



# Demographic and Income Profile

Gardendale AL 1-3-5 Mile Radius  
 Retail Market Analysis  
 Ring: 1 mile radius

Prepared by Decision Data Resources  
 Latitude: 33.65199  
 Longitude: -86.818609

Summary	Census 2010	2013	2018
Population	2,678	2,626	2,589
Households	1,156	1,135	1,118
Families	754	732	712
Average Household Size	2.29	2.29	2.29
Owner Occupied Housing Units	811	776	760
Renter Occupied Housing Units	345	359	358
Median Age	43.3	43.5	44.6
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	-0.28%	0.57%	0.71%
Households	-0.30%	0.61%	0.74%
Families	-0.55%	0.43%	0.63%
Owner HHs	-0.42%	0.70%	0.94%
Median Household Income	2.22%	3.22%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	149	13.1%	132	11.8%
\$15,000 - \$24,999	136	12.0%	90	8.1%
\$25,000 - \$34,999	83	7.3%	66	5.9%
\$35,000 - \$49,999	175	15.4%	166	14.8%
\$50,000 - \$74,999	221	19.5%	253	22.6%
\$75,000 - \$99,999	125	11.0%	142	12.7%
\$100,000 - \$149,999	186	16.4%	198	17.7%
\$150,000 - \$199,999	27	2.4%	33	3.0%
\$200,000+	33	2.9%	39	3.5%
Median Household Income	\$51,868		\$57,877	
Average Household Income	\$69,054		\$80,320	
Per Capita Income	\$29,866		\$34,737	

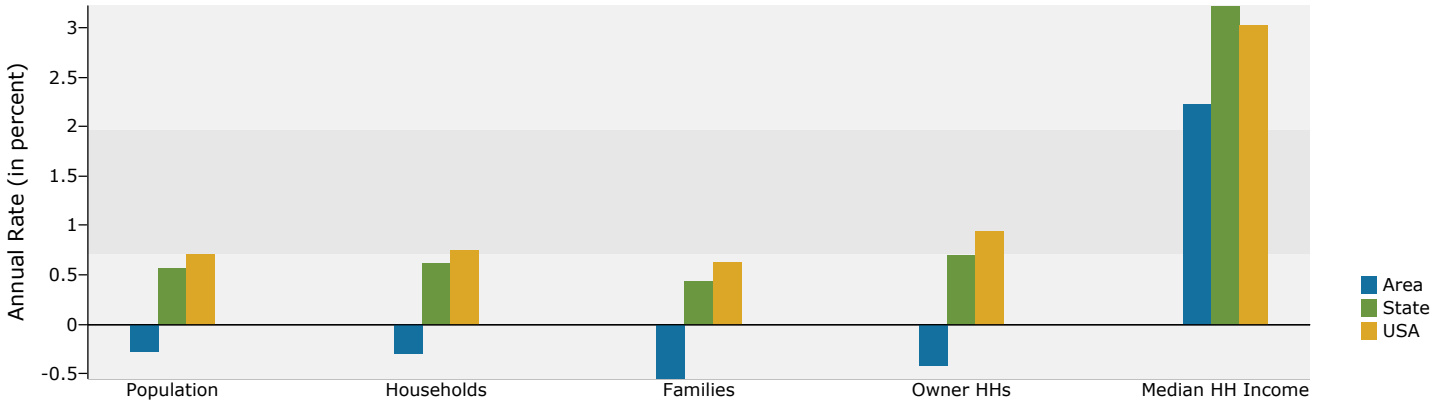
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	128	4.8%	126	4.8%	125	4.8%
5 - 9	140	5.2%	129	4.9%	120	4.6%
10 - 14	151	5.6%	140	5.3%	126	4.9%
15 - 19	179	6.7%	150	5.7%	130	5.0%
20 - 24	157	5.9%	172	6.6%	147	5.7%
25 - 34	332	12.4%	351	13.4%	361	14.0%
35 - 44	305	11.4%	287	10.9%	296	11.4%
45 - 54	409	15.3%	376	14.3%	322	12.4%
55 - 64	360	13.5%	377	14.4%	390	15.1%
65 - 74	224	8.4%	234	8.9%	297	11.5%
75 - 84	208	7.8%	188	7.2%	175	6.8%
85+	83	3.1%	94	3.6%	98	3.8%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,360	88.2%	2,292	87.3%	2,218	85.7%
Black Alone	226	8.4%	230	8.8%	240	9.3%
American Indian Alone	6	0.2%	6	0.2%	8	0.3%
Asian Alone	39	1.5%	41	1.6%	46	1.8%
Pacific Islander Alone	0	0.0%	0	0.0%	1	0.0%
Some Other Race Alone	17	0.6%	21	0.8%	31	1.2%
Two or More Races	29	1.1%	34	1.3%	44	1.7%
Hispanic Origin (Any Race)	40	1.5%	50	1.9%	74	2.9%

