



# Market Profile

Lee County, AL 4  
Lee County, AL (01081)  
Geography: County

Prepared by Esri

Lee County, A...

Population Summary	
2010 Total Population	140,247
2020 Total Population	174,241
2020 Group Quarters	5,373
2023 Total Population	184,831
2023 Group Quarters	5,373
2028 Total Population	194,627
2023-2028 Annual Rate	1.04%
2023 Total Daytime Population	168,869
Workers	68,341
Residents	100,528
Household Summary	
2010 Households	55,682
2010 Average Household Size	2.44
2020 Total Households	68,728
2020 Average Household Size	2.46
2023 Households	73,281
2023 Average Household Size	2.45
2028 Households	77,679
2028 Average Household Size	2.44
2023-2028 Annual Rate	1.17%
2010 Families	33,692
2010 Average Family Size	3.03
2023 Families	42,166
2023 Average Family Size	3.13
2028 Families	44,418
2028 Average Family Size	3.11
2023-2028 Annual Rate	1.05%
Housing Unit Summary	
2000 Housing Units	50,349
Owner Occupied Housing Units	56.4%
Renter Occupied Housing Units	34.4%
Vacant Housing Units	9.2%
2010 Housing Units	62,391
Owner Occupied Housing Units	54.8%
Renter Occupied Housing Units	34.4%
Vacant Housing Units	10.8%
2020 Housing Units	74,856
Owner Occupied Housing Units	53.3%
Renter Occupied Housing Units	38.5%
Vacant Housing Units	8.2%
2023 Housing Units	79,769
Owner Occupied Housing Units	59.9%
Renter Occupied Housing Units	32.0%
Vacant Housing Units	8.1%
2028 Housing Units	83,980
Owner Occupied Housing Units	61.1%
Renter Occupied Housing Units	31.4%
Vacant Housing Units	7.5%

**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	73,281
<\$15,000	16.5%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	14.1%
\$50,000 - \$74,999	17.7%
\$75,000 - \$99,999	12.4%
\$100,000 - \$149,999	12.8%
\$150,000 - \$199,999	6.6%
\$200,000+	5.3%
Average Household Income	\$80,601

### 2028 Households by Income

Household Income Base	77,679
<\$15,000	14.5%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	13.0%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	8.7%
\$200,000+	6.3%
Average Household Income	\$92,638

### 2023 Owner Occupied Housing Units by Value

Total	47,787
<\$50,000	12.1%
\$50,000 - \$99,999	7.8%
\$100,000 - \$149,999	13.9%
\$150,000 - \$199,999	10.4%
\$200,000 - \$249,999	11.1%
\$250,000 - \$299,999	8.2%
\$300,000 - \$399,999	20.5%
\$400,000 - \$499,999	7.3%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	3.0%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.4%
Average Home Value	\$267,293

### 2028 Owner Occupied Housing Units by Value

Total	51,338
<\$50,000	11.0%
\$50,000 - \$99,999	7.2%
\$100,000 - \$149,999	12.7%
\$150,000 - \$199,999	9.5%
\$200,000 - \$249,999	10.1%
\$250,000 - \$299,999	8.8%
\$300,000 - \$399,999	21.9%
\$400,000 - \$499,999	8.6%
\$500,000 - \$749,999	5.6%
\$750,000 - \$999,999	3.5%
\$1,000,000 - \$1,499,999	0.6%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.4%
Average Home Value	\$285,452

**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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## Lee County, A...

