



U.S. 31 RETAIL TRADE AREA

VESTAVIA HILLS, JEFFERSON COUNTY, ALABAMA

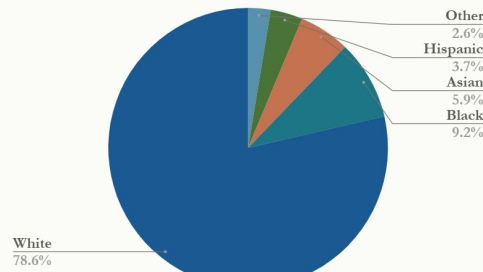
Vestavia Hills' U.S. 31 Retail Trade Area runs predominantly along U.S. 31 and Columbiana Road, from the intersection with I-65 and bordered on the north by Shades Crest Road.

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

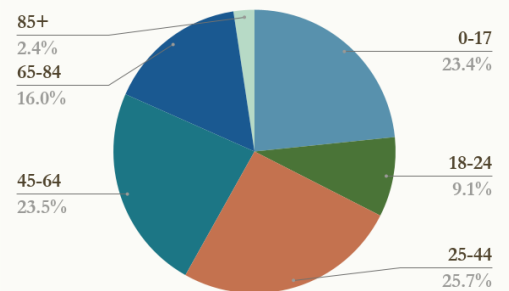
DEMOGRAPHIC SUMMARY

POPULATION	25,202
HOUSEHOLDS	10,115
MEDIAN HOME VALUE	\$600,724
MEDIAN HOUSEHOLD INCOME	\$120,447
MEDIAN AGE	38.21

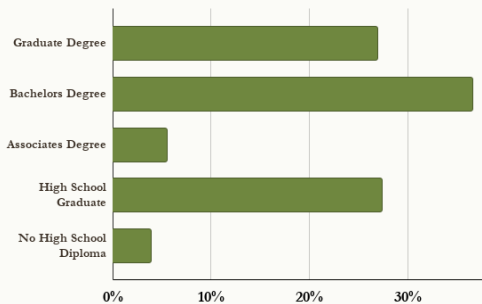
U.S. 31 Race and Ethnicity



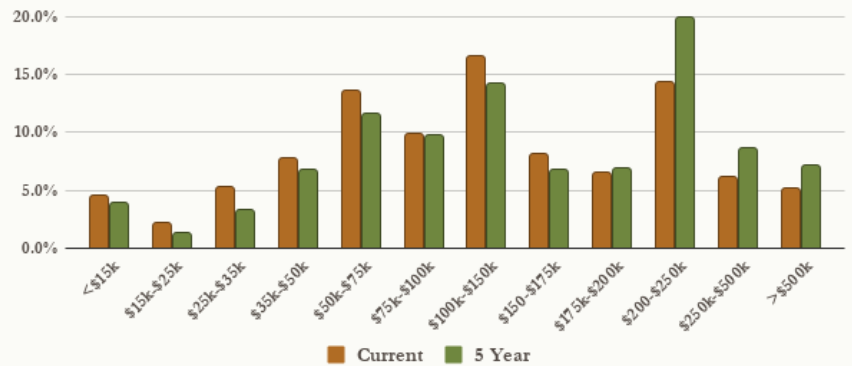
U.S. 31 Age Distribution



U.S. 31 Education



U.S. 31 Household Income Current vs. 5 Year Forecast



CONSUMER SPENDING

TOTAL	\$612,110,000
HOUSING	\$153,090,000
TRANSPORTATION	\$149,990,000
FOOD	\$106,900,000
ENTERTAINMENT	\$36,670,000
APPAREL	\$23,730,000
HEALTHCARE	\$58,790,000
PERSONAL CARE	\$11,490,000
EDUCATION	\$19,410,000
CASH CONTRIBUTIONS	\$27,890,000
PERSONAL INSURANCE	\$6,470,000
ALCOHOL	\$4,390,000
MISCELLANEOUS	\$9,650,000
SMOKING SUPPLIES	\$3,640,000

U.S. 31 Consumer Spending (\$M) Current vs. 5 Year Forecast

