

UNDERSTANDING THE CITY OF MONTGOMERY, ALABAMA



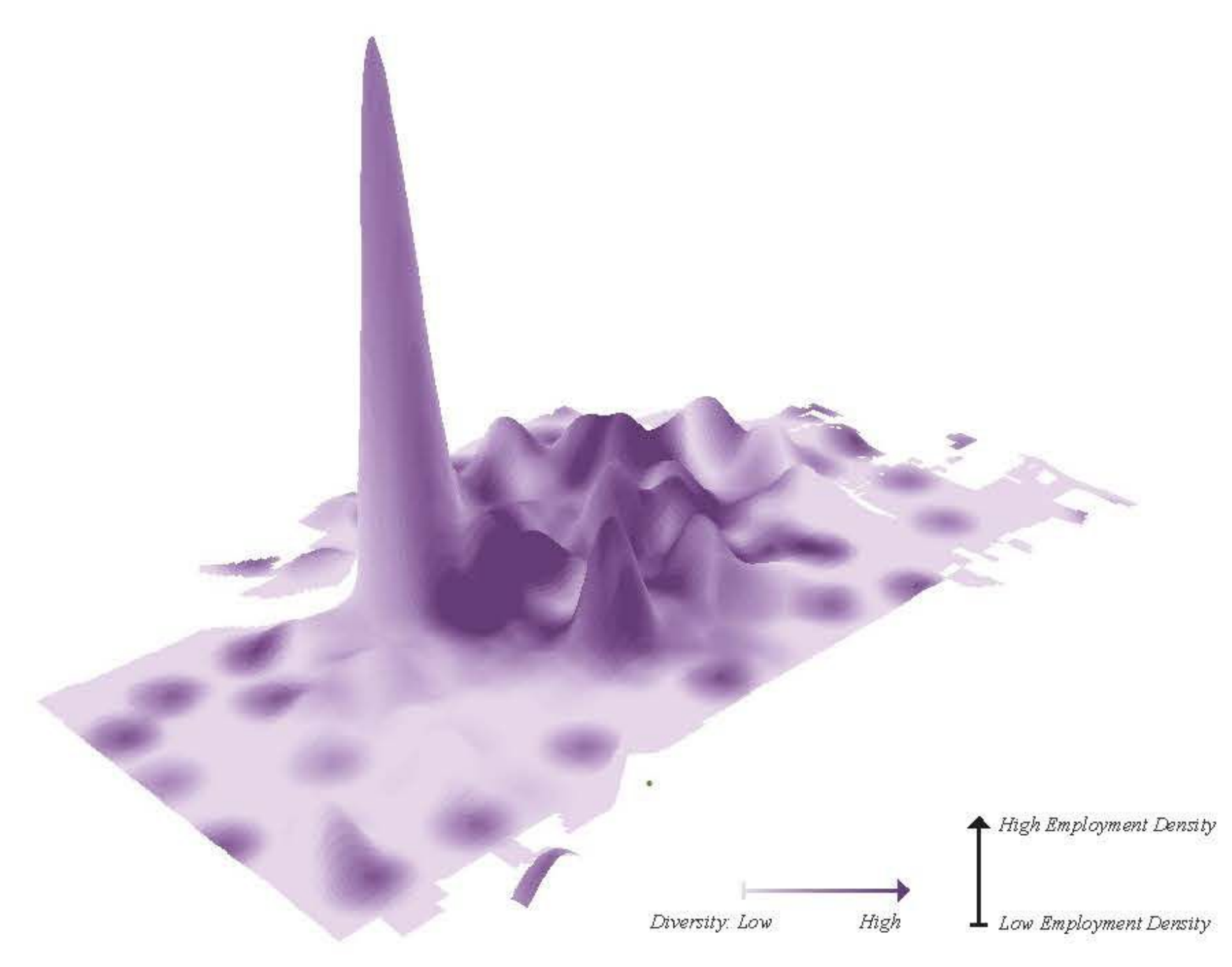
DEMOGRAPHIC AND ECONOMIC ANALYSIS

Population Density x Owner-Occupancy



It appears as though the denser areas in Montgomery have lower rates of home ownership. With this information it can be inferred that high-density, urban areas have more apartment homes and other housing contract types. The less dense areas are more suburban and are likely to attract more people who want and can afford their own homes.

