



# Community Profile

Rings: 1, 3, 5 mile radii

605 Stewart St NW, Hartselle, AL 35640,

Latitude: 34.44  
Longitude: -86.94

	1 mile	3 mile	5 mile
<b>Population Summary</b>			
2000 Total Population	4,692	13,456	18,625
2010 Total Population	5,390	15,629	21,421
2018 Total Population	5,391	15,748	21,582
2018 Group Quarters	1	11	125
2023 Total Population	5,362	15,703	21,528
2018-2023 Annual Rate	-0.11%	-0.06%	-0.05%
2018 Total Daytime Population	6,707	14,259	19,261
Workers	3,632	5,636	7,570
Residents	3,075	8,623	11,691
<b>Household Summary</b>			
2000 Households	2,006	5,370	7,250
2000 Average Household Size	2.34	2.50	2.55
2010 Households	2,317	6,265	8,433
2010 Average Household Size	2.33	2.49	2.53
2018 Households	2,310	6,295	8,478
2018 Average Household Size	2.33	2.50	2.53
2023 Households	2,296	6,267	8,442
2023 Average Household Size	2.33	2.50	2.54
2018-2023 Annual Rate	-0.12%	-0.09%	-0.09%
2010 Families	1,550	4,557	6,198
2010 Average Family Size	2.87	2.95	2.97
2018 Families	1,514	4,502	6,126
2018 Average Family Size	2.89	2.98	3.00
2023 Families	1,493	4,453	6,061
2023 Average Family Size	2.90	2.99	3.01
2018-2023 Annual Rate	-0.28%	-0.22%	-0.21%
<b>Housing Unit Summary</b>			
2000 Housing Units	2,195	5,762	7,763
Owner Occupied Housing Units	63.5%	70.4%	72.7%
Renter Occupied Housing Units	27.9%	22.8%	20.7%
Vacant Housing Units	8.6%	6.8%	6.6%
2010 Housing Units	2,502	6,717	9,073
Owner Occupied Housing Units	61.4%	69.5%	71.2%
Renter Occupied Housing Units	31.2%	23.8%	21.8%
Vacant Housing Units	7.4%	6.7%	7.1%
2018 Housing Units	2,502	6,733	9,112
Owner Occupied Housing Units	64.5%	72.4%	73.8%
Renter Occupied Housing Units	27.9%	21.1%	19.3%
Vacant Housing Units	7.7%	6.5%	7.0%
2023 Housing Units	2,537	6,829	9,238
Owner Occupied Housing Units	64.6%	72.3%	73.6%
Renter Occupied Housing Units	25.9%	19.5%	17.8%
Vacant Housing Units	9.5%	8.2%	8.6%
<b>Median Household Income</b>			
2018	\$41,886	\$53,629	\$54,296
2023	\$47,897	\$60,903	\$62,436
<b>Median Home Value</b>			
2018	\$116,567	\$143,745	\$144,795
2023	\$124,882	\$159,988	\$163,882
<b>Per Capita Income</b>			
2018	\$23,836	\$28,669	\$29,036
2023	\$27,695	\$32,901	\$33,430
<b>Median Age</b>			
2010	38.6	39.4	39.9
2018	40.9	41.3	41.9
2023	42.0	42.3	42.9

