



Economic Overview

Cullman County, Alabama



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Demographic Profile

The population in Cullman County, Alabama was 82,313 per American Community Survey data for 2014-2018.

The region has a civilian labor force of 34,906 with a participation rate of 53.0%. Of individuals 25 to 64 in Cullman County, Alabama, 14.1% have a bachelor's degree or higher which compares with 32.9% in the nation.

The median household income in Cullman County, Alabama is \$42,558 and the median house value is \$124,100.

Summary¹

Demographics	Percent			Value		
	Cullman County, Alabama	Alabama	USA	Cullman County, Alabama	Alabama	USA
Population (ACS)	—	—	—	82,313	4,864,680	322,903,030
Male	49.3%	48.4%	49.2%	40,560	2,355,799	158,984,190
Female	50.7%	51.6%	50.8%	41,753	2,508,881	163,918,840
Median Age ²	—	—	—	40.6	38.9	37.9
Under 18 Years	22.6%	22.6%	22.8%	18,572	1,098,793	73,553,240
18 to 24 Years	7.9%	9.6%	9.6%	6,529	465,929	30,903,719
25 to 34 Years	12.4%	13.0%	13.8%	10,166	632,660	44,567,976
35 to 44 Years	12.4%	12.3%	12.6%	10,178	599,382	40,763,210
45 to 54 Years	13.4%	13.2%	13.2%	11,013	641,069	42,589,573
55 to 64 Years	13.4%	13.2%	12.8%	11,052	643,015	41,286,731
65 to 74 Years	10.6%	9.5%	8.8%	8,756	463,057	28,535,419
75 Years, and Over	7.3%	6.6%	6.4%	6,047	320,775	20,703,162
Race: White	95.2%	68.2%	72.7%	78,392	3,317,453	234,904,818
Race: Black or African American	1.2%	26.6%	12.7%	998	1,293,186	40,916,113
Race: American Indian and Alaska Native	0.4%	0.5%	0.8%	348	25,576	2,699,073
Race: Asian	0.4%	1.3%	5.4%	334	64,609	17,574,550
Race: Native Hawaiian and Other Pacific Islander	0.0%	0.0%	0.2%	3	2,182	582,718
Race: Some Other Race	1.0%	1.4%	4.9%	793	70,055	15,789,961
Race: Two or More Races	1.8%	1.9%	3.2%	1,445	91,619	10,435,797
Hispanic or Latino (of any race)	4.3%	4.2%	17.8%	3,543	203,146	57,517,935
Population Growth						
Population (Pop Estimates) ⁴	—	—	—	83,768	4,903,185	328,239,523
Population Annual Average Growth ⁴	0.4%	0.3%	0.7%	342	14,525	2,146,799
People per Square Mile	—	—	—	114.0	96.8	92.9
Economic						
Labor Force Participation Rate and Size (civilian population 16 years and over) ⁵	53.0%	57.3%	63.2%	34,906	2,224,606	162,248,196
Prime-Age Labor Force Participation Rate and Size (civilian population 25-54) ⁵	72.2%	76.9%	81.8%	22,620	1,431,987	104,136,254
Armed Forces Labor Force ⁵	0.1%	0.3%	0.4%	49	12,558	1,028,133
Veterans, Age 18-64 ⁵	5.1%	6.1%	4.7%	2,485	181,436	9,398,789
Veterans Labor Force Participation Rate and Size, Age 18-64 ⁵	67.0%	71.3%	76.3%	1,666	129,440	7,168,168
Median Household Income ^{2,5}	—	—	—	\$42,558	\$48,486	\$60,293
Per Capita Income ⁵	—	—	—	\$22,980	\$26,846	\$32,621
Mean Commute Time (minutes) ⁵	—	—	—	26.4	24.7	26.6
Commute via Public Transportation ⁵	0.1%	0.3%	5.0%	34	6,959	7,602,145
Educational Attainment, Age 25-64						
No High School Diploma	16.7%	12.6%	11.2%	7,098	316,688	18,885,967
High School Graduate	34.0%	29.7%	25.8%	14,424	747,282	43,699,272
Some College, No Degree	23.1%	22.4%	21.0%	9,813	564,018	35,525,113

