



FERNDALE

CITY OF FERNDALE, MICHIGAN 2020 COMMUNITY 360 METRICS REPORT

Compiled March 2020

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COBALT COMMUNITY RESEARCH IS A 501C3 NONPROFIT COALITION CREATED TO HELP LOCAL GOVERNMENTS, SCHOOLS AND NONPROFIT ORGANIZATIONS THRIVE AS CHANGES EMERGE IN THE ECONOMIC, DEMOGRAPHIC AND SOCIAL LANDSCAPE.

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The purpose of this report is to give decision makers reliable, consistent metrics that support strategic decisions



FERNDALE

INTRODUCTION

The City of Ferndale is experiencing a period of demographic and economic change.

The purpose of this report is to provide consistent, reliable data to help community leaders understand where they are today, identify baselines they can use to measure progress on key metrics, and monitor how these metrics change over time.

This report is designed to be a working document to help drive action. Feel free to circle metrics that catch attention. Jot notes in the margin. Brainstorm ways to influence your key metrics in the future.

Some of the data on new residents, resident location, and business information are set up in interactive portals. To access these portals, download Tableau Reader. The reader will help staff access, filter, plot data on a map, and understand the community more deeply. The links to the portals, Tableau Reader, and other reference material can be found at: www.CobaltCommunityResearch.org/Ferndale.

Because data come from multiple sources where data are not complete and are often based on samples, total percentages do not always equal 100. In addition, data that come from two different sources (U.S. Census vs various market data companies) also may reflect minor differences because source data, time frame, and methodology can differ.

Please let us know where we can make this report more clear and also if you wish to explore our other non-profit programs for benchmarking, engagement, or research; we are here for you. For more information on how Cobalt can help you adapt and thrive, visit the Cobalt website or reach out to us by email.

Cobalt Community Research is a national 501c3 nonprofit, non-partisan coalition that helps local governments, schools and membership organizations affordably understand and engage communities through high-quality metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups. Cobalt combines big data with local insights to help organizations thrive as changes emerge in the economic, demographic and social landscape. Explore how we can help by calling 877.888.0209, or by emailing Information@CobaltCommunityResearch.org.

The data to build this report came from a variety of public and proprietary sources. Examples include the U.S. Census, Department of Labor, Experian®, WalkScore®, and many more. We list sources at the bottom of each section of metrics.

This research service is to gather metrics for your organization, but the data are owned by the respective data aggregators. All research is subject to imprecision based on scope, imprecision of extrapolation, imprecision of source data, differences in collection periods, sampling error, response error, etc. All research is designed to reduce uncertainty, but it can never eliminate it. Organizations should exercise due diligence before taking action based on this research information alone.

OVERVIEW

The chart below provides baseline community metrics compared to the United States overall. These metrics can serve as a proxy for how attractive a community is. This can help retain existing residents and businesses as well as attract potential future residents and businesses. While the amount of weight each metric carries should vary by community characteristics and community strategic priorities, this provides a high-level overview of what many individuals look for when choosing a community in which to live, work and play.

Quality of Life

Year	Metric Name	Metric	National
2020	Public schools (higher is better)	3.8	Highest score is 10
2020	School expenditures per pupil (\$) - Total (public and private)	\$12,560	\$12,383
2020	Pupil / teacher ratio	17.3	16.8
2020	Cost of Living (above 100 is above national average)	97	100
2020	Violent Crime Index (lower is better)	12	23
2020	Property Crime Index (lower is better)	38	35
2020	Sperling Climate Comfort Index (higher is better)	6.9	7.0
2020	Air Quality (higher is better)	53	58
2020	Watershed Quality (higher is better)	27	55
2020	Physicians per 100k	454	210
2020	Interest Factor: Recreational Establishments per 1000 (recreation, restaurants, bars, motion picture, cultural attractions, educational services) (higher is better)	7.9	4.0
2020	Listed Trails (Alltrails.com)	0	Higher is better



PART 1:

DEMOGRAPHICS

ONLINE RESIDENT PORTAL:

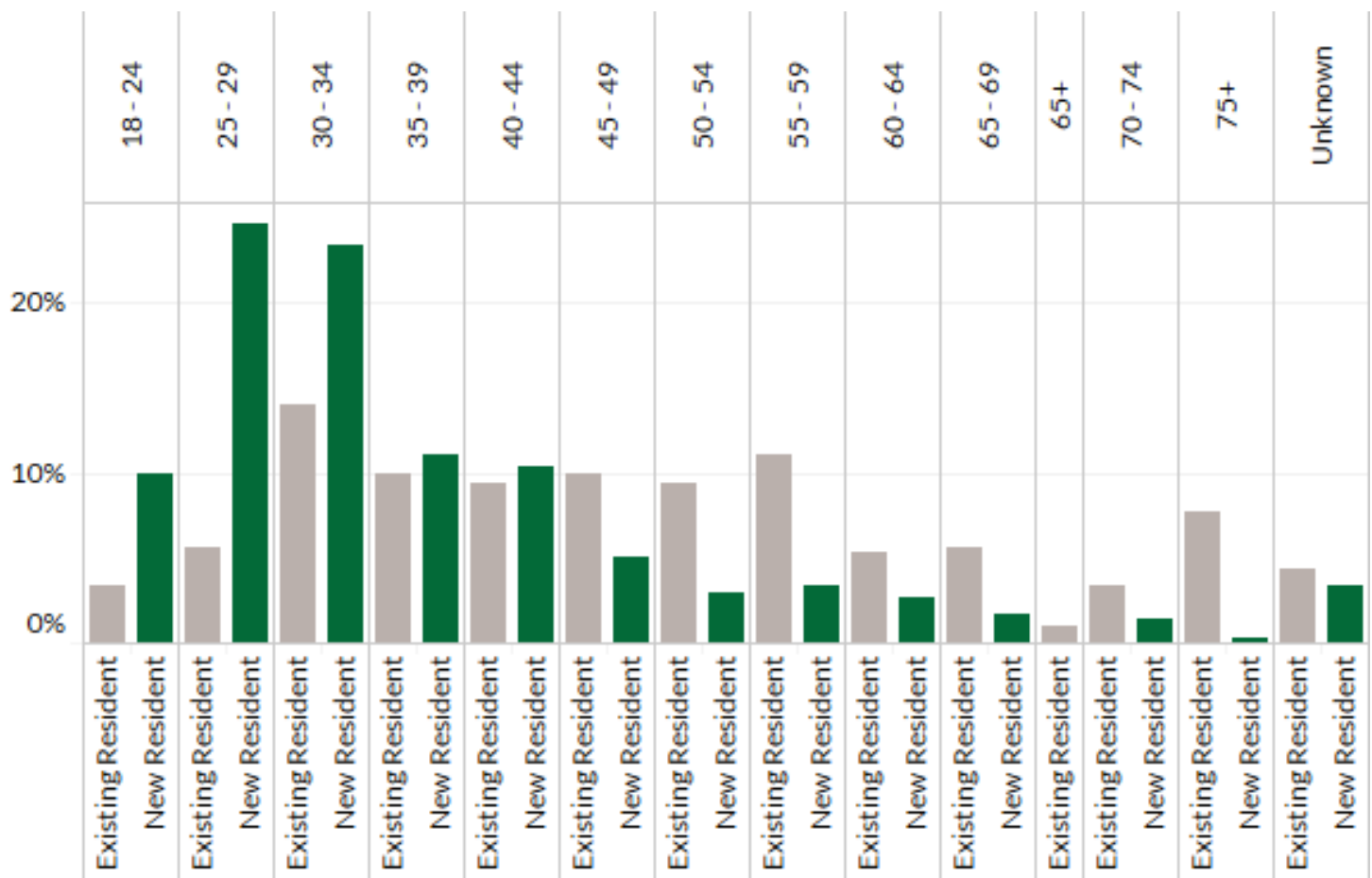
Communities can explore how new residents (fewer than 3 years) differ from longer-term residents (3 or more years), map out resident distribution by age, income, and length of residency, and better understand market segmentation changes in their community using the Resident Data Portal.

The portal may be accessed at the site listed in the Introduction Section of this report.

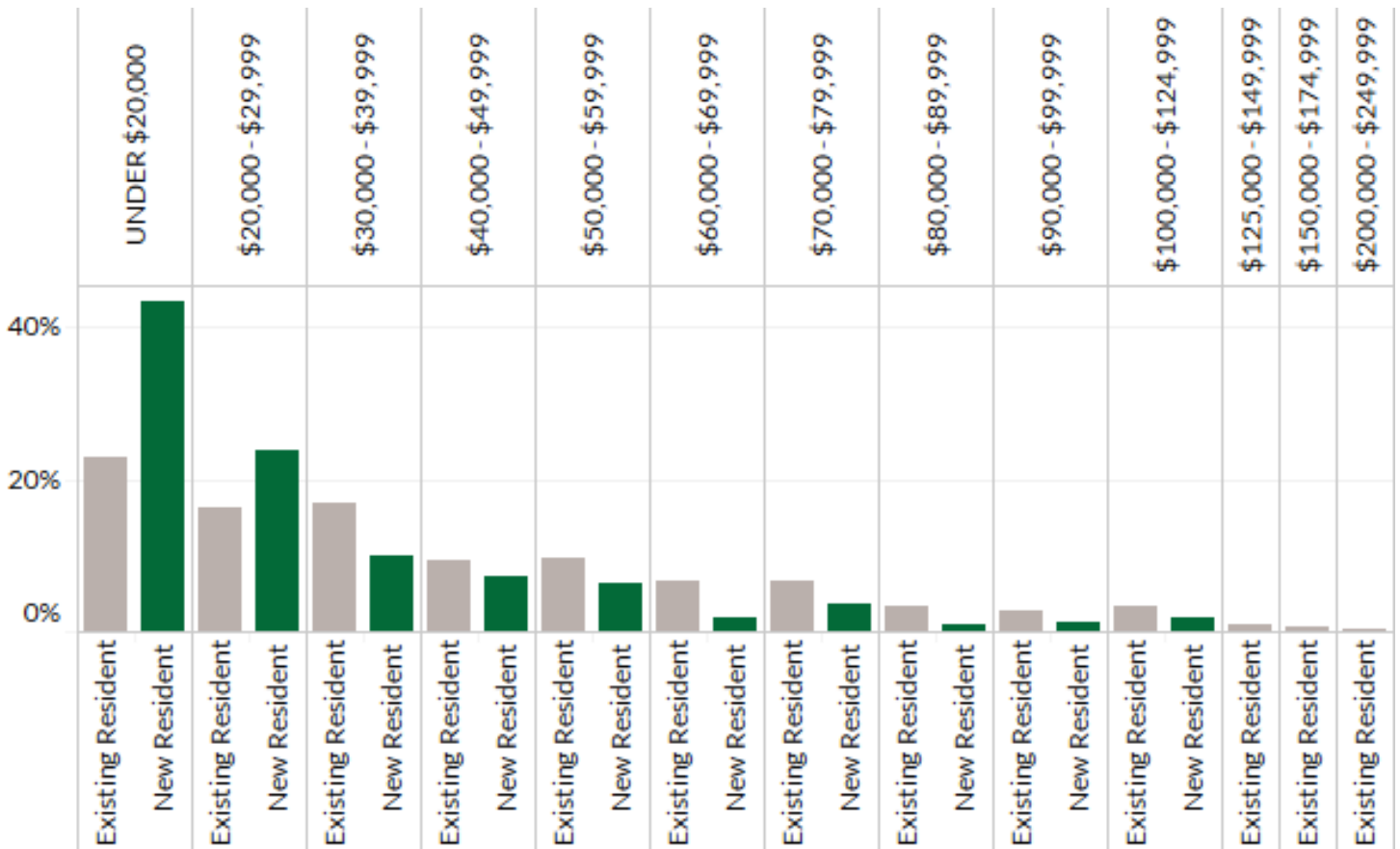
The data are based on a representative, random sample of residents with fewer than 3 years of residency and 3 or more years of residency (300 of each). Percentages do not always total to 100 because all data are not always available for all residents in the sample.

The graph below shows the difference in age between new residents and longer-term residents.

