



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

	2000	2010	2000-2010 Annual Rate
Population	566	1,076	6.63%
Households	229	530	8.75%
Housing Units	242	566	8.87%

Population by Race	Number	Percent
Total	1,078	100.0%
Population Reporting One Race	1,054	97.8%
White	617	57.2%
Black	347	32.2%
American Indian	8	0.7%
Asian	36	3.3%
Pacific Islander	4	0.4%
Some Other Race	42	3.9%
Population Reporting Two or More Races	24	2.2%

Total Hispanic Population	67	6.2%
---------------------------	----	------

Population by Sex	Number	Percent
Male	496	46.1%
Female	580	53.9%

Population by Age	Number	Percent
Total	1,072	100.0%
Age 0 - 4	66	6.2%
Age 5 - 9	62	5.8%
Age 10 - 14	65	6.1%
Age 15 - 19	66	6.2%
Age 20 - 24	117	10.9%
Age 25 - 29	115	10.7%
Age 30 - 34	104	9.7%
Age 35 - 39	94	8.8%
Age 40 - 44	73	6.8%
Age 45 - 49	66	6.2%
Age 50 - 54	75	7.0%
Age 55 - 59	65	6.1%
Age 60 - 64	34	3.2%
Age 65 - 69	29	2.7%
Age 70 - 74	14	1.3%
Age 75 - 79	11	1.0%
Age 80 - 84	13	1.2%
Age 85+	5	0.5%
Age 18+	848	78.8%
Age 65+	72	6.7%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	32.2
Male	31.9
Female	32.4
White Alone	34.3
Black Alone	30.1
American Indian Alone	30.0
Asian Alone	32.5
Pacific Islander Alone	10.0
Some Other Race Alone	29.4
Two or More Races	18.8
Hispanic Population	26.4

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

Households by Type		
Total	529	100.0%
Households with 1 Person	173	32.7%
Households with 2+ People	356	67.3%
Family Households	310	58.6%
Husband-wife Families	213	40.3%
With Own Children	76	14.4%
Other Family (No Spouse Present)	97	18.3%
With Own Children	55	10.4%
Nonfamily Households	46	8.7%
All Households with Children	153	28.9%
Multigenerational Households	18	3.4%
Unmarried Partner Households	34	6.4%
Male-female	29	5.5%
Same-sex	5	0.9%
Average Household Size	2.03	

Family Households by Size		
Total	310	100.0%
2 People	145	46.8%
3 People	82	26.5%
4 People	49	15.8%
5 People	20	6.5%
6 People	11	3.5%
7+ People	3	1.0%
Average Family Size	2.58	

Nonfamily Households by Size		
Total	219	100.0%
1 Person	173	79.0%
2 People	39	17.8%
3 People	5	2.3%
4 People	1	0.5%
5 People	1	0.5%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.13	

Population by Relationship and Household Type		
Total	1,076	100.0%
In Households	1,076	100.0%
In Family Households	827	76.9%
Householder	278	25.8%
Spouse	191	17.8%
Child	296	27.5%
Other relative	34	3.2%
Nonrelative	26	2.4%
In Nonfamily Households	249	23.1%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

Family Households by Age of Householder		
Total		310 100.0%
Householder Age	15 - 44	172 55.5%
Householder Age	45 - 54	59 19.0%
Householder Age	55 - 64	54 17.4%
Householder Age	65 - 74	15 4.8%
Householder Age	75+	10 3.2%

Nonfamily Households by Age of Householder		
Total		221 100.0%
Householder Age	15 - 44	140 63.3%
Householder Age	45 - 54	40 18.1%
Householder Age	55 - 64	17 7.7%
Householder Age	65 - 74	13 5.9%
Householder Age	75+	11 5.0%

Households by Race of Householder		
Total		530 100.0%
Householder is	White Alone	333 62.8%
Householder is	Black Alone	149 28.1%
Householder is	American Indian Alone	5 0.9%
Householder is	Asian Alone	20 3.8%
Householder is	Pacific Islander Alone	1 0.2%
Householder is	Some Other Race Alone	13 2.5%
Householder is	Two or More Races	9 1.7%
Households with	Hispanic Householder	21 4.0%

Husband-wife Families by Race of Householder		
Total		212 100.0%
Householder is	White Alone	137 64.6%
Householder is	Black Alone	51 24.1%
Householder is	American Indian Alone	1 0.5%
Householder is	Asian Alone	10 4.7%
Householder is	Pacific Islander Alone	1 0.5%
Householder is	Some Other Race Alone	9 4.2%
Householder is	Two or More Races	3 1.4%
Husband-wife Families with	Hispanic Householder	13 6.1%

Other Families (No Spouse) by Race of Householder		
Total		97 100.0%
Householder is	White Alone	38 39.2%
Householder is	Black Alone	51 52.6%
Householder is	American Indian Alone	0 0.0%
Householder is	Asian Alone	1 1.0%
Householder is	Pacific Islander Alone	0 0.0%
Householder is	Some Other Race Alone	2 2.1%
Householder is	Two or More Races	5 5.2%
Other Families with	Hispanic Householder	4 4.1%

Nonfamily Households by Race of Householder		
Total		219 100.0%
Householder is	White Alone	157 71.7%
Householder is	Black Alone	47 21.5%
Householder is	American Indian Alone	3 1.4%
Householder is	Asian Alone	9 4.1%
Householder is	Pacific Islander Alone	0 0.0%
Householder is	Some Other Race Alone	2 0.9%
Householder is	Two or More Races	1 0.5%
Nonfamily Households with	Hispanic Householder	4 1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 1 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

## Total Housing Units by Occupancy

Total	567	100.0%
Occupied Housing Units	530	93.5%
Vacant Housing Units		
For Rent	20	3.5%
Rented, not Occupied	1	0.2%
For Sale Only	11	1.9%
Sold, not Occupied	0	0.0%
For Seasonal/Recreational/Occasional Use	1	0.2%
For Migrant Workers	0	0.0%
Other Vacant	4	0.7%
Total Vacancy Rate	6.4%	

## Households by Tenure and Mortgage Status

Total	530	100.0%
Owner Occupied	159	30.0%
Owned with a Mortgage/Loan	120	22.6%
Owned Free and Clear	39	7.4%
Average Household Size	2.27	
Renter Occupied	371	70.0%
Average Household Size	1.93	

## Owner-occupied Housing Units by Race of Householder

Total	159	100.0%
Householder is White Alone	98	61.6%
Householder is Black Alone	54	34.0%
Householder is American Indian Alone	2	1.3%
Householder is Asian Alone	1	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	1.9%
Householder is Two or More Races	1	0.6%
Owner-occupied Housing Units with Hispanic Householder	6	3.8%

## Renter-occupied Housing Units by Race of Householder

Total	373	100.0%
Householder is White Alone	235	63.0%
Householder is Black Alone	96	25.7%
Householder is American Indian Alone	3	0.8%
Householder is Asian Alone	20	5.4%
Householder is Pacific Islander Alone	1	0.3%
Householder is Some Other Race Alone	10	2.7%
Householder is Two or More Races	8	2.1%
Renter-occupied Housing Units with Hispanic Householder	15	4.0%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	1.85
Householder is Black Alone	2.32
Householder is American Indian Alone	1.40
Householder is Asian Alone	1.85
Householder is Pacific Islander Alone	4.00
Householder is Some Other Race Alone	3.23
Householder is Two or More Races	2.67
Householder is Hispanic	2.95

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	2000	2010	2000-2010 Annual Rate
Population	16,404	23,016	3.44%
Households	6,032	8,829	3.88%
Housing Units	6,409	9,563	4.08%

Population by Race	Number	Percent
Total	23,016	100.0%
Population Reporting One Race	22,589	98.1%
White	18,081	78.6%
Black	3,596	15.6%
American Indian	96	0.4%
Asian	418	1.8%
Pacific Islander	29	0.1%
Some Other Race	369	1.6%
Population Reporting Two or More Races	427	1.9%

Total Hispanic Population	888	3.9%
---------------------------	-----	------

Population by Sex	Number	Percent
Male	10,966	47.6%
Female	12,050	52.4%

Population by Age	Number	Percent
Total	23,016	100.0%
Age 0 - 4	1,514	6.6%
Age 5 - 9	1,788	7.8%
Age 10 - 14	1,811	7.9%
Age 15 - 19	1,705	7.4%
Age 20 - 24	1,380	6.0%
Age 25 - 29	1,493	6.5%
Age 30 - 34	1,545	6.7%
Age 35 - 39	1,887	8.2%
Age 40 - 44	1,701	7.4%
Age 45 - 49	1,753	7.6%
Age 50 - 54	1,520	6.6%
Age 55 - 59	1,134	4.9%
Age 60 - 64	1,065	4.6%
Age 65 - 69	850	3.7%
Age 70 - 74	710	3.1%
Age 75 - 79	533	2.3%
Age 80 - 84	347	1.5%
Age 85+	281	1.2%
Age 18+	16,836	73.1%
Age 65+	2,721	11.8%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	35.7
Male	34.5
Female	36.7
White Alone	37.9
Black Alone	28.6
American Indian Alone	37.8
Asian Alone	34.7
Pacific Islander Alone	25.0
Some Other Race Alone	24.9
Two or More Races	16.8
Hispanic Population	24.6

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

Households by Type		
Total	8,829	100.0%
Households with 1 Person	2,209	25.0%
Households with 2+ People	6,620	75.0%
Family Households	6,232	70.6%
Husband-wife Families	4,643	52.6%
With Own Children	2,175	24.6%
Other Family (No Spouse Present)	1,589	18.0%
With Own Children	923	10.5%
Nonfamily Households	388	4.4%
All Households with Children	3,409	38.6%
Multigenerational Households	314	3.6%
Unmarried Partner Households	393	4.5%
Male-female	338	3.8%
Same-sex	55	0.6%
Average Household Size	2.59	

Family Households by Size		
Total	6,233	100.0%
2 People	2,479	39.8%
3 People	1,581	25.4%
4 People	1,326	21.3%
5 People	591	9.5%
6 People	179	2.9%
7+ People	77	1.2%
Average Family Size	3.11	

Nonfamily Households by Size		
Total	2,597	100.0%
1 Person	2,209	85.1%
2 People	328	12.6%
3 People	41	1.6%
4 People	13	0.5%
5 People	5	0.2%
6 People	0	0.0%
7+ People	1	0.0%
Average Nonfamily Size	1.19	

Population by Relationship and Household Type		
Total	23,016	100.0%
In Households	22,825	99.2%
In Family Households	19,736	85.7%
Householder	6,270	27.2%
Spouse	4,669	20.3%
Child	7,748	33.7%
Other relative	673	2.9%
Nonrelative	378	1.6%
In Nonfamily Households	3,089	13.4%
In Group Quarters	191	0.8%
Institutionalized Population	181	0.8%
Noninstitutionalized Population	10	0.0%

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

Family Households by Age of Householder		
Total		6,232 100.0%
Householder Age 15 - 44		2,919 46.8%
Householder Age 45 - 54		1,407 22.6%
Householder Age 55 - 64		927 14.9%
Householder Age 65 - 74		607 9.7%
Householder Age 75+		372 6.0%

Nonfamily Households by Age of Householder		
Total		2,597 100.0%
Householder Age 15 - 44		1,065 41.0%
Householder Age 45 - 54		477 18.4%
Householder Age 55 - 64		360 13.9%
Householder Age 65 - 74		352 13.6%
Householder Age 75+		343 13.2%

