



Cullman Custom Trade Area Sitewise Online

Study Area Maps

[Cullman Custom Trade Area](#)

Profile Tables

[STI: PopStats Population Summary](#)

[STI: PopStats Household Summary](#)

[STI: PopStats Mortgage-Risk Exposure](#)

[Current Year Estimates Quarterly Historical Trend](#)

[Current Year Estimated Population by Age and Sex](#)

[Five Year Projected Population by Age and Sex](#)

[Ten Year Projected Population by Age and Sex](#)

[Current Year Estimated Population by Educational Attainment](#)

[Current Year Estimated Population by Ethnicity](#)

[Current Year Estimated Population by Race](#)

[Current Year Estimated Language at Home for Population 5+ Years](#)

[Current Year Estimated Population by Labour Force](#)

[Current Year Estimated Employed Population Age 16+ by Industry](#)

[Current Year Estimated Employed Population Age 16+ by Occupation](#)

[Current Year Estimated Households by Household Size, Household Type and Presence](#)

[Current Year Estimated Group Quarters](#)

[Current Year Estimated Occupied Housing Units by Vehicles Available](#)

[Current Year Estimated Households by Household Income](#)

[Five Year Estimated Households by Household Income](#)

[Current Year Estimated Households by Family Income](#)

[Current Year Estimated Households by Disposable Income](#)

[Current Year Estimated Households by Age of Householder and Income](#)

[Five Year Estimated Households by Age of Householder and Income](#)

[Current Year Estimated Households by Race and Household Income](#)

[Current Year Estimated Owner-Occupied Housing Units by Value](#)

[Current Year Estimated Households by Wealth & Poverty](#)

[Current Year Population by STI: Landscape Category, WorkPlace, Per Capita Expenditu](#)

[Current Year Estimates Quarterly Historicals and Statistics](#)

[2000 Census Population by Sex, Age](#)

[2000 Census Population by Educational Attainment](#)

[2000 Census Population by Ethnicity](#)

[2000 Census Language at Home](#)

[2000 Census Employed Population Age 16+ by Industry](#)

[2000 Census Employed Population Age 16+ by Occupation](#)

[2000 Census Labor, Transportation, Travel Time](#)

[2000 Census Group Quarters](#)

[2000 Census Housing](#)

[2000 Census Households by Household Size, Household Type](#)

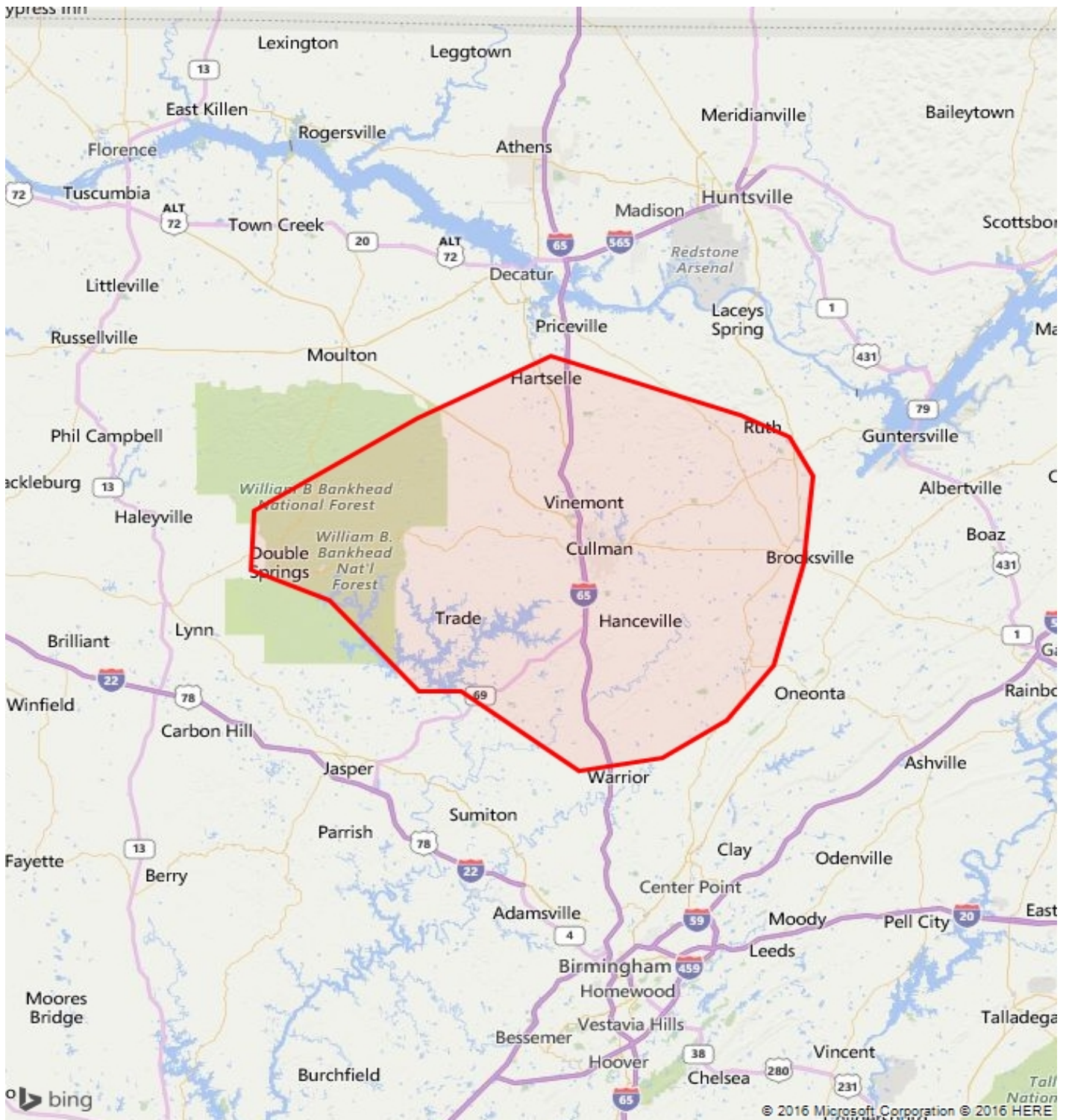
[2000 Census Household Income, Sources](#)

[STI: WorkPlace Daytime Population](#)



retail strategies

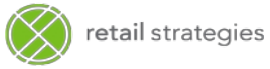
Cullman Custom Trade Area





**Cullman Custom Trade Area
Sitewise Online
STI: PopStats Population Summary**

STI: PopStats Population Summary	Cullman Custom Trade Area	
		%
Population		
2026 Forecast	163,242	
2021 Projection	160,051	
2016 Estimate	156,438	
2010 Census	153,836	
2000 Census	143,948	
1990 Census	122,701	
Growth 2026-2021	1.99%	
Growth 2021-2016	2.31%	
Growth 2016-2010	1.69%	
Growth 2010-2000	6.87%	
2016 Estimated Population by Ethnicity	156,438	
White	148,360	95%
Black	2,039	1%
Asian	568	0%
Other	5,471	3%
2016 Estimated Population Hispanic or Latino	5,726	
2016 Estimated Total Population by Age	156,438	
Age 0 to 4	8,780	6%
Age 5 to 14	16,882	11%
Age 14 to 18	8,504	5%
Age 18 to 22	9,137	6%
Age 22 to 25	5,914	4%
Age 25 to 30	9,020	6%
Age 30 to 35	8,807	6%
Age 35 to 40	9,048	6%
Age 40 to 45	9,977	6%
Age 45 to 50	10,485	7%
Age 50 to 55	11,352	7%
Age 55 to 60	10,997	7%
Age 60 to 65	9,806	6%
Age 65 to 70	9,336	6%
Age 70 to 75	7,292	5%
Age 75 to 80	5,325	3%
Age 80 to 85	3,497	2%
Age 85 and over	2,278	1%
2016 Median Age	41.1	
2016 Average Age	40.5	
2016 Estimated Population Age 25+ by Educational Attainment	107,221	



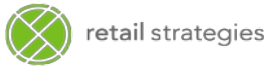
**Cullman Custom Trade Area
Sitewise Online
STI: PopStats Population Summary**

STI: PopStats Population Summary	Cullman Custom Trade Area	
		%
Less than 9th grade	7,238	7%
Some High School, no diploma	12,191	11%
High School Graduate (or GED)	37,122	35%
Some College, no degree	24,373	23%
Associate Degree	9,793	9%
Bachelor's Degree	10,379	10%
Master's Degree	4,267	4%
Professional School Degree	1,306	1%
Doctorate Degree	552	1%



