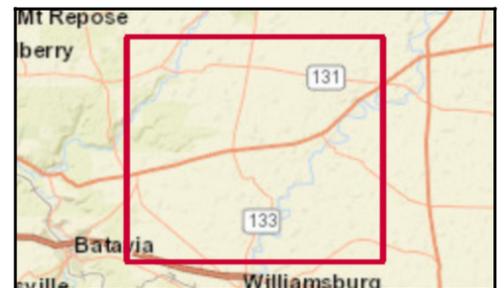
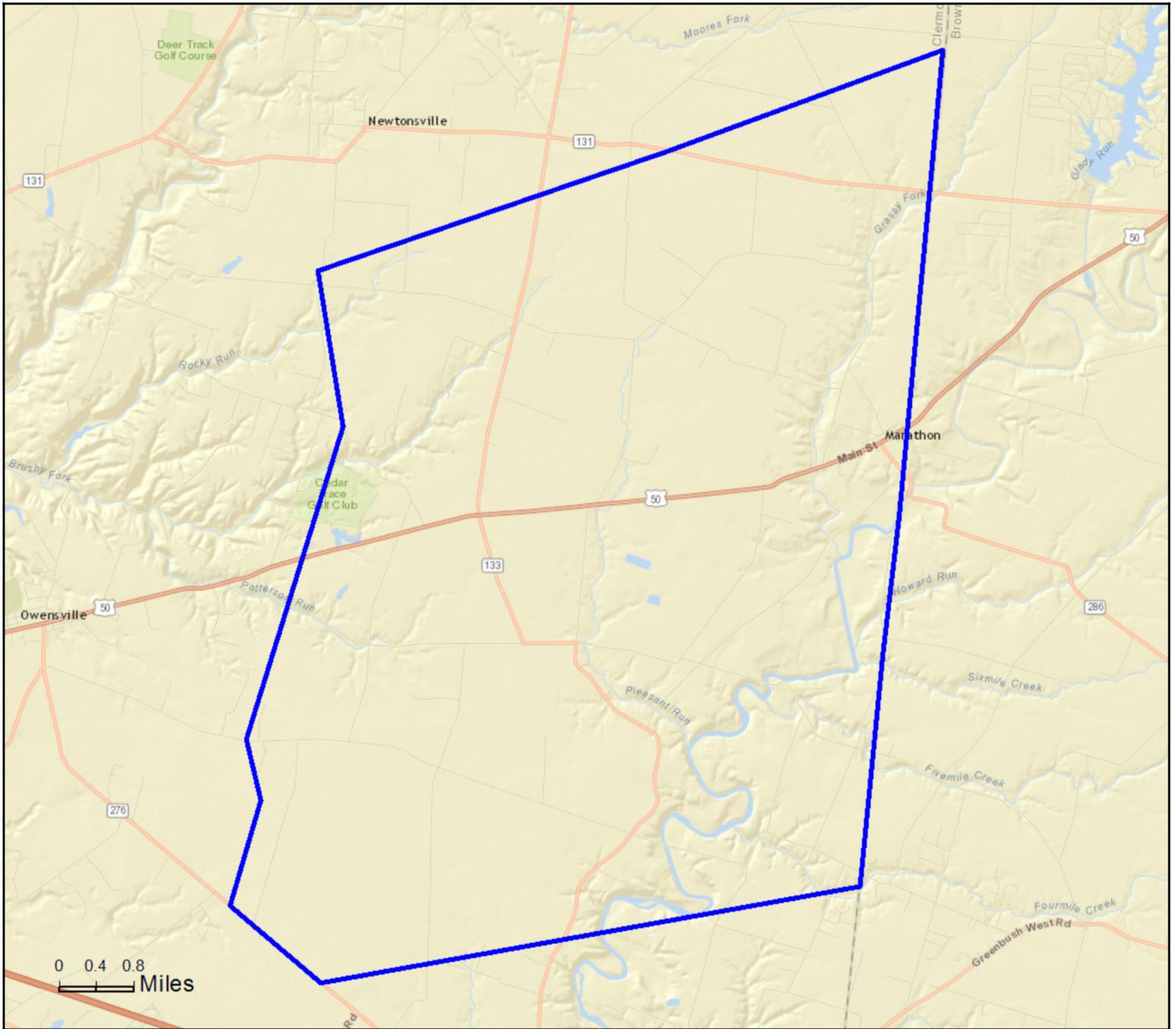


# Site Map

Jackson Township  
 Jackson township (3902537716)  
 Geography: County Subdivision

