



Alabama Department of Labor
Labor Market Information Division

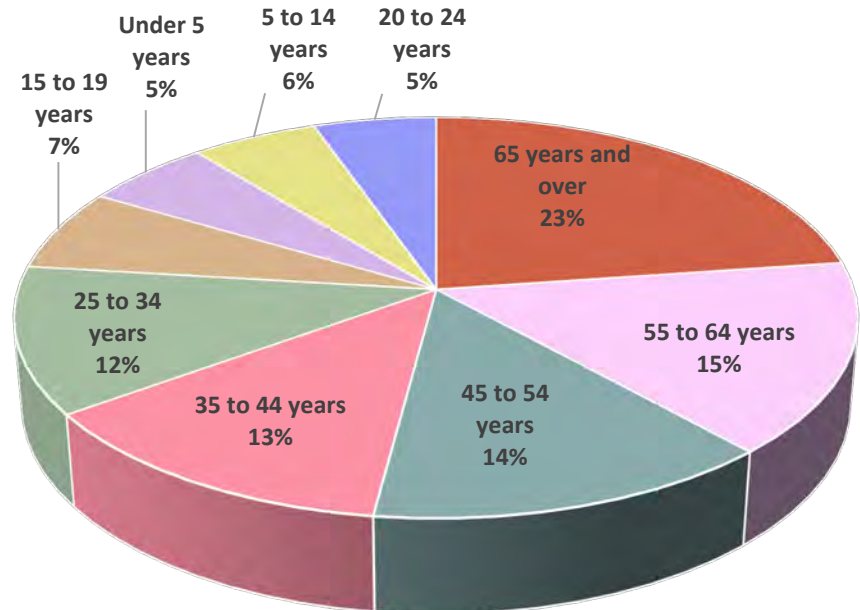
Demographics

American Community Survey Average Population Estimates for 2018-2022

| Age | Estimate |
|----------------|----------|
| Under 5 years | 12,104 |
| 5 to 14 years | 12,104 |
| 15 to 19 years | 14,320 |
| 20 to 24 years | 11,672 |
| 25 to 34 years | 25,738 |
| 35 to 44 years | 28,170 |
| 45 to 54 years | 29,977 |
| 55 to 64 years | 33,638 |
| 65 and older | 49,499 |

Total Population
233,420

Population By Age Group:



Source: U.S. Census Bureau, 2018-2022 5-Year American Community Survey Table DP05: Demographic and Housing Estimates

Demographics

American Community Survey Average Population Estimates for 2018-2022

| School Enrollment | Estimate |
|---|----------|
| Population 3 years and over enrolled in school | 47,838 |
| Nursery school, preschool | 3,451 |
| Kindergarten | 2,270 |
| Elementary school (grades 1-8) | 21,801 |
| High school (grades 9-12) | 11,651 |
| College or graduate school | 8,665 |
| Educational Attainment | Estimate |
| Population 25 years and over | 167,022 |
| Less than 9 th grade | 10,681 |
| 9 th to 12 th grade, no diploma | 10,681 |
| High school graduate (includes equivalency) | 46,391 |
| Some college, no degree | 36,169 |
| Associate's degree | 16,046 |
| Bachelor's degree | 33,474 |
| Graduate or professional degree | 20,911 |

Source: U.S. Census Bureau, 2018-2022 5-Year American Community Survey Table DP02: Selected Social Characteristics in the United States

Unemployment Data

November 2023 Unemployment & Underemployment Data

| County | Civilian Labor Force | Employment | Unemployment | Unemployment Rate | Under-Employment | Available Labor Pool |
|------------|----------------------|------------|--------------|-------------------|------------------|----------------------|
| Baldwin | 105,291 | 102,875 | 2,416 | 2.3% | 18,620 | 21,036 |
| Choctaw | 4,274 | 4,094 | 180 | 4.2% | 843 | 1,023 |
| Clarke | 7,582 | 7,224 | 358 | 4.7% | 1,488 | 1,846 |
| Conecuh | 4,240 | 4,074 | 166 | 3.9% | 851 | 1,017 |
| Escambia | 14,543 | 14,109 | 434 | 3.0% | 3,005 | 3,439 |
| Mobile | 197,607 | 191,454 | 6,153 | 3.1% | 47,481 | 53,634 |
| Monroe | 7,018 | 6,705 | 313 | 4.5% | 1,629 | 1,942 |
| Washington | 9,407 | 9,160 | 247 | 2.6% | 2,244 | 2,491 |
| Wilcox | 2,556 | 2,353 | 203 | 7.9% | 576 | 779 |

Unemployment + Underemployment = Potential Available Labor Pool

Source: LAUS data, County Unemployment Rates, Unemployment Data for Labor Force, Employment, Unemployment, and Unemployment Rate Data. Underemployment in Alabama WIA Areas, Published September 2023, CBER @ UA, Underemployment and Available Labor Pool Data.

Unemployment Data

Initial Claims by Occupation 2023, Annual

| Occupation | Number Unemployed | Occupation | Number Unemployed |
|---|-------------------|---|-------------------|
| Waiters and Waitresses | 172 | Fast Food and Counter Workers | 45 |
| Customer Service Representatives | 168 | Supervisors of Retail Sales Workers | 43 |
| General and Operations Managers | 141 | Food Service Managers | 42 |
| Cashiers | 118 | Managers, All Other | 41 |
| Retail Salespersons | 116 | Nursing Assistants | 41 |
| Claims Adjusters, Examiners, and Investigators | 104 | Supervisors of Office and Administrative Support Workers | 40 |
| Stockers and Order Fillers | 92 | Bartenders | 40 |
| Sales Managers | 86 | Receptionists and Information Clerks | 38 |
| Maids and Housekeeping Cleaners | 85 | Construction Laborers | 38 |
| Cooks, Restaurant | 69 | Executive Secretaries and Executive Administrative Assistants | 37 |
| Heavy and Tractor-Trailer Truck Drivers | 69 | Bookkeeping, Accounting, and Auditing Clerks | 36 |
| Office Clerks, General | 68 | Financial Managers | 33 |
| Sales Reps, Wholesale & Mfg, Exc. Technical & Scientific Products | 61 | Human Resources Specialists | 33 |
| Maintenance and Repair Workers, General | 48 | Office and Administrative Support Workers, All Other | 32 |
| Construction Managers | 45 | Registered Nurses | 31 |



