



RING: 1 MILE

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	6,697	6,642	6,771
Households	2,339	2,298	2,334
Families	1,552	1,510	1,524
Average Household Size	2.84	2.87	2.88
Owner Occupied Housing Units	1,095	966	971
Renter Occupied Housing Units	1,244	1,332	1,363
Median Age	29.2	30.5	31.2

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	0.39%	1.02%	0.84%
Households	0.31%	0.96%	0.79%
Families	0.18%	0.87%	0.72%
Owner HHs	0.10%	0.93%	0.73%
Median Household Income	1.74%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	195	8.5%	203	8.7%
\$15,000 - \$24,999	372	16.2%	393	16.8%
\$25,000 - \$34,999	291	12.7%	325	13.9%
\$35,000 - \$49,999	441	19.2%	282	12.1%
\$50,000 - \$74,999	593	25.8%	658	28.2%
\$75,000 - \$99,999	225	9.8%	253	10.8%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	159	6.9%	191	8.2%
\$150,000 - \$199,999	12	0.5%	17	0.7%
\$200,000+	10	0.4%	12	0.5%
Median Household Income	\$43,622		\$47,552	
Average Household Income	\$51,004		\$54,302	
Per Capita Income	\$18,666		\$19,743	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	629	9.4%	590	8.9%	581	8.6%
5 - 9	595	8.9%	549	8.3%	557	8.2%
10 - 14	565	8.4%	536	8.1%	538	7.9%
15 - 19	541	8.1%	469	7.1%	477	7.0%
20 - 24	558	8.3%	518	7.8%	463	6.8%
25 - 34	1,143	17.1%	1,178	17.7%	1,285	19.0%
35 - 44	1,082	16.2%	1,033	15.5%	1,014	15.0%
45 - 54	776	11.6%	813	12.2%	805	11.9%
55 - 64	433	6.5%	524	7.9%	572	8.5%
65 - 74	236	3.5%	277	4.2%	303	4.5%
75 - 84	109	1.6%	121	1.8%	136	2.0%
85+	32	0.5%	36	0.5%	38	0.6%

RING: 1 MILE

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	2,746	2,778	2,856
Owner Occupied Housing Units	39.9%	34.8%	34.0%
Renter Occupied Housing Units	45.3%	47.9%	47.7%
Vacant Housing Units	14.8%	17.3%	18.3%
Median Home Value		\$111,502	\$136,947
Per Capita Income		\$18,666	\$19,743
Median Age	29.2	30.5	31.2

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	966	971
<\$50,000	12.2%	9.6%
\$50,000 - \$99,999	31.5%	23.2%
\$100,000 - \$149,999	27.2%	23.3%
\$150,000 - \$199,999	17.6%	23.9%
\$200,000 - \$249,999	6.4%	11.2%
\$250,000 - \$299,999	1.8%	3.7%
\$300,000 - \$399,999	1.6%	2.2%
\$400,000 - \$499,999	0.1%	0.6%
\$500,000 - \$749,999	0.3%	0.5%
\$750,000 - \$999,999	0.1%	0.3%
\$1,000,000 +	1.1%	1.4%
Average Home Value	\$133,886	\$160,593

POPULATION BY SEX	2010	2016	2021
Males	3,058	3,052	3,133
Females	3,639	3,590	3,638

POPULATION 15+ BY MARITAL STATUS 2016

Total	4,968
Never Married	40.3%
Married	38.9%
Widowed	5.6%
Divorced	15.2%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	91.4%
Civilian Unemployed	8.6%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	2,908
Agriculture/Mining	0.4%
Construction	6.0%
Manufacturing	7.9%
Wholesale Trade	3.5%
Retail Trade	17.1%
Transportation/Utilities	14.1%
Information	0.0%
Finance/Insurance/Real Estate	4.0%
Services	41.4%
Public Administration	5.7%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	2,908
White Collar	50.5%
Management/Business/Financial	8.2%
Professional	14.0%
Sales	10.5%
Administrative Support	17.8%
Services	20.0%
Blue Collar	29.5%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	1.3%
Production	6.9%
Transportation/Material Moving	15.2%

HOUSEHOLDS BY TYPE

Total	2,339	100%
Households with 1 Person	637	27.2%
Households with 2+ People	1,702	72.8%
Family Households	1,552	66.4%
Husband-wife Families	778	33.3%
With Own Children	435	18.6%
Other Family (No Spouse Present)	774	33.1%
With Own Children	500	21.4%
Nonfamily Households	150	6.4%
All Households with Children	1,043	44.6%
Multigenerational Households	139	5.9%
Unmarried Partner Households	199	8.5%
Male-female	180	7.7%
Same-sex	19	0.8%

HOUSEHOLDS BY TYPE

Average Household Size

2.84

FAMILY HOUSEHOLDS BY SIZE

Total	2,338
1 Person	27.2%
2 People	26.8%
3 People	18.2%
4 People	13.7%
5 People	7.7%
6 People	3.7%
7+ People	2.6%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	3,982
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	4.6%
High School Graduate	26.6%
GED/Alternative Credential	3.0%
Some College, No Degree	30.4%
Associate Degree	8.4%
Bachelor's Degree	19.2%
Graduate/Profesional Degree	4.7%

RING: 1 MILE

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Traditional Living (12B)	48.3%	Population	6,642	6,771
2. Up and Coming Families (7A)	28.7%	Households	2,298	2,334
3. Metro Fusion (11C)	19.4%	Families	1,510	1,524
4. Modest Income Homes (12D)	3.6%	Median Age	30.5	31.2
5. Exurbanites (1E)	0.0%	Median Household Income	\$43,622	\$47,552