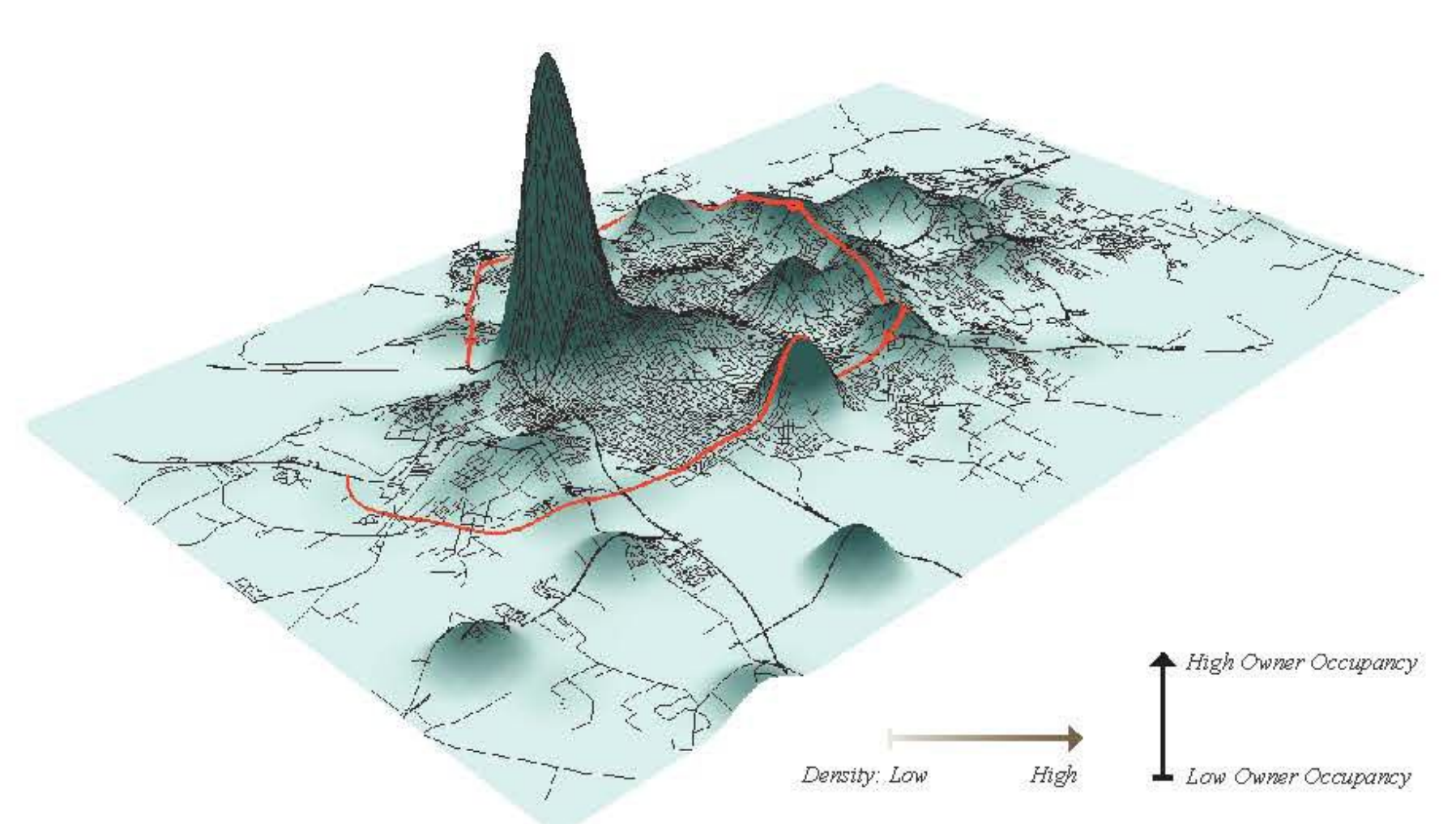
Diversity Index* x Employment



Areas with the most employment opportunities seem to be in more diverse areas, near the center of the city, the central business district. It should also be noted that universities and hospitals--as well as employers that have a diverse employee base--are also located in these places. The outer limits of the city are much less diverse and also have fewer employment opportunities.

