



RING: 1 MILE

## Demographic & Income Profile

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

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

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

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

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

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	6,971	86.4%	7,051	84.4%	7,233	82.4%
Black Alone	465	5.8%	570	6.8%	678	7.7%
American Indian Alone	24	0.3%	22	0.3%	23	0.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	93	1.2%	111	1.3%	130	1.5%
Pacific Islander Alone	6	0.1%	6	0.1%	7	0.1%
Some Other Race Alone	343	4.3%	389	4.7%	455	5.2%
Two or More Races	164	2.0%	202	2.4%	250	2.8%
Hispanic Origin (Any Race)	882	10.9%	1,003	12.0%	1,149	13.1%

RING: 1 MILE

Housing Profile

## SUMMARY DEMOGRAPHIC

2016 Population	8,351
2016 Households	2,697
2016 Median Disposable Income	\$59,868
2016 Per Capita Income	\$31,775

## HOUSEHOLDS BY TYPE

<b>Total</b>	2,633	100%
<b>Households with 1 Person</b>	415	15.8%
<b>Households with 2+ People</b>	2,218	84.2%
Family Households	2,108	80.1%
Husband-wife Families	1,733	65.8%
With Own Children	986	37.4%
Other Family (No Spouse Present)	375	14.2%
With Own Children	216	8.2%
Nonfamily Households	110	4.1%
All Households with Children	1,287	48.9%
Multigenerational Households	114	4.3%
<b>Unmarried Partner Households</b>	132	5.0%
<b>Male-female</b>	116	4.4%
<b>Same-sex</b>	16	0.6%
Average Household Size	3.06	

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	2,108	100%
2 People	665	31.5%
3 People	472	22.4%
4 People	557	26.4%
5 People	264	12.5%
6 People	91	4.3%
7+ People	59	2.8%
Average Family Size	3.43	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	524	100%
1 Person	415	79.2%
2 People	85	16.2%
3 People	17	3.2%
4 People	5	1.0%
5 People	2	0.4%
6 People	0	0.0%
7+ People	0	0.0%
Average Family Size	1.29	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	8,066	100%
In Households	8,066	100.0%
In Family Households	7,388	91.6%
Householder	2,128	26.4%
Spouse	1,748	21.7%
Child	3,057	37.9%
Other relative	296	3.7%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	160	2.0%
In Nonfamily Households	678	8.4%
<b>In Group Quarters</b>	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	2,108	100%
Householder Age 15 - 44	887	42.1%
Householder Age 45 - 54	670	31.8%
Householder Age 55 - 64	350	16.6%
Householder Age 65 - 74	139	6.6%
Householder Age 75+	62	2.9%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	525	100%
Householder Age 15 - 44	129	24.6%
Householder Age 45 - 54	106	20.2%
Householder Age 55 - 64	122	23.2%
Householder Age 65 - 74	88	16.8%
Householder Age 75+	80	15.2%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	2,632	100%
Householder is White Alone	2,351	89.3%
Householder is Black Alone	142	5.4%
Householder is American Indian Alone	5	0.2%
Householder is Asian Alone	27	1.0%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	3	0.1%
Householder is Some Other Race Alone	69	2.6%
Householder is Two or More Races	35	1.3%
Households with Hispanic Householder	196	7.4%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	1,732	100%
Householder is White Alone	1,562	90.2%
Householder is Black Alone	79	4.6%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	19	1.1%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	46	2.7%
Householder is Two or More Races	20	1.2%
Husband-wife Families with Hispanic Householder	127	7.3%

## OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

<b>Total</b>	376	100%
Householder is White Alone	308	81.9%
Householder is Black Alone	34	9.0%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	3	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	19	5.1%
Householder is Two or More Races	12	3.2%
Other Families with Hispanic Householder	47	12.5%



## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	525	100%
Householder is White Alone	481	91.6%
Householder is Black Alone	29	5.5%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	5	1.0%
Householder is Pacific Islander Alone	1	0.2%
Householder is Some Other Race Alone	5	1.0%
Householder is Two or More Races	3	0.6%
Nonfamily Households with Hispanic Householder	22	4.2%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	2,808	100%
Occupied Housing Units	2,633	93.8%
Vacant Housing Units		
For Rent	61	2.2%
Rented, not Occupied	1	0.0%
For Sale Only	58	2.1%
Sold, not Occupied	4	0.1%
For Seasonal/Recreational/Occasional Use	7	0.2%
For Migrant Workers	0	0.0%
Other Vacant	44	1.6%
<b>Total Vacancy Rate</b>	6.2%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	2,633	100%
Owner Occupied	2,213	84.0%
Owned with a Mortgage/Loan	1,945	73.9%
Owned Free and Clear	268	10.2%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	3.06	
<b>Renter Occupied</b>	420	16.0%
Average Household Size	3.10	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	2,213	100%
Householder is White Alone	2,029	91.7%
Householder is Black Alone	96	4.3%
Householder is American Indian Alone	3	0.1%
Householder is Asian Alone	21	0.9%
Householder is Pacific Islander Alone	3	0.1%
Householder is Some Other Race Alone	38	1.7%
Householder is Two or More Races	23	1.0%
Owner-occupied Housing Units with Hispanic Householder	125	5.6%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	419	100%
Householder is White Alone	322	76.8%
Householder is Black Alone	46	11.0%
Householder is American Indian Alone	2	0.5%
Householder is Asian Alone	6	1.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	31	7.4%
Householder is Two or More Races	12	2.9%
Renter-occupied Housing Units with Hispanic Householder	71	16.9%

