



# Market Profile

210 Lakeshore Pkwy, Birmingham, Alabama, 35209  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.44824  
Longitude: -86.82306

	1 mile	3 miles	5 miles
<b>Population Summary</b>			
2000 Total Population	5,976	66,661	181,162
2010 Total Population	6,452	68,759	175,047
2021 Total Population	6,554	70,384	179,808
2021 Group Quarters	3	2,211	7,196
2026 Total Population	6,584	71,480	183,779
2021-2026 Annual Rate	0.09%	0.31%	0.44%
2021 Total Daytime Population	8,057	79,847	246,050
Workers	5,573	48,214	155,509
Residents	2,484	31,633	90,541
<b>Household Summary</b>			
2000 Households	2,656	29,625	77,618
2000 Average Household Size	2.25	2.18	2.25
2010 Households	2,761	29,684	75,271
2010 Average Household Size	2.34	2.25	2.24
2021 Households	2,796	30,126	77,468
2021 Average Household Size	2.34	2.26	2.23
2026 Households	2,810	30,643	79,538
2026 Average Household Size	2.34	2.26	2.22
2021-2026 Annual Rate	0.10%	0.34%	0.53%
2010 Families	1,622	16,799	42,062
2010 Average Family Size	2.99	2.94	2.97
2021 Families	1,594	16,599	41,971
2021 Average Family Size	3.02	2.98	2.99
2026 Families	1,613	16,774	42,648
2026 Average Family Size	3.01	2.98	2.99
2021-2026 Annual Rate	0.24%	0.21%	0.32%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,802	32,104	85,658
Owner Occupied Housing Units	52.2%	51.2%	48.3%
Renter Occupied Housing Units	42.5%	41.1%	42.3%
Vacant Housing Units	5.2%	7.7%	9.4%
2010 Housing Units	2,981	33,878	87,939
Owner Occupied Housing Units	54.8%	47.6%	45.6%
Renter Occupied Housing Units	37.8%	40.0%	40.0%
Vacant Housing Units	7.4%	12.4%	14.4%
2021 Housing Units	3,020	34,657	92,219
Owner Occupied Housing Units	51.6%	44.9%	42.3%
Renter Occupied Housing Units	41.0%	42.0%	41.7%
Vacant Housing Units	7.4%	13.1%	16.0%
2026 Housing Units	3,030	35,161	94,450
Owner Occupied Housing Units	52.8%	45.5%	42.4%
Renter Occupied Housing Units	39.9%	41.7%	41.9%
Vacant Housing Units	7.3%	12.8%	15.8%
<b>Median Household Income</b>			
2021	\$77,056	\$64,324	\$54,937
2026	\$92,878	\$71,942	\$60,640
<b>Median Home Value</b>			
2021	\$285,735	\$319,239	\$284,084
2026	\$337,656	\$393,036	\$364,298
<b>Per Capita Income</b>			
2021	\$44,663	\$42,816	\$39,639
2026	\$50,268	\$47,907	\$44,413
<b>Median Age</b>			
2010	33.8	32.8	34.9
2021	36.0	34.9	36.9
2026	36.6	35.5	37.7

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

210 Lakeshore Pkwy, Birmingham, Alabama, 35209  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.44824  
Longitude: -86.82306