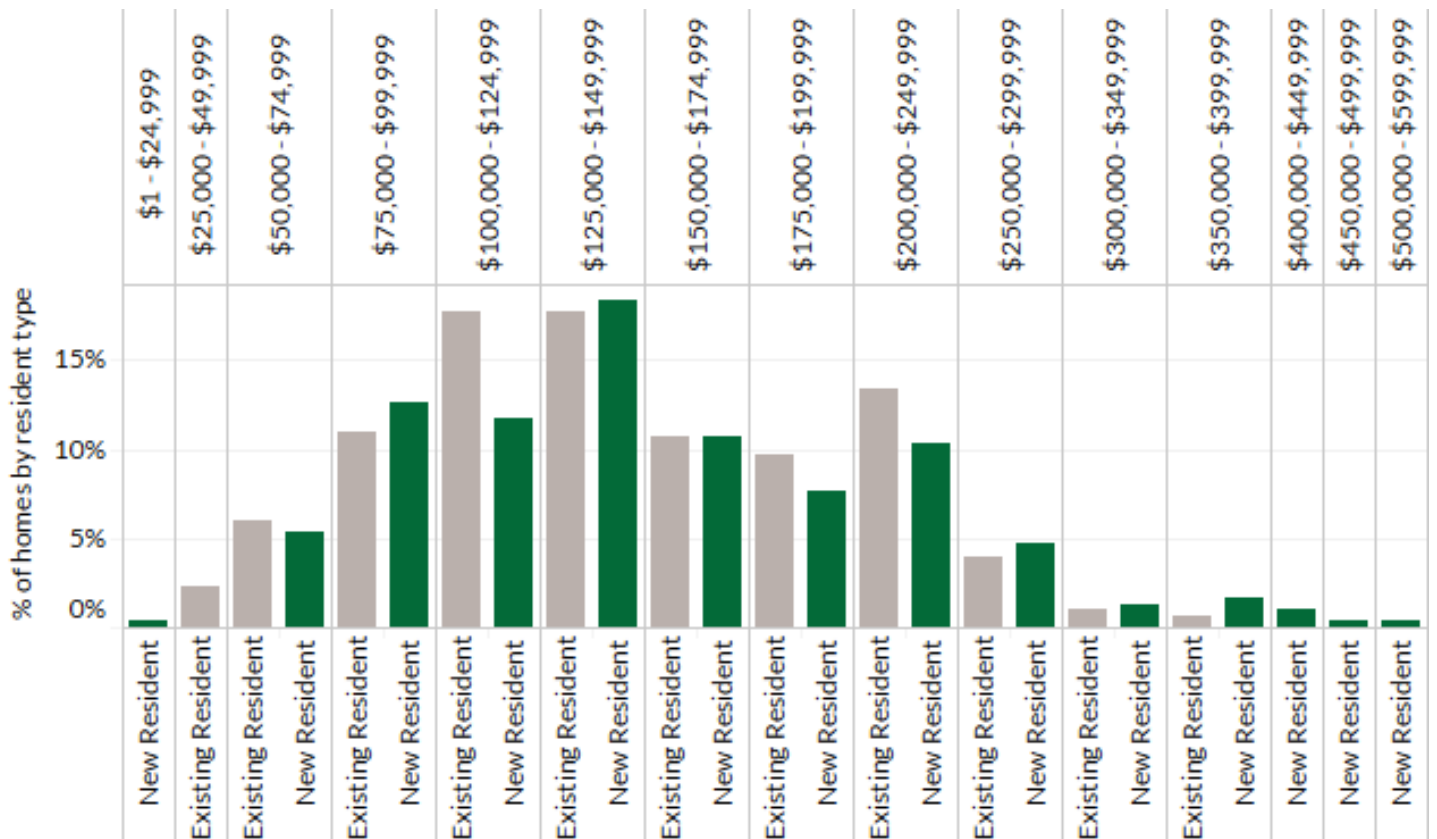
New Resident Change by Age



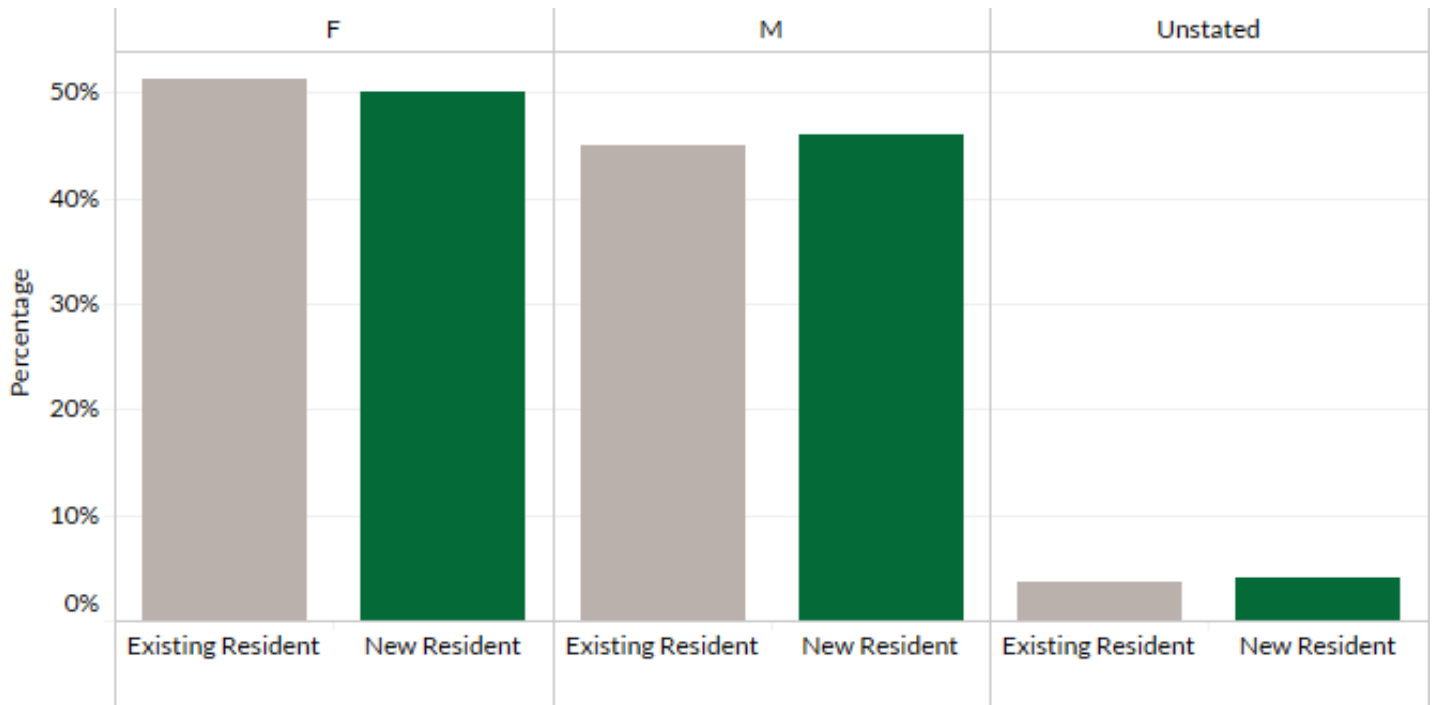
New Resident Change by Income



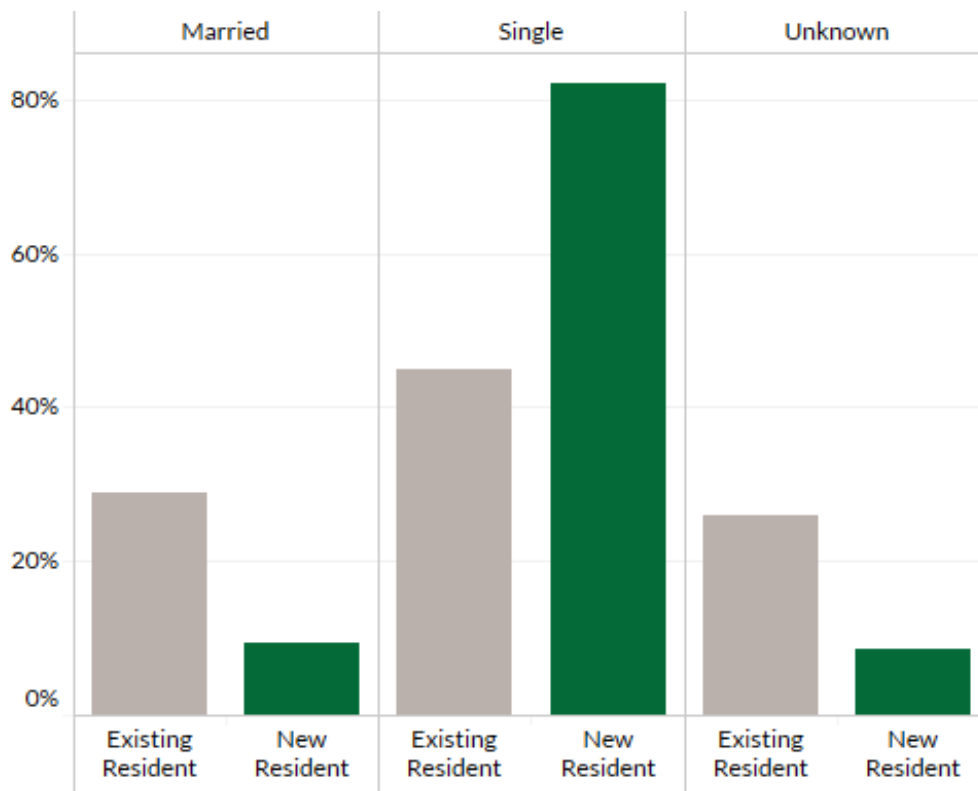
New Resident Change by Home Value



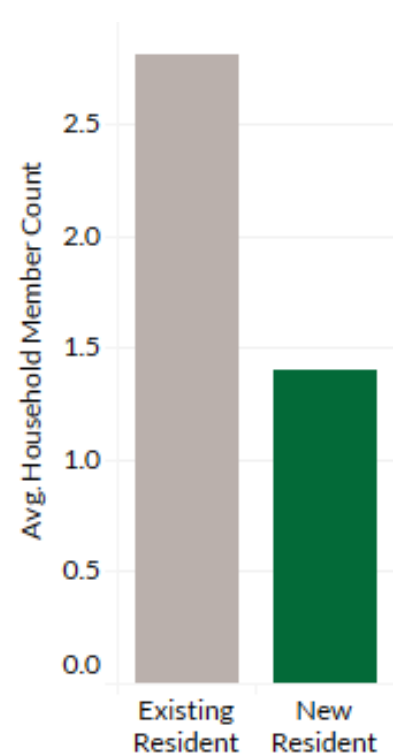
New Resident Change by Gender



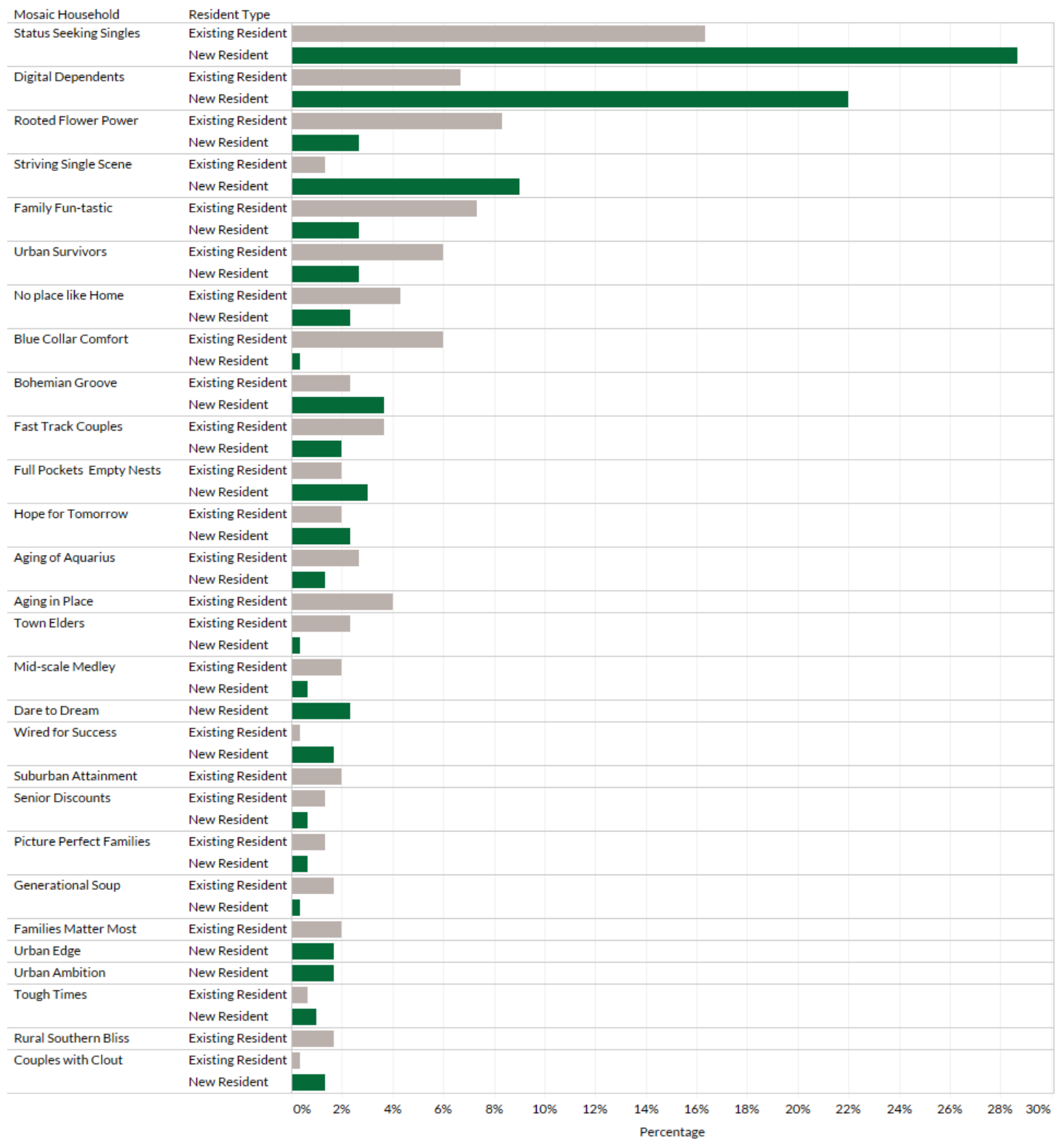
New Resident Change by Marital Status



New Resident Change by Count of People in Home



Mosaic Segments



POPULATION MARKET SEGMENTATION

The Mosaic® segmentation tool is a standardized, household-based consumer lifestyle segmentation system that offers insights to anticipate the behavior, attitudes and preferences of residents to build programs, services, and messages to reach them in the most effective communication methodologies. Mosaic is provided by Experian Marketing Services. For segment details and all segments in your population of new and existing residents, visit the portal site listed in the Introduction Section of this report. More detail on segments or geographies are available.

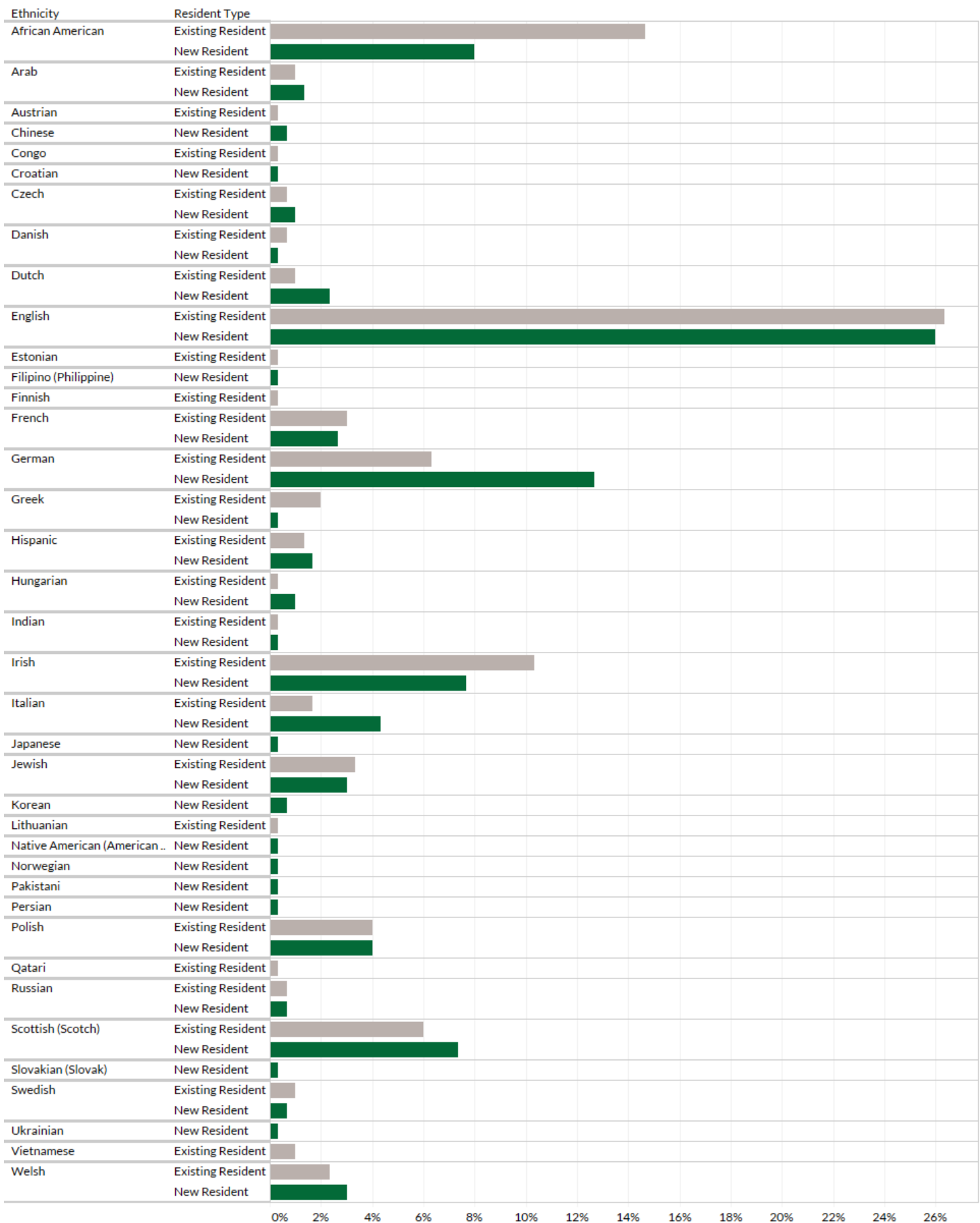
Top three new segments summary:

Status Seeking Singles: Consist of younger, middle-class singles preoccupied with balancing work and leisure lifestyles. Most are in their 30s, unattached and mostly childless. They like the fact that they own well-decorated smaller homes in desirable neighborhoods near nightlife, health clubs and hip restaurants. Most are college educated and have good, white-collar jobs. Status Seeking Singles like to get out and be seen. This is the audience for that indie, or foreign film. They take pride in their appearance and devote many hours each week to working out at their private health club. The hippest carry rolled-up rubber mats to work, prepped to duck out at lunch for a yoga class. They spend selectively on goods that reflect their sophisticated status. They're big fans of shopping. They're willing to pay the mark up for designer fashion and insist on carrying the latest iPhone and smart technology when they're out and about. This group tends to be progressive in values and global in outlook. Politically, Status Seeking Singles voters are hardcore liberals who favor environmental issues, progressive social issues and the liberal wing of the Democratic Party. They're often online consuming their news content or reading their online subscription. On their daily commutes to work, they'll listen to news talk radio stations and rock music. Often, their work life and personal life blur when they're online. Their preference for engaging with brands and their offers is while watching or streaming TV, listening to their favorite radio apps or while browsing the web on their phones. They are also email receptive.

Digital Dependents: With the first wave of Generation Y now in their twenties and early thirties, many have begun to leave the nest and start independent lives and families. These Americans tend to be single, with a majority having gone to college. Many hold jobs in blue-collar sales and entry level positions, providing modest incomes that let them live in a mix of apartments, condos and single family homes. These households are accustomed to moving frequently in the constant search for more money and better living arrangements. These individuals revel in multitasking lifestyles that allow them to bounce between cell phones and iPods, laptops and video games. They're into athletics, whether it's playing basketball, working out by lifting weights or taking a yoga class. They have active social lives. If they stay in, it's typically to go online or play a video game. There's not a gaming console sold in America that they don't own at more than twice the national average. In the marketplace, Digital Dependents have champagne tastes with six-pack budgets. Those who can afford cars—over half are without wheels—tend to buy inexpensive sub-compacts, though they like imports for the cachet of a foreign brand. Where they won't compromise is on electronics. With so much of their free time spent online, Digital Dependents have drastically cut back on more traditional media. Digital Dependents have developed progressive attitudes and a global conscious. They tend to be liberals who support the Democratic agenda. They are constantly striving for more out of life.

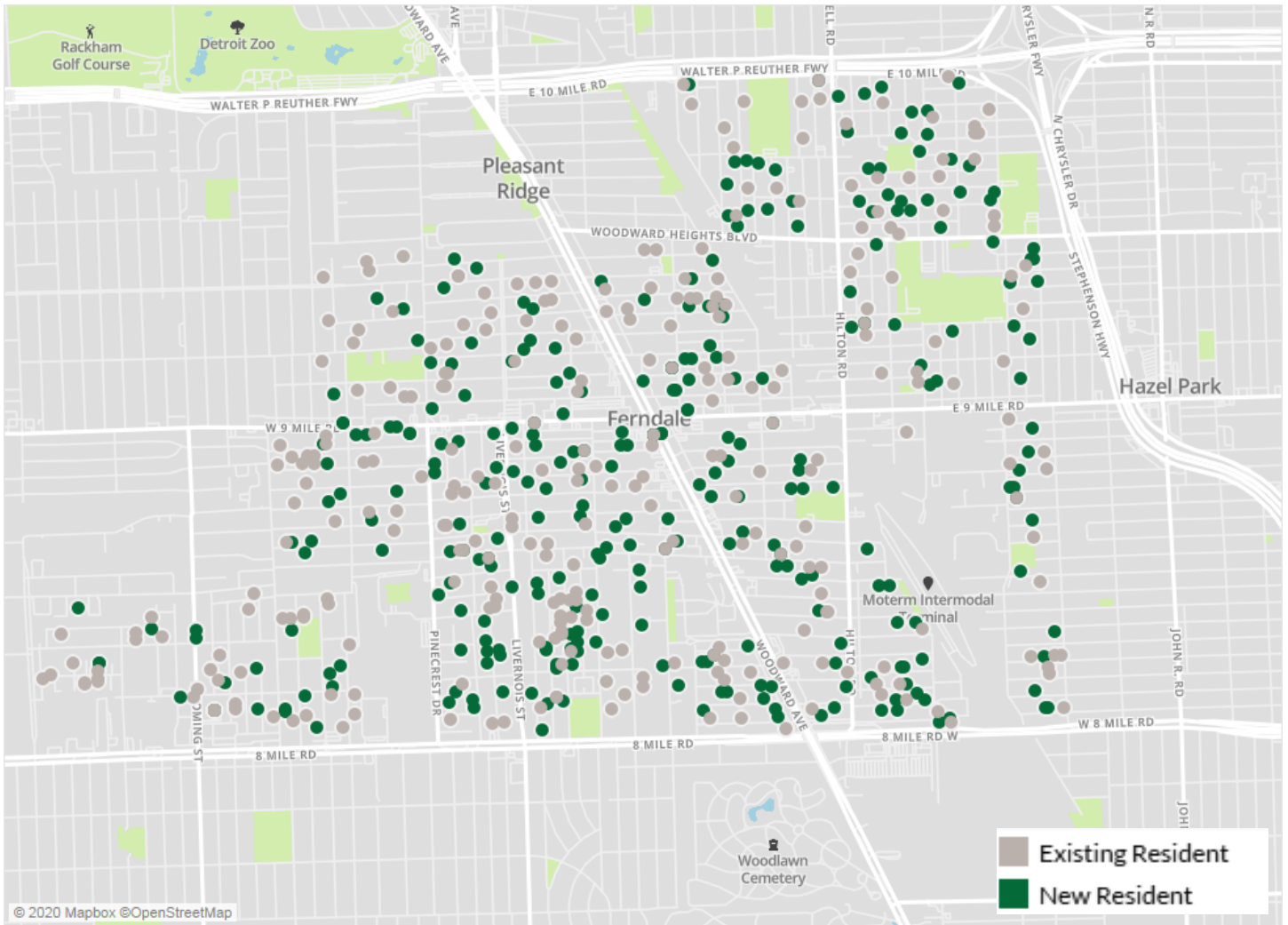
Striving Single Scene: No lifestyle has a higher percentage of singles—a way station for young city singles before they marry, settle down and have families. These mobile 20-somethings tend to be educated and employed in entry-level professional jobs. A disproportionate number are renters in older apartment buildings close to the urban action. Without cars, they're happy to walk or take public transportation to bars, health clubs, boutiques and movie theaters. These young singles lead entertainment-intensive leisure lives. They like to go out at night to bars and clubs. They travel to beaches and they make it a habit to visit a new destination every trip. They like to take adult education courses to make new friends as much as to improve their skills in painting and photography. They try to look their best by working out regularly and taking aerobics and yoga classes. In their apartments, they'll relax with a book or listen to pop, rhythm and blues and hiphop on their favorite radio apps, or watch streaming TV. Self-described early adopters, they enjoy trying out the latest smartphone or health food. That doesn't leave much money for savings. Instead, many are more concerned with paying down their student loan. They keep up with current affairs and pop culture by visiting various news websites. This segment is an ambitious bunch who spend a lot of time at work and want to advance as quickly as possible. While that doesn't leave them much free time, they still find ways to support liberal causes and the Democratic Party, although many have not registered to vote. Many are willing to volunteer for a good cause or a worthy protest if the issue moves them.

New Resident Change by Ethnicity



Location of New Residents

This map can be dynamically filtered online by age, residency and income.



DEMOGRAPHIC PROJECTIONS:

These charts provide insights into population shifts that are occurring in the community. Understanding these changes will help the community better identify and understand the emerging needs of residents and businesses.

Demographic Summary

Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	Total Population	22,122	19,900	20,416	20,200	-10%	-1%
2020	Population Density (Pop/Sq Mi)	5,714	5,129	5,273	5,217	-10%	-1%
2020	Total Households	9,880	9,559	9,794	9,809	-3%	0%
2020	Male	10,951	9,933	10,368	10,260	-9%	-1%
2020	Female	11,171	9,967	10,048	9,940	-11%	-1%
POPULATION BY RACE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	White	19,943	16,854	16,893	16,441	-15%	-3%
2020	Black	727	1,901	2,143	2,215	161%	3%
2020	American Indian or Alaska Native	112	96	97	97	-14%	0%
2020	Asian/Native Hawaiian/Other Pacific Islander	446	278	353	383	-38%	8%
2020	Some Other Race	176	99	103	105	-44%	2%
2020	Two or More Races	718	672	827	959	-6%	16%
2020	Hispanic	244	554	635	691	127%	9%
2020	Not Hispanic or Latino	21,878	19,346	19,781	19,509	-12%	-1%
POPULATION BY AGE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	0 to 4	1,244	1,106	1,258	1,329	-11%	6%
2020	5 to 14	2,512	1,645	1,692	1,852	-35%	9%
2020	15 to 19	1,256	907	735	665	-28%	-10%
2020	20 to 24	1,473	1,250	1,200	924	-15%	-23%
2020	25 to 34	5,177	4,805	5,016	4,448	-7%	-11%
2020	35 to 44	3,914	3,395	3,760	4,135	-13%	10%
2020	45 to 54	2,841	2,920	2,527	2,370	3%	-6%
2020	55 to 64	1,567	2,104	2,230	2,112	34%	-5%
2020	65 to 74	1,087	995	1,198	1,429	-8%	19%
2020	75 to 84	721	556	586	715	-23%	22%
2020	85+	330	217	214	221	-34%	3%
2020	Median Age	34	36	36	37	5%	3%

Demographic Summary cont'd

HOUSEHOLDS BY INCOME							
0	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	\$0 - \$15,000	1,092	1,299	1,105	943	19%	-15%
2020	\$15,000 - \$24,999	1,085	1,028	888	837	-5%	-6%
2020	\$25,000 - \$34,999	1,292	1,027	863	800	-21%	-7%
2020	\$35,000 - \$49,999	1,973	1,628	1,390	1,290	-17%	-7%
2020	\$50,000 - \$74,999	2,457	2,066	1,966	1,762	-16%	-10%
2020	\$75,000 - \$99,999	1,162	1,237	1,578	1,564	6%	-1%
2020	\$100,000 - \$149,999	700	1,021	1,582	2,003	46%	27%
2020	\$150,000 +	133	253	422	610	90%	45%
2020	Average Hhld Income	51,755	58,542	69,469	78,019	13%	12%
2020	Median Hhld Income	45,700	48,280	57,176	63,692	6%	11%
2020	Per Capita Income	23,114	28,164	33,371	37,932	22%	14%
2020	Aggregate Community Income	511,339,400	559,602,978	680,379,386	765,288,371	9%	11%
EMPLOYMENT							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	Total Population 16+	18,133	16,977	17,335	16,868	-6%	-1%
2020	Total Labor Force	13,453	12,040	11,465	11,125	-11%	-3%
2020	Civilian, Employed	12,975	10,597	11,082	10,724	-18%	-3%
2020	Civilian, Unemployed	478	1,434	374	392	200%	5%
2020	In Armed Forces	0	9	9	9	N/A%	0%
2020	Not In Labor Force	4,680	4,937	5,870	5,743	5%	-2%
2020	% Blue Collar	4,591	3,120	3,317	3,208	-32%	-3%
2020	% White Collar	8,354	7,477	7,765	7,516	-10%	-3%
HOUSING UNITS							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	Total Housing Units	10,252	10,477	10,548	10,606	2%	1%
2020	Total Occupied Housing Units	n/a	9,559	9,794	9,809	n/a	0%
2020	Owner Occupied: Owned with a mortgage or loan	n/a	4,964	4,478	4,425	n/a	-1%
2020	Owner Occupied: Owned free and clear	n/a	1,268	1,564	1,590	n/a	2%
2020	Renter Occupied	n/a	3,327	3,752	3,794	n/a	1%
2020	Vacant	372	918	754	797	147%	6%

Demographic Summary cont'd

VEHICLES							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	0 Vehicles Available	812	908	709	692	12%	-2%
2020	1 Vehicle Available	3,918	4,057	4,379	4,404	4%	1%
2020	2+ Vehicles Available	5,150	4,594	4,706	4,713	-11%	0%
2020	Average Vehicles Per Household	2	2	2	2	8%	0%
MARITAL STATUS							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	Married, Spouse Present	7,279	5,852	5,930	5,760	-20%	-3%
2020	Married, Spouse Absent	432	253	487	484	-41%	-1%
2020	Divorced	2,502	2,339	2,123	2,054	-7%	-3%
2020	Widowed	974	899	713	689	-8%	-3%
2020	Never Married	7,151	7,806	8,213	8,032	9%	-2%
2020	Age 15+ Population	18,366	17,149	17,466	17,019	-7%	-3%
EDUCATIONAL ATAINMENT							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	Grade K - 8	395	311	253	246	-21%	-3%
2020	Grade 9 - 11	1,873	874	699	682	-53%	-2%
2020	High School Graduate	4,352	3,500	3,391	3,339	-20%	-2%
2020	Some College, No Degree	3,857	4,340	4,142	4,081	13%	-1%
2020	Associates Degree	910	1,008	980	968	11%	-1%
2020	Bachelor's Degree	2,869	3,100	3,766	3,795	8%	1%
2020	Graduate Degree	1,258	1,739	2,198	2,219	38%	1%
2020	No Schooling Completed	89	120	102	100	35%	-2%
2020	Age 25+ Population	15,603	14,992	15,531	15,430	-4%	-1%
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INCOME PROJECTIONS

Current income data and projections are helpful to businesses determining market potential, for program development, and for future revenue projections.

