



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	10,299	10,664	11,064
Households	4,866	4,935	5,075
Families	2,246	2,245	2,292
Average Household Size	2.10	2.14	2.16
Owner Occupied Housing Units	2,220	1,992	2,030
Renter Occupied Housing Units	2,646	2,942	3,045
Median Age	36.2	37.5	38.3

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.74%	1.02%	0.84%
Households	0.56%	0.96%	0.79%
Families	0.42%	0.87%	0.72%
Owner HHs	0.38%	0.93%	0.73%
Median Household Income	2.46%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	735	14.9%	733	14.4%
\$15,000 - \$24,999	558	11.3%	550	10.8%
\$25,000 - \$34,999	531	10.8%	567	11.2%
\$35,000 - \$49,999	658	13.3%	369	7.3%
\$50,000 - \$74,999	901	18.3%	992	19.5%
\$75,000 - \$99,999	588	11.9%	673	13.3%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	576	11.7%	726	14.3%
\$150,000 - \$199,999	268	5.4%	327	6.4%
\$200,000+	119	2.4%	138	2.7%
Median Household Income	\$49,545		\$55,946	
Average Household Income	\$65,436		\$72,468	
Per Capita Income	\$31,082		\$34,120	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	689	6.7%	655	6.1%	656	5.9%
5 - 9	460	4.5%	567	5.3%	566	5.1%
10 - 14	369	3.6%	450	4.2%	526	4.8%
15 - 19	379	3.7%	412	3.9%	469	4.2%
20 - 24	695	6.7%	719	6.7%	714	6.5%
25 - 34	2,337	22.7%	2,015	18.9%	1,942	17.5%
35 - 44	1,693	16.4%	1,848	17.3%	1,907	17.2%
45 - 54	1,362	13.2%	1,402	13.1%	1,418	12.8%
55 - 64	1,051	10.2%	1,157	10.8%	1,171	10.6%
65 - 74	543	5.3%	742	7.0%	926	8.4%
75 - 84	425	4.1%	407	3.8%	475	4.3%
85+	295	2.9%	290	2.7%	296	2.7%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	5,752	55.9%	5,735	53.8%	5,768	52.1%
Black Alone	1,801	17.5%	1,793	16.8%	1,799	16.3%
American Indian Alone	30	0.3%	29	0.3%	29	0.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	2,143	20.8%	2,487	23.3%	2,802	25.3%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	217	2.1%	208	2.0%	211	1.9%
Two or More Races	354	3.4%	409	3.8%	454	4.1%
Hispanic Origin (Any Race)	555	5.4%	536	5.0%	549	5.0%

RING: 1 MILE

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	10,664
2016 Households	4,935
2016 Median Disposable Income	\$40,054
2016 Per Capita Income	\$31,082

HOUSEHOLDS BY TYPE

Total	4,866	100%
Households with 1 Person	2,055	42.2%
Households with 2+ People	2,811	57.8%
Family Households	2,246	46.2%
Husband-wife Families	1,624	33.4%
With Own Children	664	13.6%
Other Family (No Spouse Present)	622	12.8%
With Own Children	284	5.8%
Nonfamily Households	565	11.6%
All Households with Children	1,020	21.0%
Multigenerational Households	94	1.9%
Unmarried Partner Households	301	6.1%
Male-female	197	4.0%
Same-sex	104	2.1%
Average Household Size	2.10	

FAMILY HOUSEHOLDS BY SIZE

Total	2,246	100%
2 People	1,082	48.2%
3 People	562	25.0%
4 People	375	16.7%
5 People	131	5.8%
6 People	48	2.1%
7+ People	48	2.1%
Average Family Size	2.96	

NONFAMILY HOUSEHOLDS BY SIZE

Total	2,621	100%
1 Person	2,055	78.4%
2 People	450	17.2%
3 People	79	3.0%
4 People	29	1.1%
5 People	7	0.3%
6 People	1	0.0%
7+ People	0	0.0%
Average Family Size	1.30	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	10,299	100%
In Households	10,210	99.1%
In Family Households	6,815	66.2%
Householder	2,285	22.2%
Spouse	1,648	16.0%
Child	2,127	20.7%
Other relative	579	5.6%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	174	1.7%
In Nonfamily Households	3,395	33.0%
In Group Quarters	89	0.9%
Institutionalized Population	66	0.6%
Noninstitutionalized Population	23	0.2%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	2,246	100%
Householder Age 15 - 44	1,278	56.9%
Householder Age 45 - 54	387	17.2%
Householder Age 55 - 64	296	13.2%
Householder Age 65 - 74	142	6.3%
Householder Age 75+	143	6.4%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	2,621	100%
Householder Age 15 - 44	1,125	42.9%
Householder Age 45 - 54	479	18.3%
Householder Age 55 - 64	398	15.2%
Householder Age 65 - 74	217	8.3%
Householder Age 75+	402	15.3%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	4,867	100%
Householder is White Alone	3,162	65.0%
Householder is Black Alone	830	17.1%
Householder is American Indian Alone	11	0.2%
Householder is Asian Alone	694	14.3%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	51	1.0%
Householder is Two or More Races	118	2.4%
Households with Hispanic Householder	169	3.5%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	1,624	100%
Householder is White Alone	1,007	62.0%
Householder is Black Alone	111	6.8%
Householder is American Indian Alone	2	0.1%
Householder is Asian Alone	431	26.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	26	1.6%
Householder is Two or More Races	47	2.9%
Husband-wife Families with Hispanic Householder	64	3.9%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	623	100%
Householder is White Alone	256	41.1%
Householder is Black Alone	225	36.1%
Householder is American Indian Alone	3	0.5%
Householder is Asian Alone	97	15.6%
Householder is Pacific Islander Alone	1	0.2%
Householder is Some Other Race Alone	13	2.1%
Householder is Two or More Races	28	4.5%
Other Families with Hispanic Householder	34	5.5%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	2,621	100%
Householder is White Alone	1,900	72.5%
Householder is Black Alone	494	18.8%
Householder is American Indian Alone	6	0.2%
Householder is Asian Alone	166	6.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	12	0.5%
Householder is Two or More Races	43	1.6%
Nonfamily Households with Hispanic Householder	71	2.7%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	5,398	100%
Occupied Housing Units	4,866	90.1%
Vacant Housing Units		
For Rent	332	6.2%
Rented, not Occupied	17	0.3%
For Sale Only	72	1.3%
Sold, not Occupied	12	0.2%
For Seasonal/Recreational/Occasional Use	27	0.5%
For Migrant Workers	0	0.0%
Other Vacant	72	1.3%
Total Vacancy Rate	9.9%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	4,866	100%
Owner Occupied	2,220	45.6%
Owned with a Mortgage/Loan	1,728	35.5%
Owned Free and Clear	492	10.1%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	1.93	
Renter Occupied	2,646	54.4%
Average Household Size	2.24	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	2,220	100%
Householder is White Alone	2,012	90.6%
Householder is Black Alone	92	4.1%
Householder is American Indian Alone	6	0.3%
Householder is Asian Alone	75	3.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	10	0.5%
Householder is Two or More Races	25	1.1%
Owner-occupied Housing Units with Hispanic Householder	57	2.6%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	2,646	100%
Householder is White Alone	1,150	43.5%
Householder is Black Alone	738	27.9%
Householder is American Indian Alone	5	0.2%
Householder is Asian Alone	619	23.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	40	1.5%
Householder is Two or More Races	93	3.5%
Renter-occupied Housing Units with Hispanic Householder	112	4.2%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 1.84

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.10
Householder is American Indian Alone	1.45
Householder is Asian Alone	3.05
Householder is Pacific Islander Alone	2.00
Householder is Some Other Race Alone	3.96
Householder is Two or More Races	2.66
Householder is Hispanic	3.11

RING: 1 MILE

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	10,664
2016 Households	4,935
2016 Median Disposable Income	\$40,054
2016 Per Capita Income	\$31,082

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	841
Total Employees	11,935
Total Residential Population	4,935
Employee/Residential Population Ratio	2.42

