



# Market Profile

The Bulls-Eye  
 1817 Cherokee Ave SW, Cullman, Alabama, 35055  
 Rings: 1, 3, 5 mile radii

Prepared by Esri  
 Latitude: 34.15408  
 Longitude: -86.84048

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	2,617	14,412	23,131
2010 Total Population	2,719	15,073	24,570
2019 Total Population	3,235	16,021	26,087
2019 Group Quarters	183	630	690
2024 Total Population	3,336	16,423	26,774
2019-2024 Annual Rate	0.62%	0.50%	0.52%
2019 Total Daytime Population	5,995	24,535	35,832
Workers	4,075	14,877	20,491
Residents	1,920	9,658	15,341
<b>Household Summary</b>			
2000 Households	1,221	6,229	9,582
2000 Average Household Size	1.99	2.23	2.35
2010 Households	1,318	6,335	9,998
2010 Average Household Size	1.94	2.29	2.40
2019 Households	1,387	6,592	10,437
2019 Average Household Size	2.20	2.33	2.43
2024 Households	1,421	6,727	10,669
2024 Average Household Size	2.22	2.35	2.44
2019-2024 Annual Rate	0.49%	0.41%	0.44%
2010 Families	746	3,925	6,609
2010 Average Family Size	2.63	2.92	2.96
2019 Families	768	3,994	6,767
2019 Average Family Size	2.97	3.00	3.03
2024 Families	782	4,044	6,871
2024 Average Family Size	3.00	3.03	3.05
2019-2024 Annual Rate	0.36%	0.25%	0.31%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,337	6,904	10,572
Owner Occupied Housing Units	53.6%	53.5%	60.5%
Renter Occupied Housing Units	37.8%	36.7%	30.1%
Vacant Housing Units	8.7%	9.8%	9.4%
2010 Housing Units	1,448	7,133	11,131
Owner Occupied Housing Units	49.4%	51.4%	58.4%
Renter Occupied Housing Units	41.6%	37.4%	31.5%
Vacant Housing Units	9.0%	11.2%	10.2%
2019 Housing Units	1,544	7,522	11,764
Owner Occupied Housing Units	44.3%	45.1%	52.1%
Renter Occupied Housing Units	45.5%	42.5%	36.6%
Vacant Housing Units	10.2%	12.4%	11.3%
2024 Housing Units	1,580	7,674	12,018
Owner Occupied Housing Units	44.7%	45.2%	52.2%
Renter Occupied Housing Units	45.3%	42.5%	36.6%
Vacant Housing Units	10.1%	12.3%	11.2%
<b>Median Household Income</b>			
2019	\$36,835	\$39,707	\$42,712
2024	\$38,550	\$41,352	\$44,401
<b>Median Home Value</b>			
2019	\$141,633	\$140,319	\$144,317
2024	\$145,319	\$148,362	\$157,993
<b>Per Capita Income</b>			
2019	\$19,785	\$21,212	\$22,209
2024	\$21,452	\$22,805	\$23,796
<b>Median Age</b>			
2010	39.2	38.9	39.0
2019	40.6	40.6	40.7
2024	41.8	42.0	42.0

