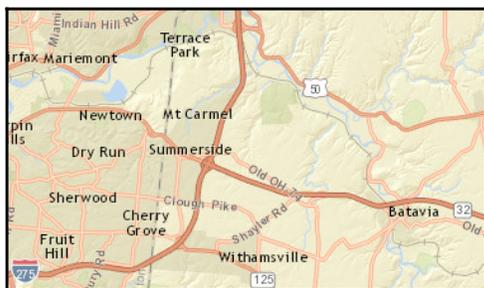
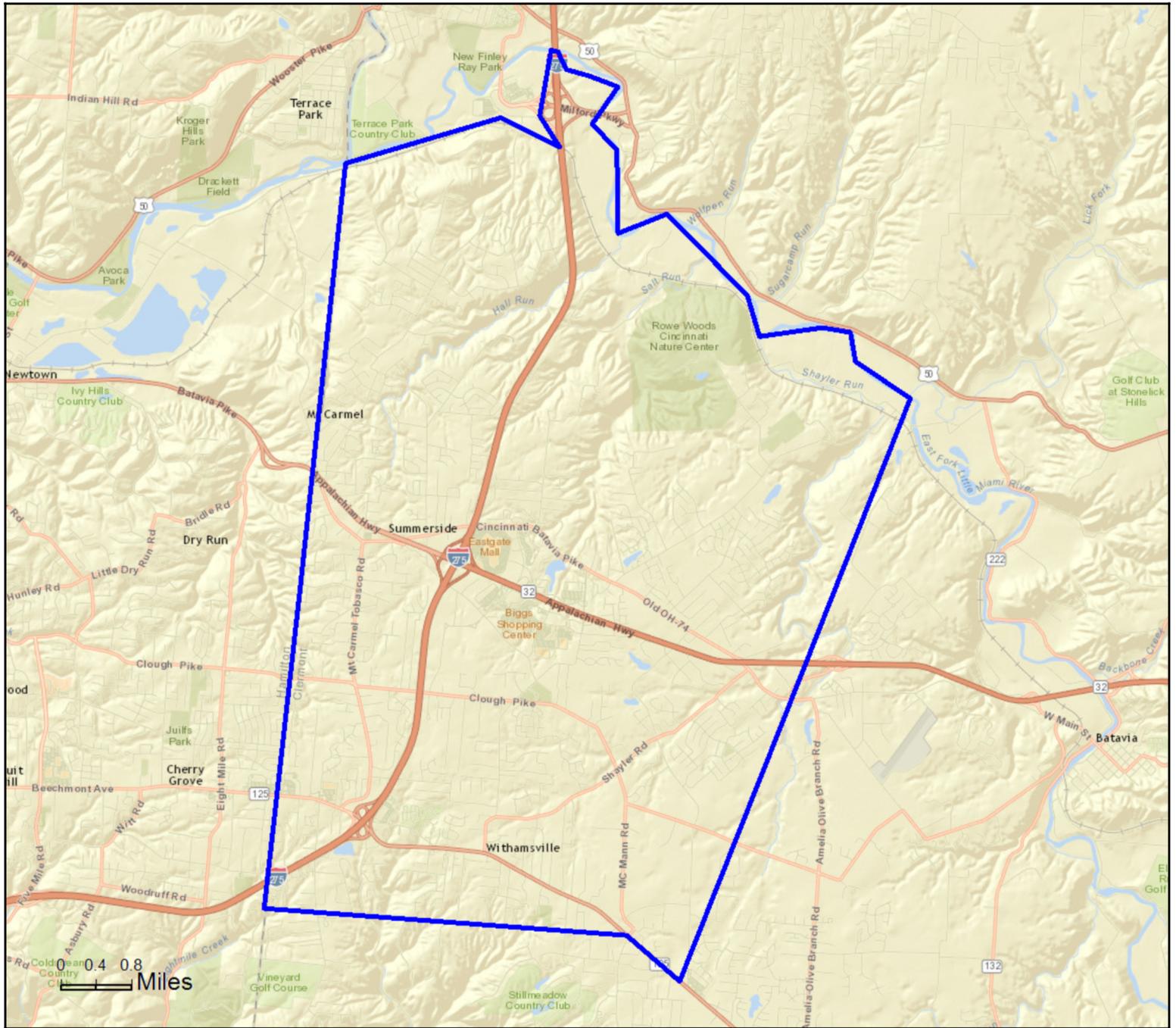


Site Map

Union Township
 Union township (3902578288)
 Geography: County Subdivision

Prepared by Esri



Population Summary	
2000 Total Population	42,354
2010 Total Population	46,416
2016 Total Population	48,964
2016 Group Quarters	152
2020 Total Population	50,981
2016-2021 Annual Rate	0.81%
Household Summary	
2000 Households	16,920
2000 Average Household Size	2.49
2010 Households	18,617
2010 Average Household Size	2.49
2016 Households	19,707
2016 Average Household Size	2.48
2021 Households	20,564
2021 Average Household Size	2.47
2016-2021 Annual Rate	0.85%
2010 Families	12,402
2010 Average Family Size	3.01
2016 Families	12,920
2016 Average Family Size	3.02
2021 Families	13,377
2021 Average Family Size	3.02
2016-2021 Annual Rate	0.70%
Housing Unit Summary	
2000 Housing Units	17,693
Owner Occupied Housing Units	61.5%
Renter Occupied Housing Units	34.2%
Vacant Housing Units	4.4%
2010 Housing Units	20,098
Owner Occupied Housing Units	60.6%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	7.4%
2016 Housing Units	21,243
Owner Occupied Housing Units	57.4%
Renter Occupied Housing Units	35.3%
Vacant Housing Units	7.2%
2021 Housing Units	22,208
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	35.5%
Vacant Housing Units	7.4%
Median Household Income	
2016	\$60,231
2021	\$69,223
Median Home Value	
2016	\$167,123
2021	\$197,486
Per Capita Income	
2016	\$31,327
2021	\$34,509
Median Age	
2010	36.6
2016	37.3
2021	37.8

