



RING: 1 MILE

## Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	108	112	115
Households	43	45	46
Families	30	31	32
Average Household Size	2.51	2.49	2.50
Owner Occupied Housing Units	34	34	35
Renter Occupied Housing Units	9	11	11
Median Age	41.2	42.5	44.6

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.53%	1.63%	0.84%
Households	0.44%	1.58%	0.79%
Families	0.64%	1.52%	0.72%
Owner HHs	0.58%	1.52%	0.73%
Median Household Income	1.84%	1.86%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	6	13.3%	6	13.3%
\$15,000 - \$24,999	5	11.1%	5	11.1%
\$25,000 - \$34,999	4	8.9%	3	6.7%
\$35,000 - \$49,999	7	15.6%	5	11.1%
\$50,000 - \$74,999	10	22.2%	11	24.4%
\$75,000 - \$99,999	6	13.3%	7	15.6%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	4	8.9%	4	8.9%
\$150,000 - \$199,999	2	4.4%	3	6.7%
\$200,000+	1	2.2%	1	2.2%
Median Household Income	\$50,787		\$55,623	
Average Household Income	\$64,490		\$70,049	
Per Capita Income	\$26,054		\$28,167	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	6	5.6%	6	5.4%	6	5.2%
5 - 9	7	6.5%	6	5.4%	7	6.1%
10 - 14	8	7.5%	7	6.3%	7	6.1%
15 - 19	7	6.5%	7	6.3%	7	6.1%
20 - 24	6	5.6%	6	5.4%	6	5.2%
25 - 34	12	11.2%	13	11.7%	11	9.6%
35 - 44	12	11.2%	14	12.6%	14	12.2%
45 - 54	17	15.9%	15	13.5%	14	12.2%
55 - 64	15	14.0%	18	16.2%	18	15.7%
65 - 74	10	9.3%	12	10.8%	16	13.9%
75 - 84	6	5.6%	5	4.5%	7	6.1%
85+	1	0.9%	2	1.8%	2	1.7%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	80	74.8%	80	71.4%	80	69.0%
Black Alone	16	15.0%	18	16.1%	18	15.5%
American Indian Alone	0	0.0%	0	0.0%	1	0.9%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	0	0.0%	1	0.9%	1	0.9%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	9	8.4%	11	9.8%	13	11.2%
Two or More Races	2	1.9%	2	1.8%	3	2.6%
Hispanic Origin (Any Race)	16	15.0%	20	17.9%	23	19.8%

RING: 1 MILE

Housing Profile

## SUMMARY DEMOGRAPHIC

2016 Population	112
2016 Households	45
2016 Median Disposable Income	\$44,131
2016 Per Capita Income	\$26,054

## HOUSEHOLDS BY TYPE

<b>Total</b>	43	100%
<b>Households with 1 Person</b>	11	25.6%
<b>Households with 2+ People</b>	32	74.4%
Family Households	30	69.8%
Husband-wife Families	23	53.5%
With Own Children	8	18.6%
Other Family (No Spouse Present)	7	16.3%
With Own Children	3	7.0%
Nonfamily Households	2	4.6%
All Households with Children	13	30.2%
Multigenerational Households	2	4.7%
<b>Unmarried Partner Households</b>	2	4.7%
<b>Male-female</b>	2	4.7%
<b>Same-sex</b>	0	0.0%
Average Household Size	2.51	

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	31	100%
2 People	15	48.4%
3 People	7	22.6%
4 People	5	16.1%
5 People	2	6.5%
6 People	1	3.2%
7+ People	1	3.2%
Average Family Size	3.00	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	12	100%
1 Person	11	91.7%
2 People	1	8.3%
3 People	0	0.0%
4 People	0	0.0%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Family Size	1.23	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	108	100%
<b>In Households</b>	108	100.0%
In Family Households	92	85.2%
Householder	30	27.8%
Spouse	23	21.3%
Child	32	29.6%
Other relative	4	3.7%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	2	1.9%
In Nonfamily Households	16	14.8%
<b>In Group Quarters</b>	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	29	100%
Householder Age 15 - 44	10	34.5%
Householder Age 45 - 54	7	24.1%
Householder Age 55 - 64	6	20.7%
Householder Age 65 - 74	4	13.8%
Householder Age 75+	2	6.9%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	13	100%
Householder Age 15 - 44	3	23.1%
Householder Age 45 - 54	2	15.4%
Householder Age 55 - 64	3	23.1%
Householder Age 65 - 74	2	15.4%
Householder Age 75+	3	23.1%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	43	100%
Householder is White Alone	34	79.1%
Householder is Black Alone	7	16.3%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	4.7%
Householder is Two or More Races	0	0.0%
Households with Hispanic Householder	4	9.3%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	22	100%
Householder is White Alone	19	86.4%
Householder is Black Alone	2	9.1%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	4.5%
Householder is Two or More Races	0	0.0%
Husband-wife Families with Hispanic Householder	2	9.1%

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

<b>Total</b>	7	100%
Householder is White Alone	5	71.4%
Householder is Black Alone	2	28.6%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Other Families with Hispanic Householder	1	14.3%



## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	12	100%
Householder is White Alone	10	83.3%
Householder is Black Alone	2	16.7%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Nonfamily Households with Hispanic Householder	1	8.3%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	51	100%
Occupied Housing Units	43	84.3%
Vacant Housing Units		
For Rent	1	2.0%
Rented, not Occupied	0	0.0%
For Sale Only	1	2.0%
Sold, not Occupied	0	0.0%
For Seasonal/Recreational/Occasional Use	2	3.9%
For Migrant Workers	0	0.0%
Other Vacant	4	7.8%
<b>Total Vacancy Rate</b>	15.7%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	43	100%
Owner Occupied	34	79.1%
Owned with a Mortgage/Loan	16	37.2%
Owned Free and Clear	18	41.9%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.53	
<b>Renter Occupied</b>	9	20.9%
Average Household Size	2.44	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	33	100%
Householder is White Alone	27	81.8%
Householder is Black Alone	5	15.2%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	3.0%
Householder is Two or More Races	0	0.0%
Owner-occupied Housing Units with Hispanic Householder	2	6.1%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	9	100%
Householder is White Alone	6	66.7%
Householder is Black Alone	2	22.2%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	11.1%
Householder is Two or More Races	0	0.0%
Renter-occupied Housing Units with Hispanic Householder	1	11.1%

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

Householder is White Alone 2.38

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

Householder is Black Alone	2.29
Householder is American Indian Alone	0.00
Householder is Asian Alone	0.00
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	4.00
Householder is Two or More Races	0.00
Householder is Hispanic	3.75

RING: 1 MILE

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2016 Population	112
2016 Households	45
2016 Median Disposable Income	\$44,131
2016 Per Capita Income	\$26,054

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	6
Total Employees	128
Total Residential Population	45
Employee/Residential Population Ratio	2.84

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	\$1,832,069	\$2,904,531	-\$1,072,462	▼ -22.6	2
Total Retail Trade	44-45	\$1,681,912	\$2,742,509	-\$1,060,597	▼ -24.0	1
Total Food & Drink	722	\$150,158	\$162,022	-\$11,864	▼ -3.8	0