	1 mile	3 miles	5 miles
<b>2021 Households by Income</b>			
Household Income Base	2,796	30,126	77,468
<\$15,000	6.9%	10.6%	15.4%
\$15,000 - \$24,999	3.7%	7.4%	8.9%
\$25,000 - \$34,999	5.2%	9.6%	10.1%
\$35,000 - \$49,999	10.8%	11.7%	11.5%
\$50,000 - \$74,999	22.5%	16.2%	15.4%
\$75,000 - \$99,999	8.6%	8.9%	8.5%
\$100,000 - \$149,999	23.1%	15.9%	13.2%
\$150,000 - \$199,999	11.0%	9.0%	7.1%
\$200,000+	8.2%	10.6%	9.9%
Average Household Income	\$102,036	\$100,527	\$92,376
<b>2026 Households by Income</b>			
Household Income Base	2,810	30,643	79,538
<\$15,000	5.4%	9.2%	13.9%
\$15,000 - \$24,999	2.9%	6.2%	7.8%
\$25,000 - \$34,999	4.2%	8.7%	9.4%
\$35,000 - \$49,999	9.7%	10.8%	10.9%
\$50,000 - \$74,999	22.0%	16.6%	15.6%
\$75,000 - \$99,999	7.6%	8.9%	8.5%
\$100,000 - \$149,999	25.0%	17.3%	14.7%
\$150,000 - \$199,999	13.7%	10.6%	8.3%
\$200,000+	9.4%	11.8%	10.9%
Average Household Income	\$114,840	\$112,375	\$103,140
<b>2021 Owner Occupied Housing Units by Value</b>			
Total	1,559	15,543	39,014
<\$50,000	0.3%	3.0%	5.9%
\$50,000 - \$99,999	0.6%	5.9%	13.5%
\$100,000 - \$149,999	0.7%	4.2%	5.2%
\$150,000 - \$199,999	12.1%	9.1%	8.0%
\$200,000 - \$249,999	20.5%	11.6%	10.7%
\$250,000 - \$299,999	22.3%	12.3%	9.8%
\$300,000 - \$399,999	21.1%	20.6%	14.4%
\$400,000 - \$499,999	8.0%	13.8%	10.9%
\$500,000 - \$749,999	10.1%	13.7%	13.8%
\$750,000 - \$999,999	4.2%	4.3%	5.2%
\$1,000,000 - \$1,499,999	0.3%	0.9%	1.5%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.4%
\$2,000,000 +	0.0%	0.7%	0.6%
Average Home Value	\$342,795	\$370,337	\$355,195
<b>2026 Owner Occupied Housing Units by Value</b>			
Total	1,600	15,976	39,963
<\$50,000	0.1%	1.7%	4.1%
\$50,000 - \$99,999	0.1%	3.5%	9.6%
\$100,000 - \$149,999	0.3%	3.0%	4.5%
\$150,000 - \$199,999	7.5%	6.6%	6.5%
\$200,000 - \$249,999	16.1%	9.0%	9.0%
\$250,000 - \$299,999	18.4%	9.7%	8.0%
\$300,000 - \$399,999	20.0%	17.8%	13.0%
\$400,000 - \$499,999	8.6%	15.5%	12.2%
\$500,000 - \$749,999	17.6%	21.8%	20.3%
\$750,000 - \$999,999	11.1%	9.3%	9.4%
\$1,000,000 - \$1,499,999	0.4%	1.7%	2.4%
\$1,500,000 - \$1,999,999	0.0%	0.1%	0.7%
\$2,000,000 +	0.0%	0.3%	0.6%
Average Home Value	\$419,831	\$444,812	\$429,813

**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 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 07, 2021



# Market Profile

210 Lakeshore Pkwy, Birmingham, Alabama, 35209  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.44824  
Longitude: -86.82306