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	\$173,390,435	\$1,200,433,067	-\$1,027,042,632	▼ -74.8	211
Total Retail Trade	44-45	\$156,393,198	\$1,174,756,239	-\$1,018,363,041	▼ -76.5	167
Total Food & Drink	722	\$16,997,236	\$25,676,828	-\$8,679,592	▼ -20.3	45

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$35,905,463	\$242,494,491	-\$206,589,028	▼ -74.2	26
Automobile Dealers	4411	\$30,379,810	\$234,199,546	-\$203,819,736	▼ -77.0	16
Other Motor Vehicle Dealers	4412	\$2,954,912	\$0	\$2,954,912	▲ 100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$2,570,740	\$8,294,944	-\$5,724,204	▼ -52.7	10
Furniture & Home Furnishings Stores	442	\$5,482,073	\$12,757,486	-\$7,275,413	▼ -39.9	10
Furniture Stores	4421	\$3,224,198	\$5,820,118	-\$2,595,920	▼ -28.7	5

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$2,257,875	\$6,937,368	-\$4,679,493	▼ -50.9	5
Electronics & Appliance Stores	443	\$8,623,962	\$4,812,002	\$3,811,960	▲ 28.4	5
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,601,746	\$16,442,514	-\$8,840,768	▼ -36.8	8
Bldg Material & Supplies Dealers	4441	\$7,102,659	\$16,442,514	-\$9,339,855	▼ -39.7	8
Lawn & Garden Equip & Supply Stores	4442	\$499,087	\$0	\$499,087	▲ 100.0	0
Food & Beverage Stores	445	\$28,909,727	\$107,695,776	-\$78,786,049	▼ -57.7	21
Grocery Stores	4451	\$25,044,332	\$30,091,172	-\$5,046,840	▼ -9.2	11
Specialty Food Stores	4452	\$2,251,522	\$75,090,135	-\$72,838,613	▼ -94.2	6
Beer, Wine & Liquor Stores	4453	\$1,613,874	\$2,514,470	-\$900,596	▼ -21.8	4
Health & Personal Care Stores	446,4461	\$8,631,953	\$644,762,695	-\$636,130,742	▼ -97.4	16
Gasoline Stations	447,4471	\$11,371,755	\$16,612,663	-\$5,240,908	▼ -18.7	8
Clothing & Clothing Accessories Stores	448	\$7,197,613	\$16,214,346	-\$9,016,733	▼ -38.5	35
Clothing Stores	4481	\$4,876,705	\$2,903,808	\$1,972,897	▲ 25.4	15
Shoe Stores	4482	\$1,036,976	\$2,271,401	-\$1,234,425	▼ -37.3	3
Jewelry, Luggage & Leather Goods Stores	4483	\$1,283,932	\$11,039,137	-\$9,755,205	▼ -79.2	17
Sporting Goods, Hobby, Book & Music Stores	451	\$3,961,356	\$2,551,217	\$1,410,139	▲ 21.7	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$3,345,831	\$2,551,217	\$794,614	▲ 13.5	4
Book, Periodical & Music Stores	4512	\$615,525	\$0	\$615,525	▲ 100.0	0
General Merchandise Stores	452	\$30,121,218	\$95,356,479	-\$65,235,261	▼ -52.0	9
Department Stores Excluding Leased Depts.	4521	\$22,956,957	\$92,431,317	-\$69,474,360	▼ -60.2	7
Other General Merchandise Stores	4529	\$7,164,260	\$2,925,162	\$4,239,098	▲ 42.0	2
Miscellaneous Store Retailers	453	\$6,144,726	\$9,606,380	-\$3,461,654	▼ -22.0	21
Florists	4531	\$169,717	\$254,202	-\$84,485	▼ -19.9	2
Office Supplies, Stationery & Gift Stores	4532	\$1,009,391	\$1,031,243	-\$21,852	▼ -1.1	5
Used Merchandise Stores	4533	\$904,037	\$2,730,705	-\$1,826,668	▼ -50.3	7
Other Miscellaneous Store Retailers	4539	\$4,061,580	\$5,590,229	-\$1,528,649	▼ -15.8	7
Nonstore Retailers	454	\$2,441,608	\$5,450,191	-\$3,008,583	▼ -38.1	4
Electronic Shopping & Mail-Order Houses	4541	\$1,576,224	\$5,450,191	-\$3,873,967	▼ -55.1	4
Vending Machine Operators	4542	\$146,924	\$0	\$146,924	▲ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$718,460	\$0	\$718,460	^ 100.0	0
Food Services & Drinking Places	722	\$16,997,236	\$25,676,828	-\$8,679,592	v -20.3	45
Special Food Services	7223	\$170,961	\$307,021	-\$136,060	v -28.5	2
Drinking Places - Alcoholic Beverages	7224	\$402,641	\$1,030,994	-\$628,353	v -43.8	1
Restaurants/Other Eating Places	7225	\$16,423,634	\$24,338,813	-\$7,915,179	v -19.4	43

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Emerald City (8B)	19.8%	Population	10,664	11,064
2. Metro Renters (3B)	19.6%	Households	4,935	5,075
3. Bright Young Professionals (8C)	16.3%	Families	2,245	2,292
4. Young and Restless (11B)	15.6%	Median Age	37.5	38.3
5. Parks and Rec (5C)	10.9%	Median Household Income	\$49,545	\$55,946

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	90	\$1,806.12	\$8,913,212
Men's	91	\$363.81	\$1,795,387
Women's	89	\$607.55	\$2,998,252
Children's	92	\$296.23	\$1,461,916
Footwear	89	\$381.51	\$1,882,730
Watches & Jewelry	88	\$91.21	\$450,127
Apparel Products and Services (1)	91	\$65.82	\$324,799
Computer			
Computers and Hardware for Home Use	94	\$162.14	\$800,166
Portable Memory	93	\$4.36	\$21,514
Computer Software	96	\$12.38	\$61,118
Computer Accessories	85	\$15.10	\$74,509
Entertainment & Recreation	84	\$2,445.10	\$12,066,567
Fees and Admissions	86	\$493.74	\$2,436,599
Membership Fees for Clubs (2)	84	\$161.65	\$797,757
Fees for Participant Sports, excl. Trips	84	\$75.14	\$370,823
Tickets to Theatre/Operas/Concerts	86	\$45.54	\$224,754

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	93	\$61.94	\$305,659
Admission to Sporting Events, excl. Trips	90	\$47.78	\$235,796
Fees for Recreational Lessons	82	\$100.79	\$497,387
Dating Services	130	\$0.90	\$4,423
TV/Video/Audio	86	\$1,039.65	\$5,130,694
Cable and Satellite Television Services	85	\$759.82	\$3,749,709
Televisions	90	\$99.33	\$490,213
Satellite Dishes	72	\$1.05	\$5,163
VCRs, Video Cameras, and DVD Players	94	\$7.59	\$37,456
Miscellaneous Video Equipment	92	\$7.12	\$35,144
Video Cassettes and DVDs	94	\$17.38	\$85,755
Video Game Hardware/Accessories	99	\$25.47	\$125,686
Video Game Software	104	\$14.27	\$70,409
Streaming/Downloaded Video	98	\$17.79	\$87,790
Rental of Video Cassettes and DVDs	95	\$15.44	\$76,183
Installation of Televisions	71	\$0.65	\$3,217
Audio (3)	85	\$69.91	\$344,985
Rental of TV/VCR/Radio/Sound Equipment	111	\$1.46	\$7,217
Repair of TV/Radio/Sound Equipment	91	\$2.38	\$11,768
Pets	79	\$422.42	\$2,084,620
Toys/Games/Crafts/Hobbies (4)	86	\$97.81	\$482,691
Recreational Vehicles and Fees (5)	72	\$77.92	\$384,521
Sports/Recreation/Exercise Equipment (6)	84	\$138.52	\$683,611
Photo Equipment and Supplies (7)	88	\$48.22	\$237,982
Reading (8)	82	\$107.09	\$528,475
Live Entertainment for Catered Affairs	69	\$7.49	\$36,987
Rental of Party Supplies for Catered Affairs	81	\$12.24	\$60,387
Food	88	\$7,125.50	\$35,164,366
Food at Home	87	\$4,345.17	\$21,443,416