Households by Race of Householder		
Total		8,830 100.0%
Householder is White Alone		7,139 80.8%
Householder is Black Alone		1,312 14.9%
Householder is American Indian Alone		43 0.5%
Householder is Asian Alone		128 1.4%
Householder is Pacific Islander Alone		11 0.1%
Householder is Some Other Race Alone		95 1.1%
Householder is Two or More Races		102 1.2%
Households with Hispanic Householder		241 2.7%

Husband-wife Families by Race of Householder		
Total		4,642 100.0%
Householder is White Alone		3,972 85.6%
Householder is Black Alone		456 9.8%
Householder is American Indian Alone		24 0.5%
Householder is Asian Alone		79 1.7%
Householder is Pacific Islander Alone		8 0.2%
Householder is Some Other Race Alone		63 1.4%
Householder is Two or More Races		40 0.9%
Husband-wife Families with Hispanic Householder		143 3.1%

Other Families (No Spouse) by Race of Householder		
Total		1,589 100.0%
Householder is White Alone		1,054 66.3%
Householder is Black Alone		462 29.1%
Householder is American Indian Alone		3 0.2%
Householder is Asian Alone		18 1.1%
Householder is Pacific Islander Alone		1 0.1%
Householder is Some Other Race Alone		17 1.1%
Householder is Two or More Races		34 2.1%
Other Families with Hispanic Householder		52 3.3%

Nonfamily Households by Race of Householder		
Total		2,596 100.0%
Householder is White Alone		2,113 81.4%
Householder is Black Alone		394 15.2%
Householder is American Indian Alone		15 0.6%
Householder is Asian Alone		30 1.2%
Householder is Pacific Islander Alone		2 0.1%
Householder is Some Other Race Alone		14 0.5%
Householder is Two or More Races		28 1.1%
Nonfamily Households with Hispanic Householder		46 1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 3 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

## Total Housing Units by Occupancy

Total	9,535	100.0%
Occupied Housing Units	8,829	92.6%
Vacant Housing Units		
For Rent	363	3.8%
Rented, not Occupied	12	0.1%
For Sale Only	139	1.5%
Sold, not Occupied	20	0.2%
For Seasonal/Recreational/Occasional Use	51	0.5%
For Migrant Workers	0	0.0%
Other Vacant	121	1.3%
Total Vacancy Rate	7.7%	

## Households by Tenure and Mortgage Status

Total	8,829	100.0%
Owner Occupied	5,638	63.9%
Owned with a Mortgage/Loan	4,212	47.7%
Owned Free and Clear	1,426	16.2%
Average Household Size	2.63	
Renter Occupied	3,191	36.1%
Average Household Size	2.51	

## Owner-occupied Housing Units by Race of Householder

Total	5,638	100.0%
Householder is White Alone	4,932	87.5%
Householder is Black Alone	549	9.7%
Householder is American Indian Alone	25	0.4%
Householder is Asian Alone	47	0.8%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	40	0.7%
Householder is Two or More Races	41	0.7%
Owner-occupied Housing Units with Hispanic Householder	119	2.1%

## Renter-occupied Housing Units by Race of Householder

Total	3,191	100.0%
Householder is White Alone	2,207	69.2%
Householder is Black Alone	763	23.9%
Householder is American Indian Alone	17	0.5%
Householder is Asian Alone	81	2.5%
Householder is Pacific Islander Alone	7	0.2%
Householder is Some Other Race Alone	55	1.7%
Householder is Two or More Races	61	1.9%
Renter-occupied Housing Units with Hispanic Householder	123	3.9%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.53
Householder is Black Alone	2.72
Householder is American Indian Alone	2.53
Householder is Asian Alone	2.96
Householder is Pacific Islander Alone	2.64
Householder is Some Other Race Alone	3.69
Householder is Two or More Races	3.09
Householder is Hispanic	3.37

Source: U.S. Census Bureau, Census 2010 Summary File 1.





# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

	2000	2010	2000-2010 Annual Rate
Population	41,968	47,642	1.28%
Households	13,266	17,631	2.89%
Housing Units	14,241	19,070	2.96%

Population by Race	Number	Percent
Total	47,643	100.0%
Population Reporting One Race	46,779	98.2%
White	36,051	75.7%
Black	9,258	19.4%
American Indian	180	0.4%
Asian	555	1.2%
Pacific Islander	43	0.1%
Some Other Race	692	1.5%
Population Reporting Two or More Races	864	1.8%

Total Hispanic Population	1,678	3.5%
---------------------------	-------	------

Population by Sex	Number	Percent
Male	23,222	48.7%
Female	24,420	51.3%

Population by Age	Number	Percent
Total	47,640	100.0%
Age 0 - 4	3,153	6.6%
Age 5 - 9	3,590	7.5%
Age 10 - 14	3,636	7.6%
Age 15 - 19	3,572	7.5%
Age 20 - 24	2,903	6.1%
Age 25 - 29	3,119	6.5%
Age 30 - 34	3,335	7.0%
Age 35 - 39	3,769	7.9%
Age 40 - 44	3,527	7.4%
Age 45 - 49	3,660	7.7%
Age 50 - 54	3,266	6.9%
Age 55 - 59	2,532	5.3%
Age 60 - 64	2,287	4.8%
Age 65 - 69	1,768	3.7%
Age 70 - 74	1,358	2.9%
Age 75 - 79	1,017	2.1%
Age 80 - 84	657	1.4%
Age 85+	493	1.0%
Age 18+	34,986	73.4%
Age 65+	5,293	11.1%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	35.7
Male	34.6
Female	36.6
White Alone	37.7
Black Alone	30.9
American Indian Alone	38.8
Asian Alone	35.4
Pacific Islander Alone	23.2
Some Other Race Alone	25.3
Two or More Races	16.8
Hispanic Population	25.6

**Data Note:** Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

Households by Type		
Total	17,631	100.0%
Households with 1 Person	4,092	23.2%
Households with 2+ People	13,539	76.8%
Family Households	12,822	72.7%
Husband-wife Families	9,445	53.6%
With Own Children	4,343	24.6%
Other Family (No Spouse Present)	3,377	19.2%
With Own Children	1,907	10.8%
Nonfamily Households	717	4.1%
All Households with Children	6,985	39.6%
Multigenerational Households	753	4.3%
Unmarried Partner Households	817	4.6%
Male-female	705	4.0%
Same-sex	112	0.6%
Average Household Size	2.63	

Family Households by Size		
Total	12,823	100.0%
2 People	4,989	38.9%
3 People	3,285	25.6%
4 People	2,711	21.1%
5 People	1,253	9.8%
6 People	403	3.1%
7+ People	182	1.4%
Average Family Size	3.10	

Nonfamily Households by Size		
Total	4,810	100.0%
1 Person	4,092	85.1%
2 People	595	12.4%
3 People	84	1.7%
4 People	29	0.6%
5 People	7	0.1%
6 People	2	0.0%
7+ People	1	0.0%
Average Nonfamily Size	1.18	

Population by Relationship and Household Type		
Total	47,642	100.0%
In Households	46,309	97.2%
In Family Households	40,617	85.3%
Householder	12,779	26.8%
Spouse	9,410	19.8%
Child	16,094	33.8%
Other relative	1,484	3.1%
Nonrelative	850	1.8%
In Nonfamily Households	5,692	11.9%
In Group Quarters	1,333	2.8%
Institutionalized Population	1,297	2.7%
Noninstitutionalized Population	36	0.1%

**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. Average family size excludes nonrelatives.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

Family Households by Age of Householder		
Total		12,824 100.0%
Householder Age 15 - 44	5,833	45.5%
Householder Age 45 - 54	2,929	22.8%
Householder Age 55 - 64	2,036	15.9%
Householder Age 65 - 74	1,280	10.0%
Householder Age 75+	746	5.8%

Nonfamily Households by Age of Householder		
Total	4,808	100.0%
Householder Age 15 - 44	1,733	36.0%
Householder Age 45 - 54	926	19.3%
Householder Age 55 - 64	776	16.1%
Householder Age 65 - 74	696	14.5%
Householder Age 75+	677	14.1%

Households by Race of Householder		
Total	17,632	100.0%
Householder is White Alone	13,907	78.9%
Householder is Black Alone	3,085	17.5%
Householder is American Indian Alone	77	0.4%
Householder is Asian Alone	168	1.0%
Householder is Pacific Islander Alone	17	0.1%
Householder is Some Other Race Alone	184	1.0%
Householder is Two or More Races	194	1.1%
Households with Hispanic Householder	431	2.4%

Husband-wife Families by Race of Householder		
Total	9,445	100.0%
Householder is White Alone	8,000	84.7%
Householder is Black Alone	1,101	11.7%
Householder is American Indian Alone	41	0.4%
Householder is Asian Alone	99	1.0%
Householder is Pacific Islander Alone	11	0.1%
Householder is Some Other Race Alone	112	1.2%
Householder is Two or More Races	81	0.9%
Husband-wife Families with Hispanic Householder	254	2.7%

Other Families (No Spouse) by Race of Householder		
Total	3,378	100.0%
Householder is White Alone	2,101	62.2%
Householder is Black Alone	1,146	33.9%
Householder is American Indian Alone	10	0.3%
Householder is Asian Alone	25	0.7%
Householder is Pacific Islander Alone	3	0.1%
Householder is Some Other Race Alone	34	1.0%
Householder is Two or More Races	59	1.7%
Other Families with Hispanic Householder	92	2.7%

Nonfamily Households by Race of Householder		
Total	4,808	100.0%
Householder is White Alone	3,806	79.2%
Householder is Black Alone	837	17.4%
Householder is American Indian Alone	26	0.5%
Householder is Asian Alone	45	0.9%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	38	0.8%
Householder is Two or More Races	54	1.1%
Nonfamily Households with Hispanic Householder	85	1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# 2010 Census Profile

Bulls Eye Center  
2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
Ring: 5 mile radius

Prepared by Esri  
Latitude: 32.46019  
Longitude: -86.39773

## Total Housing Units by Occupancy

Total	19,061	100.0%
Occupied Housing Units	17,631	92.5%
Vacant Housing Units		
For Rent	606	3.2%
Rented, not Occupied	28	0.1%
For Sale Only	294	1.5%
Sold, not Occupied	48	0.3%
For Seasonal/Recreational/Occasional Use	85	0.4%
For Migrant Workers	0	0.0%
Other Vacant	369	1.9%
Total Vacancy Rate	7.5%	

## Households by Tenure and Mortgage Status

Total	17,631	100.0%
Owner Occupied	12,190	69.1%
Owned with a Mortgage/Loan	9,142	51.9%
Owned Free and Clear	3,048	17.3%
Average Household Size	2.65	
Renter Occupied	5,441	30.9%
Average Household Size	2.58	

## Owner-occupied Housing Units by Race of Householder

Total	12,189	100.0%
Householder is White Alone	10,257	84.1%
Householder is Black Alone	1,615	13.2%
Householder is American Indian Alone	51	0.4%
Householder is Asian Alone	75	0.6%
Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	82	0.7%
Householder is Two or More Races	103	0.8%
Owner-occupied Housing Units with Hispanic Householder	222	1.8%

## Renter-occupied Housing Units by Race of Householder

Total	5,442	100.0%
Householder is White Alone	3,650	67.1%
Householder is Black Alone	1,470	27.0%
Householder is American Indian Alone	26	0.5%
Householder is Asian Alone	93	1.7%
Householder is Pacific Islander Alone	10	0.2%
Householder is Some Other Race Alone	102	1.9%
Householder is Two or More Races	91	1.7%
Renter-occupied Housing Units with Hispanic Householder	208	3.8%

## Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.57
Householder is Black Alone	2.79
Householder is American Indian Alone	2.57
Householder is Asian Alone	2.95
Householder is Pacific Islander Alone	2.88
Householder is Some Other Race Alone	3.50
Householder is Two or More Races	2.99
Householder is Hispanic	3.32

Source: U.S. Census Bureau, Census 2010 Summary File 1.



