

Jacksonville State University

# CENTER FOR ECONOMIC DEVELOPMENT AND BUSINESS RESEARCH | ECONOMIC UPDATE



## 2020 ANNUAL REPORT



Center for Economic Development  
and Business Research  
JACKSONVILLE STATE UNIVERSITY



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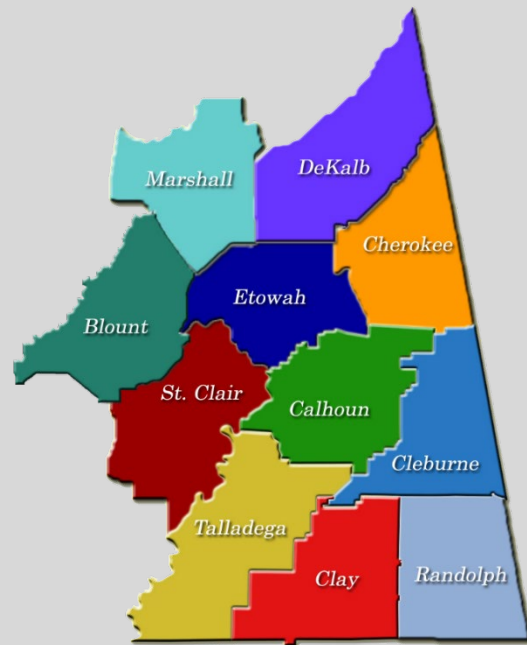


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## Regional Coverage Overview

Welcome to the Jacksonville State University Economic Update. The current edition is an annual report of economic indicators for 2019 and 2020 with percent change analysis provided. The analysis considers sales, use, lodging, and simplified sellers use tax in examining tax revenue effects as a measure of economic activity by county and selected municipal areas. Demographic and labor force data are accessed and evaluated in reviewing changes in household economic indicators relative to labor force characteristics for those counties. The analysis covers FY 2019 and FY 2020 as measured from October 2018 to September 2019 and from October 2019 to September 2020.

The counties examined, including selected municipal localities in reporting tax collections, are as follows: Blount (Oneonta); Calhoun (Anniston, Jacksonville, Oxford, and Piedmont); Cherokee (Centre); Clay (Ashland and Lineville); Cleburne (Heflin); DeKalb (Fort Payne and Mentone); Etowah (Attalla, Gadsden, and Rainbow City); Marshall (Albertville and Guntersville); Randolph (Roanoke and Wedowee); St. Clair (Moody and Pell City); and Talladega (Talladega and Sylacauga). Grand total for each county includes values for each county and selected municipal locality but does not necessarily include all municipal localities within each county.



Region represents the JSU CEDBR 11-County Region and is comprised of a summation for each county.

According to the Alabama Department of Revenue, sales tax is a privilege tax imposed on the retail sale of tangible personal property sold in Alabama by businesses located in Alabama. The tax is collected by the seller from their customer and remitted directly to the state. Municipalities and other localities collect local sales taxes and remit in addition to those collected by the state of Alabama. Consumers use tax is imposed on tangible personal property brought into Alabama for storage, use, or consumption in the state when the seller did not collect seller's use tax on the sale of the property. Lodging tax is assigned based on use of lodging facilities and, like sales tax, are often seasonal. Simplified sellers use tax (SSUT) allows eligible sellers to participate in a program to collect, report

and remit a flat eight percent (8%) sellers use tax on all sales made into Alabama. An eligible seller is one that sells tangible personal property or a service into the State of Alabama from an inventory or location outside the state but does not have a physical presence in the State of Alabama.

Increases in collection for SSUT mirror online sales trends in the economy, which in this annual report comparison of FY 2019 to FY 2020, is fueled in large part by the January 2019 requirement of marketplace facilitators to collect and remit the tax coupled with the surge in online sales during the holiday shopping seasons and ongoing pandemic. Simplified sellers use tax is allocated pro rata by county and municipal locality. The Alabama Department of Revenue is required by law to distribute the localities' portion of the taxes on a quarterly basis to all municipalities and counties based on population size. Dollar amounts of allocation will differ between locality, but percentage allocation and change will be equal.

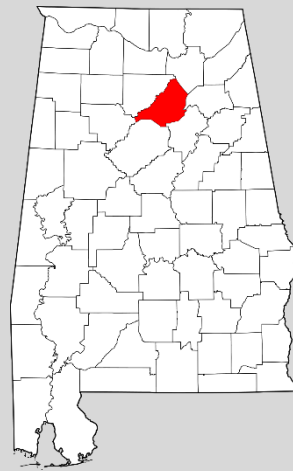
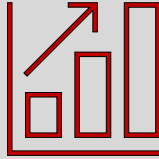
Demographic profile includes population and household data in measuring household size and changes in the number of individuals residing in each county. Individualized characteristics further include home values, income levels and education levels. Housing data include rental and homeownership availability in depicting variations in housing structures and vacancies.

In providing an overview of labor force by county, values for top industries and top occupations are gathered and reported by levels of

employment for the two years analyzed, 2019-2020. Wages are disaggregated by top occupation with one-year projections in levels of employment and wage rates provided for those industries. Occupations that are in high demand are tallied with one-year employment projections and the requisite level of education needed in producing those goods or services. Overall unemployment rate and the number of unemployment claims for each county during December of each year reported, 2019 and 2020, are measured and analyzed. Unemployment rate is based on the number of eligible individuals actively seeking work within a population. Unemployment claims are a measure of the number of claims for unemployment but do not consider the total number of people seeking employment as part of the workforce.

Finally, region data include a summation of demographic and labor force profile for all eleven counties, and regional metropolitan statistical area (MSA) performance for the two MSA regions – Anniston, Oxford, Jacksonville MSA and Gadsden MSA – in our JSUCEDBR 11-County Region. Performance includes measures of gross domestic product (GDP), export values and categories, labor force, household, and employment characteristics in the aggregate. Underemployment data are also included in measuring how well the labor force is being utilized in terms of skills, experiences, and education relative to full capability of those workers.

## 2019-2020 Tax Profile: Sales, Use, Lodging, Simplified Sellers Use Tax (SSUT)



### BLOUNT County

Sales and use taxes increased by low single digits from 2019 to 2020 for both Blount County and Oneonta. Lodging taxes declined by 13 percent and 16 percent for each locality, respectively, reflecting pandemic conditions in spring and summer of 2020. For the county and selected municipal locality, total sales and use tax increased by two percent, lodging tax declined by 15 percent, and SSUT increased by 90 percent. *See Table 1: Sales, Use, Lodging, & Simplified Sellers Use Tax (Blount County - Oneonta)*

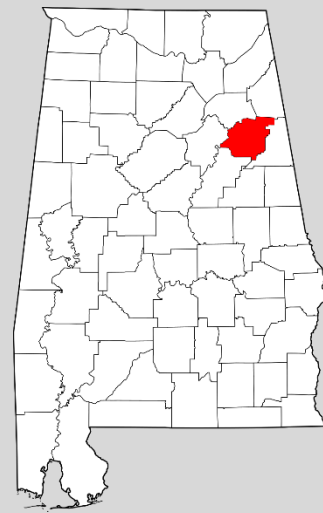
**Table 1: Sales, Use, Lodging, & Simplified Sellers Use Tax (Blount County - Oneonta)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Blount County												
October	\$875,459	\$749,590	-14%	\$202,698	\$190,701	-6%	\$1,385	\$1,295	-7%	\$21,444	\$58,295	172%
November	\$825,369	\$769,082	-7%	\$183,125	\$170,603	-7%	\$3,025	\$2,775	-8%	\$20,342	\$55,117	171%
December	\$815,698	\$764,583	-6%	\$197,658	\$192,341	-3%	\$2,658	\$2,806	6%	\$27,658	\$59,943	117%
January	\$800,236	\$806,785	1%	\$216,987	\$221,257	2%	\$1,954	\$2,022	3%	\$40,587	\$68,910	70%
February	\$798,659	\$687,982	-14%	\$210,335	\$202,500	-4%	\$1,877	\$2,035	8%	\$46,276	\$104,118	125%
March	\$775,986	\$683,920	-12%	\$194,587	\$188,151	-3%	\$1,803	\$1,941	8%	\$41,517	\$63,411	53%
April	\$815,541	\$852,639	5%	\$170,998	\$175,943	3%	\$2,059	\$1,671	-19%	\$39,201	\$61,743	58%
May	\$769,461	\$807,677	5%	\$166,983	\$177,028	6%	\$2,103	\$1,802	-14%	\$44,758	\$69,356	55%
June	\$830,349	\$941,263	13%	\$190,481	\$200,439	5%	\$2,388	\$2,018	-16%	\$45,455	\$84,004	85%
July	\$805,262	\$943,862	17%	\$213,698	\$240,800	13%	\$3,158	\$2,137	-32%	\$47,814	\$85,557	79%
August	\$789,762	\$898,678	14%	\$178,665	\$193,488	8%	\$2,788	\$2,597	-7%	\$45,447	\$88,631	95%
September	\$792,506	\$913,271	15%	\$195,365	\$207,024	6%	\$2,912	\$1,343	-54%	\$57,708	\$88,556	53%
Total	\$9,694,288	\$9,819,331	1%	\$2,321,580	\$2,360,276	2%	\$28,110	\$24,442	-13%	\$478,208	\$887,640	86%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
October	\$427,985	\$387,956	-9%	\$58,965	\$47,713	-19%	\$2,900	\$2,021	-30%	\$4,065	\$16,575	308%
November	\$405,698	\$410,786	1%	\$45,879	\$49,160	7%	\$1,950	\$1,845	-5%	\$3,856	\$15,671	306%
December	\$412,369	\$413,885	0%	\$44,553	\$46,236	4%	\$1,658	\$2,088	26%	\$5,243	\$17,043	225%
January	\$415,698	\$453,670	9%	\$50,223	\$52,666	5%	\$1,587	\$1,987	25%	\$7,693	\$19,593	155%
February	\$375,698	\$354,452	-6%	\$54,882	\$52,347	-5%	\$1,658	\$2,035	23%	\$8,771	\$29,603	237%
March	\$486,325	\$390,132	-20%	\$48,998	\$43,968	-10%	\$1,795	\$1,895	6%	\$11,804	\$18,029	53%
April	\$429,584	\$437,212	2%	\$47,996	\$51,573	7%	\$2,364	\$1,742	-26%	\$11,146	\$17,555	58%
May	\$378,602	\$415,542	10%	\$39,665	\$43,164	9%	\$2,118	\$1,699	-20%	\$12,726	\$19,720	55%
June	\$439,971	\$505,991	15%	\$49,667	\$51,357	3%	\$2,267	\$1,861	-18%	\$12,924	\$23,884	85%
July	\$404,602	\$484,329	20%	\$60,887	\$64,123	5%	\$3,015	\$1,470	-51%	\$13,595	\$24,326	79%
August	\$392,695	\$448,884	14%	\$49,665	\$53,822	8%	\$2,585	\$2,372	-8%	\$12,922	\$25,200	95%
September	\$430,629	\$472,236	10%	\$51,996	\$56,671	9%	\$2,603	\$1,146	-56%	\$16,408	\$25,178	53%
Total	\$4,999,856	\$5,175,074	4%	\$603,376	\$612,799	2%	\$26,500	\$22,161	-16%	\$121,151	\$252,377	108%
Grand Total	\$14,694,144	\$14,994,406	2%	\$2,924,956	\$2,973,074	2%	\$54,610	\$46,603	-15%	\$599,359	\$1,140,017	90%

Source: Avenu Insights

# CALHOUN County



Referring to Table 2: Sales, Use, Lodging, & Simplified Sellers Use Tax (Calhoun County - Anniston, Jacksonville, Oxford, and Piedmont), sales and use tax collection increased by two and one percent, respectively, from 2019 to 2020 for Calhoun County. Jacksonville, Alabama experienced the largest increase for both categories relative to the other selected municipal localities, with each reporting increases in collection. Lodging was severely impacted during 2020 and lodging tax revenue consequently suffered. Calhoun County and each selected locality reported lodging tax declines of approximately 20 percent or more. For the county and selected municipal localities in total, sales and use tax increased by two percent and one percent, respectively, lodging tax declined by 24 percent, and SSUT increased by 98 percent.

**Table 2: Sales, Use, Lodging, & Simplified Sellers Use Tax (Calhoun County - Anniston, Jacksonville, Oxford, and Piedmont)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
October	\$1,399,246	\$1,314,235	-6%	\$379,663	\$373,511	-2%	\$25,689	\$21,417	-17%	\$44,358	\$120,590	172%
November	\$1,463,269	\$1,310,037	-10%	\$369,887	\$356,306	-4%	\$30,258	\$28,473	-6%	\$42,078	\$114,011	171%
December	\$1,475,896	\$1,347,124	-9%	\$381,336	\$378,348	-1%	\$26,365	\$16,796	-36%	\$57,211	\$123,993	117%
January	\$1,256,987	\$1,537,823	22%	\$389,663	\$427,240	10%	\$19,658	\$25,721	31%	\$83,955	\$142,542	70%
February	\$1,158,963	\$1,164,973	1%	\$400,558	\$404,649	1%	\$29,365	\$19,223	-35%	\$95,723	\$215,370	125%
March	\$1,205,698	\$1,279,403	6%	\$364,335	\$370,106	2%	\$23,698	\$16,081	-32%	\$85,880	\$131,167	53%
April	\$1,460,196	\$1,453,341	0%	\$345,887	\$347,464	0%	\$27,422	\$11,443	-58%	\$81,089	\$127,717	58%
May	\$1,308,526	\$1,212,536	-7%	\$389,662	\$375,357	-4%	\$31,081	\$6,861	-78%	\$92,583	\$143,465	55%
June	\$1,400,288	\$1,484,339	6%	\$396,554	\$403,038	2%	\$34,407	\$10,549	-69%	\$94,024	\$173,765	85%
July	\$1,417,110	\$1,606,675	13%	\$415,668	\$444,139	7%	\$24,804	\$15,129	-39%	\$98,905	\$176,977	79%
August	\$1,349,505	\$1,382,770	2%	\$406,336	\$410,016	1%	\$33,894	\$21,600	-36%	\$94,009	\$183,336	95%
September	\$1,380,292	\$1,433,741	4%	\$387,442	\$402,348	4%	\$20,973	\$17,639	-16%	\$119,370	\$183,180	53%
Total	\$16,275,976	\$16,526,997	2%	\$4,626,991	\$4,692,522	1%	\$327,614	\$210,930	-36%	\$989,185	\$1,836,112	86%



Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Anniston												
October	\$1,589,965	\$1,482,125	-7%	\$266,589	\$261,401	-2%	\$10,332	\$9,849	-5%	\$14,302	\$58,320	308%
November	\$1,683,321	\$1,596,871	-5%	\$245,330	\$240,288	-2%	\$14,885	\$16,159	9%	\$13,567	\$55,138	306%
December	\$1,663,225	\$1,529,064	-8%	\$247,883	\$241,136	-3%	\$9,556	\$10,838	13%	\$18,446	\$59,966	225%
January	\$1,782,230	\$1,729,930	-3%	\$309,336	\$303,607	-2%	\$9,220	\$9,105	-1%	\$27,069	\$68,937	155%
February	\$1,366,589	\$1,375,167	1%	\$281,556	\$285,024	1%	\$10,665	\$9,986	-6%	\$30,863	\$104,158	237%
March	\$1,388,556	\$1,462,173	5%	\$220,998	\$229,759	4%	\$12,003	\$11,779	-2%	\$41,534	\$63,435	53%
April	\$1,698,909	\$1,651,706	-3%	\$298,332	\$289,352	-3%	\$11,885	\$7,967	-33%	\$39,217	\$61,767	58%
May	\$1,544,669	\$1,598,847	4%	\$298,441	\$302,444	1%	\$16,332	\$7,326	-55%	\$44,775	\$69,383	55%
June	\$1,665,596	\$1,789,240	7%	\$270,558	\$277,235	2%	\$16,881	\$8,262	-51%	\$45,473	\$84,037	85%
July	\$1,612,070	\$1,807,775	12%	\$261,558	\$269,570	3%	\$10,446	\$10,508	1%	\$47,833	\$85,590	79%
August	\$1,542,225	\$1,689,757	10%	\$283,665	\$291,313	3%	\$20,556	\$12,450	-39%	\$45,465	\$88,666	95%
September	\$1,556,715	\$1,599,623	3%	\$279,332	\$289,611	4%	\$14,665	\$12,599	-14%	\$57,730	\$88,590	53%
Total	\$19,094,071	\$19,312,277	1%	\$3,263,578	\$3,280,738	1%	\$157,426	\$126,828	-19%	\$426,271	\$887,989	108%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Jacksonville												
October	\$595,724	\$637,178	7%	\$55,998	\$59,490	6%	\$10,332	\$15,054	46%	\$7,767	\$31,672	308%
November	\$584,801	\$626,637	7%	\$54,775	\$59,582	9%	\$14,885	\$12,507	-16%	\$7,368	\$29,944	306%
December	\$641,201	\$626,377	-2%	\$72,998	\$71,934	-1%	\$9,556	\$7,963	-17%	\$10,017	\$32,565	225%
January	\$550,920	\$601,075	9%	\$60,225	\$62,413	4%	\$9,220	\$11,146	21%	\$14,700	\$37,437	155%
February	\$559,972	\$615,453	10%	\$49,665	\$52,972	7%	\$10,665	\$12,539	18%	\$16,760	\$56,564	237%
March	\$606,801	\$661,222	9%	\$59,887	\$63,729	6%	\$12,003	\$6,869	-43%	\$22,555	\$34,449	53%
April	\$593,404	\$588,603	-1%	\$65,880	\$64,956	-1%	\$11,885	\$4,912	-59%	\$21,297	\$33,543	58%
May	\$613,485	\$672,471	10%	\$64,990	\$67,078	3%	\$16,332	\$7,850	-52%	\$24,316	\$37,679	55%
June	\$609,222	\$635,301	4%	\$60,332	\$62,910	4%	\$16,881	\$9,210	-45%	\$24,694	\$45,637	85%
July	\$567,537	\$621,571	10%	\$63,552	\$65,691	3%	\$10,446	\$11,120	6%	\$25,976	\$46,481	79%
August	\$697,224	\$683,456	-2%	\$75,228	\$73,149	-3%	\$20,556	\$10,983	-47%	\$24,690	\$48,151	95%
September	\$639,267	\$688,821	8%	\$62,558	\$65,432	5%	\$14,665	\$10,791	-26%	\$31,351	\$48,110	53%
Total	\$7,259,557	\$7,658,165	5%	\$746,088	\$769,336	3%	\$157,426	\$120,944	-23%	\$231,492	\$482,233	108%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
<b>Oxford</b>												
October	\$2,586,471	\$2,404,140	-7%	\$154,996	\$151,244	-2%	\$113,278	\$130,547	15%	\$13,214	\$53,883	308%
November	\$2,654,882	\$2,723,726	3%	\$185,996	\$192,271	3%	\$142,885	\$132,865	-7%	\$12,535	\$50,943	306%
December	\$2,962,336	\$3,262,753	10%	\$195,662	\$203,602	4%	\$122,579	\$111,148	-9%	\$17,042	\$55,404	225%
January	\$2,306,558	\$2,149,078	-7%	\$186,332	\$179,287	-4%	\$123,019	\$125,146	2%	\$25,009	\$63,692	155%
February	\$2,233,212	\$2,283,465	2%	\$148,225	\$151,388	2%	\$126,628	\$132,536	5%	\$28,514	\$96,233	237%
March	\$2,117,124	\$2,450,176	16%	\$140,814	\$147,030	4%	\$139,694	\$98,894	-29%	\$38,374	\$58,609	53%
April	\$2,401,516	\$2,127,641	-11%	\$172,669	\$166,257	-4%	\$166,891	\$48,957	-71%	\$36,233	\$57,068	58%
May	\$2,503,669	\$2,662,399	6%	\$140,228	\$148,307	6%	\$153,822	\$63,381	-59%	\$41,369	\$64,104	55%
June	\$2,635,916	\$2,793,559	6%	\$139,663	\$144,413	3%	\$148,593	\$106,846	-28%	\$42,013	\$77,643	85%
July	\$2,455,405	\$2,668,864	9%	\$157,223	\$161,101	2%	\$140,783	\$104,549	-26%	\$44,193	\$79,078	79%
August	\$2,537,957	\$2,521,719	-1%	\$163,558	\$161,236	-1%	\$117,952	\$113,984	-3%	\$42,006	\$81,920	95%
September	\$2,407,122	\$2,603,223	8%	\$153,662	\$155,955	1%	\$135,216	\$110,208	-18%	\$53,338	\$81,850	53%
<b>Total</b>	<b>\$29,802,169</b>	<b>\$30,650,743</b>	<b>3%</b>	<b>\$1,939,028</b>	<b>\$1,962,090</b>	<b>1%</b>	<b>\$1,631,341</b>	<b>\$1,279,060</b>	<b>-22%</b>	<b>\$393,839</b>	<b>\$820,427</b>	<b>108%</b>

