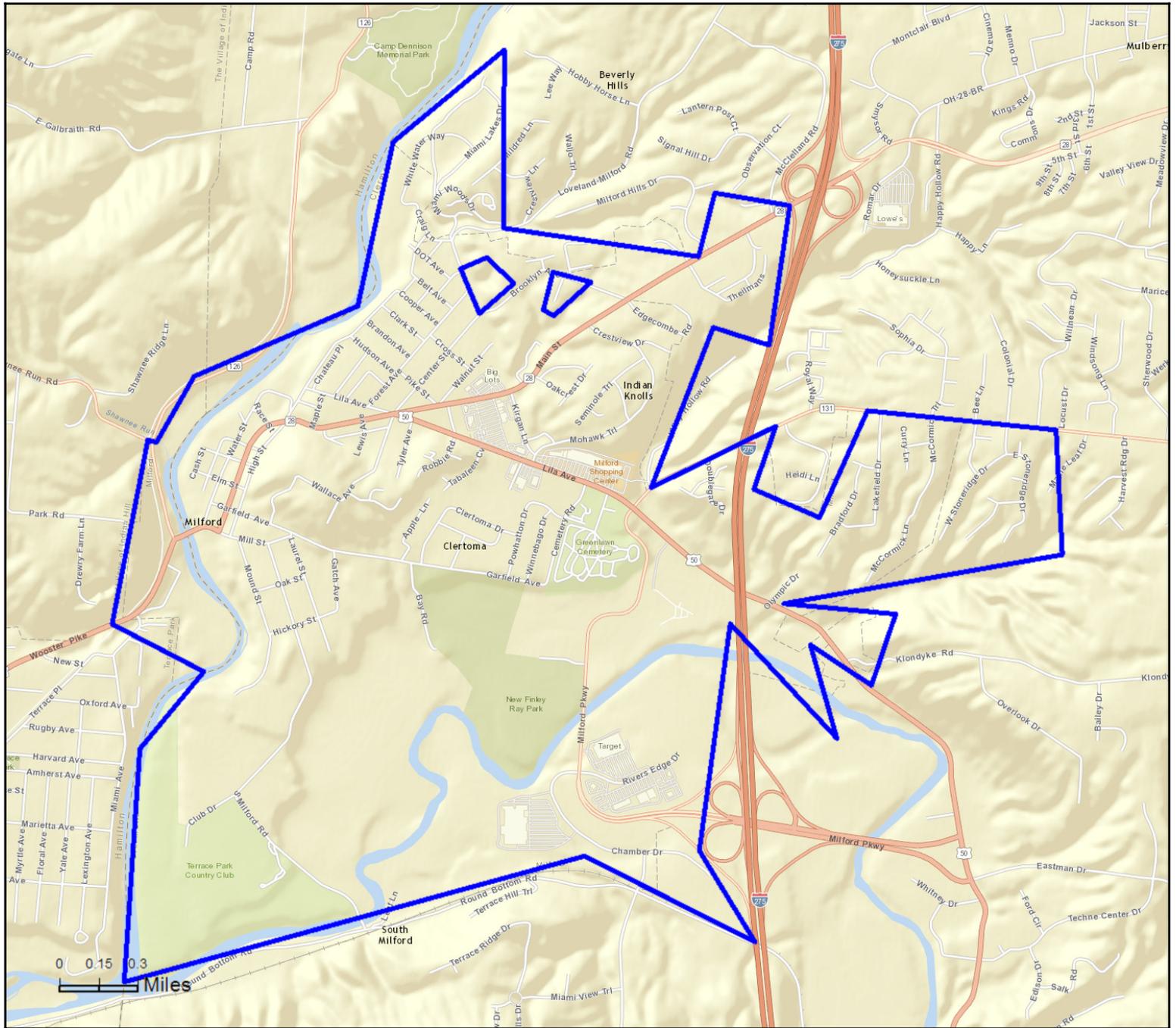


# Site Map

Milford, OH  
 Milford City, OH (3950176)  
 Geography: Place

Prepared by Esri



<b>Population Summary</b>	
2000 Total Population	6,496
2010 Total Population	6,709
2016 Total Population	6,912
2016 Group Quarters	315
2021 Total Population	7,090
2016-2021 Annual Rate	0.51%
<b>Household Summary</b>	
2000 Households	2,988
2000 Average Household Size	2.13
2010 Households	3,019
2010 Average Household Size	2.12
2016 Households	3,133
2016 Average Household Size	2.11
2021 Households	3,232
2021 Average Household Size	2.10
2016-2021 Annual Rate	0.62%
2010 Families	1,572
2010 Average Family Size	2.92
2016 Families	1,617
2016 Average Family Size	2.91
2021 Families	1,650
2021 Average Family Size	2.91
2016-2021 Annual Rate	0.40%
<b>Housing Unit Summary</b>	
2000 Housing Units	3,151
Owner Occupied Housing Units	49.5%
Renter Occupied Housing Units	45.4%
Vacant Housing Units	5.2%
2010 Housing Units	3,291
Owner Occupied Housing Units	48.0%
Renter Occupied Housing Units	43.7%
Vacant Housing Units	8.3%
2016 Housing Units	3,416
Owner Occupied Housing Units	45.8%
Renter Occupied Housing Units	45.9%
Vacant Housing Units	8.3%
2021 Housing Units	3,540
Owner Occupied Housing Units	45.5%
Renter Occupied Housing Units	45.8%
Vacant Housing Units	8.7%
<b>Median Household Income</b>	
2016	\$45,974
2021	\$53,304
<b>Median Home Value</b>	
2016	\$163,880
2021	\$192,838
<b>Per Capita Income</b>	
2016	\$29,989
2021	\$33,006
<b>Median Age</b>	
2010	43.1
2016	45.6
2021	46.8