# Demographic and Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

Summary	Census 2010	2015	2020
Population	1,076	1,350	1,539
Households	530	666	764
Families	310	389	445
Average Household Size	2.03	2.03	2.01
Owner Occupied Housing Units	159	196	224
Renter Occupied Housing Units	371	470	540
Median Age	32.2	33.4	34.0
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	2.66%	0.58%	0.75%
Households	2.78%	0.61%	0.77%
Families	2.73%	0.45%	0.69%
Owner HHs	2.71%	0.61%	0.70%
Median Household Income	2.01%	2.63%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	68	10.2%	68	8.9%
\$15,000 - \$24,999	89	13.4%	72	9.4%
\$25,000 - \$34,999	75	11.3%	75	9.8%
\$35,000 - \$49,999	88	13.2%	104	13.6%
\$50,000 - \$74,999	130	19.5%	165	21.6%
\$75,000 - \$99,999	118	17.7%	144	18.8%
\$100,000 - \$149,999	64	9.6%	90	11.8%
\$150,000 - \$199,999	18	2.7%	24	3.1%
\$200,000+	16	2.4%	21	2.7%
Median Household Income	\$51,675		\$57,078	
Average Household Income	\$63,228		\$70,661	
Per Capita Income	\$28,194		\$31,696	

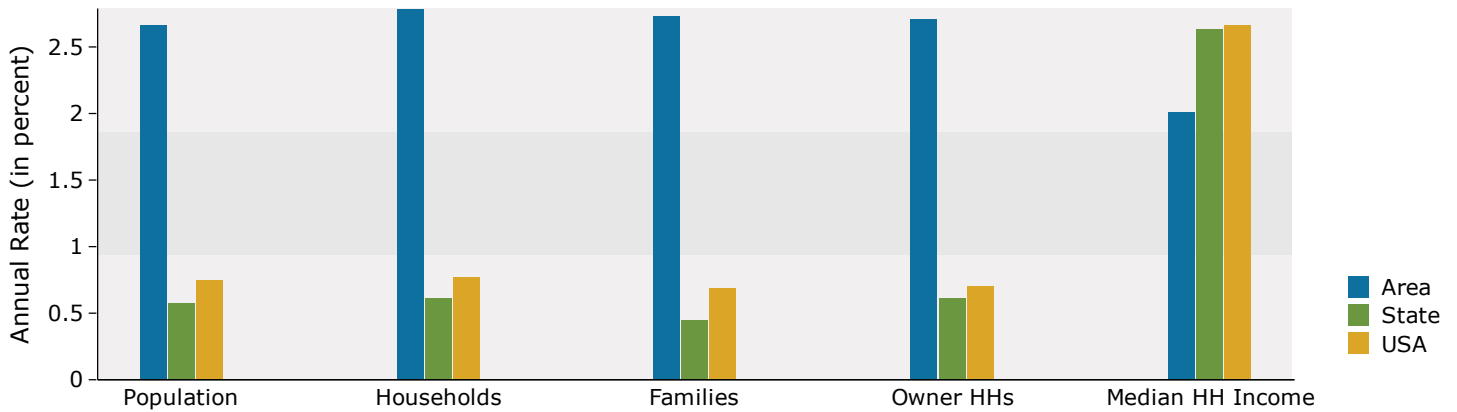
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	66	6.1%	85	6.3%	98	6.4%
5 - 9	62	5.8%	77	5.7%	88	5.7%
10 - 14	65	6.1%	73	5.4%	81	5.3%
15 - 19	66	6.1%	77	5.7%	78	5.1%
20 - 24	117	10.9%	108	8.0%	123	8.0%
25 - 34	219	20.4%	297	22.0%	334	21.7%
35 - 44	167	15.5%	216	16.0%	238	15.5%
45 - 54	141	13.1%	158	11.7%	186	12.1%
55 - 64	99	9.2%	153	11.3%	157	10.2%
65 - 74	43	4.0%	70	5.2%	102	6.6%
75 - 84	24	2.2%	25	1.9%	41	2.7%
85+	5	0.5%	12	0.9%	13	0.8%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	617	57.2%	749	55.5%	825	53.6%
Black Alone	347	32.2%	454	33.6%	534	34.7%
American Indian Alone	8	0.7%	10	0.7%	12	0.8%
Asian Alone	36	3.3%	45	3.3%	54	3.5%
Pacific Islander Alone	4	0.4%	5	0.4%	7	0.5%
Some Other Race Alone	42	3.9%	52	3.9%	59	3.8%
Two or More Races	24	2.2%	35	2.6%	47	3.1%
Hispanic Origin (Any Race)	67	6.2%	86	6.4%	98	6.4%

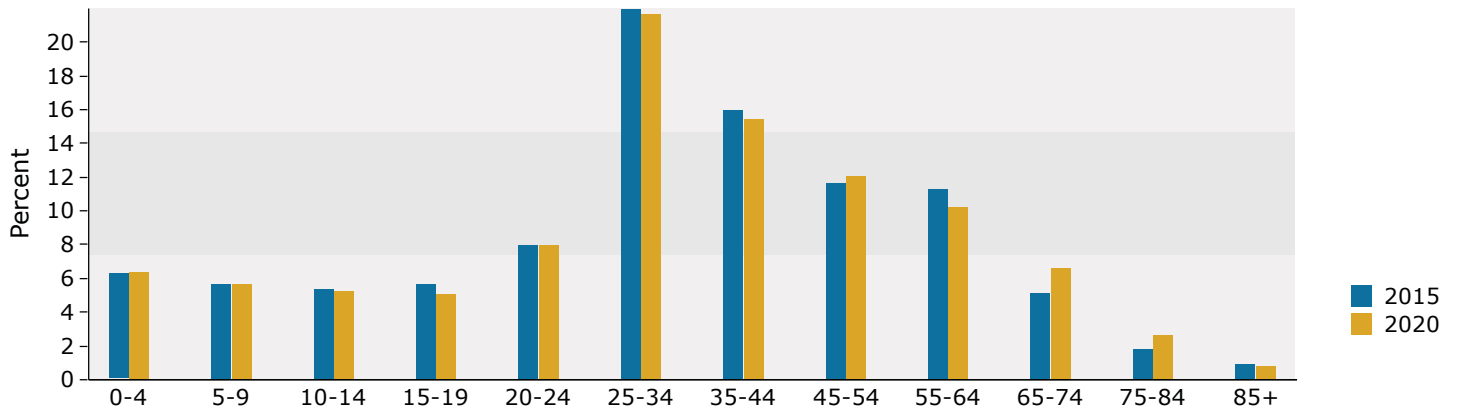
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

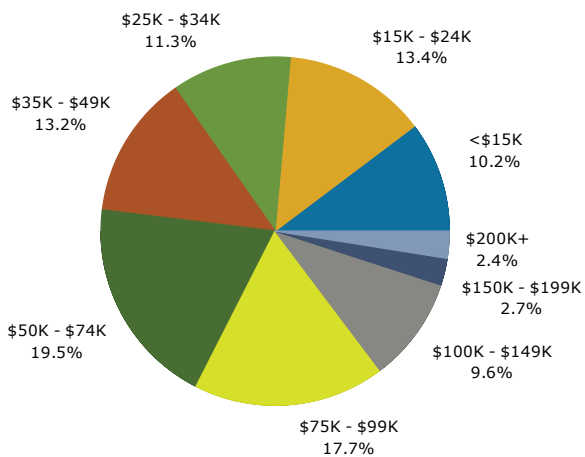
## Trends 2015-2020



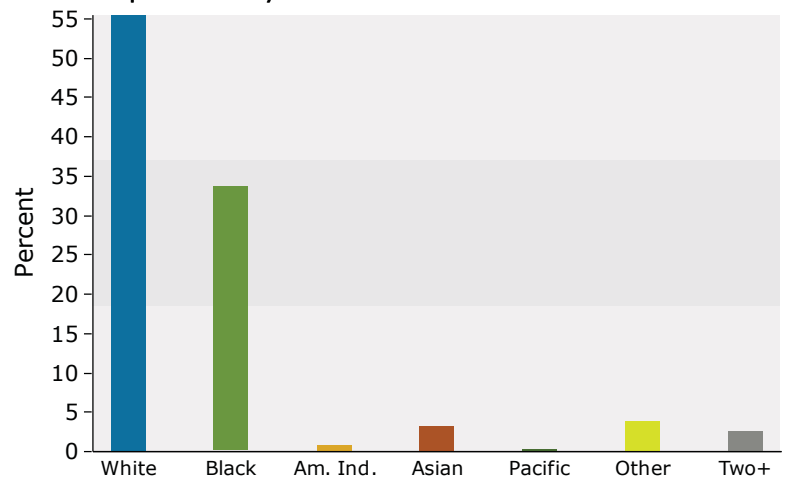
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 6.4%



# Demographic and Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

Summary	Census 2010	2015	2020
Population	23,016	24,915	26,071
Households	8,829	9,640	10,116
Families	6,232	6,734	7,017
Average Household Size	2.59	2.56	2.56
Owner Occupied Housing Units	5,638	6,015	6,270
Renter Occupied Housing Units	3,191	3,625	3,847
Median Age	35.7	36.8	36.5
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.91%	0.58%	0.75%
Households	0.97%	0.61%	0.77%
Families	0.83%	0.45%	0.69%
Owner HHs	0.83%	0.61%	0.70%
Median Household Income	1.69%	2.63%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	716	7.4%	655	6.5%
\$15,000 - \$24,999	817	8.5%	601	5.9%
\$25,000 - \$34,999	987	10.2%	893	8.8%
\$35,000 - \$49,999	1,483	15.4%	1,570	15.5%
\$50,000 - \$74,999	2,011	20.9%	2,185	21.6%
\$75,000 - \$99,999	1,836	19.0%	2,010	19.9%
\$100,000 - \$149,999	1,172	12.2%	1,394	13.8%
\$150,000 - \$199,999	356	3.7%	501	5.0%
\$200,000+	261	2.7%	306	3.0%
Median Household Income	\$57,732		\$62,790	
Average Household Income	\$70,885		\$78,335	
Per Capita Income	\$27,637		\$30,625	

