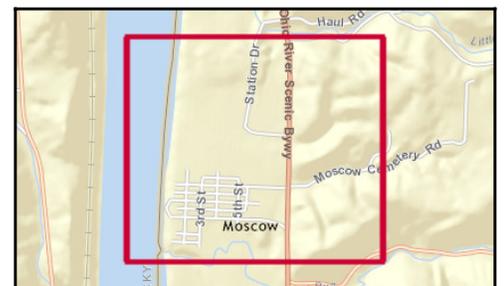
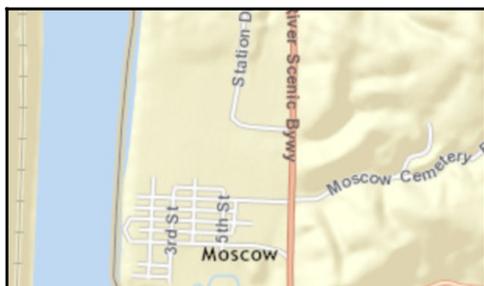


Site Map

Moscow Village, OH
Moscow Village, OH (3952416)
Geography: Place

Prepared by Esri



Population Summary	
2000 Total Population	194
2010 Total Population	185
2016 Total Population	183
2016 Group Quarters	0
2021 Total Population	183
2016-2021 Annual Rate	0.00%
Household Summary	
2000 Households	80
2000 Average Household Size	2.43
2010 Households	81
2010 Average Household Size	2.28
2016 Households	81
2016 Average Household Size	2.26
2021 Households	81
2021 Average Household Size	2.26
2016-2021 Annual Rate	0.00%
2010 Families	51
2010 Average Family Size	2.80
2016 Families	59
2016 Average Family Size	2.61
2021 Families	59
2021 Average Family Size	2.61
2016-2021 Annual Rate	0.00%
Housing Unit Summary	
2000 Housing Units	92
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	17.4%
Vacant Housing Units	13.0%
2010 Housing Units	96
Owner Occupied Housing Units	58.3%
Renter Occupied Housing Units	26.0%
Vacant Housing Units	15.6%
2016 Housing Units	96
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	15.6%
2021 Housing Units	96
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	21.9%
Vacant Housing Units	15.6%
Median Household Income	
2016	\$49,216
2021	\$53,784
Median Home Value	
2016	\$98,214
2021	\$120,000
Per Capita Income	
2016	\$25,794
2021	\$28,844
Median Age	
2010	47.4
2016	42.1
2021	42.1

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	79
<\$15,000	7.6%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	16.5%
\$150,000 - \$199,999	0.0%
\$200,000+	5.1%
Average Household Income	\$71,313

2021 Households by Income

Household Income Base	82
<\$15,000	7.3%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	18.3%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	12.2%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	22.0%
\$150,000 - \$199,999	0.0%
\$200,000+	6.1%
Average Household Income	\$76,826

2016 Owner Occupied Housing Units by Value

Total	61
<\$50,000	27.9%
\$50,000 - \$99,999	23.0%
\$100,000 - \$149,999	9.8%
\$150,000 - \$199,999	11.5%
\$200,000 - \$249,999	9.8%
\$250,000 - \$299,999	4.9%
\$300,000 - \$399,999	1.6%
\$400,000 - \$499,999	9.8%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	1.6%
\$1,000,000 +	0.0%
Average Home Value	\$156,557

2021 Owner Occupied Housing Units by Value

Total	60
<\$50,000	15.0%
\$50,000 - \$99,999	31.7%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	5.0%
\$200,000 - \$249,999	10.0%
\$250,000 - \$299,999	10.0%
\$300,000 - \$399,999	1.7%
\$400,000 - \$499,999	16.7%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	1.7%
\$1,000,000 +	0.0%
Average Home Value	\$192,083

