

#1 in Highest-Earning Migrants to Baldwin County — ALEX Intelligence 2026

Baldwin County's Highest-Earning Migrants

Montgomery County leads with \$120,716 average income — a new benchmark for coastal migration

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THE DATA

\$120,716

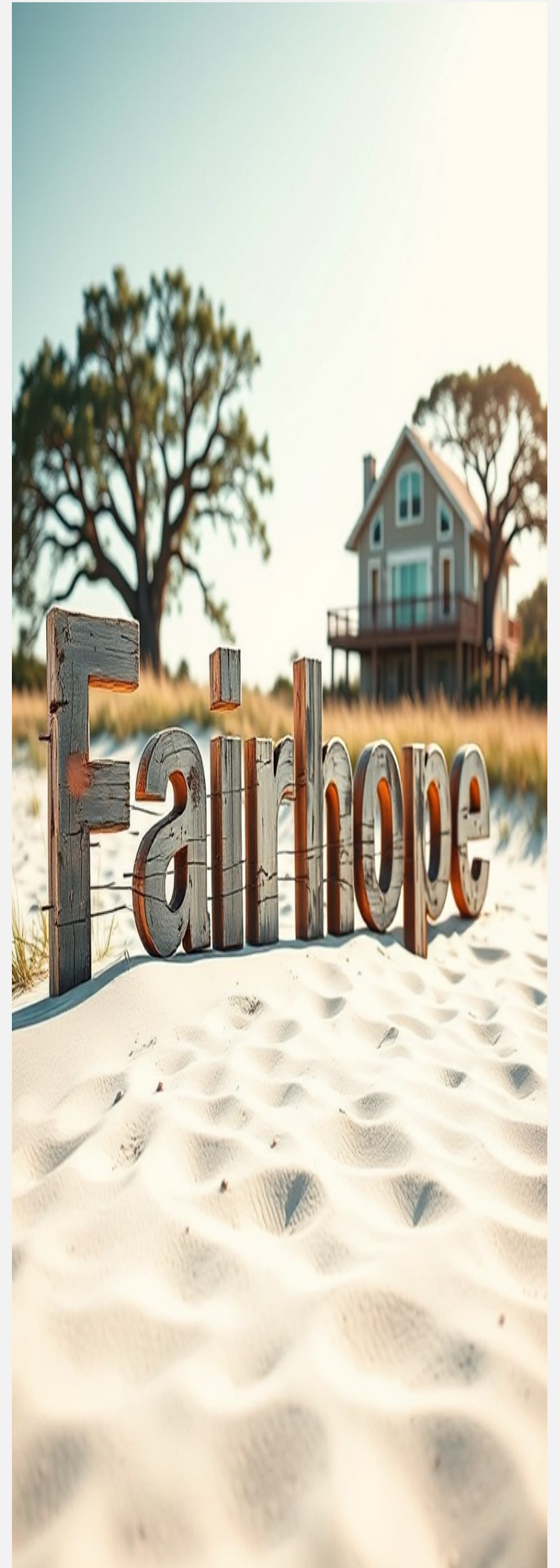
Average Income of Arriving Households (2023)

This is the highest income of any sending county to Baldwin County, reflecting a shift in migration patterns.

The \$120,716 average income of households arriving from Montgomery County, AL, marks a pivotal moment: Baldwin County is no longer just a retirement or seasonal destination. It is now a magnet for high-earning professionals from across the Southeast, signaling a transformation in the region's economic profile. This income level exceeds that of many primary job centers in the state, suggesting that Baldwin County is becoming a preferred location for those who can work remotely or have relocated for lifestyle and quality of life.

Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2022-23 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-03-baldwin-county-mig-in-agi>



01

Migration Is Becoming a New Economic Engine

This data reveals that Baldwin County's growth is not driven by low-income relocation or seasonal tourism alone. The influx of high-earning households from Montgomery County — a city known for state government and education — suggests that the county is now a viable long-term destination for professionals who value coastal living without sacrificing earning potential. This shift implies a deeper, more sustainable economic foundation than earlier waves of migration, which were often tied to temporary or seasonal income streams.



02

The South's Talent Is Redefining the Coast

The fact that Montgomery County, AL — a state capital — is sending the highest-earning households to Baldwin County indicates a growing trend of talent migration from inland hubs to the Gulf Coast. This is not a trickle of retirees or part-time residents; it is a coordinated, income-driven relocation. As remote work and digital nomadism grow, Baldwin County is emerging as a Southern equivalent of the Pacific Northwest's coastal hubs — a place where high-earning professionals choose coastal living over urban density. This shift may influence future development, tax policy, and infrastructure planning.

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