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	19,706
<\$15,000	7.0%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	12.9%
\$50,000 - \$74,999	20.0%
\$75,000 - \$99,999	14.4%
\$100,000 - \$149,999	15.5%
\$150,000 - \$199,999	6.0%
\$200,000+	4.3%
Average Household Income	\$77,667

2021 Households by Income

Household Income Base	20,563
<\$15,000	6.6%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	10.4%
\$35,000 - \$49,999	7.6%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	18.2%
\$150,000 - \$199,999	7.1%
\$200,000+	4.5%
Average Household Income	\$85,390

2016 Owner Occupied Housing Units by Value

Total	12,194
<\$50,000	3.4%
\$50,000 - \$99,999	12.1%
\$100,000 - \$149,999	27.7%
\$150,000 - \$199,999	20.1%
\$200,000 - \$249,999	15.9%
\$250,000 - \$299,999	9.4%
\$300,000 - \$399,999	8.0%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	1.3%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.0%
Average Home Value	\$188,511

2021 Owner Occupied Housing Units by Value

Total	12,663
<\$50,000	1.6%
\$50,000 - \$99,999	6.5%
\$100,000 - \$149,999	17.9%
\$150,000 - \$199,999	25.2%
\$200,000 - \$249,999	22.7%
\$250,000 - \$299,999	13.2%
\$300,000 - \$399,999	8.9%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	1.4%
\$750,000 - \$999,999	0.2%
\$1,000,000 +	0.0%
Average Home Value	\$211,853

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	46,416
0 - 4	7.2%
5 - 9	6.8%
10 - 14	6.4%
15 - 24	13.3%
25 - 34	14.2%
35 - 44	13.9%
45 - 54	15.0%
55 - 64	12.1%
65 - 74	6.4%
75 - 84	3.6%
85 +	1.2%
18 +	75.8%
2016 Population by Age	
Total	48,971
0 - 4	6.7%
5 - 9	6.7%
10 - 14	6.5%
15 - 24	12.3%
25 - 34	14.8%
35 - 44	13.1%
45 - 54	13.5%
55 - 64	12.9%
65 - 74	8.4%
75 - 84	3.7%
85 +	1.4%
18 +	76.7%
2021 Population by Age	
Total	50,989
0 - 4	6.5%
5 - 9	6.3%
10 - 14	6.6%
15 - 24	11.9%
25 - 34	14.8%
35 - 44	13.2%
45 - 54	12.4%
55 - 64	12.5%
65 - 74	9.8%
75 - 84	4.5%
85 +	1.5%
18 +	77.0%
2010 Population by Sex	
Males	22,683
Females	23,733
2016 Population by Sex	
Males	23,901
Females	25,070
2021 Population by Sex	
Males	24,858
Females	26,131

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	46,416
White Alone	94.5%
Black Alone	1.4%
American Indian Alone	0.2%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.7%
Two or More Races	1.5%
Hispanic Origin	1.9%
Diversity Index	14.0
2016 Population by Race/Ethnicity	
Total	48,964
White Alone	93.0%
Black Alone	1.9%
American Indian Alone	0.2%
Asian Alone	2.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.9%
Two or More Races	1.8%
Hispanic Origin	2.5%
Diversity Index	17.6
2021 Population by Race/Ethnicity	
Total	50,982
White Alone	91.6%
Black Alone	2.4%
American Indian Alone	0.3%
Asian Alone	2.5%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	2.1%
Hispanic Origin	3.1%
Diversity Index	20.9
2010 Population by Relationship and Household Type	
Total	46,416
In Households	99.7%
In Family Households	82.7%
Householder	26.7%
Spouse	20.3%
Child	30.9%
Other relative	2.5%
Nonrelative	2.2%
In Nonfamily Households	17.0%
In Group Quarters	0.3%
Institutionalized Population	0.3%
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	33,189
Less than 9th Grade	1.7%
9th - 12th Grade, No Diploma	5.3%
High School Graduate	27.8%
GED/Alternative Credential	3.7%
Some College, No Degree	20.6%
Associate Degree	10.3%
Bachelor's Degree	21.6%
Graduate/Professional Degree	9.0%
2016 Population 15+ by Marital Status	
Total	39,233
Never Married	28.8%
Married	54.0%
Widowed	4.7%
Divorced	12.4%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	96.8%
Civilian Unemployed	3.2%
2016 Employed Population 16+ by Industry	
Total	26,199
Agriculture/Mining	0.1%
Construction	5.3%
Manufacturing	12.4%
Wholesale Trade	2.4%
Retail Trade	14.0%
Transportation/Utilities	4.2%
Information	1.5%
Finance/Insurance/Real Estate	10.7%
Services	47.2%
Public Administration	2.2%
2016 Employed Population 16+ by Occupation	
Total	26,201
White Collar	64.7%
Management/Business/Financial	14.8%
Professional	21.9%
Sales	12.1%
Administrative Support	15.9%
Services	15.6%
Blue Collar	19.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	4.5%
Production	6.5%
Transportation/Material Moving	5.3%
2010 Population By Urban/ Rural Status	
Total Population	46,416
Population Inside Urbanized Area	99.3%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.7%