Income by Age

Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2020	Total Households	9,559	100%	9,794	100%	9,809	100%	2.5%	0.2%
2020	Age 15 - 24	373	4%	323	3%	259	3%	-13%	-20%
2020	Age 25 - 34	2,541	27%	2,530	26%	2,252	23%	0%	-11%
2020	Age 35 - 44	2,124	22%	2,353	24%	2,601	27%	11%	11%
2020	Age 45 - 54	1,827	19%	1,578	16%	1,485	15%	-14%	-6%
2020	Age 55 - 64	1,413	15%	1,524	16%	1,447	15%	8%	-5%
2020	Age 65 - 74	698	7%	868	9%	1,042	11%	24%	20%
2020	Age 75 +	583	6%	618	6%	723	7%	6%	17%
2020	Median Age of Head of Household	44		44		44			
HEAD OF HOUSEHOLD UNDER AGE 25									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2020	\$ 0 - \$19,999	48	13%	30	9%	21	8%	-37%	-30%
2020	\$ 20,000 - \$39,999	116	31%	65	20%	54	21%	-44%	-17%
2020	\$ 40,000 - \$59,999	90	24%	98	30%	69	27%	9%	-30%
2020	\$ 60,000 - \$74,999	42	11%	45	14%	28	11%	7%	-38%
2020	\$ 75,000 - \$99,999	38	10%	37	11%	23	9%	-3%	-38%
2020	\$100,000 - \$124,999	16	4%	19	6%	15	6%	19%	-21%
2020	\$125,000 - \$149,999	15	4%	11	3%	14	5%	-27%	27%
2020	\$150,000 +	8	2%	18	6%	35	14%	1.249987	94%

Income by Age cont'd

HEAD OF HOUSEHOLD AGE 25-34									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2020	\$ 0 - \$19,999	363	14%	253	10%	177	8%	-30%	-30%
2020	\$ 20,000 - \$39,999	536	21%	422	17%	333	15%	-21%	-21%
2020	\$ 40,000 - \$59,999	528	21%	415	16%	325	14%	-21%	-22%
2020	\$ 60,000 - \$74,999	290	11%	274	11%	213	9%	-6%	-22%
2020	\$ 75,000 - \$99,999	395	16%	515	20%	455	20%	30%	-12%
2020	\$100,000 - \$124,999	278	11%	373	15%	403	18%	34%	8%
2020	\$125,000 - \$149,999	76	3%	154	6%	188	8%	103%	22%
2020	\$150,000 +	75	3%	124	5%	158	7%	65%	27%
HEAD OF HOUSEHOLD AGE 35-44									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2020	\$ 0 - \$19,999	290	14%	207	9%	197	8%	-29%	-5%
2020	\$ 20,000 - \$39,999	501	24%	425	18%	415	16%	-15%	-2%
2020	\$ 40,000 - \$59,999	424	20%	463	20%	468	18%	9%	1%
2020	\$ 60,000 - \$74,999	319	15%	346	15%	359	14%	8%	4%
2020	\$ 75,000 - \$99,999	334	16%	487	21%	543	21%	46%	11%
2020	\$100,000 - \$124,999	166	8%	267	11%	405	16%	61%	52%
2020	\$125,000 - \$149,999	71	3%	117	5%	156	6%	65%	33%
2020	\$150,000 +	19	1%	41	2%	58	2%	116%	41%

Income by Age cont'd

HEAD OF HOUSEHOLD AGE 45-54									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2020	\$ 0 - \$19,999	306	17%	312	20%	258	17%	2%	-17%
2020	\$ 20,000 - \$39,999	404	22%	261	17%	232	16%	-35%	-11%
2020	\$ 40,000 - \$59,999	484	26%	337	21%	290	20%	-30%	-14%
2020	\$ 60,000 - \$74,999	239	13%	193	12%	170	11%	-19%	-12%
2020	\$ 75,000 - \$99,999	192	11%	195	12%	189	13%	2%	-3%
2020	\$100,000 - \$124,999	88	5%	102	6%	123	8%	16%	21%
2020	\$125,000 - \$149,999	75	4%	124	8%	151	10%	65%	22%
2020	\$150,000 +	39	2%	54	3%	72	5%	38%	33%
HEAD OF HOUSEHOLD AGE 55-64									
Year	Measure	2010 Census	% of Population	Current Estimate	% of Population	5-Year Projection	% of Population	% Change 2010 to Current	% Projected Change
2020	\$ 0 - \$19,999	298	21%	319	21%	262	18%	7%	-18%
2020	\$ 20,000 - \$39,999	320	23%	319	21%	289	20%	0%	-9%
2020	\$ 40,000 - \$59,999	234	17%	198	13%	181	13%	-15%	-9%
2020	\$ 60,000 - \$74,999	133	10%	140	9%	121	8%	5%	-14%
2020	\$ 75,000 - \$99,999	219	15%	235	15%	216	15%	7%	-8%
2020	\$100,000 - \$124,999	101	7%	143	9%	163	11%	42%	14%
2020	\$125,000 - \$149,999	73	5%	115	7%	139	10%	58%	21%
2020	\$150,000 +	35	2%	55	3%	76	5%	57%	38%

Income by Age cont'd

HEAD OF H OUSEHOLD AGE 65-74									
Year	Measure	2010 Census	% of Popula- tion	Current Estimate	% of Popula- tion	5-Year Projec- tion	% of Population	% Change 2010 to Current	% Projected Change
2020	\$ 0 - \$19,999	234	34%	223	26%	246	24%	-5%	10%
2020	\$ 20,000 - \$39,999	182	27%	204	24%	214	20%	12%	5%
2020	\$ 40,000 - \$59,999	113	15%	137	15%	148	14%	21%	8%
2020	\$ 60,000 - \$74,999	30	4%	70	8%	81	8%	133%	16%
2020	\$ 75,000 - \$99,999	52	8%	82	10%	107	10%	58%	30%
2020	\$100,000 - \$124,999	30	4%	49	6%	80	8%	63%	63%
2020	\$125,000 - \$149,999	12	2%	32	3%	53	5%	167%	66%
2020	\$150,000 +	45	6%	71	8%	113	11%	58%	59%
HEAD OF H OUSEHOLD AGE 75+									
Year	Measure	2010 Census	% of Popula- tion	Current Estimate	% of Popula- tion	5-Year Projec- tion	% of Population	% Change 2010 to Current	% Projected Change
2020	\$ 0 - \$19,999	240	42%	219	36%	218	31%	-9%	0%
2020	\$ 20,000 - \$39,999	182	31%	146	23%	160	21%	-20%	10%
2020	\$ 40,000 - \$59,999	97	16%	83	13%	91	12%	-14%	10%
2020	\$ 60,000 - \$74,999	5	1%	8	1%	12	2%	60%	50%
2020	\$ 75,000 - \$99,999	7	1%	27	4%	31	4%	286%	15%
2020	\$100,000 - \$124,999	12	2%	37	6%	56	8%	208%	51%
2020	\$125,000 - \$149,999	8	1%	39	7%	57	9%	388%	46%
2020	\$150,000 +	32	5%	59	9%	98	13%	84%	66%
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PART 2:

COMMERCE

BUSINESS OVERVIEW

The following pages provide a breakdown of the community's business make up by the Standard Industrial Classification (SIC), by the number of employees, and by the number of establishments. These data are helpful in understanding which industries are most impactful to the community's economy and where talent and business recruitment are thin.

Year	Metric Name	Metric	National
2020	Unemployment	4.5%	3.9%
2020	Recent job growth - past 12 months	3.0%	1.6%
2020	Future job growth - next 10 years	36.5%	33.5%

Year	Metric Name	Current Estimate
2020	Q3 2019 Employees	7,958
2020	Q3 2019 Establishments	917

EMPLOYEES AND ESTABLISHMENTS BY MAJOR SIC DIVISION

Year	SIC Division	Q3 2019 Employees	%	Q3 2019 Establishments	%
2020	Forestry, and Fishing (01-09)	50	0.6%	14	1.5%
2020	Agricultural Production - Crops (01)	3	0.0%	2	0.2%
2020	Agricultural Production - Livestock and Animal Specialties (02)	0	0.0%	0	0.0%
2020	Agricultural Services (07)	47	0.6%	12	1.3%
2020	Forestry (08)	0	0.0%	0	0.0%
2020	Fishing, Hunting and Trapping (09)	0	0.0%	0	0.0%
2020	Mining (10-14)	0	0.0%	0	0.0%
2020	Metal Mining (10)	0	0.0%	0	0.0%
2020	Coal Mining (12)	0	0.0%	0	0.0%
2020	Oil and Gas Extraction (13)	0	0.0%	0	0.0%
2020	Mining and Quarrying of Nonmetallic Minerals, Except Fuels (14)	0	0.0%	0	0.0%
2020	Construction (15-17)	593	7.4%	59	6.4%
2020	Building Cnstrctn - General Contractors and Operative Builders (15)	53	0.7%	8	0.9%
2020	Heavy Cnstrctn, Except Building Construction - Contractors (16)	1	0.0%	1	0.1%
2020	Construction - Special Trade Contractors (17)	539	6.8%	50	5.5%

Business Summary cont'd

Year	SIC Division	Q3 2019 Employees	%	Q3 2019 Establishments	%
2020	Manufacturing (20-39)	1,331	16.7%	66	7.2%
2020	Food and Kindred Products (20)	168	2.1%	7	0.8%
2020	Tobacco Products (21)	0	0.0%	0	0.0%
2020	Textile Mill Products (22)	0	0.0%	0	0.0%
2020	Apparel, Finished Prdcts from Fabrics and Similar Materials (23)	1	0.0%	1	0.1%
2020	Lumber and Wood Products, Except Furniture (24)	1	0.0%	1	0.1%
2020	Furniture and Fixtures (25)	7	0.1%	2	0.2%
2020	Paper and Allied Products (26)	0	0.0%	0	0.0%
2020	Printing, Publishing and Allied Industries (27)	169	2.1%	11	1.2%
2020	Chemicals and Allied Products (28)	498	6.3%	6	0.7%
2020	Petroleum Refining and Related Industries (29)	0	0.0%	0	0.0%
2020	Rubber and Miscellaneous Plastic Products (30)	40	0.5%	2	0.2%
2020	Leather and Leather Products (31)	0	0.0%	0	0.0%
2020	Stone, Clay, Glass, and Concrete Products (32)	12	0.2%	2	0.2%
2020	Primary Metal Industries (33)	0	0.0%	0	0.0%
2020	Fabricated Metal Prdcts, Except Machinery & Transport Eqmnt (34)	105	1.3%	9	1.0%
2020	Industrial and Commercial Machinery and Computer Equipment (35)	122	1.5%	8	0.9%
2020	Electronic, Elctrcl Eqmnt & Cmpnts, Excpt Computer Eqmnt (36)	78	1.0%	5	0.6%
2020	Transportation Equipment (37)	77	1.0%	3	0.3%
2020	Mesr/Anlyz/Cntrl Instrmnts; Photo/Med/Opt Gds; Watches/Clocks (38)	22	0.3%	2	0.2%
2020	Miscellaneous Manufacturing Industries (39)	31	0.4%	7	0.8%
2020	Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	147	1.8%	29	3.2%
2020	Railroad Transportation (40)	0	0.0%	0	0.0%
2020	Local, Suburban Transit & Interurbn Hgwy Passenger Transport (41)	10	0.1%	3	0.3%
2020	Motor Freight Transportation (42)	43	0.5%	6	0.7%
2020	United States Postal Service (43)	15	0.2%	1	0.1%
2020	Water Transportation (44)	0	0.0%	0	0.0%
2020	Transportation by Air (45)	0	0.0%	0	0.0%
2020	Pipelines, Except Natural Gas (46)	0	0.0%	0	0.0%
2020	Transportation Services (47)	34	0.4%	6	0.7%
2020	Communications (48)	42	0.5%	12	1.3%
2020	Electric, Gas and Sanitary Services (49)	3	0.0%	1	0.1%
2020	Wholesale Trade (50-51)	817	10.3%	59	6.4%
2020	Wholesale Trade - Durable Goods (50)	648	8.1%	45	4.9%
2020	Wholesale Trade - Nondurable Goods (51)	169	2.1%	14	1.5%
2020	Retail Trade (52-59)	2,041	25.6%	218	23.8%
2020	Building Matrials, Hrdwr, Garden Supply & Mobile Home Deals (52)	22	0.3%	5	0.6%
2020	General Merchandise Stores (53)	4	0.1%	2	0.2%
2020	Food Stores (54)	317	4.0%	23	2.5%
2020	Automotive Dealers and Gasoline Service Stations (55)	342	4.3%	20	2.2%
2020	Apparel and Accessory Stores (56)	31	0.4%	11	1.2%
2020	Home Furniture, Furnishings and Equipment Stores (57)	57	0.7%	10	1.1%
2020	Eating and Drinking Places (58)	1,061	13.3%	94	10.3%
2020	Miscellaneous Retail (59)	207	2.6%	53	5.8%