	1 mile	3 miles	5 miles
<b>2010 Population by Age</b>			
Total	6,454	68,759	175,045
0 - 4	6.2%	7.1%	6.7%
5 - 9	5.7%	5.8%	5.8%
10 - 14	5.9%	5.3%	5.4%
15 - 24	14.7%	17.4%	16.1%
25 - 34	19.4%	17.8%	16.2%
35 - 44	12.5%	12.1%	11.8%
45 - 54	14.6%	12.1%	13.2%
55 - 64	9.8%	9.8%	11.7%
65 - 74	4.7%	5.6%	6.2%
75 - 84	4.2%	4.6%	4.6%
85 +	2.3%	2.4%	2.3%
18 +	78.0%	78.5%	78.6%
<b>2021 Population by Age</b>			
Total	6,554	70,384	179,807
0 - 4	5.5%	6.2%	5.8%
5 - 9	5.5%	5.8%	5.8%
10 - 14	5.5%	5.9%	5.8%
15 - 24	12.9%	15.2%	14.1%
25 - 34	19.0%	17.0%	15.9%
35 - 44	14.3%	13.7%	13.0%
45 - 54	12.2%	10.5%	10.6%
55 - 64	11.9%	10.3%	12.0%
65 - 74	7.1%	8.2%	9.4%
75 - 84	3.8%	4.6%	5.0%
85 +	2.5%	2.6%	2.6%
18 +	80.1%	79.0%	79.5%
<b>2026 Population by Age</b>			
Total	6,583	71,479	183,778
0 - 4	5.5%	6.2%	5.8%
5 - 9	5.3%	5.7%	5.6%
10 - 14	5.1%	5.5%	5.5%
15 - 24	12.5%	15.2%	14.4%
25 - 34	19.2%	16.8%	15.1%
35 - 44	14.2%	13.5%	13.0%
45 - 54	12.2%	11.2%	11.2%
55 - 64	10.9%	9.6%	10.8%
65 - 74	8.0%	8.6%	10.0%
75 - 84	4.8%	5.4%	6.1%
85 +	2.3%	2.5%	2.6%
18 +	80.6%	79.4%	79.9%
<b>2010 Population by Sex</b>			
Males	3,116	32,376	82,721
Females	3,336	36,383	92,326
<b>2021 Population by Sex</b>			
Males	3,216	33,528	85,818
Females	3,338	36,856	93,990
<b>2026 Population by Sex</b>			
Males	3,248	34,110	88,039
Females	3,335	37,370	95,739

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



# Market Profile

210 Lakeshore Pkwy, Birmingham, Alabama, 35209  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.44824  
Longitude: -86.82306

	1 mile	3 miles	5 miles
<b>2010 Population by Race/Ethnicity</b>			
Total	6,452	68,759	175,045
White Alone	73.7%	62.7%	52.7%
Black Alone	15.2%	28.4%	40.4%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	4.3%	3.4%	2.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	4.9%	3.8%	3.0%
Two or More Races	1.8%	1.4%	1.2%
Hispanic Origin	8.2%	6.7%	5.5%
Diversity Index	51.8	58.4	60.4
<b>2021 Population by Race/Ethnicity</b>			
Total	6,553	70,383	179,809
White Alone	68.4%	59.4%	50.8%
Black Alone	17.6%	29.8%	40.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	5.4%	4.3%	3.3%
Pacific Islander Alone	0.0%	0.1%	0.0%
Some Other Race Alone	5.8%	4.3%	3.4%
Two or More Races	2.6%	2.0%	1.7%
Hispanic Origin	9.7%	7.5%	6.2%
Diversity Index	58.7	61.8	62.5
<b>2026 Population by Race/Ethnicity</b>			
Total	6,584	71,481	183,778
White Alone	65.8%	57.7%	49.8%
Black Alone	18.7%	30.3%	40.8%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	6.1%	4.9%	3.8%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	6.1%	4.4%	3.5%
Two or More Races	3.0%	2.3%	2.0%
Hispanic Origin	10.6%	8.0%	6.6%
Diversity Index	61.8	63.5	63.6
<b>2010 Population by Relationship and Household Type</b>			
Total	6,452	68,759	175,047
In Households	100.0%	96.9%	96.2%
In Family Households	76.7%	73.6%	73.2%
Householder	25.6%	24.3%	23.9%
Spouse	19.1%	16.5%	15.1%
Child	27.4%	27.2%	28.4%
Other relative	3.1%	3.8%	4.1%
Nonrelative	1.5%	1.8%	1.8%
In Nonfamily Households	23.3%	23.3%	23.0%
In Group Quarters	0.0%	3.1%	3.8%
Institutionalized Population	0.0%	0.3%	0.9%
Noninstitutionalized Population	0.0%	2.7%	2.9%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 07, 2021



# Market Profile

210 Lakeshore Pkwy, Birmingham, Alabama, 35209  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.44824  
Longitude: -86.82306

