



LIBERTY PARK RETAIL TRADE AREA

VESTAVIA HILLS, JEFFERSON COUNTY, ALABAMA

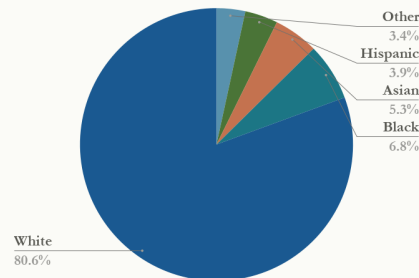
The Liberty Park Retail Trade Area runs predominantly along Liberty Parkway and includes the community known as Liberty Park.

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

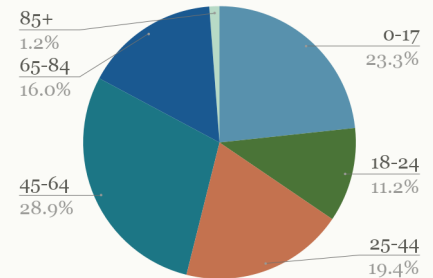
DEMOGRAPHIC SUMMARY

POPULATION	8,112
HOUSEHOLDS	2,841
MEDIAN HOME VALUE	\$784,615
MEDIAN HOUSEHOLD INCOME	\$184,155
MEDIAN AGE	41.75

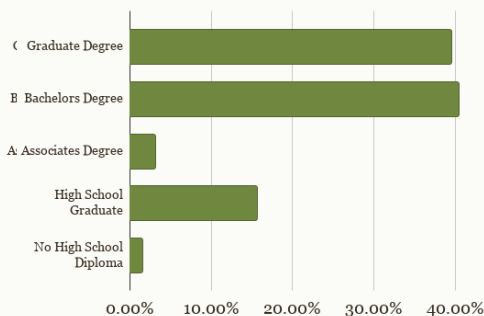
Liberty Park Race and Ethnicity



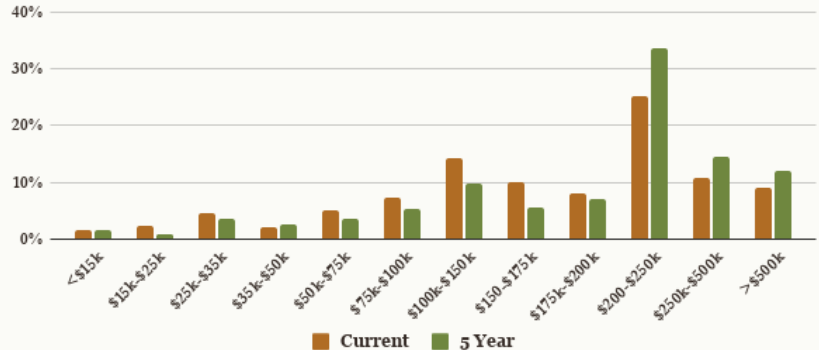
Liberty Park Age Distribution



Liberty Park Education



Liberty Park Household Income Current vs. 5 Year Forecast



CONSUMER SPENDING

TOTAL	\$215,730,000
HOUSING	\$53,930,000
TRANSPORTATION	\$53,200,000
FOOD	\$36,600,000
ENTERTAINMENT	\$13,170,000
APPAREL	\$8,370,000
HEALTHCARE	\$19,950,000
PERSONAL CARE	\$3,990,000
EDUCATION	\$7,810,000
CASH CONTRIBUTIONS	\$10,350,000
PERSONAL INSURANCE	\$2,400,000
ALCOHOL	\$1,620,000
MISCELLANEOUS	\$3,310,000
SMOKING SUPPLIES	\$1,040,000

Liberty Park Consumer Spending (\$M) Current vs. 5 Year Forecast