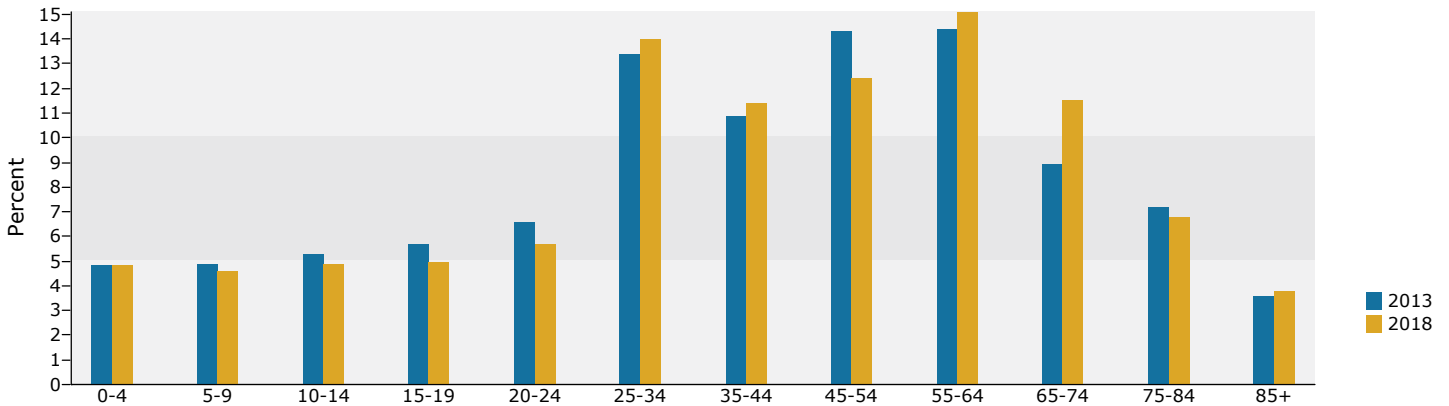
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

