



# Market Profile

Midtown Shopping Center  
 715 E Main St, Prattville, Alabama, 36067  
 Rings: 3, 5, 7 mile radii

Midtown Shopping Center  
 Latitude: 32.46040  
 Longitude: -86.45493

	3 miles	5 miles	7 miles
<b>Population Summary</b>			
2000 Total Population	25,383	31,056	49,888
2010 Total Population	31,821	40,345	57,634
2019 Total Population	33,723	43,849	61,809
2019 Group Quarters	395	398	1,316
2024 Total Population	34,726	45,456	64,051
2019-2024 Annual Rate	0.59%	0.72%	0.72%
2019 Total Daytime Population	30,123	39,382	51,236
Workers	11,665	15,505	18,160
Residents	18,458	23,877	33,076
<b>Household Summary</b>			
2000 Households	9,399	11,344	16,103
2000 Average Household Size	2.68	2.72	2.83
2010 Households	12,057	15,032	21,138
2010 Average Household Size	2.61	2.66	2.66
2019 Households	12,805	16,297	22,693
2019 Average Household Size	2.60	2.67	2.67
2024 Households	13,204	16,902	23,530
2024 Average Household Size	2.60	2.67	2.67
2019-2024 Annual Rate	0.62%	0.73%	0.73%
2010 Families	8,693	10,958	15,588
2010 Average Family Size	3.10	3.14	3.12
2019 Families	9,094	11,694	16,471
2019 Average Family Size	3.11	3.17	3.14
2024 Families	9,324	12,064	16,986
2024 Average Family Size	3.12	3.17	3.15
2019-2024 Annual Rate	0.50%	0.62%	0.62%
<b>Housing Unit Summary</b>			
2000 Housing Units	10,124	12,279	17,490
Owner Occupied Housing Units	70.3%	70.5%	71.6%
Renter Occupied Housing Units	22.6%	21.9%	20.5%
Vacant Housing Units	7.2%	7.6%	7.9%
2010 Housing Units	12,921	16,284	22,969
Owner Occupied Housing Units	63.3%	63.5%	65.7%
Renter Occupied Housing Units	30.0%	28.8%	26.4%
Vacant Housing Units	6.7%	7.7%	8.0%
2019 Housing Units	13,994	17,842	24,976
Owner Occupied Housing Units	56.6%	57.4%	59.4%
Renter Occupied Housing Units	35.0%	34.0%	31.4%
Vacant Housing Units	8.5%	8.7%	9.1%
2024 Housing Units	14,654	18,780	26,248
Owner Occupied Housing Units	55.8%	56.6%	58.7%
Renter Occupied Housing Units	34.3%	33.4%	31.0%
Vacant Housing Units	9.9%	10.0%	10.4%
<b>Median Household Income</b>			
2019	\$54,761	\$56,328	\$57,081
2024	\$60,109	\$61,815	\$62,494
<b>Median Home Value</b>			
2019	\$157,092	\$166,221	\$163,438
2024	\$174,861	\$185,046	\$182,108
<b>Per Capita Income</b>			
2019	\$26,269	\$26,706	\$26,449
2024	\$29,635	\$30,045	\$29,771
<b>Median Age</b>			
2010	36.1	36.1	35.9
2019	37.9	37.7	37.5
2024	37.9	37.9	38.0

