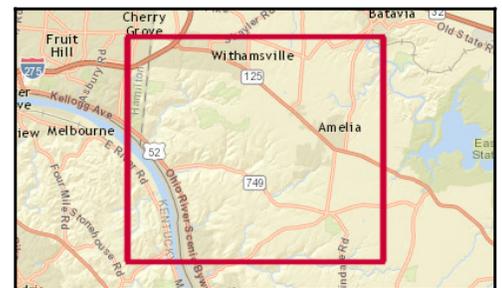
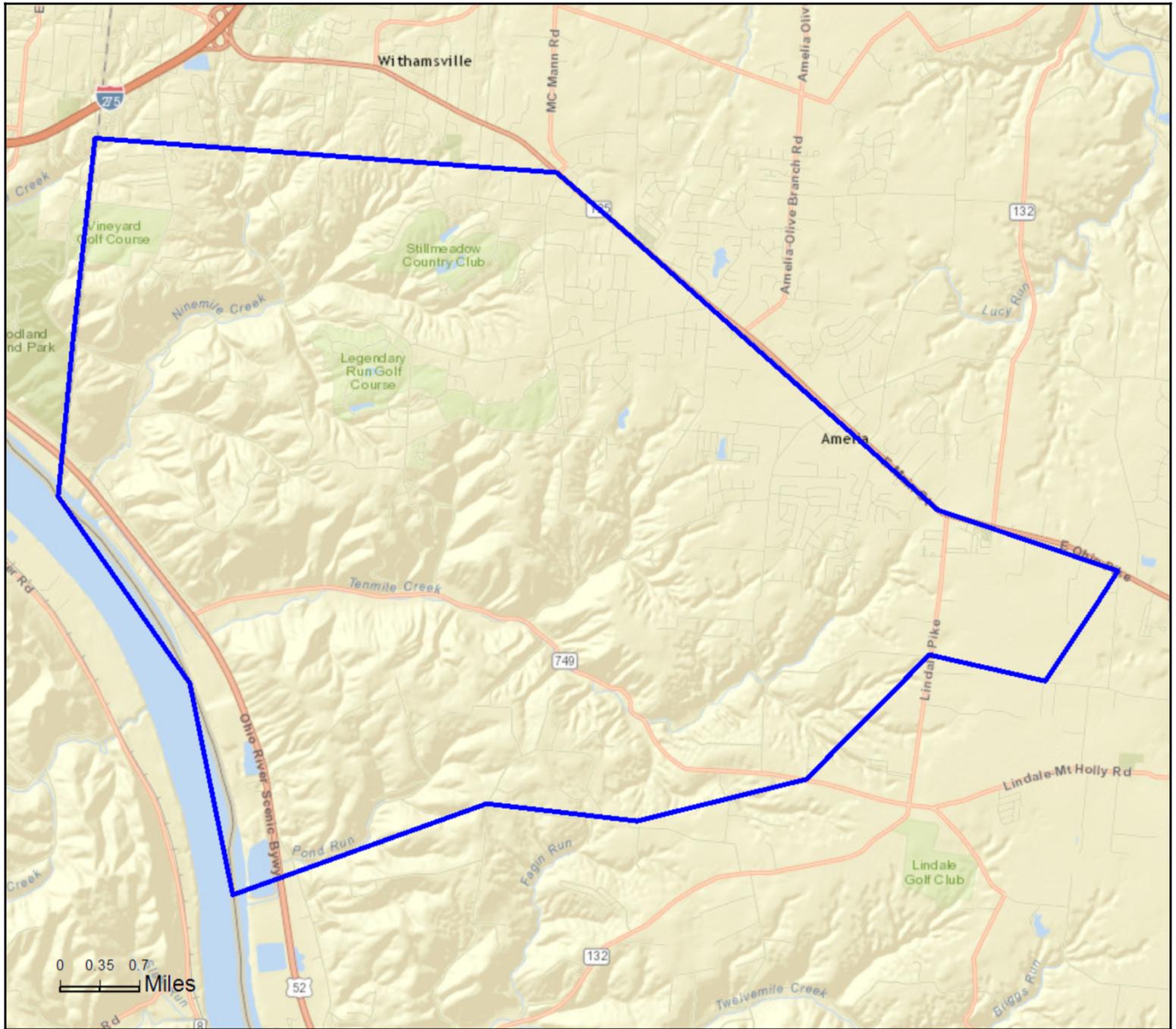


Site Map

Pierce Township
Pierce township (3902562540)
Geography: County Subdivision

Prepared by Esri



Population Summary	
2000 Total Population	12,226
2010 Total Population	14,349
2016 Total Population	14,720
2016 Group Quarters	0
2021 Total Population	15,131
2016-2021 Annual Rate	0.55%
Household Summary	
2000 Households	4,656
2000 Average Household Size	2.62
2010 Households	5,652
2010 Average Household Size	2.54
2016 Households	5,824
2016 Average Household Size	2.53
2021 Households	6,000
2021 Average Household Size	2.52
2016-2021 Annual Rate	0.60%
2010 Families	4,086
2010 Average Family Size	2.95
2016 Families	4,159
2016 Average Family Size	2.95
2021 Families	4,258
2021 Average Family Size	2.95
2016-2021 Annual Rate	0.47%
Housing Unit Summary	
2000 Housing Units	4,940
Owner Occupied Housing Units	73.3%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	5.7%
2010 Housing Units	6,011
Owner Occupied Housing Units	74.7%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	6.0%
2016 Housing Units	6,225
Owner Occupied Housing Units	72.0%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	6.4%
2021 Housing Units	6,455
Owner Occupied Housing Units	71.6%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	7.0%
Median Household Income	
2016	\$70,620
2021	\$82,939
Median Home Value	
2016	\$201,002
2021	\$224,307
Per Capita Income	
2016	\$37,413
2021	\$41,852
Median Age	
2010	40.0
2016	40.9
2021	41.3

