

Audience Profile ?

Eastchase Market Center

Eastchase Pkwy, Montgomery, AL

View:

Potential Market

Based On:

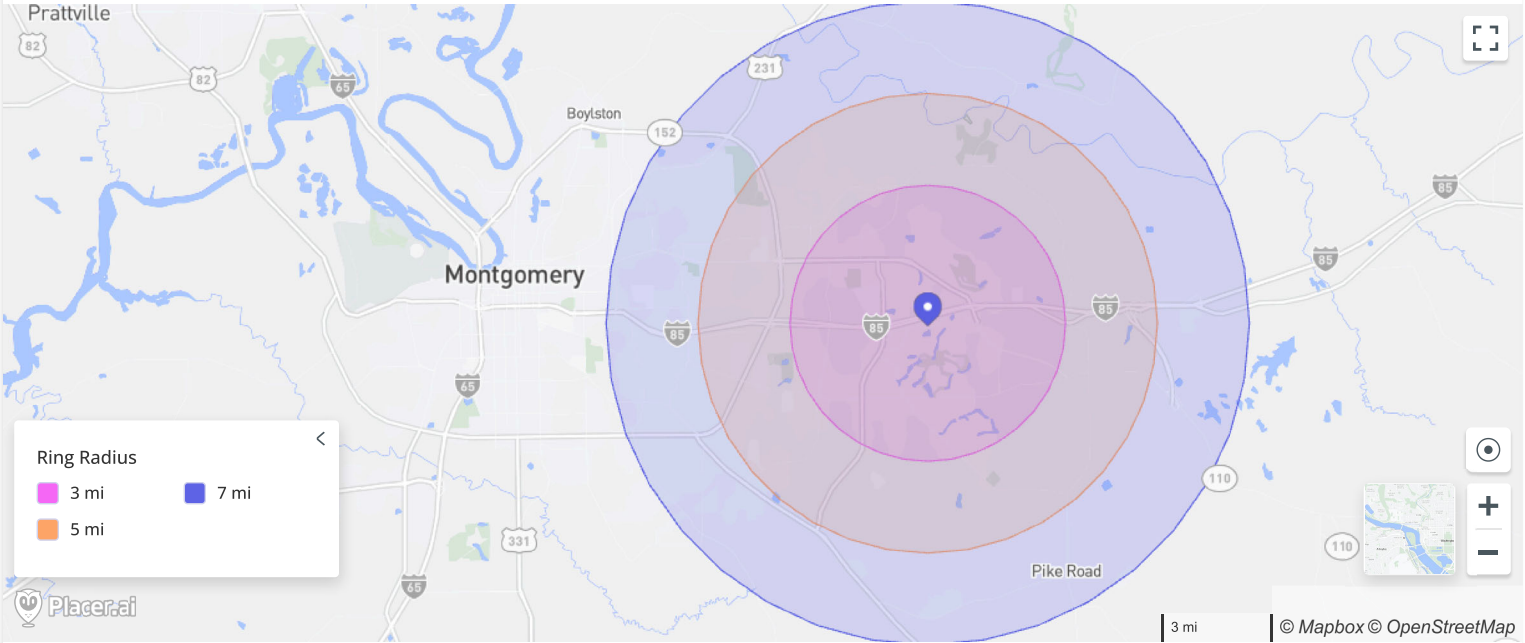
Distance in Miles

Ring Radius

3.00 mi

5.00 mi

7.00 mi



Dataset:

Census 2023 (ACS)

Benchmark with:

