



The **Retail**Coach®

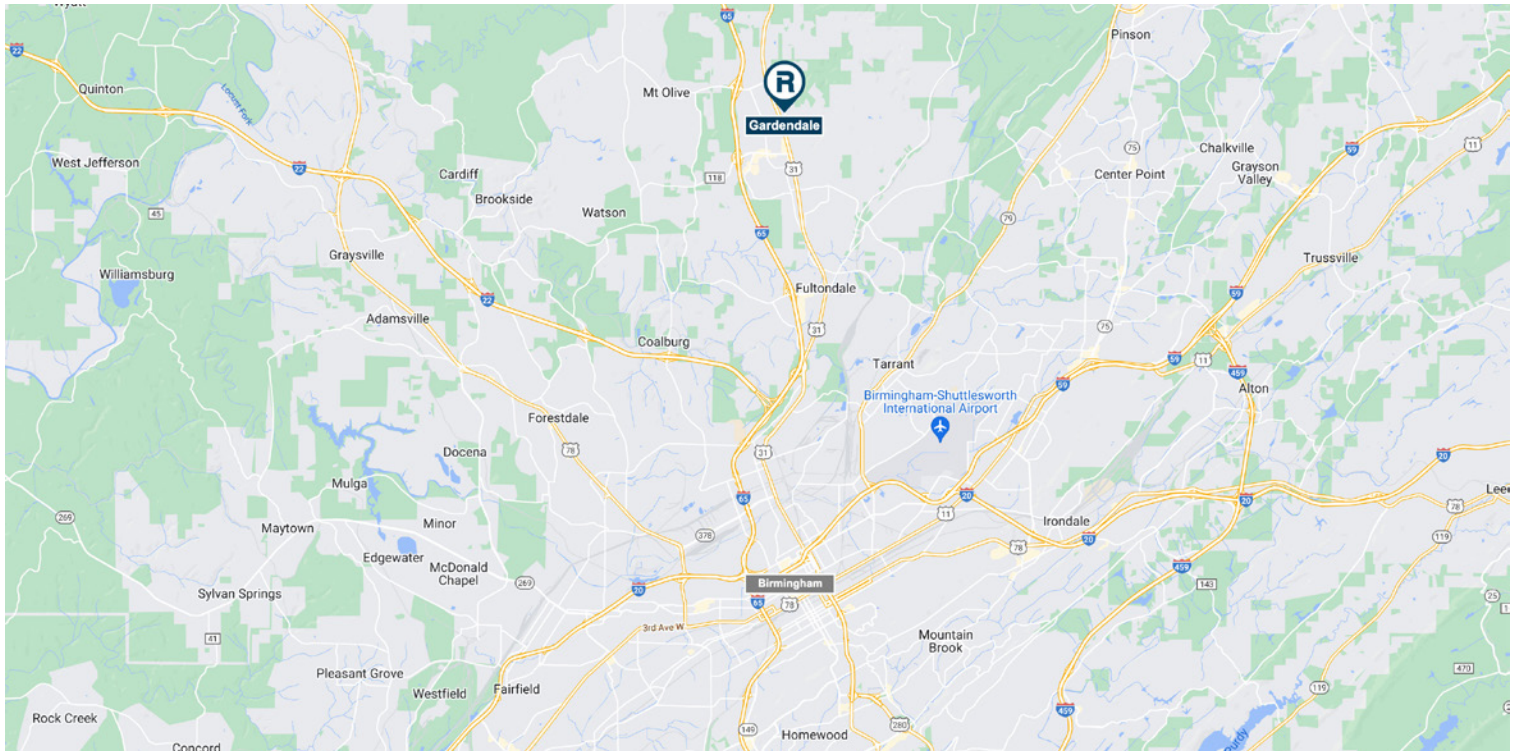
Community Demographic Profile

GARDENDALE, ALABAMA

Prepared for City of Gardendale
June 2023

Community • Demographic Snapshot

Gardendale, Alabama



Population

2020	16,044
2023	16,183
2028	16,484

Educational Attainment (%)

Graduate or Professional Degree	9.12%
Bachelors Degree	17.07%
Associate Degree	12.38%
Some College	22.09%
High School Graduate (GED)	30.84%
Some High School, No Degree	5.93%
Less than 9th Grade	2.56%

Income

Average HH	\$99,831
Median HH	\$77,387
Per Capita	\$41,110

Age

0 - 9 Years	11.50%
10 - 17 Years	9.28%
18 - 24 Years	6.91%
25 - 34 Years	12.77%
35 - 44 Years	13.06%
45 - 54 Years	11.22%
55 - 64 Years	12.46%
65 and Older	22.80%
Median Age	42.22
Average Age	42.70

