

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	Cei	nsus 2010		2013		
Population		2,678		2,626		
Households		1,156		1,135		
Families		754		732		
Average Household Size		2.29		2.29		
Owner Occupied Housing Units		811		776		
Renter Occupied Housing Units		345		359		
Median Age		43.3		43.5		
Trends: 2013 - 2018 Annual Rate		Area		State		Nat
Population		-0.28%		0.57%		0
Households		-0.30%		0.61%		0
Families		-0.55%		0.43%		0
Owner HHs		-0.42%		0.70%		0
Median Household Income		2.22%		3.22%		3
riedian riodsenoid income			20	13	20	018
Households by Income			Number	Percent	Number	Pe
<\$15,000			149	13.1%	132	1
\$15,000 - \$24,999			136	12.0%	90	-
			83	7.3%	66	
\$25,000 - \$34,999 \$35,000 - \$49,999			83 175	7.3% 15.4%	166	
. , . ,			221		253	1
\$50,000 - \$74,999 \$75,000 - \$00,000				19.5%		2
\$75,000 - \$99,999			125	11.0%	142	1
\$100,000 - \$149,999			186	16.4%	198	1
\$150,000 - \$199,999			27	2.4%	33	
\$200,000+			33	2.9%	39	
Median Household Income			\$51,868		\$57,877	
Average Household Income			\$69,054		\$80,320	
Per Capita Income			\$29,866		\$34,737	
	Census 20	010	20	13	20	18
Population by Age	Number	Percent	Number	Percent	Number	Pe
0 - 4	128	4.8%	126	4.8%	125	
5 - 9	140	5.2%	129	4.9%	120	
10 - 14	151	5.6%	140	5.3%	126	
10 - 14 15 - 19	151 179	5.6% 6.7%		5.3% 5.7%	126 130	
	179	6.7%	140			
15 - 19	179 157		140 150	5.7%	130	
15 - 19 20 - 24	179	6.7% 5.9%	140 150 172	5.7% 6.6% 13.4%	130 147	1
15 - 19 20 - 24 25 - 34 35 - 44	179 157 332 305	6.7% 5.9% 12.4% 11.4%	140 150 172 351 287	5.7% 6.6% 13.4% 10.9%	130 147 361 296	1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54	179 157 332 305 409	6.7% 5.9% 12.4% 11.4% 15.3%	140 150 172 351 287 376	5.7% 6.6% 13.4% 10.9% 14.3%	130 147 361 296 322	1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64	179 157 332 305 409 360	6.7% 5.9% 12.4% 11.4% 15.3% 13.5%	140 150 172 351 287 376 377	5.7% 6.6% 13.4% 10.9% 14.3% 14.4%	130 147 361 296 322 390	1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74	179 157 332 305 409 360 224	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4%	140 150 172 351 287 376 377 234	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9%	130 147 361 296 322 390 297	1 1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84	179 157 332 305 409 360 224 208	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8%	140 150 172 351 287 376 377 234 188	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2%	130 147 361 296 322 390 297 175	1 1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74	179 157 332 305 409 360 224 208 83	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1%	140 150 172 351 287 376 377 234 188 94	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6%	130 147 361 296 322 390 297 175 98	1 1 1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+	179 157 332 305 409 360 224 208 83 Census 26	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1%	140 150 172 351 287 376 377 234 188 94	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6%	130 147 361 296 322 390 297 175 98	1 1 1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+ Race and Ethnicity	179 157 332 305 409 360 224 208 83 Census 20 Number	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1%	140 150 172 351 287 376 377 234 188 94 20 Number	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6%	130 147 361 296 322 390 297 175 98 20 Number	1 1 1 1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+ Race and Ethnicity White Alone	179 157 332 305 409 360 224 208 83 Census 26 Number 2,360	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1% D10 Percent 88.2%	140 150 172 351 287 376 377 234 188 