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	\$415,915	\$1,617,129	-\$1,201,214	▼ -59.1	0
Automobile Dealers	4411	\$343,320	\$231,315	\$112,005	▲ 19.5	0
Other Motor Vehicle Dealers	4412	\$46,479	\$1,352,979	-\$1,306,500	▼ -93.4	0
Auto Parts, Accessories & Tire Stores	4413	\$26,117	\$32,836	-\$6,719	▼ -11.4	0
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$43,838	\$0	\$43,838	▲ 100.0	0
Furniture Stores	4421	\$25,960	\$0	\$25,960	▲ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$17,878	\$0	\$17,878	^ 100.0	0
Electronics & Appliance Stores	443	\$73,758	\$73,336	\$422	^ 0.3	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$106,048	\$121,318	-\$15,270	v -6.7	0
Bldg Material & Supplies Dealers	4441	\$96,936	\$91,543	\$5,393	^ 2.9	0
Lawn & Garden Equip & Supply Stores	4442	\$9,111	\$29,775	-\$20,664	v -53.1	0
Food & Beverage Stores	445	\$316,984	\$128,525	\$188,459	^ 42.3	0
Grocery Stores	4451	\$287,896	\$128,525	\$159,371	^ 38.3	0
Specialty Food Stores	4452	\$17,657	\$0	\$17,657	^ 100.0	0
Beer, Wine & Liquor Stores	4453	\$11,430	\$0	\$11,430	^ 100.0	0
Health & Personal Care Stores	446,4461	\$99,654	\$0	\$99,654	^ 100.0	0
Gasoline Stations	447,4471	\$116,022	\$224,044	-\$108,022	v -31.8	0
Clothing & Clothing Accessories Stores	448	\$54,923	\$146,304	-\$91,381	v -45.4	0
Clothing Stores	4481	\$38,305	\$101,995	-\$63,690	v -45.4	0
Shoe Stores	4482	\$7,456	\$44,309	-\$36,853	v -71.2	0
Jewelry, Luggage & Leather Goods Stores	4483	\$9,162	\$0	\$9,162	^ 100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$45,868	\$0	\$45,868	^ 100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$40,659	\$0	\$40,659	^ 100.0	0
Book, Periodical & Music Stores	4512	\$5,209	\$0	\$5,209	^ 100.0	0
General Merchandise Stores	452	\$287,988	\$355,975	-\$67,987	v -10.6	0
Department Stores Excluding Leased Depts.	4521	\$203,290	\$177,216	\$26,074	^ 6.9	0
Other General Merchandise Stores	4529	\$84,698	\$178,759	-\$94,061	v -35.7	0
Miscellaneous Store Retailers	453	\$84,731	\$75,879	\$8,852	^ 5.5	0
Florists	4531	\$3,168	\$0	\$3,168	^ 100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$11,089	\$1,780	\$9,309	^ 72.3	0
Used Merchandise Stores	4533	\$8,359	\$17,133	-\$8,774	v -34.4	0
Other Miscellaneous Store Retailers	4539	\$62,115	\$56,966	\$5,149	^ 4.3	0
Nonstore Retailers	454	\$36,183	\$0	\$36,183	^ 100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$20,260	\$0	\$20,260	^ 100.0	0
Vending Machine Operators	4542	\$1,748	\$0	\$1,748	^ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$14,175	\$0	\$14,175	^ 100.0	0
<b>Food Services &amp; Drinking Places</b>	722	\$150,158	\$162,022	-\$11,864	v -3.8	0
Special Food Services	7223	\$1,719	\$0	\$1,719	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$4,050	\$5,930	-\$1,880	v -18.8	0
<b>Restaurants/Other Eating Places</b>	7225	\$144,389	\$156,092	-\$11,703	v -3.9	0

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. <a href="#">Rooted Rural (10B)</a>	51.1%	Population	112	115
2. <a href="#">Diners &amp; Miners (10C)</a>	48.9%	Households	45	46
3. <a href="#">Boomburbs (1C)</a>	0.0%	Families	31	32
4. <a href="#">Savvy Suburbanites (1D)</a>	0.0%	Median Age	42.5	44.6
5. <a href="#">Exurbanites (1E)</a>	0.0%	Median Household Income	\$50,787	\$55,623

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	83	\$1,670.53	\$75,174
Men's	82	\$330.16	\$14,857
Women's	87	\$599.56	\$26,980
Children's	83	\$267.91	\$12,056
Footwear	84	\$358.38	\$16,127
Watches & Jewelry	69	\$71.53	\$3,219
Apparel Products and Services (1)	60	\$43.00	\$1,935
<b>Computer</b>			
Computers and Hardware for Home Use	66	\$113.89	\$5,125
Portable Memory	70	\$3.31	\$149
Computer Software	61	\$7.91	\$356
Computer Accessories	71	\$12.62	\$568
<b>Entertainment &amp; Recreation</b>	92	\$2,672.07	\$120,243
Fees and Admissions	51	\$296.64	\$13,349
Membership Fees for Clubs (2)	56	\$107.53	\$4,839
Fees for Participant Sports, excl. Trips	47	\$42.07	\$1,893
Tickets to Theatre/Operas/Concerts	51	\$26.89	\$1,210

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	59	\$38.89	\$1,750
Admission to Sporting Events, excl. Trips	47	\$25.24	\$1,136
Fees for Recreational Lessons	45	\$55.84	\$2,513
Dating Services	23	\$0.16	\$7
<b>TV/Video/Audio</b>	<b>98</b>	<b>\$1,184.80</b>	<b>\$53,316</b>
Cable and Satellite Television Services	105	\$944.27	\$42,492
Televisions	77	\$84.93	\$3,822
Satellite Dishes	138	\$2.02	\$91
VCRs, Video Cameras, and DVD Players	76	\$6.13	\$276
Miscellaneous Video Equipment	50	\$3.82	\$172
Video Cassettes and DVDs	93	\$17.11	\$770
Video Game Hardware/Accessories	79	\$20.33	\$915
Video Game Software	78	\$10.78	\$485
Streaming/Downloaded Video	70	\$12.71	\$572
Rental of Video Cassettes and DVDs	85	\$13.80	\$621
Installation of Televisions	53	\$0.49	\$22
Audio (3)	80	\$65.40	\$2,943
Rental of TV/VCR/Radio/Sound Equipment	104	\$1.36	\$61
Repair of TV/Radio/Sound Equipment	64	\$1.67	\$75
Pets	116	\$619.47	\$27,876
Toys/Games/Crafts/Hobbies (4)	96	\$109.80	\$4,941
Recreational Vehicles and Fees (5)	99	\$106.93	\$4,812
Sports/Recreation/Exercise Equipment (6)	115	\$189.58	\$8,531
Photo Equipment and Supplies (7)	69	\$38.20	\$1,719
Reading (8)	85	\$111.82	\$5,032
Live Entertainment for Catered Affairs	61	\$6.60	\$297
Rental of Party Supplies for Catered Affairs	55	\$8.27	\$372
<b>Food</b>	<b>93</b>	<b>\$7,470.60</b>	<b>\$336,177</b>
Food at Home	97	\$4,825.87	\$217,164



	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	99	\$665.91	\$29,966
Meats, Poultry, Fish, and Eggs	99	\$1,102.36	\$49,606
Dairy Products	101	\$538.18	\$24,218
Fruits and Vegetables	88	\$838.71	\$37,742
Snacks and Other Food at Home (10)	98	\$1,680.71	\$75,632
Food Away from Home	86	\$2,644.76	\$119,014
Alcoholic Beverages	74	\$376.71	\$16,952
<b>Financial</b>			
Value of Stocks/Bonds/Mutual funds	75	\$5,595.36	\$251,791
Value of Retirement Plans	89	\$23,180.98	\$1,043,144
Value of Other Financial Assets	95	\$1,071.13	\$48,201
Vehicle Loan Amount excluding Interest	106	\$2,581.38	\$116,162
Value of Credit Card Debt	88	\$501.04	\$22,547
<b>Health</b>			
Nonprescription Drugs	111	\$138.18	\$6,218
Prescription Drugs	129	\$542.20	\$24,399
Eyeglasses and Contact Lenses	98	\$87.31	\$3,929
<b>Home</b>			
Mortgage Payment and Basics (11)	76	\$6,510.82	\$292,987
Maintenance and Remodeling Services	93	\$1,636.16	\$73,627
Maintenance and Remodeling Materials (12)	127	\$459.49	\$20,677
Utilities, Fuel, and Public Services	104	\$5,076.67	\$228,450
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	82	\$71.62	\$3,223
Furniture	76	\$374.56	\$16,855
Rugs	62	\$15.22	\$685
Major Appliances (14)	98	\$277.40	\$12,483
Housewares (15)	90	\$75.11	\$3,380
Small Appliances	85	\$39.89	\$1,795

