



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	9,402	9,627	9,982
Households	3,678	3,753	3,876
Families	2,248	2,270	2,333
Average Household Size	2.54	2.55	2.56
Owner Occupied Housing Units	2,262	2,091	2,169
Renter Occupied Housing Units	1,416	1,662	1,707
Median Age	37.4	38.9	40.3

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.73%	1.02%	0.84%
Households	0.65%	0.96%	0.79%
Families	0.55%	0.87%	0.72%
Owner HHs	0.74%	0.93%	0.73%
Median Household Income	1.29%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	687	18.3%	710	18.3%
\$15,000 - \$24,999	536	14.3%	544	14.0%
\$25,000 - \$34,999	500	13.3%	540	13.9%
\$35,000 - \$49,999	545	14.5%	319	8.2%
\$50,000 - \$74,999	524	14.0%	579	14.9%
\$75,000 - \$99,999	418	11.1%	499	12.9%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	298	7.9%	382	9.9%
\$150,000 - \$199,999	164	4.4%	211	5.4%
\$200,000+	82	2.2%	93	2.4%
Median Household Income	\$38,297		\$40,838	
Average Household Income	\$56,711		\$62,690	
Per Capita Income	\$22,427		\$24,662	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	683	7.3%	640	6.6%	629	6.3%
5 - 9	507	5.4%	645	6.7%	597	6.0%
10 - 14	485	5.2%	537	5.6%	645	6.5%
15 - 19	563	6.0%	479	5.0%	538	5.4%
20 - 24	587	6.2%	500	5.2%	468	4.7%
25 - 34	1,528	16.3%	1,404	14.6%	1,296	13.0%
35 - 44	1,361	14.5%	1,458	15.1%	1,527	15.3%
45 - 54	1,307	13.9%	1,267	13.2%	1,302	13.0%
55 - 64	1,219	13.0%	1,204	12.5%	1,243	12.5%
65 - 74	723	7.7%	953	9.9%	1,070	10.7%
75 - 84	341	3.6%	427	4.4%	527	5.3%
85+	99	1.1%	112	1.2%	141	1.4%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	1,874	19.9%	1,946	20.2%	2,021	20.2%
Black Alone	7,233	76.9%	7,346	76.3%	7,582	76.0%
American Indian Alone	30	0.3%	29	0.3%	29	0.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	62	0.7%	77	0.8%	93	0.9%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	49	0.5%	49	0.5%	49	0.5%
Two or More Races	152	1.6%	178	1.8%	206	2.1%
Hispanic Origin (Any Race)	182	1.9%	182	1.9%	189	1.9%

RING: 1 MILE

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	9,627
2016 Households	3,753
2016 Median Disposable Income	\$32,253
2016 Per Capita Income	\$22,427

HOUSEHOLDS BY TYPE

Total	3,678	100%
Households with 1 Person	1,049	28.5%
Households with 2+ People	2,629	71.5%
Family Households	2,248	61.1%
Husband-wife Families	1,006	27.4%
With Own Children	294	8.0%
Other Family (No Spouse Present)	1,242	33.8%
With Own Children	469	12.8%
Nonfamily Households	381	10.4%
All Households with Children	1,062	28.9%
Multigenerational Households	318	8.6%
Unmarried Partner Households	331	9.0%
Male-female	230	6.3%
Same-sex	101	2.7%
Average Household Size	2.54	

FAMILY HOUSEHOLDS BY SIZE

Total	2,247	100%
2 People	885	39.4%
3 People	617	27.5%
4 People	365	16.2%
5 People	190	8.5%
6 People	97	4.3%
7+ People	93	4.1%
Average Family Size	3.17	

NONFAMILY HOUSEHOLDS BY SIZE

Total	1,429	100%
1 Person	1,049	73.4%
2 People	306	21.4%
3 People	43	3.0%
4 People	24	1.7%
5 People	4	0.3%
6 People	0	0.0%
7+ People	3	0.2%
Average Family Size	1.36	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	9,402	100%
In Households	9,357	99.5%
In Family Households	7,413	78.8%
Householder	2,264	24.1%
Spouse	1,013	10.8%
Child	3,168	33.7%
Other relative	673	7.2%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	294	3.1%
In Nonfamily Households	1,943	20.7%
In Group Quarters	45	0.5%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	45	0.5%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	2,249	100%
Householder Age 15 - 44	908	40.4%
Householder Age 45 - 54	373	16.6%
Householder Age 55 - 64	432	19.2%
Householder Age 65 - 74	323	14.4%
Householder Age 75+	213	9.5%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	1,430	100%
Householder Age 15 - 44	588	41.1%
Householder Age 45 - 54	276	19.3%
Householder Age 55 - 64	296	20.7%
Householder Age 65 - 74	161	11.3%
Householder Age 75+	109	7.6%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	3,679	100%
Householder is White Alone	877	23.8%
Householder is Black Alone	2,697	73.3%
Householder is American Indian Alone	11	0.3%
Householder is Asian Alone	24	0.7%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	15	0.4%
Householder is Two or More Races	55	1.5%
Households with Hispanic Householder	61	1.7%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	1,005	100%
Householder is White Alone	346	34.4%
Householder is Black Alone	632	62.9%
Householder is American Indian Alone	1	0.1%
Householder is Asian Alone	11	1.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	0.4%
Householder is Two or More Races	11	1.1%
Husband-wife Families with Hispanic Householder	18	1.8%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	1,242	100%
Householder is White Alone	79	6.4%
Householder is Black Alone	1,140	91.8%
Householder is American Indian Alone	4	0.3%
Householder is Asian Alone	1	0.1%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	6	0.5%
Householder is Two or More Races	12	1.0%
Other Families with Hispanic Householder	16	1.3%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	1,429	100%
Householder is White Alone	451	31.6%
Householder is Black Alone	924	64.7%
Householder is American Indian Alone	6	0.4%
Householder is Asian Alone	12	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	5	0.3%
Householder is Two or More Races	31	2.2%
Nonfamily Households with Hispanic Householder	27	1.9%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	4,503	100%
Occupied Housing Units	3,678	81.7%
Vacant Housing Units		
For Rent	217	4.8%
Rented, not Occupied	3	0.1%
For Sale Only	270	6.0%
Sold, not Occupied	26	0.6%
For Seasonal/Recreational/Occasional Use	9	0.2%
For Migrant Workers	0	0.0%
Other Vacant	300	6.7%
Total Vacancy Rate	18.3%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	3,678	100%
Owner Occupied	2,262	61.5%
Owned with a Mortgage/Loan	1,695	46.1%
Owned Free and Clear	567	15.4%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.40	
Renter Occupied	1,416	38.5%
Average Household Size	2.77	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	2,263	100%
Householder is White Alone	703	31.1%
Householder is Black Alone	1,499	66.2%
Householder is American Indian Alone	6	0.3%
Householder is Asian Alone	19	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	6	0.3%
Householder is Two or More Races	30	1.3%
Owner-occupied Housing Units with Hispanic Householder	33	1.5%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	1,415	100%
Householder is White Alone	173	12.2%
Householder is Black Alone	1,198	84.7%
Householder is American Indian Alone	5	0.4%
Householder is Asian Alone	5	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	9	0.6%
Householder is Two or More Races	25	1.8%
Renter-occupied Housing Units with Hispanic Householder	28	2.0%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.13

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.68
Householder is American Indian Alone	2.45
Householder is Asian Alone	2.42
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	2.67
Householder is Two or More Races	2.42
Householder is Hispanic	2.51

RING: 1 MILE

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	9,627
2016 Households	3,753
2016 Median Disposable Income	\$32,253
2016 Per Capita Income	\$22,427

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	349
Total Employees	1,907
Total Residential Population	3,753
Employee/Residential Population Ratio	0.51

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	\$113,826,820	\$55,321,528	\$58,505,292	^ 34.6	75
Total Retail Trade	44-45	\$103,177,557	\$46,023,018	\$57,154,539	^ 38.3	55
Total Food & Drink	722	\$10,649,263	\$9,298,510	\$1,350,753	^ 6.8	20