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	67	\$1,356.91	\$3,118,171
Men's	66	\$263.76	\$606,125
Women's	65	\$447.02	\$1,027,245
Children's	75	\$241.10	\$554,047
Footwear	68	\$290.69	\$668,004
Watches & Jewelry	66	\$68.64	\$157,736
Apparel Products and Services (1)	63	\$45.70	\$105,013
Computer			
Computers and Hardware for Home Use	69	\$118.70	\$272,784
Portable Memory	71	\$3.34	\$7,674
Computer Software	70	\$9.06	\$20,813
Computer Accessories	66	\$11.72	\$26,941
Entertainment & Recreation	67	\$1,939.42	\$4,456,790
Fees and Admissions	63	\$365.65	\$840,260
Membership Fees for Clubs (2)	61	\$116.11	\$266,830
Fees for Participant Sports, excl. Trips	65	\$58.39	\$134,185
Tickets to Theatre/Operas/Concerts	61	\$32.32	\$74,269

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	68	\$45.26	\$104,017
Admission to Sporting Events, excl. Trips	68	\$36.11	\$82,988
Fees for Recreational Lessons	62	\$76.93	\$176,789
Dating Services	74	\$0.51	\$1,181
TV/Video/Audio	69	\$826.45	\$1,899,189
Cable and Satellite Television Services	68	\$608.62	\$1,398,610
Televisions	70	\$76.96	\$176,846
Satellite Dishes	71	\$1.04	\$2,387
VCRs, Video Cameras, and DVD Players	71	\$5.71	\$13,118
Miscellaneous Video Equipment	91	\$6.99	\$16,062
Video Cassettes and DVDs	71	\$13.07	\$30,044
Video Game Hardware/Accessories	77	\$19.78	\$45,461
Video Game Software	79	\$10.84	\$24,917
Streaming/Downloaded Video	74	\$13.46	\$30,936
Rental of Video Cassettes and DVDs	74	\$12.01	\$27,594
Installation of Televisions	71	\$0.65	\$1,498
Audio (3)	67	\$54.74	\$125,794
Rental of TV/VCR/Radio/Sound Equipment	79	\$1.03	\$2,378
Repair of TV/Radio/Sound Equipment	59	\$1.54	\$3,544
Pets	65	\$349.80	\$803,831
Toys/Games/Crafts/Hobbies (4)	71	\$80.95	\$186,012
Recreational Vehicles and Fees (5)	65	\$69.90	\$160,639
Sports/Recreation/Exercise Equipment (6)	64	\$106.41	\$244,536
Photo Equipment and Supplies (7)	68	\$37.69	\$86,603
Reading (8)	66	\$86.38	\$198,501
Live Entertainment for Catered Affairs	66	\$7.08	\$16,263
Rental of Party Supplies for Catered Affairs	60	\$9.12	\$20,957
Food	69	\$5,568.35	\$12,796,060
Food at Home	69	\$3,453.50	\$7,936,144

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	69	\$466.74	\$1,072,579
Meats, Poultry, Fish, and Eggs	69	\$769.49	\$1,768,295
Dairy Products	69	\$363.60	\$835,559
Fruits and Vegetables	68	\$654.51	\$1,504,057
Snacks and Other Food at Home (10)	70	\$1,199.15	\$2,755,655
Food Away from Home	68	\$2,114.85	\$4,859,915
Alcoholic Beverages	67	\$342.17	\$786,311
Financial			
Value of Stocks/Bonds/Mutual funds	58	\$4,378.99	\$10,062,912
Value of Retirement Plans	58	\$15,150.80	\$34,816,541
Value of Other Financial Assets	68	\$765.16	\$1,758,331
Vehicle Loan Amount excluding Interest	72	\$1,748.33	\$4,017,668
Value of Credit Card Debt	65	\$373.38	\$858,018
Health			
Nonprescription Drugs	65	\$80.68	\$185,410
Prescription Drugs	64	\$270.04	\$620,550
Eyeglasses and Contact Lenses	65	\$58.12	\$133,561
Home			
Mortgage Payment and Basics (11)	64	\$5,462.12	\$12,551,961
Maintenance and Remodeling Services	62	\$1,080.32	\$2,482,580
Maintenance and Remodeling Materials (12)	67	\$243.93	\$560,545
Utilities, Fuel, and Public Services	68	\$3,324.98	\$7,640,793
Household Furnishings and Equipment			
Household Textiles (13)	67	\$58.15	\$133,630
Furniture	68	\$335.50	\$770,971
Rugs	63	\$15.47	\$35,553
Major Appliances (14)	66	\$186.03	\$427,507
Housewares (15)	67	\$55.73	\$128,075
Small Appliances	67	\$31.59	\$72,588

