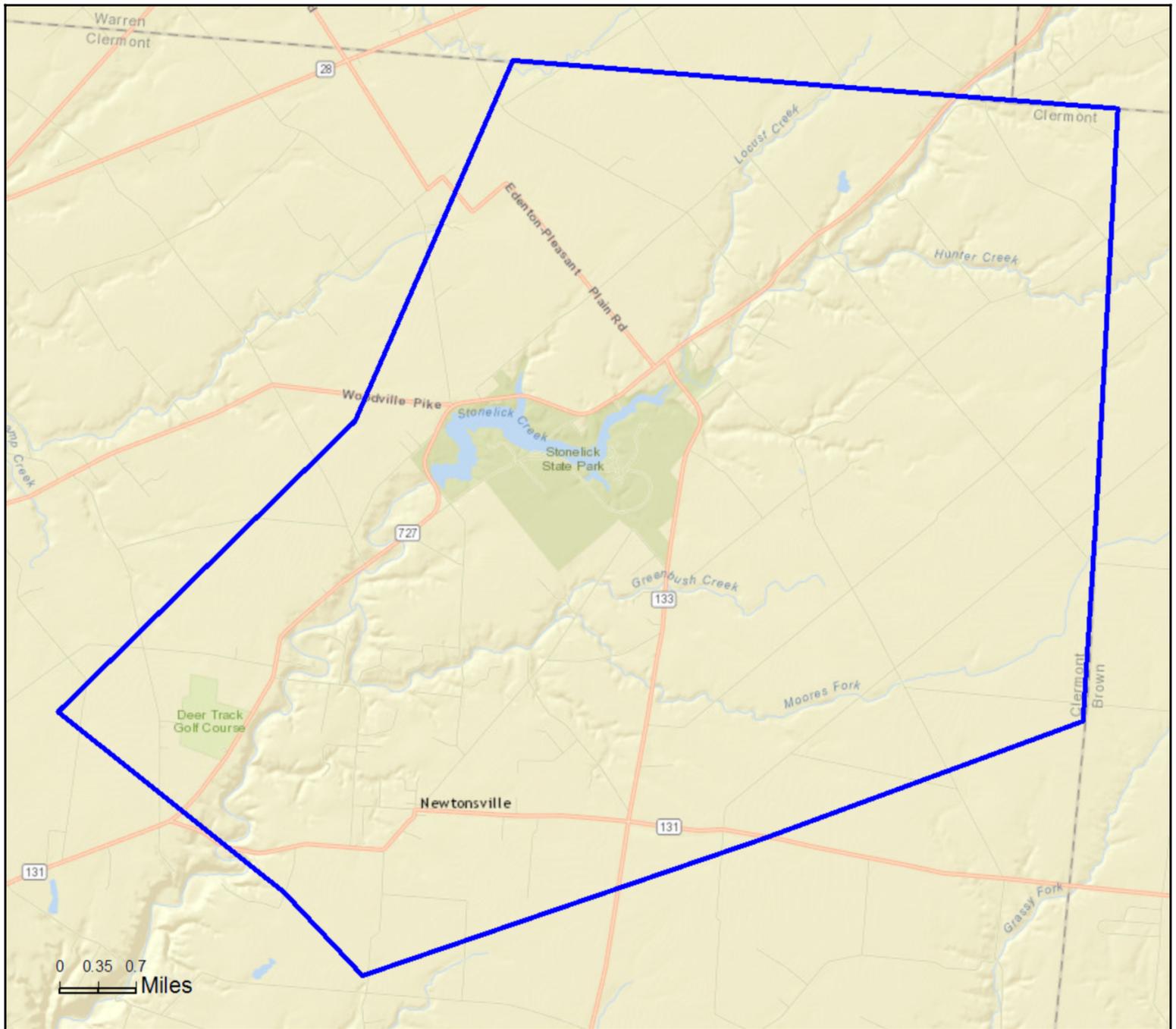


Site Map

Wayne Township
Wayne township (3902582110)
Geography: County Subdivision

Prepared by Esri



Population Summary	
2000 Total Population	5,013
2010 Total Population	4,885
2016 Total Population	4,980
2016 Group Quarters	0
2021 Total Population	5,092
2016-2021 Annual Rate	0.45%
Household Summary	
2000 Households	1,724
2000 Average Household Size	2.91
2010 Households	1,769
2010 Average Household Size	2.76
2016 Households	1,818
2016 Average Household Size	2.74
2021 Households	1,868
2021 Average Household Size	2.73
2016-2021 Annual Rate	0.54%
2010 Families	1,360
2010 Average Family Size	3.10
2016 Families	1,386
2016 Average Family Size	3.09
2021 Families	1,416
2021 Average Family Size	3.08
2016-2021 Annual Rate	0.43%
Housing Unit Summary	
2000 Housing Units	1,789
Owner Occupied Housing Units	83.0%
Renter Occupied Housing Units	13.4%
Vacant Housing Units	3.6%
2010 Housing Units	1,902
Owner Occupied Housing Units	78.0%
Renter Occupied Housing Units	15.0%
Vacant Housing Units	7.0%
2016 Housing Units	1,957
Owner Occupied Housing Units	75.8%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	7.1%
2021 Housing Units	2,018
Owner Occupied Housing Units	75.4%
Renter Occupied Housing Units	17.2%
Vacant Housing Units	7.4%
Median Household Income	
2016	\$58,690
2021	\$69,281
Median Home Value	
2016	\$139,097
2021	\$171,238
Per Capita Income	
2016	\$25,713
2021	\$29,317
Median Age	
2010	40.7
2016	42.6
2021	44.7