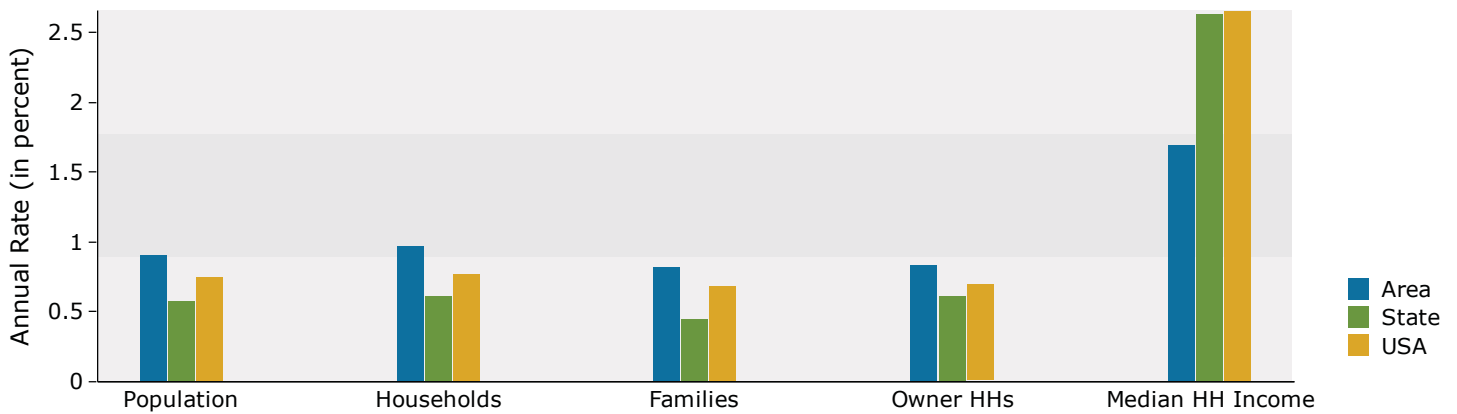
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,514	6.6%	1,595	6.4%	1,686	6.5%
5 - 9	1,788	7.8%	1,634	6.6%	1,718	6.6%
10 - 14	1,811	7.9%	1,852	7.4%	1,751	6.7%
15 - 19	1,705	7.4%	1,682	6.8%	1,753	6.7%
20 - 24	1,380	6.0%	1,575	6.3%	1,431	5.5%
25 - 34	3,038	13.2%	3,536	14.2%	4,134	15.9%
35 - 44	3,588	15.6%	3,633	14.6%	3,621	13.9%
45 - 54	3,273	14.2%	3,487	14.0%	3,441	13.2%
55 - 64	2,199	9.6%	2,677	10.7%	3,029	11.6%
65 - 74	1,560	6.8%	1,862	7.5%	1,966	7.5%
75 - 84	880	3.8%	1,040	4.2%	1,155	4.4%
85+	281	1.2%	341	1.4%	386	1.5%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	18,081	78.6%	18,927	76.0%	19,183	73.6%
Black Alone	3,596	15.6%	4,233	17.0%	4,686	18.0%
American Indian Alone	96	0.4%	115	0.5%	130	0.5%
Asian Alone	418	1.8%	597	2.4%	816	3.1%
Pacific Islander Alone	29	0.1%	40	0.2%	52	0.2%
Some Other Race Alone	369	1.6%	446	1.8%	511	2.0%
Two or More Races	427	1.9%	557	2.2%	694	2.7%
Hispanic Origin (Any Race)	888	3.9%	1,092	4.4%	1,275	4.9%

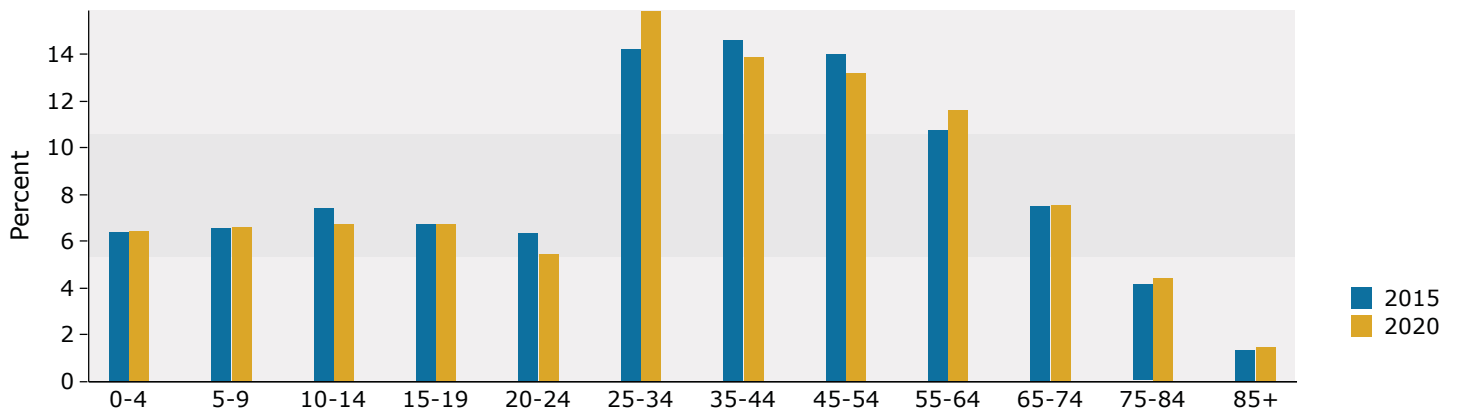
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

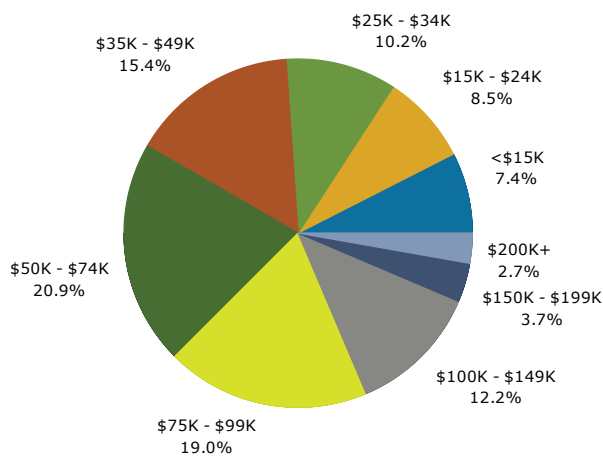
## Trends 2015-2020



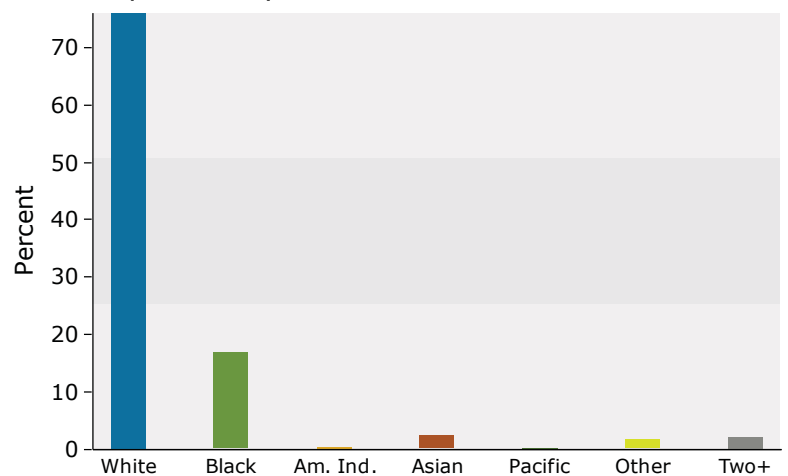
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 4.4%





# Demographic and Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

Summary	Census 2010	2015	2020
Population	47,642	50,117	51,996
Households	17,631	18,736	19,511
Families	12,822	13,475	13,941
Average Household Size	2.63	2.61	2.60
Owner Occupied Housing Units	12,190	12,709	13,169
Renter Occupied Housing Units	5,441	6,028	6,342
Median Age	35.7	36.6	36.8
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.74%	0.58%	0.75%
Households	0.81%	0.61%	0.77%
Families	0.68%	0.45%	0.69%
Owner HHs	0.71%	0.61%	0.70%
Median Household Income	1.58%	2.63%	2.66%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,669	8.9%	1,542	7.9%
\$15,000 - \$24,999	1,592	8.5%	1,174	6.0%
\$25,000 - \$34,999	1,931	10.3%	1,745	8.9%
\$35,000 - \$49,999	2,992	16.0%	3,113	16.0%
\$50,000 - \$74,999	4,089	21.8%	4,421	22.7%
\$75,000 - \$99,999	3,032	16.2%	3,344	17.1%
\$100,000 - \$149,999	2,274	12.1%	2,705	13.9%
\$150,000 - \$199,999	691	3.7%	927	4.8%
\$200,000+	468	2.5%	539	2.8%
Median Household Income	\$55,177		\$59,672	
Average Household Income	\$68,750		\$75,908	
Per Capita Income	\$25,891		\$28,660	

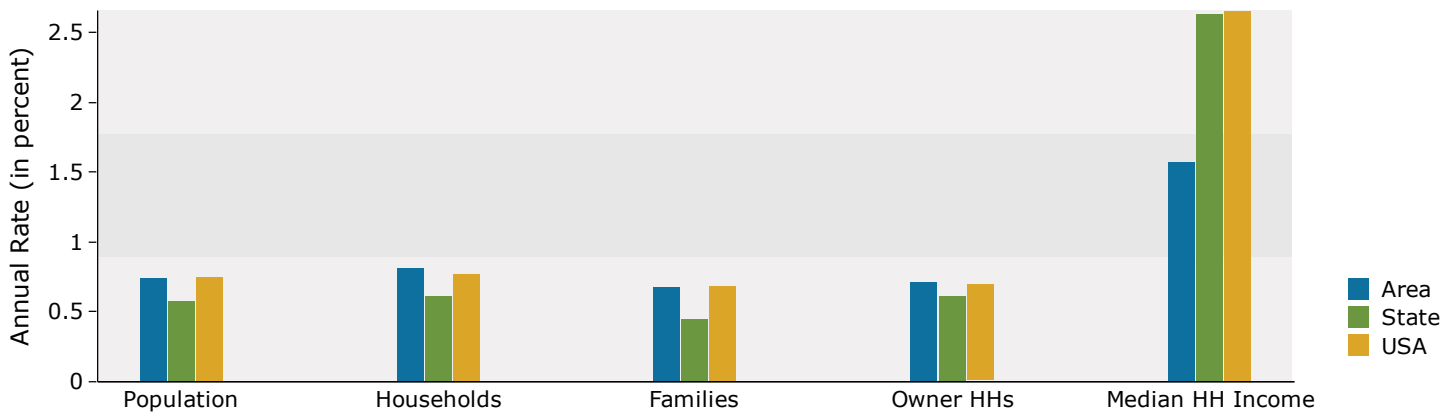
Population by Age	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	3,153	6.6%	3,217	6.4%	3,324	6.4%
5 - 9	3,590	7.5%	3,306	6.6%	3,407	6.6%
10 - 14	3,636	7.6%	3,629	7.2%	3,521	6.8%
15 - 19	3,572	7.5%	3,280	6.5%	3,415	6.6%
20 - 24	2,903	6.1%	3,288	6.6%	2,806	5.4%
25 - 34	6,454	13.5%	7,259	14.5%	8,147	15.7%
35 - 44	7,296	15.3%	7,232	14.4%	7,293	14.0%
45 - 54	6,926	14.5%	7,006	14.0%	6,810	13.1%
55 - 64	4,819	10.1%	5,613	11.2%	6,226	12.0%
65 - 74	3,126	6.6%	3,784	7.6%	4,134	8.0%
75 - 84	1,674	3.5%	1,905	3.8%	2,220	4.3%
85+	493	1.0%	598	1.2%	694	1.3%

Race and Ethnicity	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	36,051	75.7%	36,824	73.5%	37,161	71.5%
Black Alone	9,258	19.4%	10,348	20.6%	11,209	21.6%
American Indian Alone	180	0.4%	207	0.4%	230	0.4%
Asian Alone	555	1.2%	761	1.5%	1,025	2.0%
Pacific Islander Alone	43	0.1%	59	0.1%	78	0.2%
Some Other Race Alone	692	1.5%	818	1.6%	933	1.8%
Two or More Races	864	1.8%	1,100	2.2%	1,361	2.6%
Hispanic Origin (Any Race)	1,678	3.5%	1,990	4.0%	2,294	4.4%

