



RING: 1 MILE

## Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	11,500	11,593	11,748
Households	4,386	4,431	4,493
Families	2,802	2,793	2,814
Average Household Size	2.60	2.59	2.59
Owner Occupied Housing Units	2,159	2,057	2,103
Renter Occupied Housing Units	2,227	2,374	2,390
Median Age	35.1	36.5	37.8

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.27%	0.54%	0.84%
Households	0.28%	0.54%	0.79%
Families	0.15%	0.44%	0.72%
Owner HHs	0.44%	0.54%	0.73%
Median Household Income	-1.14%	1.88%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,357	30.6%	1,362	30.3%
\$15,000 - \$24,999	824	18.6%	947	21.1%
\$25,000 - \$34,999	597	13.5%	532	11.8%
\$35,000 - \$49,999	621	14.0%	566	12.6%
\$50,000 - \$74,999	557	12.6%	555	12.4%
\$75,000 - \$99,999	287	6.5%	306	6.8%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	151	3.4%	182	4.1%
\$150,000 - \$199,999	27	0.6%	32	0.7%
\$200,000+	11	0.2%	11	0.2%
Median Household Income	\$25,431		\$24,019	
Average Household Income	\$35,551		\$36,970	
Per Capita Income	\$13,919		\$14,477	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	819	7.1%	782	6.7%	773	6.6%
5 - 9	830	7.2%	806	7.0%	763	6.5%
10 - 14	810	7.0%	831	7.2%	819	7.0%
15 - 19	905	7.9%	775	6.7%	812	6.9%
20 - 24	824	7.2%	814	7.0%	713	6.1%
25 - 34	1,541	13.4%	1,580	13.6%	1,596	13.6%
35 - 44	1,308	11.4%	1,344	11.6%	1,384	11.8%
45 - 54	1,879	16.3%	1,564	13.5%	1,468	12.5%
55 - 64	1,493	13.0%	1,707	14.7%	1,663	14.2%
65 - 74	621	5.4%	889	7.7%	1,160	9.9%
75 - 84	332	2.9%	352	3.0%	442	3.8%
85+	135	1.2%	147	1.3%	154	1.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	468	4.1%	430	3.7%	407	3.5%
Black Alone	10,749	93.5%	10,867	93.7%	11,034	93.9%
American Indian Alone	27	0.2%	28	0.2%	28	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	12	0.1%	12	0.1%	13	0.1%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	155	1.3%	150	1.3%	146	1.2%
Two or More Races	88	0.8%	104	0.9%	120	1.0%
Hispanic Origin (Any Race)	305	2.7%	296	2.6%	295	2.5%

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Housing Profile

## SUMMARY DEMOGRAPHIC

2016 Population	11,593
2016 Households	4,431
2016 Median Disposable Income	\$22,451
2016 Per Capita Income	\$13,919

## HOUSEHOLDS BY TYPE

<b>Total</b>	4,386	100%
<b>Households with 1 Person</b>	1,374	31.3%
<b>Households with 2+ People</b>	3,012	68.7%
Family Households	2,802	63.9%
Husband-wife Families	1,003	22.9%
With Own Children	311	7.1%
Other Family (No Spouse Present)	1,799	41.0%
With Own Children	836	19.1%
Nonfamily Households	210	4.8%
All Households with Children	1,530	34.9%
Multigenerational Households	411	9.4%
<b>Unmarried Partner Households</b>	297	6.8%
<b>Male-female</b>	271	6.2%
<b>Same-sex</b>	26	0.6%
Average Household Size	2.60	

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	2,802	100%
2 People	1,007	35.9%
3 People	758	27.1%
4 People	525	18.7%
5 People	275	9.8%
6 People	133	4.7%
7+ People	104	3.7%
Average Family Size	3.28	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	1,583	100%
1 Person	1,374	86.8%
2 People	176	11.1%
3 People	17	1.1%
4 People	6	0.4%
5 People	6	0.4%
6 People	2	0.1%
7+ People	2	0.1%
Average Family Size	1.19	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	11,500	100%
<b>In Households</b>	11,395	99.1%
In Family Households	9,510	82.7%
Householder	2,833	24.6%
Spouse	1,015	8.8%
Child	4,520	39.3%
Other relative	822	7.1%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	322	2.8%
In Nonfamily Households	1,885	16.4%
<b>In Group Quarters</b>	105	0.9%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	105	0.9%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	2,801	100%
Householder Age 15 - 44	1,115	39.8%
Householder Age 45 - 54	711	25.4%
Householder Age 55 - 64	544	19.4%
Householder Age 65 - 74	238	8.5%
Householder Age 75+	193	6.9%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	1,583	100%
Householder Age 15 - 44	416	26.3%
Householder Age 45 - 54	388	24.5%
Householder Age 55 - 64	425	26.8%
Householder Age 65 - 74	199	12.6%
Householder Age 75+	155	9.8%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	4,386	100%
Householder is White Alone	209	4.8%
Householder is Black Alone	4,089	93.2%
Householder is American Indian Alone	13	0.3%
Householder is Asian Alone	3	0.1%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	43	1.0%
Householder is Two or More Races	29	0.7%
Households with Hispanic Householder	86	2.0%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	1,004	100%
Householder is White Alone	51	5.1%
Householder is Black Alone	922	91.8%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	2	0.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	22	2.2%
Householder is Two or More Races	5	0.5%
Husband-wife Families with Hispanic Householder	36	3.6%

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

<b>Total</b>	1,798	100%
Householder is White Alone	43	2.4%
Householder is Black Alone	1,727	96.1%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	13	0.7%
Householder is Two or More Races	12	0.7%
Other Families with Hispanic Householder	25	1.4%



## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	1,584	100%
Householder is White Alone	115	7.3%
Householder is Black Alone	1,441	91.0%
Householder is American Indian Alone	8	0.5%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	0.5%
Householder is Two or More Races	11	0.7%
Nonfamily Households with Hispanic Householder	26	1.6%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	5,546	100%
Occupied Housing Units	4,386	79.1%
Vacant Housing Units		
For Rent	478	8.6%
Rented, not Occupied	10	0.2%
For Sale Only	141	2.5%
Sold, not Occupied	63	1.1%
For Seasonal/Recreational/Occasional Use	16	0.3%
For Migrant Workers	0	0.0%
Other Vacant	452	8.2%
<b>Total Vacancy Rate</b>	20.9%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	4,386	100%
Owner Occupied	2,159	49.2%
Owned with a Mortgage/Loan	1,594	36.3%
Owned Free and Clear	565	12.9%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.52	
<b>Renter Occupied</b>	<b>2,227</b>	<b>50.8%</b>
Average Household Size	2.67	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	<b>2,158</b>	<b>100%</b>
Householder is White Alone	131	6.1%
Householder is Black Alone	2,001	92.7%
Householder is American Indian Alone	8	0.4%
Householder is Asian Alone	2	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	0.2%
Householder is Two or More Races	11	0.5%
Owner-occupied Housing Units with Hispanic Householder	13	0.6%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	<b>2,228</b>	<b>100%</b>
Householder is White Alone	78	3.5%
Householder is Black Alone	2,089	93.8%
Householder is American Indian Alone	5	0.2%
Householder is Asian Alone	1	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	38	1.7%
Householder is Two or More Races	17	0.8%
Renter-occupied Housing Units with Hispanic Householder	74	3.3%

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

Householder is White Alone 2.15

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

Householder is Black Alone	2.61
Householder is American Indian Alone	2.08
Householder is Asian Alone	2.67
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.53
Householder is Two or More Races	2.69
Householder is Hispanic	3.48

RING: 1 MILE

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2016 Population	11,593
2016 Households	4,431
2016 Median Disposable Income	\$22,451
2016 Per Capita Income	\$13,919

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	462
Total Employees	3,438
Total Residential Population	4,431
Employee/Residential Population Ratio	0.78

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	\$87,434,774	\$163,724,796	-\$76,290,022	▼ -30.4	85
Total Retail Trade	44-45	\$79,484,653	\$154,975,962	-\$75,491,309	▼ -32.2	66
Total Food & Drink	722	\$7,950,121	\$8,748,834	-\$798,713	▼ -4.8	18

