



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2021
Population	3,044	3,074	3,113
Households	1,146	1,148	1,159
Families	857	850	853
Average Household Size	2.58	2.60	2.61
Owner Occupied Housing Units	962	943	950
Renter Occupied Housing Units	184	205	209
Median Age	39.8	39.7	40.7

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.25%	0.54%	0.84%
Households	0.19%	0.54%	0.79%
Families	0.07%	0.44%	0.72%
Owner HHs	0.15%	0.54%	0.73%
Median Household Income	1.46%	1.88%	1.89%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	226	19.7%	227	19.6%
\$15,000 - \$24,999	145	12.6%	165	14.2%
\$25,000 - \$34,999	79	6.9%	61	5.3%
\$35,000 - \$49,999	142	12.4%	109	9.4%
\$50,000 - \$74,999	249	21.7%	237	20.4%
\$75,000 - \$99,999	79	6.9%	82	7.1%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	158	13.8%	193	16.7%
\$150,000 - \$199,999	41	3.6%	51	4.4%
\$200,000+	30	2.6%	34	2.9%
Median Household Income	\$47,629		\$51,207	
Average Household Income	\$62,158		\$67,789	
Per Capita Income	\$22,978		\$24,934	

POPULATION BY AGE	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	224	7.4%	217	7.1%	211	6.8%
5 - 9	200	6.6%	230	7.5%	225	7.2%
10 - 14	189	6.2%	206	6.7%	246	7.9%
15 - 19	187	6.1%	164	5.3%	194	6.2%
20 - 24	161	5.3%	145	4.7%	123	4.0%
25 - 34	387	12.7%	381	12.4%	310	10.0%
35 - 44	339	11.1%	394	12.8%	431	13.8%
45 - 54	421	13.8%	338	11.0%	347	11.2%
55 - 64	384	12.6%	416	13.5%	385	12.4%
65 - 74	268	8.8%	294	9.6%	346	11.1%
75 - 84	200	6.6%	197	6.4%	198	6.4%
85+	84	2.8%	93	3.0%	96	3.1%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	2,502	82.2%	2,482	80.7%	2,474	79.5%
Black Alone	248	8.1%	269	8.8%	291	9.4%
American Indian Alone	8	0.3%	8	0.3%	8	0.3%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	21	0.7%	26	0.8%	30	1.0%
Pacific Islander Alone	5	0.2%	5	0.2%	5	0.2%
Some Other Race Alone	223	7.3%	237	7.7%	247	7.9%
Two or More Races	37	1.2%	47	1.5%	57	1.8%
Hispanic Origin (Any Race)	479	15.7%	508	16.5%	548	17.6%

RING: 1 MILE

Housing Profile

SUMMARY DEMOGRAPHIC

2017 Population	3,074
2017 Households	1,148
2017 Median Disposable Income	\$38,358
2017 Per Capita Income	\$22,978

HOUSEHOLDS BY TYPE

Total	1,146	100%
Households with 1 Person	259	22.6%
Households with 2+ People	887	77.4%
Family Households	857	74.8%
Husband-wife Families	664	57.9%
With Own Children	268	23.4%
Other Family (No Spouse Present)	193	16.8%
With Own Children	78	6.8%
Nonfamily Households	30	2.6%
All Households with Children	393	34.3%
Multigenerational Households	59	5.1%
Unmarried Partner Households	38	3.3%
Male-female	31	2.7%
Same-sex	7	0.6%
Average Household Size	2.58	

FAMILY HOUSEHOLDS BY SIZE

Total	858	100%
2 People	359	41.8%
3 People	194	22.6%
4 People	170	19.8%
5 People	70	8.2%
6 People	37	4.3%
7+ People	28	3.3%
Average Family Size	3.01	

NONFAMILY HOUSEHOLDS BY SIZE

Total	289	100%
1 Person	259	89.6%
2 People	27	9.3%
3 People	1	0.3%
4 People	1	0.3%
5 People	1	0.3%
6 People	0	0.0%
7+ People	0	0.0%
Average Family Size	1.09	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	3,044	100%
In Households	2,962	97.3%
In Family Households	2,648	87.0%
Householder	821	27.0%
Spouse	638	21.0%
Child	967	31.8%
Other relative	159	5.2%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	64	2.1%
In Nonfamily Households	314	10.3%
In Group Quarters	82	2.7%
Institutionalized Population	82	2.7%
Noninstitutionalized Population	0	0.0%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	857	100%
Householder Age 15 - 44	306	35.7%
Householder Age 45 - 54	181	21.1%
Householder Age 55 - 64	175	20.4%
Householder Age 65 - 74	114	13.3%
Householder Age 75+	81	9.5%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	289	100%
Householder Age 15 - 44	65	22.5%
Householder Age 45 - 54	46	15.9%
Householder Age 55 - 64	49	17.0%
Householder Age 65 - 74	43	14.9%
Householder Age 75+	86	29.8%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	1,146	100%
Householder is White Alone	980	85.5%
Householder is Black Alone	91	7.9%
Householder is American Indian Alone	4	0.3%
Householder is Asian Alone	4	0.3%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	2	0.2%
Householder is Some Other Race Alone	55	4.8%
Householder is Two or More Races	10	0.9%
Households with Hispanic Householder	119	10.4%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	664	100%
Householder is White Alone	578	87.0%
Householder is Black Alone	35	5.3%
Householder is American Indian Alone	3	0.5%
Householder is Asian Alone	2	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	42	6.3%
Householder is Two or More Races	4	0.6%
Husband-wife Families with Hispanic Householder	76	11.4%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	193	100%
Householder is White Alone	145	75.1%
Householder is Black Alone	35	18.1%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	1.0%
Householder is Pacific Islander Alone	1	0.5%
Householder is Some Other Race Alone	8	4.1%
Householder is Two or More Races	2	1.0%
Other Families with Hispanic Householder	32	16.6%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	288	100%
Householder is White Alone	258	89.6%
Householder is Black Alone	21	7.3%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	1.7%
Householder is Two or More Races	4	1.4%
Nonfamily Households with Hispanic Householder	10	3.5%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	1,237	100%
Occupied Housing Units	1,146	92.6%
Vacant Housing Units		
For Rent	15	1.2%
Rented, not Occupied	0	0.0%
For Sale Only	24	1.9%
Sold, not Occupied	6	0.5%
For Seasonal/Recreational/Occasional Use	3	0.2%
For Migrant Workers	0	0.0%
Other Vacant	43	3.5%
Total Vacancy Rate	7.4%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	1,146	100%
Owner Occupied	962	83.9%
Owned with a Mortgage/Loan	584	51.0%
Owned Free and Clear	378	33.0%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.57	
Renter Occupied	184	16.1%
Average Household Size	2.66	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	963	100%
Householder is White Alone	851	88.4%
Householder is Black Alone	63	6.5%
Householder is American Indian Alone	3	0.3%
Householder is Asian Alone	4	0.4%
Householder is Pacific Islander Alone	2	0.2%
Householder is Some Other Race Alone	30	3.1%
Householder is Two or More Races	10	1.0%
Owner-occupied Housing Units with Hispanic Householder	75	7.8%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	183	100%
Householder is White Alone	129	70.5%
Householder is Black Alone	28	15.3%
Householder is American Indian Alone	1	0.5%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	25	13.7%
Householder is Two or More Races	0	0.0%
Renter-occupied Housing Units with Hispanic Householder	43	23.5%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.48

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.76
Householder is American Indian Alone	2.50
Householder is Asian Alone	4.50
Householder is Pacific Islander Alone	2.50
Householder is Some Other Race Alone	3.95
Householder is Two or More Races	2.70
Householder is Hispanic	4.04

RING: 1 MILE

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	3,074
2017 Households	1,148
2017 Median Disposable Income	\$38,358
2017 Per Capita Income	\$22,978

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	71
Total Employees	1,090
Total Residential Population	1,148
Employee/Residential Population Ratio	0.95

