



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%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	1,806	84.3%	1,929	81.9%	1,955	80.0%
Black Alone	254	11.9%	321	13.6%	366	15.0%
American Indian Alone	5	0.2%	6	0.3%	6	0.2%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	32	1.5%	39	1.7%	47	1.9%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	18	0.8%	22	0.9%	24	1.0%
Two or More Races	26	1.2%	36	1.5%	45	1.8%
Hispanic Origin (Any Race)	41	1.9%	49	2.1%	54	2.2%

RING: 1 MILE

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	2,355
2016 Households	993
2016 Median Disposable Income	\$41,180
2016 Per Capita Income	\$28,130

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%
Average Household Size	2.33	

FAMILY HOUSEHOLDS BY SIZE

Total	601	100%
2 People	297	49.4%
3 People	146	24.3%
4 People	104	17.3%
5 People	37	6.2%
6 People	13	2.2%
7+ People	4	0.7%
Average Family Size	2.86	

NONFAMILY HOUSEHOLDS BY SIZE

Total	310	100%
1 Person	266	85.8%
2 People	37	11.9%
3 People	6	1.9%
4 People	1	0.3%
5 People	0	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Family Size	1.18	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	2,141	100%
In Households	2,123	99.2%
In Family Households	1,756	82.0%
Householder	605	28.3%
Spouse	440	20.6%
Child	606	28.3%
Other relative	71	3.3%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	34	1.6%
In Nonfamily Households	367	17.1%
In Group Quarters	18	0.8%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	18	0.8%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	602	100%
Householder Age 15 - 44	227	37.7%
Householder Age 45 - 54	129	21.4%
Householder Age 55 - 64	113	18.8%
Householder Age 65 - 74	64	10.6%
Householder Age 75+	69	11.5%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	311	100%
Householder Age 15 - 44	89	28.6%
Householder Age 45 - 54	49	15.8%
Householder Age 55 - 64	56	18.0%
Householder Age 65 - 74	33	10.6%
Householder Age 75+	84	27.0%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	912	100%
Householder is White Alone	788	86.4%
Householder is Black Alone	106	11.6%
Householder is American Indian Alone	2	0.2%
Householder is Asian Alone	9	1.0%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	3	0.3%
Householder is Two or More Races	4	0.4%
Households with Hispanic Householder	9	1.0%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	437	100%
Householder is White Alone	403	92.2%
Householder is Black Alone	23	5.3%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	6	1.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.5%
Householder is Two or More Races	2	0.5%
Husband-wife Families with Hispanic Householder	4	0.9%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	164	100%
Householder is White Alone	108	65.9%
Householder is Black Alone	51	31.1%
Householder is American Indian Alone	1	0.6%
Householder is Asian Alone	1	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.6%
Householder is Two or More Races	2	1.2%
Other Families with Hispanic Householder	2	1.2%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	312	100%
Householder is White Alone	277	88.8%
Householder is Black Alone	32	10.3%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	2	0.6%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	0	0.0%
Householder is Two or More Races	0	0.0%
Nonfamily Households with Hispanic Householder	2	0.6%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	1,000	100%
Occupied Housing Units	913	91.3%
Vacant Housing Units		
For Rent	29	2.9%
Rented, not Occupied	2	0.2%
For Sale Only	27	2.7%
Sold, not Occupied	5	0.5%
For Seasonal/Recreational/Occasional Use	3	0.3%
For Migrant Workers	0	0.0%
Other Vacant	21	2.1%
Total Vacancy Rate	8.7%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	913	100%
Owner Occupied	601	65.8%
Owned with a Mortgage/Loan	379	41.5%
Owned Free and Clear	222	24.3%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.35	
Renter Occupied	312	34.2%
Average Household Size	2.28	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	601	100%
Householder is White Alone	564	93.8%
Householder is Black Alone	23	3.8%
Householder is American Indian Alone	2	0.3%
Householder is Asian Alone	7	1.2%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.3%
Householder is Two or More Races	3	0.5%
Owner-occupied Housing Units with Hispanic Householder	6	1.0%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	313	100%
Householder is White Alone	224	71.6%
Householder is Black Alone	83	26.5%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	3	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	2	0.6%
Householder is Two or More Races	1	0.3%
Renter-occupied Housing Units with Hispanic Householder	3	1.0%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.30

