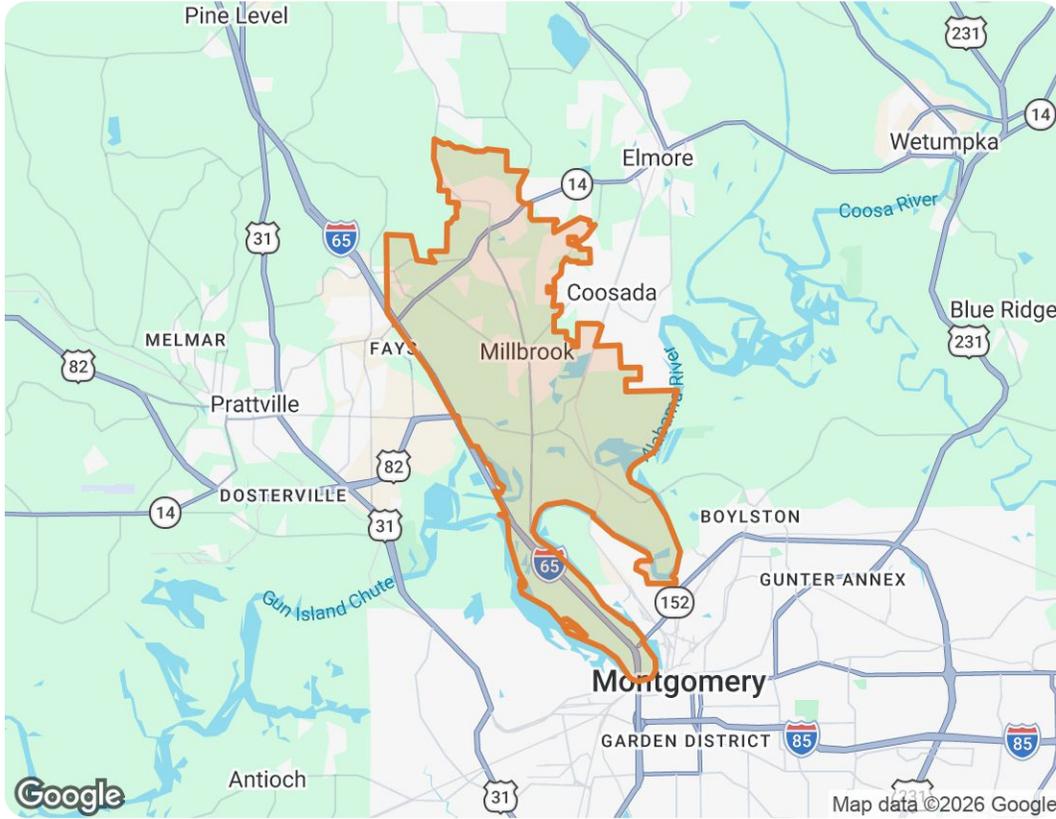


# Millbrook, AL 36054



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### LanMac Realty

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Millbrook, AL 36054



# Trade Area Summary

## Attribute Summary for Millbrook, AL 36054

Median Household Income

**\$59,049**

Source: 2024/2029 Income (Esri)

Median Age

**37.9**

Source: 2024/2029 Age: 5 Year Increments (Esri)

Total Population

**15,667**

Source: 2024 Age: 1 Year Increments (Esri)

1st Dominant Segment

**Middleburg**

Source: 2024 Tapestry Market Segmentation (Households)

## Consumer Segmentation

LIFE MODE - What are the people like that live in this area?



### Family Landscapes

Successful young families in their first homes

URBANIZATION - Where do people like this usually live?



### Semirural

The most affordable housing—in smaller towns and communities located throughout the country

Top Tapestry Segments	Middleburg	Workday Drive	Green Acres	Southern Satellites	Salt of the Earth
% of Households	2,979 (47.3%)	1,791 (28.4%)	817 (13.0%)	639 (10.1%)	67 (1.1%)
Lifestyle Group	Family Landscapes	Family Landscapes	Cozy Country Living	Rustic Outposts	Cozy Country Living
Urbanization Group	Semirural	Suburban Periphery	Rural	Rural	Rural
Residence Type	Single Family	Single Family	Single Family	Single Family ; Mobile Homes	Single Family
Household Type	Married Couples	Married Couples	Married Couples	Married Couples	Married Couples
Average Household Size	2.69	2.87	2.64	2.6	2.52
Median Age	37.6	39.5	43.8	41.6	44.3
Diversity Index	60.4	62.9	38.5	51.1	29
Median Household Income	\$83,700	\$116,800	\$103,400	\$66,600	\$78,200
Median Net Worth	\$277,100	\$579,100	\$537,400	\$240,600	\$317,400
Median Home Value	\$306,900	\$406,900	\$374,800	\$239,600	\$252,700
Homeownership	76.1%	84.8%	88%	81.1%	85.5%
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Services	Professional or Mgmt/Bus/Financial
Education	High School Diploma	Bachelor's Degree	High School Diploma	High School Diploma	High School Diploma
Preferred Activities	Spending priorities also focus on family. Enjoy hunting, fishing, bowling and baseball.	Prefer outdoor activities and sports. Family-oriented purchases and activities dominate.	Pursue physical fitness vigorously,. Active in communities and social organizations.	Go hunting, fishing. Own a pet dog.	Spending time with family is their top priority. Outdoor sports and activities.
Financial	Carry some debt; invest for future	Well insured, invest in a range of funds, high debt	Comfortable with debt, and investments.	More concerned about cost rather than brand	Prefer to conduct business in person
Media	TV and magazines provide entertainment and information	Connected, with a host of wireless devices	Provided by satellite service, radio and television	Obtain most of their information from TV	Satellite dishes and high speed internet through DSL
Vehicle	Like to drive trucks, SUVs, or motorcycles	Own 2+ vehicles (minivans, SUVs)	Late model trucks SUVs, ATVs and motorcycles	Own 1 or 2 vehicles likely a truck	Own truck, ATV



## Consumer Segment Details

About this segment

### Middleburg

Ranked

**1st**

dominant segment  
for this area

In this area

**47.3%**

of households fall  
into this segment

In the United States

**3.1%**

of households fall  
into this segment

## Who Are They?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, as the housing boom spread beyond large metropolitan cities. Residents are traditional, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

## Neighborhood

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes.
- Affordable housing, median value of \$175,000 with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

## Socioeconomic Traits

- Education: 65% with a high school diploma or some college.
- Labor force participation typical of a younger population at 66.7%.
- Traditional values are the norm here, faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

## Market Profile

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

## Consumer Segment Details

About this segment

### Workday Drive

Ranked

**2nd**

dominant segment  
for this area

In this area

**28.4%**

of households fall  
into this segment

In the United States

**3.1%**

of households fall  
into this segment

## Who Are They?

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

## Socioeconomic Traits

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; 2 out of 3 households include 2+ workers.
- Connected, with a host of wireless devices, anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first and second mortgages and auto loans.