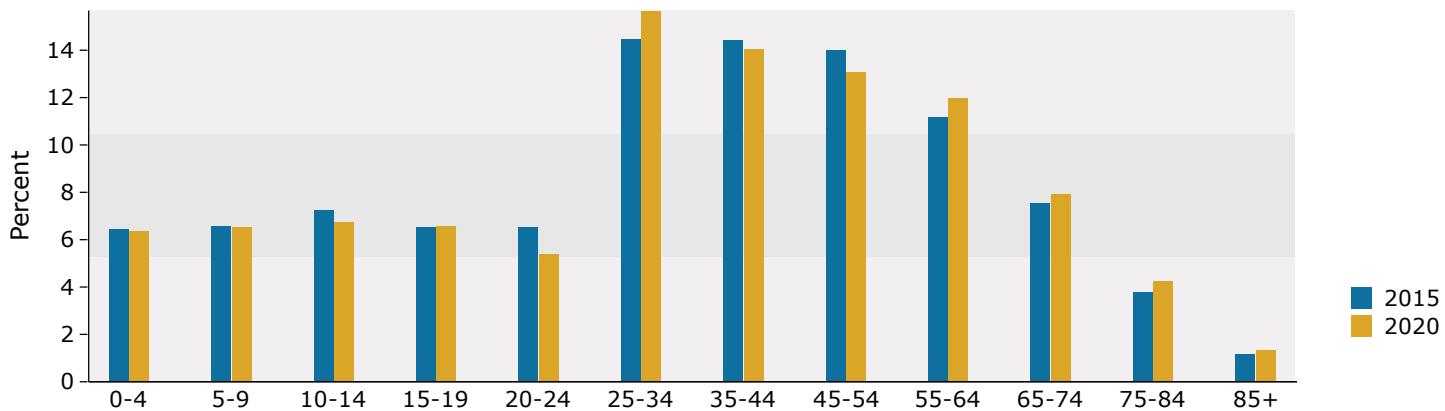
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

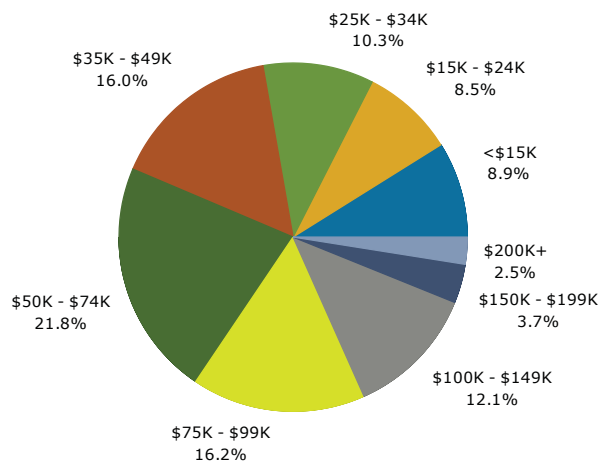
## Trends 2015-2020



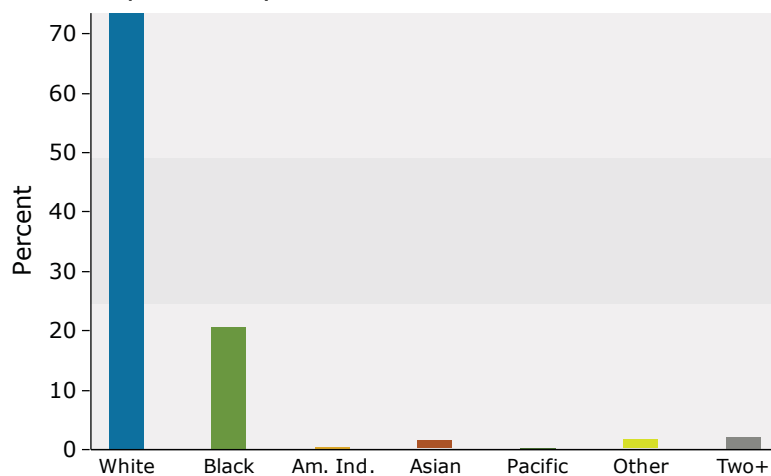
## Population by Age



## 2015 Household Income



## 2015 Population by Race



2015 Percent Hispanic Origin: 4.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



# Executive Summary

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	1 mile	3 miles	5 miles
<b>Population</b>			
2000 Population	566	16,404	41,968
2010 Population	1,076	23,016	47,642
2015 Population	1,350	24,915	50,117
2020 Population	1,539	26,071	51,996
2000-2010 Annual Rate	6.63%	3.44%	1.28%
2010-2015 Annual Rate	4.42%	1.52%	0.97%
2015-2020 Annual Rate	2.66%	0.91%	0.74%
2015 Male Population	46.6%	47.7%	48.8%
2015 Female Population	53.4%	52.3%	51.2%
2015 Median Age	33.4	36.8	36.6

In the identified area, the current year population is 50,117. In 2010, the Census count in the area was 47,642. The rate of change since 2010 was 0.97% annually. The five-year projection for the population in the area is 51,996 representing a change of 0.74% annually from 2015 to 2020. Currently, the population is 48.8% male and 51.2% female.

### Median Age

The median age in this area is 33.4, compared to U.S. median age of 37.9.

### Race and Ethnicity

2015 White Alone	55.5%	76.0%	73.5%
2015 Black Alone	33.6%	17.0%	20.6%
2015 American Indian/Alaska Native Alone	0.7%	0.5%	0.4%
2015 Asian Alone	3.3%	2.4%	1.5%
2015 Pacific Islander Alone	0.4%	0.2%	0.1%
2015 Other Race	3.9%	1.8%	1.6%
2015 Two or More Races	2.6%	2.2%	2.2%
2015 Hispanic Origin (Any Race)	6.4%	4.4%	4.0%

Persons of Hispanic origin represent 4.0% of the population in the identified area compared to 17.6% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 46.2 in the identified area, compared to 63.0 for the U.S. as a whole.

### Households

2000 Households	229	6,032	13,266
2010 Households	530	8,829	17,631
2015 Total Households	666	9,640	18,736
2020 Total Households	764	10,116	19,511
2000-2010 Annual Rate	8.75%	3.88%	2.89%
2010-2015 Annual Rate	4.45%	1.69%	1.16%
2015-2020 Annual Rate	2.78%	0.97%	0.81%
2015 Average Household Size	2.03	2.56	2.61

The household count in this area has changed from 17,631 in 2010 to 18,736 in the current year, a change of 1.16% annually. The five-year projection of households is 19,511, a change of 0.81% annually from the current year total. Average household size is currently 2.61, compared to 2.63 in the year 2010. The number of families in the current year is 13,475 in the specified area.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Executive Summary

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	1 mile	3 miles	5 miles
<b>Median Household Income</b>			
2015 Median Household Income	\$51,675	\$57,732	\$55,177
2020 Median Household Income	\$57,078	\$62,790	\$59,672
2015-2020 Annual Rate	2.01%	1.69%	1.58%
<b>Average Household Income</b>			
2015 Average Household Income	\$63,228	\$70,885	\$68,750
2020 Average Household Income	\$70,661	\$78,335	\$75,908
2015-2020 Annual Rate	2.25%	2.02%	2.00%
<b>Per Capita Income</b>			
2015 Per Capita Income	\$28,194	\$27,637	\$25,891
2020 Per Capita Income	\$31,696	\$30,625	\$28,660
2015-2020 Annual Rate	2.37%	2.07%	2.05%

Current median household income is \$55,177 in the area, compared to \$53,217 for all U.S. households. Median household income is projected to be \$59,672 in five years, compared to \$60,683 for all U.S. households

Current average household income is \$68,750 in this area, compared to \$74,699 for all U.S. households. Average household income is projected to be \$75,908 in five years, compared to \$84,910 for all U.S. households

Current per capita income is \$25,891 in the area, compared to the U.S. per capita income of \$28,597. The per capita income is projected to be \$28,660 in five years, compared to \$32,501 for all U.S. households

<b>Housing</b>			
2000 Total Housing Units	242	6,409	14,241
2000 Owner Occupied Housing Units	148	4,607	10,144
2000 Renter Occupied Housing Units	81	1,425	3,123
2000 Vacant Housing Units	13	377	974
2010 Total Housing Units	566	9,563	19,070
2010 Owner Occupied Housing Units	159	5,638	12,190
2010 Renter Occupied Housing Units	371	3,191	5,441
2010 Vacant Housing Units	36	734	1,439
2015 Total Housing Units	718	10,378	20,349
2015 Owner Occupied Housing Units	196	6,015	12,709
2015 Renter Occupied Housing Units	470	3,625	6,028
2015 Vacant Housing Units	52	738	1,613
2020 Total Housing Units	826	10,937	21,302
2020 Owner Occupied Housing Units	224	6,270	13,169
2020 Renter Occupied Housing Units	540	3,847	6,342
2020 Vacant Housing Units	62	821	1,791

Currently, 62.5% of the 20,349 housing units in the area are owner occupied; 29.6%, renter occupied; and 7.9% are vacant. Currently, in the U.S., 55.7% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.6% are vacant. In 2010, there were 19,070 housing units in the area - 63.9% owner occupied, 28.5% renter occupied, and 7.5% vacant. The annual rate of change in housing units since 2010 is 2.93%. Median home value in the area is \$180,373, compared to a median home value of \$200,006 for the U.S. In five years, median value is projected to change by 2.98% annually to \$208,900.

**Data Note:** Income is expressed in current dollars

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Household Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

Summary	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	1,350	1,539	189	2.66%
Households	666	764	98	2.78%
Median Age	33.4	34.0	0.6	0.36%
Average Household Size	2.03	2.01	-0.02	-0.20%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
Household	666	100%	764	100%
<\$15,000	68	10.2%	68	8.9%
\$15,000-\$24,999	89	13.4%	72	9.4%
\$25,000-\$34,999	75	11.3%	75	9.8%
\$35,000-\$49,999	88	13.2%	104	13.6%
\$50,000-\$74,999	130	19.5%	165	21.6%
\$75,000-\$99,999	118	17.7%	144	18.8%
\$100,000-\$149,999	64	9.6%	90	11.8%
\$150,000-\$199,999	18	2.7%	24	3.1%
\$200,000+	16	2.4%	21	2.7%
Median Household Income	\$51,675		\$57,078	
Average Household Income	\$63,228		\$70,661	
Per Capita Income	\$28,194		\$31,696	

**Data Note:** Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



# Household Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

2015 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	57	187	138	107	106	44	26
<\$15,000	10	18	10	9	12	5	5
\$15,000-\$24,999	11	21	16	13	16	8	5
\$25,000-\$34,999	10	22	14	10	11	5	4
\$35,000-\$49,999	9	26	19	13	11	5	3
\$50,000-\$74,999	9	38	27	20	21	10	5
\$75,000-\$99,999	6	35	25	22	19	7	3
\$100,000-\$149,999	3	18	16	12	11	3	1
\$150,000-\$199,999	1	5	4	5	3	1	0
\$200,000+	0	4	7	3	1	1	0
Median HH Income	\$33,044	\$52,933	\$57,011	\$58,296	\$52,000	\$48,081	\$31,872
Average HH Income	\$43,168	\$63,477	\$74,300	\$70,441	\$61,085	\$54,445	\$42,997
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	17.5%	9.6%	7.2%	8.4%	11.3%	11.4%	19.2%
\$15,000-\$24,999	19.3%	11.2%	11.6%	12.1%	15.1%	18.2%	19.2%
\$25,000-\$34,999	17.5%	11.8%	10.1%	9.3%	10.4%	11.4%	15.4%
\$35,000-\$49,999	15.8%	13.9%	13.8%	12.1%	10.4%	11.4%	11.5%
\$50,000-\$74,999	15.8%	20.3%	19.6%	18.7%	19.8%	22.7%	19.2%
\$75,000-\$99,999	10.5%	18.7%	18.1%	20.6%	17.9%	15.9%	11.5%
\$100,000-\$149,999	5.3%	9.6%	11.6%	11.2%	10.4%	6.8%	3.8%
\$150,000-\$199,999	1.8%	2.7%	2.9%	4.7%	2.8%	2.3%	0.0%
\$200,000+	0.0%	2.1%	5.1%	2.8%	0.9%	2.3%	0.0%

