



The**Retail**Coach®

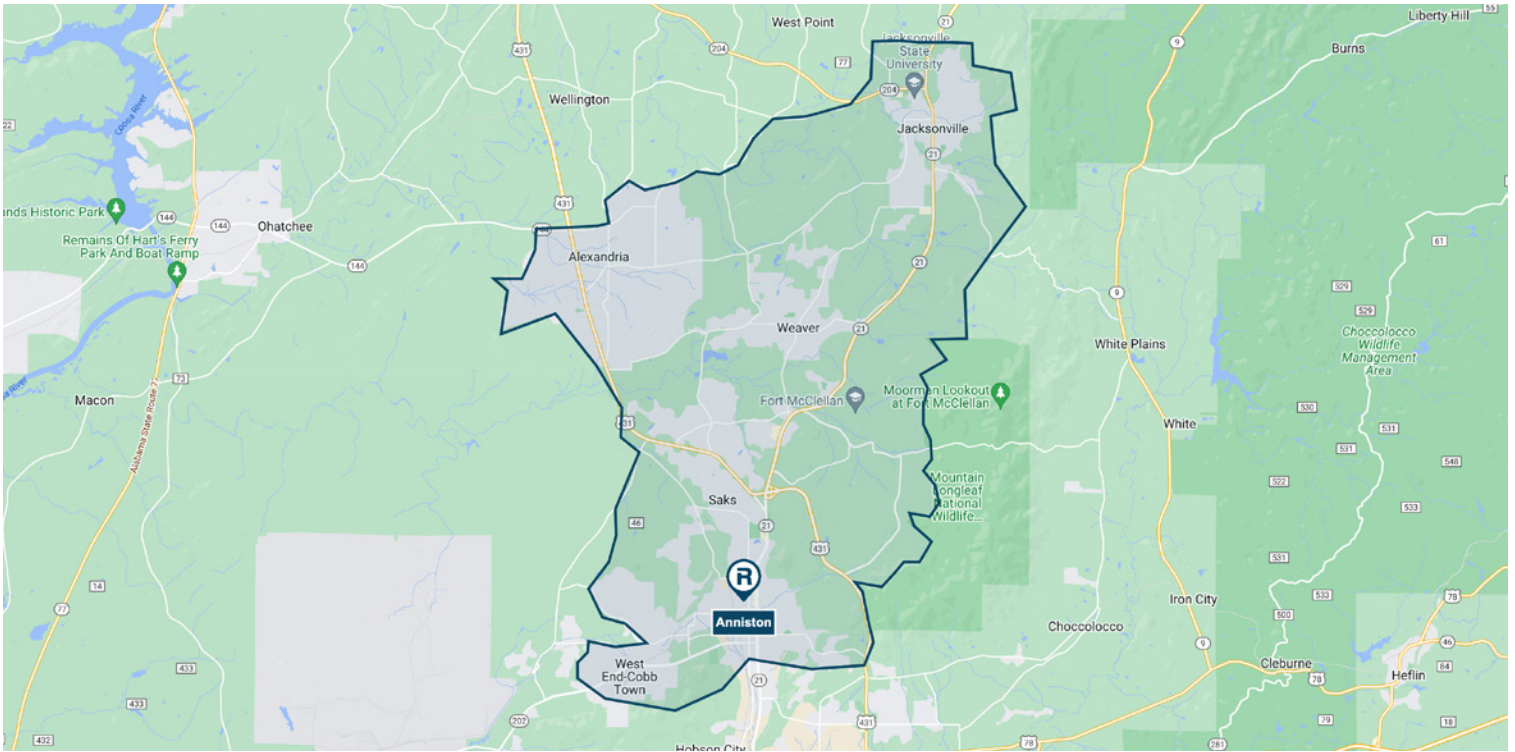
Primary Retail Trade Area Demographic Profile

ANNISTON, ALABAMA

Prepared for City of Anniston
January 2024

Primary Retail Trade Area • Demographic Snapshot

Anniston, Alabama



Population

2020	54,293
2024	53,687
2029	53,910

Educational Attainment (%)