Nationwide

State

Search Group or Attribute

3 Mile

5 Mile

7 Mile

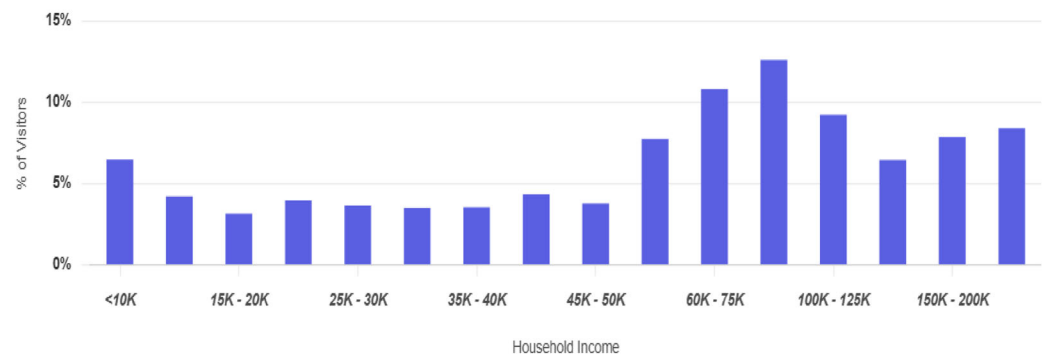
Overview												^	
Population		34,609			89,430			139,194					
Pop density (per sq mile)		1,439			978			1,064					
Area (sq mi) - based on Census Block Groups		24.06			91.44			130.86					
Households												^	
Households		15,120			37,178			57,281					
Family Households		9,435 (62.4%)			23,021 (61.9%)			34,782 (60.7%)					
Non-Family Households		5,685 (37.6%)			14,157 (38.1%)			22,499 (39.3%)					
Persons per Household		2.29			2.41			2.43					
Gender												▼	
Age												▼	
Age - Male												▼	
Age - Female												▼	
Population by Generation												▼	
Ethnicity												^	
White		15,959 (46.1%)			32,250 (36.1%)			47,316 (34%)					
Black		12,382 (35.8%)			46,437 (51.9%)			75,118 (54%)					

Search Group or Attribute	3 Mile	5 Mile	7 Mile
Asian	3,974 (11.5%) 200	5,722 (6.4%) 111	6,692 (4.8%) 84
Hispanic or Latino	1,178 (3.4%) 18	3,040 (3.4%) 18	6,112 (4.4%) 23
Two or more races	1,082 (3.1%) 8	1,809 (2%) 52	3,689 (2.7%) 68
Other	24 (<0.5%) 14	136 (<0.5%) 31	159 (<0.5%) 23
American Indian and Alaska Native	10 (<0.5%) 5	34 (<0.5%) 7	93 (<0.5%) 13
Native Hawaiian and Other Pacific Islander	--	2 (<0.5%) 1	15 (<0.5%) 6
Hispanic or Latino			
Household Income			
Household Average Income	\$118,507.69 107	\$98,353.06 89	\$88,729.1 8
Average Income per Person	\$52,579.26 121	\$41,662.52 96	\$37,399.09 86
Household Median Income	\$83,751.18 106	\$72,674.2 92	\$65,219.34 83
<\$10K	686 (4.5%) 93	2,097 (5.6%) 116	4,129 (7.2%) 148
\$10K - \$15K	248 (1.6%) 46	1,216 (3.3%) 92	2,562 (4.5%) 126
\$15K - \$20K	244 (1.6%) 52	785 (2.1%) 68	1,912 (3.3%) 107
\$20K - \$25K	392 (2.6%) 75	1,072 (2.9%) 84	1,636 (2.9%) 83
\$25K - \$30K	303 (2%) 58	1,322 (3.6%) 104	2,257 (3.9%) 115
\$30K - \$35K	441 (2.9%) 85	1,056 (2.8%) 83	2,057 (3.6%) 105
\$35K - \$40K	355 (2.3%) 67	969 (2.6%) 75	1,889 (3.3%) 94
\$40K - \$45K	542 (3.6%) 103	1,951 (5.2%) 150	3,032 (5.3%) 151
\$45K - \$50K	490 (3.2%) 94	1,382 (3.7%) 108	2,101 (3.7%) 106
\$50K - \$60K	1,365 (9%) 137	3,077 (8.3%) 125	4,793 (8.4%) 127
\$60K - \$75K	1,754 (11.6%) 127	4,334 (11.7%) 127	6,531 (11.4%) 125
\$75K - \$100K	2,114 (14%) 110	5,351 (14.4%) 113	7,277 (12.7%) 100
\$100K - \$125K	1,784 (11.8%) 117	4,040 (10.9%) 108	5,757 (10.1%) 100
\$125K - \$150K	1,343 (8.9%) 121	2,751 (7.4%) 101	3,725 (6.5%) 88
\$150K - \$200K	1,427 (9.4%) 102	2,987 (8%) 86	4,020 (7%) 76
>\$200K	1,632 (10.8%) 86	2,788 (7.5%) 60	3,603 (6.3%) 50
Household Size			
Education			
Elementary	853 (3.5%) 33	3,163 (5.3%) 50	6,028 (6.6%) 63
High School Graduate	3,579 (14.5%) 55	11,434 (19%) 73	20,984 (23%) 88
College / Associate Degree	6,110 (24.7%) 88	17,118 (28.5%) 101	25,946 (28.5%) 101

