



Community Profile

Rings: 3, 5, 9 mile radii

29017 US-98, Daphne, AL 36526, USA

Latitude: 30.6478
Longitude: -87.9127

	3 mile	5 mile	9 mile
Population Summary			
2000 Total Population	17,507	25,534	51,001
2010 Total Population	20,503	33,532	61,595
2019 Total Population	23,518	39,294	74,301
2019 Group Quarters	108	235	1,982
2024 Total Population	25,305	43,112	81,738
2019-2024 Annual Rate	1.48%	1.87%	1.93%
2019 Total Daytime Population	19,706	36,017	89,269
Workers	8,789	17,236	52,198
Residents	10,917	18,781	37,071
Household Summary			
2000 Households	6,915	9,902	19,066
2000 Average Household Size	2.50	2.55	2.58
2010 Households	8,407	13,586	24,135
2010 Average Household Size	2.43	2.45	2.47
2019 Households	9,678	15,971	29,288
2019 Average Household Size	2.42	2.45	2.47
2024 Households	10,434	17,545	32,142
2024 Average Household Size	2.41	2.44	2.48
2019-2024 Annual Rate	1.52%	1.90%	1.88%
2010 Families	5,664	9,424	16,272
2010 Average Family Size	2.98	2.97	3.05
2019 Families	6,356	10,850	19,480
2019 Average Family Size	3.00	2.99	3.06
2024 Families	6,794	11,844	21,306
2024 Average Family Size	3.00	2.99	3.08
2019-2024 Annual Rate	1.34%	1.77%	1.81%
Housing Unit Summary			
2000 Housing Units	7,511	11,006	21,258
Owner Occupied Housing Units	69.2%	69.7%	61.3%
Renter Occupied Housing Units	22.9%	20.2%	28.3%
Vacant Housing Units	7.9%	10.0%	10.3%
2010 Housing Units	9,417	15,362	27,678
Owner Occupied Housing Units	63.7%	63.7%	59.4%
Renter Occupied Housing Units	25.6%	24.7%	27.8%
Vacant Housing Units	10.7%	11.6%	12.8%
2019 Housing Units	11,055	18,362	33,826
Owner Occupied Housing Units	65.2%	64.5%	60.8%
Renter Occupied Housing Units	22.4%	22.5%	25.7%
Vacant Housing Units	12.5%	13.0%	13.4%
2024 Housing Units	11,908	20,158	37,085
Owner Occupied Housing Units	65.1%	64.5%	61.2%
Renter Occupied Housing Units	22.5%	22.5%	25.5%
Vacant Housing Units	12.4%	13.0%	13.3%
Median Household Income			
2019	\$69,512	\$74,447	\$68,225
2024	\$75,800	\$79,869	\$75,614
Median Home Value			
2019	\$194,339	\$221,032	\$234,522
2024	\$213,112	\$246,795	\$256,534
Per Capita Income			
2019	\$35,573	\$36,693	\$34,574
2024	\$39,236	\$40,653	\$38,342
Median Age			
2010	41.0	40.4	40.2
2019	43.0	42.5	41.9
2024	43.4	43.0	42.5

