



# Community Profile

River Falls town, AL (0164776)

Geography: Place

River Falls t...

Population Summary	
2000 Total Population	586
2010 Total Population	526
2020 Total Population	508
2020 Group Quarters	0
2025 Total Population	501
2020-2025 Annual Rate	-0.28%
2020 Total Daytime Population	509
Workers	156
Residents	353
Household Summary	
2000 Households	245
2000 Average Household Size	2.39
2010 Households	226
2010 Average Household Size	2.33
2020 Households	219
2020 Average Household Size	2.32
2025 Households	216
2025 Average Household Size	2.32
2020-2025 Annual Rate	-0.28%
2010 Families	151
2010 Average Family Size	2.87
2020 Families	147
2020 Average Family Size	2.84
2025 Families	144
2025 Average Family Size	2.83
2020-2025 Annual Rate	-0.41%
Housing Unit Summary	
2000 Housing Units	277
Owner Occupied Housing Units	75.1%
Renter Occupied Housing Units	13.4%
Vacant Housing Units	11.6%
2010 Housing Units	262
Owner Occupied Housing Units	69.5%
Renter Occupied Housing Units	16.8%
Vacant Housing Units	13.7%
2020 Housing Units	253
Owner Occupied Housing Units	73.1%
Renter Occupied Housing Units	13.8%
Vacant Housing Units	13.4%
2025 Housing Units	253
Owner Occupied Housing Units	71.9%
Renter Occupied Housing Units	13.4%
Vacant Housing Units	14.6%
Median Household Income	
2020	\$33,067
2025	\$32,381
Median Home Value	
2020	\$95,109
2025	\$102,000
Per Capita Income	
2020	\$19,398
2025	\$19,983
Median Age	
2010	47.3
2020	46.7
2025	47.9

**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	2020 Households by Income
<\$15,000	20.9%
\$15,000 - \$24,999	19.1%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	15.9%
\$75,000 - \$99,999	5.5%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	0.5%
\$200,000+	0.9%
Average Household Income	\$44,159

## 2025 Households by Income

Household Income Base	2025 Households by Income
<\$15,000	21.2%
\$15,000 - \$24,999	19.4%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	15.7%
\$75,000 - \$99,999	6.0%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	0.5%
\$200,000+	0.5%
Average Household Income	\$45,479

## 2020 Owner Occupied Housing Units by Value

Total	2020 Owner Occupied Housing Units by Value
<\$50,000	27.6%
\$50,000 - \$99,999	24.9%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	9.7%
\$200,000 - \$249,999	8.1%
\$250,000 - \$299,999	11.9%
\$300,000 - \$399,999	4.3%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$125,541

## 2025 Owner Occupied Housing Units by Value

Total	2025 Owner Occupied Housing Units by Value
<\$50,000	25.3%
\$50,000 - \$99,999	24.2%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	10.4%
\$200,000 - \$249,999	8.8%
\$250,000 - \$299,999	12.6%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.0%
Average Home Value	\$131,731

**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	526
0 - 4	5.9%
5 - 9	4.9%
10 - 14	4.6%
15 - 24	12.7%
25 - 34	8.4%
35 - 44	10.1%
45 - 54	17.3%
55 - 64	18.3%
65 - 74	10.5%
75 - 84	5.9%
85 +	1.5%
18 +	79.7%

## 2020 Population by Age

Total	510
0 - 4	5.5%
5 - 9	5.9%
10 - 14	5.9%
15 - 24	7.6%
25 - 34	12.2%
35 - 44	11.0%
45 - 54	11.8%
55 - 64	17.5%
65 - 74	13.9%
75 - 84	6.9%
85 +	2.0%
18 +	80.4%

## 2025 Population by Age

Total	500
0 - 4	5.2%
5 - 9	5.6%
10 - 14	6.6%
15 - 24	8.8%
25 - 34	8.8%
35 - 44	11.6%
45 - 54	11.8%
55 - 64	14.2%
65 - 74	17.2%
75 - 84	8.0%
85 +	2.2%
18 +	79.0%

## 2010 Population by Sex

Males	247
Females	279

## 2020 Population by Sex

Males	256
Females	254

## 2025 Population by Sex

Males	253
Females	247

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



# Community Profile

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### 2010 Population by Race/Ethnicity

Total	526
White Alone	60.8%
Black Alone	35.0%
American Indian Alone	0.8%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	2.1%
Hispanic Origin	1.5%
Diversity Index	52.2

### 2020 Population by Race/Ethnicity

Total	510
White Alone	84.9%
Black Alone	12.0%
American Indian Alone	0.8%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	1.2%
Hispanic Origin	1.8%
Diversity Index	28.5

### 2025 Population by Race/Ethnicity

Total	502
White Alone	84.3%
Black Alone	12.2%
American Indian Alone	0.8%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	1.4%
Hispanic Origin	2.0%
Diversity Index	30.1

