

CITY OF AUBURN DEMOGRAPHIC PROFILE



WELCOME

Home to Auburn University, the city of Auburn offers many of the amenities of a larger city while maintaining the small town feel.

Auburn is a great place for commerce. A positive business-friendly environment, a skilled workforce, an excellent education system and a high quality of life have all fueled the MSA's business boom over the past several years. Auburn is known as one of the more progressive cities in the south with a nationally ranked public school system and a diverse population. Auburn University creates a significant international presence with more than 500 international employees and close to 2,235 international students enrolled. Since 1994, 28 international corporations have made the city of Auburn their home. Many other foreign nationals also live and work in the community, and it is estimated that two of three Auburn residents are from other parts of the country creating a cosmopolitan feel.

Auburn University's presence makes the town quite different from most small cities.

A sense of community pride is created from the university as Auburn citizens and local alumni proudly identify themselves as being from Auburn, home of Auburn University. As a member of one of the nation's top collegiate athletic conferences (SEC), the University hosts major sporting events year-round. These sporting events generate a tremendous amount of excitement and entertainment for area residents. Auburn University offers many other activities of interest including art shows, theatre, speakers, and concerts. In addition to providing these local amenities, Auburn University is an economic engine for the City. According to the City's most recent economic impact study, Auburn University and its alumni contributed about \$4.85 billion in economic impact directly and indirectly to the State of Alabama, with football tourism generating an estimated economic impact of \$173 million for the Auburn area.



LOCATION

The city of Auburn is conveniently located along Interstate 85 in East Central Alabama (Lee County), at the junction of the Piedmont Plateau and Coastal Plains.



The Atlanta International Airport (the world's busiest airport) is only a 1.5 hour drive, and the Gulf of Mexico, one of the world's most popular vacation spots, is only a 3.5 hour drive.

APPROXIMATE DISTANCE & DRIVE TIME TO SELECTED CITIES:

Tuscaloosa, AL - 170 miles, 3 hrs	Athens, GA - 180 miles, 3 hrs	Tallahassee, FL - 190 miles, 4 hrs
Panama City, FL - 200 miles, 4 hrs	Chattanooga, TN - 200 miles, 3.5 hrs	Huntsville, AL - 220 miles, 3.5 hrs
Mobile, AL - 220 miles, 3.5 hrs	Pensacola, FL - 220 miles, 3.5 hrs	Biloxi, MS - 280 miles, 4 hrs
Savannah, GA - 280 miles, 4.5 hrs	Jackson, MS - 300 miles, 5 hrs	Columbia, SC - 320 miles, 4.5 hrs
Gainesville, FL - 320 miles, 5 hrs	Knoxville, TN - 320 miles, 4.5 hrs	Jacksonville, FL - 330 miles, 5.5 hrs
Nashville, TN - 330 miles, 5 hrs	Charlotte, NC - 350 miles, 5.5 hrs	Memphis, TN - 350 miles, 5.5 hrs
New Orleans, LA - 360 miles, 5.5 hrs	Charleston, SC - 380 miles, 6.5 hrs	Orlando, FL - 420 miles, 6.5 hrs

Auburn enjoys a warm and sunny climate with mild winters. The average annual temperature is 64°F (18°C), and the average annual rainfall is 53 in (1,346 mm).

AVERAGE SEASONAL TEMPERATURE:

	Average High	Average Low
Winter	58°F (14°C)	36°F (2°C)
Spring	74°F (23°C)	52°F (11°C)
Summer	89°F (32°C)	69°F (21°C)
Fall	78°F (26°C)	54°F (12°C)
ANNUAL	75°F (24°C)	53°F (12°C)



Demographic and Income Profile

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

Prepared by Esri

Summary	Census 2010	2018	2023
Population	53,402	63,906	69,553
Households	22,119	26,222	28,596
Families	9,907	11,561	12,592
Average Household Size	2.24	2.27	2.28
Owner Occupied Housing Units	9,819	10,227	11,554
Renter Occupied Housing Units	12,300	15,995	17,042
Median Age	24.0	24.5	24.8
Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.71%	0.42%	0.83%
Households	1.75%	0.44%	0.79%
Families	1.72%	0.29%	0.71%
Owner HHs	2.47%	0.72%	1.16%
Median Household Income	2.32%	2.38%	2.50%

Households by Income	2018		2023	
	Number	Percent	Number	Percent
<\$15,000	6,626	25.3%	6,516	22.8%
\$15,000 - \$24,999	3,065	11.7%	3,108	10.9%
\$25,000 - \$34,999	2,853	10.9%	3,000	10.5%
\$35,000 - \$49,999	2,967	11.3%	3,201	11.2%
\$50,000 - \$74,999	3,019	11.5%	3,435	12.0%
\$75,000 - \$99,999	2,564	9.8%	3,107	10.9%
\$100,000 - \$149,999	2,867	10.9%	3,596	12.6%
\$150,000 - \$199,999	1,208	4.6%	1,427	5.0%
\$200,000+	1,052	4.0%	1,205	4.2%
Median Household Income	\$37,228		\$41,756	
Average Household Income	\$61,971		\$68,522	
Per Capita Income	\$26,440		\$29,180	

