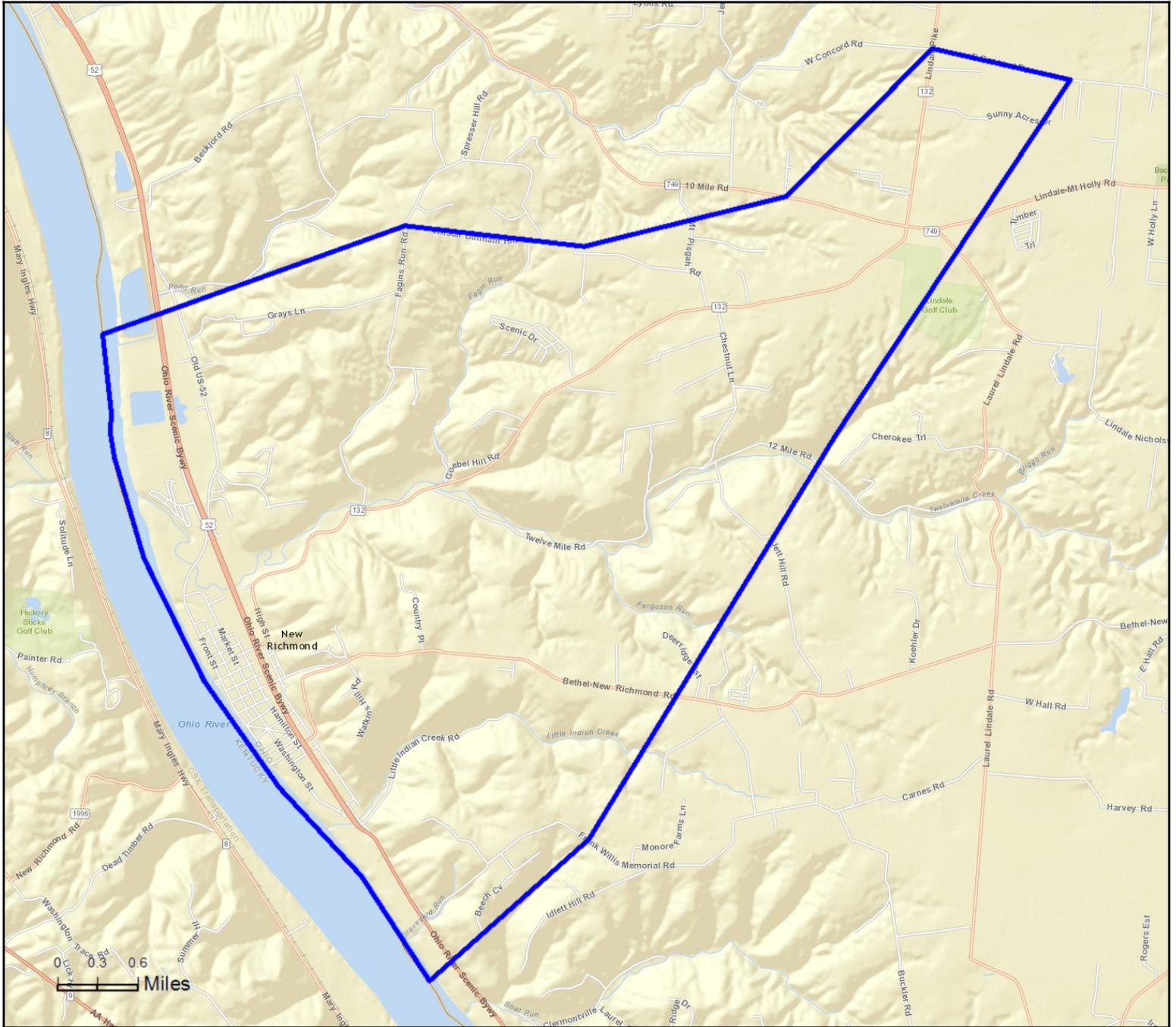


Site Map

Ohio Township
 Ohio township (3902557960)
 Geography: County Subdivision

Prepared by Esri



Population Summary	
2000 Total Population	5,245
2010 Total Population	5,192
2016 Total Population	5,528
2016 Group Quarters	9
2021 Total Population	5,809
2016-2021 Annual Rate	1.00%
Household Summary	
2000 Households	1,825
2000 Average Household Size	2.86
2010 Households	1,935
2010 Average Household Size	2.68
2016 Households	2,076
2016 Average Household Size	2.66
2021 Households	2,188
2021 Average Household Size	2.65
2016-2021 Annual Rate	1.06%
2010 Families	1,368
2010 Average Family Size	3.14
2016 Families	1,449
2016 Average Family Size	3.13
2021 Families	1,518
2021 Average Family Size	3.13
2016-2021 Annual Rate	0.93%
Housing Unit Summary	
2000 Housing Units	1,996
Owner Occupied Housing Units	70.4%
Renter Occupied Housing Units	21.0%
Vacant Housing Units	8.6%
2010 Housing Units	2,165
Owner Occupied Housing Units	65.3%
Renter Occupied Housing Units	24.1%
Vacant Housing Units	10.6%
2016 Housing Units	2,326
Owner Occupied Housing Units	62.5%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	10.7%
2021 Housing Units	2,462
Owner Occupied Housing Units	62.7%
Renter Occupied Housing Units	26.2%
Vacant Housing Units	11.1%
Median Household Income	
2016	\$49,348
2021	\$55,173
Median Home Value	
2016	\$151,230
2021	\$179,683
Per Capita Income	
2016	\$23,382
2021	\$26,171
Median Age	
2010	38.0
2016	39.5
2021	40.4