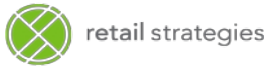
**Cullman Custom Trade Area
Sitewise Online
STI: PopStats Household Summary**

STI: PopStats Household Summary	Cullman Custom Trade Area	
		%
Households		
2026 Forecast	64,326	
2021 Projection	63,073	
2016 Estimate	61,640	
2010 Census	60,584	
2000 Census	56,512	
1990 Census	46,012	
Growth 2026-2021	1.99%	
Growth 2021-2016	2.33%	
Growth 2016-2010	1.74%	
Growth 2010-2000	7.20%	
Population in Households		
2026 Forecast	161,640	
2021 Projection	158,446	
2016 Estimate	154,829	
Average Household Size		
2026 Forecast	2.51	
2021 Projection	2.51	
2016 Estimated	2.51	
2016 Estimated Families by Number of Workers in Family	44,908	
No workers	9,032	20%
1 worker	15,691	35%
2 workers	17,231	38%
3 or more workers	2,953	7%
2016 Estimated Housing Units by Tenure	70,429	
Vacant Housing Units	8,789	12%
Occupied Housing Units	61,640	88%
Owner-Occupied	47,522	67%
Renter-Occupied	14,118	20%
2016 Estimated Per Capita Income	\$ 21,701	



**Cullman Custom Trade Area
Sitewise Online
STI: PopStats Mortgage-Risk Exposure**

STI: PopStats Mortgage-Risk Exposure	Cullman Custom Trade Area	
		%
Mortgages Observed by Mortgage-Risk Ratio	5,942	
Under 1.0	915	15%
1.0 to 1.2	401	7%
1.2 to 1.4	400	7%
1.4 to 1.6	448	8%
1.6 to 1.8	447	8%
1.8 to 2.0	431	7%
2.0 to 2.2	443	7%
2.2 to 2.4	380	6%
2.4 to 2.6	355	6%
2.6 to 2.8	280	5%
2.8 to 3.0	282	5%
3.0 to 3.2	253	4%
3.2 to 3.4	194	3%
3.4 to 3.6	157	3%
3.6 to 3.8	102	2%
3.8 to 4.0	95	2%
4.0 to 4.2	108	2%
4.2 to 4.4	56	1%
4.4 to 4.6	56	1%
4.6 to 4.8	30	1%
4.8 to 5.0	18	0%
5.0 and over	90	2%
Average Mortgage Risk	2.15	



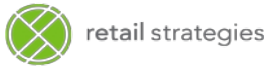
**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Population by Age and Sex**

Current Year Estimated Population by Age and Sex	Cullman Custom Trade Area	
		%
Current Year Estimated Total Population	156,438	
Age 0 to 4	8,780	6%
Age 5 to 14	16,882	11%
Age 14 to 18	8,504	5%
Age 18 to 22	9,137	6%
Age 22 to 25	5,914	4%
Age 25 to 30	9,020	6%
Age 30 to 35	8,807	6%
Age 35 to 40	9,048	6%
Age 40 to 45	9,977	6%
Age 45 to 50	10,485	7%
Age 50 to 55	11,352	7%
Age 55 to 60	10,997	7%
Age 60 to 65	9,806	6%
Age 65 to 70	9,336	6%
Age 70 to 75	7,292	5%
Age 75 to 80	5,325	3%
Age 80 to 85	3,497	2%
Age 85 and over	2,278	1%
Median Age	41.1	
Average Age	40.5	



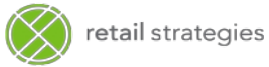
**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Population by Age and Sex**

Current Year Estimated Population by Age and Sex	Cullman Custom Trade Area	
		%
Current Year Estimated Male Population	76,901	
Age 0 to 4	4,454	6%
Less than 1	900	1%
Age 1	825	1%
Age 2	887	1%
Age 3	902	1%
Age 4	940	1%
Age 5 to 14	8,615	11%
Age 5	915	1%
Age 6	916	1%
Age 7	949	1%
Age 8	921	1%
Age 9	956	1%
Age 10	998	1%
Age 11	1,001	1%
Age 12	975	1%
Age 13	984	1%
Age 14 to 18	4,364	6%
Age 14	1,082	1%
Age 15	1,108	1%
Age 16	1,074	1%
Age 17	1,101	1%
Age 18 to 22	4,781	6%
Age 18	1,297	2%
Age 19	1,326	2%
Age 20	1,103	1%
Age 21	1,054	1%
Age 22 to 25	3,042	4%
Age 25 to 30	4,542	6%
Age 30 to 35	4,464	6%
Age 35 to 40	4,485	6%
Age 40 to 45	5,015	7%
Age 45 to 50	5,282	7%
Age 50 to 55	5,651	7%
Age 55 to 60	5,471	7%
Age 60 to 65	4,696	6%
Age 65 to 70	4,368	6%
Age 70 to 75	3,325	4%
Age 75 to 80	2,312	3%
Age 80 to 85	1,414	2%
Age 85 and over	621	1%
Male Median Age	39.7	
Male Average Age	39.3	



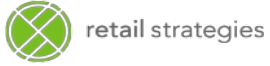
**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Population by Age and Sex**

Current Year Estimated Population by Age and Sex	Cullman Custom Trade Area	
		%
Current Year Estimated Female Population	79,537	
Age 0 to 4	4,325	5%
Less than 1	876	1%
Age 1	845	1%
Age 2	820	1%
Age 3	930	1%
Age 4	854	1%
Age 5 to 14	8,268	10%
Age 5	840	1%
Age 6	903	1%
Age 7	907	1%
Age 8	907	1%
Age 9	894	1%
Age 10	953	1%
Age 11	962	1%
Age 12	945	1%
Age 13	958	1%
Age 14 to 18	4,139	5%
Age 14	1,037	1%
Age 15	1,052	1%
Age 16	1,013	1%
Age 17	1,037	1%
Age 18 to 22	4,356	5%
Age 18	1,199	2%
Age 19	1,089	1%
Age 20	1,024	1%
Age 21	1,045	1%
Age 22 to 25	2,872	4%
Age 25 to 30	4,478	6%
Age 30 to 35	4,344	5%
Age 35 to 40	4,564	6%
Age 40 to 45	4,962	6%
Age 45 to 50	5,203	7%
Age 50 to 55	5,702	7%
Age 55 to 60	5,526	7%
Age 60 to 65	5,109	6%
Age 65 to 70	4,968	6%
Age 70 to 75	3,967	5%
Age 75 to 80	3,013	4%
Age 80 to 85	2,083	3%
Age 85 and over	1,657	2%
Female Median Age	42.4	
Female Average Age	41.7	



**Cullman Custom Trade Area
Sitewise Online
Five Year Projected Population by Age and Sex**

Five Year Projected Population by Age and Sex	Cullman Custom Trade Area	
		%
Five Year Projected Total Population	160,051	
Age 0 to 4	8,876	6%
Age 5 to 14	16,198	10%
Age 14 to 18	7,884	5%
Age 18 to 22	8,773	5%
Age 22 to 25	6,677	4%
Age 25 to 30	10,807	7%
Age 30 to 35	9,179	6%
Age 35 to 40	8,939	6%
Age 40 to 45	9,167	6%
Age 45 to 50	10,096	6%
Age 50 to 55	10,494	7%
Age 55 to 60	11,271	7%
Age 60 to 65	10,755	7%
Age 65 to 70	9,462	6%
Age 70 to 75	8,551	5%
Age 75 to 80	6,308	4%
Age 80 to 85	4,096	3%
Age 85 and over	2,518	2%
Median Age	41.5	
Average Age	41.3	
Five Year Projected Male Population	78,468	
Age 0 to 4	4,508	6%
Age 5 to 14	8,225	10%
Age 14 to 18	4,024	5%
Age 18 to 22	4,490	6%
Age 22 to 25	3,465	4%
Age 25 to 30	5,618	7%
Age 30 to 35	4,614	6%
Age 35 to 40	4,514	6%
Age 40 to 45	4,536	6%
Age 45 to 50	5,055	6%
Age 50 to 55	5,241	7%
Age 55 to 60	5,552	7%
Age 60 to 65	5,271	7%
Age 65 to 70	4,393	6%
Age 70 to 75	3,890	5%
Age 75 to 80	2,720	3%
Age 80 to 85	1,640	2%
Age 85 and over	711	1%
Male Median Age	39.8	
Male Average Age	40.0	



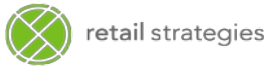
**Cullman Custom Trade Area
Sitewise Online
Five Year Projected Population by Age and Sex**