## Neighborhood

- Workday Drive residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s, 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68%, and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county

## Market Profile

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions, movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

## Consumer Segment Details

About this segment

### Green Acres

Ranked

**3rd**

dominant segment  
for this area

In this area

**13.0%**

of households fall  
into this segment

In the United States

**3.3%**

of households fall  
into this segment

## Who Are They?

The Green Acres lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

## Neighborhood

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

## Socioeconomic Traits

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8%.
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

## Market Profile

- Purchasing choices reflect Green Acres residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- Green Acres residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

## Consumer Segment Details

About this segment

### Southern Satellites

Ranked

**4th**

dominant segment  
for this area

In this area

**10.1%**

of households fall  
into this segment

In the United States

**3.1%**

of households fall  
into this segment

## Who Are They?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

## Neighborhood

- About 78% of households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households.
- Most are single-family homes (67%), with a number of mobile homes.
- Most housing units were built in 1970 or later.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common.

## Socioeconomic Traits

- Education: almost 40% have a high school diploma only; 45% have college education.
- Labor force participation rate is 59.1%, slightly lower than the US.
- These consumers are more concerned about cost rather than quality or brand loyalty.
- They tend to be somewhat late in adapting to technology.
- They obtain a disproportionate amount of their information from TV, compared to other media.

## Market Profile

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

## Consumer Segment Details

About this segment

### Salt of the Earth

Ranked

**5th**

dominant segment  
for this area

In this area

**1.1%**

of households fall  
into this segment

In the United States

**2.8%**

of households fall  
into this segment

## Who Are They?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary but seek face-to-face contact in their routine activities.

## Neighborhood

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana. Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries. Homeownership rates are very high. Single-family homes are affordable, valued at 25% less than the national market. Nearly two in three households are composed of married couples; less than half have children at home.

## Socioeconomic Traits

- Steady employment in construction, manufacturing, and related service industries.
- Completed education: 40% with a high school diploma only.
- Household income just over the national median, while net worth is nearly double the national median.
- Spending time with family is their top priority.
- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.
- Last to buy the latest and greatest products.
- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

## Market Profile

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular. To support their pastimes, truck ownership is high; many also own an ATV. They own the equipment to maintain their lawns and tend to their vegetable gardens. Residents often tackle home remodeling and improvement jobs themselves. Due to their locale, they own satellite dishes, and have access to high-speed internet connections like DSL. These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

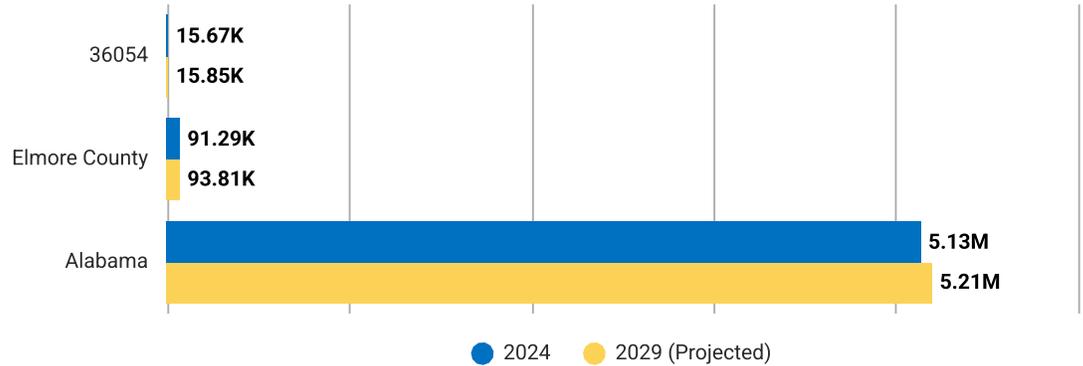
# Population

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

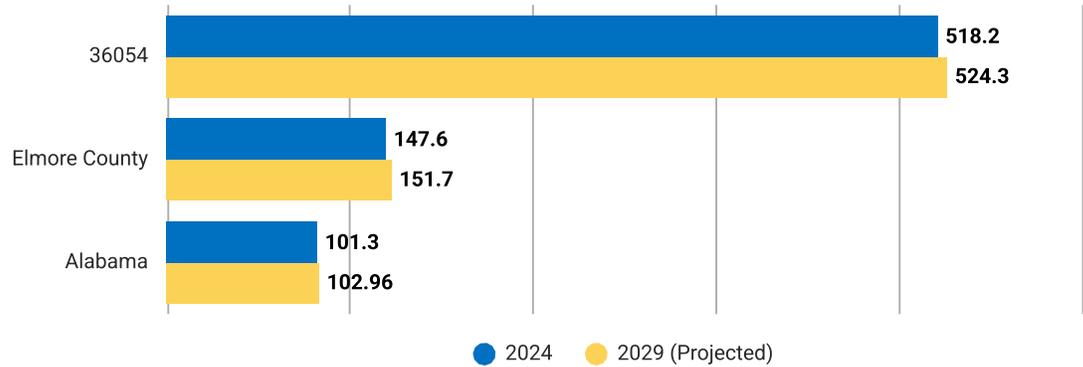
## Total Population

This chart shows the total population in an area, compared with other geographies.



## Population Density

This chart shows the number of people per square mile in an area, compared with other geographies.