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$39,494,202	\$11,977,082	\$27,517,120	^ 53.5	12
Total Retail Trade	44-45	\$35,902,355	\$11,882,966	\$24,019,389	^ 50.3	11
Total Food & Drink	722	\$3,591,848	\$94,116	\$3,497,732	^ 94.9	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$8,633,612	\$611,706	\$8,021,906	^ 86.8	1
Automobile Dealers	4411	\$6,892,873	\$422,031	\$6,470,842	^ 88.5	0
Other Motor Vehicle Dealers	4412	\$1,102,904	\$0	\$1,102,904	^ 100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$637,835	\$189,675	\$448,160	^ 54.2	1
Furniture & Home Furnishings Stores	442	\$1,153,828	\$979,923	\$173,905	^ 8.2	1
Furniture Stores	4421	\$689,313	\$979,923	-\$290,610	v -17.4	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$464,515	\$0	\$464,515	^ 100.0	0
Electronics & Appliance Stores	443	\$1,608,015	\$769,481	\$838,534	^ 35.3	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,153,157	\$1,204,499	\$948,658	^ 28.3	1
Bldg Material & Supplies Dealers	4441	\$1,983,892	\$1,204,499	\$779,393	^ 24.4	1
Lawn & Garden Equip & Supply Stores	4442	\$169,265	\$0	\$169,265	^ 100.0	0
Food & Beverage Stores	445	\$5,787,100	\$1,352,799	\$4,434,301	^ 62.1	2
Grocery Stores	4451	\$5,289,933	\$688,366	\$4,601,567	^ 77.0	1
Specialty Food Stores	4452	\$280,528	\$664,433	-\$383,905	v -40.6	1
Beer, Wine & Liquor Stores	4453	\$216,640	\$0	\$216,640	^ 100.0	0
Health & Personal Care Stores	446,4461	\$2,139,600	\$880,365	\$1,259,235	^ 41.7	0
Gasoline Stations	447,4471	\$2,826,211	\$2,177,383	\$648,828	^ 13.0	1
Clothing & Clothing Accessories Stores	448	\$1,110,714	\$96,284	\$1,014,430	^ 84.0	0
Clothing Stores	4481	\$732,722	\$96,284	\$636,438	^ 76.8	0
Shoe Stores	4482	\$150,893	\$0	\$150,893	^ 100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$227,098	\$0	\$227,098	^ 100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,054,440	\$0	\$1,054,440	^ 100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$899,102	\$0	\$899,102	^ 100.0	0
Book, Periodical & Music Stores	4512	\$155,337	\$0	\$155,337	^ 100.0	0
General Merchandise Stores	452	\$7,340,222	\$529,946	\$6,810,276	^ 86.5	1
Department Stores Excluding Leased Depts.	4521	\$5,389,060	\$0	\$5,389,060	^ 100.0	0
Other General Merchandise Stores	4529	\$1,951,162	\$529,946	\$1,421,216	^ 57.3	1
Miscellaneous Store Retailers	453	\$1,739,715	\$1,920,388	-\$180,673	v -4.9	2
Florists	4531	\$69,281	\$35,877	\$33,404	^ 31.8	1
Office Supplies, Stationery & Gift Stores	4532	\$260,670	\$0	\$260,670	^ 100.0	0
Used Merchandise Stores	4533	\$218,885	\$28,162	\$190,723	^ 77.2	0
Other Miscellaneous Store Retailers	4539	\$1,190,879	\$1,856,349	-\$665,470	v -21.8	1
Nonstore Retailers	454	\$355,739	\$1,360,190	-\$1,004,451	v -58.5	0
Electronic Shopping & Mail-Order Houses	4541	\$91,779	\$1,360,190	-\$1,268,411	v -87.4	0
Vending Machine Operators	4542	\$52,544	\$0	\$52,544	^ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$211,417	\$0	\$211,417	^ 100.0	0
Food Services & Drinking Places	722	\$3,591,848	\$94,116	\$3,497,732	^ 94.9	0
Special Food Services	7223	\$20,372	\$0	\$20,372	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$73,381	\$0	\$73,381	^ 100.0	0
Restaurants/Other Eating Places	7225	\$3,498,095	\$94,116	\$3,403,979	^ 94.8	0

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Southern Satellites (10A)	57.6%	Population	3,074	3,113
2. Comfortable Empty Nesters (5A)	36.6%	Households	1,148	1,159
3. Rural Bypasses (10E)	3.7%	Families	850	853
4. Front Porches (8E)	1.2%	Median Age	39.7	40.7
5. Social Security Set (9F)	0.9%	Median Household Income	\$47,629	\$51,207

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	80	\$1,602.09	\$1,839,197
Men's	79	\$317.82	\$364,853
Women's	81	\$554.24	\$636,266
Children's	79	\$253.81	\$291,374
Footwear	79	\$339.31	\$389,525
Watches & Jewelry	77	\$80.16	\$92,018
Apparel Products and Services (1)	79	\$56.76	\$65,161
Computer			
Computers and Hardware for Home Use	74	\$128.02	\$146,971
Portable Memory	76	\$3.55	\$4,078
Computer Software	75	\$9.72	\$11,162
Computer Accessories	79	\$14.00	\$16,073
Entertainment & Recreation	82	\$2,399.68	\$2,754,835
Fees and Admissions	72	\$416.65	\$478,314
Membership Fees for Clubs (2)	75	\$143.21	\$164,405
Fees for Participant Sports, excl. Trips	75	\$67.34	\$77,306
Tickets to Theatre/Operas/Concerts	71	\$37.22	\$42,728

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	71	\$47.21	\$54,201
Admission to Sporting Events, excl. Trips	70	\$37.56	\$43,117
Fees for Recreational Lessons	68	\$83.74	\$96,136
Dating Services	52	\$0.36	\$419
TV/Video/Audio	85	\$1,027.54	\$1,179,617
Cable and Satellite Television Services	88	\$788.33	\$905,007
Televisions	81	\$88.72	\$101,848
Satellite Dishes	99	\$1.45	\$1,665
VCRs, Video Cameras, and DVD Players	74	\$6.01	\$6,897
Miscellaneous Video Equipment	79	\$6.08	\$6,978
Video Cassettes and DVDs	76	\$14.09	\$16,173
Video Game Hardware/Accessories	77	\$19.74	\$22,657
Video Game Software	76	\$10.45	\$11,991
Streaming/Downloaded Video	70	\$12.65	\$14,526
Rental of Video Cassettes and DVDs	75	\$12.23	\$14,038
Installation of Televisions	97	\$0.89	\$1,026
Audio (3)	79	\$64.32	\$73,837
Rental of TV/VCR/Radio/Sound Equipment	71	\$0.93	\$1,064
Repair of TV/Radio/Sound Equipment	63	\$1.66	\$1,910
Pets	87	\$467.49	\$536,674
Toys/Games/Crafts/Hobbies (4)	81	\$92.77	\$106,505
Recreational Vehicles and Fees (5)	85	\$91.65	\$105,216
Sports/Recreation/Exercise Equipment (6)	81	\$134.52	\$154,432
Photo Equipment and Supplies (7)	78	\$42.70	\$49,022
Reading (8)	80	\$104.53	\$119,998
Live Entertainment for Catered Affairs	91	\$9.76	\$11,200
Rental of Party Supplies for Catered Affairs	80	\$12.07	\$13,857
Food	82	\$6,621.29	\$7,601,246
Food at Home	82	\$4,109.34	\$4,717,528