Summary¹

	Percent			Value		
	Cullman County, Alabama	Alabama	USA	Cullman County, Alabama	Alabama	USA
Associate's Degree	12.0%	9.3%	9.1%	5,083	232,872	15,389,737
Bachelor's Degree	9.6%	16.8%	20.8%	4,076	422,141	35,261,652
Postgraduate Degree	4.5%	9.3%	12.1%	1,915	233,125	20,445,749
Housing						
Total Housing Units	—	—	—	37,652	2,244,462	136,384,292
Median House Value (of owner-occupied units) ²	—	—	—	\$124,100	\$137,200	\$204,900
Homeowner Vacancy	2.0%	2.1%	1.7%	478	27,231	1,304,850
Rental Vacancy	7.5%	10.2%	6.0%	637	67,917	2,822,053
Renter-Occupied Housing Units (% of Occupied Units)	25.4%	31.4%	36.2%	7,811	585,046	43,285,318
Occupied Housing Units with No Vehicle Available (% of Occupied Units) ⁵	4.2%	6.2%	8.7%	1,279	115,360	10,424,934
Social						
Poverty Level (of all people) ⁵	15.8%	17.5%	14.1%	12,831	829,400	44,257,979
Households Receiving Food Stamps/SNAP	12.0%	14.5%	12.2%	3,677	269,603	14,635,287
Enrolled in Grade 12 (% of total population)	1.3%	1.3%	1.4%	1,103	65,673	4,442,295
Disconnected Youth ^{3,5}	3.2%	3.1%	2.6%	126	7,994	438,452
Children in Single Parent Families (% of all children) ⁵	26.9%	38.5%	34.3%	4,661	394,270	23,973,249
Uninsured	11.8%	10.0%	9.4%	9,631	477,474	29,752,767
With a Disability, Age 18-64 ⁵	15.5%	14.2%	10.3%	7,502	416,469	20,240,504
With a Disability, Age 18-64, Labor Force Participation Rate and Size ⁵	32.8%	32.8%	41.6%	2,463	136,711	8,421,018
Foreign Born	2.4%	3.5%	13.5%	1,985	168,111	43,539,499
Speak English Less Than Very Well (population 5 yrs and over)	1.5%	2.1%	8.5%	1,194	96,426	25,647,781

Source: [JobsEQ®](#)

1. American Community Survey 2014-2018, unless noted otherwise

2. Median values for certain aggregate regions (such as MSAs) may be estimated as the weighted averages of the median values from the composing counties.

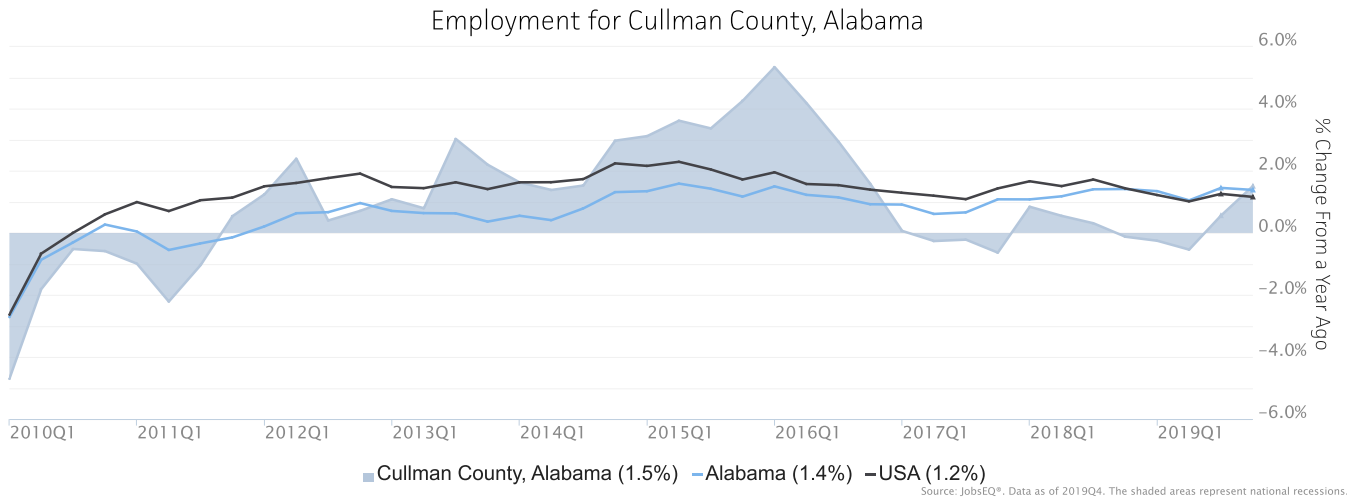
3. Disconnected Youth are 16-19 year olds who are (1) not in school, (2) not high school graduates, and (3) either unemployed or not in the labor force.