## Total Daytime Population

This chart shows the number of people who are present in an area during normal business hours, including workers, and compares that population to other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



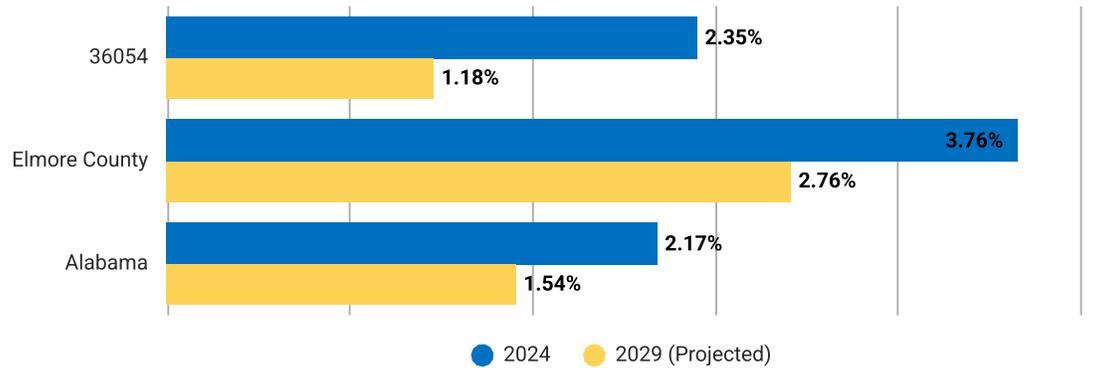
## Daytime Population Density

This chart shows the number people who are present in an area during normal business hours, including workers, per square mile in an area, compared with other geographies. Daytime population is in contrast to the "resident" population present during evening and nighttime hours.



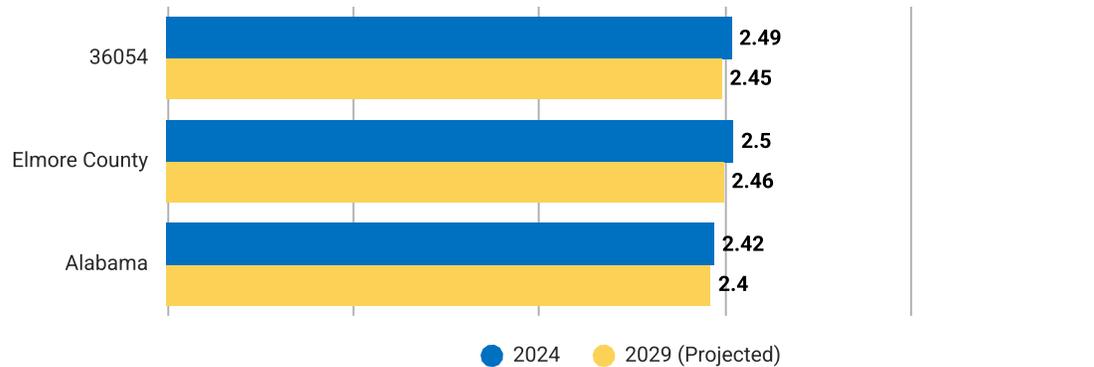
## Population Change Since 2020

This chart shows the percentage change in area's population from 2020 to 2024, compared with other geographies.



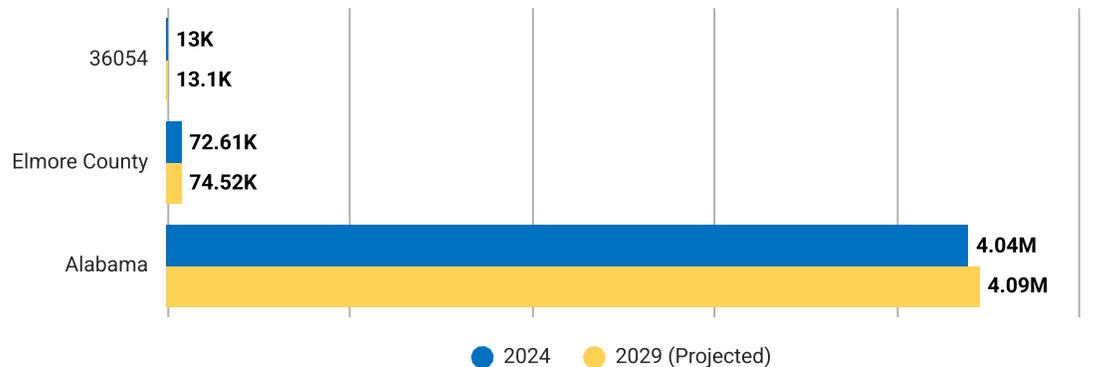
## Average Household Size

This chart shows the average household size in an area, compared with other geographies.



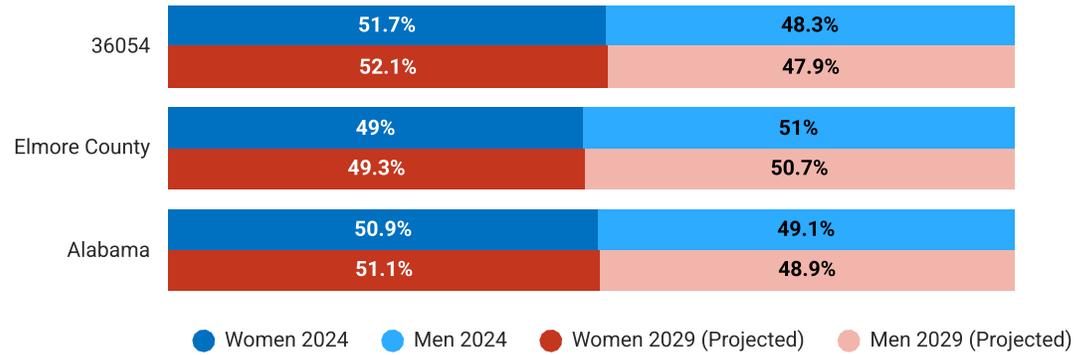
## Population Living in Family Households

This chart shows the percentage of an area's population that lives in a household with one or more individuals related by birth, marriage or adoption, compared with other geographies.



## Female / Male Ratio

This chart shows the ratio of females to males in an area, compared with other geographies.