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	57	\$5.27	\$237
Telephones and Accessories	76	\$53.84	\$2,423
<b>Household Operations</b>			
Child Care	57	\$242.60	\$10,917
Lawn and Garden (16)	115	\$467.96	\$21,058
Moving/Storage/Freight Express	84	\$53.22	\$2,395
Housekeeping Supplies (17)	98	\$688.44	\$30,980
<b>Insurance</b>			
Owners and Renters Insurance	120	\$557.47	\$25,086
Vehicle Insurance	100	\$1,118.87	\$50,349
Life/Other Insurance	91	\$377.78	\$17,000
Health Insurance	102	\$3,432.78	\$154,475
Personal Care Products (18)	87	\$379.29	\$17,068
School Books & Supplies for College	73	\$46.36	\$2,086
School Books & Supplies for Elementary/High School	91	\$18.62	\$838
School Books & Supplies for Vocational/Technical School	61	\$0.80	\$36
School Books & Supplies for Preschool/Other Schools	72	\$1.71	\$77
Other School Supplies	85	\$65.49	\$2,947
Smoking Products	147	\$604.42	\$27,199
<b>Transportation</b>			
Payments on Vehicles excluding Leases	109	\$2,260.87	\$101,739
Gasoline and Motor Oil	110	\$3,386.33	\$152,385
Vehicle Maintenance and Repairs	96	\$998.24	\$44,921
<b>Travel</b>			
Airline Fares	59	\$270.62	\$12,178
Lodging on Trips	75	\$348.38	\$15,677
Auto/Truck Rental on Trips	77	\$18.44	\$830
Food and Drink on Trips	78	\$342.18	\$15,398
<b>Financial</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	75	\$5,595.36	\$251,791
Value of Retirement Plans	89	\$23,180.98	\$1,043,144
Value of Other Financial Assets	95	\$1,071.13	\$48,201
Vehicle Loan Amount excluding Interest	106	\$2,581.38	\$116,162
Value of Credit Card Debt	88	\$501.04	\$22,547
<b>Health</b>			
Nonprescription Drugs	111	\$138.18	\$6,218
Prescription Drugs	129	\$542.20	\$24,399
Eyeglasses and Contact Lenses	98	\$87.31	\$3,929
<b>Home</b>			
Mortgage Payment and Basics (11)	76	\$6,510.82	\$292,987
Maintenance and Remodeling Services	93	\$1,636.16	\$73,627
Maintenance and Remodeling Materials (12)	127	\$459.49	\$20,677
Utilities, Fuel, and Public Services	104	\$5,076.67	\$228,450
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	82	\$71.62	\$3,223
Furniture	76	\$374.56	\$16,855
Rugs	62	\$15.22	\$685
Major Appliances (14)	98	\$277.40	\$12,483
Housewares (15)	90	\$75.11	\$3,380
Small Appliances	85	\$39.89	\$1,795
Luggage	57	\$5.27	\$237
Telephones and Accessories	76	\$53.84	\$2,423
<b>Household Operations</b>			
Child Care	57	\$242.60	\$10,917
Lawn and Garden (16)	115	\$467.96	\$21,058
Moving/Storage/Freight Express	84	\$53.22	\$2,395
Housekeeping Supplies (17)	98	\$688.44	\$30,980
<b>Insurance</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	120	\$557.47	\$25,086
Vehicle Insurance	100	\$1,118.87	\$50,349
Life/Other Insurance	91	\$377.78	\$17,000
Health Insurance	102	\$3,432.78	\$154,475
Personal Care Products (18)	87	\$379.29	\$17,068
School Books & Supplies for College	73	\$46.36	\$2,086
School Books & Supplies for Elementary/High School	91	\$18.62	\$838
School Books & Supplies for Vocational/Technical School	61	\$0.80	\$36
School Books & Supplies for Preschool/Other Schools	72	\$1.71	\$77
Other School Supplies	85	\$65.49	\$2,947
Smoking Products	147	\$604.42	\$27,199
<b>Transportation</b>			
Payments on Vehicles excluding Leases	109	\$2,260.87	\$101,739
Gasoline and Motor Oil	110	\$3,386.33	\$152,385
Vehicle Maintenance and Repairs	96	\$998.24	\$44,921
<b>Travel</b>			
Airline Fares	59	\$270.62	\$12,178
Lodging on Trips	75	\$348.38	\$15,677
Auto/Truck Rental on Trips	77	\$18.44	\$830
Food and Drink on Trips	78	\$342.18	\$15,398

RING: 3 MILES

## Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	2,951	2,945	2,949
Households	1,080	1,078	1,077
Families	758	753	750
Average Household Size	2.62	2.62	2.62
Owner Occupied Housing Units	747	717	712
Renter Occupied Housing Units	333	360	365
Median Age	37.5	38.2	39.6

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.03%	1.63%	0.84%
Households	-0.02%	1.58%	0.79%
Families	-0.08%	1.52%	0.72%
Owner HHs	-0.14%	1.52%	0.73%
Median Household Income	2.29%	1.86%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	195	18.1%	186	17.3%
\$15,000 - \$24,999	154	14.3%	169	15.7%
\$25,000 - \$34,999	107	9.9%	93	8.6%
\$35,000 - \$49,999	151	14.0%	107	9.9%
\$50,000 - \$74,999	200	18.6%	214	19.9%
\$75,000 - \$99,999	138	12.8%	159	14.8%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	84	7.8%	92	8.5%
\$150,000 - \$199,999	30	2.8%	36	3.3%
\$200,000+	19	1.8%	21	1.9%
Median Household Income	\$42,058		\$47,110	
Average Household Income	\$55,703		\$60,171	
Per Capita Income	\$21,039		\$22,618	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	192	6.5%	187	6.3%	180	6.1%
5 - 9	221	7.5%	196	6.7%	191	6.5%
10 - 14	231	7.8%	220	7.5%	208	7.1%
15 - 19	204	6.9%	204	6.9%	213	7.2%
20 - 24	194	6.6%	167	5.7%	163	5.5%
25 - 34	362	12.3%	387	13.1%	339	11.5%
35 - 44	308	10.4%	326	11.1%	378	12.8%
45 - 54	402	13.6%	336	11.4%	310	10.5%
55 - 64	366	12.4%	413	14.0%	384	13.0%
65 - 74	241	8.2%	279	9.5%	326	11.1%
75 - 84	150	5.1%	148	5.0%	177	6.0%
85+	79	2.7%	83	2.8%	81	2.7%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	1,490	50.5%	1,426	48.4%	1,384	46.9%
Black Alone	1,114	37.7%	1,107	37.6%	1,095	37.1%
American Indian Alone	11	0.4%	14	0.5%	17	0.6%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	21	0.7%	35	1.2%	45	1.5%
Pacific Islander Alone	0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone	273	9.3%	313	10.6%	351	11.9%
Two or More Races	42	1.4%	50	1.7%	56	1.9%
Hispanic Origin (Any Race)	461	15.6%	530	18.0%	601	20.4%