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	83	\$559.57	\$642,385
Meats, Poultry, Fish, and Eggs	85	\$945.78	\$1,085,754
Dairy Products	81	\$430.47	\$494,181
Fruits and Vegetables	80	\$759.78	\$872,222
Snacks and Other Food at Home (10)	83	\$1,413.75	\$1,622,985
Food Away from Home	81	\$2,511.95	\$2,883,718
Alcoholic Beverages	76	\$389.12	\$446,714
Financial			
Value of Stocks/Bonds/Mutual funds	88	\$6,630.70	\$7,612,049
Value of Retirement Plans	85	\$22,376.03	\$25,687,677
Value of Other Financial Assets	85	\$955.89	\$1,097,361
Vehicle Loan Amount excluding Interest	89	\$2,180.14	\$2,502,802
Value of Credit Card Debt	80	\$457.36	\$525,049
Health			
Nonprescription Drugs	88	\$109.57	\$125,781
Prescription Drugs	95	\$399.22	\$458,310
Eyeglasses and Contact Lenses	82	\$72.94	\$83,736
Home			
Mortgage Payment and Basics (11)	84	\$7,238.50	\$8,309,798
Maintenance and Remodeling Services	88	\$1,541.03	\$1,769,097
Maintenance and Remodeling Materials (12)	98	\$356.51	\$409,272
Utilities, Fuel, and Public Services	88	\$4,299.91	\$4,936,294
Household Furnishings and Equipment			
Household Textiles (13)	78	\$68.32	\$78,436
Furniture	80	\$391.64	\$449,600
Rugs	75	\$18.23	\$20,929
Major Appliances (14)	85	\$239.46	\$274,904
Housewares (15)	84	\$70.07	\$80,445
Small Appliances	78	\$36.86	\$42,319

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	78	\$7.17	\$8,234
Telephones and Accessories	80	\$56.88	\$65,300
Household Operations			
Child Care	72	\$303.90	\$348,880
Lawn and Garden (16)	89	\$361.52	\$415,021
Moving/Storage/Freight Express	70	\$44.21	\$50,757
Housekeeping Supplies (17)	85	\$596.26	\$684,502
Insurance			
Owners and Renters Insurance	99	\$458.07	\$525,863
Vehicle Insurance	86	\$966.53	\$1,109,579
Life/Other Insurance	87	\$362.20	\$415,800
Health Insurance	87	\$2,935.33	\$3,369,754
Personal Care Products (18)	80	\$347.26	\$398,657
School Books & Supplies for College	71	\$45.06	\$51,729
School Books & Supplies for Elementary/High School	87	\$17.88	\$20,525
School Books & Supplies for Vocational/Technical School	81	\$1.06	\$1,214
School Books & Supplies for Preschool/Other Schools	79	\$1.88	\$2,160
Other School Supplies	78	\$59.89	\$68,752
Smoking Products	91	\$372.21	\$427,297
Transportation			
Payments on Vehicles excluding Leases	90	\$1,871.01	\$2,147,916
Gasoline and Motor Oil	89	\$2,721.82	\$3,124,646
Vehicle Maintenance and Repairs	83	\$857.18	\$984,039
Travel			
Airline Fares	72	\$327.52	\$375,989
Lodging on Trips	79	\$366.64	\$420,897
Auto/Truck Rental on Trips	78	\$18.64	\$21,402
Food and Drink on Trips	79	\$344.28	\$395,238
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	88	\$6,630.70	\$7,612,049
Value of Retirement Plans	85	\$22,376.03	\$25,687,677
Value of Other Financial Assets	85	\$955.89	\$1,097,361
Vehicle Loan Amount excluding Interest	89	\$2,180.14	\$2,502,802
Value of Credit Card Debt	80	\$457.36	\$525,049
Health			
Nonprescription Drugs	88	\$109.57	\$125,781
Prescription Drugs	95	\$399.22	\$458,310
Eyeglasses and Contact Lenses	82	\$72.94	\$83,736
Home			
Mortgage Payment and Basics (11)	84	\$7,238.50	\$8,309,798
Maintenance and Remodeling Services	88	\$1,541.03	\$1,769,097
Maintenance and Remodeling Materials (12)	98	\$356.51	\$409,272
Utilities, Fuel, and Public Services	88	\$4,299.91	\$4,936,294
Household Furnishings and Equipment			
Household Textiles (13)	78	\$68.32	\$78,436
Furniture	80	\$391.64	\$449,600
Rugs	75	\$18.23	\$20,929
Major Appliances (14)	85	\$239.46	\$274,904
Housewares (15)	84	\$70.07	\$80,445
Small Appliances	78	\$36.86	\$42,319
Luggage	78	\$7.17	\$8,234
Telephones and Accessories	80	\$56.88	\$65,300
Household Operations			
Child Care	72	\$303.90	\$348,880
Lawn and Garden (16)	89	\$361.52	\$415,021
Moving/Storage/Freight Express	70	\$44.21	\$50,757
Housekeeping Supplies (17)	85	\$596.26	\$684,502
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	99	\$458.07	\$525,863
Vehicle Insurance	86	\$966.53	\$1,109,579
Life/Other Insurance	87	\$362.20	\$415,800
Health Insurance	87	\$2,935.33	\$3,369,754
Personal Care Products (18)	80	\$347.26	\$398,657
School Books & Supplies for College	71	\$45.06	\$51,729
School Books & Supplies for Elementary/High School	87	\$17.88	\$20,525
School Books & Supplies for Vocational/Technical School	81	\$1.06	\$1,214
School Books & Supplies for Preschool/Other Schools	79	\$1.88	\$2,160
Other School Supplies	78	\$59.89	\$68,752
Smoking Products	91	\$372.21	\$427,297
Transportation			
Payments on Vehicles excluding Leases	90	\$1,871.01	\$2,147,916
Gasoline and Motor Oil	89	\$2,721.82	\$3,124,646
Vehicle Maintenance and Repairs	83	\$857.18	\$984,039
Travel			
Airline Fares	72	\$327.52	\$375,989
Lodging on Trips	79	\$366.64	\$420,897
Auto/Truck Rental on Trips	78	\$18.64	\$21,402
Food and Drink on Trips	79	\$344.28	\$395,238

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2021
Population	14,969	15,364	15,679
Households	6,185	6,331	6,452
Families	4,014	4,054	4,104
Average Household Size	2.38	2.39	2.39
Owner Occupied Housing Units	4,197	4,155	4,216
Renter Occupied Housing Units	1,988	2,176	2,236
Median Age	39.6	40.1	41.2

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.41%	0.54%	0.84%
Households	0.38%	0.54%	0.79%
Families	0.25%	0.44%	0.72%
Owner HHs	0.29%	0.54%	0.73%
Median Household Income	1.60%	1.88%	1.89%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,137	18.0%	1,158	17.9%
\$15,000 - \$24,999	712	11.2%	842	13.1%
\$25,000 - \$34,999	730	11.5%	577	8.9%
\$35,000 - \$49,999	1,045	16.5%	847	13.1%
\$50,000 - \$74,999	1,157	18.3%	1,189	18.4%
\$75,000 - \$99,999	612	9.7%	667	10.3%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	658	10.4%	829	12.8%
\$150,000 - \$199,999	168	2.7%	213	3.3%
\$200,000+	112	1.8%	130	2.0%
Median Household Income	\$42,143		\$45,624	
Average Household Income	\$56,852		\$62,013	
Per Capita Income	\$23,830		\$25,945	

POPULATION BY AGE	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	965	6.4%	940	6.1%	927	5.9%
5 - 9	905	6.0%	963	6.3%	951	6.1%
10 - 14	850	5.7%	879	5.7%	969	6.2%
15 - 19	895	6.0%	786	5.1%	841	5.4%
20 - 24	937	6.3%	889	5.8%	799	5.1%
25 - 34	2,119	14.2%	2,187	14.2%	2,005	12.8%
35 - 44	1,722	11.5%	1,893	12.3%	2,111	13.5%
45 - 54	2,038	13.6%	1,786	11.6%	1,705	10.9%
55 - 64	1,900	12.7%	2,093	13.6%	1,997	12.7%
65 - 74	1,299	8.7%	1,553	10.1%	1,897	12.1%
75 - 84	958	6.4%	942	6.1%	1,016	6.5%
85+	381	2.5%	452	2.9%	460	2.9%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	11,912	79.6%	11,957	77.8%	11,952	76.2%
Black Alone	1,954	13.1%	2,179	14.2%	2,377	15.2%
American Indian Alone	59	0.4%	63	0.4%	67	0.4%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	122	0.8%	148	1.0%	176	1.1%
Pacific Islander Alone	19	0.1%	19	0.1%	21	0.1%
Some Other Race Alone	687	4.6%	721	4.7%	748	4.8%
Two or More Races	215	1.4%	276	1.8%	338	2.2%
Hispanic Origin (Any Race)	1,295	8.7%	1,367	8.9%	1,463	9.3%