Five Year Projected Population by Age and Sex	Cullman Custom Trade Area	
		%
Five Year Projected Female Population	81,583	
Age 0 to 4	4,368	5%
Age 5 to 14	7,973	10%
Age 14 to 18	3,860	5%
Age 18 to 22	4,283	5%
Age 22 to 25	3,212	4%
Age 25 to 30	5,190	6%
Age 30 to 35	4,565	6%
Age 35 to 40	4,425	5%
Age 40 to 45	4,630	6%
Age 45 to 50	5,041	6%
Age 50 to 55	5,253	6%
Age 55 to 60	5,719	7%
Age 60 to 65	5,484	7%
Age 65 to 70	5,069	6%
Age 70 to 75	4,660	6%
Age 75 to 80	3,588	4%
Age 80 to 85	2,456	3%
Age 85 and over	1,808	2%
Female Median Age	43.1	
Female Average Age	42.5	



**Cullman Custom Trade Area
Sitewise Online
Ten Year Projected Population by Age and Sex**

Ten Year Projected Population by Age and Sex	Cullman Custom Trade Area	
		%
Ten Year Projected Total Population	163,242	
Age 0 to 4	9,363	6%
Age 5 to 14	16,225	10%
Age 14 to 18	7,405	5%
Age 18 to 22	8,065	5%
Age 22 to 25	6,679	4%
Age 25 to 30	11,151	7%
Age 30 to 35	10,997	7%
Age 35 to 40	9,322	6%
Age 40 to 45	9,069	6%
Age 45 to 50	9,275	6%
Age 50 to 55	10,104	6%
Age 55 to 60	10,403	6%
Age 60 to 65	11,012	7%
Age 65 to 70	10,362	6%
Age 70 to 75	8,667	5%
Age 75 to 80	7,377	5%
Age 80 to 85	4,838	3%
Age 85 and over	2,927	2%
Median Age	41.3	
Average Age	41.8	
Ten Year Projected Male Population	79,789	
Age 0 to 4	4,757	3%
Age 5 to 14	8,226	5%
Age 14 to 18	3,765	2%
Age 18 to 22	4,111	3%
Age 22 to 25	3,426	2%
Age 25 to 30	5,736	4%
Age 30 to 35	5,715	4%
Age 35 to 40	4,669	3%
Age 40 to 45	4,570	3%
Age 45 to 50	4,562	3%
Age 50 to 55	5,015	3%
Age 55 to 60	5,137	3%
Age 60 to 65	5,340	3%
Age 65 to 70	4,935	3%
Age 70 to 75	3,907	2%
Age 75 to 80	3,159	2%
Age 80 to 85	1,924	1%
Age 85 and over	834	1%
Male Median Age	39.5	
Male Average Age	40.5	



**Cullman Custom Trade Area
Sitewise Online
Ten Year Projected Population by Age and Sex**

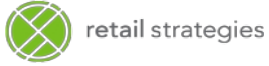
Ten Year Projected Population by Age and Sex	Cullman Custom Trade Area	
		%
Five Year Projected Female Population	83,452	
Age 0 to 4	4,606	3%
Age 5 to 14	8,000	5%
Age 14 to 18	3,640	2%
Age 18 to 22	3,954	2%
Age 22 to 25	3,253	2%
Age 25 to 30	5,414	3%
Age 30 to 35	5,282	3%
Age 35 to 40	4,653	3%
Age 40 to 45	4,499	3%
Age 45 to 50	4,713	3%
Age 50 to 55	5,089	3%
Age 55 to 60	5,266	3%
Age 60 to 65	5,672	3%
Age 65 to 70	5,427	3%
Age 70 to 75	4,759	3%
Age 75 to 80	4,217	3%
Age 80 to 85	2,914	2%
Age 85 and over	2,093	1%
Median Age	43.2	
Female Average Age	43.1	



**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Population by Educational Attainment

Current Year Estimated Population by Educational Attainment	Cullman Custom Trade Area	
		%
Current Year Estimated Population Age 25+ by Educational Attainment	107,221	
Less than 9th grade	7,238	7%
Some High School, no diploma	12,191	11%
High School Graduate (or GED)	37,122	35%
Some College, no degree	24,373	23%
Associate Degree	9,793	9%
Bachelor's Degree	10,379	10%
Master's Degree	4,267	4%
Professional School Degree	1,306	1%
Doctorate Degree	552	1%
Current Year Estimated Population by Enrollment	156,438	
Nursery school/preschool	2,033	1%
Kindergarten/Elementary School	18,444	12%
High School	8,503	5%
College/Graduate/Professional school	7,268	5%
Not enrolled	120,190	77%



**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Population by Ethnicity**

Current Year Estimated Population by Ethnicity	Cullman Custom Trade Area	
		%
Current Year Estimated Population by Ethnicity	156,438	
America	26,666	17%
American	25,686	16%
Native American	936	1%
Hawaiian	45	0%
Hispanic	5,726	4%
Mexican	4,988	3%
Puerto Rican	229	0%
Cuban	60	0%
Dominican	0	0%
Central American	238	0%
South American	40	0%
Other Hispanic	170	0%
Asian	560	0%
Chinese	139	0%
Japanese	21	0%
Korean	88	0%
SC Asian	108	0%
SE Asian	101	0%
Other Asian	103	0%
European	57,196	37%
British	13,104	8%
Dutch	1,199	1%
French	1,557	1%
German	12,671	8%
Italian	1,777	1%
Polish	580	0%
Scandinavian	790	1%
Scotch/Irish	22,157	14%
Other European	3,361	2%
Middle Eastern	65	0%
Other Ethnicity	26,593	17%
Unclassified	39,631	25%



**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Population by Race**

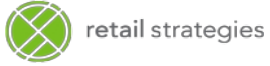
Current Year Estimated Population by Race	Cullman Custom Trade Area	
		%
Current Year Estimated Population by Race	156,438	
White	148,360	95%
Black	2,039	1%
Asian	568	0%
Other	5,471	3%
Current Year Estimated Population by Race (Hispanic shown separately)	156,438	
White	145,407	93%
Black	1,940	1%
Asian	560	0%
Hispanic	5,726	4%
Other	2,804	2%



**Cullman Custom Trade Area
Sitewise Online**

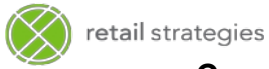
Current Year Estimated Language at Home for Population 5+ Years

Current Year Estimated Language at Home for Population 5+ Years	Cullman Custom Trade Area	
		%
Current Year Estimated Language at Home for Population 5+ Years	147,658	
Speak only English	141,938	96%
Spanish or Spanish Creole	4,380	3%
French or French Creole	77	0%
Italian	7	0%
Portuguese or Portuguese Creole	37	0%
German	287	0%
Yiddish or Hebrew	20	0%
Other Slavic languages	74	0%
Other Indic languages	214	0%
Other Indo-European Languages	173	0%
Chinese	132	0%
Japanese	0	0%
Korean	78	0%
Vietnamese	29	0%
Other Asian languages	5	0%
Tagalog and Other Pacific Languages	83	0%
Arabic	107	0%
Other and unspecified languages	19	0%



**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Population by Labour Force**

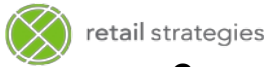
Current Year Estimated Population by Labour Force	Cullman Custom Trade Area	
		%
Current Year Estimated Population Age 16+ by Employment Status	126,498	
Labor Force	70,790	56%
In Armed Forces	84	0%
Civilian, Employed	65,959	52%
Civilian, Unemployed	4,747	4%
Not in Labor Force	55,708	44%
Unemployment Rate	6.7%	



**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Employed Population Age 16+ by Industry

Current Year Estimated Employed Population Age 16+ by Industry	Cullman Custom Trade Area	
		%
Current Year Estimated Employed Population Age 16+ by Industry	65,959	
Agriculture, forestry, fishing and hunting, mining and construction	6,882	10%
Manufacturing	12,011	18%
Wholesale & retail trade	10,016	15%
Transportation and warehousing, and utilities	3,660	6%
Information	935	1%
Finance, insurance, real estate and rental and leasing	2,899	4%
Professional, scientific, management, administrative, and waste management services	4,969	8%
Professional, scientific, and technical services	2,633	4%
Management of companies and enterprises	2	0%
Administrative and support and waste management services	2,335	4%
Educational, health and social services	13,980	21%
Arts, entertainment, recreation, accommodation and food services	4,029	6%
Other services (except public administration)	3,846	6%
Public Administration	2,731	4%