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	2,076
<\$15,000	16.5%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	10.6%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	4.3%
\$200,000+	2.0%
Average Household Income	\$62,169

2021 Households by Income

Household Income Base	2,188
<\$15,000	16.5%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	5.8%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	5.4%
\$200,000+	2.4%
Average Household Income	\$69,395

2016 Owner Occupied Housing Units by Value

Total	1,453
<\$50,000	24.6%
\$50,000 - \$99,999	12.3%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	21.0%
\$200,000 - \$249,999	10.5%
\$250,000 - \$299,999	5.7%
\$300,000 - \$399,999	10.0%
\$400,000 - \$499,999	0.4%
\$500,000 - \$749,999	0.7%
\$750,000 - \$999,999	1.5%
\$1,000,000 +	0.7%
Average Home Value	\$170,200

2021 Owner Occupied Housing Units by Value

Total	1,543
<\$50,000	12.1%
\$50,000 - \$99,999	10.8%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	23.5%
\$200,000 - \$249,999	14.2%
\$250,000 - \$299,999	8.6%
\$300,000 - \$399,999	13.1%
\$400,000 - \$499,999	0.8%
\$500,000 - \$749,999	1.0%
\$750,000 - \$999,999	2.2%
\$1,000,000 +	0.6%
Average Home Value	\$206,610

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	5,192
0 - 4	6.4%
5 - 9	7.7%
10 - 14	8.0%
15 - 24	12.3%
25 - 34	11.5%
35 - 44	13.4%
45 - 54	16.3%
55 - 64	13.3%
65 - 74	6.5%
75 - 84	3.4%
85 +	1.2%
18 +	72.8%
2016 Population by Age	
Total	5,528
0 - 4	6.1%
5 - 9	6.3%
10 - 14	7.2%
15 - 24	13.1%
25 - 34	12.0%
35 - 44	12.2%
45 - 54	14.2%
55 - 64	14.2%
65 - 74	10.1%
75 - 84	3.3%
85 +	1.2%
18 +	76.0%
2021 Population by Age	
Total	5,809
0 - 4	5.9%
5 - 9	6.2%
10 - 14	6.7%
15 - 24	12.3%
25 - 34	12.0%
35 - 44	12.1%
45 - 54	12.7%
55 - 64	14.6%
65 - 74	11.5%
75 - 84	4.7%
85 +	1.3%
18 +	76.7%
2010 Population by Sex	
Males	2,619
Females	2,573
2016 Population by Sex	
Males	2,800
Females	2,728
2021 Population by Sex	
Males	2,959
Females	2,850

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	5,192
White Alone	96.4%
Black Alone	1.1%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	1.2%
Hispanic Origin	1.4%
Diversity Index	9.6

2016 Population by Race/Ethnicity

Total	5,528
White Alone	95.5%
Black Alone	1.4%
American Indian Alone	0.3%
Asian Alone	0.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	1.5%
Hispanic Origin	1.8%
Diversity Index	12.1

2021 Population by Race/Ethnicity

Total	5,809
White Alone	94.6%
Black Alone	1.7%
American Indian Alone	0.4%
Asian Alone	0.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	0.8%
Two or More Races	1.8%
Hispanic Origin	2.3%
Diversity Index	14.4

2010 Population by Relationship and Household Type

Total	5,192
In Households	99.8%
In Family Households	86.5%
Householder	26.3%
Spouse	19.4%
Child	34.0%
Other relative	3.0%
Nonrelative	3.7%
In Nonfamily Households	13.3%
In Group Quarters	0.2%
Institutionalized Population	0.2%
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	3,716
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	12.8%
High School Graduate	35.5%
GED/Alternative Credential	7.6%
Some College, No Degree	20.3%
Associate Degree	3.4%
Bachelor's Degree	9.4%
Graduate/Professional Degree	6.3%
2016 Population 15+ by Marital Status	
Total	4,441
Never Married	27.0%
Married	52.2%
Widowed	7.5%
Divorced	13.3%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.2%
Civilian Unemployed	4.8%
2016 Employed Population 16+ by Industry	
Total	2,272
Agriculture/Mining	0.4%
Construction	10.9%
Manufacturing	14.1%
Wholesale Trade	2.6%
Retail Trade	14.3%
Transportation/Utilities	2.6%
Information	1.5%
Finance/Insurance/Real Estate	4.6%
Services	44.8%
Public Administration	4.2%
2016 Employed Population 16+ by Occupation	
Total	2,272
White Collar	48.6%
Management/Business/Financial	15.5%
Professional	13.9%
Sales	6.7%
Administrative Support	12.5%
Services	16.3%
Blue Collar	35.1%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	8.8%
Installation/Maintenance/Repair	7.0%
Production	12.4%
Transportation/Material Moving	7.0%
2010 Population By Urban/ Rural Status	
Total Population	5,192
Population Inside Urbanized Area	27.4%
Population Inside Urbanized Cluster	45.1%
Rural Population	27.5%

