



# Vestavia Hills, Alabama

## Background

Located merely six miles south of Birmingham, in Jefferson County, hilltop Vestavia Hills is a comfortable bedroom community offering good schools, a wealthy average household income and a low crime rate. Its proximity to Birmingham affords its resident easy access to jobs in the city.

The city's comfortable lifestyle is reflected in its roots. Former Birmingham mayor George Ward decided to build an elaborate home on 20 acres atop Shades Mountain. He styled his home after the Temple of Vesta, located near the Tiber River, and named for the Roman goddess of the earth. The classically inclined Ward's home was completed in 1925, but later was destroyed. However, his Temple of Sibyl at Tivoli replica, which served as his gazebo, now stands at the northern entry to the city, a symbol of Vestavia Hills.

A subdivision was planned for the mountaintop in 1946. The city was incorporated in 1950, and has experienced continued healthy growth, doubling in size from 1960 to 1970, and again by 1980. Now the city boasts over 38,000 residents.

Among its recreational facilities is Wald Park, with five baseball fields, a swimming pool, a walking track, picnic areas, the civic center, a senior's lodge, a skate park, and a community playground. Another facility, Byrd Park, also features picnic areas, playground, and walking track. Vestavia Hills's Liberty Park Sports Complex has four youth softball fields, five for adults, four soccer fields, and one football field.

The Vestavia Hills City School System consistently ranks in Alabama's top three on standardized tests, and the city's high school boasts a significant number of National Merit Finalists each year. The schools' band and baseball programs have also received much recognition.

Easy access to I-495, I-65, and other major highways not only simplifies life for commuters, but Vestavia Hills residents can take advantage of the considerable arts and other attractions in Birmingham. These include the Alabama Theater, the Alabama Symphony Orchestra, Birmingham Children's Theatre, and the Alys Robison Stephens Performing Arts Center, which draws noted national performers from the fields of classical music, pop, jazz, dance, and more. The Birmingham-Shuttlesworth International Airport offers commercial flights to and from the area.

The climate in Vestavia Hills is temperate. Prevailing winds from the northwest are frequently broken up by warm air flowing up from the Gulf of Mexico. Winters are cooler than in the semi-tropical southern part of the state, but seldom does the temperature remain below freezing, even in cold spells. Summers are long, hot, and humid, but exceedingly hot temperatures—over 100 degrees—are rare. Fall is dry and pleasant.

## Rankings

### Business/Finance Rankings

- Based on metro area social media reviews, the employment opinion group Glassdoor surveyed 50 of the most populous U.S. metro areas and equally weighed cost of living, hiring opportunity, and job satisfaction to compose a list of “25 Best Cities for Jobs.” Median pay and home value, and number of active job openings were also factored in. The Birmingham\* metro area was ranked #8 in overall job satisfaction. *www.glassdoor.com, “Best Cities for Jobs,” February 25, 2020*
- The Brookings Institution ranked the 100 largest metro areas in the U.S. based on income inequality. Birmingham\* was ranked #22 (#1 = greatest inequality). Criteria: the “95/20 ratio,” a figure representing the income at which a household earns more than 95 percent of all other households, divided by the income at which a household earns more than only 20 percent of all other households. *Brookings Institution, “Household Income Inequality, 100 Largest U.S. Metro Areas, 2014-2016,” February 5, 2018*
- The Birmingham\* metro area appeared on the Milken Institute “2022 Best Performing Cities” list. Rank: #104 out of 200 large metro areas (population over 250,000). Criteria: job growth; wage and salary growth; high-tech output growth; housing affordability; household broadband access. *Milken Institute, “Best-Performing Cities 2022,” March 28, 2022*
- *Forbes* ranked the 200 most populous metro areas to determine the nation’s “Best Places for Business and Careers.” The Birmingham\* metro area was ranked #165. Criteria: costs (business and living); job growth (past and projected); income growth; quality of life; educational attainment (college and high school); projected economic growth; cultural and leisure opportunities; workplace tolerance laws; net migration patterns. *Forbes, “The Best Places for Business and Careers 2019: Seattle Still On Top,” October 30, 2019*

### Education Rankings

- Personal finance website *WalletHub* analyzed the 150 largest U.S. metropolitan statistical areas to determine where the most educated Americans are putting their degrees to work. Criteria: education levels; percentage of workers with degrees; education quality and attainment gap; public school quality rankings; quality and enrollment of each metro area’s universities. Birmingham\* was ranked #82 (#1 = most educated city). *www.WalletHub.com, “Most & Least Educated Cities in America,” July 18, 2022*

