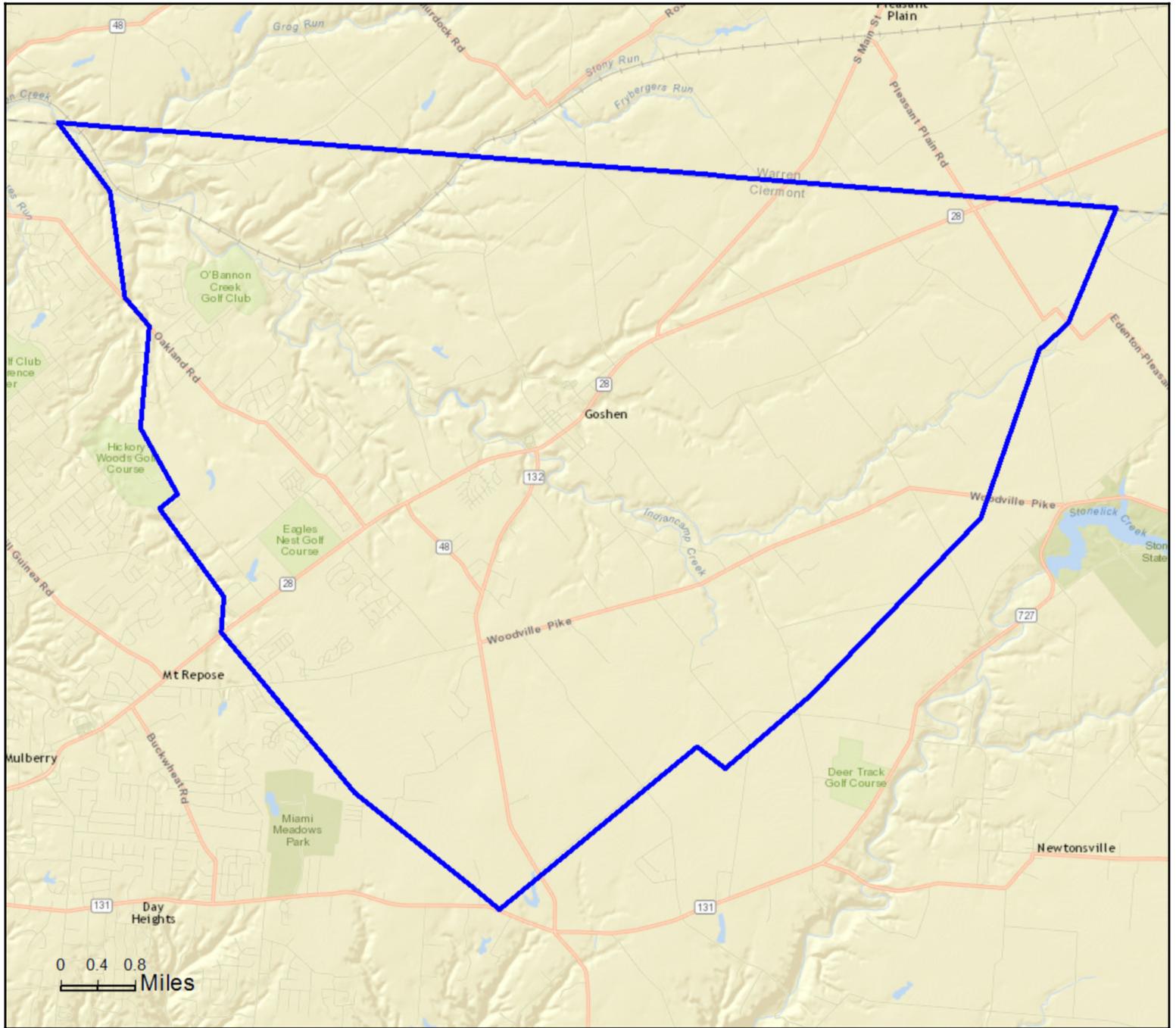


Site Map

Goshen Township
 Goshen township (3902531010)
 Geography: County Subdivision

Prepared by Esri



Population Summary	
2000 Total Population	13,706
2010 Total Population	15,505
2016 Total Population	15,994
2016 Group Quarters	142
2020 Total Population	16,470
2016-2021 Annual Rate	0.59%
Household Summary	
2000 Households	4,878
2000 Average Household Size	2.80
2010 Households	5,629
2010 Average Household Size	2.73
2016 Households	5,845
2016 Average Household Size	2.71
2021 Households	6,038
2021 Average Household Size	2.70
2016-2021 Annual Rate	0.65%
2010 Families	4,226
2010 Average Family Size	3.10
2016 Families	4,342
2016 Average Family Size	3.09
2021 Families	4,460
2021 Average Family Size	3.09
2016-2021 Annual Rate	0.54%
Housing Unit Summary	
2000 Housing Units	5,112
Owner Occupied Housing Units	83.2%
Renter Occupied Housing Units	12.2%
Vacant Housing Units	4.6%
2010 Housing Units	6,019
Owner Occupied Housing Units	80.2%
Renter Occupied Housing Units	13.4%
Vacant Housing Units	6.5%
2016 Housing Units	6,258
Owner Occupied Housing Units	78.0%
Renter Occupied Housing Units	15.4%
Vacant Housing Units	6.6%
2021 Housing Units	6,491
Owner Occupied Housing Units	77.5%
Renter Occupied Housing Units	15.5%
Vacant Housing Units	7.0%
Median Household Income	
2016	\$53,932
2021	\$60,008
Median Home Value	
2016	\$146,516
2021	\$179,504
Per Capita Income	
2016	\$24,556
2021	\$26,861
Median Age	
2010	37.8
2016	38.8
2021	39.8