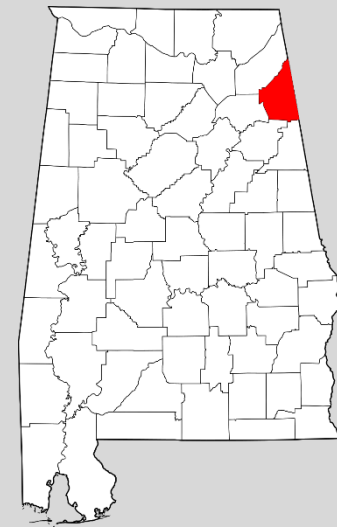
Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
<b>Piedmont</b>												
October	\$156,998	\$155,079	-1%	\$64,885	\$63,675	-2%	\$683	\$557	-18%	\$3,019	\$12,312	308%
November	\$149,336	\$147,867	-1%	\$17,885	\$16,918	-5%	\$685	\$630	-8%	\$2,864	\$11,640	306%
December	\$148,668	\$145,331	-2%	\$28,102	\$27,538	-2%	\$415	\$399	-4%	\$3,894	\$12,660	225%
January	\$132,336	\$140,802	6%	\$18,552	\$19,620	6%	\$301	\$316	5%	\$5,715	\$14,554	155%
February	\$136,887	\$140,194	2%	\$15,100	\$15,543	3%	\$295	\$282	-4%	\$6,516	\$21,989	237%
March	\$181,523	\$187,514	3%	\$19,872	\$20,042	1%	\$634	\$419	-34%	\$8,768	\$13,392	53%
April	\$170,225	\$171,526	1%	\$25,887	\$26,311	2%	\$651	\$408	-37%	\$8,279	\$13,040	58%
May	\$177,663	\$175,366	-1%	\$25,001	\$24,238	-3%	\$800	\$561	-30%	\$9,453	\$14,648	55%
June	\$168,997	\$184,271	9%	\$21,005	\$23,308	11%	\$725	\$512	-29%	\$9,600	\$17,741	85%
July	\$175,669	\$188,544	7%	\$21,586	\$22,189	3%	\$733	\$472	-36%	\$10,098	\$18,069	79%
August	\$159,885	\$166,267	4%	\$17,452	\$18,026	3%	\$745	\$544	-27%	\$9,598	\$18,719	95%
September	\$154,336	\$164,911	7%	\$23,695	\$25,108	6%	\$788	\$587	-25%	\$12,188	\$18,703	53%
<b>Total</b>	<b>\$1,912,523</b>	<b>\$1,967,672</b>	<b>3%</b>	<b>\$299,022</b>	<b>\$302,517</b>	<b>1%</b>	<b>\$7,455</b>	<b>\$5,688</b>	<b>-24%</b>	<b>\$89,992</b>	<b>\$187,467</b>	<b>108%</b>

<b>Grand Total</b>	<b>\$74,344,296</b>	<b>\$76,115,854</b>	<b>2%</b>	<b>\$10,874,707</b>	<b>\$11,007,204</b>	<b>1%</b>	<b>\$2,281,261</b>	<b>\$1,743,450</b>	<b>-24%</b>	<b>\$2,130,779</b>	<b>\$4,214,228</b>	<b>98%</b>
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Source: Avenu Insights, ADOR, City of Anniston, City of Piedmont

# CHEROKEE County

Cherokee County experienced healthy increases in sales and use tax collection, increasing by nine and four percent, respectively, for the county and surging by 30 and 16 percent for the City of Centre. Lodging tax collection plummeted by each locality with Cherokee County collections down 25 percent between the two years reported, while Centre dropped by 43 percent. An interesting comparison between each locality shows larger declines for Cherokee County were in winter and early spring, while lodging tax collection for Centre was lower in summer and fall. For the county and selected municipal locality in total, sales and use tax increased by 14 percent and seven percent, respectively, lodging tax declined by 27 percent, and SSUT increased by 91 percent. See Table 3: Sales, Use, Lodging, & Simplified Sellers Use Tax (Cherokee County - Centre).



**Table 3: Sales, Use, Lodging, & Simplified Sellers Use Tax (Cherokee County - Centre)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Cherokee County												
October	\$510,236	\$493,490	-3%	\$80,157	\$75,289	-6%	\$9,875	\$7,955	-19%	\$9,723	\$26,431	172%
November	\$452,639	\$484,015	7%	\$112,228	\$117,055	4%	\$8,712	\$6,628	-24%	\$9,223	\$24,989	171%
December	\$507,987	\$506,492	0%	\$85,901	\$86,528	1%	\$9,658	\$4,128	-57%	\$12,540	\$27,177	117%
January	\$525,369	\$527,607	0%	\$98,995	\$100,969	2%	\$12,589	\$6,136	-51%	\$18,402	\$31,243	70%
February	\$499,632	\$440,486	-12%	\$92,558	\$86,073	-7%	\$12,025	\$2,690	-78%	\$20,981	\$47,206	125%
March	\$490,639	\$419,532	-14%	\$72,481	\$67,760	-7%	\$15,263	\$3,662	-76%	\$18,823	\$28,750	53%
April	\$516,693	\$583,922	13%	\$72,554	\$76,719	6%	\$10,887	\$5,019	-54%	\$17,773	\$27,993	58%
May	\$468,958	\$570,476	22%	\$62,556	\$67,263	8%	\$9,619	\$4,720	-51%	\$20,293	\$31,445	55%
June	\$509,125	\$648,377	27%	\$60,225	\$68,748	14%	\$10,697	\$10,199	-5%	\$20,609	\$38,086	85%
July	\$537,174	\$675,812	26%	\$76,336	\$88,153	15%	\$16,486	\$18,120	10%	\$21,678	\$38,790	79%
August	\$519,162	\$601,861	16%	\$70,525	\$78,135	11%	\$18,953	\$23,464	24%	\$20,605	\$40,184	95%
September	\$487,584	\$595,269	22%	\$67,074	\$75,182	12%	\$9,103	\$15,304	68%	\$26,164	\$40,150	53%
Total	\$6,025,198	\$6,547,337	9%	\$951,590	\$987,875	4%	\$143,867	\$108,025	-25%	\$216,813	\$402,445	86%

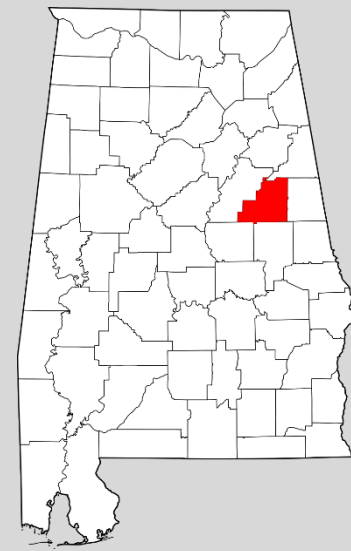
Locality Centre	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
October	\$149,653	\$147,090	-2%	\$20,115	\$18,612	-7%	\$2,251	\$1,488	-34%	\$2,160	\$8,806	308%
November	\$140,365	\$147,357	5%	\$18,996	\$20,790	9%	\$2,456	\$1,615	-34%	\$2,049	\$8,326	306%
December	\$165,368	\$155,323	-6%	\$24,887	\$23,751	-5%	\$1,236	\$1,228	-1%	\$2,785	\$9,055	225%
January	\$172,698	\$164,740	-5%	\$24,236	\$23,309	-4%	\$1,854	\$990	-47%	\$4,087	\$10,409	155%
February	\$150,369	\$216,506	44%	\$36,995	\$50,461	36%	\$1,002	\$752	-25%	\$4,660	\$15,728	237%
March	\$165,879	\$210,591	27%	\$21,558	\$27,574	28%	\$3,650	\$782	-79%	\$6,272	\$9,579	53%
April	\$207,998	\$301,105	45%	\$20,669	\$26,002	26%	\$1,796	\$1,004	-44%	\$5,922	\$9,327	58%
May	\$216,335	\$290,306	34%	\$21,003	\$23,738	13%	\$1,506	\$821	-45%	\$6,761	\$10,477	55%
June	\$198,665	\$321,463	62%	\$21,005	\$28,189	34%	\$1,347	\$1,220	-9%	\$6,866	\$12,690	85%
July	\$225,663	\$333,075	48%	\$27,884	\$33,050	19%	\$2,516	\$1,120	-55%	\$7,223	\$12,924	79%
August	\$201,669	\$286,895	42%	\$29,882	\$34,258	15%	\$2,388	\$1,351	-43%	\$6,865	\$13,389	95%
September	\$210,665	\$284,291	35%	\$27,302	\$30,867	13%	\$1,683	\$1,103	-34%	\$8,717	\$13,377	53%
Total	\$2,205,327	\$2,858,740	30%	\$294,532	\$340,600	16%	\$23,685	\$13,473	-43%	\$64,367	\$134,086	108%

Grand Total	\$8,230,525	\$9,406,078	14%	\$1,246,122	\$1,328,476	7%	\$167,552	\$121,498	-27%	\$281,180	\$536,531	91%
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Source: Avenu Insights

# CLAY County

Clay County experienced declines in sales and use tax collection over the reporting period, with each category declining by one percent and two percent, respectively. Sales tax collection in Ashland was statistically unchanged, while use tax declined by one percent. Sales and use tax collection were relatively weaker in Lineville, as collection declined by three percent and two percent, respectively. Lodging tax is not assessed in Clay County. For the county and selected municipal locality in total, sales and use tax declined by two percent and SSUT increased by 95 percent. *See Table 4: Sales, Use, Lodging, & Simplified Sellers Use Tax (Clay County - Ashland and Lineville).*



**Table 4: Sales, Use, Lodging, & Simplified Sellers Use Tax (Clay County - Ashland and Lineville)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Clay County												
October	\$112,658	\$111,087	-1%	\$26,778	\$26,073	-3%	N/A	N/A	N/A	\$5,212	\$14,169	172%
November	\$110,236	\$120,741	10%	\$24,556	\$25,724	5%	N/A	N/A	N/A	\$4,994	\$13,396	168%
December	\$105,698	\$105,918	0%	\$25,889	\$26,087	1%	N/A	N/A	N/A	\$6,722	\$14,569	117%
January	\$112,658	\$104,670	-7%	\$31,885	\$30,843	-3%	N/A	N/A	N/A	\$9,865	\$16,748	70%
February	\$122,698	\$101,505	-17%	\$39,154	\$36,931	-6%	N/A	N/A	N/A	\$11,247	\$25,306	125%
March	\$120,587	\$102,846	-15%	\$37,883	\$33,837	-11%	N/A	N/A	N/A	\$10,091	\$15,412	53%
April	\$117,090	\$118,056	1%	\$26,450	\$27,022	2%	N/A	N/A	N/A	\$9,528	\$15,007	58%
May	\$107,085	\$116,117	8%	\$31,659	\$32,267	2%	N/A	N/A	N/A	\$10,878	\$16,857	55%
June	\$111,291	\$122,820	10%	\$29,556	\$32,973	12%	N/A	N/A	N/A	\$11,048	\$20,417	85%
July	\$122,512	\$116,948	-5%	\$39,662	\$35,916	-9%	N/A	N/A	N/A	\$11,621	\$20,794	79%
August	\$115,890	\$122,971	6%	\$33,655	\$35,116	4%	N/A	N/A	N/A	\$11,046	\$21,542	95%
September	\$125,144	\$120,302	-4%	\$36,963	\$33,697	-9%	N/A	N/A	N/A	\$14,026	\$21,523	53%
Total	\$1,383,547	\$1,363,980	-1%	\$384,090	\$376,485	-2%	N/A	N/A	N/A	\$116,277	\$215,740	86%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Ashland												
October	\$71,073	\$70,476	-1%	\$24,254	\$23,466	-3%	N/A	N/A	N/A	\$1,261	\$5,141	308%
November	\$68,560	\$68,666	0%	\$23,985	\$24,177	1%	N/A	N/A	N/A	\$1,196	\$4,861	306%
December	\$70,488	\$69,797	-1%	\$23,210	\$22,744	-2%	N/A	N/A	N/A	\$1,626	\$5,287	225%
January	\$59,781	\$71,758	20%	\$18,552	\$21,967	18%	N/A	N/A	N/A	\$2,386	\$6,077	155%
February	\$66,597	\$61,067	-8%	\$26,993	\$25,892	-4%	N/A	N/A	N/A	\$2,721	\$9,182	237%
March	\$75,306	\$71,864	-5%	\$26,588	\$25,696	-3%	N/A	N/A	N/A	\$3,662	\$5,592	53%
April	\$67,214	\$66,973	0%	\$23,665	\$24,007	1%	N/A	N/A	N/A	\$3,457	\$5,445	58%
May	\$72,138	\$68,544	-5%	\$20,554	\$18,707	-9%	N/A	N/A	N/A	\$3,947	\$6,117	55%
June	\$74,836	\$72,996	-2%	\$22,933	\$22,049	-4%	N/A	N/A	N/A	\$4,009	\$7,409	85%
July	\$68,285	\$71,444	5%	\$17,520	\$18,763	7%	N/A	N/A	N/A	\$4,217	\$7,546	79%
August	\$83,792	\$70,753	-16%	\$25,662	\$22,073	-14%	N/A	N/A	N/A	\$4,008	\$7,817	95%
September	\$62,547	\$75,258	20%	\$22,995	\$24,182	5%	N/A	N/A	N/A	\$5,089	\$7,810	53%
Total	\$840,616	\$839,595	0%	\$276,911	\$273,725	-1%	N/A	N/A	N/A	\$37,580	\$78,284	108%

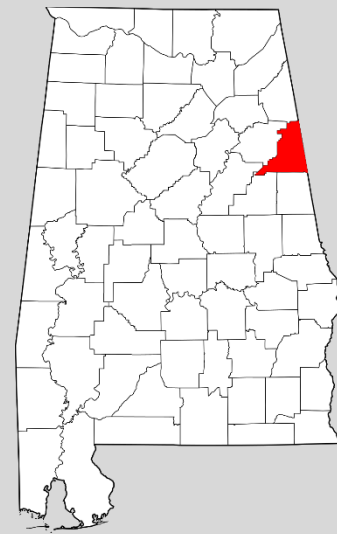
Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Lineville												
October	\$69,878	\$62,590	-10%	\$14,023	\$12,788	-9%	N/A	N/A	N/A	\$1,482	\$6,045	308%
November	\$70,236	\$65,620	-7%	\$13,965	\$12,632	-10%	N/A	N/A	N/A	\$1,406	\$5,715	306%
December	\$60,326	\$59,154	-2%	\$13,698	\$13,043	-5%	N/A	N/A	N/A	\$1,912	\$6,216	225%
January	\$69,123	\$60,900	-12%	\$17,814	\$16,725	-6%	N/A	N/A	N/A	\$2,806	\$7,145	155%
February	\$75,025	\$55,846	-26%	\$20,558	\$17,872	-13%	N/A	N/A	N/A	\$3,199	\$10,796	237%
March	\$71,256	\$53,517	-25%	\$15,889	\$12,640	-20%	N/A	N/A	N/A	\$4,305	\$6,575	53%
April	\$66,410	\$72,869	10%	\$11,025	\$12,481	13%	N/A	N/A	N/A	\$4,065	\$6,402	58%
May	\$61,507	\$69,705	13%	\$10,554	\$12,712	20%	N/A	N/A	N/A	\$4,641	\$7,192	55%
June	\$62,095	\$76,833	24%	\$12,558	\$15,276	22%	N/A	N/A	N/A	\$4,713	\$8,711	85%
July	\$67,294	\$68,572	2%	\$17,025	\$17,846	5%	N/A	N/A	N/A	\$4,958	\$8,872	79%
August	\$61,274	\$63,941	4%	\$14,228	\$15,113	6%	N/A	N/A	N/A	\$4,713	\$9,190	95%
September	\$64,424	\$61,746	-4%	\$17,880	\$15,805	-12%	N/A	N/A	N/A	\$5,984	\$9,183	53%
Total	\$798,848	\$771,293	-3%	\$179,217	\$174,933	-2%	N/A	N/A	N/A	\$44,184	\$92,042	108%

Grand Total	\$3,023,011	\$2,974,869	-2%	\$840,218	\$825,143	-2%	N/A	N/A	N/A	\$198,041	\$386,066	95%
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Source: Avenu Insights, ADOR

# CLEBURNE County

In Cleburne County sales and use tax collection increased between two and four percent by county and municipal locality. Lodging tax collection declined for most months in the county, falling two percent from 2019 to 2020. City of Heflin experienced a much larger decline in lodging tax collection, with percent change declines for eleven months in the years reported. Total lodging tax collection dropped by 26 percent for City of Heflin from 2019 to 2020. For the county and selected municipal locality in total, sales and use tax increased by four percent and three percent, respectively, lodging tax declined by five percent, and SSUT increased by 93 percent. Analysis is reported in *Table 5: Sales, Use, Lodging, & Simplified Sellers Use Tax (Cleburne County - Heflin)*.



