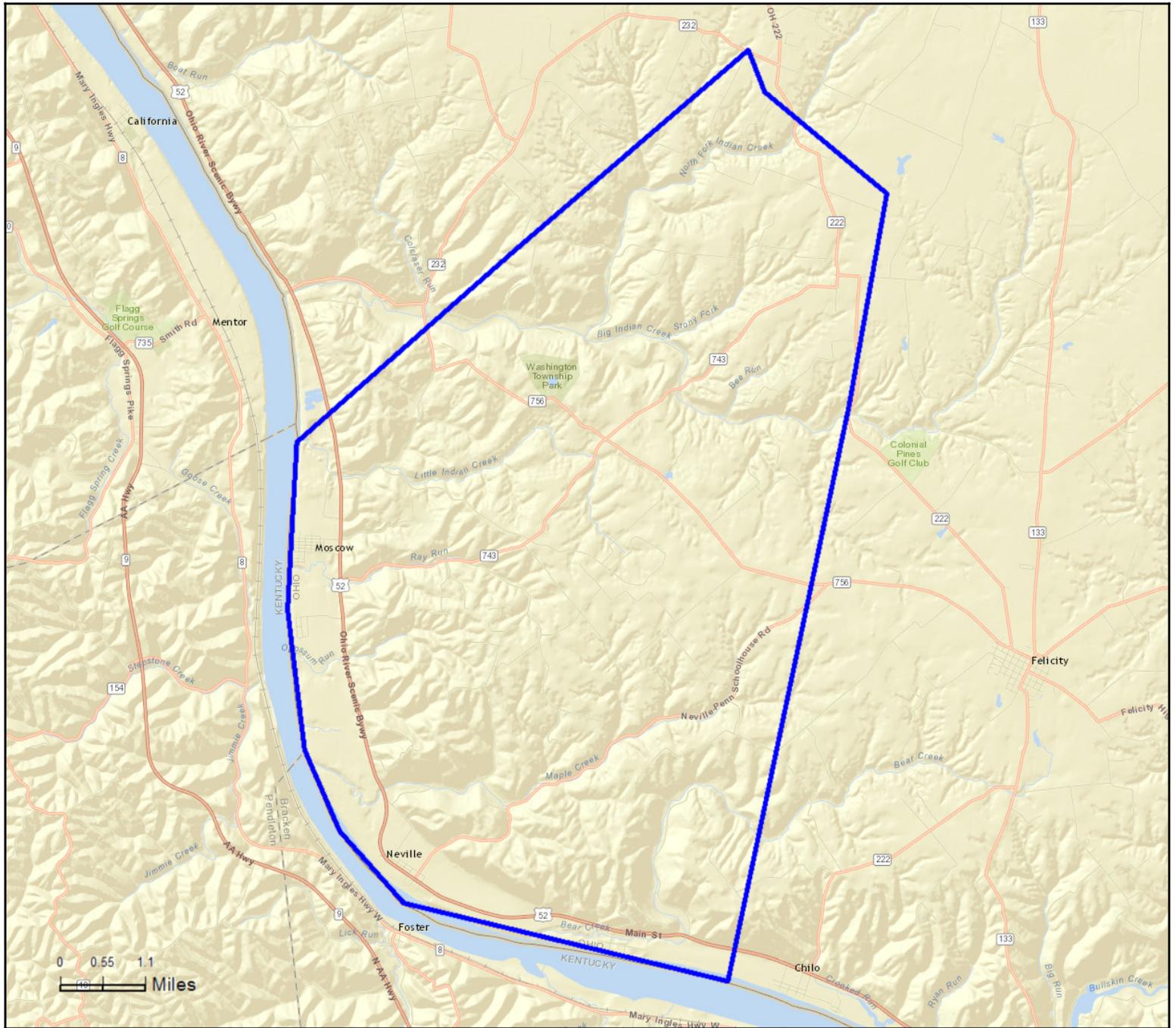


# Site Map

Washington Township  
 Washington township (3902581130)  
 Geography: County Subdivision

Prepared by Esri



<b>Population Summary</b>	
2000 Total Population	2,319
2010 Total Population	2,278
2016 Total Population	2,309
2016 Group Quarters	0
2020 Total Population	2,350
2016-2021 Annual Rate	0.35%
<b>Household Summary</b>	
2000 Households	808
2000 Average Household Size	2.87
2010 Households	839
2010 Average Household Size	2.72
2016 Households	856
2016 Average Household Size	2.70
2021 Households	874
2021 Average Household Size	2.69
2016-2021 Annual Rate	0.42%
2010 Families	614
2010 Average Family Size	3.15
2016 Families	625
2016 Average Family Size	3.12
2021 Families	635
2021 Average Family Size	3.11
2016-2021 Annual Rate	0.32%
<b>Housing Unit Summary</b>	
2000 Housing Units	874
Owner Occupied Housing Units	72.8%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	7.6%
2010 Housing Units	933
Owner Occupied Housing Units	71.4%
Renter Occupied Housing Units	18.5%
Vacant Housing Units	10.1%
2016 Housing Units	950
Owner Occupied Housing Units	69.4%
Renter Occupied Housing Units	20.7%
Vacant Housing Units	9.9%
2021 Housing Units	971
Owner Occupied Housing Units	69.2%
Renter Occupied Housing Units	20.8%
Vacant Housing Units	10.0%
<b>Median Household Income</b>	
2016	\$53,353
2021	\$58,973
<b>Median Home Value</b>	
2016	\$122,101
2021	\$174,292
<b>Per Capita Income</b>	
2016	\$26,308
2021	\$29,495
<b>Median Age</b>	
2010	40.4
2016	41.4
2021	42.5