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2016 Households by Income

Household Income Base	5,845
<\$15,000	11.1%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	14.3%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	14.8%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	4.2%
\$200,000+	2.4%
Average Household Income	\$66,708

2021 Households by Income

Household Income Base	6,039
<\$15,000	10.7%
\$15,000 - \$24,999	8.7%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	7.6%
\$50,000 - \$74,999	23.6%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	4.9%
\$200,000+	2.6%
Average Household Income	\$72,790

2016 Owner Occupied Housing Units by Value

Total	4,879
<\$50,000	18.9%
\$50,000 - \$99,999	10.2%
\$100,000 - \$149,999	22.5%
\$150,000 - \$199,999	19.5%
\$200,000 - \$249,999	10.2%
\$250,000 - \$299,999	4.0%
\$300,000 - \$399,999	9.0%
\$400,000 - \$499,999	3.3%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	1.2%
Average Home Value	\$177,680

2021 Owner Occupied Housing Units by Value

Total	5,031
<\$50,000	15.5%
\$50,000 - \$99,999	6.1%
\$100,000 - \$149,999	14.3%
\$150,000 - \$199,999	23.8%
\$200,000 - \$249,999	16.4%
\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	10.5%
\$400,000 - \$499,999	4.1%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	1.2%
Average Home Value	\$201,456

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Population by Age	
Total	15,505
0 - 4	6.8%
5 - 9	7.5%
10 - 14	7.4%
15 - 24	12.1%
25 - 34	12.5%
35 - 44	14.2%
45 - 54	15.9%
55 - 64	11.9%
65 - 74	7.5%
75 - 84	3.1%
85 +	1.0%
18 +	74.1%
2016 Population by Age	
Total	15,995
0 - 4	6.3%
5 - 9	6.5%
10 - 14	7.2%
15 - 24	12.0%
25 - 34	13.2%
35 - 44	12.7%
45 - 54	14.9%
55 - 64	13.5%
65 - 74	8.7%
75 - 84	3.8%
85 +	1.2%
18 +	76.0%
2021 Population by Age	
Total	16,471
0 - 4	6.1%
5 - 9	6.1%
10 - 14	6.7%
15 - 24	11.6%
25 - 34	13.2%
35 - 44	12.7%
45 - 54	13.3%
55 - 64	14.0%
65 - 74	10.0%
75 - 84	4.9%
85 +	1.4%
18 +	77.0%
2010 Population by Sex	
Males	7,702
Females	7,803
2016 Population by Sex	
Males	7,931
Females	8,064
2021 Population by Sex	
Males	8,156
Females	8,315

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity	
Total	15,505
White Alone	96.8%
Black Alone	0.9%
American Indian Alone	0.2%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.4%
Hispanic Origin	1.4%
Diversity Index	8.9
2016 Population by Race/Ethnicity	
Total	15,994
White Alone	96.0%
Black Alone	1.2%
American Indian Alone	0.2%
Asian Alone	0.6%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.7%
Hispanic Origin	1.8%
Diversity Index	11.2
2021 Population by Race/Ethnicity	
Total	16,470
White Alone	95.2%
Black Alone	1.5%
American Indian Alone	0.2%
Asian Alone	0.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	2.1%
Hispanic Origin	2.2%
Diversity Index	13.3
2010 Population by Relationship and Household Type	
Total	15,505
In Households	99.1%
In Family Households	87.4%
Householder	27.3%
Spouse	21.0%
Child	33.2%
Other relative	3.1%
Nonrelative	2.9%
In Nonfamily Households	11.7%
In Group Quarters	0.9%
Institutionalized Population	0.7%
Noninstitutionalized Population	0.2%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2016 Population 25+ by Educational Attainment	
Total	10,882
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	10.4%
High School Graduate	35.1%
GED/Alternative Credential	6.5%
Some College, No Degree	19.1%
Associate Degree	7.2%
Bachelor's Degree	14.4%
Graduate/Professional Degree	5.0%
2016 Population 15+ by Marital Status	
Total	12,802
Never Married	26.6%
Married	56.3%
Widowed	4.7%
Divorced	12.5%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	96.4%
Civilian Unemployed	3.6%
2016 Employed Population 16+ by Industry	
Total	8,004
Agriculture/Mining	0.6%
Construction	10.1%
Manufacturing	17.0%
Wholesale Trade	2.9%
Retail Trade	14.8%
Transportation/Utilities	5.2%
Information	0.4%
Finance/Insurance/Real Estate	5.4%
Services	40.8%
Public Administration	2.8%
2016 Employed Population 16+ by Occupation	
Total	8,004
White Collar	53.5%
Management/Business/Financial	11.5%
Professional	17.5%
Sales	11.5%
Administrative Support	13.0%
Services	14.6%
Blue Collar	31.8%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	8.5%
Installation/Maintenance/Repair	5.1%
Production	8.5%
Transportation/Material Moving	9.4%
2010 Population By Urban/ Rural Status	
Total Population	15,505
Population Inside Urbanized Area	70.4%
Population Inside Urbanized Cluster	0.0%
Rural Population	29.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

