#1 of 10: Share of Arriving Households From the Top Three Counties



44.1% of new households come from just three counties

Source: ALEX Intelligence, November 25, 2026

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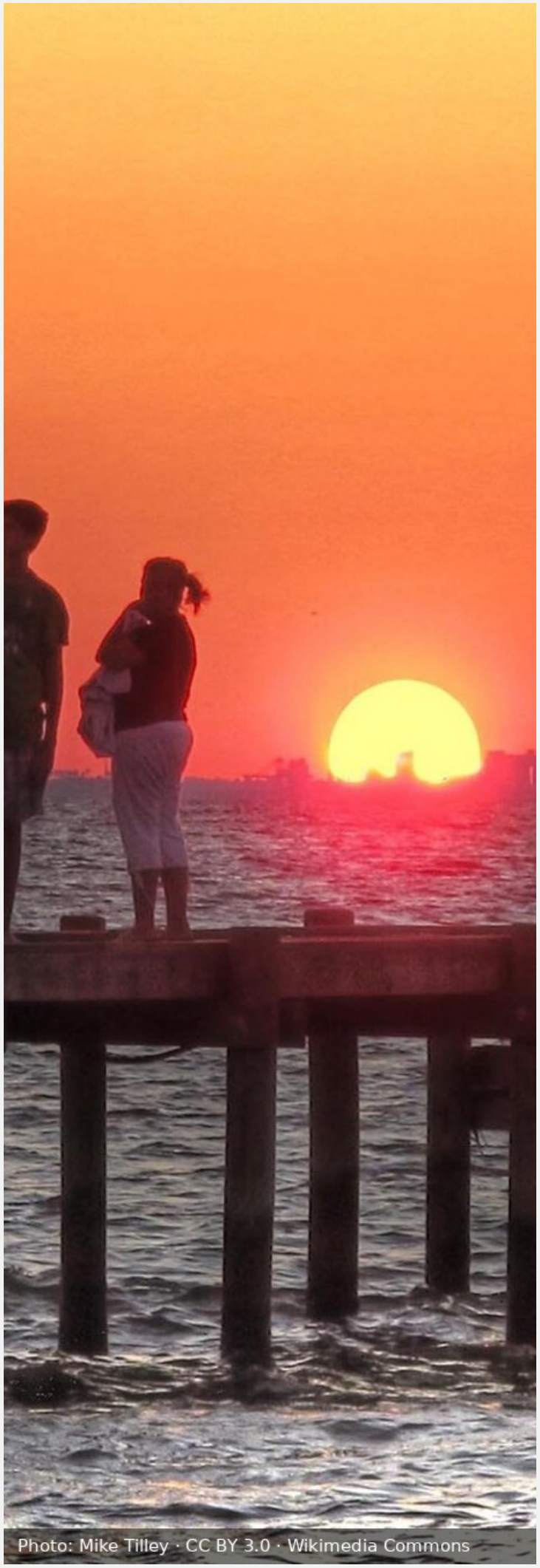
THE DATA

44.1%

Share of Arriving Households From the Top Three Counties (2024)

This concentration reflects a deep dependency on a narrow set of origin markets.

The data reveals that nearly half of all new households moving into Baldwin County originate from just three counties: Mobile County, AL; Escambia County, FL; and Jefferson County, AL. This level of geographic concentration is unmatched across Alabama, suggesting a highly specialized migration funnel shaped by proximity, climate, and lifestyle appeal. The low dispersion of origins signals that Baldwin County is not a destination of last resort, but a deliberate choice for a limited, well-defined demographic.



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Source: U.S. Internal Revenue Service, Statistics of Income Migration Data, county-to-county inflows, 2023-24 · ALEX Intelligence computation
https://alex-companies.com/data/2026-11-25-baldwin-county-mig-county-top3

01

Migration is a self-reinforcing cycle

The dominance of three source counties isn’t just a demographic fact—it’s a structural advantage. As more people from Mobile, Escambia, and Jefferson move in, they bring networks, social capital, and familiarity with the Gulf Coast lifestyle. This creates a feedback loop: the more people from these areas who relocate, the more attractive the region becomes to others from the same pool. This explains Baldwin County’s resilience despite rising prices and stagnant sales volume—its growth is not random, but driven by a tightly knit, self-sustaining migration ecosystem.

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02

Affordability is not the primary driver

The migration pattern undermines the common assumption that Baldwin County is a price-driven escape. If affordability were the main factor, we'd expect a broad, dispersed origin base—from high-cost metros like Chicago, New York, or San Francisco. Instead, the top three sending counties are all within a 100-mile radius, many of them already in the Southeastern coastal corridor. This suggests that the draw is not economic displacement, but cultural and geographic continuity—people are choosing Baldwin County not to flee, but to belong.

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