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.99

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	3.30
Householder is American Indian Alone	3.80
Householder is Asian Alone	2.96
Householder is Pacific Islander Alone	3.33
Householder is Some Other Race Alone	4.78
Householder is Two or More Races	3.57
Householder is Hispanic	4.39

RING: 1 MILE

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2016 Population	8,351
2016 Households	2,697
2016 Median Disposable Income	\$59,868
2016 Per Capita Income	\$31,775

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	421
Total Employees	3,427
Total Residential Population	2,697
Employee/Residential Population Ratio	1.27

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	\$135,041,155	\$222,318,961	-\$87,277,806	▼ -24.4	86
Total Retail Trade	44-45	\$122,039,426	\$206,074,860	-\$84,035,434	▼ -25.6	57
Total Food & Drink	722	\$13,001,729	\$16,244,102	-\$3,242,373	▼ -11.1	29

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
<b>Motor Vehicle &amp; Parts Dealers</b>	441	\$28,318,961	\$4,638,169	\$23,680,792	▲ 71.9	6
Automobile Dealers	4411	\$23,767,612	\$1,047,072	\$22,720,540	▲ 91.6	1
Other Motor Vehicle Dealers	4412	\$2,522,553	\$696,170	\$1,826,383	▲ 56.7	1
Auto Parts, Accessories & Tire Stores	4413	\$2,028,796	\$2,894,927	-\$866,131	▼ -17.6	3
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$4,514,743	\$1,032,330	\$3,482,413	▲ 62.8	4
Furniture Stores	4421	\$2,495,316	\$79,950	\$2,415,366	▲ 93.8	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potential)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$2,019,426	\$952,379	\$1,067,047	^ 35.9	3
Electronics & Appliance Stores	443	\$6,780,160	\$4,923,692	\$1,856,468	^ 15.9	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$7,265,312	\$5,266,003	\$1,999,309	^ 16.0	6
Bldg Material & Supplies Dealers	4441	\$6,800,848	\$2,060,598	\$4,740,250	^ 53.5	2
Lawn & Garden Equip & Supply Stores	4442	\$464,465	\$3,205,405	-\$2,740,940	v -74.7	4
Food & Beverage Stores	445	\$21,468,648	\$100,814,324	-\$79,345,676	v -64.9	5
Grocery Stores	4451	\$18,610,417	\$99,812,290	-\$81,201,873	v -68.6	3
Specialty Food Stores	4452	\$1,659,936	\$744,868	\$915,068	^ 38.1	2
Beer, Wine & Liquor Stores	4453	\$1,198,295	\$257,166	\$941,129	^ 64.7	0
Health & Personal Care Stores	446,4461	\$6,851,332	\$6,647,613	\$203,719	^ 1.5	7
Gasoline Stations	447,4471	\$8,601,509	\$8,106,335	\$495,174	^ 3.0	4
Clothing & Clothing Accessories Stores	448	\$5,457,359	\$711,845	\$4,745,514	^ 76.9	4
Clothing Stores	4481	\$3,648,507	\$310,087	\$3,338,420	^ 84.3	3
Shoe Stores	4482	\$779,896	\$54,607	\$725,289	^ 86.9	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,028,956	\$347,151	\$681,805	^ 49.5	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,088,380	\$2,537,428	\$550,952	^ 9.8	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,622,003	\$2,293,974	\$328,029	^ 6.7	3
Book, Periodical & Music Stores	4512	\$466,378	\$243,454	\$222,924	^ 31.4	1
General Merchandise Stores	452	\$22,956,758	\$67,089,839	-\$44,133,081	v -49.0	2
Department Stores Excluding Leased Depts.	4521	\$17,568,080	\$65,447,483	-\$47,879,403	v -57.7	1
Other General Merchandise Stores	4529	\$5,388,678	\$1,642,356	\$3,746,322	^ 53.3	1
Miscellaneous Store Retailers	453	\$4,826,625	\$762,082	\$4,064,543	^ 72.7	5
Florists	4531	\$163,093	\$0	\$163,093	^ 100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$791,019	\$100,751	\$690,268	^ 77.4	1
Used Merchandise Stores	4533	\$688,197	\$251,965	\$436,232	^ 46.4	2
Other Miscellaneous Store Retailers	4539	\$3,184,317	\$409,366	\$2,774,951	^ 77.2	2
Nonstore Retailers	454	\$1,909,639	\$3,545,198	-\$1,635,559	v -30.0	3
Electronic Shopping & Mail-Order Houses	4541	\$1,227,804	\$3,518,612	-\$2,290,808	v -48.3	2
Vending Machine Operators	4542	\$109,398	\$26,586	\$82,812	^ 60.9	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$572,436	\$0	\$572,436	^ 100.0	0
<b>Food Services &amp; Drinking Places</b>	722	\$13,001,729	\$16,244,102	-\$3,242,373	v -11.1	29
Special Food Services	7223	\$146,463	\$6,863	\$139,600	^ 91.0	0
Drinking Places - Alcoholic Beverages	7224	\$283,519	\$1,609,435	-\$1,325,916	v -70.0	1
<b>Restaurants/Other Eating Places</b>	7225	\$12,571,747	\$14,627,804	-\$2,056,057	v -7.6	28

