Graphic Profile

2010-2020 Census, 2023 Estimates with 2028 Projections
Calculated using Weighted Block Centroid from Block Groups
BROOK HIGHLAND PLAZA

Lat/Lon: 33.4208/-86.6828

5291 US-280 Birmingham, AL 35242	1 mi radius	3 mi radius	5 mi radius
Population			
Estimated Population (2023)	8,301	40,494	85,260
Projected Population (2028)	8,398	41,014	86,239
Census Population (2020)	8,355	39,653	83,940
Census Population (2010)	7,252	34,495	72,953
Projected Annual Growth (2023-2028)	97 0.2%	520 0.3%	979 0.2%
Historical Annual Growth (2020-2023)	-54 -0.2%	841 0.7%	1,320 0.5%
Historical Annual Growth (2010-2020)	1,103 1.5%	5,158 1.5%	10,986 1.5%
Estimated Population Density (2023)	2,644 psm	1,433 psm	1,086 psm
Trade Area Size	3.1 sq mi	28.3 sq mi	78.5 sq mi

Race and Ethnicity (2023)						
Not Hispanic or Latino Population	7,856	94.6%	39,100	96.6%	82,385	96.6%
White	5,591	71.2%	30,935	79.1%	67,628	82.1%
Black or African American	1,610	20.5%	5,625	14.4%	9,972	12.1%
American Indian or Alaska Native	5	-	23	-	53	-
Asian	515	6.5%	1,900	4.9%	3,410	4.1%
Hawaiian or Pacific Islander	1	-	9	-	15	-
Other Race	10	0.1%	38	-	90	0.1%
Two or More Races	124	1.6%	571	1.5%	1,218	1.5%
Hispanic or Latino Population	445	5.4%	1,394	3.4%	2,875	3.4%
White	77	17.2%	304	21.8%	625	21.7%
Black or African American	15	3.3%	57	4.1%	110	3.8%
American Indian or Alaska Native	11	2.5%	32	2.3%	62	2.2%
Asian	3	0.7%	4	0.3%	6	0.2%
Hispanic Hawaiian or Pacific Islander	-	-	2	0.1%	3	0.1%
Other Race	150	33.6%	339	24.3%	694	24.2%
Two or More Races	189	42.5%	656	47.1%	1,375	47.8%

Legend: White | Black or African American | American Indian or Alaskan Native | Asian | Hawaiian or Pacific Islander | Other Race | 2+ Races

1 mi radius: 68.3% / 19.6%
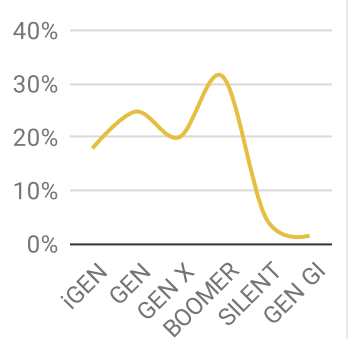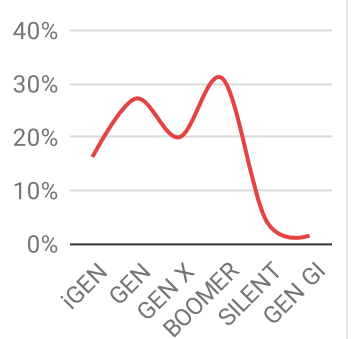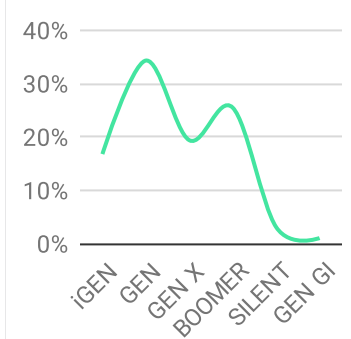3 mi radius: 77.1% / 14.0%
5 mi radius: 80.1% / 11.8%

