

Site Map

Neville Village, OH
Neville Village, OH (3953956)
Geography: Place

Prepared by Esri



Population Summary	
2000 Total Population	97
2010 Total Population	100
2016 Total Population	107
2016 Group Quarters	0
2021 Total Population	113
2016-2021 Annual Rate	1.10%
Household Summary	
2000 Households	36
2000 Average Household Size	2.69
2010 Households	39
2010 Average Household Size	2.56
2016 Households	42
2016 Average Household Size	2.55
2021 Households	45
2021 Average Household Size	2.51
2016-2021 Annual Rate	1.39%
2010 Families	29
2010 Average Family Size	2.90
2016 Families	31
2016 Average Family Size	2.90
2021 Families	32
2021 Average Family Size	2.94
2016-2021 Annual Rate	0.64%
Housing Unit Summary	
2000 Housing Units	42
Owner Occupied Housing Units	64.3%
Renter Occupied Housing Units	21.4%
Vacant Housing Units	14.3%
2010 Housing Units	47
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	17.0%
2016 Housing Units	50
Owner Occupied Housing Units	68.0%
Renter Occupied Housing Units	16.0%
Vacant Housing Units	16.0%
2021 Housing Units	53
Owner Occupied Housing Units	67.9%
Renter Occupied Housing Units	17.0%
Vacant Housing Units	15.1%
Median Household Income	
2016	\$55,793
2021	\$61,399
Median Home Value	
2016	\$159,375
2021	\$195,455
Per Capita Income	
2016	\$28,287
2021	\$31,637
Median Age	
2010	44.0
2016	41.9
2021	42.9

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	41
<\$15,000	9.8%
\$15,000 - \$24,999	4.9%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	31.7%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	4.9%
\$200,000+	4.9%
Average Household Income	\$78,683

2021 Households by Income

Household Income Base	45
<\$15,000	8.9%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	13.3%
\$35,000 - \$49,999	6.7%
\$50,000 - \$74,999	28.9%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	6.7%
\$200,000+	6.7%
Average Household Income	\$84,675

2016 Owner Occupied Housing Units by Value

Total	33
<\$50,000	3.0%
\$50,000 - \$99,999	30.3%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	24.2%
\$200,000 - \$249,999	15.2%
\$250,000 - \$299,999	6.1%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	9.1%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$172,727

2021 Owner Occupied Housing Units by Value

Total	36
<\$50,000	2.8%
\$50,000 - \$99,999	13.9%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	30.6%
\$200,000 - \$249,999	22.2%
\$250,000 - \$299,999	11.1%
\$300,000 - \$399,999	0.0%
\$400,000 - \$499,999	13.9%
\$500,000 - \$749,999	0.0%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$214,583

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	100
0 - 4	0.0%
5 - 9	3.0%
10 - 14	10.0%
15 - 24	15.0%
25 - 34	2.0%
35 - 44	22.0%
45 - 54	19.0%
55 - 64	18.0%
65 - 74	6.0%
75 - 84	5.0%
85 +	0.0%
18 +	80.0%
2016 Population by Age	
Total	106
0 - 4	5.7%
5 - 9	6.6%
10 - 14	5.7%
15 - 24	11.3%
25 - 34	12.3%
35 - 44	13.2%
45 - 54	17.0%
55 - 64	15.1%
65 - 74	8.5%
75 - 84	3.8%
85 +	0.9%
18 +	80.2%
2021 Population by Age	
Total	112
0 - 4	5.4%
5 - 9	6.3%
10 - 14	6.3%
15 - 24	10.7%
25 - 34	12.5%
35 - 44	11.6%
45 - 54	15.2%
55 - 64	15.2%
65 - 74	10.7%
75 - 84	4.5%
85 +	1.8%
18 +	80.4%
2010 Population by Sex	
Males	50
Females	50
2016 Population by Sex	
Males	51
Females	55
2021 Population by Sex	
Males	52
Females	60

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	100
White Alone	99.0%
Black Alone	0.0%
American Indian Alone	0.0%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	0.0%
Hispanic Origin	0.0%
Diversity Index	2.0

2016 Population by Race/Ethnicity

Total	108
White Alone	97.2%
Black Alone	0.9%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	0.9%
Hispanic Origin	0.9%
Diversity Index	5.5

