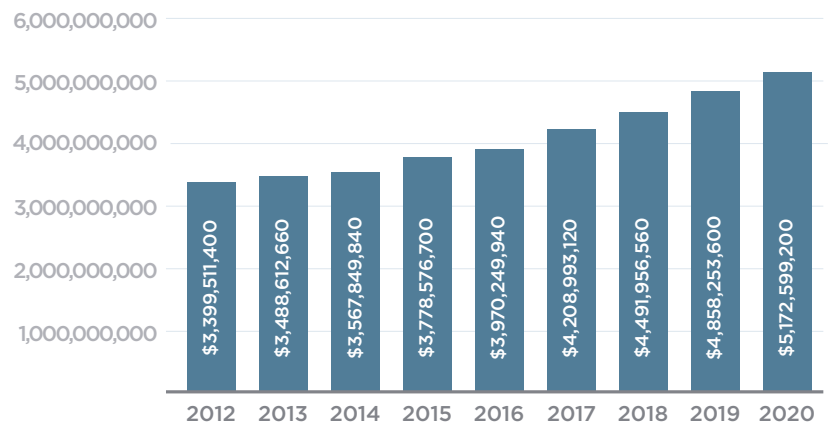
Source: Milken Institute

## QUICK FACTS

★ BALDWIN COUNTY IS IN THE **TOP 6% OUT OF 3,110 U.S. COUNTIES** FOR JOB GROWTH RELATIVE TO POPULATION GROWTH.