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	18,617
Households with 1 Person	26.0%
Households with 2+ People	74.0%
Family Households	66.6%
Husband-wife Families	50.6%
With Related Children	23.0%
Other Family (No Spouse Present)	16.1%
Other Family with Male Householder	4.9%
With Related Children	3.0%
Other Family with Female Householder	11.1%
With Related Children	6.7%
Nonfamily Households	7.4%
All Households with Children	33.4%
Multigenerational Households	3.2%
Unmarried Partner Households	8.4%
Male-female	7.7%
Same-sex	0.7%
2010 Households by Size	
Total	18,617
1 Person Household	26.0%
2 Person Household	34.7%
3 Person Household	16.9%
4 Person Household	13.8%
5 Person Household	5.7%
6 Person Household	1.9%
7 + Person Household	1.0%
2010 Households by Tenure and Mortgage Status	
Total	18,617
Owner Occupied	65.4%
Owned with a Mortgage/Loan	52.5%
Owned Free and Clear	12.9%
Renter Occupied	34.6%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	20,098
Housing Units Inside Urbanized Area	99.4%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.6%

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. Old and Newcomers (8F)
2. Bright Young Professionals
3. Soccer Moms (4A)

2016 Consumer Spending

Apparel & Services: Total \$	\$40,358,435
Average Spent	\$2,047.92
Spending Potential Index	102
Education: Total \$	\$28,036,577
Average Spent	\$1,422.67
Spending Potential Index	101
Entertainment/Recreation: Total \$	\$57,841,072
Average Spent	\$2,935.05
Spending Potential Index	101
Food at Home: Total \$	\$99,815,324
Average Spent	\$5,064.97
Spending Potential Index	102
Food Away from Home: Total \$	\$62,585,374
Average Spent	\$3,175.79
Spending Potential Index	103
Health Care: Total \$	\$103,546,616
Average Spent	\$5,254.31
Spending Potential Index	99
HH Furnishings & Equipment: Total \$	\$35,395,010
Average Spent	\$1,796.06
Spending Potential Index	102
Personal Care Products & Services: Total \$	\$14,594,436
Average Spent	\$740.57
Spending Potential Index	101
Shelter: Total \$	\$313,763,189
Average Spent	\$15,921.41
Spending Potential Index	102
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$45,773,152
Average Spent	\$2,322.68
Spending Potential Index	100
Travel: Total \$	\$36,513,231
Average Spent	\$1,852.81
Spending Potential Index	100
Vehicle Maintenance & Repairs: Total \$	\$20,610,380
Average Spent	\$1,045.84
Spending Potential Index	101

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

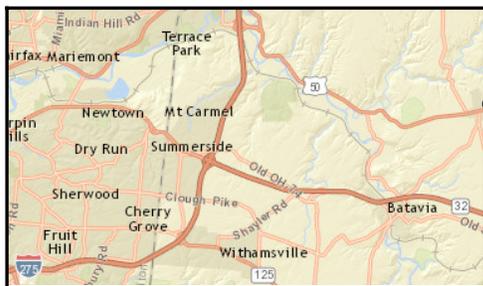
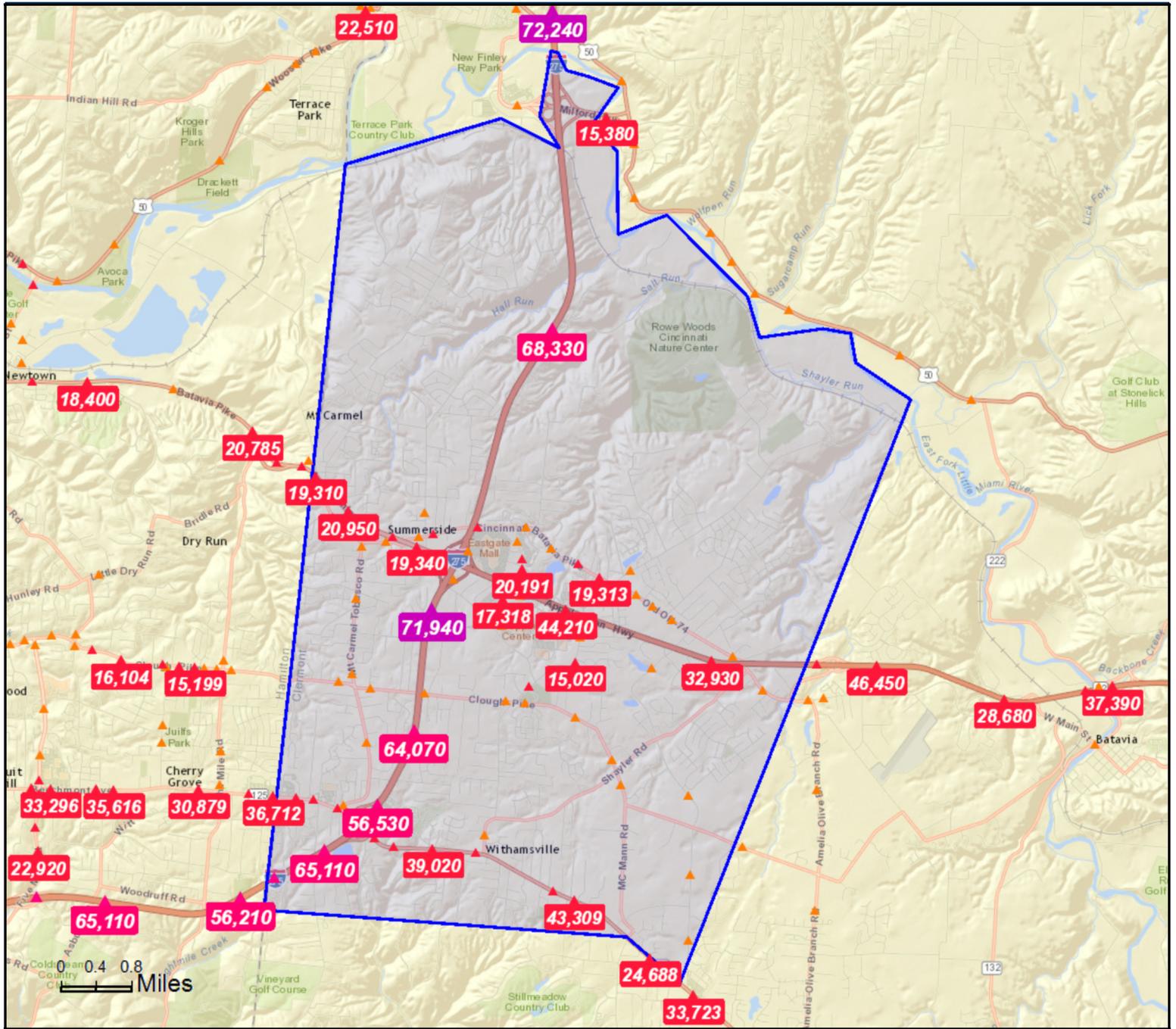
Source: Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