**Table 5: Sales, Use, Lodging, & Simplified Sellers Use Tax (Cleburne County - Heflin)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Cleburne County												
October	\$122,658	\$120,533	-2%	\$35,884	\$34,238	-5%	\$5,789	\$4,565	-21%	\$5,601	\$15,227	172%
November	\$125,365	\$118,950	-5%	\$47,154	\$45,638	-3%	\$8,965	\$11,444	28%	\$5,313	\$14,396	171%
December	\$128,986	\$118,663	-8%	\$39,665	\$36,025	-9%	\$6,987	\$7,151	2%	\$7,224	\$15,657	117%
January	\$110,598	\$129,753	17%	\$37,147	\$41,981	13%	\$4,854	\$5,893	21%	\$10,601	\$17,999	70%
February	\$160,325	\$111,608	-30%	\$51,220	\$49,005	-4%	\$4,689	\$3,227	-31%	\$12,087	\$27,195	125%
March	\$128,360	\$101,466	-21%	\$48,553	\$40,196	-17%	\$4,102	\$3,140	-23%	\$10,844	\$16,562	53%
April	\$119,698	\$138,978	16%	\$33,665	\$36,495	8%	\$5,208	\$6,265	20%	\$10,239	\$16,127	58%
May	\$112,510	\$126,089	12%	\$32,522	\$36,067	11%	\$6,298	\$4,315	-31%	\$11,690	\$18,115	55%
June	\$124,667	\$145,328	17%	\$49,202	\$57,502	17%	\$7,759	\$6,490	-16%	\$11,872	\$21,941	85%
July	\$125,087	\$150,272	20%	\$47,550	\$49,772	5%	\$8,960	\$8,688	-3%	\$12,489	\$22,347	79%
August	\$124,447	\$161,370	30%	\$41,033	\$45,218	10%	\$9,174	\$9,342	2%	\$11,870	\$23,150	95%
September	\$125,131	\$152,506	22%	\$40,277	\$45,635	13%	\$6,835	\$7,792	14%	\$15,073	\$23,130	53%
Total	\$1,507,832	\$1,575,517	4%	\$503,872	\$517,770	3%	\$79,620	\$78,311	-2%	\$124,904	\$231,845	86%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
October	\$110,569	\$106,751	-3%	\$11,447	\$10,854	-5%	\$920	\$467	-49%	\$2,154	\$8,784	308%
November	\$109,586	\$107,754	-2%	\$24,011	\$23,755	-1%	\$1,045	\$930	-11%	\$2,043	\$8,304	306%
December	\$112,658	\$105,275	-7%	\$11,541	\$10,042	-13%	\$816	\$545	-33%	\$2,778	\$9,032	225%
January	\$95,369	\$107,627	13%	\$13,255	\$14,771	11%	\$1,023	\$597	-42%	\$4,077	\$10,383	155%
February	\$115,365	\$98,265	-15%	\$18,996	\$17,477	-8%	\$1,125	\$593	-47%	\$4,648	\$15,687	237%
March	\$97,365	\$88,812	-9%	\$16,589	\$15,104	-9%	\$891	\$558	-37%	\$6,255	\$9,554	53%
April	\$104,847	\$120,333	15%	\$13,663	\$15,302	12%	\$829	\$508	-39%	\$5,906	\$9,303	58%
May	\$107,658	\$105,953	-2%	\$12,108	\$11,754	-3%	\$962	\$461	-52%	\$6,744	\$10,450	55%
June	\$110,427	\$125,405	14%	\$25,117	\$26,927	7%	\$923	\$801	-13%	\$6,849	\$12,657	85%
July	\$110,469	\$125,157	13%	\$14,991	\$16,674	11%	\$932	\$725	-22%	\$7,204	\$12,891	79%
August	\$102,078	\$111,480	9%	\$10,855	\$11,597	7%	\$992	\$1,381	39%	\$6,847	\$13,354	95%
September	\$106,057	\$122,374	15%	\$10,023	\$11,617	16%	\$1,032	\$924	-10%	\$8,695	\$13,343	53%
Total	\$1,282,448	\$1,325,186	3%	\$182,596	\$185,876	2%	\$11,490	\$8,488	-26%	\$64,201	\$133,740	108%

Grand Total	\$2,790,280	\$2,900,703	4%	\$686,468	\$703,647	3%	\$91,110	\$86,800	-5%	\$189,104	\$365,585	93%
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Source: Avenu Insights



# DEKALB County

Sales tax collection increased by eight percent from 2019 to 2020 in both DeKalb County and Fort Payne but declined by 14 percent in Mentone. Use tax increased in Fort Payne and declined in Mentone; DeKalb County does not collect use tax. The lodging industry was significantly impacted in 2020 with lodging tax collections falling sharply during a period from approximately February through June 2020. For the county and selected municipal localities in total, sales and use tax increased by eight percent and four percent, respectively, lodging tax declined by seven percent, and SSUT increased by 108 percent. *Table 6: Sales, Use, Lodging, & Simplified Sellers Use Tax (DeKalb County - Fort Payne and Mentone)* summarizes tax collection.



**Table 6: Sales, Use, Lodging, & Simplified Sellers Use Tax (DeKalb County - Fort Payne and Mentone)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
DeKalb County												
October	\$554,018	\$571,928	3%	N/A	N/A	N/A	\$3,372	\$3,879	15%	\$26,602	\$72,319	172%
November	\$550,346	\$574,339	4%	N/A	N/A	N/A	\$5,153	\$5,629	9%	\$25,235	\$68,374	171%
December	\$557,602	\$598,926	7%	N/A	N/A	N/A	\$4,005	\$4,450	11%	\$34,310	\$74,360	117%
January	\$640,955	\$664,952	4%	N/A	N/A	N/A	\$2,952	\$3,455	17%	\$50,349	\$85,484	70%
February	\$505,156	\$534,626	6%	N/A	N/A	N/A	\$2,685	\$3,121	16%	\$57,406	\$129,160	125%
March	\$502,120	\$503,174	0%	N/A	N/A	N/A	\$3,383	\$2,520	-26%	\$51,503	\$78,662	53%
April	\$580,912	\$653,192	12%	N/A	N/A	N/A	\$3,895	\$3,069	-21%	\$48,630	\$76,593	58%
May	\$540,139	\$567,161	5%	N/A	N/A	N/A	\$3,581	\$1,881	-47%	\$55,523	\$86,038	55%
June	\$585,131	\$647,088	11%	N/A	N/A	N/A	\$4,317	\$3,660	-15%	\$56,388	\$104,209	85%
July	\$611,033	\$683,641	12%	N/A	N/A	N/A	\$4,620	\$4,611	0%	\$59,314	\$106,135	79%
August	\$548,366	\$614,847	12%	N/A	N/A	N/A	\$4,882	\$5,139	5%	\$56,378	\$109,949	95%
September	\$564,577	\$689,336	22%	N/A	N/A	N/A	\$4,698	\$5,721	22%	\$71,588	\$109,855	53%
Total	\$6,740,355	\$7,303,210	8%	N/A	N/A	N/A	\$47,543	\$47,136	-1%	\$593,226	\$1,101,138	86%

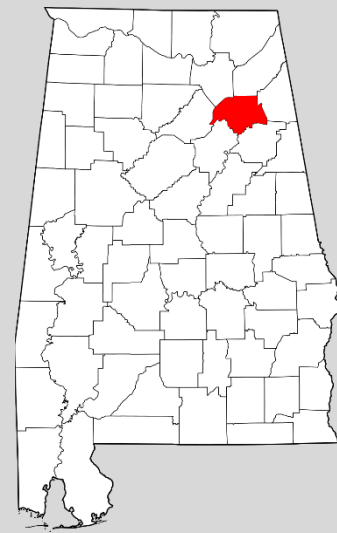
Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Fort Payne												
October	\$964,880	\$1,040,755	8%	\$120,558	\$129,674	8%	\$48,672	\$58,285	20%	\$8,673	\$35,367	308%
November	\$1,045,480	\$1,102,523	5%	\$132,880	\$139,314	5%	\$37,745	\$42,987	14%	\$8,227	\$33,437	306%
December	\$1,145,312	\$1,177,829	3%	\$170,335	\$174,412	2%	\$26,113	\$34,066	30%	\$11,186	\$36,365	225%
January	\$857,543	\$931,378	9%	\$143,665	\$149,526	4%	\$26,413	\$30,602	16%	\$16,415	\$41,805	155%
February	\$898,508	\$964,423	7%	\$105,884	\$113,827	8%	\$25,790	\$23,062	-11%	\$18,716	\$63,164	237%
March	\$1,088,733	\$1,100,644	1%	\$136,995	\$143,231	5%	\$38,029	\$30,500	-20%	\$25,187	\$38,469	53%
April	\$985,876	\$1,072,129	9%	\$90,554	\$95,221	5%	\$39,122	\$18,134	-54%	\$23,782	\$37,457	58%
May	\$1,087,391	\$1,238,421	14%	\$110,662	\$116,072	5%	\$48,014	\$32,278	-33%	\$27,153	\$42,076	55%
June	\$1,100,970	\$1,238,666	13%	\$120,891	\$124,845	3%	\$51,398	\$42,340	-18%	\$27,576	\$50,962	85%
July	\$1,015,709	\$1,137,551	12%	\$128,363	\$133,591	4%	\$53,235	\$44,327	-17%	\$29,007	\$51,904	79%
August	\$1,059,059	\$1,073,895	1%	\$120,558	\$122,986	2%	\$39,273	\$42,561	8%	\$27,571	\$53,769	95%
September	\$983,389	\$1,131,861	15%	\$138,996	\$143,990	4%	\$36,755	\$39,685	8%	\$35,009	\$53,723	53%
Total	\$12,232,851	\$13,210,075	8%	\$1,520,341	\$1,586,688	4%	\$470,559	\$438,827	-7%	\$258,501	\$538,496	108%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Mentone												
October	\$14,569	\$15,735	8%	\$4,320	\$4,767	10%	\$2,704	\$1,863	-31%	\$223	\$909	308%
November	\$10,236	\$15,662	53%	\$2,936	\$3,857	31%	\$2,987	\$3,157	6%	\$211	\$859	306%
December	\$13,695	\$15,348	12%	\$3,421	\$3,802	11%	\$3,120	\$2,952	-5%	\$287	\$934	225%
January	\$14,525	\$13,115	-10%	\$5,266	\$4,957	-6%	\$2,367	\$1,666	-30%	\$422	\$1,074	155%
February	\$15,698	\$10,904	-31%	\$6,971	\$5,067	-27%	\$1,897	\$1,726	-9%	\$481	\$1,623	237%
March	\$13,658	\$11,678	-15%	\$6,988	\$6,498	-7%	\$2,209	\$1,441	-35%	\$647	\$988	53%
April	\$10,055	\$9,051	-10%	\$5,267	\$4,803	-9%	\$2,030	\$1,762	-13%	\$611	\$962	58%
May	\$9,854	\$6,875	-30%	\$5,829	\$5,025	-14%	\$1,785	\$1,114	-38%	\$698	\$1,081	55%
June	\$14,374	\$9,485	-34%	\$7,455	\$6,968	-7%	\$2,785	\$3,344	20%	\$708	\$1,309	85%
July	\$20,636	\$12,541	-39%	\$9,201	\$8,554	-7%	\$3,255	\$4,027	24%	\$745	\$1,334	79%
August	\$21,857	\$14,275	-35%	\$5,014	\$3,181	-37%	\$3,996	\$4,272	7%	\$708	\$1,381	95%
September	\$10,664	\$11,254	6%	\$7,145	\$8,495	19%	\$2,944	\$3,458	17%	\$899	\$1,380	53%
Total	\$169,821	\$145,923	-14%	\$69,813	\$65,973	-6%	\$32,079	\$30,781	-4%	\$6,641	\$13,835	108%

Grand Total	\$19,143,026	\$20,659,209	8%	\$1,590,154	\$1,652,661	4%	\$502,638	\$469,608	-7%	\$265,142	\$552,332	108%
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Source: Avenu Insights, ADOR, DeKalb County

# ETOWAH County



Referring to Table 7: Sales, Use, Lodging, & Simplified Sellers Use Tax (Etowah County - Attalla, Gadsden, and Rainbow City), sales and use tax collection increased between one and three percent for Etowah County, Attalla, and Rainbow City. Gadsden experienced a seven and two percent decline, respectively. While Rainbow City does not collect lodging tax, collection was down by 17 percent for the county and two percent and 12 percent, respectively, for Attalla and Gadsden. For the county and selected municipal localities in total, sales tax declined by three percent, lodging tax declined by 13 percent, SSUT increased by 98 percent, and use tax was unchanged.

**Table 7: Sales, Use, Lodging, & Simplified Sellers Use Tax (Etowah County - Attalla, Gadsden, and Rainbow City)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Etowah County												
October	\$804,698	\$848,271	5%	\$215,664	\$226,533	5%	\$28,965	\$25,802	-11%	\$39,068	\$106,208	172%
November	\$819,365	\$833,368	2%	\$235,112	\$246,887	5%	\$35,987	\$33,260	-8%	\$37,060	\$100,413	171%
December	\$869,368	\$882,464	2%	\$241,557	\$244,361	1%	\$27,410	\$23,215	-15%	\$50,388	\$109,204	117%
January	\$930,658	\$954,051	3%	\$275,440	\$285,953	4%	\$22,569	\$22,131	-2%	\$73,942	\$125,541	70%
February	\$799,658	\$739,723	-7%	\$313,558	\$302,938	-3%	\$21,587	\$20,766	-4%	\$84,306	\$189,683	125%
March	\$768,369	\$825,977	7%	\$257,993	\$263,744	2%	\$23,659	\$21,712	-8%	\$75,637	\$115,522	53%
April	\$902,247	\$883,745	-2%	\$245,880	\$232,845	-5%	\$27,866	\$18,250	-35%	\$71,418	\$112,484	58%
May	\$798,082	\$767,190	-4%	\$226,221	\$215,473	-5%	\$28,767	\$13,634	-53%	\$81,541	\$126,354	55%
June	\$866,673	\$924,591	7%	\$270,554	\$279,690	3%	\$29,303	\$18,532	-37%	\$82,810	\$153,040	85%
July	\$867,875	\$1,025,672	18%	\$284,330	\$305,901	8%	\$30,149	\$25,325	-16%	\$87,108	\$155,869	79%
August	\$824,466	\$856,748	4%	\$275,001	\$280,677	2%	\$27,561	\$25,951	-6%	\$82,796	\$161,470	95%
September	\$834,730	\$840,182	1%	\$291,557	\$296,511	2%	\$26,523	\$24,935	-6%	\$105,133	\$161,332	53%
Total	\$10,086,189	\$10,381,981	3%	\$3,132,867	\$3,181,513	2%	\$330,346	\$273,513	-17%	\$871,205	\$1,617,120	86%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Attalla												
October	\$499,335	\$509,648	2%	\$42,110	\$43,415	3%	\$3,366	\$3,199	-5%	\$3,744	\$15,265	308%
November	\$504,996	\$515,951	2%	\$44,778	\$46,963	5%	\$3,955	\$3,750	-5%	\$3,551	\$14,432	306%
December	\$541,220	\$543,241	0%	\$62,447	\$63,272	1%	\$3,720	\$3,196	-14%	\$4,828	\$15,696	225%
January	\$572,114	\$580,694	1%	\$60,225	\$61,186	2%	\$2,655	\$2,711	2%	\$7,085	\$18,044	155%
February	\$498,220	\$469,153	-6%	\$64,558	\$63,285	-2%	\$3,312	\$3,292	-1%	\$8,078	\$27,263	237%
March	\$487,225	\$491,628	1%	\$47,993	\$49,131	2%	\$3,955	\$3,518	-11%	\$10,871	\$16,604	53%
April	\$528,661	\$592,419	12%	\$43,220	\$47,638	10%	\$4,176	\$3,732	-11%	\$10,265	\$16,168	58%
May	\$530,225	\$550,887	4%	\$44,887	\$46,216	3%	\$4,106	\$2,479	-40%	\$11,720	\$18,161	55%
June	\$507,021	\$598,142	18%	\$50,225	\$53,673	7%	\$3,987	\$3,645	-9%	\$11,902	\$21,997	85%
July	\$563,220	\$583,534	4%	\$68,771	\$73,088	6%	\$4,364	\$5,565	28%	\$12,520	\$22,403	79%
August	\$539,221	\$533,217	-1%	\$57,881	\$56,777	-2%	\$3,943	\$5,127	30%	\$11,900	\$23,208	95%
September	\$532,447	\$536,633	1%	\$56,886	\$59,495	5%	\$4,156	\$4,391	6%	\$15,111	\$23,188	53%
Total	\$6,303,905	\$6,505,147	3%	\$643,981	\$664,140	3%	\$45,695	\$44,603	-2%	\$111,577	\$232,431	108%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Gadsden												
October	\$2,563,698	\$2,411,548	-6%	\$496,552	\$492,945	-1%	\$64,589	\$60,933	-6%	\$22,813	\$93,026	308%
November	\$2,256,981	\$2,373,491	5%	\$545,771	\$557,387	2%	\$69,785	\$79,040	13%	\$21,640	\$87,950	306%
December	\$2,965,986	\$2,538,482	-14%	\$548,336	\$530,089	-3%	\$49,365	\$55,035	11%	\$29,423	\$95,651	225%
January	\$3,058,796	\$2,988,306	-2%	\$540,228	\$537,229	-1%	\$44,236	\$52,331	18%	\$43,177	\$109,960	155%
February	\$2,863,259	\$2,216,445	-23%	\$560,558	\$545,464	-3%	\$42,589	\$48,337	13%	\$49,228	\$166,141	237%
March	\$2,806,593	\$2,369,027	-16%	\$590,223	\$578,558	-2%	\$49,325	\$47,239	-4%	\$66,249	\$101,185	53%
April	\$2,725,717	\$2,450,943	-10%	\$510,228	\$490,262	-4%	\$65,171	\$45,239	-31%	\$62,554	\$98,524	58%
May	\$2,336,325	\$1,972,207	-16%	\$450,228	\$399,585	-11%	\$67,441	\$31,406	-53%	\$71,420	\$110,672	55%
June	\$2,546,190	\$2,594,725	2%	\$525,110	\$542,725	3%	\$68,835	\$42,346	-38%	\$72,532	\$134,046	85%
July	\$2,573,404	\$2,846,017	11%	\$589,774	\$614,705	4%	\$70,596	\$56,817	-20%	\$76,297	\$136,524	79%
August	\$2,389,527	\$2,299,117	-4%	\$583,225	\$559,118	-4%	\$64,582	\$59,234	-8%	\$72,520	\$141,430	95%
September	\$2,437,858	\$2,356,404	-3%	\$605,778	\$592,531	-2%	\$61,778	\$57,198	-7%	\$92,085	\$141,309	53%
Total	\$31,524,334	\$29,416,710	-7%	\$6,546,011	\$6,440,599	-2%	\$718,292	\$635,155	-12%	\$679,938	\$1,416,416	108%

