

# **APPENDIX K**

## esri Marketplace Analysis

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# Retail MarketPlace Profile

Polygon\_8  
Area: 216.47 Square miles

## Summary Demographics

2010 Population	97,688
2010 Households	34,511
2010 Median Disposable Income	\$73,384
2010 Per Capita Income	\$41,314

	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
<b>Industry Summary</b>						
Total Retail Trade and Food & Drink	44-45,722	\$1,431,184,202	\$751,301,358	\$679,882,844	31.2	799
Total Retail Trade	44-45	\$1,222,931,759	\$657,910,822	\$565,020,937	30.0	540
Total Food & Drink	722	\$208,252,443	\$93,390,536	\$114,861,907	38.1	258
<b>Industry Group</b>						
	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$283,438,875	\$113,347,544	\$170,091,332	42.9	47
Automobile Dealers	4411	\$239,540,078	\$100,571,700	\$138,968,378	40.9	22
Other Motor Vehicle Dealers	4412	\$22,215,481	\$2,496,733	\$19,718,748	79.8	5
Auto Parts, Accessories & Tire Stores	4413	\$21,683,316	\$10,279,111	\$11,404,205	35.7	20
Furniture & Home Furnishings Stores	442	\$36,558,023	\$18,555,255	\$18,002,768	32.7	30
Furniture Stores	4421	\$16,246,974	\$13,344,903	\$2,902,072	9.8	12
Home Furnishings Stores	4422	\$20,311,049	\$5,210,352	\$15,100,697	59.2	18
Electronics & Appliance Stores	4431	\$44,069,821	\$11,322,476	\$32,747,345	59.1	40
Bldg Materials, Garden Equip. & Supply Stores	444	\$62,277,553	\$36,060,166	\$26,217,387	26.7	80
Bldg Material & Supplies Dealers	4441	\$54,617,922	\$30,936,594	\$23,681,328	27.7	59
Lawn & Garden Equip & Supply Stores	4442	\$7,659,631	\$5,123,572	\$2,536,059	19.8	20
Food & Beverage Stores	445	\$282,914,305	\$247,433,395	\$35,480,911	6.7	67
Grocery Stores	4451	\$252,002,955	\$221,330,218	\$30,672,737	6.5	27
Specialty Food Stores	4452	\$11,069,707	\$8,809,467	\$2,260,240	11.4	16
Beer, Wine & Liquor Stores	4453	\$19,841,643	\$17,293,710	\$2,547,933	6.9	24
Health & Personal Care Stores	446,4461	\$54,811,745	\$34,761,275	\$20,050,471	22.4	48
Gasoline Stations	447,4471	\$174,511,575	\$104,349,627	\$70,161,948	25.2	35
Clothing & Clothing Accessories Stores	448	\$45,473,149	\$4,088,377	\$41,384,771	83.5	30
Clothing Stores	4481	\$33,908,464	\$2,110,163	\$31,798,301	88.3	17
Shoe Stores	4482	\$6,701,806	\$1,195,932	\$5,505,873	69.7	6
Jewelry, Luggage & Leather Goods Stores	4483	\$4,862,879	\$782,282	\$4,080,597	72.3	8
Sporting Goods, Hobby, Book & Music Stores	451	\$13,154,997	\$4,286,567	\$8,868,430	50.8	43
Sporting Goods/Hobby/Musical Instr Stores	4511	\$10,792,657	\$3,425,413	\$7,367,244	51.8	35
Book, Periodical & Music Stores	4512	\$2,362,341	\$861,154	\$1,501,186	46.6	8
General Merchandise Stores	452	\$117,501,754	\$43,292,640	\$74,209,114	46.2	12
Department Stores Excluding Leased Depts.	4521	\$47,516,540	\$5,104,633	\$42,411,907	80.6	6
Other General Merchandise Stores	4529	\$69,985,214	\$38,188,007	\$31,797,207	29.4	6
Miscellaneous Store Retailers	453	\$35,287,542	\$19,962,405	\$15,325,137	27.7	100
Florists	4531	\$1,924,987	\$1,104,595	\$820,392	27.1	12
Office Supplies, Stationery & Gift Stores	4532	\$10,415,280	\$4,071,453	\$6,343,827	43.8	28
Used Merchandise Stores	4533	\$10,036,408	\$3,531,947	\$6,504,461	47.9	18
Other Miscellaneous Store Retailers	4539	\$12,910,867	\$11,254,410	\$1,656,457	6.9	42
Nonstore Retailers	454	\$72,932,420	\$20,451,097	\$52,481,323	56.2	9
Electronic Shopping & Mall-Order Houses	4541	\$43,381,931	\$8,114,993	\$35,266,938	68.5	3
Vending Machine Operators	4542	\$3,495,217	\$1,895,053	\$1,600,164	29.7	1
Direct Selling Establishments	4543	\$26,055,272	\$10,441,051	\$15,614,221	42.8	5
Food Services & Drinking Places	722	\$208,252,443	\$93,390,536	\$114,861,907	38.1	258
Full-Service Restaurants	7221	\$97,044,340	\$42,470,486	\$54,573,854	39.1	154
Limited-Service Eating Places	7222	\$90,106,582	\$46,751,650	\$43,354,932	31.7	91
Special Food Services	7223	\$19,390,581	\$3,807,008	\$15,583,574	67.2	9
Drinking Places - Alcoholic Beverages	7224	\$1,710,940	\$361,392	\$1,349,547	65.1	4

