



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	5,096	5,023	4,964
Households	1,922	1,874	1,841
Families	1,276	1,232	1,204
Average Household Size	2.56	2.58	2.60
Owner Occupied Housing Units	724	627	615
Renter Occupied Housing Units	1,198	1,247	1,226
Median Age	32.3	33.0	34.2

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.24%	1.02%	0.84%
Households	-0.35%	0.96%	0.79%
Families	-0.46%	0.87%	0.72%
Owner HHs	-0.39%	0.93%	0.73%
Median Household Income	0.51%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	629	33.6%	613	33.3%
\$15,000 - \$24,999	360	19.2%	341	18.5%
\$25,000 - \$34,999	281	15.0%	339	18.4%
\$35,000 - \$49,999	206	11.0%	125	6.8%
\$50,000 - \$74,999	220	11.7%	209	11.4%
\$75,000 - \$99,999	102	5.4%	121	6.6%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	59	3.1%	71	3.9%
\$150,000 - \$199,999	12	0.6%	15	0.8%
\$200,000+	5	0.3%	5	0.3%
Median Household Income	\$22,952		\$23,546	
Average Household Income	\$33,384		\$35,250	
Per Capita Income	\$13,334		\$13,951	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	492	9.7%	445	8.9%	436	8.8%
5 - 9	446	8.8%	447	8.9%	402	8.1%
10 - 14	405	7.9%	416	8.3%	398	8.0%
15 - 19	380	7.5%	356	7.1%	362	7.3%
20 - 24	369	7.2%	332	6.6%	321	6.5%
25 - 34	610	12.0%	638	12.7%	614	12.4%
35 - 44	543	10.7%	530	10.6%	547	11.0%
45 - 54	653	12.8%	564	11.2%	521	10.5%
55 - 64	551	10.8%	583	11.6%	590	11.9%
65 - 74	337	6.6%	400	8.0%	447	9.0%
75 - 84	201	3.9%	207	4.1%	225	4.5%
85+	110	2.2%	104	2.1%	101	2.0%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	319	6.3%	268	5.3%	233	4.7%
Black Alone	4,671	91.7%	4,642	92.4%	4,608	92.8%
American Indian Alone	4	0.1%	5	0.1%	5	0.1%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	15	0.3%	16	0.3%	18	0.4%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	11	0.2%	12	0.2%	13	0.3%
Two or More Races	75	1.5%	80	1.6%	87	1.8%
Hispanic Origin (Any Race)	52	1.0%	58	1.2%	66	1.3%

RING: 1 MILE

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	5,023
2016 Households	1,874
2016 Median Disposable Income	\$19,720
2016 Per Capita Income	\$13,334

HOUSEHOLDS BY TYPE

Total	1,922	100%
Households with 1 Person	576	30.0%
Households with 2+ People	1,346	70.0%
Family Households	1,276	66.4%
Husband-wife Families	420	21.9%
With Own Children	136	7.1%
Other Family (No Spouse Present)	856	44.5%
With Own Children	506	26.3%
Nonfamily Households	70	3.6%
All Households with Children	797	41.5%
Multigenerational Households	160	8.3%
Unmarried Partner Households	124	6.5%
Male-female	113	5.9%
Same-sex	11	0.6%
Average Household Size	2.56	

FAMILY HOUSEHOLDS BY SIZE

Total	1,276	100%
2 People	468	36.7%
3 People	356	27.9%
4 People	225	17.6%
5 People	131	10.3%
6 People	50	3.9%
7+ People	46	3.6%
Average Family Size	3.17	

NONFAMILY HOUSEHOLDS BY SIZE

Total	647	100%
1 Person	576	89.0%
2 People	60	9.3%
3 People	8	1.2%
4 People	2	0.3%
5 People	1	0.2%
6 People	0	0.0%
7+ People	0	0.0%
Average Family Size	1.13	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	5,096	100%
In Households	4,914	96.4%
In Family Households	4,187	82.2%
Householder	1,267	24.9%
Spouse	415	8.1%
Child	2,074	40.7%
Other relative	284	5.6%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	147	2.9%
In Nonfamily Households	727	14.3%
In Group Quarters	182	3.6%
Institutionalized Population	182	3.6%
Noninstitutionalized Population	0	0.0%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	1,275	100%
Householder Age 15 - 44	604	47.4%
Householder Age 45 - 54	261	20.5%
Householder Age 55 - 64	192	15.1%
Householder Age 65 - 74	126	9.9%
Householder Age 75+	92	7.2%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	645	100%
Householder Age 15 - 44	170	26.4%
Householder Age 45 - 54	141	21.9%
Householder Age 55 - 64	146	22.6%
Householder Age 65 - 74	99	15.3%
Householder Age 75+	89	13.8%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	1,921	100%
Householder is White Alone	154	8.0%
Householder is Black Alone	1,743	90.7%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	5	0.3%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.2%
Householder is Two or More Races	15	0.8%
Households with Hispanic Householder	16	0.8%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	419	100%
Householder is White Alone	48	11.5%
Householder is Black Alone	365	87.1%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	4	1.0%
Husband-wife Families with Hispanic Householder	4	1.0%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	857	100%
Householder is White Alone	45	5.3%
Householder is Black Alone	802	93.6%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.2%
Householder is Two or More Races	6	0.7%
Other Families with Hispanic Householder	8	0.9%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	647	100%
Householder is White Alone	61	9.4%
Householder is Black Alone	577	89.2%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.3%
Householder is Two or More Races	5	0.8%
Nonfamily Households with Hispanic Householder	4	0.6%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	2,240	100%
Occupied Housing Units	1,922	85.8%
Vacant Housing Units		
For Rent	81	3.6%
Rented, not Occupied	1	0.0%
For Sale Only	31	1.4%
Sold, not Occupied	13	0.6%
For Seasonal/Recreational/Occasional Use	2	0.1%
For Migrant Workers	0	0.0%
Other Vacant	190	8.5%
Total Vacancy Rate	14.2%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	1,922	100%
Owner Occupied	724	37.7%
Owned with a Mortgage/Loan	484	25.2%
Owned Free and Clear	240	12.5%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.46	
Renter Occupied	1,198	62.3%
Average Household Size	2.62	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	723	100%
Householder is White Alone	109	15.1%
Householder is Black Alone	606	83.8%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.1%
Householder is Two or More Races	5	0.7%
Owner-occupied Housing Units with Hispanic Householder	8	1.1%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	1,197	100%
Householder is White Alone	45	3.8%
Householder is Black Alone	1,137	95.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	3	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.3%
Householder is Two or More Races	9	0.8%
Renter-occupied Housing Units with Hispanic Householder	8	0.7%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.06

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.59
Householder is American Indian Alone	0.00
Householder is Asian Alone	3.80
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	2.00
Householder is Two or More Races	3.33
Householder is Hispanic	3.12

RING: 1 MILE

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	5,023
2016 Households	1,874
2016 Median Disposable Income	\$19,720
2016 Per Capita Income	\$13,334

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	326
Total Employees	3,391
Total Residential Population	1,874
Employee/Residential Population Ratio	1.81

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	\$34,925,631	\$244,768,744	-\$209,843,113	▼ -75.0	124
Total Retail Trade	44-45	\$31,738,095	\$226,065,101	-\$194,327,006	▼ -75.4	97
Total Food & Drink	722	\$3,187,536	\$18,703,643	-\$15,516,107	▼ -70.9	27

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$7,285,205	\$64,025,203	-\$56,739,998	▼ -79.6	13
Automobile Dealers	4411	\$6,191,868	\$55,418,094	-\$49,226,226	▼ -79.9	7
Other Motor Vehicle Dealers	4412	\$577,987	\$0	\$577,987	▲ 100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$515,349	\$8,607,109	-\$8,091,760	▼ -88.7	6
Furniture & Home Furnishings Stores	442	\$1,086,090	\$13,152,803	-\$12,066,713	▼ -84.7	6
Furniture Stores	4421	\$634,997	\$12,798,332	-\$12,163,335	▼ -90.5	5