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	1,935
Households with 1 Person	23.8%
Households with 2+ People	76.2%
Family Households	70.7%
Husband-wife Families	52.0%
With Related Children	22.7%
Other Family (No Spouse Present)	18.7%
Other Family with Male Householder	5.8%
With Related Children	3.4%
Other Family with Female Householder	12.9%
With Related Children	9.2%
Nonfamily Households	5.5%
All Households with Children	35.9%
Multigenerational Households	5.1%
Unmarried Partner Households	9.6%
Male-female	8.9%
Same-sex	0.7%
2010 Households by Size	
Total	1,935
1 Person Household	23.8%
2 Person Household	32.9%
3 Person Household	16.4%
4 Person Household	13.3%
5 Person Household	7.9%
6 Person Household	4.2%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	1,935
Owner Occupied	73.1%
Owned with a Mortgage/Loan	52.0%
Owned Free and Clear	21.1%
Renter Occupied	26.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,165
Housing Units Inside Urbanized Area	26.4%
Housing Units Inside Urbanized Cluster	46.3%
Rural Housing Units	27.3%

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

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

Top 3 Tapestry Segments

1.	Heartland Communities
2.	Southern Satellites (10A)
3.	Middleburg (4C)

2016 Consumer Spending

Apparel & Services: Total \$	\$3,309,728
Average Spent	\$1,594.28
Spending Potential Index	79
Education: Total \$	\$1,966,223
Average Spent	\$947.12
Spending Potential Index	67
Entertainment/Recreation: Total \$	\$5,079,985
Average Spent	\$2,447.01
Spending Potential Index	84
Food at Home: Total \$	\$8,899,133
Average Spent	\$4,286.67
Spending Potential Index	86
Food Away from Home: Total \$	\$5,263,687
Average Spent	\$2,535.49
Spending Potential Index	82
Health Care: Total \$	\$9,866,931
Average Spent	\$4,752.86
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$2,978,980
Average Spent	\$1,434.96
Spending Potential Index	81
Personal Care Products & Services: Total \$	\$1,221,961
Average Spent	\$588.61
Spending Potential Index	80
Shelter: Total \$	\$24,071,787
Average Spent	\$11,595.27
Spending Potential Index	74
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,116,401
Average Spent	\$1,982.85
Spending Potential Index	85
Travel: Total \$	\$2,888,853
Average Spent	\$1,391.55
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total \$	\$1,849,597
Average Spent	\$890.94
Spending Potential Index	86

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.

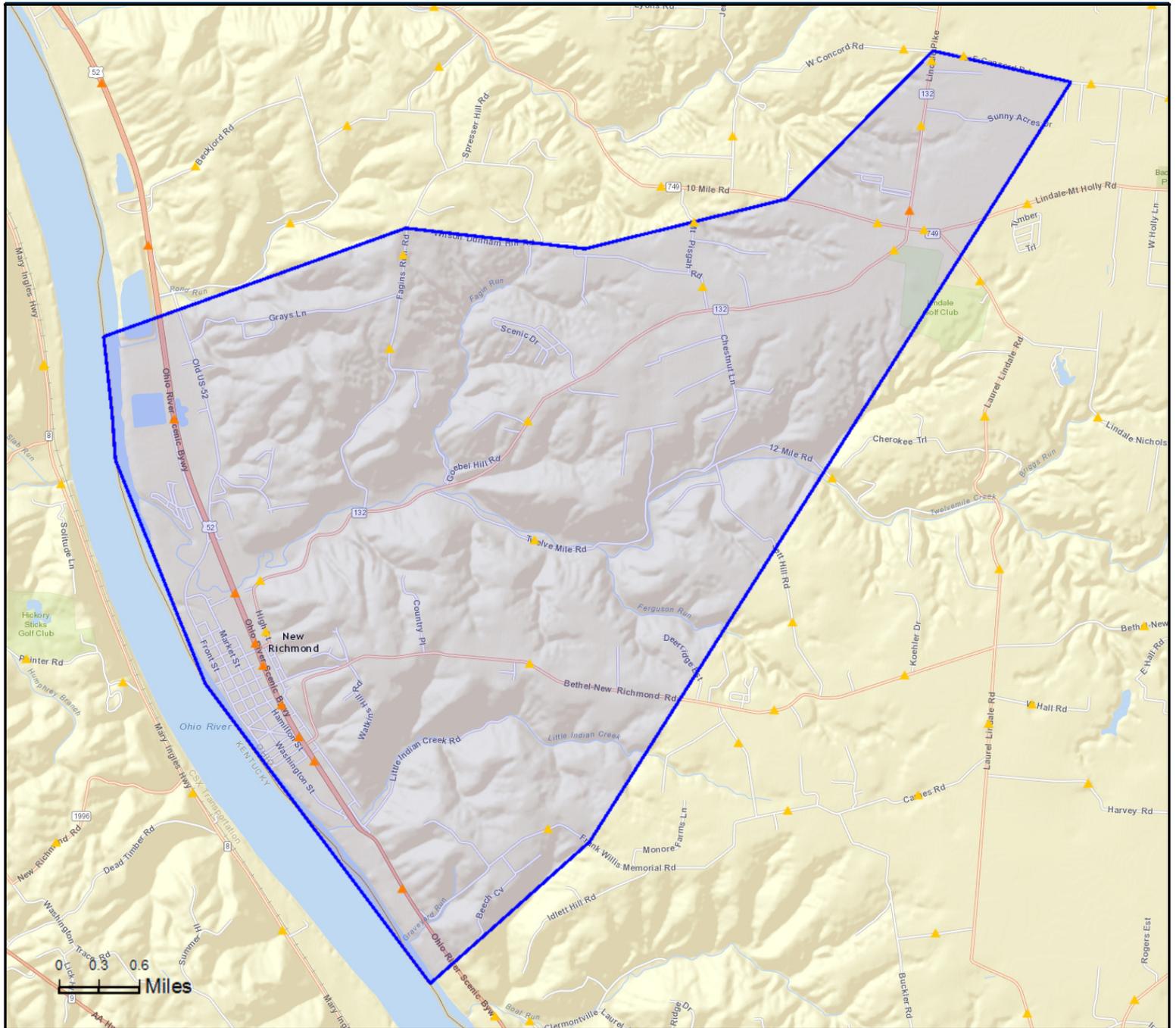
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Ohio Township
Ohio township (3902557960)
Geography: County Subdivision