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2019 Households by Income</b>			
Household Income Base	1,387	6,592	10,437
<\$15,000	25.5%	22.1%	18.4%
\$15,000 - \$24,999	14.0%	12.1%	11.9%
\$25,000 - \$34,999	7.8%	8.4%	8.7%
\$35,000 - \$49,999	16.6%	18.6%	18.4%
\$50,000 - \$74,999	20.0%	17.5%	18.0%
\$75,000 - \$99,999	7.6%	9.8%	11.7%
\$100,000 - \$149,999	7.1%	8.5%	9.5%
\$150,000 - \$199,999	1.2%	2.2%	2.4%
\$200,000+	0.3%	0.9%	1.0%
Average Household Income	\$45,164	\$51,383	\$55,115
<b>2024 Households by Income</b>			
Household Income Base	1,421	6,727	10,669
<\$15,000	23.6%	20.3%	16.9%
\$15,000 - \$24,999	13.9%	11.9%	11.7%
\$25,000 - \$34,999	7.5%	8.2%	8.3%
\$35,000 - \$49,999	16.6%	18.8%	18.5%
\$50,000 - \$74,999	20.1%	17.4%	17.7%
\$75,000 - \$99,999	8.0%	10.2%	12.1%
\$100,000 - \$149,999	9.1%	10.2%	11.3%
\$150,000 - \$199,999	1.1%	2.1%	2.4%
\$200,000+	0.3%	1.0%	1.1%
Average Household Income	\$49,233	\$55,552	\$59,329
<b>2019 Owner Occupied Housing Units by Value</b>			
Total	684	3,395	6,132
<\$50,000	4.1%	5.9%	8.0%
\$50,000 - \$99,999	15.4%	22.4%	20.5%
\$100,000 - \$149,999	36.7%	26.8%	24.2%
\$150,000 - \$199,999	19.6%	15.1%	18.4%
\$200,000 - \$249,999	8.3%	7.9%	7.2%
\$250,000 - \$299,999	5.4%	10.0%	9.0%
\$300,000 - \$399,999	3.1%	6.6%	6.2%
\$400,000 - \$499,999	0.0%	1.5%	1.5%
\$500,000 - \$749,999	5.7%	2.7%	3.6%
\$750,000 - \$999,999	1.2%	0.6%	0.6%
\$1,000,000 - \$1,499,999	0.6%	0.4%	0.6%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$190,241	\$181,217	\$186,224
<b>2024 Owner Occupied Housing Units by Value</b>			
Total	706	3,465	6,269
<\$50,000	3.7%	5.3%	6.8%
\$50,000 - \$99,999	14.0%	20.0%	17.9%
\$100,000 - \$149,999	35.6%	25.5%	22.6%
\$150,000 - \$199,999	19.3%	14.3%	16.8%
\$200,000 - \$249,999	8.1%	8.5%	8.6%
\$250,000 - \$299,999	5.9%	10.7%	9.1%
\$300,000 - \$399,999	3.1%	7.2%	6.6%
\$400,000 - \$499,999	0.0%	2.0%	2.0%
\$500,000 - \$749,999	7.9%	4.8%	7.3%
\$750,000 - \$999,999	1.7%	1.1%	1.4%
\$1,000,000 - \$1,499,999	0.6%	0.4%	0.8%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$206,844	\$201,934	\$218,360

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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<b>2010 Population by Age</b>			
Total	2,716	15,073	24,570
0 - 4	6.0%	6.6%	6.5%
5 - 9	6.0%	6.3%	6.5%
10 - 14	5.5%	5.9%	6.3%
15 - 24	12.1%	12.7%	12.6%
25 - 34	15.1%	13.6%	12.8%
35 - 44	13.0%	12.5%	12.7%
45 - 54	13.2%	13.2%	13.8%
55 - 64	10.4%	11.2%	11.5%
65 - 74	9.5%	9.1%	9.1%
75 - 84	6.8%	6.4%	5.9%
85 +	2.3%	2.6%	2.2%
18 +	79.6%	77.5%	76.8%
<b>2019 Population by Age</b>			
Total	3,234	16,020	26,086
0 - 4	5.5%	5.9%	5.9%
5 - 9	5.6%	6.0%	6.1%
10 - 14	5.4%	5.9%	6.1%
15 - 24	11.0%	10.9%	10.9%
25 - 34	14.4%	13.6%	13.4%
35 - 44	13.5%	13.1%	12.8%
45 - 54	12.2%	12.0%	12.3%
55 - 64	12.5%	12.7%	13.1%
65 - 74	10.4%	10.6%	10.6%
75 - 84	6.5%	6.3%	6.1%
85 +	3.0%	3.0%	2.6%
18 +	80.5%	78.7%	78.4%
<b>2024 Population by Age</b>			
Total	3,335	16,424	26,775
0 - 4	5.6%	5.8%	5.7%
5 - 9	5.5%	5.9%	6.0%
10 - 14	5.4%	6.1%	6.3%
15 - 24	11.1%	11.1%	11.0%
25 - 34	13.0%	11.6%	11.5%
35 - 44	14.1%	13.6%	13.5%
45 - 54	11.4%	12.0%	12.2%
55 - 64	12.3%	12.2%	12.6%
65 - 74	11.4%	11.6%	11.5%
75 - 84	7.3%	7.2%	7.0%
85 +	3.1%	3.0%	2.7%
18 +	80.5%	78.5%	78.2%
<b>2010 Population by Sex</b>			
Males	1,318	7,224	11,913
Females	1,401	7,849	12,657
<b>2019 Population by Sex</b>			
Males	1,602	7,862	12,838
Females	1,633	8,160	13,249
<b>2024 Population by Sex</b>			
Males	1,646	8,090	13,215
Females	1,690	8,333	13,558

