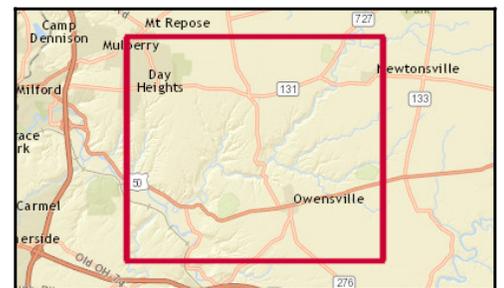
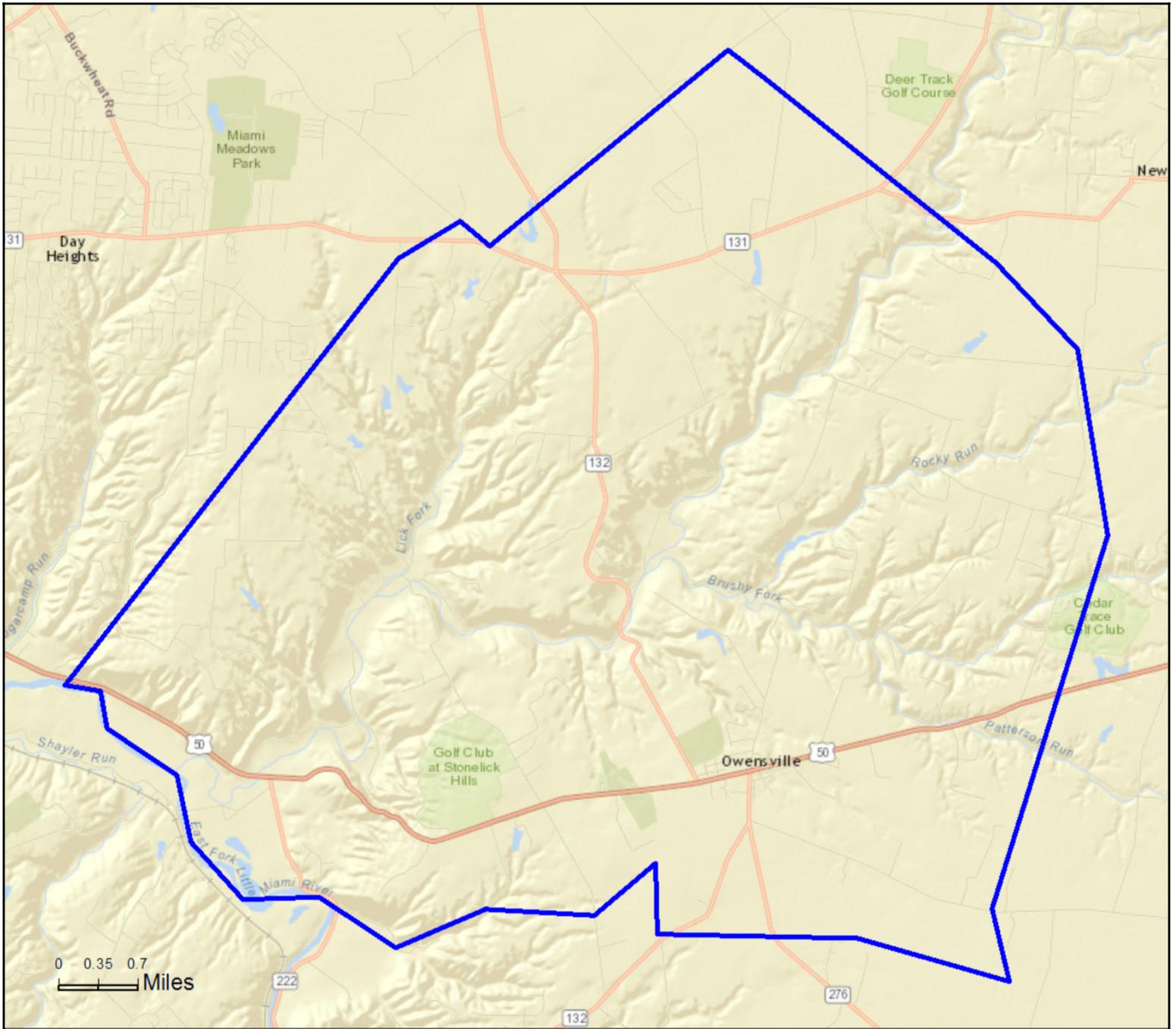


