



The**Retail**Coach®

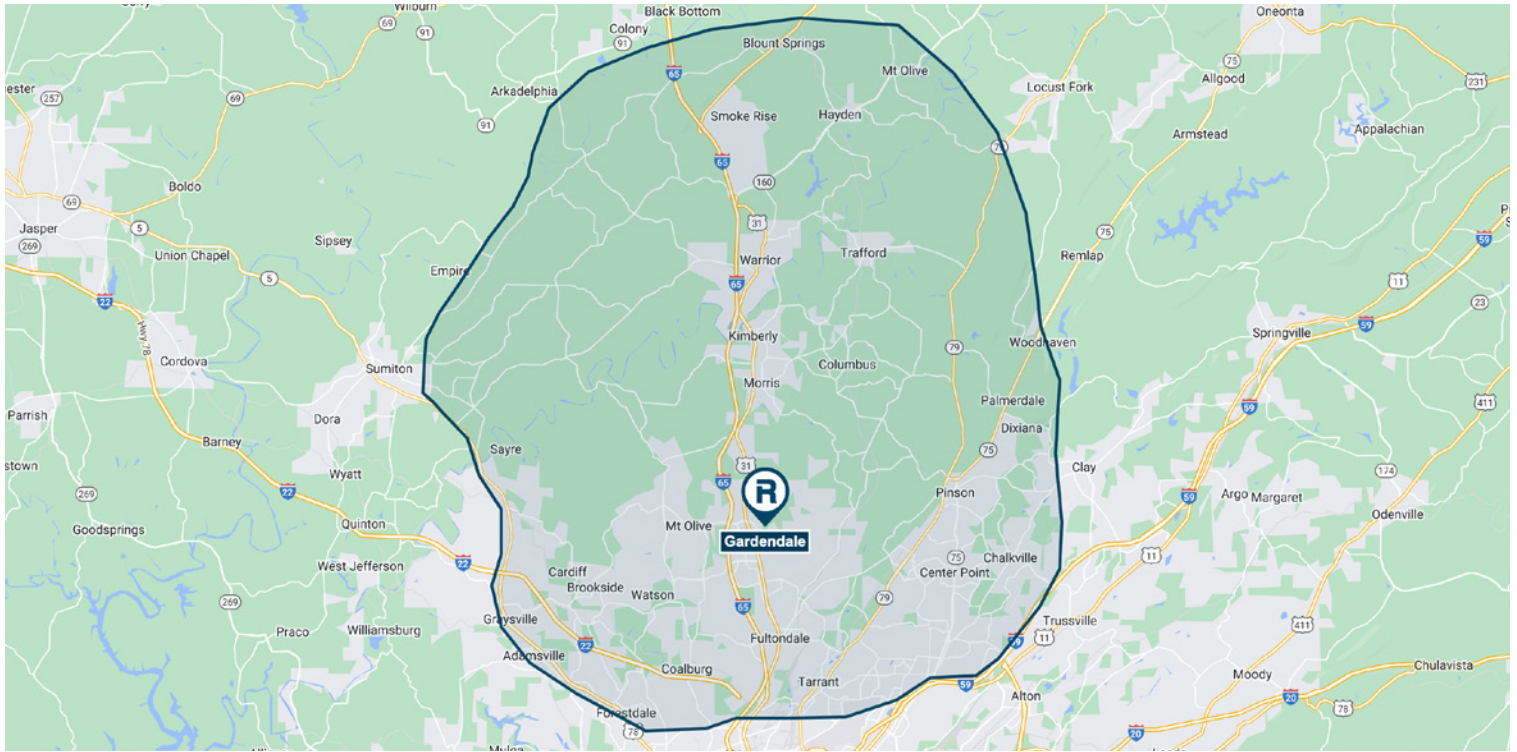
Secondary Retail Trade Area Demographic Profile

GARDENDALE, ALABAMA

Prepared for City of Gardendale
June 2023

Secondary Retail Trade Area • Demographic Snapshot

Gardendale, Alabama



Population

2020	179,472
2023	177,767
2028	178,019

Educational Attainment (%)