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

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

## 2016 Households by Income

Household Income Base	856
<\$15,000	7.8%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	12.3%
\$100,000 - \$149,999	13.2%
\$150,000 - \$199,999	2.1%
\$200,000+	4.8%
Average Household Income	\$71,359

## 2021 Households by Income

Household Income Base	874
<\$15,000	7.7%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	16.0%
\$35,000 - \$49,999	8.1%
\$50,000 - \$74,999	19.3%
\$75,000 - \$99,999	13.6%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	2.7%
\$200,000+	5.8%
Average Household Income	\$79,723

## 2016 Owner Occupied Housing Units by Value

Total	659
<\$50,000	19.1%
\$50,000 - \$99,999	26.3%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	16.5%
\$200,000 - \$249,999	10.9%
\$250,000 - \$299,999	4.7%
\$300,000 - \$399,999	1.7%
\$400,000 - \$499,999	9.1%
\$500,000 - \$749,999	0.2%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.2%
Average Home Value	\$161,646

## 2021 Owner Occupied Housing Units by Value

Total	673
<\$50,000	10.0%
\$50,000 - \$99,999	24.5%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	15.8%
\$200,000 - \$249,999	15.0%
\$250,000 - \$299,999	9.1%
\$300,000 - \$399,999	2.2%
\$400,000 - \$499,999	13.8%
\$500,000 - \$749,999	0.3%
\$750,000 - \$999,999	1.3%
\$1,000,000 +	0.1%
Average Home Value	\$202,377

**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.

<b>2010 Population by Age</b>	
Total	2,278
0 - 4	6.1%
5 - 9	7.7%
10 - 14	6.8%
15 - 24	12.5%
25 - 34	10.6%
35 - 44	14.1%
45 - 54	18.1%
55 - 64	12.7%
65 - 74	7.8%
75 - 84	3.1%
85 +	0.7%
18 +	74.9%
<b>2016 Population by Age</b>	
Total	2,309
0 - 4	6.0%
5 - 9	7.3%
10 - 14	6.2%
15 - 24	11.3%
25 - 34	11.9%
35 - 44	12.6%
45 - 54	16.1%
55 - 64	14.7%
65 - 74	9.7%
75 - 84	3.5%
85 +	0.8%
18 +	76.4%
<b>2021 Population by Age</b>	
Total	2,351
0 - 4	5.7%
5 - 9	7.0%
10 - 14	6.2%
15 - 24	10.5%
25 - 34	12.1%
35 - 44	12.0%
45 - 54	14.8%
55 - 64	14.9%
65 - 74	11.7%
75 - 84	4.3%
85 +	0.9%
18 +	77.2%
<b>2010 Population by Sex</b>	
Males	1,156
Females	1,122
<b>2016 Population by Sex</b>	
Males	1,150
Females	1,159
<b>2021 Population by Sex</b>	
Males	1,164
Females	1,187

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	2,278
White Alone	98.5%
Black Alone	0.3%
American Indian Alone	0.1%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.2%
Two or More Races	0.8%
Hispanic Origin	0.7%
Diversity Index	4.2

## 2016 Population by Race/Ethnicity

Total	2,307
White Alone	98.0%
Black Alone	0.4%
American Indian Alone	0.1%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.3%
Two or More Races	1.1%
Hispanic Origin	1.0%
Diversity Index	6.1

## 2021 Population by Race/Ethnicity

Total	2,349
White Alone	97.6%
Black Alone	0.6%
American Indian Alone	0.1%
Asian Alone	0.1%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.4%
Two or More Races	1.3%
Hispanic Origin	1.3%
Diversity Index	7.3

## 2010 Population by Relationship and Household Type

Total	2,278
In Households	100.0%
In Family Households	87.8%
Householder	27.0%
Spouse	21.5%
Child	33.2%
Other relative	3.2%
Nonrelative	2.9%
In Nonfamily Households	12.2%
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.

<b>2016 Population 25+ by Educational Attainment</b>	
Total	1,599
Less than 9th Grade	9.1%
9th - 12th Grade, No Diploma	10.6%
High School Graduate	28.8%
GED/Alternative Credential	7.6%
Some College, No Degree	18.3%
Associate Degree	11.2%
Bachelor's Degree	10.8%
Graduate/Professional Degree	3.7%
<b>2016 Population 15+ by Marital Status</b>	
Total	1,858
Never Married	28.9%
Married	48.0%
Widowed	8.1%
Divorced	15.1%
<b>2016 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	92.0%
Civilian Unemployed	8.0%
<b>2016 Employed Population 16+ by Industry</b>	
Total	969
Agriculture/Mining	0.0%
Construction	16.0%
Manufacturing	12.2%
Wholesale Trade	1.0%
Retail Trade	13.7%
Transportation/Utilities	7.3%
Information	3.0%
Finance/Insurance/Real Estate	7.0%
Services	38.4%
Public Administration	1.2%
<b>2016 Employed Population 16+ by Occupation</b>	
Total	970
White Collar	57.2%
Management/Business/Financial	10.2%
Professional	21.6%
Sales	13.2%
Administrative Support	12.2%
Services	9.9%
Blue Collar	32.9%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	9.7%
Production	9.3%
Transportation/Material Moving	7.5%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	2,278
Population Inside Urbanized Area	0.0%
Population Inside Urbanized Cluster	0.0%
Rural Population	100.0%