Traffic Count Map

Union Township
 Union township (3902578288)
 Geography: County Subdivision

Prepared by Esri



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



Source: ©2016 Kalibrate Technologies

July 29, 2016

Data for all businesses in area

Total Businesses:	1,745
Total Employees:	28,033
Total Residential Population:	48,964
Employee/Residential Population Ratio:	0.57:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	40	2.3%	330	1.2%
Construction	160	9.2%	1,313	4.7%
Manufacturing	68	3.9%	1,878	6.7%
Transportation	37	2.1%	155	0.6%
Communication	16	0.9%	91	0.3%
Utility	3	0.2%	10	0.0%
Wholesale Trade	69	4.0%	1,496	5.3%
Retail Trade Summary	433	24.8%	8,427	30.1%
Home Improvement	18	1.0%	459	1.6%
General Merchandise Stores	17	1.0%	1,319	4.7%
Food Stores	39	2.2%	989	3.5%
Auto Dealers, Gas Stations, Auto Aftermarket	62	3.6%	958	3.4%
Apparel & Accessory Stores	41	2.3%	418	1.5%
Furniture & Home Furnishings	40	2.3%	446	1.6%
Eating & Drinking Places	110	6.3%	2,714	9.7%
Miscellaneous Retail	106	6.1%	1,124	4.0%
Finance, Insurance, Real Estate Summary	220	12.6%	1,062	3.8%
Banks, Savings & Lending Institutions	89	5.1%	306	1.1%
Securities Brokers	9	0.5%	30	0.1%
Insurance Carriers & Agents	41	2.3%	276	1.0%
Real Estate, Holding, Other Investment Offices	81	4.6%	450	1.6%
Services Summary	613	35.1%	12,903	46.0%
Hotels & Lodging	8	0.5%	213	0.8%
Automotive Services	62	3.6%	348	1.2%
Motion Pictures & Amusements	49	2.8%	343	1.2%
Health Services	102	5.8%	1,542	5.5%
Legal Services	26	1.5%	158	0.6%
Education Institutions & Libraries	29	1.7%	1,005	3.6%
Other Services	337	19.3%	9,294	33.2%
Government	16	0.9%	351	1.3%
Unclassified Establishments	70	4.0%	17	0.1%
Totals	1,745	100.0%	28,033	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	1	0.1%	8	0.0%
Utilities	2	0.1%	6	0.0%
Construction	168	9.6%	1,360	4.9%
Manufacturing	75	4.3%	1,884	6.7%
Wholesale Trade	68	3.9%	1,480	5.3%
Retail Trade	309	17.7%	5,618	20.0%
Motor Vehicle & Parts Dealers	45	2.6%	895	3.2%
Furniture & Home Furnishings Stores	24	1.4%	187	0.7%
Electronics & Appliance Stores	16	0.9%	257	0.9%
Bldg Material & Garden Equipment & Supplies Dealers	18	1.0%	459	1.6%
Food & Beverage Stores	27	1.5%	928	3.3%
Health & Personal Care Stores	30	1.7%	507	1.8%
Gasoline Stations	17	1.0%	63	0.2%
Clothing & Clothing Accessories Stores	56	3.2%	499	1.8%
Sport Goods, Hobby, Book, & Music Stores	20	1.1%	269	1.0%
General Merchandise Stores	17	1.0%	1,319	4.7%
Miscellaneous Store Retailers	34	1.9%	212	0.8%
Nonstore Retailers	5	0.3%	23	0.1%
Transportation & Warehousing	30	1.7%	141	0.5%
Information	27	1.5%	320	1.1%
Finance & Insurance	140	8.0%	617	2.2%
Central Bank/Credit Intermediation & Related Activities	90	5.2%	311	1.1%
Securities, Commodity Contracts & Other Financial	9	0.5%	30	0.1%
Insurance Carriers & Related Activities; Funds, Trusts &	41	2.3%	276	1.0%
Real Estate, Rental & Leasing	112	6.4%	519	1.9%
Professional, Scientific & Tech Services	163	9.3%	7,731	27.6%
Legal Services	31	1.8%	184	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	78	4.5%	483	1.7%
Educational Services	39	2.2%	1,058	3.8%
Health Care & Social Assistance	131	7.5%	2,241	8.0%
Arts, Entertainment & Recreation	28	1.6%	328	1.2%
Accommodation & Food Services	122	7.0%	2,959	10.6%
Accommodation	8	0.5%	213	0.8%
Food Services & Drinking Places	114	6.5%	2,746	9.8%
Other Services (except Public Administration)	166	9.5%	912	3.3%
Automotive Repair & Maintenance	45	2.6%	282	1.0%
Public Administration	16	0.9%	351	1.3%
Unclassified Establishments	70	4.0%	17	0.1%
Total	1,745	100.0%	28,033	100.0%