### Environmental Rankings

- Sperling’s BestPlaces assessed the 50 largest metropolitan areas of the United States for the likelihood of dangerously extreme weather events or earthquakes. In general the Southeast and South-Central regions have the highest risk of weather extremes and earthquakes, while the Pacific Northwest enjoys the lowest risk. Of the most risky metropolitan areas, the Birmingham\* metro area was ranked #6. *www.bestplaces.net, “Avoid Natural Disasters: BestPlaces Reveals The Top 10 Safest Places to Live,” October 25, 2017*
- Birmingham\* was highlighted as one of the 25 metro areas most polluted by year-round particle pollution (Annual PM 2.5) in the U.S. during 2019 through 2021. The area ranked #18. *American Lung Association, “State of the Air 2023,” April 19, 2023*

### Health/Fitness Rankings

- Birmingham\* was identified as a “2022 Spring Allergy Capital.” The area ranked #60 out of 100. Three groups of factors were used to identify the most challenging cities for people with allergies during the spring season: annual spring pollen scores; over the counter allergy medicine use; number of board-certified allergy specialists. *Asthma and Allergy Foundation of America, “Spring Allergy Capitals 2022,” March 2, 2022*
- Birmingham\* was identified as a “2022 Fall Allergy Capital.” The area ranked #57 out of 100. Three groups of factors were used to identify the most challenging cities for people with allergies during the fall season: annual fall pollen scores; over the counter allergy medicine use; number of board-certified allergy specialists. *Asthma and Allergy Foundation of America, “Fall Allergy Capitals 2022,” March 2, 2022*
- Birmingham\* was identified as a “2022 Asthma Capital.” The area ranked #86 out of the nation’s 100 largest metropolitan areas. Criteria: estimated asthma prevalence; asthma-related mortality; and ER visits due to asthma. Risk factors analyzed but not factored in the rankings: annual pollen score; annual air quality; public smoking laws; access to board-certified asthma specialists; rescue and controller medication use; uninsured rate; poverty rate. *Asthma and Allergy Foundation of America, “Asthma Capitals 2022: The Most Challenging Places to Live With Asthma,” September 14, 2022*

## Business Environment

### DEMOGRAPHICS

#### Population Growth

Area	1990 Census	2000 Census	2010 Census	2020 Census	Population Growth (%)	
					1990-2020	2010-2020
City	19,683	27,656	31,867	33,902	72.2	6.4
MSA <sup>1</sup>	1,636,528	1,836,038	2,035,334	2,192,035	33.9	7.7
U.S.	248,709,873	281,421,906	308,745,538	331,449,281	33.3	7.4

Note: (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area

Source: U.S. Census Bureau, 1990 Census, 2000 Census, 2010 Census, 2020 Census

#### Race

Area	White Alone <sup>2</sup> (%)	Black Alone <sup>2</sup> (%)	Asian Alone <sup>2</sup> (%)	AIAN <sup>3</sup> Alone <sup>2</sup> (%)	NHOPI <sup>4</sup> Alone <sup>2</sup> (%)	Other Race Alone <sup>2</sup> (%)	Two or More Races (%)
City	86.5	1.5	5.1	0.2	0.0	0.7	6.1
MSA <sup>1</sup>	70.9	12.0	3.1	0.6	0.2	4.2	9.0
U.S.	61.6	12.4	6.0	1.1	0.2	8.4	10.2

Note: (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area; (2) Alone is defined as not being in combination with one or more other races; (3) American Indian and Alaska Native; (4) Native Hawaiian and Other Pacific Islander

Source: U.S. Census Bureau, 2020 Census

#### Hispanic or Latino Origin

Area	Total (%)	Mexican (%)	Puerto Rican (%)	Cuban (%)	Other (%)
City	3.0	1.5	0.6	0.2	0.7
MSA <sup>1</sup>	9.4	7.0	0.4	0.2	1.8
U.S.	18.4	11.2	1.8	0.7	4.7

Note: Persons of Hispanic or Latino origin can be of any race; (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

#### Age

Area	Percent of Population									Median Age
	Under Age 5	Age 5-19	Age 20-34	Age 35-44	Age 45-54	Age 55-64	Age 65-74	Age 75-84	Age 85+	
City	5.1	21.2	10.2	11.7	13.6	15.7	13.9	6.2	2.5	46.5
MSA <sup>1</sup>	6.1	20.2	19.9	13.4	12.1	12.8	9.3	4.4	1.7	37.7
U.S.	5.6	19.2	20.2	12.7	12.4	13.1	10.0	4.9	1.9	38.8

Note: (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area

Source: U.S. Census Bureau, 2020 Census

#### Disability by Age

Area	All Ages	Under 18 Years Old	18 to 64 Years Old	65 Years and Over
City	8.1	0.7	6.8	19.6
MSA <sup>1</sup>	11.7	4.0	9.9	32.2
U.S.	12.6	4.4	10.3	33.4

Note: Figures show percent of the civilian noninstitutionalized population that reported having a disability. Disability status is determined from six types of difficulty: vision, hearing, cognitive, ambulatory, self-care, and independent living. For children under 5 years old, hearing and vision difficulty are used to determine disability status. For children between the ages of 5 and 14, disability status is determined from hearing, vision, cognitive, ambulatory, and self-care difficulties. For people aged 15 years and older, they are considered to have a disability if they have difficulty with any one of the six difficulty types; Note: (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

