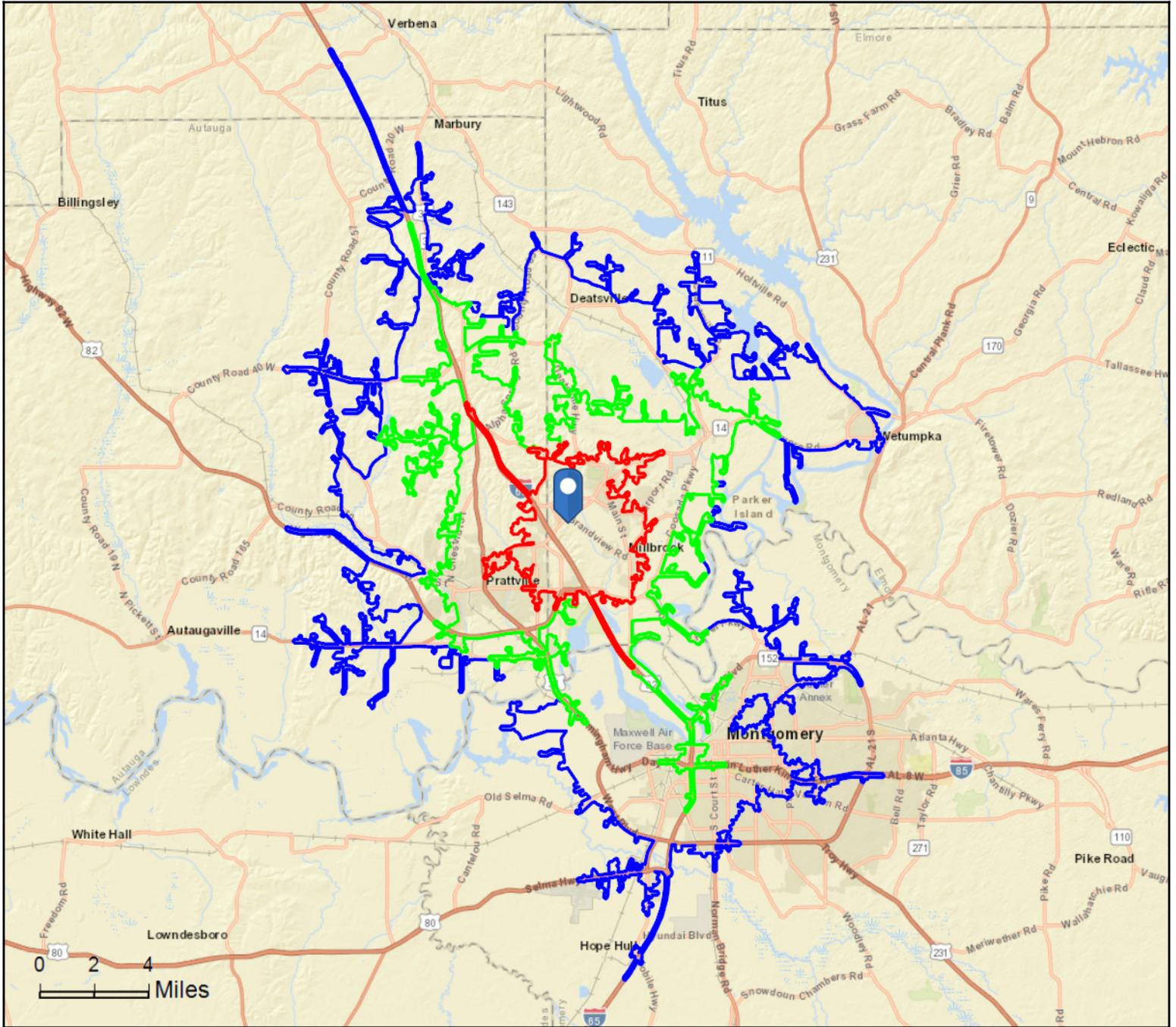


Hillcrest Commons Drive Time  
145 Kelley Blvd, Millbrook, Alabama, 36054  
Drive Time: 7, 13, 19 minute radii

