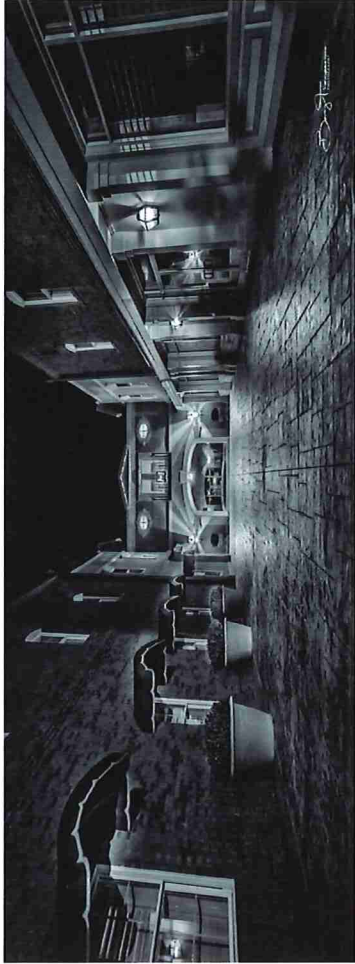




APPENDIX D



# RETAIL MARKET STUDY

## HARTSVILLE, SC



PLANNING



# INDEX

|                                    |       |                           |         |
|------------------------------------|-------|---------------------------|---------|
| 1. INTRODUCTION                    | 3     | 4. FUTURE RETAIL OUTLOOK  | 98-103  |
| 2. DEMOGRAPHICS 3/5/10 MILE RADIUS | 5     | 5. POTENTIAL RETAIL SITES | 104-109 |
| Executive Summary                  | 6-9   | 6. RETAIL POTENTIAL       | 110-118 |
| Demographic / Income Profile       | 10-18 | A. Grocery Stores         |         |
| Household Income Profile           | 19-27 | 1. Regional Store Sales   |         |
| Housing Profile                    | 29-36 | 2. Potential Sites        |         |
| Market Profile                     | 37-50 | 3. Comments               |         |
| Retail Demand Outlook              | 51-66 | 7. GATEWAY CREATION       | 119-128 |
| Retail Leakage Profile             | 67-78 | A. 5 <sup>th</sup> Street |         |
| 3. DEMOGRAPHICS DRIVE TIME POLYGON | 79    | B. Darlington Avenue      |         |
| Executive Summary                  | 80-81 | 8. OPPORTUNITY ZONES      | 129     |
| Demographic / Income Profile       | 82-84 | 9. ACTIONABLE ITEMS       | 130-131 |
| Housing Profile                    | 85-87 | 10. CONCLUSIONS           | 132     |
| Retail Demand Outlook              | 88-92 |                           |         |
| Retail Leakage Profile             | 93-97 |                           |         |

# INTRODUCTION



The City of Hartsville has commissioned R.E.D. CITY PLANNING to examine Hartsville's current and future retail potential. City leadership has already provided an effective and ongoing vision for downtown Hartsville, so this study will focus on efforts to extend that cultural and economic footprint.

The overall goal of this study is to lay out a plan to raise Hartsville's retail profile to the next tier of national and regional retail and restaurant users. This study is also aimed at pointing city leadership to long term redevelopment possibilities and growth probabilities.

Another primary objective for this study is to find the property best suited for a new grocery user and to use our experience and contact base in an attempt to convince a grocery user to open a new location in Hartsville. The sharp increase in traffic counts along with the announcement of several new potential developments has created a wave of positive momentum that should be taken advantage of.



# INTRODUCTION



Regardless of the success of any recruiting efforts, Hartsville is going to see a great deal of retail growth in a relatively short amount of time. Much of this study is designed to help the city cultivate that growth in a way that will have the best long-term impact for the city and its citizens.

We firmly believe that bringing new retail into a city has as much to do with having usable property ready for development as it does the overall demographic base of a town. This is why a majority of this study focuses on pinpointing the most readily available and developable property within the city limits of Hartsville.

While this study certainly excludes some of Hartsville's most vital economic opportunities, it is thorough in examining retail and how it will most likely impact the city.



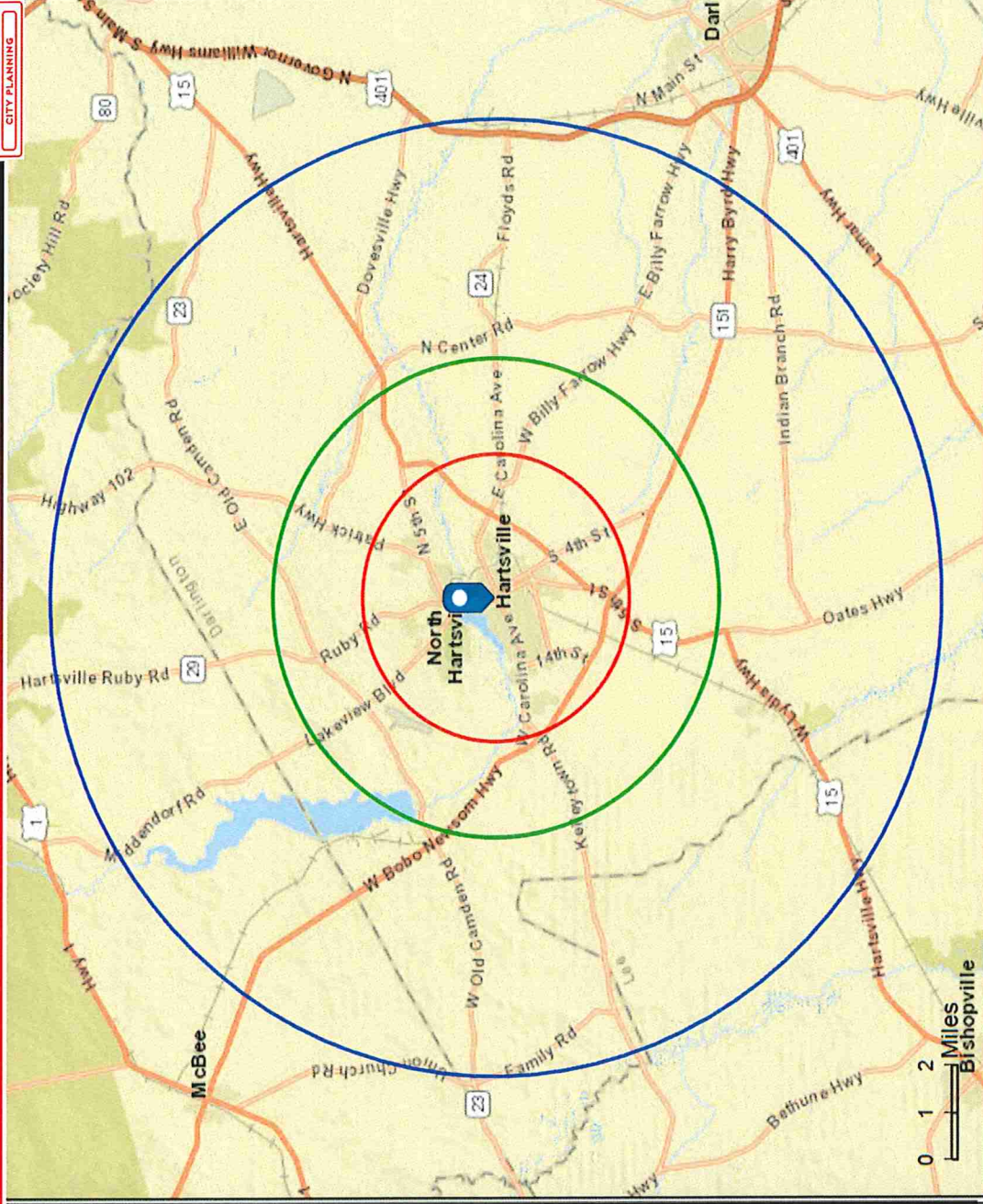
## DEMOGRAPHICS

### 3/5/10 MILE RADIUS



The following demographics are based on a 3, 5, and 10-mile demographic radius.

Many retailers and restaurants require certain 1, 3 and 5-mile demographics to consider a location. However, Hartsville's unique blend of daytime population, daily commuters and being the cultural center of a geographic area make a legitimate case that the realistic radius rings should be 3, 5, and 10-mile. A proposed drive time polygon set of demographics, which is also included in this report, should be compared and contrasted with these rings to gain a full understanding of population and retail trends in the area.





# DEMOGRAPHICS

3/5/10 Mile Radius

## EXECUTIVE SUMMARY



|                        | 3 miles | 5 miles | 10 miles |
|------------------------|---------|---------|----------|
| <b>Population</b>      |         |         |          |
| 2000 Population        | 16,843  | 23,066  | 37,623   |
| 2010 Population        | 17,137  | 23,512  | 38,440   |
| 2019 Population        | 17,405  | 23,760  | 38,758   |
| 2024 Population        | 17,446  | 23,789  | 38,797   |
| 2000-2010 Annual Rate  | 0.17%   | 0.19%   | 0.22%    |
| 2010-2019 Annual Rate  | 0.17%   | 0.11%   | 0.09%    |
| 2019-2024 Annual Rate  | 0.05%   | 0.02%   | 0.02%    |
| 2019 Male Population   | 46.5%   | 47.0%   | 48.0%    |
| 2019 Female Population | 53.5%   | 53.0%   | 52.0%    |
| 2019 Median Age        | 40.7    | 41.4    | 41.6     |

In the identified area, the current year population is 38,758. In 2010, the Census count in the area was 38,440. The rate of change since 2010 was 0.09% annually. The five-year projection for the population in the area is 38,797 representing a change of 0.02% annually from 2019 to 2024. Currently, the population is 48.0% male and 52.0% female.

### Median Age

The median age in this area is 40.7, compared to U.S. median age of 38.5.

### Race and Ethnicity

|                                          |       |       |       |
|------------------------------------------|-------|-------|-------|
| 2019 White Alone                         | 58.8% | 62.5% | 63.9% |
| 2019 Black Alone                         | 37.5% | 33.8% | 32.5% |
| 2019 American Indian/Alaska Native Alone | 0.4%  | 0.4%  | 0.4%  |
| 2019 Asian Alone                         | 0.8%  | 0.7%  | 0.5%  |
| 2019 Pacific Islander Alone              | 0.0%  | 0.0%  | 0.0%  |
| 2019 Other Race                          | 1.1%  | 1.1%  | 1.3%  |
| 2019 Two or More Races                   | 1.4%  | 1.4%  | 1.4%  |
| 2019 Hispanic Origin (Any Race)          | 2.3%  | 2.3%  | 2.8%  |

### Households

|                             |       |       |        |
|-----------------------------|-------|-------|--------|
| 2019 Wealth Index           | 57    | 58    | 54     |
| 2000 Households             | 6,646 | 8,975 | 14,439 |
| 2010 Households             | 6,710 | 9,145 | 14,866 |
| 2019 Total Households       | 6,811 | 9,238 | 15,005 |
| 2024 Total Households       | 6,831 | 9,253 | 15,033 |
| 2000-2010 Annual Rate       | 0.10% | 0.19% | 0.29%  |
| 2010-2019 Annual Rate       | 0.16% | 0.11% | 0.10%  |
| 2019-2024 Annual Rate       | 0.06% | 0.03% | 0.04%  |
| 2019 Average Household Size | 2.45  | 2.49  | 2.52   |

The household count in this area has changed from 14,866 in 2010 to 15,005 in the current year, a change of 0.10% annually. The five-year projection of households is 15,033, a change of 0.04% annually from the current year total. Average household size is currently 2.52, compared to 2.52 in the year 2010. The number of families in the current year is 10,348 in the specified area.



# DEMOGRAPHICS

3/5/10 Mile Radius

## EXECUTIVE SUMMARY



|                                     | 3 miles  | 5 miles  | 10 miles |
|-------------------------------------|----------|----------|----------|
| <b>Mortgage Income</b>              |          |          |          |
| 2019 Percent of Income for Mortgage | 14.6%    | 13.3%    | 12.0%    |
| <b>Median Household Income</b>      |          |          |          |
| 2019 Median Household Income        | \$39,323 | \$41,707 | \$40,368 |
| 2024 Median Household Income        | \$45,744 | \$48,956 | \$46,410 |
| 2019-2024 Annual Rate               | 3.07%    | 3.26%    | 2.83%    |
| <b>Average Household Income</b>     |          |          |          |
| 2019 Average Household Income       | \$57,252 | \$58,934 | \$56,760 |
| 2024 Average Household Income       | \$65,752 | \$67,661 | \$64,935 |
| 2019-2024 Annual Rate               | 2.81%    | 2.80%    | 2.73%    |
| <b>Per Capita Income</b>            |          |          |          |
| 2019 Per Capita Income              | \$22,318 | \$22,991 | \$22,028 |
| 2024 Per Capita Income              | \$25,629 | \$26,392 | \$25,212 |
| 2019-2024 Annual Rate               | 2.81%    | 2.80%    | 2.74%    |
| <b>Households by Income</b>         |          |          |          |

Current median household income is \$40,368 in the area, compared to \$60,548 for all U.S. households. Median household income is projected to be \$46,410 in five years, compared to \$69,180 for all U.S. households

Current average household income is \$56,760 in this area, compared to \$87,398 for all U.S. households. Average household income is projected to be \$64,935 in five years, compared to \$99,638 for all U.S. households

Current per capita income is \$22,028 in the area, compared to the U.S. per capita income of \$33,028. The per capita income is projected to be \$25,212 in five years, compared to \$36,530 for all U.S. households



**Housing**

|                                    |       |        |        |
|------------------------------------|-------|--------|--------|
| 2019 Housing Affordability Index   | 175   | 192    | 213    |
| 2000 Total Housing Units           | 7,543 | 10,116 | 16,284 |
| 2000 Owner Occupied Housing Units  | 4,627 | 6,564  | 11,168 |
| 2000 Renter Occupied Housing Units | 2,020 | 2,411  | 3,272  |
| 2000 Vacant Housing Units          | 896   | 1,141  | 1,844  |
| 2010 Total Housing Units           | 7,770 | 10,491 | 17,053 |
| 2010 Owner Occupied Housing Units  | 4,388 | 6,332  | 10,909 |
| 2010 Renter Occupied Housing Units | 2,322 | 2,813  | 3,957  |
| 2010 Vacant Housing Units          | 1,060 | 1,346  | 2,187  |
| 2019 Total Housing Units           | 7,901 | 10,637 | 17,316 |
| 2019 Owner Occupied Housing Units  | 4,221 | 6,084  | 10,546 |
| 2019 Renter Occupied Housing Units | 2,591 | 3,154  | 4,460  |
| 2019 Vacant Housing Units          | 1,090 | 1,399  | 2,311  |
| 2024 Total Housing Units           | 7,987 | 10,742 | 17,497 |
| 2024 Owner Occupied Housing Units  | 4,248 | 6,105  | 10,569 |
| 2024 Renter Occupied Housing Units | 2,583 | 3,148  | 4,464  |
| 2024 Vacant Housing Units          | 1,156 | 1,489  | 2,464  |

Currently, 60.9% of the 17,316 housing units in the area are owner occupied; 25.8%, renter occupied; and 13.3% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.4% are renter occupied; and 11.2% are vacant. In 2010, there were 17,053 housing units in the area - 64.0% owner occupied, 23.2% renter occupied, and 12.8% vacant. The annual rate of change in housing units since 2010 is 0.68%. Median home value in the area is \$98,991, compared to a median home value of \$234,154 for the U.S. In five years, median value is projected to change by 5.78% annually to \$131,077.





DEMOGRAPHICS

3 Mile Radius

DEMOGRAPHIC / INCOME PROFILE

| Summary                         | Census 2010 |        | 2019     |         | 2024     |         |
|---------------------------------|-------------|--------|----------|---------|----------|---------|
|                                 | Area        | State  | Number   | Percent | Number   | Percent |
| Population                      | 17,137      | 17,405 | 1,221    | 17.9%   | 1,072    | 15.7%   |
| Households                      | 6,710       | 6,811  | 979      | 14.4%   | 872      | 12.8%   |
| Families                        | 4,532       | 4,528  | 903      | 13.3%   | 864      | 12.6%   |
| Average Household Size          | 2.45        | 2.45   | 852      | 12.5%   | 789      | 11.6%   |
| Owner Occupied Housing Units    | 4,388       | 4,221  | 1,168    | 17.1%   | 1,222    | 17.9%   |
| Renter Occupied Housing Units   | 2,322       | 2,591  | 582      | 8.5%    | 645      | 9.4%    |
| Median Age                      | 38.9        | 40.7   | 698      | 10.2%   | 842      | 12.3%   |
| Trends: 2019 - 2024 Annual Rate |             |        |          |         |          |         |
| Population                      | 0.05%       | 1.24%  | 113      | 1.7%    | 140      | 2.0%    |
| Households                      | 0.06%       | 1.25%  |          |         |          |         |
| Families                        | -0.05%      | 1.15%  |          |         |          |         |
| Owner HHs                       | 0.13%       | 1.32%  |          |         |          |         |
| Median Household Income         | 3.07%       | 2.17%  |          |         |          |         |
| National                        |             |        |          |         |          |         |
| Population                      |             |        |          |         |          | 0.77%   |
| Households                      |             |        |          |         |          | 0.75%   |
| Families                        |             |        |          |         |          | 0.68%   |
| Owner HHs                       |             |        |          |         |          | 0.92%   |
| Median Household Income         |             |        |          |         |          | 2.70%   |
| Households by Income            |             |        |          |         |          |         |
| <\$15,000                       |             |        |          |         |          |         |
| \$15,000 - \$24,999             |             |        |          |         |          |         |
| \$25,000 - \$34,999             |             |        |          |         |          |         |
| \$35,000 - \$49,999             |             |        |          |         |          |         |
| \$50,000 - \$74,999             |             |        |          |         |          |         |
| \$75,000 - \$99,999             |             |        |          |         |          |         |
| \$100,000 - \$149,999           |             |        |          |         |          |         |
| \$150,000 - \$199,999           |             |        |          |         |          |         |
| \$200,000+                      |             |        |          |         |          |         |
| Median Household Income         |             |        | \$39,323 |         | \$45,744 |         |
| Average Household Income        |             |        | \$57,252 |         | \$65,752 |         |
| Per Capita Income               |             |        | \$22,318 |         | \$25,629 |         |

# DEMOGRAPHICS

3 Mile Radius

## DEMOGRAPHIC / INCOME PROFILE

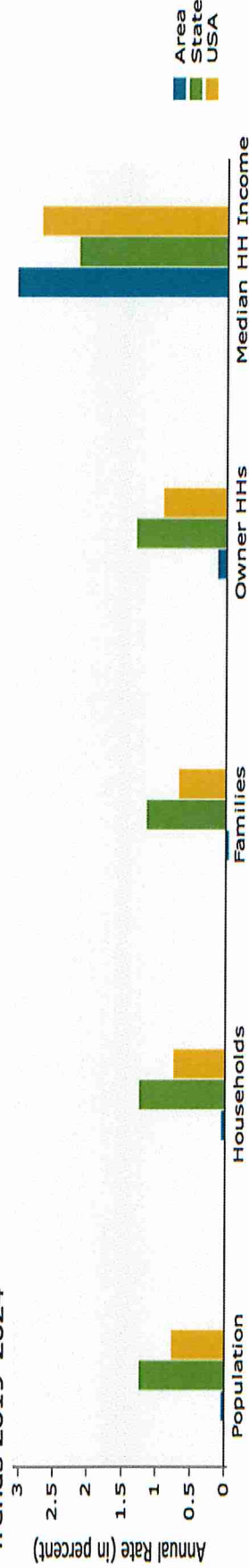


| Population by Age | Census 2010 |         | 2019   |         | 2024   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 1,129       | 6.6%    | 1,031  | 5.9%    | 1,008  | 5.8%    |
| 5 - 9             | 1,140       | 6.7%    | 1,084  | 6.2%    | 1,034  | 5.9%    |
| 10 - 14           | 1,163       | 6.8%    | 1,097  | 6.3%    | 1,100  | 6.3%    |
| 15 - 19           | 1,378       | 8.0%    | 1,186  | 6.8%    | 1,243  | 7.1%    |
| 20 - 24           | 1,147       | 6.7%    | 1,150  | 6.6%    | 1,093  | 6.3%    |
| 25 - 34           | 1,797       | 10.5%   | 2,026  | 11.6%   | 1,918  | 11.0%   |
| 35 - 44           | 2,115       | 12.3%   | 1,947  | 11.2%   | 1,984  | 11.4%   |
| 45 - 54           | 2,388       | 13.9%   | 2,179  | 12.5%   | 2,089  | 12.0%   |
| 55 - 64           | 2,241       | 13.1%   | 2,319  | 13.3%   | 2,249  | 12.9%   |
| 65 - 74           | 1,476       | 8.6%    | 1,992  | 11.4%   | 2,049  | 11.7%   |
| 75 - 84           | 828         | 4.8%    | 996    | 5.7%    | 1,272  | 7.3%    |
| 85+               | 335         | 2.0%    | 397    | 2.3%    | 406    | 2.3%    |

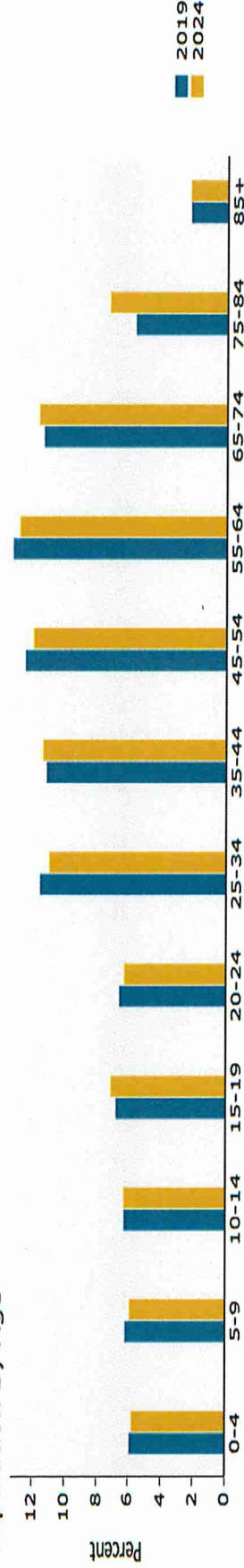
| Race and Ethnicity         | Census 2010 |         | 2019   |         | 2024   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 9,942       | 58.0%   | 10,226 | 58.8%   | 10,265 | 58.8%   |
| Black Alone                | 6,705       | 39.1%   | 6,530  | 37.5%   | 6,531  | 37.4%   |
| American Indian Alone      | 64          | 0.4%    | 77     | 0.4%    | 77     | 0.4%    |
| Asian Alone                | 88          | 0.5%    | 131    | 0.8%    | 132    | 0.8%    |
| Pacific Islander Alone     | 6           | 0.0%    | 6      | 0.0%    | 6      | 0.0%    |
| Some Other Race Alone      | 151         | 0.9%    | 188    | 1.1%    | 187    | 1.1%    |
| Two or More Races          | 182         | 1.1%    | 246    | 1.4%    | 247    | 1.4%    |
| Hispanic Origin (Any Race) | 316         | 1.8%    | 397    | 2.3%    | 395    | 2.3%    |



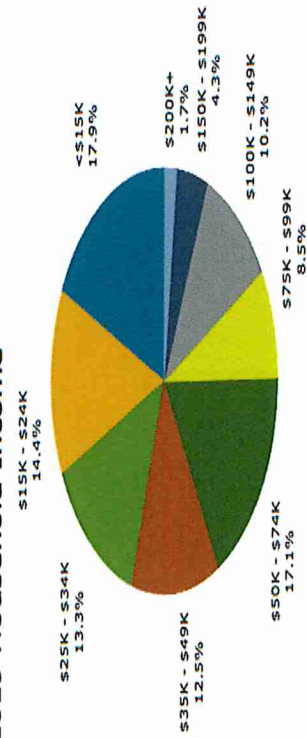
Trends 2019-2024



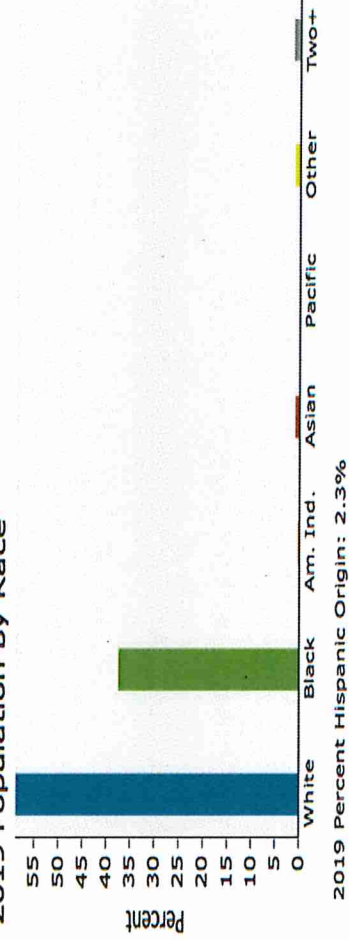
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 2.3%