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$23,466,003	\$11,677,230	\$11,788,773	^ 33.5	13
Automobile Dealers	4411	\$19,838,821	\$7,885,924	\$11,952,897	^ 43.1	6
Other Motor Vehicle Dealers	4412	\$1,926,122	\$0	\$1,926,122	^ 100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,701,060	\$3,791,306	-\$2,090,246	v -38.1	7
Furniture & Home Furnishings Stores	442	\$3,657,385	\$538,562	\$3,118,823	^ 74.3	1
Furniture Stores	4421	\$2,085,569	\$527,783	\$1,557,786	^ 59.6	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$1,571,816	\$10,778	\$1,561,038	^ 98.6	0
Electronics & Appliance Stores	443	\$5,508,640	\$264,059	\$5,244,581	^ 90.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$5,526,104	\$1,984,020	\$3,542,084	^ 47.2	2
Bldg Material & Supplies Dealers	4441	\$5,159,074	\$1,984,020	\$3,175,054	^ 44.4	2
Lawn & Garden Equip & Supply Stores	4442	\$367,030	\$0	\$367,030	^ 100.0	0
Food & Beverage Stores	445	\$19,042,755	\$9,940,683	\$9,102,072	^ 31.4	14
Grocery Stores	4451	\$16,549,528	\$7,828,273	\$8,721,255	^ 35.8	9
Specialty Food Stores	4452	\$1,483,183	\$1,253,892	\$229,291	^ 8.4	3
Beer, Wine & Liquor Stores	4453	\$1,010,043	\$858,518	\$151,525	^ 8.1	2
Health & Personal Care Stores	446,4461	\$6,095,130	\$8,267,047	-\$2,171,917	v -15.1	3
Gasoline Stations	447,4471	\$7,641,787	\$5,266,753	\$2,375,034	^ 18.4	3
Clothing & Clothing Accessories Stores	448	\$4,521,812	\$1,213,556	\$3,308,256	^ 57.7	6
Clothing Stores	4481	\$3,061,481	\$1,188,516	\$1,872,965	^ 44.1	6
Shoe Stores	4482	\$650,896	\$25,040	\$625,856	^ 92.6	0
Jewelry, Luggage & Leather Goods Stores	4483	\$809,435	\$0	\$809,435	^ 100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,520,653	\$790,360	\$1,730,293	^ 52.3	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,138,905	\$206,770	\$1,932,135	^ 82.4	1
Book, Periodical & Music Stores	4512	\$381,748	\$583,590	-\$201,842	v -20.9	1
General Merchandise Stores	452	\$19,521,332	\$5,130,165	\$14,391,167	^ 58.4	7
Department Stores Excluding Leased Depts.	4521	\$14,776,389	\$2,251,686	\$12,524,703	^ 73.6	2
Other General Merchandise Stores	4529	\$4,744,944	\$2,878,478	\$1,866,466	^ 24.5	5
Miscellaneous Store Retailers	453	\$4,055,359	\$950,585	\$3,104,774	^ 62.0	4
Florists	4531	\$121,311	\$296,102	-\$174,791	v -41.9	1
Office Supplies, Stationery & Gift Stores	4532	\$645,933	\$64,326	\$581,607	^ 81.9	1
Used Merchandise Stores	4533	\$562,456	\$590,156	-\$27,700	v -2.4	3
Other Miscellaneous Store Retailers	4539	\$2,725,659	\$0	\$2,725,659	^ 100.0	0
Nonstore Retailers	454	\$1,620,598	\$0	\$1,620,598	^ 100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$999,890	\$0	\$999,890	^ 100.0	0
Vending Machine Operators	4542	\$96,139	\$0	\$96,139	^ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$524,569	\$0	\$524,569	^ 100.0	0
Food Services & Drinking Places	722	\$10,649,263	\$9,298,510	\$1,350,753	^ 6.8	20
Special Food Services	7223	\$112,712	\$212,995	-\$100,283	v -30.8	1
Drinking Places - Alcoholic Beverages	7224	\$242,443	\$4,404	\$238,039	^ 96.4	0
Restaurants/Other Eating Places	7225	\$10,294,108	\$9,081,110	\$1,212,998	^ 6.3	18

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Family Foundations (12A)	41.2%	Population	9,627	9,982
2. Modest Income Homes (12D)	25.5%	Households	3,753	3,876
3. Emerald City (8B)	18.0%	Families	2,270	2,333
4. City Strivers (11A)	12.4%	Median Age	38.9	40.3
5. Urban Chic (2A)	2.6%	Median Household Income	\$38,297	\$40,838

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	73	\$1,478.28	\$5,547,987
Men's	72	\$289.64	\$1,087,006
Women's	74	\$505.84	\$1,898,422
Children's	74	\$237.84	\$892,600
Footwear	73	\$313.08	\$1,175,003
Watches & Jewelry	72	\$74.95	\$281,294
Apparel Products and Services (1)	79	\$56.93	\$213,661
Computer			
Computers and Hardware for Home Use	74	\$127.63	\$479,002
Portable Memory	74	\$3.50	\$13,120
Computer Software	79	\$10.18	\$38,213
Computer Accessories	73	\$12.98	\$48,711
Entertainment & Recreation	73	\$2,121.44	\$7,961,773
Fees and Admissions	70	\$405.00	\$1,519,948
Membership Fees for Clubs (2)	71	\$135.63	\$509,006
Fees for Participant Sports, excl. Trips	72	\$64.14	\$240,700
Tickets to Theatre/Operas/Concerts	71	\$37.37	\$140,245

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	71	\$46.99	\$176,346
Admission to Sporting Events, excl. Trips	73	\$38.96	\$146,211
Fees for Recreational Lessons	66	\$81.23	\$304,851
Dating Services	100	\$0.69	\$2,588
TV/Video/Audio	78	\$937.53	\$3,518,533
Cable and Satellite Television Services	79	\$710.83	\$2,667,753
Televisions	77	\$84.89	\$318,590
Satellite Dishes	71	\$1.04	\$3,909
VCRs, Video Cameras, and DVD Players	72	\$5.85	\$21,968
Miscellaneous Video Equipment	77	\$5.90	\$22,154
Video Cassettes and DVDs	73	\$13.41	\$50,329
Video Game Hardware/Accessories	76	\$19.40	\$72,807
Video Game Software	76	\$10.44	\$39,200
Streaming/Downloaded Video	68	\$12.41	\$46,566
Rental of Video Cassettes and DVDs	71	\$11.58	\$43,467
Installation of Televisions	87	\$0.80	\$3,018
Audio (3)	71	\$57.99	\$217,618
Rental of TV/VCR/Radio/Sound Equipment	97	\$1.27	\$4,752
Repair of TV/Radio/Sound Equipment	65	\$1.71	\$6,404
Pets	70	\$375.26	\$1,408,345
Toys/Games/Crafts/Hobbies (4)	72	\$81.79	\$306,972
Recreational Vehicles and Fees (5)	65	\$69.80	\$261,967
Sports/Recreation/Exercise Equipment (6)	61	\$100.74	\$378,087
Photo Equipment and Supplies (7)	72	\$39.67	\$148,883
Reading (8)	71	\$93.70	\$351,668
Live Entertainment for Catered Affairs	74	\$7.98	\$29,935
Rental of Party Supplies for Catered Affairs	66	\$9.98	\$37,437
Food	75	\$6,033.80	\$22,644,851
Food at Home	75	\$3,752.77	\$14,084,133

