



BALDWIN BY THE NUMBERS



**BALDWIN
COUNTY**

ECONOMIC
DEVELOPMENT
ALLIANCE

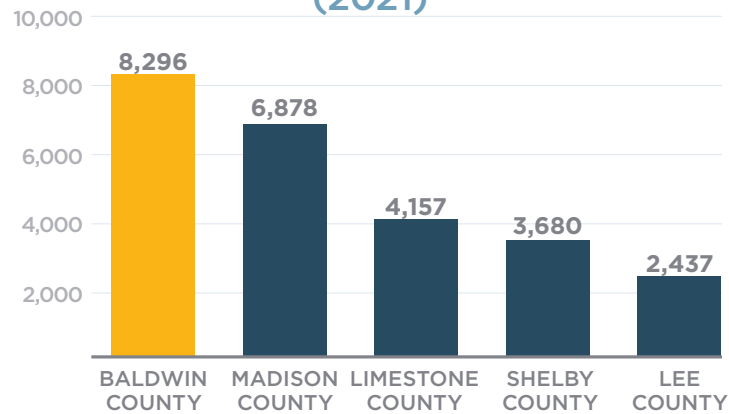
ALABAMA'S GROWTH LEADER

ALABAMA'S FASTEST-GROWING COUNTIES

Population Growth (2010-2021)	
Baldwin County	31.3%
Limestone County	29.9%
Lee County	26.4%
Madison County	18.0%
Shelby County	16.3%

Source: U.S. Census Bureau

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



Source: U.S. Census Bureau

ALABAMA'S LARGEST COUNTIES

	2021 Population (Census Estimate)	Population Growth (2010-2021)
Jefferson County	667,820	1.4%
Mobile County	413,073	0.0%
Madison County	395,211	18.0%
Baldwin County	239,294	31.3%
Montgomery County	227,434	-0.8%
Tuscaloosa County	227,007	16.6%
Shelby County	226,902	16.3%
Lee County	177,218	26.4%
Morgan County	123,668	3.5%
Calhoun County	115,972	-2.2%

Source: U.S. Census Bureau

QUICK FACT

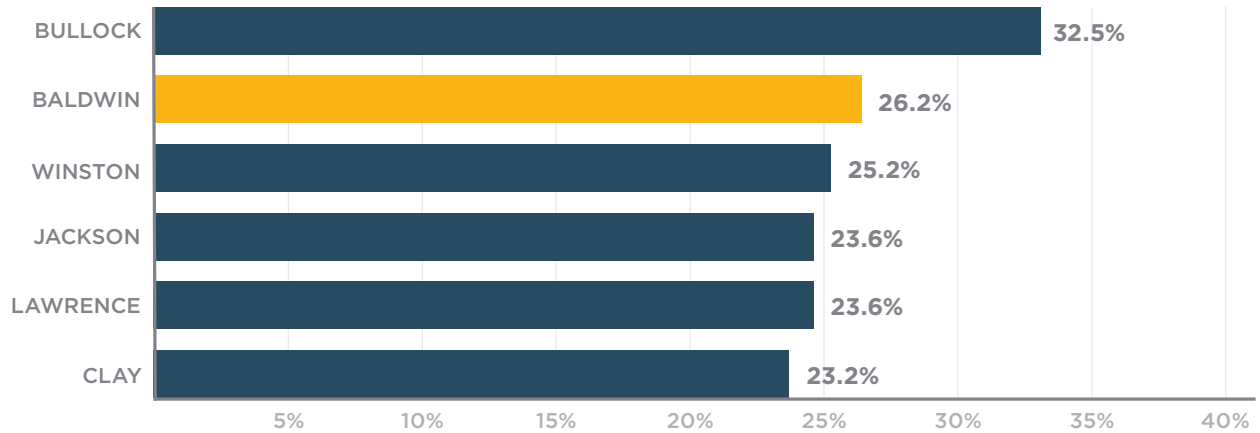
BALDWIN COUNTY IS ALABAMA'S LEADER for total population growth and net migration.

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 COUNTIES FOR WAGE GROWTH (2016-2021)



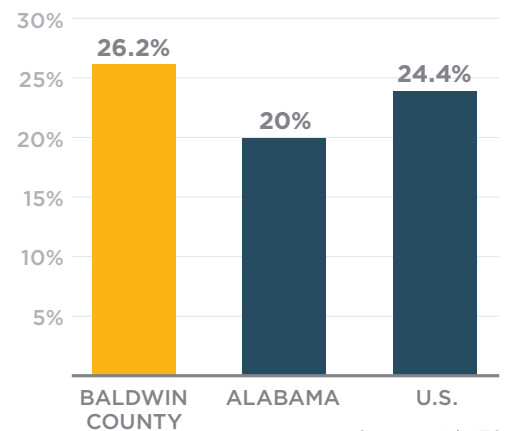
Source: JobsEQ

BUSINESS ESTABLISHMENTS BY ALABAMA METRO

Region	Business Establishments per Capita
Daphne-Fairhope-Foley, AL MSA	0.032
Birmingham-Hoover, AL MSA	0.028
Dothan, AL MSA	0.027
Huntsville, AL MSA	0.027
Mobile, AL MSA	0.026
Montgomery, AL MSA	0.025

