



RING: 1 MILE

Demographic & Income Profile

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

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

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

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

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

RING: 1 MILE

Market Profile

HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	2,198	2,198	2,198
Owner Occupied Housing Units	32.9%	28.5%	28.0%
Renter Occupied Housing Units	54.5%	56.7%	55.8%
Vacant Housing Units	12.6%	14.7%	16.2%
Median Home Value		\$72,448	\$74,060
Per Capita Income		\$13,334	\$13,951
Median Age	32.3	33.0	34.2

OWNER OCCUPIED HOUSING UNITS BY VALUE	2016	2021
Total	627	615
<\$50,000	19.1%	18.7%
\$50,000 - \$99,999	68.7%	64.9%
\$100,000 - \$149,999	8.5%	9.3%
\$150,000 - \$199,999	1.6%	2.6%
\$200,000 - \$249,999	0.0%	0.2%
\$250,000 - \$299,999	0.3%	1.0%
\$300,000 - \$399,999	1.8%	3.3%
\$400,000 - \$499,999	0.0%	0.0%
\$500,000 - \$749,999	0.0%	0.0%
\$750,000 - \$999,999	0.0%	0.0%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$76,715	\$84,039

POPULATION BY SEX	2010	2016	2021
Males	2,205	2,197	2,196
Females	2,891	2,826	2,768

POPULATION 15+ BY MARITAL STATUS 2016

Total	3,715
Never Married	48.3%
Married	31.0%
Widowed	7.6%
Divorced	13.1%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	84.5%
Civilian Unemployed	15.5%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	1,327
Agriculture/Mining	0.0%
Construction	2.0%
Manufacturing	4.0%
Wholesale Trade	0.0%
Retail Trade	12.2%
Transportation/Utilities	2.6%
Information	2.4%
Finance/Insurance/Real Estate	6.8%
Services	62.0%
Public Administration	7.9%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	1,327
White Collar	43.2%
Management/Business/Financial	9.0%
Professional	12.7%
Sales	13.7%
Administrative Support	7.8%
Services	40.9%
Blue Collar	15.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	0.9%
Production	3.4%
Transportation/Material Moving	8.4%

HOUSEHOLDS BY TYPE

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

HOUSEHOLDS BY TYPE

Average Household Size

2.56

FAMILY HOUSEHOLDS BY SIZE

Total	1,923
1 Person	30.0%
2 People	27.5%
3 People	18.9%
4 People	11.8%
5 People	6.9%
6 People	2.6%
7+ People	2.4%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	3,026
Less than 9th Grade	7.7%
9th - 12th Grade, No Diploma	20.0%
High School Graduate	28.8%
GED/Alternative Credential	6.9%
Some College, No Degree	19.5%
Associate Degree	8.9%
Bachelor's Degree	6.0%
Graduate/Professional Degree	2.3%

RING: 1 MILE

Tapestry

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

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

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

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

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

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

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

RING: 3 MILES

Demographic & Income Profile

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

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

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

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

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

RING: 3 MILES

Market Profile

HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	26,317	26,444	26,414
Owner Occupied Housing Units	34.2%	29.6%	28.9%
Renter Occupied Housing Units	48.3%	50.9%	50.5%
Vacant Housing Units	17.5%	19.5%	20.6%
Median Home Value		\$74,577	\$77,931
Per Capita Income		\$13,995	\$14,709
Median Age	31.3	32.0	32.9

OWNER OCCUPIED HOUSING UNITS BY VALUE	2016	2021
Total	7,821	7,635
<\$50,000	24.8%	23.5%
\$50,000 - \$99,999	51.3%	47.4%
\$100,000 - \$149,999	12.9%	12.4%
\$150,000 - \$199,999	4.4%	5.8%
\$200,000 - \$249,999	2.0%	3.4%
\$250,000 - \$299,999	1.2%	2.4%
\$300,000 - \$399,999	1.9%	2.7%
\$400,000 - \$499,999	0.6%	0.9%
\$500,000 - \$749,999	0.4%	0.6%
\$750,000 - \$999,999	0.6%	0.9%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$93,485	\$106,370

POPULATION BY SEX	2010	2016	2021
Males	27,026	27,021	26,992
Females	32,029	31,723	31,296

POPULATION 15+ BY MARITAL STATUS 2016

Total	45,129
Never Married	52.6%
Married	28.4%
Widowed	7.6%
Divorced	11.5%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	85.8%
Civilian Unemployed	14.2%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	17,706
Agriculture/Mining	0.4%
Construction	5.1%
Manufacturing	6.2%
Wholesale Trade	1.4%
Retail Trade	17.4%
Transportation/Utilities	4.5%
Information	1.4%
Finance/Insurance/Real Estate	5.2%
Services	53.8%
Public Administration	4.7%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	17,706
White Collar	51.0%
Management/Business/Financial	7.4%
Professional	14.8%
Sales	14.6%
Administrative Support	14.2%
Services	28.7%
Blue Collar	20.4%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	2.9%
Production	4.2%
Transportation/Material Moving	8.6%

