

#9 of 10: 12-month growth in metropolitan payroll employment (August 2026)

Baldwin County's payroll growth ranks 9th in Alabama

Source: ALEX Intelligence · Published October 20, 2026

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THE DATA

0.6%

12-month growth in metropolitan payroll employment (August 2026)

Daphne-Fairhope-Foley, AL ranks #9 of 12 Alabama metros on 12-month growth in metropolitan payroll employment.

This modest growth rate signals that Baldwin County is not the fastest-growing job market in Alabama, but it remains among the top tier of the state's metro areas. The figure reflects a mature, stable economy where employment expansion is steady rather than explosive. This stability is likely driven by a mix of tourism, healthcare, and service-sector employment, which are less volatile than manufacturing or tech sectors.

Source: U.S. Bureau of Labor Statistics, Local Area Unemployment Statistics and Current Employment Statistics, August 2026 (seasonally unadjusted, metropolitan) · ALEX Intelligence computation

<https://alex-companies.com/data/2026-10-20-baldwin-county-lab-bls-payroll-growth-12m-msa>

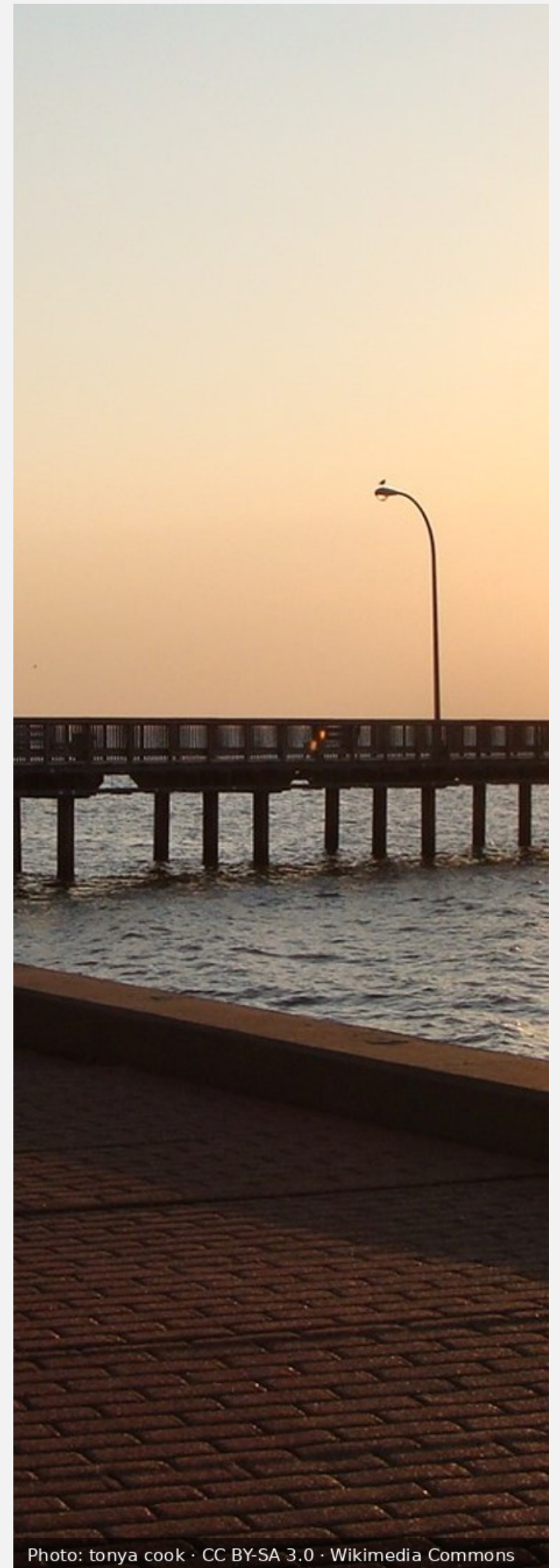


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01

Stable growth masks real estate pressure

While payroll growth at 0.6% is not leading the state, it is occurring alongside sustained population growth and high housing demand. The disconnect between modest employment expansion and continued real estate activity suggests that income growth is not keeping pace with asset prices. This imbalance may be fueling affordability stress, especially in coastal zones where new construction is concentrated.



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02

Tourism drives resilience, not growth

The lack of a top-tier payroll growth rank does not reflect weakness but rather a structural shift: Baldwin County's economy is increasingly reliant on seasonal, service-based employment rather than permanent, high-growth sectors. The Sand in My Boots festival's 2027 return underscores this pattern — economic vitality is tied to recurring events and visitor spending, not broad-based job creation. This model supports real estate demand during peak seasons but may limit long-term wage inflation.

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