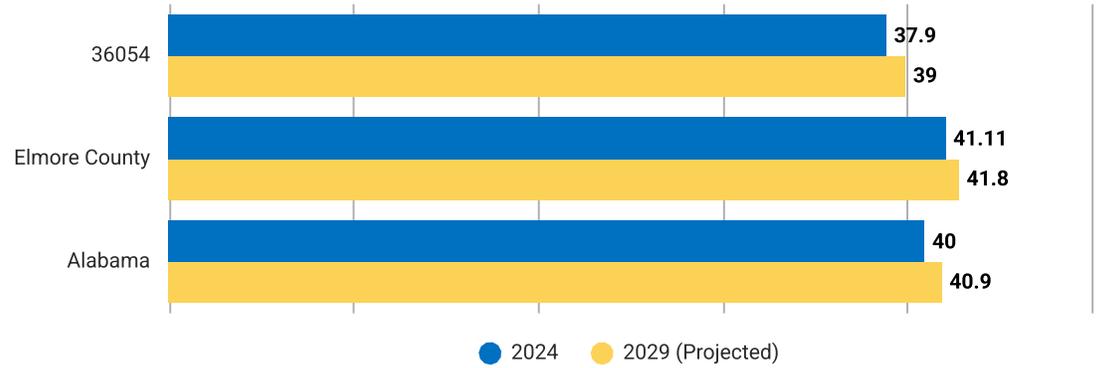
## Age

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

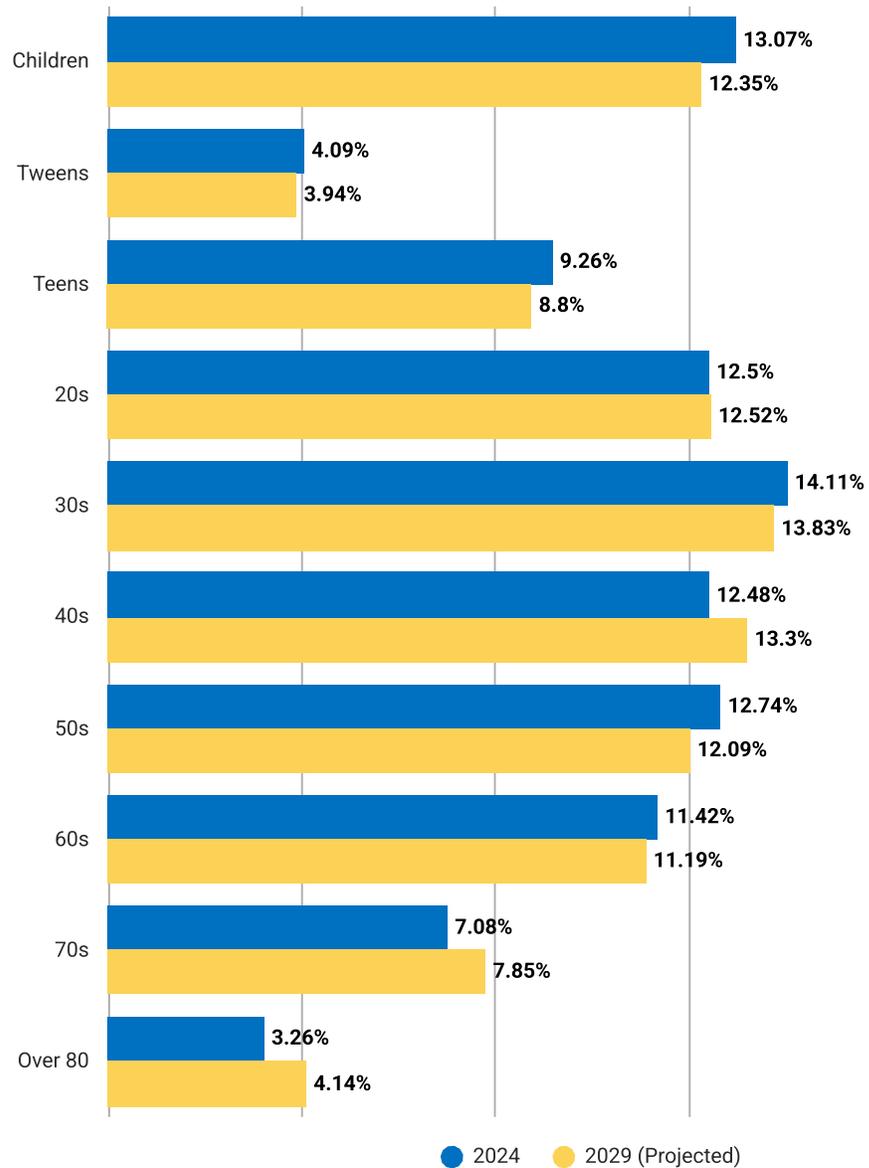
## Median Age

This chart shows the median age in an area, compared with other geographies.



## Population by Age

This chart breaks down the population of an area by age group.



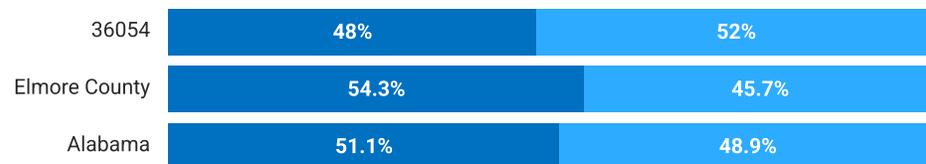
## Married

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

### Married / Unmarried Adults Ratio

This chart shows the ratio of married to unmarried adults in an area, compared with other geographies.



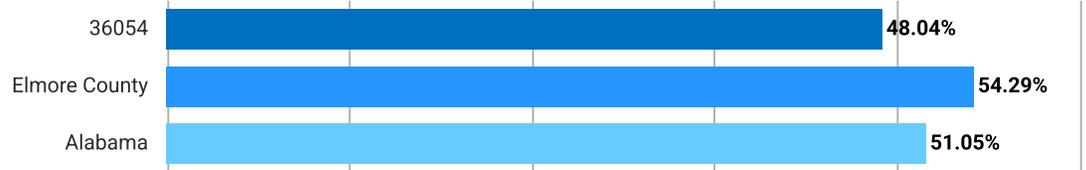
## Never Married

This chart shows the number of people in an area who have never been married, compared with other geographies.



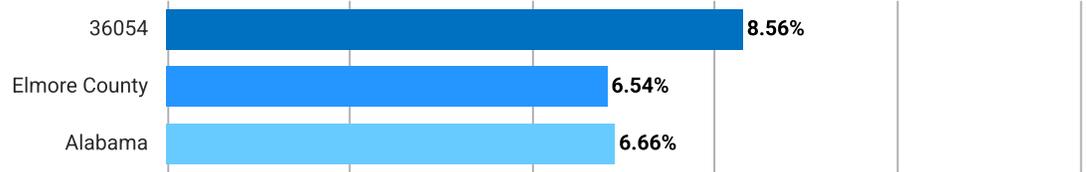
## Married

This chart shows the number of people in an area who are married, compared with other geographies.