Graduate or Professional Degree	7.57%
Bachelors Degree	11.21%
Associate Degree	8.61%
Some College	24.39%
High School Graduate (or GED)	32.58%
Some High School, No Degree	12.43%
Less than 9th Grade	3.22%

Income

Average HH	\$59,666
Median HH	\$43,369
Per Capita	\$25,583

Age

0 - 9 Years	10.19%
10 - 17 Years	8.96%
18 - 24 Years	15.39%
25 - 34 Years	13.16%
35 - 44 Years	11.24%
45 - 54 Years	11.08%
55 - 64 Years	11.72%
65 and Older	18.27%
Median Age	36.96
Average Age	39.69

Race Distribution (%)

White	57.96%
Black/African American	32.67%
American Indian/Alaskan	0.40%
Asian	1.14%
Native Hawaiian/Islander	0.13%
Other Race	1.94%
Two or More Races	5.76%
Hispanic	4.14%



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Primary Retail Trade Area • Demographic Profile

Anniston, Alabama

DESCRIPTION	DATA	%
Population		
2029 Projection	53,910	
2024 Estimate	53,687	
2020 Census	54,293	
2010 Census	55,718	
Growth 2024 - 2029		0.42%
Growth 2020 - 2024		-1.11%
Growth 2010 - 2020		-2.55%
2024 Est. Population by Single-Classification Race	53,687	
White Alone	31,116	57.96%
Black or African American Alone	17,541	32.67%
Amer. Indian and Alaska Native Alone	213	0.40%
Asian Alone	613	1.14%
Native Hawaiian and Other Pacific Island Alone	68	0.13%
Some Other Race Alone	1,043	1.94%
Two or More Races	3,093	5.76%
2024 Est. Population by Hispanic or Latino Origin	53,687	
Not Hispanic or Latino	51,466	95.86%
Hispanic or Latino	2,222	4.14%
Mexican	1,512	68.05%
Puerto Rican	325	14.63%
Cuban	25	1.12%
All Other Hispanic or Latino	360	16.20%
2024 Est. Hisp. or Latino Pop by Single-Class. Race	2,222	
White Alone	484	21.78%
Black or African American Alone	167	7.52%
American Indian and Alaska Native Alone	35	1.57%
Asian Alone	7	0.32%
Native Hawaiian and Other Pacific Islander Alone	6	0.27%
Some Other Race Alone	869	39.11%
Two or More Races	653	29.39%
2024 Est. Pop by Race, Asian Alone, by Category	613	
Chinese, except Taiwanese	2	0.33%
Filipino	49	7.99%
Japanese	10	1.63%
Asian Indian	27	4.41%
Korean	311	50.73%
Vietnamese	148	24.14%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	66	10.77%
All Other Asian Races Including 2+ Category	0	0.00%

DESCRIPTION	DATA	%
2024 Est. Population by Ancestry	53,687	
Arab	52	0.10%
Czech	29	0.05%
Danish	30	0.06%
Dutch	243	0.45%
English	4,970	9.26%
French (except Basque)	288	0.54%
French Canadian	67	0.13%
German	3,383	6.30%
Greek	50	0.09%
Hungarian	8	0.02%
Irish	4,162	7.75%
Italian	1,220	2.27%
Lithuanian	0	0.00%
United States or American	5,074	9.45%
Norwegian	160	0.30%
Polish	150	0.28%
Portuguese	9	0.02%
Russian	17	0.03%
Scottish	887	1.65%
Scotch-Irish	720	1.34%
Slovak	4	0.01%
Subsaharan African	634	1.18%
Swedish	116	0.22%
Swiss	123	0.23%
Ukrainian	9	0.02%
Welsh	180	0.34%
West Indian (except Hisp. groups)	480	0.89%
Other ancestries	14,377	26.78%
Ancestry Unclassified	16,245	30.26%
2024 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	49,563	97.28%
Speak Asian/Pacific Island Language at Home	196	0.39%
Speak IndoEuropean Language at Home	302	0.59%
Speak Spanish at Home	863	1.69%
Speak Other Language at Home	25	0.05%