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

Summary Demographics

2016 Population	48,964
2016 Households	19,707
2016 Median Disposable Income	\$50,301
2016 Per Capita Income	\$31,327

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	\$775,746,593	\$1,223,830,658	-\$448,084,065	-22.4	420
Total Retail Trade	44-45	\$704,188,327	\$1,137,358,433	-\$433,170,106	-23.5	313
Total Food & Drink	722	\$71,558,266	\$86,472,225	-\$14,913,959	-9.4	107

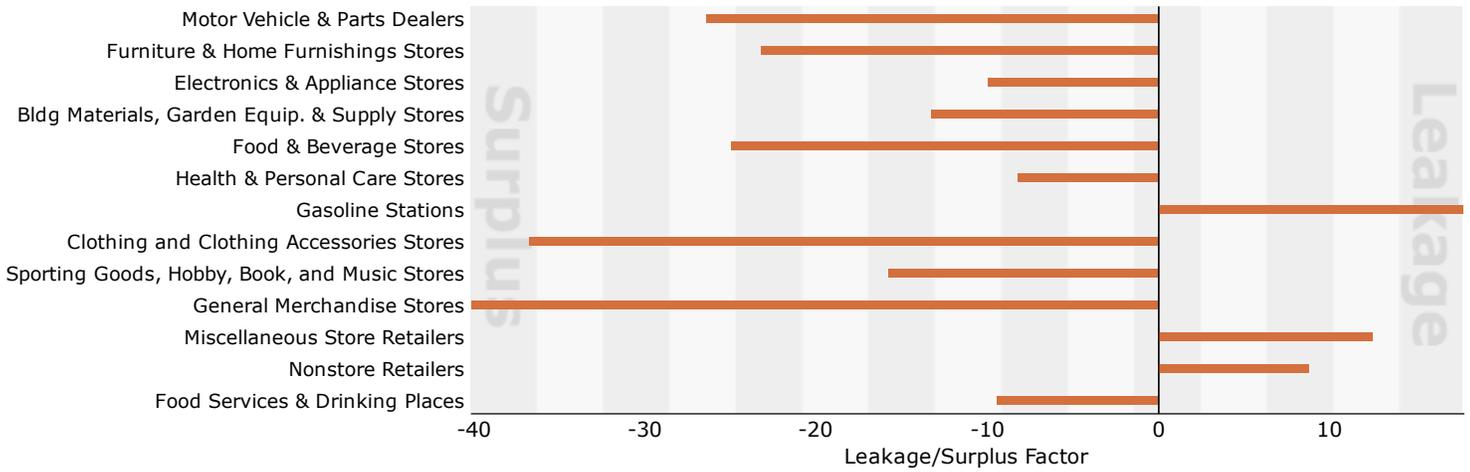
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$159,420,198	\$274,071,799	-\$114,651,601	-26.4	43
Automobile Dealers	4411	\$130,573,382	\$212,732,262	-\$82,158,880	-23.9	24
Other Motor Vehicle Dealers	4412	\$17,103,747	\$49,725,685	-\$32,621,938	-48.8	5
Auto Parts, Accessories & Tire Stores	4413	\$11,743,069	\$11,613,852	\$129,217	0.6	14
Furniture & Home Furnishings Stores	442	\$18,719,029	\$30,051,600	-\$11,332,571	-23.2	23
Furniture Stores	4421	\$12,207,110	\$22,322,307	-\$10,115,197	-29.3	14
Home Furnishings Stores	4422	\$6,511,919	\$7,729,293	-\$1,217,374	-8.5	9
Electronics & Appliance Stores	443	\$39,038,496	\$47,656,537	-\$8,618,041	-9.9	18
Bldg Materials, Garden Equip. & Supply Stores	444	\$32,609,106	\$42,664,987	-\$10,055,881	-13.4	18
Bldg Material & Supplies Dealers	4441	\$28,031,447	\$41,378,950	-\$13,347,503	-19.2	14
Lawn & Garden Equip & Supply Stores	4442	\$4,577,659	\$1,286,037	\$3,291,622	56.1	4
Food & Beverage Stores	445	\$127,073,704	\$212,007,570	-\$84,933,866	-25.0	28
Grocery Stores	4451	\$117,193,432	\$201,256,136	-\$84,062,704	-26.4	21
Specialty Food Stores	4452	\$6,151,626	\$2,185,358	\$3,966,268	47.6	4
Beer, Wine & Liquor Stores	4453	\$3,728,646	\$8,566,076	-\$4,837,430	-39.3	3
Health & Personal Care Stores	446,4461	\$51,616,881	\$60,913,715	-\$9,296,834	-8.3	24
Gasoline Stations	447,4471	\$49,704,354	\$34,599,826	\$15,104,528	17.9	18
Clothing & Clothing Accessories Stores	448	\$31,356,655	\$67,840,071	-\$36,483,416	-36.8	59
Clothing Stores	4481	\$19,883,771	\$41,700,994	-\$21,817,223	-35.4	32
Shoe Stores	4482	\$3,852,427	\$13,161,189	-\$9,308,762	-54.7	13
Jewelry, Luggage & Leather Goods Stores	4483	\$7,620,457	\$12,977,888	-\$5,357,431	-26.0	14
Sporting Goods, Hobby, Book & Music Stores	451	\$22,912,366	\$31,488,406	-\$8,576,040	-15.8	22
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,434,918	\$27,772,273	-\$9,337,355	-20.2	19
Book, Periodical & Music Stores	4512	\$4,477,448	\$3,716,133	\$761,315	9.3	3
General Merchandise Stores	452	\$128,705,494	\$302,049,487	-\$173,343,993	-40.2	17
Department Stores Excluding Leased Depts.	4521	\$101,535,591	\$208,439,729	-\$106,904,138	-34.5	7
Other General Merchandise Stores	4529	\$27,169,903	\$93,609,758	-\$66,439,855	-55.0	10
Miscellaneous Store Retailers	453	\$32,601,662	\$25,287,848	\$7,313,814	12.6	39
Florists	4531	\$1,277,235	\$929,359	\$347,876	15.8	5
Office Supplies, Stationery & Gift Stores	4532	\$7,627,279	\$6,721,803	\$905,476	6.3	14
Used Merchandise Stores	4533	\$4,887,732	\$1,800,408	\$3,087,324	46.2	7
Other Miscellaneous Store Retailers	4539	\$18,809,416	\$15,836,278	\$2,973,138	8.6	13
Nonstore Retailers	454	\$10,430,382	\$8,726,587	\$1,703,795	8.9	4
Electronic Shopping & Mail-Order Houses	4541	\$6,021,060	\$8,497,253	-\$2,476,193	-17.1	3
Vending Machine Operators	4542	\$1,131,160	\$0	\$1,131,160	100.0	0
Direct Selling Establishments	4543	\$3,278,162	\$229,334	\$3,048,828	86.9	1
Food Services & Drinking Places	722	\$71,558,266	\$86,472,225	-\$14,913,959	-9.4	107
Full-Service Restaurants	7221	\$35,587,161	\$20,430,643	\$15,156,518	27.1	46
Limited-Service Eating Places	7222	\$31,848,956	\$64,796,903	-\$32,947,947	-34.1	56
Special Food Services	7223	\$1,852,074	\$123,804	\$1,728,270	87.5	1
Drinking Places - Alcoholic Beverages	7224	\$2,270,075	\$1,120,875	\$1,149,200	33.9	4