Source: Unemployment Insurance Reports

Help Wanted OnLine® Annual Job Postings

2023 Top Occupations with Most Ads Posted

| Occupation | # of Ads | Occupation | # of Ads |
|--|----------|---|----------|
| Retail Salespersons | 1581 | Nursing Assistants | 242 |
| Supervisors of Retail Sales Workers | 1017 | Cashiers | 242 |
| Registered Nurses | 664 | Automotive Service Technicians & Mechanics | 238 |
| Food Service Managers | 496 | Driver/Sales Workers | 230 |
| Fast Food & Counter Workers | 466 | Merchandise Displayers & Window Trimmers | 224 |
| Maintenance & Repair Workers, General | 443 | Medical & Health Services Managers | 218 |
| Customer Service Representatives | 434 | Stockers & Order Fillers | 209 |
| Waiters & Waitresses | 365 | Medical Secretaries & Administrative Assistants | 196 |
| Maids & Housekeeping Cleaners | 332 | Medical Assistants | 191 |
| Sales Reps, Wholesale & Manufacturing, Exc Technical & Scientific Products | 327 | Dishwashers | 179 |
| Laborers & Freight, Stock, & Material Movers, Hand | 279 | Hosts & Hostesses, Restaurant, Lounge, & Coffee Shop | 179 |
| Janitors & Cleaners, Except Maids & Housekeeping Cleaners | 276 | Dining Room & Cafeteria Attendants & Bartender Helpers | 172 |
| Supervisors of Food Prep & Serving Workers | 270 | General & Operations Managers | 157 |
| Hotel, Motel, & Resort Desk Clerks | 262 | Secretaries & Administrative Assistants, Except Legal, Medical, & Executive | 156 |
| Licensed Practical & Vocational Nurses | 246 | Heavy & Tractor-Trailer Truck Drivers | 156 |



Source: The Conference Board-Burning Glass Help Wanted OnLine

Expected Worker Shortfall

| | 2020-2030 | 2020-2035 |
|-----------------------------|----------------|----------------|
| Total Population Growth | 19.5% | 28.8% |
| Age 20-64 Population Growth | 19.5% | 28.5% |
| Nonagricultural Job Growth | 6.2% | 4.1% |
| Worker Shortfall | -13.3% | -24.4% |
| Worker Shortfall | -10,469 | -19,234 |

Note: A negative Worker Shortfall indicates a projected surplus of workers versus available jobs.

► Source: Center for Business and Economic Research (CBER), University of Alabama

Occupational Wages

Baldwin County Average Hourly Wage All Occupations

| Entry | Median | Mean | Experienced |
|---------|---------|---------|-------------|
| \$11.37 | \$17.28 | \$22.00 | \$27.31 |

Baldwin County Average Hourly Wage Manufacturing

| Entry | Median | Mean | Experienced |
|---------|---------|---------|-------------|
| \$14.49 | \$20.65 | \$25.98 | \$31.72 |

Source: Alabama Department of Labor, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2022 release of the Occupational Employment Statistics report, employment and wage estimate file. Wage data has been aged using the latest quarterly Employment Cost Index (ECI) factors. 'NA' indicates data not available for publication.

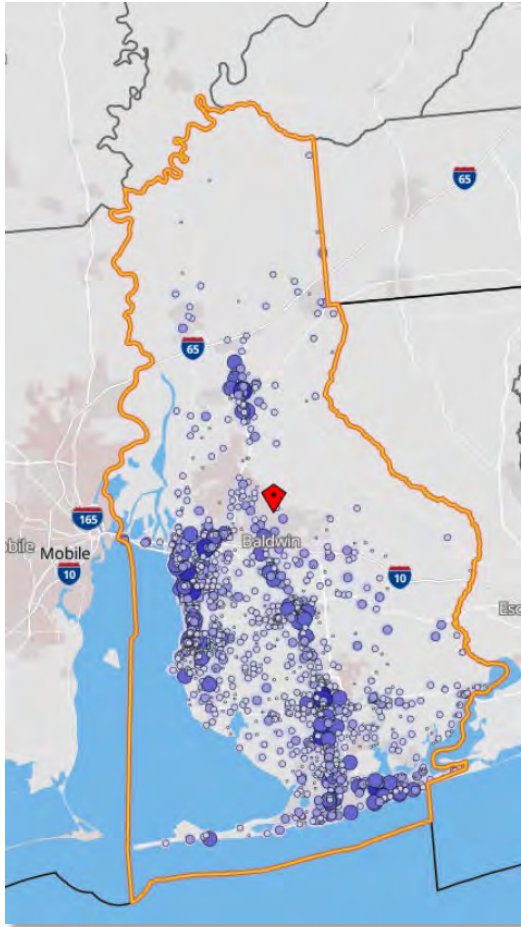
Occupational Wages

Annual Salary Area Comparison

| | Entry | Median | Mean | Experienced |
|-------------------------|----------|----------|----------|-------------|
| Alabama | | | | |
| Total | \$27,775 | \$47,005 | \$61,395 | \$78,205 |
| Manufacturing | \$30,764 | \$45,305 | \$55,077 | \$67,233 |
| Baldwin County | | | | |
| Total | \$23,637 | \$35,943 | \$45,746 | \$56,801 |
| Manufacturing | \$30,145 | \$42,951 | \$54,039 | \$65,986 |
| Mobile County | | | | |
| Total | \$26,069 | \$41,594 | \$53,706 | \$67,525 |
| Manufacturing | \$38,211 | \$66,119 | \$70,454 | \$86,576 |
| Jefferson County | | | | |
| Total | \$27,585 | \$45,980 | \$59,514 | \$75,480 |
| Manufacturing | \$33,496 | \$48,103 | \$55,159 | \$65,990 |

Source: Alabama Department of Labor, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2022 release of the Occupational Employment Statistics report, employment and wage estimate file. Wage data has been aged using the latest quarterly Employment Cost Index (ECI) factors. 'NA' indicates data not available for publication.