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	64	\$5.94	\$13,653
Telephones and Accessories	74	\$52.46	\$120,546
Household Operations			
Child Care	72	\$303.61	\$697,694
Lawn and Garden (16)	61	\$246.90	\$567,378
Moving/Storage/Freight Express	65	\$41.40	\$95,147
Housekeeping Supplies (17)	68	\$476.69	\$1,095,443
Insurance			
Owners and Renters Insurance	65	\$300.07	\$689,556
Vehicle Insurance	68	\$757.65	\$1,741,079
Life/Other Insurance	63	\$259.49	\$596,304
Health Insurance	66	\$2,228.08	\$5,120,137
Personal Care Products (18)	68	\$295.63	\$679,365
School Books & Supplies for College	71	\$44.92	\$103,232
School Books & Supplies for Elementary/High School	73	\$15.05	\$34,584
School Books & Supplies for Vocational/Technical School	76	\$1.00	\$2,302
School Books & Supplies for Preschool/Other Schools	69	\$1.64	\$3,770
Other School Supplies	68	\$52.19	\$119,925
Smoking Products	72	\$296.71	\$681,841
Transportation			
Payments on Vehicles excluding Leases	70	\$1,467.47	\$3,372,250
Gasoline and Motor Oil	70	\$2,159.88	\$4,963,403
Vehicle Maintenance and Repairs	67	\$696.59	\$1,600,770
Travel			
Airline Fares	62	\$282.83	\$649,951
Lodging on Trips	62	\$289.58	\$665,465
Auto/Truck Rental on Trips	61	\$14.65	\$33,670
Food and Drink on Trips	64	\$278.90	\$640,907
Financial			

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Value of Stocks/Bonds/Mutual funds	58	\$4,378.99	\$10,062,912
Value of Retirement Plans	58	\$15,150.80	\$34,816,541
Value of Other Financial Assets	68	\$765.16	\$1,758,331
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Housewares (15)	67	\$55.73	\$128,075
Small Appliances	67	\$31.59	\$72,588
Luggage	64	\$5.94	\$13,653
Telephones and Accessories	74	\$52.46	\$120,546
Household Operations			
Child Care	72	\$303.61	\$697,694
Lawn and Garden (16)	61	\$246.90	\$567,378
Moving/Storage/Freight Express	65	\$41.40	\$95,147
Housekeeping Supplies (17)	68	\$476.69	\$1,095,443
Insurance			

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Owners and Renters Insurance	65	\$300.07	\$689,556
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School Books & Supplies for College	71	\$44.92	\$103,232
School Books & Supplies for Elementary/High School	73	\$15.05	\$34,584
School Books & Supplies for Vocational/Technical School	76	\$1.00	\$2,302
School Books & Supplies for Preschool/Other Schools	69	\$1.64	\$3,770
Other School Supplies	68	\$52.19	\$119,925
Smoking Products	72	\$296.71	\$681,841
Transportation			
Payments on Vehicles excluding Leases	70	\$1,467.47	\$3,372,250
Gasoline and Motor Oil	70	\$2,159.88	\$4,963,403
Vehicle Maintenance and Repairs	67	\$696.59	\$1,600,770
Travel			
Airline Fares	62	\$282.83	\$649,951
Lodging on Trips	62	\$289.58	\$665,465
Auto/Truck Rental on Trips	61	\$14.65	\$33,670
Food and Drink on Trips	64	\$278.90	\$640,907

RING: 3 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	31,972	34,921	37,513
Households	11,409	12,360	13,238
Families	8,104	8,744	9,337
Average Household Size	2.73	2.76	2.77
Owner Occupied Housing Units	6,641	6,708	7,239
Renter Occupied Housing Units	4,768	5,652	6,000
Median Age	32.1	33.1	32.7

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.44%	1.02%	0.84%
Households	1.38%	0.96%	0.79%
Families	1.32%	0.87%	0.72%
Owner HHs	1.54%	0.93%	0.73%
Median Household Income	1.89%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	1,365	11.0%	1,480	11.2%
\$15,000 - \$24,999	1,373	11.1%	1,449	10.9%
\$25,000 - \$34,999	1,137	9.2%	1,254	9.5%
\$35,000 - \$49,999	1,895	15.3%	1,139	8.6%
\$50,000 - \$74,999	2,957	23.9%	3,252	24.6%
\$75,000 - \$99,999	1,757	14.2%	2,143	16.2%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	1,484	12.0%	2,011	15.2%
\$150,000 - \$199,999	254	2.1%	339	2.6%
\$200,000+	138	1.1%	172	1.3%
Median Household Income	\$52,235		\$57,354	
Average Household Income	\$61,121		\$67,289	
Per Capita Income	\$22,115		\$24,143	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	2,488	7.8%	2,626	7.5%	2,824	7.5%
5 - 9	2,658	8.3%	2,546	7.3%	2,747	7.3%
10 - 14	2,635	8.2%	2,660	7.6%	2,667	7.1%
15 - 19	2,658	8.3%	2,435	7.0%	2,536	6.8%
20 - 24	2,242	7.0%	2,680	7.7%	2,414	6.4%
25 - 34	4,755	14.9%	5,533	15.8%	7,297	19.5%
35 - 44	5,316	16.6%	5,234	15.0%	5,303	14.1%
45 - 54	4,118	12.9%	4,754	13.6%	4,600	12.3%
55 - 64	2,625	8.2%	3,266	9.4%	3,569	9.5%
65 - 74	1,470	4.6%	2,001	5.7%	2,193	5.8%
75 - 84	747	2.3%	880	2.5%	1,020	2.7%
85+	260	0.8%	308	0.9%	342	0.9%

RING: 3 MILES

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	12,869	13,936	15,077
Owner Occupied Housing Units	51.6%	48.1%	48.0%
Renter Occupied Housing Units	37.1%	40.6%	39.8%
Vacant Housing Units	11.3%	11.3%	12.2%
Median Home Value		\$142,674	\$175,028
Per Capita Income		\$22,115	\$24,143
Median Age	32.1	33.1	32.7