2010 Households by Type	
Total	5,629
Households with 1 Person	19.1%
Households with 2+ People	80.9%
Family Households	75.1%
Husband-wife Families	57.9%
With Related Children	26.0%
Other Family (No Spouse Present)	17.2%
Other Family with Male Householder	5.8%
With Related Children	3.8%
Other Family with Female Householder	11.4%
With Related Children	7.2%
Nonfamily Households	5.9%
All Households with Children	37.8%
Multigenerational Households	4.8%
Unmarried Partner Households	8.3%
Male-female	7.7%
Same-sex	0.7%
2010 Households by Size	
Total	5,629
1 Person Household	19.1%
2 Person Household	34.8%
3 Person Household	18.3%
4 Person Household	16.2%
5 Person Household	7.2%
6 Person Household	3.0%
7 + Person Household	1.4%
2010 Households by Tenure and Mortgage Status	
Total	5,629
Owner Occupied	85.7%
Owned with a Mortgage/Loan	61.6%
Owned Free and Clear	24.1%
Renter Occupied	14.3%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,019
Housing Units Inside Urbanized Area	69.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	30.3%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. Down the Road (10D)
3. Soccer Moms (4A)

2016 Consumer Spending

Apparel & Services: Total \$	\$10,060,841
Average Spent	\$1,721.27
Spending Potential Index	85
Education: Total \$	\$6,357,818
Average Spent	\$1,087.74
Spending Potential Index	77
Entertainment/Recreation: Total \$	\$15,049,597
Average Spent	\$2,574.78
Spending Potential Index	88
Food at Home: Total \$	\$25,975,418
Average Spent	\$4,444.04
Spending Potential Index	89
Food Away from Home: Total \$	\$15,777,988
Average Spent	\$2,699.40
Spending Potential Index	87
Health Care: Total \$	\$28,572,334
Average Spent	\$4,888.34
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$9,052,767
Average Spent	\$1,548.81
Spending Potential Index	88
Personal Care Products & Services: Total \$	\$3,736,148
Average Spent	\$639.20
Spending Potential Index	87
Shelter: Total \$	\$74,405,837
Average Spent	\$12,729.83
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$12,237,213
Average Spent	\$2,093.62
Spending Potential Index	90
Travel: Total \$	\$9,224,257
Average Spent	\$1,578.14
Spending Potential Index	85
Vehicle Maintenance & Repairs: Total \$	\$5,429,748
Average Spent	\$928.96
Spending Potential Index	90

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

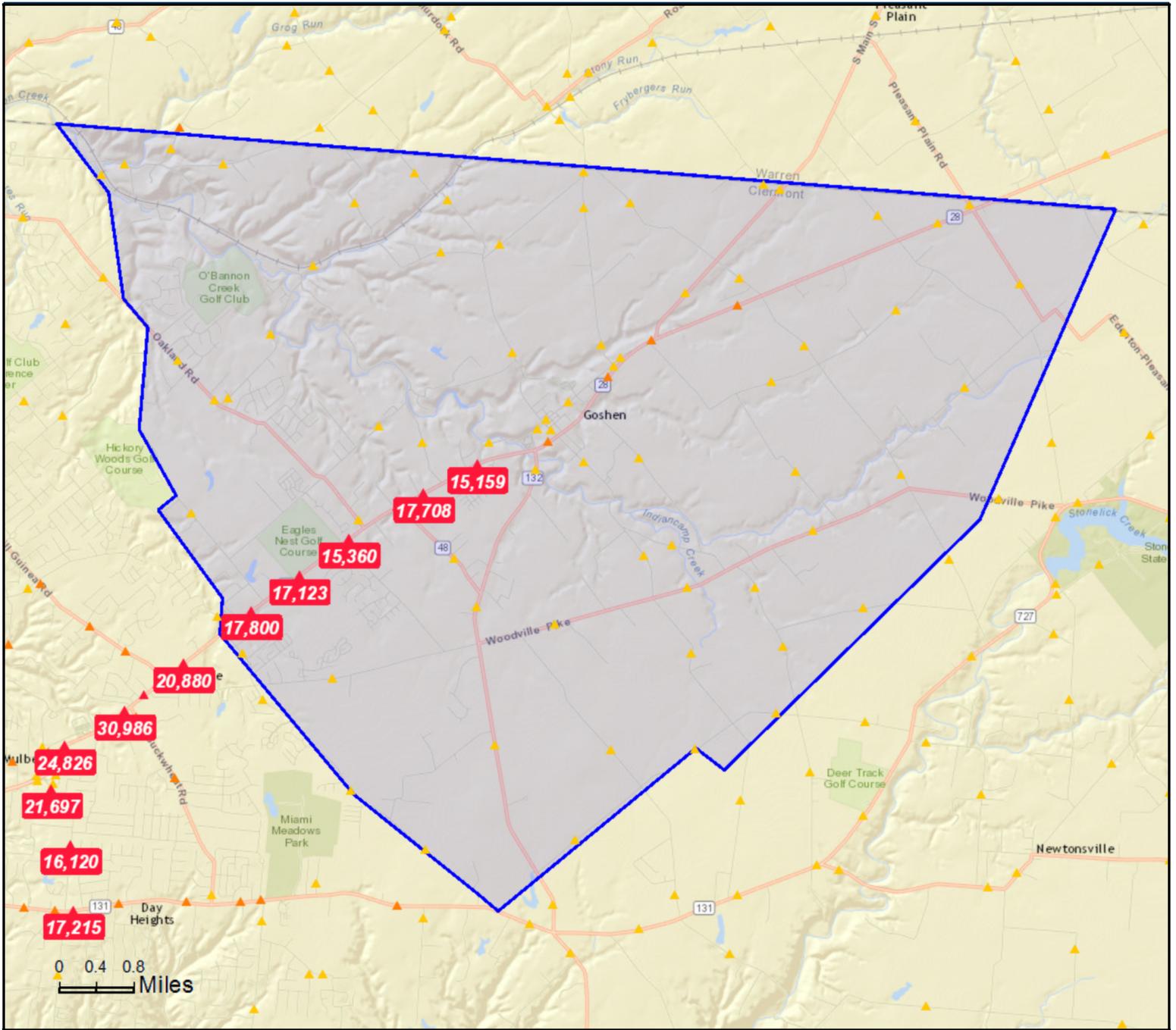
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

