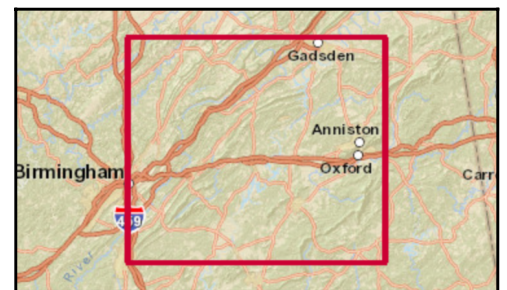
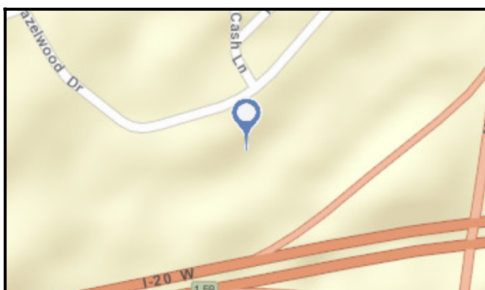
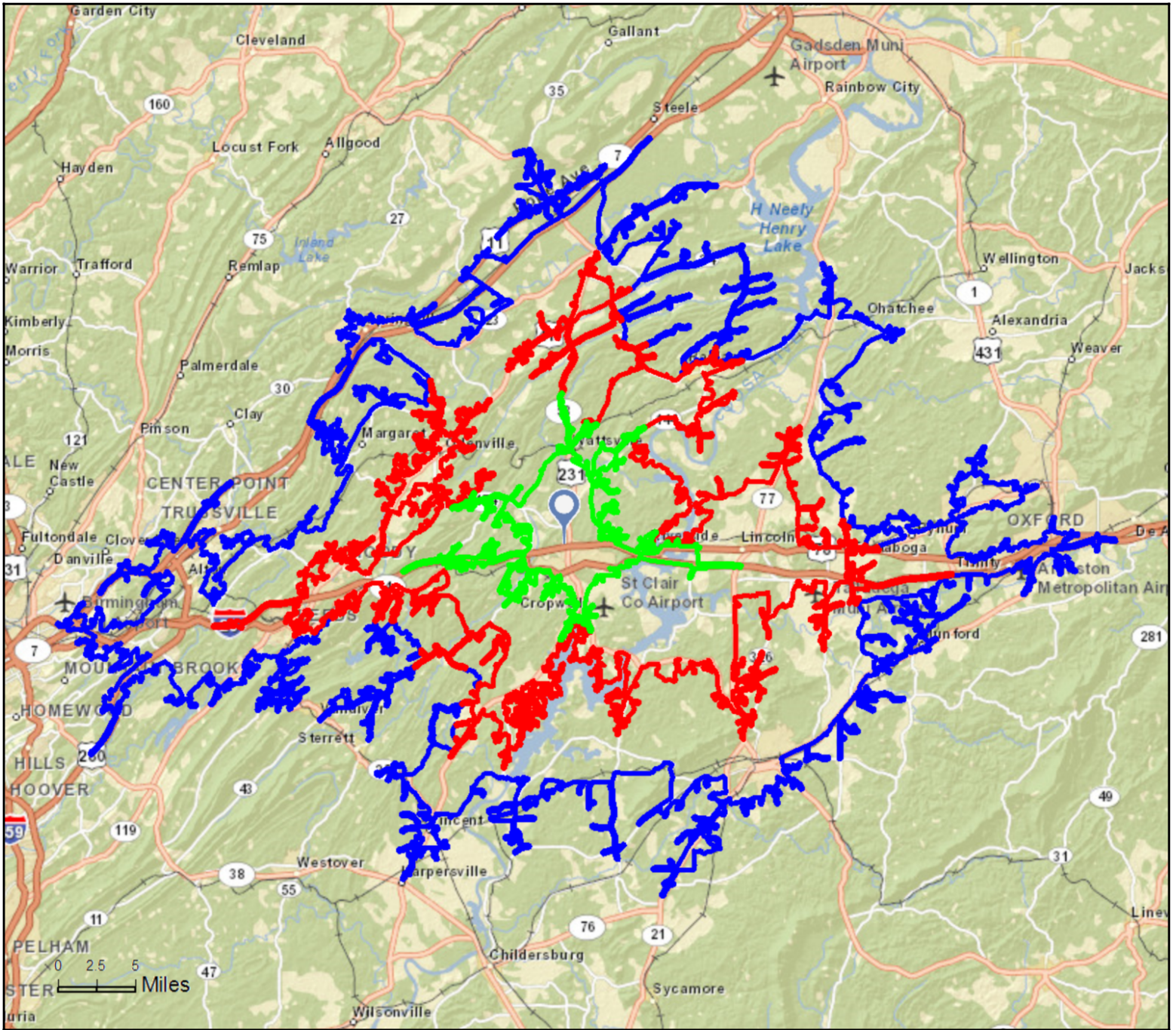


Ellison Site
321 Hazelwood Dr, Pell City, Alabama, 35125
Drive Times: 10, 20, 30 minute radii

Prepared by Esri
Latitude: 33.60750
Longitude: -86.28540





ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	11,216		724	High
Total Households	4,336		223	High
Total Housing Units	5,109		227	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	8,383	100.0%	431	High
Never married	1,721	20.5%	181	High
Married	4,502	53.7%	206	High
Widowed	773	9.2%	164	Medium
Divorced	1,388	16.6%	162	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	10,823	100.0%	710	High
Enrolled in school	2,822	26.1%	346	High
Enrolled in nursery school, preschool	261	2.4%	80	Medium
Public school	178	1.6%	86	Medium
Private school	83	0.8%	36	Medium
Enrolled in kindergarten	193	1.8%	73	Medium
Public school	59	0.5%	22	Medium
Private school	133	1.2%	71	Medium
Enrolled in grade 1 to grade 4	768	7.1%	186	Medium
Public school	675	6.2%	171	Medium
Private school	92	0.9%	79	Low
Enrolled in grade 5 to grade 8	722	6.7%	149	Medium
Public school	684	6.3%	142	Medium
Private school	38	0.4%	44	Low
Enrolled in grade 9 to grade 12	536	5.0%	114	Medium
Public school	487	4.5%	114	Medium
Private school	48	0.4%	21	Medium
Enrolled in college undergraduate years	290	2.7%	77	Medium
Public school	250	2.3%	68	Medium
Private school	41	0.4%	37	Low
Enrolled in graduate or professional school	52	0.5%	27	Medium
Public school	38	0.4%	25	Medium
Private school	14	0.1%	17	Low
Not enrolled in school	8,001	73.9%	391	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	7,140	100.0%	328	High
No schooling completed	124	1.7%	63	Medium
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	16	0.2%	27	Low
5-8th Grade	225	3.2%	45	Medium
Some High School	904	12.7%	93	High
High School Diploma	2,133	29.9%	189	High
GED	562	7.9%	65	High
Some College	1,767	24.7%	188	High
Associate's degree	399	5.6%	58	High
Bachelor's degree	655	9.2%	113	High
Master's degree	281	3.9%	90	Medium
Professional school degree	38	0.5%	20	Medium
Doctorate degree	36	0.5%	24	Low



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	10,286	100.0%	676	
5 to 17 years				
Speak only English	2,067	20.1%	287	
Speak Spanish	145	1.4%	193	
Speak English "very well" or "well"	145	1.4%	193	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	6	0.1%	12	
Speak English "very well" or "well"	6	0.1%	12	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	6,445	62.7%	417	
Speak Spanish	111	1.1%	69	
Speak English "very well" or "well"	74	0.7%	69	
Speak English "not well"	36	0.3%	52	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	7	0.1%	11	
Speak English "very well" or "well"	7	0.1%	11	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	9	0.1%	36	
Speak English "very well" or "well"	9	0.1%	33	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	1,492	14.5%	103	
Speak Spanish	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	4	0.0%	6	
Speak English "very well" or "well"	3	0.0%	6	
Speak English "not well"	1	0.0%	15	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	1	0.0%	12	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	1	0.0%	10	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

December 22, 2015



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	3,948	100.0%	251	
Worked in state and in county of residence	2,274	57.6%	183	
Worked in state and outside county of residence	1,641	41.6%	152	
Worked outside state of residence	33	0.8%	31	
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	3,948	100.0%	251	
Drove alone	3,502	88.7%	245	
Carpooled	264	6.7%	58	
Public transportation (excluding taxicab)	4	0.1%	18	
Bus or trolley bus	3	0.1%	8	
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	2	0.1%	34	
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	0	0.0%	0	
Bicycle	0	0.0%	0	
Walked	9	0.2%	41	
Other means	71	1.8%	38	
Worked at home	98	2.5%	35	
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	3,850	100.0%	246	
Less than 5 minutes	220	5.7%	109	
5 to 9 minutes	504	13.1%	102	
10 to 14 minutes	596	15.5%	99	
15 to 19 minutes	413	10.7%	88	
20 to 24 minutes	315	8.2%	39	
25 to 29 minutes	272	7.1%	87	
30 to 34 minutes	403	10.5%	50	
35 to 39 minutes	144	3.7%	45	
40 to 44 minutes	108	2.8%	45	
45 to 59 minutes	665	17.3%	84	
60 to 89 minutes	168	4.4%	54	
90 or more minutes	41	1.1%	33	
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	3,977	100.0%	253	
Management	339	8.5%	64	
Business and financial operations	129	3.2%	35	
Computer and mathematical	95	2.4%	48	
Architecture and engineering	61	1.5%	28	
Life, physical, and social science	37	0.9%	41	
Community and social services	42	1.1%	29	
Legal	16	0.4%	16	
Education, training, and library	219	5.5%	65	
Arts, design, entertainment, sports, and media	31	0.8%	23	
Healthcare practitioner, technologists, and technicians	313	7.9%	90	
Healthcare support	52	1.3%	49	
Protective service	151	3.8%	53	
Food preparation and serving related	233	5.9%	60	
Building and grounds cleaning and maintenance	199	5.0%	57	
Personal care and service	62	1.6%	28	
Sales and related	348	8.8%	67	
Office and administrative support	588	14.8%	113	
Farming, fishing, and forestry	4	0.1%	46	
Construction and extraction	193	4.9%	59	
Installation, maintenance, and repair	202	5.1%	57	
Production	476	12.0%	80	
Transportation and material moving	186	4.7%	47	
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	3,977	100.0%	253	
Agriculture, forestry, fishing and hunting	13	0.3%	20	
Mining, quarrying, and oil and gas extraction	0	0.0%	0	
Construction	288	7.2%	68	
Manufacturing	726	18.3%	80	
Wholesale trade	193	4.9%	85	
Retail trade	435	10.9%	106	
Transportation and warehousing	64	1.6%	28	
Utilities	30	0.8%	28	
Information	45	1.1%	15	
Finance and insurance	129	3.2%	38	
Real estate and rental and leasing	65	1.6%	28	
Professional, scientific, and technical services	187	4.7%	60	
Management of companies and enterprises	10	0.3%	23	
Administrative and support and waste management services	161	4.0%	42	
Educational services	209	5.3%	49	
Health care and social assistance	539	13.6%	115	
Arts, entertainment, and recreation	8	0.2%	32	
Accommodation and food services	300	7.5%	72	
Other services, except public administration	148	3.7%	42	
Public administration	425	10.7%	68	
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	3,277	100.0%	242	
Own children under 6 years only	441	13.5%	92	
In labor force	374	11.4%	88	
Not in labor force	67	2.0%	28	
Own children under 6 years and 6 to 17 years	332	10.1%	88	
In labor force	140	4.3%	67	
Not in labor force	192	5.9%	101	
Own children 6 to 17 years only	753	23.0%	194	
In labor force	528	16.1%	126	
Not in labor force	224	6.8%	149	
No own children under 18 years	1,751	53.4%	129	
In labor force	891	27.2%	101	
Not in labor force	860	26.2%	81	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	11,088	100.0%	724	High
Under .50	858	7.7%	333	Medium
.50 to .99	1,623	14.6%	320	High
1.00 to 1.24	886	8.0%	183	Medium
1.25 to 1.49	920	8.3%	454	Medium
1.50 to 1.84	767	6.9%	241	Medium
1.85 to 1.99	382	3.4%	109	Medium
2.00 and over	5,652	51.0%	455	High
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	11,090	100.0%	724	High
Under 18 years:	3,147	28.4%	390	High
One Type of Health Insurance:	2,607	23.5%	299	High
Employer-Based Health Ins Only	1,352	12.2%	237	High
Direct-Purchase Health Ins Only	16	0.1%	62	Low
Medicare Coverage Only	0	0.0%	0	
Medicaid Coverage Only	1,236	11.1%	200	High
TRICARE/Military Hlth Cov Only	2	0.0%	83	Low
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	289	2.6%	120	Medium
No Health Insurance Coverage	252	2.3%	194	Low
18 to 34 years:	2,242	20.2%	247	High
One Type of Health Insurance:	1,482	13.4%	191	High
Employer-Based Health Ins Only	1,085	9.8%	144	High
Direct-Purchase Health Ins Only	99	0.9%	84	Low
Medicare Coverage Only	23	0.2%	50	Low
Medicaid Coverage Only	270	2.4%	138	Medium
TRICARE/Military Hlth Cov Only	6	0.1%	19	Low
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	164	1.5%	80	Medium
No Health Insurance Coverage	596	5.4%	136	Medium
35 to 64 years:	4,273	38.5%	279	High
One Type of Health Insurance:	2,650	23.9%	199	High
Employer-Based Health Ins Only	2,111	19.0%	197	High
Direct-Purchase Health Ins Only	215	1.9%	41	High
Medicare Coverage Only	70	0.6%	26	Medium
Medicaid Coverage Only	201	1.8%	42	Medium
TRICARE/Military Hlth Cov Only	5	0.0%	10	Low
VA Health Care Only	47	0.4%	36	Low
2+ Types of Health Insurance	713	6.4%	96	High
No Health Insurance Coverage	910	8.2%	195	Medium
65+ years:	1,427	12.9%	103	High
One Type of Health Insurance:	427	3.9%	70	High
Employer-Based Health Ins Only	7	0.1%	13	Low
Direct-Purchase Health Ins Only	4	0.0%	37	Low
Medicare Coverage Only	416	3.8%	70	High
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	0	0.0%	0	
2+ Types of Health Insurance	999	9.0%	83	High
No Health Insurance Coverage	1	0.0%	10	Low

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

December 22, 2015



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	8,069	100.0%	421	High
Veteran	1,045	13.0%	99	High
Nonveteran	7,024	87.0%	392	High
Male	3,718	46.1%	194	High
Veteran	996	12.3%	100	High
Nonveteran	2,722	33.7%	169	High
Female	4,351	53.9%	331	High
Veteran	49	0.6%	52	Low
Nonveteran	4,302	53.3%	332	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	1,044	100.0%	99	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	95	9.1%	47	Medium
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	7	0.7%	10	High
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	13	1.2%	59	Low
Gulf War (8/90 to 8/01), no Vietnam Era	111	10.6%	65	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	2	0.2%	13	Low
Vietnam Era, no Korean War, no World War II	390	37.4%	78	Medium
Vietnam Era and Korean War, no World War II	9	0.9%	9	Low
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	62	5.9%	24	Medium
Korean War and World War II, no Vietnam Era	0	0.0%	0	
World War II, no Korean War, no Vietnam Era	63	6.0%	16	Medium
Between Gulf War and Vietnam Era only	228	21.8%	56	Medium
Between Vietnam Era and Korean War only	58	5.6%	17	Medium
Between Korean War and World War II only	6	0.6%	6	Low
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	4,336	100.0%	223	High
Income in the past 12 months below poverty level	894	20.6%	127	High
Married-couple family	145	3.3%	79	Medium
Other family - male householder (no wife present)	134	3.1%	62	Medium
Other family - female householder (no husband present)	270	6.2%	72	Medium
Nonfamily household - male householder	109	2.5%	42	Medium
Nonfamily household - female householder	236	5.4%	54	Medium
Income in the past 12 months at or above poverty level	3,442	79.4%	220	High
Married-couple family	1,822	42.0%	120	High
Other family - male householder (no wife present)	207	4.8%	45	Medium
Other family - female householder (no husband present)	468	10.8%	175	Medium
Nonfamily household - male householder	482	11.1%	76	High
Nonfamily household - female householder	463	10.7%	70	High



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	4,336	100.0%	223	
Less than \$10,000	429	9.9%	98	
\$10,000 to \$14,999	299	6.9%	73	
\$15,000 to \$19,999	319	7.4%	51	
\$20,000 to \$24,999	256	5.9%	150	
\$25,000 to \$29,999	355	8.2%	65	
\$30,000 to \$34,999	291	6.7%	53	
\$35,000 to \$39,999	317	7.3%	44	
\$40,000 to \$44,999	105	2.4%	45	
\$45,000 to \$49,999	268	6.2%	51	
\$50,000 to \$59,999	400	9.2%	100	
\$60,000 to \$74,999	340	7.8%	57	
\$75,000 to \$99,999	371	8.6%	76	
\$100,000 to \$124,999	266	6.1%	61	
\$125,000 to \$149,999	120	2.8%	23	
\$150,000 to \$199,999	106	2.4%	58	
\$200,000 or more	92	2.1%	76	
Median Household Income	\$38,286		N/A	
Average Household Income	\$53,844		\$4,175	
Per Capita Income	\$20,649		\$1,806	
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	242	100.0%	80	
Less than \$10,000	58	24.0%	63	
\$10,000 to \$14,999	1	0.4%	12	
\$15,000 to \$19,999	55	22.7%	33	
\$20,000 to \$24,999	24	9.9%	21	
\$25,000 to \$29,999	58	24.0%	37	
\$30,000 to \$34,999	13	5.4%	17	
\$35,000 to \$39,999	29	12.0%	43	
\$40,000 to \$44,999	0	0.0%	0	
\$45,000 to \$49,999	0	0.0%	0	
\$50,000 to \$59,999	0	0.0%	0	
\$60,000 to \$74,999	4	1.7%	12	
\$75,000 to \$99,999	1	0.4%	9	
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	\$21,342		N/A	
Average Household Income for HHr <25	N/A		N/A	



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	1,384	100.0%	186	
Less than \$10,000	101	7.3%	57	
\$10,000 to \$14,999	99	7.2%	50	
\$15,000 to \$19,999	66	4.8%	30	
\$20,000 to \$24,999	134	9.7%	147	
\$25,000 to \$29,999	36	2.6%	44	
\$30,000 to \$34,999	57	4.1%	63	
\$35,000 to \$39,999	77	5.6%	27	
\$40,000 to \$44,999	56	4.0%	37	
\$45,000 to \$49,999	119	8.6%	41	
\$50,000 to \$59,999	95	6.9%	27	
\$60,000 to \$74,999	151	10.9%	33	
\$75,000 to \$99,999	203	14.7%	69	
\$100,000 to \$124,999	101	7.3%	46	
\$125,000 to \$149,999	27	2.0%	18	
\$150,000 to \$199,999	56	4.0%	79	
\$200,000 or more	4	0.3%	13	
Median Household Income for HHr 25-44	\$47,559		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	1,694	100.0%	134	
Less than \$10,000	185	10.9%	56	
\$10,000 to \$14,999	108	6.4%	30	
\$15,000 to \$19,999	87	5.1%	25	
\$20,000 to \$24,999	26	1.5%	13	
\$25,000 to \$29,999	189	11.2%	63	
\$30,000 to \$34,999	128	7.6%	33	
\$35,000 to \$39,999	98	5.8%	60	
\$40,000 to \$44,999	26	1.5%	31	
\$45,000 to \$49,999	101	6.0%	65	
\$50,000 to \$59,999	207	12.2%	91	
\$60,000 to \$74,999	123	7.3%	42	
\$75,000 to \$99,999	118	7.0%	28	
\$100,000 to \$124,999	145	8.6%	42	
\$125,000 to \$149,999	85	5.0%	22	
\$150,000 to \$199,999	45	2.7%	20	
\$200,000 or more	22	1.3%	23	
Median Household Income for HHr 45-64	\$44,897		N/A	
Average Household Income for HHr 45-64	N/A		N/A	



