



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	6,319	6,270	6,270
Households	2,026	1,991	1,983
Families	1,275	1,230	1,218
Average Household Size	2.56	2.58	2.59
Owner Occupied Housing Units	1,097	1,060	1,052
Renter Occupied Housing Units	929	931	932
Median Age	34.8	35.9	37.1

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.00%	1.21%	0.83%
Households	-0.08%	1.21%	0.79%
Families	-0.20%	1.09%	0.71%
Owner HHs	-0.15%	1.20%	0.72%
Median Household Income	1.96%	2.38%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	454	22.8%	432	21.8%
\$15,000 - \$24,999	298	15.0%	264	13.3%
\$25,000 - \$34,999	230	11.6%	200	10.1%
\$35,000 - \$49,999	325	16.3%	280	14.1%
\$50,000 - \$74,999	388	19.5%	417	21.0%
\$75,000 - \$99,999	176	8.8%	234	11.8%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	84	4.2%	111	5.6%
\$150,000 - \$199,999	22	1.1%	27	1.4%
\$200,000+	14	0.7%	17	0.9%
Median Household Income	\$35,435		\$39,050	
Average Household Income	\$44,778		\$51,636	
Per Capita Income	\$19,793		\$22,168	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	396	6.3%	361	5.8%	348	5.6%
5 - 9	338	5.4%	329	5.2%	320	5.1%
10 - 14	378	6.0%	364	5.8%	373	5.9%
15 - 19	697	11.0%	639	10.2%	640	10.2%
20 - 24	753	11.9%	735	11.7%	693	11.1%
25 - 34	605	9.6%	651	10.4%	637	10.2%
35 - 44	690	10.9%	615	9.8%	606	9.7%
45 - 54	785	12.4%	703	11.2%	650	10.4%
55 - 64	669	10.6%	741	11.8%	738	11.8%
65 - 74	440	7.0%	545	8.7%	623	9.9%
75 - 84	353	5.6%	361	5.8%	412	6.6%
85+	212	3.4%	227	3.6%	230	3.7%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	3,969	62.8%	3,918	62.5%	3,881	61.9%
Black Alone	2,113	33.4%	2,056	32.8%	2,026	32.3%
American Indian Alone	14	0.2%	17	0.3%	20	0.3%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	44	0.7%	65	1.0%	85	1.4%
Pacific Islander Alone	1	0.0%	1	0.0%	2	0.0%
Some Other Race Alone	86	1.4%	97	1.5%	115	1.8%
Two or More Races	92	1.5%	116	1.9%	141	2.2%
Hispanic Origin (Any Race)	144	2.3%	164	2.6%	193	3.1%

RING: 1 MILE

Restaurant Market Potential

DEMOGRAPHIC SUMMARY

	2017	2022
Population	6,270	6,270
Population 18+	5,002	5,014
Households	1,991	1,983
Median Household Income	\$35,435	\$39,050

PRODUCT/CUSTOMER BEHAVIOR

	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Went to family restaurant/steak house in last 6 mo	3,637	72.7%	97
Went to family restaurant/steak house 4+ times/mo	1,302	26.0%	95
Spent at family rest/steak hse last 6 months: < \$31	475	9.5%	124
Spent at family rest/steak hse last 6 months: \$31-50	464	9.3%	107
Spent at family rest/steak hse last 6 months: \$51-100	760	15.2%	103
Spent at family rest/steak hse last 6 months: \$101-200	497	9.9%	89
Spent at family rest/steak hse last 6 months: \$201-300	186	3.7%	79
Spent at family rest/steak hse last 6 months: \$301+	233	4.7%	76
Family restaurant/steak house last 6 months: breakfast	592	11.8%	93
Family restaurant/steak house last 6 months: lunch	1,017	20.3%	107
Family restaurant/steak house last 6 months: dinner	2,185	43.7%	94
Family restaurant/steak house last 6 months: snack	116	2.3%	121
Family restaurant/steak house last 6 months: weekday	1,546	30.9%	100
Family restaurant/steak house last 6 months: weekend	1,850	37.0%	89
Fam rest/steak hse/6 months: Applebee`s	1,179	23.6%	104
Fam rest/steak hse/6 months: Bob Evans Farms	319	6.4%	172
Fam rest/steak hse/6 months: Buffalo Wild Wings	382	7.6%	80
Fam rest/steak hse/6 months: California Pizza Kitchen	72	1.4%	45

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fam rest/steak hse/6 months: Carrabba`s Italian Gril	123	2.5%	74
Fam rest/steak hse/6 months: The Cheesecake Factory	116	2.3%	37
Fam rest/steak hse/6 months: Chili`s Grill & Bar	440	8.8%	80
Fam rest/steak hse/6 months: CiCi`s Pizza	207	4.1%	105
Fam rest/steak hse/6 months: Cracker Barrel	676	13.5%	130
Fam rest/steak hse/6 months: Denny`s	354	7.1%	80
Fam rest/steak hse/6 months: Golden Corral	487	9.7%	129
Fam rest/steak hse/6 months: IHOP	373	7.5%	71
Fam rest/steak hse/6 months: Logan`s Roadhouse	269	5.4%	144
Fam rest/steak hse/6 months: LongHorn Steakhouse	227	4.5%	93
Fam rest/steak hse/6 months: Olive Garden	725	14.5%	85
Fam rest/steak hse/6 months: Outback Steakhouse	400	8.0%	88
Fam rest/steak hse/6 months: Red Lobster	623	12.5%	108
Fam rest/steak hse/6 months: Red Robin	212	4.2%	65
Fam rest/steak hse/6 months: Ruby Tuesday	329	6.6%	114
Fam rest/steak hse/6 months: Texas Roadhouse	354	7.1%	88
Fam rest/steak hse/6 months: T.G.I. Friday`s	198	4.0%	57
Fam rest/steak hse/6 months: Waffle House	332	6.6%	121
Went to fast food/drive-in restaurant in last 6 mo	4,556	91.1%	101
Went to fast food/drive-in restaurant 9+ times/mo	1,964	39.3%	100
Spent at fast food/drive-in last 6 months: < \$11	271	5.4%	120
Spent at fast food/drive-in last 6 months: \$11-\$20	469	9.4%	112
Spent at fast food/drive-in last 6 months: \$21-\$40	678	13.6%	108
Spent at fast food/drive-in last 6 months: \$41-\$50	340	6.8%	87
Spent at fast food/drive-in last 6 months: \$51-\$100	913	18.3%	110
Spent at fast food/drive-in last 6 months: \$101-\$200	601	12.0%	109
Spent at fast food/drive-in last 6 months: \$201+	429	8.6%	87
Fast food/drive-in last 6 months: eat in	1,815	36.3%	99
Fast food/drive-in last 6 months: home delivery	396	7.9%	103

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: take-out/drive-thru	2,468	49.3%	107
Fast food/drive-in last 6 months: take-out/walk-in	926	18.5%	92
Fast food/drive-in last 6 months: breakfast	1,740	34.8%	106
Fast food/drive-in last 6 months: lunch	2,523	50.4%	102
Fast food/drive-in last 6 months: dinner	2,324	46.5%	103
Fast food/drive-in last 6 months: snack	570	11.4%	94
Fast food/drive-in last 6 months: weekday	3,031	60.6%	104
Fast food/drive-in last 6 months: weekend	2,362	47.2%	103
Fast food/drive-in last 6 months: A & W	219	4.4%	162
Fast food/drive-in last 6 months: Arby`s	1,172	23.4%	144
Fast food/drive-in last 6 months: Baskin-Robbins	114	2.3%	68
Fast food/drive-in last 6 months: Boston Market	132	2.6%	76
Fast food/drive-in last 6 months: Burger King	1,722	34.4%	116
Fast food/drive-in last 6 months: Captain D`s	295	5.9%	169
Fast food/drive-in last 6 months: Carl`s Jr.	128	2.6%	45
Fast food/drive-in last 6 months: Checkers	174	3.5%	110
Fast food/drive-in last 6 months: Chick-fil-A	696	13.9%	73
Fast food/drive-in last 6 months: Chipotle Mex. Grill	261	5.2%	44
Fast food/drive-in last 6 months: Chuck E. Cheese`s	136	2.7%	84
Fast food/drive-in last 6 months: Church`s Fr. Chicken	154	3.1%	86
Fast food/drive-in last 6 months: Cold Stone Creamery	87	1.7%	61
Fast food/drive-in last 6 months: Dairy Queen	968	19.4%	130
Fast food/drive-in last 6 months: Del Taco	67	1.3%	38
Fast food/drive-in last 6 months: Domino`s Pizza	516	10.3%	85
Fast food/drive-in last 6 months: Dunkin` Donuts	427	8.5%	68
Fast food/drive-in last 6 months: Hardee`s	494	9.9%	176
Fast food/drive-in last 6 months: Jack in the Box	169	3.4%	40
Fast food/drive-in last 6 months: KFC	1,417	28.3%	134
Fast food/drive-in last 6 months: Krispy Kreme	218	4.4%	88

