



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	8,066	8,351	8,776
Households	2,633	2,697	2,819
Families	2,108	2,145	2,232
Average Household Size	3.06	3.10	3.11
Owner Occupied Housing Units	2,213	2,186	2,280
Renter Occupied Housing Units	420	510	539
Median Age	35.6	36.5	37.6

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.00%	1.02%	0.84%
Households	0.89%	0.96%	0.79%
Families	0.80%	0.87%	0.72%
Owner HHs	0.85%	0.93%	0.73%
Median Household Income	1.53%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	159	5.9%	159	5.6%
\$15,000 - \$24,999	236	8.7%	228	8.1%
\$25,000 - \$34,999	163	6.0%	167	5.9%
\$35,000 - \$49,999	254	9.4%	134	4.8%
\$50,000 - \$74,999	419	15.5%	443	15.7%
\$75,000 - \$99,999	468	17.3%	528	18.7%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	510	18.9%	609	21.6%
\$150,000 - \$199,999	298	11.0%	348	12.3%
\$200,000+	191	7.1%	204	7.2%
Median Household Income	\$79,860		\$86,146	
Average Household Income	\$97,475		\$105,113	
Per Capita Income	\$31,775		\$34,057	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	535	6.6%	512	6.1%	538	6.1%
5 - 9	711	8.8%	574	6.9%	554	6.3%
10 - 14	820	10.2%	713	8.5%	629	7.2%
15 - 19	672	8.3%	698	8.4%	654	7.5%
20 - 24	402	5.0%	545	6.5%	497	5.7%
25 - 34	816	10.1%	986	11.8%	1,241	14.1%
35 - 44	1,314	16.3%	1,102	13.2%	1,071	12.2%
45 - 54	1,427	17.7%	1,375	16.5%	1,258	14.3%
55 - 64	792	9.8%	1,035	12.4%	1,271	14.5%
65 - 74	359	4.5%	564	6.8%	706	8.0%
75 - 84	157	1.9%	186	2.2%	282	3.2%
85+	61	0.8%	60	0.7%	75	0.9%

RING: 1 MILE

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	2,811	2,895	3,024
Owner Occupied Housing Units	78.7%	75.5%	75.4%
Renter Occupied Housing Units	14.9%	17.6%	17.8%
Vacant Housing Units	6.3%	6.8%	6.8%
Median Home Value		\$203,525	\$222,736
Per Capita Income		\$31,775	\$34,057
Median Age	35.6	36.5	37.6

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	2,186	2,280
<\$50,000	5.3%	3.4%
\$50,000 - \$99,999	4.0%	2.6%
\$100,000 - \$149,999	17.4%	11.7%
\$150,000 - \$199,999	22.0%	21.7%
\$200,000 - \$249,999	17.5%	23.2%
\$250,000 - \$299,999	10.4%	15.4%
\$300,000 - \$399,999	14.5%	13.8%
\$400,000 - \$499,999	0.3%	0.4%
\$500,000 - \$749,999	7.3%	6.2%
\$750,000 - \$999,999	1.1%	1.4%
\$1,000,000 +	0.1%	0.1%
Average Home Value	\$241,171	\$252,116

POPULATION BY SEX	2010	2016	2021
Males	3,963	4,112	4,331
Females	4,103	4,240	4,445

POPULATION 15+ BY MARITAL STATUS 2016

Total	6,553
Never Married	24.3%
Married	60.2%
Widowed	4.7%
Divorced	10.7%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	96.3%
Civilian Unemployed	3.7%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	4,236
Agriculture/Mining	0.0%
Construction	5.5%
Manufacturing	8.5%
Wholesale Trade	3.4%
Retail Trade	15.4%
Transportation/Utilities	4.6%
Information	3.2%
Finance/Insurance/Real Estate	9.2%
Services	48.1%
Public Administration	2.0%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	4,236
White Collar	70.8%
Management/Business/Financial	20.6%
Professional	22.0%
Sales	13.0%
Administrative Support	15.2%
Services	15.4%
Blue Collar	13.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	2.7%
Production	2.0%
Transportation/Material Moving	4.2%

HOUSEHOLDS BY TYPE

Total	2,633	100%
Households with 1 Person	415	15.8%
Households with 2+ People	2,218	84.2%
Family Households	2,108	80.1%
Husband-wife Families	1,733	65.8%
With Own Children	986	37.4%
Other Family (No Spouse Present)	375	14.2%
With Own Children	216	8.2%
Nonfamily Households	110	4.1%
All Households with Children	1,287	48.9%
Multigenerational Households	114	4.3%
Unmarried Partner Households	132	5.0%
Male-female	116	4.4%
Same-sex	16	0.6%

HOUSEHOLDS BY TYPE

Average Household Size

3.06

FAMILY HOUSEHOLDS BY SIZE

Total	2,632
1 Person	15.8%
2 People	28.5%
3 People	18.6%
4 People	21.4%
5 People	10.1%
6 People	3.5%
7+ People	2.2%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	5,311
Less than 9th Grade	2.0%
9th - 12th Grade, No Diploma	5.4%
High School Graduate	20.3%
GED/Alternative Credential	2.6%
Some College, No Degree	27.4%
Associate Degree	7.5%
Bachelor's Degree	23.9%
Graduate/Professional Degree	10.9%

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Soccer Moms (4A)	33.6%	Population	8,351	8,776
2. Professional Pride (1B)	27.3%	Households	2,697	2,819
3. Middleburg (4C)	16.2%	Families	2,145	2,232
4. Home Improvement (4B)	12.5%	Median Age	36.5	37.6
5. Bright Young Professionals (8C)	7.2%	Median Household Income	\$79,860	\$86,146