# DEMOGRAPHICS

5 Mile Radius

## DEMOGRAPHIC / INCOME PROFILE



| Summary                         |  | Census 2010 |         | 2019     |         | 2024     |         |
|---------------------------------|--|-------------|---------|----------|---------|----------|---------|
| Population                      |  | 23,512      |         | 23,760   |         | 23,789   |         |
| Households                      |  | 9,145       |         | 9,238    |         | 9,253    |         |
| Families                        |  | 6,303       |         | 6,268    |         | 6,245    |         |
| Average Household Size          |  | 2.49        |         | 2.49     |         | 2.49     |         |
| Owner Occupied Housing Units    |  | 6,332       |         | 6,084    |         | 6,105    |         |
| Renter Occupied Housing Units   |  | 2,813       |         | 3,154    |         | 3,148    |         |
| Median Age                      |  | 39.3        |         | 41.4     |         | 42.5     |         |
| Trends: 2019 - 2024 Annual Rate |  | Area        | State   | National |         |          |         |
| Population                      |  | 0.02%       |         | 1.24%    |         | 0.77%    |         |
| Households                      |  | 0.03%       |         | 1.25%    |         | 0.75%    |         |
| Families                        |  | -0.07%      |         | 1.15%    |         | 0.68%    |         |
| Owner HHs                       |  | 0.07%       |         | 1.32%    |         | 0.92%    |         |
| Median Household Income         |  | 3.26%       |         | 2.17%    |         | 2.70%    |         |
| Households by Income            |  | 2019        |         | 2024     |         | 2024     |         |
|                                 |  | Number      | Percent | Number   | Percent | Number   | Percent |
| <\$15,000                       |  | 1,518       | 16.4%   |          |         | 1,326    | 14.3%   |
| \$15,000 - \$24,999             |  | 1,237       | 13.4%   |          |         | 1,091    | 11.8%   |
| \$25,000 - \$34,999             |  | 1,253       | 13.6%   |          |         | 1,192    | 12.9%   |
| \$35,000 - \$49,999             |  | 1,169       | 12.7%   |          |         | 1,075    | 11.6%   |
| \$50,000 - \$74,999             |  | 1,635       | 17.7%   |          |         | 1,687    | 18.2%   |
| \$75,000 - \$99,999             |  | 806         | 8.7%    |          |         | 880      | 9.5%    |
| \$100,000 - \$149,999           |  | 1,061       | 11.5%   |          |         | 1,272    | 13.7%   |
| \$150,000 - \$199,999           |  | 418         | 4.5%    |          |         | 553      | 6.0%    |
| \$200,000+                      |  | 142         | 1.5%    |          |         | 177      | 1.9%    |
| Median Household Income         |  | \$41,707    |         |          |         | \$48,956 |         |
| Average Household Income        |  | \$58,934    |         |          |         | \$67,661 |         |
| Per Capita Income               |  | \$22,991    |         |          |         | \$26,392 |         |



# DEMOGRAPHICS

5 Mile Radius

## DEMOGRAPHIC / INCOME PROFILE



| Population by Age | Census 2010 |         | 2019   |         | 2024   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 1,489       | 6.3%    | 1,358  | 5.7%    | 1,325  | 5.6%    |
| 5 - 9             | 1,565       | 6.7%    | 1,447  | 6.1%    | 1,378  | 5.8%    |
| 10 - 14           | 1,626       | 6.9%    | 1,473  | 6.2%    | 1,492  | 6.3%    |
| 15 - 19           | 1,836       | 7.8%    | 1,546  | 6.5%    | 1,604  | 6.7%    |
| 20 - 24           | 1,475       | 6.3%    | 1,488  | 6.3%    | 1,384  | 5.8%    |
| 25 - 34           | 2,461       | 10.5%   | 2,842  | 12.0%   | 2,659  | 11.2%   |
| 35 - 44           | 3,010       | 12.8%   | 2,687  | 11.3%   | 2,760  | 11.6%   |
| 45 - 54           | 3,332       | 14.2%   | 3,069  | 12.9%   | 2,930  | 12.3%   |
| 55 - 64           | 3,182       | 13.5%   | 3,224  | 13.6%   | 3,137  | 13.2%   |
| 65 - 74           | 2,032       | 8.6%    | 2,793  | 11.8%   | 2,852  | 12.0%   |
| 75 - 84           | 1,078       | 4.6%    | 1,332  | 5.6%    | 1,748  | 7.3%    |
| 85+               | 427         | 1.8%    | 500    | 2.1%    | 520    | 2.2%    |

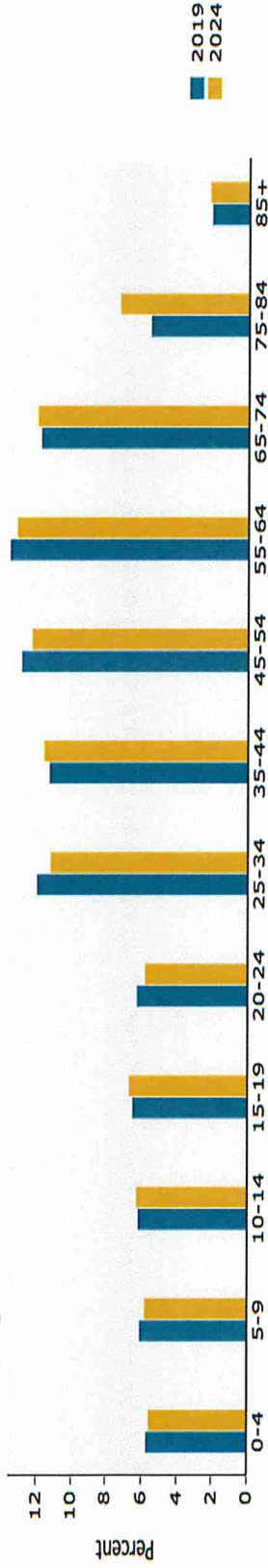
  

| Race and Ethnicity         | Census 2010 |         | 2019   |         | 2024   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 14,558      | 61.9%   | 14,840 | 62.5%   | 14,863 | 62.5%   |
| Black Alone                | 8,282       | 35.2%   | 8,035  | 33.8%   | 8,041  | 33.8%   |
| American Indian Alone      | 85          | 0.4%    | 103    | 0.4%    | 103    | 0.4%    |
| Asian Alone                | 115         | 0.5%    | 171    | 0.7%    | 172    | 0.7%    |
| Pacific Islander Alone     | 7           | 0.0%    | 7      | 0.0%    | 7      | 0.0%    |
| Some Other Race Alone      | 219         | 0.9%    | 273    | 1.1%    | 272    | 1.1%    |
| Two or More Races          | 246         | 1.0%    | 330    | 1.4%    | 331    | 1.4%    |
| Hispanic Origin (Any Race) | 441         | 1.9%    | 551    | 2.3%    | 548    | 2.3%    |

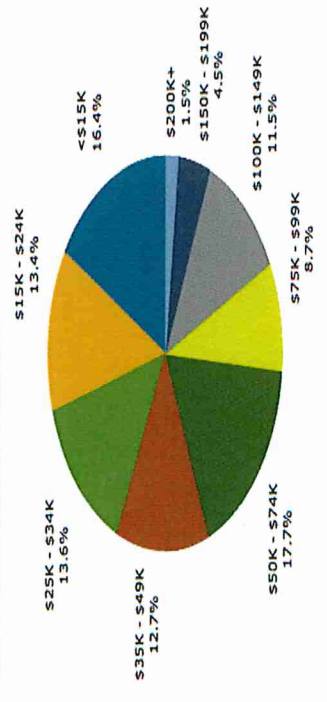
Trends 2019-2024



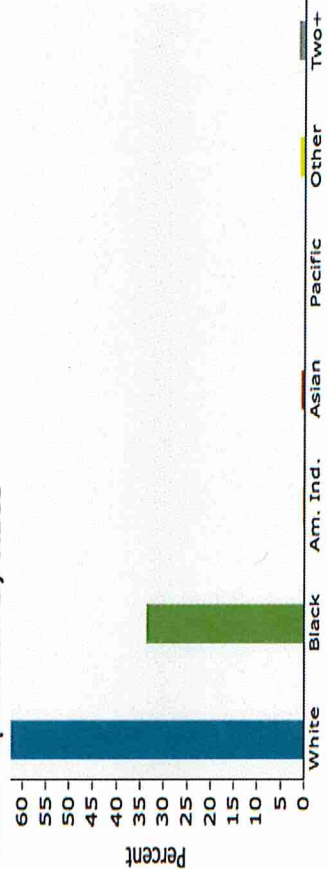
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 2.3%



# DEMOGRAPHICS

10 Mile Radius

DEMOGRAPHIC / INCOME PROFILE



| Summary                         |  | Census 2010 |         | 2019     | 2024    |
|---------------------------------|--|-------------|---------|----------|---------|
| Population                      |  | 38,440      |         | 38,758   | 38,797  |
| Households                      |  | 14,866      |         | 15,005   | 15,033  |
| Families                        |  | 10,410      |         | 10,348   | 10,315  |
| Average Household Size          |  | 2.52        |         | 2.52     | 2.52    |
| Owner Occupied Housing Units    |  | 10,909      |         | 10,546   | 10,569  |
| Renter Occupied Housing Units   |  | 3,957       |         | 4,460    | 4,464   |
| Median Age                      |  | 39.5        |         | 41.6     | 42.8    |
| Trends: 2019 - 2024 Annual Rate |  | Area        | State   | National |         |
| Population                      |  | 0.02%       | 1.24%   | 0.77%    |         |
| Households                      |  | 0.04%       | 1.25%   | 0.75%    |         |
| Families                        |  | -0.06%      | 1.15%   | 0.68%    |         |
| Owner HHs                       |  | 0.04%       | 1.32%   | 0.92%    |         |
| Median Household Income         |  | 2.83%       | 2.17%   | 2.70%    |         |
| Households by Income            |  | 2019        |         | 2024     |         |
| <\$15,000                       |  | Number      | Percent | Number   | Percent |
| \$15,000 - \$24,999             |  | 2,384       | 15.9%   | 2,094    | 13.9%   |
| \$25,000 - \$34,999             |  | 2,144       | 14.3%   | 1,895    | 12.6%   |
| \$35,000 - \$49,999             |  | 2,113       | 14.1%   | 2,023    | 13.5%   |
| \$50,000 - \$74,999             |  | 1,990       | 13.3%   | 1,858    | 12.4%   |
| \$75,000 - \$99,999             |  | 2,658       | 17.7%   | 2,751    | 18.3%   |
| \$100,000 - \$149,999           |  | 1,291       | 8.6%    | 1,407    | 9.4%    |
| \$150,000 - \$199,999           |  | 1,652       | 11.0%   | 1,986    | 13.2%   |
| \$200,000+                      |  | 592         | 3.9%    | 790      | 5.3%    |
|                                 |  | 181         | 1.2%    | 229      | 1.5%    |
| Median Household Income         |  | \$40,368    |         | \$46,410 |         |
| Average Household Income        |  | \$56,760    |         | \$64,935 |         |
| Per Capita Income               |  | \$22,028    |         | \$25,212 |         |

# DEMOGRAPHICS

## 10 Mile Radius

## DEMOGRAPHIC / INCOME PROFILE



| Population by Age | Census 2010 |         | 2019   |         | 2024   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | Number      | Percent | Number | Percent | Number | Percent |
| 0 - 4             | 2,359       | 6.1%    | 2,155  | 5.6%    | 2,098  | 5.4%    |
| 5 - 9             | 2,546       | 6.6%    | 2,331  | 6.0%    | 2,218  | 5.7%    |
| 10 - 14           | 2,678       | 7.0%    | 2,414  | 6.2%    | 2,447  | 6.3%    |
| 15 - 19           | 2,957       | 7.7%    | 2,437  | 6.3%    | 2,542  | 6.6%    |
| 20 - 24           | 2,303       | 6.0%    | 2,272  | 5.9%    | 2,085  | 5.4%    |
| 25 - 34           | 4,106       | 10.7%   | 4,768  | 12.3%   | 4,359  | 11.2%   |
| 35 - 44           | 5,073       | 13.2%   | 4,541  | 11.7%   | 4,668  | 12.0%   |
| 45 - 54           | 5,691       | 14.8%   | 5,117  | 13.2%   | 4,922  | 12.7%   |
| 55 - 64           | 5,349       | 13.9%   | 5,498  | 14.2%   | 5,285  | 13.6%   |
| 65 - 74           | 3,222       | 8.4%    | 4,568  | 11.8%   | 4,784  | 12.3%   |
| 75 - 84           | 1,583       | 4.1%    | 1,978  | 5.1%    | 2,664  | 6.9%    |
| 85+               | 575         | 1.5%    | 678    | 1.7%    | 723    | 1.9%    |

| Race and Ethnicity         | Census 2010 |         | 2019   |         | 2024   |         |
|----------------------------|-------------|---------|--------|---------|--------|---------|
|                            | Number      | Percent | Number | Percent | Number | Percent |
| White Alone                | 24,358      | 63.4%   | 24,750 | 63.9%   | 24,764 | 63.8%   |
| Black Alone                | 12,988      | 33.8%   | 12,583 | 32.5%   | 12,582 | 32.4%   |
| American Indian Alone      | 124         | 0.3%    | 151    | 0.4%    | 152    | 0.4%    |
| Asian Alone                | 143         | 0.4%    | 209    | 0.5%    | 211    | 0.5%    |
| Pacific Islander Alone     | 8           | 0.0%    | 8      | 0.0%    | 8      | 0.0%    |
| Some Other Race Alone      | 406         | 1.1%    | 514    | 1.3%    | 528    | 1.4%    |
| Two or More Races          | 413         | 1.1%    | 543    | 1.4%    | 552    | 1.4%    |
| Hispanic Origin (Any Race) | 852         | 2.2%    | 1,071  | 2.8%    | 1,109  | 2.9%    |

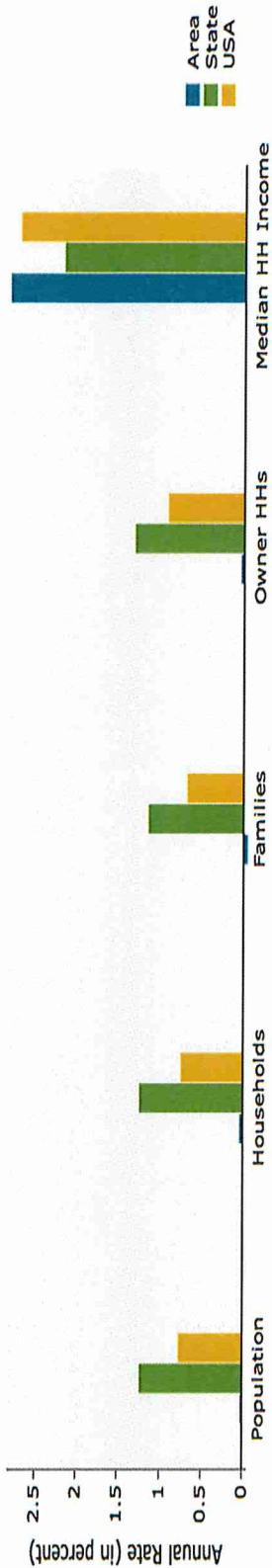


DEMOGRAPHICS

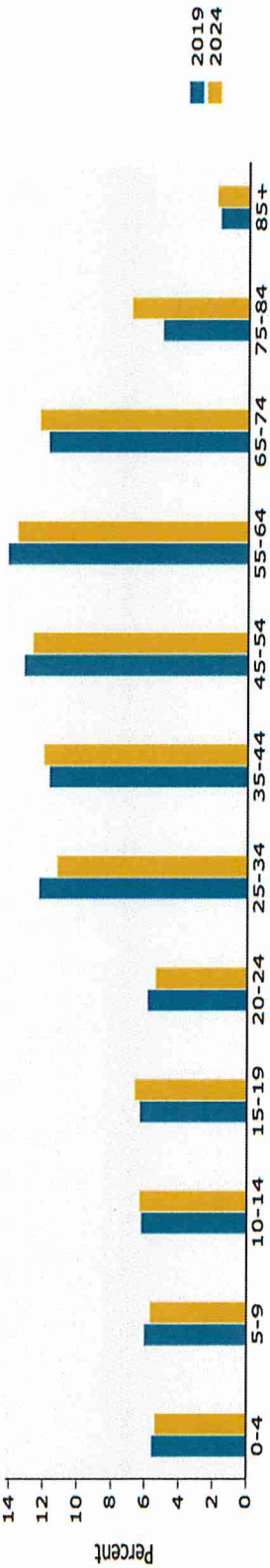
10 Mile Radius

DEMOGRAPHIC/ INCOME PROFILE

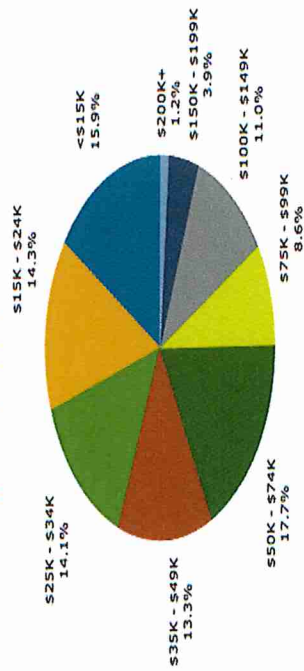
Trends 2019-2024



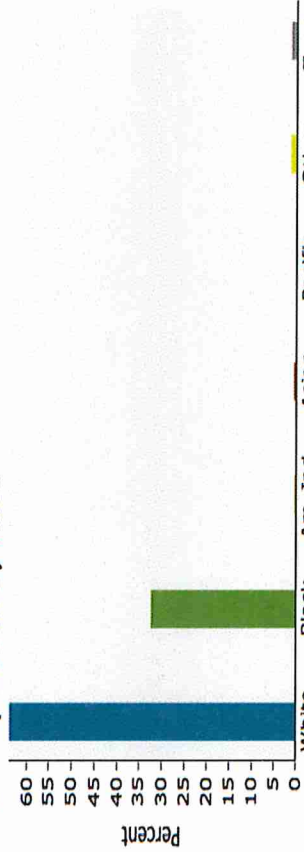
Population by Age



2019 Household Income



2019 Population by Race



2019 Percent Hispanic Origin: 2.8%

# DEMOGRAPHICS

3 Mile Radius

## HOUSEHOLD INCOME PROFILE



| Summary                | 2019-2024 |        | 2019-2024 |             |
|------------------------|-----------|--------|-----------|-------------|
|                        | 2019      | 2024   | Change    | Annual Rate |
| Population             | 17,405    | 17,446 | 41        | 0.05%       |
| Households             | 6,811     | 6,831  | 20        | 0.06%       |
| Median Age             | 40.7      | 41.8   | 1.1       | 0.53%       |
| Average Household Size | 2.45      | 2.45   | 0.00      | 0.00%       |

| Households by Income | 2019   |         | 2024   |         |
|----------------------|--------|---------|--------|---------|
|                      | Number | Percent | Number | Percent |
| Household            | 6,811  | 100%    | 6,831  | 100%    |
| <\$15,000            | 1,221  | 17.9%   | 1,072  | 15.7%   |
| \$15,000-\$24,999    | 979    | 14.4%   | 872    | 12.8%   |
| \$25,000-\$34,999    | 903    | 13.3%   | 864    | 12.6%   |
| \$35,000-\$49,999    | 852    | 12.5%   | 789    | 11.6%   |
| \$50,000-\$74,999    | 1,168  | 17.1%   | 1,222  | 17.9%   |
| \$75,000-\$99,999    | 582    | 8.5%    | 645    | 9.4%    |
| \$100,000-\$149,999  | 698    | 10.2%   | 842    | 12.3%   |
| \$150,000-\$199,999  | 296    | 4.3%    | 386    | 5.7%    |
| \$200,000+           | 113    | 1.7%    | 140    | 2.0%    |

Median Household Income  
Average Household Income  
Per Capita Income

\$39,323  
\$57,252  
\$22,318

\$45,744  
\$65,752  
\$25,629



# DEMOGRAPHICS

## 3 Mile Radius

### HOUSEHOLD INCOME PROFILE



| 2024 Households by Income and Age of Householder |          |          |          |          |          |          |
|--------------------------------------------------|----------|----------|----------|----------|----------|----------|
|                                                  | <25      | 25-34    | 35-44    | 45-54    | 55-64    | 65-74    |
| HH Income Base                                   | 246      | 811      | 978      | 1,107    | 1,280    | 1,304    |
|                                                  |          |          |          |          |          | 75+      |
|                                                  |          |          |          |          |          | 1,105    |
| <\$15,000                                        | 90       | 117      | 120      | 150      | 201      | 189      |
| \$15,000-\$24,999                                | 39       | 70       | 66       | 79       | 130      | 193      |
| \$25,000-\$34,999                                | 21       | 94       | 101      | 108      | 141      | 193      |
| \$35,000-\$49,999                                | 29       | 85       | 101      | 123      | 137      | 185      |
| \$50,000-\$74,999                                | 37       | 198      | 200      | 196      | 249      | 232      |
| \$75,000-\$99,999                                | 13       | 81       | 128      | 109      | 140      | 110      |
| \$100,000-\$149,999                              | 16       | 116      | 181      | 200      | 152      | 124      |
| \$150,000-\$199,999                              | 2        | 37       | 58       | 99       | 96       | 58       |
| \$200,000+                                       | 0        | 14       | 23       | 42       | 33       | 20       |
|                                                  |          |          |          |          |          | 205      |
|                                                  |          |          |          |          |          | 295      |
|                                                  |          |          |          |          |          | 206      |
|                                                  |          |          |          |          |          | 130      |
|                                                  |          |          |          |          |          | 111      |
|                                                  |          |          |          |          |          | 62       |
|                                                  |          |          |          |          |          | 53       |
|                                                  |          |          |          |          |          | 36       |
|                                                  |          |          |          |          |          | 7        |
| Median HH Income                                 | \$23,043 | \$53,354 | \$60,095 | \$59,522 | \$52,075 | \$40,100 |
| Average HH Income                                | \$38,126 | \$67,871 | \$76,941 | \$82,630 | \$71,463 | \$59,725 |
|                                                  |          |          |          |          |          | \$26,903 |
|                                                  |          |          |          |          |          | \$44,030 |
| Percent Distribution                             |          |          |          |          |          |          |
|                                                  | <25      | 25-34    | 35-44    | 45-54    | 55-64    | 65-74    |
| HH Income Base                                   | 100%     | 100%     | 100%     | 100%     | 100%     | 100%     |
|                                                  |          |          |          |          |          | 75+      |
|                                                  |          |          |          |          |          | 100%     |
| <\$15,000                                        | 36.6%    | 14.4%    | 12.3%    | 13.6%    | 15.7%    | 14.5%    |
| \$15,000-\$24,999                                | 15.9%    | 8.6%     | 6.7%     | 7.1%     | 10.2%    | 14.8%    |
| \$25,000-\$34,999                                | 8.5%     | 11.6%    | 10.3%    | 9.8%     | 11.0%    | 14.8%    |
| \$35,000-\$49,999                                | 11.8%    | 10.5%    | 10.3%    | 11.1%    | 10.7%    | 14.2%    |
| \$50,000-\$74,999                                | 15.0%    | 24.4%    | 20.4%    | 17.7%    | 19.5%    | 17.8%    |
| \$75,000-\$99,999                                | 5.3%     | 10.0%    | 13.1%    | 9.8%     | 10.9%    | 8.4%     |
| \$100,000-\$149,999                              | 6.5%     | 14.3%    | 18.5%    | 18.1%    | 11.9%    | 9.5%     |
| \$150,000-\$199,999                              | 0.8%     | 4.6%     | 5.9%     | 8.9%     | 7.5%     | 4.4%     |
| \$200,000+                                       | 0.0%     | 1.7%     | 2.4%     | 3.8%     | 2.6%     | 1.5%     |
|                                                  |          |          |          |          |          | 18.6%    |
|                                                  |          |          |          |          |          | 26.7%    |
|                                                  |          |          |          |          |          | 18.6%    |
|                                                  |          |          |          |          |          | 11.8%    |
|                                                  |          |          |          |          |          | 10.0%    |
|                                                  |          |          |          |          |          | 5.6%     |
|                                                  |          |          |          |          |          | 4.8%     |
|                                                  |          |          |          |          |          | 3.3%     |
|                                                  |          |          |          |          |          | 0.6%     |

# DEMOGRAPHICS

## 3 Mile Radius

### HOUSEHOLD INCOME PROFILE



#### 2019 Households by Income and Age of Householder

|                     | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+ |
|---------------------|-----|-------|-------|-------|-------|-------|-----|
| HH Income Base      | 245 | 865   | 972   | 1,168 | 1,343 | 1,280 | 939 |
| <\$15,000           | 88  | 154   | 140   | 179   | 255   | 212   | 193 |
| \$15,000-\$24,999   | 44  | 89    | 79    | 99    | 168   | 213   | 286 |
| \$25,000-\$34,999   | 23  | 110   | 111   | 128   | 158   | 197   | 175 |
| \$35,000-\$49,999   | 28  | 99    | 115   | 144   | 165   | 197   | 104 |
| \$50,000-\$74,999   | 36  | 203   | 190   | 197   | 250   | 208   | 84  |
| \$75,000-\$99,999   | 11  | 76    | 120   | 110   | 128   | 95    | 42  |
| \$100,000-\$149,999 | 13  | 94    | 156   | 183   | 125   | 97    | 30  |
| \$150,000-\$199,999 | 2   | 26    | 43    | 91    | 70    | 44    | 20  |
| \$200,000+          | 0   | 14    | 18    | 35    | 25    | 16    | 5   |

