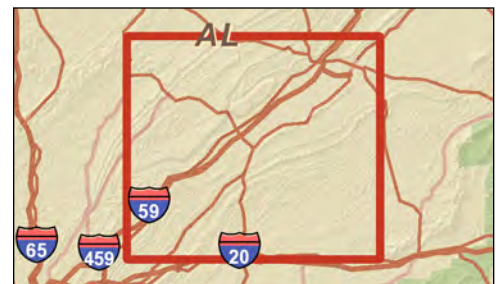
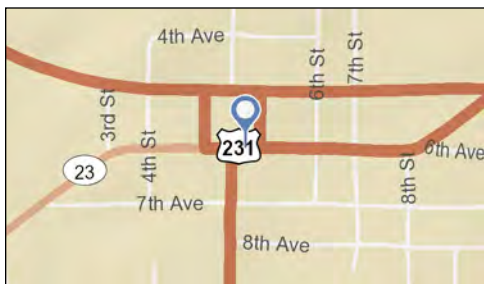
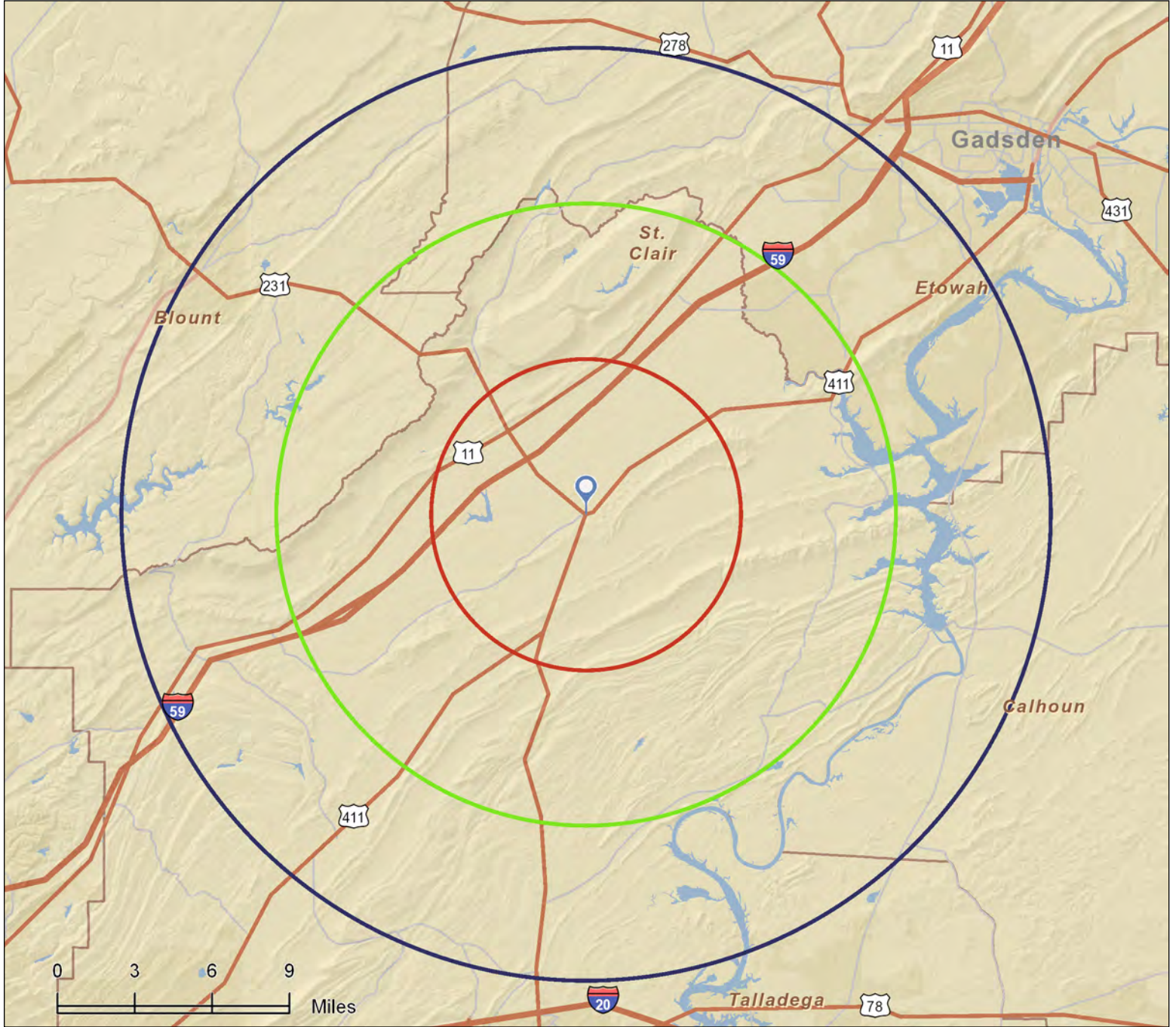




Site Map

Ashville, AL
Ring: 5, 10, 15 Miles

Prepared by Candice Hill
Latitude: 33.836512
Longitude: -86.254747





Executive Summary

Prepared by Candice Hill

Ashville, AL

Latitude: 33.836512

Longitude: -86.254747

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
2010 Population			
Total Population	6,654	21,266	79,672
Male Population	51.2%	51.6%	50.5%
Female Population	48.8%	48.4%	49.5%
Median Age	38.4	39.0	39.3
2010 Income			
Median HH Income	\$38,918	\$39,587	\$42,311
Per Capita Income	\$17,014	\$17,393	\$19,687
Average HH Income	\$46,726	\$47,166	\$51,518
2010 Households			
Total Households	2,351	7,368	29,912
Average Household Size	2.75	2.77	2.59
2010 Housing			
Owner Occupied Housing Units	69.5%	71.4%	72.3%
Renter Occupied Housing Units	12.8%	12.6%	15.6%
Vacant Housing Units	17.7%	16.0%	12.1%
Population			
1990 Population	4,041	13,633	53,486
2000 Population	5,264	17,524	67,663
2010 Population	6,654	21,266	79,672
2015 Population	7,515	23,710	86,620
1990-2000 Annual Rate	2.68%	2.54%	2.38%
2000-2010 Annual Rate	2.31%	1.91%	1.61%
2010-2015 Annual Rate	2.46%	2.2%	1.69%

In the identified market area, the current year population is 79,672. In 2000, the Census count in the market area was 67,663. The rate of change since 2000 was 1.61 percent annually. The five-year projection for the population in the market area is 86,620, representing a change of 1.69 percent annually from 2010 to 2015. Currently, the population is 50.5 percent male and 49.5 percent female.

Households			
1990 Households	1,408	4,611	19,170
2000 Households	1,904	6,145	25,366
2010 Households	2,351	7,368	29,912
2015 Households	2,649	8,189	32,522
1990-2000 Annual Rate	3.06%	2.91%	2.84%
2000-2010 Annual Rate	2.08%	1.79%	1.62%
2010-2015 Annual Rate	2.42%	2.14%	1.69%

The household count in this market area has changed from 25,366 in 2000 to 29,912 in the current year, a change of 1.62 percent annually. The five-year projection of households is 32,522, a change of 1.69 percent annually from the current year total. Average household size is currently 2.59, compared to 2.58 in the year 2000. The number of families in the current year is 22,328 in the market area.

Housing

Currently, 72.3 percent of the 34,019 housing units in the market area are owner occupied; 15.6 percent, renter occupied; and 12.1 percent are vacant. In 2000, there were 28,028 housing units - 74.6 percent owner occupied, 15.9 percent renter occupied and 9.5 percent vacant. The rate of change in housing units since 2000 is 1.91 percent. Median home value in the market area is \$111,010, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.44 percent annually to \$131,438. From 2000 to the current year, median home value changed by 3.41 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Ashville, AL

Executive Summary

Prepared by Candice Hill

Latitude: 33.836512

Longitude: -86.254747

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
Median Household Income			
1990 Median HH Income	\$20,967	\$21,691	\$24,161
2000 Median HH Income	\$33,392	\$34,499	\$36,889
2010 Median HH Income	\$38,918	\$39,587	\$42,311
2015 Median HH Income	\$42,950	\$43,172	\$45,925
1990-2000 Annual Rate	4.76%	4.75%	4.32%
2000-2010 Annual Rate	1.51%	1.35%	1.35%
2010-2015 Annual Rate	1.99%	1.75%	1.65%
Per Capita Income			
1990 Per Capita Income	\$9,432	\$9,529	\$10,438
2000 Per Capita Income	\$15,455	\$15,980	\$17,761
2010 Per Capita Income	\$17,014	\$17,393	\$19,687
2015 Per Capita Income	\$17,449	\$17,831	\$20,063
1990-2000 Annual Rate	5.06%	5.31%	5.46%
2000-2010 Annual Rate	0.94%	0.83%	1.01%
2010-2015 Annual Rate	0.51%	0.5%	0.38%
Average Household Income			
1990 Average Household Income	\$25,771	\$26,543	\$28,767
2000 Average Household Income	\$41,762	\$42,066	\$46,383
2010 Average HH Income	\$46,726	\$47,166	\$51,518
2015 Average HH Income	\$48,052	\$48,362	\$52,475
1990-2000 Annual Rate	4.95%	4.71%	4.89%
2000-2010 Annual Rate	1.1%	1.12%	1.03%
2010-2015 Annual Rate	0.56%	0.5%	0.37%
Households by Income			
Current median household income is \$42,311 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$45,925 in five years. In 2000, median household income was \$36,889, compared to \$24,161 in 1990.			
Current average household income is \$51,518 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$52,475 in five years. In 2000, average household income was \$46,383, compared to \$28,767 in 1990.			
Current per capita income is \$19,687 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$20,063 in five years. In 2000, the per capita income was \$17,761, compared to \$10,438 in 1990.			
Population by Employment			
Total Businesses	224	441	2,284
Total Employees	1,394	2,915	17,976

