



DRIVETIME: 5 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	31,458	33,820	36,060
Households	12,585	13,348	14,146
Families	7,885	8,391	8,906
Average Household Size	2.47	2.50	2.52
Owner Occupied Housing Units	7,071	7,214	7,596
Renter Occupied Housing Units	5,514	6,134	6,550
Median Age	39.9	40.9	41.3

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.29%	0.87%	0.84%
Households	1.17%	0.79%	0.79%
Families	1.20%	0.79%	0.72%
Owner HHs	1.04%	0.69%	0.73%
Median Household Income	2.39%	2.73%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	815	6.1%	808	5.7%
\$15,000 - \$24,999	737	5.5%	672	4.8%
\$25,000 - \$34,999	646	4.8%	563	4.0%
\$35,000 - \$49,999	946	7.1%	789	5.6%
\$50,000 - \$74,999	1,990	14.9%	1,622	11.5%
\$75,000 - \$99,999	1,765	13.2%	1,841	13.0%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	2,644	19.8%	3,309	23.4%
\$150,000 - \$199,999	1,511	11.3%	1,908	13.5%
\$200,000+	2,294	17.2%	2,633	18.6%
Median Household Income	\$96,004		\$108,032	
Average Household Income	\$129,823		\$142,708	
Per Capita Income	\$51,344		\$56,027	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	2,161	6.9%	2,079	6.1%	2,147	6.0%
5 - 9	1,813	5.8%	2,223	6.6%	2,194	6.1%
10 - 14	1,590	5.1%	2,009	5.9%	2,247	6.2%
15 - 19	1,482	4.7%	1,653	4.9%	1,835	5.1%
20 - 24	1,426	4.5%	1,684	5.0%	1,650	4.6%
25 - 34	4,617	14.7%	4,184	12.4%	4,771	13.2%
35 - 44	5,230	16.6%	5,279	15.6%	5,149	14.3%
45 - 54	4,717	15.0%	4,975	14.7%	5,251	14.6%
55 - 64	3,722	11.8%	4,294	12.7%	4,598	12.8%
65 - 74	2,133	6.8%	2,821	8.3%	3,379	9.4%
75 - 84	1,583	5.0%	1,598	4.7%	1,826	5.1%
85+	985	3.1%	1,021	3.0%	1,013	2.8%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	18,750	59.6%	18,774	55.5%	18,759	52.0%
Black Alone	584	1.9%	578	1.7%	565	1.6%
American Indian Alone	114	0.4%	117	0.3%	122	0.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	6,636	21.1%	8,351	24.7%	10,027	27.8%
Pacific Islander Alone	564	1.8%	582	1.7%	606	1.7%
Some Other Race Alone	3,027	9.6%	3,317	9.8%	3,607	10.0%
Two or More Races	1,783	5.7%	2,102	6.2%	2,375	6.6%
Hispanic Origin (Any Race)	7,067	22.5%	7,705	22.8%	8,355	23.2%

DRIVETIME: 5 MINUTES

Restaurant Market Potential

DEMOGRAPHIC SUMMARY

	2016	2021
Population	33,820	36,060
Population 18+	26,468	28,301
Households	13,348	14,146
Median Household Income	\$96,004	\$108,032

PRODUCT/CUSTOMER BEHAVIOR

	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Went to family restaurant/steak house in last 6 mo	19,426	73.4%	98
Went to family restaurant/steak house 4+ times/mo	6,426	24.3%	88
Spent at family rest/steak hse last 6 months: < \$31	1,388	5.2%	74
Spent at family rest/steak hse last 6 months: \$31-50	1,928	7.3%	88
Spent at family rest/steak hse last 6 months: \$51-100	3,613	13.7%	90
Spent at family rest/steak hse last 6 months: \$101-200	3,227	12.2%	102
Spent at family rest/steak hse last 6 months: \$201-300	1,535	5.8%	107
Spent at family rest/steak hse last 6 months: \$301+	2,391	9.0%	123
Family restaurant/steak house last 6 months: breakfast	3,318	12.5%	100
Family restaurant/steak house last 6 months: lunch	4,792	18.1%	96
Family restaurant/steak house last 6 months: dinner	11,595	43.8%	94
Family restaurant/steak house last 6 months: snack	679	2.6%	135
Family restaurant/steak house last 6 months: weekday	7,201	27.2%	90
Family restaurant/steak house last 6 months: weekend	10,550	39.9%	97
Fam rest/steak hse/6 months: Applebee`s	5,121	19.3%	82
Fam rest/steak hse/6 months: Bob Evans Farms	583	2.2%	60
Fam rest/steak hse/6 months: Buffalo Wild Wings	1,923	7.3%	85
Fam rest/steak hse/6 months: California Pizza Kitchen	1,912	7.2%	215

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fam rest/steak hse/6 months: Carrabba`s Italian Gril	814	3.1%	99
Fam rest/steak hse/6 months: The Cheesecake Factory	3,133	11.8%	181
Fam rest/steak hse/6 months: Chili`s Grill & Bar	2,882	10.9%	90
Fam rest/steak hse/6 months: CiCi`s Pizza	564	2.1%	55
Fam rest/steak hse/6 months: Cracker Barrel	1,475	5.6%	55
Fam rest/steak hse/6 months: Denny`s	2,224	8.4%	91
Fam rest/steak hse/6 months: Golden Corral	892	3.4%	42
Fam rest/steak hse/6 months: IHOP	3,351	12.7%	113
Fam rest/steak hse/6 months: Logan`s Roadhouse	401	1.5%	44
Fam rest/steak hse/6 months: LongHorn Steakhouse	966	3.6%	77
Fam rest/steak hse/6 months: Old Country Buffet	389	1.5%	85
Fam rest/steak hse/6 months: Olive Garden	3,612	13.6%	79
Fam rest/steak hse/6 months: Outback Steakhouse	2,643	10.0%	105
Fam rest/steak hse/6 months: Red Lobster	2,474	9.3%	78
Fam rest/steak hse/6 months: Red Robin	1,929	7.3%	119
Fam rest/steak hse/6 months: Ruby Tuesday	1,172	4.4%	73
Fam rest/steak hse/6 months: Texas Roadhouse	1,018	3.8%	51
Fam rest/steak hse/6 months: T.G.I. Friday`s	2,426	9.2%	122
Fam rest/steak hse/6 months: Waffle House	661	2.5%	47
Went to fast food/drive-in restaurant in last 6 mo	23,171	87.5%	97
Went to fast food/drive-in restaurant 9+ times/mo	8,766	33.1%	84
Spent at fast food/drive-in last 6 months: < \$11	943	3.6%	83
Spent at fast food/drive-in last 6 months: \$11-\$20	1,758	6.6%	90
Spent at fast food/drive-in last 6 months: \$21-\$40	2,815	10.6%	90
Spent at fast food/drive-in last 6 months: \$41-\$50	2,016	7.6%	101
Spent at fast food/drive-in last 6 months: \$51-\$100	4,478	16.9%	101
Spent at fast food/drive-in last 6 months: \$101-\$200	3,032	11.5%	95
Spent at fast food/drive-in last 6 months: \$201+	2,936	11.1%	91
Fast food/drive-in last 6 months: eat in	8,612	32.5%	89

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: home delivery	1,988	7.5%	98
Fast food/drive-in last 6 months: take-out/drive-thru	10,282	38.8%	84
Fast food/drive-in last 6 months: take-out/walk-in	5,347	20.2%	104
Fast food/drive-in last 6 months: breakfast	7,475	28.2%	87
Fast food/drive-in last 6 months: lunch	12,060	45.6%	91
Fast food/drive-in last 6 months: dinner	10,469	39.6%	89
Fast food/drive-in last 6 months: snack	3,254	12.3%	102
Fast food/drive-in last 6 months: weekday	14,086	53.2%	91
Fast food/drive-in last 6 months: weekend	11,239	42.5%	93
Fast food/drive-in last 6 months: A & W	375	1.4%	51
Fast food/drive-in last 6 months: Arby`s	2,214	8.4%	53
Fast food/drive-in last 6 months: Baskin-Robbins	1,542	5.8%	176
Fast food/drive-in last 6 months: Boston Market	1,348	5.1%	149
Fast food/drive-in last 6 months: Burger King	6,686	25.3%	83
Fast food/drive-in last 6 months: Captain D`s	297	1.1%	33
Fast food/drive-in last 6 months: Carl`s Jr.	2,260	8.5%	153
Fast food/drive-in last 6 months: Checkers	547	2.1%	72
Fast food/drive-in last 6 months: Chick-fil-A	3,662	13.8%	77
Fast food/drive-in last 6 months: Chipotle Mex. Grill	4,462	16.9%	162
Fast food/drive-in last 6 months: Chuck E. Cheese`s	873	3.3%	98
Fast food/drive-in last 6 months: Church`s Fr. Chicken	301	1.1%	35
Fast food/drive-in last 6 months: Cold Stone Creamery	1,048	4.0%	130
Fast food/drive-in last 6 months: Dairy Queen	2,175	8.2%	58
Fast food/drive-in last 6 months: Del Taco	1,321	5.0%	138
Fast food/drive-in last 6 months: Domino`s Pizza	2,944	11.1%	94
Fast food/drive-in last 6 months: Dunkin` Donuts	4,715	17.8%	150
Fast food/drive-in last 6 months: Hardee`s	574	2.2%	38
Fast food/drive-in last 6 months: Jack in the Box	2,479	9.4%	113
Fast food/drive-in last 6 months: KFC	4,621	17.5%	82

