



## HUNTSVILLE REGIONAL MARKET

	35 Miles	50 Miles	Trade Area
<b>POPULATION</b>			
Population	670,269	992,957	1,137,483
Projected Annual Growth	1.3%	1.0%	0.9%
Male	329,772	488,535	558,504
Female	340,497	504,422	578,979

	35 Miles	50 Miles	Trade Area
White Alone	509,364	794,662	912,295
Black Alone	111,695	123,203	141,270
Asian Alone	10,594	11,853	12,759
Other	38,616	63,239	71,159

	35 Miles	50 Miles	Trade Area
Median Age	38.6	38.9	39.1
Aged 0 to 4 Years	40,934	61,469	69,622
Aged 5 to 9 Years	42,695	64,017	72,528
Aged 10 to 14 Years	45,403	67,227	76,184
Aged 15 to 19 Years	46,792	69,087	79,206
Aged 20 to 24 Years	43,246	61,775	72,447
Aged 25 to 34 Years	84,981	123,017	139,482
Aged 35 to 44 Years	89,108	131,218	148,968
Aged 45 to 54 Years	104,768	151,046	171,401
Aged 55 to 64 Years	81,335	122,690	141,908
Aged 65 to 74 Years	52,983	82,345	96,085
Aged 75 to 84 Years	28,614	44,301	52,037
Aged 85 Years and Older	9,408	14,765	17,615

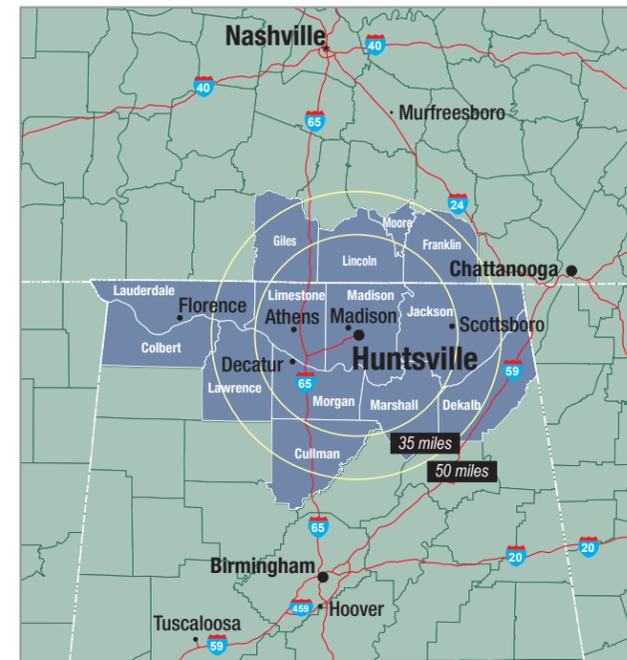
Source: ESRI, 2011 Estimates

	35 Miles	50 Miles	Trade Area
<b>Median Household Income (\$)</b>			
Less than \$15,000	36,848	61,259	72,131
\$15,000 to \$24,999	33,229	52,201	61,567
\$25,000 to \$34,999	30,608	47,045	54,926
\$35,000 to \$49,999	41,000	61,710	71,123
\$50,000 to \$74,999	46,258	68,610	78,687
\$75,000 to \$99,999	33,120	44,609	49,948
\$100,000 to \$149,999	30,156	38,525	42,782
\$150,000 to \$199,999	9,512	11,504	12,647
\$200,000 and Over	6,220	7,722	8,694

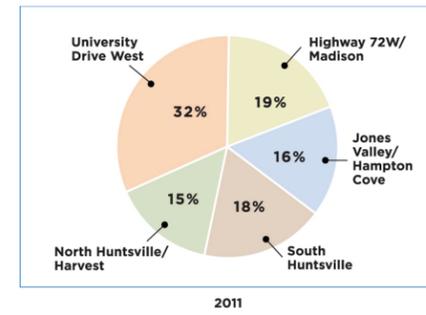
	35 Miles	50 Miles	Trade Area
<b>OCCUPATIONS (Pop 16+)</b>			
Management, Business and Financial	37,861	50,023	55,408
Professional and Technical	44,199	54,811	59,273
Sales and Office	68,407	96,872	112,871
Service	55,229	66,199	76,361
Arts, Education and Media	18,838	26,856	30,977
Farming, Fishing and Forestry	1,741	3,765	4,054
Construction, Manufacturing and Transportation	71,454	121,249	140,226

