

Alex City Marketplace  
 935 Market Pl, Alexander City, Alabama, 35010  
 Rings: 3, 5, 10 mile radii

Prepared by Young's Research  
 Latitude: 32.92027  
 Longitude: -85.95944

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	11,139	17,247	25,742
2010 Total Population	11,434	17,214	25,321
2018 Total Population	11,159	16,656	24,633
2018 Group Quarters	236	290	317
2023 Total Population	10,916	16,242	24,047
2018-2023 Annual Rate	-0.44%	-0.50%	-0.48%
2018 Total Daytime Population	17,259	21,426	26,882
Workers	10,256	11,146	11,999
Residents	7,003	10,280	14,883
<b>Household Summary</b>			
2000 Households	4,617	6,908	10,203
2000 Average Household Size	2.33	2.41	2.44
2010 Households	4,683	6,980	10,333
2010 Average Household Size	2.39	2.42	2.42
2018 Households	4,572	6,776	10,105
2018 Average Household Size	2.39	2.42	2.41
2023 Households	4,478	6,620	9,888
2023 Average Household Size	2.38	2.41	2.40
2018-2023 Annual Rate	-0.41%	-0.46%	-0.43%
2010 Families	3,108	4,712	7,110
2010 Average Family Size	2.93	2.95	2.92
2018 Families	2,971	4,483	6,829
2018 Average Family Size	2.95	2.96	2.91
2023 Families	2,884	4,344	6,633
2023 Average Family Size	2.95	2.96	2.91
2018-2023 Annual Rate	-0.59%	-0.63%	-0.58%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,101	7,670	12,170
Owner Occupied Housing Units	58.3%	60.8%	60.9%
Renter Occupied Housing Units	32.2%	29.3%	23.0%
Vacant Housing Units	9.5%	9.9%	16.2%
2010 Housing Units	5,183	7,801	12,612
Owner Occupied Housing Units	53.9%	56.1%	55.7%
Renter Occupied Housing Units	36.5%	33.3%	26.2%
Vacant Housing Units	9.6%	10.5%	18.1%
2018 Housing Units	5,302	7,959	12,890
Owner Occupied Housing Units	48.0%	50.1%	50.5%
Renter Occupied Housing Units	38.3%	35.0%	27.9%
Vacant Housing Units	13.8%	14.9%	21.6%
2023 Housing Units	5,410	8,115	13,136
Owner Occupied Housing Units	46.3%	48.4%	48.9%
Renter Occupied Housing Units	36.4%	33.2%	26.3%
Vacant Housing Units	17.2%	18.4%	24.7%
<b>Median Household Income</b>			
2018	\$34,911	\$35,616	\$37,960
2023	\$36,671	\$37,609	\$40,304
<b>Median Home Value</b>			
2018	\$94,694	\$96,622	\$102,381
2023	\$99,175	\$105,303	\$121,905
<b>Per Capita Income</b>			
2018	\$19,908	\$20,594	\$22,184
2023	\$21,454	\$22,201	\$23,931
<b>Median Age</b>			
2010	39.0	39.8	41.3
2018	40.5	41.5	43.4
2023	41.7	42.6	44.6

