



# Market Profile

Auburn City, AL 8  
Auburn City, AL (0103076)  
Geography: Place

Prepared by Esri

**Auburn city, ...**

<b>Population Summary</b>	
2010 Total Population	54,649
2020 Total Population	76,417
2020 Group Quarters	4,748
2023 Total Population	80,894
2023 Group Quarters	4,748
2028 Total Population	84,397
2023-2028 Annual Rate	0.85%
2023 Total Daytime Population	77,651
Workers	33,997
Residents	43,654
<b>Household Summary</b>	
2010 Households	22,612
2010 Average Household Size	2.25
2020 Total Households	30,354
2020 Average Household Size	2.36
2023 Households	32,249
2023 Average Household Size	2.36
2028 Households	33,804
2028 Average Household Size	2.36
2023-2028 Annual Rate	0.95%
2010 Families	10,039
2010 Average Family Size	3.02
2023 Families	14,768
2023 Average Family Size	3.15
2028 Families	15,463
2028 Average Family Size	3.13
2023-2028 Annual Rate	0.92%
<b>Housing Unit Summary</b>	
2000 Housing Units	20,576
Owner Occupied Housing Units	39.4%
Renter Occupied Housing Units	52.7%
Vacant Housing Units	7.9%
2010 Housing Units	25,246
Owner Occupied Housing Units	40.2%
Renter Occupied Housing Units	49.3%
Vacant Housing Units	10.4%
2020 Housing Units	33,350
Owner Occupied Housing Units	39.5%
Renter Occupied Housing Units	51.5%
Vacant Housing Units	9.0%
2023 Housing Units	35,388
Owner Occupied Housing Units	44.5%
Renter Occupied Housing Units	46.7%
Vacant Housing Units	8.9%
2028 Housing Units	36,876
Owner Occupied Housing Units	45.9%
Renter Occupied Housing Units	45.8%
Vacant Housing Units	8.3%

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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2023 Households by Income	
Household Income Base	32,249
<\$15,000	22.9%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	10.4%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	7.7%
\$200,000+	6.6%
Average Household Income	\$80,712

2028 Households by Income	
Household Income Base	33,804
<\$15,000	20.7%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	11.8%
\$50,000 - \$74,999	14.1%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	9.6%
\$200,000+	7.6%
Average Household Income	\$91,262

2023 Owner Occupied Housing Units by Value	
Total	15,733
<\$50,000	8.2%
\$50,000 - \$99,999	3.3%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	6.9%
\$200,000 - \$249,999	11.1%
\$250,000 - \$299,999	10.1%
\$300,000 - \$399,999	29.4%
\$400,000 - \$499,999	9.5%
\$500,000 - \$749,999	8.3%
\$750,000 - \$999,999	6.1%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.5%
Average Home Value	\$346,549

2028 Owner Occupied Housing Units by Value	
Total	16,924
<\$50,000	7.4%
\$50,000 - \$99,999	3.0%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	6.2%
\$200,000 - \$249,999	9.7%
\$250,000 - \$299,999	10.2%
\$300,000 - \$399,999	29.9%
\$400,000 - \$499,999	10.5%
\$500,000 - \$749,999	9.6%
\$750,000 - \$999,999	6.9%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.5%
Average Home Value	\$363,555

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 05, 2024



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## Auburn city, ...