RING: 1 MILE

Tapestry

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

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

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



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

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

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	137	\$10,298.49	\$27,775,020
Value of Retirement Plans	134	\$35,015.00	\$94,435,456
Value of Other Financial Assets	120	\$1,358.00	\$3,662,538
Vehicle Loan Amount excluding Interest	125	\$3,054.87	\$8,238,971
Value of Credit Card Debt	124	\$707.12	\$1,907,100
<b>Health</b>			
Nonprescription Drugs	117	\$145.82	\$393,276
Prescription Drugs	116	\$487.11	\$1,313,732
Eyeglasses and Contact Lenses	122	\$108.76	\$293,326
<b>Home</b>			
Mortgage Payment and Basics (11)	141	\$12,112.34	\$32,666,989
Maintenance and Remodeling Services	137	\$2,398.47	\$6,468,673
Maintenance and Remodeling Materials (12)	135	\$490.43	\$1,322,696
Utilities, Fuel, and Public Services	118	\$5,772.07	\$15,567,277
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	124	\$107.76	\$290,628
Furniture	128	\$627.07	\$1,691,220
Rugs	131	\$31.97	\$86,229
Major Appliances (14)	129	\$365.41	\$985,511
Housewares (15)	126	\$105.30	\$283,996
Small Appliances	119	\$55.94	\$150,879
Luggage	137	\$12.65	\$34,111
Telephones and Accessories	124	\$88.17	\$237,785
<b>Household Operations</b>			
Child Care	141	\$595.56	\$1,606,229
Lawn and Garden (16)	127	\$517.38	\$1,395,387
Moving/Storage/Freight Express	114	\$72.39	\$195,240
Housekeeping Supplies (17)	122	\$854.39	\$2,304,300
<b>Insurance</b>			

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

RING: 3 MILES

## Demographic & Income Profile

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

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

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

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

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

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	45,329	82.9%	46,630	80.5%	48,343	78.2%
Black Alone	4,367	8.0%	5,404	9.3%	6,473	10.5%
American Indian Alone	191	0.3%	179	0.3%	179	0.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	1,030	1.9%	1,253	2.2%	1,487	2.4%
Pacific Islander Alone	35	0.1%	38	0.1%	42	0.1%
Some Other Race Alone	2,441	4.5%	2,811	4.9%	3,322	5.4%
Two or More Races	1,274	2.3%	1,594	2.8%	1,993	3.2%
Hispanic Origin (Any Race)	6,182	11.3%	7,144	12.3%	8,271	13.4%

RING: 3 MILES

Housing Profile

## SUMMARY DEMOGRAPHIC

2016 Population	57,909
2016 Households	20,000
2016 Median Disposable Income	\$54,694
2016 Per Capita Income	\$30,505

## HOUSEHOLDS BY TYPE

<b>Total</b>	19,053	100%
<b>Households with 1 Person</b>	3,440	18.1%
<b>Households with 2+ People</b>	15,613	81.9%
Family Households	14,471	76.0%
Husband-wife Families	11,380	59.7%
With Own Children	5,946	31.2%
Other Family (No Spouse Present)	3,091	16.2%
With Own Children	1,762	9.2%
Nonfamily Households	1,142	5.9%
All Households with Children	8,382	44.0%
Multigenerational Households	862	4.5%
<b>Unmarried Partner Households</b>	1,073	5.6%
<b>Male-female</b>	950	5.0%
<b>Same-sex</b>	123	0.6%
Average Household Size	2.87	



## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	14,472	100%
2 People	4,929	34.1%
3 People	3,492	24.1%
4 People	3,590	24.8%
5 People	1,553	10.7%
6 People	572	4.0%
7+ People	336	2.3%
Average Family Size	3.27	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	4,581	100%
1 Person	3,440	75.1%
2 People	883	19.3%
3 People	156	3.4%
4 People	64	1.4%
5 People	26	0.6%
6 People	7	0.2%
7+ People	5	0.1%
Average Family Size	1.34	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	54,668	100%
<b>In Households</b>	54,667	100.0%
In Family Households	48,510	88.7%
Householder	14,465	26.5%
Spouse	11,373	20.8%
Child	19,233	35.2%
Other relative	2,196	4.0%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	1,243	2.3%
In Nonfamily Households	6,157	11.3%
<b>In Group Quarters</b>	1	0.0%
Institutionalized Population	1	0.0%
Noninstitutionalized Population	0	0.0%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	14,471	100%
Householder Age 15 - 44	6,450	44.6%
Householder Age 45 - 54	4,081	28.2%
Householder Age 55 - 64	2,399	16.6%
Householder Age 65 - 74	1,112	7.7%
Householder Age 75+	429	3.0%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	4,581	100%
Householder Age 15 - 44	1,883	41.1%
Householder Age 45 - 54	914	20.0%
Householder Age 55 - 64	865	18.9%
Householder Age 65 - 74	560	12.2%
Householder Age 75+	359	7.8%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	19,052	100%
Householder is White Alone	16,342	85.8%
Householder is Black Alone	1,481	7.8%
Householder is American Indian Alone	64	0.3%
Householder is Asian Alone	288	1.5%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	10	0.1%
Householder is Some Other Race Alone	563	3.0%
Householder is Two or More Races	304	1.6%
Households with Hispanic Householder	1,494	7.8%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	11,380	100%
Householder is White Alone	10,021	88.1%
Householder is Black Alone	633	5.6%
Householder is American Indian Alone	35	0.3%
Householder is Asian Alone	205	1.8%
Householder is Pacific Islander Alone	7	0.1%
Householder is Some Other Race Alone	318	2.8%
Householder is Two or More Races	161	1.4%
Husband-wife Families with Hispanic Householder	880	7.7%

## OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

<b>Total</b>	3,092	100%
Householder is White Alone	2,342	75.7%
Householder is Black Alone	465	15.0%
Householder is American Indian Alone	12	0.4%
Householder is Asian Alone	39	1.3%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	161	5.2%
Householder is Two or More Races	72	2.3%
Other Families with Hispanic Householder	368	11.9%

## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	4,582	100%
Householder is White Alone	3,980	86.9%
Householder is Black Alone	384	8.4%
Householder is American Indian Alone	17	0.4%
Householder is Asian Alone	44	1.0%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	84	1.8%
Householder is Two or More Races	71	1.5%
Nonfamily Households with Hispanic Householder	245	5.3%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	20,365	100%
Occupied Housing Units	19,053	93.6%
Vacant Housing Units		
For Rent	436	2.1%
Rented, not Occupied	11	0.1%
For Sale Only	399	2.0%
Sold, not Occupied	41	0.2%
For Seasonal/Recreational/Occasional Use	110	0.5%
For Migrant Workers	0	0.0%
Other Vacant	315	1.5%
<b>Total Vacancy Rate</b>	6.4%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	19,053	100%
Owner Occupied	14,613	76.7%
Owned with a Mortgage/Loan	12,643	66.4%
Owned Free and Clear	1,970	10.3%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.90	
<b>Renter Occupied</b>	<b>4,440</b>	<b>23.3%</b>
Average Household Size	2.77	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	<b>14,614</b>	<b>100%</b>
Householder is White Alone	13,064	89.4%
Householder is Black Alone	844	5.8%
Householder is American Indian Alone	37	0.3%
Householder is Asian Alone	224	1.5%
Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	258	1.8%
Householder is Two or More Races	181	1.2%
Owner-occupied Housing Units with Hispanic Householder	828	5.7%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	<b>4,439</b>	<b>100%</b>
Householder is White Alone	3,278	73.8%
Householder is Black Alone	638	14.4%
Householder is American Indian Alone	27	0.6%
Householder is Asian Alone	64	1.4%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	305	6.9%
Householder is Two or More Races	123	2.8%
Renter-occupied Housing Units with Hispanic Householder	666	15.0%