Site Map

Stonelick Township
Stonelick township (3902574825)
Geography: County Subdivision

Prepared by Esri



Population Summary	
2000 Total Population	5,816
2010 Total Population	5,890
2016 Total Population	5,991
2016 Group Quarters	31
2021 Total Population	6,132
2016-2021 Annual Rate	0.47%
Household Summary	
2000 Households	2,135
2000 Average Household Size	2.71
2010 Households	2,329
2010 Average Household Size	2.52
2016 Households	2,390
2016 Average Household Size	2.49
2021 Households	2,455
2021 Average Household Size	2.49
2016-2021 Annual Rate	0.54%
2010 Families	1,704
2010 Average Family Size	2.93
2016 Families	1,728
2016 Average Family Size	2.92
2021 Families	1,764
2021 Average Family Size	2.91
2016-2021 Annual Rate	0.41%
Housing Unit Summary	
2000 Housing Units	2,209
Owner Occupied Housing Units	78.3%
Renter Occupied Housing Units	18.4%
Vacant Housing Units	3.3%
2010 Housing Units	2,478
Owner Occupied Housing Units	73.1%
Renter Occupied Housing Units	20.9%
Vacant Housing Units	6.0%
2016 Housing Units	2,553
Owner Occupied Housing Units	70.2%
Renter Occupied Housing Units	23.4%
Vacant Housing Units	6.4%
2021 Housing Units	2,634
Owner Occupied Housing Units	69.7%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	6.8%
Median Household Income	
2016	\$61,581
2021	\$70,782
Median Home Value	
2016	\$175,453
2021	\$217,050
Per Capita Income	
2016	\$32,729
2021	\$37,006
Median Age	
2010	43.9
2016	45.4
2021	46.4

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	2,390
<\$15,000	7.3%
\$15,000 - \$24,999	6.3%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	11.6%
\$50,000 - \$74,999	25.6%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	16.4%
\$150,000 - \$199,999	5.3%
\$200,000+	5.3%
Average Household Income	\$81,766

2021 Households by Income

Household Income Base	2,455
<\$15,000	6.9%
\$15,000 - \$24,999	5.7%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	6.2%
\$50,000 - \$74,999	23.0%
\$75,000 - \$99,999	13.7%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	6.5%
\$200,000+	6.4%
Average Household Income	\$92,164

2016 Owner Occupied Housing Units by Value

Total	1,793
<\$50,000	6.5%
\$50,000 - \$99,999	11.2%
\$100,000 - \$149,999	22.9%
\$150,000 - \$199,999	18.5%
\$200,000 - \$249,999	7.8%
\$250,000 - \$299,999	9.8%
\$300,000 - \$399,999	12.2%
\$400,000 - \$499,999	6.7%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	0.7%
\$1,000,000 +	0.9%
Average Home Value	\$223,745

2021 Owner Occupied Housing Units by Value

Total	1,837
<\$50,000	3.0%
\$50,000 - \$99,999	5.1%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	24.5%
\$200,000 - \$249,999	13.0%
\$250,000 - \$299,999	13.7%
\$300,000 - \$399,999	13.6%
\$400,000 - \$499,999	8.9%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	0.8%
\$1,000,000 +	0.8%
Average Home Value	\$257,744

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	5,890
0 - 4	5.3%
5 - 9	6.1%
10 - 14	6.9%
15 - 24	11.8%
25 - 34	9.5%
35 - 44	12.0%
45 - 54	17.7%
55 - 64	14.8%
65 - 74	10.4%
75 - 84	4.4%
85 +	1.2%
18 +	78.1%
2016 Population by Age	
Total	5,991
0 - 4	5.0%
5 - 9	5.8%
10 - 14	5.8%
15 - 24	10.9%
25 - 34	11.4%
35 - 44	10.6%
45 - 54	14.8%
55 - 64	16.9%
65 - 74	12.2%
75 - 84	5.2%
85 +	1.4%
18 +	80.0%
2021 Population by Age	
Total	6,132
0 - 4	4.8%
5 - 9	5.5%
10 - 14	6.0%
15 - 24	9.9%
25 - 34	10.6%
35 - 44	11.5%
45 - 54	13.1%
55 - 64	16.3%
65 - 74	13.8%
75 - 84	6.8%
85 +	1.7%
18 +	80.3%
2010 Population by Sex	
Males	2,938
Females	2,952
2016 Population by Sex	
Males	3,024
Females	2,967
2021 Population by Sex	
Males	3,129
Females	3,003

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	5,890
White Alone	98.0%
Black Alone	0.2%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	1.3%
Hispanic Origin	1.0%
Diversity Index	5.7

2016 Population by Race/Ethnicity

Total	5,991
White Alone	97.5%
Black Alone	0.2%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.7%
Hispanic Origin	1.3%
Diversity Index	7.2

2021 Population by Race/Ethnicity

Total	6,132
White Alone	97.1%
Black Alone	0.3%
American Indian Alone	0.1%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	2.0%
Hispanic Origin	1.5%
Diversity Index	8.7

2010 Population by Relationship and Household Type

Total	5,890
In Households	99.5%
In Family Households	86.7%
Householder	28.9%
Spouse	23.2%
Child	30.4%
Other relative	2.1%
Nonrelative	2.0%
In Nonfamily Households	12.8%
In Group Quarters	0.5%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.5%

