

Site Map

Owensville, OH
Owensville Village, OH (3959220)
Geography: Place

Prepared by Esri



Population Summary	
2000 Total Population	790
2010 Total Population	794
2016 Total Population	819
2016 Group Quarters	0
2020 Total Population	846
2016-2021 Annual Rate	0.65%
Household Summary	
2000 Households	354
2000 Average Household Size	2.23
2010 Households	387
2010 Average Household Size	2.05
2016 Households	403
2016 Average Household Size	2.03
2021 Households	418
2021 Average Household Size	2.02
2016-2021 Annual Rate	0.73%
2010 Families	196
2010 Average Family Size	2.88
2016 Families	252
2016 Average Family Size	2.58
2021 Families	259
2021 Average Family Size	2.58
2016-2021 Annual Rate	0.55%
Housing Unit Summary	
2000 Housing Units	380
Owner Occupied Housing Units	56.3%
Renter Occupied Housing Units	36.8%
Vacant Housing Units	6.8%
2010 Housing Units	429
Owner Occupied Housing Units	32.4%
Renter Occupied Housing Units	57.8%
Vacant Housing Units	9.8%
2016 Housing Units	446
Owner Occupied Housing Units	47.1%
Renter Occupied Housing Units	43.3%
Vacant Housing Units	9.6%
2021 Housing Units	464
Owner Occupied Housing Units	46.6%
Renter Occupied Housing Units	43.3%
Vacant Housing Units	9.9%
Median Household Income	
2016	\$61,456
2021	\$70,512
Median Home Value	
2016	\$180,769
2021	\$210,000
Per Capita Income	
2016	\$32,731
2021	\$36,856
Median Age	
2010	44.7
2016	43.2
2021	43.5

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	404
<\$15,000	8.4%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	10.4%
\$50,000 - \$74,999	26.7%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	14.9%
\$150,000 - \$199,999	5.7%
\$200,000+	3.5%
Average Household Income	\$76,554

2021 Households by Income

Household Income Base	416
<\$15,000	7.9%
\$15,000 - \$24,999	6.0%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	4.8%
\$50,000 - \$74,999	24.8%
\$75,000 - \$99,999	17.5%
\$100,000 - \$149,999	18.5%
\$150,000 - \$199,999	6.7%
\$200,000+	4.1%
Average Household Income	\$86,445

2016 Owner Occupied Housing Units by Value

Total	210
<\$50,000	2.4%
\$50,000 - \$99,999	8.6%
\$100,000 - \$149,999	27.6%
\$150,000 - \$199,999	18.6%
\$200,000 - \$249,999	2.9%
\$250,000 - \$299,999	14.3%
\$300,000 - \$399,999	21.0%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	4.8%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$222,857

2021 Owner Occupied Housing Units by Value

Total	216
<\$50,000	0.9%
\$50,000 - \$99,999	3.7%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	28.7%
\$200,000 - \$249,999	6.9%
\$250,000 - \$299,999	18.1%
\$300,000 - \$399,999	20.8%
\$400,000 - \$499,999	0.0%
\$500,000 - \$749,999	5.6%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.0%
Average Home Value	\$245,255

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	794
0 - 4	5.0%
5 - 9	6.0%
10 - 14	6.2%
15 - 24	13.1%
25 - 34	10.2%
35 - 44	9.7%
45 - 54	16.4%
55 - 64	15.0%
65 - 74	10.3%
75 - 84	6.0%
85 +	2.0%
18 +	79.1%
2016 Population by Age	
Total	819
0 - 4	5.6%
5 - 9	6.1%
10 - 14	7.0%
15 - 24	10.6%
25 - 34	12.5%
35 - 44	10.1%
45 - 54	13.2%
55 - 64	16.4%
65 - 74	11.7%
75 - 84	5.0%
85 +	1.8%
18 +	77.8%
2021 Population by Age	
Total	843
0 - 4	5.2%
5 - 9	6.0%
10 - 14	6.9%
15 - 24	10.7%
25 - 34	10.8%
35 - 44	12.0%
45 - 54	11.6%
55 - 64	15.2%
65 - 74	13.2%
75 - 84	6.5%
85 +	1.9%
18 +	77.6%
2010 Population by Sex	
Males	360
Females	434
2016 Population by Sex	
Males	388
Females	431
2021 Population by Sex	
Males	405
Females	438

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	794
White Alone	97.9%
Black Alone	0.1%
American Indian Alone	0.0%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.8%
Hispanic Origin	0.8%
Diversity Index	5.7