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$451,092	\$354,471	\$96,621	^ 12.0	1
Electronics & Appliance Stores	443	\$1,638,745	\$1,877,444	-\$238,699	v -6.8	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,573,932	\$6,633,907	-\$5,059,975	v -61.6	2
Bldg Material & Supplies Dealers	4441	\$1,465,621	\$6,633,907	-\$5,168,286	v -63.8	2
Lawn & Garden Equip & Supply Stores	4442	\$108,311	\$0	\$108,311	^ 100.0	0
Food & Beverage Stores	445	\$5,980,097	\$7,009,768	-\$1,029,671	v -7.9	9
Grocery Stores	4451	\$5,210,901	\$5,373,747	-\$162,846	v -1.5	6
Specialty Food Stores	4452	\$469,139	\$797,995	-\$328,856	v -26.0	1
Beer, Wine & Liquor Stores	4453	\$300,056	\$838,026	-\$537,970	v -47.3	2
Health & Personal Care Stores	446,4461	\$1,875,622	\$11,401,837	-\$9,526,215	v -71.7	7
Gasoline Stations	447,4471	\$2,456,552	\$9,531,905	-\$7,075,353	v -59.0	5
Clothing & Clothing Accessories Stores	448	\$1,359,870	\$19,633,187	-\$18,273,317	v -87.0	28
Clothing Stores	4481	\$928,753	\$8,752,018	-\$7,823,265	v -80.8	13
Shoe Stores	4482	\$200,576	\$5,419,037	-\$5,218,461	v -92.9	9
Jewelry, Luggage & Leather Goods Stores	4483	\$230,542	\$5,462,133	-\$5,231,591	v -91.9	6
Sporting Goods, Hobby, Book & Music Stores	451	\$759,144	\$20,004,755	-\$19,245,611	v -92.7	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$642,037	\$17,274,546	-\$16,632,509	v -92.8	3
Book, Periodical & Music Stores	4512	\$117,107	\$2,730,210	-\$2,613,103	v -91.8	2
General Merchandise Stores	452	\$6,005,112	\$61,844,827	-\$55,839,715	v -82.3	7
Department Stores Excluding Leased Depts.	4521	\$4,510,180	\$56,736,741	-\$52,226,561	v -85.3	3
Other General Merchandise Stores	4529	\$1,494,932	\$5,108,086	-\$3,613,154	v -54.7	4
Miscellaneous Store Retailers	453	\$1,240,878	\$10,425,217	-\$9,184,339	v -78.7	13
Florists	4531	\$34,537	\$0	\$34,537	^ 100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$192,529	\$2,551,226	-\$2,358,697	v -86.0	2
Used Merchandise Stores	4533	\$172,084	\$3,367,969	-\$3,195,885	v -90.3	6
Other Miscellaneous Store Retailers	4539	\$841,728	\$4,506,023	-\$3,664,295	v -68.5	5
Nonstore Retailers	454	\$476,847	\$524,247	-\$47,400	v -4.7	1
Electronic Shopping & Mail-Order Houses	4541	\$300,656	\$524,247	-\$223,591	v -27.1	1
Vending Machine Operators	4542	\$30,136	\$0	\$30,136	^ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$146,056	\$0	\$146,056	^ 100.0	0
Food Services & Drinking Places	722	\$3,187,536	\$18,703,643	-\$15,516,107	v -70.9	27
Special Food Services	7223	\$32,807	\$168,971	-\$136,164	v -67.5	2
Drinking Places - Alcoholic Beverages	7224	\$73,327	\$169,807	-\$96,480	v -39.7	1
Restaurants/Other Eating Places	7225	\$3,081,402	\$18,364,865	-\$15,283,463	v -71.3	24

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. City Commons (11E)	44.8%	Population	5,023	4,964
2. Modest Income Homes (12D)	35.7%	Households	1,874	1,841
3. Family Foundations (12A)	17.6%	Families	1,232	1,204
4. Hardscrabble Road (8G)	2.0%	Median Age	33.0	34.2
5. Exurbanites (1E)	0.0%	Median Household Income	\$22,952	\$23,546

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	45	\$905.90	\$1,697,649
Men's	43	\$174.16	\$326,382
Women's	44	\$302.38	\$566,653
Children's	49	\$158.96	\$297,897
Footwear	45	\$194.59	\$364,662
Watches & Jewelry	41	\$42.59	\$79,806
Apparel Products and Services (1)	46	\$33.22	\$62,250
Computer			
Computers and Hardware for Home Use	45	\$77.23	\$144,731
Portable Memory	46	\$2.14	\$4,015
Computer Software	51	\$6.54	\$12,248
Computer Accessories	43	\$7.59	\$14,218
Entertainment & Recreation	43	\$1,257.65	\$2,356,838
Fees and Admissions	38	\$216.57	\$405,858
Membership Fees for Clubs (2)	38	\$72.40	\$135,682
Fees for Participant Sports, excl. Trips	38	\$33.86	\$63,456
Tickets to Theatre/Operas/Concerts	38	\$20.04	\$37,563

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	40	\$26.89	\$50,385
Admission to Sporting Events, excl. Trips	41	\$21.75	\$40,764
Fees for Recreational Lessons	33	\$41.19	\$77,196
Dating Services	62	\$0.43	\$813
TV/Video/Audio	49	\$593.09	\$1,111,443
Cable and Satellite Television Services	50	\$451.48	\$846,076
Televisions	49	\$53.66	\$100,561
Satellite Dishes	42	\$0.62	\$1,165
VCRs, Video Cameras, and DVD Players	45	\$3.67	\$6,883
Miscellaneous Video Equipment	50	\$3.86	\$7,243
Video Cassettes and DVDs	46	\$8.52	\$15,963
Video Game Hardware/Accessories	51	\$13.17	\$24,677
Video Game Software	52	\$7.13	\$13,369
Streaming/Downloaded Video	42	\$7.69	\$14,416
Rental of Video Cassettes and DVDs	45	\$7.35	\$13,773
Installation of Televisions	49	\$0.45	\$846
Audio (3)	41	\$33.47	\$62,731
Rental of TV/VCR/Radio/Sound Equipment	82	\$1.08	\$2,029
Repair of TV/Radio/Sound Equipment	35	\$0.91	\$1,712
Pets	41	\$217.52	\$407,626
Toys/Games/Crafts/Hobbies (4)	44	\$50.37	\$94,395
Recreational Vehicles and Fees (5)	36	\$38.37	\$71,902
Sports/Recreation/Exercise Equipment (6)	34	\$55.71	\$104,397
Photo Equipment and Supplies (7)	41	\$22.50	\$42,172
Reading (8)	41	\$54.27	\$101,703
Live Entertainment for Catered Affairs	39	\$4.23	\$7,926
Rental of Party Supplies for Catered Affairs	33	\$5.02	\$9,414
Food	47	\$3,767.88	\$7,061,014
Food at Home	48	\$2,376.35	\$4,453,283

