



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	10,361	11,240	12,116
Households	4,881	5,140	5,506
Families	2,074	2,142	2,261
Average Household Size	2.12	2.19	2.20
Owner Occupied Housing Units	2,705	2,542	2,670
Renter Occupied Housing Units	2,176	2,598	2,836
Median Age	31.4	32.3	32.6

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.51%	1.02%	0.84%
Households	1.39%	0.96%	0.79%
Families	1.09%	0.87%	0.72%
Owner HHs	0.99%	0.93%	0.73%
Median Household Income	2.00%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	462	9.0%	464	8.4%
\$15,000 - \$24,999	391	7.6%	389	7.1%
\$25,000 - \$34,999	349	6.8%	386	7.0%
\$35,000 - \$49,999	528	10.3%	335	6.1%
\$50,000 - \$74,999	863	16.8%	968	17.6%
\$75,000 - \$99,999	595	11.6%	645	11.7%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	806	15.7%	976	17.7%
\$150,000 - \$199,999	403	7.8%	491	8.9%
\$200,000+	743	14.5%	851	15.5%
Median Household Income	\$74,069		\$81,765	
Average Household Income	\$116,434		\$126,074	
Per Capita Income	\$53,949		\$58,106	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	859	8.3%	854	7.6%	916	7.6%
5 - 9	748	7.2%	757	6.7%	752	6.2%
10 - 14	431	4.2%	542	4.8%	519	4.3%
15 - 19	322	3.1%	407	3.6%	431	3.6%
20 - 24	1,119	10.8%	938	8.3%	1,119	9.2%
25 - 34	2,508	24.2%	2,827	25.2%	3,046	25.1%
35 - 44	1,951	18.8%	2,000	17.8%	2,136	17.6%
45 - 54	1,122	10.8%	1,282	11.4%	1,334	11.0%
55 - 64	684	6.6%	797	7.1%	889	7.3%
65 - 74	381	3.7%	537	4.8%	614	5.1%
75 - 84	172	1.7%	220	2.0%	270	2.2%
85+	62	0.6%	78	0.7%	90	0.7%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	7,579	73.1%	8,003	71.2%	8,387	69.2%
Black Alone	1,438	13.9%	1,572	14.0%	1,675	13.8%
American Indian Alone	15	0.1%	16	0.1%	16	0.1%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	524	5.1%	747	6.6%	1,025	8.5%
Pacific Islander Alone	6	0.1%	7	0.1%	8	0.1%
Some Other Race Alone	548	5.3%	586	5.2%	632	5.2%
Two or More Races	252	2.4%	309	2.7%	373	3.1%
Hispanic Origin (Any Race)	998	9.6%	1,064	9.5%	1,155	9.5%

RING: 1 MILE

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	11,240
2016 Households	5,140
2016 Median Disposable Income	\$57,606
2016 Per Capita Income	\$53,949

HOUSEHOLDS BY TYPE

Total	4,881	100%
Households with 1 Person	2,072	42.5%
Households with 2+ People	2,809	57.5%
Family Households	2,074	42.5%
Husband-wife Families	1,592	32.6%
With Own Children	876	17.9%
Other Family (No Spouse Present)	481	9.9%
With Own Children	273	5.6%
Nonfamily Households	735	15.0%
All Households with Children	1,181	24.2%
Multigenerational Households	29	0.6%
Unmarried Partner Households	339	6.9%
Male-female	261	5.3%
Same-sex	78	1.6%
Average Household Size	2.12	

FAMILY HOUSEHOLDS BY SIZE

Total	2,074	100%
2 People	881	42.5%
3 People	461	22.2%
4 People	471	22.7%
5 People	204	9.8%
6 People	34	1.6%
7+ People	23	1.1%
Average Family Size	3.09	

NONFAMILY HOUSEHOLDS BY SIZE

Total	2,807	100%
1 Person	2,072	73.8%
2 People	586	20.9%
3 People	114	4.1%
4 People	20	0.7%
5 People	8	0.3%
6 People	6	0.2%
7+ People	1	0.0%
Average Family Size	1.35	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	10,361	100%
In Households	10,361	100.0%
In Family Households	6,567	63.4%
Householder	2,106	20.3%
Spouse	1,609	15.5%
Child	2,407	23.2%
Other relative	293	2.8%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	153	1.5%
In Nonfamily Households	3,794	36.6%
In Group Quarters	0	0.0%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	0	0.0%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	2,073	100%
Householder Age 15 - 44	1,327	64.0%
Householder Age 45 - 54	389	18.8%
Householder Age 55 - 64	176	8.5%
Householder Age 65 - 74	111	5.4%
Householder Age 75+	70	3.4%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	2,808	100%
Householder Age 15 - 44	1,870	66.6%
Householder Age 45 - 54	373	13.3%
Householder Age 55 - 64	282	10.0%
Householder Age 65 - 74	174	6.2%
Householder Age 75+	109	3.9%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	4,881	100%
Householder is White Alone	3,680	75.4%
Householder is Black Alone	736	15.1%
Householder is American Indian Alone	8	0.2%
Householder is Asian Alone	229	4.7%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	123	2.5%
Householder is Two or More Races	101	2.1%
Households with Hispanic Householder	272	5.6%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	1,591	100%
Householder is White Alone	1,357	85.3%
Householder is Black Alone	79	5.0%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	79	5.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	58	3.6%
Householder is Two or More Races	17	1.1%
Husband-wife Families with Hispanic Householder	118	7.4%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	482	100%
Householder is White Alone	246	51.0%
Householder is Black Alone	162	33.6%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	21	4.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	28	5.8%
Householder is Two or More Races	24	5.0%
Other Families with Hispanic Householder	49	10.2%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	2,808	100%
Householder is White Alone	2,077	74.0%
Householder is Black Alone	495	17.6%
Householder is American Indian Alone	6	0.2%
Householder is Asian Alone	129	4.6%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	37	1.3%
Householder is Two or More Races	60	2.1%
Nonfamily Households with Hispanic Householder	105	3.7%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	5,474	100%
Occupied Housing Units	4,881	89.2%
Vacant Housing Units		
For Rent	348	6.4%
Rented, not Occupied	12	0.2%
For Sale Only	117	2.1%
Sold, not Occupied	17	0.3%
For Seasonal/Recreational/Occasional Use	44	0.8%
For Migrant Workers	0	0.0%
Other Vacant	55	1.0%
Total Vacancy Rate	10.8%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	4,881	100%
Owner Occupied	2,705	55.4%
Owned with a Mortgage/Loan	2,302	47.2%
Owned Free and Clear	403	8.3%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.23	
Renter Occupied	2,176	44.6%
Average Household Size	1.99	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	2,704	100%
Householder is White Alone	2,465	91.2%
Householder is Black Alone	125	4.6%
Householder is American Indian Alone	4	0.1%
Householder is Asian Alone	69	2.6%
Householder is Pacific Islander Alone	3	0.1%
Householder is Some Other Race Alone	19	0.7%
Householder is Two or More Races	19	0.7%
Owner-occupied Housing Units with Hispanic Householder	75	2.8%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	2,176	100%
Householder is White Alone	1,214	55.8%
Householder is Black Alone	611	28.1%
Householder is American Indian Alone	4	0.2%
Householder is Asian Alone	160	7.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	104	4.8%
Householder is Two or More Races	82	3.8%
Renter-occupied Housing Units with Hispanic Householder	197	9.1%

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	1.90
Householder is American Indian Alone	1.50
Householder is Asian Alone	2.16
Householder is Pacific Islander Alone	1.75
Householder is Some Other Race Alone	4.25
Householder is Two or More Races	2.55
Householder is Hispanic	3.56

RING: 1 MILE

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	11,240
2016 Households	5,140
2016 Median Disposable Income	\$57,606
2016 Per Capita Income	\$53,949

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	912
Total Employees	12,306
Total Residential Population	5,140
Employee/Residential Population Ratio	2.39

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	\$309,340,120	\$378,555,816	-\$69,215,696	▼ -10.1	212
Total Retail Trade	44-45	\$278,563,649	\$344,978,344	-\$66,414,695	▼ -10.7	153
Total Food & Drink	722	\$30,776,471	\$33,577,472	-\$2,801,001	▼ -4.4	60

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$63,938,068	\$13,432,370	\$50,505,698	▲ 65.3	13
Automobile Dealers	4411	\$54,005,677	\$7,199,119	\$46,806,558	▲ 76.5	5
Other Motor Vehicle Dealers	4412	\$5,337,775	\$0	\$5,337,775	▲ 100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$4,594,616	\$6,233,251	-\$1,638,635	▼ -15.1	8
Furniture & Home Furnishings Stores	442	\$10,024,439	\$33,515,723	-\$23,491,284	▼ -54.0	28
Furniture Stores	4421	\$5,847,685	\$19,372,864	-\$13,525,179	▼ -53.6	13