Source: JobsEQ

FIVE-YEAR WAGE GROWTH (2016-2021)



Source: JobsEQ

ALABAMA'S TOP METRO AREAS FOR JOB GROWTH (2016 Q4 - 2021 Q4)

Region	Job Growth
Daphne-Fairhope-Foley, AL MSA	9.6%
Huntsville, AL MSA	9.5%
Decatur, AL MSA	6.3%
Auburn-Opelika, AL MSA	3.8%
Dothan, AL MSA	3.6%

Source: JobsEQ

QUICK FACT

BALDWIN COUNTY OUTPACED THE ALABAMA AVERAGE FOR JOB GROWTH in all but two of 20 industry sectors.

Source: JobsEQ

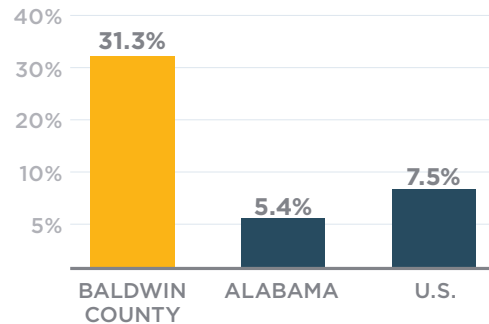
POPULATION GROWTH



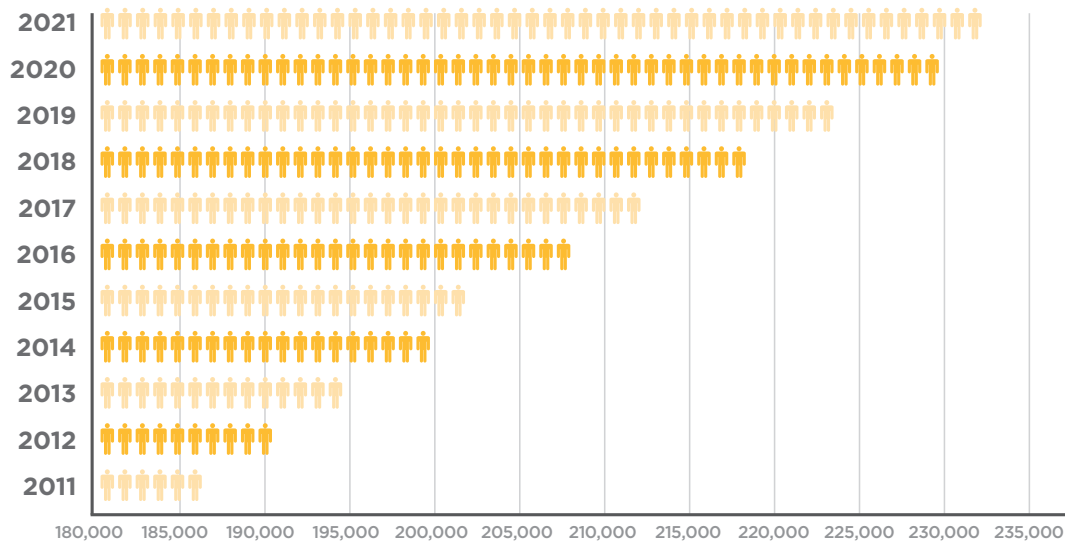
239,294
BALDWIN COUNTY
2021 POPULATION

POPULATION GROWTH (2010-2021)