Prepared by Esri  
Latitude: 32.49424  
Longitude: -86.39897





# Community Profile

Hillcrest Commons Drive Time  
 145 Kelley Blvd, Millbrook, Alabama, 36054  
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	7 minutes	13 minutes	19 minutes
<b>Population Summary</b>			
2000 Total Population	11,784	43,680	134,099
2010 Total Population	19,045	54,998	135,197
2019 Total Population	21,232	59,778	139,633
2019 Group Quarters	144	2,530	8,062
2024 Total Population	22,165	62,081	142,208
2019-2024 Annual Rate	0.86%	0.76%	0.37%
2019 Total Daytime Population	18,254	48,433	162,963
Workers	7,071	17,202	83,840
Residents	11,183	31,231	79,123
<b>Household Summary</b>			
2000 Households	4,278	15,080	47,164
2000 Average Household Size	2.75	2.73	2.60
2010 Households	7,196	19,858	48,925
2010 Average Household Size	2.63	2.64	2.60
2019 Households	7,983	21,630	50,543
2019 Average Household Size	2.64	2.65	2.60
2024 Households	8,327	22,498	51,485
2024 Average Household Size	2.64	2.65	2.61
2019-2024 Annual Rate	0.85%	0.79%	0.37%
2010 Families	5,168	14,486	33,269
2010 Average Family Size	3.13	3.11	3.16
2019 Families	5,662	15,538	33,795
2019 Average Family Size	3.16	3.14	3.19
2024 Families	5,875	16,072	34,246
2024 Average Family Size	3.17	3.15	3.20
2019-2024 Annual Rate	0.74%	0.68%	0.27%
<b>Housing Unit Summary</b>			
2000 Housing Units	4,536	16,280	53,758
Owner Occupied Housing Units	71.1%	69.8%	55.9%
Renter Occupied Housing Units	23.2%	22.8%	31.9%
Vacant Housing Units	5.7%	7.4%	12.3%
2010 Housing Units	7,822	21,579	56,158
Owner Occupied Housing Units	58.8%	64.2%	54.1%
Renter Occupied Housing Units	33.2%	27.8%	33.0%
Vacant Housing Units	8.0%	8.0%	12.9%
2019 Housing Units	8,774	23,794	59,133
Owner Occupied Housing Units	52.9%	57.8%	49.6%
Renter Occupied Housing Units	38.1%	33.1%	35.9%
Vacant Housing Units	9.0%	9.1%	14.5%
2024 Housing Units	9,261	25,063	61,034
Owner Occupied Housing Units	52.4%	57.2%	49.0%
Renter Occupied Housing Units	37.5%	32.6%	35.3%
Vacant Housing Units	10.1%	10.2%	15.6%
<b>Median Household Income</b>			
2019	\$59,309	\$57,128	\$44,190
2024	\$66,022	\$62,430	\$50,733
<b>Median Home Value</b>			
2019	\$179,608	\$159,954	\$128,914
2024	\$197,871	\$176,548	\$144,156
<b>Per Capita Income</b>			
2019	\$27,656	\$25,657	\$21,918
2024	\$31,394	\$28,910	\$25,068
<b>Median Age</b>			
2010	34.3	35.5	34.5
2019	35.9	37.1	36.0
2024	36.2	37.7	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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	7,983	21,630	50,536
<\$15,000	12.5%	12.6%	19.3%
\$15,000 - \$24,999	8.9%	9.1%	12.0%
\$25,000 - \$34,999	8.7%	8.7%	9.9%
\$35,000 - \$49,999	10.6%	11.9%	13.0%
\$50,000 - \$74,999	19.8%	20.5%	17.8%
\$75,000 - \$99,999	14.6%	14.1%	11.0%
\$100,000 - \$149,999	18.0%	17.0%	12.1%
\$150,000 - \$199,999	3.5%	3.4%	2.7%
\$200,000+	3.4%	2.7%	2.3%
Average Household Income	\$73,851	\$70,769	\$59,760
<b>2024 Households by Income</b>			
Household Income Base	8,327	22,498	51,478
<\$15,000	10.7%	10.7%	16.4%
\$15,000 - \$24,999	8.0%	8.1%	10.9%
\$25,000 - \$34,999	7.9%	8.0%	9.3%
\$35,000 - \$49,999	9.7%	11.2%	12.6%
\$50,000 - \$74,999	19.1%	20.3%	18.2%
\$75,000 - \$99,999	14.6%	14.2%	11.6%
\$100,000 - \$149,999	21.2%	20.0%	14.8%
\$150,000 - \$199,999	4.6%	4.3%	3.4%
\$200,000+	4.3%	3.3%	2.8%
Average Household Income	\$83,891	\$79,710	\$68,424
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	4,640	13,764	29,307
<\$50,000	7.6%	8.0%	15.2%
\$50,000 - \$99,999	9.5%	13.5%	23.4%
\$100,000 - \$149,999	21.2%	24.5%	19.7%
\$150,000 - \$199,999	19.5%	19.7%	15.0%
\$200,000 - \$249,999	16.9%	15.3%	10.3%
\$250,000 - \$299,999	9.4%	7.7%	6.1%
\$300,000 - \$399,999	13.7%	8.6%	6.8%
\$400,000 - \$499,999	0.2%	1.1%	1.5%
\$500,000 - \$749,999	1.8%	1.1%	1.4%
\$750,000 - \$999,999	0.0%	0.3%	0.2%
\$1,000,000 - \$1,499,999	0.0%	0.1%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$193,932	\$178,942	\$158,331
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	4,851	14,329	29,918
<\$50,000	5.1%	5.8%	12.1%
\$50,000 - \$99,999	7.4%	10.9%	20.9%
\$100,000 - \$149,999	19.4%	22.9%	19.2%
\$150,000 - \$199,999	18.9%	19.6%	15.3%
\$200,000 - \$249,999	17.3%	16.4%	11.3%
\$250,000 - \$299,999	11.3%	9.4%	7.4%
\$300,000 - \$399,999	18.1%	11.5%	9.1%
\$400,000 - \$499,999	0.3%	1.5%	2.1%
\$500,000 - \$749,999	2.3%	1.5%	1.9%
\$750,000 - \$999,999	0.0%	0.3%	0.3%
\$1,000,000 - \$1,499,999	0.0%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.1%
Average Home Value	\$213,067	\$197,266	\$176,665

