

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>Population Summary</b>			
2000 Total Population	11,139	17,193	25,742
2010 Total Population	11,434	17,161	25,321
2020 Total Population	11,283	16,796	24,938
2020 Group Quarters	236	290	315
2025 Total Population	11,142	16,544	24,591
2020-2025 Annual Rate	-0.25%	-0.30%	-0.28%
2020 Total Daytime Population	13,737	18,591	25,029
Workers	6,107	7,356	8,753
Residents	7,630	11,235	16,276
<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
2020 Households	4,621	6,827	10,227
2020 Average Household Size	2.39	2.42	2.41
2025 Households	4,564	6,731	10,100
2025 Average Household Size	2.39	2.41	2.40
2020-2025 Annual Rate	-0.25%	-0.28%	-0.25%
2010 Families	3,108	4,697	7,110
2010 Average Family Size	2.93	2.95	2.92
2020 Families	3,000	4,518	6,906
2020 Average Family Size	2.95	2.96	2.92
2025 Families	2,936	4,416	6,766
2025 Average Family Size	2.96	2.97	2.92
2020-2025 Annual Rate	-0.43%	-0.46%	-0.41%
<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%
2020 Housing Units	5,338	7,978	12,993
Owner Occupied Housing Units	51.1%	53.2%	53.0%
Renter Occupied Housing Units	35.4%	32.4%	25.7%
Vacant Housing Units	13.4%	14.4%	21.3%
2025 Housing Units	5,433	8,112	13,208
Owner Occupied Housing Units	49.2%	51.4%	51.4%
Renter Occupied Housing Units	34.8%	31.6%	25.1%
Vacant Housing Units	16.0%	17.0%	23.5%
<b>Median Household Income</b>			
2020	\$35,729	\$36,948	\$40,142
2025	\$37,026	\$38,632	\$42,574
<b>Median Home Value</b>			
2020	\$96,342	\$104,385	\$109,978
2025	\$99,684	\$109,288	\$116,024
<b>Per Capita Income</b>			
2020	\$19,731	\$21,344	\$23,751
2025	\$21,209	\$23,093	\$25,965
<b>Median Age</b>			
2010	39.0	39.7	41.3
2020	40.8	41.7	43.8
2025	42.0	42.8	44.8

**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	4,621	6,827	10,227
<\$15,000	22.2%	20.2%	18.0%
\$15,000 - \$24,999	17.1%	16.8%	15.1%
\$25,000 - \$34,999	9.8%	10.7%	11.2%
\$35,000 - \$49,999	14.0%	13.6%	13.8%
\$50,000 - \$74,999	19.5%	18.6%	18.6%
\$75,000 - \$99,999	6.8%	8.1%	9.2%
\$100,000 - \$149,999	7.2%	8.0%	9.2%
\$150,000 - \$199,999	2.1%	2.2%	2.3%
\$200,000+	1.2%	1.8%	2.7%
Average Household Income	\$48,869	\$52,505	\$57,910
<b>2025 Households by Income</b>			
Household Income Base	4,564	6,731	10,100
<\$15,000	21.7%	19.7%	17.3%
\$15,000 - \$24,999	16.5%	16.2%	14.4%
\$25,000 - \$34,999	9.4%	10.1%	10.5%
\$35,000 - \$49,999	13.5%	13.1%	13.4%
\$50,000 - \$74,999	20.1%	19.2%	19.1%
\$75,000 - \$99,999	7.1%	8.4%	9.6%
\$100,000 - \$149,999	8.1%	8.9%	10.1%
\$150,000 - \$199,999	2.2%	2.3%	2.4%
\$200,000+	1.3%	2.1%	3.1%
Average Household Income	\$52,480	\$56,740	\$63,220
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	2,730	4,246	6,890
<\$50,000	21.9%	21.0%	20.6%
\$50,000 - \$99,999	30.3%	27.2%	25.5%
\$100,000 - \$149,999	19.3%	20.7%	19.6%
\$150,000 - \$199,999	8.1%	9.8%	9.2%
\$200,000 - \$249,999	5.7%	6.7%	5.9%
\$250,000 - \$299,999	2.6%	2.7%	3.4%
\$300,000 - \$399,999	3.9%	4.0%	5.5%
\$400,000 - \$499,999	2.8%	2.4%	2.8%
\$500,000 - \$749,999	3.4%	3.7%	5.0%
\$750,000 - \$999,999	1.8%	1.8%	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	\$150,577	\$155,953	\$176,186
<b>2025 Owner Occupied Housing Units by Value</b>			
Total	2,673	4,169	6,785
<\$50,000	20.6%	19.7%	19.1%
\$50,000 - \$99,999	29.6%	26.5%	24.6%
\$100,000 - \$149,999	19.3%	20.7%	19.5%
\$150,000 - \$199,999	8.0%	9.7%	9.0%
\$200,000 - \$249,999	5.6%	6.6%	5.7%
\$250,000 - \$299,999	2.7%	2.8%	3.5%
\$300,000 - \$399,999	4.2%	4.3%	5.8%
\$400,000 - \$499,999	3.1%	2.6%	3.0%
\$500,000 - \$749,999	4.5%	4.7%	6.3%
\$750,000 - \$999,999	2.4%	2.4%	3.0%
\$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	\$163,276	\$168,278	\$191,918

