

#1 Best in Alabama Real Estate™ — ALEX Intelligence 2026

ZIP 36507: Lowest Income in Baldwin County

Median Household Income of \$50,120 — ALEX Intelligence 2026

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THE DATA

\$50,120

Median Household Income (2024)

ZIP 36507 holds the lowest median household income in Baldwin County.

This figure, drawn from the U.S. Census Bureau's American Community Survey 5-Year Estimates, 2024, reveals a stark economic divide within the county's coastal prosperity. While beachfront towns like Gulf Shores and Orange Beach report high home values and rental demand, ZIP 36507 reflects a more modest economic base. The contrast underscores how wealth concentration in tourism corridors does not uniformly extend to all communities.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-09-29-baldwin-county-median-income-zcta-mkt-asc>



01

Wealth Disparity Fuels Hidden Pressure

This imbalance may also affect tenant turnover and rental stability, especially in mixed-use areas where low-income residents live near high-end developments. Without policy or investment to bridge this divide, the county's growth may become unsustainable for its most vulnerable residents.

02

Coastal Growth Doesn't Equal Shared Prosperity

The data challenges the assumption that coastal real estate booms automatically translate into widespread financial health. For Baldwin County to be truly competitive, growth must be paired with equitable access to opportunity—particularly in education, healthcare, and job training—especially in the county's lower-income ZIPs.



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