



Opelika, Alabama.

Current market data.

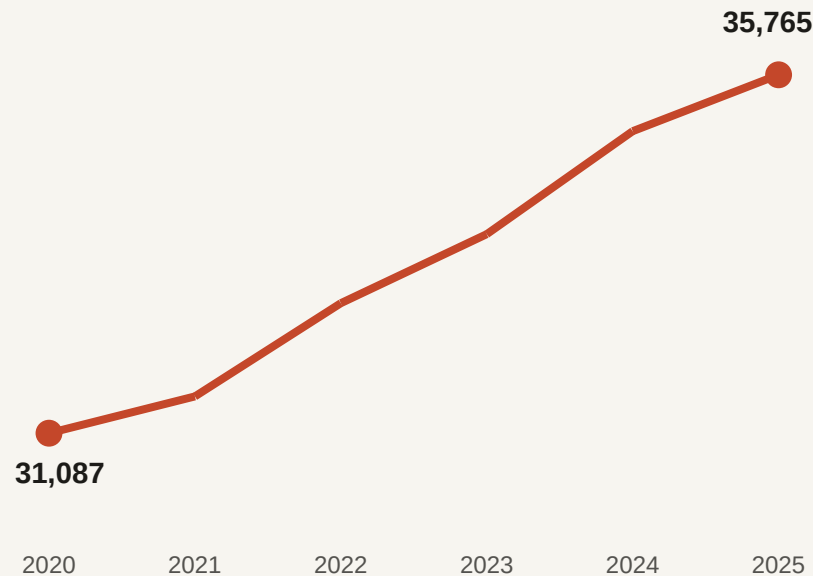
11 cards. Every number sourced and dated. Data as of Oct 30, 2026.

POPULATION

**Growing. Up 15.0% since
2020.**

35,765

people, the 15th-largest of Alabama's cities and towns.

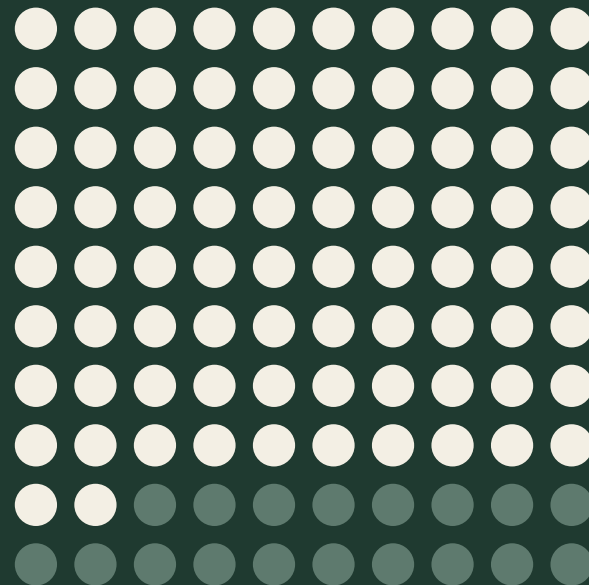


THE WORKDAY

8 in 10 jobs here go to
people who live somewhere
else.

81.7%

of 26,591 jobs located in Opelika are filled by in-commuters.



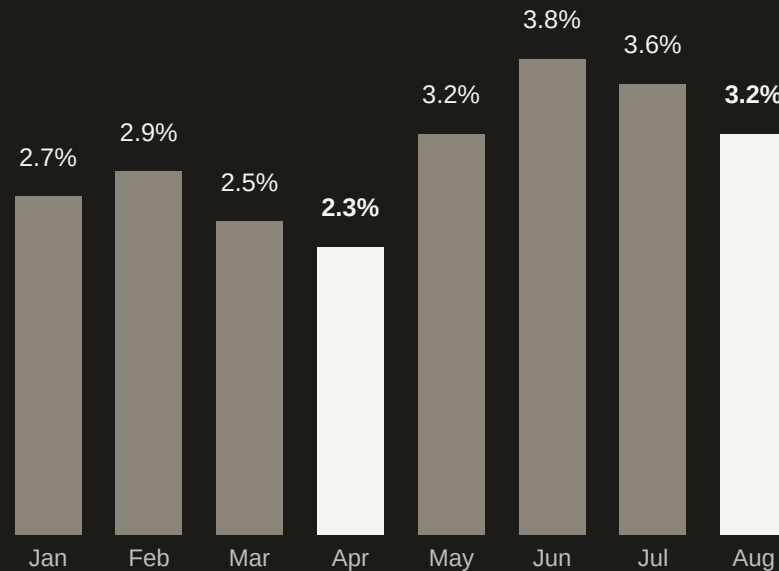
Each dot is 1% of jobs. Filled: held by in-commuters.

