



# Disposable Income Profile

Gardendale 3-5-10 Minute Drive Time  
 Retail Market Analysis  
 Drive Time: 3 minutes

Prepared by Decision Data Resources  
 Latitude: 33.651982  
 Longitude: -86.818598

	Census 2010	2013	2018	2013-2018 Change	2013-2018 Annual Rate
Population	1,800	1,772	1,754	-18	-0.20%
Median Age	42.5	42.6	43.6	1.0	0.47%
Households	807	796	787	-9	-0.23%
Average Household Size	2.21	2.20	2.21	0.01	0.09%

2013 Households by Disposable Income	Number	Percent
Total	796	100.0%
<\$15,000	124	15.6%
\$15,000-\$24,999	105	13.2%
\$25,000-\$34,999	93	11.7%
\$35,000-\$49,999	133	16.7%
\$50,000-\$74,999	150	18.8%
\$75,000-\$99,999	98	12.3%
\$100,000-\$149,999	69	8.7%
\$150,000-\$199,999	13	1.6%
\$200,000+	11	1.4%
Median Disposable Income	\$42,293	
Average Disposable Income	\$54,557	

2013 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	32	124	107	145	153	97	137
<\$15,000	9	15	9	12	28	15	37
\$15,000-\$24,999	5	14	13	8	18	6	40
\$25,000-\$34,999	5	14	13	13	16	14	18
\$35,000-\$49,999	5	25	18	20	22	23	20
\$50,000-\$74,999	5	33	20	31	27	21	13
\$75,000-\$99,999	2	16	18	29	20	9	4
\$100,000-\$149,999	1	4	13	24	16	6	4
\$150,000-\$199,999	0	1	2	4	4	2	0
\$200,000+	0	1	1	4	3	2	0
Median Disposable Income	\$28,238	\$44,956	\$50,409	\$63,248	\$44,152	\$42,635	\$21,731
Average Disposable Income	\$35,703	\$51,114	\$61,556	\$76,014	\$60,050	\$56,513	\$30,368

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

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



# Disposable Income Profile

Gardendale 3-5-10 Minute Drive Time  
 Retail Market Analysis  
 Drive Time: 5 minutes

Prepared by Decision Data Resources

Latitude: 33.651982  
 Longitude: -86.818598

	Census 2010	2013	2018	2013-2018 Change	2013-2018 Annual Rate
Population	5,979	5,900	5,855	-45	-0.15%
Median Age	40.8	41.1	42.1	1.0	0.48%
Households	2,588	2,552	2,524	-28	-0.22%
Average Household Size	2.29	2.29	2.30	0.01	0.09%

2013 Households by Disposable Income		Number	Percent
Total		2,552	100.0%
<\$15,000		341	13.4%
\$15,000-\$24,999		348	13.6%
\$25,000-\$34,999		380	14.9%
\$35,000-\$49,999		441	17.3%
\$50,000-\$74,999		475	18.6%
\$75,000-\$99,999		293	11.5%
\$100,000-\$149,999		214	8.4%
\$150,000-\$199,999		33	1.3%
\$200,000+		27	1.1%
Median Disposable Income		\$40,743	
Average Disposable Income		\$53,027	

2013 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	102	402	392	450	493	307	406
<\$15,000	27	46	26	40	72	44	86
\$15,000-\$24,999	18	58	44	28	63	23	114
\$25,000-\$34,999	21	59	63	53	65	45	75
\$35,000-\$49,999	16	78	71	65	73	68	71
\$50,000-\$74,999	12	100	76	94	93	67	34
\$75,000-\$99,999	5	46	56	81	61	30	12
\$100,000-\$149,999	3	12	44	68	50	23	14
\$150,000-\$199,999	0	3	7	11	9	3	0
\$200,000+	0	2	5	10	6	4	0
Median Disposable Income	\$27,121	\$41,115	\$47,733	\$57,932	\$43,288	\$42,708	\$25,274
Average Disposable Income	\$33,676	\$48,116	\$60,912	\$71,095	\$57,069	\$54,264	\$32,309

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

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



# Disposable Income Profile

Gardendale 3-5-10 Minute Drive Time  
 Retail Market Analysis  
 Drive Time: 10 minutes

Prepared by Decision Data Resources  
 Latitude: 33.651982  
 Longitude: -86.818598

	Census 2010	2013	2018	2013-2018 Change	2013-2018 Annual Rate
Population	26,779	27,127	27,648	521	0.38%
Median Age	39.3	39.8	40.9	1.1	0.55%
Households	10,924	11,087	11,299	212	0.38%
Average Household Size	2.43	2.43	2.43	0.00	0.00%

2013 Households by Disposable Income		Number	Percent
Total		11,087	100.0%
<\$15,000		1,358	12.2%
\$15,000-\$24,999		1,436	13.0%
\$25,000-\$34,999		1,444	13.0%
\$35,000-\$49,999		1,805	16.3%
\$50,000-\$74,999		2,266	20.4%
\$75,000-\$99,999		1,436	13.0%
\$100,000-\$149,999		1,113	10.0%
\$150,000-\$199,999		130	1.2%
\$200,000+		98	0.9%
Median Disposable Income		\$44,782	
Average Disposable Income		\$55,660	

2013 Disposable Income by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	333	1,772	1,876	1,983	2,134	1,509	1,478
<\$15,000	75	187	128	173	284	190	323
\$15,000-\$24,999	54	266	181	116	252	175	392
\$25,000-\$34,999	63	217	224	208	251	208	274
\$35,000-\$49,999	61	337	304	259	305	277	262
\$50,000-\$74,999	52	484	432	418	445	319	118
\$75,000-\$99,999	19	210	298	370	299	190	50
\$100,000-\$149,999	10	59	257	348	250	132	57
\$150,000-\$199,999	0	9	30	54	28	8	1
\$200,000+	0	5	23	37	21	11	2
Median Disposable Income	\$30,167	\$43,366	\$54,033	\$61,527	\$48,412	\$43,604	\$25,625
Average Disposable Income	\$36,789	\$48,761	\$64,817	\$73,055	\$58,859	\$53,838	\$33,337

**Data Note:** Disposable Income is after-tax household income. Disposable income forecasts are based on the Current Population Survey, U.S. Census Bureau. Detail may not sum to totals due to rounding

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