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: Krispy Kreme	930	3.5%	76
Fast food/drive-in last 6 months: Little Caesars	1,691	6.4%	56
Fast food/drive-in last 6 months: Long John Silver`s	422	1.6%	31
Fast food/drive-in last 6 months: McDonald`s	12,905	48.8%	88
Went to Panda Express in last 6 months	2,819	10.7%	139
Fast food/drive-in last 6 months: Panera Bread	4,306	16.3%	143
Fast food/drive-in last 6 months: Papa John`s	1,756	6.6%	74
Fast food/drive-in last 6 months: Papa Murphy`s	819	3.1%	73
Fast food/drive-in last 6 months: Pizza Hut	3,238	12.2%	61
Fast food/drive-in last 6 months: Popeyes Chicken	1,863	7.0%	91
Fast food/drive-in last 6 months: Quiznos	903	3.4%	106
Fast food/drive-in last 6 months: Sonic Drive-In	1,240	4.7%	45
Fast food/drive-in last 6 months: Starbucks	5,931	22.4%	152
Fast food/drive-in last 6 months: Steak `n Shake	617	2.3%	46
Fast food/drive-in last 6 months: Subway	7,654	28.9%	89
Fast food/drive-in last 6 months: Taco Bell	6,326	23.9%	77
Fast food/drive-in last 6 months: Wendy`s	5,892	22.3%	80
Fast food/drive-in last 6 months: Whataburger	412	1.6%	37
Fast food/drive-in last 6 months: White Castle	729	2.8%	95
Went to fine dining restaurant last month	4,113	15.5%	138
Went to fine dining restaurant 3+ times last month	1,395	5.3%	168
Spent at fine dining rest in last 6 months: < \$51	550	2.1%	102
Spent at fine dining rest in last 6 months: \$51-\$100	1,059	4.0%	108
Spent at fine dining rest in last 6 months: \$101-\$200	1,160	4.4%	118
Spent at fine dining rest in last 6 months: \$201+	1,908	7.2%	182

DRIVETIME: 5 MINUTES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	33,820
2016 Households	13,348
2016 Median Disposable Income	\$74,453
2016 Per Capita Income	\$51,344

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	2,725
Total Employees	39,039
Total Residential Population	13,348
Employee/Residential Population Ratio	2.92

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$811,144,125	\$1,252,498,004	-\$441,353,879	▼ -21.4	526
Total Retail Trade	44-45	\$729,557,185	\$1,147,768,083	-\$418,210,898	▼ -22.3	386
Total Food & Drink	722	\$81,586,939	\$104,729,921	-\$23,142,982	▼ -12.4	140

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$156,983,720	\$53,511,450	\$103,472,270	▲ 49.2	20
Automobile Dealers	4411	\$128,496,877	\$45,959,933	\$82,536,944	▲ 47.3	10
Other Motor Vehicle Dealers	4412	\$18,291,351	\$974,792	\$17,316,559	▲ 89.9	1
Auto Parts, Accessories & Tire Stores	4413	\$10,195,492	\$6,576,725	\$3,618,767	▲ 21.6	9
Furniture & Home Furnishings Stores	442	\$24,800,331	\$37,128,976	-\$12,328,645	▼ -19.9	28
Furniture Stores	4421	\$13,670,699	\$19,637,094	-\$5,966,395	▼ -17.9	14

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$11,129,631	\$17,491,883	-\$6,362,252	▼ -22.2	14
Electronics & Appliance Stores	443	\$40,223,626	\$277,148,289	-\$236,924,663	▼ -74.7	82
Bldg Materials, Garden Equip. & Supply Stores	444	\$36,000,438	\$28,694,341	\$7,306,097	▲ 11.3	48
Bldg Material & Supplies Dealers	4441	\$32,629,443	\$24,648,099	\$7,981,344	▲ 13.9	43
Lawn & Garden Equip & Supply Stores	4442	\$3,370,996	\$4,046,241	-\$675,245	▼ -9.1	5
Food & Beverage Stores	445	\$140,155,321	\$214,594,542	-\$74,439,221	▼ -21.0	37
Grocery Stores	4451	\$120,027,592	\$203,491,629	-\$83,464,037	▼ -25.8	24
Specialty Food Stores	4452	\$12,900,026	\$4,735,609	\$8,164,417	▲ 46.3	6
Beer, Wine & Liquor Stores	4453	\$7,227,703	\$6,367,304	\$860,399	▲ 6.3	6
Health & Personal Care Stores	446,4461	\$47,093,016	\$58,194,740	-\$11,101,724	▼ -10.5	17
Gasoline Stations	447,4471	\$41,822,824	\$30,048,059	\$11,774,765	▲ 16.4	13
Clothing & Clothing Accessories Stores	448	\$51,645,266	\$44,217,043	\$7,428,223	▲ 7.7	34
Clothing Stores	4481	\$37,255,384	\$29,894,353	\$7,361,031	▲ 11.0	20
Shoe Stores	4482	\$5,387,856	\$3,881,418	\$1,506,438	▲ 16.3	4
Jewelry, Luggage & Leather Goods Stores	4483	\$9,002,026	\$10,441,272	-\$1,439,246	▼ -7.4	11
Sporting Goods, Hobby, Book & Music Stores	451	\$21,736,235	\$49,666,790	-\$27,930,555	▼ -39.1	32
Sporting Goods/Hobby/Musical Instr Stores	4511	\$18,695,082	\$42,849,462	-\$24,154,380	▼ -39.2	23
Book, Periodical & Music Stores	4512	\$3,041,153	\$6,817,328	-\$3,776,175	▼ -38.3	9
General Merchandise Stores	452	\$113,297,101	\$177,672,384	-\$64,375,283	▼ -22.1	9
Department Stores Excluding Leased Depts.	4521	\$76,173,619	\$115,969,130	-\$39,795,511	▼ -20.7	6
Other General Merchandise Stores	4529	\$37,123,482	\$61,703,254	-\$24,579,772	▼ -24.9	3
Miscellaneous Store Retailers	453	\$36,698,675	\$35,026,772	\$1,671,903	▲ 2.3	52
Florists	4531	\$1,494,681	\$7,071,107	-\$5,576,426	▼ -65.1	5
Office Supplies, Stationery & Gift Stores	4532	\$5,551,791	\$8,160,809	-\$2,609,018	▼ -19.0	10
Used Merchandise Stores	4533	\$2,686,606	\$3,781,794	-\$1,095,188	▼ -16.9	15
Other Miscellaneous Store Retailers	4539	\$26,965,596	\$16,013,063	\$10,952,533	▲ 25.5	23
Nonstore Retailers	454	\$19,100,633	\$141,864,697	-\$122,764,064	▼ -76.3	14
Electronic Shopping & Mail-Order Houses	4541	\$14,927,927	\$141,778,743	-\$126,850,816	▼ -80.9	14
Vending Machine Operators	4542	\$415,528	\$62,625	\$352,903	▲ 73.8	1

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$3,757,177	\$23,329	\$3,733,848	^ 98.8	0
Food Services & Drinking Places	722	\$81,586,939	\$104,729,921	-\$23,142,982	v -12.4	140
Full-Service Restaurants	7221	\$45,970,300	\$61,752,741	-\$15,782,441	v -14.7	85
Limited-Service Eating Places	7222	\$32,309,030	\$40,869,372	-\$8,560,342	v -11.7	46
Special Food Services	7223	\$1,794,074	\$867,755	\$926,319	^ 34.8	4
Drinking Places - Alcoholic Beverages	7224	\$1,513,536	\$1,240,052	\$273,484	^ 9.9	5

DRIVETIME: 5 MINUTES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Enterprising Professionals (2D)	27.8%	Population	33,820	36,060
2. Urban Chic (2A)	16.7%	Households	13,348	14,146
3. City Lights (8A)	15.9%	Families	8,391	8,906
4. Pleasantville (2B)	9.7%	Median Age	40.9	41.3
5. Top Tier (1A)	8.2%	Median Household Income	\$96,004	\$108,032

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	170	\$3,424.85	\$45,714,941
Men's	174	\$698.65	\$9,325,531
Women's	169	\$1,155.77	\$15,427,162
Children's	163	\$526.94	\$7,033,654
Footwear	170	\$730.76	\$9,754,216
Watches & Jewelry	174	\$180.87	\$2,414,220
Apparel Products and Services (1)	183	\$131.87	\$1,760,160
Computer			
Computers and Hardware for Home Use	177	\$306.89	\$4,096,348
Portable Memory	168	\$7.89	\$105,330
Computer Software	172	\$22.29	\$297,580
Computer Accessories	170	\$30.26	\$403,913
Entertainment & Recreation	165	\$4,798.63	\$64,052,114
Fees and Admissions	193	\$1,114.03	\$14,870,014
Membership Fees for Clubs (2)	194	\$371.19	\$4,954,599
Fees for Participant Sports, excl. Trips	184	\$164.82	\$2,200,022
Tickets to Theatre/Operas/Concerts	195	\$102.85	\$1,372,847