**Data Note:** Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

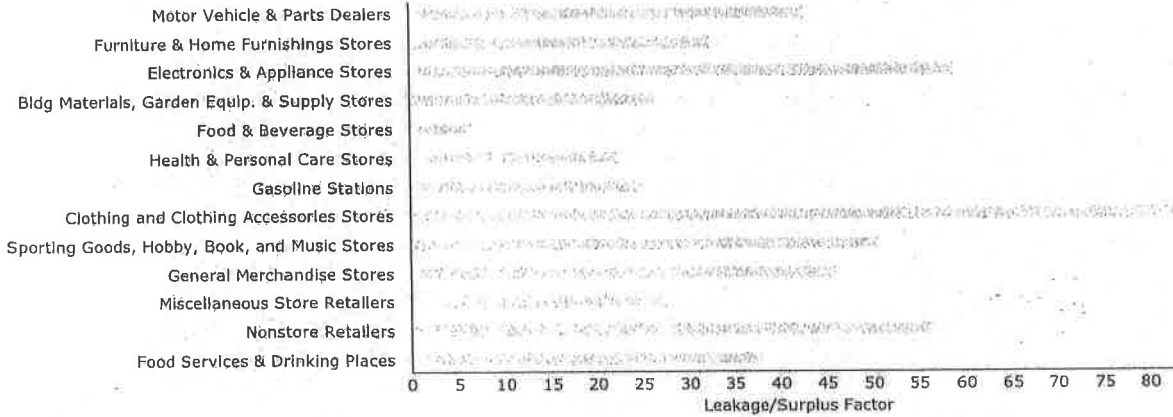
Source: Esri and Infogroup



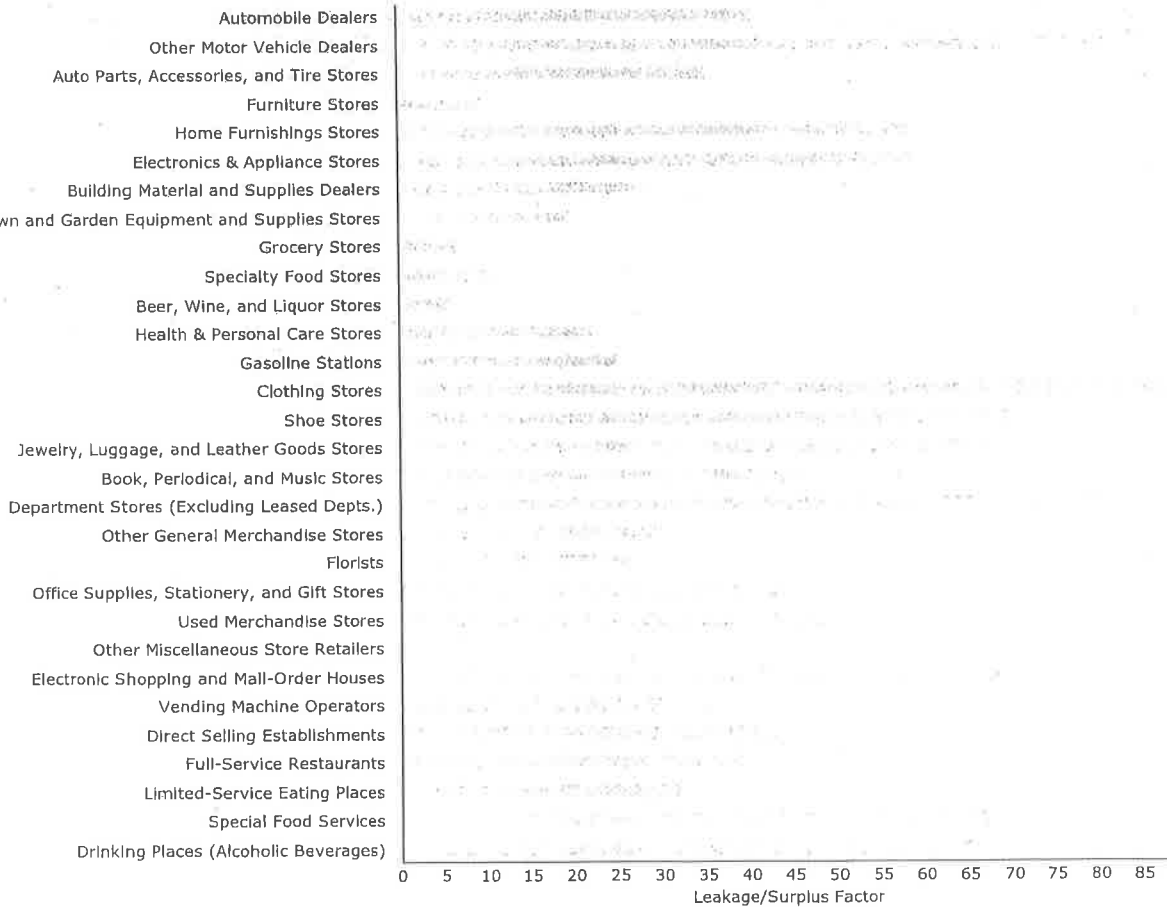
# Retail MarketPlace Profile

Polygon\_8  
Area: 216.47 Square miles

## Leakage/Surplus Factor by Industry Subsector



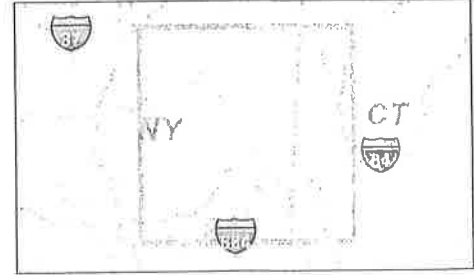
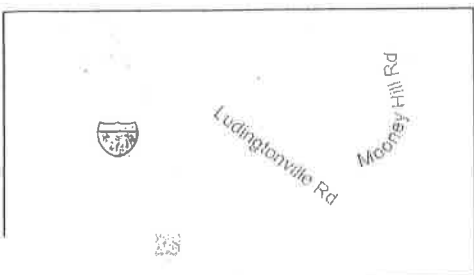
