



BLUE LAKE AND PATCHWORK FARMS RETAIL TRADE AREA

VESTAVIA HILLS, JEFFERSON COUNTY, ALABAMA

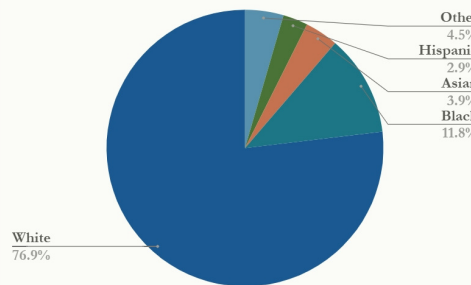
The Blue Lake and Patchwork Farms Retail Trade Area runs predominantly along Blue Lake Road and includes the community known as Patchwork Farms.

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

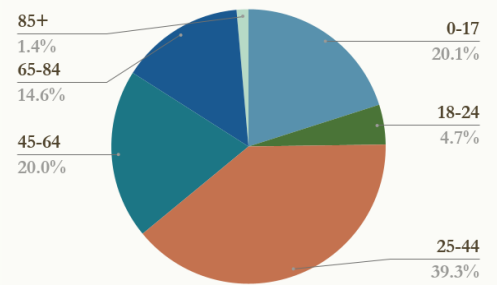
DEMOGRAPHIC SUMMARY

POPULATION	5735
HOUSEHOLDS	3,000
MEDIAN HOME VALUE	\$492,694
MEDIAN HOUSEHOLD INCOME	\$97,706
MEDIAN AGE	31.15

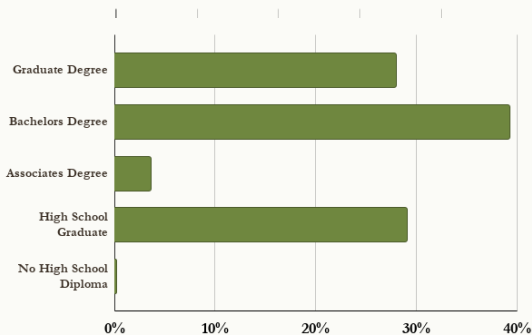
Blue Lake and Patchwork Farms Race and Ethnicity



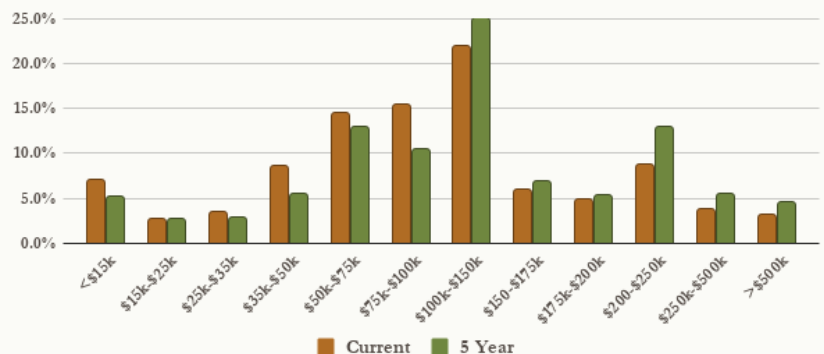
Blue Lake and Patchwork Farms Age Distribution



Blue Lake and Patchwork Farms Education



Blue Lake and Patchwork Farms Household Income Current vs. 5 Year Forecast



CONSUMER SPENDING

TOTAL	\$131,410,000
HOUSING	\$33,336,000
TRANSPORTATION	\$31,799,000
FOOD	\$23,380,000
ENTERTAINMENT	\$7,825,000
APPAREL	\$5,135,000
HEALTHCARE	\$12,943,000
PERSONAL CARE	\$2,472,000
EDUCATION	\$3,552,000
CASH CONTRIBUTIONS	\$5,702,000
PERSONAL INSURANCE	\$1,360,000
ALCOHOL	\$916,000
MISCELLANEOUS	\$2,085,000
SMOKING SUPPLIES	\$883,000

Blue Lake and Patchwork Farms Consumer Spending (\$M) Current vs. 5 Year Forecast