2021 Population by Race/Ethnicity

Total	113
White Alone	97.3%
Black Alone	0.9%
American Indian Alone	0.0%
Asian Alone	0.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	0.9%
Hispanic Origin	1.8%
Diversity Index	8.5

2010 Population by Relationship and Household Type

Total	100
In Households	100.0%
In Family Households	85.0%
Householder	29.0%
Spouse	23.0%
Child	23.0%
Other relative	9.0%
Nonrelative	1.0%
In Nonfamily Households	15.0%
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	73
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	4.1%
High School Graduate	32.9%
GED/Alternative Credential	8.2%
Some College, No Degree	31.5%
Associate Degree	4.1%
Bachelor's Degree	15.1%
Graduate/Professional Degree	2.7%
2016 Population 15+ by Marital Status	
Total	87
Never Married	29.9%
Married	52.9%
Widowed	2.3%
Divorced	14.9%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	88.5%
Civilian Unemployed	11.5%
2016 Employed Population 16+ by Industry	
Total	46
Agriculture/Mining	0.0%
Construction	20.5%
Manufacturing	11.4%
Wholesale Trade	0.0%
Retail Trade	2.3%
Transportation/Utilities	6.8%
Information	4.5%
Finance/Insurance/Real Estate	15.9%
Services	38.6%
Public Administration	0.0%
2016 Employed Population 16+ by Occupation	
Total	43
White Collar	51.2%
Management/Business/Financial	14.0%
Professional	30.2%
Sales	0.0%
Administrative Support	7.0%
Services	2.3%
Blue Collar	46.5%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	14.0%
Installation/Maintenance/Repair	18.6%
Production	9.3%
Transportation/Material Moving	4.7%
2010 Population By Urban/ Rural Status	
Total Population	100
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	39
Households with 1 Person	15.4%
Households with 2+ People	84.6%
Family Households	74.4%
Husband-wife Families	59.0%
With Related Children	17.9%
Other Family (No Spouse Present)	15.4%
Other Family with Male Householder	7.7%
With Related Children	2.6%
Other Family with Female Householder	7.7%
With Related Children	5.1%
Nonfamily Households	10.3%
All Households with Children	28.2%
Multigenerational Households	5.1%
Unmarried Partner Households	7.7%
Male-female	7.7%
Same-sex	0.0%
2010 Households by Size	
Total	39
1 Person Household	15.4%
2 Person Household	48.7%
3 Person Household	12.8%
4 Person Household	15.4%
5 Person Household	5.1%
6 Person Household	0.0%
7 + Person Household	2.6%
2010 Households by Tenure and Mortgage Status	
Total	39
Owner Occupied	76.9%
Owned with a Mortgage/Loan	30.8%
Owned Free and Clear	46.2%
Renter Occupied	23.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	47
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 \$	\$87,197
Average Spent	\$2,076.12
Spending Potential Index	103
Education: Total \$	\$48,324
Average Spent	\$1,150.57
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$129,914
Average Spent	\$3,093.19
Spending Potential Index	106
Food at Home: Total \$	\$227,448
Average Spent	\$5,415.43
Spending Potential Index	109
Food Away from Home: Total \$	\$138,351
Average Spent	\$3,294.07
Spending Potential Index	107
Health Care: Total \$	\$248,493
Average Spent	\$5,916.50
Spending Potential Index	112
HH Furnishings & Equipment: Total \$	\$76,239
Average Spent	\$1,815.21
Spending Potential Index	103
Personal Care Products & Services: Total \$	\$31,361
Average Spent	\$746.69
Spending Potential Index	102
Shelter: Total \$	\$615,319
Average Spent	\$14,650.45
Spending Potential Index	94
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$103,575
Average Spent	\$2,466.07
Spending Potential Index	106
Travel: Total \$	\$71,223
Average Spent	\$1,695.79
Spending Potential Index	91
Vehicle Maintenance & Repairs: Total \$	\$46,530
Average Spent	\$1,107.86
Spending Potential Index	107

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.