Search Group or Attribute	3 Mile	5 Mile	7 Mile	
Bachelor Degree	8,052 (32.6%) 153	16,508 (27.5%) 129	22,368 (24.6%) 115	
Advanced Degree	6,117 (24.8%) 180	11,818 (19.7%) 143	15,717 (17.3%) 126	
Labor Force				
Marital Status				
Married	15,609 (54.7%) 110	33,989 (47.4%) 95	48,945 (44.3%) 89	
Never Married	8,862 (31.1%) 91	26,336 (36.7%) 108	42,457 (38.4%) 113	
Divorced	2,826 (9.9%) 93	7,917 (11%) 103	12,726 (11.5%) 108	
Widowed	1,223 (4.3%) 7	3,529 (4.9%) 88	6,388 (5.8%) 104	
Family Households				
Married-couple Family	7,418 (78.6%) 107	15,579 (67.7%) 92	21,885 (62.9%) 86	
Female Householder	1,796 (19%) 100	6,235 (27.1%) 143	11,022 (31.7%) 167	
Male Householder	221 (2.3%) 30	1,207 (5.2%) 67	1,875 (5.4%) 69	
Transport to Work				
Travel Time to Work				
Housing Units				
Occupied Housing Units				
Vacant Housing Units				
Value of Owner-Occupied Housing Units				
Types of Housing Units Structure				
Health Insurance				
SNAP Households				

Household Income ?

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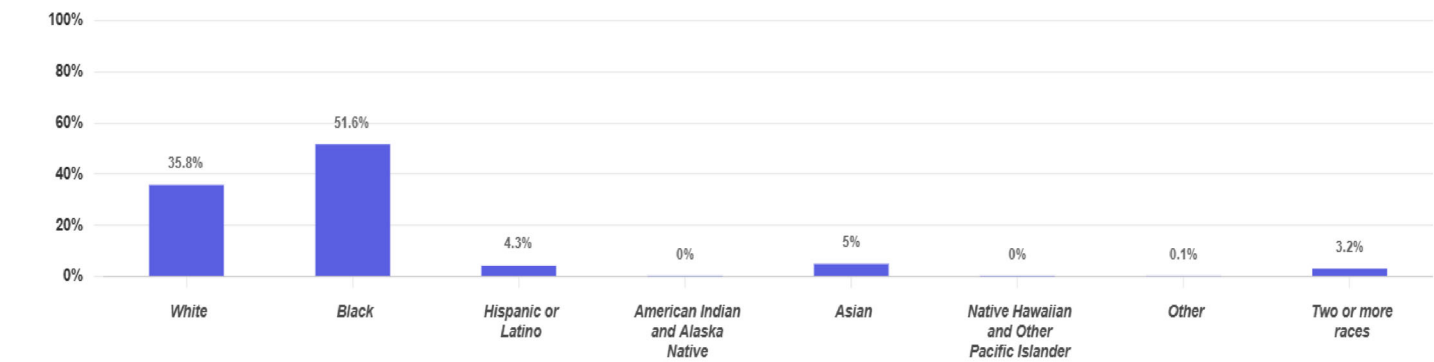


Average Income	96K
Median Income	68K

*Demographics are based on a True Trade Area capturing 70% of visits | Data source: Census 2024

Ethnicity ?

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