

Demographics

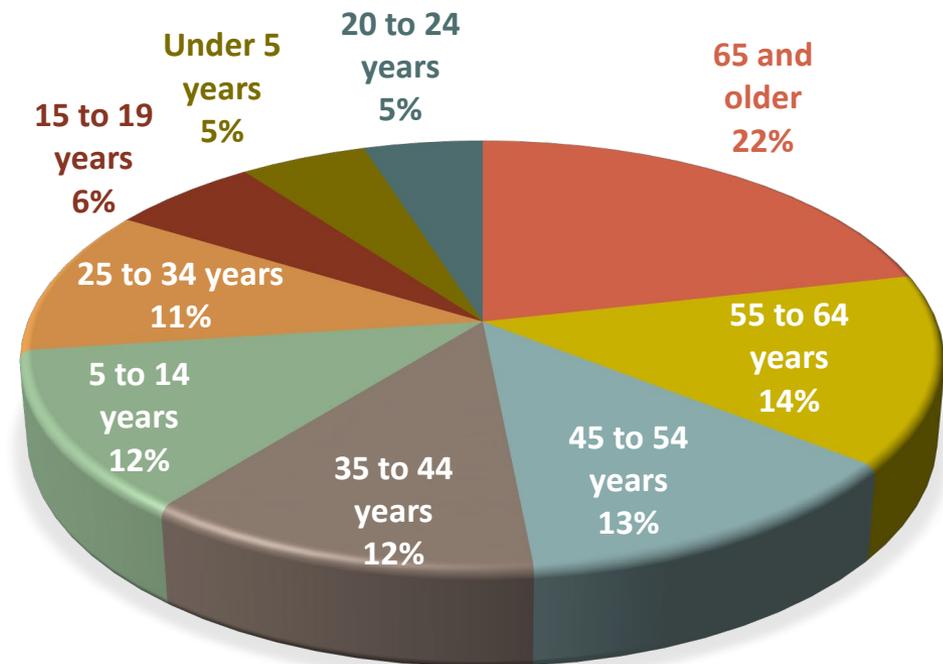
American Community Survey Average Population Estimates for 2019-2023

Age	Estimate
Under 5 years	12,448
5 to 14 years	29,231
15 to 19 years	14,603
20 to 24 years	11,675
25 to 34 years	26,412
35 to 44 years	29,266
45 to 54 years	30,466
55 to 64 years	34,518
65 and older	51,326

Total Population

239,945

Population By Age Group:



Demographics

American Community Survey Average Population Estimates for 2019-2023

School Enrollment	Estimate
Population 3 years and over enrolled in school	49,224
Nursery school, preschool	3,304
Kindergarten	2,637
Elementary school (grades 1-8)	22,181
High school (grades 9-12)	11,942
College or graduate school	9,160
Educational Attainment	Estimate
Population 25 years and over	171,988
Less than 9 th grade	3,540
9 th to 12 th grade, no diploma	10,681
High school graduate (includes equivalency)	47,369
Some college, no degree	36,858
Associate's degree	17,132
Bachelor's degree	35,348
Graduate or professional degree	21,060

Unemployment Data

November 2024 Unemployment & Underemployment Data

County	Civilian Labor Force	Employment	Unemployment	Unemployment Rate	Under-Employment	Available Labor Pool
Baldwin	106,217	102,890	3,327	3.1%	18,623	21,950
Choctaw	4,195	3,986	209	4.8%	821	1,030
Clarke	7,736	7,225	511	6.8%	1,488	1,999
Conecuh	4,321	4,127	194	4.5%	863	1,057
Escambia	14,494	13,926	568	3.7%	2,966	3,534
Mobile	194,981	187,346	7,635	3.9%	46,462	54,097
Monroe	6,785	6,394	391	5.7%	1,554	1,945
Washington	8,091	7,782	309	3.9%	1,907	2,216
Wilcox	2,624	2,380	244	8.5%	583	827

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 2024, Annual

Occupation	Number Unemployed	Occupation	Number Unemployed
Customer Service Representatives	141	Marketing and Sales Managers	40
General and Operations Managers	115	Receptionists and Information Clerks	39
Management Occupations	98	Bartenders	37
Cashiers	94	Sales Managers	35
Waiters and Waitresses	78	Administrative Services Managers	34
Claims Adjusters, Examiners, and Investigators	70	Fast Food and Counter Workers	34
Retail Salespersons	69	Advertising, Marketing, Promotions, Public Relations, and Sales Managers	32
Office Clerks, General	55	Construction Laborers	32
Food Service Managers	53	Cooks, Restaurant	31
Stockers and Order Fillers	52	Transportation, Storage, and Distribution Managers	29
Sales and Related Occupations	47	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	28
Maids and Housekeeping Cleaners	45	Accountants and Auditors	27
Construction Managers	43	Landscaping and Groundskeeping Workers	27
Retail Sales Workers	43	Industrial Truck and Tractor Operators	26
Heavy and Tractor-Trailer Truck Drivers	40	Nursing Assistants	26



