



## Auburn-Opelika MSA

MSA Code: 0580

Counties: Lee

### Population and Income Estimates

Census		Age Breakdown	
2010 Census	155,859	0-20	28.6%
2015 Estimate	140,247	21-64	60.7%
2020 Projection	167,868	65+	10.6%
		Median Age	32
Average household Income	\$46,077	Median household Income	\$46,077

Source: Nielsen. Note: All other numbers are Nielsen estimates and projections.

### 2013 Labor Analysis

Civilian Labor Force: 69,524	Unemployment Rate: 5.2%
Employment: 65,930	Unemployment: 3,594

Source: US Department of Labor, Bureau of Labor Statistics. Note: Number reflects 2013 annual averages. Reflects revised inputs, reestimation, and adjustment to new state control totals.

### Wage by Industry

Total	\$1,780,555,326	Agriculture, Forestry, Fishing & Hunting	\$14,876,114
Mining	\$3,401,326	Real Estate and Rental and Leasing	\$20,861,765
Construction	\$67,503,099	Accommodation and Food Services	\$85,151,296
Manufacturing	\$263,569,320	Management of Companies and Enterprises	\$9,829,367
Resale Trade	\$144,568,921	Transportation and Warehousing	\$69,399,092
Information	\$17,077,751	Finance and Insurance	\$51,939,426
Utilities	\$11,295,652	Professional and Technical Services	\$64,694,563
Wholesale Trade	\$38,636,237	Administrative and Waste Services	\$83,562,944
Educational Services	\$7,453,964	Health Care and Social Assistance	\$110,510,769
Other Services (ex. public admin)	\$24,910,251	Arts, Entertainment, and Recreation	\$6,176,175
Total State Government	\$371,677,953	Total Federal Government	\$17,238,245
		Total Local Government	\$296,221,096

### Employment by Industry

Total	52,041	Agriculture, Forestry, Fishing & Hunting	295
Mining	60	Real Estate and Rental and Leasing	707
Construction	1,622	Accommodation and Food Services	6,503
Manufacturing	6,087	Management of Companies and Enterprises	176
Resale Trade	6,442	Transportation and Warehousing	1,830
Information	470	Finance and Insurance	988
Utilities	146	Professional and Technical Services	1,422
Wholesale Trade	859	Administrative and Waste Services	4,674
Educational Services	284	Health Care and Social Assistance	3,021
Other Services (ex. public admin)	927	Arts, Entertainment, and Recreation	432
Total State Government	7,240	Total Federal Government	294
		Total Local Government	7,563

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# MSA PROFILE

## Major Manufacturing Employers

Company	Product	Employees
Wal-Mart Distribution Center	Grocery Distribution Center	708
Mando America Corporation	Automotive—Brake, Steering	670
Briggs and Stratton Corporation	Small Engines	460
SCA, Inc	Automotive Plastics	420
Borbet Alabama, Inc.	Automotive Aluminum Wheels	400
Masterbrand Cabinets, Inc.	Kitchen & Bath Cabinetry	375
CV Holdings, LLC	Plastics Packaging	345
Hanwha L&C Alabama	Automotive—Bumpers	332
Weidmann Automotive & Industrial North Americ...	Automotive Plastics	275
Jo-Ann Stores, Inc.	Distribution Center	248

## Major Employers

Company	Product	Employees
Auburn University	Higher Education	5,500
East Alabama Medical Center	Regional Hospital	2,769
Lee County School Systems	Education	1,215
Auburn City Schools	Education	950
Wal-Mart Distribution Center	Grocery Distribution Center	708
Mando America Corporation	Automotive—Brake, Steering	670
City of Auburn	Government	650
Afni, Inc.	In-Bound Call Center	600
Opelika City Schools	Education	573
Briggs and Stratton Corporation	Small Engines	460

Source: Local economic development contacts

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# MSA PROFILE

## Education

### 2015 county population 25 plus by education attainment

Graduate/professional degree:	13.4%	High school graduate/GED:	27.4%
Bachelors degree:	18.3%	9-12th grade (no diploma):	10.6%
Associates degree:	7.3%	Less than 9th grade:	3.3%
Some college, no degree:	19.6%		

Source: Nielsen

### Post Secondary Schools

Auburn University - Auburn, AL

Southern Union State Comm College Opelika Campus - Opelika, AL

Source: Alabama Commission on Higher Education. Note: Information on Alabama's two and four year colleges can be found on the Commission's website <http://www.ache.state.al.us/Colleges&Universities/InstitutionalMap.htm>

### School Systems

Auburn City

Lee County

Opelika City

Source: Alabama Department of Education; [www.alsde.edu](http://www.alsde.edu). Note: Detailed information on Alabama's public school systems and individual schools can be accessed on the Alabama Department of Education website; <http://www.alsde.edu/Home/Reports/ReportsBySite.aspx>

## Transportation

Interstates:	I-85
Federal Highways:	US-280, US-29
Railroads:	CSX Transportation, Norfolk Southern
Nearest Commerical Air:	Columbus, GA

Source: Alabama Department of Transportation Intermodal Division, [www.dot.state.al.us](http://www.dot.state.al.us)