



## Community Profile

Rings: 1, 3, 5 mile radii

4900 Oscar Baxter Dr, Tuscaloosa, AL

Latitude: 33.1673

Longitude: -87.55427

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	2,907	47,828	86,570
2010 Total Population	3,742	49,600	99,207
2018 Total Population	4,736	54,994	107,215
2018 Group Quarters	24	3,992	10,458
2023 Total Population	5,133	57,895	111,906
2018-2023 Annual Rate	1.62%	1.03%	0.86%
2018 Total Daytime Population	8,922	67,271	132,529
Workers	6,300	34,772	69,883
Residents	2,622	32,499	62,646
<b>Household Summary</b>			
2000 Households	1,259	19,055	34,939
2000 Average Household Size	2.30	2.23	2.24
2010 Households	1,638	20,766	39,741
2010 Average Household Size	2.27	2.20	2.25
2018 Households	2,009	23,054	43,039
2018 Average Household Size	2.35	2.21	2.25
2023 Households	2,172	24,350	45,137
2023 Average Household Size	2.35	2.21	2.25
2018-2023 Annual Rate	1.57%	1.10%	0.96%
2010 Families	905	9,335	19,567
2010 Average Family Size	2.85	2.98	2.97
2018 Families	1,065	10,046	20,528
2018 Average Family Size	2.92	3.00	2.98
2023 Families	1,139	10,484	21,266
2023 Average Family Size	2.93	3.00	2.99
2018-2023 Annual Rate	1.35%	0.86%	0.71%
<b>Housing Unit Summary</b>			
2000 Housing Units	1,369	21,495	39,061
Owner Occupied Housing Units	51.1%	36.0%	43.1%
Renter Occupied Housing Units	40.9%	52.7%	46.4%
Vacant Housing Units	8.0%	11.4%	10.6%
2010 Housing Units	1,826	23,739	44,657
Owner Occupied Housing Units	39.5%	30.3%	37.4%
Renter Occupied Housing Units	50.2%	57.2%	51.6%
Vacant Housing Units	10.3%	12.5%	11.0%
2018 Housing Units	2,266	26,482	48,839
Owner Occupied Housing Units	33.9%	26.5%	33.1%
Renter Occupied Housing Units	54.7%	60.5%	55.1%
Vacant Housing Units	11.3%	12.9%	11.9%
2023 Housing Units	2,465	28,094	51,499
Owner Occupied Housing Units	35.1%	27.4%	33.9%
Renter Occupied Housing Units	53.0%	59.2%	53.7%
Vacant Housing Units	11.9%	13.3%	12.4%
<b>Median Household Income</b>			
2018	\$34,030	\$29,180	\$33,837
2023	\$41,328	\$32,765	\$37,916
<b>Median Home Value</b>			
2018	\$152,096	\$142,952	\$159,238
2023	\$165,847	\$153,385	\$169,167
<b>Per Capita Income</b>			
2018	\$20,928	\$19,358	\$22,144
2023	\$23,969	\$21,755	\$24,736
<b>Median Age</b>			
2010	28.4	24.9	25.9
2018	30.0	26.6	27.7
2023	31.6	27.7	28.8