**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Employed Population Age 16+ by Occupation**

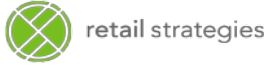
Current Year Estimated Employed Population Age 16+ by Occupation	Cullman Custom Trade Area	
		%
Current Year Estimated Employed Civilian Population Age 16 and over by Occupation	65,959	
Management, Professional, and Related occupations	18,858	29%
Management, Business, and Financial Operations Occupations	6,275	10%
Professional and Related Occupations	12,582	19%
Service Occupations	10,180	15%
Healthcare support occupations	1,553	2%
Protective service occupations	1,247	2%
Food preparation and serving related occupations	3,023	5%
Building and grounds cleaning and maintenance occupations	2,462	4%
Personal care and service occupations	1,895	3%
Sales and Office Occupations	15,528	24%
Sales and related occupations	7,245	11%
Office and administrative support occupations	8,284	13%
Farming, fishing, and forestry occupations	664	1%
Construction, Extraction, and Maintenance Occupations	7,918	12%
Production, Transportation, and Material Moving Occupations	12,810	19%



**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Households by Household Size, Household Type and Presence of Own Children

Current Year Estimated Households by Household Size, Household Type and Presence of Own Children	Cullman Custom Trade Area	
		%
Current Year Estimated Households by Household Size	61,640	
1-person household	15,099	24%
2-person household	22,081	36%
3-person household	10,691	17%
4-person household	8,379	14%
5-person household	3,594	6%
6-person household	1,158	2%
7 or more person household	637	1%
Current Year Estimated Households by Household Type and Size and Presence of Children	61,640	
1 Person Households	15,099	24%
Family Households	44,908	73%
Married-couple family	35,194	57%
With own children under 18 years	12,949	21%
No own children under 18 years	22,246	36%
Male Householder: no wife present:	2,622	4%
With own children under 18 years	1,220	2%
No own children under 18 years	1,402	2%
Female Householder: no husband present:	7,092	12%
With own children under 18 years	3,684	6%
No own children under 18 years	3,408	6%
Nonfamily Households	1,633	3%



**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Group Quarters**

Current Year Estimated Group Quarters	Cullman Custom Trade Area	
		%
2016 Estimated Group Quarters	1,665	
Institutionalized	1,203	72%
Non-Institutionalized	462	28%
College	194	12%
Military	0	0%
Other	268	16%
Group Quarters		
2010 Census	1,683	
2016 Estimate	1,665	
2021 Projection	1,665	
2026 Forecast	1,665	



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**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Occupied Housing Units by Vehicles Available

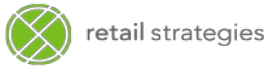
Current Year Estimated Occupied Housing Units by Vehicles Available	Cullman Custom Trade Area	
		%
Current Year Estimated Occupied Housing Units by Vehicles Available	61,640	
None	2,702	4%
1 vehicle	17,311	28%
2 vehicles	23,668	38%
3 vehicles	11,519	19%
4 vehicles	4,553	7%
5 or more vehicles	1,888	3%
Average Number of Vehicles Available	2.07	



retail strategies

**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Households by Household Income**

Current Year Estimated Households by Household Income	Cullman Custom Trade Area	
		%
Current Year Estimated Households by Household Income	61,640	
Less than \$10,000	5,747	9%
\$10,000 to \$14,999	3,748	6%
\$15,000 to \$19,999	4,016	7%
\$20,000 to \$24,999	4,367	7%
\$25,000 to \$29,999	3,900	6%
\$30,000 to \$34,999	4,128	7%
\$35,000 to \$39,999	3,713	6%
\$40,000 to \$44,999	3,804	6%
\$45,000 to \$49,999	3,040	5%
\$50,000 to \$54,999	2,481	4%
\$55,000 to \$59,999	2,529	4%
\$60,000 to \$64,999	2,251	4%
\$65,000 to \$69,999	1,937	3%
\$70,000 to \$74,999	1,729	3%
\$75,000 to \$79,999	1,548	3%
\$80,000 to \$84,999	1,396	2%
\$85,000 to \$89,999	1,294	2%
\$90,000 to \$94,999	1,187	2%
\$95,000 to \$99,999	1,101	2%
\$100,000 to \$124,999	3,730	6%
\$125,000 to \$149,999	1,557	3%
\$150,000 to \$174,999	1,036	2%
\$175,000 to \$199,999	733	1%
\$200,000 to \$249,999	265	0%
\$250,000 to \$499,999	372	1%
\$500,000 or more	32	0%
Median Household Income	\$ 41,579	
Average Household Income	\$ 54,558	



**Cullman Custom Trade Area
Sitewise Online
Five Year Estimated Households by Household Income**

Five Year Estimated Households by Household Income	Cullman Custom Trade Area	
		%
Five Year Projected Households by Household Income	63,073	
Less than \$10,000	5,158	8%
\$10,000 to \$14,999	3,608	6%
\$15,000 to \$19,999	3,534	6%
\$20,000 to \$24,999	4,144	7%
\$25,000 to \$29,999	3,946	6%
\$30,000 to \$34,999	3,569	6%
\$35,000 to \$39,999	3,886	6%
\$40,000 to \$44,999	3,309	5%
\$45,000 to \$49,999	3,587	6%
\$50,000 to \$54,999	2,681	4%
\$55,000 to \$59,999	2,389	4%
\$60,000 to \$64,999	2,412	4%
\$65,000 to \$69,999	2,097	3%
\$70,000 to \$74,999	1,897	3%
\$75,000 to \$79,999	1,638	3%
\$80,000 to \$84,999	1,563	2%
\$85,000 to \$89,999	1,408	2%
\$90,000 to \$94,999	1,217	2%
\$95,000 to \$99,999	1,228	2%
\$100,000 to \$124,999	4,449	7%
\$125,000 to \$149,999	2,174	3%
\$150,000 to \$174,999	1,166	2%
\$175,000 to \$199,999	804	1%
\$200,000 to \$249,999	488	1%
\$250,000 to \$499,999	664	1%
\$500,000 or more	56	0%
Median Household Income	\$ 45,535	
Average Household Income	\$ 59,532	



**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Households by Family Income**

Current Year Estimated Households by Family Income	Cullman Custom Trade Area	
		%
Current Year Estimated Households by Family Income	44,908	
Less than \$10,000	2,441	5%
\$10,000 to \$14,999	1,444	3%
\$15,000 to \$19,999	2,126	5%
\$20,000 to \$24,999	2,715	6%
\$25,000 to \$29,999	2,734	6%
\$30,000 to \$34,999	3,094	7%
\$35,000 to \$39,999	2,713	6%
\$40,000 to \$44,999	2,838	6%
\$45,000 to \$49,999	2,543	6%
\$50,000 to \$54,999	2,115	5%
\$55,000 to \$59,999	2,130	5%
\$60,000 to \$64,999	1,960	4%
\$65,000 to \$69,999	1,723	4%
\$70,000 to \$74,999	1,514	3%
\$75,000 to \$79,999	1,333	3%
\$80,000 to \$84,999	1,206	3%
\$85,000 to \$89,999	1,125	3%
\$90,000 to \$94,999	1,033	2%
\$95,000 to \$99,999	960	2%
\$100,000 to \$124,999	3,391	8%
\$125,000 to \$149,999	1,516	3%
\$150,000 to \$174,999	931	2%
\$175,000 to \$199,999	667	1%
\$200,000 to \$249,999	255	1%
\$250,000 to \$499,999	357	1%
\$500,000 or more	29	0%
Median Family Income	\$ 49,603	
Average Family Income	\$ 61,169	



**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Households by Disposable Income

Current Year Estimated Households by Disposable Income	Cullman Custom Trade Area	
		%
Current Year Estimated Households by Disposable Income	61,640	
Less than \$10,000	6,489	11%
\$10,000 to \$14,999	3,835	6%
\$15,000 to \$19,999	4,953	8%
\$20,000 to \$24,999	4,899	8%
\$25,000 to \$29,999	4,093	7%
\$30,000 to \$34,999	4,656	8%
\$35,000 to \$39,999	4,476	7%
\$40,000 to \$44,999	3,532	6%
\$45,000 to \$49,999	3,006	5%
\$50,000 to \$54,999	2,915	5%
\$55,000 to \$59,999	2,031	3%
\$60,000 to \$64,999	2,163	4%
\$65,000 to \$69,999	1,878	3%
\$70,000 to \$74,999	1,663	3%
\$75,000 to \$79,999	1,511	2%
\$80,000 to \$84,999	1,362	2%
\$85,000 to \$89,999	1,234	2%
\$90,000 to \$94,999	1,177	2%
\$95,000 to \$99,999	847	1%
\$100,000 to \$124,999	2,429	4%
\$125,000 to \$149,999	1,283	2%
\$150,000 to \$174,999	617	1%
\$175,000 to \$199,999	173	0%
\$200,000 to \$249,999	154	0%
\$250,000 to \$499,999	219	0%
\$500,000 or more	20	0%
Median Disposable Income	\$ 37,103	
Average Disposable Income	\$ 46,561	