**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.

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<b>2018 Households by Income</b>			
Household Income Base	4,572	6,776	10,105
<\$15,000	20.5%	20.2%	18.0%
\$15,000 - \$24,999	14.7%	14.7%	14.6%
\$25,000 - \$34,999	14.9%	14.2%	13.4%
\$35,000 - \$49,999	16.3%	15.3%	15.4%
\$50,000 - \$74,999	16.7%	17.2%	17.5%
\$75,000 - \$99,999	7.9%	8.6%	10.1%
\$100,000 - \$149,999	5.3%	6.0%	6.5%
\$150,000 - \$199,999	2.1%	2.1%	2.5%
\$200,000+	1.6%	1.6%	2.0%
Average Household Income	\$48,424	\$49,928	\$53,568
<b>2023 Households by Income</b>			
Household Income Base	4,478	6,620	9,888
<\$15,000	19.8%	19.4%	17.1%
\$15,000 - \$24,999	13.5%	13.5%	13.4%
\$25,000 - \$34,999	14.2%	13.6%	12.9%
\$35,000 - \$49,999	16.2%	15.3%	15.3%
\$50,000 - \$74,999	17.6%	18.1%	18.4%
\$75,000 - \$99,999	9.1%	9.9%	11.6%
\$100,000 - \$149,999	5.7%	6.4%	6.7%
\$150,000 - \$199,999	2.1%	2.1%	2.5%
\$200,000+	1.7%	1.7%	2.0%
Average Household Income	\$52,160	\$53,767	\$57,676
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	2,543	3,989	6,513
<\$50,000	17.9%	18.5%	18.9%
\$50,000 - \$99,999	35.9%	33.8%	30.4%
\$100,000 - \$149,999	16.7%	15.5%	13.5%
\$150,000 - \$199,999	12.3%	12.7%	11.9%
\$200,000 - \$249,999	3.8%	4.7%	4.8%
\$250,000 - \$299,999	3.2%	3.3%	3.9%
\$300,000 - \$399,999	4.5%	5.3%	7.4%
\$400,000 - \$499,999	2.7%	2.4%	3.1%
\$500,000 - \$749,999	1.1%	1.5%	3.0%
\$750,000 - \$999,999	1.4%	1.4%	1.7%
\$1,000,000 - \$1,499,999	0.5%	0.7%	0.9%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.1%	0.2%
Average Home Value	\$144,266	\$154,714	\$180,286
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	2,506	3,925	6,427
<\$50,000	16.7%	17.0%	16.7%
\$50,000 - \$99,999	33.8%	31.4%	27.6%
\$100,000 - \$149,999	16.2%	15.1%	12.9%
\$150,000 - \$199,999	12.4%	12.7%	11.4%
\$200,000 - \$249,999	3.7%	5.2%	5.8%
\$250,000 - \$299,999	3.5%	3.6%	4.3%
\$300,000 - \$399,999	5.0%	5.9%	7.8%
\$400,000 - \$499,999	3.2%	2.7%	3.3%
\$500,000 - \$749,999	2.1%	2.5%	5.0%
\$750,000 - \$999,999	2.7%	2.8%	3.5%
\$1,000,000 - \$1,499,999	0.6%	0.9%	1.1%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.2%
\$2,000,000 +	0.0%	0.2%	0.3%
Average Home Value	\$166,261	\$179,585	\$214,754

**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	11,434	17,214	25,318
0 - 4	6.8%	6.6%	6.1%
5 - 9	6.0%	5.9%	5.7%
10 - 14	6.6%	6.7%	6.6%
15 - 24	13.3%	12.9%	12.4%
25 - 34	12.1%	11.6%	11.0%
35 - 44	12.9%	13.1%	13.2%
45 - 54	13.9%	14.0%	14.7%
55 - 64	12.0%	12.5%	13.7%
65 - 74	8.0%	8.4%	9.1%
75 - 84	5.8%	5.6%	5.5%
85 +	2.7%	2.5%	2.1%
18 +	76.4%	76.6%	77.5%
<b>2018 Population by Age</b>			
Total	11,160	16,656	24,633
0 - 4	6.3%	6.1%	5.6%
5 - 9	6.3%	6.2%	5.7%
10 - 14	5.9%	5.9%	5.8%
15 - 24	11.3%	11.2%	10.8%
25 - 34	13.4%	12.9%	12.1%
35 - 44	12.0%	11.9%	11.9%
45 - 54	12.5%	12.9%	13.3%
55 - 64	13.5%	13.6%	14.7%
65 - 74	10.0%	10.7%	11.8%
75 - 84	5.9%	6.0%	6.0%
85 +	2.9%	2.7%	2.3%
18 +	78.2%	78.5%	79.6%
<b>2023 Population by Age</b>			
Total	10,914	16,242	24,047
0 - 4	6.0%	5.8%	5.3%
5 - 9	6.3%	6.1%	5.6%
10 - 14	6.5%	6.4%	6.1%
15 - 24	10.7%	10.5%	10.1%
25 - 34	11.9%	11.7%	11.1%
35 - 44	12.6%	12.5%	12.3%
45 - 54	12.2%	12.3%	12.6%
55 - 64	12.7%	13.0%	14.0%
65 - 74	11.6%	12.1%	13.3%
75 - 84	6.6%	6.9%	7.1%
85 +	2.8%	2.7%	2.4%
18 +	77.7%	78.2%	79.5%
<b>2010 Population by Sex</b>			
Males	5,472	8,218	12,220
Females	5,962	8,996	13,101
<b>2018 Population by Sex</b>			
Males	5,401	8,038	11,982
Females	5,758	8,619	12,651
<b>2023 Population by Sex</b>			
Males	5,325	7,893	11,762
Females	5,591	8,349	12,284