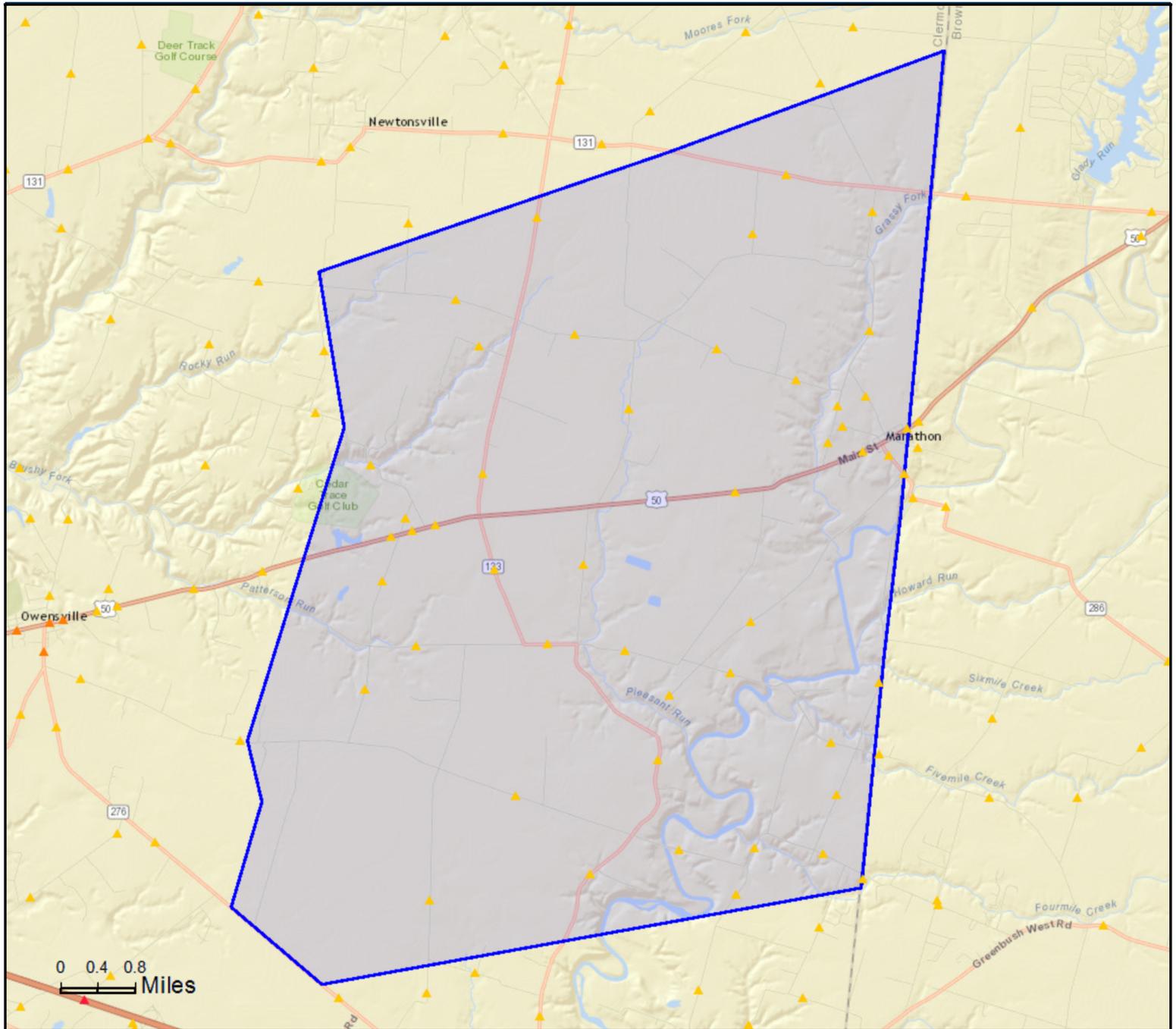
Prepared by Esri



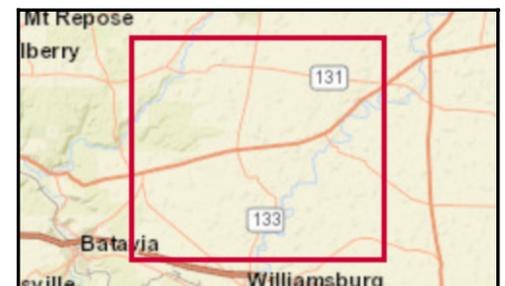
<b>Population Summary</b>	
2000 Total Population	2,588
2010 Total Population	2,980
2016 Total Population	3,058
2016 Group Quarters	21
2021 Total Population	3,140
2016-2021 Annual Rate	0.53%
<b>Household Summary</b>	
2000 Households	906
2000 Average Household Size	2.85
2010 Households	1,059
2010 Average Household Size	2.79
2016 Households	1,094
2016 Average Household Size	2.78
2021 Households	1,126
2021 Average Household Size	2.77
2016-2021 Annual Rate	0.58%
2010 Families	864
2010 Average Family Size	3.04
2016 Families	883
2016 Average Family Size	3.03
2021 Families	905
2021 Average Family Size	3.03
2016-2021 Annual Rate	0.49%
<b>Housing Unit Summary</b>	
2000 Housing Units	947
Owner Occupied Housing Units	84.2%
Renter Occupied Housing Units	11.5%
Vacant Housing Units	4.3%
2010 Housing Units	1,123
Owner Occupied Housing Units	81.9%
Renter Occupied Housing Units	12.4%
Vacant Housing Units	5.7%
2016 Housing Units	1,161
Owner Occupied Housing Units	79.7%
Renter Occupied Housing Units	14.6%
Vacant Housing Units	5.8%
2021 Housing Units	1,201
Owner Occupied Housing Units	79.2%
Renter Occupied Housing Units	14.6%
Vacant Housing Units	6.2%
<b>Median Household Income</b>	
2016	\$55,481
2021	\$61,742
<b>Median Home Value</b>	
2016	\$144,368
2021	\$169,808
<b>Per Capita Income</b>	
2016	\$24,975
2021	\$27,830
<b>Median Age</b>	
2010	41.5
2016	43.3
2021	44.6

