

US31 Trade Area -Vestavia Hills, Jefferson County, Alabama

Demographic Summary

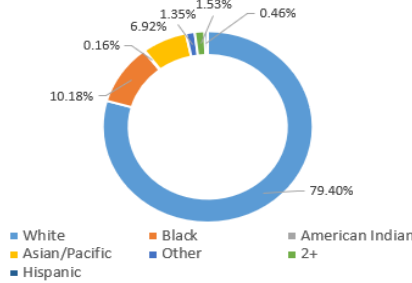
| | |
|-------------------------|----------|
| Population | 18821 |
| Households | 8007 |
| Families | 5027 |
| Median Age | 40.2 |
| Median Household Income | \$103.2K |

| | |
|-------------------|---|
| Education | Bachelor's Degree or Greater |
| Median Home Value | \$345K |
| Top Occupations | Management, Sales, Business/Finance, Healthcare, Education, Professional, Admin Support |

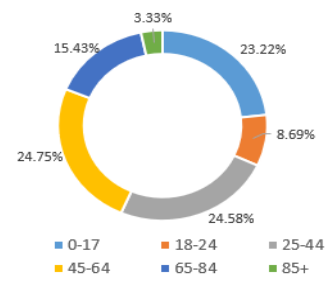
Vestavia Hills' US31 Trade Area runs predominantly along US31 and Columbiana Road, from the intersection with I-65 and bordered on the north by Shades Crest Road.

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

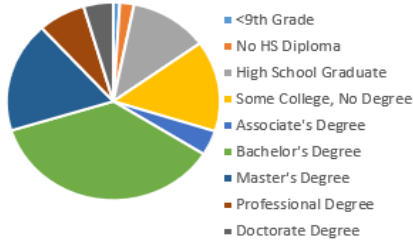
US31 Trade Area Race and Ethnicity



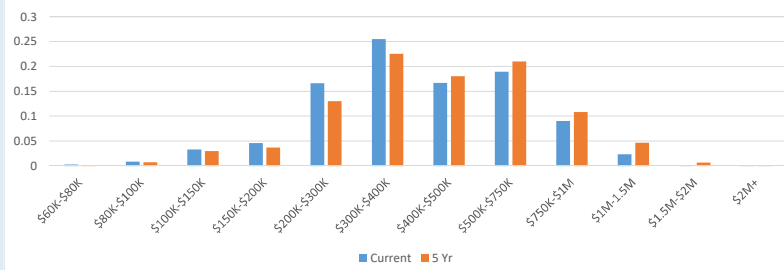
US31 Trade Area Age Distribution



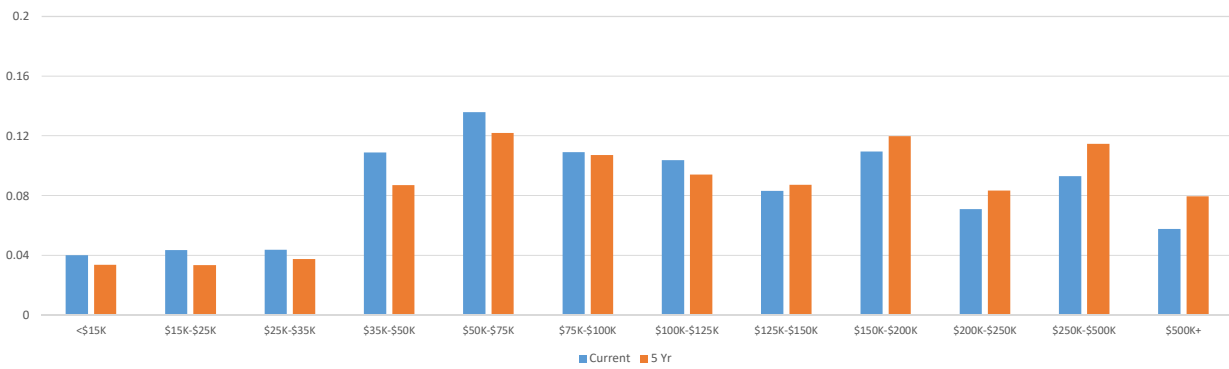
US31 Trade Area Education



US-31 Owner-Occupied Home Values Current vs. 5 Yr Projections



US 31 Household Income Current vs. 5 Year Projections

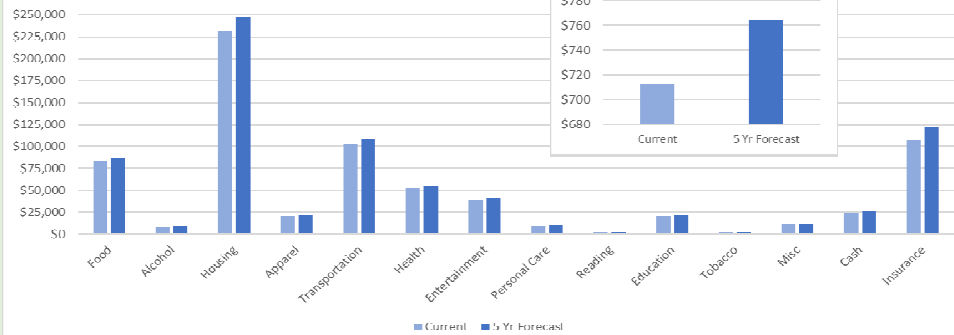


Consumer Spending

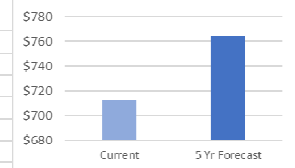
| | |
|----------------|---------------|
| Total | \$713,000,000 |
| Food | \$82,800,000 |
| Alcohol | \$8,600,000 |
| Housing | \$232,000,000 |
| Apparel | \$19,800,000 |
| Transportation | \$102,500,000 |
| Health | \$53,500,000 |
| Entertainment | \$38,300,000 |
| Personal Care | \$9,100,000 |
| Reading | \$1,400,000 |
| Education | \$19,800,000 |
| Tobacco | \$1,800,000 |
| Misc | \$11,200,000 |
| Cash | \$24,500,000 |
| Insurance | \$107,600,000 |

*Total includes categories not listed

US31 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.