RING: 3 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2017 Population	15,364
2017 Households	6,331
2017 Median Disposable Income	\$35,891
2017 Per Capita Income	\$23,830

HOUSEHOLDS BY TYPE

Total	6,185	100%
Households with 1 Person	1,907	30.8%
Households with 2+ People	4,278	69.2%
Family Households	4,014	64.9%
Husband-wife Families	2,862	46.3%
With Own Children	1,056	17.1%
Other Family (No Spouse Present)	1,151	18.6%
With Own Children	557	9.0%
Nonfamily Households	264	4.3%
All Households with Children	1,851	29.9%
Multigenerational Households	246	4.0%
Unmarried Partner Households	249	4.0%
Male-female	209	3.4%
Same-sex	40	0.6%
Average Household Size	2.38	

FAMILY HOUSEHOLDS BY SIZE

Total	4,014	100%
2 People	1,838	45.8%
3 People	1,000	24.9%
4 People	682	17.0%
5 People	304	7.6%
6 People	115	2.9%
7+ People	75	1.9%
Average Family Size	2.97	

NONFAMILY HOUSEHOLDS BY SIZE

Total	2,172	100%
1 Person	1,907	87.8%
2 People	228	10.5%
3 People	26	1.2%
4 People	9	0.4%
5 People	2	0.1%
6 People	0	0.0%
7+ People	0	0.0%
Average Family Size	1.15	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	14,969	100%
In Households	14,740	98.5%
In Family Households	12,246	81.8%
Householder	4,031	26.9%
Spouse	2,873	19.2%
Child	4,382	29.3%
Other relative	650	4.3%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	311	2.1%
In Nonfamily Households	2,494	16.7%
In Group Quarters	229	1.5%
Institutionalized Population	204	1.4%
Noninstitutionalized Population	25	0.2%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	4,014	100%
Householder Age 15 - 44	1,605	40.0%
Householder Age 45 - 54	796	19.8%
Householder Age 55 - 64	739	18.4%
Householder Age 65 - 74	497	12.4%
Householder Age 75+	377	9.4%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	2,173	100%
Householder Age 15 - 44	586	27.0%
Householder Age 45 - 54	342	15.7%
Householder Age 55 - 64	406	18.7%
Householder Age 65 - 74	309	14.2%
Householder Age 75+	530	24.4%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	6,187	100%
Householder is White Alone	5,109	82.6%
Householder is Black Alone	790	12.8%
Householder is American Indian Alone	24	0.4%
Householder is Asian Alone	37	0.6%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	6	0.1%
Householder is Some Other Race Alone	164	2.7%
Householder is Two or More Races	57	0.9%
Households with Hispanic Householder	311	5.0%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	2,862	100%
Householder is White Alone	2,494	87.1%
Householder is Black Alone	193	6.7%
Householder is American Indian Alone	11	0.4%
Householder is Asian Alone	22	0.8%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	115	4.0%
Householder is Two or More Races	23	0.8%
Husband-wife Families with Hispanic Householder	196	6.8%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	1,152	100%
Householder is White Alone	775	67.3%
Householder is Black Alone	319	27.7%
Householder is American Indian Alone	5	0.4%
Householder is Asian Alone	8	0.7%
Householder is Pacific Islander Alone	2	0.2%
Householder is Some Other Race Alone	30	2.6%
Householder is Two or More Races	13	1.1%
Other Families with Hispanic Householder	79	6.9%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	2,172	100%
Householder is White Alone	1,840	84.7%
Householder is Black Alone	277	12.8%
Householder is American Indian Alone	8	0.4%
Householder is Asian Alone	7	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	19	0.9%
Householder is Two or More Races	21	1.0%
Nonfamily Households with Hispanic Householder	36	1.7%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	6,698	100%
Occupied Housing Units	6,185	92.3%
Vacant Housing Units		
For Rent	134	2.0%
Rented, not Occupied	17	0.3%
For Sale Only	134	2.0%
Sold, not Occupied	23	0.3%
For Seasonal/Recreational/Occasional Use	17	0.3%
For Migrant Workers	0	0.0%
Other Vacant	188	2.8%
Total Vacancy Rate	7.7%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	6,185	100%
Owner Occupied	4,197	67.9%
Owned with a Mortgage/Loan	2,649	42.8%
Owned Free and Clear	1,548	25.0%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.45	
Renter Occupied	1,988	32.1%
Average Household Size	2.24	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	4,197	100%
Householder is White Alone	3,755	89.5%
Householder is Black Alone	279	6.6%
Householder is American Indian Alone	11	0.3%
Householder is Asian Alone	26	0.6%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	86	2.0%
Householder is Two or More Races	36	0.9%
Owner-occupied Housing Units with Hispanic Householder	180	4.3%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	1,987	100%
Householder is White Alone	1,353	68.1%
Householder is Black Alone	511	25.7%
Householder is American Indian Alone	12	0.6%
Householder is Asian Alone	11	0.6%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	77	3.9%
Householder is Two or More Races	21	1.1%
Renter-occupied Housing Units with Hispanic Householder	131	6.6%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone	2.31
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AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.43
Householder is American Indian Alone	2.33
Householder is Asian Alone	3.19
Householder is Pacific Islander Alone	3.33
Householder is Some Other Race Alone	4.16
Householder is Two or More Races	2.51
Householder is Hispanic	4.11

RING: 3 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	15,364
2017 Households	6,331
2017 Median Disposable Income	\$35,891
2017 Per Capita Income	\$23,830

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	1,057
Total Employees	13,158
Total Residential Population	6,331
Employee/Residential Population Ratio	2.08

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$198,200,770	\$545,305,996	-\$347,105,226	▼ -46.7	235
Total Retail Trade	44-45	\$180,036,957	\$469,705,066	-\$289,668,109	▼ -44.6	168
Total Food & Drink	722	\$18,163,813	\$75,600,929	-\$57,437,116	▼ -61.3	68

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$42,812,458	\$27,488,346	\$15,324,112	▲ 21.8	20
Automobile Dealers	4411	\$34,175,673	\$18,115,384	\$16,060,289	▲ 30.7	7
Other Motor Vehicle Dealers	4412	\$5,417,693	\$2,682,037	\$2,735,656	▲ 33.8	3
Auto Parts, Accessories & Tire Stores	4413	\$3,219,092	\$6,690,924	-\$3,471,832	▼ -35.0	10
Furniture & Home Furnishings Stores	442	\$5,744,177	\$10,048,237	-\$4,304,060	▼ -27.3	9
Furniture Stores	4421	\$3,488,589	\$9,148,650	-\$5,660,061	▼ -44.8	6