**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.



- 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



# Business Summary

Jackson Township  
 Geography: County Subdivision

Prepared by Esri

## Data for all businesses in area

Total Businesses:	59
Total Employees:	266
Total Residential Population:	3,058
Employee/Residential Population Ratio:	0.09:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	8	13.6%	59	22.2%
Construction	14	23.7%	60	22.6%
Manufacturing	4	6.8%	10	3.8%
Transportation	4	6.8%	39	14.7%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	1	1.7%	5	1.9%
<b>Retail Trade Summary</b>	<b>5</b>	<b>8.5%</b>	<b>14</b>	<b>5.3%</b>
Home Improvement	1	1.7%	1	0.4%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	0	0.0%	0	0.0%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	1	1.7%	5	1.9%
Eating & Drinking Places	0	0.0%	0	0.0%
Miscellaneous Retail	3	5.1%	8	3.0%
<b>Finance, Insurance, Real Estate Summary</b>	<b>2</b>	<b>3.4%</b>	<b>3</b>	<b>1.1%</b>
Banks, Savings & Lending Institutions	0	0.0%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	1	1.7%	2	0.8%
Real Estate, Holding, Other Investment Offices	1	1.7%	1	0.4%
<b>Services Summary</b>	<b>18</b>	<b>30.5%</b>	<b>75</b>	<b>28.2%</b>
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Motion Pictures & Amusements	2	3.4%	5	1.9%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%
Other Services	16	27.1%	70	26.3%
<b>Government</b>	<b>1</b>	<b>1.7%</b>	<b>1</b>	<b>0.4%</b>
<b>Unclassified Establishments</b>	<b>2</b>	<b>3.4%</b>	<b>0</b>	<b>0.0%</b>
<b>Totals</b>	<b>59</b>	<b>100.0%</b>	<b>266</b>	<b>100.0%</b>

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

July 26, 2016

## Summary Demographics

2016 Population	3,058
2016 Households	1,094
2016 Median Disposable Income	\$46,029
2016 Per Capita Income	\$24,975

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	\$45,789,788	\$2,419,043	\$43,370,745	90.0	6
Total Retail Trade	44-45	\$41,917,294	\$2,419,043	\$39,498,251	89.1	6
Total Food & Drink	722	\$3,872,494	\$0	\$3,872,494	100.0	0

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$9,894,340	\$0	\$9,894,340	100.0	0
Automobile Dealers	4411	\$8,057,714	\$0	\$8,057,714	100.0	0
Other Motor Vehicle Dealers	4412	\$1,173,025	\$0	\$1,173,025	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$663,601	\$0	\$663,601	100.0	0
Furniture & Home Furnishings Stores	442	\$1,068,808	\$0	\$1,068,808	100.0	0
Furniture Stores	4421	\$667,930	\$0	\$667,930	100.0	0
Home Furnishings Stores	4422	\$400,878	\$0	\$400,878	100.0	0
Electronics & Appliance Stores	443	\$2,148,820	\$1,264,741	\$884,079	25.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,065,752	\$572,962	\$1,492,790	56.6	2
Bldg Material & Supplies Dealers	4441	\$1,705,195	\$491,309	\$1,213,886	55.3	1
Lawn & Garden Equip & Supply Stores	4442	\$360,557	\$81,653	\$278,904	63.1	1
Food & Beverage Stores	445	\$7,477,247	\$0	\$7,477,247	100.0	0
Grocery Stores	4451	\$6,907,591	\$0	\$6,907,591	100.0	0
Specialty Food Stores	4452	\$359,878	\$0	\$359,878	100.0	0
Beer, Wine & Liquor Stores	4453	\$209,778	\$0	\$209,778	100.0	0
Health & Personal Care Stores	446,4461	\$3,244,068	\$0	\$3,244,068	100.0	0
Gasoline Stations	447,4471	\$3,045,606	\$0	\$3,045,606	100.0	0
Clothing & Clothing Accessories Stores	448	\$1,643,720	\$0	\$1,643,720	100.0	0
Clothing Stores	4481	\$1,058,313	\$0	\$1,058,313	100.0	0
Shoe Stores	4482	\$205,008	\$0	\$205,008	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$380,399	\$0	\$380,399	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,301,684	\$326,501	\$975,183	59.9	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,069,283	\$326,501	\$742,782	53.2	2
Book, Periodical & Music Stores	4512	\$232,401	\$0	\$232,401	100.0	0
General Merchandise Stores	452	\$7,275,735	\$0	\$7,275,735	100.0	0
Department Stores Excluding Leased Depts.	4521	\$5,667,282	\$0	\$5,667,282	100.0	0
Other General Merchandise Stores	4529	\$1,608,453	\$0	\$1,608,453	100.0	0
Miscellaneous Store Retailers	453	\$2,052,492	\$254,839	\$1,797,653	77.9	1
Florists	4531	\$95,036	\$0	\$95,036	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$437,920	\$0	\$437,920	100.0	0
Used Merchandise Stores	4533	\$258,141	\$0	\$258,141	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,261,395	\$254,839	\$1,006,556	66.4	1
Nonstore Retailers	454	\$699,022	\$0	\$699,022	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$357,874	\$0	\$357,874	100.0	0
Vending Machine Operators	4542	\$65,588	\$0	\$65,588	100.0	0
Direct Selling Establishments	4543	\$275,560	\$0	\$275,560	100.0	0
Food Services & Drinking Places	722	\$3,872,494	\$0	\$3,872,494	100.0	0
Full-Service Restaurants	7221	\$1,912,038	\$0	\$1,912,038	100.0	0
Limited-Service Eating Places	7222	\$1,741,805	\$0	\$1,741,805	100.0	0
Special Food Services	7223	\$106,310	\$0	\$106,310	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$112,341	\$0	\$112,341	100.0	0