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	6,708	7,239
<\$50,000	4.7%	3.3%
\$50,000 - \$99,999	19.9%	12.9%
\$100,000 - \$149,999	29.7%	21.5%
\$150,000 - \$199,999	22.2%	24.6%
\$200,000 - \$249,999	10.9%	18.1%
\$250,000 - \$299,999	3.8%	7.6%
\$300,000 - \$399,999	4.7%	6.2%
\$400,000 - \$499,999	0.8%	1.4%
\$500,000 - \$749,999	1.7%	2.1%
\$750,000 - \$999,999	0.4%	0.8%
\$1,000,000 +	1.0%	1.5%
Average Home Value	\$174,709	\$209,108

POPULATION BY SEX	2010	2016	2021
Males	15,028	16,439	17,684
Females	16,944	18,481	19,828

POPULATION 15+ BY MARITAL STATUS 2016

Total	27,089
Never Married	37.6%
Married	45.7%
Widowed	4.6%
Divorced	12.1%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	93.1%
Civilian Unemployed	6.9%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	15,627
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Manufacturing	6.6%
Wholesale Trade	3.5%
Retail Trade	12.7%
Transportation/Utilities	13.7%
Information	0.8%
Finance/Insurance/Real Estate	4.8%
Services	46.0%
Public Administration	6.8%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	15,627
White Collar	55.3%
Management/Business/Financial	11.3%
Professional	16.8%
Sales	11.5%
Administrative Support	15.7%
Services	21.6%
Blue Collar	23.1%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.5%
Installation/Maintenance/Repair	3.2%
Production	4.7%
Transportation/Material Moving	10.6%

HOUSEHOLDS BY TYPE

Total	11,409	100%
Households with 1 Person	2,752	24.1%
Households with 2+ People	8,657	75.9%
Family Households	8,104	71.0%
Husband-wife Families	4,954	43.4%
With Own Children	2,575	22.6%
Other Family (No Spouse Present)	3,150	27.6%
With Own Children	1,949	17.1%
Nonfamily Households	553	4.9%
All Households with Children	5,067	44.4%
Multigenerational Households	691	6.1%
Unmarried Partner Households	742	6.5%
Male-female	667	5.8%
Same-sex	75	0.7%

HOUSEHOLDS BY TYPE

Average Household Size

2.73

FAMILY HOUSEHOLDS BY SIZE

Total	11,409
1 Person	24.1%
2 People	27.9%
3 People	19.1%
4 People	15.4%
5 People	7.9%
6 People	3.5%
7+ People	2.1%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	21,974
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	27.4%
GED/Alternative Credential	2.6%
Some College, No Degree	28.5%
Associate Degree	8.7%
Bachelor's Degree	16.5%
Graduate/Profesional Degree	7.0%

RING: 3 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Up and Coming Families (7A)	51.7%	Population	34,921	37,513
2. Traditional Living (12B)	10.4%	Households	12,360	13,238
3. Modest Income Homes (12D)	10.4%	Families	8,744	9,337
4. Middleburg (4C)	8.7%	Median Age	33.1	32.7
5. Old and Newcomers (8F)	6.8%	Median Household Income	\$52,235	\$57,354

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	80	\$1,608.63	\$19,882,627
Men's	78	\$314.05	\$3,881,692
Women's	77	\$530.46	\$6,556,465
Children's	88	\$283.18	\$3,500,050
Footwear	80	\$342.80	\$4,236,986
Watches & Jewelry	79	\$81.72	\$1,010,000
Apparel Products and Services (1)	78	\$56.43	\$697,433
Computer			
Computers and Hardware for Home Use	82	\$142.51	\$1,761,428
Portable Memory	83	\$3.92	\$48,423
Computer Software	82	\$10.58	\$130,752
Computer Accessories	79	\$14.03	\$173,379
Entertainment & Recreation	80	\$2,324.81	\$28,734,618
Fees and Admissions	80	\$463.94	\$5,734,300
Membership Fees for Clubs (2)	77	\$146.58	\$1,811,740
Fees for Participant Sports, excl. Trips	86	\$76.56	\$946,310
Tickets to Theatre/Operas/Concerts	74	\$39.20	\$484,527

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	86	\$57.01	\$704,612
Admission to Sporting Events, excl. Trips	78	\$41.69	\$515,310
Fees for Recreational Lessons	83	\$102.34	\$1,264,862
Dating Services	81	\$0.56	\$6,939
TV/Video/Audio	80	\$959.63	\$11,861,058
Cable and Satellite Television Services	79	\$704.68	\$8,709,800
Televisions	83	\$91.04	\$1,125,296
Satellite Dishes	96	\$1.40	\$17,348
VCRs, Video Cameras, and DVD Players	83	\$6.68	\$82,563
Miscellaneous Video Equipment	97	\$7.48	\$92,457
Video Cassettes and DVDs	82	\$15.15	\$187,248
Video Game Hardware/Accessories	84	\$21.63	\$267,340
Video Game Software	87	\$12.04	\$148,815
Streaming/Downloaded Video	86	\$15.66	\$193,572
Rental of Video Cassettes and DVDs	86	\$14.04	\$173,591
Installation of Televisions	89	\$0.82	\$10,118
Audio (3)	81	\$66.06	\$816,491
Rental of TV/VCR/Radio/Sound Equipment	70	\$0.92	\$11,425
Repair of TV/Radio/Sound Equipment	77	\$2.02	\$24,996
Pets	79	\$421.05	\$5,204,237
Toys/Games/Crafts/Hobbies (4)	83	\$94.41	\$1,166,855
Recreational Vehicles and Fees (5)	81	\$86.64	\$1,070,923
Sports/Recreation/Exercise Equipment (6)	81	\$134.18	\$1,658,430
Photo Equipment and Supplies (7)	83	\$45.94	\$567,828
Reading (8)	75	\$98.69	\$1,219,858
Live Entertainment for Catered Affairs	75	\$8.04	\$99,418
Rental of Party Supplies for Catered Affairs	81	\$12.27	\$151,710
Food	80	\$6,489.94	\$80,215,699
Food at Home	80	\$3,971.31	\$49,085,411