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 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

July 27, 2016



Business Summary

Neville Village, OH
Geography: Place

Prepared by Esri

Data for all businesses in area

Total Businesses:	4
Total Employees:	6
Total Residential Population:	107
Employee/Residential Population Ratio:	0.06:1

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	0	0.0%	0	0.0%
Transportation	1	25.0%	2	33.3%
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	0	0.0%	0	0.0%
Home Improvement	0	0.0%	0	0.0%
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	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	0	0.0%	0	0.0%
Banks, Savings & Lending Institutions	0	0.0%	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	2	50.0%	4	66.7%
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	2	50.0%	4	66.7%
Government	0	0.0%	0	0.0%
Unclassified Establishments	1	25.0%	0	0.0%
Totals	4	100.0%	6	100.0%

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

July 27, 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	0	0.0%	0	0.0%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	0	0.0%	0	0.0%
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	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	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	25.0%	2	33.3%
Information	0	0.0%	0	0.0%
Finance & Insurance	0	0.0%	0	0.0%
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 &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	1	25.0%	2	33.3%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	1	25.0%	2	33.3%
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	0	0.0%	0	0.0%
Unclassified Establishments	1	25.0%	0	0.0%
Total	4	100.0%	6	100.0%

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

Summary Demographics

2016 Population	107
2016 Households	42
2016 Median Disposable Income	\$45,603
2016 Per Capita Income	\$28,287

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	\$1,839,918	\$0	\$1,839,918	100.0	0
Total Retail Trade	44-45	\$1,683,937	\$0	\$1,683,937	100.0	0
Total Food & Drink	722	\$155,981	\$0	\$155,981	100.0	0

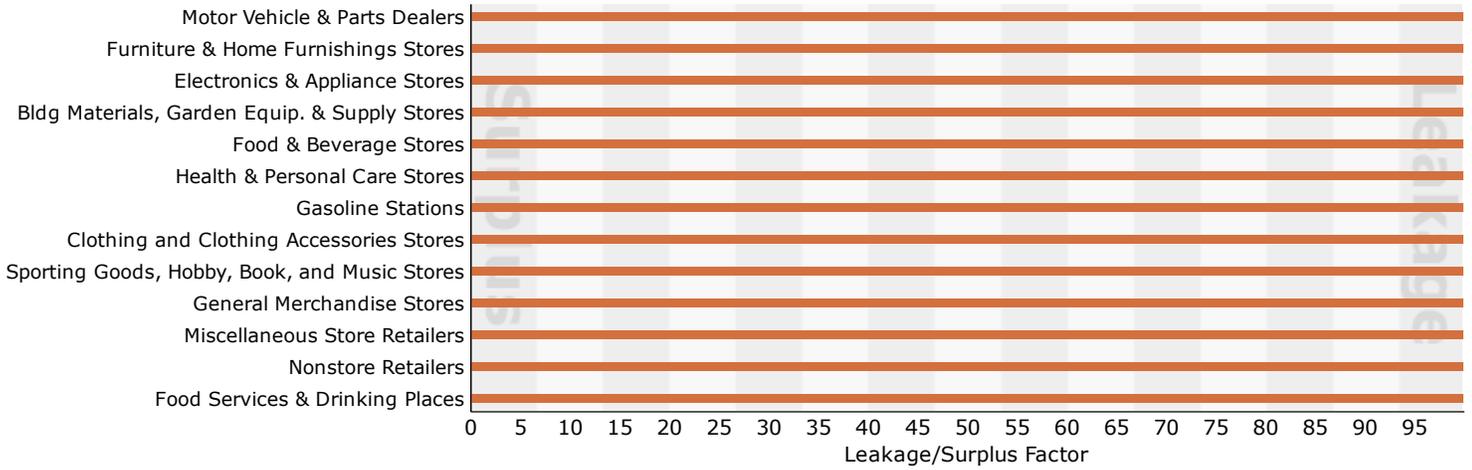
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$394,835	\$0	\$394,835	100.0	0
Automobile Dealers	4411	\$326,297	\$0	\$326,297	100.0	0
Other Motor Vehicle Dealers	4412	\$42,776	\$0	\$42,776	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$25,762	\$0	\$25,762	100.0	0
Furniture & Home Furnishings Stores	442	\$43,735	\$0	\$43,735	100.0	0
Furniture Stores	4421	\$28,517	\$0	\$28,517	100.0	0
Home Furnishings Stores	4422	\$15,218	\$0	\$15,218	100.0	0
Electronics & Appliance Stores	443	\$84,648	\$0	\$84,648	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$76,454	\$0	\$76,454	100.0	0
Bldg Material & Supplies Dealers	4441	\$64,201	\$0	\$64,201	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$12,253	\$0	\$12,253	100.0	0
Food & Beverage Stores	445	\$301,380	\$0	\$301,380	100.0	0
Grocery Stores	4451	\$278,292	\$0	\$278,292	100.0	0
Specialty Food Stores	4452	\$14,421	\$0	\$14,421	100.0	0
Beer, Wine & Liquor Stores	4453	\$8,667	\$0	\$8,667	100.0	0
Health & Personal Care Stores	446,4461	\$130,350	\$0	\$130,350	100.0	0
Gasoline Stations	447,4471	\$128,512	\$0	\$128,512	100.0	0
Clothing & Clothing Accessories Stores	448	\$68,321	\$0	\$68,321	100.0	0
Clothing Stores	4481	\$43,873	\$0	\$43,873	100.0	0
Shoe Stores	4482	\$8,862	\$0	\$8,862	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$15,586	\$0	\$15,586	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$52,483	\$0	\$52,483	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$43,540	\$0	\$43,540	100.0	0
Book, Periodical & Music Stores	4512	\$8,943	\$0	\$8,943	100.0	0
General Merchandise Stores	452	\$296,751	\$0	\$296,751	100.0	0
Department Stores Excluding Leased Depts.	4521	\$232,315	\$0	\$232,315	100.0	0
Other General Merchandise Stores	4529	\$64,436	\$0	\$64,436	100.0	0
Miscellaneous Store Retailers	453	\$81,257	\$0	\$81,257	100.0	0
Florists	4531	\$3,134	\$0	\$3,134	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$17,728	\$0	\$17,728	100.0	0
Used Merchandise Stores	4533	\$10,095	\$0	\$10,095	100.0	0
Other Miscellaneous Store Retailers	4539	\$50,300	\$0	\$50,300	100.0	0
Nonstore Retailers	454	\$25,211	\$0	\$25,211	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$14,168	\$0	\$14,168	100.0	0
Vending Machine Operators	4542	\$2,637	\$0	\$2,637	100.0	0
Direct Selling Establishments	4543	\$8,406	\$0	\$8,406	100.0	0
Food Services & Drinking Places	722	\$155,981	\$0	\$155,981	100.0	0
Full-Service Restaurants	7221	\$76,532	\$0	\$76,532	100.0	0
Limited-Service Eating Places	7222	\$71,364	\$0	\$71,364	100.0	0
Special Food Services	7223	\$3,913	\$0	\$3,913	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$4,172	\$0	\$4,172	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.

