



Community Profile

Gulf Shores Community Profile
 36542 (Gulf Shores, AL)
 Geography: ZIP Code

36542 (Gulf S...

Population Summary	
2000 Total Population	7,904
2010 Total Population	12,699
2018 Total Population	15,923
2018 Group Quarters	4
2023 Total Population	17,966
2018-2023 Annual Rate	2.44%
2018 Total Daytime Population	17,338
Workers	8,567
Residents	8,771
Household Summary	
2000 Households	3,696
2000 Average Household Size	2.14
2010 Households	5,780
2010 Average Household Size	2.20
2018 Households	7,121
2018 Average Household Size	2.24
2023 Households	7,998
2023 Average Household Size	2.25
2018-2023 Annual Rate	2.35%
2010 Families	3,615
2010 Average Family Size	2.67
2018 Families	4,355
2018 Average Family Size	2.73
2023 Families	4,849
2023 Average Family Size	2.75
2018-2023 Annual Rate	2.17%
Housing Unit Summary	
2000 Housing Units	9,469
Owner Occupied Housing Units	28.8%
Renter Occupied Housing Units	10.3%
Vacant Housing Units	61.0%
2010 Housing Units	16,007
Owner Occupied Housing Units	19.6%
Renter Occupied Housing Units	16.5%
Vacant Housing Units	63.9%
2018 Housing Units	19,545
Owner Occupied Housing Units	20.3%
Renter Occupied Housing Units	16.1%
Vacant Housing Units	63.6%
2023 Housing Units	21,790
Owner Occupied Housing Units	21.3%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	63.3%
Median Household Income	
2018	\$53,978
2023	\$63,109
Median Home Value	
2018	\$257,471
2023	\$289,372
Per Capita Income	
2018	\$35,508
2023	\$40,852
Median Age	
2010	42.7
2018	44.5
2023	45.0

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Households by Income

Household Income Base	7,121
<\$15,000	9.3%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	4.1%
\$200,000+	6.6%
Average Household Income	\$79,387

2023 Households by Income

Household Income Base	7,998
<\$15,000	7.6%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	8.1%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	17.0%
\$75,000 - \$99,999	15.3%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	4.8%
\$200,000+	7.9%
Average Household Income	\$91,757

2018 Owner Occupied Housing Units by Value

Total	3,969
<\$50,000	3.1%
\$50,000 - \$99,999	6.1%
\$100,000 - \$149,999	11.8%
\$150,000 - \$199,999	17.0%
\$200,000 - \$249,999	10.4%
\$250,000 - \$299,999	10.7%
\$300,000 - \$399,999	18.0%
\$400,000 - \$499,999	9.5%
\$500,000 - \$749,999	9.2%
\$750,000 - \$999,999	2.5%
\$1,000,000 - \$1,499,999	1.6%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$309,977

2023 Owner Occupied Housing Units by Value

Total	4,636
<\$50,000	1.8%
\$50,000 - \$99,999	4.0%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	14.8%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	11.7%
\$300,000 - \$399,999	20.9%
\$400,000 - \$499,999	11.2%
\$500,000 - \$749,999	10.3%
\$750,000 - \$999,999	2.9%
\$1,000,000 - \$1,499,999	2.1%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.0%
Average Home Value	\$338,503

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age		
Total		12,697
0 - 4		5.4%
5 - 9		4.6%
10 - 14		5.2%
15 - 24		12.0%
25 - 34		13.0%
35 - 44		12.5%
45 - 54		14.2%
55 - 64		15.1%
65 - 74		11.3%
75 - 84		5.2%
85 +		1.3%
18 +		81.4%
2018 Population by Age		
Total		15,923
0 - 4		5.0%
5 - 9		4.6%
10 - 14		5.0%
15 - 24		10.7%
25 - 34		13.1%
35 - 44		12.1%
45 - 54		12.2%
55 - 64		15.4%
65 - 74		13.8%
75 - 84		6.1%
85 +		2.0%
18 +		82.6%
2023 Population by Age		
Total		17,966
0 - 4		5.0%
5 - 9		4.5%
10 - 14		5.0%
15 - 24		10.2%
25 - 34		12.8%
35 - 44		12.6%
45 - 54		11.4%
55 - 64		14.5%
65 - 74		14.8%
75 - 84		7.2%
85 +		2.1%
18 +		82.8%
2010 Population by Sex		
Males		6,265
Females		6,434
2018 Population by Sex		
Males		7,832
Females		8,091
2023 Population by Sex		
Males		8,865
Females		9,101