RING: 3 MILES

Housing Profile

## SUMMARY DEMOGRAPHIC

2016 Population	2,945
2016 Households	1,078
2016 Median Disposable Income	\$36,301
2016 Per Capita Income	\$21,039

## HOUSEHOLDS BY TYPE

<b>Total</b>	1,080	100%
<b>Households with 1 Person</b>	271	25.1%
<b>Households with 2+ People</b>	809	74.9%
Family Households	758	70.2%
Husband-wife Families	480	44.4%
With Own Children	171	15.8%
Other Family (No Spouse Present)	278	25.7%
With Own Children	137	12.7%
Nonfamily Households	51	4.7%
All Households with Children	383	35.5%
Multigenerational Households	71	6.6%
<b>Unmarried Partner Households</b>	70	6.4%
<b>Male-female</b>	62	5.7%
<b>Same-sex</b>	8	0.7%
Average Household Size	2.62	



## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	757	100%
<b>2 People</b>	333	44.0%
<b>3 People</b>	159	21.0%
<b>4 People</b>	140	18.5%
<b>5 People</b>	67	8.9%
<b>6 People</b>	34	4.5%
<b>7+ People</b>	24	3.2%
Average Family Size	3.11	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	322	100%
<b>1 Person</b>	271	84.2%
<b>2 People</b>	41	12.7%
<b>3 People</b>	6	1.9%
<b>4 People</b>	0	0.0%
<b>5 People</b>	2	0.6%
<b>6 People</b>	2	0.6%
<b>7+ People</b>	0	0.0%
Average Family Size	1.21	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	2,951	100%
<b>In Households</b>	2,826	95.8%
In Family Households	2,435	82.5%
Householder	756	25.6%
Spouse	478	16.2%
Child	1,002	34.0%
Other relative	121	4.1%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	80	2.7%
In Nonfamily Households	391	13.2%
<b>In Group Quarters</b>	125	4.2%
Institutionalized Population	119	4.0%
Noninstitutionalized Population	6	0.2%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	757	100%
Householder Age 15 - 44	298	39.4%
Householder Age 45 - 54	159	21.0%
Householder Age 55 - 64	153	20.2%
Householder Age 65 - 74	91	12.0%
Householder Age 75+	56	7.4%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	322	100%
Householder Age 15 - 44	80	24.8%
Householder Age 45 - 54	61	18.9%
Householder Age 55 - 64	59	18.3%
Householder Age 65 - 74	61	18.9%
Householder Age 75+	61	18.9%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	1,081	100%
Householder is White Alone	595	55.0%
Householder is Black Alone	400	37.0%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	7	0.6%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	70	6.5%
Householder is Two or More Races	7	0.6%
Households with Hispanic Householder	121	11.2%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	481	100%
Householder is White Alone	325	67.6%
Householder is Black Alone	107	22.2%
Householder is American Indian Alone	2	0.4%
Householder is Asian Alone	5	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	39	8.1%
Householder is Two or More Races	3	0.6%
Husband-wife Families with Hispanic Householder	71	14.8%

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

<b>Total</b>	277	100%
Householder is White Alone	94	33.9%
Householder is Black Alone	165	59.6%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	17	6.1%
Householder is Two or More Races	1	0.4%
Other Families with Hispanic Householder	29	10.5%

## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	322	100%
Householder is White Alone	176	54.7%
Householder is Black Alone	128	39.8%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	2	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	14	4.3%
Householder is Two or More Races	2	0.6%
Nonfamily Households with Hispanic Householder	21	6.5%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	1,254	100%
Occupied Housing Units	1,080	86.1%
Vacant Housing Units		
For Rent	26	2.1%
Rented, not Occupied	2	0.2%
For Sale Only	21	1.7%
Sold, not Occupied	13	1.0%
For Seasonal/Recreational/Occasional Use	27	2.2%
For Migrant Workers	1	0.1%
Other Vacant	84	6.7%
<b>Total Vacancy Rate</b>	13.9%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	1,080	100%
Owner Occupied	747	69.2%
Owned with a Mortgage/Loan	387	35.8%
Owned Free and Clear	360	33.3%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.64	
<b>Renter Occupied</b>	333	30.8%
Average Household Size	2.56	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	746	100%
Householder is White Alone	463	62.1%
Householder is Black Alone	225	30.2%
Householder is American Indian Alone	2	0.3%
Householder is Asian Alone	6	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	47	6.3%
Householder is Two or More Races	3	0.4%
Owner-occupied Housing Units with Hispanic Householder	84	11.3%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	333	100%
Householder is White Alone	132	39.6%
Householder is Black Alone	175	52.6%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	23	6.9%
Householder is Two or More Races	3	0.9%
Renter-occupied Housing Units with Hispanic Householder	37	11.1%

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

Householder is White Alone 2.44

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

Householder is Black Alone	2.67
Householder is American Indian Alone	3.50
Householder is Asian Alone	2.71
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	3.77
Householder is Two or More Races	2.29
Householder is Hispanic	3.74

RING: 3 MILES

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2016 Population	2,945
2016 Households	1,078
2016 Median Disposable Income	\$36,301
2016 Per Capita Income	\$21,039

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	190
Total Employees	1,628
Total Residential Population	1,078
Employee/Residential Population Ratio	1.51

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	\$35,235,173	\$37,006,280	-\$1,771,107	▼ -2.5	41
Total Retail Trade	44-45	\$32,154,344	\$32,467,844	-\$313,500	▼ -0.5	28
Total Food & Drink	722	\$3,080,829	\$4,538,436	-\$1,457,607	▼ -19.1	13

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	\$7,762,209	\$13,938,015	-\$6,175,806	▼ -28.5	9
Automobile Dealers	4411	\$6,413,560	\$7,036,048	-\$622,488	▼ -4.6	5
Other Motor Vehicle Dealers	4412	\$846,760	\$5,411,891	-\$4,565,131	▼ -72.9	0
Auto Parts, Accessories & Tire Stores	4413	\$501,889	\$1,490,076	-\$988,187	▼ -49.6	4
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$917,033	\$320,978	\$596,055	▲ 48.1	1
Furniture Stores	4421	\$549,084	\$113,710	\$435,374	▲ 65.7	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$367,949	\$207,268	\$160,681	^ 27.9	1
Electronics & Appliance Stores	443	\$1,553,714	\$557,967	\$995,747	^ 47.2	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,931,629	\$1,839,103	\$92,526	^ 2.5	2
Bldg Material & Supplies Dealers	4441	\$1,781,187	\$1,142,255	\$638,932	^ 21.9	2
Lawn & Garden Equip & Supply Stores	4442	\$150,442	\$696,848	-\$546,406	v -64.5	1
Food & Beverage Stores	445	\$6,098,801	\$1,740,742	\$4,358,059	^ 55.6	2
Grocery Stores	4451	\$5,524,985	\$1,245,279	\$4,279,706	^ 63.2	1
Specialty Food Stores	4452	\$341,883	\$495,463	-\$153,580	v -18.3	1
Beer, Wine & Liquor Stores	4453	\$231,934	\$0	\$231,934	^ 100.0	0
Health & Personal Care Stores	446,4461	\$1,852,903	\$114,029	\$1,738,874	^ 88.4	0
Gasoline Stations	447,4471	\$2,147,625	\$9,911,144	-\$7,763,519	v -64.4	4
Clothing & Clothing Accessories Stores	448	\$1,135,504	\$609,274	\$526,230	^ 30.2	1
Clothing Stores	4481	\$780,130	\$432,039	\$348,091	^ 28.7	1
Shoe Stores	4482	\$150,909	\$177,234	-\$26,325	v -8.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$204,465	\$0	\$204,465	^ 100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$911,068	\$2,454	\$908,614	^ 99.5	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$805,900	\$2,454	\$803,446	^ 99.4	0
Book, Periodical & Music Stores	4512	\$105,168	\$0	\$105,168	^ 100.0	0
General Merchandise Stores	452	\$5,671,279	\$1,729,259	\$3,942,020	^ 53.3	1
Department Stores Excluding Leased Depts.	4521	\$4,049,276	\$708,862	\$3,340,414	^ 70.2	0
Other General Merchandise Stores	4529	\$1,622,003	\$1,020,397	\$601,606	^ 22.8	1
Miscellaneous Store Retailers	453	\$1,538,282	\$1,155,122	\$383,160	^ 14.2	5
Florists	4531	\$57,566	\$35,604	\$21,962	^ 23.6	0
Office Supplies, Stationery & Gift Stores	4532	\$226,318	\$279,481	-\$53,163	v -10.5	3
Used Merchandise Stores	4533	\$172,499	\$110,896	\$61,603	^ 21.7	1
Other Miscellaneous Store Retailers	4539	\$1,081,899	\$729,141	\$352,758	^ 19.5	1
Nonstore Retailers	454	\$634,297	\$549,758	\$84,539	^ 7.1	1
Electronic Shopping & Mail-Order Houses	4541	\$389,737	\$0	\$389,737	^ 100.0	0
Vending Machine Operators	4542	\$33,949	\$549,758	-\$515,809	v -88.4	1



INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$210,611	\$0	\$210,611	^ 100.0	0
<b>Food Services &amp; Drinking Places</b>	722	\$3,080,829	\$4,538,436	-\$1,457,607	v -19.1	13
Special Food Services	7223	\$35,632	\$0	\$35,632	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$94,681	\$23,720	\$70,961	^ 59.9	0
<b>Restaurants/Other Eating Places</b>	7225	\$2,950,516	\$4,514,716	-\$1,564,200	v -21.0	13

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. <a href="#">Family Foundations (12A)</a>	53.5%	Population	2,945	2,949
2. <a href="#">Diners &amp; Miners (10C)</a>	35.6%	Households	1,078	1,077
3. <a href="#">Rooted Rural (10B)</a>	8.6%	Families	753	750
4. <a href="#">American Dreamers (7C)</a>	1.9%	Median Age	38.2	39.6
5. <a href="#">Small Town Simplicity (12C)</a>	0.3%	Median Household Income	\$42,058	\$47,110

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	71	\$1,428.80	\$1,540,251
Men's	70	\$279.10	\$300,874
Women's	74	\$504.41	\$543,752
Children's	71	\$228.19	\$245,987
Footwear	71	\$302.48	\$326,075
Watches & Jewelry	65	\$67.93	\$73,228
Apparel Products and Services (1)	65	\$46.69	\$50,335
<b>Computer</b>			
Computers and Hardware for Home Use	64	\$111.14	\$119,813
Portable Memory	67	\$3.16	\$3,405
Computer Software	65	\$8.38	\$9,034
Computer Accessories	67	\$11.87	\$12,792
<b>Entertainment &amp; Recreation</b>	75	\$2,187.64	\$2,358,277
Fees and Admissions	58	\$332.43	\$358,362
Membership Fees for Clubs (2)	60	\$114.02	\$122,914
Fees for Participant Sports, excl. Trips	59	\$52.87	\$56,999
Tickets to Theatre/Operas/Concerts	57	\$29.93	\$32,269

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	60	\$39.97	\$43,091
Admission to Sporting Events, excl. Trips	58	\$30.73	\$33,125
Fees for Recreational Lessons	52	\$64.54	\$69,571
Dating Services	52	\$0.36	\$391
<b>TV/Video/Audio</b>	<b>80</b>	<b>\$961.93</b>	<b>\$1,036,962</b>
Cable and Satellite Television Services	84	\$748.91	\$807,320
Televisions	71	\$78.00	\$84,087
Satellite Dishes	97	\$1.42	\$1,536
VCRs, Video Cameras, and DVD Players	67	\$5.43	\$5,858
Miscellaneous Video Equipment	63	\$4.88	\$5,262
Video Cassettes and DVDs	73	\$13.50	\$14,555
Video Game Hardware/Accessories	69	\$17.79	\$19,178
Video Game Software	69	\$9.56	\$10,302
Streaming/Downloaded Video	62	\$11.21	\$12,085
Rental of Video Cassettes and DVDs	71	\$11.53	\$12,433
Installation of Televisions	76	\$0.70	\$753
Audio (3)	69	\$56.45	\$60,857
Rental of TV/VCR/Radio/Sound Equipment	81	\$1.06	\$1,142
Repair of TV/Radio/Sound Equipment	56	\$1.48	\$1,593
Pets	84	\$451.26	\$486,453
Toys/Games/Crafts/Hobbies (4)	75	\$85.86	\$92,560
Recreational Vehicles and Fees (5)	76	\$81.94	\$88,326
Sports/Recreation/Exercise Equipment (6)	78	\$128.44	\$138,453
Photo Equipment and Supplies (7)	66	\$36.35	\$39,180
Reading (8)	71	\$93.58	\$100,876
Live Entertainment for Catered Affairs	67	\$7.21	\$7,776
Rental of Party Supplies for Catered Affairs	57	\$8.65	\$9,330
<b>Food</b>	<b>76</b>	<b>\$6,131.57</b>	<b>\$6,609,831</b>
Food at Home	78	\$3,877.05	\$4,179,460

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	79	\$531.08	\$572,500
Meats, Poultry, Fish, and Eggs	79	\$878.39	\$946,903
Dairy Products	78	\$415.20	\$447,584
Fruits and Vegetables	74	\$704.00	\$758,908
Snacks and Other Food at Home (10)	79	\$1,348.39	\$1,453,565
Food Away from Home	73	\$2,254.52	\$2,430,371
Alcoholic Beverages	67	\$341.21	\$367,824
<b>Financial</b>			
Value of Stocks/Bonds/Mutual funds	75	\$5,643.21	\$6,083,384
Value of Retirement Plans	75	\$19,563.85	\$21,089,832
Value of Other Financial Assets	80	\$905.57	\$976,201
Vehicle Loan Amount excluding Interest	83	\$2,016.87	\$2,174,187
Value of Credit Card Debt	74	\$421.43	\$454,302
<b>Health</b>			
Nonprescription Drugs	83	\$103.32	\$111,375
Prescription Drugs	94	\$393.54	\$424,236
Eyeglasses and Contact Lenses	77	\$68.83	\$74,201
<b>Home</b>			
Mortgage Payment and Basics (11)	70	\$6,014.95	\$6,484,116
Maintenance and Remodeling Services	78	\$1,370.90	\$1,477,830
Maintenance and Remodeling Materials (12)	91	\$330.39	\$356,165
Utilities, Fuel, and Public Services	83	\$4,026.02	\$4,340,048
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	71	\$62.14	\$66,987
Furniture	71	\$346.87	\$373,931
Rugs	64	\$15.63	\$16,846
Major Appliances (14)	77	\$217.22	\$234,167
Housewares (15)	76	\$63.76	\$68,730
Small Appliances	71	\$33.41	\$36,012