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



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<b>2019 Households by Income</b>			
Household Income Base	12,805	16,297	22,693
<\$15,000	10.9%	11.0%	11.5%
\$15,000 - \$24,999	9.7%	9.4%	9.4%
\$25,000 - \$34,999	10.6%	10.0%	9.2%
\$35,000 - \$49,999	13.7%	12.9%	12.4%
\$50,000 - \$74,999	19.4%	19.6%	20.1%
\$75,000 - \$99,999	13.8%	14.3%	14.2%
\$100,000 - \$149,999	15.4%	16.0%	16.3%
\$150,000 - \$199,999	4.0%	4.0%	3.9%
\$200,000+	2.5%	2.8%	3.0%
Average Household Income	\$69,517	\$71,131	\$71,969
<b>2024 Households by Income</b>			
Household Income Base	13,204	16,902	23,530
<\$15,000	9.2%	9.2%	9.7%
\$15,000 - \$24,999	8.6%	8.4%	8.3%
\$25,000 - \$34,999	9.7%	9.2%	8.5%
\$35,000 - \$49,999	12.8%	12.1%	11.6%
\$50,000 - \$74,999	19.3%	19.5%	19.9%
\$75,000 - \$99,999	14.0%	14.5%	14.4%
\$100,000 - \$149,999	18.3%	18.9%	19.2%
\$150,000 - \$199,999	5.0%	5.0%	4.8%
\$200,000+	3.0%	3.3%	3.7%
Average Household Income	\$78,328	\$79,956	\$80,994
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	7,914	10,233	14,845
<\$50,000	8.2%	8.4%	9.3%
\$50,000 - \$99,999	15.3%	14.3%	13.8%
\$100,000 - \$149,999	24.0%	21.6%	22.2%
\$150,000 - \$199,999	17.8%	17.5%	17.7%
\$200,000 - \$249,999	16.2%	14.9%	13.9%
\$250,000 - \$299,999	6.7%	8.1%	8.2%
\$300,000 - \$399,999	8.3%	10.9%	11.2%
\$400,000 - \$499,999	1.9%	2.3%	1.9%
\$500,000 - \$749,999	1.0%	1.5%	1.5%
\$750,000 - \$999,999	0.4%	0.3%	0.2%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$180,179	\$189,933	\$187,327
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	8,171	10,623	15,401
<\$50,000	6.3%	6.2%	6.9%
\$50,000 - \$99,999	12.3%	11.4%	11.1%
\$100,000 - \$149,999	22.7%	20.3%	20.7%
\$150,000 - \$199,999	17.6%	17.2%	17.5%
\$200,000 - \$249,999	17.3%	15.8%	14.7%
\$250,000 - \$299,999	8.0%	9.5%	9.7%
\$300,000 - \$399,999	10.8%	13.9%	14.3%
\$400,000 - \$499,999	2.9%	3.1%	2.6%
\$500,000 - \$749,999	1.3%	1.8%	1.9%
\$750,000 - \$999,999	0.6%	0.4%	0.3%
\$1,000,000 - \$1,499,999	0.1%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.1%	0.1%	0.1%
Average Home Value	\$199,382	\$209,648	\$206,556

**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.



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<b>2010 Population by Age</b>			
Total	31,821	40,343	57,637
0 - 4	6.5%	6.6%	6.7%
5 - 9	7.5%	7.5%	7.5%
10 - 14	7.9%	7.8%	7.7%
15 - 24	13.7%	13.7%	13.7%
25 - 34	12.7%	12.6%	13.1%
35 - 44	15.0%	15.2%	15.4%
45 - 54	14.5%	14.6%	14.7%
55 - 64	9.9%	10.1%	10.3%
65 - 74	7.1%	6.9%	6.6%
75 - 84	4.0%	3.7%	3.4%
85 +	1.2%	1.1%	1.0%
18 +	73.1%	73.0%	73.3%
<b>2019 Population by Age</b>			
Total	33,723	43,848	61,808
0 - 4	6.1%	6.1%	6.2%
5 - 9	6.5%	6.6%	6.6%
10 - 14	6.6%	6.7%	6.7%
15 - 24	12.4%	12.3%	12.1%
25 - 34	14.5%	14.5%	14.9%
35 - 44	13.2%	13.4%	13.7%
45 - 54	13.8%	13.9%	13.9%
55 - 64	12.2%	12.2%	12.3%
65 - 74	8.5%	8.4%	8.3%
75 - 84	4.7%	4.4%	4.1%
85 +	1.5%	1.4%	1.3%
18 +	76.8%	76.5%	76.6%
<b>2024 Population by Age</b>			
Total	34,726	45,454	64,051
0 - 4	6.1%	6.2%	6.2%
5 - 9	6.4%	6.5%	6.5%
10 - 14	6.7%	6.8%	6.8%
15 - 24	11.3%	11.3%	11.2%
25 - 34	15.0%	14.7%	14.7%
35 - 44	14.1%	14.4%	14.8%
45 - 54	12.5%	12.6%	12.8%
55 - 64	11.8%	11.9%	11.9%
65 - 74	9.1%	9.0%	9.0%
75 - 84	5.2%	5.0%	4.8%
85 +	1.7%	1.5%	1.4%
18 +	76.8%	76.6%	76.7%
<b>2010 Population by Sex</b>			
Males	15,184	19,351	28,258
Females	16,637	20,994	29,376
<b>2019 Population by Sex</b>			
Males	16,153	21,100	30,333
Females	17,569	22,749	31,475
<b>2024 Population by Sex</b>			
Males	16,681	21,917	31,471
Females	18,045	23,539	32,580