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.

# Retail Market Potential

Jackson Township  
Geography: County Subdivision

Prepared by Esri

<b>Demographic Summary</b>		<b>2016</b>	<b>2021</b>
Population		3,058	3,140
Population 18+		2,425	2,492
Households		1,094	1,126
Median Household Income		\$55,481	\$61,742

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	1,271	52.4%	111
Bought any women's clothing in last 12 months	1,146	47.3%	108
Bought clothing for child <13 years in last 6 months	686	28.3%	103
Bought any shoes in last 12 months	1,386	57.2%	106
Bought costume jewelry in last 12 months	479	19.8%	101
Bought any fine jewelry in last 12 months	415	17.1%	93
Bought a watch in last 12 months	229	9.4%	86
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	1,035	94.6%	111
HH bought/leased new vehicle last 12 mo	96	8.8%	93
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	2,266	93.4%	110
Bought/changed motor oil in last 12 months	1,493	61.6%	125
Had tune-up in last 12 months	696	28.7%	95
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,482	61.1%	93
Drank regular cola in last 6 months	1,116	46.0%	103
Drank beer/ale in last 6 months	1,028	42.4%	100
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	838	34.6%	119
Own digital single-lens reflex (SLR) camera	201	8.3%	96
Bought any camera in last 12 months	145	6.0%	105
Printed digital photos in last 12 months	82	3.4%	116
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	827	34.1%	94
Have a smartphone	1,076	44.4%	75
Have a smartphone: Android phone (any brand)	560	23.1%	86
Have a smartphone: Apple iPhone	367	15.1%	59
Number of cell phones in household: 1	361	33.0%	103
Number of cell phones in household: 2	437	39.9%	107
Number of cell phones in household: 3+	235	21.5%	84
HH has cell phone only (no landline telephone)	404	36.9%	88
<b>Computers (Households)</b>			
HH owns a computer	804	73.5%	96
HH owns desktop computer	505	46.2%	102
HH owns laptop/notebook	528	48.3%	89
HH owns any Apple/Mac brand computer	78	7.1%	47
HH owns any PC/non-Apple brand computer	760	69.5%	102
HH purchased most recent computer in a store	406	37.1%	99
HH purchased most recent computer online	120	11.0%	84
Spent <\$500 on most recent home computer	190	17.4%	120
Spent \$500-\$999 on most recent home computer	197	18.0%	94
Spent \$1,000-\$1,499 on most recent home computer	80	7.3%	77
Spent \$1,500-\$1,999 on most recent home computer	38	3.5%	76
Spent \$2,000+ on most recent home computer	29	2.7%	68

**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

Jackson Township  
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	1,282	52.9%	104
Bought brewed coffee at convenience store in last 30 days	438	18.1%	115
Bought cigarettes at convenience store in last 30 days	382	15.8%	126
Bought gas at convenience store in last 30 days	1,059	43.7%	132
Spent at convenience store in last 30 days: <\$20	229	9.4%	117
Spent at convenience store in last 30 days: \$20-\$39	189	7.8%	86
Spent at convenience store in last 30 days: \$40-\$50	231	9.5%	125
Spent at convenience store in last 30 days: \$51-\$99	126	5.2%	117
Spent at convenience store in last 30 days: \$100+	708	29.2%	127
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	1,217	50.2%	84
Went to live theater in last 12 months	271	11.2%	86
Went to a bar/night club in last 12 months	389	16.0%	96
Dined out in last 12 months	1,158	47.8%	106
Gambled at a casino in last 12 months	324	13.4%	97
Visited a theme park in last 12 months	363	15.0%	85
Viewed movie (video-on-demand) in last 30 days	241	9.9%	58
Viewed TV show (video-on-demand) in last 30 days	158	6.5%	50
Watched any pay-per-view TV in last 12 months	247	10.2%	77
Downloaded a movie over the Internet in last 30 days	77	3.2%	44
Downloaded any individual song in last 6 months	342	14.1%	69
Watched a movie online in the last 30 days	186	7.7%	48
Watched a TV program online in last 30 days	166	6.8%	46
Played a video/electronic game (console) in last 12 months	249	10.3%	98
Played a video/electronic game (portable) in last 12 months	109	4.5%	99
<b>Financial (Adults)</b>			
Have home mortgage (1st)	852	35.1%	113
Used ATM/cash machine in last 12 months	1,123	46.3%	94
Own any stock	174	7.2%	94
Own U.S. savings bond	142	5.9%	111
Own shares in mutual fund (stock)	196	8.1%	111
Own shares in mutual fund (bonds)	118	4.9%	100
Have interest checking account	783	32.3%	115
Have non-interest checking account	848	35.0%	124
Have savings account	1,418	58.5%	108
Have 401K retirement savings plan	382	15.8%	108
Own/used any credit/debit card in last 12 months	1,889	77.9%	105
Avg monthly credit card expenditures: <\$111	332	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	209	8.6%	125
Avg monthly credit card expenditures: \$226-\$450	139	5.7%	91
Avg monthly credit card expenditures: \$451-\$700	155	6.4%	120
Avg monthly credit card expenditures: \$701-\$1,000	79	3.3%	76
Avg monthly credit card expenditures: \$1,001+	149	6.1%	68
Did banking online in last 12 months	763	31.5%	88
Did banking on mobile device in last 12 months	275	11.3%	81
Paid bills online in last 12 months	882	36.4%	85