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

<b>2010 Households by Type</b>	
Total	839
Households with 1 Person	21.2%
Households with 2+ People	78.8%
Family Households	73.2%
Husband-wife Families	58.3%
With Related Children	25.1%
Other Family (No Spouse Present)	14.9%
Other Family with Male Householder	4.4%
With Related Children	2.4%
Other Family with Female Householder	10.5%
With Related Children	7.4%
Nonfamily Households	5.6%
All Households with Children	35.3%
Multigenerational Households	5.7%
Unmarried Partner Households	8.6%
Male-female	7.7%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	839
1 Person Household	21.2%
2 Person Household	35.6%
3 Person Household	15.6%
4 Person Household	15.4%
5 Person Household	6.7%
6 Person Household	3.3%
7 + Person Household	2.1%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	839
Owner Occupied	79.4%
Owned with a Mortgage/Loan	49.8%
Owned Free and Clear	29.6%
Renter Occupied	20.6%
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	933
Housing Units Inside Urbanized Area	0.0%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	100.0%

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

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

## Top 3 Tapestry Segments

1. Southern Satellites (10A)
2. Top Tier (1A)
3. Professional Pride (1B)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$1,611,744
Average Spent	\$1,882.88
Spending Potential Index	94
Education: Total \$	\$893,221
Average Spent	\$1,043.48
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$2,401,307
Average Spent	\$2,805.27
Spending Potential Index	96
Food at Home: Total \$	\$4,204,119
Average Spent	\$4,911.35
Spending Potential Index	99
Food Away from Home: Total \$	\$2,557,253
Average Spent	\$2,987.45
Spending Potential Index	97
Health Care: Total \$	\$4,593,098
Average Spent	\$5,365.77
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$1,409,192
Average Spent	\$1,646.25
Spending Potential Index	93
Personal Care Products & Services: Total \$	\$579,681
Average Spent	\$677.20
Spending Potential Index	92
Shelter: Total \$	\$11,373,467
Average Spent	\$13,286.76
Spending Potential Index	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$1,914,473
Average Spent	\$2,236.53
Spending Potential Index	96
Travel: Total \$	\$1,316,467
Average Spent	\$1,537.93
Spending Potential Index	83
Vehicle Maintenance & Repairs: Total \$	\$860,053
Average Spent	\$1,004.73
Spending Potential Index	97

**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.

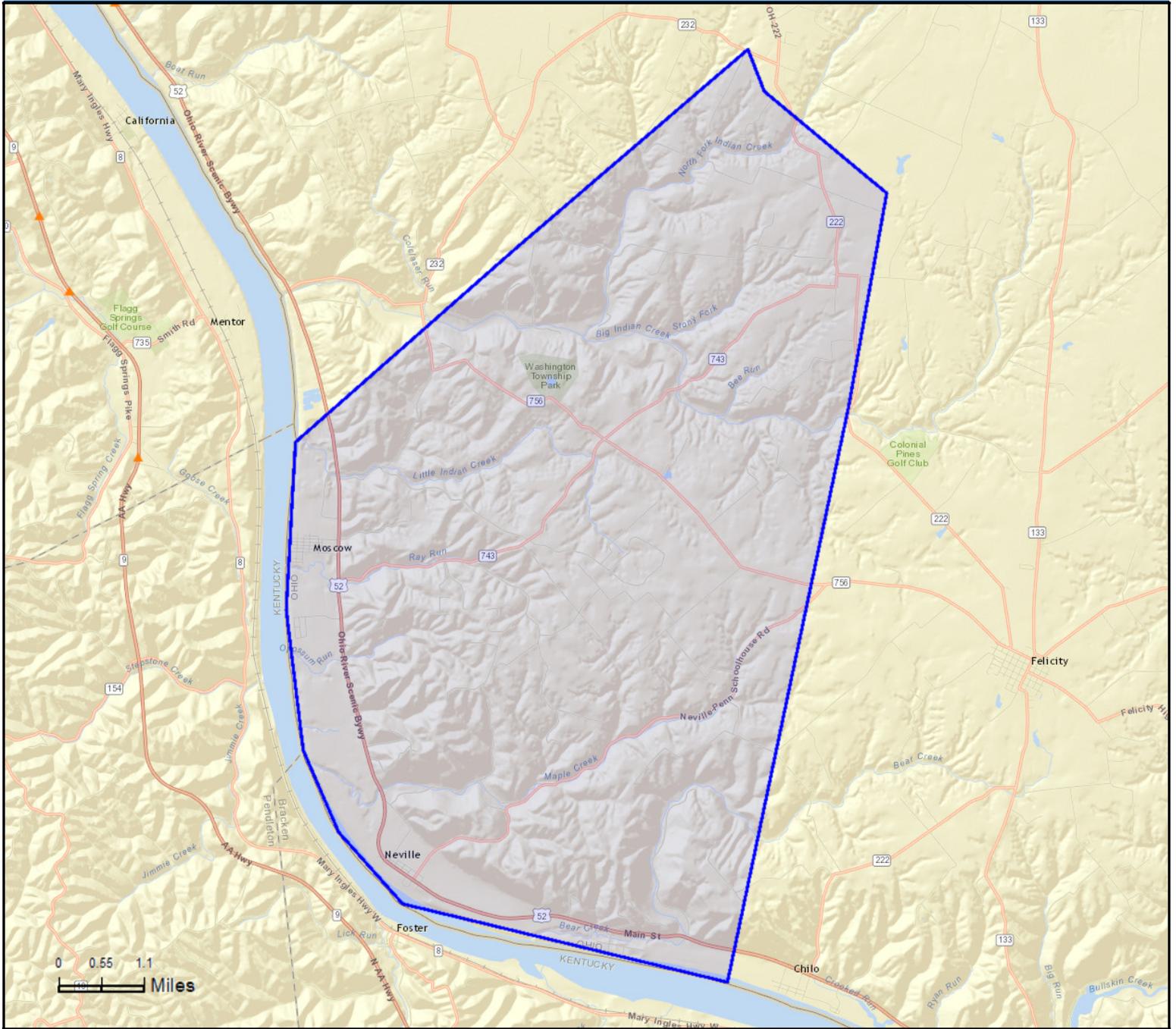
**Source:** Consumer Spending data are derived from the 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