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	124	\$2,491.30	\$6,719,035
Men's	123	\$493.07	\$1,329,805
Women's	122	\$836.65	\$2,256,447
Children's	126	\$406.00	\$1,094,995
Footwear	123	\$527.70	\$1,423,216
Watches & Jewelry	129	\$133.70	\$360,596
Apparel Products and Services (1)	131	\$94.17	\$253,976
Computer			
Computers and Hardware for Home Use	126	\$218.46	\$589,190
Portable Memory	129	\$6.04	\$16,303
Computer Software	124	\$16.04	\$43,261
Computer Accessories	126	\$22.40	\$60,426
Entertainment & Recreation	125	\$3,643.83	\$9,827,410
Fees and Admissions	137	\$793.04	\$2,138,841
Membership Fees for Clubs (2)	134	\$255.65	\$689,484
Fees for Participant Sports, excl. Trips	145	\$129.68	\$349,759
Tickets to Theatre/Operas/Concerts	129	\$67.99	\$183,359

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	132	\$87.76	\$236,693
Admission to Sporting Events, excl. Trips	133	\$70.89	\$191,193
Fees for Recreational Lessons	146	\$180.31	\$486,286
Dating Services	112	\$0.77	\$2,067
TV/Video/Audio	118	\$1,413.84	\$3,813,123
Cable and Satellite Television Services	115	\$1,034.92	\$2,791,189
Televisions	124	\$136.48	\$368,075
Satellite Dishes	140	\$2.04	\$5,498
VCRs, Video Cameras, and DVD Players	122	\$9.83	\$26,516
Miscellaneous Video Equipment	136	\$10.51	\$28,345
Video Cassettes and DVDs	115	\$21.26	\$57,343
Video Game Hardware/Accessories	118	\$30.15	\$81,326
Video Game Software	119	\$16.35	\$44,104
Streaming/Downloaded Video	122	\$22.08	\$59,556
Rental of Video Cassettes and DVDs	121	\$19.72	\$53,198
Installation of Televisions	162	\$1.49	\$4,019
Audio (3)	128	\$104.95	\$283,053
Rental of TV/VCR/Radio/Sound Equipment	73	\$0.95	\$2,552
Repair of TV/Radio/Sound Equipment	118	\$3.10	\$8,349
Pets	124	\$663.97	\$1,790,732
Toys/Games/Crafts/Hobbies (4)	122	\$139.83	\$377,132
Recreational Vehicles and Fees (5)	144	\$154.44	\$416,515
Sports/Recreation/Exercise Equipment (6)	128	\$212.58	\$573,338
Photo Equipment and Supplies (7)	133	\$73.44	\$198,061
Reading (8)	119	\$156.36	\$421,703
Live Entertainment for Catered Affairs	142	\$15.29	\$41,230
Rental of Party Supplies for Catered Affairs	139	\$21.04	\$56,735
Food	121	\$9,750.65	\$26,297,497
Food at Home	118	\$5,895.06	\$15,898,983

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	117	\$792.18	\$2,136,517
Meats, Poultry, Fish, and Eggs	117	\$1,301.88	\$3,511,163
Dairy Products	116	\$616.08	\$1,661,570
Fruits and Vegetables	119	\$1,140.65	\$3,076,331
Snacks and Other Food at Home (10)	119	\$2,044.27	\$5,513,401
Food Away from Home	125	\$3,855.59	\$10,398,514
Alcoholic Beverages	122	\$624.39	\$1,683,968
Financial			
Value of Stocks/Bonds/Mutual funds	137	\$10,298.49	\$27,775,020
Value of Retirement Plans	134	\$35,015.00	\$94,435,456
Value of Other Financial Assets	120	\$1,358.00	\$3,662,538
Vehicle Loan Amount excluding Interest	125	\$3,054.87	\$8,238,971
Value of Credit Card Debt	124	\$707.12	\$1,907,100
Health			
Nonprescription Drugs	117	\$145.82	\$393,276
Prescription Drugs	116	\$487.11	\$1,313,732
Eyeglasses and Contact Lenses	122	\$108.76	\$293,326
Home			
Mortgage Payment and Basics (11)	141	\$12,112.34	\$32,666,989
Maintenance and Remodeling Services	137	\$2,398.47	\$6,468,673
Maintenance and Remodeling Materials (12)	135	\$490.43	\$1,322,696
Utilities, Fuel, and Public Services	118	\$5,772.07	\$15,567,277
Household Furnishings and Equipment			
Household Textiles (13)	124	\$107.76	\$290,628
Furniture	128	\$627.07	\$1,691,220
Rugs	131	\$31.97	\$86,229
Major Appliances (14)	129	\$365.41	\$985,511
Housewares (15)	126	\$105.30	\$283,996
Small Appliances	119	\$55.94	\$150,879