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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2019 Households by Income			
Household Income Base	9,678	15,971	29,288
<\$15,000	7.0%	7.1%	10.2%
\$15,000 - \$24,999	6.7%	6.2%	7.8%
\$25,000 - \$34,999	8.9%	7.9%	7.5%
\$35,000 - \$49,999	12.0%	11.7%	11.3%
\$50,000 - \$74,999	18.4%	17.4%	16.8%
\$75,000 - \$99,999	15.5%	15.6%	14.3%
\$100,000 - \$149,999	20.1%	20.9%	19.7%
\$150,000 - \$199,999	6.6%	7.5%	6.8%
\$200,000+	4.7%	5.8%	5.7%
Average Household Income	\$86,002	\$90,896	\$86,985
2024 Households by Income			
Household Income Base	10,434	17,545	32,142
<\$15,000	6.0%	6.0%	8.6%
\$15,000 - \$24,999	6.1%	5.6%	7.2%
\$25,000 - \$34,999	8.2%	7.2%	6.9%
\$35,000 - \$49,999	11.2%	10.8%	10.5%
\$50,000 - \$74,999	17.9%	16.7%	16.3%
\$75,000 - \$99,999	15.1%	15.0%	13.8%
\$100,000 - \$149,999	22.5%	23.3%	22.0%
\$150,000 - \$199,999	7.7%	8.7%	8.1%
\$200,000+	5.4%	6.7%	6.5%
Average Household Income	\$94,696	\$100,684	\$96,572
2019 Owner Occupied Housing Units by Value			
Total	7,204	11,844	20,583
<\$50,000	2.0%	2.3%	2.9%
\$50,000 - \$99,999	5.6%	4.5%	5.4%
\$100,000 - \$149,999	20.0%	16.1%	12.9%
\$150,000 - \$199,999	25.2%	22.1%	19.3%
\$200,000 - \$249,999	10.2%	11.9%	13.8%
\$250,000 - \$299,999	14.2%	14.0%	13.8%
\$300,000 - \$399,999	12.1%	15.3%	15.1%
\$400,000 - \$499,999	6.1%	7.1%	8.3%
\$500,000 - \$749,999	2.9%	4.4%	5.8%
\$750,000 - \$999,999	0.8%	1.4%	1.9%
\$1,000,000 - \$1,499,999	0.5%	0.6%	0.6%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.2%	0.4%	0.3%
Average Home Value	\$243,803	\$269,660	\$280,422
2024 Owner Occupied Housing Units by Value			
Total	7,753	13,007	22,681
<\$50,000	1.2%	1.3%	1.8%
\$50,000 - \$99,999	3.9%	3.1%	3.9%
\$100,000 - \$149,999	17.7%	13.9%	11.0%
\$150,000 - \$199,999	24.5%	20.8%	17.8%
\$200,000 - \$249,999	10.3%	11.8%	13.5%
\$250,000 - \$299,999	16.3%	15.6%	15.1%
\$300,000 - \$399,999	13.8%	17.7%	17.8%
\$400,000 - \$499,999	7.1%	8.3%	9.6%
\$500,000 - \$749,999	3.1%	4.7%	6.2%
\$750,000 - \$999,999	0.9%	1.5%	2.0%
\$1,000,000 - \$1,499,999	0.9%	0.9%	0.8%
\$1,500,000 - \$1,999,999	0.1%	0.1%	0.1%
\$2,000,000 +	0.3%	0.5%	0.4%
Average Home Value	\$262,710	\$291,909	\$301,900

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age			
Total	20,501	33,532	61,593
0 - 4	5.4%	5.8%	6.0%
5 - 9	6.4%	6.8%	6.7%
10 - 14	7.1%	7.2%	7.0%
15 - 24	11.3%	11.1%	11.6%
25 - 34	11.5%	11.5%	11.6%
35 - 44	13.6%	14.0%	13.7%
45 - 54	16.3%	16.0%	15.5%
55 - 64	13.1%	13.0%	13.1%
65 - 74	8.0%	8.1%	8.3%
75 - 84	4.9%	4.5%	4.5%
85 +	2.3%	2.0%	2.1%
18 +	76.8%	75.9%	76.0%
2019 Population by Age			
Total	23,516	39,294	74,301
0 - 4	5.0%	5.2%	5.5%
5 - 9	5.4%	5.8%	6.0%
10 - 14	5.9%	6.3%	6.2%
15 - 24	11.2%	10.9%	11.0%
25 - 34	12.4%	12.1%	12.4%
35 - 44	12.4%	12.7%	12.7%
45 - 54	13.4%	13.6%	13.3%
55 - 64	14.6%	14.5%	14.3%
65 - 74	11.0%	11.1%	11.1%
75 - 84	5.7%	5.3%	5.3%
85 +	2.9%	2.4%	2.3%
18 +	80.1%	78.9%	78.6%
2024 Population by Age			
Total	25,306	43,110	81,737
0 - 4	5.0%	5.3%	5.5%
5 - 9	5.3%	5.8%	5.9%
10 - 14	5.8%	6.2%	6.2%
15 - 24	10.2%	10.1%	10.3%
25 - 34	12.9%	12.1%	12.3%
35 - 44	12.8%	13.2%	13.2%
45 - 54	12.5%	12.7%	12.4%
55 - 64	13.4%	13.6%	13.3%
65 - 74	12.0%	12.1%	12.0%
75 - 84	7.1%	6.5%	6.6%
85 +	3.0%	2.5%	2.4%
18 +	80.5%	79.2%	78.8%
2010 Population by Sex			
Males	9,984	16,318	30,176
Females	10,519	17,214	31,419
2019 Population by Sex			
Males	11,442	19,158	36,500
Females	12,076	20,136	37,801
2024 Population by Sex			
Males	12,288	21,021	40,143
Females	13,017	22,091	41,595