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	185
0 - 4	4.9%
5 - 9	5.9%
10 - 14	3.2%
15 - 24	9.7%
25 - 34	9.7%
35 - 44	11.4%
45 - 54	20.5%
55 - 64	19.5%
65 - 74	8.6%
75 - 84	5.4%
85 +	1.1%
18 +	83.2%
2016 Population by Age	
Total	183
0 - 4	6.0%
5 - 9	8.2%
10 - 14	6.0%
15 - 24	10.4%
25 - 34	11.5%
35 - 44	12.0%
45 - 54	16.4%
55 - 64	14.2%
65 - 74	10.9%
75 - 84	3.8%
85 +	0.5%
18 +	76.0%
2021 Population by Age	
Total	181
0 - 4	6.1%
5 - 9	7.7%
10 - 14	6.1%
15 - 24	9.9%
25 - 34	11.6%
35 - 44	12.7%
45 - 54	14.9%
55 - 64	14.4%
65 - 74	12.2%
75 - 84	3.9%
85 +	0.6%
18 +	76.2%
2010 Population by Sex	
Males	96
Females	89
2016 Population by Sex	
Males	92
Females	91
2021 Population by Sex	
Males	90
Females	91

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	185
White Alone	98.4%
Black Alone	1.1%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.5%
Two or More Races	0.0%
Hispanic Origin	1.6%
Diversity Index	6.3
2016 Population by Race/Ethnicity	
Total	182
White Alone	98.9%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.1%
Hispanic Origin	0.5%
Diversity Index	4.3
2021 Population by Race/Ethnicity	
Total	183
White Alone	97.8%
Black Alone	0.5%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.6%
Hispanic Origin	1.1%
Diversity Index	6.4
2010 Population by Relationship and Household Type	
Total	185
In Households	100.0%
In Family Households	80.5%
Householder	27.6%
Spouse	19.5%
Child	27.6%
Other relative	2.7%
Nonrelative	3.2%
In Nonfamily Households	19.5%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

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	127
Less than 9th Grade	14.2%
9th - 12th Grade, No Diploma	13.4%
High School Graduate	25.2%
GED/Alternative Credential	7.1%
Some College, No Degree	11.0%
Associate Degree	15.0%
Bachelor's Degree	9.4%
Graduate/Professional Degree	4.7%
2016 Population 15+ by Marital Status	
Total	147
Never Married	29.3%
Married	43.5%
Widowed	11.6%
Divorced	15.6%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	93.8%
Civilian Unemployed	6.2%
2016 Employed Population 16+ by Industry	
Total	76
Agriculture/Mining	0.0%
Construction	13.7%
Manufacturing	12.3%
Wholesale Trade	0.0%
Retail Trade	21.9%
Transportation/Utilities	6.8%
Information	2.7%
Finance/Insurance/Real Estate	1.4%
Services	39.7%
Public Administration	1.4%
2016 Employed Population 16+ by Occupation	
Total	77
White Collar	63.6%
Management/Business/Financial	9.1%
Professional	18.2%
Sales	20.8%
Administrative Support	15.6%
Services	11.7%
Blue Collar	24.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	1.3%
Installation/Maintenance/Repair	5.2%
Production	9.1%
Transportation/Material Moving	9.1%
2010 Population By Urban/ Rural Status	
Total Population	185
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.

2010 Households by Type	
Total	81
Households with 1 Person	30.9%
Households with 2+ People	69.1%
Family Households	63.0%
Husband-wife Families	44.4%
With Related Children	13.6%
Other Family (No Spouse Present)	18.5%
Other Family with Male Householder	0.0%
With Related Children	0.0%
Other Family with Female Householder	18.5%
With Related Children	11.1%
Nonfamily Households	6.2%
All Households with Children	24.7%
Multigenerational Households	4.9%
Unmarried Partner Households	7.4%
Male-female	7.4%
Same-sex	0.0%
2010 Households by Size	
Total	81
1 Person Household	30.9%
2 Person Household	39.5%
3 Person Household	9.9%
4 Person Household	12.3%
5 Person Household	6.2%
6 Person Household	0.0%
7 + Person Household	1.2%
2010 Households by Tenure and Mortgage Status	
Total	81
Owner Occupied	69.1%
Owned with a Mortgage/Loan	37.0%
Owned Free and Clear	32.1%
Renter Occupied	30.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	96
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. Southern Satellites (10A)
2. Top Tier (1A)
3. Professional Pride (1B)