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	1,015	100.0%	95	
Less than \$10,000	85	8.4%	40	
\$10,000 to \$14,999	90	8.9%	48	
\$15,000 to \$19,999	111	10.9%	40	
\$20,000 to \$24,999	73	7.2%	28	
\$25,000 to \$29,999	72	7.1%	17	
\$30,000 to \$34,999	93	9.2%	36	
\$35,000 to \$39,999	113	11.1%	26	
\$40,000 to \$44,999	23	2.3%	11	
\$45,000 to \$49,999	47	4.6%	17	
\$50,000 to \$59,999	98	9.7%	43	
\$60,000 to \$74,999	62	6.1%	28	
\$75,000 to \$99,999	50	4.9%	50	
\$100,000 to \$124,999	20	2.0%	10	
\$125,000 to \$149,999	8	0.8%	19	
\$150,000 to \$199,999	5	0.5%	13	
\$200,000 or more	66	6.5%	98	
Median Household Income for HHR 65+	\$34,017		N/A	
Average Household Income for HHR 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	4,336	100.0%	223	
With public assistance income	43	1.0%	16	
No public assistance income	4,293	99.0%	223	
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	4,336	100.0%	223	
With Food Stamps/SNAP	993	22.9%	189	
With No Food Stamps/SNAP	3,342	77.1%	166	
HOUSEHOLDS BY DISABILITY STATUS				
Total	4,336	100.0%	223	
With 1+ Persons w/Disability	1,678	38.7%	190	
With No Person w/Disability	2,658	61.3%	174	

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2013, adjusted for inflation.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	46,150		1,723	High
Total Households	18,210		569	High
Total Housing Units	21,681		589	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	36,797	100.0%	1,195	High
Never married	7,076	19.2%	506	High
Married	21,572	58.6%	687	High
Widowed	2,740	7.4%	289	High
Divorced	5,408	14.7%	444	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	44,518	100.0%	1,666	High
Enrolled in school	10,032	22.5%	663	High
Enrolled in nursery school, preschool	1,031	2.3%	207	Medium
Public school	653	1.5%	172	Medium
Private school	378	0.8%	114	Medium
Enrolled in kindergarten	618	1.4%	136	Medium
Public school	410	0.9%	68	High
Private school	208	0.5%	121	Medium
Enrolled in grade 1 to grade 4	2,229	5.0%	349	High
Public school	1,987	4.5%	321	High
Private school	242	0.5%	141	Medium
Enrolled in grade 5 to grade 8	2,432	5.5%	279	High
Public school	2,256	5.1%	272	High
Private school	176	0.4%	62	Medium
Enrolled in grade 9 to grade 12	2,149	4.8%	249	High
Public school	1,911	4.3%	246	High
Private school	238	0.5%	61	Medium
Enrolled in college undergraduate years	1,328	3.0%	200	High
Public school	1,107	2.5%	184	High
Private school	222	0.5%	65	Medium
Enrolled in graduate or professional school	244	0.5%	100	Medium
Public school	194	0.4%	83	Medium
Private school	50	0.1%	49	Low
Not enrolled in school	34,486	77.5%	1,016	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	31,898	100.0%	1,036	High
No schooling completed	457	1.4%	153	Medium
Nursery School	0	0.0%	0	
Kindergarten	0	0.0%	0	
1-4th Grade	69	0.2%	51	Low
5-8th Grade	1,007	3.2%	138	High
Some High School	3,878	12.2%	336	High
High School Diploma	8,832	27.7%	519	High
GED	2,202	6.9%	301	High
Some College	7,951	24.9%	576	High
Associate's degree	2,461	7.7%	265	High
Bachelor's degree	3,365	10.5%	322	High
Master's degree	1,131	3.5%	185	High
Professional school degree	258	0.8%	102	Medium
Doctorate degree	287	0.9%	108	Medium

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

December 22, 2015



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	42,776	100.0%	1,543	
5 to 17 years				
Speak only English	7,309	17.1%	626	
Speak Spanish	187	0.4%	193	
Speak English "very well" or "well"	187	0.4%	193	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	14	0.0%	14	
Speak English "very well" or "well"	14	0.0%	14	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	17	0.0%	25	
Speak English "very well" or "well"	17	0.0%	25	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	27,933	65.3%	1,120	
Speak Spanish	413	1.0%	113	
Speak English "very well" or "well"	284	0.7%	100	
Speak English "not well"	114	0.3%	77	
Speak English "not at all"	15	0.0%	19	
Speak other Indo-European languages	83	0.2%	31	
Speak English "very well" or "well"	83	0.2%	31	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	167	0.4%	133	
Speak English "very well" or "well"	102	0.2%	62	
Speak English "not well"	38	0.1%	44	
Speak English "not at all"	27	0.1%	34	
Speak other languages	9	0.0%	26	
Speak English "very well" or "well"	9	0.0%	26	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	6,571	15.4%	426	
Speak Spanish	26	0.1%	20	
Speak English "very well" or "well"	25	0.1%	20	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	40	0.1%	15	
Speak English "very well" or "well"	30	0.1%	18	
Speak English "not well"	10	0.0%	22	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	7	0.0%	17	
Speak English "very well" or "well"	1	0.0%	2	
Speak English "not well"	1	0.0%	1	
Speak English "not at all"	6	0.0%	17	
Speak other languages	0	0.0%	0	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

December 22, 2015



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	18,723	100.0%	816	High
Worked in state and in county of residence	8,166	43.6%	533	High
Worked in state and outside county of residence	10,253	54.8%	600	High
Worked outside state of residence	304	1.6%	85	Medium
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	18,723	100.0%	816	High
Drove alone	16,572	88.5%	804	High
Carpooled	1,309	7.0%	193	High
Public transportation (excluding taxicab)	21	0.1%	34	Low
Bus or trolley bus	5	0.0%	10	Low
Streetcar or trolley car	0	0.0%	0	
Subway or elevated	16	0.1%	44	Low
Railroad	0	0.0%	0	
Ferryboat	0	0.0%	0	
Taxicab	0	0.0%	0	
Motorcycle	11	0.1%	25	Low
Bicycle	0	0.0%	0	
Walked	107	0.6%	15	High
Other means	206	1.1%	86	Medium
Worked at home	497	2.7%	70	High
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	18,226	100.0%	813	High
Less than 5 minutes	510	2.8%	161	Medium
5 to 9 minutes	1,368	7.5%	256	High
10 to 14 minutes	2,111	11.6%	270	High
15 to 19 minutes	2,301	12.6%	320	High
20 to 24 minutes	2,351	12.9%	300	High
25 to 29 minutes	1,402	7.7%	225	High
30 to 34 minutes	2,772	15.2%	228	High
35 to 39 minutes	699	3.8%	163	Medium
40 to 44 minutes	797	4.4%	108	High
45 to 59 minutes	2,729	15.0%	334	High
60 to 89 minutes	980	5.4%	160	High
90 or more minutes	206	1.1%	81	Medium
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	19,105	100.0%	836	■■■
Management	1,752	9.2%	215	■■■
Business and financial operations	579	3.0%	105	■■■
Computer and mathematical	317	1.7%	90	■■■
Architecture and engineering	342	1.8%	78	■■■
Life, physical, and social science	75	0.4%	46	■■■
Community and social services	257	1.3%	90	■■■
Legal	155	0.8%	87	■■■
Education, training, and library	928	4.9%	211	■■■
Arts, design, entertainment, sports, and media	166	0.9%	42	■■■
Healthcare practitioner, technologists, and technicians	1,240	6.5%	180	■■■
Healthcare support	393	2.1%	120	■■■
Protective service	499	2.6%	116	■■■
Food preparation and serving related	726	3.8%	164	■■■
Building and grounds cleaning and maintenance	809	4.2%	185	■■■
Personal care and service	488	2.6%	117	■■■
Sales and related	2,082	10.9%	220	■■■
Office and administrative support	3,083	16.1%	260	■■■
Farming, fishing, and forestry	51	0.3%	46	■■■
Construction and extraction	982	5.1%	131	■■■
Installation, maintenance, and repair	1,251	6.5%	250	■■■
Production	1,736	9.1%	294	■■■
Transportation and material moving	1,193	6.2%	203	■■■
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	19,105	100.0%	836	■■■
Agriculture, forestry, fishing and hunting	69	0.4%	49	■■■
Mining, quarrying, and oil and gas extraction	2	0.0%	10	■■■
Construction	1,466	7.7%	180	■■■
Manufacturing	3,105	16.3%	349	■■■
Wholesale trade	895	4.7%	178	■■■
Retail trade	2,164	11.3%	249	■■■
Transportation and warehousing	808	4.2%	138	■■■
Utilities	293	1.5%	49	■■■
Information	319	1.7%	62	■■■
Finance and insurance	930	4.9%	114	■■■
Real estate and rental and leasing	302	1.6%	66	■■■
Professional, scientific, and technical services	802	4.2%	126	■■■
Management of companies and enterprises	22	0.1%	24	■■■
Administrative and support and waste management services	777	4.1%	177	■■■
Educational services	1,237	6.5%	209	■■■
Health care and social assistance	2,295	12.0%	263	■■■
Arts, entertainment, and recreation	108	0.6%	32	■■■
Accommodation and food services	1,026	5.4%	196	■■■
Other services, except public administration	1,022	5.3%	191	■■■
Public administration	1,464	7.7%	247	■■■
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	14,287	100.0%	654	■■■
Own children under 6 years only	1,729	12.1%	243	■■■
In labor force	1,310	9.2%	210	■■■
Not in labor force	419	2.9%	132	■■■
Own children under 6 years and 6 to 17 years	1,035	7.2%	225	■■■
In labor force	617	4.3%	158	■■■
Not in labor force	418	2.9%	162	■■■
Own children 6 to 17 years only	2,700	18.9%	323	■■■
In labor force	2,075	14.5%	266	■■■
Not in labor force	626	4.4%	201	■■■
No own children under 18 years	8,823	61.8%	528	■■■
In labor force	5,262	36.8%	420	■■■
Not in labor force	3,560	24.9%	317	■■■

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: ■■■ high ■■■ medium ■■■ low

December 22, 2015



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

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 Latitude: 33.60750
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	45,508	100.0%	1,723	High
Under .50	3,057	6.7%	482	High
.50 to .99	4,613	10.1%	861	High
1.00 to 1.24	2,811	6.2%	540	High
1.25 to 1.49	2,236	4.9%	745	Medium
1.50 to 1.84	2,885	6.3%	646	Medium
1.85 to 1.99	1,492	3.3%	347	Medium
2.00 and over	28,415	62.4%	1,379	High
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	45,615	100.0%	1,723	High
Under 18 years:	10,895	23.9%	818	High
One Type of Health Insurance:	9,596	21.0%	747	High
Employer-Based Health Ins Only	5,139	11.3%	556	High
Direct-Purchase Health Ins Only	360	0.8%	176	Medium
Medicare Coverage Only	0	0.0%	0	Low
Medicaid Coverage Only	4,003	8.8%	541	High
TRICARE/Military Hlth Cov Only	94	0.2%	48	Medium
VA Health Care Only	0	0.0%	0	Low
2+ Types of Health Insurance	810	1.8%	227	Medium
No Health Insurance Coverage	490	1.1%	234	Medium
18 to 34 years:	8,857	19.4%	627	High
One Type of Health Insurance:	5,901	12.9%	496	High
Employer-Based Health Ins Only	4,697	10.3%	425	High
Direct-Purchase Health Ins Only	406	0.9%	138	Medium
Medicare Coverage Only	33	0.1%	53	Low
Medicaid Coverage Only	688	1.5%	220	Medium
TRICARE/Military Hlth Cov Only	66	0.1%	42	Medium
VA Health Care Only	11	0.0%	22	Low
2+ Types of Health Insurance	633	1.4%	189	Medium
No Health Insurance Coverage	2,323	5.1%	325	High
35 to 64 years:	19,368	42.5%	876	High
One Type of Health Insurance:	14,297	31.3%	762	High
Employer-Based Health Ins Only	11,327	24.8%	715	High
Direct-Purchase Health Ins Only	1,346	3.0%	254	High
Medicare Coverage Only	362	0.8%	75	Medium
Medicaid Coverage Only	1,020	2.2%	211	Medium
TRICARE/Military Hlth Cov Only	104	0.2%	37	Medium
VA Health Care Only	139	0.3%	60	Medium
2+ Types of Health Insurance	2,215	4.9%	277	High
No Health Insurance Coverage	2,856	6.3%	404	High
65+ years:	6,495	14.2%	424	High
One Type of Health Insurance:	1,694	3.7%	204	High
Employer-Based Health Ins Only	61	0.1%	38	Medium
Direct-Purchase Health Ins Only	35	0.1%	39	Low
Medicare Coverage Only	1,598	3.5%	197	High
TRICARE/Military Hlth Cov Only	0	0.0%	0	Low
VA Health Care Only	0	0.0%	0	Low
2+ Types of Health Insurance	4,795	10.5%	372	High
No Health Insurance Coverage	6	0.0%	17	Low

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

December 22, 2015



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	35,210	100.0%	1,150	High
Veteran	3,989	11.3%	294	High
Nonveteran	31,221	88.7%	1,083	High
Male	16,743	47.6%	646	High
Veteran	3,757	10.7%	292	High
Nonveteran	12,986	36.9%	590	High
Female	18,467	52.4%	718	High
Veteran	232	0.7%	42	High
Nonveteran	18,235	51.8%	718	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	3,988	100.0%	294	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	187	4.7%	78	Medium
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	121	3.0%	25	High
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	39	1.0%	54	Low
Gulf War (8/90 to 8/01), no Vietnam Era	537	13.5%	126	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	48	1.2%	37	Low
Vietnam Era, no Korean War, no World War II	1,383	34.7%	176	High
Vietnam Era and Korean War, no World War II	40	1.0%	22	Medium
Vietnam Era and Korean War and World War II	0	0.0%	0	
Korean War, no Vietnam Era, no World War II	343	8.6%	101	Medium
Korean War and World War II, no Vietnam Era	7	0.2%	17	Low
World War II, no Korean War, no Vietnam Era	206	5.2%	67	Medium
Between Gulf War and Vietnam Era only	683	17.1%	171	Medium
Between Vietnam Era and Korean War only	327	8.2%	80	Medium
Between Korean War and World War II only	70	1.8%	67	Low
Pre-World War II only	0	0.0%	0	
HOUSEHOLDS BY POVERTY STATUS				
Total	18,210	100.0%	569	High
Income in the past 12 months below poverty level	2,867	15.7%	323	High
Married-couple family	742	4.1%	174	Medium
Other family - male householder (no wife present)	242	1.3%	126	Medium
Other family - female householder (no husband present)	907	5.0%	171	High
Nonfamily household - male householder	354	1.9%	94	Medium
Nonfamily household - female householder	622	3.4%	149	Medium
Income in the past 12 months at or above poverty level	15,343	84.3%	558	High
Married-couple family	8,920	49.0%	430	High
Other family - male householder (no wife present)	736	4.0%	179	Medium
Other family - female householder (no husband present)	1,486	8.2%	267	High
Nonfamily household - male householder	2,000	11.0%	247	High
Nonfamily household - female householder	2,200	12.1%	218	High



ACS Population Summary

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 Drive Time: 20 minute radius

Prepared by Esri
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	18,210	100.0%	569	
Less than \$10,000	1,336	7.3%	212	
\$10,000 to \$14,999	969	5.3%	152	
\$15,000 to \$19,999	1,242	6.8%	209	
\$20,000 to \$24,999	947	5.2%	207	
\$25,000 to \$29,999	1,359	7.5%	205	
\$30,000 to \$34,999	1,104	6.1%	213	
\$35,000 to \$39,999	1,195	6.6%	219	
\$40,000 to \$44,999	603	3.3%	109	
\$45,000 to \$49,999	895	4.9%	175	
\$50,000 to \$59,999	1,712	9.4%	225	
\$60,000 to \$74,999	1,947	10.7%	238	
\$75,000 to \$99,999	2,100	11.5%	177	
\$100,000 to \$124,999	1,298	7.1%	180	
\$125,000 to \$149,999	584	3.2%	106	
\$150,000 to \$199,999	437	2.4%	135	
\$200,000 or more	484	2.7%	167	
Median Household Income	\$46,840		N/A	
Average Household Income	\$60,639		\$4,242	
Per Capita Income	\$24,277		\$1,755	
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	523	100.0%	132	
Less than \$10,000	68	13.0%	70	
\$10,000 to \$14,999	15	2.9%	19	
\$15,000 to \$19,999	166	31.7%	72	
\$20,000 to \$24,999	46	8.8%	36	
\$25,000 to \$29,999	74	14.1%	51	
\$30,000 to \$34,999	29	5.5%	29	
\$35,000 to \$39,999	36	6.9%	44	
\$40,000 to \$44,999	0	0.0%	0	
\$45,000 to \$49,999	39	7.5%	58	
\$50,000 to \$59,999	3	0.6%	34	
\$60,000 to \$74,999	24	4.6%	17	
\$75,000 to \$99,999	21	4.0%	15	
\$100,000 to \$124,999	0	0.0%	0	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	\$21,068		N/A	
Average Household Income for HHr <25	N/A		N/A	



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	5,801	100.0%	407	
Less than \$10,000	405	7.0%	88	
\$10,000 to \$14,999	214	3.7%	83	
\$15,000 to \$19,999	363	6.3%	136	
\$20,000 to \$24,999	246	4.2%	152	
\$25,000 to \$29,999	356	6.1%	124	
\$30,000 to \$34,999	231	4.0%	96	
\$35,000 to \$39,999	192	3.3%	107	
\$40,000 to \$44,999	267	4.6%	83	
\$45,000 to \$49,999	245	4.2%	107	
\$50,000 to \$59,999	712	12.3%	138	
\$60,000 to \$74,999	790	13.6%	167	
\$75,000 to \$99,999	938	16.2%	133	
\$100,000 to \$124,999	385	6.6%	101	
\$125,000 to \$149,999	231	4.0%	68	
\$150,000 to \$199,999	82	1.4%	80	
\$200,000 or more	143	2.5%	90	
Median Household Income for HHr 25-44	\$54,818		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	7,587	100.0%	423	
Less than \$10,000	580	7.6%	155	
\$10,000 to \$14,999	360	4.7%	91	
\$15,000 to \$19,999	416	5.5%	140	
\$20,000 to \$24,999	242	3.2%	71	
\$25,000 to \$29,999	458	6.0%	121	
\$30,000 to \$34,999	544	7.2%	151	
\$35,000 to \$39,999	524	6.9%	156	
\$40,000 to \$44,999	221	2.9%	64	
\$45,000 to \$49,999	383	5.0%	122	
\$50,000 to \$59,999	627	8.3%	140	
\$60,000 to \$74,999	855	11.3%	154	
\$75,000 to \$99,999	821	10.8%	88	
\$100,000 to \$124,999	732	9.6%	144	
\$125,000 to \$149,999	266	3.5%	69	
\$150,000 to \$199,999	347	4.6%	112	
\$200,000 or more	209	2.8%	69	
Median Household Income for HHr 45-64	\$50,874		N/A	
Average Household Income for HHr 45-64	N/A		N/A	