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	48	\$325.96	\$610,842
Meats, Poultry, Fish, and Eggs	49	\$545.95	\$1,023,109
Dairy Products	46	\$244.61	\$458,408
Fruits and Vegetables	46	\$440.81	\$826,087
Snacks and Other Food at Home (10)	48	\$819.02	\$1,534,837
Food Away from Home	45	\$1,391.53	\$2,607,730
Alcoholic Beverages	44	\$224.33	\$420,388
Financial			
Value of Stocks/Bonds/Mutual funds	44	\$3,319.56	\$6,220,861
Value of Retirement Plans	36	\$9,550.77	\$17,898,137
Value of Other Financial Assets	51	\$579.88	\$1,086,691
Vehicle Loan Amount excluding Interest	47	\$1,151.92	\$2,158,705
Value of Credit Card Debt	43	\$246.67	\$462,262
Health			
Nonprescription Drugs	45	\$56.03	\$104,991
Prescription Drugs	47	\$195.23	\$365,862
Eyeglasses and Contact Lenses	42	\$37.35	\$69,985
Home			
Mortgage Payment and Basics (11)	36	\$3,102.62	\$5,814,315
Maintenance and Remodeling Services	36	\$639.38	\$1,198,207
Maintenance and Remodeling Materials (12)	38	\$139.30	\$261,040
Utilities, Fuel, and Public Services	49	\$2,386.98	\$4,473,194
Household Furnishings and Equipment			
Household Textiles (13)	44	\$38.60	\$72,342
Furniture	46	\$225.54	\$422,654
Rugs	39	\$9.46	\$17,719
Major Appliances (14)	39	\$109.62	\$205,437
Housewares (15)	43	\$35.81	\$67,117
Small Appliances	43	\$20.41	\$38,239

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	42	\$3.85	\$7,214
Telephones and Accessories	50	\$35.27	\$66,090
Household Operations			
Child Care	42	\$178.98	\$335,400
Lawn and Garden (16)	36	\$147.22	\$275,887
Moving/Storage/Freight Express	43	\$27.12	\$50,818
Housekeeping Supplies (17)	46	\$322.09	\$603,593
Insurance			
Owners and Renters Insurance	42	\$196.69	\$368,606
Vehicle Insurance	47	\$528.58	\$990,558
Life/Other Insurance	39	\$163.37	\$306,156
Health Insurance	44	\$1,488.62	\$2,789,667
Personal Care Products (18)	44	\$191.80	\$359,436
School Books & Supplies for College	45	\$28.27	\$52,986
School Books & Supplies for Elementary/High School	50	\$10.20	\$19,118
School Books & Supplies for Vocational/Technical School	47	\$0.62	\$1,155
School Books & Supplies for Preschool/Other Schools	42	\$1.00	\$1,875
Other School Supplies	39	\$29.72	\$55,702
Smoking Products	57	\$235.46	\$441,254
Transportation			
Payments on Vehicles excluding Leases	45	\$942.56	\$1,766,360
Gasoline and Motor Oil	48	\$1,463.40	\$2,742,403
Vehicle Maintenance and Repairs	44	\$455.67	\$853,930
Travel			
Airline Fares	36	\$166.23	\$311,516
Lodging on Trips	38	\$175.45	\$328,785
Auto/Truck Rental on Trips	37	\$8.99	\$16,845
Food and Drink on Trips	38	\$167.51	\$313,913
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	44	\$3,319.56	\$6,220,861
Value of Retirement Plans	36	\$9,550.77	\$17,898,137
Value of Other Financial Assets	51	\$579.88	\$1,086,691
Vehicle Loan Amount excluding Interest	47	\$1,151.92	\$2,158,705
Value of Credit Card Debt	43	\$246.67	\$462,262
Health			
Nonprescription Drugs	45	\$56.03	\$104,991
Prescription Drugs	47	\$195.23	\$365,862
Eyeglasses and Contact Lenses	42	\$37.35	\$69,985
Home			
Mortgage Payment and Basics (11)	36	\$3,102.62	\$5,814,315
Maintenance and Remodeling Services	36	\$639.38	\$1,198,207
Maintenance and Remodeling Materials (12)	38	\$139.30	\$261,040
Utilities, Fuel, and Public Services	49	\$2,386.98	\$4,473,194
Household Furnishings and Equipment			
Household Textiles (13)	44	\$38.60	\$72,342
Furniture	46	\$225.54	\$422,654
Rugs	39	\$9.46	\$17,719
Major Appliances (14)	39	\$109.62	\$205,437
Housewares (15)	43	\$35.81	\$67,117
Small Appliances	43	\$20.41	\$38,239
Luggage	42	\$3.85	\$7,214
Telephones and Accessories	50	\$35.27	\$66,090
Household Operations			
Child Care	42	\$178.98	\$335,400
Lawn and Garden (16)	36	\$147.22	\$275,887
Moving/Storage/Freight Express	43	\$27.12	\$50,818
Housekeeping Supplies (17)	46	\$322.09	\$603,593
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	42	\$196.69	\$368,606
Vehicle Insurance	47	\$528.58	\$990,558
Life/Other Insurance	39	\$163.37	\$306,156
Health Insurance	44	\$1,488.62	\$2,789,667
Personal Care Products (18)	44	\$191.80	\$359,436
School Books & Supplies for College	45	\$28.27	\$52,986
School Books & Supplies for Elementary/High School	50	\$10.20	\$19,118
School Books & Supplies for Vocational/Technical School	47	\$0.62	\$1,155
School Books & Supplies for Preschool/Other Schools	42	\$1.00	\$1,875
Other School Supplies	39	\$29.72	\$55,702
Smoking Products	57	\$235.46	\$441,254
Transportation			
Payments on Vehicles excluding Leases	45	\$942.56	\$1,766,360
Gasoline and Motor Oil	48	\$1,463.40	\$2,742,403
Vehicle Maintenance and Repairs	44	\$455.67	\$853,930
Travel			
Airline Fares	36	\$166.23	\$311,516
Lodging on Trips	38	\$175.45	\$328,785
Auto/Truck Rental on Trips	37	\$8.99	\$16,845
Food and Drink on Trips	38	\$167.51	\$313,913

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	59,055	58,743	58,288
Households	21,723	21,288	20,977
Families	13,613	13,190	12,921
Average Household Size	2.57	2.61	2.62
Owner Occupied Housing Units	9,012	7,821	7,635
Renter Occupied Housing Units	12,711	13,468	13,342
Median Age	31.3	32.0	32.9

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.16%	1.02%	0.84%
Households	-0.29%	0.96%	0.79%
Families	-0.41%	0.87%	0.72%
Owner HHs	-0.48%	0.93%	0.73%
Median Household Income	0.34%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	6,708	31.5%	6,666	31.8%
\$15,000 - \$24,999	3,956	18.6%	3,646	17.4%
\$25,000 - \$34,999	3,057	14.4%	3,490	16.6%
\$35,000 - \$49,999	2,911	13.7%	2,099	10.0%
\$50,000 - \$74,999	2,527	11.9%	2,631	12.5%
\$75,000 - \$99,999	1,113	5.2%	1,276	6.1%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	698	3.3%	802	3.8%
\$150,000 - \$199,999	173	0.8%	211	1.0%
\$200,000+	145	0.7%	155	0.7%
Median Household Income	\$24,924		\$25,356	
Average Household Income	\$35,825		\$38,017	
Per Capita Income	\$13,995		\$14,709	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	5,199	8.8%	4,899	8.3%	4,840	8.3%
5 - 9	4,542	7.7%	4,493	7.6%	4,252	7.3%
10 - 14	4,367	7.4%	4,223	7.2%	4,088	7.0%
15 - 19	5,397	9.1%	4,830	8.2%	4,685	8.0%
20 - 24	5,260	8.9%	5,348	9.1%	4,966	8.5%
25 - 34	7,386	12.5%	7,754	13.2%	7,893	13.5%
35 - 44	6,581	11.1%	6,400	10.9%	6,473	11.1%
45 - 54	7,716	13.1%	6,740	11.5%	6,206	10.6%
55 - 64	6,164	10.4%	6,680	11.4%	6,583	11.3%
65 - 74	3,413	5.8%	4,294	7.3%	4,985	8.6%
75 - 84	2,127	3.6%	2,141	3.6%	2,383	4.1%
85+	903	1.5%	941	1.6%	934	1.6%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	12,135	20.5%	10,808	18.4%	9,776	16.8%
Black Alone	44,918	76.1%	45,722	77.8%	46,081	79.1%
American Indian Alone	103	0.2%	106	0.2%	110	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	354	0.6%	390	0.7%	426	0.7%
Pacific Islander Alone	20	0.0%	20	0.0%	22	0.0%
Some Other Race Alone	687	1.2%	780	1.3%	856	1.5%
Two or More Races	838	1.4%	918	1.6%	1,017	1.7%
Hispanic Origin (Any Race)	1,497	2.5%	1,727	2.9%	1,941	3.3%