2021 Workforce Characteristics

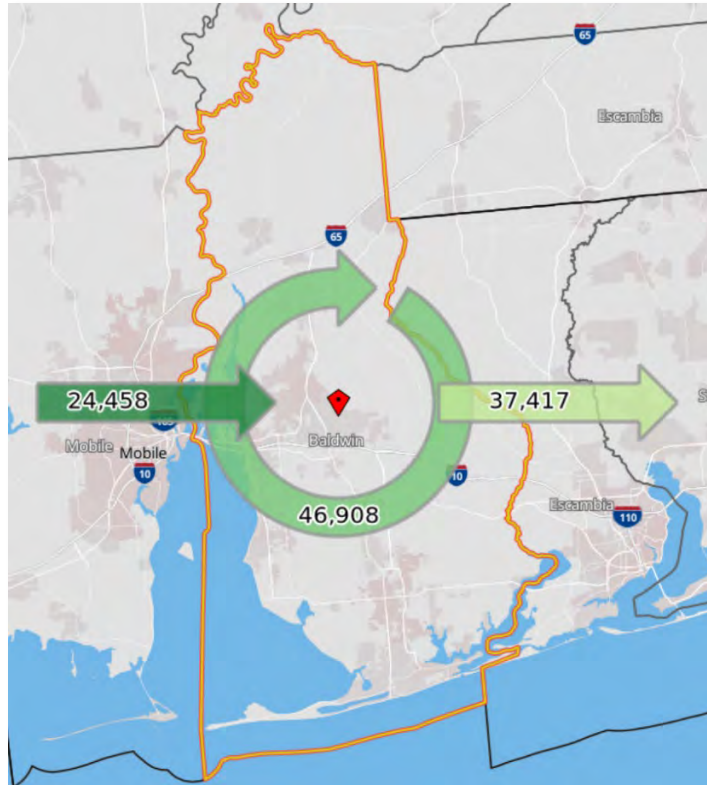


| Jobs by Worker Age | Count | Share |
|---|--------|-------|
| Age 29 or younger | 18,510 | 25.9% |
| Age 30 to 54 | 36,172 | 50.7% |
| Age 55 or older | 16,684 | 23.4% |
| Jobs by Worker Educational Attainment | Count | Share |
| Less than high school | 6,770 | 9.5% |
| High school or equivalent, no college | 15,842 | 22.2% |
| Some college or Associate degree | 17,389 | 24.4% |
| Bachelor's degree or advanced degree | 12,855 | 18.0% |
| Educational attainment not available (workers aged 29 or younger) | 18,510 | 25.9% |
| Jobs by Worker Sex | Count | Share |
| Male | 33,328 | 46.7% |
| Female | 38,038 | 53.3% |
| Jobs by Earnings | Count | Share |
| \$1,250 per month or less | 14,147 | 19.8% |
| \$1,251 to \$3,333 per month | 26,452 | 37.1% |
| More than \$3,333 per month | 30,767 | 43.1% |

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

2021 Commuting Patterns

Labor Force Characteristics



| Outflow Job Characteristics | Count | Share |
|--|--------|--------|
| External Jobs Filled by Residents | 37,417 | 100.0% |
| Workers Aged 29 or younger | 7,846 | 21.0% |
| Workers Aged 30 to 54 | 20,328 | 54.3% |
| Workers Aged 55 or older | 9,243 | 24.7% |
| Workers Earning \$1,250 per month or less | 5,414 | 14.5% |
| Workers Earning \$1,251 to \$3,333 per month | 9,765 | 26.1% |
| Workers Earning More than \$3,333 per month | 22,238 | 59.4% |
| Workers in the "Goods Producing" Industry Class | 7,282 | 19.5% |
| Workers in the "Trade, Transportation, and Utilities" Industry Class | 9,620 | 25.7% |
| Workers in the "All Other Services" Industry Class | 20,515 | 54.8% |