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	1,818
<\$15,000	7.3%
\$15,000 - \$24,999	7.9%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	13.2%
\$50,000 - \$74,999	24.8%
\$75,000 - \$99,999	17.2%
\$100,000 - \$149,999	14.5%
\$150,000 - \$199,999	2.1%
\$200,000+	2.8%
Average Household Income	\$70,552

2021 Households by Income

Household Income Base	1,868
<\$15,000	7.1%
\$15,000 - \$24,999	7.3%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	5.7%
\$50,000 - \$74,999	23.4%
\$75,000 - \$99,999	21.7%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	2.6%
\$200,000+	3.6%
Average Household Income	\$80,060

2016 Owner Occupied Housing Units by Value

Total	1,481
<\$50,000	13.6%
\$50,000 - \$99,999	24.4%
\$100,000 - \$149,999	15.3%
\$150,000 - \$199,999	16.6%
\$200,000 - \$249,999	8.7%
\$250,000 - \$299,999	6.1%
\$300,000 - \$399,999	4.9%
\$400,000 - \$499,999	5.2%
\$500,000 - \$749,999	4.3%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.7%
Average Home Value	\$183,390

2021 Owner Occupied Housing Units by Value

Total	1,521
<\$50,000	6.6%
\$50,000 - \$99,999	14.1%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	28.4%
\$200,000 - \$249,999	3.4%
\$250,000 - \$299,999	6.2%
\$300,000 - \$399,999	6.4%
\$400,000 - \$499,999	7.4%
\$500,000 - \$749,999	9.5%
\$750,000 - \$999,999	0.0%
\$1,000,000 +	0.7%
Average Home Value	\$232,610

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	4,885
0 - 4	5.2%
5 - 9	6.3%
10 - 14	7.6%
15 - 24	13.2%
25 - 34	10.4%
35 - 44	14.2%
45 - 54	18.4%
55 - 64	13.2%
65 - 74	7.3%
75 - 84	3.4%
85 +	0.8%
18 +	76.4%
2016 Population by Age	
Total	4,978
0 - 4	5.0%
5 - 9	5.5%
10 - 14	6.2%
15 - 24	12.2%
25 - 34	12.0%
35 - 44	12.1%
45 - 54	15.9%
55 - 64	16.7%
65 - 74	9.5%
75 - 84	4.0%
85 +	1.0%
18 +	79.6%
2021 Population by Age	
Total	5,089
0 - 4	4.6%
5 - 9	5.2%
10 - 14	6.0%
15 - 24	10.6%
25 - 34	11.8%
35 - 44	12.1%
45 - 54	13.9%
55 - 64	17.3%
65 - 74	12.2%
75 - 84	5.0%
85 +	1.2%
18 +	80.5%
2010 Population by Sex	
Males	2,516
Females	2,369
2016 Population by Sex	
Males	2,561
Females	2,417
2021 Population by Sex	
Males	2,623
Females	2,466

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	4,885
White Alone	97.8%
Black Alone	0.7%
American Indian Alone	0.3%
Asian Alone	0.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	0.9%
Hispanic Origin	0.3%
Diversity Index	4.9

2016 Population by Race/Ethnicity

Total	4,980
White Alone	97.0%
Black Alone	1.2%
American Indian Alone	0.3%
Asian Alone	0.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.3%
Hispanic Origin	0.5%
Diversity Index	6.8

2021 Population by Race/Ethnicity

Total	5,091
White Alone	96.4%
Black Alone	1.4%
American Indian Alone	0.3%
Asian Alone	0.4%
Pacific Islander Alone	0.0%
Some Other Race Alone	0.0%
Two or More Races	1.6%
Hispanic Origin	0.5%
Diversity Index	8.2

2010 Population by Relationship and Household Type

Total	4,885
In Households	100.0%
In Family Households	89.3%
Householder	27.8%
Spouse	21.9%
Child	33.2%
Other relative	3.3%
Nonrelative	2.9%
In Nonfamily Households	10.7%
In Group Quarters	0.0%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.0%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