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	185	\$122.73	\$1,638,232
Admission to Sporting Events, excl. Trips	185	\$98.35	\$1,312,799
Fees for Recreational Lessons	205	\$252.52	\$3,370,601
Dating Services	228	\$1.57	\$20,915
TV/Video/Audio	156	\$1,872.49	\$24,993,965
Cable and Satellite Television Services	152	\$1,365.99	\$18,233,193
Televisions	165	\$181.08	\$2,417,049
Satellite Dishes	136	\$1.99	\$26,545
VCRs, Video Cameras, and DVD Players	170	\$13.73	\$183,296
Miscellaneous Video Equipment	132	\$10.18	\$135,838
Video Cassettes and DVDs	164	\$30.22	\$403,361
Video Game Hardware/Accessories	158	\$40.44	\$539,756
Video Game Software	157	\$21.57	\$287,953
Streaming/Downloaded Video	173	\$31.45	\$419,785
Rental of Video Cassettes and DVDs	163	\$26.62	\$355,281
Installation of Televisions	127	\$1.17	\$15,569
Audio (3)	172	\$140.78	\$1,879,091
Rental of TV/VCR/Radio/Sound Equipment	152	\$1.99	\$26,545
Repair of TV/Radio/Sound Equipment	202	\$5.30	\$70,704
Pets	154	\$826.25	\$11,028,725
Toys/Games/Crafts/Hobbies (4)	159	\$181.73	\$2,425,761
Recreational Vehicles and Fees (5)	155	\$166.99	\$2,228,974
Sports/Recreation/Exercise Equipment (6)	170	\$281.65	\$3,759,494
Photo Equipment and Supplies (7)	172	\$94.63	\$1,263,106
Reading (8)	163	\$214.32	\$2,860,784
Live Entertainment for Catered Affairs	158	\$16.99	\$226,825
Rental of Party Supplies for Catered Affairs	196	\$29.55	\$394,466
Food	161	\$12,969.36	\$173,115,019
Food at Home	158	\$7,869.47	\$105,041,749

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	157	\$1,056.33	\$14,099,901
Meats, Poultry, Fish, and Eggs	156	\$1,732.30	\$23,122,726
Dairy Products	159	\$842.94	\$11,251,554
Fruits and Vegetables	165	\$1,572.85	\$20,994,368
Snacks and Other Food at Home (10)	156	\$2,665.06	\$35,573,199
Food Away from Home	165	\$5,099.89	\$68,073,270
Alcoholic Beverages	175	\$898.31	\$11,990,592
Financial			
Value of Stocks/Bonds/Mutual funds	158	\$11,865.55	\$158,381,297
Value of Retirement Plans	167	\$43,808.80	\$584,759,801
Value of Other Financial Assets	138	\$1,555.35	\$20,760,768
Vehicle Loan Amount excluding Interest	147	\$3,571.98	\$47,678,746
Value of Credit Card Debt	169	\$967.55	\$12,914,843
Health			
Nonprescription Drugs	155	\$192.63	\$2,571,215
Prescription Drugs	139	\$583.81	\$7,792,663
Eyeglasses and Contact Lenses	161	\$144.31	\$1,926,274
Home			
Mortgage Payment and Basics (11)	171	\$14,641.80	\$195,438,704
Maintenance and Remodeling Services	159	\$2,783.62	\$37,155,725
Maintenance and Remodeling Materials (12)	134	\$486.28	\$6,490,859
Utilities, Fuel, and Public Services	152	\$7,422.64	\$99,077,432
Household Furnishings and Equipment			
Household Textiles (13)	170	\$148.19	\$1,978,085
Furniture	169	\$831.54	\$11,099,419
Rugs	182	\$44.37	\$592,287
Major Appliances (14)	160	\$452.83	\$6,044,328
Housewares (15)	162	\$135.26	\$1,805,420
Small Appliances	169	\$79.83	\$1,065,615

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	180	\$16.67	\$222,468
Telephones and Accessories	158	\$112.24	\$1,498,218
Household Operations			
Child Care	187	\$790.48	\$10,551,308
Lawn and Garden (16)	155	\$633.67	\$8,458,208
Moving/Storage/Freight Express	183	\$116.12	\$1,549,974
Housekeeping Supplies (17)	157	\$1,101.31	\$14,700,286
Insurance			
Owners and Renters Insurance	139	\$644.25	\$8,599,489
Vehicle Insurance	157	\$1,753.54	\$23,406,287
Life/Other Insurance	162	\$672.27	\$8,973,511
Health Insurance	155	\$5,217.22	\$69,639,507
Personal Care Products (18)	165	\$715.22	\$9,546,814
School Books & Supplies for College	170	\$107.96	\$1,440,995
School Books & Supplies for Elementary/High School	154	\$31.76	\$423,947
School Books & Supplies for Vocational/Technical School	142	\$1.86	\$24,843
School Books & Supplies for Preschool/Other Schools	169	\$4.04	\$53,882
Other School Supplies	171	\$130.92	\$1,747,459
Smoking Products	131	\$536.56	\$7,161,985
Transportation			
Payments on Vehicles excluding Leases	147	\$3,053.21	\$40,754,257
Gasoline and Motor Oil	147	\$4,533.22	\$60,509,465
Vehicle Maintenance and Repairs	159	\$1,641.28	\$21,907,815
Travel			
Airline Fares	191	\$872.76	\$11,649,561
Lodging on Trips	176	\$815.81	\$10,889,459
Auto/Truck Rental on Trips	182	\$43.62	\$582,291
Food and Drink on Trips	174	\$763.80	\$10,195,216
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	158	\$11,865.55	\$158,381,297
Value of Retirement Plans	167	\$43,808.80	\$584,759,801
Value of Other Financial Assets	138	\$1,555.35	\$20,760,768
Vehicle Loan Amount excluding Interest	147	\$3,571.98	\$47,678,746
Value of Credit Card Debt	169	\$967.55	\$12,914,843
Health			
Nonprescription Drugs	155	\$192.63	\$2,571,215
Prescription Drugs	139	\$583.81	\$7,792,663
Eyeglasses and Contact Lenses	161	\$144.31	\$1,926,274
Home			
Mortgage Payment and Basics (11)	171	\$14,641.80	\$195,438,704
Maintenance and Remodeling Services	159	\$2,783.62	\$37,155,725
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Food and Drink on Trips	174	\$763.80	\$10,195,216

DRIVETIME: 10 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	157,911	166,825	175,912
Households	62,928	65,628	68,751
Families	39,641	41,362	43,364
Average Household Size	2.48	2.51	2.53
Owner Occupied Housing Units	34,221	34,459	35,877
Renter Occupied Housing Units	28,707	31,169	32,873
Median Age	39.3	40.5	41.0

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.07%	0.87%	0.84%
Households	0.93%	0.79%	0.79%
Families	0.95%	0.79%	0.72%
Owner HHs	0.81%	0.69%	0.73%
Median Household Income	2.01%	2.73%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	3,885	5.9%	3,837	5.6%
\$15,000 - \$24,999	3,115	4.7%	2,844	4.1%
\$25,000 - \$34,999	3,127	4.8%	2,778	4.0%
\$35,000 - \$49,999	5,106	7.8%	4,223	6.1%
\$50,000 - \$74,999	9,676	14.7%	8,108	11.8%
\$75,000 - \$99,999	8,376	12.8%	8,718	12.7%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	13,088	19.9%	15,777	22.9%
\$150,000 - \$199,999	7,603	11.6%	9,313	13.5%
\$200,000+	11,652	17.8%	13,152	19.1%
Median Household Income	\$98,210		\$108,465	
Average Household Income	\$133,454		\$145,776	
Per Capita Income	\$52,936		\$57,373	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	10,589	6.7%	10,012	6.0%	10,209	5.8%
5 - 9	9,554	6.1%	10,620	6.4%	10,278	5.8%
10 - 14	8,370	5.3%	10,240	6.1%	10,687	6.1%
15 - 19	7,919	5.0%	8,697	5.2%	9,378	5.3%
20 - 24	7,437	4.7%	8,576	5.1%	8,563	4.9%
25 - 34	23,529	14.9%	21,442	12.9%	23,956	13.6%
35 - 44	26,078	16.5%	25,589	15.3%	25,043	14.2%
45 - 54	23,681	15.0%	24,622	14.8%	25,387	14.4%
55 - 64	18,593	11.8%	21,060	12.6%	22,686	12.9%
65 - 74	11,091	7.0%	14,173	8.5%	16,480	9.4%
75 - 84	7,129	4.5%	7,650	4.6%	8,952	5.1%
85+	3,939	2.5%	4,146	2.5%	4,294	2.4%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	90,071	57.0%	88,171	52.9%	86,759	49.3%
Black Alone	3,425	2.2%	3,312	2.0%	3,200	1.8%
American Indian Alone	634	0.4%	623	0.4%	636	0.4%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	38,154	24.2%	46,716	28.0%	55,017	31.3%
Pacific Islander Alone	2,357	1.5%	2,410	1.4%	2,488	1.4%
Some Other Race Alone	14,454	9.2%	15,385	9.2%	16,431	9.3%
Two or More Races	8,816	5.6%	10,207	6.1%	11,381	6.5%
Hispanic Origin (Any Race)	32,221	20.4%	34,204	20.5%	36,481	20.7%

DRIVETIME: 10 MINUTES

Restaurant Market Potential

DEMOGRAPHIC SUMMARY

	2016	2021
Population	166,825	175,912
Population 18+	130,404	138,758
Households	65,628	68,751
Median Household Income	\$98,210	\$108,465