Prepared by Esri



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



Source: ©2016 Kalibrate Technologies

July 26, 2016

Data for all businesses in area

Total Businesses:	149
Total Employees:	1,053
Total Residential Population:	5,528
Employee/Residential Population Ratio:	0.19:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	6	4.0%	25	2.4%
Construction	18	12.1%	59	5.6%
Manufacturing	5	3.4%	15	1.4%
Transportation	4	2.7%	17	1.6%
Communication	0	0.0%	0	0.0%
Utility	1	0.7%	3	0.3%
Wholesale Trade	2	1.3%	15	1.4%
Retail Trade Summary	28	18.8%	276	26.2%
Home Improvement	2	1.3%	5	0.5%
General Merchandise Stores	1	0.7%	5	0.5%
Food Stores	6	4.0%	76	7.2%
Auto Dealers, Gas Stations, Auto Aftermarket	6	4.0%	37	3.5%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	11	7.4%	136	12.9%
Miscellaneous Retail	2	1.3%	17	1.6%
Finance, Insurance, Real Estate Summary	14	9.4%	95	9.0%
Banks, Savings & Lending Institutions	10	6.7%	59	5.6%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	1	0.7%	4	0.4%
Real Estate, Holding, Other Investment Offices	3	2.0%	32	3.0%
Services Summary	53	35.6%	407	38.7%
Hotels & Lodging	1	0.7%	1	0.1%
Automotive Services	2	1.3%	5	0.5%
Motion Pictures & Amusements	1	0.7%	4	0.4%
Health Services	5	3.4%	102	9.7%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	5	3.4%	185	17.6%
Other Services	39	26.2%	110	10.4%
Government	9	6.0%	139	13.2%
Unclassified Establishments	9	6.0%	2	0.2%
Totals	149	100.0%	1,053	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	1	0.7%	3	0.3%
Construction	26	17.4%	77	7.3%
Manufacturing	6	4.0%	19	1.8%
Wholesale Trade	2	1.3%	15	1.4%
Retail Trade	16	10.7%	136	12.9%
Motor Vehicle & Parts Dealers	4	2.7%	28	2.7%
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	2	1.3%	5	0.5%
Food & Beverage Stores	5	3.4%	72	6.8%
Health & Personal Care Stores	1	0.7%	13	1.2%
Gasoline Stations	2	1.3%	9	0.9%
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	1	0.7%	5	0.5%
Miscellaneous Store Retailers	1	0.7%	4	0.4%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	3	2.0%	14	1.3%
Information	1	0.7%	6	0.6%
Finance & Insurance	11	7.4%	63	6.0%
Central Bank/Credit Intermediation & Related Activities	10	6.7%	59	5.6%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	1	0.7%	4	0.4%
Real Estate, Rental & Leasing	3	2.0%	5	0.5%
Professional, Scientific & Tech Services	13	8.7%	36	3.4%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	1	0.7%	30	2.8%
Administrative & Support & Waste Management & Remediation	5	3.4%	16	1.5%
Educational Services	4	2.7%	179	17.0%
Health Care & Social Assistance	6	4.0%	118	11.2%
Arts, Entertainment & Recreation	2	1.3%	7	0.7%
Accommodation & Food Services	12	8.1%	137	13.0%
Accommodation	1	0.7%	1	0.1%
Food Services & Drinking Places	11	7.4%	136	12.9%
Other Services (except Public Administration)	19	12.8%	51	4.8%
Automotive Repair & Maintenance	1	0.7%	2	0.2%
Public Administration	9	6.0%	139	13.2%
Unclassified Establishments	9	6.0%	2	0.2%
Total	149	100.0%	1,053	100.0%