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	5,824
<\$15,000	6.6%
\$15,000 - \$24,999	7.6%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	10.7%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	20.8%
\$150,000 - \$199,999	8.3%
\$200,000+	7.6%
Average Household Income	\$94,559

2021 Households by Income

Household Income Base	6,000
<\$15,000	5.8%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	5.1%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	12.0%
\$100,000 - \$149,999	24.4%
\$150,000 - \$199,999	9.8%
\$200,000+	8.4%
Average Household Income	\$105,545

2016 Owner Occupied Housing Units by Value

Total	4,485
<\$50,000	3.3%
\$50,000 - \$99,999	10.7%
\$100,000 - \$149,999	19.2%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	12.8%
\$250,000 - \$299,999	10.6%
\$300,000 - \$399,999	14.4%
\$400,000 - \$499,999	5.6%
\$500,000 - \$749,999	4.9%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	1.0%
Average Home Value	\$246,945

2021 Owner Occupied Housing Units by Value

Total	4,623
<\$50,000	1.5%
\$50,000 - \$99,999	5.0%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	23.4%
\$200,000 - \$249,999	16.4%
\$250,000 - \$299,999	13.8%
\$300,000 - \$399,999	14.5%
\$400,000 - \$499,999	5.9%
\$500,000 - \$749,999	5.6%
\$750,000 - \$999,999	1.2%
\$1,000,000 +	0.6%
Average Home Value	\$265,493

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	14,349
0 - 4	6.6%
5 - 9	6.8%
10 - 14	6.7%
15 - 24	10.9%
25 - 34	12.8%
35 - 44	12.7%
45 - 54	16.0%
55 - 64	15.2%
65 - 74	8.1%
75 - 84	3.3%
85 +	0.9%
18 +	76.2%
2016 Population by Age	
Total	14,720
0 - 4	6.0%
5 - 9	6.5%
10 - 14	6.8%
15 - 24	10.5%
25 - 34	12.5%
35 - 44	12.8%
45 - 54	13.2%
55 - 64	15.1%
65 - 74	11.0%
75 - 84	4.5%
85 +	1.2%
18 +	77.1%
2021 Population by Age	
Total	15,131
0 - 4	6.0%
5 - 9	6.3%
10 - 14	6.8%
15 - 24	10.5%
25 - 34	11.4%
35 - 44	14.0%
45 - 54	11.6%
55 - 64	13.6%
65 - 74	12.5%
75 - 84	5.9%
85 +	1.5%
18 +	77.2%
2010 Population by Sex	
Males	7,115
Females	7,234
2016 Population by Sex	
Males	7,292
Females	7,428
2021 Population by Sex	
Males	7,476
Females	7,655

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	14,349
White Alone	96.3%
Black Alone	0.9%
American Indian Alone	0.2%
Asian Alone	0.8%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.5%
Two or More Races	1.2%
Hispanic Origin	1.3%
Diversity Index	9.5
2016 Population by Race/Ethnicity	
Total	14,720
White Alone	95.4%
Black Alone	1.3%
American Indian Alone	0.2%
Asian Alone	1.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.6%
Two or More Races	1.5%
Hispanic Origin	1.6%
Diversity Index	12.0
2021 Population by Race/Ethnicity	
Total	15,131
White Alone	94.5%
Black Alone	1.6%
American Indian Alone	0.2%
Asian Alone	1.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.7%
Two or More Races	1.8%
Hispanic Origin	2.0%
Diversity Index	14.3
2010 Population by Relationship and Household Type	
Total	14,349
In Households	100.0%
In Family Households	86.1%
Householder	28.5%
Spouse	23.1%
Child	30.0%
Other relative	2.3%
Nonrelative	2.2%
In Nonfamily Households	13.9%
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	10,334
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	4.8%
High School Graduate	24.1%
GED/Alternative Credential	5.7%
Some College, No Degree	16.7%
Associate Degree	12.1%
Bachelor's Degree	21.5%
Graduate/Professional Degree	12.6%
2016 Population 15+ by Marital Status	
Total	11,879
Never Married	27.8%
Married	55.6%
Widowed	5.8%
Divorced	10.8%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.5%
Civilian Unemployed	4.5%
2016 Employed Population 16+ by Industry	
Total	7,639
Agriculture/Mining	0.0%
Construction	3.8%
Manufacturing	14.2%
Wholesale Trade	4.1%
Retail Trade	10.1%
Transportation/Utilities	5.7%
Information	0.8%
Finance/Insurance/Real Estate	8.4%
Services	48.8%
Public Administration	4.1%
2016 Employed Population 16+ by Occupation	
Total	7,639
White Collar	65.7%
Management/Business/Financial	18.4%
Professional	24.5%
Sales	8.4%
Administrative Support	14.5%
Services	15.0%
Blue Collar	19.3%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	2.6%
Installation/Maintenance/Repair	5.4%
Production	4.7%
Transportation/Material Moving	6.6%
2010 Population By Urban/ Rural Status	
Total Population	14,349
Population Inside Urbanized Area	83.2%
Population Inside Urbanized Cluster	0.0%
Rural Population	16.8%

