



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	2,141	2,355	2,444
Households	913	993	1,030
Families	602	650	670
Average Household Size	2.33	2.35	2.36
Owner Occupied Housing Units	601	631	661
Renter Occupied Housing Units	312	362	368
Median Age	41.4	42.4	43.2

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.74%	0.54%	0.84%
Households	0.73%	0.54%	0.79%
Families	0.61%	0.44%	0.72%
Owner HHs	0.93%	0.54%	0.73%
Median Household Income	2.07%	1.88%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	106	10.7%	108	10.5%
\$15,000 - \$24,999	101	10.2%	120	11.7%
\$25,000 - \$34,999	151	15.2%	125	12.1%
\$35,000 - \$49,999	139	14.0%	118	11.5%
\$50,000 - \$74,999	165	16.6%	155	15.1%
\$75,000 - \$99,999	131	13.2%	143	13.9%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	139	14.0%	182	17.7%
\$150,000 - \$199,999	42	4.2%	54	5.2%
\$200,000+	19	1.9%	24	2.3%
Median Household Income	\$49,927		\$55,321	
Average Household Income	\$65,723		\$72,734	
Per Capita Income	\$28,130		\$31,088	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	109	5.1%	120	5.1%	120	4.9%
5 - 9	122	5.7%	122	5.2%	129	5.3%
10 - 14	128	6.0%	132	5.6%	135	5.5%
15 - 19	148	6.9%	128	5.4%	131	5.4%
20 - 24	131	6.1%	138	5.9%	111	4.5%
25 - 34	276	12.9%	330	14.0%	309	12.6%
35 - 44	249	11.6%	274	11.6%	340	13.9%
45 - 54	319	14.9%	307	13.0%	284	11.6%
55 - 64	289	13.5%	336	14.3%	344	14.1%
65 - 74	158	7.4%	244	10.4%	311	12.7%
75 - 84	152	7.1%	139	5.9%	150	6.1%
85+	59	2.8%	83	3.5%	81	3.3%

RING: 1 MILE

Market Profile

HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	1,007	1,106	1,122
Owner Occupied Housing Units	59.7%	57.1%	58.9%
Renter Occupied Housing Units	31.0%	32.7%	32.8%
Vacant Housing Units	9.3%	10.2%	8.2%
Median Home Value		\$176,351	\$216,321
Per Capita Income		\$28,130	\$31,088
Median Age	41.4	42.4	43.2

OWNER OCCUPIED HOUSING UNITS BY VALUE	2016	2021
Total	631	661
<\$50,000	5.1%	2.0%
\$50,000 - \$99,999	7.3%	2.0%
\$100,000 - \$149,999	28.4%	12.3%
\$150,000 - \$199,999	17.6%	24.4%
\$200,000 - \$249,999	17.1%	29.2%
\$250,000 - \$299,999	8.7%	13.0%
\$300,000 - \$399,999	4.3%	4.8%
\$400,000 - \$499,999	9.7%	10.3%
\$500,000 - \$749,999	1.0%	1.1%
\$750,000 - \$999,999	0.0%	0.0%
\$1,000,000 +	1.0%	1.2%
Average Home Value	\$211,767	\$245,997

POPULATION BY SEX	2010	2016	2021
Males	988	1,101	1,156
Females	1,153	1,253	1,289

POPULATION 15+ BY MARITAL STATUS 2016

Total	1,981
Never Married	23.3%
Married	57.1%
Widowed	7.6%
Divorced	12.0%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	92.9%
Civilian Unemployed	7.1%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	1,075
Agriculture/Mining	1.0%
Construction	6.4%
Manufacturing	10.1%
Wholesale Trade	2.7%
Retail Trade	8.5%
Transportation/Utilities	3.8%
Information	1.8%
Finance/Insurance/Real Estate	9.9%
Services	51.0%
Public Administration	4.8%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	1,075
White Collar	61.6%
Management/Business/Financial	22.4%
Professional	14.7%
Sales	9.7%
Administrative Support	14.8%
Services	14.6%
Blue Collar	23.8%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.6%
Installation/Maintenance/Repair	7.7%
Production	5.3%
Transportation/Material Moving	8.2%

HOUSEHOLDS BY TYPE

Total	913	100%
Households with 1 Person	266	29.1%
Households with 2+ People	647	70.9%
Family Households	602	65.9%
Husband-wife Families	438	48.0%
With Own Children	141	15.4%
Other Family (No Spouse Present)	164	18.0%
With Own Children	96	10.5%
Nonfamily Households	45	5.0%
All Households with Children	275	30.1%
Multigenerational Households	35	3.8%
Unmarried Partner Households	35	3.9%
Male-female	28	3.1%
Same-sex	7	0.8%

HOUSEHOLDS BY TYPE

Average Household Size

2.33

FAMILY HOUSEHOLDS BY SIZE

Total	911
1 Person	29.2%
2 People	36.7%
3 People	16.7%
4 People	11.5%
5 People	4.1%
6 People	1.4%
7+ People	0.4%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	1,714
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	7.8%
High School Graduate	32.4%
GED/Alternative Credential	3.3%
Some College, No Degree	28.3%
Associate Degree	6.2%
Bachelor's Degree	12.5%
Graduate/Professional Degree	6.5%

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Midlife Constants (5E)	95.6%	Population	2,355	2,444
2. Old and Newcomers (8F)	4.4%	Households	993	1,030
3. Boomburbs (1C)	0.0%	Families	650	670
4. Savvy Suburbanites (1D)	0.0%	Median Age	42.4	43.2
5. Exurbanites (1E)	0.0%	Median Household Income	\$49,927	\$55,321