4. Census 2019, annual average growth rate since 2009

5. See Rio Arriba errata note in the Data Dictionary.

Employment Trends

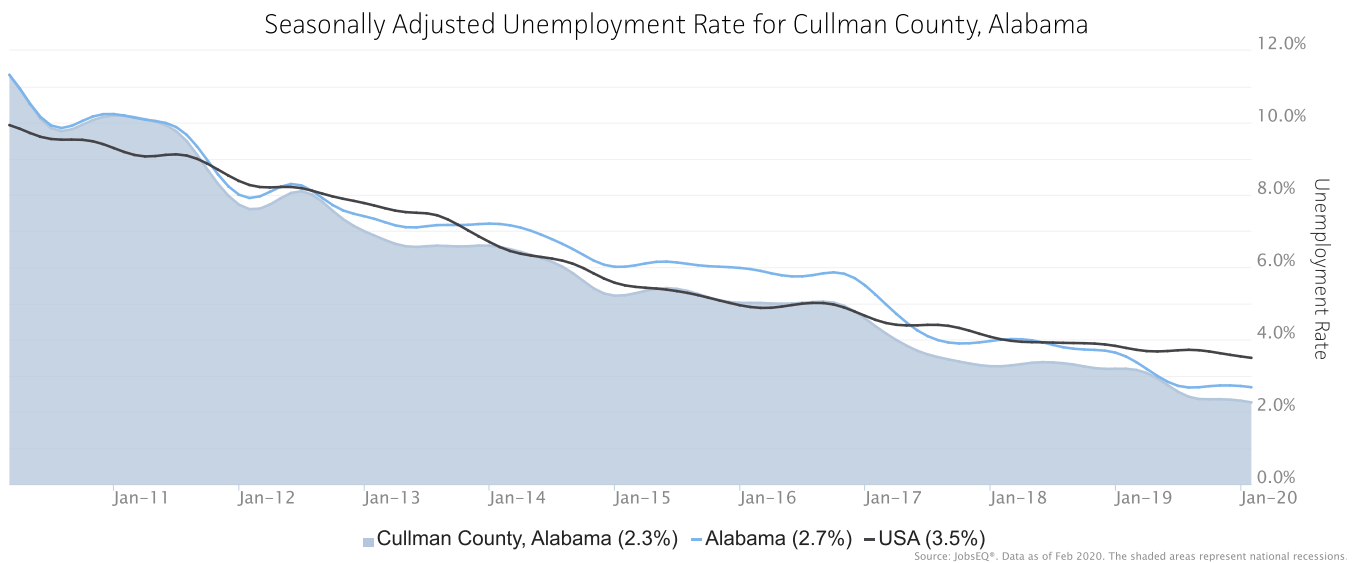
As of 2019Q4, total employment for Cullman County, Alabama was 32,721 (based on a four-quarter moving average). Over the year ending 2019Q4, employment increased 1.5% in the region.



Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q4 with preliminary estimates updated to 2019Q4.

Unemployment Rate

The seasonally adjusted unemployment rate for Cullman County, Alabama was 2.3% as of February 2020. The regional unemployment rate was lower than the national rate of 3.5%. One year earlier, in February 2019, the unemployment rate in Cullman County, Alabama was 3.2%.

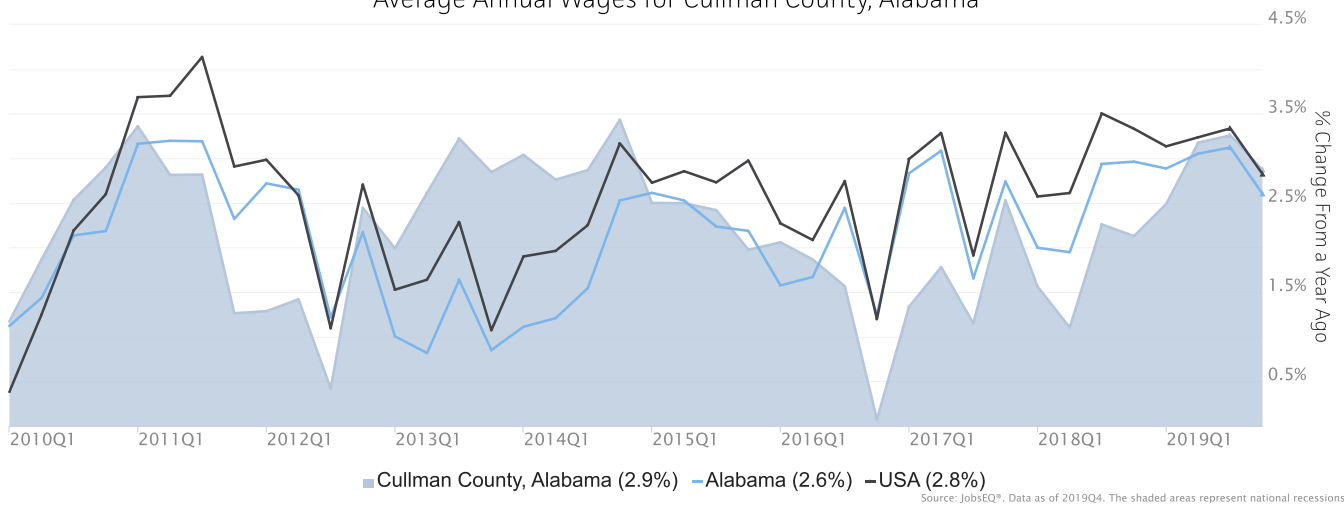


Unemployment rate data are from the Local Area Unemployment Statistics, provided by the Bureau of Labor Statistics and updated through February 2020.

Wage Trends

The average worker in Cullman County, Alabama earned annual wages of \$39,129 as of 2019Q4. Average annual wages per worker increased 2.9% in the region over the preceding four quarters. For comparison purposes, annual average wages were \$57,413 in the nation as of 2019Q4.

Average Annual Wages for Cullman County, Alabama



Annual average wages per worker data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q2 with preliminary estimates updated to 2019Q4.

Cost of Living Index

The Cost of Living Index estimates the relative price levels for consumer goods and services. When applied to wages and salaries, the result is a measure of relative purchasing power. The cost of living is 16.9% lower in Cullman County, Alabama than the U.S. average.

