



# Market Profile

918 S Alabama Ave, Monroeville, Alabama, 36460  
Rings: 3, 5, 10 mile radii

Prepared by Esri  
Latitude: 31.51371  
Longitude: -87.32111

	3 miles	5 miles	10 miles
<b>Population Summary</b>			
2000 Total Population	7,564	10,969	18,265
2010 Total Population	6,962	10,250	17,322
2021 Total Population	6,970	10,319	17,589
2021 Group Quarters	202	230	230
2026 Total Population	6,917	10,255	17,500
2021-2026 Annual Rate	-0.15%	-0.12%	-0.10%
2021 Total Daytime Population	8,425	11,210	17,572
Workers	3,871	4,526	5,784
Residents	4,554	6,684	11,788
<b>Household Summary</b>			
2000 Households	2,929	4,214	7,041
2000 Average Household Size	2.52	2.55	2.56
2010 Households	2,829	4,091	6,866
2010 Average Household Size	2.39	2.45	2.49
2021 Households	2,851	4,131	6,976
2021 Average Household Size	2.37	2.44	2.49
2026 Households	2,833	4,107	6,942
2026 Average Household Size	2.37	2.44	2.49
2021-2026 Annual Rate	-0.13%	-0.12%	-0.10%
2010 Families	1,880	2,786	4,801
2010 Average Family Size	2.95	2.99	3.01
2021 Families	1,849	2,750	4,780
2021 Average Family Size	2.95	3.01	3.03
2026 Families	1,825	2,717	4,730
2026 Average Family Size	2.95	3.01	3.03
2021-2026 Annual Rate	-0.26%	-0.24%	-0.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	3,289	4,781	8,100
Owner Occupied Housing Units	65.2%	66.2%	68.6%
Renter Occupied Housing Units	23.8%	22.0%	18.3%
Vacant Housing Units	10.9%	11.9%	13.1%
2010 Housing Units	3,245	4,728	8,025
Owner Occupied Housing Units	56.6%	59.1%	63.3%
Renter Occupied Housing Units	30.6%	27.4%	22.2%
Vacant Housing Units	12.8%	13.5%	14.4%
2021 Housing Units	3,461	5,045	8,556
Owner Occupied Housing Units	45.6%	48.5%	53.7%
Renter Occupied Housing Units	36.8%	33.4%	27.8%
Vacant Housing Units	17.6%	18.1%	18.5%
2026 Housing Units	3,507	5,112	8,660
Owner Occupied Housing Units	45.1%	48.0%	53.2%
Renter Occupied Housing Units	35.6%	32.3%	27.0%
Vacant Housing Units	19.2%	19.7%	19.8%
<b>Median Household Income</b>			
2021	\$36,151	\$36,287	\$33,799
2026	\$41,414	\$41,122	\$37,912
<b>Median Home Value</b>			
2021	\$135,791	\$134,116	\$125,087
2026	\$142,577	\$141,339	\$132,866
<b>Per Capita Income</b>			
2021	\$24,183	\$22,915	\$21,454
2026	\$26,848	\$25,562	\$24,181
<b>Median Age</b>			
2010	40.5	40.0	39.7
2021	42.3	42.0	42.0
2026	43.5	43.4	43.7