2016 Population by Race/Ethnicity

Total	819
White Alone	97.2%
Black Alone	0.1%
American Indian Alone	0.0%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	2.3%
Hispanic Origin	1.2%
Diversity Index	7.8

2021 Population by Race/Ethnicity

Total	846
White Alone	96.7%
Black Alone	0.1%
American Indian Alone	0.0%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	2.8%
Hispanic Origin	1.5%
Diversity Index	9.3

2010 Population by Relationship and Household Type

Total	794
In Households	100.0%
In Family Households	73.2%
Householder	24.7%
Spouse	16.8%
Child	27.1%
Other relative	2.6%
Nonrelative	2.0%
In Nonfamily Households	26.8%
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	579
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	10.2%
High School Graduate	37.3%
GED/Alternative Credential	3.5%
Some College, No Degree	15.4%
Associate Degree	7.1%
Bachelor's Degree	15.0%
Graduate/Professional Degree	6.7%
2016 Population 15+ by Marital Status	
Total	666
Never Married	25.2%
Married	45.3%
Widowed	12.5%
Divorced	17.0%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	98.9%
Civilian Unemployed	1.1%
2016 Employed Population 16+ by Industry	
Total	349
Agriculture/Mining	0.0%
Construction	8.0%
Manufacturing	10.9%
Wholesale Trade	1.1%
Retail Trade	9.2%
Transportation/Utilities	4.0%
Information	4.0%
Finance/Insurance/Real Estate	6.6%
Services	55.7%
Public Administration	0.3%
2016 Employed Population 16+ by Occupation	
Total	353
White Collar	52.1%
Management/Business/Financial	17.8%
Professional	18.4%
Sales	5.4%
Administrative Support	10.5%
Services	21.2%
Blue Collar	26.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	5.7%
Production	11.3%
Transportation/Material Moving	4.8%
2010 Population By Urban/ Rural Status	
Total Population	794
Population Inside Urbanized Area	100.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.0%

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

2010 Households by Type	
Total	387
Households with 1 Person	45.0%
Households with 2+ People	55.0%
Family Households	50.6%
Husband-wife Families	34.4%
With Related Children	11.9%
Other Family (No Spouse Present)	16.3%
Other Family with Male Householder	4.1%
With Related Children	2.8%
Other Family with Female Householder	12.1%
With Related Children	9.3%
Nonfamily Households	4.4%
All Households with Children	24.5%
Multigenerational Households	3.4%
Unmarried Partner Households	5.9%
Male-female	5.4%
Same-sex	0.5%
2010 Households by Size	
Total	387
1 Person Household	45.0%
2 Person Household	27.9%
3 Person Household	12.1%
4 Person Household	8.8%
5 Person Household	4.4%
6 Person Household	1.8%
7 + Person Household	0.0%
2010 Households by Tenure and Mortgage Status	
Total	387
Owner Occupied	35.9%
Owned with a Mortgage/Loan	26.4%
Owned Free and Clear	9.6%
Renter Occupied	64.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	429
Housing Units Inside Urbanized Area	100.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.0%

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

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

Top 3 Tapestry Segments

1. Salt of the Earth (6B)
2. The Great Outdoors (6C)
3. Top Tier (1A)

2016 Consumer Spending

Apparel & Services: Total \$	\$761,707
Average Spent	\$1,890.09
Spending Potential Index	94
Education: Total \$	\$511,495
Average Spent	\$1,269.22
Spending Potential Index	90
Entertainment/Recreation: Total \$	\$1,196,451
Average Spent	\$2,968.86
Spending Potential Index	102
Food at Home: Total \$	\$2,039,492
Average Spent	\$5,060.77
Spending Potential Index	102
Food Away from Home: Total \$	\$1,204,281
Average Spent	\$2,988.29
Spending Potential Index	97
Health Care: Total \$	\$2,373,141
Average Spent	\$5,888.69
Spending Potential Index	111
HH Furnishings & Equipment: Total \$	\$711,191
Average Spent	\$1,764.74
Spending Potential Index	100
Personal Care Products & Services: Total \$	\$291,190
Average Spent	\$722.56
Spending Potential Index	99
Shelter: Total \$	\$5,704,707
Average Spent	\$14,155.60
Spending Potential Index	91
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,003,818
Average Spent	\$2,490.86
Spending Potential Index	107
Travel: Total \$	\$750,084
Average Spent	\$1,861.25
Spending Potential Index	100
Vehicle Maintenance & Repairs: Total \$	\$437,577
Average Spent	\$1,085.80
Spending Potential Index	105