**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	3,133
<\$15,000	15.4%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	15.3%
\$75,000 - \$99,999	10.2%
\$100,000 - \$149,999	14.1%
\$150,000 - \$199,999	4.9%
\$200,000+	2.1%
Average Household Income	\$63,421

## 2021 Households by Income

Household Income Base	3,232
<\$15,000	15.6%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	9.7%
\$50,000 - \$74,999	16.4%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	17.1%
\$150,000 - \$199,999	5.9%
\$200,000+	2.2%
Average Household Income	\$69,737

## 2016 Owner Occupied Housing Units by Value

Total	1,563
<\$50,000	4.9%
\$50,000 - \$99,999	12.7%
\$100,000 - \$149,999	26.9%
\$150,000 - \$199,999	19.7%
\$200,000 - \$249,999	17.7%
\$250,000 - \$299,999	7.2%
\$300,000 - \$399,999	7.0%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	0.9%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.3%
Average Home Value	\$185,285

## 2021 Owner Occupied Housing Units by Value

Total	1,610
<\$50,000	2.6%
\$50,000 - \$99,999	8.4%
\$100,000 - \$149,999	18.9%
\$150,000 - \$199,999	23.4%
\$200,000 - \$249,999	21.9%
\$250,000 - \$299,999	10.6%
\$300,000 - \$399,999	9.1%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	1.2%
\$750,000 - \$999,999	0.1%
\$1,000,000 +	0.2%
Average Home Value	\$208,929

**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	6,709
0 - 4	5.7%
5 - 9	6.7%
10 - 14	6.0%
15 - 24	9.9%
25 - 34	11.3%
35 - 44	13.0%
45 - 54	14.0%
55 - 64	11.5%
65 - 74	8.1%
75 - 84	7.8%
85 +	6.0%
18 +	78.6%
<b>2016 Population by Age</b>	
Total	6,913
0 - 4	4.8%
5 - 9	5.3%
10 - 14	5.8%
15 - 24	9.9%
25 - 34	11.2%
35 - 44	12.2%
45 - 54	13.7%
55 - 64	14.0%
65 - 74	9.8%
75 - 84	6.9%
85 +	6.3%
18 +	81.1%
<b>2021 Population by Age</b>	
Total	7,092
0 - 4	4.7%
5 - 9	5.1%
10 - 14	5.4%
15 - 24	9.8%
25 - 34	10.9%
35 - 44	12.0%
45 - 54	12.4%
55 - 64	13.8%
65 - 74	11.9%
75 - 84	7.6%
85 +	6.3%
18 +	81.8%
<b>2010 Population by Sex</b>	
Males	3,035
Females	3,674
<b>2016 Population by Sex</b>	
Males	3,207
Females	3,706
<b>2021 Population by Sex</b>	
Males	3,299
Females	3,793

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 Race/Ethnicity</b>	
Total	6,709
White Alone	94.6%
Black Alone	2.3%
American Indian Alone	0.1%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.6%
Hispanic Origin	1.1%
Diversity Index	12.5
<b>2016 Population by Race/Ethnicity</b>	
Total	6,912
White Alone	92.9%
Black Alone	3.3%
American Indian Alone	0.2%
Asian Alone	1.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.9%
Hispanic Origin	1.4%
Diversity Index	16.0
<b>2021 Population by Race/Ethnicity</b>	
Total	7,090
White Alone	91.5%
Black Alone	4.0%
American Indian Alone	0.2%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.8%
Two or More Races	2.2%
Hispanic Origin	1.8%
Diversity Index	19.0
<b>2010 Population by Relationship and Household Type</b>	
Total	6,709
In Households	95.3%
In Family Households	70.5%
Householder	23.4%
Spouse	16.2%
Child	26.7%
Other relative	2.1%
Nonrelative	2.1%
In Nonfamily Households	24.8%
In Group Quarters	4.7%
Institutionalized Population	0.0%
Noninstitutionalized Population	4.7%

**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	5,127
Less than 9th Grade	2.7%
9th - 12th Grade, No Diploma	6.7%
High School Graduate	29.6%
GED/Alternative Credential	3.6%
Some College, No Degree	19.8%
Associate Degree	9.2%
Bachelor's Degree	18.1%
Graduate/Professional Degree	10.3%
<b>2016 Population 15+ by Marital Status</b>	
Total	5,808
Never Married	28.5%
Married	47.1%
Widowed	11.8%
Divorced	12.7%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	96.7%
Civilian Unemployed	3.3%
<b>2016 Employed Population 16+ by Industry</b>	
Total	3,297
Agriculture/Mining	0.0%
Construction	7.6%
Manufacturing	13.4%
Wholesale Trade	5.1%
Retail Trade	9.0%
Transportation/Utilities	2.6%
Information	0.8%
Finance/Insurance/Real Estate	7.8%
Services	51.7%
Public Administration	2.0%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	3,295
White Collar	57.9%
Management/Business/Financial	11.4%
Professional	24.9%
Sales	11.0%
Administrative Support	10.5%
Services	20.5%
Blue Collar	21.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.2%
Installation/Maintenance/Repair	1.9%
Production	10.0%
Transportation/Material Moving	3.6%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	6,709
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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	3,019
Households with 1 Person	41.7%
Households with 2+ People	58.3%
Family Households	52.1%
Husband-wife Families	36.0%
With Related Children	15.0%
Other Family (No Spouse Present)	16.1%
Other Family with Male Householder	4.5%
With Related Children	2.7%
Other Family with Female Householder	11.6%
With Related Children	7.1%
Nonfamily Households	6.2%
All Households with Children	25.3%
Multigenerational Households	1.8%
Unmarried Partner Households	7.1%
Male-female	6.6%
Same-sex	0.5%
<b>2010 Households by Size</b>	
Total	3,019
1 Person Household	41.7%
2 Person Household	30.2%
3 Person Household	11.8%
4 Person Household	10.0%
5 Person Household	4.6%
6 Person Household	1.2%
7 + Person Household	0.5%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	3,019
Owner Occupied	52.4%
Owned with a Mortgage/Loan	38.6%
Owned Free and Clear	13.7%
Renter Occupied	47.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	3,291
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