Currently, 89.3 percent of the civilian labor force in the identified market area is employed and 10.7 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 91.5 percent of the civilian labor force, and unemployment will be 8.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 58.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 52.6 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 14.7 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 32.8 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 83.6 percent of the market area population drove alone to work, and 1.7 percent worked at home. The average travel time to work in 2000 was 30.8 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 19.5 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 37.2 percent were high school graduates only (29.6 percent in the U.S.)
- 8.1 percent had completed an Associate degree (7.7 percent in the U.S.)
- 9.6 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 4.8 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Ashville, AL




Market Profile

Prepared by Candice Hill

Latitude: 33.836512

Longitude: -86.254747

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
 2000 Total Population	5,264	17,524	67,663
2000 Group Quarters	178	840	2,122
2010 Total Population	6,654	21,266	79,672
2015 Total Population	7,515	23,710	86,620
2010 - 2015 Annual Rate	2.46%	2.2%	1.69%
 2000 Households	1,904	6,145	25,366
2000 Average Household Size	2.67	2.71	2.58
2010 Households	2,351	7,368	29,912
2010 Average Household Size	2.75	2.77	2.59
2015 Households	2,649	8,189	32,522
2015 Average Household Size	2.76	2.79	2.59
2010 - 2015 Annual Rate	2.42%	2.14%	1.69%
2000 Families	1,454	4,739	19,298
2000 Average Family Size	3.07	3.12	3
2010 Families	1,764	5,576	22,328
2010 Average Family Size	3.18	3.21	3.03
2015 Families	1,973	6,156	24,126
2015 Average Family Size	3.21	3.24	3.04
2010 - 2015 Annual Rate	2.26%	2%	1.56%
 2000 Housing Units	2,192	6,944	28,028
Owner Occupied Housing Units	72.8%	74.5%	74.6%
Renter Occupied Housing Units	13.1%	12.8%	15.9%
Vacant Housing Units	14.1%	12.6%	9.5%
2010 Housing Units	2,858	8,773	34,019
Owner Occupied Housing Units	69.5%	71.4%	72.3%
Renter Occupied Housing Units	12.8%	12.6%	15.6%
Vacant Housing Units	17.7%	16.0%	12.1%
2015 Housing Units	3,244	9,807	37,160
Owner Occupied Housing Units	68.9%	70.9%	71.9%
Renter Occupied Housing Units	12.8%	12.6%	15.6%
Vacant Housing Units	18.3%	16.5%	12.5%
Median Household Income			
2000	\$33,392	\$34,499	\$36,889
2010	\$38,918	\$39,587	\$42,311
2015	\$42,950	\$43,172	\$45,925
Median Home Value			
2000	\$62,568	\$69,205	\$78,728
2010	\$88,884	\$97,833	\$111,010
2015	\$108,510	\$118,268	\$131,438
Per Capita Income			
2000	\$15,455	\$15,980	\$17,761
2010	\$17,014	\$17,393	\$19,687
2015	\$17,449	\$17,831	\$20,063
Median Age			
2000	35.9	36.4	36.7
2010	38.4	39.0	39.3
2015	39.4	40.0	40.3

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ashville, AL


Market Profile

Prepared by Candice Hill

Latitude: 33.836512

Longitude: -86.254747

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
2000 Households by Income			
 Household Income Base	1,908	6,186	25,389
< \$15,000	17.8%	18.4%	18.7%
\$15,000 - \$24,999	18.0%	16.4%	13.9%
\$25,000 - \$34,999	16.5%	15.9%	14.8%
\$35,000 - \$49,999	19.0%	19.6%	17.9%
\$50,000 - \$74,999	18.2%	18.2%	19.6%
\$75,000 - \$99,999	6.1%	6.7%	8.2%
\$100,000 - \$149,999	2.7%	3.1%	4.8%
\$150,000 - \$199,999	0.9%	0.7%	1.1%
\$200,000+	0.8%	0.9%	0.9%
Average Household Income	\$41,762	\$42,066	\$46,383
2010 Households by Income			
Household Income Base	2,351	7,366	29,912
< \$15,000	13.7%	13.9%	14.4%
\$15,000 - \$24,999	11.9%	11.2%	9.8%
\$25,000 - \$34,999	15.7%	14.9%	14.0%
\$35,000 - \$49,999	22.6%	23.5%	20.4%
\$50,000 - \$74,999	24.3%	24.0%	23.6%
\$75,000 - \$99,999	6.3%	6.7%	8.9%
\$100,000 - \$149,999	3.7%	4.2%	6.5%
\$150,000 - \$199,999	0.9%	0.8%	1.2%
\$200,000+	0.9%	0.9%	1.0%
Average Household Income	\$46,726	\$47,166	\$51,518
2015 Households by Income			
Household Income Base	2,650	8,189	32,522
< \$15,000	13.0%	13.2%	13.7%
\$15,000 - \$24,999	10.4%	10.0%	8.8%
\$25,000 - \$34,999	15.9%	15.1%	13.9%
\$35,000 - \$49,999	20.9%	21.7%	20.2%
\$50,000 - \$74,999	28.5%	27.8%	26.1%
\$75,000 - \$99,999	5.8%	6.2%	8.2%
\$100,000 - \$149,999	3.8%	4.2%	6.7%
\$150,000 - \$199,999	0.9%	0.8%	1.3%
\$200,000+	0.9%	0.9%	1.0%
Average Household Income	\$48,052	\$48,362	\$52,475
2000 Owner Occupied HUs by Value			
Total	1,615	5,235	20,900
<\$50,000	39.3%	34.8%	28.2%
\$50,000 - 99,999	38.9%	37.2%	38.6%
\$100,000 - 149,999	11.5%	14.8%	17.1%
\$150,000 - 199,999	3.7%	6.0%	8.1%
\$200,000 - \$299,999	3.9%	4.4%	5.6%
\$300,000 - 499,999	2.5%	2.2%	1.9%
\$500,000 - 999,999	0.2%	0.4%	0.3%
\$1,000,000+	0.1%	0.3%	0.3%
Average Home Value	\$83,474	\$91,738	\$98,376
2000 Specified Renter Occupied HUs by Contract Rent			
Total	266	799	4,177
With Cash Rent	74.8%	75.0%	83.6%
No Cash Rent	25.2%	25.0%	16.4%
Median Rent	\$318	\$291	\$313
Average Rent	\$297	\$281	\$305

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. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ashville, AL


Market Profile

Prepared by Candice Hill

Latitude: 33.836512

Longitude: -86.254747

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
2000 Population by Age			
 Total	5,264	17,527	67,663
Age 0 - 4	6.5%	6.4%	6.6%
Age 5 - 9	7.3%	6.9%	6.7%
Age 10 - 14	7.7%	7.1%	7.1%
Age 15 - 19	7.0%	6.8%	6.8%
Age 20 - 24	6.2%	6.2%	5.9%
Age 25 - 34	13.9%	14.2%	14.1%
Age 35 - 44	15.8%	16.3%	16.1%
Age 45 - 54	13.8%	13.9%	14.3%
Age 55 - 64	9.9%	10.2%	10.3%
Age 65 - 74	7.5%	7.3%	7.0%
Age 75 - 84	3.5%	3.7%	3.9%
Age 85+	1.0%	1.0%	1.2%
Age 18+	74.1%	75.3%	75.3%
2010 Population by Age			
Total	6,652	21,265	79,672
Age 0 - 4	6.5%	6.4%	6.5%
Age 5 - 9	6.5%	6.5%	6.6%
Age 10 - 14	6.7%	6.7%	6.9%
Age 15 - 19	6.7%	6.4%	6.2%
Age 20 - 24	6.0%	5.5%	5.2%
Age 25 - 34	12.9%	12.8%	12.3%
Age 35 - 44	14.3%	14.6%	14.8%
Age 45 - 54	14.8%	15.2%	15.2%
Age 55 - 64	12.7%	12.7%	12.9%
Age 65 - 74	7.5%	7.8%	7.8%
Age 75 - 84	4.2%	4.1%	4.1%
Age 85+	1.3%	1.3%	1.5%
Age 18+	76.1%	76.5%	76.2%
2015 Population by Age			
Total	7,517	23,707	86,620
Age 0 - 4	6.3%	6.1%	6.2%
Age 5 - 9	6.4%	6.4%	6.5%
Age 10 - 14	6.7%	6.7%	7.0%
Age 15 - 19	6.4%	6.4%	6.5%
Age 20 - 24	6.0%	5.7%	5.3%
Age 25 - 34	12.3%	11.8%	11.4%
Age 35 - 44	13.7%	14.0%	14.0%
Age 45 - 54	14.0%	14.6%	14.6%
Age 55 - 64	13.7%	13.5%	13.5%
Age 65 - 74	8.8%	9.2%	9.3%
Age 75 - 84	4.3%	4.2%	4.3%
Age 85+	1.4%	1.4%	1.6%
Age 18+	76.7%	76.7%	76.2%
2000 Population by Sex			
Males	51.3%	51.7%	50.4%
Females	48.7%	48.3%	49.6%
2010 Population by Sex			
Males	51.2%	51.6%	50.5%
Females	48.8%	48.4%	49.5%
2015 Population by Sex			
Males	51.2%	51.6%	50.5%
Females	48.8%	48.4%	49.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.