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Households by Income</b>			
Household Income Base	2,009	23,054	43,039
<\$15,000	20.3%	29.3%	25.9%
\$15,000 - \$24,999	12.6%	14.4%	13.7%
\$25,000 - \$34,999	18.4%	12.8%	11.5%
\$35,000 - \$49,999	10.1%	13.6%	12.8%
\$50,000 - \$74,999	18.8%	13.6%	14.2%
\$75,000 - \$99,999	9.1%	7.5%	9.1%
\$100,000 - \$149,999	6.1%	5.6%	7.8%
\$150,000 - \$199,999	2.7%	1.9%	2.8%
\$200,000+	2.0%	1.2%	2.3%
Average Household Income	\$52,167	\$43,688	\$51,995
<b>2023 Households by Income</b>			
Household Income Base	2,172	24,350	45,137
<\$15,000	17.7%	26.9%	23.6%
\$15,000 - \$24,999	11.0%	13.2%	12.5%
\$25,000 - \$34,999	16.4%	12.0%	10.8%
\$35,000 - \$49,999	9.9%	13.7%	12.6%
\$50,000 - \$74,999	20.5%	14.9%	15.1%
\$75,000 - \$99,999	10.9%	8.8%	10.3%
\$100,000 - \$149,999	7.9%	6.8%	9.5%
\$150,000 - \$199,999	3.4%	2.3%	3.1%
\$200,000+	2.4%	1.3%	2.5%
Average Household Income	\$60,190	\$49,312	\$58,287
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	769	7,020	16,149
<\$50,000	6.6%	7.4%	5.6%
\$50,000 - \$99,999	12.0%	21.0%	15.9%
\$100,000 - \$149,999	30.4%	25.2%	24.3%
\$150,000 - \$199,999	21.7%	19.9%	22.6%
\$200,000 - \$249,999	6.5%	8.3%	10.3%
\$250,000 - \$299,999	10.3%	8.6%	8.7%
\$300,000 - \$399,999	8.5%	6.4%	7.1%
\$400,000 - \$499,999	3.4%	1.9%	2.4%
\$500,000 - \$749,999	0.0%	1.2%	2.0%
\$750,000 - \$999,999	0.0%	0.0%	0.6%
\$1,000,000 - \$1,499,999	0.5%	0.1%	0.2%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.2%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$181,087	\$166,625	\$190,597
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	866	7,707	17,458
<\$50,000	4.6%	5.5%	4.0%
\$50,000 - \$99,999	9.6%	18.5%	13.7%
\$100,000 - \$149,999	29.1%	24.7%	23.7%
\$150,000 - \$199,999	21.1%	20.1%	22.4%
\$200,000 - \$249,999	6.9%	8.8%	10.6%
\$250,000 - \$299,999	12.0%	10.0%	10.2%
\$300,000 - \$399,999	11.7%	8.3%	9.1%
\$400,000 - \$499,999	4.2%	2.4%	2.8%
\$500,000 - \$749,999	0.0%	1.5%	2.3%
\$750,000 - \$999,999	0.0%	0.0%	0.6%
\$1,000,000 - \$1,499,999	0.8%	0.2%	0.3%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.3%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$199,942	\$180,780	\$205,366

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

May 30, 2019



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<b>2010 Population by Age</b>			
Total	3,743	49,602	99,210
0 - 4	6.0%	5.1%	5.3%
5 - 9	5.7%	4.7%	4.9%
10 - 14	6.0%	4.9%	5.0%
15 - 24	26.7%	36.1%	33.4%
25 - 34	14.7%	13.7%	13.6%
35 - 44	10.8%	8.9%	9.4%
45 - 54	10.8%	9.5%	9.8%
55 - 64	9.2%	8.5%	8.9%
65 - 74	4.7%	4.4%	4.7%
75 - 84	3.8%	3.3%	3.6%
85 +	1.4%	1.2%	1.4%
18 +	78.0%	82.2%	81.8%
<b>2018 Population by Age</b>			
Total	4,735	54,992	107,215
0 - 4	5.8%	4.8%	4.9%
5 - 9	5.3%	4.5%	4.7%
10 - 14	5.3%	4.5%	4.7%
15 - 24	23.8%	33.2%	31.2%
25 - 34	18.6%	16.0%	15.2%
35 - 44	11.4%	9.2%	9.7%
45 - 54	9.6%	8.3%	8.7%
55 - 64	9.2%	8.9%	9.3%
65 - 74	6.3%	6.1%	6.5%
75 - 84	3.2%	3.2%	3.7%
85 +	1.6%	1.4%	1.7%
18 +	80.4%	83.3%	82.9%
<b>2023 Population by Age</b>			
Total	5,132	57,895	111,907
0 - 4	5.9%	4.8%	4.9%
5 - 9	5.4%	4.3%	4.6%
10 - 14	5.4%	4.4%	4.6%
15 - 24	22.3%	31.9%	29.9%
25 - 34	17.1%	15.3%	14.5%
35 - 44	13.8%	10.5%	10.8%
45 - 54	9.7%	8.2%	8.6%
55 - 64	8.3%	8.5%	8.8%
65 - 74	7.0%	6.9%	7.3%
75 - 84	3.4%	3.9%	4.3%
85 +	1.6%	1.4%	1.7%
18 +	80.3%	83.5%	83.0%
<b>2010 Population by Sex</b>			
Males	1,726	23,523	47,461
Females	2,016	26,077	51,746
<b>2018 Population by Sex</b>			
Males	2,176	26,221	51,582
Females	2,560	28,773	55,633
<b>2023 Population by Sex</b>			
Males	2,365	27,750	54,052
Females	2,768	30,145	57,854