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	86	\$582.27	\$2,873,521
Meats, Poultry, Fish, and Eggs	87	\$966.28	\$4,768,586
Dairy Products	86	\$456.48	\$2,252,712
Fruits and Vegetables	88	\$843.84	\$4,164,342
Snacks and Other Food at Home (10)	87	\$1,496.30	\$7,384,255
Food Away from Home	90	\$2,780.33	\$13,720,950
Alcoholic Beverages	92	\$473.15	\$2,334,988
Financial			
Value of Stocks/Bonds/Mutual funds	76	\$5,669.88	\$27,980,880
Value of Retirement Plans	68	\$17,684.24	\$87,271,729
Value of Other Financial Assets	86	\$974.52	\$4,809,261
Vehicle Loan Amount excluding Interest	88	\$2,142.82	\$10,574,795
Value of Credit Card Debt	82	\$470.14	\$2,320,124
Health			
Nonprescription Drugs	82	\$101.31	\$499,978
Prescription Drugs	74	\$309.93	\$1,529,492
Eyeglasses and Contact Lenses	79	\$70.35	\$347,196
Home			
Mortgage Payment and Basics (11)	71	\$6,104.03	\$30,123,398
Maintenance and Remodeling Services	67	\$1,181.35	\$5,829,965
Maintenance and Remodeling Materials (12)	64	\$231.60	\$1,142,968
Utilities, Fuel, and Public Services	82	\$4,013.41	\$19,806,173
Household Furnishings and Equipment			
Household Textiles (13)	86	\$74.77	\$368,967
Furniture	90	\$440.53	\$2,174,025
Rugs	80	\$19.65	\$96,953
Major Appliances (14)	75	\$213.63	\$1,054,269
Housewares (15)	88	\$73.28	\$361,626
Small Appliances	87	\$41.16	\$203,115

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	86	\$7.96	\$39,260
Telephones and Accessories	93	\$66.45	\$327,919
Household Operations			
Child Care	93	\$393.18	\$1,940,365
Lawn and Garden (16)	69	\$281.97	\$1,391,515
Moving/Storage/Freight Express	101	\$63.87	\$315,197
Housekeeping Supplies (17)	84	\$590.85	\$2,915,864
Insurance			
Owners and Renters Insurance	68	\$312.88	\$1,544,076
Vehicle Insurance	85	\$952.89	\$4,702,499
Life/Other Insurance	72	\$297.96	\$1,470,425
Health Insurance	78	\$2,648.57	\$13,070,694
Personal Care Products (18)	88	\$381.57	\$1,883,048
School Books & Supplies for College	95	\$60.51	\$298,599
School Books & Supplies for Elementary/High School	82	\$16.86	\$83,204
School Books & Supplies for Vocational/Technical School	102	\$1.33	\$6,543
School Books & Supplies for Preschool/Other Schools	87	\$2.09	\$10,303
Other School Supplies	86	\$65.97	\$325,586
Smoking Products	86	\$352.18	\$1,738,032
Transportation			
Payments on Vehicles excluding Leases	83	\$1,737.68	\$8,575,459
Gasoline and Motor Oil	84	\$2,592.80	\$12,795,471
Vehicle Maintenance and Repairs	84	\$866.68	\$4,277,071
Travel			
Airline Fares	85	\$387.97	\$1,914,655
Lodging on Trips	78	\$363.67	\$1,794,698
Auto/Truck Rental on Trips	82	\$19.68	\$97,132
Food and Drink on Trips	81	\$354.53	\$1,749,593
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	76	\$5,669.88	\$27,980,880
Value of Retirement Plans	68	\$17,684.24	\$87,271,729
Value of Other Financial Assets	86	\$974.52	\$4,809,261
Vehicle Loan Amount excluding Interest	88	\$2,142.82	\$10,574,795
Value of Credit Card Debt	82	\$470.14	\$2,320,124
Health			
Nonprescription Drugs	82	\$101.31	\$499,978
Prescription Drugs	74	\$309.93	\$1,529,492
Eyeglasses and Contact Lenses	79	\$70.35	\$347,196
Home			
Mortgage Payment and Basics (11)	71	\$6,104.03	\$30,123,398
Maintenance and Remodeling Services	67	\$1,181.35	\$5,829,965
Maintenance and Remodeling Materials (12)	64	\$231.60	\$1,142,968
Utilities, Fuel, and Public Services	82	\$4,013.41	\$19,806,173
Household Furnishings and Equipment			
Household Textiles (13)	86	\$74.77	\$368,967
Furniture	90	\$440.53	\$2,174,025
Rugs	80	\$19.65	\$96,953
Major Appliances (14)	75	\$213.63	\$1,054,269
Housewares (15)	88	\$73.28	\$361,626
Small Appliances	87	\$41.16	\$203,115
Luggage	86	\$7.96	\$39,260
Telephones and Accessories	93	\$66.45	\$327,919
Household Operations			
Child Care	93	\$393.18	\$1,940,365
Lawn and Garden (16)	69	\$281.97	\$1,391,515
Moving/Storage/Freight Express	101	\$63.87	\$315,197
Housekeeping Supplies (17)	84	\$590.85	\$2,915,864
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	68	\$312.88	\$1,544,076
Vehicle Insurance	85	\$952.89	\$4,702,499
Life/Other Insurance	72	\$297.96	\$1,470,425
Health Insurance	78	\$2,648.57	\$13,070,694
Personal Care Products (18)	88	\$381.57	\$1,883,048
School Books & Supplies for College	95	\$60.51	\$298,599
School Books & Supplies for Elementary/High School	82	\$16.86	\$83,204
School Books & Supplies for Vocational/Technical School	102	\$1.33	\$6,543
School Books & Supplies for Preschool/Other Schools	87	\$2.09	\$10,303
Other School Supplies	86	\$65.97	\$325,586
Smoking Products	86	\$352.18	\$1,738,032
Transportation			
Payments on Vehicles excluding Leases	83	\$1,737.68	\$8,575,459
Gasoline and Motor Oil	84	\$2,592.80	\$12,795,471
Vehicle Maintenance and Repairs	84	\$866.68	\$4,277,071
Travel			
Airline Fares	85	\$387.97	\$1,914,655
Lodging on Trips	78	\$363.67	\$1,794,698
Auto/Truck Rental on Trips	82	\$19.68	\$97,132
Food and Drink on Trips	81	\$354.53	\$1,749,593

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	105,080	109,207	114,269
Households	42,799	44,546	46,513
Families	22,222	22,760	23,592
Average Household Size	2.27	2.29	2.30
Owner Occupied Housing Units	21,846	20,441	21,274
Renter Occupied Housing Units	20,953	24,105	25,240
Median Age	34.4	35.1	35.2