Traffic Count Map

Goshen Township
 Goshen township (3902531010)
 Geography: County Subdivision

Prepared by Esri



- Average Daily Traffic Volume**
- ▲ Up to 6,000 vehicles per day
 - ▲ 6,001 - 15,000
 - ▲ 15,001 - 30,000
 - ▲ 30,001 - 50,000
 - ▲ 50,001 - 100,000
 - ▲ More than 100,000 per day



Source: ©2016 Kalibrate Technologies

July 29, 2016

Data for all businesses in area

Total Businesses:	319
Total Employees:	2,231
Total Residential Population:	15,994
Employee/Residential Population Ratio:	0.14:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	18	5.6%	67	3.0%
Construction	57	17.9%	396	17.7%
Manufacturing	13	4.1%	89	4.0%
Transportation	16	5.0%	125	5.6%
Communication	3	0.9%	23	1.0%
Utility	3	0.9%	31	1.4%
Wholesale Trade	10	3.1%	58	2.6%
Retail Trade Summary	54	16.9%	482	21.6%
Home Improvement	4	1.3%	18	0.8%
General Merchandise Stores	2	0.6%	12	0.5%
Food Stores	5	1.6%	141	6.3%
Auto Dealers, Gas Stations, Auto Aftermarket	9	2.8%	31	1.4%
Apparel & Accessory Stores	1	0.3%	2	0.1%
Furniture & Home Furnishings	8	2.5%	44	2.0%
Eating & Drinking Places	14	4.4%	182	8.2%
Miscellaneous Retail	11	3.4%	52	2.3%
Finance, Insurance, Real Estate Summary	23	7.2%	64	2.9%
Banks, Savings & Lending Institutions	8	2.5%	15	0.7%
Securities Brokers	1	0.3%	1	0.0%
Insurance Carriers & Agents	2	0.6%	6	0.3%
Real Estate, Holding, Other Investment Offices	12	3.8%	42	1.9%
Services Summary	100	31.3%	711	31.9%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	18	5.6%	57	2.6%
Motion Pictures & Amusements	14	4.4%	92	4.1%
Health Services	8	2.5%	118	5.3%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	7	2.2%	285	12.8%
Other Services	53	16.6%	159	7.1%
Government	8	2.5%	177	7.9%
Unclassified Establishments	14	4.4%	8	0.4%
Totals	319	100.0%	2,231	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	0.9%	17	0.8%
Mining	0	0.0%	0	0.0%
Utilities	3	0.9%	31	1.4%
Construction	58	18.2%	406	18.2%
Manufacturing	14	4.4%	96	4.3%
Wholesale Trade	10	3.1%	58	2.6%
Retail Trade	37	11.6%	276	12.4%
Motor Vehicle & Parts Dealers	6	1.9%	11	0.5%
Furniture & Home Furnishings Stores	3	0.9%	11	0.5%
Electronics & Appliance Stores	3	0.9%	25	1.1%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.9%	17	0.8%
Food & Beverage Stores	4	1.3%	124	5.6%
Health & Personal Care Stores	2	0.6%	16	0.7%
Gasoline Stations	3	0.9%	20	0.9%
Clothing & Clothing Accessories Stores	1	0.3%	2	0.1%
Sport Goods, Hobby, Book, & Music Stores	4	1.3%	16	0.7%
General Merchandise Stores	2	0.6%	12	0.5%
Miscellaneous Store Retailers	5	1.6%	10	0.4%
Nonstore Retailers	1	0.3%	12	0.5%
Transportation & Warehousing	15	4.7%	124	5.6%
Information	5	1.6%	35	1.6%
Finance & Insurance	11	3.4%	22	1.0%
Central Bank/Credit Intermediation & Related Activities	8	2.5%	15	0.7%
Securities, Commodity Contracts & Other Financial	1	0.3%	1	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	2	0.6%	6	0.3%
Real Estate, Rental & Leasing	16	5.0%	49	2.2%
Professional, Scientific & Tech Services	12	3.8%	42	1.9%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	17	5.3%	51	2.3%
Educational Services	8	2.5%	281	12.6%
Health Care & Social Assistance	11	3.4%	140	6.3%
Arts, Entertainment & Recreation	10	3.1%	88	3.9%
Accommodation & Food Services	15	4.7%	194	8.7%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	15	4.7%	194	8.7%
Other Services (except Public Administration)	52	16.3%	136	6.1%
Automotive Repair & Maintenance	15	4.7%	47	2.1%
Public Administration	8	2.5%	177	7.9%
Unclassified Establishments	14	4.4%	8	0.4%
Total	319	100.0%	2,231	100.0%

Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Summary Demographics

2016 Population	15,994
2016 Households	5,845
2016 Median Disposable Income	\$44,399
2016 Per Capita Income	\$24,556

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$213,080,733	\$71,170,155	\$141,910,578	49.9	59
Total Retail Trade	44-45	\$194,366,656	\$65,341,602	\$129,025,054	49.7	42
Total Food & Drink	722	\$18,714,077	\$5,828,553	\$12,885,524	52.5	17