*Diversity index: quantitatively measures the different types of people in the block group

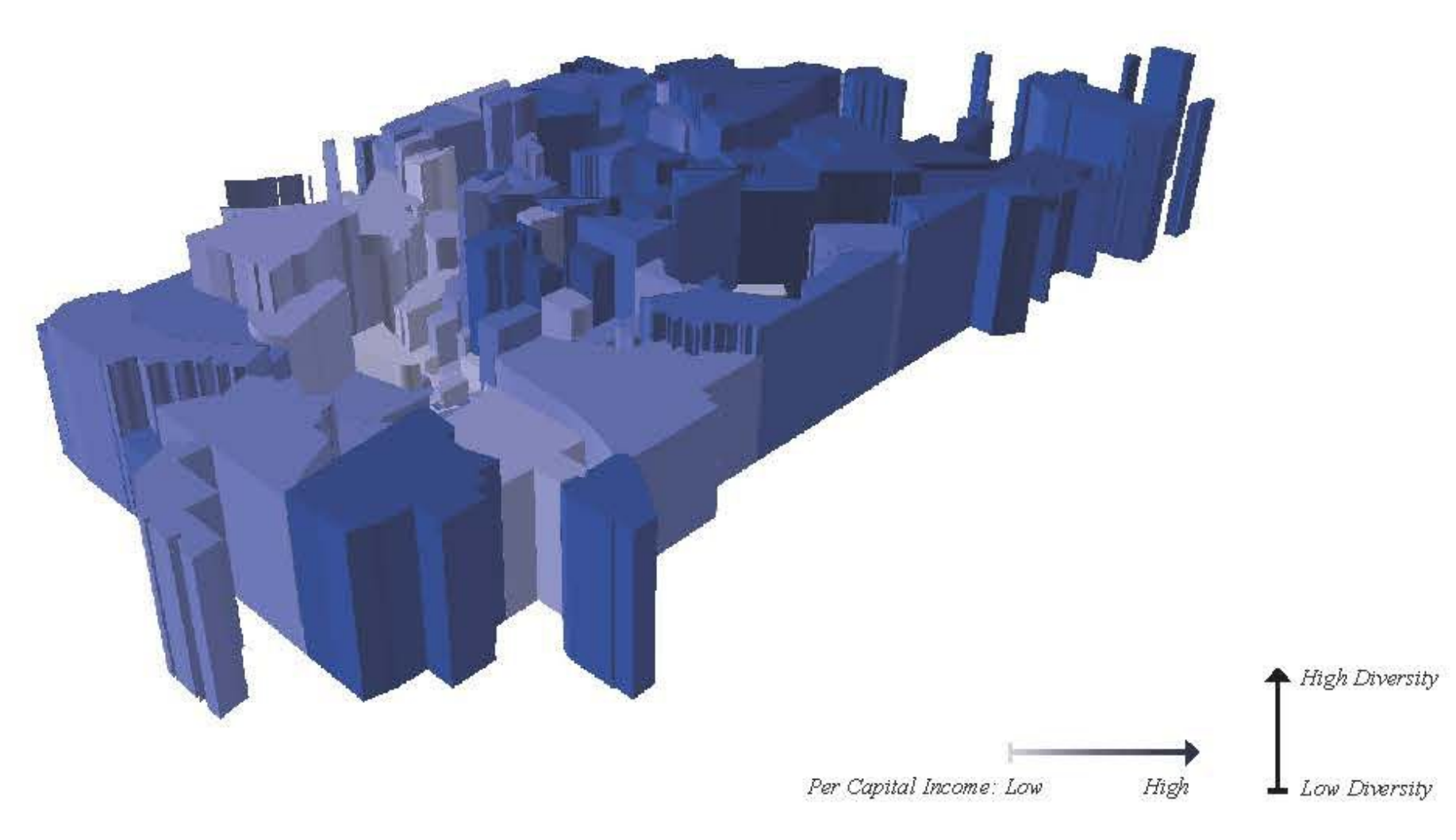
Employment Density*



Most pockets of employment exist along the major parameter roadway. It is likely that these employment centers grew as a result of access to vehicular transportation.