**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Households by Age of Householder and Income

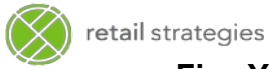
Current Year Estimated Households by Age of Householder and Income	Cullman Custom Trade Area	
		%
Current Year Estimated Households: Householder Age Under 25 by Household Income	1,927	
Less than \$10,000	311	16%
\$10,000 to \$14,999	177	9%
\$15,000 to \$19,999	267	14%
\$20,000 to \$24,999	133	7%
\$25,000 to \$29,999	185	10%
\$30,000 to \$34,999	240	12%
\$35,000 to \$39,999	173	9%
\$40,000 to \$44,999	48	2%
\$45,000 to \$49,999	48	2%
\$50,000 to \$59,999	100	5%
\$60,000 to \$74,999	187	10%
\$75,000 to \$99,999	58	3%
\$100,000 to \$124,999	2	0%
\$125,000 to \$149,999	0	0%
\$150,000 to \$199,999	0	0%
\$200,000 or more	0	0%
Median Household Income	\$ 27,089	
Average Household Income	\$ 29,836	
Current Year Estimated Households: Householder Age 25 to 44 by Household Income	17,901	
Less than \$10,000	1,713	10%
\$10,000 to \$14,999	587	3%
\$15,000 to \$19,999	767	4%
\$20,000 to \$24,999	872	5%
\$25,000 to \$29,999	1,108	6%
\$30,000 to \$34,999	1,195	7%
\$35,000 to \$39,999	1,324	7%
\$40,000 to \$44,999	1,496	8%
\$45,000 to \$49,999	738	4%
\$50,000 to \$59,999	1,517	8%
\$60,000 to \$74,999	1,959	11%
\$75,000 to \$99,999	2,516	14%
\$100,000 to \$124,999	1,147	6%
\$125,000 to \$149,999	332	2%
\$150,000 to \$199,999	485	3%
\$200,000 or more	147	1%
Median Household Income	\$ 44,628	
Average Household Income	\$ 54,410	



**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Households by Age of Householder and Income

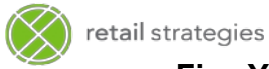
Current Year Estimated Households by Age of Householder and Income	Cullman Custom Trade Area	
		%
Current Year Estimated Households: Householder Age 45 to 64 by Household Income	24,696	
Less than \$10,000	2,187	9%
\$10,000 to \$14,999	1,079	4%
\$15,000 to \$19,999	1,181	5%
\$20,000 to \$24,999	1,629	7%
\$25,000 to \$29,999	1,088	4%
\$30,000 to \$34,999	1,312	5%
\$35,000 to \$39,999	1,223	5%
\$40,000 to \$44,999	1,376	6%
\$45,000 to \$49,999	1,292	5%
\$50,000 to \$59,999	2,101	9%
\$60,000 to \$74,999	2,517	10%
\$75,000 to \$99,999	3,126	13%
\$100,000 to \$124,999	2,116	9%
\$125,000 to \$149,999	976	4%
\$150,000 to \$199,999	1,074	4%
\$200,000 or more	420	2%
Median Household Income	\$ 49,930	
Average Household Income	\$ 60,592	
Current Year Estimated Households: Householder Age 65 and over by Household Income	17,116	
Less than \$10,000	1,536	9%
\$10,000 to \$14,999	1,905	11%
\$15,000 to \$19,999	1,801	11%
\$20,000 to \$24,999	1,734	10%
\$25,000 to \$29,999	1,519	9%
\$30,000 to \$34,999	1,381	8%
\$35,000 to \$39,999	993	6%
\$40,000 to \$44,999	884	5%
\$45,000 to \$49,999	963	6%
\$50,000 to \$59,999	1,293	8%
\$60,000 to \$74,999	1,255	7%
\$75,000 to \$99,999	825	5%
\$100,000 to \$124,999	465	3%
\$125,000 to \$149,999	250	1%
\$150,000 to \$199,999	210	1%
\$200,000 or more	101	1%
Median Household Income	\$ 30,225	
Average Household Income	\$ 39,093	



**Cullman Custom Trade Area
Sitewise Online**

Five Year Estimated Households by Age of Householder and Income

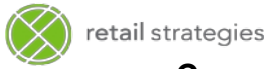
Five Year Estimated Households by Age of Householder and Income	Cullman Custom Trade Area	
		%
Five Year Estimated Households: Householder Age Under 25 by Household Income	1,808	
Less than \$10,000	286	16%
\$10,000 to \$14,999	174	10%
\$15,000 to \$19,999	234	13%
\$20,000 to \$24,999	147	8%
\$25,000 to \$29,999	168	9%
\$30,000 to \$34,999	209	12%
\$35,000 to \$39,999	162	9%
\$40,000 to \$44,999	24	1%
\$45,000 to \$49,999	70	4%
\$50,000 to \$59,999	81	4%
\$60,000 to \$74,999	185	10%
\$75,000 to \$99,999	69	4%
\$100,000 to \$124,999	1	0%
\$125,000 to \$149,999	0	0%
\$150,000 to \$199,999	0	0%
\$200,000 or more	0	0%
Median Household Income	\$ 26,908	
Average Household Income	\$ 30,350	
Five Year Estimated Households: Householder Age 25 to 44 by Household Income	18,221	
Less than \$10,000	1,525	8%
\$10,000 to \$14,999	560	3%
\$15,000 to \$19,999	652	4%
\$20,000 to \$24,999	839	5%
\$25,000 to \$29,999	1,149	6%
\$30,000 to \$34,999	962	5%
\$35,000 to \$39,999	1,359	7%
\$40,000 to \$44,999	1,259	7%
\$45,000 to \$49,999	866	5%
\$50,000 to \$59,999	1,560	9%
\$60,000 to \$74,999	2,168	12%
\$75,000 to \$99,999	2,685	15%
\$100,000 to \$124,999	1,339	7%
\$125,000 to \$149,999	487	3%
\$150,000 to \$199,999	554	3%
\$200,000 or more	258	1%
Median Household Income	\$ 49,657	
Average Household Income	\$ 58,620	



**Cullman Custom Trade Area
Sitewise Online**

Five Year Estimated Households by Age of Householder and Income

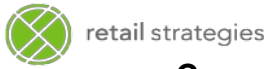
Five Year Estimated Households by Age of Householder and Income	Cullman Custom Trade Area	
		%
Five Year Estimated Households: Householder Age 45 to 64 by Household Income	25,883	
Less than \$10,000	1,976	8%
\$10,000 to \$14,999	1,037	4%
\$15,000 to \$19,999	1,056	4%
\$20,000 to \$24,999	1,477	6%
\$25,000 to \$29,999	1,143	4%
\$30,000 to \$34,999	1,178	5%
\$35,000 to \$39,999	1,293	5%
\$40,000 to \$44,999	1,252	5%
\$45,000 to \$49,999	1,466	6%
\$50,000 to \$59,999	2,061	8%
\$60,000 to \$74,999	2,704	10%
\$75,000 to \$99,999	3,409	13%
\$100,000 to \$124,999	2,579	10%
\$125,000 to \$149,999	1,342	5%
\$150,000 to \$199,999	1,158	4%
\$200,000 or more	751	3%
Median Household Income	\$ 55,154	
Average Household Income	\$ 65,985	
Five Year Estimated Households: Householder Age 65 and over by Household Income	17,133	
Less than \$10,000	1,366	8%
\$10,000 to \$14,999	1,834	11%
\$15,000 to \$19,999	1,589	9%
\$20,000 to \$24,999	1,679	10%
\$25,000 to \$29,999	1,482	9%
\$30,000 to \$34,999	1,215	7%
\$35,000 to \$39,999	1,073	6%
\$40,000 to \$44,999	774	5%
\$45,000 to \$49,999	1,181	7%
\$50,000 to \$59,999	1,370	8%
\$60,000 to \$74,999	1,351	8%
\$75,000 to \$99,999	891	5%
\$100,000 to \$124,999	529	3%
\$125,000 to \$149,999	344	2%
\$150,000 to \$199,999	256	1%
\$200,000 or more	200	1%
Median Household Income	\$ 32,536	
Average Household Income	\$ 42,513	



