



# Market Profile

Whataburger-Opelika, AL  
 2501 Gateway Dr, Opelika, Alabama, 36801  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.62099  
 Longitude: -85.40360

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	1,535	18,762	48,675
2010 Total Population	1,894	21,028	55,487
2020 Total Population	2,169	24,430	64,412
2020 Group Quarters	269	762	2,018
2025 Total Population	2,282	26,028	68,899
2020-2025 Annual Rate	1.02%	1.28%	1.36%
2020 Total Daytime Population	4,290	31,086	70,271
Workers	3,205	17,283	34,177
Residents	1,085	13,803	36,094
<b>Household Summary</b>			
2000 Households	578	7,519	20,588
2000 Average Household Size	2.42	2.40	2.27
2010 Households	689	8,396	22,963
2010 Average Household Size	2.41	2.43	2.34
2020 Households	802	9,703	26,531
2020 Average Household Size	2.37	2.44	2.35
2025 Households	851	10,353	28,391
2025 Average Household Size	2.37	2.44	2.36
2020-2025 Annual Rate	1.19%	1.31%	1.36%
2010 Families	435	5,440	13,065
2010 Average Family Size	3.05	3.02	3.00
2020 Families	491	6,136	14,720
2020 Average Family Size	3.02	3.06	3.03
2025 Families	514	6,480	15,587
2025 Average Family Size	3.03	3.06	3.04
2020-2025 Annual Rate	0.92%	1.10%	1.15%
<b>Housing Unit Summary</b>			
2000 Housing Units	648	8,444	22,530
Owner Occupied Housing Units	65.6%	51.7%	46.5%
Renter Occupied Housing Units	23.5%	37.4%	44.9%
Vacant Housing Units	11.0%	11.0%	8.6%
2010 Housing Units	772	9,398	25,599
Owner Occupied Housing Units	54.5%	51.8%	47.5%
Renter Occupied Housing Units	34.7%	37.5%	42.2%
Vacant Housing Units	10.8%	10.7%	10.3%
2020 Housing Units	896	10,906	29,678
Owner Occupied Housing Units	53.0%	50.2%	46.3%
Renter Occupied Housing Units	36.5%	38.8%	43.1%
Vacant Housing Units	10.5%	11.0%	10.6%
2025 Housing Units	948	11,609	31,697
Owner Occupied Housing Units	53.3%	50.3%	46.5%
Renter Occupied Housing Units	36.6%	38.9%	43.1%
Vacant Housing Units	10.2%	10.8%	10.4%
<b>Median Household Income</b>			
2020	\$35,656	\$43,902	\$46,208
2025	\$37,792	\$48,482	\$50,054
<b>Median Home Value</b>			
2020	\$116,600	\$168,475	\$201,645
2025	\$122,481	\$180,030	\$213,948
<b>Per Capita Income</b>			
2020	\$18,200	\$27,474	\$30,901
2025	\$19,751	\$30,781	\$34,007
<b>Median Age</b>			
2010	34.8	34.2	30.1
2020	37.8	35.9	31.7
2025	40.0	36.4	32.5

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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<b>2020 Households by Income</b>			
Household Income Base	802	9,703	26,530
<\$15,000	19.0%	17.2%	19.2%
\$15,000 - \$24,999	16.6%	12.4%	12.0%
\$25,000 - \$34,999	13.8%	11.8%	10.0%
\$35,000 - \$49,999	12.6%	12.9%	11.0%
\$50,000 - \$74,999	12.6%	12.8%	11.5%
\$75,000 - \$99,999	17.1%	12.2%	11.4%
\$100,000 - \$149,999	7.7%	10.8%	13.2%
\$150,000 - \$199,999	0.6%	4.6%	5.4%
\$200,000+	0.2%	5.2%	6.3%
Average Household Income	\$48,422	\$69,934	\$74,627
<b>2025 Households by Income</b>			
Household Income Base	851	10,353	28,390
<\$15,000	18.2%	16.0%	18.2%
\$15,000 - \$24,999	15.5%	11.4%	11.5%
\$25,000 - \$34,999	13.4%	11.3%	9.7%
\$35,000 - \$49,999	12.3%	12.2%	10.6%
\$50,000 - \$74,999	13.0%	13.0%	11.6%
\$75,000 - \$99,999	18.2%	12.9%	11.8%
\$100,000 - \$149,999	8.3%	11.6%	13.5%
\$150,000 - \$199,999	0.8%	5.4%	5.9%
\$200,000+	0.2%	6.2%	7.2%
Average Household Income	\$52,365	\$78,322	\$82,079
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	475	5,470	13,749
<\$50,000	21.3%	14.1%	8.7%
\$50,000 - \$99,999	20.2%	13.6%	8.7%
\$100,000 - \$149,999	26.3%	15.8%	13.5%
\$150,000 - \$199,999	20.0%	17.4%	18.7%
\$200,000 - \$249,999	3.2%	10.5%	14.3%
\$250,000 - \$299,999	3.2%	8.8%	9.8%
\$300,000 - \$399,999	5.9%	9.5%	11.5%
\$400,000 - \$499,999	0.4%	4.0%	6.2%
\$500,000 - \$749,999	0.0%	4.4%	6.1%
\$750,000 - \$999,999	0.0%	1.3%	2.1%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$126,153	\$212,415	\$252,907
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	505	5,842	14,728
<\$50,000	19.0%	12.3%	7.4%
\$50,000 - \$99,999	19.6%	12.6%	7.8%
\$100,000 - \$149,999	25.5%	14.7%	12.4%
\$150,000 - \$199,999	21.0%	17.3%	18.4%
\$200,000 - \$249,999	3.6%	11.1%	14.7%
\$250,000 - \$299,999	3.8%	9.9%	10.5%
\$300,000 - \$399,999	7.3%	10.6%	12.4%
\$400,000 - \$499,999	0.4%	4.6%	6.9%
\$500,000 - \$749,999	0.0%	5.0%	6.9%
\$750,000 - \$999,999	0.0%	1.4%	2.2%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.4%	0.4%
Average Home Value	\$133,646	\$224,666	\$264,809