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	4,343
Less than 9th Grade	4.0%
9th - 12th Grade, No Diploma	8.7%
High School Graduate	34.1%
GED/Alternative Credential	5.8%
Some College, No Degree	19.6%
Associate Degree	9.9%
Bachelor's Degree	13.4%
Graduate/Professional Degree	4.5%
2016 Population 15+ by Marital Status	
Total	4,995
Never Married	23.0%
Married	57.6%
Widowed	8.6%
Divorced	10.9%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.5%
Civilian Unemployed	4.5%
2016 Employed Population 16+ by Industry	
Total	2,703
Agriculture/Mining	0.0%
Construction	8.1%
Manufacturing	18.1%
Wholesale Trade	3.3%
Retail Trade	13.2%
Transportation/Utilities	3.8%
Information	2.6%
Finance/Insurance/Real Estate	8.1%
Services	41.4%
Public Administration	1.4%
2016 Employed Population 16+ by Occupation	
Total	2,703
White Collar	56.3%
Management/Business/Financial	14.3%
Professional	15.9%
Sales	9.9%
Administrative Support	16.2%
Services	13.1%
Blue Collar	30.6%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	9.4%
Production	11.1%
Transportation/Material Moving	3.4%
2010 Population By Urban/ Rural Status	
Total Population	5,890
Population Inside Urbanized Area	14.7%
Population Inside Urbanized Cluster	0.0%
Rural Population	85.3%

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	2,329
Households with 1 Person	22.5%
Households with 2+ People	77.5%
Family Households	73.2%
Husband-wife Families	58.8%
With Related Children	21.2%
Other Family (No Spouse Present)	14.4%
Other Family with Male Householder	4.9%
With Related Children	3.1%
Other Family with Female Householder	9.4%
With Related Children	5.8%
Nonfamily Households	4.4%
All Households with Children	30.4%
Multigenerational Households	3.4%
Unmarried Partner Households	6.1%
Male-female	5.5%
Same-sex	0.6%
2010 Households by Size	
Total	2,329
1 Person Household	22.5%
2 Person Household	38.9%
3 Person Household	16.4%
4 Person Household	13.5%
5 Person Household	5.9%
6 Person Household	2.2%
7 + Person Household	0.7%
2010 Households by Tenure and Mortgage Status	
Total	2,329
Owner Occupied	77.8%
Owned with a Mortgage/Loan	53.7%
Owned Free and Clear	24.0%
Renter Occupied	22.2%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,478
Housing Units Inside Urbanized Area	18.7%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	81.3%

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. Salt of the Earth (6B)
2. The Great Outdoors (6C)
3. Comfortable Empty Nesters