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$2,255,589	\$899,586	\$1,356,003	^ 43.0	3
Electronics & Appliance Stores	443	\$8,269,132	\$26,286,684	-\$18,017,552	v -52.1	9
Bldg Materials, Garden Equip. & Supply Stores	444	\$10,352,816	\$16,453,391	-\$6,100,575	v -22.8	6
Bldg Material & Supplies Dealers	4441	\$9,549,749	\$16,104,240	-\$6,554,491	v -25.5	5
Lawn & Garden Equip & Supply Stores	4442	\$803,067	\$349,151	\$453,916	^ 39.4	1
Food & Beverage Stores	445	\$29,511,083	\$96,194,105	-\$66,683,022	v -53.0	20
Grocery Stores	4451	\$26,961,178	\$91,365,489	-\$64,404,311	v -54.4	14
Specialty Food Stores	4452	\$1,432,927	\$3,057,178	-\$1,624,251	v -36.2	4
Beer, Wine & Liquor Stores	4453	\$1,116,979	\$1,771,437	-\$654,458	v -22.7	2
Health & Personal Care Stores	446,4461	\$10,643,684	\$35,185,101	-\$24,541,417	v -53.6	22
Gasoline Stations	447,4471	\$14,010,171	\$19,129,087	-\$5,118,916	v -15.4	12
Clothing & Clothing Accessories Stores	448	\$5,651,553	\$11,881,988	-\$6,230,435	v -35.5	23
Clothing Stores	4481	\$3,719,802	\$7,462,650	-\$3,742,848	v -33.5	18
Shoe Stores	4482	\$767,669	\$2,144,595	-\$1,376,926	v -47.3	2
Jewelry, Luggage & Leather Goods Stores	4483	\$1,164,082	\$2,274,742	-\$1,110,660	v -32.3	4
Sporting Goods, Hobby, Book & Music Stores	451	\$5,352,261	\$16,295,516	-\$10,943,255	v -50.6	16
Sporting Goods/Hobby/Musical Instr Stores	4511	\$4,543,981	\$12,432,830	-\$7,888,849	v -46.5	13
Book, Periodical & Music Stores	4512	\$808,279	\$3,862,686	-\$3,054,407	v -65.4	3
General Merchandise Stores	452	\$37,150,102	\$193,577,948	-\$156,427,846	v -67.8	12
Department Stores Excluding Leased Depts.	4521	\$27,261,619	\$187,566,099	-\$160,304,480	v -74.6	7
Other General Merchandise Stores	4529	\$9,888,483	\$6,011,849	\$3,876,634	^ 24.4	5
Miscellaneous Store Retailers	453	\$8,726,285	\$13,062,774	-\$4,336,489	v -19.9	15
Florists	4531	\$331,196	\$533,619	-\$202,423	v -23.4	4
Office Supplies, Stationery & Gift Stores	4532	\$1,332,599	\$0	\$1,332,599	^ 100.0	0
Used Merchandise Stores	4533	\$1,122,477	\$5,739,552	-\$4,617,075	v -67.3	3
Other Miscellaneous Store Retailers	4539	\$5,940,013	\$6,789,603	-\$849,590	v -6.7	8
Nonstore Retailers	454	\$1,813,236	\$4,101,890	-\$2,288,654	v -38.7	2
Electronic Shopping & Mail-Order Houses	4541	\$460,073	\$3,355,130	-\$2,895,057	v -75.9	1
Vending Machine Operators	4542	\$268,479	\$0	\$268,479	^ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$1,084,684	\$746,760	\$337,924	^ 18.5	1
Food Services & Drinking Places	722	\$18,163,813	\$75,600,929	-\$57,437,116	v -61.3	68
Special Food Services	7223	\$102,162	\$0	\$102,162	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$387,669	\$0	\$387,669	^ 100.0	0
Restaurants/Other Eating Places	7225	\$17,673,982	\$75,600,929	-\$57,926,947	v -62.1	68

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Midlife Constants (5E)	27.8%	Population	15,364	15,679
2. Comfortable Empty Nesters (5A)	15.8%	Households	6,331	6,452
3. Southern Satellites (10A)	15.2%	Families	4,054	4,104
4. Front Porches (8E)	11.5%	Median Age	40.1	41.2
5. Old and Newcomers (8F)	10.3%	Median Household Income	\$42,143	\$45,624

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	73	\$1,475.98	\$9,344,417
Men's	73	\$293.41	\$1,857,570
Women's	74	\$509.02	\$3,222,629
Children's	72	\$232.67	\$1,473,062
Footwear	73	\$313.18	\$1,982,769
Watches & Jewelry	73	\$75.35	\$477,051
Apparel Products and Services (1)	73	\$52.34	\$331,338
Computer			
Computers and Hardware for Home Use	72	\$124.33	\$787,156
Portable Memory	73	\$3.44	\$21,810
Computer Software	73	\$9.46	\$59,870
Computer Accessories	74	\$13.10	\$82,950
Entertainment & Recreation	75	\$2,178.69	\$13,793,258
Fees and Admissions	68	\$394.20	\$2,495,694
Membership Fees for Clubs (2)	70	\$133.02	\$842,129
Fees for Participant Sports, excl. Trips	69	\$61.81	\$391,323
Tickets to Theatre/Operas/Concerts	69	\$36.61	\$231,763

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	69	\$45.67	\$289,147
Admission to Sporting Events, excl. Trips	70	\$37.45	\$237,067
Fees for Recreational Lessons	64	\$79.15	\$501,110
Dating Services	72	\$0.50	\$3,154
TV/Video/Audio	78	\$935.28	\$5,921,260
Cable and Satellite Television Services	79	\$709.42	\$4,491,349
Televisions	75	\$81.97	\$518,955
Satellite Dishes	79	\$1.15	\$7,290
VCRs, Video Cameras, and DVD Players	72	\$5.85	\$37,018
Miscellaneous Video Equipment	76	\$5.88	\$37,254
Video Cassettes and DVDs	74	\$13.73	\$86,900
Video Game Hardware/Accessories	75	\$19.35	\$122,529
Video Game Software	75	\$10.30	\$65,210
Streaming/Downloaded Video	71	\$12.95	\$81,979
Rental of Video Cassettes and DVDs	73	\$11.85	\$75,024
Installation of Televisions	77	\$0.71	\$4,488
Audio (3)	73	\$59.37	\$375,887
Rental of TV/VCR/Radio/Sound Equipment	79	\$1.04	\$6,567
Repair of TV/Radio/Sound Equipment	65	\$1.71	\$10,809
Pets	76	\$409.29	\$2,591,234
Toys/Games/Crafts/Hobbies (4)	75	\$85.28	\$539,884
Recreational Vehicles and Fees (5)	72	\$77.93	\$493,344
Sports/Recreation/Exercise Equipment (6)	72	\$119.18	\$754,507
Photo Equipment and Supplies (7)	72	\$39.61	\$250,796
Reading (8)	76	\$99.27	\$628,458
Live Entertainment for Catered Affairs	76	\$8.18	\$51,794
Rental of Party Supplies for Catered Affairs	69	\$10.47	\$66,287
Food	75	\$6,089.31	\$38,551,427
Food at Home	76	\$3,797.09	\$24,039,348

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	77	\$517.54	\$3,276,525
Meats, Poultry, Fish, and Eggs	77	\$855.99	\$5,419,251
Dairy Products	76	\$403.22	\$2,552,790
Fruits and Vegetables	75	\$715.30	\$4,528,589
Snacks and Other Food at Home (10)	76	\$1,305.04	\$8,262,192
Food Away from Home	74	\$2,292.23	\$14,512,080
Alcoholic Beverages	73	\$373.56	\$2,364,986
Financial			
Value of Stocks/Bonds/Mutual funds	76	\$5,692.67	\$36,040,287
Value of Retirement Plans	74	\$19,432.04	\$123,024,262
Value of Other Financial Assets	78	\$880.82	\$5,576,487
Vehicle Loan Amount excluding Interest	77	\$1,876.95	\$11,882,982
Value of Credit Card Debt	74	\$425.20	\$2,691,969
Health			
Nonprescription Drugs	78	\$97.22	\$615,485
Prescription Drugs	82	\$343.38	\$2,173,947
Eyeglasses and Contact Lenses	75	\$67.43	\$426,876
Home			
Mortgage Payment and Basics (11)	72	\$6,185.46	\$39,160,155
Maintenance and Remodeling Services	75	\$1,315.87	\$8,330,769
Maintenance and Remodeling Materials (12)	79	\$287.73	\$1,821,620
Utilities, Fuel, and Public Services	78	\$3,813.24	\$24,141,641
Household Furnishings and Equipment			
Household Textiles (13)	74	\$64.18	\$406,316
Furniture	73	\$361.04	\$2,285,752
Rugs	71	\$17.34	\$109,811
Major Appliances (14)	74	\$210.15	\$1,330,483
Housewares (15)	76	\$63.16	\$399,885
Small Appliances	75	\$35.13	\$222,395