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	76	\$512.76	\$1,924,375
Meats, Poultry, Fish, and Eggs	76	\$848.06	\$3,182,778
Dairy Products	74	\$390.87	\$1,466,933
Fruits and Vegetables	75	\$713.01	\$2,675,938
Snacks and Other Food at Home (10)	75	\$1,288.07	\$4,834,108
Food Away from Home	74	\$2,281.03	\$8,560,718
Alcoholic Beverages	73	\$374.52	\$1,405,580
Financial			
Value of Stocks/Bonds/Mutual funds	78	\$5,864.39	\$22,009,038
Value of Retirement Plans	70	\$18,398.53	\$69,049,696
Value of Other Financial Assets	77	\$871.52	\$3,270,810
Vehicle Loan Amount excluding Interest	74	\$1,803.21	\$6,767,439
Value of Credit Card Debt	74	\$425.12	\$1,595,467
Health			
Nonprescription Drugs	74	\$91.39	\$342,983
Prescription Drugs	77	\$321.20	\$1,205,470
Eyeglasses and Contact Lenses	72	\$64.63	\$242,567
Home			
Mortgage Payment and Basics (11)	70	\$6,020.78	\$22,595,996
Maintenance and Remodeling Services	71	\$1,243.07	\$4,665,225
Maintenance and Remodeling Materials (12)	70	\$253.48	\$951,327
Utilities, Fuel, and Public Services	78	\$3,781.83	\$14,193,213
Household Furnishings and Equipment			
Household Textiles (13)	74	\$64.56	\$242,298
Furniture	76	\$371.49	\$1,394,202
Rugs	73	\$17.78	\$66,745
Major Appliances (14)	69	\$194.44	\$729,740
Housewares (15)	74	\$61.59	\$231,146
Small Appliances	73	\$34.42	\$129,172

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	74	\$6.84	\$25,658
Telephones and Accessories	79	\$56.23	\$211,024
Household Operations			
Child Care	73	\$308.77	\$1,158,817
Lawn and Garden (16)	67	\$273.83	\$1,027,701
Moving/Storage/Freight Express	69	\$43.75	\$164,204
Housekeeping Supplies (17)	75	\$524.32	\$1,967,767
Insurance			
Owners and Renters Insurance	75	\$346.96	\$1,302,143
Vehicle Insurance	76	\$852.46	\$3,199,279
Life/Other Insurance	71	\$294.80	\$1,106,399
Health Insurance	75	\$2,531.53	\$9,500,838
Personal Care Products (18)	73	\$316.80	\$1,188,967
School Books & Supplies for College	70	\$44.63	\$167,481
School Books & Supplies for Elementary/High School	77	\$15.86	\$59,541
School Books & Supplies for Vocational/Technical School	75	\$0.98	\$3,672
School Books & Supplies for Preschool/Other Schools	70	\$1.68	\$6,317
Other School Supplies	66	\$50.71	\$190,329
Smoking Products	81	\$331.43	\$1,243,860
Transportation			
Payments on Vehicles excluding Leases	73	\$1,516.96	\$5,693,158
Gasoline and Motor Oil	75	\$2,296.49	\$8,618,718
Vehicle Maintenance and Repairs	73	\$754.59	\$2,831,982
Travel			
Airline Fares	69	\$315.65	\$1,184,638
Lodging on Trips	70	\$325.81	\$1,222,749
Auto/Truck Rental on Trips	68	\$16.37	\$61,420
Food and Drink on Trips	70	\$306.61	\$1,150,700
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	78	\$5,864.39	\$22,009,038
Value of Retirement Plans	70	\$18,398.53	\$69,049,696
Value of Other Financial Assets	77	\$871.52	\$3,270,810
Vehicle Loan Amount excluding Interest	74	\$1,803.21	\$6,767,439
Value of Credit Card Debt	74	\$425.12	\$1,595,467
Health			
Nonprescription Drugs	74	\$91.39	\$342,983
Prescription Drugs	77	\$321.20	\$1,205,470
Eyeglasses and Contact Lenses	72	\$64.63	\$242,567
Home			
Mortgage Payment and Basics (11)	70	\$6,020.78	\$22,595,996
Maintenance and Remodeling Services	71	\$1,243.07	\$4,665,225
Maintenance and Remodeling Materials (12)	70	\$253.48	\$951,327
Utilities, Fuel, and Public Services	78	\$3,781.83	\$14,193,213
Household Furnishings and Equipment			
Household Textiles (13)	74	\$64.56	\$242,298
Furniture	76	\$371.49	\$1,394,202
Rugs	73	\$17.78	\$66,745
Major Appliances (14)	69	\$194.44	\$729,740
Housewares (15)	74	\$61.59	\$231,146
Small Appliances	73	\$34.42	\$129,172
Luggage	74	\$6.84	\$25,658
Telephones and Accessories	79	\$56.23	\$211,024
Household Operations			
Child Care	73	\$308.77	\$1,158,817
Lawn and Garden (16)	67	\$273.83	\$1,027,701
Moving/Storage/Freight Express	69	\$43.75	\$164,204
Housekeeping Supplies (17)	75	\$524.32	\$1,967,767
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	75	\$346.96	\$1,302,143
Vehicle Insurance	76	\$852.46	\$3,199,279
Life/Other Insurance	71	\$294.80	\$1,106,399
Health Insurance	75	\$2,531.53	\$9,500,838
Personal Care Products (18)	73	\$316.80	\$1,188,967
School Books & Supplies for College	70	\$44.63	\$167,481
School Books & Supplies for Elementary/High School	77	\$15.86	\$59,541
School Books & Supplies for Vocational/Technical School	75	\$0.98	\$3,672
School Books & Supplies for Preschool/Other Schools	70	\$1.68	\$6,317
Other School Supplies	66	\$50.71	\$190,329
Smoking Products	81	\$331.43	\$1,243,860
Transportation			
Payments on Vehicles excluding Leases	73	\$1,516.96	\$5,693,158
Gasoline and Motor Oil	75	\$2,296.49	\$8,618,718
Vehicle Maintenance and Repairs	73	\$754.59	\$2,831,982
Travel			
Airline Fares	69	\$315.65	\$1,184,638
Lodging on Trips	70	\$325.81	\$1,222,749
Auto/Truck Rental on Trips	68	\$16.37	\$61,420
Food and Drink on Trips	70	\$306.61	\$1,150,700

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	95,916	100,399	105,385
Households	39,220	40,895	42,787
Families	22,919	23,644	24,589
Average Household Size	2.42	2.43	2.44
Owner Occupied Housing Units	23,437	22,157	23,244
Renter Occupied Housing Units	15,783	18,738	19,543
Median Age	36.8	38.1	38.9

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.97%	1.02%	0.84%
Households	0.91%	0.96%	0.79%
Families	0.79%	0.87%	0.72%
Owner HHs	0.96%	0.93%	0.73%
Median Household Income	3.21%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	7,128	17.4%	7,284	17.0%
\$15,000 - \$24,999	5,361	13.1%	5,334	12.5%
\$25,000 - \$34,999	4,485	11.0%	4,902	11.5%
\$35,000 - \$49,999	5,023	12.3%	3,085	7.2%
\$50,000 - \$74,999	6,293	15.4%	6,986	16.3%
\$75,000 - \$99,999	4,173	10.2%	4,806	11.2%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	4,343	10.6%	5,447	12.7%
\$150,000 - \$199,999	1,868	4.6%	2,407	5.6%
\$200,000+	2,220	5.4%	2,535	5.9%
Median Household Income	\$44,378		\$51,977	
Average Household Income	\$70,571		\$77,681	
Per Capita Income	\$29,048		\$31,798	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	6,941	7.2%	6,652	6.6%	6,781	6.4%
5 - 9	5,860	6.1%	6,598	6.6%	6,595	6.3%
10 - 14	5,378	5.6%	6,107	6.1%	6,752	6.4%
15 - 19	5,720	6.0%	5,566	5.5%	6,119	5.8%
20 - 24	5,955	6.2%	5,960	5.9%	5,879	5.6%
25 - 34	15,414	16.1%	14,553	14.5%	14,422	13.7%
35 - 44	14,561	15.2%	14,887	14.8%	15,514	14.7%
45 - 54	13,467	14.0%	13,448	13.4%	13,809	13.1%
55 - 64	12,034	12.5%	12,673	12.6%	13,172	12.5%
65 - 74	6,521	6.8%	9,003	9.0%	10,193	9.7%
75 - 84	3,010	3.1%	3,738	3.7%	4,748	4.5%
85+	1,054	1.1%	1,212	1.2%	1,403	1.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	29,394	30.6%	31,046	30.9%	32,601	30.9%
Black Alone	62,675	65.3%	64,817	64.6%	67,541	64.1%
American Indian Alone	206	0.2%	204	0.2%	206	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	1,149	1.2%	1,449	1.4%	1,770	1.7%
Pacific Islander Alone	27	0.0%	26	0.0%	26	0.0%
Some Other Race Alone	701	0.7%	712	0.7%	747	0.7%
Two or More Races	1,764	1.8%	2,143	2.1%	2,493	2.4%
Hispanic Origin (Any Race)	2,249	2.3%	2,303	2.3%	2,456	2.3%