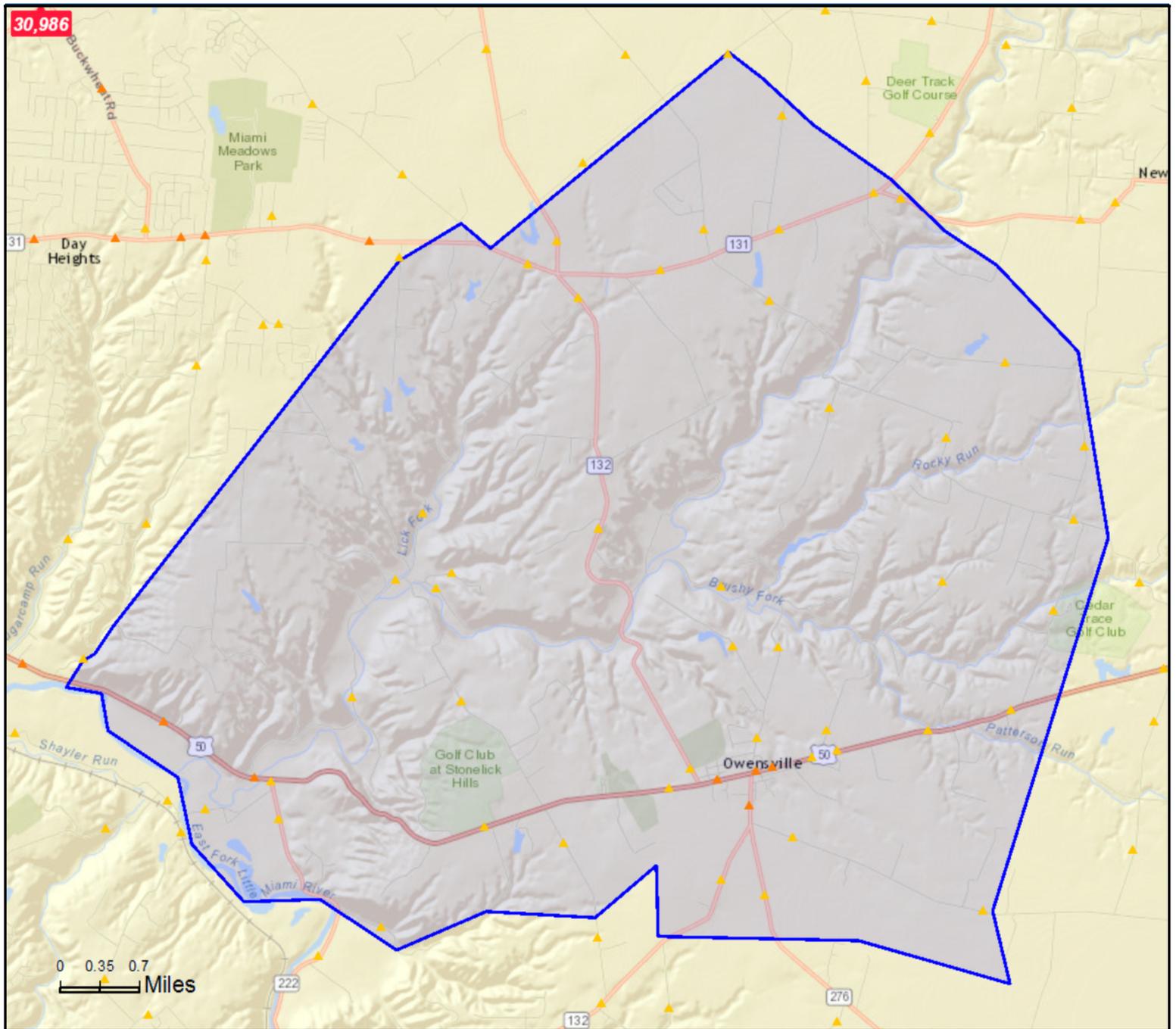
2016 Consumer Spending

Apparel & Services: Total \$	\$4,824,234
Average Spent	\$2,018.51
Spending Potential Index	100
Education: Total \$	\$3,286,254
Average Spent	\$1,375.00
Spending Potential Index	97
Entertainment/Recreation: Total \$	\$7,541,697
Average Spent	\$3,155.52
Spending Potential Index	108
Food at Home: Total \$	\$12,769,881
Average Spent	\$5,343.05
Spending Potential Index	107
Food Away from Home: Total \$	\$7,600,039
Average Spent	\$3,179.93
Spending Potential Index	103
Health Care: Total \$	\$14,884,894
Average Spent	\$6,227.99
Spending Potential Index	118
HH Furnishings & Equipment: Total \$	\$4,503,320
Average Spent	\$1,884.23
Spending Potential Index	107
Personal Care Products & Services: Total \$	\$1,843,333
Average Spent	\$771.27
Spending Potential Index	105
Shelter: Total \$	\$36,419,484
Average Spent	\$15,238.28
Spending Potential Index	98
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$6,357,485
Average Spent	\$2,660.04
Spending Potential Index	115
Travel: Total \$	\$4,794,663
Average Spent	\$2,006.14
Spending Potential Index	108
Vehicle Maintenance & Repairs: Total \$	\$2,746,373
Average Spent	\$1,149.11
Spending Potential Index	111