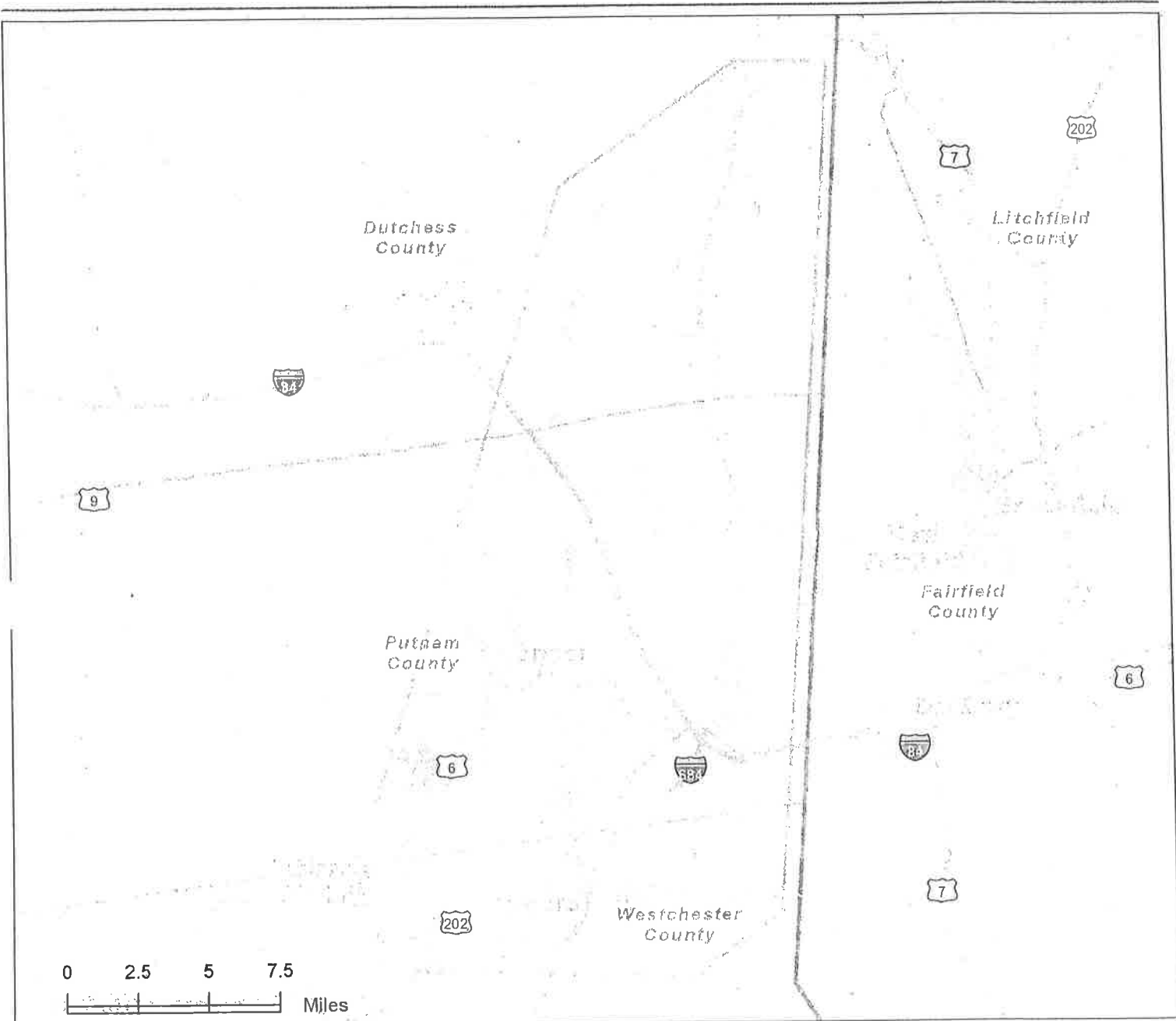
## Leakage/Surplus Factor by Industry Group





# Site Map

Polygon\_8  
Area: 216.47 Square miles  
Custom Polygon





# Market Profile

Polygon\_8  
Area: 216.47 Square miles

## Population Summary

2000 Total Population	91,809
2000 Group Quarters	2,670
2010 Total Population	97,688
2015 Total Population	98,555
2010-2015 Annual Rate	0.18%

## Household Summary

2000 Households	32,142
2000 Average Household Size	2.77
2010 Households	34,511
2010 Average Household Size	2.75
2015 Households	34,912
2015 Average Household Size	2.74
2010-2015 Annual Rate	0.23%
2000 Families	24,279
2000 Average Family Size	3.21
2010 Families	25,833
2010 Average Family Size	3.20
2015 Families	26,053
2015 Average Family Size	3.19
2010-2015 Annual Rate	0.17%