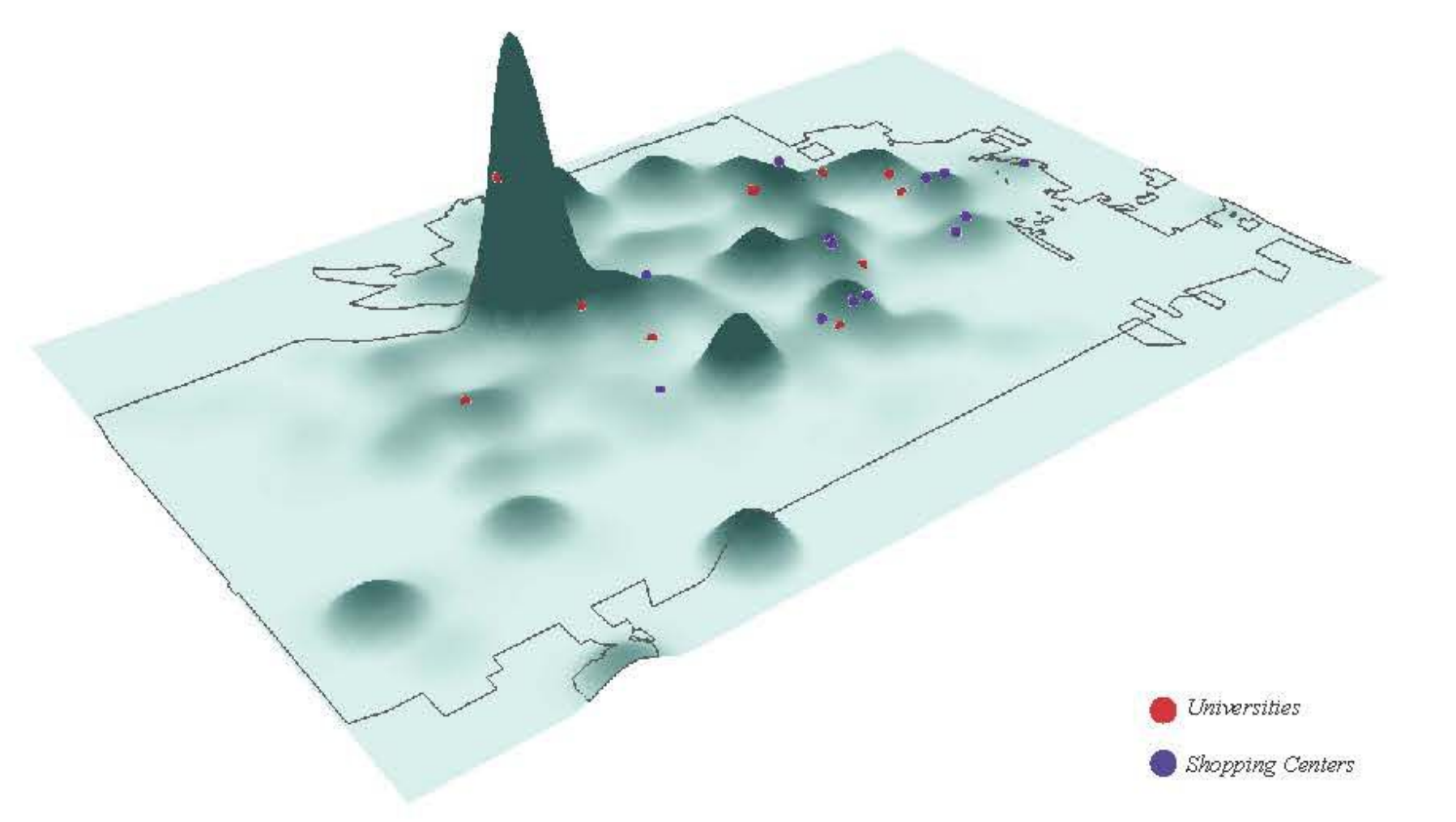
*Determined using a specific grid and size and search bandwidth

Per Capita Income x Diversity Index



Although Montgomery is diverse, but segregated, there does not appear to be a large discrepancy between per capital income and diversity.