**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

Jackson Township  
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	822	75.1%	108
Used bread in last 6 months	1,057	96.6%	103
Used chicken (fresh or frozen) in last 6 months	771	70.5%	102
Used turkey (fresh or frozen) in last 6 months	207	18.9%	119
Used fish/seafood (fresh or frozen) in last 6 months	574	52.5%	96
Used fresh fruit/vegetables in last 6 months	964	88.1%	103
Used fresh milk in last 6 months	1,018	93.1%	106
Used organic food in last 6 months	154	14.1%	72
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	668	27.5%	97
Exercise at club 2+ times per week	213	8.8%	67
Visited a doctor in last 12 months	1,883	77.6%	102
Used vitamin/dietary supplement in last 6 months	1,279	52.7%	100
<b>Home (Households)</b>			
Any home improvement in last 12 months	368	33.6%	125
Used housekeeper/maid/professional HH cleaning service in last 12	107	9.8%	74
Purchased low ticket HH furnishings in last 12 months	155	14.2%	88
Purchased big ticket HH furnishings in last 12 months	195	17.8%	85
Bought any small kitchen appliance in last 12 months	229	20.9%	94
Bought any large kitchen appliance in last 12 months	130	11.9%	93
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	1,269	52.3%	123
Carry medical/hospital/accident insurance	1,643	67.8%	103
Carry homeowner insurance	1,490	61.4%	131
Carry renter's insurance	136	5.6%	69
Have auto insurance: 1 vehicle in household covered	271	24.8%	80
Have auto insurance: 2 vehicles in household covered	326	29.8%	105
Have auto insurance: 3+ vehicles in household covered	382	34.9%	160
<b>Pets (Households)</b>			
Household owns any pet	736	67.3%	125
Household owns any cat	367	33.5%	150
Household owns any dog	596	54.5%	134
<b>Psychographics (Adults)</b>			
Buying American is important to me	1,280	52.8%	125
Usually buy items on credit rather than wait	254	10.5%	89
Usually buy based on quality - not price	402	16.6%	92
Price is usually more important than brand name	711	29.3%	112
Usually use coupons for brands I buy often	509	21.0%	111
Am interested in how to help the environment	258	10.6%	65
Usually pay more for environ safe product	230	9.5%	74
Usually value green products over convenience	190	7.8%	75
Likely to buy a brand that supports a charity	923	38.1%	109
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	258	10.6%	80
Bought hardcover book in last 12 months	508	20.9%	100
Bought paperback book in last 12 month	726	29.9%	95
Read any daily newspaper (paper version)	708	29.2%	112
Read any digital newspaper in last 30 days	605	24.9%	75
Read any magazine (paper/electronic version) in last 6 months	2,121	87.5%	96

**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.

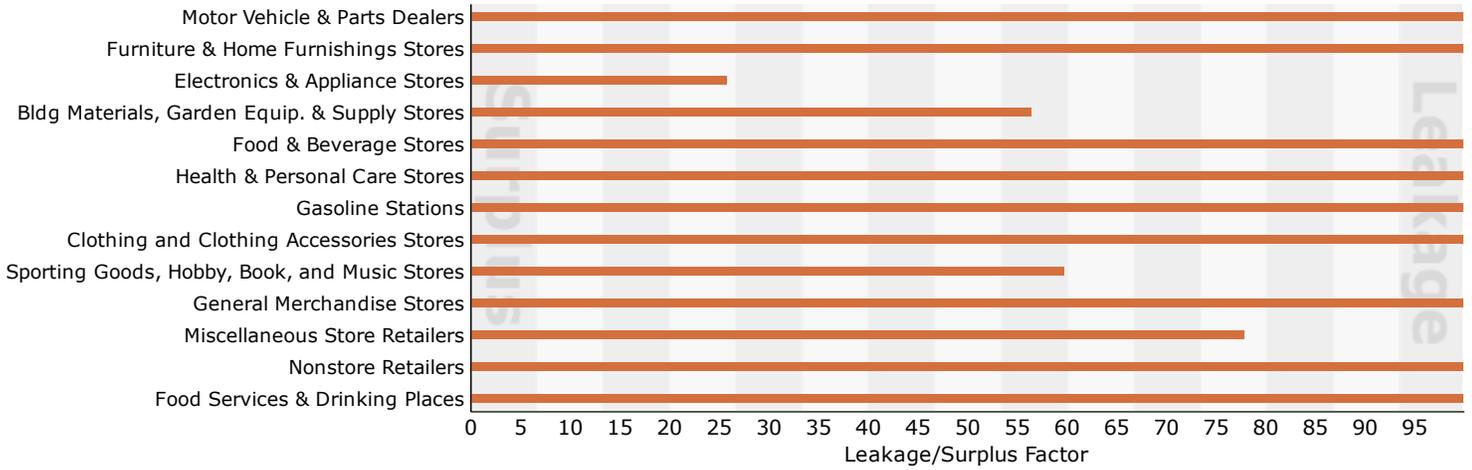
**Source:** These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2016 and 2021.

