

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			
2010 Total Population	11,332	16,996	25,157
2020 Total Population	11,111	16,555	24,381
2020 Group Quarters	328	534	673
2022 Total Population	11,160	16,461	24,098
2022 Group Quarters	328	534	673
2027 Total Population	11,061	16,252	23,749
2022-2027 Annual Rate	-0.18%	-0.26%	-0.29%
2022 Total Daytime Population	14,951	19,332	24,621
Workers	7,711	8,898	9,786
Residents	7,240	10,434	14,835
Household Summary			
2010 Households	4,657	6,867	10,359
2010 Average Household Size	2.38	2.43	2.40
2020 Total Households	4,701	6,809	10,237
2020 Average Household Size	2.29	2.35	2.32
2022 Total Households	4,705	6,787	10,174
2022 Average Household Size	2.30	2.35	2.30
2027 Total Households	4,692	6,744	10,097
2027 Average Household Size	2.29	2.33	2.29
2022-2027 Annual Rate	-0.06%	-0.13%	-0.15%
2010 Families	3,088	4,628	7,126
2010 Average Family Size	2.92	2.96	2.89
2022 Total Families	3,040	4,462	6,839
2022 Average Family Size	2.85	2.88	2.80
2027 Total Families	3,019	4,415	6,762
2027 Average Family Size	2.83	2.86	2.77
2022-2027 Annual Rate	-0.14%	-0.21%	-0.23%
Housing Unit Summary			
2000 Housing Units	5,074	7,527	12,061
Owner Occupied Housing Units	58.2%	60.6%	61.6%
Renter Occupied Housing Units	32.2%	29.6%	23.2%
Vacant Housing Units	9.5%	9.8%	15.2%
2010 Housing Units	5,155	7,657	12,477
Owner Occupied Housing Units	53.8%	56.0%	56.4%
Renter Occupied Housing Units	36.5%	33.7%	26.6%
Vacant Housing Units	9.7%	10.3%	17.0%
2020 Housing Units	5,363	7,856	12,694
Vacant Housing Units	12.3%	13.3%	19.4%
2022 Housing Units	5,394	7,870	12,686
Owner Occupied Housing Units	54.7%	57.2%	57.7%
Renter Occupied Housing Units	32.5%	29.1%	22.5%
Vacant Housing Units	12.8%	13.8%	19.8%
2027 Housing Units	5,451	7,924	12,760
Owner Occupied Housing Units	54.6%	57.0%	57.4%
Renter Occupied Housing Units	31.5%	28.1%	21.7%
Vacant Housing Units	13.9%	14.9%	20.9%
Median Household Income			
2022	\$43,715	\$46,041	\$50,194
2027	\$51,578	\$53,241	\$55,978
Median Home Value			
2022	\$107,703	\$118,727	\$129,621
2027	\$118,712	\$130,170	\$143,490
Per Capita Income			
2022	\$25,333	\$26,777	\$29,152
2027	\$29,276	\$30,817	\$33,652
Median Age			
2010	39.0	39.7	41.3
2022	41.5	42.2	44.1
2027	42.6	43.2	45.0

