



BALDWIN

BY THE NUMBERS

2:21-cv-01536-AMM
02/10/2025 Trial
Plaintiff Exhibit No. 114



**BALDWIN
COUNTY**

ECONOMIC
DEVELOPMENT
ALLIANCE

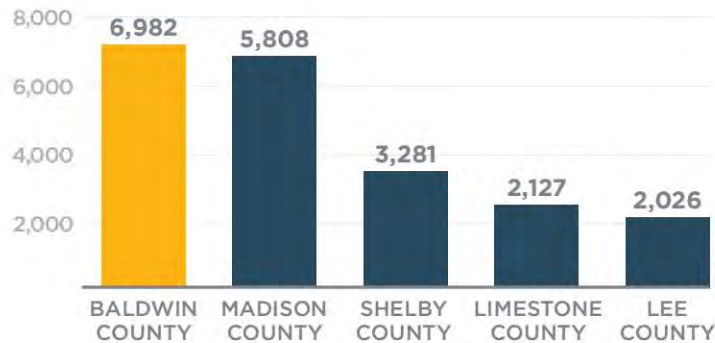
ALABAMA'S GROWTH LEADER

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

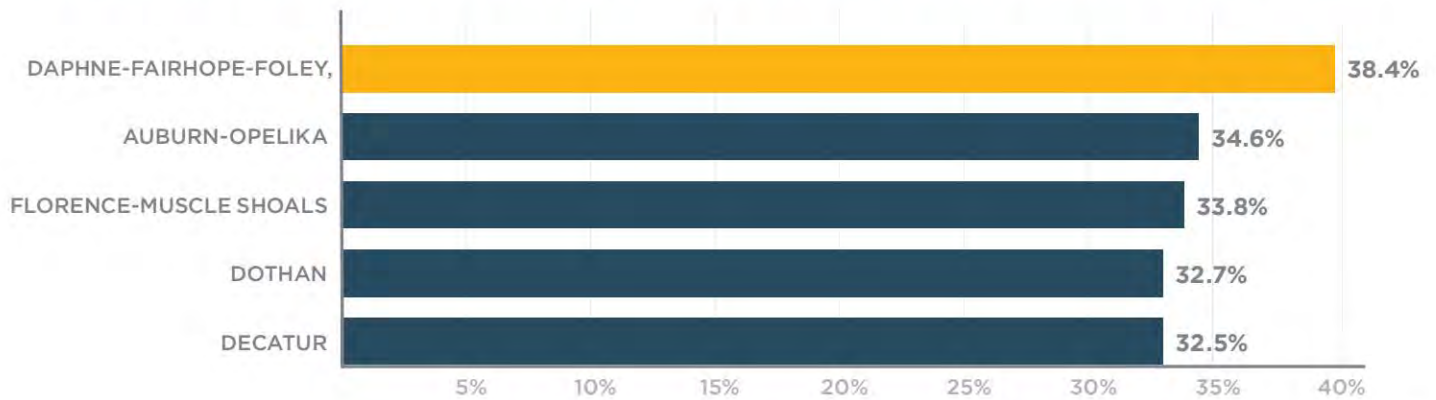
BALDWIN COUNTY IS ALABAMA'S LEADER for total population growth and net migration.

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)