**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. Retirement Communities
2. Small Town Simplicity
3. Rustbelt Traditions (5D)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$5,159,145
Average Spent	\$1,646.71
Spending Potential Index	82
Education: Total \$	\$3,664,250
Average Spent	\$1,169.57
Spending Potential Index	83
Entertainment/Recreation: Total \$	\$7,549,638
Average Spent	\$2,409.72
Spending Potential Index	83
Food at Home: Total \$	\$13,281,650
Average Spent	\$4,239.28
Spending Potential Index	85
Food Away from Home: Total \$	\$7,992,982
Average Spent	\$2,551.22
Spending Potential Index	82
Health Care: Total \$	\$14,123,263
Average Spent	\$4,507.90
Spending Potential Index	85
HH Furnishings & Equipment: Total \$	\$4,557,146
Average Spent	\$1,454.56
Spending Potential Index	82
Personal Care Products & Services: Total \$	\$1,909,578
Average Spent	\$609.50
Spending Potential Index	83
Shelter: Total \$	\$40,854,296
Average Spent	\$13,039.99
Spending Potential Index	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,209,441
Average Spent	\$1,981.95
Spending Potential Index	85
Travel: Total \$	\$4,674,007
Average Spent	\$1,491.86
Spending Potential Index	80
Vehicle Maintenance & Repairs: Total \$	\$2,710,683
Average Spent	\$865.20
Spending Potential Index	84

**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.

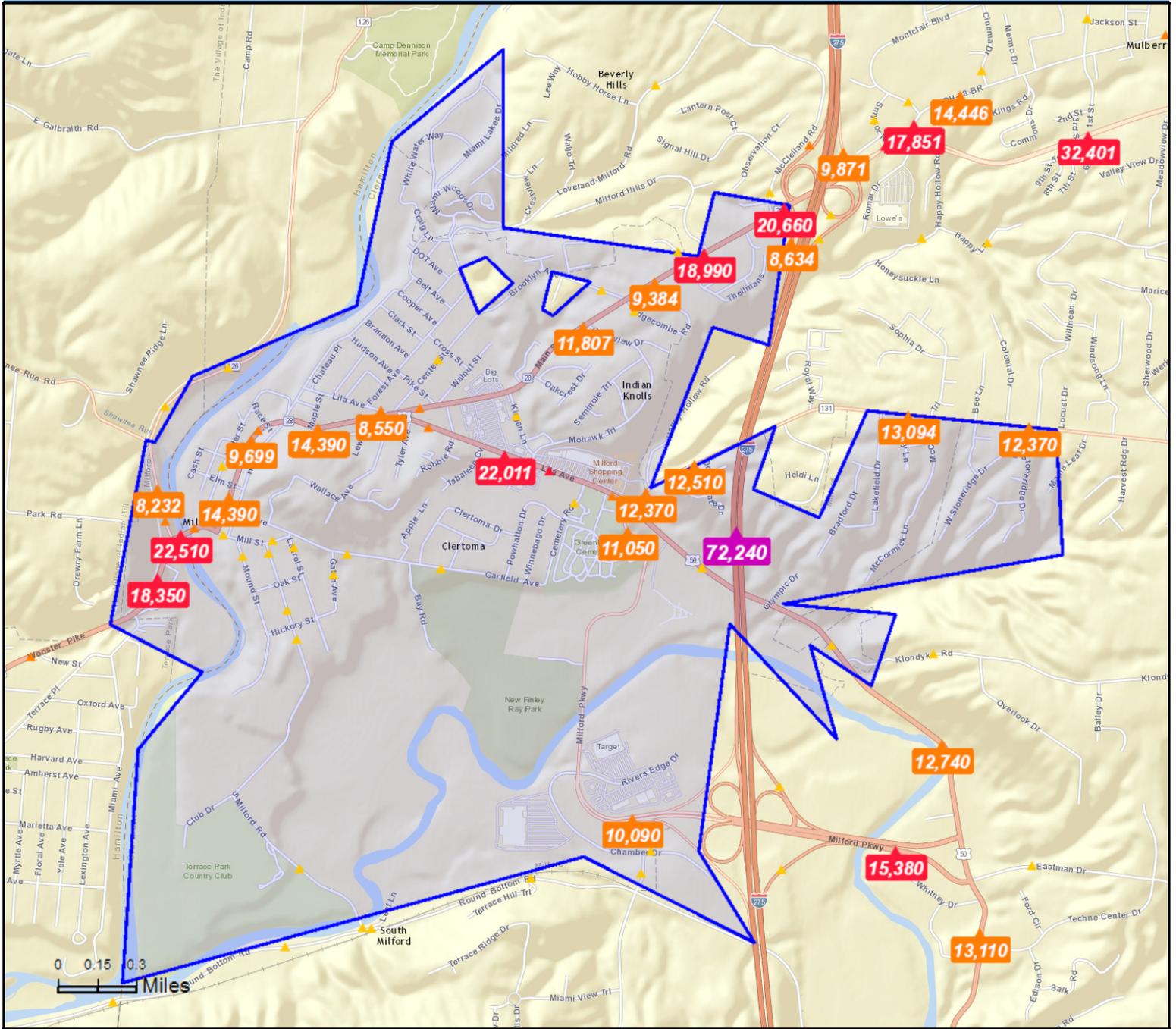
**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**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