PRODUCT/CUSTOMER BEHAVIOR

	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Went to family restaurant/steak house in last 6 mo	95,430	73.2%	98
Went to family restaurant/steak house 4+ times/mo	32,198	24.7%	90
Spent at family rest/steak hse last 6 months: < \$31	7,041	5.4%	76
Spent at family rest/steak hse last 6 months: \$31-50	8,992	6.9%	84
Spent at family rest/steak hse last 6 months: \$51-100	17,379	13.3%	88
Spent at family rest/steak hse last 6 months: \$101-200	15,602	12.0%	100
Spent at family rest/steak hse last 6 months: \$201-300	7,144	5.5%	101
Spent at family rest/steak hse last 6 months: \$301+	11,826	9.1%	124
Family restaurant/steak house last 6 months: breakfast	16,744	12.8%	102
Family restaurant/steak house last 6 months: lunch	24,075	18.5%	98
Family restaurant/steak house last 6 months: dinner	56,935	43.7%	94
Family restaurant/steak house last 6 months: snack	3,268	2.5%	132
Family restaurant/steak house last 6 months: weekday	35,748	27.4%	90
Family restaurant/steak house last 6 months: weekend	51,921	39.8%	96
Fam rest/steak hse/6 months: Applebee`s	24,080	18.5%	78
Fam rest/steak hse/6 months: Bob Evans Farms	2,559	2.0%	54
Fam rest/steak hse/6 months: Buffalo Wild Wings	9,235	7.1%	83
Fam rest/steak hse/6 months: California Pizza Kitchen	9,958	7.6%	228

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fam rest/steak hse/6 months: Carrabba`s Italian Gril	3,859	3.0%	95
Fam rest/steak hse/6 months: The Cheesecake Factory	15,557	11.9%	183
Fam rest/steak hse/6 months: Chili`s Grill & Bar	14,027	10.8%	89
Fam rest/steak hse/6 months: CiCi`s Pizza	2,494	1.9%	49
Fam rest/steak hse/6 months: Cracker Barrel	7,055	5.4%	54
Fam rest/steak hse/6 months: Denny`s	11,198	8.6%	93
Fam rest/steak hse/6 months: Golden Corral	3,914	3.0%	37
Fam rest/steak hse/6 months: IHOP	16,167	12.4%	111
Fam rest/steak hse/6 months: Logan`s Roadhouse	1,731	1.3%	39
Fam rest/steak hse/6 months: LongHorn Steakhouse	4,222	3.2%	68
Fam rest/steak hse/6 months: Old Country Buffet	1,784	1.4%	79
Fam rest/steak hse/6 months: Olive Garden	17,622	13.5%	78
Fam rest/steak hse/6 months: Outback Steakhouse	12,663	9.7%	102
Fam rest/steak hse/6 months: Red Lobster	11,664	8.9%	74
Fam rest/steak hse/6 months: Red Robin	8,671	6.6%	109
Fam rest/steak hse/6 months: Ruby Tuesday	5,952	4.6%	75
Fam rest/steak hse/6 months: Texas Roadhouse	4,827	3.7%	49
Fam rest/steak hse/6 months: T.G.I. Friday`s	11,513	8.8%	117
Fam rest/steak hse/6 months: Waffle House	3,236	2.5%	47
Went to fast food/drive-in restaurant in last 6 mo	114,022	87.4%	97
Went to fast food/drive-in restaurant 9+ times/mo	43,396	33.3%	84
Spent at fast food/drive-in last 6 months: < \$11	4,638	3.6%	83
Spent at fast food/drive-in last 6 months: \$11-\$20	8,413	6.5%	87
Spent at fast food/drive-in last 6 months: \$21-\$40	14,121	10.8%	92
Spent at fast food/drive-in last 6 months: \$41-\$50	9,606	7.4%	98
Spent at fast food/drive-in last 6 months: \$51-\$100	21,627	16.6%	99
Spent at fast food/drive-in last 6 months: \$101-\$200	14,560	11.2%	93
Spent at fast food/drive-in last 6 months: \$201+	14,688	11.3%	93
Fast food/drive-in last 6 months: eat in	43,025	33.0%	91

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: home delivery	9,280	7.1%	93
Fast food/drive-in last 6 months: take-out/drive-thru	50,224	38.5%	83
Fast food/drive-in last 6 months: take-out/walk-in	26,588	20.4%	105
Fast food/drive-in last 6 months: breakfast	36,824	28.2%	87
Fast food/drive-in last 6 months: lunch	59,474	45.6%	91
Fast food/drive-in last 6 months: dinner	50,781	38.9%	88
Fast food/drive-in last 6 months: snack	16,046	12.3%	102
Fast food/drive-in last 6 months: weekday	69,396	53.2%	91
Fast food/drive-in last 6 months: weekend	54,900	42.1%	92
Fast food/drive-in last 6 months: A & W	1,729	1.3%	48
Fast food/drive-in last 6 months: Arby`s	10,225	7.8%	49
Fast food/drive-in last 6 months: Baskin-Robbins	7,846	6.0%	182
Fast food/drive-in last 6 months: Boston Market	6,466	5.0%	145
Fast food/drive-in last 6 months: Burger King	32,103	24.6%	81
Fast food/drive-in last 6 months: Captain D`s	1,542	1.2%	35
Fast food/drive-in last 6 months: Carl`s Jr.	11,454	8.8%	158
Fast food/drive-in last 6 months: Checkers	2,469	1.9%	66
Fast food/drive-in last 6 months: Chick-fil-A	17,056	13.1%	73
Fast food/drive-in last 6 months: Chipotle Mex. Grill	22,175	17.0%	164
Fast food/drive-in last 6 months: Chuck E. Cheese`s	4,133	3.2%	95
Fast food/drive-in last 6 months: Church`s Fr. Chicken	1,619	1.2%	38
Fast food/drive-in last 6 months: Cold Stone Creamery	4,982	3.8%	126
Fast food/drive-in last 6 months: Dairy Queen	10,262	7.9%	56
Fast food/drive-in last 6 months: Del Taco	6,603	5.1%	140
Fast food/drive-in last 6 months: Domino`s Pizza	14,205	10.9%	92
Fast food/drive-in last 6 months: Dunkin` Donuts	23,076	17.7%	149
Fast food/drive-in last 6 months: Hardee`s	2,564	2.0%	34
Fast food/drive-in last 6 months: Jack in the Box	12,253	9.4%	113
Fast food/drive-in last 6 months: KFC	22,784	17.5%	82

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: Krispy Kreme	4,527	3.5%	75
Fast food/drive-in last 6 months: Little Caesars	8,132	6.2%	55
Fast food/drive-in last 6 months: Long John Silver`s	1,983	1.5%	30
Fast food/drive-in last 6 months: McDonald`s	62,518	47.9%	87
Went to Panda Express in last 6 months	14,076	10.8%	141
Fast food/drive-in last 6 months: Panera Bread	20,441	15.7%	138
Fast food/drive-in last 6 months: Papa John`s	8,470	6.5%	73
Fast food/drive-in last 6 months: Papa Murphy`s	3,558	2.7%	64
Fast food/drive-in last 6 months: Pizza Hut	15,507	11.9%	59
Fast food/drive-in last 6 months: Popeyes Chicken	9,219	7.1%	91
Fast food/drive-in last 6 months: Quiznos	4,580	3.5%	110
Fast food/drive-in last 6 months: Sonic Drive-In	5,502	4.2%	41
Fast food/drive-in last 6 months: Starbucks	30,699	23.5%	160
Fast food/drive-in last 6 months: Steak `n Shake	3,143	2.4%	48
Fast food/drive-in last 6 months: Subway	38,128	29.2%	90
Fast food/drive-in last 6 months: Taco Bell	30,873	23.7%	77
Fast food/drive-in last 6 months: Wendy`s	28,244	21.7%	78
Fast food/drive-in last 6 months: Whataburger	2,013	1.5%	37
Fast food/drive-in last 6 months: White Castle	3,389	2.6%	90
Went to fine dining restaurant last month	21,316	16.3%	145
Went to fine dining restaurant 3+ times last month	7,389	5.7%	181
Spent at fine dining rest in last 6 months: < \$51	2,547	2.0%	96
Spent at fine dining rest in last 6 months: \$51-\$100	5,048	3.9%	105
Spent at fine dining rest in last 6 months: \$101-\$200	6,109	4.7%	126
Spent at fine dining rest in last 6 months: \$201+	10,390	8.0%	202

DRIVETIME: 10 MINUTES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	166,825
2016 Households	65,628
2016 Median Disposable Income	\$75,610
2016 Per Capita Income	\$52,936

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	10,446
Total Employees	136,891
Total Residential Population	65,628
Employee/Residential Population Ratio	2.09

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$4,224,039,754	\$4,357,704,414	-\$133,664,660	▼ -1.6	2,055
Total Retail Trade	44-45	\$3,798,427,606	\$3,957,956,083	-\$159,528,477	▼ -2.1	1,441
Total Food & Drink	722	\$425,612,148	\$399,748,330	\$25,863,818	▲ 3.1	614

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$817,691,791	\$512,356,037	\$305,335,754	▲ 23.0	98
Automobile Dealers	4411	\$668,122,285	\$472,742,481	\$195,379,804	▲ 17.1	50
Other Motor Vehicle Dealers	4412	\$96,413,392	\$15,692,598	\$80,720,794	▲ 72.0	11
Auto Parts, Accessories & Tire Stores	4413	\$53,156,114	\$23,920,958	\$29,235,156	▲ 37.9	37
Furniture & Home Furnishings Stores	442	\$129,450,394	\$117,502,038	\$11,948,356	▲ 4.8	94
Furniture Stores	4421	\$71,306,056	\$59,046,939	\$12,259,117	▲ 9.4	33

