



RING: 1 MILE

## Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	2,003	2,366	2,577
Households	791	937	1,023
Families	511	597	646
Average Household Size	2.53	2.52	2.52
Owner Occupied Housing Units	559	612	664
Renter Occupied Housing Units	232	325	360
Median Age	33.3	35.0	35.2

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.72%	1.03%	0.83%
Households	1.77%	1.01%	0.79%
Families	1.59%	0.92%	0.71%
Owner HHs	1.64%	0.99%	0.72%
Median Household Income	0.91%	2.05%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	95	10.1%	106	10.4%
\$15,000 - \$24,999	126	13.4%	130	12.7%
\$25,000 - \$34,999	107	11.4%	103	10.1%
\$35,000 - \$49,999	137	14.6%	129	12.6%
\$50,000 - \$74,999	264	28.1%	268	26.2%
\$75,000 - \$99,999	123	13.1%	161	15.8%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	68	7.2%	100	9.8%
\$150,000 - \$199,999	9	1.0%	13	1.3%
\$200,000+	9	1.0%	12	1.2%
Median Household Income	\$50,211		\$52,540	
Average Household Income	\$55,383		\$62,234	
Per Capita Income	\$22,306		\$25,120	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	168	8.4%	178	7.5%	188	7.3%
5 - 9	156	7.8%	174	7.4%	184	7.1%
10 - 14	124	6.2%	166	7.0%	184	7.1%
15 - 19	130	6.5%	140	5.9%	170	6.6%
20 - 24	134	6.7%	155	6.6%	169	6.6%
25 - 34	350	17.5%	368	15.6%	386	15.0%
35 - 44	312	15.6%	356	15.1%	361	14.0%
45 - 54	262	13.1%	316	13.4%	334	13.0%
55 - 64	184	9.2%	248	10.5%	287	11.1%
65 - 74	115	5.7%	162	6.9%	190	7.4%
75 - 84	53	2.6%	79	3.3%	96	3.7%
85+	16	0.8%	22	0.9%	27	1.0%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	1,257	62.8%	1,406	59.5%	1,467	57.0%
Black Alone	612	30.6%	778	32.9%	894	34.7%
American Indian Alone	5	0.2%	6	0.3%	6	0.2%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	18	0.9%	24	1.0%	27	1.0%
Pacific Islander Alone	2	0.1%	4	0.2%	5	0.2%
Some Other Race Alone	53	2.6%	72	3.0%	86	3.3%
Two or More Races	55	2.7%	75	3.2%	90	3.5%
Hispanic Origin (Any Race)	141	7.0%	197	8.3%	240	9.3%

RING: 1 MILE

Housing Profile

## SUMMARY DEMOGRAPHIC

2017 Population	2,366
2017 Households	937
2017 Median Disposable Income	\$38,887
2017 Per Capita Income	\$22,306

## HOUSEHOLDS BY TYPE

<b>Total</b>	791	100%
<b>Households with 1 Person</b>	230	29.1%
<b>Households with 2+ People</b>	561	70.9%
Family Households	511	64.6%
Husband-wife Families	310	39.2%
With Own Children	151	19.1%
Other Family (No Spouse Present)	202	25.5%
With Own Children	114	14.4%
Nonfamily Households	50	6.3%
All Households with Children	301	38.1%
Multigenerational Households	39	4.9%
<b>Unmarried Partner Households</b>	58	7.3%
<b>Male-female</b>	51	6.4%
<b>Same-sex</b>	7	0.9%
Average Household Size	2.53	

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	511	100%
2 People	196	38.4%
3 People	138	27.0%
4 People	104	20.4%
5 People	46	9.0%
6 People	17	3.3%
7+ People	10	2.0%
Average Family Size	3.10	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	280	100%
1 Person	230	82.1%
2 People	43	15.4%
3 People	4	1.4%
4 People	1	0.4%
5 People	1	0.4%
6 People	1	0.4%
7+ People	0	0.0%
Average Family Size	1.24	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	2,003	100%
In Households	2,000	99.9%
In Family Households	1,654	82.6%
Householder	519	25.9%
Spouse	315	15.7%
Child	642	32.1%
Other relative	109	5.4%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	69	3.4%
In Nonfamily Households	346	17.3%
<b>In Group Quarters</b>	3	0.1%
Institutionalized Population	0	0.0%
Noninstitutionalized Population	3	0.1%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	509	100%
Householder Age 15 - 44	284	55.8%
Householder Age 45 - 54	101	19.8%
Householder Age 55 - 64	64	12.6%
Householder Age 65 - 74	40	7.9%
Householder Age 75+	20	3.9%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	279	
Householder Age 15 - 44	123	44.1%
Householder Age 45 - 54	47	16.8%
Householder Age 55 - 64	51	18.3%
Householder Age 65 - 74	34	12.2%
Householder Age 75+	24	8.6%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	790	100%
Householder is White Alone	511	64.7%
Householder is Black Alone	248	31.4%
Householder is American Indian Alone	2	0.3%
Householder is Asian Alone	6	0.8%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	1	0.1%
Householder is Some Other Race Alone	12	1.5%
Householder is Two or More Races	10	1.3%
Households with Hispanic Householder	39	4.9%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	310	
Householder is White Alone	223	71.9%
Householder is Black Alone	71	22.9%
Householder is American Indian Alone	1	0.3%
Householder is Asian Alone	4	1.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	8	2.6%
Householder is Two or More Races	3	1.0%
Husband-wife Families with Hispanic Householder	24	7.7%

## OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

<b>Total</b>	201	
Householder is White Alone	108	53.7%
Householder is Black Alone	84	41.8%
Householder is American Indian Alone	1	0.5%
Householder is Asian Alone	1	0.5%
Householder is Pacific Islander Alone	1	0.5%
Householder is Some Other Race Alone	3	1.5%
Householder is Two or More Races	3	1.5%
Other Families with Hispanic Householder	9	4.5%



## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	279	100%
Householder is White Alone	180	64.5%
Householder is Black Alone	93	33.3%
Householder is American Indian Alone	0	0.0%
Householder is Asian Alone	1	0.4%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	1	0.4%
Householder is Two or More Races	4	1.4%
Nonfamily Households with Hispanic Householder	6	2.2%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	886	100%
Occupied Housing Units	791	89.3%
Vacant Housing Units		
For Rent	15	1.7%
Rented, not Occupied	1	0.1%
For Sale Only	33	3.7%
Sold, not Occupied	6	0.7%
For Seasonal/Recreational/Occasional Use	2	0.2%
For Migrant Workers	0	0.0%
Other Vacant	38	4.3%
<b>Total Vacancy Rate</b>	10.7%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	791	100%
Owner Occupied	559	70.7%
Owned with a Mortgage/Loan	458	57.9%
Owned Free and Clear	102	12.9%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.44	
<b>Renter Occupied</b>	232	29.3%
Average Household Size	2.75	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	561	100%
Householder is White Alone	353	62.9%
Householder is Black Alone	187	33.3%
Householder is American Indian Alone	1	0.2%
Householder is Asian Alone	3	0.5%
Householder is Pacific Islander Alone	1	0.2%
Householder is Some Other Race Alone	8	1.4%
Householder is Two or More Races	8	1.4%
Owner-occupied Housing Units with Hispanic Householder	25	4.5%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	232	100%
Householder is White Alone	159	68.5%
Householder is Black Alone	62	26.7%
Householder is American Indian Alone	1	0.4%
Householder is Asian Alone	3	1.3%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	4	1.7%
Householder is Two or More Races	3	1.3%
Renter-occupied Housing Units with Hispanic Householder	14	6.0%

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.51

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.49
Householder is American Indian Alone	3.00
Householder is Asian Alone	3.17
Householder is Pacific Islander Alone	2.00
Householder is Some Other Race Alone	3.67
Householder is Two or More Races	2.70
Householder is Hispanic	3.36

RING: 1 MILE

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2017 Population	2,366
2017 Households	937
2017 Median Disposable Income	\$38,887
2017 Per Capita Income	\$22,306

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	224
Total Employees	2,418
Total Residential Population	937
Employee/Residential Population Ratio	2.58

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$25,610,087	\$133,272,102	-\$107,662,015	▼ -67.8	53
Total Retail Trade	44-45	\$23,190,912	\$120,738,536	-\$97,547,624	▼ -67.8	36
Total Food & Drink	722	\$2,419,175	\$12,533,565	-\$10,114,390	▼ -67.6	17