RING: 3 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	58,743
2016 Households	21,288
2016 Median Disposable Income	\$21,118
2016 Per Capita Income	\$13,995

HOUSEHOLDS BY TYPE

Total	21,723	100%
Households with 1 Person	6,890	31.7%
Households with 2+ People	14,833	68.3%
Family Households	13,613	62.7%
Husband-wife Families	5,191	23.9%
With Own Children	1,907	8.8%
Other Family (No Spouse Present)	8,422	38.8%
With Own Children	4,707	21.7%
Nonfamily Households	1,220	5.6%
All Households with Children	8,090	37.2%
Multigenerational Households	1,541	7.1%
Unmarried Partner Households	1,597	7.4%
Male-female	1,452	6.7%
Same-sex	145	0.7%
Average Household Size	2.57	

FAMILY HOUSEHOLDS BY SIZE

Total	13,613	100%
2 People	4,948	36.3%
3 People	3,542	26.0%
4 People	2,467	18.1%
5 People	1,383	10.2%
6 People	679	5.0%
7+ People	594	4.4%
Average Family Size	3.25	

NONFAMILY HOUSEHOLDS BY SIZE

Total	8,109	100%
1 Person	6,890	85.0%
2 People	972	12.0%
3 People	149	1.8%
4 People	77	0.9%
5 People	10	0.1%
6 People	5	0.1%
7+ People	6	0.1%
Average Family Size	1.21	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	59,055	100%
In Households	55,789	94.5%
In Family Households	45,971	77.8%
Householder	13,586	23.0%
Spouse	5,181	8.8%
Child	22,199	37.6%
Other relative	3,248	5.5%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	1,756	3.0%
In Nonfamily Households	9,819	16.6%
In Group Quarters	3,266	5.5%
Institutionalized Population	1,444	2.4%
Noninstitutionalized Population	1,821	3.1%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	13,614	100%
Householder Age 15 - 44	6,480	47.6%
Householder Age 45 - 54	2,780	20.4%
Householder Age 55 - 64	2,159	15.9%
Householder Age 65 - 74	1,244	9.1%
Householder Age 75+	951	7.0%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	8,109	100%
Householder Age 15 - 44	2,202	27.2%
Householder Age 45 - 54	1,664	20.5%
Householder Age 55 - 64	1,830	22.6%
Householder Age 65 - 74	1,141	14.1%
Householder Age 75+	1,272	15.7%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	21,723	100%
Householder is White Alone	5,118	23.6%
Householder is Black Alone	16,084	74.0%
Householder is American Indian Alone	39	0.2%
Householder is Asian Alone	103	0.5%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	166	0.8%
Householder is Two or More Races	207	1.0%
Households with Hispanic Householder	378	1.7%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	5,191	100%
Householder is White Alone	1,552	29.9%
Householder is Black Alone	3,493	67.3%
Householder is American Indian Alone	10	0.2%
Householder is Asian Alone	37	0.7%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	66	1.3%
Householder is Two or More Races	33	0.6%
Husband-wife Families with Hispanic Householder	134	2.6%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	8,423	100%
Householder is White Alone	922	10.9%
Householder is Black Alone	7,330	87.0%
Householder is American Indian Alone	11	0.1%
Householder is Asian Alone	21	0.2%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	58	0.7%
Householder is Two or More Races	79	0.9%
Other Families with Hispanic Householder	134	1.6%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	8,110	100%
Householder is White Alone	2,644	32.6%
Householder is Black Alone	5,262	64.9%
Householder is American Indian Alone	18	0.2%
Householder is Asian Alone	45	0.6%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	42	0.5%
Householder is Two or More Races	95	1.2%
Nonfamily Households with Hispanic Householder	110	1.4%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	26,296	100%
Occupied Housing Units	21,723	82.6%
Vacant Housing Units		
For Rent	2,021	7.7%
Rented, not Occupied	62	0.2%
For Sale Only	392	1.5%
Sold, not Occupied	73	0.3%
For Seasonal/Recreational/Occasional Use	48	0.2%
For Migrant Workers	0	0.0%
Other Vacant	1,977	7.5%
Total Vacancy Rate	17.4%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	21,723	100%
Owner Occupied	9,012	41.5%
Owned with a Mortgage/Loan	6,123	28.2%
Owned Free and Clear	2,890	13.3%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.51	
Renter Occupied	12,711	58.5%
Average Household Size	2.61	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	9,012	100%
Householder is White Alone	2,781	30.9%
Householder is Black Alone	6,057	67.2%
Householder is American Indian Alone	16	0.2%
Householder is Asian Alone	39	0.4%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	44	0.5%
Householder is Two or More Races	72	0.8%
Owner-occupied Housing Units with Hispanic Householder	121	1.3%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	12,712	100%
Householder is White Alone	2,337	18.4%
Householder is Black Alone	10,027	78.9%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	64	0.5%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	122	1.0%
Householder is Two or More Races	135	1.1%
Renter-occupied Housing Units with Hispanic Householder	257	2.0%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.06

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.72
Householder is American Indian Alone	2.77
Householder is Asian Alone	2.40
Householder is Pacific Islander Alone	2.17
Householder is Some Other Race Alone	3.55
Householder is Two or More Races	2.77
Householder is Hispanic	3.27

RING: 3 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	58,743
2016 Households	21,288
2016 Median Disposable Income	\$21,118
2016 Per Capita Income	\$13,995

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	2,543
Total Employees	26,876
Total Residential Population	21,288
Employee/Residential Population Ratio	1.26

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	\$424,482,976	\$1,257,238,296	-\$832,755,320	▼ -49.5	642
Total Retail Trade	44-45	\$385,409,291	\$1,166,606,342	-\$781,197,051	▼ -50.3	489
Total Food & Drink	722	\$39,073,685	\$90,631,954	-\$51,558,269	▼ -39.8	153

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$88,288,272	\$230,008,986	-\$141,720,714	▼ -44.5	76
Automobile Dealers	4411	\$74,940,526	\$182,209,065	-\$107,268,539	▼ -41.7	36
Other Motor Vehicle Dealers	4412	\$7,064,528	\$15,926,041	-\$8,861,513	▼ -38.5	4
Auto Parts, Accessories & Tire Stores	4413	\$6,283,218	\$31,873,880	-\$25,590,662	▼ -67.1	36
Furniture & Home Furnishings Stores	442	\$13,133,998	\$66,903,356	-\$53,769,358	▼ -67.2	27
Furniture Stores	4421	\$7,668,090	\$22,501,684	-\$14,833,594	▼ -49.2	13