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<b>2010 Population by Race/Ethnicity</b>			
Total	11,434	17,214	25,322
White Alone	59.1%	60.8%	65.6%
Black Alone	34.5%	33.6%	29.6%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.1%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.1%	3.5%	2.8%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	5.2%	4.5%	3.8%
Diversity Index	57.9	55.8	52.0
<b>2018 Population by Race/Ethnicity</b>			
Total	11,159	16,655	24,632
White Alone	58.5%	60.5%	65.7%
Black Alone	34.5%	33.3%	28.9%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.2%	0.9%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.3%	3.6%	3.0%
Two or More Races	1.2%	1.2%	1.3%
Hispanic Origin	5.5%	4.8%	4.1%
Diversity Index	58.7	56.6	52.5
<b>2023 Population by Race/Ethnicity</b>			
Total	10,917	16,242	24,047
White Alone	57.9%	60.0%	65.4%
Black Alone	34.5%	33.3%	28.7%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.3%	1.1%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.3%	3.7%	3.1%
Two or More Races	1.4%	1.5%	1.5%
Hispanic Origin	5.7%	5.0%	4.3%
Diversity Index	59.4	57.3	53.1
<b>2010 Population by Relationship and Household Type</b>			
Total	11,434	17,214	25,321
In Households	97.9%	98.3%	98.8%
In Family Households	82.3%	83.2%	84.2%
Householder	26.8%	27.3%	28.1%
Spouse	16.4%	17.3%	18.8%
Child	31.7%	31.7%	30.8%
Other relative	4.7%	4.4%	4.2%
Nonrelative	2.6%	2.4%	2.3%
In Nonfamily Households	15.7%	15.1%	14.6%
In Group Quarters	2.1%	1.7%	1.2%
Institutionalized Population	1.8%	1.5%	1.1%
Noninstitutionalized Population	0.2%	0.2%	0.1%

**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>2018 Population 25+ by Educational Attainment</b>			
Total	7,837	11,772	17,756
Less than 9th Grade	9.0%	8.6%	7.8%
9th - 12th Grade, No Diploma	16.5%	16.9%	16.3%
High School Graduate	25.9%	26.6%	26.4%
GED/Alternative Credential	5.1%	5.4%	6.2%
Some College, No Degree	23.5%	22.0%	21.1%
Associate Degree	6.9%	7.1%	6.7%
Bachelor's Degree	9.1%	9.2%	10.4%
Graduate/Professional Degree	3.9%	4.3%	5.1%
<b>2018 Population 15+ by Marital Status</b>			
Total	9,095	13,629	20,421
Never Married	31.4%	31.3%	30.3%
Married	44.7%	44.6%	46.7%
Widowed	8.9%	9.4%	8.8%
Divorced	14.9%	14.7%	14.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	93.1%	93.6%	93.3%
Civilian Unemployed (Unemployment Rate)	6.9%	6.4%	6.7%
<b>2018 Employed Population 16+ by Industry</b>			
Total	4,217	6,470	9,871
Agriculture/Mining	0.7%	0.6%	1.0%
Construction	8.3%	7.9%	7.0%
Manufacturing	32.8%	31.9%	29.3%
Wholesale Trade	1.4%	1.5%	2.3%
Retail Trade	6.9%	7.8%	8.5%
Transportation/Utilities	5.0%	4.7%	4.8%
Information	0.6%	0.4%	0.4%
Finance/Insurance/Real Estate	3.1%	3.2%	3.4%
Services	38.5%	38.7%	39.9%
Public Administration	2.8%	3.3%	3.4%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	4,214	6,470	9,872
White Collar	41.6%	44.0%	44.0%
Management/Business/Financial	6.9%	7.2%	7.0%
Professional	16.0%	17.3%	17.1%
Sales	6.1%	6.7%	6.5%
Administrative Support	12.8%	12.7%	13.4%
Services	18.4%	17.4%	19.0%
Blue Collar	39.9%	38.6%	37.1%
Farming/Forestry/Fishing	0.0%	0.0%	0.1%
Construction/Extraction	9.2%	8.8%	7.7%
Installation/Maintenance/Repair	2.5%	2.8%	3.3%
Production	20.9%	19.9%	18.2%
Transportation/Material Moving	7.4%	7.2%	7.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	11,434	17,214	25,321
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	63.6%	52.8%	37.1%
Rural Population	36.4%	47.2%	62.9%