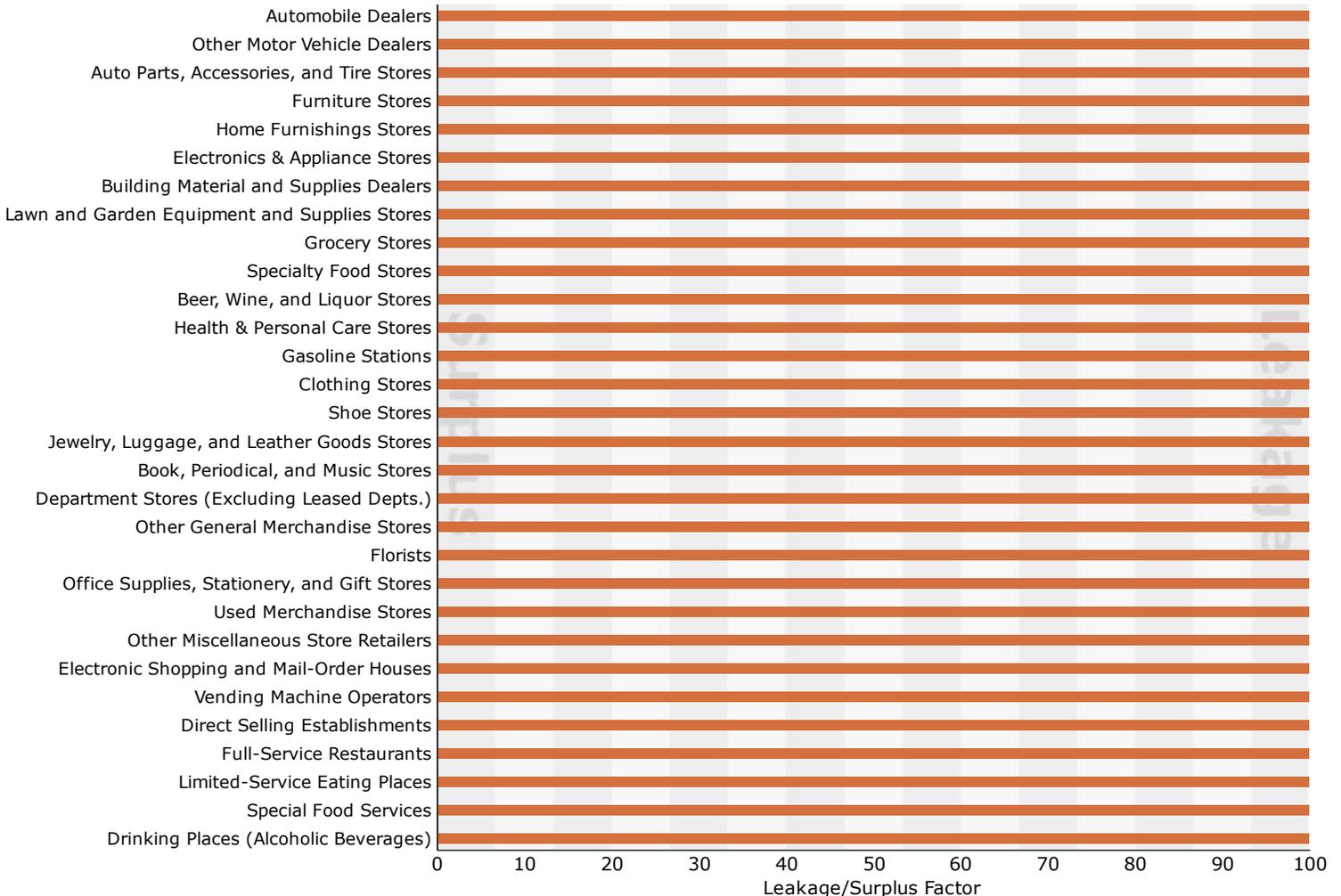
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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