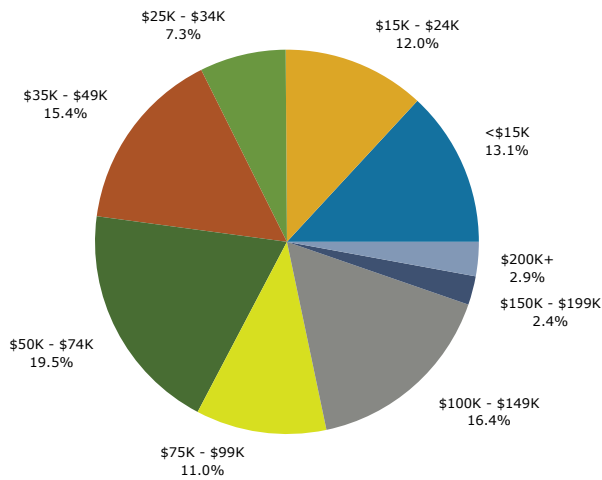
## Trends 2013-2018



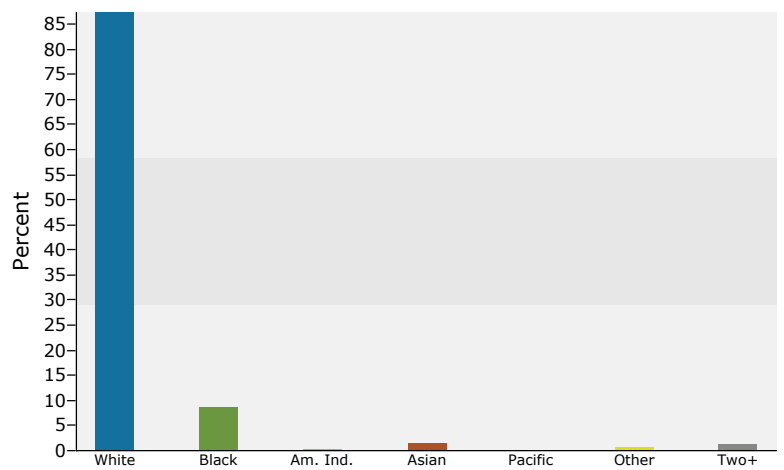
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 1.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.



# Demographic and Income Profile

Gardendale AL 1-3-5 Mile Radius  
Retail Market Analysis  
Ring: 3 mile radius

Prepared by Decision Data Resources  
Latitude: 33.65199  
Longitude: -86.818609

Summary	Census 2010	2013	2018
Population	19,549	19,586	19,736
Households	7,944	7,963	8,014
Families	5,535	5,505	5,488
Average Household Size	2.44	2.44	2.44
Owner Occupied Housing Units	6,351	6,303	6,377
Renter Occupied Housing Units	1,593	1,660	1,637
Median Age	40.3	40.6	41.4
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.15%	0.57%	0.71%
Households	0.13%	0.61%	0.74%
Families	-0.06%	0.43%	0.63%
Owner HHs	0.23%	0.70%	0.94%
Median Household Income	2.25%	3.22%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	685	8.6%	603	7.5%
\$15,000 - \$24,999	781	9.8%	513	6.4%
\$25,000 - \$34,999	739	9.3%	576	7.2%
\$35,000 - \$49,999	1,168	14.7%	1,116	13.9%
\$50,000 - \$74,999	1,534	19.3%	1,785	22.3%
\$75,000 - \$99,999	1,192	15.0%	1,367	17.1%
\$100,000 - \$149,999	1,341	16.8%	1,428	17.8%
\$150,000 - \$199,999	308	3.9%	369	4.6%
\$200,000+	215	2.7%	257	3.2%
Median Household Income	\$57,615		\$64,380	
Average Household Income	\$74,176		\$84,791	
Per Capita Income	\$30,346		\$34,633	

