



2 MSAs

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Report Parameters

2 MSAs

12220 Auburn-Opelika, AL

17980 Columbus, GA-AL

Class of Worker

QCEW Employees, Non-QCEW Employees, and Self-Employed

The information in this report pertains to the chosen geographical areas.

Economy Overview

513,144

Population (2023)

Population **grew by 30,436** over the last 5 years and is projected to **grow by 39,709** over the next 5 years.

223,792

Total Regional Employment

Jobs **grew by 2,091** over the last 5 years and are projected to **grow by 7,796** over the next 5 years.

\$59.5K

Avg. Earnings Per Job (2023)

Regional average earnings per job are **\$23.1K below** the national average earnings of \$82.5K per job.

Takeaways

- As of 2023 the region's population **increased by 6.3%** since 2018, growing by 30,436. Population is expected to **increase by 7.7%** between 2023 and 2028, adding 39,709.
- From 2018 to 2023, jobs **increased by 0.9%** in 2 MSAs from 221,702 to **223,792**. This change **fell short of the national growth rate of 3.6% by 2.7%**. As the number of jobs increased, the **labor force participation rate decreased from 57.0% to 54.1% between 2018 and 2023**.
- Concerning educational attainment, **17.7% of the selected regions' residents possess a Bachelor's Degree** (3.4% below the national average), and **10.1% hold an Associate's Degree** (1.2% above the national average).
- The top three industries in 2023 are Federal Government, Military, Restaurants and Other Eating Places, and Education and Hospitals (Local Government).

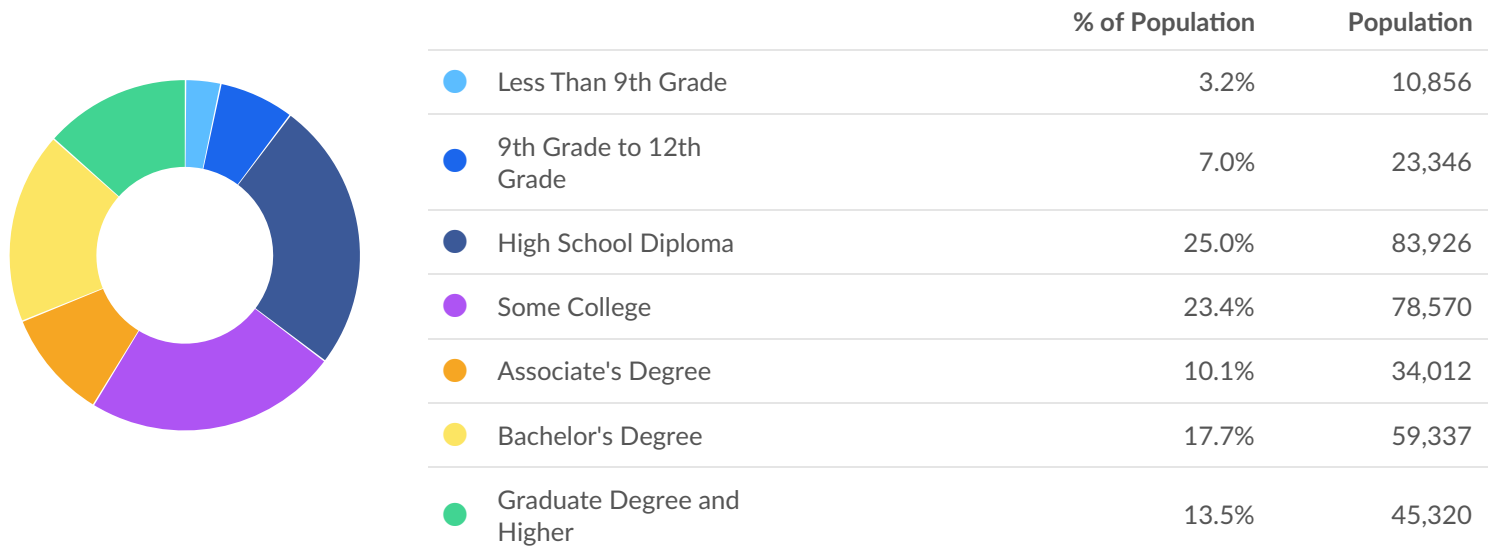
	Population (2023)	Labor Force (Sep 2023)	Jobs (2023)	Cost of Living	GRP	Imports	Exports
Region	513,144	211,472	223,792	93.5	\$26.07B	\$33.31B	\$38.28B
State	16,156,684	7,682,036	7,748,340	93.3	\$1.02T	\$819.33B	\$1.04T

Sep 2023 Labor Force Breakdown



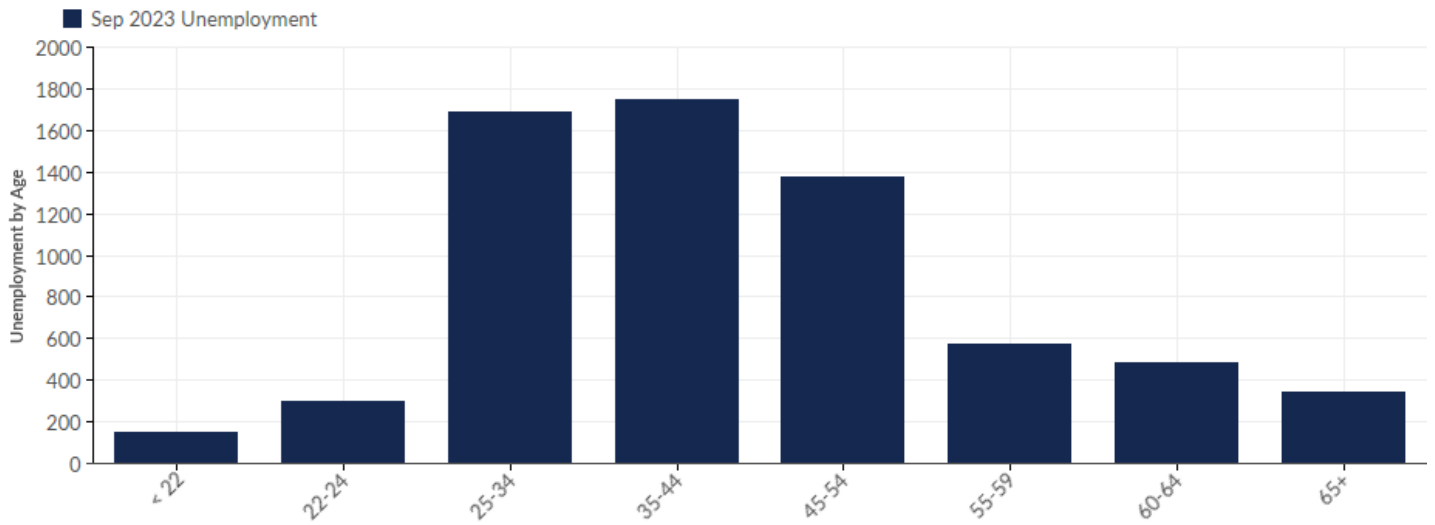
Educational Attainment

Concerning educational attainment, **17.7% of the selected regions' residents possess a Bachelor's Degree** (3.4% below the national average), and **10.1% hold an Associate's Degree** (1.2% above the national average).



