

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
Population Summary			
2000 Total Population	11,139	17,193	25,742
2010 Total Population	11,434	17,161	25,321
2021 Total Population	11,198	16,622	24,652
2021 Group Quarters	236	290	312
2026 Total Population	11,043	16,333	24,211
2021-2026 Annual Rate	-0.28%	-0.35%	-0.36%
2021 Total Daytime Population	14,394	19,072	25,032
Workers	7,278	8,642	10,017
Residents	7,116	10,430	15,015
Household Summary			
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
2021 Households	4,604	6,791	10,181
2021 Average Household Size	2.38	2.40	2.39
2026 Households	4,552	6,693	10,033
2026 Average Household Size	2.37	2.40	2.38
2021-2026 Annual Rate	-0.23%	-0.29%	-0.29%
2010 Families	3,108	4,697	7,110
2010 Average Family Size	2.93	2.95	2.92
2021 Families	2,984	4,486	6,864
2021 Average Family Size	2.94	2.95	2.90
2026 Families	2,931	4,394	6,725
2026 Average Family Size	2.94	2.94	2.89
2021-2026 Annual Rate	-0.36%	-0.41%	-0.41%
Housing Unit Summary			
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%
2021 Housing Units	5,346	7,992	12,995
Owner Occupied Housing Units	54.2%	55.8%	55.1%
Renter Occupied Housing Units	32.0%	29.1%	23.3%
Vacant Housing Units	13.9%	15.0%	21.7%
2026 Housing Units	5,439	8,125	13,207
Owner Occupied Housing Units	53.0%	54.6%	53.8%
Renter Occupied Housing Units	30.6%	27.8%	22.2%
Vacant Housing Units	16.3%	17.6%	24.0%
Median Household Income			
2021	\$38,066	\$39,983	\$42,951
2026	\$43,503	\$46,142	\$49,707
Median Home Value			
2021	\$101,592	\$111,237	\$118,861
2026	\$116,388	\$125,306	\$134,591
Per Capita Income			
2021	\$21,843	\$23,446	\$25,439
2026	\$24,486	\$26,215	\$28,456
Median Age			
2010	39.0	39.7	41.3
2021	41.2	42.1	44.2
2026	42.3	43.1	45.2

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2021 Households by Income			
Household Income Base	4,604	6,791	10,181
<\$15,000	18.4%	16.3%	14.6%
\$15,000 - \$24,999	15.8%	15.6%	14.7%
\$25,000 - \$34,999	12.6%	13.3%	13.3%
\$35,000 - \$49,999	12.0%	12.0%	12.2%
\$50,000 - \$74,999	21.4%	20.7%	19.9%
\$75,000 - \$99,999	8.1%	8.7%	9.8%
\$100,000 - \$149,999	6.3%	7.3%	8.4%
\$150,000 - \$199,999	3.4%	3.7%	4.0%
\$200,000+	2.0%	2.4%	3.0%
Average Household Income	\$53,906	\$57,370	\$61,594
2026 Households by Income			
Household Income Base	4,552	6,693	10,033
<\$15,000	16.1%	14.1%	12.6%
\$15,000 - \$24,999	15.2%	14.9%	13.8%
\$25,000 - \$34,999	11.7%	12.2%	12.3%
\$35,000 - \$49,999	11.1%	11.1%	11.4%
\$50,000 - \$74,999	23.0%	22.1%	20.8%
\$75,000 - \$99,999	9.3%	10.0%	11.0%
\$100,000 - \$149,999	7.4%	8.6%	9.9%
\$150,000 - \$199,999	4.2%	4.5%	4.9%
\$200,000+	2.1%	2.6%	3.2%
Average Household Income	\$60,233	\$63,964	\$68,664
2021 Owner Occupied Housing Units by Value			
Total	2,895	4,463	7,158
<\$50,000	19.7%	19.0%	18.3%
\$50,000 - \$99,999	29.7%	26.3%	24.2%
\$100,000 - \$149,999	20.1%	20.8%	19.7%
\$150,000 - \$199,999	9.3%	11.2%	10.8%
\$200,000 - \$249,999	5.6%	6.5%	5.8%
\$250,000 - \$299,999	3.6%	3.4%	3.8%
\$300,000 - \$399,999	3.1%	3.7%	5.3%
\$400,000 - \$499,999	3.7%	3.0%	3.5%
\$500,000 - \$749,999	4.8%	5.2%	6.9%
\$750,000 - \$999,999	0.4%	0.6%	1.0%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$152,235	\$161,884	\$188,258
2026 Owner Occupied Housing Units by Value			
Total	2,885	4,436	7,106
<\$50,000	16.9%	16.3%	15.5%
\$50,000 - \$99,999	26.6%	23.4%	21.3%
\$100,000 - \$149,999	19.7%	20.3%	19.1%
\$150,000 - \$199,999	9.7%	11.8%	11.3%
\$200,000 - \$249,999	6.5%	7.4%	6.5%
\$250,000 - \$299,999	4.2%	3.9%	4.3%
\$300,000 - \$399,999	3.9%	4.7%	6.5%
\$400,000 - \$499,999	5.2%	4.2%	4.6%
\$500,000 - \$749,999	6.7%	7.1%	8.8%
\$750,000 - \$999,999	0.6%	0.7%	1.2%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.4%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$175,641	\$185,371	\$215,700

