

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

Prepared by WHLR  
 Latitude: 32.92027  
 Longitude: -85.95944

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	11,139	17,193	25,742
2010 Total Population	11,434	17,161	25,321
2019 Total Population	11,406	16,932	24,969
2019 Group Quarters	236	290	317
2024 Total Population	11,272	16,663	24,537
2019-2024 Annual Rate	-0.24%	-0.32%	-0.35%
2019 Total Daytime Population	15,311	19,893	25,713
Workers	7,596	8,560	9,433
Residents	7,715	11,333	16,280
<b>Household Summary</b>			
2000 Households	4,617	6,883	10,203
2000 Average Household Size	2.33	2.41	2.44
2010 Households	4,683	6,955	10,333
2010 Average Household Size	2.39	2.43	2.42
2019 Households	4,667	6,872	10,220
2019 Average Household Size	2.39	2.42	2.41
2024 Households	4,613	6,769	10,055
2024 Average Household Size	2.39	2.42	2.41
2019-2024 Annual Rate	-0.23%	-0.30%	-0.33%
2010 Families	3,108	4,697	7,110
2010 Average Family Size	2.93	2.95	2.92
2019 Families	3,031	4,548	6,903
2019 Average Family Size	2.96	2.97	2.93
2024 Families	2,976	4,450	6,748
2024 Average Family Size	2.96	2.97	2.93
2019-2024 Annual Rate	-0.37%	-0.43%	-0.45%
<b>Housing Unit Summary</b>			
2000 Housing Units	5,101	7,645	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%	10.0%	16.2%
2010 Housing Units	5,183	7,775	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%
2019 Housing Units	5,343	7,985	12,971
Owner Occupied Housing Units	50.0%	51.9%	51.7%
Renter Occupied Housing Units	37.4%	34.1%	27.1%
Vacant Housing Units	12.7%	13.9%	21.2%
2024 Housing Units	5,439	8,121	13,184
Owner Occupied Housing Units	48.3%	50.2%	49.9%
Renter Occupied Housing Units	36.5%	33.2%	26.3%
Vacant Housing Units	15.2%	16.6%	23.7%
<b>Median Household Income</b>			
2019	\$35,086	\$36,040	\$38,713
2024	\$36,997	\$38,117	\$40,935
<b>Median Home Value</b>			
2019	\$99,602	\$109,587	\$119,976
2024	\$106,481	\$117,544	\$133,376
<b>Per Capita Income</b>			
2019	\$18,672	\$19,873	\$21,758
2024	\$20,515	\$21,801	\$23,756
<b>Median Age</b>			
2010	39.0	39.7	41.3
2019	40.6	41.6	43.6
2024	41.8	42.6	44.7

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR  
Latitude: 32.92027  
Longitude: -85.95944

	3 miles	5 miles	10 miles
<b>2019 Households by Income</b>			
Household Income Base	4,667	6,872	10,220
<\$15,000	22.1%	20.6%	18.3%
\$15,000 - \$24,999	15.8%	15.4%	14.0%
\$25,000 - \$34,999	12.0%	12.5%	12.9%
\$35,000 - \$49,999	15.7%	14.9%	15.2%
\$50,000 - \$74,999	18.1%	17.9%	18.3%
\$75,000 - \$99,999	7.5%	8.8%	10.0%
\$100,000 - \$149,999	6.2%	6.8%	7.8%
\$150,000 - \$199,999	2.1%	2.0%	2.0%
\$200,000+	0.6%	1.0%	1.5%
Average Household Income	\$46,267	\$48,968	\$53,137
<b>2024 Households by Income</b>			
Household Income Base	4,613	6,769	10,055
<\$15,000	20.4%	19.0%	16.9%
\$15,000 - \$24,999	15.3%	15.0%	13.6%
\$25,000 - \$34,999	11.4%	11.9%	12.2%
\$35,000 - \$49,999	15.8%	15.0%	15.3%
\$50,000 - \$74,999	18.3%	18.0%	18.3%
\$75,000 - \$99,999	8.0%	9.3%	10.5%
\$100,000 - \$149,999	7.9%	8.5%	9.4%
\$150,000 - \$199,999	2.1%	2.1%	2.1%
\$200,000+	0.7%	1.1%	1.7%
Average Household Income	\$50,802	\$53,675	\$57,949
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	2,670	4,147	6,712
<\$50,000	19.7%	18.5%	17.7%
\$50,000 - \$99,999	30.6%	27.7%	24.9%
\$100,000 - \$149,999	18.6%	19.9%	18.5%
\$150,000 - \$199,999	8.8%	9.9%	9.4%
\$200,000 - \$249,999	6.9%	8.5%	7.2%
\$250,000 - \$299,999	3.0%	3.1%	4.0%
\$300,000 - \$399,999	3.6%	3.7%	5.4%
\$400,000 - \$499,999	3.5%	2.9%	3.8%
\$500,000 - \$749,999	3.1%	3.7%	6.5%
\$750,000 - \$999,999	2.2%	2.0%	2.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$157,319	\$163,344	\$191,940
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	2,627	4,075	6,582
<\$50,000	18.3%	17.1%	15.5%
\$50,000 - \$99,999	29.2%	26.1%	22.7%
\$100,000 - \$149,999	18.5%	19.6%	17.8%
\$150,000 - \$199,999	8.8%	9.8%	8.8%
\$200,000 - \$249,999	7.0%	8.7%	7.2%
\$250,000 - \$299,999	3.0%	3.1%	5.9%
\$300,000 - \$399,999	3.8%	3.9%	5.2%
\$400,000 - \$499,999	3.3%	4.4%	7.0%
\$500,000 - \$749,999	3.9%	3.7%	5.8%
\$750,000 - \$999,999	4.0%	3.4%	4.0%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$177,066	\$182,250	\$216,765