Ashville, AL

Market Profile

Prepared by Candice Hill

Latitude: 33.836512
Longitude: -86.254747

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
2000 Population by Race/Ethnicity			
 Total	5,262	17,523	67,663
White Alone	84.5%	88.6%	91.9%
Black Alone	12.2%	9.0%	5.5%
American Indian Alone	0.5%	0.4%	0.4%
Asian or Pacific Islander Alone	0.2%	0.2%	0.3%
Some Other Race Alone	1.3%	1.0%	1.0%
Two or More Races	1.2%	0.9%	0.9%
Hispanic Origin	2.0%	2.1%	2.8%
Diversity Index	30.0	24.1	19.8
2010 Population by Race/Ethnicity			
Total	6,654	21,266	79,672
White Alone	81.0%	85.9%	89.5%
Black Alone	14.5%	10.6%	6.7%
American Indian Alone	0.4%	0.3%	0.4%
Asian or Pacific Islander Alone	0.4%	0.3%	0.4%
Some Other Race Alone	2.2%	1.7%	1.7%
Two or More Races	1.5%	1.1%	1.3%
Hispanic Origin	3.3%	3.6%	4.8%
Diversity Index	36.5	30.2	26.9
2015 Population by Race/Ethnicity			
Total	7,514	23,711	86,620
White Alone	80.2%	85.3%	88.8%
Black Alone	15.3%	11.1%	7.1%
American Indian Alone	0.4%	0.3%	0.3%
Asian or Pacific Islander Alone	0.4%	0.4%	0.5%
Some Other Race Alone	2.2%	1.8%	1.9%
Two or More Races	1.5%	1.2%	1.4%
Hispanic Origin	3.5%	4.0%	5.6%
Diversity Index	37.8	31.7	29.1
2000 Population 3+ by School Enrollment			
 Total	5,081	16,833	65,133
Enrolled in Nursery/Preschool	1.0%	1.2%	1.8%
Enrolled in Kindergarten	1.0%	1.2%	1.7%
Enrolled in Grade 1-8	13.8%	12.1%	11.5%
Enrolled in Grade 9-12	5.9%	5.9%	5.5%
Enrolled in College	2.5%	2.8%	3.4%
Enrolled in Grad/Prof School	0.2%	0.5%	0.5%
Not Enrolled in School	75.7%	76.4%	75.7%
2010 Population 25+ by Educational Attainment			
Total	4,503	14,578	54,707
Less than 9th Grade	7.7%	7.4%	6.7%
9th - 12th Grade, No Diploma	16.7%	14.9%	12.8%
High School Graduate	37.0%	38.7%	37.2%
Some College, No Degree	19.8%	19.5%	20.8%
Associate Degree	8.1%	7.8%	8.1%
Bachelor's Degree	7.9%	7.9%	9.6%
Graduate/Professional Degree	2.7%	3.7%	4.8%

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. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ashville, AL




Market Profile

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	5 miles radius	10 miles radius	15 miles radius
2010 Population 15+ by Marital Status			
 Total	5,346	17,111	63,732
Never Married	21.9%	20.1%	19.1%
Married	60.5%	62.6%	63.1%
Widowed	6.3%	6.6%	6.5%
Divorced	11.3%	10.7%	11.3%
2000 Population 16+ by Employment Status			
 Total	4,036	13,588	52,736
In Labor Force	55.9%	56.1%	58.8%
Civilian Employed	53.3%	53.3%	56.3%
Civilian Unemployed	2.6%	2.7%	2.4%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	44.1%	43.9%	41.2%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	87.8%	87.7%	89.3%
Civilian Unemployed	12.2%	12.3%	10.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	90.3%	90.2%	91.5%
Civilian Unemployed	9.7%	9.8%	8.5%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,970	6,528	26,401
Own Children < 6 Only	7.2%	8.2%	8.2%
Employed/in Armed Forces	3.6%	4.2%	4.4%
Unemployed	0.5%	0.3%	0.3%
Not in Labor Force	3.1%	3.7%	3.5%
Own Children < 6 and 6-17 Only	5.5%	6.2%	6.3%
Employed/in Armed Forces	2.6%	3.0%	3.1%
Unemployed	0.1%	0.1%	0.2%
Not in Labor Force	2.7%	3.1%	3.1%
Own Children 6-17 Only	20.8%	19.1%	18.5%
Employed/in Armed Forces	12.2%	12.1%	12.7%
Unemployed	0.6%	0.7%	0.4%
Not in Labor Force	8.1%	6.4%	5.4%
No Own Children < 18	66.5%	66.5%	66.9%
Employed/in Armed Forces	25.2%	26.5%	27.5%
Unemployed	1.5%	1.4%	1.5%
Not in Labor Force	39.8%	38.6%	38.0%
2010 Employed Population 16+ by Industry			
 Total	2,283	7,288	29,755
Agriculture/Mining	1.4%	2.0%	1.6%
Construction	11.1%	11.1%	10.2%
Manufacturing	15.5%	14.9%	14.1%
Wholesale Trade	2.9%	3.4%	3.7%
Retail Trade	9.6%	10.8%	12.2%
Transportation/Utilities	6.5%	6.0%	5.7%
Information	2.3%	1.7%	1.7%
Finance/Insurance/Real Estate	5.0%	4.7%	5.4%
Services	41.3%	40.9%	40.4%
Public Administration	4.3%	4.5%	5.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ashville, AL


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Longitude: -86.254747

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
2010 Employed Population 16+ by Occupation			
Total	2,285	7,289	29,755
White Collar	50.9%	50.4%	52.6%
Management/Business/Financial	8.6%	9.6%	10.5%
Professional	19.7%	18.8%	19.5%
Sales	9.1%	10.1%	11.1%
Administrative Support	13.5%	11.9%	11.5%
Services	16.3%	15.3%	14.7%
Blue Collar	32.8%	34.3%	32.8%
Farming/Forestry/Fishing	0.9%	0.8%	0.6%
Construction/Extraction	9.9%	9.8%	8.9%
Installation/Maintenance/Repair	5.0%	6.6%	6.7%
Production	9.9%	9.6%	8.9%
Transportation/Material Moving	7.0%	7.5%	7.8%
2000 Workers 16+ by Means of Transportation to Work			
 Total	2,120	7,122	29,229
Drove Alone - Car, Truck, or Van	79.8%	81.7%	83.6%
Carpooled - Car, Truck, or Van	17.2%	14.7%	13.4%
Public Transportation	0.0%	0.1%	0.1%
Walked	1.3%	1.0%	0.8%
Other Means	0.4%	0.5%	0.4%
Worked at Home	1.3%	2.0%	1.7%
2000 Workers 16+ by Travel Time to Work			
Total	2,117	7,121	29,229
Did Not Work at Home	98.7%	98.0%	98.3%
Less than 5 minutes	1.7%	2.4%	3.0%
5 to 9 minutes	6.3%	6.9%	8.4%
10 to 19 minutes	16.0%	17.9%	23.9%
20 to 24 minutes	11.4%	12.4%	13.0%
25 to 34 minutes	18.5%	18.4%	18.0%
35 to 44 minutes	10.6%	9.2%	7.9%
45 to 59 minutes	19.9%	17.5%	13.1%
60 to 89 minutes	10.6%	9.9%	7.8%
90 or more minutes	3.7%	3.4%	3.4%
Worked at Home	1.3%	2.0%	1.7%
Average Travel Time to Work (in min)	36.4	34.1	30.8
2000 Households by Vehicles Available			
Total	1,904	6,131	25,337
None	5.0%	5.1%	5.1%
1	26.2%	25.0%	26.8%
2	42.5%	41.6%	40.7%
3	20.5%	20.3%	19.1%
4	4.4%	6.1%	6.0%
5+	1.4%	2.0%	2.3%
Average Number of Vehicles Available	2.0	2.0	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Ashville, AL



Market Profile

Prepared by Candice Hill

Latitude: 33.836512

Longitude: -86.254747

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
2000 Households by Type			
 Total	1,904	6,144	25,366
Family Households	76.4%	77.1%	76.1%
Married-couple Family	61.6%	63.5%	63.3%
With Related Children	29.1%	29.4%	29.4%
Other Family (No Spouse)	14.8%	13.6%	12.7%
With Related Children	9.8%	8.6%	7.8%
Nonfamily Households	23.6%	22.9%	23.9%
Householder Living Alone	20.5%	20.3%	21.5%
Householder Not Living Alone	3.2%	2.5%	2.4%
Households with Related Children	39.0%	37.9%	37.3%
Households with Persons 65+	24.1%	24.3%	23.0%
2000 Households by Size			
Total	1,904	6,145	25,366
1 Person Household	20.5%	20.3%	21.5%
2 Person Household	34.5%	35.6%	35.1%
3 Person Household	20.6%	19.2%	19.4%
4 Person Household	14.2%	16.1%	15.7%
5 Person Household	6.6%	5.7%	5.8%
6 Person Household	2.3%	2.0%	1.6%
7+ Person Household	1.3%	1.1%	0.9%
2000 Households by Year Householder Moved In			
Total	1,905	6,131	25,337
Moved in 1999 to March 2000	17.4%	15.8%	14.8%
Moved in 1995 to 1998	30.3%	28.7%	27.8%
Moved in 1990 to 1994	17.5%	17.4%	17.5%
Moved in 1980 to 1989	14.8%	16.3%	16.4%
Moved in 1970 to 1979	11.3%	11.1%	13.0%
Moved in 1969 or Earlier	8.6%	10.7%	10.4%
Median Year Householder Moved In	1994	1993	1993
2000 Housing Units by Units in Structure			
 Total	2,216	7,023	27,935
1, Detached	58.8%	63.7%	67.0%
1, Attached	0.7%	0.6%	0.7%
2	0.0%	0.3%	0.8%
3 or 4	0.1%	0.7%	1.9%
5 to 9	0.6%	0.6%	1.7%
10 to 19	0.0%	0.1%	0.5%
20+	0.0%	0.5%	1.0%
Mobile Home	39.6%	33.2%	26.2%
Other	0.0%	0.4%	0.2%
2000 Housing Units by Year Structure Built			
Total	2,192	6,932	27,935
1999 to March 2000	5.3%	4.2%	3.3%
1995 to 1998	14.1%	12.9%	12.5%
1990 to 1994	10.7%	12.3%	12.1%
1980 to 1989	17.8%	18.2%	19.3%
1970 to 1979	18.1%	17.3%	21.3%
1969 or Earlier	34.0%	35.1%	31.5%
Median Year Structure Built	1979	1979	1979

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Ashville, AL

Market Profile

Prepared by Candice Hill

Latitude: 33.836512

Longitude: -86.254747

Ring: 5, 10, 15 Miles

	5 miles radius	10 miles radius	15 miles radius
Top 3 Tapestry Segments			
1.	Southern Satellites	Southern Satellites	Southern Satellites
2.	Midland Crowd	Rooted Rural	Midland Crowd
3.	Rural Bypasses	Midland Crowd	Green Acres