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	63	\$5.80	\$6,255
Telephones and Accessories	72	\$51.43	\$55,445
<b>Household Operations</b>			
Child Care	61	\$256.69	\$276,711
Lawn and Garden (16)	83	\$339.86	\$366,367
Moving/Storage/Freight Express	68	\$42.94	\$46,286
Housekeeping Supplies (17)	79	\$553.89	\$597,095
<b>Insurance</b>			
Owners and Renters Insurance	91	\$421.21	\$454,059
Vehicle Insurance	80	\$898.70	\$968,800
Life/Other Insurance	75	\$310.69	\$334,926
Health Insurance	81	\$2,742.25	\$2,956,145
Personal Care Products (18)	73	\$318.08	\$342,888
School Books & Supplies for College	64	\$40.37	\$43,517
School Books & Supplies for Elementary/High School	78	\$16.12	\$17,377
School Books & Supplies for Vocational/Technical School	63	\$0.83	\$897
School Books & Supplies for Preschool/Other Schools	69	\$1.66	\$1,792
Other School Supplies	70	\$53.60	\$57,778
Smoking Products	99	\$407.27	\$439,040
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$1,729.45	\$1,864,352
Gasoline and Motor Oil	84	\$2,582.15	\$2,783,559
Vehicle Maintenance and Repairs	77	\$800.15	\$862,566
<b>Travel</b>			
Airline Fares	60	\$273.80	\$295,156
Lodging on Trips	68	\$316.29	\$340,959
Auto/Truck Rental on Trips	68	\$16.26	\$17,533
Food and Drink on Trips	69	\$301.69	\$325,220
<b>Financial</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	75	\$5,643.21	\$6,083,384
Value of Retirement Plans	75	\$19,563.85	\$21,089,832
Value of Other Financial Assets	80	\$905.57	\$976,201
Vehicle Loan Amount excluding Interest	83	\$2,016.87	\$2,174,187
Value of Credit Card Debt	74	\$421.43	\$454,302
<b>Health</b>			
Nonprescription Drugs	83	\$103.32	\$111,375
Prescription Drugs	94	\$393.54	\$424,236
Eyeglasses and Contact Lenses	77	\$68.83	\$74,201
<b>Home</b>			
Mortgage Payment and Basics (11)	70	\$6,014.95	\$6,484,116
Maintenance and Remodeling Services	78	\$1,370.90	\$1,477,830
Maintenance and Remodeling Materials (12)	91	\$330.39	\$356,165
Utilities, Fuel, and Public Services	83	\$4,026.02	\$4,340,048
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	71	\$62.14	\$66,987
Furniture	71	\$346.87	\$373,931
Rugs	64	\$15.63	\$16,846
Major Appliances (14)	77	\$217.22	\$234,167
Housewares (15)	76	\$63.76	\$68,730
Small Appliances	71	\$33.41	\$36,012
Luggage	63	\$5.80	\$6,255
Telephones and Accessories	72	\$51.43	\$55,445
<b>Household Operations</b>			
Child Care	61	\$256.69	\$276,711
Lawn and Garden (16)	83	\$339.86	\$366,367
Moving/Storage/Freight Express	68	\$42.94	\$46,286
Housekeeping Supplies (17)	79	\$553.89	\$597,095
<b>Insurance</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	91	\$421.21	\$454,059
Vehicle Insurance	80	\$898.70	\$968,800
Life/Other Insurance	75	\$310.69	\$334,926
Health Insurance	81	\$2,742.25	\$2,956,145
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Smoking Products	99	\$407.27	\$439,040
<b>Transportation</b>			
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Gasoline and Motor Oil	84	\$2,582.15	\$2,783,559
Vehicle Maintenance and Repairs	77	\$800.15	\$862,566
<b>Travel</b>			
Airline Fares	60	\$273.80	\$295,156
Lodging on Trips	68	\$316.29	\$340,959
Auto/Truck Rental on Trips	68	\$16.26	\$17,533
Food and Drink on Trips	69	\$301.69	\$325,220

RING: 5 MILES

## Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	10,171	10,346	10,453
Households	3,611	3,666	3,699
Families	2,481	2,502	2,516
Average Household Size	2.64	2.65	2.66
Owner Occupied Housing Units	2,493	2,429	2,438
Renter Occupied Housing Units	1,118	1,236	1,261
Median Age	36.1	36.9	38.1

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.21%	1.63%	0.84%
Households	0.18%	1.58%	0.79%
Families	0.11%	1.52%	0.72%
Owner HHs	0.07%	1.52%	0.73%
Median Household Income	2.14%	1.86%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	593	16.2%	593	16.0%
\$15,000 - \$24,999	478	13.0%	508	13.7%
\$25,000 - \$34,999	487	13.3%	363	9.8%
\$35,000 - \$49,999	576	15.7%	508	13.7%
\$50,000 - \$74,999	668	18.2%	767	20.7%
\$75,000 - \$99,999	378	10.3%	434	11.7%



HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	325	8.9%	340	9.2%
\$150,000 - \$199,999	105	2.9%	126	3.4%
\$200,000+	56	1.5%	61	1.6%
Median Household Income	\$40,918		\$45,495	
Average Household Income	\$55,140		\$59,356	
Per Capita Income	\$20,445		\$21,886	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	731	7.2%	720	7.0%	700	6.7%
5 - 9	729	7.2%	698	6.7%	693	6.6%
10 - 14	719	7.1%	690	6.7%	700	6.7%
15 - 19	800	7.9%	742	7.2%	763	7.3%
20 - 24	698	6.9%	670	6.5%	608	5.8%
25 - 34	1,279	12.6%	1,420	13.7%	1,359	13.0%
35 - 44	1,177	11.6%	1,182	11.4%	1,263	12.1%
45 - 54	1,382	13.6%	1,240	12.0%	1,175	11.2%
55 - 64	1,210	11.9%	1,353	13.1%	1,322	12.6%
65 - 74	764	7.5%	943	9.1%	1,097	10.5%
75 - 84	486	4.8%	463	4.5%	547	5.2%
85+	198	1.9%	225	2.2%	225	2.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	5,732	56.4%	5,569	53.8%	5,440	52.0%
Black Alone	2,653	26.1%	2,687	26.0%	2,667	25.5%
American Indian Alone	54	0.5%	63	0.6%	71	0.7%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	46	0.5%	77	0.7%	100	1.0%
Pacific Islander Alone	6	0.1%	6	0.1%	6	0.1%
Some Other Race Alone	1,485	14.6%	1,712	16.5%	1,907	18.2%
Two or More Races	195	1.9%	232	2.2%	262	2.5%
Hispanic Origin (Any Race)	2,485	24.4%	2,849	27.5%	3,195	30.6%

RING: 5 MILES

Housing Profile

## SUMMARY DEMOGRAPHIC

2016 Population	10,346
2016 Households	3,666
2016 Median Disposable Income	\$35,524
2016 Per Capita Income	\$20,445

## HOUSEHOLDS BY TYPE

<b>Total</b>	3,611	100%
<b>Households with 1 Person</b>	962	26.6%
<b>Households with 2+ People</b>	2,649	73.4%
Family Households	2,481	68.7%
Husband-wife Families	1,669	46.2%
With Own Children	664	18.4%
Other Family (No Spouse Present)	812	22.5%
With Own Children	411	11.4%
Nonfamily Households	168	4.7%
All Households with Children	1,299	36.0%
Multigenerational Households	206	5.7%
<b>Unmarried Partner Households</b>	226	6.3%
<b>Male-female</b>	205	5.7%
<b>Same-sex</b>	21	0.6%
Average Household Size	2.64	

