



CAHABA HEIGHTS RETAIL TRADE AREA

VESTAVIA HILLS, JEFFERSON COUNTY, ALABAMA

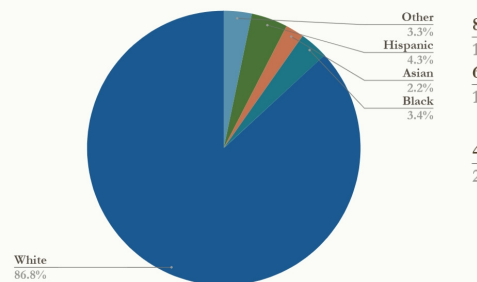
The Cahaba Heights Retail Trade Area runs predominantly along Cahaba Heights Road, Crosshaven Drive, and Green Valley Road; including the community known as Cahaba Heights.

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

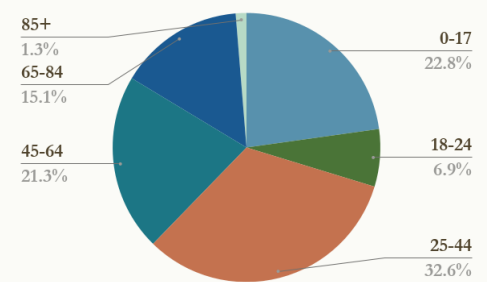
DEMOGRAPHIC SUMMARY

POPULATION	3550
HOUSEHOLDS	1732
MEDIAN HOME VALUE	\$529,574
MEDIAN HOUSEHOLD INCOME	\$115,794
MEDIAN AGE	36.8

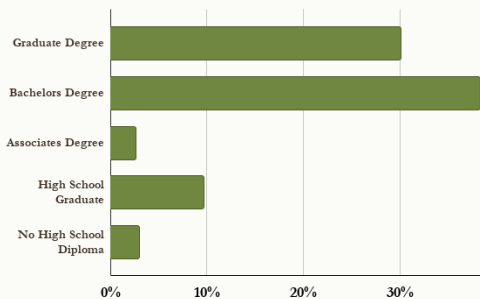
Cahaba Heights Race and Ethnicity



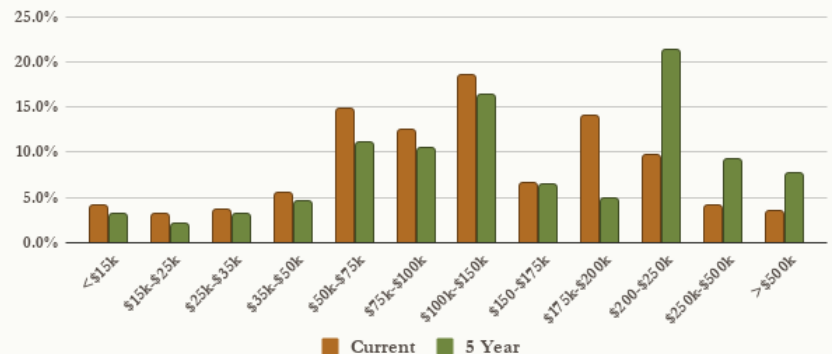
Cahaba Heights Age Distribution



Cahaba Heights Education



Cahaba Heights Household Income Current vs. 5 Year Forecast



CONSUMER SPENDING

TOTAL	\$185,274,269
HOUSING	\$46,313,597
TRANSPORTATION	\$45,442,756
FOOD	\$32,256,881
ENTERTAINMENT	\$11,138,008
APPAREL	\$7,201,332
HEALTHCARE	\$17,730,946
PERSONAL CARE	\$3,463,479
EDUCATION	\$5,789,697
CASH CONTRIBUTIONS	\$8,383,336
PERSONAL INSURANCE	\$1,956,408
ALCOHOL	\$1,320,178
MISCELLANEOUS	\$2,902,801
SMOKING SUPPLIES	\$1,105,450

Cahaba Heights Consumer Spending (\$M) Current vs. 5 Year Forecast

