



Community Profile

Westover Dollar General
 9534 CR-55, Harpersville, Alabama, 35078
 Rings: 3, 5, 7 mile radii

Prepared by Esri
 Latitude: 33.34988
 Longitude: -86.53575

	3 miles	5 miles	7 miles
Population Summary			
2000 Total Population	1,676	3,431	9,195
2010 Total Population	2,707	5,697	15,381
2020 Total Population	3,218	7,114	18,438
2020 Group Quarters	7	28	100
2025 Total Population	3,525	7,812	20,093
2020-2025 Annual Rate	1.84%	1.89%	1.73%
2020 Total Daytime Population	2,768	6,186	16,256
Workers	925	2,125	5,828
Residents	1,843	4,061	10,428
Household Summary			
2000 Households	611	1,267	3,407
2000 Average Household Size	2.73	2.68	2.66
2010 Households	1,001	2,168	5,775
2010 Average Household Size	2.70	2.61	2.65
2020 Households	1,176	2,741	6,937
2020 Average Household Size	2.73	2.59	2.64
2025 Households	1,287	3,010	7,558
2025 Average Household Size	2.73	2.59	2.65
2020-2025 Annual Rate	1.82%	1.89%	1.73%
2010 Families	749	1,623	4,421
2010 Average Family Size	3.15	3.05	3.06
2020 Families	867	2,017	5,216
2020 Average Family Size	3.21	3.04	3.08
2025 Families	942	2,200	5,644
2025 Average Family Size	3.22	3.05	3.09
2020-2025 Annual Rate	1.67%	1.75%	1.59%
Housing Unit Summary			
2000 Housing Units	676	1,408	3,728
Owner Occupied Housing Units	77.2%	77.1%	78.1%
Renter Occupied Housing Units	13.2%	12.9%	13.3%
Vacant Housing Units	9.6%	10.0%	8.6%
2010 Housing Units	1,115	2,408	6,314
Owner Occupied Housing Units	78.1%	78.7%	80.1%
Renter Occupied Housing Units	11.7%	11.4%	11.3%
Vacant Housing Units	10.2%	10.0%	8.5%
2020 Housing Units	1,314	3,045	7,622
Owner Occupied Housing Units	79.2%	80.0%	81.0%
Renter Occupied Housing Units	10.3%	10.0%	10.0%
Vacant Housing Units	10.5%	10.0%	9.0%
2025 Housing Units	1,440	3,348	8,319
Owner Occupied Housing Units	79.1%	79.9%	80.9%
Renter Occupied Housing Units	10.3%	10.0%	10.0%
Vacant Housing Units	10.6%	10.1%	9.1%
Median Household Income			
2020	\$77,120	\$78,533	\$81,346
2025	\$84,482	\$86,323	\$88,738
Median Home Value			
2020	\$222,152	\$225,949	\$234,268
2025	\$239,747	\$243,599	\$248,196
Per Capita Income			
2020	\$36,767	\$37,125	\$37,716
2025	\$40,984	\$41,407	\$41,755
Median Age			
2010	36.5	36.5	37.0
2020	39.7	39.6	39.3
2025	41.3	41.2	40.6