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

2016 Population 25+ by Educational Attainment	
Total	3,543
Less than 9th Grade	4.5%
9th - 12th Grade, No Diploma	14.4%
High School Graduate	40.8%
GED/Alternative Credential	9.1%
Some College, No Degree	14.5%
Associate Degree	8.7%
Bachelor's Degree	5.6%
Graduate/Professional Degree	2.3%
2016 Population 15+ by Marital Status	
Total	4,149
Never Married	27.4%
Married	56.2%
Widowed	5.6%
Divorced	10.8%
2016 Civilian Population 16+ in Labor Force	
Civilian Employed	95.0%
Civilian Unemployed	5.0%
2016 Employed Population 16+ by Industry	
Total	2,322
Agriculture/Mining	3.5%
Construction	9.8%
Manufacturing	15.8%
Wholesale Trade	1.2%
Retail Trade	7.8%
Transportation/Utilities	5.3%
Information	1.1%
Finance/Insurance/Real Estate	7.1%
Services	47.5%
Public Administration	0.9%
2016 Employed Population 16+ by Occupation	
Total	2,322
White Collar	43.5%
Management/Business/Financial	11.7%
Professional	15.0%
Sales	6.9%
Administrative Support	9.8%
Services	19.3%
Blue Collar	37.2%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	7.5%
Installation/Maintenance/Repair	7.8%
Production	11.5%
Transportation/Material Moving	9.9%
2010 Population By Urban/ Rural Status	
Total Population	4,885
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.

2010 Households by Type	
Total	1,769
Households with 1 Person	18.3%
Households with 2+ People	81.7%
Family Households	76.9%
Husband-wife Families	60.6%
With Related Children	23.4%
Other Family (No Spouse Present)	16.3%
Other Family with Male Householder	6.8%
With Related Children	3.8%
Other Family with Female Householder	9.5%
With Related Children	6.5%
Nonfamily Households	4.8%
All Households with Children	34.6%
Multigenerational Households	6.2%
Unmarried Partner Households	7.1%
Male-female	6.6%
Same-sex	0.6%
2010 Households by Size	
Total	1,769
1 Person Household	18.3%
2 Person Household	36.0%
3 Person Household	18.2%
4 Person Household	14.8%
5 Person Household	7.6%
6 Person Household	3.1%
7 + Person Household	2.1%
2010 Households by Tenure and Mortgage Status	
Total	1,769
Owner Occupied	83.9%
Owned with a Mortgage/Loan	61.3%
Owned Free and Clear	22.6%
Renter Occupied	16.1%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	1,902
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. Salt of the Earth (6B)
2. Southern Satellites (10A)
3. Top Tier (1A)