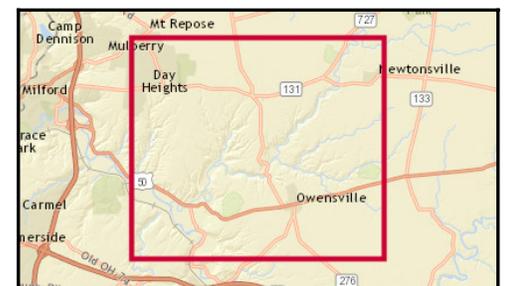
Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household 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:	195
Total Employees:	1,505
Total Residential Population:	5,991
Employee/Residential Population Ratio:	0.25:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	8	4.1%	55	3.7%
Construction	28	14.4%	77	5.1%
Manufacturing	7	3.6%	38	2.5%
Transportation	9	4.6%	76	5.0%
Communication	0	0.0%	0	0.0%
Utility	0	0.0%	0	0.0%
Wholesale Trade	6	3.1%	96	6.4%
Retail Trade Summary	24	12.3%	190	12.6%
Home Improvement	2	1.0%	8	0.5%
General Merchandise Stores	2	1.0%	12	0.8%
Food Stores	8	4.1%	79	5.2%
Auto Dealers, Gas Stations, Auto Aftermarket	3	1.5%	35	2.3%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	5	2.6%	31	2.1%
Miscellaneous Retail	4	2.1%	25	1.7%
Finance, Insurance, Real Estate Summary	19	9.7%	52	3.5%
Banks, Savings & Lending Institutions	9	4.6%	15	1.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	4	2.1%	16	1.1%
Real Estate, Holding, Other Investment Offices	6	3.1%	21	1.4%
Services Summary	71	36.4%	756	50.2%
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	8	4.1%	22	1.5%
Motion Pictures & Amusements	8	4.1%	89	5.9%
Health Services	4	2.1%	19	1.3%
Legal Services	1	0.5%	4	0.3%
Education Institutions & Libraries	10	5.1%	442	29.4%
Other Services	40	20.5%	180	12.0%
Government	13	6.7%	165	11.0%
Unclassified Establishments	10	5.1%	0	0.0%
Totals	195	100.0%	1,505	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	2	1.0%	5	0.3%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	29	14.9%	80	5.3%
Manufacturing	6	3.1%	35	2.3%
Wholesale Trade	6	3.1%	96	6.4%
Retail Trade	18	9.2%	147	9.8%
Motor Vehicle & Parts Dealers	2	1.0%	26	1.7%
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	1.0%	8	0.5%
Food & Beverage Stores	9	4.6%	74	4.9%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	1	0.5%	9	0.6%
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	2	1.0%	12	0.8%
Miscellaneous Store Retailers	2	1.0%	18	1.2%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	8	4.1%	74	4.9%
Information	2	1.0%	9	0.6%
Finance & Insurance	13	6.7%	31	2.1%
Central Bank/Credit Intermediation & Related Activities	9	4.6%	15	1.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	4	2.1%	16	1.1%
Real Estate, Rental & Leasing	6	3.1%	21	1.4%
Professional, Scientific & Tech Services	13	6.7%	70	4.7%
Legal Services	1	0.5%	4	0.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	16	8.2%	45	3.0%
Educational Services	9	4.6%	436	29.0%
Health Care & Social Assistance	9	4.6%	104	6.9%
Arts, Entertainment & Recreation	9	4.6%	92	6.1%
Accommodation & Food Services	6	3.1%	43	2.9%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	6	3.1%	43	2.9%
Other Services (except Public Administration)	20	10.3%	52	3.5%
Automotive Repair & Maintenance	7	3.6%	20	1.3%
Public Administration	13	6.7%	165	11.0%
Unclassified Establishments	10	5.1%	0	0.0%
Total	195	100.0%	1,505	100.0%

