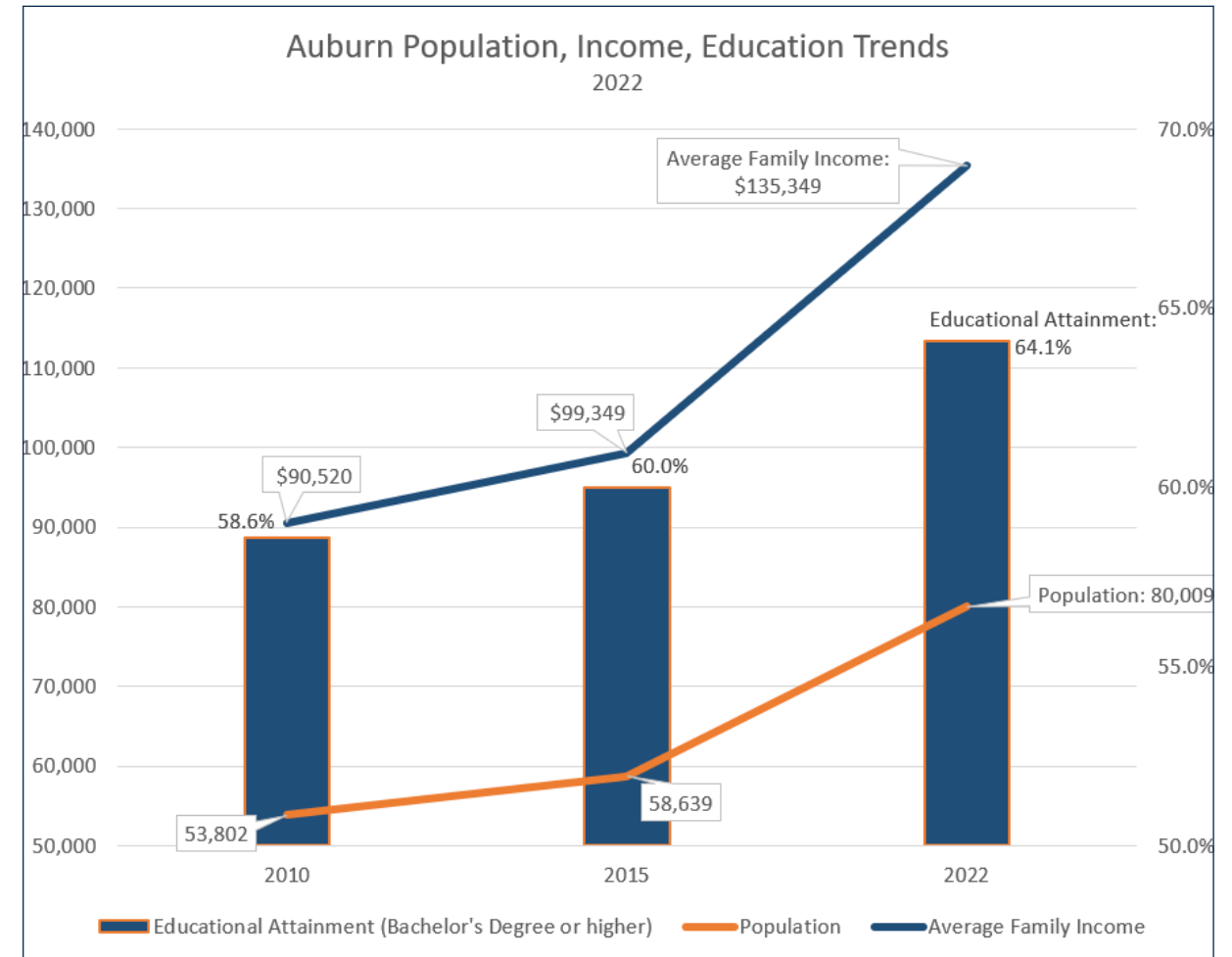