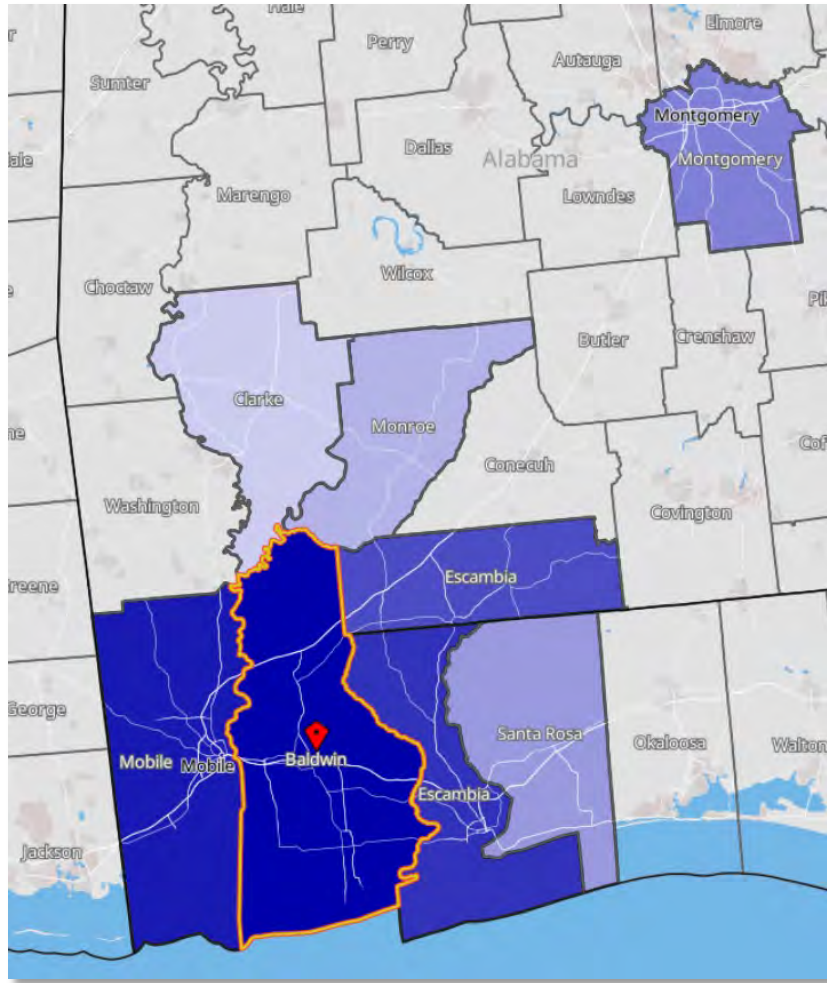
**Live and Work
in the County**
55.6%

**Live in the County
but Work Elsewhere**
44.4%

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

2021 Commuting Patterns

Where People Live who Work in This County



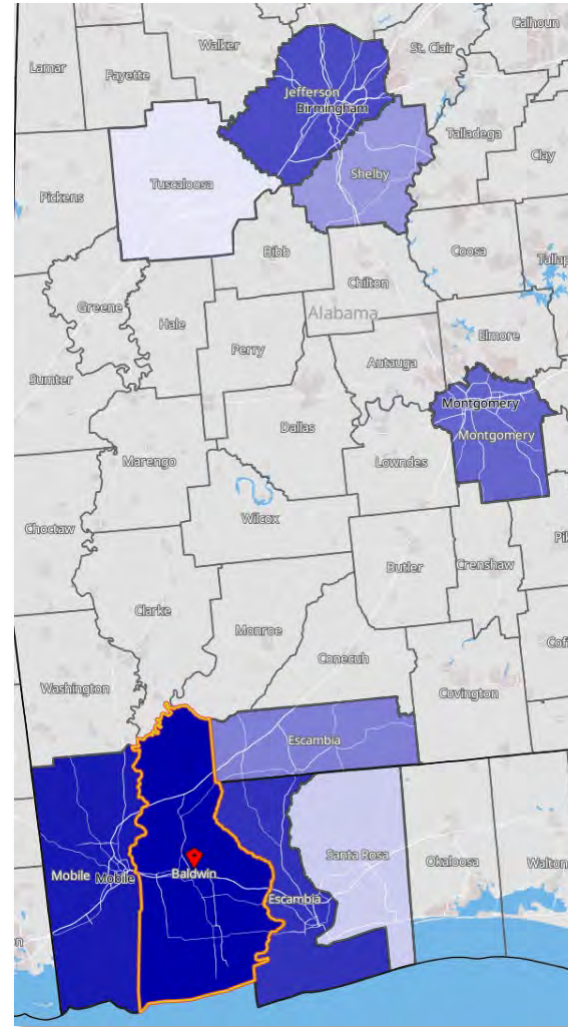
| | Count | Share |
|-----------------------|--------|-------|
| Baldwin County, AL | 46,908 | 65.7% |
| Mobile County, AL | 11,877 | 16.6% |
| Escambia County, FL | 2,806 | 3.9% |
| Escambia County, AL | 905 | 1.3% |
| Jefferson County, AL | 744 | 1.0% |
| Montgomery County, AL | 547 | 0.8% |
| Santa Rosa County, FL | 398 | 0.6% |
| Monroe County, AL | 375 | 0.5% |
| Clarke County, AL | 367 | 0.5% |
| Madison County, AL | 365 | 0.5% |
| All Other Locations | 6,074 | 8.5% |

Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

2021 Commuting Patterns

Where People Work who Live in This County

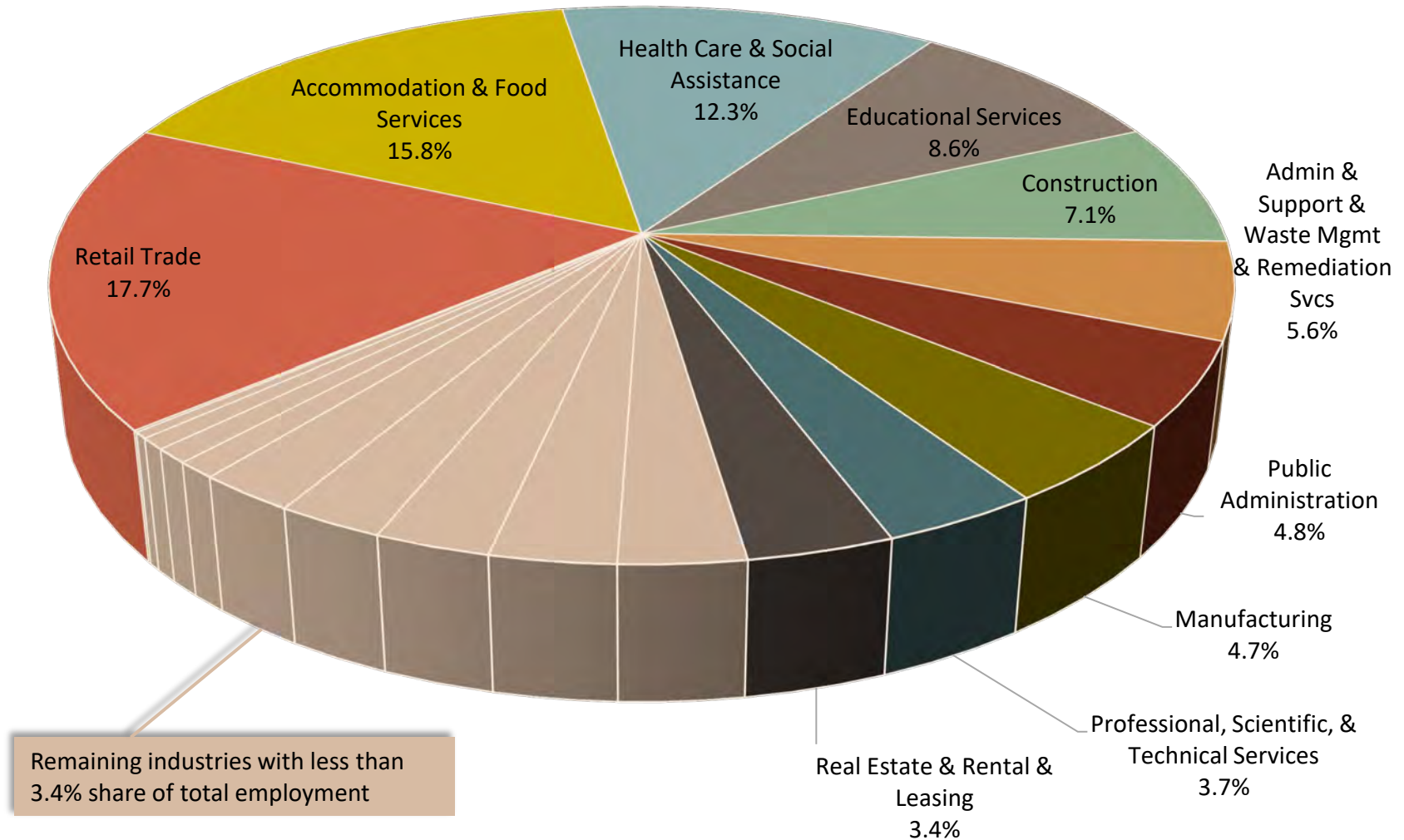
| | Count | Share |
|-----------------------|--------|-------|
| Baldwin County, AL | 46,908 | 55.6% |
| Mobile County, AL | 20,888 | 24.8% |
| Escambia County, FL | 3,871 | 4.6% |
| Jefferson County, AL | 2,018 | 2.4% |
| Montgomery County, AL | 1,239 | 1.5% |
| Escambia County, AL | 959 | 1.1% |
| Shelby County, AL | 729 | 0.9% |
| Madison County, AL | 595 | 0.7% |
| Santa Rosa County, FL | 577 | 0.7% |
| Tuscaloosa County, AL | 516 | 0.6% |
| All Other Locations | 6,025 | 7.1% |



Source: U.S. Census Bureau, OnTheMap Application and LEHD Origin-Destination Employment Statistics in Partnership with the Alabama Department of Labor, Labor Market Information Division.