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.91%	1.02%	0.84%
Households	0.87%	0.96%	0.79%
Families	0.72%	0.87%	0.72%
Owner HHs	0.80%	0.93%	0.73%
Median Household Income	3.03%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	7,365	16.5%	7,420	16.0%
\$15,000 - \$24,999	4,833	10.9%	4,759	10.2%
\$25,000 - \$34,999	4,199	9.4%	4,519	9.7%
\$35,000 - \$49,999	5,332	12.0%	3,282	7.1%
\$50,000 - \$74,999	6,081	13.7%	6,795	14.6%
\$75,000 - \$99,999	4,579	10.3%	5,002	10.8%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	5,691	12.8%	7,092	15.2%
\$150,000 - \$199,999	2,807	6.3%	3,494	7.5%
\$200,000+	3,652	8.2%	4,143	8.9%
Median Household Income	\$51,593		\$59,887	
Average Household Income	\$84,367		\$92,884	
Per Capita Income	\$35,573		\$38,950	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	7,319	7.0%	6,972	6.4%	7,147	6.3%
5 - 9	6,203	5.9%	6,481	5.9%	6,659	5.8%
10 - 14	5,181	4.9%	5,991	5.5%	6,262	5.5%
15 - 19	6,845	6.5%	7,190	6.6%	7,597	6.6%
20 - 24	10,318	9.8%	10,800	9.9%	11,063	9.7%
25 - 34	17,685	16.8%	17,071	15.6%	18,068	15.8%
35 - 44	15,987	15.2%	15,535	14.2%	15,630	13.7%
45 - 54	13,873	13.2%	13,977	12.8%	13,989	12.2%
55 - 64	10,635	10.1%	12,006	11.0%	12,498	10.9%
65 - 74	5,071	4.8%	7,176	6.6%	8,864	7.8%
75 - 84	3,667	3.5%	3,573	3.3%	4,102	3.6%
85+	2,295	2.2%	2,434	2.2%	2,390	2.1%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	57,822	55.0%	59,541	54.5%	61,355	53.7%
Black Alone	30,734	29.2%	30,421	27.9%	30,835	27.0%
American Indian Alone	251	0.2%	242	0.2%	243	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	11,879	11.3%	14,168	13.0%	16,512	14.5%
Pacific Islander Alone	42	0.0%	40	0.0%	40	0.0%
Some Other Race Alone	1,554	1.5%	1,514	1.4%	1,565	1.4%
Two or More Races	2,797	2.7%	3,281	3.0%	3,719	3.3%
Hispanic Origin (Any Race)	4,513	4.3%	4,399	4.0%	4,567	4.0%

RING: 3 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	109,207
2016 Households	44,546
2016 Median Disposable Income	\$42,498
2016 Per Capita Income	\$35,573

HOUSEHOLDS BY TYPE

Total	42,799	100%
Households with 1 Person	15,617	36.5%
Households with 2+ People	27,182	63.5%
Family Households	22,222	51.9%
Husband-wife Families	15,447	36.1%
With Own Children	7,312	17.1%
Other Family (No Spouse Present)	6,775	15.8%
With Own Children	3,680	8.6%
Nonfamily Households	4,960	11.6%
All Households with Children	11,855	27.7%
Multigenerational Households	1,050	2.5%
Unmarried Partner Households	2,977	7.0%
Male-female	1,864	4.4%
Same-sex	1,113	2.6%
Average Household Size	2.27	

FAMILY HOUSEHOLDS BY SIZE

Total	22,221	100%
2 People	9,379	42.2%
3 People	5,501	24.8%
4 People	4,342	19.5%
5 People	1,740	7.8%
6 People	724	3.3%
7+ People	535	2.4%
Average Family Size	3.07	

NONFAMILY HOUSEHOLDS BY SIZE

Total	20,577	100%
1 Person	15,617	75.9%
2 People	4,026	19.6%
3 People	647	3.1%
4 People	203	1.0%
5 People	66	0.3%
6 People	11	0.1%
7+ People	7	0.0%
Average Family Size	1.32	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	105,080	100%
In Households	97,171	92.5%
In Family Households	70,058	66.7%
Householder	22,289	21.2%
Spouse	15,502	14.8%
Child	26,115	24.9%
Other relative	4,206	4.0%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	1,945	1.9%
In Nonfamily Households	27,114	25.8%
In Group Quarters	7,909	7.5%
Institutionalized Population	3,588	3.4%
Noninstitutionalized Population	4,321	4.1%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	22,223	100%
Householder Age 15 - 44	11,055	49.7%
Householder Age 45 - 54	4,670	21.0%
Householder Age 55 - 64	3,476	15.6%
Householder Age 65 - 74	1,570	7.1%
Householder Age 75+	1,452	6.5%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	20,577	100%
Householder Age 15 - 44	8,950	43.5%
Householder Age 45 - 54	3,696	18.0%
Householder Age 55 - 64	3,266	15.9%
Householder Age 65 - 74	1,821	8.8%
Householder Age 75+	2,844	13.8%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	42,800	100%
Householder is White Alone	26,743	62.5%
Householder is Black Alone	11,190	26.1%
Householder is American Indian Alone	105	0.2%
Householder is Asian Alone	3,542	8.3%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	15	0.0%
Householder is Some Other Race Alone	392	0.9%
Householder is Two or More Races	813	1.9%
Households with Hispanic Householder	1,367	3.2%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	15,448	100%
Householder is White Alone	10,795	69.9%
Householder is Black Alone	2,102	13.6%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	2,063	13.4%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	174	1.1%
Householder is Two or More Races	286	1.9%
Husband-wife Families with Hispanic Householder	563	3.6%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	6,775	100%
Householder is White Alone	2,259	33.3%
Householder is Black Alone	3,793	56.0%
Householder is American Indian Alone	22	0.3%
Householder is Asian Alone	424	6.3%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	92	1.4%
Householder is Two or More Races	183	2.7%
Other Families with Hispanic Householder	257	3.8%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	20,576	100%
Householder is White Alone	13,689	66.5%
Householder is Black Alone	5,295	25.7%
Householder is American Indian Alone	59	0.3%
Householder is Asian Alone	1,055	5.1%
Householder is Pacific Islander Alone	9	0.0%
Householder is Some Other Race Alone	126	0.6%
Householder is Two or More Races	343	1.7%
Nonfamily Households with Hispanic Householder	547	2.7%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	47,467	100%
Occupied Housing Units	42,799	90.2%
Vacant Housing Units		
For Rent	2,506	5.3%
Rented, not Occupied	84	0.2%
For Sale Only	671	1.4%
Sold, not Occupied	94	0.2%
For Seasonal/Recreational/Occasional Use	210	0.4%
For Migrant Workers	0	0.0%
Other Vacant	1,103	2.3%
Total Vacancy Rate	9.8%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	42,799	100%
Owner Occupied	21,846	51.0%
Owned with a Mortgage/Loan	16,758	39.2%
Owned Free and Clear	5,087	11.9%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.26	
Renter Occupied	20,953	49.0%
Average Household Size	2.28	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	21,847	100%
Householder is White Alone	18,415	84.3%
Householder is Black Alone	2,132	9.8%
Householder is American Indian Alone	34	0.2%
Householder is Asian Alone	925	4.2%
Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	109	0.5%
Householder is Two or More Races	226	1.0%
Owner-occupied Housing Units with Hispanic Householder	542	2.5%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	20,953	100%
Householder is White Alone	8,328	39.7%
Householder is Black Alone	9,058	43.2%
Householder is American Indian Alone	71	0.3%
Householder is Asian Alone	2,617	12.5%
Householder is Pacific Islander Alone	9	0.0%
Householder is Some Other Race Alone	283	1.4%
Householder is Two or More Races	587	2.8%
Renter-occupied Housing Units with Hispanic Householder	824	3.9%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.08

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.39
Householder is American Indian Alone	1.96
Householder is Asian Alone	3.09
Householder is Pacific Islander Alone	1.87
Householder is Some Other Race Alone	3.50
Householder is Two or More Races	2.67
Householder is Hispanic	2.85

RING: 3 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	109,207
2016 Households	44,546
2016 Median Disposable Income	\$42,498
2016 Per Capita Income	\$35,573

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	5,363
Total Employees	89,060
Total Residential Population	44,546
Employee/Residential Population Ratio	2.00

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	\$1,957,651,679	\$2,599,341,679	-\$641,690,000	▼ -14.1	1,005
Total Retail Trade	44-45	\$1,765,879,914	\$2,411,087,138	-\$645,207,224	▼ -15.4	663
Total Food & Drink	722	\$191,771,765	\$188,254,541	\$3,517,224	▲ 0.9	342

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$401,726,543	\$315,295,721	\$86,430,822	▲ 12.1	72
Automobile Dealers	4411	\$338,214,540	\$291,885,677	\$46,328,863	▲ 7.4	39
Other Motor Vehicle Dealers	4412	\$34,147,262	\$0	\$34,147,262	▲ 100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$29,364,741	\$23,410,044	\$5,954,697	▲ 11.3	33
Furniture & Home Furnishings Stores	442	\$63,127,581	\$25,301,228	\$37,826,353	▲ 42.8	29
Furniture Stores	4421	\$36,547,294	\$12,685,462	\$23,861,832	▲ 48.5	16