**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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<b>2010 Population by Age</b>			
Total	1,894	21,028	55,487
0 - 4	6.2%	7.8%	6.4%
5 - 9	5.0%	6.7%	6.0%
10 - 14	5.5%	6.6%	6.0%
15 - 24	15.0%	14.2%	23.1%
25 - 34	18.6%	15.9%	14.9%
35 - 44	13.3%	13.4%	12.1%
45 - 54	14.1%	12.9%	11.5%
55 - 64	10.9%	10.7%	9.5%
65 - 74	6.4%	6.3%	5.6%
75 - 84	3.3%	3.9%	3.5%
85 +	1.7%	1.7%	1.5%
18 +	79.5%	74.7%	77.7%
<b>2020 Population by Age</b>			
Total	2,171	24,432	64,410
0 - 4	5.4%	7.0%	5.8%
5 - 9	5.7%	7.1%	6.0%
10 - 14	5.8%	6.5%	5.8%
15 - 24	11.9%	12.7%	21.9%
25 - 34	16.0%	15.2%	14.9%
35 - 44	17.0%	14.2%	12.1%
45 - 54	11.8%	11.6%	10.5%
55 - 64	11.6%	11.1%	10.0%
65 - 74	8.7%	8.4%	7.6%
75 - 84	4.4%	4.3%	3.7%
85 +	1.7%	1.9%	1.6%
18 +	80.7%	75.8%	79.1%
<b>2025 Population by Age</b>			
Total	2,281	26,029	68,899
0 - 4	5.2%	6.9%	5.8%
5 - 9	5.6%	6.8%	5.7%
10 - 14	5.9%	6.8%	5.8%
15 - 24	12.3%	13.0%	21.6%
25 - 34	14.3%	14.5%	14.4%
35 - 44	16.0%	13.8%	12.1%
45 - 54	12.6%	11.9%	10.7%
55 - 64	11.2%	10.3%	9.4%
65 - 74	9.6%	8.9%	8.2%
75 - 84	5.4%	5.0%	4.5%
85 +	2.1%	2.0%	1.7%
18 +	80.4%	75.9%	79.3%
<b>2010 Population by Sex</b>			
Males	986	10,026	27,072
Females	908	11,002	28,415
<b>2020 Population by Sex</b>			
Males	1,138	11,691	31,556
Females	1,031	12,740	32,856
<b>2025 Population by Sex</b>			
Males	1,197	12,485	33,789
Females	1,086	13,544	35,110