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
<b>Motor Vehicle &amp; Parts Dealers</b>	441	\$4,953,357	\$5,500,060	-\$546,703	▼ -5.2	6
Automobile Dealers	4411	\$4,082,374	\$1,698,190	\$2,384,184	▲ 41.2	2
Other Motor Vehicle Dealers	4412	\$414,476	\$300,396	\$114,080	▲ 16.0	0
Auto Parts, Accessories & Tire Stores	4413	\$456,507	\$3,501,475	-\$3,044,968	▼ -76.9	4
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$887,885	\$2,495,114	-\$1,607,229	▼ -47.5	3
Furniture Stores	4421	\$488,174	\$1,213,155	-\$724,981	▼ -42.6	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$399,711	\$1,281,958	-\$882,247	▼ -52.5	1
Electronics & Appliance Stores	443	\$787,461	\$2,330,186	-\$1,542,725	▼ -49.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,400,580	\$9,272,762	-\$7,872,182	▼ -73.8	3
Bldg Material & Supplies Dealers	4441	\$1,315,565	\$8,790,269	-\$7,474,704	▼ -74.0	2
Lawn & Garden Equip & Supply Stores	4442	\$85,015	\$482,493	-\$397,478	▼ -70.0	1
Food & Beverage Stores	445	\$4,072,207	\$3,815,081	\$257,126	▲ 3.3	2
Grocery Stores	4451	\$3,588,491	\$3,110,138	\$478,353	▲ 7.1	1
Specialty Food Stores	4452	\$237,030	\$287,817	-\$50,787	▼ -9.7	0
Beer, Wine & Liquor Stores	4453	\$246,685	\$417,126	-\$170,441	▼ -25.7	1
Health & Personal Care Stores	446,4461	\$1,434,806	\$2,279,955	-\$845,149	▼ -22.8	3
Gasoline Stations	447,4471	\$2,782,656	\$3,578,079	-\$795,423	▼ -12.5	1
Clothing & Clothing Accessories Stores	448	\$1,095,723	\$3,125,877	-\$2,030,154	▼ -48.1	4
Clothing Stores	4481	\$739,040	\$1,029,683	-\$290,643	▼ -16.4	2
Shoe Stores	4482	\$168,845	\$1,102,000	-\$933,155	▼ -73.4	1
Jewelry, Luggage & Leather Goods Stores	4483	\$187,837	\$994,194	-\$806,357	▼ -68.2	1
Sporting Goods, Hobby, Book & Music Stores	451	\$620,419	\$5,147,679	-\$4,527,260	▼ -78.5	3
Sporting Goods/Hobby/Musical Instr Stores	4511	\$530,950	\$5,051,491	-\$4,520,541	▼ -81.0	2
Book, Periodical & Music Stores	4512	\$89,468	\$96,187	-\$6,719	▼ -3.6	0
General Merchandise Stores	452	\$4,044,181	\$79,791,501	-\$75,747,320	▼ -90.4	5
Department Stores Excluding Leased Depts.	4521	\$2,917,992	\$50,442,962	-\$47,524,970	▼ -89.1	2
Other General Merchandise Stores	4529	\$1,126,189	\$29,348,539	-\$28,222,350	▼ -92.6	2
Miscellaneous Store Retailers	453	\$807,170	\$3,402,243	-\$2,595,073	▼ -61.6	5
Florists	4531	\$28,313	\$14,410	\$13,903	▲ 32.5	0
Office Supplies, Stationery & Gift Stores	4532	\$153,038	\$1,577,808	-\$1,424,770	▼ -82.3	2
Used Merchandise Stores	4533	\$139,287	\$234,593	-\$95,306	▼ -25.5	1
Other Miscellaneous Store Retailers	4539	\$486,532	\$1,575,433	-\$1,088,901	▼ -52.8	2
Nonstore Retailers	454	\$304,470	\$0	\$304,470	▲ 100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$206,755	\$0	\$206,755	▲ 100.0	0
Vending Machine Operators	4542	\$18,105	\$0	\$18,105	▲ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$79,610	\$0	\$79,610	^ 100.0	0
<b>Food Services &amp; Drinking Places</b>	722	\$2,419,175	\$12,533,565	-\$10,114,390	v -67.6	17
Special Food Services	7223	\$26,756	\$0	\$26,756	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$57,896	\$236,282	-\$178,386	v -60.6	0
<b>Restaurants/Other Eating Places</b>	7225	\$2,334,523	\$12,297,283	-\$9,962,760	v -68.1	16

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. <a href="#">Traditional Living (12B)</a>	75.5%	Population	2,366	2,577
2. <a href="#">Bright Young Professionals (8C)</a>	21.6%	Households	937	1,023
3. <a href="#">American Dreamers (7C)</a>	2.5%	Families	597	646
4. <a href="#">Middleburg (4C)</a>	0.5%	Median Age	35.0	35.2
5. <a href="#">Exurbanites (1E)</a>	0.0%	Median Household Income	\$50,211	\$52,540

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	69	\$1,487.61	\$1,393,887
Men's	70	\$296.20	\$277,544
Women's	67	\$495.47	\$464,258
Children's	75	\$251.60	\$235,747
Footwear	69	\$319.48	\$299,353
Watches & Jewelry	63	\$75.06	\$70,335
Apparel Products and Services (1)	61	\$49.79	\$46,650
<b>Computer</b>			
Computers and Hardware for Home Use	70	\$120.75	\$113,141
Portable Memory	74	\$3.96	\$3,709
Computer Software	68	\$7.89	\$7,391
Computer Accessories	68	\$12.37	\$11,593
<b>Entertainment &amp; Recreation</b>	70	\$2,169.23	\$2,032,565
Fees and Admissions	64	\$408.36	\$382,636
Membership Fees for Clubs (2)	63	\$132.31	\$123,975
Fees for Participant Sports, excl. Trips	67	\$66.97	\$62,755
Tickets to Theatre/Operas/Concerts	65	\$38.44	\$36,021

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	66	\$50.60	\$47,410
Admission to Sporting Events, excl. Trips	75	\$41.69	\$39,061
Fees for Recreational Lessons	58	\$77.64	\$72,744
Dating Services	88	\$0.71	\$669
TV/Video/Audio	72	\$919.95	\$861,991
Cable and Satellite Television Services	72	\$680.62	\$637,745
Televisions	72	\$85.78	\$80,376
Satellite Dishes	59	\$0.86	\$806
VCRs, Video Cameras, and DVD Players	75	\$4.90	\$4,590
Miscellaneous Video Equipment	73	\$6.99	\$6,546
Video Cassettes and DVDs	73	\$11.16	\$10,460
Video Game Hardware/Accessories	79	\$23.05	\$21,597
Video Game Software	84	\$13.00	\$12,182
Streaming/Downloaded Video	75	\$19.27	\$18,054
Rental of Video Cassettes and DVDs	71	\$10.89	\$10,201
Installation of Televisions	63	\$0.56	\$523
Audio (3)	67	\$59.97	\$56,193
Rental of TV/VCR/Radio/Sound Equipment	90	\$1.23	\$1,150
Repair of TV/Radio/Sound Equipment	63	\$1.67	\$1,568
Pets	70	\$415.66	\$389,474
Toys/Games/Crafts/Hobbies (4)	75	\$91.45	\$85,688
Recreational Vehicles and Fees (5)	68	\$69.58	\$65,201
Sports/Recreation/Exercise Equipment (6)	69	\$118.32	\$110,862
Photo Equipment and Supplies (7)	68	\$37.59	\$35,225
Reading (8)	70	\$87.12	\$81,627
Live Entertainment for Catered Affairs	81	\$9.99	\$9,357
Rental of Party Supplies for Catered Affairs	62	\$11.21	\$10,505
<b>Food</b>	71	\$5,968.04	\$5,592,052
Food at Home	72	\$3,628.38	\$3,399,790