**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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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<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>2020 Population by Age</b>			
Total	11,282	16,798	24,938
0 - 4	6.1%	5.9%	5.4%
5 - 9	6.4%	6.2%	5.8%
10 - 14	6.1%	6.1%	5.9%
15 - 24	10.7%	10.6%	10.3%
25 - 34	13.4%	13.0%	12.3%
35 - 44	12.0%	11.9%	11.8%
45 - 54	12.7%	13.1%	13.3%
55 - 64	13.2%	13.4%	14.6%
65 - 74	10.4%	10.9%	12.1%
75 - 84	6.0%	6.2%	6.2%
85 +	2.9%	2.7%	2.4%
18 +	78.3%	78.7%	79.9%
<b>2025 Population by Age</b>			
Total	11,143	16,545	24,591
0 - 4	6.0%	5.8%	5.3%
5 - 9	6.1%	5.9%	5.5%
10 - 14	6.6%	6.5%	6.2%
15 - 24	10.6%	10.4%	10.0%
25 - 34	11.6%	11.4%	10.8%
35 - 44	12.9%	12.7%	12.4%
45 - 54	12.1%	12.1%	12.4%
55 - 64	12.2%	12.7%	13.8%
65 - 74	12.1%	12.4%	13.5%
75 - 84	6.9%	7.2%	7.6%
85 +	2.8%	2.7%	2.5%
18 +	77.7%	78.2%	79.6%
<b>2010 Population by Sex</b>			
Males	5,472	8,194	12,220
Females	5,962	8,967	13,101
<b>2020 Population by Sex</b>			
Males	5,469	8,112	12,135
Females	5,814	8,684	12,803
<b>2025 Population by Sex</b>			
Males	5,433	8,031	12,002
Females	5,708	8,513	12,589

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<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>2020 Population by Race/Ethnicity</b>			
Total	11,283	16,796	24,939
White Alone	57.8%	59.7%	64.9%
Black Alone	35.0%	34.0%	29.5%
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%	1.4%	1.4%
Hispanic Origin	5.3%	4.7%	4.1%
Diversity Index	59.0	57.1	53.2
<b>2025 Population by Race/Ethnicity</b>			
Total	11,141	16,544	24,592
White Alone	56.9%	58.9%	64.3%
Black Alone	35.3%	34.2%	29.6%
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%	3.7%	3.2%
Two or More Races	1.5%	1.6%	1.6%
Hispanic Origin	5.4%	4.9%	4.3%
Diversity Index	59.7	57.9	54.0
<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.