HOUSEHOLDS BY TYPE

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

HOUSEHOLDS BY TYPE

Average Household Size

2.57

FAMILY HOUSEHOLDS BY SIZE

Total	21,722
1 Person	31.7%
2 People	27.3%
3 People	17.0%
4 People	11.7%
5 People	6.4%
6 People	3.1%
7+ People	2.8%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	34,951
Less than 9th Grade	7.4%
9th - 12th Grade, No Diploma	18.0%
High School Graduate	32.6%
GED/Alternative Credential	6.2%
Some College, No Degree	20.3%
Associate Degree	5.2%
Bachelor's Degree	6.3%
Graduate/Professional Degree	4.0%

RING: 3 MILES

Tapestry

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

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

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

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

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

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	46	\$3,445.74	\$73,352,819
Value of Retirement Plans	39	\$10,233.02	\$217,840,495
Value of Other Financial Assets	53	\$598.72	\$12,745,589
Vehicle Loan Amount excluding Interest	50	\$1,221.53	\$26,003,921
Value of Credit Card Debt	46	\$263.57	\$5,610,840
Health			
Nonprescription Drugs	48	\$59.81	\$1,273,291
Prescription Drugs	49	\$206.42	\$4,394,189
Eyeglasses and Contact Lenses	45	\$40.28	\$857,528
Home			
Mortgage Payment and Basics (11)	39	\$3,337.15	\$71,041,215
Maintenance and Remodeling Services	39	\$688.70	\$14,661,033
Maintenance and Remodeling Materials (12)	41	\$148.94	\$3,170,638
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Household Furnishings and Equipment			
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Small Appliances	47	\$22.26	\$473,778
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Telephones and Accessories	53	\$37.54	\$799,235
Household Operations			
Child Care	45	\$189.36	\$4,031,080
Lawn and Garden (16)	39	\$160.28	\$3,411,989
Moving/Storage/Freight Express	48	\$30.20	\$642,928
Housekeeping Supplies (17)	49	\$343.80	\$7,318,834
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	45	\$207.52	\$4,417,686
Vehicle Insurance	50	\$559.77	\$11,916,419
Life/Other Insurance	42	\$174.74	\$3,719,901
Health Insurance	47	\$1,588.53	\$33,816,721
Personal Care Products (18)	48	\$207.32	\$4,413,372
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School Books & Supplies for Elementary/High School	51	\$10.42	\$221,838
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School Books & Supplies for Preschool/Other Schools	44	\$1.06	\$22,562
Other School Supplies	42	\$32.56	\$693,208
Smoking Products	60	\$243.99	\$5,194,162
Transportation			
Payments on Vehicles excluding Leases	48	\$998.89	\$21,264,348
Gasoline and Motor Oil	50	\$1,550.66	\$33,010,405
Vehicle Maintenance and Repairs	47	\$489.54	\$10,421,374
Travel			
Airline Fares	40	\$184.18	\$3,920,854
Lodging on Trips	41	\$189.97	\$4,043,995
Auto/Truck Rental on Trips	41	\$9.76	\$207,831
Food and Drink on Trips	42	\$182.64	\$3,887,998

RING: 5 MILES

Demographic & Income Profile

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

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

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

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

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

RING: 5 MILES

Market Profile

HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	40,924	41,150	41,071
Owner Occupied Housing Units	39.2%	34.5%	33.9%
Renter Occupied Housing Units	44.5%	46.9%	46.5%
Vacant Housing Units	16.3%	18.5%	19.6%
Median Home Value		\$95,647	\$110,270
Per Capita Income		\$18,553	\$19,937
Median Age	33.3	34.2	35.0

OWNER OCCUPIED HOUSING UNITS BY VALUE	2016	2021
Total	14,208	13,914
<\$50,000	16.1%	14.9%
\$50,000 - \$99,999	37.1%	32.1%
\$100,000 - \$149,999	17.5%	14.8%
\$150,000 - \$199,999	11.4%	13.1%
\$200,000 - \$249,999	4.7%	7.5%
\$250,000 - \$299,999	2.5%	4.6%
\$300,000 - \$399,999	4.3%	5.1%
\$400,000 - \$499,999	3.1%	3.7%
\$500,000 - \$749,999	1.7%	1.9%
\$750,000 - \$999,999	1.0%	1.5%
\$1,000,000 +	0.6%	0.8%
Average Home Value	\$147,037	\$168,331