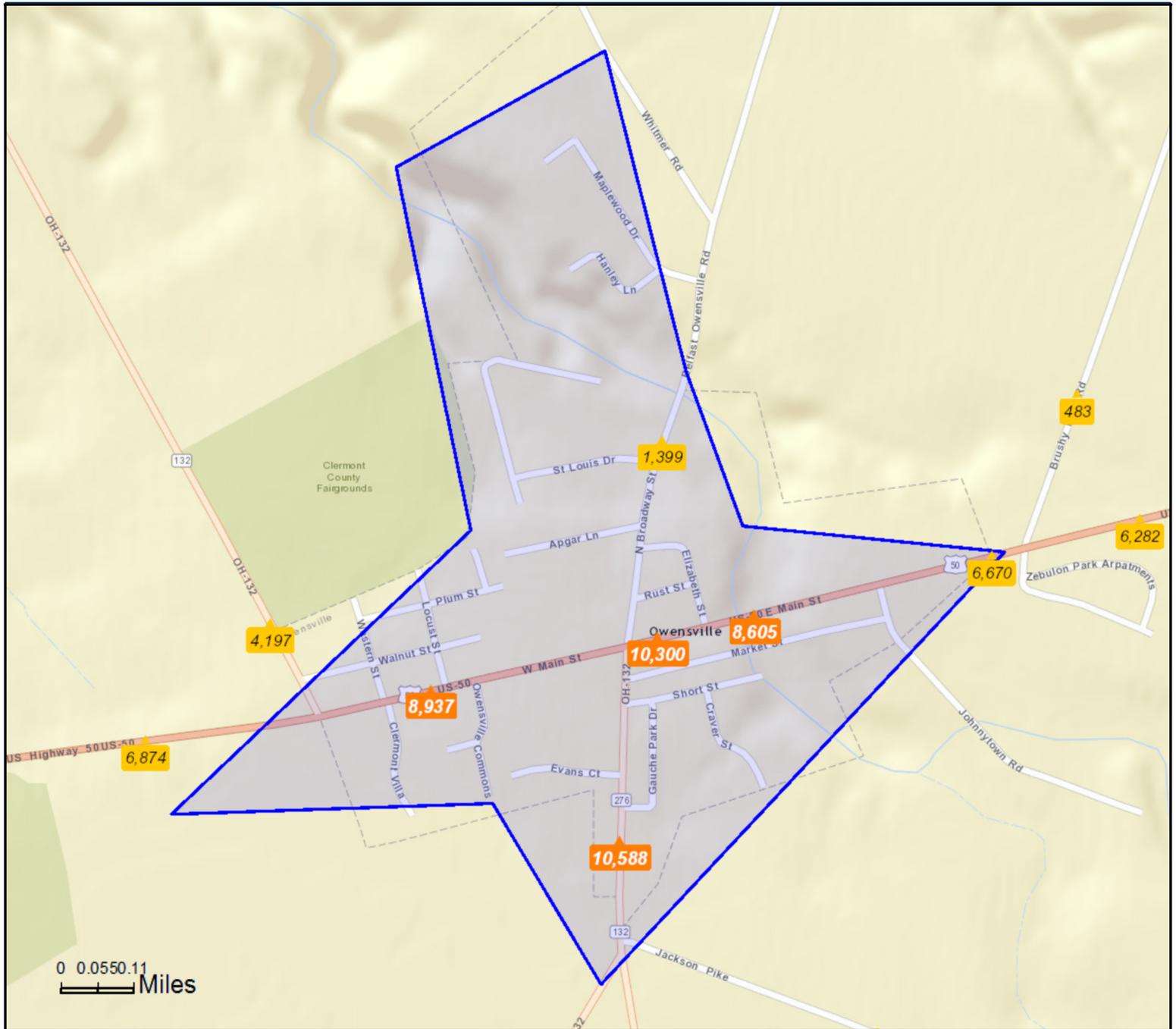
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household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

Owensville, OH
 Owensville Village, OH (3959220)
 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