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	4,299	100.0%	295	■■■
Less than \$10,000	283	6.6%	98	■■
\$10,000 to \$14,999	380	8.8%	88	■■
\$15,000 to \$19,999	296	6.9%	94	■■
\$20,000 to \$24,999	414	9.6%	112	■■
\$25,000 to \$29,999	470	10.9%	106	■■
\$30,000 to \$34,999	300	7.0%	106	■■
\$35,000 to \$39,999	442	10.3%	101	■■
\$40,000 to \$44,999	114	2.7%	38	■■
\$45,000 to \$49,999	228	5.3%	77	■■
\$50,000 to \$59,999	370	8.6%	110	■■
\$60,000 to \$74,999	277	6.4%	54	■■■
\$75,000 to \$99,999	320	7.4%	84	■■
\$100,000 to \$124,999	181	4.2%	58	■■
\$125,000 to \$149,999	87	2.0%	46	■■
\$150,000 to \$199,999	7	0.2%	13	■
\$200,000 or more	132	3.1%	119	
Median Household Income for HHR 65+	\$35,071		N/A	
Average Household Income for HHR 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	18,210	100.0%	569	■■■
With public assistance income	243	1.3%	78	■■
No public assistance income	17,967	98.7%	576	■■■
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	18,210	100.0%	569	■■■
With Food Stamps/SNAP	2,682	14.7%	343	■■■
With No Food Stamps/SNAP	15,528	85.3%	535	■■■
HOUSEHOLDS BY DISABILITY STATUS				
Total	18,210	100.0%	569	■■■
With 1+ Persons w/Disability	6,434	35.3%	450	■■■
With No Person w/Disability	11,776	64.7%	529	■■■

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2013, adjusted for inflation.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	146,772		3,138	High
Total Households	55,623		1,041	High
Total Housing Units	64,458		1,083	High
POPULATION AGE 15+ YEARS BY MARITAL STATUS				
Total	118,004	100.0%	2,377	High
Never married	29,191	24.7%	1,128	High
Married	63,151	53.5%	1,326	High
Widowed	8,866	7.5%	580	High
Divorced	16,796	14.2%	823	High
POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT				
Total	141,314	100.0%	3,012	High
Enrolled in school	32,605	23.1%	1,282	High
Enrolled in nursery school, preschool	2,530	1.8%	357	High
Public school	1,449	1.0%	280	High
Private school	1,081	0.8%	220	Medium
Enrolled in kindergarten	2,079	1.5%	294	High
Public school	1,748	1.2%	262	High
Private school	331	0.2%	137	Medium
Enrolled in grade 1 to grade 4	7,259	5.1%	601	High
Public school	6,600	4.7%	584	High
Private school	659	0.5%	156	Medium
Enrolled in grade 5 to grade 8	7,491	5.3%	557	High
Public school	6,887	4.9%	537	High
Private school	605	0.4%	142	Medium
Enrolled in grade 9 to grade 12	7,645	5.4%	554	High
Public school	6,935	4.9%	537	High
Private school	709	0.5%	145	Medium
Enrolled in college undergraduate years	4,869	3.4%	467	High
Public school	3,886	2.7%	425	High
Private school	984	0.7%	197	Medium
Enrolled in graduate or professional school	732	0.5%	146	Medium
Public school	542	0.4%	120	Medium
Private school	190	0.1%	78	Medium
Not enrolled in school	108,709	76.9%	1,882	High
POPULATION AGE 25+ YEARS BY EDUCATIONAL ATTAINMENT				
Total	100,457	100.0%	2,008	High
No schooling completed	1,220	1.2%	212	High
Nursery School	0	0.0%	0	
Kindergarten	9	0.0%	13	Low
1-4th Grade	582	0.6%	182	Medium
5-8th Grade	3,967	3.9%	365	High
Some High School	13,246	13.2%	785	High
High School Diploma	27,255	27.1%	1,094	High
GED	6,896	6.9%	478	High
Some College	23,150	23.0%	1,026	High
Associate's degree	7,278	7.2%	580	High
Bachelor's degree	11,068	11.0%	695	High
Master's degree	4,172	4.2%	417	High
Professional school degree	904	0.9%	171	High
Doctorate degree	711	0.7%	169	Medium

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

December 22, 2015



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 33.60750
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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	136,755	100.0%	2,871	
5 to 17 years				
Speak only English	23,158	16.9%	1,142	
Speak Spanish	1,111	0.8%	303	
Speak English "very well" or "well"	1,059	0.8%	291	
Speak English "not well"	52	0.0%	51	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	43	0.0%	30	
Speak English "very well" or "well"	43	0.0%	30	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	22	0.0%	25	
Speak English "very well" or "well"	22	0.0%	25	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	53	0.0%	40	
Speak English "very well" or "well"	53	0.0%	40	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
18 to 64 years				
Speak only English	87,573	64.0%	2,107	
Speak Spanish	3,057	2.2%	473	
Speak English "very well" or "well"	1,823	1.3%	310	
Speak English "not well"	889	0.7%	242	
Speak English "not at all"	345	0.3%	196	
Speak other Indo-European languages	398	0.3%	96	
Speak English "very well" or "well"	382	0.3%	93	
Speak English "not well"	16	0.0%	22	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	447	0.3%	160	
Speak English "very well" or "well"	273	0.2%	73	
Speak English "not well"	81	0.1%	64	
Speak English "not at all"	93	0.1%	95	
Speak other languages	205	0.1%	92	
Speak English "very well" or "well"	201	0.1%	92	
Speak English "not well"	5	0.0%	22	
Speak English "not at all"	0	0.0%	0	
65 years and over				
Speak only English	20,278	14.8%	817	
Speak Spanish	185	0.1%	53	
Speak English "very well" or "well"	121	0.1%	49	
Speak English "not well"	6	0.0%	15	
Speak English "not at all"	58	0.0%	59	
Speak other Indo-European languages	193	0.1%	93	
Speak English "very well" or "well"	142	0.1%	68	
Speak English "not well"	51	0.0%	52	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	23	0.0%	16	
Speak English "very well" or "well"	14	0.0%	22	
Speak English "not well"	1	0.0%	10	
Speak English "not at all"	8	0.0%	17	
Speak other languages	9	0.0%	13	
Speak English "very well" or "well"	8	0.0%	13	
Speak English "not well"	1	0.0%	6	
Speak English "not at all"	0	0.0%	0	

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: high medium low

December 22, 2015



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 30 minute radius

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
WORKERS AGE 16+ YEARS BY PLACE OF WORK				
Total	58,489	100.0%	1,635	High
Worked in state and in county of residence	33,050	56.5%	1,124	High
Worked in state and outside county of residence	24,608	42.1%	1,178	High
Worked outside state of residence	831	1.4%	220	Medium
WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK				
Total	58,489	100.0%	1,635	High
Drove alone	50,262	85.9%	1,530	High
Carpooled	5,288	9.0%	486	High
Public transportation (excluding taxicab)	250	0.4%	108	Medium
Bus or trolley bus	223	0.4%	108	Medium
Streetcar or trolley car	4	0.0%	15	Low
Subway or elevated	22	0.0%	43	Low
Railroad	0	0.0%	0	
Ferryboat	1	0.0%	13	Low
Taxicab	6	0.0%	28	Low
Motorcycle	107	0.2%	71	Low
Bicycle	31	0.1%	29	Low
Walked	449	0.8%	139	Medium
Other means	460	0.8%	147	Medium
Worked at home	1,636	2.8%	292	High
WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK				
Total	56,853	100.0%	1,610	High
Less than 5 minutes	1,869	3.3%	278	High
5 to 9 minutes	4,265	7.5%	439	High
10 to 14 minutes	6,819	12.0%	519	High
15 to 19 minutes	7,791	13.7%	575	High
20 to 24 minutes	8,236	14.5%	581	High
25 to 29 minutes	4,801	8.4%	455	High
30 to 34 minutes	8,979	15.8%	676	High
35 to 39 minutes	2,135	3.8%	303	High
40 to 44 minutes	2,188	3.8%	320	High
45 to 59 minutes	6,300	11.1%	571	High
60 to 89 minutes	2,752	4.8%	358	High
90 or more minutes	717	1.3%	159	Medium
Average Travel Time to Work (in minutes)	N/A		N/A	



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY OCCUPATION				
Total	59,718	100.0%	1,662	High
Management	5,027	8.4%	457	High
Business and financial operations	2,117	3.5%	273	High
Computer and mathematical	934	1.6%	168	High
Architecture and engineering	1,021	1.7%	202	Medium
Life, physical, and social science	149	0.2%	65	Medium
Community and social services	762	1.3%	170	Medium
Legal	550	0.9%	146	Medium
Education, training, and library	2,869	4.8%	347	High
Arts, design, entertainment, sports, and media	697	1.2%	163	Medium
Healthcare practitioner, technologists, and technicians	3,597	6.0%	371	High
Healthcare support	1,601	2.7%	231	High
Protective service	1,435	2.4%	218	High
Food preparation and serving related	2,797	4.7%	329	High
Building and grounds cleaning and maintenance	2,419	4.1%	315	High
Personal care and service	1,802	3.0%	275	High
Sales and related	6,143	10.3%	562	High
Office and administrative support	9,178	15.4%	606	High
Farming, fishing, and forestry	203	0.3%	81	Medium
Construction and extraction	3,448	5.8%	445	High
Installation, maintenance, and repair	3,208	5.4%	388	High
Production	5,633	9.4%	495	High
Transportation and material moving	4,131	6.9%	441	High
CIVILIAN EMPLOYED POPULATION AGE 16+ YEARS BY INDUSTRY				
Total	59,718	100.0%	1,662	High
Agriculture, forestry, fishing and hunting	286	0.5%	101	Medium
Mining, quarrying, and oil and gas extraction	40	0.1%	18	Medium
Construction	4,342	7.3%	501	High
Manufacturing	8,822	14.8%	613	High
Wholesale trade	2,363	4.0%	322	High
Retail trade	6,867	11.5%	561	High
Transportation and warehousing	2,414	4.0%	340	High
Utilities	1,088	1.8%	185	High
Information	1,138	1.9%	200	High
Finance and insurance	3,069	5.1%	371	High
Real estate and rental and leasing	831	1.4%	141	High
Professional, scientific, and technical services	2,719	4.6%	334	High
Management of companies and enterprises	30	0.1%	31	Low
Administrative and support and waste management services	2,672	4.5%	340	High
Educational services	4,081	6.8%	382	High
Health care and social assistance	7,852	13.1%	528	High
Arts, entertainment, and recreation	519	0.9%	135	Medium
Accommodation and food services	3,624	6.1%	411	High
Other services, except public administration	3,213	5.4%	353	High
Public administration	3,749	6.3%	400	High
FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS				
Total	44,551	100.0%	1,212	High
Own children under 6 years only	4,434	10.0%	431	High
In labor force	3,417	7.7%	388	High
Not in labor force	1,017	2.3%	197	High
Own children under 6 years and 6 to 17 years	3,517	7.9%	397	High
In labor force	2,349	5.3%	303	High
Not in labor force	1,167	2.6%	267	Medium
Own children 6 to 17 years only	8,819	19.8%	571	High
In labor force	6,684	15.0%	499	High
Not in labor force	2,135	4.8%	324	High
No own children under 18 years	27,781	62.4%	1,039	High
In labor force	17,081	38.3%	849	High
Not in labor force	10,700	24.0%	659	High

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

December 22, 2015



ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
POPULATION BY RATIO OF INCOME TO POVERTY LEVEL				
Total	141,822	100.0%	3,103	High
Under .50	11,607	8.2%	1,157	High
.50 to .99	15,170	10.7%	1,435	High
1.00 to 1.24	8,090	5.7%	915	High
1.25 to 1.49	7,525	5.3%	1,115	High
1.50 to 1.84	9,921	7.0%	999	High
1.85 to 1.99	4,846	3.4%	907	High
2.00 and over	84,664	59.7%	2,621	High
CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE & TYPES OF HEALTH INSURANCE COVERAGE				
Total	142,500	100.0%	3,126	High
Under 18 years:	34,066	23.9%	1,450	High
One Type of Health Insurance:	30,596	21.5%	1,375	High
Employer-Based Health Ins Only	14,872	10.4%	984	High
Direct-Purchase Health Ins Only	1,330	0.9%	329	Medium
Medicare Coverage Only	16	0.0%	11	Low
Medicaid Coverage Only	13,990	9.8%	1,055	High
TRICARE/Military Hlth Cov Only	388	0.3%	156	Medium
VA Health Care Only	0	0.0%	0	Low
2+ Types of Health Insurance	2,164	1.5%	358	High
No Health Insurance Coverage	1,306	0.9%	344	Medium
18 to 34 years:	29,479	20.7%	1,235	High
One Type of Health Insurance:	19,298	13.5%	957	High
Employer-Based Health Ins Only	14,434	10.1%	842	High
Direct-Purchase Health Ins Only	1,553	1.1%	326	Medium
Medicare Coverage Only	121	0.1%	72	Medium
Medicaid Coverage Only	2,797	2.0%	372	High
TRICARE/Military Hlth Cov Only	263	0.2%	86	Medium
VA Health Care Only	130	0.1%	71	Medium
2+ Types of Health Insurance	1,614	1.1%	267	High
No Health Insurance Coverage	8,568	6.0%	769	High
35 to 64 years:	58,918	41.3%	1,653	High
One Type of Health Insurance:	42,485	29.8%	1,438	High
Employer-Based Health Ins Only	33,202	23.3%	1,326	High
Direct-Purchase Health Ins Only	3,622	2.5%	434	High
Medicare Coverage Only	1,444	1.0%	228	High
Medicaid Coverage Only	3,265	2.3%	433	High
TRICARE/Military Hlth Cov Only	482	0.3%	154	Medium
VA Health Care Only	469	0.3%	162	Medium
2+ Types of Health Insurance	7,133	5.0%	554	High
No Health Insurance Coverage	9,300	6.5%	764	High
65+ years:	20,037	14.1%	817	High
One Type of Health Insurance:	5,218	3.7%	429	High
Employer-Based Health Ins Only	275	0.2%	118	Medium
Direct-Purchase Health Ins Only	42	0.0%	44	Low
Medicare Coverage Only	4,901	3.4%	414	High
TRICARE/Military Hlth Cov Only	0	0.0%	0	Low
VA Health Care Only	0	0.0%	0	Low
2+ Types of Health Insurance	14,733	10.3%	727	High
No Health Insurance Coverage	85	0.1%	40	Medium

Source: U.S. Census Bureau, 2009-2013 American Community Survey

Reliability: High Medium Low

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ACS Population Summary

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	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS				
Total	112,240	100.0%	2,253	High
Veteran	11,781	10.5%	613	High
Nonveteran	100,459	89.5%	2,166	High
Male	54,091	48.2%	1,317	High
Veteran	11,026	9.8%	594	High
Nonveteran	43,065	38.4%	1,270	High
Female	58,149	51.8%	1,327	High
Veteran	755	0.7%	160	Medium
Nonveteran	57,394	51.1%	1,326	High
CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE				
Total	11,781	100.0%	613	High
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	698	5.9%	164	Medium
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	449	3.8%	116	High
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	79	0.7%	53	Low
Gulf War (8/90 to 8/01), no Vietnam Era	1,362	11.6%	298	Medium
Gulf War (8/90 to 8/01) and Vietnam Era	151	1.3%	68	Medium
Vietnam Era, no Korean War, no World War II	4,194	35.6%	363	High
Vietnam Era and Korean War, no World War II	109	0.9%	54	Medium
Vietnam Era and Korean War and World War II	2	0.0%	11	Low
Korean War, no Vietnam Era, no World War II	931	7.9%	158	High
Korean War and World War II, no Vietnam Era	33	0.3%	24	Low
World War II, no Korean War, no Vietnam Era	706	6.0%	130	High
Between Gulf War and Vietnam Era only	1,870	15.9%	304	High
Between Vietnam Era and Korean War only	1,055	9.0%	168	High
Between Korean War and World War II only	137	1.2%	78	Medium
Pre-World War II only	3	0.0%	14	Low
HOUSEHOLDS BY POVERTY STATUS				
Total	55,623	100.0%	1,041	High
Income in the past 12 months below poverty level	9,940	17.9%	599	High
Married-couple family	2,038	3.7%	299	High
Other family - male householder (no wife present)	621	1.1%	192	Medium
Other family - female householder (no husband present)	3,530	6.3%	356	High
Nonfamily household - male householder	1,062	1.9%	161	High
Nonfamily household - female householder	2,689	4.8%	318	High
Income in the past 12 months at or above poverty level	45,683	82.1%	1,020	High
Married-couple family	25,754	46.3%	851	High
Other family - male householder (no wife present)	2,163	3.9%	304	High
Other family - female householder (no husband present)	5,170	9.3%	458	High
Nonfamily household - male householder	6,128	11.0%	460	High
Nonfamily household - female householder	6,468	11.6%	452	High



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS BY INCOME				
Total	55,623	100.0%	1,041	
Less than \$10,000	5,272	9.5%	430	
\$10,000 to \$14,999	3,449	6.2%	330	
\$15,000 to \$19,999	3,870	7.0%	384	
\$20,000 to \$24,999	3,024	5.4%	324	
\$25,000 to \$29,999	3,789	6.8%	425	
\$30,000 to \$34,999	3,289	5.9%	353	
\$35,000 to \$39,999	2,868	5.2%	340	
\$40,000 to \$44,999	2,330	4.2%	252	
\$45,000 to \$49,999	2,580	4.6%	293	
\$50,000 to \$59,999	5,214	9.4%	436	
\$60,000 to \$74,999	5,892	10.6%	489	
\$75,000 to \$99,999	5,993	10.8%	446	
\$100,000 to \$124,999	3,478	6.3%	361	
\$125,000 to \$149,999	1,894	3.4%	239	
\$150,000 to \$199,999	1,396	2.5%	241	
\$200,000 or more	1,284	2.3%	259	
Median Household Income	\$44,811		N/A	
Average Household Income	N/A		N/A	
Per Capita Income	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE <25 YEARS BY INCOME				
Total	1,883	100.0%	290	
Less than \$10,000	485	25.8%	158	
\$10,000 to \$14,999	90	4.8%	54	
\$15,000 to \$19,999	348	18.5%	154	
\$20,000 to \$24,999	119	6.3%	39	
\$25,000 to \$29,999	181	9.6%	81	
\$30,000 to \$34,999	180	9.6%	87	
\$35,000 to \$39,999	100	5.3%	69	
\$40,000 to \$44,999	38	2.0%	27	
\$45,000 to \$49,999	140	7.4%	95	
\$50,000 to \$59,999	69	3.7%	43	
\$60,000 to \$74,999	87	4.6%	58	
\$75,000 to \$99,999	46	2.4%	36	
\$100,000 to \$124,999	1	0.1%	10	
\$125,000 to \$149,999	0	0.0%	0	
\$150,000 to \$199,999	0	0.0%	0	
\$200,000 or more	0	0.0%	0	
Median Household Income for HHr <25	\$20,686		N/A	
Average Household Income for HHr <25	N/A		N/A	