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: Little Caesars	650	13.0%	109
Fast food/drive-in last 6 months: Long John Silver`s	393	7.9%	178
Fast food/drive-in last 6 months: McDonald`s	2,882	57.6%	107
Went to Panda Express in last 6 months	162	3.2%	40
Fast food/drive-in last 6 months: Panera Bread	374	7.5%	65
Fast food/drive-in last 6 months: Papa John`s	386	7.7%	90
Fast food/drive-in last 6 months: Papa Murphy`s	221	4.4%	92
Fast food/drive-in last 6 months: Pizza Hut	1,301	26.0%	135
Fast food/drive-in last 6 months: Popeyes Chicken	305	6.1%	77
Fast food/drive-in last 6 months: Quiznos	79	1.6%	65
Fast food/drive-in last 6 months: Sonic Drive-In	710	14.2%	127
Fast food/drive-in last 6 months: Starbucks	363	7.3%	45
Fast food/drive-in last 6 months: Steak `n Shake	293	5.9%	110
Fast food/drive-in last 6 months: Subway	1,529	30.6%	99
Fast food/drive-in last 6 months: Taco Bell	1,540	30.8%	102
Fast food/drive-in last 6 months: Wendy`s	1,522	30.4%	113
Fast food/drive-in last 6 months: Whataburger	143	2.9%	65
Fast food/drive-in last 6 months: White Castle	150	3.0%	95
Went to fine dining restaurant last month	406	8.1%	76
Went to fine dining restaurant 3+ times last month	121	2.4%	78
Spent at fine dining rest in last 6 months: < \$51	101	2.0%	107
Spent at fine dining rest in last 6 months: \$51-\$100	167	3.3%	99
Spent at fine dining rest in last 6 months: \$101-\$200	141	2.8%	87
Spent at fine dining rest in last 6 months: \$201+	109	2.2%	65

RING: 1 MILE

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	6,270
2017 Households	1,991
2017 Median Disposable Income	\$30,339
2017 Per Capita Income	\$19,793

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	172
Total Employees	3,055
Total Residential Population	1,991
Employee/Residential Population Ratio	1.53

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	\$46,245,871	\$75,229,021	-\$28,983,150	▼ -23.9	46
Total Retail Trade	44-45	\$42,157,183	\$65,831,977	-\$23,674,794	▼ -21.9	32
Total Food & Drink	722	\$4,088,688	\$9,397,044	-\$5,308,356	▼ -39.4	14

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$9,533,140	\$23,090,643	-\$13,557,503	▼ -41.6	5
Automobile Dealers	4411	\$7,736,332	\$20,694,697	-\$12,958,365	▼ -45.6	2
Other Motor Vehicle Dealers	4412	\$873,867	\$687,735	\$186,132	▲ 11.9	1
Auto Parts, Accessories & Tire Stores	4413	\$922,941	\$1,708,210	-\$785,269	▼ -29.8	2
Furniture & Home Furnishings Stores	442	\$1,353,276	\$15,703,874	-\$14,350,598	▼ -84.1	2
Furniture Stores	4421	\$873,615	\$571,157	\$302,458	▲ 20.9	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$479,661	\$15,132,717	-\$14,653,056	▼ -93.9	1
Electronics & Appliance Stores	443	\$1,107,352	\$1,306,270	-\$198,918	▼ -8.2	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$2,994,253	\$1,178,191	\$1,816,062	▲ 43.5	3
Bldg Material & Supplies Dealers	4441	\$2,833,102	\$963,482	\$1,869,620	▲ 49.2	3
Lawn & Garden Equip & Supply Stores	4442	\$161,151	\$214,710	-\$53,559	▼ -14.2	0
Food & Beverage Stores	445	\$7,412,451	\$4,390,037	\$3,022,414	▲ 25.6	8
Grocery Stores	4451	\$6,812,630	\$3,941,852	\$2,870,778	▲ 26.7	5
Specialty Food Stores	4452	\$260,094	\$345,401	-\$85,307	▼ -14.1	2
Beer, Wine & Liquor Stores	4453	\$339,727	\$102,784	\$236,943	▲ 53.5	0
Health & Personal Care Stores	446,4461	\$2,814,324	\$1,778,460	\$1,035,864	▲ 22.6	2
Gasoline Stations	447,4471	\$5,133,080	\$13,867,890	-\$8,734,810	▼ -46.0	5
Clothing & Clothing Accessories Stores	448	\$1,664,766	\$950,870	\$713,896	▲ 27.3	2
Clothing Stores	4481	\$1,105,416	\$542,983	\$562,433	▲ 34.1	1
Shoe Stores	4482	\$265,579	\$0	\$265,579	▲ 100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$293,771	\$407,887	-\$114,116	▼ -16.3	1
Sporting Goods, Hobby, Book & Music Stores	451	\$1,097,717	\$0	\$1,097,717	▲ 100.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$937,260	\$0	\$937,260	▲ 100.0	0
Book, Periodical & Music Stores	4512	\$160,457	\$0	\$160,457	▲ 100.0	0
General Merchandise Stores	452	\$6,681,232	\$2,876,080	\$3,805,152	▲ 39.8	2
Department Stores Excluding Leased Depts.	4521	\$4,849,524	\$850,504	\$3,999,020	▲ 70.2	0
Other General Merchandise Stores	4529	\$1,831,708	\$2,025,576	-\$193,868	▼ -5.0	2
Miscellaneous Store Retailers	453	\$1,671,981	\$689,662	\$982,319	▲ 41.6	3
Florists	4531	\$55,005	\$0	\$55,005	▲ 100.0	0
Office Supplies, Stationery & Gift Stores	4532	\$320,914	\$0	\$320,914	▲ 100.0	0
Used Merchandise Stores	4533	\$175,581	\$121,150	\$54,431	▲ 18.3	1
Other Miscellaneous Store Retailers	4539	\$1,120,481	\$568,512	\$551,969	▲ 32.7	2
Nonstore Retailers	454	\$693,612	\$0	\$693,612	▲ 100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$439,732	\$0	\$439,732	▲ 100.0	0
Vending Machine Operators	4542	\$25,977	\$0	\$25,977	▲ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$227,903	\$0	\$227,903	^ 100.0	0
Food Services & Drinking Places	722	\$4,088,688	\$9,397,044	-\$5,308,356	v -39.4	14
Special Food Services	7223	\$59,675	\$0	\$59,675	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$250,771	\$0	\$250,771	^ 100.0	0
Restaurants/Other Eating Places	7225	\$3,778,242	\$9,397,044	-\$5,618,802	v -42.6	14

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Hardscrabble Road (8G)	21.4%	Population	6,270	6,270
2. Heartland Communities (6F)	21.1%	Households	1,991	1,983
3. Midlife Constants (5E)	20.6%	Families	1,230	1,218
4. Small Town Simplicity (12C)	18.8%	Median Age	35.9	37.1
5. Rural Bypasses (10E)	18.1%	Median Household Income	\$35,435	\$39,050

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	54	\$1,158.28	\$2,306,128
Men's	54	\$229.31	\$456,559
Women's	53	\$394.47	\$785,387
Children's	56	\$188.76	\$375,822
Footwear	55	\$252.31	\$502,346
Watches & Jewelry	46	\$54.91	\$109,330
Apparel Products and Services (1)	47	\$38.51	\$76,683
Computer			
Computers and Hardware for Home Use	52	\$89.08	\$177,357
Portable Memory	54	\$2.85	\$5,670
Computer Software	48	\$5.55	\$11,052
Computer Accessories	51	\$9.22	\$18,361
Entertainment & Recreation	59	\$1,825.76	\$3,635,098
Fees and Admissions	45	\$286.46	\$570,340
Membership Fees for Clubs (2)	46	\$96.08	\$191,298
Fees for Participant Sports, excl. Trips	47	\$46.54	\$92,664
Tickets to Theatre/Operas/Concerts	45	\$27.08	\$53,922