	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	72	\$479.57	\$449,355
Meats, Poultry, Fish, and Eggs	72	\$827.79	\$775,637
Dairy Products	72	\$385.67	\$361,377
Fruits and Vegetables	70	\$684.34	\$641,226
Snacks and Other Food at Home (10)	73	\$1,251.01	\$1,172,194
Food Away from Home	70	\$2,339.66	\$2,192,263
Alcoholic Beverages	69	\$383.98	\$359,792
<b>Financial</b>			
Value of Stocks/Bonds/Mutual funds	63	\$3,902.16	\$3,656,323
Value of Retirement Plans	67	\$16,255.12	\$15,231,050
Value of Other Financial Assets	73	\$947.80	\$888,089
Vehicle Loan Amount excluding Interest	74	\$2,008.92	\$1,882,356
Value of Credit Card Debt	70	\$411.09	\$385,191
<b>Health</b>			
Nonprescription Drugs	70	\$89.83	\$84,170
Prescription Drugs	70	\$272.76	\$255,574
Eyeglasses and Contact Lenses	73	\$68.51	\$64,196
<b>Home</b>			
Mortgage Payment and Basics (11)	66	\$5,721.94	\$5,361,458
Maintenance and Remodeling Services	64	\$1,241.18	\$1,162,984
Maintenance and Remodeling Materials (12)	67	\$269.91	\$252,910
Utilities, Fuel, and Public Services	72	\$3,618.97	\$3,390,973
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	70	\$66.82	\$62,613
Furniture	72	\$411.10	\$385,198
Rugs	68	\$15.90	\$14,900
Major Appliances (14)	71	\$227.12	\$212,816
Housewares (15)	71	\$67.45	\$63,199
Small Appliances	71	\$34.51	\$32,332

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	64	\$7.62	\$7,138
Telephones and Accessories	78	\$54.18	\$50,770
<b>Household Operations</b>			
Child Care	68	\$324.72	\$304,260
Lawn and Garden (16)	68	\$283.66	\$265,787
Moving/Storage/Freight Express	66	\$42.24	\$39,579
Housekeeping Supplies (17)	71	\$506.07	\$474,192
<b>Insurance</b>			
Owners and Renters Insurance	71	\$367.95	\$344,767
Vehicle Insurance	70	\$829.40	\$777,150
Life/Other Insurance	67	\$284.43	\$266,508
Health Insurance	69	\$2,537.44	\$2,377,578
Personal Care Products (18)	71	\$331.98	\$311,061
School Books & Supplies for College	76	\$45.04	\$42,202
School Books & Supplies for Elementary/High School	77	\$15.27	\$14,310
School Books & Supplies for Vocational/Technical School	80	\$1.03	\$969
School Books & Supplies for Preschool/Other Schools	70	\$1.46	\$1,365
Other School Supplies	66	\$47.62	\$44,620
Smoking Products	83	\$343.99	\$322,323
<b>Transportation</b>			
Payments on Vehicles excluding Leases	73	\$1,640.03	\$1,536,707
Gasoline and Motor Oil	72	\$2,008.18	\$1,881,663
Vehicle Maintenance and Repairs	71	\$757.66	\$709,929
<b>Travel</b>			
Airline Fares	62	\$316.52	\$296,578
Lodging on Trips	66	\$347.22	\$325,347
Auto/Truck Rental on Trips	64	\$16.92	\$15,856
Food and Drink on Trips	67	\$328.72	\$308,008
<b>Financial</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	63	\$3,902.16	\$3,656,323
Value of Retirement Plans	67	\$16,255.12	\$15,231,050
Value of Other Financial Assets	73	\$947.80	\$888,089
Vehicle Loan Amount excluding Interest	74	\$2,008.92	\$1,882,356
Value of Credit Card Debt	70	\$411.09	\$385,191
<b>Health</b>			
Nonprescription Drugs	70	\$89.83	\$84,170
Prescription Drugs	70	\$272.76	\$255,574
Eyeglasses and Contact Lenses	73	\$68.51	\$64,196
<b>Home</b>			
Mortgage Payment and Basics (11)	66	\$5,721.94	\$5,361,458
Maintenance and Remodeling Services	64	\$1,241.18	\$1,162,984
Maintenance and Remodeling Materials (12)	67	\$269.91	\$252,910
Utilities, Fuel, and Public Services	72	\$3,618.97	\$3,390,973
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	70	\$66.82	\$62,613
Furniture	72	\$411.10	\$385,198
Rugs	68	\$15.90	\$14,900
Major Appliances (14)	71	\$227.12	\$212,816
Housewares (15)	71	\$67.45	\$63,199
Small Appliances	71	\$34.51	\$32,332
Luggage	64	\$7.62	\$7,138
Telephones and Accessories	78	\$54.18	\$50,770
<b>Household Operations</b>			
Child Care	68	\$324.72	\$304,260
Lawn and Garden (16)	68	\$283.66	\$265,787
Moving/Storage/Freight Express	66	\$42.24	\$39,579
Housekeeping Supplies (17)	71	\$506.07	\$474,192
<b>Insurance</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	71	\$367.95	\$344,767
Vehicle Insurance	70	\$829.40	\$777,150
Life/Other Insurance	67	\$284.43	\$266,508
Health Insurance	69	\$2,537.44	\$2,377,578
Personal Care Products (18)	71	\$331.98	\$311,061
School Books & Supplies for College	76	\$45.04	\$42,202
School Books & Supplies for Elementary/High School	77	\$15.27	\$14,310
School Books & Supplies for Vocational/Technical School	80	\$1.03	\$969
School Books & Supplies for Preschool/Other Schools	70	\$1.46	\$1,365
Other School Supplies	66	\$47.62	\$44,620
Smoking Products	83	\$343.99	\$322,323
<b>Transportation</b>			
Payments on Vehicles excluding Leases	73	\$1,640.03	\$1,536,707
Gasoline and Motor Oil	72	\$2,008.18	\$1,881,663
Vehicle Maintenance and Repairs	71	\$757.66	\$709,929
<b>Travel</b>			
Airline Fares	62	\$316.52	\$296,578
Lodging on Trips	66	\$347.22	\$325,347
Auto/Truck Rental on Trips	64	\$16.92	\$15,856
Food and Drink on Trips	67	\$328.72	\$308,008

RING: 3 MILES

## Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	22,505	25,015	26,703
Households	8,482	9,426	10,072
Families	6,095	6,696	7,100
Average Household Size	2.65	2.65	2.65
Owner Occupied Housing Units	5,882	6,040	6,431
Renter Occupied Housing Units	2,600	3,386	3,640
Median Age	33.5	34.8	34.8

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.31%	1.03%	0.83%
Households	1.33%	1.01%	0.79%
Families	1.18%	0.92%	0.71%
Owner HHs	1.26%	0.99%	0.72%
Median Household Income	1.76%	2.05%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	977	10.4%	1,035	10.3%
\$15,000 - \$24,999	915	9.7%	907	9.0%
\$25,000 - \$34,999	1,063	11.3%	981	9.7%
\$35,000 - \$49,999	1,440	15.3%	1,316	13.1%
\$50,000 - \$74,999	2,128	22.6%	2,074	20.6%
\$75,000 - \$99,999	1,392	14.8%	1,691	16.8%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	1,039	11.0%	1,407	14.0%
\$150,000 - \$199,999	304	3.2%	426	4.2%
\$200,000+	168	1.8%	233	2.3%
Median Household Income	\$52,466		\$57,249	
Average Household Income	\$63,900		\$73,159	
Per Capita Income	\$23,490		\$26,919	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	1,791	8.0%	1,832	7.3%	1,900	7.1%
5 - 9	1,856	8.2%	1,834	7.3%	1,923	7.2%
10 - 14	1,730	7.7%	1,843	7.4%	1,960	7.3%
15 - 19	1,658	7.4%	1,664	6.7%	1,814	6.8%
20 - 24	1,417	6.3%	1,720	6.9%	1,701	6.4%
25 - 34	3,330	14.8%	3,687	14.7%	4,123	15.4%
35 - 44	3,675	16.3%	3,572	14.3%	3,568	13.4%
45 - 54	3,053	13.6%	3,575	14.3%	3,549	13.3%
55 - 64	2,059	9.1%	2,663	10.6%	3,065	11.5%
65 - 74	1,162	5.2%	1,688	6.7%	1,943	7.3%
75 - 84	604	2.7%	712	2.8%	907	3.4%
85+	169	0.8%	225	0.9%	250	0.9%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	15,755	70.0%	16,692	66.7%	17,145	64.2%
Black Alone	5,383	23.9%	6,561	26.2%	7,477	28.0%
American Indian Alone	74	0.3%	84	0.3%	96	0.4%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	246	1.1%	309	1.2%	352	1.3%
Pacific Islander Alone	15	0.1%	23	0.1%	30	0.1%
Some Other Race Alone	448	2.0%	576	2.3%	684	2.6%
Two or More Races	585	2.6%	770	3.1%	919	3.4%
Hispanic Origin (Any Race)	1,309	5.8%	1,739	7.0%	2,090	7.8%