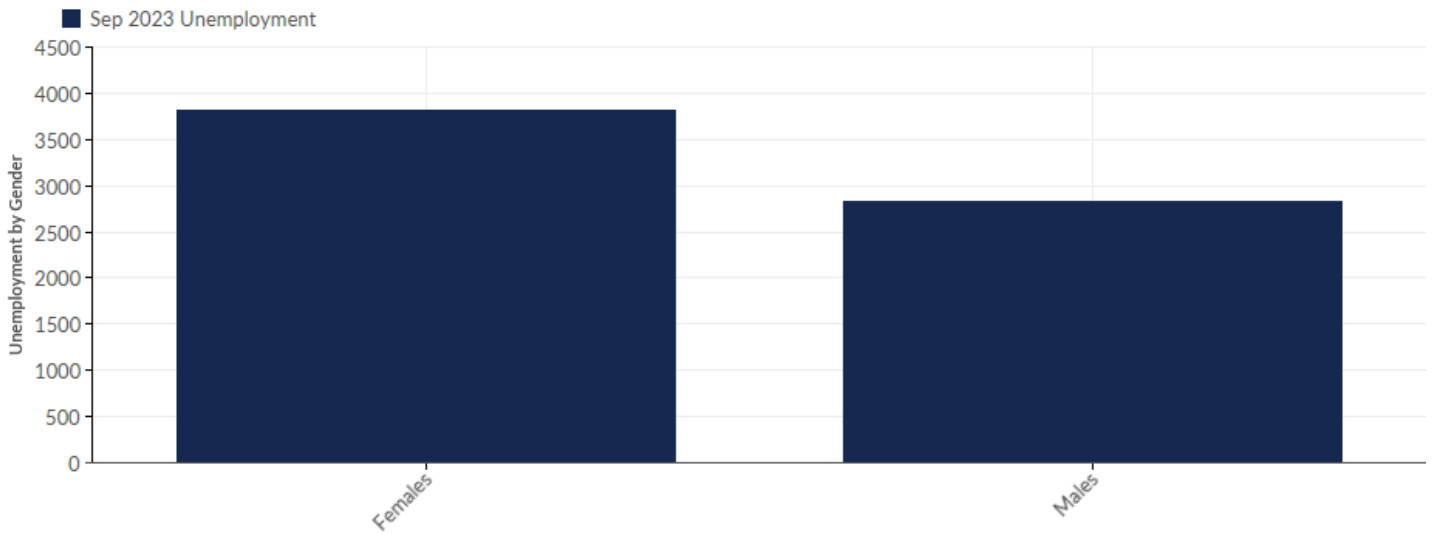
Unemployment by Demographics

Unemployment by Age



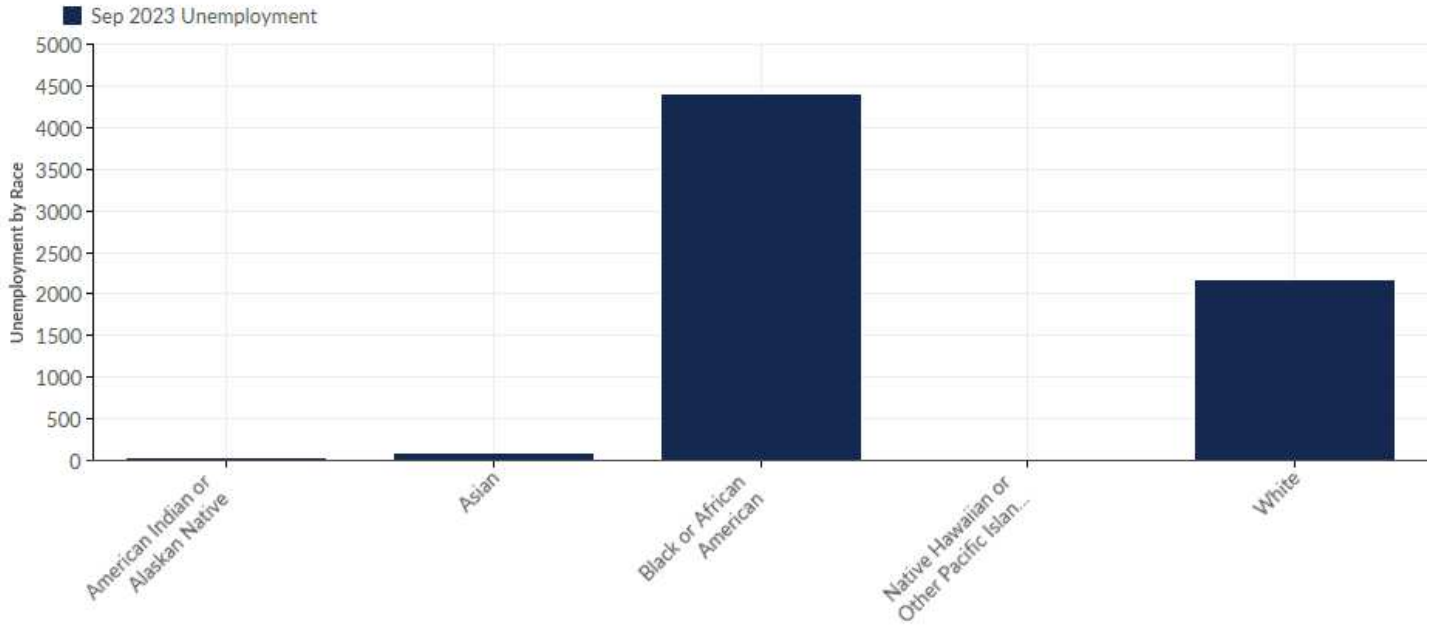
Age	Unemployment (Sep 2023)	% of Unemployed
< 22	147	2.21%
22-24	295	4.44%
25-34	1,687	25.39%
35-44	1,749	26.32%
45-54	1,373	20.67%
55-59	574	8.64%
60-64	482	7.25%
65+	339	5.10%
Total	6,644	100.00%

Unemployment by Gender



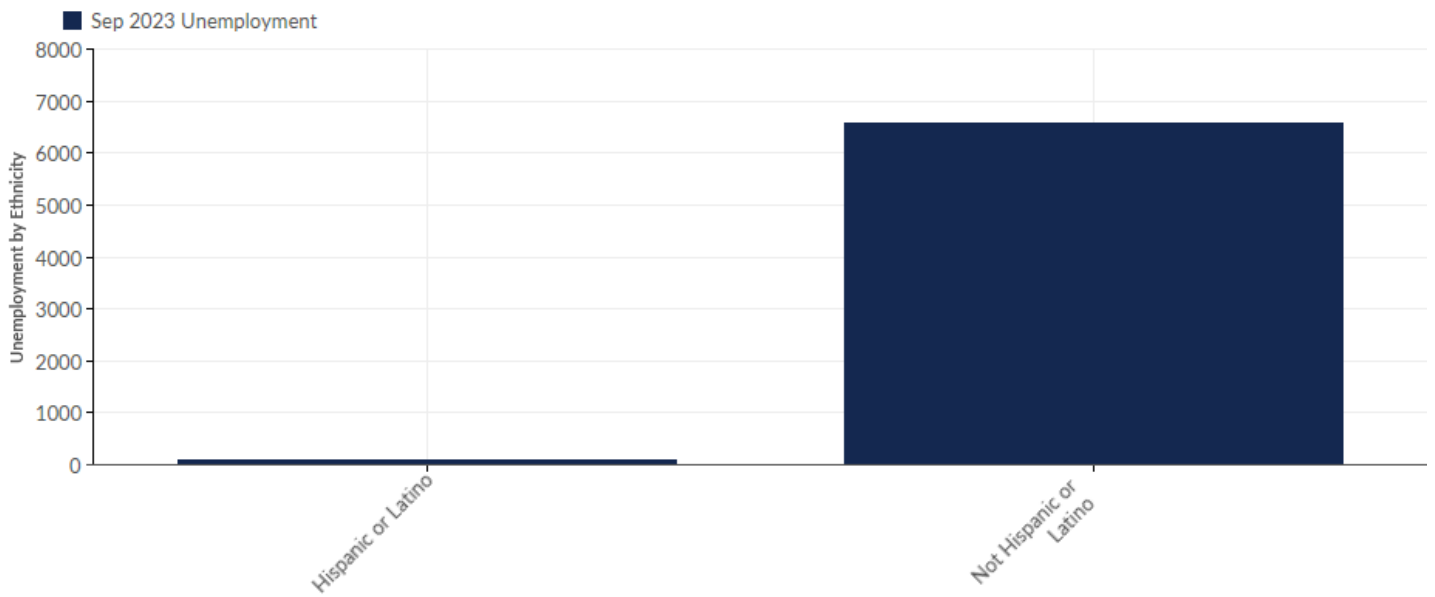
Gender	Unemployment (Sep 2023)	% of Unemployed
Females	3,811	57.36%
Males	2,833	42.64%
Total	6,644	100.00%

Unemployment by Race



Race	Unemployment (Sep 2023)	% of Unemployed
American Indian or Alaskan Native	15	0.23%
Asian	79	1.19%
Black or African American	4,389	66.06%
Native Hawaiian or Other Pacific Islander	3	0.05%
White	2,159	32.50%
Total	6,644	100.00%

Unemployment by Ethnicity

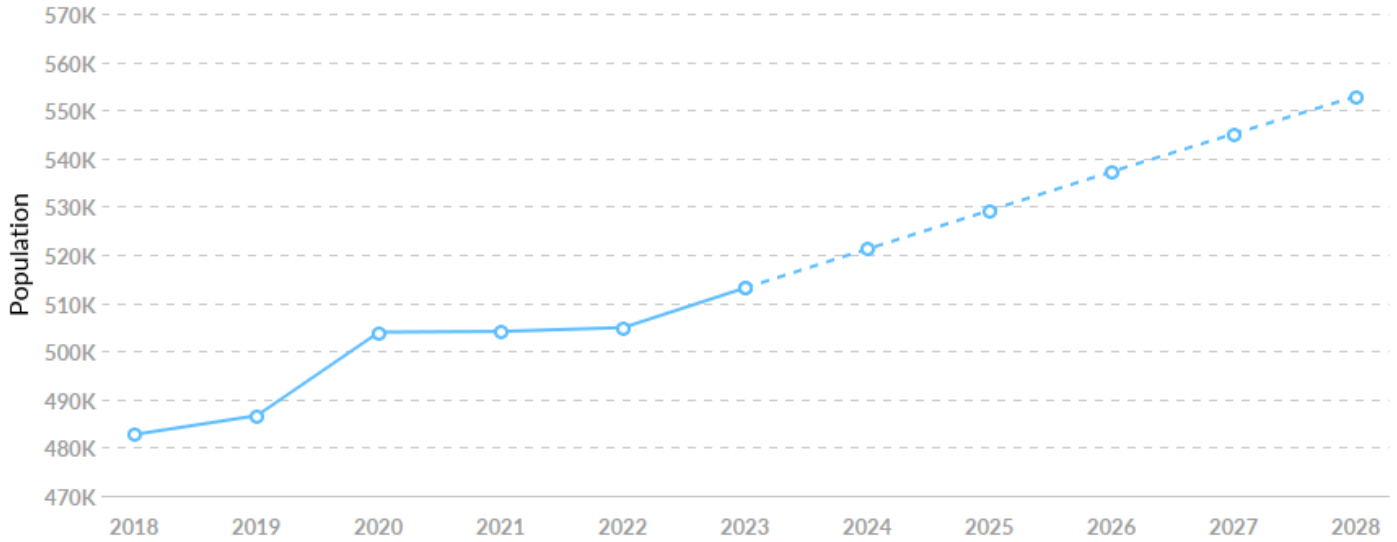


Ethnicity	Unemployment (Sep 2023)	% of Unemployed
Hispanic or Latino	84	1.26%
Not Hispanic or Latino	6,560	98.74%
Total	6,644	100.00%

Historic & Projected Trends

Population Trends

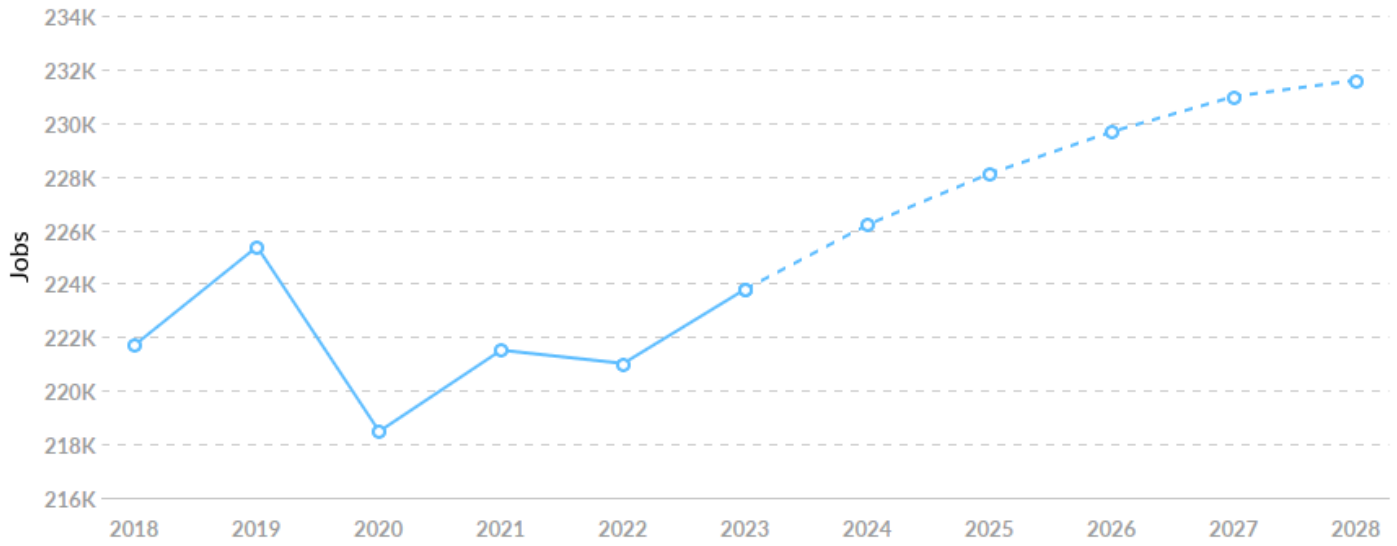
As of 2023 the region's population increased by 6.3% since 2018, growing by 30,436. Population is expected to increase by 7.7% between 2023 and 2028, adding 39,709.