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	46	\$35.54	\$70,765
Admission to Sporting Events, excl. Trips	49	\$27.44	\$54,629
Fees for Recreational Lessons	40	\$53.38	\$106,281
Dating Services	48	\$0.39	\$782
TV/Video/Audio	63	\$808.07	\$1,608,867
Cable and Satellite Television Services	65	\$621.25	\$1,236,905
Televisions	56	\$66.69	\$132,781
Satellite Dishes	48	\$0.70	\$1,399
VCRs, Video Cameras, and DVD Players	59	\$3.85	\$7,668
Miscellaneous Video Equipment	60	\$5.74	\$11,419
Video Cassettes and DVDs	60	\$9.18	\$18,273
Video Game Hardware/Accessories	61	\$17.85	\$35,549
Video Game Software	61	\$9.45	\$18,811
Streaming/Downloaded Video	54	\$13.77	\$27,426
Rental of Video Cassettes and DVDs	57	\$8.67	\$17,270
Installation of Televisions	43	\$0.38	\$755
Audio (3)	54	\$48.12	\$95,805
Rental of TV/VCR/Radio/Sound Equipment	79	\$1.08	\$2,153
Repair of TV/Radio/Sound Equipment	50	\$1.33	\$2,653
Pets	65	\$388.84	\$774,189
Toys/Games/Crafts/Hobbies (4)	58	\$70.18	\$139,727
Recreational Vehicles and Fees (5)	61	\$62.06	\$123,571
Sports/Recreation/Exercise Equipment (6)	55	\$94.28	\$187,707
Photo Equipment and Supplies (7)	52	\$28.75	\$57,233
Reading (8)	58	\$73.10	\$145,539
Live Entertainment for Catered Affairs	52	\$6.37	\$12,684
Rental of Party Supplies for Catered Affairs	42	\$7.66	\$15,243
Food	59	\$4,941.75	\$9,839,030
Food at Home	61	\$3,083.94	\$6,140,132

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	62	\$409.67	\$815,645
Meats, Poultry, Fish, and Eggs	62	\$713.04	\$1,419,669
Dairy Products	63	\$333.60	\$664,206
Fruits and Vegetables	58	\$568.71	\$1,132,309
Snacks and Other Food at Home (10)	62	\$1,058.92	\$2,108,303
Food Away from Home	56	\$1,857.81	\$3,698,898
Alcoholic Beverages	52	\$288.87	\$575,142
Financial			
Value of Stocks/Bonds/Mutual funds	51	\$3,182.11	\$6,335,578
Value of Retirement Plans	54	\$13,048.20	\$25,978,959
Value of Other Financial Assets	67	\$866.51	\$1,725,228
Vehicle Loan Amount excluding Interest	68	\$1,858.61	\$3,700,487
Value of Credit Card Debt	55	\$321.12	\$639,354
Health			
Nonprescription Drugs	65	\$83.32	\$165,883
Prescription Drugs	69	\$267.22	\$532,033
Eyeglasses and Contact Lenses	61	\$57.47	\$114,413
Home			
Mortgage Payment and Basics (11)	52	\$4,468.53	\$8,896,838
Maintenance and Remodeling Services	54	\$1,051.70	\$2,093,926
Maintenance and Remodeling Materials (12)	65	\$262.22	\$522,071
Utilities, Fuel, and Public Services	64	\$3,244.89	\$6,460,574
Household Furnishings and Equipment			
Household Textiles (13)	54	\$51.64	\$102,808
Furniture	55	\$317.21	\$631,566
Rugs	50	\$11.66	\$23,215
Major Appliances (14)	63	\$202.21	\$402,599
Housewares (15)	59	\$55.77	\$111,029
Small Appliances	57	\$27.60	\$54,952

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	44	\$5.26	\$10,468
Telephones and Accessories	57	\$39.35	\$78,340
Household Operations			
Child Care	47	\$226.51	\$450,977
Lawn and Garden (16)	63	\$263.20	\$524,024
Moving/Storage/Freight Express	49	\$31.24	\$62,193
Housekeeping Supplies (17)	62	\$441.85	\$879,726
Insurance			
Owners and Renters Insurance	66	\$339.01	\$674,974
Vehicle Insurance	61	\$715.69	\$1,424,942
Life/Other Insurance	56	\$240.07	\$477,973
Health Insurance	62	\$2,264.30	\$4,508,216
Personal Care Products (18)	56	\$265.20	\$528,013
School Books & Supplies for College	53	\$31.34	\$62,394
School Books & Supplies for Elementary/High School	55	\$11.05	\$22,002
School Books & Supplies for Vocational/Technical School	59	\$0.76	\$1,513
School Books & Supplies for Preschool/Other Schools	55	\$1.15	\$2,294
Other School Supplies	53	\$38.28	\$76,206
Smoking Products	83	\$345.92	\$688,734
Transportation			
Payments on Vehicles excluding Leases	63	\$1,418.07	\$2,823,387
Gasoline and Motor Oil	64	\$1,787.56	\$3,559,031
Vehicle Maintenance and Repairs	61	\$649.91	\$1,293,965
Travel			
Airline Fares	45	\$230.75	\$459,433
Lodging on Trips	53	\$276.34	\$550,183
Auto/Truck Rental on Trips	49	\$12.99	\$25,867
Food and Drink on Trips	52	\$258.39	\$514,451
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	51	\$3,182.11	\$6,335,578
Value of Retirement Plans	54	\$13,048.20	\$25,978,959
Value of Other Financial Assets	67	\$866.51	\$1,725,228
Vehicle Loan Amount excluding Interest	68	\$1,858.61	\$3,700,487
Value of Credit Card Debt	55	\$321.12	\$639,354
Health			
Nonprescription Drugs	65	\$83.32	\$165,883
Prescription Drugs	69	\$267.22	\$532,033
Eyeglasses and Contact Lenses	61	\$57.47	\$114,413
Home			
Mortgage Payment and Basics (11)	52	\$4,468.53	\$8,896,838
Maintenance and Remodeling Services	54	\$1,051.70	\$2,093,926
Maintenance and Remodeling Materials (12)	65	\$262.22	\$522,071
Utilities, Fuel, and Public Services	64	\$3,244.89	\$6,460,574
Household Furnishings and Equipment			
Household Textiles (13)	54	\$51.64	\$102,808
Furniture	55	\$317.21	\$631,566
Rugs	50	\$11.66	\$23,215
Major Appliances (14)	63	\$202.21	\$402,599
Housewares (15)	59	\$55.77	\$111,029
Small Appliances	57	\$27.60	\$54,952
Luggage	44	\$5.26	\$10,468
Telephones and Accessories	57	\$39.35	\$78,340
Household Operations			
Child Care	47	\$226.51	\$450,977
Lawn and Garden (16)	63	\$263.20	\$524,024
Moving/Storage/Freight Express	49	\$31.24	\$62,193
Housekeeping Supplies (17)	62	\$441.85	\$879,726
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	66	\$339.01	\$674,974
Vehicle Insurance	61	\$715.69	\$1,424,942
Life/Other Insurance	56	\$240.07	\$477,973
Health Insurance	62	\$2,264.30	\$4,508,216
Personal Care Products (18)	56	\$265.20	\$528,013
School Books & Supplies for College	53	\$31.34	\$62,394
School Books & Supplies for Elementary/High School	55	\$11.05	\$22,002
School Books & Supplies for Vocational/Technical School	59	\$0.76	\$1,513
School Books & Supplies for Preschool/Other Schools	55	\$1.15	\$2,294
Other School Supplies	53	\$38.28	\$76,206
Smoking Products	83	\$345.92	\$688,734
Transportation			
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Airline Fares	45	\$230.75	\$459,433
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Auto/Truck Rental on Trips	49	\$12.99	\$25,867
Food and Drink on Trips	52	\$258.39	\$514,451

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	11,866	11,752	11,742
Households	4,148	4,084	4,071
Families	2,685	2,600	2,575
Average Household Size	2.43	2.44	2.45
Owner Occupied Housing Units	2,483	2,414	2,404
Renter Occupied Housing Units	1,665	1,670	1,668
Median Age	36.5	37.9	39.0

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	-0.02%	1.21%	0.83%
Households	-0.06%	1.21%	0.79%
Families	-0.19%	1.09%	0.71%
Owner HHs	-0.08%	1.20%	0.72%
Median Household Income	2.40%	2.38%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	827	20.2%	783	19.2%
\$15,000 - \$24,999	590	14.4%	521	12.8%
\$25,000 - \$34,999	479	11.7%	416	10.2%
\$35,000 - \$49,999	659	16.1%	563	13.8%
\$50,000 - \$74,999	792	19.4%	841	20.7%
\$75,000 - \$99,999	413	10.1%	539	13.2%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	223	5.5%	286	7.0%
\$150,000 - \$199,999	64	1.6%	77	1.9%
\$200,000+	39	1.0%	45	1.1%
Median Household Income	\$37,509		\$42,229	
Average Household Income	\$48,502		\$55,854	
Per Capita Income	\$20,248		\$22,762	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	747	6.3%	682	5.8%	656	5.6%
5 - 9	626	5.3%	608	5.2%	595	5.1%
10 - 14	711	6.0%	666	5.7%	681	5.8%
15 - 19	1,214	10.2%	1,087	9.2%	1,084	9.2%
20 - 24	1,316	11.1%	1,294	11.0%	1,207	10.3%
25 - 34	1,127	9.5%	1,211	10.3%	1,196	10.2%
35 - 44	1,310	11.0%	1,154	9.8%	1,138	9.7%
45 - 54	1,504	12.7%	1,345	11.4%	1,236	10.5%
55 - 64	1,381	11.6%	1,482	12.6%	1,461	12.4%
65 - 74	904	7.6%	1,149	9.8%	1,308	11.1%
75 - 84	651	5.5%	670	5.7%	774	6.6%
85+	375	3.2%	404	3.4%	408	3.5%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	7,354	62.0%	7,242	61.6%	7,171	61.1%
Black Alone	4,100	34.6%	3,998	34.0%	3,944	33.6%
American Indian Alone	22	0.2%	27	0.2%	32	0.3%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	70	0.6%	104	0.9%	137	1.2%
Pacific Islander Alone	2	0.0%	2	0.0%	3	0.0%
Some Other Race Alone	151	1.3%	169	1.4%	200	1.7%
Two or More Races	166	1.4%	210	1.8%	254	2.2%
Hispanic Origin (Any Race)	253	2.1%	287	2.4%	338	2.9%