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	137	\$12.65	\$34,111
Telephones and Accessories	124	\$88.17	\$237,785
Household Operations			
Child Care	141	\$595.56	\$1,606,229
Lawn and Garden (16)	127	\$517.38	\$1,395,387
Moving/Storage/Freight Express	114	\$72.39	\$195,240
Housekeeping Supplies (17)	122	\$854.39	\$2,304,300
Insurance			
Owners and Renters Insurance	128	\$592.41	\$1,597,739
Vehicle Insurance	121	\$1,349.84	\$3,640,522
Life/Other Insurance	128	\$531.14	\$1,432,480
Health Insurance	122	\$4,113.27	\$11,093,482
Personal Care Products (18)	123	\$533.81	\$1,439,688
School Books & Supplies for College	117	\$74.34	\$200,501
School Books & Supplies for Elementary/High School	137	\$28.16	\$75,958
School Books & Supplies for Vocational/Technical School	140	\$1.83	\$4,948
School Books & Supplies for Preschool/Other Schools	145	\$3.47	\$9,370
Other School Supplies	133	\$101.71	\$274,304
Smoking Products	100	\$408.53	\$1,101,815
Transportation			
Payments on Vehicles excluding Leases	125	\$2,606.08	\$7,028,590
Gasoline and Motor Oil	120	\$3,685.46	\$9,939,678
Vehicle Maintenance and Repairs	122	\$1,266.27	\$3,415,140
Travel			
Airline Fares	133	\$607.93	\$1,639,589
Lodging on Trips	134	\$621.31	\$1,675,663
Auto/Truck Rental on Trips	133	\$32.05	\$86,448
Food and Drink on Trips	131	\$574.74	\$1,550,069
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	137	\$10,298.49	\$27,775,020
Value of Retirement Plans	134	\$35,015.00	\$94,435,456
Value of Other Financial Assets	120	\$1,358.00	\$3,662,538
Vehicle Loan Amount excluding Interest	125	\$3,054.87	\$8,238,971
Value of Credit Card Debt	124	\$707.12	\$1,907,100
Health			
Nonprescription Drugs	117	\$145.82	\$393,276
Prescription Drugs	116	\$487.11	\$1,313,732
Eyeglasses and Contact Lenses	122	\$108.76	\$293,326
Home			
Mortgage Payment and Basics (11)	141	\$12,112.34	\$32,666,989
Maintenance and Remodeling Services	137	\$2,398.47	\$6,468,673
Maintenance and Remodeling Materials (12)	135	\$490.43	\$1,322,696
Utilities, Fuel, and Public Services	118	\$5,772.07	\$15,567,277
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Rugs	131	\$31.97	\$86,229
Major Appliances (14)	129	\$365.41	\$985,511
Housewares (15)	126	\$105.30	\$283,996
Small Appliances	119	\$55.94	\$150,879
Luggage	137	\$12.65	\$34,111
Telephones and Accessories	124	\$88.17	\$237,785
Household Operations			
Child Care	141	\$595.56	\$1,606,229
Lawn and Garden (16)	127	\$517.38	\$1,395,387
Moving/Storage/Freight Express	114	\$72.39	\$195,240
Housekeeping Supplies (17)	122	\$854.39	\$2,304,300
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	128	\$592.41	\$1,597,739
Vehicle Insurance	121	\$1,349.84	\$3,640,522
Life/Other Insurance	128	\$531.14	\$1,432,480
Health Insurance	122	\$4,113.27	\$11,093,482
Personal Care Products (18)	123	\$533.81	\$1,439,688
School Books & Supplies for College	117	\$74.34	\$200,501
School Books & Supplies for Elementary/High School	137	\$28.16	\$75,958
School Books & Supplies for Vocational/Technical School	140	\$1.83	\$4,948
School Books & Supplies for Preschool/Other Schools	145	\$3.47	\$9,370
Other School Supplies	133	\$101.71	\$274,304
Smoking Products	100	\$408.53	\$1,101,815
Transportation			
Payments on Vehicles excluding Leases	125	\$2,606.08	\$7,028,590
Gasoline and Motor Oil	120	\$3,685.46	\$9,939,678
Vehicle Maintenance and Repairs	122	\$1,266.27	\$3,415,140
Travel			
Airline Fares	133	\$607.93	\$1,639,589
Lodging on Trips	134	\$621.31	\$1,675,663
Auto/Truck Rental on Trips	133	\$32.05	\$86,448
Food and Drink on Trips	131	\$574.74	\$1,550,069

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	54,668	57,909	61,839
Households	19,053	20,000	21,261
Families	14,471	15,054	15,920
Average Household Size	2.87	2.90	2.91
Owner Occupied Housing Units	14,613	14,562	15,367
Renter Occupied Housing Units	4,440	5,438	5,894
Median Age	34.9	35.9	36.6

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.32%	1.02%	0.84%
Households	1.23%	0.96%	0.79%
Families	1.12%	0.87%	0.72%
Owner HHs	1.08%	0.93%	0.73%
Median Household Income	2.22%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,231	6.2%	1,245	5.9%
\$15,000 - \$24,999	1,621	8.1%	1,622	7.6%
\$25,000 - \$34,999	1,847	9.2%	1,997	9.4%
\$35,000 - \$49,999	2,288	11.4%	1,296	6.1%
\$50,000 - \$74,999	3,460	17.3%	3,702	17.4%
\$75,000 - \$99,999	3,259	16.3%	3,778	17.8%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	3,705	18.5%	4,603	21.6%
\$150,000 - \$199,999	1,363	6.8%	1,654	7.8%
\$200,000+	1,227	6.1%	1,364	6.4%
Median Household Income	\$70,638		\$78,835	
Average Household Income	\$88,375		\$95,951	
Per Capita Income	\$30,505		\$32,972	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	3,863	7.1%	3,815	6.6%	4,046	6.5%
5 - 9	4,364	8.0%	4,075	7.0%	4,071	6.6%
10 - 14	4,631	8.5%	4,522	7.8%	4,513	7.3%
15 - 19	4,190	7.7%	4,145	7.2%	4,208	6.8%
20 - 24	3,316	6.1%	3,671	6.3%	3,535	5.7%
25 - 34	7,028	12.9%	8,012	13.8%	9,132	14.8%
35 - 44	8,713	15.9%	8,091	14.0%	8,543	13.8%
45 - 54	8,952	16.4%	9,000	15.5%	8,472	13.7%
55 - 64	5,597	10.2%	6,938	12.0%	7,996	12.9%
65 - 74	2,681	4.9%	3,912	6.8%	4,882	7.9%
75 - 84	1,015	1.9%	1,363	2.4%	1,971	3.2%
85+	319	0.6%	367	0.6%	470	0.8%