**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.



# Community Profile

Hillcrest Commons Drive Time  
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Prepared by Esri  
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	7 minutes	13 minutes	19 minutes
<b>2010 Population by Age</b>			
Total	19,045	54,999	135,197
0 - 4	7.4%	6.5%	7.0%
5 - 9	8.4%	7.4%	7.0%
10 - 14	8.0%	7.4%	6.9%
15 - 24	13.5%	14.0%	15.8%
25 - 34	13.8%	13.9%	13.9%
35 - 44	16.0%	15.4%	13.7%
45 - 54	13.9%	14.5%	13.9%
55 - 64	9.3%	10.0%	10.4%
65 - 74	5.7%	6.4%	6.4%
75 - 84	3.1%	3.4%	3.7%
85 +	1.1%	1.0%	1.3%
18 +	71.5%	74.0%	74.6%
<b>2019 Population by Age</b>			
Total	21,232	59,777	139,633
0 - 4	6.7%	6.1%	6.4%
5 - 9	7.1%	6.4%	6.5%
10 - 14	7.1%	6.6%	6.4%
15 - 24	12.2%	12.4%	14.0%
25 - 34	15.5%	15.5%	15.2%
35 - 44	14.0%	14.0%	12.9%
45 - 54	14.0%	13.8%	12.6%
55 - 64	11.4%	11.9%	11.8%
65 - 74	7.3%	8.1%	8.4%
75 - 84	3.5%	4.1%	4.2%
85 +	1.2%	1.3%	1.5%
18 +	74.9%	77.1%	76.9%
<b>2024 Population by Age</b>			
Total	22,164	62,082	142,208
0 - 4	6.8%	6.0%	6.4%
5 - 9	7.0%	6.3%	6.4%
10 - 14	7.2%	6.7%	6.5%
15 - 24	11.5%	11.5%	13.5%
25 - 34	15.5%	15.1%	14.6%
35 - 44	15.4%	15.1%	13.8%
45 - 54	12.5%	12.8%	12.0%
55 - 64	11.0%	11.5%	11.3%
65 - 74	7.6%	8.7%	9.1%
75 - 84	4.2%	4.8%	4.9%
85 +	1.3%	1.4%	1.6%
18 +	74.9%	77.2%	77.0%
<b>2010 Population by Sex</b>			
Males	9,119	26,812	65,945
Females	9,926	28,186	69,252
<b>2019 Population by Sex</b>			
Males	10,179	29,173	68,302
Females	11,053	30,605	71,330
<b>2024 Population by Sex</b>			
Males	10,623	30,323	69,665
Females	11,542	31,759	72,543