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	82	\$1,652.34	\$1,640,775
Men's	81	\$326.92	\$324,630
Women's	85	\$579.21	\$575,159
Children's	78	\$251.23	\$249,471
Footwear	81	\$349.31	\$346,864
Watches & Jewelry	84	\$87.55	\$86,941
Apparel Products and Services (1)	81	\$58.12	\$57,709
Computer			
Computers and Hardware for Home Use	80	\$139.15	\$138,175
Portable Memory	83	\$3.90	\$3,871
Computer Software	83	\$10.77	\$10,696
Computer Accessories	86	\$15.33	\$15,218
Entertainment & Recreation	86	\$2,518.21	\$2,500,585
Fees and Admissions	79	\$454.69	\$451,506
Membership Fees for Clubs (2)	81	\$154.68	\$153,599
Fees for Participant Sports, excl. Trips	80	\$71.41	\$70,909
Tickets to Theatre/Operas/Concerts	82	\$43.33	\$43,029

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	75	\$50.10	\$49,745
Admission to Sporting Events, excl. Trips	83	\$44.20	\$43,887
Fees for Recreational Lessons	73	\$90.50	\$89,867
Dating Services	68	\$0.47	\$471
TV/Video/Audio	89	\$1,066.84	\$1,059,371
Cable and Satellite Television Services	91	\$812.12	\$806,436
Televisions	84	\$92.58	\$91,927
Satellite Dishes	90	\$1.31	\$1,299
VCRs, Video Cameras, and DVD Players	80	\$6.49	\$6,445
Miscellaneous Video Equipment	86	\$6.63	\$6,584
Video Cassettes and DVDs	83	\$15.40	\$15,296
Video Game Hardware/Accessories	84	\$21.55	\$21,398
Video Game Software	82	\$11.30	\$11,216
Streaming/Downloaded Video	80	\$14.47	\$14,372
Rental of Video Cassettes and DVDs	80	\$13.06	\$12,964
Installation of Televisions	92	\$0.85	\$843
Audio (3)	83	\$68.17	\$67,688
Rental of TV/VCR/Radio/Sound Equipment	82	\$1.07	\$1,062
Repair of TV/Radio/Sound Equipment	71	\$1.85	\$1,842
Pets	90	\$479.75	\$476,388
Toys/Games/Crafts/Hobbies (4)	86	\$98.44	\$97,751
Recreational Vehicles and Fees (5)	87	\$94.05	\$93,396
Sports/Recreation/Exercise Equipment (6)	82	\$134.99	\$134,048
Photo Equipment and Supplies (7)	83	\$45.94	\$45,620
Reading (8)	92	\$121.15	\$120,298
Live Entertainment for Catered Affairs	97	\$10.42	\$10,350
Rental of Party Supplies for Catered Affairs	79	\$11.94	\$11,858
Food	85	\$6,884.24	\$6,836,048
Food at Home	86	\$4,307.38	\$4,277,224

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	88	\$591.22	\$587,084
Meats, Poultry, Fish, and Eggs	87	\$963.35	\$956,609
Dairy Products	87	\$462.52	\$459,281
Fruits and Vegetables	85	\$809.43	\$803,761
Snacks and Other Food at Home (10)	87	\$1,480.85	\$1,470,489
Food Away from Home	83	\$2,576.86	\$2,558,824
Alcoholic Beverages	84	\$428.44	\$425,439
Financial			
Value of Stocks/Bonds/Mutual funds	95	\$7,152.62	\$7,102,552
Value of Retirement Plans	94	\$24,667.89	\$24,495,212
Value of Other Financial Assets	99	\$1,115.99	\$1,108,181
Vehicle Loan Amount excluding Interest	87	\$2,131.09	\$2,116,171
Value of Credit Card Debt	87	\$496.75	\$493,271
Health			
Nonprescription Drugs	91	\$113.33	\$112,536
Prescription Drugs	98	\$410.07	\$407,196
Eyeglasses and Contact Lenses	90	\$80.79	\$80,229
Home			
Mortgage Payment and Basics (11)	87	\$7,457.24	\$7,405,039
Maintenance and Remodeling Services	94	\$1,646.68	\$1,635,150
Maintenance and Remodeling Materials (12)	98	\$357.18	\$354,679
Utilities, Fuel, and Public Services	90	\$4,403.75	\$4,372,919
Household Furnishings and Equipment			
Household Textiles (13)	86	\$74.51	\$73,989
Furniture	83	\$408.92	\$406,053
Rugs	85	\$20.85	\$20,702
Major Appliances (14)	88	\$250.49	\$248,734
Housewares (15)	86	\$71.77	\$71,264
Small Appliances	86	\$40.42	\$40,141