Business Summary cont'd

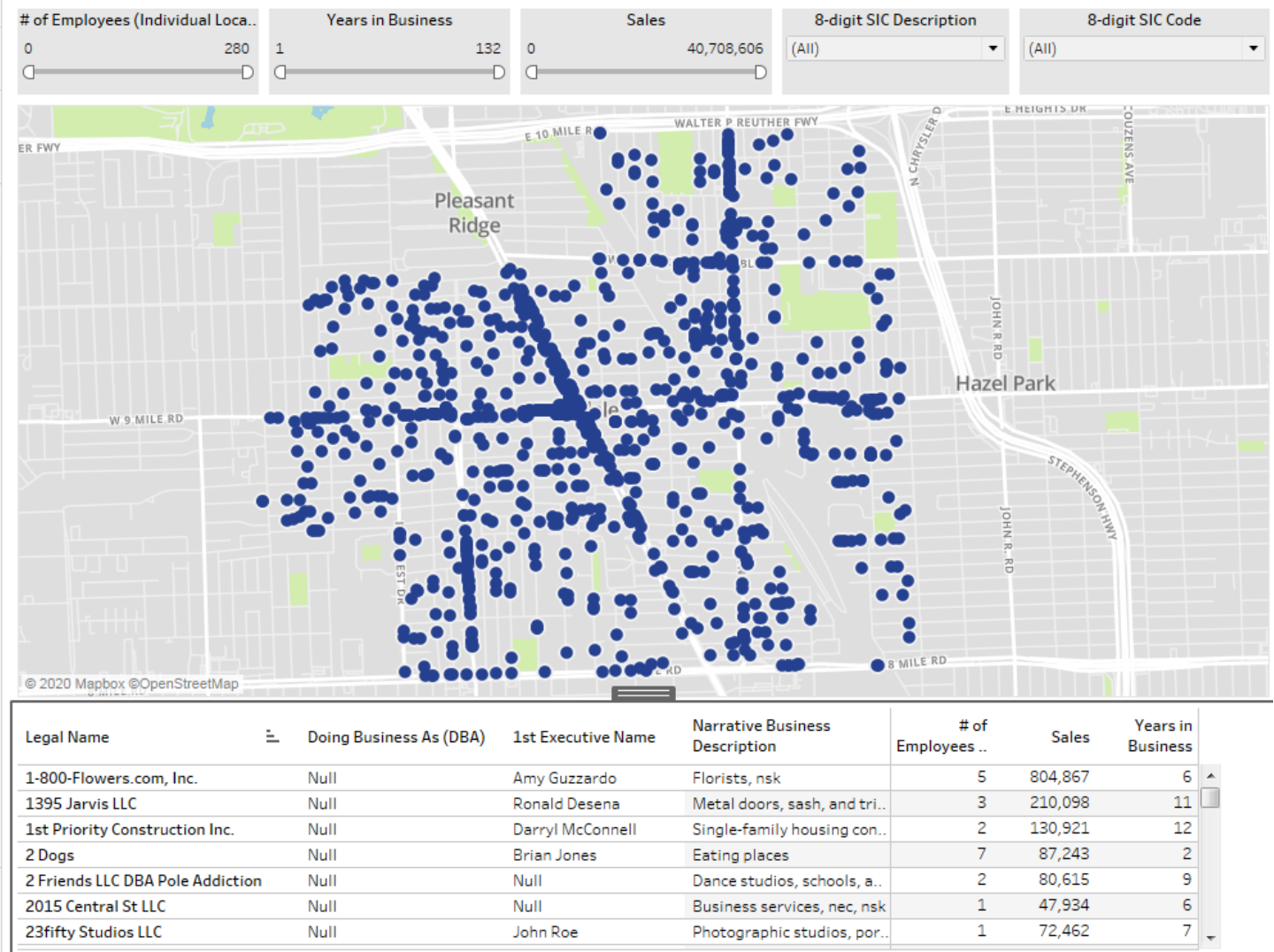
Year	SIC Division	Q3 2019 Employees	%	Q3 2019 Establishments	%
2020	Finance, Insurance, & Real Estate (60-69)	274	3.4%	49	5.3%
2020	Depository Institutions (60)	126	1.6%	5	0.6%
2020	Nondepository Credit Institutions (61)	5	0.1%	2	0.2%
2020	Security & Commodity Brokers, Dealers, Exchanges & Services (62)	0	0.0%	0	0.0%
2020	Insurance Carriers (63)	0	0.0%	0	0.0%
2020	Insurance Agents, Brokers and Service (64)	19	0.2%	6	0.7%
2020	Real Estate (65)	115	1.5%	27	3.0%
2020	Holding and Other Investment Offices (67)	9	0.1%	9	1.0%
2020	Services (70-89)	2,410	30.3%	417	45.5%
2020	Hotels, Rooming Houses, Camps, and Other Lodging Places (70)	10	0.1%	3	0.3%
2020	Personal Services (72)	123	1.5%	65	7.1%
2020	Business Services (73)	513	6.5%	81	8.8%
2020	Automotive Repair, Services and Parking (75)	125	1.6%	29	3.2%
2020	Miscellaneous Repair Services (76)	37	0.5%	12	1.3%
2020	Motion Pictures (78)	46	0.6%	9	1.0%
2020	Amusement and Recreation Services (79)	96	1.2%	33	3.6%
2020	Health Services (80)	346	4.3%	49	5.3%
2020	Legal Services (81)	18	0.2%	9	1.0%
2020	Educational Services (82)	575	7.2%	22	2.4%
2020	Social Services (83)	93	1.2%	19	2.1%
2020	Museums, Art Galleries and Botanical and Zoological Gardens (84)	18	0.2%	3	0.3%
2020	Membership Organizations (86)	207	2.6%	39	4.3%
2020	Engineering, Accounting, Research, Management & Related Svcs (87)	195	2.5%	43	4.7%
2020	Services, Not Elsewhere Classified (89)	8	0.1%	2	0.2%
2020	Public Administration (90-98)	297	3.7%	6	0.7%
2020	Executive, Legislative & General Government, Except Finance (91)	141	1.8%	1	0.1%
2020	Justice, Public Order and Safety (92)	156	2.0%	5	0.6%
2020	Public Finance, Taxation and Monetary Policy (93)	0	0.0%	0	0.0%
2020	Administration of Human Resource Programs (94)	0	0.0%	0	0.0%
2020	Administration of Environmental Quality and Housing Programs (95)	0	0.0%	0	0.0%
2020	Administration of Economic Programs (96)	0	0.0%	0	0.0%
2020	National Security and International Affairs (97)	0	0.0%	0	0.0%
SUMMARY					
2020	Tech Businesses	1,887	23.7%	214	23.3%
2020	Health Businesses	346	4.3%	49	5.3%
2020	Cultural, Educational and Recreational Enterprises	1,796	22.6%	161	17.5%
2020	Economic Diversity (Shannon-Weaver Index, higher values are more diverse)	77.4%		69.7%	
Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).					
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ONLINE BUSINESS PORTAL:

Communities can use the portal to filter by the age of the business, sales, number of employees, and SIC. This will dynamically map where businesses are located and provide more detail about each business.

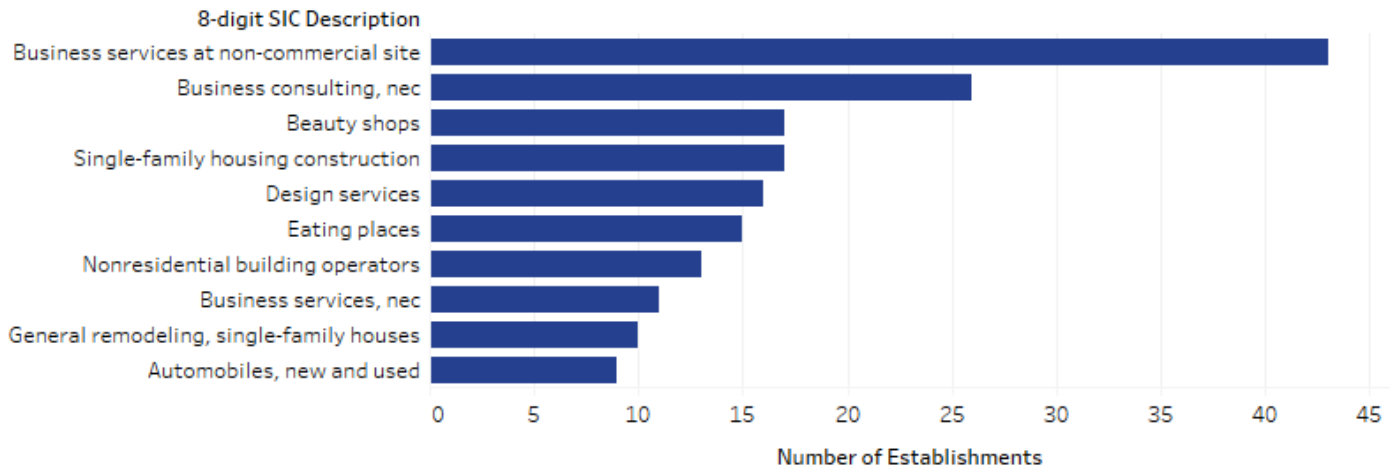
The Business Data Portal may be accessed at the site listed in the Introduction Section of this report.

Note: These data are not 100% accurate as they are imperfectly reported and provided through state and federal sources. Some metrics such as years in business may have been modified because of classification updates or other reasons, and contact and sales data may not be updated to the current year.

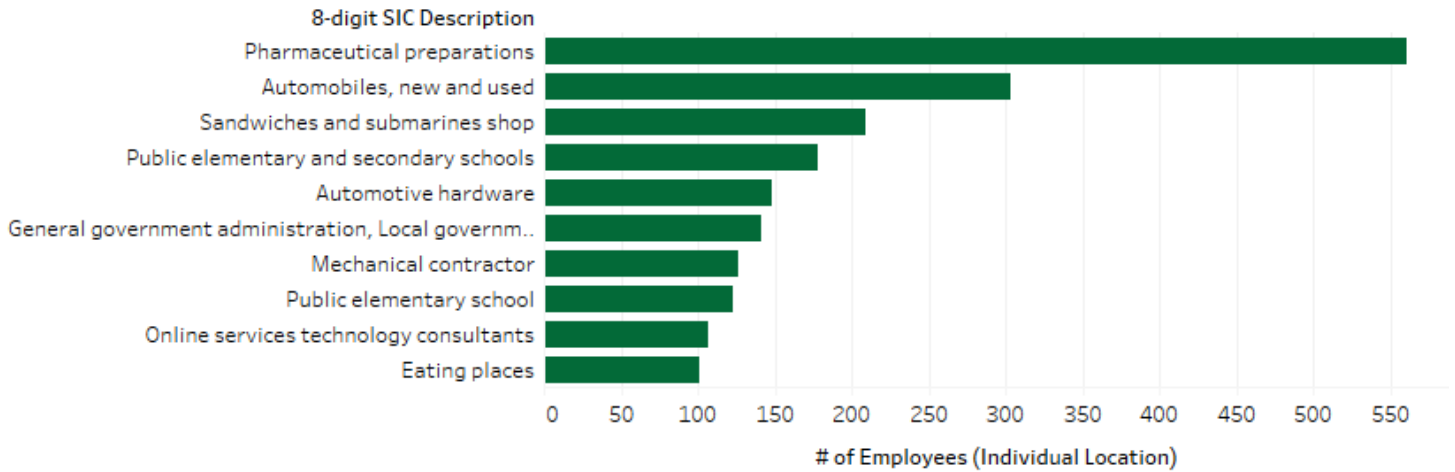


Note: This map will not include establishments without latitude and longitude in the supporting dataset. These data are not 100% accurate as they are imperfectly reported and provided through state and federal sources. Some metrics such as years in business may have been modified because of classification updates or other reasons, and contact and sales data may not be updated to the current year.

Number of Enterprises by SIC Code



Number of Employees by SIC Code



Refer to the Business Data Portal for full listing.

Household Expenditures:

Expenditures by household provide insight into the economic quality of life of residents, into the percentage of household income categories consume, and how that consumption pattern compares to the nation overall (an index over 100 indicates higher spending than the national average). In addition, these data provide insight into how much community members will spend in 5 years. This can support business development planning.

Note: An index of 100 equals the national average. Scores below 100 reflect lower than the national average, and scores above 100 reflect higher than the national average

Average Expenditures

Year	Metric Name	Current Estimate	5-Year Projection	Change	Change		
2020	Total Households	6,826	6,911	85	1.20%		
2020	Total Population	15,526	15,662	136	0.90%		
2020	Median Household Income	\$76,712	\$85,765	\$9,053	11.80%		
2020	Average Household Income	\$95,033	\$105,966	\$10,933	11.50%		
2020	Per Capita Income (based on Total Population)	\$41,801	\$46,778	\$4,977	11.90%		
AVERAGE CONSUMER EXPENDITURES							
Year	Metric Name	Current Estimate	5-Year Projection	Change	Change	% of Total	Index
2020	Alcoholic Beverages	\$703	\$736	\$34	4.80%	1.00%	109
2020	Apparel	\$1,994	\$2,107	\$113	5.70%	2.70%	97
2020	Infants	\$102	\$103	\$1	0.60%	5.10%	118
2020	Men and Boys	\$502	\$541	\$39	7.70%	25.20%	104
2020	Women and Girls	\$693	\$722	\$29	4.10%	34.80%	92
2020	Services and Accessories	\$283	\$296	\$13	4.70%	14.20%	108
2020	Footwear	\$413	\$445	\$32	7.70%	20.70%	101
2020	Education	\$1,263	\$1,638	\$375	29.60%	1.70%	73
2020	Books, Supplies, Equipment for College	\$49	\$63	\$14	28.00%	3.90%	144
2020	College Tuition	\$783	\$1,004	\$221	28.20%	62.00%	96
2020	Entertainment	\$5,311	\$5,719	\$409	7.70%	7.30%	145
2020	Fees and Admissions	\$888	\$934	\$47	5.20%	16.70%	71
2020	Sports, Recreation, Exercise Equipment	\$178	\$185	\$7	3.90%	3.40%	51
2020	Toys, Pets and Playground Equip	\$2,663	\$2,888	\$225	8.40%	50.10%	186
2020	Visual Equipment, Audio Services	\$1,149	\$1,251	\$102	8.90%	21.60%	71
2020	Food	\$7,883	\$8,486	\$604	7.70%	10.80%	89
2020	Food at home	\$4,068	\$4,522	\$454	11.20%	51.60%	92
2020	Food away from home	\$3,815	\$3,965	\$150	3.90%	48.40%	110
2020	Gifts	\$1,294	\$1,503	\$209	16.10%	1.80%	91

Average Expenditures cont'd

Year	Metric Name	Current Estimate	5-Year Projection	Change	Change	% of Total	Index
2020	Health Care	\$4,281	\$6,285	\$2,004	46.8%	7.2%	93
2020	Health Care Insurance	\$2,861	\$4,223	\$1,362	47.6%	66.8%	97
2020	Medical Services	\$853	\$1,236	\$383	44.9%	19.9%	111
2020	Medical Supplies	\$149	\$214	\$65	43.9%	3.5%	110
2020	Housing	\$16,719	\$18,432	\$1,713	10.2%	28.2%	89
2020	Household Furnishings and Equipment	\$1,766	\$1,953	\$187	10.6%	10.6%	109
2020	Household Operations	\$1,344	\$1,454	\$110	8.2%	8.0%	111
2020	Housekeeping Supplies	\$764	\$878	\$114	14.9%	4.6%	124
2020	Shelter	\$9,103	\$9,925	\$822	9.0%	54.4%	91
2020	Utilities, Fuels and Public Services	\$3,742	\$4,223	\$481	12.9%	22.4%	117
2020	Personal Care Products and Services	\$766	\$832	\$66	8.7%	1.3%	108
2020	Hair Care Products	\$87	\$96	\$10	11.2%	11.3%	137
2020	Personal Care Services	\$16	\$18	\$2	10.0%	2.1%	130
2020	Reading	\$88	\$96	\$8	9.1%	0.1%	87
2020	Transportation	\$14,299	\$16,734	\$2,435	17.0%	24.1%	120
2020	Vehicle Purchase	\$4,027	\$4,940	\$912	22.7%	28.2%	89
2020	Other Transportation Costs	\$1,181	\$1,406	\$225	19.1%	8.3%	230
2020	Public and Other Transportation	\$716	\$902	\$186	25.9%	5.0%	92
2020	Vehicle Maintenance, Repair	\$754	\$880	\$127	16.8%	5.3%	69

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Index Base Average = 100 Index Base File: Entire US

SPENDING BY STORE TYPE

As with household expenditures, spending by store type is helpful in business development. An index above 100 means that a community is spending more than the national average at this type of store. Not all dollars spent by a community's residents are spent only at stores in the community but in stores outside the community as well.