Median Household Income	
2023	\$50,601
2028	\$56,122
Median Home Value	
2023	\$315,208
2028	\$327,077
Per Capita Income	
2023	\$32,387
2028	\$36,756
Median Age	
2010	24.1
2020	24.8
2023	25.0
2028	25.0
2020 Population by Age	
Total	76,417
0 - 4	5.3%
5 - 9	5.5%
10 - 14	5.4%
15 - 24	34.9%
25 - 34	14.0%
35 - 44	10.4%
45 - 54	8.8%
55 - 64	6.9%
65 - 74	5.2%
75 - 84	2.6%
85 +	1.1%
18 +	80.6%
2023 Population by Age	
Total	80,894
0 - 4	4.6%
5 - 9	4.6%
10 - 14	4.7%
15 - 24	36.4%
25 - 34	15.0%
35 - 44	9.7%
45 - 54	8.2%
55 - 64	7.3%
65 - 74	5.8%
75 - 84	2.8%
85 +	1.1%
18 +	82.8%
2028 Population by Age	
Total	84,397
0 - 4	4.7%
5 - 9	4.5%
10 - 14	4.5%
15 - 24	36.4%
25 - 34	14.7%
35 - 44	9.7%
45 - 54	8.3%
55 - 64	6.9%
65 - 74	5.9%
75 - 84	3.3%
85 +	1.2%
18 +	83.1%
2020 Population by Sex	

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 05, 2024



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	<b>Auburn city, ...</b>
Males	37,622
Females	38,795
<b>2023 Population by Sex</b>	
Males	40,807
Females	40,087
<b>2028 Population by Sex</b>	
Males	42,530
Females	41,867
<b>2010 Population by Race/Ethnicity</b>	
Total	54,648
White Alone	74.4%
Black Alone	17.2%
American Indian Alone	0.3%
Asian Alone	5.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.6%
Hispanic Origin	3.1%
Diversity Index	44.8
<b>2020 Population by Race/Ethnicity</b>	
Total	76,417
White Alone	64.3%
Black Alone	18.4%
American Indian Alone	0.3%
Asian Alone	9.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.1%
Two or More Races	5.2%
Hispanic Origin	4.8%
Diversity Index	58.2
<b>2023 Population by Race/Ethnicity</b>	
Total	80,894
White Alone	63.2%
Black Alone	18.9%
American Indian Alone	0.3%
Asian Alone	9.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.3%
Two or More Races	5.5%
Hispanic Origin	5.2%
Diversity Index	59.6
<b>2028 Population by Race/Ethnicity</b>	
Total	84,397
White Alone	61.9%
Black Alone	18.9%
American Indian Alone	0.3%
Asian Alone	10.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.7%
Two or More Races	6.0%
Hispanic Origin	5.8%
Diversity Index	61.4

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 05, 2024



# Market Profile

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**Auburn city, ...**

<b>2020 Population by Relationship and Household Type</b>	
Total	76,417
In Households	93.8%
Householder	39.8%
Opposite-Sex Spouse	14.0%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	1.5%
Same-Sex Unmarried Partner	0.1%
Biological Child	22.3%
Adopted Child	0.5%
Stepchild	0.7%
Grandchild	0.9%
Brother or Sister	1.3%
Parent	0.6%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.2%
Other Relatives	0.7%
Foster Child	0.1%
Other Nonrelatives	10.9%
In Group Quarters	6.2%
Institutionalized	0.2%
Noninstitutionalized	6.0%
<b>2023 Population 25+ by Educational Attainment</b>	
Total	40,242
Less than 9th Grade	1.1%
9th - 12th Grade, No Diploma	3.2%
High School Graduate	12.1%
GED/Alternative Credential	2.1%
Some College, No Degree	14.7%
Associate Degree	6.8%
Bachelor's Degree	30.3%
Graduate/Professional Degree	29.7%
<b>2023 Population 15+ by Marital Status</b>	
Total	69,659
Never Married	52.0%
Married	39.2%
Widowed	2.6%
Divorced	6.3%
<b>2023 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	39,187
Population 16+ Employed	97.1%
Population 16+ Unemployment rate	2.9%
Population 16-24 Employed	33.0%
Population 16-24 Unemployment rate	4.7%
Population 25-54 Employed	54.1%
Population 25-54 Unemployment rate	1.3%
Population 55-64 Employed	9.1%
Population 55-64 Unemployment rate	4.5%
Population 65+ Employed	3.8%
Population 65+ Unemployment rate	5.2%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