Source: U.S. Census Bureau



BALDWIN COUNTY POPULATION GROWTH

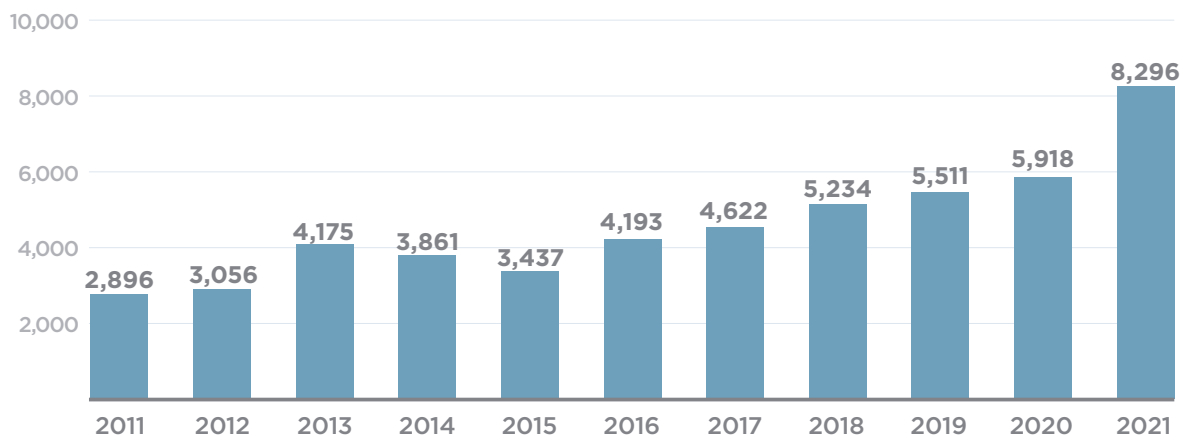


POPULATION

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	186,558

Source: JobsEQ

BALDWIN COUNTY ANNUAL NET DOMESTIC IN-MIGRATION



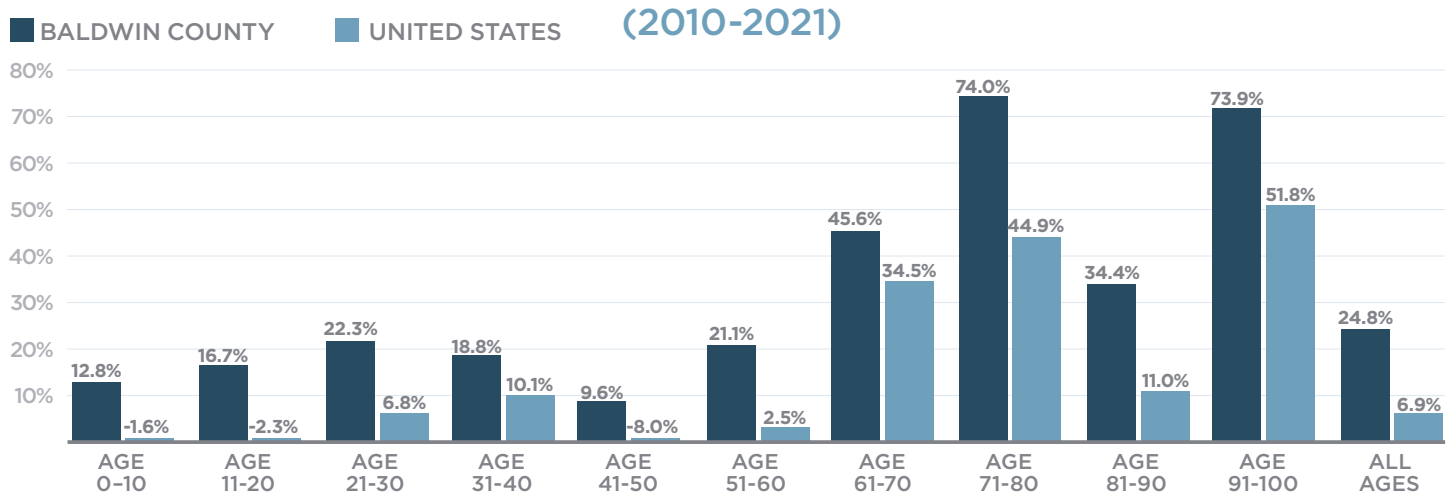
Source: U.S. Census Bureau

POPULATION GROWTH BY MUNICIPALITY

MUNICIPALITY	2021 POPULATION ESTIMATE	TOTAL GROWTH SINCE 2010	PERCENTAGE GROWTH SINCE 2010	PERCENTAGE GROWTH 2020 TO 2021
Bay Minette	7,894	-345	-4%	1.3%
Daphne	28,777	6,926	32%	3.8%
Elberta	2,015	518	35%	1.1%
Fairhope	23,147	6,810	42%	2.6%
Foley	22,063	6,629	43%	7.1%
Gulf Shores	15,736	4,867	45%	3.4%
Loxley	4,111	2,309	128%	9.7%
Magnolia Springs	819	96	13%	0.9%
Orange Beach	8,347	2,898	53%	2.2%
Perdido Beach	562	3	1%	1.1%
Robertsdale	6,916	1,278	23%	2.9%
Silverhill	1,035	320	45%	29.5%
Spanish Fort	10,392	3,500	51%	2.9%
Summerdale	1,543	648	72%	2.9%

Source: U.S. Census Bureau

POPULATION GROWTH BY AGE VS. U.S. AVERAGE



Source: U.S. Census Bureau

QUICK FACTS

- ★ In 2020, Baldwin County became the **4TH LARGEST COUNTY IN ALABAMA.**
Source: U.S. Census Bureau
- ★ **96% OF BALDWIN COUNTY'S POPULATION GROWTH** is a result of incoming migration.
Source: U.S. Census Bureau
- ★ 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 (2016 Q4 - 2020 Q4)