Source: StatsAmerica

## TOTAL BALDWIN COUNTY ASSESSED PROPERTY VALUES



**52.2% GROWTH**  
in total assessed property values from 2012 to 2020.



**69.5% OF ALL**  
assessed property value in Baldwin county is located within municipal limits.



**55.2% OF ALL**  
assessed property value within municipal limits is located in Gulf Shores and Orange Beach.

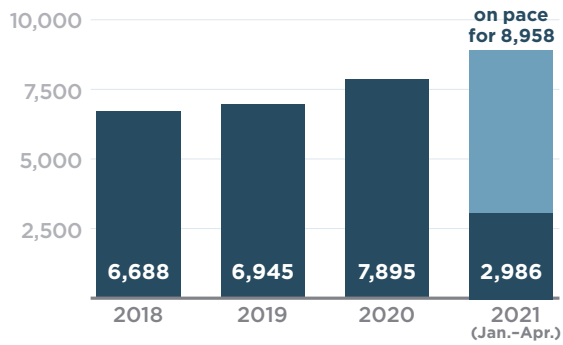


**38.4% OF ALL**  
assessed property value within Baldwin County is located in Gulf Shores and Orange Beach.

Source: Baldwin County Revenue Commission

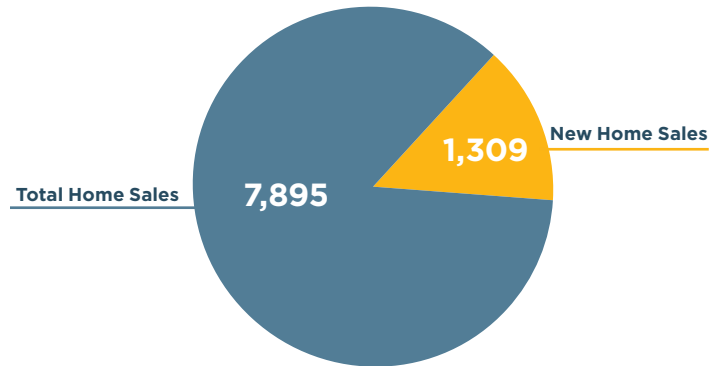


## BALDWIN COUNTY TOTAL HOME SALES



Source: Baldwin REALTORS®

## 2020 NEW HOME SALES AS A PERCENTAGE OF TOTAL HOME SALES



Source: Baldwin REALTORS®



## 33% INCREASE IN NEW HOME SALES FROM 2019 TO 2020

Source: Baldwin REALTORS®

### 2020 HOME SALES

Average Year Built: **2003**

Median Year Built: **2006**

Average Days on Market: **73**

Median Sales Price: **\$268,475**

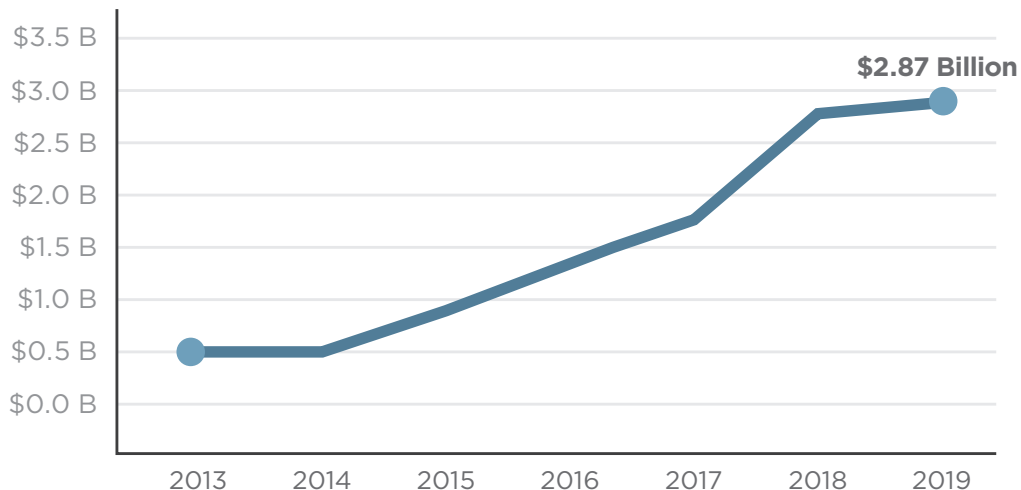
### QUICK FACTS

- ★ Baldwin County **RANKS 2ND IN ALABAMA** for 5-year GDP growth, with 29.3% growth. *Source: JobsEQ*
- ★ Baldwin County **LEADS THE STATE OF ALABAMA** in 5-year compensation growth, with 36.3% growth. *Source: JobsEQ*
- ★ The value of goods exported from the Daphne-Fairhope-Foley MSA **INCREASED BY 456% FROM 2013 TO 2019.**

*Source: International Trade Administration*

## Value of Goods Exports from Baldwin County

2013-2019



Source: International Trade Administration

# LOOKING AHEAD

## BALDWIN COUNTY PROJECT POPULATION



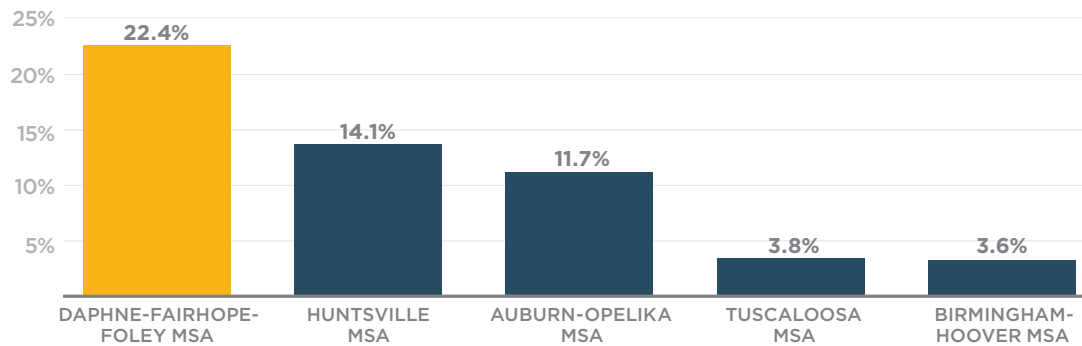
### POPULATION

2020	229,287
2021	233,665
2022	238,864
2023	244,050
2024	249,206
2025	254,336
2026	259,442
2027	264,524
2028	269,565
2029	274,581
2030	279,572
2031	284,510
2032	289,414
2033	294,286
2034	299,117