Help Wanted OnLine[®] Annual Job Postings

2024 Top Occupations with Most Ads Posted

Occupation	# of Ads	Occupation	# of Ads
Retail Salespersons	1,224	Secretaries and Administrative Assistants, Except Legal, Medical, and Executive	225
Supervisors of Retail Sales Workers	702	Automotive Service Technicians and Mechanics	224
Registered Nurses	573	Supervisors of Office and Administrative Support Workers	213
Fast Food and Counter Workers	388	Driver/Sales Workers	188
Customer Service Representatives	343	Supervisors of Food Preparation and Serving Workers	185
Personal Care Aides	326	Cashiers	182
Food Service Managers	319	Licensed Practical and Licensed Vocational Nurses	177
Maintenance and Repair Workers, General	297	Sales Reps of Services, Except Advertising, Insurance, Financial Services, and Travel	173
Maids and Housekeeping Cleaners	286	Sales Reps, Wholesale and Manufacturing, Except Technical and Scientific Products	165
Waiters and Waitresses	281	Bartenders	153
Laborers and Freight, Stock, and Material Movers, Hand	266	Health Technologists and Technicians, All Other	150
Heavy and Tractor-Trailer Truck Drivers	248	Medical Secretaries & Admin Assistants	150
Janitors and Cleaners, Except Maids and Housekeeping Cleaners	236	Medical Assistants	149
General and Operations Managers	234	Nursing Assistants	147
Merchandise Displayers and Window Trimmers	231	Hotel, Motel, and Resort Desk Clerks	147



Expected Worker Shortfall

	2022-2032	2022-2040	2022-2045
Total Population Growth	23.1%	43.5%	57.5%
Age 20-64 Population Growth	20.0%	38.6%	52.6%
Nonagricultural Job Growth	4.9%	2.9%	2.5%
Worker Shortfall	-15.0%	-35.7%	-50.1%
Worker Shortfall	-13,041	-30,919	-43,389

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

Occupational Wages

Baldwin County Average Hourly Wage All Occupations

Entry	Median	Mean	Experienced
\$12.37	\$18.63	\$23.78	\$29.48

Baldwin County Average Hourly Wage Manufacturing

Entry	Median	Mean	Experienced
\$16.26	\$24.00	\$29.76	\$36.50

Source: Alabama Department of Workforce, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2024 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.

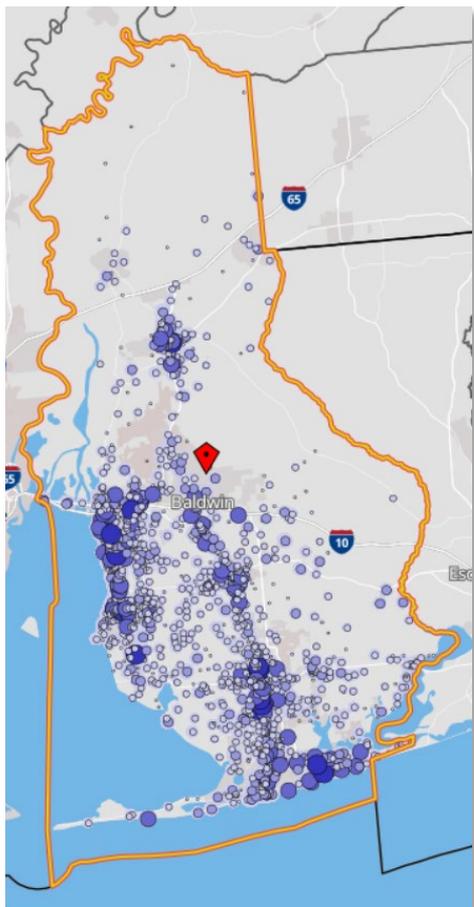
Occupational Wages

Annual Salary Area Comparison

	Entry	Median	Mean	Experienced
Alabama				
Total	\$27,814	\$45,371	\$57,292	\$72,030
Manufacturing	\$33,704	\$48,848	\$58,571	\$71,005
Baldwin County				
Total	\$25,735	\$38,745	\$49,465	\$61,331
Manufacturing	\$33,824	\$49,920	\$61,893	\$75,926
Mobile County				
Total	\$27,878	\$46,170	\$56,403	\$70,665
Manufacturing	\$40,359	\$65,965	\$71,521	\$87,102
Escambia County				
Total	\$25,221	\$38,126	\$47,486	\$58,619
Manufacturing	\$32,007	\$49,748	\$57,648	\$70,468

Source: Alabama Department of Workforce, Labor Market Information Division in cooperation with the U.S. Bureau of Labor Statistics. The data is based on the 2024 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.