**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Households by Race and Household Income

Current Year Estimated Households by Race and Household Income	Cullman Custom Trade Area	
		%
Current Year Estimated Households: White Householder by Household Income	58,400	
Less than \$10,000	5,216	9%
\$10,000 to \$14,999	3,450	6%
\$15,000 to \$19,999	3,708	6%
\$20,000 to \$24,999	4,115	7%
\$25,000 to \$29,999	3,674	6%
\$30,000 to \$34,999	3,901	7%
\$35,000 to \$39,999	3,544	6%
\$40,000 to \$44,999	3,635	6%
\$45,000 to \$49,999	2,918	5%
\$50,000 to \$59,999	4,769	8%
\$60,000 to \$74,999	5,621	10%
\$75,000 to \$99,999	6,306	11%
\$100,000 to \$124,999	3,630	6%
\$125,000 to \$149,999	1,516	3%
\$150,000 to \$199,999	1,735	3%
\$200,000 or more	663	1%
Median Household Income	\$ 42,191	
Average Household Income	\$ 52,611	
Current Year Estimated Households: Black Householder by Household Income	502	
Less than \$10,000	78	16%
\$10,000 to \$14,999	36	7%
\$15,000 to \$19,999	21	4%
\$20,000 to \$24,999	40	8%
\$25,000 to \$29,999	45	9%
\$30,000 to \$34,999	36	7%
\$35,000 to \$39,999	20	4%
\$40,000 to \$44,999	16	3%
\$45,000 to \$49,999	18	4%
\$50,000 to \$59,999	27	5%
\$60,000 to \$74,999	69	14%
\$75,000 to \$99,999	60	12%
\$100,000 to \$124,999	24	5%
\$125,000 to \$149,999	7	1%
\$150,000 to \$199,999	4	1%
\$200,000 or more	1	0%
Median Household Income	\$ 34,459	
Average Household Income	\$ 44,565	



**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Households by Race and Household Income

Current Year Estimated Households by Race and Household Income	Cullman Custom Trade Area	
		%
Current Year Estimated Households: Asian Householder by Household Income	154	
Less than \$10,000	20	13%
\$10,000 to \$14,999	16	11%
\$15,000 to \$19,999	13	9%
\$20,000 to \$24,999	12	8%
\$25,000 to \$29,999	13	9%
\$30,000 to \$34,999	9	6%
\$35,000 to \$39,999	4	3%
\$40,000 to \$44,999	3	2%
\$45,000 to \$49,999	10	6%
\$50,000 to \$59,999	12	8%
\$60,000 to \$74,999	19	13%
\$75,000 to \$99,999	10	7%
\$100,000 to \$124,999	5	3%
\$125,000 to \$149,999	4	3%
\$150,000 to \$199,999	1	1%
\$200,000 or more	2	1%
Median Household Income	\$ 31,166	
Average Household Income	\$ 42,925	
Current Year Estimated Households: Other Householder by Household Income	1,179	
Less than \$10,000	209	18%
\$10,000 to \$14,999	139	12%
\$15,000 to \$19,999	115	10%
\$20,000 to \$24,999	62	5%
\$25,000 to \$29,999	71	6%
\$30,000 to \$34,999	77	7%
\$35,000 to \$39,999	69	6%
\$40,000 to \$44,999	70	6%
\$45,000 to \$49,999	38	3%
\$50,000 to \$59,999	96	8%
\$60,000 to \$74,999	93	8%
\$75,000 to \$99,999	79	7%
\$100,000 to \$124,999	35	3%
\$125,000 to \$149,999	14	1%
\$150,000 to \$199,999	10	1%
\$200,000 or more	1	0%
Median Household Income	\$ 29,453	
Average Household Income	\$ 36,962	



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**Cullman Custom Trade Area
Sitewise Online**

Current Year Estimated Households by Race and Household Income

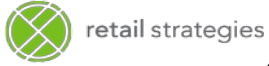
Current Year Estimated Households by Race and Household Income	Cullman Custom Trade Area	
		%
Current Year Estimated Households: Hispanic (Ethnic) Householder by Household Income	1,406	
Less than \$10,000	224	16%
\$10,000 to \$14,999	107	8%
\$15,000 to \$19,999	158	11%
\$20,000 to \$24,999	139	10%
\$25,000 to \$29,999	96	7%
\$30,000 to \$34,999	106	8%
\$35,000 to \$39,999	76	5%
\$40,000 to \$44,999	80	6%
\$45,000 to \$49,999	56	4%
\$50,000 to \$59,999	107	8%
\$60,000 to \$74,999	115	8%
\$75,000 to \$99,999	69	5%
\$100,000 to \$124,999	36	3%
\$125,000 to \$149,999	17	1%
\$150,000 to \$199,999	19	1%
\$200,000 or more	1	0%
Median Household Income	\$ 28,905	
Average Household Income	\$ 36,975	



**Cullman Custom Trade Area
Sitewise Online**

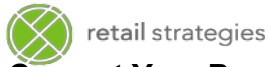
Current Year Estimated Owner-Occupied Housing Units by Value

Current Year Estimated Owner-Occupied Housing Units by Value	Cullman Custom Trade Area	
		%
Current Year Estimated Owner-Occupied Housing Units by Value	47,522	
Less than \$10,000	1,832	4%
\$10,000 to \$14,999	884	2%
\$15,000 to \$19,999	1,016	2%
\$20,000 to \$24,999	1,004	2%
\$25,000 to \$29,999	692	1%
\$30,000 to \$34,999	759	2%
\$35,000 to \$39,999	805	2%
\$40,000 to \$49,999	1,590	3%
\$50,000 to \$59,999	1,844	4%
\$60,000 to \$69,999	3,212	7%
\$70,000 to \$79,999	2,941	6%
\$80,000 to \$89,999	2,692	6%
\$90,000 to \$99,999	2,231	5%
\$100,000 to \$124,999	5,548	12%
\$125,000 to \$149,999	4,813	10%
\$150,000 to \$174,999	3,863	8%
\$175,000 to \$199,999	2,561	5%
\$200,000 to \$249,999	3,634	8%
\$250,000 to \$299,999	2,063	4%
\$300,000 to \$399,999	1,806	4%
\$400,000 to \$499,999	598	1%
\$500,000 to \$749,999	639	1%
\$750,000 to \$1,000,000	408	1%
\$1,000,000 or more	89	0%
Median Housing Unit Value	\$ 110,187	
Average Housing Unit Value	\$ 143,540	



**Cullman Custom Trade Area
Sitewise Online
Current Year Estimated Households by Wealth & Poverty**

Current Year Estimated Households by Wealth & Poverty	Cullman Custom Trade Area	
		%
Estimated Households by Wealth	61,640	
0 and under*	11,189	18%
1 to 4,999	5,798	9%
\$5,000 to \$9,999	2,961	5%
\$10,000 to \$24,999	4,066	7%
\$25,000 to \$49,999	4,346	7%
\$50,000 to \$99,999	6,577	11%
\$100,000 to \$249,999	11,233	18%
\$250,000 to \$499,999	7,677	12%
\$500,000+	7,792	13%
Average Household Wealth	\$ 217,411	
Median Household Wealth	\$ 68,698	
Estimated Households by Poverty	61,640	
In Poverty	10,393	17%
Married	2,520	4%
Male Householder	335	1%
Female Householder	2,424	4%
Non-family	4,866	8%
Non-family Student	248	0%
Above Poverty	51,247	83%
*The data range reaches from negative wealth (household debts outstrip assets) to zero (assets equal liabilities)		



**Cullman Custom Trade Area
Sitewise Online**

Current Year Population by STI: Landscape Category, WorkPlace, Per Capita Expenditures

Current Year Population by STI: Landscape Category, WorkPlace, Per Capita Expenditures	Cullman Custom Trade Area	
		%
Population in Households by STI: Landscape Category	154,829	
A-Creme de la Creme	782	1%
B-Urban Cliff Climbers	6,332	4%
C-Urban Cliff Dwellers	12,249	8%
D-Seasoned Urban Dwellers	2,401	2%
E-Thriving Alone	570	0%
F-Going it Alone	3,713	2%
G-Struggling Alone	11,946	8%
H-Single in the Suburbs	811	1%
I-Married in the Suburbs	5,512	4%
J-Retired in the Suburbs	1,598	1%
K-Living with Nature	89,251	58%
L-Working with Nature	16,586	11%
M-Harlem Gateway	0	0%
N-Espaniola	0	0%
O-Specialties	3,080	2%
Workplace		
Workplace Establishments	3,072	
Workplace Employees (FTE)	46,535	
Weekly Per Capita Consumer Expenditures		
Market Basket	\$ 47.89	
Apparel and services	\$ 12.01	
Transportation	\$ 64.13	
Health Care	\$ 26.11	
Entertainment	\$ 16.39	