## Housing Unit Summary

2000 Housing Units	33,972
Owner Occupied Housing Units	78.2%
Renter Occupied Housing Units	16.5%
Vacant Housing Units	5.3%
2010 Housing Units	36,830
Owner Occupied Housing Units	76.4%
Renter Occupied Housing Units	17.3%
Vacant Housing Units	6.3%
2015 Housing Units	37,541
Owner Occupied Housing Units	75.9%
Renter Occupied Housing Units	17.1%
Vacant Housing Units	7.0%

## Median Household Income

2000	\$71,931
2010	\$100,608
2015	\$113,676

## Median Home Value

2000	\$214,472
2010	\$380,800
2015	\$475,761

## Per Capita Income

2000	\$31,391
2010	\$41,314
2015	\$47,594

## Median Age

2000	38.1
2010	41.5
2015	42.2

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Market Profile

Polygon\_8  
Area: 216.47 Square miles

## 2000 Households by Income

Household Income Base	32,161
<\$15,000	5.9%
\$15,000 - \$24,999	5.3%
\$25,000 - \$34,999	7.5%
\$35,000 - \$49,999	12.2%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	6.7%
\$200,000+	5.4%
Average Household Income	\$88,608

## 2010 Households by Income

Household Income Base	34,510
<\$15,000	3.7%
\$15,000 - \$24,999	3.4%
\$25,000 - \$34,999	3.4%
\$35,000 - \$49,999	8.9%
\$50,000 - \$74,999	18.3%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	29.7%
\$150,000 - \$199,999	11.1%
\$200,000+	9.8%
Average Household Income	\$116,015

## 2015 Households by Income

Household Income Base	34,912
<\$15,000	2.3%
\$15,000 - \$24,999	2.2%
\$25,000 - \$34,999	2.4%
\$35,000 - \$49,999	4.8%
\$50,000 - \$74,999	17.6%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	31.3%
\$150,000 - \$199,999	16.2%
\$200,000+	12.4%
Average Household Income	\$133,307

## 2000 Owner Occupied Housing Units by Value

Total	26,475
<\$50,000	0.9%
\$50,000 - \$99,999	3.3%
\$100,000 - \$149,999	14.6%
\$150,000 - \$199,999	25.5%
\$200,000 - \$299,999	33.9%
\$300,000 - \$499,999	16.7%
\$500,000 - \$999,999	4.3%
\$1,000,000 +	0.8%
Average Home Value	\$251,324

## 2000 Specified Renter Occupied Housing Units by Contract Rent

Total	5,498
With Cash Rent	93.2%
No Cash Rent	6.8%
Median Rent	\$809
Average Rent	\$834

**Data Note:** Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Market Profile

Polygon\_8  
Area: 216.47 Square miles

## 2000 Population by Age

Total	91,806
0 - 4	6.8%
5 - 9	7.6%
10 - 14	7.3%
15 - 24	10.2%
25 - 34	12.0%
35 - 44	19.2%
45 - 54	15.3%
55 - 64	9.6%
65 - 74	6.5%
75 - 84	4.0%
85 +	1.5%
18 +	74.0%

## 2010 Population by Age

Total	97,688
0 - 4	6.3%
5 - 9	6.7%
10 - 14	7.4%
15 - 24	11.9%
25 - 34	9.3%
35 - 44	14.0%
45 - 54	17.9%
55 - 64	13.0%
65 - 74	7.3%
75 - 84	4.4%
85 +	2.0%
18 +	75.1%

## 2015 Population by Age

Total	98,553
0 - 4	5.9%
5 - 9	6.6%
10 - 14	7.1%
15 - 24	12.0%
25 - 34	10.2%
35 - 44	11.7%
45 - 54	16.7%
55 - 64	14.1%
65 - 74	9.3%
75 - 84	4.5%
85 +	2.0%
18 +	76.0%