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	\$18,797,393	\$58,667,622	-\$39,870,229	▼ -51.5	8
Automobile Dealers	4411	\$15,101,307	\$53,028,647	-\$37,927,340	▼ -55.7	6
Other Motor Vehicle Dealers	4412	\$2,288,952	\$0	\$2,288,952	▲ 100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,407,133	\$5,638,975	-\$4,231,842	▼ -60.1	2
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$2,550,512	\$2,211,404	\$339,108	▲ 7.1	2
Furniture Stores	4421	\$1,587,423	\$2,211,404	-\$623,981	▼ -16.4	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$963,089	\$0	\$963,089	^ 100.0	0
Electronics & Appliance Stores	443	\$3,642,094	\$3,821,495	-\$179,401	v -2.4	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,224,501	\$731,412	\$3,493,089	^ 70.5	1
Bldg Material & Supplies Dealers	4441	\$3,908,786	\$731,412	\$3,177,374	^ 68.5	1
Lawn & Garden Equip & Supply Stores	4442	\$315,715	\$0	\$315,715	^ 100.0	0
Food & Beverage Stores	445	\$13,396,062	\$49,604,758	-\$36,208,696	v -57.5	15
Grocery Stores	4451	\$12,260,922	\$46,629,010	-\$34,368,088	v -58.4	11
Specialty Food Stores	4452	\$653,835	\$494,775	\$159,060	^ 13.8	1
Beer, Wine & Liquor Stores	4453	\$481,305	\$2,480,972	-\$1,999,667	v -67.5	2
Health & Personal Care Stores	446,4461	\$4,685,716	\$13,188,144	-\$8,502,428	v -47.6	8
Gasoline Stations	447,4471	\$6,401,290	\$10,116,881	-\$3,715,591	v -22.5	4
Clothing & Clothing Accessories Stores	448	\$2,465,137	\$4,537,790	-\$2,072,653	v -29.6	6
Clothing Stores	4481	\$1,632,779	\$2,453,635	-\$820,856	v -20.1	4
Shoe Stores	4482	\$338,528	\$1,948,374	-\$1,609,846	v -70.4	2
Jewelry, Luggage & Leather Goods Stores	4483	\$493,830	\$135,781	\$358,049	^ 56.9	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,312,541	\$1,136,233	\$1,176,308	^ 34.1	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,957,389	\$958,762	\$998,627	^ 34.2	2
Book, Periodical & Music Stores	4512	\$355,152	\$177,472	\$177,680	^ 33.4	0
General Merchandise Stores	452	\$16,459,450	\$8,476,511	\$7,982,939	^ 32.0	8
Department Stores Excluding Leased Depts.	4521	\$11,997,654	\$2,215,389	\$9,782,265	^ 68.8	2
Other General Merchandise Stores	4529	\$4,461,796	\$6,261,122	-\$1,799,326	v -16.8	6
Miscellaneous Store Retailers	453	\$3,872,842	\$2,440,583	\$1,432,259	^ 22.7	7
Florists	4531	\$133,957	\$343,904	-\$209,947	v -43.9	3
Office Supplies, Stationery & Gift Stores	4532	\$573,283	\$996,700	-\$423,417	v -27.0	2
Used Merchandise Stores	4533	\$511,414	\$178,696	\$332,718	^ 48.2	1
Other Miscellaneous Store Retailers	4539	\$2,654,187	\$921,282	\$1,732,905	^ 48.5	1
Nonstore Retailers	454	\$677,117	\$43,130	\$633,987	^ 88.0	0
Electronic Shopping & Mail-Order Houses	4541	\$200,206	\$0	\$200,206	^ 100.0	0
Vending Machine Operators	4542	\$122,843	\$0	\$122,843	^ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$354,068	\$43,130	\$310,938	^ 78.3	0
<b>Food Services &amp; Drinking Places</b>	722	\$7,950,121	\$8,748,834	-\$798,713	v -4.8	18
Special Food Services	7223	\$43,702	\$65,667	-\$21,965	v -20.1	0
Drinking Places - Alcoholic Beverages	7224	\$174,428	\$195,475	-\$21,047	v -5.7	2
<b>Restaurants/Other Eating Places</b>	7225	\$7,731,991	\$8,487,691	-\$755,700	v -4.7	16

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. <a href="#">Modest Income Homes (12D)</a>	66.6%	Population	11,593	11,748
2. <a href="#">Family Foundations (12A)</a>	18.3%	Households	4,431	4,493
3. <a href="#">Traditional Living (12B)</a>	9.5%	Families	2,793	2,814
4. <a href="#">City Commons (11E)</a>	5.7%	Median Age	36.5	37.8
5. <a href="#">Exurbanites (1E)</a>	0.0%	Median Household Income	\$25,431	\$24,019

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	46	\$924.98	\$4,098,584
Men's	45	\$179.08	\$793,502
Women's	46	\$314.67	\$1,394,317
Children's	48	\$156.29	\$692,509
Footwear	46	\$195.56	\$866,508
Watches & Jewelry	44	\$45.48	\$201,502
Apparel Products and Services (1)	47	\$33.91	\$150,246
<b>Computer</b>			
Computers and Hardware for Home Use	46	\$79.03	\$350,169
Portable Memory	47	\$2.22	\$9,840
Computer Software	50	\$6.51	\$28,839
Computer Accessories	45	\$8.08	\$35,792
<b>Entertainment &amp; Recreation</b>	46	\$1,345.35	\$5,961,257
Fees and Admissions	40	\$232.81	\$1,031,599
Membership Fees for Clubs (2)	41	\$77.96	\$345,442
Fees for Participant Sports, excl. Trips	42	\$37.33	\$165,405
Tickets to Theatre/Operas/Concerts	41	\$21.44	\$94,981

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	42	\$27.77	\$123,037
Admission to Sporting Events, excl. Trips	44	\$23.65	\$104,806
Fees for Recreational Lessons	36	\$44.26	\$196,100
Dating Services	59	\$0.41	\$1,829
TV/Video/Audio	52	\$621.41	\$2,753,488
Cable and Satellite Television Services	53	\$475.74	\$2,107,993
Televisions	50	\$55.08	\$244,047
Satellite Dishes	48	\$0.70	\$3,093
VCRs, Video Cameras, and DVD Players	46	\$3.71	\$16,429
Miscellaneous Video Equipment	54	\$4.18	\$18,513
Video Cassettes and DVDs	47	\$8.63	\$38,260
Video Game Hardware/Accessories	51	\$12.98	\$57,528
Video Game Software	51	\$7.04	\$31,181
Streaming/Downloaded Video	43	\$7.80	\$34,582
Rental of Video Cassettes and DVDs	46	\$7.50	\$33,230
Installation of Televisions	58	\$0.53	\$2,369
Audio (3)	44	\$35.69	\$158,154
Rental of TV/VCR/Radio/Sound Equipment	69	\$0.91	\$4,033
Repair of TV/Radio/Sound Equipment	35	\$0.92	\$4,077
Pets	45	\$240.51	\$1,065,705
Toys/Games/Crafts/Hobbies (4)	46	\$53.07	\$235,139
Recreational Vehicles and Fees (5)	40	\$43.34	\$192,024
Sports/Recreation/Exercise Equipment (6)	37	\$60.45	\$267,871
Photo Equipment and Supplies (7)	44	\$24.11	\$106,829
Reading (8)	45	\$59.21	\$262,367
Live Entertainment for Catered Affairs	46	\$4.92	\$21,819
Rental of Party Supplies for Catered Affairs	37	\$5.51	\$24,415
<b>Food</b>	48	\$3,906.84	\$17,311,227
Food at Home	49	\$2,464.22	\$10,918,938