## Widowed

This chart shows the number of people in an area who are widowed, compared with other geographies.



## Divorced

This chart shows the number of people in an area who are divorced, compared with other geographies.



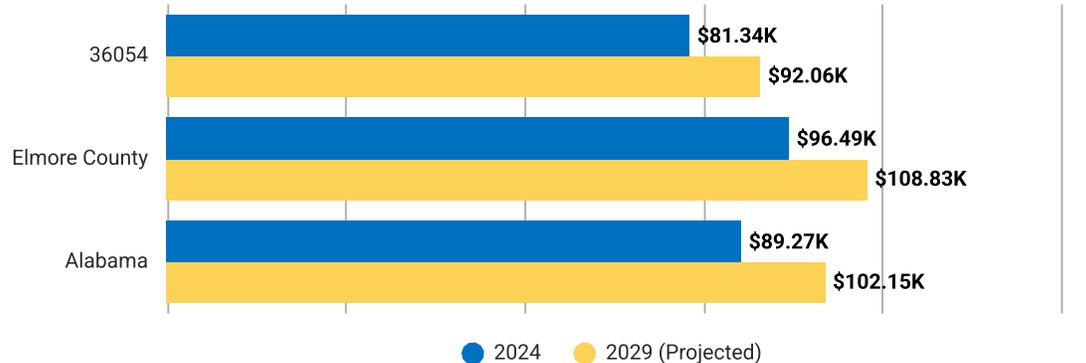
## Income

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

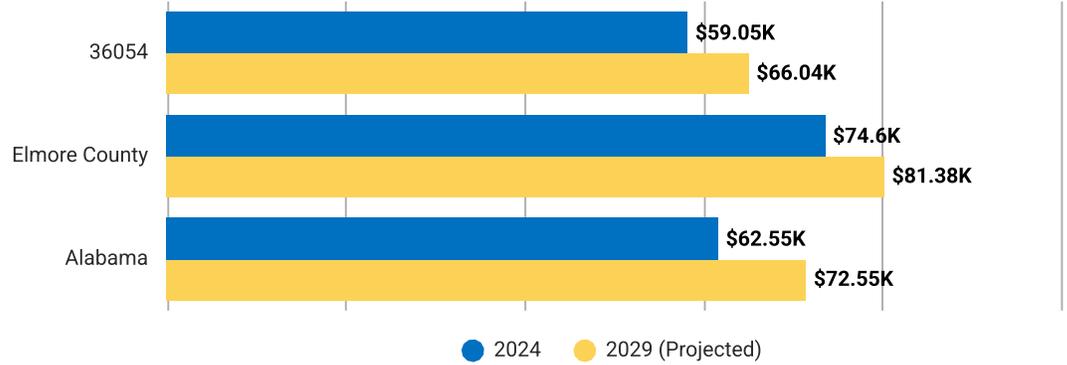
### Average Household Income

This chart shows the average household income in an area, compared with other geographies.



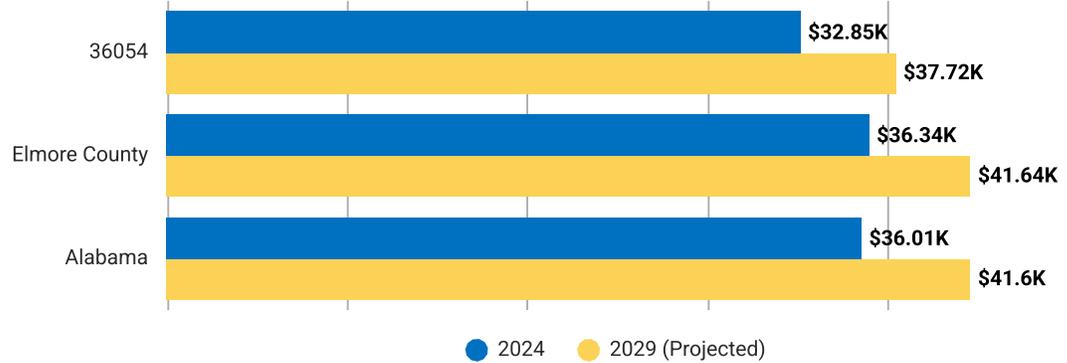
## Median Household Income

This chart shows the median household income in an area, compared with other geographies.



## Per Capita Income

This chart shows per capita income in an area, compared with other geographies.



## Average Disposable Income

This chart shows the average disposable income in an area, compared with other geographies.



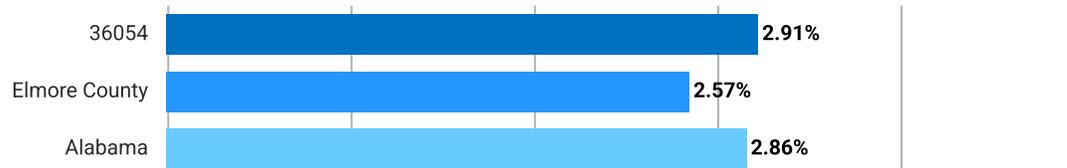
## Education

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

### Less than 9th Grade

This chart shows the percentage of people in an area who have less than a ninth grade education, compared with other geographies.



## Some High School

This chart shows the percentage of people in an area whose highest educational achievement is some high school, without graduating or passing a high school GED test, compared with other geographies.



## High School GED

This chart shows the percentage of people in an area whose highest educational achievement is passing a high school GED test, compared with other geographies.



## High School Graduate

This chart shows the percentage of people in an area whose highest educational achievement is high school, compared with other geographies.



## Some College

This chart shows the percentage of people in an area whose highest educational achievement is some college, without receiving a degree, compared with other geographies.