RING: 3 MILES

Restaurant Market Potential

DEMOGRAPHIC SUMMARY

	2017	2022
Population	11,752	11,742
Population 18+	9,400	9,414
Households	4,084	4,071
Median Household Income	\$37,509	\$42,229

PRODUCT/CUSTOMER BEHAVIOR

	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Went to family restaurant/steak house in last 6 mo	6,787	72.2%	97
Went to family restaurant/steak house 4+ times/mo	2,405	25.6%	93
Spent at family rest/steak hse last 6 months: < \$31	890	9.5%	124
Spent at family rest/steak hse last 6 months: \$31-50	862	9.2%	106
Spent at family rest/steak hse last 6 months: \$51-100	1,399	14.9%	100
Spent at family rest/steak hse last 6 months: \$101-200	936	10.0%	89
Spent at family rest/steak hse last 6 months: \$201-300	341	3.6%	77
Spent at family rest/steak hse last 6 months: \$301+	418	4.4%	73
Family restaurant/steak house last 6 months: breakfast	1,063	11.3%	89
Family restaurant/steak house last 6 months: lunch	1,875	19.9%	105
Family restaurant/steak house last 6 months: dinner	4,101	43.6%	94
Family restaurant/steak house last 6 months: snack	212	2.3%	118
Family restaurant/steak house last 6 months: weekday	2,836	30.2%	98
Family restaurant/steak house last 6 months: weekend	3,444	36.6%	88
Fam rest/steak hse/6 months: Applebee`s	2,219	23.6%	104
Fam rest/steak hse/6 months: Bob Evans Farms	564	6.0%	162
Fam rest/steak hse/6 months: Buffalo Wild Wings	682	7.3%	76
Fam rest/steak hse/6 months: California Pizza Kitchen	132	1.4%	44

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fam rest/steak hse/6 months: Carrabba`s Italian Gril	238	2.5%	77
Fam rest/steak hse/6 months: The Cheesecake Factory	210	2.2%	36
Fam rest/steak hse/6 months: Chili`s Grill & Bar	819	8.7%	79
Fam rest/steak hse/6 months: CiCi`s Pizza	392	4.2%	106
Fam rest/steak hse/6 months: Cracker Barrel	1,247	13.3%	127
Fam rest/steak hse/6 months: Denny`s	621	6.6%	75
Fam rest/steak hse/6 months: Golden Corral	908	9.7%	128
Fam rest/steak hse/6 months: IHOP	679	7.2%	69
Fam rest/steak hse/6 months: Logan`s Roadhouse	523	5.6%	149
Fam rest/steak hse/6 months: LongHorn Steakhouse	453	4.8%	98
Fam rest/steak hse/6 months: Olive Garden	1,334	14.2%	84
Fam rest/steak hse/6 months: Outback Steakhouse	755	8.0%	88
Fam rest/steak hse/6 months: Red Lobster	1,140	12.1%	106
Fam rest/steak hse/6 months: Red Robin	379	4.0%	62
Fam rest/steak hse/6 months: Ruby Tuesday	634	6.7%	116
Fam rest/steak hse/6 months: Texas Roadhouse	607	6.5%	80
Fam rest/steak hse/6 months: T.G.I. Friday`s	371	3.9%	57
Fam rest/steak hse/6 months: Waffle House	654	7.0%	127
Went to fast food/drive-in restaurant in last 6 mo	8,543	90.9%	101
Went to fast food/drive-in restaurant 9+ times/mo	3,726	39.6%	101
Spent at fast food/drive-in last 6 months: < \$11	528	5.6%	124
Spent at fast food/drive-in last 6 months: \$11-\$20	875	9.3%	112
Spent at fast food/drive-in last 6 months: \$21-\$40	1,273	13.5%	108
Spent at fast food/drive-in last 6 months: \$41-\$50	621	6.6%	85
Spent at fast food/drive-in last 6 months: \$51-\$100	1,711	18.2%	109
Spent at fast food/drive-in last 6 months: \$101-\$200	1,083	11.5%	105
Spent at fast food/drive-in last 6 months: \$201+	817	8.7%	88
Fast food/drive-in last 6 months: eat in	3,371	35.9%	98
Fast food/drive-in last 6 months: home delivery	672	7.1%	93

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: take-out/drive-thru	4,658	49.6%	108
Fast food/drive-in last 6 months: take-out/walk-in	1,738	18.5%	92
Fast food/drive-in last 6 months: breakfast	3,250	34.6%	106
Fast food/drive-in last 6 months: lunch	4,703	50.0%	101
Fast food/drive-in last 6 months: dinner	4,295	45.7%	101
Fast food/drive-in last 6 months: snack	1,056	11.2%	93
Fast food/drive-in last 6 months: weekday	5,642	60.0%	103
Fast food/drive-in last 6 months: weekend	4,373	46.5%	101
Fast food/drive-in last 6 months: A & W	397	4.2%	156
Fast food/drive-in last 6 months: Arby`s	2,132	22.7%	139
Fast food/drive-in last 6 months: Baskin-Robbins	223	2.4%	70
Fast food/drive-in last 6 months: Boston Market	236	2.5%	72
Fast food/drive-in last 6 months: Burger King	3,264	34.7%	117
Fast food/drive-in last 6 months: Captain D`s	636	6.8%	193
Fast food/drive-in last 6 months: Carl`s Jr.	228	2.4%	43
Fast food/drive-in last 6 months: Checkers	320	3.4%	108
Fast food/drive-in last 6 months: Chick-fil-A	1,297	13.8%	73
Fast food/drive-in last 6 months: Chipotle Mex. Grill	471	5.0%	42
Fast food/drive-in last 6 months: Chuck E. Cheese`s	251	2.7%	83
Fast food/drive-in last 6 months: Church`s Fr. Chicken	313	3.3%	93
Fast food/drive-in last 6 months: Cold Stone Creamery	153	1.6%	57
Fast food/drive-in last 6 months: Dairy Queen	1,759	18.7%	125
Fast food/drive-in last 6 months: Del Taco	117	1.2%	35
Fast food/drive-in last 6 months: Domino`s Pizza	945	10.1%	83
Fast food/drive-in last 6 months: Dunkin` Donuts	761	8.1%	64
Fast food/drive-in last 6 months: Hardee`s	977	10.4%	185
Fast food/drive-in last 6 months: Jack in the Box	311	3.3%	40
Fast food/drive-in last 6 months: KFC	2,678	28.5%	135
Fast food/drive-in last 6 months: Krispy Kreme	438	4.7%	94

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: Little Caesars	1,210	12.9%	108
Fast food/drive-in last 6 months: Long John Silver`s	733	7.8%	176
Fast food/drive-in last 6 months: McDonald`s	5,347	56.9%	106
Went to Panda Express in last 6 months	304	3.2%	40
Fast food/drive-in last 6 months: Panera Bread	690	7.3%	64
Fast food/drive-in last 6 months: Papa John`s	751	8.0%	93
Fast food/drive-in last 6 months: Papa Murphy`s	406	4.3%	90
Fast food/drive-in last 6 months: Pizza Hut	2,455	26.1%	135
Fast food/drive-in last 6 months: Popeyes Chicken	633	6.7%	85
Fast food/drive-in last 6 months: Quiznos	144	1.5%	63
Fast food/drive-in last 6 months: Sonic Drive-In	1,394	14.8%	133
Fast food/drive-in last 6 months: Starbucks	663	7.1%	44
Fast food/drive-in last 6 months: Steak `n Shake	518	5.5%	104
Fast food/drive-in last 6 months: Subway	2,862	30.4%	98
Fast food/drive-in last 6 months: Taco Bell	2,910	31.0%	102
Fast food/drive-in last 6 months: Wendy`s	2,841	30.2%	112
Fast food/drive-in last 6 months: Whataburger	289	3.1%	70
Fast food/drive-in last 6 months: White Castle	312	3.3%	105
Went to fine dining restaurant last month	744	7.9%	74
Went to fine dining restaurant 3+ times last month	216	2.3%	74
Spent at fine dining rest in last 6 months: < \$51	189	2.0%	106
Spent at fine dining rest in last 6 months: \$51-\$100	310	3.3%	97
Spent at fine dining rest in last 6 months: \$101-\$200	265	2.8%	87
Spent at fine dining rest in last 6 months: \$201+	203	2.2%	64