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

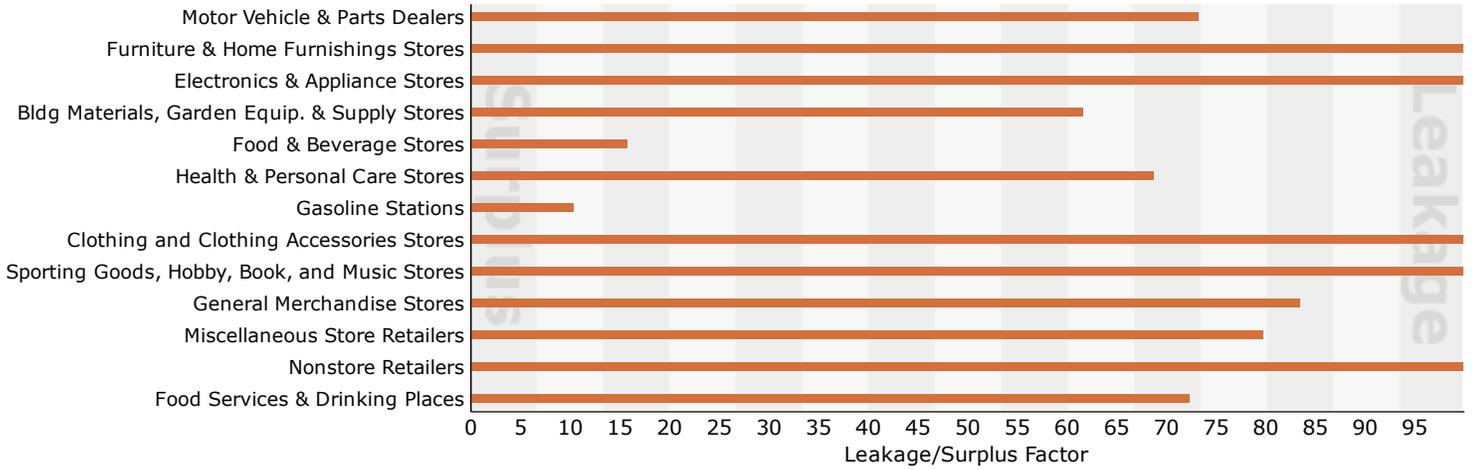
Summary Demographics						
2016 Population						5,991
2016 Households						2,390
2016 Median Disposable Income						\$51,473
2016 Per Capita Income						\$32,729
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$106,377,202	\$27,771,518	\$78,605,684	58.6	28
Total Retail Trade	44-45	\$97,269,601	\$26,316,351	\$70,953,250	57.4	22
Total Food & Drink	722	\$9,107,601	\$1,455,167	\$7,652,434	72.4	6
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$22,788,197	\$3,506,269	\$19,281,928	73.3	4
Automobile Dealers	4411	\$18,483,421	\$0	\$18,483,421	100.0	0
Other Motor Vehicle Dealers	4412	\$2,737,755	\$736,542	\$2,001,213	57.6	1
Auto Parts, Accessories & Tire Stores	4413	\$1,567,021	\$2,769,727	-\$1,202,706	-27.7	3
Furniture & Home Furnishings Stores	442	\$2,489,647	\$0	\$2,489,647	100.0	0
Furniture Stores	4421	\$1,554,547	\$0	\$1,554,547	100.0	0
Home Furnishings Stores	4422	\$935,100	\$0	\$935,100	100.0	0
Electronics & Appliance Stores	443	\$5,070,307	\$0	\$5,070,307	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$4,881,093	\$1,151,991	\$3,729,102	61.8	4
Bldg Material & Supplies Dealers	4441	\$4,069,778	\$641,659	\$3,428,119	72.8	2
Lawn & Garden Equip & Supply Stores	4442	\$811,315	\$510,332	\$300,983	22.8	2
Food & Beverage Stores	445	\$17,330,867	\$12,578,835	\$4,752,032	15.9	6
Grocery Stores	4451	\$16,005,166	\$11,845,546	\$4,159,620	14.9	4
Specialty Food Stores	4452	\$834,536	\$270,817	\$563,719	51.0	1
Beer, Wine & Liquor Stores	4453	\$491,165	\$462,472	\$28,693	3.0	1
Health & Personal Care Stores	446,4461	\$7,486,596	\$1,382,887	\$6,103,709	68.8	1
Gasoline Stations	447,4471	\$6,979,372	\$5,647,505	\$1,331,867	10.5	2
Clothing & Clothing Accessories Stores	448	\$3,888,681	\$0	\$3,888,681	100.0	0
Clothing Stores	4481	\$2,483,154	\$0	\$2,483,154	100.0	0
Shoe Stores	4482	\$479,091	\$0	\$479,091	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$926,436	\$0	\$926,436	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$3,053,482	\$0	\$3,053,482	100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,508,293	\$0	\$2,508,293	100.0	0
Book, Periodical & Music Stores	4512	\$545,189	\$0	\$545,189	100.0	0
General Merchandise Stores	452	\$16,950,645	\$1,520,665	\$15,429,980	83.5	2
Department Stores Excluding Leased Depts.	4521	\$13,224,293	\$0	\$13,224,293	100.0	0
Other General Merchandise Stores	4529	\$3,726,352	\$1,520,665	\$2,205,687	42.0	2
Miscellaneous Store Retailers	453	\$4,726,681	\$528,199	\$4,198,482	79.9	3
Florists	4531	\$214,085	\$0	\$214,085	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$1,028,490	\$50,376	\$978,114	90.7	1
Used Merchandise Stores	4533	\$607,300	\$0	\$607,300	100.0	0
Other Miscellaneous Store Retailers	4539	\$2,876,806	\$477,823	\$2,398,983	71.5	2
Nonstore Retailers	454	\$1,624,033	\$0	\$1,624,033	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$836,085	\$0	\$836,085	100.0	0
Vending Machine Operators	4542	\$152,278	\$0	\$152,278	100.0	0
Direct Selling Establishments	4543	\$635,670	\$0	\$635,670	100.0	0
Food Services & Drinking Places	722	\$9,107,601	\$1,455,167	\$7,652,434	72.4	6
Full-Service Restaurants	7221	\$4,506,357	\$858,758	\$3,647,599	68.0	4
Limited-Service Eating Places	7222	\$4,087,928	\$596,409	\$3,491,519	74.5	2
Special Food Services	7223	\$245,477	\$0	\$245,477	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$267,839	\$0	\$267,839	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	5,991	6,132
Population 18+	4,790	4,926
Households	2,390	2,455
Median Household Income	\$61,581	\$70,782