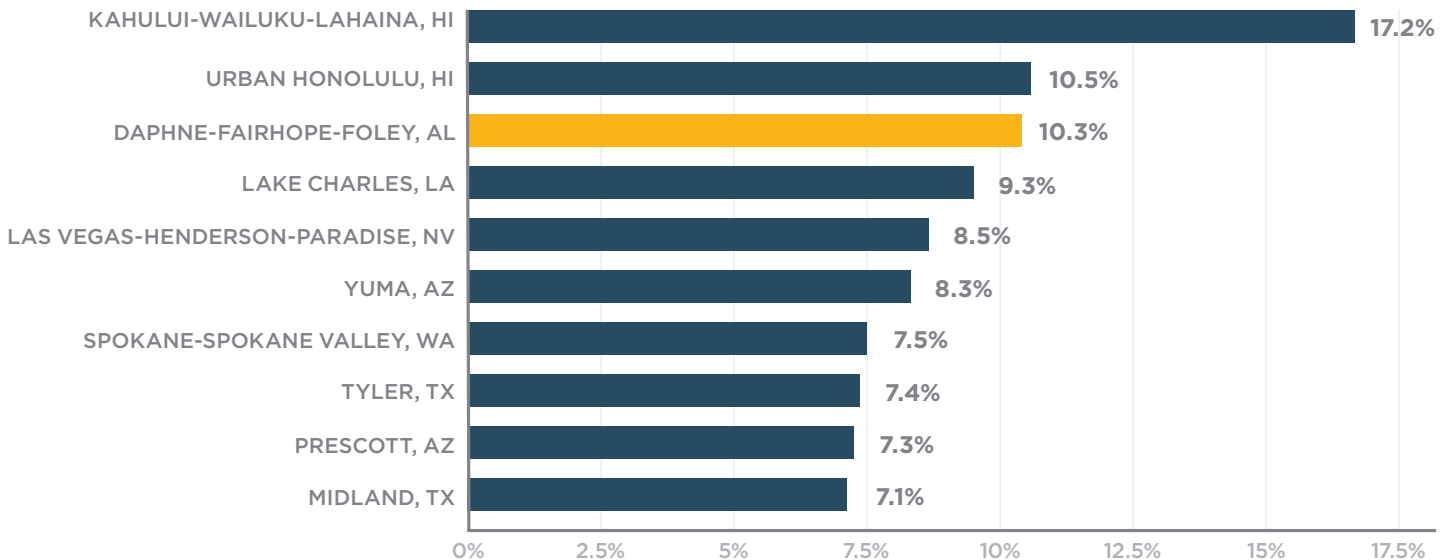
Industry Sector	Five-Year Job Growth
Arts, Entertainment and Recreation	52.1%
Professional, Scientific and Technical Services	31.0%
Administrative and Support Services	27.6%
Construction	26.9%
Transportation and Warehousing	24.7%
Real Estate	21.7%
Wholesale Trade	21.0%

Source: JobsEQ



545,000+
WORKERS IN THE
BALDWIN COUNTY
LABOR SHED

TOP METRO AREAS FOR JOB GROWTH (2020-2021)



Source: Bureau of Labor Statistics

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

Education Level	Total	Percentage of Total
No High School Diploma	9,632	8.9%
High School Graduate	29,444	27.1%
Some College, No Degree	22,964	21.1%
Associate's Degree	11,274	10.4%
Bachelor's Degree	23,836	22.0%
Postgraduate Degree	11,431	10.5%

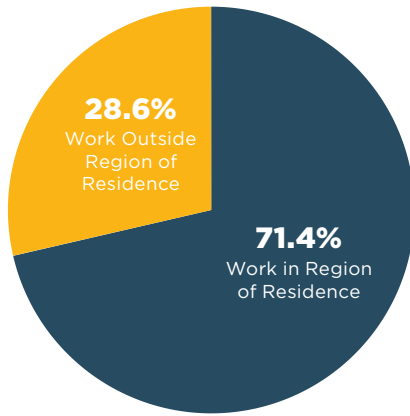
Source: U.S. Census Bureau

QUICK FACT

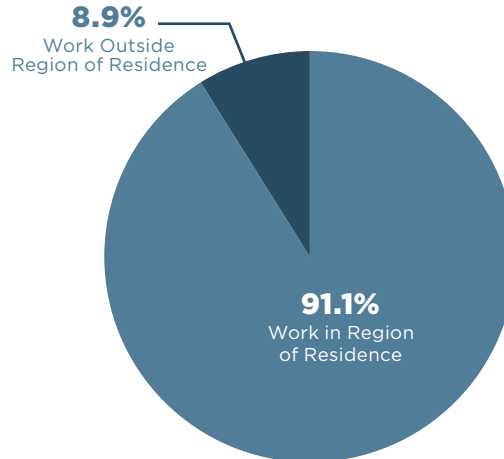
★ **BALDWIN COUNTY OUTPACED THE ALABAMA AVERAGE** for job growth in all but two of 20 industry sectors.