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$58,144,338	\$58,455,099	-\$310,761	▼ -0.3	61
Electronics & Appliance Stores	443	\$209,633,913	\$874,561,564	-\$664,927,651	▼ -61.3	259
Bldg Materials, Garden Equip. & Supply Stores	444	\$190,763,266	\$139,760,274	\$51,002,992	▲ 15.4	195
Bldg Material & Supplies Dealers	4441	\$173,184,124	\$132,242,002	\$40,942,122	▲ 13.4	181
Lawn & Garden Equip & Supply Stores	4442	\$17,579,142	\$7,518,272	\$10,060,870	▲ 40.1	14
Food & Beverage Stores	445	\$726,673,781	\$674,621,213	\$52,052,568	▲ 3.7	137
Grocery Stores	4451	\$622,216,765	\$630,443,091	-\$8,226,326	▼ -0.7	72
Specialty Food Stores	4452	\$66,856,204	\$25,353,138	\$41,503,066	▲ 45.0	40
Beer, Wine & Liquor Stores	4453	\$37,600,812	\$18,824,984	\$18,775,828	▲ 33.3	25
Health & Personal Care Stores	446,4461	\$245,385,167	\$181,442,505	\$63,942,662	▲ 15.0	76
Gasoline Stations	447,4471	\$216,518,179	\$93,288,220	\$123,229,959	▲ 39.8	38
Clothing & Clothing Accessories Stores	448	\$269,217,499	\$191,231,831	\$77,985,668	▲ 16.9	175
Clothing Stores	4481	\$193,927,641	\$133,817,985	\$60,109,656	▲ 18.3	111
Shoe Stores	4482	\$27,953,490	\$19,603,506	\$8,349,984	▲ 17.6	18
Jewelry, Luggage & Leather Goods Stores	4483	\$47,336,368	\$37,810,339	\$9,526,029	▲ 11.2	46
Sporting Goods, Hobby, Book & Music Stores	451	\$113,701,887	\$123,682,037	-\$9,980,150	▼ -4.2	102
Sporting Goods/Hobby/Musical Instr Stores	4511	\$97,772,747	\$102,855,605	-\$5,082,858	▼ -2.5	79
Book, Periodical & Music Stores	4512	\$15,929,140	\$20,826,432	-\$4,897,292	▼ -13.3	23
General Merchandise Stores	452	\$588,795,493	\$527,398,866	\$61,396,627	▲ 5.5	35
Department Stores Excluding Leased Depts.	4521	\$396,410,176	\$341,556,709	\$54,853,467	▲ 7.4	17
Other General Merchandise Stores	4529	\$192,385,316	\$185,842,158	\$6,543,158	▲ 1.7	18
Miscellaneous Store Retailers	453	\$191,564,889	\$121,461,949	\$70,102,940	▲ 22.4	186
Florists	4531	\$7,797,979	\$12,267,499	-\$4,469,520	▼ -22.3	25
Office Supplies, Stationery & Gift Stores	4532	\$28,943,650	\$31,952,606	-\$3,008,956	▼ -4.9	45
Used Merchandise Stores	4533	\$14,044,852	\$9,454,540	\$4,590,312	▲ 19.5	37
Other Miscellaneous Store Retailers	4539	\$140,778,409	\$67,787,303	\$72,991,106	▲ 35.0	79
Nonstore Retailers	454	\$99,031,347	\$400,649,549	-\$301,618,202	▼ -60.4	46
Electronic Shopping & Mail-Order Houses	4541	\$77,971,430	\$387,391,378	-\$309,419,948	▼ -66.5	35
Vending Machine Operators	4542	\$2,154,415	\$1,918,038	\$236,377	▲ 5.8	5

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$18,905,503	\$11,340,132	\$7,565,371	^ 25.0	6
Food Services & Drinking Places	722	\$425,612,148	\$399,748,330	\$25,863,818	^ 3.1	614
Full-Service Restaurants	7221	\$240,017,147	\$250,810,335	-\$10,793,188	v -2.2	391
Limited-Service Eating Places	7222	\$168,342,925	\$130,619,202	\$37,723,723	^ 12.6	177
Special Food Services	7223	\$9,330,426	\$11,593,186	-\$2,262,760	v -10.8	24
Drinking Places - Alcoholic Beverages	7224	\$7,921,651	\$6,725,608	\$1,196,043	^ 8.2	21

DRIVETIME: 10 MINUTES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Enterprising Professionals (2D)	18.1%	Population	166,825	175,912
2. Urban Chic (2A)	14.2%	Households	65,628	68,751
3. City Lights (8A)	11.7%	Families	41,362	43,364
4. Trendsetters (3C)	11.2%	Median Age	40.5	41.0
5. Top Tier (1A)	11.1%	Median Household Income	\$98,210	\$108,465

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	175	\$3,522.72	\$231,189,245
Men's	180	\$721.28	\$47,336,021
Women's	174	\$1,192.26	\$78,245,574
Children's	167	\$538.90	\$35,366,884
Footwear	175	\$748.95	\$49,151,810
Watches & Jewelry	180	\$186.25	\$12,222,915
Apparel Products and Services (1)	187	\$135.10	\$8,866,041
Computer			
Computers and Hardware for Home Use	183	\$317.07	\$20,808,776
Portable Memory	174	\$8.17	\$536,018
Computer Software	175	\$22.61	\$1,483,781
Computer Accessories	175	\$31.14	\$2,043,482
Entertainment & Recreation	169	\$4,935.35	\$323,897,009
Fees and Admissions	199	\$1,150.50	\$75,504,717
Membership Fees for Clubs (2)	200	\$383.12	\$25,143,404
Fees for Participant Sports, excl. Trips	190	\$169.86	\$11,147,686
Tickets to Theatre/Operas/Concerts	202	\$106.67	\$7,000,241

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	192	\$127.37	\$8,359,215
Admission to Sporting Events, excl. Trips	192	\$102.15	\$6,703,760
Fees for Recreational Lessons	211	\$259.68	\$17,042,249
Dating Services	239	\$1.65	\$108,163
TV/Video/Audio	159	\$1,917.00	\$125,808,959
Cable and Satellite Television Services	156	\$1,395.15	\$91,560,583
Televisions	169	\$185.40	\$12,167,631
Satellite Dishes	137	\$2.00	\$131,365
VCRs, Video Cameras, and DVD Players	175	\$14.18	\$930,536
Miscellaneous Video Equipment	137	\$10.52	\$690,713
Video Cassettes and DVDs	169	\$31.30	\$2,054,348
Video Game Hardware/Accessories	162	\$41.52	\$2,724,998
Video Game Software	162	\$22.26	\$1,461,188
Streaming/Downloaded Video	181	\$32.85	\$2,155,812
Rental of Video Cassettes and DVDs	169	\$27.63	\$1,813,322
Installation of Televisions	126	\$1.16	\$75,898
Audio (3)	178	\$145.55	\$9,551,970
Rental of TV/VCR/Radio/Sound Equipment	150	\$1.97	\$129,020
Repair of TV/Radio/Sound Equipment	210	\$5.51	\$361,576
Pets	159	\$850.71	\$55,830,175
Toys/Games/Crafts/Hobbies (4)	164	\$187.20	\$12,285,760
Recreational Vehicles and Fees (5)	159	\$171.28	\$11,240,819
Sports/Recreation/Exercise Equipment (6)	177	\$292.78	\$19,214,713
Photo Equipment and Supplies (7)	177	\$97.44	\$6,395,000
Reading (8)	169	\$220.98	\$14,502,582
Live Entertainment for Catered Affairs	158	\$17.03	\$1,117,562
Rental of Party Supplies for Catered Affairs	202	\$30.42	\$1,996,723
Food	165	\$13,322.58	\$874,334,547
Food at Home	162	\$8,076.14	\$530,020,757

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	160	\$1,080.49	\$70,910,423
Meats, Poultry, Fish, and Eggs	160	\$1,773.09	\$116,364,637
Dairy Products	163	\$865.13	\$56,776,989
Fruits and Vegetables	169	\$1,618.86	\$106,242,535
Snacks and Other Food at Home (10)	160	\$2,738.56	\$179,726,173
Food Away from Home	170	\$5,246.45	\$344,313,790
Alcoholic Beverages	181	\$927.97	\$60,900,570
Financial			
Value of Stocks/Bonds/Mutual funds	161	\$12,104.19	\$794,373,992
Value of Retirement Plans	172	\$44,955.96	\$2,950,369,903
Value of Other Financial Assets	141	\$1,589.18	\$104,294,690
Vehicle Loan Amount excluding Interest	149	\$3,640.07	\$238,890,395
Value of Credit Card Debt	173	\$988.16	\$64,850,814
Health			
Nonprescription Drugs	160	\$198.33	\$13,015,800
Prescription Drugs	143	\$597.58	\$39,218,009
Eyeglasses and Contact Lenses	166	\$148.10	\$9,719,706
Home			
Mortgage Payment and Basics (11)	174	\$14,877.68	\$976,392,183
Maintenance and Remodeling Services	162	\$2,837.80	\$186,239,265
Maintenance and Remodeling Materials (12)	135	\$491.79	\$32,275,102
Utilities, Fuel, and Public Services	155	\$7,560.31	\$496,167,896
Household Furnishings and Equipment			
Household Textiles (13)	175	\$152.27	\$9,992,989
Furniture	174	\$856.03	\$56,179,244
Rugs	187	\$45.71	\$2,999,753
Major Appliances (14)	165	\$466.75	\$30,631,767
Housewares (15)	167	\$139.32	\$9,143,147
Small Appliances	174	\$82.23	\$5,396,284