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$26,580,287	\$12,615,766	\$13,964,521	^ 35.6	13
Electronics & Appliance Stores	443	\$98,893,191	\$33,924,840	\$64,968,351	^ 48.9	38
Bldg Materials, Garden Equip. & Supply Stores	444	\$91,895,067	\$43,986,828	\$47,908,239	^ 35.3	31
Bldg Material & Supplies Dealers	4441	\$85,937,097	\$43,104,962	\$42,832,135	^ 33.2	29
Lawn & Garden Equip & Supply Stores	4442	\$5,957,970	\$881,866	\$5,076,104	^ 74.2	2
Food & Beverage Stores	445	\$322,426,994	\$515,360,042	-\$192,933,048	v -23.0	118
Grocery Stores	4451	\$278,972,875	\$344,956,777	-\$65,983,902	v -10.6	74
Specialty Food Stores	4452	\$24,987,162	\$144,576,707	-\$119,589,545	v -70.5	18
Beer, Wine & Liquor Stores	4453	\$18,466,958	\$25,826,558	-\$7,359,600	v -16.6	25
Health & Personal Care Stores	446,4461	\$98,904,729	\$1,054,518,428	-\$955,613,699	v -82.9	46
Gasoline Stations	447,4471	\$125,041,298	\$74,994,353	\$50,046,945	^ 25.0	37
Clothing & Clothing Accessories Stores	448	\$81,495,708	\$55,459,926	\$26,035,782	^ 19.0	115
Clothing Stores	4481	\$54,979,583	\$26,671,322	\$28,308,261	^ 34.7	67
Shoe Stores	4482	\$11,665,354	\$10,335,746	\$1,329,608	^ 6.0	11
Jewelry, Luggage & Leather Goods Stores	4483	\$14,850,771	\$18,452,858	-\$3,602,087	v -10.8	37
Sporting Goods, Hobby, Book & Music Stores	451	\$45,113,301	\$26,333,072	\$18,780,229	^ 26.3	30
Sporting Goods/Hobby/Musical Instr Stores	4511	\$38,176,513	\$13,334,113	\$24,842,400	^ 48.2	22
Book, Periodical & Music Stores	4512	\$6,936,788	\$12,998,959	-\$6,062,171	v -30.4	8
General Merchandise Stores	452	\$339,002,644	\$182,495,808	\$156,506,836	^ 30.0	27
Department Stores Excluding Leased Depts.	4521	\$259,206,756	\$169,193,429	\$90,013,327	^ 21.0	10
Other General Merchandise Stores	4529	\$79,795,888	\$13,302,379	\$66,493,509	^ 71.4	17
Miscellaneous Store Retailers	453	\$69,629,058	\$54,555,200	\$15,073,858	^ 12.1	103
Florists	4531	\$2,070,677	\$2,242,347	-\$171,670	v -4.0	9
Office Supplies, Stationery & Gift Stores	4532	\$11,526,478	\$11,301,542	\$224,936	^ 1.0	28
Used Merchandise Stores	4533	\$10,174,555	\$14,570,729	-\$4,396,174	v -17.8	27
Other Miscellaneous Store Retailers	4539	\$45,857,348	\$26,440,582	\$19,416,766	^ 26.9	40
Nonstore Retailers	454	\$28,623,800	\$28,861,692	-\$237,892	v -0.4	17
Electronic Shopping & Mail-Order Houses	4541	\$17,970,144	\$26,110,051	-\$8,139,907	v -18.5	15
Vending Machine Operators	4542	\$1,635,605	\$66,715	\$1,568,890	^ 92.2	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$9,018,052	\$2,684,926	\$6,333,126	^ 54.1	2
Food Services & Drinking Places	722	\$191,771,765	\$188,254,541	\$3,517,224	^ 0.9	342
Special Food Services	7223	\$1,992,620	\$2,416,542	-\$423,922	v -9.6	11
Drinking Places - Alcoholic Beverages	7224	\$4,429,014	\$5,336,867	-\$907,853	v -9.3	12
Restaurants/Other Eating Places	7225	\$185,350,131	\$180,501,132	\$4,848,999	^ 1.3	319

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Emerald City (8B)	17.3%	Population	109,207	114,269
2. Urban Chic (2A)	17.0%	Households	44,546	46,513
3. Metro Fusion (11C)	12.2%	Families	22,760	23,592
4. Metro Renters (3B)	10.8%	Median Age	35.1	35.2
5. In Style (5B)	7.4%	Median Household Income	\$51,593	\$59,887

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	114	\$2,305.52	\$102,701,787
Men's	116	\$464.47	\$20,690,239
Women's	113	\$775.96	\$34,565,883
Children's	116	\$374.68	\$16,690,575
Footwear	114	\$489.00	\$21,782,857
Watches & Jewelry	113	\$116.78	\$5,202,102
Apparel Products and Services (1)	117	\$84.63	\$3,770,132
Computer			
Computers and Hardware for Home Use	119	\$205.98	\$9,175,617
Portable Memory	117	\$5.50	\$244,865
Computer Software	119	\$15.41	\$686,531
Computer Accessories	110	\$19.56	\$871,358
Entertainment & Recreation	108	\$3,146.05	\$140,143,906
Fees and Admissions	113	\$655.08	\$29,181,364
Membership Fees for Clubs (2)	112	\$215.25	\$9,588,491
Fees for Participant Sports, excl. Trips	111	\$99.36	\$4,426,111
Tickets to Theatre/Operas/Concerts	115	\$60.49	\$2,694,652

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	120	\$79.70	\$3,550,222
Admission to Sporting Events, excl. Trips	116	\$61.74	\$2,750,052
Fees for Recreational Lessons	112	\$137.47	\$6,123,733
Dating Services	157	\$1.08	\$48,103
TV/Video/Audio	109	\$1,313.67	\$58,518,612
Cable and Satellite Television Services	107	\$960.46	\$42,784,679
Televisions	114	\$125.63	\$5,596,526
Satellite Dishes	94	\$1.37	\$60,962
VCRs, Video Cameras, and DVD Players	118	\$9.54	\$425,106
Miscellaneous Video Equipment	111	\$8.53	\$379,774
Video Cassettes and DVDs	117	\$21.62	\$963,279
Video Game Hardware/Accessories	121	\$31.14	\$1,387,144
Video Game Software	126	\$17.32	\$771,344
Streaming/Downloaded Video	122	\$22.24	\$990,790
Rental of Video Cassettes and DVDs	118	\$19.33	\$861,036
Installation of Televisions	91	\$0.84	\$37,313
Audio (3)	111	\$90.73	\$4,041,555
Rental of TV/VCR/Radio/Sound Equipment	134	\$1.76	\$78,202
Repair of TV/Radio/Sound Equipment	121	\$3.16	\$140,901
Pets	102	\$544.08	\$24,236,498
Toys/Games/Crafts/Hobbies (4)	109	\$124.09	\$5,527,872
Recreational Vehicles and Fees (5)	96	\$103.48	\$4,609,492
Sports/Recreation/Exercise Equipment (6)	108	\$178.79	\$7,964,527
Photo Equipment and Supplies (7)	112	\$61.66	\$2,746,521
Reading (8)	106	\$138.62	\$6,174,930
Live Entertainment for Catered Affairs	94	\$10.12	\$450,610
Rental of Party Supplies for Catered Affairs	109	\$16.47	\$733,481
Food	112	\$9,019.16	\$401,767,500
Food at Home	110	\$5,500.48	\$245,024,227