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$2,568,530	\$8,073,298	\$36,130,587
Average Spent	\$1,092.53	\$1,095.72	\$1,207.90
Spending Potential Index	46	46	50
Computers & Accessories: Total \$	\$323,732	\$1,030,655	\$4,644,248
Average Spent	\$137.70	\$139.88	\$155.26
Spending Potential Index	63	64	71
Education: Total \$	\$1,555,203	\$5,006,324	\$24,233,050
Average Spent	\$661.51	\$679.47	\$810.14
Spending Potential Index	54	56	66
Entertainment/Recreation: Total \$	\$5,406,258	\$17,128,555	\$74,914,991
Average Spent	\$2,299.56	\$2,324.72	\$2,504.51
Spending Potential Index	71	72	78
Food at Home: Total \$	\$7,583,300	\$23,828,821	\$103,194,801
Average Spent	\$3,225.56	\$3,234.10	\$3,449.95
Spending Potential Index	72	72	77
Food Away from Home: Total \$	\$5,215,350	\$16,341,258	\$72,254,331
Average Spent	\$2,218.35	\$2,217.87	\$2,415.56
Spending Potential Index	69	69	75
Health Care: Total \$	\$6,995,357	\$22,014,747	\$93,661,853
Average Spent	\$2,975.48	\$2,987.89	\$3,131.25
Spending Potential Index	80	80	84
HH Furnishings & Equipment: Total \$	\$2,856,717	\$9,059,158	\$40,119,540
Average Spent	\$1,215.11	\$1,229.53	\$1,341.25
Spending Potential Index	59	60	65
Investments: Total \$	\$2,511,552	\$8,299,329	\$36,591,686
Average Spent	\$1,068.29	\$1,126.40	\$1,223.31
Spending Potential Index	61	65	70
Retail Goods: Total \$	\$41,598,313	\$130,624,151	\$564,092,839
Average Spent	\$17,693.88	\$17,728.58	\$18,858.41
Spending Potential Index	71	71	76
Shelter: Total \$	\$20,871,215	\$67,005,520	\$311,691,752
Average Spent	\$8,877.59	\$9,094.13	\$10,420.29
Spending Potential Index	56	58	66
TV/Video/Audio: Total \$	\$2,096,817	\$6,544,388	\$28,580,532
Average Spent	\$891.88	\$888.22	\$955.49
Spending Potential Index	72	72	77
Travel: Total \$	\$2,541,744	\$8,274,463	\$38,240,840
Average Spent	\$1,081.13	\$1,123.03	\$1,278.44
Spending Potential Index	57	59	68
Vehicle Maintenance & Repairs: Total \$	\$1,578,546	\$4,974,103	\$21,699,580
Average Spent	\$671.44	\$675.10	\$725.45
Spending Potential Index	71	72	77

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.



Census 2010 Summary Profile

Ashville, AL
Ring: 5 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

	2000	2010	2000-2010 Annual Rate
Population	5,244	5,369	0.24%
Households	1,883	1,970	0.45%
Housing Units	2,190	2,291	0.45%

Population by Race	Number	Percent
Total	5,368	100.0%
Population Reporting One Race	5,261	98.0%
White	4,643	86.5%
Black	482	9.0%
American Indian	30	0.6%
Asian	21	0.4%
Pacific Islander	1	0.0%
Some Other Race	84	1.6%
Population Reporting Two or More Races	107	2.0%
Total Hispanic Population	184	3.4%

Population by Sex	Number	Percent
Male	2,731	50.9%
Female	2,638	49.1%

Population by Age	Number	Percent
Total	5,372	100.0%
Age 0 - 4	305	5.7%
Age 5 - 9	370	6.9%
Age 10 - 14	381	7.1%
Age 15 - 19	360	6.7%
Age 20 - 24	319	5.9%
Age 25 - 29	316	5.9%
Age 30 - 34	345	6.4%
Age 35 - 39	354	6.6%
Age 40 - 44	356	6.6%
Age 45 - 49	411	7.7%
Age 50 - 54	416	7.7%
Age 55 - 59	369	6.9%
Age 60 - 64	328	6.1%
Age 65 - 69	284	5.3%
Age 70 - 74	203	3.8%
Age 75 - 79	130	2.4%
Age 80 - 84	73	1.4%
Age 85+	48	0.9%
Age 18+	4,102	76.4%
Age 65+	738	13.7%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	39.1
Male	37.9
Female	40.2
White Alone	40.1
Black Alone	34.2
American Indian Alone	47.5
Asian Alone	16.3
Pacific Islander Alone	17.5
Some Other Race Alone	26.5
Two or More Races	24.4
Hispanic Population	24.8

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Ashville, AL
Ring: 5 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

Households by Type

Total	1,971	100.0%
Households with 1 Person	433	22.0%
Households with 2+ People	1,538	78.0%
Family Households	1,462	74.2%
Husband-wife Families	1,142	57.9%
With Own Children	420	21.3%
Other Family (No Spouse Present)	320	16.2%
With Own Children	140	7.1%
Nonfamily Households	76	3.9%
All Households with Children	682	34.6%
Multigenerational Households	102	5.2%
Unmarried Partner Households	92	4.7%
Male-female	78	4.0%
Same-sex	14	0.7%
Average Household Size	2.68	

Family Households by Size

Total	1,463	100.0%
2 People	622	42.5%
3 People	355	24.3%
4 People	281	19.2%
5 People	120	8.2%
6 People	50	3.4%
7+ People	35	2.4%
Average Family Size	3.13	

Nonfamily Households by Size

Total	508	100.0%
1 Person	433	85.2%
2 People	60	11.8%
3 People	12	2.4%
4 People	3	0.6%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Nonfamily Size	1.20	

Population by Relationship and Household Type

Total	5,369	100.0%
In Households	5,284	98.4%
In Family Households	4,672	87.0%
Householder	1,487	27.7%
Spouse	1,161	21.6%
Child	1,727	32.2%
Other relative	200	3.7%
Nonrelative	97	1.8%
In Nonfamily Households	612	11.4%
In Group Quarters	85	1.6%
Institutionalized Population	85	1.6%
Noninstitutionalized Population	0	0.0%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Ashville, AL
Ring: 5 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

Family Households by Age of Householder		
Total		1,462 100.0%
Householder Age 15 - 44	532	36.4%
Householder Age 45 - 54	328	22.4%
Householder Age 55 - 64	314	21.5%
Householder Age 65 - 74	203	13.9%
Householder Age 75+	85	5.8%
Nonfamily Households by Age of Householder		
Total	508	100.0%
Householder Age 15 - 44	118	23.2%
Householder Age 45 - 54	107	21.1%
Householder Age 55 - 64	85	16.7%
Householder Age 65 - 74	109	21.5%
Householder Age 75+	89	17.5%
Households by Race of Householder		
Total	1,972	100.0%
Householder is White Alone	1,741	88.3%
Householder is Black Alone	163	8.3%
Householder is American Indian Alone	14	0.7%
Householder is Asian Alone	3	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	18	0.9%
Householder is Two or More Races	33	1.7%
Households with Hispanic Householder	39	2.0%
Husband-wife Families by Race of Householder		
Total	1,141	100.0%
Householder is White Alone	1,044	91.5%
Householder is Black Alone	64	5.6%
Householder is American Indian Alone	8	0.7%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	9	0.8%
Householder is Two or More Races	15	1.3%
Husband-wife Families with Hispanic Householder	21	1.8%
Other Families (No Spouse) by Race of Householder		
Total	319	100.0%
Householder is White Alone	255	79.9%
Householder is Black Alone	54	16.9%
Householder is American Indian Alone	2	0.6%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.9%
Householder is Two or More Races	5	1.6%
Other Families with Hispanic Householder	9	2.8%
Nonfamily Households by Race of Householder		
Total	508	100.0%
Householder is White Alone	442	87.0%
Householder is Black Alone	45	8.9%
Householder is American Indian Alone	3	0.6%
Householder is Asian Alone	1	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	1.0%
Householder is Two or More Races	12	2.4%
Nonfamily Households with Hispanic Householder	10	2.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Ashville, AL
Ring: 5 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

Total Housing Units by Occupancy

Total	2,296	100.0%
Occupied Housing Units	1,970	85.8%
Vacant Housing Units		
For Rent	38	1.7%
Rented, not Occupied	6	0.3%
For Sale Only	29	1.3%
Sold, not Occupied	20	0.9%
For Seasonal/Recreational/Occasional Use	94	4.1%
For Migrant Workers	0	0.0%
Other Vacant	139	6.1%
Total Vacancy Rate	14.0%	

Households by Tenure and Mortgage Status

Total	1,970	100.0%
Owner Occupied	1,618	82.1%
Owned with a Mortgage/Loan	922	46.8%
Owned Free and Clear	695	35.3%
Average Household Size	2.68	
Renter Occupied	352	17.9%
Average Household Size	2.70	

Owner-occupied Housing Units by Race of Householder

Total	1,617	100.0%
Householder is White Alone	1,436	88.8%
Householder is Black Alone	132	8.2%
Householder is American Indian Alone	11	0.7%
Householder is Asian Alone	3	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	9	0.6%
Householder is Two or More Races	26	1.6%
Owner-occupied Housing Units with Hispanic Householder	20	1.2%

Renter-occupied Housing Units by Race of Householder

Total	352	100.0%
Householder is White Alone	304	86.4%
Householder is Black Alone	31	8.8%
Householder is American Indian Alone	2	0.6%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	9	2.6%
Householder is Two or More Races	6	1.7%
Renter-occupied Housing Units with Hispanic Householder	19	5.4%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.65
Householder is Black Alone	2.93
Householder is American Indian Alone	2.50
Householder is Asian Alone	2.33
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	4.06
Householder is Two or More Races	2.58
Householder is Hispanic	3.74

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Ashville, AL
Ring: 10 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