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	2,481	51.8%	110
Bought any women's clothing in last 12 months	2,245	46.9%	107
Bought clothing for child <13 years in last 6 months	1,316	27.5%	100
Bought any shoes in last 12 months	2,705	56.5%	105
Bought costume jewelry in last 12 months	944	19.7%	101
Bought any fine jewelry in last 12 months	806	16.8%	92
Bought a watch in last 12 months	483	10.1%	92
Automobiles (Households)			
HH owns/leases any vehicle	2,263	94.7%	111
HH bought/leased new vehicle last 12 mo	222	9.3%	99
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,470	93.3%	110
Bought/changed motor oil in last 12 months	2,864	59.8%	122
Had tune-up in last 12 months	1,390	29.0%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,934	61.3%	94
Drank regular cola in last 6 months	2,116	44.2%	98
Drank beer/ale in last 6 months	2,033	42.4%	100
Cameras (Adults)			
Own digital point & shoot camera	1,709	35.7%	122
Own digital single-lens reflex (SLR) camera	430	9.0%	104
Bought any camera in last 12 months	288	6.0%	106
Printed digital photos in last 12 months	161	3.4%	115
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,627	34.0%	94
Have a smartphone	2,239	46.7%	79
Have a smartphone: Android phone (any brand)	1,112	23.2%	86
Have a smartphone: Apple iPhone	840	17.5%	68
Number of cell phones in household: 1	781	32.7%	102
Number of cell phones in household: 2	960	40.2%	107
Number of cell phones in household: 3+	525	22.0%	86
HH has cell phone only (no landline telephone)	825	34.5%	82
Computers (Households)			
HH owns a computer	1,821	76.2%	99
HH owns desktop computer	1,150	48.1%	106
HH owns laptop/notebook	1,204	50.4%	93
HH owns any Apple/Mac brand computer	216	9.0%	60
HH owns any PC/non-Apple brand computer	1,699	71.1%	105
HH purchased most recent computer in a store	918	38.4%	102
HH purchased most recent computer online	282	11.8%	90
Spent <\$500 on most recent home computer	409	17.1%	118
Spent \$500-\$999 on most recent home computer	455	19.0%	100
Spent \$1,000-\$1,499 on most recent home computer	202	8.5%	89
Spent \$1,500-\$1,999 on most recent home computer	83	3.5%	76
Spent \$2,000+ on most recent home computer	72	3.0%	77

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

Stonelick 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	2,506	52.3%	103
Bought brewed coffee at convenience store in last 30 days	841	17.6%	112
Bought cigarettes at convenience store in last 30 days	678	14.2%	113
Bought gas at convenience store in last 30 days	2,002	41.8%	127
Spent at convenience store in last 30 days: <\$20	454	9.5%	117
Spent at convenience store in last 30 days: \$20-\$39	389	8.1%	90
Spent at convenience store in last 30 days: \$40-\$50	417	8.7%	114
Spent at convenience store in last 30 days: \$51-\$99	237	4.9%	112
Spent at convenience store in last 30 days: \$100+	1,359	28.4%	124
Entertainment (Adults)			
Attended a movie in last 6 months	2,521	52.6%	89
Went to live theater in last 12 months	592	12.4%	95
Went to a bar/night club in last 12 months	773	16.1%	97
Dined out in last 12 months	2,364	49.4%	110
Gambled at a casino in last 12 months	682	14.2%	104
Visited a theme park in last 12 months	737	15.4%	87
Viewed movie (video-on-demand) in last 30 days	551	11.5%	68
Viewed TV show (video-on-demand) in last 30 days	383	8.0%	62
Watched any pay-per-view TV in last 12 months	502	10.5%	80
Downloaded a movie over the Internet in last 30 days	175	3.7%	51
Downloaded any individual song in last 6 months	745	15.6%	76
Watched a movie online in the last 30 days	443	9.2%	58
Watched a TV program online in last 30 days	402	8.4%	56
Played a video/electronic game (console) in last 12 months	499	10.4%	100
Played a video/electronic game (portable) in last 12 months	211	4.4%	97
Financial (Adults)			
Have home mortgage (1st)	1,723	36.0%	116
Used ATM/cash machine in last 12 months	2,290	47.8%	97
Own any stock	378	7.9%	103
Own U.S. savings bond	322	6.7%	127
Own shares in mutual fund (stock)	395	8.2%	114
Own shares in mutual fund (bonds)	248	5.2%	107
Have interest checking account	1,564	32.7%	116
Have non-interest checking account	1,660	34.7%	123
Have savings account	2,855	59.6%	110
Have 401K retirement savings plan	754	15.7%	108
Own/used any credit/debit card in last 12 months	3,773	78.8%	106
Avg monthly credit card expenditures: <\$111	631	13.2%	114
Avg monthly credit card expenditures: \$111-\$225	394	8.2%	119
Avg monthly credit card expenditures: \$226-\$450	300	6.3%	99
Avg monthly credit card expenditures: \$451-\$700	309	6.5%	121
Avg monthly credit card expenditures: \$701-\$1,000	189	3.9%	92
Avg monthly credit card expenditures: \$1,001+	349	7.3%	80
Did banking online in last 12 months	1,602	33.4%	94
Did banking on mobile device in last 12 months	534	11.1%	80
Paid bills online in last 12 months	1,886	39.4%	92