Milford, OH  
 Milford City, OH (3950176)  
 Geography: Place

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

## Data for all businesses in area

Total Businesses:	503
Total Employees:	5,416
Total Residential Population:	6,912
Employee/Residential Population Ratio:	0.78:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	17	3.4%	118	2.2%
Construction	31	6.2%	253	4.7%
Manufacturing	14	2.8%	176	3.2%
Transportation	4	0.8%	26	0.5%
Communication	3	0.6%	18	0.3%
Utility	2	0.4%	55	1.0%
Wholesale Trade	14	2.8%	77	1.4%
<b>Retail Trade Summary</b>	<b>135</b>	<b>26.8%</b>	<b>2,538</b>	<b>46.9%</b>
Home Improvement	4	0.8%	70	1.3%
General Merchandise Stores	5	1.0%	515	9.5%
Food Stores	13	2.6%	217	4.0%
Auto Dealers, Gas Stations, Auto Aftermarket	12	2.4%	183	3.4%
Apparel & Accessory Stores	5	1.0%	16	0.3%
Furniture & Home Furnishings	11	2.2%	103	1.9%
Eating & Drinking Places	41	8.2%	1,158	21.4%
Miscellaneous Retail	44	8.7%	276	5.1%
<b>Finance, Insurance, Real Estate Summary</b>	<b>70</b>	<b>13.9%</b>	<b>256</b>	<b>4.7%</b>
Banks, Savings & Lending Institutions	33	6.6%	90	1.7%
Securities Brokers	5	1.0%	8	0.1%
Insurance Carriers & Agents	15	3.0%	65	1.2%
Real Estate, Holding, Other Investment Offices	17	3.4%	93	1.7%
<b>Services Summary</b>	<b>168</b>	<b>33.4%</b>	<b>1,643</b>	<b>30.3%</b>
Hotels & Lodging	2	0.4%	32	0.6%
Automotive Services	20	4.0%	88	1.6%
Motion Pictures & Amusements	16	3.2%	228	4.2%
Health Services	14	2.8%	284	5.2%
Legal Services	4	0.8%	14	0.3%
Education Institutions & Libraries	8	1.6%	218	4.0%
Other Services	104	20.7%	779	14.4%
<b>Government</b>	<b>24</b>	<b>4.8%</b>	<b>248</b>	<b>4.6%</b>
<b>Unclassified Establishments</b>	<b>21</b>	<b>4.2%</b>	<b>8</b>	<b>0.1%</b>
<b>Totals</b>	<b>503</b>	<b>100.0%</b>	<b>5,416</b>	<b>100.0%</b>

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	0	0.0%	0	0.0%
Mining	1	0.2%	18	0.3%
Utilities	0	0.0%	0	0.0%
Construction	31	6.2%	253	4.7%
Manufacturing	17	3.4%	186	3.4%
Wholesale Trade	13	2.6%	73	1.3%
Retail Trade	90	17.9%	1,366	25.2%
Motor Vehicle & Parts Dealers	9	1.8%	173	3.2%
Furniture & Home Furnishings Stores	3	0.6%	19	0.4%
Electronics & Appliance Stores	8	1.6%	88	1.6%
Bldg Material & Garden Equipment & Supplies Dealers	4	0.8%	70	1.3%
Food & Beverage Stores	8	1.6%	197	3.6%
Health & Personal Care Stores	10	2.0%	78	1.4%
Gasoline Stations	3	0.6%	10	0.2%
Clothing & Clothing Accessories Stores	8	1.6%	37	0.7%
Sport Goods, Hobby, Book, & Music Stores	10	2.0%	58	1.1%
General Merchandise Stores	5	1.0%	515	9.5%
Miscellaneous Store Retailers	20	4.0%	117	2.2%
Nonstore Retailers	2	0.4%	4	0.1%
Transportation & Warehousing	5	1.0%	55	1.0%
Information	9	1.8%	84	1.6%
Finance & Insurance	53	10.5%	163	3.0%
Central Bank/Credit Intermediation & Related Activities	33	6.6%	90	1.7%
Securities, Commodity Contracts & Other Financial	5	1.0%	8	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	15	3.0%	65	1.2%
Real Estate, Rental & Leasing	26	5.2%	114	2.1%
Professional, Scientific & Tech Services	50	9.9%	311	5.7%
Legal Services	4	0.8%	14	0.3%
Management of Companies & Enterprises	1	0.2%	0	0.0%
Administrative & Support & Waste Management & Remediation	17	3.4%	88	1.6%
Educational Services	9	1.8%	419	7.7%
Health Care & Social Assistance	17	3.4%	361	6.7%
Arts, Entertainment & Recreation	11	2.2%	187	3.5%
Accommodation & Food Services	44	8.7%	1,192	22.0%
Accommodation	2	0.4%	32	0.6%
Food Services & Drinking Places	42	8.3%	1,160	21.4%
Other Services (except Public Administration)	64	12.7%	290	5.4%
Automotive Repair & Maintenance	13	2.6%	45	0.8%
Public Administration	24	4.8%	248	4.6%
Unclassified Establishments	21	4.2%	8	0.1%
<b>Total</b>	<b>503</b>	<b>100.0%</b>	<b>5,416</b>	<b>100.0%</b>