COMMUTING PATTERNS

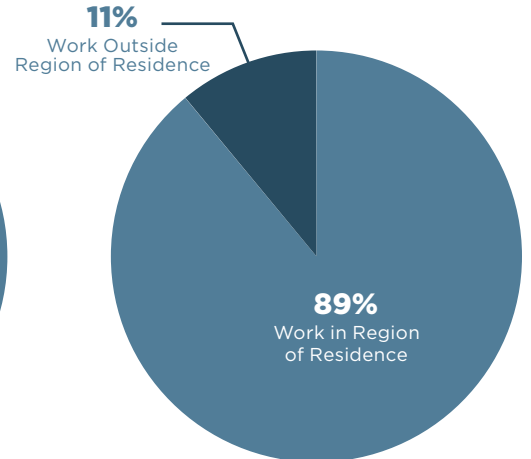
Source: JobsEQ



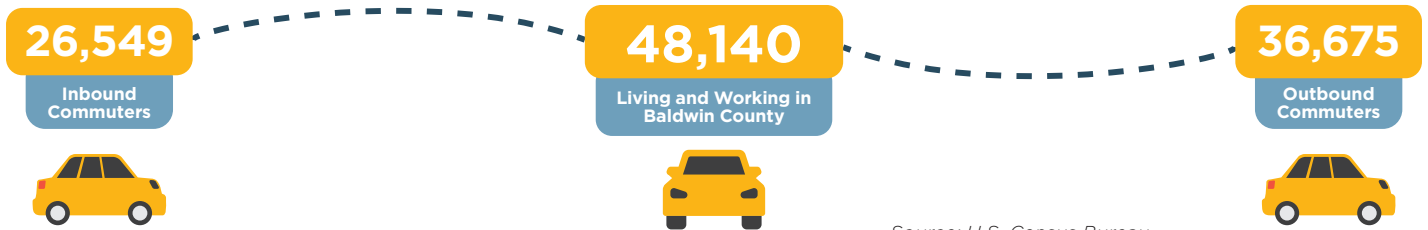
BALDWIN COUNTY



MOBILE COUNTY



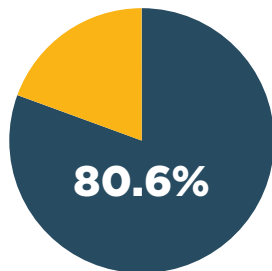
ESCAMBIA COUNTY (FL)



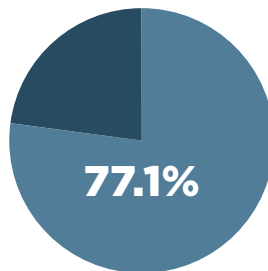
Source: U.S. Census Bureau

PRIME-AGE LABOR FORCE PARTICIPATION RATE

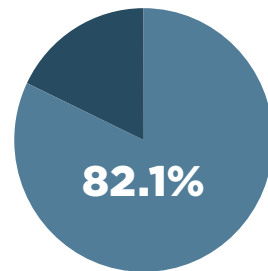
Source: JobsEQ



BALDWIN COUNTY



ALABAMA



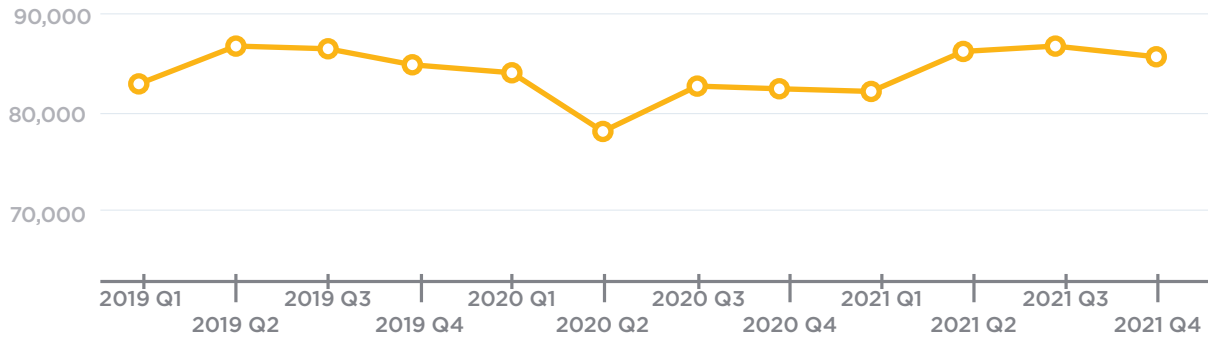
UNITED STATES

BALDWIN COUNTY OUTPACED THE U.S. AVERAGE for job growth in all but three of the 20 industry sectors.