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<b>2010 Population by Race/Ethnicity</b>			
Total	1,895	21,027	55,486
White Alone	42.1%	50.9%	64.6%
Black Alone	49.8%	41.2%	27.5%
American Indian Alone	0.5%	0.3%	0.3%
Asian Alone	2.7%	2.9%	4.1%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	3.3%	3.1%	1.9%
Two or More Races	1.4%	1.4%	1.5%
Hispanic Origin	5.4%	5.5%	3.8%
Diversity Index	61.7	61.5	54.1
<b>2020 Population by Race/Ethnicity</b>			
Total	2,169	24,430	64,412
White Alone	41.0%	48.9%	62.1%
Black Alone	48.1%	40.2%	26.7%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	4.8%	5.1%	6.8%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	3.6%	3.5%	2.1%
Two or More Races	1.8%	1.8%	1.9%
Hispanic Origin	6.2%	6.2%	4.4%
Diversity Index	64.5	64.4	57.7
<b>2025 Population by Race/Ethnicity</b>			
Total	2,283	26,029	68,899
White Alone	40.3%	48.0%	60.9%
Black Alone	47.7%	39.8%	26.5%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	5.6%	6.0%	7.9%
Pacific Islander Alone	0.2%	0.2%	0.1%
Some Other Race Alone	3.9%	3.7%	2.3%
Two or More Races	2.0%	2.1%	2.1%
Hispanic Origin	6.7%	6.8%	4.8%
Diversity Index	65.6	65.7	59.4
<b>2010 Population by Relationship and Household Type</b>			
Total	1,894	21,028	55,487
In Households	87.8%	96.8%	96.8%
In Family Households	71.8%	80.1%	72.3%
Householder	23.5%	25.6%	23.6%
Spouse	14.6%	16.0%	16.2%
Child	27.9%	32.5%	27.9%
Other relative	4.0%	3.9%	3.1%
Nonrelative	1.8%	2.0%	1.6%
In Nonfamily Households	15.9%	16.8%	24.5%
In Group Quarters	12.2%	3.2%	3.2%
Institutionalized Population	12.2%	2.6%	1.1%
Noninstitutionalized Population	0.0%	0.6%	2.1%

**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.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	1,544	16,281	38,998
Less than 9th Grade	2.4%	3.4%	2.2%
9th - 12th Grade, No Diploma	12.8%	8.6%	5.8%
High School Graduate	23.0%	22.1%	17.0%
GED/Alternative Credential	9.1%	5.8%	4.1%
Some College, No Degree	24.0%	21.3%	20.9%
Associate Degree	7.7%	6.8%	7.3%
Bachelor's Degree	13.5%	18.7%	23.3%
Graduate/Professional Degree	7.6%	13.3%	19.4%
<b>2020 Population 15+ by Marital Status</b>			
Total	1,803	19,375	53,112
Never Married	37.0%	35.8%	42.2%
Married	42.7%	42.9%	42.6%
Widowed	8.3%	6.9%	4.7%
Divorced	12.0%	14.4%	10.5%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	905	12,015	32,360
Population 16+ Employed	85.1%	86.2%	87.3%
Population 16+ Unemployment rate	15.0%	13.8%	12.7%
Population 16-24 Employed	11.0%	12.7%	18.1%
Population 16-24 Unemployment rate	33.6%	26.1%	20.9%
Population 25-54 Employed	70.9%	67.7%	62.9%
Population 25-54 Unemployment rate	10.0%	10.5%	9.9%
Population 55-64 Employed	14.7%	13.9%	13.3%
Population 55-64 Unemployment rate	19.9%	16.7%	14.1%
Population 65+ Employed	3.2%	5.7%	5.7%
Population 65+ Unemployment rate	13.8%	12.1%	11.1%
<b>2020 Employed Population 16+ by Industry</b>			
Total	770	10,359	28,242
Agriculture/Mining	0.3%	1.3%	0.8%
Construction	1.9%	3.0%	3.5%
Manufacturing	15.7%	16.2%	13.5%
Wholesale Trade	1.6%	0.9%	1.4%
Retail Trade	11.9%	8.9%	8.4%
Transportation/Utilities	5.2%	3.4%	2.7%
Information	0.1%	1.1%	1.2%
Finance/Insurance/Real Estate	5.5%	4.5%	4.7%
Services	54.2%	56.8%	60.6%
Public Administration	3.5%	3.8%	3.2%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	770	10,362	28,241
White Collar	51.9%	57.8%	64.8%
Management/Business/Financial	8.4%	13.1%	14.1%
Professional	23.9%	22.7%	30.7%
Sales	10.4%	9.7%	9.4%
Administrative Support	9.2%	12.3%	10.6%
Services	21.8%	22.1%	18.2%
Blue Collar	26.2%	20.1%	17.0%
Farming/Forestry/Fishing	0.1%	0.5%	0.3%
Construction/Extraction	0.3%	2.4%	2.5%
Installation/Maintenance/Repair	3.2%	2.4%	2.4%
Production	12.1%	10.5%	8.0%
Transportation/Material Moving	10.5%	4.4%	3.8%