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	5,652
Households with 1 Person	21.5%
Households with 2+ People	78.5%
Family Households	72.3%
Husband-wife Families	58.7%
With Related Children	23.1%
Other Family (No Spouse Present)	13.6%
Other Family with Male Householder	4.6%
With Related Children	3.0%
Other Family with Female Householder	9.0%
With Related Children	5.6%
Nonfamily Households	6.2%
All Households with Children	32.2%
Multigenerational Households	3.1%
Unmarried Partner Households	7.7%
Male-female	7.0%
Same-sex	0.7%
2010 Households by Size	
Total	5,652
1 Person Household	21.5%
2 Person Household	39.4%
3 Person Household	16.9%
4 Person Household	13.2%
5 Person Household	5.6%
6 Person Household	2.2%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	5,652
Owner Occupied	79.4%
Owned with a Mortgage/Loan	62.9%
Owned Free and Clear	16.5%
Renter Occupied	20.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	6,011
Housing Units Inside Urbanized Area	83.9%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	16.1%

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. Green Acres (6A)
2. Up and Coming Families
3. Exurbanites (1E)

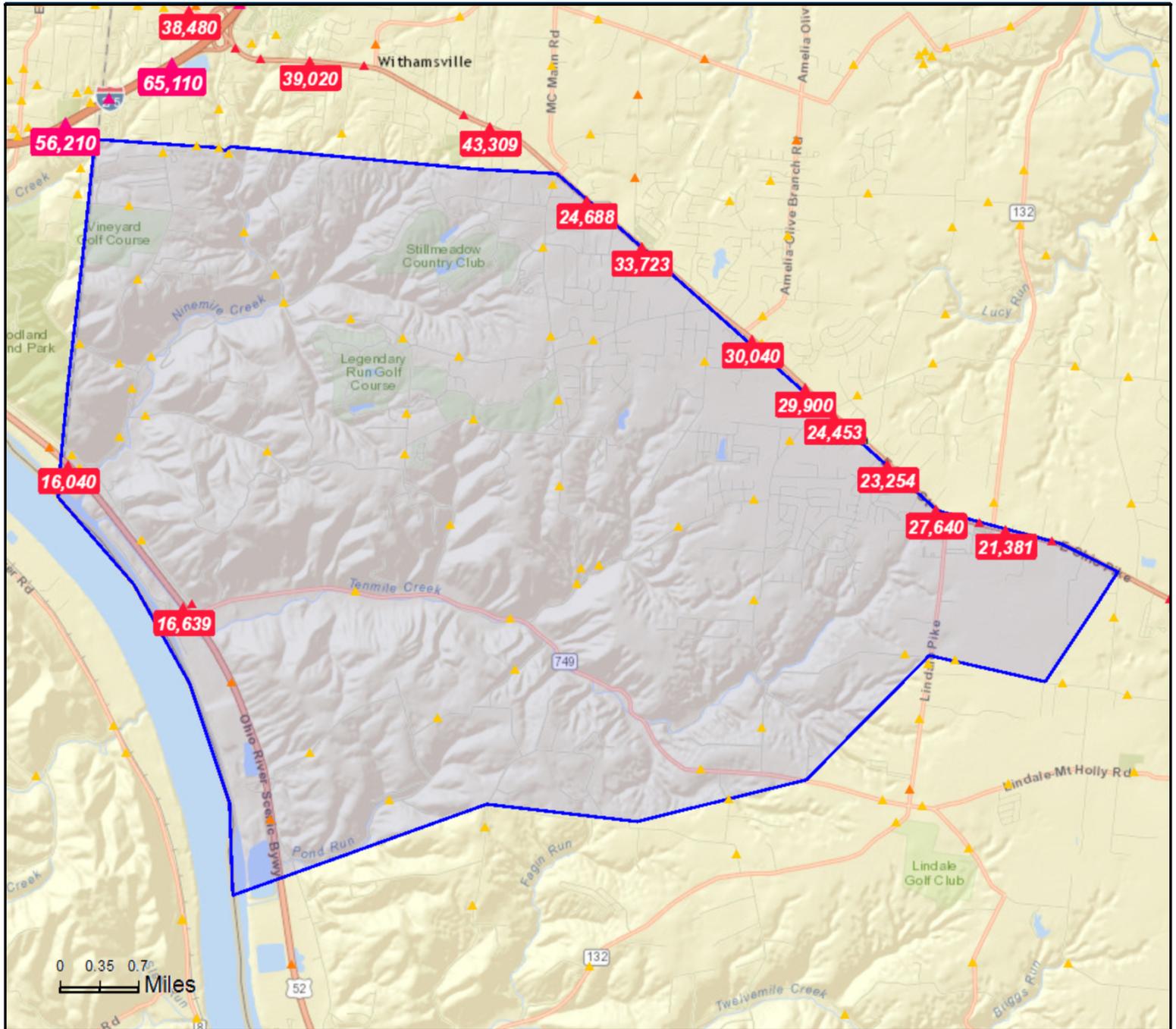
2016 Consumer Spending

Apparel & Services: Total \$	\$14,118,754
Average Spent	\$2,424.24
Spending Potential Index	120
Education: Total \$	\$9,965,049
Average Spent	\$1,711.03
Spending Potential Index	121
Entertainment/Recreation: Total \$	\$20,763,868
Average Spent	\$3,565.22
Spending Potential Index	122
Food at Home: Total \$	\$34,251,521
Average Spent	\$5,881.10
Spending Potential Index	118
Food Away from Home: Total \$	\$21,786,044
Average Spent	\$3,740.74
Spending Potential Index	121
Health Care: Total \$	\$37,538,768
Average Spent	\$6,445.53
Spending Potential Index	122
HH Furnishings & Equipment: Total \$	\$12,729,482
Average Spent	\$2,185.69
Spending Potential Index	124
Personal Care Products & Services: Total \$	\$5,249,101
Average Spent	\$901.29
Spending Potential Index	123
Shelter: Total \$	\$109,796,554
Average Spent	\$18,852.43
Spending Potential Index	121
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$16,947,358
Average Spent	\$2,909.92
Spending Potential Index	125
Travel: Total \$	\$13,902,050
Average Spent	\$2,387.03
Spending Potential Index	128
Vehicle Maintenance & Repairs: Total \$	\$7,309,632
Average Spent	\$1,255.09
Spending Potential Index	121