Cost of Living Information

	Annual Average Salary	Cost of Living Index (Base US)	US Purchasing Power
Cullman County, Alabama	\$39,129	83.1	\$47,075
Alabama	\$47,183	88.9	\$53,056
USA	\$57,413	100.0	\$57,413

Source: [JobsEQ®](#)

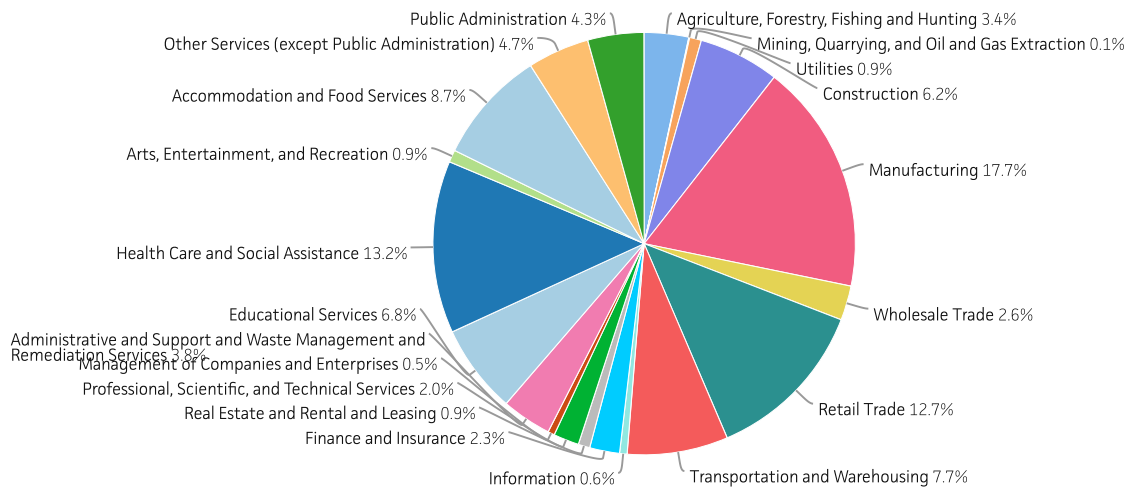
Data as of 2019Q4

Cost of Living per C2ER, data as of 2019q4, imputed by Chmura where necessary.

Industry Snapshot

The largest sector in Cullman County, Alabama is Manufacturing, employing 5,782 workers. The next-largest sectors in the region are Health Care and Social Assistance (4,315 workers) and Retail Trade (4,152). High location quotients (LQs) indicate sectors in which a region has high concentrations of employment compared to the national average. The sectors with the largest LQs in the region are Agriculture, Forestry, Fishing and Hunting (LQ = 2.55), Manufacturing (2.14), and Utilities (1.79).

Total Workers for Cullman County, Alabama by Industry



Source: JobsEQ®, Data as of 2019Q4

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q2 with preliminary estimates updated to 2019Q4.

Sectors in Cullman County, Alabama with the highest average wages per worker are Management of Companies and Enterprises (\$75,179), Utilities (\$69,345), and Mining, Quarrying, and Oil and Gas Extraction (\$65,005). Regional sectors with the best job growth (or most moderate job losses) over the last 5 years are Manufacturing (+535 jobs), Accommodation and Food Services (+527), and Retail Trade (+443).

Over the next 1 year, employment in Cullman County, Alabama is projected to expand by 87 jobs. The fastest growing sector in the region is expected to be Health Care and Social Assistance with a +1.1% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Health Care and Social Assistance (+48 jobs), Accommodation and Food Services (+26), and Construction (+18).

NAICS	Industry	Current			5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages	LQ	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
31	Manufacturing	5,782	\$50,418	2.14	535	2.0%	575	222	380	-26	-0.4%
62	Health Care and Social Assistance	4,315	\$42,141	0.92	338	1.6%	455	200	207	48	1.1%
44	Retail Trade	4,152	\$29,561	1.24	443	2.3%	543	245	309	-11	-0.3%
72	Accommodation and Food Services	2,846	\$15,743	0.96	527	4.2%	488	204	257	26	0.9%
48	Transportation and Warehousing	2,527	\$49,081	1.69	272	2.3%	283	114	155	14	0.5%
61	Educational Services	2,228	\$32,612	0.84	-11	-0.1%	211	99	107	5	0.2%
23	Construction	2,022	\$42,598	1.08	-20	-0.2%	217	71	127	18	0.9%
81	Other Services (except Public Administration)	1,543	\$21,828	1.06	26	0.3%	178	80	96	2	0.1%
92	Public Administration	1,410	\$36,653	0.92	40	0.6%	131	55	74	2	0.1%
56	Administrative and Support and Waste Management and Remediation Services	1,250	\$27,175	0.60	173	3.0%	148	61	83	4	0.3%
11	Agriculture, Forestry, Fishing and Hunting	1,111	\$43,794	2.55	-89	-1.5%	117	51	69	-3	-0.3%
42	Wholesale Trade	866	\$48,321	0.70	-15	-0.4%	88	34	57	-3	-0.3%
52	Finance and Insurance	747	\$55,030	0.58	49	1.4%	71	26	43	1	0.2%
54	Professional, Scientific, and Technical Services	640	\$47,930	0.29	-43	-1.3%	59	20	34	4	0.6%
71	Arts, Entertainment, and Recreation	308	\$23,961	0.47	156	15.1%	46	19	24	2	0.7%
22	Utilities	300	\$69,345	1.79	18	1.2%	26	10	17	-1	-0.2%
53	Real Estate and Rental and Leasing	294	\$41,962	0.52	3	0.2%	31	14	16	1	0.4%
51	Information	190	\$42,799	0.29	-28	-2.7%	16	7	12	-3	-1.4%
55	Management of Companies and Enterprises	166	\$75,179	0.34	-43	-4.5%	16	6	9	1	0.4%
21	Mining, Quarrying, and Oil and Gas Extraction	22	\$65,005	0.15	9	10.8%	2	1	1	0	-0.2%
Total - All Industries		32,721	\$39,129	1.00	2,337	1.5%	3,653	1,525	2,042	87	0.3%