Graduate or Professional Degree	6.50%
Bachelors Degree	12.63%
Associate Degree	11.30%
Some College	24.71%
High School Graduate (GED)	33.46%
Some High School, No Degree	8.49%
Less than 9th Grade	2.91%

Income

Average HH	\$75,609
Median HH	\$57,450
Per Capita	\$29,350

Age

0 - 9 Years	12.91%
10 - 17 Years	10.36%
18 - 24 Years	7.93%
25 - 34 Years	13.49%
35 - 44 Years	13.19%
45 - 54 Years	12.04%
55 - 64 Years	12.44%
65 and Older	17.64%
Median Age	38.96
Average Age	39.74

Race Distribution (%)

White	47.92%
Black/African American	42.49%
American Indian/Alaskan	0.51%
Asian	0.75%
Native Hawaiian/Islander	0.08%
Other Race	4.05%
Two or More Races	4.21%
Hispanic	6.49%



CITY OF
GARDENDALE
ALABAMA

Stan Hogeland
City of Gardendale
Mayor

925 Main Street
Gardendale, Alabama 35071

Phone 205.234.9079
Stan@CityofGardendale.com
www.CityofGardendale.com

Kyle Cofer
The Retail Coach, LLC
Project Director

Office 662.844.2155
Cell 662.319.7144
KyleCofer@TheRetailCoach.net
www.TheRetailCoach.net



Secondary Retail Trade Area • Demographic Profile

Gardendale, Alabama

DESCRIPTION	DATA	%
Population		
2028 Projection	178,019	
2023 Estimate	177,767	
2020 Census	179,472	
2010 Census	174,659	
Growth 2023 - 2028		0.14%
Growth 2020 - 2023		-0.94%
Growth 2010 - 2020		2.76%
2023 Est. Population by Single-Classification Race	177,767	
White Alone	85,188	47.92%
Black or African American Alone	75,526	42.49%
Amer. Indian and Alaska Native Alone	903	0.51%
Asian Alone	1,329	0.75%
Native Hawaiian and Other Pacific Island Alone	141	0.08%
Some Other Race Alone	7,194	4.05%
Two or More Races	7,485	4.21%
2023 Est. Population by Hispanic or Latino Origin	177,767	
Not Hispanic or Latino	166,238	93.51%
Hispanic or Latino	11,529	6.49%
Mexican	7,483	64.91%
Puerto Rican	850	7.37%
Cuban	164	1.42%
All Other Hispanic or Latino	3,031	26.29%
2023 Est. Hisp. or Latino Pop by Single-Class. Race	11,529	
White Alone	1,629	14.13%
Black or African American Alone	303	2.63%
American Indian and Alaska Native Alone	427	3.70%
Asian Alone	10	0.09%
Native Hawaiian and Other Pacific Islander Alone	15	0.13%
Some Other Race Alone	6,734	58.41%
Two or More Races	2,411	20.91%
2023 Est. Pop by Race, Asian Alone, by Category	1,329	
Chinese, except Taiwanese	151	11.36%
Filipino	240	18.06%
Japanese	21	1.58%
Asian Indian	416	31.30%
Korean	60	4.51%
Vietnamese	197	14.82%
Cambodian	27	2.03%
Hmong	4	0.30%
Laotian	16	1.20%
Thai	12	0.90%
All Other Asian Races Including 2+ Category	184	13.85%

DESCRIPTION	DATA	%
2023 Est. Pop Age 5+ by Language Spoken At Home		
Speak Only English at Home	159,083	95.65%
Speak Asian/Pacific Island Language at Home	445	0.27%
Speak IndoEuropean Language at Home	947	0.57%
Speak Spanish at Home	5,691	3.42%
Speak Other Language at Home	154	0.09%
2023 Est. Population by Age	177,767	
Age 0 - 4	11,447	6.44%
Age 5 - 9	11,506	6.47%
Age 10 - 14	11,552	6.50%
Age 15 - 17	6,872	3.87%
Age 18 - 20	6,129	3.45%
Age 21 - 24	7,973	4.49%
Age 25 - 34	23,982	13.49%
Age 35 - 44	23,438	13.19%
Age 45 - 54	21,404	12.04%
Age 55 - 64	22,114	12.44%
Age 65 - 74	19,471	10.95%
Age 75 - 84	8,730	4.91%
Age 85 and over	3,148	1.77%
Age 16 and over	141,007	79.32%
Age 18 and over	136,390	76.72%
Age 21 and over	130,261	73.28%
Age 65 and over	31,349	17.64%
2023 Est. Median Age		38.96
2023 Est. Average Age		39.74
2023 Est. Population by Sex	177,767	
Male	83,452	46.95%
Female	94,315	53.06%