Median HH Income  
Average HH Income

|                   |          |          |          |          |          |          |          |
|-------------------|----------|----------|----------|----------|----------|----------|----------|
| Median HH Income  | \$22,054 | \$46,314 | \$53,811 | \$52,982 | \$42,151 | \$35,958 | \$24,466 |
| Average HH Income | \$35,173 | \$58,308 | \$67,124 | \$72,612 | \$59,257 | \$51,966 | \$36,996 |

#### Percent Distribution

|                     | <25   | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+   |
|---------------------|-------|-------|-------|-------|-------|-------|-------|
| HH Income Base      | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  |
| <\$15,000           | 35.9% | 17.8% | 14.4% | 15.3% | 19.0% | 16.6% | 20.6% |
| \$15,000-\$24,999   | 18.0% | 10.3% | 8.1%  | 8.5%  | 12.5% | 16.6% | 30.5% |
| \$25,000-\$34,999   | 9.4%  | 12.7% | 11.4% | 11.0% | 11.8% | 15.4% | 18.6% |
| \$35,000-\$49,999   | 11.4% | 11.4% | 11.8% | 12.3% | 12.3% | 15.4% | 11.1% |
| \$50,000-\$74,999   | 14.7% | 23.5% | 19.5% | 16.9% | 18.6% | 16.2% | 8.9%  |
| \$75,000-\$99,999   | 4.5%  | 8.8%  | 12.3% | 9.4%  | 9.5%  | 7.4%  | 4.5%  |
| \$100,000-\$149,999 | 5.3%  | 10.9% | 16.0% | 15.7% | 9.3%  | 7.6%  | 3.2%  |
| \$150,000-\$199,999 | 0.8%  | 3.0%  | 4.4%  | 7.8%  | 5.2%  | 3.4%  | 2.1%  |
| \$200,000+          | 0.0%  | 1.6%  | 1.9%  | 3.0%  | 1.9%  | 1.2%  | 0.5%  |



# DEMOGRAPHICS

5 Mile Radius

## HOUSEHOLD INCOME PROFILE



| Summary                | 2019-2024 |                | 2019-2024<br>Annual Rate |
|------------------------|-----------|----------------|--------------------------|
|                        | 2019      | 2024<br>Change |                          |
| Population             | 23,760    | 23,789         | 29                       |
| Households             | 9,238     | 9,253          | 15                       |
| Median Age             | 41.4      | 42.5           | 1.1                      |
| Average Household Size | 2.49      | 2.49           | 0.00                     |
|                        |           |                | 0.02%                    |
|                        |           |                | 0.03%                    |
|                        |           |                | 0.53%                    |
|                        |           |                | 0.00%                    |

| Households by Income | 2019   |         | 2024   |         |
|----------------------|--------|---------|--------|---------|
|                      | Number | Percent | Number | Percent |
| Household            | 9,238  | 100%    | 9,253  | 100%    |
| <\$15,000            | 1,518  | 16.4%   | 1,326  | 14.3%   |
| \$15,000-\$24,999    | 1,237  | 13.4%   | 1,091  | 11.8%   |
| \$25,000-\$34,999    | 1,253  | 13.6%   | 1,192  | 12.9%   |
| \$35,000-\$49,999    | 1,169  | 12.7%   | 1,075  | 11.6%   |
| \$50,000-\$74,999    | 1,635  | 17.7%   | 1,687  | 18.2%   |
| \$75,000-\$99,999    | 806    | 8.7%    | 880    | 9.5%    |
| \$100,000-\$149,999  | 1,061  | 11.5%   | 1,272  | 13.7%   |
| \$150,000-\$199,999  | 418    | 4.5%    | 553    | 6.0%    |
| \$200,000+           | 142    | 1.5%    | 177    | 1.9%    |

Median Household Income  
Average Household Income  
Per Capita Income

\$41,707  
\$58,934  
\$22,991

\$48,956  
\$67,661  
\$26,392

# DEMOGRAPHICS

## 5 Mile Radius

### HOUSEHOLD INCOME PROFILE



#### 2019 Households by Income and Age of Householder

|                     | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+   |
|---------------------|-----|-------|-------|-------|-------|-------|-------|
| HH Income Base      | 303 | 1,183 | 1,328 | 1,620 | 1,833 | 1,756 | 1,215 |
| <\$15,000           | 99  | 188   | 173   | 230   | 320   | 267   | 242   |
| \$15,000-\$24,999   | 51  | 114   | 102   | 130   | 213   | 271   | 355   |
| \$25,000-\$34,999   | 34  | 154   | 153   | 176   | 213   | 281   | 242   |
| \$35,000-\$49,999   | 37  | 138   | 157   | 198   | 231   | 270   | 137   |
| \$50,000-\$74,999   | 48  | 280   | 268   | 282   | 351   | 296   | 109   |
| \$75,000-\$99,999   | 15  | 106   | 162   | 156   | 179   | 132   | 56    |
| \$100,000-\$149,999 | 17  | 147   | 231   | 276   | 198   | 148   | 43    |
| \$150,000-\$199,999 | 2   | 38    | 59    | 128   | 96    | 69    | 26    |
| \$200,000+          | 0   | 17    | 24    | 44    | 31    | 21    | 5     |

|                   |          |          |          |          |          |          |          |
|-------------------|----------|----------|----------|----------|----------|----------|----------|
| Median HH Income  | \$25,332 | \$49,571 | \$55,402 | \$54,978 | \$45,116 | \$37,449 | \$25,292 |
| Average HH Income | \$37,038 | \$60,094 | \$68,576 | \$73,459 | \$60,974 | \$53,927 | \$37,523 |

#### Percent Distribution

|                     | <25   | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+   |
|---------------------|-------|-------|-------|-------|-------|-------|-------|
| HH Income Base      | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  |
| <\$15,000           | 32.7% | 15.9% | 13.0% | 14.2% | 17.5% | 15.2% | 19.9% |
| \$15,000-\$24,999   | 16.8% | 9.6%  | 7.7%  | 8.0%  | 11.6% | 15.4% | 29.2% |
| \$25,000-\$34,999   | 11.2% | 13.0% | 11.5% | 10.9% | 11.6% | 16.0% | 19.9% |
| \$35,000-\$49,999   | 12.2% | 11.7% | 11.8% | 12.2% | 12.6% | 15.4% | 11.3% |
| \$50,000-\$74,999   | 15.8% | 23.7% | 20.2% | 17.4% | 19.1% | 16.9% | 9.0%  |
| \$75,000-\$99,999   | 5.0%  | 9.0%  | 12.2% | 9.6%  | 9.8%  | 7.5%  | 4.6%  |
| \$100,000-\$149,999 | 5.6%  | 12.4% | 17.4% | 17.0% | 10.8% | 8.4%  | 3.5%  |
| \$150,000-\$199,999 | 0.7%  | 3.2%  | 4.4%  | 7.9%  | 5.2%  | 3.9%  | 2.1%  |
| \$200,000+          | 0.0%  | 1.4%  | 1.8%  | 2.7%  | 1.7%  | 1.2%  | 0.4%  |



# DEMOGRAPHICS

5 Mile Radius

## HOUSEHOLD INCOME PROFILE



### 2024 Households by Income and Age of Householder

|                     | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+   |
|---------------------|-----|-------|-------|-------|-------|-------|-------|
| HH Income Base      | 297 | 1,095 | 1,343 | 1,526 | 1,750 | 1,771 | 1,472 |
| <\$15,000           | 99  | 142   | 147   | 188   | 252   | 233   | 265   |
| \$15,000-\$24,999   | 44  | 86    | 84    | 100   | 163   | 238   | 375   |
| \$25,000-\$34,999   | 29  | 129   | 136   | 147   | 189   | 268   | 293   |
| \$35,000-\$49,999   | 37  | 116   | 139   | 166   | 192   | 252   | 174   |
| \$50,000-\$74,999   | 48  | 268   | 278   | 273   | 348   | 323   | 149   |
| \$75,000-\$99,999   | 17  | 111   | 173   | 154   | 193   | 150   | 83    |
| \$100,000-\$149,999 | 21  | 175   | 274   | 300   | 238   | 186   | 77    |
| \$150,000-\$199,999 | 2   | 51    | 82    | 144   | 134   | 92    | 48    |
| \$200,000+          | 0   | 17    | 30    | 52    | 42    | 29    | 8     |

Median HH Income  
Average HH Income

|  |          |          |          |          |          |          |          |
|--|----------|----------|----------|----------|----------|----------|----------|
|  | \$26,510 | \$54,806 | \$62,384 | \$62,406 | \$54,043 | \$42,538 | \$27,492 |
|  | \$40,219 | \$69,598 | \$78,711 | \$83,974 | \$73,082 | \$62,578 | \$44,385 |

### Percent Distribution

|                     | <25   | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+   |
|---------------------|-------|-------|-------|-------|-------|-------|-------|
| HH Income Base      | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  |
| <\$15,000           | 33.3% | 13.0% | 10.9% | 12.3% | 14.4% | 13.2% | 18.0% |
| \$15,000-\$24,999   | 14.8% | 7.9%  | 6.3%  | 6.6%  | 9.3%  | 13.4% | 25.5% |
| \$25,000-\$34,999   | 9.8%  | 11.8% | 10.1% | 9.6%  | 10.8% | 15.1% | 19.9% |
| \$35,000-\$49,999   | 12.5% | 10.6% | 10.3% | 10.9% | 11.0% | 14.2% | 11.8% |
| \$50,000-\$74,999   | 16.2% | 24.5% | 20.7% | 17.9% | 19.9% | 18.2% | 10.1% |
| \$75,000-\$99,999   | 5.7%  | 10.1% | 12.9% | 10.1% | 11.0% | 8.5%  | 5.6%  |
| \$100,000-\$149,999 | 7.1%  | 16.0% | 20.4% | 19.7% | 13.6% | 10.5% | 5.2%  |
| \$150,000-\$199,999 | 0.7%  | 4.7%  | 6.1%  | 9.4%  | 7.7%  | 5.2%  | 3.3%  |
| \$200,000+          | 0.0%  | 1.6%  | 2.2%  | 3.4%  | 2.4%  | 1.6%  | 0.5%  |

# DEMOGRAPHICS

10 Mile Radius

## HOUSEHOLD INCOME PROFILE



| Summary                | 2019-2024 |        | 2019-2024 | Annual Rate |
|------------------------|-----------|--------|-----------|-------------|
|                        | 2019      | 2024   | Change    |             |
| Population             | 38,758    | 38,797 | 39        | 0.02%       |
| Households             | 15,005    | 15,033 | 28        | 0.04%       |
| Median Age             | 41.6      | 42.8   | 1.2       | 0.57%       |
| Average Household Size | 2.52      | 2.52   | 0.00      | 0.00%       |

| Households by Income     | 2019     |         | 2024     |         |
|--------------------------|----------|---------|----------|---------|
|                          | Number   | Percent | Number   | Percent |
| Household                | 15,005   | 100%    | 15,033   | 100%    |
| <\$15,000                | 2,384    | 15.9%   | 2,094    | 13.9%   |
| \$15,000-\$24,999        | 2,144    | 14.3%   | 1,895    | 12.6%   |
| \$25,000-\$34,999        | 2,113    | 14.1%   | 2,023    | 13.5%   |
| \$35,000-\$49,999        | 1,990    | 13.3%   | 1,858    | 12.4%   |
| \$50,000-\$74,999        | 2,658    | 17.7%   | 2,751    | 18.3%   |
| \$75,000-\$99,999        | 1,291    | 8.6%    | 1,407    | 9.4%    |
| \$100,000-\$149,999      | 1,652    | 11.0%   | 1,986    | 13.2%   |
| \$150,000-\$199,999      | 592      | 3.9%    | 790      | 5.3%    |
| \$200,000+               | 181      | 1.2%    | 229      | 1.5%    |
| Median Household Income  | \$40,368 |         | \$46,410 |         |
| Average Household Income | \$56,760 |         | \$64,935 |         |
| Per Capita Income        | \$22,028 |         | \$25,212 |         |



# DEMOGRAPHICS

## 10 Mile Radius

## HOUSEHOLD INCOME PROFILE



### 2019 Households by Income and Age of Householder

|                     | <25 | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+   |
|---------------------|-----|-------|-------|-------|-------|-------|-------|
| HH Income Base      | 431 | 1,900 | 2,215 | 2,691 | 3,117 | 2,859 | 1,793 |
| <\$15,000           | 129 | 277   | 276   | 370   | 524   | 434   | 374   |
| \$15,000-\$24,999   | 80  | 201   | 196   | 251   | 398   | 466   | 553   |
| \$25,000-\$34,999   | 55  | 254   | 287   | 303   | 379   | 496   | 338   |
| \$35,000-\$49,999   | 53  | 232   | 274   | 346   | 428   | 461   | 195   |
| \$50,000-\$74,999   | 66  | 450   | 454   | 492   | 601   | 446   | 149   |
| \$75,000-\$99,999   | 20  | 173   | 258   | 267   | 294   | 200   | 79    |
| \$100,000-\$149,999 | 24  | 234   | 349   | 426   | 325   | 227   | 66    |
| \$150,000-\$199,999 | 3   | 58    | 89    | 180   | 129   | 99    | 35    |
| \$200,000+          | 0   | 21    | 32    | 56    | 39    | 28    | 5     |

|                   |          |          |          |          |          |          |          |
|-------------------|----------|----------|----------|----------|----------|----------|----------|
| Median HH Income  | \$25,822 | \$48,818 | \$52,799 | \$52,673 | \$42,874 | \$35,749 | \$24,135 |
| Average HH Income | \$36,994 | \$59,163 | \$65,462 | \$69,280 | \$57,703 | \$51,472 | \$36,185 |

### Percent Distribution

|                     | <25   | 25-34 | 35-44 | 45-54 | 55-64 | 65-74 | 75+   |
|---------------------|-------|-------|-------|-------|-------|-------|-------|
| HH Income Base      | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  | 100%  |
| <\$15,000           | 29.9% | 14.6% | 12.5% | 13.7% | 16.8% | 15.2% | 20.9% |
| \$15,000-\$24,999   | 18.6% | 10.6% | 8.8%  | 9.3%  | 12.8% | 16.3% | 30.8% |
| \$25,000-\$34,999   | 12.8% | 13.4% | 13.0% | 11.3% | 12.2% | 17.3% | 18.9% |
| \$35,000-\$49,999   | 12.3% | 12.2% | 12.4% | 12.9% | 13.7% | 16.1% | 10.9% |
| \$50,000-\$74,999   | 15.3% | 23.7% | 20.5% | 18.3% | 19.3% | 15.6% | 8.3%  |
| \$75,000-\$99,999   | 4.6%  | 9.1%  | 11.6% | 9.9%  | 9.4%  | 7.0%  | 4.4%  |
| \$100,000-\$149,999 | 5.6%  | 12.3% | 15.8% | 15.8% | 10.4% | 7.9%  | 3.7%  |
| \$150,000-\$199,999 | 0.7%  | 3.1%  | 4.0%  | 6.7%  | 4.1%  | 3.5%  | 2.0%  |
| \$200,000+          | 0.0%  | 1.1%  | 1.4%  | 2.1%  | 1.3%  | 1.0%  | 0.3%  |

# HOUSEHOLD INCOME PROFILE



| 2024 Households by Income and Age of Householder |             |               |               |               |               |               |             |
|--------------------------------------------------|-------------|---------------|---------------|---------------|---------------|---------------|-------------|
|                                                  | <25         | 25-34         | 35-44         | 45-54         | 55-64         | 65-74         | 75+         |
| -H Income Base                                   | 417         | 1,716         | 2,238         | 2,543         | 2,935         | 2,947         | 2,237       |
| <\$15,000                                        | 130         | 207           | 230           | 300           | 412           | 386           | 429         |
| \$15,000-\$24,999                                | 67          | 147           | 157           | 196           | 304           | 416           | 607         |
| \$25,000-\$34,999                                | 48          | 208           | 258           | 256           | 332           | 496           | 425         |
| \$35,000-\$49,999                                | 52          | 194           | 247           | 295           | 363           | 453           | 253         |
| \$50,000-\$74,999                                | 67          | 422           | 475           | 477           | 593           | 500           | 216         |
| \$75,000-\$99,999                                | 22          | 174           | 280           | 267           | 313           | 235           | 115         |
| \$100,000-\$149,999                              | 28          | 267           | 422           | 474           | 387           | 287           | 121         |
| \$150,000-\$199,999                              | 3           | 74            | 128           | 209           | 180           | 134           | 63          |
| \$200,000+                                       | 0           | 21            | 40            | 69            | 51            | 40            | 8           |
| Median HH Income                                 | \$26,904    | \$54,045      | \$59,362      | \$59,366      | \$51,578      | \$39,659      | \$26,409    |
| Average HH Income                                | \$40,134    | \$68,046      | \$75,591      | \$79,563      | \$68,557      | \$59,412      | \$42,404    |
| Percent Distribution                             |             |               |               |               |               |               |             |
| -H Income Base                                   | <25<br>100% | 25-34<br>100% | 35-44<br>100% | 45-54<br>100% | 55-64<br>100% | 65-74<br>100% | 75+<br>100% |
| <\$15,000                                        | 31.2%       | 12.1%         | 10.3%         | 11.8%         | 14.0%         | 13.1%         | 19.2%       |
| \$15,000-\$24,999                                | 16.1%       | 8.6%          | 7.0%          | 7.7%          | 10.4%         | 14.1%         | 27.1%       |
| \$25,000-\$34,999                                | 11.5%       | 12.1%         | 11.5%         | 10.1%         | 11.3%         | 16.8%         | 19.0%       |
| \$35,000-\$49,999                                | 12.5%       | 11.3%         | 11.0%         | 11.6%         | 12.4%         | 15.4%         | 11.3%       |
| \$50,000-\$74,999                                | 16.1%       | 24.6%         | 21.2%         | 18.8%         | 20.2%         | 17.0%         | 9.7%        |
| \$75,000-\$99,999                                | 5.3%        | 10.1%         | 12.5%         | 10.5%         | 10.7%         | 8.0%          | 5.1%        |
| \$100,000-\$149,999                              | 6.7%        | 15.6%         | 18.9%         | 18.6%         | 13.2%         | 9.7%          | 5.4%        |
| \$150,000-\$199,999                              | 0.7%        | 4.3%          | 5.7%          | 8.2%          | 6.1%          | 4.5%          | 2.8%        |
| \$200,000+                                       | 0.0%        | 1.2%          | 1.8%          | 2.7%          | 1.7%          | 1.4%          | 0.4%        |



# DEMOGRAPHICS

## 3 Mile Radius

## HOUSING PROFILE



### Population

|                       |        |
|-----------------------|--------|
| 2010 Total Population | 17,137 |
| 2019 Total Population | 17,405 |
| 2024 Total Population | 17,446 |
| 2019-2024 Annual Rate | 0.05%  |

### Households

|                              |          |
|------------------------------|----------|
| 2019 Median Household Income | \$39,323 |
| 2024 Median Household Income | \$45,744 |
| 2019-2024 Annual Rate        | 3.07%    |

### Census 2010

### Housing Units by Occupancy Status and Tenure

|                     | Number | Percent | Number | Percent | Number | Percent |
|---------------------|--------|---------|--------|---------|--------|---------|
| Total Housing Units | 7,770  | 100.0%  | 7,901  | 100.0%  | 7,987  | 100.0%  |
| Occupied            | 6,710  | 86.4%   | 6,812  | 86.2%   | 6,831  | 85.5%   |
| Owner               | 4,388  | 56.5%   | 4,221  | 53.4%   | 4,248  | 53.2%   |
| Renter              | 2,322  | 29.9%   | 2,591  | 32.8%   | 2,583  | 32.3%   |
| Vacant              | 1,060  | 13.6%   | 1,090  | 13.8%   | 1,156  | 14.5%   |

### Owner Occupied Housing Units by Value

|                         | 2019      | 2024      |
|-------------------------|-----------|-----------|
| Total                   | Number    | Number    |
| <\$50,000               | 4,221     | 4,250     |
| \$50,000-\$99,999       | 1,011     | 889       |
| \$100,000-\$149,999     | 945       | 789       |
| \$150,000-\$199,999     | 447       | 373       |
| \$200,000-\$249,999     | 573       | 576       |
| \$250,000-\$299,999     | 455       | 499       |
| \$300,000-\$399,999     | 228       | 284       |
| \$400,000-\$499,999     | 245       | 362       |
| \$500,000-\$749,999     | 134       | 210       |
| \$750,000-\$999,999     | 136       | 203       |
| \$1,000,000-\$1,499,999 | 36        | 49        |
| \$1,500,000-\$1,999,999 | 7         | 10        |
| \$2,000,000+            | 0         | 0         |
| Median Value            | \$117,282 | \$156,424 |
| Average Value           | \$165,287 | \$196,741 |

### Census 2010 Housing Units

|                     | Number | Percent |
|---------------------|--------|---------|
| Total               | 7,770  | 100.0%  |
| In Urbanized Areas  | 0      | 0.0%    |
| In Urban Clusters   | 5,805  | 74.7%   |
| Rural Housing Units | 1,965  | 25.3%   |

# DEMOGRAPHICS

3 Mile Radius

## HOUSING PROFILE



### Census 2010 Owner Occupied Housing Units by Mortgage Status

|                            | Number | Percent |
|----------------------------|--------|---------|
| Total                      | 4,387  | 100.0%  |
| Owned with a Mortgage/Loan | 2,547  | 58.1%   |
| Owned Free and Clear       | 1,840  | 41.9%   |

### Census 2010 Vacant Housing Units by Status

|                                      | Number | Percent |
|--------------------------------------|--------|---------|
| Total                                | 1,079  | 100.0%  |
| For Rent                             | 282    | 26.1%   |
| Rented- Not Occupied                 | 23     | 2.1%    |
| For Sale Only                        | 190    | 17.6%   |
| Sold - Not Occupied                  | 53     | 4.9%    |
| Seasonal/Recreational/Occasional Use | 118    | 10.9%   |
| For Migrant Workers                  | 0      | 0.0%    |
| Other Vacant                         | 413    | 38.3%   |

### Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

|       | Occupied Units | Owner Occupied Units<br>Number | % of Occupied |
|-------|----------------|--------------------------------|---------------|
| Total | 6,710          | 4,389                          | 65.4%         |
| 15-24 | 279            | 49                             | 17.6%         |
| 25-34 | 809            | 336                            | 41.5%         |
| 35-44 | 1,102          | 653                            | 59.3%         |
| 45-54 | 1,342          | 896                            | 66.8%         |
| 55-64 | 1,362          | 1,032                          | 75.8%         |
| 65-74 | 994            | 783                            | 78.8%         |
| 75-84 | 587            | 475                            | 80.9%         |
| 85+   | 235            | 165                            | 70.2%         |



# DEMOGRAPHICS

3 Mile Radius

## HOUSING PROFILE



|                               | Occupied Units | Owner Occupied Units<br>Number | % of Occupied |
|-------------------------------|----------------|--------------------------------|---------------|
| Total                         | 6,709          | 4,387                          | 65.4%         |
| White Alone                   | 4,149          | 3,160                          | 76.2%         |
| Black/African American Alone  | 2,430          | 1,170                          | 48.1%         |
| American Indian/Alaska Native | 29             | 16                             | 55.2%         |
| Asian Alone                   | 26             | 8                              | 30.8%         |
| Pacific Islander Alone        | 2              | 0                              | 0.0%          |
| Other Race Alone              | 40             | 14                             | 35.0%         |
| Two or More Races             | 33             | 19                             | 57.6%         |
| Hispanic Origin               | 81             | 35                             | 43.2%         |

### ensus 2010 Occupied Housing Units by Size and Home Ownership

|           | Occupied Units | Owner Occupied Units<br>Number | % of Occupied |
|-----------|----------------|--------------------------------|---------------|
| Total     | 6,710          | 4,388                          | 65.4%         |
| 1-Person  | 1,907          | 1,085                          | 56.9%         |
| 2-Person  | 2,229          | 1,632                          | 73.2%         |
| 3-Person  | 1,136          | 741                            | 65.2%         |
| 4-Person  | 825            | 556                            | 67.4%         |
| 5-Person  | 359            | 227                            | 63.2%         |
| 6-Person  | 163            | 103                            | 63.2%         |
| 7+ Person | 91             | 44                             | 48.4%         |