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.

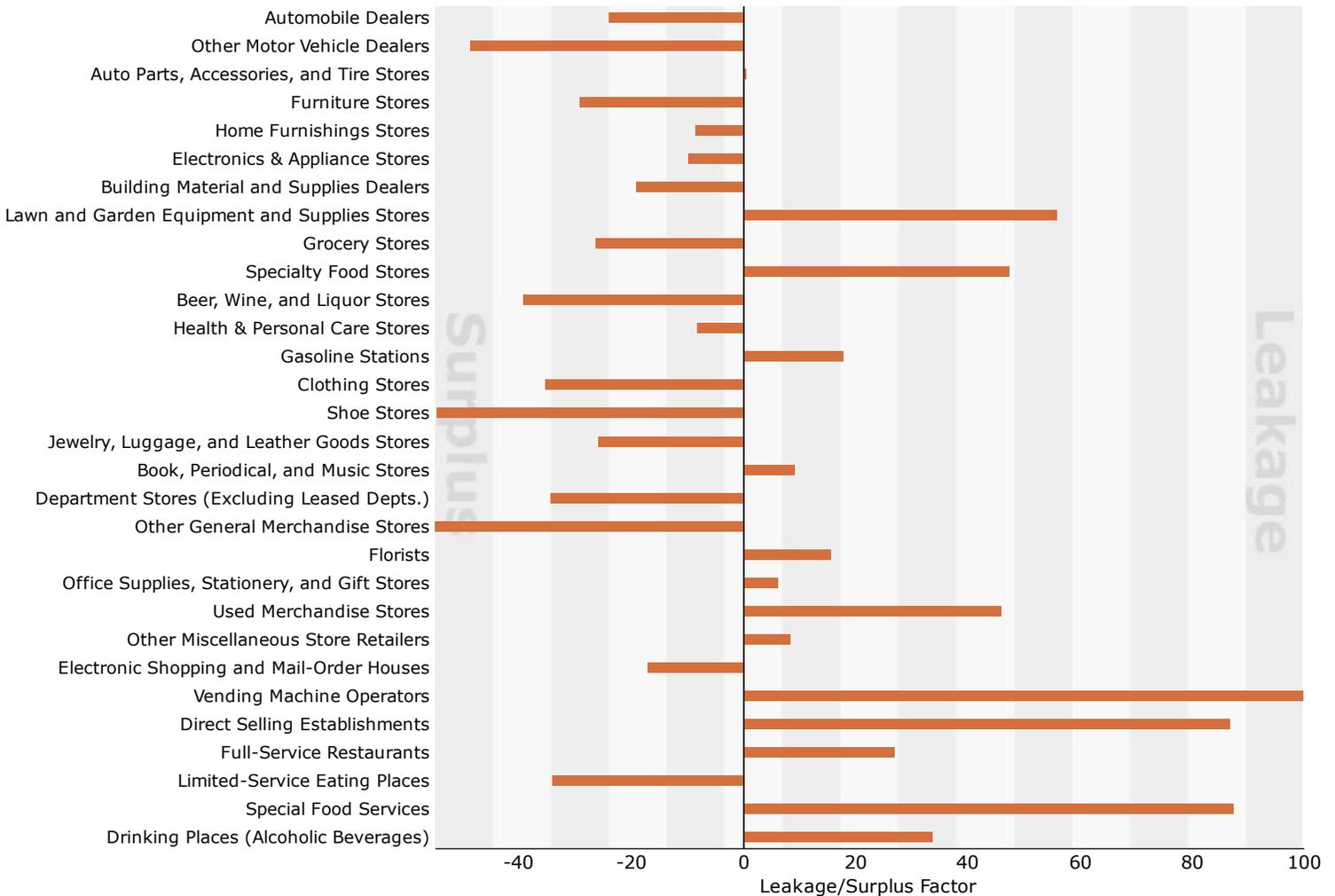
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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		48,964	50,981
Population 18+		37,547	39,259
Households		19,707	20,564
Median Household Income		\$60,231	\$69,223