<b>Median Household Income</b>	
2023	\$55,164
2028	\$62,211
<b>Median Home Value</b>	
2023	\$225,908
2028	\$247,149
<b>Per Capita Income</b>	
2023	\$32,054
2028	\$37,067
<b>Median Age</b>	
2010	29.5
2020	31.4
2023	31.9
2028	32.7
<b>2020 Population by Age</b>	
Total	174,241
0 - 4	5.8%
5 - 9	6.1%
10 - 14	6.3%
15 - 24	22.6%
25 - 34	13.9%
35 - 44	11.6%
45 - 54	11.0%
55 - 64	10.4%
65 - 74	7.7%
75 - 84	3.5%
85 +	1.2%
18 +	78.3%
<b>2023 Population by Age</b>	
Total	184,831
0 - 4	5.4%
5 - 9	5.7%
10 - 14	5.7%
15 - 24	22.8%
25 - 34	14.5%
35 - 44	12.0%
45 - 54	10.5%
55 - 64	10.4%
65 - 74	8.3%
75 - 84	3.6%
85 +	1.1%
18 +	79.8%
<b>2028 Population by Age</b>	
Total	194,627
0 - 4	5.4%
5 - 9	5.5%
10 - 14	5.7%
15 - 24	22.5%
25 - 34	13.8%
35 - 44	12.1%
45 - 54	10.6%
55 - 64	9.7%
65 - 74	8.7%
75 - 84	4.6%
85 +	1.3%
18 +	79.9%
<b>2020 Population by Sex</b>	

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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	<b>Lee County, A...</b>
Males	85,241
Females	89,000
<b>2023 Population by Sex</b>	
Males	91,950
Females	92,881
<b>2028 Population by Sex</b>	
Males	96,628
Females	97,999
<b>2010 Population by Race/Ethnicity</b>	
Total	140,247
White Alone	71.3%
Black Alone	22.7%
American Indian Alone	0.3%
Asian Alone	2.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	1.6%
Hispanic Origin	3.3%
Diversity Index	47.4
<b>2020 Population by Race/Ethnicity</b>	
Total	174,241
White Alone	64.1%
Black Alone	22.7%
American Indian Alone	0.4%
Asian Alone	4.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.5%
Two or More Races	5.3%
Hispanic Origin	5.2%
Diversity Index	57.8
<b>2023 Population by Race/Ethnicity</b>	
Total	184,831
White Alone	63.3%
Black Alone	22.8%
American Indian Alone	0.4%
Asian Alone	5.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.7%
Two or More Races	5.6%
Hispanic Origin	5.7%
Diversity Index	59.1
<b>2028 Population by Race/Ethnicity</b>	
Total	194,627
White Alone	62.0%
Black Alone	23.0%
American Indian Alone	0.5%
Asian Alone	5.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.0%
Two or More Races	6.1%
Hispanic Origin	6.3%
Diversity Index	60.8

**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.

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**Lee County, A...**

<b>2020 Population by Relationship and Household Type</b>	
Total	174,241
In Households	96.9%
Householder	39.4%
Opposite-Sex Spouse	16.6%
Same-Sex Spouse	0.1%
Opposite-Sex Unmarried Partner	1.9%
Same-Sex Unmarried Partner	0.1%
Biological Child	24.9%
Adopted Child	0.6%
Stepchild	1.3%
Grandchild	2.3%
Brother or Sister	1.2%
Parent	0.8%
Parent-in-law	0.2%
Son-in-law or Daughter-in-law	0.3%
Other Relatives	1.0%
Foster Child	0.1%
Other Nonrelatives	6.2%
In Group Quarters	3.1%
Institutionalized	0.4%
Noninstitutionalized	2.7%
<b>2023 Population 25+ by Educational Attainment</b>	
Total	111,709
Less than 9th Grade	2.3%
9th - 12th Grade, No Diploma	5.2%
High School Graduate	19.1%
GED/Alternative Credential	4.2%
Some College, No Degree	18.4%
Associate Degree	10.2%
Bachelor's Degree	21.4%
Graduate/Professional Degree	19.1%
<b>2023 Population 15+ by Marital Status</b>	
Total	153,855
Never Married	40.9%
Married	46.0%
Widowed	4.1%
Divorced	9.0%
<b>2023 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	88,685
Population 16+ Employed	95.8%
Population 16+ Unemployment rate	4.2%
Population 16-24 Employed	23.1%
Population 16-24 Unemployment rate	5.7%
Population 25-54 Employed	60.1%
Population 25-54 Unemployment rate	2.3%
Population 55-64 Employed	12.3%
Population 55-64 Unemployment rate	8.5%
Population 65+ Employed	4.5%
Population 65+ Unemployment rate	8.3%

