



RING: 1 MILE

## Demographic & Income Profile

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

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

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

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

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

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Market Profile

## HOUSING UNIT SUMMARY

	2010	2016	2021
<b>Housing Units</b>	54	57	58
Owner Occupied Housing Units	63.0%	59.6%	60.3%
Renter Occupied Housing Units	16.7%	19.3%	19.0%
Vacant Housing Units	20.4%	21.1%	20.7%
Median Home Value		\$90,000	\$97,727
Per Capita Income		\$26,054	\$28,167
Median Age	41.2	42.5	44.6

## OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
<b>Total</b>	34	35
<\$50,000	26.5%	20.0%
\$50,000 - \$99,999	29.4%	31.4%
\$100,000 - \$149,999	11.8%	14.3%
\$150,000 - \$199,999	17.6%	17.1%
\$200,000 - \$249,999	2.9%	5.7%
\$250,000 - \$299,999	5.9%	8.6%
\$300,000 - \$399,999	5.9%	2.9%
\$400,000 - \$499,999	0.0%	0.0%
\$500,000 - \$749,999	0.0%	0.0%
\$750,000 - \$999,999	0.0%	0.0%
\$1,000,000 +	0.0%	0.0%
Average Home Value	\$117,647	\$122,857

POPULATION BY SEX	2010	2016	2021
Males	54	56	58
Females	54	56	57

POPULATION 15+ BY MARITAL STATUS 2016

<b>Total</b>	93
Never Married	29.0%
Married	52.7%
Widowed	6.5%
Divorced	11.8%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	91.7%
Civilian Unemployed	8.3%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

<b>Total</b>	44
Agriculture/Mining	4.5%
Construction	4.5%
Manufacturing	4.5%
Wholesale Trade	2.3%
Retail Trade	9.1%
Transportation/Utilities	4.5%
Information	0.0%
Finance/Insurance/Real Estate	4.5%
Services	56.8%
Public Administration	4.5%

## EMPLOYED POPULATION 16+ BY OCCUPATION

2016

<b>Total</b>	44
<b>White Collar</b>	54.6%
Management/Business/Financial	11.4%
Professional	25.0%
Sales	9.1%
Administrative Support	9.1%
<b>Services</b>	18.2%
<b>Blue Collar</b>	29.5%
Farming/Forestry/Fishing	2.3%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	4.5%
Production	9.1%
Transportation/Material Moving	9.1%

## HOUSEHOLDS BY TYPE

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

## HOUSEHOLDS BY TYPE

Average Household Size

2.51

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	43
1 Person	25.6%
2 People	37.2%
3 People	16.3%
4 People	11.6%
5 People	4.7%
6 People	2.3%
7+ People	2.3%

## POPULATION 25+ BY EDUCATIONAL ATTAINMENT

<b>Total</b>	80
Less than 9th Grade	3.8%
9th - 12th Grade, No Diploma	8.8%
High School Graduate	31.2%
GED/Alternative Credential	6.2%
Some College, No Degree	18.8%
Associate Degree	6.2%
Bachelor's Degree	20.0%
Graduate/Professional Degree	5.0%

RING: 1 MILE

Tapestry

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

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



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

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

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

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	75	\$5,595.36	\$251,791
Value of Retirement Plans	89	\$23,180.98	\$1,043,144
Value of Other Financial Assets	95	\$1,071.13	\$48,201
Vehicle Loan Amount excluding Interest	106	\$2,581.38	\$116,162
Value of Credit Card Debt	88	\$501.04	\$22,547
<b>Health</b>			
Nonprescription Drugs	111	\$138.18	\$6,218
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Rugs	62	\$15.22	\$685
Major Appliances (14)	98	\$277.40	\$12,483
Housewares (15)	90	\$75.11	\$3,380
Small Appliances	85	\$39.89	\$1,795
Luggage	57	\$5.27	\$237
Telephones and Accessories	76	\$53.84	\$2,423
<b>Household Operations</b>			
Child Care	57	\$242.60	\$10,917
Lawn and Garden (16)	115	\$467.96	\$21,058
Moving/Storage/Freight Express	84	\$53.22	\$2,395
Housekeeping Supplies (17)	98	\$688.44	\$30,980
<b>Insurance</b>			

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

RING: 3 MILES

## Demographic & Income Profile

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

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

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

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

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

RING: 3 MILES

Market Profile

## HOUSING UNIT SUMMARY

	2010	2016	2021
<b>Housing Units</b>	1,264	1,283	1,295
Owner Occupied Housing Units	59.1%	55.9%	55.0%
Renter Occupied Housing Units	26.3%	28.1%	28.2%
Vacant Housing Units	14.6%	16.0%	16.8%
Median Home Value		\$73,574	\$84,529
Per Capita Income		\$21,039	\$22,618
Median Age	37.5	38.2	39.6

## OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
<b>Total</b>	717	712
<\$50,000	30.4%	26.3%
\$50,000 - \$99,999	41.6%	34.3%
\$100,000 - \$149,999	12.1%	20.2%
\$150,000 - \$199,999	10.5%	12.9%
\$200,000 - \$249,999	1.4%	1.7%
\$250,000 - \$299,999	1.4%	2.0%
\$300,000 - \$399,999	2.1%	2.0%
\$400,000 - \$499,999	0.0%	0.0%
\$500,000 - \$749,999	0.4%	0.6%
\$750,000 - \$999,999	0.0%	0.0%
\$1,000,000 +	0.1%	0.0%
Average Home Value	\$90,900	\$99,895



POPULATION BY SEX	2010	2016	2021
Males	1,421	1,429	1,440
Females	1,530	1,516	1,509

POPULATION 15+ BY MARITAL STATUS 2016

<b>Total</b>	2,342
Never Married	33.4%
Married	46.5%
Widowed	9.1%
Divorced	11.0%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	94.6%
Civilian Unemployed	5.4%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

<b>Total</b>	1,158
Agriculture/Mining	2.2%
Construction	5.6%
Manufacturing	6.7%
Wholesale Trade	0.9%
Retail Trade	3.0%
Transportation/Utilities	5.7%
Information	0.1%
Finance/Insurance/Real Estate	2.0%
Services	71.2%
Public Administration	2.6%

## EMPLOYED POPULATION 16+ BY OCCUPATION

2016

<b>Total</b>	1,158
<b>White Collar</b>	43.1%
Management/Business/Financial	7.3%
Professional	25.2%
Sales	3.5%
Administrative Support	7.1%
<b>Services</b>	33.8%
<b>Blue Collar</b>	23.2%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	2.4%
Production	10.0%
Transportation/Material Moving	4.8%

## HOUSEHOLDS BY TYPE

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

## HOUSEHOLDS BY TYPE

Average Household Size

2.62

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	1,079
1 Person	25.1%
2 People	34.7%
3 People	15.3%
4 People	13.0%
5 People	6.4%
6 People	3.3%
7+ People	2.2%

## POPULATION 25+ BY EDUCATIONAL ATTAINMENT

<b>Total</b>	1,972
Less than 9th Grade	4.2%
9th - 12th Grade, No Diploma	12.0%
High School Graduate	38.1%
GED/Alternative Credential	5.5%
Some College, No Degree	18.1%
Associate Degree	8.5%
Bachelor's Degree	11.5%
Graduate/Professional Degree	2.1%

RING: 3 MILES

Tapestry

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

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

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

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

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

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



	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	91	\$421.21	\$454,059
Vehicle Insurance	80	\$898.70	\$968,800
Life/Other Insurance	75	\$310.69	\$334,926
Health Insurance	81	\$2,742.25	\$2,956,145
Personal Care Products (18)	73	\$318.08	\$342,888
School Books & Supplies for College	64	\$40.37	\$43,517
School Books & Supplies for Elementary/High School	78	\$16.12	\$17,377
School Books & Supplies for Vocational/Technical School	63	\$0.83	\$897
School Books & Supplies for Preschool/Other Schools	69	\$1.66	\$1,792
Other School Supplies	70	\$53.60	\$57,778
Smoking Products	99	\$407.27	\$439,040
<b>Transportation</b>			
Payments on Vehicles excluding Leases	83	\$1,729.45	\$1,864,352
Gasoline and Motor Oil	84	\$2,582.15	\$2,783,559
Vehicle Maintenance and Repairs	77	\$800.15	\$862,566
<b>Travel</b>			
Airline Fares	60	\$273.80	\$295,156
Lodging on Trips	68	\$316.29	\$340,959
Auto/Truck Rental on Trips	68	\$16.26	\$17,533
Food and Drink on Trips	69	\$301.69	\$325,220

RING: 5 MILES

## Demographic & Income Profile

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

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

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

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

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

RING: 5 MILES

Market Profile

## HOUSING UNIT SUMMARY

	2010	2016	2021
<b>Housing Units</b>	4,207	4,335	4,407
Owner Occupied Housing Units	59.3%	56.0%	55.3%
Renter Occupied Housing Units	26.6%	28.5%	28.6%
Vacant Housing Units	14.2%	15.4%	16.1%
Median Home Value		\$74,551	\$83,284
Per Capita Income		\$20,445	\$21,886
Median Age	36.1	36.9	38.1

## OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
<b>Total</b>	2,429	2,438
<\$50,000	30.9%	26.8%
\$50,000 - \$99,999	38.9%	34.9%
\$100,000 - \$149,999	12.7%	17.8%
\$150,000 - \$199,999	9.6%	11.5%
\$200,000 - \$249,999	1.6%	2.1%
\$250,000 - \$299,999	2.8%	3.6%
\$300,000 - \$399,999	2.4%	2.4%
\$400,000 - \$499,999	0.2%	0.2%
\$500,000 - \$749,999	0.4%	0.5%
\$750,000 - \$999,999	0.0%	0.0%
\$1,000,000 +	0.4%	0.3%
Average Home Value	\$97,725	\$105,945