Data for all businesses in area

Total Businesses:	47
Total Employees:	287
Total Residential Population:	819
Employee/Residential Population Ratio:	0.35:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	1	2.1%	1	0.3%
Construction	1	2.1%	2	0.7%
Manufacturing	2	4.3%	6	2.1%
Transportation	1	2.1%	2	0.7%
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	11	23.4%	111	38.7%
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	1	2.1%	7	2.4%
Food Stores	4	8.5%	49	17.1%
Auto Dealers, Gas Stations, Auto Aftermarket	1	2.1%	9	3.1%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	4	8.5%	29	10.1%
Miscellaneous Retail	1	2.1%	17	5.9%
Finance, Insurance, Real Estate Summary	12	25.5%	27	9.4%
Banks, Savings & Lending Institutions	8	17.0%	15	5.2%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	2	4.3%	8	2.8%
Real Estate, Holding, Other Investment Offices	2	4.3%	4	1.4%
Services Summary	13	27.7%	116	40.4%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	1	2.1%	3	1.0%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	1	2.1%	5	1.7%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	3	6.4%	79	27.5%
Other Services	8	17.0%	29	10.1%
Government	4	8.5%	22	7.7%
Unclassified Establishments	2	4.3%	0	0.0%
Totals	47	100.0%	287	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	1	2.1%	2	0.7%
Manufacturing	2	4.3%	6	2.1%
Wholesale Trade	0	0.0%	0	0.0%
Retail Trade	6	12.8%	70	24.4%
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	3	6.4%	37	12.9%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	1	2.1%	9	3.1%
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	2.1%	7	2.4%
Miscellaneous Store Retailers	1	2.1%	17	5.9%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	1	2.1%	2	0.7%
Information	0	0.0%	0	0.0%
Finance & Insurance	10	21.3%	23	8.0%
Central Bank/Credit Intermediation & Related Activities	8	17.0%	15	5.2%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	2	4.3%	8	2.8%
Real Estate, Rental & Leasing	2	4.3%	4	1.4%
Professional, Scientific & Tech Services	1	2.1%	1	0.3%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	4	8.5%	6	2.1%
Educational Services	3	6.4%	79	27.5%
Health Care & Social Assistance	2	4.3%	17	5.9%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	5	10.6%	41	14.3%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	5	10.6%	41	14.3%
Other Services (except Public Administration)	4	8.5%	14	4.9%
Automotive Repair & Maintenance	1	2.1%	3	1.0%
Public Administration	4	8.5%	22	7.7%
Unclassified Establishments	2	4.3%	0	0.0%
Total	47	100.0%	287	100.0%