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	185	\$17.10	\$1,122,275
Telephones and Accessories	163	\$115.94	\$7,608,968
Household Operations			
Child Care	190	\$805.27	\$52,848,460
Lawn and Garden (16)	161	\$654.79	\$42,972,756
Moving/Storage/Freight Express	193	\$122.59	\$8,045,411
Housekeeping Supplies (17)	161	\$1,129.49	\$74,126,252
Insurance			
Owners and Renters Insurance	141	\$651.08	\$42,728,935
Vehicle Insurance	160	\$1,791.38	\$117,564,732
Life/Other Insurance	166	\$685.73	\$45,002,775
Health Insurance	158	\$5,329.79	\$349,783,296
Personal Care Products (18)	170	\$739.25	\$48,515,784
School Books & Supplies for College	176	\$111.84	\$7,340,044
School Books & Supplies for Elementary/High School	156	\$32.03	\$2,101,970
School Books & Supplies for Vocational/Technical School	149	\$1.95	\$128,046
School Books & Supplies for Preschool/Other Schools	175	\$4.19	\$274,858
Other School Supplies	177	\$135.40	\$8,885,814
Smoking Products	133	\$545.95	\$35,829,704
Transportation			
Payments on Vehicles excluding Leases	149	\$3,104.67	\$203,753,064
Gasoline and Motor Oil	151	\$4,634.54	\$304,155,448
Vehicle Maintenance and Repairs	163	\$1,686.90	\$110,707,650
Travel			
Airline Fares	199	\$906.36	\$59,482,731
Lodging on Trips	181	\$840.58	\$55,165,260
Auto/Truck Rental on Trips	189	\$45.34	\$2,975,336
Food and Drink on Trips	180	\$788.60	\$51,754,412
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	161	\$12,104.19	\$794,373,992
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Food and Drink on Trips	180	\$788.60	\$51,754,412

DRIVETIME: 15 MINUTES

Demographic & Income Profile

SUMMARY	CENSUS 2010	2016	2021
Population	342,316	360,387	379,387
Households	130,177	135,266	141,473
Families	85,418	88,740	92,813
Average Household Size	2.59	2.63	2.65
Owner Occupied Housing Units	72,566	73,086	75,895
Renter Occupied Housing Units	57,611	62,180	65,578
Median Age	39.1	40.2	40.8

TRENDS: 2016 - 2021 ANNUAL RATE	AREA	STATE	NATIONAL
Population	1.03%	0.87%	0.84%
Households	0.90%	0.79%	0.79%
Families	0.90%	0.79%	0.72%
Owner HHs	0.76%	0.69%	0.73%
Median Household Income	2.24%	2.73%	1.89%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
<\$15,000	8,346	6.2%	8,469	6.0%
\$15,000 - \$24,999	7,139	5.3%	6,587	4.7%
\$25,000 - \$34,999	7,382	5.5%	6,714	4.7%
\$35,000 - \$49,999	11,224	8.3%	9,511	6.7%
\$50,000 - \$74,999	19,309	14.3%	15,953	11.3%
\$75,000 - \$99,999	17,016	12.6%	18,077	12.8%

HOUSEHOLDS BY INCOME	2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT
\$100,000 - \$149,999	25,049	18.5%	30,303	21.4%
\$150,000 - \$199,999	14,516	10.7%	17,517	12.4%
\$200,000+	25,285	18.7%	28,342	20.0%
Median Household Income	\$94,944		\$106,085	
Average Household Income	\$135,183		\$147,099	
Per Capita Income	\$51,258		\$55,346	

POPULATION BY AGE	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
0 - 4	23,114	6.8%	21,805	6.1%	22,242	5.9%
5 - 9	22,076	6.4%	23,552	6.5%	22,882	6.0%
10 - 14	19,861	5.8%	23,654	6.6%	24,111	6.4%
15 - 19	18,532	5.4%	20,511	5.7%	21,756	5.7%
20 - 24	16,912	4.9%	19,646	5.5%	19,689	5.2%
25 - 34	47,977	14.0%	44,575	12.4%	49,402	13.0%
35 - 44	54,904	16.0%	52,252	14.5%	51,945	13.7%
45 - 54	52,658	15.4%	53,856	14.9%	54,027	14.2%
55 - 64	40,179	11.7%	46,075	12.8%	50,054	13.2%
65 - 74	23,210	6.8%	30,029	8.3%	35,834	9.4%
75 - 84	14,764	4.3%	15,867	4.4%	18,623	4.9%
85+	8,127	2.4%	8,562	2.4%	8,823	2.3%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
White Alone	200,856	58.7%	197,666	54.8%	195,811	51.6%
Black Alone	6,627	1.9%	6,467	1.8%	6,329	1.7%
American Indian Alone	1,524	0.4%	1,508	0.4%	1,539	0.4%

RACE AND ETHNICITY	CENSUS 2010		2016		2021	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
Asian Alone	71,015	20.7%	86,800	24.1%	102,162	26.9%
Pacific Islander Alone	4,641	1.4%	4,763	1.3%	4,929	1.3%
Some Other Race Alone	39,182	11.4%	41,849	11.6%	44,815	11.8%
Two or More Races	18,470	5.4%	21,334	5.9%	23,802	6.3%
Hispanic Origin (Any Race)	84,564	24.7%	89,975	25.0%	96,132	25.3%

DRIVETIME: 15 MINUTES

Restaurant Market Potential

DEMOGRAPHIC SUMMARY

	2016	2021
Population	360,387	379,387
Population 18+	278,438	296,446
Households	135,266	141,473
Median Household Income	\$94,944	\$106,085

PRODUCT/CUSTOMER BEHAVIOR

	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Went to family restaurant/steak house in last 6 mo	202,653	72.8%	98
Went to family restaurant/steak house 4+ times/mo	69,233	24.9%	90
Spent at family rest/steak hse last 6 months: < \$31	16,254	5.8%	82
Spent at family rest/steak hse last 6 months: \$31-50	18,920	6.8%	83
Spent at family rest/steak hse last 6 months: \$51-100	37,743	13.6%	90
Spent at family rest/steak hse last 6 months: \$101-200	32,928	11.8%	99
Spent at family rest/steak hse last 6 months: \$201-300	14,830	5.3%	98
Spent at family rest/steak hse last 6 months: \$301+	24,107	8.7%	118
Family restaurant/steak house last 6 months: breakfast	35,998	12.9%	103
Family restaurant/steak house last 6 months: lunch	51,947	18.7%	99
Family restaurant/steak house last 6 months: dinner	118,686	42.6%	92
Family restaurant/steak house last 6 months: snack	7,159	2.6%	135
Family restaurant/steak house last 6 months: weekday	75,652	27.2%	89
Family restaurant/steak house last 6 months: weekend	109,874	39.5%	96
Fam rest/steak hse/6 months: Applebee`s	51,477	18.5%	78
Fam rest/steak hse/6 months: Bob Evans Farms	5,218	1.9%	51
Fam rest/steak hse/6 months: Buffalo Wild Wings	18,922	6.8%	80
Fam rest/steak hse/6 months: California Pizza Kitchen	20,643	7.4%	221

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fam rest/steak hse/6 months: Carrabba`s Italian Gril	8,004	2.9%	92
Fam rest/steak hse/6 months: The Cheesecake Factory	31,383	11.3%	173
Fam rest/steak hse/6 months: Chili`s Grill & Bar	29,991	10.8%	89
Fam rest/steak hse/6 months: CiCi`s Pizza	6,159	2.2%	57
Fam rest/steak hse/6 months: Cracker Barrel	14,760	5.3%	53
Fam rest/steak hse/6 months: Denny`s	25,811	9.3%	100
Fam rest/steak hse/6 months: Golden Corral	9,221	3.3%	41
Fam rest/steak hse/6 months: IHOP	33,805	12.1%	108
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,749	1.3%	39
Fam rest/steak hse/6 months: LongHorn Steakhouse	8,573	3.1%	65
Fam rest/steak hse/6 months: Old Country Buffet	3,848	1.4%	80
Fam rest/steak hse/6 months: Olive Garden	38,111	13.7%	79
Fam rest/steak hse/6 months: Outback Steakhouse	26,700	9.6%	101
Fam rest/steak hse/6 months: Red Lobster	24,540	8.8%	73
Fam rest/steak hse/6 months: Red Robin	17,864	6.4%	105
Fam rest/steak hse/6 months: Ruby Tuesday	12,255	4.4%	72
Fam rest/steak hse/6 months: Texas Roadhouse	10,525	3.8%	50
Fam rest/steak hse/6 months: T.G.I. Friday`s	24,290	8.7%	116
Fam rest/steak hse/6 months: Waffle House	6,788	2.4%	46
Went to fast food/drive-in restaurant in last 6 mo	243,267	87.4%	97
Went to fast food/drive-in restaurant 9+ times/mo	92,570	33.2%	84
Spent at fast food/drive-in last 6 months: < \$11	10,320	3.7%	86
Spent at fast food/drive-in last 6 months: \$11-\$20	18,682	6.7%	91
Spent at fast food/drive-in last 6 months: \$21-\$40	30,902	11.1%	94
Spent at fast food/drive-in last 6 months: \$41-\$50	21,327	7.7%	101
Spent at fast food/drive-in last 6 months: \$51-\$100	45,378	16.3%	98
Spent at fast food/drive-in last 6 months: \$101-\$200	30,456	10.9%	91
Spent at fast food/drive-in last 6 months: \$201+	31,080	11.2%	92
Fast food/drive-in last 6 months: eat in	91,890	33.0%	91