	1 mile	3 miles	5 miles
<b>2021 Population 25+ by Educational Attainment</b>			
Total	4,630	47,058	123,174
Less than 9th Grade	1.8%	1.4%	1.8%
9th - 12th Grade, No Diploma	1.3%	3.5%	5.0%
High School Graduate	12.9%	14.9%	17.4%
GED/Alternative Credential	0.8%	1.4%	2.2%
Some College, No Degree	15.2%	16.6%	18.4%
Associate Degree	8.9%	6.2%	6.8%
Bachelor's Degree	30.6%	29.7%	27.0%
Graduate/Professional Degree	28.5%	26.2%	21.3%
<b>2021 Population 15+ by Marital Status</b>			
Total	5,476	57,786	148,565
Never Married	36.2%	37.9%	40.1%
Married	50.7%	46.2%	43.1%
Widowed	3.7%	5.1%	6.0%
Divorced	9.3%	10.8%	10.8%
<b>2021 Civilian Population 16+ in Labor Force</b>			
Civilian Population 16+	4,150	40,341	94,925
Population 16+ Employed	98.4%	96.8%	94.6%
Population 16+ Unemployment rate	1.6%	3.2%	5.4%
Population 16-24 Employed	12.8%	15.7%	14.4%
Population 16-24 Unemployment rate	4.7%	5.7%	7.7%
Population 25-54 Employed	63.3%	63.7%	62.7%
Population 25-54 Unemployment rate	1.6%	2.8%	5.4%
Population 55-64 Employed	15.6%	13.0%	14.4%
Population 55-64 Unemployment rate	0.0%	3.5%	4.1%
Population 65+ Employed	8.3%	7.6%	8.5%
Population 65+ Unemployment rate	0.0%	1.2%	3.0%
<b>2021 Employed Population 16+ by Industry</b>			
Total	4,083	39,045	89,837
Agriculture/Mining	0.3%	0.4%	0.4%
Construction	3.7%	4.6%	5.0%
Manufacturing	4.2%	5.5%	6.4%
Wholesale Trade	2.2%	3.1%	3.1%
Retail Trade	9.3%	9.6%	9.9%
Transportation/Utilities	2.1%	4.1%	4.7%
Information	1.5%	2.3%	2.1%
Finance/Insurance/Real Estate	8.1%	10.3%	10.3%
Services	66.1%	56.9%	55.1%
Public Administration	2.7%	3.2%	3.1%
<b>2021 Employed Population 16+ by Occupation</b>			
Total	4,082	39,045	89,838
White Collar	79.4%	75.1%	71.4%
Management/Business/Financial	16.6%	20.9%	20.1%
Professional	45.8%	33.5%	30.3%
Sales	9.8%	11.3%	11.1%
Administrative Support	7.2%	9.3%	9.9%
Services	11.7%	13.7%	14.8%
Blue Collar	8.8%	11.2%	13.8%
Farming/Forestry/Fishing	0.2%	0.3%	0.2%
Construction/Extraction	2.2%	2.6%	3.2%
Installation/Maintenance/Repair	0.9%	1.8%	1.6%
Production	1.6%	2.0%	3.1%
Transportation/Material Moving	3.9%	4.5%	5.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 07, 2021



# Market Profile

210 Lakeshore Pkwy, Birmingham, Alabama, 35209  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.44824  
Longitude: -86.82306

	1 mile	3 miles	5 miles
<b>2010 Households by Type</b>			
Total	2,761	29,684	75,270
Households with 1 Person	32.9%	35.1%	36.7%
Households with 2+ People	67.1%	64.9%	63.3%
Family Households	58.7%	56.6%	55.9%
Husband-wife Families	43.7%	38.6%	35.3%
With Related Children	21.5%	18.0%	15.3%
Other Family (No Spouse Present)	15.1%	18.0%	20.6%
Other Family with Male Householder	3.2%	4.0%	3.9%
With Related Children	1.4%	1.7%	1.7%
Other Family with Female Householder	11.9%	14.0%	16.7%
With Related Children	7.4%	8.6%	10.3%
Nonfamily Households	8.4%	8.3%	7.4%
All Households with Children	30.6%	28.6%	27.5%
Multigenerational Households	1.8%	2.7%	3.5%
Unmarried Partner Households	3.7%	4.3%	4.6%
Male-female	3.0%	3.6%	3.9%
Same-sex	0.7%	0.7%	0.8%
<b>2010 Households by Size</b>			
Total	2,761	29,684	75,270
1 Person Household	32.9%	35.1%	36.7%
2 Person Household	32.0%	31.6%	30.7%
3 Person Household	17.0%	15.3%	14.7%
4 Person Household	12.3%	11.4%	10.8%
5 Person Household	3.9%	4.4%	4.5%
6 Person Household	1.2%	1.4%	1.6%
7 + Person Household	0.6%	0.7%	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,761	29,684	75,271
Owner Occupied	59.1%	54.4%	53.3%
Owned with a Mortgage/Loan	44.2%	37.5%	37.0%
Owned Free and Clear	15.0%	16.8%	16.3%
Renter Occupied	40.9%	45.6%	46.7%
<b>2021 Affordability, Mortgage and Wealth</b>			
Housing Affordability Index	155	115	111
Percent of Income for Mortgage	15.6%	20.8%	21.7%
Wealth Index	97	112	104
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,981	33,878	87,939
Housing Units Inside Urbanized Area	100.0%	98.9%	99.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	0.0%	1.1%	0.7%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	6,452	68,759	175,047
Population Inside Urbanized Area	100.0%	99.1%	99.4%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.0%	0.9%	0.6%