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$4,176,754	\$14,142,860	-\$9,966,106	▼ -54.4	15
Electronics & Appliance Stores	443	\$15,590,927	\$12,548,449	\$3,042,478	▲ 10.8	11
Bldg Materials, Garden Equip. & Supply Stores	444	\$14,268,405	\$16,655,045	-\$2,386,640	▼ -7.7	15
Bldg Material & Supplies Dealers	4441	\$13,352,439	\$15,172,557	-\$1,820,118	▼ -6.4	12
Lawn & Garden Equip & Supply Stores	4442	\$915,966	\$1,482,489	-\$566,523	▼ -23.6	3
Food & Beverage Stores	445	\$50,647,790	\$157,994,387	-\$107,346,597	▼ -51.5	14
Grocery Stores	4451	\$43,775,419	\$89,165,892	-\$45,390,473	▼ -34.1	9
Specialty Food Stores	4452	\$3,921,455	\$2,819,170	\$1,102,285	▲ 16.4	2
Beer, Wine & Liquor Stores	4453	\$2,950,916	\$66,009,325	-\$63,058,409	▼ -91.4	4
Health & Personal Care Stores	446,4461	\$15,295,775	\$8,228,038	\$7,067,737	▲ 30.0	7
Gasoline Stations	447,4471	\$19,575,118	\$16,079,746	\$3,495,372	▲ 9.8	6
Clothing & Clothing Accessories Stores	448	\$13,062,386	\$17,106,739	-\$4,044,353	▼ -13.4	25
Clothing Stores	4481	\$8,798,765	\$13,638,433	-\$4,839,668	▼ -21.6	18
Shoe Stores	4482	\$1,850,671	\$701,503	\$1,149,168	▲ 45.0	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,412,950	\$2,766,802	-\$353,852	▼ -6.8	5
Sporting Goods, Hobby, Book & Music Stores	451	\$7,130,878	\$7,046,053	\$84,825	▲ 0.6	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,022,373	\$7,046,053	-\$1,023,680	▼ -7.8	4
Book, Periodical & Music Stores	4512	\$1,108,505	\$0	\$1,108,505	▲ 100.0	0
General Merchandise Stores	452	\$53,596,897	\$34,606,009	\$18,990,888	▲ 21.5	4
Department Stores Excluding Leased Depts.	4521	\$41,052,221	\$33,749,057	\$7,303,164	▲ 9.8	2
Other General Merchandise Stores	4529	\$12,544,677	\$856,952	\$11,687,725	▲ 87.2	1
Miscellaneous Store Retailers	453	\$10,945,169	\$18,339,329	-\$7,394,160	▼ -25.2	24
Florists	4531	\$321,367	\$520,762	-\$199,395	▼ -23.7	2
Office Supplies, Stationery & Gift Stores	4532	\$1,822,809	\$2,737,008	-\$914,199	▼ -20.0	5
Used Merchandise Stores	4533	\$1,630,757	\$1,457,672	\$173,085	▲ 5.6	7
Other Miscellaneous Store Retailers	4539	\$7,170,237	\$13,623,887	-\$6,453,650	▼ -31.0	10
Nonstore Retailers	454	\$4,487,798	\$9,426,454	-\$4,938,656	▼ -35.5	2
Electronic Shopping & Mail-Order Houses	4541	\$2,838,326	\$9,045,028	-\$6,206,702	▼ -52.2	2
Vending Machine Operators	4542	\$257,810	\$0	\$257,810	▲ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$1,391,663	\$381,426	\$1,010,237	^ 57.0	0
Food Services & Drinking Places	722	\$30,776,471	\$33,577,472	-\$2,801,001	v -4.4	60
Special Food Services	7223	\$322,731	\$4,437,416	-\$4,114,685	v -86.4	6
Drinking Places - Alcoholic Beverages	7224	\$730,063	\$194,549	\$535,514	^ 57.9	1
Restaurants/Other Eating Places	7225	\$29,723,676	\$28,945,507	\$778,169	^ 1.3	52

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Metro Renters (3B)	40.3%	Population	11,240	12,116
2. Emerald City (8B)	34.1%	Households	5,140	5,506
3. Top Tier (1A)	17.8%	Families	2,142	2,261
4. Enterprising Professionals (2D)	4.7%	Median Age	32.3	32.6
5. Metro Fusion (11C)	3.2%	Median Household Income	\$74,069	\$81,765

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	158	\$3,175.69	\$16,323,048
Men's	160	\$643.60	\$3,308,121
Women's	156	\$1,072.07	\$5,510,423
Children's	158	\$510.61	\$2,624,545
Footwear	155	\$665.55	\$3,420,909
Watches & Jewelry	159	\$165.24	\$849,313
Apparel Products and Services (1)	165	\$118.63	\$609,737
Computer			
Computers and Hardware for Home Use	165	\$285.03	\$1,465,079
Portable Memory	164	\$7.70	\$39,602
Computer Software	165	\$21.38	\$109,905
Computer Accessories	149	\$26.48	\$136,126
Entertainment & Recreation	148	\$4,306.28	\$22,134,286
Fees and Admissions	158	\$913.70	\$4,696,405
Membership Fees for Clubs (2)	158	\$303.16	\$1,558,236
Fees for Participant Sports, excl. Trips	152	\$136.17	\$699,902
Tickets to Theatre/Operas/Concerts	161	\$84.68	\$435,255

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	165	\$109.94	\$565,094
Admission to Sporting Events, excl. Trips	165	\$88.12	\$452,936
Fees for Recreational Lessons	154	\$190.03	\$976,771
Dating Services	232	\$1.60	\$8,211
TV/Video/Audio	148	\$1,775.62	\$9,126,684
Cable and Satellite Television Services	144	\$1,289.11	\$6,626,001
Televisions	156	\$171.88	\$883,487
Satellite Dishes	124	\$1.81	\$9,314
VCRs, Video Cameras, and DVD Players	161	\$13.04	\$67,024
Miscellaneous Video Equipment	153	\$11.79	\$60,583
Video Cassettes and DVDs	161	\$29.81	\$153,221
Video Game Hardware/Accessories	170	\$43.49	\$223,561
Video Game Software	175	\$24.16	\$124,197
Streaming/Downloaded Video	171	\$30.99	\$159,290
Rental of Video Cassettes and DVDs	162	\$26.44	\$135,922
Installation of Televisions	130	\$1.20	\$6,170
Audio (3)	153	\$125.43	\$644,718
Rental of TV/VCR/Radio/Sound Equipment	172	\$2.25	\$11,566
Repair of TV/Radio/Sound Equipment	161	\$4.21	\$21,630
Pets	139	\$742.19	\$3,814,870
Toys/Games/Crafts/Hobbies (4)	149	\$170.65	\$877,123
Recreational Vehicles and Fees (5)	132	\$141.64	\$728,035
Sports/Recreation/Exercise Equipment (6)	151	\$250.00	\$1,284,995
Photo Equipment and Supplies (7)	158	\$87.27	\$448,544
Reading (8)	143	\$187.70	\$964,785
Live Entertainment for Catered Affairs	132	\$14.26	\$73,312
Rental of Party Supplies for Catered Affairs	154	\$23.26	\$119,533
Food	152	\$12,295.32	\$63,197,970
Food at Home	149	\$7,424.92	\$38,164,114

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	147	\$993.20	\$5,105,043
Meats, Poultry, Fish, and Eggs	148	\$1,640.21	\$8,430,669
Dairy Products	147	\$781.79	\$4,018,415
Fruits and Vegetables	152	\$1,451.77	\$7,462,109
Snacks and Other Food at Home (10)	149	\$2,557.95	\$13,147,877
Food Away from Home	157	\$4,870.40	\$25,033,856
Alcoholic Beverages	165	\$843.71	\$4,336,644
Financial			
Value of Stocks/Bonds/Mutual funds	143	\$10,697.95	\$54,987,459
Value of Retirement Plans	128	\$33,640.24	\$172,910,822
Value of Other Financial Assets	147	\$1,658.05	\$8,522,391
Vehicle Loan Amount excluding Interest	150	\$3,661.86	\$18,821,973
Value of Credit Card Debt	144	\$822.17	\$4,225,963
Health			
Nonprescription Drugs	141	\$175.64	\$902,809
Prescription Drugs	126	\$527.63	\$2,712,012
Eyeglasses and Contact Lenses	138	\$123.81	\$636,378
Home			
Mortgage Payment and Basics (11)	131	\$11,210.42	\$57,621,581
Maintenance and Remodeling Services	125	\$2,191.34	\$11,263,499
Maintenance and Remodeling Materials (12)	115	\$418.09	\$2,148,983
Utilities, Fuel, and Public Services	140	\$6,846.77	\$35,192,412
Household Furnishings and Equipment			
Household Textiles (13)	152	\$132.15	\$679,247
Furniture	158	\$777.70	\$3,997,354
Rugs	150	\$36.58	\$188,043
Major Appliances (14)	134	\$379.73	\$1,951,795
Housewares (15)	153	\$127.92	\$657,521
Small Appliances	152	\$71.61	\$368,075