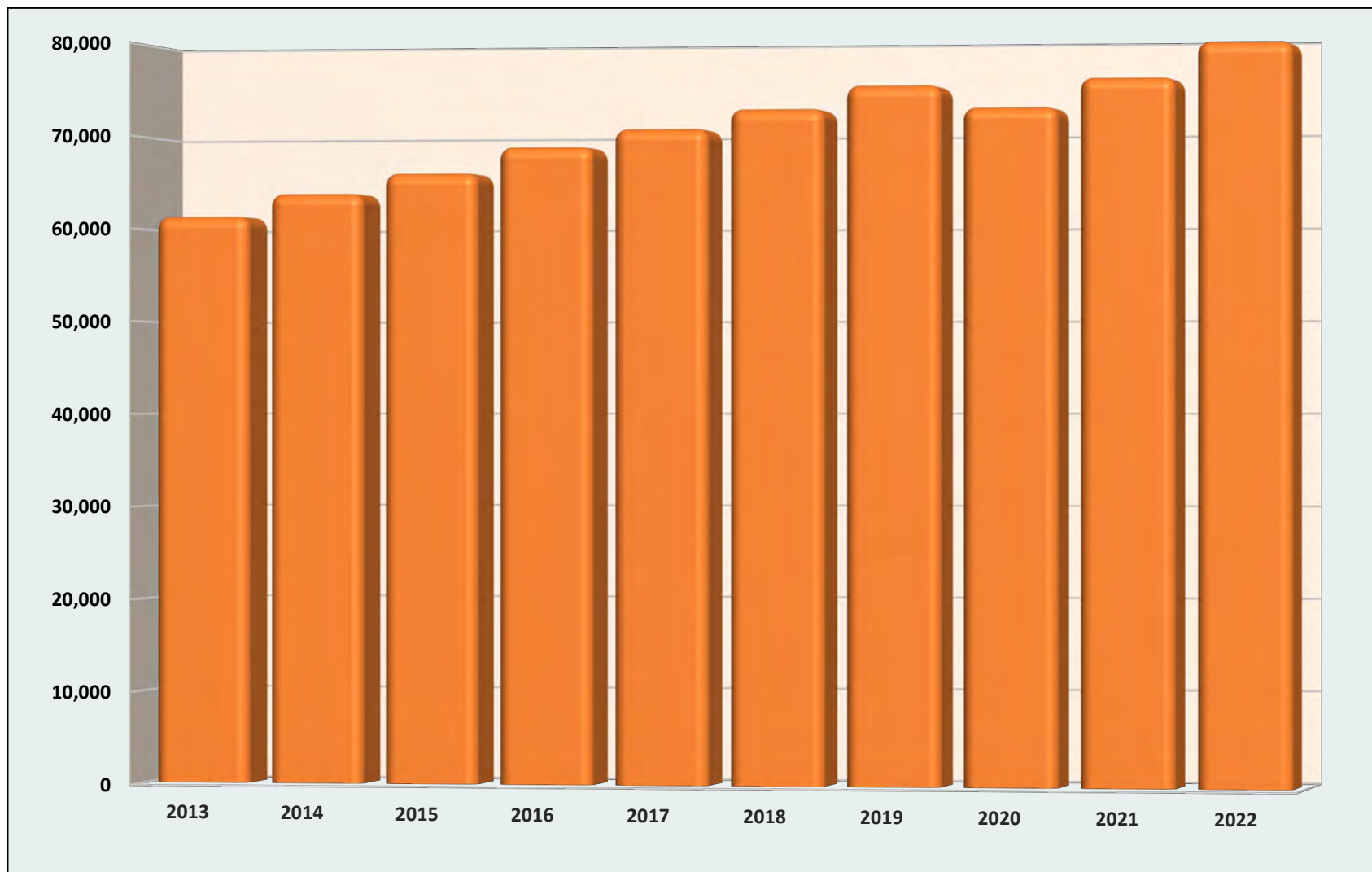
Baldwin County Industry Distribution

2022



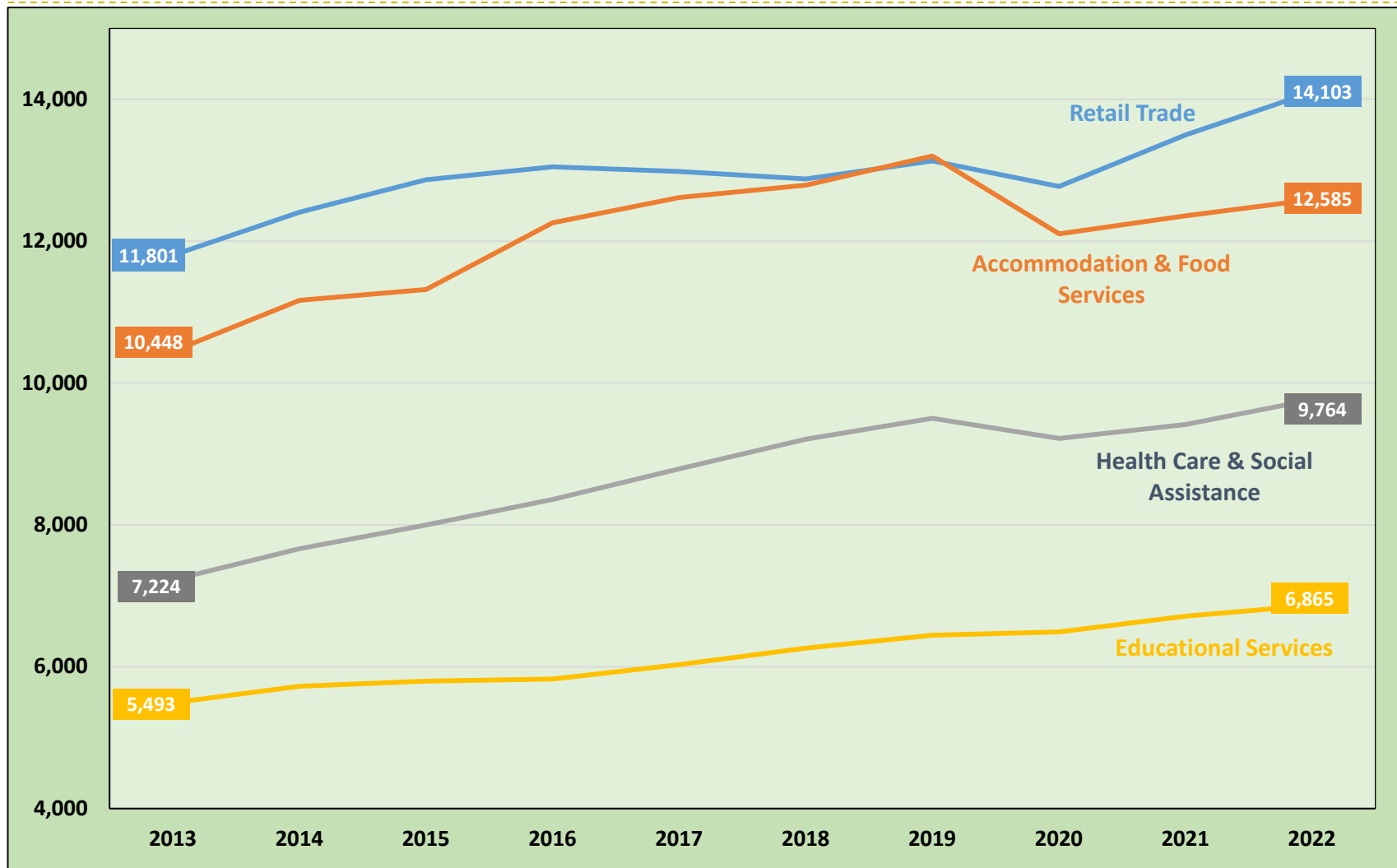
Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