	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	50	\$337.82	\$1,496,878
Meats, Poultry, Fish, and Eggs	51	\$562.23	\$2,491,220
Dairy Products	48	\$254.35	\$1,127,038
Fruits and Vegetables	48	\$456.84	\$2,024,259
Snacks and Other Food at Home (10)	50	\$852.98	\$3,779,544
Food Away from Home	47	\$1,442.63	\$6,392,289
Alcoholic Beverages	45	\$232.64	\$1,030,808
<b>Financial</b>			
Value of Stocks/Bonds/Mutual funds	50	\$3,716.92	\$16,469,658
Value of Retirement Plans	43	\$11,202.02	\$49,636,163
Value of Other Financial Assets	54	\$614.94	\$2,724,789
Vehicle Loan Amount excluding Interest	50	\$1,213.40	\$5,376,593
Value of Credit Card Debt	46	\$265.02	\$1,174,296
<b>Health</b>			
Nonprescription Drugs	48	\$60.21	\$266,772
Prescription Drugs	52	\$218.26	\$967,124
Eyeglasses and Contact Lenses	46	\$40.72	\$180,440
<b>Home</b>			
Mortgage Payment and Basics (11)	42	\$3,612.78	\$16,008,216
Maintenance and Remodeling Services	44	\$764.63	\$3,388,059
Maintenance and Remodeling Materials (12)	47	\$169.09	\$749,222
Utilities, Fuel, and Public Services	52	\$2,533.65	\$11,226,596
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	47	\$40.63	\$180,040
Furniture	48	\$235.16	\$1,042,003
Rugs	43	\$10.54	\$46,692
Major Appliances (14)	43	\$122.71	\$543,710
Housewares (15)	46	\$38.58	\$170,928
Small Appliances	46	\$21.52	\$95,367

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	44	\$4.11	\$18,203
Telephones and Accessories	52	\$36.72	\$162,720
<b>Household Operations</b>			
Child Care	43	\$181.57	\$804,527
Lawn and Garden (16)	42	\$172.25	\$763,250
Moving/Storage/Freight Express	43	\$27.18	\$120,424
Housekeeping Supplies (17)	49	\$341.42	\$1,512,818
<b>Insurance</b>			
Owners and Renters Insurance	50	\$230.30	\$1,020,477
Vehicle Insurance	50	\$559.57	\$2,479,466
Life/Other Insurance	45	\$184.88	\$819,213
Health Insurance	49	\$1,641.21	\$7,272,190
Personal Care Products (18)	46	\$200.89	\$890,161
School Books & Supplies for College	44	\$28.17	\$124,806
School Books & Supplies for Elementary/High School	51	\$10.51	\$46,561
School Books & Supplies for Vocational/Technical School	49	\$0.64	\$2,829
School Books & Supplies for Preschool/Other Schools	44	\$1.04	\$4,618
Other School Supplies	40	\$30.99	\$137,326
Smoking Products	59	\$241.81	\$1,071,462
<b>Transportation</b>			
Payments on Vehicles excluding Leases	48	\$1,008.97	\$4,470,759
Gasoline and Motor Oil	50	\$1,549.07	\$6,863,929
Vehicle Maintenance and Repairs	47	\$487.36	\$2,159,480
<b>Travel</b>			
Airline Fares	40	\$180.79	\$801,084
Lodging on Trips	42	\$195.26	\$865,198
Auto/Truck Rental on Trips	40	\$9.73	\$43,105
Food and Drink on Trips	42	\$184.51	\$817,578
<b>Financial</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	50	\$3,716.92	\$16,469,658
Value of Retirement Plans	43	\$11,202.02	\$49,636,163
Value of Other Financial Assets	54	\$614.94	\$2,724,789
Vehicle Loan Amount excluding Interest	50	\$1,213.40	\$5,376,593
Value of Credit Card Debt	46	\$265.02	\$1,174,296
<b>Health</b>			
Nonprescription Drugs	48	\$60.21	\$266,772
Prescription Drugs	52	\$218.26	\$967,124
Eyeglasses and Contact Lenses	46	\$40.72	\$180,440
<b>Home</b>			
Mortgage Payment and Basics (11)	42	\$3,612.78	\$16,008,216
Maintenance and Remodeling Services	44	\$764.63	\$3,388,059
Maintenance and Remodeling Materials (12)	47	\$169.09	\$749,222
Utilities, Fuel, and Public Services	52	\$2,533.65	\$11,226,596
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	47	\$40.63	\$180,040
Furniture	48	\$235.16	\$1,042,003
Rugs	43	\$10.54	\$46,692
Major Appliances (14)	43	\$122.71	\$543,710
Housewares (15)	46	\$38.58	\$170,928
Small Appliances	46	\$21.52	\$95,367
Luggage	44	\$4.11	\$18,203
Telephones and Accessories	52	\$36.72	\$162,720
<b>Household Operations</b>			
Child Care	43	\$181.57	\$804,527
Lawn and Garden (16)	42	\$172.25	\$763,250
Moving/Storage/Freight Express	43	\$27.18	\$120,424
Housekeeping Supplies (17)	49	\$341.42	\$1,512,818
<b>Insurance</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	50	\$230.30	\$1,020,477
Vehicle Insurance	50	\$559.57	\$2,479,466
Life/Other Insurance	45	\$184.88	\$819,213
Health Insurance	49	\$1,641.21	\$7,272,190
Personal Care Products (18)	46	\$200.89	\$890,161
School Books & Supplies for College	44	\$28.17	\$124,806
School Books & Supplies for Elementary/High School	51	\$10.51	\$46,561
School Books & Supplies for Vocational/Technical School	49	\$0.64	\$2,829
School Books & Supplies for Preschool/Other Schools	44	\$1.04	\$4,618
Other School Supplies	40	\$30.99	\$137,326
Smoking Products	59	\$241.81	\$1,071,462
<b>Transportation</b>			
Payments on Vehicles excluding Leases	48	\$1,008.97	\$4,470,759
Gasoline and Motor Oil	50	\$1,549.07	\$6,863,929
Vehicle Maintenance and Repairs	47	\$487.36	\$2,159,480
<b>Travel</b>			
Airline Fares	40	\$180.79	\$801,084
Lodging on Trips	42	\$195.26	\$865,198
Auto/Truck Rental on Trips	40	\$9.73	\$43,105
Food and Drink on Trips	42	\$184.51	\$817,578

RING: 3 MILES

## Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	67,344	67,594	68,350
Households	26,292	26,455	26,783
Families	16,553	16,454	16,557
Average Household Size	2.47	2.46	2.46
Owner Occupied Housing Units	14,174	13,514	13,651
Renter Occupied Housing Units	12,118	12,941	13,132
Median Age	36.7	37.8	38.8

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.22%	0.54%	0.84%
Households	0.25%	0.54%	0.79%
Families	0.12%	0.44%	0.72%
Owner HHs	0.20%	0.54%	0.73%
Median Household Income	-0.84%	1.88%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	7,401	28.0%	7,446	27.8%
\$15,000 - \$24,999	4,719	17.8%	5,478	20.5%
\$25,000 - \$34,999	3,979	15.0%	3,412	12.7%
\$35,000 - \$49,999	3,878	14.7%	3,461	12.9%
\$50,000 - \$74,999	3,622	13.7%	3,742	14.0%
\$75,000 - \$99,999	1,676	6.3%	1,824	6.8%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	921	3.5%	1,127	4.2%
\$150,000 - \$199,999	151	0.6%	185	0.7%
\$200,000+	105	0.4%	109	0.4%
Median Household Income	\$27,166		\$26,044	
Average Household Income	\$37,021		\$38,741	
Per Capita Income	\$15,175		\$15,859	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	4,525	6.7%	4,333	6.4%	4,309	6.3%
5 - 9	4,381	6.5%	4,334	6.4%	4,257	6.2%
10 - 14	4,275	6.3%	4,315	6.4%	4,365	6.4%
15 - 19	5,622	8.3%	4,909	7.3%	5,011	7.3%
20 - 24	5,496	8.2%	5,407	8.0%	4,827	7.1%
25 - 34	8,140	12.1%	8,465	12.5%	8,405	12.3%
35 - 44	7,057	10.5%	7,093	10.5%	7,662	11.2%
45 - 54	9,971	14.8%	8,250	12.2%	7,549	11.0%
55 - 64	9,286	13.8%	10,217	15.1%	9,708	14.2%
65 - 74	4,489	6.7%	6,100	9.0%	7,624	11.2%
75 - 84	2,902	4.3%	2,887	4.3%	3,351	4.9%
85+	1,199	1.8%	1,283	1.9%	1,285	1.9%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	4,055	6.0%	3,781	5.6%	3,579	5.2%
Black Alone	61,960	92.0%	62,419	92.3%	63,303	92.6%
American Indian Alone	110	0.2%	112	0.2%	113	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	97	0.1%	106	0.2%	117	0.2%
Pacific Islander Alone	10	0.0%	10	0.0%	10	0.0%
Some Other Race Alone	658	1.0%	635	0.9%	621	0.9%
Two or More Races	455	0.7%	531	0.8%	607	0.9%
Hispanic Origin (Any Race)	1,338	2.0%	1,299	1.9%	1,299	1.9%