RING: 3 MILES

Housing Profile

## SUMMARY DEMOGRAPHIC

2017 Population	25,015
2017 Households	9,426
2017 Median Disposable Income	\$42,184
2017 Per Capita Income	\$23,490

## HOUSEHOLDS BY TYPE

<b>Total</b>	8,482	100%
<b>Households with 1 Person</b>	1,965	23.2%
<b>Households with 2+ People</b>	6,517	76.8%
<b>Family Households</b>	6,095	71.9%
Husband-wife Families	4,217	49.7%
With Own Children	2,123	25.0%
Other Family (No Spouse Present)	1,877	22.1%
With Own Children	1,126	13.3%
<b>Nonfamily Households</b>	422	4.9%
<b>All Households with Children</b>	3,608	42.5%
Multigenerational Households	451	5.3%
<b>Unmarried Partner Households</b>	550	6.5%
<b>Male-female</b>	480	5.7%
<b>Same-sex</b>	70	0.8%
Average Household Size	2.65	



## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	6,094	100%
2 People	2,172	35.6%
3 People	1,554	25.5%
4 People	1,334	21.9%
5 People	648	10.6%
6 People	237	3.9%
7+ People	149	2.4%
Average Family Size	3.12	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	2,387	100%
1 Person	1,965	82.3%
2 People	357	15.0%
3 People	39	1.6%
4 People	17	0.7%
5 People	5	0.2%
6 People	3	0.1%
7+ People	1	0.0%
Average Family Size	1.19	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	22,505	100%
<b>In Households</b>	22,491	99.9%
In Family Households	19,661	87.4%
Householder	5,946	26.4%
Spouse	4,116	18.3%
Child	7,962	35.4%
Other relative	1,018	4.5%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	618	2.7%
In Nonfamily Households	2,830	12.6%
<b>In Group Quarters</b>	14	0.1%
Institutionalized Population	7	0.0%
Noninstitutionalized Population	7	0.0%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	6,094	100%
Householder Age 15 - 44	3,201	52.5%
Householder Age 45 - 54	1,387	22.8%
Householder Age 55 - 64	838	13.8%
Householder Age 65 - 74	438	7.2%
Householder Age 75+	230	3.8%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	2,387	
Householder Age 15 - 44	895	37.5%
Householder Age 45 - 54	453	19.0%
Householder Age 55 - 64	412	17.3%
Householder Age 65 - 74	322	13.5%
Householder Age 75+	305	12.8%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	8,482	100%
Householder is White Alone	6,230	73.4%
Householder is Black Alone	1,921	22.6%
Householder is American Indian Alone	28	0.3%
Householder is Asian Alone	78	0.9%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	113	1.3%
Householder is Two or More Races	108	1.3%
Households with Hispanic Householder	342	4.0%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	4,217	
Householder is White Alone	3,290	78.0%
Householder is Black Alone	741	17.6%
Householder is American Indian Alone	16	0.4%
Householder is Asian Alone	49	1.2%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	75	1.8%
Householder is Two or More Races	45	1.1%
Husband-wife Families with Hispanic Householder	217	5.1%

## OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

<b>Total</b>	1,877	
Householder is White Alone	1,105	58.9%
Householder is Black Alone	690	36.8%
Householder is American Indian Alone	7	0.4%
Householder is Asian Alone	13	0.7%
Householder is Pacific Islander Alone	2	0.1%
Householder is Some Other Race Alone	25	1.3%
Householder is Two or More Races	35	1.9%
Other Families with Hispanic Householder	78	4.2%

## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	2,387	100%
Householder is White Alone	1,835	76.9%
Householder is Black Alone	490	20.5%
Householder is American Indian Alone	5	0.2%
Householder is Asian Alone	16	0.7%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	12	0.5%
Householder is Two or More Races	28	1.2%
Nonfamily Households with Hispanic Householder	47	2.0%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	9,328	100%
Occupied Housing Units	8,482	90.9%
Vacant Housing Units		
For Rent	229	2.5%
Rented, not Occupied	10	0.1%
For Sale Only	256	2.7%
Sold, not Occupied	44	0.5%
For Seasonal/Recreational/Occasional Use	24	0.3%
For Migrant Workers	0	0.0%
Other Vacant	283	3.0%
<b>Total Vacancy Rate</b>	9.1%	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	8,482	100%
Owner Occupied	5,882	69.3%
Owned with a Mortgage/Loan	4,933	58.2%
Owned Free and Clear	949	11.2%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.72	
<b>Renter Occupied</b>	2,600	30.7%
Average Household Size	2.50	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	5,882	100%
Householder is White Alone	4,399	74.8%
Householder is Black Alone	1,265	21.5%
Householder is American Indian Alone	18	0.3%
Householder is Asian Alone	51	0.9%
Householder is Pacific Islander Alone	4	0.1%
Householder is Some Other Race Alone	74	1.3%
Householder is Two or More Races	71	1.2%
Owner-occupied Housing Units with Hispanic Householder	219	3.7%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	2,601	100%
Householder is White Alone	1,831	70.4%
Householder is Black Alone	656	25.2%
Householder is American Indian Alone	10	0.4%
Householder is Asian Alone	27	1.0%
Householder is Pacific Islander Alone	0	0.0%
Householder is Some Other Race Alone	39	1.5%
Householder is Two or More Races	38	1.5%
Renter-occupied Housing Units with Hispanic Householder	123	4.7%

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.56

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	2.84
Householder is American Indian Alone	3.11
Householder is Asian Alone	2.97
Householder is Pacific Islander Alone	3.25
Householder is Some Other Race Alone	3.66
Householder is Two or More Races	3.05
Householder is Hispanic	3.40

RING: 3 MILES

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2017 Population	25,015
2017 Households	9,426
2017 Median Disposable Income	\$42,184
2017 Per Capita Income	\$23,490

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	1,280
Total Employees	11,391
Total Residential Population	9,426
Employee/Residential Population Ratio	1.21

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$295,745,998	\$623,472,542	-\$327,726,544	▼ -35.7	290
Total Retail Trade	44-45	\$267,535,221	\$558,610,737	-\$291,075,516	▼ -35.2	202
Total Food & Drink	722	\$28,210,777	\$64,861,806	-\$36,651,029	▼ -39.4	88

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
<b>Motor Vehicle &amp; Parts Dealers</b>	441	\$57,401,780	\$65,797,897	-\$8,396,117	▼ -6.8	39
Automobile Dealers	4411	\$47,334,105	\$47,694,104	-\$359,999	▼ -0.4	17
Other Motor Vehicle Dealers	4412	\$4,802,996	\$2,395,298	\$2,407,698	▲ 33.4	3
Auto Parts, Accessories & Tire Stores	4413	\$5,264,680	\$15,708,496	-\$10,443,816	▼ -49.8	20
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$10,411,187	\$20,121,610	-\$9,710,423	▼ -31.8	15
Furniture Stores	4421	\$5,640,099	\$5,375,486	\$264,613	▲ 2.4	8