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

## Summary Demographics

2016 Population	6,912
2016 Households	3,133
2016 Median Disposable Income	\$39,025
2016 Per Capita Income	\$29,989

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	\$98,141,136	\$257,730,167	-\$159,589,031	-44.8	127
Total Retail Trade	44-45	\$89,189,462	\$223,605,935	-\$134,416,473	-43.0	85
Total Food & Drink	722	\$8,951,674	\$34,124,232	-\$25,172,558	-58.4	42

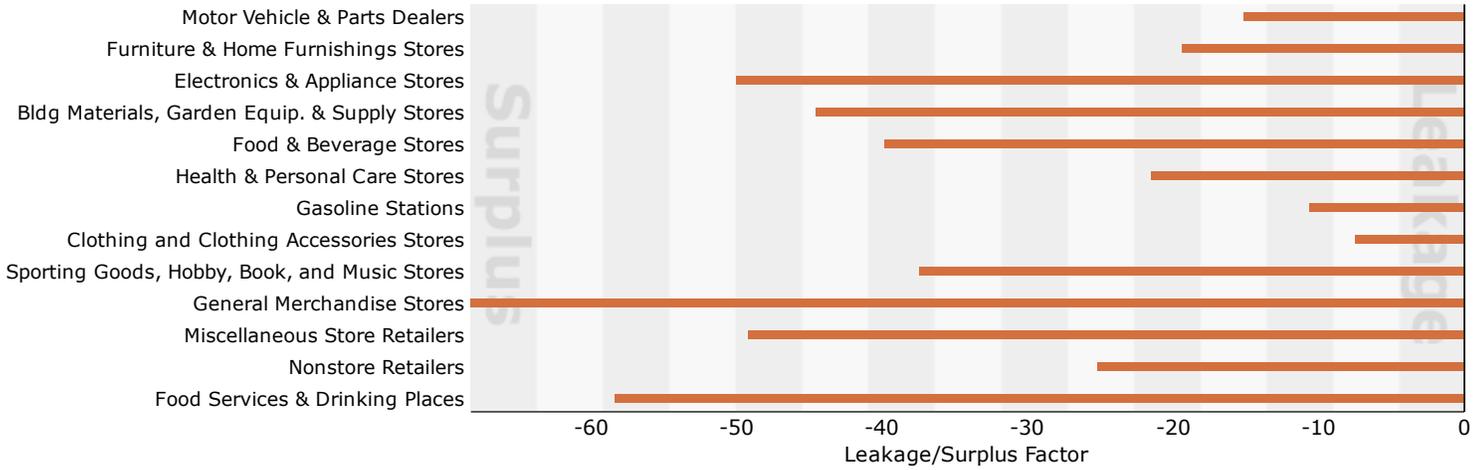
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$19,903,415	\$27,013,621	-\$7,110,206	-15.2	7
Automobile Dealers	4411	\$16,224,319	\$24,140,134	-\$7,915,815	-19.6	4
Other Motor Vehicle Dealers	4412	\$2,186,332	\$0	\$2,186,332	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$1,492,764	\$2,873,487	-\$1,380,723	-31.6	3
Furniture & Home Furnishings Stores	442	\$2,321,057	\$3,441,115	-\$1,120,058	-19.4	3
Furniture Stores	4421	\$1,500,985	\$544,028	\$956,957	46.8	1
Home Furnishings Stores	4422	\$820,072	\$2,897,087	-\$2,077,015	-55.9	2
Electronics & Appliance Stores	443	\$4,879,937	\$14,669,250	-\$9,789,313	-50.1	7
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,215,186	\$10,994,660	-\$6,779,474	-44.6	5
Bldg Material & Supplies Dealers	4441	\$3,599,654	\$9,856,206	-\$6,256,552	-46.5	2
Lawn & Garden Equip & Supply Stores	4442	\$615,532	\$1,138,454	-\$522,922	-29.8	3
Food & Beverage Stores	445	\$16,348,728	\$38,024,946	-\$21,676,218	-39.9	9
Grocery Stores	4451	\$15,081,916	\$35,050,590	-\$19,968,674	-39.8	5
Specialty Food Stores	4452	\$790,819	\$2,048,584	-\$1,257,765	-44.3	3
Beer, Wine & Liquor Stores	4453	\$475,993	\$925,772	-\$449,779	-32.1	1
Health & Personal Care Stores	446,4461	\$6,793,650	\$10,515,343	-\$3,721,693	-21.5	6
Gasoline Stations	447,4471	\$6,270,380	\$7,772,911	-\$1,502,531	-10.7	4
Clothing & Clothing Accessories Stores	448	\$3,897,529	\$4,535,186	-\$637,657	-7.6	8
Clothing Stores	4481	\$2,488,818	\$1,459,310	\$1,029,508	26.1	5
Shoe Stores	4482	\$477,422	\$0	\$477,422	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$931,289	\$3,075,876	-\$2,144,587	-53.5	3
Sporting Goods, Hobby, Book & Music Stores	451	\$2,803,816	\$6,168,739	-\$3,364,923	-37.5	10
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,249,848	\$6,168,739	-\$3,918,891	-46.6	10
Book, Periodical & Music Stores	4512	\$553,968	\$0	\$553,968	100.0	0
General Merchandise Stores	452	\$16,164,232	\$85,820,827	-\$69,656,595	-68.3	5
Department Stores Excluding Leased Depts.	4521	\$12,690,129	\$77,363,200	-\$64,673,071	-71.8	2
Other General Merchandise Stores	4529	\$3,474,103	\$8,457,627	-\$4,983,524	-41.8	3
Miscellaneous Store Retailers	453	\$4,181,019	\$12,289,183	-\$8,108,164	-49.2	20
Florists	4531	\$172,002	\$273,296	-\$101,294	-22.7	1
Office Supplies, Stationery & Gift Stores	4532	\$967,783	\$2,449,087	-\$1,481,304	-43.4	4
Used Merchandise Stores	4533	\$607,448	\$1,738,325	-\$1,130,877	-48.2	5
Other Miscellaneous Store Retailers	4539	\$2,433,786	\$7,828,475	-\$5,394,689	-52.6	10
Nonstore Retailers	454	\$1,410,513	\$2,360,154	-\$949,641	-25.2	1
Electronic Shopping & Mail-Order Houses	4541	\$773,851	\$2,360,154	-\$1,586,303	-50.6	1
Vending Machine Operators	4542	\$144,816	\$0	\$144,816	100.0	0
Direct Selling Establishments	4543	\$491,846	\$0	\$491,846	100.0	0
Food Services & Drinking Places	722	\$8,951,674	\$34,124,232	-\$25,172,558	-58.4	42
Full-Service Restaurants	7221	\$4,456,306	\$17,306,406	-\$12,850,100	-59.0	26
Limited-Service Eating Places	7222	\$3,979,490	\$16,817,826	-\$12,838,336	-61.7	16
Special Food Services	7223	\$231,390	\$0	\$231,390	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$284,488	\$0	\$284,488	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.