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$5,465,908	\$44,401,672	-\$38,935,764	▼ -78.1	14
Electronics & Appliance Stores	443	\$20,110,675	\$59,015,202	-\$38,904,527	▼ -49.2	24
Bldg Materials, Garden Equip. & Supply Stores	444	\$19,216,695	\$54,063,408	-\$34,846,713	▼ -47.6	30
Bldg Material & Supplies Dealers	4441	\$17,893,190	\$52,929,640	-\$35,036,450	▼ -49.5	25
Lawn & Garden Equip & Supply Stores	4442	\$1,323,505	\$1,133,768	\$189,737	▲ 7.7	4
Food & Beverage Stores	445	\$72,482,650	\$143,311,982	-\$70,829,332	▼ -32.8	73
Grocery Stores	4451	\$63,106,761	\$132,363,839	-\$69,257,078	▼ -35.4	52
Specialty Food Stores	4452	\$5,677,763	\$4,476,835	\$1,200,928	▲ 11.8	7
Beer, Wine & Liquor Stores	4453	\$3,698,126	\$6,471,307	-\$2,773,181	▼ -27.3	14
Health & Personal Care Stores	446,4461	\$22,700,013	\$57,171,447	-\$34,471,434	▼ -43.2	36
Gasoline Stations	447,4471	\$29,494,453	\$63,919,428	-\$34,424,975	▼ -36.9	44
Clothing & Clothing Accessories Stores	448	\$16,606,324	\$47,708,074	-\$31,101,750	▼ -48.4	60
Clothing Stores	4481	\$11,313,032	\$29,859,300	-\$18,546,268	▼ -45.0	35
Shoe Stores	4482	\$2,430,265	\$10,624,551	-\$8,194,286	▼ -62.8	16
Jewelry, Luggage & Leather Goods Stores	4483	\$2,863,027	\$7,224,224	-\$4,361,197	▼ -43.2	9
Sporting Goods, Hobby, Book & Music Stores	451	\$9,311,172	\$39,897,200	-\$30,586,028	▼ -62.2	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,863,472	\$36,454,991	-\$28,591,519	▼ -64.5	14
Book, Periodical & Music Stores	4512	\$1,447,700	\$3,442,209	-\$1,994,509	▼ -40.8	3
General Merchandise Stores	452	\$73,036,284	\$344,785,721	-\$271,749,437	▼ -65.0	40
Department Stores Excluding Leased Depts.	4521	\$54,952,668	\$219,028,101	-\$164,075,433	▼ -59.9	16
Other General Merchandise Stores	4529	\$18,083,616	\$125,757,619	-\$107,674,003	▼ -74.9	24
Miscellaneous Store Retailers	453	\$15,124,927	\$50,440,181	-\$35,315,254	▼ -53.9	53
Florists	4531	\$422,545	\$523,495	-\$100,950	▼ -10.7	2
Office Supplies, Stationery & Gift Stores	4532	\$2,364,102	\$12,650,179	-\$10,286,077	▼ -68.5	16
Used Merchandise Stores	4533	\$2,121,545	\$10,084,058	-\$7,962,513	▼ -65.2	12
Other Miscellaneous Store Retailers	4539	\$10,216,735	\$27,182,450	-\$16,965,715	▼ -45.4	22
Nonstore Retailers	454	\$5,903,829	\$9,381,357	-\$3,477,528	▼ -22.8	9
Electronic Shopping & Mail-Order Houses	4541	\$3,693,312	\$2,097,723	\$1,595,589	▲ 27.6	3
Vending Machine Operators	4542	\$365,289	\$873,588	-\$508,299	▼ -41.0	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$1,845,229	\$6,410,046	-\$4,564,817	▼ -55.3	4
Food Services & Drinking Places	722	\$39,073,685	\$90,631,954	-\$51,558,269	▼ -39.8	153
Special Food Services	7223	\$400,888	\$319,325	\$81,563	▲ 11.3	4
Drinking Places - Alcoholic Beverages	7224	\$903,185	\$961,574	-\$58,389	▼ -3.1	7
Restaurants/Other Eating Places	7225	\$37,769,612	\$89,351,055	-\$51,581,443	▼ -40.6	142

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Modest Income Homes (12D)	36.1%	Population	58,743	58,288
2. City Commons (11E)	19.9%	Households	21,288	20,977
3. Family Foundations (12A)	10.7%	Families	13,190	12,921
4. Hardscrabble Road (8G)	9.0%	Median Age	32.0	32.9
5. Metro Fusion (11C)	6.0%	Median Household Income	\$24,924	\$25,356

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	48	\$969.63	\$20,641,585
Men's	47	\$188.85	\$4,020,155
Women's	47	\$325.24	\$6,923,788
Children's	52	\$166.74	\$3,549,580
Footwear	48	\$207.03	\$4,407,343
Watches & Jewelry	45	\$46.65	\$993,002
Apparel Products and Services (1)	49	\$35.12	\$747,717
Computer			
Computers and Hardware for Home Use	49	\$84.06	\$1,789,392
Portable Memory	50	\$2.33	\$49,630
Computer Software	53	\$6.87	\$146,354
Computer Accessories	46	\$8.22	\$175,052
Entertainment & Recreation	46	\$1,352.67	\$28,795,565
Fees and Admissions	41	\$237.44	\$5,054,586
Membership Fees for Clubs (2)	41	\$78.89	\$1,679,407
Fees for Participant Sports, excl. Trips	41	\$36.97	\$786,915
Tickets to Theatre/Operas/Concerts	42	\$22.11	\$470,689

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	45	\$29.67	\$631,712
Admission to Sporting Events, excl. Trips	45	\$24.09	\$512,858
Fees for Recreational Lessons	37	\$45.25	\$963,195
Dating Services	67	\$0.46	\$9,811
TV/Video/Audio	52	\$626.98	\$13,347,220
Cable and Satellite Television Services	53	\$474.34	\$10,097,676
Televisions	52	\$56.78	\$1,208,783
Satellite Dishes	45	\$0.65	\$13,924
VCRs, Video Cameras, and DVD Players	49	\$3.99	\$84,884
Miscellaneous Video Equipment	55	\$4.24	\$90,225
Video Cassettes and DVDs	50	\$9.22	\$196,333
Video Game Hardware/Accessories	55	\$14.18	\$301,927
Video Game Software	56	\$7.74	\$164,807
Streaming/Downloaded Video	48	\$8.66	\$184,438
Rental of Video Cassettes and DVDs	49	\$8.03	\$170,979
Installation of Televisions	50	\$0.46	\$9,895
Audio (3)	45	\$36.59	\$778,987
Rental of TV/VCR/Radio/Sound Equipment	80	\$1.05	\$22,449
Repair of TV/Radio/Sound Equipment	39	\$1.03	\$21,913
Pets	44	\$235.34	\$5,009,924
Toys/Games/Crafts/Hobbies (4)	47	\$54.13	\$1,152,408
Recreational Vehicles and Fees (5)	39	\$41.43	\$882,020
Sports/Recreation/Exercise Equipment (6)	38	\$63.29	\$1,347,401
Photo Equipment and Supplies (7)	45	\$24.55	\$522,675
Reading (8)	45	\$59.38	\$1,264,084
Live Entertainment for Catered Affairs	42	\$4.54	\$96,645
Rental of Party Supplies for Catered Affairs	37	\$5.57	\$118,601
Food	50	\$4,027.39	\$85,734,994
Food at Home	51	\$2,530.10	\$53,860,834

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	51	\$345.93	\$7,364,052
Meats, Poultry, Fish, and Eggs	52	\$576.32	\$12,268,644
Dairy Products	49	\$262.29	\$5,583,703
Fruits and Vegetables	50	\$473.20	\$10,073,424
Snacks and Other Food at Home (10)	51	\$872.37	\$18,571,010
Food Away from Home	48	\$1,497.28	\$31,874,161
Alcoholic Beverages	48	\$244.14	\$5,197,168
Financial			
Value of Stocks/Bonds/Mutual funds	46	\$3,445.74	\$73,352,819
Value of Retirement Plans	39	\$10,233.02	\$217,840,495
Value of Other Financial Assets	53	\$598.72	\$12,745,589
Vehicle Loan Amount excluding Interest	50	\$1,221.53	\$26,003,921
Value of Credit Card Debt	46	\$263.57	\$5,610,840
Health			
Nonprescription Drugs	48	\$59.81	\$1,273,291
Prescription Drugs	49	\$206.42	\$4,394,189
Eyeglasses and Contact Lenses	45	\$40.28	\$857,528
Home			
Mortgage Payment and Basics (11)	39	\$3,337.15	\$71,041,215
Maintenance and Remodeling Services	39	\$688.70	\$14,661,033
Maintenance and Remodeling Materials (12)	41	\$148.94	\$3,170,638
Utilities, Fuel, and Public Services	51	\$2,503.07	\$53,285,260
Household Furnishings and Equipment			
Household Textiles (13)	47	\$41.32	\$879,587
Furniture	49	\$240.36	\$5,116,764
Rugs	42	\$10.26	\$218,437
Major Appliances (14)	42	\$118.60	\$2,524,703
Housewares (15)	47	\$39.12	\$832,764
Small Appliances	47	\$22.26	\$473,778