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

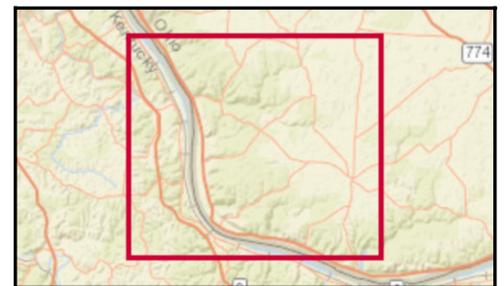
# Traffic Count Map

Washington Township  
 Washington township (3902581130)  
 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

## Data for all businesses in area

Total Businesses:	35
Total Employees:	292
Total Residential Population:	2,309
Employee/Residential Population Ratio:	0.13:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	2	5.7%	3	1.0%
Construction	3	8.6%	41	14.0%
Manufacturing	2	5.7%	38	13.0%
Transportation	3	8.6%	28	9.6%
Communication	1	2.9%	4	1.4%
Utility	0	0.0%	0	0.0%
Wholesale Trade	2	5.7%	13	4.5%
<b>Retail Trade Summary</b>	<b>4</b>	<b>11.4%</b>	<b>12</b>	<b>4.1%</b>
Home Improvement	0	0.0%	0	0.0%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	1	2.9%	5	1.7%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	0	0.0%	0	0.0%
Eating & Drinking Places	0	0.0%	0	0.0%
Miscellaneous Retail	3	8.6%	7	2.4%
<b>Finance, Insurance, Real Estate Summary</b>	<b>1</b>	<b>2.9%</b>	<b>0</b>	<b>0.0%</b>
Banks, Savings & Lending Institutions	1	2.9%	0	0.0%
Securities Brokers	0	0.0%	0	0.0%
Insurance Carriers & Agents	0	0.0%	0	0.0%
Real Estate, Holding, Other Investment Offices	0	0.0%	0	0.0%
<b>Services Summary</b>	<b>8</b>	<b>22.9%</b>	<b>16</b>	<b>5.5%</b>
Hotels & Lodging	0	0.0%	0	0.0%
Automotive Services	0	0.0%	0	0.0%
Motion Pictures & Amusements	0	0.0%	0	0.0%
Health Services	0	0.0%	0	0.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	1	2.9%	3	1.0%
Other Services	7	20.0%	13	4.5%
<b>Government</b>	<b>7</b>	<b>20.0%</b>	<b>137</b>	<b>46.9%</b>
<b>Unclassified Establishments</b>	<b>2</b>	<b>5.7%</b>	<b>0</b>	<b>0.0%</b>
<b>Totals</b>	<b>35</b>	<b>100.0%</b>	<b>292</b>	<b>100.0%</b>

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	2.9%	2	0.7%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	3	8.6%	41	14.0%
Manufacturing	2	5.7%	38	13.0%
Wholesale Trade	2	5.7%	13	4.5%
Retail Trade	4	11.4%	12	4.1%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	0	0.0%	0	0.0%
Electronics & Appliance Stores	0	0.0%	0	0.0%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.0%	0	0.0%
Food & Beverage Stores	1	2.9%	5	1.7%
Health & Personal Care Stores	0	0.0%	0	0.0%
Gasoline Stations	0	0.0%	0	0.0%
Clothing & Clothing Accessories Stores	0	0.0%	0	0.0%
Sport Goods, Hobby, Book, & Music Stores	2	5.7%	6	2.1%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	1	2.9%	1	0.3%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	2	5.7%	6	2.1%
Information	1	2.9%	4	1.4%
Finance & Insurance	1	2.9%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	1	2.9%	0	0.0%
Securities, Commodity Contracts & Other Financial	0	0.0%	0	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	0	0.0%	0	0.0%
Real Estate, Rental & Leasing	0	0.0%	0	0.0%
Professional, Scientific & Tech Services	2	5.7%	4	1.4%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	2	5.7%	4	1.4%
Educational Services	1	2.9%	3	1.0%
Health Care & Social Assistance	1	2.9%	22	7.5%
Arts, Entertainment & Recreation	0	0.0%	0	0.0%
Accommodation & Food Services	0	0.0%	0	0.0%
Accommodation	0	0.0%	0	0.0%
Food Services & Drinking Places	0	0.0%	0	0.0%
Other Services (except Public Administration)	4	11.4%	6	2.1%
Automotive Repair & Maintenance	0	0.0%	0	0.0%
Public Administration	7	20.0%	137	46.9%
Unclassified Establishments	2	5.7%	0	0.0%
<b>Total</b>	<b>35</b>	<b>100.0%</b>	<b>292</b>	<b>100.0%</b>