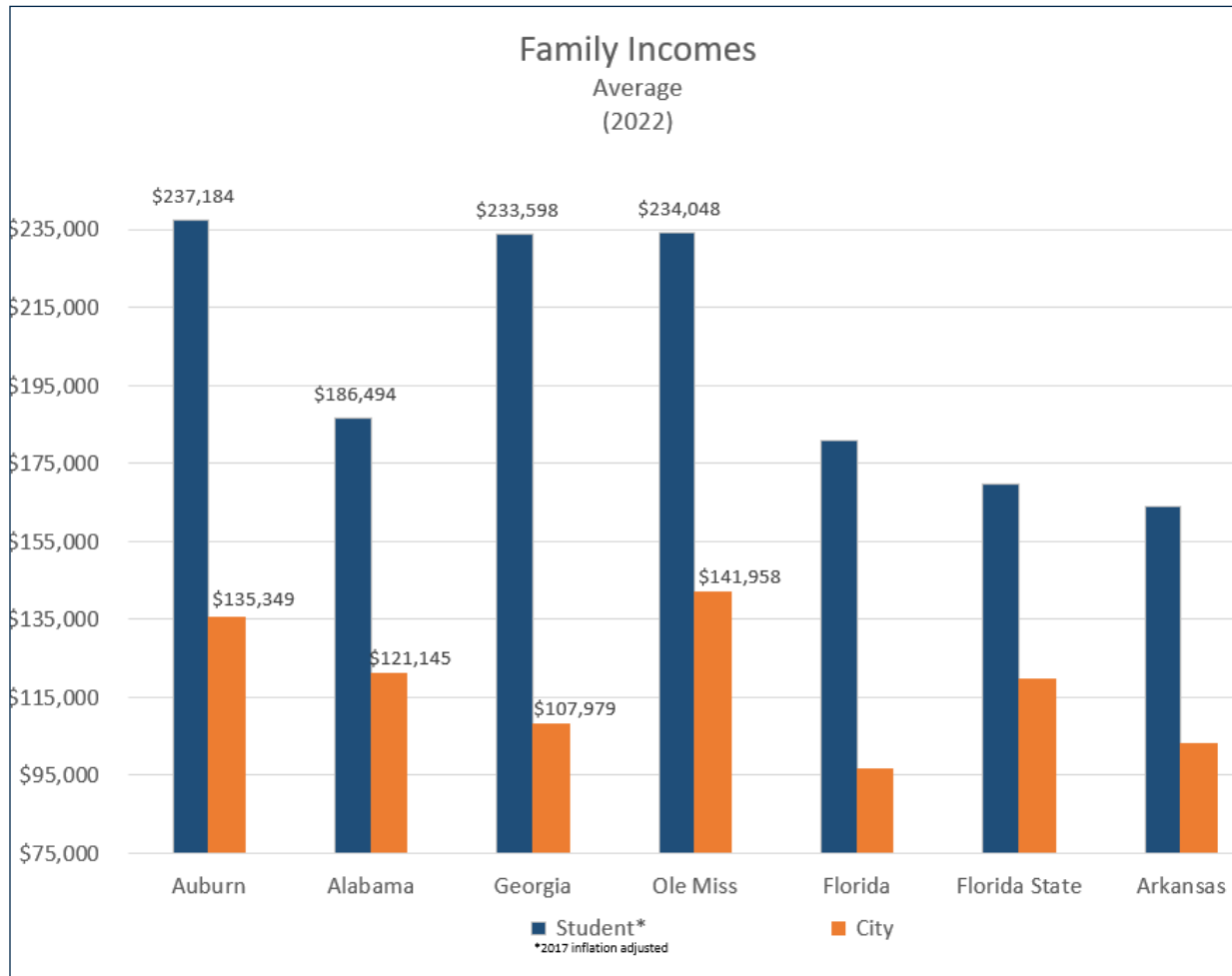