## 2000 Population by Sex

Males	49.6%
Females	50.4%

## 2010 Population by Sex

Males	49.4%
Females	50.6%

## 2015 Population by Sex

Males	49.4%
Females	50.6%



# Market Profile

Polygon\_8  
Area: 216.47 Square miles

## 2000 Population by Race/Ethnicity

Total	91,809
White Alone	93.6%
Black Alone	2.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	1.7%
Two or More Races	1.3%
Hispanic Origin	5.9%
Diversity Index	22.1

## 2010 Population by Race/Ethnicity

Total	97,688
White Alone	89.6%
Black Alone	3.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.2%
Some Other Race Alone	2.7%
Two or More Races	2.0%
Hispanic Origin	10.3%
Diversity Index	34.4

## 2015 Population by Race/Ethnicity

Total	98,554
White Alone	89.2%
Black Alone	3.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.3%
Some Other Race Alone	2.8%
Two or More Races	2.1%
Hispanic Origin	10.9%
Diversity Index	35.8

## 2000 Population 3+ by School Enrollment

Total	88,060
Enrolled in Nursery/Preschool	2.4%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	12.6%
Enrolled in Grade 9-12	5.8%
Enrolled in College	3.5%
Enrolled in Grad/Prof School	1.3%
Not Enrolled in School	73.1%

## 2010 Population 25+ by Educational Attainment

Total	66,179
Less Than 9th Grade	3.0%
9th to 12th Grade, No Diploma	3.6%
High School Graduate	27.4%
Some College, No Degree	17.4%
Associate Degree	8.0%
Bachelor's Degree	23.1%
Graduate/Professional Degree	17.5%

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.





## Market Profile

Polygon\_8  
Area: 216.47 Square miles

### 2010 Population 15+ by Marital Status

Total	77,839
Never Married	25.1%
Married	62.2%
Widowed	5.6%
Divorced	7.1%

### 2000 Population 16+ by Employment Status

Total	70,795
In Labor Force	66.8%
Civilian Employed	64.6%
Civilian Unemployed	2.2%
In Armed Forces	0.0%
Not In Labor Force	33.2%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	93.6%
Civilian Unemployed	6.4%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	94.8%
Civilian Unemployed	5.2%

### 2000 Females 16+ by Employment Status and Age of Children

Total	36,218
Own Children < 6 Only	8.5%
Employed/in Armed Forces	5.1%
Unemployed	0.2%
Not In Labor Force	3.2%
Own Children <6 and 6-17 Only	7.0%
Employed/in Armed Forces	3.7%
Unemployed	0.2%
Not In Labor Force	3.1%
Own Children 6-17 Only	18.4%
Employed/in Armed Forces	13.9%
Unemployed	0.2%
Not In Labor Force	4.4%
No Own Children < 18	66.1%
Employed/in Armed Forces	35.9%
Unemployed	1.0%
Not In Labor Force	29.2%

### 2010 Employed Population 16+ by Industry

Total	48,764
Agriculture/Mining	0.5%
Construction	8.7%
Manufacturing	5.0%
Wholesale Trade	2.8%
Retail Trade	10.8%
Transportation/Utilities	4.2%
Information	4.1%
Finance/Insurance/Real Estate	7.7%
Services	51.3%
Public Administration	4.9%



## Market Profile

Polygon\_8  
Area: 216.47 Square miles

### 2010 Employed Population 16+ by Occupation

Total	48,763
White Collar	68.4%
Management/Business/Financial	17.0%
Professional	27.5%
Sales	10.9%
Administrative Support	13.0%
Services	15.2%
Blue Collar	16.4%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	3.9%
Production	2.1%
Transportation/Material Moving	3.7%

### 2000 Workers 16+ by Means of Transportation to Work

Total	44,996
Drove Alone - Car, Truck, or Van	78.7%
Carpooled - Car, Truck, or Van	8.2%
Public Transportation	7.4%
Walked	1.5%
Other Means	0.6%
Worked at Home	3.5%