RING: 3 MILES

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	20,347	21,385	22,700
Owner Occupied Housing Units	71.8%	68.1%	67.7%
Renter Occupied Housing Units	21.8%	25.4%	26.0%
Vacant Housing Units	6.4%	6.5%	6.3%
Median Home Value		\$188,677	\$212,430
Per Capita Income		\$30,505	\$32,972
Median Age	34.9	35.9	36.6

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	14,562	15,367
<\$50,000	4.9%	3.0%
\$50,000 - \$99,999	8.9%	5.4%
\$100,000 - \$149,999	18.4%	12.4%
\$150,000 - \$199,999	23.0%	24.0%
\$200,000 - \$249,999	15.4%	21.0%
\$250,000 - \$299,999	10.0%	14.8%
\$300,000 - \$399,999	11.8%	11.1%
\$400,000 - \$499,999	3.7%	3.9%
\$500,000 - \$749,999	2.6%	2.6%
\$750,000 - \$999,999	0.5%	0.7%
\$1,000,000 +	0.8%	1.0%
Average Home Value	\$221,807	\$241,982

POPULATION BY SEX	2010	2016	2021
Males	26,923	28,555	30,473
Females	27,745	29,354	31,366

POPULATION 15+ BY MARITAL STATUS 2016

Total	45,497
Never Married	29.6%
Married	54.8%
Widowed	4.9%
Divorced	10.7%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	95.9%
Civilian Unemployed	4.1%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	29,231
Agriculture/Mining	0.1%
Construction	7.6%
Manufacturing	9.2%
Wholesale Trade	3.4%
Retail Trade	16.4%
Transportation/Utilities	4.1%
Information	3.4%
Finance/Insurance/Real Estate	7.1%
Services	45.9%
Public Administration	2.9%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	29,231
White Collar	69.4%
Management/Business/Financial	17.6%
Professional	22.1%
Sales	16.1%
Administrative Support	13.6%
Services	15.4%
Blue Collar	15.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	2.8%
Production	2.3%
Transportation/Material Moving	4.7%

HOUSEHOLDS BY TYPE

Total	19,053	100%
Households with 1 Person	3,440	18.1%
Households with 2+ People	15,613	81.9%
Family Households	14,471	76.0%
Husband-wife Families	11,380	59.7%
With Own Children	5,946	31.2%
Other Family (No Spouse Present)	3,091	16.2%
With Own Children	1,762	9.2%
Nonfamily Households	1,142	5.9%
All Households with Children	8,382	44.0%
Multigenerational Households	862	4.5%
Unmarried Partner Households	1,073	5.6%
Male-female	950	5.0%
Same-sex	123	0.6%

HOUSEHOLDS BY TYPE

Average Household Size

2.87

FAMILY HOUSEHOLDS BY SIZE

Total	19,053
1 Person	18.1%
2 People	30.5%
3 People	19.1%
4 People	19.2%
5 People	8.3%
6 People	3.0%
7+ People	1.8%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	37,681
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	6.0%
High School Graduate	18.2%
GED/Alternative Credential	3.9%
Some College, No Degree	26.2%
Associate Degree	6.8%
Bachelor's Degree	26.4%
Graduate/Professional Degree	9.5%

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Bright Young Professionals (8C)	19.4%	Population	57,909	61,839
2. Middleburg (4C)	16.3%	Households	20,000	21,261
3. Professional Pride (1B)	15.8%	Families	15,054	15,920
4. Home Improvement (4B)	15.0%	Median Age	35.9	36.6
5. Soccer Moms (4A)	14.4%	Median Household Income	\$70,638	\$78,835

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	114	\$2,296.69	\$45,933,737
Men's	113	\$453.90	\$9,078,026
Women's	112	\$768.91	\$15,378,167
Children's	118	\$382.04	\$7,640,804
Footwear	114	\$486.84	\$9,736,719
Watches & Jewelry	116	\$120.42	\$2,408,316
Apparel Products and Services (1)	117	\$84.59	\$1,691,705
Computer			
Computers and Hardware for Home Use	117	\$202.70	\$4,054,077
Portable Memory	119	\$5.57	\$111,425
Computer Software	116	\$14.98	\$299,580
Computer Accessories	115	\$20.40	\$408,016
Entertainment & Recreation	114	\$3,324.91	\$66,498,264
Fees and Admissions	122	\$701.50	\$14,029,985
Membership Fees for Clubs (2)	118	\$225.17	\$4,503,311
Fees for Participant Sports, excl. Trips	129	\$115.20	\$2,303,930
Tickets to Theatre/Operas/Concerts	114	\$60.08	\$1,201,667

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	122	\$81.37	\$1,627,364
Admission to Sporting Events, excl. Trips	118	\$62.64	\$1,252,860
Fees for Recreational Lessons	127	\$156.28	\$3,125,540
Dating Services	112	\$0.77	\$15,313
TV/Video/Audio	110	\$1,322.81	\$26,456,218
Cable and Satellite Television Services	108	\$968.83	\$19,376,566
Televisions	115	\$126.92	\$2,538,491
Satellite Dishes	129	\$1.89	\$37,736
VCRs, Video Cameras, and DVD Players	115	\$9.31	\$186,118
Miscellaneous Video Equipment	128	\$9.87	\$197,417
Video Cassettes and DVDs	111	\$20.46	\$409,264
Video Game Hardware/Accessories	113	\$28.88	\$577,641
Video Game Software	116	\$15.92	\$318,411
Streaming/Downloaded Video	117	\$21.22	\$424,400
Rental of Video Cassettes and DVDs	116	\$18.97	\$379,491
Installation of Televisions	136	\$1.25	\$24,978
Audio (3)	116	\$95.30	\$1,906,098
Rental of TV/VCR/Radio/Sound Equipment	80	\$1.05	\$21,077
Repair of TV/Radio/Sound Equipment	112	\$2.93	\$58,531
Pets	113	\$604.54	\$12,090,806
Toys/Games/Crafts/Hobbies (4)	113	\$129.66	\$2,593,183
Recreational Vehicles and Fees (5)	123	\$132.66	\$2,653,269
Sports/Recreation/Exercise Equipment (6)	117	\$193.60	\$3,871,963
Photo Equipment and Supplies (7)	121	\$66.38	\$1,327,649
Reading (8)	108	\$142.21	\$2,844,122
Live Entertainment for Catered Affairs	119	\$12.85	\$256,936
Rental of Party Supplies for Catered Affairs	124	\$18.71	\$374,132
Food	112	\$9,076.23	\$181,524,557
Food at Home	110	\$5,504.54	\$110,090,775