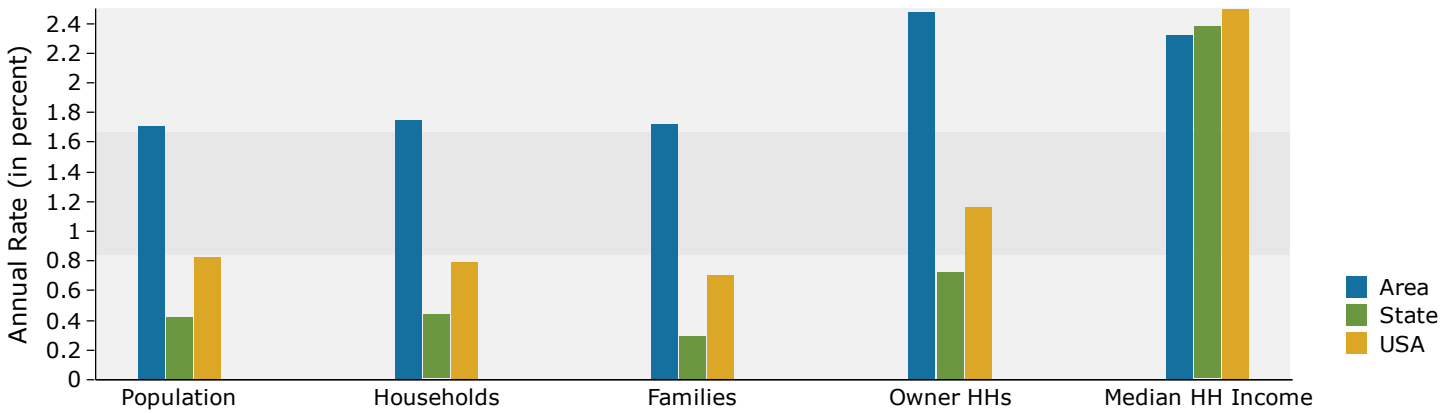
Population by Age	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,643	4.9%	2,945	4.6%	3,263	4.7%
5 - 9	2,607	4.9%	2,943	4.6%	3,122	4.5%
10 - 14	2,555	4.8%	2,901	4.5%	3,136	4.5%
15 - 19	6,785	12.7%	7,598	11.9%	8,109	11.7%
20 - 24	15,030	28.1%	17,197	26.9%	17,700	25.4%
25 - 34	7,146	13.4%	9,151	14.3%	9,976	14.3%
35 - 44	5,186	9.7%	5,927	9.3%	6,797	9.8%
45 - 54	4,398	8.2%	5,148	8.1%	5,705	8.2%
55 - 64	3,389	6.3%	4,618	7.2%	4,952	7.1%
65 - 74	1,946	3.6%	3,230	5.1%	3,997	5.7%
75 - 84	1,161	2.2%	1,521	2.4%	1,983	2.9%
85+	556	1.0%	727	1.1%	815	1.2%

Race and Ethnicity	Census 2010		2018		2023	
	Number	Percent	Number	Percent	Number	Percent
White Alone	40,084	75.1%	45,251	70.8%	47,092	67.7%
Black Alone	8,841	16.6%	11,289	17.7%	12,406	17.8%
American Indian Alone	149	0.3%	157	0.2%	167	0.2%
Asian Alone	2,825	5.3%	4,941	7.7%	7,070	10.2%
Pacific Islander Alone	16	0.0%	15	0.0%	16	0.0%
Some Other Race Alone	610	1.1%	944	1.5%	1,141	1.6%
Two or More Races	877	1.6%	1,310	2.0%	1,661	2.4%
Hispanic Origin (Any Race)	1,551	2.9%	2,344	3.7%	2,937	4.2%

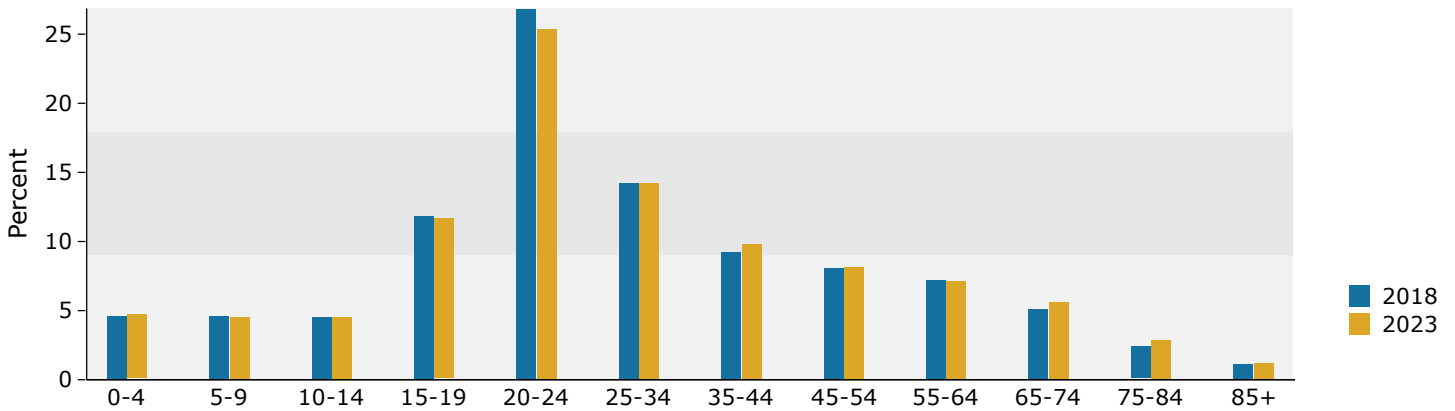
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