Types of Employment



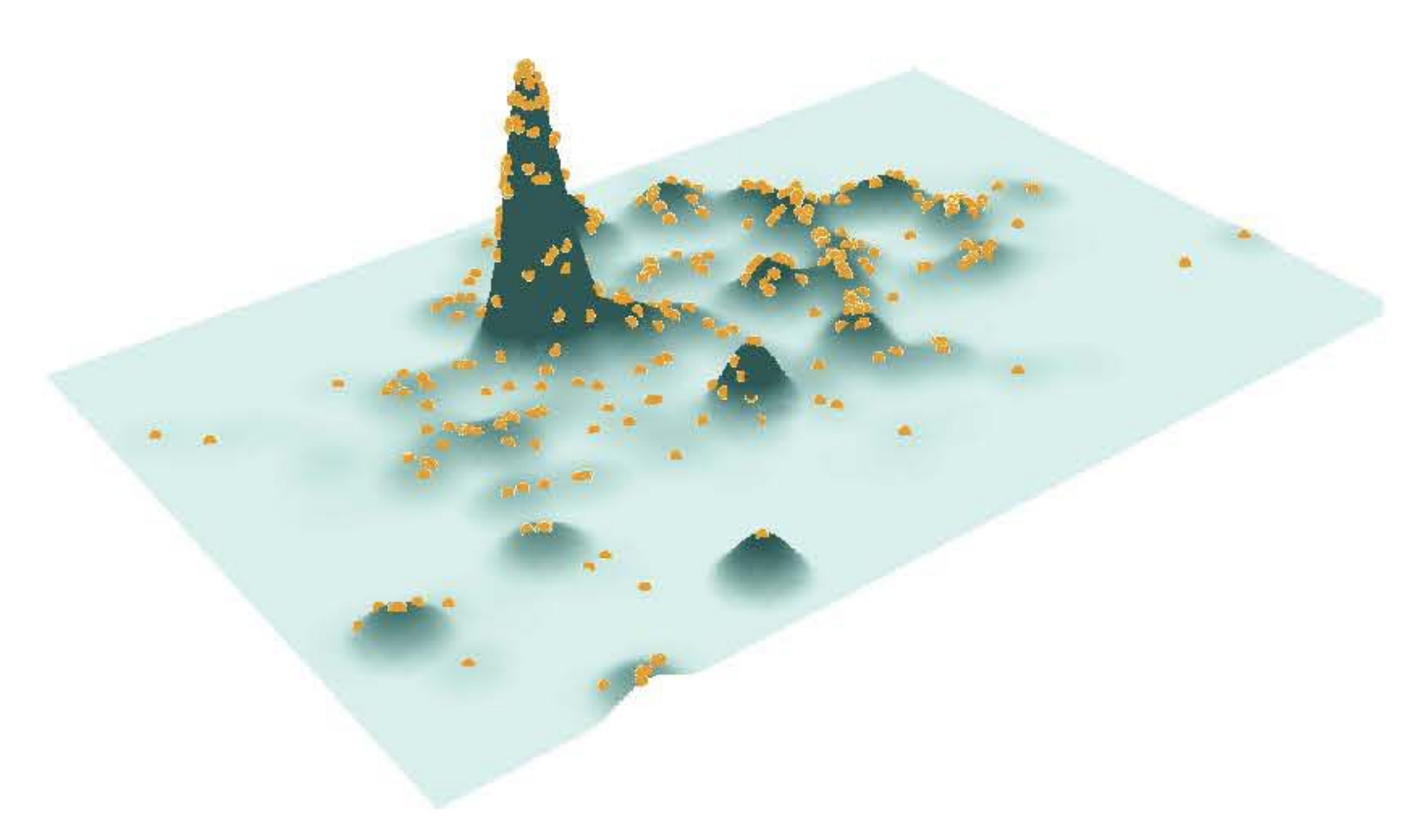
Most Universities in Montgomery are located near employment centers, and are likely major contributors to employment in these places. Shopping centers and malls are also major employers and are located primarily along major throughways to take advantage of vehicular passerby.