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	82	\$7.62	\$7,571
Telephones and Accessories	86	\$61.18	\$60,756
Household Operations			
Child Care	75	\$316.49	\$314,278
Lawn and Garden (16)	94	\$382.77	\$380,095
Moving/Storage/Freight Express	76	\$48.49	\$48,149
Housekeeping Supplies (17)	88	\$621.35	\$617,000
Insurance			
Owners and Renters Insurance	99	\$458.37	\$455,160
Vehicle Insurance	88	\$985.41	\$978,509
Life/Other Insurance	93	\$386.79	\$384,079
Health Insurance	93	\$3,139.00	\$3,117,023
Personal Care Products (18)	84	\$365.74	\$363,176
School Books & Supplies for College	82	\$51.69	\$51,333
School Books & Supplies for Elementary/High School	82	\$16.89	\$16,773
School Books & Supplies for Vocational/Technical School	86	\$1.13	\$1,118
School Books & Supplies for Preschool/Other Schools	74	\$1.78	\$1,771
Other School Supplies	79	\$60.59	\$60,170
Smoking Products	94	\$386.14	\$383,441
Transportation			
Payments on Vehicles excluding Leases	89	\$1,858.55	\$1,845,540
Gasoline and Motor Oil	89	\$2,727.54	\$2,708,450
Vehicle Maintenance and Repairs	88	\$908.85	\$902,485
Travel			
Airline Fares	81	\$367.94	\$365,366
Lodging on Trips	86	\$400.99	\$398,188
Auto/Truck Rental on Trips	81	\$19.52	\$19,380
Food and Drink on Trips	86	\$376.45	\$373,816
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	95	\$7,152.62	\$7,102,552
Value of Retirement Plans	94	\$24,667.89	\$24,495,212
Value of Other Financial Assets	99	\$1,115.99	\$1,108,181
Vehicle Loan Amount excluding Interest	87	\$2,131.09	\$2,116,171
Value of Credit Card Debt	87	\$496.75	\$493,271
Health			
Nonprescription Drugs	91	\$113.33	\$112,536
Prescription Drugs	98	\$410.07	\$407,196
Eyeglasses and Contact Lenses	90	\$80.79	\$80,229
Home			
Mortgage Payment and Basics (11)	87	\$7,457.24	\$7,405,039
Maintenance and Remodeling Services	94	\$1,646.68	\$1,635,150
Maintenance and Remodeling Materials (12)	98	\$357.18	\$354,679
Utilities, Fuel, and Public Services	90	\$4,403.75	\$4,372,919
Household Furnishings and Equipment			
Household Textiles (13)	86	\$74.51	\$73,989
Furniture	83	\$408.92	\$406,053
Rugs	85	\$20.85	\$20,702
Major Appliances (14)	88	\$250.49	\$248,734
Housewares (15)	86	\$71.77	\$71,264
Small Appliances	86	\$40.42	\$40,141
Luggage	82	\$7.62	\$7,571
Telephones and Accessories	86	\$61.18	\$60,756
Household Operations			
Child Care	75	\$316.49	\$314,278
Lawn and Garden (16)	94	\$382.77	\$380,095
Moving/Storage/Freight Express	76	\$48.49	\$48,149
Housekeeping Supplies (17)	88	\$621.35	\$617,000
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	99	\$458.37	\$455,160
Vehicle Insurance	88	\$985.41	\$978,509
Life/Other Insurance	93	\$386.79	\$384,079
Health Insurance	93	\$3,139.00	\$3,117,023
Personal Care Products (18)	84	\$365.74	\$363,176
School Books & Supplies for College	82	\$51.69	\$51,333
School Books & Supplies for Elementary/High School	82	\$16.89	\$16,773
School Books & Supplies for Vocational/Technical School	86	\$1.13	\$1,118
School Books & Supplies for Preschool/Other Schools	74	\$1.78	\$1,771
Other School Supplies	79	\$60.59	\$60,170
Smoking Products	94	\$386.14	\$383,441
Transportation			
Payments on Vehicles excluding Leases	89	\$1,858.55	\$1,845,540
Gasoline and Motor Oil	89	\$2,727.54	\$2,708,450
Vehicle Maintenance and Repairs	88	\$908.85	\$902,485
Travel			
Airline Fares	81	\$367.94	\$365,366
Lodging on Trips	86	\$400.99	\$398,188
Auto/Truck Rental on Trips	81	\$19.52	\$19,380
Food and Drink on Trips	86	\$376.45	\$373,816

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	18,758	19,258	19,748
Households	7,629	7,819	8,013
Families	5,291	5,355	5,452
Average Household Size	2.44	2.44	2.45
Owner Occupied Housing Units	6,033	6,039	6,177
Renter Occupied Housing Units	1,596	1,780	1,836
Median Age	39.5	39.9	41.1

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.50%	0.54%	0.84%
Households	0.49%	0.54%	0.79%
Families	0.36%	0.44%	0.72%
Owner HHs	0.45%	0.54%	0.73%
Median Household Income	2.36%	1.88%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	866	11.1%	860	10.7%
\$15,000 - \$24,999	765	9.8%	878	11.0%
\$25,000 - \$34,999	776	9.9%	597	7.5%
\$35,000 - \$49,999	1,101	14.1%	849	10.6%
\$50,000 - \$74,999	1,435	18.4%	1,434	17.9%
\$75,000 - \$99,999	1,165	14.9%	1,272	15.9%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	1,267	16.2%	1,586	19.8%
\$150,000 - \$199,999	247	3.2%	307	3.8%
\$200,000+	197	2.5%	229	2.9%
Median Household Income	\$55,144		\$61,976	
Average Household Income	\$69,244		\$76,147	
Per Capita Income	\$28,412		\$31,231	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	1,207	6.4%	1,195	6.2%	1,188	6.0%
5 - 9	1,134	6.0%	1,252	6.5%	1,247	6.3%
10 - 14	1,132	6.0%	1,169	6.1%	1,337	6.8%
15 - 19	1,098	5.9%	1,016	5.3%	1,100	5.6%
20 - 24	988	5.3%	955	5.0%	839	4.2%
25 - 34	2,754	14.7%	2,618	13.6%	2,226	11.3%
35 - 44	2,301	12.3%	2,700	14.0%	3,117	15.8%
45 - 54	2,620	14.0%	2,331	12.1%	2,331	11.8%
55 - 64	2,419	12.9%	2,536	13.2%	2,443	12.4%
65 - 74	1,536	8.2%	1,889	9.8%	2,215	11.2%
75 - 84	1,162	6.2%	1,082	5.6%	1,168	5.9%
85+	407	2.2%	516	2.7%	539	2.7%

