



The**Retail**Coach®

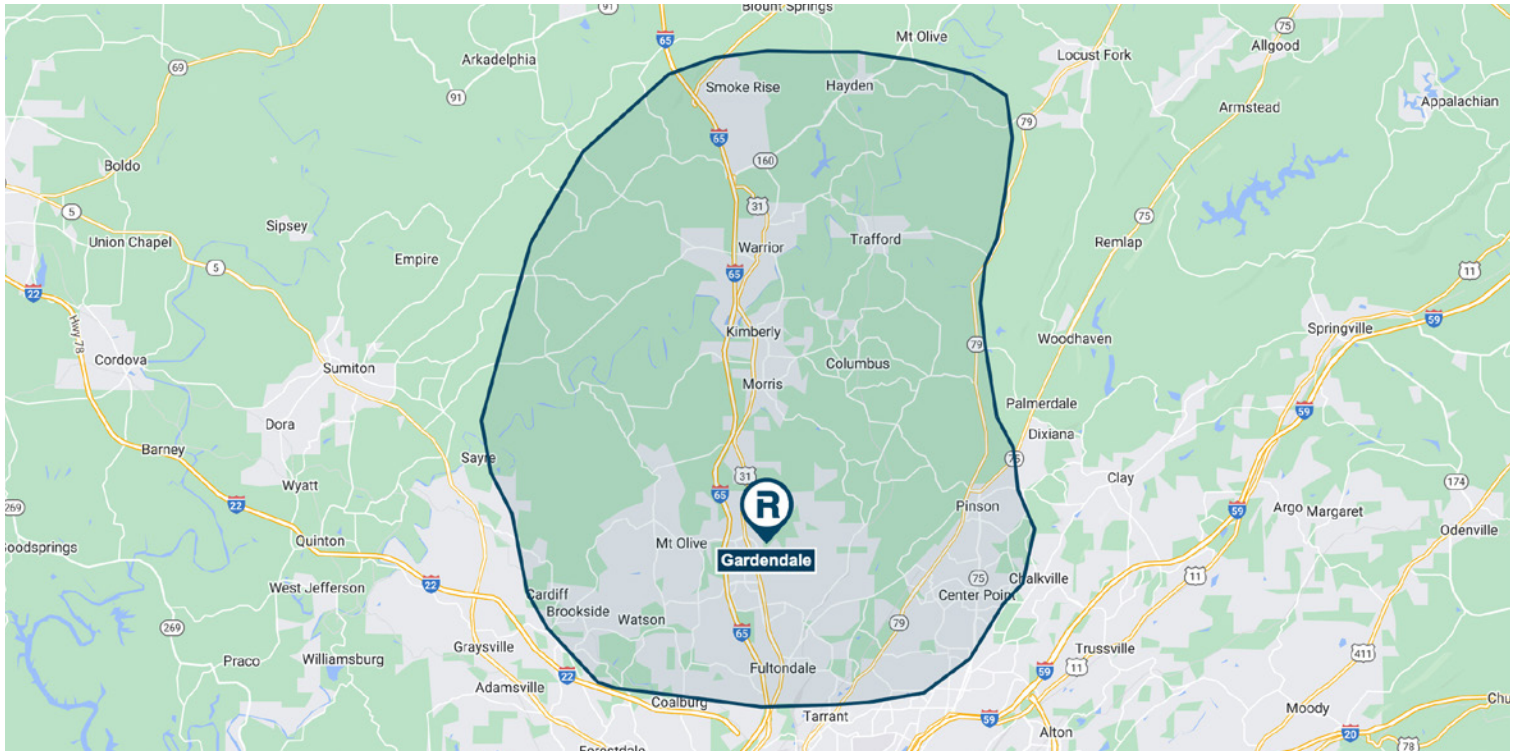
Primary Retail Trade Area Demographic Profile

GARDENDALE, ALABAMA

Prepared for City of Gardendale
June 2023

Primary Retail Trade Area • Demographic Snapshot

Gardendale, Alabama



Population

2020	110,129
2023	109,483
2028	110,241

Educational Attainment (%)

Graduate or Professional Degree	6.55%
Bachelors Degree	12.58%
Associate Degree	11.43%
Some College	24.03%
High School Graduate (GED)	34.29%
Some High School, No Degree	8.16%
Less than 9th Grade	2.96%

Income

Average HH	\$79,259
Median HH	\$60,255
Per Capita	\$30,742

Age

0 - 9 Years	13.24%
10 - 17 Years	10.54%
18 - 24 Years	7.99%
25 - 34 Years	13.33%
35 - 44 Years	13.26%
45 - 54 Years	11.98%
55 - 64 Years	12.23%
65 and Older	17.43%
Median Age	38.65
Average Age	39.46

Race Distribution (%)