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

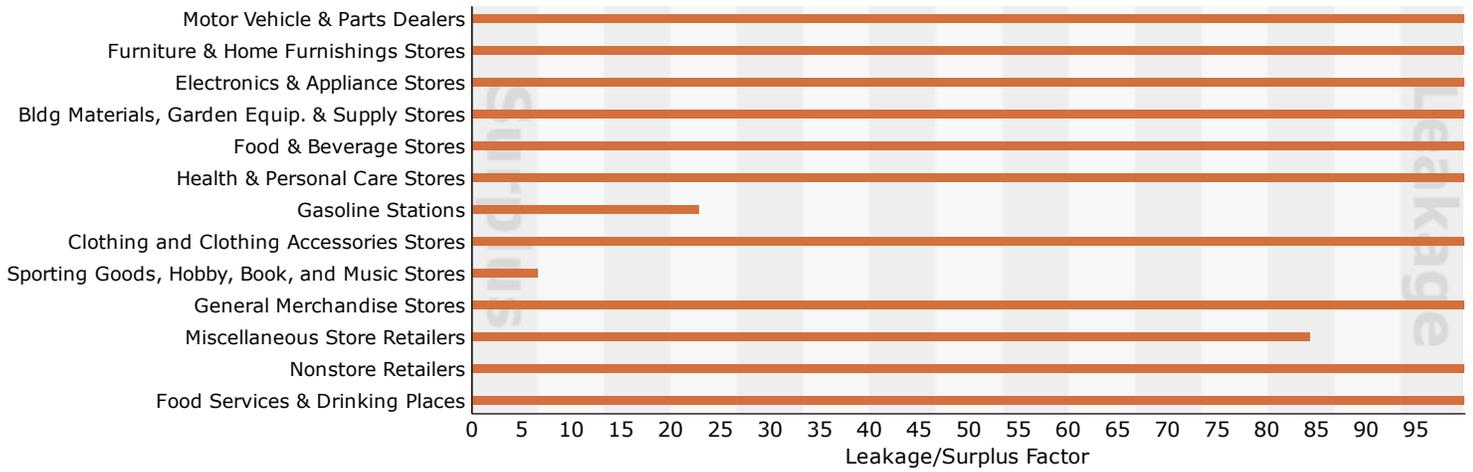
Summary Demographics						
2016 Population						2,309
2016 Households						856
2016 Median Disposable Income						\$43,683
2016 Per Capita Income						\$26,308
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$32,231,158	\$2,333,368	\$29,897,790	86.5	4
Total Retail Trade	44-45	\$29,498,721	\$2,333,368	\$27,165,353	85.3	4
Total Food & Drink	722	\$2,732,437	\$0	\$2,732,437	100.0	0
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$6,916,612	\$0	\$6,916,612	100.0	0
Automobile Dealers	4411	\$5,715,981	\$0	\$5,715,981	100.0	0
Other Motor Vehicle Dealers	4412	\$749,332	\$0	\$749,332	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$451,299	\$0	\$451,299	100.0	0
Furniture & Home Furnishings Stores	442	\$766,130	\$0	\$766,130	100.0	0
Furniture Stores	4421	\$499,547	\$0	\$499,547	100.0	0
Home Furnishings Stores	4422	\$266,583	\$0	\$266,583	100.0	0
Electronics & Appliance Stores	443	\$1,482,834	\$0	\$1,482,834	100.0	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,339,287	\$0	\$1,339,287	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,124,644	\$0	\$1,124,644	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$214,643	\$0	\$214,643	100.0	0
Food & Beverage Stores	445	\$5,279,503	\$0	\$5,279,503	100.0	0
Grocery Stores	4451	\$4,875,052	\$0	\$4,875,052	100.0	0
Specialty Food Stores	4452	\$252,626	\$0	\$252,626	100.0	0
Beer, Wine & Liquor Stores	4453	\$151,825	\$0	\$151,825	100.0	0
Health & Personal Care Stores	446,4461	\$2,283,442	\$0	\$2,283,442	100.0	0
Gasoline Stations	447,4471	\$2,251,245	\$1,411,680	\$839,565	22.9	1
Clothing & Clothing Accessories Stores	448	\$1,196,825	\$0	\$1,196,825	100.0	0
Clothing Stores	4481	\$768,560	\$0	\$768,560	100.0	0
Shoe Stores	4482	\$155,241	\$0	\$155,241	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$273,024	\$0	\$273,024	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$919,387	\$802,232	\$117,155	6.8	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$762,720	\$802,232	-\$39,512	-2.5	2
Book, Periodical & Music Stores	4512	\$156,667	\$0	\$156,667	100.0	0
General Merchandise Stores	452	\$5,198,392	\$0	\$5,198,392	100.0	0
Department Stores Excluding Leased Depts.	4521	\$4,069,626	\$0	\$4,069,626	100.0	0
Other General Merchandise Stores	4529	\$1,128,766	\$0	\$1,128,766	100.0	0
Miscellaneous Store Retailers	453	\$1,423,430	\$119,456	\$1,303,974	84.5	1
Florists	4531	\$54,903	\$0	\$54,903	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$310,555	\$0	\$310,555	100.0	0
Used Merchandise Stores	4533	\$176,836	\$0	\$176,836	100.0	0
Other Miscellaneous Store Retailers	4539	\$881,136	\$119,456	\$761,680	76.1	1
Nonstore Retailers	454	\$441,634	\$0	\$441,634	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$248,194	\$0	\$248,194	100.0	0
Vending Machine Operators	4542	\$46,189	\$0	\$46,189	100.0	0
Direct Selling Establishments	4543	\$147,251	\$0	\$147,251	100.0	0
Food Services & Drinking Places	722	\$2,732,437	\$0	\$2,732,437	100.0	0
Full-Service Restaurants	7221	\$1,340,664	\$0	\$1,340,664	100.0	0
Limited-Service Eating Places	7222	\$1,250,127	\$0	\$1,250,127	100.0	0
Special Food Services	7223	\$68,553	\$0	\$68,553	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$73,093	\$0	\$73,093	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.