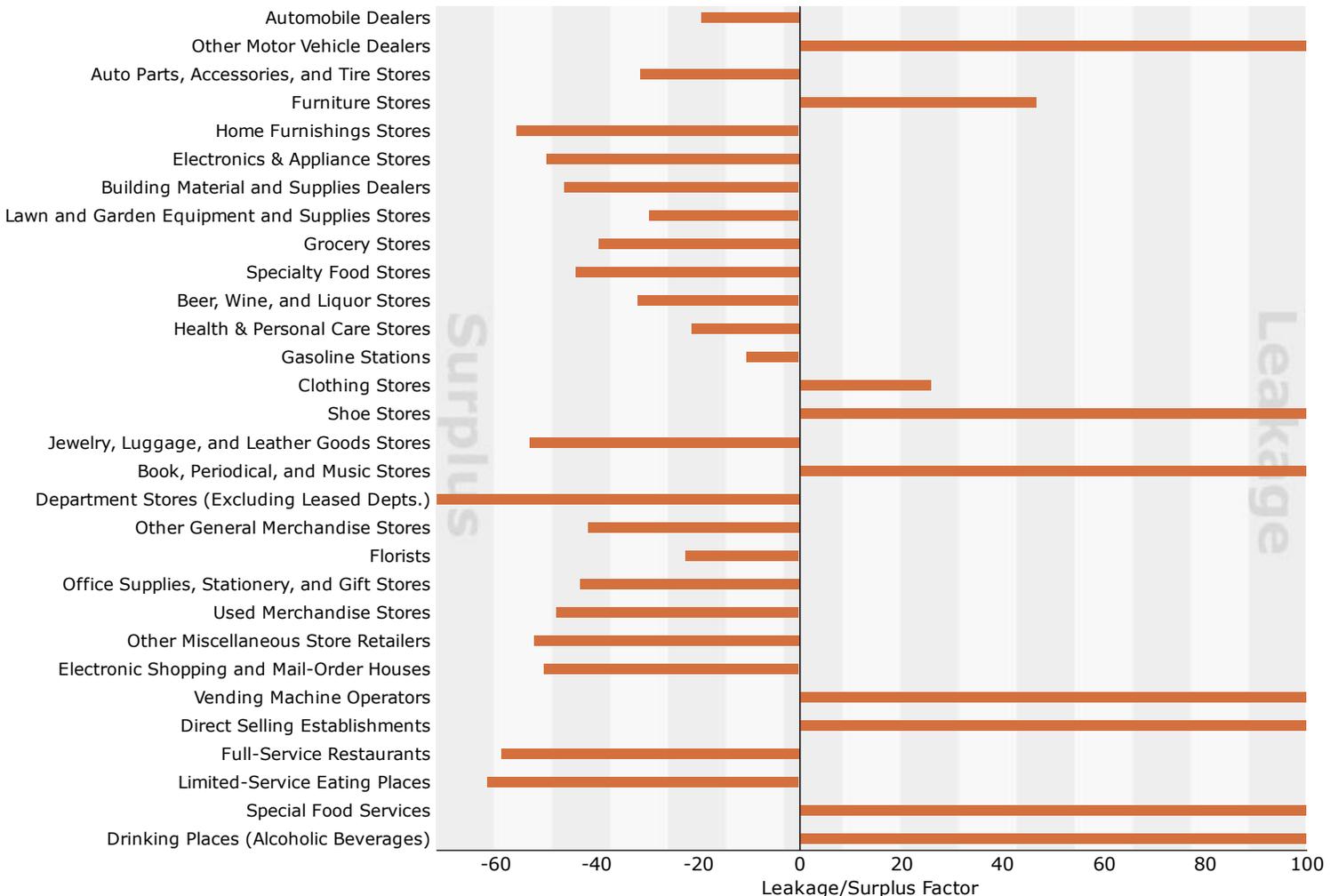
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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