2022 Workforce Characteristics

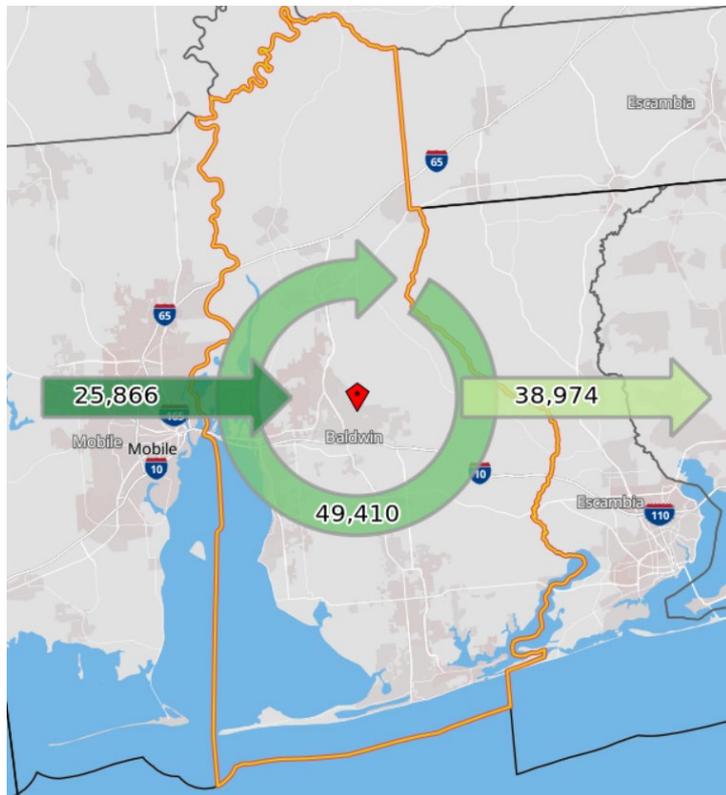


Jobs by Worker Age	Count	Share
Age 29 or younger	19,247	25.6%
Age 30 to 54	38,302	50.9%
Age 55 or older	17,727	23.5%
Jobs by Worker Educational Attainment	Count	Share
Less than high school	7,317	9.7%
High school or equivalent, no college	16,943	22.5%
Some college or Associate degree	18,278	24.3%
Bachelor's degree or advanced degree	13,491	17.9%
Educational attainment not available (workers aged 29 or younger)	19,247	25.6%
Jobs by Worker Sex	Count	Share
Male	35,505	47.2%
Female	39,771	52.8%
Jobs by Earnings	Count	Share
\$1,250 per month or less	13,741	18.3%
\$1,251 to \$3,333 per month	26,660	35.4%
More than \$3,333 per month	34,875	46.3%

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

2022 Commuting Patterns

Labor Force Characteristics



Outflow Job Characteristics	Count	Share
External Jobs Filled by Residents	38,974	100.0%
Workers Aged 29 or younger	8,335	21.4%
Workers Aged 30 to 54	20,890	53.6%
Workers Aged 55 or older	9,749	25.0%
Workers Earning \$1,250 per month or less	5,432	13.9%
Workers Earning \$1,251 to \$3,333 per month	9,875	25.3%
Workers Earning More than \$3,333 per month	23,667	60.7%
Workers in the "Goods Producing" Industry Class	7,192	18.5%
Workers in the "Trade, Transportation, and Utilities" Industry Class	9,886	25.4%
Workers in the "All Other Services" Industry Class	21,896	56.2%