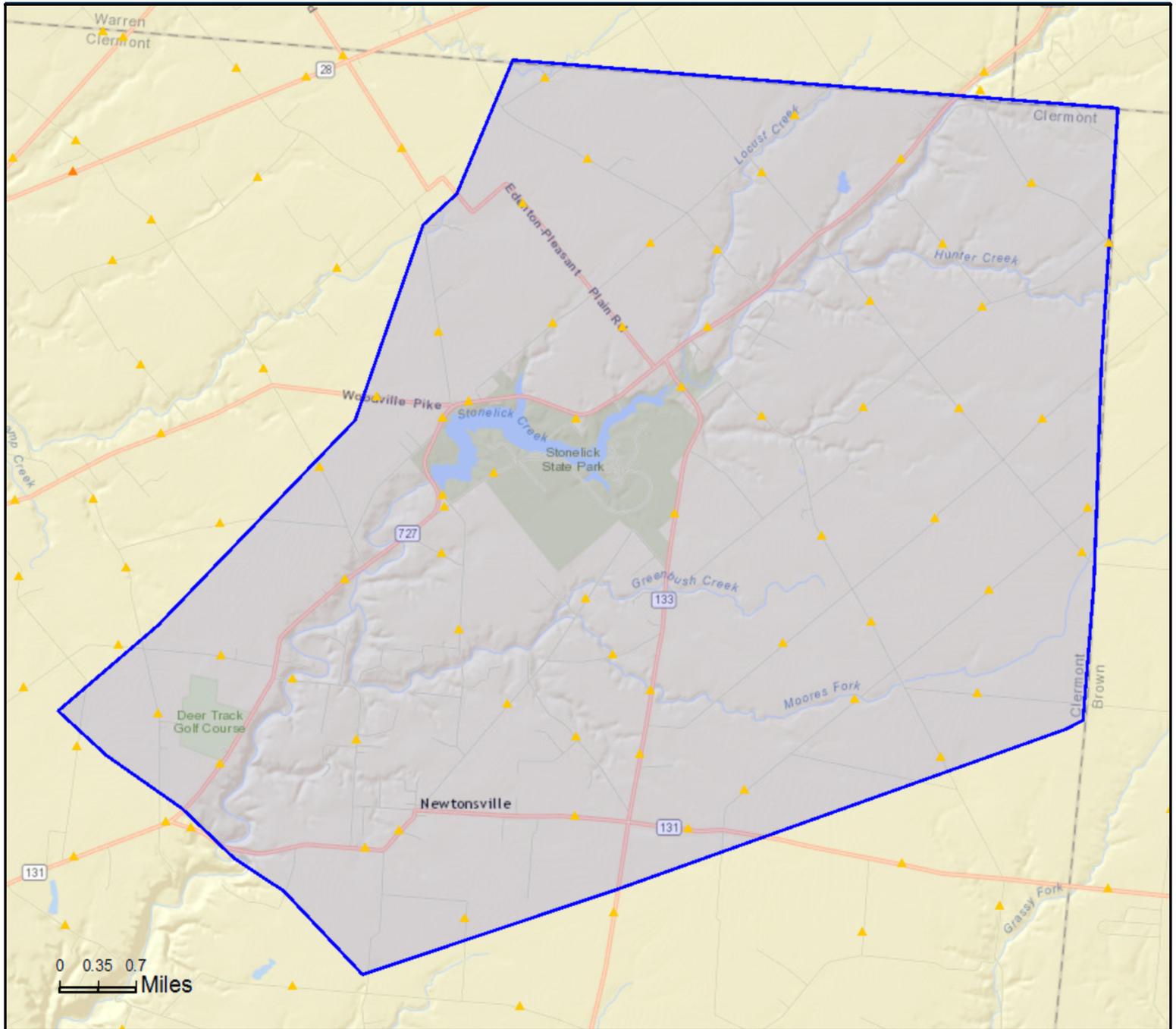
2016 Consumer Spending

Apparel & Services: Total \$	\$3,272,985
Average Spent	\$1,800.32
Spending Potential Index	89
Education: Total \$	\$2,020,706
Average Spent	\$1,111.50
Spending Potential Index	79
Entertainment/Recreation: Total \$	\$4,993,904
Average Spent	\$2,746.92
Spending Potential Index	94
Food at Home: Total \$	\$8,657,035
Average Spent	\$4,761.85
Spending Potential Index	96
Food Away from Home: Total \$	\$5,179,850
Average Spent	\$2,849.20
Spending Potential Index	92
Health Care: Total \$	\$9,768,309
Average Spent	\$5,373.11
Spending Potential Index	101
HH Furnishings & Equipment: Total \$	\$2,956,868
Average Spent	\$1,626.44
Spending Potential Index	92
Personal Care Products & Services: Total \$	\$1,209,280
Average Spent	\$665.17
Spending Potential Index	91
Shelter: Total \$	\$23,703,385
Average Spent	\$13,038.17
Spending Potential Index	84
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$4,106,911
Average Spent	\$2,259.03
Spending Potential Index	97
Travel: Total \$	\$2,940,461
Average Spent	\$1,617.42
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$1,808,937
Average Spent	\$995.01
Spending Potential Index	96

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



Business Summary

Wayne Township
 Geography: County Subdivision

Prepared by Esri

Data for all businesses in area

Total Businesses:	90
Total Employees:	494
Total Residential Population:	4,980
Employee/Residential Population Ratio:	0.1:1

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	4	4.4%	11	2.2%
Construction	29	32.2%	63	12.8%
Manufacturing	4	4.4%	26	5.3%
Transportation	5	5.6%	17	3.4%
Communication	1	1.1%	1	0.2%
Utility	0	0.0%	0	0.0%
Wholesale Trade	1	1.1%	7	1.4%
Retail Trade Summary	12	13.3%	64	13.0%
Home Improvement	1	1.1%	16	3.2%
General Merchandise Stores	1	1.1%	7	1.4%
Food Stores	5	5.6%	15	3.0%
Auto Dealers, Gas Stations, Auto Aftermarket	0	0.0%	0	0.0%
Apparel & Accessory Stores	0	0.0%	0	0.0%
Furniture & Home Furnishings	3	3.3%	10	2.0%
Eating & Drinking Places	1	1.1%	3	0.6%
Miscellaneous Retail	1	1.1%	13	2.6%
Finance, Insurance, Real Estate Summary	2	2.2%	0	0.0%
Banks, Savings & Lending Institutions	2	2.2%	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%
Services Summary	22	24.4%	63	12.8%
Hotels & Lodging	1	1.1%	2	0.4%
Automotive Services	3	3.3%	6	1.2%
Motion Pictures & Amusements	2	2.2%	18	3.6%
Health Services	1	1.1%	5	1.0%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	0	0.0%	0	0.0%
Other Services	15	16.7%	32	6.5%
Government	7	7.8%	242	49.0%
Unclassified Establishments	3	3.3%	0	0.0%
Totals	90	100.0%	494	100.0%