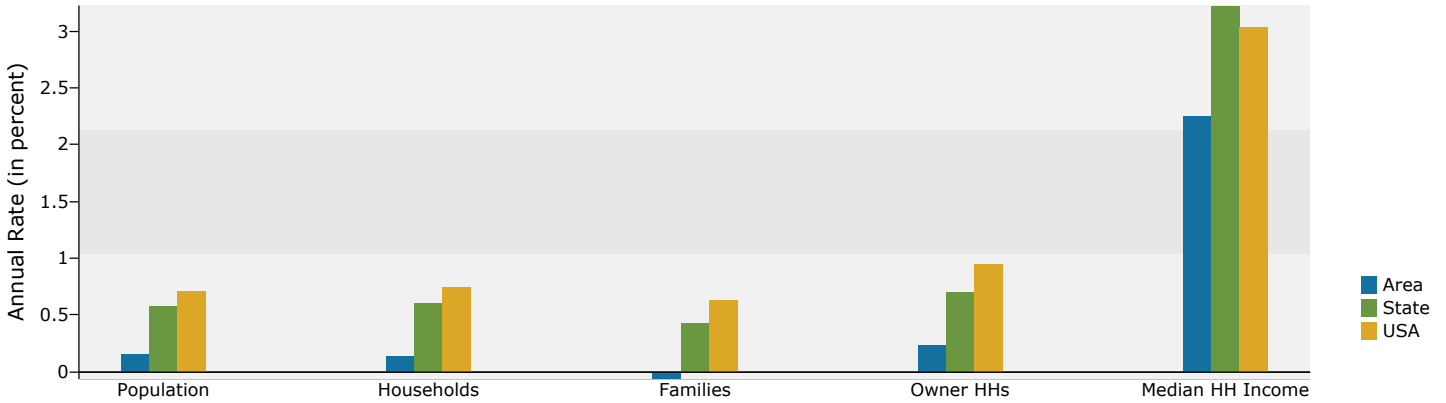
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,231	6.3%	1,213	6.2%	1,223	6.2%
5 - 9	1,164	6.0%	1,221	6.2%	1,234	6.3%
10 - 14	1,176	6.0%	1,164	5.9%	1,243	6.3%
15 - 19	1,159	5.9%	1,077	5.5%	1,062	5.4%
20 - 24	1,021	5.2%	1,035	5.3%	923	4.7%
25 - 34	2,754	14.1%	2,651	13.5%	2,361	12.0%
35 - 44	2,378	12.2%	2,510	12.8%	2,728	13.8%
45 - 54	2,761	14.1%	2,567	13.1%	2,430	12.3%
55 - 64	2,534	13.0%	2,650	13.5%	2,658	13.5%
65 - 74	1,655	8.5%	1,786	9.1%	2,122	10.8%
75 - 84	1,260	6.4%	1,195	6.1%	1,200	6.1%
85+	455	2.3%	517	2.6%	550	2.8%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,837	86.1%	16,655	85.0%	16,345	82.8%
Black Alone	1,783	9.1%	1,833	9.4%	1,919	9.7%
American Indian Alone	56	0.3%	61	0.3%	77	0.4%
Asian Alone	194	1.0%	208	1.1%	237	1.2%
Pacific Islander Alone	10	0.1%	11	0.1%	16	0.1%
Some Other Race Alone	436	2.2%	544	2.8%	799	4.0%
Two or More Races	233	1.2%	273	1.4%	342	1.7%
Hispanic Origin (Any Race)	976	5.0%	1,222	6.2%	1,722	8.7%

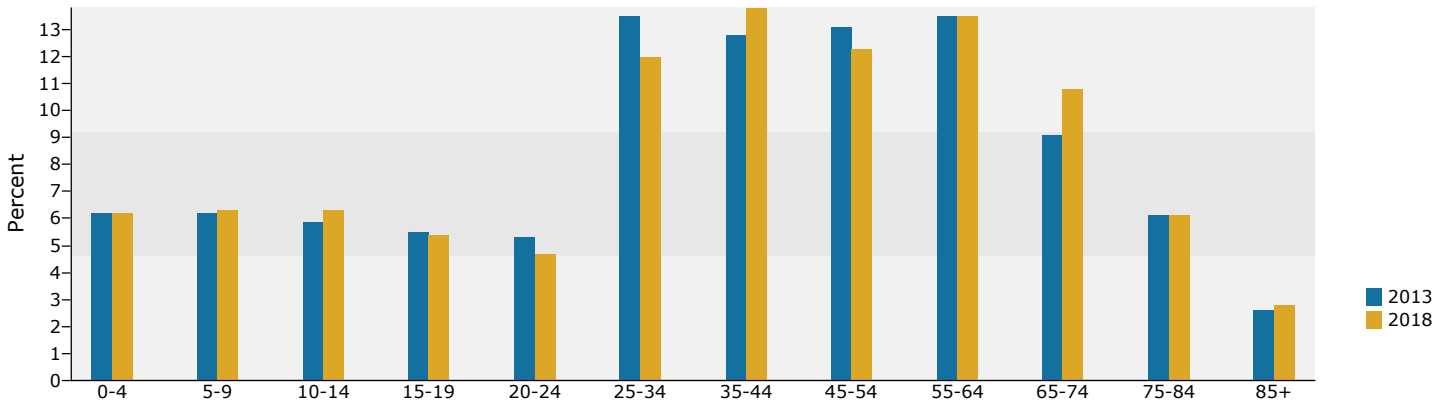
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