RING: 3 MILES

Housing Profile

## SUMMARY DEMOGRAPHIC

2016 Population	67,594
2016 Households	26,455
2016 Median Disposable Income	\$24,309
2016 Per Capita Income	\$15,175

## HOUSEHOLDS BY TYPE

<b>Total</b>	26,292	100%
<b>Households with 1 Person</b>	8,682	33.0%
<b>Households with 2+ People</b>	17,610	67.0%
<b>Family Households</b>	16,553	63.0%
Husband-wife Families	6,156	23.4%
With Own Children	1,787	6.8%
Other Family (No Spouse Present)	10,397	39.5%
With Own Children	4,482	17.0%
<b>Nonfamily Households</b>	1,057	4.0%
<b>All Households with Children</b>	8,468	32.2%
Multigenerational Households	2,298	8.7%
<b>Unmarried Partner Households</b>	1,475	5.7%
<b>Male-female</b>	1,330	5.1%
<b>Same-sex</b>	145	0.6%
Average Household Size	2.47	



## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	16,553	100%
2 People	6,353	38.4%
3 People	4,577	27.7%
4 People	2,928	17.7%
5 People	1,510	9.1%
6 People	682	4.1%
7+ People	503	3.0%
Average Family Size	3.15	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	9,740	100%
1 Person	8,682	89.1%
2 People	904	9.3%
3 People	91	0.9%
4 People	32	0.3%
5 People	17	0.2%
6 People	7	0.1%
7+ People	7	0.1%
Average Family Size	1.14	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	67,344	100%
In Households	64,882	96.3%
In Family Households	53,797	79.9%
Householder	16,557	24.6%
Spouse	6,152	9.1%
Child	25,099	37.3%
Other relative	4,280	6.4%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	1,708	2.5%
In Nonfamily Households	11,084	16.5%
<b>In Group Quarters</b>	2,462	3.7%
Institutionalized Population	374	0.6%
Noninstitutionalized Population	2,088	3.1%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	16,552	100%
Householder Age 15 - 44	6,128	37.0%
Householder Age 45 - 54	3,671	22.2%
Householder Age 55 - 64	3,493	21.1%
Householder Age 65 - 74	1,744	10.5%
Householder Age 75+	1,516	9.2%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	9,738	100%
Householder Age 15 - 44	1,982	20.4%
Householder Age 45 - 54	2,103	21.6%
Householder Age 55 - 64	2,545	26.1%
Householder Age 65 - 74	1,536	15.8%
Householder Age 75+	1,572	16.1%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	26,291	100%
Householder is White Alone	1,367	5.2%
Householder is Black Alone	24,557	93.4%
Householder is American Indian Alone	51	0.2%
Householder is Asian Alone	17	0.1%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	159	0.6%
Householder is Two or More Races	135	0.5%
Households with Hispanic Householder	344	1.3%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	6,156	100%
Householder is White Alone	411	6.7%
Householder is Black Alone	5,628	91.4%
Householder is American Indian Alone	12	0.2%
Householder is Asian Alone	4	0.1%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	73	1.2%
Householder is Two or More Races	25	0.4%
Husband-wife Families with Hispanic Householder	143	2.3%

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

<b>Total</b>	10,396	100%
Householder is White Alone	270	2.6%
Householder is Black Alone	10,008	96.3%
Householder is American Indian Alone	14	0.1%
Householder is Asian Alone	4	0.0%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	51	0.5%
Householder is Two or More Races	48	0.5%
Other Families with Hispanic Householder	94	0.9%

## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	9,738	100%
Householder is White Alone	685	7.0%
Householder is Black Alone	8,921	91.6%
Householder is American Indian Alone	25	0.3%
Householder is Asian Alone	9	0.1%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	35	0.4%
Householder is Two or More Races	62	0.6%
Nonfamily Households with Hispanic Householder	106	1.1%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	32,630	100%
Occupied Housing Units	26,292	80.6%
Vacant Housing Units		
For Rent	1,959	6.0%
Rented, not Occupied	95	0.3%
For Sale Only	632	1.9%
Sold, not Occupied	152	0.5%
For Seasonal/Recreational/Occasional Use	70	0.2%
For Migrant Workers	0	0.0%
Other Vacant	3,430	10.5%
<b>Total Vacancy Rate</b>	19.4%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	26,292	100%
Owner Occupied	14,174	53.9%
Owned with a Mortgage/Loan	9,468	36.0%
Owned Free and Clear	4,705	17.9%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.41	
<b>Renter Occupied</b>	12,118	46.1%
Average Household Size	2.54	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	14,174	100%
Householder is White Alone	912	6.4%
Householder is Black Alone	13,149	92.8%
Householder is American Indian Alone	28	0.2%
Householder is Asian Alone	8	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	25	0.2%
Householder is Two or More Races	52	0.4%
Owner-occupied Housing Units with Hispanic Householder	72	0.5%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	12,119	100%
Householder is White Alone	454	3.7%
Householder is Black Alone	11,409	94.1%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	9	0.1%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	135	1.1%
Householder is Two or More Races	83	0.7%
Renter-occupied Housing Units with Hispanic Householder	271	2.2%

## 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	2.48
Householder is American Indian Alone	2.12
Householder is Asian Alone	2.18
Householder is Pacific Islander Alone	3.20
Householder is Some Other Race Alone	3.87
Householder is Two or More Races	2.64
Householder is Hispanic	3.58

RING: 3 MILES

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2016 Population	67,594
2016 Households	26,455
2016 Median Disposable Income	\$24,309
2016 Per Capita Income	\$15,175

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	2,033
Total Employees	23,243
Total Residential Population	26,455
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	\$539,350,845	\$565,382,817	-\$26,031,972	▼ -2.4	378
Total Retail Trade	44-45	\$490,018,365	\$527,166,945	-\$37,148,580	▼ -3.7	301
Total Food & Drink	722	\$49,332,481	\$38,215,871	\$11,116,610	▲ 12.7	78

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	\$115,875,354	\$113,310,323	\$2,565,031	▲ 1.1	40
Automobile Dealers	4411	\$93,002,894	\$99,645,913	-\$6,643,019	▼ -3.4	23
Other Motor Vehicle Dealers	4412	\$14,175,783	\$233,154	\$13,942,629	▲ 96.8	0
Auto Parts, Accessories & Tire Stores	4413	\$8,696,678	\$13,431,256	-\$4,734,578	▼ -21.4	16
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$15,878,933	\$9,808,046	\$6,070,887	▲ 23.6	6
Furniture Stores	4421	\$9,832,515	\$8,122,899	\$1,709,616	▲ 9.5	4