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

Retail MarketPlace Profile

Owensville, OH
Geography: Place

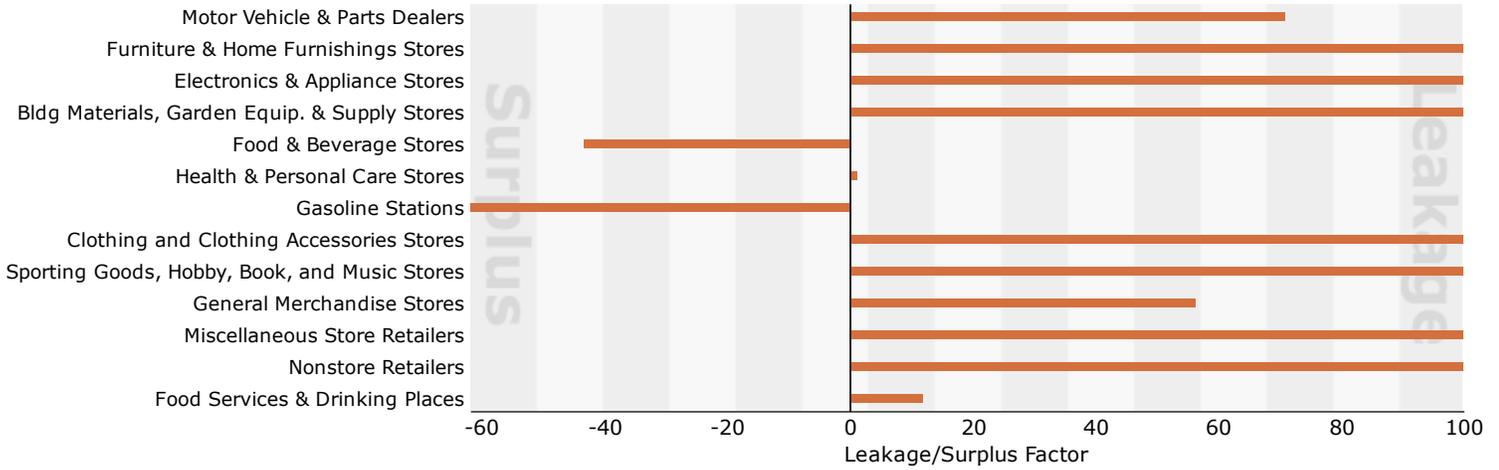
Prepared by Esri

Summary Demographics						
2016 Population						819
2016 Households						403
2016 Median Disposable Income						\$51,354
2016 Per Capita Income						\$32,731
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	\$16,718,530	\$15,252,497	\$1,466,033	4.6	12
Total Retail Trade	44-45	\$15,303,041	\$14,138,747	\$1,164,294	4.0	7
Total Food & Drink	722	\$1,415,489	\$1,113,750	\$301,739	11.9	5
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$3,599,350	\$613,785	\$2,985,565	70.9	1
Automobile Dealers	4411	\$2,917,886	\$0	\$2,917,886	100.0	0
Other Motor Vehicle Dealers	4412	\$437,463	\$613,785	-\$176,322	-16.8	1
Auto Parts, Accessories & Tire Stores	4413	\$244,001	\$0	\$244,001	100.0	0
Furniture & Home Furnishings Stores	442	\$388,885	\$0	\$388,885	100.0	0
Furniture Stores	4421	\$241,569	\$0	\$241,569	100.0	0
Home Furnishings Stores	4422	\$147,316	\$0	\$147,316	100.0	0
Electronics & Appliance Stores	443	\$788,843	\$0	\$788,843	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$769,061	\$0	\$769,061	100.0	0
Bldg Material & Supplies Dealers	4441	\$638,653	\$0	\$638,653	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$130,408	\$0	\$130,408	100.0	0
Food & Beverage Stores	445	\$2,728,465	\$6,927,091	-\$4,198,626	-43.5	3
Grocery Stores	4451	\$2,520,321	\$6,927,091	-\$4,406,770	-46.6	3
Specialty Food Stores	4452	\$131,330	\$0	\$131,330	100.0	0
Beer, Wine & Liquor Stores	4453	\$76,814	\$0	\$76,814	100.0	0
Health & Personal Care Stores	446,4461	\$1,179,347	\$1,152,405	\$26,942	1.2	1
Gasoline Stations	447,4471	\$1,104,980	\$4,706,254	-\$3,601,274	-62.0	1
Clothing & Clothing Accessories Stores	448	\$602,999	\$0	\$602,999	100.0	0
Clothing Stores	4481	\$385,947	\$0	\$385,947	100.0	0
Shoe Stores	4482	\$74,884	\$0	\$74,884	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$142,168	\$0	\$142,168	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$480,052	\$0	\$480,052	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$395,284	\$0	\$395,284	100.0	0
Book, Periodical & Music Stores	4512	\$84,768	\$0	\$84,768	100.0	0
General Merchandise Stores	452	\$2,653,809	\$739,212	\$1,914,597	56.4	1
Department Stores Excluding Leased Depts.	4521	\$2,066,866	\$0	\$2,066,866	100.0	0
Other General Merchandise Stores	4529	\$586,943	\$739,212	-\$152,269	-11.5	1
Miscellaneous Store Retailers	453	\$750,092	\$0	\$750,092	100.0	0
Florists	4531	\$33,891	\$0	\$33,891	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$160,940	\$0	\$160,940	100.0	0
Used Merchandise Stores	4533	\$94,436	\$0	\$94,436	100.0	0
Other Miscellaneous Store Retailers	4539	\$460,825	\$0	\$460,825	100.0	0
Nonstore Retailers	454	\$257,158	\$0	\$257,158	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$130,992	\$0	\$130,992	100.0	0
Vending Machine Operators	4542	\$23,937	\$0	\$23,937	100.0	0
Direct Selling Establishments	4543	\$102,229	\$0	\$102,229	100.0	0
Food Services & Drinking Places	722	\$1,415,489	\$1,113,750	\$301,739	11.9	5
Full-Service Restaurants	7221	\$699,063	\$616,742	\$82,321	6.3	3
Limited-Service Eating Places	7222	\$636,931	\$497,008	\$139,923	12.3	2
Special Food Services	7223	\$38,258	\$0	\$38,258	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$41,237	\$0	\$41,237	100.0	0