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$4,771,088	\$14,746,125	-\$9,975,037	▼ -51.1	7
Electronics & Appliance Stores	443	\$9,126,345	\$19,417,523	-\$10,291,178	▼ -36.1	4
Bldg Materials, Garden Equip. & Supply Stores	444	\$16,734,548	\$37,643,728	-\$20,909,180	▼ -38.5	15
Bldg Material & Supplies Dealers	4441	\$15,795,871	\$35,993,144	-\$20,197,273	▼ -39.0	11
Lawn & Garden Equip & Supply Stores	4442	\$938,677	\$1,650,584	-\$711,907	▼ -27.5	4
Food & Beverage Stores	445	\$46,334,390	\$48,053,150	-\$1,718,760	▼ -1.8	25
Grocery Stores	4451	\$40,811,099	\$42,466,697	-\$1,655,598	▼ -2.0	16
Specialty Food Stores	4452	\$2,691,975	\$2,482,072	\$209,903	▲ 4.1	4
Beer, Wine & Liquor Stores	4453	\$2,831,316	\$3,104,381	-\$273,065	▼ -4.6	6
Health & Personal Care Stores	446,4461	\$16,427,134	\$17,151,044	-\$723,910	▼ -2.2	15
Gasoline Stations	447,4471	\$31,946,913	\$32,691,425	-\$744,512	▼ -1.2	12
Clothing & Clothing Accessories Stores	448	\$12,828,904	\$10,684,771	\$2,144,133	▲ 9.1	16
Clothing Stores	4481	\$8,604,271	\$3,819,089	\$4,785,182	▲ 38.5	8
Shoe Stores	4482	\$2,003,173	\$3,408,239	-\$1,405,066	▼ -26.0	3
Jewelry, Luggage & Leather Goods Stores	4483	\$2,221,460	\$3,457,443	-\$1,235,983	▼ -21.8	5
Sporting Goods, Hobby, Book & Music Stores	451	\$7,184,330	\$27,469,546	-\$20,285,216	▼ -58.5	13
Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,178,288	\$26,970,142	-\$20,791,854	▼ -62.7	11
Book, Periodical & Music Stores	4512	\$1,006,042	\$499,403	\$506,639	▲ 33.7	2
General Merchandise Stores	452	\$46,476,617	\$266,574,054	-\$220,097,437	▼ -70.3	20
Department Stores Excluding Leased Depts.	4521	\$33,657,871	\$173,244,663	-\$139,586,792	▼ -67.5	10
Other General Merchandise Stores	4529	\$12,818,746	\$93,329,391	-\$80,510,645	▼ -75.8	11
Miscellaneous Store Retailers	453	\$9,266,021	\$12,981,231	-\$3,715,210	▼ -16.7	25
Florists	4531	\$316,939	\$233,659	\$83,280	▲ 15.1	2
Office Supplies, Stationery & Gift Stores	4532	\$1,787,297	\$5,679,857	-\$3,892,560	▼ -52.1	6
Used Merchandise Stores	4533	\$1,574,754	\$1,863,788	-\$289,034	▼ -8.4	7
Other Miscellaneous Store Retailers	4539	\$5,587,030	\$5,203,927	\$383,103	▲ 3.6	10
Nonstore Retailers	454	\$3,397,052	\$24,757	\$3,372,295	▲ 98.6	1
Electronic Shopping & Mail-Order Houses	4541	\$2,398,196	\$0	\$2,398,196	▲ 100.0	0
Vending Machine Operators	4542	\$206,601	\$0	\$206,601	▲ 100.0	0



INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$792,255	\$24,757	\$767,498	^ 93.9	1
<b>Food Services &amp; Drinking Places</b>	722	\$28,210,777	\$64,861,806	-\$36,651,029	v -39.4	88
Special Food Services	7223	\$303,351	\$117,203	\$186,148	^ 44.3	1
Drinking Places - Alcoholic Beverages	7224	\$646,126	\$943,901	-\$297,775	v -18.7	3
<b>Restaurants/Other Eating Places</b>	7225	\$27,261,300	\$63,800,702	-\$36,539,402	v -40.1	84

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. <a href="#">Traditional Living (12B)</a>	30.4%	Population	25,015	26,703
2. <a href="#">Middleburg (4C)</a>	27.2%	Households	9,426	10,072
3. <a href="#">Bright Young Professionals (8C)</a>	16.4%	Families	6,696	7,100
4. <a href="#">American Dreamers (7C)</a>	10.2%	Median Age	34.8	34.8
5. <a href="#">Down the Road (10D)</a>	5.0%	Median Household Income	\$52,466	\$57,249

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	81	\$1,739.24	\$16,394,065
Men's	80	\$337.60	\$3,182,184
Women's	78	\$579.59	\$5,463,173
Children's	87	\$290.42	\$2,737,495
Footwear	82	\$377.59	\$3,559,178
Watches & Jewelry	75	\$88.44	\$833,629
Apparel Products and Services (1)	80	\$65.61	\$618,405
<b>Computer</b>			
Computers and Hardware for Home Use	80	\$138.48	\$1,305,325
Portable Memory	83	\$4.43	\$41,737
Computer Software	79	\$9.12	\$85,993
Computer Accessories	79	\$14.25	\$134,351
<b>Entertainment &amp; Recreation</b>	80	\$2,495.50	\$23,522,545
Fees and Admissions	76	\$482.81	\$4,550,922
Membership Fees for Clubs (2)	75	\$157.23	\$1,482,016
Fees for Participant Sports, excl. Trips	80	\$79.47	\$749,080
Tickets to Theatre/Operas/Concerts	73	\$43.26	\$407,747

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	78	\$60.37	\$569,026
Admission to Sporting Events, excl. Trips	80	\$44.93	\$423,505
Fees for Recreational Lessons	73	\$96.85	\$912,873
Dating Services	88	\$0.71	\$6,674
<b>TV/Video/Audio</b>	82	\$1,049.11	\$9,888,928
Cable and Satellite Television Services	82	\$777.63	\$7,329,910
Televisions	82	\$97.57	\$919,691
Satellite Dishes	82	\$1.19	\$11,242
VCRs, Video Cameras, and DVD Players	83	\$5.41	\$51,011
Miscellaneous Video Equipment	83	\$7.97	\$75,103
Video Cassettes and DVDs	82	\$12.57	\$118,496
Video Game Hardware/Accessories	86	\$25.23	\$237,789
Video Game Software	91	\$14.07	\$132,615
Streaming/Downloaded Video	83	\$21.35	\$201,256
Rental of Video Cassettes and DVDs	83	\$12.71	\$119,771
Installation of Televisions	81	\$0.72	\$6,823
Audio (3)	78	\$69.40	\$654,119
Rental of TV/VCR/Radio/Sound Equipment	95	\$1.30	\$12,263
Repair of TV/Radio/Sound Equipment	75	\$2.00	\$18,838
Pets	80	\$479.15	\$4,516,427
Toys/Games/Crafts/Hobbies (4)	83	\$100.98	\$951,793
Recreational Vehicles and Fees (5)	80	\$81.29	\$766,268
Sports/Recreation/Exercise Equipment (6)	79	\$135.63	\$1,278,415
Photo Equipment and Supplies (7)	80	\$44.61	\$420,473
Reading (8)	77	\$96.79	\$912,351
Live Entertainment for Catered Affairs	91	\$11.14	\$105,048
Rental of Party Supplies for Catered Affairs	77	\$14.00	\$131,920
<b>Food</b>	82	\$6,846.44	\$64,534,543
Food at Home	82	\$4,117.68	\$38,813,256

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	82	\$540.90	\$5,098,535
Meats, Poultry, Fish, and Eggs	82	\$942.99	\$8,888,622
Dairy Products	81	\$430.29	\$4,055,892
Fruits and Vegetables	80	\$782.64	\$7,377,138
Snacks and Other Food at Home (10)	83	\$1,420.86	\$13,393,070
Food Away from Home	82	\$2,728.76	\$25,721,287
Alcoholic Beverages	78	\$436.35	\$4,113,077
<b>Financial</b>			
Value of Stocks/Bonds/Mutual funds	74	\$4,575.04	\$43,124,346
Value of Retirement Plans	75	\$18,204.10	\$171,591,888
Value of Other Financial Assets	81	\$1,057.99	\$9,972,647
Vehicle Loan Amount excluding Interest	86	\$2,349.72	\$22,148,494
Value of Credit Card Debt	79	\$463.54	\$4,369,322
<b>Health</b>			
Nonprescription Drugs	80	\$102.26	\$963,896
Prescription Drugs	81	\$313.26	\$2,952,752
Eyeglasses and Contact Lenses	81	\$76.05	\$716,856
<b>Home</b>			
Mortgage Payment and Basics (11)	79	\$6,810.04	\$64,191,414
Maintenance and Remodeling Services	76	\$1,485.04	\$13,998,024
Maintenance and Remodeling Materials (12)	78	\$315.52	\$2,974,110
Utilities, Fuel, and Public Services	82	\$4,131.19	\$38,940,643
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	79	\$75.83	\$714,731
Furniture	83	\$474.47	\$4,472,323
Rugs	74	\$17.20	\$162,148
Major Appliances (14)	83	\$266.06	\$2,507,857
Housewares (15)	82	\$78.04	\$735,603
Small Appliances	79	\$38.27	\$360,688