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	157	\$14.55	\$74,807
Telephones and Accessories	165	\$117.37	\$603,306
Household Operations			
Child Care	172	\$727.74	\$3,740,559
Lawn and Garden (16)	125	\$511.05	\$2,626,815
Moving/Storage/Freight Express	175	\$111.18	\$571,468
Housekeeping Supplies (17)	145	\$1,019.39	\$5,239,681
Insurance			
Owners and Renters Insurance	119	\$552.82	\$2,841,511
Vehicle Insurance	146	\$1,632.72	\$8,392,195
Life/Other Insurance	129	\$535.51	\$2,752,526
Health Insurance	136	\$4,601.28	\$23,650,554
Personal Care Products (18)	153	\$663.21	\$3,408,876
School Books & Supplies for College	168	\$106.36	\$546,685
School Books & Supplies for Elementary/High School	142	\$29.17	\$149,920
School Books & Supplies for Vocational/Technical School	171	\$2.24	\$11,522
School Books & Supplies for Preschool/Other Schools	159	\$3.80	\$19,534
Other School Supplies	152	\$116.35	\$598,039
Smoking Products	141	\$576.89	\$2,965,214
Transportation			
Payments on Vehicles excluding Leases	143	\$2,978.51	\$15,309,540
Gasoline and Motor Oil	143	\$4,406.19	\$22,647,838
Vehicle Maintenance and Repairs	145	\$1,504.07	\$7,730,904
Travel			
Airline Fares	158	\$720.55	\$3,703,627
Lodging on Trips	145	\$672.04	\$3,454,280
Auto/Truck Rental on Trips	150	\$35.98	\$184,926
Food and Drink on Trips	147	\$646.34	\$3,322,189
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	143	\$10,697.95	\$54,987,459
Value of Retirement Plans	128	\$33,640.24	\$172,910,822
Value of Other Financial Assets	147	\$1,658.05	\$8,522,391
Vehicle Loan Amount excluding Interest	150	\$3,661.86	\$18,821,973
Value of Credit Card Debt	144	\$822.17	\$4,225,963
Health			
Nonprescription Drugs	141	\$175.64	\$902,809
Prescription Drugs	126	\$527.63	\$2,712,012
Eyeglasses and Contact Lenses	138	\$123.81	\$636,378
Home			
Mortgage Payment and Basics (11)	131	\$11,210.42	\$57,621,581
Maintenance and Remodeling Services	125	\$2,191.34	\$11,263,499
Maintenance and Remodeling Materials (12)	115	\$418.09	\$2,148,983
Utilities, Fuel, and Public Services	140	\$6,846.77	\$35,192,412
Household Furnishings and Equipment			
Household Textiles (13)	152	\$132.15	\$679,247
Furniture	158	\$777.70	\$3,997,354
Rugs	150	\$36.58	\$188,043
Major Appliances (14)	134	\$379.73	\$1,951,795
Housewares (15)	153	\$127.92	\$657,521
Small Appliances	152	\$71.61	\$368,075
Luggage	157	\$14.55	\$74,807
Telephones and Accessories	165	\$117.37	\$603,306
Household Operations			
Child Care	172	\$727.74	\$3,740,559
Lawn and Garden (16)	125	\$511.05	\$2,626,815
Moving/Storage/Freight Express	175	\$111.18	\$571,468
Housekeeping Supplies (17)	145	\$1,019.39	\$5,239,681
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	119	\$552.82	\$2,841,511
Vehicle Insurance	146	\$1,632.72	\$8,392,195
Life/Other Insurance	129	\$535.51	\$2,752,526
Health Insurance	136	\$4,601.28	\$23,650,554
Personal Care Products (18)	153	\$663.21	\$3,408,876
School Books & Supplies for College	168	\$106.36	\$546,685
School Books & Supplies for Elementary/High School	142	\$29.17	\$149,920
School Books & Supplies for Vocational/Technical School	171	\$2.24	\$11,522
School Books & Supplies for Preschool/Other Schools	159	\$3.80	\$19,534
Other School Supplies	152	\$116.35	\$598,039
Smoking Products	141	\$576.89	\$2,965,214
Transportation			
Payments on Vehicles excluding Leases	143	\$2,978.51	\$15,309,540
Gasoline and Motor Oil	143	\$4,406.19	\$22,647,838
Vehicle Maintenance and Repairs	145	\$1,504.07	\$7,730,904
Travel			
Airline Fares	158	\$720.55	\$3,703,627
Lodging on Trips	145	\$672.04	\$3,454,280
Auto/Truck Rental on Trips	150	\$35.98	\$184,926
Food and Drink on Trips	147	\$646.34	\$3,322,189

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	77,765	86,513	93,284
Households	35,074	39,096	42,414
Families	13,647	14,583	15,494
Average Household Size	1.98	1.98	1.99
Owner Occupied Housing Units	16,402	16,197	17,258
Renter Occupied Housing Units	18,672	22,899	25,156
Median Age	31.2	32.0	32.5

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.52%	1.02%	0.84%
Households	1.64%	0.96%	0.79%
Families	1.22%	0.87%	0.72%
Owner HHs	1.28%	0.93%	0.73%
Median Household Income	2.96%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	5,514	14.1%	5,619	13.2%
\$15,000 - \$24,999	3,530	9.0%	3,610	8.5%
\$25,000 - \$34,999	3,116	8.0%	3,665	8.6%
\$35,000 - \$49,999	3,948	10.1%	2,467	5.8%
\$50,000 - \$74,999	5,338	13.7%	5,986	14.1%
\$75,000 - \$99,999	4,268	10.9%	4,743	11.2%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	5,382	13.8%	6,834	16.1%
\$150,000 - \$199,999	2,537	6.5%	3,214	7.6%
\$200,000+	5,462	14.0%	6,277	14.8%
Median Household Income	\$64,118		\$74,202	
Average Household Income	\$108,164		\$117,306	
Per Capita Income	\$50,424		\$54,788	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	4,464	5.7%	4,477	5.2%	4,746	5.1%
5 - 9	3,683	4.7%	3,977	4.6%	3,982	4.3%
10 - 14	2,906	3.7%	3,537	4.1%	3,571	3.8%
15 - 19	5,150	6.6%	5,687	6.6%	5,876	6.3%
20 - 24	11,219	14.4%	10,872	12.6%	10,147	10.9%
25 - 34	17,002	21.9%	19,879	23.0%	23,591	25.3%
35 - 44	11,173	14.4%	11,915	13.8%	12,618	13.5%
45 - 54	8,477	10.9%	9,368	10.8%	9,681	10.4%
55 - 64	6,395	8.2%	7,416	8.6%	8,094	8.7%
65 - 74	3,842	4.9%	5,337	6.2%	6,145	6.6%
75 - 84	2,217	2.9%	2,624	3.0%	3,301	3.5%
85+	1,237	1.6%	1,425	1.6%	1,531	1.6%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	47,917	61.6%	51,751	59.8%	54,148	58.0%
Black Alone	20,652	26.6%	22,611	26.1%	23,942	25.7%
American Indian Alone	141	0.2%	142	0.2%	144	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	5,193	6.7%	7,502	8.7%	9,904	10.6%
Pacific Islander Alone	30	0.0%	45	0.1%	54	0.1%
Some Other Race Alone	2,071	2.7%	2,236	2.6%	2,417	2.6%
Two or More Races	1,762	2.3%	2,225	2.6%	2,675	2.9%
Hispanic Origin (Any Race)	4,649	6.0%	5,038	5.8%	5,465	5.9%

RING: 3 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	86,513
2016 Households	39,096
2016 Median Disposable Income	\$52,181
2016 Per Capita Income	\$50,424

HOUSEHOLDS BY TYPE

Total	35,074	100%
Households with 1 Person	16,481	47.0%
Households with 2+ People	18,593	53.0%
Family Households	13,647	38.9%
Husband-wife Families	9,857	28.1%
With Own Children	4,319	12.3%
Other Family (No Spouse Present)	3,790	10.8%
With Own Children	1,931	5.5%
Nonfamily Households	4,946	14.1%
All Households with Children	6,695	19.1%
Multigenerational Households	419	1.2%
Unmarried Partner Households	2,265	6.4%
Male-female	1,661	4.7%
Same-sex	604	1.7%
Average Household Size	1.98	

FAMILY HOUSEHOLDS BY SIZE

Total	13,647	100%
2 People	6,542	47.9%
3 People	2,923	21.4%
4 People	2,515	18.4%
5 People	1,113	8.2%
6 People	309	2.3%
7+ People	245	1.8%
Average Family Size	2.95	