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity			
Total	20,503	33,532	61,595
White Alone	88.0%	85.9%	76.7%
Black Alone	8.1%	10.3%	20.0%
American Indian Alone	0.5%	0.4%	0.4%
Asian Alone	1.4%	1.4%	1.1%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.7%	0.7%	0.7%
Two or More Races	1.2%	1.2%	1.1%
Hispanic Origin	2.7%	2.5%	2.4%
Diversity Index	26.1	28.8	40.1
2019 Population by Race/Ethnicity			
Total	23,518	39,294	74,302
White Alone	86.7%	84.4%	76.6%
Black Alone	7.7%	10.3%	18.8%
American Indian Alone	0.5%	0.5%	0.4%
Asian Alone	2.5%	2.4%	1.9%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	0.7%	0.7%
Two or More Races	1.7%	1.7%	1.6%
Hispanic Origin	2.8%	2.6%	2.5%
Diversity Index	28.3	31.4	40.8
2024 Population by Race/Ethnicity			
Total	25,305	43,111	81,738
White Alone	86.2%	83.8%	76.4%
Black Alone	7.6%	10.3%	18.5%
American Indian Alone	0.6%	0.5%	0.4%
Asian Alone	2.9%	2.8%	2.2%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	0.8%	0.7%	0.7%
Two or More Races	1.9%	1.8%	1.7%
Hispanic Origin	3.1%	2.9%	2.7%
Diversity Index	29.6	32.7	41.5
2010 Population by Relationship and Household Type			
Total	20,503	33,532	61,595
In Households	99.5%	99.3%	97.0%
In Family Households	83.5%	84.6%	81.9%
Householder	27.7%	27.9%	26.8%
Spouse	22.4%	22.6%	20.5%
Child	29.6%	30.5%	30.6%
Other relative	2.5%	2.5%	2.7%
Nonrelative	1.3%	1.2%	1.3%
In Nonfamily Households	16.0%	14.7%	15.1%
In Group Quarters	0.5%	0.7%	3.0%
Institutionalized Population	0.4%	0.6%	2.2%
Noninstitutionalized Population	0.1%	0.1%	0.8%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2019 Population 25+ by Educational Attainment			
Total	17,045	28,177	52,929
Less than 9th Grade	1.1%	1.2%	1.7%
9th - 12th Grade, No Diploma	2.3%	2.7%	4.4%
High School Graduate	18.3%	17.1%	17.0%
GED/Alternative Credential	2.4%	2.6%	3.4%
Some College, No Degree	24.2%	22.0%	21.3%
Associate Degree	10.1%	10.7%	10.5%
Bachelor's Degree	28.2%	27.9%	26.0%
Graduate/Professional Degree	13.4%	15.8%	15.7%
2019 Population 15+ by Marital Status			
Total	19,681	32,460	61,081
Never Married	29.0%	28.9%	30.3%
Married	50.9%	53.0%	51.7%
Widowed	5.9%	5.7%	6.4%
Divorced	14.2%	12.4%	11.6%
2019 Civilian Population 16+ in Labor Force			
Civilian Employed	97.4%	97.3%	96.9%
Civilian Unemployed (Unemployment Rate)	2.6%	2.7%	3.1%
2019 Employed Population 16+ by Industry			
Total	12,677	20,637	36,107
Agriculture/Mining	1.1%	0.9%	0.8%
Construction	4.5%	4.6%	4.8%
Manufacturing	10.8%	12.4%	11.5%
Wholesale Trade	1.5%	1.9%	2.4%
Retail Trade	14.0%	12.9%	11.8%
Transportation/Utilities	5.3%	5.3%	5.5%
Information	1.2%	1.2%	1.2%
Finance/Insurance/Real Estate	7.1%	7.7%	7.6%
Services	49.2%	47.7%	48.8%
Public Administration	5.2%	5.3%	5.8%
2019 Employed Population 16+ by Occupation			
Total	12,680	20,635	36,106
White Collar	70.0%	70.1%	67.9%
Management/Business/Financial	16.2%	16.6%	15.8%
Professional	25.5%	26.4%	26.5%
Sales	15.3%	14.6%	13.4%
Administrative Support	13.0%	12.5%	12.2%
Services	15.5%	14.3%	16.0%
Blue Collar	14.5%	15.7%	16.1%
Farming/Forestry/Fishing	0.9%	0.5%	0.4%
Construction/Extraction	2.7%	2.6%	2.8%
Installation/Maintenance/Repair	2.4%	2.8%	3.3%
Production	5.7%	6.8%	6.3%
Transportation/Material Moving	2.9%	2.9%	3.3%
2010 Population By Urban/ Rural Status			
Total Population	20,503	33,532	61,595
Population Inside Urbanized Area	98.7%	92.8%	88.3%
Population Inside Urbanized Cluster	0.0%	0.0%	0.1%
Rural Population	1.3%	7.2%	11.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	8,407	13,585	24,135
Households with 1 Person	27.4%	25.8%	28.0%
Households with 2+ People	72.6%	74.2%	72.0%
Family Households	67.4%	69.4%	67.4%
Husband-wife Families	54.5%	56.1%	52.1%
With Related Children	23.8%	25.2%	23.0%
Other Family (No Spouse Present)	12.9%	13.2%	15.4%
Other Family with Male Householder	3.7%	3.6%	3.5%
With Related Children	2.2%	2.2%	2.0%
Other Family with Female Householder	9.2%	9.7%	11.9%
With Related Children	5.6%	5.9%	7.6%
Nonfamily Households	5.2%	4.9%	4.6%
All Households with Children	31.9%	33.7%	33.0%
Multigenerational Households	3.4%	3.5%	3.7%
Unmarried Partner Households	4.6%	4.4%	4.3%
Male-female	4.0%	3.8%	3.7%
Same-sex	0.6%	0.6%	0.6%
2010 Households by Size			
Total	8,407	13,588	24,135
1 Person Household	27.4%	25.8%	28.0%
2 Person Household	35.1%	35.1%	34.1%
3 Person Household	16.7%	17.1%	16.4%
4 Person Household	13.2%	13.9%	13.2%
5 Person Household	5.3%	5.7%	5.7%
6 Person Household	1.6%	1.7%	1.8%
7 + Person Household	0.7%	0.7%	0.9%
2010 Households by Tenure and Mortgage Status			
Total	8,407	13,586	24,135
Owner Occupied	71.4%	72.0%	68.1%
Owned with a Mortgage/Loan	53.7%	53.8%	49.1%
Owned Free and Clear	17.7%	18.2%	19.0%
Renter Occupied	28.6%	28.0%	31.9%
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	9,417	15,362	27,678
Housing Units Inside Urbanized Area	98.8%	93.6%	90.0%
Housing Units Inside Urbanized Cluster	0.0%	0.0%	0.0%
Rural Housing Units	1.2%	6.4%	10.0%