Race Distribution (%)

White	75.37%
Black/African American	15.76%
American Indian/Alaskan	0.43%
Asian	1.93%
Native Hawaiian/Islander	0.06%
Other Race	1.93%
Two or More Races	4.51%
Hispanic	3.89%



CITY OF
GARDENDALE
ALABAMA

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Community • Demographic Profile

Gardendale, Alabama

DESCRIPTION	DATA	%
Population		
2028 Projection	16,484	
2023 Estimate	16,183	
2020 Census	16,044	
2010 Census	13,436	
Growth 2023 - 2028		1.86%
Growth 2020 - 2023		0.87%
Growth 2010 - 2020		19.41%
2023 Est. Population by Single-Classification Race	16,183	
White Alone	12,197	75.37%
Black or African American Alone	2,551	15.76%
Amer. Indian and Alaska Native Alone	69	0.43%
Asian Alone	313	1.93%
Native Hawaiian and Other Pacific Island Alone	10	0.06%
Some Other Race Alone	313	1.93%
Two or More Races	730	4.51%
2023 Est. Population by Hispanic or Latino Origin	16,183	
Not Hispanic or Latino	15,554	96.11%
Hispanic or Latino	629	3.89%
Mexican	468	74.40%
Puerto Rican	13	2.07%
Cuban	0	0.00%
All Other Hispanic or Latino	148	23.53%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	629	
White Alone	117	18.60%
Black or African American Alone	7	1.11%
American Indian and Alaska Native Alone	24	3.82%
Asian Alone	0	0.00%
Native Hawaiian and Other Pacific Islander Alone	0	0.00%
Some Other Race Alone	264	41.97%
Two or More Races	217	34.50%
2023 Est. Pop by Race, Asian Alone, by Category	313	
Chinese, except Taiwanese	24	7.67%
Filipino	90	28.75%
Japanese	9	2.87%
Asian Indian	125	39.94%
Korean	5	1.60%
Vietnamese	49	15.66%
Cambodian	0	0.00%
Hmong	0	0.00%
Laotian	0	0.00%
Thai	1	0.32%
All Other Asian Races Including 2+ Category	10	3.19%

DESCRIPTION	DATA	%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	14,591	95.58%
Speak Asian/Pacific Island Language at Home	46	0.30%
Speak IndoEuropean Language at Home	72	0.47%
Speak Spanish at Home	551	3.61%
Speak Other Language at Home	5	0.03%
2023 Est. Population by Age	16,183	
Age 0 - 4	918	5.67%
Age 5 - 9	943	5.83%
Age 10 - 14	948	5.86%
Age 15 - 17	554	3.42%
Age 18 - 20	481	2.97%
Age 21 - 24	638	3.94%
Age 25 - 34	2,066	12.77%
Age 35 - 44	2,114	13.06%
Age 45 - 54	1,816	11.22%
Age 55 - 64	2,016	12.46%
Age 65 - 74	2,096	12.95%
Age 75 - 84	1,142	7.06%
Age 85 and over	451	2.79%
Age 16 and over	13,192	81.52%
Age 18 and over	12,820	79.22%
Age 21 and over	12,339	76.25%
Age 65 and over	3,689	22.80%
2023 Est. Median Age		42.22
2023 Est. Average Age		42.70
2023 Est. Population by Sex	16,183	
Male	7,526	46.51%
Female	8,657	53.49%

Community • Demographic Profile

Gardendale, Alabama

DESCRIPTION	DATA	%
2023 Est. Male Population by Age	7,526	
Age 0 - 4	471	6.26%
Age 5 - 9	482	6.41%
Age 10 - 14	480	6.38%
Age 15 - 17	285	3.79%
Age 18 - 20	248	3.29%
Age 21 - 24	325	4.32%
Age 25 - 34	950	12.62%
Age 35 - 44	1,018	13.53%
Age 45 - 54	865	11.49%
Age 55 - 64	905	12.03%
Age 65 - 74	915	12.16%
Age 75 - 84	458	6.09%
Age 85 and over	124	1.65%
2023 Est. Median Age, Male		40.07
2023 Est. Average Age, Male		40.70
2023 Est. Female Population by Age	8,657	
Age 0 - 4	447	5.16%
Age 5 - 9	461	5.33%
Age 10 - 14	468	5.41%
Age 15 - 17	269	3.11%
Age 18 - 20	233	2.69%
Age 21 - 24	313	3.62%
Age 25 - 34	1,116	12.89%
Age 35 - 44	1,096	12.66%
Age 45 - 54	951	10.99%
Age 55 - 64	1,111	12.83%
Age 65 - 74	1,181	13.64%
Age 75 - 84	684	7.90%
Age 85 and over	327	3.78%
2023 Est. Median Age, Female		44.29
2023 Est. Average Age, Female		44.40