Per Capita Income x Home Ownership



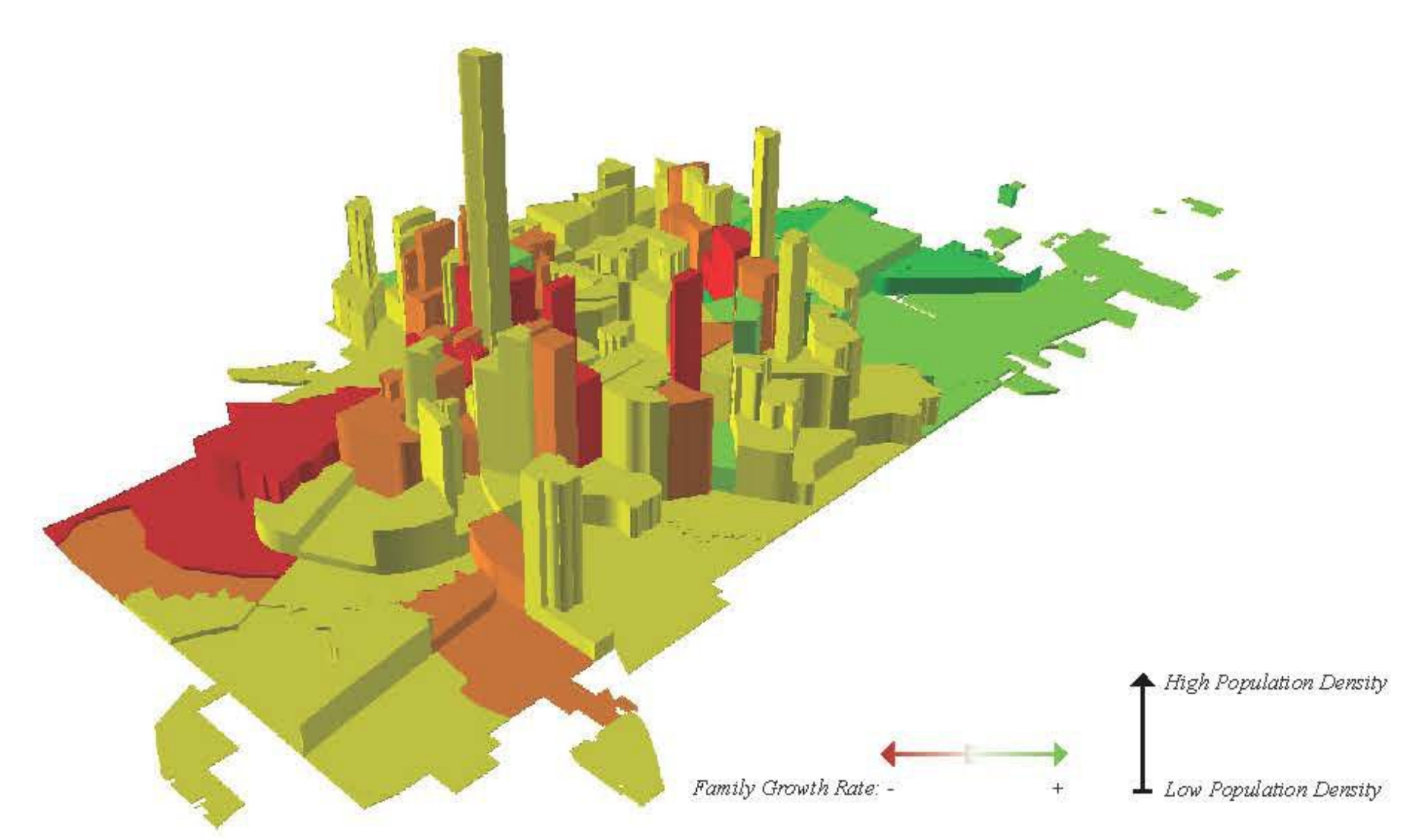
Areas with a higher per capita income have higher home-ownership rates. This reflects the fact that people who make more are better able to afford to own homes.