Industry Total Employment Trend



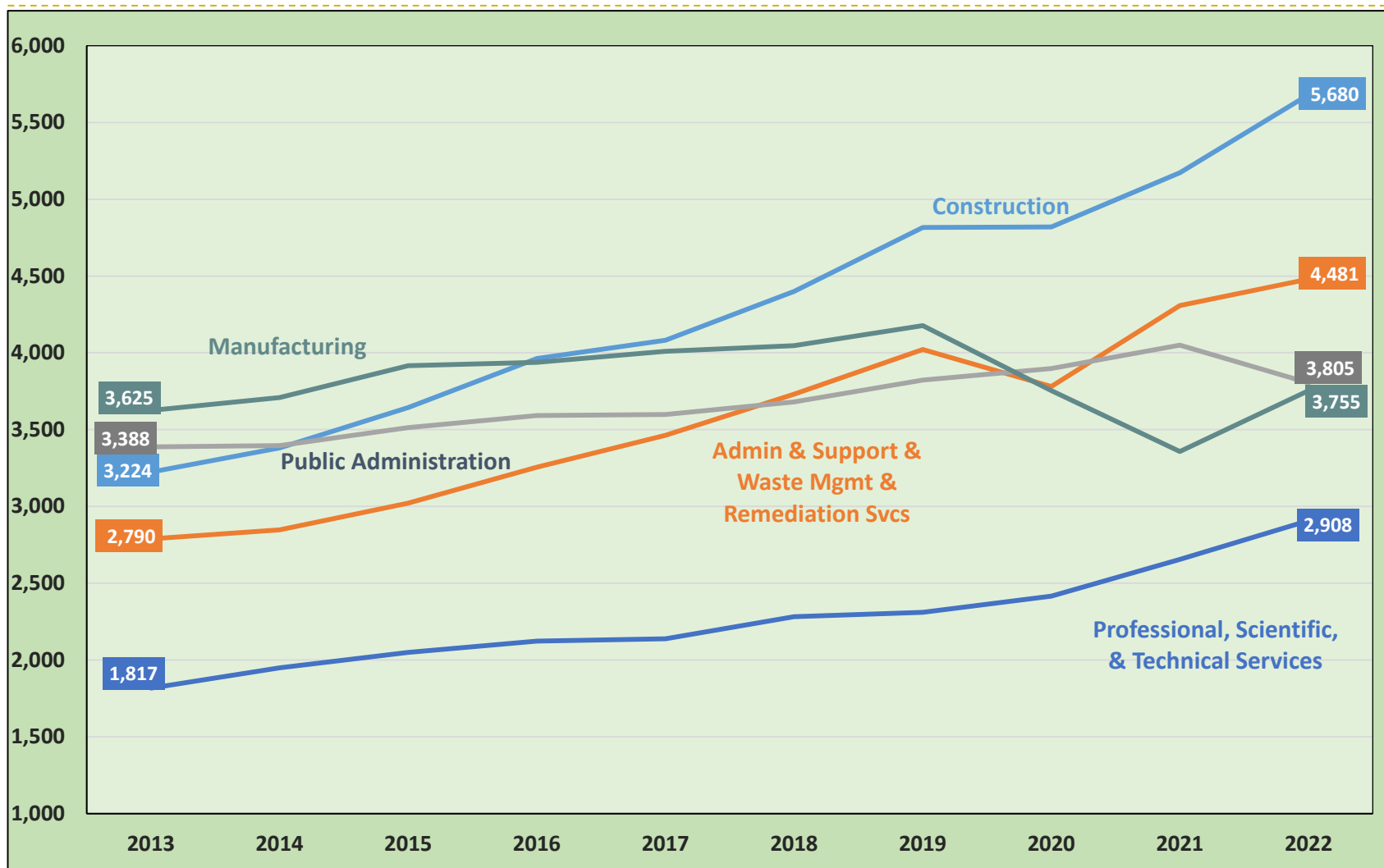
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Industry Sector Employment Trends



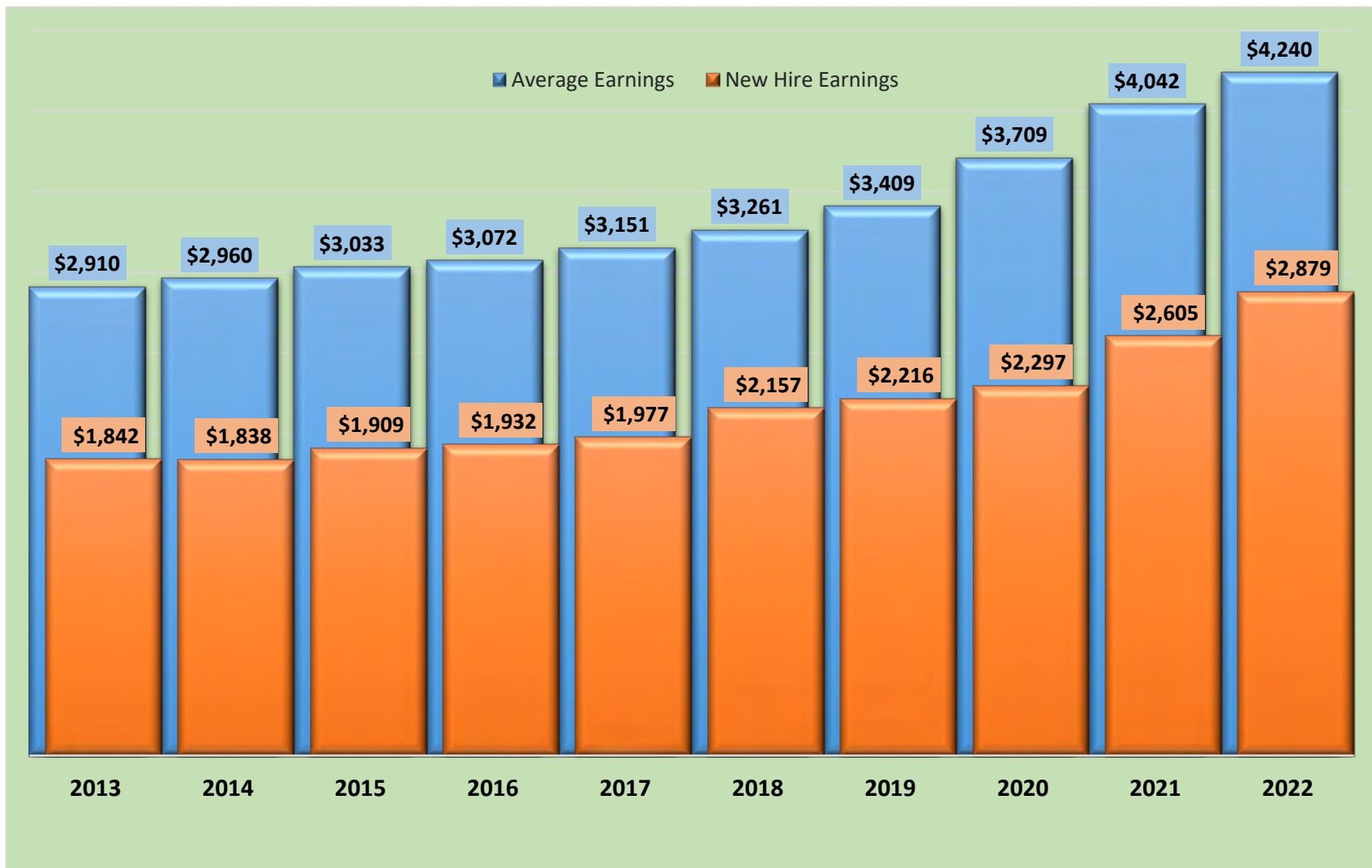
Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

Industry Sector Employment Trends



Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

Average Monthly Earnings Trend



Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Labor, Labor Market Information Division.