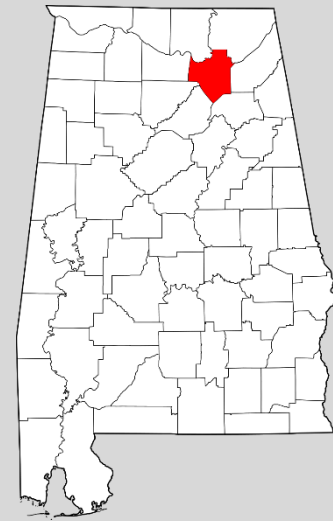
Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Rainbow City												
October	\$418,650	\$453,479	8%	\$43,996	\$47,253	7%	N/A	N/A	N/A	\$5,943	\$24,236	308%
November	\$396,116	\$428,132	8%	\$46,911	\$50,742	8%	N/A	N/A	N/A	\$5,638	\$22,913	306%
December	\$502,664	\$452,516	-10%	\$56,881	\$54,247	-5%	N/A	N/A	N/A	\$7,665	\$24,920	225%
January	\$381,737	\$395,230	4%	\$38,220	\$39,856	4%	N/A	N/A	N/A	\$11,249	\$28,648	155%
February	\$365,123	\$378,371	4%	\$40,661	\$41,494	2%	N/A	N/A	N/A	\$12,825	\$43,284	237%
March	\$436,180	\$435,053	0%	\$47,001	\$46,767	0%	N/A	N/A	N/A	\$17,260	\$26,361	53%
April	\$437,054	\$434,332	-1%	\$46,337	\$45,516	-2%	N/A	N/A	N/A	\$16,297	\$25,668	58%
May	\$501,336	\$491,705	-2%	\$44,025	\$42,690	-3%	N/A	N/A	N/A	\$18,607	\$28,833	55%
June	\$486,223	\$491,263	1%	\$45,876	\$47,552	4%	N/A	N/A	N/A	\$18,897	\$34,923	85%
July	\$476,114	\$481,377	1%	\$41,623	\$42,524	2%	N/A	N/A	N/A	\$19,878	\$35,568	79%
August	\$433,326	\$452,698	4%	\$39,501	\$41,516	5%	N/A	N/A	N/A	\$18,894	\$36,846	95%
September	\$496,553	\$500,436	1%	\$42,013	\$42,592	1%	N/A	N/A	N/A	\$23,991	\$36,815	53%
Total	\$5,331,076	\$5,394,592	1%	\$533,045	\$542,749	2%	N/A	N/A	N/A	\$177,143	\$369,015	108%

Grand Total	\$53,245,504	\$51,698,430	-3%	\$10,855,904	\$10,829,000	0%	\$1,094,333	\$953,271	-13%	\$1,839,863	\$3,634,983	98%
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Source: Avenu Insights, ADOR

# MARSHALL County

Sales and use tax collection declined from 2019 to 2020 for Marshall County by four percent and two percent, respectively, but increased in the selected municipal localities of Albertville and Guntersville. Lodging tax declined by three and two percent in Marshall County and Albertville and dropped by 15 percent in Guntersville because of significant declines from February to June 2020. For the county and selected municipal localities in total, sales and use tax increased by four percent and one percent, respectively, lodging tax declined by 11 percent, and SSUT increased by 94 percent. See *Table 8: Sales, Use, Lodging, & Simplified Sellers Use Tax (Marshall County – Albertville and Guntersville)*.



**Table 8: Sales, Use, Lodging, & Simplified Sellers Use Tax (Marshall County - Albertville and Guntersville)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
October	\$115,678	\$105,451	-9%	\$24,336	\$21,290	-13%	\$15,863	\$16,217	2%	\$34,799	\$106,208	172%
November	\$117,365	\$97,746	-17%	\$32,884	\$30,917	-6%	\$12,883	\$11,901	-8%	\$33,010	\$100,413	171%
December	\$109,875	\$91,767	-16%	\$36,552	\$35,467	-3%	\$10,236	\$9,525	-7%	\$44,882	\$109,204	117%
January	\$124,589	\$106,535	-14%	\$27,220	\$23,904	-12%	\$10,665	\$10,025	-6%	\$65,862	\$125,541	70%
February	\$109,879	\$97,470	-11%	\$24,336	\$22,588	-7%	\$12,025	\$11,291	-6%	\$75,094	\$189,683	125%
March	\$110,554	\$109,204	-1%	\$26,001	\$25,226	-3%	\$13,545	\$12,011	-11%	\$67,372	\$115,522	53%
April	\$112,447	\$106,933	-5%	\$39,226	\$36,240	-8%	\$14,479	\$10,192	-30%	\$63,614	\$112,484	58%
May	\$107,189	\$118,263	10%	\$29,102	\$31,506	8%	\$14,662	\$15,447	5%	\$72,631	\$126,354	55%
June	\$115,561	\$121,043	5%	\$36,220	\$38,426	6%	\$16,635	\$17,274	4%	\$73,762	\$153,040	85%
July	\$116,510	\$114,632	-2%	\$35,660	\$34,564	-3%	\$15,271	\$17,104	12%	\$77,590	\$155,869	79%
August	\$113,568	\$119,926	6%	\$28,125	\$29,778	6%	\$16,081	\$15,611	-3%	\$73,749	\$161,470	95%
September	\$113,161	\$122,030	8%	\$29,552	\$30,755	4%	\$14,770	\$15,306	4%	\$93,645	\$161,332	53%
Total	\$1,366,376	\$1,310,999	-4%	\$369,214	\$360,662	-2%	\$167,115	\$161,904	-3%	\$776,009	\$1,617,120	86%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Albertville												
October	\$1,175,325	\$1,153,120	-2%	\$196,552	\$192,203	-2%	\$9,558	\$10,802	13%	\$13,097	\$53,409	308%
November	\$1,102,659	\$1,158,208	5%	\$170,225	\$177,908	5%	\$10,669	\$11,013	3%	\$12,424	\$50,495	306%
December	\$1,198,652	\$1,166,071	-3%	\$215,668	\$206,253	-4%	\$10,225	\$10,962	7%	\$16,892	\$54,916	225%
January	\$1,325,897	\$1,220,843	-8%	\$253,669	\$247,313	-3%	\$10,556	\$11,757	11%	\$24,789	\$63,131	155%
February	\$1,152,369	\$1,075,824	-7%	\$189,332	\$183,404	-3%	\$9,855	\$10,299	5%	\$28,263	\$95,386	237%
March	\$1,258,796	\$1,146,291	-9%	\$229,330	\$225,187	-2%	\$10,996	\$10,581	-4%	\$38,036	\$58,093	53%
April	\$1,240,644	\$1,190,475	-4%	\$215,880	\$208,385	-3%	\$10,665	\$6,348	-40%	\$35,914	\$56,565	58%
May	\$1,011,014	\$1,101,492	9%	\$181,146	\$188,210	4%	\$12,853	\$8,978	-30%	\$41,004	\$63,540	55%
June	\$1,173,264	\$1,412,900	20%	\$254,881	\$269,774	6%	\$13,662	\$14,205	4%	\$41,643	\$76,959	85%
July	\$1,185,271	\$1,395,954	18%	\$300,514	\$310,124	3%	\$14,588	\$15,893	9%	\$43,804	\$78,382	79%
August	\$1,074,461	\$1,313,089	22%	\$185,332	\$196,617	6%	\$11,875	\$12,088	2%	\$41,636	\$81,198	95%
September	\$1,149,383	\$1,376,792	20%	\$183,221	\$195,768	7%	\$11,022	\$11,351	3%	\$52,868	\$81,129	53%
Total	\$14,047,735	\$14,711,058	5%	\$2,575,750	\$2,601,146	1%	\$136,524	\$134,275	-2%	\$390,370	\$813,202	108%

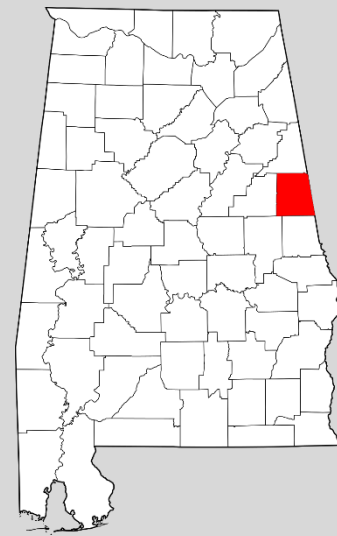
Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Guntersville												
October	\$1,298,332	\$1,358,311	5%	\$142,658	\$149,030	4%	\$45,879	\$45,487	-1%	\$5,074	\$20,690	308%
November	\$1,195,542	\$1,299,150	9%	\$129,551	\$134,314	4%	\$65,985	\$68,131	3%	\$4,813	\$19,561	306%
December	\$1,259,863	\$1,321,569	5%	\$141,558	\$149,722	6%	\$52,730	\$34,361	-35%	\$6,544	\$21,273	225%
January	\$1,378,569	\$1,438,750	4%	\$164,882	\$169,389	3%	\$34,698	\$36,405	5%	\$9,603	\$24,456	155%
February	\$999,325	\$1,084,785	9%	\$143,226	\$146,236	2%	\$36,589	\$22,959	-37%	\$10,949	\$36,951	237%
March	\$1,258,663	\$1,352,043	7%	\$153,220	\$158,732	4%	\$34,568	\$21,841	-37%	\$14,734	\$22,504	53%
April	\$1,522,369	\$1,438,453	-6%	\$145,882	\$141,710	-3%	\$55,852	\$24,103	-57%	\$13,912	\$21,912	58%
May	\$1,502,268	\$1,454,005	-3%	\$167,224	\$162,512	-3%	\$40,168	\$20,843	-48%	\$15,884	\$24,614	55%
June	\$1,458,771	\$1,571,992	8%	\$172,550	\$176,040	2%	\$76,213	\$41,844	-45%	\$16,132	\$29,813	85%
July	\$1,723,658	\$1,823,671	6%	\$173,002	\$177,923	3%	\$66,420	\$75,356	13%	\$16,969	\$30,364	79%
August	\$1,455,236	\$1,596,789	10%	\$169,554	\$173,615	2%	\$71,154	\$89,698	26%	\$16,129	\$31,455	95%
September	\$1,498,330	\$1,520,646	1%	\$165,887	\$170,810	3%	\$48,662	\$56,674	16%	\$20,480	\$31,428	53%
Total	\$16,550,926	\$17,260,164	4%	\$1,869,194	\$1,910,031	2%	\$628,918	\$537,701	-15%	\$151,222	\$315,020	108%

Grand Total	\$31,965,037	\$33,282,222	4%	\$4,814,158	\$4,871,839	1%	\$932,557	\$833,880	-11%	\$1,412,798	\$2,745,342	94%
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Source: Avenu Insights, ADOR

# RANDOLPH County

Sales tax collection increased by two percent from 2019 to 2020 in Randolph County. Sales tax for Roanoke and Wedowee and use tax for the county and both municipal localities were statistically unchanged. Lodging tax collection increased by three percent for the county; neither municipal locality collected lodging tax. For the county and selected municipal localities in total, sales tax increased by one percent, lodging tax increased by three percent, SSUT increased by 95 percent, and use tax was unchanged. See Table 9: Sales, Use, Lodging, & Simplified Sellers Use Tax (Randolph County - Roanoke and Wedowee).



**Table 9: Sales, Use, Lodging, & Simplified Sellers Use Tax (Randolph County - Roanoke and Wedowee)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Randolph County												
October	\$330,220	\$351,360	6%	\$93,552	\$100,006	7%	\$2,961	\$2,858	-3%	\$8,572	\$23,303	172%
November	\$326,185	\$340,628	4%	\$59,144	\$62,106	5%	\$1,955	\$2,023	3%	\$8,131	\$22,032	171%
December	\$356,584	\$347,308	-3%	\$73,660	\$71,349	-3%	\$2,654	\$2,817	6%	\$11,056	\$23,961	117%
January	\$353,665	\$337,489	-5%	\$66,558	\$62,811	-6%	\$2,688	\$2,795	4%	\$16,224	\$27,545	70%
February	\$350,226	\$325,967	-7%	\$54,330	\$51,049	-6%	\$2,366	\$2,588	9%	\$18,498	\$41,618	125%
March	\$450,663	\$425,101	-6%	\$64,882	\$59,859	-8%	\$2,508	\$2,354	-6%	\$16,596	\$25,347	53%
April	\$448,220	\$421,824	-6%	\$63,001	\$60,024	-5%	\$2,550	\$2,176	-15%	\$15,670	\$24,680	58%
May	\$514,663	\$509,985	-1%	\$55,412	\$54,164	-2%	\$3,758	\$3,331	-11%	\$17,891	\$27,723	55%
June	\$402,558	\$476,641	18%	\$42,663	\$48,080	13%	\$3,659	\$3,581	-2%	\$18,169	\$33,579	85%
July	\$404,228	\$458,501	13%	\$49,620	\$52,970	7%	\$3,822	\$5,123	34%	\$19,112	\$34,199	79%
August	\$389,660	\$402,355	3%	\$55,884	\$57,072	2%	\$3,200	\$3,540	11%	\$18,166	\$35,428	95%
September	\$368,224	\$394,994	7%	\$54,305	\$56,957	5%	\$3,487	\$3,661	5%	\$23,067	\$35,398	53%
Total	\$4,695,096	\$4,792,153	2%	\$733,011	\$736,446	0%	\$35,607	\$36,847	3%	\$191,151	\$354,813	86%



Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Roanoke												
October	\$256,987	\$231,095	-10%	\$44,225	\$41,105	-7%	N/A	N/A	N/A	\$3,760	\$15,331	308%
November	\$230,698	\$237,224	3%	\$48,220	\$49,382	2%	N/A	N/A	N/A	\$3,566	\$14,495	306%
December	\$251,698	\$250,450	0%	\$60,998	\$61,626	1%	N/A	N/A	N/A	\$4,849	\$15,764	225%
January	\$254,789	\$274,244	8%	\$47,226	\$50,171	6%	N/A	N/A	N/A	\$7,116	\$18,122	155%
February	\$225,698	\$219,551	-3%	\$55,663	\$53,660	-4%	N/A	N/A	N/A	\$8,113	\$27,381	237%
March	\$223,550	\$221,233	-1%	\$45,220	\$44,099	-2%	N/A	N/A	N/A	\$10,918	\$16,676	53%
April	\$296,332	\$286,714	-3%	\$47,223	\$46,317	-2%	N/A	N/A	N/A	\$10,309	\$16,237	58%
May	\$290,221	\$282,332	-3%	\$40,993	\$39,725	-3%	N/A	N/A	N/A	\$11,770	\$18,239	55%
June	\$302,881	\$322,799	7%	\$42,005	\$44,574	6%	N/A	N/A	N/A	\$11,954	\$22,091	85%
July	\$286,333	\$294,467	3%	\$46,220	\$47,067	2%	N/A	N/A	N/A	\$12,574	\$22,500	79%
August	\$295,110	\$297,373	1%	\$50,223	\$51,806	3%	N/A	N/A	N/A	\$11,952	\$23,308	95%
September	\$262,843	\$266,693	1%	\$49,985	\$51,180	2%	N/A	N/A	N/A	\$15,176	\$23,288	53%
Total	\$3,177,140	\$3,184,175	0%	\$578,201	\$580,712	0%	N/A	N/A	N/A	\$112,056	\$233,430	108%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Wedowee												
October	\$97,526	\$88,168	-10%	\$11,623	\$10,250	-12%	N/A	N/A	N/A	\$509	\$2,077	308%
November	\$90,326	\$89,678	-1%	\$13,023	\$12,752	-2%	N/A	N/A	N/A	\$483	\$1,964	306%
December	\$81,699	\$76,366	-7%	\$9,662	\$8,928	-8%	N/A	N/A	N/A	\$657	\$2,136	225%
January	\$87,965	\$88,714	1%	\$11,520	\$11,793	2%	N/A	N/A	N/A	\$964	\$2,455	155%
February	\$92,325	\$78,981	-14%	\$20,556	\$18,699	-9%	N/A	N/A	N/A	\$1,099	\$3,710	237%
March	\$83,220	\$78,673	-5%	\$13,665	\$12,555	-8%	N/A	N/A	N/A	\$1,479	\$2,259	53%
April	\$107,889	\$111,961	4%	\$9,822	\$10,165	3%	N/A	N/A	N/A	\$1,397	\$2,200	58%
May	\$102,553	\$108,089	5%	\$10,652	\$11,097	4%	N/A	N/A	N/A	\$1,595	\$2,471	55%
June	\$104,713	\$112,094	7%	\$14,820	\$15,876	7%	N/A	N/A	N/A	\$1,620	\$2,993	85%
July	\$109,332	\$115,128	5%	\$10,752	\$11,421	6%	N/A	N/A	N/A	\$1,704	\$3,049	79%
August	\$102,554	\$106,858	4%	\$8,831	\$9,533	8%	N/A	N/A	N/A	\$1,619	\$3,158	95%
September	\$92,591	\$97,760	6%	\$8,220	\$9,398	14%	N/A	N/A	N/A	\$2,056	\$3,155	53%
Total	\$1,152,693	\$1,152,469	0%	\$143,146	\$142,469	0%	N/A	N/A	N/A	\$15,183	\$31,629	108%

Grand Total	\$9,024,929	\$9,128,797	1%	\$1,454,358	\$1,459,626	0%	\$35,607	\$36,847	3%	\$318,391	\$619,872	95%
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Source: Avenu Insights, ADOR

# ST. CLAIR County



Sales and use tax collection declined for St. Clair County and each of the selected municipal localities, Moody and Pell City. Declines ranged from eight percent drop in sales tax collection in both St. Clair County and Pell City and a seven percent decline in use tax collection in the county. Percent changes in lodging tax collection were negative for each calendar month for St. Clair County, resulting in an annualized decline of 24 percent. Pell City experienced a 16 percent decline in lodging taxes with the largest percentage decline of 41 percent measured in the month of April for 2019 to 2020. For the county and selected municipal localities in total, declines of eight percent, four percent, and 18 percent were observed in each category of sales, use, and lodging tax, respectively; SSUT increased by 90 percent. The results are summarized in *Table 10: Sales, Use, Lodging, & Simplified Sellers Use Tax (St. Clair County - Moody and Pell City)*.