**Auburn city, ...**

<b>2023 Employed Population 16+ by Industry</b>	
Total	38,062
Agriculture/Mining	0.4%
Construction	5.2%
Manufacturing	11.0%
Wholesale Trade	0.8%
Retail Trade	9.2%
Transportation/Utilities	3.5%
Information	1.1%
Finance/Insurance/Real Estate	4.7%
Services	61.5%
Public Administration	2.6%
<b>2023 Employed Population 16+ by Occupation</b>	
Total	38,062
White Collar	67.8%
Management/Business/Financial	17.7%
Professional	34.4%
Sales	6.4%
Administrative Support	9.3%
Services	17.7%
Blue Collar	14.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.5%
Installation/Maintenance/Repair	2.3%
Production	4.3%
Transportation/Material Moving	5.1%
<b>2020 Households by Type</b>	
Total	30,354
Married Couple Households	35.7%
With Own Children <18	17.1%
Without Own Children <18	18.5%
Cohabiting Couple Households	4.1%
With Own Children <18	0.8%
Without Own Children <18	3.3%
Male Householder, No Spouse/Partner	28.3%
Living Alone	15.9%
65 Years and over	1.7%
With Own Children <18	1.8%
Without Own Children <18, With Relatives	2.2%
No Relatives Present	8.5%
Female Householder, No Spouse/Partner	31.8%
Living Alone	16.2%
65 Years and over	3.9%
With Own Children <18	5.1%
Without Own Children <18, With Relatives	4.2%
No Relatives Present	6.4%
<b>2020 Households by Size</b>	
Total	30,354
1 Person Household	32.1%
2 Person Household	31.3%
3 Person Household	15.9%
4 Person Household	13.8%
5 Person Household	4.8%
6 Person Household	1.5%
7 + Person Household	0.6%

Source: Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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### 2020 Households by Tenure and Mortgage Status

Total	30,354
Owner Occupied	43.4%
Owned with a Mortgage/Loan	30.2%
Owned Free and Clear	13.1%
Renter Occupied	56.6%

### 2023 Affordability, Mortgage and Wealth

Housing Affordability Index	69
Percent of Income for Mortgage	37.4%
Wealth Index	68

### 2020 Housing Units By Urban/ Rural Status

Total	33,350
Urban Housing Units	95.7%
Rural Housing Units	4.3%

### 2020 Population By Urban/ Rural Status

Total	76,417
Urban Population	94.8%
Rural Population	5.2%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.



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Top 3 Tapestry Segments	
1.	Dorms to Diplomas (14C)
2.	College Towns (14B)
3.	Boomburbs (1C)
2023 Consumer Spending	
Apparel & Services: Total \$	\$57,786,790
Average Spent	\$1,791.89
Spending Potential Index	81
Education: Total \$	\$50,942,838
Average Spent	\$1,579.67
Spending Potential Index	88
Entertainment/Recreation: Total \$	\$90,131,820
Average Spent	\$2,794.87
Spending Potential Index	74
Food at Home: Total \$	\$165,748,240
Average Spent	\$5,139.64
Spending Potential Index	76
Food Away from Home: Total \$	\$98,330,017
Average Spent	\$3,049.09
Spending Potential Index	82
Health Care: Total \$	\$167,692,754
Average Spent	\$5,199.94
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$73,054,290
Average Spent	\$2,265.32
Spending Potential Index	77
Personal Care Products & Services: Total \$	\$24,326,847
Average Spent	\$754.34
Spending Potential Index	79
Shelter: Total \$	\$626,511,676
Average Spent	\$19,427.32
Spending Potential Index	78
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$70,553,586
Average Spent	\$2,187.78
Spending Potential Index	70
Travel: Total \$	\$54,235,934
Average Spent	\$1,681.79
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total \$	\$33,560,018
Average Spent	\$1,040.65
Spending Potential Index	79

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2019 and 2020 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** Esri forecasts for 2023 and 2028. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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