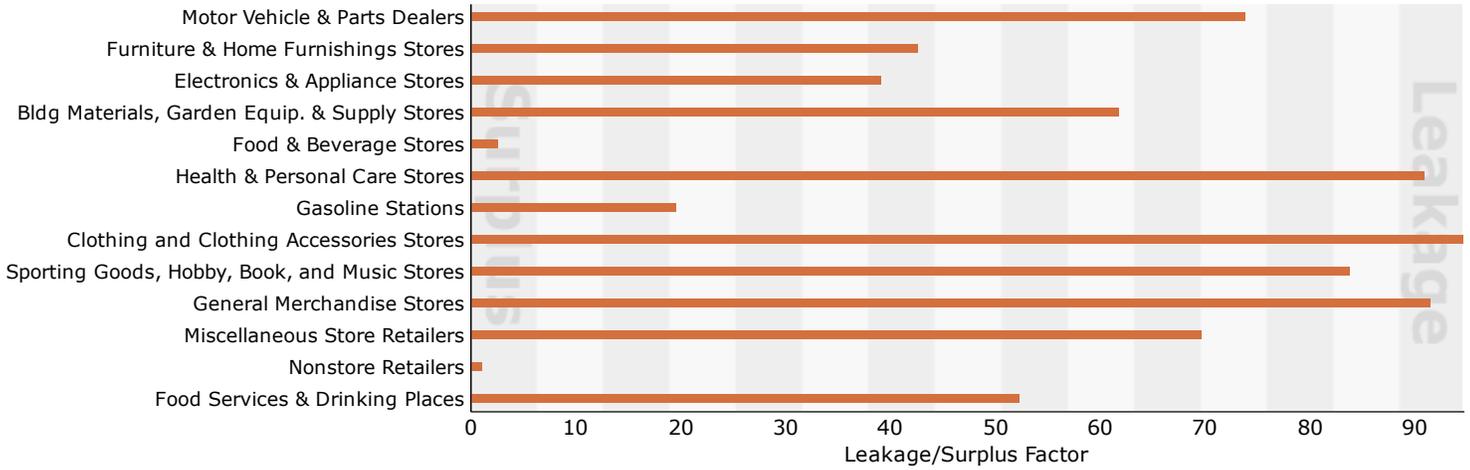
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$45,110,831	\$6,746,480	\$38,364,351	74.0	9
Automobile Dealers	4411	\$36,832,009	\$6,567,983	\$30,264,026	69.7	8
Other Motor Vehicle Dealers	4412	\$5,149,414	\$0	\$5,149,414	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$3,129,408	\$178,497	\$2,950,911	89.2	1
Furniture & Home Furnishings Stores	442	\$5,054,861	\$2,028,706	\$3,026,155	42.7	3
Furniture Stores	4421	\$3,234,747	\$0	\$3,234,747	100.0	0
Home Furnishings Stores	4422	\$1,820,114	\$2,028,706	-\$208,592	-5.4	3
Electronics & Appliance Stores	443	\$10,261,540	\$4,483,567	\$5,777,973	39.2	3
Bldg Materials, Garden Equip. & Supply Stores	444	\$9,360,182	\$2,195,480	\$7,164,702	62.0	5
Bldg Material & Supplies Dealers	4441	\$7,895,242	\$2,195,480	\$5,699,762	56.5	5
Lawn & Garden Equip & Supply Stores	4442	\$1,464,940	\$0	\$1,464,940	100.0	0
Food & Beverage Stores	445	\$34,753,939	\$32,934,703	\$1,819,236	2.7	5
Grocery Stores	4451	\$32,083,954	\$32,474,010	-\$390,056	-0.6	3
Specialty Food Stores	4452	\$1,675,828	\$229,871	\$1,445,957	75.9	1
Beer, Wine & Liquor Stores	4453	\$994,157	\$230,822	\$763,335	62.3	1
Health & Personal Care Stores	446,4461	\$14,703,217	\$684,174	\$14,019,043	91.1	1
Gasoline Stations	447,4471	\$14,008,665	\$9,411,984	\$4,596,681	19.6	3
Clothing & Clothing Accessories Stores	448	\$8,087,740	\$217,931	\$7,869,809	94.8	1
Clothing Stores	4481	\$5,167,398	\$217,931	\$4,949,467	91.9	1
Shoe Stores	4482	\$1,007,273	\$0	\$1,007,273	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$1,913,069	\$0	\$1,913,069	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$6,216,655	\$543,481	\$5,673,174	83.9	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,090,053	\$543,481	\$4,546,572	80.7	3
Book, Periodical & Music Stores	4512	\$1,126,602	\$0	\$1,126,602	100.0	0
General Merchandise Stores	452	\$34,540,833	\$1,520,665	\$33,020,168	91.6	2
Department Stores Excluding Leased Depts.	4521	\$27,081,536	\$0	\$27,081,536	100.0	0
Other General Merchandise Stores	4529	\$7,459,297	\$1,520,665	\$5,938,632	66.1	2
Miscellaneous Store Retailers	453	\$9,268,817	\$1,645,100	\$7,623,717	69.9	6
Florists	4531	\$394,598	\$273,296	\$121,302	18.2	1
Office Supplies, Stationery & Gift Stores	4532	\$2,072,088	\$100,752	\$1,971,336	90.7	1
Used Merchandise Stores	4533	\$1,248,383	\$62,083	\$1,186,300	90.5	1
Other Miscellaneous Store Retailers	4539	\$5,553,748	\$1,208,969	\$4,344,779	64.2	3
Nonstore Retailers	454	\$2,999,376	\$2,929,331	\$70,045	1.2	1
Electronic Shopping & Mail-Order Houses	4541	\$1,660,283	\$0	\$1,660,283	100.0	0
Vending Machine Operators	4542	\$306,797	\$0	\$306,797	100.0	0
Direct Selling Establishments	4543	\$1,032,296	\$2,929,331	-\$1,897,035	-47.9	1
Food Services & Drinking Places	722	\$18,714,077	\$5,828,553	\$12,885,524	52.5	17
Full-Service Restaurants	7221	\$9,259,831	\$3,040,554	\$6,219,277	50.6	9
Limited-Service Eating Places	7222	\$8,406,198	\$2,262,270	\$6,143,928	57.6	3
Special Food Services	7223	\$495,966	\$24,395	\$471,571	90.6	1
Drinking Places - Alcoholic Beverages	7224	\$552,082	\$501,334	\$50,748	4.8	4