**Table 10: Sales, Use, Lodging, & Simplified Sellers Use Tax (St. Clair County - Moody and Pell City)**

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	Difference	FY 19	FY 20	% Change	FY 19	FY 20	% Change
October	\$927,332	\$937,534	1%	\$79,336	\$81,974	3%	\$11,247	\$7,862	-30%	\$31,272	\$85,016	172%
November	\$756,998	\$800,608	6%	\$74,660	\$76,148	2%	\$16,548	\$11,853	-28%	\$29,665	\$80,377	171%
December	\$798,662	\$802,484	0%	\$101,882	\$103,262	1%	\$8,786	\$7,037	-20%	\$40,334	\$87,415	117%
January	\$956,337	\$946,456	-1%	\$157,880	\$155,827	-1%	\$7,433	\$6,434	-13%	\$59,188	\$100,492	70%
February	\$973,695	\$761,707	-22%	\$108,663	\$88,668	-18%	\$10,756	\$8,530	-21%	\$67,484	\$151,835	125%
March	\$962,697	\$759,014	-21%	\$105,778	\$81,833	-23%	\$10,035	\$8,892	-11%	\$60,545	\$92,472	53%
April	\$1,112,459	\$954,211	-14%	\$125,330	\$116,057	-7%	\$13,005	\$6,010	-54%	\$57,168	\$90,040	58%
May	\$1,036,377	\$938,893	-9%	\$110,553	\$95,712	-13%	\$13,441	\$7,242	-46%	\$65,271	\$101,142	55%
June	\$1,081,949	\$1,016,602	-6%	\$97,002	\$90,004	-7%	\$10,600	\$9,760	-8%	\$66,287	\$122,504	85%
July	\$1,122,441	\$1,009,448	-10%	\$125,104	\$120,218	-4%	\$11,283	\$9,291	-18%	\$69,728	\$124,768	79%
August	\$1,058,098	\$945,751	-11%	\$124,632	\$111,367	-11%	\$11,209	\$9,558	-15%	\$66,276	\$129,252	95%
September	\$1,065,135	\$975,616	-8%	\$120,119	\$114,542	-5%	\$11,247	\$9,916	-12%	\$84,156	\$129,141	53%
<b>Total</b>	<b>\$11,852,181</b>	<b>\$10,848,325</b>	<b>-8%</b>	<b>\$1,330,939</b>	<b>\$1,235,611</b>	<b>-7%</b>	<b>\$135,589</b>	<b>\$102,385</b>	<b>-24%</b>	<b>\$697,373</b>	<b>\$1,294,455</b>	<b>86%</b>

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
<b>Moody</b>												
October	\$346,993	\$350,065	1%	\$69,885	\$70,888	1%	N/A	N/A	N/A	\$7,258	\$29,597	308%
November	\$315,662	\$324,788	3%	\$87,551	\$89,186	2%	N/A	N/A	N/A	\$6,885	\$27,982	306%
December	\$317,995	\$325,258	2%	\$89,552	\$92,193	3%	N/A	N/A	N/A	\$9,361	\$30,432	225%
January	\$338,552	\$335,040	-1%	\$71,225	\$69,752	-2%	N/A	N/A	N/A	\$13,737	\$34,985	155%
February	\$338,002	\$319,327	-6%	\$78,223	\$76,989	-2%	N/A	N/A	N/A	\$15,662	\$52,859	237%
March	\$389,220	\$372,554	-4%	\$97,882	\$93,491	-4%	N/A	N/A	N/A	\$21,078	\$32,193	53%
April	\$410,223	\$367,815	-10%	\$82,114	\$77,877	-5%	N/A	N/A	N/A	\$19,902	\$31,346	58%
May	\$420,551	\$385,266	-8%	\$81,221	\$77,947	-4%	N/A	N/A	N/A	\$22,723	\$35,211	55%
June	\$402,335	\$390,339	-3%	\$102,335	\$98,436	-4%	N/A	N/A	N/A	\$23,077	\$42,648	85%
July	\$420,557	\$413,874	-2%	\$99,332	\$96,008	-3%	N/A	N/A	N/A	\$24,275	\$43,436	79%
August	\$408,662	\$372,179	-9%	\$86,220	\$82,021	-5%	N/A	N/A	N/A	\$23,073	\$44,997	95%
September	\$410,552	\$387,303	-6%	\$84,551	\$80,468	-5%	N/A	N/A	N/A	\$29,297	\$44,958	53%
<b>Total</b>	<b>\$4,519,304</b>	<b>\$4,343,808</b>	<b>-4%</b>	<b>\$1,030,091</b>	<b>\$1,005,255</b>	<b>-2%</b>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<b>\$216,327</b>	<b>\$450,643</b>	<b>108%</b>

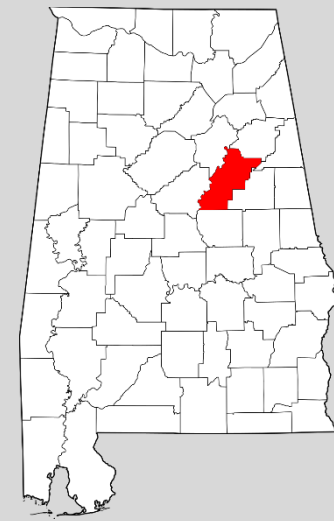
Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
<b>Pell City</b>												
October	\$1,481,268	\$1,466,589	-1%	\$120,556	\$118,185	-2%	\$41,681	\$44,283	6%	\$7,858	\$32,043	308%
November	\$1,495,133	\$1,587,852	6%	\$111,325	\$114,682	3%	\$26,138	\$27,674	6%	\$7,454	\$30,294	306%
December	\$1,611,867	\$1,579,732	-2%	\$119,663	\$118,188	-1%	\$20,988	\$23,692	13%	\$10,135	\$32,947	225%
January	\$1,382,717	\$1,307,627	-5%	\$128,336	\$126,404	-2%	\$24,441	\$22,951	-6%	\$14,872	\$37,876	155%
February	\$1,277,106	\$1,253,710	-2%	\$116,330	\$114,500	-2%	\$26,389	\$23,315	-12%	\$16,957	\$57,227	237%
March	\$1,604,558	\$1,257,684	-22%	\$126,552	\$112,987	-11%	\$26,142	\$23,338	-11%	\$22,820	\$34,853	53%
April	\$1,503,835	\$1,290,402	-14%	\$126,330	\$121,562	-4%	\$35,927	\$21,331	-41%	\$21,547	\$33,936	58%
May	\$1,504,515	\$1,320,118	-12%	\$119,332	\$113,419	-5%	\$31,252	\$23,590	-25%	\$24,601	\$38,121	55%
June	\$1,456,043	\$1,337,676	-8%	\$118,330	\$114,279	-3%	\$32,891	\$22,286	-32%	\$24,984	\$46,172	85%
July	\$1,521,766	\$1,323,830	-13%	\$128,663	\$121,551	-6%	\$32,891	\$23,652	-28%	\$26,280	\$47,025	79%
August	\$1,486,208	\$1,309,332	-12%	\$121,445	\$116,876	-4%	\$28,005	\$21,151	-24%	\$24,979	\$48,715	95%
September	\$1,405,305	\$1,291,035	-8%	\$126,882	\$122,809	-3%	\$29,958	\$23,526	-21%	\$31,718	\$48,674	53%
<b>Total</b>	<b>\$17,730,323</b>	<b>\$16,325,587</b>	<b>-8%</b>	<b>\$1,463,744</b>	<b>\$1,415,443</b>	<b>-3%</b>	<b>\$356,702</b>	<b>\$300,790</b>	<b>-16%</b>	<b>\$234,204</b>	<b>\$487,883</b>	<b>108%</b>

<b>Grand Total</b>	<b>\$34,101,808</b>	<b>\$31,517,720</b>	<b>-8%</b>	<b>\$3,824,774</b>	<b>\$3,656,309</b>	<b>-4%</b>	<b>\$492,290</b>	<b>\$403,175</b>	<b>-18%</b>	<b>\$1,147,904</b>	<b>\$2,232,980</b>	<b>95%</b>
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Source: Avenu Insights, ADOR, St. Clair County

# TALLADEGA County

In Talladega County sales and use tax declined by one percent for the reporting period. By municipality, Talladega experienced declines in collection for each category of tax by six percent and four percent, respectively, while declines for Sylacauga were one percent and three percent. Lodging tax collection declined for the county and each municipal locality with percent declines between ten percent and 17 percent. For the county and selected municipal localities in total, sales and use tax increased by three percent and two percent, respectively, lodging tax declined by 14 percent, and SSUT increased by 95 percent. *See Table 11: Sales, Use, Lodging, & Simplified Sellers Use Tax (Talladega County - Talladega and Sylacauga).*



**Table 11: Sales, Use, Lodging, & Simplified Sellers Use Tax (Talladega County - Talladega and Sylacauga)**

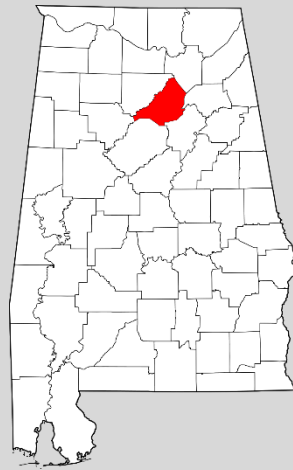
Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Talladega County												
October	\$1,094,405	\$1,072,648	-2%	\$313,559	\$311,069	-1%	\$23,471	\$27,115	16%	\$30,785	\$83,692	172%
November	\$727,059	\$717,315	-1%	\$363,992	\$360,782	-1%	\$17,571	\$20,024	14%	\$29,203	\$79,125	171%
December	\$769,681	\$764,947	-1%	\$300,228	\$297,491	-1%	\$14,750	\$14,606	-1%	\$39,705	\$86,053	117%
January	\$632,307	\$657,392	4%	\$293,225	\$302,607	3%	\$14,274	\$14,814	4%	\$58,266	\$98,926	70%
February	\$694,260	\$680,782	-2%	\$233,665	\$224,822	-4%	\$16,462	\$16,857	2%	\$66,433	\$149,471	125%
March	\$827,679	\$781,293	-6%	\$325,669	\$317,817	-2%	\$22,368	\$15,665	-30%	\$59,602	\$91,032	53%
April	\$801,223	\$730,649	-9%	\$235,003	\$224,095	-5%	\$26,729	\$12,669	-53%	\$56,277	\$88,638	58%
May	\$785,968	\$794,624	1%	\$193,225	\$196,746	2%	\$24,968	\$13,746	-45%	\$64,254	\$99,567	55%
June	\$814,246	\$806,300	-1%	\$290,115	\$286,407	-1%	\$25,365	\$16,482	-35%	\$65,255	\$120,596	85%
July	\$795,733	\$832,734	5%	\$282,005	\$281,370	0%	\$20,065	\$18,112	-10%	\$68,642	\$122,825	79%
August	\$798,663	\$740,085	-7%	\$305,887	\$290,658	-5%	\$19,193	\$18,113	-6%	\$65,244	\$127,239	95%
September	\$702,817	\$758,442	8%	\$343,225	\$341,573	0%	\$22,816	\$17,544	-23%	\$82,845	\$127,130	53%
Total	\$9,444,042	\$9,337,211	-1%	\$3,479,798	\$3,435,435	-1%	\$248,031	\$205,746	-17%	\$686,511	\$1,274,293	86%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Talladega												
October	\$651,747	\$606,848	-7%	\$50,663	\$48,524	-4%	\$24,473	\$21,529	-12%	\$9,703	\$39,567	308%
November	\$709,366	\$612,942	-14%	\$60,258	\$56,739	-6%	\$17,610	\$15,398	-13%	\$9,204	\$37,408	306%
December	\$733,113	\$690,004	-6%	\$83,471	\$79,867	-4%	\$12,173	\$12,252	1%	\$12,514	\$40,683	225%
January	\$645,333	\$548,492	-15%	\$58,221	\$50,950	-12%	\$14,069	\$12,217	-13%	\$18,364	\$46,769	155%
February	\$612,558	\$586,581	-4%	\$63,558	\$61,386	-3%	\$13,225	\$12,548	-5%	\$20,938	\$70,665	237%
March	\$702,556	\$699,966	0%	\$54,883	\$55,400	1%	\$13,817	\$11,165	-19%	\$28,178	\$43,037	53%
April	\$706,332	\$666,469	-6%	\$63,885	\$61,461	-4%	\$16,476	\$6,845	-58%	\$26,606	\$41,905	58%
May	\$795,132	\$747,261	-6%	\$65,220	\$61,600	-6%	\$12,743	\$10,840	-15%	\$30,377	\$47,072	55%
June	\$742,948	\$740,981	0%	\$52,158	\$51,918	0%	\$12,030	\$11,514	-4%	\$30,850	\$57,014	85%
July	\$679,742	\$684,777	1%	\$58,771	\$59,985	2%	\$11,874	\$12,122	2%	\$32,452	\$58,068	79%
August	\$673,304	\$624,425	-7%	\$56,993	\$52,846	-7%	\$12,379	\$12,260	-1%	\$30,845	\$60,154	95%
September	\$678,414	\$621,558	-8%	\$54,880	\$51,220	-7%	\$13,951	\$12,366	-11%	\$39,166	\$60,103	53%
Total	\$8,330,545	\$7,830,304	-6%	\$722,961	\$691,896	-4%	\$174,821	\$151,057	-14%	\$289,199	\$602,446	108%

Locality	Sales Tax			Use Tax			Lodging Tax			SSUT		
	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change	FY 19	FY 20	% Change
Sylacauga												
October	\$ 545,972	\$581,906	7%	\$53,998	\$56,288	4%	\$26,440	\$29,125	10%	\$7,891	\$32,179	308%
November	\$ 546,554	\$611,169	12%	\$64,558	\$66,411	3%	\$22,260	\$21,146	-5%	\$7,486	\$30,423	306%
December	\$ 619,387	\$665,405	7%	\$66,998	\$68,006	2%	\$18,873	\$17,148	-9%	\$10,178	\$33,087	225%
January	\$ 598,332	\$524,442	-12%	\$50,228	\$44,134	-12%	\$17,002	\$18,635	10%	\$14,935	\$38,037	155%
February	\$ 588,203	\$544,284	-7%	\$47,336	\$43,343	-8%	\$17,814	\$19,169	8%	\$17,029	\$57,471	237%
March	\$ 607,095	\$618,876	2%	\$38,996	\$39,962	2%	\$25,580	\$18,665	-27%	\$22,917	\$35,001	53%
April	\$ 638,660	\$631,790	-1%	\$45,883	\$43,811	-5%	\$24,682	\$13,308	-46%	\$21,638	\$34,081	58%
May	\$ 725,844	\$706,138	-3%	\$49,663	\$47,334	-5%	\$22,628	\$16,750	-26%	\$24,705	\$38,283	55%
June	\$ 658,220	\$661,601	1%	\$45,889	\$46,975	2%	\$25,213	\$20,086	-20%	\$25,090	\$46,368	85%
July	\$ 698,771	\$668,695	-4%	\$67,800	\$64,621	-5%	\$20,198	\$20,452	1%	\$26,392	\$47,225	79%
August	\$ 598,771	\$580,200	-3%	\$53,660	\$50,032	-7%	\$18,943	\$21,211	12%	\$25,086	\$48,922	95%
September	\$ 605,887	\$598,795	-1%	\$61,214	\$57,231	-7%	\$21,833	\$18,601	-15%	\$31,853	\$48,881	53%
Total	\$7,431,696	\$7,393,301	-1%	\$646,223	\$628,149	-3%	\$261,467	\$234,294	-10%	\$235,200	\$489,958	108%

Grand Total	\$25,206,282	\$24,560,815	-3%	\$4,848,982	\$4,755,480	-2%	\$684,319	\$591,098	-14%	\$1,210,910	\$2,366,697	95%
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Source: Avenu Insights, ADOR, City of Talladega



## BLOUNT County

The demographic profile for Blount County indicates healthy increases of over two percent in median house value, median household income, and per capita income during the reporting period. Employment in most of the top industries by number of workers declined, with food preparation and serving related occupations declining the most by top occupational category. Sales and related occupations experienced the largest increase in wages and are expected to have the largest increase in employment based on one-year projections for top occupations. Healthcare support occupations are expected to be in the highest demand over the next year. The county unemployment rate from Dec 2019 to Dec 2020 increased from 2.3 percent to 2.4 four percent, with the number of unemployment claims surging from 48 to 180. *See Table 12: Blount County Demographic and Labor Force Profile.*

**Table 12: Blount County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
Blount County	2019	2020	% Change
Population	58,763	58,740	-0.04%
Households	24,682	24,620	-0.25%
Median House Value	\$123,666	\$126,196	2.05%
Median Household Income	\$47,980	\$49,279	2.71%
Per Capita Income	\$22,285	\$22,927	2.88%
<b>Education:</b>			
No High School Diploma	5,456	5,174	-5.17%
High School Graduate	9,023	9,459	4.83%
Some College, No Degree	6,762	6,864	1.51%
Associate's Degree	4,325	4,114	-4.88%
Bachelor's Degree	2,678	2,504	-6.50%
Postgraduate Degree	1,223	1,279	4.58%
<b>Housing:</b>			
Homeowner Vacancy	210	184	-12.38%
Rental Vacancy	409	409	0.00%
Renter-Occupied Housing Units	4,444	4,403	-0.92%
Occupied Housing Units with No Vehicle Available	857	856	-0.12%

<b>Labor Force Overview</b>			
<b>Industry Snapshot</b>		<b>Employment</b>	
<b>Top Industries</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>
Manufacturing	1,418	1,354	-4.51%
Educational Services	1,242	1,208	-2.74%
Health Care and Social Assistance	1,020	1,178	15.49%
Retail Trade	1,214	1,173	-3.38%
Construction	1,033	1,032	-0.10%
Other Services (except Public Administration)	799	779	-2.50%

<b>Top Occupations</b>	<b>Employment</b>			<b>Wages</b>			<b>1-Year Projections</b>			
	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>Employment</b>	<b>% Change</b>	<b>Wages</b>	<b>% Change</b>
Production Occupations	1,168	1,118	-4.28%	\$28,600	\$29,700	3.85%	1,195	6.89%	\$30,200	1.68%
Office and Administrative Support Occupations	1,084	1,057	-2.49%	\$32,400	\$33,200	2.47%	1,099	3.97%	\$33,900	2.11%
Sales and Related Occupations	1,071	1,033	-3.55%	\$31,400	\$32,800	4.46%	1,100	6.49%	\$33,000	0.61%
Management Occupations	979	949	-3.06%	\$83,600	\$84,100	0.60%	1,022	7.69%	\$84,600	0.59%
Educational Instruction and Library Occupations	909	885	-2.64%	\$37,600	\$38,500	2.39%	935	5.65%	\$39,500	2.60%
Food Preparation and Serving Related Occupations	936	831	-11.22%	\$19,400	\$19,700	1.55%	866	4.21%	\$20,100	2.03%

<b>High Demand Occupations</b>	<b>1-Year Employment Projection</b>			<b>Education Required</b>						
	<b>Current</b>	<b>2021</b>	<b>% Change</b>	<b>&lt;High School</b>	<b>High School</b>	<b>Some College</b>	<b>Two-Year</b>	<b>Four-Year</b>	<b>Master's</b>	<b>PhD</b>
Healthcare Practitioners and Technical Occupations	490	538	9.80%	1.1%	8.0%	13.5%	44.4%	20.0%	5.3%	7.7%
Healthcare Support Occupations	402	462	14.93%	10.4%	28.1%	24.2%	29.0%	7.0%	1.0%	0.3%

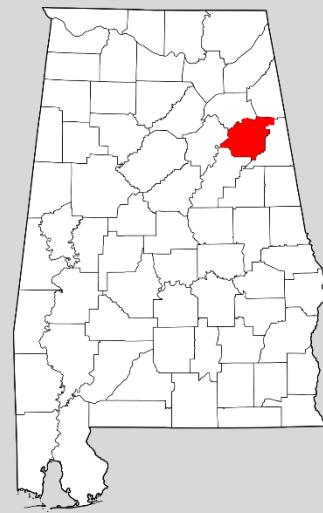
<b>Unemployment</b>	<b>Dec</b>	<b>Dec</b>	<b>% Change</b>
	<b>2019</b>	<b>2020</b>	
Unemployment Rate	2.3%	2.4%	4.35%
Unemployment Claims	48	180	275.00%

Source: Chmura, US Bureau of Labor Statics, ADOL

# CALHOUN County

Calhoun County experienced an increase in per capita income of over four percent, with increases in median house values and household income of over three percent from 2019 to 2020. Housing vacancies diverged between homeowner and rental, with homeowner vacancy declining by 24.75 percent and rental vacancy increasing by 18.85 percent.