Note: An index of 100 equals the national average. Scores below 100 reflect lower than the national average, and scores above 100 reflect higher than the national average.

Retail Demand by Store Type

Year	Store Type	Aggregate Dollars	Average Dollars	Percent of Total	Index
2020	Building Material & Garden Equipment & Supply Dealers	\$23,959,279	\$2,446	5%	79
2020	Building Material & Supply Dealers	\$20,535,288	\$2,097	4%	77
2020	Hardware Stores	\$1,749,935	\$179	0%	79
2020	Home Centers	\$11,612,264	\$1,186	3%	80
2020	Other Building Materials Dealers	\$6,320,712	\$645	1%	71
2020	Paint and Wallpaper Stores	\$852,377	\$87	0%	84
2020	Lawn and Garden Equipment and Supplies Stores	\$3,423,991	\$350	1%	90
2020	Nursery and Garden centers	\$2,990,572	\$305	1%	92
2020	Outdoor Power Equipment Stores	\$433,419	\$44	0%	77
2020	Clothing & Clothing Accessories Stores	\$20,338,917	\$2,077	4%	95
2020	Clothing Stores	\$14,300,623	\$1,460	3%	92
2020	Children's and Infants' Clothing Stores	\$815,361	\$83	0%	101
2020	Clothing Accessories Stores	\$729,730	\$75	0%	91
2020	Family Clothing Stores	\$8,024,793	\$819	2%	93
2020	Men's Clothing Stores	\$688,671	\$70	0%	90
2020	Other Clothing Stores	\$1,159,701	\$118	0%	88
2020	Women's Clothing Stores	\$2,882,368	\$294	1%	89
2020	Jewelry, Luggage & Leather Goods Stores	\$3,166,851	\$323	1%	105
2020	Jewelry Stores	\$2,867,803	\$293	1%	105
2020	Luggage & Leather Goods Stores	\$299,048	\$31	0%	105
2020	Shoe Stores	\$2,871,443	\$293	1%	100
2020	Electronics and Appliance Stores	\$7,360,534	\$752	2%	95
2020	Household Appliances Stores	\$1,101,668	\$112	0%	89
2020	Electronics Stores	\$6,258,867	\$639	1%	96
2020	Food & Beverage Stores	\$52,003,575	\$5,310	11%	90
2020	Beer, Wine, & Liquor Stores	\$4,501,315	\$460	1%	100
2020	Grocery Stores	\$45,911,283	\$4,688	10%	89
2020	Convenience Stores	\$2,208,145	\$225	0%	97
2020	Supermarkets and Other Grocery (except Convenience) Stores	\$43,703,137	\$4,462	10%	88
2020	Specialty Food Stores	\$1,590,978	\$162	0%	84

Retail Demand by Store Type cont'd

Year	Store Type	Aggregate Dollars	Average Dollars	Percent of Total	Index
2020	Food Services and Drinking Places	\$55,995,843	\$5,717	12%	100
2020	Drinking Place - Alcoholic Beverages	\$2,377,356	\$243	1%	101
2020	Restaurants and Other Eating Places	\$48,240,826	\$4,926	11%	99
2020	Total Special Food Services	\$5,377,661	\$549	1%	112
2020	Furniture & Home Furnishings Stores	\$8,967,133	\$916	2%	94
2020	Furniture Stores	\$4,268,675	\$436	1%	84
2020	Home Furnishing Stores	\$4,698,458	\$480	1%	106
2020	Floor Covering Stores	\$1,872,570	\$191	0%	115
2020	Other Home Furnishing Stores	\$2,825,888	\$289	1%	101
2020	Gasoline stations	\$46,290,269	\$4,726	10%	115
2020	General Merchandise Stores	\$54,612,249	\$5,576	12%	98
2020	Department Stores	\$11,450,984	\$1,169	3%	98
2020	Other General Merchandise Stores	\$43,161,265	\$4,407	9%	98
2020	General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$99,184,045	\$10,127	22%	96
2020	Health & Personal Care Stores	\$25,330,583	\$2,586	6%	94
2020	Cosmetics, Beauty Supplies and Perfume Stores	\$1,505,205	\$154	0%	91
2020	Optical Goods Stores	\$1,090,824	\$111	0%	99
2020	Other Health and Personal Care Stores	\$1,665,427	\$170	0%	90
2020	Pharmacies and Drug Stores	\$21,069,128	\$2,151	5%	94
2020	Miscellaneous Store Retailers	\$14,918,468	\$1,523	3%	145
2020	Florists	\$388,001	\$40	0%	78
2020	Office Supplies, Stationery, & Gift Stores	\$2,321,017	\$237	1%	101
2020	Gift, Novelty, and Souvenir Stores	\$1,382,280	\$141	0%	104
2020	Office Supplies and Stationery Stores	\$938,737	\$96	0%	98
2020	Other Miscellaneous Store Retailers	\$10,610,330	\$1,083	2%	178
2020	Used Merchandise Stores	\$1,599,120	\$163	0%	104
2020	Motor Vehicle & Parts Dealers	\$92,787,987	\$9,474	20%	97
2020	Automotive Dealers	\$81,193,424	\$8,290	18%	98
2020	Automotive Parts, Accessories, & Tire Stores	\$6,152,302	\$628	1%	86
2020	Other Motor Vehicle Dealers	\$5,442,261	\$556	1%	86
2020	Nonstore retailers	\$49,644,292	\$5,069	11%	94
2020	Sporting Goods, Hobby, Book, & Music Stores	\$5,584,195	\$570	1%	89
2020	Book Stores and News Dealers	\$995,870	\$102	0%	96
2020	Book Stores	\$763,791	\$78	0%	96
2020	News Dealers and Newsstands	\$232,079	\$24	0%	97
2020	Sporting Goods, Hobby, & Musical Instrument Stores	\$4,588,325	\$468	1%	88
2020	Hobby, Toys and Games Stores	\$1,398,995	\$143	0%	103
2020	Musical Instrument and Supplies Stores	\$269,310	\$27	0%	100
2020	Sew/Needlework/Piece Goods Stores	\$264,792	\$27	0%	101
2020	Sporting Goods Stores	\$2,655,228	\$271	1%	79
2020	Total Annual Retail Demand (Scaled) *	\$457,793,325	\$46,742	0%	97

*Total Annual Retail Demand (Scaled) includes the major store types in bold (not including GAFO).

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ECONOMIC LEAKAGE IN THE COMMUNITY:

A comparison of expenditures by household minus the expenditures in businesses establishments in the community provide insight into which categories are underserved in a community (showing a positive number) and which are overserved (representing a negative number). Underserved categories represent dollars that are exiting the local economy. Overserved categories represent dollars that are entering the local economy from outside. Not all dollars spent (demand) are spent in your community, but they could be if there is adequate supply that meets resident needs. The Leakage/Surplus Factor ranges from +100 (total leakage) to -100 (total surplus). These data support business development planning.

Supply and Demand Leakage Summary

Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/Leakage Fac-	Number of Entities
2020	Total Retail Trade and Food & Drink	44-45,722	\$309,725,177	\$397,858,629	-\$88,133,452	-12.5	264
2020	Total Retail Trade	44-45	\$279,386,833	\$353,079,965	-\$73,693,132	-11.7	168
2020	Total Food & Drink	722	\$30,338,344	\$44,778,664	-\$14,440,320	-19.2	96
Detail							
Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/Leakage Fac-	Number of Entities
2020	Motor Vehicle & Parts Dealers	441	\$58,260,943	\$130,907,985	-\$72,647,042	-38.4	18
2020	Automobile Dealers	4411	\$47,154,880	\$116,955,933	-\$69,801,053	-42.5	8
2020	Other Motor Vehicle Dealers	4412	\$4,992,183	\$0	\$4,992,183	100	0
2020	Auto Parts, Accessories & Tire Stores	4413	\$6,113,880	\$13,952,052	-\$7,838,172	-39.1	10
2020	Furniture & Home Furnishings Stores	442	\$9,370,521	\$13,086,757	-\$3,716,236	-16.5	8
2020	Furniture Stores	4421	\$5,859,583	\$4,403,600	\$1,455,983	14.2	3
2020	Home Furnishings Stores	4422	\$3,510,938	\$8,683,157	-\$5,172,219	-42.4	5
2020	Electronics & Appliance Stores	443	\$9,237,749	\$19,913,797	-\$10,676,048	-36.6	7
2020	Bldg Materials, Garden Equip. & Supply Stores	444	\$18,188,870	\$26,402,895	-\$8,214,025	-18.4	14
2020	Bldg Material & Supplies Dealers	4441	\$16,648,465	\$24,619,282	-\$7,970,817	-19.3	11
2020	Lawn & Garden Equip & Supply Stores	4442	\$1,540,405	\$1,783,613	-\$243,208	-7.3	3
2020	Food & Beverage Stores	445	\$50,379,244	\$57,655,432	-\$7,276,188	-6.7	22
2020	Grocery Stores	4451	\$44,157,595	\$25,558,799	\$18,598,796	26.7	7
2020	Specialty Food Stores	4452	\$2,479,214	\$17,250,608	-\$14,771,394	-74.9	9
2020	Beer, Wine & Liquor Stores	4453	\$3,742,435	\$14,846,025	-\$11,103,590	-59.7	6

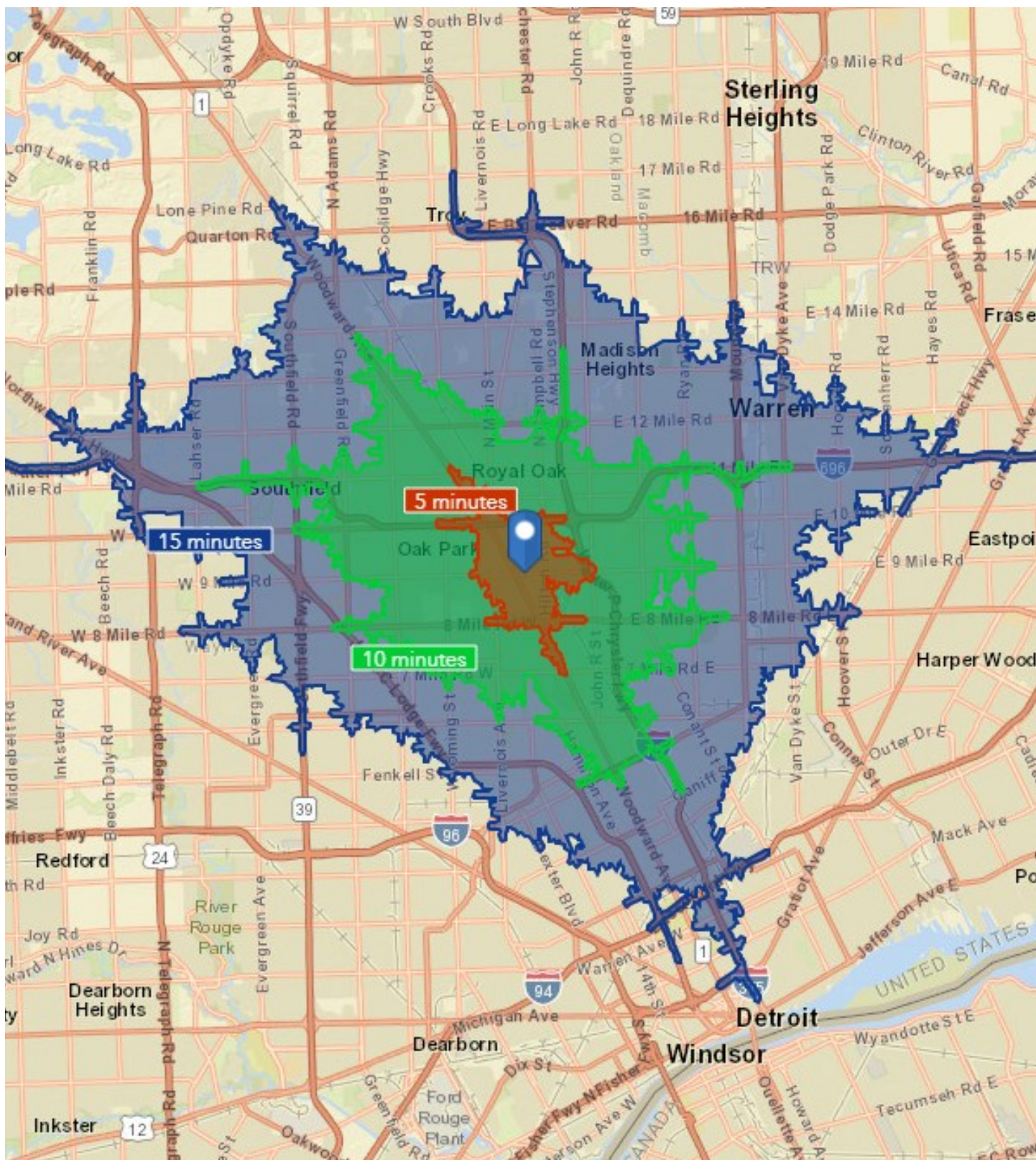
Supply and Demand Leakage Summary cont'd

Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/Leakage Fac-	Number of Entities
2020	Health & Personal Care Stores	446,4461	\$19,672,729	\$24,598,366	-\$4,925,637	-11.1	11
2020	Gasoline Stations	447,4471	\$32,097,229	\$33,383,749	-\$1,286,520	-2	8
2020	Clothing & Clothing Accessories Stores	448	\$15,075,611	\$10,864,646	\$4,210,965	16.2	19
2020	Clothing Stores	4481	\$10,019,094	\$8,687,016	\$1,332,078	7.1	14
2020	Shoe Stores	4482	\$2,148,957	\$1,108,221	\$1,040,736	32	3
2020	Jewelry, Luggage & Leather Goods Stores	4483	\$2,907,560	\$1,069,409	\$1,838,151	46.2	2
2020	Sporting Goods, Hobby, Book & Music Stores	451	\$7,716,775	\$8,907,453	-\$1,190,678	-7.2	11
2020	Sporting Goods/Hobby/Musical Instr Stores	4511	\$6,428,220	\$8,771,925	-\$2,343,705	-15.4	10
2020	Book, Periodical & Music Stores	4512	\$1,288,555	\$135,528	\$1,153,027	81	1
2020	General Merchandise Stores	452	\$44,117,368	\$1,801,396	\$42,315,972	92.2	6
2020	Department Stores Excluding Leased Depts.	4521	\$30,402,034	\$0	\$30,402,034	100	0
2020	Other General Merchandise Stores	4529	\$13,715,334	\$1,801,396	\$11,913,938	76.8	6
2020	Miscellaneous Store Retailers	453	\$10,174,925	\$23,648,782	-\$13,473,857	-39.8	42
2020	Florists	4531	\$456,349	\$1,102,817	-\$646,468	-41.5	4
2020	Office Supplies, Stationery & Gift Stores	4532	\$2,122,555	\$1,072,875	\$1,049,680	32.8	7
2020	Used Merchandise Stores	4533	\$1,838,117	\$1,184,576	\$653,541	21.6	7
2020	Other Miscellaneous Store Retailers	4539	\$5,757,904	\$20,288,514	-\$14,530,610	-55.8	24
2020	Nonstore Retailers	454	\$5,094,869	\$1,908,707	\$3,186,162	45.5	2
2020	Electronic Shopping & Mail-Order Houses	4541	\$4,170,393	\$0	\$4,170,393	100	0
2020	Vending Machine Operators	4542	\$301,955	\$1,908,707	-\$1,606,752	-72.7	2
2020	Direct Selling Establishments	4543	\$622,521	\$0	\$622,521	100	0
2020	Food Services & Drinking Places	722	\$30,338,344	\$44,778,664	-\$14,440,320	-19.2	96
2020	Special Food Services	7223	\$845,790	\$1,815,560	-\$969,770	-36.4	6
2020	Drinking Places - Alcoholic Beverages	7224	\$1,753,023	\$7,869,293	-\$6,116,270	-63.6	16
2020	Restaurants/Other Eating Places	7225	\$27,739,531	\$35,093,811	-\$7,354,280	-11.7	74

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 click the link below to view the Methodology Statement.