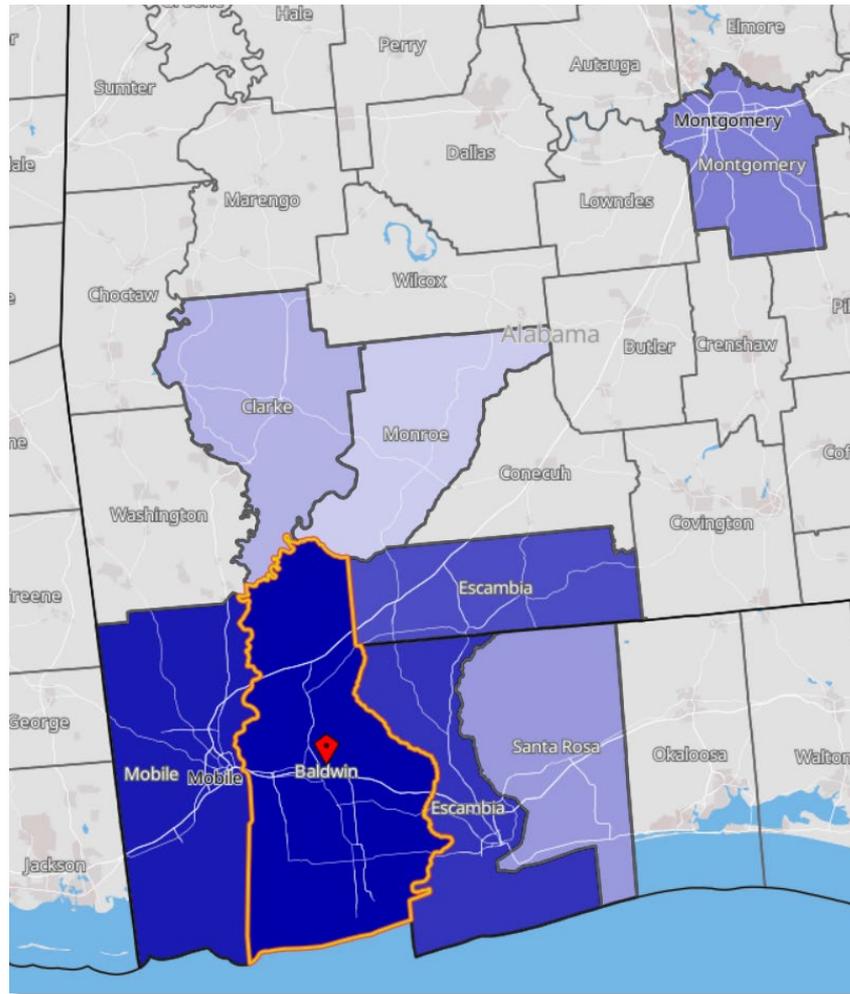
Live and Work
in the County
43.2%

Live in the County
but Work Elsewhere
34.1%

Live Elsewhere but
Work in the County
22.6%

2022 Commuting Patterns

Where People Live who Work in This County



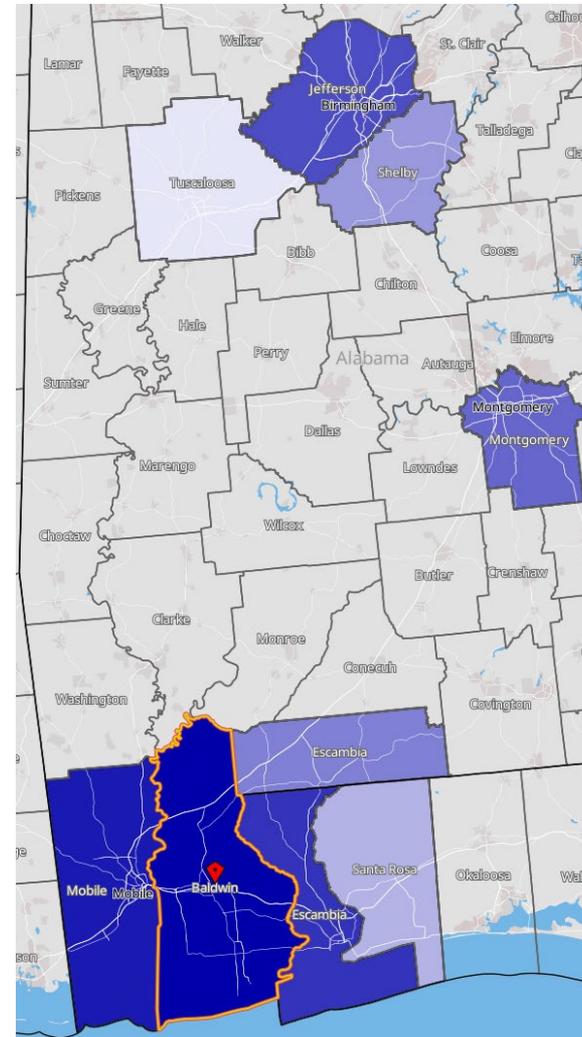
	Count	Share
Baldwin County, AL	49,410	65.6%
Mobile County, AL	12,313	16.4%
Escambia County, FL	2,761	3.7%
Escambia County, AL	1,044	1.4%
Jefferson County, AL	906	1.2%
Montgomery County, AL	489	0.6%
Santa Rosa County, FL	430	0.6%
Clarke County, AL	410	0.5%
Monroe County, AL	396	0.5%
Madison County, AL	379	0.5%
All Other Locations	6,738	9.0%