POPULATION BY SEX	2010	2016	2021
Males	5,110	5,212	5,279
Females	5,061	5,133	5,173

POPULATION 15+ BY MARITAL STATUS 2016

<b>Total</b>	8,238
Never Married	33.5%
Married	49.8%
Widowed	6.7%
Divorced	9.9%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	94.2%
Civilian Unemployed	5.8%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

<b>Total</b>	4,432
Agriculture/Mining	3.3%
Construction	5.6%
Manufacturing	11.0%
Wholesale Trade	1.5%
Retail Trade	6.3%
Transportation/Utilities	4.1%
Information	0.7%
Finance/Insurance/Real Estate	2.4%
Services	60.1%
Public Administration	4.9%

## EMPLOYED POPULATION 16+ BY OCCUPATION

2016

<b>Total</b>	4,432
<b>White Collar</b>	46.3%
Management/Business/Financial	6.3%
Professional	25.3%
Sales	6.8%
Administrative Support	7.9%
<b>Services</b>	25.1%
<b>Blue Collar</b>	28.6%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	2.5%
Production	14.1%
Transportation/Material Moving	5.3%

## HOUSEHOLDS BY TYPE

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

## HOUSEHOLDS BY TYPE

Average Household Size

2.64

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	3,612
1 Person	26.6%
2 People	31.5%
3 People	15.9%
4 People	12.7%
5 People	7.3%
6 People	3.5%
7+ People	2.4%

## POPULATION 25+ BY EDUCATIONAL ATTAINMENT

<b>Total</b>	6,826
Less than 9th Grade	7.9%
9th - 12th Grade, No Diploma	10.9%
High School Graduate	30.1%
GED/Alternative Credential	5.8%
Some College, No Degree	23.1%
Associate Degree	6.4%
Bachelor's Degree	11.7%
Graduate/Professional Degree	4.2%

RING: 5 MILES

Tapestry

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

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



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

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

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

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	67	\$5,059.22	\$18,547,103
Value of Retirement Plans	71	\$18,692.06	\$68,525,099
Value of Other Financial Assets	78	\$882.65	\$3,235,780
Vehicle Loan Amount excluding Interest	83	\$2,023.50	\$7,418,168
Value of Credit Card Debt	73	\$417.18	\$1,529,370
<b>Health</b>			
Nonprescription Drugs	83	\$103.23	\$378,426
Prescription Drugs	92	\$386.48	\$1,416,841
Eyeglasses and Contact Lenses	77	\$69.25	\$253,872
<b>Home</b>			
Mortgage Payment and Basics (11)	68	\$5,786.47	\$21,213,212
Maintenance and Remodeling Services	75	\$1,316.63	\$4,826,762
Maintenance and Remodeling Materials (12)	91	\$330.24	\$1,210,651
Utilities, Fuel, and Public Services	82	\$4,015.78	\$14,721,849
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	71	\$62.18	\$227,946
Furniture	69	\$340.90	\$1,249,736
Rugs	62	\$15.15	\$55,533
Major Appliances (14)	77	\$218.95	\$802,680
Housewares (15)	74	\$62.14	\$227,814
Small Appliances	72	\$33.97	\$124,544
Luggage	60	\$5.51	\$20,185
Telephones and Accessories	72	\$51.49	\$188,778
<b>Household Operations</b>			
Child Care	60	\$255.48	\$936,599
Lawn and Garden (16)	83	\$336.55	\$1,233,775
Moving/Storage/Freight Express	70	\$44.22	\$162,119
Housekeeping Supplies (17)	79	\$554.30	\$2,032,077
<b>Insurance</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	89	\$409.70	\$1,501,954
Vehicle Insurance	80	\$891.86	\$3,269,542
Life/Other Insurance	74	\$307.07	\$1,125,726
Health Insurance	80	\$2,709.62	\$9,933,478
Personal Care Products (18)	73	\$318.94	\$1,169,224
School Books & Supplies for College	69	\$43.58	\$159,763
School Books & Supplies for Elementary/High School	77	\$15.92	\$58,373
School Books & Supplies for Vocational/Technical School	63	\$0.83	\$3,061
School Books & Supplies for Preschool/Other Schools	67	\$1.59	\$5,844
Other School Supplies	71	\$54.48	\$199,709
Smoking Products	104	\$425.77	\$1,560,887
<b>Transportation</b>			
Payments on Vehicles excluding Leases	84	\$1,743.46	\$6,391,529
Gasoline and Motor Oil	85	\$2,609.98	\$9,568,202
Vehicle Maintenance and Repairs	78	\$804.98	\$2,951,065
<b>Travel</b>			
Airline Fares	58	\$266.85	\$978,254
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