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	109	\$736.57	\$14,731,375
Meats, Poultry, Fish, and Eggs	110	\$1,222.37	\$24,447,307
Dairy Products	108	\$573.72	\$11,474,461
Fruits and Vegetables	111	\$1,063.67	\$21,273,390
Snacks and Other Food at Home (10)	111	\$1,908.21	\$38,164,241
Food Away from Home	115	\$3,571.69	\$71,433,782
Alcoholic Beverages	112	\$574.71	\$11,494,222
Financial			
Value of Stocks/Bonds/Mutual funds	116	\$8,662.68	\$173,253,596
Value of Retirement Plans	112	\$29,381.10	\$587,622,003
Value of Other Financial Assets	109	\$1,230.13	\$24,602,530
Vehicle Loan Amount excluding Interest	118	\$2,872.59	\$57,451,783
Value of Credit Card Debt	112	\$638.82	\$12,776,434
Health			
Nonprescription Drugs	108	\$134.23	\$2,684,531
Prescription Drugs	106	\$444.49	\$8,889,705
Eyeglasses and Contact Lenses	109	\$97.71	\$1,954,143
Home			
Mortgage Payment and Basics (11)	123	\$10,560.67	\$211,213,428
Maintenance and Remodeling Services	117	\$2,053.41	\$41,068,300
Maintenance and Remodeling Materials (12)	117	\$424.70	\$8,494,068
Utilities, Fuel, and Public Services	110	\$5,354.58	\$107,091,600
Household Furnishings and Equipment			
Household Textiles (13)	113	\$98.20	\$1,964,019
Furniture	117	\$576.82	\$11,536,451
Rugs	115	\$28.00	\$559,974
Major Appliances (14)	116	\$329.82	\$6,596,485
Housewares (15)	116	\$97.11	\$1,942,272
Small Appliances	110	\$51.84	\$1,036,886

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	121	\$11.22	\$224,325
Telephones and Accessories	115	\$81.59	\$1,631,882
Household Operations			
Child Care	127	\$538.47	\$10,769,379
Lawn and Garden (16)	112	\$455.91	\$9,118,238
Moving/Storage/Freight Express	111	\$70.65	\$1,413,075
Housekeeping Supplies (17)	112	\$786.24	\$15,724,755
Insurance			
Owners and Renters Insurance	113	\$522.77	\$10,455,400
Vehicle Insurance	112	\$1,255.57	\$25,111,423
Life/Other Insurance	112	\$465.35	\$9,306,947
Health Insurance	111	\$3,737.13	\$74,742,529
Personal Care Products (18)	114	\$495.14	\$9,902,731
School Books & Supplies for College	109	\$69.24	\$1,384,894
School Books & Supplies for Elementary/High School	124	\$25.56	\$511,150
School Books & Supplies for Vocational/Technical School	132	\$1.73	\$34,648
School Books & Supplies for Preschool/Other Schools	133	\$3.18	\$63,629
Other School Supplies	122	\$93.33	\$1,866,594
Smoking Products	96	\$394.46	\$7,889,155
Transportation			
Payments on Vehicles excluding Leases	117	\$2,430.95	\$48,618,941
Gasoline and Motor Oil	112	\$3,458.67	\$69,173,303
Vehicle Maintenance and Repairs	113	\$1,165.09	\$23,301,817
Travel			
Airline Fares	118	\$537.28	\$10,745,600
Lodging on Trips	117	\$544.07	\$10,881,484
Auto/Truck Rental on Trips	120	\$28.75	\$574,971
Food and Drink on Trips	116	\$510.63	\$10,212,666
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	116	\$8,662.68	\$173,253,596
Value of Retirement Plans	112	\$29,381.10	\$587,622,003
Value of Other Financial Assets	109	\$1,230.13	\$24,602,530
Vehicle Loan Amount excluding Interest	118	\$2,872.59	\$57,451,783
Value of Credit Card Debt	112	\$638.82	\$12,776,434
Health			
Nonprescription Drugs	108	\$134.23	\$2,684,531
Prescription Drugs	106	\$444.49	\$8,889,705
Eyeglasses and Contact Lenses	109	\$97.71	\$1,954,143
Home			
Mortgage Payment and Basics (11)	123	\$10,560.67	\$211,213,428
Maintenance and Remodeling Services	117	\$2,053.41	\$41,068,300
Maintenance and Remodeling Materials (12)	117	\$424.70	\$8,494,068
Utilities, Fuel, and Public Services	110	\$5,354.58	\$107,091,600
Household Furnishings and Equipment			
Household Textiles (13)	113	\$98.20	\$1,964,019
Furniture	117	\$576.82	\$11,536,451
Rugs	115	\$28.00	\$559,974
Major Appliances (14)	116	\$329.82	\$6,596,485
Housewares (15)	116	\$97.11	\$1,942,272
Small Appliances	110	\$51.84	\$1,036,886
Luggage	121	\$11.22	\$224,325
Telephones and Accessories	115	\$81.59	\$1,631,882
Household Operations			
Child Care	127	\$538.47	\$10,769,379
Lawn and Garden (16)	112	\$455.91	\$9,118,238
Moving/Storage/Freight Express	111	\$70.65	\$1,413,075
Housekeeping Supplies (17)	112	\$786.24	\$15,724,755
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	113	\$522.77	\$10,455,400
Vehicle Insurance	112	\$1,255.57	\$25,111,423
Life/Other Insurance	112	\$465.35	\$9,306,947
Health Insurance	111	\$3,737.13	\$74,742,529
Personal Care Products (18)	114	\$495.14	\$9,902,731
School Books & Supplies for College	109	\$69.24	\$1,384,894
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School Books & Supplies for Preschool/Other Schools	133	\$3.18	\$63,629
Other School Supplies	122	\$93.33	\$1,866,594
Smoking Products	96	\$394.46	\$7,889,155
Transportation			
Payments on Vehicles excluding Leases	117	\$2,430.95	\$48,618,941
Gasoline and Motor Oil	112	\$3,458.67	\$69,173,303
Vehicle Maintenance and Repairs	113	\$1,165.09	\$23,301,817
Travel			
Airline Fares	118	\$537.28	\$10,745,600
Lodging on Trips	117	\$544.07	\$10,881,484
Auto/Truck Rental on Trips	120	\$28.75	\$574,971
Food and Drink on Trips	116	\$510.63	\$10,212,666