RING: 3 MILES

Market Profile

HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	8,150	8,348	8,525
Owner Occupied Housing Units	74.0%	72.3%	72.5%
Renter Occupied Housing Units	19.6%	21.3%	21.5%
Vacant Housing Units	6.4%	6.3%	6.0%
Median Home Value		\$164,997	\$188,894
Per Capita Income		\$28,412	\$31,231
Median Age	39.5	39.9	41.1

OWNER OCCUPIED HOUSING UNITS BY VALUE	2016	2021
Total	6,039	6,177
<\$50,000	8.0%	3.4%
\$50,000 - \$99,999	7.6%	2.8%
\$100,000 - \$149,999	26.3%	15.9%
\$150,000 - \$199,999	27.0%	35.9%
\$200,000 - \$249,999	11.3%	18.2%
\$250,000 - \$299,999	8.4%	11.1%
\$300,000 - \$399,999	6.8%	7.4%
\$400,000 - \$499,999	3.3%	3.5%
\$500,000 - \$749,999	0.7%	0.8%
\$750,000 - \$999,999	0.3%	0.4%
\$1,000,000 +	0.4%	0.5%
Average Home Value	\$186,128	\$213,916

POPULATION BY SEX	2010	2016	2021
Males	8,808	9,123	9,420
Females	9,950	10,135	10,328

POPULATION 15+ BY MARITAL STATUS 2016

Total	15,642
Never Married	25.7%
Married	55.3%
Widowed	7.8%
Divorced	11.2%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	95.8%
Civilian Unemployed	4.2%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	8,918
Agriculture/Mining	0.4%
Construction	6.9%
Manufacturing	8.9%
Wholesale Trade	3.4%
Retail Trade	10.8%
Transportation/Utilities	6.2%
Information	1.4%
Finance/Insurance/Real Estate	9.5%
Services	45.9%
Public Administration	6.5%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	8,918
White Collar	63.8%
Management/Business/Financial	17.0%
Professional	21.7%
Sales	10.1%
Administrative Support	15.0%
Services	15.1%
Blue Collar	21.2%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	4.5%
Production	5.2%
Transportation/Material Moving	7.3%

HOUSEHOLDS BY TYPE

Total	7,629	100%
Households with 1 Person	2,046	26.8%
Households with 2+ People	5,583	73.2%
Family Households	5,291	69.4%
Husband-wife Families	4,072	53.4%
With Own Children	1,547	20.3%
Other Family (No Spouse Present)	1,219	16.0%
With Own Children	576	7.6%
Nonfamily Households	292	3.8%
All Households with Children	2,406	31.5%
Multigenerational Households	304	4.0%
Unmarried Partner Households	263	3.4%
Male-female	217	2.8%
Same-sex	46	0.6%

HOUSEHOLDS BY TYPE

Average Household Size

2.44

FAMILY HOUSEHOLDS BY SIZE

Total	7,628
1 Person	26.8%
2 People	35.7%
3 People	17.6%
4 People	12.3%
5 People	4.8%
6 People	1.8%
7+ People	1.0%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	13,670
Less than 9th Grade	3.7%
9th - 12th Grade, No Diploma	7.1%
High School Graduate	29.1%
GED/Alternative Credential	4.1%
Some College, No Degree	23.7%
Associate Degree	6.9%
Bachelor's Degree	17.0%
Graduate/Professional Degree	8.3%

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Midlife Constants (5E)	28.2%	Population	19,258	19,748
2. Soccer Moms (4A)	22.2%	Households	7,819	8,013
3. Southern Satellites (10A)	13.7%	Families	5,355	5,452
4. Comfortable Empty Nesters (5A)	13.6%	Median Age	39.9	41.1
5. Middleburg (4C)	8.6%	Median Household Income	\$55,144	\$61,976

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	88	\$1,767.90	\$13,823,218
Men's	87	\$350.18	\$2,738,079
Women's	89	\$607.48	\$4,749,921
Children's	87	\$279.75	\$2,187,361
Footwear	87	\$374.27	\$2,926,430
Watches & Jewelry	89	\$92.47	\$723,047
Apparel Products and Services (1)	88	\$63.74	\$498,380
Computer			
Computers and Hardware for Home Use	87	\$150.05	\$1,173,256
Portable Memory	89	\$4.18	\$32,650
Computer Software	88	\$11.36	\$88,806
Computer Accessories	90	\$16.00	\$125,137
Entertainment & Recreation	90	\$2,636.76	\$20,616,827
Fees and Admissions	88	\$506.46	\$3,960,015
Membership Fees for Clubs (2)	88	\$168.27	\$1,315,693
Fees for Participant Sports, excl. Trips	91	\$81.68	\$638,661
Tickets to Theatre/Operas/Concerts	87	\$45.71	\$357,401

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	85	\$56.68	\$443,187
Admission to Sporting Events, excl. Trips	89	\$47.34	\$370,131
Fees for Recreational Lessons	86	\$106.26	\$830,832
Dating Services	77	\$0.53	\$4,110
TV/Video/Audio	91	\$1,089.34	\$8,517,572
Cable and Satellite Television Services	91	\$819.25	\$6,405,733
Televisions	89	\$98.17	\$767,623
Satellite Dishes	99	\$1.44	\$11,236
VCRs, Video Cameras, and DVD Players	86	\$6.92	\$54,076
Miscellaneous Video Equipment	96	\$7.38	\$57,727
Video Cassettes and DVDs	86	\$15.82	\$123,722
Video Game Hardware/Accessories	87	\$22.42	\$175,329
Video Game Software	86	\$11.89	\$92,953
Streaming/Downloaded Video	84	\$15.34	\$119,926
Rental of Video Cassettes and DVDs	85	\$13.96	\$109,170
Installation of Televisions	108	\$0.99	\$7,720
Audio (3)	89	\$72.79	\$569,168
Rental of TV/VCR/Radio/Sound Equipment	73	\$0.95	\$7,453
Repair of TV/Radio/Sound Equipment	77	\$2.01	\$15,735
Pets	92	\$495.27	\$3,872,482
Toys/Games/Crafts/Hobbies (4)	90	\$102.63	\$802,446
Recreational Vehicles and Fees (5)	96	\$102.96	\$805,083
Sports/Recreation/Exercise Equipment (6)	89	\$146.48	\$1,145,334
Photo Equipment and Supplies (7)	91	\$49.92	\$390,335
Reading (8)	91	\$119.32	\$932,956
Live Entertainment for Catered Affairs	100	\$10.80	\$84,407
Rental of Party Supplies for Catered Affairs	90	\$13.58	\$106,196
Food	89	\$7,197.46	\$56,276,978
Food at Home	89	\$4,443.34	\$34,742,486