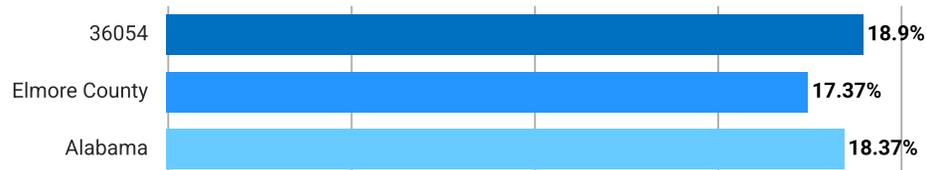
## Associate Degree

This chart shows the percentage of people in an area whose highest educational achievement is an associate degree, compared with other geographies.



## Bachelor's Degree

This chart shows the percentage of people in an area whose highest educational achievement is a bachelor's degree, compared with other geographies.



## Grad/Professional Degree

This chart shows the percentage of people in an area whose highest educational achievement is a graduate or professional degree, compared with other geographies.



## Economy

### Unemployment Number

This chart shows the number of civilian unemployed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



### Employment Number

This chart shows the number of civilian employed people in an area, compared with other geographies.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually

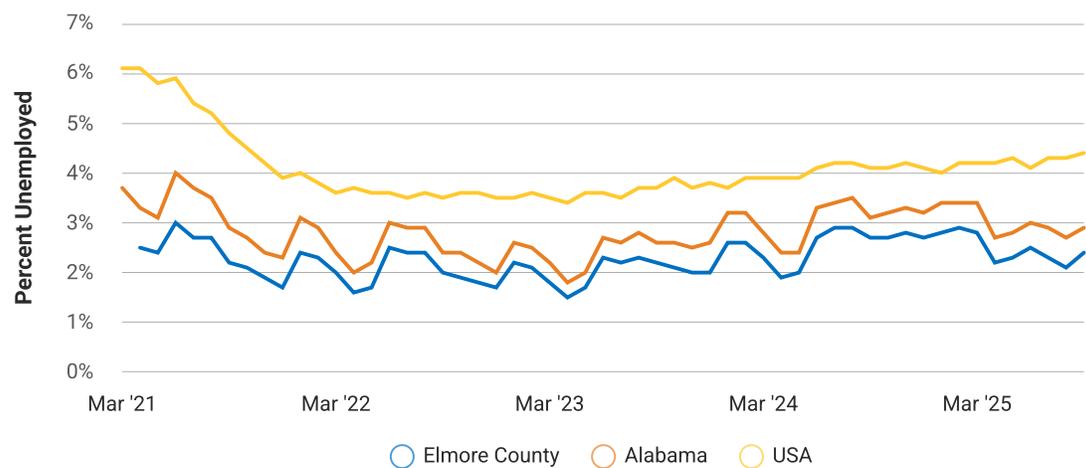


### Unemployment Rate

This chart shows the unemployment trend in the area of your search. The unemployment rate is an important driver behind the housing market.

Source: Bureau of Labor Statistics

Update Frequency: Monthly

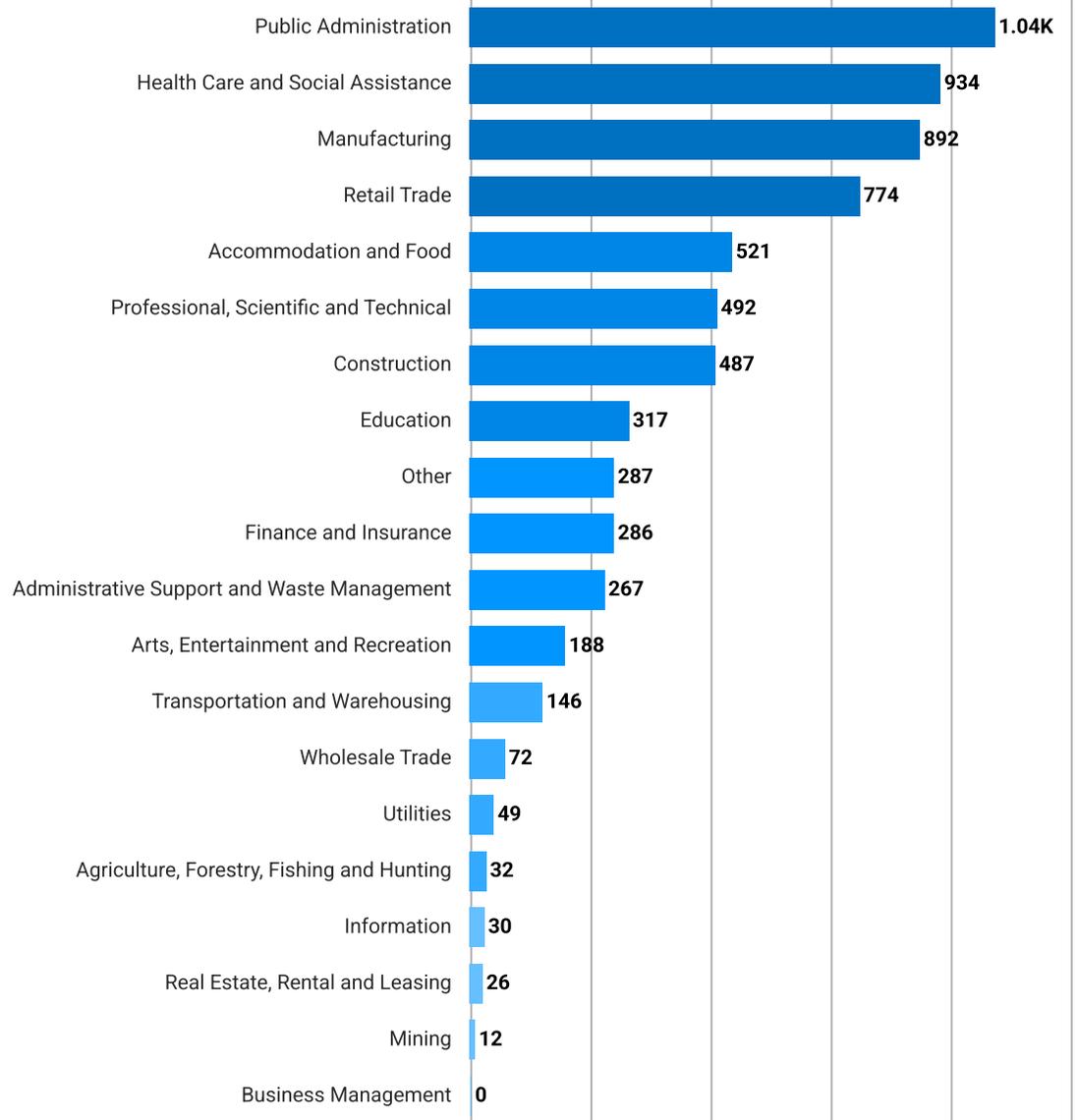


## Employment Count by Industry

This chart shows industries in an area and the number of people employed in each category.