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

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<b>2010 Households by Type</b>			
Total	4,684	6,980	10,332
Households with 1 Person	29.9%	28.9%	27.6%
Households with 2+ People	70.1%	71.1%	72.4%
Family Households	66.4%	67.5%	68.8%
Husband-wife Families	40.7%	42.7%	46.1%
With Related Children	15.6%	16.0%	16.4%
Other Family (No Spouse Present)	25.7%	24.9%	22.7%
Other Family with Male Householder	5.0%	4.9%	5.0%
With Related Children	2.4%	2.4%	2.6%
Other Family with Female Householder	20.7%	20.0%	17.7%
With Related Children	14.5%	13.9%	12.1%
Nonfamily Households	3.7%	3.6%	3.6%
All Households with Children	32.8%	32.7%	31.4%
Multigenerational Households	4.9%	4.8%	4.7%
Unmarried Partner Households	5.5%	5.3%	5.1%
Male-female	5.0%	4.8%	4.6%
Same-sex	0.5%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	4,684	6,981	10,332
1 Person Household	29.9%	28.9%	27.6%
2 Person Household	31.9%	33.0%	35.2%
3 Person Household	17.8%	17.9%	17.3%
4 Person Household	11.9%	11.8%	11.8%
5 Person Household	5.5%	5.5%	5.4%
6 Person Household	1.8%	1.7%	1.7%
7 + Person Household	1.2%	1.2%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	4,683	6,980	10,333
Owner Occupied	59.6%	62.8%	68.0%
Owned with a Mortgage/Loan	35.7%	37.6%	39.8%
Owned Free and Clear	23.9%	25.1%	28.2%
Renter Occupied	40.4%	37.2%	32.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	5,183	7,801	12,612
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	64.7%	53.2%	34.2%
Rural Housing Units	35.3%	46.8%	65.8%

**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>			
<b>1.</b>	Heartland Communities	Heartland Communities	Heartland Communities
<b>2.</b>	Small Town Simplicity	Small Town Simplicity	Rural Bypasses (10E)
<b>3.</b>	Rooted Rural (10B)	Midlife Constants (5E)	Small Town Simplicity
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,679,274	\$8,617,947	\$13,723,363
Average Spent	\$1,242.19	\$1,271.83	\$1,358.08
Spending Potential Index	57	58	62
Education: Total \$	\$3,260,714	\$4,929,405	\$7,600,385
Average Spent	\$713.19	\$727.48	\$752.14
Spending Potential Index	49	50	52
Entertainment/Recreation: Total \$	\$9,223,841	\$14,124,911	\$22,796,406
Average Spent	\$2,017.46	\$2,084.55	\$2,255.95
Spending Potential Index	63	65	70
Food at Home: Total \$	\$14,795,714	\$22,524,462	\$36,228,892
Average Spent	\$3,236.16	\$3,324.15	\$3,585.24
Spending Potential Index	64	66	71
Food Away from Home: Total \$	\$9,291,349	\$14,139,980	\$22,607,248
Average Spent	\$2,032.23	\$2,086.77	\$2,237.23
Spending Potential Index	58	59	64
Health Care: Total \$	\$17,571,974	\$27,022,892	\$43,914,453
Average Spent	\$3,843.39	\$3,988.03	\$4,345.81
Spending Potential Index	67	70	76
HH Furnishings & Equipment: Total \$	\$5,623,893	\$8,603,208	\$13,811,761
Average Spent	\$1,230.07	\$1,269.66	\$1,366.82
Spending Potential Index	59	61	65
Personal Care Products & Services: Total \$	\$2,155,198	\$3,292,431	\$5,276,423
Average Spent	\$471.39	\$485.90	\$522.16
Spending Potential Index	57	59	63
Shelter: Total \$	\$42,174,802	\$63,781,091	\$100,358,401
Average Spent	\$9,224.58	\$9,412.79	\$9,931.56
Spending Potential Index	55	56	59
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,749,635	\$10,381,355	\$16,784,059
Average Spent	\$1,476.30	\$1,532.08	\$1,660.97
Spending Potential Index	59	62	67
Travel: Total \$	\$5,102,092	\$7,853,666	\$12,565,924
Average Spent	\$1,115.94	\$1,159.04	\$1,243.54
Spending Potential Index	52	54	58
Vehicle Maintenance & Repairs: Total \$	\$3,087,703	\$4,718,071	\$7,609,328
Average Spent	\$675.35	\$696.29	\$753.03
Spending Potential Index	63	65	70

**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.