## 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.

<b>Demographic Summary</b>	<b>2016</b>	<b>2021</b>
Population	6,912	7,090
Population 18+	5,603	5,801
Households	3,133	3,232
Median Household Income	\$45,974	\$53,304

<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	2,661	47.5%	100
Bought any women's clothing in last 12 months	2,423	43.2%	98
Bought clothing for child <13 years in last 6 months	1,380	24.6%	89
Bought any shoes in last 12 months	2,900	51.8%	96
Bought costume jewelry in last 12 months	1,126	20.1%	103
Bought any fine jewelry in last 12 months	981	17.5%	95
Bought a watch in last 12 months	608	10.9%	99
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	2,708	86.4%	101
HH bought/leased new vehicle last 12 mo	267	8.5%	91
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	4,788	85.5%	100
Bought/changed motor oil in last 12 months	2,766	49.4%	101
Had tune-up in last 12 months	1,602	28.6%	95
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	3,593	64.1%	98
Drank regular cola in last 6 months	2,519	45.0%	100
Drank beer/ale in last 6 months	2,494	44.5%	105
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	1,565	27.9%	96
Own digital single-lens reflex (SLR) camera	405	7.2%	84
Bought any camera in last 12 months	298	5.3%	93
Printed digital photos in last 12 months	145	2.6%	88
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	2,133	38.1%	105
Have a smartphone	3,084	55.0%	94
Have a smartphone: Android phone (any brand)	1,560	27.8%	103
Have a smartphone: Apple iPhone	1,286	23.0%	89
Number of cell phones in household: 1	1,175	37.5%	117
Number of cell phones in household: 2	1,150	36.7%	98
Number of cell phones in household: 3+	639	20.4%	80
HH has cell phone only (no landline telephone)	1,407	44.9%	107
<b>Computers (Households)</b>			
HH owns a computer	2,314	73.9%	96
HH owns desktop computer	1,271	40.6%	90
HH owns laptop/notebook	1,632	52.1%	96
HH owns any Apple/Mac brand computer	385	12.3%	82
HH owns any PC/non-Apple brand computer	2,095	66.9%	98
HH purchased most recent computer in a store	1,108	35.4%	94
HH purchased most recent computer online	358	11.4%	87
Spent <\$500 on most recent home computer	453	14.5%	100
Spent \$500-\$999 on most recent home computer	579	18.5%	97
Spent \$1,000-\$1,499 on most recent home computer	260	8.3%	88
Spent \$1,500-\$1,999 on most recent home computer	132	4.2%	92
Spent \$2,000+ on most recent home computer	111	3.5%	90

**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>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	2,903	51.8%	102
Bought brewed coffee at convenience store in last 30 days	882	15.7%	100
Bought cigarettes at convenience store in last 30 days	894	16.0%	128
Bought gas at convenience store in last 30 days	1,962	35.0%	106
Spent at convenience store in last 30 days: <\$20	448	8.0%	99
Spent at convenience store in last 30 days: \$20-\$39	514	9.2%	101
Spent at convenience store in last 30 days: \$40-\$50	453	8.1%	106
Spent at convenience store in last 30 days: \$51-\$99	222	4.0%	90
Spent at convenience store in last 30 days: \$100+	1,388	24.8%	108
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	3,176	56.7%	95
Went to live theater in last 12 months	678	12.1%	93
Went to a bar/night club in last 12 months	883	15.8%	94
Dined out in last 12 months	2,432	43.4%	97
Gambled at a casino in last 12 months	723	12.9%	94
Visited a theme park in last 12 months	851	15.2%	86
Viewed movie (video-on-demand) in last 30 days	891	15.9%	94
Viewed TV show (video-on-demand) in last 30 days	612	10.9%	85
Watched any pay-per-view TV in last 12 months	610	10.9%	83
Downloaded a movie over the Internet in last 30 days	415	7.4%	103
Downloaded any individual song in last 6 months	956	17.1%	84
Watched a movie online in the last 30 days	910	16.2%	102
Watched a TV program online in last 30 days	758	13.5%	91
Played a video/electronic game (console) in last 12 months	567	10.1%	97
Played a video/electronic game (portable) in last 12 months	279	5.0%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	1,603	28.6%	92
Used ATM/cash machine in last 12 months	2,536	45.3%	92
Own any stock	442	7.9%	103
Own U.S. savings bond	272	4.9%	92
Own shares in mutual fund (stock)	374	6.7%	92
Own shares in mutual fund (bonds)	205	3.7%	75
Have interest checking account	1,672	29.8%	106
Have non-interest checking account	1,446	25.8%	91
Have savings account	2,912	52.0%	96
Have 401K retirement savings plan	749	13.4%	92
Own/used any credit/debit card in last 12 months	4,150	74.1%	99
Avg monthly credit card expenditures: <\$111	733	13.1%	113
Avg monthly credit card expenditures: \$111-\$225	407	7.3%	105
Avg monthly credit card expenditures: \$226-\$450	329	5.9%	93
Avg monthly credit card expenditures: \$451-\$700	297	5.3%	99
Avg monthly credit card expenditures: \$701-\$1,000	216	3.9%	89
Avg monthly credit card expenditures: \$1,001+	421	7.5%	83
Did banking online in last 12 months	1,784	31.8%	89
Did banking on mobile device in last 12 months	613	10.9%	78
Paid bills online in last 12 months	2,149	38.4%	89