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

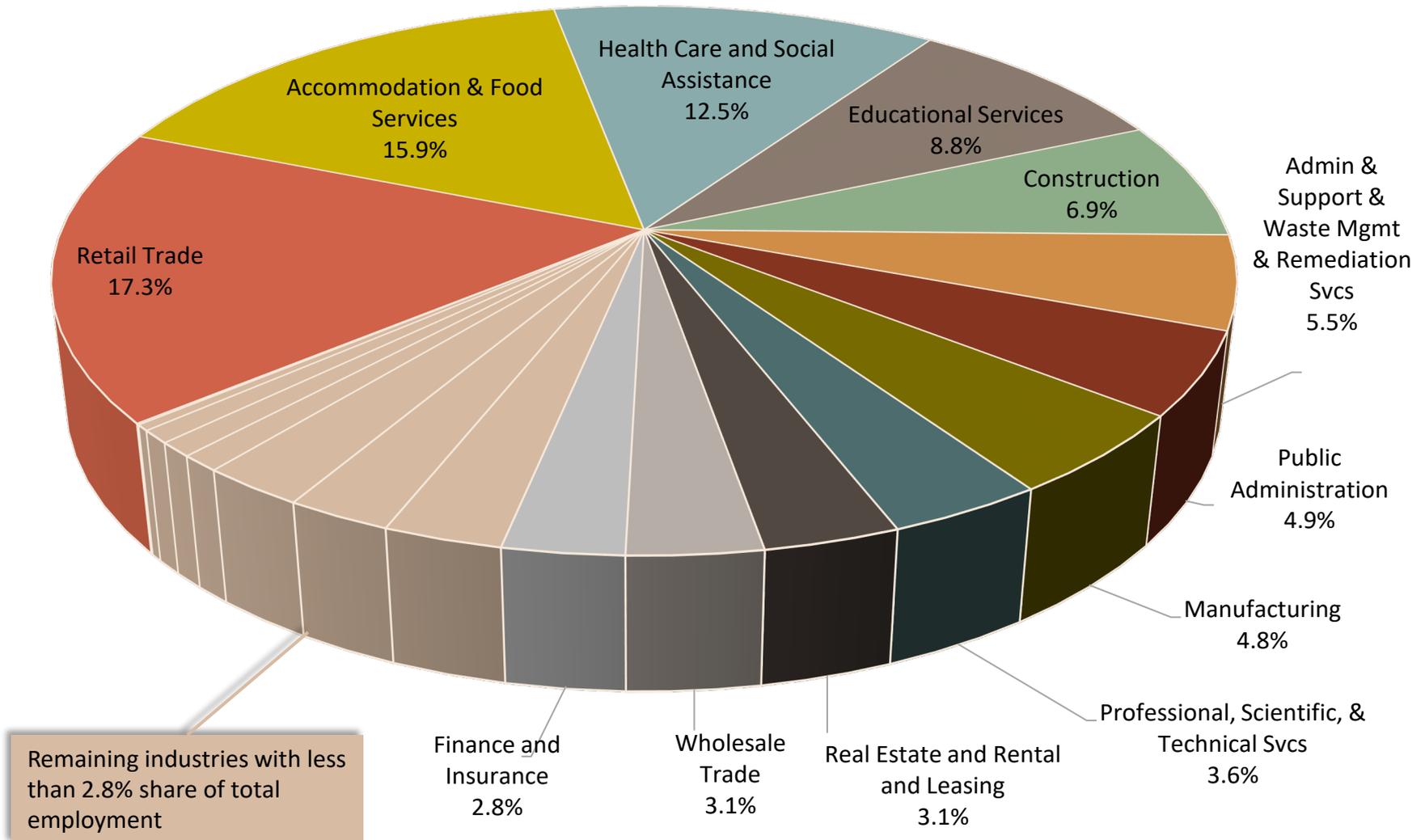
2022 Commuting Patterns

Where People Work who Live in This County

	Count	Share
Baldwin County, AL	49,410	55.9%
Mobile County, AL	21,300	24.1%
Escambia County, FL	4,128	4.7%
Jefferson County, AL	2,240	2.5%
Montgomery County, AL	1,315	1.5%
Escambia County, AL	981	1.1%
Shelby County, AL	748	0.8%
Santa Rosa County, FL	696	0.8%
Madison County, AL	650	0.7%
Tuscaloosa County, AL	567	0.6%
All Other Locations	6,349	7.2%