	2000	2010	2000-2010 Annual Rate
Population	17,642	19,059	0.78%
Households	6,151	6,703	0.86%
Housing Units	7,060	7,695	0.87%

Population by Race	Number	Percent
Total	19,059	100.0%
Population Reporting One Race	18,796	98.6%
White	16,544	86.8%
Black	1,657	8.7%
American Indian	81	0.4%
Asian	74	0.4%
Pacific Islander	4	0.0%
Some Other Race	436	2.3%
Population Reporting Two or More Races	263	1.4%
Total Hispanic Population	762	4.0%

Population by Sex	Number	Percent
Total	19,061	100.0%
Male	10,072	52.8%
Female	8,987	47.2%

Population by Age	Number	Percent
Total	19,061	100.0%
Age 0 - 4	1,070	5.6%
Age 5 - 9	1,176	6.2%
Age 10 - 14	1,227	6.4%
Age 15 - 19	1,234	6.5%
Age 20 - 24	1,109	5.8%
Age 25 - 29	1,096	5.8%
Age 30 - 34	1,264	6.6%
Age 35 - 39	1,321	6.9%
Age 40 - 44	1,373	7.2%
Age 45 - 49	1,551	8.1%
Age 50 - 54	1,463	7.7%
Age 55 - 59	1,311	6.9%
Age 60 - 64	1,166	6.1%
Age 65 - 69	978	5.1%
Age 70 - 74	705	3.7%
Age 75 - 79	497	2.6%
Age 80 - 84	315	1.7%
Age 85+	205	1.1%
Age 18+	14,848	77.9%
Age 65+	2,700	14.2%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	40.1
Male	39.1
Female	41.3
White Alone	41.3
Black Alone	37.1
American Indian Alone	44.5
Asian Alone	30.8
Pacific Islander Alone	18.8
Some Other Race Alone	23.4
Two or More Races	21.8
Hispanic Population	23.5

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Ashville, AL
Ring: 10 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

Households by Type		
Total	6,704	100.0%
Households with 1 Person	1,519	22.7%
Households with 2+ People	5,185	77.3%
Family Households	4,958	74.0%
Husband-wife Families	3,979	59.4%
With Own Children	1,466	21.9%
Other Family (No Spouse Present)	979	14.6%
With Own Children	433	6.5%
Nonfamily Households	227	3.4%
All Households with Children	2,260	33.7%
Multigenerational Households	317	4.7%
Unmarried Partner Households	266	4.0%
Male-female	228	3.4%
Same-sex	38	0.6%
Average Household Size	2.67	
Family Households by Size		
Total	4,958	100.0%
2 People	2,185	44.1%
3 People	1,171	23.6%
4 People	936	18.9%
5 People	408	8.2%
6 People	161	3.2%
7+ People	97	2.0%
Average Family Size	3.13	
Nonfamily Households by Size		
Total	1,744	100.0%
1 Person	1,519	87.1%
2 People	189	10.8%
3 People	24	1.4%
4 People	9	0.5%
5 People	2	0.1%
6 People	1	0.1%
7+ People	0	0.0%
Average Nonfamily Size	1.19	
Population by Relationship and Household Type		
Total	19,059	100.0%
In Households	17,873	93.8%
In Family Households	15,799	82.9%
Householder	5,083	26.7%
Spouse	4,080	21.4%
Child	5,697	29.9%
Other relative	649	3.4%
Nonrelative	289	1.5%
In Nonfamily Households	2,075	10.9%
In Group Quarters	1,186	6.2%
Institutionalized Population	1,182	6.2%
Noninstitutionalized Population	4	0.0%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Ashville, AL
Ring: 10 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

Family Households by Age of Householder		
Total		4,959 100.0%
Householder Age 15 - 44	1,818	36.7%
Householder Age 45 - 54	1,125	22.7%
Householder Age 55 - 64	1,002	20.2%
Householder Age 65 - 74	681	13.7%
Householder Age 75+	333	6.7%
Nonfamily Households by Age of Householder		
Total	1,745	100.0%
Householder Age 15 - 44	363	20.8%
Householder Age 45 - 54	331	19.0%
Householder Age 55 - 64	315	18.1%
Householder Age 65 - 74	365	20.9%
Householder Age 75+	371	21.3%
Households by Race of Householder		
Total	6,703	100.0%
Householder is White Alone	6,162	91.9%
Householder is Black Alone	329	4.9%
Householder is American Indian Alone	32	0.5%
Householder is Asian Alone	14	0.2%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	92	1.4%
Householder is Two or More Races	73	1.1%
Households with Hispanic Householder	164	2.4%
Husband-wife Families by Race of Householder		
Total	3,978	100.0%
Householder is White Alone	3,723	93.6%
Householder is Black Alone	134	3.4%
Householder is American Indian Alone	15	0.4%
Householder is Asian Alone	7	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	61	1.5%
Householder is Two or More Races	38	1.0%
Husband-wife Families with Hispanic Householder	101	2.5%
Other Families (No Spouse) by Race of Householder		
Total	979	100.0%
Householder is White Alone	837	85.5%
Householder is Black Alone	101	10.3%
Householder is American Indian Alone	10	1.0%
Householder is Asian Alone	2	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	16	1.6%
Householder is Two or More Races	13	1.3%
Other Families with Hispanic Householder	34	3.5%
Nonfamily Households by Race of Householder		
Total	1,744	100.0%
Householder is White Alone	1,602	91.9%
Householder is Black Alone	94	5.4%
Householder is American Indian Alone	7	0.4%
Householder is Asian Alone	5	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	14	0.8%
Householder is Two or More Races	22	1.3%
Nonfamily Households with Hispanic Householder	28	1.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Ashville, AL
Ring: 10 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

Total Housing Units by Occupancy

Total	7,706	100.0%
Occupied Housing Units	6,703	87.0%
Vacant Housing Units		
For Rent	138	1.8%
Rented, not Occupied	13	0.2%
For Sale Only	91	1.2%
Sold, not Occupied	46	0.6%
For Seasonal/Recreational/Occasional Use	264	3.4%
For Migrant Workers	3	0.0%
Other Vacant	448	5.8%
Total Vacancy Rate	12.9%	

Households by Tenure and Mortgage Status

Total	6,703	100.0%
Owner Occupied	5,520	82.4%
Owned with a Mortgage/Loan	3,126	46.6%
Owned Free and Clear	2,394	35.7%
Average Household Size	2.68	
Renter Occupied	1,183	17.6%
Average Household Size	2.59	

Owner-occupied Housing Units by Race of Householder

Total	5,519	100.0%
Householder is White Alone	5,124	92.8%
Householder is Black Alone	243	4.4%
Householder is American Indian Alone	26	0.5%
Householder is Asian Alone	11	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	58	1.1%
Householder is Two or More Races	57	1.0%
Owner-occupied Housing Units with Hispanic Householder	102	1.8%

Renter-occupied Housing Units by Race of Householder

Total	1,183	100.0%
Householder is White Alone	1,037	87.7%
Householder is Black Alone	86	7.3%
Householder is American Indian Alone	6	0.5%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	34	2.9%
Householder is Two or More Races	17	1.4%
Renter-occupied Housing Units with Hispanic Householder	62	5.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.63
Householder is Black Alone	2.84
Householder is American Indian Alone	2.56
Householder is Asian Alone	3.14
Householder is Pacific Islander Alone	2.00
Householder is Some Other Race Alone	4.32
Householder is Two or More Races	2.71
Householder is Hispanic	4.04

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Ashville, AL
Ring: 15 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

	2000	2010	2000-2010 Annual Rate
Population	60,679	68,292	1.19%
Households	22,754	25,739	1.24%
Housing Units	25,273	28,917	1.36%

Population by Race	Number	Percent
Total	68,292	100.0%
Population Reporting One Race	67,421	98.7%
White	61,273	89.7%
Black	3,907	5.7%
American Indian	286	0.4%
Asian	348	0.5%
Pacific Islander	25	0.0%
Some Other Race	1,582	2.3%
Population Reporting Two or More Races	871	1.3%
Total Hispanic Population	3,026	4.4%

Population by Sex	Number	Percent
Male	34,522	50.6%
Female	33,770	49.4%

Population by Age	Number	Percent
Total	68,294	100.0%
Age 0 - 4	4,062	5.9%
Age 5 - 9	4,417	6.5%
Age 10 - 14	4,633	6.8%
Age 15 - 19	4,542	6.7%
Age 20 - 24	3,705	5.4%
Age 25 - 29	3,910	5.7%
Age 30 - 34	4,236	6.2%
Age 35 - 39	4,739	6.9%
Age 40 - 44	4,828	7.1%
Age 45 - 49	5,313	7.8%
Age 50 - 54	5,082	7.4%
Age 55 - 59	4,670	6.8%
Age 60 - 64	4,312	6.3%
Age 65 - 69	3,436	5.0%
Age 70 - 74	2,502	3.7%
Age 75 - 79	1,755	2.6%
Age 80 - 84	1,200	1.8%
Age 85+	949	1.4%
Age 18+	52,412	76.7%
Age 65+	9,842	14.4%

Median Age by Sex and Race/Hispanic Origin	Median Age
Total Population	39.9
Male	38.7
Female	41.1
White Alone	40.9
Black Alone	36.4
American Indian Alone	41.8
Asian Alone	32.6
Pacific Islander Alone	38.8
Some Other Race Alone	23.2
Two or More Races	21.7
Hispanic Population	23.5

Data Note: Hispanic population can be of any race. Census 2010 medians are computed from reported data distributions.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri converted Census 2000 data into 2010 geography.