RING: 3 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	100,399
2016 Households	40,895
2016 Median Disposable Income	\$36,942
2016 Per Capita Income	\$29,048

HOUSEHOLDS BY TYPE

Total	39,220	100%
Households with 1 Person	12,414	31.7%
Households with 2+ People	26,806	68.3%
Family Households	22,919	58.4%
Husband-wife Families	11,975	30.5%
With Own Children	4,425	11.3%
Other Family (No Spouse Present)	10,944	27.9%
With Own Children	4,847	12.4%
Nonfamily Households	3,887	9.9%
All Households with Children	11,653	29.7%
Multigenerational Households	2,491	6.4%
Unmarried Partner Households	3,323	8.5%
Male-female	2,276	5.8%
Same-sex	1,047	2.7%
Average Household Size	2.42	

FAMILY HOUSEHOLDS BY SIZE

Total	22,920	100%
2 People	9,170	40.0%
3 People	6,093	26.6%
4 People	4,200	18.3%
5 People	1,880	8.2%
6 People	823	3.6%
7+ People	754	3.3%
Average Family Size	3.10	

NONFAMILY HOUSEHOLDS BY SIZE

Total	16,302	100%
1 Person	12,414	76.2%
2 People	3,192	19.6%
3 People	470	2.9%
4 People	168	1.0%
5 People	33	0.2%
6 People	14	0.1%
7+ People	11	0.1%
Average Family Size	1.29	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	95,916	100%
In Households	94,724	98.8%
In Family Households	73,625	76.8%
Householder	22,868	23.8%
Spouse	11,944	12.5%
Child	30,813	32.1%
Other relative	5,411	5.6%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	2,588	2.7%
In Nonfamily Households	21,100	22.0%
In Group Quarters	1,192	1.2%
Institutionalized Population	328	0.3%
Noninstitutionalized Population	863	0.9%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	22,919	100%
Householder Age 15 - 44	10,016	43.7%
Householder Age 45 - 54	4,428	19.3%
Householder Age 55 - 64	4,345	19.0%
Householder Age 65 - 74	2,626	11.5%
Householder Age 75+	1,504	6.6%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	16,302	100%
Householder Age 15 - 44	6,616	40.6%
Householder Age 45 - 54	3,197	19.6%
Householder Age 55 - 64	3,163	19.4%
Householder Age 65 - 74	1,901	11.7%
Householder Age 75+	1,425	8.7%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	39,219	100%
Householder is White Alone	13,994	35.7%
Householder is Black Alone	23,926	61.0%
Householder is American Indian Alone	88	0.2%
Householder is Asian Alone	447	1.1%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	194	0.5%
Householder is Two or More Races	564	1.4%
Households with Hispanic Householder	747	1.9%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	11,975	100%
Householder is White Alone	5,790	48.4%
Householder is Black Alone	5,769	48.2%
Householder is American Indian Alone	15	0.1%
Householder is Asian Alone	208	1.7%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	56	0.5%
Householder is Two or More Races	135	1.1%
Husband-wife Families with Hispanic Householder	246	2.1%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	10,943	100%
Householder is White Alone	1,185	10.8%
Householder is Black Alone	9,462	86.5%
Householder is American Indian Alone	24	0.2%
Householder is Asian Alone	44	0.4%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	56	0.5%
Householder is Two or More Races	171	1.6%
Other Families with Hispanic Householder	187	1.7%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	16,300	100%
Householder is White Alone	7,019	43.1%
Householder is Black Alone	8,694	53.3%
Householder is American Indian Alone	49	0.3%
Householder is Asian Alone	195	1.2%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	82	0.5%
Householder is Two or More Races	258	1.6%
Nonfamily Households with Hispanic Householder	315	1.9%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	45,336	100%
Occupied Housing Units	39,220	86.5%
Vacant Housing Units		
For Rent	2,545	5.6%
Rented, not Occupied	88	0.2%
For Sale Only	1,226	2.7%
Sold, not Occupied	119	0.3%
For Seasonal/Recreational/Occasional Use	114	0.3%
For Migrant Workers	2	0.0%
Other Vacant	2,022	4.5%
Total Vacancy Rate	13.5%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	39,220	100%
Owner Occupied	23,437	59.8%
Owned with a Mortgage/Loan	18,657	47.6%
Owned Free and Clear	4,780	12.2%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.37	
Renter Occupied	15,783	40.2%
Average Household Size	2.49	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	23,437	100%
Householder is White Alone	10,691	45.6%
Householder is Black Alone	12,030	51.3%
Householder is American Indian Alone	41	0.2%
Householder is Asian Alone	302	1.3%
Householder is Pacific Islander Alone	2	0.0%
Householder is Some Other Race Alone	82	0.3%
Householder is Two or More Races	289	1.2%
Owner-occupied Housing Units with Hispanic Householder	384	1.6%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	15,782	100%
Householder is White Alone	3,303	20.9%
Householder is Black Alone	11,895	75.4%
Householder is American Indian Alone	47	0.3%
Householder is Asian Alone	146	0.9%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	112	0.7%
Householder is Two or More Races	275	1.7%
Renter-occupied Housing Units with Hispanic Householder	364	2.3%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.11

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.59
Householder is American Indian Alone	2.09
Householder is Asian Alone	2.29
Householder is Pacific Islander Alone	2.17
Householder is Some Other Race Alone	2.95
Householder is Two or More Races	2.44
Householder is Hispanic	2.63

RING: 3 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	100,399
2016 Households	40,895
2016 Median Disposable Income	\$36,942
2016 Per Capita Income	\$29,048

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	4,254
Total Employees	33,309
Total Residential Population	40,895
Employee/Residential Population Ratio	0.81

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	\$1,521,278,012	\$1,122,784,591	\$398,493,421	▲ 15.1	805
Total Retail Trade	44-45	\$1,375,905,795	\$981,829,280	\$394,076,515	▲ 16.7	551
Total Food & Drink	722	\$145,372,217	\$140,955,311	\$4,416,906	▲ 1.5	254

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$313,663,351	\$99,638,825	\$214,024,526	▲ 51.8	69
Automobile Dealers	4411	\$264,454,060	\$85,603,679	\$178,850,381	▲ 51.1	42
Other Motor Vehicle Dealers	4412	\$26,389,358	\$0	\$26,389,358	▲ 100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$22,819,933	\$14,035,146	\$8,784,787	▲ 23.8	27
Furniture & Home Furnishings Stores	442	\$49,031,684	\$10,215,853	\$38,815,831	▲ 65.5	19
Furniture Stores	4421	\$28,150,694	\$6,198,642	\$21,952,052	▲ 63.9	10