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

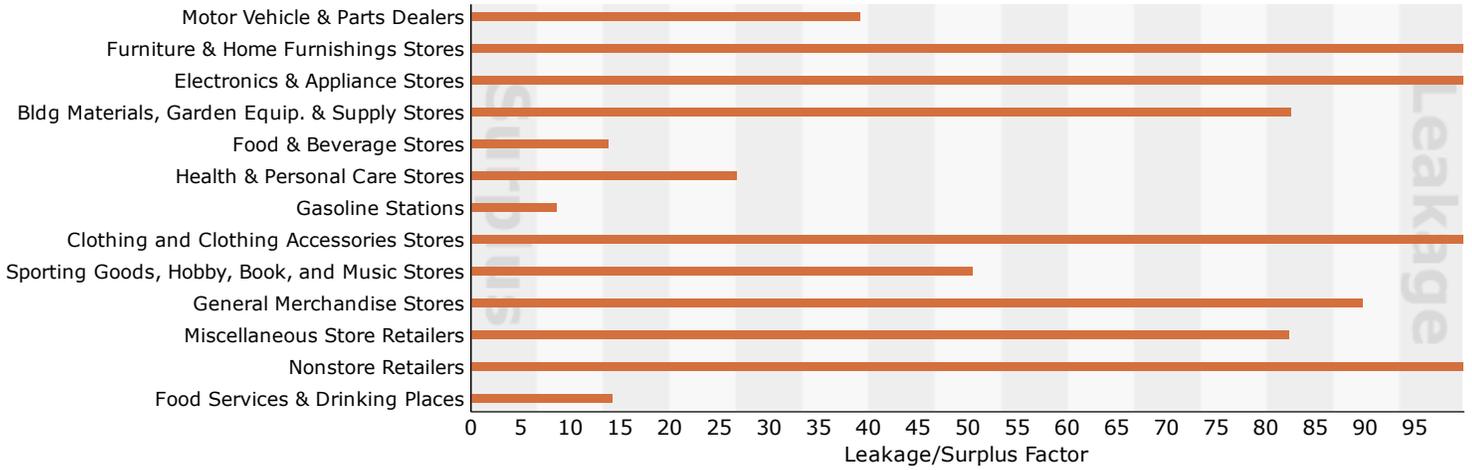
Summary Demographics						
2016 Population						5,528
2016 Households						2,076
2016 Median Disposable Income						\$39,659
2016 Per Capita Income						\$23,382
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45	\$73,729,095	\$29,875,127	\$43,853,968	42.3	27
Total Retail Trade	44-45	\$67,536,187	\$25,238,046	\$42,298,141	45.6	16
Total Food & Drink	722	\$6,192,908	\$4,637,081	\$1,555,827	14.4	11
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$15,886,360	\$6,912,915	\$8,973,445	39.4	4
Automobile Dealers	4411	\$12,992,854	\$5,631,944	\$7,360,910	39.5	2
Other Motor Vehicle Dealers	4412	\$1,855,121	\$298,413	\$1,556,708	72.3	1
Auto Parts, Accessories & Tire Stores	4413	\$1,038,385	\$982,558	\$55,827	2.8	1
Furniture & Home Furnishings Stores	442	\$1,713,352	\$0	\$1,713,352	100.0	0
Furniture Stores	4421	\$1,099,846	\$0	\$1,099,846	100.0	0
Home Furnishings Stores	4422	\$613,506	\$0	\$613,506	100.0	0
Electronics & Appliance Stores	443	\$3,410,756	\$0	\$3,410,756	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,162,333	\$299,205	\$2,863,128	82.7	2
Bldg Material & Supplies Dealers	4441	\$2,642,485	\$299,205	\$2,343,280	79.7	2
Lawn & Garden Equip & Supply Stores	4442	\$519,848	\$0	\$519,848	100.0	0
Food & Beverage Stores	445	\$12,119,831	\$9,143,294	\$2,976,537	14.0	4
Grocery Stores	4451	\$11,194,822	\$9,143,294	\$2,051,528	10.1	4
Specialty Food Stores	4452	\$582,018	\$0	\$582,018	100.0	0
Beer, Wine & Liquor Stores	4453	\$342,991	\$0	\$342,991	100.0	0
Health & Personal Care Stores	446,4461	\$5,200,164	\$2,997,537	\$2,202,627	26.9	1
Gasoline Stations	447,4471	\$5,047,967	\$4,235,235	\$812,732	8.8	2
Clothing & Clothing Accessories Stores	448	\$2,692,606	\$0	\$2,692,606	100.0	0
Clothing Stores	4481	\$1,734,373	\$0	\$1,734,373	100.0	0
Shoe Stores	4482	\$345,932	\$0	\$345,932	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$612,301	\$0	\$612,301	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$2,132,092	\$697,700	\$1,434,392	50.7	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,762,777	\$697,700	\$1,065,077	43.3	1
Book, Periodical & Music Stores	4512	\$369,315	\$0	\$369,315	100.0	0
General Merchandise Stores	452	\$11,817,253	\$633,611	\$11,183,642	89.8	1
Department Stores Excluding Leased Depts.	4521	\$9,221,112	\$0	\$9,221,112	100.0	0
Other General Merchandise Stores	4529	\$2,596,141	\$633,611	\$1,962,530	60.8	1
Miscellaneous Store Retailers	453	\$3,299,433	\$318,549	\$2,980,884	82.4	1
Florists	4531	\$129,115	\$0	\$129,115	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$707,233	\$0	\$707,233	100.0	0
Used Merchandise Stores	4533	\$412,075	\$0	\$412,075	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,051,010	\$318,549	\$1,732,461	73.1	1
Nonstore Retailers	454	\$1,054,040	\$0	\$1,054,040	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$568,793	\$0	\$568,793	100.0	0
Vending Machine Operators	4542	\$106,119	\$0	\$106,119	100.0	0
Direct Selling Establishments	4543	\$379,128	\$0	\$379,128	100.0	0
Food Services & Drinking Places	722	\$6,192,908	\$4,637,081	\$1,555,827	14.4	11
Full-Service Restaurants	7221	\$3,043,554	\$1,619,302	\$1,424,252	30.5	7
Limited-Service Eating Places	7222	\$2,815,118	\$3,017,779	-\$202,661	-3.5	4
Special Food Services	7223	\$161,990	\$0	\$161,990	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$172,246	\$0	\$172,246	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.