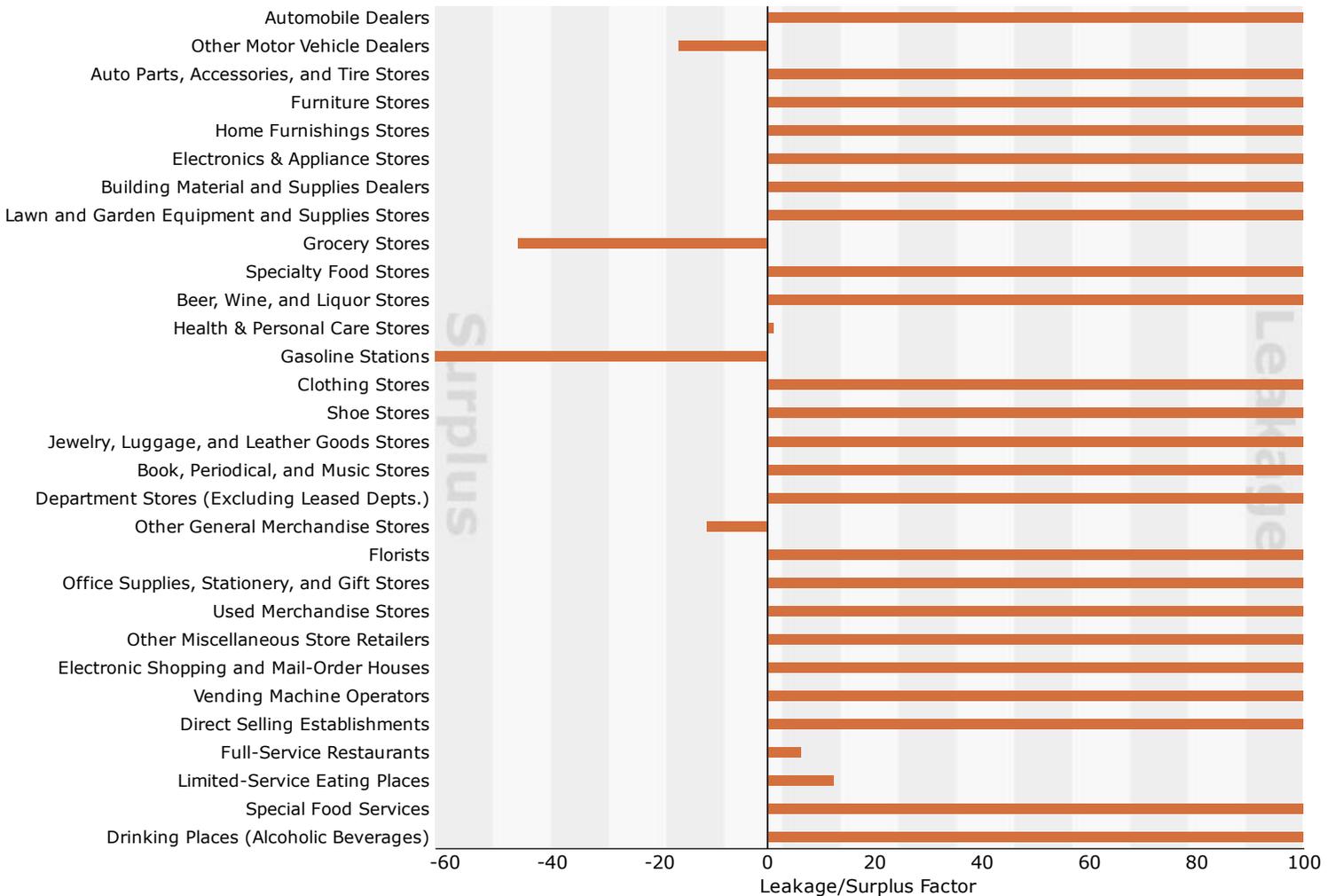
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents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



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Demographic Summary	2016	2021
Population	819	846
Population 18+	637	654
Households	403	418
Median Household Income	\$61,456	\$70,512

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	330	51.8%	110
Bought any women's clothing in last 12 months	297	46.6%	106
Bought clothing for child <13 years in last 6 months	175	27.5%	100
Bought any shoes in last 12 months	361	56.7%	105
Bought costume jewelry in last 12 months	122	19.2%	98
Bought any fine jewelry in last 12 months	105	16.5%	90
Bought a watch in last 12 months	62	9.7%	88
Automobiles (Households)			
HH owns/leases any vehicle	382	94.8%	111
HH bought/leased new vehicle last 12 mo	35	8.7%	92
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	595	93.4%	110
Bought/changed motor oil in last 12 months	388	60.9%	124
Had tune-up in last 12 months	185	29.0%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	387	60.8%	93
Drank regular cola in last 6 months	285	44.7%	100
Drank beer/ale in last 6 months	270	42.4%	100
Cameras (Adults)			
Own digital point & shoot camera	224	35.2%	121
Own digital single-lens reflex (SLR) camera	55	8.6%	100
Bought any camera in last 12 months	38	6.0%	105
Printed digital photos in last 12 months	21	3.3%	113
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	217	34.1%	94
Have a smartphone	287	45.1%	77
Have a smartphone: Android phone (any brand)	147	23.1%	86
Have a smartphone: Apple iPhone	101	15.9%	61
Number of cell phones in household: 1	135	33.5%	104
Number of cell phones in household: 2	162	40.2%	107
Number of cell phones in household: 3+	84	20.8%	82
HH has cell phone only (no landline telephone)	141	35.0%	83
Computers (Households)			
HH owns a computer	301	74.7%	97
HH owns desktop computer	190	47.1%	104
HH owns laptop/notebook	198	49.1%	91
HH owns any Apple/Mac brand computer	32	7.9%	53
HH owns any PC/non-Apple brand computer	282	70.0%	103
HH purchased most recent computer in a store	151	37.5%	100
HH purchased most recent computer online	46	11.4%	87
Spent <\$500 on most recent home computer	70	17.4%	120
Spent \$500-\$999 on most recent home computer	75	18.6%	98
Spent \$1,000-\$1,499 on most recent home computer	31	7.7%	81
Spent \$1,500-\$1,999 on most recent home computer	13	3.2%	71
Spent \$2,000+ on most recent home computer	11	2.7%	70