Source: [JobsEQ®](http://www.chmuraecon.com/jobseq)

Employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and imputed where necessary. Data are updated through 2019Q2 with preliminary estimates updated to 2019Q4. Forecast employment growth uses national projections adapted for regional growth patterns.

Occupation Snapshot

The largest major occupation group in Cullman County, Alabama is Production Occupations, employing 4,188 workers. The next-largest occupation groups in the region are Office and Administrative Support Occupations (4,103 workers) and Sales and Related Occupations (3,468). High location quotients (LQs) indicate occupation groups in which a region has high concentrations of employment compared to the national average. The major groups with the largest LQs in the region are Production Occupations (LQ = 2.15), Transportation and Material Moving Occupations (1.46), and Farming, Fishing, and Forestry Occupations (1.39).

Occupation groups in Cullman County, Alabama with the highest average wages per worker are Management Occupations (\$87,300), Legal Occupations (\$75,800), and Architecture and Engineering Occupations (\$73,900). The unemployment rate in the region varied among the major groups from 0.9% among Legal Occupations to 6.2% among Farming, Fishing, and Forestry Occupations.

Over the next 1 year, the fastest growing occupation group in Cullman County, Alabama is expected to be Personal Care and Service Occupations with a +1.3% year-over-year rate of growth. The strongest forecast by number of jobs over this period is expected for Food Preparation and Serving Related Occupations (+27 jobs) and Healthcare Practitioners and Technical Occupations (+18). Over the same period, the highest separation demand (occupation demand due to retirements and workers moving from one occupation to another) is expected in Food Preparation and Serving Related Occupations (499 jobs) and Sales and Related Occupations (489).

Cullman County, Alabama, 2019Q4¹

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
51-0000	Production	4,188	\$34,900	2.15	135	2.8%	47	290	1.4%	438	165	297	-24	-0.6%
43-0000	Office and Administrative Support	4,103	\$33,500	0.88	109	2.4%	103	152	0.8%	430	208	239	-16	-0.4%
41-0000	Sales and Related	3,468	\$34,800	1.08	122	3.3%	223	361	2.2%	483	219	270	-6	-0.2%
53-0000	Transportation and Material Moving	3,334	\$35,100	1.46	116	3.2%	125	327	2.1%	415	158	244	14	0.4%
35-0000	Food Preparation and Serving Related	2,853	\$21,300	1.01	147	4.1%	190	452	3.5%	527	224	275	27	0.9%
11-0000	Management	2,027	\$87,300	1.00	17	0.9%	33	76	0.8%	158	73	80	4	0.2%
29-0000	Healthcare Practitioners and Technical	1,944	\$69,000	1.03	26	1.2%	84	267	3.0%	125	54	52	18	0.9%
47-0000	Construction and Extraction	1,619	\$38,400	1.08	75	3.6%	13	-19	-0.2%	180	58	108	14	0.8%
25-0000	Education, Training, and Library	1,598	\$45,600	0.87	32	2.2%	5	2	0.0%	139	67	66	6	0.4%
49-0000	Installation, Maintenance, and Repair	1,463	\$45,100	1.16	35	1.8%	46	51	0.7%	142	51	87	4	0.3%
31-0000	Healthcare Support	956	\$27,800	1.06	25	2.1%	38	9	0.2%	123	56	55	12	1.2%
37-0000	Building and Grounds Cleaning and Maintenance	915	\$26,600	0.81	46	3.6%	44	86	2.0%	119	54	61	4	0.5%
13-0000	Business and Financial Operations	858	\$64,100	0.50	12	1.8%	21	85	2.1%	81	26	51	4	0.5%
39-0000	Personal Care and Service	845	\$23,400	0.59	25	2.6%	37	116	3.0%	137	64	62	11	1.3%
21-0000	Community and Social Service	554	\$49,700	1.00	5	1.2%	23	12	0.4%	67	24	38	6	1.0%
33-0000	Protective Service	489	\$34,500	0.70	8	1.5%	4	27	1.1%	47	21	25	1	0.2%
17-0000	Architecture and Engineering	408	\$73,900	0.73	9	1.9%	8	27	1.4%	30	10	19	2	0.4%