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Population by Race/Ethnicity</b>			
Total	3,743	49,601	99,208
White Alone	38.3%	45.3%	51.3%
Black Alone	58.1%	50.5%	44.2%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.6%	1.6%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.5%	1.4%	1.5%
Two or More Races	1.3%	1.0%	1.1%
Hispanic Origin	3.0%	2.6%	3.1%
Diversity Index	54.4	56.3	56.8
<b>2018 Population by Race/Ethnicity</b>			
Total	4,736	54,994	107,215
White Alone	34.5%	42.3%	47.6%
Black Alone	61.1%	52.6%	47.0%
American Indian Alone	0.1%	0.2%	0.2%
Asian Alone	0.7%	2.0%	2.0%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.9%	1.6%	1.8%
Two or More Races	1.6%	1.3%	1.4%
Hispanic Origin	3.7%	3.2%	3.6%
Diversity Index	54.3	57.2	58.4
<b>2023 Population by Race/Ethnicity</b>			
Total	5,134	57,895	111,908
White Alone	32.2%	40.3%	45.3%
Black Alone	62.9%	53.8%	48.5%
American Indian Alone	0.2%	0.2%	0.2%
Asian Alone	0.7%	2.3%	2.3%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	2.1%	1.8%	2.0%
Two or More Races	1.9%	1.5%	1.6%
Hispanic Origin	4.1%	3.6%	4.1%
Diversity Index	54.0	57.8	59.4
<b>2010 Population by Relationship and Household Type</b>			
Total	3,742	49,600	99,207
In Households	99.4%	92.3%	90.0%
In Family Households	71.1%	57.9%	60.4%
Householder	23.0%	18.8%	19.7%
Spouse	12.8%	9.2%	10.9%
Child	29.3%	24.0%	24.1%
Other relative	4.0%	4.1%	3.8%
Nonrelative	2.1%	1.8%	1.8%
In Nonfamily Households	28.3%	34.4%	29.6%
In Group Quarters	0.6%	7.7%	10.0%
Institutionalized Population	0.6%	1.2%	1.2%
Noninstitutionalized Population	0.0%	6.5%	8.8%

**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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2018 Population 25+ by Educational Attainment</b>			
Total	2,830	29,175	58,551
Less than 9th Grade	3.5%	3.5%	3.0%
9th - 12th Grade, No Diploma	7.6%	10.8%	8.6%
High School Graduate	27.2%	25.1%	24.2%
GED/Alternative Credential	3.4%	3.4%	3.6%
Some College, No Degree	29.0%	22.1%	22.0%
Associate Degree	6.7%	5.5%	6.4%
Bachelor's Degree	16.3%	18.2%	19.1%
Graduate/Professional Degree	6.3%	11.5%	13.1%
<b>2018 Population 15+ by Marital Status</b>			
Total	3,958	47,441	91,957
Never Married	53.4%	59.5%	55.6%
Married	32.8%	25.0%	29.7%
Widowed	4.3%	5.8%	5.3%
Divorced	9.5%	9.7%	9.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	94.0%	93.3%	94.3%
Civilian Unemployed (Unemployment Rate)	6.0%	6.7%	5.7%
<b>2018 Employed Population 16+ by Industry</b>			
Total	2,161	22,564	45,126
Agriculture/Mining	0.9%	0.6%	0.6%
Construction	3.1%	6.1%	5.5%
Manufacturing	15.2%	10.7%	11.1%
Wholesale Trade	1.4%	1.7%	1.8%
Retail Trade	14.7%	11.2%	11.1%
Transportation/Utilities	3.4%	3.3%	3.0%
Information	3.1%	2.5%	1.9%
Finance/Insurance/Real Estate	1.1%	3.0%	3.6%
Services	54.7%	57.7%	57.9%
Public Administration	2.5%	3.2%	3.5%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	2,160	22,562	45,125
White Collar	47.5%	48.1%	52.1%
Management/Business/Financial	7.5%	7.6%	8.9%
Professional	15.4%	20.2%	22.2%
Sales	12.2%	9.1%	9.1%
Administrative Support	12.4%	11.3%	11.8%
Services	28.5%	27.4%	24.9%
Blue Collar	24.0%	24.4%	23.0%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	2.8%	5.5%	5.1%
Installation/Maintenance/Repair	0.8%	1.9%	2.4%
Production	11.4%	8.8%	8.2%
Transportation/Material Moving	9.0%	8.2%	7.3%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	3,742	49,600	99,207
Population Inside Urbanized Area	99.1%	99.4%	97.7%
Population Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Population	0.9%	0.6%	2.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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<b>2010 Households by Type</b>			
Total	1,639	20,766	39,741
Households with 1 Person	29.8%	37.4%	35.4%
Households with 2+ People	70.2%	62.6%	64.6%
Family Households	55.2%	45.0%	49.2%
Husband-wife Families	31.1%	22.0%	27.2%
With Related Children	13.2%	8.8%	11.1%
Other Family (No Spouse Present)	24.0%	22.9%	22.0%
Other Family with Male Householder	4.0%	4.1%	4.2%
With Related Children	2.0%	1.7%	1.8%
Other Family with Female Householder	20.0%	18.8%	17.8%
With Related Children	13.8%	12.5%	11.7%
Nonfamily Households	14.9%	17.6%	15.3%
All Households with Children	29.5%	23.2%	24.9%
Multigenerational Households	4.3%	3.5%	3.5%
Unmarried Partner Households	6.4%	5.5%	5.3%
Male-female	5.9%	5.1%	4.8%
Same-sex	0.5%	0.4%	0.5%
<b>2010 Households by Size</b>			
Total	1,639	20,765	39,740
1 Person Household	29.8%	37.4%	35.4%
2 Person Household	33.5%	31.0%	32.0%
3 Person Household	17.8%	15.8%	15.7%
4 Person Household	12.1%	9.6%	10.3%
5 Person Household	4.4%	3.8%	4.1%
6 Person Household	1.5%	1.4%	1.4%
7 + Person Household	0.9%	1.0%	1.0%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	1,638	20,766	39,741
Owner Occupied	44.0%	34.6%	42.0%
Owned with a Mortgage/Loan	31.2%	23.3%	29.1%
Owned Free and Clear	12.8%	11.3%	12.9%
Renter Occupied	56.0%	65.4%	58.0%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	1,826	23,739	44,657
Housing Units Inside Urbanized Area	99.0%	99.4%	97.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.0%	0.6%	2.1%