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Anniston, Alabama

DESCRIPTION	DATA	%
2024 Est. Population by Age	53,687	
Age 0 - 4	2,738	5.10%
Age 5 - 9	2,734	5.09%
Age 10 - 14	2,784	5.19%
Age 15 - 17	2,026	3.77%
Age 18 - 20	4,370	8.14%
Age 21 - 24	3,892	7.25%
Age 25 - 34	7,064	13.16%
Age 35 - 44	6,034	11.24%
Age 45 - 54	5,947	11.08%
Age 55 - 64	6,291	11.72%
Age 65 - 74	5,648	10.52%
Age 75 - 84	3,146	5.86%
Age 85 and over	1,015	1.89%
Age 16 and over	44,760	83.37%
Age 18 and over	43,406	80.85%
Age 21 and over	39,036	72.71%
Age 65 and over	9,809	18.27%
2024 Est. Median Age		36.96
2024 Est. Average Age		39.69
2024 Est. Population by Sex	53,687	
Male	25,353	47.22%
Female	28,334	52.78%
2024 Est. Male Population by Age	25,353	
Age 0 - 4	1,395	5.50%
Age 5 - 9	1,375	5.42%
Age 10 - 14	1,430	5.64%
Age 15 - 17	1,002	3.95%
Age 18 - 20	2,081	8.21%
Age 21 - 24	1,903	7.51%
Age 25 - 34	3,383	13.34%
Age 35 - 44	2,858	11.27%
Age 45 - 54	2,800	11.04%
Age 55 - 64	2,934	11.57%
Age 65 - 74	2,544	10.03%
Age 75 - 84	1,320	5.21%
Age 85 and over	330	1.30%
2024 Est. Median Age, Male		35.36
2024 Est. Average Age, Male		38.55
2024 Est. Female Population by Age	28,334	
Age 0 - 4	1,343	4.74%
Age 5 - 9	1,359	4.80%
Age 10 - 14	1,354	4.78%
Age 15 - 17	1,023	3.61%
Age 18 - 20	2,289	8.08%
Age 21 - 24	1,990	7.02%
Age 25 - 34	3,681	12.99%
Age 35 - 44	3,175	11.21%
Age 45 - 54	3,148	11.11%
Age 55 - 64	3,357	11.85%
Age 65 - 74	3,104	10.96%
Age 75 - 84	1,826	6.45%
Age 85 and over	685	2.42%
2024 Est. Median Age, Female		38.44
2024 Est. Average Age, Female		40.72

DESCRIPTION	DATA	%
2024 Est. Pop Age 15+ by Marital Status		
Total, Never Married	17,148	37.74%
Males, Never Married	8,414	18.52%
Females, Never Married	8,734	19.22%
Married, Spouse present	15,264	33.60%
Married, Spouse absent	1,762	3.88%
Widowed	3,425	7.54%
Males Widowed	821	1.81%
Females Widowed	2,604	5.73%
Divorced	7,832	17.24%
Males Divorced	3,397	7.48%
Females Divorced	4,436	9.76%
2024 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	1,131	3.22%
Some High School, no diploma	4,368	12.43%
High School Graduate (or GED)	11,448	32.58%
Some College, no degree	8,573	24.39%
Associate Degree	3,026	8.61%
Bachelor's Degree	3,938	11.21%
Master's Degree	1,944	5.53%
Professional School Degree	323	0.92%
Doctorate Degree	394	1.12%
2024 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	489	42.78%
High School Graduate	156	13.65%
Some College or Associate's Degree	276	24.15%
Bachelor's Degree or Higher	222	19.42%
Households		
2029 Projection	21,155	
2024 Estimate	20,965	
2020 Census	21,142	
2010 Census	22,049	
Growth 2024 - 2029		0.91%
Growth 2020 - 2024		-0.83%
Growth 2010 - 2020		0.00%
2024 Est. Households by Household Type	20,965	
Family Households	13,202	62.97%
Nonfamily Households	7,763	37.03%
2024 Est. Group Quarters Population	4,792	
2024 Households by Ethnicity, Hispanic/Latino	629	