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$20,880,990	\$4,017,211	\$16,863,779	^ 67.7	8
Electronics & Appliance Stores	443	\$75,389,188	\$45,073,557	\$30,315,631	^ 25.2	28
Bldg Materials, Garden Equip. & Supply Stores	444	\$73,167,266	\$15,414,282	\$57,752,984	^ 65.2	15
Bldg Material & Supplies Dealers	4441	\$68,333,932	\$15,316,515	\$53,017,417	^ 63.4	14
Lawn & Garden Equip & Supply Stores	4442	\$4,833,334	\$97,767	\$4,735,567	^ 96.0	1
Food & Beverage Stores	445	\$251,862,071	\$195,882,523	\$55,979,548	^ 12.5	95
Grocery Stores	4451	\$218,373,405	\$158,975,192	\$59,398,213	^ 15.7	59
Specialty Food Stores	4452	\$19,545,720	\$15,242,531	\$4,303,189	^ 12.4	17
Beer, Wine & Liquor Stores	4453	\$13,942,946	\$21,664,800	-\$7,721,854	v -21.7	19
Health & Personal Care Stores	446,4461	\$79,320,249	\$174,830,163	-\$95,509,914	v -37.6	33
Gasoline Stations	447,4471	\$99,588,913	\$101,958,568	-\$2,369,655	v -1.2	55
Clothing & Clothing Accessories Stores	448	\$61,629,234	\$48,734,960	\$12,894,274	^ 11.7	99
Clothing Stores	4481	\$41,626,388	\$25,312,722	\$16,313,666	^ 24.4	61
Shoe Stores	4482	\$8,817,917	\$15,668,388	-\$6,850,471	v -28.0	17
Jewelry, Luggage & Leather Goods Stores	4483	\$11,184,929	\$7,753,850	\$3,431,079	^ 18.1	20
Sporting Goods, Hobby, Book & Music Stores	451	\$34,317,959	\$14,524,215	\$19,793,744	^ 40.5	21
Sporting Goods/Hobby/Musical Instr Stores	4511	\$29,065,797	\$9,958,385	\$19,107,412	^ 49.0	15
Book, Periodical & Music Stores	4512	\$5,252,162	\$4,565,830	\$686,332	^ 7.0	6
General Merchandise Stores	452	\$261,586,723	\$243,160,995	\$18,425,728	^ 3.7	39
Department Stores Excluding Leased Depts.	4521	\$199,011,949	\$219,482,704	-\$20,470,755	v -4.9	15
Other General Merchandise Stores	4529	\$62,574,774	\$23,678,291	\$38,896,483	^ 45.1	24
Miscellaneous Store Retailers	453	\$54,366,600	\$20,979,462	\$33,387,138	^ 44.3	63
Florists	4531	\$1,638,787	\$2,469,437	-\$830,650	v -20.2	8
Office Supplies, Stationery & Gift Stores	4532	\$8,798,187	\$2,533,600	\$6,264,587	^ 55.3	12
Used Merchandise Stores	4533	\$7,717,266	\$7,295,698	\$421,568	^ 2.8	20
Other Miscellaneous Store Retailers	4539	\$36,212,361	\$8,680,727	\$27,531,634	^ 61.3	23
Nonstore Retailers	454	\$21,982,557	\$11,415,879	\$10,566,678	^ 31.6	14
Electronic Shopping & Mail-Order Houses	4541	\$13,687,987	\$11,147,266	\$2,540,721	^ 10.2	13
Vending Machine Operators	4542	\$1,273,323	\$189,493	\$1,083,830	^ 74.1	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$7,021,247	\$79,119	\$6,942,128	^ 97.8	0
Food Services & Drinking Places	722	\$145,372,217	\$140,955,311	\$4,416,906	^ 1.5	254
Special Food Services	7223	\$1,524,175	\$1,195,858	\$328,317	^ 12.1	8
Drinking Places - Alcoholic Beverages	7224	\$3,327,824	\$3,881,733	-\$553,909	v -7.7	12
Restaurants/Other Eating Places	7225	\$140,520,218	\$135,877,720	\$4,642,498	^ 1.7	234

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Family Foundations (12A)	31.9%	Population	100,399	105,385
2. Emerald City (8B)	16.9%	Households	40,895	42,787
3. Urban Chic (2A)	12.7%	Families	23,644	24,589
4. City Commons (11E)	9.4%	Median Age	38.1	38.9
5. Modest Income Homes (12D)	7.0%	Median Household Income	\$44,378	\$51,977

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	92	\$1,856.89	\$75,937,659
Men's	91	\$366.47	\$14,986,588
Women's	92	\$633.34	\$25,900,273
Children's	93	\$299.97	\$12,267,378
Footwear	92	\$392.52	\$16,051,911
Watches & Jewelry	91	\$94.77	\$3,875,668
Apparel Products and Services (1)	97	\$69.83	\$2,855,842
Computer			
Computers and Hardware for Home Use	94	\$163.02	\$6,666,833
Portable Memory	95	\$4.45	\$181,923
Computer Software	98	\$12.71	\$519,876
Computer Accessories	92	\$16.29	\$666,141
Entertainment & Recreation	91	\$2,644.32	\$108,139,285
Fees and Admissions	90	\$521.20	\$21,314,670
Membership Fees for Clubs (2)	90	\$173.15	\$7,080,954
Fees for Participant Sports, excl. Trips	92	\$81.98	\$3,352,553
Tickets to Theatre/Operas/Concerts	91	\$48.08	\$1,966,145

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	92	\$60.96	\$2,492,762
Admission to Sporting Events, excl. Trips	93	\$49.76	\$2,034,962
Fees for Recreational Lessons	86	\$106.45	\$4,353,280
Dating Services	120	\$0.83	\$34,015
TV/Video/Audio	95	\$1,137.44	\$46,515,713
Cable and Satellite Television Services	95	\$851.14	\$34,807,527
Televisions	95	\$104.98	\$4,293,352
Satellite Dishes	86	\$1.26	\$51,544
VCRs, Video Cameras, and DVD Players	93	\$7.52	\$307,327
Miscellaneous Video Equipment	96	\$7.42	\$303,427
Video Cassettes and DVDs	93	\$17.11	\$699,525
Video Game Hardware/Accessories	96	\$24.65	\$1,008,012
Video Game Software	98	\$13.44	\$549,498
Streaming/Downloaded Video	91	\$16.59	\$678,566
Rental of Video Cassettes and DVDs	92	\$15.02	\$614,422
Installation of Televisions	98	\$0.90	\$36,860
Audio (3)	90	\$73.65	\$3,012,099
Rental of TV/VCR/Radio/Sound Equipment	114	\$1.49	\$61,025
Repair of TV/Radio/Sound Equipment	86	\$2.26	\$92,529
Pets	87	\$468.47	\$19,158,022
Toys/Games/Crafts/Hobbies (4)	90	\$102.75	\$4,201,768
Recreational Vehicles and Fees (5)	83	\$89.28	\$3,651,304
Sports/Recreation/Exercise Equipment (6)	82	\$135.05	\$5,523,040
Photo Equipment and Supplies (7)	91	\$50.31	\$2,057,591
Reading (8)	89	\$117.33	\$4,798,172
Live Entertainment for Catered Affairs	89	\$9.55	\$390,646
Rental of Party Supplies for Catered Affairs	86	\$12.92	\$528,358
Food	93	\$7,488.13	\$306,226,890
Food at Home	93	\$4,625.82	\$189,172,976

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	93	\$627.26	\$25,651,736
Meats, Poultry, Fish, and Eggs	93	\$1,036.51	\$42,388,017
Dairy Products	91	\$483.46	\$19,770,905
Fruits and Vegetables	93	\$885.02	\$36,193,050
Snacks and Other Food at Home (10)	93	\$1,593.58	\$65,169,269
Food Away from Home	93	\$2,862.30	\$117,053,913
Alcoholic Beverages	93	\$476.38	\$19,481,489
Financial			
Value of Stocks/Bonds/Mutual funds	95	\$7,086.88	\$289,817,835
Value of Retirement Plans	86	\$22,579.77	\$923,399,764
Value of Other Financial Assets	96	\$1,090.11	\$44,579,852
Vehicle Loan Amount excluding Interest	92	\$2,252.52	\$92,116,727
Value of Credit Card Debt	91	\$519.06	\$21,227,073
Health			
Nonprescription Drugs	90	\$112.47	\$4,599,438
Prescription Drugs	91	\$380.12	\$15,544,849
Eyeglasses and Contact Lenses	89	\$79.46	\$3,249,420
Home			
Mortgage Payment and Basics (11)	86	\$7,398.19	\$302,549,032
Maintenance and Remodeling Services	86	\$1,506.64	\$61,614,209
Maintenance and Remodeling Materials (12)	83	\$301.71	\$12,338,322
Utilities, Fuel, and Public Services	93	\$4,550.89	\$186,108,785
Household Furnishings and Equipment			
Household Textiles (13)	92	\$80.39	\$3,287,489
Furniture	94	\$464.59	\$18,999,366
Rugs	90	\$22.06	\$901,992
Major Appliances (14)	86	\$244.00	\$9,978,515
Housewares (15)	92	\$76.86	\$3,143,334
Small Appliances	91	\$42.90	\$1,754,257