**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	2,310	6,295	8,478
<\$15,000	16.5%	12.1%	11.9%
\$15,000 - \$24,999	13.1%	10.8%	10.3%
\$25,000 - \$34,999	10.6%	8.9%	9.0%
\$35,000 - \$49,999	18.0%	14.4%	14.6%
\$50,000 - \$74,999	18.5%	18.4%	17.7%
\$75,000 - \$99,999	9.7%	11.9%	12.4%
\$100,000 - \$149,999	9.0%	16.0%	15.5%
\$150,000 - \$199,999	2.1%	3.7%	4.7%
\$200,000+	2.6%	3.7%	3.9%
Average Household Income	\$57,251	\$71,514	\$73,158
<b>2023 Households by Income</b>			
Household Income Base	2,296	6,267	8,442
<\$15,000	14.7%	10.5%	10.2%
\$15,000 - \$24,999	10.8%	8.9%	8.4%
\$25,000 - \$34,999	9.4%	7.8%	7.9%
\$35,000 - \$49,999	17.0%	13.2%	13.3%
\$50,000 - \$74,999	19.3%	18.1%	17.3%
\$75,000 - \$99,999	11.6%	13.0%	13.5%
\$100,000 - \$149,999	11.4%	19.4%	18.7%
\$150,000 - \$199,999	2.7%	4.5%	5.8%
\$200,000+	3.3%	4.7%	4.9%
Average Household Income	\$66,542	\$82,212	\$84,433
<b>2018 Owner Occupied Housing Units by Value</b>			
Total	1,613	4,875	6,723
<\$50,000	5.0%	4.1%	5.4%
\$50,000 - \$99,999	33.0%	21.2%	21.1%
\$100,000 - \$149,999	36.2%	28.3%	26.1%
\$150,000 - \$199,999	12.3%	16.9%	17.0%
\$200,000 - \$249,999	4.8%	9.0%	9.7%
\$250,000 - \$299,999	2.9%	7.1%	7.1%
\$300,000 - \$399,999	4.3%	9.0%	8.9%
\$400,000 - \$499,999	0.5%	1.9%	2.2%
\$500,000 - \$749,999	0.7%	1.8%	1.6%
\$750,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.2%	0.8%	0.8%
\$1,500,000 - \$1,999,999	0.1%	0.0%	0.0%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$138,298	\$183,472	\$182,554
<b>2023 Owner Occupied Housing Units by Value</b>			
Total	1,638	4,937	6,795
<\$50,000	3.5%	2.7%	3.6%
\$50,000 - \$99,999	27.2%	16.5%	16.4%
\$100,000 - \$149,999	38.6%	27.4%	25.2%
\$150,000 - \$199,999	13.3%	16.9%	17.2%
\$200,000 - \$249,999	5.4%	9.7%	10.5%
\$250,000 - \$299,999	3.6%	8.6%	8.7%
\$300,000 - \$399,999	6.1%	12.2%	12.2%
\$400,000 - \$499,999	0.6%	2.4%	3.0%
\$500,000 - \$749,999	0.9%	2.2%	2.0%
\$750,000 - \$999,999	0.0%	0.1%	0.1%
\$1,000,000 - \$1,499,999	0.4%	1.1%	1.1%
\$1,500,000 - \$1,999,999	0.2%	0.1%	0.1%
\$2,000,000 +	0.0%	0.0%	0.0%
Average Home Value	\$154,350	\$206,101	\$206,820

**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.



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<b>2010 Population by Age</b>			
Total	5,389	15,632	21,422
0 - 4	6.3%	6.2%	6.1%
5 - 9	6.8%	7.0%	6.8%
10 - 14	6.8%	7.1%	7.1%
15 - 24	12.2%	11.9%	11.8%
25 - 34	12.7%	11.8%	11.7%
35 - 44	14.0%	14.0%	13.8%
45 - 54	13.7%	15.0%	15.3%
55 - 64	11.0%	12.3%	12.6%
65 - 74	8.4%	8.4%	8.5%
75 - 84	6.1%	5.0%	4.9%
85 +	2.0%	1.4%	1.5%
18 +	75.9%	75.3%	75.6%
<b>2018 Population by Age</b>			
Total	5,391	15,749	21,582
0 - 4	5.8%	5.7%	5.6%
5 - 9	6.0%	6.1%	6.0%
10 - 14	6.2%	6.6%	6.4%
15 - 24	11.7%	11.3%	11.1%
25 - 34	12.6%	12.1%	12.0%
35 - 44	13.3%	13.0%	12.8%
45 - 54	13.3%	13.7%	13.7%
55 - 64	12.8%	13.9%	14.2%
65 - 74	9.7%	10.2%	10.5%
75 - 84	6.1%	5.6%	5.6%
85 +	2.6%	1.9%	2.0%
18 +	78.6%	77.9%	78.3%
<b>2023 Population by Age</b>			
Total	5,362	15,704	21,527
0 - 4	5.6%	5.5%	5.4%
5 - 9	5.9%	6.0%	6.0%
10 - 14	6.2%	6.6%	6.5%
15 - 24	11.0%	10.6%	10.4%
25 - 34	12.4%	11.6%	11.4%
35 - 44	12.9%	13.2%	13.1%
45 - 54	13.3%	13.1%	13.0%
55 - 64	13.0%	13.6%	13.8%
65 - 74	10.5%	11.2%	11.6%
75 - 84	6.7%	6.4%	6.6%
85 +	2.5%	2.0%	2.2%
18 +	78.6%	78.0%	78.4%
<b>2010 Population by Sex</b>			
Males	2,564	7,566	10,416
Females	2,826	8,063	11,005
<b>2018 Population by Sex</b>			
Males	2,574	7,645	10,531
Females	2,817	8,103	11,050
<b>2023 Population by Sex</b>			
Males	2,582	7,674	10,571
Females	2,780	8,028	10,957

