



# JASPER, AL

## Marketing Guide



### Market Highlights

#### Quick Facts

- Residents of Jasper, Alabama fall into the Southern Satellites Tapestry Segmentation (28.5%). Found primarily in the rural South, Southern Satellites households consist of married couples with and without children. These rural residents enjoy country life. Fishing and hunting are two favorite activities, and residents spend money for magazines, clothes, and gear related to these interests.
- The current Median Household Income in Jasper, Alabama is \$37,055. The five-year projection for Median Household Income in Jasper is \$44,015. This represents an increase of 18.78%.

(Source: ESRI Tapestry Segmentation: 10 mile radius)

#### Consumer Expenditures

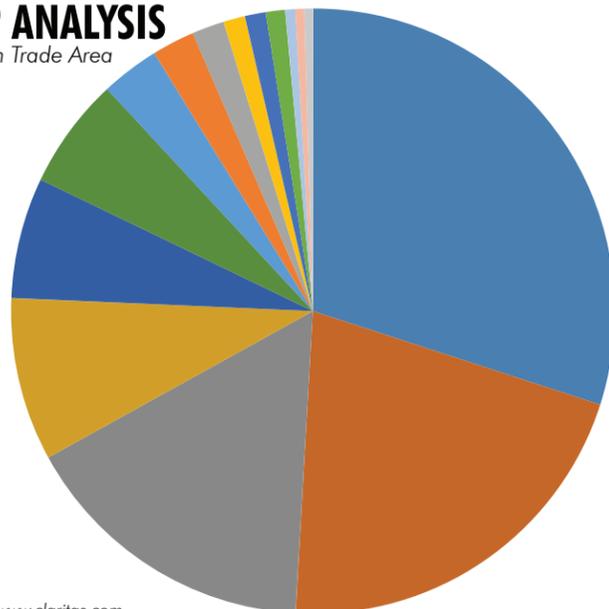
Households (15 Mile Radius)	25,307
Food at Home	\$96,848,285.00
Food away from Home	\$53,908,480.00
Apparel and Services	\$23,631,818.00
Furniture	\$9,474,353.00
Lawn and Garden Equipment	\$8,390,695.00
Major Appliances	\$5,937,819.00
Sports and Recreation Equipment	\$2,971,391.00
Small Appliances	\$840,907.00

#### COMMERCIAL RETAIL SITES

SITES	AVAILABLE	CONTACT	PHONE
Goody's Center - Highway 78 East	+/- 13,858 SF	Capital Growth Real Estate	205.968.9295
Lexington Plaza - 800 Highway 78 East	+/- 1,250 - 2,500 SF	Shopping Center Group	205.776.6708
Wal-Mart Shadow Center - 1705 Highway 78 East	+/- 2,800 SF	Retail Specialists	205.313.3676
Sticks n Stuff Center - 4505 Highway 78 East	+/- 20,000 SF	Don Kilgore Realtors	205.221.6000
Vacant Restaurant - Highway 78 East	+/- 2,200 SF	HRS	205.278.6400
Vacant Land - Highway 78 East	+/- 1.76 AC	-	205.879.7927
Vacant Land - I-22 & Highway 69	+/- 44 AC	LAH Real Estate	205.870.8580
Vacant Land - I-22 & Industrial Blvd	+/- 11.17 - 34 AC	LAH Real Estate	205.870.8580
Vacant Land - 714 Highway 78 East	+/- 6.4 AC	Retail Specialists	205.313.3676