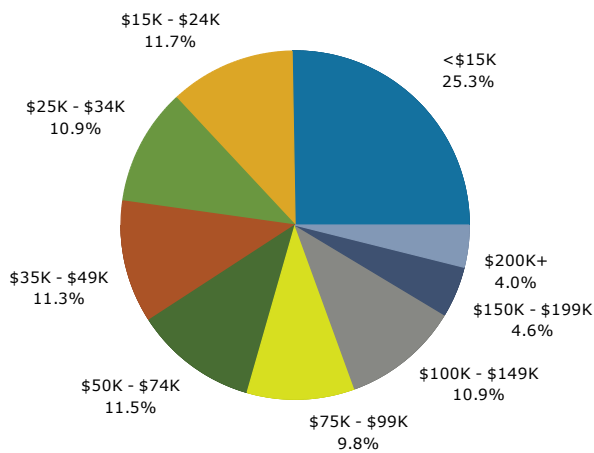
Trends 2018-2023



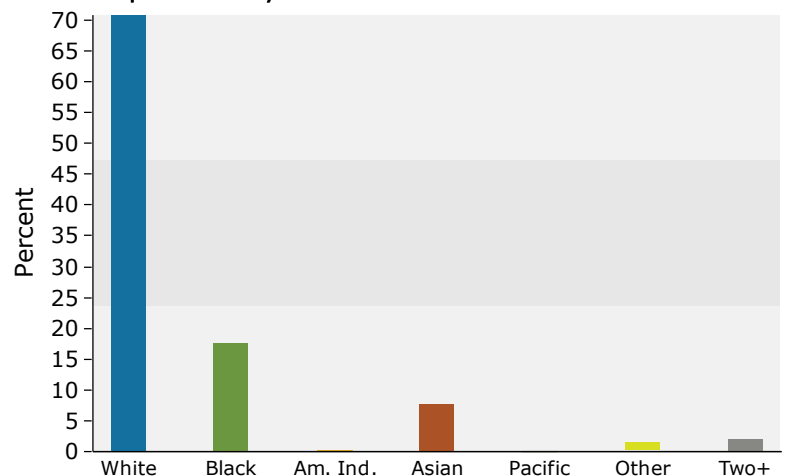
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 3.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.



ACS Population Summary

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

Prepared by Esri

	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	60,318		36	High
Total Households	22,061		600	High
Total Housing Units	25,722		652	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	58,566	100.0%	243	High
Enrolled in school	30,770	52.5%	1,178	High
Enrolled in nursery school, preschool	903	1.5%	236	Medium
Public school	436	0.7%	166	Medium
Private school	467	0.8%	180	Medium
Enrolled in kindergarten	748	1.3%	254	Medium
Public school	714	1.2%	248	Medium
Private school	34	0.1%	33	Low
Enrolled in grade 1 to grade 4	2,029	3.5%	315	High
Public school	1,885	3.2%	319	High
Private school	144	0.2%	73	Medium
Enrolled in grade 5 to grade 8	2,546	4.3%	349	High
Public school	2,352	4.0%	324	High
Private school	194	0.3%	118	Medium
Enrolled in grade 9 to grade 12	2,650	4.5%	323	High
Public school	2,518	4.3%	326	High
Private school	132	0.2%	83	Medium
Enrolled in college undergraduate years	17,922	30.6%	934	High
Public school	16,877	28.8%	968	High
Private school	1,045	1.8%	304	Medium
Enrolled in graduate or professional school	3,972	6.8%	533	High
Public school	3,636	6.2%	530	High
Private school	336	0.6%	164	Medium
Not enrolled in school	27,796	47.5%	926	High
POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE				
Total	4,454	100.0%	343	High
Living in Households	4,312	96.8%	350	High
Living in Family Households	3,224	72.4%	309	High
Householder	1,579	35.5%	167	High
Spouse	1,193	26.8%	154	High
Parent	295	6.6%	184	Medium
Parent-in-law	99	2.2%	92	Low
Other Relative	35	0.8%	40	Low
Nonrelative	23	0.5%	37	Low
Living in Nonfamily Households	1,088	24.4%	200	High
Householder	1,048	23.5%	178	High
Nonrelative	40	0.9%	3	Low
Living in Group Quarters	142	3.2%	86	Medium