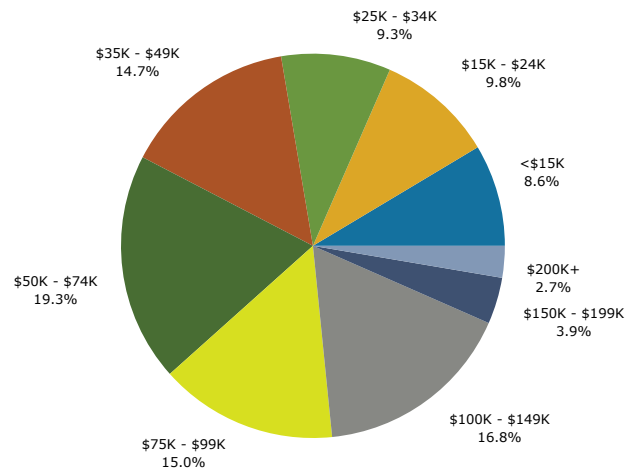
## Trends 2013-2018



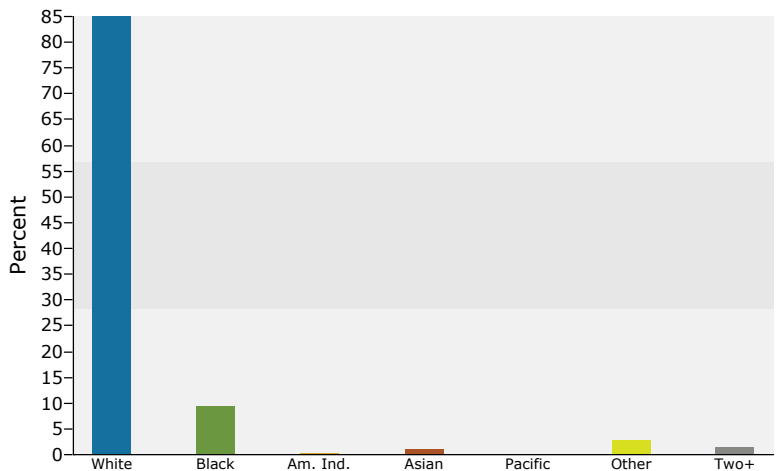
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 6.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.



# Demographic and Income Profile

Gardendale AL 1-3-5 Mile Radius  
Retail Market Analysis  
Ring: 5 mile radius

Prepared by Decision Data Resources  
Latitude: 33.65199  
Longitude: -86.818609

Summary	Census 2010	2013	2018
Population	30,968	31,342	31,893
Households	12,680	12,861	13,094
Families	8,670	8,720	8,789
Average Household Size	2.42	2.41	2.41
Owner Occupied Housing Units	9,575	9,605	9,852
Renter Occupied Housing Units	3,105	3,256	3,242
Median Age	39.5	39.9	40.9
Trends: 2013 - 2018 Annual Rate	Area	State	National
Population	0.35%	0.57%	0.71%
Households	0.36%	0.61%	0.74%
Families	0.16%	0.43%	0.63%
Owner HHs	0.51%	0.70%	0.94%
Median Household Income	2.21%	3.22%	3.03%

Households by Income	2013		2018	
	Number	Percent	Number	Percent
<\$15,000	1,510	11.7%	1,407	10.7%
\$15,000 - \$24,999	1,308	10.2%	899	6.9%
\$25,000 - \$34,999	1,292	10.0%	1,041	8.0%
\$35,000 - \$49,999	1,968	15.3%	1,931	14.7%
\$50,000 - \$74,999	2,383	18.5%	2,836	21.7%
\$75,000 - \$99,999	1,664	12.9%	1,931	14.7%
\$100,000 - \$149,999	2,024	15.7%	2,187	16.7%
\$150,000 - \$199,999	456	3.5%	555	4.2%
\$200,000+	255	2.0%	308	2.4%
Median Household Income	\$52,559		\$58,643	
Average Household Income	\$68,275		\$77,082	
Per Capita Income	\$28,040		\$31,662	