POPULATION BY SEX	2010	2016	2021
Males	41,915	41,806	41,670
Females	47,631	47,013	46,324

POPULATION 15+ BY MARITAL STATUS 2016

Total	69,738
Never Married	47.7%
Married	32.7%
Widowed	7.4%
Divorced	12.2%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	89.1%
Civilian Unemployed	10.9%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	30,561
Agriculture/Mining	0.4%
Construction	5.4%
Manufacturing	6.1%
Wholesale Trade	1.6%
Retail Trade	15.3%
Transportation/Utilities	3.9%
Information	1.3%
Finance/Insurance/Real Estate	6.9%
Services	53.7%
Public Administration	5.3%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	30,561
White Collar	57.2%
Management/Business/Financial	10.1%
Professional	20.7%
Sales	12.7%
Administrative Support	13.7%
Services	24.5%
Blue Collar	18.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	2.8%
Production	4.0%
Transportation/Material Moving	6.8%

HOUSEHOLDS BY TYPE

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

HOUSEHOLDS BY TYPE

Average Household Size

2.46

FAMILY HOUSEHOLDS BY SIZE

Total	34,238
1 Person	32.9%
2 People	29.2%
3 People	16.0%
4 People	11.3%
5 People	5.7%
6 People	2.7%
7+ People	2.2%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	55,449
Less than 9th Grade	6.1%
9th - 12th Grade, No Diploma	14.8%
High School Graduate	28.7%
GED/Alternative Credential	5.5%
Some College, No Degree	20.6%
Associate Degree	5.4%
Bachelor's Degree	11.1%
Graduate/Professional Degree	7.9%

RING: 5 MILES

Tapestry

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

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

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

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

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

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	61	\$4,551.33	\$152,560,614
Value of Retirement Plans	53	\$13,980.18	\$468,615,800
Value of Other Financial Assets	67	\$758.05	\$25,409,701
Vehicle Loan Amount excluding Interest	63	\$1,541.73	\$51,678,861
Value of Credit Card Debt	60	\$341.89	\$11,460,066
Health			
Nonprescription Drugs	62	\$76.50	\$2,564,337
Prescription Drugs	62	\$261.72	\$8,772,810
Eyeglasses and Contact Lenses	59	\$52.57	\$1,762,115
Home			
Mortgage Payment and Basics (11)	53	\$4,526.52	\$151,728,998
Maintenance and Remodeling Services	53	\$935.07	\$31,343,616
Maintenance and Remodeling Materials (12)	54	\$197.47	\$6,619,085
Utilities, Fuel, and Public Services	64	\$3,142.30	\$105,329,887
Household Furnishings and Equipment			
Household Textiles (13)	61	\$53.26	\$1,785,394
Furniture	63	\$307.83	\$10,318,561
Rugs	56	\$13.78	\$461,763
Major Appliances (14)	55	\$157.10	\$5,266,148
Housewares (15)	61	\$50.80	\$1,702,783
Small Appliances	61	\$28.75	\$963,640
Luggage	59	\$5.45	\$182,723
Telephones and Accessories	67	\$47.33	\$1,586,543
Household Operations			
Child Care	58	\$246.62	\$8,266,839
Lawn and Garden (16)	53	\$216.27	\$7,249,475
Moving/Storage/Freight Express	61	\$39.01	\$1,307,599
Housekeeping Supplies (17)	62	\$438.59	\$14,701,547
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	58	\$269.36	\$9,029,060
Vehicle Insurance	63	\$708.63	\$23,753,395
Life/Other Insurance	56	\$232.17	\$7,782,246
Health Insurance	61	\$2,047.70	\$68,638,870
Personal Care Products (18)	61	\$266.43	\$8,930,794
School Books & Supplies for College	65	\$41.31	\$1,384,707
School Books & Supplies for Elementary/High School	63	\$13.02	\$436,558
School Books & Supplies for Vocational/Technical School	67	\$0.88	\$29,587
School Books & Supplies for Preschool/Other Schools	58	\$1.38	\$46,172
Other School Supplies	56	\$42.90	\$1,437,892
Smoking Products	72	\$294.24	\$9,862,982
Transportation			
Payments on Vehicles excluding Leases	61	\$1,272.53	\$42,655,343
Gasoline and Motor Oil	63	\$1,951.47	\$65,413,245
Vehicle Maintenance and Repairs	61	\$629.61	\$21,104,572
Travel			
Airline Fares	55	\$249.79	\$8,372,974
Lodging on Trips	55	\$255.84	\$8,575,893
Auto/Truck Rental on Trips	55	\$13.13	\$440,146
Food and Drink on Trips	56	\$244.46	\$8,194,390

Source: demographic data provided by esri & business data provided by Infogroup, Inc. All rights reserved.