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$6,046,417	\$1,685,147	\$4,361,270	^ 56.4	2
Electronics & Appliance Stores	443	\$22,529,235	\$10,661,431	\$11,867,804	^ 35.8	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$26,264,354	\$22,009,450	\$4,254,904	^ 8.8	12
Bldg Material & Supplies Dealers	4441	\$24,299,803	\$21,592,838	\$2,706,965	^ 5.9	11
Lawn & Garden Equip & Supply Stores	4442	\$1,964,551	\$416,613	\$1,547,938	^ 65.0	1
Food & Beverage Stores	445	\$82,259,655	\$115,174,682	-\$32,915,027	v -16.7	59
Grocery Stores	4451	\$75,270,275	\$102,756,016	-\$27,485,741	v -15.4	47
Specialty Food Stores	4452	\$4,012,847	\$7,857,409	-\$3,844,562	v -32.4	6
Beer, Wine & Liquor Stores	4453	\$2,976,533	\$4,561,257	-\$1,584,724	v -21.0	6
Health & Personal Care Stores	446,4461	\$28,989,071	\$31,642,706	-\$2,653,635	v -4.4	21
Gasoline Stations	447,4471	\$39,178,456	\$83,555,529	-\$44,377,073	v -36.2	44
Clothing & Clothing Accessories Stores	448	\$15,280,646	\$21,370,145	-\$6,089,499	v -16.6	37
Clothing Stores	4481	\$10,110,918	\$13,508,617	-\$3,397,699	v -14.4	28
Shoe Stores	4482	\$2,089,807	\$6,019,040	-\$3,929,233	v -48.5	5
Jewelry, Luggage & Leather Goods Stores	4483	\$3,079,922	\$1,842,488	\$1,237,434	^ 25.1	4
Sporting Goods, Hobby, Book & Music Stores	451	\$14,275,894	\$5,468,603	\$8,807,291	^ 44.6	9
Sporting Goods/Hobby/Musical Instr Stores	4511	\$12,092,753	\$4,974,079	\$7,118,674	^ 41.7	8
Book, Periodical & Music Stores	4512	\$2,183,141	\$494,524	\$1,688,617	^ 63.1	1
General Merchandise Stores	452	\$101,569,525	\$75,913,973	\$25,655,552	^ 14.5	31
Department Stores Excluding Leased Depts.	4521	\$74,154,239	\$57,546,990	\$16,607,249	^ 12.6	11
Other General Merchandise Stores	4529	\$27,415,285	\$18,366,983	\$9,048,302	^ 19.8	20
Miscellaneous Store Retailers	453	\$23,780,166	\$18,169,660	\$5,610,506	^ 13.4	28
Florists	4531	\$842,439	\$1,501,020	-\$658,581	v -28.1	9
Office Supplies, Stationery & Gift Stores	4532	\$3,564,229	\$4,460,683	-\$896,454	v -11.2	9
Used Merchandise Stores	4533	\$3,145,508	\$6,936,735	-\$3,791,227	v -37.6	5
Other Miscellaneous Store Retailers	4539	\$16,227,990	\$5,271,222	\$10,956,768	^ 51.0	6
Nonstore Retailers	454	\$4,137,075	\$20,082,397	-\$15,945,322	v -65.8	5
Electronic Shopping & Mail-Order Houses	4541	\$1,238,929	\$17,971,343	-\$16,732,414	v -87.1	2
Vending Machine Operators	4542	\$753,667	\$1,680,593	-\$926,926	v -38.1	0



INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$2,144,479	\$430,461	\$1,714,018	^ 66.6	2
<b>Food Services &amp; Drinking Places</b>	722	\$49,332,481	\$38,215,871	\$11,116,610	^ 12.7	78
Special Food Services	7223	\$270,880	\$207,261	\$63,619	^ 13.3	2
Drinking Places - Alcoholic Beverages	7224	\$1,077,539	\$673,380	\$404,159	^ 23.1	6
<b>Restaurants/Other Eating Places</b>	7225	\$47,984,062	\$37,335,231	\$10,648,831	^ 12.5	70

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. <a href="#">Modest Income Homes (12D)</a>	51.0%	Population	67,594	68,350
2. <a href="#">Family Foundations (12A)</a>	37.1%	Households	26,455	26,783
3. <a href="#">City Commons (11E)</a>	6.5%	Families	16,454	16,557
4. <a href="#">Traditional Living (12B)</a>	1.6%	Median Age	37.8	38.8
5. <a href="#">Social Security Set (9F)</a>	1.3%	Median Household Income	\$27,166	\$26,044

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	48	\$961.13	\$25,426,796
Men's	46	\$186.27	\$4,927,780
Women's	48	\$328.79	\$8,698,181
Children's	49	\$159.56	\$4,221,148
Footwear	47	\$202.98	\$5,369,939
Watches & Jewelry	46	\$47.55	\$1,257,851
Apparel Products and Services (1)	50	\$35.98	\$951,896
<b>Computer</b>			
Computers and Hardware for Home Use	47	\$82.15	\$2,173,394
Portable Memory	49	\$2.30	\$60,755
Computer Software	52	\$6.73	\$177,912
Computer Accessories	47	\$8.42	\$222,773
<b>Entertainment &amp; Recreation</b>	48	\$1,397.78	\$36,978,328
Fees and Admissions	43	\$246.51	\$6,521,476
Membership Fees for Clubs (2)	43	\$82.63	\$2,186,066
Fees for Participant Sports, excl. Trips	45	\$39.88	\$1,054,897
Tickets to Theatre/Operas/Concerts	43	\$22.65	\$599,170

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	44	\$29.22	\$772,906
Admission to Sporting Events, excl. Trips	46	\$24.57	\$649,980
Fees for Recreational Lessons	38	\$47.15	\$1,247,230
Dating Services	61	\$0.42	\$11,227
TV/Video/Audio	53	\$640.42	\$16,942,294
Cable and Satellite Television Services	55	\$490.38	\$12,972,933
Televisions	52	\$56.79	\$1,502,263
Satellite Dishes	50	\$0.73	\$19,308
VCRs, Video Cameras, and DVD Players	47	\$3.83	\$101,437
Miscellaneous Video Equipment	55	\$4.21	\$111,301
Video Cassettes and DVDs	48	\$8.87	\$234,734
Video Game Hardware/Accessories	51	\$13.15	\$347,880
Video Game Software	52	\$7.15	\$189,235
Streaming/Downloaded Video	44	\$7.99	\$211,263
Rental of Video Cassettes and DVDs	47	\$7.70	\$203,818
Installation of Televisions	61	\$0.56	\$14,913
Audio (3)	45	\$37.17	\$983,338
Rental of TV/VCR/Radio/Sound Equipment	69	\$0.91	\$23,946
Repair of TV/Radio/Sound Equipment	37	\$0.98	\$25,925
Pets	47	\$250.35	\$6,622,968
Toys/Games/Crafts/Hobbies (4)	48	\$54.43	\$1,439,896
Recreational Vehicles and Fees (5)	42	\$45.36	\$1,199,986
Sports/Recreation/Exercise Equipment (6)	38	\$63.01	\$1,666,903
Photo Equipment and Supplies (7)	46	\$25.19	\$666,493
Reading (8)	47	\$61.43	\$1,625,106
Live Entertainment for Catered Affairs	48	\$5.18	\$136,983
Rental of Party Supplies for Catered Affairs	39	\$5.91	\$156,222
<b>Food</b>	50	\$4,039.59	\$106,867,333
Food at Home	51	\$2,539.14	\$67,173,041

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	52	\$347.74	\$9,199,380
Meats, Poultry, Fish, and Eggs	52	\$578.52	\$15,304,812
Dairy Products	49	\$261.98	\$6,930,672
Fruits and Vegetables	50	\$473.09	\$12,515,505
Snacks and Other Food at Home (10)	51	\$877.82	\$23,222,672
Food Away from Home	49	\$1,500.45	\$39,694,292
Alcoholic Beverages	47	\$241.05	\$6,376,896
<b>Financial</b>			
Value of Stocks/Bonds/Mutual funds	53	\$3,941.10	\$104,261,732
Value of Retirement Plans	45	\$11,831.61	\$313,005,233
Value of Other Financial Assets	56	\$630.22	\$16,672,386
Vehicle Loan Amount excluding Interest	51	\$1,250.80	\$33,090,018
Value of Credit Card Debt	48	\$275.86	\$7,297,948
<b>Health</b>			
Nonprescription Drugs	50	\$62.26	\$1,647,083
Prescription Drugs	54	\$226.09	\$5,981,122
Eyeglasses and Contact Lenses	47	\$42.34	\$1,120,173
<b>Home</b>			
Mortgage Payment and Basics (11)	45	\$3,815.30	\$100,933,779
Maintenance and Remodeling Services	46	\$807.73	\$21,368,565
Maintenance and Remodeling Materials (12)	48	\$174.51	\$4,616,729
Utilities, Fuel, and Public Services	53	\$2,606.54	\$68,956,131
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	48	\$42.16	\$1,115,323
Furniture	50	\$244.77	\$6,475,408
Rugs	45	\$11.06	\$292,525
Major Appliances (14)	45	\$127.79	\$3,380,568
Housewares (15)	48	\$40.49	\$1,071,199
Small Appliances	47	\$22.32	\$590,382