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	109	\$736.60	\$32,812,693
Meats, Poultry, Fish, and Eggs	110	\$1,223.65	\$54,508,708
Dairy Products	109	\$579.38	\$25,809,210
Fruits and Vegetables	112	\$1,072.88	\$47,792,526
Snacks and Other Food at Home (10)	110	\$1,887.96	\$84,101,090
Food Away from Home	114	\$3,518.68	\$156,743,274
Alcoholic Beverages	117	\$597.82	\$26,630,556
Financial			
Value of Stocks/Bonds/Mutual funds	101	\$7,542.89	\$336,005,788
Value of Retirement Plans	94	\$24,583.95	\$1,095,116,655
Value of Other Financial Assets	107	\$1,214.05	\$54,081,054
Vehicle Loan Amount excluding Interest	109	\$2,656.79	\$118,349,525
Value of Credit Card Debt	106	\$605.85	\$26,988,378
Health			
Nonprescription Drugs	105	\$130.13	\$5,796,620
Prescription Drugs	96	\$400.47	\$17,839,510
Eyeglasses and Contact Lenses	103	\$91.67	\$4,083,540
Home			
Mortgage Payment and Basics (11)	97	\$8,277.80	\$368,742,688
Maintenance and Remodeling Services	92	\$1,606.76	\$71,574,685
Maintenance and Remodeling Materials (12)	84	\$306.33	\$13,645,912
Utilities, Fuel, and Public Services	105	\$5,117.99	\$227,985,942
Household Furnishings and Equipment			
Household Textiles (13)	110	\$96.13	\$4,282,191
Furniture	114	\$560.87	\$24,984,550
Rugs	106	\$25.99	\$1,157,738
Major Appliances (14)	100	\$282.35	\$12,577,780
Housewares (15)	111	\$92.70	\$4,129,549
Small Appliances	112	\$52.63	\$2,344,273

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	112	\$10.39	\$462,802
Telephones and Accessories	115	\$81.66	\$3,637,649
Household Operations			
Child Care	117	\$497.38	\$22,156,356
Lawn and Garden (16)	94	\$381.35	\$16,987,584
Moving/Storage/Freight Express	127	\$80.27	\$3,575,846
Housekeeping Supplies (17)	107	\$752.59	\$33,524,686
Insurance			
Owners and Renters Insurance	89	\$412.48	\$18,374,455
Vehicle Insurance	108	\$1,209.01	\$53,856,766
Life/Other Insurance	97	\$399.90	\$17,814,148
Health Insurance	101	\$3,412.30	\$152,004,527
Personal Care Products (18)	112	\$486.47	\$21,670,359
School Books & Supplies for College	122	\$77.58	\$3,455,752
School Books & Supplies for Elementary/High School	106	\$21.73	\$968,173
School Books & Supplies for Vocational/Technical School	124	\$1.62	\$72,138
School Books & Supplies for Preschool/Other Schools	114	\$2.73	\$121,514
Other School Supplies	112	\$85.95	\$3,828,745
Smoking Products	105	\$429.35	\$19,125,789
Transportation			
Payments on Vehicles excluding Leases	105	\$2,179.69	\$97,096,596
Gasoline and Motor Oil	106	\$3,268.53	\$145,599,794
Vehicle Maintenance and Repairs	107	\$1,108.97	\$49,400,122
Travel			
Airline Fares	113	\$514.40	\$22,914,656
Lodging on Trips	104	\$484.30	\$21,573,624
Auto/Truck Rental on Trips	109	\$26.22	\$1,168,208
Food and Drink on Trips	106	\$466.45	\$20,778,467
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	101	\$7,542.89	\$336,005,788
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Food and Drink on Trips	106	\$466.45	\$20,778,467

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	295,809	308,768	323,504
Households	123,768	128,754	134,632
Families	62,822	64,368	66,740
Average Household Size	2.31	2.33	2.34
Owner Occupied Housing Units	62,692	58,789	61,216
Renter Occupied Housing Units	61,076	69,965	73,416
Median Age	34.0	34.9	35.3

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.94%	1.02%	0.84%
Households	0.90%	0.96%	0.79%
Families	0.73%	0.87%	0.72%
Owner HHs	0.81%	0.93%	0.73%
Median Household Income	2.73%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	18,276	14.2%	18,433	13.7%
\$15,000 - \$24,999	13,620	10.6%	13,509	10.0%
\$25,000 - \$34,999	11,978	9.3%	12,798	9.5%
\$35,000 - \$49,999	16,450	12.8%	9,991	7.4%
\$50,000 - \$74,999	20,309	15.8%	22,955	17.1%
\$75,000 - \$99,999	13,890	10.8%	15,433	11.5%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	16,595	12.9%	20,727	15.4%
\$150,000 - \$199,999	7,408	5.8%	9,298	6.9%
\$200,000+	10,220	7.9%	11,481	8.5%
Median Household Income	\$53,638		\$61,384	
Average Household Income	\$84,256		\$92,494	
Per Capita Income	\$35,742		\$39,082	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	21,800	7.4%	20,503	6.6%	20,977	6.5%
5 - 9	17,412	5.9%	19,103	6.2%	19,125	5.9%
10 - 14	14,430	4.9%	16,892	5.5%	18,126	5.6%
15 - 19	15,840	5.4%	16,945	5.5%	18,033	5.6%
20 - 24	25,341	8.6%	24,960	8.1%	25,343	7.8%
25 - 34	58,652	19.8%	56,525	18.3%	58,776	18.2%
35 - 44	47,416	16.0%	47,267	15.3%	48,106	14.9%
45 - 54	39,041	13.2%	39,885	12.9%	40,147	12.4%
55 - 64	29,203	9.9%	33,277	10.8%	35,066	10.8%
65 - 74	13,892	4.7%	19,786	6.4%	24,416	7.5%
75 - 84	8,540	2.9%	8,960	2.9%	10,574	3.3%
85+	4,239	1.4%	4,663	1.5%	4,816	1.5%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	146,398	49.5%	151,873	49.2%	157,035	48.5%
Black Alone	102,390	34.6%	104,005	33.7%	106,787	33.0%
American Indian Alone	1,138	0.4%	1,105	0.4%	1,138	0.4%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	21,452	7.3%	26,150	8.5%	31,031	9.6%
Pacific Islander Alone	146	0.0%	142	0.0%	145	0.0%
Some Other Race Alone	15,983	5.4%	15,942	5.2%	16,581	5.1%
Two or More Races	8,302	2.8%	9,552	3.1%	10,787	3.3%
Hispanic Origin (Any Race)	33,747	11.4%	33,732	10.9%	35,103	10.9%

RING: 5 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	308,768
2016 Households	128,754
2016 Median Disposable Income	\$44,167
2016 Per Capita Income	\$35,742

HOUSEHOLDS BY TYPE

Total	123,768	100%
Households with 1 Person	45,018	36.4%
Households with 2+ People	78,750	63.6%
Family Households	62,822	50.8%
Husband-wife Families	41,210	33.3%
With Own Children	18,901	15.3%
Other Family (No Spouse Present)	21,611	17.5%
With Own Children	10,720	8.7%
Nonfamily Households	15,928	12.8%
All Households with Children	33,267	26.9%
Multigenerational Households	3,933	3.2%
Unmarried Partner Households	9,968	8.0%
Male-female	6,591	5.3%
Same-sex	3,377	2.7%
Average Household Size	2.31	

FAMILY HOUSEHOLDS BY SIZE

Total	62,822	100%
2 People	25,558	40.7%
3 People	15,277	24.3%
4 People	11,855	18.9%
5 People	5,371	8.5%
6 People	2,446	3.9%
7+ People	2,315	3.7%
Average Family Size	3.12	