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Supply and Demand Leakage by Drive Time



Supply and Demand Leakage by Drive Time

Summary: 0-5 Minutes Drive Time							
Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2020	Total Retail Trade and Food & Drink	44-45,722	\$359,423,428	\$507,779,586	-\$148,356,158	-17.1	331
2020	Total Retail Trade	44-45	\$324,044,061	\$435,962,445	-\$111,918,384	-14.7	209
2020	Total Food & Drink	722	\$35,379,367	\$71,817,141	-\$36,437,774	-34	122
Detail							
Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2020	Motor Vehicle & Parts Dealers	441	\$67,399,211	\$117,259,162	-\$49,859,951	-27	18
2020	Automobile Dealers	4411	\$54,522,756	\$104,676,380	-\$50,153,624	-31.5	9
2020	Other Motor Vehicle Dealers	4412	\$5,771,832	\$0	\$5,771,832	100	0
2020	Auto Parts, Accessories & Tire Stores	4413	\$7,104,623	\$12,582,781	-\$5,478,158	-27.8	10
2020	Furniture & Home Furnishings Stores	442	\$10,926,876	\$15,673,097	-\$4,746,221	-17.8	10
2020	Furniture Stores	4421	\$6,815,535	\$6,069,259	\$746,276	5.8	4
2020	Home Furnishings Stores	4422	\$4,111,340	\$9,603,838	-\$5,492,498	-40	6
2020	Electronics & Appliance Stores	443	\$10,766,831	\$18,706,190	-\$7,939,359	-26.9	9
2020	Bldg Materials, Garden Equip. & Supply Stores	444	\$21,303,814	\$23,916,269	-\$2,612,455	-5.8	13
2020	Bldg Material & Supplies Dealers	4441	\$19,492,302	\$22,442,465	-\$2,950,163	-7	10
2020	Lawn & Garden Equip & Supply Stores	4442	\$1,811,512	\$1,473,804	\$337,708	10.3	3
2020	Food & Beverage Stores	445	\$58,324,916	\$107,569,228	-\$49,244,312	-29.7	23
2020	Grocery Stores	4451	\$51,098,925	\$75,610,481	-\$24,511,556	-19.3	8
2020	Specialty Food Stores	4452	\$2,866,483	\$16,641,770	-\$13,775,287	-70.6	8
2020	Beer, Wine & Liquor Stores	4453	\$4,359,508	\$15,316,977	-\$10,957,469	-55.7	7

Supply and Demand Leakage by Drive Time cont'd

Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/Leakage Factor	Number of Entities
2020	Health & Personal Care Stores	446,4461	\$22,825,736	\$29,548,852	-\$6,723,116	-12.8	14
2020	Gasoline Stations	447,4471	\$36,908,487	\$51,111,473	-\$14,202,986	-16.1	11
2020	Clothing & Clothing Accessories Stores	448	\$17,666,995	\$22,342,670	-\$4,675,675	-11.7	30
2020	Clothing Stores	4481	\$11,701,015	\$15,775,531	-\$4,074,516	-14.8	21
2020	Shoe Stores	4482	\$2,503,699	\$2,599,007	-\$95,308	-1.9	5
2020	Jewelry, Luggage & Leather Goods Stores	4483	\$3,462,281	\$3,968,132	-\$505,851	-6.8	4
2020	Sporting Goods, Hobby, Book & Music Stores	451	\$8,984,456	\$10,315,995	-\$1,331,539	-6.9	12
2020	Sporting Goods/Hobby/Musical Instr Stores	4511	\$7,486,930	\$10,168,420	-\$2,681,490	-15.2	11
2020	Book, Periodical & Music Stores	4512	\$1,497,526	\$147,575	\$1,349,951	82.1	1
2020	General Merchandise Stores	452	\$51,211,589	\$9,817,494	\$41,394,095	67.8	8
2020	Department Stores Excluding Leased Depts.	4521	\$35,352,763	\$5,533,912	\$29,818,851	72.9	1
2020	Other General Merchandise Stores	4529	\$15,858,826	\$4,283,582	\$11,575,244	57.5	7
2020	Miscellaneous Store Retailers	453	\$11,790,464	\$27,046,593	-\$15,256,129	-39.3	57
2020	Florists	4531	\$548,797	\$1,888,299	-\$1,339,502	-55	7
2020	Office Supplies, Stationery & Gift Stores	4532	\$2,474,835	\$1,518,635	\$956,200	23.9	9
2020	Used Merchandise Stores	4533	\$2,136,948	\$2,578,787	-\$441,839	-9.4	13
2020	Other Miscellaneous Store Retailers	4539	\$6,629,884	\$21,060,872	-\$14,430,988	-52.1	28
2020	Nonstore Retailers	454	\$5,934,689	\$2,655,424	\$3,279,265	38.2	3
2020	Electronic Shopping & Mail-Order Houses	4541	\$4,842,309	\$1,608,714	\$3,233,595	50.1	2
2020	Vending Machine Operators	4542	\$349,790	\$1,046,710	-\$696,920	-49.9	1
2020	Direct Selling Establishments	4543	\$742,590	\$0	\$742,590	100	0
2020	Food Services & Drinking Places	722	\$35,379,367	\$71,817,141	-\$36,437,774	-34	122
2020	Special Food Services	7223	\$982,806	\$6,648,506	-\$5,665,700	-74.2	6
2020	Drinking Places - Alcoholic Beverages	7224	\$2,083,074	\$12,483,340	-\$10,400,266	-71.4	18
2020	Restaurants/Other Eating Places	7225	\$32,313,487	\$52,685,295	-\$20,371,808	-24	97

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 click the link below to view the Methodology Statement.

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Supply and Demand Leakage by Drive Time

Summary: 5-10 Minutes Drive Time							
Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2020	Total Retail Trade and Food & Drink	44-45,722	\$2,589,555,455	\$2,458,153,285	\$131,402,170	2.6	1705
2020	Total Retail Trade	44-45	\$2,339,897,246	\$2,070,150,746	\$269,746,500	6.1	1192
2020	Total Food & Drink	722	\$249,658,209	\$388,002,539	-\$138,344,330	-21.7	513
Detail							
Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/ Leakage Factor	Number of Entities
2020	Motor Vehicle & Parts Dealers	441	\$489,119,244	\$409,436,120	\$79,683,124	8.9	138
2020	Automobile Dealers	4411	\$395,653,102	\$333,878,749	\$61,774,353	8.5	73
2020	Other Motor Vehicle Dealers	4412	\$42,064,009	\$1,413,759	\$40,650,250	93.5	2
2020	Auto Parts, Accessories & Tire Stores	4413	\$51,402,132	\$74,143,611	-\$22,741,479	-18.1	63
2020	Furniture & Home Furnishings Stores	442	\$78,227,716	\$70,022,648	\$8,205,068	5.5	46
2020	Furniture Stores	4421	\$48,511,054	\$35,618,030	\$12,893,024	15.3	21
2020	Home Furnishings Stores	4422	\$29,716,662	\$34,404,617	-\$4,687,955	-7.3	25
2020	Electronics & Appliance Stores	443	\$76,330,699	\$72,101,225	\$4,229,474	2.8	46
2020	Bldg Materials, Garden Equip. & Supply Stores	444	\$157,284,916	\$145,914,449	\$11,370,467	3.8	83
2020	Bldg Material & Supplies Dealers	4441	\$143,625,378	\$139,085,198	\$4,540,180	1.6	73
2020	Lawn & Garden Equip & Supply Stores	4442	\$13,659,538	\$6,829,251	\$6,830,287	33.3	11
2020	Food & Beverage Stores	445	\$420,753,368	\$352,993,331	\$67,760,037	8.8	145
2020	Grocery Stores	4451	\$369,000,823	\$251,513,557	\$117,487,266	18.9	60
2020	Specialty Food Stores	4452	\$20,680,924	\$45,015,660	-\$24,334,736	-37	36
2020	Beer, Wine & Liquor Stores	4453	\$31,071,620	\$56,464,114	-\$25,392,494	-29	50

Supply and Demand Leakage by Drive Time cont'd

Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/Leakage Factor	Number of Entities
2020	Health & Personal Care Stores	446,4461	\$168,200,502	\$281,534,752	-\$113,334,250	-25.2	114
2020	Gasoline Stations	447,4471	\$267,772,739	\$320,685,026	-\$52,912,287	-9	77
2020	Clothing & Clothing Accessories Stores	448	\$124,166,819	\$143,659,030	-\$19,492,211	-7.3	208
2020	Clothing Stores	4481	\$82,564,600	\$104,760,074	-\$22,195,474	-11.8	152
2020	Shoe Stores	4482	\$17,724,115	\$22,041,311	-\$4,317,196	-10.9	32
2020	Jewelry, Luggage & Leather Goods Stores	4483	\$23,878,104	\$16,857,646	\$7,020,458	17.2	24
2020	Sporting Goods, Hobby, Book & Music Stores	451	\$63,652,935	\$47,804,013	\$15,848,922	14.2	69
2020	Sporting Goods/Hobby/Musical Instr Stores	4511	\$53,184,734	\$44,780,752	\$8,403,982	8.6	60
2020	Book, Periodical & Music Stores	4512	\$10,468,201	\$3,023,261	\$7,444,940	55.2	9
2020	General Merchandise Stores	452	\$366,323,259	\$101,943,549	\$264,379,710	56.5	61
2020	Department Stores Excluding Leased Depts.	4521	\$251,824,934	\$41,934,959	\$209,889,975	71.4	12
2020	Other General Merchandise Stores	4529	\$114,498,325	\$60,008,590	\$54,489,735	31.2	49
2020	Miscellaneous Store Retailers	453	\$85,292,324	\$116,852,180	-\$31,559,856	-15.6	192
2020	Florists	4531	\$4,060,022	\$2,668,633	\$1,391,389	20.7	12
2020	Office Supplies, Stationery & Gift Stores	4532	\$17,683,422	\$26,190,905	-\$8,507,483	-19.4	47
2020	Used Merchandise Stores	4533	\$15,079,242	\$12,628,934	\$2,450,308	8.8	48
2020	Other Miscellaneous Store Retailers	4539	\$48,469,638	\$75,363,708	-\$26,894,070	-21.7	84
2020	Nonstore Retailers	454	\$42,772,728	\$7,204,422	\$35,568,306	71.2	12
2020	Electronic Shopping & Mail-Order Houses	4541	\$34,534,594	\$4,454,996	\$30,079,598	77.1	4
2020	Vending Machine Operators	4542	\$2,507,268	\$2,021,222	\$486,046	10.7	3
2020	Direct Selling Establishments	4543	\$5,730,865	\$728,204	\$5,002,661	77.5	5
2020	Food Services & Drinking Places	722	\$249,658,209	\$388,002,539	-\$138,344,330	-21.7	513
2020	Special Food Services	7223	\$7,008,679	\$21,252,531	-\$14,243,852	-50.4	21
2020	Drinking Places - Alcoholic Beverages	7224	\$14,637,131	\$25,878,188	-\$11,241,057	-27.7	51
2020	Restaurants/Other Eating Places	7225	\$228,012,398	\$340,871,820	-\$112,859,422	-19.8	441

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 click the link below to view the Methodology Statement.