Timeframe	Population
2018	482,708
2019	486,616
2020	503,936
2021	504,082
2022	504,883
2023	513,144
2024	521,190
2025	529,203
2026	537,244
2027	545,105
2028	552,853

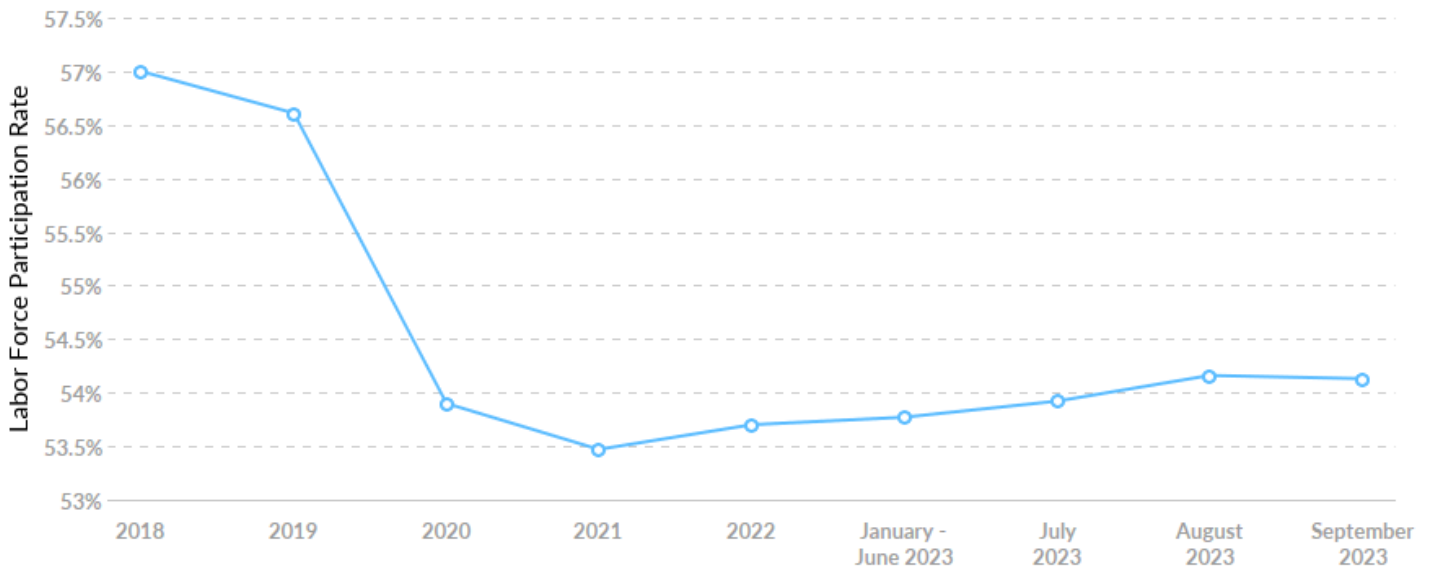
Job Trends

From 2018 to 2023, jobs increased by 0.9% in 2 MSAs from 221,702 to 223,792. This change fell short of the national growth rate of 3.6% by 2.7%.



Timeframe	Jobs
2018	221,702
2019	225,368
2020	218,471
2021	221,510
2022	221,013
2023	223,792
2024	226,196
2025	228,106
2026	229,668
2027	230,986
2028	231,589

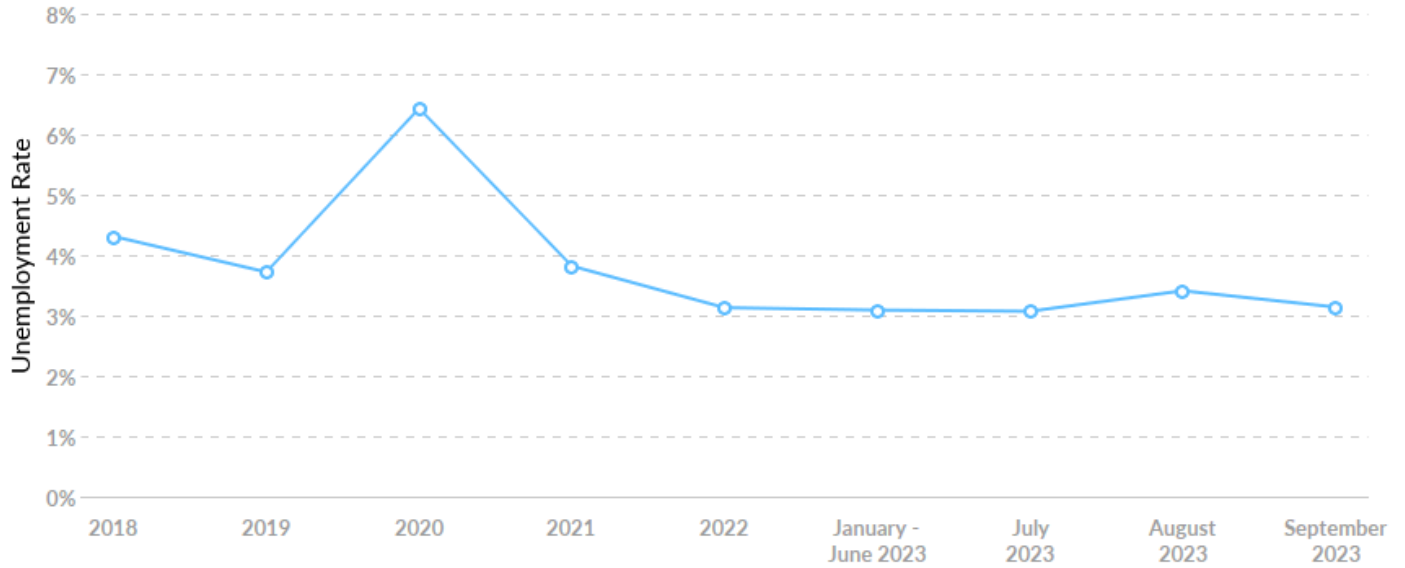
Labor Force Participation Rate Trends



Timeframe	Labor Force Participation Rate
2018	57.00%
2019	56.61%
2020	53.90%
2021	53.47%
2022	53.70%
January - June 2023	53.77%
July 2023	53.92%
August 2023	54.16%
September 2023	54.13%

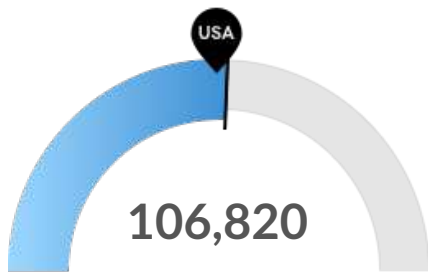
Unemployment Rate Trends

Your areas had a September 2023 unemployment rate of 3.14%, **decreasing from 4.31%** 5 years before.



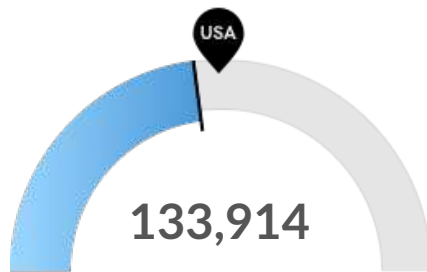
Timeframe	Unemployment Rate
2018	4.31%
2019	3.72%
2020	6.43%
2021	3.82%
2022	3.13%
January - June 2023	3.09%
July 2023	3.07%
August 2023	3.41%
September 2023	3.14%

Population Characteristics



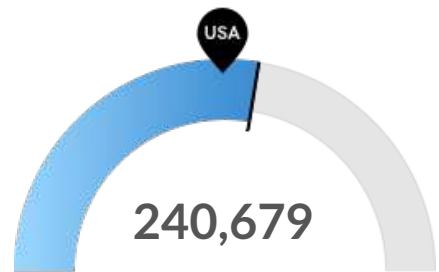
Millennials

Your area has 106,820 millennials (ages 25-39). The national average for an area this size is 102,661.



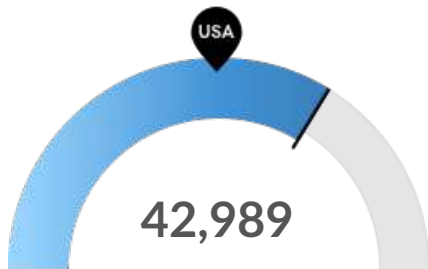
Retiring Soon

Retirement risk is low in your area. The national average for an area this size is 151,304 people 55 or older, while there are 133,914 here.



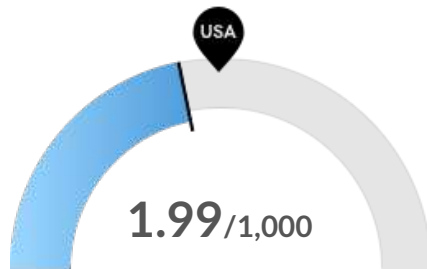
Racial Diversity

Racial diversity is high in your area. The national average for an area this size is 207,629 racially diverse people, while there are 240,679 here.



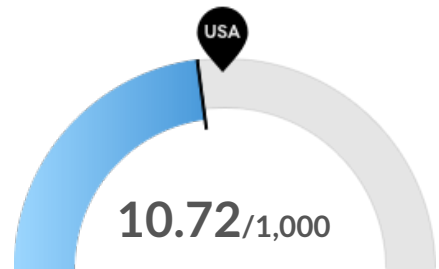
Veterans

Your area has 42,989 veterans. The national average for an area this size is 26,464.



Violent Crime

Your area has 1.99 violent crimes per 1,000 people. The national rate is 2.41 per 1,000 people.