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	71	\$6.56	\$41,535
Telephones and Accessories	76	\$54.07	\$342,339
Household Operations			
Child Care	67	\$285.16	\$1,805,320
Lawn and Garden (16)	76	\$309.73	\$1,960,880
Moving/Storage/Freight Express	72	\$45.43	\$287,638
Housekeeping Supplies (17)	77	\$539.16	\$3,413,426
Insurance			
Owners and Renters Insurance	81	\$373.75	\$2,366,208
Vehicle Insurance	77	\$861.63	\$5,454,994
Life/Other Insurance	76	\$314.53	\$1,991,272
Health Insurance	78	\$2,624.76	\$16,617,327
Personal Care Products (18)	74	\$322.78	\$2,043,494
School Books & Supplies for College	73	\$45.97	\$291,035
School Books & Supplies for Elementary/High School	74	\$15.22	\$96,352
School Books & Supplies for Vocational/Technical School	76	\$0.99	\$6,263
School Books & Supplies for Preschool/Other Schools	68	\$1.63	\$10,333
Other School Supplies	70	\$54.02	\$341,982
Smoking Products	83	\$340.87	\$2,158,052
Transportation			
Payments on Vehicles excluding Leases	77	\$1,604.21	\$10,156,241
Gasoline and Motor Oil	78	\$2,388.50	\$15,121,602
Vehicle Maintenance and Repairs	75	\$780.80	\$4,943,267
Travel			
Airline Fares	69	\$314.42	\$1,990,595
Lodging on Trips	72	\$332.85	\$2,107,246
Auto/Truck Rental on Trips	70	\$16.84	\$106,621
Food and Drink on Trips	72	\$315.84	\$1,999,600
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	76	\$5,692.67	\$36,040,287
Value of Retirement Plans	74	\$19,432.04	\$123,024,262
Value of Other Financial Assets	78	\$880.82	\$5,576,487
Vehicle Loan Amount excluding Interest	77	\$1,876.95	\$11,882,982
Value of Credit Card Debt	74	\$425.20	\$2,691,969
Health			
Nonprescription Drugs	78	\$97.22	\$615,485
Prescription Drugs	82	\$343.38	\$2,173,947
Eyeglasses and Contact Lenses	75	\$67.43	\$426,876
Home			
Mortgage Payment and Basics (11)	72	\$6,185.46	\$39,160,155
Maintenance and Remodeling Services	75	\$1,315.87	\$8,330,769
Maintenance and Remodeling Materials (12)	79	\$287.73	\$1,821,620
Utilities, Fuel, and Public Services	78	\$3,813.24	\$24,141,641
Household Furnishings and Equipment			
Household Textiles (13)	74	\$64.18	\$406,316
Furniture	73	\$361.04	\$2,285,752
Rugs	71	\$17.34	\$109,811
Major Appliances (14)	74	\$210.15	\$1,330,483
Housewares (15)	76	\$63.16	\$399,885
Small Appliances	75	\$35.13	\$222,395
Luggage	71	\$6.56	\$41,535
Telephones and Accessories	76	\$54.07	\$342,339
Household Operations			
Child Care	67	\$285.16	\$1,805,320
Lawn and Garden (16)	76	\$309.73	\$1,960,880
Moving/Storage/Freight Express	72	\$45.43	\$287,638
Housekeeping Supplies (17)	77	\$539.16	\$3,413,426
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	81	\$373.75	\$2,366,208
Vehicle Insurance	77	\$861.63	\$5,454,994
Life/Other Insurance	76	\$314.53	\$1,991,272
Health Insurance	78	\$2,624.76	\$16,617,327
Personal Care Products (18)	74	\$322.78	\$2,043,494
School Books & Supplies for College	73	\$45.97	\$291,035
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Smoking Products	83	\$340.87	\$2,158,052
Transportation			
Payments on Vehicles excluding Leases	77	\$1,604.21	\$10,156,241
Gasoline and Motor Oil	78	\$2,388.50	\$15,121,602
Vehicle Maintenance and Repairs	75	\$780.80	\$4,943,267
Travel			
Airline Fares	69	\$314.42	\$1,990,595
Lodging on Trips	72	\$332.85	\$2,107,246
Auto/Truck Rental on Trips	70	\$16.84	\$106,621
Food and Drink on Trips	72	\$315.84	\$1,999,600

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2021
Population	54,124	54,923	55,795
Households	21,246	21,555	21,910
Families	14,559	14,577	14,720
Average Household Size	2.53	2.53	2.53
Owner Occupied Housing Units	14,719	14,471	14,711
Renter Occupied Housing Units	6,527	7,085	7,199
Median Age	37.2	38.1	39.2

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.32%	0.54%	0.84%
Households	0.33%	0.54%	0.79%
Families	0.20%	0.44%	0.72%
Owner HHs	0.33%	0.54%	0.73%
Median Household Income	2.37%	1.88%	1.89%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	3,518	16.3%	3,481	15.9%
\$15,000 - \$24,999	2,634	12.2%	3,041	13.9%
\$25,000 - \$34,999	2,548	11.8%	2,007	9.2%
\$35,000 - \$49,999	3,247	15.1%	2,580	11.8%
\$50,000 - \$74,999	3,969	18.4%	4,169	19.0%
\$75,000 - \$99,999	2,464	11.4%	2,669	12.2%

HOUSEHOLDS BY INCOME	2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	2,363	11.0%	2,967	13.5%
\$150,000 - \$199,999	510	2.4%	643	2.9%
\$200,000+	303	1.4%	351	1.6%
Median Household Income	\$43,439		\$48,828	
Average Household Income	\$56,876		\$62,186	
Per Capita Income	\$22,458		\$24,558	

POPULATION BY AGE	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	3,840	7.1%	3,694	6.7%	3,662	6.6%
5 - 9	3,587	6.6%	3,735	6.8%	3,620	6.5%
10 - 14	3,625	6.7%	3,558	6.5%	3,818	6.8%
15 - 19	3,721	6.9%	3,297	6.0%	3,413	6.1%
20 - 24	3,359	6.2%	3,253	5.9%	2,884	5.2%
25 - 34	7,489	13.8%	7,621	13.9%	7,120	12.8%
35 - 44	6,590	12.2%	6,994	12.7%	7,771	13.9%
45 - 54	7,913	14.6%	6,884	12.5%	6,454	11.6%
55 - 64	6,635	12.3%	7,313	13.3%	7,142	12.8%
65 - 74	3,941	7.3%	4,966	9.0%	5,870	10.5%
75 - 84	2,538	4.7%	2,551	4.6%	2,938	5.3%
85+	887	1.6%	1,056	1.9%	1,103	2.0%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	27,004	49.9%	27,000	49.2%	26,904	48.2%
Black Alone	24,421	45.1%	24,953	45.4%	25,643	46.0%
American Indian Alone	175	0.3%	185	0.3%	196	0.4%

RACE AND ETHNICITY	CENSUS 2010		2017		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	310	0.6%	373	0.7%	444	0.8%
Pacific Islander Alone	74	0.1%	78	0.1%	82	0.1%
Some Other Race Alone	1,481	2.7%	1,510	2.7%	1,541	2.8%
Two or More Races	659	1.2%	825	1.5%	986	1.8%
Hispanic Origin (Any Race)	2,644	4.9%	2,713	4.9%	2,850	5.1%

RING: 5 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2017 Population	54,923
2017 Households	21,555
2017 Median Disposable Income	\$36,739
2017 Per Capita Income	\$22,458

HOUSEHOLDS BY TYPE

Total	21,246	100%
Households with 1 Person	5,835	27.5%
Households with 2+ People	15,411	72.5%
Family Households	14,559	68.5%
Husband-wife Families	9,168	43.2%
With Own Children	3,439	16.2%
Other Family (No Spouse Present)	5,391	25.4%
With Own Children	2,696	12.7%
Nonfamily Households	852	4.0%
All Households with Children	7,268	34.2%
Multigenerational Households	1,257	5.9%
Unmarried Partner Households	1,026	4.8%
Male-female	896	4.2%
Same-sex	130	0.6%
Average Household Size	2.53	

FAMILY HOUSEHOLDS BY SIZE

Total	14,559	100%
2 People	6,010	41.3%
3 People	3,808	26.2%
4 People	2,618	18.0%
5 People	1,250	8.6%
6 People	527	3.6%
7+ People	346	2.4%
Average Family Size	3.08	