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.80

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.93
Householder is American Indian Alone	2.98
Householder is Asian Alone	3.30
Householder is Pacific Islander Alone	3.20
Householder is Some Other Race Alone	4.25
Householder is Two or More Races	3.09
Householder is Hispanic	3.95

RING: 3 MILES

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2016 Population	57,909
2016 Households	20,000
2016 Median Disposable Income	\$54,694
2016 Per Capita Income	\$30,505

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	2,156
Total Employees	16,982
Total Residential Population	20,000
Employee/Residential Population Ratio	0.85

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	\$924,568,437	\$991,732,215	-\$67,163,778	▼ -3.5	433
Total Retail Trade	44-45	\$835,789,586	\$915,324,790	-\$79,535,204	▼ -4.5	317
Total Food & Drink	722	\$88,778,851	\$76,407,425	\$12,371,426	▲ 7.5	116

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
<b>Motor Vehicle &amp; Parts Dealers</b>	441	\$194,561,513	\$195,856,465	-\$1,294,952	▼ -0.3	39
Automobile Dealers	4411	\$163,488,676	\$177,252,100	-\$13,763,424	▼ -4.0	17
Other Motor Vehicle Dealers	4412	\$17,202,392	\$8,939,923	\$8,262,469	▲ 31.6	8
Auto Parts, Accessories & Tire Stores	4413	\$13,870,445	\$9,664,442	\$4,206,003	▲ 17.9	14
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$30,545,287	\$32,523,740	-\$1,978,453	▼ -3.1	17
Furniture Stores	4421	\$17,021,176	\$29,511,296	-\$12,490,120	▼ -26.8	9

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$13,524,111	\$3,012,444	\$10,511,667	^ 63.6	8
Electronics & Appliance Stores	443	\$46,266,497	\$28,096,467	\$18,170,030	^ 24.4	26
Bldg Materials, Garden Equip. & Supply Stores	444	\$47,902,890	\$59,734,892	-\$11,832,002	v -11.0	28
Bldg Material & Supplies Dealers	4441	\$44,808,722	\$54,551,150	-\$9,742,428	v -9.8	17
Lawn & Garden Equip & Supply Stores	4442	\$3,094,168	\$5,183,742	-\$2,089,574	v -25.2	11
Food & Beverage Stores	445	\$148,230,618	\$157,537,762	-\$9,307,144	v -3.0	22
Grocery Stores	4451	\$128,585,265	\$150,415,912	-\$21,830,647	v -7.8	15
Specialty Food Stores	4452	\$11,489,081	\$1,252,841	\$10,236,240	^ 80.3	3
Beer, Wine & Liquor Stores	4453	\$8,156,271	\$5,869,009	\$2,287,262	^ 16.3	4
Health & Personal Care Stores	446,4461	\$46,887,969	\$37,006,703	\$9,881,266	^ 11.8	22
Gasoline Stations	447,4471	\$60,016,467	\$40,568,683	\$19,447,784	^ 19.3	19
Clothing & Clothing Accessories Stores	448	\$37,151,060	\$62,251,538	-\$25,100,478	v -25.3	52
Clothing Stores	4481	\$24,940,416	\$41,746,093	-\$16,805,677	v -25.2	32
Shoe Stores	4482	\$5,332,945	\$13,917,154	-\$8,584,209	v -44.6	11
Jewelry, Luggage & Leather Goods Stores	4483	\$6,877,699	\$6,588,291	\$289,408	^ 2.1	9
Sporting Goods, Hobby, Book & Music Stores	451	\$21,021,883	\$16,450,272	\$4,571,611	^ 12.2	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$17,838,737	\$10,425,112	\$7,413,625	^ 26.2	15
Book, Periodical & Music Stores	4512	\$3,183,147	\$6,025,160	-\$2,842,013	v -30.9	1
General Merchandise Stores	452	\$157,383,375	\$193,600,381	-\$36,217,006	v -10.3	14
Department Stores Excluding Leased Depts.	4521	\$120,211,304	\$133,611,953	-\$13,400,649	v -5.3	5
Other General Merchandise Stores	4529	\$37,172,072	\$59,988,428	-\$22,816,356	v -23.5	9
Miscellaneous Store Retailers	453	\$33,028,135	\$63,396,985	-\$30,368,850	v -31.5	56
Florists	4531	\$1,083,087	\$635,821	\$447,266	^ 26.0	3
Office Supplies, Stationery & Gift Stores	4532	\$5,381,137	\$3,884,734	\$1,496,403	^ 16.1	8
Used Merchandise Stores	4533	\$4,694,734	\$3,179,795	\$1,514,939	^ 19.2	12
Other Miscellaneous Store Retailers	4539	\$21,869,175	\$55,696,635	-\$33,827,460	v -43.6	33
Nonstore Retailers	454	\$12,793,893	\$28,300,901	-\$15,507,008	v -37.7	7
Electronic Shopping & Mail-Order Houses	4541	\$8,391,207	\$27,825,450	-\$19,434,243	v -53.7	5
Vending Machine Operators	4542	\$754,772	\$197,625	\$557,147	^ 58.5	1



INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$3,647,914	\$277,826	\$3,370,088	^ 85.8	2
<b>Food Services &amp; Drinking Places</b>	722	\$88,778,851	\$76,407,425	\$12,371,426	^ 7.5	116
Special Food Services	7223	\$966,932	\$1,558,914	-\$591,982	v -23.4	3
Drinking Places - Alcoholic Beverages	7224	\$1,935,656	\$2,189,593	-\$253,937	v -6.2	3
<b>Restaurants/Other Eating Places</b>	7225	\$85,876,263	\$72,658,918	\$13,217,345	^ 8.3	110

RING: 3 MILES

Tapestry

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

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

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

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

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

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	116	\$8,662.68	\$173,253,596
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Luggage	121	\$11.22	\$224,325
Telephones and Accessories	115	\$81.59	\$1,631,882
<b>Household Operations</b>			
Child Care	127	\$538.47	\$10,769,379
Lawn and Garden (16)	112	\$455.91	\$9,118,238
Moving/Storage/Freight Express	111	\$70.65	\$1,413,075
Housekeeping Supplies (17)	112	\$786.24	\$15,724,755
<b>Insurance</b>			

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Auto/Truck Rental on Trips	120	\$28.75	\$574,971
Food and Drink on Trips	116	\$510.63	\$10,212,666

RING: 5 MILES

## Demographic & Income Profile

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

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

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



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

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

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	99,533	78.7%	103,929	75.6%	108,056	72.7%
Black Alone	14,770	11.7%	18,455	13.4%	22,232	15.0%
American Indian Alone	421	0.3%	406	0.3%	414	0.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	3,835	3.0%	4,929	3.6%	6,053	4.1%
Pacific Islander Alone	68	0.1%	71	0.1%	78	0.1%
Some Other Race Alone	4,702	3.7%	5,630	4.1%	6,755	4.5%
Two or More Races	3,158	2.5%	4,057	3.0%	5,080	3.4%
Hispanic Origin (Any Race)	12,825	10.1%	15,407	11.2%	18,279	12.3%

RING: 5 MILES

Housing Profile

## SUMMARY DEMOGRAPHIC

2016 Population	137,477
2016 Households	47,819
2016 Median Disposable Income	\$54,246
2016 Per Capita Income	\$30,374

## HOUSEHOLDS BY TYPE

<b>Total</b>	44,280	100%
<b>Households with 1 Person</b>	8,674	19.6%
<b>Households with 2+ People</b>	35,606	80.4%
Family Households	32,609	73.6%
Husband-wife Families	25,485	57.6%
With Own Children	12,980	29.3%
Other Family (No Spouse Present)	7,124	16.1%
With Own Children	3,962	8.9%
Nonfamily Households	2,997	6.8%
All Households with Children	18,376	41.5%
Multigenerational Households	1,913	4.3%
<b>Unmarried Partner Households</b>	2,497	5.6%
<b>Male-female</b>	2,190	4.9%
<b>Same-sex</b>	307	0.7%
Average Household Size	2.82	

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	32,609	100%
<b>2 People</b>	11,312	34.7%
<b>3 People</b>	7,975	24.5%
<b>4 People</b>	7,844	24.1%
<b>5 People</b>	3,486	10.7%
<b>6 People</b>	1,232	3.8%
<b>7+ People</b>	760	2.3%
Average Family Size	3.25	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	11,670	100%
<b>1 Person</b>	8,674	74.3%
<b>2 People</b>	2,265	19.4%
<b>3 People</b>	482	4.1%
<b>4 People</b>	171	1.5%
<b>5 People</b>	59	0.5%
<b>6 People</b>	11	0.1%
<b>7+ People</b>	8	0.1%
Average Family Size	1.36	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	126,488	100%
<b>In Households</b>	124,823	98.7%
In Family Households	108,896	86.1%
Householder	32,688	25.8%
Spouse	25,531	20.2%
Child	42,668	33.7%
Other relative	5,143	4.1%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	2,865	2.3%
In Nonfamily Households	15,927	12.6%
<b>In Group Quarters</b>	1,665	1.3%
Institutionalized Population	135	0.1%
Noninstitutionalized Population	1,530	1.2%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	32,609	100%
Householder Age 15 - 44	14,727	45.2%
Householder Age 45 - 54	9,007	27.6%
Householder Age 55 - 64	5,396	16.5%
Householder Age 65 - 74	2,463	7.6%
Householder Age 75+	1,016	3.1%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	11,670	100%
Householder Age 15 - 44	5,129	44.0%
Householder Age 45 - 54	2,209	18.9%
Householder Age 55 - 64	2,051	17.6%
Householder Age 65 - 74	1,273	10.9%
Householder Age 75+	1,008	8.6%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	44,279	100%
Householder is White Alone	36,380	82.2%
Householder is Black Alone	4,846	10.9%
Householder is American Indian Alone	141	0.3%
Householder is Asian Alone	1,081	2.4%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	21	0.0%
Householder is Some Other Race Alone	1,101	2.5%
Householder is Two or More Races	709	1.6%
Households with Hispanic Householder	3,155	7.1%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	25,484	100%
Householder is White Alone	21,448	84.2%
Householder is Black Alone	2,186	8.6%
Householder is American Indian Alone	82	0.3%
Householder is Asian Alone	788	3.1%
Householder is Pacific Islander Alone	14	0.1%
Householder is Some Other Race Alone	624	2.4%
Householder is Two or More Races	342	1.3%
Husband-wife Families with Hispanic Householder	1,874	7.4%

## OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

<b>Total</b>	7,124	100%
Householder is White Alone	5,046	70.8%
Householder is Black Alone	1,446	20.3%
Householder is American Indian Alone	25	0.4%
Householder is Asian Alone	138	1.9%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	284	4.0%
Householder is Two or More Races	182	2.6%
Other Families with Hispanic Householder	736	10.3%

## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	11,671	100%
Householder is White Alone	9,886	84.7%
Householder is Black Alone	1,215	10.4%
Householder is American Indian Alone	34	0.3%
Householder is Asian Alone	154	1.3%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	192	1.6%
Householder is Two or More Races	185	1.6%
Nonfamily Households with Hispanic Householder	545	4.7%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	47,410	100%
Occupied Housing Units	44,280	93.4%
Vacant Housing Units		
For Rent	1,011	2.1%
Rented, not Occupied	34	0.1%
For Sale Only	1,034	2.2%
Sold, not Occupied	109	0.2%
For Seasonal/Recreational/Occasional Use	217	0.5%
For Migrant Workers	1	0.0%
Other Vacant	724	1.5%
<b>Total Vacancy Rate</b>	6.6%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	44,280	100%
Owner Occupied	33,785	76.3%
Owned with a Mortgage/Loan	29,460	66.5%
Owned Free and Clear	4,324	9.8%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.86	
<b>Renter Occupied</b>	10,495	23.7%
Average Household Size	2.69	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	33,786	100%
Householder is White Alone	28,817	85.3%
Householder is Black Alone	2,992	8.9%
Householder is American Indian Alone	87	0.3%
Householder is Asian Alone	876	2.6%
Householder is Pacific Islander Alone	15	0.0%
Householder is Some Other Race Alone	560	1.7%
Householder is Two or More Races	439	1.3%
Owner-occupied Housing Units with Hispanic Householder	1,902	5.6%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	10,495	100%
Householder is White Alone	7,564	72.1%
Householder is Black Alone	1,854	17.7%
Householder is American Indian Alone	54	0.5%
Householder is Asian Alone	204	1.9%
Householder is Pacific Islander Alone	7	0.1%
Householder is Some Other Race Alone	541	5.2%
Householder is Two or More Races	271	2.6%
Renter-occupied Housing Units with Hispanic Householder	1,254	11.9%

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.73



## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.98
Householder is American Indian Alone	3.16
Householder is Asian Alone	3.37
Householder is Pacific Islander Alone	3.43
Householder is Some Other Race Alone	4.10
Householder is Two or More Races	3.10
Householder is Hispanic	3.85

RING: 5 MILES

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2016 Population	137,477
2016 Households	47,819
2016 Median Disposable Income	\$54,246
2016 Per Capita Income	\$30,374

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	5,212
Total Employees	42,013
Total Residential Population	47,819
Employee/Residential Population Ratio	0.88

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	\$2,169,805,147	\$1,929,143,532	\$240,661,615	^ 5.9	979
Total Retail Trade	44-45	\$1,961,881,039	\$1,747,184,792	\$214,696,247	^ 5.8	709
Total Food & Drink	722	\$207,924,108	\$181,958,741	\$25,965,367	^ 6.7	270