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2022 Households by Income			
Household Income Base	4,705	6,787	10,174
<\$15,000	16.5%	14.6%	12.8%
\$15,000 - \$24,999	14.2%	14.2%	13.3%
\$25,000 - \$34,999	11.8%	12.2%	12.1%
\$35,000 - \$49,999	11.6%	11.5%	11.5%
\$50,000 - \$74,999	22.9%	22.1%	21.4%
\$75,000 - \$99,999	9.1%	9.8%	10.9%
\$100,000 - \$149,999	7.6%	8.6%	9.9%
\$150,000 - \$199,999	4.1%	4.4%	4.8%
\$200,000+	2.2%	2.6%	3.3%
Average Household Income	\$61,258	\$64,569	\$69,620
2027 Households by Income			
Household Income Base	4,692	6,744	10,097
<\$15,000	13.4%	11.9%	10.3%
\$15,000 - \$24,999	12.4%	12.6%	11.6%
\$25,000 - \$34,999	11.6%	11.3%	10.4%
\$35,000 - \$49,999	10.3%	9.7%	10.2%
\$50,000 - \$74,999	24.0%	23.5%	22.6%
\$75,000 - \$99,999	10.8%	11.6%	12.5%
\$100,000 - \$149,999	9.7%	11.0%	12.5%
\$150,000 - \$199,999	5.5%	5.8%	6.4%
\$200,000+	2.4%	2.7%	3.5%
Average Household Income	\$70,354	\$73,905	\$79,836
2022 Owner Occupied Housing Units by Value			
Total	2,950	4,498	7,318
<\$50,000	18.5%	17.5%	16.5%
\$50,000 - \$99,999	28.7%	25.6%	23.4%
\$100,000 - \$149,999	17.9%	18.5%	16.9%
\$150,000 - \$199,999	10.0%	12.8%	11.7%
\$200,000 - \$249,999	7.5%	7.9%	6.6%
\$250,000 - \$299,999	2.8%	2.7%	3.5%
\$300,000 - \$399,999	3.4%	3.8%	5.2%
\$400,000 - \$499,999	4.1%	3.2%	3.7%
\$500,000 - \$749,999	6.5%	6.9%	9.5%
\$750,000 - \$999,999	0.5%	0.8%	1.6%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.8%
\$2,000,000 +	0.0%	0.1%	0.3%
Average Home Value	\$167,404	\$177,640	\$219,756
2027 Owner Occupied Housing Units by Value			
Total	2,975	4,520	7,323
<\$50,000	17.2%	16.1%	15.1%
\$50,000 - \$99,999	26.7%	23.7%	21.5%
\$100,000 - \$149,999	16.4%	16.9%	15.4%
\$150,000 - \$199,999	10.6%	13.5%	12.3%
\$200,000 - \$249,999	8.4%	8.7%	7.2%
\$250,000 - \$299,999	3.1%	3.1%	3.9%
\$300,000 - \$399,999	4.1%	4.6%	6.0%
\$400,000 - \$499,999	4.9%	3.8%	4.3%
\$500,000 - \$749,999	8.1%	8.5%	11.0%
\$750,000 - \$999,999	0.5%	0.9%	1.8%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.9%
\$2,000,000 +	0.0%	0.2%	0.4%
Average Home Value	\$182,809	\$193,308	\$238,538

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Age			
Total	11,330	16,996	25,156
0 - 4	6.8%	6.7%	6.1%
5 - 9	6.0%	6.0%	5.7%
10 - 14	6.6%	6.7%	6.6%
15 - 24	13.3%	13.0%	12.5%
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%	12.4%	13.7%
65 - 74	8.0%	8.3%	9.0%
75 - 84	5.9%	5.7%	5.5%
85 +	2.7%	2.5%	2.1%
18 +	76.5%	76.5%	77.5%
2022 Population by Age			
Total	11,161	16,460	24,098
0 - 4	5.9%	5.7%	5.2%
5 - 9	6.3%	6.1%	5.6%
10 - 14	5.9%	5.9%	5.7%
15 - 24	10.5%	10.5%	10.1%
25 - 34	13.3%	13.0%	12.4%
35 - 44	12.1%	12.1%	12.0%
45 - 54	12.3%	12.6%	12.9%
55 - 64	13.0%	13.0%	14.2%
65 - 74	10.9%	11.3%	12.5%
75 - 84	6.5%	6.7%	6.7%
85 +	3.3%	3.1%	2.6%
18 +	78.9%	79.3%	80.4%
2027 Population by Age			
Total	11,061	16,252	23,748
0 - 4	5.8%	5.6%	5.2%
5 - 9	6.0%	5.8%	5.4%
10 - 14	6.4%	6.3%	6.0%
15 - 24	10.4%	10.3%	9.9%
25 - 34	11.3%	11.3%	10.8%
35 - 44	13.1%	13.0%	12.7%
45 - 54	12.0%	12.0%	12.3%
55 - 64	11.9%	12.2%	13.3%
65 - 74	12.4%	12.5%	13.6%
75 - 84	7.3%	7.7%	8.0%
85 +	3.3%	3.2%	2.8%
18 +	78.2%	78.7%	80.1%
2010 Population by Sex			
Males	5,426	8,112	12,141
Females	5,906	8,884	13,016
2022 Population by Sex			
Males	5,298	7,874	11,697
Females	5,862	8,587	12,401
2027 Population by Sex			
Males	5,283	7,817	11,565
Females	5,778	8,436	12,184

Source: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.