### 019 Housing Affordability

Housing Affordability Index  
Percent of Income for Mortgage

175  
14.6%

# DEMOGRAPHICS

## 5 Mile Radius

## HOUSING PROFILE



| Population            |        | Households                   |          |
|-----------------------|--------|------------------------------|----------|
| 2010 Total Population | 23,512 | 2019 Median Household Income | \$41,707 |
| 2019 Total Population | 23,760 | 2024 Median Household Income | \$48,956 |
| 2024 Total Population | 23,789 | 2019-2024 Annual Rate        | 3.26%    |
| 2019-2024 Annual Rate | 0.02%  |                              |          |

| Housing Units by Occupancy Status and Tenure |  | Census 2010 |         | 2019   |         | 2024   |         |
|----------------------------------------------|--|-------------|---------|--------|---------|--------|---------|
|                                              |  | Number      | Percent | Number | Percent | Number | Percent |
| Total Housing Units                          |  | 10,491      | 100.0%  | 10,637 | 100.0%  | 10,742 | 100.0%  |
| Occupied                                     |  | 9,145       | 87.2%   | 9,238  | 86.8%   | 9,253  | 86.1%   |
| Owner                                        |  | 6,332       | 60.4%   | 6,084  | 57.2%   | 6,105  | 56.8%   |
| Renter                                       |  | 2,813       | 26.8%   | 3,154  | 29.7%   | 3,148  | 29.3%   |
| Vacant                                       |  | 1,346       | 12.8%   | 1,399  | 13.2%   | 1,489  | 13.9%   |

| Owner Occupied Housing Units by Value |  | 2019      |         | 2024      |         |
|---------------------------------------|--|-----------|---------|-----------|---------|
|                                       |  | Number    | Percent | Number    | Percent |
| Total                                 |  | 6,085     | 100.0%  | 6,105     | 100.0%  |
| <\$50,000                             |  | 1,438     | 23.6%   | 1,248     | 20.4%   |
| \$50,000-\$99,999                     |  | 1,418     | 23.3%   | 1,179     | 19.3%   |
| \$100,000-\$149,999                   |  | 682       | 11.2%   | 572       | 9.4%    |
| \$150,000-\$199,999                   |  | 831       | 13.7%   | 844       | 13.8%   |
| \$200,000-\$249,999                   |  | 616       | 10.1%   | 686       | 11.2%   |
| \$250,000-\$299,999                   |  | 355       | 5.8%    | 449       | 7.4%    |
| \$300,000-\$399,999                   |  | 336       | 5.5%    | 505       | 8.3%    |
| \$400,000-\$499,999                   |  | 188       | 3.1%    | 299       | 4.9%    |
| \$500,000-\$749,999                   |  | 159       | 2.6%    | 237       | 3.9%    |
| \$750,000-\$999,999                   |  | 42        | 0.7%    | 58        | 1.0%    |
| \$1,000,000-\$1,499,999               |  | 12        | 0.2%    | 16        | 0.3%    |
| \$1,500,000-\$1,999,999               |  | 0         | 0.0%    | 0         | 0.0%    |
| \$2,000,000+                          |  | 8         | 0.1%    | 12        | 0.2%    |
| Median Value                          |  | \$113,673 |         | \$153,169 |         |
| Average Value                         |  | \$161,138 |         | \$192,273 |         |

| Census 2010 Housing Units |  | Number |  | Percent |  |
|---------------------------|--|--------|--|---------|--|
|                           |  |        |  |         |  |
| Total                     |  | 10,491 |  | 100.0%  |  |
| In Urbanized Areas        |  | 0      |  | 0.0%    |  |
| In Urban Clusters         |  | 6,456  |  | 61.5%   |  |
| Rural Housing Units       |  | 4,035  |  | 38.5%   |  |



# DEMOGRAPHICS

5 Mile Radius

## HOUSING PROFILE



### Census 2010 Owner Occupied Housing Units by Mortgage Status

|                            | Number | Percent |
|----------------------------|--------|---------|
| Total                      | 6,332  | 100.0%  |
| Owned with a Mortgage/Loan | 3,662  | 57.8%   |
| Owned Free and Clear       | 2,670  | 42.2%   |

### Census 2010 Vacant Housing Units by Status

|                                      | Number | Percent |
|--------------------------------------|--------|---------|
| Total                                | 1,380  | 100.0%  |
| For Rent                             | 360    | 26.1%   |
| Rented- Not Occupied                 | 31     | 2.2%    |
| For Sale Only                        | 222    | 16.1%   |
| Sold - Not Occupied                  | 77     | 5.6%    |
| Seasonal/Recreational/Occasional Use | 145    | 10.5%   |
| For Migrant Workers                  | 1      | 0.1%    |
| Other Vacant                         | 544    | 39.4%   |

### Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

|       | Occupied Units | Owner Occupied Units<br>Number | % of Occupied |
|-------|----------------|--------------------------------|---------------|
| Total | 9,144          | 6,331                          | 69.2%         |
| 15-24 | 349            | 79                             | 22.6%         |
| 25-34 | 1,084          | 502                            | 46.3%         |
| 35-44 | 1,558          | 996                            | 63.9%         |
| 45-54 | 1,857          | 1,314                          | 70.8%         |
| 55-64 | 1,904          | 1,505                          | 79.0%         |
| 65-74 | 1,343          | 1,097                          | 81.7%         |
| 75-84 | 755            | 624                            | 82.6%         |
| 85+   | 294            | 214                            | 72.8%         |

# DEMOGRAPHICS

5 Mile Radius

## HOUSING PROFILE



|                               | Occupied Units | Owner Occupied Units |               |
|-------------------------------|----------------|----------------------|---------------|
|                               |                | Number               | % of Occupied |
| Total                         | 9,145          | 6,333                | 69.3%         |
| White Alone                   | 5,993          | 4,700                | 78.4%         |
| Black/African American Alone  | 2,970          | 1,544                | 52.0%         |
| American Indian/Alaska Native | 39             | 23                   | 59.0%         |
| Asian Alone                   | 33             | 14                   | 42.4%         |
| Pacific Islander Alone        | 2              | 0                    | 0.0%          |
| Other Race Alone              | 57             | 23                   | 40.4%         |
| Two or More Races             | 51             | 29                   | 56.9%         |
| Hispanic Origin               | 115            | 55                   | 47.8%         |

### Census 2010 Occupied Housing Units by Size and Home Ownership

|           | Occupied Units | Owner Occupied Units |               |
|-----------|----------------|----------------------|---------------|
|           |                | Number               | % of Occupied |
| Total     | 9,146          | 6,333                | 69.2%         |
| 1-Person  | 2,480          | 1,501                | 60.5%         |
| 2-Person  | 3,096          | 2,377                | 76.8%         |
| 3-Person  | 1,560          | 1,080                | 69.2%         |
| 4-Person  | 1,170          | 834                  | 71.3%         |
| 5-Person  | 501            | 336                  | 67.1%         |
| 6-Person  | 219            | 142                  | 64.8%         |
| 7+ Person | 120            | 63                   | 52.5%         |

### 2019 Housing Affordability

Housing Affordability Index  
Percent of Income for Mortgage

192  
13.3%

# DEMOGRAPHICS

## 10 Mile Radius

## HOUSING PROFILE



| Population                                   |        | Households                   |         |           |         |        |         |
|----------------------------------------------|--------|------------------------------|---------|-----------|---------|--------|---------|
| 2010 Total Population                        | 38,440 | 2019 Median Household Income |         | \$40,368  |         |        |         |
| 2019 Total Population                        | 38,758 | 2024 Median Household Income |         | \$46,410  |         |        |         |
| 2024 Total Population                        | 38,797 | 2019-2024 Annual Rate        |         | 2.83%     |         |        |         |
| 2019-2024 Annual Rate                        | 0.02%  |                              |         |           |         |        |         |
| Housing Units by Occupancy Status and Tenure |        | Census 2010                  |         | 2019      |         | 2024   |         |
|                                              |        | Number                       | Percent | Number    | Percent | Number | Percent |
| Total Housing Units                          |        | 17,053                       | 100.0%  | 17,316    | 100.0%  | 17,497 | 100.0%  |
| Occupied                                     |        | 14,866                       | 87.2%   | 15,006    | 86.7%   | 15,033 | 85.9%   |
| Owner                                        |        | 10,909                       | 64.0%   | 10,546    | 60.9%   | 10,569 | 60.4%   |
| Renter                                       |        | 3,957                        | 23.2%   | 4,460     | 25.8%   | 4,464  | 25.5%   |
| Vacant                                       |        | 2,187                        | 12.8%   | 2,311     | 13.3%   | 2,464  | 14.1%   |
| Owner Occupied Housing Units by Value        |        | 2019                         |         | 2024      |         |        |         |
|                                              |        | Number                       | Percent | Number    | Percent |        |         |
| Total                                        |        | 10,546                       | 100.0%  | 10,569    | 100.0%  |        |         |
| <\$50,000                                    |        | 2,651                        | 25.1%   | 2,289     | 21.7%   |        |         |
| \$50,000-\$99,999                            |        | 2,676                        | 25.4%   | 2,323     | 22.0%   |        |         |
| \$100,000-\$149,999                          |        | 1,224                        | 11.6%   | 1,082     | 10.2%   |        |         |
| \$150,000-\$199,999                          |        | 1,374                        | 13.0%   | 1,422     | 13.5%   |        |         |
| \$200,000-\$249,999                          |        | 881                          | 8.4%    | 986       | 9.3%    |        |         |
| \$250,000-\$299,999                          |        | 633                          | 6.0%    | 778       | 7.4%    |        |         |
| \$300,000-\$399,999                          |        | 531                          | 5.0%    | 806       | 7.6%    |        |         |
| \$400,000-\$499,999                          |        | 255                          | 2.4%    | 402       | 3.8%    |        |         |
| \$500,000-\$749,999                          |        | 189                          | 1.8%    | 286       | 2.7%    |        |         |
| \$750,000-\$999,999                          |        | 93                           | 0.9%    | 138       | 1.3%    |        |         |
| \$1,000,000-\$1,499,999                      |        | 25                           | 0.2%    | 36        | 0.3%    |        |         |
| \$1,500,000-\$1,999,999                      |        | 0                            | 0.0%    | 0         | 0.0%    |        |         |
| \$2,000,000+                                 |        | 14                           | 0.1%    | 21        | 0.2%    |        |         |
| Median Value                                 |        | \$98,991                     |         | \$131,077 |         |        |         |
| Average Value                                |        | \$151,297                    |         | \$180,348 |         |        |         |
| Census 2010 Housing Units                    |        | Number                       |         | Percent   |         |        |         |
| Total                                        |        | 17,053                       |         | 100.0%    |         |        |         |
| In Urbanized Areas                           |        | 117                          |         | 0.7%      |         |        |         |
| In Urban Clusters                            |        | 6,923                        |         | 40.6%     |         |        |         |
| Rural Housing Units                          |        | 10,014                       |         | 58.7%     |         |        |         |



# DEMOGRAPHICS

## 10 Mile Radius

### HOUSING PROFILE



#### Census 2010 Owner Occupied Housing Units by Mortgage Status

|                            | Number | Percent |
|----------------------------|--------|---------|
| Total                      | 10,909 | 100.0%  |
| Owned with a Mortgage/Loan | 6,103  | 55.9%   |
| Owned Free and Clear       | 4,806  | 44.1%   |

#### Census 2010 Vacant Housing Units by Status

|                                      | Number | Percent |
|--------------------------------------|--------|---------|
| Total                                | 2,199  | 100.0%  |
| For Rent                             | 558    | 25.4%   |
| Rented- Not Occupied                 | 46     | 2.1%    |
| For Sale Only                        | 296    | 13.5%   |
| Sold - Not Occupied                  | 117    | 5.3%    |
| Seasonal/Recreational/Occasional Use | 248    | 11.3%   |
| For Migrant Workers                  | 8      | 0.4%    |
| Other Vacant                         | 926    | 42.1%   |

#### Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

|       | Occupied Units | Owner Occupied Units<br>Number % of Occupied |
|-------|----------------|----------------------------------------------|
| Total | 14,864         | 10,908 73.4%                                 |
| 15-24 | 507            | 153 30.2%                                    |
| 25-34 | 1,729          | 899 52.0%                                    |
| 35-44 | 2,608          | 1,791 68.7%                                  |
| 45-54 | 3,157          | 2,375 75.2%                                  |
| 55-64 | 3,203          | 2,630 82.1%                                  |
| 65-74 | 2,127          | 1,790 84.2%                                  |
| 75-84 | 1,121          | 950 84.7%                                    |
| 85+   | 412            | 320 77.7%                                    |

# DEMOGRAPHICS

10 Mile Radius

## HOUSING PROFILE



|                               | Occupied Units | Owner Occupied Units<br>Number | % of Occupied |
|-------------------------------|----------------|--------------------------------|---------------|
| Total                         | 14,866         | 10,909                         | 73.4%         |
| White Alone                   | 9,953          | 7,988                          | 80.3%         |
| Black/African American Alone  | 4,626          | 2,770                          | 59.9%         |
| American Indian/Alaska Native | 55             | 33                             | 60.0%         |
| Asian Alone                   | 38             | 18                             | 47.4%         |
| Pacific Islander Alone        | 2              | 0                              | 0.0%          |
| Other Race Alone              | 96             | 41                             | 42.7%         |
| Two or More Races             | 96             | 59                             | 61.5%         |
| Hispanic Origin               | 191            | 95                             | 49.7%         |

### Census 2010 Occupied Housing Units by Size and Home Ownership

|           | Occupied Units | Owner Occupied Units<br>Number | % of Occupied |
|-----------|----------------|--------------------------------|---------------|
| Total     | 14,865         | 10,909                         | 73.4%         |
| 1-Person  | 3,860          | 2,516                          | 65.2%         |
| 2-Person  | 5,042          | 4,052                          | 80.4%         |
| 3-Person  | 2,610          | 1,923                          | 73.7%         |
| 4-Person  | 1,943          | 1,453                          | 74.8%         |
| 5-Person  | 861            | 618                            | 71.8%         |
| 6-Person  | 348            | 232                            | 66.7%         |
| 7+ Person | 201            | 115                            | 57.2%         |

### 2019 Housing Affordability

Housing Affordability Index  
Percent of Income for Mortgage

213  
12.0%

# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



|                               | 3 miles | 5 miles | 10 miles |
|-------------------------------|---------|---------|----------|
| <b>Population Summary</b>     |         |         |          |
| 2000 Total Population         | 16,843  | 23,066  | 37,623   |
| 2010 Total Population         | 17,137  | 23,512  | 38,440   |
| 2019 Total Population         | 17,405  | 23,760  | 38,758   |
| 2019 Group Quarters           | 744     | 781     | 941      |
| 2024 Total Population         | 17,446  | 23,789  | 38,797   |
| 2019-2024 Annual Rate         | 0.05%   | 0.02%   | 0.02%    |
| 2019 Total Daytime Population | 23,385  | 27,698  | 38,422   |
| Workers                       | 12,840  | 13,626  | 15,706   |
| Residents                     | 10,545  | 14,072  | 22,716   |
| <b>Household Summary</b>      |         |         |          |
| 2000 Households               | 6,646   | 8,975   | 14,439   |
| 2000 Average Household Size   | 2.44    | 2.49    | 2.55     |
| 2010 Households               | 6,710   | 9,145   | 14,866   |
| 2010 Average Household Size   | 2.45    | 2.49    | 2.52     |
| 2019 Households               | 6,811   | 9,238   | 15,005   |
| 2019 Average Household Size   | 2.45    | 2.49    | 2.52     |
| 2024 Households               | 6,831   | 9,253   | 15,033   |
| 2024 Average Household Size   | 2.45    | 2.49    | 2.52     |
| 2019-2024 Annual Rate         | 0.06%   | 0.03%   | 0.04%    |
| 2010 Families                 | 4,532   | 6,303   | 10,410   |
| 2010 Average Family Size      | 3.00    | 3.02    | 3.03     |
| 2019 Families                 | 4,528   | 6,268   | 10,348   |
| 2019 Average Family Size      | 3.03    | 3.04    | 3.05     |
| 2024 Families                 | 4,516   | 6,245   | 10,315   |
| 2024 Average Family Size      | 3.03    | 3.05    | 3.06     |
| 2019-2024 Annual Rate         | -0.05%  | -0.07%  | -0.06%   |



# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



### Housing Unit Summary

|                               |       |        |        |
|-------------------------------|-------|--------|--------|
| 2000 Housing Units            | 7,543 | 10,116 | 16,284 |
| Owner Occupied Housing Units  | 61.3% | 64.9%  | 68.6%  |
| Renter Occupied Housing Units | 26.8% | 23.8%  | 20.1%  |
| Vacant Housing Units          | 11.9% | 11.3%  | 11.3%  |
| 2010 Housing Units            | 7,770 | 10,491 | 17,053 |
| Owner Occupied Housing Units  | 56.5% | 60.4%  | 64.0%  |
| Renter Occupied Housing Units | 29.9% | 26.8%  | 23.2%  |
| Vacant Housing Units          | 13.6% | 12.8%  | 12.8%  |
| 2019 Housing Units            | 7,901 | 10,637 | 17,316 |
| Owner Occupied Housing Units  | 53.4% | 57.2%  | 60.9%  |
| Renter Occupied Housing Units | 32.8% | 29.7%  | 25.8%  |
| Vacant Housing Units          | 13.8% | 13.2%  | 13.3%  |
| 2024 Housing Units            | 7,987 | 10,742 | 17,497 |
| Owner Occupied Housing Units  | 53.2% | 56.8%  | 60.4%  |
| Renter Occupied Housing Units | 32.3% | 29.3%  | 25.5%  |
| Vacant Housing Units          | 14.5% | 13.9%  | 14.1%  |

### Median Household Income

|      |          |          |          |
|------|----------|----------|----------|
| 2019 | \$39,323 | \$41,707 | \$40,368 |
| 2024 | \$45,744 | \$48,956 | \$46,410 |

### Median Home Value

|      |           |           |           |
|------|-----------|-----------|-----------|
| 2019 | \$117,282 | \$113,673 | \$98,991  |
| 2024 | \$156,424 | \$153,169 | \$131,077 |

### Per Capita Income

|      |          |          |          |
|------|----------|----------|----------|
| 2019 | \$22,318 | \$22,991 | \$22,028 |
| 2024 | \$25,629 | \$26,392 | \$25,212 |

### Median Age

|      |      |      |      |
|------|------|------|------|
| 2010 | 38.9 | 39.3 | 39.5 |
| 2019 | 40.7 | 41.4 | 41.6 |
| 2024 | 41.8 | 42.5 | 42.8 |

# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



|                                  | 3 miles  | 5 miles  | 10 miles |
|----------------------------------|----------|----------|----------|
| <b>2019 Households by Income</b> |          |          |          |
| Household Income Base            |          |          |          |
| <\$15,000                        | 6,811    | 9,238    | 15,005   |
| \$15,000 - \$24,999              | 17.9%    | 16.4%    | 15.9%    |
| \$25,000 - \$34,999              | 14.4%    | 13.4%    | 14.3%    |
| \$35,000 - \$49,999              | 13.3%    | 13.6%    | 14.1%    |
| \$50,000 - \$74,999              | 12.5%    | 12.7%    | 13.3%    |
| \$75,000 - \$99,999              | 17.1%    | 17.7%    | 17.7%    |
| \$100,000 - \$149,999            | 8.5%     | 8.7%     | 8.6%     |
| \$150,000 - \$199,999            | 10.2%    | 11.5%    | 11.0%    |
| \$200,000+                       | 4.3%     | 4.5%     | 3.9%     |
| Average Household Income         | 1.7%     | 1.5%     | 1.2%     |
|                                  | \$57,252 | \$58,934 | \$56,760 |
| <b>2024 Households by Income</b> |          |          |          |
| Household Income Base            |          |          |          |
| <\$15,000                        | 6,831    | 9,253    | 15,033   |
| \$15,000 - \$24,999              | 15.7%    | 14.3%    | 13.9%    |
| \$25,000 - \$34,999              | 12.8%    | 11.8%    | 12.6%    |
| \$35,000 - \$49,999              | 12.6%    | 12.9%    | 13.5%    |
| \$50,000 - \$74,999              | 11.6%    | 11.6%    | 12.4%    |
| \$75,000 - \$99,999              | 17.9%    | 18.2%    | 18.3%    |
| \$100,000 - \$149,999            | 9.4%     | 9.5%     | 9.4%     |
| \$150,000 - \$199,999            | 12.3%    | 13.7%    | 13.2%    |
| \$200,000+                       | 5.7%     | 6.0%     | 5.3%     |
| Average Household Income         | 2.0%     | 1.9%     | 1.5%     |
|                                  | \$65,752 | \$67,661 | \$64,935 |



# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



### 2019 Owner Occupied Housing Units by Value

|                           |           |           |           |
|---------------------------|-----------|-----------|-----------|
| Total                     | 4,221     | 6,084     | 10,546    |
| <\$50,000                 | 24.0%     | 23.6%     | 25.1%     |
| \$50,000 - \$99,999       | 22.4%     | 23.3%     | 25.4%     |
| \$100,000 - \$149,999     | 10.6%     | 11.2%     | 11.6%     |
| \$150,000 - \$199,999     | 13.6%     | 13.7%     | 13.0%     |
| \$200,000 - \$249,999     | 10.8%     | 10.1%     | 8.4%      |
| \$250,000 - \$299,999     | 5.4%      | 5.8%      | 6.0%      |
| \$300,000 - \$399,999     | 5.8%      | 5.5%      | 5.0%      |
| \$400,000 - \$499,999     | 3.2%      | 3.1%      | 2.4%      |
| \$500,000 - \$749,999     | 3.2%      | 2.6%      | 1.8%      |
| \$750,000 - \$999,999     | 0.9%      | 0.7%      | 0.9%      |
| \$1,000,000 - \$1,499,999 | 0.2%      | 0.2%      | 0.2%      |
| \$1,500,000 - \$1,999,999 | 0.0%      | 0.0%      | 0.0%      |
| \$2,000,000 +             | 0.1%      | 0.1%      | 0.1%      |
| Average Home Value        | \$165,287 | \$161,138 | \$151,297 |

### 2024 Owner Occupied Housing Units by Value

|                           |           |           |           |
|---------------------------|-----------|-----------|-----------|
| Total                     | 4,248     | 6,105     | 10,569    |
| <\$50,000                 | 20.9%     | 20.4%     | 21.7%     |
| \$50,000 - \$99,999       | 18.6%     | 19.3%     | 22.0%     |
| \$100,000 - \$149,999     | 8.8%      | 9.4%      | 10.2%     |
| \$150,000 - \$199,999     | 13.6%     | 13.8%     | 13.5%     |
| \$200,000 - \$249,999     | 11.7%     | 11.2%     | 9.3%      |
| \$250,000 - \$299,999     | 6.7%      | 7.4%      | 7.4%      |
| \$300,000 - \$399,999     | 8.5%      | 8.3%      | 7.6%      |
| \$400,000 - \$499,999     | 4.9%      | 4.9%      | 3.8%      |
| \$500,000 - \$749,999     | 4.8%      | 3.9%      | 2.7%      |
| \$750,000 - \$999,999     | 1.2%      | 1.0%      | 1.3%      |
| \$1,000,000 - \$1,499,999 | 0.2%      | 0.3%      | 0.3%      |
| \$1,500,000 - \$1,999,999 | 0.0%      | 0.0%      | 0.0%      |
| \$2,000,000 +             | 0.1%      | 0.2%      | 0.2%      |
| Average Home Value        | \$196,741 | \$192,273 | \$180,348 |



# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



|                               | 3 miles | 5 miles | 10 miles |
|-------------------------------|---------|---------|----------|
| <b>2010 Population by Age</b> |         |         |          |
| Total                         | 17,138  | 23,510  | 38,441   |
| 0 - 4                         | 6.6%    | 6.3%    | 6.1%     |
| 5 - 9                         | 6.7%    | 6.7%    | 6.6%     |
| 10 - 14                       | 6.8%    | 6.9%    | 7.0%     |
| 15 - 24                       | 14.7%   | 14.1%   | 13.7%    |
| 25 - 34                       | 10.5%   | 10.5%   | 10.7%    |
| 35 - 44                       | 12.3%   | 12.8%   | 13.2%    |
| 45 - 54                       | 13.9%   | 14.2%   | 14.8%    |
| 55 - 64                       | 13.1%   | 13.5%   | 13.9%    |
| 65 - 74                       | 8.6%    | 8.6%    | 8.4%     |
| 75 - 84                       | 4.8%    | 4.6%    | 4.1%     |
| 85 +                          | 2.0%    | 1.8%    | 1.5%     |
| 18 +                          | 75.7%   | 75.8%   | 75.8%    |
| <b>2019 Population by Age</b> |         |         |          |
| Total                         | 17,404  | 23,759  | 38,757   |
| 0 - 4                         | 5.9%    | 5.7%    | 5.6%     |
| 5 - 9                         | 6.2%    | 6.1%    | 6.0%     |
| 10 - 14                       | 6.3%    | 6.2%    | 6.2%     |
| 15 - 24                       | 13.4%   | 12.8%   | 12.2%    |
| 25 - 34                       | 11.6%   | 12.0%   | 12.3%    |
| 35 - 44                       | 11.2%   | 11.3%   | 11.7%    |
| 45 - 54                       | 12.5%   | 12.9%   | 13.2%    |
| 55 - 64                       | 13.3%   | 13.6%   | 14.2%    |
| 65 - 74                       | 11.4%   | 11.8%   | 11.8%    |
| 75 - 84                       | 5.7%    | 5.6%    | 5.1%     |
| 85 +                          | 2.3%    | 2.1%    | 1.7%     |
| 18 +                          | 78.1%   | 78.5%   | 78.7%    |

# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



### 2024 Population by Age

|         |        |        |        |
|---------|--------|--------|--------|
| Total   | 17,445 | 23,789 | 38,795 |
| 0 - 4   | 5.8%   | 5.6%   | 5.4%   |
| 5 - 9   | 5.9%   | 5.8%   | 5.7%   |
| 10 - 14 | 6.3%   | 6.3%   | 6.3%   |
| 15 - 24 | 13.4%  | 12.6%  | 11.9%  |
| 25 - 34 | 11.0%  | 11.2%  | 11.2%  |
| 35 - 44 | 11.4%  | 11.6%  | 12.0%  |
| 45 - 54 | 12.0%  | 12.3%  | 12.7%  |
| 55 - 64 | 12.9%  | 13.2%  | 13.6%  |
| 65 - 74 | 11.7%  | 12.0%  | 12.3%  |
| 75 - 84 | 7.3%   | 7.3%   | 6.9%   |
| 85 +    | 2.3%   | 2.2%   | 1.9%   |
| 18 +    | 78.4%  | 78.8%  | 78.9%  |

### 2010 Population by Sex

|         |       |        |        |
|---------|-------|--------|--------|
| Males   | 7,949 | 11,031 | 18,426 |
| Females | 9,188 | 12,481 | 20,014 |

### 2019 Population by Sex

|         |       |        |        |
|---------|-------|--------|--------|
| Males   | 8,100 | 11,175 | 18,593 |
| Females | 9,305 | 12,584 | 20,165 |

### 2024 Population by Sex

|         |       |        |        |
|---------|-------|--------|--------|
| Males   | 8,170 | 11,239 | 18,648 |
| Females | 9,276 | 12,549 | 20,149 |

# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



|                                          | 3 miles | 5 miles | 10 miles |
|------------------------------------------|---------|---------|----------|
| <b>2010 Population by Race/Ethnicity</b> |         |         |          |
| Total                                    | 17,138  | 23,512  | 38,440   |
| White Alone                              | 58.0%   | 61.9%   | 63.4%    |
| Black Alone                              | 39.1%   | 35.2%   | 33.8%    |
| American Indian Alone                    | 0.4%    | 0.4%    | 0.3%     |
| Asian Alone                              | 0.5%    | 0.5%    | 0.4%     |
| Pacific Islander Alone                   | 0.0%    | 0.0%    | 0.0%     |
| Some Other Race Alone                    | 0.9%    | 0.9%    | 1.1%     |
| Two or More Races                        | 1.1%    | 1.0%    | 1.1%     |
| Hispanic Origin                          | 1.8%    | 1.9%    | 2.2%     |
| Diversity Index                          | 52.8    | 51.1    | 50.7     |
| <b>2019 Population by Race/Ethnicity</b> |         |         |          |
| Total                                    | 17,404  | 23,759  | 38,758   |
| White Alone                              | 58.8%   | 62.5%   | 63.9%    |
| Black Alone                              | 37.5%   | 33.8%   | 32.5%    |
| American Indian Alone                    | 0.4%    | 0.4%    | 0.4%     |
| Asian Alone                              | 0.8%    | 0.7%    | 0.5%     |
| Pacific Islander Alone                   | 0.0%    | 0.0%    | 0.0%     |
| Some Other Race Alone                    | 1.1%    | 1.1%    | 1.3%     |
| Two or More Races                        | 1.4%    | 1.4%    | 1.4%     |
| Hispanic Origin                          | 2.3%    | 2.3%    | 2.8%     |
| Diversity Index                          | 53.6    | 51.8    | 51.4     |



# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



### 2024 Population by Race/Ethnicity

|                        |        |        |        |
|------------------------|--------|--------|--------|
| Total                  | 17,445 | 23,789 | 38,797 |
| White Alone            | 58.8%  | 62.5%  | 63.8%  |
| Black Alone            | 37.4%  | 33.8%  | 32.4%  |
| American Indian Alone  | 0.4%   | 0.4%   | 0.4%   |
| Asian Alone            | 0.8%   | 0.7%   | 0.5%   |
| Pacific Islander Alone | 0.0%   | 0.0%   | 0.0%   |
| Some Other Race Alone  | 1.1%   | 1.1%   | 1.4%   |
| Two or More Races      | 1.4%   | 1.4%   | 1.4%   |
| Hispanic Origin        | 2.3%   | 2.3%   | 2.9%   |
| Diversity Index        | 53.5   | 51.8   | 51.6   |

### 2010 Population by Relationship and Household Type

|                                 |        |        |        |
|---------------------------------|--------|--------|--------|
| Total                           | 17,137 | 23,512 | 38,440 |
| In Households                   | 95.8%  | 96.8%  | 97.6%  |
| In Family Households            | 81.2%  | 82.8%  | 84.2%  |
| Householder                     | 26.2%  | 26.8%  | 27.1%  |
| Spouse                          | 16.2%  | 17.3%  | 17.8%  |
| Child                           | 32.9%  | 32.9%  | 33.1%  |
| Other relative                  | 4.0%   | 3.9%   | 4.1%   |
| Nonrelative                     | 1.9%   | 1.9%   | 2.1%   |
| In Nonfamily Households         | 14.6%  | 14.0%  | 13.4%  |
| In Group Quarters               | 4.2%   | 3.2%   | 2.4%   |
| Institutionalized Population    | 1.0%   | 0.9%   | 0.7%   |
| Noninstitutionalized Population | 3.2%   | 2.3%   | 1.6%   |

# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



|                                                      | 3 miles | 5 miles | 10 miles |
|------------------------------------------------------|---------|---------|----------|
| <b>2019 Population 25+ by Educational Attainment</b> |         |         |          |
| Total                                                | 11,857  | 16,447  | 27,150   |
| Less than 9th Grade                                  | 5.5%    | 4.9%    | 5.0%     |
| 9th - 12th Grade, No Diploma                         | 9.7%    | 9.6%    | 11.5%    |
| High School Graduate                                 | 27.5%   | 28.0%   | 29.5%    |
| GED/Alternative Credential                           | 5.4%    | 5.6%    | 5.4%     |
| Some College, No Degree                              | 15.6%   | 16.6%   | 17.8%    |
| Associate Degree                                     | 10.9%   | 10.9%   | 9.9%     |
| Bachelor's Degree                                    | 15.7%   | 15.1%   | 13.4%    |
| Graduate/Professional Degree                         | 9.7%    | 9.4%    | 7.5%     |
| <b>2019 Population 15+ by Marital Status</b>         |         |         |          |
| Total                                                | 14,193  | 19,483  | 31,857   |
| Never Married                                        | 37.1%   | 36.0%   | 34.0%    |
| Married                                              | 44.9%   | 46.4%   | 47.8%    |
| Widowed                                              | 7.9%    | 7.5%    | 7.2%     |
| Divorced                                             | 10.2%   | 10.1%   | 11.0%    |
| <b>2019 Civilian Population 16+ in Labor Force</b>   |         |         |          |
| Civilian Employed                                    | 92.6%   | 92.8%   | 92.7%    |
| Civilian Unemployed (Unemployment Rate)              | 7.4%    | 7.2%    | 7.3%     |
| <b>2019 Employed Population 16+ by Industry</b>      |         |         |          |
| Total                                                | 6,962   | 9,827   | 16,248   |
| Agriculture/Mining                                   | 0.7%    | 0.6%    | 1.8%     |
| Construction                                         | 5.1%    | 5.3%    | 6.6%     |
| Manufacturing                                        | 17.2%   | 17.9%   | 19.6%    |
| Wholesale Trade                                      | 2.3%    | 2.3%    | 2.6%     |
| Retail Trade                                         | 13.2%   | 13.2%   | 12.6%    |
| Transportation/Utilities                             | 8.5%    | 8.8%    | 8.7%     |
| Information                                          | 1.1%    | 1.2%    | 1.2%     |
| Finance/Insurance/Real Estate                        | 4.0%    | 4.3%    | 4.2%     |
| Services                                             | 42.5%   | 42.0%   | 39.3%    |
| Public Administration                                | 5.3%    | 4.5%    | 3.4%     |

**2019 Employed Population 16+ by Occupation**

|                                 |       |       |        |
|---------------------------------|-------|-------|--------|
| Total                           | 6,962 | 9,827 | 16,249 |
| White Collar                    | 58.1% | 57.9% | 54.7%  |
| Management/Business/Financial   | 15.3% | 14.5% | 12.7%  |
| Professional                    | 20.4% | 20.5% | 18.6%  |
| Sales                           | 8.8%  | 9.2%  | 9.2%   |
| Administrative Support          | 13.5% | 13.8% | 14.2%  |
| Services                        | 17.0% | 16.1% | 15.4%  |
| Blue Collar                     | 25.0% | 26.0% | 29.9%  |
| Farming/Forestry/Fishing        | 0.0%  | 0.2%  | 1.4%   |
| Construction/Extraction         | 3.5%  | 3.8%  | 4.3%   |
| Installation/Maintenance/Repair | 4.0%  | 4.1%  | 4.5%   |
| Production                      | 9.4%  | 10.5% | 13.1%  |
| Transportation/Material Moving  | 8.0%  | 7.3%  | 6.6%   |

**2010 Population By Urban/ Rural Status**

|                                     |        |        |        |
|-------------------------------------|--------|--------|--------|
| Total Population                    | 17,137 | 23,512 | 38,440 |
| Population Inside Urbanized Area    | 0.0%   | 0.0%   | 0.7%   |
| Population Inside Urbanized Cluster | 73.3%  | 59.7%  | 39.3%  |
| Rural Population                    | 26.7%  | 40.3%  | 60.0%  |



# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



### 2010 Households by Type

|                                      | 3 miles | 5 miles | 10 miles |
|--------------------------------------|---------|---------|----------|
| Total                                | 6,710   | 9,146   | 14,865   |
| Households with 1 Person             | 28.4%   | 27.1%   | 26.0%    |
| Households with 2+ People            | 71.6%   | 72.9%   | 74.0%    |
| Family Households                    | 67.5%   | 68.9%   | 70.0%    |
| Husband-wife Families                | 41.8%   | 44.4%   | 46.1%    |
| With Related Children                | 16.6%   | 17.9%   | 18.8%    |
| Other Family (No Spouse Present)     | 25.7%   | 24.5%   | 24.0%    |
| Other Family with Male Householder   | 4.4%    | 4.7%    | 5.4%     |
| With Related Children                | 2.1%    | 2.3%    | 2.8%     |
| Other Family with Female Householder | 21.4%   | 19.8%   | 18.6%    |
| With Related Children                | 14.2%   | 12.9%   | 12.0%    |
| Nonfamily Households                 | 4.1%    | 4.0%    | 4.0%     |
| All Households with Children         | 33.3%   | 33.5%   | 34.0%    |
| Multigenerational Households         | 5.7%    | 5.5%    | 5.8%     |
| Unmarried Partner Households         | 5.2%    | 5.3%    | 5.7%     |
| Male-female                          | 4.7%    | 4.8%    | 5.1%     |
| Same-sex                             | 0.5%    | 0.5%    | 0.5%     |

### 2010 Households by Size

|                      |       |       |        |
|----------------------|-------|-------|--------|
| Total                | 6,709 | 9,144 | 14,865 |
| 1 Person Household   | 28.4% | 27.1% | 26.0%  |
| 2 Person Household   | 33.2% | 33.9% | 33.9%  |
| 3 Person Household   | 16.9% | 17.1% | 17.6%  |
| 4 Person Household   | 12.3% | 12.8% | 13.1%  |
| 5 Person Household   | 5.4%  | 5.5%  | 5.8%   |
| 6 Person Household   | 2.4%  | 2.4%  | 2.3%   |
| 7 + Person Household | 1.4%  | 1.3%  | 1.4%   |

### 2010 Households by Tenure and Mortgage Status

|                            |       |       |        |
|----------------------------|-------|-------|--------|
| Total                      | 6,710 | 9,145 | 14,866 |
| Owner Occupied             | 65.4% | 69.2% | 73.4%  |
| Owned with a Mortgage/Loan | 38.0% | 40.0% | 41.1%  |
| Owned Free and Clear       | 27.4% | 29.2% | 32.3%  |
| Renter Occupied            | 34.6% | 30.8% | 26.6%  |

### 2010 Housing Units By Urban/ Rural Status

|                                        |       |        |        |
|----------------------------------------|-------|--------|--------|
| Total Housing Units                    | 7,770 | 10,491 | 17,053 |
| Housing Units Inside Urbanized Area    | 0.0%  | 0.0%   | 0.7%   |
| Housing Units Inside Urbanized Cluster | 74.7% | 61.5%  | 40.6%  |
| Rural Housing Units                    | 25.3% | 38.5%  | 58.7%  |

# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



|                                                      | 3 miles | 5 miles | 10 miles |
|------------------------------------------------------|---------|---------|----------|
| <b>2010 Households by Type</b>                       |         |         |          |
| Total                                                | 6,710   | 9,146   | 14,865   |
| Households with 1 Person                             | 28.4%   | 27.1%   | 26.0%    |
| Households with 2+ People                            | 71.6%   | 72.9%   | 74.0%    |
| Family Households                                    | 67.5%   | 68.9%   | 70.0%    |
| Husband-wife Families                                | 41.8%   | 44.4%   | 46.1%    |
| With Related Children                                | 16.6%   | 17.9%   | 18.8%    |
| Other Family (No Spouse Present)                     | 25.7%   | 24.5%   | 24.0%    |
| Other Family with Male Householder                   | 4.4%    | 4.7%    | 5.4%     |
| With Related Children                                | 2.1%    | 2.3%    | 2.8%     |
| Other Family with Female Householder                 | 21.4%   | 19.8%   | 18.6%    |
| With Related Children                                | 14.2%   | 12.9%   | 12.0%    |
| Nonfamily Households                                 | 4.1%    | 4.0%    | 4.0%     |
| All Households with Children                         | 33.3%   | 33.5%   | 34.0%    |
| Multigenerational Households                         | 5.7%    | 5.5%    | 5.8%     |
| Unmarried Partner Households                         | 5.2%    | 5.3%    | 5.7%     |
| Male-female                                          | 4.7%    | 4.8%    | 5.1%     |
| Same-sex                                             | 0.5%    | 0.5%    | 0.5%     |
| <b>2010 Households by Size</b>                       |         |         |          |
| Total                                                | 6,709   | 9,144   | 14,865   |
| 1 Person Household                                   | 28.4%   | 27.1%   | 26.0%    |
| 2 Person Household                                   | 33.2%   | 33.9%   | 33.9%    |
| 3 Person Household                                   | 16.9%   | 17.1%   | 17.6%    |
| 4 Person Household                                   | 12.3%   | 12.8%   | 13.1%    |
| 5 Person Household                                   | 5.4%    | 5.5%    | 5.8%     |
| 6 Person Household                                   | 2.4%    | 2.4%    | 2.3%     |
| 7 + Person Household                                 | 1.4%    | 1.3%    | 1.4%     |
| <b>2010 Households by Tenure and Mortgage Status</b> |         |         |          |
| Total                                                | 6,710   | 9,145   | 14,866   |
| Owner Occupied                                       | 65.4%   | 69.2%   | 73.4%    |
| Owned with a Mortgage/Loan                           | 38.0%   | 40.0%   | 41.1%    |
| Owned Free and Clear                                 | 27.4%   | 29.2%   | 32.3%    |
| Renter Occupied                                      | 34.6%   | 30.8%   | 26.6%    |



# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



|                                    | 3 miles                   | 5 miles                   | 10 miles                  |
|------------------------------------|---------------------------|---------------------------|---------------------------|
| <b>Top 3 Tapestry Segments</b>     |                           |                           |                           |
| 1.                                 | Midlife Constants (5E)    | Southern Satellites (10A) | Rural Bypasses (10E)      |
| 2.                                 | Rural Bypasses (10E)      | Rural Bypasses (10E)      | Southern Satellites (10A) |
| 3.                                 | Modest Income Homes (12D) | Midlife Constants (5E)    | Midlife Constants (5E)    |
| <b>2019 Consumer Spending</b>      |                           |                           |                           |
| Apparel & Services: Total \$       | \$9,671,577               | \$13,490,738              | \$21,281,449              |
| Average Spent                      | \$1,419.99                | \$1,460.35                | \$1,418.29                |
| Spending Potential Index           | 66                        | 68                        | 66                        |
| Education: Total \$                | \$6,443,490               | \$8,967,042               | \$13,731,398              |
| Average Spent                      | \$946.04                  | \$970.67                  | \$915.12                  |
| Spending Potential Index           | 59                        | 61                        | 57                        |
| Entertainment/Recreation: Total \$ | \$15,349,138              | \$21,447,323              | \$34,005,606              |
| Average Spent                      | \$2,253.58                | \$2,321.64                | \$2,266.28                |
| Spending Potential Index           | 69                        | 71                        | 69                        |
| Food at Home: Total \$             | \$24,817,092              | \$34,606,366              | \$55,097,573              |
| Average Spent                      | \$3,643.68                | \$3,746.09                | \$3,671.95                |
| Spending Potential Index           | 70                        | 72                        | 71                        |
| Food Away from Home: Total \$      | \$16,540,960              | \$23,146,141              | \$36,381,153              |
| Average Spent                      | \$2,428.57                | \$2,505.54                | \$2,424.60                |
| Spending Potential Index           | 66                        | 68                        | 66                        |



# DEMOGRAPHICS

3/5/10 Mile Radius

## MARKET PROFILE



### 2019 Consumer Spending

|                                                             |              |               |               |
|-------------------------------------------------------------|--------------|---------------|---------------|
| Health Care: Total \$                                       | \$29,388,247 | \$41,087,713  | \$65,073,590  |
| Average Spent                                               | \$4,314.82   | \$4,447.68    | \$4,336.79    |
| Spending Potential Index                                    | 73           | 75            | 73            |
| HH Furnishings & Equipment: Total \$                        | \$9,599,586  | \$13,416,191  | \$21,033,252  |
| Average Spent                                               | \$1,409.42   | \$1,452.28    | \$1,401.75    |
| Spending Potential Index                                    | 66           | 68            | 66            |
| Personal Care Products & Services: Total \$                 | \$3,956,327  | \$5,537,948   | \$8,607,451   |
| Average Spent                                               | \$580.87     | \$599.47      | \$573.64      |
| Spending Potential Index                                    | 66           | 68            | 65            |
| Shelter: Total \$                                           | \$77,901,065 | \$107,588,413 | \$164,043,072 |
| Average Spent                                               | \$11,437.54  | \$11,646.29   | \$10,932.56   |
| Spending Potential Index                                    | 62           | 63            | 59            |
| Support Payments/Cash Contributions/Gifts in Kind: Total \$ | \$11,732,899 | \$16,436,873  | \$26,002,746  |
| Average Spent                                               | \$1,722.64   | \$1,779.27    | \$1,732.94    |
| Spending Potential Index                                    | 69           | 72            | 70            |
| Travel: Total \$                                            | \$9,299,999  | \$13,012,365  | \$20,071,042  |
| Average Spent                                               | \$1,365.44   | \$1,408.57    | \$1,337.62    |
| Spending Potential Index                                    | 61           | 63            | 60            |
| Vehicle Maintenance & Repairs: Total \$                     | \$5,417,217  | \$7,527,901   | \$11,882,358  |
| Average Spent                                               | \$795.36     | \$814.88      | \$791.89      |
| Spending Potential Index                                    | 70           | 71            | 69            |

# DEMOGRAPHICS

3 Mile Radius

## RETAIL DEMAND OUTLOOK



| Top Tapestry Segments               | Percent | Demographic Summary     | 2019                   | 2024                      |
|-------------------------------------|---------|-------------------------|------------------------|---------------------------|
| Midlife Constants (5E)              | 18.4%   | Population              | 17,405                 | 17,446                    |
| Rural Bypasses (10E)                | 17.7%   | Households              | 6,811                  | 6,831                     |
| Modest Income Homes (12D)           | 15.2%   | Families                | 4,528                  | 4,516                     |
| Southern Satellites (10A)           | 11.2%   | Median Age              | 40.7                   | 41.8                      |
| Small Town Simplicity (12C)         | 7.8%    | Median Household Income | \$39,323               | \$45,744                  |
| Apparel and Services                |         |                         |                        |                           |
|                                     |         | 2019 Consumer Spending  | 2024 Forecasted Demand | Projected Spending Growth |
| Men's                               |         | \$9,671,577             | \$11,135,657           | \$1,464,080               |
| Women's                             |         | \$1,834,038             | \$2,112,150            | \$278,112                 |
| Children's                          |         | \$3,189,179             | \$3,672,790            | \$483,611                 |
| Footwear                            |         | \$1,534,408             | \$1,765,730            | \$231,322                 |
| Watches & Jewelry                   |         | \$2,194,402             | \$2,526,066            | \$331,664                 |
| Apparel Products and Services (1)   |         | \$648,539               | \$746,657              | \$98,118                  |
| Computer                            |         | \$271,011               | \$312,264              | \$41,253                  |
| Computers and Hardware for Home Use |         | \$685,563               | \$789,747              | \$104,184                 |
| Portable Memory                     |         | \$18,262                | \$21,033               | \$2,771                   |
| Computer Software                   |         | \$41,414                | \$47,708               | \$6,294                   |
| Computer Accessories                |         | \$80,711                | \$93,006               | \$12,295                  |



# DEMOGRAPHICS

3 Mile Radius

## RETAIL DEMAND OUTLOOK



### Entertainment & Recreation

#### Fees and Admissions

#### Membership Fees for Clubs (2)

#### Fees for Participant Sports, excl. Trips

#### Tickets to Theatre/Operas/Concerts

#### Tickets to Movies

#### Tickets to Parks or Museums

#### Admission to Sporting Events, excl. Trips

#### Fees for Recreational Lessons

#### Dating Services

#### TV/Video/Audio

#### Cable and Satellite Television Services

#### Televisions

#### Satellite Dishes

#### VCRs, Video Cameras, and DVD Players

#### Miscellaneous Video Equipment

#### Video Cassettes and DVDs

#### Video Game Hardware/Accessories

#### Video Game Software

#### Rental/Streaming/Downloaded Video

#### Installation of Televisions

#### Audio (3)

|              |              |             |
|--------------|--------------|-------------|
| \$15,349,138 | \$17,676,926 | \$2,327,788 |
| \$2,701,435  | \$3,114,263  | \$412,828   |
| \$899,945    | \$1,037,484  | \$137,539   |
| \$427,496    | \$492,756    | \$65,260    |
| \$268,551    | \$309,763    | \$41,212    |
| \$202,425    | \$233,277    | \$30,852    |
| \$136,219    | \$156,872    | \$20,653    |
| \$269,276    | \$310,359    | \$41,083    |
| \$494,451    | \$570,215    | \$75,764    |
| \$3,072      | \$3,537      | \$465       |
| \$6,317,711  | \$7,271,195  | \$953,484   |
| \$4,722,874  | \$5,435,088  | \$712,214   |
| \$521,919    | \$600,799    | \$78,880    |
| \$6,939      | \$7,991      | \$1,052     |
| \$26,388     | \$30,379     | \$3,991     |
| \$120,645    | \$138,930    | \$18,285    |
| \$58,176     | \$66,943     | \$8,767     |
| \$135,670    | \$156,098    | \$20,428    |
| \$67,217     | \$77,387     | \$10,170    |
| \$194,621    | \$224,179    | \$29,558    |
| \$4,746      | \$5,472      | \$726       |
| \$442,391    | \$509,367    | \$66,976    |



# DEMOGRAPHICS

3 Mile Radius

## RETAIL DEMAND OUTLOOK



|                                          |              |              |             |
|------------------------------------------|--------------|--------------|-------------|
| Pets                                     | \$3,510,445  | \$4,041,101  | \$530,656   |
| Toys/Games/Crafts/Hobbies (4)            | \$525,927    | \$605,777    | \$79,850    |
| Recreational Vehicles and Fees (5)       | \$667,506    | \$770,427    | \$102,921   |
| Sports/Recreation/Exercise Equipment (6) | \$862,793    | \$994,253    | \$131,460   |
| Photo Equipment and Supplies (7)         | \$216,594    | \$249,592    | \$32,998    |
| Reading (8)                              | \$460,441    | \$530,727    | \$70,286    |
| Catered Affairs (9)                      | \$86,287     | 99,591       | \$13,304    |
| <b>Food</b>                              |              |              |             |
| Food at Home                             | \$41,358,052 | \$47,619,351 | \$6,261,299 |
| Bakery and Cereal Products               | \$24,817,092 | \$28,571,968 | \$3,754,876 |
| Meats, Poultry, Fish, and Eggs           | \$3,264,168  | \$3,758,108  | \$493,940   |
| Dairy Products                           | \$5,541,590  | \$6,378,914  | \$837,324   |
| Fruits and Vegetables                    | \$2,538,879  | \$2,923,730  | \$384,851   |
| Snacks and Other Food at Home (10)       | \$4,609,746  | \$5,308,818  | \$699,072   |
| Food Away from Home                      | \$8,862,710  | \$10,202,398 | \$1,339,688 |
| Alcoholic Beverages                      | \$16,540,960 | \$19,047,383 | \$2,506,423 |
|                                          | \$2,246,473  | \$2,589,443  | \$342,970   |