RING: 3 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	11,752
2017 Households	4,084
2017 Median Disposable Income	\$32,855
2017 Per Capita Income	\$20,248

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	348
Total Employees	5,851
Total Residential Population	4,084
Employee/Residential Population Ratio	1.43

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	\$102,799,316	\$165,706,192	-\$62,906,876	▼ -23.4	95
Total Retail Trade	44-45	\$93,735,884	\$145,533,692	-\$51,797,808	▼ -21.6	64
Total Food & Drink	722	\$9,063,432	\$20,172,500	-\$11,109,068	▼ -38.0	31

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$21,249,470	\$32,553,085	-\$11,303,615	▼ -21.0	10
Automobile Dealers	4411	\$17,248,781	\$26,382,745	-\$9,133,964	▼ -20.9	4
Other Motor Vehicle Dealers	4412	\$1,950,821	\$1,090,637	\$860,184	▲ 28.3	1
Auto Parts, Accessories & Tire Stores	4413	\$2,049,868	\$5,079,703	-\$3,029,835	▼ -42.5	5
Furniture & Home Furnishings Stores	442	\$3,002,465	\$23,620,973	-\$20,618,508	▼ -77.4	3
Furniture Stores	4421	\$1,930,367	\$571,157	\$1,359,210	▲ 54.3	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$1,072,098	\$23,049,816	-\$21,977,718	▼ -91.1	2
Electronics & Appliance Stores	443	\$2,445,696	\$1,648,387	\$797,309	▲ 19.5	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$6,742,086	\$2,380,796	\$4,361,290	▲ 47.8	6
Bldg Material & Supplies Dealers	4441	\$6,382,048	\$1,951,377	\$4,430,671	▲ 53.2	5
Lawn & Garden Equip & Supply Stores	4442	\$360,038	\$429,419	-\$69,381	▼ -8.8	1
Food & Beverage Stores	445	\$16,408,818	\$40,309,470	-\$23,900,652	▼ -42.1	17
Grocery Stores	4451	\$15,080,656	\$39,520,223	-\$24,439,567	▼ -44.8	13
Specialty Food Stores	4452	\$574,944	\$388,388	\$186,556	▲ 19.4	2
Beer, Wine & Liquor Stores	4453	\$753,217	\$400,860	\$352,357	▲ 30.5	2
Health & Personal Care Stores	446,4461	\$6,285,354	\$6,586,101	-\$300,747	▼ -2.3	5
Gasoline Stations	447,4471	\$11,406,090	\$27,688,874	-\$16,282,784	▼ -41.6	7
Clothing & Clothing Accessories Stores	448	\$3,693,655	\$1,708,167	\$1,985,488	▲ 36.8	3
Clothing Stores	4481	\$2,451,464	\$1,193,453	\$1,258,011	▲ 34.5	2
Shoe Stores	4482	\$590,018	\$0	\$590,018	▲ 100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$652,174	\$514,714	\$137,460	▲ 11.8	1
Sporting Goods, Hobby, Book & Music Stores	451	\$2,431,162	\$282,174	\$2,148,988	▲ 79.2	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,080,859	\$282,174	\$1,798,685	▲ 76.1	0
Book, Periodical & Music Stores	4512	\$350,303	\$0	\$350,303	▲ 100.0	0
General Merchandise Stores	452	\$14,814,274	\$7,611,653	\$7,202,621	▲ 32.1	7
Department Stores Excluding Leased Depts.	4521	\$10,754,644	\$2,078,999	\$8,675,645	▲ 67.6	1
Other General Merchandise Stores	4529	\$4,059,630	\$5,532,654	-\$1,473,024	▼ -15.4	6
Miscellaneous Store Retailers	453	\$3,721,146	\$1,144,012	\$2,577,134	▲ 53.0	6
Florists	4531	\$122,778	\$86,776	\$36,002	▲ 17.2	1
Office Supplies, Stationery & Gift Stores	4532	\$712,779	\$0	\$712,779	▲ 100.0	0
Used Merchandise Stores	4533	\$384,699	\$296,144	\$88,555	▲ 13.0	2
Other Miscellaneous Store Retailers	4539	\$2,500,890	\$761,092	\$1,739,798	▲ 53.3	3
Nonstore Retailers	454	\$1,535,667	\$0	\$1,535,667	▲ 100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$973,527	\$0	\$973,527	▲ 100.0	0
Vending Machine Operators	4542	\$57,452	\$0	\$57,452	▲ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$504,688	\$0	\$504,688	^ 100.0	0
Food Services & Drinking Places	722	\$9,063,432	\$20,172,500	-\$11,109,068	v -38.0	31
Special Food Services	7223	\$131,245	\$0	\$131,245	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$557,060	\$0	\$557,060	^ 100.0	0
Restaurants/Other Eating Places	7225	\$8,375,127	\$20,172,500	-\$11,797,373	v -41.3	31

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Midlife Constants (5E)	30.8%	Population	11,752	11,742
2. Rural Bypasses (10E)	27.0%	Households	4,084	4,071
3. Hardscrabble Road (8G)	16.1%	Families	2,600	2,575
4. Small Town Simplicity (12C)	14.3%	Median Age	37.9	39.0
5. Heartland Communities (6F)	11.6%	Median Household Income	\$37,509	\$42,229

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	58	\$1,253.90	\$5,120,913
Men's	59	\$247.70	\$1,011,624
Women's	58	\$428.90	\$1,751,616
Children's	60	\$202.12	\$825,444
Footwear	59	\$273.55	\$1,117,197
Watches & Jewelry	50	\$59.29	\$242,125
Apparel Products and Services (1)	52	\$42.34	\$172,908
Computer			
Computers and Hardware for Home Use	55	\$95.21	\$388,845
Portable Memory	57	\$3.02	\$12,335
Computer Software	51	\$5.90	\$24,102
Computer Accessories	55	\$9.90	\$40,428
Entertainment & Recreation	63	\$1,980.80	\$8,089,582
Fees and Admissions	49	\$309.05	\$1,262,158
Membership Fees for Clubs (2)	50	\$104.44	\$426,519
Fees for Participant Sports, excl. Trips	51	\$50.23	\$205,138
Tickets to Theatre/Operas/Concerts	49	\$28.96	\$118,276

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	49	\$38.10	\$155,590
Admission to Sporting Events, excl. Trips	52	\$29.13	\$118,981
Fees for Recreational Lessons	43	\$57.79	\$236,024
Dating Services	49	\$0.40	\$1,630
TV/Video/Audio	68	\$876.37	\$3,579,081
Cable and Satellite Television Services	71	\$676.43	\$2,762,554
Televisions	60	\$71.66	\$292,646
Satellite Dishes	54	\$0.79	\$3,229
VCRs, Video Cameras, and DVD Players	62	\$4.07	\$16,612
Miscellaneous Video Equipment	65	\$6.21	\$25,373
Video Cassettes and DVDs	64	\$9.81	\$40,061
Video Game Hardware/Accessories	64	\$18.81	\$76,838
Video Game Software	64	\$9.89	\$40,378
Streaming/Downloaded Video	57	\$14.50	\$59,229
Rental of Video Cassettes and DVDs	61	\$9.31	\$38,018
Installation of Televisions	47	\$0.42	\$1,702
Audio (3)	58	\$51.88	\$211,872
Rental of TV/VCR/Radio/Sound Equipment	82	\$1.12	\$4,591
Repair of TV/Radio/Sound Equipment	55	\$1.46	\$5,978
Pets	71	\$425.93	\$1,739,511
Toys/Games/Crafts/Hobbies (4)	62	\$74.88	\$305,815
Recreational Vehicles and Fees (5)	66	\$67.56	\$275,927
Sports/Recreation/Exercise Equipment (6)	60	\$102.22	\$417,480
Photo Equipment and Supplies (7)	56	\$31.09	\$126,981
Reading (8)	63	\$78.61	\$321,059
Live Entertainment for Catered Affairs	55	\$6.71	\$27,424
Rental of Party Supplies for Catered Affairs	46	\$8.36	\$34,147
Food	64	\$5,340.72	\$21,811,506
Food at Home	66	\$3,331.27	\$13,604,899