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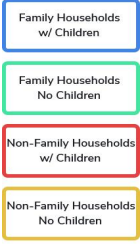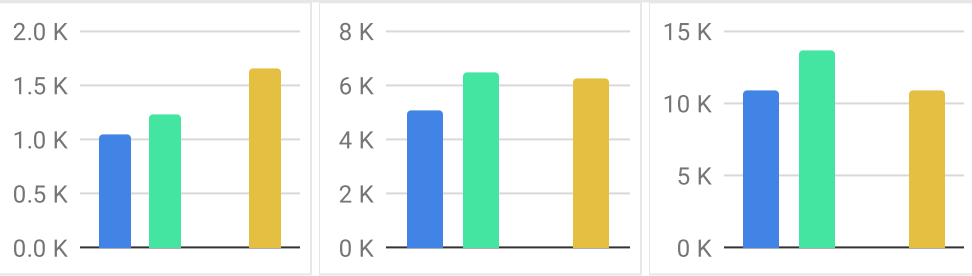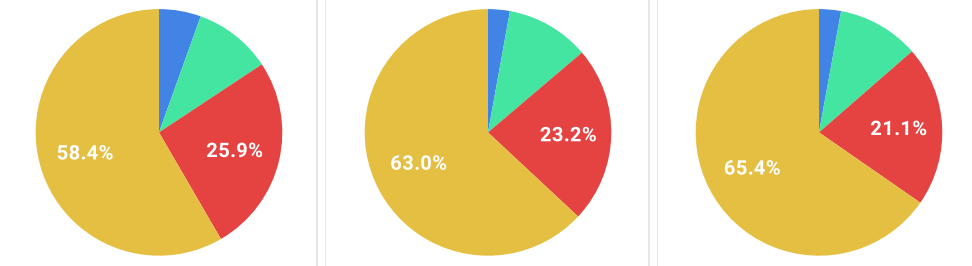BROOK HIGHLAND PLAZA

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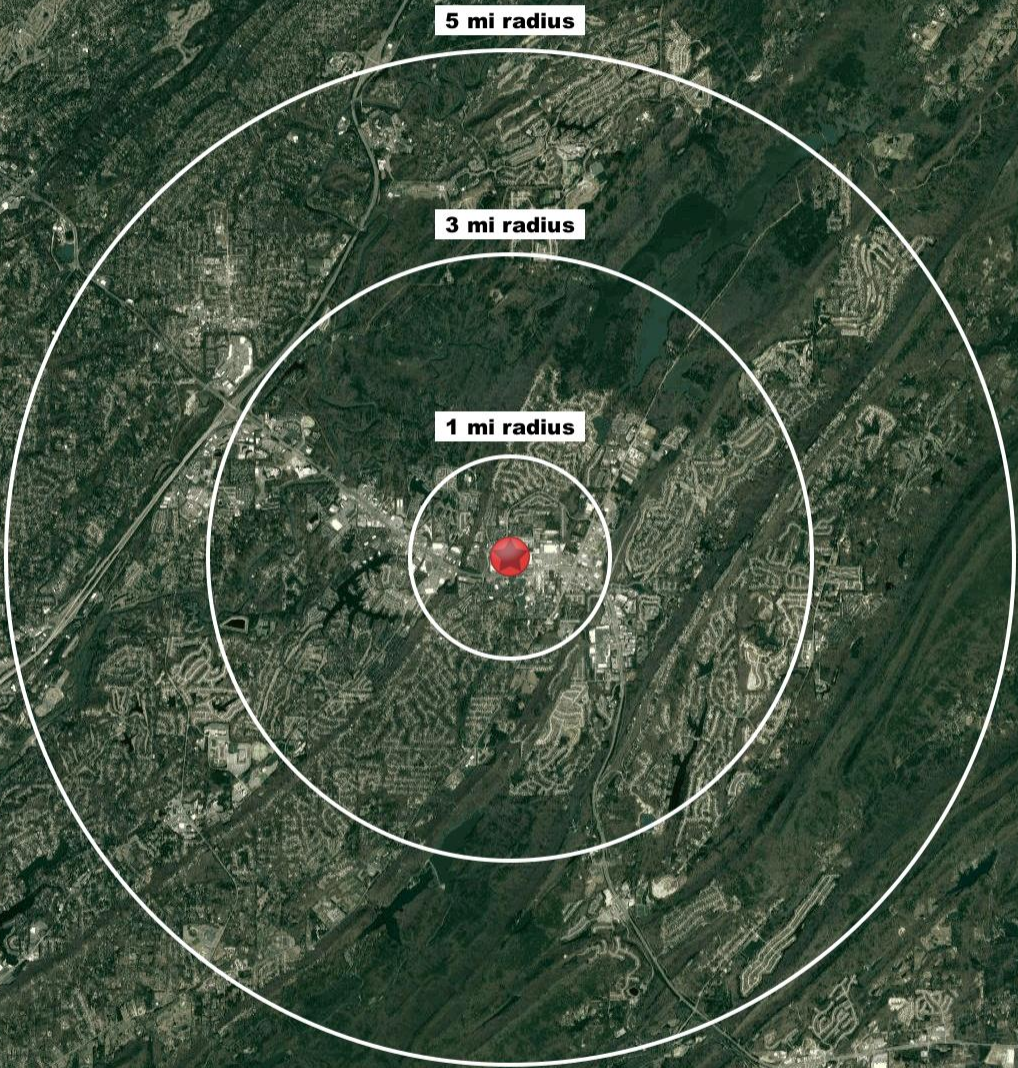| 5291 US-280 Birmingham, AL 35242	1 mi radius		3 mi radius		5 mi radius	
Age Distribution (2023)						
Age Under 5 Years	396	4.8%	1,734	4.3%	4,194	4.9%
Age 5 to 9 Years	467	5.6%	2,169	5.4%	5,185	6.1%
Age 10 to 14 Years	528	6.4%	2,661	6.6%	5,822	6.8%
Age 15 to 19 Years	567	6.8%	2,521	6.2%	5,143	6.0%
Age 20 to 24 Years	852	10.3%	2,885	7.1%	4,860	5.7%
Age 25 to 29 Years	861	10.4%	3,226	8.0%	5,868	6.9%
Age 30 to 34 Years	567	6.8%	2,372	5.9%	5,208	6.1%
Age 35 to 39 Years	501	6.0%	2,430	6.0%	5,458	6.4%
Age 40 to 44 Years	531	6.4%	2,713	6.7%	5,699	6.7%
Age 45 to 49 Years	576	6.9%	2,927	7.2%	5,843	6.9%
Age 50 to 54 Years	609	7.3%	3,095	7.6%	6,313	7.4%
Age 55 to 59 Years	508	6.1%	2,806	6.9%	6,042	7.1%
Age 60 to 64 Years	408	4.9%	2,616	6.5%	5,746	6.7%
Age 65 to 69 Years	360	4.3%	2,299	5.7%	4,861	5.7%
Age 70 to 74 Years	228	2.7%	1,685	4.2%	3,721	4.4%
Age 75 to 79 Years	145	1.7%	1,094	2.7%	2,473	2.9%
Age 80 to 84 Years	111	1.3%	659	1.6%	1,541	1.8%
Age 85 Years or Over	86	1.0%	603	1.5%	1,283	1.5%
Median Age	34.6		39.8		40.3	
Generation (2023)						
iGeneration (Age Under 15 Years)	1,392	16.8%	6,564	16.2%	15,201	17.8%
Generation 9/11 Millennials (Age 15 to 34 Years)	2,847	34.3%	11,003	27.2%	21,079	24.7%
Gen Xers (Age 35 to 49 Years)	1,608	19.4%	8,069	19.9%	16,999	19.9%
Baby Boomers (Age 50 to 74 Years)	2,114	25.5%	12,501	30.9%	26,683	31.3%
Silent Generation (Age 75 to 84 Years)	256	3.1%	1,753	4.3%	4,014	4.7%
G.I. Generation (Age 85 Years or Over)	86	1.0%	603	1.5%	1,283	1.5%