NONFAMILY HOUSEHOLDS BY SIZE

Total	21,426	100%
1 Person	16,481	76.9%
2 People	3,922	18.3%
3 People	616	2.9%
4 People	243	1.1%
5 People	89	0.4%
6 People	51	0.2%
7+ People	24	0.1%
Average Family Size	1.31	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	77,765	100%
In Households	69,359	89.2%
In Family Households	41,379	53.2%
Householder	13,668	17.6%
Spouse	9,886	12.7%
Child	14,609	18.8%
Other relative	2,120	2.7%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	1,096	1.4%
In Nonfamily Households	27,979	36.0%
In Group Quarters	8,406	10.8%
Institutionalized Population	2,366	3.0%
Noninstitutionalized Population	6,040	7.8%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	13,647	100%
Householder Age 15 - 44	7,077	51.9%
Householder Age 45 - 54	2,613	19.1%
Householder Age 55 - 64	1,901	13.9%
Householder Age 65 - 74	1,220	8.9%
Householder Age 75+	836	6.1%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	21,427	100%
Householder Age 15 - 44	13,727	64.1%
Householder Age 45 - 54	2,493	11.6%
Householder Age 55 - 64	2,101	9.8%
Householder Age 65 - 74	1,450	6.8%
Householder Age 75+	1,656	7.7%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	35,075	100%
Householder is White Alone	22,691	64.7%
Householder is Black Alone	9,303	26.5%
Householder is American Indian Alone	62	0.2%
Householder is Asian Alone	1,645	4.7%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	17	0.0%
Householder is Some Other Race Alone	601	1.7%
Householder is Two or More Races	756	2.2%
Households with Hispanic Householder	1,563	4.5%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	9,857	100%
Householder is White Alone	8,178	83.0%
Householder is Black Alone	933	9.5%
Householder is American Indian Alone	11	0.1%
Householder is Asian Alone	405	4.1%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	223	2.3%
Householder is Two or More Races	106	1.1%
Husband-wife Families with Hispanic Householder	508	5.2%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	3,791	100%
Householder is White Alone	1,172	30.9%
Householder is Black Alone	2,286	60.3%
Householder is American Indian Alone	8	0.2%
Householder is Asian Alone	97	2.6%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	118	3.1%
Householder is Two or More Races	108	2.8%
Other Families with Hispanic Householder	239	6.3%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	21,426	100%
Householder is White Alone	13,341	62.3%
Householder is Black Alone	6,084	28.4%
Householder is American Indian Alone	44	0.2%
Householder is Asian Alone	1,142	5.3%
Householder is Pacific Islander Alone	13	0.1%
Householder is Some Other Race Alone	260	1.2%
Householder is Two or More Races	542	2.5%
Nonfamily Households with Hispanic Householder	816	3.8%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	42,417	100%
Occupied Housing Units	35,074	82.7%
Vacant Housing Units		
For Rent	3,697	8.7%
Rented, not Occupied	130	0.3%
For Sale Only	1,537	3.6%
Sold, not Occupied	199	0.5%
For Seasonal/Recreational/Occasional Use	634	1.5%
For Migrant Workers	5	0.0%
Other Vacant	1,141	2.7%
Total Vacancy Rate	17.3%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	35,074	100%
Owner Occupied	16,402	46.8%
Owned with a Mortgage/Loan	12,947	36.9%
Owned Free and Clear	3,455	9.9%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.21	
Renter Occupied	18,672	53.2%
Average Household Size	1.78	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	16,403	100%
Householder is White Alone	13,809	84.2%
Householder is Black Alone	1,830	11.2%
Householder is American Indian Alone	19	0.1%
Householder is Asian Alone	477	2.9%
Householder is Pacific Islander Alone	5	0.0%
Householder is Some Other Race Alone	113	0.7%
Householder is Two or More Races	150	0.9%
Owner-occupied Housing Units with Hispanic Householder	421	2.6%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	18,671	100%
Householder is White Alone	8,882	47.6%
Householder is Black Alone	7,473	40.0%
Householder is American Indian Alone	43	0.2%
Householder is Asian Alone	1,168	6.3%
Householder is Pacific Islander Alone	12	0.1%
Householder is Some Other Race Alone	487	2.6%
Householder is Two or More Races	606	3.2%
Renter-occupied Housing Units with Hispanic Householder	1,142	6.1%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 1.97

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	1.91
Householder is American Indian Alone	1.69
Householder is Asian Alone	2.09
Householder is Pacific Islander Alone	1.53
Householder is Some Other Race Alone	3.19
Householder is Two or More Races	1.91
Householder is Hispanic	2.63

RING: 3 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	86,513
2016 Households	39,096
2016 Median Disposable Income	\$52,181
2016 Per Capita Income	\$50,424

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	7,614
Total Employees	111,596
Total Residential Population	39,096
Employee/Residential Population Ratio	2.85

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$2,186,981,529	\$2,099,706,510	\$87,275,019	^ 2.0	1,355
Total Retail Trade	44-45	\$1,969,450,009	\$1,776,057,027	\$193,392,982	^ 5.2	914
Total Food & Drink	722	\$217,531,520	\$323,649,483	-\$106,117,963	v -19.6	440

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$449,005,065	\$71,382,801	\$377,622,264	^ 72.6	65
Automobile Dealers	4411	\$379,266,310	\$42,960,469	\$336,305,841	^ 79.7	34
Other Motor Vehicle Dealers	4412	\$37,285,328	\$9,776,418	\$27,508,910	^ 58.5	3
Auto Parts, Accessories & Tire Stores	4413	\$32,453,427	\$18,645,914	\$13,807,513	^ 27.0	28
Furniture & Home Furnishings Stores	442	\$70,625,631	\$185,328,528	-\$114,702,897	v -44.8	103
Furniture Stores	4421	\$41,301,669	\$140,517,736	-\$99,216,067	v -54.6	61

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$29,323,963	\$44,810,792	-\$15,486,829	▼ -20.9	42
Electronics & Appliance Stores	443	\$110,146,604	\$176,152,148	-\$66,005,544	▼ -23.1	103
Bldg Materials, Garden Equip. & Supply Stores	444	\$99,885,824	\$180,578,272	-\$80,692,448	▼ -28.8	76
Bldg Material & Supplies Dealers	4441	\$93,456,210	\$175,480,134	-\$82,023,924	▼ -30.5	66
Lawn & Garden Equip & Supply Stores	4442	\$6,429,615	\$5,098,138	\$1,331,477	▲ 11.6	10
Food & Beverage Stores	445	\$360,326,250	\$459,929,036	-\$99,602,786	▼ -12.1	89
Grocery Stores	4451	\$311,435,528	\$337,065,555	-\$25,630,027	▼ -4.0	54
Specialty Food Stores	4452	\$27,906,265	\$18,299,995	\$9,606,270	▲ 20.8	17
Beer, Wine & Liquor Stores	4453	\$20,984,457	\$104,563,486	-\$83,579,029	▼ -66.6	18
Health & Personal Care Stores	446,4461	\$109,010,094	\$83,059,320	\$25,950,774	▲ 13.5	48
Gasoline Stations	447,4471	\$138,259,163	\$89,078,641	\$49,180,522	▲ 21.6	27
Clothing & Clothing Accessories Stores	448	\$92,506,666	\$129,520,914	-\$37,014,248	▼ -16.7	144
Clothing Stores	4481	\$62,333,713	\$106,495,534	-\$44,161,821	▼ -26.2	114
Shoe Stores	4482	\$13,120,514	\$10,434,531	\$2,685,983	▲ 11.4	9
Jewelry, Luggage & Leather Goods Stores	4483	\$17,052,438	\$12,590,848	\$4,461,590	▲ 15.1	20
Sporting Goods, Hobby, Book & Music Stores	451	\$50,434,726	\$49,936,322	\$498,404	▲ 0.5	42
Sporting Goods/Hobby/Musical Instr Stores	4511	\$42,592,524	\$34,720,048	\$7,872,476	▲ 10.2	33
Book, Periodical & Music Stores	4512	\$7,842,202	\$15,216,273	-\$7,374,071	▼ -32.0	9
General Merchandise Stores	452	\$379,790,472	\$192,418,019	\$187,372,453	▲ 32.7	31
Department Stores Excluding Leased Depts.	4521	\$290,719,007	\$182,303,324	\$108,415,683	▲ 22.9	13
Other General Merchandise Stores	4529	\$89,071,465	\$10,114,695	\$78,956,770	▲ 79.6	19
Miscellaneous Store Retailers	453	\$77,420,635	\$117,619,794	-\$40,199,159	▼ -20.6	170
Florists	4531	\$2,244,373	\$4,229,366	-\$1,984,993	▼ -30.7	18
Office Supplies, Stationery & Gift Stores	4532	\$12,904,788	\$18,763,969	-\$5,859,181	▼ -18.5	36
Used Merchandise Stores	4533	\$11,525,020	\$20,221,128	-\$8,696,108	▼ -27.4	52
Other Miscellaneous Store Retailers	4539	\$50,746,455	\$74,405,332	-\$23,658,877	▼ -18.9	64
Nonstore Retailers	454	\$32,038,879	\$41,053,232	-\$9,014,353	▼ -12.3	16
Electronic Shopping & Mail-Order Houses	4541	\$20,054,996	\$33,944,384	-\$13,889,388	▼ -25.7	10
Vending Machine Operators	4542	\$1,832,073	\$493,189	\$1,338,884	▲ 57.6	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$10,151,811	\$6,615,659	\$3,536,152	^ 21.1	5
Food Services & Drinking Places	722	\$217,531,520	\$323,649,483	-\$106,117,963	v -19.6	440
Special Food Services	7223	\$2,270,819	\$12,142,292	-\$9,871,473	v -68.5	29
Drinking Places - Alcoholic Beverages	7224	\$5,172,416	\$31,125,992	-\$25,953,576	v -71.5	19
Restaurants/Other Eating Places	7225	\$210,088,284	\$280,381,199	-\$70,292,915	v -14.3	392