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	67	\$442.31	\$1,806,392
Meats, Poultry, Fish, and Eggs	67	\$771.57	\$3,151,093
Dairy Products	67	\$359.66	\$1,468,854
Fruits and Vegetables	63	\$613.77	\$2,506,619
Snacks and Other Food at Home (10)	67	\$1,143.96	\$4,671,940
Food Away from Home	60	\$2,009.45	\$8,206,608
Alcoholic Beverages	56	\$310.61	\$1,268,522
Financial			
Value of Stocks/Bonds/Mutual funds	56	\$3,494.01	\$14,269,538
Value of Retirement Plans	58	\$14,224.07	\$58,091,092
Value of Other Financial Assets	73	\$945.57	\$3,861,699
Vehicle Loan Amount excluding Interest	75	\$2,034.29	\$8,308,020
Value of Credit Card Debt	59	\$346.28	\$1,414,202
Health			
Nonprescription Drugs	71	\$90.99	\$371,593
Prescription Drugs	76	\$293.95	\$1,200,503
Eyeglasses and Contact Lenses	66	\$62.03	\$253,338
Home			
Mortgage Payment and Basics (11)	57	\$4,893.69	\$19,985,827
Maintenance and Remodeling Services	60	\$1,160.53	\$4,739,599
Maintenance and Remodeling Materials (12)	72	\$289.58	\$1,182,665
Utilities, Fuel, and Public Services	70	\$3,531.70	\$14,423,445
Household Furnishings and Equipment			
Household Textiles (13)	58	\$55.44	\$226,434
Furniture	60	\$341.76	\$1,395,747
Rugs	54	\$12.45	\$50,840
Major Appliances (14)	69	\$221.19	\$903,336
Housewares (15)	64	\$60.65	\$247,687
Small Appliances	61	\$29.56	\$120,706

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	48	\$5.66	\$23,134
Telephones and Accessories	61	\$41.96	\$171,356
Household Operations			
Child Care	51	\$241.91	\$987,946
Lawn and Garden (16)	69	\$288.96	\$1,180,103
Moving/Storage/Freight Express	52	\$33.33	\$136,118
Housekeeping Supplies (17)	68	\$481.60	\$1,966,874
Insurance			
Owners and Renters Insurance	72	\$373.55	\$1,525,592
Vehicle Insurance	66	\$778.02	\$3,177,414
Life/Other Insurance	61	\$261.71	\$1,068,816
Health Insurance	68	\$2,473.45	\$10,101,563
Personal Care Products (18)	61	\$286.39	\$1,169,620
School Books & Supplies for College	55	\$32.78	\$133,884
School Books & Supplies for Elementary/High School	59	\$11.81	\$48,220
School Books & Supplies for Vocational/Technical School	60	\$0.78	\$3,195
School Books & Supplies for Preschool/Other Schools	60	\$1.25	\$5,112
Other School Supplies	58	\$41.72	\$170,384
Smoking Products	90	\$373.09	\$1,523,695
Transportation			
Payments on Vehicles excluding Leases	69	\$1,541.24	\$6,294,414
Gasoline and Motor Oil	70	\$1,944.85	\$7,942,782
Vehicle Maintenance and Repairs	66	\$704.68	\$2,877,898
Travel			
Airline Fares	49	\$249.34	\$1,018,313
Lodging on Trips	57	\$300.18	\$1,225,941
Auto/Truck Rental on Trips	53	\$14.10	\$57,589
Food and Drink on Trips	57	\$280.03	\$1,143,628
Financial			

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Value of Stocks/Bonds/Mutual funds	56	\$3,494.01	\$14,269,538
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Food and Drink on Trips	57	\$280.03	\$1,143,628

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2017	2022
Population	14,544	14,432	14,430
Households	5,078	5,011	5,000
Families	3,344	3,250	3,222
Average Household Size	2.49	2.50	2.51
Owner Occupied Housing Units	3,200	3,122	3,112
Renter Occupied Housing Units	1,878	1,889	1,888
Median Age	37.3	38.8	40.0

TRENDS: 2017 - 2022 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.00%	1.21%	0.83%
Households	-0.04%	1.21%	0.79%
Families	-0.17%	1.09%	0.71%
Owner HHs	-0.06%	1.20%	0.72%
Median Household Income	2.56%	2.38%	2.12%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	971	19.4%	920	18.4%
\$15,000 - \$24,999	712	14.2%	631	12.6%
\$25,000 - \$34,999	581	11.6%	504	10.1%
\$35,000 - \$49,999	805	16.1%	686	13.7%
\$50,000 - \$74,999	1,010	20.2%	1,064	21.3%
\$75,000 - \$99,999	529	10.6%	690	13.8%

HOUSEHOLDS BY INCOME	2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	281	5.6%	361	7.2%
\$150,000 - \$199,999	76	1.5%	92	1.8%
\$200,000+	46	0.9%	54	1.1%
Median Household Income	\$38,474		\$43,651	
Average Household Income	\$49,218		\$56,592	
Per Capita Income	\$20,321		\$22,875	

POPULATION BY AGE	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	921	6.3%	843	5.8%	806	5.6%
5 - 9	782	5.4%	769	5.3%	747	5.2%
10 - 14	882	6.1%	826	5.7%	852	5.9%
15 - 19	1,417	9.7%	1,235	8.6%	1,246	8.6%
20 - 24	1,490	10.2%	1,460	10.1%	1,345	9.3%
25 - 34	1,413	9.7%	1,545	10.7%	1,503	10.4%
35 - 44	1,665	11.4%	1,466	10.2%	1,446	10.0%
45 - 54	1,892	13.0%	1,707	11.8%	1,573	10.9%
55 - 64	1,757	12.1%	1,867	12.9%	1,849	12.8%
65 - 74	1,144	7.9%	1,459	10.1%	1,656	11.5%
75 - 84	766	5.3%	802	5.6%	946	6.6%
85+	416	2.9%	452	3.1%	461	3.2%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	9,307	64.0%	9,180	63.6%	9,099	63.1%
Black Alone	4,741	32.6%	4,637	32.1%	4,581	31.7%
American Indian Alone	26	0.2%	31	0.2%	37	0.3%

RACE AND ETHNICITY	CENSUS 2010		2017		2022	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	75	0.5%	112	0.8%	149	1.0%
Pacific Islander Alone	2	0.0%	2	0.0%	3	0.0%
Some Other Race Alone	196	1.3%	221	1.5%	260	1.8%
Two or More Races	197	1.4%	249	1.7%	301	2.1%
Hispanic Origin (Any Race)	320	2.2%	363	2.5%	426	3.0%

RING: 5 MILES

Restaurant Market Potential

DEMOGRAPHIC SUMMARY

	2017	2022
Population	14,432	14,430
Population 18+	11,507	11,529
Households	5,011	5,000
Median Household Income	\$38,474	\$43,651

PRODUCT/CUSTOMER BEHAVIOR

	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Went to family restaurant/steak house in last 6 mo	8,246	71.7%	96
Went to family restaurant/steak house 4+ times/mo	2,897	25.2%	92
Spent at family rest/steak hse last 6 months: < \$31	1,107	9.6%	126
Spent at family rest/steak hse last 6 months: \$31-50	1,063	9.2%	107
Spent at family rest/steak hse last 6 months: \$51-100	1,666	14.5%	98
Spent at family rest/steak hse last 6 months: \$101-200	1,123	9.8%	87
Spent at family rest/steak hse last 6 months: \$201-300	414	3.6%	76
Spent at family rest/steak hse last 6 months: \$301+	493	4.3%	70
Family restaurant/steak house last 6 months: breakfast	1,237	10.7%	85
Family restaurant/steak house last 6 months: lunch	2,233	19.4%	102
Family restaurant/steak house last 6 months: dinner	4,987	43.3%	94
Family restaurant/steak house last 6 months: snack	242	2.1%	110
Family restaurant/steak house last 6 months: weekday	3,372	29.3%	95
Family restaurant/steak house last 6 months: weekend	4,173	36.3%	88
Fam rest/steak hse/6 months: Applebee`s	2,685	23.3%	103
Fam rest/steak hse/6 months: Bob Evans Farms	640	5.6%	150
Fam rest/steak hse/6 months: Buffalo Wild Wings	817	7.1%	74
Fam rest/steak hse/6 months: California Pizza Kitchen	150	1.3%	41