	35 Miles	50 Miles	Trade Area
<b>RETAIL SALES (\$000)</b>			
Total Retail Sales	\$6,237,272	\$8,753,230	\$10,205,894
Motor Vehicles Store Sales	\$1,429,942	\$1,964,116	\$2,297,729
Home Furnishings Stores Sales	\$153,313	\$209,696	\$262,468
Electrical and Appliances Stores	\$204,157	\$227,069	\$236,823
Building Materials and Garden Store Sales	\$268,260	\$381,132	\$452,562
Food and Beverage Store Sales	\$655,914	\$967,803	\$1,076,112
Health and Personal Care Store Sales	\$230,984	\$319,875	\$365,101
Gasoline Stations Store Sales	\$904,660	\$1,447,139	\$1,661,208
Clothing and Accessories Store Sales	\$163,725	\$198,005	\$236,150
Sporting Goods Store Sales	\$54,293	\$69,002	\$83,901
General Merchandise Store Sales	\$1,165,600	\$1,627,863	\$1,926,178
Miscellaneous Store Sales	\$87,115	\$121,461	\$138,476
Nonstore Purchases Sales	\$60,498	\$98,605	\$118,854
Food Services	\$858,812	\$1,121,464	\$1,350,333

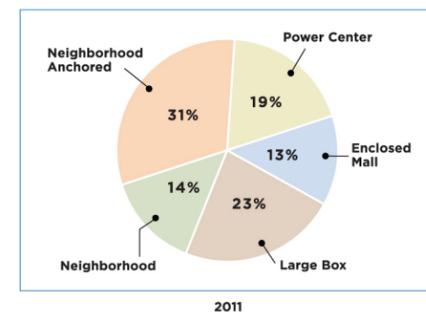
### TRADE AREA (14 COUNTY REGION)



