



Market Profile

Decatur Mall Shops
 1821 Beltline Rd SW, Decatur, Alabama, 35601
 Rings: 1, 3, 5 mile radii

Prepared by Esri
 Latitude: 34.57402
 Longitude: -87.01672

	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	7,242	39,532	57,876
2010 Total Population	7,877	42,396	60,681
2021 Total Population	8,092	43,053	61,854
2021 Group Quarters	85	1,172	1,577
2026 Total Population	8,188	43,371	62,334
2021-2026 Annual Rate	0.24%	0.15%	0.15%
2021 Total Daytime Population	9,131	49,698	70,254
Workers	4,537	24,754	35,767
Residents	4,594	24,944	34,487
Household Summary			
2000 Households	3,104	15,968	23,221
2000 Average Household Size	2.32	2.43	2.44
2010 Households	3,399	16,804	24,182
2010 Average Household Size	2.29	2.45	2.44
2021 Households	3,479	16,947	24,530
2021 Average Household Size	2.30	2.47	2.46
2026 Households	3,516	17,044	24,688
2026 Average Household Size	2.30	2.48	2.46
2021-2026 Annual Rate	0.21%	0.11%	0.13%
2010 Families	2,087	11,015	16,027
2010 Average Family Size	2.94	3.03	3.01
2021 Families	2,089	10,829	15,878
2021 Average Family Size	2.97	3.08	3.06
2026 Families	2,097	10,818	15,877
2026 Average Family Size	2.98	3.09	3.07
2021-2026 Annual Rate	0.08%	-0.02%	0.00%
Housing Unit Summary			
2000 Housing Units	3,391	17,641	25,507
Owner Occupied Housing Units	61.7%	56.5%	58.9%
Renter Occupied Housing Units	29.8%	34.0%	32.1%
Vacant Housing Units	8.5%	9.5%	9.0%
2010 Housing Units	3,660	18,250	26,282
Owner Occupied Housing Units	54.0%	54.9%	58.1%
Renter Occupied Housing Units	38.9%	37.2%	34.0%
Vacant Housing Units	7.1%	7.9%	8.0%
2021 Housing Units	3,815	18,672	27,017
Owner Occupied Housing Units	56.8%	57.1%	60.3%
Renter Occupied Housing Units	34.4%	33.6%	30.5%
Vacant Housing Units	8.8%	9.2%	9.2%
2026 Housing Units	3,887	18,931	27,406
Owner Occupied Housing Units	57.4%	57.5%	60.6%
Renter Occupied Housing Units	33.0%	32.6%	29.5%
Vacant Housing Units	9.5%	10.0%	9.9%
Median Household Income			
2021	\$46,839	\$45,376	\$50,239
2026	\$51,256	\$50,108	\$53,259
Median Home Value			
2021	\$130,140	\$128,820	\$147,059
2026	\$142,500	\$147,703	\$167,365
Per Capita Income			
2021	\$25,090	\$23,899	\$26,755
2026	\$27,589	\$26,305	\$29,514
Median Age			
2010	37.2	35.6	37.1
2021	39.5	37.8	39.3
2026	40.5	38.7	40.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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