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please click the link below to view the Methodology Statement.

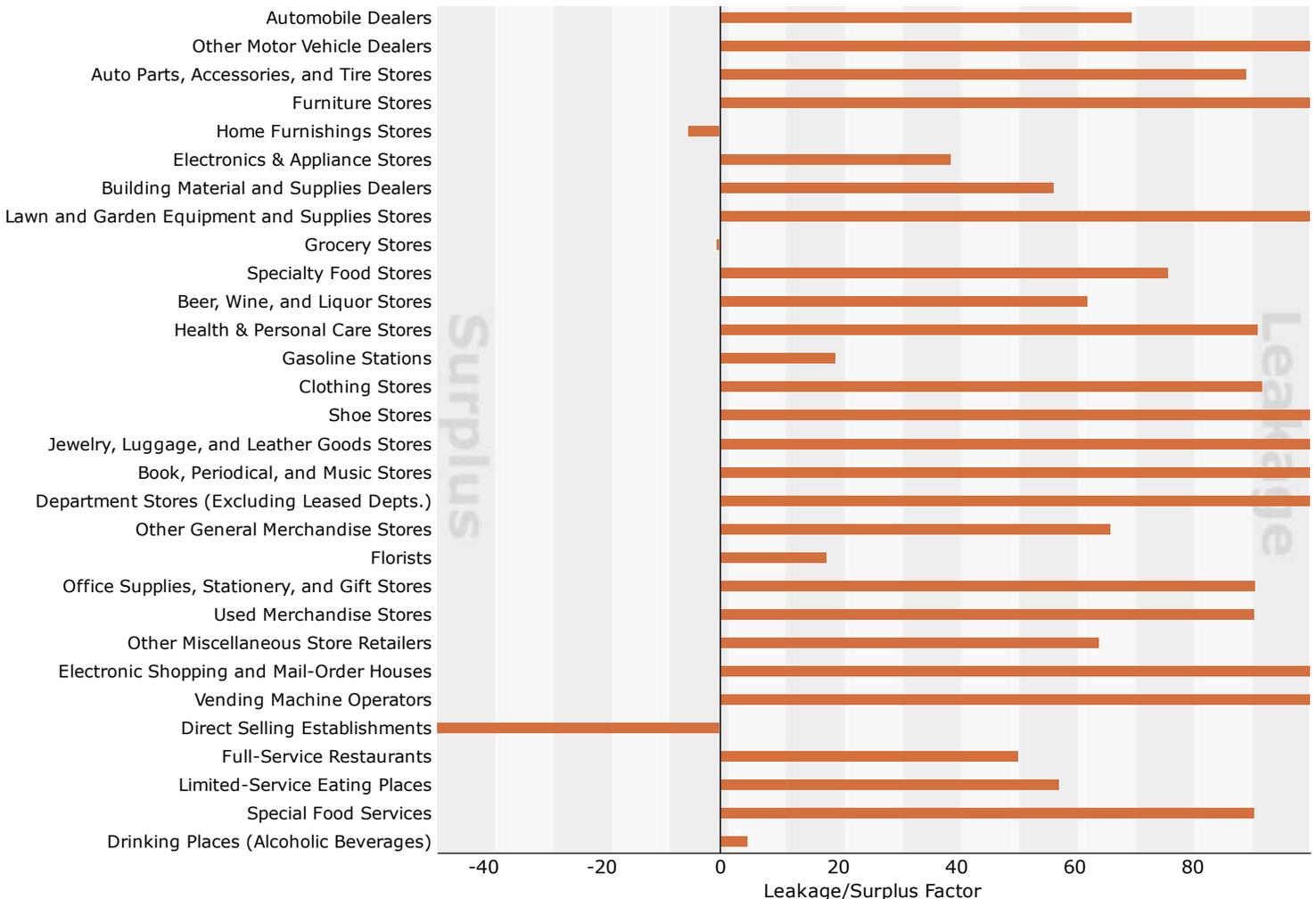
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup. Retail MarketPlace 2016 Release 1 (2015 data in 2016 geography) Copyright 2016 Infogroup, Inc. All rights reserved.