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	93	\$8.60	\$351,630
Telephones and Accessories	97	\$69.03	\$2,822,978
Household Operations			
Child Care	93	\$392.38	\$16,046,347
Lawn and Garden (16)	84	\$341.93	\$13,983,369
Moving/Storage/Freight Express	92	\$58.63	\$2,397,730
Housekeeping Supplies (17)	92	\$644.38	\$26,351,894
Insurance			
Owners and Renters Insurance	88	\$407.60	\$16,668,842
Vehicle Insurance	93	\$1,041.24	\$42,581,402
Life/Other Insurance	87	\$360.31	\$14,734,744
Health Insurance	91	\$3,059.58	\$125,121,391
Personal Care Products (18)	92	\$397.89	\$16,271,875
School Books & Supplies for College	92	\$58.11	\$2,376,600
School Books & Supplies for Elementary/High School	94	\$19.25	\$787,051
School Books & Supplies for Vocational/Technical School	96	\$1.26	\$51,503
School Books & Supplies for Preschool/Other Schools	92	\$2.21	\$90,384
Other School Supplies	87	\$66.90	\$2,736,074
Smoking Products	96	\$393.15	\$16,077,910
Transportation			
Payments on Vehicles excluding Leases	90	\$1,879.76	\$76,872,725
Gasoline and Motor Oil	92	\$2,821.63	\$115,390,576
Vehicle Maintenance and Repairs	91	\$939.05	\$38,402,470
Travel			
Airline Fares	89	\$407.54	\$16,666,509
Lodging on Trips	89	\$410.70	\$16,795,683
Auto/Truck Rental on Trips	89	\$21.27	\$869,896
Food and Drink on Trips	89	\$388.15	\$15,873,248
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	95	\$7,086.88	\$289,817,835
Value of Retirement Plans	86	\$22,579.77	\$923,399,764
Value of Other Financial Assets	96	\$1,090.11	\$44,579,852
Vehicle Loan Amount excluding Interest	92	\$2,252.52	\$92,116,727
Value of Credit Card Debt	91	\$519.06	\$21,227,073
Health			
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Food and Drink on Trips	89	\$388.15	\$15,873,248

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	259,011	270,846	284,275
Households	105,245	110,355	115,850
Families	55,875	57,478	59,721
Average Household Size	2.33	2.34	2.34
Owner Occupied Housing Units	58,957	55,626	58,063
Renter Occupied Housing Units	46,288	54,729	57,788
Median Age	34.8	35.7	36.4

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.97%	1.02%	0.84%
Households	0.98%	0.96%	0.79%
Families	0.77%	0.87%	0.72%
Owner HHs	0.86%	0.93%	0.73%
Median Household Income	2.67%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	17,553	15.9%	17,886	15.4%
\$15,000 - \$24,999	12,759	11.6%	12,821	11.1%
\$25,000 - \$34,999	11,310	10.3%	12,382	10.7%
\$35,000 - \$49,999	14,479	13.1%	8,672	7.5%
\$50,000 - \$74,999	18,309	16.6%	20,545	17.7%
\$75,000 - \$99,999	11,749	10.6%	13,529	11.7%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	12,671	11.5%	16,151	13.9%
\$150,000 - \$199,999	5,069	4.6%	6,445	5.6%
\$200,000+	6,441	5.8%	7,404	6.4%
Median Household Income	\$48,734		\$55,588	
Average Household Income	\$74,092		\$81,756	
Per Capita Income	\$31,036		\$34,136	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	17,683	6.8%	17,002	6.3%	17,428	6.1%
5 - 9	14,606	5.6%	15,798	5.8%	15,976	5.6%
10 - 14	13,562	5.2%	14,434	5.3%	15,583	5.5%
15 - 19	15,948	6.2%	15,491	5.7%	16,248	5.7%
20 - 24	21,160	8.2%	21,586	8.0%	21,312	7.5%
25 - 34	47,560	18.4%	47,912	17.7%	49,230	17.3%
35 - 44	41,047	15.8%	41,617	15.4%	43,782	15.4%
45 - 54	35,043	13.5%	34,551	12.8%	35,002	12.3%
55 - 64	28,597	11.0%	30,989	11.4%	31,885	11.2%
65 - 74	14,033	5.4%	19,981	7.4%	23,789	8.4%
75 - 84	6,806	2.6%	8,155	3.0%	10,304	3.6%
85+	2,966	1.1%	3,330	1.2%	3,737	1.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	91,026	35.1%	95,670	35.3%	99,962	35.2%
Black Alone	148,856	57.5%	152,764	56.4%	158,378	55.7%
American Indian Alone	585	0.2%	571	0.2%	578	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	9,855	3.8%	11,933	4.4%	14,154	5.0%
Pacific Islander Alone	87	0.0%	92	0.0%	96	0.0%
Some Other Race Alone	3,190	1.2%	3,307	1.2%	3,528	1.2%
Two or More Races	5,412	2.1%	6,509	2.4%	7,579	2.7%
Hispanic Origin (Any Race)	9,206	3.6%	9,469	3.5%	10,113	3.6%

RING: 5 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	270,846
2016 Households	110,355
2016 Median Disposable Income	\$39,697
2016 Per Capita Income	\$31,036

HOUSEHOLDS BY TYPE

Total	105,245	100%
Households with 1 Person	37,019	35.2%
Households with 2+ People	68,226	64.8%
Family Households	55,875	53.1%
Husband-wife Families	31,338	29.8%
With Own Children	12,452	11.8%
Other Family (No Spouse Present)	24,537	23.3%
With Own Children	11,646	11.1%
Nonfamily Households	12,351	11.7%
All Households with Children	29,088	27.6%
Multigenerational Households	5,347	5.1%
Unmarried Partner Households	8,917	8.5%
Male-female	6,298	6.0%
Same-sex	2,619	2.5%
Average Household Size	2.33	

FAMILY HOUSEHOLDS BY SIZE

Total	55,875	100%
2 People	22,504	40.3%
3 People	14,526	26.0%
4 People	10,152	18.2%
5 People	4,725	8.5%
6 People	2,126	3.8%
7+ People	1,842	3.3%
Average Family Size	3.11	