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	90	\$603.98	\$4,722,530
Meats, Poultry, Fish, and Eggs	90	\$995.63	\$7,784,856
Dairy Products	88	\$469.25	\$3,669,083
Fruits and Vegetables	88	\$841.49	\$6,579,628
Snacks and Other Food at Home (10)	90	\$1,532.98	\$11,986,389
Food Away from Home	89	\$2,754.12	\$21,534,492
Alcoholic Beverages	87	\$446.79	\$3,493,424
Financial			
Value of Stocks/Bonds/Mutual funds	97	\$7,295.95	\$57,047,039
Value of Retirement Plans	95	\$24,980.61	\$195,323,409
Value of Other Financial Assets	94	\$1,063.34	\$8,314,290
Vehicle Loan Amount excluding Interest	93	\$2,260.68	\$17,676,284
Value of Credit Card Debt	90	\$514.84	\$4,025,506
Health			
Nonprescription Drugs	92	\$113.98	\$891,228
Prescription Drugs	96	\$402.21	\$3,144,865
Eyeglasses and Contact Lenses	91	\$81.28	\$635,537
Home			
Mortgage Payment and Basics (11)	95	\$8,147.36	\$63,704,223
Maintenance and Remodeling Services	97	\$1,706.17	\$13,340,578
Maintenance and Remodeling Materials (12)	101	\$368.33	\$2,879,968
Utilities, Fuel, and Public Services	92	\$4,482.35	\$35,047,470
Household Furnishings and Equipment			
Household Textiles (13)	89	\$77.42	\$605,361
Furniture	89	\$439.31	\$3,434,974
Rugs	90	\$21.96	\$171,737
Major Appliances (14)	93	\$262.15	\$2,049,740
Housewares (15)	91	\$76.36	\$597,032
Small Appliances	88	\$41.43	\$323,908

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	90	\$8.36	\$65,379
Telephones and Accessories	90	\$64.39	\$503,481
Household Operations			
Child Care	87	\$369.44	\$2,888,667
Lawn and Garden (16)	95	\$386.37	\$3,021,052
Moving/Storage/Freight Express	81	\$51.25	\$400,761
Housekeeping Supplies (17)	91	\$641.17	\$5,013,317
Insurance			
Owners and Renters Insurance	100	\$463.44	\$3,623,609
Vehicle Insurance	91	\$1,020.21	\$7,977,043
Life/Other Insurance	95	\$393.08	\$3,073,477
Health Insurance	94	\$3,160.45	\$24,711,567
Personal Care Products (18)	89	\$385.39	\$3,013,403
School Books & Supplies for College	84	\$53.14	\$415,535
School Books & Supplies for Elementary/High School	93	\$19.08	\$149,200
School Books & Supplies for Vocational/Technical School	95	\$1.25	\$9,796
School Books & Supplies for Preschool/Other Schools	89	\$2.13	\$16,690
Other School Supplies	88	\$67.48	\$527,635
Smoking Products	90	\$367.29	\$2,871,830
Transportation			
Payments on Vehicles excluding Leases	94	\$1,947.97	\$15,231,181
Gasoline and Motor Oil	92	\$2,822.76	\$22,071,198
Vehicle Maintenance and Repairs	91	\$937.03	\$7,326,631
Travel			
Airline Fares	87	\$397.82	\$3,110,523
Lodging on Trips	92	\$424.54	\$3,319,464
Auto/Truck Rental on Trips	89	\$21.30	\$166,552
Food and Drink on Trips	91	\$397.07	\$3,104,712
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	97	\$7,295.95	\$57,047,039
Value of Retirement Plans	95	\$24,980.61	\$195,323,409
Value of Other Financial Assets	94	\$1,063.34	\$8,314,290
Vehicle Loan Amount excluding Interest	93	\$2,260.68	\$17,676,284
Value of Credit Card Debt	90	\$514.84	\$4,025,506
Health			
Nonprescription Drugs	92	\$113.98	\$891,228
Prescription Drugs	96	\$402.21	\$3,144,865
Eyeglasses and Contact Lenses	91	\$81.28	\$635,537
Home			
Mortgage Payment and Basics (11)	95	\$8,147.36	\$63,704,223
Maintenance and Remodeling Services	97	\$1,706.17	\$13,340,578
Maintenance and Remodeling Materials (12)	101	\$368.33	\$2,879,968
Utilities, Fuel, and Public Services	92	\$4,482.35	\$35,047,470
Household Furnishings and Equipment			
Household Textiles (13)	89	\$77.42	\$605,361
Furniture	89	\$439.31	\$3,434,974
Rugs	90	\$21.96	\$171,737
Major Appliances (14)	93	\$262.15	\$2,049,740
Housewares (15)	91	\$76.36	\$597,032
Small Appliances	88	\$41.43	\$323,908
Luggage	90	\$8.36	\$65,379
Telephones and Accessories	90	\$64.39	\$503,481
Household Operations			
Child Care	87	\$369.44	\$2,888,667
Lawn and Garden (16)	95	\$386.37	\$3,021,052
Moving/Storage/Freight Express	81	\$51.25	\$400,761
Housekeeping Supplies (17)	91	\$641.17	\$5,013,317
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	100	\$463.44	\$3,623,609
Vehicle Insurance	91	\$1,020.21	\$7,977,043
Life/Other Insurance	95	\$393.08	\$3,073,477
Health Insurance	94	\$3,160.45	\$24,711,567
Personal Care Products (18)	89	\$385.39	\$3,013,403
School Books & Supplies for College	84	\$53.14	\$415,535
School Books & Supplies for Elementary/High School	93	\$19.08	\$149,200
School Books & Supplies for Vocational/Technical School	95	\$1.25	\$9,796
School Books & Supplies for Preschool/Other Schools	89	\$2.13	\$16,690
Other School Supplies	88	\$67.48	\$527,635
Smoking Products	90	\$367.29	\$2,871,830
Transportation			
Payments on Vehicles excluding Leases	94	\$1,947.97	\$15,231,181
Gasoline and Motor Oil	92	\$2,822.76	\$22,071,198
Vehicle Maintenance and Repairs	91	\$937.03	\$7,326,631
Travel			
Airline Fares	87	\$397.82	\$3,110,523
Lodging on Trips	92	\$424.54	\$3,319,464
Auto/Truck Rental on Trips	89	\$21.30	\$166,552
Food and Drink on Trips	91	\$397.07	\$3,104,712