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	76	\$9.02	\$85,017
Telephones and Accessories	88	\$60.66	\$571,807
<b>Household Operations</b>			
Child Care	81	\$386.95	\$3,647,370
Lawn and Garden (16)	79	\$330.20	\$3,112,480
Moving/Storage/Freight Express	78	\$49.98	\$471,136
Housekeeping Supplies (17)	82	\$584.67	\$5,511,080
<b>Insurance</b>			
Owners and Renters Insurance	82	\$423.87	\$3,995,426
Vehicle Insurance	82	\$959.61	\$9,045,326
Life/Other Insurance	76	\$326.18	\$3,074,599
Health Insurance	80	\$2,928.35	\$27,602,598
Personal Care Products (18)	81	\$380.01	\$3,581,996
School Books & Supplies for College	82	\$48.60	\$458,096
School Books & Supplies for Elementary/High School	89	\$17.70	\$166,819
School Books & Supplies for Vocational/Technical School	88	\$1.13	\$10,647
School Books & Supplies for Preschool/Other Schools	88	\$1.85	\$17,482
Other School Supplies	81	\$58.73	\$553,579
Smoking Products	87	\$360.54	\$3,398,491
<b>Transportation</b>			
Payments on Vehicles excluding Leases	86	\$1,923.68	\$18,132,565
Gasoline and Motor Oil	84	\$2,318.41	\$21,853,320
Vehicle Maintenance and Repairs	81	\$869.25	\$8,193,570
<b>Travel</b>			
Airline Fares	73	\$373.52	\$3,520,772
Lodging on Trips	77	\$401.67	\$3,786,143
Auto/Truck Rental on Trips	77	\$20.21	\$190,501
Food and Drink on Trips	77	\$379.65	\$3,578,614
<b>Financial</b>			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	74	\$4,575.04	\$43,124,346
Value of Retirement Plans	75	\$18,204.10	\$171,591,888
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Lodging on Trips	77	\$401.67	\$3,786,143
Auto/Truck Rental on Trips	77	\$20.21	\$190,501
Food and Drink on Trips	77	\$379.65	\$3,578,614

RING: 5 MILES

## Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	72,667	78,504	82,992
Households	25,144	27,243	28,796
Families	19,246	20,673	21,731
Average Household Size	2.88	2.88	2.88
Owner Occupied Housing Units	19,375	19,826	20,881
Renter Occupied Housing Units	5,769	7,417	7,914
Median Age	34.4	35.6	36.0

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.12%	1.03%	0.83%
Households	1.11%	1.01%	0.79%
Families	1.00%	0.92%	0.71%
Owner HHs	1.04%	0.99%	0.72%
Median Household Income	2.15%	2.05%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	2,271	8.3%	2,349	8.2%
\$15,000 - \$24,999	2,364	8.7%	2,290	8.0%
\$25,000 - \$34,999	2,487	9.1%	2,267	7.9%
\$35,000 - \$49,999	3,677	13.5%	3,311	11.5%
\$50,000 - \$74,999	6,243	22.9%	5,980	20.8%
\$75,000 - \$99,999	4,224	15.5%	4,945	17.2%



HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	3,960	14.5%	5,009	17.4%
\$150,000 - \$199,999	1,334	4.9%	1,751	6.1%
\$200,000+	682	2.5%	893	3.1%
Median Household Income	\$58,668		\$65,243	
Average Household Income	\$72,429		\$82,334	
Per Capita Income	\$25,285		\$28,731	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	5,325	7.3%	5,311	6.8%	5,471	6.6%
5 - 9	6,074	8.4%	5,543	7.1%	5,709	6.9%
10 - 14	6,108	8.4%	5,950	7.6%	5,993	7.2%
15 - 19	5,727	7.9%	5,536	7.1%	5,700	6.9%
20 - 24	4,302	5.9%	5,240	6.7%	4,853	5.8%
25 - 34	9,437	13.0%	11,019	14.0%	12,635	15.2%
35 - 44	12,231	16.8%	10,930	13.9%	11,093	13.4%
45 - 54	11,096	15.3%	12,068	15.4%	11,376	13.7%
55 - 64	6,753	9.3%	9,144	11.6%	10,467	12.6%
65 - 74	3,434	4.7%	5,147	6.6%	6,325	7.6%
75 - 84	1,663	2.3%	1,996	2.5%	2,655	3.2%
85+	515	0.7%	619	0.8%	715	0.9%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	52,541	72.3%	54,008	68.8%	54,815	66.0%
Black Alone	15,993	22.0%	19,286	24.6%	22,052	26.6%
American Indian Alone	227	0.3%	243	0.3%	268	0.3%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	774	1.1%	972	1.2%	1,126	1.4%
Pacific Islander Alone	36	0.0%	58	0.1%	74	0.1%
Some Other Race Alone	1,370	1.9%	1,716	2.2%	2,021	2.4%
Two or More Races	1,726	2.4%	2,222	2.8%	2,636	3.2%
Hispanic Origin (Any Race)	3,981	5.5%	5,108	6.5%	6,083	7.3%

RING: 5 MILES

Housing Profile

## SUMMARY DEMOGRAPHIC

2017 Population	78,504
2017 Households	27,243
2017 Median Disposable Income	\$48,424
2017 Per Capita Income	\$25,285

## HOUSEHOLDS BY TYPE

<b>Total</b>	25,144	100%
<b>Households with 1 Person</b>	4,794	19.1%
<b>Households with 2+ People</b>	20,350	80.9%
Family Households	19,246	76.5%
Husband-wife Families	14,292	56.8%
With Own Children	7,325	29.1%
Other Family (No Spouse Present)	4,955	19.7%
With Own Children	2,910	11.6%
Nonfamily Households	1,104	4.4%
All Households with Children	11,352	45.1%
Multigenerational Households	1,409	5.6%
<b>Unmarried Partner Households</b>	1,447	5.7%
<b>Male-female</b>	1,265	5.0%
<b>Same-sex</b>	182	0.7%
Average Household Size	2.88	

## FAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	19,246	100%
2 People	6,444	33.5%
3 People	4,827	25.1%
4 People	4,561	23.7%
5 People	2,148	11.2%
6 People	773	4.0%
7+ People	493	2.6%
Average Family Size	3.29	

## NONFAMILY HOUSEHOLDS BY SIZE

<b>Total</b>	5,897	100%
1 Person	4,794	81.3%
2 People	927	15.7%
3 People	107	1.8%
4 People	47	0.8%
5 People	15	0.3%
6 People	5	0.1%
7+ People	2	0.0%
Average Family Size	1.24	

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

<b>Total</b>	72,667	100%
In Households	72,360	99.6%
In Family Households	65,059	89.5%
Householder	19,337	26.6%
Spouse	14,365	19.8%
Child	26,538	36.5%
Other relative	3,102	4.3%

## POPULATION BY RELATIONSHIP AND HOUSEHOLD TYPE

Nonrelative	1,716	2.4%
In Nonfamily Households	7,301	10.0%
<b>In Group Quarters</b>	307	0.4%
Institutionalized Population	288	0.4%
Noninstitutionalized Population	18	0.0%

## FAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	19,245	100%
Householder Age 15 - 44	9,409	48.9%
Householder Age 45 - 54	5,018	26.1%
Householder Age 55 - 64	2,813	14.6%
Householder Age 65 - 74	1,370	7.1%
Householder Age 75+	635	3.3%

## NONFAMILY HOUSEHOLDS BY AGE OF HOUSEHOLDER

<b>Total</b>	5,898	
Householder Age 15 - 44	2,106	35.7%
Householder Age 45 - 54	1,264	21.4%
Householder Age 55 - 64	1,083	18.4%
Householder Age 65 - 74	751	12.7%
Householder Age 75+	694	11.8%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	25,145	100%
Householder is White Alone	19,040	75.7%
Householder is Black Alone	5,174	20.6%
Householder is American Indian Alone	80	0.3%
Householder is Asian Alone	214	0.9%

## HOUSEHOLDS BY RACE OF HOUSEHOLDER

Householder is Pacific Islander Alone	10	0.0%
Householder is Some Other Race Alone	314	1.2%
Householder is Two or More Races	313	1.2%
Households with Hispanic Householder	949	3.8%