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
<b>Motor Vehicle &amp; Parts Dealers</b>	441	\$456,236,778	\$374,062,474	\$82,174,304	^ 9.9	84
Automobile Dealers	4411	\$383,448,759	\$296,556,555	\$86,892,204	^ 12.8	36
Other Motor Vehicle Dealers	4412	\$40,189,638	\$52,204,649	-\$12,015,011	v -13.0	15
Auto Parts, Accessories & Tire Stores	4413	\$32,598,382	\$25,301,270	\$7,297,112	^ 12.6	32
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$71,314,540	\$47,576,616	\$23,737,924	^ 20.0	41
Furniture Stores	4421	\$39,882,797	\$32,836,483	\$7,046,314	^ 9.7	16

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$31,431,744	\$14,740,133	\$16,691,611	^ 36.2	25
Electronics & Appliance Stores	443	\$108,559,611	\$80,319,595	\$28,240,016	^ 15.0	60
Bldg Materials, Garden Equip. & Supply Stores	444	\$111,092,431	\$122,567,207	-\$11,474,776	v -4.9	65
Bldg Material & Supplies Dealers	4441	\$103,863,675	\$116,233,493	-\$12,369,818	v -5.6	49
Lawn & Garden Equip & Supply Stores	4442	\$7,228,756	\$6,333,714	\$895,042	^ 6.6	16
Food & Beverage Stores	445	\$349,347,855	\$390,325,137	-\$40,977,282	v -5.5	52
Grocery Stores	4451	\$303,083,968	\$375,174,839	-\$72,090,871	v -10.6	34
Specialty Food Stores	4452	\$27,088,978	\$3,449,147	\$23,639,831	^ 77.4	9
Beer, Wine & Liquor Stores	4453	\$19,174,909	\$11,701,151	\$7,473,758	^ 24.2	10
Health & Personal Care Stores	446,4461	\$110,346,023	\$86,048,954	\$24,297,069	^ 12.4	53
Gasoline Stations	447,4471	\$141,448,504	\$93,984,741	\$47,463,763	^ 20.2	42
Clothing & Clothing Accessories Stores	448	\$86,957,352	\$105,417,737	-\$18,460,385	v -9.6	104
Clothing Stores	4481	\$58,467,656	\$68,211,744	-\$9,744,088	v -7.7	65
Shoe Stores	4482	\$12,495,171	\$24,323,086	-\$11,827,915	v -32.1	20
Jewelry, Luggage & Leather Goods Stores	4483	\$15,994,526	\$12,882,907	\$3,111,619	^ 10.8	19
Sporting Goods, Hobby, Book & Music Stores	451	\$49,248,219	\$72,260,612	-\$23,012,393	v -18.9	45
Sporting Goods/Hobby/Musical Instr Stores	4511	\$41,789,405	\$54,150,966	-\$12,361,561	v -12.9	40
Book, Periodical & Music Stores	4512	\$7,458,815	\$18,109,646	-\$10,650,831	v -41.7	5
General Merchandise Stores	452	\$369,622,407	\$209,738,799	\$159,883,608	^ 27.6	34
Department Stores Excluding Leased Depts.	4521	\$282,128,512	\$138,723,761	\$143,404,751	^ 34.1	8
Other General Merchandise Stores	4529	\$87,493,895	\$71,015,038	\$16,478,857	^ 10.4	26
Miscellaneous Store Retailers	453	\$77,619,700	\$115,979,653	-\$38,359,953	v -19.8	114
Florists	4531	\$2,519,402	\$3,792,260	-\$1,272,858	v -20.2	7
Office Supplies, Stationery & Gift Stores	4532	\$12,617,915	\$6,095,383	\$6,522,532	^ 34.9	18
Used Merchandise Stores	4533	\$10,993,848	\$6,135,840	\$4,858,008	^ 28.4	22
Other Miscellaneous Store Retailers	4539	\$51,488,535	\$99,956,170	-\$48,467,635	v -32.0	67
Nonstore Retailers	454	\$30,087,619	\$48,903,267	-\$18,815,648	v -23.8	15
Electronic Shopping & Mail-Order Houses	4541	\$19,687,947	\$46,232,891	-\$26,544,944	v -40.3	8
Vending Machine Operators	4542	\$1,776,580	\$633,537	\$1,143,043	^ 47.4	3

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$8,623,092	\$2,036,839	\$6,586,253	^ 61.8	4
<b>Food Services &amp; Drinking Places</b>	722	\$207,924,108	\$181,958,741	\$25,965,367	^ 6.7	270
Special Food Services	7223	\$2,232,063	\$3,320,819	-\$1,088,756	v -19.6	7
Drinking Places - Alcoholic Beverages	7224	\$4,548,426	\$4,749,500	-\$201,074	v -2.2	6
<b>Restaurants/Other Eating Places</b>	7225	\$201,143,619	\$173,888,421	\$27,255,198	^ 7.3	257

RING: 5 MILES

Tapestry

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

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

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

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

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