**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. Bright Young Professionals	College Towns (14B)	College Towns (14B)
	2. Front Porches (8E)	Dorms to Diplomas (14C)	Dorms to Diplomas (14C)
	3. College Towns (14B)	Modest Income Homes	Old and Newcomers (8F)
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$2,845,559	\$27,783,414	\$61,120,685
Average Spent	\$1,416.41	\$1,205.15	\$1,420.12
Spending Potential Index	65	55	65
Education: Total \$	\$1,889,034	\$20,138,613	\$44,034,860
Average Spent	\$940.29	\$873.54	\$1,023.14
Spending Potential Index	65	60	71
Entertainment/Recreation: Total \$	\$4,011,590	\$38,998,901	\$86,689,950
Average Spent	\$1,996.81	\$1,691.63	\$2,014.22
Spending Potential Index	62	53	63
Food at Home: Total \$	\$6,497,476	\$63,989,178	\$141,073,525
Average Spent	\$3,234.18	\$2,775.62	\$3,277.81
Spending Potential Index	64	55	65
Food Away from Home: Total \$	\$4,630,946	\$45,727,954	\$100,469,167
Average Spent	\$2,305.10	\$1,983.51	\$2,334.38
Spending Potential Index	66	56	66
Health Care: Total \$	\$6,847,285	\$66,127,922	\$148,531,466
Average Spent	\$3,408.31	\$2,868.39	\$3,451.09
Spending Potential Index	60	50	60
HH Furnishings & Equipment: Total \$	\$2,632,178	\$25,518,812	\$56,650,391
Average Spent	\$1,310.19	\$1,106.91	\$1,316.26
Spending Potential Index	63	53	63
Personal Care Products & Services: Total \$	\$1,056,247	\$10,172,678	\$22,548,153
Average Spent	\$525.76	\$441.25	\$523.90
Spending Potential Index	64	53	63
Shelter: Total \$	\$22,263,644	\$216,679,524	\$476,026,881
Average Spent	\$11,081.95	\$9,398.78	\$11,060.36
Spending Potential Index	66	56	66
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,945,101	\$28,292,351	\$63,611,831
Average Spent	\$1,465.95	\$1,227.22	\$1,478.00
Spending Potential Index	59	49	59
Travel: Total \$	\$2,609,422	\$24,094,253	\$54,071,743
Average Spent	\$1,298.87	\$1,045.12	\$1,256.34
Spending Potential Index	60	49	58
Vehicle Maintenance & Repairs: Total \$	\$1,374,922	\$13,483,368	\$29,807,376
Average Spent	\$684.38	\$584.86	\$692.57
Spending Potential Index	64	54	64

**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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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