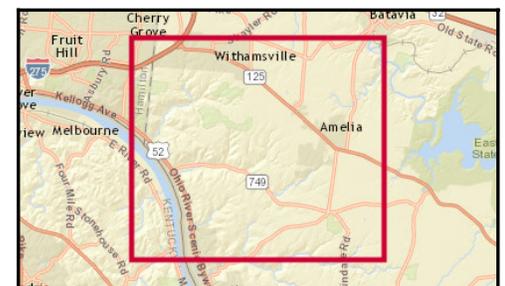
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

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

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



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



Source: ©2016 Kalibrate Technologies

Data for all businesses in area

Total Businesses:	341
Total Employees:	3,428
Total Residential Population:	14,720
Employee/Residential Population Ratio:	0.23:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	13	3.8%	53	1.5%
Construction	47	13.8%	182	5.3%
Manufacturing	12	3.5%	123	3.6%
Transportation	8	2.3%	51	1.5%
Communication	2	0.6%	10	0.3%
Utility	0	0.0%	0	0.0%
Wholesale Trade	4	1.2%	18	0.5%
Retail Trade Summary	74	21.7%	1,608	46.9%
Home Improvement	3	0.9%	16	0.5%
General Merchandise Stores	2	0.6%	341	9.9%
Food Stores	8	2.3%	178	5.2%
Auto Dealers, Gas Stations, Auto Aftermarket	11	3.2%	351	10.2%
Apparel & Accessory Stores	1	0.3%	3	0.1%
Furniture & Home Furnishings	5	1.5%	25	0.7%
Eating & Drinking Places	23	6.7%	389	11.3%
Miscellaneous Retail	21	6.2%	305	8.9%
Finance, Insurance, Real Estate Summary	45	13.2%	111	3.2%
Banks, Savings & Lending Institutions	28	8.2%	62	1.8%
Securities Brokers	2	0.6%	3	0.1%
Insurance Carriers & Agents	5	1.5%	15	0.4%
Real Estate, Holding, Other Investment Offices	10	2.9%	31	0.9%
Services Summary	105	30.8%	870	25.4%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	10	2.9%	33	1.0%
Motion Pictures & Amusements	12	3.5%	104	3.0%
Health Services	5	1.5%	48	1.4%
Legal Services	2	0.6%	20	0.6%
Education Institutions & Libraries	6	1.8%	230	6.7%
Other Services	70	20.5%	435	12.7%
Government	9	2.6%	400	11.7%
Unclassified Establishments	22	6.5%	2	0.1%
Totals	341	100.0%	3,428	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	1	0.3%	1	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	49	14.4%	200	5.8%
Manufacturing	13	3.8%	129	3.8%
Wholesale Trade	4	1.2%	18	0.5%
Retail Trade	48	14.1%	1,198	34.9%
Motor Vehicle & Parts Dealers	9	2.6%	344	10.0%
Furniture & Home Furnishings Stores	3	0.9%	17	0.5%
Electronics & Appliance Stores	3	0.9%	17	0.5%
Bldg Material & Garden Equipment & Supplies Dealers	3	0.9%	16	0.5%
Food & Beverage Stores	6	1.8%	167	4.9%
Health & Personal Care Stores	5	1.5%	224	6.5%
Gasoline Stations	2	0.6%	7	0.2%
Clothing & Clothing Accessories Stores	4	1.2%	15	0.4%
Sport Goods, Hobby, Book, & Music Stores	3	0.9%	14	0.4%
General Merchandise Stores	2	0.6%	341	9.9%
Miscellaneous Store Retailers	7	2.1%	35	1.0%
Nonstore Retailers	1	0.3%	1	0.0%
Transportation & Warehousing	8	2.3%	34	1.0%
Information	6	1.8%	40	1.2%
Finance & Insurance	37	10.9%	95	2.8%
Central Bank/Credit Intermediation & Related Activities	30	8.8%	77	2.2%
Securities, Commodity Contracts & Other Financial	2	0.6%	3	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	5	1.5%	15	0.4%
Real Estate, Rental & Leasing	18	5.3%	78	2.3%
Professional, Scientific & Tech Services	21	6.2%	180	5.3%
Legal Services	3	0.9%	23	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	24	7.0%	82	2.4%
Educational Services	10	2.9%	228	6.7%
Health Care & Social Assistance	11	3.2%	116	3.4%
Arts, Entertainment & Recreation	4	1.2%	102	3.0%
Accommodation & Food Services	23	6.7%	389	11.3%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	23	6.7%	389	11.3%
Other Services (except Public Administration)	33	9.7%	136	4.0%
Automotive Repair & Maintenance	7	2.1%	27	0.8%
Public Administration	9	2.6%	400	11.7%
Unclassified Establishments	22	6.5%	2	0.1%
Total	341	100.0%	3,428	100.0%