### 2010 Population by Relationship and Household Type

Total	526
In Households	100.0%
In Family Households	83.5%
Householder	28.7%
Spouse	20.2%
Child	31.0%
Other relative	2.7%
Nonrelative	1.0%
In Nonfamily Households	16.5%
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 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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# Community Profile

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## 2020 Population 25+ by Educational Attainment

Total	382
Less than 9th Grade	5.8%
9th - 12th Grade, No Diploma	13.9%
High School Graduate	34.6%
GED/Alternative Credential	6.3%
Some College, No Degree	20.9%
Associate Degree	8.6%
Bachelor's Degree	6.8%
Graduate/Professional Degree	3.1%

## 2020 Population 15+ by Marital Status

Total	419
Never Married	20.5%
Married	47.0%
Widowed	12.6%
Divorced	19.8%

## 2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	180
Population 16+ Employed	86.7%
Population 16+ Unemployment rate	13.3%
Population 16-24 Employed	3.8%
Population 16-24 Unemployment rate	53.8%
Population 25-54 Employed	74.4%
Population 25-54 Unemployment rate	10.8%
Population 55-64 Employed	19.2%
Population 55-64 Unemployment rate	9.1%
Population 65+ Employed	3.2%
Population 65+ Unemployment rate	0.0%

## 2020 Employed Population 16+ by Industry

Total	156
Agriculture/Mining	16.9%
Construction	7.8%
Manufacturing	25.3%
Wholesale Trade	1.9%
Retail Trade	10.4%
Transportation/Utilities	14.3%
Information	0.0%
Finance/Insurance/Real Estate	0.0%
Services	20.1%
Public Administration	3.2%

## 2020 Employed Population 16+ by Occupation

Total	156
White Collar	47.4%
Management/Business/Financial	10.3%
Professional	5.1%
Sales	9.0%
Administrative Support	23.1%
Services	10.3%
Blue Collar	42.3%
Farming/Forestry/Fishing	5.1%
Construction/Extraction	9.6%
Installation/Maintenance/Repair	5.8%
Production	16.7%
Transportation/Material Moving	5.1%

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 Households by Type

Total	226
Households with 1 Person	29.6%
Households with 2+ People	70.4%
Family Households	66.8%
Husband-wife Families	46.9%
With Related Children	15.5%
Other Family (No Spouse Present)	19.9%
Other Family with Male Householder	3.5%
With Related Children	1.8%
Other Family with Female Householder	16.4%
With Related Children	10.6%
Nonfamily Households	3.5%
All Households with Children	29.2%

## 2010 Households by Size

Total	226
1 Person Household	29.6%
2 Person Household	38.5%
3 Person Household	14.2%
4 Person Household	9.7%
5 Person Household	4.4%
6 Person Household	2.2%
7 + Person Household	1.3%

## 2010 Households by Tenure and Mortgage Status

Total	226
Owner Occupied	80.5%
Owned with a Mortgage/Loan	36.7%
Owned Free and Clear	43.8%
Renter Occupied	19.5%

## 2020 Affordability, Mortgage and Wealth

Housing Affordability Index	231
Percent of Income for Mortgage	12.0%
Wealth Index	38

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	262
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

## 2010 Population By Urban/ Rural Status

Total Population	526
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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



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### Top 3 Tapestry Segments

1. Rooted Rural (10B)
2. Hardscrabble Road (8G)
- 3.

### 2020 Consumer Spending

Apparel & Services: Total \$	\$215,396
Average Spent	\$983.54
Spending Potential Index	46
Education: Total \$	\$148,502
Average Spent	\$678.09
Spending Potential Index	38
Entertainment/Recreation: Total \$	\$409,865
Average Spent	\$1,871.53
Spending Potential Index	58
Food at Home: Total \$	\$665,531
Average Spent	\$3,038.96
Spending Potential Index	57
Food Away from Home: Total \$	\$413,870
Average Spent	\$1,889.82
Spending Potential Index	50
Health Care: Total \$	\$761,627
Average Spent	\$3,477.75
Spending Potential Index	61
HH Furnishings & Equipment: Total \$	\$245,135
Average Spent	\$1,119.34
Spending Potential Index	51
Personal Care Products & Services: Total \$	\$90,560
Average Spent	\$413.51
Spending Potential Index	45
Shelter: Total \$	\$1,697,295
Average Spent	\$7,750.21
Spending Potential Index	40
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$310,825
Average Spent	\$1,419.29
Spending Potential Index	61
Travel: Total \$	\$229,657
Average Spent	\$1,048.66
Spending Potential Index	44
Vehicle Maintenance & Repairs: Total \$	\$149,568
Average Spent	\$682.96
Spending Potential Index	59

**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.

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