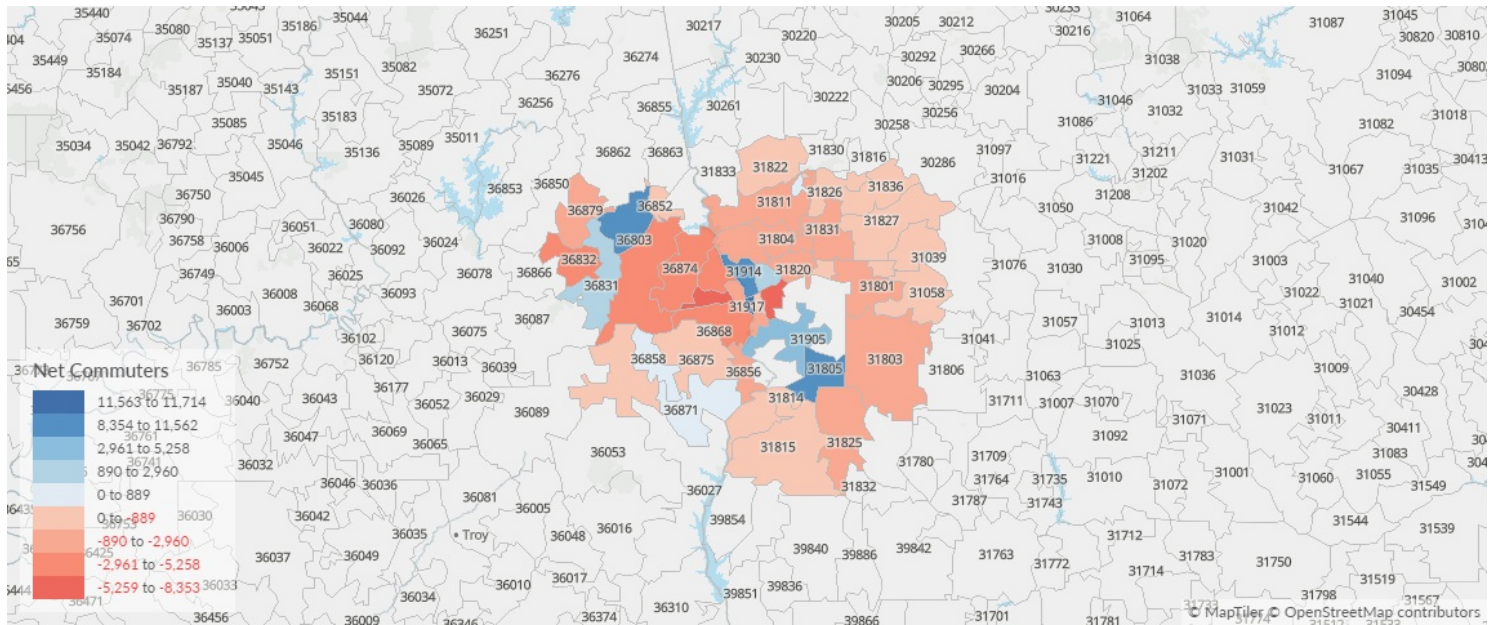


Property Crime

Your area has 10.72 property crimes per 1,000 people. The national rate is 12.12 per 1,000 people.

Place of Work vs Place of Residence

Understanding where talent in the region currently works compared to where talent lives can help you optimize site decisions. For example, the #1 ranked ZIP for employment ranks #4 for resident workers. The top ZIP for resident workers is 31907.



Where Talent Works

Where Talent Lives

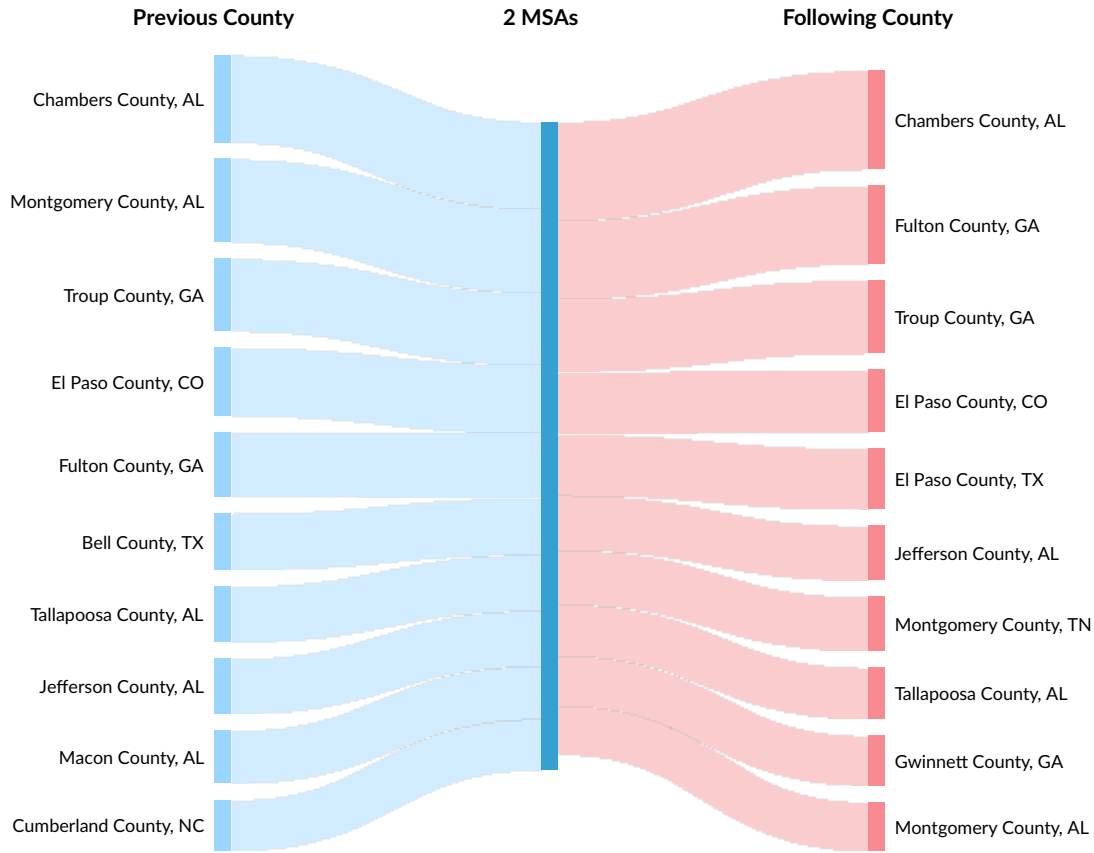
ZIP	Name	2023 Employment
31904	Columbus, GA (in Musc...	24,007
36830	Auburn, AL (in Lee coun...	21,010
36801	Opelika, AL (in Lee coun...	19,914
31805	Cusseta, GA (in Chattah...	18,753
31907	Columbus, GA (in Musc...	18,258

ZIP	Name	2023 Workers
31907	Columbus, GA (in Musc...	23,517
36830	Auburn, AL (in Lee coun...	19,407
31909	Columbus, GA (in Musc...	17,026
31904	Columbus, GA (in Musc...	15,654
36832	Auburn, AL (in Lee coun...	11,564

Inbound and Outbound Migration

The table below analyzes past and current residents of 2 MSAs. The left column shows residents of other counties migrating to 2 MSAs. The right column shows residents migrating from 2 MSAs to other counties.

As of 2021, 480 people have migrated from Chambers County, AL to 2 MSAs. In the same year, 543 people left 2 MSAs migrating to Chambers County, AL. The total Net Migration for 2 MSAs in 2021 was -685.

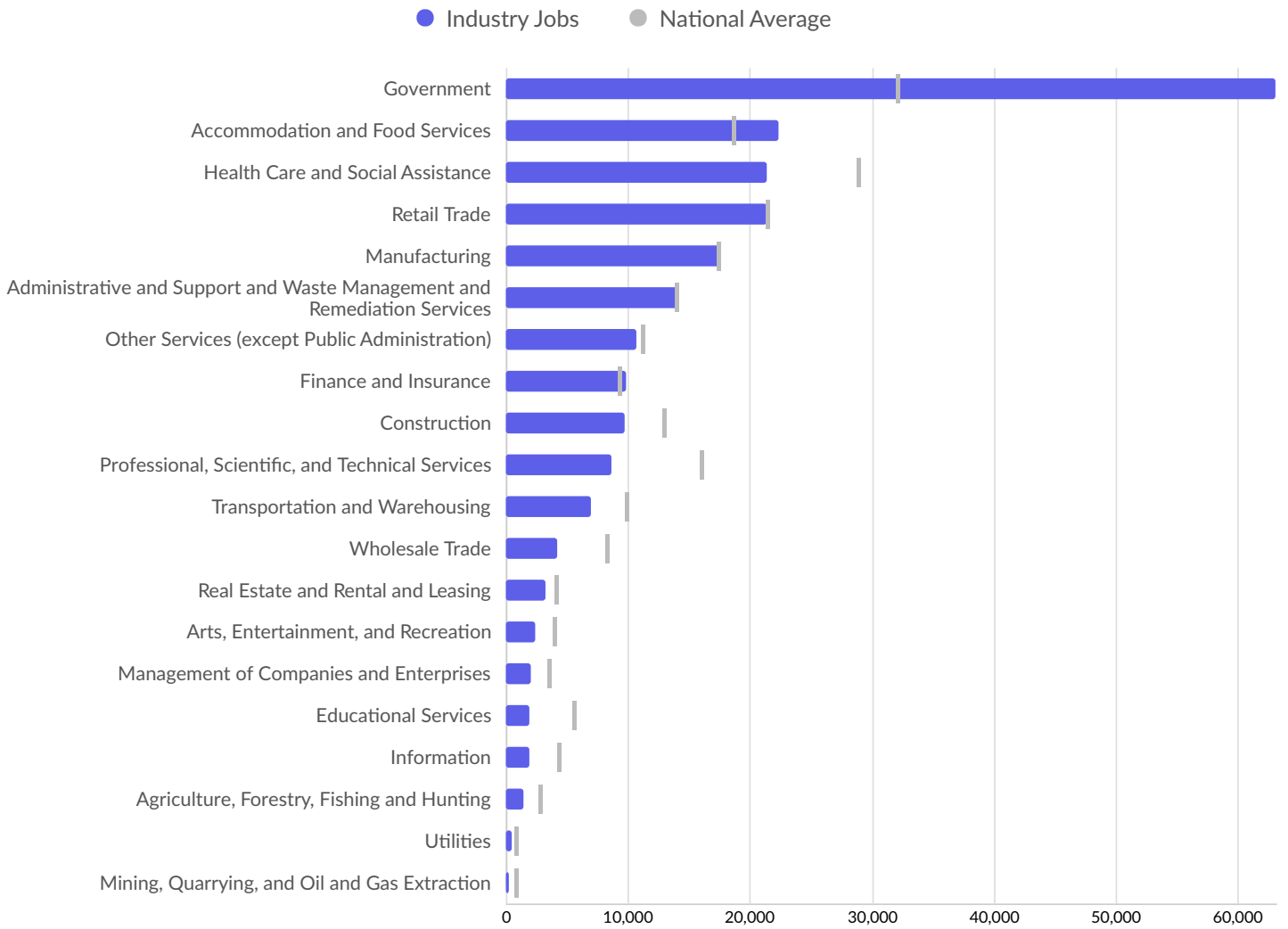


Top Previous Counties	Migrations
Chambers County, AL	480
Montgomery County, AL	459
Troup County, GA	397
El Paso County, CO	375
Fulton County, GA	355
Bell County, TX	312