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	45	\$4.14	\$88,033
Telephones and Accessories	53	\$37.54	\$799,235
Household Operations			
Child Care	45	\$189.36	\$4,031,080
Lawn and Garden (16)	39	\$160.28	\$3,411,989
Moving/Storage/Freight Express	48	\$30.20	\$642,928
Housekeeping Supplies (17)	49	\$343.80	\$7,318,834
Insurance			
Owners and Renters Insurance	45	\$207.52	\$4,417,686
Vehicle Insurance	50	\$559.77	\$11,916,419
Life/Other Insurance	42	\$174.74	\$3,719,901
Health Insurance	47	\$1,588.53	\$33,816,721
Personal Care Products (18)	48	\$207.32	\$4,413,372
School Books & Supplies for College	51	\$32.32	\$688,077
School Books & Supplies for Elementary/High School	51	\$10.42	\$221,838
School Books & Supplies for Vocational/Technical School	53	\$0.69	\$14,784
School Books & Supplies for Preschool/Other Schools	44	\$1.06	\$22,562
Other School Supplies	42	\$32.56	\$693,208
Smoking Products	60	\$243.99	\$5,194,162
Transportation			
Payments on Vehicles excluding Leases	48	\$998.89	\$21,264,348
Gasoline and Motor Oil	50	\$1,550.66	\$33,010,405
Vehicle Maintenance and Repairs	47	\$489.54	\$10,421,374
Travel			
Airline Fares	40	\$184.18	\$3,920,854
Lodging on Trips	41	\$189.97	\$4,043,995
Auto/Truck Rental on Trips	41	\$9.76	\$207,831
Food and Drink on Trips	42	\$182.64	\$3,887,998
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	46	\$3,445.74	\$73,352,819
Value of Retirement Plans	39	\$10,233.02	\$217,840,495
Value of Other Financial Assets	53	\$598.72	\$12,745,589
Vehicle Loan Amount excluding Interest	50	\$1,221.53	\$26,003,921
Value of Credit Card Debt	46	\$263.57	\$5,610,840
Health			
Nonprescription Drugs	48	\$59.81	\$1,273,291
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Small Appliances	47	\$22.26	\$473,778
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Lawn and Garden (16)	39	\$160.28	\$3,411,989
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Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	45	\$207.52	\$4,417,686
Vehicle Insurance	50	\$559.77	\$11,916,419
Life/Other Insurance	42	\$174.74	\$3,719,901
Health Insurance	47	\$1,588.53	\$33,816,721
Personal Care Products (18)	48	\$207.32	\$4,413,372
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Lodging on Trips	41	\$189.97	\$4,043,995
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Food and Drink on Trips	42	\$182.64	\$3,887,998

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	89,546	88,819	87,995
Households	34,238	33,520	33,001
Families	20,906	20,213	19,769
Average Household Size	2.46	2.49	2.51
Owner Occupied Housing Units	16,045	14,209	13,915
Renter Occupied Housing Units	18,193	19,310	19,086
Median Age	33.3	34.2	35.0

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.19%	1.02%	0.84%
Households	-0.31%	0.96%	0.79%
Families	-0.44%	0.87%	0.72%
Owner HHs	-0.42%	0.93%	0.73%
Median Household Income	-0.10%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	8,897	26.5%	8,793	26.6%
\$15,000 - \$24,999	5,378	16.0%	4,971	15.1%
\$25,000 - \$34,999	4,274	12.8%	4,789	14.5%
\$35,000 - \$49,999	4,683	14.0%	3,156	9.6%
\$50,000 - \$74,999	4,569	13.6%	4,774	14.5%
\$75,000 - \$99,999	2,505	7.5%	2,757	8.4%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	1,999	6.0%	2,320	7.0%
\$150,000 - \$199,999	616	1.8%	770	2.3%
\$200,000+	599	1.8%	671	2.0%
Median Household Income	\$30,088		\$29,941	
Average Household Income	\$46,391		\$50,360	
Per Capita Income	\$18,553		\$19,937	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	7,263	8.1%	6,761	7.6%	6,657	7.6%
5 - 9	6,428	7.2%	6,336	7.1%	6,017	6.8%
10 - 14	6,127	6.8%	5,984	6.7%	5,865	6.7%
15 - 19	7,328	8.2%	6,704	7.5%	6,499	7.4%
20 - 24	7,652	8.5%	7,585	8.5%	7,098	8.1%
25 - 34	11,812	13.2%	11,990	13.5%	11,848	13.5%
35 - 44	10,459	11.7%	10,354	11.7%	10,549	12.0%
45 - 54	12,021	13.4%	10,514	11.8%	9,790	11.1%
55 - 64	9,880	11.0%	10,488	11.8%	10,115	11.5%
65 - 74	5,417	6.0%	6,895	7.8%	7,970	9.1%
75 - 84	3,605	4.0%	3,551	4.0%	3,942	4.5%
85+	1,554	1.7%	1,656	1.9%	1,644	1.9%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	29,791	33.3%	27,260	30.7%	25,160	28.6%
Black Alone	56,032	62.6%	57,362	64.6%	58,150	66.1%
American Indian Alone	181	0.2%	186	0.2%	195	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	975	1.1%	1,116	1.3%	1,257	1.4%
Pacific Islander Alone	39	0.0%	41	0.0%	45	0.1%
Some Other Race Alone	1,234	1.4%	1,403	1.6%	1,555	1.8%
Two or More Races	1,293	1.4%	1,451	1.6%	1,632	1.9%
Hispanic Origin (Any Race)	2,635	2.9%	3,058	3.4%	3,479	4.0%

RING: 5 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	88,819
2016 Households	33,520
2016 Median Disposable Income	\$26,129
2016 Per Capita Income	\$18,553

HOUSEHOLDS BY TYPE

Total	34,238	100%
Households with 1 Person	11,249	32.9%
Households with 2+ People	22,989	67.1%
Family Households	20,906	61.1%
Husband-wife Families	9,969	29.1%
With Own Children	3,738	10.9%
Other Family (No Spouse Present)	10,937	31.9%
With Own Children	6,068	17.7%
Nonfamily Households	2,083	6.0%
All Households with Children	11,697	34.2%
Multigenerational Households	2,000	5.8%
Unmarried Partner Households	2,367	6.9%
Male-female	2,114	6.2%
Same-sex	253	0.7%
Average Household Size	2.46	

FAMILY HOUSEHOLDS BY SIZE

Total	20,905	100%
2 People	8,305	39.7%
3 People	5,242	25.1%
4 People	3,761	18.0%
5 People	1,938	9.3%
6 People	910	4.4%
7+ People	749	3.6%
Average Family Size	3.15	