#### Ancestry

Area	German	Irish	English	American	Italian	Polish	French <sup>2</sup>	Scottish	Dutch
City	24.8	19.4	17.3	5.5	4.7	3.2	2.6	2.5	1.1
MSA <sup>1</sup>	19.9	12.3	11.1	4.9	3.2	1.6	2.1	1.9	1.2
U.S.	12.8	9.6	8.1	5.7	5.0	2.7	2.2	1.6	1.1

Note: Figures are the percentage of the total population reporting a particular ancestry. The nine most commonly reported ancestries in the U.S. are shown. Figures include multiple ancestries (e.g. if a person reported being Irish and Italian, they were included in both columns); (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area; (2) Excludes Basque

Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

**Foreign-born Population**

Area	Percent of Population Born in								
	Any Foreign Country	Asia	Mexico	Europe	Caribbean	Central America <sup>2</sup>	South America	Africa	Canada
City	6.8	4.4	0.1	1.7	0.0	0.1	0.4	0.1	0.0
MSA <sup>1</sup>	6.8	2.3	2.0	0.5	0.2	0.6	0.2	0.8	0.1
U.S.	13.6	4.2	3.3	1.5	1.4	1.1	1.1	0.8	0.2

Note: (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area; (2) Excludes Mexico.  
Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

**Household Size**

Area	Persons in Household (%)							Average Household Size
	One	Two	Three	Four	Five	Six	Seven or More	
City	16.8	45.2	13.9	13.8	8.0	1.5	0.7	2.56
MSA <sup>1</sup>	29.1	34.4	14.3	13.1	5.7	2.1	1.2	2.50
U.S.	28.1	33.8	15.5	12.9	6.0	2.3	1.4	2.60

Note: (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area  
Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

**Household Relationships**

Area	Householder	Opposite-sex Spouse	Same-sex Spouse	Opposite-sex Unmarried Partner	Same-sex Unmarried Partner	Child <sup>2</sup>	Grandchild	Other Relatives	Non-relatives
City	37.6	26.5	0.1	0.9	0.1	31.9	0.6	1.5	0.6
MSA <sup>1</sup>	39.6	18.4	0.2	2.6	0.2	29.4	2.0	3.3	2.7
U.S.	38.3	17.5	0.2	2.5	0.2	28.3	2.4	4.8	3.4

Note: Figures are percent of the total population; (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area; (2) Includes biological, adopted, and stepchildren of the householder  
Source: U.S. Census Bureau, 2020 Census

**Gender**

Area	Males	Females	Males per 100 Females
City	16,453	17,449	94.3
MSA <sup>1</sup>	1,076,104	1,115,931	96.4
U.S.	162,685,811	168,763,470	96.4

Note: (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area  
Source: U.S. Census Bureau, 2020 Census

**Marital Status**

Area	Never Married	Now Married <sup>2</sup>	Separated	Widowed	Divorced
City	19.0	70.8	0.3	3.4	6.6
MSA <sup>1</sup>	30.8	50.5	1.5	5.0	12.1
U.S.	33.8	48.0	1.8	5.6	10.8

Note: Figures are percentages and cover the population 15 years of age and older; (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area; (2) Excludes separated  
Source: U.S. Census Bureau, 2017-2021 American Community Survey 5-Year Estimates

**Religious Groups by Family**

Area	Catholic	Baptist	Methodist	LDS <sup>2</sup>	Pentecostal	Lutheran	Islam	Adventist	Other
MSA <sup>1</sup>	11.3	9.1	5.0	1.6	2.7	1.7	1.0	1.0	12.1
U.S.	18.7	7.3	3.0	2.0	1.8	1.7	1.3	1.3	11.6

Note: Figures are the number of adherents as a percentage of the total population and cover the eight largest religious groups in the U.S.; (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area; (2) Church of Jesus Christ of Latter-day Saints  
Sources: 2020 U.S. Religion Census, Association of Statisticians of American Religious Bodies; The Association of Religion Data Archives (ARDA)

**Religious Groups by Tradition**

Area	Catholic	Evangelical Protestant	Mainline Protestant	Black Protestant	Islam	Judaism	Hinduism	Orthodox	Buddhism
MSA <sup>1</sup>	11.3	19.1	7.1	3.6	1.0	0.3	0.4	0.1	0.2
U.S.	18.7	16.5	5.2	2.3	1.3	0.6	0.4	0.4	0.3

Note: Figures are the number of adherents as a percentage of the total population; (1) Figures cover the Kansas City, MO-KS Metropolitan Statistical Area  
Sources: 2020 U.S. Religion Census, Association of Statisticians of American Religious Bodies; The Association of Religion Data Archives (ARDA)