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 25-44 YEARS BY INCOME				
Total	17,728	100.0%	765	
Less than \$10,000	1,618	9.1%	243	
\$10,000 to \$14,999	818	4.6%	181	
\$15,000 to \$19,999	1,133	6.4%	236	
\$20,000 to \$24,999	848	4.8%	201	
\$25,000 to \$29,999	1,091	6.2%	219	
\$30,000 to \$34,999	925	5.2%	203	
\$35,000 to \$39,999	554	3.1%	150	
\$40,000 to \$44,999	820	4.6%	160	
\$45,000 to \$49,999	738	4.2%	141	
\$50,000 to \$59,999	2,087	11.8%	310	
\$60,000 to \$74,999	2,022	11.4%	322	
\$75,000 to \$99,999	2,600	14.7%	334	
\$100,000 to \$124,999	1,136	6.4%	220	
\$125,000 to \$149,999	617	3.5%	148	
\$150,000 to \$199,999	413	2.3%	108	
\$200,000 or more	310	1.7%	140	
Median Household Income for HHr 25-44	\$51,270		N/A	
Average Household Income for HHr 25-44	N/A		N/A	
HOUSEHOLDS WITH HOUSEHOLDER AGE 45-64 YEARS BY INCOME				
Total	22,916	100.0%	791	
Less than \$10,000	1,986	8.7%	290	
\$10,000 to \$14,999	1,199	5.2%	193	
\$15,000 to \$19,999	1,182	5.2%	213	
\$20,000 to \$24,999	853	3.7%	166	
\$25,000 to \$29,999	1,217	5.3%	189	
\$30,000 to \$34,999	1,358	5.9%	251	
\$35,000 to \$39,999	1,341	5.9%	247	
\$40,000 to \$44,999	989	4.3%	171	
\$45,000 to \$49,999	1,093	4.8%	209	
\$50,000 to \$59,999	1,915	8.4%	250	
\$60,000 to \$74,999	2,819	12.3%	339	
\$75,000 to \$99,999	2,546	11.1%	280	
\$100,000 to \$124,999	1,828	8.0%	256	
\$125,000 to \$149,999	1,044	4.6%	164	
\$150,000 to \$199,999	906	4.0%	213	
\$200,000 or more	639	2.8%	165	
Median Household Income for HHr 45-64	\$51,066		N/A	
Average Household Income for HHr 45-64	N/A		N/A	



ACS Population Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009 - 2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSEHOLDS WITH HOUSEHOLDER AGE 65+ YEARS BY INCOME				
Total	13,095	100.0%	570	■■■
Less than \$10,000	1,184	9.0%	158	■■■
\$10,000 to \$14,999	1,342	10.2%	194	■■■
\$15,000 to \$19,999	1,207	9.2%	183	■■■
\$20,000 to \$24,999	1,205	9.2%	188	■■■
\$25,000 to \$29,999	1,300	9.9%	301	■■■
\$30,000 to \$34,999	825	6.3%	140	■■■
\$35,000 to \$39,999	874	6.7%	165	■■■
\$40,000 to \$44,999	483	3.7%	89	■■■
\$45,000 to \$49,999	609	4.7%	123	■■■
\$50,000 to \$59,999	1,144	8.7%	178	■■■
\$60,000 to \$74,999	964	7.4%	161	■■■
\$75,000 to \$99,999	802	6.1%	158	■■■
\$100,000 to \$124,999	513	3.9%	125	■■■
\$125,000 to \$149,999	232	1.8%	92	■■■
\$150,000 to \$199,999	77	0.6%	41	■■■
\$200,000 or more	335	2.6%	144	■■■
Median Household Income for HHR 65+	\$31,716		N/A	
Average Household Income for HHR 65+	N/A		N/A	
HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS				
Total	55,623	100.0%	1,041	■■■
With public assistance income	1,069	1.9%	178	■■■
No public assistance income	54,554	98.1%	1,051	■■■
HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS				
Total	55,623	100.0%	1,041	■■■
With Food Stamps/SNAP	9,105	16.4%	576	■■■
With No Food Stamps/SNAP	46,518	83.6%	1,013	■■■
HOUSEHOLDS BY DISABILITY STATUS				
Total	55,623	100.0%	1,041	■■■
With 1+ Persons w/Disability	19,029	34.2%	801	■■■
With No Person w/Disability	36,593	65.8%	1,031	■■■

Data Note: N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2013, adjusted for inflation.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Housing Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	11,216		724	■■■
Total Households	4,336		223	■■■
Total Housing Units	5,109		227	■■■
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	2,974	100.0%	163	■■■
Less than \$10,000	103	3.5%	43	■■
\$10,000 to \$14,999	146	4.9%	67	■■
\$15,000 to \$19,999	21	0.7%	14	■
\$20,000 to \$24,999	73	2.5%	27	■■
\$25,000 to \$29,999	94	3.2%	41	■■
\$30,000 to \$34,999	98	3.3%	29	■■
\$35,000 to \$39,999	95	3.2%	52	■■
\$40,000 to \$49,999	39	1.3%	15	■■
\$50,000 to \$59,999	61	2.1%	15	■■
\$60,000 to \$69,999	112	3.8%	46	■■
\$70,000 to \$79,999	87	2.9%	33	■■
\$80,000 to \$89,999	103	3.5%	53	■■
\$90,000 to \$99,999	102	3.4%	34	■■
\$100,000 to \$124,999	390	13.1%	91	■■
\$125,000 to \$149,999	377	12.7%	80	■■
\$150,000 to \$174,999	259	8.7%	48	■■■
\$175,000 to \$199,999	122	4.1%	55	■■
\$200,000 to \$249,999	345	11.6%	54	■■■
\$250,000 to \$299,999	166	5.6%	58	■■
\$300,000 to \$399,999	108	3.6%	38	■■
\$400,000 to \$499,999	48	1.6%	54	■
\$500,000 to \$749,999	14	0.5%	23	■
\$750,000 to \$999,999	3	0.1%	30	■
\$1,000,000 or more	8	0.3%	11	■
Median Home Value	\$122,628		N/A	
Average Home Value	\$133,477		\$11,360	■■■
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	2,974	100.0%	163	■■■
Housing units with a mortgage/contract to purchase/similar debt	1,551	52.2%	125	■■■
Second mortgage only	74	2.5%	25	■■
Home equity loan only	49	1.6%	13	■■
Both second mortgage and home equity loan	2	0.1%	9	■
No second mortgage and no home equity loan	1,427	48.0%	124	■■■
Housing units without a mortgage	1,423	47.8%	127	■■■
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	\$151,058		\$18,233	■■■
Housing units without a mortgage	\$114,315		\$17,121	■■■



ACS Housing Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	1,362	100.0%	165	High
With cash rent	1,261	92.6%	162	High
Less than \$100	13	1.0%	54	Low
\$100 to \$149	50	3.7%	39	Low
\$150 to \$199	23	1.7%	19	Low
\$200 to \$249	42	3.1%	37	Low
\$250 to \$299	106	7.8%	147	Low
\$300 to \$349	55	4.0%	38	Low
\$350 to \$399	31	2.3%	25	Low
\$400 to \$449	122	9.0%	38	Medium
\$450 to \$499	99	7.3%	39	Medium
\$500 to \$549	149	10.9%	65	Medium
\$550 to \$599	79	5.8%	51	Medium
\$600 to \$649	151	11.1%	83	Medium
\$650 to \$699	101	7.4%	57	Medium
\$700 to \$749	99	7.3%	67	Low
\$750 to \$799	34	2.5%	55	Low
\$800 to \$899	33	2.4%	29	Low
\$900 to \$999	1	0.1%	56	Low
\$1,000 to \$1,249	46	3.4%	35	Low
\$1,250 to \$1,499	4	0.3%	11	Low
\$1,500 to \$1,999	10	0.7%	52	Low
\$2,000 or more	13	1.0%	18	Low
No cash rent	100	7.3%	40	Medium
Median Contract Rent	\$530		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	1,362	100.0%	165	High
Pay extra for one or more utilities	1,348	99.0%	165	High
No extra payment for any utilities	13	1.0%	18	Low
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	5,109	100.0%	227	High
1, detached	3,021	59.1%	224	High
1, attached	30	0.6%	24	Low
2	105	2.1%	55	Medium
3 or 4	116	2.3%	43	Medium
5 to 9	376	7.4%	117	Medium
10 to 19	78	1.5%	27	Medium
20 to 49	23	0.5%	23	Low
50 or more	37	0.7%	21	Medium
Mobile home	1,315	25.7%	110	High
Boat, RV, van, etc.	9	0.2%	58	Low



ACS Housing Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	5,109	100.0%	227	High
Built 2010 or later	41	0.8%	37	Low
Built 2000 to 2009	927	18.1%	75	High
Built 1990 to 1999	1,440	28.2%	138	High
Built 1980 to 1989	610	11.9%	87	High
Built 1970 to 1979	765	15.0%	81	High
Built 1960 to 1969	417	8.2%	84	Medium
Built 1950 to 1959	486	9.5%	160	Medium
Built 1940 to 1949	277	5.4%	89	Medium
Built 1939 or earlier	146	2.9%	36	Medium
Median Year Structure Built	1988		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	4,336	100.0%	223	High
Owner occupied				
Moved in 2010 or later	302	7.0%	87	Medium
Moved in 2000 to 2009	1,311	30.2%	133	High
Moved in 1990 to 1999	674	15.5%	75	High
Moved in 1980 to 1989	211	4.9%	37	High
Moved in 1970 to 1979	287	6.6%	51	High
Moved in 1969 or earlier	189	4.4%	47	Medium
Renter occupied				
Moved in 2010 or later	641	14.8%	110	High
Moved in 2000 to 2009	662	15.3%	157	Medium
Moved in 1990 to 1999	15	0.3%	46	Low
Moved in 1980 to 1989	37	0.9%	26	Low
Moved in 1970 to 1979	7	0.2%	45	Low
Moved in 1969 or earlier	0	0.0%	0	
Median Year Householder Moved Into Unit	2004		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	4,336	100.0%	223	High
Utility gas	890	20.5%	126	High
Bottled, tank, or LP gas	403	9.3%	61	High
Electricity	2,930	67.6%	200	High
Fuel oil, kerosene, etc.	35	0.8%	43	Low
Coal or coke	0	0.0%	0	
Wood	64	1.5%	24	Medium
Solar energy	0	0.0%	0	
Other fuel	7	0.2%	33	Low
No fuel used	7	0.2%	12	Low



ACS Housing Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	4,336	100.0%	223	
Owner occupied				
No vehicle available	64	1.5%	41	
1 vehicle available	854	19.7%	110	
2 vehicles available	1,164	26.8%	110	
3 vehicles available	583	13.4%	88	
4 vehicles available	187	4.3%	48	
5 or more vehicles available	122	2.8%	59	
Renter occupied				
No vehicle available	150	3.5%	62	
1 vehicle available	676	15.6%	160	
2 vehicles available	412	9.5%	75	
3 vehicles available	79	1.8%	34	
4 vehicles available	44	1.0%	82	
5 or more vehicles available	0	0.0%	0	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

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ACS Housing Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	46,150		1,723	■■■
Total Households	18,210		569	■■■
Total Housing Units	21,681		589	■■■
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	14,163	100.0%	505	■■■
Less than \$10,000	613	4.3%	138	■■
\$10,000 to \$14,999	467	3.3%	135	■■
\$15,000 to \$19,999	203	1.4%	81	■■
\$20,000 to \$24,999	329	2.3%	112	■■
\$25,000 to \$29,999	258	1.8%	93	■■
\$30,000 to \$34,999	388	2.7%	102	■■
\$35,000 to \$39,999	162	1.1%	78	■■
\$40,000 to \$49,999	311	2.2%	70	■■
\$50,000 to \$59,999	410	2.9%	111	■■
\$60,000 to \$69,999	703	5.0%	176	■■
\$70,000 to \$79,999	479	3.4%	141	■■
\$80,000 to \$89,999	555	3.9%	105	■■■
\$90,000 to \$99,999	382	2.7%	104	■■
\$100,000 to \$124,999	1,372	9.7%	201	■■■
\$125,000 to \$149,999	1,706	12.0%	231	■■■
\$150,000 to \$174,999	1,609	11.4%	175	■■■
\$175,000 to \$199,999	847	6.0%	122	■■■
\$200,000 to \$249,999	1,383	9.8%	174	■■■
\$250,000 to \$299,999	691	4.9%	131	■■■
\$300,000 to \$399,999	716	5.1%	120	■■■
\$400,000 to \$499,999	316	2.2%	119	■■
\$500,000 to \$749,999	146	1.0%	64	■■
\$750,000 to \$999,999	31	0.2%	32	■
\$1,000,000 or more	86	0.6%	28	■■
Median Home Value	\$131,587		N/A	
Average Home Value	\$145,825		\$8,769	■■■
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	14,163	100.0%	505	■■■
Housing units with a mortgage/contract to purchase/similar debt	8,174	57.7%	417	■■■
Second mortgage only	359	2.5%	87	■■
Home equity loan only	620	4.4%	87	■■■
Both second mortgage and home equity loan	23	0.2%	13	■■
No second mortgage and no home equity loan	7,172	50.6%	421	■■■
Housing units without a mortgage	5,989	42.3%	362	■■■
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	\$166,127		\$13,493	■■■
Housing units without a mortgage	\$118,116		\$12,104	■■■



ACS Housing Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	4,047	100.0%	365	High
With cash rent	3,572	88.3%	357	High
Less than \$100	75	1.9%	50	Low
\$100 to \$149	66	1.6%	49	Low
\$150 to \$199	58	1.4%	36	Medium
\$200 to \$249	67	1.7%	39	Medium
\$250 to \$299	318	7.9%	156	Medium
\$300 to \$349	255	6.3%	120	Medium
\$350 to \$399	195	4.8%	78	Medium
\$400 to \$449	269	6.6%	115	Medium
\$450 to \$499	270	6.7%	115	Medium
\$500 to \$549	301	7.4%	108	Medium
\$550 to \$599	230	5.7%	86	Medium
\$600 to \$649	372	9.2%	125	Medium
\$650 to \$699	273	6.7%	89	Medium
\$700 to \$749	185	4.6%	107	Medium
\$750 to \$799	46	1.1%	56	Low
\$800 to \$899	105	2.6%	66	Medium
\$900 to \$999	173	4.3%	70	Medium
\$1,000 to \$1,249	230	5.7%	140	Medium
\$1,250 to \$1,499	13	0.3%	16	Low
\$1,500 to \$1,999	45	1.1%	69	Low
\$2,000 or more	26	0.6%	26	Low
No cash rent	475	11.7%	94	Medium
Median Contract Rent	\$535		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	4,047	100.0%	365	High
Pay extra for one or more utilities	4,001	98.9%	366	High
No extra payment for any utilities	46	1.1%	27	Medium
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	21,681	100.0%	589	High
1, detached	13,660	63.0%	501	High
1, attached	284	1.3%	61	Medium
2	252	1.2%	87	Medium
3 or 4	302	1.4%	77	Medium
5 to 9	593	2.7%	161	Medium
10 to 19	289	1.3%	122	Medium
20 to 49	119	0.5%	78	Medium
50 or more	115	0.5%	65	Medium
Mobile home	6,029	27.8%	412	High
Boat, RV, van, etc.	39	0.2%	60	Low



ACS Housing Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	21,681	100.0%	589	High
Built 2010 or later	134	0.6%	58	Medium
Built 2000 to 2009	5,228	24.1%	356	High
Built 1990 to 1999	5,859	27.0%	419	High
Built 1980 to 1989	3,096	14.3%	281	High
Built 1970 to 1979	3,244	15.0%	299	High
Built 1960 to 1969	1,657	7.6%	186	High
Built 1950 to 1959	1,319	6.1%	287	Medium
Built 1940 to 1949	614	2.8%	163	Medium
Built 1939 or earlier	530	2.4%	120	Medium
Median Year Structure Built	1991		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	18,210	100.0%	569	High
Owner occupied				
Moved in 2010 or later	1,269	7.0%	198	High
Moved in 2000 to 2009	6,654	36.5%	399	High
Moved in 1990 to 1999	3,576	19.6%	314	High
Moved in 1980 to 1989	1,180	6.5%	165	High
Moved in 1970 to 1979	915	5.0%	145	High
Moved in 1969 or earlier	568	3.1%	126	Medium
Renter occupied				
Moved in 2010 or later	1,616	8.9%	264	High
Moved in 2000 to 2009	2,009	11.0%	273	High
Moved in 1990 to 1999	308	1.7%	92	Medium
Moved in 1980 to 1989	62	0.3%	37	Medium
Moved in 1970 to 1979	31	0.2%	34	Low
Moved in 1969 or earlier	20	0.1%	21	Low
Median Year Householder Moved Into Unit	2003		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	18,210	100.0%	569	High
Utility gas	4,244	23.3%	297	High
Bottled, tank, or LP gas	1,902	10.4%	217	High
Electricity	11,570	63.5%	548	High
Fuel oil, kerosene, etc.	121	0.7%	91	Low
Coal or coke	0	0.0%	0	
Wood	340	1.9%	107	Medium
Solar energy	0	0.0%	0	
Other fuel	14	0.1%	33	Low
No fuel used	19	0.1%	17	Low



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	18,210	100.0%	569	
Owner occupied				
No vehicle available	254	1.4%	89	
1 vehicle available	3,661	20.1%	311	
2 vehicles available	5,793	31.8%	358	
3 vehicles available	2,954	16.2%	271	
4 vehicles available	983	5.4%	162	
5 or more vehicles available	518	2.8%	129	
Renter occupied				
No vehicle available	259	1.4%	85	
1 vehicle available	2,003	11.0%	284	
2 vehicles available	1,427	7.8%	229	
3 vehicles available	297	1.6%	85	
4 vehicles available	60	0.3%	82	
5 or more vehicles available	1	0.0%	17	
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

Margin of error (MOE): The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

Reliability: These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

- High Reliability: Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.
- Medium Reliability: Estimates with CVs between 12 and 40 are flagged yellow-use with caution.
- Low Reliability: Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.