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 Race/Ethnicity</b>			
Total	19,045	54,998	135,197
White Alone	75.5%	74.7%	52.5%
Black Alone	18.5%	20.7%	42.8%
American Indian Alone	0.4%	0.4%	0.3%
Asian Alone	1.5%	1.1%	0.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.0%	1.3%	2.1%
Two or More Races	2.0%	1.8%	1.5%
Hispanic Origin	4.4%	3.3%	3.9%
Diversity Index	44.6	43.7	57.6
<b>2019 Population by Race/Ethnicity</b>			
Total	21,231	59,778	139,632
White Alone	72.6%	71.9%	50.4%
Black Alone	19.9%	22.2%	43.9%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	2.0%	1.4%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	1.6%	2.2%
Two or More Races	2.5%	2.3%	1.9%
Hispanic Origin	5.2%	4.0%	4.3%
Diversity Index	48.9	47.6	58.9
<b>2024 Population by Race/Ethnicity</b>			
Total	22,165	62,081	142,208
White Alone	70.9%	70.5%	49.3%
Black Alone	20.5%	22.8%	44.4%
American Indian Alone	0.5%	0.4%	0.3%
Asian Alone	2.4%	1.8%	1.3%
Pacific Islander Alone	0.2%	0.1%	0.1%
Some Other Race Alone	2.5%	1.7%	2.3%
Two or More Races	2.9%	2.7%	2.2%
Hispanic Origin	5.7%	4.4%	4.5%
Diversity Index	51.3	49.7	59.7
<b>2010 Population by Relationship and Household Type</b>			
Total	19,045	54,998	135,197
In Households	99.2%	95.3%	93.9%
In Family Households	86.7%	83.8%	80.1%
Householder	27.1%	26.3%	24.7%
Spouse	20.1%	19.5%	15.1%
Child	34.7%	33.1%	33.6%
Other relative	2.9%	3.1%	4.5%
Nonrelative	1.8%	1.8%	2.2%
In Nonfamily Households	12.6%	11.5%	13.9%
In Group Quarters	0.8%	4.7%	6.1%
Institutionalized Population	0.8%	4.6%	4.0%
Noninstitutionalized Population	0.0%	0.1%	2.0%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Population 25+ by Educational Attainment</b>			
Total	14,195	40,969	92,968
Less than 9th Grade	1.9%	2.6%	4.2%
9th - 12th Grade, No Diploma	5.8%	7.6%	10.9%
High School Graduate	24.7%	26.0%	25.5%
GED/Alternative Credential	4.7%	6.4%	6.9%
Some College, No Degree	20.0%	20.1%	20.0%
Associate Degree	11.4%	10.0%	8.0%
Bachelor's Degree	16.7%	15.9%	14.3%
Graduate/Professional Degree	14.7%	11.4%	10.2%
<b>2019 Population 15+ by Marital Status</b>			
Total	16,789	48,378	112,554
Never Married	31.9%	31.4%	38.9%
Married	52.9%	51.5%	42.2%
Widowed	4.6%	5.4%	6.0%
Divorced	10.6%	11.8%	12.8%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.8%	96.2%	93.9%
Civilian Unemployed (Unemployment Rate)	2.2%	3.8%	6.1%
<b>2019 Employed Population 16+ by Industry</b>			
Total	9,652	26,030	55,957
Agriculture/Mining	0.9%	0.6%	0.5%
Construction	5.6%	7.1%	6.2%
Manufacturing	12.3%	11.0%	11.5%
Wholesale Trade	1.1%	1.9%	2.0%
Retail Trade	10.1%	9.8%	10.7%
Transportation/Utilities	3.7%	5.2%	4.6%
Information	1.6%	1.5%	1.2%
Finance/Insurance/Real Estate	5.4%	5.3%	4.5%
Services	44.9%	43.7%	47.0%
Public Administration	14.3%	13.9%	11.7%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	9,654	26,030	55,958
White Collar	64.1%	61.3%	56.4%
Management/Business/Financial	14.2%	13.6%	11.5%
Professional	26.1%	23.2%	19.9%
Sales	9.6%	9.9%	10.7%
Administrative Support	14.2%	14.6%	14.3%
Services	17.6%	18.8%	22.5%
Blue Collar	18.3%	19.9%	21.1%
Farming/Forestry/Fishing	0.6%	0.4%	0.3%
Construction/Extraction	2.9%	4.2%	4.1%
Installation/Maintenance/Repair	3.6%	3.5%	3.3%
Production	7.5%	7.3%	7.5%
Transportation/Material Moving	3.8%	4.5%	5.9%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	19,045	54,998	135,197
Population Inside Urbanized Area	92.1%	89.1%	87.0%
Population Inside Urbanized Cluster	0.0%	0.0%	1.9%
Rural Population	7.9%	10.9%	11.2%