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HOUSEHOLDS BY TYPE AND SIZE AND AGE				
Family Households	11,502	52.1%	491	High
2-Person	5,218	23.7%	391	High
3-Person	2,789	12.6%	370	High
4-Person	2,196	10.0%	294	High
5-Person	852	3.9%	221	Medium
6-Person	278	1.3%	133	Medium
7+ Person	169	0.8%	93	Medium
Nonfamily Households	10,559	47.9%	653	High
1-Person	6,717	30.4%	601	High
2-Person	2,605	11.8%	373	High
3-Person	818	3.7%	209	Medium
4-Person	404	1.8%	124	Medium
5-Person	0	0.0%	27	Low
6-Person	0	0.0%	27	Low
7+ Person	15	0.1%	24	Low
HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE				
Households with one or more people under 18 years	6,003	27.2%	404	High
Family households	5,995	27.2%	403	High
Married-couple family	4,002	18.1%	323	High
Male householder, no wife present	318	1.4%	167	Medium
Female householder, no husband present	1,675	7.6%	279	High
Nonfamily households	8	0.0%	11	Low
Households with no people under 18 years	16,058	72.8%	688	High
Married-couple family	4,208	19.1%	343	High
Other family	1,299	5.9%	239	High
Nonfamily households	10,551	47.8%	653	High
HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE				
Households with Pop 65+	3,091	14.0%	247	High
1-Person	1,026	4.7%	175	High
2+ Person Family	2,043	9.3%	198	High
2+ Person Nonfamily	22	0.1%	35	Low
Households with No Pop 65+	18,970	86.0%	585	High
1-Person	5,691	25.8%	552	High
2+ Person Family	9,459	42.9%	506	High
2+ Person Nonfamily	3,820	17.3%	380	High



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	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	57,201	100.0%	366	
5 to 17 years				
Speak only English	6,993	12.2%	540	
Speak Spanish	253	0.4%	195	
Speak English "very well" or "well"	253	0.4%	238	
Speak English "not well"	0	0.0%	27	
Speak English "not at all"	0	0.0%	27	
Speak other Indo-European languages	82	0.1%	74	
Speak English "very well" or "well"	59	0.1%	66	
Speak English "not well"	23	0.0%	36	
Speak English "not at all"	0	0.0%	27	
Speak Asian and Pacific Island languages	528	0.9%	163	
Speak English "very well" or "well"	429	0.7%	144	
Speak English "not well"	99	0.2%	67	
Speak English "not at all"	0	0.0%	27	
Speak other languages	69	0.1%	65	
Speak English "very well" or "well"	69	0.1%	65	
Speak English "not well"	0	0.0%	27	
Speak English "not at all"	0	0.0%	27	
18 to 64 years				
Speak only English	39,042	68.3%	708	
Speak Spanish	1,837	3.2%	352	
Speak English "very well" or "well"	1,797	3.1%	358	
Speak English "not well"	40	0.1%	50	
Speak English "not at all"	0	0.0%	27	
Speak other Indo-European languages	996	1.7%	324	
Speak English "very well" or "well"	971	1.7%	280	
Speak English "not well"	25	0.0%	27	
Speak English "not at all"	0	0.0%	27	
Speak Asian and Pacific Island languages	2,351	4.1%	289	
Speak English "very well" or "well"	1,660	2.9%	285	
Speak English "not well"	630	1.1%	203	
Speak English "not at all"	61	0.1%	51	
Speak other languages	596	1.0%	335	
Speak English "very well" or "well"	485	0.8%	258	
Speak English "not well"	111	0.2%	126	
Speak English "not at all"	0	0.0%	27	
65 years and over				
Speak only English	3,964	6.9%	310	
Speak Spanish	172	0.3%	157	
Speak English "very well" or "well"	172	0.3%	156	
Speak English "not well"	0	0.0%	27	
Speak English "not at all"	0	0.0%	27	
Speak other Indo-European languages	115	0.2%	94	
Speak English "very well" or "well"	115	0.2%	91	
Speak English "not well"	0	0.0%	27	
Speak English "not at all"	0	0.0%	27	
Speak Asian and Pacific Island languages	190	0.3%	95	
Speak English "very well" or "well"	132	0.2%	87	
Speak English "not well"	18	0.0%	29	
Speak English "not at all"	40	0.1%	44	
Speak other languages	13	0.0%	20	
Speak English "very well" or "well"	13	0.0%	20	
Speak English "not well"	0	0.0%	27	
Speak English "not at all"	0	0.0%	27	