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.32
Householder is American Indian Alone	2.50
Householder is Asian Alone	3.56
Householder is Pacific Islander Alone	0.00
Householder is Some Other Race Alone	6.00
Householder is Two or More Races	3.25
Householder is Hispanic	3.44

RING: 1 MILE

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	2,355
2016 Households	993
2016 Median Disposable Income	\$41,180
2016 Per Capita Income	\$28,130

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	300
Total Employees	2,967
Total Residential Population	993
Employee/Residential Population Ratio	2.99

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$35,923,253	\$229,084,159	-\$193,160,906	▼ -72.9	85
Total Retail Trade	44-45	\$32,686,434	\$204,797,883	-\$172,111,449	▼ -72.5	58
Total Food & Drink	722	\$3,236,819	\$24,286,276	-\$21,049,457	▼ -76.5	26

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$7,815,581	\$17,290,203	-\$9,474,622	▼ -37.7	8
Automobile Dealers	4411	\$6,233,939	\$12,009,399	-\$5,775,460	▼ -31.7	3
Other Motor Vehicle Dealers	4412	\$992,746	\$1,209,557	-\$216,811	▼ -9.8	1
Auto Parts, Accessories & Tire Stores	4413	\$588,896	\$4,071,247	-\$3,482,351	▼ -74.7	4
Furniture & Home Furnishings Stores	442	\$1,035,936	\$2,833,441	-\$1,797,505	▼ -46.5	4
Furniture Stores	4421	\$624,246	\$2,375,029	-\$1,750,783	▼ -58.4	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$411,690	\$458,412	-\$46,722	▼ -5.4	2
Electronics & Appliance Stores	443	\$1,487,390	\$2,623,037	-\$1,135,647	▼ -27.6	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,945,925	\$565,565	\$1,380,360	▲ 55.0	1
Bldg Material & Supplies Dealers	4441	\$1,791,588	\$536,132	\$1,255,456	▲ 53.9	1
Lawn & Garden Equip & Supply Stores	4442	\$154,337	\$29,433	\$124,904	▲ 68.0	0
Food & Beverage Stores	445	\$5,319,147	\$48,132,021	-\$42,812,874	▼ -80.1	6
Grocery Stores	4451	\$4,859,291	\$47,620,119	-\$42,760,828	▼ -81.5	5
Specialty Food Stores	4452	\$257,561	\$511,902	-\$254,341	▼ -33.1	1
Beer, Wine & Liquor Stores	4453	\$202,295	\$0	\$202,295	▲ 100.0	0
Health & Personal Care Stores	446,4461	\$1,966,147	\$11,892,261	-\$9,926,114	▼ -71.6	9
Gasoline Stations	447,4471	\$2,530,060	\$3,523,345	-\$993,285	▼ -16.4	3
Clothing & Clothing Accessories Stores	448	\$1,007,810	\$3,276,331	-\$2,268,521	▼ -53.0	9
Clothing Stores	4481	\$660,948	\$2,577,248	-\$1,916,300	▼ -59.2	8
Shoe Stores	4482	\$135,416	\$0	\$135,416	▲ 100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$211,446	\$699,083	-\$487,637	▼ -53.6	2
Sporting Goods, Hobby, Book & Music Stores	451	\$966,077	\$5,169,423	-\$4,203,346	▼ -68.5	5
Sporting Goods/Hobby/Musical Instr Stores	4511	\$819,676	\$5,169,423	-\$4,349,747	▼ -72.6	5
Book, Periodical & Music Stores	4512	\$146,401	\$0	\$146,401	▲ 100.0	0
General Merchandise Stores	452	\$6,666,859	\$108,455,406	-\$101,788,547	▼ -88.4	5
Department Stores Excluding Leased Depts.	4521	\$4,883,187	\$105,763,313	-\$100,880,126	▼ -91.2	3
Other General Merchandise Stores	4529	\$1,783,672	\$2,692,094	-\$908,422	▼ -20.3	2
Miscellaneous Store Retailers	453	\$1,584,754	\$1,036,850	\$547,904	▲ 20.9	4
Florists	4531	\$61,941	\$371,095	-\$309,154	▼ -71.4	2
Office Supplies, Stationery & Gift Stores	4532	\$240,465	\$0	\$240,465	▲ 100.0	0
Used Merchandise Stores	4533	\$201,314	\$0	\$201,314	▲ 100.0	0
Other Miscellaneous Store Retailers	4539	\$1,081,035	\$665,754	\$415,281	▲ 23.8	2
Nonstore Retailers	454	\$360,747	\$0	\$360,747	▲ 100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$84,673	\$0	\$84,673	▲ 100.0	0
Vending Machine Operators	4542	\$48,236	\$0	\$48,236	▲ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$227,838	\$0	\$227,838	^ 100.0	0
Food Services & Drinking Places	722	\$3,236,819	\$24,286,276	-\$21,049,457	v -76.5	26
Special Food Services	7223	\$18,509	\$0	\$18,509	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$69,644	\$0	\$69,644	^ 100.0	0
Restaurants/Other Eating Places	7225	\$3,148,665	\$24,286,276	-\$21,137,611	v -77.0	26