**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.

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<b>2021 Households by Income</b>			
Household Income Base	2,851	4,131	6,976
<\$15,000	24.0%	23.7%	26.4%
\$15,000 - \$24,999	12.7%	12.8%	13.2%
\$25,000 - \$34,999	12.2%	12.4%	11.4%
\$35,000 - \$49,999	10.6%	10.9%	10.9%
\$50,000 - \$74,999	13.6%	14.5%	14.6%
\$75,000 - \$99,999	8.1%	8.4%	8.3%
\$100,000 - \$149,999	11.8%	11.7%	9.9%
\$150,000 - \$199,999	4.0%	3.4%	2.9%
\$200,000+	2.9%	2.4%	2.4%
Average Household Income	\$59,071	\$56,913	\$53,867
<b>2026 Households by Income</b>			
Household Income Base	2,833	4,107	6,942
<\$15,000	21.3%	20.7%	23.4%
\$15,000 - \$24,999	11.4%	11.7%	12.8%
\$25,000 - \$34,999	11.3%	11.9%	11.2%
\$35,000 - \$49,999	11.9%	11.7%	10.9%
\$50,000 - \$74,999	14.5%	15.0%	15.0%
\$75,000 - \$99,999	8.7%	9.1%	9.1%
\$100,000 - \$149,999	12.8%	13.0%	11.2%
\$150,000 - \$199,999	4.9%	4.2%	3.7%
\$200,000+	3.1%	2.6%	2.7%
Average Household Income	\$65,522	\$63,465	\$60,710
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,578	2,447	4,598
<\$50,000	8.6%	12.1%	18.6%
\$50,000 - \$99,999	22.5%	20.4%	19.0%
\$100,000 - \$149,999	26.4%	25.7%	24.9%
\$150,000 - \$199,999	22.8%	21.9%	18.2%
\$200,000 - \$249,999	7.1%	7.6%	7.6%
\$250,000 - \$299,999	6.5%	5.8%	5.4%
\$300,000 - \$399,999	4.3%	5.1%	5.2%
\$400,000 - \$499,999	0.3%	0.4%	0.5%
\$500,000 - \$749,999	1.1%	0.7%	0.4%
\$750,000 - \$999,999	0.1%	0.1%	0.2%
\$1,000,000 - \$1,499,999	0.4%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$154,243	\$149,969	\$140,552
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,582	2,455	4,605
<\$50,000	7.0%	10.1%	16.0%
\$50,000 - \$99,999	20.4%	18.5%	17.4%
\$100,000 - \$149,999	26.6%	25.9%	25.2%
\$150,000 - \$199,999	24.3%	23.3%	19.3%
\$200,000 - \$249,999	7.5%	8.1%	8.3%
\$250,000 - \$299,999	7.5%	6.6%	6.2%
\$300,000 - \$399,999	5.2%	6.2%	6.4%
\$400,000 - \$499,999	0.3%	0.4%	0.5%
\$500,000 - \$749,999	1.0%	0.7%	0.4%
\$750,000 - \$999,999	0.0%	0.1%	0.2%
\$1,000,000 - \$1,499,999	0.3%	0.2%	0.1%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$159,934	\$156,739	\$147,774

**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	6,962	10,251	17,320
0 - 4	6.4%	6.3%	6.1%
5 - 9	6.1%	6.3%	6.6%
10 - 14	7.6%	7.6%	7.9%
15 - 24	13.5%	13.4%	13.1%
25 - 34	10.4%	10.6%	10.7%
35 - 44	11.6%	12.0%	12.5%
45 - 54	14.0%	14.3%	14.8%
55 - 64	13.2%	13.0%	13.0%
65 - 74	8.3%	8.3%	8.3%
75 - 84	6.2%	5.6%	5.1%
85 +	2.8%	2.5%	2.1%
18 +	75.5%	75.1%	74.6%
<b>2021 Population by Age</b>			
Total	6,971	10,319	17,587
0 - 4	5.8%	5.7%	5.5%
5 - 9	6.1%	6.0%	5.9%
10 - 14	5.9%	6.0%	6.1%
15 - 24	12.0%	11.8%	11.8%
25 - 34	12.0%	12.2%	12.2%
35 - 44	11.3%	11.6%	12.0%
45 - 54	11.4%	11.8%	12.3%
55 - 64	13.8%	14.0%	14.4%
65 - 74	12.2%	11.9%	11.8%
75 - 84	6.3%	6.0%	5.7%
85 +	3.2%	2.8%	2.3%
18 +	78.8%	78.8%	79.0%
<b>2026 Population by Age</b>			
Total	6,918	10,255	17,499
0 - 4	5.7%	5.6%	5.3%
5 - 9	5.9%	5.8%	5.6%
10 - 14	6.2%	6.2%	6.1%
15 - 24	10.7%	10.8%	10.9%
25 - 34	11.7%	11.7%	11.6%
35 - 44	11.5%	11.9%	12.0%
45 - 54	11.0%	11.4%	12.0%
55 - 64	13.1%	13.3%	13.7%
65 - 74	13.1%	12.9%	13.1%
75 - 84	7.7%	7.5%	7.2%
85 +	3.3%	2.9%	2.4%
18 +	78.7%	78.8%	79.3%
<b>2010 Population by Sex</b>			
Males	3,292	4,868	8,327
Females	3,670	5,382	8,995
<b>2021 Population by Sex</b>			
Males	3,303	4,916	8,501
Females	3,667	5,403	9,088
<b>2026 Population by Sex</b>			
Males	3,297	4,912	8,498
Females	3,621	5,343	9,002