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	79	\$530.96	\$6,562,669
Meats, Poultry, Fish, and Eggs	80	\$888.02	\$10,975,894
Dairy Products	78	\$413.32	\$5,108,643
Fruits and Vegetables	80	\$760.89	\$9,404,661
Snacks and Other Food at Home (10)	81	\$1,378.12	\$17,033,543
Food Away from Home	81	\$2,518.63	\$31,130,289
Alcoholic Beverages	78	\$398.35	\$4,923,587
Financial			
Value of Stocks/Bonds/Mutual funds	70	\$5,262.11	\$65,039,655
Value of Retirement Plans	69	\$18,195.70	\$224,898,905
Value of Other Financial Assets	73	\$827.36	\$10,226,165
Vehicle Loan Amount excluding Interest	85	\$2,082.89	\$25,744,479
Value of Credit Card Debt	77	\$442.66	\$5,471,229
Health			
Nonprescription Drugs	76	\$94.47	\$1,167,660
Prescription Drugs	75	\$315.30	\$3,897,107
Eyeglasses and Contact Lenses	75	\$67.17	\$830,256
Home			
Mortgage Payment and Basics (11)	82	\$7,046.66	\$87,096,698
Maintenance and Remodeling Services	76	\$1,335.52	\$16,506,992
Maintenance and Remodeling Materials (12)	80	\$290.90	\$3,595,510
Utilities, Fuel, and Public Services	79	\$3,868.15	\$47,810,337
Household Furnishings and Equipment			
Household Textiles (13)	79	\$68.61	\$847,987
Furniture	82	\$404.33	\$4,997,549
Rugs	75	\$18.42	\$227,702
Major Appliances (14)	81	\$228.73	\$2,827,064
Housewares (15)	80	\$67.16	\$830,096
Small Appliances	78	\$36.69	\$453,511

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	80	\$7.39	\$91,385
Telephones and Accessories	82	\$58.38	\$721,583
Household Operations			
Child Care	90	\$381.75	\$4,718,404
Lawn and Garden (16)	75	\$304.97	\$3,769,443
Moving/Storage/Freight Express	80	\$50.85	\$628,460
Housekeeping Supplies (17)	79	\$555.20	\$6,862,256
Insurance			
Owners and Renters Insurance	78	\$359.50	\$4,443,398
Vehicle Insurance	80	\$898.04	\$11,099,740
Life/Other Insurance	75	\$309.28	\$3,822,692
Health Insurance	78	\$2,621.00	\$32,395,609
Personal Care Products (18)	81	\$350.30	\$4,329,745
School Books & Supplies for College	78	\$49.20	\$608,113
School Books & Supplies for Elementary/High School	89	\$18.37	\$227,052
School Books & Supplies for Vocational/Technical School	96	\$1.26	\$15,563
School Books & Supplies for Preschool/Other Schools	93	\$2.22	\$27,396
Other School Supplies	85	\$65.25	\$806,536
Smoking Products	75	\$305.83	\$3,780,106
Transportation			
Payments on Vehicles excluding Leases	84	\$1,758.01	\$21,728,981
Gasoline and Motor Oil	82	\$2,522.24	\$31,174,843
Vehicle Maintenance and Repairs	79	\$820.19	\$10,137,597
Travel			
Airline Fares	77	\$352.57	\$4,357,769
Lodging on Trips	77	\$357.31	\$4,416,321
Auto/Truck Rental on Trips	79	\$19.09	\$235,976
Food and Drink on Trips	78	\$341.66	\$4,222,930
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	70	\$5,262.11	\$65,039,655
Value of Retirement Plans	69	\$18,195.70	\$224,898,905
Value of Other Financial Assets	73	\$827.36	\$10,226,165
Vehicle Loan Amount excluding Interest	85	\$2,082.89	\$25,744,479
Value of Credit Card Debt	77	\$442.66	\$5,471,229
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Nonprescription Drugs	76	\$94.47	\$1,167,660
Prescription Drugs	75	\$315.30	\$3,897,107
Eyeglasses and Contact Lenses	75	\$67.17	\$830,256
Home			
Mortgage Payment and Basics (11)	82	\$7,046.66	\$87,096,698
Maintenance and Remodeling Services	76	\$1,335.52	\$16,506,992
Maintenance and Remodeling Materials (12)	80	\$290.90	\$3,595,510
Utilities, Fuel, and Public Services	79	\$3,868.15	\$47,810,337
Household Furnishings and Equipment			
Household Textiles (13)	79	\$68.61	\$847,987
Furniture	82	\$404.33	\$4,997,549
Rugs	75	\$18.42	\$227,702
Major Appliances (14)	81	\$228.73	\$2,827,064
Housewares (15)	80	\$67.16	\$830,096
Small Appliances	78	\$36.69	\$453,511
Luggage	80	\$7.39	\$91,385
Telephones and Accessories	82	\$58.38	\$721,583
Household Operations			
Child Care	90	\$381.75	\$4,718,404
Lawn and Garden (16)	75	\$304.97	\$3,769,443
Moving/Storage/Freight Express	80	\$50.85	\$628,460
Housekeeping Supplies (17)	79	\$555.20	\$6,862,256
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	78	\$359.50	\$4,443,398
Vehicle Insurance	80	\$898.04	\$11,099,740
Life/Other Insurance	75	\$309.28	\$3,822,692
Health Insurance	78	\$2,621.00	\$32,395,609
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Other School Supplies	85	\$65.25	\$806,536
Smoking Products	75	\$305.83	\$3,780,106
Transportation			
Payments on Vehicles excluding Leases	84	\$1,758.01	\$21,728,981
Gasoline and Motor Oil	82	\$2,522.24	\$31,174,843
Vehicle Maintenance and Repairs	79	\$820.19	\$10,137,597
Travel			
Airline Fares	77	\$352.57	\$4,357,769
Lodging on Trips	77	\$357.31	\$4,416,321
Auto/Truck Rental on Trips	79	\$19.09	\$235,976
Food and Drink on Trips	78	\$341.66	\$4,222,930