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Metro Renters (3B)	41.8%	Population	86,513	93,284
2. Emerald City (8B)	12.7%	Households	39,096	42,414
3. Top Tier (1A)	11.0%	Families	14,583	15,494
4. Golden Years (9B)	5.4%	Median Age	32.0	32.5
5. Urban Chic (2A)	4.4%	Median Household Income	\$64,118	\$74,202

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	148	\$2,972.24	\$116,202,817
Men's	150	\$601.43	\$23,513,551
Women's	147	\$1,004.85	\$39,285,539
Children's	148	\$477.12	\$18,653,655
Footwear	146	\$624.09	\$24,399,335
Watches & Jewelry	148	\$153.27	\$5,992,360
Apparel Products and Services (1)	155	\$111.48	\$4,358,376
Computer			
Computers and Hardware for Home Use	154	\$266.41	\$10,415,428
Portable Memory	153	\$7.18	\$280,861
Computer Software	156	\$20.15	\$787,853
Computer Accessories	138	\$24.59	\$961,533
Entertainment & Recreation	137	\$3,999.04	\$156,346,566
Fees and Admissions	144	\$830.72	\$32,477,763
Membership Fees for Clubs (2)	145	\$277.50	\$10,848,966
Fees for Participant Sports, excl. Trips	137	\$122.63	\$4,794,465
Tickets to Theatre/Operas/Concerts	148	\$78.09	\$3,053,054

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	152	\$101.05	\$3,950,548
Admission to Sporting Events, excl. Trips	152	\$80.96	\$3,165,310
Fees for Recreational Lessons	137	\$168.93	\$6,604,308
Dating Services	226	\$1.56	\$61,113
TV/Video/Audio	140	\$1,687.96	\$65,992,429
Cable and Satellite Television Services	137	\$1,232.48	\$48,185,096
Televisions	147	\$161.85	\$6,327,681
Satellite Dishes	112	\$1.64	\$64,072
VCRs, Video Cameras, and DVD Players	151	\$12.24	\$478,570
Miscellaneous Video Equipment	142	\$10.94	\$427,649
Video Cassettes and DVDs	152	\$28.06	\$1,096,946
Video Game Hardware/Accessories	162	\$41.43	\$1,619,612
Video Game Software	166	\$22.92	\$896,105
Streaming/Downloaded Video	159	\$28.86	\$1,128,377
Rental of Video Cassettes and DVDs	151	\$24.59	\$961,362
Installation of Televisions	118	\$1.09	\$42,593
Audio (3)	141	\$115.65	\$4,521,330
Rental of TV/VCR/Radio/Sound Equipment	179	\$2.35	\$91,752
Repair of TV/Radio/Sound Equipment	148	\$3.87	\$151,283
Pets	127	\$682.19	\$26,670,834
Toys/Games/Crafts/Hobbies (4)	138	\$158.28	\$6,188,158
Recreational Vehicles and Fees (5)	116	\$124.87	\$4,881,902
Sports/Recreation/Exercise Equipment (6)	136	\$225.77	\$8,826,762
Photo Equipment and Supplies (7)	145	\$80.11	\$3,132,033
Reading (8)	134	\$175.63	\$6,866,563
Live Entertainment for Catered Affairs	119	\$12.81	\$500,728
Rental of Party Supplies for Catered Affairs	137	\$20.70	\$809,394
Food	143	\$11,583.18	\$452,855,857
Food at Home	141	\$7,027.88	\$274,762,168

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	140	\$943.86	\$36,901,264
Meats, Poultry, Fish, and Eggs	140	\$1,557.96	\$60,909,932
Dairy Products	140	\$740.81	\$28,962,553
Fruits and Vegetables	143	\$1,370.39	\$53,576,683
Snacks and Other Food at Home (10)	141	\$2,414.87	\$94,411,736
Food Away from Home	147	\$4,555.29	\$178,093,689
Alcoholic Beverages	154	\$790.97	\$30,923,821
Financial			
Value of Stocks/Bonds/Mutual funds	131	\$9,840.05	\$384,706,634
Value of Retirement Plans	116	\$30,297.65	\$1,184,516,971
Value of Other Financial Assets	137	\$1,552.53	\$60,697,894
Vehicle Loan Amount excluding Interest	139	\$3,392.33	\$132,626,532
Value of Credit Card Debt	134	\$765.19	\$29,915,711
Health			
Nonprescription Drugs	133	\$165.47	\$6,469,124
Prescription Drugs	120	\$501.29	\$19,598,295
Eyeglasses and Contact Lenses	129	\$115.41	\$4,512,116
Home			
Mortgage Payment and Basics (11)	116	\$9,944.74	\$388,799,707
Maintenance and Remodeling Services	112	\$1,961.88	\$76,701,670
Maintenance and Remodeling Materials (12)	102	\$371.58	\$14,527,323
Utilities, Fuel, and Public Services	133	\$6,472.14	\$253,034,896
Household Furnishings and Equipment			
Household Textiles (13)	142	\$123.49	\$4,828,158
Furniture	147	\$724.05	\$28,307,281
Rugs	137	\$33.33	\$1,302,966
Major Appliances (14)	122	\$345.27	\$13,498,573
Housewares (15)	142	\$119.12	\$4,657,202
Small Appliances	143	\$67.25	\$2,629,197

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	144	\$13.31	\$520,507
Telephones and Accessories	155	\$110.46	\$4,318,388
Household Operations			
Child Care	157	\$666.53	\$26,058,479
Lawn and Garden (16)	114	\$462.66	\$18,088,101
Moving/Storage/Freight Express	165	\$104.72	\$4,094,054
Housekeeping Supplies (17)	136	\$959.15	\$37,498,982
Insurance			
Owners and Renters Insurance	110	\$506.79	\$19,813,288
Vehicle Insurance	137	\$1,532.09	\$59,898,637
Life/Other Insurance	119	\$490.96	\$19,194,642
Health Insurance	128	\$4,306.20	\$168,355,371
Personal Care Products (18)	143	\$620.19	\$24,247,093
School Books & Supplies for College	162	\$102.36	\$4,001,810
School Books & Supplies for Elementary/High School	130	\$26.79	\$1,047,511
School Books & Supplies for Vocational/Technical School	160	\$2.09	\$81,572
School Books & Supplies for Preschool/Other Schools	142	\$3.40	\$133,077
Other School Supplies	138	\$106.04	\$4,145,812
Smoking Products	138	\$565.62	\$22,113,355
Transportation			
Payments on Vehicles excluding Leases	132	\$2,747.22	\$107,405,497
Gasoline and Motor Oil	134	\$4,125.55	\$161,292,392
Vehicle Maintenance and Repairs	135	\$1,399.93	\$54,731,793
Travel			
Airline Fares	144	\$657.56	\$25,707,897
Lodging on Trips	131	\$609.69	\$23,836,586
Auto/Truck Rental on Trips	136	\$32.63	\$1,275,535
Food and Drink on Trips	134	\$589.35	\$23,041,196
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	131	\$9,840.05	\$384,706,634
Value of Retirement Plans	116	\$30,297.65	\$1,184,516,971
Value of Other Financial Assets	137	\$1,552.53	\$60,697,894
Vehicle Loan Amount excluding Interest	139	\$3,392.33	\$132,626,532
Value of Credit Card Debt	134	\$765.19	\$29,915,711
Health			
Nonprescription Drugs	133	\$165.47	\$6,469,124
Prescription Drugs	120	\$501.29	\$19,598,295
Eyeglasses and Contact Lenses	129	\$115.41	\$4,512,116
Home			
Mortgage Payment and Basics (11)	116	\$9,944.74	\$388,799,707
Maintenance and Remodeling Services	112	\$1,961.88	\$76,701,670
Maintenance and Remodeling Materials (12)	102	\$371.58	\$14,527,323
Utilities, Fuel, and Public Services	133	\$6,472.14	\$253,034,896
Household Furnishings and Equipment			
Household Textiles (13)	142	\$123.49	\$4,828,158
Furniture	147	\$724.05	\$28,307,281
Rugs	137	\$33.33	\$1,302,966
Major Appliances (14)	122	\$345.27	\$13,498,573
Housewares (15)	142	\$119.12	\$4,657,202
Small Appliances	143	\$67.25	\$2,629,197
Luggage	144	\$13.31	\$520,507
Telephones and Accessories	155	\$110.46	\$4,318,388
Household Operations			
Child Care	157	\$666.53	\$26,058,479
Lawn and Garden (16)	114	\$462.66	\$18,088,101
Moving/Storage/Freight Express	165	\$104.72	\$4,094,054
Housekeeping Supplies (17)	136	\$959.15	\$37,498,982
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	110	\$506.79	\$19,813,288
Vehicle Insurance	137	\$1,532.09	\$59,898,637
Life/Other Insurance	119	\$490.96	\$19,194,642
Health Insurance	128	\$4,306.20	\$168,355,371
Personal Care Products (18)	143	\$620.19	\$24,247,093
School Books & Supplies for College	162	\$102.36	\$4,001,810
School Books & Supplies for Elementary/High School	130	\$26.79	\$1,047,511
School Books & Supplies for Vocational/Technical School	160	\$2.09	\$81,572
School Books & Supplies for Preschool/Other Schools	142	\$3.40	\$133,077
Other School Supplies	138	\$106.04	\$4,145,812
Smoking Products	138	\$565.62	\$22,113,355
Transportation			
Payments on Vehicles excluding Leases	132	\$2,747.22	\$107,405,497
Gasoline and Motor Oil	134	\$4,125.55	\$161,292,392
Vehicle Maintenance and Repairs	135	\$1,399.93	\$54,731,793
Travel			
Airline Fares	144	\$657.56	\$25,707,897
Lodging on Trips	131	\$609.69	\$23,836,586
Auto/Truck Rental on Trips	136	\$32.63	\$1,275,535
Food and Drink on Trips	134	\$589.35	\$23,041,196