**Cullman Custom Trade Area
Sitewise Online
Current Year Estimates Quarterly Historicals and Statistics**

Current Year Estimates Quarterly Historicals and Statistics	Cullman Custom Trade Area	%
Current Year Estimated Population - Quarterly Historicals		
16Q1	156,438	
15Q4	155,955	
16Q1	155,822	
15Q4	155,594	
15Q3	155,559	
15Q2	155,320	
15Q1	155,252	
14Q4	154,816	
14Q3	154,662	
Current Year Estimated Households - Quarterly Historicals		
16Q1	61,640	
15Q4	61,448	
15Q3	61,396	
15Q2	61,296	
15Q1	61,285	
14Q4	61,188	
14Q3	61,161	
14Q2	60,986	
14Q1	60,921	
Current Year Transient Estimates		
16Q1	527	
15Q4	936	
15Q3	1,463	
15Q2	869	
15Q1	573	
14Q4	950	
14Q3	1,399	
14Q2	856	
14Q1	506	
Current Year Unemployment Rate**		
16Q1	6.7%	
15Q4	Non-Additive	
15Q3	Non-Additive	
15Q2	Non-Additive	
15Q1	Non-Additive	
14Q4	Non-Additive	
14Q3	Non-Additive	
14Q2	Non-Additive	
14Q1	Non-Additive	



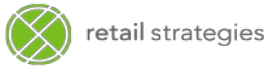
Cullman Custom Trade Area
Sitewise Online
Current Year Estimates Quarterly Historicals and Statistics

Current Year Estimates Quarterly Historicals and Statistics	Cullman Custom Trade Area	
		%
Components of Change (past 12 months without Group Quarters)		
Births	1,776	
Deaths	Non-Additive	
Migration	Non-Additive	
Indicators and Scores*		
Growth Stability Indicator	n/a	
Expected Value Indicator		
Diversity Indicator		
Land Area		
Area in square miles	1,609	
Estimated Population per square mile	97.2	
Estimated Households per square mile	38.3	
Economic Viability**		
16Q1		
15Q4		
15Q3		
15Q2		
15Q1		
14Q4		
14Q3		
14Q2		
14Q1		
Economic Viability Indexed**		
16Q1		
15Q4		
15Q3		
15Q2		
15Q1		
14Q4		
14Q3		
14Q2		
14Q1		
*Indicators and Scores are only applicable at the Block group level		
**Not available at the National and CBSA level		



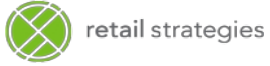
**Cullman Custom Trade Area
Sitewise Online
2000 Census Population by Sex, Age**

2000 Census Population by Sex, Age	Cullman Custom Trade Area	
		%
Total Population	143,948	
Population/square mile	89.5	
100% Population	143,832	
Males	71,135	49%
Females	72,813	51%
Urban Population	31,670	22%
Rural Population	112,278	78%
Population by Age	143,948	
Age 5 and under	9,273	6%
Age 5 to 14	15,848	11%
Age 14 to 18	10,338	7%
Age 18 to 22	7,230	5%
Age 22 to 25	5,067	4%
Age 25 to 30	9,301	6%
Age 30 to 35	9,907	7%
Age 35 to 40	11,113	8%
Age 40 to 45	11,033	8%
Age 45 to 50	10,136	7%
Age 50 to 55	9,745	7%
Age 55 to 60	7,880	5%
Age 60 to 65	7,053	5%
Age 65 to 75	11,286	8%
Age 75 and over	8,739	6%
Median Age	37.3	
Average Age	37.8	



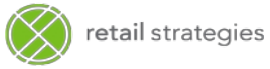
**Cullman Custom Trade Area
Sitewise Online
2000 Census Population by Educational Attainment**

2000 Census Population by Educational Attainment	Cullman Custom Trade Area	
		%
Population 25 years or older by Educational Attainment	96,189	
Less than 9th grade	10,581	11%
Some High School, no diploma	17,315	18%
High School Graduate (or GED)	31,890	33%
Some College, no degree	18,970	20%
College	17,434	18%
Associate Degree	5,981	6%
Bachelor's Degree	7,277	8%
Advanced (Master/PHD/etc)	4,176	4%
Population by Enrollment	33,385	
Nursery school/preschool	4,059	12%
Kindergarten/Elementary School	16,384	49%
High School	7,409	22%
College/Graduate/Professional school	5,532	17%



**Cullman Custom Trade Area
Sitewise Online
2000 Census Population by Ethnicity**

2000 Census Population by Ethnicity	Cullman Custom Trade Area	
		%
Population by Ethnicity	143,948	
White	137,915	96%
Black	1,914	1%
Asian	521	0%
Other	3,598	2%
Hawaiian	12	0%
Amer Indian	710	0%
Some Other	1,010	1%
Multi-Race	1,864	1%
<hr/>		
Population by Ethnicity (Hispanic shown separately)	143,948	
White	136,564	95%
Black	1,800	1%
Asian	468	0%
Other	2,224	2%
Hispanic	2,893	2%
Hawaiian	12	0%
Amer Indian	674	0%
Some Other	24	0%
Multi-Race	1,513	1%



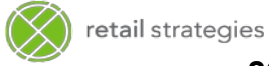
**Cullman Custom Trade Area
Sitewise Online
2000 Census Language at Home**

2000 Census Language at Home	Cullman Custom Trade Area	
		%
Total Households by Language at Home	56,545	
English	53,794	95%
Spanish	1,910	3%
European	658	1%
Asian	151	0%
Other	32	0%



Cullman Custom Trade Area
Sitewise Online
2000 Census Employed Population Age 16+ by Industry

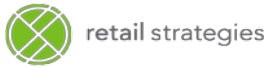
2000 Census Employed Population Age 16+ by Industry	Cullman Custom Trade Area	
		%
2000 Census Population Age 16+ by Industry	65,394	
Agriculture, forestry, fishing and hunting, mining and construction	8,188	13%
Manufacturing	15,722	24%
Wholesale & retail trade	11,160	17%
Transportation and warehousing, and utilities	4,088	6%
Information	1,114	2%
Finance, insurance, real estate and rental and leasing	2,785	4%
Professional, scientific, management, administrative, and waste management services	3,178	5%
Professional, scientific, and technical services	1,952	3%
Management of companies and enterprises	22	0%
Administrative and support and waste management services	1,203	2%
Educational, health and social services	10,737	16%
Arts, entertainment, recreation, accommodation and food services	2,976	5%
Other services (except public administration)	3,264	5%
Public Administration	2,183	3%



**Cullman Custom Trade Area
Sitewise Online**

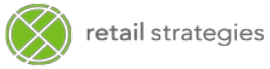
2000 Census Employed Population Age 16+ by Occupation

2000 Census Employed Population Age 16+ by Occupation	Cullman Custom Trade Area	
		%
2000 Employed Civilian Population Age 16 and over by Occupation	65,394	
Management, Professional, and Related occupations	15,954	24%
Management, Business, and Financial Operations Occupations	6,510	10%
Professional and Related Occupations	9,444	14%
Service Occupations	7,296	11%
Healthcare support occupations	1,106	2%
Protective service occupations	801	1%
Food preparation and serving related occupations	2,334	4%
Building and grounds cleaning and maintenance occupations	1,783	3%
Personal care and service occupations	1,272	2%
Sales and Office Occupations	15,573	24%
Sales and related occupations	6,912	11%
Office and administrative support occupations	8,661	13%
Farming, fishing, and forestry occupations	990	2%
Construction, Extraction, and Maintenance Occupations	9,276	14%
Production, Transportation, and Material Moving Occupations	16,305	25%