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

Retail MarketPlace Profile

Pierce Township
Geography: County Subdivision

Prepared by Esri

Summary Demographics

2016 Population	14,720
2016 Households	5,824
2016 Median Disposable Income	\$56,503
2016 Per Capita Income	\$37,413

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	\$286,926,980	\$296,857,268	-\$9,930,288	-1.7	73
Total Retail Trade	44-45	\$260,408,888	\$285,361,825	-\$24,952,937	-4.6	52
Total Food & Drink	722	\$26,518,092	\$11,495,443	\$15,022,649	39.5	21

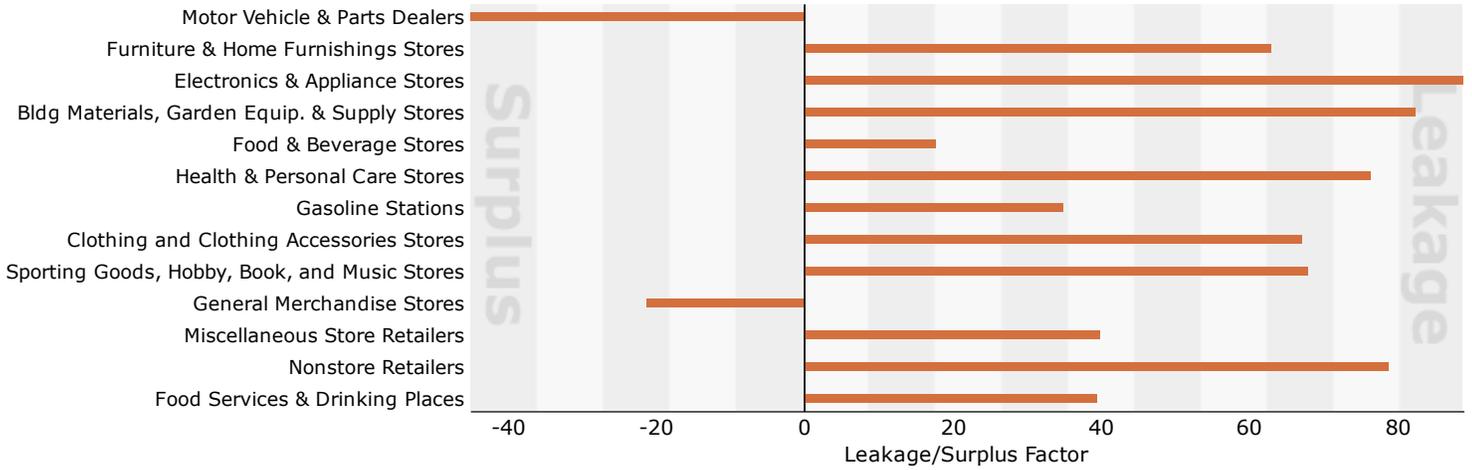
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$59,118,855	\$156,139,429	-\$97,020,574	-45.1	11
Automobile Dealers	4411	\$47,898,939	\$151,459,168	-\$103,560,229	-51.9	7
Other Motor Vehicle Dealers	4412	\$6,800,281	\$2,982,615	\$3,817,666	39.0	2
Auto Parts, Accessories & Tire Stores	4413	\$4,419,635	\$1,697,646	\$2,721,989	44.5	2
Furniture & Home Furnishings Stores	442	\$6,963,100	\$1,577,371	\$5,385,729	63.1	3
Furniture Stores	4421	\$4,488,566	\$544,028	\$3,944,538	78.4	1
Home Furnishings Stores	4422	\$2,474,534	\$1,033,343	\$1,441,191	41.1	2
Electronics & Appliance Stores	443	\$14,581,224	\$848,548	\$13,732,676	89.0	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$13,353,518	\$1,280,718	\$12,072,800	82.5	4
Bldg Material & Supplies Dealers	4441	\$11,561,416	\$872,452	\$10,688,964	86.0	3
Lawn & Garden Equip & Supply Stores	4442	\$1,792,102	\$408,266	\$1,383,836	62.9	1
Food & Beverage Stores	445	\$46,046,175	\$32,121,841	\$13,924,334	17.8	5
Grocery Stores	4451	\$42,455,501	\$31,624,512	\$10,830,989	14.6	3
Specialty Food Stores	4452	\$2,224,676	\$266,507	\$1,958,169	78.6	1
Beer, Wine & Liquor Stores	4453	\$1,365,998	\$230,822	\$1,135,176	71.1	1
Health & Personal Care Stores	446,4461	\$19,267,490	\$2,579,336	\$16,688,154	76.4	2
Gasoline Stations	447,4471	\$17,807,057	\$8,581,469	\$9,225,588	35.0	6
Clothing & Clothing Accessories Stores	448	\$11,555,525	\$2,272,591	\$9,282,934	67.1	5
Clothing Stores	4481	\$7,264,200	\$436,728	\$6,827,472	88.7	2
Shoe Stores	4482	\$1,369,821	\$597,843	\$771,978	39.2	1
Jewelry, Luggage & Leather Goods Stores	4483	\$2,921,504	\$1,238,020	\$1,683,484	40.5	2
Sporting Goods, Hobby, Book & Music Stores	451	\$8,579,226	\$1,629,467	\$6,949,759	68.1	4
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,953,831	\$1,411,070	\$5,542,761	66.3	3
Book, Periodical & Music Stores	4512	\$1,625,395	\$218,397	\$1,406,998	76.3	1
General Merchandise Stores	452	\$47,106,490	\$72,684,333	-\$25,577,843	-21.4	2
Department Stores Excluding Leased Depts.	4521	\$37,215,620	\$71,924,000	-\$34,708,380	-31.8	1
Other General Merchandise Stores	4529	\$9,890,870	\$760,333	\$9,130,537	85.7	1
Miscellaneous Store Retailers	453	\$12,058,037	\$5,175,155	\$6,882,882	39.9	8
Florists	4531	\$515,332	\$109,470	\$405,862	65.0	1
Office Supplies, Stationery & Gift Stores	4532	\$2,854,285	\$0	\$2,854,285	100.0	0
Used Merchandise Stores	4533	\$1,792,056	\$0	\$1,792,056	100.0	0
Other Miscellaneous Store Retailers	4539	\$6,896,364	\$5,065,685	\$1,830,679	15.3	7
Nonstore Retailers	454	\$3,972,191	\$471,567	\$3,500,624	78.8	1
Electronic Shopping & Mail-Order Houses	4541	\$2,268,088	\$471,567	\$1,796,521	65.6	1
Vending Machine Operators	4542	\$409,750	\$0	\$409,750	100.0	0
Direct Selling Establishments	4543	\$1,294,353	\$0	\$1,294,353	100.0	0
Food Services & Drinking Places	722	\$26,518,092	\$11,495,443	\$15,022,649	39.5	21
Full-Service Restaurants	7221	\$13,249,135	\$4,862,777	\$8,386,358	46.3	10
Limited-Service Eating Places	7222	\$11,744,667	\$6,417,565	\$5,327,102	29.3	8
Special Food Services	7223	\$694,570	\$99,409	\$595,161	75.0	1
Drinking Places - Alcoholic Beverages	7224	\$829,720	\$115,692	\$714,028	75.5	2