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Households by Income			
Household Income Base	1,176	2,741	6,937
<\$15,000	6.4%	5.8%	7.3%
\$15,000 - \$24,999	6.5%	6.1%	5.1%
\$25,000 - \$34,999	4.6%	4.3%	4.5%
\$35,000 - \$49,999	13.7%	13.5%	12.5%
\$50,000 - \$74,999	17.1%	17.5%	16.1%
\$75,000 - \$99,999	15.7%	15.8%	14.1%
\$100,000 - \$149,999	23.2%	23.8%	24.3%
\$150,000 - \$199,999	5.7%	6.1%	7.8%
\$200,000+	7.1%	7.2%	8.2%
Average Household Income	\$94,672	\$96,415	\$100,319
2025 Households by Income			
Household Income Base	1,287	3,010	7,558
<\$15,000	5.2%	4.8%	6.3%
\$15,000 - \$24,999	5.6%	5.2%	4.5%
\$25,000 - \$34,999	4.0%	3.8%	4.1%
\$35,000 - \$49,999	12.0%	11.8%	11.3%
\$50,000 - \$74,999	15.9%	16.1%	15.0%
\$75,000 - \$99,999	15.9%	15.8%	14.2%
\$100,000 - \$149,999	26.1%	26.6%	26.0%
\$150,000 - \$199,999	7.3%	7.8%	9.2%
\$200,000+	7.9%	8.1%	9.3%
Average Household Income	\$105,573	\$107,537	\$111,106
2020 Owner Occupied Housing Units by Value			
Total	1,041	2,436	6,175
<\$50,000	4.5%	4.2%	5.1%
\$50,000 - \$99,999	5.9%	4.9%	5.3%
\$100,000 - \$149,999	9.3%	9.2%	8.2%
\$150,000 - \$199,999	23.5%	23.9%	20.5%
\$200,000 - \$249,999	15.2%	15.1%	16.0%
\$250,000 - \$299,999	13.4%	13.8%	14.5%
\$300,000 - \$399,999	11.0%	11.4%	11.1%
\$400,000 - \$499,999	10.2%	9.9%	9.6%
\$500,000 - \$749,999	5.7%	6.3%	5.5%
\$750,000 - \$999,999	0.6%	0.6%	2.5%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.4%	0.4%	1.1%
Average Home Value	\$267,548	\$272,320	\$299,036
2025 Owner Occupied Housing Units by Value			
Total	1,139	2,675	6,727
<\$50,000	3.5%	3.2%	4.0%
\$50,000 - \$99,999	4.7%	3.9%	4.3%
\$100,000 - \$149,999	7.8%	7.6%	7.0%
\$150,000 - \$199,999	21.5%	21.8%	19.0%
\$200,000 - \$249,999	15.6%	15.5%	16.3%
\$250,000 - \$299,999	14.2%	14.7%	15.2%
\$300,000 - \$399,999	12.4%	12.7%	12.3%
\$400,000 - \$499,999	12.0%	11.7%	11.2%
\$500,000 - \$749,999	6.8%	7.5%	6.3%
\$750,000 - \$999,999	0.7%	0.7%	2.7%
\$1,000,000 - \$1,499,999	0.4%	0.3%	0.5%
\$1,500,000 - \$1,999,999	0.0%	0.0%	0.1%
\$2,000,000 +	0.4%	0.4%	1.1%
Average Home Value	\$284,263	\$289,454	\$312,989

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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	2,709	5,698	15,380
0 - 4	7.6%	7.7%	7.8%
5 - 9	6.8%	6.8%	7.3%
10 - 14	6.8%	6.9%	7.2%
15 - 24	10.7%	10.6%	9.9%
25 - 34	16.0%	15.9%	14.7%
35 - 44	13.9%	14.0%	14.7%
45 - 54	14.6%	14.6%	15.0%
55 - 64	12.0%	12.0%	12.1%
65 - 74	7.3%	7.2%	6.8%
75 - 84	3.6%	3.6%	3.6%
85 +	0.7%	0.8%	0.9%
18 +	74.8%	74.7%	73.8%
2020 Population by Age			
Total	3,217	7,114	18,438
0 - 4	6.4%	6.5%	6.8%
5 - 9	7.1%	7.2%	7.6%
10 - 14	7.5%	7.7%	8.1%
15 - 24	10.1%	10.0%	10.3%
25 - 34	11.3%	11.0%	10.6%
35 - 44	16.5%	16.8%	16.2%
45 - 54	12.9%	12.9%	13.3%
55 - 64	13.1%	12.9%	12.6%
65 - 74	9.7%	9.5%	9.3%
75 - 84	4.3%	4.2%	3.9%
85 +	1.2%	1.2%	1.2%
18 +	75.2%	74.7%	73.6%
2025 Population by Age			
Total	3,525	7,814	20,091
0 - 4	6.2%	6.3%	6.6%
5 - 9	6.8%	6.9%	7.2%
10 - 14	7.5%	7.6%	7.9%
15 - 24	10.2%	10.2%	10.3%
25 - 34	9.5%	9.3%	9.5%
35 - 44	16.5%	16.6%	16.2%
45 - 54	13.4%	13.5%	13.6%
55 - 64	12.5%	12.4%	11.9%
65 - 74	10.4%	10.2%	10.1%
75 - 84	5.7%	5.6%	5.3%
85 +	1.4%	1.3%	1.4%
18 +	75.4%	74.8%	74.1%
2010 Population by Sex			
Males	1,327	2,792	7,530
Females	1,380	2,905	7,851
2020 Population by Sex			
Males	1,584	3,495	9,039
Females	1,634	3,619	9,399
2025 Population by Sex			
Males	1,739	3,847	9,871
Females	1,786	3,965	10,222