COLLEGE TOWN COMPARISON

Auburn is a leader in nearly every category in income, education, and growth when compared to its peers. Auburn has the highest average family income for both non-student and student populations. Educational attainment (Bachelor's degree or higher) is higher than peer college towns, some by more than 50%. These strong metrics have continued to trend upward, in-line with Auburn's 48% population growth over the past dozen years. This growth also puts Auburn as the fastest growing city amongst its peers. These data points provide context to ever increasing purchasing power in Auburn which has propelled the city's thriving and growing commercial sector.



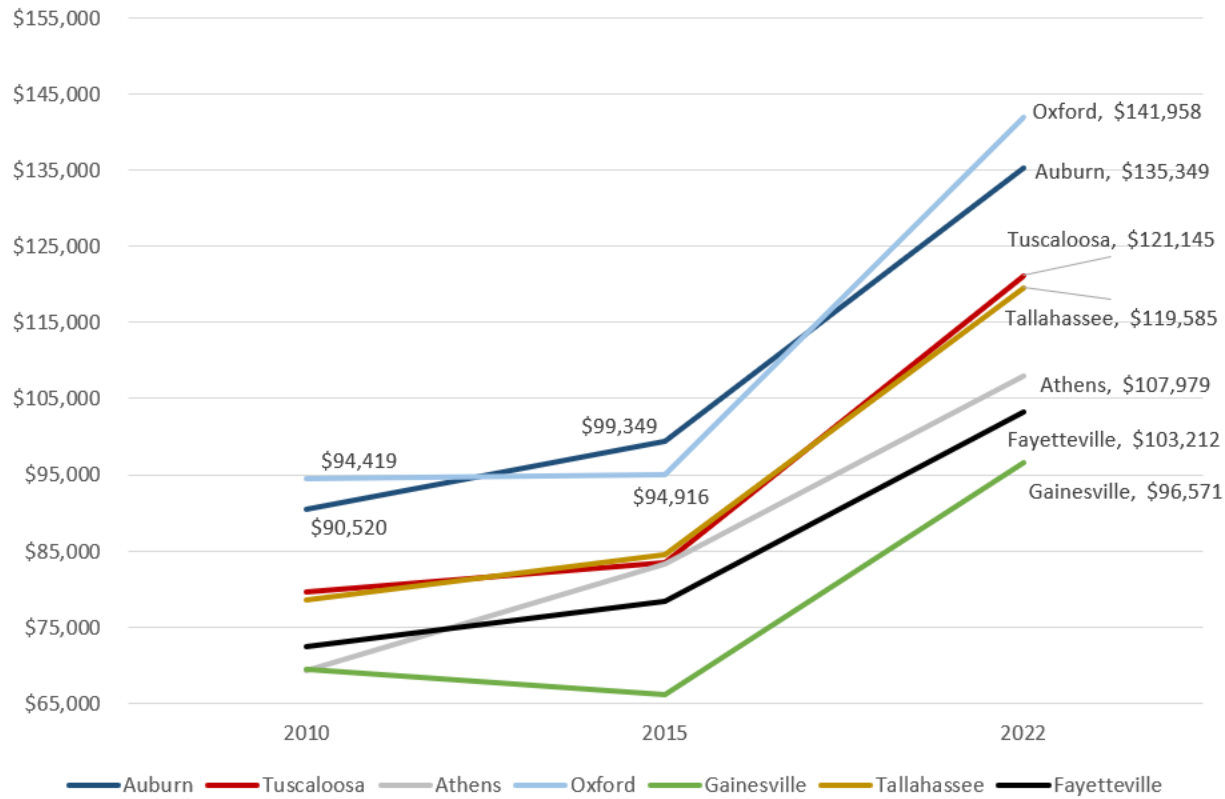
Source: U.S. Census Bureau 2022 ACS; *Harvard University, 2017 inflation adjusted