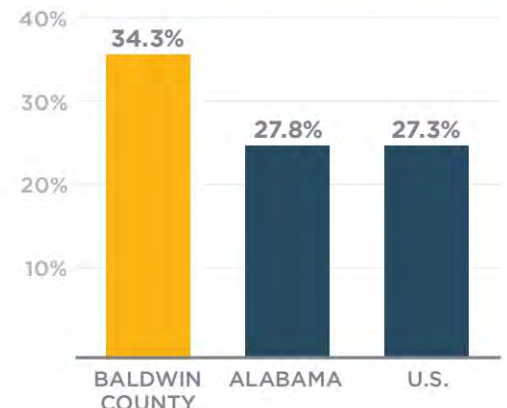
Source: JobsEQ

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% |

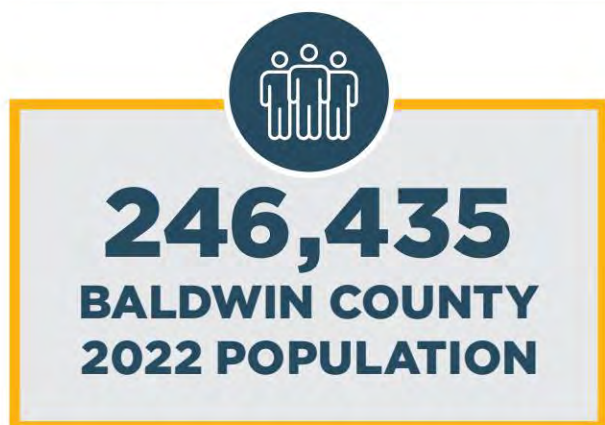
Source: JobsEQ

QUICK FACT

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

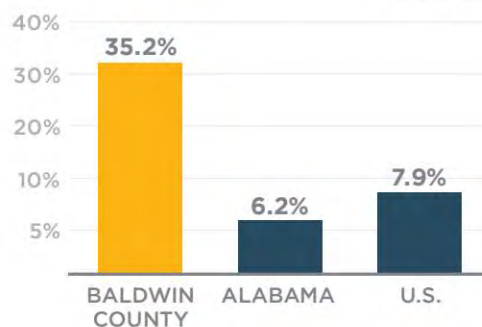
Source: Forbes

POPULATION GROWTH

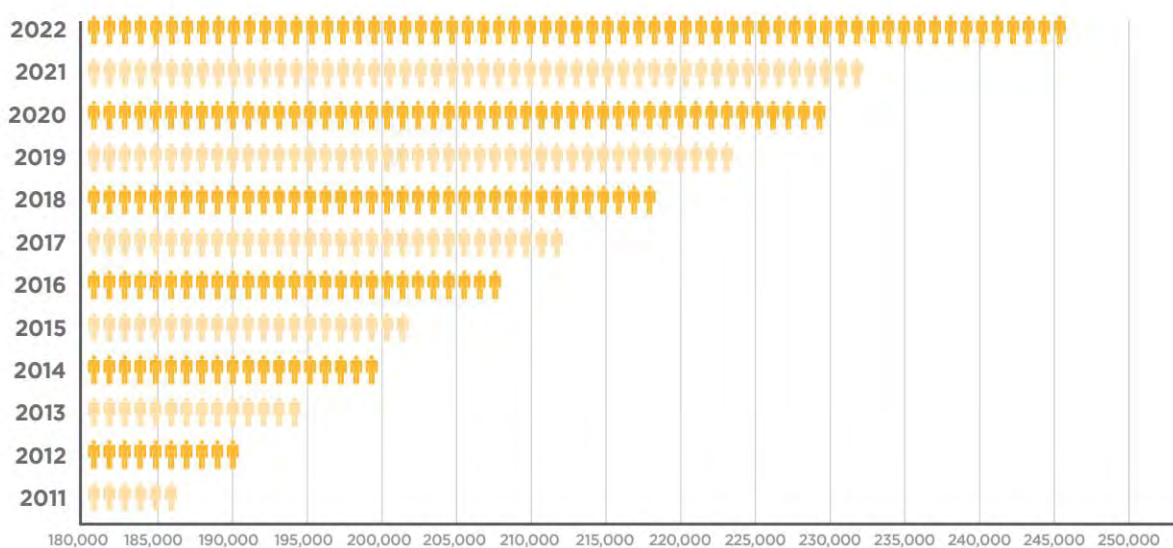


POPULATION GROWTH (2010-2022)