ACS Housing Summary

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
TOTALS				
Total Population	146,772		3,138	High
Total Households	55,623		1,041	High
Total Housing Units	64,458		1,083	High
OWNER-OCCUPIED HOUSING UNITS BY VALUE				
Total	41,429	100.0%	948	High
Less than \$10,000	1,938	4.7%	264	High
\$10,000 to \$14,999	1,308	3.2%	231	High
\$15,000 to \$19,999	705	1.7%	150	Medium
\$20,000 to \$24,999	808	2.0%	190	Medium
\$25,000 to \$29,999	638	1.5%	133	Medium
\$30,000 to \$34,999	1,039	2.5%	197	High
\$35,000 to \$39,999	503	1.2%	136	Medium
\$40,000 to \$49,999	1,158	2.8%	171	High
\$50,000 to \$59,999	1,294	3.1%	201	High
\$60,000 to \$69,999	2,087	5.0%	326	High
\$70,000 to \$79,999	1,790	4.3%	257	High
\$80,000 to \$89,999	2,145	5.2%	256	High
\$90,000 to \$99,999	1,588	3.8%	256	High
\$100,000 to \$124,999	4,181	10.1%	353	High
\$125,000 to \$149,999	4,140	10.0%	391	High
\$150,000 to \$174,999	4,529	10.9%	429	High
\$175,000 to \$199,999	2,256	5.4%	289	High
\$200,000 to \$249,999	3,702	8.9%	323	High
\$250,000 to \$299,999	2,250	5.4%	258	High
\$300,000 to \$399,999	1,867	4.5%	264	High
\$400,000 to \$499,999	718	1.7%	152	Medium
\$500,000 to \$749,999	447	1.1%	142	Medium
\$750,000 to \$999,999	115	0.3%	52	Medium
\$1,000,000 or more	224	0.5%	76	Medium
Median Home Value	\$122,208		N/A	
Average Home Value	N/A		N/A	
OWNER-OCCUPIED HOUSING UNITS BY MORTGAGE STATUS				
Total	41,429	100.0%	948	High
Housing units with a mortgage/contract to purchase/similar debt	23,884	57.7%	813	High
Second mortgage only	974	2.4%	200	Medium
Home equity loan only	2,465	5.9%	253	High
Both second mortgage and home equity loan	115	0.3%	52	Medium
No second mortgage and no home equity loan	20,330	49.1%	790	High
Housing units without a mortgage	17,544	42.3%	697	High
AVERAGE VALUE BY MORTGAGE STATUS				
Housing units with a mortgage	N/A		N/A	
Housing units without a mortgage	N/A		N/A	



ACS Housing Summary

Ellison Site
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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
RENTER-OCCUPIED HOUSING UNITS BY CONTRACT RENT				
Total	14,194	100.0%	701	High
With cash rent	12,471	87.9%	677	High
Less than \$100	681	4.8%	138	Medium
\$100 to \$149	386	2.7%	105	Medium
\$150 to \$199	375	2.6%	115	Medium
\$200 to \$249	521	3.7%	118	Medium
\$250 to \$299	809	5.7%	280	Medium
\$300 to \$349	1,023	7.2%	215	Medium
\$350 to \$399	987	7.0%	164	High
\$400 to \$449	987	7.0%	209	Medium
\$450 to \$499	1,026	7.2%	205	Medium
\$500 to \$549	884	6.2%	196	Medium
\$550 to \$599	838	5.9%	173	Medium
\$600 to \$649	927	6.5%	214	Medium
\$650 to \$699	703	5.0%	195	Medium
\$700 to \$749	459	3.2%	131	Medium
\$750 to \$799	267	1.9%	70	Medium
\$800 to \$899	377	2.7%	105	Medium
\$900 to \$999	426	3.0%	182	Medium
\$1,000 to \$1,249	552	3.9%	202	Medium
\$1,250 to \$1,499	58	0.4%	18	Medium
\$1,500 to \$1,999	95	0.7%	89	Low
\$2,000 or more	89	0.6%	60	Low
No cash rent	1,723	12.1%	212	High
Median Contract Rent	\$473		N/A	
Average Contract Rent	N/A		N/A	
RENTER-OCCUPIED HOUSING UNITS BY INCLUSION OF UTILITIES IN RENT				
Total	14,194	100.0%	701	High
Pay extra for one or more utilities	13,822	97.4%	701	High
No extra payment for any utilities	371	2.6%	67	High
HOUSING UNITS BY UNITS IN STRUCTURE				
Total	64,458	100.0%	1,083	High
1, detached	42,135	65.4%	964	High
1, attached	698	1.1%	185	Medium
2	1,221	1.9%	216	High
3 or 4	1,486	2.3%	255	High
5 to 9	2,034	3.2%	296	High
10 to 19	1,422	2.2%	225	High
20 to 49	631	1.0%	128	Medium
50 or more	356	0.6%	98	Medium
Mobile home	14,410	22.4%	739	High
Boat, RV, van, etc.	65	0.1%	65	Low



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
HOUSING UNITS BY YEAR STRUCTURE BUILT				
Total	64,458	100.0%	1,083	High
Built 2010 or later	405	0.6%	103	Medium
Built 2000 to 2009	12,110	18.8%	665	High
Built 1990 to 1999	14,030	21.8%	781	High
Built 1980 to 1989	8,825	13.7%	585	High
Built 1970 to 1979	11,145	17.3%	619	High
Built 1960 to 1969	7,052	10.9%	474	High
Built 1950 to 1959	5,270	8.2%	430	High
Built 1940 to 1949	2,775	4.3%	291	High
Built 1939 or earlier	2,847	4.4%	285	High
Median Year Structure Built	1984		N/A	
OCCUPIED HOUSING UNITS BY YEAR HOUSEHOLDER MOVED INTO UNIT				
Total	55,623	100.0%	1,041	High
Owner occupied				
Moved in 2010 or later	3,066	5.5%	366	High
Moved in 2000 to 2009	18,200	32.7%	788	High
Moved in 1990 to 1999	10,361	18.6%	572	High
Moved in 1980 to 1989	4,079	7.3%	346	High
Moved in 1970 to 1979	3,224	5.8%	276	High
Moved in 1969 or earlier	2,498	4.5%	224	High
Renter occupied				
Moved in 2010 or later	5,294	9.5%	482	High
Moved in 2000 to 2009	7,294	13.1%	530	High
Moved in 1990 to 1999	1,126	2.0%	215	High
Moved in 1980 to 1989	245	0.4%	72	Medium
Moved in 1970 to 1979	135	0.2%	35	Medium
Moved in 1969 or earlier	99	0.2%	21	Medium
Median Year Householder Moved Into Unit	2002		N/A	
OCCUPIED HOUSING UNITS BY HOUSE HEATING FUEL				
Total	55,623	100.0%	1,041	High
Utility gas	19,350	34.8%	694	High
Bottled, tank, or LP gas	4,887	8.8%	399	High
Electricity	30,218	54.3%	952	High
Fuel oil, kerosene, etc.	191	0.3%	98	Medium
Coal or coke	3	0.0%	27	Low
Wood	854	1.5%	204	Medium
Solar energy	0	0.0%	0	
Other fuel	27	0.0%	33	Low
No fuel used	93	0.2%	36	Medium



ACS Housing Summary

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	2009-2013 ACS Estimate	Percent	MOE(±)	Reliability
OCCUPIED HOUSING UNITS BY VEHICLES AVAILABLE				
Total	55,623	100.0%	1,041	■■■
Owner occupied				
No vehicle available	1,270	2.3%	192	■■■
1 vehicle available	10,623	19.1%	591	■■■
2 vehicles available	16,695	30.0%	706	■■■
3 vehicles available	8,267	14.9%	540	■■■
4 vehicles available	3,249	5.8%	342	■■■
5 or more vehicles available	1,325	2.4%	205	■■■
Renter occupied				
No vehicle available	1,648	3.0%	197	■■■
1 vehicle available	7,096	12.8%	526	■■■
2 vehicles available	4,256	7.7%	457	■■■
3 vehicles available	993	1.8%	187	■■■
4 vehicles available	146	0.3%	92	■■■
5 or more vehicles available	55	0.1%	33	■■■
Average Number of Vehicles Available	N/A		N/A	

Data Note: N/A means not available.

2009-2013 ACS Estimate: The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2009-2013 ACS estimates, five-year period data collected monthly from January 1, 2009 through December 31, 2013. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

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House and Home Expenditures

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

2015 Housing Summary		2015 Demographic Summary	
Housing Units	5,587	Population	12,071
2015-2020 Percent Change	4.06%	Households	4,879
Percent Occupied	87.3%	Families	3,335
Percent Owner Households	63.5%	Median Age	37.5
Median Home Value	\$116,099	Median Household Income	\$42,119
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	68	\$7,814.69	\$38,127,878
Mortgage Interest	68	\$2,800.75	\$13,664,837
Mortgage Principal	68	\$1,490.75	\$7,273,366
Property Taxes	64	\$1,616.36	\$7,886,207
Homeowners Insurance	78	\$376.41	\$1,836,487
Ground Rent	91	\$63.56	\$310,107
Maintenance and Remodeling Services	69	\$1,168.38	\$5,700,534
Maintenance and Remodeling Materials	78	\$233.61	\$1,139,790
Property Management and Security	57	\$64.88	\$316,550
Rented Dwellings	63	\$2,695.64	\$13,152,024
Rent	63	\$2,572.90	\$12,553,175
Rent Received as Pay	75	\$86.74	\$423,201
Renters' Insurance	66	\$12.45	\$60,751
Maintenance and Repair Services	70	\$14.93	\$72,855
Maintenance and Repair Materials	65	\$8.62	\$42,042
Owned Vacation Homes	58	\$354.72	\$1,730,663
Mortgage Payment	62	\$108.90	\$531,304
Property Taxes	61	\$89.58	\$437,049
Homeowners Insurance	62	\$10.95	\$53,444
Maintenance and Remodeling	52	\$123.50	\$602,537
Property Management and Security	68	\$21.79	\$106,329
Housing While Attending School	59	\$56.33	\$274,850
Household Operations	68	\$1,259.64	\$6,145,799
Child Care	65	\$288.96	\$1,409,858
Care for Elderly or Handicapped	53	\$41.58	\$202,861
Appliance Rental and Repair	74	\$17.98	\$87,740
Computer Information Services	72	\$321.34	\$1,567,795
Home Security System Services	79	\$28.66	\$139,854
Non-Apparel Household Laundry/Dry Cleaning	67	\$20.54	\$100,229
Housekeeping Services	59	\$96.04	\$468,576
Lawn and Garden	73	\$318.75	\$1,555,169
Moving/Storage/Freight Express	67	\$49.87	\$243,329
Installation of Computers	63	\$0.42	\$2,045
PC Repair (Personal Use)	72	\$5.91	\$28,848
Reupholstering/Furniture Repair	57	\$3.56	\$17,390
Termite/Pest Control	84	\$28.24	\$137,779
Water Softening Services	92	\$5.82	\$28,405
Internet Services Away from Home	71	\$7.45	\$36,349
Voice Over IP Service	60	\$8.57	\$41,800
Other Home Services (1)	61	\$15.94	\$77,772

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	77	\$3,875.10	\$18,906,627
Bottled Gas	95	\$67.80	\$330,800
Electricity	82	\$1,585.95	\$7,737,828
Fuel Oil	54	\$63.49	\$309,791
Natural Gas	63	\$336.78	\$1,643,128
Phone Services	76	\$1,282.37	\$6,256,687
Water and Other Public Services	75	\$527.59	\$2,574,129
Coal/Wood/Other Fuel	92	\$11.12	\$54,264
Housekeeping Supplies	75	\$540.67	\$2,637,925
Laundry and Cleaning Supplies	77	\$158.36	\$772,619
Postage and Stationery	73	\$131.11	\$639,662
Other HH Products (2)	75	\$251.21	\$1,225,645
Household Textiles	70	\$68.54	\$334,390
Bathroom Linens	71	\$9.51	\$46,419
Bedroom Linens	69	\$34.43	\$167,960
Kitchen and Dining Room Linens	69	\$1.75	\$8,532
Curtains and Draperies	73	\$10.69	\$52,165
Slipcovers, Decorative Pillows	61	\$3.14	\$15,312
Materials for Slipcovers/Curtains	72	\$8.10	\$39,511
Other Linens	69	\$0.92	\$4,491
Furniture	71	\$368.11	\$1,796,033
Mattresses and Box Springs	70	\$66.77	\$325,767
Other Bedroom Furniture	77	\$71.30	\$347,895
Sofas	70	\$92.97	\$453,590
Living Room Tables and Chairs	74	\$48.73	\$237,772
Kitchen, Dining Room Furniture	67	\$27.62	\$134,779
Infant Furniture	70	\$8.61	\$42,019
Outdoor Furniture	69	\$18.09	\$88,271
Wall Units, Cabinets, Other Furniture (3)	67	\$34.01	\$165,941
Major Appliances	74	\$200.00	\$975,780
Dishwashers and Disposals	67	\$14.78	\$72,092
Refrigerators and Freezers	74	\$57.48	\$280,443
Clothes Washers	76	\$35.40	\$172,706
Clothes Dryers	81	\$27.16	\$132,530
Cooking Stoves and Ovens	72	\$26.81	\$130,824
Microwave Ovens	73	\$9.80	\$47,790
Window Air Conditioners	85	\$5.73	\$27,973
Electric Floor Cleaning Equipment	74	\$16.51	\$80,543
Sewing Machines and Miscellaneous Appliances	71	\$6.33	\$30,879

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



House and Home Expenditures

Ellison Site
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 Drive Time: 10 minute radius

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	62	\$15.23	\$74,302
Housewares	70	\$50.85	\$248,106
Small Appliances	72	\$32.99	\$160,948
Window Coverings	65	\$13.44	\$65,563
Lamps and Other Lighting Fixtures	67	\$11.02	\$53,762
Infant Equipment	70	\$13.40	\$65,393
Rental of Furniture	118	\$8.64	\$42,167
Laundry and Cleaning Equipment	75	\$18.94	\$92,414
Closet and Storage Items	70	\$14.11	\$68,845
Luggage	63	\$5.78	\$28,192
Clocks and Other Household Decoratives	76	\$126.54	\$617,401
Telephones and Accessories	76	\$38.19	\$186,352
Telephone Answering Devices	65	\$0.53	\$2,588
Grills and Outdoor Equipment	80	\$31.56	\$153,997
Power Tools	84	\$43.95	\$214,443
Hand Tools	73	\$6.35	\$30,965
Office Furniture/Equipment for Home Use	71	\$10.44	\$50,954
Computers and Hardware for Home Use	68	\$148.04	\$722,309
Portable Memory	67	\$3.61	\$17,636
Computer Software	63	\$12.72	\$62,042
Computer Accessories	69	\$13.25	\$64,670
Personal Digital Assistants	74	\$5.45	\$26,614
Other Household Items (4)	72	\$68.47	\$334,087

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



House and Home Expenditures

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

2015 Housing Summary		2015 Demographic Summary	
Housing Units	22,568	Population	48,575
2015-2020 Percent Change	4.44%	Households	19,466
Percent Occupied	86.3%	Families	13,731
Percent Owner Households	74.8%	Median Age	39.9
Median Home Value	\$138,552	Median Household Income	\$47,848
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	77	\$8,842.71	\$172,132,275
Mortgage Interest	75	\$3,093.98	\$60,227,339
Mortgage Principal	77	\$1,685.25	\$32,804,998
Property Taxes	73	\$1,843.33	\$35,882,280
Homeowners Insurance	91	\$442.71	\$8,617,724
Ground Rent	104	\$72.86	\$1,418,279
Maintenance and Remodeling Services	80	\$1,355.38	\$26,383,905
Maintenance and Remodeling Materials	95	\$284.14	\$5,531,014
Property Management and Security	57	\$65.07	\$1,266,737
Rented Dwellings	58	\$2,468.65	\$48,054,658
Rent	57	\$2,346.39	\$45,674,852
Rent Received as Pay	74	\$86.11	\$1,676,259
Renters' Insurance	65	\$12.15	\$236,460
Maintenance and Repair Services	72	\$15.34	\$298,654
Maintenance and Repair Materials	65	\$8.65	\$168,433
Owned Vacation Homes	64	\$388.30	\$7,558,615
Mortgage Payment	70	\$122.89	\$2,392,141
Property Taxes	69	\$101.17	\$1,969,387
Homeowners Insurance	73	\$13.00	\$253,106
Maintenance and Remodeling	53	\$125.57	\$2,444,432
Property Management and Security	80	\$25.66	\$499,548
Housing While Attending School	66	\$62.67	\$1,219,863
Household Operations	75	\$1,389.10	\$27,040,184
Child Care	68	\$303.74	\$5,912,614
Care for Elderly or Handicapped	54	\$42.29	\$823,153
Appliance Rental and Repair	85	\$20.64	\$401,798
Computer Information Services	79	\$354.84	\$6,907,395
Home Security System Services	88	\$32.12	\$625,331
Non-Apparel Household Laundry/Dry Cleaning	70	\$21.64	\$421,190
Housekeeping Services	63	\$102.91	\$2,003,210
Lawn and Garden	86	\$374.31	\$7,286,367
Moving/Storage/Freight Express	69	\$51.41	\$1,000,737
Installation of Computers	69	\$0.46	\$9,034
PC Repair (Personal Use)	82	\$6.72	\$130,896
Reupholstering/Furniture Repair	62	\$3.87	\$75,310
Termite/Pest Control	96	\$32.21	\$627,023
Water Softening Services	112	\$7.12	\$138,518
Internet Services Away from Home	77	\$8.11	\$157,910
Voice Over IP Service	62	\$8.81	\$171,438
Other Home Services (1)	68	\$17.89	\$348,261

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



House and Home Expenditures

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	86	\$4,365.28	\$84,974,579
Bottled Gas	127	\$90.29	\$1,757,558
Electricity	93	\$1,799.71	\$35,033,177
Fuel Oil	66	\$77.69	\$1,512,243
Natural Gas	69	\$370.67	\$7,215,428
Phone Services	85	\$1,429.49	\$27,826,534
Water and Other Public Services	83	\$582.18	\$11,332,768
Coal/Wood/Other Fuel	127	\$15.25	\$296,871
Housekeeping Supplies	85	\$613.21	\$11,936,790
Laundry and Cleaning Supplies	87	\$179.86	\$3,501,104
Postage and Stationery	82	\$148.43	\$2,889,282
Other HH Products (2)	85	\$284.93	\$5,546,403
Household Textiles	77	\$75.82	\$1,475,846
Bathroom Linens	77	\$10.33	\$200,987
Bedroom Linens	74	\$37.36	\$727,322
Kitchen and Dining Room Linens	76	\$1.92	\$37,407
Curtains and Draperies	84	\$12.37	\$240,817
Slipcovers, Decorative Pillows	65	\$3.34	\$64,991
Materials for Slipcovers/Curtains	85	\$9.52	\$185,401
Other Linens	72	\$0.97	\$18,921
Furniture	79	\$405.62	\$7,895,717
Mattresses and Box Springs	77	\$72.92	\$1,419,544
Other Bedroom Furniture	85	\$78.73	\$1,532,649
Sofas	76	\$100.83	\$1,962,684
Living Room Tables and Chairs	85	\$55.62	\$1,082,602
Kitchen, Dining Room Furniture	74	\$30.35	\$590,702
Infant Furniture	75	\$9.21	\$179,195
Outdoor Furniture	78	\$20.39	\$396,830
Wall Units, Cabinets, Other Furniture (3)	75	\$37.58	\$731,512
Major Appliances	85	\$227.93	\$4,436,969
Dishwashers and Disposals	75	\$16.66	\$324,330
Refrigerators and Freezers	84	\$65.89	\$1,282,667
Clothes Washers	86	\$40.13	\$781,103
Clothes Dryers	93	\$31.18	\$606,894
Cooking Stoves and Ovens	83	\$30.69	\$597,489
Microwave Ovens	79	\$10.65	\$207,334
Window Air Conditioners	100	\$6.75	\$131,487
Electric Floor Cleaning Equipment	84	\$18.62	\$362,372
Sewing Machines and Miscellaneous Appliances	82	\$7.36	\$143,294