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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
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%
2021 Population by Age			
Total	11,200	16,623	24,653
0 - 4	5.9%	5.7%	5.3%
5 - 9	6.3%	6.1%	5.7%
10 - 14	6.0%	6.0%	5.8%
15 - 24	10.5%	10.4%	10.1%
25 - 34	13.4%	13.0%	12.2%
35 - 44	12.1%	12.0%	11.9%
45 - 54	12.3%	12.6%	12.9%
55 - 64	13.2%	13.3%	14.5%
65 - 74	10.9%	11.4%	12.7%
75 - 84	6.3%	6.6%	6.6%
85 +	2.9%	2.8%	2.4%
18 +	78.7%	79.0%	80.2%
2026 Population by Age			
Total	11,043	16,332	24,211
0 - 4	5.9%	5.7%	5.2%
5 - 9	6.0%	5.9%	5.4%
10 - 14	6.5%	6.4%	6.1%
15 - 24	10.5%	10.3%	9.9%
25 - 34	11.5%	11.3%	10.7%
35 - 44	13.0%	12.8%	12.5%
45 - 54	12.0%	12.0%	12.3%
55 - 64	12.0%	12.5%	13.6%
65 - 74	12.3%	12.7%	13.8%
75 - 84	7.3%	7.6%	8.0%
85 +	2.9%	2.8%	2.6%
18 +	78.0%	78.5%	79.8%
2010 Population by Sex			
Males	5,472	8,194	12,220
Females	5,962	8,967	13,101
2021 Population by Sex			
Males	5,432	8,032	11,989
Females	5,766	8,591	12,663
2026 Population by Sex			
Males	5,394	7,936	11,810
Females	5,648	8,397	12,401

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2010 Population by Race/Ethnicity			
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
2021 Population by Race/Ethnicity			
Total	11,198	16,623	24,652
White Alone	57.8%	59.7%	64.8%
Black Alone	34.7%	33.7%	29.4%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.3%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.5%	3.8%	3.2%
Two or More Races	1.3%	1.4%	1.4%
Hispanic Origin	5.6%	4.9%	4.3%
Diversity Index	59.3	57.4	53.5
2026 Population by Race/Ethnicity			
Total	11,043	16,333	24,212
White Alone	57.0%	58.9%	64.3%
Black Alone	34.9%	33.9%	29.3%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.5%	1.1%	0.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	4.6%	4.0%	3.4%
Two or More Races	1.6%	1.7%	1.7%
Hispanic Origin	5.8%	5.2%	4.6%
Diversity Index	60.2	58.4	54.5
2010 Population by Relationship and Household Type			
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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2021 Population 25+ by Educational Attainment			
Total	7,978	11,921	18,045
Less than 9th Grade	7.4%	6.3%	5.4%
9th - 12th Grade, No Diploma	12.6%	13.0%	13.4%
High School Graduate	27.6%	27.1%	27.2%
GED/Alternative Credential	4.5%	5.1%	6.1%
Some College, No Degree	23.3%	23.6%	22.1%
Associate Degree	8.1%	8.3%	8.6%
Bachelor's Degree	10.8%	10.3%	10.8%
Graduate/Professional Degree	5.8%	6.2%	6.5%
2021 Population 15+ by Marital Status			
Total	9,156	13,652	20,524
Never Married	31.4%	31.9%	29.8%
Married	46.5%	47.6%	49.9%
Widowed	7.2%	6.9%	7.0%
Divorced	14.9%	13.6%	13.3%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,512	6,770	10,432
Population 16+ Employed	91.5%	92.4%	93.3%
Population 16+ Unemployment rate	8.5%	7.6%	6.7%
Population 16-24 Employed	10.5%	10.5%	10.6%
Population 16-24 Unemployment rate	26.1%	23.3%	20.2%
Population 25-54 Employed	69.4%	68.8%	66.1%
Population 25-54 Unemployment rate	5.7%	5.5%	5.4%
Population 55-64 Employed	15.4%	15.7%	17.7%
Population 55-64 Unemployment rate	5.2%	3.7%	2.3%
Population 65+ Employed	4.6%	5.0%	5.6%
Population 65+ Unemployment rate	9.0%	7.7%	4.7%
2021 Employed Population 16+ by Industry			
Total	4,130	6,258	9,733
Agriculture/Mining	0.5%	0.8%	1.2%
Construction	7.1%	8.6%	8.9%
Manufacturing	32.6%	28.5%	25.5%
Wholesale Trade	2.9%	3.1%	3.5%
Retail Trade	8.0%	7.8%	8.1%
Transportation/Utilities	2.1%	2.6%	4.3%
Information	0.9%	0.8%	0.8%
Finance/Insurance/Real Estate	3.9%	3.3%	3.2%
Services	37.8%	39.7%	39.5%
Public Administration	4.1%	4.8%	4.9%
2021 Employed Population 16+ by Occupation			
Total	4,130	6,257	9,732
White Collar	42.6%	43.2%	45.4%
Management/Business/Financial	10.2%	9.9%	11.0%
Professional	18.3%	19.4%	19.1%
Sales	6.2%	5.5%	5.1%
Administrative Support	8.0%	8.2%	10.2%
Services	15.7%	17.1%	16.9%
Blue Collar	41.7%	39.8%	37.6%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	4.5%	5.2%	5.4%
Installation/Maintenance/Repair	5.2%	4.8%	4.7%
Production	23.8%	20.2%	17.7%
Transportation/Material Moving	8.1%	9.4%	9.6%