Source: U.S. Census Bureau



BALDWIN COUNTY POPULATION GROWTH

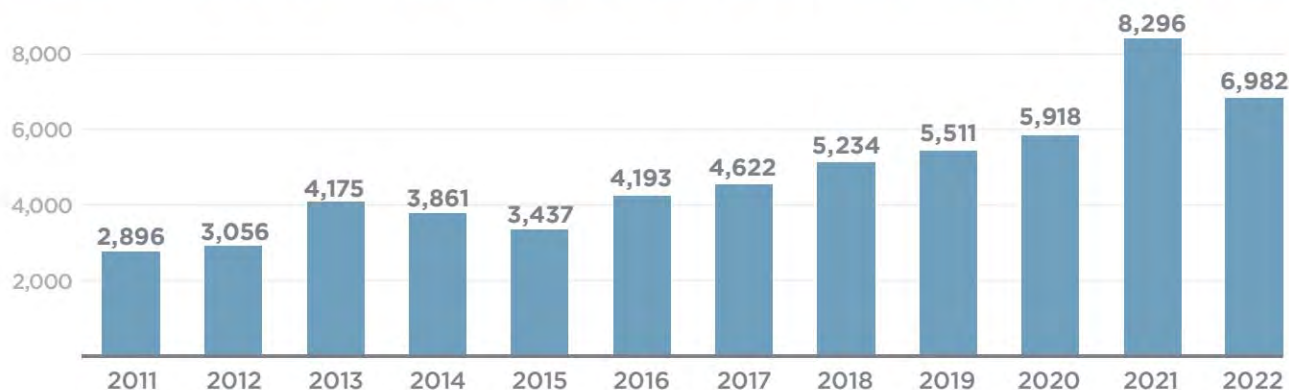


POPULATION

| | |
|------|---------|
| 2022 | 246,435 |
| 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