## HUSBAND-WIFE FAMILIES BY RACE OF HOUSEHOLDER

<b>Total</b>	14,291	
Householder is White Alone	11,309	79.1%
Householder is Black Alone	2,423	17.0%
Householder is American Indian Alone	45	0.3%
Householder is Asian Alone	143	1.0%
Householder is Pacific Islander Alone	4	0.0%
Householder is Some Other Race Alone	211	1.5%
Householder is Two or More Races	156	1.1%
Husband-wife Families with Hispanic Householder	622	4.4%

## OTHER FAMILIES (NO SPOUSE) BY RACE OF HOUSEHOLDER

<b>Total</b>	4,955	
Householder is White Alone	3,094	62.4%
Householder is Black Alone	1,647	33.2%
Householder is American Indian Alone	18	0.4%
Householder is Asian Alone	30	0.6%
Householder is Pacific Islander Alone	5	0.1%
Householder is Some Other Race Alone	70	1.4%
Householder is Two or More Races	91	1.8%
Other Families with Hispanic Householder	211	4.3%

## NONFAMILY HOUSEHOLDS BY RACE OF HOUSEHOLDER

<b>Total</b>	5,898	100%
Householder is White Alone	4,636	78.6%
Householder is Black Alone	1,105	18.7%
Householder is American Indian Alone	16	0.3%
Householder is Asian Alone	41	0.7%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	33	0.6%
Householder is Two or More Races	66	1.1%
Nonfamily Households with Hispanic Householder	116	2.0%

## TOTAL HOUSING UNITS BY OCCUPANCY

<b>Total</b>	27,493	100%
Occupied Housing Units	25,144	91.5%
Vacant Housing Units		
For Rent	524	1.9%
Rented, not Occupied	19	0.1%
For Sale Only	799	2.9%
Sold, not Occupied	103	0.4%
For Seasonal/Recreational/Occasional Use	68	0.2%
For Migrant Workers	0	0.0%
Other Vacant	836	3.0%
<b>Total Vacancy Rate</b>	<b>8.5%</b>	

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

<b>Total</b>	25,144	100%
Owner Occupied	19,375	77.1%
Owned with a Mortgage/Loan	16,649	66.2%
Owned Free and Clear	2,726	10.8%

## HOUSEHOLDS BY TENURE AND MORTGAGE STATUS

Average Household Size	2.92	
<b>Renter Occupied</b>	5,769	22.9%
Average Household Size	2.75	

## OWNER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	19,376	100%
Householder is White Alone	14,925	77.0%
Householder is Black Alone	3,772	19.5%
Householder is American Indian Alone	56	0.3%
Householder is Asian Alone	164	0.8%
Householder is Pacific Islander Alone	9	0.0%
Householder is Some Other Race Alone	230	1.2%
Householder is Two or More Races	220	1.1%
Owner-occupied Housing Units with Hispanic Householder	675	3.5%

## RENTER-OCCUPIED HOUSING UNITS BY RACE OF HOUSEHOLDER

<b>Total</b>	5,768	100%
Householder is White Alone	4,115	71.3%
Householder is Black Alone	1,402	24.3%
Householder is American Indian Alone	24	0.4%
Householder is Asian Alone	49	0.8%
Householder is Pacific Islander Alone	1	0.0%
Householder is Some Other Race Alone	85	1.5%
Householder is Two or More Races	92	1.6%
Renter-occupied Housing Units with Hispanic Householder	274	4.8%

## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is White Alone 2.78



## AVERAGE HOUSEHOLD SIZE BY RACE/HISPANIC ORIGIN OF HOUSEHOLDER

Householder is Black Alone	3.11
Householder is American Indian Alone	3.08
Householder is Asian Alone	3.33
Householder is Pacific Islander Alone	3.20
Householder is Some Other Race Alone	3.96
Householder is Two or More Races	3.22
Householder is Hispanic	3.75

RING: 5 MILES

Retail Marketplace

## SUMMARY DEMOGRAPHIC

2017 Population	78,504
2017 Households	27,243
2017 Median Disposable Income	\$48,424
2017 Per Capita Income	\$25,285

## DATA FOR ALL BUSINESSES IN AREA

Total Businesses	2,430
Total Employees	20,758
Total Residential Population	27,243
Employee/Residential Population Ratio	0.76

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$948,531,120	\$1,025,412,443	-\$76,881,323	▼ -3.9	510
Total Retail Trade	44-45	\$856,921,933	\$934,949,742	-\$78,027,809	▼ -4.4	378
Total Food & Drink	722	\$91,609,188	\$90,462,701	\$1,146,487	▲ 0.6	132

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
<b>Motor Vehicle &amp; Parts Dealers</b>	441	\$183,046,991	\$92,039,608	\$91,007,383	▲ 33.1	62
Automobile Dealers	4411	\$150,676,315	\$61,567,130	\$89,109,185	▲ 42.0	25
Other Motor Vehicle Dealers	4412	\$15,473,151	\$5,589,173	\$9,883,978	▲ 46.9	7
Auto Parts, Accessories & Tire Stores	4413	\$16,897,526	\$24,883,305	-\$7,985,779	▼ -19.1	31
<b>Furniture &amp; Home Furnishings Stores</b>	442	\$34,123,363	\$53,528,864	-\$19,405,501	▼ -22.1	28
Furniture Stores	4421	\$18,240,578	\$8,165,346	\$10,075,232	▲ 38.2	12

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$15,882,785	\$45,363,518	-\$29,480,733	▼ -48.1	16
Electronics & Appliance Stores	443	\$29,602,834	\$22,711,827	\$6,891,007	▲ 13.2	8
Bldg Materials, Garden Equip. & Supply Stores	444	\$55,189,181	\$83,481,180	-\$28,291,999	▼ -20.4	44
Bldg Material & Supplies Dealers	4441	\$52,102,793	\$80,322,178	-\$28,219,385	▼ -21.3	35
Lawn & Garden Equip & Supply Stores	4442	\$3,086,388	\$3,159,001	-\$72,613	▼ -1.2	10
Food & Beverage Stores	445	\$147,229,347	\$162,143,500	-\$14,914,153	▼ -4.8	44
Grocery Stores	4451	\$129,471,632	\$154,443,488	-\$24,971,856	▼ -8.8	30
Specialty Food Stores	4452	\$8,521,953	\$2,958,175	\$5,563,778	▲ 48.5	5
Beer, Wine & Liquor Stores	4453	\$9,235,762	\$4,741,837	\$4,493,925	▲ 32.2	8
Health & Personal Care Stores	446,4461	\$52,318,131	\$39,142,899	\$13,175,232	▲ 14.4	26
Gasoline Stations	447,4471	\$100,269,126	\$83,797,415	\$16,471,711	▲ 8.9	30
Clothing & Clothing Accessories Stores	448	\$41,902,007	\$13,120,500	\$28,781,507	▲ 52.3	25
Clothing Stores	4481	\$27,931,368	\$5,657,625	\$22,273,743	▲ 66.3	16
Shoe Stores	4482	\$6,516,223	\$3,985,594	\$2,530,629	▲ 24.1	4
Jewelry, Luggage & Leather Goods Stores	4483	\$7,454,416	\$3,477,281	\$3,977,135	▲ 36.4	5
Sporting Goods, Hobby, Book & Music Stores	451	\$23,340,103	\$35,527,479	-\$12,187,376	▼ -20.7	23
Sporting Goods/Hobby/Musical Instr Stores	4511	\$20,113,514	\$34,083,247	-\$13,969,733	▼ -25.8	17
Book, Periodical & Music Stores	4512	\$3,226,588	\$1,444,232	\$1,782,356	▲ 38.2	6
General Merchandise Stores	452	\$149,239,215	\$331,079,945	-\$181,840,730	▼ -37.9	31
Department Stores Excluding Leased Depts.	4521	\$108,573,587	\$231,358,888	-\$122,785,301	▼ -36.1	11
Other General Merchandise Stores	4529	\$40,665,628	\$99,721,057	-\$59,055,429	▼ -42.1	19
Miscellaneous Store Retailers	453	\$29,714,538	\$17,293,210	\$12,421,328	▲ 26.4	52
Florists	4531	\$1,085,012	\$627,168	\$457,844	▲ 26.7	5
Office Supplies, Stationery & Gift Stores	4532	\$5,800,805	\$6,220,176	-\$419,371	▼ -3.5	9
Used Merchandise Stores	4533	\$5,062,770	\$3,994,964	\$1,067,806	▲ 11.8	18
Other Miscellaneous Store Retailers	4539	\$17,765,951	\$6,450,901	\$11,315,050	▲ 46.7	20
Nonstore Retailers	454	\$10,947,096	\$1,083,317	\$9,863,779	▲ 82.0	4
Electronic Shopping & Mail-Order Houses	4541	\$7,757,801	\$952,723	\$6,805,078	▲ 78.1	2
Vending Machine Operators	4542	\$656,961	\$10,070	\$646,891	▲ 97.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$2,532,335	\$120,524	\$2,411,811	^ 90.9	2
<b>Food Services &amp; Drinking Places</b>	722	\$91,609,188	\$90,462,701	\$1,146,487	^ 0.6	132
Special Food Services	7223	\$994,834	\$304,366	\$690,468	^ 53.1	3
Drinking Places - Alcoholic Beverages	7224	\$2,092,697	\$1,203,954	\$888,743	^ 27.0	4
<b>Restaurants/Other Eating Places</b>	7225	\$88,521,656	\$88,954,380	-\$432,724	v -0.2	125