Census 2010 Summary Profile

Ashville, AL
Ring: 15 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

Households by Type		
Total	25,738	100.0%
Households with 1 Person	5,867	22.8%
Households with 2+ People	19,871	77.2%
Family Households	19,030	73.9%
Husband-wife Families	15,137	58.8%
With Own Children	5,852	22.7%
Other Family (No Spouse Present)	3,893	15.1%
With Own Children	1,822	7.1%
Nonfamily Households	841	3.3%
All Households with Children	8,813	34.2%
Multigenerational Households	1,088	4.2%
Unmarried Partner Households	1,026	4.0%
Male-female	884	3.4%
Same-sex	142	0.6%
Average Household Size	2.57	

Family Households by Size		
Total	19,030	100.0%
2 People	8,390	44.1%
3 People	4,511	23.7%
4 People	3,709	19.5%
5 People	1,539	8.1%
6 People	569	3.0%
7+ People	312	1.6%
Average Family Size	3.02	

Nonfamily Households by Size		
Total	6,709	100.0%
1 Person	5,867	87.5%
2 People	703	10.5%
3 People	90	1.3%
4 People	30	0.4%
5 People	11	0.2%
6 People	6	0.1%
7+ People	2	0.0%
Average Nonfamily Size	1.15	

Population by Relationship and Household Type		
Total	68,292	100.0%
In Households	66,234	97.0%
In Family Households	58,492	85.7%
Householder	18,968	27.8%
Spouse	15,086	22.1%
Child	21,073	30.9%
Other relative	2,263	3.3%
Nonrelative	1,101	1.6%
In Nonfamily Households	7,742	11.3%
In Group Quarters	2,058	3.0%
Institutionalized Population	2,017	3.0%
Noninstitutionalized Population	41	0.1%

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. Average family size excludes nonrelatives.

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Ashville, AL
Ring: 15 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

Family Households by Age of Householder		
Total		19,030 100.0%
Householder Age 15 - 44	7,288	38.3%
Householder Age 45 - 54	4,216	22.2%
Householder Age 55 - 64	3,766	19.8%
Householder Age 65 - 74	2,505	13.2%
Householder Age 75+	1,255	6.6%
Nonfamily Households by Age of Householder		
Total	6,708	100.0%
Householder Age 15 - 44	1,444	21.5%
Householder Age 45 - 54	1,295	19.3%
Householder Age 55 - 64	1,351	20.1%
Householder Age 65 - 74	1,244	18.5%
Householder Age 75+	1,374	20.5%
Households by Race of Householder		
Total	25,738	100.0%
Householder is White Alone	23,828	92.6%
Householder is Black Alone	1,096	4.3%
Householder is American Indian Alone	114	0.4%
Householder is Asian Alone	97	0.4%
Householder is Pacific Islander Alone	8	0.0%
Householder is Some Other Race Alone	342	1.3%
Householder is Two or More Races	253	1.0%
Households with Hispanic Householder	683	2.7%
Husband-wife Families by Race of Householder		
Total	15,137	100.0%
Householder is White Alone	14,196	93.8%
Householder is Black Alone	463	3.1%
Householder is American Indian Alone	58	0.4%
Householder is Asian Alone	62	0.4%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	239	1.6%
Householder is Two or More Races	116	0.8%
Husband-wife Families with Hispanic Householder	460	3.0%
Other Families (No Spouse) by Race of Householder		
Total	3,892	100.0%
Householder is White Alone	3,411	87.6%
Householder is Black Alone	319	8.2%
Householder is American Indian Alone	30	0.8%
Householder is Asian Alone	16	0.4%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	63	1.6%
Householder is Two or More Races	51	1.3%
Other Families with Hispanic Householder	136	3.5%
Nonfamily Households by Race of Householder		
Total	6,709	100.0%
Householder is White Alone	6,221	92.7%
Householder is Black Alone	314	4.7%
Householder is American Indian Alone	26	0.4%
Householder is Asian Alone	19	0.3%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	39	0.6%
Householder is Two or More Races	87	1.3%
Nonfamily Households with Hispanic Householder	87	1.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Census 2010 Summary Profile

Ashville, AL
 Ring: 15 mile radius

Prepared by Candice Hill
 Latitude: 33.836512079
 Longitude: -86.25474711

Total Housing Units by Occupancy

Total	28,883	100.0%
Occupied Housing Units	25,739	89.1%
Vacant Housing Units		
For Rent	554	1.9%
Rented, not Occupied	39	0.1%
For Sale Only	443	1.5%
Sold, not Occupied	122	0.4%
For Seasonal/Recreational/Occasional Use	678	2.3%
For Migrant Workers	12	0.0%
Other Vacant	1,296	4.5%
Total Vacancy Rate	11.0%	

Households by Tenure and Mortgage Status

Total	25,739	100.0%
Owner Occupied	20,650	80.2%
Owned with a Mortgage/Loan	12,591	48.9%
Owned Free and Clear	8,059	31.3%
Average Household Size	2.61	
Renter Occupied	5,089	19.8%
Average Household Size	2.43	

Owner-occupied Housing Units by Race of Householder

Total	20,651	100.0%
Householder is White Alone	19,369	93.8%
Householder is Black Alone	743	3.6%
Householder is American Indian Alone	88	0.4%
Householder is Asian Alone	59	0.3%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	208	1.0%
Householder is Two or More Races	179	0.9%
Owner-occupied Housing Units with Hispanic Householder	418	2.0%

Renter-occupied Housing Units by Race of Householder

Total	5,089	100.0%
Householder is White Alone	4,459	87.6%
Householder is Black Alone	354	7.0%
Householder is American Indian Alone	26	0.5%
Householder is Asian Alone	38	0.7%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	133	2.6%
Householder is Two or More Races	75	1.5%
Renter-occupied Housing Units with Hispanic Householder	265	5.2%

Average Household Size by Race/Hispanic Origin of Householder

Householder is White Alone	2.54
Householder is Black Alone	2.68
Householder is American Indian Alone	2.57
Householder is Asian Alone	2.95
Householder is Pacific Islander Alone	2.50
Householder is Some Other Race Alone	4.37
Householder is Two or More Races	2.60
Householder is Hispanic	4.07

Source: U.S. Census Bureau, Census 2010 Summary File 1.



Demographic and Income Profile

Ashville, AL
Ring: 5 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
Longitude: -86.25474711

Summary	2010	2011	2016
Population	5,369	5,500	6,179
Households	1,970	2,020	2,277
Families	1,462	1,499	1,673
Average Household Size	2.68	2.68	2.68
Owner Occupied Housing Units	1,618	1,649	1,860
Renter Occupied Housing Units	352	371	417
Median Age	39.1	39.2	40.0

Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	2.36%	0.64%	0.67%
Households	2.42%	0.68%	0.71%
Families	2.22%	0.47%	0.57%
Owner HHs	2.44%	0.79%	0.91%
Median Household Income	3.06%	3.17%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	332	16.4%	353	15.5%
\$15,000 - \$24,999	277	13.7%	238	10.5%
\$25,000 - \$34,999	270	13.4%	235	10.3%
\$35,000 - \$49,999	401	19.9%	422	18.5%
\$50,000 - \$74,999	398	19.7%	579	25.4%
\$75,000 - \$99,999	192	9.5%	257	11.3%
\$100,000 - \$149,999	105	5.2%	136	6.0%
\$150,000 - \$199,999	24	1.2%	30	1.3%
\$200,000+	21	1.0%	26	1.1%

Median Household Income	\$38,699	\$44,997
Average Household Income	\$48,809	\$54,162
Per Capita Income	\$18,783	\$20,799

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	305	5.7%	308	5.6%	345	5.6%
5 - 9	370	6.9%	377	6.9%	416	6.7%
10 - 14	381	7.1%	392	7.1%	437	7.1%
15 - 19	360	6.7%	366	6.7%	380	6.2%
20 - 24	319	5.9%	328	6.0%	349	5.6%
25 - 34	661	12.3%	676	12.3%	763	12.4%
35 - 44	710	13.2%	721	13.1%	769	12.4%
45 - 54	827	15.4%	843	15.3%	859	13.9%
55 - 64	697	13.0%	723	13.1%	864	14.0%
65 - 74	487	9.1%	511	9.3%	696	11.3%
75 - 84	203	3.8%	206	3.7%	240	3.9%
85+	48	0.9%	48	0.9%	60	1.0%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,643	86.5%	4,752	86.4%	5,249	84.9%
Black Alone	482	9.0%	496	9.0%	609	9.9%
American Indian Alone	30	0.6%	30	0.5%	34	0.6%
Asian Alone	21	0.4%	21	0.4%	23	0.4%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	84	1.6%	90	1.6%	134	2.2%
Two or More Races	107	2.0%	110	2.0%	129	2.1%
Hispanic Origin (Any Race)	184	3.4%	194	3.5%	276	4.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