**Cullman Custom Trade Area
Sitewise Online
2000 Census Labor, Transportation, Travel Time**

2000 Census Labor, Transportation, Travel Time	Cullman Custom Trade Area	
		%
Population 16 yrs and over By Employment Status	112,600	
In Labor Force	68,524	61%
In Armed Forces	70	0%
Civilian, Employed	65,394	58%
Civilian, Unemployed	3,060	3%
Not In Labor Force	44,077	39%
Employed 16 plus 2000	65,395	58%
Workers 16 years or older by Transportation to Work	64,466	
Car, truck, or van	61,298	95%
Drove alone	52,903	82%
Carpooled	8,395	13%
Public transportation	112	0%
Motorcycle	13	0%
Bicycle	0	0%
Walked	810	1%
Other means	379	1%
Work at home	1,854	3%
Workers 16 years or older by Travel Time To Work	64,466	
Less than 5 minutes	2,284	4%
5 to 10 minutes	6,597	10%
10 to 15 minutes	7,945	12%
15 to 20 minutes	8,561	13%
20 to 30 minutes	10,691	17%
30 to 45 minutes	12,212	19%
45 to 60 minutes	7,122	11%
60 or more minutes	7,199	11%
Work at home	1,854	3%
Average travel time to work	28.6	



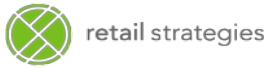
**Cullman Custom Trade Area
Sitewise Online
2000 Census Group Quarters**

2000 Census Group Quarters	Cullman Custom Trade Area	
		%
Population in Group Quarters	1,717	
100% Group Quarters	1,713	100%
Institutionalized	1,228	72%
Non-instituionalized	489	28%
Correctional	186	11%
College	107	6%
Nursing Home	977	57%
Military	0	0%
Other Institutionalized	65	4%
Other Non-institutionalized	382	22%



**Cullman Custom Trade Area
Sitewise Online
2000 Census Housing**

2000 Census Housing	Cullman Custom Trade Area	
		%
Total Housing Units	64,563	
Occupied	56,516	88%
Owner occupied	44,970	70%
Renter occupied	11,547	18%
Vacant	8,077	13%
For rent	1,562	2%
For sale only	1,054	2%
Rented or sold, not occupied	766	1%
For seasonal, recreational, or occasional use	2,686	4%
For migrant workers	6	0%
Other vacant	2,003	3%
Owner occupied Housing Units by Housing Value	44,970	
Less than \$70,000	19,272	43%
\$70,000 to \$79,999	3,912	9%
\$80,000 to \$89,999	3,959	9%
\$90,000 to \$99,999	3,230	7%
\$100,000 to \$124,999	4,158	9%
\$125,000 to \$149,999	3,501	8%
\$150,000 to \$174,999	2,217	5%
\$175,000 to \$199,999	1,298	3%
\$200,000 to \$299,999	2,233	5%
\$300,000 to \$399,999	606	1%
\$400,000 to \$499,999	205	0%
\$500,000 or more	377	1%
Median Housing Value	\$ 78,214	
Average Housing Value	\$ 98,097	
Housing Units by Monthly Rent	8,902	
Less than \$200	1,036	12%
\$200 to \$300	1,261	14%
\$300 to \$400	2,010	23%
\$400 to \$500	2,228	25%
\$500 to \$600	1,273	14%
\$600 to \$700	574	6%
\$700 to \$800	275	3%
\$800 to \$900	115	1%
\$900 to \$1,000	60	1%
\$1,000 or more	68	1%
Median Rent	\$ 406	



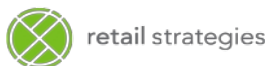
**Cullman Custom Trade Area
Sitewise Online
2000 Census Housing**

2000 Census Housing	Cullman Custom Trade Area	
		%
Average monthly gross rent	\$ 412	
Housing units by Units per Structure	64,563	
Single Units (attached and detached including row)	44,642	69%
2 to 9 units	3,343	5%
10 units or more	1,061	2%
Mobile home, trailer	15,412	24%
Other (Boat, RV, van, etc.)	136	0%



**Cullman Custom Trade Area
Sitewise Online
2000 Census Housing**

2000 Census Housing	Cullman Custom Trade Area	
		%
Housing units by Number of Rooms	64,563	
1 Room	226	0%
2 Rooms	899	1%
3 Rooms	3,266	5%
4 Rooms	11,983	19%
5 Rooms	17,883	28%
6 Rooms	14,538	23%
7 Rooms	7,817	12%
8 Rooms	4,121	6%
9 or more rooms	3,862	6%
Rooms per unit	5.6	
Median Rooms	5.9	
Housing Units by Year Structure Built	64,563	
Built 1990 to 2000	17,676	27%
Built 1980 to 1990	12,593	20%
Built 1970 to 1980	12,960	20%
Built 1960 to 1970	8,662	13%
Built 1950 to 1960	5,750	9%
Built 1940 to 1950	3,348	5%
Built 1939 or earlier	3,605	6%
Owner Occupied Units by Length of Residency	44,970	70%
1999 to 2000	4,905	8%
1995 to 1998	11,578	18%
1990 to 1994	8,281	13%
1980 to 1989	8,495	13%
1970 to 1979	5,820	9%
1969 or earlier	5,890	9%
Renter Occupied Units by Length of Residency	11,547	18%
1999 to 2000	4,698	7%
1995 to 1998	3,693	6%
1990 to 1994	1,334	2%
1980 to 1989	907	1%
1970 to 1979	327	1%
1969 or earlier	588	1%
Occupied Units by Vehicles Available	56,516	



**Cullman Custom Trade Area
Sitewise Online
2000 Census Housing**

2000 Census Housing	Cullman Custom Trade Area	
		%
None	3,427	6%
1	14,938	26%
2	22,980	41%
3 or more	15,146	27%
Vehicles per unit	2.0	

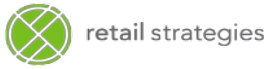


retail strategies

**Cullman Custom Trade Area
Sitewise Online**

2000 Census Households by Household Size, Household Type

2000 Census Households by Household Size, Household Type	Cullman Custom Trade Area	
		%
Total Households	56,545	
Family households	42,156	75%
Married-couple households	35,783	63%
Male householder, no wife	1,914	3%
Female householder, no husband	4,459	8%
Non family households	14,389	25%
One person households	13,093	23%
Total Households by Household Size	56,545	
1-person household	13,094	23%
2-person household	20,041	35%
3-person household	10,564	19%
4-person household	8,435	15%
5-person household	3,160	6%
6-person household	947	2%
7 or more person household	303	1%
Persons in Households	2.5	
100% Households	56,512	100%



**Cullman Custom Trade Area
Sitewise Online
2000 Census Household Income, Sources**

2000 Census Household Income, Sources	Cullman Custom Trade Area	
		%
Households by 1999 Income Level	56,545	
Less than \$20,000	16,095	28%
\$20,000 to \$29,999	8,773	16%
\$30,000 to \$39,999	8,142	14%
\$40,000 to \$49,999	6,534	12%
\$50,000 to \$74,999	9,842	17%
\$75,000 to \$99,999	3,850	7%
\$100,000 to \$124,999	1,606	3%
\$125,000 to \$149,999	630	1%
\$150,000 to \$199,999	551	1%
\$200,000 or more	495	1%
Median Household Income	\$ 34,165	
Average Household Income	\$ 42,962	
Households by Types of Income	56,545	
Earnings	43,941	78%
Wages and Salaries	41,949	74%
Self-Employment Income 1999	7,576	13%
Interest, Dividends and Rents	14,386	25%
Social Security Income	16,621	29%
Supplemental SS Income	3,294	6%
Public Assistance Income	785	1%
Retirement Income	9,553	17%
Other Income	7,371	13%
Average Income by Types of Income		
Earnings	\$ 44,848	
Wages and Salaries	\$ 42,563	
Self-Employment Income	\$ 24,455	
Interest, Dividends and Rents	\$ 6,333	
Social Security Income	\$ 10,178	
Supplemental SS Income	\$ 5,761	
Public Assistance Income	\$ 2,461	
Retirement Income	\$ 13,203	
Other Income	\$ 6,959	
Average Family Income	\$ 49,365	
Average Non-Family Income	\$ 23,187	
Per capita Income	\$ 16,991	



**Cullman Custom Trade Area
Sitewise Online
STI: WorkPlace Daytime Population**

STI: WorkPlace Daytime Population	Cullman Custom Trade Area	
		%
Daytime Population	152,591	
Children at home	6,679	4%
Retired/Disable persons	23,447	15%
Homemakers	28,365	19%
Student Populations	41,163	27%
Prekindergarten to 8th Grade	19,041	12%
9th grade to 12th Grade	8,058	5%
Post-Secondary Students	14,065	9%
Work at Home	1,605	1%
Employed	46,535	30%
Unemployed	4,797	3%
<p>Note: Some people can be classified as having several of the above attributes at the same time. For example, college students who are working their way through school or people employed but working out of their homes. Therefore, some people maybe counted twice. This double-counting causes the daytime population to be approximately 6% higher than the population figures found in STI: PopStats.</p>		