**Data Note:** Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



# Household Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 1 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

2020 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	63	212	153	127	109	64	37
<\$15,000	10	17	9	8	11	7	6
\$15,000-\$24,999	8	17	12	10	10	8	5
\$25,000-\$34,999	10	21	13	10	10	6	5
\$35,000-\$49,999	11	31	21	16	12	8	5
\$50,000-\$74,999	12	47	32	26	24	16	8
\$75,000-\$99,999	7	43	29	28	22	10	5
\$100,000-\$149,999	4	25	22	17	14	5	3
\$150,000-\$199,999	1	7	5	7	4	1	0
\$200,000+	0	5	9	5	1	1	0
Median HH Income	\$38,666	\$58,351	\$64,016	\$66,751	\$58,860	\$51,948	\$41,330
Average HH Income	\$47,481	\$70,662	\$82,942	\$78,996	\$68,447	\$62,644	\$49,220
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	15.9%	8.0%	5.9%	6.3%	10.1%	10.9%	16.2%
\$15,000-\$24,999	12.7%	8.0%	7.8%	7.9%	9.2%	12.5%	13.5%
\$25,000-\$34,999	15.9%	9.9%	8.5%	7.9%	9.2%	9.4%	13.5%
\$35,000-\$49,999	17.5%	14.6%	13.7%	12.6%	11.0%	12.5%	13.5%
\$50,000-\$74,999	19.0%	22.2%	20.9%	20.5%	22.0%	25.0%	21.6%
\$75,000-\$99,999	11.1%	20.3%	19.0%	22.0%	20.2%	15.6%	13.5%
\$100,000-\$149,999	6.3%	11.8%	14.4%	13.4%	12.8%	7.8%	8.1%
\$150,000-\$199,999	1.6%	3.3%	3.3%	5.5%	3.7%	1.6%	0.0%
\$200,000+	0.0%	2.4%	5.9%	3.9%	0.9%	1.6%	0.0%

**Data Note:** Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



# Household Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

Summary	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	24,915	26,071	1,156	0.91%
Households	9,640	10,116	476	0.97%
Median Age	36.8	36.5	-0.3	-0.16%
Average Household Size	2.56	2.56	0.00	0.00%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
Household	9,640	100%	10,116	100%
<\$15,000	716	7.4%	655	6.5%
\$15,000-\$24,999	817	8.5%	601	5.9%
\$25,000-\$34,999	987	10.2%	893	8.8%
\$35,000-\$49,999	1,483	15.4%	1,570	15.5%
\$50,000-\$74,999	2,011	20.9%	2,185	21.6%
\$75,000-\$99,999	1,836	19.0%	2,010	19.9%
\$100,000-\$149,999	1,172	12.2%	1,394	13.8%
\$150,000-\$199,999	356	3.7%	501	5.0%
\$200,000+	261	2.7%	306	3.0%
Median Household Income	\$57,732		\$62,790	
Average Household Income	\$70,885		\$78,335	
Per Capita Income	\$27,637		\$30,625	

**Data Note:** Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.





# Household Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

2015 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	425	1,765	2,004	1,954	1,534	1,118	839
<\$15,000	52	150	113	100	130	97	75
\$15,000-\$24,999	58	136	123	124	106	100	172
\$25,000-\$34,999	75	203	127	155	136	142	148
\$35,000-\$49,999	94	301	230	264	215	196	184
\$50,000-\$74,999	83	396	416	390	278	275	173
\$75,000-\$99,999	41	339	413	497	334	156	58
\$100,000-\$149,999	16	168	392	281	198	95	23
\$150,000-\$199,999	5	47	90	89	75	43	8
\$200,000+	1	26	101	55	63	16	0
Median HH Income	\$38,194	\$54,057	\$74,435	\$70,127	\$63,993	\$51,414	\$36,409
Average HH Income	\$46,237	\$64,069	\$86,150	\$78,022	\$77,802	\$62,465	\$43,281
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	12.2%	8.5%	5.6%	5.1%	8.5%	8.7%	8.9%
\$15,000-\$24,999	13.6%	7.7%	6.1%	6.3%	6.9%	8.9%	20.5%
\$25,000-\$34,999	17.6%	11.5%	6.3%	7.9%	8.9%	12.7%	17.6%
\$35,000-\$49,999	22.1%	17.1%	11.5%	13.5%	14.0%	17.5%	21.9%
\$50,000-\$74,999	19.5%	22.4%	20.8%	20.0%	18.1%	24.6%	20.6%
\$75,000-\$99,999	9.6%	19.2%	20.6%	25.4%	21.8%	14.0%	6.9%
\$100,000-\$149,999	3.8%	9.5%	19.6%	14.4%	12.9%	8.5%	2.7%
\$150,000-\$199,999	1.2%	2.7%	4.5%	4.6%	4.9%	3.8%	1.0%
\$200,000+	0.2%	1.5%	5.0%	2.8%	4.1%	1.4%	0.0%

**Data Note:** Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



# Household Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 3 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

2020 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	427	2,064	1,957	1,892	1,695	1,151	930
<\$15,000	50	147	94	82	117	85	80
\$15,000-\$24,999	45	106	79	81	71	78	139
\$25,000-\$34,999	70	204	102	122	124	125	147
\$35,000-\$49,999	97	353	219	240	228	206	227
\$50,000-\$74,999	95	485	411	375	315	294	209
\$75,000-\$99,999	44	427	394	492	397	175	80
\$100,000-\$149,999	19	231	440	316	247	109	32
\$150,000-\$199,999	6	75	108	124	113	58	17
\$200,000+	1	36	108	59	82	20	0
Median HH Income	\$40,987	\$58,767	\$78,355	\$76,493	\$74,100	\$54,702	\$40,038
Average HH Income	\$50,268	\$71,344	\$94,231	\$86,814	\$88,072	\$69,561	\$49,149
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	11.7%	7.1%	4.8%	4.3%	6.9%	7.4%	8.6%
\$15,000-\$24,999	10.5%	5.1%	4.0%	4.3%	4.2%	6.8%	14.9%
\$25,000-\$34,999	16.4%	9.9%	5.2%	6.4%	7.3%	10.9%	15.8%
\$35,000-\$49,999	22.7%	17.1%	11.2%	12.7%	13.5%	17.9%	24.4%
\$50,000-\$74,999	22.2%	23.5%	21.0%	19.8%	18.6%	25.5%	22.5%
\$75,000-\$99,999	10.3%	20.7%	20.1%	26.0%	23.4%	15.2%	8.6%
\$100,000-\$149,999	4.4%	11.2%	22.5%	16.7%	14.6%	9.5%	3.4%
\$150,000-\$199,999	1.4%	3.6%	5.5%	6.6%	6.7%	5.0%	1.8%
\$200,000+	0.2%	1.7%	5.5%	3.1%	4.8%	1.7%	0.0%

**Data Note:** Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



# Household Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

Summary	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	50,117	51,996	1,879	0.74%
Households	18,736	19,511	775	0.81%
Median Age	36.6	36.8	0.2	0.11%
Average Household Size	2.61	2.60	-0.01	-0.08%

Households by Income	2015		2020	
	Number	Percent	Number	Percent
Household	18,736	100%	19,511	100%
<\$15,000	1,669	8.9%	1,542	7.9%
\$15,000-\$24,999	1,592	8.5%	1,174	6.0%
\$25,000-\$34,999	1,931	10.3%	1,745	8.9%
\$35,000-\$49,999	2,992	16.0%	3,113	16.0%
\$50,000-\$74,999	4,089	21.8%	4,421	22.7%
\$75,000-\$99,999	3,032	16.2%	3,344	17.1%
\$100,000-\$149,999	2,274	12.1%	2,705	13.9%
\$150,000-\$199,999	691	3.7%	927	4.8%
\$200,000+	468	2.5%	539	2.8%
Median Household Income	\$55,177		\$59,672	
Average Household Income	\$68,750		\$75,908	
Per Capita Income	\$25,891		\$28,660	

**Data Note:** Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



# Household Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

2015 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	731	3,292	3,749	3,812	3,208	2,336	1,610
<\$15,000	105	320	240	252	327	227	197
\$15,000-\$24,999	93	234	212	239	222	240	351
\$25,000-\$34,999	125	364	264	304	289	294	290
\$35,000-\$49,999	162	574	448	535	475	463	334
\$50,000-\$74,999	148	818	842	825	655	528	272
\$75,000-\$99,999	59	529	665	824	579	272	103
\$100,000-\$149,999	27	331	739	538	415	180	43
\$150,000-\$199,999	7	82	169	193	133	92	14
\$200,000+	2	40	170	100	112	38	5
Median HH Income	\$37,708	\$53,084	\$69,593	\$65,135	\$58,622	\$47,503	\$33,466
Average HH Income	\$45,317	\$62,518	\$83,744	\$76,311	\$73,491	\$60,666	\$41,515
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	14.4%	9.7%	6.4%	6.6%	10.2%	9.7%	12.2%
\$15,000-\$24,999	12.7%	7.1%	5.7%	6.3%	6.9%	10.3%	21.8%
\$25,000-\$34,999	17.1%	11.1%	7.0%	8.0%	9.0%	12.6%	18.0%
\$35,000-\$49,999	22.2%	17.4%	11.9%	14.0%	14.8%	19.8%	20.7%
\$50,000-\$74,999	20.2%	24.8%	22.5%	21.6%	20.4%	22.6%	16.9%
\$75,000-\$99,999	8.1%	16.1%	17.7%	21.6%	18.0%	11.6%	6.4%
\$100,000-\$149,999	3.7%	10.1%	19.7%	14.1%	12.9%	7.7%	2.7%
\$150,000-\$199,999	1.0%	2.5%	4.5%	5.1%	4.1%	3.9%	0.9%
\$200,000+	0.3%	1.2%	4.5%	2.6%	3.5%	1.6%	0.3%

**Data Note:** Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



# Household Income Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Ring: 5 mile radius

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

2020 Households by Income and Age of Householder							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	710	3,675	3,698	3,621	3,472	2,484	1,851
<\$15,000	98	299	203	204	297	215	226
\$15,000-\$24,999	72	181	137	152	147	183	302
\$25,000-\$34,999	113	343	215	236	262	271	305
\$35,000-\$49,999	158	639	423	477	493	499	423
\$50,000-\$74,999	163	955	844	781	731	599	350
\$75,000-\$99,999	63	648	659	821	686	320	148
\$100,000-\$149,999	31	438	838	599	515	224	61
\$150,000-\$199,999	10	121	200	247	193	128	29
\$200,000+	2	52	179	106	147	45	8
Median HH Income	\$40,362	\$57,152	\$75,726	\$73,231	\$66,244	\$51,970	\$37,300
Average HH Income	\$49,473	\$69,513	\$91,459	\$84,905	\$83,307	\$67,673	\$47,245
Percent Distribution							
	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	13.8%	8.1%	5.5%	5.6%	8.6%	8.7%	12.2%
\$15,000-\$24,999	10.1%	4.9%	3.7%	4.2%	4.2%	7.4%	16.3%
\$25,000-\$34,999	15.9%	9.3%	5.8%	6.5%	7.5%	10.9%	16.5%
\$35,000-\$49,999	22.3%	17.4%	11.4%	13.2%	14.2%	20.1%	22.9%
\$50,000-\$74,999	23.0%	26.0%	22.8%	21.6%	21.1%	24.1%	18.9%
\$75,000-\$99,999	8.9%	17.6%	17.8%	22.7%	19.8%	12.9%	8.0%
\$100,000-\$149,999	4.4%	11.9%	22.7%	16.5%	14.8%	9.0%	3.3%
\$150,000-\$199,999	1.4%	3.3%	5.4%	6.8%	5.6%	5.2%	1.6%
\$200,000+	0.3%	1.4%	4.8%	2.9%	4.2%	1.8%	0.4%