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.

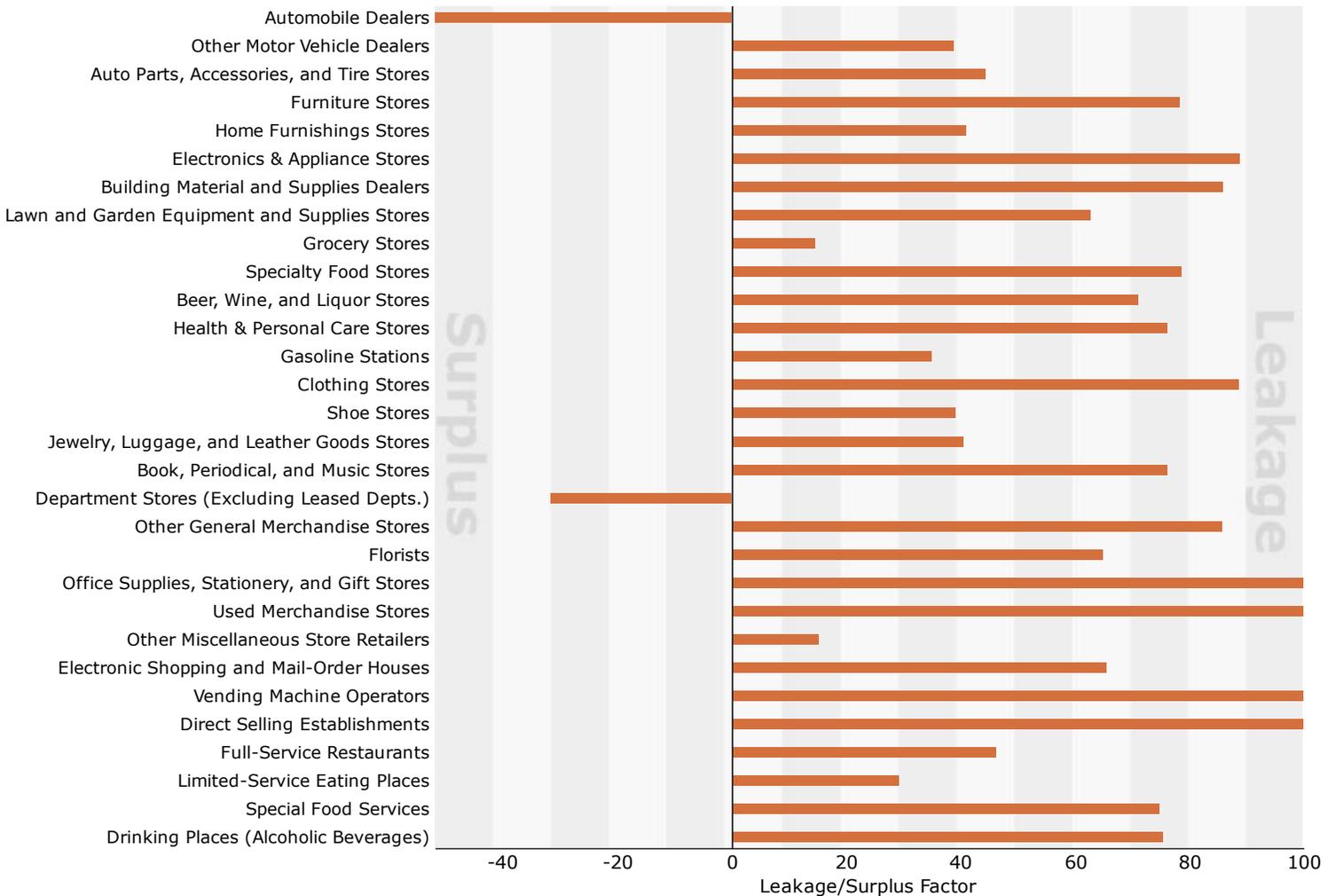
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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		14,720	15,131
Population 18+		11,348	11,687
Households		5,824	6,000
Median Household Income		\$70,620	\$82,939