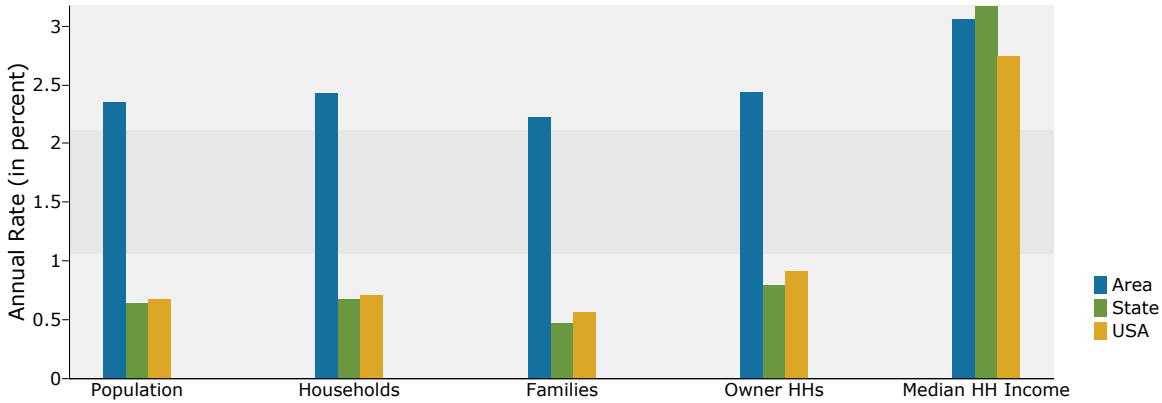


Demographic and Income Profile

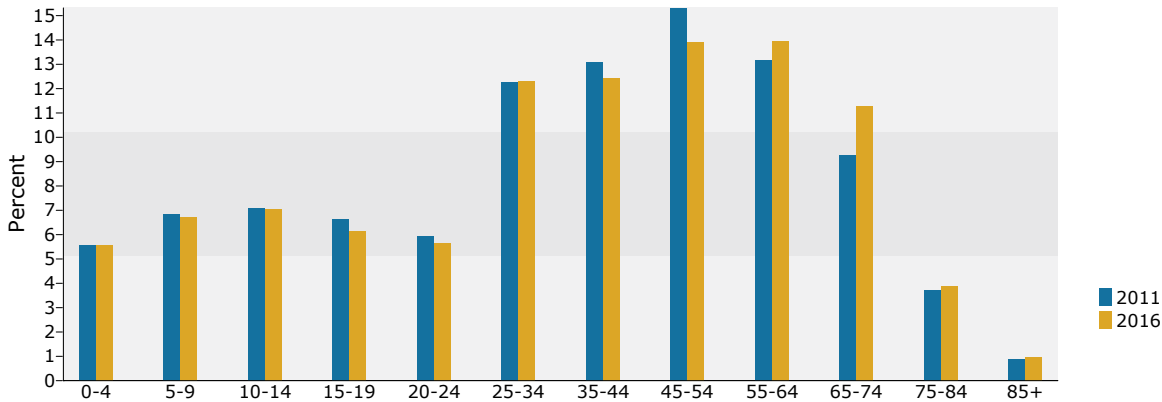
Ashville, AL
Ring: 5 mile radius

Prepared by Candice Hill
Latitude: 33.836512079
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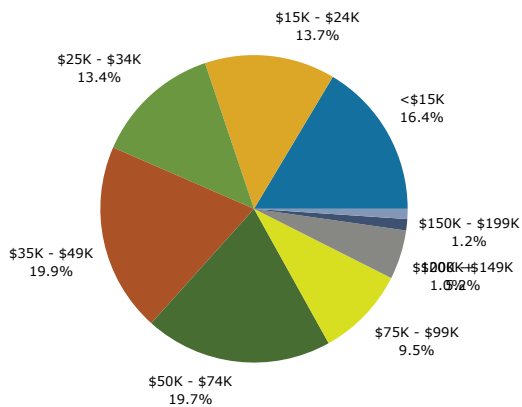
Trends 2011-2016



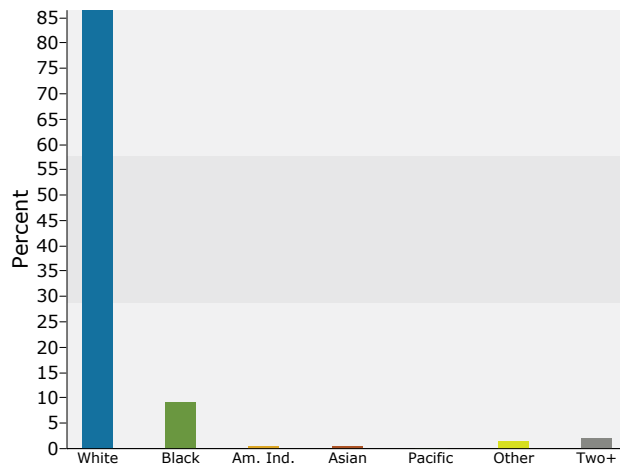
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 3.5%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Demographic and Income Profile

Ashville, AL
 Ring: 10 mile radius

Prepared by Candice Hill
 Latitude: 33.836512079
 Longitude: -86.25474711

Summary	2010	2011	2016
Population	19,059	19,425	21,375
Households	6,703	6,841	7,575
Families	4,958	5,059	5,546
Average Household Size	2.67	2.67	2.67
Owner Occupied Housing Units	5,520	5,605	6,227
Renter Occupied Housing Units	1,183	1,236	1,348
Median Age	40.1	40.2	40.9
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.93%	0.64%	0.67%
Households	2.06%	0.68%	0.71%
Families	1.86%	0.47%	0.57%
Owner HHs	2.13%	0.79%	0.91%
Median Household Income	3.09%	3.17%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	1,093	16.0%	1,135	15.0%
\$15,000 - \$24,999	853	12.5%	719	9.5%
\$25,000 - \$34,999	928	13.6%	798	10.5%
\$35,000 - \$49,999	1,360	19.9%	1,408	18.6%
\$50,000 - \$74,999	1,320	19.3%	1,885	24.9%
\$75,000 - \$99,999	706	10.3%	921	12.2%
\$100,000 - \$149,999	410	6.0%	510	6.7%
\$150,000 - \$199,999	101	1.5%	121	1.6%
\$200,000+	69	1.0%	80	1.1%
Median Household Income	\$39,692		\$46,213	
Average Household Income	\$50,464		\$55,442	
Per Capita Income	\$20,425		\$22,256	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,070	5.6%	1,076	5.5%	1,191	5.6%
5 - 9	1,176	6.2%	1,192	6.1%	1,297	6.1%
10 - 14	1,227	6.4%	1,249	6.4%	1,376	6.4%
15 - 19	1,234	6.5%	1,249	6.4%	1,275	6.0%
20 - 24	1,109	5.8%	1,135	5.8%	1,190	5.6%
25 - 34	2,360	12.4%	2,408	12.4%	2,654	12.4%
35 - 44	2,694	14.1%	2,723	14.0%	2,841	13.3%
45 - 54	3,014	15.8%	3,050	15.7%	3,059	14.3%
55 - 64	2,477	13.0%	2,554	13.1%	2,973	13.9%
65 - 74	1,683	8.8%	1,758	9.1%	2,340	10.9%
75 - 84	812	4.3%	825	4.2%	934	4.4%
85+	205	1.1%	206	1.1%	245	1.1%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,544	86.8%	16,842	86.7%	18,223	85.3%
Black Alone	1,657	8.7%	1,698	8.7%	2,019	9.4%
American Indian Alone	81	0.4%	81	0.4%	91	0.4%
Asian Alone	74	0.4%	74	0.4%	83	0.4%
Pacific Islander Alone	4	0.0%	4	0.0%	4	0.0%
Some Other Race Alone	436	2.3%	458	2.4%	640	3.0%
Two or More Races	263	1.4%	267	1.4%	314	1.5%
Hispanic Origin (Any Race)	762	4.0%	799	4.1%	1,092	5.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

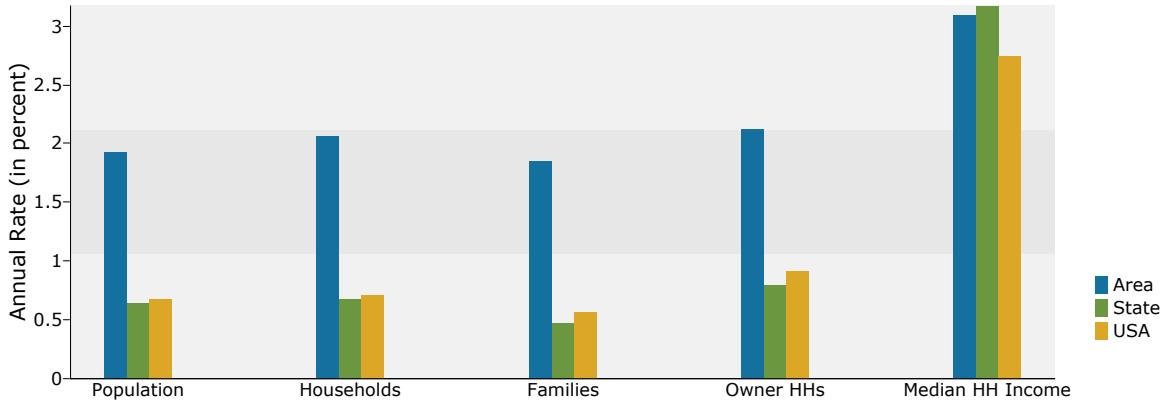


Demographic and Income Profile

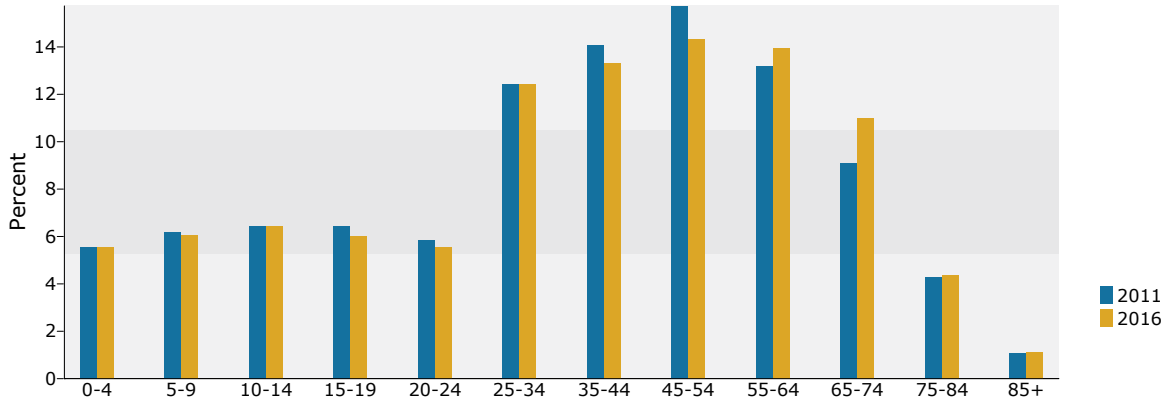
Ashville, AL
 Ring: 10 mile radius

Prepared by Candice Hill
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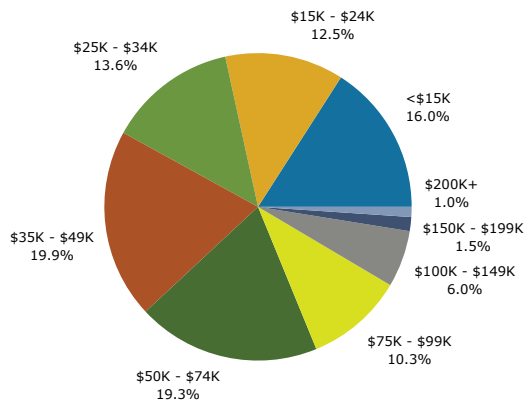
Trends 2011-2016



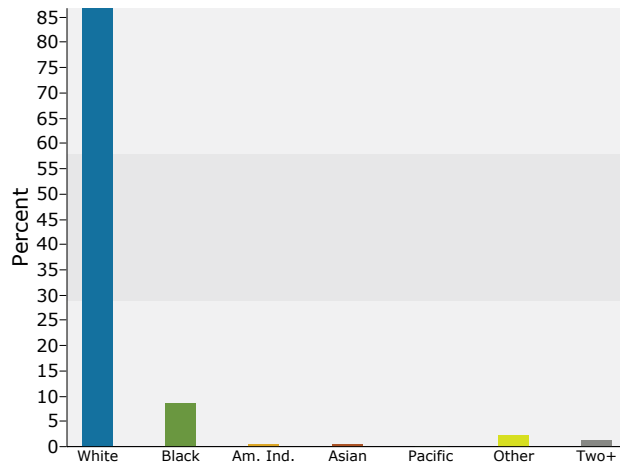
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 4.1%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.