**Data Note:** Income reported for July 1, 2020 represents annual income for the preceding year, expressed in current (2019) dollars, including an adjustment for inflation.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



# Market Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	566	16,404	41,968
2010 Total Population	1,076	23,016	47,642
2015 Total Population	1,350	24,915	50,117
2015 Group Quarters	0	191	1,295
2020 Total Population	1,539	26,071	51,996
2015-2020 Annual Rate	2.66%	0.91%	0.74%
<b>Household Summary</b>			
2000 Households	229	6,032	13,266
2000 Average Household Size	2.47	2.72	2.84
2010 Households	530	8,829	17,631
2010 Average Household Size	2.03	2.59	2.63
2015 Households	666	9,640	18,736
2015 Average Household Size	2.03	2.56	2.61
2020 Households	764	10,116	19,511
2020 Average Household Size	2.01	2.56	2.60
2015-2020 Annual Rate	2.78%	0.97%	0.81%
2010 Families	310	6,232	12,822
2010 Average Family Size	2.58	3.11	3.10
2015 Families	389	6,734	13,475
2015 Average Family Size	2.59	3.10	3.10
2020 Families	445	7,017	13,941
2020 Average Family Size	2.58	3.11	3.10
2015-2020 Annual Rate	2.73%	0.83%	0.68%
<b>Housing Unit Summary</b>			
2000 Housing Units	242	6,409	14,241
Owner Occupied Housing Units	61.2%	71.9%	71.2%
Renter Occupied Housing Units	33.5%	22.2%	21.9%
Vacant Housing Units	5.4%	5.9%	6.8%
2010 Housing Units	566	9,563	19,070
Owner Occupied Housing Units	28.1%	59.0%	63.9%
Renter Occupied Housing Units	65.5%	33.4%	28.5%
Vacant Housing Units	6.4%	7.7%	7.5%
2015 Housing Units	718	10,378	20,349
Owner Occupied Housing Units	27.3%	58.0%	62.5%
Renter Occupied Housing Units	65.5%	34.9%	29.6%
Vacant Housing Units	7.2%	7.1%	7.9%
2020 Housing Units	826	10,937	21,302
Owner Occupied Housing Units	27.1%	57.3%	61.8%
Renter Occupied Housing Units	65.4%	35.2%	29.8%
Vacant Housing Units	7.5%	7.5%	8.4%
<b>Median Household Income</b>			
2015	\$51,675	\$57,732	\$55,177
2020	\$57,078	\$62,790	\$59,672
<b>Median Home Value</b>			
2015	\$121,575	\$189,384	\$180,373
2020	\$143,662	\$213,348	\$208,900
<b>Per Capita Income</b>			
2015	\$28,194	\$27,637	\$25,891
2020	\$31,696	\$30,625	\$28,660
<b>Median Age</b>			
2010	32.2	35.7	35.7
2015	33.4	36.8	36.6
2020	34.0	36.5	36.8

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	1 mile	3 miles	5 miles
<b>2015 Households by Income</b>			
Household Income Base	666	9,640	18,736
<\$15,000	10.2%	7.4%	8.9%
\$15,000 - \$24,999	13.4%	8.5%	8.5%
\$25,000 - \$34,999	11.3%	10.2%	10.3%
\$35,000 - \$49,999	13.2%	15.4%	16.0%
\$50,000 - \$74,999	19.5%	20.9%	21.8%
\$75,000 - \$99,999	17.7%	19.0%	16.2%
\$100,000 - \$149,999	9.6%	12.2%	12.1%
\$150,000 - \$199,999	2.7%	3.7%	3.7%
\$200,000+	2.4%	2.7%	2.5%
Average Household Income	\$63,228	\$70,885	\$68,750
<b>2020 Households by Income</b>			
Household Income Base	764	10,116	19,511
<\$15,000	8.9%	6.5%	7.9%
\$15,000 - \$24,999	9.4%	5.9%	6.0%
\$25,000 - \$34,999	9.8%	8.8%	8.9%
\$35,000 - \$49,999	13.6%	15.5%	16.0%
\$50,000 - \$74,999	21.6%	21.6%	22.7%
\$75,000 - \$99,999	18.8%	19.9%	17.1%
\$100,000 - \$149,999	11.8%	13.8%	13.9%
\$150,000 - \$199,999	3.1%	5.0%	4.8%
\$200,000+	2.7%	3.0%	2.8%
Average Household Income	\$70,661	\$78,335	\$75,908
<b>2015 Owner Occupied Housing Units by Value</b>			
Total	196	6,015	12,709
<\$50,000	1.0%	1.4%	2.7%
\$50,000 - \$99,999	33.2%	9.1%	10.7%
\$100,000 - \$149,999	37.2%	21.5%	23.3%
\$150,000 - \$199,999	10.2%	22.9%	21.9%
\$200,000 - \$249,999	6.1%	19.2%	15.5%
\$250,000 - \$299,999	0.5%	10.9%	10.1%
\$300,000 - \$399,999	0.5%	8.7%	9.4%
\$400,000 - \$499,999	9.2%	3.0%	3.3%
\$500,000 - \$749,999	1.0%	2.3%	2.1%
\$750,000 - \$999,999	0.5%	0.2%	0.3%
\$1,000,000 +	1.0%	0.8%	0.8%
Average Home Value	\$170,558	\$217,819	\$212,150
<b>2020 Owner Occupied Housing Units by Value</b>			
Total	224	6,270	13,169
<\$50,000	0.4%	1.0%	2.0%
\$50,000 - \$99,999	21.9%	5.7%	6.6%
\$100,000 - \$149,999	31.7%	14.9%	16.0%
\$150,000 - \$199,999	12.9%	22.5%	22.0%
\$200,000 - \$249,999	9.8%	22.3%	18.7%
\$250,000 - \$299,999	0.9%	14.0%	13.4%
\$300,000 - \$399,999	0.9%	9.9%	11.3%
\$400,000 - \$499,999	16.5%	4.4%	4.7%
\$500,000 - \$749,999	2.2%	3.7%	3.6%
\$750,000 - \$999,999	0.9%	0.5%	0.6%
\$1,000,000 +	1.8%	1.1%	1.2%
Average Home Value	\$224,888	\$247,053	\$245,806

**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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	1,072	23,016	47,640
0 - 4	6.2%	6.6%	6.6%
5 - 9	5.8%	7.8%	7.5%
10 - 14	6.1%	7.9%	7.6%
15 - 24	17.1%	13.4%	13.6%
25 - 34	20.4%	13.2%	13.5%
35 - 44	15.6%	15.6%	15.3%
45 - 54	13.2%	14.2%	14.5%
55 - 64	9.2%	9.6%	10.1%
65 - 74	4.0%	6.8%	6.6%
75 - 84	2.2%	3.8%	3.5%
85 +	0.5%	1.2%	1.0%
18 +	79.1%	73.1%	73.4%
<b>2015 Population by Age</b>			
Total	1,351	24,914	50,117
0 - 4	6.3%	6.4%	6.4%
5 - 9	5.7%	6.6%	6.6%
10 - 14	5.4%	7.4%	7.2%
15 - 24	13.7%	13.1%	13.1%
25 - 34	22.0%	14.2%	14.5%
35 - 44	16.0%	14.6%	14.4%
45 - 54	11.7%	14.0%	14.0%
55 - 64	11.3%	10.7%	11.2%
65 - 74	5.2%	7.5%	7.6%
75 - 84	1.9%	4.2%	3.8%
85 +	0.9%	1.4%	1.2%
18 +	79.3%	75.4%	75.7%
<b>2020 Population by Age</b>			
Total	1,539	26,071	51,997
0 - 4	6.4%	6.5%	6.4%
5 - 9	5.7%	6.6%	6.6%
10 - 14	5.3%	6.7%	6.8%
15 - 24	13.1%	12.2%	12.0%
25 - 34	21.7%	15.9%	15.7%
35 - 44	15.5%	13.9%	14.0%
45 - 54	12.1%	13.2%	13.1%
55 - 64	10.2%	11.6%	12.0%
65 - 74	6.6%	7.5%	8.0%
75 - 84	2.7%	4.4%	4.3%
85 +	0.8%	1.5%	1.3%
18 +	79.8%	76.0%	76.2%
<b>2010 Population by Sex</b>			
Males	496	10,966	23,222
Females	580	12,050	24,420
<b>2015 Population by Sex</b>			
Males	629	11,884	24,451
Females	721	13,032	25,666
<b>2020 Population by Sex</b>			
Males	714	12,411	25,383
Females	824	13,660	26,614

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.





