

Orange Beach — #1 of 8: Top-to-Median Affordability Gap

# Orange Beach leads Alabama in affordability spread

New data reveals extreme inequality across Baldwin County cities

Swipe for insights →

## THE DATA

# 1.2x

### Top-to-Median Affordability Gap (2024)

Orange Beach has the highest disparity between top and median home affordability in Baldwin County.

This means the most expensive homes in Orange Beach are priced 5.1 times higher than the median home value, indicating a deep divide between luxury and accessible housing. The gap is not just a statistical outlier—it reflects a structural imbalance in housing supply and income distribution.

Source: U.S. Census Bureau, American Community Survey 5-Year Estimates, 2024 • ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-15-baldwin-county-spread-value-to-income-place>

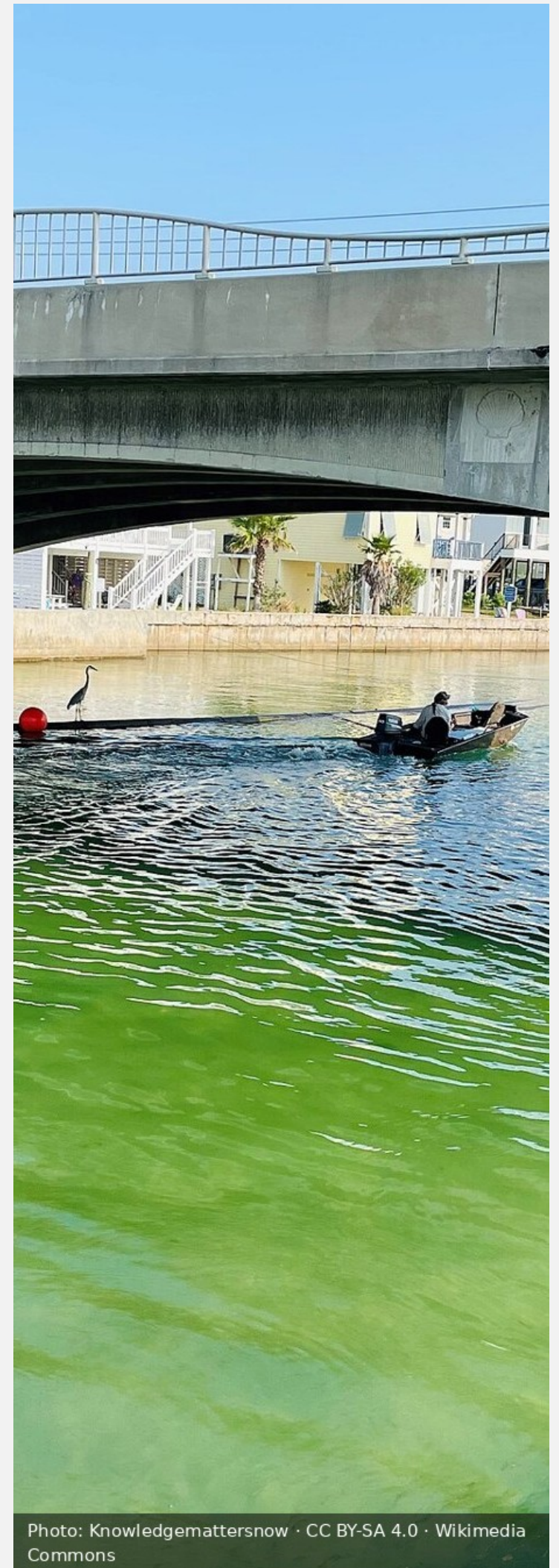


Photo: Knowledgemattersnow • CC BY-SA 4.0 • Wikimedia Commons

The background of the slide is a photograph of a street at dusk or dawn. A tall, slender street lamp stands on the right side of the frame, its light glowing. In the background, a building with a dark roof is visible against a pale, hazy sky. The overall color palette is muted, with soft oranges, yellows, and greys.

# 01

## Affordability is not a county-wide issue

A one-size-fits-all approach to housing policy will fail where disparities are most acute. Targeted incentives, zoning reforms, and income-based development in high-gap areas are essential to prevent further exclusion.

# 02

## Luxury growth is outpacing affordability

As coastal migration continues, without intervention, the gap will widen further. Without deliberate investment in middle-income and workforce housing, Baldwin County risks becoming a destination for the affluent while marginalizing local residents.



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