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR  
Latitude: 32.92027  
Longitude: -85.95944

	<b>3 miles</b>	<b>5 miles</b>	<b>10 miles</b>
<b>2010 Population by Age</b>			
Total	11,434	17,161	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>2019 Population by Age</b>			
Total	11,408	16,934	24,970
0 - 4	6.2%	6.0%	5.5%
5 - 9	6.3%	6.2%	5.8%
10 - 14	6.0%	6.0%	5.8%
15 - 24	11.0%	10.8%	10.5%
25 - 34	13.5%	13.0%	12.3%
35 - 44	12.0%	11.9%	11.8%
45 - 54	12.5%	12.8%	13.2%
55 - 64	13.4%	13.5%	14.7%
65 - 74	10.3%	10.8%	12.0%
75 - 84	6.0%	6.2%	6.2%
85 +	2.9%	2.7%	2.4%
18 +	78.2%	78.6%	79.8%
<b>2024 Population by Age</b>			
Total	11,273	16,664	24,536
0 - 4	6.0%	5.8%	5.3%
5 - 9	6.2%	6.0%	5.5%
10 - 14	6.5%	6.5%	6.1%
15 - 24	10.8%	10.6%	10.2%
25 - 34	11.8%	11.6%	11.0%
35 - 44	12.8%	12.6%	12.3%
45 - 54	12.1%	12.1%	12.5%
55 - 64	12.4%	12.8%	13.9%
65 - 74	11.8%	12.2%	13.4%
75 - 84	6.8%	7.1%	7.4%
85 +	2.8%	2.7%	2.4%
18 +	77.7%	78.1%	79.5%
<b>2010 Population by Sex</b>			
Males	5,472	8,194	12,220
Females	5,962	8,967	13,101
<b>2019 Population by Sex</b>			
Males	5,521	8,168	12,141
Females	5,885	8,764	12,828
<b>2024 Population by Sex</b>			
Males	5,487	8,079	11,971
Females	5,784	8,584	12,567

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR  
Latitude: 32.92027  
Longitude: -85.95944

	<b>3 miles</b>	<b>5 miles</b>	<b>10 miles</b>
<b>2010 Population by Race/Ethnicity</b>			
Total	11,434	17,159	25,322
White Alone	59.1%	60.8%	65.6%
Black Alone	34.5%	33.7%	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	55.9	52.0
<b>2019 Population by Race/Ethnicity</b>			
Total	11,406	16,932	24,969
White Alone	58.1%	60.0%	65.3%
Black Alone	34.8%	33.7%	29.2%
American Indian Alone	0.4%	0.3%	0.3%
Asian Alone	1.3%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.2%	3.6%	3.0%
Two or More Races	1.3%	1.3%	1.3%
Hispanic Origin	5.3%	4.6%	4.0%
Diversity Index	58.8	56.8	52.8
<b>2024 Population by Race/Ethnicity</b>			
Total	11,272	16,663	24,537
White Alone	57.4%	59.4%	65.0%
Black Alone	35.0%	33.8%	29.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.6%	1.2%	1.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.2%	3.6%	3.1%
Two or More Races	1.5%	1.6%	1.6%
Hispanic Origin	5.4%	4.8%	4.2%
Diversity Index	59.4	57.5	53.5
<b>2010 Population by Relationship and Household Type</b>			
Total	11,434	17,161	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%	4.5%	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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR  
Latitude: 32.92027  
Longitude: -85.95944