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,854	76.5%	103
Went to family restaurant/steak house: 4+ times a month	650	26.8%	98
Went to fast food/drive-in restaurant in last 6 months	2,227	91.8%	102
Went to fast food/drive-in restaurant 9+ times/mo	993	40.9%	104
Fast food/drive-in last 6 months: eat in	1,002	41.3%	114
Fast food/drive-in last 6 months: home delivery	143	5.9%	77
Fast food/drive-in last 6 months: take-out/drive-thru	1,187	48.9%	106
Fast food/drive-in last 6 months: take-out/walk-in	423	17.4%	90
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	547	22.6%	71
Own e-reader/tablet: iPad	154	6.4%	41
Own any portable MP3 player	644	26.6%	86
HH owns 1 TV	201	18.4%	90
HH owns 2 TVs	294	26.9%	104
HH owns 3 TVs	260	23.8%	111
HH owns 4+ TVs	227	20.7%	110
HH subscribes to cable TV	347	31.7%	64
HH subscribes to fiber optic	9	0.8%	11
HH has satellite dish	517	47.3%	186
HH owns DVD/Blu-ray player	702	64.2%	106
HH owns camcorder	172	15.7%	113
HH owns portable GPS navigation device	371	33.9%	123
HH purchased video game system in last 12 mos	63	5.8%	73
HH owns Internet video device for TV	49	4.5%	64
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	1,104	45.5%	91
Took 3+ domestic non-business trips in last 12 months	219	9.0%	81
Spent on domestic vacations in last 12 months: <\$1,000	249	10.3%	96
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	125	5.2%	88
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	77	3.2%	89
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	99	4.1%	105
Spent on domestic vacations in last 12 months: \$3,000+	105	4.3%	79
Domestic travel in the 12 months: used general travel website	118	4.9%	72
Foreign travel in last 3 years	373	15.4%	64
Took 3+ foreign trips by plane in last 3 years	62	2.6%	57
Spent on foreign vacations in last 12 months: <\$1,000	76	3.1%	75
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	45	1.9%	57
Spent on foreign vacations in last 12 months: \$3,000+	74	3.1%	61
Foreign travel in last 3 years: used general travel website	69	2.8%	51
Nights spent in hotel/motel in last 12 months: any	905	37.3%	92
Took cruise of more than one day in last 3 years	147	6.1%	72
Member of any frequent flyer program	189	7.8%	48
Member of any hotel rewards program	266	11.0%	78

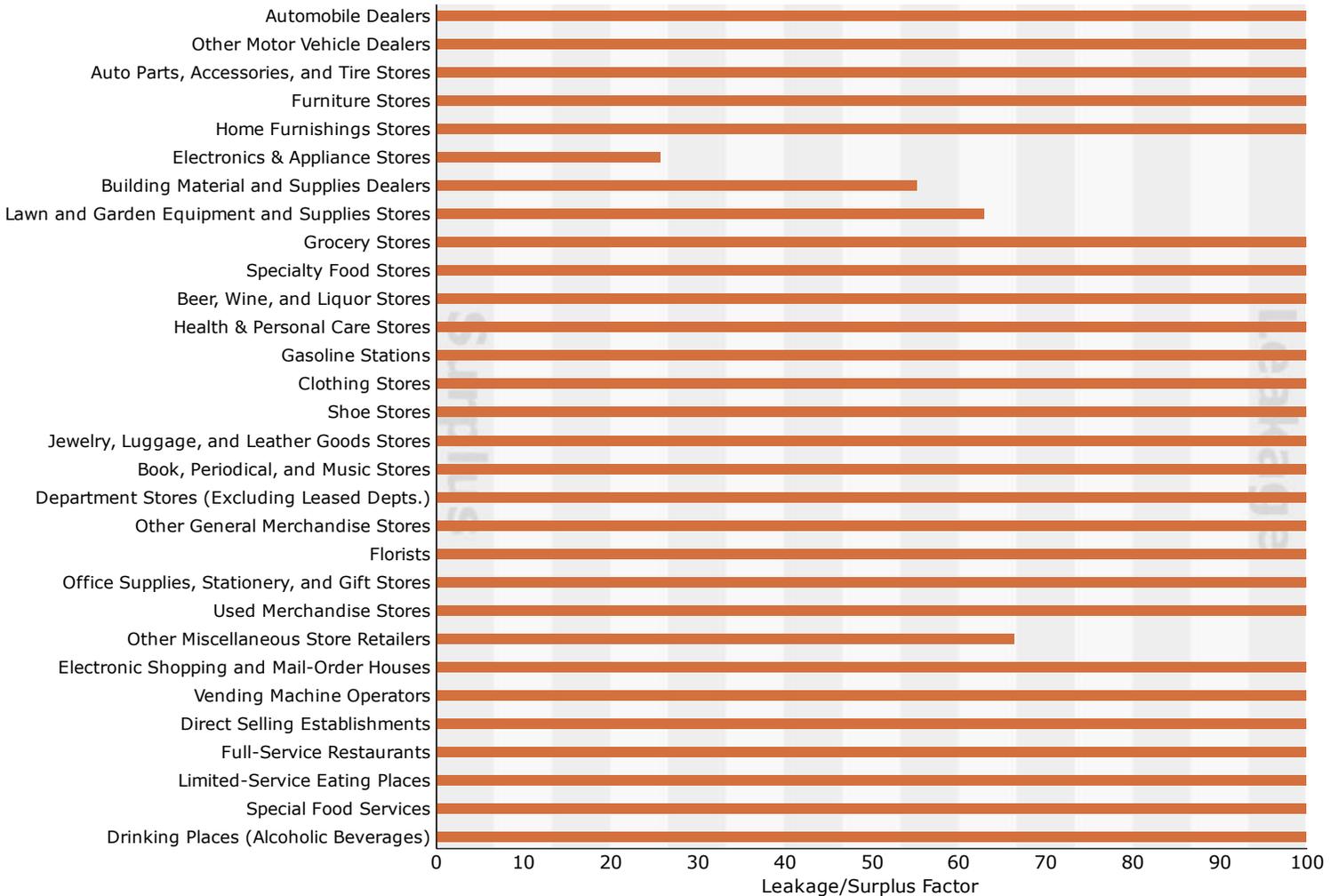
**Data Note:** An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

