

## Market Profile

Auburn-Opelika, AL Metropolitan Statistical Area  
 Auburn-Opelika, AL Metropolitan Statistical Area (12220)  
 Geography: CBSA

Prepared by Esri

	Auburn-Opelik...
<b>Population Summary</b>	
2010 Total Population	161,699
2020 Total Population	193,773
2020 Group Quarters	7,441
2024 Total Population	206,325
2024 Group Quarters	7,391
2029 Total Population	218,063
2024-2029 Annual Rate	1.11%
2024 Total Daytime Population	191,558
Workers	80,316
Residents	111,242
<b>Household Summary</b>	
2010 Households	64,181
2010 Average Household Size	2.42
2020 Total Households	76,693
2020 Average Household Size	2.43
2024 Households	81,762
2024 Average Household Size	2.43
2029 Households	86,425
2029 Average Household Size	2.44
2024-2029 Annual Rate	1.12%
2010 Families	38,743
2010 Average Family Size	3.03
2024 Families	48,774
2024 Average Family Size	3.06
2029 Families	51,457
2029 Average Family Size	3.06
2024-2029 Annual Rate	1.08%
<b>Housing Unit Summary</b>	
2000 Housing Units	60,998
Owner Occupied Housing Units	56.5%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	10.3%
2010 Housing Units	72,650
Owner Occupied Housing Units	54.5%
Renter Occupied Housing Units	33.8%
Vacant Housing Units	11.7%
2020 Housing Units	84,460
Owner Occupied Housing Units	53.2%
Renter Occupied Housing Units	37.6%
Vacant Housing Units	9.2%
2024 Housing Units	90,202
Owner Occupied Housing Units	53.7%
Renter Occupied Housing Units	36.9%
Vacant Housing Units	9.4%
2029 Housing Units	95,241
Owner Occupied Housing Units	54.0%
Renter Occupied Housing Units	36.8%
Vacant Housing Units	9.3%

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 15, 2025

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### Auburn-Opelik...

#### 2024 Households by Income

Household Income Base	81,762
<\$15,000	14.5%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	10.8%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	16.1%
\$150,000 - \$199,999	7.6%
\$200,000+	7.2%
Average Household Income	\$87,041

#### 2029 Households by Income

Household Income Base	86,425
<\$15,000	12.8%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	5.8%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	9.8%
\$200,000+	8.6%
Average Household Income	\$100,138

#### 2024 Owner Occupied Housing Units by Value

Total	48,448
<\$50,000	10.4%
\$50,000 - \$99,999	8.7%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	11.5%
\$200,000 - \$249,999	8.9%
\$250,000 - \$299,999	14.5%
\$300,000 - \$399,999	18.7%
\$400,000 - \$499,999	7.4%
\$500,000 - \$749,999	10.1%
\$750,000 - \$999,999	3.8%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$301,484

#### 2029 Owner Occupied Housing Units by Value

Total	51,394
<\$50,000	6.0%
\$50,000 - \$99,999	5.2%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	7.4%
\$200,000 - \$249,999	7.1%
\$250,000 - \$299,999	14.1%
\$300,000 - \$399,999	22.7%
\$400,000 - \$499,999	10.2%
\$500,000 - \$749,999	16.4%
\$750,000 - \$999,999	6.7%
\$1,000,000 - \$1,499,999	0.7%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$380,173