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	5,728	50.5%	107
Bought any women's clothing in last 12 months	5,227	46.1%	105
Bought clothing for child <13 years in last 6 months	3,206	28.3%	103
Bought any shoes in last 12 months	6,450	56.8%	105
Bought costume jewelry in last 12 months	2,382	21.0%	107
Bought any fine jewelry in last 12 months	2,062	18.2%	99
Bought a watch in last 12 months	1,384	12.2%	111
Automobiles (Households)			
HH owns/leases any vehicle	5,366	92.1%	108
HH bought/leased new vehicle last 12 mo	621	10.7%	114
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	10,393	91.6%	108
Bought/changed motor oil in last 12 months	5,900	52.0%	106
Had tune-up in last 12 months	3,586	31.6%	105
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	7,382	65.1%	99
Drank regular cola in last 6 months	4,765	42.0%	94
Drank beer/ale in last 6 months	5,187	45.7%	107
Cameras (Adults)			
Own digital point & shoot camera	3,953	34.8%	120
Own digital single-lens reflex (SLR) camera	1,148	10.1%	117
Bought any camera in last 12 months	739	6.5%	114
Printed digital photos in last 12 months	378	3.3%	114
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	4,175	36.8%	102
Have a smartphone	7,124	62.8%	107
Have a smartphone: Android phone (any brand)	3,032	26.7%	99
Have a smartphone: Apple iPhone	3,489	30.7%	119
Number of cell phones in household: 1	1,564	26.9%	84
Number of cell phones in household: 2	2,318	39.8%	106
Number of cell phones in household: 3+	1,726	29.6%	116
HH has cell phone only (no landline telephone)	2,220	38.1%	91
Computers (Households)			
HH owns a computer	4,873	83.7%	109
HH owns desktop computer	3,064	52.6%	116
HH owns laptop/notebook	3,492	60.0%	111
HH owns any Apple/Mac brand computer	971	16.7%	111
HH owns any PC/non-Apple brand computer	4,342	74.6%	110
HH purchased most recent computer in a store	2,492	42.8%	114
HH purchased most recent computer online	877	15.1%	115
Spent <\$500 on most recent home computer	859	14.7%	102
Spent \$500-\$999 on most recent home computer	1,334	22.9%	120
Spent \$1,000-\$1,499 on most recent home computer	649	11.1%	118
Spent \$1,500-\$1,999 on most recent home computer	313	5.4%	118
Spent \$2,000+ on most recent home computer	230	3.9%	101

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.

Retail Market Potential

Pierce Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	6,156	54.2%	107
Bought brewed coffee at convenience store in last 30 days	1,909	16.8%	107
Bought cigarettes at convenience store in last 30 days	1,237	10.9%	87
Bought gas at convenience store in last 30 days	4,054	35.7%	108
Spent at convenience store in last 30 days: <\$20	1,028	9.1%	112
Spent at convenience store in last 30 days: \$20-\$39	1,071	9.4%	104
Spent at convenience store in last 30 days: \$40-\$50	861	7.6%	100
Spent at convenience store in last 30 days: \$51-\$99	497	4.4%	99
Spent at convenience store in last 30 days: \$100+	2,694	23.7%	104
Entertainment (Adults)			
Attended a movie in last 6 months	7,368	64.9%	109
Went to live theater in last 12 months	1,669	14.7%	113
Went to a bar/night club in last 12 months	2,102	18.5%	111
Dined out in last 12 months	5,899	52.0%	116
Gambled at a casino in last 12 months	1,801	15.9%	116
Visited a theme park in last 12 months	2,235	19.7%	112
Viewed movie (video-on-demand) in last 30 days	2,154	19.0%	112
Viewed TV show (video-on-demand) in last 30 days	1,560	13.7%	106
Watched any pay-per-view TV in last 12 months	1,710	15.1%	115
Downloaded a movie over the Internet in last 30 days	767	6.8%	94
Downloaded any individual song in last 6 months	2,665	23.5%	115
Watched a movie online in the last 30 days	1,728	15.2%	95
Watched a TV program online in last 30 days	1,747	15.4%	103
Played a video/electronic game (console) in last 12 months	1,207	10.6%	102
Played a video/electronic game (portable) in last 12 months	522	4.6%	101
Financial (Adults)			
Have home mortgage (1st)	4,366	38.5%	124
Used ATM/cash machine in last 12 months	6,239	55.0%	112
Own any stock	1,110	9.8%	128
Own U.S. savings bond	700	6.2%	117
Own shares in mutual fund (stock)	1,124	9.9%	137
Own shares in mutual fund (bonds)	759	6.7%	138
Have interest checking account	3,885	34.2%	121
Have non-interest checking account	3,573	31.5%	111
Have savings account	7,085	62.4%	116
Have 401K retirement savings plan	2,046	18.0%	124
Own/used any credit/debit card in last 12 months	9,241	81.4%	109
Avg monthly credit card expenditures: <\$111	1,442	12.7%	110
Avg monthly credit card expenditures: \$111-\$225	823	7.3%	105
Avg monthly credit card expenditures: \$226-\$450	812	7.2%	113
Avg monthly credit card expenditures: \$451-\$700	701	6.2%	116
Avg monthly credit card expenditures: \$701-\$1,000	603	5.3%	123
Avg monthly credit card expenditures: \$1,001+	1,261	11.1%	122
Did banking online in last 12 months	4,913	43.3%	121
Did banking on mobile device in last 12 months	1,906	16.8%	120
Paid bills online in last 12 months	5,550	48.9%	114