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<b>2010 Population by Race/Ethnicity</b>			
Total	2,719	15,072	24,569
White Alone	93.2%	92.6%	93.6%
Black Alone	1.2%	0.9%	0.6%
American Indian Alone	0.1%	0.4%	0.4%
Asian Alone	1.1%	0.8%	0.8%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	3.5%	4.3%	3.6%
Two or More Races	0.9%	1.1%	1.0%
Hispanic Origin	6.5%	9.3%	7.5%
Diversity Index	23.6	28.7	24.6
<b>2019 Population by Race/Ethnicity</b>			
Total	3,235	16,022	26,087
White Alone	92.1%	91.6%	92.6%
Black Alone	1.0%	0.9%	0.7%
American Indian Alone	0.1%	0.4%	0.4%
Asian Alone	1.4%	1.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	4.6%	3.8%
Two or More Races	1.3%	1.4%	1.4%
Hispanic Origin	7.7%	9.8%	7.8%
Diversity Index	27.2	30.9	26.6
<b>2024 Population by Race/Ethnicity</b>			
Total	3,335	16,423	26,773
White Alone	92.2%	91.6%	92.6%
Black Alone	1.0%	0.9%	0.7%
American Indian Alone	0.1%	0.3%	0.4%
Asian Alone	1.4%	1.1%	1.1%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.0%	4.6%	3.8%
Two or More Races	1.3%	1.4%	1.4%
Hispanic Origin	7.7%	9.8%	7.9%
Diversity Index	27.1	31.0	26.7
<b>2010 Population by Relationship and Household Type</b>			
Total	2,719	15,073	24,570
In Households	94.3%	96.3%	97.5%
In Family Households	73.7%	78.1%	81.6%
Householder	25.0%	25.9%	26.9%
Spouse	18.1%	18.7%	20.3%
Child	26.0%	28.2%	29.3%
Other relative	3.2%	3.3%	3.2%
Nonrelative	1.5%	2.0%	1.9%
In Nonfamily Households	20.6%	18.2%	15.9%
In Group Quarters	5.7%	3.7%	2.5%
Institutionalized Population	5.6%	2.8%	1.9%
Noninstitutionalized Population	0.1%	0.9%	0.6%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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<b>2019 Population 25+ by Educational Attainment</b>			
Total	2,346	11,406	18,522
Less than 9th Grade	3.9%	4.7%	4.6%
9th - 12th Grade, No Diploma	11.3%	10.0%	9.1%
High School Graduate	24.5%	24.2%	24.6%
GED/Alternative Credential	7.7%	7.7%	7.0%
Some College, No Degree	17.8%	18.8%	21.2%
Associate Degree	13.1%	12.3%	12.2%
Bachelor's Degree	9.8%	13.3%	13.0%
Graduate/Professional Degree	11.9%	9.0%	8.2%
<b>2019 Population 15+ by Marital Status</b>			
Total	2,702	13,154	21,373
Never Married	24.8%	26.2%	24.6%
Married	46.6%	49.6%	52.8%
Widowed	8.7%	6.9%	7.0%
Divorced	19.9%	17.3%	15.7%
<b>2019 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	97.2%	95.5%	96.3%
Civilian Unemployed (Unemployment Rate)	2.8%	4.5%	3.7%
<b>2019 Employed Population 16+ by Industry</b>			
Total	1,140	6,242	10,675
Agriculture/Mining	1.8%	1.6%	1.6%
Construction	5.2%	7.6%	9.0%
Manufacturing	19.8%	16.3%	14.3%
Wholesale Trade	2.3%	3.4%	3.1%
Retail Trade	22.4%	16.9%	15.4%
Transportation/Utilities	3.7%	5.0%	6.2%
Information	0.0%	0.2%	0.5%
Finance/Insurance/Real Estate	2.5%	3.3%	4.3%
Services	39.7%	42.3%	42.4%
Public Administration	2.7%	3.4%	3.2%
<b>2019 Employed Population 16+ by Occupation</b>			
Total	1,141	6,243	10,673
White Collar	59.2%	58.4%	58.5%
Management/Business/Financial	2.3%	8.4%	11.1%
Professional	26.9%	23.0%	22.1%
Sales	21.4%	15.6%	13.4%
Administrative Support	8.6%	11.5%	11.9%
Services	21.5%	15.2%	14.6%
Blue Collar	19.4%	26.4%	26.9%
Farming/Forestry/Fishing	0.0%	0.5%	0.8%
Construction/Extraction	4.9%	5.4%	5.8%
Installation/Maintenance/Repair	1.6%	4.7%	5.4%
Production	7.8%	8.7%	8.2%
Transportation/Material Moving	5.1%	7.1%	6.6%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	2,719	15,073	24,570
Population Inside Urbanized Area	0.0%	0.0%	0.0%
Population Inside Urbanized Cluster	91.3%	85.6%	68.2%
Rural Population	8.7%	14.4%	31.8%