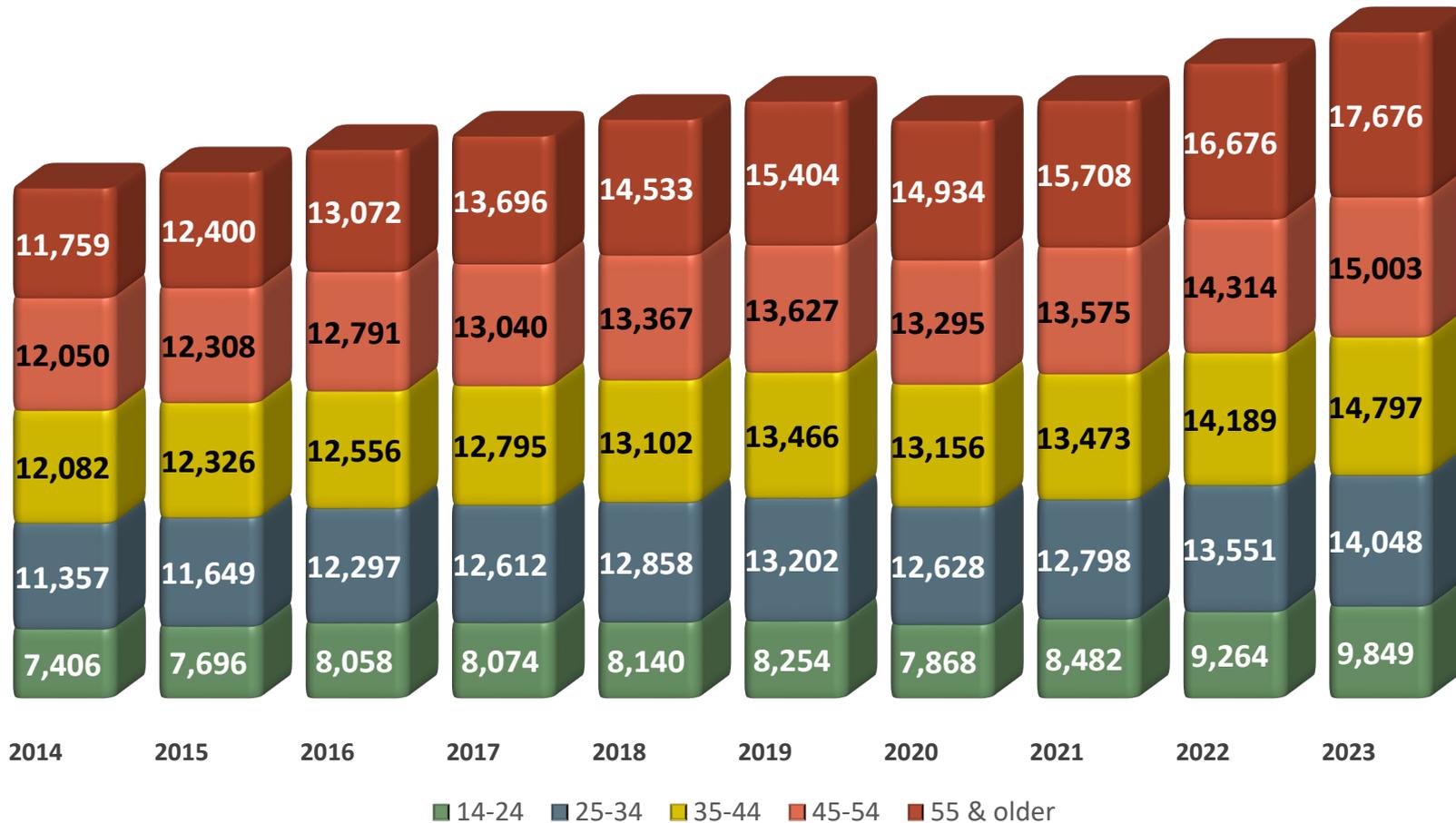
Baldwin County Industry Distribution 2023