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	258,901	285,310	306,836
Households	121,310	133,326	144,074
Families	45,118	48,196	51,290
Average Household Size	1.92	1.94	1.94
Owner Occupied Housing Units	52,638	50,662	54,025
Renter Occupied Housing Units	68,672	82,664	90,049
Median Age	32.3	33.0	33.4

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.47%	1.02%	0.84%
Households	1.56%	0.96%	0.79%
Families	1.25%	0.87%	0.72%
Owner HHs	1.29%	0.93%	0.73%
Median Household Income	2.72%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	20,300	15.2%	20,492	14.2%
\$15,000 - \$24,999	11,815	8.9%	11,973	8.3%
\$25,000 - \$34,999	10,870	8.2%	12,542	8.7%
\$35,000 - \$49,999	14,271	10.7%	9,023	6.3%
\$50,000 - \$74,999	19,969	15.0%	22,807	15.8%
\$75,000 - \$99,999	14,368	10.8%	16,124	11.2%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	18,413	13.8%	23,389	16.2%
\$150,000 - \$199,999	7,810	5.9%	9,936	6.9%
\$200,000+	15,505	11.6%	17,783	12.3%
Median Household Income	\$59,605		\$68,150	
Average Household Income	\$98,159		\$106,912	
Per Capita Income	\$47,567		\$51,783	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	14,076	5.4%	14,175	5.0%	15,223	5.0%
5 - 9	11,482	4.4%	12,480	4.4%	12,741	4.2%
10 - 14	9,524	3.7%	11,382	4.0%	11,662	3.8%
15 - 19	17,691	6.8%	19,648	6.9%	20,140	6.6%
20 - 24	32,443	12.5%	32,637	11.4%	32,178	10.5%
25 - 34	57,494	22.2%	63,746	22.3%	71,857	23.4%
35 - 44	39,253	15.2%	41,349	14.5%	44,390	14.5%
45 - 54	30,967	12.0%	33,615	11.8%	34,365	11.2%
55 - 64	23,239	9.0%	27,064	9.5%	29,350	9.6%
65 - 74	12,256	4.7%	17,269	6.1%	20,817	6.8%
75 - 84	6,957	2.7%	7,964	2.8%	9,878	3.2%
85+	3,518	1.4%	3,979	1.4%	4,236	1.4%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	135,881	52.5%	145,822	51.1%	152,360	49.7%
Black Alone	96,874	37.4%	105,601	37.0%	112,405	36.6%
American Indian Alone	620	0.2%	612	0.2%	621	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	12,825	5.0%	18,281	6.4%	24,189	7.9%
Pacific Islander Alone	95	0.0%	136	0.0%	162	0.1%
Some Other Race Alone	6,736	2.6%	7,464	2.6%	8,173	2.7%
Two or More Races	5,870	2.3%	7,395	2.6%	8,927	2.9%
Hispanic Origin (Any Race)	16,045	6.2%	17,624	6.2%	19,380	6.3%

RING: 5 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	285,310
2016 Households	133,326
2016 Median Disposable Income	\$49,859
2016 Per Capita Income	\$47,567

HOUSEHOLDS BY TYPE

Total	121,310	100%
Households with 1 Person	59,321	48.9%
Households with 2+ People	61,989	51.1%
Family Households	45,118	37.2%
Husband-wife Families	29,020	23.9%
With Own Children	11,620	9.6%
Other Family (No Spouse Present)	16,098	13.3%
With Own Children	8,124	6.7%
Nonfamily Households	16,871	13.9%
All Households with Children	21,877	18.0%
Multigenerational Households	2,225	1.8%
Unmarried Partner Households	8,738	7.2%
Male-female	6,191	5.1%
Same-sex	2,547	2.1%
Average Household Size	1.92	

FAMILY HOUSEHOLDS BY SIZE

Total	45,118	100%
2 People	21,981	48.7%
3 People	10,157	22.5%
4 People	7,489	16.6%
5 People	3,273	7.3%
6 People	1,199	2.7%
7+ People	1,019	2.3%
Average Family Size	2.91	

NONFAMILY HOUSEHOLDS BY SIZE

Total	76,192	100%
1 Person	59,321	77.9%
2 People	13,999	18.4%
3 People	1,938	2.5%
4 People	569	0.7%
5 People	191	0.3%
6 People	99	0.1%
7+ People	75	0.1%
Average Family Size	1.28	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	258,901	100%
In Households	233,449	90.2%
In Family Households	135,831	52.5%
Householder	45,015	17.4%
Spouse	28,968	11.2%
Child	48,613	18.8%
Other relative	8,838	3.4%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	4,397	1.7%
In Nonfamily Households	97,618	37.7%
In Group Quarters	25,452	9.8%
Institutionalized Population	3,851	1.5%
Noninstitutionalized Population	21,601	8.3%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	45,119	100%
Householder Age 15 - 44	23,554	52.2%
Householder Age 45 - 54	8,431	18.7%
Householder Age 55 - 64	6,573	14.6%
Householder Age 65 - 74	3,763	8.3%
Householder Age 75+	2,798	6.2%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	76,192	100%
Householder Age 15 - 44	47,767	62.7%
Householder Age 45 - 54	10,373	13.6%
Householder Age 55 - 64	8,286	10.9%
Householder Age 65 - 74	4,807	6.3%
Householder Age 75+	4,959	6.5%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	121,310	100%
Householder is White Alone	70,034	57.7%
Householder is Black Alone	41,574	34.3%
Householder is American Indian Alone	289	0.2%
Householder is Asian Alone	4,970	4.1%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	47	0.0%
Householder is Some Other Race Alone	1,913	1.6%
Householder is Two or More Races	2,483	2.0%
Households with Hispanic Householder	5,538	4.6%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	29,020	100%
Householder is White Alone	21,460	73.9%
Householder is Black Alone	4,918	16.9%
Householder is American Indian Alone	54	0.2%
Householder is Asian Alone	1,472	5.1%
Householder is Pacific Islander Alone	8	0.0%
Householder is Some Other Race Alone	730	2.5%
Householder is Two or More Races	378	1.3%
Husband-wife Families with Hispanic Householder	1,716	5.9%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	16,099	100%
Householder is White Alone	3,516	21.8%
Householder is Black Alone	11,523	71.6%
Householder is American Indian Alone	31	0.2%
Householder is Asian Alone	269	1.7%
Householder is Pacific Islander Alone	7	0.0%
Householder is Some Other Race Alone	373	2.3%
Householder is Two or More Races	380	2.4%
Other Families with Hispanic Householder	876	5.4%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	76,192	100%
Householder is White Alone	45,059	59.1%
Householder is Black Alone	25,133	33.0%
Householder is American Indian Alone	204	0.3%
Householder is Asian Alone	3,229	4.2%
Householder is Pacific Islander Alone	32	0.0%
Householder is Some Other Race Alone	811	1.1%
Householder is Two or More Races	1,724	2.3%
Nonfamily Households with Hispanic Householder	2,946	3.9%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	147,471	100%
Occupied Housing Units	121,310	82.3%
Vacant Housing Units		
For Rent	12,366	8.4%
Rented, not Occupied	414	0.3%
For Sale Only	4,796	3.3%
Sold, not Occupied	761	0.5%
For Seasonal/Recreational/Occasional Use	2,073	1.4%
For Migrant Workers	15	0.0%
Other Vacant	5,736	3.9%
Total Vacancy Rate	17.7%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	121,310	100%
Owner Occupied	52,638	43.4%
Owned with a Mortgage/Loan	42,050	34.7%
Owned Free and Clear	10,588	8.7%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.07	
Renter Occupied	68,672	56.6%
Average Household Size	1.82	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	52,637	100%
Householder is White Alone	39,050	74.2%
Householder is Black Alone	10,743	20.4%
Householder is American Indian Alone	86	0.2%
Householder is Asian Alone	1,780	3.4%
Householder is Pacific Islander Alone	15	0.0%
Householder is Some Other Race Alone	317	0.6%
Householder is Two or More Races	646	1.2%
Owner-occupied Housing Units with Hispanic Householder	1,540	2.9%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	68,672	100%
Householder is White Alone	30,984	45.1%
Householder is Black Alone	30,831	44.9%
Householder is American Indian Alone	203	0.3%
Householder is Asian Alone	3,189	4.6%
Householder is Pacific Islander Alone	32	0.0%
Householder is Some Other Race Alone	1,596	2.3%
Householder is Two or More Races	1,837	2.7%
Renter-occupied Housing Units with Hispanic Householder	3,998	5.8%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 1.84