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2010 Population by Race/Ethnicity			
Total	2,706	5,697	15,381
White Alone	90.7%	90.9%	89.5%
Black Alone	5.2%	5.0%	6.4%
American Indian Alone	0.3%	0.2%	0.3%
Asian Alone	1.3%	1.3%	1.5%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	1.1%	1.0%
Two or More Races	1.4%	1.4%	1.2%
Hispanic Origin	3.2%	3.2%	2.9%
Diversity Index	22.7	22.2	24.0
2020 Population by Race/Ethnicity			
Total	3,218	7,114	18,439
White Alone	88.6%	88.7%	86.9%
Black Alone	6.5%	6.4%	8.1%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	1.6%	1.6%	1.9%
Pacific Islander Alone	0.0%	0.0%	0.1%
Some Other Race Alone	1.1%	1.1%	1.0%
Two or More Races	1.8%	1.8%	1.6%
Hispanic Origin	3.3%	3.3%	3.0%
Diversity Index	26.1	26.0	28.2
2025 Population by Race/Ethnicity			
Total	3,525	7,813	20,093
White Alone	86.9%	86.9%	85.0%
Black Alone	7.6%	7.5%	9.3%
American Indian Alone	0.3%	0.3%	0.4%
Asian Alone	1.8%	1.9%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	1.2%	1.1%	1.0%
Two or More Races	2.2%	2.1%	1.8%
Hispanic Origin	3.3%	3.4%	3.1%
Diversity Index	28.8	28.7	31.1
2010 Population by Relationship and Household Type			
Total	2,707	5,697	15,381
In Households	99.7%	99.5%	99.3%
In Family Households	88.4%	88.2%	89.1%
Householder	29.0%	29.0%	28.9%
Spouse	23.8%	23.9%	24.0%
Child	30.9%	30.9%	31.9%
Other relative	3.4%	3.3%	3.2%
Nonrelative	1.2%	1.2%	1.1%
In Nonfamily Households	11.4%	11.3%	10.3%
In Group Quarters	0.3%	0.5%	0.7%
Institutionalized Population	0.3%	0.5%	0.4%
Noninstitutionalized Population	0.0%	0.0%	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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.



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2020 Population 25+ by Educational Attainment			
Total	2,221	4,876	12,398
Less than 9th Grade	1.3%	1.2%	1.6%
9th - 12th Grade, No Diploma	5.1%	4.7%	5.4%
High School Graduate	21.4%	20.7%	19.0%
GED/Alternative Credential	3.6%	3.5%	3.3%
Some College, No Degree	22.8%	22.5%	23.2%
Associate Degree	8.6%	8.7%	7.6%
Bachelor's Degree	25.9%	27.3%	28.1%
Graduate/Professional Degree	11.2%	11.4%	11.8%
2020 Population 15+ by Marital Status			
Total	2,544	5,589	14,297
Never Married	16.7%	16.1%	18.9%
Married	65.6%	65.7%	63.8%
Widowed	5.7%	6.0%	5.5%
Divorced	12.1%	12.1%	11.9%
2020 Civilian Population 16+ in Labor Force			
Civilian Population 16+	1,565	3,450	9,039
Population 16+ Employed	88.7%	89.0%	89.3%
Population 16+ Unemployment rate	11.3%	11.0%	10.7%
Population 16-24 Employed	8.3%	8.2%	9.0%
Population 16-24 Unemployment rate	28.1%	27.2%	23.9%
Population 25-54 Employed	70.5%	70.7%	69.7%
Population 25-54 Unemployment rate	9.9%	9.6%	9.5%
Population 55-64 Employed	16.4%	16.1%	16.2%
Population 55-64 Unemployment rate	7.7%	7.8%	8.2%
Population 65+ Employed	4.9%	5.0%	5.2%
Population 65+ Unemployment rate	8.1%	8.3%	8.5%
2020 Employed Population 16+ by Industry			
Total	1,388	3,070	8,070
Agriculture/Mining	0.7%	0.7%	0.9%
Construction	11.7%	11.6%	10.6%
Manufacturing	10.1%	10.0%	9.3%
Wholesale Trade	7.5%	7.9%	5.7%
Retail Trade	7.6%	7.4%	8.4%
Transportation/Utilities	6.4%	6.3%	6.6%
Information	2.4%	2.3%	2.7%
Finance/Insurance/Real Estate	8.1%	8.1%	7.7%
Services	42.5%	42.5%	45.2%
Public Administration	3.1%	3.1%	2.9%
2020 Employed Population 16+ by Occupation			
Total	1,388	3,072	8,071
White Collar	61.0%	62.1%	66.1%
Management/Business/Financial	17.6%	18.1%	18.6%
Professional	20.5%	21.1%	22.1%
Sales	11.6%	11.8%	12.6%
Administrative Support	11.3%	11.1%	12.7%
Services	16.5%	16.5%	14.7%
Blue Collar	22.5%	21.5%	19.2%
Farming/Forestry/Fishing	0.1%	0.1%	0.1%
Construction/Extraction	5.0%	4.7%	5.2%
Installation/Maintenance/Repair	4.8%	4.4%	4.0%
Production	8.1%	7.9%	5.8%
Transportation/Material Moving	4.5%	4.4%	4.1%