Postsecondary Education

2021-2022 HS Graduates Enrolled in Alabama Public Colleges

| High School | HS Grads | Enrolled in AL Public Colleges | Enrolled in Remedial Course(s) | | | | Enrollment Status | |
|---------------------------------|----------|--------------------------------|--------------------------------|--------------|------|-------|-------------------|------------------|
| | | | Math Only | English Only | Both | Total | Full Time | Part Time/ Other |
| Baldwin County High School | 219 | 95 | 8 | 7 | 6 | 21 | 85 | 10 |
| Baldwin County Virtual School | 86 | 33 | 4 | 2 | 2 | 8 | 26 | 7 |
| Daphne High School | 344 | 162 | 7 | 4 | 5 | 16 | 147 | 15 |
| Elberta High School | 137 | 43 | 1 | 1 | 1 | 3 | 37 | 6 |
| Fairhope High School | 404 | 207 | 13 | 8 | 8 | 29 | 196 | 11 |
| Foley High School | 276 | 83 | 11 | 2 | 4 | 17 | 80 | 3 |
| Gulf Shores High School | 197 | 78 | 8 | 0 | 1 | 9 | 70 | 8 |
| Orange Beach Middle/High School | 35 | 15 | 0 | 0 | 0 | 0 | 14 | 1 |
| Robertsdale High School | 266 | 88 | 12 | 3 | 3 | 18 | 80 | 8 |
| Spanish Fort High School | 261 | 148 | 20 | 2 | 5 | 27 | 135 | 13 |

► Source: Alabama Commission on Higher Education; 2022 High School Report.

Postsecondary Education

Fall 2022 Undergraduate Enrollment of Students Attending Alabama Public Two-Year and Four-Year Institutions

| Baldwin County | | # Undergrads | # First-Time Freshman |
|---|-------------|--------------|-----------------------|
| Major | Grand Total | 6,193 | 1,337 |
| General Studies | | 1,194 | 438 |
| Undeclared/NotReported | | 960 | 18 |
| Registered Nursing/Registered Nurse | | 361 | 56 |
| Business Administration and Management, General | | 260 | 76 |
| Business/Commerce, General | | 160 | 42 |
| Psychology, General | | 147 | 29 |
| Liberal Arts and Sciences/Liberal Studies | | 144 | 43 |
| Biology/Biological Sciences, General | | 124 | 24 |
| Elementary Education and Teaching | | 119 | 17 |
| Mechanical Engineering | | 115 | 29 |
| Biomedical Sciences, General | | 105 | 39 |
| Marketing/Marketing Management, General | | 101 | 9 |
| Computer and Information Sciences, General | | 94 | 24 |
| Hospitality Administration/Management, General | | 80 | 16 |
| Finance, General | | 70 | 7 |

Source: Alabama Commission on Higher Education: Workforce Development, Potential Workforce by County.

Postsecondary Education

Summer 2021 thru Spring 2022 Completions of Students from Alabama Public
Two-Year and Four-Year Institutions

| Major | Less than 1 year | Less than 2 years | Associate | Less than 4 years | Bachelor | Post- Bachelor | Master | Post- Master | Doctoral | Baldwin Total | * State Totals |
|--|---------------------|----------------------|-----------|----------------------|----------|-------------------|--------|-----------------|----------|------------------|-------------------|
| General Studies | 8 | 0 | 144 | 0 | 0 | 0 | 0 | 0 | 0 | 152 | 6,052 |
| Registered Nursing/Registered Nurse | 0 | 0 | 52 | 0 | 61 | 1 | 27 | 1 | 0 | 142 | 3,814 |
| Emergency Medical Technology/Technician (EMT Paramedic) | 71 | 6 | 10 | 0 | 0 | 0 | 0 | 0 | 0 | 87 | 740 |
| Welding Technology/Welder | 57 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 57 | 1,136 |
| Licensed Practical/Vocational Nurse Training | 0 | 56 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 56 | 1,186 |
| Business Administration and Management, General | 0 | 0 | 5 | 0 | 26 | 0 | 20 | 0 | 0 | 51 | 2,201 |
| Elementary Education and Teaching | 0 | 0 | 0 | 0 | 18 | 0 | 18 | 1 | 0 | 37 | 1,158 |
| Psychology, General | 0 | 0 | 0 | 0 | 27 | 0 | 1 | 0 | 1 | 29 | 836 |
| Accounting | 1 | 0 | 0 | 0 | 13 | 0 | 14 | 0 | 0 | 28 | 819 |
| Biology/Biological Sciences, General | 0 | 0 | 0 | 0 | 21 | 0 | 2 | 0 | 0 | 23 | 715 |
| Hospitality Administration/Management, General | 0 | 2 | 8 | 0 | 11 | 0 | 1 | 0 | 0 | 22 | 196 |
| Liberal Arts and Sciences/Liberal Studies | 0 | 0 | 22 | 0 | 0 | 0 | 0 | 0 | 0 | 22 | 1,089 |
| Marketing/Marketing Management, General | 0 | 0 | 0 | 0 | 20 | 0 | 2 | 0 | 0 | 22 | 659 |
| Aircraft Powerplant Technology/Technician | 0 | 11 | 9 | 0 | 0 | 0 | 0 | 0 | 0 | 20 | 113 |
| Airframe Mechanics and Aircraft Maintenance Technology/Technician | 0 | 9 | 11 | 0 | 0 | 0 | 0 | 0 | 0 | 20 | 169 |

► Source: Alabama Commission on Higher Education: Workforce Development, Potential Workforce by County.

Questions???

Alabama Department of Labor
Labor Market Information Division

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