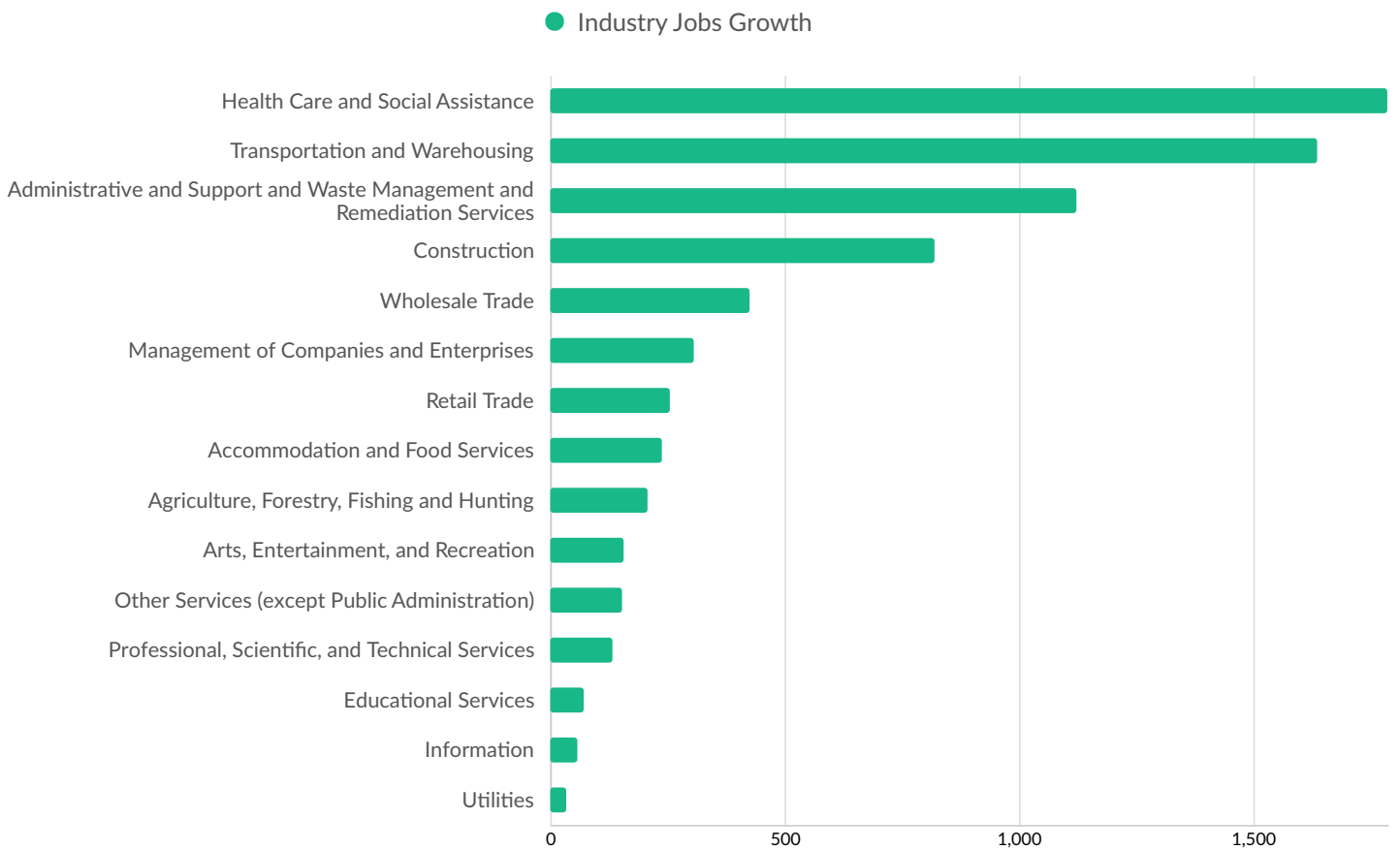
Top Previous Counties	Migrations
Tallapoosa County, AL	307
Jefferson County, AL	305
Macon County, AL	291
Cumberland County, NC	280
Gwinnett County, GA	237
El Paso County, TX	233
Montgomery County, TN	232
Honolulu County, HI	231
DeKalb County, GA	223
Top Following Counties	Migrations
Chambers County, AL	543
Fulton County, GA	430
Troup County, GA	401
El Paso County, CO	342
El Paso County, TX	335
Jefferson County, AL	300
Montgomery County, TN	298
Tallapoosa County, AL	283
Gwinnett County, GA	275
Montgomery County, AL	269
Cumberland County, NC	260
Madison County, AL	259
Bell County, TX	250
DeKalb County, GA	249
Honolulu County, HI	227