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.00
Householder is American Indian Alone	1.87
Householder is Asian Alone	1.96
Householder is Pacific Islander Alone	1.77
Householder is Some Other Race Alone	3.27
Householder is Two or More Races	1.90
Householder is Hispanic	2.60

RING: 5 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	285,310
2016 Households	133,326
2016 Median Disposable Income	\$49,859
2016 Per Capita Income	\$47,567

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	26,382
Total Employees	462,456
Total Residential Population	133,326
Employee/Residential Population Ratio	3.47

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	\$6,826,382,319	\$8,158,107,431	-\$1,331,725,112	▼ -8.9	4,898
Total Retail Trade	44-45	\$6,143,789,078	\$6,744,253,249	-\$600,464,171	▼ -4.7	3,108
Total Food & Drink	722	\$682,593,241	\$1,413,854,183	-\$731,260,942	▼ -34.9	1,789

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$1,399,692,369	\$440,720,358	\$958,972,011	▲ 52.1	142
Automobile Dealers	4411	\$1,183,871,220	\$376,800,994	\$807,070,226	▲ 51.7	79
Other Motor Vehicle Dealers	4412	\$115,274,039	\$19,104,193	\$96,169,846	▲ 71.6	9
Auto Parts, Accessories & Tire Stores	4413	\$100,547,109	\$44,815,171	\$55,731,938	▲ 38.3	54
Furniture & Home Furnishings Stores	442	\$218,876,220	\$500,897,114	-\$282,020,894	▼ -39.2	240
Furniture Stores	4421	\$129,189,290	\$399,317,035	-\$270,127,745	▼ -51.1	148

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$89,686,930	\$101,580,080	-\$11,893,150	▼ -6.2	92
Electronics & Appliance Stores	443	\$343,495,048	\$800,859,487	-\$457,364,439	▼ -40.0	290
Bldg Materials, Garden Equip. & Supply Stores	444	\$300,932,027	\$497,716,726	-\$196,784,699	▼ -24.6	170
Bldg Material & Supplies Dealers	4441	\$281,588,862	\$486,914,699	-\$205,325,837	▼ -26.7	149
Lawn & Garden Equip & Supply Stores	4442	\$19,343,165	\$10,802,027	\$8,541,138	▲ 28.3	21
Food & Beverage Stores	445	\$1,131,496,940	\$1,232,703,578	-\$101,206,638	▼ -4.3	311
Grocery Stores	4451	\$978,240,644	\$996,431,859	-\$18,191,215	▼ -0.9	175
Specialty Food Stores	4452	\$87,835,270	\$66,471,218	\$21,364,052	▲ 13.8	80
Beer, Wine & Liquor Stores	4453	\$65,421,026	\$169,800,502	-\$104,379,476	▼ -44.4	56
Health & Personal Care Stores	446,4461	\$336,386,616	\$357,552,485	-\$21,165,869	▼ -3.1	207
Gasoline Stations	447,4471	\$435,013,508	\$466,622,752	-\$31,609,244	▼ -3.5	103
Clothing & Clothing Accessories Stores	448	\$290,099,811	\$784,133,786	-\$494,033,975	▼ -46.0	821
Clothing Stores	4481	\$195,828,034	\$562,927,548	-\$367,099,514	▼ -48.4	574
Shoe Stores	4482	\$41,388,716	\$95,821,504	-\$54,432,788	▼ -39.7	92
Jewelry, Luggage & Leather Goods Stores	4483	\$52,883,061	\$125,384,735	-\$72,501,674	▼ -40.7	154
Sporting Goods, Hobby, Book & Music Stores	451	\$157,611,414	\$183,939,355	-\$26,327,941	▼ -7.7	134
Sporting Goods/Hobby/Musical Instr Stores	4511	\$133,050,918	\$147,103,549	-\$14,052,631	▼ -5.0	95
Book, Periodical & Music Stores	4512	\$24,560,497	\$36,835,807	-\$12,275,310	▼ -20.0	39
General Merchandise Stores	452	\$1,190,632,963	\$1,004,311,104	\$186,321,859	▲ 8.5	98
Department Stores Excluding Leased Depts.	4521	\$910,845,673	\$868,599,305	\$42,246,368	▲ 2.4	43
Other General Merchandise Stores	4529	\$279,787,289	\$135,711,799	\$144,075,490	▲ 34.7	55
Miscellaneous Store Retailers	453	\$241,604,341	\$327,840,791	-\$86,236,450	▼ -15.1	526
Florists	4531	\$6,710,799	\$14,259,342	-\$7,548,543	▼ -36.0	60
Office Supplies, Stationery & Gift Stores	4532	\$40,228,174	\$74,768,161	-\$34,539,987	▼ -30.0	127
Used Merchandise Stores	4533	\$36,125,706	\$54,873,449	-\$18,747,743	▼ -20.6	141
Other Miscellaneous Store Retailers	4539	\$158,539,662	\$183,939,839	-\$25,400,177	▼ -7.4	198
Nonstore Retailers	454	\$97,947,822	\$146,955,711	-\$49,007,889	▼ -20.0	67
Electronic Shopping & Mail-Order Houses	4541	\$62,615,085	\$111,358,637	-\$48,743,552	▼ -28.0	43
Vending Machine Operators	4542	\$5,763,673	\$1,669,740	\$4,093,933	▲ 55.1	4

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$29,569,063	\$33,927,334	-\$4,358,271	▼ -6.9	21
Food Services & Drinking Places	722	\$682,593,241	\$1,413,854,183	-\$731,260,942	▼ -34.9	1,789
Special Food Services	7223	\$7,051,099	\$23,895,206	-\$16,844,107	▼ -54.4	68
Drinking Places - Alcoholic Beverages	7224	\$16,348,006	\$121,273,364	-\$104,925,358	▼ -76.2	109
Restaurants/Other Eating Places	7225	\$659,194,136	\$1,268,685,613	-\$609,491,477	▼ -31.6	1,612

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Metro Renters (3B)	41.5%	Population	285,310	306,836
2. Laptops and Lattes (3A)	8.4%	Households	133,326	144,074
3. Modest Income Homes (12D)	7.8%	Families	48,196	51,290
4. Emerald City (8B)	6.9%	Median Age	33.0	33.4
5. Urban Chic (2A)	6.2%	Median Household Income	\$59,605	\$68,150

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	135	\$2,713.66	\$361,801,145
Men's	137	\$547.78	\$73,033,717
Women's	133	\$912.31	\$121,634,168
Children's	137	\$442.79	\$59,036,028
Footwear	133	\$570.91	\$76,116,489
Watches & Jewelry	134	\$138.61	\$18,480,613
Apparel Products and Services (1)	140	\$101.26	\$13,500,130
Computer			
Computers and Hardware for Home Use	140	\$242.53	\$32,335,268
Portable Memory	139	\$6.55	\$873,629
Computer Software	142	\$18.35	\$2,446,093
Computer Accessories	124	\$22.11	\$2,948,302
Entertainment & Recreation	125	\$3,630.67	\$484,062,776
Fees and Admissions	129	\$744.09	\$99,206,439
Membership Fees for Clubs (2)	129	\$247.51	\$32,999,380
Fees for Participant Sports, excl. Trips	123	\$109.65	\$14,619,614
Tickets to Theatre/Operas/Concerts	131	\$69.22	\$9,229,062

