

# Rocky Ridge Trade Area - Vestavia Hills, Jefferson County, Alabama

## Demographic Summary

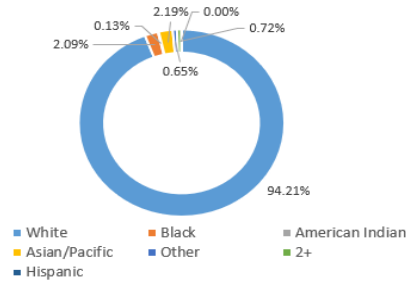
Population	6119
Households	2314
Families	1836
Median Age	41.6
Median Household Income	\$125K

Education	Bachelor's Degree or Greater
Median Home Value	\$499K
Top Occupations	Management, Sales, Business/Finance, Healthcare, Education, Legal

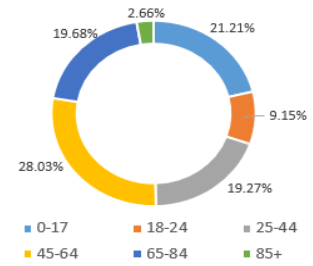
Rocky Ridge Trade Area runs predominantly along Rocky Ridge Road, Dolly Ridge Road, and Old Rocky Ridge Road and includes the community known as Rocky Ridge.

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

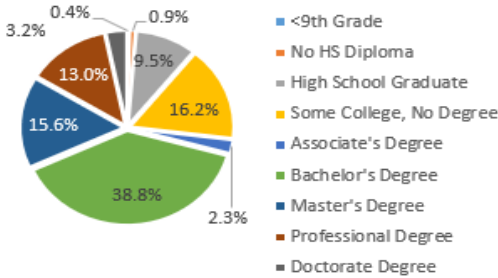
Rocky Ridge Trade Area Race and Ethnicity



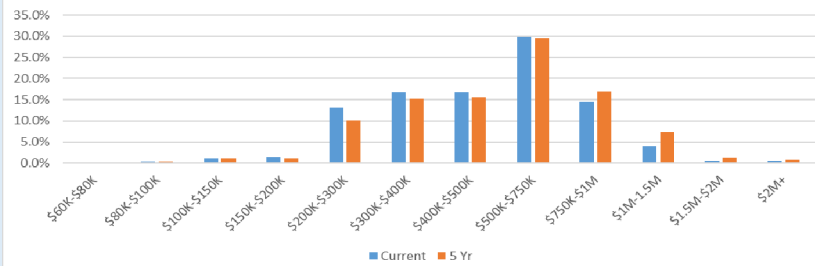
Rocky Ridge Trade Area Age Distribution



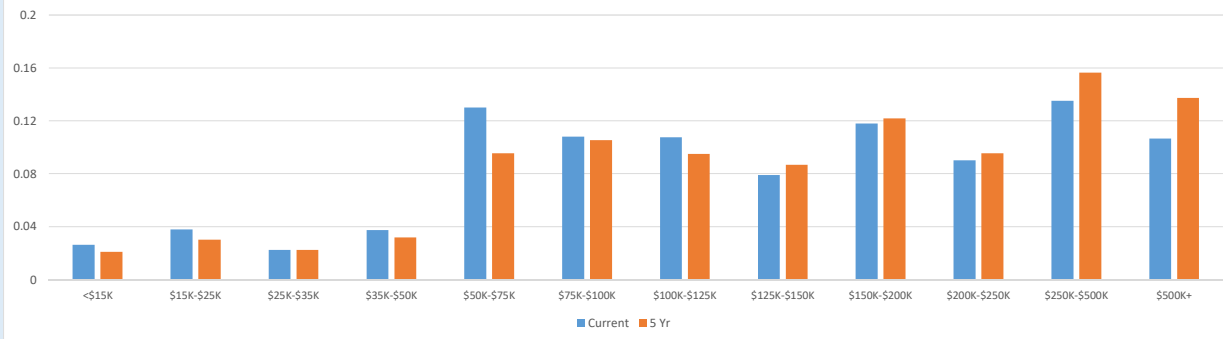
Rocky Ridge Trade Area Education



Rocky Ridge Owner-Occupied Home Values Current vs. 5 Year Projections



Rocky Ridge Household Income Current vs. 5 Year Projections

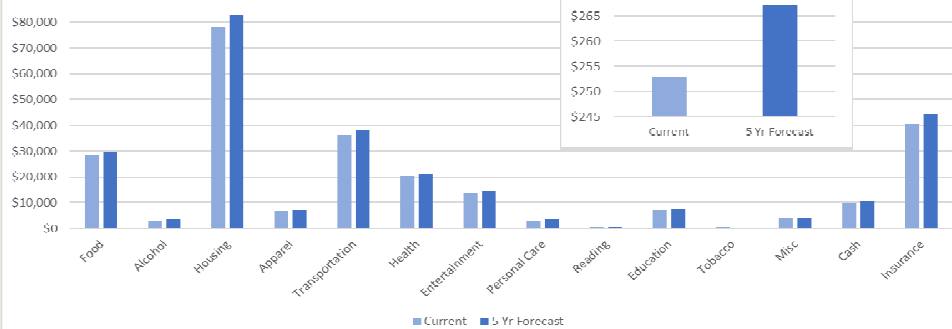


## Consumer Spending

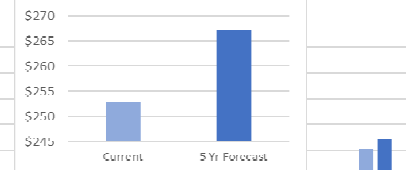
Total	\$252,900,000
Food	\$28,600,000
Alcohol	\$3,100,000
Housing	\$78,100,000
Apparel	\$6,800,000
Transportation	\$36,200,000
Health	\$20,500,000
Entertainment	\$13,900,000
Personal Care	\$3,100,000
Reading	\$545,200
Education	\$7,300,000
Tobacco	\$474,900
Misc	\$3,900,000
Cash	\$9,900,000
Insurance	\$40,500,000

\*Total includes categories not listed

Rocky Ridge 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.