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	18,241	48.6%	103
Bought any women's clothing in last 12 months	17,007	45.3%	103
Bought clothing for child <13 years in last 6 months	10,480	27.9%	101
Bought any shoes in last 12 months	20,630	54.9%	102
Bought costume jewelry in last 12 months	7,687	20.5%	105
Bought any fine jewelry in last 12 months	6,928	18.5%	101
Bought a watch in last 12 months	4,274	11.4%	103
Automobiles (Households)			
HH owns/leases any vehicle	17,718	89.9%	105
HH bought/leased new vehicle last 12 mo	1,993	10.1%	108
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	33,687	89.7%	105
Bought/changed motor oil in last 12 months	19,486	51.9%	106
Had tune-up in last 12 months	11,740	31.3%	104
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	24,662	65.7%	100
Drank regular cola in last 6 months	16,988	45.2%	101
Drank beer/ale in last 6 months	17,116	45.6%	107
Cameras (Adults)			
Own digital point & shoot camera	11,617	30.9%	106
Own digital single-lens reflex (SLR) camera	3,559	9.5%	110
Bought any camera in last 12 months	2,119	5.6%	99
Printed digital photos in last 12 months	1,117	3.0%	102
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	14,513	38.7%	107
Have a smartphone	23,249	61.9%	105
Have a smartphone: Android phone (any brand)	11,055	29.4%	109
Have a smartphone: Apple iPhone	9,936	26.5%	102
Number of cell phones in household: 1	6,340	32.2%	100
Number of cell phones in household: 2	7,658	38.9%	104
Number of cell phones in household: 3+	4,834	24.5%	96
HH has cell phone only (no landline telephone)	8,961	45.5%	108
Computers (Households)			
HH owns a computer	15,750	79.9%	104
HH owns desktop computer	9,184	46.6%	103
HH owns laptop/notebook	11,295	57.3%	106
HH owns any Apple/Mac brand computer	2,937	14.9%	99
HH owns any PC/non-Apple brand computer	13,968	70.9%	104
HH purchased most recent computer in a store	7,803	39.6%	105
HH purchased most recent computer online	2,721	13.8%	106
Spent <\$500 on most recent home computer	3,009	15.3%	105
Spent \$500-\$999 on most recent home computer	4,039	20.5%	107
Spent \$1,000-\$1,499 on most recent home computer	1,982	10.1%	106
Spent \$1,500-\$1,999 on most recent home computer	884	4.5%	98
Spent \$2,000+ on most recent home computer	763	3.9%	99

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

Union 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	20,450	54.5%	107
Bought brewed coffee at convenience store in last 30 days	6,196	16.5%	105
Bought cigarettes at convenience store in last 30 days	5,101	13.6%	109
Bought gas at convenience store in last 30 days	13,962	37.2%	113
Spent at convenience store in last 30 days: <\$20	3,213	8.6%	106
Spent at convenience store in last 30 days: \$20-\$39	3,474	9.3%	102
Spent at convenience store in last 30 days: \$40-\$50	3,199	8.5%	112
Spent at convenience store in last 30 days: \$51-\$99	1,719	4.6%	103
Spent at convenience store in last 30 days: \$100+	9,497	25.3%	110
Entertainment (Adults)			
Attended a movie in last 6 months	22,781	60.7%	102
Went to live theater in last 12 months	4,986	13.3%	102
Went to a bar/night club in last 12 months	7,182	19.1%	114
Dined out in last 12 months	18,259	48.6%	108
Gambled at a casino in last 12 months	5,455	14.5%	106
Visited a theme park in last 12 months	6,649	17.7%	101
Viewed movie (video-on-demand) in last 30 days	6,935	18.5%	109
Viewed TV show (video-on-demand) in last 30 days	5,235	13.9%	108
Watched any pay-per-view TV in last 12 months	4,898	13.0%	99
Downloaded a movie over the Internet in last 30 days	2,732	7.3%	101
Downloaded any individual song in last 6 months	8,328	22.2%	109
Watched a movie online in the last 30 days	6,079	16.2%	101
Watched a TV program online in last 30 days	5,899	15.7%	105
Played a video/electronic game (console) in last 12 months	4,232	11.3%	108
Played a video/electronic game (portable) in last 12 months	1,871	5.0%	109
Financial (Adults)			
Have home mortgage (1st)	12,916	34.4%	111
Used ATM/cash machine in last 12 months	20,026	53.3%	109
Own any stock	2,848	7.6%	99
Own U.S. savings bond	1,821	4.8%	92
Own shares in mutual fund (stock)	2,724	7.3%	100
Own shares in mutual fund (bonds)	1,764	4.7%	97
Have interest checking account	11,396	30.4%	108
Have non-interest checking account	11,495	30.6%	108
Have savings account	21,887	58.3%	108
Have 401K retirement savings plan	6,125	16.3%	112
Own/used any credit/debit card in last 12 months	29,339	78.1%	105
Avg monthly credit card expenditures: <\$111	4,808	12.8%	110
Avg monthly credit card expenditures: \$111-\$225	2,532	6.7%	98
Avg monthly credit card expenditures: \$226-\$450	2,615	7.0%	110
Avg monthly credit card expenditures: \$451-\$700	2,078	5.5%	104
Avg monthly credit card expenditures: \$701-\$1,000	1,397	3.7%	86
Avg monthly credit card expenditures: \$1,001+	3,277	8.7%	96
Did banking online in last 12 months	15,231	40.6%	114
Did banking on mobile device in last 12 months	6,286	16.7%	120
Paid bills online in last 12 months	18,216	48.5%	113