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%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	15,907	84.8%	15,990	83.0%	16,074	81.4%
Black Alone	1,918	10.2%	2,187	11.4%	2,440	12.4%
American Indian Alone	56	0.3%	61	0.3%	67	0.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	197	1.1%	239	1.2%	289	1.5%
Pacific Islander Alone	10	0.1%	11	0.1%	13	0.1%
Some Other Race Alone	434	2.3%	462	2.4%	484	2.5%
Two or More Races	236	1.3%	308	1.6%	381	1.9%
Hispanic Origin (Any Race)	978	5.2%	1,042	5.4%	1,130	5.7%

RING: 3 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	19,258
2016 Households	7,819
2016 Median Disposable Income	\$46,076
2016 Per Capita Income	\$28,412

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%
Average Household Size	2.44	

FAMILY HOUSEHOLDS BY SIZE

Total	5,291	100%
2 People	2,474	46.8%
3 People	1,309	24.7%
4 People	927	17.5%
5 People	365	6.9%
6 People	139	2.6%
7+ People	77	1.5%
Average Family Size	2.95	

NONFAMILY HOUSEHOLDS BY SIZE

Total	2,337	100%
1 Person	2,046	87.5%
2 People	252	10.8%
3 People	30	1.3%
4 People	8	0.3%
5 People	1	0.0%
6 People	0	0.0%
7+ People	0	0.0%
Average Family Size	1.16	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	18,758	100%
In Households	18,607	99.2%
In Family Households	15,905	84.8%
Householder	5,313	28.3%
Spouse	4,086	21.8%
Child	5,549	29.6%
Other relative	655	3.5%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	303	1.6%
In Nonfamily Households	2,702	14.4%
In Group Quarters	151	0.8%
Institutionalized Population	116	0.6%
Noninstitutionalized Population	36	0.2%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	5,292	100%
Householder Age 15 - 44	2,058	38.9%
Householder Age 45 - 54	1,103	20.8%
Householder Age 55 - 64	1,011	19.1%
Householder Age 65 - 74	626	11.8%
Householder Age 75+	494	9.3%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	2,339	100%
Householder Age 15 - 44	680	29.1%
Householder Age 45 - 54	359	15.3%
Householder Age 55 - 64	412	17.6%
Householder Age 65 - 74	299	12.8%
Householder Age 75+	589	25.2%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	7,629	100%
Householder is White Alone	6,636	87.0%
Householder is Black Alone	757	9.9%
Householder is American Indian Alone	17	0.2%
Householder is Asian Alone	57	0.7%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	96	1.3%
Householder is Two or More Races	63	0.8%
Households with Hispanic Householder	231	3.0%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	4,072	100%
Householder is White Alone	3,646	89.5%
Householder is Black Alone	273	6.7%
Householder is American Indian Alone	10	0.2%
Householder is Asian Alone	40	1.0%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	72	1.8%
Householder is Two or More Races	30	0.7%
Husband-wife Families with Hispanic Householder	144	3.5%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	1,220	100%
Householder is White Alone	925	75.8%
Householder is Black Alone	255	20.9%
Householder is American Indian Alone	3	0.2%
Householder is Asian Alone	8	0.7%
Householder is Pacific Islander Alone	2	0.2%
Householder is Some Other Race Alone	15	1.2%
Householder is Two or More Races	12	1.0%
Other Families with Hispanic Householder	58	4.8%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	2,338	100%
Householder is White Alone	2,065	88.3%
Householder is Black Alone	229	9.8%
Householder is American Indian Alone	5	0.2%
Householder is Asian Alone	9	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	9	0.4%
Householder is Two or More Races	21	0.9%
Nonfamily Households with Hispanic Householder	29	1.2%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	8,148	100%
Occupied Housing Units	7,629	93.6%
Vacant Housing Units		
For Rent	119	1.5%
Rented, not Occupied	8	0.1%
For Sale Only	161	2.0%
Sold, not Occupied	37	0.5%
For Seasonal/Recreational/Occasional Use	14	0.2%
For Migrant Workers	0	0.0%
Other Vacant	180	2.2%
Total Vacancy Rate	6.4%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	7,629	100%
Owner Occupied	6,033	79.1%
Owned with a Mortgage/Loan	4,173	54.7%
Owned Free and Clear	1,860	24.4%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.45	
Renter Occupied	1,596	20.9%
Average Household Size	2.39	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	6,032	100%
Householder is White Alone	5,446	90.3%
Householder is Black Alone	422	7.0%
Householder is American Indian Alone	12	0.2%
Householder is Asian Alone	45	0.7%
Householder is Pacific Islander Alone	3	0.0%
Householder is Some Other Race Alone	53	0.9%
Householder is Two or More Races	51	0.8%
Owner-occupied Housing Units with Hispanic Householder	146	2.4%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	1,596	100%
Householder is White Alone	1,189	74.5%
Householder is Black Alone	334	20.9%
Householder is American Indian Alone	5	0.3%
Householder is Asian Alone	12	0.8%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	43	2.7%
Householder is Two or More Races	13	0.8%
Renter-occupied Housing Units with Hispanic Householder	85	5.3%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.39