Demographic Summary		2016	2021
Population		15,994	16,470
Population 18+		12,163	12,687
Households		5,845	6,038
Median Household Income		\$53,932	\$60,008

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	6,234	51.3%	108
Bought any women's clothing in last 12 months	5,631	46.3%	105
Bought clothing for child <13 years in last 6 months	3,626	29.8%	108
Bought any shoes in last 12 months	6,806	56.0%	104
Bought costume jewelry in last 12 months	2,352	19.3%	99
Bought any fine jewelry in last 12 months	2,229	18.3%	100
Bought a watch in last 12 months	1,367	11.2%	102
Automobiles (Households)			
HH owns/leases any vehicle	5,401	92.4%	108
HH bought/leased new vehicle last 12 mo	559	9.6%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	11,216	92.2%	108
Bought/changed motor oil in last 12 months	7,036	57.8%	118
Had tune-up in last 12 months	3,539	29.1%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,740	63.6%	97
Drank regular cola in last 6 months	5,687	46.8%	104
Drank beer/ale in last 6 months	4,981	41.0%	96
Cameras (Adults)			
Own digital point & shoot camera	3,830	31.5%	108
Own digital single-lens reflex (SLR) camera	1,052	8.6%	100
Bought any camera in last 12 months	727	6.0%	105
Printed digital photos in last 12 months	408	3.4%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,284	35.2%	97
Have a smartphone	6,321	52.0%	88
Have a smartphone: Android phone (any brand)	3,123	25.7%	95
Have a smartphone: Apple iPhone	2,427	20.0%	77
Number of cell phones in household: 1	1,776	30.4%	95
Number of cell phones in household: 2	2,273	38.9%	104
Number of cell phones in household: 3+	1,557	26.6%	105
HH has cell phone only (no landline telephone)	2,475	42.3%	101
Computers (Households)			
HH owns a computer	4,407	75.4%	98
HH owns desktop computer	2,745	47.0%	104
HH owns laptop/notebook	3,000	51.3%	95
HH owns any Apple/Mac brand computer	634	10.8%	72
HH owns any PC/non-Apple brand computer	4,038	69.1%	102
HH purchased most recent computer in a store	2,274	38.9%	103
HH purchased most recent computer online	714	12.2%	93
Spent <\$500 on most recent home computer	1,069	18.3%	126
Spent \$500-\$999 on most recent home computer	1,083	18.5%	97
Spent \$1,000-\$1,499 on most recent home computer	509	8.7%	92
Spent \$1,500-\$1,999 on most recent home computer	199	3.4%	75
Spent \$2,000+ on most recent home computer	188	3.2%	82

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Retail Market Potential

Goshen Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	6,554	53.9%	106
Bought brewed coffee at convenience store in last 30 days	1,909	15.7%	100
Bought cigarettes at convenience store in last 30 days	2,036	16.7%	134
Bought gas at convenience store in last 30 days	5,172	42.5%	129
Spent at convenience store in last 30 days: <\$20	1,046	8.6%	106
Spent at convenience store in last 30 days: \$20-\$39	1,099	9.0%	100
Spent at convenience store in last 30 days: \$40-\$50	1,015	8.3%	109
Spent at convenience store in last 30 days: \$51-\$99	545	4.5%	101
Spent at convenience store in last 30 days: \$100+	3,528	29.0%	127
Entertainment (Adults)			
Attended a movie in last 6 months	6,526	53.7%	90
Went to live theater in last 12 months	1,258	10.3%	80
Went to a bar/night club in last 12 months	1,753	14.4%	86
Dined out in last 12 months	5,574	45.8%	102
Gambled at a casino in last 12 months	1,731	14.2%	104
Visited a theme park in last 12 months	1,924	15.8%	90
Viewed movie (video-on-demand) in last 30 days	1,546	12.7%	75
Viewed TV show (video-on-demand) in last 30 days	973	8.0%	62
Watched any pay-per-view TV in last 12 months	1,329	10.9%	83
Downloaded a movie over the Internet in last 30 days	553	4.5%	63
Downloaded any individual song in last 6 months	2,190	18.0%	88
Watched a movie online in the last 30 days	1,294	10.6%	67
Watched a TV program online in last 30 days	1,173	9.6%	65
Played a video/electronic game (console) in last 12 months	1,334	11.0%	105
Played a video/electronic game (portable) in last 12 months	551	4.5%	99
Financial (Adults)			
Have home mortgage (1st)	4,225	34.7%	112
Used ATM/cash machine in last 12 months	5,755	47.3%	96
Own any stock	775	6.4%	83
Own U.S. savings bond	608	5.0%	94
Own shares in mutual fund (stock)	824	6.8%	93
Own shares in mutual fund (bonds)	517	4.3%	87
Have interest checking account	3,601	29.6%	105
Have non-interest checking account	4,020	33.1%	117
Have savings account	6,797	55.9%	103
Have 401K retirement savings plan	1,932	15.9%	109
Own/used any credit/debit card in last 12 months	9,413	77.4%	104
Avg monthly credit card expenditures: <\$111	1,684	13.8%	119
Avg monthly credit card expenditures: \$111-\$225	873	7.2%	104
Avg monthly credit card expenditures: \$226-\$450	701	5.8%	91
Avg monthly credit card expenditures: \$451-\$700	680	5.6%	105
Avg monthly credit card expenditures: \$701-\$1,000	397	3.3%	76
Avg monthly credit card expenditures: \$1,001+	827	6.8%	75
Did banking online in last 12 months	4,055	33.3%	93
Did banking on mobile device in last 12 months	1,565	12.9%	92
Paid bills online in last 12 months	4,869	40.0%	93