Business Size and Employment Density



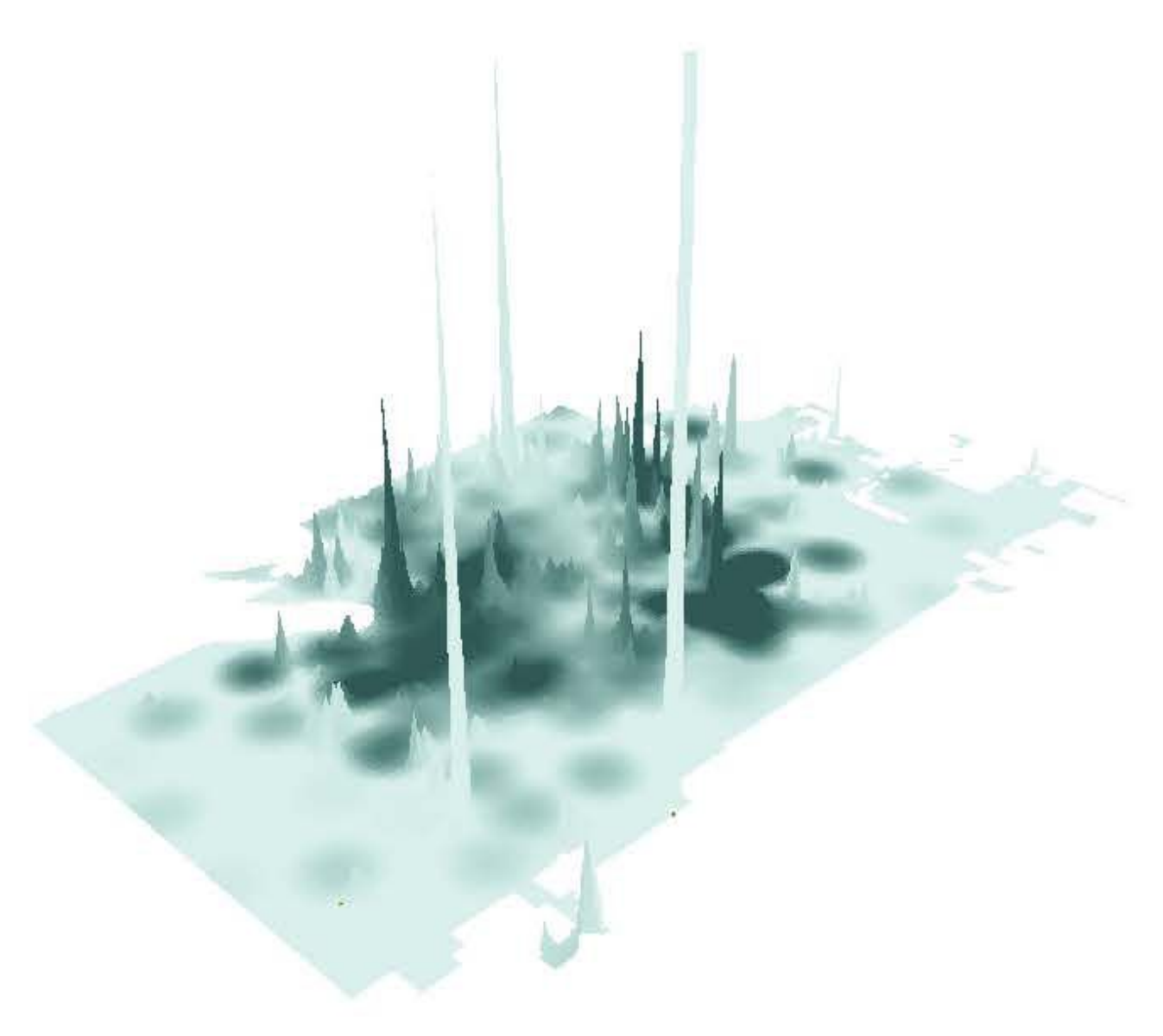
These large businesses are primary employers. These include hospitals, universities, and the Hyundai plant. Large businesses appear to locate near each other, although they are different. These businesses need each other to thrive, in some cases (for example, a university and a hospital), however, in other cases, these businesses locate near each other to take advantage of a similar consumer base or resource.