NONFAMILY HOUSEHOLDS BY SIZE

Total	49,371	100%
1 Person	37,019	75.0%
2 People	10,109	20.5%
3 People	1,531	3.1%
4 People	492	1.0%
5 People	142	0.3%
6 People	47	0.1%
7+ People	31	0.1%
Average Family Size	1.32	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	259,011	100%
In Households	245,530	94.8%
In Family Households	180,232	69.6%
Householder	55,883	21.6%
Spouse	31,352	12.1%
Child	73,045	28.2%
Other relative	13,526	5.2%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	6,428	2.5%
In Nonfamily Households	65,298	25.2%
In Group Quarters	13,481	5.2%
Institutionalized Population	8,046	3.1%
Noninstitutionalized Population	5,435	2.1%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	55,877	100%
Householder Age 15 - 44	26,279	47.0%
Householder Age 45 - 54	11,294	20.2%
Householder Age 55 - 64	10,076	18.0%
Householder Age 65 - 74	5,235	9.4%
Householder Age 75+	2,993	5.4%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	49,369	100%
Householder Age 15 - 44	25,122	50.9%
Householder Age 45 - 54	8,587	17.4%
Householder Age 55 - 64	7,725	15.6%
Householder Age 65 - 74	4,213	8.5%
Householder Age 75+	3,722	7.5%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	105,245	100%
Householder is White Alone	44,182	42.0%
Householder is Black Alone	54,806	52.1%
Householder is American Indian Alone	252	0.2%
Householder is Asian Alone	3,277	3.1%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	32	0.0%
Householder is Some Other Race Alone	858	0.8%
Householder is Two or More Races	1,838	1.7%
Households with Hispanic Householder	2,803	2.7%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	31,338	100%
Householder is White Alone	15,073	48.1%
Householder is Black Alone	13,802	44.0%
Householder is American Indian Alone	65	0.2%
Householder is Asian Alone	1,622	5.2%
Householder is Pacific Islander Alone	10	0.0%
Householder is Some Other Race Alone	322	1.0%
Householder is Two or More Races	444	1.4%
Husband-wife Families with Hispanic Householder	893	2.8%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	24,537	100%
Householder is White Alone	3,236	13.2%
Householder is Black Alone	20,237	82.5%
Householder is American Indian Alone	59	0.2%
Householder is Asian Alone	337	1.4%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	214	0.9%
Householder is Two or More Races	450	1.8%
Other Families with Hispanic Householder	609	2.5%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	49,371	100%
Householder is White Alone	25,872	52.4%
Householder is Black Alone	20,767	42.1%
Householder is American Indian Alone	128	0.3%
Householder is Asian Alone	1,318	2.7%
Householder is Pacific Islander Alone	19	0.0%
Householder is Some Other Race Alone	323	0.7%
Householder is Two or More Races	944	1.9%
Nonfamily Households with Hispanic Householder	1,301	2.6%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	120,180	100%
Occupied Housing Units	105,245	87.6%
Vacant Housing Units		
For Rent	6,806	5.7%
Rented, not Occupied	263	0.2%
For Sale Only	2,781	2.3%
Sold, not Occupied	325	0.3%
For Seasonal/Recreational/Occasional Use	425	0.4%
For Migrant Workers	3	0.0%
Other Vacant	4,332	3.6%
Total Vacancy Rate	12.4%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	105,245	100%
Owner Occupied	58,957	56.0%
Owned with a Mortgage/Loan	48,821	46.4%
Owned Free and Clear	10,136	9.6%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.35	
Renter Occupied	46,288	44.0%
Average Household Size	2.31	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	58,958	100%
Householder is White Alone	28,632	48.6%
Householder is Black Alone	28,022	47.5%
Householder is American Indian Alone	119	0.2%
Householder is Asian Alone	1,073	1.8%
Householder is Pacific Islander Alone	14	0.0%
Householder is Some Other Race Alone	320	0.5%
Householder is Two or More Races	778	1.3%
Owner-occupied Housing Units with Hispanic Householder	1,275	2.2%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	46,287	100%
Householder is White Alone	15,550	33.6%
Householder is Black Alone	26,783	57.9%
Householder is American Indian Alone	133	0.3%
Householder is Asian Alone	2,204	4.8%
Householder is Pacific Islander Alone	19	0.0%
Householder is Some Other Race Alone	538	1.2%
Householder is Two or More Races	1,060	2.3%
Renter-occupied Housing Units with Hispanic Householder	1,528	3.3%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 1.98

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.58
Householder is American Indian Alone	2.18
Householder is Asian Alone	2.69
Householder is Pacific Islander Alone	2.47
Householder is Some Other Race Alone	3.27
Householder is Two or More Races	2.36
Householder is Hispanic	2.72

RING: 5 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	270,846
2016 Households	110,355
2016 Median Disposable Income	\$39,697
2016 Per Capita Income	\$31,036

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	11,107
Total Employees	138,184
Total Residential Population	110,355
Employee/Residential Population Ratio	1.25

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	\$4,330,138,502	\$4,292,126,066	\$38,012,436	^ 0.4	2,323
Total Retail Trade	44-45	\$3,908,051,976	\$3,837,015,908	\$71,036,068	^ 0.9	1,523
Total Food & Drink	722	\$422,086,526	\$455,110,159	-\$33,023,633	v -3.8	800

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$891,224,506	\$642,761,188	\$248,463,318	^ 16.2	201
Automobile Dealers	4411	\$753,101,409	\$584,206,127	\$168,895,282	^ 12.6	116
Other Motor Vehicle Dealers	4412	\$73,830,931	\$3,662,870	\$70,168,061	^ 90.5	2
Auto Parts, Accessories & Tire Stores	4413	\$64,292,165	\$54,892,191	\$9,399,974	^ 7.9	84
Furniture & Home Furnishings Stores	442	\$138,420,589	\$56,399,462	\$82,021,127	^ 42.1	55
Furniture Stores	4421	\$80,654,976	\$35,459,371	\$45,195,605	^ 38.9	32

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$57,765,613	\$20,940,091	\$36,825,522	^ 46.8	23
Electronics & Appliance Stores	443	\$215,249,013	\$112,573,100	\$102,675,913	^ 31.3	83
Bldg Materials, Garden Equip. & Supply Stores	444	\$197,271,766	\$96,433,980	\$100,837,786	^ 34.3	53
Bldg Material & Supplies Dealers	4441	\$184,362,495	\$95,254,262	\$89,108,233	^ 31.9	49
Lawn & Garden Equip & Supply Stores	4442	\$12,909,271	\$1,179,718	\$11,729,553	^ 83.3	4
Food & Beverage Stores	445	\$720,166,975	\$739,235,059	-\$19,068,084	v -1.3	236
Grocery Stores	4451	\$623,947,776	\$512,535,317	\$111,412,459	^ 9.8	143
Specialty Food Stores	4452	\$55,995,310	\$161,349,467	-\$105,354,157	v -48.5	44
Beer, Wine & Liquor Stores	4453	\$40,223,890	\$65,350,275	-\$25,126,385	v -23.8	49
Health & Personal Care Stores	446,4461	\$219,809,179	\$1,166,895,237	-\$947,086,058	v -68.3	100
Gasoline Stations	447,4471	\$282,360,340	\$274,891,986	\$7,468,354	^ 1.3	131
Clothing & Clothing Accessories Stores	448	\$179,019,023	\$124,147,524	\$54,871,499	^ 18.1	263
Clothing Stores	4481	\$121,083,649	\$72,994,880	\$48,088,769	^ 24.8	179
Shoe Stores	4482	\$25,683,731	\$28,392,630	-\$2,708,899	v -5.0	34
Jewelry, Luggage & Leather Goods Stores	4483	\$32,251,643	\$22,760,014	\$9,491,629	^ 17.3	50
Sporting Goods, Hobby, Book & Music Stores	451	\$98,603,622	\$49,592,272	\$49,011,350	^ 33.1	61
Sporting Goods/Hobby/Musical Instr Stores	4511	\$83,384,600	\$26,321,249	\$57,063,351	^ 52.0	43
Book, Periodical & Music Stores	4512	\$15,219,022	\$23,271,023	-\$8,052,001	v -20.9	18
General Merchandise Stores	452	\$750,519,307	\$431,497,204	\$319,022,103	^ 27.0	92
Department Stores Excluding Leased Depts.	4521	\$571,923,453	\$380,023,665	\$191,899,788	^ 20.2	37
Other General Merchandise Stores	4529	\$178,595,854	\$51,473,538	\$127,122,316	^ 55.3	56
Miscellaneous Store Retailers	453	\$153,907,661	\$95,697,462	\$58,210,199	^ 23.3	209
Florists	4531	\$4,399,631	\$5,223,520	-\$823,889	v -8.6	24
Office Supplies, Stationery & Gift Stores	4532	\$25,187,711	\$21,156,104	\$4,031,607	^ 8.7	44
Used Merchandise Stores	4533	\$22,378,402	\$23,789,665	-\$1,411,263	v -3.1	60
Other Miscellaneous Store Retailers	4539	\$101,941,917	\$45,528,173	\$56,413,744	^ 38.3	82
Nonstore Retailers	454	\$61,499,995	\$46,891,435	\$14,608,560	^ 13.5	37
Electronic Shopping & Mail-Order Houses	4541	\$39,215,799	\$39,517,400	-\$301,601	v -0.4	30
Vending Machine Operators	4542	\$3,655,514	\$189,493	\$3,466,021	^ 90.1	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$18,628,683	\$7,184,542	\$11,444,141	^ 44.3	6
Food Services & Drinking Places	722	\$422,086,526	\$455,110,159	-\$33,023,633	v -3.8	800
Special Food Services	7223	\$4,353,868	\$4,640,033	-\$286,165	v -3.2	25
Drinking Places - Alcoholic Beverages	7224	\$9,881,034	\$22,858,796	-\$12,977,762	v -39.6	40
Restaurants/Other Eating Places	7225	\$407,851,624	\$427,611,329	-\$19,759,705	v -2.4	735