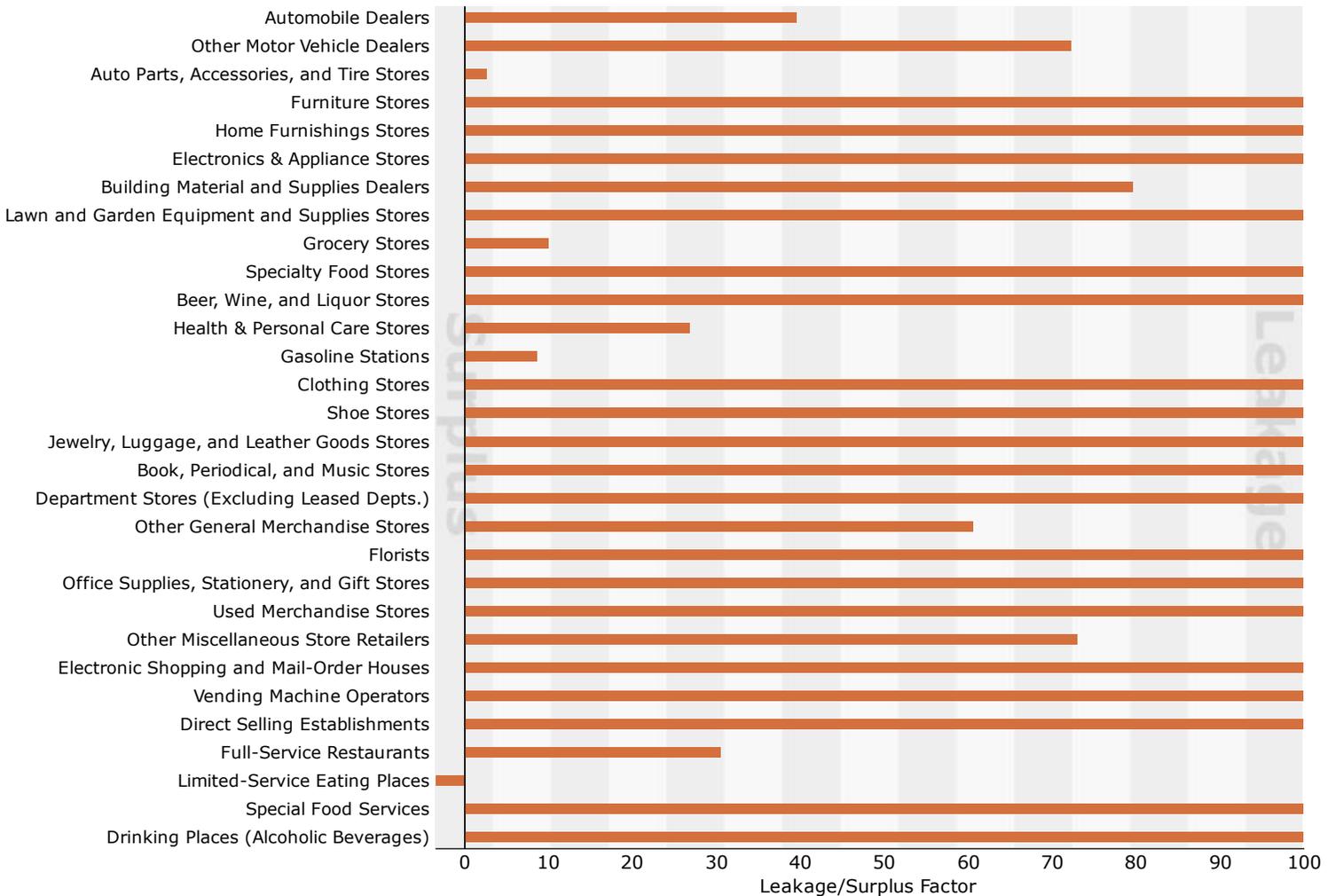
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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	5,528	5,809	
Population 18+	4,200	4,458	
Households	2,076	2,188	
Median Household Income	\$49,348	\$55,173	