## DEMOGRAPHICS

3 Mile Radius

## RETAIL DEMAND OUTLOOK



### Financial

|                                        |               |               |              |
|----------------------------------------|---------------|---------------|--------------|
| Value of Stocks/Bonds/Mutual Funds     | \$84,831,859  | \$97,901,747  | \$13,069,888 |
| Value of Retirement Plans              | \$404,364,199 | \$466,248,919 | \$61,884,720 |
| Value of Other Financial Assets        | \$24,887,375  | \$28,696,193  | \$3,808,818  |
| Vehicle Loan Amount excluding Interest | \$15,370,815  | \$17,682,392  | \$2,311,577  |
| Value of Credit Card Debt              | \$11,347,238  | \$13,064,858  | \$1,717,620  |

### Health

|                               |             |             |           |
|-------------------------------|-------------|-------------|-----------|
| Nonprescription Drugs         | \$744,246   | \$856,847   | \$112,601 |
| Prescription Drugs            | \$2,076,406 | \$2,389,863 | \$313,457 |
| Eyeglasses and Contact Lenses | \$434,322   | \$500,380   | \$66,058  |

### Home

|                                           |              |              |             |
|-------------------------------------------|--------------|--------------|-------------|
| Mortgage Payment and Basics (11)          | \$42,653,537 | \$49,168,995 | \$6,515,458 |
| Maintenance and Remodeling Services       | \$9,205,982  | \$10,609,796 | \$1,403,814 |
| Maintenance and Remodeling Materials (12) | \$2,412,115  | \$2,779,477  | \$367,362   |
| Utilities, Fuel, and Public Services      | \$24,905,931 | \$28,667,049 | \$3,761,118 |

### Household Furnishings and Equipment

|                            |             |             |           |
|----------------------------|-------------|-------------|-----------|
| Household Textiles (13)    | \$466,400   | \$537,045   | \$70,645  |
| Furniture                  | \$2,697,514 | \$3,107,009 | \$409,495 |
| Rugs                       | \$136,824   | \$157,767   | \$20,943  |
| Major Appliances (14)      | \$1,750,300 | \$2,015,257 | \$264,957 |
| Housewares (15)            | \$494,701   | \$569,761   | \$75,060  |
| Small Appliances           | \$224,681   | \$258,701   | \$34,020  |
| Luggage                    | \$54,364    | \$62,642    | \$8,278   |
| Telephones and Accessories | \$297,852   | \$343,285   | \$45,433  |

## DEMOGRAPHICS

3 Mile Radius

## RETAIL DEMAND OUTLOOK



### Household Operations

|                                |             |             |           |
|--------------------------------|-------------|-------------|-----------|
| Child Care                     | \$2,051,338 | \$2,362,945 | \$311,607 |
| Lawn and Garden (16)           | \$2,254,686 | \$2,597,772 | \$343,086 |
| Moving/Storage/Freight Express | \$264,306   | \$304,455   | \$40,149  |
| Housekeeping Supplies (17)     | \$3,727,793 | \$4,291,558 | \$563,765 |

### Insurance

|                                |              |              |             |
|--------------------------------|--------------|--------------|-------------|
| Owners and Renters Insurance   | \$3,083,152  | \$3,550,077  | \$466,925   |
| Vehicle Insurance              | \$7,895,285  | \$9,085,881  | \$1,190,596 |
| Life/Other Insurance           | \$2,371,002  | \$2,729,925  | \$358,923   |
| Health Insurance               | \$19,540,207 | \$22,502,449 | \$2,962,242 |
| Personal Care Products (18)    | \$2,284,019  | \$2,630,047  | \$346,028   |
| School Books and Supplies (19) | \$694,240    | 799,335      | \$105,095   |
| Smoking Products               | \$2,535,100  | \$2,914,744  | \$379,644   |

### Transportation

|                                       |              |              |             |
|---------------------------------------|--------------|--------------|-------------|
| Payments on Vehicles excluding Leases | \$13,594,030 | \$15,641,737 | \$2,047,707 |
| Gasoline and Motor Oil                | \$11,664,809 | \$13,424,147 | \$1,759,338 |
| Vehicle Maintenance and Repairs       | \$5,417,217  | \$6,238,412  | \$821,195   |

### Travel

|                            |             |             |           |
|----------------------------|-------------|-------------|-----------|
| Airline Fares              | \$2,030,054 | \$2,340,403 | \$310,349 |
| Lodging on Trips           | \$2,678,840 | \$3,086,977 | \$408,137 |
| Auto/Truck Rental on Trips | \$94,835    | \$109,381   | \$14,546  |
| Food and Drink on Trips    | \$2,264,297 | \$2,609,238 | \$344,941 |



# DEMOGRAPHICS

5 Mile Radius

## RETAIL DEMAND OUTLOOK



| Top Tapestry Segments               | Percent | Demographic Summary     | 2019              | 2024                      |
|-------------------------------------|---------|-------------------------|-------------------|---------------------------|
| Southern Satellites (10A)           | 21.9%   | Population              | 23,760            | 23,789                    |
| Rural Bypasses (10E)                | 17.7%   | Households              | 9,238             | 9,253                     |
| Midlife Constants (5E)              | 14.9%   | Families                | 6,268             | 6,245                     |
| Modest Income Homes (12D)           | 11.2%   | Median Age              | 41.4              | 42.5                      |
| Middleburg (4C)                     | 7.6%    | Median Household Income | \$41,707          | \$48,956                  |
|                                     |         |                         |                   |                           |
|                                     |         |                         | 2019              | 2024                      |
|                                     |         |                         | Consumer Spending | Forecasted Demand         |
|                                     |         |                         |                   | Projected Spending Growth |
| <b>Apparel and Services</b>         |         |                         |                   |                           |
| Men's                               |         |                         | \$13,490,738      | \$15,509,048              |
| Women's                             |         |                         | \$2,552,730       | \$2,935,182               |
| Children's                          |         |                         | \$4,445,299       | \$5,111,248               |
| Footwear                            |         |                         | \$2,156,064       | \$2,477,508               |
| Watches & Jewelry                   |         |                         | \$3,039,439       | \$3,493,726               |
| Apparel Products and Services (1)   |         |                         | \$916,920         | \$1,053,974               |
| <b>Computer</b>                     |         |                         | \$380,287         | \$437,410                 |
| Computers and Hardware for Home Use |         |                         | \$947,731         | \$1,089,954               |
| Portable Memory                     |         |                         | \$25,464          | \$29,280                  |
| Computer Software                   |         |                         | \$56,378          | \$64,843                  |
| Computer Accessories                |         |                         | \$112,102         | \$128,955                 |
|                                     |         |                         |                   | \$142,223                 |
|                                     |         |                         |                   | \$3,816                   |
|                                     |         |                         |                   | \$8,465                   |
|                                     |         |                         |                   | \$16,853                  |

# DEMOGRAPHICS

5 Mile Radius

## RETAIL DEMAND OUTLOOK



### Entertainment & Recreation

|                                           |              |              |             |
|-------------------------------------------|--------------|--------------|-------------|
| Fees and Admissions                       | \$21,447,323 | \$24,660,590 | \$3,213,267 |
| Membership Fees for Clubs (2)             | \$3,756,266  | \$4,322,156  | \$565,890   |
| Fees for Participant Sports, excl. Trips  | \$1,255,140  | \$1,444,244  | \$189,104   |
| Tickets to Theatre/Operas/Concerts        | \$599,883    | \$690,145    | \$90,262    |
| Tickets to Movies                         | \$366,193    | \$421,587    | \$55,394    |
| Tickets to Parks or Museums               | \$278,426    | \$320,296    | \$41,870    |
| Admission to Sporting Events, excl. Trips | \$189,674    | \$218,082    | \$28,408    |
| Fees for Recreational Lessons             | \$376,792    | \$433,483    | \$56,691    |
| Dating Services                           | \$686,114    | \$789,670    | \$103,556   |
| TV/Video/Audio                            | \$4,042      | \$4,648      | \$606       |
| Cable and Satellite Television Services   | \$8,817,992  | \$10,134,491 | \$1,316,499 |
| Televisions                               | \$6,597,814  | \$7,582,341  | \$984,527   |
| Satellite Dishes                          | \$726,485    | \$835,049    | \$108,564   |
| VCRs, Video Cameras, and DVD Players      | \$9,833      | \$11,306     | \$1,473     |
| Miscellaneous Video Equipment             | \$36,615     | \$42,089     | \$5,474     |
| Video Cassettes and DVDs                  | \$170,765    | \$196,315    | \$25,550    |
| Video Game Hardware/Accessories           | \$81,406     | \$93,541     | \$12,135    |
| Video Game Software                       | \$185,865    | \$213,568    | \$27,703    |
| Rental/Streaming/Downloaded Video         | \$92,119     | \$105,898    | \$13,779    |
| Installation of Televisions               | \$267,792    | \$307,951    | \$40,159    |
| Audio (3)                                 | \$6,722      | \$7,736      | \$1,014     |
|                                           | \$620,853    | \$713,727    | \$92,874    |



# DEMOGRAPHICS

5 Mile Radius

## RETAIL DEMAND OUTLOOK



|                                          |              |              |             |
|------------------------------------------|--------------|--------------|-------------|
| Pets                                     | \$4,942,862  | \$5,681,611  | \$738,749   |
| Toys/Games/Crafts/Hobbies (4)            | \$729,102    | \$838,424    | \$109,322   |
| Recreational Vehicles and Fees (5)       | \$926,305    | \$1,066,931  | \$140,626   |
| Sports/Recreation/Exercise Equipment (6) | \$1,220,645  | \$1,404,004  | \$183,359   |
| Photo Equipment and Supplies (7)         | \$301,353    | \$346,645    | \$45,292    |
| Reading (8)                              | \$637,128    | \$733,086    | \$95,958    |
| Catered Affairs (9)                      | \$115,671    | 133,242      | \$17,571    |
| <b>Food</b>                              |              |              |             |
| Food at Home                             | \$57,752,506 | \$66,393,402 | \$8,640,896 |
| Bakery and Cereal Products               | \$34,606,366 | \$39,782,351 | \$5,175,985 |
| Meats, Poultry, Fish, and Eggs           | \$4,550,315  | \$5,230,969  | \$680,654   |
| Dairy Products                           | \$7,727,587  | \$8,882,268  | \$1,154,681 |
| Fruits and Vegetables                    | \$3,534,383  | \$4,063,777  | \$529,394   |
| Snacks and Other Food at Home (10)       | \$6,426,025  | \$7,388,773  | \$962,748   |
| Food Away from Home                      | \$12,368,056 | \$14,216,564 | \$1,848,508 |
| Alcoholic Beverages                      | \$23,146,141 | \$26,611,050 | \$3,464,909 |
|                                          | \$3,113,710  | \$3,582,545  | \$468,835   |



# DEMOGRAPHICS

5 Mile Radius

## RETAIL DEMAND OUTLOOK



### Financial

|                                        |               |               |              |
|----------------------------------------|---------------|---------------|--------------|
| Value of Stocks/Bonds/Mutual Funds     | \$116,862,625 | \$134,591,711 | \$17,729,086 |
| Value of Retirement Plans              | \$564,097,679 | \$649,186,816 | \$85,089,137 |
| Value of Other Financial Assets        | \$33,126,054  | \$38,133,926  | \$5,007,872  |
| Vehicle Loan Amount excluding Interest | \$21,788,614  | \$25,031,214  | \$3,242,600  |
| Value of Credit Card Debt              | \$15,851,993  | \$18,223,313  | \$2,371,320  |

### Health

|                               |             |             |           |
|-------------------------------|-------------|-------------|-----------|
| Nonprescription Drugs         | \$1,044,316 | \$1,200,501 | \$156,185 |
| Prescription Drugs            | \$2,917,411 | \$3,353,049 | \$435,638 |
| Eyeglasses and Contact Lenses | \$603,550   | \$694,185   | \$90,635  |

### Home

|                                           |              |              |             |
|-------------------------------------------|--------------|--------------|-------------|
| Mortgage Payment and Basics (11)          | \$60,357,450 | \$69,443,542 | \$9,086,092 |
| Maintenance and Remodeling Services       | \$13,078,418 | \$15,044,602 | \$1,966,184 |
| Maintenance and Remodeling Materials (12) | \$3,407,361  | \$3,919,309  | \$511,948   |
| Utilities, Fuel, and Public Services      | \$34,798,827 | \$39,996,321 | \$5,197,494 |

### Household Furnishings and Equipment

|                            |             |             |           |
|----------------------------|-------------|-------------|-----------|
| Household Textiles (13)    | \$648,339   | \$745,390   | \$97,051  |
| Furniture                  | \$3,747,314 | \$4,309,151 | \$561,837 |
| Rugs                       | \$187,176   | \$215,424   | \$28,248  |
| Major Appliances (14)      | \$2,466,756 | \$2,835,727 | \$368,971 |
| Housewares (15)            | \$691,859   | \$795,541   | \$103,682 |
| Small Appliances           | \$310,628   | \$357,123   | \$46,495  |
| Luggage                    | \$75,429    | \$86,761    | \$11,332  |
| Telephones and Accessories | \$418,902   | \$481,910   | \$63,008  |

# DEMOGRAPHICS

5 Mile Radius

## RETAIL DEMAND OUTLOOK



### Household Operations

|                                |             |             |           |
|--------------------------------|-------------|-------------|-----------|
| Child Care                     | \$2,877,956 | \$3,309,320 | \$431,364 |
| Lawn and Garden (16)           | \$3,194,362 | \$3,673,974 | \$479,612 |
| Moving/Storage/Freight Express | \$362,329   | \$416,688   | \$54,359  |
| Housekeeping Supplies (17)     | \$5,223,912 | \$6,004,894 | \$780,982 |

### Insurance

|                                |              |              |             |
|--------------------------------|--------------|--------------|-------------|
| Owners and Renters Insurance   | \$4,391,952  | \$5,048,994  | \$657,042   |
| Vehicle Insurance              | \$11,060,425 | \$12,710,480 | \$1,650,055 |
| Life/Other Insurance           | \$3,347,599  | \$3,848,368  | \$500,769   |
| Health Insurance               | \$27,335,172 | \$31,429,570 | \$4,094,398 |
| Personal Care Products (18)    | \$3,184,196  | \$3,660,840  | \$476,644   |
| School Books and Supplies (19) | \$968,244    | 1,113,093    | \$144,849   |
| Smoking Products               | \$3,511,634  | \$4,033,077  | \$521,443   |

### Transportation

|                                       |              |              |             |
|---------------------------------------|--------------|--------------|-------------|
| Payments on Vehicles excluding Leases | \$19,248,389 | \$22,116,584 | \$2,868,195 |
| Gasoline and Motor Oil                | \$16,381,275 | \$18,825,131 | \$2,443,856 |
| Vehicle Maintenance and Repairs       | \$7,527,901  | \$8,655,528  | \$1,127,627 |

### Travel

|                            |             |             |           |
|----------------------------|-------------|-------------|-----------|
| Airline Fares              | \$2,813,687 | \$3,237,799 | \$424,112 |
| Lodging on Trips           | \$3,766,669 | \$4,332,797 | \$566,128 |
| Auto/Truck Rental on Trips | \$129,828   | \$149,450   | \$19,622  |
| Food and Drink on Trips    | \$3,167,926 | \$3,644,058 | \$476,132 |

# DEMOGRAPHICS

10 Mile Radius

## RETAIL DEMAND OUTLOOK



| Top Tapestry Segments               |  | Percent | Demographic Summary     |                   | 2019            | 2024     |
|-------------------------------------|--|---------|-------------------------|-------------------|-----------------|----------|
| Rural Bypasses (10E)                |  | 29.2%   | Population              |                   | 38,758          | 38,797   |
| Southern Satellites (10A)           |  | 27.8%   | Households              |                   | 15,005          | 15,033   |
| Midlife Constants (5E)              |  | 9.2%    | Families                |                   | 10,348          | 10,315   |
| Modest Income Homes (12D)           |  | 6.9%    | Median Age              |                   | 41.6            | 42.8     |
| Salt of the Earth (6B)              |  | 6.1%    | Median Household Income |                   | \$40,368        | \$46,410 |
|                                     |  |         | 2019                    | 2024              | Projected       |          |
|                                     |  |         | Consumer Spending       | Forecasted Demand | Spending Growth |          |
| <b>Apparel and Services</b>         |  |         |                         |                   |                 |          |
| Men's                               |  |         | \$21,281,449            | \$24,388,885      | \$3,107,436     |          |
| Women's                             |  |         | \$4,019,524             | \$4,606,904       | \$587,380       |          |
| Children's                          |  |         | \$6,940,980             | \$7,955,581       | \$1,014,601     |          |
| Footwear                            |  |         | \$3,478,253             | \$3,984,897       | \$506,644       |          |
| Watches & Jewelry                   |  |         | \$4,798,219             | \$5,498,159       | \$699,940       |          |
| Apparel Products and Services (1)   |  |         | \$1,462,348             | \$1,675,866       | \$213,518       |          |
|                                     |  |         | \$582,126               | \$667,478         | \$85,352        |          |
| <b>Computer</b>                     |  |         |                         |                   |                 |          |
| Computers and Hardware for Home Use |  |         | \$1,439,153             | \$1,649,818       | \$210,665       |          |
| Portable Memory                     |  |         | \$39,240                | \$44,981          | \$5,741         |          |
| Computer Software                   |  |         | \$83,159                | \$95,338          | \$12,179        |          |
| Computer Accessories                |  |         | \$170,228               | \$195,178         | \$24,950        |          |



# DEMOGRAPHICS

## 10 Mile Radius

## RETAIL DEMAND OUTLOOK



### Entertainment & Recreation

|                                           |              |              |             |
|-------------------------------------------|--------------|--------------|-------------|
| Fees and Admissions                       | \$34,005,606 | \$38,974,262 | \$4,968,656 |
| Membership Fees for Clubs (2)             | \$5,598,149  | \$6,420,216  | \$822,067   |
| Fees for Participant Sports, excl. Trips  | \$1,881,680  | \$2,158,063  | \$276,383   |
| Tickets to Theatre/Operas/Concerts        | \$900,282    | \$1,032,439  | \$132,157   |
| Tickets to Movies                         | \$530,217    | \$608,247    | \$78,030    |
| Tickets to Parks or Museums               | \$410,602    | \$470,822    | \$60,220    |
| Admission to Sporting Events, excl. Trips | \$297,048    | \$340,431    | \$43,383    |
| Fees for Recreational Lessons             | \$567,782    | \$651,097    | \$83,315    |
| Dating Services                           | \$1,004,906  | \$1,152,662  | \$147,756   |
| TV/Video/Audio                            | \$5,631      | \$6,455      | \$824       |
| Cable and Satellite Television Services   | \$14,224,280 | \$16,297,535 | \$2,073,255 |
| Televisions                               | \$10,741,178 | \$12,305,994 | \$1,564,816 |
| Satellite Dishes                          | \$1,151,681  | \$1,319,705  | \$168,024   |
| VCRs, Video Cameras, and DVD Players      | \$15,455     | \$17,716     | \$2,261     |
| Miscellaneous Video Equipment             | \$56,905     | \$65,213     | \$8,308     |
| Video Cassettes and DVDs                  | \$263,449    | \$301,980    | \$38,531    |
| Video Game Hardware/Accessories           | \$132,602    | \$151,904    | \$19,302    |
| Video Game Software                       | \$292,223    | \$334,747    | \$42,524    |
| Rental/Streaming/Downloaded Video         | \$139,703    | \$160,101    | \$20,398    |
| Installation of Televisions               | \$400,579    | \$459,196    | \$58,617    |
| Audio (3)                                 | \$10,565     | \$12,116     | \$1,551     |
|                                           | \$987,882    | \$1,132,127  | \$144,245   |

# DEMOGRAPHICS

10 Mile Radius

## RETAIL DEMAND OUTLOOK



|                                          |              |               |              |
|------------------------------------------|--------------|---------------|--------------|
| Pets                                     | \$8,188,125  | \$9,381,703   | \$1,193,578  |
| Toys/Games/Crafts/Hobbies (4)            | \$1,120,448  | \$1,284,308   | \$163,860    |
| Recreational Vehicles and Fees (5)       | \$1,422,773  | \$1,632,341   | \$209,568    |
| Sports/Recreation/Exercise Equipment (6) | \$1,867,389  | \$2,141,207   | \$273,818    |
| Photo Equipment and Supplies (7)         | \$456,044    | \$522,881     | \$66,837     |
| Reading (8)                              | \$968,020    | \$1,110,027   | \$142,007    |
| Catered Affairs (9)                      | \$160,379    | 184,045       | \$23,666     |
| <b>Food</b>                              |              |               |              |
| Food at Home                             | \$91,478,725 | \$104,835,378 | \$13,356,653 |
| Bakery and Cereal Products               | \$55,097,573 | \$63,138,632  | \$8,041,059  |
| Meats, Poultry, Fish, and Eggs           | \$7,239,314  | \$8,295,898   | \$1,056,584  |
| Dairy Products                           | \$12,358,136 | \$14,160,660  | \$1,802,524  |
| Fruits and Vegetables                    | \$5,596,715  | \$6,414,168   | \$817,453    |
| Snacks and Other Food at Home (10)       | \$10,094,696 | \$11,569,982  | \$1,475,286  |
| Food Away from Home                      | \$19,808,711 | \$22,697,924  | \$2,889,213  |
| Alcoholic Beverages                      | \$36,381,153 | \$41,696,746  | \$5,315,593  |
|                                          | \$4,638,530  | \$5,319,469   | \$680,939    |



# DEMOGRAPHICS

## 10 Mile Radius

## RETAIL DEMAND OUTLOOK



### Financial

Value of Stocks/Bonds/Mutual Funds

Value of Retirement Plans

Value of Other Financial Assets

Vehicle Loan Amount excluding Interest

Value of Credit Card Debt

\$171,087,103  
\$854,912,647  
\$46,173,876  
\$36,019,603  
\$25,186,981

\$196,318,902  
\$980,462,700  
\$52,971,257  
\$41,261,211  
\$28,862,983

\$25,231,799  
\$125,550,053  
\$6,797,381  
\$5,241,608  
\$3,676,002

### Health

Nonprescription Drugs

Prescription Drugs

Eyeglasses and Contact Lenses

\$1,679,269  
\$4,773,335  
\$943,533

\$1,924,382  
\$5,469,079  
\$1,081,538

\$245,113  
\$695,744  
\$138,005

### Home

Mortgage Payment and Basics (11)

Maintenance and Remodeling Services

Maintenance and Remodeling Materials (12)

Utilities, Fuel, and Public Services

\$93,594,511  
\$20,590,646  
\$5,475,955  
\$55,932,829

\$107,323,535  
\$23,608,487  
\$6,277,003  
\$64,088,676

\$13,729,024  
\$3,017,841  
\$801,048  
\$8,155,847

### Household Furnishings and Equipment

Household Textiles (13)

Furniture

Rugs

Major Appliances (14)

Housewares (15)

Small Appliances

Luggage

Telephones and Accessories

\$1,016,537  
\$5,757,897  
\$277,817  
\$3,971,165  
\$1,097,219  
\$488,812  
\$112,997  
\$643,361

\$1,164,999  
\$6,600,229  
\$318,577  
\$4,550,896  
\$1,257,533  
\$560,171  
\$129,560  
\$737,791

\$148,462  
\$842,332  
\$40,760  
\$579,731  
\$160,314  
\$71,359  
\$16,563  
\$94,430



# DEMOGRAPHICS

10 Mile Radius

## RETAIL DEMAND OUTLOOK



### Household Operations

|                                |             |             |             |
|--------------------------------|-------------|-------------|-------------|
| Child Care                     | \$4,413,374 | \$5,059,026 | \$645,652   |
| Lawn and Garden (16)           | \$5,101,890 | \$5,848,633 | \$746,743   |
| Moving/Storage/Freight Express | \$532,525   | \$610,533   | \$78,008    |
| Housekeeping Supplies (17)     | \$8,389,636 | \$9,613,785 | \$1,224,149 |

### Insurance

|                                |              |              |             |
|--------------------------------|--------------|--------------|-------------|
| Owners and Renters Insurance   | \$7,119,818  | \$8,159,883  | \$1,040,065 |
| Vehicle Insurance              | \$17,952,803 | \$20,568,553 | \$2,615,750 |
| Life/Other Insurance           | \$5,439,226  | \$6,232,967  | \$793,741   |
| Health Insurance               | \$43,441,447 | \$49,788,046 | \$6,346,599 |
| Personal Care Products (18)    | \$4,978,408  | \$5,705,699  | \$727,291   |
| School Books and Supplies (19) | \$1,529,503  | 1,752,806    | \$223,303   |
| Smoking Products               | \$5,889,508  | \$6,744,019  | \$854,511   |

### Transportation

|                                       |              |              |             |
|---------------------------------------|--------------|--------------|-------------|
| Payments on Vehicles excluding Leases | \$31,764,545 | \$36,389,569 | \$4,625,024 |
| Gasoline and Motor Oil                | \$26,617,342 | \$30,495,757 | \$3,878,415 |
| Vehicle Maintenance and Repairs       | \$11,882,358 | \$13,618,109 | \$1,735,751 |

### Travel

|                            |             |             |           |
|----------------------------|-------------|-------------|-----------|
| Airline Fares              | \$4,212,829 | \$4,831,483 | \$618,654 |
| Lodging on Trips           | \$5,873,220 | \$6,733,739 | \$860,519 |
| Auto/Truck Rental on Trips | \$188,034   | \$215,688   | \$27,654  |
| Food and Drink on Trips    | \$4,896,744 | \$5,614,183 | \$717,439 |

## DEMOGRAPHICS

## RETAIL DEMAND OUTLOOK



- 1) **Apparel Products and Services** includes shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- 2) **Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- 3) **Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, musical instruments and accessories, and rental and repair of musical instruments.
- 4) **Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, online entertainment and games, and stamp and coin collecting.
- 5) **Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, and camp fees.
- 6) **Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- 7) **Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- 8) **Reading** includes digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
- 9) **Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- 10) **Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- 11) **Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent on owned dwellings.
- 12) **Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- 13) **Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers and decorative pillows.
- 14) **Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- 15) **Housewares** includes flatware, dishes, cups glasses, serving pieces, nonelectric cookware, and tableware.
- 16) **Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- 17) **Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- 18) **Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, ath products, nail products, deodorant, feminine hygiene products, adult diapers, other miscellaneous care products and personal care appliances.
- 19) **School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.