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	31,630	32,678	33,538
Households	12,924	13,375	13,737
Families	8,861	9,047	9,230
Average Household Size	2.43	2.42	2.42
Owner Occupied Housing Units	9,829	9,912	10,161
Renter Occupied Housing Units	3,095	3,463	3,576
Median Age	39.7	40.2	41.4

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.52%	0.54%	0.84%
Households	0.54%	0.54%	0.79%
Families	0.40%	0.44%	0.72%
Owner HHs	0.50%	0.54%	0.73%
Median Household Income	2.03%	1.88%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,769	13.2%	1,773	12.9%
\$15,000 - \$24,999	1,320	9.9%	1,534	11.2%
\$25,000 - \$34,999	1,347	10.1%	1,043	7.6%
\$35,000 - \$49,999	1,967	14.7%	1,543	11.2%
\$50,000 - \$74,999	2,458	18.4%	2,514	18.3%
\$75,000 - \$99,999	1,793	13.4%	1,932	14.1%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	2,074	15.5%	2,608	19.0%
\$150,000 - \$199,999	382	2.9%	480	3.5%
\$200,000+	267	2.0%	309	2.2%
Median Household Income	\$51,989		\$57,472	
Average Household Income	\$65,362		\$71,657	
Per Capita Income	\$26,858		\$29,447	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	2,053	6.5%	2,018	6.2%	2,003	6.0%
5 - 9	1,941	6.1%	2,110	6.5%	2,089	6.2%
10 - 14	1,891	6.0%	1,962	6.0%	2,211	6.6%
15 - 19	1,844	5.8%	1,715	5.2%	1,854	5.5%
20 - 24	1,753	5.5%	1,664	5.1%	1,477	4.4%
25 - 34	4,502	14.2%	4,438	13.6%	3,895	11.6%
35 - 44	3,879	12.3%	4,401	13.5%	5,021	15.0%
45 - 54	4,474	14.1%	4,014	12.3%	3,926	11.7%
55 - 64	4,100	13.0%	4,410	13.5%	4,282	12.8%
65 - 74	2,690	8.5%	3,313	10.1%	3,875	11.6%
75 - 84	1,855	5.9%	1,829	5.6%	2,054	6.1%
85+	648	2.0%	804	2.5%	851	2.5%

RING: 5 MILES

Market Profile

HOUSING UNIT SUMMARY	2010	2016	2021
Housing Units	13,905	14,395	14,749
Owner Occupied Housing Units	70.7%	68.9%	68.9%
Renter Occupied Housing Units	22.3%	24.1%	24.2%
Vacant Housing Units	7.1%	7.1%	6.9%
Median Home Value		\$154,781	\$184,595
Per Capita Income		\$26,858	\$29,447
Median Age	39.7	40.2	41.4

OWNER OCCUPIED HOUSING UNITS BY VALUE	2016	2021
Total	9,912	10,161
<\$50,000	9.1%	4.6%
\$50,000 - \$99,999	11.8%	6.4%
\$100,000 - \$149,999	26.8%	16.1%
\$150,000 - \$199,999	24.0%	33.1%
\$200,000 - \$249,999	10.9%	18.1%
\$250,000 - \$299,999	7.6%	10.2%
\$300,000 - \$399,999	5.9%	6.8%
\$400,000 - \$499,999	2.4%	2.7%
\$500,000 - \$749,999	0.7%	0.9%
\$750,000 - \$999,999	0.4%	0.6%
\$1,000,000 +	0.3%	0.4%
Average Home Value	\$175,966	\$205,499

POPULATION BY SEX	2010	2016	2021
Males	14,892	15,480	15,963
Females	16,738	17,199	17,575

POPULATION 15+ BY MARITAL STATUS 2016

Total	26,589
Never Married	26.6%
Married	53.4%
Widowed	7.9%
Divorced	12.1%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	95.4%
Civilian Unemployed	4.6%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	14,718
Agriculture/Mining	0.4%
Construction	6.5%
Manufacturing	9.5%
Wholesale Trade	3.7%
Retail Trade	11.7%
Transportation/Utilities	7.1%
Information	1.6%
Finance/Insurance/Real Estate	8.6%
Services	45.1%
Public Administration	5.7%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	14,718
White Collar	62.4%
Management/Business/Financial	15.0%
Professional	21.4%
Sales	9.4%
Administrative Support	16.6%
Services	14.2%
Blue Collar	23.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.4%
Installation/Maintenance/Repair	5.1%
Production	6.0%
Transportation/Material Moving	7.8%