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DESCRIPTION	DATA	%
2024 Est. Households by Household Income	20,965	
Income < \$15,000	3,985	19.01%
Income \$15,000 - \$24,999	3,118	14.87%
Income \$25,000 - \$34,999	2,015	9.61%
Income \$35,000 - \$49,999	2,332	11.12%
Income \$50,000 - \$74,999	3,236	15.44%
Income \$75,000 - \$99,999	2,675	12.76%
Income \$100,000 - \$124,999	1,618	7.72%
Income \$125,000 - \$149,999	827	3.94%
Income \$150,000 - \$199,999	679	3.24%
Income \$200,000 - \$249,999	245	1.17%
Income \$250,000 - \$499,999	182	0.87%
Income \$500,000+	54	0.26%
2024 Est. Average Household Income		\$59,666
2024 Est. Median Household Income		\$43,369
2024 Median HH Inc. by Single-Class. Race or Eth.		
White Alone		\$53,796
Black or African American Alone		\$26,780
American Indian and Alaska Native Alone		\$21,010
Asian Alone		\$23,559
Native Hawaiian and Other Pacific Islander Alone		\$112,141
Some Other Race Alone		\$38,997
Two or More Races		\$17,658
Hispanic or Latino		\$41,552
Not Hispanic or Latino		\$43,508
2024 Est. HH by Type and Presence of Own Child.	20,965	
Family Households with Children	4,580	21.85%
Family Households without Children	16,386	78.16%
Married-Couple Families	7,470	35.63%
Married-Couple Family, own children	2,674	12.76%
Married-Couple Family, no own children	4,797	22.88%
Cohabiting-Couple Families	1,334	6.36%
Cohabiting-Couple Family, own children	472	2.25%
Cohabiting-Couple Family, no own children	862	4.11%
Male Householder Families	4,584	21.86%
Male Householder, own children	237	1.13%
Male Householder, no own children	481	2.29%
Male Householder, only Nonrelatives	296	1.41%
Male Householder, Living Alone	3,570	17.03%
Female Householder Families	7,578	36.15%
Female Householder, own children	1,198	5.71%
Female Householder, no own children	1,915	9.13%
Female Householder, only Nonrelatives	313	1.49%
Female Householder, Living Alone	4,152	19.80%

DESCRIPTION	DATA	%
2024 Est. Households by Household Size	20,965	
1-person	6,929	33.05%
2-person	6,821	32.53%
3-person	3,329	15.88%
4-person	2,291	10.93%
5-person	996	4.75%
6-person	362	1.73%
7-or-more-person	238	1.13%
2024 Est. Average Household Size		2.32
2024 Est. Households by Number of Vehicles	20,965	
No Vehicles	2,188	10.44%
1 Vehicle	6,668	31.80%
2 Vehicles	7,119	33.96%
3 Vehicles	3,240	15.45%
4 Vehicles	1,241	5.92%
5 or more Vehicles	510	2.43%
2024 Est. Average Number of Vehicles		1.8
Family Households		
2029 Projection	13,289	
2024 Estimate	13,202	
2020 Estimate	12,737	
2010 Census	13,850	
Growth 2024 - 2029		0.66%
Growth 2020 - 2024		3.65%
Growth 2010 - 2020		-8.3%
2024 Est. Families by Poverty Status	13,202	
2024 Families at or Above Poverty	11,151	84.46%
2024 Families at or Above Poverty with Children	4,729	35.82%
2024 Families Below Poverty	2,051	15.54%
2024 Families Below Poverty with Children	1,306	9.89%
2024 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	22,506	50.28%
Civilian Labor Force, Unemployed	1,863	4.16%
Armed Forces	315	0.70%
Not in Labor Force	20,075	44.85%
2024 Est. Civ. Employed Pop 16+ by Class of Worker		
For-Profit Private Workers	15,524	69.55%
Non-Profit Private Workers	995	4.46%
Local Government Workers	1,131	5.07%
State Government Workers	1,354	6.07%
Federal Government Workers	1,900	8.51%
Self-Employed Workers	1,384	6.20%
Unpaid Family Workers	32	0.14%