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<b>2010 Population by Race/Ethnicity</b>			
Total	31,821	40,345	57,635
White Alone	78.3%	78.4%	76.8%
Black Alone	16.9%	16.7%	18.2%
American Indian Alone	0.4%	0.4%	0.4%
Asian Alone	1.3%	1.3%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.1%	1.3%	1.6%
Two or More Races	1.8%	1.8%	1.8%
Hispanic Origin	3.2%	3.3%	3.6%
Diversity Index	39.8	39.9	42.0
<b>2019 Population by Race/Ethnicity</b>			
Total	33,723	43,850	61,809
White Alone	75.0%	75.1%	73.7%
Black Alone	18.7%	18.5%	20.1%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	2.0%	1.8%	1.5%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.4%	1.7%	1.9%
Two or More Races	2.3%	2.4%	2.3%
Hispanic Origin	3.9%	4.2%	4.3%
Diversity Index	44.7	45.0	46.5
<b>2024 Population by Race/Ethnicity</b>			
Total	34,726	45,454	64,050
White Alone	73.1%	73.3%	72.0%
Black Alone	19.5%	19.2%	20.8%
American Indian Alone	0.4%	0.5%	0.5%
Asian Alone	2.5%	2.2%	1.8%
Pacific Islander Alone	0.1%	0.2%	0.1%
Some Other Race Alone	1.6%	1.9%	2.0%
Two or More Races	2.7%	2.7%	2.7%
Hispanic Origin	4.4%	4.6%	4.7%
Diversity Index	47.5	47.7	48.8
<b>2010 Population by Relationship and Household Type</b>			
Total	31,821	40,345	57,634
In Households	98.8%	99.0%	97.6%
In Family Households	86.4%	87.0%	86.2%
Householder	27.2%	27.3%	27.0%
Spouse	20.0%	20.4%	20.2%
Child	34.3%	34.3%	34.0%
Other relative	3.1%	3.2%	3.2%
Nonrelative	1.7%	1.8%	1.8%
In Nonfamily Households	12.4%	12.1%	11.5%
In Group Quarters	1.2%	1.0%	2.4%
Institutionalized Population	1.1%	0.9%	2.3%
Noninstitutionalized Population	0.1%	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>2019 Population 25+ by Educational Attainment</b>			
Total	23,075	29,932	42,311
Less than 9th Grade	2.3%	2.2%	2.2%
9th - 12th Grade, No Diploma	7.6%	7.4%	7.2%
High School Graduate	25.3%	24.9%	26.1%
GED/Alternative Credential	5.1%	5.1%	5.2%
Some College, No Degree	20.7%	20.7%	21.0%
Associate Degree	8.3%	9.2%	9.8%
Bachelor's Degree	17.7%	17.5%	16.4%
Graduate/Professional Degree	12.9%	13.1%	12.0%
<b>2019 Population 15+ by Marital Status</b>			
Total	27,253	35,320	49,773
Never Married	27.5%	28.4%	29.3%
Married	54.7%	54.2%	53.7%
Widowed	5.7%	5.3%	5.2%
Divorced	12.1%	12.1%	11.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	96.2%	96.2%	96.6%
Civilian Unemployed (Unemployment Rate)	3.8%	3.8%	3.4%
<b>2019 Employed Population 16+ by Industry</b>			
Total	14,920	19,502	27,246
Agriculture/Mining	0.1%	0.3%	0.5%
Construction	6.4%	6.3%	6.3%
Manufacturing	11.7%	12.1%	12.1%
Wholesale Trade	2.6%	2.3%	2.3%
Retail Trade	9.6%	10.1%	10.1%
Transportation/Utilities	6.2%	5.9%	5.5%
Information	1.7%	1.5%	1.3%
Finance/Insurance/Real Estate	5.4%	5.4%	5.5%
Services	42.7%	43.1%	43.4%
Public Administration	13.5%	12.9%	12.9%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	14,920	19,503	27,246
White Collar	60.3%	61.1%	60.8%
Management/Business/Financial	13.0%	13.7%	13.9%
Professional	23.6%	23.6%	22.7%
Sales	10.6%	10.9%	10.4%
Administrative Support	13.2%	13.0%	13.8%
Services	20.2%	19.4%	19.2%
Blue Collar	19.5%	19.4%	20.0%
Farming/Forestry/Fishing	0.1%	0.1%	0.3%
Construction/Extraction	3.5%	3.4%	3.6%
Installation/Maintenance/Repair	3.3%	3.5%	3.8%
Production	8.9%	8.0%	7.2%
Transportation/Material Moving	3.9%	4.5%	5.0%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	31,821	40,345	57,634
Population Inside Urbanized Area	94.9%	87.0%	82.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	5.1%	13.0%	17.3%