NONFAMILY HOUSEHOLDS BY SIZE

Total	60,946	100%
1 Person	45,018	73.9%
2 People	12,792	21.0%
3 People	2,062	3.4%
4 People	706	1.2%
5 People	237	0.4%
6 People	76	0.1%
7+ People	55	0.1%
Average Family Size	1.34	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	295,809	100%
In Households	286,277	96.8%
In Family Households	204,463	69.1%
Householder	62,875	21.3%
Spouse	41,263	13.9%
Child	75,477	25.5%
Other relative	16,402	5.5%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	8,446	2.9%
In Nonfamily Households	81,814	27.7%
In Group Quarters	9,532	3.2%
Institutionalized Population	4,263	1.4%
Noninstitutionalized Population	5,269	1.8%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	62,821	100%
Householder Age 15 - 44	31,965	50.9%
Householder Age 45 - 54	12,750	20.3%
Householder Age 55 - 64	9,700	15.4%
Householder Age 65 - 74	4,711	7.5%
Householder Age 75+	3,695	5.9%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	60,946	100%
Householder Age 15 - 44	32,128	52.7%
Householder Age 45 - 54	10,556	17.3%
Householder Age 55 - 64	8,605	14.1%
Householder Age 65 - 74	4,424	7.3%
Householder Age 75+	5,233	8.6%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	123,767	100%
Householder is White Alone	69,600	56.2%
Householder is Black Alone	40,164	32.5%
Householder is American Indian Alone	400	0.3%
Householder is Asian Alone	7,206	5.8%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	45	0.0%
Householder is Some Other Race Alone	3,764	3.0%
Householder is Two or More Races	2,588	2.1%
Households with Hispanic Householder	8,863	7.2%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	41,211	100%
Householder is White Alone	26,163	63.5%
Householder is Black Alone	8,576	20.8%
Householder is American Indian Alone	142	0.3%
Householder is Asian Alone	3,781	9.2%
Householder is Pacific Islander Alone	16	0.0%
Householder is Some Other Race Alone	1,761	4.3%
Householder is Two or More Races	772	1.9%
Husband-wife Families with Hispanic Householder	3,791	9.2%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	21,613	100%
Householder is White Alone	5,830	27.0%
Householder is Black Alone	13,242	61.3%
Householder is American Indian Alone	90	0.4%
Householder is Asian Alone	791	3.7%
Householder is Pacific Islander Alone	9	0.0%
Householder is Some Other Race Alone	1,060	4.9%
Householder is Two or More Races	591	2.7%
Other Families with Hispanic Householder	2,295	10.6%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	60,946	100%
Householder is White Alone	37,607	61.7%
Householder is Black Alone	18,347	30.1%
Householder is American Indian Alone	168	0.3%
Householder is Asian Alone	2,635	4.3%
Householder is Pacific Islander Alone	21	0.0%
Householder is Some Other Race Alone	943	1.5%
Householder is Two or More Races	1,225	2.0%
Nonfamily Households with Hispanic Householder	2,777	4.6%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	138,671	100%
Occupied Housing Units	123,768	89.3%
Vacant Housing Units		
For Rent	8,190	5.9%
Rented, not Occupied	209	0.2%
For Sale Only	2,421	1.7%
Sold, not Occupied	309	0.2%
For Seasonal/Recreational/Occasional Use	606	0.4%
For Migrant Workers	0	0.0%
Other Vacant	3,168	2.3%
Total Vacancy Rate	10.7%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	123,768	100%
Owner Occupied	62,692	50.7%
Owned with a Mortgage/Loan	49,821	40.3%
Owned Free and Clear	12,871	10.4%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.31	
Renter Occupied	61,076	49.3%
Average Household Size	2.32	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	62,691	100%
Householder is White Alone	45,210	72.1%
Householder is Black Alone	13,561	21.6%
Householder is American Indian Alone	118	0.2%
Householder is Asian Alone	2,614	4.2%
Householder is Pacific Islander Alone	15	0.0%
Householder is Some Other Race Alone	403	0.6%
Householder is Two or More Races	770	1.2%
Owner-occupied Housing Units with Hispanic Householder	1,768	2.8%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	61,075	100%
Householder is White Alone	24,390	39.9%
Householder is Black Alone	26,603	43.6%
Householder is American Indian Alone	282	0.5%
Householder is Asian Alone	4,592	7.5%
Householder is Pacific Islander Alone	30	0.0%
Householder is Some Other Race Alone	3,360	5.5%
Householder is Two or More Races	1,818	3.0%
Renter-occupied Housing Units with Hispanic Householder	7,095	11.6%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.08

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.43
Householder is American Indian Alone	2.85
Householder is Asian Alone	2.81
Householder is Pacific Islander Alone	2.62
Householder is Some Other Race Alone	4.09
Householder is Two or More Races	2.73
Householder is Hispanic	3.66

RING: 5 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	308,768
2016 Households	128,754
2016 Median Disposable Income	\$44,167
2016 Per Capita Income	\$35,742

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	14,234
Total Employees	175,765
Total Residential Population	128,754
Employee/Residential Population Ratio	1.37

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	\$5,694,496,939	\$5,300,389,668	\$394,107,271	^ 3.6	2,814
Total Retail Trade	44-45	\$5,133,644,932	\$4,730,802,919	\$402,842,013	^ 4.1	1,831
Total Food & Drink	722	\$560,852,007	\$569,586,749	-\$8,734,742	v -0.8	982

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$1,168,626,166	\$504,135,848	\$664,490,318	^ 39.7	199
Automobile Dealers	4411	\$986,057,743	\$435,204,631	\$550,853,112	^ 38.8	115
Other Motor Vehicle Dealers	4412	\$97,839,560	\$5,650,741	\$92,188,819	^ 89.1	3
Auto Parts, Accessories & Tire Stores	4413	\$84,728,863	\$63,280,476	\$21,448,387	^ 14.5	81
Furniture & Home Furnishings Stores	442	\$182,467,869	\$80,208,518	\$102,259,351	^ 38.9	74
Furniture Stores	4421	\$106,554,339	\$43,345,051	\$63,209,288	^ 42.2	40

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$75,913,530	\$36,863,467	\$39,050,063	^ 34.6	34
Electronics & Appliance Stores	443	\$285,954,506	\$266,328,787	\$19,625,719	^ 3.6	125
Bldg Materials, Garden Equip. & Supply Stores	444	\$258,550,398	\$137,725,420	\$120,824,978	^ 30.5	83
Bldg Material & Supplies Dealers	4441	\$241,784,549	\$133,970,337	\$107,814,212	^ 28.7	75
Lawn & Garden Equip & Supply Stores	4442	\$16,765,849	\$3,755,083	\$13,010,766	^ 63.4	8
Food & Beverage Stores	445	\$943,614,929	\$1,087,192,828	-\$143,577,899	v -7.1	288
Grocery Stores	4451	\$816,641,459	\$848,257,755	-\$31,616,296	v -1.9	180
Specialty Food Stores	4452	\$73,283,771	\$183,295,713	-\$110,011,942	v -42.9	59
Beer, Wine & Liquor Stores	4453	\$53,689,700	\$55,639,361	-\$1,949,661	v -1.8	49
Health & Personal Care Stores	446,4461	\$285,202,592	\$1,227,282,367	-\$942,079,775	v -62.3	129
Gasoline Stations	447,4471	\$366,276,210	\$248,685,414	\$117,590,796	^ 19.1	123
Clothing & Clothing Accessories Stores	448	\$238,362,587	\$173,064,571	\$65,298,016	^ 15.9	330
Clothing Stores	4481	\$161,073,386	\$101,204,254	\$59,869,132	^ 22.8	215
Shoe Stores	4482	\$34,211,312	\$38,361,664	-\$4,150,352	v -5.7	49
Jewelry, Luggage & Leather Goods Stores	4483	\$43,077,889	\$33,498,653	\$9,579,236	^ 12.5	65
Sporting Goods, Hobby, Book & Music Stores	451	\$131,024,610	\$101,858,018	\$29,166,592	^ 12.5	87
Sporting Goods/Hobby/Musical Instr Stores	4511	\$110,820,604	\$79,052,373	\$31,768,231	^ 16.7	68
Book, Periodical & Music Stores	4512	\$20,204,005	\$22,805,645	-\$2,601,640	v -6.0	19
General Merchandise Stores	452	\$989,651,146	\$718,805,751	\$270,845,395	^ 15.9	100
Department Stores Excluding Leased Depts.	4521	\$756,126,435	\$552,627,861	\$203,498,574	^ 15.5	39
Other General Merchandise Stores	4529	\$233,524,711	\$166,177,890	\$67,346,821	^ 16.8	61
Miscellaneous Store Retailers	453	\$201,965,913	\$142,373,900	\$59,592,013	^ 17.3	258
Florists	4531	\$5,787,951	\$6,938,736	-\$1,150,785	v -9.0	26
Office Supplies, Stationery & Gift Stores	4532	\$33,441,195	\$30,799,015	\$2,642,180	^ 4.1	53
Used Merchandise Stores	4533	\$29,672,009	\$32,874,311	-\$3,202,302	v -5.1	76
Other Miscellaneous Store Retailers	4539	\$133,064,757	\$71,761,837	\$61,302,920	^ 29.9	104
Nonstore Retailers	454	\$81,948,008	\$43,141,498	\$38,806,510	^ 31.0	35
Electronic Shopping & Mail-Order Houses	4541	\$52,120,261	\$35,615,071	\$16,505,190	^ 18.8	27
Vending Machine Operators	4542	\$4,795,351	\$663,526	\$4,131,825	^ 75.7	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$25,032,396	\$6,862,901	\$18,169,495	^ 57.0	6
Food Services & Drinking Places	722	\$560,852,007	\$569,586,749	-\$8,734,742	v -0.8	982
Special Food Services	7223	\$5,779,189	\$7,125,829	-\$1,346,640	v -10.4	33
Drinking Places - Alcoholic Beverages	7224	\$13,087,613	\$50,563,253	-\$37,475,640	v -58.9	53
Restaurants/Other Eating Places	7225	\$541,985,206	\$511,897,667	\$30,087,539	^ 2.9	896