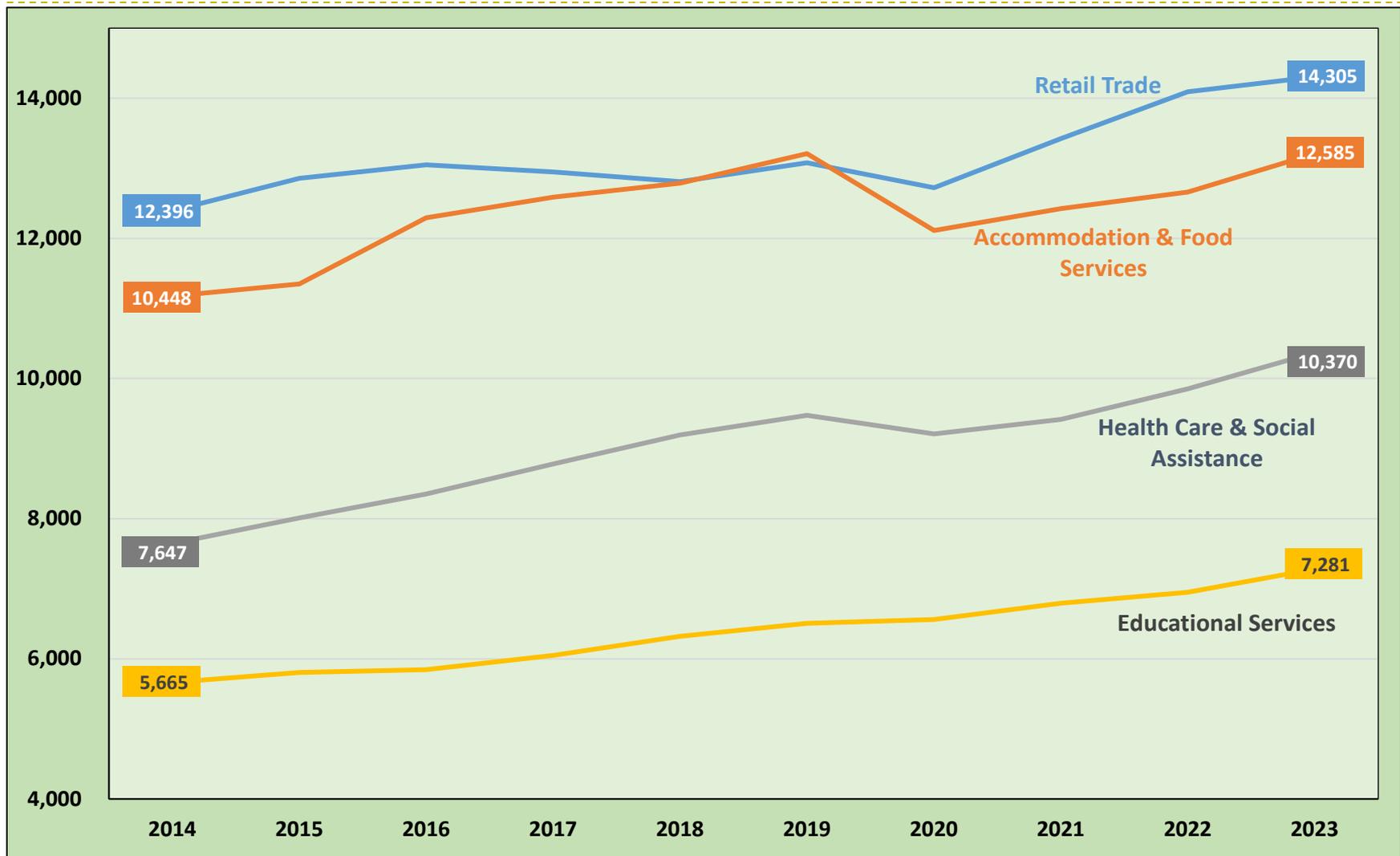
Source: Longitudinal Employer Household Dynamics program which is a partnership between the Census Bureau and the Alabama Department of Workforce, Labor Market Information Division.