NONFAMILY HOUSEHOLDS BY SIZE

Total	6,687	100%
1 Person	5,835	87.3%
2 People	729	10.9%
3 People	81	1.2%
4 People	30	0.4%
5 People	8	0.1%
6 People	2	0.0%
7+ People	2	0.0%
Average Family Size	1.16	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	54,124	100%
In Households	53,783	99.4%
In Family Households	46,051	85.1%
Householder	14,577	26.9%
Spouse	9,176	17.0%
Child	18,533	34.2%
Other relative	2,568	4.7%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	1,196	2.2%
In Nonfamily Households	7,732	14.3%
In Group Quarters	341	0.6%
Institutionalized Population	281	0.5%
Noninstitutionalized Population	60	0.1%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	14,559	100%
Householder Age 15 - 44	5,922	40.7%
Householder Age 45 - 54	3,241	22.3%
Householder Age 55 - 64	2,640	18.1%
Householder Age 65 - 74	1,617	11.1%
Householder Age 75+	1,139	7.8%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	6,687	100%
Householder Age 15 - 44	1,888	28.2%
Householder Age 45 - 54	1,284	19.2%
Householder Age 55 - 64	1,350	20.2%
Householder Age 65 - 74	923	13.8%
Householder Age 75+	1,242	18.6%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	21,245	100%
Householder is White Alone	11,716	55.1%
Householder is Black Alone	8,818	41.5%
Householder is American Indian Alone	60	0.3%
Householder is Asian Alone	92	0.4%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	20	0.1%
Householder is Some Other Race Alone	357	1.7%
Householder is Two or More Races	182	0.9%
Households with Hispanic Householder	657	3.1%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	9,169	100%
Householder is White Alone	5,759	62.8%
Householder is Black Alone	3,022	33.0%
Householder is American Indian Alone	28	0.3%
Householder is Asian Alone	61	0.7%
Householder is Pacific Islander Alone	11	0.1%
Householder is Some Other Race Alone	218	2.4%
Householder is Two or More Races	70	0.8%
Husband-wife Families with Hispanic Householder	377	4.1%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	5,391	100%
Householder is White Alone	1,790	33.2%
Householder is Black Alone	3,429	63.6%
Householder is American Indian Alone	13	0.2%
Householder is Asian Alone	11	0.2%
Householder is Pacific Islander Alone	10	0.2%
Householder is Some Other Race Alone	85	1.6%
Householder is Two or More Races	53	1.0%
Other Families with Hispanic Householder	175	3.2%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	6,687	100%
Householder is White Alone	4,168	62.3%
Householder is Black Alone	2,367	35.4%
Householder is American Indian Alone	19	0.3%
Householder is Asian Alone	20	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	54	0.8%
Householder is Two or More Races	59	0.9%
Nonfamily Households with Hispanic Householder	105	1.6%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	23,725	100%
Occupied Housing Units	21,246	89.6%
Vacant Housing Units		
For Rent	825	3.5%
Rented, not Occupied	66	0.3%
For Sale Only	530	2.2%
Sold, not Occupied	76	0.3%
For Seasonal/Recreational/Occasional Use	57	0.2%
For Migrant Workers	0	0.0%
Other Vacant	925	3.9%
Total Vacancy Rate	10.4%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	21,246	100%
Owner Occupied	14,719	69.3%
Owned with a Mortgage/Loan	10,441	49.1%
Owned Free and Clear	4,278	20.1%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.51	
Renter Occupied	6,527	30.7%
Average Household Size	2.57	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	14,720	100%
Householder is White Alone	9,137	62.1%
Householder is Black Alone	5,202	35.3%
Householder is American Indian Alone	29	0.2%
Householder is Asian Alone	63	0.4%
Householder is Pacific Islander Alone	8	0.1%
Householder is Some Other Race Alone	175	1.2%
Householder is Two or More Races	106	0.7%
Owner-occupied Housing Units with Hispanic Householder	349	2.4%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	6,528	100%
Householder is White Alone	2,580	39.5%
Householder is Black Alone	3,617	55.4%
Householder is American Indian Alone	31	0.5%
Householder is Asian Alone	29	0.4%
Householder is Pacific Islander Alone	12	0.2%
Householder is Some Other Race Alone	183	2.8%
Householder is Two or More Races	76	1.2%
Renter-occupied Housing Units with Hispanic Householder	308	4.7%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.30

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.76
Householder is American Indian Alone	2.63
Householder is Asian Alone	3.04
Householder is Pacific Islander Alone	3.70
Householder is Some Other Race Alone	4.07
Householder is Two or More Races	2.62
Householder is Hispanic	3.93

RING: 5 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	54,923
2017 Households	21,555
2017 Median Disposable Income	\$36,739
2017 Per Capita Income	\$22,458

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	1,890
Total Employees	23,254
Total Residential Population	21,555
Employee/Residential Population Ratio	1.08

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$663,865,419	\$793,345,793	-\$129,480,374	▼ -8.9	379
Total Retail Trade	44-45	\$602,051,796	\$703,421,359	-\$101,369,563	▼ -7.8	290
Total Food & Drink	722	\$61,813,623	\$89,924,434	-\$28,110,811	▼ -18.5	89

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$143,060,436	\$85,665,440	\$57,394,996	▲ 25.1	50
Automobile Dealers	4411	\$114,110,259	\$65,341,863	\$48,768,396	▲ 27.2	24
Other Motor Vehicle Dealers	4412	\$18,166,974	\$6,043,044	\$12,123,930	▲ 50.1	5
Auto Parts, Accessories & Tire Stores	4413	\$10,783,202	\$14,280,532	-\$3,497,330	▼ -14.0	20
Furniture & Home Furnishings Stores	442	\$19,688,184	\$16,142,914	\$3,545,270	▲ 9.9	14
Furniture Stores	4421	\$11,958,348	\$10,044,523	\$1,913,825	▲ 8.7	7

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$7,729,836	\$6,098,391	\$1,631,445	^ 11.8	8
Electronics & Appliance Stores	443	\$28,345,061	\$30,164,564	-\$1,819,503	v -3.1	13
Bldg Materials, Garden Equip. & Supply Stores	444	\$34,505,163	\$30,141,155	\$4,364,008	^ 6.8	18
Bldg Material & Supplies Dealers	4441	\$31,927,353	\$28,924,521	\$3,002,832	^ 4.9	14
Lawn & Garden Equip & Supply Stores	4442	\$2,577,810	\$1,216,634	\$1,361,176	^ 35.9	4
Food & Beverage Stores	445	\$98,349,227	\$181,526,150	-\$83,176,923	v -29.7	39
Grocery Stores	4451	\$89,815,924	\$174,082,922	-\$84,266,998	v -31.9	28
Specialty Food Stores	4452	\$4,786,078	\$4,900,888	-\$114,810	v -1.2	7
Beer, Wine & Liquor Stores	4453	\$3,747,224	\$2,542,340	\$1,204,884	^ 19.2	4
Health & Personal Care Stores	446,4461	\$34,905,512	\$41,898,464	-\$6,992,952	v -9.1	27
Gasoline Stations	447,4471	\$46,560,778	\$47,394,032	-\$833,254	v -0.9	27
Clothing & Clothing Accessories Stores	448	\$19,176,416	\$14,209,545	\$4,966,871	^ 14.9	30
Clothing Stores	4481	\$12,603,567	\$8,810,382	\$3,793,185	^ 17.7	23
Shoe Stores	4482	\$2,606,413	\$3,072,363	-\$465,950	v -8.2	3
Jewelry, Luggage & Leather Goods Stores	4483	\$3,966,436	\$2,326,800	\$1,639,636	^ 26.1	4
Sporting Goods, Hobby, Book & Music Stores	451	\$18,023,634	\$20,006,388	-\$1,982,754	v -5.2	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,290,826	\$15,894,667	-\$603,841	v -1.9	18
Book, Periodical & Music Stores	4512	\$2,732,808	\$4,111,721	-\$1,378,913	v -20.1	4
General Merchandise Stores	452	\$125,086,822	\$209,995,000	-\$84,908,178	v -25.3	21
Department Stores Excluding Leased Depts.	4521	\$92,065,392	\$199,013,607	-\$106,948,215	v -36.7	10
Other General Merchandise Stores	4529	\$33,021,430	\$10,981,393	\$22,040,037	^ 50.1	11
Miscellaneous Store Retailers	453	\$28,835,541	\$20,465,212	\$8,370,329	^ 17.0	26
Florists	4531	\$1,105,475	\$921,707	\$183,768	^ 9.1	8
Office Supplies, Stationery & Gift Stores	4532	\$4,535,741	\$777,477	\$3,758,264	^ 70.7	2
Used Merchandise Stores	4533	\$3,824,351	\$8,765,422	-\$4,941,071	v -39.2	6
Other Miscellaneous Store Retailers	4539	\$19,369,973	\$10,000,606	\$9,369,367	^ 31.9	10
Nonstore Retailers	454	\$5,515,022	\$5,812,497	-\$297,475	v -2.6	4
Electronic Shopping & Mail-Order Houses	4541	\$1,523,423	\$3,355,130	-\$1,831,707	v -37.5	1
Vending Machine Operators	4542	\$896,250	\$1,710,607	-\$814,357	v -31.2	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$3,095,349	\$746,760	\$2,348,589	^ 61.1	1
Food Services & Drinking Places	722	\$61,813,623	\$89,924,434	-\$28,110,811	v -18.5	89
Special Food Services	7223	\$348,846	\$0	\$348,846	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$1,334,236	\$155,219	\$1,179,017	^ 79.2	2
Restaurants/Other Eating Places	7225	\$60,130,541	\$89,769,215	-\$29,638,674	v -19.8	87