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2021 Households by Income			
Household Income Base	3,479	16,947	24,530
<\$15,000	12.7%	16.9%	14.7%
\$15,000 - \$24,999	11.5%	11.9%	11.1%
\$25,000 - \$34,999	14.0%	12.2%	11.6%
\$35,000 - \$49,999	14.1%	12.0%	12.3%
\$50,000 - \$74,999	18.2%	18.8%	18.6%
\$75,000 - \$99,999	13.8%	11.4%	11.4%
\$100,000 - \$149,999	12.4%	11.8%	12.7%
\$150,000 - \$199,999	1.8%	2.6%	3.9%
\$200,000+	1.4%	2.4%	3.6%
Average Household Income	\$59,259	\$60,363	\$67,400
2026 Households by Income			
Household Income Base	3,516	17,044	24,688
<\$15,000	11.8%	15.5%	13.5%
\$15,000 - \$24,999	10.1%	10.7%	10.0%
\$25,000 - \$34,999	13.1%	11.9%	11.1%
\$35,000 - \$49,999	13.6%	11.7%	11.9%
\$50,000 - \$74,999	19.1%	19.3%	19.0%
\$75,000 - \$99,999	14.3%	11.6%	11.5%
\$100,000 - \$149,999	14.3%	13.4%	14.4%
\$150,000 - \$199,999	2.2%	3.1%	4.6%
\$200,000+	1.6%	2.8%	4.1%
Average Household Income	\$65,102	\$66,565	\$74,460
2021 Owner Occupied Housing Units by Value			
Total	2,168	10,670	16,290
<\$50,000	3.7%	7.3%	6.9%
\$50,000 - \$99,999	26.4%	29.7%	23.9%
\$100,000 - \$149,999	33.0%	22.4%	20.4%
\$150,000 - \$199,999	21.7%	19.5%	20.5%
\$200,000 - \$249,999	7.8%	9.0%	11.1%
\$250,000 - \$299,999	2.1%	3.4%	6.0%
\$300,000 - \$399,999	3.1%	5.0%	6.4%
\$400,000 - \$499,999	2.2%	2.1%	2.4%
\$500,000 - \$749,999	0.0%	1.2%	2.0%
\$750,000 - \$999,999	0.0%	0.2%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.0%	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	\$144,038	\$152,514	\$172,308
2026 Owner Occupied Housing Units by Value			
Total	2,232	10,877	16,605
<\$50,000	2.9%	6.2%	5.5%
\$50,000 - \$99,999	20.0%	23.8%	18.7%
\$100,000 - \$149,999	31.8%	20.9%	18.0%
\$150,000 - \$199,999	25.4%	22.3%	22.4%
\$200,000 - \$249,999	9.1%	10.1%	12.3%
\$250,000 - \$299,999	2.5%	3.9%	6.8%
\$300,000 - \$399,999	4.6%	7.0%	8.4%
\$400,000 - \$499,999	3.6%	3.3%	3.5%
\$500,000 - \$749,999	0.0%	2.1%	3.4%
\$750,000 - \$999,999	0.0%	0.4%	0.7%
\$1,000,000 - \$1,499,999	0.0%	0.0%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$159,704	\$173,878	\$199,217

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

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



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2010 Population by Age			
Total	7,878	42,395	60,679
0 - 4	6.6%	7.2%	6.8%
5 - 9	6.4%	6.9%	6.8%
10 - 14	6.5%	6.5%	6.6%
15 - 24	13.2%	13.8%	13.2%
25 - 34	14.4%	14.8%	14.0%
35 - 44	12.7%	13.1%	13.0%
45 - 54	13.6%	13.7%	14.2%
55 - 64	11.5%	11.2%	11.8%
65 - 74	7.3%	6.9%	7.6%
75 - 84	5.6%	4.4%	4.6%
85 +	2.1%	1.5%	1.6%
18 +	76.8%	75.4%	75.8%
2021 Population by Age			
Total	8,088	43,051	61,854
0 - 4	5.9%	6.5%	6.1%
5 - 9	5.9%	6.4%	6.1%
10 - 14	5.9%	6.4%	6.3%
15 - 24	11.7%	12.1%	11.7%
25 - 34	14.5%	14.6%	13.8%
35 - 44	13.0%	13.6%	13.3%
45 - 54	11.6%	11.7%	11.9%
55 - 64	12.9%	12.2%	13.0%
65 - 74	10.3%	9.6%	10.4%
75 - 84	5.9%	5.0%	5.3%
85 +	2.5%	1.9%	2.0%
18 +	79.0%	77.2%	78.0%
2026 Population by Age			
Total	8,188	43,371	62,334
0 - 4	5.9%	6.4%	6.0%
5 - 9	5.8%	6.4%	6.1%
10 - 14	5.9%	6.4%	6.2%
15 - 24	11.5%	12.2%	11.7%
25 - 34	13.3%	13.3%	12.8%
35 - 44	13.6%	13.9%	13.5%
45 - 54	11.6%	11.7%	12.0%
55 - 64	11.8%	11.5%	12.2%
65 - 74	11.1%	10.0%	10.9%
75 - 84	7.0%	6.0%	6.4%
85 +	2.6%	2.0%	2.1%
18 +	79.1%	77.2%	78.1%
2010 Population by Sex			
Males	3,692	20,737	29,736
Females	4,185	21,659	30,945
2021 Population by Sex			
Males	3,809	21,078	30,345
Females	4,283	21,974	31,508
2026 Population by Sex			
Males	3,860	21,242	30,624
Females	4,329	22,129	31,710