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Metro Renters (3B)	17.2%	Population	308,768	323,504
2. Emerald City (8B)	12.9%	Households	128,754	134,632
3. Urban Chic (2A)	11.7%	Families	64,368	66,740
4. Young and Restless (11B)	8.0%	Median Age	34.9	35.3
5. Metro Fusion (11C)	6.4%	Median Household Income	\$53,638	\$61,384

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	115	\$2,313.17	\$297,830,302
Men's	116	\$465.07	\$59,880,044
Women's	113	\$777.47	\$100,102,740
Children's	117	\$378.75	\$48,765,158
Footwear	114	\$490.04	\$63,094,061
Watches & Jewelry	113	\$116.72	\$15,028,117
Apparel Products and Services (1)	118	\$85.12	\$10,960,183
Computer			
Computers and Hardware for Home Use	119	\$205.48	\$26,456,630
Portable Memory	117	\$5.50	\$707,982
Computer Software	119	\$15.44	\$1,987,526
Computer Accessories	109	\$19.34	\$2,489,912
Entertainment & Recreation	108	\$3,137.01	\$403,902,372
Fees and Admissions	112	\$644.94	\$83,038,065
Membership Fees for Clubs (2)	111	\$212.13	\$27,312,527
Fees for Participant Sports, excl. Trips	109	\$97.76	\$12,587,208
Tickets to Theatre/Operas/Concerts	112	\$59.28	\$7,633,172

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	120	\$79.48	\$10,233,472
Admission to Sporting Events, excl. Trips	115	\$61.03	\$7,857,725
Fees for Recreational Lessons	109	\$134.14	\$17,271,088
Dating Services	161	\$1.11	\$142,873
TV/Video/Audio	110	\$1,322.40	\$170,263,759
Cable and Satellite Television Services	108	\$968.11	\$124,647,397
Televisions	115	\$126.31	\$16,262,504
Satellite Dishes	95	\$1.38	\$178,208
VCRs, Video Cameras, and DVD Players	118	\$9.55	\$1,230,114
Miscellaneous Video Equipment	112	\$8.60	\$1,107,060
Video Cassettes and DVDs	118	\$21.79	\$2,805,145
Video Game Hardware/Accessories	123	\$31.53	\$4,060,077
Video Game Software	128	\$17.60	\$2,266,100
Streaming/Downloaded Video	122	\$22.19	\$2,856,566
Rental of Video Cassettes and DVDs	119	\$19.45	\$2,504,284
Installation of Televisions	93	\$0.86	\$110,580
Audio (3)	110	\$90.13	\$11,604,516
Rental of TV/VCR/Radio/Sound Equipment	137	\$1.79	\$231,077
Repair of TV/Radio/Sound Equipment	119	\$3.11	\$400,132
Pets	101	\$541.79	\$69,757,965
Toys/Games/Crafts/Hobbies (4)	109	\$124.53	\$16,033,461
Recreational Vehicles and Fees (5)	94	\$101.58	\$13,078,470
Sports/Recreation/Exercise Equipment (6)	107	\$176.99	\$22,788,399
Photo Equipment and Supplies (7)	112	\$61.60	\$7,931,809
Reading (8)	104	\$137.03	\$17,643,198
Live Entertainment for Catered Affairs	93	\$10.00	\$1,288,064
Rental of Party Supplies for Catered Affairs	107	\$16.15	\$2,079,182
Food	112	\$9,072.10	\$1,168,069,397
Food at Home	111	\$5,530.47	\$712,070,450

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	110	\$740.37	\$95,325,940
Meats, Poultry, Fish, and Eggs	111	\$1,233.62	\$158,832,867
Dairy Products	110	\$581.25	\$74,838,898
Fruits and Vegetables	113	\$1,076.27	\$138,574,281
Snacks and Other Food at Home (10)	111	\$1,898.96	\$244,498,463
Food Away from Home	115	\$3,541.63	\$455,998,947
Alcoholic Beverages	117	\$598.67	\$77,081,286
Financial			
Value of Stocks/Bonds/Mutual funds	100	\$7,468.59	\$961,611,237
Value of Retirement Plans	91	\$23,824.82	\$3,067,541,194
Value of Other Financial Assets	108	\$1,218.64	\$156,904,756
Vehicle Loan Amount excluding Interest	111	\$2,695.14	\$347,010,121
Value of Credit Card Debt	106	\$603.73	\$77,733,257
Health			
Nonprescription Drugs	105	\$129.89	\$16,723,359
Prescription Drugs	95	\$400.20	\$51,527,276
Eyeglasses and Contact Lenses	102	\$90.82	\$11,693,609
Home			
Mortgage Payment and Basics (11)	95	\$8,106.54	\$1,043,749,255
Maintenance and Remodeling Services	90	\$1,572.44	\$202,458,537
Maintenance and Remodeling Materials (12)	84	\$303.92	\$39,131,185
Utilities, Fuel, and Public Services	106	\$5,143.77	\$662,281,002
Household Furnishings and Equipment			
Household Textiles (13)	110	\$95.90	\$12,347,339
Furniture	115	\$563.06	\$72,495,637
Rugs	105	\$25.64	\$3,301,569
Major Appliances (14)	98	\$278.77	\$35,893,308
Housewares (15)	111	\$93.00	\$11,974,547
Small Appliances	111	\$52.50	\$6,760,199

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	111	\$10.30	\$1,326,608
Telephones and Accessories	117	\$83.24	\$10,717,496
Household Operations			
Child Care	120	\$507.19	\$65,302,809
Lawn and Garden (16)	91	\$372.81	\$48,000,722
Moving/Storage/Freight Express	127	\$80.32	\$10,340,962
Housekeeping Supplies (17)	107	\$755.00	\$97,209,065
Insurance			
Owners and Renters Insurance	89	\$410.52	\$52,855,520
Vehicle Insurance	109	\$1,215.34	\$156,480,140
Life/Other Insurance	95	\$393.39	\$50,650,330
Health Insurance	101	\$3,406.26	\$438,569,242
Personal Care Products (18)	112	\$487.41	\$62,756,488
School Books & Supplies for College	121	\$76.49	\$9,848,497
School Books & Supplies for Elementary/High School	107	\$21.94	\$2,824,708
School Books & Supplies for Vocational/Technical School	124	\$1.63	\$209,831
School Books & Supplies for Preschool/Other Schools	115	\$2.74	\$352,640
Other School Supplies	112	\$85.55	\$11,014,912
Smoking Products	107	\$437.34	\$56,309,708
Transportation			
Payments on Vehicles excluding Leases	106	\$2,203.83	\$283,752,285
Gasoline and Motor Oil	107	\$3,296.33	\$424,415,417
Vehicle Maintenance and Repairs	107	\$1,107.55	\$142,601,726
Travel			
Airline Fares	111	\$506.63	\$65,230,625
Lodging on Trips	103	\$476.13	\$61,303,016
Auto/Truck Rental on Trips	107	\$25.77	\$3,318,023
Food and Drink on Trips	105	\$460.84	\$59,334,451
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