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2010 Population by Race/Ethnicity			
Total	11,332	16,996	25,155
White Alone	59.0%	60.5%	65.3%
Black Alone	34.5%	33.9%	29.9%
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	4.2%	3.5%	2.9%
Two or More Races	1.0%	1.0%	1.0%
Hispanic Origin	5.3%	4.5%	3.8%
Diversity Index	57.8	55.9	52.1
2020 Population by Race/Ethnicity			
Total	11,111	16,555	24,381
White Alone	55.2%	57.5%	63.2%
Black Alone	36.3%	34.8%	29.9%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.2%	0.9%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	3.0%	2.5%
Two or More Races	3.5%	3.5%	3.5%
Hispanic Origin	5.2%	4.6%	3.9%
Diversity Index	60.4	58.6	54.7
2022 Population by Race/Ethnicity			
Total	11,159	16,461	24,097
White Alone	54.7%	57.1%	62.7%
Black Alone	36.6%	34.9%	30.0%
American Indian Alone	0.3%	0.4%	0.3%
Asian Alone	1.2%	0.9%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	3.0%	2.5%
Two or More Races	3.7%	3.7%	3.6%
Hispanic Origin	5.3%	4.7%	3.9%
Diversity Index	60.8	59.0	55.1
2027 Population by Race/Ethnicity			
Total	11,062	16,251	23,749
White Alone	54.3%	56.6%	62.2%
Black Alone	36.5%	34.9%	30.0%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.3%	1.0%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.4%	3.0%	2.6%
Two or More Races	4.2%	4.1%	4.1%
Hispanic Origin	5.3%	4.7%	4.0%
Diversity Index	61.3	59.6	55.8
2010 Population by Relationship and Household Type			
Total	11,332	16,995	25,157
In Households	97.9%	98.3%	98.8%
In Family Households	82.2%	83.1%	84.1%
Householder	26.8%	27.3%	28.1%
Spouse	16.4%	17.2%	18.8%
Child	31.7%	31.8%	30.8%
Other relative	4.7%	4.5%	4.2%
Nonrelative	2.6%	2.4%	2.3%
In Nonfamily Households	15.7%	15.2%	14.6%
In Group Quarters	2.1%	1.7%	1.2%
Institutionalized Population	1.9%	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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2022 Population 25+ by Educational Attainment			
Total	7,971	11,831	17,673
Less than 9th Grade	6.5%	5.6%	4.8%
9th - 12th Grade, No Diploma	11.7%	12.0%	12.3%
High School Graduate	29.1%	28.6%	28.5%
GED/Alternative Credential	4.4%	5.1%	6.1%
Some College, No Degree	21.4%	21.8%	20.4%
Associate Degree	9.1%	9.4%	9.7%
Bachelor's Degree	11.6%	11.0%	11.4%
Graduate/Professional Degree	6.2%	6.6%	6.8%
2022 Population 15+ by Marital Status			
Total	9,144	13,551	20,115
Never Married	31.5%	32.1%	30.1%
Married	47.1%	48.1%	50.4%
Widowed	7.3%	7.0%	7.1%
Divorced	14.1%	12.8%	12.5%
2022 Civilian Population 16+ in Labor Force			
Civilian Population 16+	4,218	6,293	9,655
Population 16+ Employed	94.3%	94.9%	95.7%
Population 16+ Unemployment rate	5.7%	5.1%	4.3%
Population 16-24 Employed	11.5%	11.5%	11.5%
Population 16-24 Unemployment rate	21.0%	18.5%	15.6%
Population 25-54 Employed	69.7%	69.2%	66.8%
Population 25-54 Unemployment rate	3.3%	3.1%	2.9%
Population 55-64 Employed	14.7%	14.8%	16.8%
Population 55-64 Unemployment rate	2.8%	2.0%	1.3%
Population 65+ Employed	4.1%	4.4%	5.0%
Population 65+ Unemployment rate	4.6%	4.0%	2.5%
2022 Employed Population 16+ by Industry			
Total	3,977	5,973	9,241
Agriculture/Mining	0.4%	0.6%	1.0%
Construction	7.1%	8.7%	9.0%
Manufacturing	32.7%	28.7%	25.9%
Wholesale Trade	2.8%	3.0%	3.5%
Retail Trade	8.0%	7.8%	7.9%
Transportation/Utilities	2.2%	2.6%	4.4%
Information	0.9%	0.9%	0.9%
Finance/Insurance/Real Estate	3.7%	3.2%	3.1%
Services	38.3%	40.1%	39.7%
Public Administration	3.8%	4.5%	4.6%
2022 Employed Population 16+ by Occupation			
Total	3,977	5,973	9,241
White Collar	40.6%	41.1%	43.2%
Management/Business/Financial	9.7%	9.4%	10.5%
Professional	17.3%	18.4%	18.2%
Sales	5.9%	5.4%	4.9%
Administrative Support	7.7%	7.8%	9.7%
Services	15.7%	17.3%	17.1%
Blue Collar	43.7%	41.7%	39.7%
Farming/Forestry/Fishing	0.1%	0.2%	0.2%
Construction/Extraction	4.8%	5.3%	5.6%
Installation/Maintenance/Repair	5.4%	5.0%	4.8%
Production	25.2%	21.6%	19.0%
Transportation/Material Moving	8.3%	9.7%	10.0%