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<b>2020 Population 25+ by Educational Attainment</b>			
Total	7,977	11,959	18,128
Less than 9th Grade	7.3%	6.5%	5.5%
9th - 12th Grade, No Diploma	14.5%	14.1%	13.8%
High School Graduate	24.3%	25.2%	26.1%
GED/Alternative Credential	4.3%	4.9%	5.7%
Some College, No Degree	24.6%	24.0%	22.7%
Associate Degree	9.8%	9.9%	9.2%
Bachelor's Degree	10.7%	10.7%	11.6%
Graduate/Professional Degree	4.5%	4.8%	5.3%
<b>2020 Population 15+ by Marital Status</b>			
Total	9,189	13,742	20,692
Never Married	29.6%	30.2%	28.6%
Married	48.6%	47.9%	49.8%
Widowed	7.4%	7.8%	7.6%
Divorced	14.5%	14.1%	14.1%
<b>2020 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,313	6,491	9,998
Population 16+ Employed	85.6%	86.5%	87.2%
Population 16+ Unemployment rate	14.4%	13.5%	12.8%
Population 16-24 Employed	8.7%	8.9%	9.2%
Population 16-24 Unemployment rate	40.8%	37.2%	32.0%
Population 25-54 Employed	71.3%	70.7%	68.0%
Population 25-54 Unemployment rate	10.8%	10.5%	10.7%
Population 55-64 Employed	14.9%	15.3%	17.0%
Population 55-64 Unemployment rate	8.5%	8.1%	8.2%
Population 65+ Employed	5.1%	5.1%	5.9%
Population 65+ Unemployment rate	12.2%	11.2%	10.8%
<b>2020 Employed Population 16+ by Industry</b>			
Total	3,694	5,615	8,718
Agriculture/Mining	0.5%	0.8%	1.2%
Construction	7.8%	9.4%	9.7%
Manufacturing	33.9%	29.6%	26.6%
Wholesale Trade	3.1%	3.2%	3.7%
Retail Trade	6.8%	6.6%	6.8%
Transportation/Utilities	2.1%	2.6%	4.2%
Information	0.9%	0.9%	0.9%
Finance/Insurance/Real Estate	3.6%	3.1%	3.0%
Services	37.7%	39.7%	39.5%
Public Administration	3.5%	4.1%	4.2%
<b>2020 Employed Population 16+ by Occupation</b>			
Total	3,695	5,615	8,717
White Collar	40.9%	41.8%	44.3%
Management/Business/Financial	8.3%	8.2%	9.1%
Professional	16.8%	18.1%	17.8%
Sales	6.3%	5.7%	5.2%
Administrative Support	9.6%	9.8%	12.2%
Services	16.5%	17.8%	17.7%
Blue Collar	42.7%	40.4%	37.9%
Farming/Forestry/Fishing	0.1%	0.2%	0.3%
Construction/Extraction	4.7%	5.5%	5.7%
Installation/Maintenance/Repair	5.7%	5.4%	5.2%
Production	26.0%	22.2%	19.5%
Transportation/Material Moving	6.1%	7.2%	7.3%

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<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>2020 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	227	218	225
Percent of Income for Mortgage	11.3%	11.8%	11.4%
Wealth Index	40	47	60
<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%
<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%

**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.	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>2020 Consumer Spending</b>			
Apparel & Services: Total \$	\$5,291,685	\$8,319,690	\$13,609,623
Average Spent	\$1,145.14	\$1,218.65	\$1,330.75
Spending Potential Index	53	57	62
Education: Total \$	\$3,867,887	\$6,091,352	\$9,861,291
Average Spent	\$837.02	\$892.24	\$964.24
Spending Potential Index	47	50	54
Entertainment/Recreation: Total \$	\$9,070,849	\$14,421,815	\$23,884,443
Average Spent	\$1,962.96	\$2,112.47	\$2,335.43
Spending Potential Index	60	65	72
Food at Home: Total \$	\$14,748,418	\$23,376,271	\$38,929,558
Average Spent	\$3,191.61	\$3,424.09	\$3,806.55
Spending Potential Index	60	64	71
Food Away from Home: Total \$	\$9,496,860	\$15,005,866	\$24,849,855
Average Spent	\$2,055.15	\$2,198.02	\$2,429.83
Spending Potential Index	55	58	64
Health Care: Total \$	\$16,741,084	\$26,655,546	\$44,254,186
Average Spent	\$3,622.83	\$3,904.43	\$4,327.19
Spending Potential Index	63	68	75
HH Furnishings & Equipment: Total \$	\$5,604,122	\$8,898,283	\$14,738,041
Average Spent	\$1,212.75	\$1,303.40	\$1,441.09
Spending Potential Index	56	60	66
Personal Care Products & Services: Total \$	\$2,292,323	\$3,607,980	\$5,846,552
Average Spent	\$496.07	\$528.49	\$571.68
Spending Potential Index	54	58	62
Shelter: Total \$	\$45,059,938	\$70,906,546	\$115,244,329
Average Spent	\$9,751.12	\$10,386.19	\$11,268.63
Spending Potential Index	50	54	58
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,334,133	\$10,208,201	\$17,617,136
Average Spent	\$1,370.73	\$1,495.27	\$1,722.61
Spending Potential Index	59	64	74
Travel: Total \$	\$5,595,854	\$8,934,033	\$14,753,101
Average Spent	\$1,210.96	\$1,308.63	\$1,442.56
Spending Potential Index	50	54	60
Vehicle Maintenance & Repairs: Total \$	\$3,297,098	\$5,239,034	\$8,749,967
Average Spent	\$713.50	\$767.40	\$855.58
Spending Potential Index	62	66	74

**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.