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	332	52.1%	103
Bought brewed coffee at convenience store in last 30 days	114	17.9%	114
Bought cigarettes at convenience store in last 30 days	95	14.9%	119
Bought gas at convenience store in last 30 days	275	43.2%	131
Spent at convenience store in last 30 days: <\$20	61	9.6%	118
Spent at convenience store in last 30 days: \$20-\$39	50	7.8%	87
Spent at convenience store in last 30 days: \$40-\$50	58	9.1%	119
Spent at convenience store in last 30 days: \$51-\$99	32	5.0%	113
Spent at convenience store in last 30 days: \$100+	185	29.0%	127
Entertainment (Adults)			
Attended a movie in last 6 months	325	51.0%	86
Went to live theater in last 12 months	73	11.5%	88
Went to a bar/night club in last 12 months	100	15.7%	94
Dined out in last 12 months	306	48.0%	107
Gambled at a casino in last 12 months	89	14.0%	102
Visited a theme park in last 12 months	94	14.8%	84
Viewed movie (video-on-demand) in last 30 days	65	10.2%	60
Viewed TV show (video-on-demand) in last 30 days	45	7.1%	55
Watched any pay-per-view TV in last 12 months	65	10.2%	78
Downloaded a movie over the Internet in last 30 days	22	3.5%	48
Downloaded any individual song in last 6 months	92	14.4%	71
Watched a movie online in the last 30 days	53	8.3%	52
Watched a TV program online in last 30 days	48	7.5%	50
Played a video/electronic game (console) in last 12 months	66	10.4%	99
Played a video/electronic game (portable) in last 12 months	28	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	223	35.0%	113
Used ATM/cash machine in last 12 months	299	46.9%	96
Own any stock	47	7.4%	96
Own U.S. savings bond	38	6.0%	113
Own shares in mutual fund (stock)	51	8.0%	110
Own shares in mutual fund (bonds)	32	5.0%	103
Have interest checking account	205	32.2%	114
Have non-interest checking account	222	34.9%	123
Have savings account	375	58.9%	109
Have 401K retirement savings plan	98	15.4%	106
Own/used any credit/debit card in last 12 months	498	78.2%	105
Avg monthly credit card expenditures: <\$111	84	13.2%	114
Avg monthly credit card expenditures: \$111-\$225	53	8.3%	121
Avg monthly credit card expenditures: \$226-\$450	38	6.0%	94
Avg monthly credit card expenditures: \$451-\$700	41	6.4%	121
Avg monthly credit card expenditures: \$701-\$1,000	22	3.5%	80
Avg monthly credit card expenditures: \$1,001+	42	6.6%	73
Did banking online in last 12 months	205	32.2%	90
Did banking on mobile device in last 12 months	69	10.8%	77
Paid bills online in last 12 months	240	37.7%	88