Source: Bureau of Labor Statistics via Esri, 2024

Update Frequency: Annually



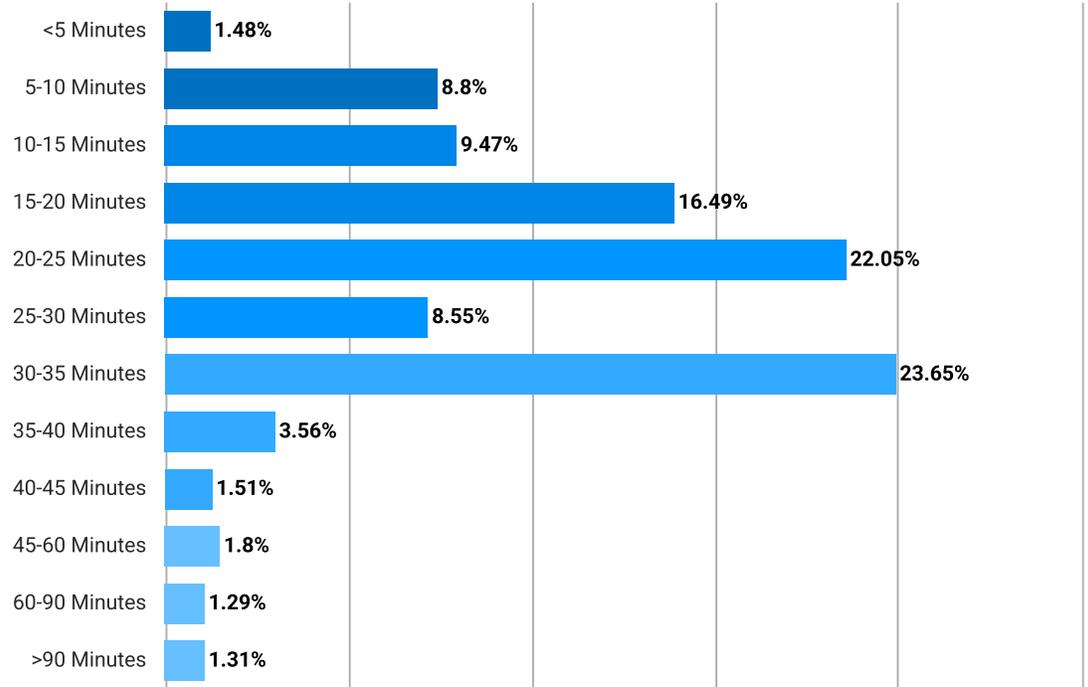
# Commute to Work

## Average Commute Time

This chart shows average commute times to work, in minutes, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually

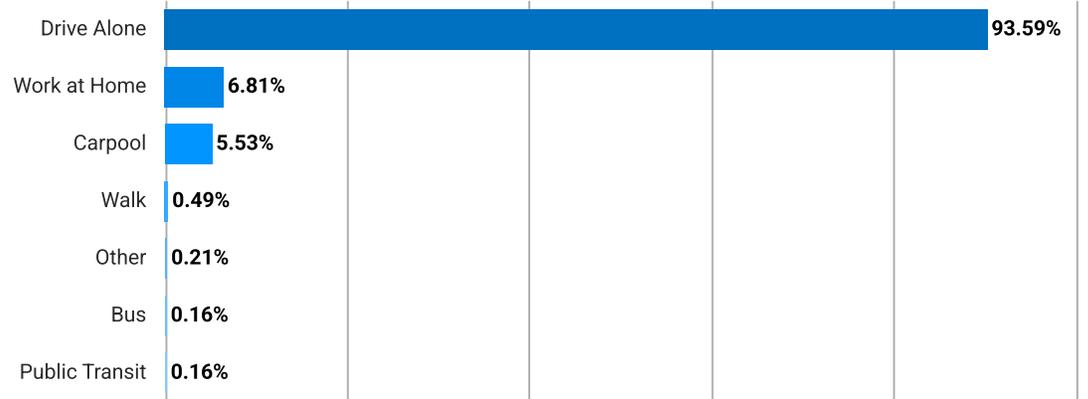


## How People Get to Work

This chart shows the types of transportation that residents of the area you searched use for their commute, by percentage of an area's population.

Source: U.S. Census American Community Survey via Esri, 2024

Update Frequency: Annually



# Home Values

## Median Estimated Home Value

This chart displays property estimates for an area and a subject property, where one has been selected. Estimated home values are generated by a valuation model and are not formal appraisals.

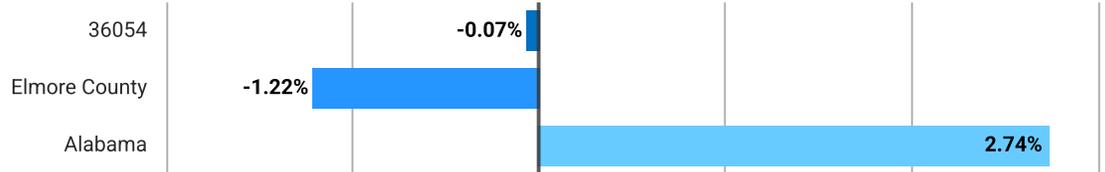


Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

## 12 mo. Change in Median Estimated Home Value

This chart shows the 12-month change in the estimated value of all homes in this area, the county and the state. Estimated home values are generated by a valuation model and are not formal appraisals.



Source: Valuation calculations based on public records and MLS sources where licensed

Update Frequency: Monthly

## Median Listing Price

This chart displays the median listing price for homes in this area, the county, and the state.