Demographic Summary	2016	2021
Population	107	113
Population 18+	85	90
Households	42	45
Median Household Income	\$55,793	\$61,399

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	41	48.2%	102
Bought any women's clothing in last 12 months	42	49.4%	113
Bought clothing for child <13 years in last 6 months	24	28.2%	102
Bought any shoes in last 12 months	46	54.1%	100
Bought costume jewelry in last 12 months	19	22.4%	114
Bought any fine jewelry in last 12 months	17	20.0%	109
Bought a watch in last 12 months	9	10.6%	96
Automobiles (Households)			
HH owns/leases any vehicle	38	90.5%	106
HH bought/leased new vehicle last 12 mo	3	7.1%	76
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	79	92.9%	109
Bought/changed motor oil in last 12 months	54	63.5%	129
Had tune-up in last 12 months	26	30.6%	101
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	55	64.7%	99
Drank regular cola in last 6 months	43	50.6%	113
Drank beer/ale in last 6 months	31	36.5%	86
Cameras (Adults)			
Own digital point & shoot camera	25	29.4%	101
Own digital single-lens reflex (SLR) camera	4	4.7%	55
Bought any camera in last 12 months	5	5.9%	103
Printed digital photos in last 12 months	4	4.7%	161
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	32	37.6%	104
Have a smartphone	42	49.4%	84
Have a smartphone: Android phone (any brand)	20	23.5%	87
Have a smartphone: Apple iPhone	16	18.8%	73
Number of cell phones in household: 1	14	33.3%	104
Number of cell phones in household: 2	16	38.1%	102
Number of cell phones in household: 3+	10	23.8%	94
HH has cell phone only (no landline telephone)	18	42.9%	102
Computers (Households)			
HH owns a computer	30	71.4%	93
HH owns desktop computer	17	40.5%	89
HH owns laptop/notebook	20	47.6%	88
HH owns any Apple/Mac brand computer	3	7.1%	48
HH owns any PC/non-Apple brand computer	28	66.7%	98
HH purchased most recent computer in a store	16	38.1%	101
HH purchased most recent computer online	4	9.5%	73
Spent <\$500 on most recent home computer	7	16.7%	115
Spent \$500-\$999 on most recent home computer	7	16.7%	87
Spent \$1,000-\$1,499 on most recent home computer	3	7.1%	75
Spent \$1,500-\$1,999 on most recent home computer	1	2.4%	52
Spent \$2,000+ on most recent home computer	1	2.4%	61