2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	2,893	21.63%
Males, Never Married	1,469	10.98%
Females, Never Married	1,424	10.65%
Married, Spouse present	7,394	55.29%
Married, Spouse absent	390	2.92%
Widowed	1,023	7.65%
Males Widowed	181	1.35%
Females Widowed	842	6.30%
Divorced	1,674	12.52%
Males Divorced	742	5.55%
Females Divorced	932	6.97%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	300	2.56%
Some High School, no diploma	694	5.93%
High School Graduate (or GED)	3,609	30.84%
Some College, no degree	2,585	22.09%
Associate Degree	1,449	12.38%
Bachelor's Degree	1,997	17.07%
Master's Degree	675	5.77%
Professional School Degree	279	2.38%
Doctorate Degree	113	0.97%

DESCRIPTION	DATA	%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	93	31.31%
High School Graduate	44	14.82%
Some College or Associate's Degree	131	44.11%
Bachelor's Degree or Higher	29	9.76%
Households		
2028 Projection	6,731	
2023 Estimate	6,611	
2020 Census	6,547	
2010 Census	5,462	
Growth 2023 - 2028		1.81%
Growth 2020 - 2023		0.98%
Growth 2010 - 2020		19.86%
2023 Est. Households by Household Type	6,611	
Family Households	4,625	69.96%
Nonfamily Households	1,986	30.04%
2023 Est. Group Quarters Population	129	
2023 Households by Ethnicity, Hispanic/Latino	187	

2023 Est. Households by Household Income	6,611	
Income < \$15,000	573	8.67%
Income \$15,000 - \$24,999	281	4.25%
Income \$25,000 - \$34,999	477	7.21%
Income \$35,000 - \$49,999	855	12.93%
Income \$50,000 - \$74,999	1,027	15.54%
Income \$75,000 - \$99,999	902	13.64%
Income \$100,000 - \$124,999	702	10.62%
Income \$125,000 - \$149,999	591	8.94%
Income \$150,000 - \$199,999	617	9.33%
Income \$200,000 - \$249,999	255	3.86%
Income \$250,000 - \$499,999	256	3.87%
Income \$500,000+	75	1.13%

2023 Est. Average Household Income	\$99,831
2023 Est. Median Household Income	\$77,387

2023 Median HH Inc. by Single-Class. Race or Eth.	
White Alone	\$77,591
Black or African American Alone	\$84,807
American Indian and Alaska Native Alone	\$22,322
Asian Alone	\$118,804
Native Hawaiian and Other Pacific Islander Alone	\$33,090
Some Other Race Alone	\$72,726
Two or More Races	\$37,204
Hispanic or Latino	\$64,017
Not Hispanic or Latino	\$78,223

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DESCRIPTION	DATA	%
2023 Est. Family HH Type by Presence of Own Child.	4,625	
Married-Couple Family, own children	1,310	28.32%
Married-Couple Family, no own children	2,313	50.01%
Male Householder, own children	89	1.92%
Male Householder, no own children	123	2.66%
Female Householder, own children	360	7.78%
Female Householder, no own children	430	9.30%
2023 Est. Households by Household Size	6,611	
1-person	1,885	28.51%
2-person	2,302	34.82%
3-person	1,009	15.26%
4-person	803	12.15%
5-person	446	6.75%
6-person	163	2.47%
7-or-more-person	3	0.04%
2023 Est. Average Household Size		2.43
2023 Est. Households by Presence of People Under 18	6,611	
Households with 1 or More People under Age 18:	2,015	30.48%
Married-Couple Family	1,429	70.92%
Other Family, Male Householder	118	5.86%
Other Family, Female Householder	454	22.53%
Nonfamily, Male Householder	12	0.60%
Nonfamily, Female Householder	2	0.10%
Households with No People under Age 18:	4,596	
Married-Couple Family	2,195	47.76%
Other Family, Male Householder	95	2.07%
Other Family, Female Householder	336	7.31%
Nonfamily, Male Householder	714	15.54%
Nonfamily, Female Householder	1,256	27.33%
2023 Est. Households by Number of Vehicles	6,611	
No Vehicles	287	4.34%
1 Vehicle	1,696	25.65%
2 Vehicles	2,666	40.33%
3 Vehicles	1,309	19.80%
4 Vehicles	525	7.94%
5 or more Vehicles	128	1.94%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	4,706	
2023 Estimate	4,625	
2010 Census	3,833	
Growth 2023 - 2028		1.75%
Growth 2010 - 2023		20.66%
2023 Est. Families by Poverty Status	4,625	
2023 Families at or Above Poverty	4,311	93.21%
2023 Families at or Above Poverty with Children	1,805	39.03%
2023 Families Below Poverty	314	6.79%
2023 Families Below Poverty with Children	173	3.74%