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Household Type (2023)						
Total Households	3,942		17,787		35,527	
Family Households	2,293	58.2%	11,565	65.0%	24,578	69.2%
Family Households with Children	1,053	45.9%	5,088	44.0%	10,947	44.5%
Family Households No Children	1,239	54.1%	6,477	56.0%	13,631	55.5%
Non-Family Households	1,649	41.8%	6,221	35.0%	10,949	30.8%
Non-Family Households with Children	3	0.2%	4	-	6	-
Non-Family Households No Children	1,647	99.8%	6,217	99.9%	10,943	99.9%

Legend: Family Households w/ Children; Family Households No Children; Non-Family Households w/ Children; Non-Family Households No Children

	1 mi radius		3 mi radius		5 mi radius	
Education Attainment (2023)						
Elementary or Some High School	301	5.5%	814	2.9%	1,725	2.9%
High School Graduate	561	10.2%	3,121	10.9%	6,439	10.7%
Some College or Associate Degree	1,423	25.9%	6,605	23.2%	12,646	21.1%
Bachelor or Graduate Degree	3,205	58.4%	17,984	63.0%	39,247	65.4%

Legend: Elementary or Some High School; High School Graduate; Some College or Associate Degree; Bachelor or Graduate Degree

	1 mi radius		3 mi radius		5 mi radius	
Household Income (2023)						
Estimated Average Household Income	$125,505		$158,096		$166,377	
Estimated Median Household Income	$89,242		$108,733		$121,496	
HH Income Under $10,000	165	4.2%	674	3.8%	1,168	3.3%
HH Income $10,000 to $34,999	602	15.3%	1,861	10.5%	3,425	9.6%
HH Income $35,000 to $49,999	474	12.0%	1,616	9.1%	2,634	7.4%
HH Income $50,000 to $74,999	588	14.9%	2,382	13.4%	4,748	13.4%
HH Income $75,000 to $99,999	373	9.5%	2,215	12.5%	4,036	11.4%
HH Income $100,000 to $149,999	675	17.1%	3,062	17.2%	6,098	17.2%
HH Income $150,000 or More	1,064	27.0%	5,978	33.6%	13,419	37.8%

5 mi radius

3 mi radius

1 mi radius