Industry Characteristics

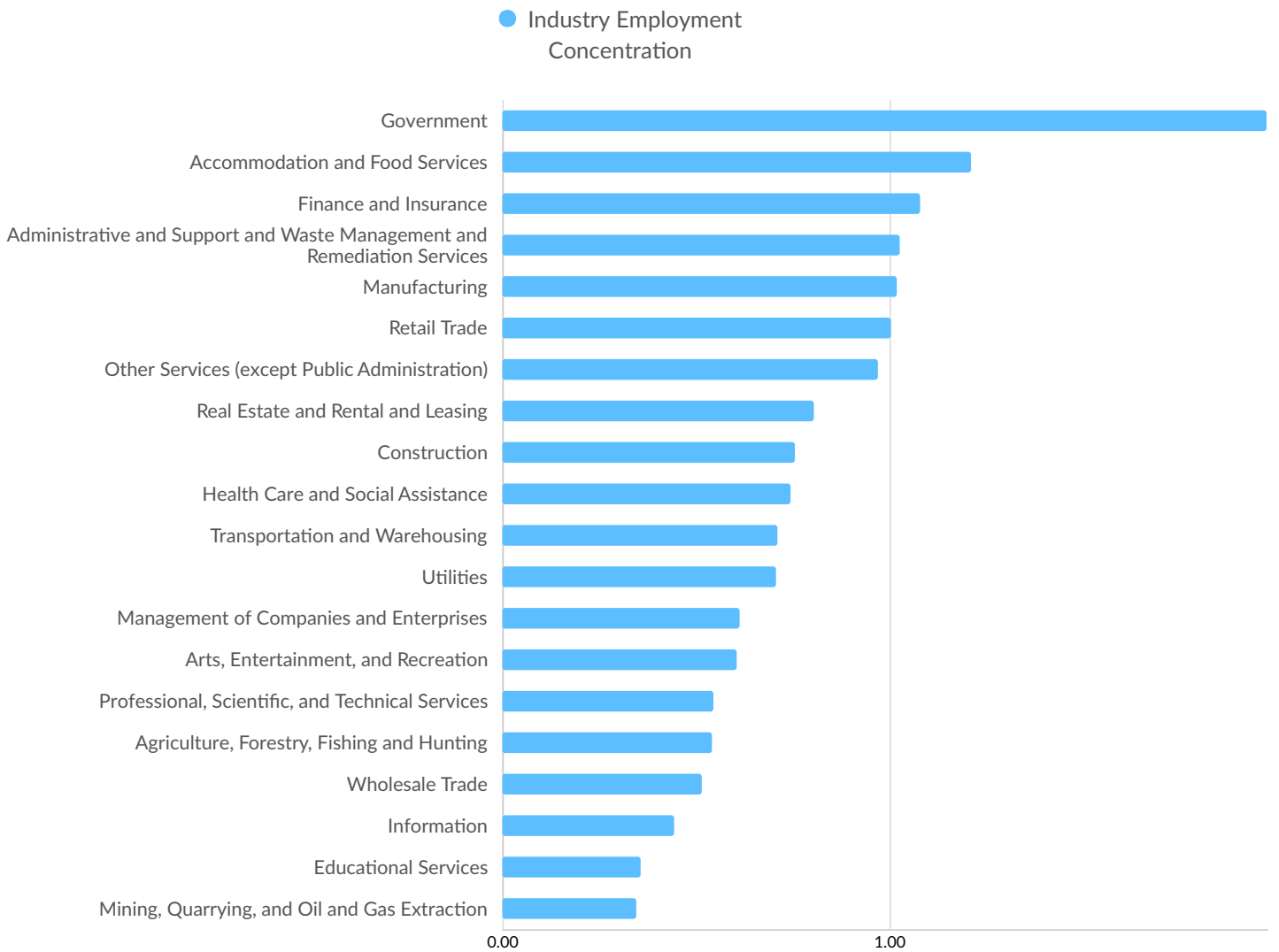
Largest Industries



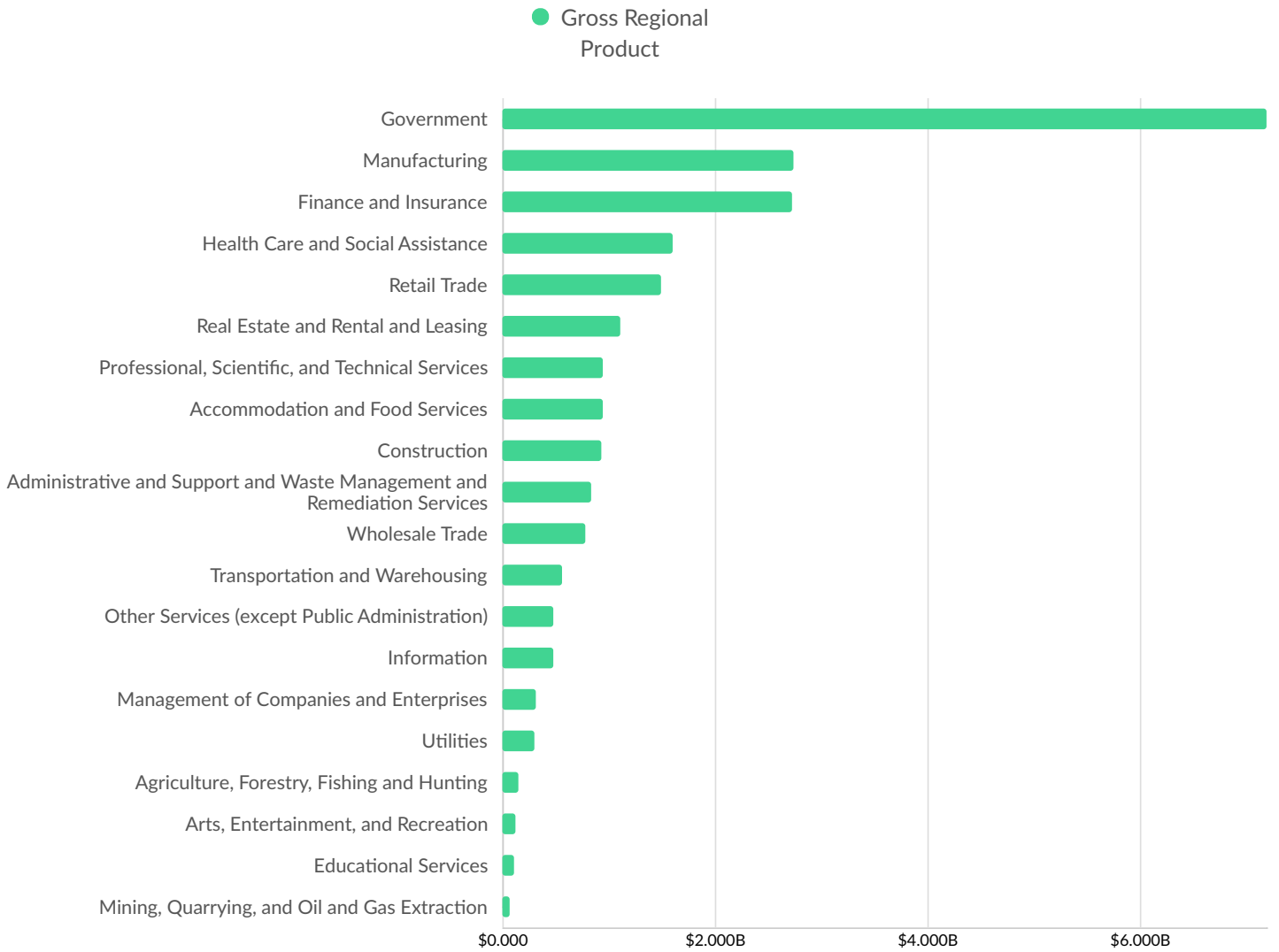
Top Growing Industries



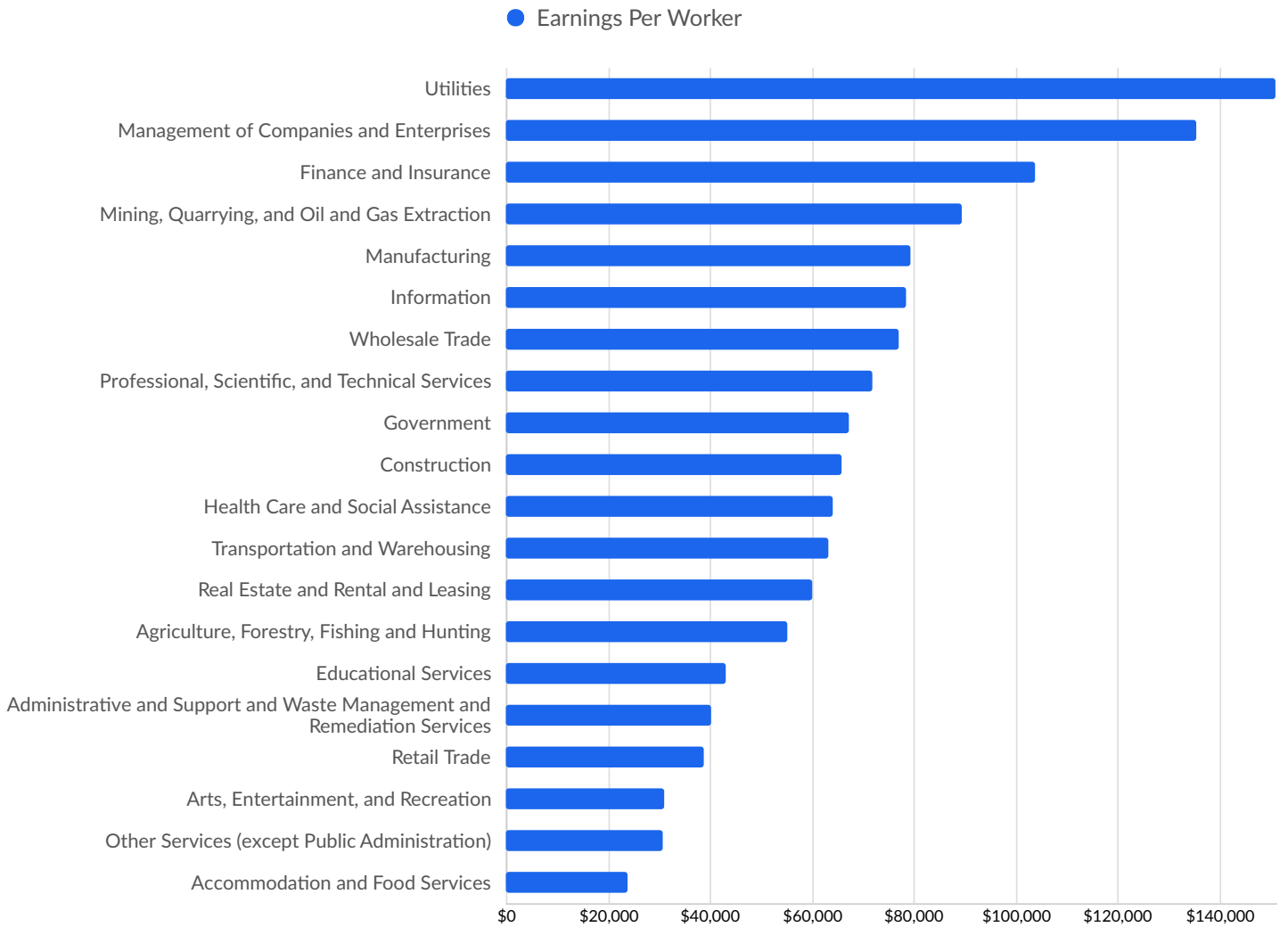
Top Industry Employment Concentration



Top Industry GRP























Top Industry Earnings



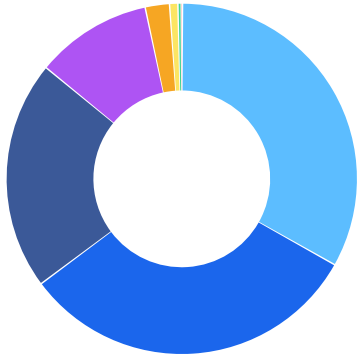
Business Characteristics

35,711 Companies Employ Your Workers

Online profiles for your workers mention 35,711 companies as employers, with the top 10 appearing below. In the last 12 months, 6,046 companies in your area posted job postings, with the top 10 appearing below.

Top Companies	Profiles	Top Companies Posting	Unique Postings
Auburn University	8,505 	Auburn University	2,049 
United States Army	6,404 	Piedmont Healthcare	1,331 
Aflac	2,686 	East Alabama Medical Center	1,057 
TSYS Merchant Solutions	2,197 	Encompass Health	1,006 
Muscogee County School District	1,825 	Elevance Health	621 
Columbus State University	1,367 	Aramark	400 
Walmart	1,102 	Columbus Consolidated Govern...	363 
Synovus	1,093 	Walmart	363 
East Alabama Health Care Autho...	989 	Dollar General	344 
Elevance Health	980 	Emory Healthcare	337 

Business Size

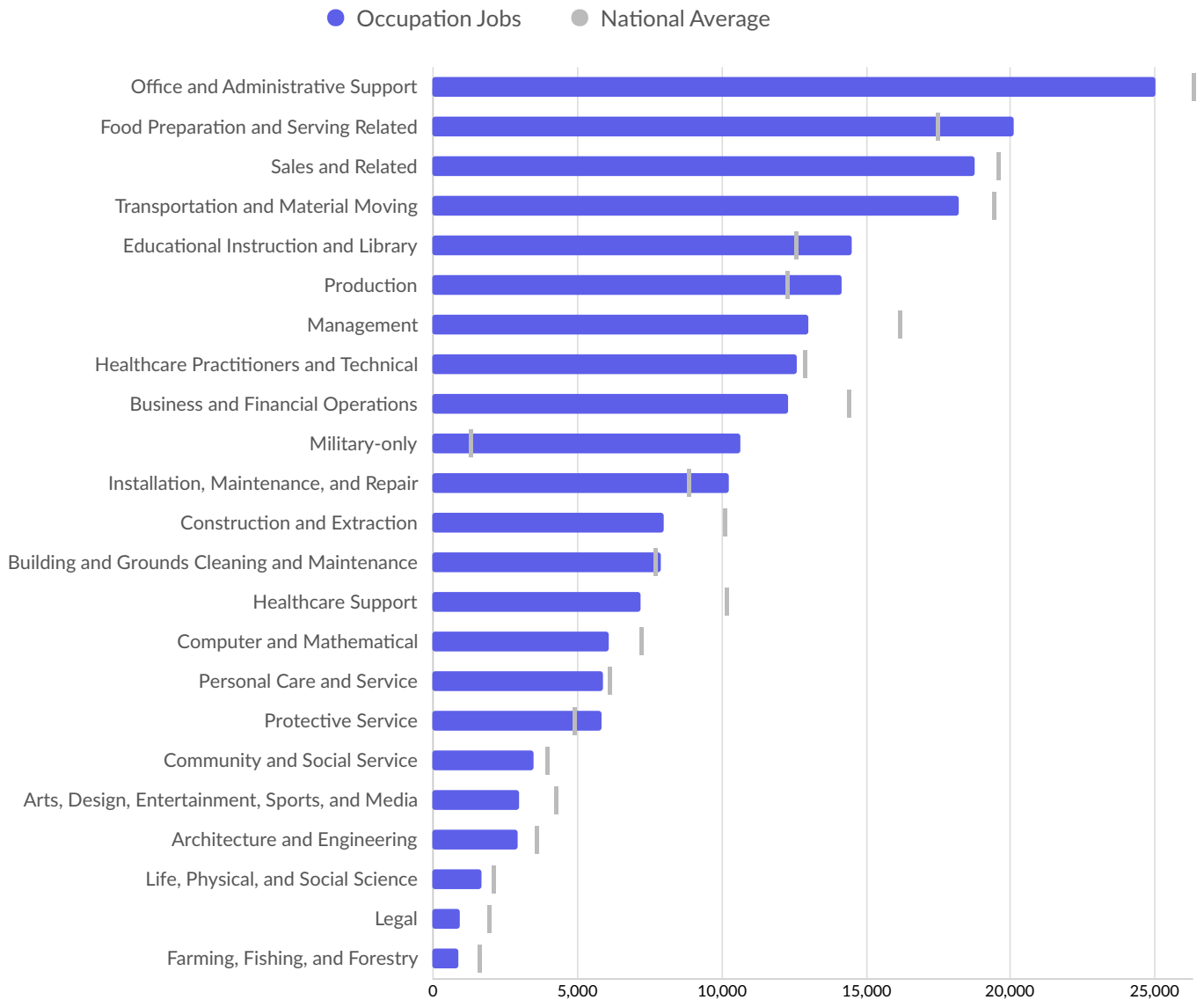


	Percentage	Business Count
● 1 to 4 employees	33.1%	5,072
● 5 to 9 employees	31.7%	4,854
● 10 to 19 employees	21.1%	3,239
● 20 to 49 employees	10.7%	1,644
● 50 to 99 employees	2.2%	343
● 100 to 249 employees	0.8%	117
● 250 to 499 employees	0.3%	47
● 500+ employees	0.1%	18