Accommodation and food services experienced the largest decline in employment of top industries with food preparation and serving related occupations declining similarly. One-year projections anticipate growth in employment and wages for each of the top occupations in the county. Dec 2019 to Dec 2020 unemployment rate increased significantly from 3.0 percent to 4.4 percent as the number of unemployment claims swelled from 224 to 787. *See Table 13: Calhoun County Demographic and Labor Force Profile.*



**Table 13: Calhoun County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
Calhoun County	2019	2020	% Change
Population	117,722	117,285	-0.37%
Households	54,674	54,701	0.05%
Median House Value	\$111,421	\$115,165	3.36%
Median Household Income	\$44,210	\$45,739	3.46%
Per Capita Income	\$23,921	\$25,002	4.52%
<b>Education:</b>			
No High School Diploma	9,087	8,510	-6.35%
High School Graduate	18,563	18,637	0.40%
Some College, No Degree	16,426	16,545	0.72%
Associate's Degree	5,047	5,250	4.02%
Bachelor's Degree	6,523	6,385	-2.12%
Postgraduate Degree	4,324	4,422	2.27%
<b>Housing:</b>			
Homeowner Vacancy	816	614	-24.75%
Rental Vacancy	573	681	18.85%
Renter-Occupied Housing Units	13,804	13,747	-0.41%
Occupied Housing Units with No Vehicle Available	2,664	2,599	-2.44%



Labor Force Overview			
Industry Snapshot		Employment	
Top Industries	2019	2020	% Change
Manufacturing	6,665	6,414	-3.77%
Health Care and Social Assistance	6,483	6,159	-5.00%
Retail Trade	6,177	6,035	-2.30%
Public Administration	5,645	5,785	2.48%
Accommodation and Food Services	4,936	4,398	-10.90%
Educational Services	4,068	3,902	-4.08%

Top Occupations	Employment			Wages			1-Year Projections			
	2019	2020	% Change	2019	2020	% Change	Employment	% Change	Wages	% Change
Office and Administrative Support Occupations	5,412	5,266	-2.70%	\$34,200	\$34,700	1.46%	5,354	1.67%	\$35,200	1.44%
Production Occupations	5,370	5,102	-4.99%	\$39,900	\$40,600	1.75%	5,175	1.43%	\$41,000	0.99%
Sales and Related Occupations	5,033	4,888	-2.88%	\$32,200	\$32,600	1.24%	4,956	1.39%	\$33,400	2.45%
Food Preparation and Serving Related Occupations	4,898	4,435	-9.45%	\$20,900	\$21,100	0.96%	4,567	2.98%	\$22,000	4.27%
Transportation and Material Moving Occupations	3,876	3,852	-0.62%	\$32,800	\$33,100	0.91%	3,992	3.63%	\$34,000	2.72%
Healthcare Practitioners and Technical Occupations	3,302	3,189	-3.42%	\$72,400	\$73,300	1.24%	3,264	2.35%	\$73,900	0.82%

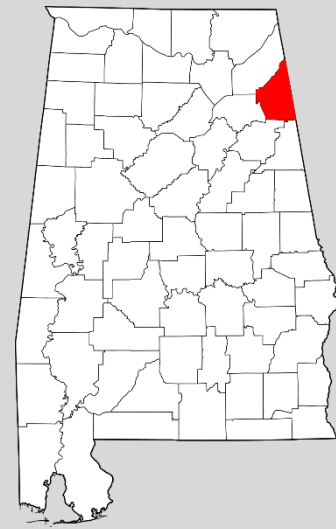
High Demand Occupations	1-Year Employment Projection			Education Required						
	Current	2021	% Change	<High School	High School	Some College	Two-Year	Four-Year	Master's	PhD
Transportation and Material Moving Occupations	3,852	3,992	3.63%	18.7%	47.9%	22.1%	6.2%	4.2%	0.7%	0.1%
Farming, Fishing, and Forestry Occupations	191	201	5.24%	46.1%	34.7%	11.2%	3.8%	3.6%	0.5%	0.1%

Unemployment	Dec	Dec	% Change
	2019	2020	
Unemployment Rate	3.0%	4.4%	46.67%
Unemployment Claims	224	787	251.34%

Source: Chmura, US Bureau of Labor Statics, ADOL

# CHEROKEE County

The demographic profile for Cherokee County shows population declining by slightly over one percent from 2019 to 2020 but strong gains in median house values of almost a six percent increase; homeowner and rental vacancy both increased. For the labor force manufacturing experienced the largest decline of top industries with employment lower by more than 18 percent. Each of the top occupations, except for sales and related occupations, experienced a decline in employment, where production occupations declined by the largest percentage. One-year projections indicate sizeable gains in employment for sales and transportation and material moving occupations over the next year. Unemployment rate held at 2.5 percent from Dec 2019 to Dec 2020 for the county with the number of unemployment claims increasing from 51 to 97. *See Table 14: Cherokee County Demographic and Labor Force Profile.*



**Table 14: Cherokee County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
Cherokee County	2019	2020	% Change
<b>Population</b>	26,646	26,344	-1.13%
<b>Households</b>	16,778	16,845	0.40%
<b>Median House Value</b>	\$117,695	\$124,577	5.85%
<b>Median Household Income</b>	\$40,521	\$41,506	2.43%
<b>Per Capita Income</b>	\$23,286	\$23,363	0.33%
<b>Education:</b>			
No High School Diploma	2,316	2,170	-6.30%
High School Graduate	4,833	4,777	-1.16%
Some College, No Degree	3,224	3,094	-4.03%
Associate's Degree	1,188	1,136	-4.38%
Bachelor's Degree	992	1,030	3.83%
Postgraduate Degree	822	845	2.80%
<b>Housing:</b>			
Homeowner Vacancy	305	330	8.20%
Rental Vacancy	394	424	7.61%
Renter-Occupied Housing Units	2,360	2,232	-5.42%
Occupied Housing Units with No Vehicle Available	402	435	8.21%

Labor Force Overview			
Industry Snapshot		Employment	
Top Industries	2019	2020	% Change
Retail Trade	926	980	5.83%
Health Care and Social Assistance	828	832	0.48%
Manufacturing	954	780	-18.24%
Educational Services	604	553	-8.44%
Accommodation and Food Services	487	461	-5.34%
Agriculture, Forestry, Fishing and Hunting	449	426	-5.12%

Top Occupations	Employment			Wages			1-Year Projections			
	2019	2020	% Change	2019	2020	% Change	Employment	% Change	Wages	% Change
Sales and Related Occupations	730	765	4.79%	\$28,900	\$29,700	2.77%	825	7.84%	\$30,200	1.68%
Production Occupations	763	640	-16.12%	\$33,600	\$34,600	2.98%	660	3.13%	\$35,100	1.45%
Office and Administrative Support Occupations	544	526	-3.31%	\$33,100	\$33,700	1.81%	546	3.80%	\$34,800	3.26%
Food Preparation and Serving Related Occupations	538	515	-4.28%	\$19,900	\$20,100	1.01%	535	3.88%	\$20,700	2.99%
Management Occupations	459	437	-4.79%	\$82,800	\$83,200	0.48%	457	4.58%	\$84,700	1.80%
Transportation and Material Moving Occupations	452	430	-4.87%	\$29,000	\$29,700	2.41%	460	6.98%	\$30,600	3.03%

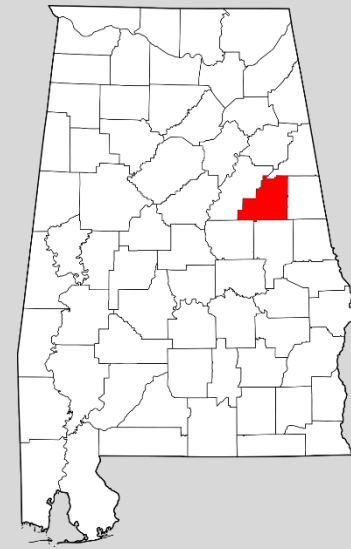
High Demand Occupations	1-Year Employment Projection			Education Required						
	Current	2021	% Change	<High School	High School	Some College	Two-Year	Four-Year	Master's	PhD
Sales and Related Occupations	765	825	7.84%	18.7%	47.9%	22.1%	6.2%	4.2%	0.7%	0.1%
Transportation and Material Moving Occupations	430	460	6.98%	46.1%	34.7%	11.2%	3.8%	3.6%	0.5%	0.1%

Unemployment	Dec	Dec	% Change
	2019	2020	
Unemployment Rate	2.5%	2.5%	0.00%
Unemployment Claims	51	97	90.20%

Source: Chmura, US Bureau of Labor Statics, ADOL

# CLAY County

Median house value and median household income both surged in Clay County during the reporting period, with increases of 14.45 percent and 10.56 percent, respectively. Vacancy increased for both homeowner units and rental units with an increase in supply of rental units of over 15 percent. Labor force employment was relatively steady with the largest decline of the top industries in education services. Two of the top occupations – production occupations and healthcare practitioners and technical occupations – experienced an increase in employment with the other top occupations declining slightly. Management occupations and sales and related occupations are expected to be in the highest demand over the next year, with projected increases exceeding seven percent. The unemployment rate from December 2019 to December 2020 declined from 2.7 percent to 2.6 percent with unemployment claims edging upward from 57 to 72. See Table 15: Clay County Demographic and Labor Force Profile.



**Table 15: Clay County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
Clay County	2019	2020	% Change
<b>Population</b>	13,661	13,632	-0.21%
<b>Households</b>	6,926	6,931	0.07%
<b>Median House Value</b>	\$90,371	\$103,426	14.45%
<b>Median Household Income</b>	\$37,734	\$41,719	10.56%
<b>Per Capita Income</b>	\$21,585	\$23,424	8.52%
<b>Education:</b>			
No High School Diploma	1,799	1,620	-9.95%
High School Graduate	2,203	2,238	1.59%
Some College, No Degree	1,436	1,335	-7.03%
Associate's Degree	725	762	5.10%
Bachelor's Degree	389	346	-11.05%
Postgraduate Degree	295	332	12.54%
<b>Housing:</b>			
Homeowner Vacancy	82	106	29.27%
Rental Vacancy	46	82	78.26%
Renter-Occupied Housing Units	1,256	1,447	15.21%
Occupied Housing Units with No Vehicle Available	171	218	27.49%

Labor Force Overview			
Industry Snapshot		Employment	
Top Industries	2019	2020	% Change
Manufacturing	2,269	2,296	1.19%
Health Care and Social Assistance	680	667	-1.91%
Retail Trade	306	302	-1.31%
Public Administration	225	230	2.22%
Agriculture, Forestry, Fishing and Hunting	220	211	-4.09%
Educational Services	219	194	-11.42%

Top Occupations	Employment			Wages			1-Year Projections			
	2019	2020	% Change	2019	2020	% Change	Employment	% Change	Wages	% Change
Production Occupations	1,585	1,594	0.57%	\$27,700	\$28,000	1.08%	1,675	5.08%	\$28,300	1.07%
Office and Administrative Support Occupations	480	474	-1.25%	\$28,100	\$29,000	3.20%	494	4.22%	\$29,700	2.41%
Transportation and Material Moving Occupations	346	341	-1.45%	\$26,000	\$26,600	2.31%	365	7.04%	\$27,100	1.88%
Healthcare Practitioners and Technical Occupations	339	340	0.29%	\$53,400	\$54,100	1.31%	355	4.41%	\$54,800	1.29%
Management Occupations	323	315	-2.48%	\$72,800	\$73,400	0.82%	340	7.94%	\$74,000	0.82%
Sales and Related Occupations	274	271	-1.09%	\$31,800	\$32,100	0.94%	291	7.38%	\$32,500	1.25%

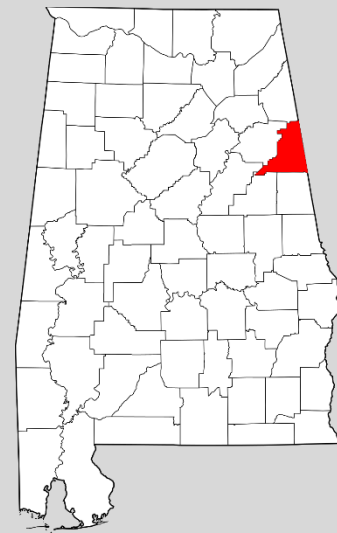
High Demand Occupations	1-Year Employment Projection			Education Required						
	Current	2021	% Change	<High School	High School	Some College	Two-Year	Four-Year	Master's	PhD
Management Occupations	315	340	7.94%	10.3%	28.4%	22.5%	14.7%	15.2%	7.6%	1.3%
Sales and Related Occupations	271	291	7.38%	12.3%	36.8%	25.0%	12.4%	10.6%	2.5%	0.4%

Unemployment	Dec	Dec	% Change
	2019	2020	
Unemployment Rate	2.7%	2.6%	-3.70%
Unemployment Claims	57	72	26.32%

Source: Chmura, US Bureau of Labor Statics, ADOL

# CLEBURNE County

Median household income and per capita income both increased by significant levels from 2019 to 2020 in Cleburne County, gaining 7.47 percent and 5.34 percent, respectively. The demographic profile includes large increases in vacancy for both homes and rental units. Construction experienced double digit increases in employment as one of the top industries with construction and extraction occupations growing as well. Employment projections are identified for two high demand occupations in Cleburne County. Employment in installation, maintenance, and repair occupations are expected to increase by over 12 percent during the next year and by over seven percent for production occupations. Unemployment rate for the county declined from 2.7 percent in December 2019 to 2.3 percent in December 2020; unemployment claims increased from 14 to 41 during that reporting period. *See Table 16: Clay County Demographic and Labor Force Profile.*



**Table 16: Cleburne County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
Cleburne County	2019	2020	% Change
<b>Population</b>	15,222	15,221	-0.01%
<b>Households</b>	6,909	6,935	0.38%
<b>Median House Value</b>	\$113,141	\$113,344	0.18%
<b>Median Household Income</b>	\$37,844	\$40,670	7.47%
<b>Per Capita Income</b>	\$21,123	\$22,250	5.34%
<b>Education:</b>			
No High School Diploma	1,525	1,494	-2.03%
High School Graduate	2,787	2,977	6.82%
Some College, No Degree	1,900	1,632	-14.11%
Associate's Degree	382	394	3.14%
Bachelor's Degree	649	749	15.41%
Postgraduate Degree	384	396	3.13%
<b>Housing:</b>			
Homeowner Vacancy	16	21	31.25%
Rental Vacancy	50	83	66.00%
Renter-Occupied Housing Units	1,477	1,394	-5.62%
Occupied Housing Units with No Vehicle Available	316	231	-26.90%

Labor Force Overview			
Industry Snapshot		Employment	
Top Industries	2019	2020	% Change
Construction	323	362	12.07%
Retail Trade	336	337	0.30%
Educational Services	309	309	0.00%
Manufacturing	307	284	-7.49%
Public Administration	256	249	-2.73%
Health Care and Social Assistance	228	227	-0.44%

Top Occupations	Employment			Wages			1-Year Projections			
	2019	2020	% Change	2019	2020	% Change	Employment	% Change	Wages	% Change
Construction and Extraction Occupations	246	261	6.10%	\$38,900	\$39,300	1.03%	278	6.51%	\$40,000	1.78%
Management Occupations	254	249	-1.97%	\$79,000	\$80,800	2.28%	257	3.21%	\$81,000	0.25%
Office and Administrative Support Occupations	258	249	-3.49%	\$35,000	\$35,400	1.14%	260	4.42%	\$36,000	1.69%
Sales and Related Occupations	239	235	-1.67%	\$31,900	\$32,100	0.63%	240	2.13%	\$32,500	1.25%
Educational Instruction and Library Occupations	221	219	-0.90%	\$42,800	\$43,500	1.64%	231	5.48%	\$43,900	0.92%
Production Occupations	230	212	-7.83%	\$35,000	\$35,500	1.43%	228	7.55%	\$36,100	1.69%

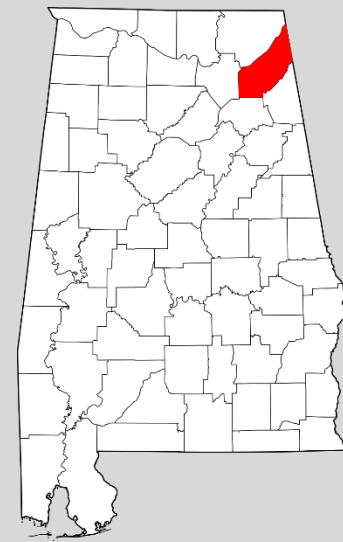
High Demand Occupations	1-Year Employment Projection			Education Required						
	Current	2021	% Change	<High School	High School	Some College	Two-Year	Four-Year	Master's	PhD
Installation, Maintenance, and Repair Occupations	169	190	12.43%	15.9%	50.5%	23.1%	7.4%	2.8%	0.3%	0.1%
Production Occupations	212	228	7.55%	21.8%	51.9%	18.7%	4.2%	3.0%	0.4%	0.1%

Unemployment	Dec	Dec	% Change
	2019	2020	
Unemployment Rate	2.7%	2.3%	-14.81%
Unemployment Claims	14	41	192.86%

Source: Chmura, US Bureau of Labor Statics, ADOL

# DEKALB County

Per capita income increased by almost five percent in DeKalb County with a smaller increase in median household income. Vacancy for homeowner units and rental units both declined with renter occupied housing units increasing. Declines in employment were observed in most of the top industries with increases in retail trade and transportation and warehousing employment noted. Most of the top occupations lost employment with gains in sales and related occupations the lone increase. One-year projected increases in top occupation employment are expected, especially in management occupations and transportation and material moving occupations as occupations in high demand. December 2019 to December 2020 unemployment rate was unchanged and unemployment claims increased from 108 to 311. See Table 17: DeKalb County Demographic and Labor Force Profile.