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: high medium low

April 26, 2019



ACS Population Summary

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

Prepared by Esri

	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	27,306	100.0%	987	High
Worked in state and in county of residence	22,896	83.8%	1,025	High
Worked in state and outside county of residence	3,262	11.9%	414	High
Worked outside state of residence	1,148	4.2%	269	Medium
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	27,306	100.0%	987	High
Drove alone	22,019	80.6%	905	High
Carpooled	2,090	7.7%	451	Medium
Public transportation (excluding taxicab)	469	1.7%	152	Medium
Bus or trolley bus	469	1.7%	152	Medium
Streetcar or trolley car	0	0.0%	27	
Subway or elevated	0	0.0%	27	
Railroad	0	0.0%	27	
Ferryboat	0	0.0%	27	
Taxicab	0	0.0%	27	
Motorcycle	112	0.4%	77	Low
Bicycle	149	0.5%	125	Low
Walked	1,326	4.9%	327	Medium
Other means	141	0.5%	122	Low
Worked at home	1,000	3.7%	245	Medium
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	26,306	100.0%	990	High
Less than 5 minutes	975	3.7%	290	Medium
5 to 9 minutes	4,333	16.5%	620	High
10 to 14 minutes	6,944	26.4%	658	High
15 to 19 minutes	6,343	24.1%	682	High
20 to 24 minutes	2,401	9.1%	383	High
25 to 29 minutes	557	2.1%	210	Medium
30 to 34 minutes	1,270	4.8%	239	High
35 to 39 minutes	270	1.0%	160	Medium
40 to 44 minutes	455	1.7%	149	Medium
45 to 59 minutes	1,368	5.2%	256	High
60 to 89 minutes	1,026	3.9%	312	Medium
90 or more minutes	364	1.4%	155	Medium
Average Travel Time to Work (in minutes)	18.9		1.3	High
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	18,058	100.0%	549	High
Own children under 6 years only	1,552	8.6%	340	Medium
In labor force	968	5.4%	224	Medium
Not in labor force	584	3.2%	228	Medium
Own children under 6 years and 6 to 17 years	895	5.0%	208	Medium
In labor force	658	3.6%	204	Medium
Not in labor force	237	1.3%	108	Medium
Own children 6 to 17 years only	3,141	17.4%	349	High
In labor force	2,405	13.3%	321	High
Not in labor force	736	4.1%	198	Medium
No own children under 18 years	12,470	69.1%	645	High
In labor force	8,082	44.8%	637	High
Not in labor force	4,388	24.3%	532	High

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: High Medium Low

April 26, 2019



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	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	60,113	100.0%	97	
Under 18 years:	11,042	18.4%	532	
One Type of Health Insurance:	10,024	16.7%	514	
Employer-Based Health Ins Only	6,299	10.5%	530	
Direct-Purchase Health Ins Only	884	1.5%	283	
Medicare Coverage Only	0	0.0%	27	
Medicaid Coverage Only	2,618	4.4%	467	
TRICARE/Military Hlth Cov Only	223	0.4%	152	
VA Health Care Only	0	0.0%	27	
2+ Types of Health Insurance	922	1.5%	384	
No Health Insurance Coverage	96	0.2%	70	
18 to 34 years:	29,976	49.9%	576	
One Type of Health Insurance:	24,880	41.4%	801	
Employer-Based Health Ins Only	18,101	30.1%	881	
Direct-Purchase Health Ins Only	5,503	9.2%	709	
Medicare Coverage Only	97	0.2%	109	
Medicaid Coverage Only	640	1.1%	200	
TRICARE/Military Hlth Cov Only	484	0.8%	171	
VA Health Care Only	55	0.1%	45	
2+ Types of Health Insurance	2,299	3.8%	451	
No Health Insurance Coverage	2,797	4.7%	528	
35 to 64 years:	14,754	24.5%	506	
One Type of Health Insurance:	12,351	20.5%	515	
Employer-Based Health Ins Only	10,078	16.8%	610	
Direct-Purchase Health Ins Only	1,577	2.6%	367	
Medicare Coverage Only	72	0.1%	49	
Medicaid Coverage Only	389	0.6%	170	
TRICARE/Military Hlth Cov Only	182	0.3%	110	
VA Health Care Only	53	0.1%	71	
2+ Types of Health Insurance	1,421	2.4%	340	
No Health Insurance Coverage	982	1.6%	254	
65+ years:	4,341	7.2%	346	
One Type of Health Insurance:	852	1.4%	228	
Employer-Based Health Ins Only	193	0.3%	144	
Direct-Purchase Health Ins Only	34	0.1%	42	
Medicare Coverage Only	624	1.0%	156	
TRICARE/Military Hlth Cov Only	0	0.0%	27	
VA Health Care Only	1	0.0%	4	
2+ Types of Health Insurance:	3,471	5.8%	336	
Employer-Based & Direct-Purchase Health Insurance	0	0.0%	27	
Employer-Based Health & Medicare Insurance	1,676	2.8%	282	
Direct-Purchase Health & Medicare Insurance	682	1.1%	231	
Medicare & Medicaid Coverage	142	0.2%	85	
Other Private Health Insurance Combos	0	0.0%	27	
Other Public Health Insurance Combos	26	0.0%	28	
Other Health Insurance Combinations	945	1.6%	188	
No Health Insurance Coverage	18	0.0%	29	