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2010 Households by Type			
Total	4,656	6,866	10,358
Households with 1 Person	30.0%	29.0%	27.6%
Households with 2+ People	70.0%	71.0%	72.4%
Family Households	66.3%	67.4%	68.8%
Husband-wife Families	40.7%	42.4%	46.1%
With Related Children	15.6%	16.0%	16.4%
Other Family (No Spouse Present)	25.6%	25.0%	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%	20.1%	17.7%
With Related Children	14.5%	14.0%	12.1%
Nonfamily Households	3.7%	3.6%	3.6%
All Households with Children	32.8%	32.8%	31.5%
Multigenerational Households	4.9%	4.8%	4.7%
Unmarried Partner Households	5.5%	5.3%	5.1%
Male-female	4.9%	4.8%	4.6%
Same-sex	0.5%	0.5%	0.5%
2010 Households by Size			
Total	4,657	6,867	10,360
1 Person Household	30.0%	29.0%	27.6%
2 Person Household	31.9%	32.8%	35.2%
3 Person Household	17.9%	17.9%	17.3%
4 Person Household	11.9%	11.8%	11.9%
5 Person Household	5.4%	5.5%	5.4%
6 Person Household	1.7%	1.7%	1.7%
7 + Person Household	1.2%	1.2%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	4,657	6,867	10,359
Owner Occupied	59.6%	62.5%	68.0%
Owned with a Mortgage/Loan	35.7%	37.5%	39.8%
Owned Free and Clear	23.8%	25.0%	28.2%
Renter Occupied	40.4%	37.5%	32.0%
2022 Affordability, Mortgage and Wealth			
Housing Affordability Index	202	194	194
Percent of Income for Mortgage	13.0%	13.6%	13.6%
Wealth Index	45	51	62
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	5,155	7,657	12,477
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	64.8%	54.2%	34.6%
Rural Housing Units	35.2%	45.8%	65.4%
2010 Population By Urban/ Rural Status			
Total Population	11,332	16,996	25,157
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	63.7%	53.3%	37.3%
Rural Population	36.3%	46.7%	62.7%

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 Sincerity (12C)	Small Town Sincerity (12C)	Rural Bypasses (10E)
3.	Hometown Heritage (8G)	Midlife Constants (5E)	Small Town Sincerity (12C)
2022 Consumer Spending			
Apparel & Services: Total \$	\$6,629,277	\$9,993,144	\$15,958,109
Average Spent	\$1,408.99	\$1,472.39	\$1,568.52
Spending Potential Index	58	61	65
Education: Total \$	\$4,387,601	\$6,637,011	\$10,592,541
Average Spent	\$932.54	\$977.90	\$1,041.14
Spending Potential Index	48	50	53
Entertainment/Recreation: Total \$	\$11,305,214	\$17,214,510	\$27,790,376
Average Spent	\$2,402.81	\$2,536.39	\$2,731.51
Spending Potential Index	65	69	74
Food at Home: Total \$	\$18,908,696	\$28,726,235	\$46,699,019
Average Spent	\$4,018.85	\$4,232.54	\$4,590.04
Spending Potential Index	65	68	74
Food Away from Home: Total \$	\$11,902,325	\$18,022,270	\$29,121,350
Average Spent	\$2,529.72	\$2,655.41	\$2,862.33
Spending Potential Index	59	62	66
Health Care: Total \$	\$23,067,510	\$35,214,195	\$57,305,512
Average Spent	\$4,902.77	\$5,188.48	\$5,632.54
Spending Potential Index	69	73	79
HH Furnishings & Equipment: Total \$	\$7,155,787	\$10,906,119	\$17,709,491
Average Spent	\$1,520.89	\$1,606.91	\$1,740.66
Spending Potential Index	59	63	68
Personal Care Products & Services: Total \$	\$2,833,194	\$4,285,072	\$6,817,763
Average Spent	\$602.17	\$631.36	\$670.12
Spending Potential Index	59	62	66
Shelter: Total \$	\$58,471,452	\$88,252,524	\$140,680,368
Average Spent	\$12,427.51	\$13,003.17	\$13,827.44
Spending Potential Index	54	57	60
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,767,566	\$12,012,975	\$20,442,449
Average Spent	\$1,650.92	\$1,770.00	\$2,009.28
Spending Potential Index	61	65	74
Travel: Total \$	\$7,211,044	\$11,028,716	\$17,862,202
Average Spent	\$1,532.63	\$1,624.98	\$1,755.67
Spending Potential Index	53	57	61
Vehicle Maintenance & Repairs: Total \$	\$3,972,159	\$6,049,307	\$9,913,795
Average Spent	\$844.24	\$891.31	\$974.42
Spending Potential Index	67	71	77

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: Esri forecasts for 2022 and 2027. U.S. Census Bureau 2000 and 2010 decennial Census data converted by Esri into 2020 geography.