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	2,481	100%
2 People	1,009	40.7%
3 People	553	22.3%
4 People	451	18.2%
5 People	258	10.4%
6 People	123	5.0%
7+ People	87	3.5%
Average Family Size	3.19	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	1,131	100%
1 Person	962	85.1%
2 People	130	11.5%
3 People	22	1.9%
4 People	7	0.6%
5 People	7	0.6%
6 People	3	0.3%
7+ People	0	0.0%
Average Family Size	1.20	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	10,171	100%
<b>In Households</b>	9,551	93.9%
In Family Households	8,190	80.5%
Householder	2,469	24.3%
Spouse	1,659	16.3%
Child	3,296	32.4%
Other relative	492	4.8%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	274	2.7%
In Nonfamily Households	1,361	13.4%
<b>In Group Quarters</b>	620	6.1%
Institutionalized Population	583	5.7%
Noninstitutionalized Population	37	0.4%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	2,482	100%
Householder Age 15 - 44	1,040	41.9%
Householder Age 45 - 54	525	21.2%
Householder Age 55 - 64	441	17.8%
Householder Age 65 - 74	282	11.4%
Householder Age 75+	194	7.8%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	1,131	100%
Householder Age 15 - 44	270	23.9%
Householder Age 45 - 54	201	17.8%
Householder Age 55 - 64	227	20.1%
Householder Age 65 - 74	199	17.6%
Householder Age 75+	234	20.7%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	3,611	100%
Householder is White Alone	2,230	61.8%
Householder is Black Alone	953	26.4%
Householder is American Indian Alone	13	0.4%
Householder is Asian Alone	15	0.4%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	366	10.1%
Householder is Two or More Races	33	0.9%
Households with Hispanic Householder	599	16.6%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	1,668	100%
Householder is White Alone	1,138	68.2%
Householder is Black Alone	272	16.3%
Householder is American Indian Alone	7	0.4%
Householder is Asian Alone	9	0.5%
Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	227	13.6%
Householder is Two or More Races	14	0.8%
Husband-wife Families with Hispanic Householder	368	22.1%

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

<b>Total</b>	813	100%
Householder is White Alone	380	46.7%
Householder is Black Alone	340	41.8%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	0	0.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	84	10.3%
Householder is Two or More Races	8	1.0%
Other Families with Hispanic Householder	142	17.5%

## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	1,131	100%
Householder is White Alone	713	63.0%
Householder is Black Alone	341	30.2%
Householder is American Indian Alone	5	0.4%
Householder is Asian Alone	6	0.5%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	55	4.9%
Householder is Two or More Races	11	1.0%
Nonfamily Households with Hispanic Householder	88	7.8%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	4,192	100%
Occupied Housing Units	3,611	86.1%
Vacant Housing Units		
For Rent	85	2.0%
Rented, not Occupied	6	0.1%
For Sale Only	62	1.5%
Sold, not Occupied	63	1.5%
For Seasonal/Recreational/Occasional Use	97	2.3%
For Migrant Workers	2	0.0%
Other Vacant	266	6.3%
<b>Total Vacancy Rate</b>	13.9%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	3,611	100%
Owner Occupied	2,493	69.0%
Owned with a Mortgage/Loan	1,250	34.6%
Owned Free and Clear	1,243	34.4%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.73	
<b>Renter Occupied</b>	1,118	31.0%
Average Household Size	2.46	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	2,494	100%
Householder is White Alone	1,666	66.8%
Householder is Black Alone	527	21.1%
Householder is American Indian Alone	11	0.4%
Householder is Asian Alone	10	0.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	258	10.3%
Householder is Two or More Races	21	0.8%
Owner-occupied Housing Units with Hispanic Householder	429	17.2%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	1,118	100%
Householder is White Alone	564	50.4%
Householder is Black Alone	426	38.1%
Householder is American Indian Alone	3	0.3%
Householder is Asian Alone	5	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	108	9.7%
Householder is Two or More Races	12	1.1%
Renter-occupied Housing Units with Hispanic Householder	170	15.2%

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

Householder is White Alone 2.43



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

Householder is Black Alone	2.59
Householder is American Indian Alone	3.23
Householder is Asian Alone	2.60
Householder is Pacific Islander Alone	6.00
Householder is Some Other Race Alone	4.07
Householder is Two or More Races	2.97
Householder is Hispanic	3.98

RING: 5 MILES

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2016 Population	10,346
2016 Households	3,666
2016 Median Disposable Income	\$35,524
2016 Per Capita Income	\$20,445

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	498
Total Employees	5,292
Total Residential Population	3,666
Employee/Residential Population Ratio	1.44

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	\$120,348,510	\$230,930,814	-\$110,582,304	▼ -31.5	113
Total Retail Trade	44-45	\$109,901,238	\$217,490,342	-\$107,589,104	▼ -32.9	82
Total Food & Drink	722	\$10,447,272	\$13,440,472	-\$2,993,200	▼ -12.5	31

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	\$26,603,602	\$59,381,642	-\$32,778,040	▼ -38.1	18
Automobile Dealers	4411	\$21,976,475	\$36,473,860	-\$14,497,385	▼ -24.8	9
Other Motor Vehicle Dealers	4412	\$2,911,463	\$19,482,740	-\$16,571,277	▼ -74.0	1
Auto Parts, Accessories & Tire Stores	4413	\$1,715,663	\$3,425,042	-\$1,709,379	▼ -33.3	9
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$3,069,361	\$2,324,917	\$744,444	▲ 13.8	4
Furniture Stores	4421	\$1,846,507	\$1,759,155	\$87,352	▲ 2.4	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$1,222,854	\$565,762	\$657,092	^ 36.7	2
Electronics & Appliance Stores	443	\$5,312,672	\$4,107,647	\$1,205,025	^ 12.8	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,571,018	\$5,343,881	\$1,227,137	^ 10.3	7
Bldg Material & Supplies Dealers	4441	\$6,057,259	\$4,139,816	\$1,917,443	^ 18.8	5
Lawn & Garden Equip & Supply Stores	4442	\$513,759	\$1,204,065	-\$690,306	v -40.2	2
Food & Beverage Stores	445	\$20,883,179	\$25,390,075	-\$4,506,896	v -9.7	6
Grocery Stores	4451	\$18,918,747	\$24,894,612	-\$5,975,865	v -13.6	5
Specialty Food Stores	4452	\$1,171,546	\$495,463	\$676,083	^ 40.6	1
Beer, Wine & Liquor Stores	4453	\$792,887	\$0	\$792,887	^ 100.0	0
Health & Personal Care Stores	446,4461	\$6,268,303	\$8,054,970	-\$1,786,667	v -12.5	6
Gasoline Stations	447,4471	\$7,370,457	\$16,266,718	-\$8,896,261	v -37.6	10
Clothing & Clothing Accessories Stores	448	\$3,858,390	\$3,779,265	\$79,125	^ 1.0	9
Clothing Stores	4481	\$2,645,954	\$2,514,040	\$131,914	^ 2.6	7
Shoe Stores	4482	\$516,859	\$1,265,225	-\$748,366	v -42.0	2
Jewelry, Luggage & Leather Goods Stores	4483	\$695,576	\$0	\$695,576	^ 100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,122,515	\$1,193,211	\$1,929,304	^ 44.7	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,756,848	\$1,193,211	\$1,563,637	^ 39.6	2
Book, Periodical & Music Stores	4512	\$365,667	\$0	\$365,667	^ 100.0	0
General Merchandise Stores	452	\$19,355,723	\$88,660,437	-\$69,304,714	v -64.2	5
Department Stores Excluding Leased Depts.	4521	\$13,796,438	\$85,129,893	-\$71,333,455	v -72.1	2
Other General Merchandise Stores	4529	\$5,559,285	\$3,530,544	\$2,028,741	^ 22.3	4
Miscellaneous Store Retailers	453	\$5,279,179	\$2,437,821	\$2,841,358	^ 36.8	11
Florists	4531	\$193,019	\$228,146	-\$35,127	v -8.3	2
Office Supplies, Stationery & Gift Stores	4532	\$770,234	\$316,864	\$453,370	^ 41.7	3
Used Merchandise Stores	4533	\$592,133	\$537,969	\$54,164	^ 4.8	3
Other Miscellaneous Store Retailers	4539	\$3,723,793	\$1,354,842	\$2,368,951	^ 46.6	3
Nonstore Retailers	454	\$2,206,839	\$549,758	\$1,657,081	^ 60.1	1
Electronic Shopping & Mail-Order Houses	4541	\$1,324,046	\$0	\$1,324,046	^ 100.0	0
Vending Machine Operators	4542	\$116,277	\$549,758	-\$433,481	v -65.1	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$766,517	\$0	\$766,517	^ 100.0	0
<b>Food Services &amp; Drinking Places</b>	722	\$10,447,272	\$13,440,472	-\$2,993,200	v -12.5	31
Special Food Services	7223	\$121,631	\$0	\$121,631	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$318,431	\$85,391	\$233,040	^ 57.7	2
<b>Restaurants/Other Eating Places</b>	7225	\$10,007,210	\$13,355,081	-\$3,347,871	v -14.3	29