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April 15, 2021



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<b>2010 Households by Type</b>			
Total	688	8,396	22,964
Households with 1 Person	32.0%	29.5%	32.0%
Households with 2+ People	68.0%	70.5%	68.0%
Family Households	63.2%	64.8%	56.9%
Husband-wife Families	39.1%	40.6%	39.0%
With Related Children	16.1%	18.5%	18.0%
Other Family (No Spouse Present)	24.3%	24.2%	17.9%
Other Family with Male Householder	4.8%	4.6%	3.9%
With Related Children	2.3%	2.3%	1.8%
Other Family with Female Householder	19.5%	19.6%	14.0%
With Related Children	13.1%	13.6%	9.5%
Nonfamily Households	4.8%	5.7%	11.1%
All Households with Children	31.9%	34.9%	29.7%
Multigenerational Households	5.1%	4.3%	2.9%
Unmarried Partner Households	5.4%	5.7%	4.6%
Male-female	4.9%	5.1%	4.1%
Same-sex	0.4%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	691	8,396	22,965
1 Person Household	31.8%	29.5%	32.0%
2 Person Household	31.1%	31.4%	32.3%
3 Person Household	17.8%	17.7%	16.6%
4 Person Household	12.0%	12.8%	12.0%
5 Person Household	4.9%	5.7%	4.9%
6 Person Household	1.3%	1.8%	1.5%
7 + Person Household	1.0%	1.1%	0.8%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	689	8,396	22,963
Owner Occupied	61.1%	58.0%	53.0%
Owned with a Mortgage/Loan	38.2%	37.8%	36.4%
Owned Free and Clear	22.9%	20.2%	16.6%
Renter Occupied	38.9%	42.0%	47.0%
<b>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	185	157	138
Percent of Income for Mortgage	13.7%	16.0%	18.2%
Wealth Index	36	69	79
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	772	9,398	25,599
Housing Units Inside Urbanized Area	98.7%	89.5%	90.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.3%	10.5%	9.8%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	1,894	21,028	55,487
Population Inside Urbanized Area	99.1%	89.6%	89.5%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.9%	10.4%	10.5%

**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.

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<b>Top 3 Tapestry Segments</b>			
1.	Midlife Constants (5E)	Middleburg (4C)	Dorms to Diplomas (14C)
2.	Down the Road (10D)	Down the Road (10D)	College Towns (14B)
3.	Middleburg (4C)	Modest Income Homes (12D)	In Style (5B)
<b>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$924,373	\$16,776,510	\$49,359,762
Average Spent	\$1,152.58	\$1,729.00	\$1,860.46
Spending Potential Index	54	81	87
Education: Total \$	\$691,129	\$12,836,246	\$42,598,731
Average Spent	\$861.76	\$1,322.92	\$1,605.62
Spending Potential Index	48	74	90
Entertainment/Recreation: Total \$	\$1,435,532	\$24,594,286	\$71,278,796
Average Spent	\$1,789.94	\$2,534.71	\$2,686.62
Spending Potential Index	55	78	83
Food at Home: Total \$	\$2,374,862	\$41,577,197	\$119,365,804
Average Spent	\$2,961.17	\$4,284.98	\$4,499.11
Spending Potential Index	55	80	84
Food Away from Home: Total \$	\$1,637,479	\$29,372,701	\$86,657,344
Average Spent	\$2,041.74	\$3,027.18	\$3,266.27
Spending Potential Index	54	80	87
Health Care: Total \$	\$2,668,681	\$44,306,486	\$125,085,851
Average Spent	\$3,327.53	\$4,566.27	\$4,714.71
Spending Potential Index	58	79	82
HH Furnishings & Equipment: Total \$	\$968,670	\$16,844,216	\$48,764,880
Average Spent	\$1,207.82	\$1,735.98	\$1,838.03
Spending Potential Index	55	79	84
Personal Care Products & Services: Total \$	\$407,511	\$7,187,060	\$21,081,109
Average Spent	\$508.12	\$740.70	\$794.58
Spending Potential Index	55	81	86
Shelter: Total \$	\$8,035,117	\$145,141,581	\$432,233,925
Average Spent	\$10,018.85	\$14,958.42	\$16,291.66
Spending Potential Index	52	77	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,095,164	\$18,046,941	\$51,060,935
Average Spent	\$1,365.54	\$1,859.93	\$1,924.58
Spending Potential Index	58	79	82
Travel: Total \$	\$1,027,787	\$17,425,903	\$50,747,876
Average Spent	\$1,281.53	\$1,795.93	\$1,912.78
Spending Potential Index	53	75	79
Vehicle Maintenance & Repairs: Total \$	\$527,476	\$9,229,774	\$27,204,010
Average Spent	\$657.70	\$951.23	\$1,025.37
Spending Potential Index	57	82	88

**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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.