UNEMPLOYMENT, 2026

The low came in April:
2.3%.

3.2%

in August 2026, the latest month released. A year earlier it was 2.7%.



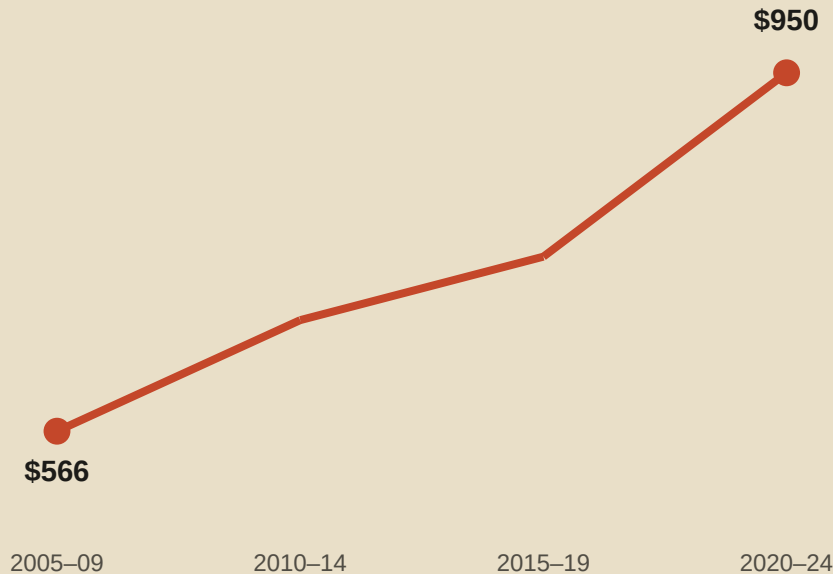


RENT

Median rent is up 68%
since the 2005–2009
survey, before inflation.

\$950

a month. Alabama's median is \$1,007.





THE SEAM

Cross one tract line and median rent doubles.

A \$1,085 gap between neighbors, the sharpest rent edge between adjacent tracts in Lee County.

TRACT 403

\$762

TRACT 404.02

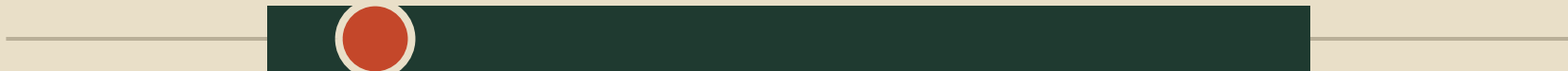
\$1,847



ROOM TO BUILD

The median rent sits inside what local wages can carry.

\$903–\$1,355



\$950 median

is the monthly rent range local workforce wages support.

BUILDING

60% of the housing here was built before 2000.

4,280

homes permitted in ten years,
2016–2025

11%

of those were in multifamily
buildings

60%

of all homes were built before 2000

UNITS NEEDED

Closing the gap would add 0.3–1.8% to the 15,020 homes here.

46–266

is the estimated number of missing housing units, from the lowest to the highest of three estimates.



HOME VALUE

A median home costs 15% more than Alabama's.

\$241,800

median home value in Opelika.

Opelika



\$241,800

Alabama



\$209,900

U.S.



\$332,700

THAT WAS OPELIKA'S 2026

Every number came from a public source, with its date.

New Census data usually lands in December. The next Edition follows it.

See this Edition at almanacdata.ai/e/al/opelika/

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