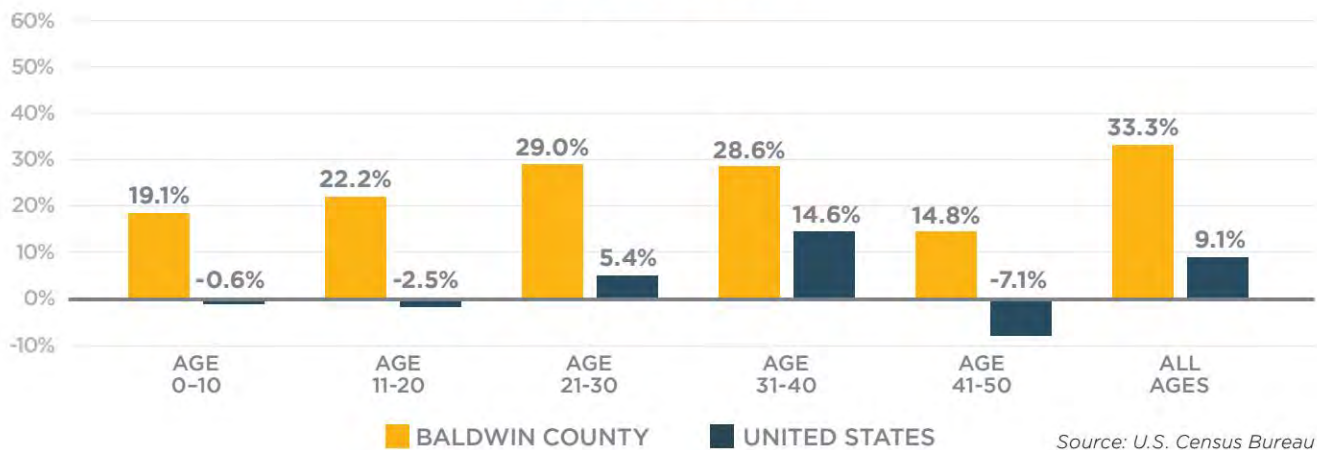
Source: U.S. Census Bureau

POPULATION GROWTH BY MUNICIPALITY

| MUNICIPALITY | 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% |

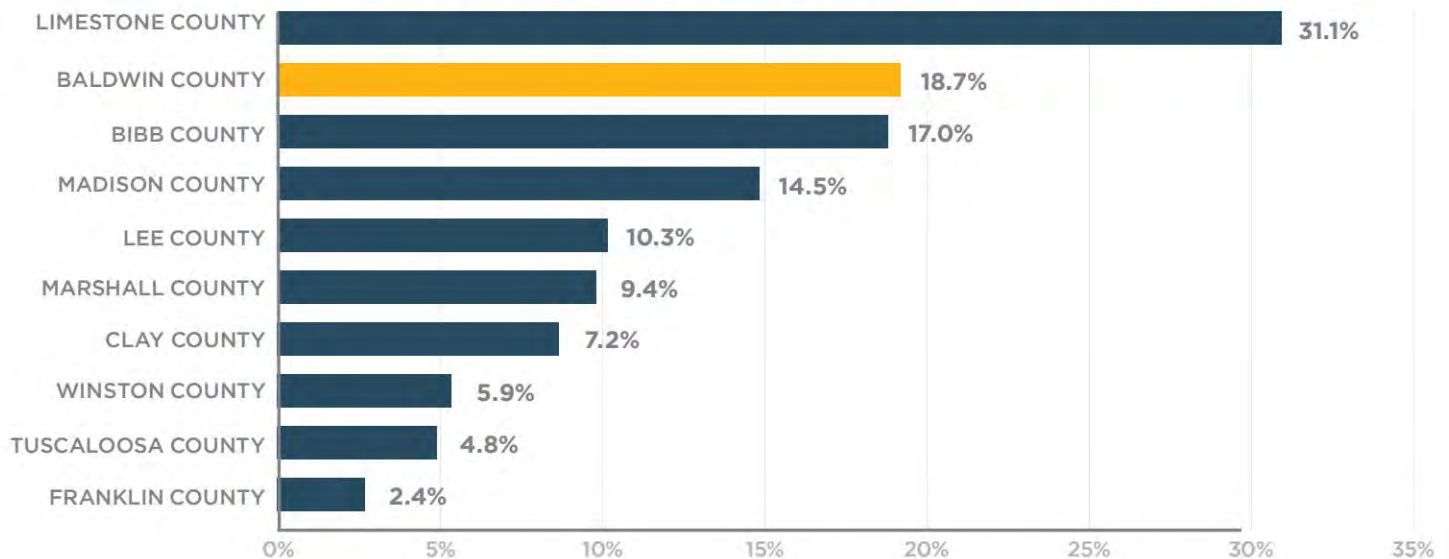
Source: JobsEQ



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

