



ROCKY RIDGE RETAIL TRADE AREA

VESTAVIA HILLS, JEFFERSON COUNTY, ALABAMA

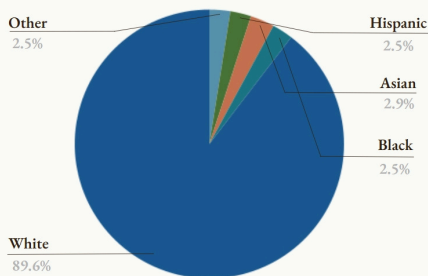
The Rocky Ridge Trade Area runs predominantly along Rocky Ridge Road, Dolly Ridge Road, and Old Rocky Ridge Road and includes the community known as Rocky Ridge.

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

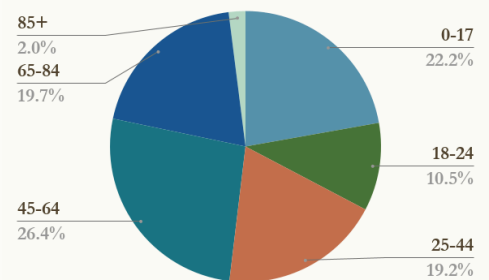
DEMOGRAPHIC SUMMARY

POPULATION	11,361
HOUSEHOLDS	4,158
MEDIAN HOME VALUE	\$790,128
MEDIAN HOUSEHOLD INCOME	\$159,316
MEDIAN AGE	42.68

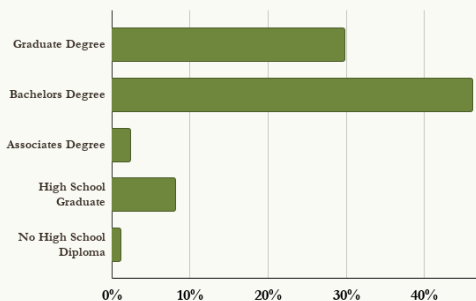
Rocky Ridge Race and Ethnicity



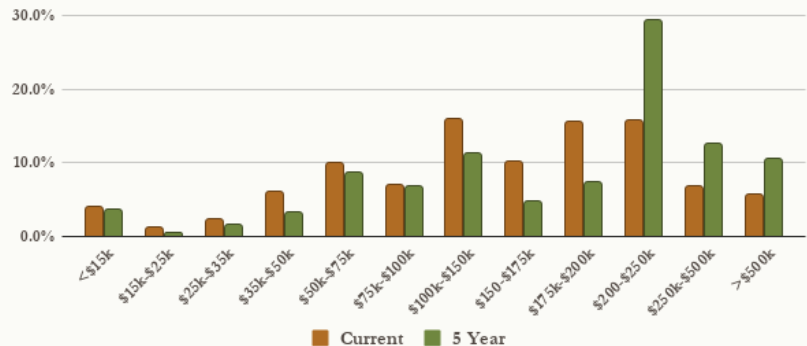
Rocky Ridge Age Distribution



Rocky Ridge Education



Rocky Ridge Household Income Current vs. 5 Year Forecast



CONSUMER SPENDING

TOTAL	\$291,620,000
HOUSING	\$72,780,000
TRANSPORTATION	\$71,450,000
FOOD	\$49,940,000
ENTERTAINMENT	\$17,580,000
APPAREL	\$11,200,000
HEALTHCARE	\$27,620,000
PERSONAL CARE	\$5,420,000
EDUCATION	\$9,860,000
CASH CONTRIBUTIONS	\$13,930,000
PERSONAL INSURANCE	\$3,180,000
ALCOHOL	\$2,140,000
MISCELLANEOUS	\$4,450,000
SMOKING SUPPLIES	\$1,550,000

Rocky Ridge Consumer Spending (\$M) Current vs. 5 Year Forecast