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



House and Home Expenditures

Ellison Site
321 Hazelwood Dr, Pell City, Alabama, 35125
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 33.60750
Longitude: -86.28540

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	71	\$17.53	\$341,303
Housewares	79	\$56.88	\$1,107,276
Small Appliances	81	\$37.15	\$723,242
Window Coverings	70	\$14.49	\$282,044
Lamps and Other Lighting Fixtures	74	\$12.05	\$234,587
Infant Equipment	77	\$14.81	\$288,387
Rental of Furniture	133	\$9.76	\$189,923
Laundry and Cleaning Equipment	85	\$21.45	\$417,597
Closet and Storage Items	78	\$15.80	\$307,554
Luggage	68	\$6.26	\$121,924
Clocks and Other Household Decoratives	87	\$144.69	\$2,816,503
Telephones and Accessories	87	\$43.45	\$845,745
Telephone Answering Devices	72	\$0.59	\$11,413
Grills and Outdoor Equipment	91	\$35.93	\$699,385
Power Tools	99	\$51.85	\$1,009,304
Hand Tools	85	\$7.41	\$144,271
Office Furniture/Equipment for Home Use	77	\$11.39	\$221,727
Computers and Hardware for Home Use	75	\$162.69	\$3,166,853
Portable Memory	72	\$3.86	\$75,154
Computer Software	66	\$13.37	\$260,227
Computer Accessories	77	\$14.79	\$287,924
Personal Digital Assistants	81	\$5.98	\$116,417
Other Household Items (4)	82	\$77.98	\$1,517,970

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



House and Home Expenditures

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

2015 Housing Summary		2015 Demographic Summary	
Housing Units	67,386	Population	149,938
2015-2020 Percent Change	3.36%	Households	58,490
Percent Occupied	86.8%	Families	40,627
Percent Owner Households	73.2%	Median Age	39.8
Median Home Value	\$140,836	Median Household Income	\$45,264

	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	77	\$8,785.91	\$513,887,725
Mortgage Interest	75	\$3,067.14	\$179,397,053
Mortgage Principal	77	\$1,672.51	\$97,825,272
Property Taxes	73	\$1,858.09	\$108,679,754
Homeowners Insurance	90	\$433.63	\$25,363,243
Ground Rent	99	\$69.43	\$4,061,251
Maintenance and Remodeling Services	80	\$1,343.96	\$78,607,949
Maintenance and Remodeling Materials	91	\$272.90	\$15,962,191
Property Management and Security	60	\$68.23	\$3,991,012
Rented Dwellings	63	\$2,709.71	\$158,491,053
Rent	63	\$2,578.11	\$150,793,468
Rent Received as Pay	80	\$93.04	\$5,442,124
Renters' Insurance	70	\$13.26	\$775,687
Maintenance and Repair Services	74	\$15.88	\$928,793
Maintenance and Repair Materials	71	\$9.42	\$550,980
Owned Vacation Homes	66	\$399.24	\$23,351,769
Mortgage Payment	70	\$123.29	\$7,211,492
Property Taxes	70	\$103.01	\$6,025,224
Homeowners Insurance	74	\$13.16	\$769,981
Maintenance and Remodeling	57	\$134.39	\$7,860,665
Property Management and Security	79	\$25.38	\$1,484,407
Housing While Attending School	67	\$63.68	\$3,724,457
Household Operations	76	\$1,394.75	\$81,578,643
Child Care	69	\$308.05	\$18,018,035
Care for Elderly or Handicapped	58	\$45.35	\$2,652,672
Appliance Rental and Repair	84	\$20.48	\$1,197,812
Computer Information Services	80	\$355.97	\$20,820,894
Home Security System Services	87	\$31.68	\$1,852,926
Non-Apparel Household Laundry/Dry Cleaning	71	\$21.91	\$1,281,714
Housekeeping Services	64	\$105.51	\$6,171,076
Lawn and Garden	85	\$368.43	\$21,549,187
Moving/Storage/Freight Express	71	\$52.80	\$3,088,168
Installation of Computers	70	\$0.47	\$27,585
PC Repair (Personal Use)	81	\$6.65	\$389,067
Reupholstering/Furniture Repair	65	\$4.01	\$234,771
Termite/Pest Control	93	\$31.20	\$1,824,881
Water Softening Services	108	\$6.83	\$399,532
Internet Services Away from Home	78	\$8.19	\$479,027
Voice Over IP Service	63	\$8.98	\$525,165
Other Home Services (1)	69	\$18.23	\$1,066,131

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



House and Home Expenditures

Ellison Site
321 Hazelwood Dr, Pell City, Alabama, 35125
Drive Time: 30 minute radius

Prepared by Esri
Latitude: 33.60750
Longitude: -86.28540

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	86	\$4,351.00	\$254,490,017
Bottled Gas	118	\$84.35	\$4,933,467
Electricity	92	\$1,782.64	\$104,266,809
Fuel Oil	65	\$76.09	\$4,450,530
Natural Gas	72	\$385.09	\$22,523,629
Phone Services	85	\$1,426.75	\$83,450,571
Water and Other Public Services	83	\$582.03	\$34,042,885
Coal/Wood/Other Fuel	117	\$14.06	\$822,126
Housekeeping Supplies	84	\$608.29	\$35,579,056
Laundry and Cleaning Supplies	86	\$177.78	\$10,398,164
Postage and Stationery	82	\$147.74	\$8,641,140
Other HH Products (2)	84	\$282.78	\$16,539,751
Household Textiles	78	\$76.37	\$4,467,070
Bathroom Linens	78	\$10.47	\$612,175
Bedroom Linens	76	\$38.02	\$2,223,712
Kitchen and Dining Room Linens	77	\$1.95	\$113,974
Curtains and Draperies	83	\$12.20	\$713,509
Slipcovers, Decorative Pillows	66	\$3.42	\$200,030
Materials for Slipcovers/Curtains	83	\$9.33	\$545,839
Other Linens	74	\$0.99	\$57,833
Furniture	79	\$409.20	\$23,934,080
Mattresses and Box Springs	77	\$73.27	\$4,285,326
Other Bedroom Furniture	85	\$78.85	\$4,611,942
Sofas	77	\$103.17	\$6,034,684
Living Room Tables and Chairs	85	\$55.74	\$3,260,146
Kitchen, Dining Room Furniture	75	\$30.66	\$1,793,165
Infant Furniture	76	\$9.35	\$546,798
Outdoor Furniture	78	\$20.42	\$1,194,143
Wall Units, Cabinets, Other Furniture (3)	75	\$37.75	\$2,207,876
Major Appliances	84	\$226.00	\$13,218,505
Dishwashers and Disposals	75	\$16.65	\$973,904
Refrigerators and Freezers	84	\$65.34	\$3,821,712
Clothes Washers	85	\$39.83	\$2,329,694
Clothes Dryers	92	\$30.68	\$1,794,732
Cooking Stoves and Ovens	82	\$30.31	\$1,772,566
Microwave Ovens	80	\$10.80	\$631,825
Window Air Conditioners	97	\$6.54	\$382,521
Electric Floor Cleaning Equipment	84	\$18.56	\$1,085,400
Sewing Machines and Miscellaneous Appliances	81	\$7.29	\$426,151

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 22, 2015



House and Home Expenditures

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Rugs	72	\$17.80	\$1,041,414
Housewares	79	\$56.77	\$3,320,305
Small Appliances	81	\$37.01	\$2,164,463
Window Coverings	71	\$14.60	\$853,831
Lamps and Other Lighting Fixtures	75	\$12.25	\$716,530
Infant Equipment	76	\$14.65	\$856,699
Rental of Furniture	130	\$9.55	\$558,791
Laundry and Cleaning Equipment	84	\$21.18	\$1,238,545
Closet and Storage Items	77	\$15.55	\$909,764
Luggage	69	\$6.34	\$370,788
Clocks and Other Household Decoratives	85	\$142.70	\$8,346,602
Telephones and Accessories	85	\$42.76	\$2,501,293
Telephone Answering Devices	73	\$0.60	\$35,029
Grills and Outdoor Equipment	89	\$35.01	\$2,047,967
Power Tools	95	\$49.49	\$2,894,731
Hand Tools	82	\$7.21	\$421,694
Office Furniture/Equipment for Home Use	78	\$11.50	\$672,803
Computers and Hardware for Home Use	76	\$163.72	\$9,575,924
Portable Memory	73	\$3.95	\$231,122
Computer Software	67	\$13.57	\$793,571
Computer Accessories	77	\$14.81	\$865,995
Personal Digital Assistants	80	\$5.94	\$347,289
Other Household Items (4)	82	\$77.78	\$4,549,388

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks..

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, and miscellaneous household equipment and parts.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Household Budget Expenditures

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

Demographic Summary		2015	2020
Population		12,071	12,572
Households		4,879	5,081
Families		3,335	3,450
Median Age		37.5	38.4
Median Household Income		\$42,119	\$48,147

	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	71	\$50,916.63	\$248,422,238	100.0%
Food	72	\$6,166.12	\$30,084,509	12.1%
Food at Home	74	\$3,840.26	\$18,736,624	7.5%
Food Away from Home	71	\$2,325.86	\$11,347,885	4.6%
Alcoholic Beverages	66	\$368.46	\$1,797,705	0.7%
Housing	69	\$14,796.48	\$72,192,042	29.1%
Shelter	66	\$10,921.38	\$53,285,415	21.4%
Utilities, Fuel and Public Services	77	\$3,875.10	\$18,906,627	7.6%
Household Operations	68	\$1,259.64	\$6,145,799	2.5%
Housekeeping Supplies	75	\$540.67	\$2,637,925	1.1%
Household Furnishings and Equipment	72	\$1,330.18	\$6,489,949	2.6%
Apparel and Services	71	\$1,637.48	\$7,989,273	3.2%
Transportation	75	\$7,959.19	\$38,832,876	15.6%
Travel	65	\$1,275.20	\$6,221,701	2.5%
Health Care	74	\$3,523.70	\$17,192,133	6.9%
Entertainment and Recreation	71	\$2,367.41	\$11,550,604	4.6%
Personal Care Products & Services	71	\$554.92	\$2,707,432	1.1%
Education	60	\$911.44	\$4,446,901	1.8%
Smoking Products	86	\$399.86	\$1,950,900	0.8%
Miscellaneous (1)	74	\$854.54	\$4,169,287	1.7%
Support Payments/Cash Contribution/Gifts in Kind	71	\$1,765.40	\$8,613,410	3.5%
Life/Other Insurance	76	\$351.02	\$1,712,630	0.7%
Pensions and Social Security	69	\$4,854.92	\$23,687,159	9.5%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Miscellaneous includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Household Budget Expenditures

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

Demographic Summary		2015	2020
Population		48,575	50,816
Households		19,466	20,409
Families		13,731	14,295
Median Age		39.9	41.2
Median Household Income		\$47,848	\$52,838

	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	79	\$56,646.72	\$1,102,685,007	100.0%
Food	81	\$6,866.40	\$133,661,328	12.1%
Food at Home	82	\$4,300.07	\$83,705,093	7.6%
Food Away from Home	78	\$2,566.33	\$49,956,235	4.5%
Alcoholic Beverages	72	\$398.43	\$7,755,822	0.7%
Housing	75	\$16,127.61	\$313,939,989	28.5%
Shelter	72	\$11,762.32	\$228,965,410	20.8%
Utilities, Fuel and Public Services	86	\$4,365.28	\$84,974,579	7.7%
Household Operations	75	\$1,389.10	\$27,040,184	2.5%
Housekeeping Supplies	85	\$613.21	\$11,936,790	1.1%
Household Furnishings and Equipment	81	\$1,489.53	\$28,995,262	2.6%
Apparel and Services	78	\$1,797.77	\$34,995,297	3.2%
Transportation	85	\$8,980.90	\$174,822,224	15.9%
Travel	73	\$1,420.71	\$27,655,499	2.5%
Health Care	86	\$4,057.12	\$78,975,905	7.2%
Entertainment and Recreation	80	\$2,665.26	\$51,881,974	4.7%
Personal Care Products & Services	79	\$615.21	\$11,975,636	1.1%
Education	64	\$967.72	\$18,837,623	1.7%
Smoking Products	98	\$457.37	\$8,903,094	0.8%
Miscellaneous (1)	84	\$978.22	\$19,042,041	1.7%
Support Payments/Cash Contribution/Gifts in Kind	80	\$2,010.06	\$39,127,833	3.5%
Life/Other Insurance	89	\$408.92	\$7,960,069	0.7%
Pensions and Social Security	76	\$5,403.19	\$105,178,437	9.5%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Miscellaneous includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Household Budget Expenditures

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

Demographic Summary		2015	2020
Population		149,938	154,483
Households		58,490	60,357
Families		40,627	41,664
Median Age		39.8	41.1
Median Household Income		\$45,264	\$51,472

	Spending Index	Average Amount Spent	Total	Percent
Total Expenditures	79	\$56,764.49	\$3,320,154,863	100.0%
Food	81	\$6,858.98	\$401,181,500	12.1%
Food at Home	82	\$4,290.04	\$250,924,645	7.6%
Food Away from Home	78	\$2,568.93	\$150,256,854	4.5%
Alcoholic Beverages	73	\$404.06	\$23,633,203	0.7%
Housing	76	\$16,309.54	\$953,945,021	28.7%
Shelter	73	\$11,958.54	\$699,455,004	21.1%
Utilities, Fuel and Public Services	86	\$4,351.00	\$254,490,017	7.7%
Household Operations	76	\$1,394.75	\$81,578,643	2.5%
Housekeeping Supplies	84	\$608.29	\$35,579,056	1.1%
Household Furnishings and Equipment	81	\$1,486.31	\$86,934,193	2.6%
Apparel and Services	78	\$1,806.27	\$105,648,760	3.2%
Transportation	84	\$8,915.47	\$521,465,980	15.7%
Travel	73	\$1,429.89	\$83,634,525	2.5%
Health Care	85	\$4,031.51	\$235,803,114	7.1%
Entertainment and Recreation	80	\$2,657.55	\$155,440,122	4.7%
Personal Care Products & Services	79	\$616.70	\$36,070,840	1.1%
Education	66	\$999.07	\$58,435,492	1.8%
Smoking Products	97	\$452.82	\$26,485,633	0.8%
Miscellaneous (1)	84	\$974.85	\$57,018,774	1.7%
Support Payments/Cash Contribution/Gifts in Kind	80	\$2,009.63	\$117,543,241	3.5%
Life/Other Insurance	87	\$403.49	\$23,600,245	0.7%
Pensions and Social Security	76	\$5,405.31	\$316,156,522	9.5%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Miscellaneous includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/fines, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Market Profile

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Times: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	10 minutes	20 minutes	30 minutes
Population Summary			
2000 Total Population	9,872	37,911	129,566
2010 Total Population	11,656	46,319	145,682
2015 Total Population	12,071	48,575	149,938
2015 Group Quarters	145	468	4,578
2020 Total Population	12,572	50,816	154,483
2015-2020 Annual Rate	0.82%	0.91%	0.60%
Household Summary			
2000 Households	3,945	14,770	49,611
2000 Average Household Size	2.47	2.52	2.50
2010 Households	4,689	18,444	56,658
2010 Average Household Size	2.45	2.49	2.49
2015 Households	4,879	19,466	58,490
2015 Average Household Size	2.44	2.47	2.49
2020 Households	5,081	20,409	60,357
2020 Average Household Size	2.45	2.47	2.48
2015-2020 Annual Rate	0.81%	0.95%	0.63%
2010 Families	3,244	13,163	39,785
2010 Average Family Size	2.95	2.95	2.98
2015 Families	3,335	13,731	40,627
2015 Average Family Size	2.96	2.95	2.99
2020 Families	3,450	14,295	41,664
2020 Average Family Size	2.98	2.96	3.00
2015-2020 Annual Rate	0.68%	0.81%	0.51%
Housing Unit Summary			
2000 Housing Units	4,559	17,115	55,752
Owner Occupied Housing Units	64.8%	70.6%	68.9%
Renter Occupied Housing Units	21.7%	15.7%	20.0%
Vacant Housing Units	13.5%	13.7%	11.0%
2010 Housing Units	5,357	21,427	64,821
Owner Occupied Housing Units	56.8%	65.6%	65.1%
Renter Occupied Housing Units	30.7%	20.4%	22.3%
Vacant Housing Units	12.5%	13.9%	12.6%
2015 Housing Units	5,587	22,568	67,386
Owner Occupied Housing Units	55.4%	64.5%	63.5%
Renter Occupied Housing Units	31.9%	21.7%	23.3%
Vacant Housing Units	12.7%	13.7%	13.2%
2020 Housing Units	5,814	23,570	69,647
Owner Occupied Housing Units	55.6%	64.8%	63.5%
Renter Occupied Housing Units	31.8%	21.8%	23.2%
Vacant Housing Units	12.6%	13.4%	13.3%
Median Household Income			
2015	\$42,119	\$47,848	\$45,264
2020	\$48,147	\$52,838	\$51,472
Median Home Value			
2015	\$116,099	\$138,552	\$140,836
2020	\$148,237	\$167,006	\$169,338
Per Capita Income			
2015	\$20,986	\$23,288	\$23,072
2020	\$23,435	\$26,019	\$25,855
Median Age			
2010	36.8	38.7	38.6
2015	37.5	39.9	39.8
2020	38.4	41.2	41.1