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	44	51.8%	102
Bought brewed coffee at convenience store in last 30 days	14	16.5%	105
Bought cigarettes at convenience store in last 30 days	17	20.0%	160
Bought gas at convenience store in last 30 days	38	44.7%	135
Spent at convenience store in last 30 days: <\$20	4	4.7%	58
Spent at convenience store in last 30 days: \$20-\$39	6	7.1%	78
Spent at convenience store in last 30 days: \$40-\$50	8	9.4%	123
Spent at convenience store in last 30 days: \$51-\$99	4	4.7%	106
Spent at convenience store in last 30 days: \$100+	27	31.8%	139
Entertainment (Adults)			
Attended a movie in last 6 months	43	50.6%	85
Went to live theater in last 12 months	7	8.2%	63
Went to a bar/night club in last 12 months	10	11.8%	70
Dined out in last 12 months	34	40.0%	89
Gambled at a casino in last 12 months	8	9.4%	69
Visited a theme park in last 12 months	11	12.9%	73
Viewed movie (video-on-demand) in last 30 days	9	10.6%	62
Viewed TV show (video-on-demand) in last 30 days	5	5.9%	46
Watched any pay-per-view TV in last 12 months	11	12.9%	98
Downloaded a movie over the Internet in last 30 days	3	3.5%	49
Downloaded any individual song in last 6 months	15	17.6%	87
Watched a movie online in the last 30 days	6	7.1%	44
Watched a TV program online in last 30 days	6	7.1%	47
Played a video/electronic game (console) in last 12 months	8	9.4%	90
Played a video/electronic game (portable) in last 12 months	4	4.7%	103
Financial (Adults)			
Have home mortgage (1st)	28	32.9%	106
Used ATM/cash machine in last 12 months	38	44.7%	91
Own any stock	5	5.9%	77
Own U.S. savings bond	2	2.4%	44
Own shares in mutual fund (stock)	4	4.7%	65
Own shares in mutual fund (bonds)	2	2.4%	48
Have interest checking account	24	28.2%	100
Have non-interest checking account	27	31.8%	112
Have savings account	40	47.1%	87
Have 401K retirement savings plan	10	11.8%	81
Own/used any credit/debit card in last 12 months	64	75.3%	101
Avg monthly credit card expenditures: <\$111	12	14.1%	122
Avg monthly credit card expenditures: \$111-\$225	6	7.1%	103
Avg monthly credit card expenditures: \$226-\$450	4	4.7%	74
Avg monthly credit card expenditures: \$451-\$700	4	4.7%	88
Avg monthly credit card expenditures: \$701-\$1,000	2	2.4%	55
Avg monthly credit card expenditures: \$1,001+	2	2.4%	26
Did banking online in last 12 months	27	31.8%	89
Did banking on mobile device in last 12 months	10	11.8%	84
Paid bills online in last 12 months	32	37.6%	87