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.52
Householder is American Indian Alone	2.41
Householder is Asian Alone	3.30
Householder is Pacific Islander Alone	3.67
Householder is Some Other Race Alone	4.32
Householder is Two or More Races	2.62
Householder is Hispanic	4.09

RING: 3 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	19,258
2016 Households	7,819
2016 Median Disposable Income	\$46,076
2016 Per Capita Income	\$28,412

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	871
Total Employees	8,029
Total Residential Population	7,819
Employee/Residential Population Ratio	1.03

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	\$291,943,894	\$456,683,421	-\$164,739,527	▼ -22.0	198
Total Retail Trade	44-45	\$264,798,249	\$396,433,315	-\$131,635,066	▼ -19.9	146
Total Food & Drink	722	\$27,145,645	\$60,250,106	-\$33,104,461	▼ -37.9	52

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$63,199,139	\$41,493,755	\$21,705,384	▲ 20.7	23
Automobile Dealers	4411	\$50,345,733	\$32,009,216	\$18,336,517	▲ 22.3	12
Other Motor Vehicle Dealers	4412	\$8,105,612	\$3,619,682	\$4,485,930	▲ 38.3	4
Auto Parts, Accessories & Tire Stores	4413	\$4,747,794	\$5,864,857	-\$1,117,063	▼ -10.5	7
Furniture & Home Furnishings Stores	442	\$8,676,487	\$8,318,388	\$358,099	▲ 2.1	9
Furniture Stores	4421	\$5,222,513	\$6,852,212	-\$1,629,699	▼ -13.5	5