RING: 5 MILES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	62,596	69,474	75,209
Households	21,733	23,835	25,689
Families	16,371	17,841	19,158
Average Household Size	2.84	2.88	2.90
Owner Occupied Housing Units	15,299	15,877	17,129
Renter Occupied Housing Units	6,434	7,959	8,560
Median Age	34.2	34.9	34.4

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.60%	1.02%	0.84%
Households	1.51%	0.96%	0.79%
Families	1.43%	0.87%	0.72%
Owner HHs	1.53%	0.93%	0.73%
Median Household Income	2.41%	2.34%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	2,097	8.8%	2,238	8.7%
\$15,000 - \$24,999	2,147	9.0%	2,209	8.6%
\$25,000 - \$34,999	1,920	8.1%	2,076	8.1%
\$35,000 - \$49,999	3,143	13.2%	1,816	7.1%
\$50,000 - \$74,999	5,392	22.6%	5,917	23.0%
\$75,000 - \$99,999	3,679	15.4%	4,419	17.2%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	3,709	15.6%	4,859	18.9%
\$150,000 - \$199,999	1,014	4.3%	1,289	5.0%
\$200,000+	734	3.1%	865	3.4%
Median Household Income	\$59,451		\$66,972	
Average Household Income	\$73,827		\$81,141	
Per Capita Income	\$25,737		\$28,092	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	4,450	7.1%	4,794	6.9%	5,181	6.9%
5 - 9	5,202	8.3%	4,930	7.1%	5,279	7.0%
10 - 14	5,503	8.8%	5,512	7.9%	5,534	7.4%
15 - 19	5,205	8.3%	5,024	7.2%	5,213	6.9%
20 - 24	3,649	5.8%	4,985	7.2%	4,605	6.1%
25 - 34	8,018	12.8%	9,551	13.7%	12,605	16.8%
35 - 44	10,565	16.9%	10,220	14.7%	10,432	13.9%
45 - 54	8,928	14.3%	10,226	14.7%	9,970	13.3%
55 - 64	5,858	9.4%	7,308	10.5%	8,161	10.9%
65 - 74	3,197	5.1%	4,453	6.4%	5,204	6.9%
75 - 84	1,558	2.5%	1,882	2.7%	2,332	3.1%
85+	463	0.7%	591	0.9%	691	0.9%

RING: 5 MILES

Market Profile

HOUSING UNIT SUMMARY

	2010	2016	2021
Housing Units	24,026	26,347	28,696
Owner Occupied Housing Units	63.7%	60.3%	59.7%
Renter Occupied Housing Units	26.8%	30.2%	29.8%
Vacant Housing Units	9.5%	9.5%	10.5%
Median Home Value		\$166,420	\$203,612
Per Capita Income		\$25,737	\$28,092
Median Age	34.2	34.9	34.4

OWNER OCCUPIED HOUSING UNITS BY VALUE

	2016	2021
Total	15,877	17,129
<\$50,000	3.8%	2.5%
\$50,000 - \$99,999	16.4%	10.1%
\$100,000 - \$149,999	23.5%	15.9%
\$150,000 - \$199,999	19.1%	20.1%
\$200,000 - \$249,999	13.4%	20.3%
\$250,000 - \$299,999	6.8%	11.8%
\$300,000 - \$399,999	8.0%	8.9%
\$400,000 - \$499,999	2.9%	3.5%
\$500,000 - \$749,999	4.0%	4.1%
\$750,000 - \$999,999	1.2%	1.8%
\$1,000,000 +	0.8%	1.1%
Average Home Value	\$211,588	\$243,150

POPULATION BY SEX	2010	2016	2021
Males	29,605	32,873	35,623
Females	32,991	36,602	39,586

POPULATION 15+ BY MARITAL STATUS 2016

Total	54,239
Never Married	33.7%
Married	50.3%
Widowed	4.4%
Divorced	11.6%

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

Civilian Employed	93.8%
Civilian Unemployed	6.2%

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

Total	31,927
Agriculture/Mining	0.2%
Construction	4.2%
Manufacturing	6.7%
Wholesale Trade	2.9%
Retail Trade	10.8%
Transportation/Utilities	14.0%
Information	1.4%
Finance/Insurance/Real Estate	6.1%
Services	46.2%
Public Administration	7.5%

EMPLOYED POPULATION 16+ BY OCCUPATION

2016

Total	31,927
White Collar	62.0%
Management/Business/Financial	13.8%
Professional	20.4%
Sales	11.4%
Administrative Support	16.4%
Services	17.6%
Blue Collar	20.4%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	3.2%
Production	4.0%
Transportation/Material Moving	9.3%