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	47	\$4.34	\$114,828
Telephones and Accessories	53	\$37.78	\$999,460
<b>Household Operations</b>			
Child Care	45	\$189.92	\$5,024,398
Lawn and Garden (16)	44	\$180.87	\$4,784,805
Moving/Storage/Freight Express	45	\$28.27	\$747,866
Housekeeping Supplies (17)	50	\$353.53	\$9,352,615
<b>Insurance</b>			
Owners and Renters Insurance	52	\$239.60	\$6,338,514
Vehicle Insurance	52	\$578.68	\$15,308,994
Life/Other Insurance	47	\$193.12	\$5,108,995
Health Insurance	51	\$1,705.45	\$45,117,631
Personal Care Products (18)	48	\$208.90	\$5,526,342
School Books & Supplies for College	45	\$28.82	\$762,376
School Books & Supplies for Elementary/High School	53	\$10.85	\$286,976
School Books & Supplies for Vocational/Technical School	51	\$0.67	\$17,617
School Books & Supplies for Preschool/Other Schools	46	\$1.11	\$29,356
Other School Supplies	42	\$32.50	\$859,919
Smoking Products	59	\$242.61	\$6,418,173
<b>Transportation</b>			
Payments on Vehicles excluding Leases	50	\$1,041.63	\$27,556,388
Gasoline and Motor Oil	52	\$1,591.07	\$42,091,653
Vehicle Maintenance and Repairs	49	\$504.93	\$13,357,850
<b>Travel</b>			
Airline Fares	42	\$191.65	\$5,069,998
Lodging on Trips	44	\$205.72	\$5,442,286
Auto/Truck Rental on Trips	43	\$10.31	\$272,744
Food and Drink on Trips	44	\$194.03	\$5,133,051
<b>Financial</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	53	\$3,941.10	\$104,261,732
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Child Care	45	\$189.92	\$5,024,398
Lawn and Garden (16)	44	\$180.87	\$4,784,805
Moving/Storage/Freight Express	45	\$28.27	\$747,866
Housekeeping Supplies (17)	50	\$353.53	\$9,352,615
<b>Insurance</b>			

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Food and Drink on Trips	44	\$194.03	\$5,133,051

RING: 5 MILES

## Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	142,926	143,794	145,313
Households	57,322	57,592	58,210
Families	33,667	33,419	33,566
Average Household Size	2.36	2.36	2.37
Owner Occupied Housing Units	29,556	28,335	28,572
Renter Occupied Housing Units	27,766	29,257	29,638
Median Age	35.6	36.8	37.7

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.21%	0.54%	0.84%
Households	0.21%	0.54%	0.79%
Families	0.09%	0.44%	0.72%
Owner HHs	0.17%	0.54%	0.73%
Median Household Income	-0.46%	1.88%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	14,257	24.8%	14,232	24.4%
\$15,000 - \$24,999	10,071	17.5%	11,674	20.1%
\$25,000 - \$34,999	8,459	14.7%	7,045	12.1%
\$35,000 - \$49,999	8,068	14.0%	6,980	12.0%
\$50,000 - \$74,999	8,739	15.2%	9,174	15.8%
\$75,000 - \$99,999	4,107	7.1%	4,365	7.5%



HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	2,819	4.9%	3,435	5.9%
\$150,000 - \$199,999	729	1.3%	930	1.6%
\$200,000+	344	0.6%	374	0.6%
Median Household Income	\$29,497		\$28,832	
Average Household Income	\$41,481		\$44,024	
Per Capita Income	\$17,453		\$18,460	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	9,299	6.5%	8,829	6.1%	8,835	6.1%
5 - 9	8,223	5.8%	8,457	5.9%	8,276	5.7%
10 - 14	8,155	5.7%	8,075	5.6%	8,375	5.8%
15 - 19	11,179	7.8%	10,046	7.0%	10,067	6.9%
20 - 24	13,274	9.3%	12,445	8.7%	11,669	8.0%
25 - 34	20,326	14.2%	21,045	14.6%	20,514	14.1%
35 - 44	15,842	11.1%	16,215	11.3%	17,343	11.9%
45 - 54	20,295	14.2%	17,386	12.1%	16,138	11.1%
55 - 64	18,380	12.9%	20,029	13.9%	19,217	13.2%
65 - 74	9,192	6.4%	12,367	8.6%	15,124	10.4%
75 - 84	6,193	4.3%	6,102	4.2%	6,954	4.8%
85+	2,567	1.8%	2,799	1.9%	2,800	1.9%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	23,626	16.5%	22,479	15.6%	21,511	14.8%
Black Alone	113,295	79.3%	114,991	80.0%	117,118	80.6%
American Indian Alone	298	0.2%	301	0.2%	303	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	1,133	0.8%	1,317	0.9%	1,498	1.0%
Pacific Islander Alone	50	0.0%	50	0.0%	51	0.0%
Some Other Race Alone	3,162	2.2%	3,053	2.1%	2,994	2.1%
Two or More Races	1,362	1.0%	1,603	1.1%	1,838	1.3%
Hispanic Origin (Any Race)	5,649	4.0%	5,473	3.8%	5,492	3.8%

RING: 5 MILES

Housing Profile

## SUMMARY DEMOGRAPHIC

2016 Population	143,794
2016 Households	57,592
2016 Median Disposable Income	\$26,347
2016 Per Capita Income	\$17,453

## HOUSEHOLDS BY TYPE

<b>Total</b>	57,322	100%
<b>Households with 1 Person</b>	20,223	35.3%
<b>Households with 2+ People</b>	37,099	64.7%
Family Households	33,667	58.7%
Husband-wife Families	14,494	25.3%
With Own Children	4,749	8.3%
Other Family (No Spouse Present)	19,173	33.4%
With Own Children	8,318	14.5%
Nonfamily Households	3,432	6.0%
All Households with Children	16,972	29.6%
Multigenerational Households	3,988	7.0%
<b>Unmarried Partner Households</b>	3,262	5.7%
<b>Male-female</b>	2,901	5.1%
<b>Same-sex</b>	361	0.6%
Average Household Size	2.36	

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	33,666	100%
<b>2 People</b>	13,610	40.4%
<b>3 People</b>	9,165	27.2%
<b>4 People</b>	5,931	17.6%
<b>5 People</b>	2,880	8.6%
<b>6 People</b>	1,204	3.6%
<b>7+ People</b>	876	2.6%
Average Family Size	3.08	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	23,655	100%
<b>1 Person</b>	20,223	85.5%
<b>2 People</b>	2,747	11.6%
<b>3 People</b>	422	1.8%
<b>4 People</b>	176	0.7%
<b>5 People</b>	48	0.2%
<b>6 People</b>	20	0.1%
<b>7+ People</b>	19	0.1%
Average Family Size	1.20	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	142,926	100%
<b>In Households</b>	135,427	94.8%
In Family Households	106,989	74.9%
Householder	33,691	23.6%
Spouse	14,504	10.1%
Child	46,920	32.8%
Other relative	8,434	5.9%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	3,440	2.4%
In Nonfamily Households	28,438	19.9%
<b>In Group Quarters</b>	<b>7,499</b>	<b>5.2%</b>
Institutionalized Population	2,276	1.6%
Noninstitutionalized Population	5,222	3.7%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	<b>33,666</b>	<b>100%</b>
Householder Age 15 - 44	13,395	39.8%
Householder Age 45 - 54	7,068	21.0%
Householder Age 55 - 64	6,556	19.5%
Householder Age 65 - 74	3,491	10.4%
Householder Age 75+	3,156	9.4%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	<b>23,656</b>	<b>100%</b>
Householder Age 15 - 44	7,651	32.3%
Householder Age 45 - 54	4,415	18.7%
Householder Age 55 - 64	5,197	22.0%
Householder Age 65 - 74	3,049	12.9%
Householder Age 75+	3,344	14.1%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	<b>57,322</b>	<b>100%</b>
Householder is White Alone	9,704	16.9%
Householder is Black Alone	45,780	79.9%
Householder is American Indian Alone	123	0.2%
Householder is Asian Alone	426	0.7%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	20	0.0%
Householder is Some Other Race Alone	837	1.5%
Householder is Two or More Races	432	0.8%
Households with Hispanic Householder	1,519	2.6%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	14,493	100%
Householder is White Alone	3,344	23.1%
Householder is Black Alone	10,554	72.8%
Householder is American Indian Alone	26	0.2%
Householder is Asian Alone	136	0.9%
Householder is Pacific Islander Alone	8	0.1%
Householder is Some Other Race Alone	324	2.2%
Householder is Two or More Races	101	0.7%
Husband-wife Families with Hispanic Householder	599	4.1%