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: home delivery	20,306	7.3%	95
Fast food/drive-in last 6 months: take-out/drive-thru	107,272	38.5%	83
Fast food/drive-in last 6 months: take-out/walk-in	55,728	20.0%	103
Fast food/drive-in last 6 months: breakfast	78,361	28.1%	87
Fast food/drive-in last 6 months: lunch	126,939	45.6%	91
Fast food/drive-in last 6 months: dinner	106,382	38.2%	86
Fast food/drive-in last 6 months: snack	34,004	12.2%	101
Fast food/drive-in last 6 months: weekday	146,016	52.4%	90
Fast food/drive-in last 6 months: weekend	116,740	41.9%	92
Fast food/drive-in last 6 months: A & W	4,132	1.5%	53
Fast food/drive-in last 6 months: Arby`s	21,714	7.8%	49
Fast food/drive-in last 6 months: Baskin-Robbins	16,249	5.8%	176
Fast food/drive-in last 6 months: Boston Market	13,778	4.9%	145
Fast food/drive-in last 6 months: Burger King	69,096	24.8%	82
Fast food/drive-in last 6 months: Captain D`s	3,755	1.3%	40
Fast food/drive-in last 6 months: Carl`s Jr.	26,053	9.4%	168
Fast food/drive-in last 6 months: Checkers	5,364	1.9%	67
Fast food/drive-in last 6 months: Chick-fil-A	35,179	12.6%	71
Fast food/drive-in last 6 months: Chipotle Mex. Grill	44,374	15.9%	153
Fast food/drive-in last 6 months: Chuck E. Cheese`s	9,032	3.2%	97
Fast food/drive-in last 6 months: Church`s Fr. Chicken	4,248	1.5%	46
Fast food/drive-in last 6 months: Cold Stone Creamery	10,594	3.8%	125
Fast food/drive-in last 6 months: Dairy Queen	21,120	7.6%	54
Fast food/drive-in last 6 months: Del Taco	14,947	5.4%	149
Fast food/drive-in last 6 months: Domino`s Pizza	29,541	10.6%	90
Fast food/drive-in last 6 months: Dunkin` Donuts	47,881	17.2%	145
Fast food/drive-in last 6 months: Hardee`s	5,411	1.9%	34
Fast food/drive-in last 6 months: Jack in the Box	29,246	10.5%	127
Fast food/drive-in last 6 months: KFC	49,386	17.7%	84

PRODUCT/CUSTOMER BEHAVIOR	EXPECTED NUMBER OF ADULTS	PERCENT	MPI
Fast food/drive-in last 6 months: Krispy Kreme	9,889	3.6%	77
Fast food/drive-in last 6 months: Little Caesars	19,169	6.9%	61
Fast food/drive-in last 6 months: Long John Silver`s	4,584	1.6%	32
Fast food/drive-in last 6 months: McDonald`s	132,434	47.6%	86
Went to Panda Express in last 6 months	31,159	11.2%	146
Fast food/drive-in last 6 months: Panera Bread	40,970	14.7%	130
Fast food/drive-in last 6 months: Papa John`s	17,924	6.4%	72
Fast food/drive-in last 6 months: Papa Murphy`s	7,832	2.8%	66
Fast food/drive-in last 6 months: Pizza Hut	35,377	12.7%	63
Fast food/drive-in last 6 months: Popeyes Chicken	20,216	7.3%	93
Fast food/drive-in last 6 months: Quiznos	9,880	3.5%	111
Fast food/drive-in last 6 months: Sonic Drive-In	12,462	4.5%	43
Fast food/drive-in last 6 months: Starbucks	62,922	22.6%	154
Fast food/drive-in last 6 months: Steak `n Shake	6,703	2.4%	48
Fast food/drive-in last 6 months: Subway	80,106	28.8%	89
Fast food/drive-in last 6 months: Taco Bell	66,879	24.0%	78
Fast food/drive-in last 6 months: Wendy`s	58,984	21.2%	76
Fast food/drive-in last 6 months: Whataburger	5,669	2.0%	48
Fast food/drive-in last 6 months: White Castle	7,309	2.6%	91
Went to fine dining restaurant last month	45,335	16.3%	145
Went to fine dining restaurant 3+ times last month	15,196	5.5%	174
Spent at fine dining rest in last 6 months: < \$51	5,452	2.0%	96
Spent at fine dining rest in last 6 months: \$51-\$100	11,124	4.0%	108
Spent at fine dining rest in last 6 months: \$101-\$200	13,015	4.7%	126
Spent at fine dining rest in last 6 months: \$201+	21,851	7.8%	199

DRIVETIME: 15 MINUTES

Retail Marketplace

SUMMARY DEMOGRAPHIC

2016 Population	360,387
2016 Households	135,266
2016 Median Disposable Income	\$74,005
2016 Per Capita Income	\$51,258

DATA FOR ALL BUSINESSES IN AREA

Total Businesses	19,549
Total Employees	228,508
Total Residential Population	135,266
Employee/Residential Population Ratio	1.69

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Total Retail Trade and Food & Drink	44-45,722	\$8,848,720,728	\$7,381,431,197	\$1,467,289,531	^ 9.0	3,749
Total Retail Trade	44-45	\$7,960,870,268	\$6,590,877,421	\$1,369,992,847	^ 9.4	2,572
Total Food & Drink	722	\$887,850,460	\$790,553,776	\$97,296,684	^ 5.8	1,177

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Motor Vehicle & Parts Dealers	441	\$1,715,444,296	\$1,070,597,786	\$644,846,510	^ 23.1	213
Automobile Dealers	4411	\$1,399,550,778	\$961,620,849	\$437,929,929	^ 18.5	106
Other Motor Vehicle Dealers	4412	\$204,335,545	\$44,311,014	\$160,024,531	^ 64.4	24
Auto Parts, Accessories & Tire Stores	4413	\$111,557,972	\$64,665,923	\$46,892,049	^ 26.6	83
Furniture & Home Furnishings Stores	442	\$271,323,728	\$184,070,472	\$87,253,256	^ 19.2	152
Furniture Stores	4421	\$149,382,194	\$100,114,807	\$49,267,387	^ 19.7	61

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Home Furnishings Stores	4422	\$121,941,534	\$83,955,665	\$37,985,869	^ 18.4	91
Electronics & Appliance Stores	443	\$439,564,419	\$1,165,594,072	-\$726,029,653	v -45.2	401
Bldg Materials, Garden Equip. & Supply Stores	444	\$405,760,192	\$247,490,023	\$158,270,169	^ 24.2	301
Bldg Material & Supplies Dealers	4441	\$368,595,923	\$225,787,259	\$142,808,664	^ 24.0	270
Lawn & Garden Equip & Supply Stores	4442	\$37,164,270	\$21,702,763	\$15,461,507	^ 26.3	31
Food & Beverage Stores	445	\$1,518,177,329	\$1,154,002,932	\$364,174,397	^ 13.6	290
Grocery Stores	4451	\$1,300,080,181	\$1,023,131,339	\$276,948,842	^ 11.9	152
Specialty Food Stores	4452	\$139,677,981	\$80,362,353	\$59,315,628	^ 27.0	86
Beer, Wine & Liquor Stores	4453	\$78,419,167	\$50,509,239	\$27,909,928	^ 21.6	52
Health & Personal Care Stores	446,4461	\$515,545,608	\$349,553,508	\$165,992,100	^ 19.2	145
Gasoline Stations	447,4471	\$453,559,159	\$232,697,495	\$220,861,664	^ 32.2	80
Clothing & Clothing Accessories Stores	448	\$562,827,448	\$426,185,388	\$136,642,060	^ 13.8	342
Clothing Stores	4481	\$405,167,603	\$241,388,439	\$163,779,164	^ 25.3	219
Shoe Stores	4482	\$58,413,391	\$30,989,116	\$27,424,275	^ 30.7	36
Jewelry, Luggage & Leather Goods Stores	4483	\$99,246,454	\$153,807,833	-\$54,561,379	v -21.6	87
Sporting Goods, Hobby, Book & Music Stores	451	\$238,060,028	\$183,259,004	\$54,801,024	^ 13.0	168
Sporting Goods/Hobby/Musical Instr Stores	4511	\$204,730,872	\$151,093,252	\$53,637,620	^ 15.1	129
Book, Periodical & Music Stores	4512	\$33,329,156	\$32,165,752	\$1,163,404	^ 1.8	39
General Merchandise Stores	452	\$1,231,486,745	\$929,171,327	\$302,315,418	^ 14.0	65
Department Stores Excluding Leased Depts.	4521	\$829,515,941	\$575,650,787	\$253,865,154	^ 18.1	29
Other General Merchandise Stores	4529	\$401,970,803	\$353,520,540	\$48,450,263	^ 6.4	36
Miscellaneous Store Retailers	453	\$401,609,593	\$217,966,389	\$183,643,204	^ 29.6	344
Florists	4531	\$16,467,916	\$17,534,527	-\$1,066,611	v -3.1	47
Office Supplies, Stationery & Gift Stores	4532	\$60,664,887	\$57,258,053	\$3,406,834	^ 2.9	90
Used Merchandise Stores	4533	\$29,395,110	\$19,783,336	\$9,611,774	^ 19.5	64
Other Miscellaneous Store Retailers	4539	\$295,081,680	\$123,390,473	\$171,691,207	^ 41.0	144
Nonstore Retailers	454	\$207,511,723	\$430,289,025	-\$222,777,302	v -34.9	71
Electronic Shopping & Mail-Order Houses	4541	\$163,396,798	\$405,816,076	-\$242,419,278	v -42.6	44
Vending Machine Operators	4542	\$4,500,691	\$3,482,726	\$1,017,965	^ 12.8	11