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



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2010 Population by Race/Ethnicity			
Total	7,877	42,396	60,682
White Alone	69.0%	62.1%	66.4%
Black Alone	20.5%	24.2%	21.2%
American Indian Alone	0.8%	0.7%	0.8%
Asian Alone	1.4%	0.9%	0.8%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	5.9%	9.6%	8.4%
Two or More Races	2.3%	2.4%	2.2%
Hispanic Origin	10.0%	14.8%	12.9%
Diversity Index	57.5	66.7	62.3
2021 Population by Race/Ethnicity			
Total	8,091	43,053	61,853
White Alone	64.4%	57.8%	62.5%
Black Alone	22.7%	26.1%	22.9%
American Indian Alone	0.8%	0.6%	0.7%
Asian Alone	1.5%	1.0%	0.9%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	7.5%	11.3%	10.0%
Two or More Races	3.0%	3.0%	2.8%
Hispanic Origin	12.3%	17.4%	15.3%
Diversity Index	63.4	71.3	67.1
2026 Population by Race/Ethnicity			
Total	8,188	43,371	62,335
White Alone	62.2%	55.8%	60.7%
Black Alone	23.7%	26.8%	23.5%
American Indian Alone	0.8%	0.6%	0.7%
Asian Alone	1.6%	1.0%	0.9%
Pacific Islander Alone	0.1%	0.2%	0.2%
Some Other Race Alone	8.2%	12.1%	10.7%
Two or More Races	3.5%	3.4%	3.2%
Hispanic Origin	13.5%	18.6%	16.4%
Diversity Index	66.0	73.2	69.2
2010 Population by Relationship and Household Type			
Total	7,877	42,396	60,681
In Households	98.8%	97.1%	97.2%
In Family Households	79.8%	80.9%	81.5%
Householder	26.3%	25.8%	26.4%
Spouse	18.0%	17.3%	18.3%
Child	29.8%	31.1%	30.7%
Other relative	3.7%	4.4%	4.0%
Nonrelative	2.0%	2.2%	2.0%
In Nonfamily Households	19.1%	16.2%	15.7%
In Group Quarters	1.2%	2.9%	2.8%
Institutionalized Population	1.0%	2.6%	2.4%
Noninstitutionalized Population	0.1%	0.3%	0.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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2021 Population 25+ by Educational Attainment			
Total	5,717	29,521	43,166
Less than 9th Grade	6.9%	7.2%	6.5%
9th - 12th Grade, No Diploma	8.1%	10.3%	9.6%
High School Graduate	24.1%	24.1%	23.4%
GED/Alternative Credential	5.2%	6.6%	5.8%
Some College, No Degree	24.2%	21.6%	21.7%
Associate Degree	9.0%	9.6%	9.5%
Bachelor's Degree	17.2%	15.0%	16.2%
Graduate/Professional Degree	5.2%	5.8%	7.3%
2021 Population 15+ by Marital Status			
Total	6,659	34,730	50,428
Never Married	33.2%	33.6%	31.4%
Married	41.4%	44.1%	47.0%
Widowed	9.7%	7.4%	7.1%
Divorced	15.8%	14.9%	14.5%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	3,690	18,829	28,044
Population 16+ Employed	95.7%	95.9%	96.2%
Population 16+ Unemployment rate	4.3%	4.1%	3.8%
Population 16-24 Employed	13.4%	14.2%	13.1%
Population 16-24 Unemployment rate	1.7%	2.1%	3.0%
Population 25-54 Employed	67.3%	67.1%	65.1%
Population 25-54 Unemployment rate	5.9%	5.2%	4.7%
Population 55-64 Employed	14.7%	14.6%	16.5%
Population 55-64 Unemployment rate	0.6%	0.7%	0.8%
Population 65+ Employed	4.6%	4.1%	5.4%
Population 65+ Unemployment rate	0.0%	5.0%	3.3%
2021 Employed Population 16+ by Industry			
Total	3,530	18,054	26,978
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	8.2%	9.3%	9.2%
Manufacturing	24.2%	22.1%	21.2%
Wholesale Trade	1.0%	1.8%	2.1%
Retail Trade	14.6%	13.9%	12.9%
Transportation/Utilities	4.4%	3.7%	3.9%
Information	0.4%	0.7%	1.0%
Finance/Insurance/Real Estate	3.9%	3.7%	3.6%
Services	41.0%	40.1%	40.9%
Public Administration	2.4%	4.6%	5.1%
2021 Employed Population 16+ by Occupation			
Total	3,530	18,054	26,979
White Collar	49.9%	51.1%	54.1%
Management/Business/Financial	14.2%	12.0%	13.9%
Professional	16.1%	19.8%	20.8%
Sales	11.0%	11.0%	10.6%
Administrative Support	8.6%	8.3%	8.9%
Services	16.3%	16.8%	15.5%
Blue Collar	33.7%	32.1%	30.4%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	7.5%	7.9%	7.5%
Installation/Maintenance/Repair	1.8%	2.6%	2.8%
Production	12.6%	12.4%	11.6%
Transportation/Material Moving	11.8%	9.2%	8.4%