**Table 17: DeKalb County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
DeKalb County	2019	2020	% Change
<b>Population</b>	72,546	72,552	0.01%
<b>Households</b>	31,980	32,059	0.25%
<b>Median House Value</b>	\$104,134	\$103,932	-0.19%
<b>Median Household Income</b>	\$39,308	\$39,703	1.00%
<b>Per Capita Income</b>	\$20,260	\$21,256	4.92%
<b>Education:</b>			
No High School Diploma	8,825	8,803	-0.25%
High School Graduate	11,917	11,515	-3.37%
Some College, No Degree	6,863	7,257	5.74%
Associate's Degree	3,742	3,992	6.68%
Bachelor's Degree	3,030	2,838	-6.34%
Postgraduate Degree	1,902	1,852	-2.63%
<b>Housing:</b>			
Homeowner Vacancy	566	430	-24.03%
Rental Vacancy	1,152	828	-28.13%
Renter-Occupied Housing Units	7,327	7,528	2.74%
Occupied Housing Units with No Vehicle Available	1,219	1,391	14.11%



Labor Force Overview			
Industry Snapshot		Employment	
Top Industries	2019	2020	% Change
Manufacturing	6,541	6,517	-0.37%
Retail Trade	2,524	2,572	1.90%
Health Care and Social Assistance	2,653	2,489	-6.18%
Educational Services	1,973	1,941	-1.62%
Accommodation and Food Services	1,939	1,802	-7.07%
Transportation and Warehousing	1,470	1,487	1.16%

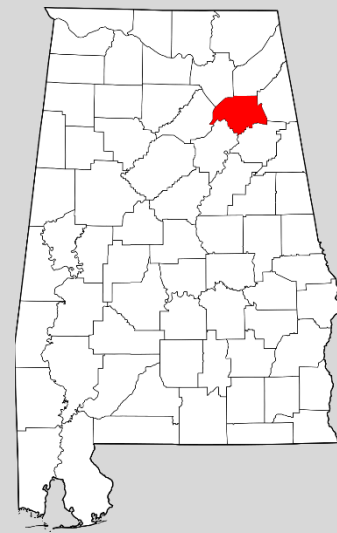
Top Occupations	Employment			Wages			1-Year Projections			
	2019	2020	% Change	2019	2020	% Change	Employment	% Change	Wages	% Change
Production Occupations	4,668	4,600	-1.46%	\$34,000	\$34,500	1.47%	4,825	4.89%	\$35,100	1.74%
Transportation and Material Moving Occupations	2,620	2,617	-0.11%	\$29,900	\$30,200	1.00%	2,817	7.64%	\$30,800	1.99%
Office and Administrative Support Occupations	2,526	2,474	-2.06%	\$33,100	\$33,600	1.51%	2,540	2.67%	\$34,100	1.49%
Sales and Related Occupations	2,160	2,191	1.44%	\$35,100	\$35,300	0.57%	2,275	3.83%	\$35,800	1.42%
Food Preparation and Serving Related Occupations	1,897	1,793	-5.48%	\$20,100	\$20,500	1.99%	1,850	3.18%	\$20,900	1.95%
Management Occupations	1,806	1,776	-1.66%	\$82,500	\$83,000	0.61%	1,920	8.11%	\$83,500	0.60%

High Demand Occupations	1-Year Employment Projection			Education Required						
	Current	2021	% Change	<High School	High School	Some College	Two-Year	Four-Year	Master's	PhD
Management Occupations	1,776	1,920	8.11%	15.9%	50.5%	23.1%	7.4%	2.8%	0.3%	0.1%
Transportation and Material Moving Occupations	2,617	2,817	7.64%	21.8%	51.9%	18.7%	4.2%	3.0%	0.4%	0.1%

Unemployment	Dec	Dec	% Change
	2019	2020	
Unemployment Rate	2.3%	2.3%	0.00%
Unemployment Claims	108	311	187.96%

Source: Chmura, US Bureau of Labor Statics, ADOL

# ETOWAH County



In Etowah County per capita income, median household income, and median house value all experienced increases of between four and eight percent. An increase in vacancy occurred for both homeowner units and rental units during the reporting period. Top industries and top occupations experienced significant decline in employment, but wages and employment are each projected to increase over the next year. Healthcare practitioners and technical occupations and transportation and material moving occupations are high demand occupations for the county; employment in each is expected to increase by over three percent during the next twelve months. Unemployment rate soared from 2.8 percent to 4.2 percent from December 2019 to December 2020 with unemployment claims surging from 166 to 584. *See Table 18: Etowah County Demographic and Labor Force Profile.*

**Table 18: Etowah County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
Etowah County	2019	2020	% Change
<b>Population</b>	105,091	104,894	-0.19%
<b>Households</b>	48,544	48,611	0.14%
<b>Median House Value</b>	\$106,361	\$111,218	4.57%
<b>Median Household Income</b>	\$42,568	\$44,551	4.66%
<b>Per Capita Income</b>	\$22,545	\$24,353	8.02%
<b>Education:</b>			
No High School Diploma	8,025	7,342	-8.51%
High School Graduate	17,174	17,230	0.33%
Some College, No Degree	13,980	13,747	-1.67%
Associate's Degree	4,900	5,278	7.71%
Bachelor's Degree	5,827	6,041	3.67%
Postgraduate Degree	3,432	3,480	1.40%
<b>Housing:</b>			
Homeowner Vacancy	376	423	12.50%
Rental Vacancy	932	953	2.25%
Renter-Occupied Housing Units	10,965	10,895	-0.64%
Occupied Housing Units with No Vehicle Available	2,664	2,441	-8.37%

Labor Force Overview			
Industry Snapshot		Employment	
Top Industries	2019	2020	% Change
Health Care and Social Assistance	7,720	7,458	-3.39%
Retail Trade	4,906	4,773	-2.71%
Manufacturing	5,468	4,758	-12.98%
Accommodation and Food Services	3,717	3,349	-9.90%
Administrative and Support and Waste Management and Remediation Services	3,438	2,833	-17.60%
Educational Services	2,789	2,615	-6.24%

Top Occupations	Employment			Wages			1-Year Projections			
	2019	2020	% Change	2019	2020	% Change	Employment	% Change	Wages	% Change
Office and Administrative Support Occupations	4,594	4,276	-6.92%	\$34,200	\$34,600	1.17%	4,326	1.17%	\$35,000	1.16%
Production Occupations	4,931	4,231	-14.20%	\$29,100	\$29,600	1.72%	4,268	0.87%	\$30,000	1.35%
Sales and Related Occupations	4,053	3,877	-4.34%	\$31,600	\$32,000	1.27%	3,921	1.13%	\$32,400	1.25%
Food Preparation and Serving Related Occupations	3,884	3,491	-10.12%	\$20,500	\$21,000	2.44%	3,546	1.58%	\$21,300	1.43%
Healthcare Practitioners and Technical Occupations	3,324	3,224	-3.01%	\$73,600	\$74,400	1.09%	3,326	3.16%	\$75,900	2.02%
Transportation and Material Moving Occupations	3,403	3,167	-6.94%	\$31,600	\$32,000	1.27%	3,270	3.25%	\$32,900	2.81%

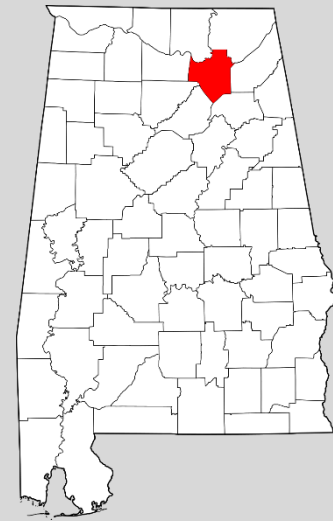
High Demand Occupations	1-Year Employment Projection			Education Required						
	Current	2021	% Change	<High School	High School	Some College	Two-Year	Four-Year	Master's	PhD
Healthcare Practitioners and Technical Occupations	3,224	3,326	3.16%	1.0%	8.7%	15.4%	26.4%	24.4%	10.2%	13.9%
Transportation and Material Moving Occupations	3,167	3,270	3.25%	17.7%	48.3%	21.2%	7.1%	4.7%	0.8%	0.1%

Unemployment	Dec	Dec	% Change
	2019	2020	
Unemployment Rate	2.8%	4.2%	50.00%
Unemployment Claims	166	584	251.81%

Source: Chmura, US Bureau of Labor Statics, ADOL

# MARSHALL County

Marshall County demographic profile shows solid household and housing values for the reporting period. Increases in population and households were tallied and growth in median house value, median household income, and per capita income of between three and five percent occurred. Declines in homeowner unit and rental unit vacancy mirror the strength in the housing market. The number of renter-occupied housing units increased by almost two percent. Manufacturing and administrative and support for waste management occupations were top industries experiencing increases in employment with food preparation and serving representing the largest percent decline in employment. High demand occupations over the next year are projected to be production occupations and transportation and material moving occupations. Unemployment rate increased by ten percent from December 2019 to December 2020 with the number of unemployment claims increasing from 134 to 507. *See Table 19: Marshall County Demographic and Labor Force Profile.*



**Table 19: Marshall County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
Marshall County	2019	2020	% Change
<b>Population</b>	96,583	96,952	0.38%
<b>Households</b>	41,361	41,401	0.10%
<b>Median House Value</b>	\$119,922	\$123,970	3.38%
<b>Median Household Income</b>	\$41,597	\$42,999	3.37%
<b>Per Capita Income</b>	\$22,982	\$24,119	4.95%
<b>Education:</b>			
No High School Diploma	9,365	9,112	-2.70%
High School Graduate	14,232	14,044	-1.32%
Some College, No Degree	11,090	11,155	0.59%
Associate's Degree	4,517	4,468	-1.08%
Bachelor's Degree	5,867	6,098	3.94%
Postgraduate Degree	2,483	2,826	13.81%
<b>Housing:</b>			
Homeowner Vacancy	728	611	-16.07%
Rental Vacancy	545	503	-7.71%
Renter-Occupied Housing Units	10,151	10,341	1.87%
Occupied Housing Units with No Vehicle Available	1,714	1,675	-2.28%

<b>Labor Force Overview</b>			
<b>Industry Snapshot</b>		<b>Employment</b>	
<b>Top Industries</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>
Manufacturing	12,351	12,673	2.61%
Retail Trade	4,995	4,952	-0.86%
Health Care and Social Assistance	4,203	4,080	-2.93%
Accommodation and Food Services	3,677	3,414	-7.15%
Educational Services	2,452	2,391	-2.49%
Administrative and Support for Waste Management and Remediation Services	2,057	2,091	1.65%

<b>Top Occupations</b>	<b>Employment</b>			<b>Wages</b>			<b>1-Year Projections</b>			
	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>Employment</b>	<b>% Change</b>	<b>Wages</b>	<b>% Change</b>
Production Occupations	9,094	9,228	1.47%	\$30,200	\$30,800	1.99%	9,828	6.50%	\$31,200	1.30%
Transportation and Material Moving Occupations	4,179	4,118	-1.46%	\$30,300	\$30,800	1.65%	4,458	8.26%	\$31,400	1.95%
Sales and Related Occupations	3,929	4,000	1.81%	\$33,700	\$34,000	0.89%	4,250	6.25%	\$34,500	1.47%
Office and Administrative Support Occupations	3,950	3,885	-1.65%	\$33,800	\$34,300	1.48%	4,005	3.09%	\$35,000	2.04%
Food Preparation and Serving Related Occupations	3,630	3,379	-6.91%	\$20,600	\$20,900	1.46%	3,500	3.58%	\$21,200	1.44%
Management Occupations	2,222	2,181	-1.85%	\$87,200	\$88,200	1.15%	2,260	3.62%	\$89,000	0.91%

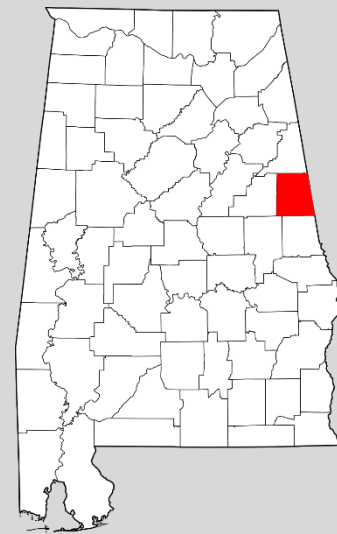
<b>High Demand Occupations</b>	<b>1-Year Employment Projection</b>			<b>Education Required</b>						
	<b>Current</b>	<b>2021</b>	<b>% Change</b>	<b>&lt;High School</b>	<b>High School</b>	<b>Some College</b>	<b>Two-Year</b>	<b>Four-Year</b>	<b>Master's</b>	<b>PhD</b>
Production Occupations	9,228	9,828	6.50%	26.1%	42.7%	17.6%	7.7%	5.0%	0.8%	0.2%
Transportation and Material Moving Occupations	4,118	4,458	8.26%	20.5%	45.2%	19.4%	8.0%	5.9%	0.9%	0.2%

<b>Unemployment</b>	<b>Dec</b>	<b>Dec</b>	<b>% Change</b>
	<b>2019</b>	<b>2020</b>	
Unemployment Rate	2.0%	2.2%	10.00%
Unemployment Claims	134	507	278.36%

Source: Chmura, US Bureau of Labor Statics, ADOL

# RANDOLPH County

Population and income values increased in Randolph County during the reporting period with over a ten percent gain in per capita income and five percent gain in median household income. Labor force data were mixed for top industries with construction experiencing the largest increase and health care and social assistance the largest decline by industry. By occupation, the largest percent decline in employment was for educational instruction and library occupations. Office and administrative support occupations and sales and related occupations are expected to be in high demand as projected over the next year. Unemployment rate for December 2019 to December 2020 declined from 2.5 percent to 2.4 percent; unemployment claims increased from 18 to 75. *See Table 20: Randolph County Demographic and Labor Force Profile.*



**Table 20: Randolph County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
Randolph County	2019	2020	% Change
<b>Population</b>	22,958	23,003	0.20%
<b>Households</b>	12,272	12,285	0.11%
<b>Median House Value</b>	\$86,222	\$89,764	4.11%
<b>Median Household Income</b>	\$39,958	\$41,946	4.98%
<b>Per Capita Income</b>	\$21,234	\$23,525	10.79%
<b>Education:</b>			
No High School Diploma	2,096	2,108	0.57%
High School Graduate	4,070	4,054	-0.39%
Some College, No Degree	2,270	2,310	1.76%
Associate's Degree	1,072	1,065	-0.65%
Bachelor's Degree	1,028	1,065	3.60%
Postgraduate Degree	629	624	-0.79%
<b>Housing:</b>			
Homeowner Vacancy	134	120	-10.45%
Rental Vacancy	133	113	-15.04%
Renter-Occupied Housing Units	2,419	2,298	-5.00%
Occupied Housing Units with No Vehicle Available	505	605	19.80%

<b>Labor Force Overview</b>			
<b>Industry Snapshot</b>		<b>Employment</b>	
<b>Top Industries</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>
Manufacturing	1,006	981	-2.49%
Retail Trade	809	815	0.74%
Educational Services	668	639	-4.34%
Health Care and Social Assistance	652	597	-8.44%
Accommodation and Food Services	369	376	1.90%
Construction	320	332	3.75%

<b>Top Occupations</b>	<b>Employment</b>			<b>Wages</b>			<b>1-Year Projections</b>			
	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>Employment</b>	<b>% Change</b>	<b>Wages</b>	<b>% Change</b>
Production Occupations	725	706	-2.62%	\$32,600	\$33,100	1.53%	736	4.25%	\$33,500	1.21%
Sales and Related Occupations	603	614	1.82%	\$29,700	\$30,300	2.02%	654	6.51%	\$30,700	1.32%
Office and Administrative Support Occupations	565	553	-2.12%	\$32,900	\$33,300	1.22%	597	7.96%	\$33,900	1.80%
Transportation and Material Moving Occupations	469	478	1.92%	\$31,000	\$31,600	1.94%	508	6.28%	\$32,000	1.27%
Management Occupations	460	446	-3.04%	\$78,900	\$79,500	0.76%	464	4.04%	\$80,000	0.63%
Educational Instruction and Library Occupations	455	435	-4.40%	\$43,000	\$43,500	1.16%	460	5.75%	\$44,100	1.38%

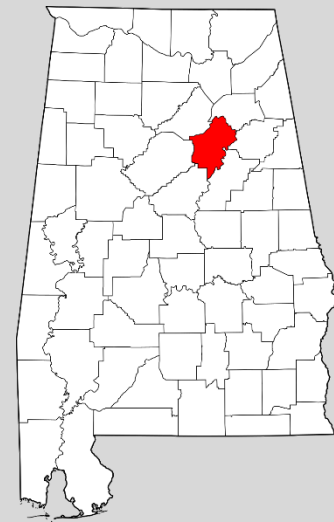
<b>High Demand Occupations</b>	<b>1-Year Employment Projection</b>			<b>Education Required</b>						
	<b>Current</b>	<b>2021</b>	<b>% Change</b>	<b>&lt;High School</b>	<b>High School</b>	<b>Some College</b>	<b>Two-Year</b>	<b>Four-Year</b>	<b>Master's</b>	<b>PhD</b>
Office and Administrative Support Occupations	553	597	7.96%	26.1%	42.7%	17.6%	7.7%	5.0%	0.8%	0.2%
Sales and Related Occupations	614	654	6.51%	20.5%	45.2%	19.4%	8.0%	5.9%	0.9%	0.2%

<b>Unemployment</b>	<b>Dec</b>	<b>Dec</b>	<b>% Change</b>
	<b>2019</b>	<b>2020</b>	
Unemployment Rate	2.5%	2.4%	-4.00%
Unemployment Claims	18	75	316.67%

Source: Chmura, US Bureau of Labor Statics, ADOL

# ST. CLAIR County

In St. Clair County median house value increased by almost four percent and median household income by 2.5 percent during the reporting period. Fewer members of the population had no school diploma and more had at least some college and a two-year or four-year degree. Rental vacancy increased as the number of renter-occupied housing units increased. Except for retail trade all the top industries experienced a decrease in employment within the county; production occupations declined by over eight percent. High demand occupations over the next year are sales and administrative support occupations and transportation and material moving occupations. Employment increases are expected in each occupation of five percent and over eight percent, respectively. Unemployment rate increased from 2.2 percent in December 2019 to 2.8 percent in December 2020 with unemployment claims increasing from 97 to 355. *See Table 21: St. Clair County Demographic and Labor Force Profile.*



**Table 21: St. Clair County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
St. Clair County	2019	2020	% Change
Population	88,588	88,964	0.42%
Households	37,218	37,324	0.28%
Median House Value	\$144,513	\$149,978	3.78%
Median Household Income	\$54,124	\$55,454	2.46%
Per Capita Income	\$24,982	\$25,159	0.71%
<b>Education:</b>			
No High School Diploma	6,625	6,198	-6.45%
High School Graduate	16,882	16,694	-1.11%
Some College, No Degree	10,873	10,934	0.56%
Associate's Degree	4,491	4,806	7.01%
Bachelor's Degree	5,331	5,646	5.91%
Postgraduate Degree	2,570	2,529	-1.60%
<b>Housing:</b>			
Homeowner Vacancy	314	305	-2.87%
Rental Vacancy	401	420	4.74%
Renter-Occupied Housing Units	6,370	6,775	6.36%
Occupied Housing Units with No Vehicle Available	1,050	979	-6.76%