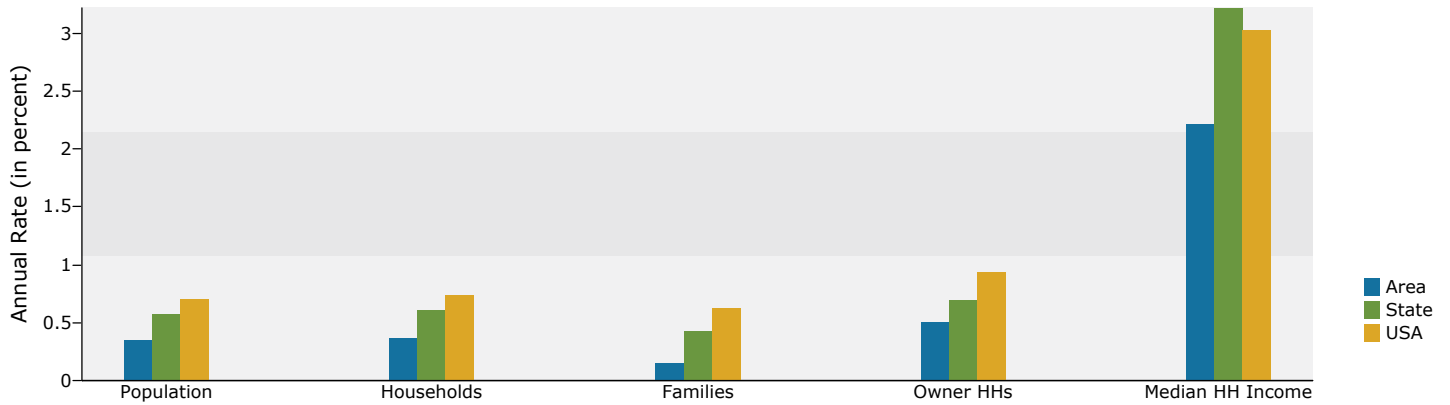
Population by Age	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,031	6.6%	2,004	6.4%	2,023	6.3%
5 - 9	1,894	6.1%	2,006	6.4%	2,035	6.4%
10 - 14	1,843	6.0%	1,865	6.0%	2,021	6.3%
15 - 19	1,813	5.9%	1,705	5.4%	1,717	5.4%
20 - 24	1,729	5.6%	1,708	5.4%	1,513	4.7%
25 - 34	4,441	14.3%	4,349	13.9%	3,933	12.3%
35 - 44	3,813	12.3%	4,013	12.8%	4,381	13.7%
45 - 54	4,388	14.2%	4,132	13.2%	3,925	12.3%
55 - 64	3,958	12.8%	4,194	13.4%	4,253	13.3%
65 - 74	2,602	8.4%	2,850	9.1%	3,403	10.7%
75 - 84	1,822	5.9%	1,792	5.7%	1,898	6.0%
85+	636	2.1%	724	2.3%	792	2.5%

Race and Ethnicity	Census 2010		2013		2018	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,588	82.6%	25,543	81.5%	25,261	79.2%
Black Alone	3,754	12.1%	3,855	12.3%	3,995	12.5%
American Indian Alone	117	0.4%	130	0.4%	160	0.5%
Asian Alone	264	0.9%	283	0.9%	324	1.0%
Pacific Islander Alone	24	0.1%	28	0.1%	36	0.1%
Some Other Race Alone	845	2.7%	1,057	3.4%	1,553	4.9%
Two or More Races	377	1.2%	446	1.4%	564	1.8%
Hispanic Origin (Any Race)	1,618	5.2%	2,032	6.5%	2,897	9.1%