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Retail Market Potential

Pierce Township
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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	4,236	72.7%	105
Used bread in last 6 months	5,534	95.0%	101
Used chicken (fresh or frozen) in last 6 months	4,108	70.5%	102
Used turkey (fresh or frozen) in last 6 months	1,002	17.2%	109
Used fish/seafood (fresh or frozen) in last 6 months	3,234	55.5%	102
Used fresh fruit/vegetables in last 6 months	5,107	87.7%	102
Used fresh milk in last 6 months	5,237	89.9%	102
Used organic food in last 6 months	1,112	19.1%	97
Health (Adults)			
Exercise at home 2+ times per week	3,700	32.6%	115
Exercise at club 2+ times per week	1,710	15.1%	116
Visited a doctor in last 12 months	9,007	79.4%	105
Used vitamin/dietary supplement in last 6 months	6,357	56.0%	106
Home (Households)			
Any home improvement in last 12 months	1,875	32.2%	120
Used housekeeper/maid/professional HH cleaning service in last 12	895	15.4%	117
Purchased low ticket HH furnishings in last 12 months	1,009	17.3%	108
Purchased big ticket HH furnishings in last 12 months	1,336	22.9%	110
Bought any small kitchen appliance in last 12 months	1,412	24.2%	109
Bought any large kitchen appliance in last 12 months	803	13.8%	108
Insurance (Adults/Households)			
Currently carry life insurance	5,629	49.6%	116
Carry medical/hospital/accident insurance	8,110	71.5%	109
Carry homeowner insurance	6,414	56.5%	120
Carry renter's insurance	966	8.5%	105
Have auto insurance: 1 vehicle in household covered	1,549	26.6%	86
Have auto insurance: 2 vehicles in household covered	1,890	32.5%	114
Have auto insurance: 3+ vehicles in household covered	1,680	28.8%	132
Pets (Households)			
Household owns any pet	3,523	60.5%	113
Household owns any cat	1,462	25.1%	112
Household owns any dog	2,740	47.0%	115
Psychographics (Adults)			
Buying American is important to me	5,003	44.1%	104
Usually buy items on credit rather than wait	1,254	11.1%	94
Usually buy based on quality - not price	2,038	18.0%	100
Price is usually more important than brand name	2,856	25.2%	96
Usually use coupons for brands I buy often	2,200	19.4%	102
Am interested in how to help the environment	1,617	14.2%	87
Usually pay more for environ safe product	1,329	11.7%	92
Usually value green products over convenience	1,027	9.1%	86
Likely to buy a brand that supports a charity	3,912	34.5%	99
Reading (Adults)			
Bought digital book in last 12 months	1,838	16.2%	122
Bought hardcover book in last 12 months	2,621	23.1%	110
Bought paperback book in last 12 month	3,751	33.1%	105
Read any daily newspaper (paper version)	3,185	28.1%	107
Read any digital newspaper in last 30 days	4,157	36.6%	110
Read any magazine (paper/electronic version) in last 6 months	10,534	92.8%	102

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Pierce Township
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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	8,997	79.3%	106
Went to family restaurant/steak house: 4+ times a month	3,459	30.5%	111
Went to fast food/drive-in restaurant in last 6 months	10,405	91.7%	102
Went to fast food/drive-in restaurant 9+ times/mo	4,749	41.8%	106
Fast food/drive-in last 6 months: eat in	4,278	37.7%	104
Fast food/drive-in last 6 months: home delivery	846	7.5%	97
Fast food/drive-in last 6 months: take-out/drive-thru	5,665	49.9%	108
Fast food/drive-in last 6 months: take-out/walk-in	2,207	19.4%	100
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	4,213	37.1%	117
Own e-reader/tablet: iPad	2,159	19.0%	124
Own any portable MP3 player	3,912	34.5%	112
HH owns 1 TV	973	16.7%	82
HH owns 2 TVs	1,469	25.2%	97
HH owns 3 TVs	1,366	23.5%	110
HH owns 4+ TVs	1,345	23.1%	122
HH subscribes to cable TV	2,926	50.2%	101
HH subscribes to fiber optic	465	8.0%	105
HH has satellite dish	1,547	26.6%	105
HH owns DVD/Blu-ray player	3,817	65.5%	108
HH owns camcorder	992	17.0%	122
HH owns portable GPS navigation device	1,953	33.5%	122
HH purchased video game system in last 12 mos	437	7.5%	95
HH owns Internet video device for TV	465	8.0%	113
Travel (Adults)			
Domestic travel in last 12 months	6,715	59.2%	118
Took 3+ domestic non-business trips in last 12 months	1,679	14.8%	133
Spent on domestic vacations in last 12 months: <\$1,000	1,371	12.1%	113
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	736	6.5%	111
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	530	4.7%	131
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	597	5.3%	135
Spent on domestic vacations in last 12 months: \$3,000+	861	7.6%	138
Domestic travel in the 12 months: used general travel website	958	8.4%	125
Foreign travel in last 3 years	3,124	27.5%	114
Took 3+ foreign trips by plane in last 3 years	614	5.4%	120
Spent on foreign vacations in last 12 months: <\$1,000	611	5.4%	129
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	350	3.1%	95
Spent on foreign vacations in last 12 months: \$3,000+	676	6.0%	120
Foreign travel in last 3 years: used general travel website	703	6.2%	111
Nights spent in hotel/motel in last 12 months: any	5,547	48.9%	120
Took cruise of more than one day in last 3 years	1,192	10.5%	125
Member of any frequent flyer program	2,394	21.1%	129
Member of any hotel rewards program	2,202	19.4%	137

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