Cullman County, Alabama, 2019Q4¹

SOC	Occupation	Current						5-Year History		1-Year Forecast				
		Empl	Avg Ann Wages ²	LQ	Unempl	Unempl Rate	Online Job Ads ³	Empl Change	Ann %	Total Demand	Exits	Transfers	Empl Growth	Ann % Growth
27-0000	Arts, Design, Entertainment, Sports, and Media	323	\$39,400	0.55	5	2.9%	14	15	1.0%	30	14	17	0	-0.1%
15-0000	Computer and Mathematical	302	\$71,300	0.31	5	1.9%	9	14	0.9%	21	5	15	1	0.4%
45-0000	Farming, Fishing, and Forestry	289	\$33,000	1.39	18	6.2%	n/a	-20	-1.3%	41	10	31	-1	-0.2%
23-0000	Legal	113	\$75,800	0.42	1	0.9%	1	6	1.1%	7	3	4	1	0.6%
19-0000	Life, Physical, and Social Science	74	\$54,600	0.29	1	1.9%	10	3	0.7%	7	2	5	0	0.6%
Total - All Occupations		32,721	\$41,300	1.00	973	2.7%	1,079	2,337	1.5%	3,753	1,566	2,100	87	0.3%

Source: [JobsEQ®](#)

Data as of 2019Q4 unless noted otherwise

Note: Figures may not sum due to rounding.

1. Data based on a four-quarter moving average unless noted otherwise.

2. Wage data are as of 2018 and represent the average for all Covered Employment

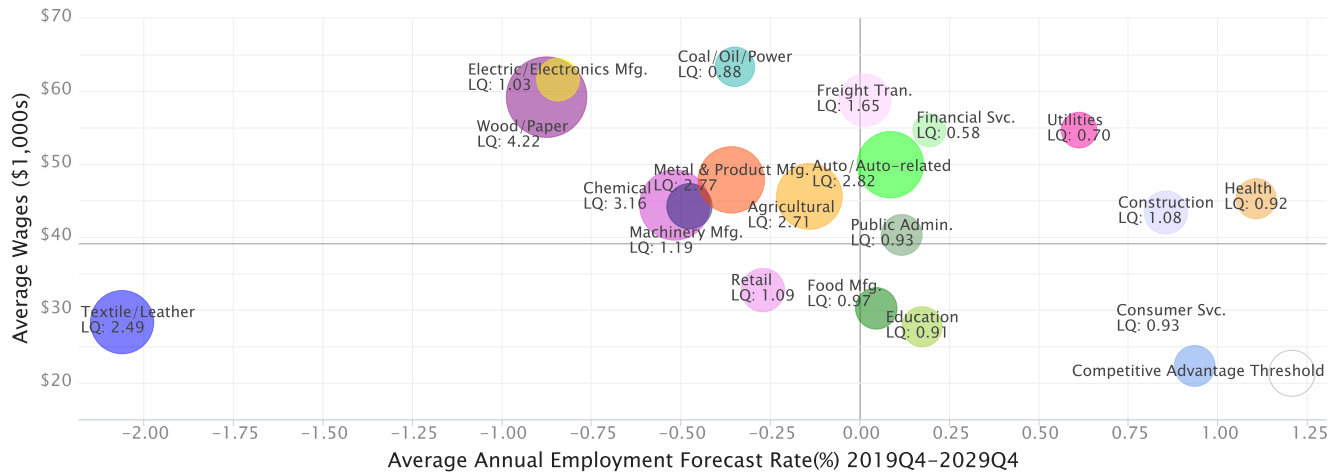
3. Data represent found online ads active within the last thirty days in the selected region; data represents a sampling rather than the complete universe of postings. Ads lacking zip code information but designating a place (city, town, etc.) may be assigned to the zip code with greatest employment in that place for queries in this analytic. Due to alternative county-assignment algorithms, ad counts in this analytic may not match that shown in RTI (nor in the popup window ad list).

Occupation employment data are estimated via industry employment data and the estimated industry/occupation mix. Industry employment data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics and currently updated through 2019Q2, imputed where necessary with preliminary estimates updated to 2019Q4. Wages by occupation are as of 2018 provided by the BLS and imputed where necessary. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Industry Clusters

A cluster is a geographic concentration of interrelated industries or occupations. The industry cluster in Cullman County, Alabama with the highest relative concentration is Wood/Paper with a location quotient of 4.22. This cluster employs 1,107 workers in the region with an average wage of \$59,182. Employment in the Wood/Paper cluster is projected to contract in the region about 0.9% per year over the next ten years.