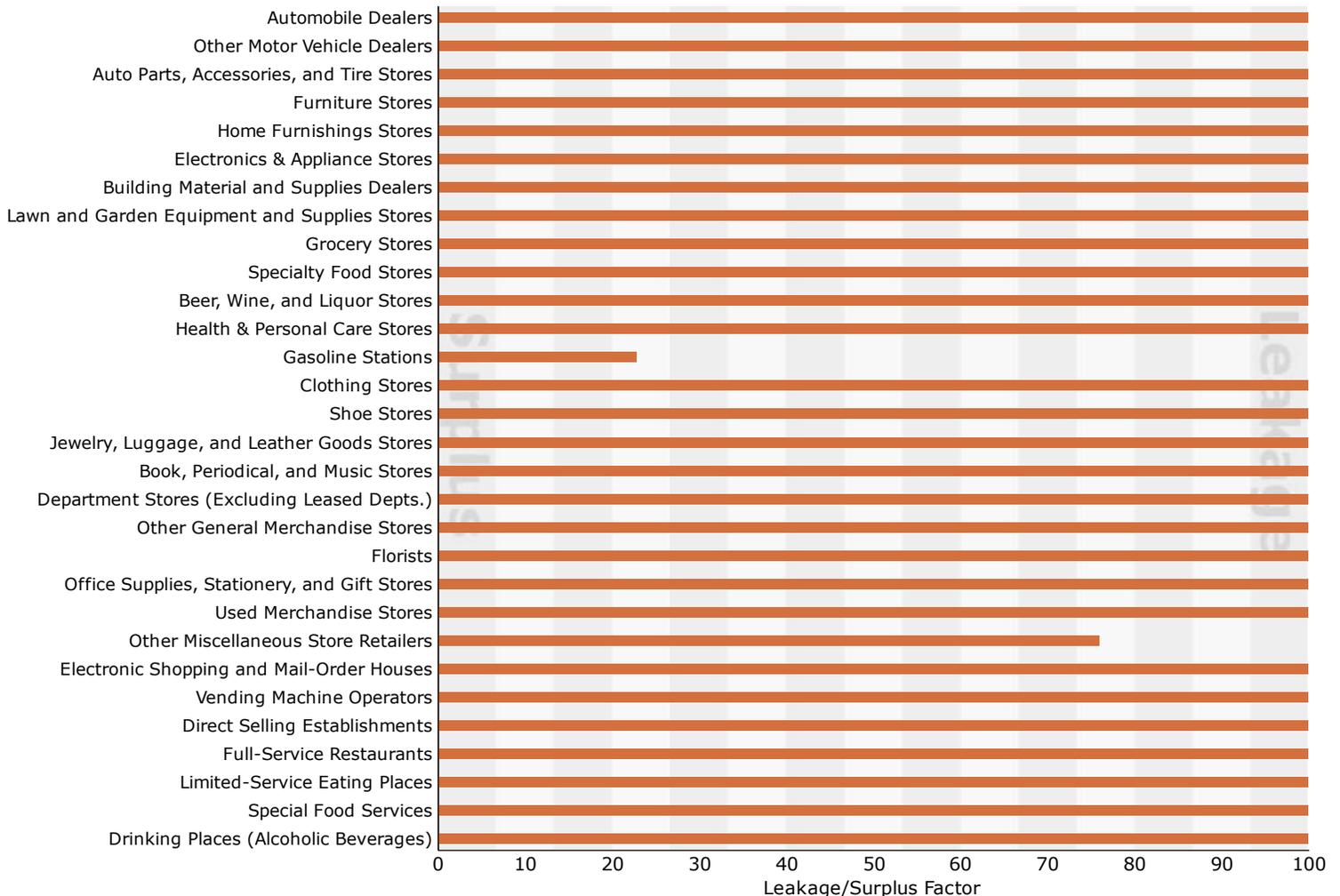
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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.

<b>Demographic Summary</b>	<b>2016</b>	<b>2021</b>
Population	2,309	2,350
Population 18+	1,765	1,815
Households	856	874
Median Household Income	\$53,353	\$58,973