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DESCRIPTION	DATA	%
2024 Est. Civ. Employed Pop 16+ by Occupation		
Architect/Engineer	599	2.68%
Arts/Entertainment/Sports	213	0.95%
Building Grounds Maintenance	1,398	6.26%
Business/Financial Operations	649	2.91%
Community/Social Services	760	3.40%
Computer/Mathematical	202	0.91%
Construction/Extraction	1,222	5.47%
Education/Training/Library	1,187	5.32%
Farming/Fishing/Forestry	80	0.36%
Food Prep/Serving	2,385	10.69%
Health Practitioner/Technician	1,173	5.25%
Healthcare Support	563	2.52%
Maintenance Repair	668	2.99%
Legal	85	0.38%
Life/Physical/Social Science	77	0.35%
Management	1,254	5.62%
Office/Admin. Support	2,308	10.34%
Production	2,273	10.18%
Protective Services	631	2.83%
Sales/Related	2,420	10.84%
Personal Care/Service	624	2.80%
Transportation/Moving	1,549	6.94%
2024 Est. Pop 16+ by Occupation Classification		
White Collar	10,927	48.95%
Blue Collar	5,712	25.59%
Service and Farm	5,681	25.45%
2024 Est. Workers Age 16+ by Transp. to Work		
Drove Alone	18,527	84.94%
Car Pooled	1,929	8.84%
Public Transportation	130	0.60%
Walked	374	1.72%
Bicycle	0	0.00%
Other Means	93	0.43%
Worked at Home	759	3.48%
2024 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	6,117	
15 - 29 Minutes	8,509	
30 - 44 Minutes	3,903	
45 - 59 Minutes	1,174	
60 or more Minutes	1,455	
2024 Est. Avg Travel Time to Work in Minutes		26
2024 Est. Occupied Housing Units by Tenure	20,965	
Owner Occupied	12,935	51.86%
Renter Occupied	8,031	38.31%
2024 Owner Occ. HUs: Avg. Length of Residence		19.16 [†]
2024 Renter Occ. HUs: Avg. Length of Residence		7.35 [†]

DESCRIPTION	DATA	%
2024 Est. Owner-Occupied Housing Units by Value	12,935	
Value Less than \$20,000	770	5.95%
Value \$20,000 - \$39,999	859	6.64%
Value \$40,000 - \$59,999	653	5.05%
Value \$60,000 - \$79,999	1,005	7.77%
Value \$80,000 - \$99,999	1,398	10.81%
Value \$100,000 - \$149,999	2,527	19.54%
Value \$150,000 - \$199,999	1,954	15.11%
Value \$200,000 - \$299,999	2,398	18.54%
Value \$300,000 - \$399,999	731	5.65%
Value \$400,000 - \$499,999	306	2.37%
Value \$500,000 - \$749,999	183	1.41%
Value \$750,000 - \$999,999	87	0.67%
Value \$1,000,000 or \$1,499,999	33	0.26%
Value \$1,500,000 or \$1,999,999	13	0.10%
Value \$2,000,000+	17	0.13%
2024 Est. Median All Owner-Occupied Housing Value		\$133,412
2024 Est. Housing Units by Units in Structure		
1 Unit Detached	18,260	73.21%
1 Unit Attached	337	1.35%
2 Units	700	2.81%
3 or 4 Units	684	2.74%
5 to 19 Units	1,553	6.23%
20 to 49 Units	484	1.94%
50 or More Units	391	1.57%
Mobile Home or Trailer	2,523	10.12%
Boat, RV, Van, etc.	11	0.04%
2024 Est. Housing Units by Year Structure Built		
Housing Units Built 2020 or later	206	0.83%
Housing Units Built 2010 to 2019	1,128	4.52%
Housing Units Built 2000 to 2009	2,168	8.69%
Housing Units Built 1990 to 1999	2,754	11.04%
Housing Units Built 1980 to 1989	3,962	15.89%
Housing Units Built 1970 to 1979	5,441	21.82%
Housing Units Built 1960 to 1969	3,006	12.05%
Housing Units Built 1950 to 1959	2,793	11.20%
Housing Units Built 1940 to 1949	2,091	8.38%
Housing Unit Built 1939 or Earlier	1,392	5.58%
2024 Est. Median Year Structure Built		1976

[†] 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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