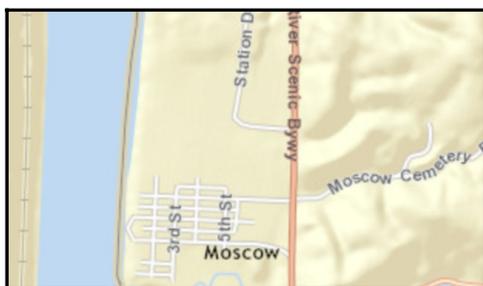
2016 Consumer Spending

Apparel & Services: Total \$	\$152,415
Average Spent	\$1,881.67
Spending Potential Index	93
Education: Total \$	\$84,468
Average Spent	\$1,042.81
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$227,080
Average Spent	\$2,803.46
Spending Potential Index	96
Food at Home: Total \$	\$397,563
Average Spent	\$4,908.19
Spending Potential Index	98
Food Away from Home: Total \$	\$241,827
Average Spent	\$2,985.52
Spending Potential Index	97
Health Care: Total \$	\$434,347
Average Spent	\$5,362.31
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$133,260
Average Spent	\$1,645.19
Spending Potential Index	93
Personal Care Products & Services: Total \$	\$54,818
Average Spent	\$676.77
Spending Potential Index	92
Shelter: Total \$	\$1,075,534
Average Spent	\$13,278.20
Spending Potential Index	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$181,042
Average Spent	\$2,235.09
Spending Potential Index	96
Travel: Total \$	\$124,492
Average Spent	\$1,536.94
Spending Potential Index	83
Vehicle Maintenance & Repairs: Total \$	\$81,331
Average Spent	\$1,004.09
Spending Potential Index	97

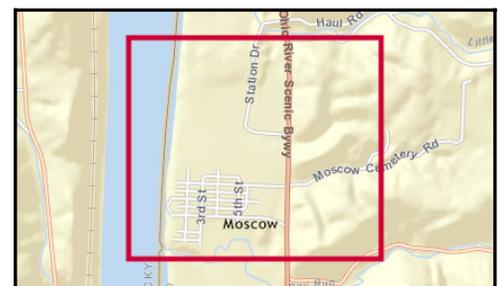
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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.



- 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:	8
Total Employees:	79
Total Residential Population:	183
Employee/Residential Population Ratio:	0.43:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	1	12.5%	19	24.1%
Transportation	1	12.5%	4	5.1%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade Summary	1	12.5%	5	6.3%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	1	12.5%	5	6.3%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	0	0.0%	0	0.0%
Miscellaneous Retail	0	0.0%	0	0.0%
Finance, Insurance, Real Estate Summary	1	12.5%	0	0.0%
Banks, Savings & Lending Institutions	1	12.5%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%
Services Summary	0	0.0%	0	0.0%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Motion Pictures & Amusements	0	0.0%	0	0.0%
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	0	0.0%	0	0.0%
Government	4	50.0%	51	64.6%
Unclassified Establishments	0	0.0%	0	0.0%
Totals	8	100.0%	79	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	0	0.0%	0	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	0	0.0%	0	0.0%
Manufacturing	1	12.5%	19	24.1%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	1	12.5%	5	6.3%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	1	12.5%	5	6.3%
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	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	1	12.5%	4	5.1%
Information	0	0.0%	0	0.0%
Finance & Insurance	1	12.5%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	1	12.5%	0	0.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	0	0.0%	0	0.0%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	0	0.0%	0	0.0%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
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)	0	0.0%	0	0.0%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	4	50.0%	51	64.6%
Unclassified Establishments	0	0.0%	0	0.0%
Total	8	100.0%	79	100.0%