**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.

## 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.

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	3	5.1%	8	3.0%
Mining	1	1.7%	32	12.0%
Utilities	0	0.0%	0	0.0%
Construction	14	23.7%	60	22.6%
Manufacturing	3	5.1%	9	3.4%
Wholesale Trade	1	1.7%	5	1.9%
Retail Trade	5	8.5%	14	5.3%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	1	1.7%	5	1.9%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.7%	1	0.4%
Food & Beverage Stores	0	0.0%	0	0.0%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	2	3.4%	4	1.5%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	1	1.7%	4	1.5%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	4	6.8%	39	14.7%
Information	1	1.7%	1	0.4%
Finance & Insurance	1	1.7%	2	0.8%
Central Bank/Credit Intermediation & Related Activities	0	0.0%	0	0.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	1	1.7%	2	0.8%
Real Estate, Rental & Leasing	1	1.7%	1	0.4%
Professional, Scientific & Tech Services	6	10.2%	17	6.4%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	3	5.1%	18	6.8%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	2	3.4%	19	7.1%
Arts, Entertainment & Recreation	2	3.4%	5	1.9%
Accommodation & Food Services	0	0.0%	0	0.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	0	0.0%	0	0.0%
Other Services (except Public Administration)	9	15.3%	35	13.2%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	1	1.7%	1	0.4%
Unclassified Establishments	2	3.4%	0	0.0%
<b>Total</b>	<b>59</b>	<b>100.0%</b>	<b>266</b>	<b>100.0%</b>

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

## 2016 Households by Income

Household Income Base	1,094
<\$15,000	8.1%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	16.9%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	4.0%
\$200,000+	2.8%
Average Household Income	\$69,210

## 2021 Households by Income

Household Income Base	1,126
<\$15,000	8.0%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	20.1%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	5.0%
\$200,000+	3.5%
Average Household Income	\$76,976

## 2016 Owner Occupied Housing Units by Value

Total	927
<\$50,000	6.1%
\$50,000 - \$99,999	26.4%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	14.5%
\$200,000 - \$249,999	12.1%
\$250,000 - \$299,999	5.9%
\$300,000 - \$399,999	11.3%
\$400,000 - \$499,999	0.3%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.1%
Average Home Value	\$179,396

## 2021 Owner Occupied Housing Units by Value

Total	951
<\$50,000	3.0%
\$50,000 - \$99,999	14.8%
\$100,000 - \$149,999	26.7%
\$150,000 - \$199,999	13.7%
\$200,000 - \$249,999	15.4%
\$250,000 - \$299,999	7.9%
\$300,000 - \$399,999	13.2%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	4.7%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.1%
Average Home Value	\$204,574