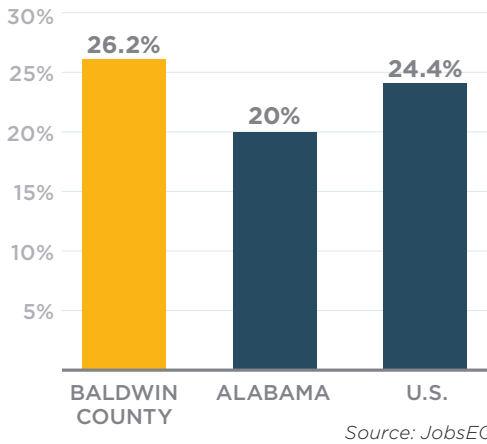
ECONOMIC GROWTH

BALDWIN COUNTY TOTAL EMPLOYMENT

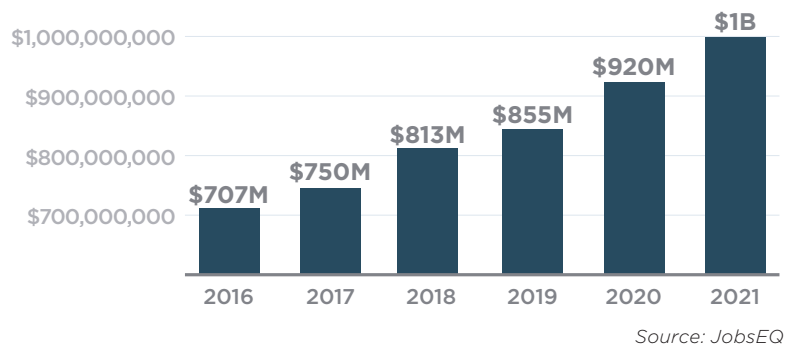
Source: JobsEQ



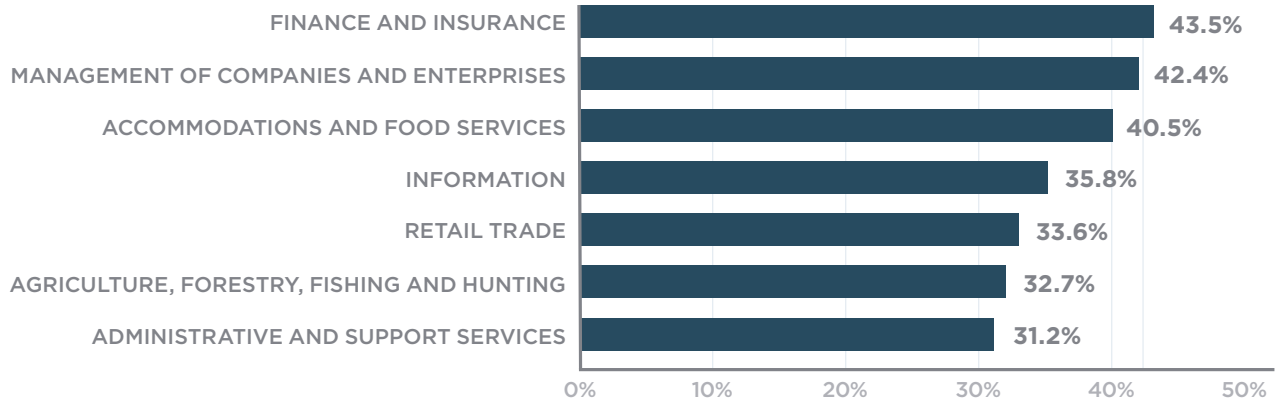
FIVE-YEAR WAGE GROWTH (2016-2021)



BALDWIN COUNTY TOTAL WAGES



TOP INDUSTRIES FOR WAGE GROWTH IN BALDWIN COUNTY (2016-2021)

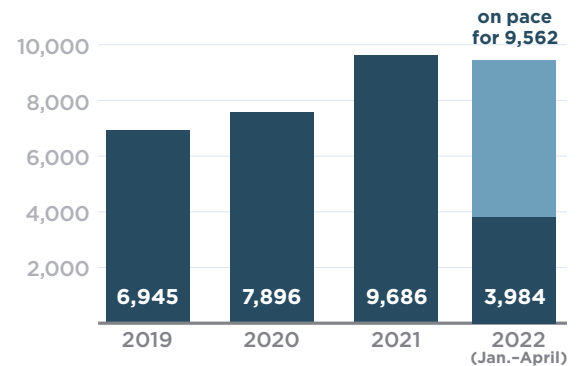


MILKEN INSTITUTE BEST PERFORMING SMALL CITIES

BALDWIN COUNTY

- 2nd - 12-Month Job Growth
- 10th - Job Growth 2015-2020
- 12th - Wage Growth 2015-2020
- 14th - High-Tech GDP Growth 2015-2020

BALDWIN COUNTY TOTAL HOME SALES



Source: Baldwin REALTORS®

GDP GROWTH BY ALABAMA METRO

	2020 GDP	GDP Growth (2010-2020)
Auburn-Opelika, AL MSA	\$5,741,690,000	53.08%
Daphne-Fairhope-Foley, AL MSA	\$8,052,289,000	43.27%
Huntsville, AL MSA	\$29,328,487,000	41.03%
Birmingham-Hoover, AL MSA	\$62,861,123,000	30.45%
Tuscaloosa, AL MSA	\$11,960,892,000	29.59%