<b>Product/Consumer Behavior</b>	<b>Expected Number of Adults/HHs</b>	<b>Percent of Adults/HHs</b>	<b>MPI</b>
<b>Apparel (Adults)</b>			
Bought any men's clothing in last 12 months	844	47.8%	101
Bought any women's clothing in last 12 months	865	49.0%	112
Bought clothing for child <13 years in last 6 months	507	28.7%	104
Bought any shoes in last 12 months	957	54.2%	101
Bought costume jewelry in last 12 months	384	21.8%	111
Bought any fine jewelry in last 12 months	351	19.9%	108
Bought a watch in last 12 months	180	10.2%	93
<b>Automobiles (Households)</b>			
HH owns/leases any vehicle	776	90.7%	106
HH bought/leased new vehicle last 12 mo	71	8.3%	88
<b>Automotive Aftermarket (Adults)</b>			
Bought gasoline in last 6 months	1,636	92.7%	109
Bought/changed motor oil in last 12 months	1,129	64.0%	130
Had tune-up in last 12 months	539	30.5%	101
<b>Beverages (Adults)</b>			
Drank bottled water/seltzer in last 6 months	1,150	65.2%	100
Drank regular cola in last 6 months	892	50.5%	113
Drank beer/ale in last 6 months	636	36.0%	85
<b>Cameras (Adults)</b>			
Own digital point & shoot camera	523	29.6%	102
Own digital single-lens reflex (SLR) camera	88	5.0%	58
Bought any camera in last 12 months	101	5.7%	100
Printed digital photos in last 12 months	73	4.1%	141
<b>Cell Phones (Adults/Households)</b>			
Bought cell phone in last 12 months	665	37.7%	104
Have a smartphone	862	48.8%	83
Have a smartphone: Android phone (any brand)	417	23.6%	88
Have a smartphone: Apple iPhone	328	18.6%	72
Number of cell phones in household: 1	280	32.7%	102
Number of cell phones in household: 2	319	37.3%	100
Number of cell phones in household: 3+	204	23.8%	94
HH has cell phone only (no landline telephone)	374	43.7%	104
<b>Computers (Households)</b>			
HH owns a computer	602	70.3%	92
HH owns desktop computer	350	40.9%	90
HH owns laptop/notebook	402	47.0%	87
HH owns any Apple/Mac brand computer	60	7.0%	47
HH owns any PC/non-Apple brand computer	572	66.8%	98
HH purchased most recent computer in a store	323	37.7%	100
HH purchased most recent computer online	81	9.5%	72
Spent <\$500 on most recent home computer	142	16.6%	114
Spent \$500-\$999 on most recent home computer	137	16.0%	84
Spent \$1,000-\$1,499 on most recent home computer	68	7.9%	84
Spent \$1,500-\$1,999 on most recent home computer	25	2.9%	64
Spent \$2,000+ on most recent home computer	21	2.5%	63

**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

Washington Township  
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Convenience Stores (Adults)</b>			
Shopped at convenience store in last 6 mos	917	52.0%	102
Bought brewed coffee at convenience store in last 30 days	297	16.8%	107
Bought cigarettes at convenience store in last 30 days	361	20.5%	163
Bought gas at convenience store in last 30 days	798	45.2%	137
Spent at convenience store in last 30 days: <\$20	84	4.8%	59
Spent at convenience store in last 30 days: \$20-\$39	132	7.5%	83
Spent at convenience store in last 30 days: \$40-\$50	161	9.1%	120
Spent at convenience store in last 30 days: \$51-\$99	88	5.0%	113
Spent at convenience store in last 30 days: \$100+	564	32.0%	139
<b>Entertainment (Adults)</b>			
Attended a movie in last 6 months	889	50.4%	85
Went to live theater in last 12 months	145	8.2%	63
Went to a bar/night club in last 12 months	210	11.9%	71
Dined out in last 12 months	716	40.6%	90
Gambled at a casino in last 12 months	167	9.5%	69
Visited a theme park in last 12 months	235	13.3%	76
Viewed movie (video-on-demand) in last 30 days	195	11.0%	65
Viewed TV show (video-on-demand) in last 30 days	103	5.8%	45
Watched any pay-per-view TV in last 12 months	239	13.5%	103
Downloaded a movie over the Internet in last 30 days	54	3.1%	43
Downloaded any individual song in last 6 months	306	17.3%	85
Watched a movie online in the last 30 days	133	7.5%	47
Watched a TV program online in last 30 days	124	7.0%	47
Played a video/electronic game (console) in last 12 months	164	9.3%	89
Played a video/electronic game (portable) in last 12 months	88	5.0%	109
<b>Financial (Adults)</b>			
Have home mortgage (1st)	592	33.5%	108
Used ATM/cash machine in last 12 months	793	44.9%	92
Own any stock	97	5.5%	72
Own U.S. savings bond	51	2.9%	55
Own shares in mutual fund (stock)	81	4.6%	63
Own shares in mutual fund (bonds)	45	2.5%	52
Have interest checking account	488	27.6%	98
Have non-interest checking account	559	31.7%	112
Have savings account	829	47.0%	87
Have 401K retirement savings plan	209	11.8%	81
Own/used any credit/debit card in last 12 months	1,333	75.5%	101
Avg monthly credit card expenditures: <\$111	240	13.6%	117
Avg monthly credit card expenditures: \$111-\$225	133	7.5%	109
Avg monthly credit card expenditures: \$226-\$450	90	5.1%	81
Avg monthly credit card expenditures: \$451-\$700	83	4.7%	88
Avg monthly credit card expenditures: \$701-\$1,000	34	1.9%	45
Avg monthly credit card expenditures: \$1,001+	51	2.9%	32
Did banking online in last 12 months	555	31.4%	88
Did banking on mobile device in last 12 months	207	11.7%	84
Paid bills online in last 12 months	663	37.6%	87