INDUSTRY SUMMARY	NAICS	DEMAND (Retail Potencial)	SUPPLY (Retail Sales)	RETAIL GAP	LEAKAGE/SURPLUS FACTOR	NUMBER OF BUSINESSES
Direct Selling Establishments	4543	\$39,614,234	\$20,990,223	\$18,624,011	^ 30.7	16
Food Services & Drinking Places	722	\$887,850,460	\$790,553,776	\$97,296,684	^ 5.8	1,177
Full-Service Restaurants	7221	\$500,754,929	\$465,886,256	\$34,868,673	^ 3.6	740
Limited-Service Eating Places	7222	\$351,164,863	\$251,098,077	\$100,066,786	^ 16.6	343
Special Food Services	7223	\$19,554,133	\$61,378,038	-\$41,823,905	v -51.7	56
Drinking Places - Alcoholic Beverages	7224	\$16,376,535	\$12,191,405	\$4,185,130	^ 14.6	38

DRIVETIME: 15 MINUTES

Tapestry

TOP TAPESTRY SEGMENTS	PERCENT	SUMMARY DEMOGRAPHIC	2016	2021
1. Urban Chic (2A)	17.4%	Population	360,387	379,387
2. Top Tier (1A)	13.1%	Households	135,266	141,473
3. Enterprising Professionals (2D)	10.5%	Families	88,740	92,813
4. City Lights (8A)	9.4%	Median Age	40.2	40.8
5. Pacific Heights (2C)	9.0%	Median Household Income	\$94,944	\$106,085

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Apparel and Services	178	\$3,581.79	\$484,494,719
Men's	183	\$733.43	\$99,208,772
Women's	176	\$1,209.20	\$163,563,252
Children's	171	\$552.36	\$74,715,034
Footwear	178	\$763.03	\$103,211,351
Watches & Jewelry	181	\$187.46	\$25,357,034
Apparel Products and Services (1)	189	\$136.32	\$18,439,275
Computer			
Computers and Hardware for Home Use	185	\$320.77	\$43,389,878
Portable Memory	176	\$8.27	\$1,118,955
Computer Software	176	\$22.74	\$3,076,520
Computer Accessories	178	\$31.64	\$4,279,995
Entertainment & Recreation	172	\$5,002.64	\$676,686,507
Fees and Admissions	202	\$1,163.03	\$157,318,383
Membership Fees for Clubs (2)	202	\$386.48	\$52,278,029
Fees for Participant Sports, excl. Trips	192	\$171.89	\$23,251,207
Tickets to Theatre/Operas/Concerts	204	\$107.87	\$14,591,412

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Tickets to Movies/Museums/Parks	195	\$129.47	\$17,513,079
Admission to Sporting Events, excl. Trips	193	\$102.86	\$13,914,064
Fees for Recreational Lessons	213	\$262.83	\$35,552,340
Dating Services	233	\$1.61	\$218,251
TV/Video/Audio	162	\$1,947.29	\$263,402,543
Cable and Satellite Television Services	158	\$1,417.51	\$191,741,177
Televisions	171	\$188.32	\$25,472,951
Satellite Dishes	139	\$2.03	\$274,885
VCRs, Video Cameras, and DVD Players	178	\$14.39	\$1,946,195
Miscellaneous Video Equipment	140	\$10.75	\$1,453,792
Video Cassettes and DVDs	172	\$31.73	\$4,292,600
Video Game Hardware/Accessories	164	\$41.95	\$5,674,819
Video Game Software	164	\$22.57	\$3,052,605
Streaming/Downloaded Video	183	\$33.27	\$4,500,000
Rental of Video Cassettes and DVDs	173	\$28.23	\$3,818,590
Installation of Televisions	126	\$1.16	\$156,749
Audio (3)	180	\$147.75	\$19,985,633
Rental of TV/VCR/Radio/Sound Equipment	152	\$1.99	\$269,256
Repair of TV/Radio/Sound Equipment	215	\$5.64	\$763,288
Pets	161	\$861.48	\$116,528,725
Toys/Games/Crafts/Hobbies (4)	166	\$190.25	\$25,734,343
Recreational Vehicles and Fees (5)	162	\$174.54	\$23,609,703
Sports/Recreation/Exercise Equipment (6)	179	\$295.83	\$40,015,605
Photo Equipment and Supplies (7)	178	\$98.02	\$13,258,862
Reading (8)	171	\$224.19	\$30,325,230
Live Entertainment for Catered Affairs	159	\$17.16	\$2,320,973
Rental of Party Supplies for Catered Affairs	204	\$30.84	\$4,172,139
Food	168	\$13,551.59	\$1,833,069,685
Food at Home	165	\$8,232.95	\$1,113,638,014

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Bakery and Cereal Products	163	\$1,100.14	\$148,812,029
Meats, Poultry, Fish, and Eggs	163	\$1,811.46	\$245,028,940
Dairy Products	166	\$881.18	\$119,193,653
Fruits and Vegetables	173	\$1,650.30	\$223,229,034
Snacks and Other Food at Home (10)	163	\$2,789.87	\$377,374,358
Food Away from Home	172	\$5,318.64	\$719,431,671
Alcoholic Beverages	182	\$934.34	\$126,384,488
Financial			
Value of Stocks/Bonds/Mutual funds	164	\$12,299.79	\$1,663,742,777
Value of Retirement Plans	174	\$45,704.69	\$6,182,290,874
Value of Other Financial Assets	143	\$1,616.96	\$218,720,238
Vehicle Loan Amount excluding Interest	152	\$3,693.74	\$499,638,065
Value of Credit Card Debt	175	\$998.05	\$135,002,574
Health			
Nonprescription Drugs	163	\$202.02	\$27,325,838
Prescription Drugs	145	\$609.74	\$82,477,208
Eyeglasses and Contact Lenses	168	\$150.27	\$20,326,863
Home			
Mortgage Payment and Basics (11)	176	\$15,089.91	\$2,041,151,897
Maintenance and Remodeling Services	164	\$2,879.29	\$389,469,876
Maintenance and Remodeling Materials (12)	138	\$500.37	\$67,682,813
Utilities, Fuel, and Public Services	158	\$7,698.54	\$1,041,350,177
Household Furnishings and Equipment			
Household Textiles (13)	177	\$154.18	\$20,855,377
Furniture	177	\$867.96	\$117,406,119
Rugs	189	\$46.17	\$6,244,803
Major Appliances (14)	168	\$474.91	\$64,239,819
Housewares (15)	169	\$141.19	\$19,097,857
Small Appliances	177	\$83.51	\$11,296,092

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Luggage	187	\$17.31	\$2,341,872
Telephones and Accessories	164	\$116.40	\$15,744,351
Household Operations			
Child Care	190	\$803.60	\$108,700,119
Lawn and Garden (16)	164	\$667.59	\$90,302,342
Moving/Storage/Freight Express	197	\$124.72	\$16,870,045
Housekeeping Supplies (17)	163	\$1,148.87	\$155,403,268
Insurance			
Owners and Renters Insurance	143	\$661.20	\$89,438,089
Vehicle Insurance	163	\$1,821.17	\$246,342,946
Life/Other Insurance	168	\$695.75	\$94,111,433
Health Insurance	160	\$5,405.65	\$731,201,096
Personal Care Products (18)	173	\$752.47	\$101,783,512
School Books & Supplies for College	179	\$113.57	\$15,362,451
School Books & Supplies for Elementary/High School	159	\$32.70	\$4,423,619
School Books & Supplies for Vocational/Technical School	152	\$1.99	\$268,878
School Books & Supplies for Preschool/Other Schools	179	\$4.29	\$580,029
Other School Supplies	180	\$138.36	\$18,715,951
Smoking Products	135	\$553.19	\$74,827,785
Transportation			
Payments on Vehicles excluding Leases	151	\$3,147.97	\$425,813,159
Gasoline and Motor Oil	154	\$4,729.09	\$639,685,352
Vehicle Maintenance and Repairs	166	\$1,717.34	\$232,297,841
Travel			
Airline Fares	201	\$916.18	\$123,928,417
Lodging on Trips	183	\$850.60	\$115,057,839
Auto/Truck Rental on Trips	192	\$46.10	\$6,235,175
Food and Drink on Trips	182	\$798.58	\$108,020,706
Financial			

	SPENDING POTENTIAL INDEX	AVERAGE AMOUNT SPENT	TOTAL
Value of Stocks/Bonds/Mutual funds	164	\$12,299.79	\$1,663,742,777
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Insurance			

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Owners and Renters Insurance	143	\$661.20	\$89,438,089
Vehicle Insurance	163	\$1,821.17	\$246,342,946
Life/Other Insurance	168	\$695.75	\$94,111,433
Health Insurance	160	\$5,405.65	\$731,201,096
Personal Care Products (18)	173	\$752.47	\$101,783,512
School Books & Supplies for College	179	\$113.57	\$15,362,451
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Gasoline and Motor Oil	154	\$4,729.09	\$639,685,352
Vehicle Maintenance and Repairs	166	\$1,717.34	\$232,297,841
Travel			
Airline Fares	201	\$916.18	\$123,928,417
Lodging on Trips	183	\$850.60	\$115,057,839
Auto/Truck Rental on Trips	192	\$46.10	\$6,235,175
Food and Drink on Trips	182	\$798.58	\$108,020,706

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