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Times: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	10 minutes	20 minutes	30 minutes
2015 Households by Income			
Household Income Base	4,879	19,466	58,485
<\$15,000	16.4%	14.1%	15.8%
\$15,000 - \$24,999	12.1%	11.3%	12.5%
\$25,000 - \$34,999	13.2%	12.2%	11.3%
\$35,000 - \$49,999	15.1%	13.9%	13.9%
\$50,000 - \$74,999	20.1%	20.5%	19.1%
\$75,000 - \$99,999	12.8%	12.7%	11.6%
\$100,000 - \$149,999	8.0%	11.3%	11.1%
\$150,000 - \$199,999	1.4%	2.8%	2.8%
\$200,000+	1.0%	1.2%	1.8%
Average Household Income	\$52,705	\$58,674	\$58,803
2020 Households by Income			
Household Income Base	5,081	20,409	60,352
<\$15,000	14.9%	12.8%	14.5%
\$15,000 - \$24,999	9.1%	8.8%	9.6%
\$25,000 - \$34,999	12.3%	11.3%	10.4%
\$35,000 - \$49,999	15.0%	13.5%	13.7%
\$50,000 - \$74,999	21.3%	21.3%	20.1%
\$75,000 - \$99,999	15.5%	15.0%	13.7%
\$100,000 - \$149,999	9.0%	12.2%	12.2%
\$150,000 - \$199,999	1.7%	3.6%	3.7%
\$200,000+	1.2%	1.4%	2.0%
Average Household Income	\$58,900	\$65,430	\$65,866
2015 Owner Occupied Housing Units by Value			
Total	3,096	14,560	42,814
<\$50,000	15.2%	12.5%	12.3%
\$50,000 - \$99,999	27.4%	21.2%	20.8%
\$100,000 - \$149,999	22.8%	21.2%	20.7%
\$150,000 - \$199,999	17.5%	20.6%	18.0%
\$200,000 - \$249,999	8.3%	10.0%	10.6%
\$250,000 - \$299,999	3.9%	5.6%	6.5%
\$300,000 - \$399,999	2.5%	4.8%	6.2%
\$400,000 - \$499,999	1.3%	2.2%	2.3%
\$500,000 - \$749,999	0.6%	1.5%	1.8%
\$750,000 - \$999,999	0.3%	0.3%	0.4%
\$1,000,000 +	0.1%	0.2%	0.4%
Average Home Value	\$134,809	\$160,692	\$170,027
2020 Owner Occupied Housing Units by Value			
Total	3,234	15,262	44,211
<\$50,000	12.2%	9.3%	9.3%
\$50,000 - \$99,999	19.2%	14.6%	14.4%
\$100,000 - \$149,999	19.3%	17.9%	18.3%
\$150,000 - \$199,999	22.1%	24.1%	20.8%
\$200,000 - \$249,999	12.7%	13.8%	14.0%
\$250,000 - \$299,999	6.4%	8.1%	8.9%
\$300,000 - \$399,999	3.8%	6.2%	7.5%
\$400,000 - \$499,999	2.2%	3.0%	3.0%
\$500,000 - \$749,999	1.2%	2.1%	2.6%
\$750,000 - \$999,999	0.7%	0.5%	0.7%
\$1,000,000 +	0.1%	0.2%	0.5%
Average Home Value	\$165,422	\$187,795	\$196,884

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Times: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	10 minutes	20 minutes	30 minutes
2010 Population by Age			
Total	11,657	46,318	145,682
0 - 4	7.2%	6.7%	6.5%
5 - 9	6.9%	6.4%	6.3%
10 - 14	6.6%	6.5%	6.4%
15 - 24	13.2%	12.1%	12.3%
25 - 34	13.8%	13.4%	13.6%
35 - 44	12.9%	13.6%	13.7%
45 - 54	14.3%	14.8%	15.0%
55 - 64	11.8%	12.8%	12.7%
65 - 74	7.4%	8.2%	7.8%
75 - 84	4.5%	4.2%	4.3%
85 +	1.4%	1.3%	1.5%
18 +	75.0%	76.3%	76.7%
2015 Population by Age			
Total	12,071	48,575	149,940
0 - 4	6.9%	6.3%	6.1%
5 - 9	7.0%	6.6%	6.4%
10 - 14	6.6%	6.2%	6.2%
15 - 24	12.1%	11.2%	11.5%
25 - 34	14.2%	13.2%	13.3%
35 - 44	12.7%	13.3%	13.4%
45 - 54	13.2%	13.9%	13.9%
55 - 64	12.7%	13.6%	13.7%
65 - 74	8.9%	9.9%	9.4%
75 - 84	4.4%	4.4%	4.5%
85 +	1.4%	1.4%	1.6%
18 +	76.2%	77.5%	77.8%
2020 Population by Age			
Total	12,573	50,816	154,482
0 - 4	6.7%	6.0%	5.9%
5 - 9	6.7%	6.3%	6.1%
10 - 14	7.1%	6.8%	6.7%
15 - 24	11.2%	10.5%	10.8%
25 - 34	13.4%	11.8%	12.1%
35 - 44	13.5%	13.6%	13.7%
45 - 54	12.0%	13.1%	13.1%
55 - 64	13.0%	14.0%	13.9%
65 - 74	9.9%	11.0%	10.7%
75 - 84	4.8%	5.3%	5.2%
85 +	1.6%	1.6%	1.8%
18 +	75.7%	77.2%	77.6%
2010 Population by Sex			
Males	5,579	22,600	71,742
Females	6,077	23,719	73,940
2015 Population by Sex			
Males	5,829	23,836	74,263
Females	6,242	24,739	75,675
2020 Population by Sex			
Males	6,112	25,056	76,751
Females	6,460	25,760	77,732

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Times: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	10 minutes	20 minutes	30 minutes
2010 Population by Race/Ethnicity			
Total	11,657	46,319	145,681
White Alone	85.0%	84.6%	75.7%
Black Alone	11.2%	11.9%	20.1%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.6%	0.7%	0.6%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.3%	1.0%	1.8%
Two or More Races	1.6%	1.4%	1.4%
Hispanic Origin	2.5%	2.2%	3.4%
Diversity Index	30.0	30.0	42.7
2015 Population by Race/Ethnicity			
Total	12,072	48,575	149,938
White Alone	83.3%	82.9%	74.4%
Black Alone	12.3%	12.9%	20.9%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	0.8%	0.9%	0.8%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.5%	1.1%	1.9%
Two or More Races	1.8%	1.7%	1.6%
Hispanic Origin	3.0%	2.6%	3.7%
Diversity Index	33.2	33.1	44.6
2020 Population by Race/Ethnicity			
Total	12,573	50,815	154,483
White Alone	81.4%	81.1%	73.0%
Black Alone	13.4%	13.9%	21.6%
American Indian Alone	0.3%	0.4%	0.4%
Asian Alone	1.0%	1.2%	1.0%
Pacific Islander Alone	0.1%	0.1%	0.0%
Some Other Race Alone	1.8%	1.3%	2.0%
Two or More Races	2.1%	2.0%	1.9%
Hispanic Origin	3.6%	3.1%	4.2%
Diversity Index	36.7	36.3	46.6
2010 Population by Relationship and Household Type			
Total	11,656	46,319	145,681
In Households	98.7%	99.0%	97.0%
In Family Households	84.6%	85.7%	83.4%
Householder	27.3%	28.1%	27.2%
Spouse	19.1%	21.0%	19.6%
Child	32.2%	31.1%	30.9%
Other relative	3.7%	3.5%	3.7%
Nonrelative	2.4%	2.0%	2.0%
In Nonfamily Households	14.1%	13.3%	13.6%
In Group Quarters	1.3%	1.0%	3.0%
Institutionalized Population	1.1%	0.9%	2.8%
Noninstitutionalized Population	0.1%	0.1%	0.2%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Times: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	10 minutes	20 minutes	30 minutes
2015 Population 25+ by Educational Attainment			
Total	8,147	33,845	104,606
Less than 9th Grade	4.4%	3.9%	4.7%
9th - 12th Grade, No Diploma	11.8%	11.2%	12.2%
High School Graduate	29.5%	27.7%	27.4%
GED/Alternative Credential	8.2%	7.0%	7.0%
Some College, No Degree	25.2%	24.9%	23.0%
Associate Degree	6.3%	8.7%	8.1%
Bachelor's Degree	9.7%	11.1%	11.5%
Graduate/Professional Degree	5.0%	5.6%	6.1%
2015 Population 15+ by Marital Status			
Total	9,613	39,297	121,848
Never Married	21.7%	20.7%	26.2%
Married	52.2%	56.5%	51.5%
Widowed	9.6%	7.9%	7.9%
Divorced	16.5%	14.9%	14.4%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	89.7%	92.2%	91.0%
Civilian Unemployed	10.3%	7.8%	9.0%
2015 Employed Population 16+ by Industry			
Total	4,729	20,174	60,584
Agriculture/Mining	0.6%	0.9%	0.9%
Construction	7.6%	7.9%	7.2%
Manufacturing	15.0%	15.0%	15.0%
Wholesale Trade	2.7%	3.3%	3.1%
Retail Trade	16.0%	13.0%	12.0%
Transportation/Utilities	3.9%	5.9%	5.7%
Information	2.7%	2.0%	1.8%
Finance/Insurance/Real Estate	5.6%	6.1%	5.9%
Services	36.6%	40.3%	43.2%
Public Administration	9.3%	5.5%	5.3%
2015 Employed Population 16+ by Occupation			
Total	4,728	20,170	60,586
White Collar	53.9%	54.6%	54.2%
Management/Business/Financial	12.9%	12.3%	12.0%
Professional	17.7%	16.4%	17.3%
Sales	10.5%	12.5%	11.2%
Administrative Support	12.7%	13.4%	13.8%
Services	19.1%	16.0%	16.8%
Blue Collar	26.9%	29.3%	28.9%
Farming/Forestry/Fishing	0.1%	0.3%	0.3%
Construction/Extraction	6.2%	6.1%	6.4%
Installation/Maintenance/Repair	3.8%	6.7%	5.5%
Production	9.2%	8.3%	9.0%
Transportation/Material Moving	7.6%	7.9%	7.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Times: 10, 20, 30 minute radii

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

	10 minutes	20 minutes	30 minutes
2010 Households by Type			
Total	4,689	18,444	56,657
Households with 1 Person	26.7%	24.5%	25.6%
Households with 2+ People	73.3%	75.5%	74.4%
Family Households	69.2%	71.4%	70.2%
Husband-wife Families	48.4%	53.4%	50.8%
With Related Children	21.6%	22.4%	21.1%
Other Family (No Spouse Present)	20.8%	18.0%	19.5%
Other Family with Male Householder	5.4%	4.8%	4.7%
With Related Children	3.4%	2.9%	2.6%
Other Family with Female Householder	15.4%	13.1%	14.7%
With Related Children	10.1%	8.5%	9.4%
Nonfamily Households	4.2%	4.1%	4.2%
All Households with Children	35.4%	34.1%	33.6%
Multigenerational Households	4.7%	4.7%	5.0%
Unmarried Partner Households	5.9%	5.2%	5.1%
Male-female	5.2%	4.5%	4.4%
Same-sex	0.6%	0.7%	0.7%
2010 Households by Size			
Total	4,690	18,444	56,657
1 Person Household	26.7%	24.5%	25.6%
2 Person Household	33.4%	35.3%	34.3%
3 Person Household	17.9%	17.9%	18.0%
4 Person Household	12.9%	13.6%	13.3%
5 Person Household	5.9%	5.6%	5.6%
6 Person Household	2.0%	1.9%	2.1%
7 + Person Household	1.3%	1.1%	1.1%
2010 Households by Tenure and Mortgage Status			
Total	4,689	18,444	56,658
Owner Occupied	64.9%	76.3%	74.5%
Owned with a Mortgage/Loan	40.3%	49.4%	47.7%
Owned Free and Clear	24.6%	26.9%	26.8%
Renter Occupied	35.1%	23.7%	25.5%

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 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Market Profile

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	10 minutes	20 minutes	30 minutes
Top 3 Tapestry Segments			
1.	Southern Satellites (10A)	Southern Satellites (10A)	Southern Satellites (10A)
2.	Middleburg (4C)	Rooted Rural (10B)	Middleburg (4C)
3.	Front Porches (8E)	Middleburg (4C)	Rural Bypasses (10E)
2015 Consumer Spending			
Apparel & Services: Total \$	\$7,989,273	\$34,995,297	\$105,648,760
Average Spent	\$1,637.48	\$1,797.77	\$1,806.27
Spending Potential Index	71	78	78
Computers & Accessories: Total \$	\$866,657	\$3,790,158	\$11,466,612
Average Spent	\$177.63	\$194.71	\$196.04
Spending Potential Index	68	75	75
Education: Total \$	\$4,446,901	\$18,837,623	\$58,435,492
Average Spent	\$911.44	\$967.72	\$999.07
Spending Potential Index	60	64	66
Entertainment/Recreation: Total \$	\$11,550,604	\$51,881,974	\$155,440,122
Average Spent	\$2,367.41	\$2,665.26	\$2,657.55
Spending Potential Index	71	80	80
Food at Home: Total \$	\$18,736,624	\$83,705,093	\$250,924,645
Average Spent	\$3,840.26	\$4,300.07	\$4,290.04
Spending Potential Index	74	82	82
Food Away from Home: Total \$	\$11,347,885	\$49,956,235	\$150,256,854
Average Spent	\$2,325.86	\$2,566.33	\$2,568.93
Spending Potential Index	71	78	78
Health Care: Total \$	\$17,192,133	\$78,975,905	\$235,803,114
Average Spent	\$3,523.70	\$4,057.12	\$4,031.51
Spending Potential Index	74	86	85
HH Furnishings & Equipment: Total \$	\$6,489,949	\$28,995,262	\$86,934,193
Average Spent	\$1,330.18	\$1,489.53	\$1,486.31
Spending Potential Index	72	81	81
Investments: Total \$	\$8,565,770	\$39,856,100	\$115,154,665
Average Spent	\$1,755.64	\$2,047.47	\$1,968.79
Spending Potential Index	64	74	71
Retail Goods: Total \$	\$92,264,112	\$416,767,732	\$1,243,677,891
Average Spent	\$18,910.46	\$21,410.03	\$21,263.09
Spending Potential Index	74	84	83
Shelter: Total \$	\$53,285,415	\$228,965,410	\$699,455,004
Average Spent	\$10,921.38	\$11,762.32	\$11,958.54
Spending Potential Index	66	72	73
TV/Video/Audio: Total \$	\$4,772,286	\$21,203,218	\$63,813,004
Average Spent	\$978.13	\$1,089.24	\$1,091.01
Spending Potential Index	75	83	83
Travel: Total \$	\$6,221,701	\$27,655,499	\$83,634,525
Average Spent	\$1,275.20	\$1,420.71	\$1,429.89
Spending Potential Index	65	73	73
Vehicle Maintenance & Repairs: Total \$	\$3,885,110	\$17,297,383	\$51,961,983
Average Spent	\$796.29	\$888.59	\$888.39
Spending Potential Index	71	80	80

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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.



Net Worth Profile

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	11,656	12,071	12,572	501	0.82%
Median Age	36.8	37.5	38.4	0.9	0.48%
Households	4,689	4,879	5,081	202	0.81%
Average Household Size	2.45	2.44	2.45	0.01	0.08%

2015 Households by Net Worth	Number	Percent
Total	4,879	100.0%
<\$15,000	1,765	36.2%
\$15,000-\$34,999	467	9.6%
\$35,000-\$49,999	244	5.0%
\$50,000-\$74,999	348	7.1%
\$75,000-\$99,999	252	5.2%
\$100,000-\$149,999	391	8.0%
\$150,000-\$249,999	513	10.5%
\$250,000-\$500,000	508	10.4%
\$500,000+	392	8.0%
Median Net Worth	\$47,332	
Average Net Worth	\$263,303	

2015 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	210	833	840	918	911	698	467
<\$15,000	139	485	361	376	238	87	79
\$15,000-\$34,999	36	114	104	93	65	29	27
\$35,000-\$49,999	10	40	59	45	42	36	12
\$50,000-\$99,999	16	104	131	112	107	77	52
\$100,000-\$149,999	7	42	56	60	82	91	52
\$150,000-\$249,999	2	31	71	86	105	125	94
\$250,000+	0	17	59	145	273	253	152
Median Net Worth	\$11,331	\$12,881	\$23,742	\$31,541	\$101,820	\$166,034	\$158,174
Average Net Worth	\$26,398	\$47,831	\$106,821	\$184,770	\$411,947	\$599,791	\$398,250

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



Net Worth Profile

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 20 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	46,319	48,575	50,816	2,241	0.91%
Median Age	38.7	39.9	41.2	1.3	0.64%
Households	18,444	19,466	20,409	943	0.95%
Average Household Size	2.49	2.47	2.47	0.00	0.00%

2015 Households by Net Worth	Number	Percent
Total	19,466	100.0%
<\$15,000	5,620	28.9%
\$15,000-\$34,999	1,512	7.8%
\$35,000-\$49,999	885	4.5%
\$50,000-\$74,999	1,329	6.8%
\$75,000-\$99,999	1,047	5.4%
\$100,000-\$149,999	1,637	8.4%
\$150,000-\$249,999	2,312	11.9%
\$250,000-\$500,000	2,717	14.0%
\$500,000+	2,406	12.4%
Median Net Worth	\$83,102	
Average Net Worth	\$405,105	

2015 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	620	2,898	3,411	3,744	3,874	3,038	1,879
<\$15,000	372	1,389	1,271	1,171	831	330	256
\$15,000-\$34,999	114	343	333	313	229	97	83
\$35,000-\$49,999	44	168	220	147	153	115	38
\$50,000-\$99,999	56	457	528	444	398	294	199
\$100,000-\$149,999	22	214	273	269	339	348	172
\$150,000-\$249,999	10	173	372	457	463	485	352
\$250,000+	2	153	414	943	1,462	1,369	779
Median Net Worth	\$12,500	\$17,120	\$41,025	\$71,370	\$147,593	\$209,837	\$193,407
Average Net Worth	\$30,937	\$79,650	\$168,436	\$313,644	\$576,814	\$851,960	\$566,321

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



Net Worth Profile

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 30 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

Summary	Census 2010	2015	2020	2015-2020 Change	2015-2020 Annual Rate
Population	145,682	149,938	154,483	4,545	0.60%
Median Age	38.6	39.8	41.1	1.3	0.64%
Households	56,658	58,490	60,357	1,867	0.63%
Average Household Size	2.49	2.49	2.48	-0.01	-0.08%

2015 Households by Net Worth	Number	Percent
Total	58,485	100.0%
<\$15,000	17,887	30.6%
\$15,000-\$34,999	4,454	7.6%
\$35,000-\$49,999	2,547	4.4%
\$50,000-\$74,999	3,855	6.6%
\$75,000-\$99,999	2,966	5.1%
\$100,000-\$149,999	4,720	8.1%
\$150,000-\$249,999	6,767	11.6%
\$250,000-\$500,000	8,035	13.7%
\$500,000+	7,253	12.4%
Median Net Worth	\$78,557	
Average Net Worth	\$420,162	

2015 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	1,843	8,505	10,114	11,165	11,918	8,813	6,126
<\$15,000	1,152	4,098	3,884	3,685	2,959	1,177	933
\$15,000-\$34,999	321	950	966	909	720	305	282
\$35,000-\$49,999	113	450	637	423	480	320	124
\$50,000-\$99,999	146	1,280	1,436	1,299	1,176	851	634
\$100,000-\$149,999	65	623	797	735	920	967	612
\$150,000-\$249,999	37	537	1,064	1,269	1,346	1,314	1,200
\$250,000+	8	568	1,330	2,846	4,318	3,880	2,339
Median Net Worth	\$11,992	\$16,996	\$39,106	\$66,292	\$130,795	\$200,018	\$179,328
Average Net Worth	\$30,400	\$96,258	\$209,376	\$345,114	\$603,556	\$841,262	\$509,377

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2015 and 2020.