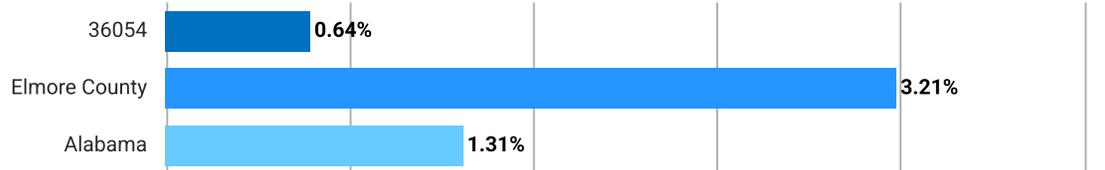


Source: Listing data

Update Frequency: Monthly

## 12 mo. Change in Median Listing Price

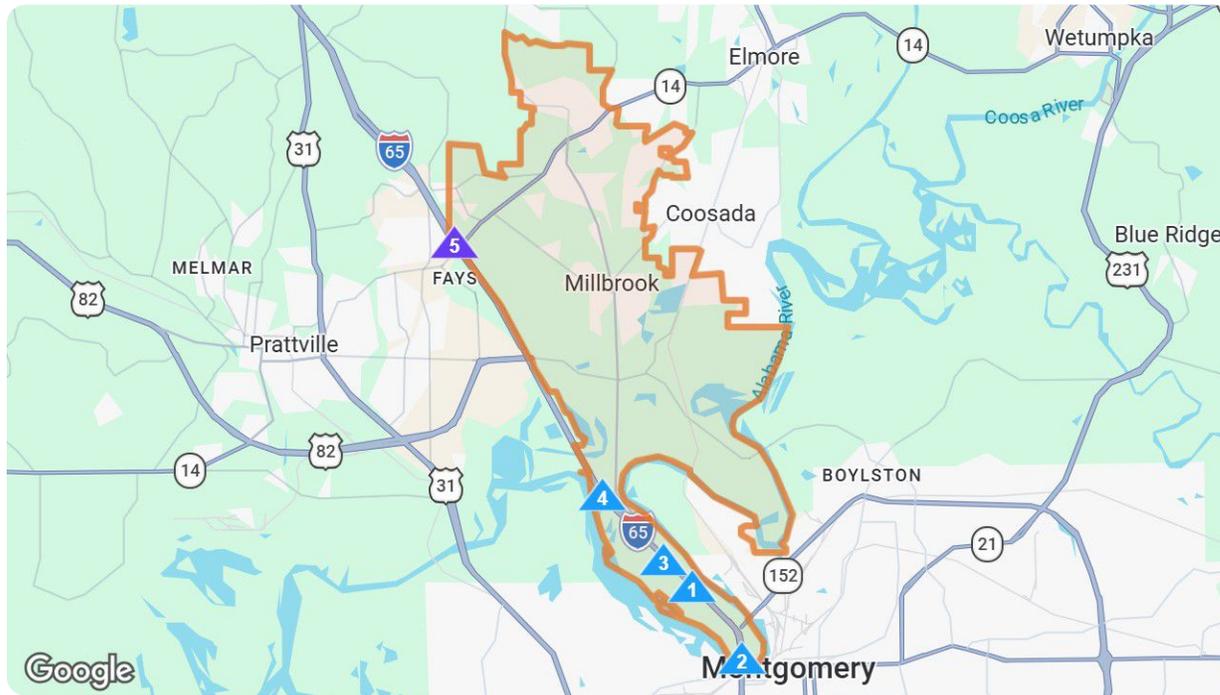
This chart displays the 12-month change in the median listing price of homes in this area, and compares it to the county and state.



Source: Listing data

Update Frequency: Monthly

# Traffic Counts



### Daily Traffic Counts

- ▲ Up to 6,000 / day
- ▲ 6,001 - 15,000
- ▲ 15,001 - 30,000
- ▲ 30,001 - 50,000
- ▲ 50,001 - 100,000
- ▲ Over 100,000 / day

## Traffic Counts by Highest Traffic Count

### 1 91,105

I 65;US 82

2025 Est. daily traffic counts

Cross: -  
Cross Dir: -  
Distance: -

#### Historical counts

Year	▲ Count	Type
2019	▲ 86,518	AADT
2018	▲ 88,974	AADT

### 2 86,524

I 65;US 82

2025 Est. daily traffic counts

Cross: Northern Blvd  
Cross Dir: N  
Distance: 0.35 miles

#### Historical counts

Year	▲ Count	Type
2021	▲ 86,324	AADT
2020	▲ 86,324	AADT
2019	▲ 90,501	AADT
2018	▲ 80,994	AADT
2014	▲ 78,840	AADT

### 3 75,219

I- 65

2025 Est. daily traffic counts

Cross: Northern Blvd  
Cross Dir: SE  
Distance: 1.86 miles

#### Historical counts

Year	▲ Count	Type
2009	▲ 64,540	AADT
2008	▲ 63,840	AADT
2007	▲ 70,460	AADT
2006	▲ 69,490	AADT
2005	▲ 69,190	AADT

### 4 66,964

I- 65

2025 Est. daily traffic counts

Cross: Northern Blvd  
Cross Dir: SE  
Distance: 3.46 miles

#### Historical counts

Year	▲ Count	Type
2009	▲ 57,350	AADT
2008	▲ 56,730	AADT
2007	▲ 62,620	AADT
2006	▲ 61,760	AADT
2005	▲ 62,070	AADT

### 5 44,662

I 65

2025 Est. daily traffic counts

Cross: State Hwy14  
Cross Dir: SE  
Distance: 0.28 miles

#### Historical counts

Year	▲ Count	Type
2021	▲ 45,619	AADT
2020	▲ 45,619	AADT
2014	▲ 40,140	AADT
2009	▲ 36,630	AADT
2008	▲ 36,230	AADT

AADT - Annual Average Daily Traffic

ADT - Average Daily Traffic

AWDT - Average Weekly Daily Traffic

NOTE: Daily Traffic Counts are a mixture of actual and estimates

## About RPR

- RPR® is the nation's largest property database, exclusively for REALTORS®. It empowers REALTORS® to help buyers and sellers make informed decisions, backed by a real estate database covering more than 160 million residential and commercial properties in the United States.
- RPR is a wholly owned subsidiary of the National Association of REALTORS® and a member benefit to REALTORS®.
- RPR's data sources range from MLSs and county-level tax and assessment offices, to the U.S. Census and FEMA, to specialty data set providers such as Esri (consumer data), Niche (school information) and Precisely (geographic boundaries).

## Learn More

For more information about RPR, please visit RPR's public website: <https://blog.narrpr.com>



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