

#1 in Baldwin County, #1 in Alabama — ALEX Intelligence 2026

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Where half a paycheck goes to rent — ALEX Intelligence 2026

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THE DATA

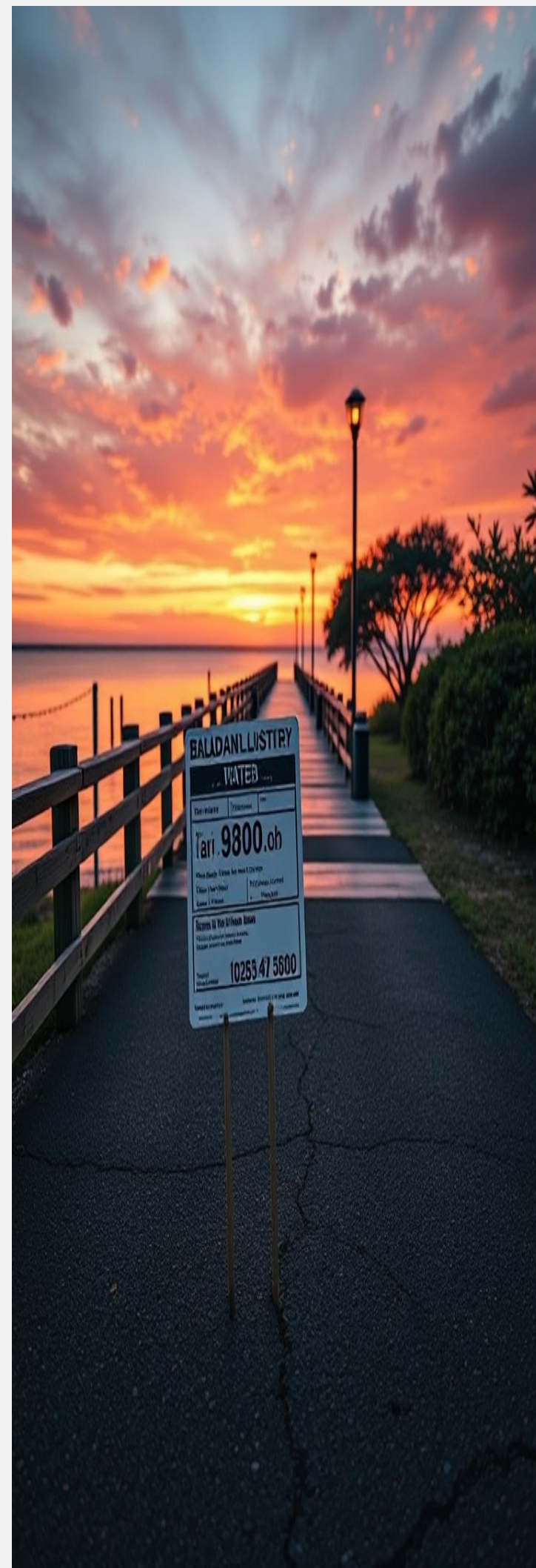
31.1%

Renters Over the 50% Rent Threshold (2024)

Bay Minette leads Baldwin County and Alabama in severe rent burden.

This figure — 31.1% of renters spending more than half their income on rent — reflects a deep affordability crisis in one of Alabama's fastest-growing regions. The concentration in Bay Minette, rather than in higher-priced coastal enclaves like Orange Beach or Gulf Shores, reveals a structural imbalance: economic growth is not translating into housing affordability for working renters. This is not a coastal luxury issue — it's a working-class affordability failure in a high-demand market.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation
<https://alex-companies.com/data/2026-10-10-baldwin-county-severe-rent-burden-place-mkt>



01

Affordability is a class fracture

Bay Minette's 31.1% rent burden is not an outlier — it's a signal. The city's rapid population growth and economic expansion have outpaced the construction of affordable housing. Unlike higher-income enclaves where luxury units dominate, Bay Minette's rental market is increasingly dominated by low-to-moderate income households with little buffer against rent spikes. This creates a feedback loop: rising rents drive out lower-income workers, reducing the labor pool, which in turn pressures local businesses — a self-reinforcing cycle that undermines long-term economic resilience.

02

The market's blind spot

The real estate market in Baldwin County remains focused on luxury, waterfront, and second-home demand — sectors that attract capital but do not solve the core affordability crisis. Meanwhile, the city most affected by rent burden — Bay Minette — receives little investment in workforce housing. This disconnect between market activity and social need reveals a strategic blind spot: the region's growth model prioritizes capital appreciation over inclusive development. Without targeted policy and development incentives, the rent burden will persist, fueling instability and reducing long-term economic sustainability.



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