# DEMOGRAPHICS

## 3 Mile Radius

### RETAIL LEAKAGE PROFILE



#### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2019 Population               | 17,405   |
| 2019 Households               | 6,811    |
| 2019 Median Disposable Income | \$33,922 |
| 2019 Per Capita Income        | \$22,318 |

#### 2017 Industry Summary

|                                     | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap     | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|----------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$212,169,244                | \$329,523,328            | -\$117,354,084 | -21.7                     | 218                     |
| Total Retail Trade                  | 44-45     | \$192,855,946                | \$301,626,939            | -\$108,770,993 | -22.0                     | 167                     |
| Total Food & Drink                  | 722       | \$19,313,298                 | \$27,896,389             | -\$8,583,091   | -18.2                     | 51                      |

#### 2017 Industry Group

|                                               | NAICS | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-----------------------------------------------|-------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441   | \$43,115,408                 | \$80,404,218             | -\$37,288,810 | -30.2                     | 27                      |
| Automobile Dealers                            | 4411  | \$34,952,867                 | \$42,776,522             | -\$7,823,655  | -10.1                     | 14                      |
| Other Motor Vehicle Dealers                   | 4412  | \$3,928,169                  | \$31,754,202             | -\$27,826,033 | -78.0                     | 3                       |
| Auto Parts, Accessories & Tire Stores         | 4413  | \$4,234,372                  | \$5,873,493              | -\$1,639,121  | -16.2                     | 10                      |
| Furniture & Home Furnishings Stores           | 442   | \$6,421,484                  | \$4,188,190              | \$2,233,294   | 21.0                      | 7                       |
| Furniture Stores                              | 4421  | \$4,117,537                  | \$3,406,137              | \$711,400     | 9.5                       | 5                       |
| Home Furnishings Stores                       | 4422  | \$2,303,946                  | \$782,053                | \$1,521,893   | 49.3                      | 2                       |
| Electronics & Appliance Stores                | 443   | \$5,177,545                  | \$3,101,044              | \$2,076,501   | 25.1                      | 7                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444   | \$13,882,072                 | \$20,202,279             | -\$6,320,207  | -18.5                     | 10                      |
| Bldg Material & Supplies Dealers              | 4441  | \$13,165,290                 | \$19,428,610             | -\$6,263,320  | -19.2                     | 7                       |
| Lawn & Garden Equip & Supply Stores           | 4442  | \$716,783                    | \$773,669                | -\$56,886     | -3.8                      | 3                       |



# DEMOGRAPHICS

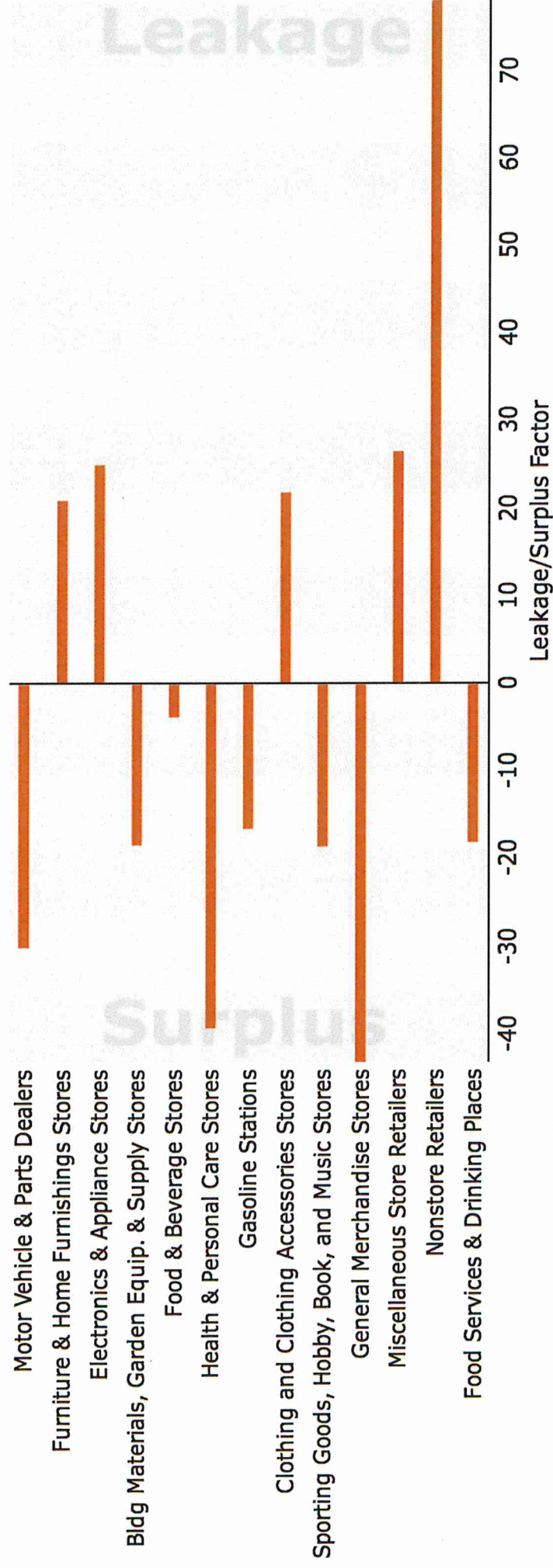
## 3 Mile Radius

## RETAIL LEAKAGE PROFILE



| 2017 Industry Group                        | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|--------------------------------------------|----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Food & Beverage Stores                     | 445      | \$33,724,004                 | \$36,479,322             | -\$2,755,318  | -3.9                      | 21                      |
| Grocery Stores                             | 4451     | \$30,931,607                 | \$33,074,499             | -\$2,142,892  | -3.3                      | 12                      |
| Specialty Food Stores                      | 4452     | \$1,179,646                  | \$1,446,904              | -\$267,258    | -10.2                     | 5                       |
| Beer, Wine & Liquor Stores                 | 4453     | \$1,612,751                  | \$1,957,919              | -\$345,168    | -9.7                      | 4                       |
| Health & Personal Care Stores              | 446,4461 | \$12,814,133                 | \$29,442,378             | -\$16,628,245 | -39.4                     | 14                      |
| Gasoline Stations                          | 447,4471 | \$23,105,322                 | \$32,343,881             | -\$9,238,559  | -16.7                     | 15                      |
| Clothing & Clothing Accessories Stores     | 448      | \$7,915,230                  | \$5,063,044              | \$2,852,186   | 22.0                      | 17                      |
| Clothing Stores                            | 4481     | \$5,213,446                  | \$2,969,639              | \$2,243,807   | 27.4                      | 13                      |
| Shoe Stores                                | 4482     | \$1,259,404                  | \$2,093,405              | -\$834,001    | -24.9                     | 4                       |
| Jewelry, Luggage & Leather Goods Stores    | 4483     | \$1,442,380                  | \$0                      | \$1,442,380   | 100.0                     | 0                       |
| Sporting Goods, Hobby, Book & Music Stores | 451      | \$5,110,429                  | \$7,463,076              | -\$2,352,647  | -18.7                     | 8                       |
| Sporting Goods/Hobby/Musical Instr Stores  | 4511     | \$4,370,919                  | \$6,954,749              | -\$2,583,830  | -22.8                     | 7                       |
| Book, Periodical & Music Stores            | 4512     | \$739,510                    | \$508,327                | \$231,183     | 18.5                      | 1                       |
| General Merchandise Stores                 | 452      | \$30,948,023                 | \$78,193,162             | -\$47,245,139 | -43.3                     | 16                      |
| Department Stores Excluding Leased Depts.  | 4521     | \$22,610,506                 | \$67,474,643             | -\$44,864,137 | -49.8                     | 7                       |
| Other General Merchandise Stores           | 4529     | \$8,337,516                  | \$10,718,519             | -\$2,381,003  | -12.5                     | 9                       |
| Miscellaneous Store Retailers              | 453      | \$7,533,334                  | \$4,365,486              | \$3,167,848   | 26.6                      | 24                      |
| Florists                                   | 4531     | \$258,868                    | \$480,936                | -\$222,068    | -30.0                     | 6                       |
| Office Supplies, Stationery & Gift Stores  | 4532     | \$1,511,206                  | \$395,185                | \$1,116,021   | 58.5                      | 7                       |
| Used Merchandise Stores                    | 4533     | \$824,487                    | \$1,733,677              | -\$909,190    | -35.5                     | 5                       |
| Other Miscellaneous Store Retailers        | 4539     | \$4,938,772                  | \$1,755,689              | \$3,183,083   | 47.5                      | 6                       |
| Nonstore Retailers                         | 454      | \$3,108,963                  | \$380,859                | \$2,728,104   | 78.2                      | 1                       |
| Electronic Shopping & Mail-Order Houses    | 4541     | \$2,046,180                  | \$380,859                | \$1,665,321   | 68.6                      | 1                       |
| Vending Machine Operators                  | 4542     | \$118,398                    | \$0                      | \$118,398     | 100.0                     | 0                       |
| Direct Selling Establishments              | 4543     | \$944,385                    | \$0                      | \$944,385     | 100.0                     | 0                       |
| Food Services & Drinking Places            | 722      | \$19,313,298                 | \$27,896,389             | -\$8,583,091  | -18.2                     | 51                      |
| Special Food Services                      | 7223     | \$276,136                    | \$61,516                 | \$214,620     | 63.6                      | 1                       |
| Drinking Places - Alcoholic Beverages      | 7224     | \$1,231,941                  | \$599,778                | \$632,163     | 34.5                      | 2                       |
| Restaurants/Other Eating Places            | 7225     | \$17,805,221                 | \$27,235,095             | -\$9,429,874  | -20.9                     | 48                      |

## 2017 Leakage/Surplus Factor by Industry Subsector





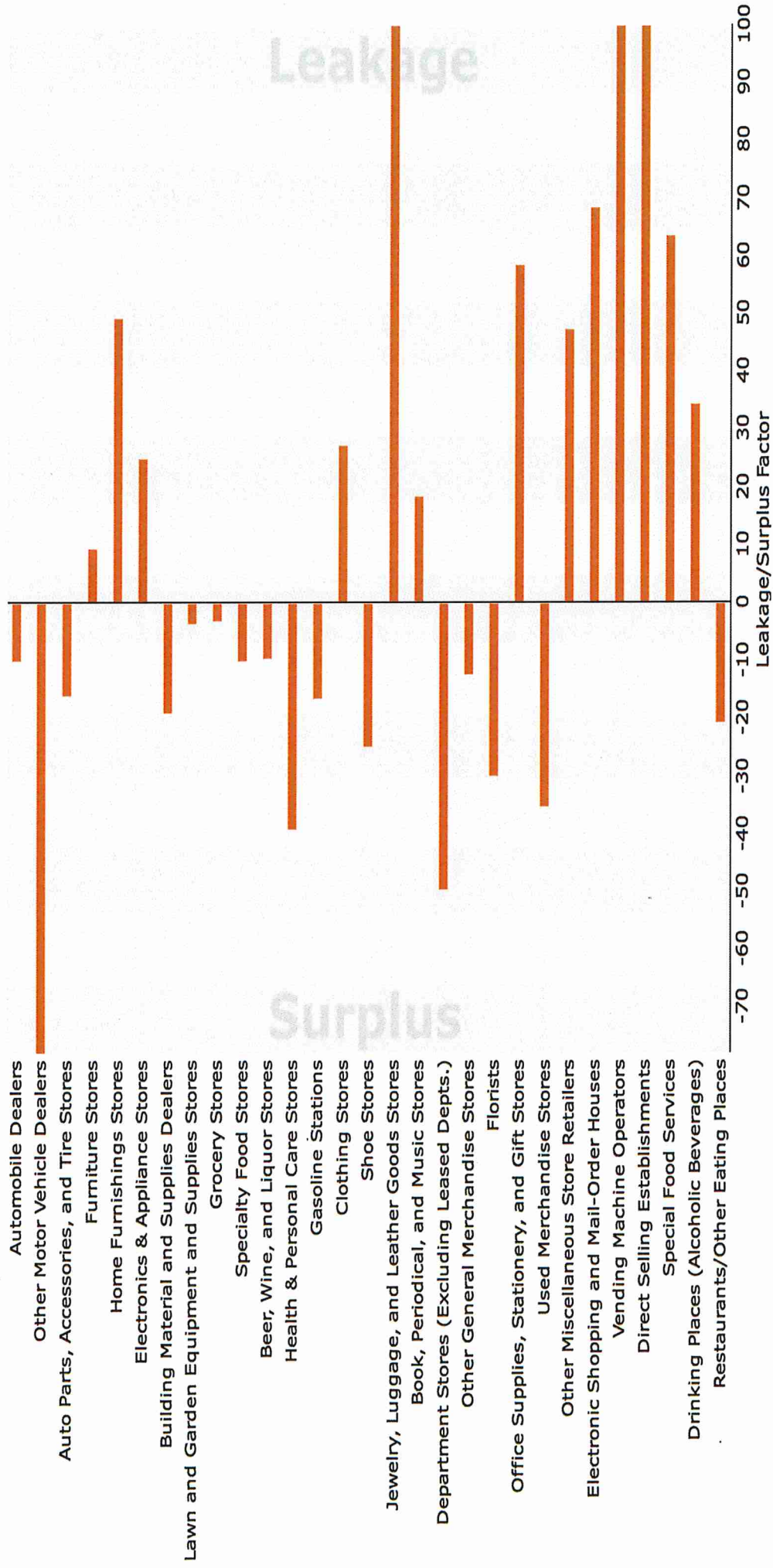
# DEMOGRAPHICS

3 Mile Radius

## RETAIL LEAKAGE PROFILE



### 2017 Leakage/Surplus Factor by Industry Group



# DEMOGRAPHICS

5 Mile Radius

## RETAIL LEAKAGE PROFILE



### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2019 Population               | 23,760   |
| 2019 Households               | 9,238    |
| 2019 Median Disposable Income | \$35,690 |
| 2019 Per Capita Income        | \$22,991 |

### 2017 Industry Summary

|                                     | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$293,830,476                | \$348,317,956            | -\$54,487,480 | -8.5                      | 235                     |
| Total Retail Trade                  | 44-45     | \$267,170,677                | \$319,229,044            | -\$52,058,367 | -8.9                      | 182                     |
| Total Food & Drink                  | 722       | \$26,659,800                 | \$29,088,912             | -\$2,429,112  | -4.4                      | 53                      |

### 2017 Industry Group

|                                               | NAICS | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-----------------------------------------------|-------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441   | \$59,997,323                 | \$86,096,991             | -\$26,099,668 | -17.9                     | 31                      |
| Automobile Dealers                            | 4411  | \$48,668,973                 | \$48,426,186             | \$242,787     | 0.3                       | 18                      |
| Other Motor Vehicle Dealers                   | 4412  | \$5,483,899                  | \$31,754,202             | -\$26,270,303 | -70.5                     | 3                       |
| Auto Parts, Accessories & Tire Stores         | 4413  | \$5,844,451                  | \$5,916,603              | -\$72,152     | -0.6                      | 10                      |
| Furniture & Home Furnishings Stores           | 442   | \$8,866,559                  | \$4,261,704              | \$4,604,855   | 35.1                      | 7                       |
| Furniture Stores                              | 4421  | \$5,675,681                  | \$3,479,651              | \$2,196,030   | 24.0                      | 5                       |
| Home Furnishings Stores                       | 4422  | \$3,190,878                  | \$782,053                | \$2,408,825   | 60.6                      | 2                       |
| Electronics & Appliance Stores                | 443   | \$7,108,851                  | \$3,101,044              | \$4,007,807   | 39.3                      | 7                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444   | \$19,449,897                 | \$23,519,880             | -\$4,069,983  | -9.5                      | 12                      |
| Bldg Material & Supplies Dealers              | 4441  | \$18,456,036                 | \$22,297,536             | -\$3,841,500  | -9.4                      | 8                       |
| Lawn & Garden Equip & Supply Stores           | 4442  | \$993,861                    | \$1,222,344              | -\$228,483    | -10.3                     | 3                       |



# DEMOGRAPHICS

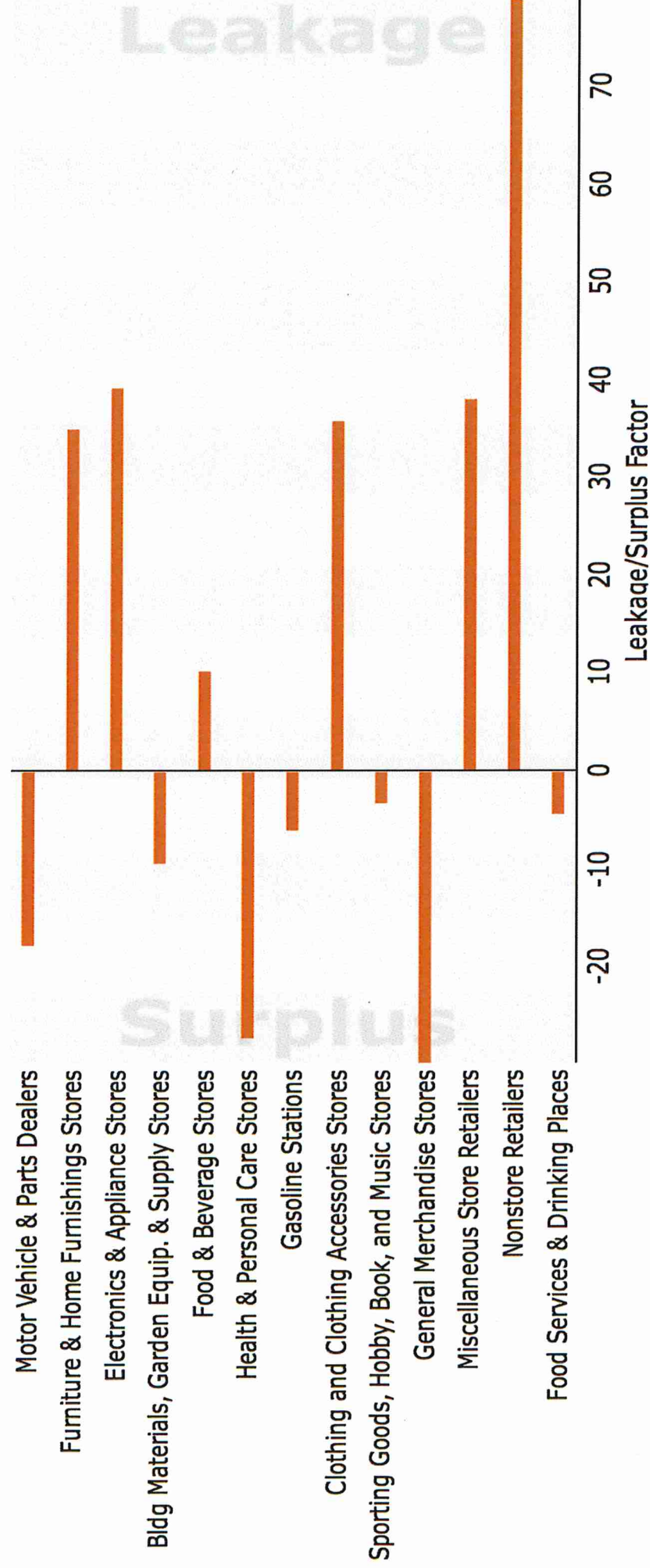
5 Mile Radius

## RETAIL LEAKAGE PROFILE



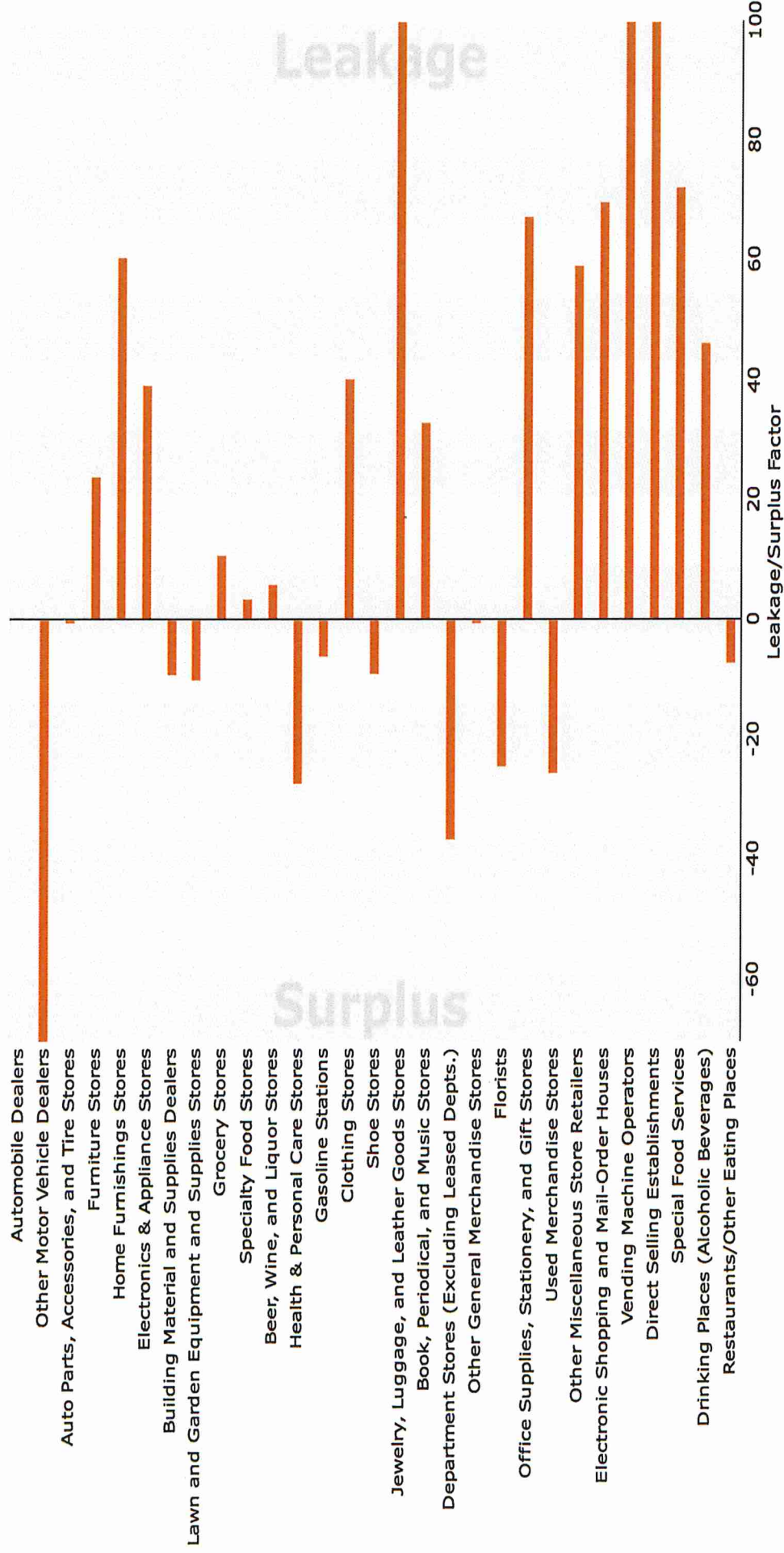
| 2017 Industry Group                        | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|--------------------------------------------|----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Food & Beverage Stores                     | 445      | \$46,524,066                 | \$37,850,960             | \$8,673,106   | 10.3                      | 24                      |
| Grocery Stores                             | 4451     | \$42,687,615                 | \$34,379,356             | \$8,308,259   | 10.8                      | 14                      |
| Specialty Food Stores                      | 4452     | \$1,627,179                  | \$1,513,684              | \$113,495     | 3.6                       | 5                       |
| Beer, Wine & Liquor Stores                 | 4453     | \$2,209,272                  | \$1,957,919              | \$251,353     | 6.0                       | 4                       |
| Health & Personal Care Stores              | 446,4461 | \$17,719,971                 | \$31,099,760             | -\$13,379,789 | -27.4                     | 15                      |
| Gasoline Stations                          | 447,4471 | \$32,074,804                 | \$36,280,294             | -\$4,205,490  | -6.2                      | 17                      |
| Clothing & Clothing Accessories Stores     | 448      | \$10,905,225                 | \$5,148,404              | \$5,756,821   | 35.9                      | 18                      |
| Clothing Stores                            | 4481     | \$7,193,246                  | \$3,054,999              | \$4,138,247   | 40.4                      | 14                      |
| Shoe Stores                                | 4482     | \$1,745,749                  | \$2,093,405              | -\$347,656    | -9.1                      | 4                       |
| Jewelry, Luggage & Leather Goods Stores    | 4483     | \$1,966,230                  | \$0                      | \$1,966,230   | 100.0                     | 0                       |
| Sporting Goods, Hobby, Book & Music Stores | 451      | \$7,054,762                  | \$7,532,073              | -\$477,311    | -3.3                      | 8                       |
| Sporting Goods/Hobby/Musical Instr Stores  | 4511     | \$6,042,907                  | \$7,023,746              | -\$980,839    | -7.5                      | 7                       |
| Book, Periodical & Music Stores            | 4512     | \$1,011,855                  | \$508,327                | \$503,528     | 33.1                      | 1                       |
| General Merchandise Stores                 | 452      | \$42,762,369                 | \$79,166,077             | -\$36,403,708 | -29.9                     | 17                      |
| Department Stores Excluding Leased Depts.  | 4521     | \$31,233,610                 | \$67,474,643             | -\$36,241,033 | -36.7                     | 7                       |
| Other General Merchandise Stores           | 4529     | \$11,528,759                 | \$11,691,434             | -\$162,675    | -0.7                      | 10                      |
| Miscellaneous Store Retailers              | 453      | \$10,437,879                 | \$4,673,113              | \$5,764,766   | 38.1                      | 26                      |
| Florists                                   | 4531     | \$355,224                    | \$586,112                | -\$230,888    | -24.5                     | 7                       |
| Office Supplies, Stationery & Gift Stores  | 4532     | \$2,085,422                  | \$406,376                | \$1,679,046   | 67.4                      | 7                       |
| Used Merchandise Stores                    | 4533     | \$1,134,479                  | \$1,924,936              | -\$790,457    | -25.8                     | 6                       |
| Other Miscellaneous Store Retailers        | 4539     | \$6,862,754                  | \$1,755,689              | \$5,107,065   | 59.3                      | 6                       |
| Nonstore Retailers                         | 454      | \$4,268,970                  | \$498,744                | \$3,770,226   | 79.1                      | 1                       |
| Electronic Shopping & Mail-Order Houses    | 4541     | \$2,813,053                  | \$498,744                | \$2,314,309   | 69.9                      | 1                       |
| Vending Machine Operators                  | 4542     | \$163,360                    | \$0                      | \$163,360     | 100.0                     | 0                       |
| Direct Selling Establishments              | 4543     | \$1,292,557                  | \$0                      | \$1,292,557   | 100.0                     | 0                       |
| Food Services & Drinking Places            | 722      | \$26,659,800                 | \$29,088,912             | -\$2,429,112  | -4.4                      | 53                      |
| Special Food Services                      | 7223     | \$382,729                    | \$61,516                 | \$321,213     | 72.3                      | 1                       |
| Drinking Places - Alcoholic Beverages      | 7224     | \$1,684,901                  | \$618,701                | \$1,066,200   | 46.3                      | 2                       |
| Restaurants/Other Eating Places            | 7225     | \$24,592,169                 | \$28,408,695             | -\$3,816,526  | -7.2                      | 50                      |