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	302	74.9%	108
Used bread in last 6 months	388	96.3%	102
Used chicken (fresh or frozen) in last 6 months	285	70.7%	102
Used turkey (fresh or frozen) in last 6 months	77	19.1%	121
Used fish/seafood (fresh or frozen) in last 6 months	213	52.9%	97
Used fresh fruit/vegetables in last 6 months	357	88.6%	103
Used fresh milk in last 6 months	372	92.3%	105
Used organic food in last 6 months	60	14.9%	76
Health (Adults)			
Exercise at home 2+ times per week	176	27.6%	97
Exercise at club 2+ times per week	59	9.3%	71
Visited a doctor in last 12 months	497	78.0%	103
Used vitamin/dietary supplement in last 6 months	340	53.4%	101
Home (Households)			
Any home improvement in last 12 months	134	33.3%	124
Used housekeeper/maid/professional HH cleaning service in last 12	40	9.9%	75
Purchased low ticket HH furnishings in last 12 months	58	14.4%	90
Purchased big ticket HH furnishings in last 12 months	72	17.9%	85
Bought any small kitchen appliance in last 12 months	85	21.1%	95
Bought any large kitchen appliance in last 12 months	47	11.7%	92
Insurance (Adults/Households)			
Currently carry life insurance	329	51.6%	121
Carry medical/hospital/accident insurance	437	68.6%	105
Carry homeowner insurance	388	60.9%	129
Carry renter's insurance	38	6.0%	73
Have auto insurance: 1 vehicle in household covered	103	25.6%	83
Have auto insurance: 2 vehicles in household covered	119	29.5%	104
Have auto insurance: 3+ vehicles in household covered	138	34.2%	157
Pets (Households)			
Household owns any pet	272	67.5%	126
Household owns any cat	139	34.5%	154
Household owns any dog	217	53.8%	132
Psychographics (Adults)			
Buying American is important to me	330	51.8%	122
Usually buy items on credit rather than wait	67	10.5%	90
Usually buy based on quality - not price	109	17.1%	95
Price is usually more important than brand name	184	28.9%	110
Usually use coupons for brands I buy often	132	20.7%	110
Am interested in how to help the environment	70	11.0%	67
Usually pay more for environ safe product	61	9.6%	75
Usually value green products over convenience	52	8.2%	78
Likely to buy a brand that supports a charity	233	36.6%	105
Reading (Adults)			
Bought digital book in last 12 months	70	11.0%	83
Bought hardcover book in last 12 months	137	21.5%	103
Bought paperback book in last 12 month	198	31.1%	99
Read any daily newspaper (paper version)	185	29.0%	111
Read any digital newspaper in last 30 days	159	25.0%	75
Read any magazine (paper/electronic version) in last 6 months	561	88.1%	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	480	75.4%	101
Went to family restaurant/steak house: 4+ times a month	166	26.1%	95
Went to fast food/drive-in restaurant in last 6 months	581	91.2%	101
Went to fast food/drive-in restaurant 9+ times/mo	250	39.2%	99
Fast food/drive-in last 6 months: eat in	263	41.3%	114
Fast food/drive-in last 6 months: home delivery	40	6.3%	82
Fast food/drive-in last 6 months: take-out/drive-thru	304	47.7%	103
Fast food/drive-in last 6 months: take-out/walk-in	112	17.6%	90
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	153	24.0%	76
Own e-reader/tablet: iPad	44	6.9%	45
Own any portable MP3 player	176	27.6%	90
HH owns 1 TV	73	18.1%	89
HH owns 2 TVs	109	27.0%	104
HH owns 3 TVs	97	24.1%	113
HH owns 4+ TVs	81	20.1%	106
HH subscribes to cable TV	134	33.3%	67
HH subscribes to fiber optic	3	0.7%	10
HH has satellite dish	186	46.2%	182
HH owns DVD/Blu-ray player	259	64.3%	106
HH owns camcorder	64	15.9%	114
HH owns portable GPS navigation device	136	33.7%	123
HH purchased video game system in last 12 mos	22	5.5%	69
HH owns Internet video device for TV	19	4.7%	67
Travel (Adults)			
Domestic travel in last 12 months	298	46.8%	93
Took 3+ domestic non-business trips in last 12 months	63	9.9%	89
Spent on domestic vacations in last 12 months: <\$1,000	66	10.4%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	36	5.7%	97
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	21	3.3%	92
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	24	3.8%	97
Spent on domestic vacations in last 12 months: \$3,000+	32	5.0%	91
Domestic travel in the 12 months: used general travel website	34	5.3%	79
Foreign travel in last 3 years	105	16.5%	68
Took 3+ foreign trips by plane in last 3 years	18	2.8%	63
Spent on foreign vacations in last 12 months: <\$1,000	20	3.1%	75
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	13	2.0%	63
Spent on foreign vacations in last 12 months: \$3,000+	21	3.3%	66
Foreign travel in last 3 years: used general travel website	19	3.0%	53
Nights spent in hotel/motel in last 12 months: any	243	38.1%	94
Took cruise of more than one day in last 3 years	42	6.6%	79
Member of any frequent flyer program	56	8.8%	54
Member of any hotel rewards program	74	11.6%	82

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