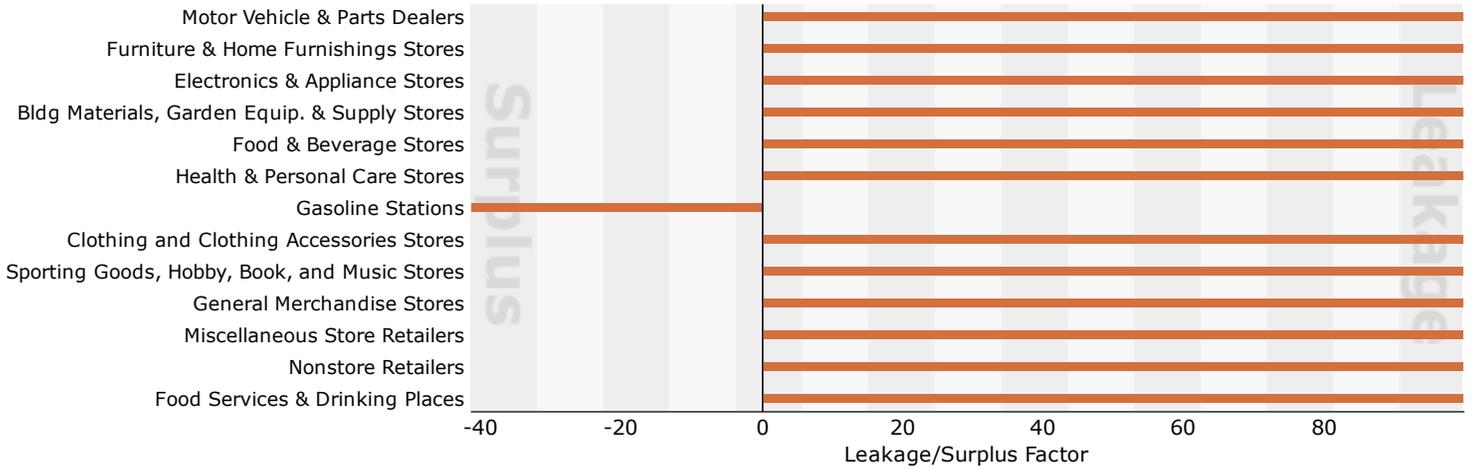
Source: Copyright 2016 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2016.

Summary Demographics						
2016 Population						183
2016 Households						81
2016 Median Disposable Income						\$41,198
2016 Per Capita Income						\$25,794
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	\$2,786,035	\$470,560	\$2,315,475	71.1	1
Total Retail Trade	44-45	\$2,549,845	\$470,560	\$2,079,285	68.8	1
Total Food & Drink	722	\$236,190	\$0	\$236,190	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	\$597,866	\$0	\$597,866	100.0	0
Automobile Dealers	4411	\$494,084	\$0	\$494,084	100.0	0
Other Motor Vehicle Dealers	4412	\$64,772	\$0	\$64,772	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$39,010	\$0	\$39,010	100.0	0
Furniture & Home Furnishings Stores	442	\$66,223	\$0	\$66,223	100.0	0
Furniture Stores	4421	\$43,180	\$0	\$43,180	100.0	0
Home Furnishings Stores	4422	\$23,043	\$0	\$23,043	100.0	0
Electronics & Appliance Stores	443	\$128,174	\$0	\$128,174	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$115,767	\$0	\$115,767	100.0	0
Bldg Material & Supplies Dealers	4441	\$97,213	\$0	\$97,213	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$18,554	\$0	\$18,554	100.0	0
Food & Beverage Stores	445	\$456,357	\$0	\$456,357	100.0	0
Grocery Stores	4451	\$421,396	\$0	\$421,396	100.0	0
Specialty Food Stores	4452	\$21,837	\$0	\$21,837	100.0	0
Beer, Wine & Liquor Stores	4453	\$13,124	\$0	\$13,124	100.0	0
Health & Personal Care Stores	446,4461	\$197,379	\$0	\$197,379	100.0	0
Gasoline Stations	447,4471	\$194,596	\$470,560	-\$275,964	-41.5	1
Clothing & Clothing Accessories Stores	448	\$103,453	\$0	\$103,453	100.0	0
Clothing Stores	4481	\$66,434	\$0	\$66,434	100.0	0
Shoe Stores	4482	\$13,419	\$0	\$13,419	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$23,600	\$0	\$23,600	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$79,470	\$0	\$79,470	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$65,928	\$0	\$65,928	100.0	0
Book, Periodical & Music Stores	4512	\$13,542	\$0	\$13,542	100.0	0
General Merchandise Stores	452	\$449,345	\$0	\$449,345	100.0	0
Department Stores Excluding Leased Depts.	4521	\$351,775	\$0	\$351,775	100.0	0
Other General Merchandise Stores	4529	\$97,570	\$0	\$97,570	100.0	0
Miscellaneous Store Retailers	453	\$123,040	\$0	\$123,040	100.0	0
Florists	4531	\$4,746	\$0	\$4,746	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$26,844	\$0	\$26,844	100.0	0
Used Merchandise Stores	4533	\$15,285	\$0	\$15,285	100.0	0
Other Miscellaneous Store Retailers	4539	\$76,165	\$0	\$76,165	100.0	0
Nonstore Retailers	454	\$38,175	\$0	\$38,175	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$21,454	\$0	\$21,454	100.0	0
Vending Machine Operators	4542	\$3,993	\$0	\$3,993	100.0	0
Direct Selling Establishments	4543	\$12,728	\$0	\$12,728	100.0	0
Food Services & Drinking Places	722	\$236,190	\$0	\$236,190	100.0	0
Full-Service Restaurants	7221	\$115,886	\$0	\$115,886	100.0	0
Limited-Service Eating Places	7222	\$108,060	\$0	\$108,060	100.0	0
Special Food Services	7223	\$5,926	\$0	\$5,926	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$6,318	\$0	\$6,318	100.0	0