Source: JobsEQ

2021 HOME SALES



NEW HOME SALES
1,348

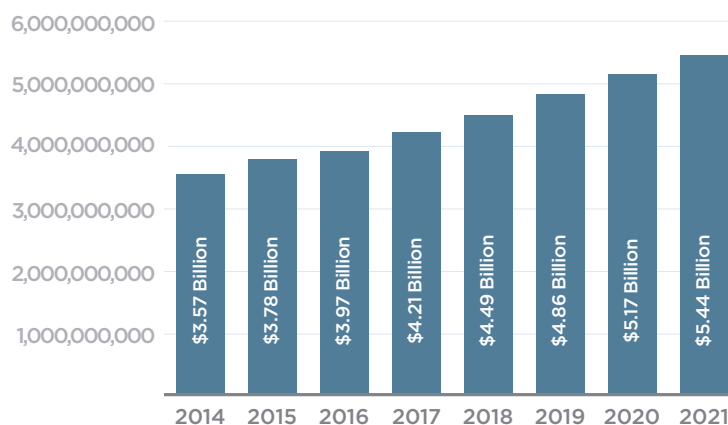


MEDIAN SALES PRICE
\$317,880



MEDIAN DAYS ON MARKET
9

TOTAL BALDWIN COUNTY ASSESSED PROPERTY VALUES



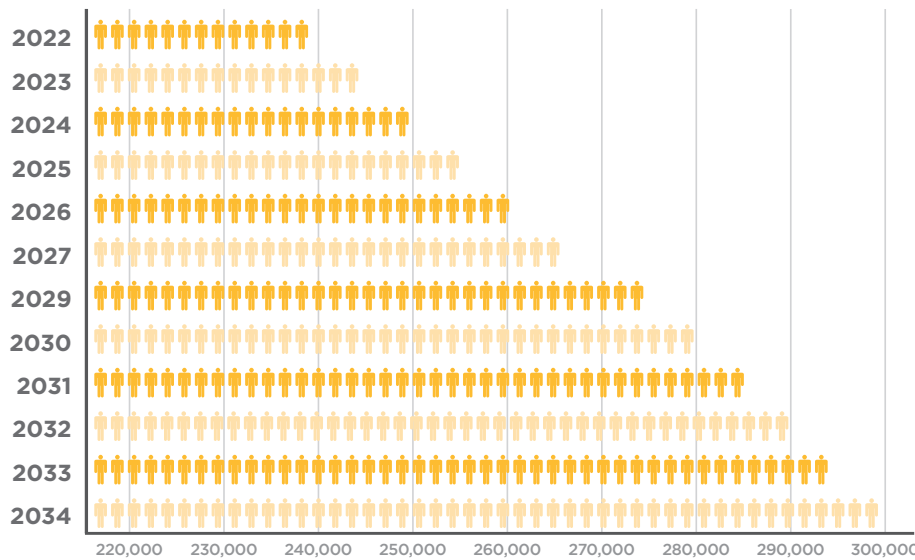
Source: Baldwin County Revenue Commission

BALDWIN COUNTY RANKS AMONG ALABAMA'S TOP FIVE COUNTIES for business growth, GDP growth, new building permits and business investment.

smartasset™

LOOKING AHEAD

BALDWIN COUNTY PROJECTED POPULATION



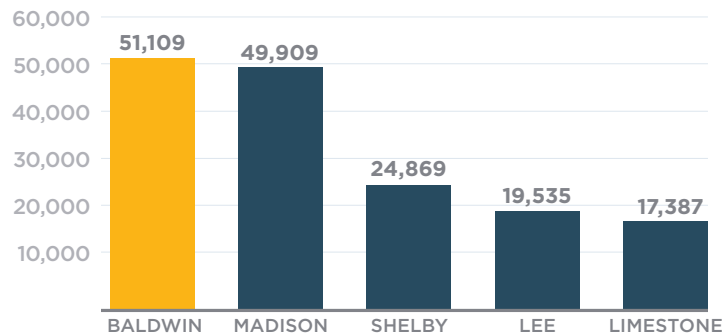
POPULATION

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

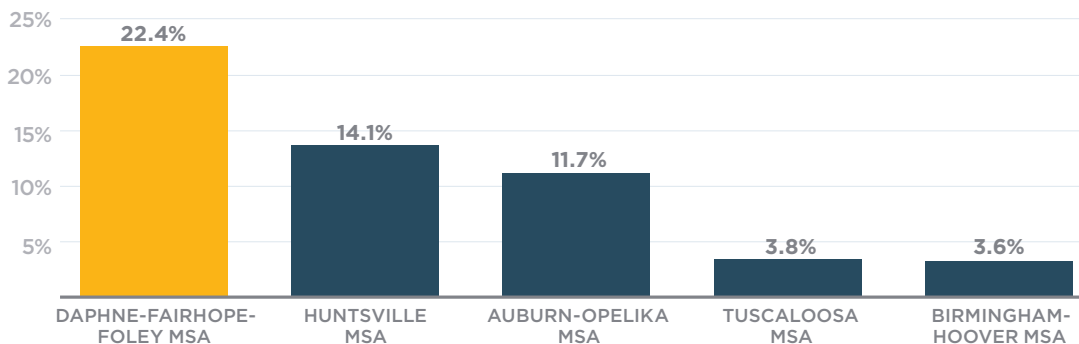
PROJECTED TOTAL POPULATION GROWTH BY ALABAMA COUNTY (2020-2030)