**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.

<b>2010 Population by Age</b>	
Total	2,980
0 - 4	6.0%
5 - 9	5.9%
10 - 14	6.7%
15 - 24	11.8%
25 - 34	11.9%
35 - 44	12.7%
45 - 54	18.4%
55 - 64	14.7%
65 - 74	7.4%
75 - 84	3.2%
85 +	1.1%
18 +	77.0%
<b>2016 Population by Age</b>	
Total	3,060
0 - 4	5.3%
5 - 9	6.0%
10 - 14	5.8%
15 - 24	10.5%
25 - 34	12.2%
35 - 44	12.1%
45 - 54	15.6%
55 - 64	17.3%
65 - 74	10.3%
75 - 84	3.7%
85 +	1.3%
18 +	79.2%
<b>2021 Population by Age</b>	
Total	3,143
0 - 4	4.9%
5 - 9	5.6%
10 - 14	6.6%
15 - 24	9.4%
25 - 34	10.2%
35 - 44	13.8%
45 - 54	12.8%
55 - 64	17.2%
65 - 74	13.1%
75 - 84	5.2%
85 +	1.2%
18 +	79.3%
<b>2010 Population by Sex</b>	
Males	1,528
Females	1,452
<b>2016 Population by Sex</b>	
Males	1,590
Females	1,470
<b>2021 Population by Sex</b>	
Males	1,645
Females	1,498

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	2,980
White Alone	98.0%
Black Alone	0.7%
American Indian Alone	0.2%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	0.8%
Hispanic Origin	0.8%
Diversity Index	5.4

## 2016 Population by Race/Ethnicity

Total	3,058
White Alone	98.0%
Black Alone	0.7%
American Indian Alone	0.2%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	0.8%
Hispanic Origin	0.9%
Diversity Index	5.7

## 2021 Population by Race/Ethnicity

Total	3,141
White Alone	97.5%
Black Alone	0.9%
American Indian Alone	0.2%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	1.1%
Diversity Index	6.9

## 2010 Population by Relationship and Household Type

Total	2,980
In Households	99.3%
In Family Households	90.5%
Householder	29.0%
Spouse	23.8%
Child	32.1%
Other relative	3.4%
Nonrelative	2.3%
In Nonfamily Households	8.8%
In Group Quarters	0.7%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.7%

**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.

<b>2016 Population 25+ by Educational Attainment</b>	
Total	2,215
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	9.8%
High School Graduate	47.1%
GED/Alternative Credential	3.7%
Some College, No Degree	13.8%
Associate Degree	7.5%
Bachelor's Degree	12.5%
Graduate/Professional Degree	2.5%
<b>2016 Population 15+ by Marital Status</b>	
Total	2,534
Never Married	26.0%
Married	56.6%
Widowed	4.7%
Divorced	12.7%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.6%
Civilian Unemployed	3.4%
<b>2016 Employed Population 16+ by Industry</b>	
Total	1,544
Agriculture/Mining	0.5%
Construction	10.6%
Manufacturing	24.7%
Wholesale Trade	2.5%
Retail Trade	8.2%
Transportation/Utilities	6.9%
Information	0.5%
Finance/Insurance/Real Estate	7.7%
Services	38.0%
Public Administration	0.5%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	1,544
White Collar	50.5%
Management/Business/Financial	14.6%
Professional	9.7%
Sales	8.1%
Administrative Support	18.1%
Services	9.3%
Blue Collar	40.2%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	8.0%
Installation/Maintenance/Repair	10.4%
Production	9.2%
Transportation/Material Moving	12.4%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	2,980
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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

<b>2010 Households by Type</b>	
Total	1,059
Households with 1 Person	14.1%
Households with 2+ People	85.9%
Family Households	81.6%
Husband-wife Families	66.9%
With Related Children	24.4%
Other Family (No Spouse Present)	14.6%
Other Family with Male Householder	5.6%
With Related Children	3.4%
Other Family with Female Householder	9.1%
With Related Children	4.3%
Nonfamily Households	4.3%
All Households with Children	32.7%
Multigenerational Households	6.3%
Unmarried Partner Households	6.0%
Male-female	5.4%
Same-sex	0.7%
<b>2010 Households by Size</b>	
Total	1,059
1 Person Household	14.1%
2 Person Household	41.1%
3 Person Household	17.5%
4 Person Household	14.8%
5 Person Household	8.1%
6 Person Household	2.5%
7 + Person Household	1.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	1,059
Owner Occupied	86.9%
Owned with a Mortgage/Loan	65.2%
Owned Free and Clear	21.7%
Renter Occupied	13.1%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	1,123
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

**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. Southern Satellites (10A)
3. Top Tier (1A)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$1,878,924
Average Spent	\$1,717.48
Spending Potential Index	85
Education: Total \$	\$1,262,117
Average Spent	\$1,153.67
Spending Potential Index	82
Entertainment/Recreation: Total \$	\$2,924,871
Average Spent	\$2,673.56
Spending Potential Index	92
Food at Home: Total \$	\$5,028,822
Average Spent	\$4,596.73
Spending Potential Index	92
Food Away from Home: Total \$	\$2,967,088
Average Spent	\$2,712.15
Spending Potential Index	88
Health Care: Total \$	\$5,825,397
Average Spent	\$5,324.86
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$1,744,443
Average Spent	\$1,594.55
Spending Potential Index	90
Personal Care Products & Services: Total \$	\$710,064
Average Spent	\$649.05
Spending Potential Index	89
Shelter: Total \$	\$13,907,101
Average Spent	\$12,712.16
Spending Potential Index	82
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$2,465,835
Average Spent	\$2,253.96
Spending Potential Index	97
Travel: Total \$	\$1,819,867
Average Spent	\$1,663.50
Spending Potential Index	89
Vehicle Maintenance & Repairs: Total \$	\$1,069,266
Average Spent	\$977.39
Spending Potential Index	94

**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.