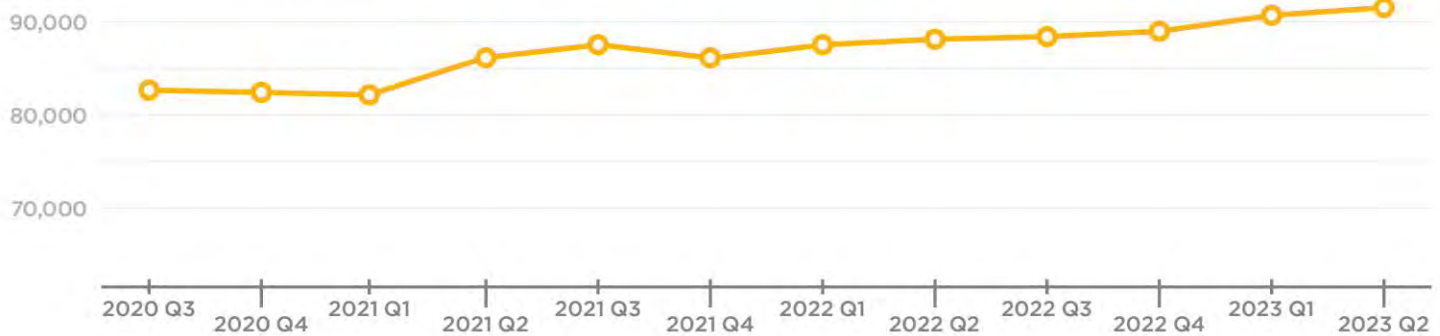


QUICK FACTS

- ★ **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

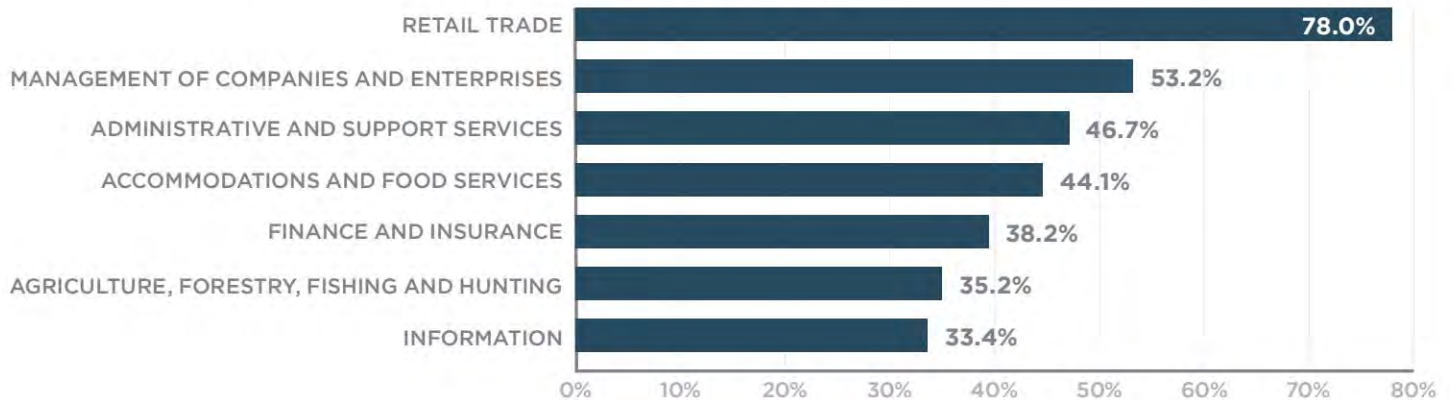
ECONOMIC GROWTH

BALDWIN COUNTY TOTAL EMPLOYMENT



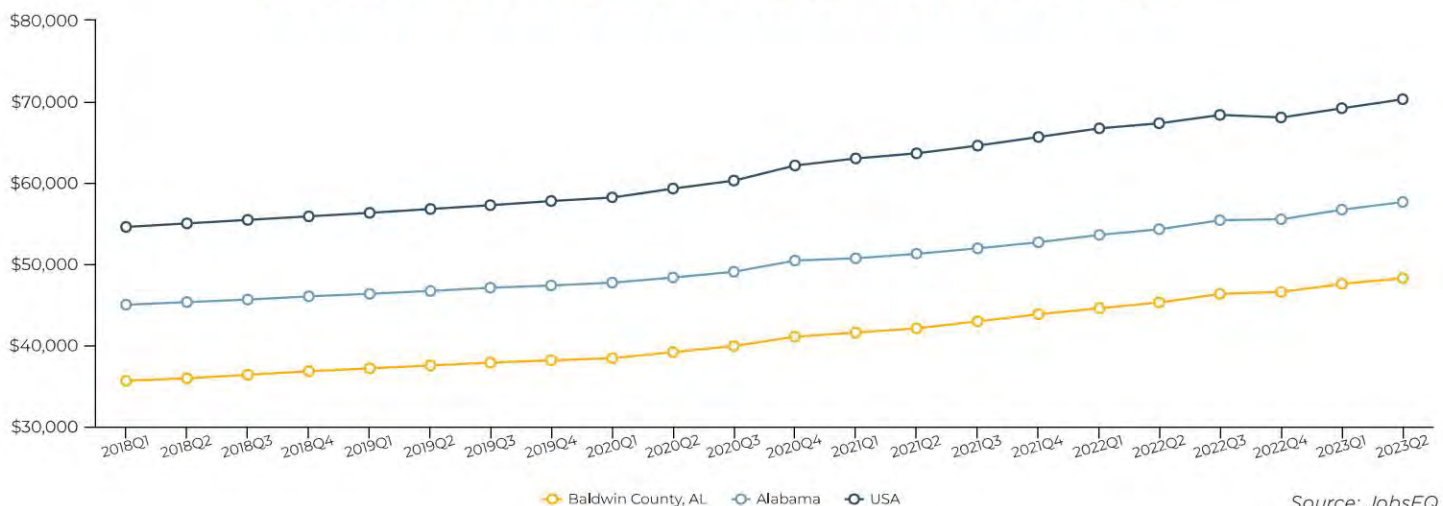
Source: JobsEQ

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% |