HOUSEHOLDS BY TYPE

Total	12,924	100%
Households with 1 Person	3,573	27.6%
Households with 2+ People	9,351	72.4%
Family Households	8,861	68.6%
Husband-wife Families	6,659	51.5%
With Own Children	2,511	19.4%
Other Family (No Spouse Present)	2,202	17.0%
With Own Children	1,034	8.0%
Nonfamily Households	490	3.8%
All Households with Children	4,068	31.5%
Multigenerational Households	561	4.3%
Unmarried Partner Households	490	3.8%
Male-female	416	3.2%
Same-sex	74	0.6%

HOUSEHOLDS BY TYPE

Average Household Size

2.43

FAMILY HOUSEHOLDS BY SIZE

Total	12,925
1 Person	27.6%
2 People	34.6%
3 People	17.6%
4 People	12.2%
5 People	5.0%
6 People	1.9%
7+ People	1.1%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	23,208
Less than 9th Grade	4.2%
9th - 12th Grade, No Diploma	7.8%
High School Graduate	28.5%
GED/Alternative Credential	5.1%
Some College, No Degree	23.4%
Associate Degree	7.7%
Bachelor's Degree	15.3%
Graduate/Professional Degree	8.0%

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Midlife Constants (5E)	21.9%	Population	32,678	33,538
2. Soccer Moms (4A)	13.0%	Households	13,375	13,737
3. Southern Satellites (10A)	12.0%	Families	9,047	9,230
4. Middleburg (4C)	11.8%	Median Age	40.2	41.4
5. Comfortable Empty Nesters (5A)	11.3%	Median Household Income	\$51,989	\$57,472

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	83	\$1,677.46	\$22,436,022
Men's	83	\$332.42	\$4,446,164
Women's	84	\$576.25	\$7,707,382
Children's	82	\$265.79	\$3,555,001
Footwear	83	\$355.52	\$4,755,074
Watches & Jewelry	84	\$87.03	\$1,164,071
Apparel Products and Services (1)	84	\$60.44	\$808,330
Computer			
Computers and Hardware for Home Use	82	\$141.93	\$1,898,342
Portable Memory	84	\$3.96	\$52,903
Computer Software	83	\$10.77	\$144,039
Computer Accessories	85	\$15.06	\$201,470
Entertainment & Recreation	85	\$2,489.47	\$33,296,636
Fees and Admissions	82	\$471.72	\$6,309,309
Membership Fees for Clubs (2)	82	\$157.09	\$2,101,090
Fees for Participant Sports, excl. Trips	84	\$75.55	\$1,010,472
Tickets to Theatre/Operas/Concerts	81	\$42.79	\$572,293

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	80	\$53.32	\$713,124
Admission to Sporting Events, excl. Trips	83	\$44.41	\$593,948
Fees for Recreational Lessons	80	\$98.04	\$1,311,335
Dating Services	77	\$0.53	\$7,046
TV/Video/Audio	86	\$1,040.15	\$13,912,070
Cable and Satellite Television Services	87	\$784.06	\$10,486,775
Televisions	85	\$93.11	\$1,245,343
Satellite Dishes	92	\$1.35	\$18,003
VCRs, Video Cameras, and DVD Players	81	\$6.57	\$87,935
Miscellaneous Video Equipment	91	\$6.99	\$93,486
Video Cassettes and DVDs	82	\$15.13	\$202,402
Video Game Hardware/Accessories	84	\$21.45	\$286,921
Video Game Software	83	\$11.38	\$152,252
Streaming/Downloaded Video	80	\$14.53	\$194,306
Rental of Video Cassettes and DVDs	81	\$13.29	\$177,766
Installation of Televisions	99	\$0.91	\$12,141
Audio (3)	84	\$68.49	\$916,038
Rental of TV/VCR/Radio/Sound Equipment	75	\$0.98	\$13,159
Repair of TV/Radio/Sound Equipment	73	\$1.91	\$25,543
Pets	87	\$466.64	\$6,241,276
Toys/Games/Crafts/Hobbies (4)	85	\$97.03	\$1,297,711
Recreational Vehicles and Fees (5)	88	\$95.09	\$1,271,777
Sports/Recreation/Exercise Equipment (6)	83	\$137.18	\$1,834,766
Photo Equipment and Supplies (7)	85	\$46.74	\$625,151
Reading (8)	86	\$112.37	\$1,502,917
Live Entertainment for Catered Affairs	93	\$9.99	\$133,612
Rental of Party Supplies for Catered Affairs	83	\$12.56	\$168,047
Food	85	\$6,850.67	\$91,627,694
Food at Home	85	\$4,240.48	\$56,716,478