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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	2,242	71.6%	103
Used bread in last 6 months	2,953	94.3%	100
Used chicken (fresh or frozen) in last 6 months	2,126	67.9%	98
Used turkey (fresh or frozen) in last 6 months	500	16.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	1,665	53.1%	97
Used fresh fruit/vegetables in last 6 months	2,660	84.9%	99
Used fresh milk in last 6 months	2,754	87.9%	100
Used organic food in last 6 months	537	17.1%	87
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	1,461	26.1%	92
Exercise at club 2+ times per week	666	11.9%	91
Visited a doctor in last 12 months	4,287	76.5%	101
Used vitamin/dietary supplement in last 6 months	3,001	53.6%	101
<b>Home (Households)</b>			
Any home improvement in last 12 months	775	24.7%	92
Used housekeeper/maid/professional HH cleaning service in last 12	387	12.4%	94
Purchased low ticket HH furnishings in last 12 months	500	16.0%	99
Purchased big ticket HH furnishings in last 12 months	644	20.6%	98
Bought any small kitchen appliance in last 12 months	715	22.8%	103
Bought any large kitchen appliance in last 12 months	378	12.1%	95
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	2,314	41.3%	97
Carry medical/hospital/accident insurance	3,741	66.8%	102
Carry homeowner insurance	2,610	46.6%	99
Carry renter's insurance	516	9.2%	113
Have auto insurance: 1 vehicle in household covered	1,220	38.9%	126
Have auto insurance: 2 vehicles in household covered	774	24.7%	87
Have auto insurance: 3+ vehicles in household covered	571	18.2%	83
<b>Pets (Households)</b>			
Household owns any pet	1,541	49.2%	92
Household owns any cat	679	21.7%	97
Household owns any dog	1,103	35.2%	86
<b>Psychographics (Adults)</b>			
Buying American is important to me	2,617	46.7%	110
Usually buy items on credit rather than wait	703	12.5%	107
Usually buy based on quality - not price	1,117	19.9%	111
Price is usually more important than brand name	1,410	25.2%	96
Usually use coupons for brands I buy often	1,085	19.4%	102
Am interested in how to help the environment	999	17.8%	109
Usually pay more for environ safe product	678	12.1%	95
Usually value green products over convenience	655	11.7%	111
Likely to buy a brand that supports a charity	1,912	34.1%	98
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	651	11.6%	88
Bought hardcover book in last 12 months	1,001	17.9%	85
Bought paperback book in last 12 month	1,720	30.7%	98
Read any daily newspaper (paper version)	1,658	29.6%	113
Read any digital newspaper in last 30 days	1,708	30.5%	92
Read any magazine (paper/electronic version) in last 6 months	5,131	91.6%	101

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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	4,153	74.1%	99
Went to family restaurant/steak house: 4+ times a month	1,616	28.8%	105
Went to fast food/drive-in restaurant in last 6 months	4,984	89.0%	99
Went to fast food/drive-in restaurant 9+ times/mo	2,119	37.8%	96
Fast food/drive-in last 6 months: eat in	1,925	34.4%	94
Fast food/drive-in last 6 months: home delivery	386	6.9%	90
Fast food/drive-in last 6 months: take-out/drive-thru	2,503	44.7%	96
Fast food/drive-in last 6 months: take-out/walk-in	1,101	19.7%	101
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	1,731	30.9%	97
Own e-reader/tablet: iPad	772	13.8%	90
Own any portable MP3 player	1,632	29.1%	95
HH owns 1 TV	615	19.6%	96
HH owns 2 TVs	935	29.8%	115
HH owns 3 TVs	599	19.1%	89
HH owns 4+ TVs	540	17.2%	91
HH subscribes to cable TV	1,788	57.1%	115
HH subscribes to fiber optic	187	6.0%	78
HH has satellite dish	631	20.1%	79
HH owns DVD/Blu-ray player	1,811	57.8%	96
HH owns camcorder	372	11.9%	85
HH owns portable GPS navigation device	828	26.4%	96
HH purchased video game system in last 12 mos	207	6.6%	83
HH owns Internet video device for TV	175	5.6%	79
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	2,503	44.7%	89
Took 3+ domestic non-business trips in last 12 months	544	9.7%	87
Spent on domestic vacations in last 12 months: <\$1,000	480	8.6%	80
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	296	5.3%	91
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	192	3.4%	96
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	224	4.0%	102
Spent on domestic vacations in last 12 months: \$3,000+	256	4.6%	83
Domestic travel in the 12 months: used general travel website	273	4.9%	72
Foreign travel in last 3 years	1,050	18.7%	78
Took 3+ foreign trips by plane in last 3 years	205	3.7%	81
Spent on foreign vacations in last 12 months: <\$1,000	227	4.1%	97
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	155	2.8%	85
Spent on foreign vacations in last 12 months: \$3,000+	204	3.6%	73
Foreign travel in last 3 years: used general travel website	266	4.7%	85
Nights spent in hotel/motel in last 12 months: any	2,037	36.4%	90
Took cruise of more than one day in last 3 years	376	6.7%	80
Member of any frequent flyer program	792	14.1%	87
Member of any hotel rewards program	718	12.8%	91

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