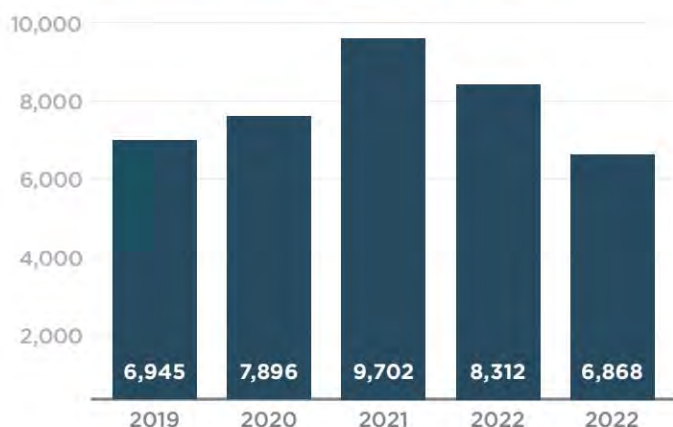
Source: JobsEQ

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

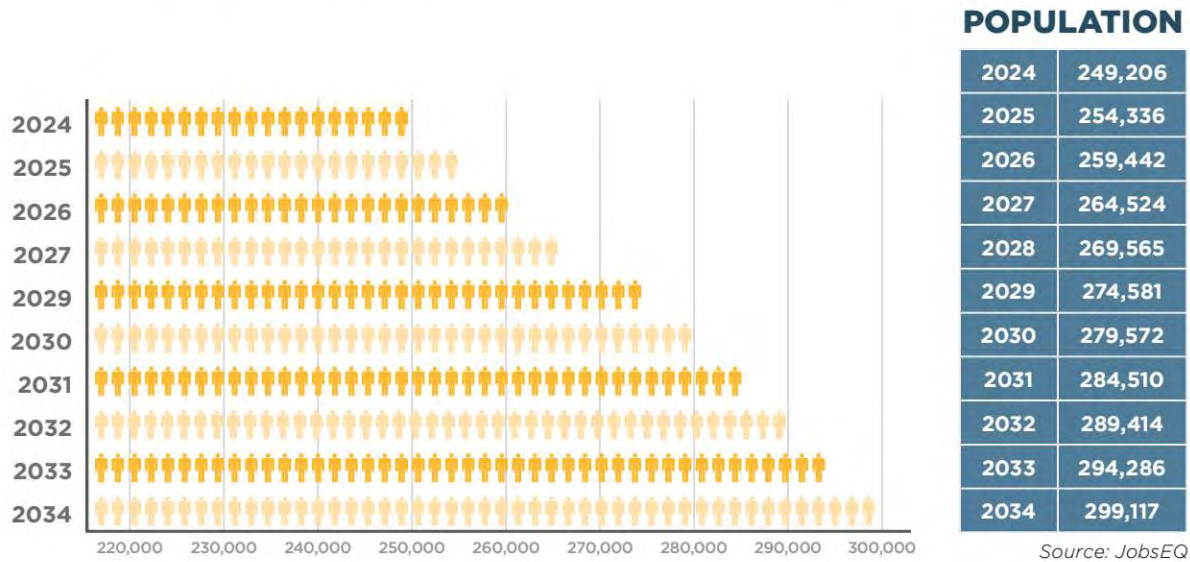
AVERAGE DAYS ON MARKET

59

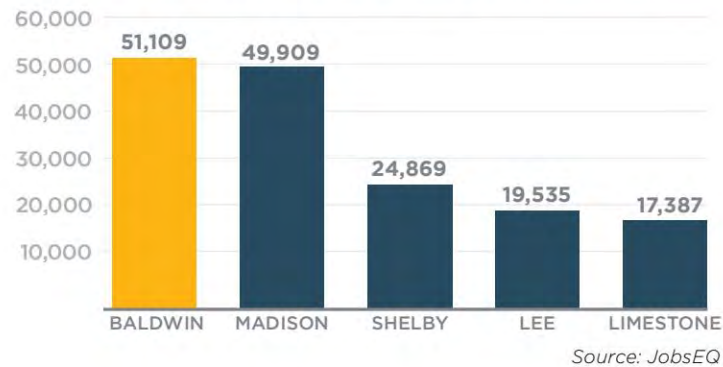
Source: Baldwin Realtors

LOOKING AHEAD

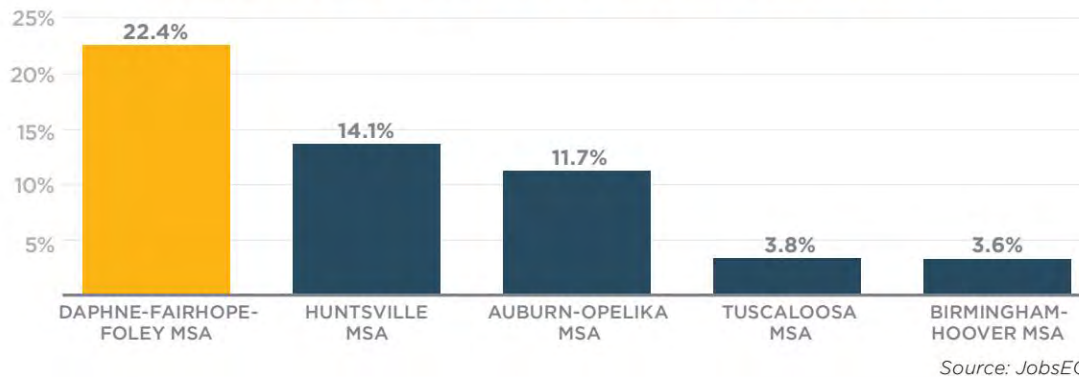