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	86	\$576.78	\$7,714,457
Meats, Poultry, Fish, and Eggs	86	\$951.78	\$12,730,070
Dairy Products	84	\$447.97	\$5,991,630
Fruits and Vegetables	84	\$802.16	\$10,728,877
Snacks and Other Food at Home (10)	85	\$1,461.79	\$19,551,444
Food Away from Home	84	\$2,610.18	\$34,911,216
Alcoholic Beverages	83	\$423.29	\$5,661,545
Financial			
Value of Stocks/Bonds/Mutual funds	90	\$6,778.88	\$90,667,503
Value of Retirement Plans	89	\$23,184.30	\$310,090,013
Value of Other Financial Assets	89	\$1,006.47	\$13,461,601
Vehicle Loan Amount excluding Interest	88	\$2,135.02	\$28,555,899
Value of Credit Card Debt	85	\$487.41	\$6,519,142
Health			
Nonprescription Drugs	87	\$108.24	\$1,447,771
Prescription Drugs	91	\$381.93	\$5,108,255
Eyeglasses and Contact Lenses	86	\$76.77	\$1,026,852
Home			
Mortgage Payment and Basics (11)	88	\$7,526.83	\$100,671,405
Maintenance and Remodeling Services	90	\$1,579.16	\$21,121,239
Maintenance and Remodeling Materials (12)	94	\$342.10	\$4,575,543
Utilities, Fuel, and Public Services	88	\$4,266.64	\$57,066,294
Household Furnishings and Equipment			
Household Textiles (13)	84	\$73.20	\$979,082
Furniture	84	\$415.17	\$5,552,876
Rugs	84	\$20.56	\$274,930
Major Appliances (14)	86	\$244.89	\$3,275,341
Housewares (15)	86	\$72.18	\$965,369
Small Appliances	83	\$39.35	\$526,364

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	85	\$7.81	\$104,482
Telephones and Accessories	86	\$61.46	\$822,091
Household Operations			
Child Care	82	\$345.38	\$4,619,393
Lawn and Garden (16)	88	\$359.44	\$4,807,568
Moving/Storage/Freight Express	78	\$49.27	\$659,047
Housekeeping Supplies (17)	87	\$608.39	\$8,137,259
Insurance			
Owners and Renters Insurance	94	\$433.39	\$5,796,589
Vehicle Insurance	87	\$969.04	\$12,960,877
Life/Other Insurance	89	\$367.21	\$4,911,371
Health Insurance	88	\$2,983.46	\$39,903,832
Personal Care Products (18)	84	\$365.60	\$4,889,954
School Books & Supplies for College	80	\$50.71	\$678,184
School Books & Supplies for Elementary/High School	88	\$17.99	\$240,650
School Books & Supplies for Vocational/Technical School	89	\$1.16	\$15,578
School Books & Supplies for Preschool/Other Schools	83	\$1.98	\$26,473
Other School Supplies	82	\$63.15	\$844,573
Smoking Products	88	\$358.84	\$4,799,442
Transportation			
Payments on Vehicles excluding Leases	88	\$1,835.59	\$24,551,051
Gasoline and Motor Oil	87	\$2,681.65	\$35,867,017
Vehicle Maintenance and Repairs	86	\$886.12	\$11,851,888
Travel			
Airline Fares	81	\$371.54	\$4,969,373
Lodging on Trips	85	\$395.33	\$5,287,515
Auto/Truck Rental on Trips	83	\$19.83	\$265,230
Food and Drink on Trips	85	\$370.98	\$4,961,896
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	90	\$6,778.88	\$90,667,503
Value of Retirement Plans	89	\$23,184.30	\$310,090,013
Value of Other Financial Assets	89	\$1,006.47	\$13,461,601
Vehicle Loan Amount excluding Interest	88	\$2,135.02	\$28,555,899
Value of Credit Card Debt	85	\$487.41	\$6,519,142
Health			
Nonprescription Drugs	87	\$108.24	\$1,447,771
Prescription Drugs	91	\$381.93	\$5,108,255
Eyeglasses and Contact Lenses	86	\$76.77	\$1,026,852
Home			
Mortgage Payment and Basics (11)	88	\$7,526.83	\$100,671,405
Maintenance and Remodeling Services	90	\$1,579.16	\$21,121,239
Maintenance and Remodeling Materials (12)	94	\$342.10	\$4,575,543
Utilities, Fuel, and Public Services	88	\$4,266.64	\$57,066,294
Household Furnishings and Equipment			
Household Textiles (13)	84	\$73.20	\$979,082
Furniture	84	\$415.17	\$5,552,876
Rugs	84	\$20.56	\$274,930
Major Appliances (14)	86	\$244.89	\$3,275,341
Housewares (15)	86	\$72.18	\$965,369
Small Appliances	83	\$39.35	\$526,364
Luggage	85	\$7.81	\$104,482
Telephones and Accessories	86	\$61.46	\$822,091
Household Operations			
Child Care	82	\$345.38	\$4,619,393
Lawn and Garden (16)	88	\$359.44	\$4,807,568
Moving/Storage/Freight Express	78	\$49.27	\$659,047
Housekeeping Supplies (17)	87	\$608.39	\$8,137,259
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	94	\$433.39	\$5,796,589
Vehicle Insurance	87	\$969.04	\$12,960,877
Life/Other Insurance	89	\$367.21	\$4,911,371
Health Insurance	88	\$2,983.46	\$39,903,832
Personal Care Products (18)	84	\$365.60	\$4,889,954
School Books & Supplies for College	80	\$50.71	\$678,184
School Books & Supplies for Elementary/High School	88	\$17.99	\$240,650
School Books & Supplies for Vocational/Technical School	89	\$1.16	\$15,578
School Books & Supplies for Preschool/Other Schools	83	\$1.98	\$26,473
Other School Supplies	82	\$63.15	\$844,573
Smoking Products	88	\$358.84	\$4,799,442
Transportation			
Payments on Vehicles excluding Leases	88	\$1,835.59	\$24,551,051
Gasoline and Motor Oil	87	\$2,681.65	\$35,867,017
Vehicle Maintenance and Repairs	86	\$886.12	\$11,851,888
Travel			
Airline Fares	81	\$371.54	\$4,969,373
Lodging on Trips	85	\$395.33	\$5,287,515
Auto/Truck Rental on Trips	83	\$19.83	\$265,230
Food and Drink on Trips	85	\$370.98	\$4,961,896

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