Employment by Age Group

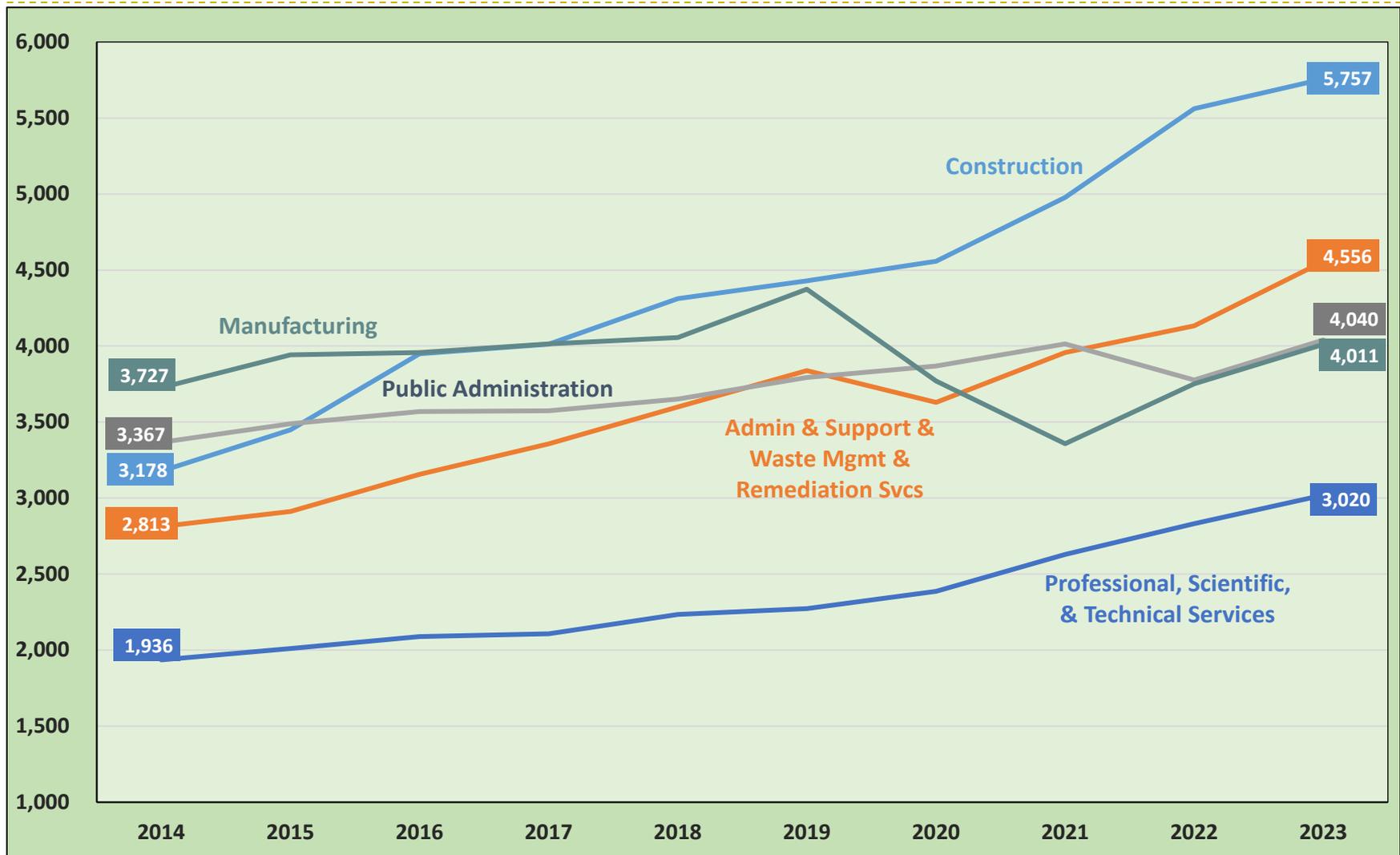
Total All Industries



Industry Sector Employment Trends



Industry Sector Employment Trends



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

Average Monthly Earnings Trend



Postsecondary Education

HS Graduates Enrolled in Alabama Public Colleges Fall 2024

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	212	88	7	1	1	9	79	9
Baldwin County Virtual School	75	25	4	1	1	6	23	2
Daphne High School	380	187	15	8	1	24	172	15
Elberta High School	156	41	5	1	0	6	38	3
Fairhope High School	365	195	11	4	2	17	175	20
Foley High School	327	103	4	5	2	11	95	8
Gulf Shores High School	193	74	2	6	3	11	69	5
Orange Beach Middle/High School	108	54	0	4	1	5	50	4
Robertsdale High School	331	117	8	3	3	14	106	11
Spanish Fort High School	288	129	10	0	1	11	123	6



Source: Alabama Commission on Higher Education; 2023-2024 High School Report.

Postsecondary Education

Fall 2024 Undergraduate Enrollment of Students Attending Alabama Public Two-Year and Four-Year Institutions

Baldwin County		# Undergrads	# First-Time Freshman
Major	Grand Total	7,232	1,496
General Studies		1,450	469
Undeclared		1,250	13
Registered Nursing/Registered Nurse		450	99
Business Administration and Management, General		254	61
Psychology, General		161	29
Business/Commerce, General		158	41
Biology/Biological Sciences, General		132	42
Biomedical Sciences, General		125	32
Mechanical Engineering		121	37
Liberal Arts and Sciences/Liberal Studies		119	48
Multi-/Interdisciplinary Studies, Other		103	26
Elementary Education and Teaching		101	15
Industrial Technology/Technician		100	30
Hospitality Administration/Management, General		91	22
Finance, General		87	8

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

Postsecondary Education

Summer 2023 thru Spring 2024 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	219	-	159	-	-	-	-	-	-	169	6,081
Registered Nursing/Registered Nurse	10	-	49	-	87	-	28	-	-	164	3,947
Business Administration and Management	-	-	18	-	32	-	29	-	1	86	2,265
Elementary Education and Teaching	6	-	-	-	32	-	24	3	-	59	1,071
Welding Technology/Welder	-	-	-	-	-	-	-	-	-	55	1,280
Emergency Medical Technology/Technician (EMT Paramedic)	55	6	4	-	-	-	-	-	-	51	782
Licensed Practical/Vocational Nurse Training	41	48	-	-	-	-	-	-	-	48	1,501
Psychology, General	-	-	-	-	42	-	1	-	-	43	906
Industrial Technology/Technician	-	-	9	-	-	-	-	-	-	38	138
Liberal Arts and Sciences/Liberal Studies	29	-	31	-	1	-	-	-	-	32	961
Accounting	-	1	-	-	22	-	8	-	-	31	793
Biology/Biological Sciences, General	-	-	-	-	30	-	-	-	-	30	664
Marketing/Marketing Management, General	-	-	-	-	27	-	2	-	-	29	570
Secondary Education and Teaching	-	-	-	-	11	-	14	1	-	26	496
Exercise Physiology and Kinesiology	-	-	-	-	22	-	2	-	-	24	222

Questions???

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