White	54.61%
Black/African American	35.80%
American Indian/Alaskan	0.51%
Asian	0.78%
Native Hawaiian/Islander	0.04%
Other Race	3.91%
Two or More Races	4.35%
Hispanic	6.42%



CITY OF
GARDENDALE
ALABAMA

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Primary Retail Trade Area • Demographic Profile

Gardendale, Alabama

DESCRIPTION	DATA	%
Population		
2028 Projection	110,241	
2023 Estimate	109,483	
2020 Census	110,129	
2010 Census	104,534	
Growth 2023 - 2028		0.69%
Growth 2020 - 2023		-0.58%
Growth 2010 - 2020		5.35%
2023 Est. Population by Single-Classification Race	109,483	
White Alone	59,791	54.61%
Black or African American Alone	39,194	35.80%
Amer. Indian and Alaska Native Alone	558	0.51%
Asian Alone	853	0.78%
Native Hawaiian and Other Pacific Island Alone	45	0.04%
Some Other Race Alone	4,277	3.91%
Two or More Races	4,764	4.35%
2023 Est. Population by Hispanic or Latino Origin	109,483	
Not Hispanic or Latino	102,450	93.58%
Hispanic or Latino	7,033	6.42%
Mexican	5,092	72.40%
Puerto Rican	351	4.99%
Cuban	91	1.29%
All Other Hispanic or Latino	1,498	21.30%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	7,033	
White Alone	1,061	15.09%
Black or African American Alone	168	2.39%
American Indian and Alaska Native Alone	239	3.40%
Asian Alone	4	0.06%
Native Hawaiian and Other Pacific Islander Alone	6	0.09%
Some Other Race Alone	4,017	57.12%
Two or More Races	1,537	21.85%
2023 Est. Pop by Race, Asian Alone, by Category	853	
Chinese, except Taiwanese	129	15.12%
Filipino	154	18.05%
Japanese	19	2.23%
Asian Indian	299	35.05%
Korean	48	5.63%
Vietnamese	99	11.61%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	9	1.05%
All Other Asian Races Including 2+ Category	96	11.25%

DESCRIPTION	DATA	%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	97,747	95.60%
Speak Asian/Pacific Island Language at Home	290	0.28%
Speak IndoEuropean Language at Home	573	0.56%
Speak Spanish at Home	3,502	3.42%
Speak Other Language at Home	130	0.13%
2023 Est. Population by Age	109,483	
Age 0 - 4	7,241	6.61%
Age 5 - 9	7,258	6.63%
Age 10 - 14	7,238	6.61%
Age 15 - 17	4,301	3.93%
Age 18 - 20	3,808	3.48%
Age 21 - 24	4,939	4.51%
Age 25 - 34	14,589	13.33%
Age 35 - 44	14,517	13.26%
Age 45 - 54	13,118	11.98%
Age 55 - 64	13,390	12.23%
Age 65 - 74	11,854	10.83%
Age 75 - 84	5,363	4.90%
Age 85 and over	1,866	1.70%
Age 16 and over	86,336	78.86%
Age 18 and over	83,445	76.22%
Age 21 and over	79,637	72.74%
Age 65 and over	19,082	17.43%
2023 Est. Median Age		38.65
2023 Est. Average Age		39.46
2023 Est. Population by Sex	109,483	
Male	51,428	46.97%
Female	58,055	53.03%



Primary Retail Trade Area • Demographic Profile

Gardendale, Alabama

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	51,428	
Age 0 - 4	3,704	7.20%
Age 5 - 9	3,722	7.24%
Age 10 - 14	3,637	7.07%
Age 15 - 17	2,155	4.19%
Age 18 - 20	1,924	3.74%
Age 21 - 24	2,464	4.79%
Age 25 - 34	6,803	13.23%
Age 35 - 44	6,632	12.90%
Age 45 - 54	6,126	11.91%
Age 55 - 64	6,086	11.83%
Age 65 - 74	5,284	10.28%
Age 75 - 84	2,278	4.43%
Age 85 and over	611	1.19%
2023 Est. Median Age, Male		36.93
2023 Est. Average Age, Male		38.01
2023 Est. Female Population by Age	58,055	
Age 0 - 4	3,536	6.09%
Age 5 - 9	3,536	6.09%
Age 10 - 14	3,601	6.20%
Age 15 - 17	2,146	3.70%
Age 18 - 20	1,884	3.25%
Age 21 - 24	2,476	4.26%
Age 25 - 34	7,786	13.41%
Age 35 - 44	7,885	13.58%
Age 45 - 54	6,992	12.04%
Age 55 - 64	7,304	12.58%
Age 65 - 74	6,570	11.32%
Age 75 - 84	3,084	5.31%
Age 85 and over	1,254	2.16%
2023 Est. Median Age, Female		40.09
2023 Est. Average Age, Female		40.71