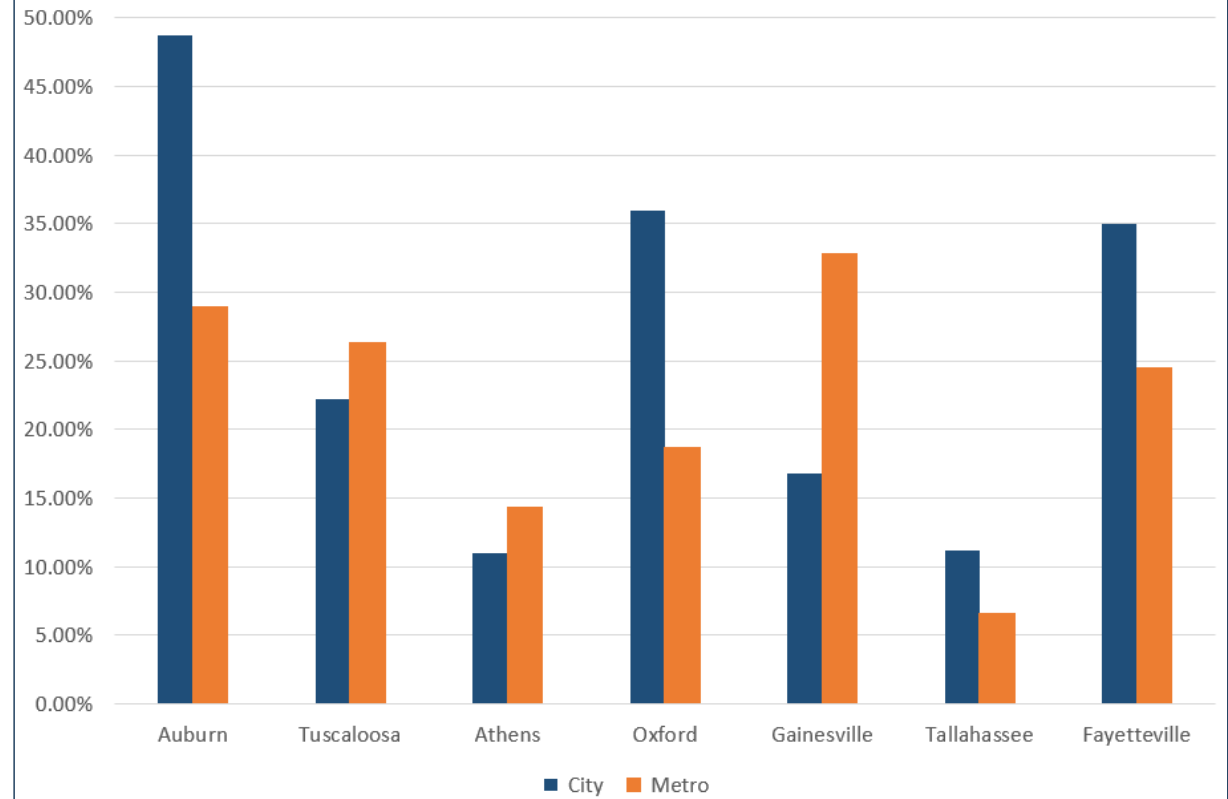
City of Auburn

COLLEGE TOWN COMPARISON

Family Incomes
Average by City



Population Growth
2010-2022



Source: U.S. Census Bureau 2022 ACS



DATA

Income and Education							
University	City				Metro		
	City	Population	Average Family Income	Bachelor's + (Pop. 25+)	Population	Average Family Income	Bachelor's + (Pop. 25+)
Auburn	Auburn	80,009	\$ 135,349	64.1%	180,773	\$ 110,556	42.3%
Alabama	Tuscaloosa	110,598	\$ 121,145	42.4%	277,274	\$ 102,003	31.2%
Georgia	Athens	95,918	\$ 107,979	51.9%	220,191	\$ 115,074	42.9%
Ole Miss	Oxford	25,713	\$ 141,958	58.5%	56,172	\$ 116,795	45.1%
Florida	Gainesville	145,212	\$ 96,571	50.1%	350,903	\$ 114,391	41.9%
Florida State	Tallahassee	201,728	\$ 119,585	51.9%	391,680	\$ 115,289	40.2%
Arkansas	Fayetteville	99,288	\$ 103,212	47.3%	576,724	\$ 115,227	36.3%

University Students							
University	Total Students	Average Family Income*	Average Income Percentile	Students from Top Incomes			
				1%	5%	10%	20%
Auburn	33,015	\$ 237,184	80.0	6.2%	28.0%	45.0%	65.0%
Alabama	39,623	\$ 186,494	76.0	5.8%	24.0%	39.0%	59.0%
Georgia	40,118	\$ 233,598	76.0	5.1%	25.0%	40.0%	59.0%
Ole Miss	24,710	\$ 234,048	72.0	5.7%	24.0%	36.0%	53.0%
Florida	55,211	\$ 180,817	70.0	3.2%	17.0%	30.0%	48.0%
Florida State	42,030	\$ 169,726	72.0	2.5%	17.0%	31.0%	51.0%
Arkansas	32,140	\$ 163,784	74.0	3.2%	20.0%	34.0%	53.0%

Source: U.S. Census Bureau 2022 ACS; *Harvard University, 2017 inflation adjusted