Family Growth Rate x Population Density



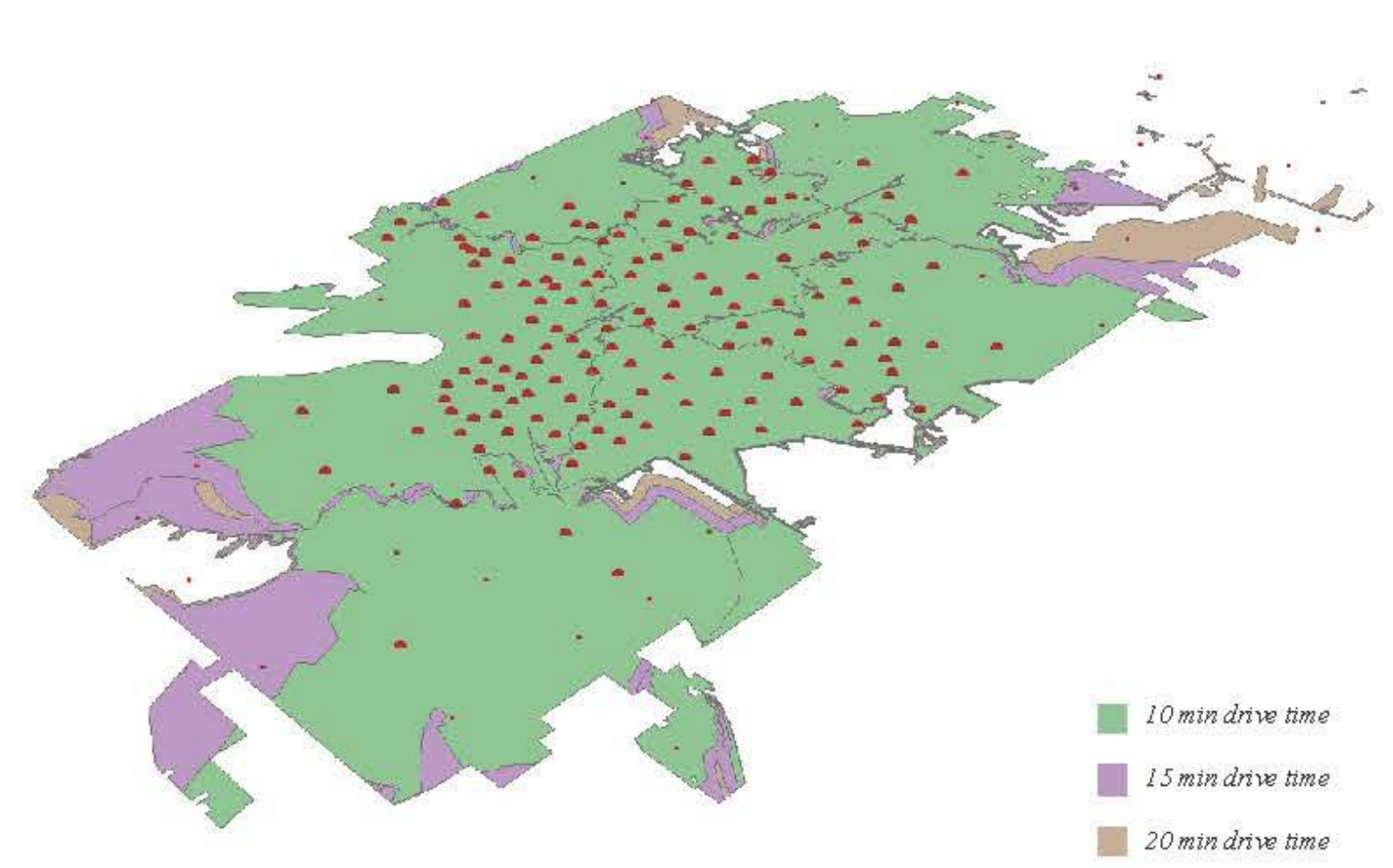
Areas with the highest population density have the most stable family growth rates between 2010 and 2012. Areas with less density have either slightly decreased growth rates or higher rates. A high level of density may implicitly control family sizes, where in suburban areas there is more room for expansion. The areas with lower growth rates are more rural than suburban.

Rental Units x Sales Volume



Sales volume spike where there happen to be fewer people living in owned homes. This is a reflection of the demographic groups who tend to own homes: wealthier people with higher incomes. They are perhaps more likely to spend more, and businesses are more likely to locate nearer to this group.

Drive Times and Population Density



Most Montgomery residents live within a 10 minute driving distance from large employment centers. Very few people live farther away from these centers. This is likely a result of the strategic positioning of businesses along major thoroughfares.