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,982	47.2%	100
Bought any women's clothing in last 12 months	1,988	47.3%	108
Bought clothing for child <13 years in last 6 months	1,217	29.0%	105
Bought any shoes in last 12 months	2,243	53.4%	99
Bought costume jewelry in last 12 months	863	20.5%	105
Bought any fine jewelry in last 12 months	740	17.6%	96
Bought a watch in last 12 months	430	10.2%	93
Automobiles (Households)			
HH owns/leases any vehicle	1,891	91.1%	106
HH bought/leased new vehicle last 12 mo	154	7.4%	79
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,807	90.6%	107
Bought/changed motor oil in last 12 months	2,520	60.0%	122
Had tune-up in last 12 months	1,242	29.6%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,627	62.5%	96
Drank regular cola in last 6 months	2,040	48.6%	108
Drank beer/ale in last 6 months	1,553	37.0%	87
Cameras (Adults)			
Own digital point & shoot camera	1,230	29.3%	100
Own digital single-lens reflex (SLR) camera	249	5.9%	69
Bought any camera in last 12 months	230	5.5%	96
Printed digital photos in last 12 months	135	3.2%	110
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,470	35.0%	97
Have a smartphone	2,043	48.6%	83
Have a smartphone: Android phone (any brand)	982	23.4%	87
Have a smartphone: Apple iPhone	781	18.6%	72
Number of cell phones in household: 1	692	33.3%	104
Number of cell phones in household: 2	757	36.5%	97
Number of cell phones in household: 3+	465	22.4%	88
HH has cell phone only (no landline telephone)	883	42.5%	101
Computers (Households)			
HH owns a computer	1,478	71.2%	93
HH owns desktop computer	892	43.0%	95
HH owns laptop/notebook	989	47.6%	88
HH owns any Apple/Mac brand computer	157	7.6%	50
HH owns any PC/non-Apple brand computer	1,379	66.4%	98
HH purchased most recent computer in a store	763	36.8%	98
HH purchased most recent computer online	220	10.6%	81
Spent <\$500 on most recent home computer	357	17.2%	118
Spent \$500-\$999 on most recent home computer	367	17.7%	93
Spent \$1,000-\$1,499 on most recent home computer	146	7.0%	74
Spent \$1,500-\$1,999 on most recent home computer	66	3.2%	70
Spent \$2,000+ on most recent home computer	61	2.9%	75

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	2,072	49.3%	97
Bought brewed coffee at convenience store in last 30 days	648	15.4%	98
Bought cigarettes at convenience store in last 30 days	726	17.3%	138
Bought gas at convenience store in last 30 days	1,868	44.5%	135
Spent at convenience store in last 30 days: <\$20	222	5.3%	65
Spent at convenience store in last 30 days: \$20-\$39	369	8.8%	97
Spent at convenience store in last 30 days: \$40-\$50	323	7.7%	101
Spent at convenience store in last 30 days: \$51-\$99	210	5.0%	113
Spent at convenience store in last 30 days: \$100+	1,327	31.6%	138
Entertainment (Adults)			
Attended a movie in last 6 months	2,119	50.5%	85
Went to live theater in last 12 months	429	10.2%	79
Went to a bar/night club in last 12 months	573	13.6%	82
Dined out in last 12 months	1,815	43.2%	96
Gambled at a casino in last 12 months	479	11.4%	83
Visited a theme park in last 12 months	529	12.6%	71
Viewed movie (video-on-demand) in last 30 days	570	13.6%	80
Viewed TV show (video-on-demand) in last 30 days	344	8.2%	63
Watched any pay-per-view TV in last 12 months	472	11.2%	85
Downloaded a movie over the Internet in last 30 days	159	3.8%	53
Downloaded any individual song in last 6 months	713	17.0%	83
Watched a movie online in the last 30 days	438	10.4%	65
Watched a TV program online in last 30 days	403	9.6%	64
Played a video/electronic game (console) in last 12 months	454	10.8%	104
Played a video/electronic game (portable) in last 12 months	202	4.8%	106
Financial (Adults)			
Have home mortgage (1st)	1,404	33.4%	108
Used ATM/cash machine in last 12 months	1,934	46.0%	94
Own any stock	259	6.2%	81
Own U.S. savings bond	171	4.1%	77
Own shares in mutual fund (stock)	235	5.6%	77
Own shares in mutual fund (bonds)	146	3.5%	72
Have interest checking account	1,248	29.7%	105
Have non-interest checking account	1,318	31.4%	111
Have savings account	2,170	51.7%	96
Have 401K retirement savings plan	572	13.6%	94
Own/used any credit/debit card in last 12 months	3,138	74.7%	100
Avg monthly credit card expenditures: <\$111	600	14.3%	123
Avg monthly credit card expenditures: \$111-\$225	286	6.8%	99
Avg monthly credit card expenditures: \$226-\$450	272	6.5%	102
Avg monthly credit card expenditures: \$451-\$700	205	4.9%	92
Avg monthly credit card expenditures: \$701-\$1,000	110	2.6%	61
Avg monthly credit card expenditures: \$1,001+	194	4.6%	51
Did banking online in last 12 months	1,368	32.6%	91
Did banking on mobile device in last 12 months	496	11.8%	84
Paid bills online in last 12 months	1,646	39.2%	91