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# Retail Market Potential

Washington Township  
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Grocery (Adults)</b>			
Used beef (fresh/frozen) in last 6 months	656	76.6%	110
Used bread in last 6 months	829	96.8%	103
Used chicken (fresh or frozen) in last 6 months	608	71.0%	103
Used turkey (fresh or frozen) in last 6 months	126	14.7%	93
Used fish/seafood (fresh or frozen) in last 6 months	457	53.4%	98
Used fresh fruit/vegetables in last 6 months	750	87.6%	102
Used fresh milk in last 6 months	777	90.8%	103
Used organic food in last 6 months	106	12.4%	63
<b>Health (Adults)</b>			
Exercise at home 2+ times per week	483	27.4%	96
Exercise at club 2+ times per week	107	6.1%	47
Visited a doctor in last 12 months	1,402	79.4%	105
Used vitamin/dietary supplement in last 6 months	908	51.4%	97
<b>Home (Households)</b>			
Any home improvement in last 12 months	246	28.7%	107
Used housekeeper/maid/professional HH cleaning service in last 12	63	7.4%	56
Purchased low ticket HH furnishings in last 12 months	132	15.4%	96
Purchased big ticket HH furnishings in last 12 months	169	19.7%	94
Bought any small kitchen appliance in last 12 months	179	20.9%	94
Bought any large kitchen appliance in last 12 months	118	13.8%	108
<b>Insurance (Adults/Households)</b>			
Currently carry life insurance	819	46.4%	109
Carry medical/hospital/accident insurance	1,139	64.5%	98
Carry homeowner insurance	953	54.0%	115
Carry renter's insurance	80	4.5%	56
Have auto insurance: 1 vehicle in household covered	254	29.7%	96
Have auto insurance: 2 vehicles in household covered	253	29.6%	104
Have auto insurance: 3+ vehicles in household covered	222	25.9%	119
<b>Pets (Households)</b>			
Household owns any pet	592	69.2%	129
Household owns any cat	284	33.2%	148
Household owns any dog	505	59.0%	145
<b>Psychographics (Adults)</b>			
Buying American is important to me	963	54.6%	129
Usually buy items on credit rather than wait	194	11.0%	94
Usually buy based on quality - not price	342	19.4%	108
Price is usually more important than brand name	557	31.6%	120
Usually use coupons for brands I buy often	375	21.2%	112
Am interested in how to help the environment	199	11.3%	69
Usually pay more for environ safe product	186	10.5%	83
Usually value green products over convenience	174	9.9%	94
Likely to buy a brand that supports a charity	612	34.7%	99
<b>Reading (Adults)</b>			
Bought digital book in last 12 months	193	10.9%	83
Bought hardcover book in last 12 months	315	17.8%	85
Bought paperback book in last 12 month	538	30.5%	97
Read any daily newspaper (paper version)	380	21.5%	82
Read any digital newspaper in last 30 days	503	28.5%	86
Read any magazine (paper/electronic version) in last 6 months	1,553	88.0%	97

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# Retail Market Potential

Washington Township  
Geography: County Subdivision

Prepared by Esri

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
<b>Restaurants (Adults)</b>			
Went to family restaurant/steak house in last 6 months	1,385	78.5%	105
Went to family restaurant/steak house: 4+ times a month	536	30.4%	111
Went to fast food/drive-in restaurant in last 6 months	1,658	93.9%	104
Went to fast food/drive-in restaurant 9+ times/mo	824	46.7%	118
Fast food/drive-in last 6 months: eat in	729	41.3%	114
Fast food/drive-in last 6 months: home delivery	85	4.8%	63
Fast food/drive-in last 6 months: take-out/drive-thru	964	54.6%	118
Fast food/drive-in last 6 months: take-out/walk-in	329	18.6%	96
<b>Television &amp; Electronics (Adults/Households)</b>			
Own any e-reader/tablet	391	22.2%	70
Own e-reader/tablet: iPad	125	7.1%	46
Own any portable MP3 player	453	25.7%	83
HH owns 1 TV	146	17.1%	83
HH owns 2 TVs	212	24.8%	96
HH owns 3 TVs	207	24.2%	113
HH owns 4+ TVs	194	22.7%	120
HH subscribes to cable TV	248	29.0%	58
HH subscribes to fiber optic	10	1.2%	15
HH has satellite dish	447	52.2%	206
HH owns DVD/Blu-ray player	540	63.1%	104
HH owns camcorder	122	14.3%	102
HH owns portable GPS navigation device	221	25.8%	94
HH purchased video game system in last 12 mos	48	5.6%	71
HH owns Internet video device for TV	30	3.5%	50
<b>Travel (Adults)</b>			
Domestic travel in last 12 months	829	47.0%	94
Took 3+ domestic non-business trips in last 12 months	133	7.5%	68
Spent on domestic vacations in last 12 months: <\$1,000	185	10.5%	98
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	76	4.3%	74
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	48	2.7%	76
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	51	2.9%	74
Spent on domestic vacations in last 12 months: \$3,000+	67	3.8%	69
Domestic travel in the 12 months: used general travel website	103	5.8%	86
Foreign travel in last 3 years	213	12.1%	50
Took 3+ foreign trips by plane in last 3 years	23	1.3%	29
Spent on foreign vacations in last 12 months: <\$1,000	33	1.9%	45
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	31	1.8%	54
Spent on foreign vacations in last 12 months: \$3,000+	31	1.8%	35
Foreign travel in last 3 years: used general travel website	56	3.2%	57
Nights spent in hotel/motel in last 12 months: any	638	36.1%	89
Took cruise of more than one day in last 3 years	104	5.9%	70
Member of any frequent flyer program	102	5.8%	35
Member of any hotel rewards program	163	9.2%	65

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