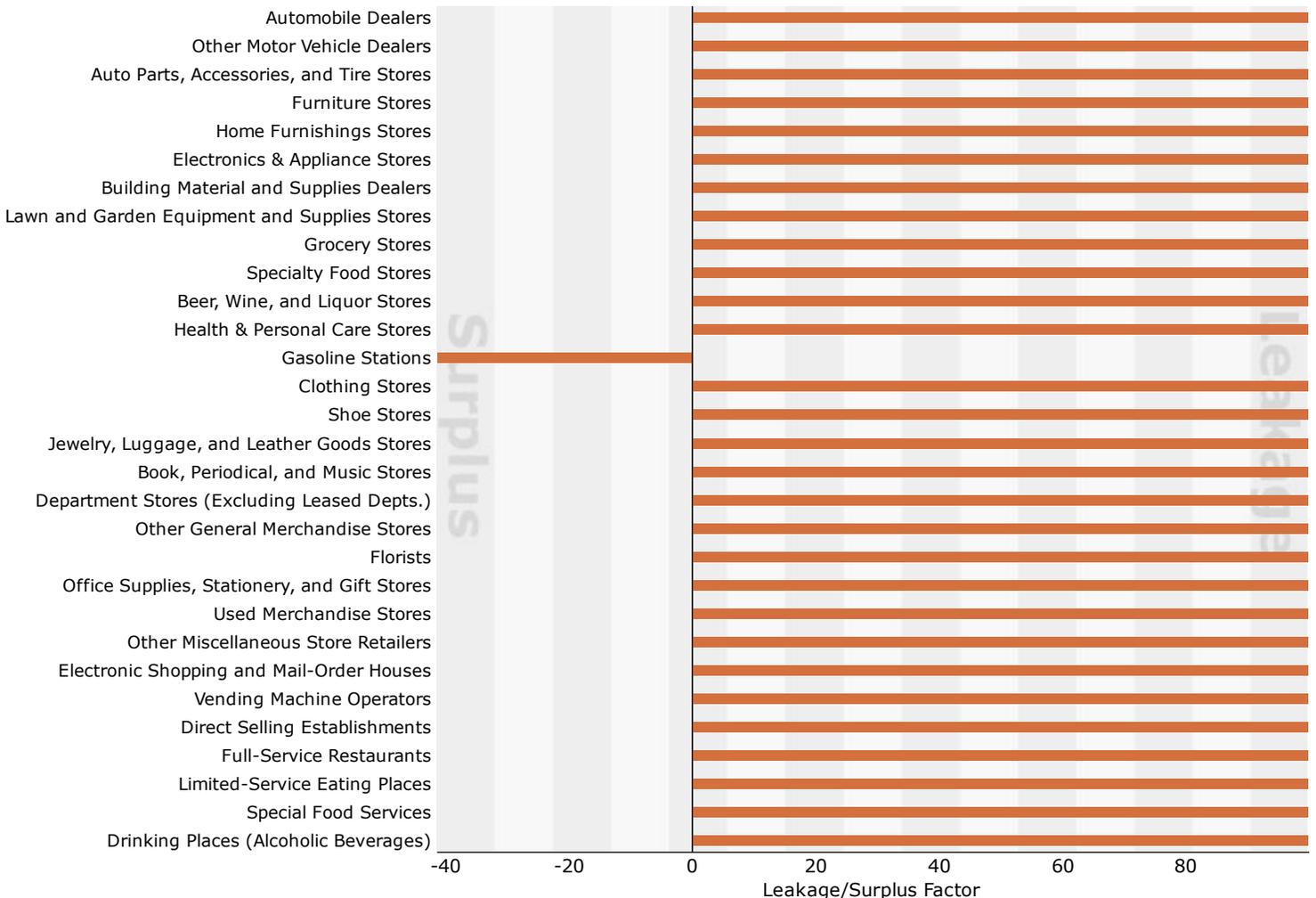
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents 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.