94 20 Number 2,292	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6% D13 Percent 87.3%	130 147 361 296 322 390 297 175 98 Number 2,218	1 1 1 1 1 1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+ Race and Ethnicity	179 157 332 305 409 360 224 208 83 Census 20 Number	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1% D10 Percent 88.2% 8.4%	140 150 172 351 287 376 377 234 188 94 20 Number	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6% D13 Percent 87.3% 8.8%	130 147 361 296 322 390 297 175 98 Number 2,218 240	1 1 1 1 1 018 Pee
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+ Race and Ethnicity White Alone	179 157 332 305 409 360 224 208 83 Census 26 Number 2,360 226 6	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1% Percent 88.2% 8.4% 0.2%	140 150 172 351 287 376 377 234 188 94 20 Number 2,292 230 6	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6% 13 Percent 87.3% 8.8% 0.2%	130 147 361 296 322 390 297 175 98 Number 2,218	1 1 1 1 1 1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+ Race and Ethnicity White Alone Black Alone	179 157 332 305 409 360 224 208 83 Census 26 Number 2,360 226	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1% Percent 88.2% 8.4%	140 150 172 351 287 376 377 234 188 94 20 Number 2,292 230	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6% D13 Percent 87.3% 8.8%	130 147 361 296 322 390 297 175 98 Number 2,218 240	1 1 1 1 1 1 1 1 1
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+ Race and Ethnicity White Alone Black Alone American Indian Alone	179 157 332 305 409 360 224 208 83 Census 26 Number 2,360 226 6	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1% Percent 88.2% 8.4% 0.2%	140 150 172 351 287 376 377 234 188 94 20 Number 2,292 230 6	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6% 13 Percent 87.3% 8.8% 0.2%	130 147 361 296 322 390 297 175 98 20 Number 2,218 240 8	1 1 1 1 1 1 1 1 1 1 8
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+ Race and Ethnicity White Alone Black Alone American Indian Alone Asian Alone	179 157 332 305 409 360 224 208 83 Census 26 Number 2,360 226 6	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1% D10 Percent 88.2% 8.4% 0.2% 1.5%	140 150 172 351 287 376 377 234 188 94 20 Number 2,292 230 6 41	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6% 913 Percent 87.3% 8.8% 0.2% 1.6%	130 147 361 296 322 390 297 175 98 20 Number 2,218 240 8	1 1 1 1 1 2018 Pe
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+ Race and Ethnicity White Alone Black Alone American Indian Alone Asian Alone Pacific Islander Alone	179 157 332 305 409 360 224 208 83 Census 26 Number 2,360 226 6 39 0	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1% D10 Percent 88.2% 8.4% 0.2% 1.5% 0.0%	140 150 172 351 287 376 377 234 188 94 20 Number 2,292 230 6 41 0	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6% 13 Percent 87.3% 8.8% 0.2% 1.6% 0.0%	130 147 361 296 322 390 297 175 98 20 Number 2,218 240 8 46	1 1 1 1 1 1 1 1 1 1 1 1 8 8
15 - 19 20 - 24 25 - 34 35 - 44 45 - 54 55 - 64 65 - 74 75 - 84 85+ Race and Ethnicity White Alone Black Alone American Indian Alone Asian Alone Pacific Islander Alone Some Other Race Alone	179 157 332 305 409 360 224 208 83 Census 26 Number 2,360 226 6 39 0 17	6.7% 5.9% 12.4% 11.4% 15.3% 13.5% 8.4% 7.8% 3.1% D10 Percent 88.2% 8.4% 0.2% 1.5% 0.0% 0.6%	140 150 172 351 287 376 377 234 188 94 20 Number 2,292 230 6 41 0 21	5.7% 6.6% 13.4% 10.9% 14.3% 14.4% 8.9% 7.2% 3.6% 013 Percent 87.3% 8.8% 0.2% 1.6% 0.0% 0.8%	130 147 361 296 322 390 297 175 98 20 Number 2,218 240 8 46 1	1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1