ACS Population Summary

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 Geography: Place

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	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	55,657	100.0%	485	
Under .50	10,680	19.2%	1,201	
.50 to .99	6,454	11.6%	842	
1.00 to 1.24	3,276	5.9%	933	
1.25 to 1.49	1,931	3.5%	448	
1.50 to 1.84	2,814	5.1%	676	
1.85 to 1.99	1,008	1.8%	360	
2.00 and over	29,494	53.0%	1,207	
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	49,202	100.0%	516	
Veteran	2,084	4.2%	326	
Nonveteran	47,118	95.8%	547	
Male	24,749	50.3%	566	
Veteran	1,953	4.0%	307	
Nonveteran	22,796	46.3%	552	
Female	24,453	49.7%	544	
Veteran	131	0.3%	63	
Nonveteran	24,322	49.4%	549	
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	2,084	100.0%	326	
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	534	25.6%	211	
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	67	3.2%	51	
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	0	0.0%	27	
Gulf War (8/90 to 8/01), no Vietnam Era	274	13.1%	116	
Gulf War (8/90 to 8/01) and Vietnam Era	13	0.6%	21	
Vietnam Era, no Korean War, no World War II	465	22.3%	137	
Vietnam Era and Korean War, no World War II	0	0.0%	27	
Vietnam Era and Korean War and World War II	13	0.6%	20	
Korean War, no Vietnam Era, no World War II	165	7.9%	76	
Korean War and World War II, no Vietnam Era	10	0.5%	16	
World War II, no Korean War, no Vietnam Era	66	3.2%	45	
Between Gulf War and Vietnam Era only	277	13.3%	121	
Between Vietnam Era and Korean War only	193	9.3%	87	
Between Korean War and World War II only	7	0.3%	11	
Pre-World War II only	0	0.0%	27	
HOUSEHOLDS BY POVERTY STATUS				
Total	22,061	100.0%	600	
Income in the past 12 months below poverty level	7,035	31.9%	592	
Married-couple family	354	1.6%	151	
Other family - male householder (no wife present)	320	1.5%	155	
Other family - female householder (no husband present)	949	4.3%	273	
Nonfamily household - male householder	2,730	12.4%	354	
Nonfamily household - female householder	2,682	12.2%	346	
Income in the past 12 months at or above poverty level	15,026	68.1%	678	
Married-couple family	7,856	35.6%	442	
Other family - male householder (no wife present)	594	2.7%	184	
Other family - female householder (no husband present)	1,429	6.5%	267	
Nonfamily household - male householder	2,706	12.3%	408	
Nonfamily household - female householder	2,441	11.1%	366	

Source: U.S. Census Bureau, 2012-2016 American Community Survey

Reliability: high medium low

April 26, 2019



ACS Population Summary

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

Prepared by Esri

	2012 - 2016 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY OTHER INCOME				
Social Security Income	3,538	16.0%	329	High
No Social Security Income	18,523	84.0%	637	High
Retirement Income	2,476	11.2%	282	High
No Retirement Income	19,585	88.8%	626	High
GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS				
<10% of Income	317	2.6%	147	Medium
10-14.9% of Income	723	5.8%	228	Medium
15-19.9% of Income	900	7.2%	247	Medium
20-24.9% of Income	982	7.9%	255	Medium
25-29.9% of Income	925	7.4%	246	Medium
30-34.9% of Income	547	4.4%	178	Medium
35-39.9% of Income	618	5.0%	202	Medium
40-49.9% of Income	1,220	9.8%	308	Medium
50+% of Income	4,978	40.1%	507	High
Gross Rent % Inc Not Computed	1,215	9.8%	300	Medium
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	22,061	100.0%	600	High
With public assistance income	154	0.7%	98	Medium
No public assistance income	21,907	99.3%	631	High
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	22,061	100.0%	600	High
With Food Stamps/SNAP	1,899	8.6%	327	High
With No Food Stamps/SNAP	20,162	91.4%	687	High
HOUSEHOLDS BY DISABILITY STATUS				
Total	22,061	100.0%	600	High
With 1+ Persons w/Disability	3,094	14.0%	371	High
With No Person w/Disability	18,967	86.0%	807	High

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2014, adjusted for inflation.

2012-2016 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2012-2016 ACS estimates, five-year period data collected monthly from January 1, 2010 through December 31, 2014. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



Market Profile

Auburn City, AL 2
 Auburn City, AL (0103076)
 Geography: Place

Prepared by Esri

	Auburn city, ...
Population Summary	
2000 Total Population	44,071
2010 Total Population	53,402
2018 Total Population	63,906
2018 Group Quarters	4,286
2023 Total Population	69,553
2018-2023 Annual Rate	1.71%
2018 Total Daytime Population	65,804
Workers	30,111
Residents	35,693
Household Summary	
2000 Households	18,754
2000 Average Household Size	2.15
2010 Households	22,119
2010 Average Household Size	2.24
2018 Households	26,222
2018 Average Household Size	2.27
2023 Households	28,596
2023 Average Household Size	2.28
2018-2023 Annual Rate	1.75%
2010 Families	9,907
2010 Average Family Size	2.99
2018 Families	11,561
2018 Average Family Size	3.05
2023 Families	12,592
2023 Average Family Size	3.05
2018-2023 Annual Rate	1.72%
Housing Unit Summary	
2000 Housing Units	20,324
Owner Occupied Housing Units	39.2%
Renter Occupied Housing Units	53.1%
Vacant Housing Units	7.7%
2010 Housing Units	24,655
Owner Occupied Housing Units	39.8%
Renter Occupied Housing Units	49.9%
Vacant Housing Units	10.3%
2018 Housing Units	28,924
Owner Occupied Housing Units	35.4%
Renter Occupied Housing Units	55.3%
Vacant Housing Units	9.3%
2023 Housing Units	31,474
Owner Occupied Housing Units	36.7%
Renter Occupied Housing Units	54.1%
Vacant Housing Units	9.1%
Median Household Income	
2018	\$37,228
2023	\$41,756
Median Home Value	
2018	\$233,952
2023	\$253,067
Per Capita Income	
2018	\$26,440
2023	\$29,180
Median Age	
2010	24.0
2018	24.5
2023	24.8