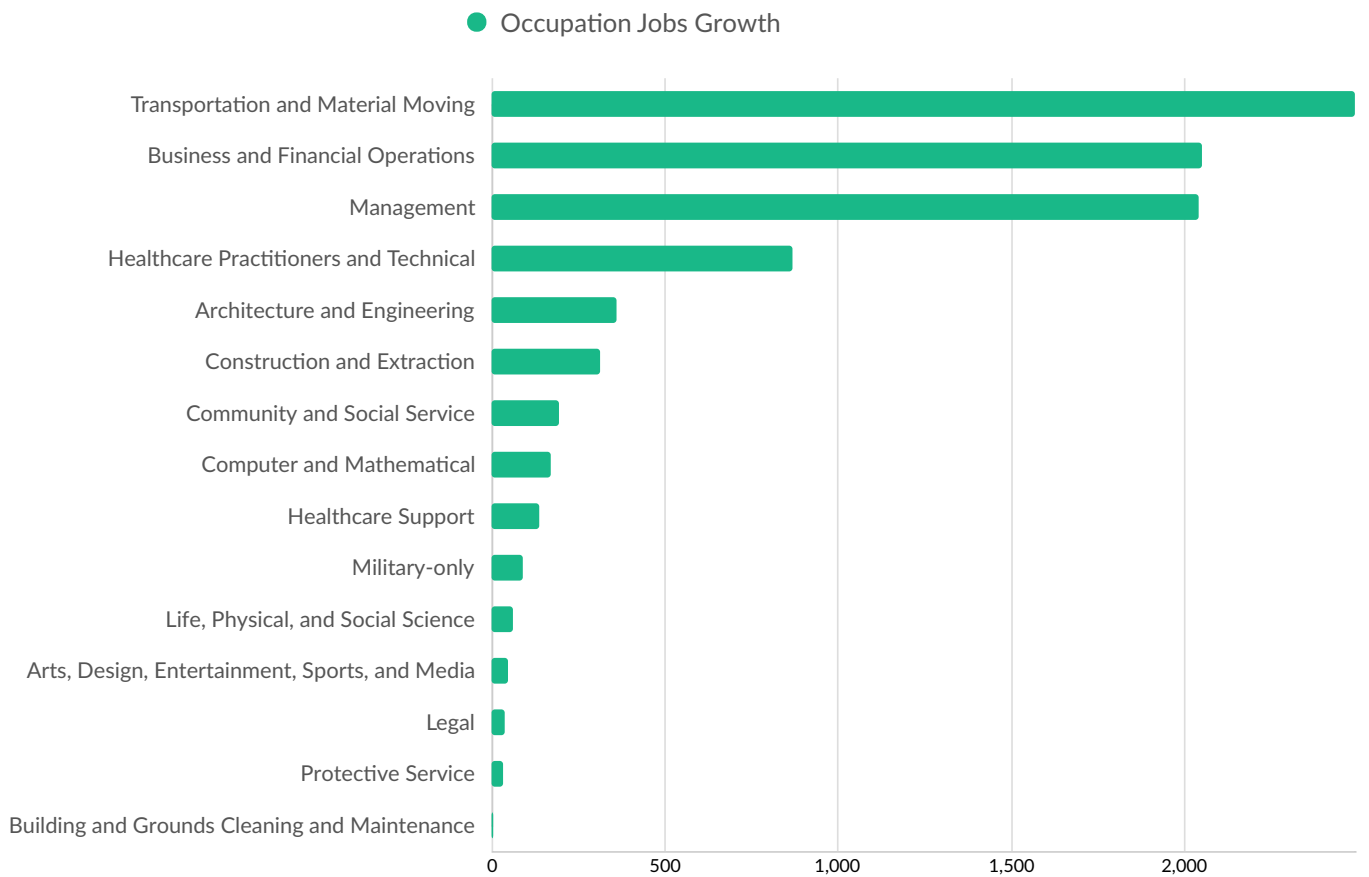
*Business Data by DatabaseUSA.com is third-party data provided by Lightcast to its customers as a convenience, and Lightcast does not endorse or warrant its accuracy or consistency with other published Lightcast data. In most cases, the Business Count will not match total companies with profiles on the summary tab.