**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.

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April 15, 2025

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		Auburn-Opelik...
<b>Median Household Income</b>		
2024		\$60,383
2029		\$69,699
<b>Median Home Value</b>		
2024		\$267,912
2029		\$331,245
<b>Per Capita Income</b>		
2024		\$34,605
2029		\$39,794
<b>Median Age</b>		
2010		30.1
2020		31.4
2024		32.7
2029		33.9
<b>2020 Population by Age</b>		
Total		193,773
0 - 4		5.6%
5 - 9		5.9%
10 - 14		6.1%
15 - 24		22.5%
25 - 34		13.6%
35 - 44		11.4%
45 - 54		11.1%
55 - 64		10.8%
65 - 74		8.2%
75 - 84		3.7%
85 +		1.2%
18 +		78.8%
<b>2024 Population by Age</b>		
Total		206,325
0 - 4		5.5%
5 - 9		5.8%
10 - 14		5.8%
15 - 24		22.0%
25 - 34		14.0%
35 - 44		11.8%
45 - 54		10.8%
55 - 64		10.3%
65 - 74		8.3%
75 - 84		4.4%
85 +		1.3%
18 +		79.4%
<b>2029 Population by Age</b>		
Total		218,063
0 - 4		5.5%
5 - 9		5.3%
10 - 14		5.5%
15 - 24		21.0%
25 - 34		14.2%
35 - 44		12.0%
45 - 54		10.7%
55 - 64		10.1%
65 - 74		8.9%
75 - 84		5.3%
85 +		1.6%
18 +		80.4%

**Source:** Esri forecasts for 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 15, 2025

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Auburn-Opelik...	
<b>2020 Population by Sex</b>	
Males	94,077
Females	99,696
<b>2024 Population by Sex</b>	
Males	101,781
Females	104,544
<b>2029 Population by Sex</b>	
Males	107,030
Females	111,033
<b>2010 Population by Race/Ethnicity</b>	
Total	161,699
White Alone	63.9%
Black Alone	30.7%
American Indian Alone	0.3%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	1.5%
Hispanic Origin	3.0%
Diversity Index	52.6
<b>2020 Population by Race/Ethnicity</b>	
Total	193,773
White Alone	59.3%
Black Alone	28.4%
American Indian Alone	0.4%
Asian Alone	4.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.4%
Two or More Races	5.0%
Hispanic Origin	4.9%
Diversity Index	60.3
<b>2024 Population by Race/Ethnicity</b>	
Total	206,325
White Alone	58.8%
Black Alone	28.0%
American Indian Alone	0.4%
Asian Alone	4.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.6%
Two or More Races	5.4%
Hispanic Origin	5.3%
Diversity Index	61.3
<b>2029 Population by Race/Ethnicity</b>	
Total	218,063
White Alone	57.7%
Black Alone	28.2%
American Indian Alone	0.4%
Asian Alone	5.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.8%
Two or More Races	5.7%
Hispanic Origin	5.8%
Diversity Index	62.7

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 15, 2025

		Auburn-Opelik...
<b>2020 Population by Relationship and Household Type</b>		
Total		193,773
In Households		96.2%
Householder		39.6%
Opposite-Sex Spouse		15.9%
Same-Sex Spouse		0.1%
Opposite-Sex Unmarried Partner		1.9%
Same-Sex Unmarried Partner		0.1%
Biological Child		24.6%
Adopted Child		0.6%
Stepchild		1.2%
Grandchild		2.5%
Brother or Sister		1.2%
Parent		0.8%
Parent-in-law		0.2%
Son-in-law or Daughter-in-law		0.3%
Other Relatives		1.1%
Foster Child		0.1%
Other Nonrelatives		5.9%
In Group Quarters		3.8%
Institutionalized		0.4%
Noninstitutionalized		3.4%
<b>2024 Population 25+ by Educational Attainment</b>		
Total		125,784
Less than 9th Grade		1.9%
9th - 12th Grade, No Diploma		5.4%
High School Graduate		18.6%
GED/Alternative Credential		4.4%
Some College, No Degree		18.5%
Associate Degree		9.7%
Bachelor's Degree		22.8%
Graduate/Professional Degree		18.6%
<b>2024 Population 15+ by Marital Status</b>		
Total		171,151
Never Married		40.6%
Married		47.2%
Widowed		4.2%
Divorced		8.0%
<b>2024 Civilian Population 16+ in Labor Force</b>		
Civilian Population 16+		99,465
Population 16+ Employed		96.1%
Population 16+ Unemployment rate		3.9%
Population 16-24 Employed		22.0%
Population 16-24 Unemployment rate		6.3%
Population 25-54 Employed		60.2%
Population 25-54 Unemployment rate		2.1%
Population 55-64 Employed		12.8%
Population 55-64 Unemployment rate		6.5%
Population 65+ Employed		5.1%
Population 65+ Unemployment rate		7.3%