Source: JobsEQ

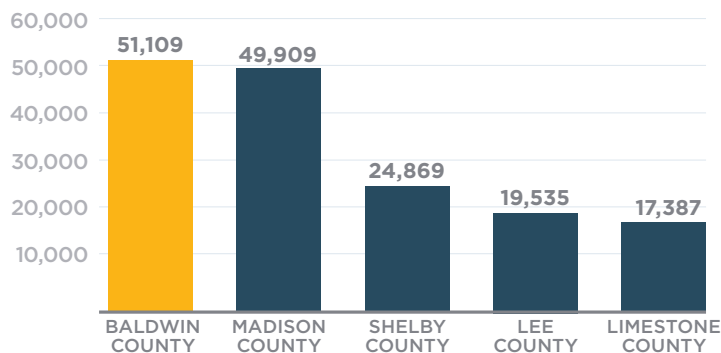
## PROJECTED POPULATION GROWTH BY PERCENTAGE BY ALABAMA METRO AREA (2020-2030)

Source: JobsEQ



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

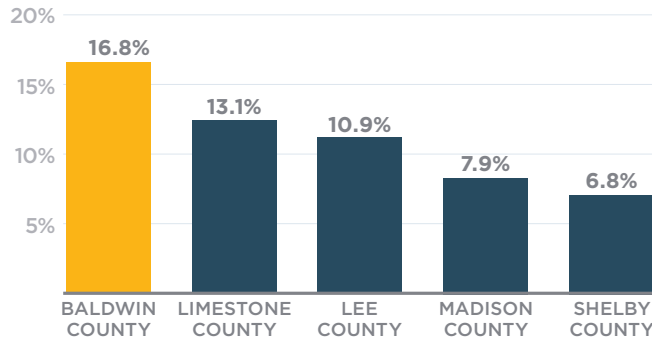
Source: JobsEQ



**BALDWIN COUNTY HAS A POSITIVE FIVE-YEAR FORECAST JOB GROWTH RATE FOR ALL 16 MAJOR OCCUPATION CLUSTERS.**

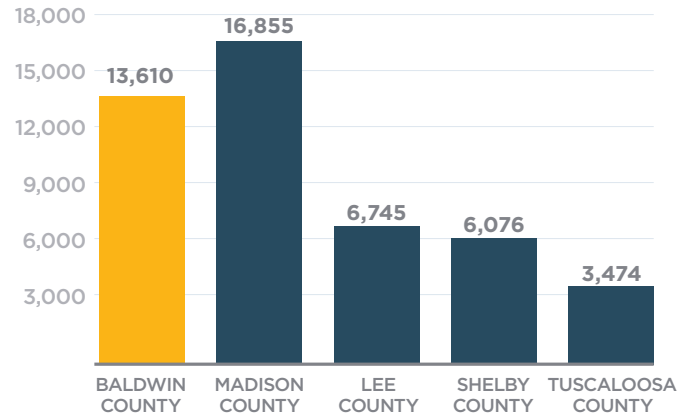
Source: JobsEQ