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

<b>Total</b>	19,172	100%
Householder is White Alone	1,338	7.0%
Householder is Black Alone	17,362	90.6%
Householder is American Indian Alone	33	0.2%
Householder is Asian Alone	29	0.2%
Householder is Pacific Islander Alone	7	0.0%
Householder is Some Other Race Alone	271	1.4%
Householder is Two or More Races	132	0.7%
Other Families with Hispanic Householder	461	2.4%

## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	23,655	100%
Householder is White Alone	5,023	21.2%
Householder is Black Alone	17,863	75.5%
Householder is American Indian Alone	64	0.3%
Householder is Asian Alone	260	1.1%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	241	1.0%
Householder is Two or More Races	199	0.8%
Nonfamily Households with Hispanic Householder	460	1.9%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	69,841	100%
Occupied Housing Units	57,322	82.1%
Vacant Housing Units		
For Rent	5,087	7.3%
Rented, not Occupied	160	0.2%
For Sale Only	1,254	1.8%
Sold, not Occupied	216	0.3%
For Seasonal/Recreational/Occasional Use	197	0.3%
For Migrant Workers	0	0.0%
Other Vacant	5,605	8.0%
<b>Total Vacancy Rate</b>	17.9%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	57,322	100%
Owner Occupied	29,556	51.6%
Owned with a Mortgage/Loan	19,617	34.2%
Owned Free and Clear	9,939	17.3%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.37	
<b>Renter Occupied</b>	27,766	48.4%
Average Household Size	2.35	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	29,556	100%
Householder is White Alone	5,910	20.0%
Householder is Black Alone	23,273	78.7%
Householder is American Indian Alone	53	0.2%
Householder is Asian Alone	99	0.3%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	74	0.3%
Householder is Two or More Races	144	0.5%
Owner-occupied Housing Units with Hispanic Householder	188	0.6%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	27,765	100%
Householder is White Alone	3,794	13.7%
Householder is Black Alone	22,506	81.1%
Householder is American Indian Alone	70	0.3%
Householder is Asian Alone	326	1.2%
Householder is Pacific Islander Alone	18	0.1%
Householder is Some Other Race Alone	763	2.7%
Householder is Two or More Races	288	1.0%
Renter-occupied Housing Units with Hispanic Householder	1,331	4.8%

## 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	2.40
Householder is American Indian Alone	2.28
Householder is Asian Alone	2.14
Householder is Pacific Islander Alone	2.90
Householder is Some Other Race Alone	3.67
Householder is Two or More Races	2.49
Householder is Hispanic	3.51

RING: 5 MILES

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2016 Population	143,794
2016 Households	57,592
2016 Median Disposable Income	\$26,347
2016 Per Capita Income	\$17,453

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	8,015
Total Employees	129,070
Total Residential Population	57,592
Employee/Residential Population Ratio	2.24

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	\$1,315,483,772	\$1,955,024,779	-\$639,541,007	▼ -19.6	1,313
Total Retail Trade	44-45	\$1,192,954,997	\$1,752,518,921	-\$559,563,924	▼ -19.0	935
Total Food & Drink	722	\$122,528,774	\$202,505,858	-\$79,977,084	▼ -24.6	378

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	\$283,013,633	\$496,687,987	-\$213,674,354	▼ -27.4	152
Automobile Dealers	4411	\$227,077,753	\$418,175,734	-\$191,097,981	▼ -29.6	83
Other Motor Vehicle Dealers	4412	\$34,739,941	\$26,326,293	\$8,413,648	▲ 13.8	10
Auto Parts, Accessories & Tire Stores	4413	\$21,195,939	\$52,185,960	-\$30,990,021	▼ -42.2	59
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$38,555,633	\$45,178,769	-\$6,623,136	▼ -7.9	25
Furniture Stores	4421	\$24,018,186	\$20,361,903	\$3,656,283	▲ 8.2	13

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$14,537,447	\$24,816,866	-\$10,279,419	▼ -26.1	12
Electronics & Appliance Stores	443	\$55,740,845	\$63,548,564	-\$7,807,719	▼ -6.5	47
Bldg Materials, Garden Equip. & Supply Stores	444	\$62,454,500	\$88,259,164	-\$25,804,664	▼ -17.1	61
Bldg Material & Supplies Dealers	4441	\$57,788,899	\$86,107,075	-\$28,318,176	▼ -19.7	55
Lawn & Garden Equip & Supply Stores	4442	\$4,665,601	\$2,152,089	\$2,513,512	▲ 36.9	6
Food & Beverage Stores	445	\$199,824,535	\$265,587,961	-\$65,763,426	▼ -14.1	156
Grocery Stores	4451	\$182,662,429	\$202,077,072	-\$19,414,643	▼ -5.0	105
Specialty Food Stores	4452	\$9,752,307	\$42,568,920	-\$32,816,613	▼ -62.7	28
Beer, Wine & Liquor Stores	4453	\$7,409,800	\$20,941,969	-\$13,532,169	▼ -47.7	23
Health & Personal Care Stores	446,4461	\$69,098,033	\$127,700,795	-\$58,602,762	▼ -29.8	69
Gasoline Stations	447,4471	\$94,374,708	\$242,257,188	-\$147,882,480	▼ -43.9	98
Clothing & Clothing Accessories Stores	448	\$37,957,741	\$58,778,580	-\$20,820,839	▼ -21.5	104
Clothing Stores	4481	\$25,099,619	\$38,896,791	-\$13,797,172	▼ -21.6	73
Shoe Stores	4482	\$5,190,877	\$12,174,129	-\$6,983,252	▼ -40.2	16
Jewelry, Luggage & Leather Goods Stores	4483	\$7,667,244	\$7,707,659	-\$40,415	▼ -0.3	14
Sporting Goods, Hobby, Book & Music Stores	451	\$35,267,052	\$25,015,260	\$10,251,792	▲ 17.0	34
Sporting Goods/Hobby/Musical Instr Stores	4511	\$29,800,618	\$17,950,388	\$11,850,230	▲ 24.8	26
Book, Periodical & Music Stores	4512	\$5,466,434	\$7,064,872	-\$1,598,438	▼ -12.8	8
General Merchandise Stores	452	\$249,101,935	\$194,621,134	\$54,480,801	▲ 12.3	71
Department Stores Excluding Leased Depts.	4521	\$182,546,283	\$151,258,495	\$31,287,788	▲ 9.4	28
Other General Merchandise Stores	4529	\$66,555,652	\$43,362,638	\$23,193,014	▲ 21.1	43
Miscellaneous Store Retailers	453	\$57,521,727	\$107,624,951	-\$50,103,224	▼ -30.3	106
Florists	4531	\$2,020,131	\$6,083,997	-\$4,063,866	▼ -50.1	22
Office Supplies, Stationery & Gift Stores	4532	\$8,833,361	\$17,315,324	-\$8,481,963	▼ -32.4	25
Used Merchandise Stores	4533	\$7,688,326	\$33,662,523	-\$25,974,197	▼ -62.8	18
Other Miscellaneous Store Retailers	4539	\$38,979,908	\$50,563,107	-\$11,583,199	▼ -12.9	41
Nonstore Retailers	454	\$10,044,654	\$37,258,569	-\$27,213,915	▼ -57.5	12
Electronic Shopping & Mail-Order Houses	4541	\$2,989,097	\$23,778,371	-\$20,789,274	▼ -77.7	4
Vending Machine Operators	4542	\$1,830,637	\$8,820,508	-\$6,989,871	▼ -65.6	4