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April 15, 2025

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#### 2024 Employed Population 16+ by Industry

Total	95,571
Agriculture/Mining	0.5%
Construction	5.4%
Manufacturing	12.8%
Wholesale Trade	0.9%
Retail Trade	10.3%
Transportation/Utilities	4.3%
Information	0.9%
Finance/Insurance/Real Estate	6.3%
Services	54.1%
Public Administration	4.3%

#### 2024 Employed Population 16+ by Occupation

Total	95,571
White Collar	62.7%
Management/Business/Financial	16.2%
Professional	29.2%
Sales	7.6%
Administrative Support	9.7%
Services	17.3%
Blue Collar	20.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	3.5%
Production	6.6%
Transportation/Material Moving	6.2%

#### 2020 Households by Type

Total	76,693
Married Couple Households	40.5%
With Own Children <18	16.1%
Without Own Children <18	24.4%
Cohabiting Couple Households	5.1%
With Own Children <18	1.5%
Without Own Children <18	3.5%
Male Householder, No Spouse/Partner	22.9%
Living Alone	14.2%
65 Years and over	2.9%
With Own Children <18	1.7%
Without Own Children <18, With Relatives	2.9%
No Relatives Present	4.1%
Female Householder, No Spouse/Partner	31.5%
Living Alone	15.3%
65 Years and over	5.7%
With Own Children <18	6.2%
Without Own Children <18, With Relatives	6.9%
No Relatives Present	3.2%

#### 2020 Households by Size

Total	76,693
1 Person Household	29.5%
2 Person Household	32.4%
3 Person Household	16.7%
4 Person Household	13.3%
5 Person Household	5.2%
6 Person Household	1.9%
7 + Person Household	1.0%

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		Auburn-Opelik...
<b>2020 Households by Tenure and Mortgage Status</b>		
Total		76,693
Owner Occupied		58.6%
Owned with a Mortgage/Loan		37.9%
Owned Free and Clear		20.8%
Renter Occupied		41.4%
<b>2024 Affordability, Mortgage and Wealth</b>		
Housing Affordability Index		94
Percent of Income for Mortgage		27.8%
Wealth Index		71
<b>2020 Housing Units By Urban/ Rural Status</b>		
Total		84,460
Urban Housing Units		71.2%
Rural Housing Units		28.8%
<b>2020 Population By Urban/ Rural Status</b>		
Total		193,773
Urban Population		70.8%
Rural Population		29.2%

**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.

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April 15, 2025

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### Auburn-Opelik...

#### Top 3 Tapestry Segments

1.	Middleburg (4C)
2.	Southern Satellites (10A)
3.	Dorms to Diplomas (14C)

#### 2024 Consumer Spending

Apparel & Services: Total \$	\$155,486,145
Average Spent	\$1,901.69
Spending Potential Index	80
Education: Total \$	\$108,057,268
Average Spent	\$1,321.61
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$259,266,113
Average Spent	\$3,170.99
Spending Potential Index	78
Food at Home: Total \$	\$477,389,208
Average Spent	\$5,838.77
Spending Potential Index	80
Food Away from Home: Total \$	\$258,798,137
Average Spent	\$3,165.26
Spending Potential Index	81
Health Care: Total \$	\$500,672,875
Average Spent	\$6,123.54
Spending Potential Index	80
HH Furnishings & Equipment: Total \$	\$206,513,583
Average Spent	\$2,525.79
Spending Potential Index	80
Personal Care Products & Services: Total \$	\$63,591,672
Average Spent	\$777.77
Spending Potential Index	78
Shelter: Total \$	\$1,653,422,598
Average Spent	\$20,222.38
Spending Potential Index	76
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$227,316,015
Average Spent	\$2,780.22
Spending Potential Index	79
Travel: Total \$	\$184,536,943
Average Spent	\$2,257.00
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$98,980,325
Average Spent	\$1,210.59
Spending Potential Index	82

**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 2024 and 2029. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

April 15, 2025