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Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	32	76.2%	110
Used bread in last 6 months	41	97.6%	104
Used chicken (fresh or frozen) in last 6 months	30	71.4%	104
Used turkey (fresh or frozen) in last 6 months	6	14.3%	90
Used fish/seafood (fresh or frozen) in last 6 months	22	52.4%	96
Used fresh fruit/vegetables in last 6 months	37	88.1%	103
Used fresh milk in last 6 months	38	90.5%	103
Used organic food in last 6 months	5	11.9%	60
Health (Adults)			
Exercise at home 2+ times per week	23	27.1%	95
Exercise at club 2+ times per week	5	5.9%	45
Visited a doctor in last 12 months	68	80.0%	106
Used vitamin/dietary supplement in last 6 months	44	51.8%	98
Home (Households)			
Any home improvement in last 12 months	12	28.6%	107
Used housekeeper/maid/professional HH cleaning service in last 12	3	7.1%	54
Purchased low ticket HH furnishings in last 12 months	6	14.3%	89
Purchased big ticket HH furnishings in last 12 months	8	19.0%	91
Bought any small kitchen appliance in last 12 months	9	21.4%	97
Bought any large kitchen appliance in last 12 months	6	14.3%	112
Insurance (Adults/Households)			
Currently carry life insurance	39	45.9%	107
Carry medical/hospital/accident insurance	55	64.7%	99
Carry homeowner insurance	46	54.1%	115
Carry renter's insurance	4	4.7%	58
Have auto insurance: 1 vehicle in household covered	12	28.6%	93
Have auto insurance: 2 vehicles in household covered	12	28.6%	100
Have auto insurance: 3+ vehicles in household covered	11	26.2%	120
Pets (Households)			
Household owns any pet	29	69.0%	128
Household owns any cat	14	33.3%	149
Household owns any dog	25	59.5%	146
Psychographics (Adults)			
Buying American is important to me	46	54.1%	128
Usually buy items on credit rather than wait	9	10.6%	90
Usually buy based on quality - not price	16	18.8%	105
Price is usually more important than brand name	27	31.8%	121
Usually use coupons for brands I buy often	18	21.2%	112
Am interested in how to help the environment	10	11.8%	72
Usually pay more for environ safe product	9	10.6%	83
Usually value green products over convenience	8	9.4%	90
Likely to buy a brand that supports a charity	29	34.1%	98
Reading (Adults)			
Bought digital book in last 12 months	9	10.6%	80
Bought hardcover book in last 12 months	15	17.6%	84
Bought paperback book in last 12 month	26	30.6%	97
Read any daily newspaper (paper version)	18	21.2%	81
Read any digital newspaper in last 30 days	24	28.2%	85
Read any magazine (paper/electronic version) in last 6 months	75	88.2%	97

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Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	67	78.8%	106
Went to family restaurant/steak house: 4+ times a month	26	30.6%	111
Went to fast food/drive-in restaurant in last 6 months	80	94.1%	105
Went to fast food/drive-in restaurant 9+ times/mo	40	47.1%	119
Fast food/drive-in last 6 months: eat in	35	41.2%	113
Fast food/drive-in last 6 months: home delivery	4	4.7%	61
Fast food/drive-in last 6 months: take-out/drive-thru	46	54.1%	117
Fast food/drive-in last 6 months: take-out/walk-in	16	18.8%	97
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	19	22.4%	70
Own e-reader/tablet: iPad	6	7.1%	46
Own any portable MP3 player	22	25.9%	84
HH owns 1 TV	7	16.7%	81
HH owns 2 TVs	10	23.8%	92
HH owns 3 TVs	10	23.8%	111
HH owns 4+ TVs	10	23.8%	126
HH subscribes to cable TV	12	28.6%	58
HH subscribes to fiber optic	0	0.0%	0
HH has satellite dish	22	52.4%	206
HH owns DVD/Blu-ray player	27	64.3%	106
HH owns camcorder	6	14.3%	102
HH owns portable GPS navigation device	11	26.2%	95
HH purchased video game system in last 12 mos	2	4.8%	60
HH owns Internet video device for TV	1	2.4%	34
Travel (Adults)			
Domestic travel in last 12 months	40	47.1%	94
Took 3+ domestic non-business trips in last 12 months	6	7.1%	64
Spent on domestic vacations in last 12 months: <\$1,000	9	10.6%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	4	4.7%	81
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2	2.4%	66
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2	2.4%	60
Spent on domestic vacations in last 12 months: \$3,000+	3	3.5%	64
Domestic travel in the 12 months: used general travel website	5	5.9%	87
Foreign travel in last 3 years	10	11.8%	49
Took 3+ foreign trips by plane in last 3 years	1	1.2%	26
Spent on foreign vacations in last 12 months: <\$1,000	2	2.4%	56
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	2	2.4%	72
Spent on foreign vacations in last 12 months: \$3,000+	2	2.4%	47
Foreign travel in last 3 years: used general travel website	3	3.5%	63
Nights spent in hotel/motel in last 12 months: any	31	36.5%	90
Took cruise of more than one day in last 3 years	5	5.9%	70
Member of any frequent flyer program	5	5.9%	36
Member of any hotel rewards program	8	9.4%	67

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