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	126,488	137,477	148,667
Households	44,280	47,819	51,567
Families	32,609	34,895	37,437
Average Household Size	2.82	2.84	2.85
Owner Occupied Housing Units	33,785	34,479	36,913
Renter Occupied Housing Units	10,495	13,340	14,654
Median Age	34.4	35.4	36.2

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.58%	1.02%	0.84%
Households	1.52%	0.96%	0.79%
Families	1.42%	0.87%	0.72%
Owner HHs	1.37%	0.93%	0.73%
Median Household Income	2.39%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	2,925	6.1%	3,004	5.8%
\$15,000 - \$24,999	3,406	7.1%	3,397	6.6%
\$25,000 - \$34,999	4,417	9.2%	4,616	9.0%
\$35,000 - \$49,999	5,851	12.2%	3,233	6.3%
\$50,000 - \$74,999	8,783	18.4%	9,980	19.4%
\$75,000 - \$99,999	7,969	16.7%	9,394	18.2%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	8,643	18.1%	10,907	21.2%
\$150,000 - \$199,999	3,271	6.8%	4,109	8.0%
\$200,000+	2,554	5.3%	2,926	5.7%
Median Household Income	\$69,371		\$78,058	
Average Household Income	\$86,239		\$94,388	
Per Capita Income	\$30,374		\$33,086	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	8,630	6.8%	8,770	6.4%	9,358	6.3%
5 - 9	9,676	7.6%	9,310	6.8%	9,406	6.3%
10 - 14	9,887	7.8%	10,121	7.4%	10,345	7.0%
15 - 19	10,072	8.0%	10,035	7.3%	10,545	7.1%
20 - 24	9,230	7.3%	9,601	7.0%	9,128	6.1%
25 - 34	16,818	13.3%	20,243	14.7%	22,986	15.5%
35 - 44	19,939	15.8%	19,216	14.0%	20,767	14.0%
45 - 54	19,883	15.7%	20,444	14.9%	19,792	13.3%
55 - 64	12,879	10.2%	16,139	11.7%	18,512	12.5%
65 - 74	6,044	4.8%	9,199	6.7%	11,799	7.9%
75 - 84	2,589	2.0%	3,338	2.4%	4,744	3.2%
85+	840	0.7%	1,060	0.8%	1,285	0.9%

RING: 5 MILES

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	47,438	51,180	55,030
Owner Occupied Housing Units	71.2%	67.4%	67.1%
Renter Occupied Housing Units	22.1%	26.1%	26.6%
Vacant Housing Units	6.7%	6.6%	6.3%
Median Home Value		\$182,507	\$207,065
Per Capita Income		\$30,374	\$33,086
Median Age	34.4	35.4	36.2

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	34,479	36,913
<\$50,000	4.6%	2.7%
\$50,000 - \$99,999	8.2%	4.9%
\$100,000 - \$149,999	21.3%	13.8%
\$150,000 - \$199,999	24.4%	25.3%
\$200,000 - \$249,999	16.5%	22.9%
\$250,000 - \$299,999	9.5%	14.4%
\$300,000 - \$399,999	9.1%	8.8%
\$400,000 - \$499,999	3.0%	3.2%
\$500,000 - \$749,999	2.1%	2.2%
\$750,000 - \$999,999	0.6%	0.9%
\$1,000,000 +	0.7%	0.9%
Average Home Value	\$212,136	\$234,321

POPULATION BY SEX	2010	2016	2021
Males	62,044	67,436	72,936
Females	64,444	70,040	75,731

POPULATION 15+ BY MARITAL STATUS 2016

Total	109,276
Never Married	31.8%
Married	53.0%
Widowed	4.3%
Divorced	10.9%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	95.6%
Civilian Unemployed	4.4%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	69,975
Agriculture/Mining	0.3%
Construction	6.9%
Manufacturing	8.6%
Wholesale Trade	3.3%
Retail Trade	15.1%
Transportation/Utilities	4.8%
Information	3.0%
Finance/Insurance/Real Estate	7.7%
Services	47.8%
Public Administration	2.5%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	69,975
White Collar	68.6%
Management/Business/Financial	18.1%
Professional	21.9%
Sales	14.7%
Administrative Support	13.9%
Services	16.2%
Blue Collar	15.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	3.0%
Production	3.1%
Transportation/Material Moving	4.8%