Retail Goods and Services Expenditures

Ellison Site
 321 Hazelwood Dr, Pell City, Alabama, 35125
 Drive Time: 10 minute radius

Prepared by Esri
 Latitude: 33.60750
 Longitude: -86.28540

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Southern Satellites (10A)	25.8%	Population	12,071	12,572
Middleburg (4C)	23.1%	Households	4,879	5,081
Front Porches (8E)	21.2%	Families	3,335	3,450
Rural Bypasses (10E)	11.1%	Median Age	37.5	38.4
Small Town Simplicity (12C)	8.6%	Median Household Income	\$42,119	\$48,147
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		71	\$1,637.48	\$7,989,273
Men's		70	\$303.10	\$1,478,839
Women's		70	\$566.27	\$2,762,836
Children's		73	\$271.49	\$1,324,607
Footwear		73	\$332.27	\$1,621,154
Watches & Jewelry		67	\$96.58	\$471,237
Apparel Products and Services (1)		69	\$67.76	\$330,601
Computer				
Computers and Hardware for Home Use		68	\$148.04	\$722,309
Portable Memory		67	\$3.61	\$17,636
Computer Software		63	\$12.72	\$62,042
Computer Accessories		69	\$13.25	\$64,670
Entertainment & Recreation		71	\$2,367.41	\$11,550,604
Fees and Admissions		61	\$395.97	\$1,931,962
Membership Fees for Clubs (2)		62	\$105.65	\$515,470
Fees for Participant Sports, excl. Trips		62	\$74.86	\$365,259
Admission to Movie/Theatre/Opera/Ballet		63	\$104.62	\$510,438
Admission to Sporting Events, excl. Trips		63	\$41.65	\$203,189
Fees for Recreational Lessons		56	\$68.82	\$335,778
Dating Services		62	\$0.37	\$1,828
TV/Video/Audio		75	\$978.13	\$4,772,286
Cable and Satellite Television Services		77	\$691.69	\$3,374,736
Televisions		71	\$104.88	\$511,720
Satellite Dishes		69	\$1.09	\$5,334
VCRs, Video Cameras, and DVD Players		71	\$7.77	\$37,914
Miscellaneous Video Equipment		69	\$7.42	\$36,200
Video Cassettes and DVDs		72	\$23.18	\$113,074
Video Game Hardware/Accessories		75	\$17.27	\$84,238
Video Game Software		74	\$20.24	\$98,756
Streaming/Downloaded Video		61	\$3.52	\$17,171
Rental of Video Cassettes and DVDs		72	\$16.95	\$82,686
Installation of Televisions		61	\$0.68	\$3,322
Audio (3)		65	\$79.57	\$388,226
Rental and Repair of TV/Radio/Sound Equipment		72	\$3.88	\$18,910
Pets		77	\$438.85	\$2,141,130
Toys and Games (4)		71	\$87.10	\$424,964
Recreational Vehicles and Fees (5)		72	\$155.94	\$760,837
Sports/Recreation/Exercise Equipment (6)		75	\$142.06	\$693,120
Photo Equipment and Supplies (7)		65	\$53.09	\$259,011
Reading (8)		68	\$102.76	\$501,370
Catered Affairs (9)		57	\$13.51	\$65,925
Food		72	\$6,166.12	\$30,084,509
Food at Home		74	\$3,840.26	\$18,736,624
Bakery and Cereal Products		73	\$533.67	\$2,603,779
Meats, Poultry, Fish, and Eggs		75	\$860.60	\$4,198,854
Dairy Products		73	\$412.80	\$2,014,052
Fruits and Vegetables		71	\$697.25	\$3,401,868
Snacks and Other Food at Home (10)		74	\$1,335.94	\$6,518,070
Food Away from Home		71	\$2,325.86	\$11,347,885
Alcoholic Beverages		66	\$368.46	\$1,797,705
Nonalcoholic Beverages at Home		75	\$375.93	\$1,834,168

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Ellison Site
321 Hazelwood Dr, Pell City, Alabama, 35125
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 33.60750
Longitude: -86.28540

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	64	\$1,755.64	\$8,565,770
Vehicle Loans	76	\$3,217.49	\$15,698,122
Health			
Nonprescription Drugs	78	\$100.85	\$492,069
Prescription Drugs	79	\$393.47	\$1,919,744
Eyeglasses and Contact Lenses	71	\$64.18	\$313,148
Home			
Mortgage Payment and Basics (11)	68	\$6,347.82	\$30,971,004
Maintenance and Remodeling Services	69	\$1,168.38	\$5,700,534
Maintenance and Remodeling Materials (12)	78	\$233.61	\$1,139,790
Utilities, Fuel, and Public Services	77	\$3,875.10	\$18,906,627
Household Furnishings and Equipment			
Household Textiles (13)	70	\$68.54	\$334,390
Furniture	71	\$368.11	\$1,796,033
Rugs	62	\$15.23	\$74,302
Major Appliances (14)	74	\$200.00	\$975,780
Housewares (15)	70	\$50.85	\$248,106
Small Appliances	72	\$32.99	\$160,948
Luggage	63	\$5.78	\$28,192
Telephones and Accessories	76	\$38.19	\$186,352
Household Operations			
Child Care	65	\$288.96	\$1,409,858
Lawn and Garden (16)	73	\$318.75	\$1,555,169
Moving/Storage/Freight Express	67	\$49.87	\$243,329
Housekeeping Supplies (17)	75	\$540.67	\$2,637,925
Insurance			
Owners and Renters Insurance	77	\$388.86	\$1,897,237
Vehicle Insurance	74	\$903.68	\$4,409,069
Life/Other Insurance	76	\$351.02	\$1,712,630
Health Insurance	74	\$1,953.66	\$9,531,902
Personal Care Products (18)	74	\$345.32	\$1,684,817
School Books and Supplies (19)	71	\$127.96	\$624,332
Smoking Products	86	\$399.86	\$1,950,900
Transportation			
Vehicle Purchases (Net Outlay) (20)	76	\$3,088.52	\$15,068,902
Gasoline and Motor Oil	78	\$2,746.67	\$13,400,992
Vehicle Maintenance and Repairs	71	\$796.29	\$3,885,110
Travel			
Airline Fares	60	\$286.16	\$1,396,152
Lodging on Trips	66	\$299.12	\$1,459,428
Auto/Truck/Van Rental on Trips	61	\$20.50	\$100,012
Food and Drink on Trips	67	\$313.44	\$1,529,268

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Ellison Site
321 Hazelwood Dr, Pell City, Alabama, 35125
Drive Time: 10 minute radius

Prepared by Esri
Latitude: 33.60750
Longitude: -86.28540

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2015 and 2020; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

December 22, 2015



Retail Goods and Services Expenditures

Ellison Site
321 Hazelwood Dr, Pell City, Alabama, 35125
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 33.60750
Longitude: -86.28540

Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Southern Satellites (10A)	27.6%	Population	48,575	50,816
Rooted Rural (10B)	15.2%	Households	19,466	20,409
Middleburg (4C)	15.1%	Families	13,731	14,295
Front Porches (8E)	10.2%	Median Age	39.9	41.2
Rural Bypasses (10E)	8.5%	Median Household Income	\$47,848	\$52,838
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		78	\$1,797.77	\$34,995,297
Men's		77	\$333.17	\$6,485,510
Women's		77	\$624.20	\$12,150,649
Children's		79	\$294.78	\$5,738,225
Footwear		80	\$366.31	\$7,130,588
Watches & Jewelry		72	\$104.83	\$2,040,691
Apparel Products and Services (1)		76	\$74.47	\$1,449,634
Computer				
Computers and Hardware for Home Use		75	\$162.69	\$3,166,853
Portable Memory		72	\$3.86	\$75,154
Computer Software		66	\$13.37	\$260,227
Computer Accessories		77	\$14.79	\$287,924
Entertainment & Recreation		80	\$2,665.26	\$51,881,974
Fees and Admissions		66	\$426.36	\$8,299,470
Membership Fees for Clubs (2)		67	\$114.34	\$2,225,693
Fees for Participant Sports, excl. Trips		66	\$79.67	\$1,550,857
Admission to Movie/Theatre/Opera/Ballet		68	\$111.79	\$2,176,084
Admission to Sporting Events, excl. Trips		70	\$46.54	\$905,869
Fees for Recreational Lessons		60	\$73.65	\$1,433,710
Dating Services		62	\$0.37	\$7,258
TV/Video/Audio		83	\$1,089.24	\$21,203,218
Cable and Satellite Television Services		87	\$778.69	\$15,157,932
Televisions		78	\$114.86	\$2,235,919
Satellite Dishes		78	\$1.23	\$23,914
VCRs, Video Cameras, and DVD Players		77	\$8.49	\$165,272
Miscellaneous Video Equipment		74	\$7.92	\$154,141
Video Cassettes and DVDs		78	\$25.17	\$489,888
Video Game Hardware/Accessories		80	\$18.45	\$359,244
Video Game Software		80	\$21.86	\$425,463
Streaming/Downloaded Video		63	\$3.62	\$70,494
Rental of Video Cassettes and DVDs		78	\$18.41	\$358,332
Installation of Televisions		66	\$0.74	\$14,335
Audio (3)		69	\$85.43	\$1,663,045
Rental and Repair of TV/Radio/Sound Equipment		81	\$4.38	\$85,238
Pets		90	\$513.28	\$9,991,450
Toys and Games (4)		78	\$96.26	\$1,873,885
Recreational Vehicles and Fees (5)		87	\$189.68	\$3,692,390
Sports/Recreation/Exercise Equipment (6)		86	\$163.13	\$3,175,453
Photo Equipment and Supplies (7)		71	\$57.30	\$1,115,444
Reading (8)		76	\$115.82	\$2,254,484
Catered Affairs (9)		60	\$14.19	\$276,180
Food		81	\$6,866.40	\$133,661,328
Food at Home		82	\$4,300.07	\$83,705,093
Bakery and Cereal Products		82	\$598.97	\$11,659,625
Meats, Poultry, Fish, and Eggs		84	\$962.52	\$18,736,334
Dairy Products		83	\$465.36	\$9,058,759
Fruits and Vegetables		78	\$773.18	\$15,050,654
Snacks and Other Food at Home (10)		84	\$1,500.04	\$29,199,721
Food Away from Home		78	\$2,566.33	\$49,956,235
Alcoholic Beverages		72	\$398.43	\$7,755,822
Nonalcoholic Beverages at Home		85	\$422.06	\$8,215,752

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Retail Goods and Services Expenditures

Ellison Site
321 Hazelwood Dr, Pell City, Alabama, 35125
Drive Time: 20 minute radius

Prepared by Esri
Latitude: 33.60750
Longitude: -86.28540

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	74	\$2,047.47	\$39,856,100
Vehicle Loans	85	\$3,604.41	\$70,163,531
Health			
Nonprescription Drugs	90	\$116.52	\$2,268,151
Prescription Drugs	92	\$459.95	\$8,953,330
Eyeglasses and Contact Lenses	82	\$73.91	\$1,438,781
Home			
Mortgage Payment and Basics (11)	76	\$7,138.12	\$138,950,619
Maintenance and Remodeling Services	80	\$1,355.38	\$26,383,905
Maintenance and Remodeling Materials (12)	95	\$284.14	\$5,531,014
Utilities, Fuel, and Public Services	86	\$4,365.28	\$84,974,579
Household Furnishings and Equipment			
Household Textiles (13)	77	\$75.82	\$1,475,846
Furniture	79	\$405.62	\$7,895,717
Rugs	71	\$17.53	\$341,303
Major Appliances (14)	85	\$227.93	\$4,436,969
Housewares (15)	79	\$56.88	\$1,107,276
Small Appliances	81	\$37.15	\$723,242
Luggage	68	\$6.26	\$121,924
Telephones and Accessories	87	\$43.45	\$845,745
Household Operations			
Child Care	68	\$303.74	\$5,912,614
Lawn and Garden (16)	86	\$374.31	\$7,286,367
Moving/Storage/Freight Express	69	\$51.41	\$1,000,737
Housekeeping Supplies (17)	85	\$613.21	\$11,936,790
Insurance			
Owners and Renters Insurance	90	\$454.85	\$8,854,184
Vehicle Insurance	83	\$1,005.99	\$19,582,663
Life/Other Insurance	89	\$408.92	\$7,960,069
Health Insurance	85	\$2,247.51	\$43,750,053
Personal Care Products (18)	82	\$384.28	\$7,480,401
School Books and Supplies (19)	77	\$139.46	\$2,714,671
Smoking Products	98	\$457.37	\$8,903,094
Transportation			
Vehicle Purchases (Net Outlay) (20)	87	\$3,521.96	\$68,558,418
Gasoline and Motor Oil	89	\$3,108.65	\$60,512,985
Vehicle Maintenance and Repairs	80	\$888.59	\$17,297,383
Travel			
Airline Fares	64	\$305.83	\$5,953,287
Lodging on Trips	75	\$337.92	\$6,577,941
Auto/Truck/Van Rental on Trips	65	\$21.84	\$425,119
Food and Drink on Trips	75	\$351.75	\$6,847,194

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December 22, 2015



Retail Goods and Services Expenditures

Ellison Site
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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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Top Tapestry Segments	Percent	Demographic Summary	2015	2020
Southern Satellites (10A)	21.5%	Population	149,938	154,483
Middleburg (4C)	11.7%	Households	58,490	60,357
Rural Bypasses (10E)	10.4%	Families	40,627	41,664
Rooted Rural (10B)	7.9%	Median Age	39.8	41.1
Small Town Simplicity (12C)	5.8%	Median Household Income	\$45,264	\$51,472
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		78	\$1,806.27	\$105,648,760
Men's		77	\$333.82	\$19,525,112
Women's		78	\$630.12	\$36,855,528
Children's		79	\$295.34	\$17,274,557
Footwear		80	\$366.04	\$21,409,505
Watches & Jewelry		73	\$106.38	\$6,221,939
Apparel Products and Services (1)		76	\$74.58	\$4,362,119
Computer				
Computers and Hardware for Home Use		76	\$163.72	\$9,575,924
Portable Memory		73	\$3.95	\$231,122
Computer Software		67	\$13.57	\$793,571
Computer Accessories		77	\$14.81	\$865,995
Entertainment & Recreation		80	\$2,657.55	\$155,440,122
Fees and Admissions		68	\$437.93	\$25,614,272
Membership Fees for Clubs (2)		69	\$118.16	\$6,911,002
Fees for Participant Sports, excl. Trips		68	\$81.87	\$4,788,440
Admission to Movie/Theatre/Opera/Ballet		69	\$113.84	\$6,658,491
Admission to Sporting Events, excl. Trips		72	\$47.87	\$2,799,791
Fees for Recreational Lessons		62	\$75.78	\$4,432,633
Dating Services		68	\$0.41	\$23,915
TV/Video/Audio		83	\$1,091.01	\$63,813,004
Cable and Satellite Television Services		87	\$776.59	\$45,423,023
Televisions		79	\$116.13	\$6,792,668
Satellite Dishes		79	\$1.24	\$72,512
VCRs, Video Cameras, and DVD Players		79	\$8.62	\$503,908
Miscellaneous Video Equipment		75	\$8.10	\$473,744
Video Cassettes and DVDs		79	\$25.38	\$1,484,419
Video Game Hardware/Accessories		81	\$18.69	\$1,093,246
Video Game Software		81	\$22.13	\$1,294,446
Streaming/Downloaded Video		64	\$3.69	\$215,799
Rental of Video Cassettes and DVDs		78	\$18.44	\$1,078,819
Installation of Televisions		67	\$0.75	\$43,925
Audio (3)		70	\$86.90	\$5,082,853
Rental and Repair of TV/Radio/Sound Equipment		81	\$4.34	\$253,641
Pets		88	\$501.64	\$29,341,026
Toys and Games (4)		79	\$96.40	\$5,638,622
Recreational Vehicles and Fees (5)		84	\$182.55	\$10,677,455
Sports/Recreation/Exercise Equipment (6)		84	\$158.94	\$9,296,145
Photo Equipment and Supplies (7)		71	\$57.97	\$3,390,662
Reading (8)		77	\$116.46	\$6,811,767
Catered Affairs (9)		61	\$14.65	\$857,169
Food		81	\$6,858.98	\$401,181,500
Food at Home		82	\$4,290.04	\$250,924,645
Bakery and Cereal Products		82	\$598.34	\$34,996,668
Meats, Poultry, Fish, and Eggs		83	\$958.33	\$56,052,950
Dairy Products		82	\$462.49	\$27,050,899
Fruits and Vegetables		79	\$775.24	\$45,343,959
Snacks and Other Food at Home (10)		83	\$1,495.64	\$87,480,169
Food Away from Home		78	\$2,568.93	\$150,256,854
Alcoholic Beverages		73	\$404.06	\$23,633,203
Nonalcoholic Beverages at Home		84	\$420.33	\$24,585,307

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	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	71	\$1,968.79	\$115,154,665
Vehicle Loans	84	\$3,568.70	\$208,732,977
Health			
Nonprescription Drugs	89	\$114.67	\$6,706,843
Prescription Drugs	91	\$454.23	\$26,567,720
Eyeglasses and Contact Lenses	82	\$73.57	\$4,302,883
Home			
Mortgage Payment and Basics (11)	76	\$7,100.81	\$415,326,573
Maintenance and Remodeling Services	80	\$1,343.96	\$78,607,949
Maintenance and Remodeling Materials (12)	91	\$272.90	\$15,962,191
Utilities, Fuel, and Public Services	86	\$4,351.00	\$254,490,017
Household Furnishings and Equipment			
Household Textiles (13)	78	\$76.37	\$4,467,070
Furniture	79	\$409.20	\$23,934,080
Rugs	72	\$17.80	\$1,041,414
Major Appliances (14)	84	\$226.00	\$13,218,505
Housewares (15)	79	\$56.77	\$3,320,305
Small Appliances	81	\$37.01	\$2,164,463
Luggage	69	\$6.34	\$370,788
Telephones and Accessories	85	\$42.76	\$2,501,293
Household Operations			
Child Care	69	\$308.05	\$18,018,035
Lawn and Garden (16)	85	\$368.43	\$21,549,187
Moving/Storage/Freight Express	71	\$52.80	\$3,088,168
Housekeeping Supplies (17)	84	\$608.29	\$35,579,056
Insurance			
Owners and Renters Insurance	89	\$446.90	\$26,138,930
Vehicle Insurance	83	\$1,003.82	\$58,713,637
Life/Other Insurance	87	\$403.49	\$23,600,245
Health Insurance	85	\$2,237.45	\$130,868,177
Personal Care Products (18)	82	\$382.65	\$22,380,984
School Books and Supplies (19)	78	\$140.65	\$8,226,475
Smoking Products	97	\$452.82	\$26,485,633
Transportation			
Vehicle Purchases (Net Outlay) (20)	86	\$3,482.77	\$203,707,425
Gasoline and Motor Oil	88	\$3,076.84	\$179,964,120
Vehicle Maintenance and Repairs	80	\$888.39	\$51,961,983
Travel			
Airline Fares	66	\$313.36	\$18,328,587
Lodging on Trips	75	\$338.52	\$19,800,291
Auto/Truck/Van Rental on Trips	67	\$22.55	\$1,319,099
Food and Drink on Trips	76	\$352.40	\$20,611,933

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