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<b>2010 Population by Race/Ethnicity</b>			
Total	6,963	10,249	17,322
White Alone	46.4%	50.9%	56.1%
Black Alone	51.2%	46.5%	41.0%
American Indian Alone	0.4%	0.6%	0.8%
Asian Alone	0.4%	0.4%	0.3%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.4%	0.3%	0.3%
Two or More Races	1.2%	1.2%	1.5%
Hispanic Origin	0.9%	1.0%	1.0%
Diversity Index	53.1	53.4	52.7
<b>2021 Population by Race/Ethnicity</b>			
Total	6,971	10,319	17,589
White Alone	46.1%	50.7%	55.8%
Black Alone	50.4%	45.4%	39.8%
American Indian Alone	0.5%	0.7%	0.9%
Asian Alone	0.8%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	0.6%
Two or More Races	1.7%	1.8%	2.1%
Hispanic Origin	2.0%	2.2%	2.1%
Diversity Index	55.2	55.6	54.9
<b>2026 Population by Race/Ethnicity</b>			
Total	6,918	10,256	17,500
White Alone	45.9%	50.6%	55.8%
Black Alone	50.6%	45.5%	39.9%
American Indian Alone	0.5%	0.7%	0.9%
Asian Alone	0.8%	0.8%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	0.7%	0.7%	0.7%
Two or More Races	1.6%	1.7%	2.2%
Hispanic Origin	2.0%	2.2%	2.2%
Diversity Index	55.1	55.6	55.0
<b>2010 Population by Relationship and Household Type</b>			
Total	6,962	10,250	17,322
In Households	97.1%	97.8%	98.7%
In Family Households	81.6%	83.2%	85.1%
Householder	27.1%	27.3%	27.8%
Spouse	17.3%	17.9%	18.8%
Child	31.9%	32.7%	33.4%
Other relative	3.3%	3.4%	3.4%
Nonrelative	2.0%	1.9%	1.8%
In Nonfamily Households	15.5%	14.5%	13.5%
In Group Quarters	2.9%	2.2%	1.3%
Institutionalized Population	2.7%	2.1%	1.2%
Noninstitutionalized Population	0.2%	0.1%	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>2021 Population 25+ by Educational Attainment</b>			
Total	4,898	7,271	12,431
Less than 9th Grade	3.8%	3.6%	3.4%
9th - 12th Grade, No Diploma	7.7%	7.7%	9.1%
High School Graduate	43.0%	43.7%	44.4%
GED/Alternative Credential	4.1%	4.0%	3.9%
Some College, No Degree	14.3%	14.1%	15.2%
Associate Degree	9.6%	9.9%	9.2%
Bachelor's Degree	12.7%	12.0%	10.1%
Graduate/Professional Degree	4.9%	4.8%	4.7%
<b>2021 Population 15+ by Marital Status</b>			
Total	5,733	8,488	14,515
Never Married	40.6%	36.8%	33.9%
Married	41.3%	43.6%	44.4%
Widowed	9.0%	9.0%	9.6%
Divorced	9.2%	10.7%	12.1%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	2,887	4,279	6,812
Population 16+ Employed	83.4%	85.1%	85.3%
Population 16+ Unemployment rate	16.6%	14.9%	14.7%
Population 16-24 Employed	16.8%	14.6%	12.3%
Population 16-24 Unemployment rate	7.1%	11.0%	18.4%
Population 25-54 Employed	57.3%	59.7%	62.8%
Population 25-54 Unemployment rate	24.5%	20.6%	18.1%
Population 55-64 Employed	17.3%	16.8%	16.6%
Population 55-64 Unemployment rate	0.0%	1.3%	3.7%
Population 65+ Employed	8.6%	8.8%	8.3%
Population 65+ Unemployment rate	0.0%	0.0%	0.0%
<b>2021 Employed Population 16+ by Industry</b>			
Total	2,409	3,641	5,809
Agriculture/Mining	0.2%	1.1%	2.7%
Construction	2.9%	4.0%	7.4%
Manufacturing	16.9%	17.2%	18.0%
Wholesale Trade	1.4%	1.5%	1.4%
Retail Trade	16.4%	16.7%	16.0%
Transportation/Utilities	5.2%	4.8%	4.9%
Information	0.0%	0.2%	0.5%
Finance/Insurance/Real Estate	3.6%	3.8%	3.9%
Services	40.9%	39.6%	36.1%
Public Administration	12.5%	11.1%	9.1%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	2,413	3,641	5,810
White Collar	57.9%	55.6%	52.6%
Management/Business/Financial	14.2%	14.0%	14.6%
Professional	24.6%	21.6%	18.2%
Sales	12.8%	12.6%	12.3%
Administrative Support	6.4%	7.4%	7.6%
Services	18.2%	18.2%	15.8%
Blue Collar	24.0%	26.2%	31.5%
Farming/Forestry/Fishing	0.0%	0.4%	0.8%
Construction/Extraction	3.4%	3.7%	6.3%
Installation/Maintenance/Repair	1.3%	2.5%	4.5%
Production	8.1%	10.1%	11.3%
Transportation/Material Moving	11.1%	9.6%	8.7%