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	139	\$92.15	\$12,286,390
Admission to Sporting Events, excl. Trips	136	\$72.63	\$9,683,001
Fees for Recreational Lessons	123	\$151.47	\$20,194,289
Dating Services	212	\$1.46	\$194,705
TV/Video/Audio	129	\$1,546.96	\$206,250,093
Cable and Satellite Television Services	126	\$1,129.76	\$150,626,995
Televisions	135	\$148.46	\$19,794,170
Satellite Dishes	104	\$1.52	\$203,055
VCRs, Video Cameras, and DVD Players	138	\$11.18	\$1,490,802
Miscellaneous Video Equipment	131	\$10.07	\$1,342,533
Video Cassettes and DVDs	140	\$25.82	\$3,442,283
Video Game Hardware/Accessories	150	\$38.37	\$5,115,354
Video Game Software	154	\$21.27	\$2,835,493
Streaming/Downloaded Video	145	\$26.41	\$3,521,746
Rental of Video Cassettes and DVDs	139	\$22.63	\$3,016,506
Installation of Televisions	108	\$0.99	\$132,165
Audio (3)	128	\$104.76	\$13,967,758
Rental of TV/VCR/Radio/Sound Equipment	169	\$2.22	\$296,357
Repair of TV/Radio/Sound Equipment	133	\$3.49	\$464,876
Pets	115	\$618.03	\$82,399,639
Toys/Games/Crafts/Hobbies (4)	127	\$145.37	\$19,382,049
Recreational Vehicles and Fees (5)	104	\$111.65	\$14,885,708
Sports/Recreation/Exercise Equipment (6)	124	\$204.59	\$27,277,080
Photo Equipment and Supplies (7)	132	\$72.90	\$9,719,019
Reading (8)	120	\$157.40	\$20,985,365
Live Entertainment for Catered Affairs	105	\$11.34	\$1,511,773
Rental of Party Supplies for Catered Affairs	122	\$18.34	\$2,445,612
Food	131	\$10,597.79	\$1,412,960,321
Food at Home	129	\$6,433.10	\$857,698,911

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	128	\$863.49	\$115,125,358
Meats, Poultry, Fish, and Eggs	129	\$1,430.96	\$190,784,225
Dairy Products	128	\$676.54	\$90,199,959
Fruits and Vegetables	131	\$1,250.29	\$166,696,607
Snacks and Other Food at Home (10)	129	\$2,211.82	\$294,892,762
Food Away from Home	135	\$4,164.69	\$555,261,410
Alcoholic Beverages	140	\$718.20	\$95,754,777
Financial			
Value of Stocks/Bonds/Mutual funds	114	\$8,542.97	\$1,138,999,579
Value of Retirement Plans	101	\$26,330.67	\$3,510,562,290
Value of Other Financial Assets	124	\$1,400.06	\$186,663,937
Vehicle Loan Amount excluding Interest	128	\$3,126.40	\$416,830,161
Value of Credit Card Debt	122	\$695.63	\$92,745,249
Health			
Nonprescription Drugs	121	\$149.84	\$19,977,449
Prescription Drugs	108	\$453.22	\$60,425,543
Eyeglasses and Contact Lenses	116	\$103.98	\$13,862,748
Home			
Mortgage Payment and Basics (11)	103	\$8,850.02	\$1,179,937,769
Maintenance and Remodeling Services	98	\$1,725.23	\$230,018,295
Maintenance and Remodeling Materials (12)	92	\$334.07	\$44,539,563
Utilities, Fuel, and Public Services	121	\$5,922.92	\$789,678,611
Household Furnishings and Equipment			
Household Textiles (13)	129	\$112.19	\$14,957,364
Furniture	134	\$661.07	\$88,137,426
Rugs	122	\$29.67	\$3,955,946
Major Appliances (14)	110	\$310.99	\$41,462,431
Housewares (15)	129	\$107.99	\$14,397,382
Small Appliances	130	\$61.09	\$8,145,389

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	129	\$11.92	\$1,588,656
Telephones and Accessories	143	\$101.60	\$13,545,717
Household Operations			
Child Care	146	\$619.10	\$82,541,820
Lawn and Garden (16)	100	\$409.00	\$54,530,455
Moving/Storage/Freight Express	151	\$95.53	\$12,736,145
Housekeeping Supplies (17)	124	\$873.67	\$116,483,184
Insurance			
Owners and Renters Insurance	98	\$455.01	\$60,665,168
Vehicle Insurance	125	\$1,400.70	\$186,749,071
Life/Other Insurance	106	\$438.07	\$58,405,827
Health Insurance	115	\$3,895.03	\$519,308,467
Personal Care Products (18)	130	\$565.46	\$75,390,869
School Books & Supplies for College	146	\$92.48	\$12,330,220
School Books & Supplies for Elementary/High School	121	\$24.88	\$3,317,477
School Books & Supplies for Vocational/Technical School	146	\$1.91	\$255,316
School Books & Supplies for Preschool/Other Schools	130	\$3.10	\$413,482
Other School Supplies	126	\$96.36	\$12,847,374
Smoking Products	129	\$526.88	\$70,246,534
Transportation			
Payments on Vehicles excluding Leases	121	\$2,529.28	\$337,218,646
Gasoline and Motor Oil	123	\$3,792.29	\$505,611,280
Vehicle Maintenance and Repairs	123	\$1,271.39	\$169,509,688
Travel			
Airline Fares	129	\$588.17	\$78,418,006
Lodging on Trips	117	\$543.27	\$72,432,581
Auto/Truck Rental on Trips	121	\$29.16	\$3,888,008
Food and Drink on Trips	121	\$528.34	\$70,440,799
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	114	\$8,542.97	\$1,138,999,579
Value of Retirement Plans	101	\$26,330.67	\$3,510,562,290
Value of Other Financial Assets	124	\$1,400.06	\$186,663,937
Vehicle Loan Amount excluding Interest	128	\$3,126.40	\$416,830,161
Value of Credit Card Debt	122	\$695.63	\$92,745,249
Health			
Nonprescription Drugs	121	\$149.84	\$19,977,449
Prescription Drugs	108	\$453.22	\$60,425,543
Eyeglasses and Contact Lenses	116	\$103.98	\$13,862,748
Home			
Mortgage Payment and Basics (11)	103	\$8,850.02	\$1,179,937,769
Maintenance and Remodeling Services	98	\$1,725.23	\$230,018,295
Maintenance and Remodeling Materials (12)	92	\$334.07	\$44,539,563
Utilities, Fuel, and Public Services	121	\$5,922.92	\$789,678,611
Household Furnishings and Equipment			
Household Textiles (13)	129	\$112.19	\$14,957,364
Furniture	134	\$661.07	\$88,137,426
Rugs	122	\$29.67	\$3,955,946
Major Appliances (14)	110	\$310.99	\$41,462,431
Housewares (15)	129	\$107.99	\$14,397,382
Small Appliances	130	\$61.09	\$8,145,389
Luggage	129	\$11.92	\$1,588,656
Telephones and Accessories	143	\$101.60	\$13,545,717
Household Operations			
Child Care	146	\$619.10	\$82,541,820
Lawn and Garden (16)	100	\$409.00	\$54,530,455
Moving/Storage/Freight Express	151	\$95.53	\$12,736,145
Housekeeping Supplies (17)	124	\$873.67	\$116,483,184
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	98	\$455.01	\$60,665,168
Vehicle Insurance	125	\$1,400.70	\$186,749,071
Life/Other Insurance	106	\$438.07	\$58,405,827
Health Insurance	115	\$3,895.03	\$519,308,467
Personal Care Products (18)	130	\$565.46	\$75,390,869
School Books & Supplies for College	146	\$92.48	\$12,330,220
School Books & Supplies for Elementary/High School	121	\$24.88	\$3,317,477
School Books & Supplies for Vocational/Technical School	146	\$1.91	\$255,316
School Books & Supplies for Preschool/Other Schools	130	\$3.10	\$413,482
Other School Supplies	126	\$96.36	\$12,847,374
Smoking Products	129	\$526.88	\$70,246,534
Transportation			
Payments on Vehicles excluding Leases	121	\$2,529.28	\$337,218,646
Gasoline and Motor Oil	123	\$3,792.29	\$505,611,280
Vehicle Maintenance and Repairs	123	\$1,271.39	\$169,509,688
Travel			
Airline Fares	129	\$588.17	\$78,418,006
Lodging on Trips	117	\$543.27	\$72,432,581
Auto/Truck Rental on Trips	121	\$29.16	\$3,888,008
Food and Drink on Trips	121	\$528.34	\$70,440,799

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