## PROJECTED 10 YEAR PERCENTAGE JOB GROWTH BY COUNTY (2020-2030)



Source: JobsEQ

## PROJECTED 10 YEAR TOTAL JOB GROWTH BY COUNTY (2020-2030)



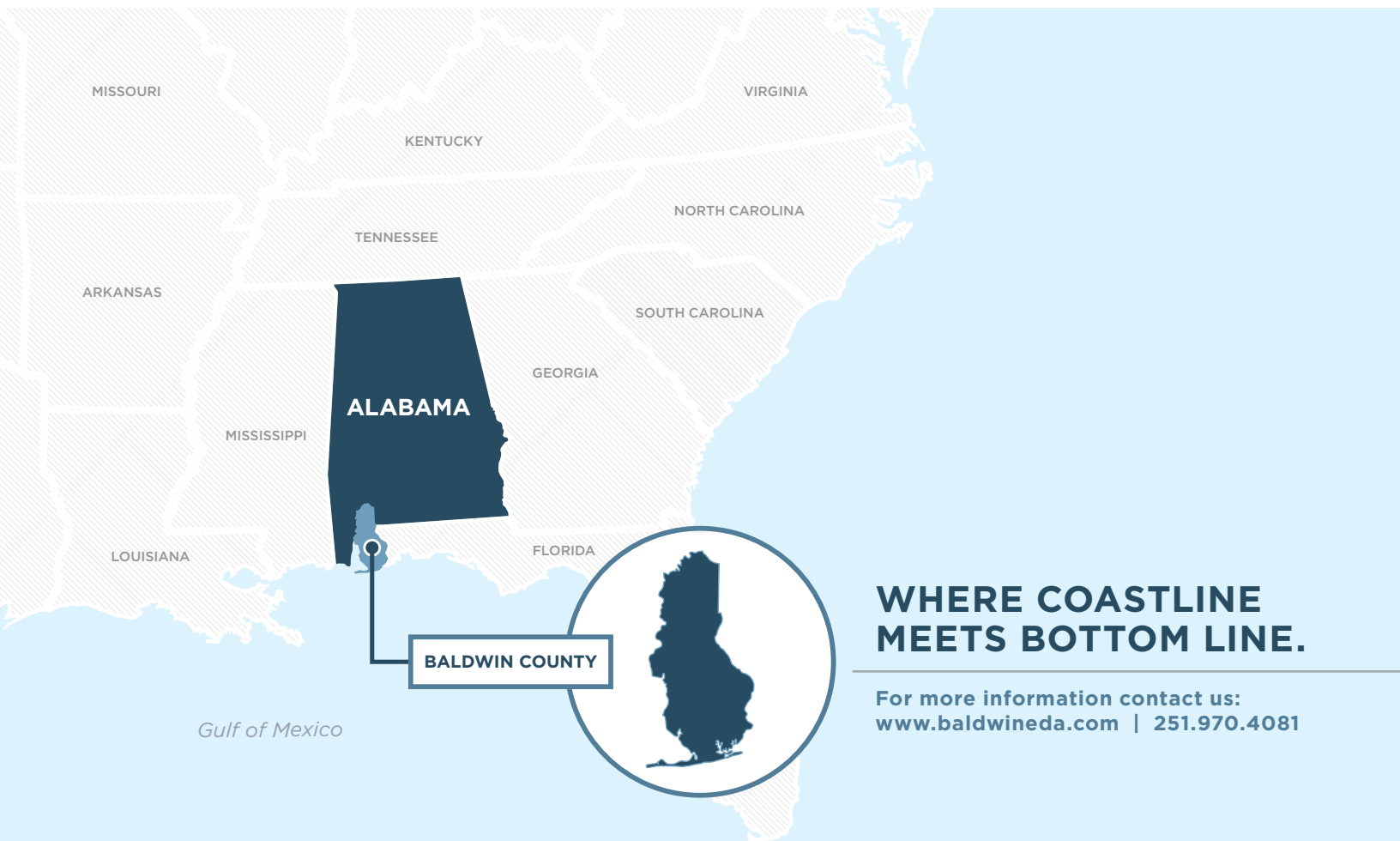
Source: JobsEQ

# CHECK OUT THE NEW BALDWIN BY THE NUMBERS WEBSITE

[BaldwinByTheNumbers.com](http://BaldwinByTheNumbers.com)



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



**WHERE COASTLINE  
MEETS BOTTOM LINE.**

For more information contact us:  
[www.baldwineda.com](http://www.baldwineda.com) | 251.970.4081