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fam rest/steak hse/6 months: Carrabba`s Italian Gril	292	2.5%	77
Fam rest/steak hse/6 months: The Cheesecake Factory	252	2.2%	35
Fam rest/steak hse/6 months: Chili`s Grill & Bar	996	8.7%	78
Fam rest/steak hse/6 months: CiCi`s Pizza	483	4.2%	107
Fam rest/steak hse/6 months: Cracker Barrel	1,517	13.2%	127
Fam rest/steak hse/6 months: Denny`s	724	6.3%	71
Fam rest/steak hse/6 months: Golden Corral	1,128	9.8%	130
Fam rest/steak hse/6 months: IHOP	827	7.2%	68
Fam rest/steak hse/6 months: Logan`s Roadhouse	668	5.8%	156
Fam rest/steak hse/6 months: LongHorn Steakhouse	572	5.0%	102
Fam rest/steak hse/6 months: Olive Garden	1,575	13.7%	81
Fam rest/steak hse/6 months: Outback Steakhouse	890	7.7%	85
Fam rest/steak hse/6 months: Red Lobster	1,372	11.9%	104
Fam rest/steak hse/6 months: Red Robin	445	3.9%	60
Fam rest/steak hse/6 months: Ruby Tuesday	783	6.8%	117
Fam rest/steak hse/6 months: Texas Roadhouse	711	6.2%	77
Fam rest/steak hse/6 months: T.G.I. Friday`s	446	3.9%	56
Fam rest/steak hse/6 months: Waffle House	858	7.5%	136
Went to fast food/drive-in restaurant in last 6 mo	10,449	90.8%	101
Went to fast food/drive-in restaurant 9+ times/mo	4,644	40.4%	103
Spent at fast food/drive-in last 6 months: < \$11	669	5.8%	128
Spent at fast food/drive-in last 6 months: \$11-\$20	1,073	9.3%	112
Spent at fast food/drive-in last 6 months: \$21-\$40	1,545	13.4%	107
Spent at fast food/drive-in last 6 months: \$41-\$50	738	6.4%	82
Spent at fast food/drive-in last 6 months: \$51-\$100	2,082	18.1%	109
Spent at fast food/drive-in last 6 months: \$101-\$200	1,304	11.3%	103
Spent at fast food/drive-in last 6 months: \$201+	1,012	8.8%	89
Fast food/drive-in last 6 months: eat in	4,125	35.8%	98
Fast food/drive-in last 6 months: home delivery	762	6.6%	86

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: take-out/drive-thru	5,727	49.8%	108
Fast food/drive-in last 6 months: take-out/walk-in	2,110	18.3%	91
Fast food/drive-in last 6 months: breakfast	3,973	34.5%	105
Fast food/drive-in last 6 months: lunch	5,707	49.6%	100
Fast food/drive-in last 6 months: dinner	5,187	45.1%	100
Fast food/drive-in last 6 months: snack	1,262	11.0%	91
Fast food/drive-in last 6 months: weekday	6,850	59.5%	102
Fast food/drive-in last 6 months: weekend	5,286	45.9%	100
Fast food/drive-in last 6 months: A & W	467	4.1%	150
Fast food/drive-in last 6 months: Arby`s	2,562	22.3%	137
Fast food/drive-in last 6 months: Baskin-Robbins	281	2.4%	72
Fast food/drive-in last 6 months: Boston Market	265	2.3%	66
Fast food/drive-in last 6 months: Burger King	4,028	35.0%	118
Fast food/drive-in last 6 months: Captain D`s	874	7.6%	217
Fast food/drive-in last 6 months: Carl`s Jr.	266	2.3%	41
Fast food/drive-in last 6 months: Checkers	373	3.2%	103
Fast food/drive-in last 6 months: Chick-fil-A	1,570	13.6%	72
Fast food/drive-in last 6 months: Chipotle Mex. Grill	537	4.7%	39
Fast food/drive-in last 6 months: Chuck E. Cheese`s	306	2.7%	82
Fast food/drive-in last 6 months: Church`s Fr. Chicken	407	3.5%	99
Fast food/drive-in last 6 months: Cold Stone Creamery	177	1.5%	54
Fast food/drive-in last 6 months: Dairy Queen	2,130	18.5%	124
Fast food/drive-in last 6 months: Del Taco	131	1.1%	32
Fast food/drive-in last 6 months: Domino`s Pizza	1,129	9.8%	81
Fast food/drive-in last 6 months: Dunkin` Donuts	863	7.5%	60
Fast food/drive-in last 6 months: Hardee`s	1,275	11.1%	197
Fast food/drive-in last 6 months: Jack in the Box	386	3.4%	40
Fast food/drive-in last 6 months: KFC	3,300	28.7%	136
Fast food/drive-in last 6 months: Krispy Kreme	567	4.9%	99

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: Little Caesars	1,461	12.7%	107
Fast food/drive-in last 6 months: Long John Silver`s	905	7.9%	178
Fast food/drive-in last 6 months: McDonald`s	6,526	56.7%	106
Went to Panda Express in last 6 months	371	3.2%	40
Fast food/drive-in last 6 months: Panera Bread	801	7.0%	60
Fast food/drive-in last 6 months: Papa John`s	934	8.1%	94
Fast food/drive-in last 6 months: Papa Murphy`s	480	4.2%	87
Fast food/drive-in last 6 months: Pizza Hut	3,053	26.5%	137
Fast food/drive-in last 6 months: Popeyes Chicken	825	7.2%	91
Fast food/drive-in last 6 months: Quiznos	174	1.5%	62
Fast food/drive-in last 6 months: Sonic Drive-In	1,798	15.6%	140
Fast food/drive-in last 6 months: Starbucks	772	6.7%	42
Fast food/drive-in last 6 months: Steak `n Shake	603	5.2%	99
Fast food/drive-in last 6 months: Subway	3,511	30.5%	99
Fast food/drive-in last 6 months: Taco Bell	3,613	31.4%	104
Fast food/drive-in last 6 months: Wendy`s	3,460	30.1%	111
Fast food/drive-in last 6 months: Whataburger	386	3.4%	76
Fast food/drive-in last 6 months: White Castle	416	3.6%	114
Went to fine dining restaurant last month	847	7.4%	69
Went to fine dining restaurant 3+ times last month	248	2.2%	70
Spent at fine dining rest in last 6 months: < \$51	228	2.0%	105
Spent at fine dining rest in last 6 months: \$51-\$100	357	3.1%	92
Spent at fine dining rest in last 6 months: \$101-\$200	309	2.7%	83
Spent at fine dining rest in last 6 months: \$201+	237	2.1%	61

RING: 5 MILES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2017 Population	14,432
2017 Households	5,011
2017 Median Disposable Income	\$33,971
2017 Per Capita Income	\$20,321

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	461
Total Employees	7,472
Total Residential Population	5,011
Employee/Residential Population Ratio	1.49

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	\$129,437,966	\$185,574,786	-\$56,136,820	▼ -17.8	112
Total Retail Trade	44-45	\$118,144,611	\$164,436,771	-\$46,292,160	▼ -16.4	77
Total Food & Drink	722	\$11,293,354	\$21,138,015	-\$9,844,661	▼ -30.4	35

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$26,971,042	\$35,301,618	-\$8,330,576	▼ -13.4	12
Automobile Dealers	4411	\$21,915,128	\$28,368,562	-\$6,453,434	▼ -12.8	5
Other Motor Vehicle Dealers	4412	\$2,482,358	\$1,749,475	\$732,883	▲ 17.3	2
Auto Parts, Accessories & Tire Stores	4413	\$2,573,556	\$5,183,581	-\$2,610,025	▼ -33.6	5
Furniture & Home Furnishings Stores	442	\$3,739,150	\$32,607,040	-\$28,867,890	▼ -79.4	5
Furniture Stores	4421	\$2,401,693	\$1,580,883	\$820,810	▲ 20.6	2

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$1,337,457	\$31,026,157	-\$29,688,700	▼ -91.7	3
Electronics & Appliance Stores	443	\$3,039,039	\$1,741,691	\$1,297,348	▲ 27.1	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$8,563,794	\$2,783,123	\$5,780,671	▲ 50.9	7
Bldg Material & Supplies Dealers	4441	\$8,108,525	\$2,100,653	\$6,007,872	▲ 58.8	5
Lawn & Garden Equip & Supply Stores	4442	\$455,269	\$682,470	-\$227,201	▼ -20.0	2
Food & Beverage Stores	445	\$20,615,577	\$43,230,103	-\$22,614,526	▼ -35.4	20
Grocery Stores	4451	\$18,961,363	\$42,180,629	-\$23,219,266	▼ -38.0	15
Specialty Food Stores	4452	\$722,331	\$400,111	\$322,220	▲ 28.7	2
Beer, Wine & Liquor Stores	4453	\$931,883	\$649,362	\$282,521	▲ 17.9	3
Health & Personal Care Stores	446,4461	\$7,929,610	\$8,155,910	-\$226,300	▼ -1.4	8
Gasoline Stations	447,4471	\$14,462,786	\$28,867,448	-\$14,404,662	▼ -33.2	7
Clothing & Clothing Accessories Stores	448	\$4,591,123	\$1,737,302	\$2,853,821	▲ 45.1	3
Clothing Stores	4481	\$3,054,511	\$1,193,453	\$1,861,058	▲ 43.8	2
Shoe Stores	4482	\$739,153	\$0	\$739,153	▲ 100.0	0
Jewelry, Luggage & Leather Goods Stores	4483	\$797,458	\$543,849	\$253,609	▲ 18.9	1
Sporting Goods, Hobby, Book & Music Stores	451	\$3,035,510	\$1,209,933	\$1,825,577	▲ 43.0	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$2,603,440	\$1,209,933	\$1,393,507	▲ 36.5	2
Book, Periodical & Music Stores	4512	\$432,070	\$0	\$432,070	▲ 100.0	0
General Merchandise Stores	452	\$18,562,044	\$7,655,546	\$10,906,498	▲ 41.6	7
Department Stores Excluding Leased Depts.	4521	\$13,452,044	\$2,078,999	\$11,373,045	▲ 73.2	1
Other General Merchandise Stores	4529	\$5,110,000	\$5,576,547	-\$466,547	▼ -4.4	6
Miscellaneous Store Retailers	453	\$4,715,710	\$1,147,057	\$3,568,653	▲ 60.9	6
Florists	4531	\$151,958	\$89,821	\$62,137	▲ 25.7	1
Office Supplies, Stationery & Gift Stores	4532	\$889,120	\$0	\$889,120	▲ 100.0	0
Used Merchandise Stores	4533	\$475,657	\$296,144	\$179,513	▲ 23.3	2
Other Miscellaneous Store Retailers	4539	\$3,198,975	\$761,092	\$2,437,883	▲ 61.6	3
Nonstore Retailers	454	\$1,919,226	\$0	\$1,919,226	▲ 100.0	0
Electronic Shopping & Mail-Order Houses	4541	\$1,211,511	\$0	\$1,211,511	▲ 100.0	0
Vending Machine Operators	4542	\$72,134	\$0	\$72,134	▲ 100.0	0