HOUSEHOLDS BY TYPE

Total	44,280	100%
Households with 1 Person	8,674	19.6%
Households with 2+ People	35,606	80.4%
Family Households	32,609	73.6%
Husband-wife Families	25,485	57.6%
With Own Children	12,980	29.3%
Other Family (No Spouse Present)	7,124	16.1%
With Own Children	3,962	8.9%
Nonfamily Households	2,997	6.8%
All Households with Children	18,376	41.5%
Multigenerational Households	1,913	4.3%
Unmarried Partner Households	2,497	5.6%
Male-female	2,190	4.9%
Same-sex	307	0.7%

HOUSEHOLDS BY TYPE

Average Household Size

2.82

FAMILY HOUSEHOLDS BY SIZE

Total	44,279
1 Person	19.6%
2 People	30.7%
3 People	19.1%
4 People	18.1%
5 People	8.0%
6 People	2.8%
7+ People	1.7%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	89,638
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	5.3%
High School Graduate	19.0%
GED/Alternative Credential	3.3%
Some College, No Degree	25.1%
Associate Degree	7.0%
Bachelor's Degree	26.5%
Graduate/Professional Degree	11.1%

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Home Improvement (4B)	23.2%	Population	137,477	148,667
2. Soccer Moms (4A)	16.2%	Households	47,819	51,567
3. Bright Young Professionals (8C)	13.8%	Families	34,895	37,437
4. Middleburg (4C)	9.2%	Median Age	35.4	36.2
5. Up and Coming Families (7A)	8.0%	Median Household Income	\$69,371	\$78,058

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	112	\$2,246.76	\$107,437,829
Men's	111	\$444.75	\$21,267,456
Women's	110	\$753.96	\$36,053,677
Children's	115	\$372.20	\$17,798,198
Footwear	111	\$476.23	\$22,772,614
Watches & Jewelry	113	\$117.32	\$5,610,192
Apparel Products and Services (1)	114	\$82.30	\$3,935,692
Computer			
Computers and Hardware for Home Use	115	\$199.04	\$9,517,838
Portable Memory	116	\$5.44	\$260,033
Computer Software	114	\$14.73	\$704,545
Computer Accessories	112	\$19.98	\$955,607
Entertainment & Recreation	112	\$3,250.54	\$155,437,703
Fees and Admissions	118	\$681.74	\$32,600,218
Membership Fees for Clubs (2)	114	\$218.77	\$10,461,215
Fees for Participant Sports, excl. Trips	125	\$111.61	\$5,337,281
Tickets to Theatre/Operas/Concerts	111	\$58.81	\$2,812,166

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	120	\$79.64	\$3,808,216
Admission to Sporting Events, excl. Trips	115	\$61.12	\$2,922,549
Fees for Recreational Lessons	123	\$151.02	\$7,221,611
Dating Services	113	\$0.78	\$37,181
TV/Video/Audio	108	\$1,299.29	\$62,130,627
Cable and Satellite Television Services	106	\$952.20	\$45,533,228
Televisions	113	\$124.40	\$5,948,463
Satellite Dishes	124	\$1.81	\$86,671
VCRs, Video Cameras, and DVD Players	113	\$9.17	\$438,585
Miscellaneous Video Equipment	124	\$9.55	\$456,736
Video Cassettes and DVDs	110	\$20.27	\$969,273
Video Game Hardware/Accessories	111	\$28.42	\$1,359,180
Video Game Software	114	\$15.69	\$750,457
Streaming/Downloaded Video	115	\$20.94	\$1,001,420
Rental of Video Cassettes and DVDs	114	\$18.67	\$892,780
Installation of Televisions	128	\$1.18	\$56,488
Audio (3)	114	\$92.99	\$4,446,499
Rental of TV/VCR/Radio/Sound Equipment	84	\$1.10	\$52,381
Repair of TV/Radio/Sound Equipment	111	\$2.90	\$138,466
Pets	110	\$591.16	\$28,268,456
Toys/Games/Crafts/Hobbies (4)	111	\$127.14	\$6,079,556
Recreational Vehicles and Fees (5)	119	\$127.63	\$6,103,155
Sports/Recreation/Exercise Equipment (6)	114	\$188.79	\$9,027,724
Photo Equipment and Supplies (7)	117	\$64.55	\$3,086,922
Reading (8)	107	\$139.99	\$6,694,044
Live Entertainment for Catered Affairs	113	\$12.22	\$584,408
Rental of Party Supplies for Catered Affairs	120	\$18.04	\$862,595
Food	110	\$8,898.50	\$425,517,565
Food at Home	108	\$5,406.49	\$258,533,027