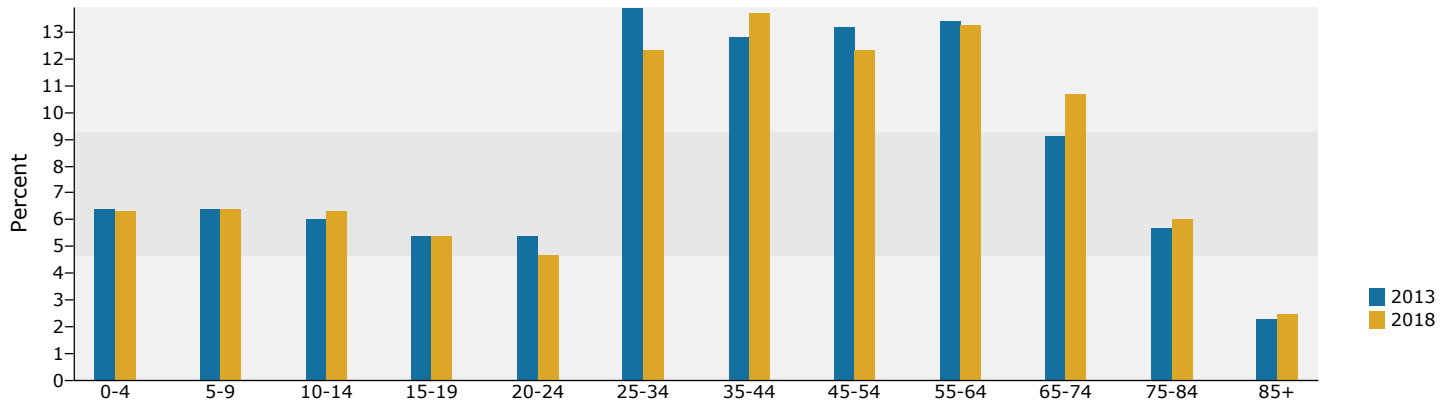
**Data Note:** Income is expressed in current dollars.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.

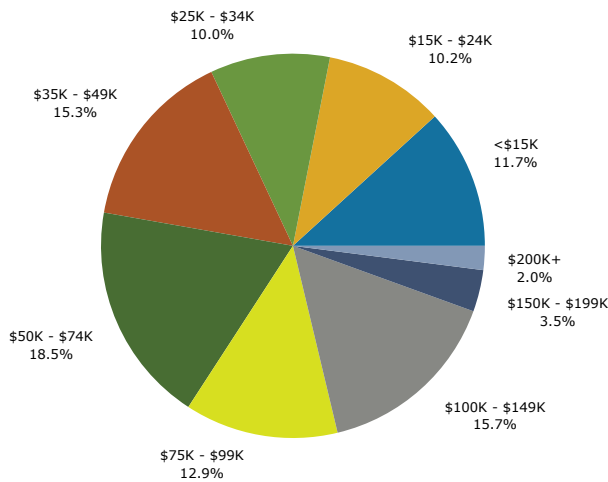
## Trends 2013-2018



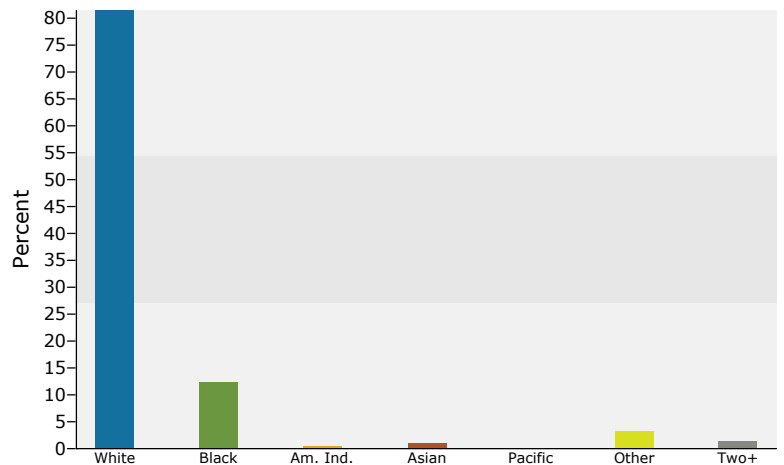
## Population by Age



## 2013 Household Income



## 2013 Population by Race



2013 Percent Hispanic Origin: 6.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018.