#### GAP ANALYSIS

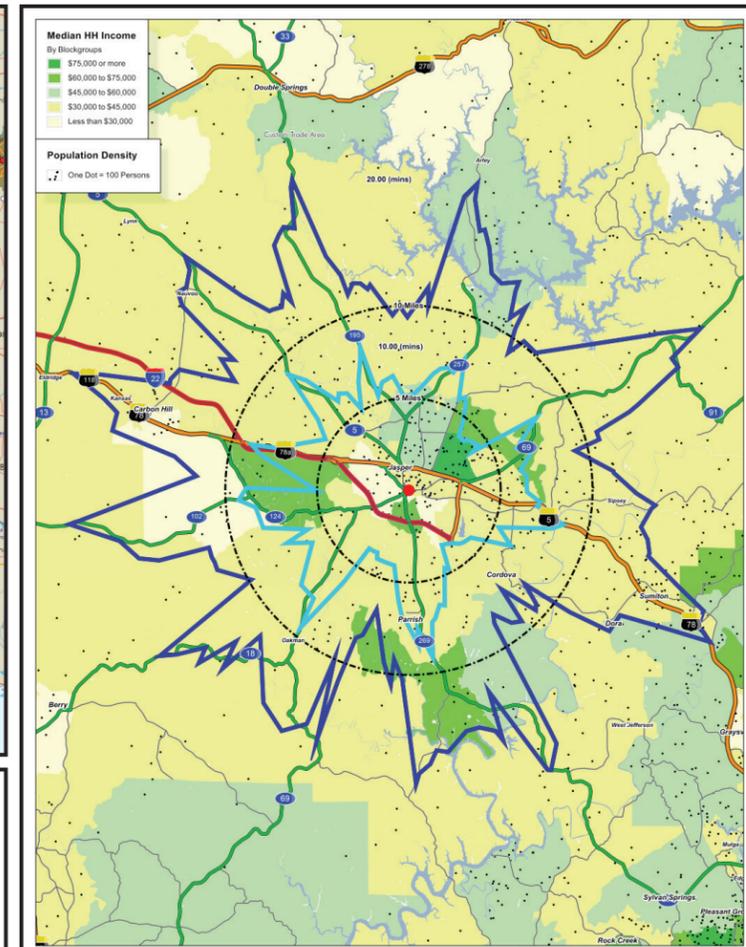
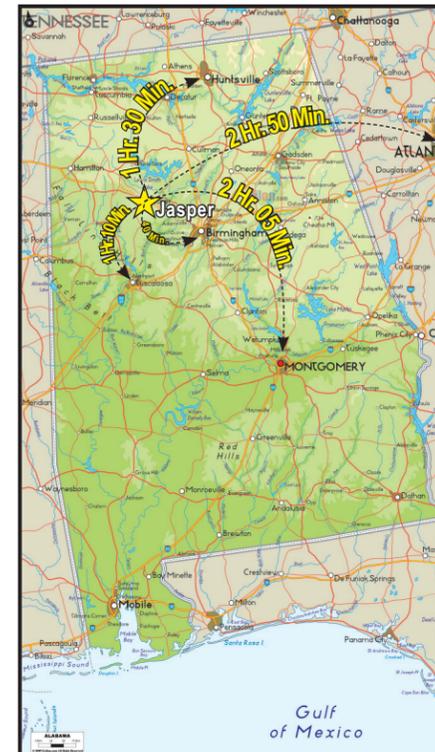
Custom Trade Area



Grocery Stores \$86,000,000	Electronics & Appliances \$6,500,000
Department Stores \$60,000,000	Shoe stores \$5,000,000
Full/Limited Service Restaurants \$46,000,000	Cosmetics & Beauty Supplies \$3,300,000
Clothing Stores \$25,000,000	Book Stores \$3,200,000
Building Materials & Home Centers \$18,500,000	Optical Stores \$3,000,000
Sporting Goods & Hobby \$17,000,000	Jewelry Stores \$1,500,000
Home Furnishings \$9,000,000	Office Supplies Stores \$1,400,000
	Florists \$1,300,000

\*Source: www.claritas.com

### Jasper, Alabama - Walker County



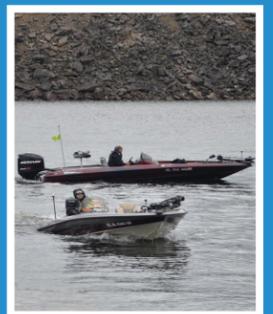
**The CHAMBER**  
COMMERCE OF  
*Walker County*