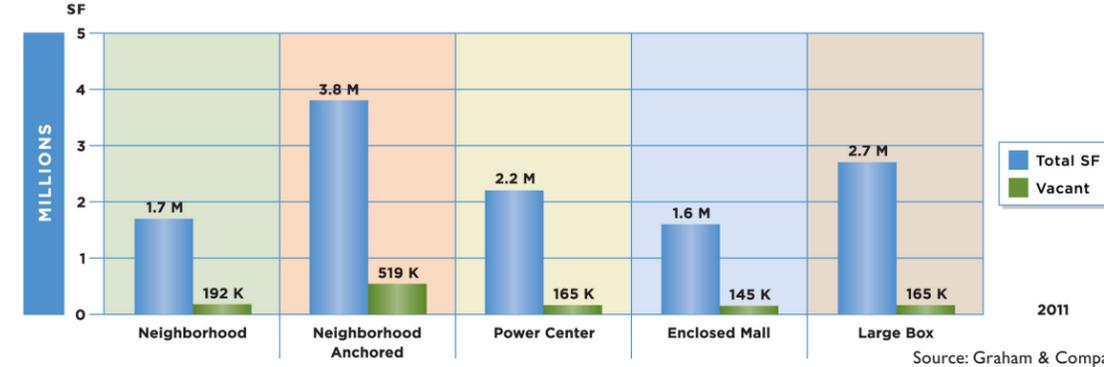
### TOTAL RETAIL SF BY MARKET



### TOTAL RETAIL SF BY TYPE



### RETAIL OCCUPANCY BY TYPE



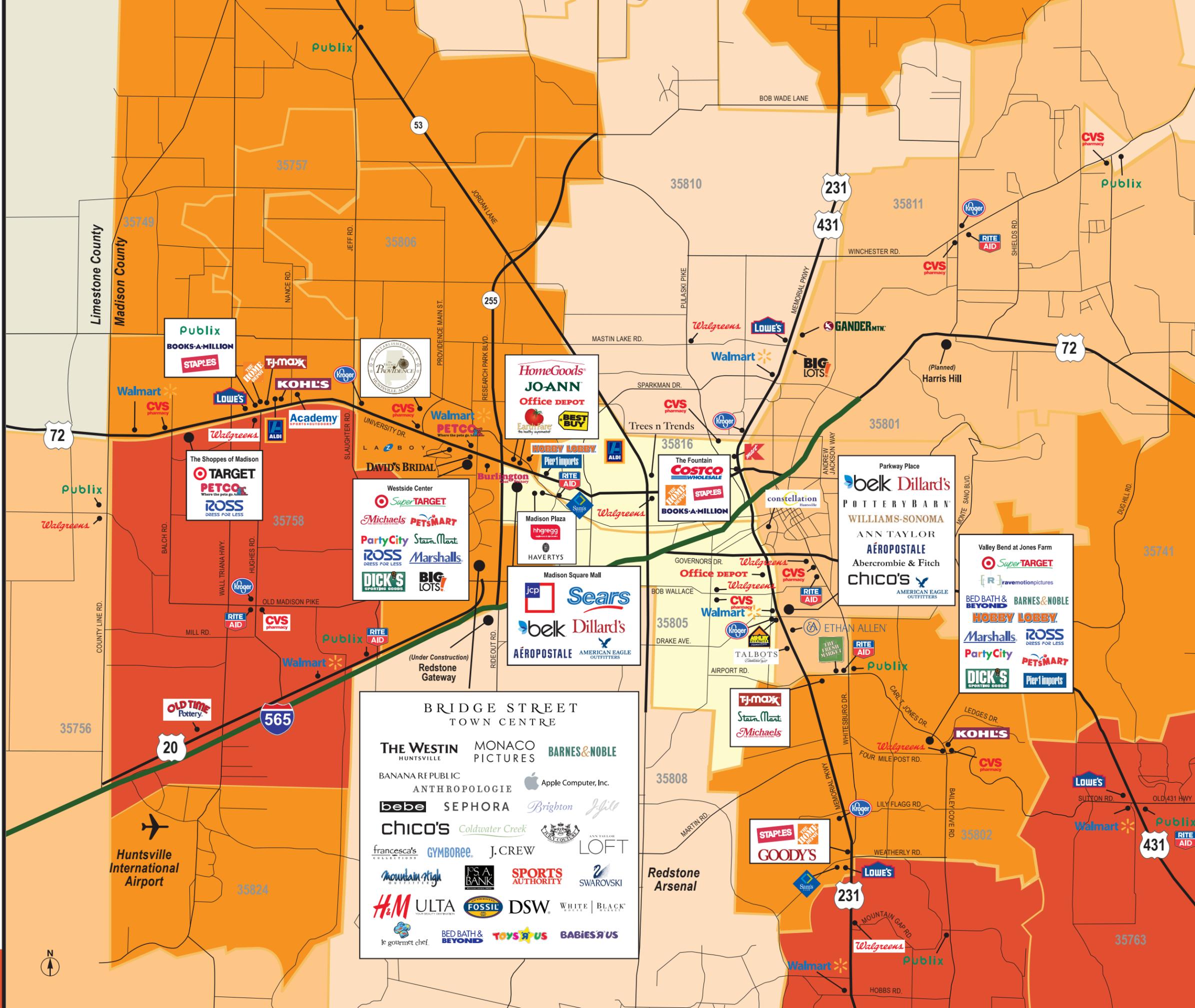
Source: Graham & Company



# MAJOR RETAIL STORES

HUNTSVILLE, ALABAMA

One of Forbes Leading Cities for Business...



**MEDIAN HOUSEHOLD INCOME**

- \$60,000 & Over
- \$50,000 - 59,999
- \$40,000 - 49,999
- \$30,000 - 39,999
- Less than \$29,999

**POPULATION**

35 mile radius: 670,269  
 50 mile radius: 992,957  
 Regional Market: 1,137,483  
 14 county region

**MEDIAN HOUSEHOLD INCOME**

35 mile radius: \$46,158  
 50 mile radius: \$42,539  
 Regional Market: \$41,682  
 14 county region

Source : ESRI

**BRIDGE STREET TOWN CENTRE**

**THE WESTIN HUNTSVILLE** MONACO PICTURES **BARNES & NOBLE**  
 BANANA REPUBLIC ANTHROPOLOGIE Apple Computer, Inc.  
**bebe** SEPHORA Brighton Jilly  
**chico's** Coldwater Creek ANN TAYLOR  
 francesca's GYMBOREE J. CREW LOFT  
 Mountain High PS A BANK SPORTS AUTHORITY SWAROVSKI  
**H&M** ULTA FOSSIL DSW WHITE | BLACK  
 le gourmet chef BED BATH & BEYOND TOYS 'R' US BABIES 'R' US

**HUNTSVILLE**  
*The Sky is not the limit.®*  
 Chamber of Commerce of Huntsville/Madison County

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