Industry Clusters for Cullman County, Alabama as of 2019Q4



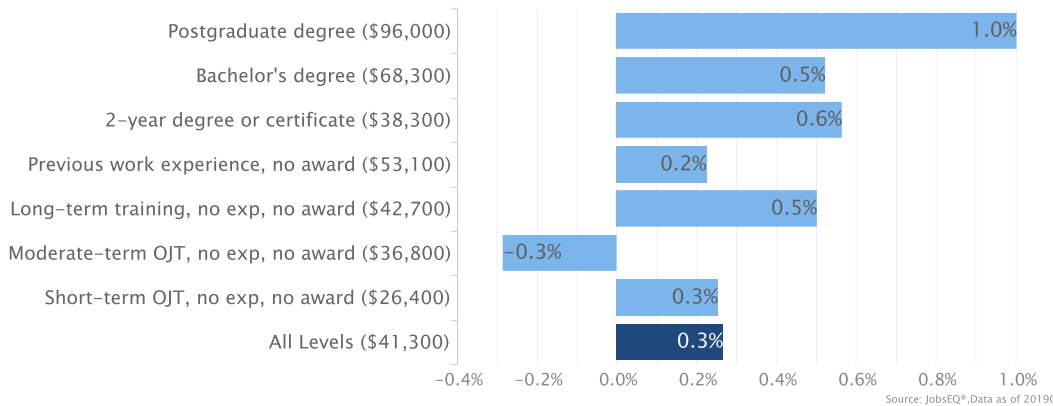
Source: JobsEQ®, Data as of 2019Q4

Location quotient and average wage data are derived from the Quarterly Census of Employment and Wages, provided by the Bureau of Labor Statistics, imputed where necessary, and updated through 2019Q2 with preliminary estimates updated to 2019Q4. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

Education Levels

Expected growth rates for occupations vary by the education and training required. While all employment in Cullman County, Alabama is projected to grow 0.3% over the next ten years, occupations typically requiring a postgraduate degree are expected to grow 1.0% per year, those requiring a bachelor’s degree are forecast to grow 0.5% per year, and occupations typically needing a 2-year degree or certificate are expected to grow 0.6% per year.

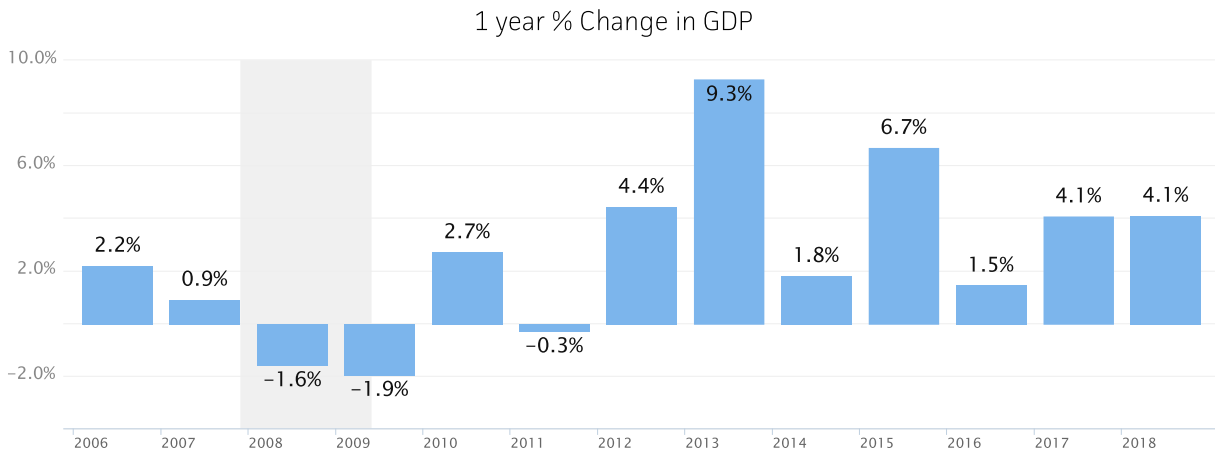
Annual Average Projected Job Growth by Training Required for Cullman County, Alabama



Employment by occupation data are estimates as of 2019Q4. Education levels of occupations are based on BLS assignments. Forecast employment growth uses national projections from the Bureau of Labor Statistics adapted for regional growth patterns.

