

Executive Summary

401 Towel Ave, Valley, Alabama, 36854
 Drive time: 20, 40, 60 minute radii

Prepared by Esri
 Latitude: 32.78093
 Longitude: -85.17191

	20 minutes	40 minutes	60 minutes
Population			
2010 Population	33,080	251,737	665,530
2020 Population	36,392	287,311	732,259
2024 Population	36,660	301,062	753,063
2029 Population	36,981	313,545	771,054
2010-2020 Annual Rate	0.96%	1.33%	0.96%
2020-2024 Annual Rate	0.17%	1.11%	0.66%
2024-2029 Annual Rate	0.17%	0.82%	0.47%
2020 Male Population	48.3%	48.4%	48.2%
2020 Female Population	51.7%	51.6%	51.8%
2020 Median Age	40.3	34.5	36.3
2024 Male Population	49.2%	49.2%	49.0%
2024 Female Population	50.8%	50.8%	51.0%
2024 Median Age	40.7	35.0	36.8

In the identified area, the current year population is 753,063. In 2020, the Census count in the area was 732,259. The rate of change since 2020 was 0.66% annually. The five-year projection for the population in the area is 771,054 representing a change of 0.47% annually from 2024 to 2029. Currently, the population is 49.0% male and 51.0% female.

Median Age

The median age in this area is 36.8, compared to U.S. median age of 39.3.

Race and Ethnicity

2024 White Alone	57.3%	58.9%	52.9%
2024 Black Alone	34.6%	29.0%	34.6%
2024 American Indian/Alaska Native Alone	0.4%	0.4%	0.4%
2024 Asian Alone	1.1%	3.7%	2.9%
2024 Pacific Islander Alone	0.0%	0.1%	0.1%
2024 Other Race	2.2%	2.7%	2.9%
2024 Two or More Races	4.4%	5.2%	6.2%
2024 Hispanic Origin (Any Race)	4.0%	5.4%	6.6%

Persons of Hispanic origin represent 6.6% of the population in the identified area compared to 19.6% 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 64.4 in the identified area, compared to 72.5 for the U.S. as a whole.

Households

2024 Wealth Index	60	70	72
2010 Households	13,074	99,080	255,992
2020 Households	14,308	113,729	286,873
2024 Households	14,511	119,624	297,754
2029 Households	14,678	124,943	308,679
2010-2020 Annual Rate	0.91%	1.39%	1.15%
2020-2024 Annual Rate	0.33%	1.20%	0.88%
2024-2029 Annual Rate	0.23%	0.87%	0.72%
2024 Average Household Size	2.48	2.45	2.46

The household count in this area has changed from 286,873 in 2020 to 297,754 in the current year, a change of 0.88% annually. The five-year projection of households is 308,679, a change of 0.72% annually from the current year total. Average household size is currently 2.46, compared to 2.48 in the year 2020. The number of families in the current year is 189,138 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units. The Gini index measures the extent to which the distribution of income or consumption among individuals or households within an economy deviates from a perfectly equal distribution. A Gini index of 0 represents perfect equality, while an index of 100 implies perfect inequality.

Source: U.S. Census Bureau. Esri forecasts for 2024 and 2029. Esri converted Census 2010 into 2020 geography and Census 2020 data.

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Mortgage Income			
2024 Percent of Income for Mortgage	18.4%	26.8%	25.5%
Median Household Income			
2024 Median Household Income	\$55,295	\$58,918	\$61,144
2029 Median Household Income	\$62,519	\$67,784	\$72,344
2024-2029 Annual Rate	2.49%	2.84%	3.42%
Average Household Income			
2024 Average Household Income	\$75,507	\$84,599	\$86,789
2029 Average Household Income	\$87,108	\$97,427	\$101,250
2024-2029 Annual Rate	2.90%	2.86%	3.13%
Per Capita Income			
2024 Per Capita Income	\$30,202	\$33,731	\$34,492
2029 Per Capita Income	\$34,940	\$38,938	\$40,714
2024-2029 Annual Rate	2.96%	2.91%	3.37%
GINI Index			
2024 Gini Index	42.8	44.4	43.4
Households by Income			

Current median household income is \$61,144 in the area, compared to \$79,068 for all U.S. households. Median household income is projected to be \$72,344 in five years, compared to \$91,442 all U.S. households.

Current average household income is \$86,789 in this area, compared to \$113,185 for all U.S. households. Average household income is projected to be \$101,250 in five years, compared to \$130,581 for all U.S. households.

Current per capita income is \$34,492 in the area, compared to the U.S. per capita income of \$43,829. The per capita income is projected to be \$40,714 in five years, compared to \$51,203 for all U.S. households.

Housing			
2024 Housing Affordability Index	143	97	99
2010 Total Housing Units	16,008	112,755	290,944
2010 Owner Occupied Housing Units	9,001	60,142	156,265
2010 Renter Occupied Housing Units	4,073	38,938	99,727
2010 Vacant Housing Units	2,934	13,675	34,952
2020 Total Housing Units	16,294	125,296	317,423
2020 Owner Occupied Housing Units	9,207	65,074	166,805
2020 Renter Occupied Housing Units	5,101	48,655	120,068
2020 Vacant Housing Units	1,941	11,500	30,587
2024 Total Housing Units	16,563	131,963	330,032
2024 Owner Occupied Housing Units	9,529	69,439	177,077
2024 Renter Occupied Housing Units	4,982	50,185	120,677
2024 Vacant Housing Units	2,052	12,339	32,278
2029 Total Housing Units	16,772	137,759	341,119
2029 Owner Occupied Housing Units	9,697	72,856	187,126
2029 Renter Occupied Housing Units	4,981	52,086	121,553
2029 Vacant Housing Units	2,094	12,816	32,440
Socioeconomic Status Index			
2024 Socioeconomic Status Index	44.8	47.2	46.7

Currently, 53.7% of the 330,032 housing units in the area are owner occupied; 36.6%, renter occupied; and 9.8% are vacant. Currently, in the U.S., 57.9% of the housing units in the area are owner occupied; 32.1% are renter occupied; and 10.0% are vacant. In 2020, there were 317,423 housing units in the area and 9.6% vacant housing units. The annual rate of change in housing units since 2020 is 0.92%. Median home value in the area is \$249,309, compared to a median home value of \$355,577 for the U.S. In five years, median value is projected to change by 5.00% annually to \$318,217.

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June 02, 2025