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 08, 2019



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<b>2010 Population by Race/Ethnicity</b>			
Total	5,390	15,630	21,421
White Alone	91.1%	92.3%	92.7%
Black Alone	3.4%	3.6%	3.4%
American Indian Alone	0.8%	0.8%	0.8%
Asian Alone	0.5%	0.5%	0.4%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.3%	1.2%	1.1%
Two or More Races	1.8%	1.6%	1.6%
Hispanic Origin	4.3%	2.4%	2.3%
Diversity Index	23.7	18.7	17.8
<b>2018 Population by Race/Ethnicity</b>			
Total	5,391	15,749	21,581
White Alone	89.7%	91.2%	91.5%
Black Alone	3.8%	4.0%	3.7%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	0.7%	0.6%	0.6%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.5%	1.4%	1.2%
Two or More Races	2.3%	2.1%	2.1%
Hispanic Origin	4.9%	2.7%	2.6%
Diversity Index	26.9	21.1	20.3
<b>2023 Population by Race/Ethnicity</b>			
Total	5,362	15,703	21,528
White Alone	88.5%	90.1%	90.5%
Black Alone	4.2%	4.3%	4.0%
American Indian Alone	0.9%	0.8%	0.9%
Asian Alone	0.8%	0.8%	0.7%
Pacific Islander Alone	0.0%	0.0%	0.0%
Some Other Race Alone	2.7%	1.5%	1.4%
Two or More Races	2.8%	2.5%	2.5%
Hispanic Origin	5.4%	3.0%	2.8%
Diversity Index	29.4	23.4	22.4
<b>2010 Population by Relationship and Household Type</b>			
Total	5,390	15,629	21,421
In Households	100.0%	99.9%	99.4%
In Family Households	84.0%	87.5%	87.5%
Householder	28.1%	29.2%	29.1%
Spouse	20.5%	23.1%	23.2%
Child	31.0%	31.5%	31.3%
Other relative	2.8%	2.3%	2.4%
Nonrelative	1.6%	1.4%	1.4%
In Nonfamily Households	15.9%	12.4%	11.9%
In Group Quarters	0.0%	0.1%	0.6%
Institutionalized Population	0.0%	0.0%	0.5%
Noninstitutionalized Population	0.0%	0.1%	0.1%

**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	3,794	11,071	15,290
Less than 9th Grade	3.8%	3.0%	3.7%
9th - 12th Grade, No Diploma	7.8%	6.6%	7.3%
High School Graduate	27.3%	23.7%	23.1%
GED/Alternative Credential	7.2%	5.5%	5.8%
Some College, No Degree	23.8%	25.9%	26.2%
Associate Degree	6.5%	7.5%	8.0%
Bachelor's Degree	13.5%	17.0%	16.2%
Graduate/Professional Degree	10.0%	10.7%	9.7%
<b>2018 Population 15+ by Marital Status</b>			
Total	4,427	12,848	17,687
Never Married	24.5%	22.2%	22.0%
Married	50.8%	57.3%	57.9%
Widowed	7.7%	6.8%	6.8%
Divorced	16.9%	13.6%	13.3%
<b>2018 Civilian Population 16+ in Labor Force</b>			
Civilian Employed	91.5%	92.9%	93.5%
Civilian Unemployed (Unemployment Rate)	8.5%	7.1%	6.5%
<b>2018 Employed Population 16+ by Industry</b>			
Total	2,332	7,200	10,007
Agriculture/Mining	0.6%	1.4%	1.2%
Construction	7.7%	8.0%	7.9%
Manufacturing	18.9%	19.5%	20.2%
Wholesale Trade	2.4%	3.1%	3.0%
Retail Trade	12.3%	11.7%	11.7%
Transportation/Utilities	5.1%	4.0%	4.1%
Information	0.3%	0.8%	0.8%
Finance/Insurance/Real Estate	4.5%	4.5%	4.4%
Services	45.5%	44.0%	43.0%
Public Administration	2.7%	3.0%	3.5%
<b>2018 Employed Population 16+ by Occupation</b>			
Total	2,333	7,199	10,007
White Collar	57.0%	59.6%	57.2%
Management/Business/Financial	6.9%	9.7%	9.3%
Professional	23.8%	24.1%	22.8%
Sales	9.5%	12.6%	11.7%
Administrative Support	16.8%	13.1%	13.3%
Services	16.5%	16.1%	16.2%
Blue Collar	26.5%	24.3%	26.6%
Farming/Forestry/Fishing	0.3%	0.8%	0.6%
Construction/Extraction	6.1%	5.5%	5.9%
Installation/Maintenance/Repair	3.5%	3.1%	3.9%
Production	11.9%	10.0%	10.9%
Transportation/Material Moving	4.7%	4.8%	5.2%
<b>2010 Population By Urban/ Rural Status</b>			
Total Population	5,390	15,629	21,421
Population Inside Urbanized Area	89.1%	79.1%	62.3%
Population Inside Urbanized Cluster	0.2%	3.1%	3.5%
Rural Population	10.7%	17.8%	34.2%