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

July 26, 2016

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	1.1%	3	0.6%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	29	32.2%	63	12.8%
Manufacturing	4	4.4%	26	5.3%
Wholesale Trade	1	1.1%	7	1.4%
Retail Trade	11	12.2%	61	12.3%
Motor Vehicle & Parts Dealers	0	0.0%	0	0.0%
Furniture & Home Furnishings Stores	1	1.1%	1	0.2%
Electronics & Appliance Stores	2	2.2%	9	1.8%
Bldg Material & Garden Equipment & Supplies Dealers	1	1.1%	16	3.2%
Food & Beverage Stores	5	5.6%	15	3.0%
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	1	1.1%	13	2.6%
General Merchandise Stores	1	1.1%	7	1.4%
Miscellaneous Store Retailers	0	0.0%	0	0.0%
Nonstore Retailers	0	0.0%	0	0.0%
Transportation & Warehousing	5	5.6%	17	3.4%
Information	1	1.1%	1	0.2%
Finance & Insurance	2	2.2%	0	0.0%
Central Bank/Credit Intermediation & Related Activities	2	2.2%	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	2.2%	3	0.6%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	7	7.8%	16	3.2%
Educational Services	0	0.0%	0	0.0%
Health Care & Social Assistance	1	1.1%	5	1.0%
Arts, Entertainment & Recreation	2	2.2%	18	3.6%
Accommodation & Food Services	2	2.2%	5	1.0%
Accommodation	1	1.1%	2	0.4%
Food Services & Drinking Places	1	1.1%	3	0.6%
Other Services (except Public Administration)	12	13.3%	27	5.5%
Automotive Repair & Maintenance	3	3.3%	6	1.2%
Public Administration	7	7.8%	242	49.0%
Unclassified Establishments	3	3.3%	0	0.0%
Total	90	100.0%	494	100.0%

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

Retail MarketPlace Profile

Wayne Township
Geography: County Subdivision

Prepared by Esri

Summary Demographics

2016 Population	4,980
2016 Households	1,818
2016 Median Disposable Income	\$49,522
2016 Per Capita Income	\$25,713

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	\$722,000	\$4,235,040	\$65,234,963	88.5	11
Total Retail Trade	44-45	\$63,588,320	\$3,863,561	\$59,724,759	88.5	8
Total Food & Drink	722	\$5,881,683	\$371,479	\$5,510,204	88.1	3