Demographic Summary	2016	2021
Population	183	183
Population 18+	139	138
Households	81	81
Median Household Income	\$49,216	\$53,784

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	66	47.5%	100
Bought any women's clothing in last 12 months	68	48.9%	111
Bought clothing for child <13 years in last 6 months	40	28.8%	104
Bought any shoes in last 12 months	75	54.0%	100
Bought costume jewelry in last 12 months	30	21.6%	110
Bought any fine jewelry in last 12 months	28	20.1%	110
Bought a watch in last 12 months	14	10.1%	91
Automobiles (Households)			
HH owns/leases any vehicle	73	90.1%	105
HH bought/leased new vehicle last 12 mo	7	8.6%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	129	92.8%	109
Bought/changed motor oil in last 12 months	89	64.0%	130
Had tune-up in last 12 months	42	30.2%	100
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	91	65.5%	100
Drank regular cola in last 6 months	70	50.4%	112
Drank beer/ale in last 6 months	50	36.0%	84
Cameras (Adults)			
Own digital point & shoot camera	41	29.5%	101
Own digital single-lens reflex (SLR) camera	7	5.0%	58
Bought any camera in last 12 months	8	5.8%	101
Printed digital photos in last 12 months	6	4.3%	148
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	52	37.4%	104
Have a smartphone	68	48.9%	83
Have a smartphone: Android phone (any brand)	33	23.7%	88
Have a smartphone: Apple iPhone	26	18.7%	72
Number of cell phones in household: 1	26	32.1%	100
Number of cell phones in household: 2	30	37.0%	99
Number of cell phones in household: 3+	19	23.5%	92
HH has cell phone only (no landline telephone)	35	43.2%	103
Computers (Households)			
HH owns a computer	57	70.4%	92
HH owns desktop computer	33	40.7%	90
HH owns laptop/notebook	38	46.9%	86
HH owns any Apple/Mac brand computer	6	7.4%	49
HH owns any PC/non-Apple brand computer	54	66.7%	98
HH purchased most recent computer in a store	31	38.3%	102
HH purchased most recent computer online	8	9.9%	76
Spent <\$500 on most recent home computer	13	16.0%	111
Spent \$500-\$999 on most recent home computer	13	16.0%	84
Spent \$1,000-\$1,499 on most recent home computer	6	7.4%	78
Spent \$1,500-\$1,999 on most recent home computer	2	2.5%	54
Spent \$2,000+ on most recent home computer	2	2.5%	63