Workforce Characteristics

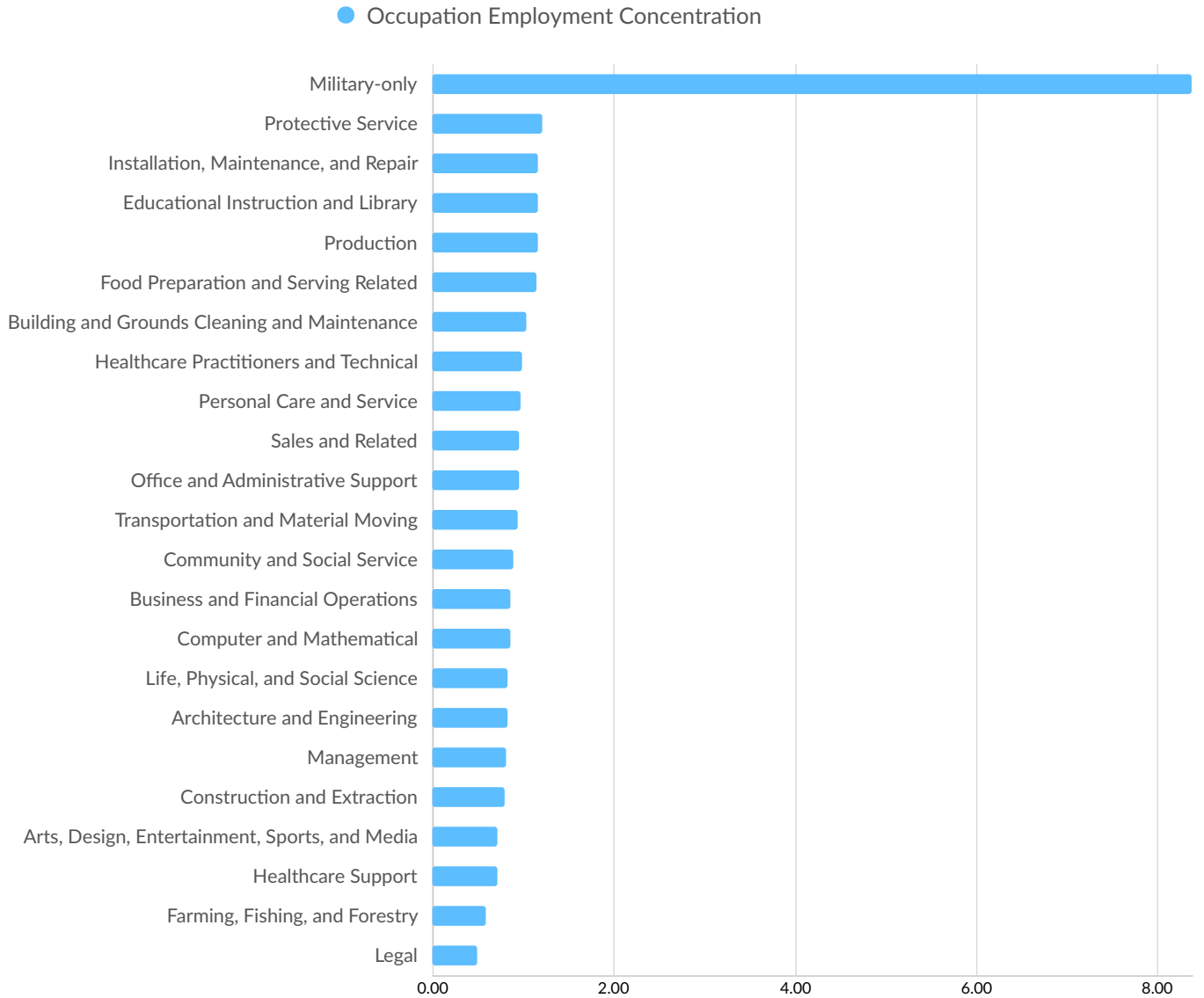
Largest Occupations



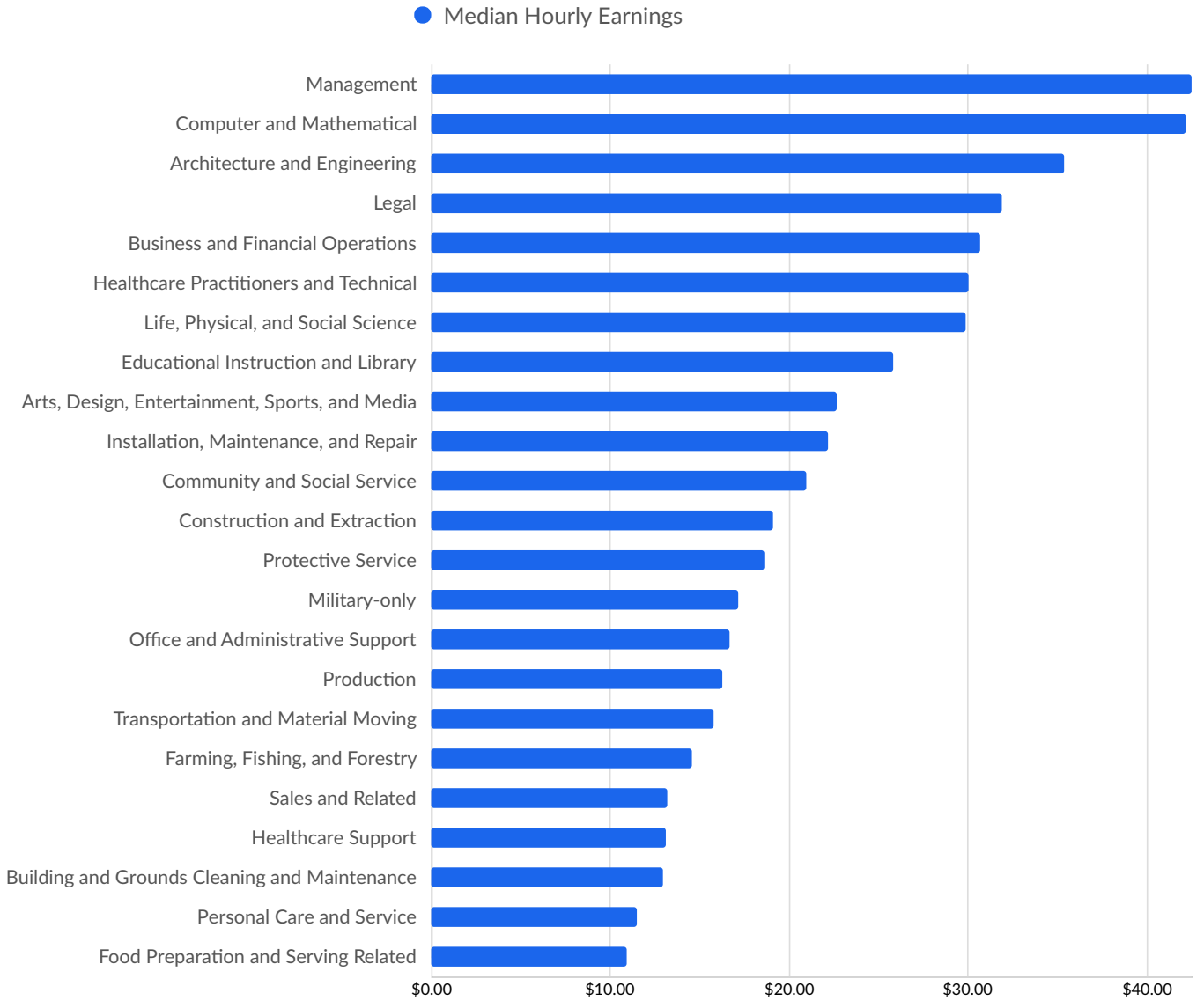
Top Growing Occupations



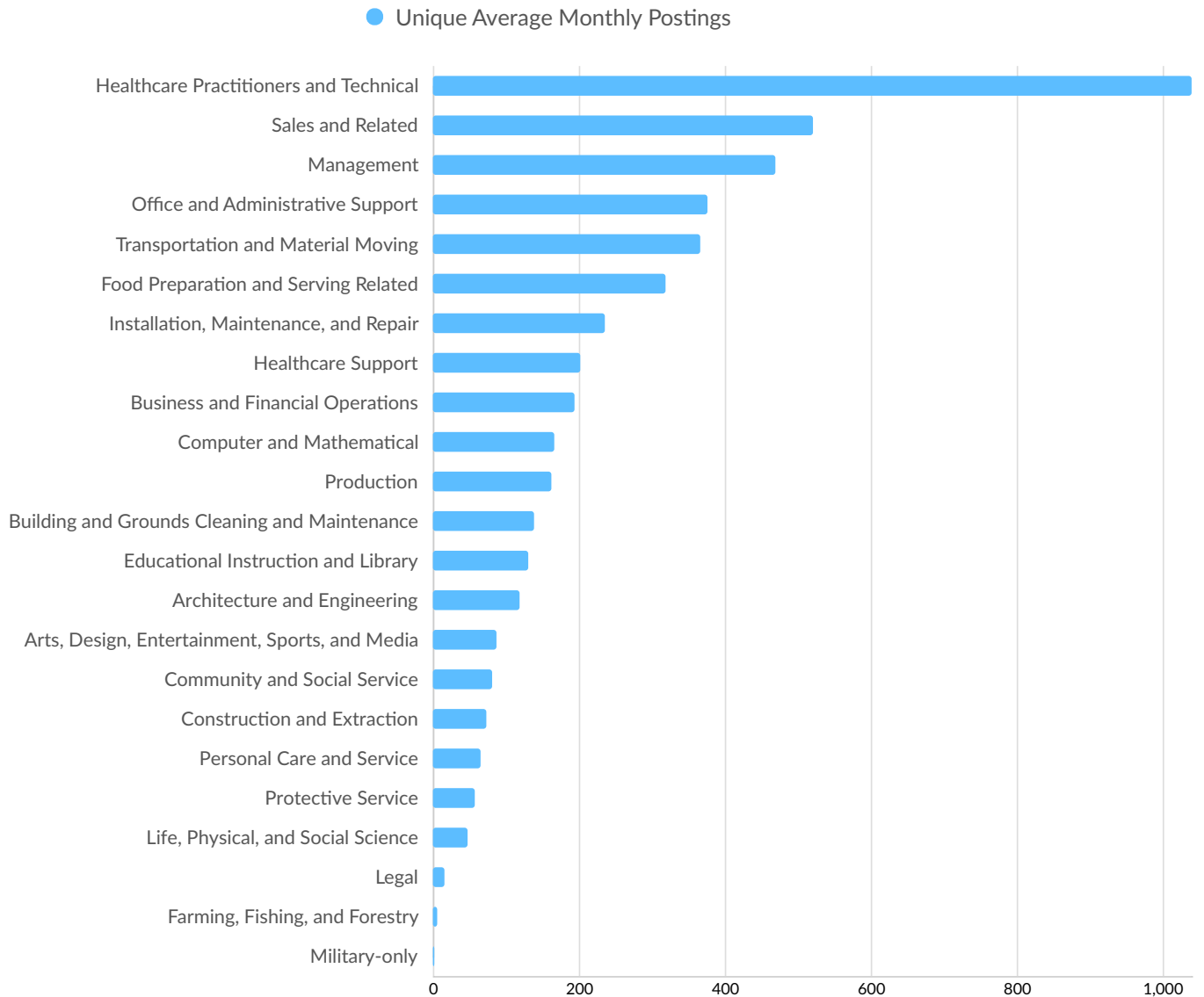
Top Occupation Employment Concentration



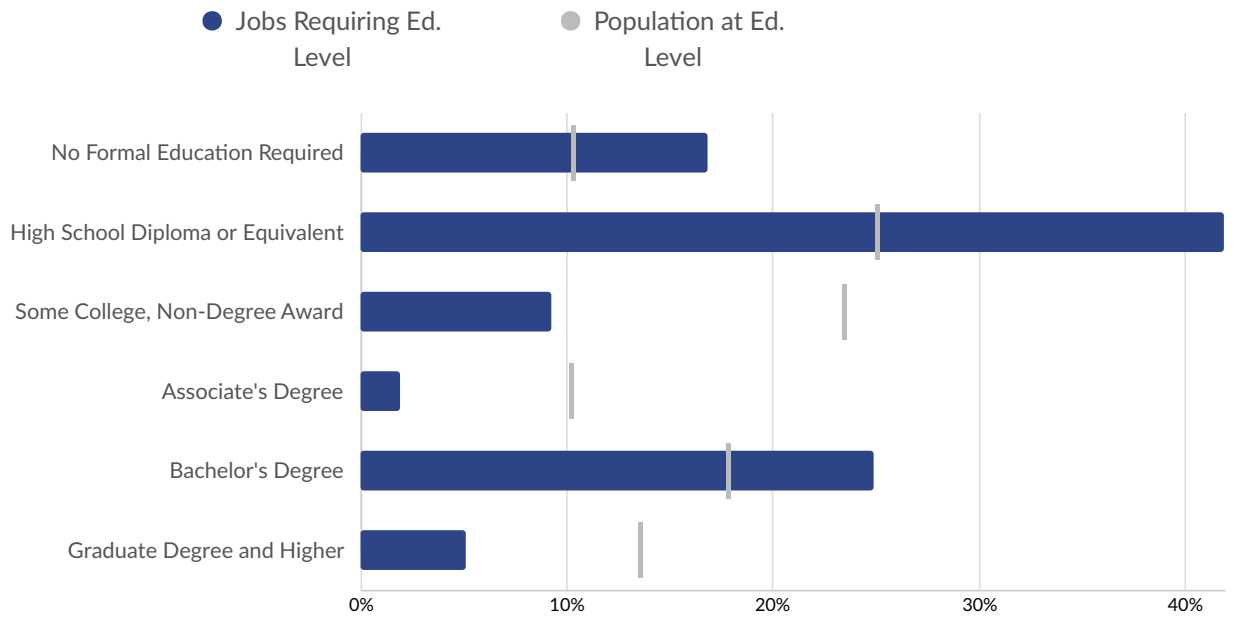
Top Occupation Earnings



Top Posted Occupations

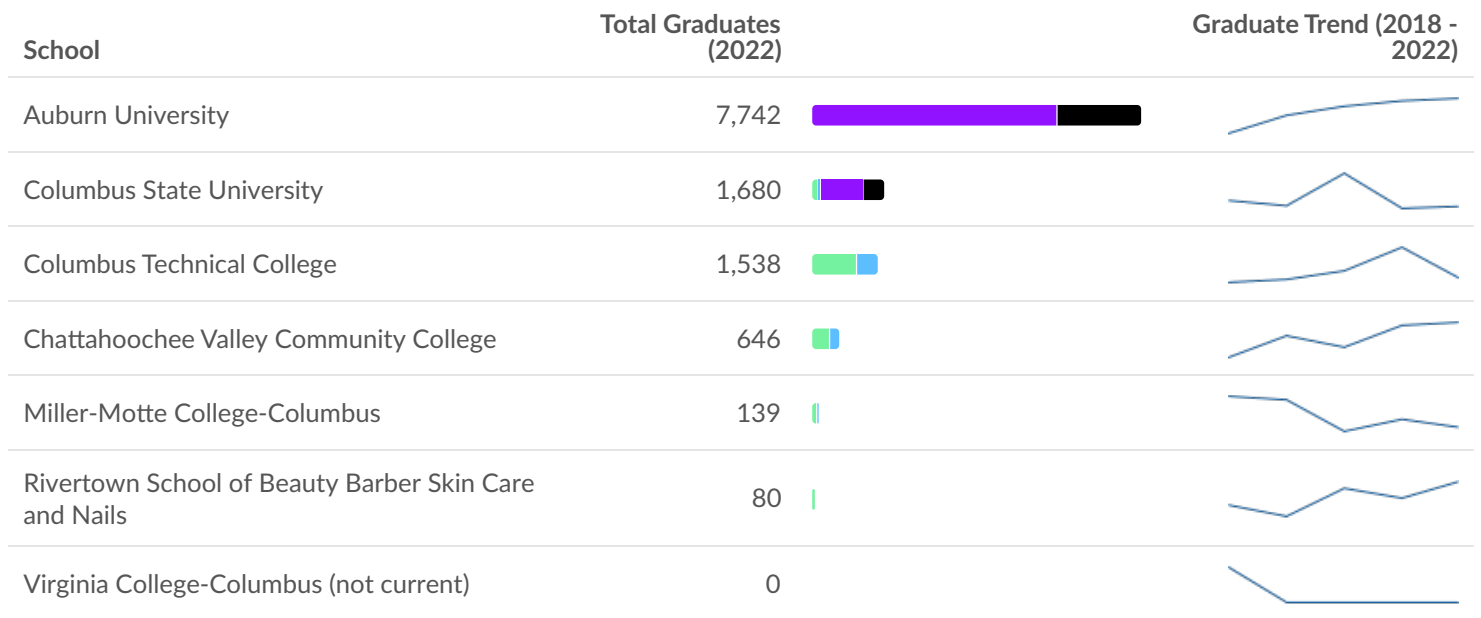


Underemployment



Educational Pipeline

In 2022, there were 11,825 graduates in 2 MSAs. This pipeline has grown by 10% over the last 5 years. The highest share of these graduates come from "Registered Nursing/Registered Nurse" (Bachelor's), "Business Administration and Management, General" (Bachelor's), and "Finance, General" (Bachelor's).



In-Demand Skills