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Family Foundations (12A)	21.8%	Population	270,846	284,275
2. Metro Renters (3B)	15.0%	Households	110,355	115,850
3. Emerald City (8B)	13.8%	Families	57,478	59,721
4. Urban Chic (2A)	7.9%	Median Age	35.7	36.4
5. City Commons (11E)	4.0%	Median Household Income	\$48,734	\$55,588

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	99	\$2,001.29	\$220,851,819
Men's	99	\$398.86	\$44,015,913
Women's	99	\$677.09	\$74,720,299
Children's	101	\$326.19	\$35,996,994
Footwear	99	\$423.14	\$46,695,355
Watches & Jewelry	98	\$101.49	\$11,199,395
Apparel Products and Services (1)	103	\$74.52	\$8,223,863
Computer			
Computers and Hardware for Home Use	102	\$177.00	\$19,533,098
Portable Memory	102	\$4.80	\$529,853
Computer Software	105	\$13.57	\$1,497,327
Computer Accessories	96	\$16.99	\$1,875,225
Entertainment & Recreation	95	\$2,764.95	\$305,126,286
Fees and Admissions	96	\$552.33	\$60,952,247
Membership Fees for Clubs (2)	95	\$182.41	\$20,129,614
Fees for Participant Sports, excl. Trips	95	\$85.14	\$9,396,123
Tickets to Theatre/Operas/Concerts	96	\$50.81	\$5,607,116

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	101	\$67.19	\$7,414,510
Admission to Sporting Events, excl. Trips	100	\$53.08	\$5,857,863
Fees for Recreational Lessons	92	\$112.73	\$12,440,181
Dating Services	141	\$0.97	\$106,840
TV/Video/Audio	98	\$1,184.88	\$130,757,949
Cable and Satellite Television Services	98	\$876.71	\$96,749,339
Televisions	101	\$111.24	\$12,275,846
Satellite Dishes	86	\$1.26	\$139,478
VCRs, Video Cameras, and DVD Players	101	\$8.19	\$904,218
Miscellaneous Video Equipment	102	\$7.84	\$865,109
Video Cassettes and DVDs	101	\$18.75	\$2,069,347
Video Game Hardware/Accessories	107	\$27.34	\$3,017,151
Video Game Software	110	\$15.10	\$1,666,284
Streaming/Downloaded Video	103	\$18.68	\$2,060,883
Rental of Video Cassettes and DVDs	101	\$16.56	\$1,827,552
Installation of Televisions	93	\$0.86	\$94,926
Audio (3)	96	\$78.23	\$8,632,726
Rental of TV/VCR/Radio/Sound Equipment	122	\$1.60	\$176,900
Repair of TV/Radio/Sound Equipment	96	\$2.52	\$278,190
Pets	90	\$482.31	\$53,225,418
Toys/Games/Crafts/Hobbies (4)	95	\$109.10	\$12,039,507
Recreational Vehicles and Fees (5)	84	\$89.93	\$9,923,755
Sports/Recreation/Exercise Equipment (6)	90	\$148.27	\$16,362,641
Photo Equipment and Supplies (7)	98	\$53.82	\$5,939,772
Reading (8)	92	\$121.28	\$13,383,408
Live Entertainment for Catered Affairs	87	\$9.33	\$1,029,467
Rental of Party Supplies for Catered Affairs	91	\$13.70	\$1,512,121
Food	99	\$7,963.43	\$878,804,348
Food at Home	98	\$4,881.72	\$538,722,500

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	98	\$658.15	\$72,630,007
Meats, Poultry, Fish, and Eggs	98	\$1,091.01	\$120,398,599
Dairy Products	96	\$511.38	\$56,432,808
Fruits and Vegetables	99	\$941.74	\$103,926,068
Snacks and Other Food at Home (10)	98	\$1,679.44	\$185,335,017
Food Away from Home	100	\$3,081.71	\$340,081,848
Alcoholic Beverages	101	\$517.08	\$57,062,106
Financial			
Value of Stocks/Bonds/Mutual funds	92	\$6,874.83	\$758,671,578
Value of Retirement Plans	83	\$21,692.14	\$2,393,835,884
Value of Other Financial Assets	97	\$1,092.22	\$120,532,275
Vehicle Loan Amount excluding Interest	98	\$2,380.12	\$262,657,933
Value of Credit Card Debt	94	\$537.55	\$59,321,627
Health			
Nonprescription Drugs	93	\$115.78	\$12,776,833
Prescription Drugs	89	\$374.01	\$41,274,307
Eyeglasses and Contact Lenses	91	\$81.29	\$8,971,154
Home			
Mortgage Payment and Basics (11)	85	\$7,311.67	\$806,879,744
Maintenance and Remodeling Services	83	\$1,454.06	\$160,462,775
Maintenance and Remodeling Materials (12)	80	\$288.67	\$31,855,932
Utilities, Fuel, and Public Services	95	\$4,651.27	\$513,290,433
Household Furnishings and Equipment			
Household Textiles (13)	97	\$84.36	\$9,309,405
Furniture	100	\$493.27	\$54,434,385
Rugs	93	\$22.70	\$2,504,871
Major Appliances (14)	87	\$247.60	\$27,323,967
Housewares (15)	98	\$81.82	\$9,029,162
Small Appliances	97	\$45.77	\$5,051,364

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	97	\$9.00	\$993,296
Telephones and Accessories	105	\$74.39	\$8,209,038
Household Operations			
Child Care	103	\$434.43	\$47,941,235
Lawn and Garden (16)	82	\$335.97	\$37,076,109
Moving/Storage/Freight Express	105	\$66.52	\$7,340,700
Housekeeping Supplies (17)	96	\$671.93	\$74,151,261
Insurance			
Owners and Renters Insurance	84	\$390.62	\$43,106,770
Vehicle Insurance	97	\$1,082.67	\$119,478,382
Life/Other Insurance	86	\$356.08	\$39,295,159
Health Insurance	92	\$3,098.01	\$341,880,508
Personal Care Products (18)	98	\$424.71	\$46,868,917
School Books & Supplies for College	103	\$65.18	\$7,193,173
School Books & Supplies for Elementary/High School	96	\$19.72	\$2,176,125
School Books & Supplies for Vocational/Technical School	108	\$1.41	\$156,076
School Books & Supplies for Preschool/Other Schools	98	\$2.34	\$258,604
Other School Supplies	94	\$72.11	\$7,958,194
Smoking Products	98	\$403.32	\$44,507,936
Transportation			
Payments on Vehicles excluding Leases	94	\$1,960.64	\$216,366,205
Gasoline and Motor Oil	96	\$2,939.10	\$324,344,468
Vehicle Maintenance and Repairs	95	\$978.74	\$108,009,176
Travel			
Airline Fares	95	\$433.29	\$47,815,534
Lodging on Trips	90	\$419.58	\$46,302,466
Auto/Truck Rental on Trips	92	\$22.14	\$2,443,456
Food and Drink on Trips	92	\$403.17	\$44,491,560
Financial			

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