NONFAMILY HOUSEHOLDS BY SIZE

Total	13,333	100%
1 Person	11,249	84.4%
2 People	1,692	12.7%
3 People	248	1.9%
4 People	109	0.8%
5 People	20	0.2%
6 People	7	0.1%
7+ People	8	0.1%
Average Family Size	1.20	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	89,546	100%
In Households	84,294	94.1%
In Family Households	68,353	76.3%
Householder	20,866	23.3%
Spouse	9,953	11.1%
Child	30,808	34.4%
Other relative	4,317	4.8%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	2,408	2.7%
In Nonfamily Households	15,940	17.8%
In Group Quarters	5,252	5.9%
Institutionalized Population	2,744	3.1%
Noninstitutionalized Population	2,508	2.8%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	20,905	100%
Householder Age 15 - 44	9,550	45.7%
Householder Age 45 - 54	4,261	20.4%
Householder Age 55 - 64	3,505	16.8%
Householder Age 65 - 74	1,980	9.5%
Householder Age 75+	1,609	7.7%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	13,332	100%
Householder Age 15 - 44	4,158	31.2%
Householder Age 45 - 54	2,523	18.9%
Householder Age 55 - 64	2,750	20.6%
Householder Age 65 - 74	1,770	13.3%
Householder Age 75+	2,131	16.0%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	34,238	100%
Householder is White Alone	12,992	37.9%
Householder is Black Alone	20,224	59.1%
Householder is American Indian Alone	70	0.2%
Householder is Asian Alone	292	0.9%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	13	0.0%
Householder is Some Other Race Alone	309	0.9%
Householder is Two or More Races	338	1.0%
Households with Hispanic Householder	688	2.0%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	9,968	100%
Householder is White Alone	5,188	52.0%
Householder is Black Alone	4,424	44.4%
Householder is American Indian Alone	20	0.2%
Householder is Asian Alone	145	1.5%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	126	1.3%
Householder is Two or More Races	62	0.6%
Husband-wife Families with Hispanic Householder	265	2.7%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	10,938	100%
Householder is White Alone	1,851	16.9%
Householder is Black Alone	8,810	80.5%
Householder is American Indian Alone	16	0.1%
Householder is Asian Alone	43	0.4%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	97	0.9%
Householder is Two or More Races	118	1.1%
Other Families with Hispanic Householder	210	1.9%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	13,332	100%
Householder is White Alone	5,953	44.7%
Householder is Black Alone	6,990	52.4%
Householder is American Indian Alone	34	0.3%
Householder is Asian Alone	104	0.8%
Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	86	0.6%
Householder is Two or More Races	159	1.2%
Nonfamily Households with Hispanic Householder	213	1.6%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	40,883	100%
Occupied Housing Units	34,238	83.7%
Vacant Housing Units		
For Rent	2,922	7.1%
Rented, not Occupied	104	0.3%
For Sale Only	707	1.7%
Sold, not Occupied	107	0.3%
For Seasonal/Recreational/Occasional Use	107	0.3%
For Migrant Workers	13	0.0%
Other Vacant	2,685	6.6%
Total Vacancy Rate	16.3%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	34,238	100%
Owner Occupied	16,045	46.9%
Owned with a Mortgage/Loan	11,028	32.2%
Owned Free and Clear	5,017	14.7%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.46	
Renter Occupied	18,193	53.1%
Average Household Size	2.47	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	16,046	100%
Householder is White Alone	8,280	51.6%
Householder is Black Alone	7,376	46.0%
Householder is American Indian Alone	30	0.2%
Householder is Asian Alone	138	0.9%
Householder is Pacific Islander Alone	7	0.0%
Householder is Some Other Race Alone	88	0.5%
Householder is Two or More Races	127	0.8%
Owner-occupied Housing Units with Hispanic Householder	244	1.5%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	18,193	100%
Householder is White Alone	4,712	25.9%
Householder is Black Alone	12,848	70.6%
Householder is American Indian Alone	40	0.2%
Householder is Asian Alone	154	0.8%
Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	221	1.2%
Householder is Two or More Races	212	1.2%
Renter-occupied Housing Units with Hispanic Householder	444	2.4%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.12

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.66
Householder is American Indian Alone	2.76
Householder is Asian Alone	2.69
Householder is Pacific Islander Alone	2.38
Householder is Some Other Race Alone	3.49
Householder is Two or More Races	2.63
Householder is Hispanic	3.24

RING: 5 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	88,819
2016 Households	33,520
2016 Median Disposable Income	\$26,129
2016 Per Capita Income	\$18,553

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	5,418
Total Employees	68,685
Total Residential Population	33,520
Employee/Residential Population Ratio	2.05

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	\$848,661,093	\$1,930,986,189	-\$1,082,325,096	▼ -38.9	1,150
Total Retail Trade	44-45	\$769,759,006	\$1,764,636,590	-\$994,877,584	▼ -39.3	845
Total Food & Drink	722	\$78,902,086	\$166,349,599	-\$87,447,513	▼ -35.7	305

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$176,366,667	\$381,112,168	-\$204,745,501	▼ -36.7	134
Automobile Dealers	4411	\$149,180,181	\$299,712,102	-\$150,531,921	▼ -33.5	68
Other Motor Vehicle Dealers	4412	\$14,521,014	\$22,731,881	-\$8,210,867	▼ -22.0	8
Auto Parts, Accessories & Tire Stores	4413	\$12,665,472	\$58,668,184	-\$46,002,712	▼ -64.5	58
Furniture & Home Furnishings Stores	442	\$26,689,899	\$161,658,370	-\$134,968,471	▼ -71.7	49
Furniture Stores	4421	\$15,321,420	\$37,101,068	-\$21,779,648	▼ -41.5	25

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$11,368,479	\$124,557,302	-\$113,188,823	▼ -83.3	24
Electronics & Appliance Stores	443	\$40,827,865	\$95,711,892	-\$54,884,027	▼ -40.2	44
Bldg Materials, Garden Equip. & Supply Stores	444	\$40,593,099	\$70,033,801	-\$29,440,702	▼ -26.6	55
Bldg Material & Supplies Dealers	4441	\$37,823,044	\$67,467,671	-\$29,644,627	▼ -28.2	45
Lawn & Garden Equip & Supply Stores	4442	\$2,770,054	\$2,566,130	\$203,924	▲ 3.8	10
Food & Beverage Stores	445	\$142,396,195	\$268,138,534	-\$125,742,339	▼ -30.6	111
Grocery Stores	4451	\$123,775,394	\$246,523,685	-\$122,748,291	▼ -33.1	76
Specialty Food Stores	4452	\$11,096,057	\$9,692,949	\$1,403,108	▲ 6.7	11
Beer, Wine & Liquor Stores	4453	\$7,524,744	\$11,921,900	-\$4,397,156	▼ -22.6	24
Health & Personal Care Stores	446,4461	\$45,226,886	\$99,181,368	-\$53,954,482	▼ -37.4	66
Gasoline Stations	447,4471	\$57,390,767	\$107,141,708	-\$49,750,941	▼ -30.2	73
Clothing & Clothing Accessories Stores	448	\$33,453,630	\$70,406,254	-\$36,952,624	▼ -35.6	105
Clothing Stores	4481	\$22,673,169	\$45,360,308	-\$22,687,139	▼ -33.3	70
Shoe Stores	4482	\$4,834,812	\$13,856,048	-\$9,021,236	▼ -48.3	21
Jewelry, Luggage & Leather Goods Stores	4483	\$5,945,649	\$11,189,898	-\$5,244,249	▼ -30.6	14
Sporting Goods, Hobby, Book & Music Stores	451	\$18,843,080	\$44,401,971	-\$25,558,891	▼ -40.4	29
Sporting Goods/Hobby/Musical Instr Stores	4511	\$15,939,664	\$40,448,764	-\$24,509,100	▼ -43.5	23
Book, Periodical & Music Stores	4512	\$2,903,415	\$3,953,207	-\$1,049,792	▼ -15.3	6
General Merchandise Stores	452	\$145,429,721	\$373,395,023	-\$227,965,302	▼ -43.9	54
Department Stores Excluding Leased Depts.	4521	\$109,944,173	\$239,963,377	-\$130,019,204	▼ -37.2	19
Other General Merchandise Stores	4529	\$35,485,549	\$133,431,646	-\$97,946,097	▼ -58.0	35
Miscellaneous Store Retailers	453	\$30,331,254	\$79,270,648	-\$48,939,394	▼ -44.7	113
Florists	4531	\$898,510	\$2,303,736	-\$1,405,226	▼ -43.9	9
Office Supplies, Stationery & Gift Stores	4532	\$4,794,924	\$14,823,513	-\$10,028,589	▼ -51.1	30
Used Merchandise Stores	4533	\$4,254,464	\$21,214,799	-\$16,960,335	▼ -66.6	29
Other Miscellaneous Store Retailers	4539	\$20,383,355	\$40,928,600	-\$20,545,245	▼ -33.5	45
Nonstore Retailers	454	\$12,209,945	\$14,184,852	-\$1,974,907	▼ -7.5	14
Electronic Shopping & Mail-Order Houses	4541	\$7,460,942	\$2,097,723	\$5,363,219	▲ 56.1	3
Vending Machine Operators	4542	\$717,565	\$1,766,517	-\$1,048,952	▼ -42.2	4