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<b>2010 Households by Type</b>			
Total	12,057	15,032	21,138
Households with 1 Person	23.8%	23.0%	22.2%
Households with 2+ People	76.2%	77.0%	77.8%
Family Households	72.1%	72.9%	73.7%
Husband-wife Families	53.0%	54.3%	55.1%
With Related Children	26.1%	26.7%	27.2%
Other Family (No Spouse Present)	19.1%	18.6%	18.7%
Other Family with Male Householder	4.5%	4.4%	4.6%
With Related Children	2.7%	2.7%	2.8%
Other Family with Female Householder	14.6%	14.2%	14.1%
With Related Children	9.9%	9.6%	9.6%
Nonfamily Households	4.1%	4.1%	4.0%
All Households with Children	39.1%	39.4%	40.0%
Multigenerational Households	4.1%	4.2%	4.4%
Unmarried Partner Households	4.4%	4.5%	4.6%
Male-female	3.8%	3.9%	4.0%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	12,057	15,031	21,139
1 Person Household	23.8%	23.0%	22.2%
2 Person Household	31.6%	31.8%	31.8%
3 Person Household	19.0%	19.1%	19.3%
4 Person Household	15.3%	15.5%	15.9%
5 Person Household	7.1%	7.2%	7.3%
6 Person Household	2.3%	2.3%	2.4%
7 + Person Household	1.0%	1.0%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	12,057	15,032	21,138
Owner Occupied	67.9%	68.8%	71.3%
Owned with a Mortgage/Loan	49.2%	50.5%	52.9%
Owned Free and Clear	18.6%	18.4%	18.5%
Renter Occupied	32.1%	31.2%	28.7%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	12,921	16,284	22,969
Housing Units Inside Urbanized Area	94.6%	87.3%	82.5%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	5.4%	12.7%	17.5%

**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.	Up and Coming Families (7A)	Middleburg (4C)	Middleburg (4C)
2.	Middleburg (4C)	Up and Coming Families (7A)	Soccer Moms (4A)
3.	Comfortable Empty Nesters (5A)	Soccer Moms (4A)	Up and Coming Families (7A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$21,863,159	\$28,483,333	\$40,072,408
Average Spent	\$1,707.39	\$1,747.77	\$1,765.85
Spending Potential Index	80	82	82
Education: Total \$	\$14,979,567	\$19,573,827	\$27,629,030
Average Spent	\$1,169.82	\$1,201.07	\$1,217.51
Spending Potential Index	73	75	76
Entertainment/Recreation: Total \$	\$33,699,713	\$43,782,925	\$61,717,318
Average Spent	\$2,631.76	\$2,686.56	\$2,719.66
Spending Potential Index	80	82	83
Food at Home: Total \$	\$53,141,856	\$68,998,534	\$97,120,098
Average Spent	\$4,150.09	\$4,233.82	\$4,279.74
Spending Potential Index	80	82	83
Food Away from Home: Total \$	\$37,926,406	\$49,423,777	\$69,567,747
Average Spent	\$2,961.84	\$3,032.69	\$3,065.60
Spending Potential Index	81	83	83
Health Care: Total \$	\$62,758,509	\$81,350,376	\$114,748,233
Average Spent	\$4,901.09	\$4,991.74	\$5,056.55
Spending Potential Index	83	84	85
HH Furnishings & Equipment: Total \$	\$22,488,126	\$29,253,790	\$41,138,016
Average Spent	\$1,756.20	\$1,795.04	\$1,812.81
Spending Potential Index	82	84	85
Personal Care Products & Services: Total \$	\$9,399,413	\$12,252,102	\$17,238,974
Average Spent	\$734.04	\$751.80	\$759.66
Spending Potential Index	83	85	86
Shelter: Total \$	\$182,549,912	\$237,431,976	\$332,507,461
Average Spent	\$14,256.14	\$14,569.06	\$14,652.42
Spending Potential Index	77	79	79
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$25,975,487	\$33,703,477	\$47,498,068
Average Spent	\$2,028.54	\$2,068.08	\$2,093.07
Spending Potential Index	82	83	84
Travel: Total \$	\$22,808,771	\$29,736,896	\$41,862,007
Average Spent	\$1,781.24	\$1,824.69	\$1,844.71
Spending Potential Index	79	81	82
Vehicle Maintenance & Repairs: Total \$	\$11,899,878	\$15,457,834	\$21,726,271
Average Spent	\$929.31	\$948.51	\$957.40
Spending Potential Index	81	83	84

**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.