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	2,317	6,264	8,433
Households with 1 Person	29.7%	24.4%	23.7%
Households with 2+ People	70.3%	75.6%	76.3%
Family Households	66.9%	72.7%	73.5%
Husband-wife Families	49.0%	57.5%	58.5%
With Related Children	22.2%	25.4%	25.4%
Other Family (No Spouse Present)	17.9%	15.3%	15.0%
Other Family with Male Householder	5.0%	4.3%	4.4%
With Related Children	3.2%	2.7%	2.7%
Other Family with Female Householder	12.9%	11.0%	10.7%
With Related Children	8.2%	7.3%	7.0%
Nonfamily Households	3.4%	2.8%	2.8%
All Households with Children	34.0%	35.8%	35.6%
Multigenerational Households	3.1%	2.9%	3.1%
Unmarried Partner Households	4.1%	3.7%	3.7%
Male-female	3.5%	3.1%	3.1%
Same-sex	0.6%	0.6%	0.6%
<b>2010 Households by Size</b>			
Total	2,316	6,265	8,432
1 Person Household	29.7%	24.4%	23.7%
2 Person Household	32.6%	34.9%	35.3%
3 Person Household	17.3%	18.3%	18.3%
4 Person Household	13.4%	15.1%	15.2%
5 Person Household	5.1%	5.1%	5.2%
6 Person Household	1.4%	1.6%	1.7%
7 + Person Household	0.5%	0.5%	0.6%
<b>2010 Households by Tenure and Mortgage Status</b>			
Total	2,317	6,265	8,433
Owner Occupied	66.3%	74.5%	76.6%
Owned with a Mortgage/Loan	45.5%	51.8%	51.9%
Owned Free and Clear	20.8%	22.7%	24.6%
Renter Occupied	33.7%	25.5%	23.4%
<b>2010 Housing Units By Urban/ Rural Status</b>			
Total Housing Units	2,502	6,717	9,073
Housing Units Inside Urbanized Area	89.3%	79.1%	63.1%
Housing Units Inside Urbanized Cluster	0.2%	2.9%	3.4%
Rural Housing Units	10.5%	18.0%	33.6%

**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.

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<b>Top 3 Tapestry Segments</b>			
<b>1.</b>	Heartland Communities	Green Acres (6A)	Green Acres (6A)
<b>2.</b>	Small Town Simplicity	Heartland Communities	Salt of the Earth (6B)
<b>3.</b>	Rustbelt Traditions (5D)	Middleburg (4C)	Heartland Communities
<b>2018 Consumer Spending</b>			
Apparel & Services: Total \$	\$3,370,893	\$11,406,715	\$15,698,932
Average Spent	\$1,459.26	\$1,812.03	\$1,851.73
Spending Potential Index	67	83	85
Education: Total \$	\$2,038,995	\$7,441,772	\$10,189,726
Average Spent	\$882.68	\$1,182.17	\$1,201.90
Spending Potential Index	61	82	83
Entertainment/Recreation: Total \$	\$5,415,502	\$17,828,193	\$24,615,858
Average Spent	\$2,344.37	\$2,832.12	\$2,903.50
Spending Potential Index	73	88	90
Food at Home: Total \$	\$8,546,325	\$27,523,474	\$38,056,601
Average Spent	\$3,699.71	\$4,372.28	\$4,488.87
Spending Potential Index	74	87	89
Food Away from Home: Total \$	\$5,514,678	\$18,664,658	\$25,729,406
Average Spent	\$2,387.31	\$2,965.00	\$3,034.84
Spending Potential Index	68	84	86
Health Care: Total \$	\$10,200,789	\$33,094,464	\$45,896,731
Average Spent	\$4,415.93	\$5,257.26	\$5,413.63
Spending Potential Index	77	92	95
HH Furnishings & Equipment: Total \$	\$3,357,789	\$11,401,037	\$15,715,754
Average Spent	\$1,453.59	\$1,811.13	\$1,853.71
Spending Potential Index	70	87	89
Personal Care Products & Services: Total \$	\$1,291,186	\$4,442,168	\$6,121,931
Average Spent	\$558.95	\$705.67	\$722.10
Spending Potential Index	68	85	87
Shelter: Total \$	\$25,267,300	\$86,227,053	\$118,195,805
Average Spent	\$10,938.23	\$13,697.71	\$13,941.47
Spending Potential Index	65	82	83
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,982,394	\$13,434,436	\$18,556,609
Average Spent	\$1,723.98	\$2,134.14	\$2,188.80
Spending Potential Index	69	86	88
Travel: Total \$	\$3,159,444	\$11,332,478	\$15,550,498
Average Spent	\$1,367.72	\$1,800.23	\$1,834.22
Spending Potential Index	64	84	85
Vehicle Maintenance & Repairs: Total \$	\$1,804,051	\$5,930,563	\$8,197,853
Average Spent	\$780.97	\$942.11	\$966.96
Spending Potential Index	73	88	90

**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.