# Market Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	1,078	23,016	47,643
White Alone	57.2%	78.6%	75.7%
Black Alone	32.2%	15.6%	19.4%
American Indian Alone	0.7%	0.4%	0.4%
Asian Alone	3.3%	1.8%	1.2%
Pacific Islander Alone	0.4%	0.1%	0.1%
Some Other Race Alone	3.9%	1.6%	1.5%
Two or More Races	2.2%	1.9%	1.8%
Hispanic Origin	6.2%	3.9%	3.5%
Diversity Index	61.7	40.6	43.1
<b>2015 Population by Race/Ethnicity</b>			
Total	1,350	24,915	50,117
White Alone	55.5%	76.0%	73.5%
Black Alone	33.6%	17.0%	20.6%
American Indian Alone	0.7%	0.5%	0.4%
Asian Alone	3.3%	2.4%	1.5%
Pacific Islander Alone	0.4%	0.2%	0.1%
Some Other Race Alone	3.9%	1.8%	1.6%
Two or More Races	2.6%	2.2%	2.2%
Hispanic Origin	6.4%	4.4%	4.0%
Diversity Index	62.8	44.4	46.2
<b>2020 Population by Race/Ethnicity</b>			
Total	1,538	26,072	51,997
White Alone	53.6%	73.6%	71.5%
Black Alone	34.7%	18.0%	21.6%
American Indian Alone	0.8%	0.5%	0.4%
Asian Alone	3.5%	3.1%	2.0%
Pacific Islander Alone	0.5%	0.2%	0.2%
Some Other Race Alone	3.8%	2.0%	1.8%
Two or More Races	3.1%	2.7%	2.6%
Hispanic Origin	6.4%	4.9%	4.4%
Diversity Index	64.0	47.9	48.9
<b>2010 Population by Relationship and Household Type</b>			
Total	1,076	23,016	47,642
In Households	100.0%	99.2%	97.2%
In Family Households	76.9%	85.7%	85.3%
Householder	25.8%	27.2%	26.8%
Spouse	17.8%	20.3%	19.8%
Child	27.5%	33.7%	33.8%
Other relative	3.2%	2.9%	3.1%
Nonrelative	2.4%	1.6%	1.8%
In Nonfamily Households	23.1%	13.4%	11.9%
In Group Quarters	0.0%	0.8%	2.8%
Institutionalized Population	0.0%	0.8%	2.7%
Noninstitutionalized Population	0.0%	0.0%	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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	1 mile	3 miles	5 miles
<b>2015 Population 25+ by Educational Attainment</b>			
Total	932	16,578	33,398
Less than 9th Grade	1.4%	1.8%	2.6%
9th - 12th Grade, No Diploma	4.7%	4.9%	6.3%
High School Graduate	25.1%	24.5%	25.8%
GED/Alternative Credential	5.4%	6.0%	6.2%
Some College, No Degree	25.1%	23.1%	23.1%
Associate Degree	9.1%	9.7%	8.9%
Bachelor's Degree	15.7%	20.6%	18.2%
Graduate/Professional Degree	13.5%	9.4%	8.8%
<b>2015 Population 15+ by Marital Status</b>			
Total	1,116	19,834	39,964
Never Married	40.1%	29.1%	29.4%
Married	35.9%	49.6%	50.6%
Widowed	9.9%	7.6%	7.1%
Divorced	14.1%	13.8%	12.9%
<b>2015 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.0%	94.5%	93.9%
Civilian Unemployed	6.0%	5.5%	6.1%
<b>2015 Employed Population 16+ by Industry</b>			
Total	752	11,402	21,635
Agriculture/Mining	3.3%	0.9%	0.6%
Construction	4.5%	4.7%	5.3%
Manufacturing	10.8%	12.4%	12.0%
Wholesale Trade	3.7%	2.4%	2.3%
Retail Trade	10.6%	11.3%	12.2%
Transportation/Utilities	4.7%	5.5%	4.9%
Information	0.1%	0.9%	1.0%
Finance/Insurance/Real Estate	1.3%	5.6%	5.8%
Services	49.3%	43.3%	43.5%
Public Administration	11.6%	13.0%	12.4%
<b>2015 Employed Population 16+ by Occupation</b>			
Total	752	11,403	21,634
White Collar	47.2%	61.4%	61.8%
Management/Business/Financial	10.1%	15.0%	14.2%
Professional	22.5%	20.3%	21.2%
Sales	8.8%	12.0%	11.1%
Administrative Support	5.9%	14.2%	15.3%
Services	27.9%	19.3%	18.2%
Blue Collar	24.9%	19.3%	20.0%
Farming/Forestry/Fishing	2.8%	0.3%	0.3%
Construction/Extraction	5.9%	4.0%	4.2%
Installation/Maintenance/Repair	1.7%	3.9%	4.6%
Production	9.6%	6.5%	5.9%
Transportation/Material Moving	4.9%	4.5%	4.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	529	8,829	17,631
Households with 1 Person	32.7%	25.0%	23.2%
Households with 2+ People	67.3%	75.0%	76.8%
Family Households	58.6%	70.6%	72.7%
Husband-wife Families	40.3%	52.6%	53.6%
With Related Children	16.1%	26.1%	26.4%
Other Family (No Spouse Present)	18.3%	18.0%	19.2%
Other Family with Male Householder	3.2%	4.2%	4.5%
With Related Children	2.1%	2.7%	2.8%
Other Family with Female Householder	15.1%	13.8%	14.7%
With Related Children	9.8%	9.5%	10.0%
Nonfamily Households	8.7%	4.4%	4.1%
All Households with Children	28.9%	38.6%	39.6%
Multigenerational Households	3.4%	3.6%	4.3%
Unmarried Partner Households	6.4%	4.5%	4.6%
Male-female	5.5%	3.8%	4.0%
Same-sex	0.9%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	529	8,830	17,633
1 Person Household	32.7%	25.0%	23.2%
2 Person Household	34.8%	31.8%	31.7%
3 Person Household	16.4%	18.4%	19.1%
4 Person Household	9.5%	15.2%	15.5%
5 Person Household	4.0%	6.7%	7.1%
6 Person Household	2.1%	2.0%	2.3%
7 + Person Household	0.6%	0.9%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	530	8,829	17,631
Owner Occupied	30.0%	63.9%	69.1%
Owned with a Mortgage/Loan	22.6%	47.7%	51.9%
Owned Free and Clear	7.4%	16.2%	17.3%
Renter Occupied	70.0%	36.1%	30.9%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



# Market Profile

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
	1. Bright Young Professionals	Up and Coming Families	Middleburg (4C)
	2. Middleburg (4C)	Comfortable Empty Nesters	Up and Coming Families
	3. Top Tier (1A)	Middleburg (4C)	Soccer Moms (4A)
<b>2015 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,375,063	\$21,124,769	\$39,768,511
Average Spent	\$2,064.66	\$2,191.37	\$2,122.57
Spending Potential Index	89	95	92
Computers & Accessories: Total \$	\$156,097	\$2,396,140	\$4,471,878
Average Spent	\$234.38	\$248.56	\$238.68
Spending Potential Index	90	95	91
Education: Total \$	\$843,182	\$13,064,383	\$24,264,887
Average Spent	\$1,266.04	\$1,355.23	\$1,295.09
Spending Potential Index	83	89	85
Entertainment/Recreation: Total \$	\$1,830,897	\$30,388,391	\$57,378,213
Average Spent	\$2,749.09	\$3,152.32	\$3,062.46
Spending Potential Index	83	95	92
Food at Home: Total \$	\$2,985,274	\$46,960,957	\$89,150,115
Average Spent	\$4,482.39	\$4,871.47	\$4,758.23
Spending Potential Index	86	93	91
Food Away from Home: Total \$	\$1,938,002	\$30,297,054	\$57,015,927
Average Spent	\$2,909.91	\$3,142.85	\$3,043.12
Spending Potential Index	89	96	93
Health Care: Total \$	\$2,469,135	\$43,438,164	\$82,845,522
Average Spent	\$3,707.41	\$4,506.03	\$4,421.73
Spending Potential Index	78	95	93
HH Furnishings & Equipment: Total \$	\$1,061,199	\$17,310,322	\$32,645,867
Average Spent	\$1,593.39	\$1,795.68	\$1,742.41
Spending Potential Index	87	98	95
Investments: Total \$	\$1,279,249	\$21,770,359	\$39,977,656
Average Spent	\$1,920.79	\$2,258.34	\$2,133.73
Spending Potential Index	70	82	77
Retail Goods: Total \$	\$14,291,531	\$234,979,460	\$445,784,931
Average Spent	\$21,458.76	\$24,375.46	\$23,792.96
Spending Potential Index	84	96	93
Shelter: Total \$	\$9,585,372	\$147,585,731	\$275,285,919
Average Spent	\$14,392.45	\$15,309.72	\$14,692.89
Spending Potential Index	87	93	89
TV/Video/Audio: Total \$	\$750,056	\$11,879,285	\$22,598,436
Average Spent	\$1,126.21	\$1,232.29	\$1,206.15
Spending Potential Index	86	94	92
Travel: Total \$	\$1,061,999	\$18,066,681	\$33,684,823
Average Spent	\$1,594.59	\$1,874.14	\$1,797.87
Spending Potential Index	82	96	92
Vehicle Maintenance & Repairs: Total \$	\$636,403	\$10,322,953	\$19,435,253
Average Spent	\$955.56	\$1,070.85	\$1,037.32
Spending Potential Index	86	96	93

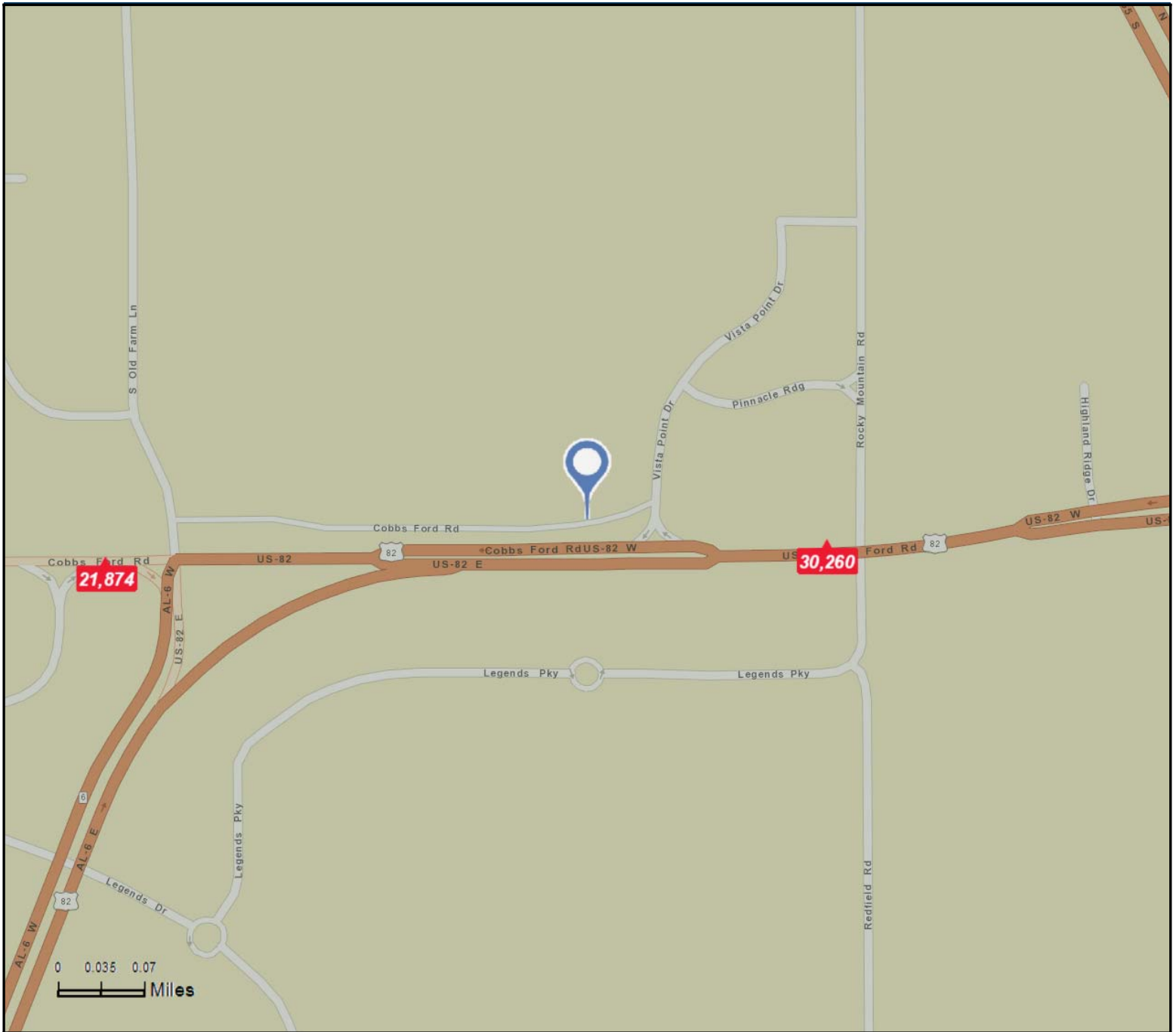
**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

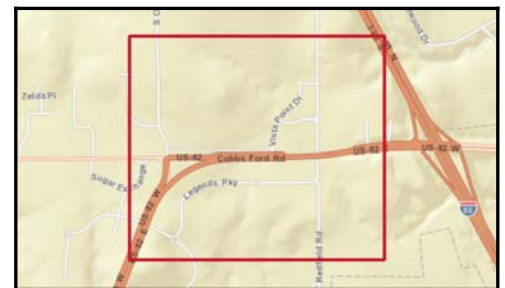
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

Bulls Eye Center  
 2431 Cobbs Ford Rd, Prattville, Alabama, 36066  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 32.46019  
 Longitude: -86.39773



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
  - ▲ 6,001 - 15,000
  - ▲ 15,001 - 30,000
  - ▲ 30,001 - 50,000
  - ▲ 50,001 - 100,000
  - ▲ More than 100,000 per day



Source: ©2015 Market Planning Solutions, Inc.