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2010 Households by Type			
Total	1,001	2,168	5,775
Households with 1 Person	21.8%	21.8%	20.3%
Households with 2+ People	78.2%	78.2%	79.7%
Family Households	74.8%	74.9%	76.6%
Husband-wife Families	61.2%	61.8%	63.7%
With Related Children	28.9%	29.2%	30.8%
Other Family (No Spouse Present)	13.5%	13.1%	12.9%
Other Family with Male Householder	3.8%	3.6%	3.7%
With Related Children	2.1%	2.1%	2.2%
Other Family with Female Householder	9.7%	9.5%	9.1%
With Related Children	5.5%	5.4%	5.3%
Nonfamily Households	3.4%	3.4%	3.2%
All Households with Children	37.0%	37.2%	38.7%
Multigenerational Households	3.5%	3.3%	3.4%
Unmarried Partner Households	3.3%	3.2%	3.2%
Male-female	2.7%	2.6%	2.6%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	1,000	2,168	5,775
1 Person Household	21.8%	21.8%	20.3%
2 Person Household	35.9%	35.7%	35.3%
3 Person Household	18.9%	18.7%	19.0%
4 Person Household	14.5%	14.8%	15.9%
5 Person Household	6.6%	6.7%	6.6%
6 Person Household	1.6%	1.6%	2.0%
7 + Person Household	0.7%	0.7%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	1,001	2,168	5,775
Owner Occupied	87.0%	87.4%	87.6%
Owned with a Mortgage/Loan	63.9%	64.9%	65.6%
Owned Free and Clear	23.1%	22.5%	22.0%
Renter Occupied	13.0%	12.6%	12.4%
2020 Affordability, Mortgage and Wealth			
Housing Affordability Index	210	211	210
Percent of Income for Mortgage	12.0%	12.0%	12.0%
Wealth Index	109	112	119
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	1,115	2,408	6,314
Housing Units Inside Urbanized Area	20.3%	19.6%	29.9%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Housing Units	79.7%	80.4%	70.0%
2010 Population By Urban/ Rural Status			
Total Population	2,707	5,697	15,381
Population Inside Urbanized Area	20.5%	19.5%	31.3%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	79.5%	80.5%	68.6%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

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Top 3 Tapestry Segments			
1.	Green Acres (6A)	Green Acres (6A)	Up and Coming Families (7A)
2.	Southern Satellites (10A)	Southern Satellites (10A)	Green Acres (6A)
3.	Up and Coming Families (7A)	Up and Coming Families (7A)	Southern Satellites (10A)
2020 Consumer Spending			
Apparel & Services: Total \$	\$2,637,380	\$6,271,341	\$16,533,571
Average Spent	\$2,242.67	\$2,287.98	\$2,383.39
Spending Potential Index	105	107	111
Education: Total \$	\$2,058,848	\$4,929,732	\$13,063,377
Average Spent	\$1,750.72	\$1,798.52	\$1,883.15
Spending Potential Index	98	101	105
Entertainment/Recreation: Total \$	\$4,096,008	\$9,693,263	\$25,483,528
Average Spent	\$3,483.00	\$3,536.40	\$3,673.57
Spending Potential Index	107	109	113
Food at Home: Total \$	\$6,595,609	\$15,561,771	\$40,970,325
Average Spent	\$5,608.51	\$5,677.41	\$5,906.06
Spending Potential Index	105	106	111
Food Away from Home: Total \$	\$4,653,940	\$11,016,240	\$29,096,740
Average Spent	\$3,957.43	\$4,019.06	\$4,194.43
Spending Potential Index	105	107	111
Health Care: Total \$	\$7,518,496	\$17,728,574	\$45,986,577
Average Spent	\$6,393.28	\$6,467.92	\$6,629.17
Spending Potential Index	111	113	115
HH Furnishings & Equipment: Total \$	\$2,822,062	\$6,708,115	\$17,605,308
Average Spent	\$2,399.71	\$2,447.32	\$2,537.88
Spending Potential Index	110	112	116
Personal Care Products & Services: Total \$	\$1,155,980	\$2,748,644	\$7,203,495
Average Spent	\$982.98	\$1,002.79	\$1,038.42
Spending Potential Index	107	109	113
Shelter: Total \$	\$22,400,205	\$53,472,782	\$140,219,646
Average Spent	\$19,047.79	\$19,508.49	\$20,213.30
Spending Potential Index	98	101	104
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$3,133,634	\$7,413,003	\$19,586,641
Average Spent	\$2,664.65	\$2,704.49	\$2,823.50
Spending Potential Index	114	115	121
Travel: Total \$	\$2,956,174	\$7,062,701	\$18,521,870
Average Spent	\$2,513.75	\$2,576.69	\$2,670.01
Spending Potential Index	104	107	111
Vehicle Maintenance & Repairs: Total \$	\$1,452,124	\$3,435,492	\$9,013,902
Average Spent	\$1,234.80	\$1,253.37	\$1,299.39
Spending Potential Index	107	108	112

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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.