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 2019 and 2024 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Middleburg (4C)	Middleburg (4C)	Middleburg (4C)
2.	Soccer Moms (4A)	Soccer Moms (4A)	Soccer Moms (4A)
3.	Comfortable Empty Nesters (5A)	Comfortable Empty Nesters	Golden Years (9B)
2019 Consumer Spending			
Apparel & Services: Total \$	\$20,163,543	\$35,096,191	\$61,910,104
Average Spent	\$2,083.44	\$2,197.49	\$2,113.84
Spending Potential Index	97	103	99
Education: Total \$	\$14,652,321	\$25,474,081	\$44,833,816
Average Spent	\$1,513.98	\$1,595.02	\$1,530.79
Spending Potential Index	95	100	96
Entertainment/Recreation: Total \$	\$31,068,205	\$54,361,591	\$95,466,370
Average Spent	\$3,210.19	\$3,403.77	\$3,259.57
Spending Potential Index	98	104	100
Food at Home: Total \$	\$48,603,258	\$84,762,515	\$150,334,194
Average Spent	\$5,022.04	\$5,307.28	\$5,132.96
Spending Potential Index	97	103	99
Food Away from Home: Total \$	\$34,973,142	\$60,950,006	\$107,045,355
Average Spent	\$3,613.67	\$3,816.29	\$3,654.92
Spending Potential Index	98	104	99
Health Care: Total \$	\$57,553,822	\$100,951,215	\$177,471,159
Average Spent	\$5,946.87	\$6,320.91	\$6,059.52
Spending Potential Index	100	107	102
HH Furnishings & Equipment: Total \$	\$20,731,372	\$36,129,146	\$62,953,029
Average Spent	\$2,142.11	\$2,262.17	\$2,149.45
Spending Potential Index	100	106	101
Personal Care Products & Services: Total \$	\$8,720,311	\$15,186,151	\$26,525,079
Average Spent	\$901.04	\$950.86	\$905.66
Spending Potential Index	102	107	102
Shelter: Total \$	\$173,114,229	\$298,409,846	\$528,630,775
Average Spent	\$17,887.40	\$18,684.48	\$18,049.40
Spending Potential Index	97	101	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$24,284,778	\$42,445,616	\$74,538,596
Average Spent	\$2,509.28	\$2,657.67	\$2,545.02
Spending Potential Index	101	107	103
Travel: Total \$	\$21,658,813	\$37,721,371	\$65,429,102
Average Spent	\$2,237.94	\$2,361.87	\$2,233.99
Spending Potential Index	100	105	100
Vehicle Maintenance & Repairs: Total \$	\$11,143,941	\$19,294,602	\$33,987,130
Average Spent	\$1,151.47	\$1,208.10	\$1,160.45
Spending Potential Index	101	106	101

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 2016 and 2017 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2019 and 2024 Esri converted Census 2000 data into 2010 geography.

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