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Auburn City, AL 2
 Auburn City, AL (0103076)
 Geography: Place

Prepared by Esri

	Auburn city, ...
2018 Households by Income	
Household Income Base	26,221
<\$15,000	25.3%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	11.3%
\$50,000 - \$74,999	11.5%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	4.6%
\$200,000+	4.0%
Average Household Income	\$61,971
2023 Households by Income	
Household Income Base	28,595
<\$15,000	22.8%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	12.0%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	5.0%
\$200,000+	4.2%
Average Household Income	\$68,522
2018 Owner Occupied Housing Units by Value	
Total	10,227
<\$50,000	8.5%
\$50,000 - \$99,999	4.7%
\$100,000 - \$149,999	10.8%
\$150,000 - \$199,999	15.7%
\$200,000 - \$249,999	15.2%
\$250,000 - \$299,999	11.5%
\$300,000 - \$399,999	15.7%
\$400,000 - \$499,999	8.6%
\$500,000 - \$749,999	7.5%
\$750,000 - \$999,999	0.9%
\$1,000,000 - \$1,499,999	0.4%
\$1,500,000 - \$1,999,999	0.2%
\$2,000,000 +	0.3%
Average Home Value	\$276,396
2023 Owner Occupied Housing Units by Value	
Total	11,555
<\$50,000	7.0%
\$50,000 - \$99,999	3.6%
\$100,000 - \$149,999	9.6%
\$150,000 - \$199,999	14.6%
\$200,000 - \$249,999	14.5%
\$250,000 - \$299,999	12.6%
\$300,000 - \$399,999	18.1%
\$400,000 - \$499,999	9.6%
\$500,000 - \$749,999	8.2%
\$750,000 - \$999,999	1.0%
\$1,000,000 - \$1,499,999	0.5%
\$1,500,000 - \$1,999,999	0.3%
\$2,000,000 +	0.4%
Average Home Value	\$296,579

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Auburn City, AL 2
Auburn City, AL (0103076)
Geography: Place

Prepared by Esri

	Auburn city, ...
2010 Population by Age	
Total	53,402
0 - 4	4.9%
5 - 9	4.9%
10 - 14	4.8%
15 - 24	40.9%
25 - 34	13.4%
35 - 44	9.7%
45 - 54	8.2%
55 - 64	6.3%
65 - 74	3.6%
75 - 84	2.2%
85 +	1.0%
18 +	82.5%
2018 Population by Age	
Total	63,906
0 - 4	4.6%
5 - 9	4.6%
10 - 14	4.5%
15 - 24	38.8%
25 - 34	14.3%
35 - 44	9.3%
45 - 54	8.1%
55 - 64	7.2%
65 - 74	5.1%
75 - 84	2.4%
85 +	1.1%
18 +	83.1%
2023 Population by Age	
Total	69,555
0 - 4	4.7%
5 - 9	4.5%
10 - 14	4.5%
15 - 24	37.1%
25 - 34	14.3%
35 - 44	9.8%
45 - 54	8.2%
55 - 64	7.1%
65 - 74	5.7%
75 - 84	2.9%
85 +	1.2%
18 +	83.1%
2010 Population by Sex	
Males	26,745
Females	26,657
2018 Population by Sex	
Males	32,002
Females	31,904
2023 Population by Sex	
Males	34,954
Females	34,601

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Auburn City, AL 2
Auburn City, AL (0103076)
Geography: Place

Prepared by Esri

		Auburn city, ...
2010 Population by Race/Ethnicity		
Total		53,402
White Alone		75.1%
Black Alone		16.6%
American Indian Alone		0.3%
Asian Alone		5.3%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.1%
Two or More Races		1.6%
Hispanic Origin		2.9%
Diversity Index		44.0
2018 Population by Race/Ethnicity		
Total		63,907
White Alone		70.8%
Black Alone		17.7%
American Indian Alone		0.2%
Asian Alone		7.7%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.5%
Two or More Races		2.0%
Hispanic Origin		3.7%
Diversity Index		49.9
2023 Population by Race/Ethnicity		
Total		69,553
White Alone		67.7%
Black Alone		17.8%
American Indian Alone		0.2%
Asian Alone		10.2%
Pacific Islander Alone		0.0%
Some Other Race Alone		1.6%
Two or More Races		2.4%
Hispanic Origin		4.2%
Diversity Index		54.0
2010 Population by Relationship and Household Type		
Total		53,402
In Households		92.8%
In Family Households		56.5%
Householder		18.6%
Spouse		13.4%
Child		20.8%
Other relative		2.6%
Nonrelative		1.1%
In Nonfamily Households		36.3%
In Group Quarters		7.2%
Institutionalized Population		0.2%
Noninstitutionalized Population		6.9%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Auburn City, AL 2
 Auburn City, AL (0103076)
 Geography: Place