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December 16, 2021



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2010 Households by Type			
Total	3,399	16,803	24,182
Households with 1 Person	34.0%	30.0%	29.6%
Households with 2+ People	66.0%	70.0%	70.4%
Family Households	61.4%	65.6%	66.3%
Husband-wife Families	42.2%	43.7%	46.1%
With Related Children	17.5%	19.3%	19.5%
Other Family (No Spouse Present)	19.2%	21.8%	20.2%
Other Family with Male Householder	4.4%	5.1%	4.8%
With Related Children	2.5%	2.8%	2.7%
Other Family with Female Householder	14.8%	16.7%	15.5%
With Related Children	10.3%	11.6%	10.6%
Nonfamily Households	4.6%	4.5%	4.1%
All Households with Children	30.6%	34.2%	33.2%
Multigenerational Households	3.5%	3.8%	3.6%
Unmarried Partner Households	4.9%	5.2%	4.8%
Male-female	4.3%	4.6%	4.3%
Same-sex	0.6%	0.6%	0.5%
2010 Households by Size			
Total	3,398	16,803	24,182
1 Person Household	34.0%	30.0%	29.6%
2 Person Household	31.9%	31.4%	32.7%
3 Person Household	15.2%	16.8%	16.5%
4 Person Household	11.6%	12.2%	12.2%
5 Person Household	5.0%	6.0%	5.7%
6 Person Household	1.4%	2.2%	2.0%
7 + Person Household	0.9%	1.5%	1.3%
2010 Households by Tenure and Mortgage Status			
Total	3,399	16,804	24,182
Owner Occupied	58.2%	59.6%	63.1%
Owned with a Mortgage/Loan	41.5%	41.9%	43.2%
Owned Free and Clear	16.7%	17.7%	19.9%
Renter Occupied	41.8%	40.4%	36.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	217	212	206
Percent of Income for Mortgage	11.7%	11.9%	12.3%
Wealth Index	47	54	68
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	3,660	18,250	26,282
Housing Units Inside Urbanized Area	99.1%	96.4%	92.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.9%	3.6%	7.7%
2010 Population By Urban/ Rural Status			
Total Population	7,877	42,396	60,681
Population Inside Urbanized Area	99.0%	96.2%	92.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	1.0%	3.8%	7.7%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Old and Newcomers (8F)	Middleburg (4C)	Middleburg (4C)
2.	Rustbelt Traditions (5D)	Old and Newcomers (8F)	Small Town Simplicity (12C)
3.	Parks and Rec (5C)	Small Town Simplicity (12C)	Old and Newcomers (8F)
2021 Consumer Spending			
Apparel & Services: Total \$	\$4,790,986	\$24,043,413	\$38,533,543
Average Spent	\$1,377.12	\$1,418.74	\$1,570.87
Spending Potential Index	65	67	74
Education: Total \$	\$3,654,295	\$17,902,725	\$28,849,781
Average Spent	\$1,050.39	\$1,056.39	\$1,176.10
Spending Potential Index	61	61	68
Entertainment/Recreation: Total \$	\$7,463,541	\$36,377,842	\$59,012,782
Average Spent	\$2,145.31	\$2,146.57	\$2,405.74
Spending Potential Index	66	66	74
Food at Home: Total \$	\$12,507,945	\$62,132,477	\$100,024,368
Average Spent	\$3,595.27	\$3,666.28	\$4,077.63
Spending Potential Index	66	67	75
Food Away from Home: Total \$	\$8,469,290	\$42,705,503	\$68,444,924
Average Spent	\$2,434.40	\$2,519.94	\$2,790.25
Spending Potential Index	64	66	74
Health Care: Total \$	\$14,779,599	\$72,172,070	\$117,603,338
Average Spent	\$4,248.23	\$4,258.69	\$4,794.27
Spending Potential Index	68	68	77
HH Furnishings & Equipment: Total \$	\$5,107,337	\$25,287,874	\$40,915,248
Average Spent	\$1,468.05	\$1,492.17	\$1,667.97
Spending Potential Index	65	66	74
Personal Care Products & Services: Total \$	\$2,044,020	\$10,170,395	\$16,397,063
Average Spent	\$587.53	\$600.13	\$668.45
Spending Potential Index	65	67	74
Shelter: Total \$	\$44,305,329	\$221,565,407	\$355,511,093
Average Spent	\$12,735.08	\$13,074.02	\$14,492.91
Spending Potential Index	63	65	72
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$5,376,490	\$26,298,442	\$42,885,800
Average Spent	\$1,545.41	\$1,551.81	\$1,748.30
Spending Potential Index	65	65	73
Travel: Total \$	\$5,515,006	\$27,147,769	\$44,176,462
Average Spent	\$1,585.23	\$1,601.92	\$1,800.92
Spending Potential Index	63	63	71
Vehicle Maintenance & Repairs: Total \$	\$2,608,954	\$12,880,460	\$20,735,838
Average Spent	\$749.91	\$760.04	\$845.33
Spending Potential Index	68	69	76

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.