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$5,224,920	\$4,659,689	\$565,231	^ 5.7	4
<b>Food Services &amp; Drinking Places</b>	722	\$122,528,774	\$202,505,858	-\$79,977,084	v -24.6	378
Special Food Services	7223	\$663,478	\$6,228,680	-\$5,565,202	v -80.7	13
Drinking Places - Alcoholic Beverages	7224	\$2,702,314	\$5,235,551	-\$2,533,237	v -31.9	26
<b>Restaurants/Other Eating Places</b>	7225	\$119,162,982	\$191,041,628	-\$71,878,646	v -23.2	339

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. <a href="#">Modest Income Homes (12D)</a>	36.0%	Population	143,794	145,313
2. <a href="#">Family Foundations (12A)</a>	29.2%	Households	57,592	58,210
3. <a href="#">Young and Restless (11B)</a>	9.6%	Families	33,419	33,566
4. <a href="#">City Commons (11E)</a>	3.5%	Median Age	36.8	37.7
5. <a href="#">Social Security Set (9F)</a>	3.4%	Median Household Income	\$29,497	\$28,832

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	54	\$1,096.87	\$63,170,794
Men's	53	\$214.69	\$12,364,625
Women's	55	\$374.17	\$21,549,240
Children's	56	\$181.63	\$10,460,299
Footwear	54	\$231.71	\$13,344,869
Watches & Jewelry	52	\$54.35	\$3,130,388
Apparel Products and Services (1)	56	\$40.31	\$2,321,373
<b>Computer</b>			
Computers and Hardware for Home Use	55	\$94.97	\$5,469,615
Portable Memory	56	\$2.63	\$151,350
Computer Software	59	\$7.64	\$440,215
Computer Accessories	53	\$9.50	\$547,176
<b>Entertainment &amp; Recreation</b>	54	\$1,566.25	\$90,203,573
Fees and Admissions	49	\$281.20	\$16,194,799
Membership Fees for Clubs (2)	49	\$93.56	\$5,388,083
Fees for Participant Sports, excl. Trips	50	\$44.92	\$2,587,114
Tickets to Theatre/Operas/Concerts	49	\$25.94	\$1,494,078

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	51	\$34.20	\$1,969,490
Admission to Sporting Events, excl. Trips	53	\$28.00	\$1,612,289
Fees for Recreational Lessons	44	\$54.10	\$3,115,968
Dating Services	70	\$0.48	\$27,776
TV/Video/Audio	59	\$708.16	\$40,784,274
Cable and Satellite Television Services	60	\$536.69	\$30,909,036
Televisions	58	\$63.73	\$3,670,530
Satellite Dishes	54	\$0.79	\$45,409
VCRs, Video Cameras, and DVD Players	55	\$4.47	\$257,173
Miscellaneous Video Equipment	61	\$4.72	\$271,687
Video Cassettes and DVDs	56	\$10.29	\$592,354
Video Game Hardware/Accessories	60	\$15.33	\$883,105
Video Game Software	61	\$8.43	\$485,238
Streaming/Downloaded Video	53	\$9.62	\$553,846
Rental of Video Cassettes and DVDs	55	\$9.01	\$519,103
Installation of Televisions	62	\$0.57	\$33,084
Audio (3)	52	\$42.31	\$2,436,849
Rental of TV/VCR/Radio/Sound Equipment	78	\$1.02	\$58,486
Repair of TV/Radio/Sound Equipment	45	\$1.19	\$68,374
Pets	52	\$279.36	\$16,088,830
Toys/Games/Crafts/Hobbies (4)	54	\$61.42	\$3,537,139
Recreational Vehicles and Fees (5)	47	\$50.61	\$2,914,781
Sports/Recreation/Exercise Equipment (6)	46	\$75.36	\$4,340,186
Photo Equipment and Supplies (7)	52	\$28.70	\$1,652,986
Reading (8)	53	\$69.11	\$3,980,312
Live Entertainment for Catered Affairs	52	\$5.57	\$320,873
Rental of Party Supplies for Catered Affairs	45	\$6.76	\$389,394
<b>Food</b>	56	\$4,556.45	\$262,414,845
Food at Home	57	\$2,845.60	\$163,883,836

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	58	\$387.90	\$22,339,784
Meats, Poultry, Fish, and Eggs	58	\$644.91	\$37,141,440
Dairy Products	56	\$295.06	\$16,993,042
Fruits and Vegetables	56	\$534.05	\$30,756,913
Snacks and Other Food at Home (10)	57	\$983.69	\$56,652,657
Food Away from Home	55	\$1,710.85	\$98,531,009
Alcoholic Beverages	54	\$277.89	\$16,004,090
<b>Financial</b>			
Value of Stocks/Bonds/Mutual funds	56	\$4,227.06	\$243,444,805
Value of Retirement Plans	48	\$12,688.39	\$730,749,748
Value of Other Financial Assets	62	\$699.32	\$40,275,470
Vehicle Loan Amount excluding Interest	58	\$1,410.56	\$81,237,157
Value of Credit Card Debt	53	\$304.97	\$17,563,768
<b>Health</b>			
Nonprescription Drugs	56	\$69.03	\$3,975,794
Prescription Drugs	58	\$242.27	\$13,952,946
Eyeglasses and Contact Lenses	52	\$46.90	\$2,700,810
<b>Home</b>			
Mortgage Payment and Basics (11)	48	\$4,124.97	\$237,565,321
Maintenance and Remodeling Services	49	\$863.02	\$49,702,797
Maintenance and Remodeling Materials (12)	51	\$184.22	\$10,609,436
Utilities, Fuel, and Public Services	58	\$2,847.11	\$163,970,889
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	54	\$47.25	\$2,721,070
Furniture	56	\$275.59	\$15,871,910
Rugs	50	\$12.22	\$703,869
Major Appliances (14)	50	\$141.55	\$8,152,074
Housewares (15)	55	\$45.99	\$2,648,907
Small Appliances	54	\$25.37	\$1,460,839

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	53	\$4.88	\$281,148
Telephones and Accessories	59	\$42.21	\$2,430,783
<b>Household Operations</b>			
Child Care	51	\$216.89	\$12,491,392
Lawn and Garden (16)	49	\$197.77	\$11,389,921
Moving/Storage/Freight Express	53	\$33.92	\$1,953,303
Housekeeping Supplies (17)	56	\$393.61	\$22,668,893
<b>Insurance</b>			
Owners and Renters Insurance	55	\$252.78	\$14,557,844
Vehicle Insurance	57	\$641.81	\$36,963,063
Life/Other Insurance	51	\$209.68	\$12,075,934
Health Insurance	55	\$1,862.82	\$107,283,656
Personal Care Products (18)	55	\$237.23	\$13,662,364
School Books & Supplies for College	55	\$34.85	\$2,007,351
School Books & Supplies for Elementary/High School	57	\$11.78	\$678,494
School Books & Supplies for Vocational/Technical School	60	\$0.79	\$45,594
School Books & Supplies for Preschool/Other Schools	53	\$1.26	\$72,390
Other School Supplies	50	\$38.04	\$2,190,749
Smoking Products	65	\$264.40	\$15,227,506
<b>Transportation</b>			
Payments on Vehicles excluding Leases	56	\$1,163.56	\$67,011,688
Gasoline and Motor Oil	58	\$1,769.66	\$101,918,360
Vehicle Maintenance and Repairs	55	\$566.04	\$32,599,450
<b>Travel</b>			
Airline Fares	48	\$219.60	\$12,647,191
Lodging on Trips	49	\$228.72	\$13,172,465
Auto/Truck Rental on Trips	49	\$11.70	\$674,061
Food and Drink on Trips	50	\$218.18	\$12,565,270
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