HOUSEHOLDS BY TYPE

Total	21,733	100%
Households with 1 Person	4,486	20.6%
Households with 2+ People	17,247	79.4%
Family Households	16,371	75.3%
Husband-wife Families	11,284	51.9%
With Own Children	5,739	26.4%
Other Family (No Spouse Present)	5,087	23.4%
With Own Children	3,129	14.4%
Nonfamily Households	876	4.1%
All Households with Children	9,870	45.4%
Multigenerational Households	1,337	6.2%
Unmarried Partner Households	1,196	5.5%
Male-female	1,054	4.8%
Same-sex	142	0.7%

HOUSEHOLDS BY TYPE

Average Household Size

2.84

FAMILY HOUSEHOLDS BY SIZE

Total	21,733
1 Person	20.6%
2 People	28.8%
3 People	19.4%
4 People	17.3%
5 People	8.4%
6 People	3.5%
7+ People	2.0%

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Total	44,231
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	6.3%
High School Graduate	26.4%
GED/Alternative Credential	2.9%
Some College, No Degree	26.1%
Associate Degree	8.7%
Bachelor's Degree	17.4%
Graduate/Profesional Degree	9.5%

RING: 5 MILES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Up and Coming Families (7A)	42.7%	Population	69,474	75,209
2. Soccer Moms (4A)	17.5%	Households	23,835	25,689
3. Middleburg (4C)	10.0%	Families	17,841	19,158
4. Modest Income Homes (12D)	5.5%	Median Age	34.9	34.4
5. Traditional Living (12B)	5.4%	Median Household Income	\$59,451	\$66,972

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	95	\$1,922.45	\$45,821,499
Men's	94	\$376.90	\$8,983,428
Women's	93	\$637.26	\$15,189,162
Children's	103	\$331.24	\$7,895,035
Footwear	95	\$409.03	\$9,749,121
Watches & Jewelry	96	\$99.29	\$2,366,658
Apparel Products and Services (1)	95	\$68.73	\$1,638,095
Computer			
Computers and Hardware for Home Use	98	\$170.18	\$4,056,138
Portable Memory	99	\$4.67	\$111,373
Computer Software	97	\$12.55	\$299,040
Computer Accessories	96	\$16.99	\$405,062
Entertainment & Recreation	96	\$2,797.61	\$66,680,938
Fees and Admissions	100	\$576.05	\$13,730,171
Membership Fees for Clubs (2)	96	\$182.76	\$4,356,144
Fees for Participant Sports, excl. Trips	106	\$95.11	\$2,266,883
Tickets to Theatre/Operas/Concerts	92	\$48.78	\$1,162,764

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	103	\$68.67	\$1,636,696
Admission to Sporting Events, excl. Trips	96	\$51.28	\$1,222,203
Fees for Recreational Lessons	105	\$128.81	\$3,070,302
Dating Services	93	\$0.64	\$15,181
TV/Video/Audio	94	\$1,128.62	\$26,900,600
Cable and Satellite Television Services	92	\$827.35	\$19,719,928
Televisions	98	\$107.76	\$2,568,362
Satellite Dishes	114	\$1.67	\$39,868
VCRs, Video Cameras, and DVD Players	97	\$7.87	\$187,576
Miscellaneous Video Equipment	113	\$8.70	\$207,362
Video Cassettes and DVDs	95	\$17.64	\$420,380
Video Game Hardware/Accessories	97	\$24.90	\$593,482
Video Game Software	100	\$13.76	\$327,970
Streaming/Downloaded Video	101	\$18.31	\$436,464
Rental of Video Cassettes and DVDs	100	\$16.38	\$390,387
Installation of Televisions	112	\$1.03	\$24,453
Audio (3)	98	\$79.87	\$1,903,641
Rental of TV/VCR/Radio/Sound Equipment	72	\$0.94	\$22,352
Repair of TV/Radio/Sound Equipment	94	\$2.45	\$58,373
Pets	95	\$508.58	\$12,121,983
Toys/Games/Crafts/Hobbies (4)	98	\$111.95	\$2,668,434
Recreational Vehicles and Fees (5)	101	\$108.68	\$2,590,308
Sports/Recreation/Exercise Equipment (6)	99	\$163.16	\$3,888,978
Photo Equipment and Supplies (7)	101	\$55.78	\$1,329,587
Reading (8)	91	\$119.20	\$2,841,100
Live Entertainment for Catered Affairs	94	\$10.17	\$242,488
Rental of Party Supplies for Catered Affairs	102	\$15.41	\$367,289
Food	95	\$7,684.50	\$183,160,029
Food at Home	94	\$4,682.13	\$111,598,602

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	93	\$625.93	\$14,918,937
Meats, Poultry, Fish, and Eggs	94	\$1,042.87	\$24,856,906
Dairy Products	92	\$488.03	\$11,632,124
Fruits and Vegetables	94	\$901.57	\$21,489,012
Snacks and Other Food at Home (10)	95	\$1,623.73	\$38,701,622
Food Away from Home	97	\$3,002.37	\$71,561,427
Alcoholic Beverages	93	\$477.38	\$11,378,235
Financial			
Value of Stocks/Bonds/Mutual funds	89	\$6,692.94	\$159,526,244
Value of Retirement Plans	89	\$23,345.70	\$556,444,814
Value of Other Financial Assets	88	\$991.58	\$23,634,191
Vehicle Loan Amount excluding Interest	101	\$2,452.81	\$58,462,793
Value of Credit Card Debt	94	\$536.79	\$12,794,272
Health			
Nonprescription Drugs	91	\$112.71	\$2,686,424
Prescription Drugs	90	\$376.52	\$8,974,243
Eyeglasses and Contact Lenses	91	\$81.51	\$1,942,747
Home			
Mortgage Payment and Basics (11)	103	\$8,826.77	\$210,386,054
Maintenance and Remodeling Services	96	\$1,685.93	\$40,184,226
Maintenance and Remodeling Materials (12)	99	\$359.60	\$8,570,974
Utilities, Fuel, and Public Services	94	\$4,571.70	\$108,966,484
Household Furnishings and Equipment			
Household Textiles (13)	95	\$82.49	\$1,966,058
Furniture	98	\$484.16	\$11,540,023
Rugs	94	\$22.97	\$547,597
Major Appliances (14)	98	\$278.76	\$6,644,126
Housewares (15)	97	\$80.81	\$1,926,125
Small Appliances	93	\$43.77	\$1,043,313

