

Blue Lake Trade Area -Vestavia Hills, Jefferson County, Alabama

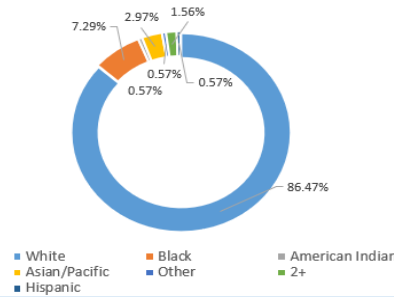
Demographic Summary

Population	1405	Education	Bachelor's Degree or Greater
Households	537	Median Home Value	\$300-\$400K
Families	292	Top Occupations	Management, Sales, Business/Financial, Healthcare, Education, Office/Admin Support
Median Age	35-44		
Median Household Income	\$75K-\$100K		

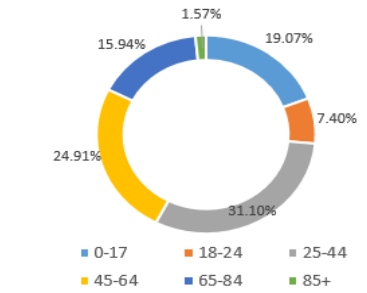
The Blue Lake Trade Area runs predominantly along Blue Lake Road and includes portions of communities known as Patchwork Farms and Liberty Park.

Statistics provided are for the entire trade area, which includes the jurisdictions of Vestavia Hills, Jefferson County, and Birmingham.

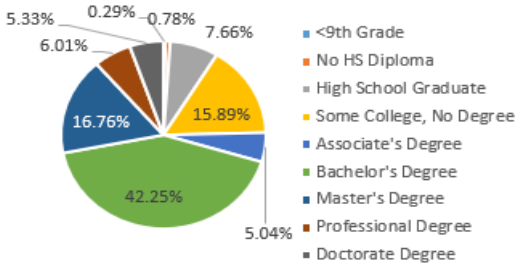
Blue Lake Trade Area Race and Ethnicity



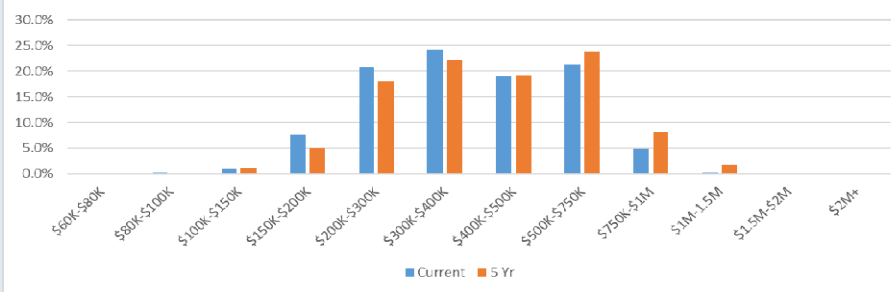
Blue Lake Trade Area Age Distribution



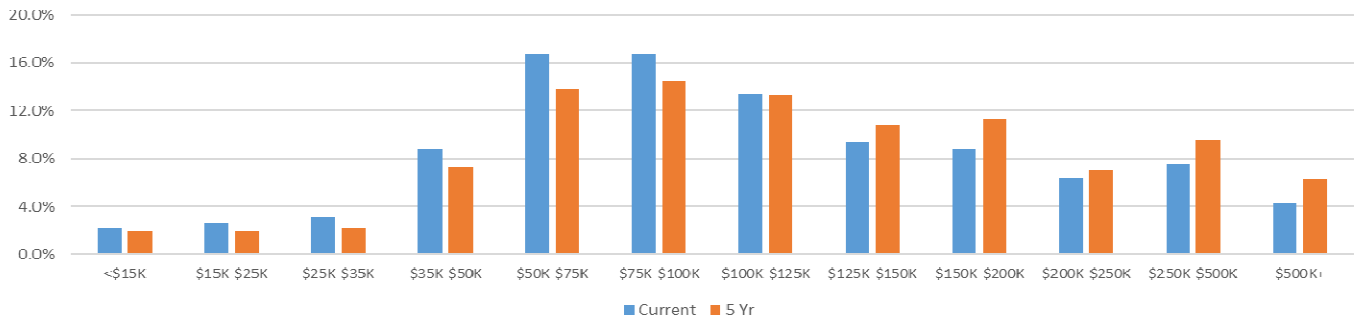
Blue Lake Trade Area Education



Blue Lake Owner-Occupied Home Values Current vs. 5 Yr Projections



Blue Lake Household Income Current vs. 5 Year Projections

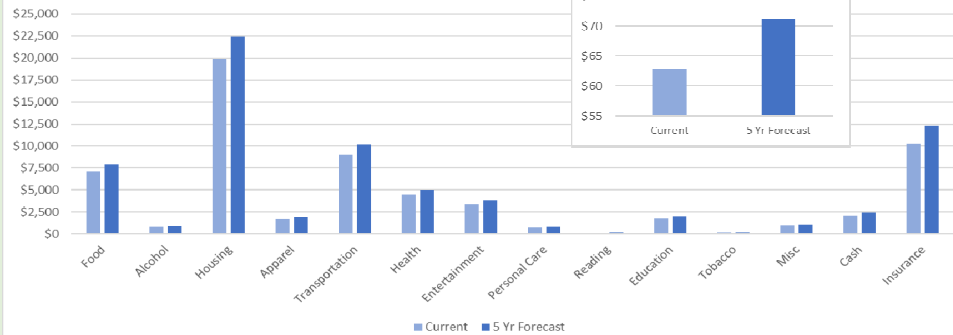


Consumer Spending

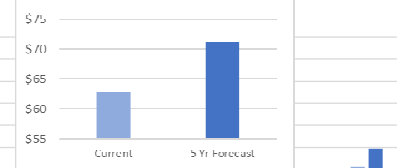
Total*	\$62,900,000
Food	\$7,100,000
Alcohol	\$845,400
Housing	\$19,900,000
Apparel	\$1,659,100
Transportation	\$9,000,000
Health	\$4,500,000
Entertainment	\$3,394,400
Personal Care	\$770,800
Reading	\$127,400
Education	\$1,743,900
Tobacco	\$176,500
Misc	\$989,700
Cash	\$2,064,800
Insurance	\$10,300,000

*Total includes categories not listed

Blue Lake Trade Area Consumer Spending (\$k) Current and 5 Year Forecast



Total Consumer Spending (\$M)



Sources:

Alphamap.com mapping tool using data produced by Claritas LLC
 Current statistics based on year 2021 with 5 Year forecast based on year 2026.