<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

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Supply and Demand Leakage by Drive Time

Summary: 10-15 Minutes Drive Time							
Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/Leakage Factor	Number of Entities
2020	Total Retail Trade and Food & Drink	44-45,722	\$7,093,798,087	\$8,756,176,989	-\$1,662,378,902	-10.5	4909
2020	Total Retail Trade	44-45	\$6,415,934,523	\$7,783,736,827	-\$1,367,802,304	-9.6	3470
2020	Total Food & Drink	722	\$677,863,564	\$972,440,161	-\$294,576,597	-17.8	1438
Detail							
Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/Leakage Factor	Number of Entities
2020	Motor Vehicle & Parts Dealers	441	\$1,344,747,485	\$1,642,029,332	-\$297,281,847	-10	367
2020	Automobile Dealers	4411	\$1,087,856,420	\$1,423,648,331	-\$335,791,911	-13.4	179
2020	Other Motor Vehicle Dealers	4412	\$115,891,928	\$45,007,628	\$70,884,300	44.1	19
2020	Auto Parts, Accessories & Tire Stores	4413	\$140,999,137	\$173,373,373	-\$32,374,236	-10.3	170
2020	Furniture & Home Furnishings Stores	442	\$213,103,398	\$253,723,397	-\$40,619,999	-8.7	131
2020	Furniture Stores	4421	\$131,992,726	\$125,906,136	\$6,086,590	2.4	55
2020	Home Furnishings Stores	4422	\$81,110,672	\$127,817,261	-\$46,706,589	-22.4	76
2020	Electronics & Appliance Stores	443	\$207,701,613	\$315,058,258	-\$107,356,645	-20.5	153
2020	Bldg Materials, Garden Equip. & Supply Stores	444	\$433,408,007	\$446,976,354	-\$13,568,347	-1.5	217
2020	Bldg Material & Supplies Dealers	4441	\$395,592,101	\$421,005,021	-\$25,412,920	-3.1	185
2020	Lawn & Garden Equip & Supply Stores	4442	\$37,815,906	\$25,971,332	\$11,844,574	18.6	32
2020	Food & Beverage Stores	445	\$1,153,847,736	\$1,242,821,200	-\$88,973,464	-3.7	470
2020	Grocery Stores	4451	\$1,012,356,031	\$973,804,774	\$38,551,257	1.9	214
2020	Specialty Food Stores	4452	\$56,737,294	\$105,182,496	-\$48,445,202	-29.9	96
2020	Beer, Wine & Liquor Stores	4453	\$84,754,411	\$163,833,930	-\$79,079,519	-31.8	160

Supply and Demand Leakage by Drive Time cont'd

Year	Industry Group	NAICS	Demand	Supply	\$ Supply/Leakage	Supply/Leakage Factor	Number of Entities
2020	Health & Personal Care Stores	446,4461	\$463,909,220	\$1,036,626,760	-\$572,717,540	-38.2	380
2020	Gasoline Stations	447,4471	\$737,182,946	\$1,039,360,307	-\$302,177,361	-17	254
2020	Clothing & Clothing Accessories Stores	448	\$336,715,802	\$516,453,670	-\$179,737,868	-21.1	604
2020	Clothing Stores	4481	\$224,358,828	\$309,546,057	-\$85,187,229	-16	416
2020	Shoe Stores	4482	\$48,237,199	\$78,249,585	-\$30,012,386	-23.7	65
2020	Jewelry, Luggage & Leather Goods Stores	4483	\$64,119,775	\$128,658,028	-\$64,538,253	-33.5	123
2020	Sporting Goods, Hobby, Book & Music Stores	451	\$173,215,716	\$146,484,108	\$26,731,608	8.4	162
2020	Sporting Goods/Hobby/Musical Instr Stores	4511	\$144,858,466	\$130,389,721	\$14,468,745	5.3	136
2020	Book, Periodical & Music Stores	4512	\$28,357,251	\$16,094,387	\$12,262,864	27.6	26
2020	General Merchandise Stores	452	\$1,000,815,823	\$733,917,378	\$266,898,445	15.4	185
2020	Department Stores Excluding Leased Depts.	4521	\$686,698,110	\$347,570,724	\$339,127,386	32.8	49
2020	Other General Merchandise Stores	4529	\$314,117,713	\$386,346,654	-\$72,228,941	-10.3	136
2020	Miscellaneous Store Retailers	453	\$233,956,653	\$289,516,902	-\$55,560,249	-10.6	487
2020	Florists	4531	\$11,090,364	\$15,233,398	-\$4,143,034	-15.7	50
2020	Office Supplies, Stationery & Gift Stores	4532	\$48,193,026	\$80,908,357	-\$32,715,331	-25.3	123
2020	Used Merchandise Stores	4533	\$40,909,941	\$30,996,436	\$9,913,505	13.8	110
2020	Other Miscellaneous Store Retailers	4539	\$133,763,321	\$162,378,711	-\$28,615,390	-9.7	204
2020	Nonstore Retailers	454	\$117,330,124	\$120,769,162	-\$3,439,038	-1.4	60
2020	Electronic Shopping & Mail-Order Houses	4541	\$94,224,882	\$99,509,173	-\$5,284,291	-2.7	24
2020	Vending Machine Operators	4542	\$6,859,058	\$5,081,733	\$1,777,325	14.9	12
2020	Direct Selling Establishments	4543	\$16,246,184	\$16,178,256	\$67,928	0.2	24
2020	Food Services & Drinking Places	722	\$677,863,564	\$972,440,161	-\$294,576,597	-17.8	1438
2020	Special Food Services	7223	\$19,101,924	\$37,927,055	-\$18,825,131	-33	58
2020	Drinking Places - Alcoholic Beverages	7224	\$39,516,366	\$49,143,047	-\$9,626,681	-10.9	107
2020	Restaurants/Other Eating Places	7225	\$619,245,274	\$885,370,059	-\$266,124,785	-17.7	1273

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 click the link below to view the Methodology Statement.
<http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>

Source: Esri and Infogroup. Esri 2019 Updated Demographics. Esri 2017 Retail MarketPlace. Copyright 2019 Esri. Copyright 2017 Infogroup, Inc. All rights reserved.



PART 3:

HOUSING

HOUSING

Housing is one of the most significant economic drivers in a community and also represents one of the most important sources of resident wealth. The following data help communities better understand changes to housing availability and affordability. These data also may be helpful in guiding zoning decisions, talent attraction, and revenue projections.

Housing Units Summary

Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	Total Housing Units	10,252	10,477	10,548	10,606	2.2%	0.5%
2020	Occupied	9,880	9,559	9,794	9,809	-3.2%	0.2%
2020	Owner-Occupied	7,016	6,232	6,042	6,015	-11.2%	-0.4%
2020	Renter-Occupied	2,864	3,327	3,752	3,794	16.2%	1.1%
2020	Vacant	372	918	754	797	146.8%	5.7%
HOUSING VALUE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	\$ 0 - \$14,999	35	86	82	75	145.7%	-8.5%
2020	\$ 15,000 - \$19,999	34	0	22	22	-100.0%	0.0%
2020	\$ 20,000 - \$29,999	46	338	220	191	634.8%	-13.2%
2020	\$ 30,000 - \$39,999	41	331	294	279	707.3%	-5.1%
2020	\$ 40,000 - \$49,999	140	342	207	176	144.3%	-15.0%
2020	\$ 50,000 - \$99,999	3,008	2,313	1,816	1,633	-23.1%	-10.1%
2020	\$ 100,000 - \$ 149,999	2,778	1,601	1,254	1,135	-42.4%	-9.5%
2020	\$ 150,000 - \$ 199,999	617	656	908	920	6.3%	1.3%
2020	\$ 200,000 - \$ 299,999	287	491	908	910	71.1%	0.2%
2020	\$ 300,000 - \$ 399,999	30	71	232	427	136.7%	84.1%
2020	\$ 400,000 - \$ 499,999	0	3	83	187	N/A%	125.3%
2020	\$ 500,000 or More	0	0	16	60	N/A%	275.0%
UNITS IN STRUCTURE							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	1 Detached	8,039	7,819	8,027	8,080	-2.7%	0.7%
2020	1 Attached	147	308	285	284	109.5%	-0.4%
2020	2 Units	58	866	851	855	1,393.1%	0.5%
2020	3 or 4 Units	14	175	170	170	1,150.0%	0.0%
2020	5-9 Units	0	170	201	207	N/A%	3.0%
2020	10-19 Units	12	332	318	319	2,666.7%	0.3%
2020	20-49 Units	0	366	312	308	N/A%	-1.3%
2020	50+ Units	134	207	180	180	54.5%	71.1%
2020	Boat, RV, Van, Etc.	0	0	0	0	N/A%	N/A%
2020	Mobile Home	23	234	204	203	800.0%	-0.5%

Housing Units Summary cont'd

YEAR STRUCTURE BUILT							
Year	Metric Name	2000 Census	2010 Census	Current Estimate	5-Year Projections	Change 2000 to 2010	Change in 5 Years
2020	2005 or later	NA	67	137	196	NA	43.1%
2020	2000-2004	NA	249	323	323	NA	0.0%
2020	1990-1999	138	91	91	91	-34.1%	0.0%
2020	1980-1989	182	154	154	154	-15.4%	0.0%
2020	1970-1979	433	498	498	498	15.0%	0.0%
2020	1960-1969	753	1,047	1,043	1,043	39.0%	0.0%
2020	1950-1959	2,237	2,107	2,097	2,097	-5.8%	0.0%
2020	1940-1949	2,555	2,814	2,799	2,799	10.1%	0.0%
2020	1939 or Earlier	3,954	3,450	3,406	3,405	-12.7%	0.0%

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HOUSING MARKET		
Year	Metric Name	Current Estimate
2020	Home sale price	\$210,000
2020	Length of time homes on market (days)	49
2020	Home value	\$141,900
2020	Real estate 12-month inflation projection	3.5%
2020	House appreciation - last 12 months	9.3%
2020	House appreciation - last 5 years	57.2%
2020	House appreciation - last 10 years	47.9%
2020	Buyer/Seller Market (Seller=10)	7.1
2020	Business vacancy (over quarter)	12.3%
2020	Residential vacancy (over quarter)	3.1%
2020	Foreclosure rate	0.03%

Data provided under agreement by Zillow Group, Realtor.com

Rental Market

RENTAL MARKET		
Year	Metric Name	Metric
2020	Annual rent to home price	7.1%
2020	Long-term monthly rental rates (Single family, new rentals)	\$1,250
2020	Long-term monthly rental rates (Multi family, new rentals)	\$974
2020	Long-term rental vacancies	47
2020	Rent to income ratio	26%
2020	Rent to new mortgage ratio	139%
2020	Short-term rental proliferation	106
2020	Short-term daily rental rates	\$111
2020	Short-term rental occupancy	71%

Data provided by Cobalt and under agreement by Zillow Group, Realtor.com, Cobalt Community Research

MONTHLY CASH RENT					
Year	Metric Name	2000 Census	2010 Census	Current Estimate	Change 2000 to Current
2020	\$ 0 - \$99	58	0	0	-100.0%
2020	\$ 100 - \$199	157	195	195	24.2%
2020	\$ 200 - \$299	75	56	56	-25.3%
2020	\$ 300 - \$399	187	65	65	-65.2%
2020	\$ 400 - \$499	597	346	346	-42.0%
2020	\$ 500 - \$599	695	314	314	-54.8%
2020	\$ 600 - \$699	526	638	638	21.3%
2020	\$ 700 - \$999	477	1,610	1,610	237.5%
2020	\$1,000+	49	485	485	889.8%
2020	No Cash Rent	43	43	43	0.0%

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MONTHLY RENT DETAIL			
Year	Metric Name	Metric	National
2020	Average rent for studio apartment	\$610	\$821
2020	Average rent for 1-bedroom home or apartment	\$740	\$930
2020	Average rent for 2-bedroom home or apartment	\$950	\$1,148
2020	Average rent for 3-bedroom home or apartment	\$1,240	\$1,537
2020	Average rent for 4-bedroom home or apartment	\$1,350	\$1,791

Cobalt Community Research, Zillow Group, HUD, Alltrails, BestPlaces, WalkScore, Experian, Gale Publishing



PART 4:

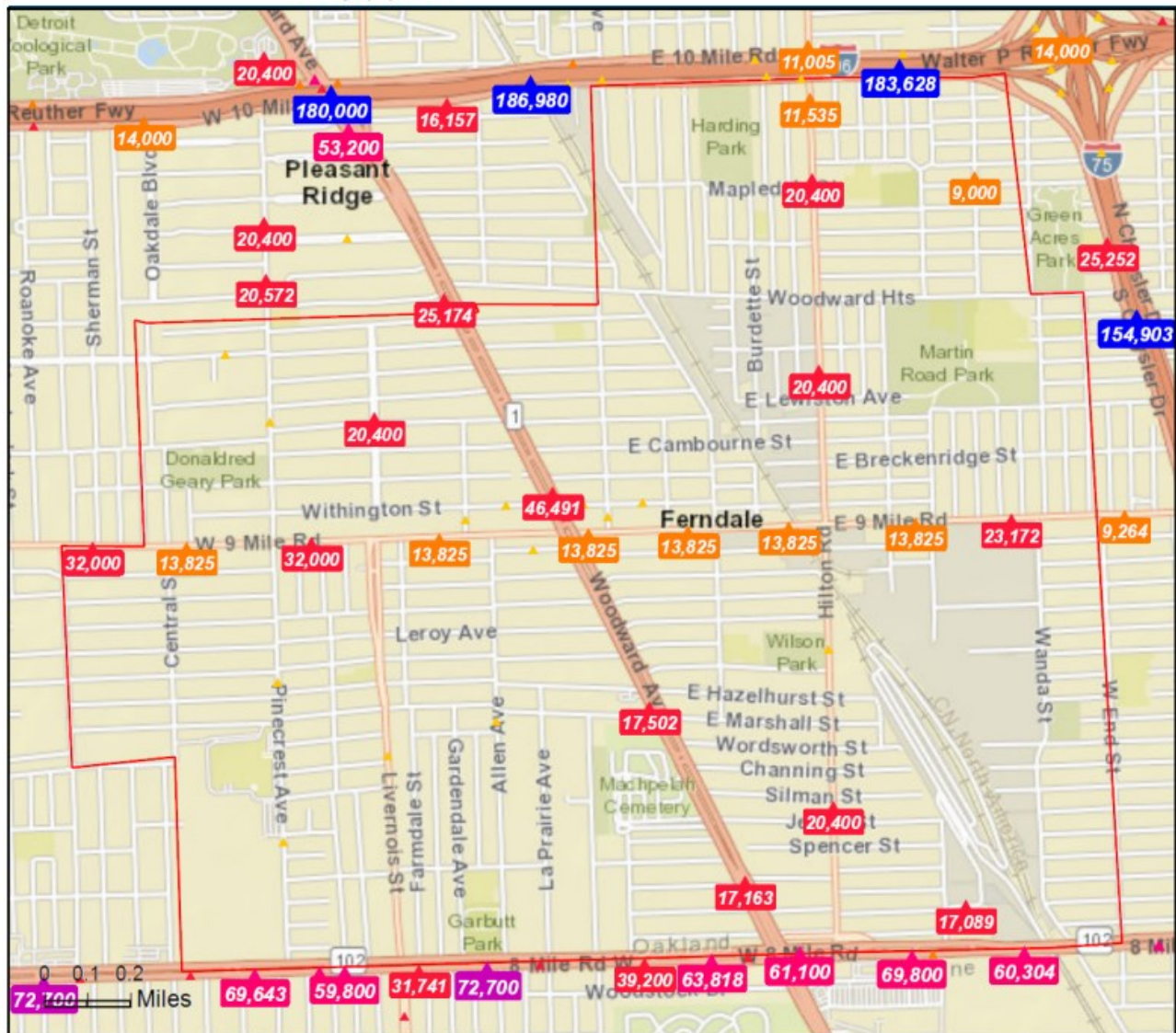
TRANSPORTATION

TRANSPORTATION

Year	Metric Name	Metric	National
2020	Average Commute Time (minutes)	23	26
2020	Pct of commuters who travel alone by auto	85%	76%
2020	Pct of commuters who travel by carpool	6%	9%
2020	Pct of commuters who travel by mass transit	1%	5%
2020	Pct of commuters who travel by bicycle	1%	1%
2020	Pct of commuters who travel by walking	2%	3%
2020	Walk Score (higher is better)	88	Scores 50+ walkable
2020	Bike Score (higher is better)	77	Scores 50+ bikeable
2020	Transit Score (higher is better)	na	Scores 50+ good

Area Traffic:

This map shows the average daily traffic on major roads within a community. This map is supportive of repair planning and business location/zoning decisions.





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Cobalt is a national 501c3 nonprofit that offers local governments, schools and membership organizations high-quality benchmarks, metrics, surveys, geofencing, dynamic population segmentation, focus groups and work groups