<b>Labor Force Overview</b>			
<b>Industry Snapshot</b>		<b>Employment</b>	
<b>Top Industries</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>
Retail Trade	3,408	3,479	2.08%
Manufacturing	3,585	3,313	-7.59%
Accommodation and Food Services	2,419	2,228	-7.90%
Construction	2,274	2,197	-3.39%
Health Care and Social Assistance	2,084	1,954	-6.24%
Educational Services	1,562	1,549	-0.83%

<b>Top Occupations</b>	<b>Employment</b>			<b>Wages</b>			<b>1-Year Projections</b>			
	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>Employment</b>	<b>% Change</b>	<b>Wages</b>	<b>% Change</b>
Sales and Related Occupations	2,895	2,893	-0.07%	\$31,800	\$32,100	0.94%	3,001	3.73%	\$32,400	0.93%
Production Occupations	2,642	2,423	-8.29%	\$32,900	\$33,300	1.22%	2,523	4.13%	\$33,700	1.20%
Office and Administrative Support Occupations	2,389	2,298	-3.81%	\$33,600	\$34,000	1.19%	2,395	4.22%	\$34,500	1.47%
Food Preparation and Serving Related Occupations	2,433	2,252	-7.44%	\$19,800	\$20,000	1.01%	2,366	5.06%	\$20,300	1.50%
Transportation and Material Moving Occupations	2,044	1,940	-5.09%	\$30,400	\$30,900	1.64%	2,108	8.66%	\$31,200	0.97%
Construction and Extraction Occupations	1,734	1,699	-2.02%	\$38,700	\$39,200	1.29%	1,754	3.24%	\$39,600	1.02%

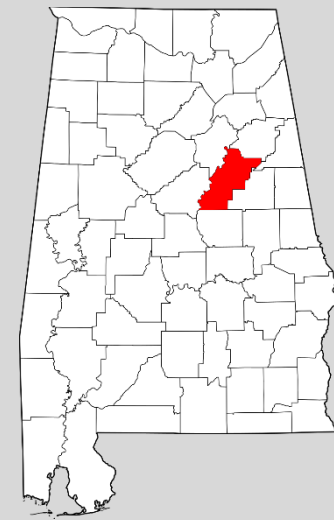
<b>High Demand Occupations</b>	<b>1-Year Employment Projection</b>			<b>Education Required</b>						
	<b>Current</b>	<b>2021</b>	<b>% Change</b>	<b>&lt;High School</b>	<b>High School</b>	<b>Some College</b>	<b>Two-Year</b>	<b>Four-Year</b>	<b>Master's</b>	<b>PhD</b>
Office and Administrative Support Occupations	2,252	2,366	5.06%	3.8%	35.8%	26.6%	15.1%	15.3%	3.0%	0.5%
Transportation and Material Moving Occupations	1,940	2,108	8.66%	16.0%	52.6%	17.7%	7.4%	5.3%	0.9%	0.2%

<b>Unemployment</b>	<b>Dec</b>	<b>Dec</b>	<b>% Change</b>
	<b>2019</b>	<b>2020</b>	
Unemployment Rate	2.2%	2.8%	27.27%
Unemployment Claims	97	355	265.98%

Source: Chmura, US Bureau of Labor Statics, ADOL

# TALLADEGA County

In Talladega County the housing market and income are notable strengths from 2019 to 2020. Median house values increased by \$6600, a percentage increase of almost seven percent, with vacancy levels declining for homeowner units and rental units, and the number of renter-occupied units increasing. Median household income and per capita income increased by over four and five percent, respectively. The top industry with the largest decline in employment was administrative and support for waste management and remediation services; largest decline by occupation was in transportation and material moving occupation. High demand occupations for the county over the next year are expected to be educational instruction and library occupations and sales and related occupations. Unemployment rate surged from 2.9 percent to 3.9 percent from December 2019 to December 2020 with the level of unemployment claims increasing from 195 to 488. *See Table 22: Talladega County Demographic and Labor Force Profile.*



**Table 22: Talladega County Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
Talladega County	2019	2020	% Change
<b>Population</b>	82,425	82,096	-0.40%
<b>Households</b>	38,276	38,385	0.28%
<b>Median House Value</b>	\$96,342	\$103,021	6.93%
<b>Median Household Income</b>	\$39,689	\$41,504	4.57%
<b>Per Capita Income</b>	\$21,638	\$22,767	5.22%
<b>Education:</b>			
No High School Diploma	7,183	6,882	-4.19%
High School Graduate	14,843	14,549	-1.98%
Some College, No Degree	10,599	10,709	1.04%
Associate's Degree	4,130	3,873	-6.22%
Bachelor's Degree	3,808	4,192	10.08%
Postgraduate Degree	2,159	2,160	0.05%
<b>Housing:</b>			
Homeowner Vacancy	847	753	-11.10%
Rental Vacancy	633	594	-6.16%
Renter-Occupied Housing Units	8,792	9,015	2.54%
Occupied Housing Units with No Vehicle Available	2,226	2,466	10.78%

<b>Labor Force Overview</b>			
<b>Industry Snapshot</b>		<b>Employment</b>	
<b>Top Industries</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>
Manufacturing	9,828	10,046	2.22%
Health Care and Social Assistance	2,946	2,887	-2.00%
Educational Services	3,012	2,868	-4.78%
Retail Trade	2,636	2,647	0.42%
Accommodation and Food Services	2,143	1,964	-8.35%
Administrative and Support for Waste Management and Remediation Services	2,236	1,952	-12.70%

<b>Top Occupations</b>	<b>Employment</b>			<b>Wages</b>			<b>1-Year Projections</b>			
	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>2019</b>	<b>2020</b>	<b>% Change</b>	<b>Employment</b>	<b>% Change</b>	<b>Wages</b>	<b>% Change</b>
Production Occupations	7,539	7,487	-0.69%	\$39,500	\$40,100	1.52%	7,621	1.79%	\$40,800	1.75%
Office and Administrative Support Occupations	3,057	2,941	-3.79%	\$34,800	\$35,200	1.15%	3,011	2.38%	\$35,600	1.14%
Transportation and Material Moving Occupations	3,150	2,876	-8.70%	\$32,600	\$33,000	1.23%	2,978	3.55%	\$33,600	1.82%
Sales and Related Occupations	2,399	2,408	0.38%	\$34,500	\$35,000	1.45%	2,524	4.82%	\$35,300	0.86%
Food Preparation and Serving Related Occupations	2,235	2,079	-6.98%	\$21,100	\$21,400	1.42%	2,103	1.15%	\$21,600	0.93%
Educational Instruction and Library Occupations	1,975	1,882	-4.71%	\$48,100	\$48,500	0.83%	1,992	5.84%	\$49,000	1.03%

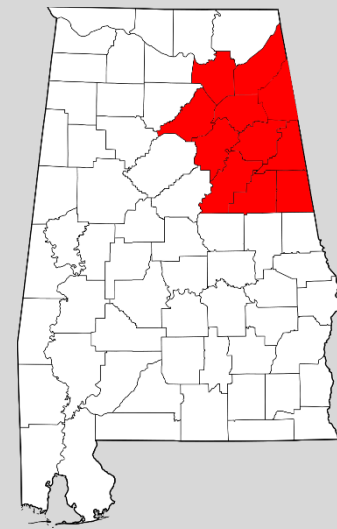
<b>High Demand Occupations</b>	<b>1-Year Employment Projection</b>			<b>Education Required</b>						
	<b>Current</b>	<b>2021</b>	<b>% Change</b>	<b>&lt;High School</b>	<b>High School</b>	<b>Some College</b>	<b>Two-Year</b>	<b>Four-Year</b>	<b>Master's</b>	<b>PhD</b>
Educational Instruction and Library Occupations	1,882	1,992	5.84%	1.5%	7.9%	10.2%	8.4%	31.9%	32.2%	7.9%
Sales and Related Occupations	2,408	2,524	4.82%	10.0%	36.9%	24.4%	11.7%	14.1%	2.6%	0.4%

<b>Unemployment</b>	<b>Dec</b>	<b>Dec</b>	<b>% Change</b>
	<b>2019</b>	<b>2020</b>	
Unemployment Rate	2.9%	3.9%	34.48%
Unemployment Claims	195	488	150.26%

Source: Chmura, US Bureau of Labor Statics, ADOL

# 11-COUNTY Region

Data for the 11-County Region indicate a slight drop in population from December 2019 to December 2020, a slight increase in the number of households, and increases of between three and four percent for median house value, median household income, and per capita income. The number of workers in the population with higher levels of education increased, while those with lower levels of education decreased. Homeowner and rental vacancy declined, and renter-occupied housing units increased in number, lending support to the housing market strength overall. For the top industries in the region employment in accommodation and food services declined by almost nine percent, the largest percent decrease among those industries. Food preparation and serving related occupations experienced the largest decline in employment by occupation but is expected to be one of the high demand occupations over the next twelve months with an increase in employment of four percent. The average unemployment rate for the region increased from 2.5 percent in December 2019 to 3.1 percent in December 2020. See Table 23: 11-County Region Demographic and Labor Force Profile.



**Table 23: 11-County Region Demographic and Labor Force Profile**

Demographic Profile Overview			
Locality			
11-County Region	2019	2020	% Change
<b>Population</b>	699,891	699,688	-0.03%
<b>Households</b>	319,562	320,163	0.19%
<b>Median House Value</b>	\$113,855	\$118,090	3.72%
<b>Median Household Income</b>	\$43,551	\$45,076	3.50%
<b>Per Capita Income</b>	\$22,715	\$23,787	4.72%
<b>Education:</b>			
No High School Diploma	62,302	59,413	-4.64%
High School Graduate	116,527	116,174	-0.30%
Some College, No Degree	85,423	85,582	0.19%
Associate's Degree	34,519	35,138	1.79%
Bachelor's Degree	36,122	36,894	2.14%
Postgraduate Degree	20,223	20,745	2.58%
<b>Housing:</b>			
Homeowner Vacancy	4,394	3,897	-11.31%
Rental Vacancy	5,258	5,090	-3.20%
Renter-Occupied Housing Units	69,365	70,075	1.02%
Occupied Housing Units with No Vehicle Available	13,788	13,896	0.78%

Labor Force Overview			
Industry Snapshot		Employment	
Top Industries	2019	2020	% Change
Manufacturing	50,394	49,417	-1.94%
Health Care and Social Assistance	29,497	28,528	-3.29%
Retail Trade	28,236	28,065	-0.61%
Accommodation and Food Services	20,860	19,013	-8.85%
Educational Services	18,987	18,168	-4.31%
Public Administration	14,447	14,361	-0.60%

Top Occupations	Employment			Wages			1-Year Projections			
	2019	2020	% Change	2019	2020	% Change	Employment	% Change	Wages	% Change
Production Occupations	38,716	37,341	-3.55%	\$34,000	\$34,500	1.47%	37,947	1.62%	\$35,000	1.45%
Office and Administrative Support Occupations	24,890	23,999	-3.58%	\$33,900	\$34,300	1.18%	24,599	2.50%	\$34,900	1.75%
Sales and Related Occupations	23,526	23,175	-1.49%	\$32,400	\$33,000	1.85%	23,475	1.29%	\$33,500	1.52%
Transportation and Material Moving Occupations	21,565	20,792	-3.58%	\$31,000	\$31,600	1.94%	21,022	1.11%	\$32,000	1.27%
Food Preparation and Serving Related Occupations	21,253	19,541	-8.06%	\$20,300	\$20,700	1.97%	20,314	3.96%	\$21,100	1.93%
Healthcare Practitioners and Technical Occupations	13,262	12,962	-2.26%	\$68,100	\$69,200	1.62%	13,412	3.47%	\$71,300	3.03%

High Demand Occupations	1-Year Employment Projection			Education Required						
	Current	2021	% Change	<High School	High School	Some College	Two-Year	Four-Year	Master's	PhD
Food Preparation and Serving Related Occupations	19,541	20,314	3.96%	21.2%	41.9%	21.0%	8.7%	6.0%	1.0%	0.2%
Healthcare Practitioners and Technical Occupations	12,962	13,412	3.47%	1.1%	9.4%	15.2%	29.4%	23.0%	8.9%	13.1%

Unemployment	Dec	Dec	% Change
	2019	2020	
Average Unemployment Rate	2.5%	3.1%	24.00%
Average Unemployment Claims	121	318	162.81%

Source: Chmura, US Bureau of Labor Statics, ADOL



## Anniston, Oxford, Jacksonville MSA

For the Anniston, Oxford, Jacksonville MSA real gross domestic product (GDP) increased by 2.40 percent from 2018 to 2019, the most recent two full years available. Exports increased by almost 25 percent in the MSA. Top export sectors are represented by fabricated metal products, machinery, and transportation equipment with the Asia-Pacific Economic Cooperation (APEC) the largest export market in 2019.

From December 2019 to December 2020 the civilian labor force contracted by more than four percent with the unemployment rate increasing from three percent to over four percent. Underemployment rate expanded from 17.7 percent to 25.1 percent, with an expanding labor pool of workers available for employment. Declines in employment of almost four percent were recorded for manufacturing as the top employment industry in the MSA. Increases in per capita income, median family income, and average household income is encouraging. Growth in the housing market is solid with residential building permits expanding by more than eight percent and the number of total homes sold surging by 21 percent during those two months. *See Table 24: Major Economic Indicators (Anniston, Oxford, Jacksonville MSA).*

**Table 24: Major Economic Indicators (Anniston, Oxford, Jacksonville MSA)**

Category	Full Year 2018	Full Year 2019	% Change
Real GDP (millions)	\$3,955	\$4,050	2.40%
Exports (millions)	\$328,491	\$409,976	24.81%

2019 Top Export Sectors	Export Value (Millions)
Fabricated Metal Products	\$101.5
Machinery	\$64.7
Transportation Equipment	\$43.3

2019 Largest Export Market	APEC
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Category	Dec 2019	Dec 2020	% Change
Civilian Labor Force	46,230	44,289	-4.20%
Nonfarm Employment	44,930	42,325	-5.80%
Available Labor Pool	9,570	13,065	36.52%
Unemployment Rate	3.0%	4.4%	46.67%
Underemployment Rate	17.7%	25.1%	41.81%
Top Employment Industry, Manufacturing	6,670	6,419	-3.76%
Per Capita Income	\$23,638	\$24,706	4.52%
Median Family Income	\$43,686	\$45,197	3.46%
Average Household Income	\$61,986	\$63,034	1.69%
Residential Building Permits	72	78	8.33%
Total Homes Sold	1,787	2,163	21.04%
Population	117,722	117,285	-0.37%

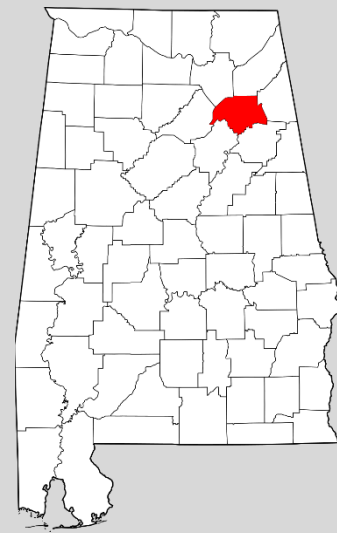
Source: Chmura, ADOL, FRED, US Bureau of Labor Statistics, US Bureau of Economic Analysis, International Trade Administration, Alabama Center for Real Estate

# Gadsden MSA

Real GDP and exports were relatively weaker for the Gadsden MSA in comparison to Anniston, Oxford, Jacksonville MSA. For Gadsden MSA for full year 2018 to full year 2019, real GDP increased by 0.14 percent from \$2.911 billion to \$2.915 billion. Exports increased by almost three percent with top export sectors as processed food, transportation equipment, machinery, and fabricated metal products.

Civilian labor force declined by five percent in the Dec 2019 to Dec 2020 reporting period, with unemployment rate increasing from three percent to more than four percent. Underemployment rate increased from 17.7 percent to 25.1 percent, the same level as in the Anniston, Oxford, Jacksonville MSA. Available labor pool increased by 34.5 percent as workers stayed in the labor force by actively seeking employment. Health care and social assistance is the top industry in the Gadsden MSA with a moderate decline in employment by more than three percent. Per capita income, median family income, and average household income all increased by a range between two and eight percent.

The housing market experienced an interesting divergence during the December 2019 to December 2020 reporting period. Residential building permits declined from 58 to 44, a 24.14 percent decline, while total homes sold increased from 941 to 1075, a 14.24 percent increase. This suggests that for this period fewer new homes are being built but the inventory of new and existing homes is selling very well. *See Table 25: Major Economic Indicators (Gadsden MSA).*



**Table 25: Major Economic Indicators (Gadsden MSA)**


Category	Full Year 2018	Full Year 2019	% Change
Real GDP (millions)	\$2,911	\$2,915	0.14%
Exports (millions)	\$29,121	\$29,914	2.72%

2019 Top Export Sectors	Export Value (Millions)
Processed Foods	\$9.0
Transportation Equipment	\$5.1
Machinery	\$2.6
Fabricated Metal Products	\$0.9

<b>2019 Largest Export Market</b>	<b>APEC</b>
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Category	Dec 2019	Dec 2020	% Change
Civilian Labor Force	42,802	40,673	-4.97%
Nonfarm Employment	41,591	38,965	-6.31%
Available Labor Pool	8,860	11,917	34.50%
Unemployment Rate	3.0%	4.2%	40.00%
Underemployment Rate	17.7%	25.1%	41.81%
Top Employment Industry, Health Care and Social Assistance	7,720	7,458	-3.39%
Per Capita Income	\$22,278	\$24,065	8.02%
Median Family Income	\$42,064	\$44,023	4.66%
Average Household Income	\$62,558	\$64,221	2.66%
Residential Building Permits	58	44	-24.14%
Total Homes Sold	941	1,075	14.24%
Population	105,091	104,894	-0.19%

Source: Chmura, ADOL, FRED, US Bureau of Labor Statistics, US Bureau of Economic Analysis, International Trade Administration, Alabama Center for Real Estate



Thank you very much for your support of the JSU Economic Update. We hope that this annual report is helpful to you and look forward to providing additional, timely economic data to assist you with business and economic planning going forward. Please feel free to contact us at JSU Center for Economic Development and Business Research whenever we may assist you.

Sincerely,



Benjamin Boozer

Editor



## COMING IN 2021: JSU'S NEW **MERRILL HALL**

ONCE COMPLETED THIS FALL, MERRILL HALL WILL ONCE AGAIN SERVE AS HOME TO THE JSU SCHOOL OF BUSINESS AND INDUSTRY, WHICH HAS BEEN OPERATING ON THE FORMER SITE OF JACKSONVILLE'S ELEMENTARY SCHOOL, KITTY STONE ELEMENTARY, SINCE THE 2018 STORM.



**Center for Economic Development  
and Business Research**  
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STAY TUNED!!! GO **GAMECOCKS!!!**



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