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. <a href="#">Middleburg (4C)</a>	33.3%	Population	78,504	82,992
2. <a href="#">Traditional Living (12B)</a>	19.2%	Households	27,243	28,796
3. <a href="#">Soccer Moms (4A)</a>	17.3%	Families	20,673	21,731
4. <a href="#">Bright Young Professionals (8C)</a>	7.0%	Median Age	35.6	36.0
5. <a href="#">Down the Road (10D)</a>	4.4%	Median Household Income	\$58,668	\$65,243

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
<b>Apparel and Services</b>	91	\$1,965.08	\$53,534,754
Men's	90	\$379.99	\$10,351,950
Women's	89	\$654.68	\$17,835,534
Children's	97	\$323.67	\$8,817,807
Footwear	92	\$426.81	\$11,627,491
Watches & Jewelry	86	\$102.34	\$2,788,160
Apparel Products and Services (1)	95	\$77.59	\$2,113,812
<b>Computer</b>			
Computers and Hardware for Home Use	90	\$155.62	\$4,239,484
Portable Memory	93	\$4.93	\$134,172
Computer Software	89	\$10.22	\$278,365
Computer Accessories	89	\$16.10	\$438,666
<b>Entertainment &amp; Recreation</b>	90	\$2,812.32	\$76,615,902
Fees and Admissions	89	\$567.66	\$15,464,872
Membership Fees for Clubs (2)	88	\$185.14	\$5,043,682
Fees for Participant Sports, excl. Trips	94	\$93.11	\$2,536,619
Tickets to Theatre/Operas/Concerts	84	\$50.08	\$1,364,269

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	89	\$68.85	\$1,875,658
Admission to Sporting Events, excl. Trips	93	\$51.80	\$1,411,142
Fees for Recreational Lessons	89	\$117.95	\$3,213,285
Dating Services	91	\$0.74	\$20,218
TV/Video/Audio	90	\$1,151.89	\$31,380,962
Cable and Satellite Television Services	89	\$850.81	\$23,178,618
Televisions	91	\$108.29	\$2,950,106
Satellite Dishes	97	\$1.41	\$38,458
VCRs, Video Cameras, and DVD Players	90	\$5.89	\$160,585
Miscellaneous Video Equipment	95	\$9.14	\$249,118
Video Cassettes and DVDs	90	\$13.67	\$372,512
Video Game Hardware/Accessories	93	\$27.29	\$743,332
Video Game Software	97	\$15.00	\$408,752
Streaming/Downloaded Video	91	\$23.38	\$636,974
Rental of Video Cassettes and DVDs	91	\$13.90	\$378,686
Installation of Televisions	100	\$0.89	\$24,222
Audio (3)	88	\$78.76	\$2,145,691
Rental of TV/VCR/Radio/Sound Equipment	89	\$1.22	\$33,311
Repair of TV/Radio/Sound Equipment	83	\$2.22	\$60,597
Pets	91	\$539.39	\$14,694,479
Toys/Games/Crafts/Hobbies (4)	93	\$112.50	\$3,064,843
Recreational Vehicles and Fees (5)	94	\$95.83	\$2,610,720
Sports/Recreation/Exercise Equipment (6)	91	\$155.42	\$4,234,005
Photo Equipment and Supplies (7)	92	\$51.19	\$1,394,665
Reading (8)	87	\$108.58	\$2,957,943
Live Entertainment for Catered Affairs	106	\$12.97	\$353,259
Rental of Party Supplies for Catered Affairs	93	\$16.89	\$460,155
<b>Food</b>	91	\$7,602.35	\$207,110,898
Food at Home	90	\$4,540.96	\$123,709,467

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	90	\$596.22	\$16,242,718
Meats, Poultry, Fish, and Eggs	91	\$1,035.24	\$28,203,111
Dairy Products	89	\$473.92	\$12,911,119
Fruits and Vegetables	89	\$867.04	\$23,620,715
Snacks and Other Food at Home (10)	91	\$1,568.54	\$42,731,803
Food Away from Home	92	\$3,061.39	\$83,401,431
Alcoholic Beverages	89	\$492.94	\$13,429,103
<b>Financial</b>			
Value of Stocks/Bonds/Mutual funds	88	\$5,445.22	\$148,344,247
Value of Retirement Plans	88	\$21,525.42	\$586,416,892
Value of Other Financial Assets	91	\$1,184.50	\$32,269,201
Vehicle Loan Amount excluding Interest	95	\$2,588.45	\$70,517,077
Value of Credit Card Debt	90	\$524.78	\$14,296,572
<b>Health</b>			
Nonprescription Drugs	89	\$113.40	\$3,089,335
Prescription Drugs	90	\$347.54	\$9,467,908
Eyeglasses and Contact Lenses	90	\$85.47	\$2,328,576
<b>Home</b>			
Mortgage Payment and Basics (11)	94	\$8,081.27	\$220,157,995
Maintenance and Remodeling Services	91	\$1,762.63	\$48,019,439
Maintenance and Remodeling Materials (12)	91	\$367.78	\$10,019,556
Utilities, Fuel, and Public Services	90	\$4,553.73	\$124,057,213
<b>Household Furnishings and Equipment</b>			
Household Textiles (13)	89	\$85.25	\$2,322,600
Furniture	93	\$533.32	\$14,529,180
Rugs	85	\$19.75	\$537,919
Major Appliances (14)	94	\$302.26	\$8,234,473
Housewares (15)	93	\$87.98	\$2,396,872
Small Appliances	87	\$42.21	\$1,150,022

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	88	\$10.48	\$285,594
Telephones and Accessories	97	\$67.21	\$1,830,992
<b>Household Operations</b>			
Child Care	94	\$449.70	\$12,251,142
Lawn and Garden (16)	91	\$380.77	\$10,373,330
Moving/Storage/Freight Express	86	\$54.88	\$1,495,124
Housekeeping Supplies (17)	91	\$651.21	\$17,741,005
<b>Insurance</b>			
Owners and Renters Insurance	94	\$483.53	\$13,172,818
Vehicle Insurance	90	\$1,062.79	\$28,953,689
Life/Other Insurance	89	\$379.55	\$10,340,041
Health Insurance	90	\$3,292.64	\$89,701,299
Personal Care Products (18)	90	\$425.14	\$11,582,061
School Books & Supplies for College	89	\$52.92	\$1,441,828
School Books & Supplies for Elementary/High School	101	\$20.06	\$546,541
School Books & Supplies for Vocational/Technical School	96	\$1.24	\$33,732
School Books & Supplies for Preschool/Other Schools	101	\$2.13	\$57,946
Other School Supplies	94	\$67.64	\$1,842,601
Smoking Products	90	\$375.15	\$10,220,276
<b>Transportation</b>			
Payments on Vehicles excluding Leases	95	\$2,141.02	\$58,327,708
Gasoline and Motor Oil	92	\$2,548.38	\$69,425,648
Vehicle Maintenance and Repairs	90	\$970.16	\$26,429,995
<b>Travel</b>			
Airline Fares	86	\$436.78	\$11,899,244
Lodging on Trips	89	\$467.54	\$12,737,136
Auto/Truck Rental on Trips	89	\$23.55	\$641,639
Food and Drink on Trips	89	\$438.34	\$11,941,736
<b>Financial</b>			



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