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<b>2010 Households by Type</b>			
Total	1,318	6,336	9,998
Households with 1 Person	38.6%	34.0%	30.1%
Households with 2+ People	61.4%	66.0%	69.9%
Family Households	56.6%	61.9%	66.1%
Husband-wife Families	40.5%	44.7%	49.7%
With Related Children	16.4%	18.9%	21.1%
Other Family (No Spouse Present)	16.1%	17.3%	16.4%
Other Family with Male Householder	4.5%	4.8%	4.8%
With Related Children	2.3%	2.7%	2.7%
Other Family with Female Householder	11.6%	12.5%	11.6%
With Related Children	7.1%	7.8%	7.2%
Nonfamily Households	4.8%	4.0%	3.8%
All Households with Children	26.4%	30.0%	31.4%
Multigenerational Households	2.4%	3.0%	3.4%
Unmarried Partner Households	4.0%	4.5%	4.5%
Male-female	3.8%	4.1%	4.1%
Same-sex	0.2%	0.4%	0.4%
<b>2010 Households by Size</b>			
Total	1,317	6,335	9,999
1 Person Household	38.6%	34.0%	30.1%
2 Person Household	31.7%	32.2%	33.8%
3 Person Household	13.9%	15.2%	15.9%
4 Person Household	9.5%	10.9%	12.0%
5 Person Household	4.0%	5.0%	5.4%
6 Person Household	1.4%	1.6%	1.7%
7 + Person Household	0.8%	1.0%	1.1%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,318	6,335	9,998
Owner Occupied	54.3%	57.9%	65.0%
Owned with a Mortgage/Loan	32.9%	35.2%	39.8%
Owned Free and Clear	21.5%	22.6%	25.2%
Renter Occupied	45.7%	42.1%	35.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,448	7,133	11,131
Housing Units Inside Urbanized Area	0.0%	0.0%	0.0%
Housing Units Inside Urbanized Cluster	92.2%	86.0%	69.7%
Rural Housing Units	7.8%	14.0%	30.3%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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<b>Top 3 Tapestry Segments</b>			
1.	Heartland Communities (6F)	Small Town Simplicity (12C)	Small Town Simplicity (12C)
2.	Social Security Set (9F)	Midlife Constants (5E)	Midlife Constants (5E)
3.	Small Town Simplicity (12C)	Heartland Communities (6F)	Southern Satellites (10A)
<b>2019 Consumer Spending</b>			
Apparel & Services: Total \$	\$1,541,716	\$8,280,707	\$13,995,726
Average Spent	\$1,111.55	\$1,256.18	\$1,340.97
Spending Potential Index	52	59	63
Education: Total \$	\$1,043,322	\$5,614,299	\$9,510,964
Average Spent	\$752.21	\$851.68	\$911.27
Spending Potential Index	47	53	57
Entertainment/Recreation: Total \$	\$2,455,513	\$13,350,936	\$22,702,405
Average Spent	\$1,770.38	\$2,025.32	\$2,175.18
Spending Potential Index	54	62	67
Food at Home: Total \$	\$4,051,680	\$21,583,945	\$36,426,017
Average Spent	\$2,921.18	\$3,274.26	\$3,490.08
Spending Potential Index	56	63	67
Food Away from Home: Total \$	\$2,664,879	\$14,303,036	\$24,285,202
Average Spent	\$1,921.33	\$2,169.76	\$2,326.84
Spending Potential Index	52	59	63
Health Care: Total \$	\$4,732,794	\$25,724,397	\$43,790,601
Average Spent	\$3,412.25	\$3,902.37	\$4,195.71
Spending Potential Index	58	66	71
HH Furnishings & Equipment: Total \$	\$1,517,985	\$8,264,998	\$14,082,036
Average Spent	\$1,094.44	\$1,253.79	\$1,349.24
Spending Potential Index	51	59	63
Personal Care Products & Services: Total \$	\$630,351	\$3,408,191	\$5,808,047
Average Spent	\$454.47	\$517.02	\$556.49
Spending Potential Index	51	58	63
Shelter: Total \$	\$13,357,922	\$69,552,547	\$115,820,356
Average Spent	\$9,630.80	\$10,551.05	\$11,097.09
Spending Potential Index	52	57	60
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,837,136	\$10,148,322	\$17,342,202
Average Spent	\$1,324.54	\$1,539.49	\$1,661.61
Spending Potential Index	53	62	67
Travel: Total \$	\$1,482,277	\$8,117,319	\$13,893,424
Average Spent	\$1,068.69	\$1,231.39	\$1,331.17
Spending Potential Index	48	55	59
Vehicle Maintenance & Repairs: Total \$	\$895,235	\$4,756,036	\$7,997,875
Average Spent	\$645.45	\$721.49	\$766.30
Spending Potential Index	56	63	67

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.