DESCRIPTION	DATA	%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	8,117	61.53%
Civilian Labor Force, Unemployed	186	1.41%
Armed Forces	1	0.01%
Not in Labor Force	4,888	37.05%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	8,126	
For-Profit Private Workers	5,696	70.10%
Non-Profit Private Workers	895	11.01%
Local Government Workers	168	2.07%
State Government Workers	265	3.26%
Federal Government Workers	688	8.47%
Self-Employed Workers	414	5.09%
Unpaid Family Workers	0	0.00%
2023 Est. Civ. Employed Pop 16+ by Occupation	8,126	
Architect/Engineer	95	1.17%
Arts/Entertainment/Sports	108	1.33%
Building Grounds Maintenance	157	1.93%
Business/Financial Operations	596	7.33%
Community/Social Services	95	1.17%
Computer/Mathematical	252	3.10%
Construction/Extraction	346	4.26%
Education/Training/Library	345	4.25%
Farming/Fishing/Forestry	50	0.62%
Food Prep/Serving	285	3.51%
Health Practitioner/Technician	1,234	15.19%
Healthcare Support	85	1.05%
Maintenance Repair	431	5.30%
Legal	188	2.31%
Life/Physical/Social Science	2	0.03%
Management	887	10.92%
Office/Admin. Support	1,014	12.48%
Production	592	7.29%
Protective Services	96	1.18%
Sales/Related	644	7.92%
Personal Care/Service	104	1.28%
Transportation/Moving	520	6.40%
2023 Est. Pop 16+ by Occupation Classification	8,126	
White Collar	5,460	67.19%
Blue Collar	1,889	23.25%
Service and Farm	777	9.56%
2023 Est. Workers Age 16+ by Transp. to Work	8,087	
Drove Alone	7,130	88.17%
Car Pooled	585	7.23%
Public Transportation	5	0.06%
Walked	83	1.03%
Bicycle	1	0.01%
Other Means	26	0.32%
Worked at Home	257	3.18%

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DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	1,016	
15 - 29 Minutes	3,506	
30 - 44 Minutes	2,608	
45 - 59 Minutes	408	
60 or more Minutes	220	
2023 Est. Avg Travel Time to Work in Minutes		28
2023 Est. Occupied Housing Units by Tenure	6,611	
Owner Occupied	5,131	77.61%
Renter Occupied	1,480	22.39%
2023 Owner Occ. HUs: Avg. Length of Residence		16.20 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		5.50 [†]
2023 Est. Owner-Occupied Housing Units by Value	6,611	
Value Less than \$20,000	64	1.25%
Value \$20,000 - \$39,999	72	1.40%
Value \$40,000 - \$59,999	24	0.47%
Value \$60,000 - \$79,999	37	0.72%
Value \$80,000 - \$99,999	140	2.73%
Value \$100,000 - \$149,999	721	14.05%
Value \$150,000 - \$199,999	1,191	23.21%
Value \$200,000 - \$299,999	1,526	29.74%
Value \$300,000 - \$399,999	721	14.05%
Value \$400,000 - \$499,999	282	5.50%
Value \$500,000 - \$749,999	244	4.75%
Value \$750,000 - \$999,999	72	1.40%
Value \$1,000,000 or \$1,499,999	11	0.21%
Value \$1,500,000 or \$1,999,999	6	0.12%
Value \$2,000,000+	20	0.39%
2023 Est. Median All Owner-Occupied Housing Value		\$216,228

DESCRIPTION	DATA	%
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	5,835	83.05%
1 Unit Attached	158	2.25%
2 Units	27	0.38%
3 or 4 Units	247	3.52%
5 to 19 Units	277	3.94%
20 to 49 Units	12	0.17%
50 or More Units	18	0.26%
Mobile Home or Trailer	452	6.43%
Boat, RV, Van, etc.	0	0.00%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	580	8.26%
Housing Units Built 2010 to 2014	175	2.49%
Housing Units Built 2000 to 2009	1,181	16.81%
Housing Units Built 1990 to 1999	1,108	15.77%
Housing Units Built 1980 to 1989	740	10.53%
Housing Units Built 1970 to 1979	1,127	16.04%
Housing Units Built 1960 to 1969	1,182	16.82%
Housing Units Built 1950 to 1959	568	8.08%
Housing Units Built 1940 to 1949	106	1.51%
Housing Unit Built 1939 or Earlier	259	3.69%
2023 Est. Median Year Structure Built		1984

[†] 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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