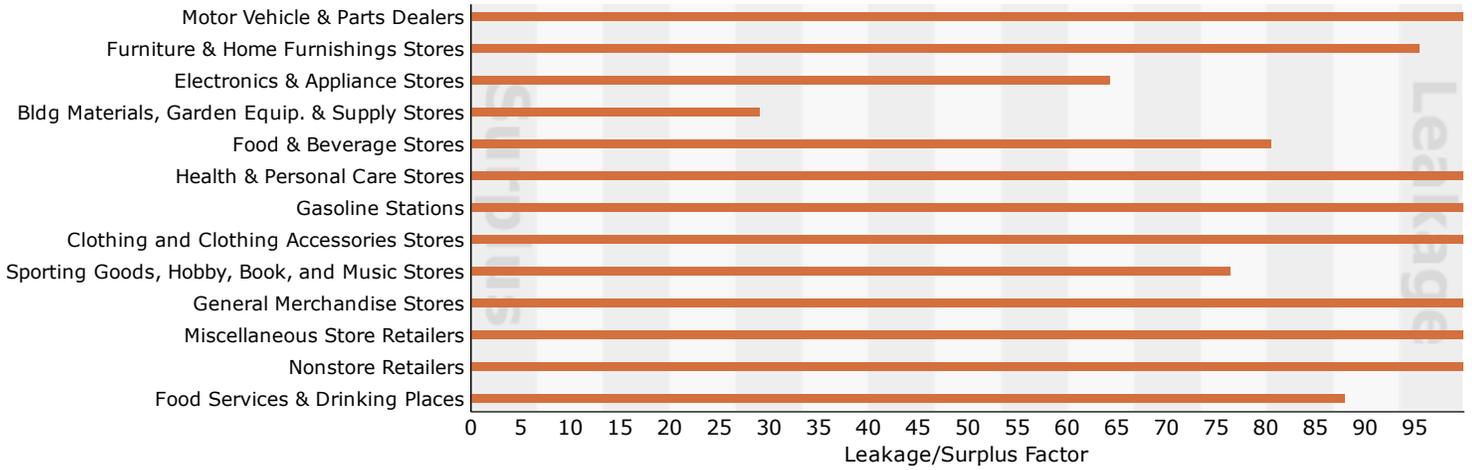
Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$14,963,876	\$0	\$14,963,876	100.0	0
Automobile Dealers	4411	\$12,268,388	\$0	\$12,268,388	100.0	0
Other Motor Vehicle Dealers	4412	\$1,704,302	\$0	\$1,704,302	100.0	0
Auto Parts, Accessories & Tire Stores	4413	\$991,186	\$0	\$991,186	100.0	0
Furniture & Home Furnishings Stores	442	\$1,635,167	\$36,833	\$1,598,334	95.6	1
Furniture Stores	4421	\$1,042,362	\$0	\$1,042,362	100.0	0
Home Furnishings Stores	4422	\$592,805	\$36,833	\$555,972	88.3	1
Electronics & Appliance Stores	443	\$3,230,772	\$696,618	\$2,534,154	64.5	2
Bldg Materials, Garden Equip. & Supply Stores	444	\$3,020,780	\$1,653,906	\$1,366,874	29.2	1
Bldg Material & Supplies Dealers	4441	\$2,512,400	\$0	\$2,512,400	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$508,380	\$1,653,906	-\$1,145,526	-53.0	1
Food & Beverage Stores	445	\$11,360,221	\$1,213,865	\$10,146,356	80.7	3
Grocery Stores	4451	\$10,492,538	\$830,267	\$9,662,271	85.3	2
Specialty Food Stores	4452	\$545,309	\$383,598	\$161,711	17.4	1
Beer, Wine & Liquor Stores	4453	\$322,374	\$0	\$322,374	100.0	0
Health & Personal Care Stores	446,4461	\$4,921,702	\$0	\$4,921,702	100.0	0
Gasoline Stations	447,4471	\$4,726,695	\$0	\$4,726,695	100.0	0
Clothing & Clothing Accessories Stores	448	\$2,533,065	\$0	\$2,533,065	100.0	0
Clothing Stores	4481	\$1,628,928	\$0	\$1,628,928	100.0	0
Shoe Stores	4482	\$321,822	\$0	\$321,822	100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$582,315	\$0	\$582,315	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,977,937	\$262,339	\$1,715,598	76.6	1
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,632,177	\$262,339	\$1,369,838	72.3	1
Book, Periodical & Music Stores	4512	\$345,760	\$0	\$345,760	100.0	0
General Merchandise Stores	452	\$11,114,421	\$0	\$11,114,421	100.0	0
Department Stores Excluding Leased Depts.	4521	\$8,677,525	\$0	\$8,677,525	100.0	0
Other General Merchandise Stores	4529	\$2,436,896	\$0	\$2,436,896	100.0	0
Miscellaneous Store Retailers	453	\$3,092,904	\$0	\$3,092,904	100.0	0
Florists	4531	\$132,348	\$0	\$132,348	100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$666,665	\$0	\$666,665	100.0	0
Used Merchandise Stores	4533	\$386,834	\$0	\$386,834	100.0	0
Other Miscellaneous Store Retailers	4539	\$1,907,057	\$0	\$1,907,057	100.0	0
Nonstore Retailers	454	\$1,010,780	\$0	\$1,010,780	100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$539,286	\$0	\$539,286	100.0	0
Vending Machine Operators	4542	\$99,528	\$0	\$99,528	100.0	0
Direct Selling Establishments	4543	\$371,966	\$0	\$371,966	100.0	0
Food Services & Drinking Places	722	\$5,881,683	\$371,479	\$5,510,204	88.1	3
Full-Service Restaurants	7221	\$2,895,711	\$297,075	\$2,598,636	81.4	2
Limited-Service Eating Places	7222	\$2,666,345	\$0	\$2,666,345	100.0	0
Special Food Services	7223	\$155,093	\$74,404	\$80,689	35.2	1
Drinking Places - Alcoholic Beverages	7224	\$164,534	\$0	\$164,534	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	4,980	5,092	
Population 18+	3,962	4,097	
Households	1,818	1,868	
Median Household Income	\$58,690	\$69,281	