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$3,453,974	\$1,466,176	\$1,987,798	^ 40.4	5
Electronics & Appliance Stores	443	\$12,433,072	\$15,106,715	-\$2,673,643	v -9.7	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$15,713,181	\$10,384,807	\$5,328,374	^ 20.4	6
Bldg Material & Supplies Dealers	4441	\$14,527,129	\$9,196,492	\$5,330,637	^ 22.5	3
Lawn & Garden Equip & Supply Stores	4442	\$1,186,052	\$1,188,314	-\$2,262	v -0.1	4
Food & Beverage Stores	445	\$42,776,297	\$77,736,103	-\$34,959,806	v -29.0	14
Grocery Stores	4451	\$39,052,703	\$75,503,479	-\$36,450,776	v -31.8	11
Specialty Food Stores	4452	\$2,078,507	\$1,755,057	\$323,450	^ 8.4	3
Beer, Wine & Liquor Stores	4453	\$1,645,087	\$477,567	\$1,167,520	^ 55.0	0
Health & Personal Care Stores	446,4461	\$15,389,810	\$24,919,958	-\$9,530,148	v -23.6	18
Gasoline Stations	447,4471	\$20,287,808	\$19,639,137	\$648,671	^ 1.6	12
Clothing & Clothing Accessories Stores	448	\$8,414,170	\$8,631,154	-\$216,984	v -1.3	19
Clothing Stores	4481	\$5,515,597	\$5,402,911	\$112,686	^ 1.0	14
Shoe Stores	4482	\$1,137,064	\$1,660,891	-\$523,827	v -18.7	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,761,509	\$1,567,352	\$194,157	^ 5.8	3
Sporting Goods, Hobby, Book & Music Stores	451	\$7,949,733	\$9,563,523	-\$1,613,790	v -9.2	11
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,748,927	\$7,969,276	-\$1,220,349	v -8.3	10
Book, Periodical & Music Stores	4512	\$1,200,806	\$1,594,247	-\$393,441	v -14.1	1
General Merchandise Stores	452	\$54,799,643	\$171,156,366	-\$116,356,723	v -51.5	12
Department Stores Excluding Leased Depts.	4521	\$40,387,919	\$164,806,533	-\$124,418,614	v -60.6	7
Other General Merchandise Stores	4529	\$14,411,724	\$6,349,833	\$8,061,891	^ 38.8	5
Miscellaneous Store Retailers	453	\$12,645,922	\$6,853,710	\$5,792,212	^ 29.7	15
Florists	4531	\$504,025	\$597,981	-\$93,956	v -8.5	5
Office Supplies, Stationery & Gift Stores	4532	\$2,001,621	\$0	\$2,001,621	^ 100.0	0
Used Merchandise Stores	4533	\$1,670,287	\$3,447,667	-\$1,777,380	v -34.7	3
Other Miscellaneous Store Retailers	4539	\$8,469,990	\$2,808,062	\$5,661,928	^ 50.2	6
Nonstore Retailers	454	\$2,512,985	\$2,629,697	-\$116,712	v -2.3	1
Electronic Shopping & Mail-Order Houses	4541	\$673,090	\$2,629,697	-\$1,956,607	v -59.2	1
Vending Machine Operators	4542	\$388,847	\$0	\$388,847	^ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$1,451,048	\$0	\$1,451,048	^ 100.0	0
Food Services & Drinking Places	722	\$27,145,645	\$60,250,106	-\$33,104,461	v -37.9	52
Special Food Services	7223	\$155,687	\$0	\$155,687	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$584,193	\$0	\$584,193	^ 100.0	0
Restaurants/Other Eating Places	7225	\$26,405,766	\$60,250,106	-\$33,844,340	v -39.1	52

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
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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%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	25,544	80.8%	25,869	79.2%	26,047	77.7%
Black Alone	4,557	14.4%	5,051	15.5%	5,498	16.4%
American Indian Alone	114	0.4%	124	0.4%	135	0.4%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	265	0.8%	326	1.0%	397	1.2%
Pacific Islander Alone	23	0.1%	25	0.1%	28	0.1%
Some Other Race Alone	751	2.4%	791	2.4%	823	2.5%
Two or More Races	376	1.2%	492	1.5%	610	1.8%
Hispanic Origin (Any Race)	1,496	4.7%	1,587	4.9%	1,713	5.1%

RING: 5 MILES

Housing Profile

SUMMARY DEMOGRAPHIC

2016 Population	32,678
2016 Households	13,375
2016 Median Disposable Income	\$43,007
2016 Per Capita Income	\$26,858

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%
Average Household Size	2.43	

FAMILY HOUSEHOLDS BY SIZE

Total	8,861	100%
2 People	4,047	45.7%
3 People	2,224	25.1%
4 People	1,557	17.6%
5 People	646	7.3%
6 People	245	2.8%
7+ People	142	1.6%
Average Family Size	2.95	

NONFAMILY HOUSEHOLDS BY SIZE

Total	4,064	100%
1 Person	3,573	87.9%
2 People	421	10.4%
3 People	49	1.2%
4 People	18	0.4%
5 People	3	0.1%
6 People	0	0.0%
7+ People	0	0.0%
Average Family Size	1.14	

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Total	31,630	100%
In Households	31,343	99.1%
In Family Households	26,708	84.4%
Householder	8,836	27.9%
Spouse	6,641	21.0%
Child	9,515	30.1%
Other relative	1,155	3.7%

POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	561	1.8%
In Nonfamily Households	4,635	14.7%
In Group Quarters	287	0.9%
Institutionalized Population	242	0.8%
Noninstitutionalized Population	45	0.1%

FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	8,861	100%
Householder Age 15 - 44	3,461	39.1%
Householder Age 45 - 54	1,851	20.9%
Householder Age 55 - 64	1,682	19.0%
Householder Age 65 - 74	1,087	12.3%
Householder Age 75+	780	8.8%

NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

Total	4,062	100%
Householder Age 15 - 44	1,120	27.6%
Householder Age 45 - 54	646	15.9%
Householder Age 55 - 64	764	18.8%
Householder Age 65 - 74	597	14.7%
Householder Age 75+	935	23.0%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	12,924	100%
Householder is White Alone	10,700	82.8%
Householder is Black Alone	1,823	14.1%
Householder is American Indian Alone	38	0.3%
Householder is Asian Alone	77	0.6%

HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	6	0.0%
Householder is Some Other Race Alone	178	1.4%
Householder is Two or More Races	102	0.8%
Households with Hispanic Householder	363	2.8%

HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

Total	6,658	100%
Householder is White Alone	5,812	87.3%
Householder is Black Alone	599	9.0%
Householder is American Indian Alone	17	0.3%
Householder is Asian Alone	53	0.8%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	126	1.9%
Householder is Two or More Races	47	0.7%
Husband-wife Families with Hispanic Householder	227	3.4%

OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

Total	2,203	100%
Householder is White Alone	1,492	67.7%
Householder is Black Alone	640	29.1%
Householder is American Indian Alone	8	0.4%
Householder is Asian Alone	10	0.5%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	31	1.4%
Householder is Two or More Races	20	0.9%
Other Families with Hispanic Householder	86	3.9%

NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

Total	4,063	100%
Householder is White Alone	3,396	83.6%
Householder is Black Alone	584	14.4%
Householder is American Indian Alone	13	0.3%
Householder is Asian Alone	14	0.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	20	0.5%
Householder is Two or More Races	36	0.9%
Nonfamily Households with Hispanic Householder	50	1.2%

TOTAL HOUSING UNITS BY OCCUPANCY

Total	13,869	100%
Occupied Housing Units	12,924	93.2%
Vacant Housing Units		
For Rent	233	1.7%
Rented, not Occupied	19	0.1%
For Sale Only	243	1.8%
Sold, not Occupied	49	0.4%
For Seasonal/Recreational/Occasional Use	24	0.2%
For Migrant Workers	0	0.0%
Other Vacant	377	2.7%
Total Vacancy Rate	6.8%	

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Total	12,924	100%
Owner Occupied	9,829	76.1%
Owned with a Mortgage/Loan	6,690	51.8%
Owned Free and Clear	3,139	24.3%

HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.47	
Renter Occupied	3,095	23.9%
Average Household Size	2.29	

OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	9,829	100%
Householder is White Alone	8,618	87.7%
Householder is Black Alone	959	9.8%
Householder is American Indian Alone	20	0.2%
Householder is Asian Alone	58	0.6%
Householder is Pacific Islander Alone	5	0.1%
Householder is Some Other Race Alone	97	1.0%
Householder is Two or More Races	72	0.7%
Owner-occupied Housing Units with Hispanic Householder	221	2.2%

RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

Total	3,095	100%
Householder is White Alone	2,082	67.3%
Householder is Black Alone	864	27.9%
Householder is American Indian Alone	18	0.6%
Householder is Asian Alone	19	0.6%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	80	2.6%
Householder is Two or More Races	30	1.0%
Renter-occupied Housing Units with Hispanic Householder	143	4.6%

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.38

AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.46
Householder is American Indian Alone	2.47
Householder is Asian Alone	3.19
Householder is Pacific Islander Alone	3.67
Householder is Some Other Race Alone	4.17
Householder is Two or More Races	2.49
Householder is Hispanic	3.97

RING: 5 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	32,678
2016 Households	13,375
2016 Median Disposable Income	\$43,007
2016 Per Capita Income	\$26,858

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	1,297
Total Employees	13,997
Total Residential Population	13,375
Employee/Residential Population Ratio	1.05

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	\$472,963,004	\$641,671,331	-\$168,708,327	▼ -15.1	274
Total Retail Trade	44-45	\$429,073,616	\$558,298,825	-\$129,225,209	▼ -13.1	201
Total Food & Drink	722	\$43,889,388	\$83,372,506	-\$39,483,118	▼ -31.0	72