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Race/Ethnicity	
Total	12,699
White Alone	92.9%
Black Alone	1.7%
American Indian Alone	0.6%
Asian Alone	0.7%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.1%
Two or More Races	1.9%
Hispanic Origin	4.8%
Diversity Index	21.5
2018 Population by Race/Ethnicity	
Total	15,923
White Alone	91.8%
Black Alone	1.6%
American Indian Alone	0.6%
Asian Alone	1.1%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.2%
Two or More Races	2.6%
Hispanic Origin	5.0%
Diversity Index	23.8
2023 Population by Race/Ethnicity	
Total	17,966
White Alone	91.2%
Black Alone	1.6%
American Indian Alone	0.7%
Asian Alone	1.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	2.3%
Two or More Races	2.9%
Hispanic Origin	5.4%
Diversity Index	25.3
2010 Population by Relationship and Household Type	
Total	12,699
In Households	100.0%
In Family Households	78.4%
Householder	28.3%
Spouse	21.8%
Child	22.7%
Other relative	3.3%
Nonrelative	2.3%
In Nonfamily Households	21.6%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2018 Population 25+ by Educational Attainment	
Total	11,890
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	3.7%
High School Graduate	23.8%
GED/Alternative Credential	3.4%
Some College, No Degree	22.4%
Associate Degree	11.8%
Bachelor's Degree	21.3%
Graduate/Professional Degree	11.2%
2018 Population 15+ by Marital Status	
Total	13,599
Never Married	25.0%
Married	53.5%
Widowed	9.3%
Divorced	12.2%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	94.1%
Civilian Unemployed (Unemployment Rate)	5.9%
2018 Employed Population 16+ by Industry	
Total	7,239
Agriculture/Mining	1.9%
Construction	7.6%
Manufacturing	4.6%
Wholesale Trade	0.2%
Retail Trade	17.2%
Transportation/Utilities	2.1%
Information	0.4%
Finance/Insurance/Real Estate	11.9%
Services	51.6%
Public Administration	2.6%
2018 Employed Population 16+ by Occupation	
Total	7,239
White Collar	61.7%
Management/Business/Financial	14.4%
Professional	20.7%
Sales	19.6%
Administrative Support	7.1%
Services	21.4%
Blue Collar	16.9%
Farming/Forestry/Fishing	1.0%
Construction/Extraction	6.9%
Installation/Maintenance/Repair	2.7%
Production	2.8%
Transportation/Material Moving	3.6%
2010 Population By Urban/ Rural Status	
Total Population	12,699
Population Inside Urbanized Area	0.4%
Population Inside Urbanized Cluster	68.1%
Rural Population	31.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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2010 Households by Type

Total	5,779
Households with 1 Person	29.1%
Households with 2+ People	70.9%
Family Households	62.6%
Husband-wife Families	48.2%
With Related Children	15.0%
Other Family (No Spouse Present)	14.4%
Other Family with Male Householder	4.4%
With Related Children	2.6%
Other Family with Female Householder	9.9%
With Related Children	6.9%
Nonfamily Households	8.3%

All Households with Children 24.9%

Multigenerational Households	2.5%
Unmarried Partner Households	6.7%
Male-female	5.8%
Same-sex	0.9%

2010 Households by Size

Total	5,779
1 Person Household	29.1%
2 Person Household	42.3%
3 Person Household	14.6%
4 Person Household	8.7%
5 Person Household	3.7%
6 Person Household	1.2%
7 + Person Household	0.3%

2010 Households by Tenure and Mortgage Status

Total	5,780
Owner Occupied	54.3%
Owned with a Mortgage/Loan	33.4%
Owned Free and Clear	20.9%
Renter Occupied	45.7%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	16,007
Housing Units Inside Urbanized Area	0.6%
Housing Units Inside Urbanized Cluster	60.9%
Rural Housing Units	38.5%

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

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments

1. Bright Young Professionals
2. In Style (5B)
3. Rural Resort Dwellers (6E)

2018 Consumer Spending

Apparel & Services: Total \$	\$14,493,546
Average Spent	\$2,035.32
Spending Potential Index	94
Education: Total \$	\$8,927,975
Average Spent	\$1,253.75
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$22,503,330
Average Spent	\$3,160.14
Spending Potential Index	98
Food at Home: Total \$	\$35,142,123
Average Spent	\$4,935.00
Spending Potential Index	98
Food Away from Home: Total \$	\$23,950,589
Average Spent	\$3,363.37
Spending Potential Index	96
Health Care: Total \$	\$41,256,476
Average Spent	\$5,793.64
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$14,387,729
Average Spent	\$2,020.46
Spending Potential Index	97
Personal Care Products & Services: Total \$	\$5,649,231
Average Spent	\$793.32
Spending Potential Index	96
Shelter: Total \$	\$110,670,921
Average Spent	\$15,541.49
Spending Potential Index	93
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,897,445
Average Spent	\$2,372.90
Spending Potential Index	95
Travel: Total \$	\$14,274,683
Average Spent	\$2,004.59
Spending Potential Index	93
Vehicle Maintenance & Repairs: Total \$	\$7,538,716
Average Spent	\$1,058.66
Spending Potential Index	98

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

July 31, 2018