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	1,996	50.4%	107
Bought any women's clothing in last 12 months	1,903	48.0%	109
Bought clothing for child <13 years in last 6 months	1,128	28.5%	103
Bought any shoes in last 12 months	2,213	55.9%	104
Bought costume jewelry in last 12 months	818	20.6%	106
Bought any fine jewelry in last 12 months	726	18.3%	100
Bought a watch in last 12 months	387	9.8%	89
Automobiles (Households)			
HH owns/leases any vehicle	1,688	92.8%	108
HH bought/leased new vehicle last 12 mo	156	8.6%	91
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	3,689	93.1%	109
Bought/changed motor oil in last 12 months	2,482	62.6%	128
Had tune-up in last 12 months	1,169	29.5%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,492	62.9%	96
Drank regular cola in last 6 months	1,903	48.0%	107
Drank beer/ale in last 6 months	1,568	39.6%	93
Cameras (Adults)			
Own digital point & shoot camera	1,283	32.4%	111
Own digital single-lens reflex (SLR) camera	270	6.8%	79
Bought any camera in last 12 months	233	5.9%	103
Printed digital photos in last 12 months	147	3.7%	127
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	1,413	35.7%	99
Have a smartphone	1,836	46.3%	79
Have a smartphone: Android phone (any brand)	924	23.3%	87
Have a smartphone: Apple iPhone	660	16.7%	64
Number of cell phones in household: 1	597	32.8%	102
Number of cell phones in household: 2	705	38.8%	104
Number of cell phones in household: 3+	410	22.6%	89
HH has cell phone only (no landline telephone)	727	40.0%	95
Computers (Households)			
HH owns a computer	1,310	72.1%	94
HH owns desktop computer	796	43.8%	97
HH owns laptop/notebook	867	47.7%	88
HH owns any Apple/Mac brand computer	129	7.1%	47
HH owns any PC/non-Apple brand computer	1,242	68.3%	100
HH purchased most recent computer in a store	680	37.4%	99
HH purchased most recent computer online	187	10.3%	79
Spent <\$500 on most recent home computer	310	17.1%	117
Spent \$500-\$999 on most recent home computer	311	17.1%	90
Spent \$1,000-\$1,499 on most recent home computer	138	7.6%	80
Spent \$1,500-\$1,999 on most recent home computer	59	3.2%	71
Spent \$2,000+ on most recent home computer	47	2.6%	66

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

Wayne 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	2,079	52.5%	103
Bought brewed coffee at convenience store in last 30 days	694	17.5%	111
Bought cigarettes at convenience store in last 30 days	707	17.8%	143
Bought gas at convenience store in last 30 days	1,757	44.3%	134
Spent at convenience store in last 30 days: <\$20	292	7.4%	91
Spent at convenience store in last 30 days: \$20-\$39	303	7.6%	85
Spent at convenience store in last 30 days: \$40-\$50	371	9.4%	123
Spent at convenience store in last 30 days: \$51-\$99	202	5.1%	115
Spent at convenience store in last 30 days: \$100+	1,204	30.4%	133
Entertainment (Adults)			
Attended a movie in last 6 months	1,991	50.3%	85
Went to live theater in last 12 months	391	9.9%	76
Went to a bar/night club in last 12 months	563	14.2%	85
Dined out in last 12 months	1,767	44.6%	99
Gambled at a casino in last 12 months	461	11.6%	85
Visited a theme park in last 12 months	565	14.3%	81
Viewed movie (video-on-demand) in last 30 days	412	10.4%	61
Viewed TV show (video-on-demand) in last 30 days	246	6.2%	48
Watched any pay-per-view TV in last 12 months	462	11.7%	89
Downloaded a movie over the Internet in last 30 days	124	3.1%	44
Downloaded any individual song in last 6 months	615	15.5%	76
Watched a movie online in the last 30 days	302	7.6%	48
Watched a TV program online in last 30 days	274	6.9%	46
Played a video/electronic game (console) in last 12 months	390	9.8%	94
Played a video/electronic game (portable) in last 12 months	188	4.7%	104
Financial (Adults)			
Have home mortgage (1st)	1,364	34.4%	111
Used ATM/cash machine in last 12 months	1,810	45.7%	93
Own any stock	256	6.5%	84
Own U.S. savings bond	180	4.5%	86
Own shares in mutual fund (stock)	259	6.5%	90
Own shares in mutual fund (bonds)	152	3.8%	79
Have interest checking account	1,199	30.3%	107
Have non-interest checking account	1,328	33.5%	119
Have savings account	2,116	53.4%	99
Have 401K retirement savings plan	556	14.0%	97
Own/used any credit/debit card in last 12 months	3,045	76.9%	103
Avg monthly credit card expenditures: <\$111	541	13.7%	118
Avg monthly credit card expenditures: \$111-\$225	323	8.2%	118
Avg monthly credit card expenditures: \$226-\$450	216	5.5%	86
Avg monthly credit card expenditures: \$451-\$700	224	5.7%	106
Avg monthly credit card expenditures: \$701-\$1,000	106	2.7%	62
Avg monthly credit card expenditures: \$1,001+	187	4.7%	52
Did banking online in last 12 months	1,247	31.5%	88
Did banking on mobile device in last 12 months	456	11.5%	82
Paid bills online in last 12 months	1,462	36.9%	86