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	107	\$723.45	\$34,594,751
Meats, Poultry, Fish, and Eggs	108	\$1,199.91	\$57,378,584
Dairy Products	106	\$564.54	\$26,995,897
Fruits and Vegetables	109	\$1,045.69	\$50,003,749
Snacks and Other Food at Home (10)	109	\$1,872.90	\$89,560,045
Food Away from Home	113	\$3,492.01	\$166,984,539
Alcoholic Beverages	110	\$564.97	\$27,016,189
Financial			
Value of Stocks/Bonds/Mutual funds	111	\$8,310.85	\$397,416,568
Value of Retirement Plans	108	\$28,345.12	\$1,355,435,436
Value of Other Financial Assets	107	\$1,206.47	\$57,692,380
Vehicle Loan Amount excluding Interest	115	\$2,803.35	\$134,053,356
Value of Credit Card Debt	110	\$626.73	\$29,969,367
Health			
Nonprescription Drugs	106	\$131.73	\$6,299,127
Prescription Drugs	104	\$435.12	\$20,806,840
Eyeglasses and Contact Lenses	107	\$95.65	\$4,573,966
Home			
Mortgage Payment and Basics (11)	119	\$10,185.17	\$487,044,859
Maintenance and Remodeling Services	113	\$1,980.88	\$94,723,932
Maintenance and Remodeling Materials (12)	112	\$408.09	\$19,514,379
Utilities, Fuel, and Public Services	108	\$5,245.91	\$250,853,976
Household Furnishings and Equipment			
Household Textiles (13)	110	\$96.23	\$4,601,854
Furniture	115	\$563.60	\$26,950,622
Rugs	112	\$27.28	\$1,304,515
Major Appliances (14)	113	\$320.98	\$15,349,072
Housewares (15)	114	\$94.96	\$4,540,871
Small Appliances	108	\$51.08	\$2,442,716

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	118	\$10.88	\$520,209
Telephones and Accessories	112	\$79.61	\$3,806,864
Household Operations			
Child Care	123	\$519.95	\$24,863,290
Lawn and Garden (16)	109	\$443.94	\$21,228,918
Moving/Storage/Freight Express	111	\$70.45	\$3,368,797
Housekeeping Supplies (17)	109	\$769.40	\$36,791,750
Insurance			
Owners and Renters Insurance	109	\$505.22	\$24,158,952
Vehicle Insurance	110	\$1,230.97	\$58,863,909
Life/Other Insurance	109	\$451.58	\$21,594,246
Health Insurance	108	\$3,654.81	\$174,769,409
Personal Care Products (18)	112	\$485.34	\$23,208,556
School Books & Supplies for College	107	\$67.98	\$3,250,876
School Books & Supplies for Elementary/High School	120	\$24.58	\$1,175,525
School Books & Supplies for Vocational/Technical School	130	\$1.70	\$81,451
School Books & Supplies for Preschool/Other Schools	128	\$3.07	\$146,689
Other School Supplies	118	\$90.83	\$4,343,479
Smoking Products	96	\$392.56	\$18,771,924
Transportation			
Payments on Vehicles excluding Leases	114	\$2,370.75	\$113,367,098
Gasoline and Motor Oil	110	\$3,385.85	\$161,908,147
Vehicle Maintenance and Repairs	110	\$1,141.91	\$54,605,123
Travel			
Airline Fares	115	\$523.62	\$25,039,061
Lodging on Trips	114	\$528.28	\$25,261,703
Auto/Truck Rental on Trips	117	\$28.02	\$1,339,702
Food and Drink on Trips	113	\$497.40	\$23,785,272
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	111	\$8,310.85	\$397,416,568
Value of Retirement Plans	108	\$28,345.12	\$1,355,435,436
Value of Other Financial Assets	107	\$1,206.47	\$57,692,380
Vehicle Loan Amount excluding Interest	115	\$2,803.35	\$134,053,356
Value of Credit Card Debt	110	\$626.73	\$29,969,367
Health			
Nonprescription Drugs	106	\$131.73	\$6,299,127
Prescription Drugs	104	\$435.12	\$20,806,840
Eyeglasses and Contact Lenses	107	\$95.65	\$4,573,966
Home			
Mortgage Payment and Basics (11)	119	\$10,185.17	\$487,044,859
Maintenance and Remodeling Services	113	\$1,980.88	\$94,723,932
Maintenance and Remodeling Materials (12)	112	\$408.09	\$19,514,379
Utilities, Fuel, and Public Services	108	\$5,245.91	\$250,853,976
Household Furnishings and Equipment			
Household Textiles (13)	110	\$96.23	\$4,601,854
Furniture	115	\$563.60	\$26,950,622
Rugs	112	\$27.28	\$1,304,515
Major Appliances (14)	113	\$320.98	\$15,349,072
Housewares (15)	114	\$94.96	\$4,540,871
Small Appliances	108	\$51.08	\$2,442,716
Luggage	118	\$10.88	\$520,209
Telephones and Accessories	112	\$79.61	\$3,806,864
Household Operations			
Child Care	123	\$519.95	\$24,863,290
Lawn and Garden (16)	109	\$443.94	\$21,228,918
Moving/Storage/Freight Express	111	\$70.45	\$3,368,797
Housekeeping Supplies (17)	109	\$769.40	\$36,791,750
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	109	\$505.22	\$24,158,952
Vehicle Insurance	110	\$1,230.97	\$58,863,909
Life/Other Insurance	109	\$451.58	\$21,594,246
Health Insurance	108	\$3,654.81	\$174,769,409
Personal Care Products (18)	112	\$485.34	\$23,208,556
School Books & Supplies for College	107	\$67.98	\$3,250,876
School Books & Supplies for Elementary/High School	120	\$24.58	\$1,175,525
School Books & Supplies for Vocational/Technical School	130	\$1.70	\$81,451
School Books & Supplies for Preschool/Other Schools	128	\$3.07	\$146,689
Other School Supplies	118	\$90.83	\$4,343,479
Smoking Products	96	\$392.56	\$18,771,924
Transportation			
Payments on Vehicles excluding Leases	114	\$2,370.75	\$113,367,098
Gasoline and Motor Oil	110	\$3,385.85	\$161,908,147
Vehicle Maintenance and Repairs	110	\$1,141.91	\$54,605,123
Travel			
Airline Fares	115	\$523.62	\$25,039,061
Lodging on Trips	114	\$528.28	\$25,261,703
Auto/Truck Rental on Trips	117	\$28.02	\$1,339,702
Food and Drink on Trips	113	\$497.40	\$23,785,272

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