2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	24,812	28.28%
Males, Never Married	12,395	14.13%
Females, Never Married	12,418	14.15%
Married, Spouse present	42,390	48.31%
Married, Spouse absent	3,386	3.86%
Widowed	5,514	6.28%
Males Widowed	1,053	1.20%
Females Widowed	4,461	5.08%
Divorced	11,643	13.27%
Males Divorced	4,876	5.56%
Females Divorced	6,767	7.71%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	2,213	2.96%
Some High School, no diploma	6,096	8.16%
High School Graduate (or GED)	25,611	34.29%
Some College, no degree	17,951	24.03%
Associate Degree	8,540	11.43%
Bachelor's Degree	9,393	12.58%
Master's Degree	3,733	5.00%
Professional School Degree	715	0.96%
Doctorate Degree	445	0.60%

DESCRIPTION	DATA	%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	1,888	50.55%
High School Graduate	941	25.19%
Some College or Associate's Degree	579	15.50%
Bachelor's Degree or Higher	327	8.76%
Households		
2028 Projection	42,724	
2023 Estimate	42,312	
2020 Census	42,460	
2010 Census	40,390	
Growth 2023 - 2028		0.97%
Growth 2020 - 2023		-0.34%
Growth 2010 - 2020		5.12%
2023 Est. Households by Household Type	42,312	
Family Households	30,511	72.11%
Nonfamily Households	11,801	27.89%
2023 Est. Group Quarters Population	394	
2023 Households by Ethnicity, Hispanic/Latino	2,007	

2023 Est. Households by Household Income	42,312	
Income < \$15,000	5,241	12.39%
Income \$15,000 - \$24,999	3,329	7.87%
Income \$25,000 - \$34,999	3,738	8.83%
Income \$35,000 - \$49,999	5,661	13.38%
Income \$50,000 - \$74,999	7,071	16.71%
Income \$75,000 - \$99,999	5,383	12.72%
Income \$100,000 - \$124,999	3,972	9.39%
Income \$125,000 - \$149,999	2,927	6.92%
Income \$150,000 - \$199,999	2,880	6.81%
Income \$200,000 - \$249,999	1,168	2.76%
Income \$250,000 - \$499,999	752	1.78%
Income \$500,000+	189	0.45%
2023 Est. Average Household Income		\$79,259
2023 Est. Median Household Income		\$60,255

2023 Median HH Inc. by Single-Class. Race or Eth.	
White Alone	\$68,480
Black or African American Alone	\$49,746
American Indian and Alaska Native Alone	\$22,477
Asian Alone	\$89,141
Native Hawaiian and Other Pacific Islander Alone	\$31,747
Some Other Race Alone	\$53,931
Two or More Races	\$42,413
Hispanic or Latino	\$50,112
Not Hispanic or Latino	\$61,006

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DESCRIPTION	DATA	%
2023 Est. Family HH Type by Presence of Own Child.	30,511	
Married-Couple Family, own children	8,549	28.02%
Married-Couple Family, no own children	12,862	42.16%
Male Householder, own children	785	2.57%
Male Householder, no own children	1,094	3.59%
Female Householder, own children	4,061	13.31%
Female Householder, no own children	3,160	10.36%
2023 Est. Households by Household Size	42,312	
1-person	10,658	25.19%
2-person	13,346	31.54%
3-person	8,029	18.98%
4-person	6,397	15.12%
5-person	2,766	6.54%
6-person	847	2.00%
7-or-more-person	269	0.64%
2023 Est. Average Household Size		2.58
2023 Est. Households by Presence of People Under 18	42,312	
Households with 1 or More People under Age 18:	15,456	36.53%
Married-Couple Family	9,511	61.54%
Other Family, Male Householder	989	6.40%
Other Family, Female Householder	4,842	31.33%
Nonfamily, Male Householder	86	0.56%
Nonfamily, Female Householder	29	0.19%
Households with No People under Age 18:	26,855	
Married-Couple Family	11,898	44.31%
Other Family, Male Householder	882	3.28%
Other Family, Female Householder	2,386	8.89%
Nonfamily, Male Householder	4,971	18.51%
Nonfamily, Female Householder	6,718	25.02%
2023 Est. Households by Number of Vehicles	42,312	
No Vehicles	2,084	4.92%
1 Vehicle	12,472	29.48%
2 Vehicles	15,348	36.27%
3 Vehicles	7,982	18.86%
4 Vehicles	2,789	6.59%
5 or more Vehicles	1,638	3.87%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	30,815	
2023 Estimate	30,511	
2010 Census	29,134	
Growth 2023 - 2028		1.00%
Growth 2010 - 2023		4.73%
2023 Est. Families by Poverty Status	30,511	
2023 Families at or Above Poverty	27,491	90.10%
2023 Families at or Above Poverty with Children	12,504	40.98%
2023 Families Below Poverty	3,020	9.90%
2023 Families Below Poverty with Children	2,265	7.42%

