

Cahaba Heights Retail Trade Area  
Area: 6.65 square miles

Latitude: 33.47741663  
Longitude: -86.7224931

Top Tapestry Segments	Percent	Demographic Summary	2014	2019
Top Tier (1A)	39.7%	Population	11,662	11,683
In Style (5B)	21.3%	Households	4,928	4,944
Urban Chic (2A)	12.2%	Families	3,204	3,201
Old and Newcomers (8F)	9.1%	Median Age	41.7	42.6
Emerald City (8B)	7.7%	Median Household Income	\$85,080	\$98,437
		Spending Potential Index	Average Amount Spent	Total
<b>Apparel and Services</b>		107	\$2,412.89	\$11,890,701
Men's		108	\$456.46	\$2,249,429
Women's		95	\$745.03	\$3,671,523
Children's		106	\$385.70	\$1,900,709
Footwear		77	\$342.51	\$1,687,893
Watches & Jewelry		173	\$243.91	\$1,202,001
Apparel Products and Services (1)		251	\$239.27	\$1,179,145
<b>Computer</b>				
Computers and Hardware for Home Use		162	\$342.00	\$1,685,400
Portable Memory		158	\$8.27	\$40,750
Computer Software		164	\$32.38	\$159,552
Computer Accessories		164	\$30.48	\$150,229
<b>Entertainment &amp; Recreation</b>		164	\$5,295.54	\$26,096,433
Fees and Admissions		184	\$1,161.66	\$5,724,641
Membership Fees for Clubs (2)		192	\$321.05	\$1,582,132
Fees for Participant Sports, excl. Trips		179	\$210.04	\$1,035,053
Admission to Movie/Theatre/Opera/Ballet		173	\$278.55	\$1,372,692
Admission to Sporting Events, excl. Trips		181	\$117.39	\$578,490
Fees for Recreational Lessons		195	\$233.86	\$1,152,441
Dating Services		134	\$0.78	\$3,832
TV/Video/Audio		150	\$1,909.63	\$9,410,639
Cable and Satellite Television Services		146	\$1,275.84	\$6,287,364
Televisions		154	\$222.45	\$1,096,222
Satellite Dishes		142	\$2.18	\$10,744
VCRs, Video Cameras, and DVD Players		150	\$16.08	\$79,219
Miscellaneous Video Equipment		169	\$17.72	\$87,331
Video Cassettes and DVDs		151	\$47.14	\$232,317
Video Game Hardware/Accessories		141	\$31.67	\$156,075
Video Game Software		147	\$39.32	\$193,755
Streaming/Downloaded Video		172	\$9.66	\$47,598
Rental of Video Cassettes and DVDs		150	\$34.40	\$169,529
Installation of Televisions		193	\$2.10	\$10,342
Audio (3)		169	\$202.95	\$1,000,128
Rental and Repair of TV/Radio/Sound Equipment		155	\$8.12	\$40,014
Pets		175	\$972.11	\$4,790,538
Toys and Games (4)		153	\$183.23	\$902,963
Recreational Vehicles and Fees (5)		176	\$374.39	\$1,844,993
Sports/Recreation/Exercise Equipment (6)		147	\$270.62	\$1,333,598
Photo Equipment and Supplies (7)		170	\$134.28	\$661,740
Reading (8)		167	\$247.43	\$1,219,346
Catered Affairs (9)		182	\$42.20	\$207,974
<b>Food</b>		153	\$12,659.17	\$62,384,406
Food at Home		150	\$7,618.66	\$37,544,747
Bakery and Cereal Products		150	\$1,063.88	\$5,242,799
Meats, Poultry, Fish, and Eggs		148	\$1,660.90	\$8,184,939
Dairy Products		151	\$827.93	\$4,080,021
Fruits and Vegetables		154	\$1,479.62	\$7,291,588
Snacks and Other Food at Home (10)		148	\$2,586.32	\$12,745,400
Food Away from Home		157	\$5,040.52	\$24,839,659
Alcoholic Beverages		165	\$892.48	\$4,398,162
Nonalcoholic Beverages at Home		146	\$710.25	\$3,500,126

**Data Note:** The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

**Source:** Esri forecasts for 2014 and 2019; Consumer Spending data are derived from the 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics.

	Spending Potential Index	Average Amount Spent	Total
<b>Financial</b>			
Investments	200	\$5,366.01	\$26,443,713
Vehicle Loans	150	\$6,180.95	\$30,459,719
<b>Health</b>			
Nonprescription Drugs	150	\$189.37	\$933,196
Prescription Drugs	149	\$720.46	\$3,550,427
Eyeglasses and Contact Lenses	159	\$139.69	\$688,374
<b>Home</b>			
Mortgage Payment and Basics (11)	174	\$15,885.69	\$78,284,683
Maintenance and Remodeling Services	179	\$2,948.02	\$14,527,852
Maintenance and Remodeling Materials (12)	154	\$450.61	\$2,220,625
Utilities, Fuel, and Public Services	149	\$7,366.70	\$36,303,098
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	160	\$153.92	\$758,503
Furniture	161	\$809.20	\$3,987,729
Rugs	188	\$45.14	\$222,445
Major Appliances (14)	159	\$416.63	\$2,053,149
Housewares (15)	131	\$91.92	\$452,963
Small Appliances	154	\$68.62	\$338,150
Luggage	182	\$16.31	\$80,391
Telephones and Accessories	160	\$77.97	\$384,231
<b>Household Operations</b>			
Child Care	166	\$725.04	\$3,573,009
Lawn and Garden (16)	169	\$716.62	\$3,531,479
Moving/Storage/Freight Express	164	\$118.55	\$584,190
Housekeeping Supplies (17)	151	\$1,064.71	\$5,246,915
<b>Insurance</b>			
Owners and Renters Insurance	159	\$781.14	\$3,849,468
Vehicle Insurance	153	\$1,811.17	\$8,925,448
Life/Other Insurance	168	\$754.55	\$3,718,440
Health Insurance	155	\$4,001.78	\$19,720,764
Personal Care Products (18)	152	\$694.68	\$3,423,405
School Books and Supplies (19)	155	\$271.78	\$1,339,325
Smoking Products	126	\$572.48	\$2,821,176
<b>Transportation</b>			
Vehicle Purchases (Net Outlay) (20)	151	\$5,933.11	\$29,238,346
Gasoline and Motor Oil	145	\$4,965.28	\$24,468,920
Vehicle Maintenance and Repairs	158	\$1,713.51	\$8,444,163
<b>Travel</b>			
Airline Fares	183	\$853.77	\$4,207,374
Lodging on Trips	181	\$799.92	\$3,942,014
Auto/Truck/Van Rental on Trips	190	\$62.59	\$308,464
Food and Drink on Trips	173	\$785.65	\$3,871,668

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- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers..
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, adult diapers, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for College, Elementary school, High school, Vocational/Technical School, Preschool/Other Schools, and Other School Supplies.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

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