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
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	72	51.8%	102
Bought brewed coffee at convenience store in last 30 days	23	16.5%	105
Bought cigarettes at convenience store in last 30 days	28	20.1%	161
Bought gas at convenience store in last 30 days	63	45.3%	137
Spent at convenience store in last 30 days: <\$20	7	5.0%	62
Spent at convenience store in last 30 days: \$20-\$39	10	7.2%	80
Spent at convenience store in last 30 days: \$40-\$50	13	9.4%	123
Spent at convenience store in last 30 days: \$51-\$99	7	5.0%	114
Spent at convenience store in last 30 days: \$100+	44	31.7%	138
Entertainment (Adults)			
Attended a movie in last 6 months	70	50.4%	85
Went to live theater in last 12 months	11	7.9%	61
Went to a bar/night club in last 12 months	17	12.2%	73
Dined out in last 12 months	56	40.3%	90
Gambled at a casino in last 12 months	13	9.4%	68
Visited a theme park in last 12 months	19	13.7%	78
Viewed movie (video-on-demand) in last 30 days	15	10.8%	64
Viewed TV show (video-on-demand) in last 30 days	8	5.8%	45
Watched any pay-per-view TV in last 12 months	19	13.7%	104
Downloaded a movie over the Internet in last 30 days	4	2.9%	40
Downloaded any individual song in last 6 months	24	17.3%	85
Watched a movie online in the last 30 days	10	7.2%	45
Watched a TV program online in last 30 days	10	7.2%	48
Played a video/electronic game (console) in last 12 months	13	9.4%	90
Played a video/electronic game (portable) in last 12 months	7	5.0%	111
Financial (Adults)			
Have home mortgage (1st)	47	33.8%	109
Used ATM/cash machine in last 12 months	62	44.6%	91
Own any stock	8	5.8%	75
Own U.S. savings bond	4	2.9%	54
Own shares in mutual fund (stock)	6	4.3%	59
Own shares in mutual fund (bonds)	4	2.9%	59
Have interest checking account	38	27.3%	97
Have non-interest checking account	44	31.7%	112
Have savings account	65	46.8%	87
Have 401K retirement savings plan	16	11.5%	79
Own/used any credit/debit card in last 12 months	105	75.5%	101
Avg monthly credit card expenditures: <\$111	19	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	10	7.2%	104
Avg monthly credit card expenditures: \$226-\$450	7	5.0%	80
Avg monthly credit card expenditures: \$451-\$700	7	5.0%	94
Avg monthly credit card expenditures: \$701-\$1,000	3	2.2%	50
Avg monthly credit card expenditures: \$1,001+	4	2.9%	32
Did banking online in last 12 months	44	31.7%	89
Did banking on mobile device in last 12 months	16	11.5%	82
Paid bills online in last 12 months	52	37.4%	87