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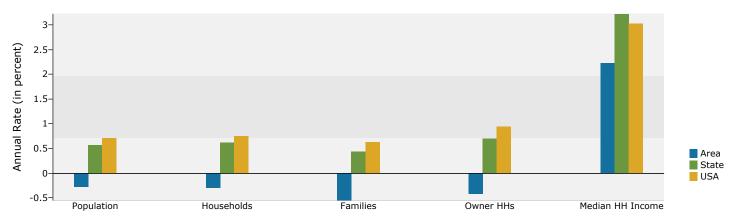
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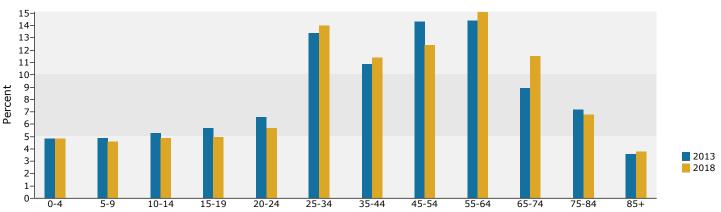
Gardendale AL 1-3-5 Mile Radius Retail Market Analysis Ring: 1 mile radius Prepared by Decision Data Resources

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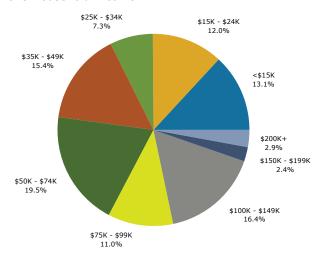
Trends 2013-2018



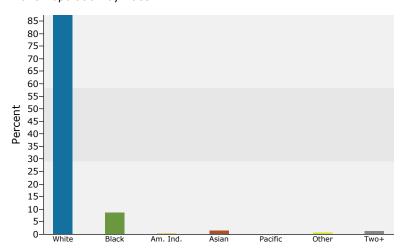
Population by Age



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.



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	Cer	nsus 2010		2013		201	
Population		19,549		19,586		19,73	
Households		7,944		7,963		8,01	
Families		5,535		5,505		5,48	
Average Household Size		2.44		2.44		2.4	
Owner Occupied Housing Units		6,351		6,303		6,37	
Renter Occupied Housing Units		1,593		1,660		1,63	
Median Age		40.3		40.6		41	
Trends: 2013 - 2018 Annual Rate		Area		State		Nation	
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	
			20	013	20	18	
Households by Income			Number	Percent	Number	Perce	
<\$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		
	Census 20	010	20	013	20	18	
Population by Age	Number	Percent	Number	Percent	Number	Perce	
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	
	Census 20	Census 2010		2013		2018	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Perce	
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	
	233	1.2%	273	1.4%	342	1.7	
Two or More Races	255						

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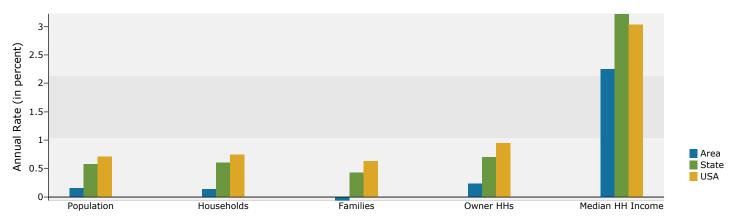
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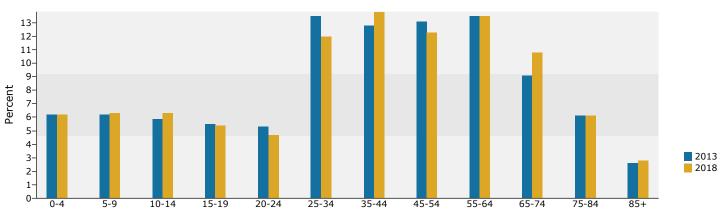
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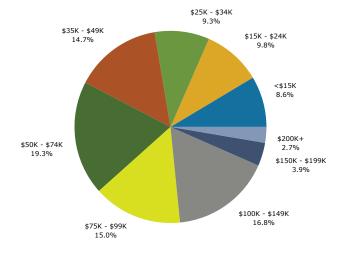
Trends 2013-2018



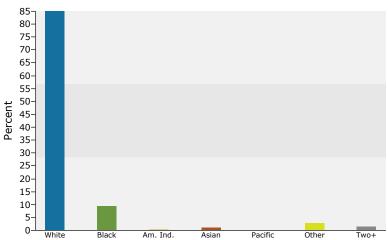
Population by Age



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.