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	99	\$9.14	\$217,899
Telephones and Accessories	97	\$68.81	\$1,639,991
Household Operations			
Child Care	109	\$461.11	\$10,990,500
Lawn and Garden (16)	93	\$378.56	\$9,022,900
Moving/Storage/Freight Express	94	\$59.60	\$1,420,473
Housekeeping Supplies (17)	94	\$661.81	\$15,774,235
Insurance			
Owners and Renters Insurance	95	\$439.99	\$10,487,056
Vehicle Insurance	95	\$1,065.43	\$25,394,601
Life/Other Insurance	93	\$383.57	\$9,142,426
Health Insurance	93	\$3,156.85	\$75,243,432
Personal Care Products (18)	96	\$417.53	\$9,951,939
School Books & Supplies for College	91	\$57.84	\$1,378,534
School Books & Supplies for Elementary/High School	107	\$21.90	\$521,972
School Books & Supplies for Vocational/Technical School	114	\$1.49	\$35,599
School Books & Supplies for Preschool/Other Schools	112	\$2.68	\$63,921
Other School Supplies	103	\$78.78	\$1,877,676
Smoking Products	84	\$344.16	\$8,202,977
Transportation			
Payments on Vehicles excluding Leases	100	\$2,084.65	\$49,687,610
Gasoline and Motor Oil	97	\$2,967.68	\$70,734,645
Vehicle Maintenance and Repairs	95	\$981.61	\$23,396,675
Travel			
Airline Fares	96	\$438.24	\$10,445,383
Lodging on Trips	96	\$445.39	\$10,615,824
Auto/Truck Rental on Trips	98	\$23.62	\$562,978
Food and Drink on Trips	96	\$421.65	\$10,049,955
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	89	\$6,692.94	\$159,526,244
Value of Retirement Plans	89	\$23,345.70	\$556,444,814
Value of Other Financial Assets	88	\$991.58	\$23,634,191
Vehicle Loan Amount excluding Interest	101	\$2,452.81	\$58,462,793
Value of Credit Card Debt	94	\$536.79	\$12,794,272
Health			
Nonprescription Drugs	91	\$112.71	\$2,686,424
Prescription Drugs	90	\$376.52	\$8,974,243
Eyeglasses and Contact Lenses	91	\$81.51	\$1,942,747
Home			
Mortgage Payment and Basics (11)	103	\$8,826.77	\$210,386,054
Maintenance and Remodeling Services	96	\$1,685.93	\$40,184,226
Maintenance and Remodeling Materials (12)	99	\$359.60	\$8,570,974
Utilities, Fuel, and Public Services	94	\$4,571.70	\$108,966,484
Household Furnishings and Equipment			
Household Textiles (13)	95	\$82.49	\$1,966,058
Furniture	98	\$484.16	\$11,540,023
Rugs	94	\$22.97	\$547,597
Major Appliances (14)	98	\$278.76	\$6,644,126
Housewares (15)	97	\$80.81	\$1,926,125
Small Appliances	93	\$43.77	\$1,043,313
Luggage	99	\$9.14	\$217,899
Telephones and Accessories	97	\$68.81	\$1,639,991
Household Operations			
Child Care	109	\$461.11	\$10,990,500
Lawn and Garden (16)	93	\$378.56	\$9,022,900
Moving/Storage/Freight Express	94	\$59.60	\$1,420,473
Housekeeping Supplies (17)	94	\$661.81	\$15,774,235
Insurance			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Owners and Renters Insurance	95	\$439.99	\$10,487,056
Vehicle Insurance	95	\$1,065.43	\$25,394,601
Life/Other Insurance	93	\$383.57	\$9,142,426
Health Insurance	93	\$3,156.85	\$75,243,432
Personal Care Products (18)	96	\$417.53	\$9,951,939
School Books & Supplies for College	91	\$57.84	\$1,378,534
School Books & Supplies for Elementary/High School	107	\$21.90	\$521,972
School Books & Supplies for Vocational/Technical School	114	\$1.49	\$35,599
School Books & Supplies for Preschool/Other Schools	112	\$2.68	\$63,921
Other School Supplies	103	\$78.78	\$1,877,676
Smoking Products	84	\$344.16	\$8,202,977
Transportation			
Payments on Vehicles excluding Leases	100	\$2,084.65	\$49,687,610
Gasoline and Motor Oil	97	\$2,967.68	\$70,734,645
Vehicle Maintenance and Repairs	95	\$981.61	\$23,396,675
Travel			
Airline Fares	96	\$438.24	\$10,445,383
Lodging on Trips	96	\$445.39	\$10,615,824
Auto/Truck Rental on Trips	98	\$23.62	\$562,978
Food and Drink on Trips	96	\$421.65	\$10,049,955

Source: demographic data provided by esri & business data provided by Infogroup, Inc. All rights reserved.