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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
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	62	76.5%	110
Used bread in last 6 months	78	96.3%	103
Used chicken (fresh or frozen) in last 6 months	58	71.6%	104
Used turkey (fresh or frozen) in last 6 months	12	14.8%	93
Used fish/seafood (fresh or frozen) in last 6 months	43	53.1%	97
Used fresh fruit/vegetables in last 6 months	71	87.7%	102
Used fresh milk in last 6 months	74	91.4%	104
Used organic food in last 6 months	10	12.3%	63
Health (Adults)			
Exercise at home 2+ times per week	38	27.3%	96
Exercise at club 2+ times per week	8	5.8%	44
Visited a doctor in last 12 months	110	79.1%	104
Used vitamin/dietary supplement in last 6 months	72	51.8%	98
Home (Households)			
Any home improvement in last 12 months	23	28.4%	106
Used housekeeper/maid/professional HH cleaning service in last 12	6	7.4%	56
Purchased low ticket HH furnishings in last 12 months	12	14.8%	92
Purchased big ticket HH furnishings in last 12 months	16	19.8%	95
Bought any small kitchen appliance in last 12 months	17	21.0%	95
Bought any large kitchen appliance in last 12 months	11	13.6%	107
Insurance (Adults/Households)			
Currently carry life insurance	65	46.8%	110
Carry medical/hospital/accident insurance	90	64.7%	99
Carry homeowner insurance	75	54.0%	115
Carry renter's insurance	6	4.3%	53
Have auto insurance: 1 vehicle in household covered	24	29.6%	96
Have auto insurance: 2 vehicles in household covered	24	29.6%	104
Have auto insurance: 3+ vehicles in household covered	21	25.9%	119
Pets (Households)			
Household owns any pet	56	69.1%	129
Household owns any cat	27	33.3%	149
Household owns any dog	48	59.3%	145
Psychographics (Adults)			
Buying American is important to me	76	54.7%	129
Usually buy items on credit rather than wait	15	10.8%	92
Usually buy based on quality - not price	27	19.4%	108
Price is usually more important than brand name	44	31.7%	121
Usually use coupons for brands I buy often	30	21.6%	114
Am interested in how to help the environment	16	11.5%	71
Usually pay more for environ safe product	15	10.8%	85
Usually value green products over convenience	14	10.1%	96
Likely to buy a brand that supports a charity	48	34.5%	99
Reading (Adults)			
Bought digital book in last 12 months	15	10.8%	82
Bought hardcover book in last 12 months	25	18.0%	86
Bought paperback book in last 12 month	42	30.2%	96
Read any daily newspaper (paper version)	30	21.6%	82
Read any digital newspaper in last 30 days	40	28.8%	86
Read any magazine (paper/electronic version) in last 6 months	122	87.8%	97

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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	109	78.4%	105
Went to family restaurant/steak house: 4+ times a month	42	30.2%	110
Went to fast food/drive-in restaurant in last 6 months	131	94.2%	105
Went to fast food/drive-in restaurant 9+ times/mo	65	46.8%	118
Fast food/drive-in last 6 months: eat in	57	41.0%	113
Fast food/drive-in last 6 months: home delivery	7	5.0%	66
Fast food/drive-in last 6 months: take-out/drive-thru	76	54.7%	118
Fast food/drive-in last 6 months: take-out/walk-in	26	18.7%	96
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	31	22.3%	70
Own e-reader/tablet: iPad	10	7.2%	47
Own any portable MP3 player	36	25.9%	84
HH owns 1 TV	14	17.3%	84
HH owns 2 TVs	20	24.7%	95
HH owns 3 TVs	20	24.7%	115
HH owns 4+ TVs	18	22.2%	118
HH subscribes to cable TV	23	28.4%	57
HH subscribes to fiber optic	1	1.2%	16
HH has satellite dish	42	51.9%	204
HH owns DVD/Blu-ray player	51	63.0%	104
HH owns camcorder	12	14.8%	106
HH owns portable GPS navigation device	21	25.9%	94
HH purchased video game system in last 12 mos	5	6.2%	78
HH owns Internet video device for TV	3	3.7%	53
Travel (Adults)			
Domestic travel in last 12 months	65	46.8%	93
Took 3+ domestic non-business trips in last 12 months	10	7.2%	65
Spent on domestic vacations in last 12 months: <\$1,000	15	10.8%	101
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	6	4.3%	74
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4	2.9%	81
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4	2.9%	74
Spent on domestic vacations in last 12 months: \$3,000+	5	3.6%	65
Domestic travel in the 12 months: used general travel website	8	5.8%	85
Foreign travel in last 3 years	17	12.2%	51
Took 3+ foreign trips by plane in last 3 years	2	1.4%	32
Spent on foreign vacations in last 12 months: <\$1,000	3	2.2%	52
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2	1.4%	44
Spent on foreign vacations in last 12 months: \$3,000+	2	1.4%	29
Foreign travel in last 3 years: used general travel website	4	2.9%	52
Nights spent in hotel/motel in last 12 months: any	50	36.0%	89
Took cruise of more than one day in last 3 years	8	5.8%	69
Member of any frequent flyer program	8	5.8%	35
Member of any hotel rewards program	13	9.4%	66

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