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

Wayne 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	1,378	75.8%	109
Used bread in last 6 months	1,758	96.7%	103
Used chicken (fresh or frozen) in last 6 months	1,285	70.7%	102
Used turkey (fresh or frozen) in last 6 months	309	17.0%	107
Used fish/seafood (fresh or frozen) in last 6 months	961	52.9%	97
Used fresh fruit/vegetables in last 6 months	1,598	87.9%	102
Used fresh milk in last 6 months	1,673	92.0%	105
Used organic food in last 6 months	242	13.3%	68
Health (Adults)			
Exercise at home 2+ times per week	1,088	27.5%	97
Exercise at club 2+ times per week	300	7.6%	58
Visited a doctor in last 12 months	3,108	78.4%	103
Used vitamin/dietary supplement in last 6 months	2,067	52.2%	99
Home (Households)			
Any home improvement in last 12 months	572	31.5%	117
Used housekeeper/maid/professional HH cleaning service in last 12	158	8.7%	66
Purchased low ticket HH furnishings in last 12 months	268	14.7%	92
Purchased big ticket HH furnishings in last 12 months	340	18.7%	89
Bought any small kitchen appliance in last 12 months	381	21.0%	94
Bought any large kitchen appliance in last 12 months	231	12.7%	100
Insurance (Adults/Households)			
Currently carry life insurance	1,971	49.7%	117
Carry medical/hospital/accident insurance	2,628	66.3%	101
Carry homeowner insurance	2,305	58.2%	124
Carry renter's insurance	204	5.1%	63
Have auto insurance: 1 vehicle in household covered	491	27.0%	88
Have auto insurance: 2 vehicles in household covered	539	29.6%	104
Have auto insurance: 3+ vehicles in household covered	562	30.9%	142
Pets (Households)			
Household owns any pet	1,238	68.1%	127
Household owns any cat	607	33.4%	149
Household owns any dog	1,027	56.5%	139
Psychographics (Adults)			
Buying American is important to me	2,122	53.6%	126
Usually buy items on credit rather than wait	424	10.7%	91
Usually buy based on quality - not price	706	17.8%	99
Price is usually more important than brand name	1,201	30.3%	116
Usually use coupons for brands I buy often	836	21.1%	112
Am interested in how to help the environment	432	10.9%	67
Usually pay more for environ safe product	393	9.9%	78
Usually value green products over convenience	345	8.7%	83
Likely to buy a brand that supports a charity	1,449	36.6%	105
Reading (Adults)			
Bought digital book in last 12 months	427	10.8%	82
Bought hardcover book in last 12 months	776	19.6%	94
Bought paperback book in last 12 month	1,195	30.2%	96
Read any daily newspaper (paper version)	1,024	25.8%	99
Read any digital newspaper in last 30 days	1,051	26.5%	80
Read any magazine (paper/electronic version) in last 6 months	3,474	87.7%	97

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	3,064	77.3%	104
Went to family restaurant/steak house: 4+ times a month	1,124	28.4%	103
Went to fast food/drive-in restaurant in last 6 months	3,675	92.8%	103
Went to fast food/drive-in restaurant 9+ times/mo	1,723	43.5%	110
Fast food/drive-in last 6 months: eat in	1,637	41.3%	114
Fast food/drive-in last 6 months: home delivery	215	5.4%	71
Fast food/drive-in last 6 months: take-out/drive-thru	2,039	51.5%	111
Fast food/drive-in last 6 months: take-out/walk-in	712	18.0%	92
Television & Electronics (Adults/Households)			
Own any e-reader/tablet	887	22.4%	71
Own e-reader/tablet: iPad	264	6.7%	43
Own any portable MP3 player	1,036	26.1%	85
HH owns 1 TV	323	17.8%	87
HH owns 2 TVs	472	26.0%	100
HH owns 3 TVs	436	24.0%	112
HH owns 4+ TVs	392	21.6%	114
HH subscribes to cable TV	555	30.5%	61
HH subscribes to fiber optic	17	0.9%	12
HH has satellite dish	900	49.5%	195
HH owns DVD/Blu-ray player	1,159	63.8%	105
HH owns camcorder	274	15.1%	108
HH owns portable GPS navigation device	551	30.3%	110
HH purchased video game system in last 12 mos	103	5.7%	71
HH owns Internet video device for TV	74	4.1%	58
Travel (Adults)			
Domestic travel in last 12 months	1,830	46.2%	92
Took 3+ domestic non-business trips in last 12 months	331	8.4%	75
Spent on domestic vacations in last 12 months: <\$1,000	411	10.4%	97
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	189	4.8%	82
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	118	3.0%	83
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	140	3.5%	91
Spent on domestic vacations in last 12 months: \$3,000+	162	4.1%	74
Domestic travel in the 12 months: used general travel website	210	5.3%	78
Foreign travel in last 3 years	551	13.9%	58
Took 3+ foreign trips by plane in last 3 years	80	2.0%	45
Spent on foreign vacations in last 12 months: <\$1,000	102	2.6%	62
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	72	1.8%	56
Spent on foreign vacations in last 12 months: \$3,000+	99	2.5%	50
Foreign travel in last 3 years: used general travel website	119	3.0%	54
Nights spent in hotel/motel in last 12 months: any	1,459	36.8%	91
Took cruise of more than one day in last 3 years	237	6.0%	71
Member of any frequent flyer program	274	6.9%	42
Member of any hotel rewards program	404	10.2%	72

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.