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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	Cer	1sus 2010		2013		
Population		30,968		31,342		3:
Households		12,680		12,861		1
Families		8,670		8,720		
Average Household Size		2.42		2.41		
Owner Occupied Housing Units		9,575		9,605		9
Renter Occupied Housing Units		3,105		3,256		:
Median Age		39.5		39.9		
Trends: 2013 - 2018 Annual Rate		Area		State		Nat
Population		0.35%		0.57%		0
Households		0.36%		0.61%		0
Families		0.16%		0.43%		0
Owner HHs		0.51%		0.70%		0
Median Household Income		2.21%		3.22%		3
			20	13	20	018
Households by Income			Number	Percent	Number	Pe
<\$15,000			1,510	11.7%	1,407	1
\$15,000 - \$24,999			1,308	10.2%	899	-
\$25,000 - \$24,999			1,292	10.0%	1,041	
\$35,000 - \$34,999 \$35,000 - \$49,999			1,968	15.3%	1,931	1
\$55,000 - \$49,999 \$50,000 - \$74,999				18.5%		2
\$50,000 - \$74,999 \$75,000 - \$99,999			2,383	18.5%	2,836	1
			1,664		1,931	1
\$100,000 - \$149,999			2,024	15.7%	2,187	
\$150,000 - \$199,999			456	3.5%	555	
\$200,000+			255	2.0%	308	
Median Household Income			\$52,559		\$58,643	
Average Household Income			\$68,275		\$77,082	
Per Capita Income			\$28,040		\$31,662	
r cr capita income	Census 20	110		13		018
Population by Age	Number	Percent	Number	Percent	Number	Pe
0 - 4	2,031	6.6%	2,004	6.4%	2,023	
5 - 9	1,894	6.1%	2,006	6.4%	2,035	
10 - 14	1,843	6.0%	1,865	6.0%	2,021	
15 - 19	1,813	5.9%	1,705	5.4%	1,717	
20 - 24	1,729	5.6%	1,708	5.4%	1,513	
25 - 34	4,441	14.3%	4,349	13.9%	3,933	1
35 - 44		12.3%		12.8%		1
45 - 54	3,813	14.2%	4,013	13.2%	4,381	1
	4,388		4,132		3,925	
55 - 64	3,958	12.8%	4,194	13.4%	4,253	1
65 - 74	2,602	8.4%	2,850	9.1%	3,403	1
75 - 84	1,822	5.9%	1,792	5.7%	1,898	
85+	636	2.1%	724	2.3%	792	
	Census 2010		2013		2018	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Pe
White Alone	25,588	82.6%	25,543	81.5%	25,261	7
Black Alone	3,754	12.1%	3,855	12.3%	3,995	1
American Indian Alone	117	0.4%	130	0.4%	160	
Asian Alone	264	0.9%	283	0.9%	324	
Pacific Islander Alone	24	0.1%	28	0.1%	36	
Some Other Race Alone	845	2.7%	1,057	3.4%	1,553	
Two or More Races	377	1.2%	446	1.4%	564	
Hispanic Origin (Any Race)	1,618	5.2%	2,032	6.5%	2,897	

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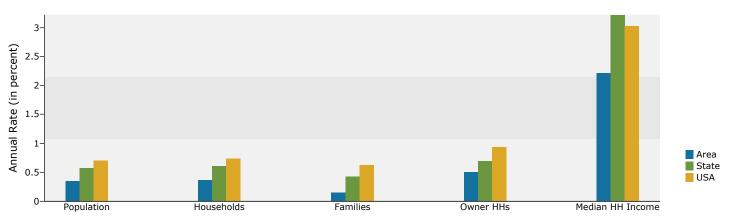
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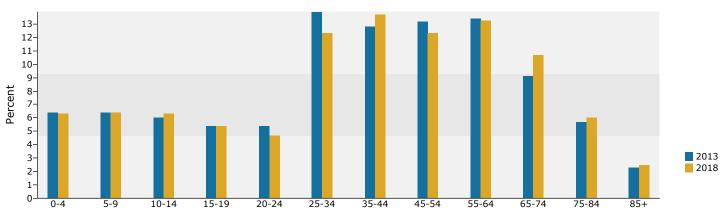
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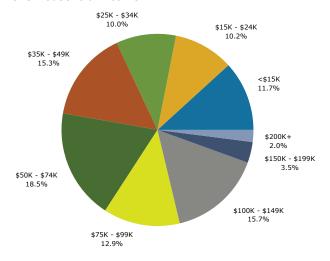
Trends 2013-2018



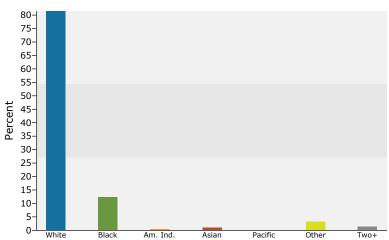
Population by Age



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.