DESCRIPTION	DATA	%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	48,979	56.73%
Civilian Labor Force, Unemployed	2,761	3.20%
Armed Forces	55	0.06%
Not in Labor Force	34,541	40.01%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	49,521	
For-Profit Private Workers	34,846	70.37%
Non-Profit Private Workers	3,782	7.64%
Local Government Workers	1,317	2.66%
State Government Workers	2,384	4.81%
Federal Government Workers	3,622	7.31%
Self-Employed Workers	3,536	7.14%
Unpaid Family Workers	33	0.07%
2023 Est. Civ. Employed Pop 16+ by Occupation	49,521	
Architect/Engineer	574	1.16%
Arts/Entertainment/Sports	600	1.21%
Building Grounds Maintenance	1,893	3.82%
Business/Financial Operations	2,417	4.88%
Community/Social Services	567	1.14%
Computer/Mathematical	974	1.97%
Construction/Extraction	2,150	4.34%
Education/Training/Library	2,165	4.37%
Farming/Fishing/Forestry	91	0.18%
Food Prep/Serving	2,934	5.92%
Health Practitioner/Technician	4,714	9.52%
Healthcare Support	1,318	2.66%
Maintenance Repair	2,668	5.39%
Legal	459	0.93%
Life/Physical/Social Science	102	0.21%
Management	3,944	7.96%
Office/Admin. Support	6,238	12.60%
Production	4,221	8.52%
Protective Services	1,569	3.17%
Sales/Related	4,194	8.47%
Personal Care/Service	821	1.66%
Transportation/Moving	4,908	9.91%
2023 Est. Pop 16+ by Occupation Classification	49,521	
White Collar	26,948	54.42%
Blue Collar	13,948	28.17%
Service and Farm	8,625	17.42%
2023 Est. Workers Age 16+ by Transp. to Work	49,065	
Drove Alone	42,672	86.97%
Car Pooled	4,142	8.44%
Public Transportation	246	0.50%
Walked	257	0.52%
Bicycle	8	0.02%
Other Means	415	0.85%
Worked at Home	1,324	2.70%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,575	
15 - 29 Minutes	16,564	
30 - 44 Minutes	16,069	
45 - 59 Minutes	5,050	
60 or more Minutes	3,136	
2023 Est. Avg Travel Time to Work in Minutes		32
2023 Est. Occupied Housing Units by Tenure	42,312	
Owner Occupied	30,642	72.42%
Renter Occupied	11,670	27.58%
2023 Owner Occ. HUs: Avg. Length of Residence		17.35 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.26 [†]
2023 Est. Owner-Occupied Housing Units by Value	42,312	
Value Less than \$20,000	714	2.33%
Value \$20,000 - \$39,999	633	2.07%
Value \$40,000 - \$59,999	585	1.91%
Value \$60,000 - \$79,999	1,254	4.09%
Value \$80,000 - \$99,999	1,921	6.27%
Value \$100,000 - \$149,999	6,405	20.90%
Value \$150,000 - \$199,999	6,136	20.02%
Value \$200,000 - \$299,999	7,208	23.52%
Value \$300,000 - \$399,999	3,257	10.63%
Value \$400,000 - \$499,999	1,193	3.89%
Value \$500,000 - \$749,999	788	2.57%
Value \$750,000 - \$999,999	244	0.80%
Value \$1,000,000 or \$1,499,999	186	0.61%
Value \$1,500,000 or \$1,999,999	75	0.25%
Value \$2,000,000+	42	0.14%
2023 Est. Median All Owner-Occupied Housing Value		\$179,930

DESCRIPTION	DATA	%
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	35,032	74.87%
1 Unit Attached	804	1.72%
2 Units	805	1.72%
3 or 4 Units	1,447	3.09%
5 to 19 Units	3,834	8.19%
20 to 49 Units	392	0.84%
50 or More Units	548	1.17%
Mobile Home or Trailer	3,911	8.36%
Boat, RV, Van, etc.	20	0.04%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,058	4.40%
Housing Units Built 2010 to 2014	1,358	2.90%
Housing Units Built 2000 to 2009	7,353	15.71%
Housing Units Built 1990 to 1999	7,576	16.19%
Housing Units Built 1980 to 1989	6,159	13.16%
Housing Units Built 1970 to 1979	9,235	19.74%
Housing Units Built 1960 to 1969	6,055	12.94%
Housing Units Built 1950 to 1959	4,404	9.41%
Housing Units Built 1940 to 1949	1,026	2.19%
Housing Unit Built 1939 or Earlier	1,570	3.35%
2023 Est. Median Year Structure Built		1982

[†] Years



About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information. Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.





The**RetailCoach**.®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, AlphaMap, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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