Source: JobsEQ

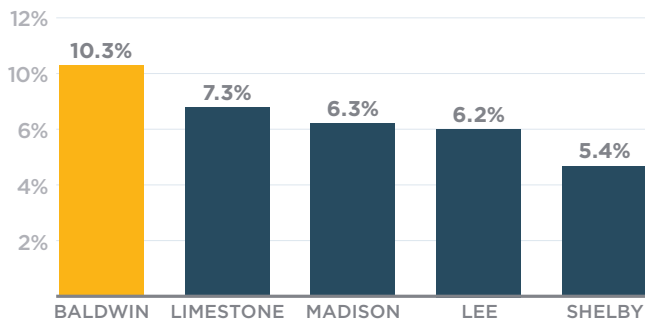


PROJECTED POPULATION GROWTH BY ALABAMA METRO AREA (2020-2030)

Source: JobsEQ

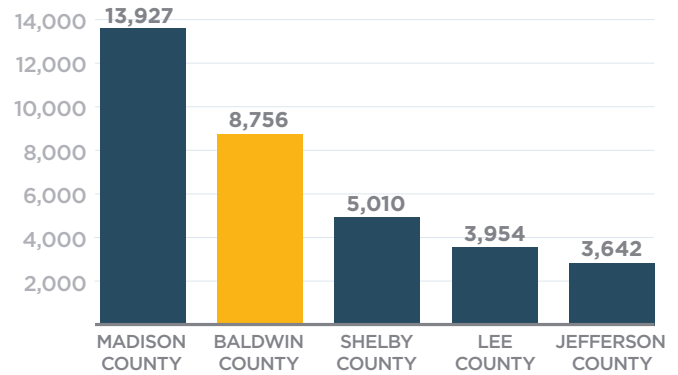


PROJECTED FIVE-YEAR JOB GROWTH BY COUNTY

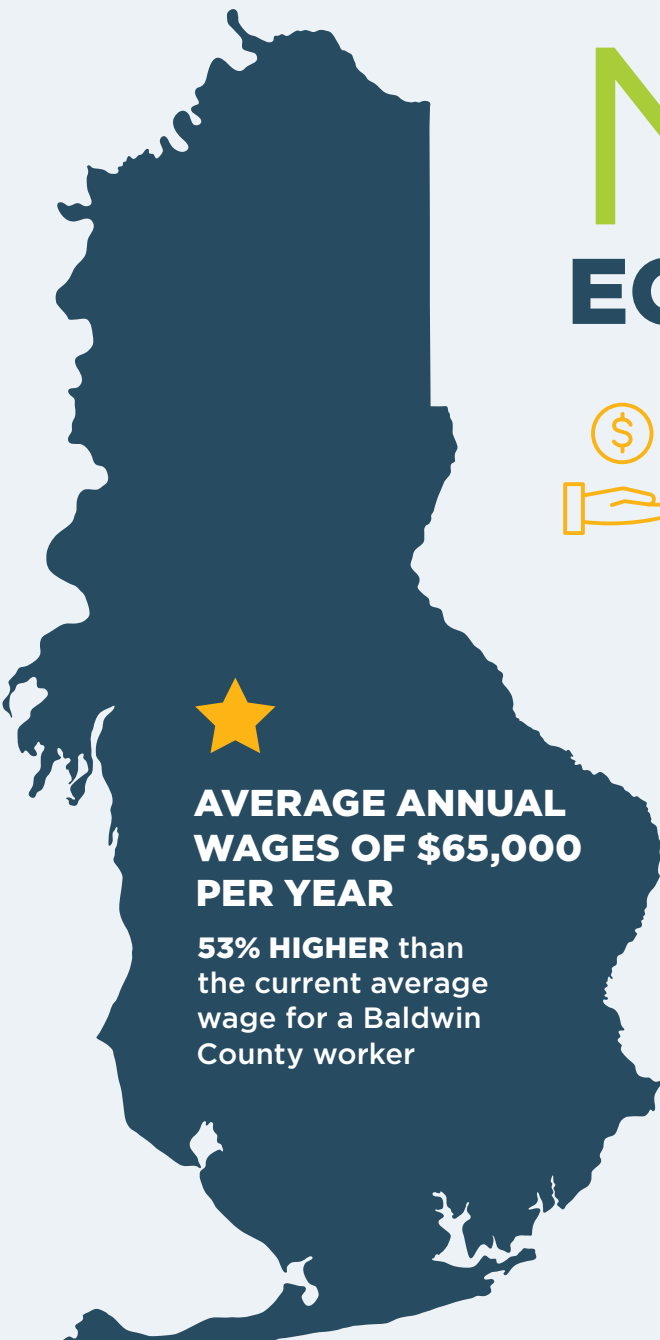


Source: JobsEQ

PROJECTED FIVE-YEAR TOTAL JOB GROWTH BY COUNTY



Source: JobsEQ



AVERAGE ANNUAL WAGES OF \$65,000 PER YEAR

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

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



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



\$2.5 BILLION in capital investment in Bay Minette

Baldwin County Economic Development Alliance
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Fairhope, Alabama 36533
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WHERE COASTLINE MEETS BOTTOM LINE.

For more data and information
on Baldwin County visit
baldwinbythenumbers.com.