### 2000 Workers 16+ by Travel Time to Work

Total	44,995
Did not Work at Home	96.5%
Less than 5 minutes	2.3%
5 to 9 minutes	6.8%
10 to 19 minutes	17.2%
20 to 24 minutes	9.7%
25 to 34 minutes	15.0%
35 to 44 minutes	11.0%
45 to 59 minutes	14.7%
60 to 89 minutes	11.5%
90 or more minutes	8.4%
Worked at Home	3.5%
Average Travel Time to Work (in min)	38.3

### 2000 Households by Vehicles Available

Total	32,112
None	4.0%
1	26.0%
2	45.0%
3	17.6%
4	5.2%
5+	2.2%
Average Number of Vehicles Available	2.0



# Market Profile

Polygon\_8  
Area: 216.47 Square miles

## 2000 Households by Type

Total	32,143
Family Households	75.5%
Married-couple Family	64.5%
With Related Children	33.0%
Other Family (No Spouse)	11.1%
With Related Children	5.9%
Nonfamily Households	24.5%
Householder Living Alone	19.8%
Householder Not Living Alone	4.7%
Households with Related Children	39.0%
Households with Persons 65+	23.6%

## 2000 Households by Size

Total	32,142
1 Person Household	19.8%
2 Person Household	31.5%
3 Person Household	17.7%
4 Person Household	18.8%
5 Person Household	8.4%
6 Person Household	2.7%
7 + Person Household	1.2%

## 2000 Households by Year Householder Moved In

Total	32,112
Moved in 1999 to March 2000	13.9%
Moved in 1995 to 1998	26.6%
Moved in 1990 to 1994	17.0%
Moved in 1980 to 1989	19.5%
Moved in 1970 to 1979	13.6%
Moved in 1969 or Earlier	9.4%
Median Year Householder Moved In	1992

## 2000 Housing Units by Units in Structure

Total	33,933
1, Detached	72.6%
1, Attached	12.1%
2	5.0%
3 or 4	3.5%
5 to 9	2.7%
10 to 19	1.3%
20 +	1.7%
Mobile Home	1.1%
Other	0.0%

## 2000 Housing Units by Year Structure Built

Total	33,932
1999 to March 2000	1.7%
1995 to 1998	5.3%
1990 to 1994	5.7%
1980 to 1989	16.6%
1970 to 1979	16.5%
1969 or Earlier	54.4%
Median Year Structure Built	1967



# Market Profile

Polygon\_8  
Area: 216.47 Square miles

## Top 3 Tapestry Segments

1. Pleasant-Ville
2. Wealthy Seaboard Suburbs
3. Sophisticated Squires

### 2010 Consumer Spending

Apparel & Services: Total \$	\$95,818,812
Average Spent	\$2,776.48
Spending Potential Index	116
Computers & Accessories: Total \$	\$12,308,997
Average Spent	\$356.67
Spending Potential Index	162
Education: Total \$	\$74,467,326
Average Spent	\$2,157.79
Spending Potential Index	177
Entertainment/Recreation: Total \$	\$189,767,478
Average Spent	\$5,498.77
Spending Potential Index	171
Food at Home: Total \$	\$241,554,465
Average Spent	\$6,999.37
Spending Potential Index	156
Food Away from Home: Total \$	\$178,241,222
Average Spent	\$5,164.78
Spending Potential Index	160
Health Care: Total \$	\$201,903,521
Average Spent	\$5,850.43
Spending Potential Index	157
HH Furnishings & Equipment: Total \$	\$107,133,781
Average Spent	\$3,104.35
Spending Potential Index	151
Investments: Total \$	\$117,473,937
Average Spent	\$3,403.97
Spending Potential Index	196
Retail Goods: Total \$	\$1,333,386,277
Average Spent	\$38,636.69
Spending Potential Index	155
Shelter: Total \$	\$962,207,511
Average Spent	\$27,881.28
Spending Potential Index	177
TV/Video/Audio: Total \$	\$66,843,865
Average Spent	\$1,936.89
Spending Potential Index	156
Travel: Total \$	\$122,283,887
Average Spent	\$3,543.34
Spending Potential Index	187
Vehicle Maintenance & Repairs: Total \$	\$52,781,367
Average Spent	\$1,529.41
Spending Potential Index	162

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



# Site Map

Polygon\_8  
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Custom Polygon