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
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,583	76.3%	110
Used bread in last 6 months	1,998	96.2%	102
Used chicken (fresh or frozen) in last 6 months	1,472	70.9%	103
Used turkey (fresh or frozen) in last 6 months	323	15.6%	98
Used fish/seafood (fresh or frozen) in last 6 months	1,127	54.3%	99
Used fresh fruit/vegetables in last 6 months	1,838	88.5%	103
Used fresh milk in last 6 months	1,897	91.4%	104
Used organic food in last 6 months	265	12.8%	65
Health (Adults)			
Exercise at home 2+ times per week	1,136	27.0%	95
Exercise at club 2+ times per week	348	8.3%	64
Visited a doctor in last 12 months	3,297	78.5%	104
Used vitamin/dietary supplement in last 6 months	2,189	52.1%	99
Home (Households)			
Any home improvement in last 12 months	578	27.8%	104
Used housekeeper/maid/professional HH cleaning service in last 12	196	9.4%	72
Purchased low ticket HH furnishings in last 12 months	296	14.3%	89
Purchased big ticket HH furnishings in last 12 months	407	19.6%	94
Bought any small kitchen appliance in last 12 months	468	22.5%	102
Bought any large kitchen appliance in last 12 months	271	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	2,098	50.0%	117
Carry medical/hospital/accident insurance	2,810	66.9%	102
Carry homeowner insurance	2,321	55.3%	117
Carry renter's insurance	247	5.9%	72
Have auto insurance: 1 vehicle in household covered	647	31.2%	101
Have auto insurance: 2 vehicles in household covered	603	29.0%	102
Have auto insurance: 3+ vehicles in household covered	520	25.0%	115
Pets (Households)			
Household owns any pet	1,294	62.3%	116
Household owns any cat	587	28.3%	126
Household owns any dog	1,061	51.1%	125
Psychographics (Adults)			
Buying American is important to me	2,167	51.6%	122
Usually buy items on credit rather than wait	430	10.2%	87
Usually buy based on quality - not price	734	17.5%	97
Price is usually more important than brand name	1,252	29.8%	114
Usually use coupons for brands I buy often	879	20.9%	111
Am interested in how to help the environment	568	13.5%	83
Usually pay more for environ safe product	415	9.9%	77
Usually value green products over convenience	411	9.8%	93
Likely to buy a brand that supports a charity	1,460	34.8%	100
Reading (Adults)			
Bought digital book in last 12 months	523	12.5%	94
Bought hardcover book in last 12 months	812	19.3%	92
Bought paperback book in last 12 month	1,227	29.2%	93
Read any daily newspaper (paper version)	1,124	26.8%	102
Read any digital newspaper in last 30 days	1,188	28.3%	85
Read any magazine (paper/electronic version) in last 6 months	3,752	89.3%	98

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
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	3,233	77.0%	103
Went to family restaurant/steak house: 4+ times a month	1,253	29.8%	109
Went to fast food/drive-in restaurant in last 6 months	3,899	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,835	43.7%	111
Fast food/drive-in last 6 months: eat in	1,766	42.0%	116
Fast food/drive-in last 6 months: home delivery	295	7.0%	92
Fast food/drive-in last 6 months: take-out/drive-thru	2,217	52.8%	114
Fast food/drive-in last 6 months: take-out/walk-in	794	18.9%	97
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,042	24.8%	78
Own e-reader/tablet: iPad	390	9.3%	61
Own any portable MP3 player	1,137	27.1%	88
HH owns 1 TV	396	19.1%	93
HH owns 2 TVs	564	27.2%	105
HH owns 3 TVs	476	22.9%	107
HH owns 4+ TVs	407	19.6%	104
HH subscribes to cable TV	859	41.4%	83
HH subscribes to fiber optic	37	1.8%	23
HH has satellite dish	834	40.2%	158
HH owns DVD/Blu-ray player	1,273	61.3%	101
HH owns camcorder	284	13.7%	98
HH owns portable GPS navigation device	569	27.4%	100
HH purchased video game system in last 12 mos	119	5.7%	72
HH owns Internet video device for TV	95	4.6%	65
Travel (Adults)			
Domestic travel in last 12 months	2,037	48.5%	97
Took 3+ domestic non-business trips in last 12 months	374	8.9%	80
Spent on domestic vacations in last 12 months: <\$1,000	402	9.6%	89
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	188	4.5%	77
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	141	3.4%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	139	3.3%	85
Spent on domestic vacations in last 12 months: \$3,000+	175	4.2%	76
Domestic travel in the 12 months: used general travel website	226	5.4%	80
Foreign travel in last 3 years	638	15.2%	63
Took 3+ foreign trips by plane in last 3 years	82	2.0%	43
Spent on foreign vacations in last 12 months: <\$1,000	113	2.7%	65
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	94	2.2%	69
Spent on foreign vacations in last 12 months: \$3,000+	101	2.4%	48
Foreign travel in last 3 years: used general travel website	118	2.8%	50
Nights spent in hotel/motel in last 12 months: any	1,638	39.0%	96
Took cruise of more than one day in last 3 years	300	7.1%	85
Member of any frequent flyer program	297	7.1%	43
Member of any hotel rewards program	446	10.6%	75

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.