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$102,237,957	\$73,083,529	\$29,154,428	▲ 16.6	29
Automobile Dealers	4411	\$81,481,723	\$62,604,018	\$18,877,705	▲ 13.1	16
Other Motor Vehicle Dealers	4412	\$13,072,300	\$3,619,682	\$9,452,618	▲ 56.6	4
Auto Parts, Accessories & Tire Stores	4413	\$7,683,934	\$6,859,829	\$824,105	▲ 5.7	9
Furniture & Home Furnishings Stores	442	\$14,002,440	\$11,312,665	\$2,689,775	▲ 10.6	12
Furniture Stores	4421	\$8,441,982	\$9,325,508	-\$883,526	▼ -5.0	6

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$5,560,458	\$1,987,157	\$3,573,301	^ 47.3	6
Electronics & Appliance Stores	443	\$20,051,372	\$26,967,215	-\$6,915,843	v -14.7	10
Bldg Materials, Garden Equip. & Supply Stores	444	\$25,312,775	\$23,785,717	\$1,527,058	^ 3.1	11
Bldg Material & Supplies Dealers	4441	\$23,399,483	\$22,424,284	\$975,199	^ 2.1	7
Lawn & Garden Equip & Supply Stores	4442	\$1,913,293	\$1,361,434	\$551,859	^ 16.9	4
Food & Beverage Stores	445	\$69,561,341	\$105,328,392	-\$35,767,051	v -20.5	21
Grocery Stores	4451	\$63,518,305	\$100,830,807	-\$37,312,502	v -22.7	15
Specialty Food Stores	4452	\$3,380,932	\$2,972,181	\$408,751	^ 6.4	4
Beer, Wine & Liquor Stores	4453	\$2,662,104	\$1,525,404	\$1,136,700	^ 27.1	2
Health & Personal Care Stores	446,4461	\$24,983,454	\$35,778,398	-\$10,794,944	v -17.8	23
Gasoline Stations	447,4471	\$32,990,007	\$30,354,782	\$2,635,225	^ 4.2	17
Clothing & Clothing Accessories Stores	448	\$13,616,605	\$12,149,209	\$1,467,396	^ 5.7	24
Clothing Stores	4481	\$8,933,335	\$7,608,896	\$1,324,439	^ 8.0	18
Shoe Stores	4482	\$1,843,560	\$2,213,513	-\$369,953	v -9.1	2
Jewelry, Luggage & Leather Goods Stores	4483	\$2,839,710	\$2,326,800	\$512,910	^ 9.9	4
Sporting Goods, Hobby, Book & Music Stores	451	\$12,860,482	\$16,813,489	-\$3,953,007	v -13.3	17
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,919,364	\$12,950,803	-\$2,031,439	v -8.5	14
Book, Periodical & Music Stores	4512	\$1,941,118	\$3,862,686	-\$1,921,568	v -33.1	3
General Merchandise Stores	452	\$88,817,493	\$204,318,378	-\$115,500,885	v -39.4	16
Department Stores Excluding Leased Depts.	4521	\$65,399,916	\$196,763,051	-\$131,363,135	v -50.1	9
Other General Merchandise Stores	4529	\$23,417,577	\$7,555,326	\$15,862,251	^ 51.2	7
Miscellaneous Store Retailers	453	\$20,551,929	\$14,911,025	\$5,640,904	^ 15.9	20
Florists	4531	\$809,466	\$702,253	\$107,213	^ 7.1	7
Office Supplies, Stationery & Gift Stores	4532	\$3,228,626	\$12,740	\$3,215,886	^ 99.2	0
Used Merchandise Stores	4533	\$2,704,897	\$8,120,204	-\$5,415,307	v -50.0	5
Other Miscellaneous Store Retailers	4539	\$13,808,940	\$6,075,827	\$7,733,113	^ 38.9	8
Nonstore Retailers	454	\$4,087,761	\$3,496,027	\$591,734	^ 7.8	1
Electronic Shopping & Mail-Order Houses	4541	\$1,090,583	\$3,355,130	-\$2,264,547	v -50.9	1
Vending Machine Operators	4542	\$632,667	\$0	\$632,667	^ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$2,364,511	\$140,897	\$2,223,614	^ 88.8	0
Food Services & Drinking Places	722	\$43,889,388	\$83,372,506	-\$39,483,118	v -31.0	72
Special Food Services	7223	\$251,730	\$0	\$251,730	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$943,858	\$0	\$943,858	^ 100.0	0
Restaurants/Other Eating Places	7225	\$42,693,800	\$83,372,506	-\$40,678,706	v -32.3	72

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			

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