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$4,031,438	\$10,320,612	-\$6,289,174	▼ -43.8	6
Food Services & Drinking Places	722	\$78,902,086	\$166,349,599	-\$87,447,513	▼ -35.7	305
Special Food Services	7223	\$821,744	\$974,268	-\$152,524	▼ -8.5	10
Drinking Places - Alcoholic Beverages	7224	\$1,807,886	\$3,908,665	-\$2,100,779	▼ -36.7	18
Restaurants/Other Eating Places	7225	\$76,272,456	\$161,466,666	-\$85,194,210	▼ -35.8	278

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Modest Income Homes (12D)	24.3%	Population	88,819	87,995
2. City Commons (11E)	15.4%	Households	33,520	33,001
3. In Style (5B)	10.0%	Families	20,213	19,769
4. Family Foundations (12A)	6.8%	Median Age	34.2	35.0
5. Social Security Set (9F)	6.0%	Median Household Income	\$30,088	\$29,941

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	62	\$1,243.94	\$41,696,818
Men's	61	\$244.14	\$8,183,669
Women's	61	\$420.03	\$14,079,256
Children's	65	\$208.33	\$6,983,264
Footwear	62	\$264.82	\$8,876,806
Watches & Jewelry	59	\$61.37	\$2,057,082
Apparel Products and Services (1)	63	\$45.25	\$1,516,739
Computer			
Computers and Hardware for Home Use	63	\$108.30	\$3,630,178
Portable Memory	64	\$2.99	\$100,292
Computer Software	67	\$8.69	\$291,305
Computer Accessories	60	\$10.73	\$359,647
Entertainment & Recreation	60	\$1,750.10	\$58,663,224
Fees and Admissions	55	\$320.09	\$10,729,453
Membership Fees for Clubs (2)	56	\$106.38	\$3,565,750
Fees for Participant Sports, excl. Trips	56	\$49.91	\$1,672,922
Tickets to Theatre/Operas/Concerts	57	\$29.86	\$1,000,987

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	59	\$38.94	\$1,305,412
Admission to Sporting Events, excl. Trips	60	\$31.92	\$1,069,976
Fees for Recreational Lessons	51	\$62.51	\$2,095,460
Dating Services	83	\$0.57	\$18,946
TV/Video/Audio	65	\$786.90	\$26,376,953
Cable and Satellite Television Services	66	\$592.50	\$19,860,708
Televisions	65	\$71.67	\$2,402,362
Satellite Dishes	57	\$0.83	\$27,915
VCRs, Video Cameras, and DVD Players	63	\$5.09	\$170,465
Miscellaneous Video Equipment	69	\$5.34	\$178,944
Video Cassettes and DVDs	63	\$11.70	\$392,340
Video Game Hardware/Accessories	69	\$17.68	\$592,589
Video Game Software	70	\$9.61	\$321,970
Streaming/Downloaded Video	62	\$11.21	\$375,827
Rental of Video Cassettes and DVDs	63	\$10.21	\$342,369
Installation of Televisions	64	\$0.59	\$19,822
Audio (3)	58	\$47.88	\$1,604,912
Rental of TV/VCR/Radio/Sound Equipment	92	\$1.20	\$40,363
Repair of TV/Radio/Sound Equipment	53	\$1.38	\$46,368
Pets	57	\$307.42	\$10,304,732
Toys/Games/Crafts/Hobbies (4)	61	\$69.49	\$2,329,458
Recreational Vehicles and Fees (5)	52	\$56.25	\$1,885,611
Sports/Recreation/Exercise Equipment (6)	52	\$85.79	\$2,875,691
Photo Equipment and Supplies (7)	59	\$32.36	\$1,084,753
Reading (8)	59	\$77.95	\$2,612,977
Live Entertainment for Catered Affairs	56	\$6.09	\$204,292
Rental of Party Supplies for Catered Affairs	51	\$7.74	\$259,305
Food	63	\$5,113.15	\$171,392,676
Food at Home	64	\$3,194.31	\$107,073,214

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	65	\$435.75	\$14,606,272
Meats, Poultry, Fish, and Eggs	65	\$722.57	\$24,220,532
Dairy Products	63	\$333.12	\$11,166,038
Fruits and Vegetables	63	\$602.44	\$20,193,888
Snacks and Other Food at Home (10)	64	\$1,100.43	\$36,886,484
Food Away from Home	62	\$1,918.84	\$64,319,462
Alcoholic Beverages	62	\$316.34	\$10,603,757
Financial			
Value of Stocks/Bonds/Mutual funds	61	\$4,551.33	\$152,560,614
Value of Retirement Plans	53	\$13,980.18	\$468,615,800
Value of Other Financial Assets	67	\$758.05	\$25,409,701
Vehicle Loan Amount excluding Interest	63	\$1,541.73	\$51,678,861
Value of Credit Card Debt	60	\$341.89	\$11,460,066
Health			
Nonprescription Drugs	62	\$76.50	\$2,564,337
Prescription Drugs	62	\$261.72	\$8,772,810
Eyeglasses and Contact Lenses	59	\$52.57	\$1,762,115
Home			
Mortgage Payment and Basics (11)	53	\$4,526.52	\$151,728,998
Maintenance and Remodeling Services	53	\$935.07	\$31,343,616
Maintenance and Remodeling Materials (12)	54	\$197.47	\$6,619,085
Utilities, Fuel, and Public Services	64	\$3,142.30	\$105,329,887
Household Furnishings and Equipment			
Household Textiles (13)	61	\$53.26	\$1,785,394
Furniture	63	\$307.83	\$10,318,561
Rugs	56	\$13.78	\$461,763
Major Appliances (14)	55	\$157.10	\$5,266,148
Housewares (15)	61	\$50.80	\$1,702,783
Small Appliances	61	\$28.75	\$963,640

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	59	\$5.45	\$182,723
Telephones and Accessories	67	\$47.33	\$1,586,543
Household Operations			
Child Care	58	\$246.62	\$8,266,839
Lawn and Garden (16)	53	\$216.27	\$7,249,475
Moving/Storage/Freight Express	61	\$39.01	\$1,307,599
Housekeeping Supplies (17)	62	\$438.59	\$14,701,547
Insurance			
Owners and Renters Insurance	58	\$269.36	\$9,029,060
Vehicle Insurance	63	\$708.63	\$23,753,395
Life/Other Insurance	56	\$232.17	\$7,782,246
Health Insurance	61	\$2,047.70	\$68,638,870
Personal Care Products (18)	61	\$266.43	\$8,930,794
School Books & Supplies for College	65	\$41.31	\$1,384,707
School Books & Supplies for Elementary/High School	63	\$13.02	\$436,558
School Books & Supplies for Vocational/Technical School	67	\$0.88	\$29,587
School Books & Supplies for Preschool/Other Schools	58	\$1.38	\$46,172
Other School Supplies	56	\$42.90	\$1,437,892
Smoking Products	72	\$294.24	\$9,862,982
Transportation			
Payments on Vehicles excluding Leases	61	\$1,272.53	\$42,655,343
Gasoline and Motor Oil	63	\$1,951.47	\$65,413,245
Vehicle Maintenance and Repairs	61	\$629.61	\$21,104,572
Travel			
Airline Fares	55	\$249.79	\$8,372,974
Lodging on Trips	55	\$255.84	\$8,575,893
Auto/Truck Rental on Trips	55	\$13.13	\$440,146
Food and Drink on Trips	56	\$244.46	\$8,194,390
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