Prepared by Esri

	Auburn city, ...
2018 Population 25+ by Educational Attainment	
Total	30,321
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	3.6%
High School Graduate	10.3%
GED/Alternative Credential	2.3%
Some College, No Degree	16.1%
Associate Degree	6.5%
Bachelor's Degree	30.1%
Graduate/Professional Degree	28.3%
2018 Population 15+ by Marital Status	
Total	55,116
Never Married	57.5%
Married	34.2%
Widowed	2.5%
Divorced	5.7%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	95.2%
Civilian Unemployed (Unemployment Rate)	4.8%
2018 Employed Population 16+ by Industry	
Total	28,976
Agriculture/Mining	0.9%
Construction	3.1%
Manufacturing	9.6%
Wholesale Trade	1.1%
Retail Trade	9.9%
Transportation/Utilities	1.8%
Information	1.7%
Finance/Insurance/Real Estate	3.8%
Services	64.9%
Public Administration	3.1%
2018 Employed Population 16+ by Occupation	
Total	28,979
White Collar	69.3%
Management/Business/Financial	15.4%
Professional	34.8%
Sales	8.9%
Administrative Support	10.3%
Services	17.2%
Blue Collar	13.6%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	2.0%
Installation/Maintenance/Repair	1.8%
Production	5.5%
Transportation/Material Moving	3.8%
2010 Population By Urban/ Rural Status	
Total Population	53,402
Population Inside Urbanized Area	92.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	7.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Auburn City, AL 2
 Auburn City, AL (0103076)
 Geography: Place

Prepared by Esri

	Auburn city, ...
2010 Households by Type	
Total	22,119
Households with 1 Person	33.8%
Households with 2+ People	66.2%
Family Households	44.8%
Husband-wife Families	32.5%
With Related Children	16.5%
Other Family (No Spouse Present)	12.3%
Other Family with Male Householder	3.6%
With Related Children	1.2%
Other Family with Female Householder	8.8%
With Related Children	5.5%
Nonfamily Households	21.4%
All Households with Children	23.5%
Multigenerational Households	1.6%
Unmarried Partner Households	3.9%
Male-female	3.5%
Same-sex	0.4%
2010 Households by Size	
Total	22,119
1 Person Household	33.8%
2 Person Household	32.9%
3 Person Household	16.4%
4 Person Household	11.5%
5 Person Household	3.9%
6 Person Household	1.2%
7 + Person Household	0.4%
2010 Households by Tenure and Mortgage Status	
Total	22,119
Owner Occupied	44.4%
Owned with a Mortgage/Loan	31.5%
Owned Free and Clear	12.9%
Renter Occupied	55.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	24,655
Housing Units Inside Urbanized Area	93.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	6.7%

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: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



Market Profile

Auburn City, AL 2
 Auburn City, AL (0103076)
 Geography: Place

Prepared by Esri

Auburn city, ...

Top 3 Tapestry Segments

1. Dorms to Diplomas (14C)
2. College Towns (14B)
3. In Style (5B)

2018 Consumer Spending

Apparel & Services: Total \$	\$45,319,522
Average Spent	\$1,728.30
Spending Potential Index	79
Education: Total \$	\$37,279,324
Average Spent	\$1,421.68
Spending Potential Index	98
Entertainment/Recreation: Total \$	\$62,222,191
Average Spent	\$2,372.90
Spending Potential Index	74
Food at Home: Total \$	\$100,105,623
Average Spent	\$3,817.62
Spending Potential Index	76
Food Away from Home: Total \$	\$75,177,020
Average Spent	\$2,866.94
Spending Potential Index	82
Health Care: Total \$	\$100,560,713
Average Spent	\$3,834.97
Spending Potential Index	67
HH Furnishings & Equipment: Total \$	\$41,427,552
Average Spent	\$1,579.88
Spending Potential Index	76
Personal Care Products & Services: Total \$	\$16,338,016
Average Spent	\$623.07
Spending Potential Index	75
Shelter: Total \$	\$350,209,119
Average Spent	\$13,355.55
Spending Potential Index	80
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$44,494,672
Average Spent	\$1,696.85
Spending Potential Index	68
Travel: Total \$	\$39,842,095
Average Spent	\$1,519.41
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$21,434,063
Average Spent	\$817.41
Spending Potential Index	76

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 15, 2019

Auburn City, AL 2
Auburn City, AL (0103076)
Geography: Place

Prepared by Esri