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

**Lee County, A...**

<b>2023 Employed Population 16+ by Industry</b>	
Total	84,979
Agriculture/Mining	0.5%
Construction	5.9%
Manufacturing	12.0%
Wholesale Trade	1.0%
Retail Trade	10.9%
Transportation/Utilities	4.6%
Information	1.0%
Finance/Insurance/Real Estate	6.3%
Services	54.4%
Public Administration	3.5%
<b>2023 Employed Population 16+ by Occupation</b>	
Total	84,979
White Collar	62.7%
Management/Business/Financial	16.6%
Professional	28.7%
Sales	7.4%
Administrative Support	10.0%
Services	17.2%
Blue Collar	20.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.0%
Installation/Maintenance/Repair	3.7%
Production	6.3%
Transportation/Material Moving	6.0%
<b>2020 Households by Type</b>	
Total	68,728
Married Couple Households	42.3%
With Own Children <18	17.3%
Without Own Children <18	25.0%
Cohabiting Couple Households	5.1%
With Own Children <18	1.5%
Without Own Children <18	3.6%
Male Householder, No Spouse/Partner	22.6%
Living Alone	13.8%
65 Years and over	2.5%
With Own Children <18	1.7%
Without Own Children <18, With Relatives	2.7%
No Relatives Present	4.5%
Female Householder, No Spouse/Partner	30.0%
Living Alone	14.7%
65 Years and over	5.2%
With Own Children <18	5.9%
Without Own Children <18, With Relatives	6.1%
No Relatives Present	3.3%
<b>2020 Households by Size</b>	
Total	68,728
1 Person Household	28.4%
2 Person Household	32.7%
3 Person Household	16.9%
4 Person Household	13.8%
5 Person Household	5.4%
6 Person Household	1.9%
7 + Person Household	1.0%

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	68,728
Owner Occupied	58.1%
Owned with a Mortgage/Loan	38.7%
Owned Free and Clear	19.4%
Renter Occupied	41.9%
2023 Affordability, Mortgage and Wealth	
Housing Affordability Index	105
Percent of Income for Mortgage	24.6%
Wealth Index	67
2020 Housing Units By Urban/ Rural Status	
Total	74,856
Urban Housing Units	74.5%
Rural Housing Units	25.5%
2020 Population By Urban/ Rural Status	
Total	174,241
Urban Population	73.6%
Rural Population	26.4%

**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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## Lee County, A...

Top 3 Tapestry Segments	
1.	Middleburg (4C)
2.	Southern Satellites (10A)
3.	Dorms to Diplomas (14C)
2023 Consumer Spending	
Apparel & Services: Total \$	\$125,389,306
Average Spent	\$1,711.08
Spending Potential Index	78
Education: Total \$	\$100,342,177
Average Spent	\$1,369.28
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$208,712,215
Average Spent	\$2,848.11
Spending Potential Index	75
Food at Home: Total \$	\$379,689,471
Average Spent	\$5,181.28
Spending Potential Index	76
Food Away from Home: Total \$	\$215,145,709
Average Spent	\$2,935.90
Spending Potential Index	79
Health Care: Total \$	\$410,433,902
Average Spent	\$5,600.82
Spending Potential Index	76
HH Furnishings & Equipment: Total \$	\$165,661,673
Average Spent	\$2,260.64
Spending Potential Index	76
Personal Care Products & Services: Total \$	\$53,698,948
Average Spent	\$732.78
Spending Potential Index	77
Shelter: Total \$	\$1,366,662,549
Average Spent	\$18,649.62
Spending Potential Index	75
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$171,270,819
Average Spent	\$2,337.18
Spending Potential Index	75
Travel: Total \$	\$123,447,356
Average Spent	\$1,684.58
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total \$	\$76,048,497
Average Spent	\$1,037.77
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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