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DESCRIPTION	DATA	%
2023 Est. Male Population by Age	83,452	
Age 0 - 4	5,852	7.01%
Age 5 - 9	5,879	7.04%
Age 10 - 14	5,777	6.92%
Age 15 - 17	3,450	4.13%
Age 18 - 20	3,108	3.72%
Age 21 - 24	3,986	4.78%
Age 25 - 34	11,249	13.48%
Age 35 - 44	10,784	12.92%
Age 45 - 54	9,947	11.92%
Age 55 - 64	10,017	12.00%
Age 65 - 74	8,686	10.41%
Age 75 - 84	3,676	4.41%
Age 85 and over	1,040	1.25%
2023 Est. Median Age, Male		37.20
2023 Est. Average Age, Male		38.28
2023 Est. Female Population by Age	94,315	
Age 0 - 4	5,594	5.93%
Age 5 - 9	5,626	5.96%
Age 10 - 14	5,775	6.12%
Age 15 - 17	3,422	3.63%
Age 18 - 20	3,022	3.20%
Age 21 - 24	3,988	4.23%
Age 25 - 34	12,733	13.50%
Age 35 - 44	12,654	13.42%
Age 45 - 54	11,457	12.15%
Age 55 - 64	12,097	12.83%
Age 65 - 74	10,785	11.44%
Age 75 - 84	5,054	5.36%
Age 85 and over	2,107	2.23%
2023 Est. Median Age, Female		40.46
2023 Est. Average Age, Female		41.00

2023 Est. Pop Age 15+ by Marital Status		
Total, Never Married	42,708	29.81%
Males, Never Married	21,539	15.04%
Females, Never Married	21,168	14.78%
Married, Spouse present	65,270	45.56%
Married, Spouse absent	5,498	3.84%
Widowed	9,535	6.66%
Males Widowed	1,861	1.30%
Females Widowed	7,675	5.36%
Divorced	20,251	14.14%
Males Divorced	8,426	5.88%
Females Divorced	11,826	8.26%
2023 Est. Pop Age 25+ by Edu. Attainment		
Less than 9th grade	3,560	2.91%
Some High School, no diploma	10,380	8.49%
High School Graduate (or GED)	40,917	33.46%
Some College, no degree	30,220	24.71%
Associate Degree	13,818	11.30%
Bachelor's Degree	15,449	12.63%
Master's Degree	6,042	4.94%
Professional School Degree	1,093	0.89%
Doctorate Degree	808	0.66%

DESCRIPTION	DATA	%
2023 Est. Pop Age 25+ by Edu. Attain., Hisp./ Lat.		
No High School Diploma	2,987	47.76%
High School Graduate	1,790	28.62%
Some College or Associate's Degree	949	15.17%
Bachelor's Degree or Higher	528	8.44%
Households		
2028 Projection	69,040	
2023 Estimate	68,699	
2020 Census	69,139	
2010 Census	67,116	
Growth 2023 - 2028		0.50%
Growth 2020 - 2023		-0.63%
Growth 2010 - 2020		3.01%
2023 Est. Households by Household Type	68,699	
Family Households	49,490	72.04%
Nonfamily Households	19,209	27.96%
2023 Est. Group Quarters Population	788	
2023 Households by Ethnicity, Hispanic/Latino	3,388	

2023 Est. Households by Household Income	68,699	
Income < \$15,000	8,508	12.38%
Income \$15,000 - \$24,999	5,928	8.63%
Income \$25,000 - \$34,999	6,239	9.08%
Income \$35,000 - \$49,999	9,633	14.02%
Income \$50,000 - \$74,999	12,032	17.51%
Income \$75,000 - \$99,999	8,684	12.64%
Income \$100,000 - \$124,999	6,219	9.05%
Income \$125,000 - \$149,999	4,462	6.50%
Income \$150,000 - \$199,999	4,109	5.98%
Income \$200,000 - \$249,999	1,540	2.24%
Income \$250,000 - \$499,999	1,055	1.54%
Income \$500,000+	289	0.42%