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Retail Market Potential

Union 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	13,857	70.3%	101
Used bread in last 6 months	18,645	94.6%	101
Used chicken (fresh or frozen) in last 6 months	13,769	69.9%	101
Used turkey (fresh or frozen) in last 6 months	3,249	16.5%	104
Used fish/seafood (fresh or frozen) in last 6 months	10,669	54.1%	99
Used fresh fruit/vegetables in last 6 months	17,085	86.7%	101
Used fresh milk in last 6 months	17,397	88.3%	100
Used organic food in last 6 months	3,730	18.9%	96
Health (Adults)			
Exercise at home 2+ times per week	11,222	29.9%	105
Exercise at club 2+ times per week	5,257	14.0%	108
Visited a doctor in last 12 months	29,113	77.5%	102
Used vitamin/dietary supplement in last 6 months	20,397	54.3%	103
Home (Households)			
Any home improvement in last 12 months	5,523	28.0%	104
Used housekeeper/maid/professional HH cleaning service in last 12	2,427	12.3%	94
Purchased low ticket HH furnishings in last 12 months	3,408	17.3%	108
Purchased big ticket HH furnishings in last 12 months	4,327	22.0%	105
Bought any small kitchen appliance in last 12 months	4,687	23.8%	107
Bought any large kitchen appliance in last 12 months	2,573	13.1%	103
Insurance (Adults/Households)			
Currently carry life insurance	17,023	45.3%	106
Carry medical/hospital/accident insurance	25,701	68.5%	104
Carry homeowner insurance	19,022	50.7%	108
Carry renter's insurance	3,761	10.0%	123
Have auto insurance: 1 vehicle in household covered	6,336	32.2%	104
Have auto insurance: 2 vehicles in household covered	5,896	29.9%	105
Have auto insurance: 3+ vehicles in household covered	4,430	22.5%	103
Pets (Households)			
Household owns any pet	10,945	55.5%	103
Household owns any cat	4,822	24.5%	109
Household owns any dog	8,003	40.6%	100
Psychographics (Adults)			
Buying American is important to me	16,358	43.6%	103
Usually buy items on credit rather than wait	4,297	11.4%	97
Usually buy based on quality - not price	6,634	17.7%	98
Price is usually more important than brand name	10,048	26.8%	102
Usually use coupons for brands I buy often	7,439	19.8%	105
Am interested in how to help the environment	5,633	15.0%	92
Usually pay more for environ safe product	4,702	12.5%	98
Usually value green products over convenience	3,644	9.7%	92
Likely to buy a brand that supports a charity	12,513	33.3%	95
Reading (Adults)			
Bought digital book in last 12 months	5,367	14.3%	108
Bought hardcover book in last 12 months	8,347	22.2%	106
Bought paperback book in last 12 month	12,472	33.2%	106
Read any daily newspaper (paper version)	9,495	25.3%	97
Read any digital newspaper in last 30 days	13,068	34.8%	104
Read any magazine (paper/electronic version) in last 6 months	34,625	92.2%	102

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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	29,524	78.6%	105
Went to family restaurant/steak house: 4+ times a month	11,265	30.0%	109
Went to fast food/drive-in restaurant in last 6 months	34,550	92.0%	102
Went to fast food/drive-in restaurant 9+ times/mo	15,691	41.8%	106
Fast food/drive-in last 6 months: eat in	14,399	38.3%	105
Fast food/drive-in last 6 months: home delivery	3,222	8.6%	112
Fast food/drive-in last 6 months: take-out/drive-thru	19,475	51.9%	112
Fast food/drive-in last 6 months: take-out/walk-in	7,521	20.0%	103
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	12,537	33.4%	105
Own e-reader/tablet: iPad	5,636	15.0%	98
Own any portable MP3 player	12,327	32.8%	107
HH owns 1 TV	4,045	20.5%	100
HH owns 2 TVs	5,212	26.4%	102
HH owns 3 TVs	4,314	21.9%	102
HH owns 4+ TVs	3,718	18.9%	100
HH subscribes to cable TV	10,459	53.1%	107
HH subscribes to fiber optic	1,528	7.8%	102
HH has satellite dish	4,317	21.9%	86
HH owns DVD/Blu-ray player	12,331	62.6%	103
HH owns camcorder	2,808	14.2%	102
HH owns portable GPS navigation device	5,805	29.5%	107
HH purchased video game system in last 12 mos	1,462	7.4%	93
HH owns Internet video device for TV	1,364	6.9%	98
Travel (Adults)			
Domestic travel in last 12 months	19,677	52.4%	105
Took 3+ domestic non-business trips in last 12 months	4,322	11.5%	104
Spent on domestic vacations in last 12 months: <\$1,000	4,160	11.1%	103
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	2,262	6.0%	103
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	1,257	3.3%	94
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	1,412	3.8%	96
Spent on domestic vacations in last 12 months: \$3,000+	2,156	5.7%	104
Domestic travel in the 12 months: used general travel website	2,372	6.3%	93
Foreign travel in last 3 years	8,615	22.9%	95
Took 3+ foreign trips by plane in last 3 years	1,403	3.7%	83
Spent on foreign vacations in last 12 months: <\$1,000	1,507	4.0%	96
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,117	3.0%	91
Spent on foreign vacations in last 12 months: \$3,000+	1,551	4.1%	83
Foreign travel in last 3 years: used general travel website	1,777	4.7%	85
Nights spent in hotel/motel in last 12 months: any	16,101	42.9%	106
Took cruise of more than one day in last 3 years	2,994	8.0%	95
Member of any frequent flyer program	6,023	16.0%	98
Member of any hotel rewards program	5,722	15.2%	108

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