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

Stonelick Township
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,794	75.1%	108
Used bread in last 6 months	2,298	96.2%	102
Used chicken (fresh or frozen) in last 6 months	1,692	70.8%	103
Used turkey (fresh or frozen) in last 6 months	456	19.1%	120
Used fish/seafood (fresh or frozen) in last 6 months	1,282	53.6%	98
Used fresh fruit/vegetables in last 6 months	2,117	88.6%	103
Used fresh milk in last 6 months	2,199	92.0%	105
Used organic food in last 6 months	362	15.1%	77
Health (Adults)			
Exercise at home 2+ times per week	1,360	28.4%	100
Exercise at club 2+ times per week	494	10.3%	79
Visited a doctor in last 12 months	3,774	78.8%	104
Used vitamin/dietary supplement in last 6 months	2,602	54.3%	103
Home (Households)			
Any home improvement in last 12 months	795	33.3%	124
Used housekeeper/maid/professional HH cleaning service in last 12	254	10.6%	81
Purchased low ticket HH furnishings in last 12 months	355	14.9%	92
Purchased big ticket HH furnishings in last 12 months	437	18.3%	87
Bought any small kitchen appliance in last 12 months	507	21.2%	96
Bought any large kitchen appliance in last 12 months	289	12.1%	95
Insurance (Adults/Households)			
Currently carry life insurance	2,489	52.0%	122
Carry medical/hospital/accident insurance	3,323	69.4%	106
Carry homeowner insurance	2,947	61.5%	131
Carry renter's insurance	285	5.9%	73
Have auto insurance: 1 vehicle in household covered	609	25.5%	83
Have auto insurance: 2 vehicles in household covered	723	30.3%	106
Have auto insurance: 3+ vehicles in household covered	803	33.6%	154
Pets (Households)			
Household owns any pet	1,589	66.5%	124
Household owns any cat	795	33.3%	148
Household owns any dog	1,257	52.6%	129
Psychographics (Adults)			
Buying American is important to me	2,459	51.3%	121
Usually buy items on credit rather than wait	507	10.6%	90
Usually buy based on quality - not price	813	17.0%	95
Price is usually more important than brand name	1,342	28.0%	107
Usually use coupons for brands I buy often	993	20.7%	110
Am interested in how to help the environment	540	11.3%	69
Usually pay more for environ safe product	462	9.6%	76
Usually value green products over convenience	393	8.2%	78
Likely to buy a brand that supports a charity	1,744	36.4%	104
Reading (Adults)			
Bought digital book in last 12 months	554	11.6%	87
Bought hardcover book in last 12 months	1,048	21.9%	104
Bought paperback book in last 12 month	1,538	32.1%	102
Read any daily newspaper (paper version)	1,431	29.9%	114
Read any digital newspaper in last 30 days	1,279	26.7%	80
Read any magazine (paper/electronic version) in last 6 months	4,254	88.8%	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	3,655	76.3%	102
Went to family restaurant/steak house: 4+ times a month	1,290	26.9%	98
Went to fast food/drive-in restaurant in last 6 months	4,374	91.3%	102
Went to fast food/drive-in restaurant 9+ times/mo	1,899	39.6%	100
Fast food/drive-in last 6 months: eat in	1,970	41.1%	113
Fast food/drive-in last 6 months: home delivery	311	6.5%	85
Fast food/drive-in last 6 months: take-out/drive-thru	2,308	48.2%	104
Fast food/drive-in last 6 months: take-out/walk-in	868	18.1%	93
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	1,221	25.5%	80
Own e-reader/tablet: iPad	393	8.2%	53
Own any portable MP3 player	1,377	28.7%	93
HH owns 1 TV	423	17.7%	87
HH owns 2 TVs	641	26.8%	103
HH owns 3 TVs	574	24.0%	112
HH owns 4+ TVs	503	21.0%	111
HH subscribes to cable TV	875	36.6%	74
HH subscribes to fiber optic	39	1.6%	21
HH has satellite dish	1,035	43.3%	171
HH owns DVD/Blu-ray player	1,536	64.3%	106
HH owns camcorder	376	15.7%	113
HH owns portable GPS navigation device	816	34.1%	124
HH purchased video game system in last 12 mos	129	5.4%	68
HH owns Internet video device for TV	120	5.0%	71
Travel (Adults)			
Domestic travel in last 12 months	2,341	48.9%	98
Took 3+ domestic non-business trips in last 12 months	496	10.4%	93
Spent on domestic vacations in last 12 months: <\$1,000	506	10.6%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	281	5.9%	101
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	171	3.6%	100
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	201	4.2%	108
Spent on domestic vacations in last 12 months: \$3,000+	248	5.2%	94
Domestic travel in the 12 months: used general travel website	274	5.7%	85
Foreign travel in last 3 years	872	18.2%	75
Took 3+ foreign trips by plane in last 3 years	141	2.9%	65
Spent on foreign vacations in last 12 months: <\$1,000	156	3.3%	78
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	108	2.3%	69
Spent on foreign vacations in last 12 months: \$3,000+	168	3.5%	71
Foreign travel in last 3 years: used general travel website	168	3.5%	63
Nights spent in hotel/motel in last 12 months: any	1,911	39.9%	98
Took cruise of more than one day in last 3 years	340	7.1%	85
Member of any frequent flyer program	495	10.3%	63
Member of any hotel rewards program	602	12.6%	89

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.