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$635,581	\$0	\$635,581	^ 100.0	0
Food Services & Drinking Places	722	\$11,293,354	\$21,138,015	-\$9,844,661	v -30.4	35
Special Food Services	7223	\$163,509	\$0	\$163,509	^ 100.0	0
Drinking Places - Alcoholic Beverages	7224	\$681,992	\$0	\$681,992	^ 100.0	0
Restaurants/Other Eating Places	7225	\$10,447,854	\$21,138,015	-\$10,690,161	v -33.8	35

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2017	2022
1. Rural Bypasses (10E)	33.6%	Population	14,432	14,430
2. Midlife Constants (5E)	26.9%	Households	5,011	5,000
3. Hardscrabble Road (8G)	13.1%	Families	3,250	3,222
4. Small Town Simplicity (12C)	12.0%	Median Age	38.8	40.0
5. Heartland Communities (6F)	10.9%	Median Household Income	\$38,474	\$43,651

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	59	\$1,274.17	\$6,384,854
Men's	59	\$251.08	\$1,258,178
Women's	59	\$435.85	\$2,184,059
Children's	62	\$205.96	\$1,032,059
Footwear	60	\$279.00	\$1,398,064
Watches & Jewelry	50	\$59.18	\$296,569
Apparel Products and Services (1)	53	\$43.09	\$215,926
Computer			
Computers and Hardware for Home Use	55	\$95.39	\$478,023
Portable Memory	57	\$3.03	\$15,167
Computer Software	51	\$5.85	\$29,331
Computer Accessories	55	\$9.91	\$49,648
Entertainment & Recreation	65	\$2,021.73	\$10,130,899
Fees and Admissions	48	\$307.38	\$1,540,305
Membership Fees for Clubs (2)	49	\$104.08	\$521,531
Fees for Participant Sports, excl. Trips	50	\$50.04	\$250,727
Tickets to Theatre/Operas/Concerts	48	\$28.50	\$142,792

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	49	\$38.10	\$190,896
Admission to Sporting Events, excl. Trips	51	\$28.74	\$144,041
Fees for Recreational Lessons	43	\$57.56	\$288,421
Dating Services	47	\$0.38	\$1,899
TV/Video/Audio	70	\$897.70	\$4,498,381
Cable and Satellite Television Services	73	\$695.49	\$3,485,120
Televisions	61	\$72.37	\$362,665
Satellite Dishes	57	\$0.82	\$4,119
VCRs, Video Cameras, and DVD Players	63	\$4.09	\$20,518
Miscellaneous Video Equipment	66	\$6.37	\$31,919
Video Cassettes and DVDs	66	\$9.99	\$50,044
Video Game Hardware/Accessories	65	\$19.00	\$95,223
Video Game Software	64	\$9.94	\$49,799
Streaming/Downloaded Video	57	\$14.51	\$72,702
Rental of Video Cassettes and DVDs	62	\$9.49	\$47,578
Installation of Televisions	46	\$0.41	\$2,070
Audio (3)	59	\$52.58	\$263,467
Rental of TV/VCR/Radio/Sound Equipment	83	\$1.14	\$5,711
Repair of TV/Radio/Sound Equipment	56	\$1.49	\$7,445
Pets	74	\$441.18	\$2,210,738
Toys/Games/Crafts/Hobbies (4)	62	\$75.68	\$379,218
Recreational Vehicles and Fees (5)	68	\$69.52	\$348,359
Sports/Recreation/Exercise Equipment (6)	61	\$104.51	\$523,714
Photo Equipment and Supplies (7)	57	\$31.50	\$157,837
Reading (8)	63	\$79.30	\$397,388
Live Entertainment for Catered Affairs	54	\$6.62	\$33,150
Rental of Party Supplies for Catered Affairs	46	\$8.34	\$41,808
Food	65	\$5,452.10	\$27,320,491
Food at Home	68	\$3,406.35	\$17,069,211

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	68	\$451.95	\$2,264,708
Meats, Poultry, Fish, and Eggs	69	\$790.96	\$3,963,481
Dairy Products	69	\$367.68	\$1,842,443
Fruits and Vegetables	64	\$624.96	\$3,131,685
Snacks and Other Food at Home (10)	68	\$1,170.80	\$5,866,894
Food Away from Home	61	\$2,045.76	\$10,251,280
Alcoholic Beverages	56	\$312.36	\$1,565,253
Financial			
Value of Stocks/Bonds/Mutual funds	57	\$3,505.49	\$17,565,995
Value of Retirement Plans	59	\$14,305.23	\$71,683,505
Value of Other Financial Assets	75	\$971.15	\$4,866,450
Vehicle Loan Amount excluding Interest	78	\$2,116.15	\$10,604,016
Value of Credit Card Debt	60	\$349.57	\$1,751,687
Health			
Nonprescription Drugs	73	\$93.78	\$469,909
Prescription Drugs	78	\$304.25	\$1,524,597
Eyeglasses and Contact Lenses	67	\$63.07	\$316,043
Home			
Mortgage Payment and Basics (11)	58	\$4,964.19	\$24,875,551
Maintenance and Remodeling Services	61	\$1,181.43	\$5,920,125
Maintenance and Remodeling Materials (12)	74	\$300.89	\$1,507,766
Utilities, Fuel, and Public Services	72	\$3,629.25	\$18,186,153
Household Furnishings and Equipment			
Household Textiles (13)	58	\$55.83	\$279,745
Furniture	60	\$346.01	\$1,733,869
Rugs	53	\$12.31	\$61,681
Major Appliances (14)	71	\$228.20	\$1,143,516
Housewares (15)	65	\$62.07	\$311,009
Small Appliances	62	\$29.80	\$149,324

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	47	\$5.62	\$28,167
Telephones and Accessories	61	\$42.34	\$212,154
Household Operations			
Child Care	51	\$242.53	\$1,215,327
Lawn and Garden (16)	71	\$297.13	\$1,488,896
Moving/Storage/Freight Express	52	\$33.38	\$167,262
Housekeeping Supplies (17)	70	\$494.88	\$2,479,839
Insurance			
Owners and Renters Insurance	75	\$385.52	\$1,931,843
Vehicle Insurance	68	\$796.98	\$3,993,651
Life/Other Insurance	62	\$265.76	\$1,331,744
Health Insurance	69	\$2,535.40	\$12,704,886
Personal Care Products (18)	62	\$291.04	\$1,458,409
School Books & Supplies for College	55	\$32.48	\$162,751
School Books & Supplies for Elementary/High School	60	\$11.95	\$59,877
School Books & Supplies for Vocational/Technical School	60	\$0.77	\$3,847
School Books & Supplies for Preschool/Other Schools	61	\$1.29	\$6,458
Other School Supplies	59	\$42.66	\$213,777
Smoking Products	93	\$387.91	\$1,943,807
Transportation			
Payments on Vehicles excluding Leases	71	\$1,587.59	\$7,955,426
Gasoline and Motor Oil	72	\$2,005.96	\$10,051,852
Vehicle Maintenance and Repairs	67	\$720.55	\$3,610,662
Travel			
Airline Fares	49	\$248.36	\$1,244,511
Lodging on Trips	58	\$303.18	\$1,519,235
Auto/Truck Rental on Trips	54	\$14.25	\$71,421
Food and Drink on Trips	57	\$282.57	\$1,415,942
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