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2010 Households by Type			
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%
2010 Households by Size			
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%
2010 Households by Tenure and Mortgage Status			
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%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	231	222	223
Percent of Income for Mortgage	11.2%	11.7%	11.6%
Wealth Index	45	52	63
2010 Housing Units By Urban/ Rural Status			
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%
2010 Population By Urban/ Rural Status			
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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Top 3 Tapestry Segments			
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)
2021 Consumer Spending			
Apparel & Services: Total \$	\$5,700,062	\$8,866,656	\$14,115,459
Average Spent	\$1,238.07	\$1,305.65	\$1,386.45
Spending Potential Index	58	62	65
Education: Total \$	\$3,766,926	\$5,883,493	\$9,358,998
Average Spent	\$818.19	\$866.37	\$919.26
Spending Potential Index	47	50	53
Entertainment/Recreation: Total \$	\$9,743,900	\$15,314,624	\$24,609,961
Average Spent	\$2,116.40	\$2,255.14	\$2,417.24
Spending Potential Index	66	70	75
Food at Home: Total \$	\$16,293,336	\$25,565,110	\$41,404,742
Average Spent	\$3,538.95	\$3,764.56	\$4,066.86
Spending Potential Index	65	69	75
Food Away from Home: Total \$	\$10,244,630	\$16,016,362	\$25,799,436
Average Spent	\$2,225.16	\$2,358.47	\$2,534.08
Spending Potential Index	59	62	67
Health Care: Total \$	\$19,901,221	\$31,364,772	\$50,803,883
Average Spent	\$4,322.59	\$4,618.58	\$4,990.07
Spending Potential Index	69	74	80
HH Furnishings & Equipment: Total \$	\$6,163,350	\$9,700,385	\$15,695,121
Average Spent	\$1,338.69	\$1,428.42	\$1,541.61
Spending Potential Index	59	63	68
Personal Care Products & Services: Total \$	\$2,437,238	\$3,802,434	\$6,030,762
Average Spent	\$529.37	\$559.92	\$592.35
Spending Potential Index	59	62	66
Shelter: Total \$	\$50,237,806	\$78,264,111	\$124,228,987
Average Spent	\$10,911.77	\$11,524.68	\$12,202.04
Spending Potential Index	54	57	61
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,699,872	\$10,734,010	\$18,124,239
Average Spent	\$1,455.23	\$1,580.62	\$1,780.20
Spending Potential Index	61	66	74
Travel: Total \$	\$6,204,174	\$9,800,301	\$15,794,037
Average Spent	\$1,347.56	\$1,443.13	\$1,551.32
Spending Potential Index	53	57	61
Vehicle Maintenance & Repairs: Total \$	\$3,424,665	\$5,389,069	\$8,793,898
Average Spent	\$743.85	\$793.56	\$863.76
Spending Potential Index	67	72	78

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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.