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Family Foundations (12A)	13.6%	Population	54,923	55,795
2. Midlife Constants (5E)	13.5%	Households	21,555	21,910
3. Home Improvement (4B)	8.9%	Families	14,577	14,720
4. Modest Income Homes (12D)	7.7%	Median Age	38.1	39.2
5. Middleburg (4C)	7.3%	Median Household Income	\$43,439	\$48,828

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	73	\$1,470.58	\$31,698,364
Men's	72	\$289.82	\$6,247,059
Women's	73	\$502.98	\$10,841,724
Children's	74	\$237.33	\$5,115,630
Footwear	73	\$311.68	\$6,718,155
Watches & Jewelry	73	\$75.29	\$1,622,973
Apparel Products and Services (1)	74	\$53.48	\$1,152,823
Computer			
Computers and Hardware for Home Use	73	\$125.94	\$2,714,732
Portable Memory	74	\$3.49	\$75,160
Computer Software	75	\$9.70	\$209,187
Computer Accessories	74	\$13.12	\$282,728
Entertainment & Recreation	74	\$2,160.30	\$46,565,232
Fees and Admissions	71	\$409.11	\$8,818,259
Membership Fees for Clubs (2)	71	\$135.80	\$2,927,086
Fees for Participant Sports, excl. Trips	73	\$65.75	\$1,417,253
Tickets to Theatre/Operas/Concerts	70	\$37.00	\$797,438

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	71	\$47.25	\$1,018,440
Admission to Sporting Events, excl. Trips	72	\$38.49	\$829,674
Fees for Recreational Lessons	68	\$84.30	\$1,816,979
Dating Services	77	\$0.53	\$11,388
TV/Video/Audio	76	\$919.32	\$19,815,945
Cable and Satellite Television Services	77	\$693.10	\$14,939,729
Televisions	75	\$82.85	\$1,785,878
Satellite Dishes	79	\$1.16	\$24,973
VCRs, Video Cameras, and DVD Players	72	\$5.85	\$126,195
Miscellaneous Video Equipment	79	\$6.11	\$131,776
Video Cassettes and DVDs	73	\$13.42	\$289,264
Video Game Hardware/Accessories	74	\$19.07	\$411,106
Video Game Software	74	\$10.25	\$220,977
Streaming/Downloaded Video	71	\$12.83	\$276,562
Rental of Video Cassettes and DVDs	72	\$11.83	\$255,004
Installation of Televisions	85	\$0.78	\$16,912
Audio (3)	73	\$59.36	\$1,279,520
Rental of TV/VCR/Radio/Sound Equipment	76	\$0.99	\$21,368
Repair of TV/Radio/Sound Equipment	65	\$1.70	\$36,682
Pets	74	\$398.64	\$8,592,770
Toys/Games/Crafts/Hobbies (4)	74	\$84.23	\$1,815,570
Recreational Vehicles and Fees (5)	73	\$78.70	\$1,696,308
Sports/Recreation/Exercise Equipment (6)	69	\$114.76	\$2,473,753
Photo Equipment and Supplies (7)	73	\$40.34	\$869,515
Reading (8)	73	\$96.25	\$2,074,635
Live Entertainment for Catered Affairs	77	\$8.27	\$178,216
Rental of Party Supplies for Catered Affairs	71	\$10.68	\$230,260
Food	75	\$6,018.17	\$129,721,669
Food at Home	75	\$3,731.84	\$80,439,733

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	75	\$507.06	\$10,929,680
Meats, Poultry, Fish, and Eggs	76	\$839.34	\$18,092,049
Dairy Products	74	\$391.78	\$8,444,919
Fruits and Vegetables	74	\$706.68	\$15,232,575
Snacks and Other Food at Home (10)	75	\$1,286.96	\$27,740,509
Food Away from Home	74	\$2,286.33	\$49,281,936
Alcoholic Beverages	72	\$370.52	\$7,986,476
Financial			
Value of Stocks/Bonds/Mutual funds	77	\$5,780.81	\$124,605,449
Value of Retirement Plans	74	\$19,280.70	\$415,595,566
Value of Other Financial Assets	77	\$868.56	\$18,721,750
Vehicle Loan Amount excluding Interest	77	\$1,867.38	\$40,251,348
Value of Credit Card Debt	74	\$423.40	\$9,126,365
Health			
Nonprescription Drugs	75	\$93.48	\$2,014,860
Prescription Drugs	78	\$328.75	\$7,086,251
Eyeglasses and Contact Lenses	74	\$65.87	\$1,419,782
Home			
Mortgage Payment and Basics (11)	75	\$6,400.84	\$137,970,142
Maintenance and Remodeling Services	75	\$1,323.56	\$28,529,365
Maintenance and Remodeling Materials (12)	78	\$282.96	\$6,099,296
Utilities, Fuel, and Public Services	77	\$3,753.48	\$80,906,317
Household Furnishings and Equipment			
Household Textiles (13)	74	\$64.07	\$1,380,977
Furniture	75	\$366.69	\$7,904,019
Rugs	73	\$17.72	\$381,931
Major Appliances (14)	74	\$209.00	\$4,505,090
Housewares (15)	75	\$62.73	\$1,352,186
Small Appliances	73	\$34.39	\$741,339

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	74	\$6.81	\$146,696
Telephones and Accessories	76	\$54.36	\$1,171,723
Household Operations			
Child Care	72	\$304.12	\$6,555,232
Lawn and Garden (16)	74	\$300.79	\$6,483,541
Moving/Storage/Freight Express	70	\$44.22	\$953,082
Housekeeping Supplies (17)	75	\$529.59	\$11,415,376
Insurance			
Owners and Renters Insurance	79	\$366.11	\$7,891,503
Vehicle Insurance	76	\$851.94	\$18,363,614
Life/Other Insurance	75	\$309.31	\$6,667,099
Health Insurance	76	\$2,573.77	\$55,477,524
Personal Care Products (18)	74	\$319.86	\$6,894,487
School Books & Supplies for College	70	\$44.56	\$960,449
School Books & Supplies for Elementary/High School	77	\$15.87	\$342,164
School Books & Supplies for Vocational/Technical School	78	\$1.02	\$21,964
School Books & Supplies for Preschool/Other Schools	74	\$1.76	\$37,901
Other School Supplies	71	\$54.53	\$1,175,501
Smoking Products	78	\$320.05	\$6,898,740
Transportation			
Payments on Vehicles excluding Leases	76	\$1,589.43	\$34,260,085
Gasoline and Motor Oil	76	\$2,348.75	\$50,627,218
Vehicle Maintenance and Repairs	74	\$771.00	\$16,618,982
Travel			
Airline Fares	70	\$320.09	\$6,899,608
Lodging on Trips	73	\$336.78	\$7,259,353
Auto/Truck Rental on Trips	71	\$17.15	\$369,735
Food and Drink on Trips	72	\$317.30	\$6,839,295
Financial			

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