BALDWIN COUNTY PROJECTED POPULATION



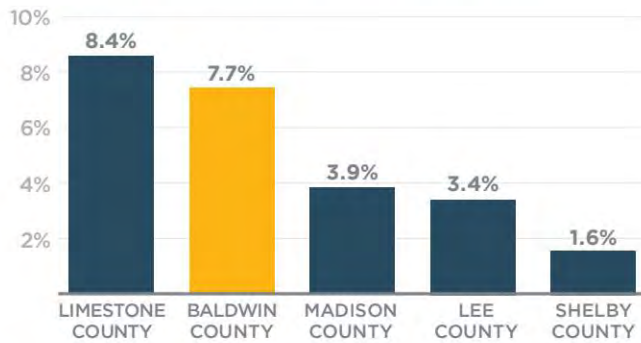
PROJECTED TOTAL POPULATION GROWTH BY ALABAMA COUNTY (2020-2030)



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

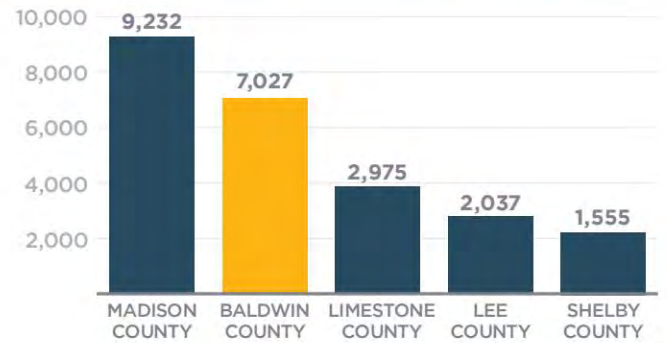


PROJECTED JOB GROWTH BY COUNTY (2023-2028)