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 07, 2021



# Market Profile

210 Lakeshore Pkwy, Birmingham, Alabama, 35209  
Rings: 1, 3, 5 mile radii

Prepared by Esri  
Latitude: 33.44824  
Longitude: -86.82306

	1 mile	3 miles	5 miles
<b>Top 3 Tapestry Segments</b>			
1.	In Style (5B)	Young and Restless (11B)	Young and Restless (11B)
2.	Emerald City (8B)	In Style (5B)	Modest Income Homes (12D)
3.	Bright Young Professionals (8C)	Emerald City (8B)	Family Foundations (12A)
<b>2021 Consumer Spending</b>			
Apparel & Services: Total \$	\$6,626,748	\$70,869,841	\$168,984,795
Average Spent	\$2,370.08	\$2,352.45	\$2,181.35
Spending Potential Index	112	111	103
Education: Total \$	\$5,277,667	\$58,891,179	\$139,075,021
Average Spent	\$1,887.58	\$1,954.83	\$1,795.26
Spending Potential Index	109	113	104
Entertainment/Recreation: Total \$	\$9,943,001	\$104,123,566	\$246,470,048
Average Spent	\$3,556.15	\$3,456.27	\$3,181.57
Spending Potential Index	110	107	98
Food at Home: Total \$	\$16,552,244	\$177,709,237	\$424,289,897
Average Spent	\$5,919.97	\$5,898.87	\$5,476.97
Spending Potential Index	109	108	101
Food Away from Home: Total \$	\$11,770,977	\$126,667,555	\$300,481,155
Average Spent	\$4,209.93	\$4,204.59	\$3,878.78
Spending Potential Index	111	111	102
Health Care: Total \$	\$18,995,932	\$198,628,992	\$475,740,691
Average Spent	\$6,793.97	\$6,593.27	\$6,141.13
Spending Potential Index	109	106	98
HH Furnishings & Equipment: Total \$	\$7,026,554	\$73,530,036	\$173,504,625
Average Spent	\$2,513.07	\$2,440.75	\$2,239.69
Spending Potential Index	111	108	99
Personal Care Products & Services: Total \$	\$2,812,353	\$29,904,232	\$70,961,852
Average Spent	\$1,005.85	\$992.64	\$916.02
Spending Potential Index	112	111	102
Shelter: Total \$	\$62,696,654	\$675,254,136	\$1,591,555,395
Average Spent	\$22,423.70	\$22,414.33	\$20,544.68
Spending Potential Index	111	111	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$7,668,814	\$77,526,658	\$178,112,675
Average Spent	\$2,742.78	\$2,573.41	\$2,299.18
Spending Potential Index	115	108	96
Travel: Total \$	\$7,902,098	\$82,664,169	\$191,975,747
Average Spent	\$2,826.22	\$2,743.95	\$2,478.13
Spending Potential Index	112	109	98
Vehicle Maintenance & Repairs: Total \$	\$3,479,466	\$36,460,786	\$86,649,487
Average Spent	\$1,244.44	\$1,210.28	\$1,118.52
Spending Potential Index	112	109	101

**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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

October 07, 2021