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<b>2010 Households by Type</b>			
Total	2,828	4,092	6,866
Households with 1 Person	29.2%	28.1%	26.7%
Households with 2+ People	70.8%	71.9%	73.3%
Family Households	66.5%	68.1%	69.9%
Husband-wife Families	42.6%	44.6%	47.2%
With Related Children	16.3%	17.9%	19.8%
Other Family (No Spouse Present)	23.8%	23.5%	22.7%
Other Family with Male Householder	4.0%	4.3%	4.5%
With Related Children	2.2%	2.3%	2.5%
Other Family with Female Householder	19.8%	19.3%	18.2%
With Related Children	14.4%	13.7%	12.6%
Nonfamily Households	4.3%	3.8%	3.4%
All Households with Children	33.5%	34.5%	35.3%
Multigenerational Households	4.8%	4.8%	4.8%
Unmarried Partner Households	5.9%	5.6%	5.1%
Male-female	5.3%	5.1%	4.6%
Same-sex	0.6%	0.5%	0.5%
<b>2010 Households by Size</b>			
Total	2,830	4,093	6,867
1 Person Household	29.2%	28.1%	26.7%
2 Person Household	34.8%	34.0%	34.0%
3 Person Household	16.7%	17.1%	17.2%
4 Person Household	11.6%	12.7%	13.5%
5 Person Household	4.6%	5.0%	5.4%
6 Person Household	2.2%	2.2%	2.2%
7 + Person Household	1.0%	1.0%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,829	4,091	6,866
Owner Occupied	64.9%	68.3%	74.0%
Owned with a Mortgage/Loan	36.0%	37.7%	39.2%
Owned Free and Clear	28.8%	30.7%	34.8%
Renter Occupied	35.1%	31.7%	26.0%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	166	168	168
Percent of Income for Mortgage	15.8%	15.5%	15.5%
Wealth Index	54	50	47
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	3,245	4,728	8,025
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	61.1%	48.4%	28.6%
Rural Housing Units	38.9%	51.6%	71.4%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,962	10,250	17,322
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	60.1%	46.9%	27.9%
Rural Population	39.9%	53.1%	72.1%

**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.	Rural Bypasses (10E)	Rural Bypasses (10E)	Rural Bypasses (10E)
2.	Midlife Constants (5E)	Small Town Simplicity (12C)	Southern Satellites (10A)
3.	Small Town Simplicity (12C)	Midlife Constants (5E)	Small Town Simplicity (12C)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,799,724	\$5,306,876	\$8,474,397
Average Spent	\$1,332.77	\$1,284.65	\$1,214.79
Spending Potential Index	63	61	57
Education: Total \$	\$2,490,372	\$3,461,006	\$5,493,268
Average Spent	\$873.51	\$837.81	\$787.45
Spending Potential Index	51	49	46
Entertainment/Recreation: Total \$	\$6,567,089	\$9,157,105	\$14,596,929
Average Spent	\$2,303.43	\$2,216.68	\$2,092.45
Spending Potential Index	71	69	65
Food at Home: Total \$	\$11,398,064	\$15,895,155	\$25,323,638
Average Spent	\$3,997.92	\$3,847.77	\$3,630.11
Spending Potential Index	73	71	67
Food Away from Home: Total \$	\$7,082,586	\$9,910,255	\$15,871,593
Average Spent	\$2,484.25	\$2,399.00	\$2,275.17
Spending Potential Index	65	63	60
Health Care: Total \$	\$13,674,298	\$19,092,720	\$30,523,258
Average Spent	\$4,796.32	\$4,621.82	\$4,375.47
Spending Potential Index	77	74	70
HH Furnishings & Equipment: Total \$	\$4,286,217	\$5,995,380	\$9,610,146
Average Spent	\$1,503.41	\$1,451.31	\$1,377.60
Spending Potential Index	67	64	61
Personal Care Products & Services: Total \$	\$1,597,318	\$2,228,802	\$3,555,744
Average Spent	\$560.27	\$539.53	\$509.71
Spending Potential Index	62	60	57
Shelter: Total \$	\$32,411,076	\$45,033,515	\$71,360,911
Average Spent	\$11,368.32	\$10,901.36	\$10,229.49
Spending Potential Index	56	54	51
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,844,722	\$6,761,372	\$10,824,022
Average Spent	\$1,699.31	\$1,636.74	\$1,551.61
Spending Potential Index	71	68	65
Travel: Total \$	\$4,102,062	\$5,722,259	\$9,150,150
Average Spent	\$1,438.82	\$1,385.20	\$1,311.66
Spending Potential Index	57	55	52
Vehicle Maintenance & Repairs: Total \$	\$2,418,535	\$3,374,441	\$5,383,467
Average Spent	\$848.31	\$816.86	\$771.71
Spending Potential Index	77	74	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 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.

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