## 2017 Leakage/Surplus Factor by Industry Subsector





## 2017 Leakage/Surplus Factor by Industry Group



# DEMOGRAPHICS

10 Mile Radius

## RETAIL LEAKAGE PROFILE



### Summary Demographics

|                               |          |
|-------------------------------|----------|
| 2019 Population               | 38,758   |
| 2019 Households               | 15,005   |
| 2019 Median Disposable Income | \$34,793 |
| 2019 Per Capita Income        | \$22,028 |

### 2017 Industry Summary

|                                     | NAICS     | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap   | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-------------------------------------|-----------|------------------------------|--------------------------|--------------|---------------------------|-------------------------|
| Total Retail Trade and Food & Drink | 44-45,722 | \$460,011,992                | \$392,942,822            | \$67,069,170 | 7.9                       | 264                     |
| Total Retail Trade                  | 44-45     | \$419,009,495                | \$361,277,053            | \$57,732,442 | 7.4                       | 206                     |
| Total Food & Drink                  | 722       | \$41,002,497                 | \$31,665,769             | \$9,336,728  | 12.8                      | 58                      |

### 2017 Industry Group

|                                               | NAICS | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|-----------------------------------------------|-------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Motor Vehicle & Parts Dealers                 | 441   | \$95,208,760                 | \$102,555,343            | -\$7,346,583  | -3.7                      | 39                      |
| Automobile Dealers                            | 4411  | \$77,354,409                 | \$61,966,011             | \$15,388,398  | 11.0                      | 26                      |
| Other Motor Vehicle Dealers                   | 4412  | \$8,747,648                  | \$34,672,728             | -\$25,925,080 | -59.7                     | 4                       |
| Auto Parts, Accessories & Tire Stores         | 4413  | \$9,106,703                  | \$5,916,603              | \$3,190,100   | 21.2                      | 10                      |
| Furniture & Home Furnishings Stores           | 442   | \$13,623,567                 | \$4,573,262              | \$9,050,305   | 49.7                      | 7                       |
| Furniture Stores                              | 4421  | \$8,711,687                  | \$3,791,209              | \$4,920,478   | 39.4                      | 5                       |
| Home Furnishings Stores                       | 4422  | \$4,911,880                  | \$782,053                | \$4,129,827   | 72.5                      | 2                       |
| Electronics & Appliance Stores                | 443   | \$10,885,163                 | \$3,440,703              | \$7,444,460   | 52.0                      | 8                       |
| Bldg Materials, Garden Equip. & Supply Stores | 444   | \$30,874,649                 | \$24,942,252             | \$5,932,397   | 10.6                      | 13                      |
| Bldg Material & Supplies Dealers              | 4441  | \$29,300,710                 | \$22,912,293             | \$6,388,417   | 12.2                      | 9                       |
| Lawn & Garden Equip & Supply Stores           | 4442  | \$1,573,938                  | \$2,029,959              | -\$456,021    | -12.7                     | 4                       |



# DEMOGRAPHICS

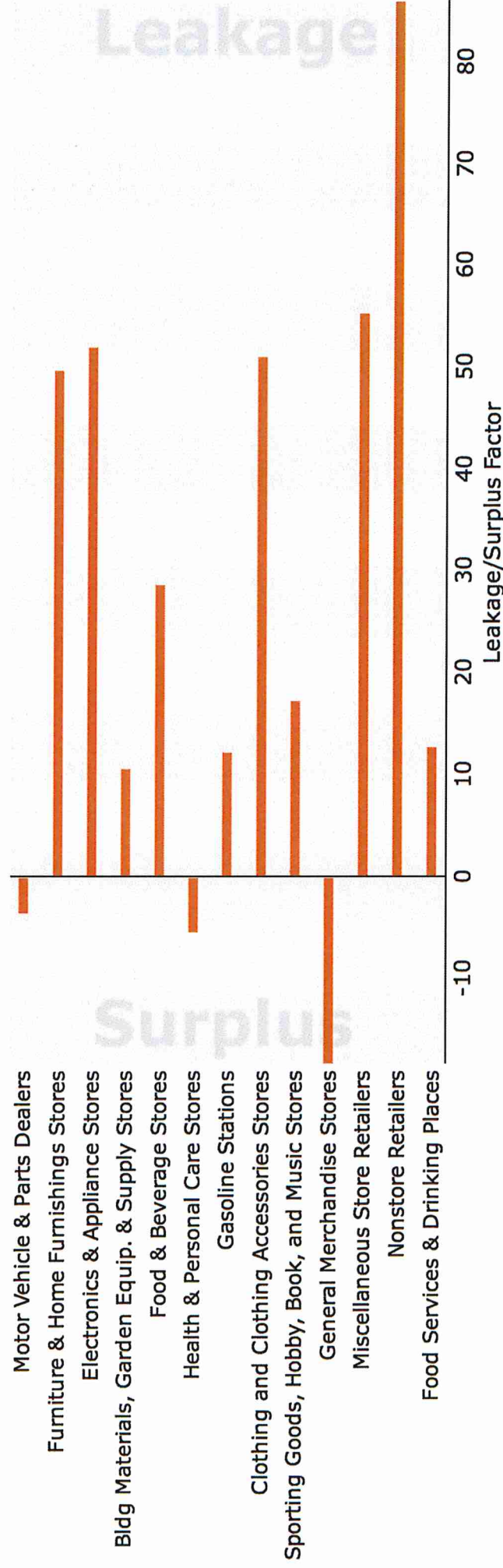
## 10 Mile Radius

## RETAIL LEAKAGE PROFILE



| 2017 Industry Group                        | NAICS    | Demand<br>(Retail Potential) | Supply<br>(Retail Sales) | Retail Gap    | Leakage/Surplus<br>Factor | Number of<br>Businesses |
|--------------------------------------------|----------|------------------------------|--------------------------|---------------|---------------------------|-------------------------|
| Food & Beverage Stores                     | 445      | \$72,616,438                 | \$40,267,531             | \$32,348,907  | 28.7                      | 30                      |
| Grocery Stores                             | 4451     | \$66,717,627                 | \$36,515,748             | \$30,201,879  | 29.3                      | 20                      |
| Specialty Food Stores                      | 4452     | \$2,540,445                  | \$1,793,864              | \$746,581     | 17.2                      | 6                       |
| Beer, Wine & Liquor Stores                 | 4453     | \$3,358,366                  | \$1,957,919              | \$1,400,447   | 26.3                      | 4                       |
| Health & Personal Care Stores              | 446,4461 | \$27,842,262                 | \$31,142,867             | -\$3,300,605  | -5.6                      | 15                      |
| Gasoline Stations                          | 447,4471 | \$50,815,705                 | \$39,700,196             | \$11,115,509  | 12.3                      | 19                      |
| Clothing & Clothing Accessories Stores     | 448      | \$16,700,635                 | \$5,405,399              | \$11,295,236  | 51.1                      | 18                      |
| Clothing Stores                            | 4481     | \$11,066,267                 | \$3,311,994              | \$7,754,273   | 53.9                      | 14                      |
| Shoe Stores                                | 4482     | \$2,704,236                  | \$2,093,405              | \$610,831     | 12.7                      | 4                       |
| Jewelry, Luggage & Leather Goods Stores    | 4483     | \$2,930,133                  | \$0                      | \$2,930,133   | 100.0                     | 0                       |
| Sporting Goods, Hobby, Book & Music Stores | 451      | \$10,896,595                 | \$7,677,166              | \$3,219,429   | 17.3                      | 9                       |
| Sporting Goods/Hobby/Musical Instr Stores  | 4511     | \$9,359,947                  | \$7,168,839              | \$2,191,108   | 13.3                      | 8                       |
| Book, Periodical & Music Stores            | 4512     | \$1,536,648                  | \$508,327                | \$1,028,321   | 50.3                      | 1                       |
| General Merchandise Stores                 | 452      | \$66,403,415                 | \$96,326,442             | -\$29,923,027 | -18.4                     | 20                      |
| Department Stores Excluding Leased Depts.  | 4521     | \$48,353,110                 | \$83,196,409             | -\$34,843,299 | -26.5                     | 8                       |
| Other General Merchandise Stores           | 4529     | \$18,050,305                 | \$13,130,033             | \$4,920,272   | 15.8                      | 12                      |
| Miscellaneous Store Retailers              | 453      | \$16,512,660                 | \$4,747,149              | \$11,765,511  | 55.3                      | 26                      |
| Florists                                   | 4531     | \$542,036                    | \$586,112                | -\$44,076     | -3.9                      | 7                       |
| Office Supplies, Stationery & Gift Stores  | 4532     | \$3,212,263                  | \$406,376                | \$2,805,887   | 77.5                      | 7                       |
| Used Merchandise Stores                    | 4533     | \$1,727,736                  | \$1,998,972              | -\$271,236    | -7.3                      | 6                       |
| Other Miscellaneous Store Retailers        | 4539     | \$11,030,625                 | \$1,755,689              | \$9,274,936   | 72.5                      | 6                       |
| Nonstore Retailers                         | 454      | \$6,629,646                  | \$498,744                | \$6,130,902   | 86.0                      | 1                       |
| Electronic Shopping & Mail-Order Houses    | 4541     | \$4,321,878                  | \$498,744                | \$3,823,134   | 79.3                      | 1                       |
| Vending Machine Operators                  | 4542     | \$254,695                    | \$0                      | \$254,695     | 100.0                     | 0                       |
| Direct Selling Establishments              | 4543     | \$2,053,073                  | \$0                      | \$2,053,073   | 100.0                     | 0                       |
| Food Services & Drinking Places            | 722      | \$41,002,497                 | \$31,665,769             | \$9,336,728   | 12.8                      | 58                      |
| Special Food Services                      | 7223     | \$591,296                    | \$97,068                 | \$494,228     | 71.8                      | 1                       |
| Drinking Places - Alcoholic Beverages      | 7224     | \$2,519,652                  | \$643,031                | \$1,876,621   | 59.3                      | 3                       |
| Restaurants/Other Eating Places            | 7225     | \$37,891,549                 | \$30,925,670             | \$6,965,879   | 10.1                      | 53                      |

## 2017 Leakage/Surplus Factor by Industry Subsector



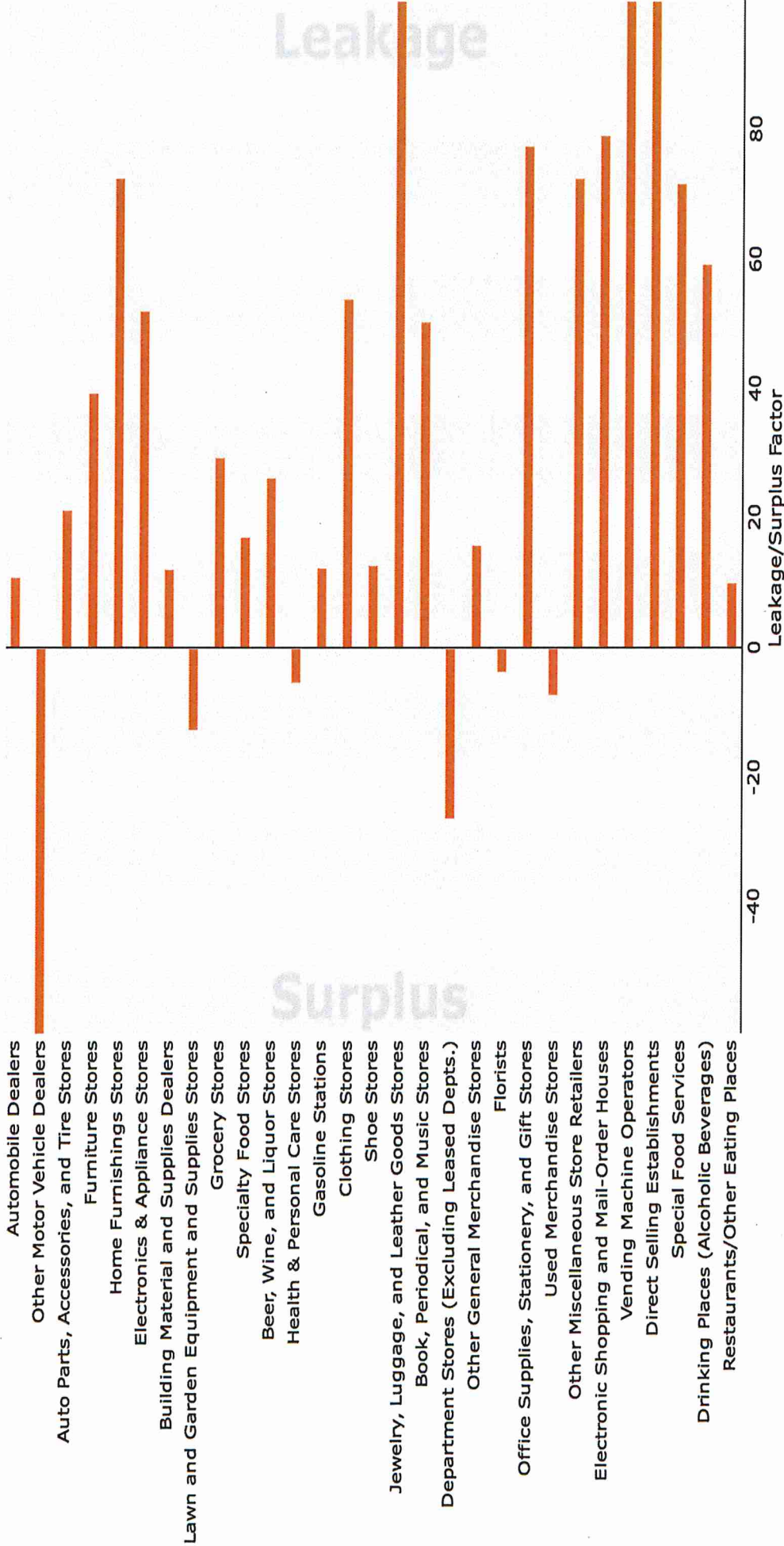


DEMOGRAPHICS

10 Mile Radius

RETAIL LEAKAGE PROFILE

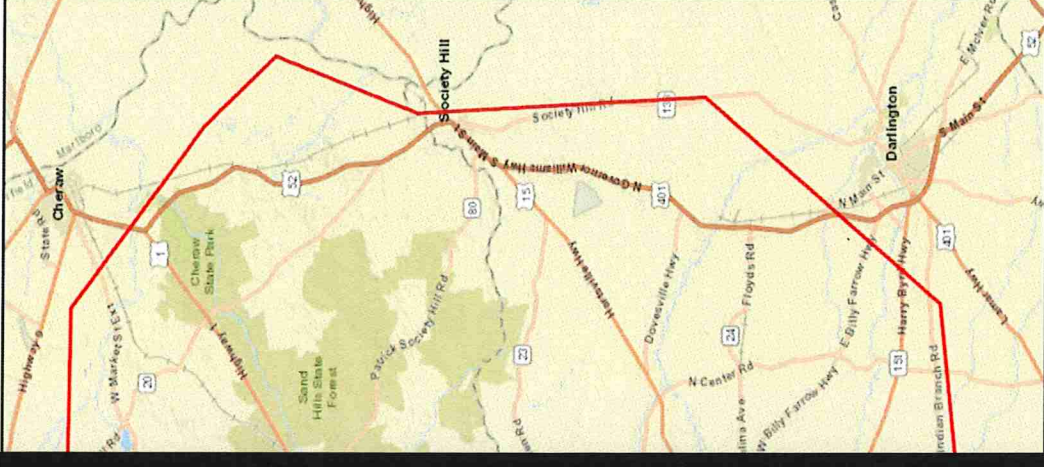
2017 Leakage/Surplus Factor by Industry Group



## DEMOGRAPHICS

This map represents a realistic drive time polygon outline. This means that people within this polygon drive into the city of Hartsville regularly for work, shopping, and other services. While a drive time polygon is subjective, it can be a useful and more accurate measure of how many people are active participants in the community.

## DRIVE TIME POLYGON





The retail leakage profile for this particular drive time polygon brings out some fairly bold statements regarding the supply and demand imbalance within several key sectors of the retail market.

This report shows a total retail gap of \$166,000,000 through all sectors of the retail market, but the ones of key importance should be in the grocery sector with a gap of \$51,000,000. This represents the average yearly sales of several full-size grocers. These gap numbers prove that there is a demand that is not being met within the market. The \$16,000,000 gap within the restaurant sector combined with the \$2,500,000 gap for drinking places shows that sit down restaurants that sell alcohol are also in demand for this market.

The other major gaps worth noting are the \$16,000,000 gap in clothing stores. While this is not a huge gap, it might be enough to garner the attention of certain discount clothing retailers. One item of particular interest for downtown Hartsville is the \$17,000,000 gap in the miscellaneous retail category. These are the kind of retail stores that could fill and even expand downtown Hartsville. While this number is not high enough to entice some national retailers, it could be enough to help convince local and regional retailers to consider locating to Hartsville.

These gap numbers should be compared and contrasted with the 3, 5, and 10-mile radius gap study to get an even more accurate target of what particular retail segments have the most viable retail gaps.



## ACTIONABLE ITEM CHECK LIST



- ☐ 1. Traffic Counts / Independent Traffic Study  
If current efforts to recruit a new grocery user fall short, then having an independent traffic study conducted on the city's behalf could not only validate but possibly produce even higher traffic counts at key points of S 4<sup>th</sup> St. and S 5<sup>th</sup> St.
- ☐ 2. Goz Segars Properties / Quarterly meeting to discuss development and get his properties prepared to develop  
Continue an ongoing and regular dialogue with Goz Segars concerning his two properties which represent the best two development chances in Hartsville. Currently neither property has been laid out with any pre-development site plans and we believe that there is the possibility for major retail development. However, until an attempt is made by Mr. Segars to either actively sell or develop the property, most of the city's large scale developable property is off the table.
- ☐ 3. The Warehouse District  
Working with the owner of this area, Mr. Dee Brown, should be an ongoing priority for the city. There is a significant financial gap between what the property is worth economically and what it would cost Mr. Brown to move his current operation. However, the geographic and cultural value in expanding downtown Hartsville and the properties proximity to the proposed Canal District go well beyond the lands dollar value. Continual efforts should be made to find the funding needed to bridge that financial gap and move Mr. Brown's operation to a more suitable area.
- ☐ 4. Gateway Creation and Redevelopment  
Create a committee for the ongoing planning and active redevelopment of S. 5<sup>th</sup> St. properties. Meetings should be scheduled on a very regular basis. Small obtainable beautification and planning goals that can be realistically achieved in a short period of time should be set and worked towards. This type of long term redevelopment needs regular tangible results in order to hold the interest of those working toward changing it and to keep the support of those funding it. Simultaneously, this same group should be planning long term and ambitious projects within the same Gateway.



## ACTIONABLE ITEM CHECK LIST



### ☐ 5. Darlington Avenue / Anchor Plan

A specific study for the Darlington Avenue area should be commissioned to test the feasibility of putting these properties together to create a large public works project or public private development that would anchor the growth of downtowns cultural footprint to this point. Any plan put in place should also work toward condemning Darlington Avenue in favor of a more accessible and direct connection between S 5<sup>th</sup> St. and S 4<sup>th</sup> St.

### ☐ 6. N. 5<sup>th</sup> Street Planning

Either commission an independent study or form a small committee to focus on reimagining and redevelopment of the property on N. 5<sup>th</sup> St. north of E. Home Ave to the bridge. This area holds a great deal of potential for walkability living and unique neighborhood retail. This area has the best potential for new higher-end housing to potentially attract new residents which would greatly increase foot traffic in downtown.

This list in no way represents all of the things that need to continually be happening to keep Hartsville on its current upward trajectory. The purpose of this list is to guarantee that positive change will happen to some degree over time if these six items are attended to on an ongoing basis.

Working toward these items should come at a relatively low cost in actual city funding, but are almost certain to have a very high impact if enough time and regular diligence can be obtained from volunteers and city officials.



# CONCLUSION



The current success of Hartsville is certainly evident, but is also hard to define. There is the unmistakable feeling of progress and positive growth in the city despite facing a fairly low growth rate, while also being isolated from any major traffic corridors.

Hartsville is a rural island surrounded by low population, low-income numbers and is outside of any larger cities economic influence. Despite all these negative factors, Hartsville has found an identity by making Main Street a destination within the region. That identity has been carefully cultivated into a condensed but distinct cultural geography. Any plans for the city moving forward should be aimed at expanding that cultural and economic footprint. The facts, opinions, and ideas put forth in this study have all been done with that goal in mind.

Because of the success of downtown Hartsville, it would seem that there is no danger of taking a step backward in population or other demographic measurements. This secure base will steadily build and so will the large-scale retail that the city is seeking.

Ongoing recruitment efforts for retailers, aggressive housing initiatives and the continued growth of downtown will affect how soon the desired retailers and restaurants arrive. The current development momentum within Hartsville may be temporary and every effort should be made to capitalize on that momentum as it builds on itself. Above all, the city should take pride in what it has already accomplished. The overwhelming task of getting the ball of progress moving forward has already been done; carefully directing the path of that growth will be an ongoing challenge.

Hartsville is an oasis of possibilities for the entire region and for every town that faces the challenges which Hartsville has already overcome. The chance to work with Hartsville has been a privilege for R.E.D. CITY PLANNING and we hope there is the chance for further collaboration soon.

ADAM CHANDLER