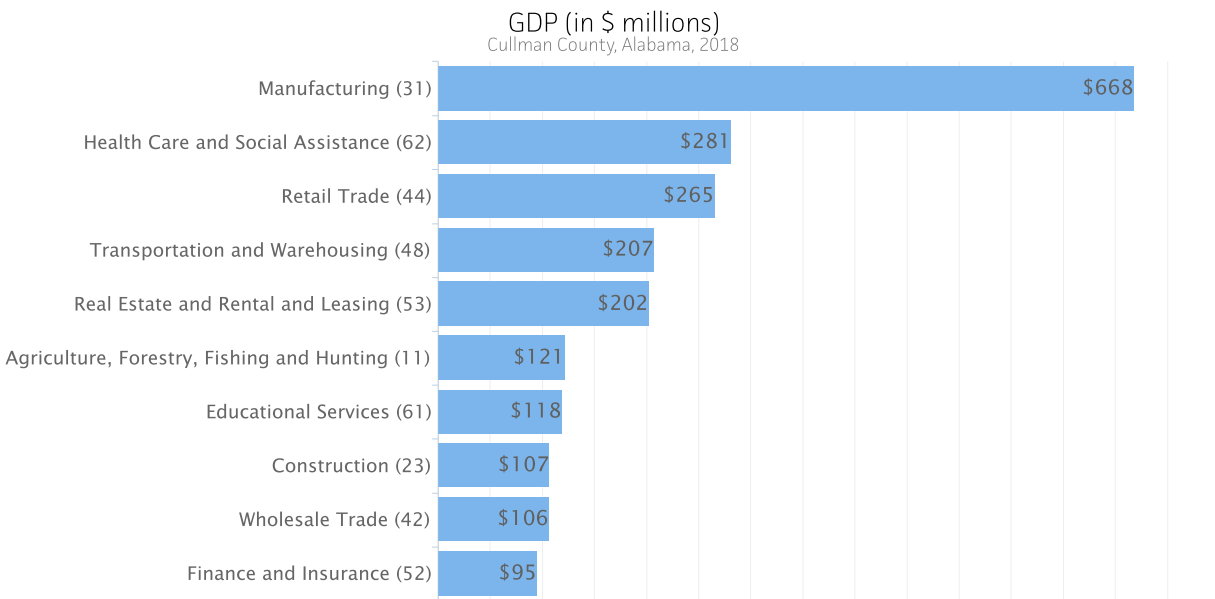
Gross Domestic Product

Gross Domestic Product (GDP) is the total value of goods and services produced by a region. In 2018, nominal GDP in Cullman County, Alabama expanded 4.1%. This follows growth of 4.1% in 2017. As of 2018, total GDP in Cullman County, Alabama was \$2,674,695,000.



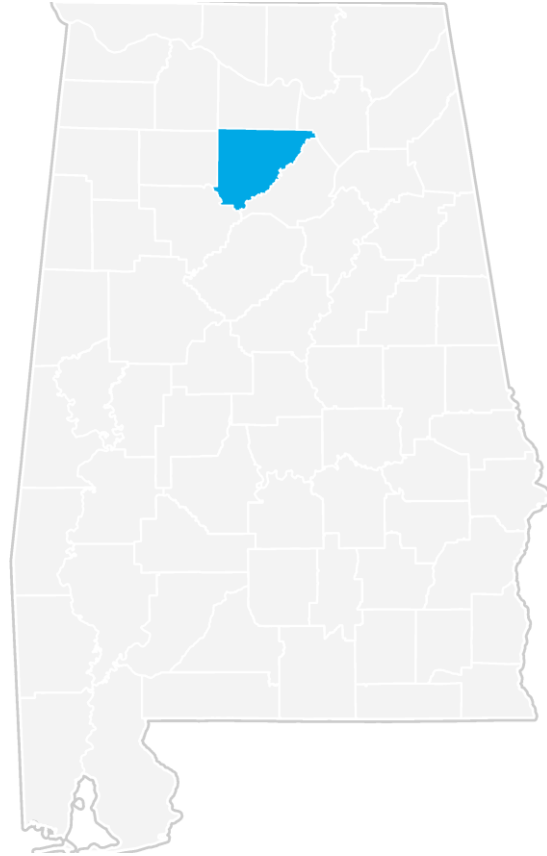
Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2018.

Of the sectors in Cullman County, Alabama, Manufacturing contributed the largest portion of GDP in 2018, \$667,756,000. The next-largest contributions came from Health Care and Social Assistance (\$281,063,000); Retail Trade (\$265,200,000); and Transportation and Warehousing (\$206,823,000).



Gross Domestic Product data are provided by the Bureau of Economic Analysis, imputed by Chmura where necessary, updated through 2018.

Cullman County, Alabama Regional Map



FAQ

What is a location quotient?

A location quotient (LQ) is a measurement of concentration in comparison to the nation. An LQ of 1.00 indicates a region has the same concentration of an industry (or occupation) as the nation. An LQ of 2.00 would mean the region has twice the expected employment compared to the nation and an LQ of 0.50 would mean the region has half the expected employment in comparison to the nation.

What is separation demand?

Separation demand is the number of jobs required due to separations—labor force exits (including retirements) and turnover resulting from workers moving from one occupation into another. Note that separation demand does not include all turnover—it does not include when workers stay in the same occupation but switch employers. The total projected demand for an occupation is the sum of the separation demand and the growth demand (which is the increase or decrease of jobs in an occupation expected due to expansion or contraction of the overall number of jobs in that occupation).

What is a cluster?

A cluster is a geographic concentration of interrelated industries or occupations. If a regional cluster has a location quotient of 1.25 or greater, the region is considered to possess a competitive advantage in that cluster.

What is the difference between industry wages and occupation wages?

Industry wages and occupation wages are estimated via separate data sets, often the time periods being reported do not align, and wages are defined slightly differently in the two systems (for example, certain bonuses are included in the industry wages but not the occupation wages). It is therefore common that estimates of the average industry wages and average occupation wages in a region do not match exactly.

What is NAICS?

The North American Industry Classification System (NAICS) is used to classify business establishments according to the type of economic activity. The NAICS Code comprises six levels, from the “all industry” level to the 6-digit level. The first two digits define the top level category, known as the “sector,” which is the level examined in this report.

What is SOC?

The Standard Occupational Classification system (SOC) is used to classify workers into occupational categories. All workers are classified into one of over 820 occupations according to their occupational definition. To facilitate classification, occupations are combined to form 23 major groups, 96 minor groups, and 449 occupation groups. Each occupation group includes detailed occupations requiring similar job duties, skills, education, or experience.

About This Report

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