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

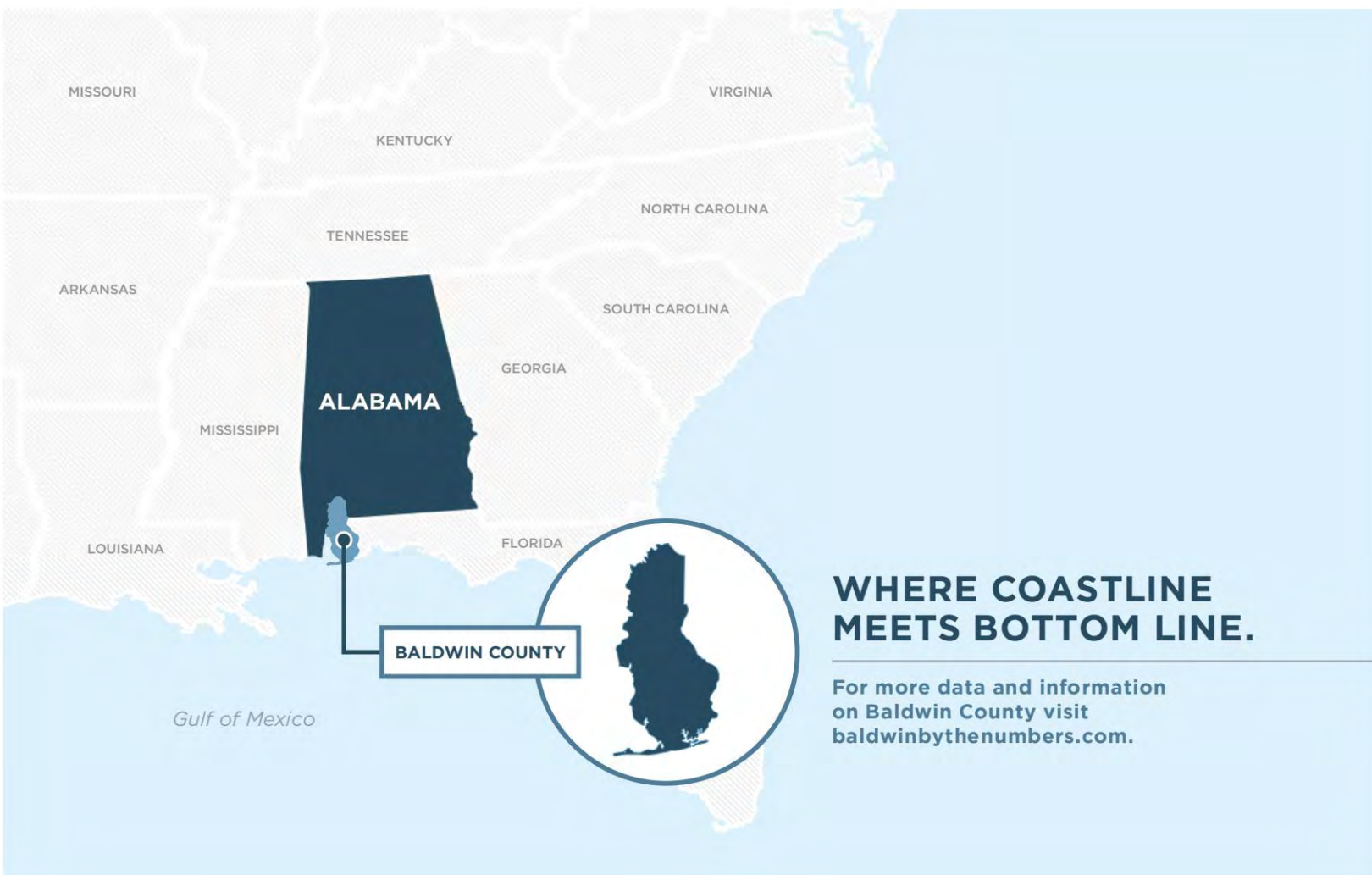


Approximately **\$5 MILLION** in new
annual property tax revenue to
Baldwin County's public schools



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.