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Retail Market Potential

Goshen Township
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Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	4,439	75.9%	109
Used bread in last 6 months	5,573	95.3%	101
Used chicken (fresh or frozen) in last 6 months	4,066	69.6%	101
Used turkey (fresh or frozen) in last 6 months	1,007	17.2%	109
Used fish/seafood (fresh or frozen) in last 6 months	3,139	53.7%	98
Used fresh fruit/vegetables in last 6 months	5,119	87.6%	102
Used fresh milk in last 6 months	5,346	91.5%	104
Used organic food in last 6 months	900	15.4%	78
Health (Adults)			
Exercise at home 2+ times per week	3,392	27.9%	98
Exercise at club 2+ times per week	1,116	9.2%	71
Visited a doctor in last 12 months	9,474	77.9%	103
Used vitamin/dietary supplement in last 6 months	6,301	51.8%	98
Home (Households)			
Any home improvement in last 12 months	1,850	31.7%	118
Used housekeeper/maid/professional HH cleaning service in last 12	603	10.3%	78
Purchased low ticket HH furnishings in last 12 months	942	16.1%	100
Purchased big ticket HH furnishings in last 12 months	1,167	20.0%	96
Bought any small kitchen appliance in last 12 months	1,292	22.1%	100
Bought any large kitchen appliance in last 12 months	798	13.7%	107
Insurance (Adults/Households)			
Currently carry life insurance	5,975	49.1%	115
Carry medical/hospital/accident insurance	8,213	67.5%	103
Carry homeowner insurance	6,872	56.5%	120
Carry renter's insurance	762	6.3%	77
Have auto insurance: 1 vehicle in household covered	1,572	26.9%	87
Have auto insurance: 2 vehicles in household covered	1,827	31.3%	110
Have auto insurance: 3+ vehicles in household covered	1,700	29.1%	133
Pets (Households)			
Household owns any pet	3,878	66.3%	123
Household owns any cat	1,801	30.8%	137
Household owns any dog	3,108	53.2%	130
Psychographics (Adults)			
Buying American is important to me	6,067	49.9%	118
Usually buy items on credit rather than wait	1,151	9.5%	81
Usually buy based on quality - not price	1,957	16.1%	90
Price is usually more important than brand name	3,491	28.7%	109
Usually use coupons for brands I buy often	2,328	19.1%	101
Am interested in how to help the environment	1,371	11.3%	69
Usually pay more for environ safe product	1,160	9.5%	75
Usually value green products over convenience	1,037	8.5%	81
Likely to buy a brand that supports a charity	4,704	38.7%	111
Reading (Adults)			
Bought digital book in last 12 months	1,343	11.0%	84
Bought hardcover book in last 12 months	2,386	19.6%	94
Bought paperback book in last 12 month	3,477	28.6%	91
Read any daily newspaper (paper version)	3,090	25.4%	97
Read any digital newspaper in last 30 days	3,373	27.7%	83
Read any magazine (paper/electronic version) in last 6 months	10,698	88.0%	97

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Goshen Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	9,290	76.4%	102
Went to family restaurant/steak house: 4+ times a month	3,208	26.4%	96
Went to fast food/drive-in restaurant in last 6 months	11,230	92.3%	103
Went to fast food/drive-in restaurant 9+ times/mo	5,018	41.3%	105
Fast food/drive-in last 6 months: eat in	4,524	37.2%	102
Fast food/drive-in last 6 months: home delivery	762	6.3%	82
Fast food/drive-in last 6 months: take-out/drive-thru	6,257	51.4%	111
Fast food/drive-in last 6 months: take-out/walk-in	2,288	18.8%	97
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	3,279	27.0%	85
Own e-reader/tablet: iPad	1,191	9.8%	64
Own any portable MP3 player	3,473	28.6%	93
HH owns 1 TV	1,008	17.2%	84
HH owns 2 TVs	1,469	25.1%	97
HH owns 3 TVs	1,384	23.7%	111
HH owns 4+ TVs	1,281	21.9%	116
HH subscribes to cable TV	2,040	34.9%	70
HH subscribes to fiber optic	237	4.1%	53
HH has satellite dish	2,358	40.3%	159
HH owns DVD/Blu-ray player	3,767	64.4%	107
HH owns camcorder	916	15.7%	112
HH owns portable GPS navigation device	1,779	30.4%	111
HH purchased video game system in last 12 mos	408	7.0%	88
HH owns Internet video device for TV	309	5.3%	75
Travel (Adults)			
Domestic travel in last 12 months	5,841	48.0%	96
Took 3+ domestic non-business trips in last 12 months	1,248	10.3%	92
Spent on domestic vacations in last 12 months: <\$1,000	1,344	11.0%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	640	5.3%	90
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	370	3.0%	85
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	453	3.7%	95
Spent on domestic vacations in last 12 months: \$3,000+	578	4.8%	86
Domestic travel in the 12 months: used general travel website	595	4.9%	72
Foreign travel in last 3 years	2,036	16.7%	69
Took 3+ foreign trips by plane in last 3 years	329	2.7%	60
Spent on foreign vacations in last 12 months: <\$1,000	352	2.9%	69
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	246	2.0%	62
Spent on foreign vacations in last 12 months: \$3,000+	380	3.1%	63
Foreign travel in last 3 years: used general travel website	420	3.5%	62
Nights spent in hotel/motel in last 12 months: any	4,570	37.6%	93
Took cruise of more than one day in last 3 years	867	7.1%	85
Member of any frequent flyer program	1,243	10.2%	63
Member of any hotel rewards program	1,402	11.5%	82

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