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. <a href="#">Diners &amp; Miners (10C)</a>	29.1%	Population	10,346	10,453
2. <a href="#">Traditional Living (12B)</a>	19.5%	Households	3,666	3,699
3. <a href="#">Family Foundations (12A)</a>	15.7%	Families	2,502	2,516
4. <a href="#">Small Town Simplicity (12C)</a>	12.8%	Median Age	36.9	38.1
5. <a href="#">Rooted Rural (10B)</a>	12.7%	Median Household Income	\$40,918	\$45,495

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	71	\$1,428.35	\$5,236,344
Men's	70	\$279.21	\$1,023,602
Women's	72	\$495.95	\$1,818,147
Children's	73	\$236.44	\$866,772
Footwear	71	\$305.02	\$1,118,214
Watches & Jewelry	66	\$68.21	\$250,052
Apparel Products and Services (1)	60	\$43.52	\$159,557
<b>Computer</b>			
Computers and Hardware for Home Use	64	\$111.72	\$409,563
Portable Memory	68	\$3.21	\$11,750
Computer Software	64	\$8.30	\$30,420
Computer Accessories	66	\$11.80	\$43,277
<b>Entertainment &amp; Recreation</b>	75	\$2,187.78	\$8,020,391
Fees and Admissions	56	\$321.23	\$1,177,643
Membership Fees for Clubs (2)	57	\$109.17	\$400,211
Fees for Participant Sports, excl. Trips	55	\$49.44	\$181,263
Tickets to Theatre/Operas/Concerts	55	\$29.13	\$106,800

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	60	\$39.77	\$145,787
Admission to Sporting Events, excl. Trips	57	\$30.38	\$111,391
Fees for Recreational Lessons	51	\$62.99	\$230,917
Dating Services	51	\$0.35	\$1,273
<b>TV/Video/Audio</b>	<b>80</b>	<b>\$961.79</b>	<b>\$3,525,916</b>
Cable and Satellite Television Services	83	\$743.40	\$2,725,295
Televisions	71	\$77.88	\$285,524
Satellite Dishes	97	\$1.42	\$5,197
VCRs, Video Cameras, and DVD Players	70	\$5.63	\$20,622
Miscellaneous Video Equipment	69	\$5.28	\$19,340
Video Cassettes and DVDs	76	\$14.12	\$51,759
Video Game Hardware/Accessories	75	\$19.18	\$70,315
Video Game Software	74	\$10.17	\$37,293
Streaming/Downloaded Video	67	\$12.24	\$44,876
Rental of Video Cassettes and DVDs	74	\$12.11	\$44,411
Installation of Televisions	65	\$0.60	\$2,189
Audio (3)	70	\$57.10	\$209,326
Rental of TV/VCR/Radio/Sound Equipment	88	\$1.15	\$4,229
Repair of TV/Radio/Sound Equipment	58	\$1.51	\$5,540
Pets	85	\$453.20	\$1,661,428
Toys/Games/Crafts/Hobbies (4)	78	\$88.92	\$325,969
Recreational Vehicles and Fees (5)	76	\$82.25	\$301,541
Sports/Recreation/Exercise Equipment (6)	81	\$133.37	\$488,919
Photo Equipment and Supplies (7)	66	\$36.20	\$132,719
Reading (8)	73	\$95.46	\$349,945
Live Entertainment for Catered Affairs	65	\$7.03	\$25,777
Rental of Party Supplies for Catered Affairs	55	\$8.33	\$30,535
<b>Food</b>	<b>76</b>	<b>\$6,169.70</b>	<b>\$22,618,114</b>
Food at Home	79	\$3,921.54	\$14,376,366

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	80	\$537.49	\$1,970,424
Meats, Poultry, Fish, and Eggs	80	\$885.73	\$3,247,080
Dairy Products	80	\$424.89	\$1,557,658
Fruits and Vegetables	74	\$708.63	\$2,597,829
Snacks and Other Food at Home (10)	80	\$1,364.81	\$5,003,377
Food Away from Home	73	\$2,248.16	\$8,241,748
Alcoholic Beverages	67	\$343.91	\$1,260,764
<b>Financial</b>			
Value of Stocks/Bonds/Mutual funds	67	\$5,059.22	\$18,547,103
Value of Retirement Plans	71	\$18,692.06	\$68,525,099
Value of Other Financial Assets	78	\$882.65	\$3,235,780
Vehicle Loan Amount excluding Interest	83	\$2,023.50	\$7,418,168
Value of Credit Card Debt	73	\$417.18	\$1,529,370
<b>Health</b>			
Nonprescription Drugs	83	\$103.23	\$378,426
Prescription Drugs	92	\$386.48	\$1,416,841
Eyeglasses and Contact Lenses	77	\$69.25	\$253,872
<b>Home</b>			
Mortgage Payment and Basics (11)	68	\$5,786.47	\$21,213,212
Maintenance and Remodeling Services	75	\$1,316.63	\$4,826,762
Maintenance and Remodeling Materials (12)	91	\$330.24	\$1,210,651
Utilities, Fuel, and Public Services	82	\$4,015.78	\$14,721,849
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	71	\$62.18	\$227,946
Furniture	69	\$340.90	\$1,249,736
Rugs	62	\$15.15	\$55,533
Major Appliances (14)	77	\$218.95	\$802,680
Housewares (15)	74	\$62.14	\$227,814
Small Appliances	72	\$33.97	\$124,544

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	60	\$5.51	\$20,185
Telephones and Accessories	72	\$51.49	\$188,778
<b>Household Operations</b>			
Child Care	60	\$255.48	\$936,599
Lawn and Garden (16)	83	\$336.55	\$1,233,775
Moving/Storage/Freight Express	70	\$44.22	\$162,119
Housekeeping Supplies (17)	79	\$554.30	\$2,032,077
<b>Insurance</b>			
Owners and Renters Insurance	89	\$409.70	\$1,501,954
Vehicle Insurance	80	\$891.86	\$3,269,542
Life/Other Insurance	74	\$307.07	\$1,125,726
Health Insurance	80	\$2,709.62	\$9,933,478
Personal Care Products (18)	73	\$318.94	\$1,169,224
School Books & Supplies for College	69	\$43.58	\$159,763
School Books & Supplies for Elementary/High School	77	\$15.92	\$58,373
School Books & Supplies for Vocational/Technical School	63	\$0.83	\$3,061
School Books & Supplies for Preschool/Other Schools	67	\$1.59	\$5,844
Other School Supplies	71	\$54.48	\$199,709
Smoking Products	104	\$425.77	\$1,560,887
<b>Transportation</b>			
Payments on Vehicles excluding Leases	84	\$1,743.46	\$6,391,529
Gasoline and Motor Oil	85	\$2,609.98	\$9,568,202
Vehicle Maintenance and Repairs	78	\$804.98	\$2,951,065
<b>Travel</b>			
Airline Fares	58	\$266.85	\$978,254
Lodging on Trips	66	\$307.89	\$1,128,734
Auto/Truck Rental on Trips	66	\$15.78	\$57,843
Food and Drink on Trips	68	\$297.43	\$1,090,388
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