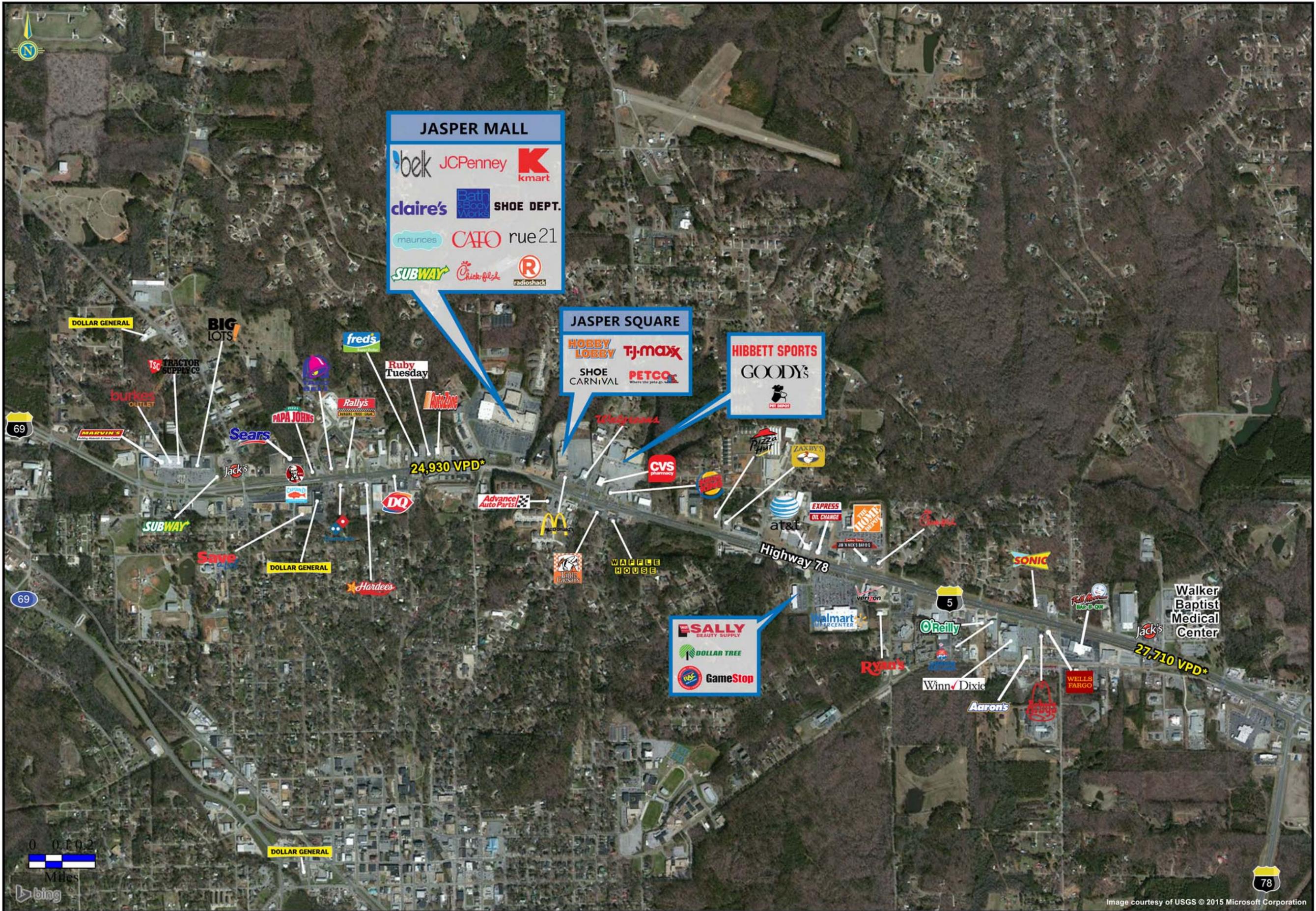
**Linda Lewis**  
Chamber of Commerce of Walker County  
linda@walkerchamber.us

204 19th Street East  
Jasper, AL 35501  
(205) 384-4571

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DEMOGRAPHIC PROFILE	5 Mile Radius	10 Mile Radius	10 Minute Drive Time	20 Minute Drive Time
2013 Estimated Population	20,091	40,046	12,764	43,764
Total Number of Employees	11,061	13,756	9,341	14,288
Median HH Income	\$36,449	\$37,055	\$32,445	\$36,614





# JASPER, ALABAMA

## Major Retail & Restaurants