	<b>3 miles</b>	<b>5 miles</b>	<b>10 miles</b>
<b>2019 Population 25+ by Educational Attainment</b>			
Total	8,042	12,020	18,095
Less than 9th Grade	7.1%	6.4%	5.5%
9th - 12th Grade, No Diploma	13.6%	14.0%	14.3%
High School Graduate	27.8%	28.2%	27.9%
GED/Alternative Credential	4.9%	5.2%	5.9%
Some College, No Degree	23.0%	22.2%	21.5%
Associate Degree	9.6%	9.6%	8.6%
Bachelor's Degree	10.2%	10.1%	11.3%
Graduate/Professional Degree	3.8%	4.3%	5.0%
<b>2019 Population 15+ by Marital Status</b>			
Total	9,294	13,857	20,715
Never Married	32.5%	32.4%	30.5%
Married	45.2%	45.2%	47.4%
Widowed	8.1%	8.4%	7.8%
Divorced	14.2%	14.0%	14.2%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.7%	92.5%	93.3%
Civilian Unemployed (Unemployment Rate)	8.3%	7.5%	6.7%
<b>2019 Employed Population 16+ by Industry</b>			
Total	3,738	5,674	8,804
Agriculture/Mining	0.6%	0.9%	1.4%
Construction	7.5%	9.0%	9.3%
Manufacturing	32.8%	28.7%	25.8%
Wholesale Trade	2.7%	2.8%	3.3%
Retail Trade	8.3%	8.1%	8.4%
Transportation/Utilities	2.0%	2.5%	4.1%
Information	0.9%	0.8%	0.8%
Finance/Insurance/Real Estate	3.5%	3.0%	2.9%
Services	38.1%	39.8%	39.6%
Public Administration	3.6%	4.2%	4.4%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	3,739	5,676	8,803
White Collar	40.6%	41.2%	43.6%
Management/Business/Financial	8.0%	7.9%	8.7%
Professional	15.8%	17.1%	16.8%
Sales	7.0%	6.4%	5.8%
Administrative Support	9.7%	9.9%	12.3%
Services	17.7%	19.3%	19.3%
Blue Collar	41.8%	39.5%	37.1%
Farming/Forestry/Fishing	0.1%	0.3%	0.4%
Construction/Extraction	4.4%	5.1%	5.2%
Installation/Maintenance/Repair	6.3%	5.8%	5.6%
Production	25.0%	21.4%	18.8%
Transportation/Material Moving	5.9%	7.0%	7.1%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	11,434	17,161	25,321
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	63.6%	52.9%	37.1%
Rural Population	36.4%	47.1%	62.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR  
Latitude: 32.92027  
Longitude: -85.95944

	<b>3 miles</b>	<b>5 miles</b>	<b>10 miles</b>
<b>2010 Households by Type</b>			
Total	4,684	6,956	10,332
Households with 1 Person	29.9%	28.8%	27.6%
Households with 2+ People	70.1%	71.2%	72.4%
Family Households	66.4%	67.5%	68.8%
Husband-wife Families	40.7%	42.6%	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%	2.5%	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	6,956	10,332
1 Person Household	29.9%	28.8%	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	6,955	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	7,775	12,612
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	64.7%	53.3%	34.2%
Rural Housing Units	35.3%	46.7%	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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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

Prepared by WHLR  
Latitude: 32.92027  
Longitude: -85.95944

	3 miles	5 miles	10 miles
<b>Top 3 Tapestry Segments</b>			
1.	Heartland Communities (6F)	Heartland Communities (6F)	Heartland Communities (6F)
2.	Small Town Simplicity (12C)	Small Town Simplicity (12C)	Rural Bypasses (10E)
3.	Rooted Rural (10B)	Rural Bypasses (10E)	Small Town Simplicity (12C)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,248,061	\$8,135,620	\$13,175,961
Average Spent	\$1,124.50	\$1,183.88	\$1,289.23
Spending Potential Index	52	55	60
Education: Total \$	\$3,454,308	\$5,357,713	\$8,490,491
Average Spent	\$740.16	\$779.64	\$830.77
Spending Potential Index	46	49	52
Entertainment/Recreation: Total \$	\$8,743,165	\$13,676,210	\$22,291,117
Average Spent	\$1,873.40	\$1,990.14	\$2,181.13
Spending Potential Index	57	61	67
Food at Home: Total \$	\$14,071,873	\$21,886,469	\$35,613,785
Average Spent	\$3,015.19	\$3,184.88	\$3,484.71
Spending Potential Index	58	62	67
Food Away from Home: Total \$	\$9,108,624	\$14,132,972	\$22,812,735
Average Spent	\$1,951.71	\$2,056.60	\$2,232.17
Spending Potential Index	53	56	61
Health Care: Total \$	\$17,039,278	\$26,635,889	\$43,162,253
Average Spent	\$3,651.01	\$3,876.00	\$4,223.31
Spending Potential Index	62	65	71
HH Furnishings & Equipment: Total \$	\$5,284,011	\$8,237,723	\$13,327,440
Average Spent	\$1,132.21	\$1,198.74	\$1,304.05
Spending Potential Index	53	56	61
Personal Care Products & Services: Total \$	\$2,129,260	\$3,306,792	\$5,302,824
Average Spent	\$456.24	\$481.20	\$518.87
Spending Potential Index	51	54	59
Shelter: Total \$	\$42,830,164	\$66,169,320	\$105,066,267
Average Spent	\$9,177.24	\$9,628.83	\$10,280.46
Spending Potential Index	50	52	56
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,450,971	\$10,105,400	\$16,497,433
Average Spent	\$1,382.25	\$1,470.52	\$1,614.23
Spending Potential Index	56	59	65
Travel: Total \$	\$5,055,553	\$7,931,730	\$12,827,345
Average Spent	\$1,083.26	\$1,154.21	\$1,255.12
Spending Potential Index	48	51	56
Vehicle Maintenance & Repairs: Total \$	\$3,068,280	\$4,779,976	\$7,759,965
Average Spent	\$657.44	\$695.57	\$759.29
Spending Potential Index	57	61	66

**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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.