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 Households by Type</b>			
Total	7,196	19,858	48,925
Households with 1 Person	23.9%	23.1%	27.2%
Households with 2+ People	76.1%	76.9%	72.8%
Family Households	71.8%	72.9%	68.0%
Husband-wife Families	53.4%	53.8%	41.6%
With Related Children	28.1%	26.6%	19.6%
Other Family (No Spouse Present)	18.4%	19.1%	26.4%
Other Family with Male Householder	4.3%	4.6%	5.3%
With Related Children	2.9%	2.9%	2.9%
Other Family with Female Householder	14.1%	14.5%	21.1%
With Related Children	10.4%	10.0%	14.1%
Nonfamily Households	4.3%	3.9%	4.8%
All Households with Children	41.8%	39.8%	37.0%
Multigenerational Households	3.7%	4.3%	5.8%
Unmarried Partner Households	4.8%	4.6%	5.5%
Male-female	4.2%	4.0%	4.9%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	7,195	19,857	48,924
1 Person Household	23.9%	23.1%	27.2%
2 Person Household	30.4%	31.5%	30.0%
3 Person Household	19.4%	19.2%	17.9%
4 Person Household	16.1%	15.7%	13.9%
5 Person Household	7.0%	7.1%	6.8%
6 Person Household	2.3%	2.2%	2.5%
7 + Person Household	1.0%	1.1%	1.7%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	7,196	19,858	48,925
Owner Occupied	63.9%	69.8%	62.1%
Owned with a Mortgage/Loan	51.1%	52.7%	43.3%
Owned Free and Clear	12.8%	17.1%	18.8%
Renter Occupied	36.1%	30.2%	37.9%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	7,822	21,579	56,158
Housing Units Inside Urbanized Area	92.0%	89.6%	87.2%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	2.0%
Rural Housing Units	8.0%	10.4%	10.8%

**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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>Top 3 Tapestry Segments</b>			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Up and Coming Families (7A)	Soccer Moms (4A)	Modest Income Homes (12D)
3.	Soccer Moms (4A)	Up and Coming Families (7A)	Soccer Moms (4A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$14,525,024	\$37,507,747	\$75,561,354
Average Spent	\$1,819.49	\$1,734.06	\$1,494.99
Spending Potential Index	85	81	70
Education: Total \$	\$9,948,099	\$26,071,420	\$51,751,855
Average Spent	\$1,246.16	\$1,205.34	\$1,023.92
Spending Potential Index	78	76	64
Entertainment/Recreation: Total \$	\$22,096,488	\$57,758,731	\$113,833,634
Average Spent	\$2,767.94	\$2,670.31	\$2,252.21
Spending Potential Index	85	82	69
Food at Home: Total \$	\$34,662,458	\$90,854,747	\$184,211,049
Average Spent	\$4,342.03	\$4,200.40	\$3,644.64
Spending Potential Index	84	81	70
Food Away from Home: Total \$	\$25,249,385	\$65,102,088	\$129,967,782
Average Spent	\$3,162.89	\$3,009.81	\$2,571.43
Spending Potential Index	86	82	70
Health Care: Total \$	\$40,705,214	\$107,461,555	\$213,069,478
Average Spent	\$5,098.99	\$4,968.17	\$4,215.61
Spending Potential Index	86	84	71
HH Furnishings & Equipment: Total \$	\$14,962,366	\$38,493,373	\$75,257,176
Average Spent	\$1,874.28	\$1,779.63	\$1,488.97
Spending Potential Index	88	83	70
Personal Care Products & Services: Total \$	\$6,278,161	\$16,145,476	\$31,764,656
Average Spent	\$786.44	\$746.44	\$628.47
Spending Potential Index	89	84	71
Shelter: Total \$	\$120,373,918	\$312,574,007	\$630,465,019
Average Spent	\$15,078.78	\$14,450.95	\$12,473.83
Spending Potential Index	81	78	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$17,027,502	\$44,411,431	\$86,512,706
Average Spent	\$2,132.97	\$2,053.23	\$1,711.67
Spending Potential Index	86	83	69
Travel: Total \$	\$15,233,527	\$39,218,633	\$74,718,586
Average Spent	\$1,908.25	\$1,813.16	\$1,478.32
Spending Potential Index	85	81	66
Vehicle Maintenance & Repairs: Total \$	\$7,794,963	\$20,319,435	\$40,706,794
Average Spent	\$976.45	\$939.41	\$805.39
Spending Potential Index	85	82	70

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 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.