2023 Est. Average Household Income	\$75,609
2023 Est. Median Household Income	\$57,450

2023 Median HH Inc. by Single-Class. Race or Eth.	
White Alone	\$64,350
Black or African American Alone	\$50,747
American Indian and Alaska Native Alone	\$21,597
Asian Alone	\$71,000
Native Hawaiian and Other Pacific Islander Alone	\$34,190
Some Other Race Alone	\$53,073
Two or More Races	\$41,917
Hispanic or Latino	\$47,285
Not Hispanic or Latino	\$58,194



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DESCRIPTION	DATA	%
2023 Est. Family HH Type by Presence of Own Child.	49,490	
Married-Couple Family, own children	13,500	27.28%
Married-Couple Family, no own children	20,752	41.93%
Male Householder, own children	1,295	2.62%
Male Householder, no own children	1,825	3.69%
Female Householder, own children	6,616	13.37%
Female Householder, no own children	5,503	11.12%
2023 Est. Households by Household Size	68,699	
1-person	16,963	24.69%
2-person	22,508	32.76%
3-person	13,293	19.35%
4-person	9,893	14.40%
5-person	3,975	5.79%
6-person	1,525	2.22%
7-or-more-person	540	0.79%
2023 Est. Average Household Size		2.58
2023 Est. Households by Presence of People Under 18	68,699	
Households with 1 or More People under Age 18:	24,904	36.25%
Married-Couple Family	15,073	60.52%
Other Family, Male Householder	1,659	6.66%
Other Family, Female Householder	7,991	32.09%
Nonfamily, Male Householder	122	0.49%
Nonfamily, Female Householder	59	0.24%
Households with No People under Age 18:	43,795	
Married-Couple Family	19,174	43.78%
Other Family, Male Householder	1,452	3.31%
Other Family, Female Householder	4,136	9.44%
Nonfamily, Male Householder	8,116	18.53%
Nonfamily, Female Householder	10,917	24.93%
2023 Est. Households by Number of Vehicles	68,699	
No Vehicles	3,374	4.91%
1 Vehicle	20,618	30.01%
2 Vehicles	24,708	35.97%
3 Vehicles	13,130	19.11%
4 Vehicles	4,488	6.53%
5 or more Vehicles	2,381	3.47%
2023 Est. Average Number of Vehicles		2.1
Family Households		
2028 Projection	49,757	
2023 Estimate	49,490	
2010 Census	48,310	
Growth 2023 - 2028		0.54%
Growth 2010 - 2023		2.44%
2023 Est. Families by Poverty Status	49,490	
2023 Families at or Above Poverty	43,822	88.55%
2023 Families at or Above Poverty with Children	19,073	38.54%
2023 Families Below Poverty	5,668	11.45%
2023 Families Below Poverty with Children	4,270	8.63%