Demographic and Income Profile

Ashville, AL
 Ring: 15 mile radius

Prepared by Candice Hill
 Latitude: 33.836512079
 Longitude: -86.25474711

Summary	2010	2011	2016
Population	68,292	69,528	74,967
Households	25,739	26,225	28,316
Families	19,030	19,396	20,769
Average Household Size	2.57	2.57	2.57
Owner Occupied Housing Units	20,650	20,967	22,753
Renter Occupied Housing Units	5,089	5,258	5,564
Median Age	39.9	40.0	40.6
Trends: 2011 - 2016 Annual Rate	Area	State	National
Population	1.52%	0.64%	0.67%
Households	1.55%	0.68%	0.71%
Families	1.38%	0.47%	0.57%
Owner HHs	1.65%	0.79%	0.91%
Median Household Income	3.72%	3.17%	2.75%

Households by Income	2011		2016	
	Number	Percent	Number	Percent
<\$15,000	4,485	17.1%	4,503	15.9%
\$15,000 - \$24,999	3,225	12.3%	2,635	9.3%
\$25,000 - \$34,999	3,193	12.2%	2,675	9.4%
\$35,000 - \$49,999	4,447	17.0%	4,475	15.8%
\$50,000 - \$74,999	4,906	18.7%	6,765	23.9%
\$75,000 - \$99,999	2,993	11.4%	3,773	13.3%
\$100,000 - \$149,999	2,059	7.9%	2,448	8.6%
\$150,000 - \$199,999	554	2.1%	635	2.2%
\$200,000+	363	1.4%	407	1.4%
Median Household Income	\$41,156		\$49,409	
Average Household Income	\$54,000		\$59,358	
Per Capita Income	\$21,336		\$23,339	

Population by Age	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	4,062	5.9%	4,073	5.9%	4,413	5.9%
5 - 9	4,417	6.5%	4,478	6.4%	4,751	6.3%
10 - 14	4,633	6.8%	4,705	6.8%	5,059	6.7%
15 - 19	4,542	6.7%	4,593	6.6%	4,584	6.1%
20 - 24	3,705	5.4%	3,784	5.4%	3,890	5.2%
25 - 34	8,146	11.9%	8,312	12.0%	9,047	12.1%
35 - 44	9,567	14.0%	9,672	13.9%	9,923	13.2%
45 - 54	10,395	15.2%	10,508	15.1%	10,314	13.8%
55 - 64	8,982	13.2%	9,254	13.3%	10,572	14.1%
65 - 74	5,938	8.7%	6,192	8.9%	8,039	10.7%
75 - 84	2,955	4.3%	3,001	4.3%	3,286	4.4%
85+	949	1.4%	958	1.4%	1,089	1.5%

Race and Ethnicity	2010		2011		2016	
	Number	Percent	Number	Percent	Number	Percent
White Alone	61,273	89.7%	62,343	89.7%	66,327	88.5%
Black Alone	3,907	5.7%	3,991	5.7%	4,616	6.2%
American Indian Alone	286	0.4%	288	0.4%	323	0.4%
Asian Alone	348	0.5%	348	0.5%	396	0.5%
Pacific Islander Alone	25	0.0%	25	0.0%	33	0.0%
Some Other Race Alone	1,582	2.3%	1,646	2.4%	2,226	3.0%
Two or More Races	871	1.3%	886	1.3%	1,046	1.4%
Hispanic Origin (Any Race)	3,026	4.4%	3,150	4.5%	4,082	5.4%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.

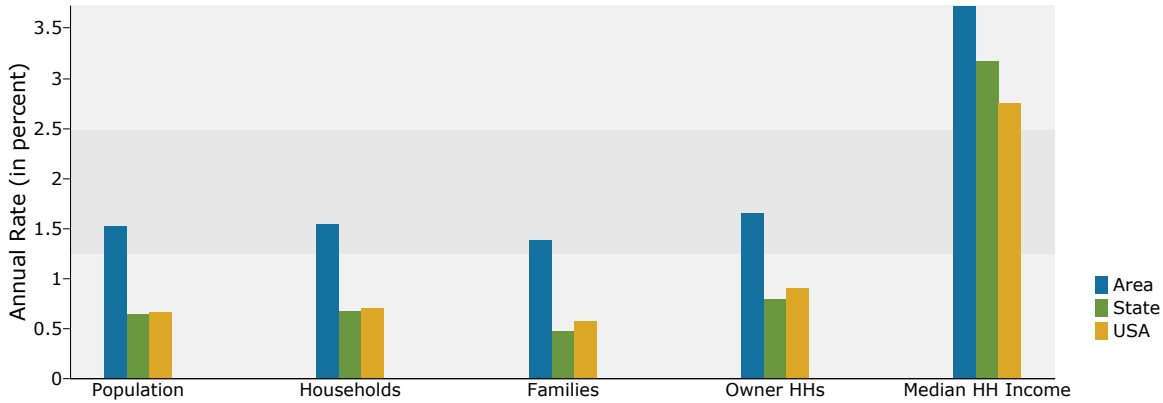


Demographic and Income Profile

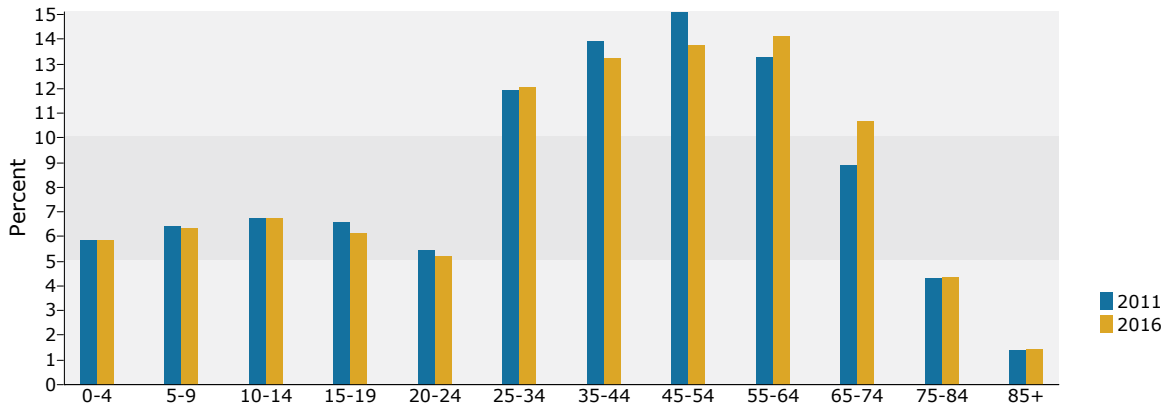
Ashville, AL
 Ring: 15 mile radius

Prepared by Candice Hill
 Latitude: 33.836512079
 Longitude: -86.25474711

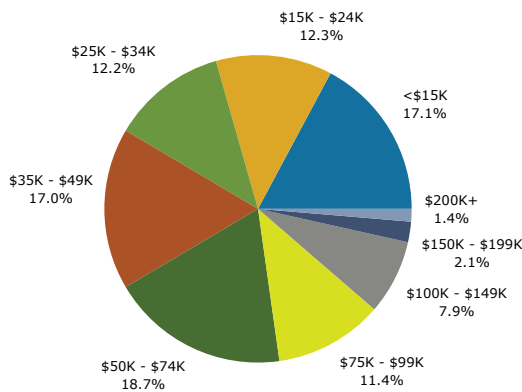
Trends 2011-2016



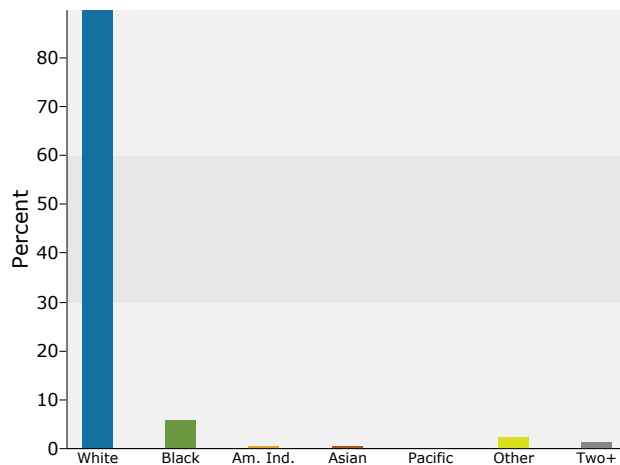
Population by Age



2011 Household Income



2011 Population by Race



2011 Percent Hispanic Origin: 4.5%

Source: U.S. Census Bureau, Census 2010 Data. Esri forecasts for 2011 and 2016.