DESCRIPTION	DATA	%
2023 Est. Pop 16+ by Employment Status		
Civilian Labor Force, Employed	79,098	56.10%
Civilian Labor Force, Unemployed	4,878	3.46%
Armed Forces	91	0.07%
Not in Labor Force	56,939	40.38%
2023 Est. Civ. Employed Pop 16+ by Class of Worker	79,714	
For-Profit Private Workers	56,805	71.26%
Non-Profit Private Workers	5,738	7.20%
Local Government Workers	2,251	2.82%
State Government Workers	3,619	4.54%
Federal Government Workers	5,725	7.18%
Self-Employed Workers	5,441	6.83%
Unpaid Family Workers	134	0.17%
2023 Est. Civ. Employed Pop 16+ by Occupation	79,714	
Architect/Engineer	768	0.96%
Arts/Entertainment/Sports	946	1.19%
Building Grounds Maintenance	3,005	3.77%
Business/Financial Operations	3,730	4.68%
Community/Social Services	1,149	1.44%
Computer/Mathematical	1,520	1.91%
Construction/Extraction	3,553	4.46%
Education/Training/Library	3,579	4.49%
Farming/Fishing/Forestry	110	0.14%
Food Prep/Serving	4,655	5.84%
Health Practitioner/Technician	6,606	8.29%
Healthcare Support	2,367	2.97%
Maintenance Repair	4,106	5.15%
Legal	626	0.79%
Life/Physical/Social Science	243	0.31%
Management	5,461	6.85%
Office/Admin. Support	10,234	12.84%
Production	7,061	8.86%
Protective Services	2,532	3.18%
Sales/Related	6,964	8.74%
Personal Care/Service	1,428	1.79%
Transportation/Moving	9,071	11.38%
2023 Est. Pop 16+ by Occupation Classification	79,714	
White Collar	41,826	52.47%
Blue Collar	23,791	29.84%
Service and Farm	14,098	17.69%
2023 Est. Workers Age 16+ by Transp. to Work	78,903	
Drove Alone	68,032	86.22%
Car Pooled	6,855	8.69%
Public Transportation	585	0.74%
Walked	614	0.78%
Bicycle	12	0.02%
Other Means	728	0.92%
Worked at Home	2,077	2.63%



Secondary Retail Trade Area • Demographic Profile

Gardendale, Alabama

DESCRIPTION	DATA	%
2023 Est. Workers Age 16+ by Travel Time to Work		
Less than 15 Minutes	10,644	
15 - 29 Minutes	27,045	
30 - 44 Minutes	24,520	
45 - 59 Minutes	8,150	
60 or more Minutes	5,956	
2023 Est. Avg Travel Time to Work in Minutes		32
2023 Est. Occupied Housing Units by Tenure	68,699	
Owner Occupied	49,720	72.37%
Renter Occupied	18,978	27.62%
2023 Owner Occ. HUs: Avg. Length of Residence		17.75 [†]
2023 Renter Occ. HUs: Avg. Length of Residence		6.48 [†]
2023 Est. Owner-Occupied Housing Units by Value	68,699	
Value Less than \$20,000	1,125	2.26%
Value \$20,000 - \$39,999	1,034	2.08%
Value \$40,000 - \$59,999	1,139	2.29%
Value \$60,000 - \$79,999	2,125	4.27%
Value \$80,000 - \$99,999	3,423	6.88%
Value \$100,000 - \$149,999	12,240	24.62%
Value \$150,000 - \$199,999	10,170	20.45%
Value \$200,000 - \$299,999	10,186	20.49%
Value \$300,000 - \$399,999	4,618	9.29%
Value \$400,000 - \$499,999	1,682	3.38%
Value \$500,000 - \$749,999	1,080	2.17%
Value \$750,000 - \$999,999	432	0.87%
Value \$1,000,000 or \$1,499,999	287	0.58%
Value \$1,500,000 or \$1,999,999	118	0.24%
Value \$2,000,000+	61	0.12%
2023 Est. Median All Owner-Occupied Housing Value		\$167,109

DESCRIPTION	DATA	%
2023 Est. Housing Units by Units in Structure		
1 Unit Detached	58,697	76.93%
1 Unit Attached	1,703	2.23%
2 Units	1,049	1.37%
3 or 4 Units	1,915	2.51%
5 to 19 Units	5,843	7.66%
20 to 49 Units	520	0.68%
50 or More Units	966	1.27%
Mobile Home or Trailer	5,570	7.30%
Boat, RV, Van, etc.	35	0.05%
2023 Est. Housing Units by Year Structure Built		
Housing Units Built 2014 or later	2,471	3.24%
Housing Units Built 2010 to 2014	1,763	2.31%
Housing Units Built 2000 to 2009	10,383	13.61%
Housing Units Built 1990 to 1999	11,488	15.06%
Housing Units Built 1980 to 1989	10,813	14.17%
Housing Units Built 1970 to 1979	16,965	22.23%
Housing Units Built 1960 to 1969	10,148	13.30%
Housing Units Built 1950 to 1959	7,640	10.01%
Housing Units Built 1940 to 1949	2,065	2.71%
Housing Unit Built 1939 or Earlier	2,563	3.36%
2023 Est. Median Year Structure Built		1979

[†] 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.





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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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