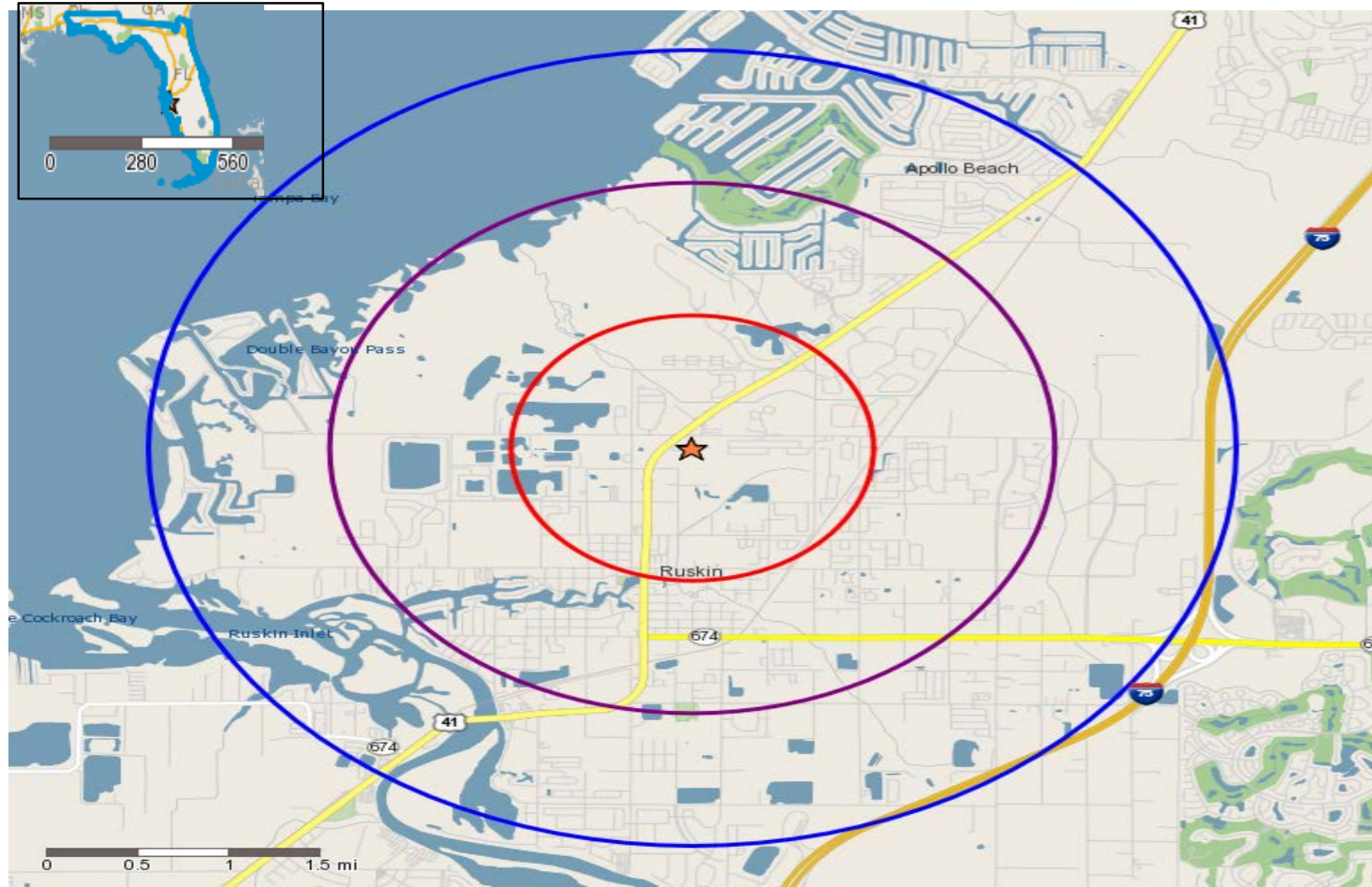


Overview map showing the requested trade area(s) around My Site, 423 19th Ave NE Ruskin, Ruskin, FL, 33570:



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- Trade Areas (in miles) - 1
- Trade Areas (in miles) - 2
- Trade Areas (in miles) - 3

Complete Demographic Comparison Report for My Site, 423 19th Ave NE Ruskin, Ruskin, FL, 33570:

| | Index: Entire US | 1 mile(s) | 2 mile(s) | 3 mile(s) |
|---|------------------|-----------|-----------|-----------|
| 2017B Demographics: | | | | |
| Q4 2017 Employees | 150,468,404 | 1,125 | 3,555 | 6,724 |
| Q4 2017 Establishments* | 12,190,449 | 149 | 529 | 1,035 |
| Total Population | 325,227,741 | 3,790 | 16,276 | 29,698 |
| Total Households | 122,737,174 | 1,206 | 5,305 | 10,663 |
| Female Population | 165,121,145 | 1,880 | 8,091 | 14,900 |
| % Female | 50.8% | 49.6% | 49.7% | 50.2% |
| Male Population | 160,106,596 | 1,910 | 8,184 | 14,798 |
| % Male | 49.2% | 50.4% | 50.3% | 49.8% |
| Population Density (per Sq. Mi.) | 90.44 | 1,217.67 | 1,306.09 | 1,056.60 |
| Employed Civilian Population 16+ | | | | |
| Total | 156,444,659 | 1,670 | 7,258 | 13,386 |
| White Collar | 60.7% | 54.5% | 55.5% | 57.4% |
| Blue Collar | 39.3% | 45.5% | 44.5% | 42.6% |
| Seasonal Population by Quarter: | | | | |
| Q4 2014 | 10,248,641 | 317 | 969 | 1,844 |
| Q1 2015 | 10,273,667 | 288 | 873 | 1,697 |
| Q2 2015 | 11,599,442 | 291 | 881 | 1,717 |
| Q3 2015 | 11,403,275 | 339 | 1,027 | 1,992 |
| Q4 2015 | 10,535,757 | 345 | 1,049 | 2,031 |
| Q1 2016 | 10,458,114 | 340 | 1,043 | 2,057 |
| Q2 2016 | 11,800,448 | 345 | 1,054 | 2,078 |
| Q3 2016 | 11,499,269 | 317 | 999 | 1,969 |
| Q4 2016 | 10,640,360 | 323 | 1,016 | 1,998 |
| Age: | | | | |
| Age 0 - 4 | 6.2% | 10.8% | 9.8% | 8.4% |
| Age 5 - 14 | 12.8% | 17.9% | 16.4% | 15.0% |
| Age 15 - 19 | 6.6% | 5.2% | 5.5% | 5.4% |
| Age 20 - 24 | 7.1% | 5.0% | 5.0% | 4.8% |
| Age 25 - 34 | 13.7% | 16.6% | 15.1% | 13.4% |
| Age 35 - 44 | 12.6% | 15.9% | 14.2% | 13.1% |
| Age 45 - 54 | 13.4% | 10.5% | 11.2% | 12.0% |
| Age 55 - 64 | 12.7% | 9.3% | 10.8% | 12.7% |
| Age 65 - 74 | 8.5% | 5.9% | 8.0% | 10.1% |
| Age 75 - 84 | 4.3% | 2.3% | 3.0% | 3.8% |
| Age 85 + | 2.0% | 0.6% | 1.0% | 1.4% |
| Median Age | 37.8 | 32.1 | 33.9 | 37.2 |
| Housing Units | | | | |
| Total Housing Units | 135,886,619 | 1,504 | 6,278 | 12,434 |
| Occupied Housing Units | 90.3% | 80.5% | 84.8% | 86.0% |
| Vacant Housing Units | 9.7% | 19.5% | 15.2% | 14.0% |
| Housing Units by Tenure | | | | |
| Total Households in Tenure | 122,737,174 | 1,206 | 5,305 | 10,663 |
| Owner Occupied Housing Units | 78,059,133 | 736 | 3,401 | 7,526 |
| Owner Occupied free and clear | 34.0% | 19.7% | 27.7% | 32.1% |
| Owner Occupied with a mortgage or loan | 66.0% | 80.3% | 72.3% | 67.9% |
| Renter Occupied Housing Units | 44,678,041 | 470 | 1,904 | 3,137 |

Race and Ethnicity

| | | | | |
|--------------------------------|-------|-------|-------|-------|
| American Indian, Eskimo, Aleut | 1.0% | 0.3% | 0.2% | 0.3% |
| Asian | 5.5% | 3.0% | 2.2% | 1.8% |
| Black | 12.9% | 14.7% | 10.7% | 8.4% |
| Hawaiian/Pacific Islander | 0.2% | 0.0% | 0.0% | 0.1% |
| White | 70.4% | 65.7% | 70.0% | 75.2% |
| Other | 6.7% | 13.1% | 14.4% | 12.0% |
| Multi-Race | 3.3% | 3.2% | 2.5% | 2.3% |
| Hispanic Ethnicity | 17.9% | 34.3% | 38.6% | 34.8% |
| Not of Hispanic Ethnicity | 82.1% | 64.9% | 60.6% | 64.7% |

Race of Hispanics

| | | | | |
|---------------------------|------------|-------|-------|--------|
| Hispanics | 58,138,430 | 1,312 | 6,335 | 10,377 |
| American Indian | 1.4% | 0.3% | 0.2% | 0.4% |
| Asian | 0.4% | 0.3% | 0.3% | 0.2% |
| Black | 2.6% | 2.7% | 1.8% | 1.7% |
| Hawaiian/Pacific Islander | 0.1% | 0.0% | 0.0% | 0.0% |
| White | 52.8% | 55.8% | 58.6% | 61.1% |
| Other | 36.4% | 36.7% | 36.2% | 33.6% |
| Multi-Race | 6.3% | 4.1% | 2.9% | 3.1% |

Race of Non Hispanics

| | | | | |
|---------------------------|-------------|-------|-------|--------|
| Non Hispanics | 267,089,311 | 2,478 | 9,940 | 19,321 |
| American Indian | 0.9% | 0.3% | 0.3% | 0.3% |
| Asian | 6.6% | 4.4% | 3.4% | 2.6% |
| Black | 15.1% | 21.1% | 16.4% | 12.0% |
| Hawaiian/Pacific Islander | 0.2% | 0.0% | 0.0% | 0.1% |
| White | 74.2% | 70.9% | 77.3% | 82.8% |
| Other | 0.2% | 0.6% | 0.5% | 0.3% |
| Multi-Race | 2.7% | 2.7% | 2.2% | 1.9% |

Marital Status:

| | | | | |
|-------------------------|-------------|-------|--------|--------|
| Age 15 + Population | 263,417,179 | 2,705 | 12,011 | 22,748 |
| Divorced | 11.2% | 9.8% | 12.2% | 12.2% |
| Never Married | 33.2% | 26.5% | 26.4% | 25.5% |
| Now Married | 49.7% | 60.0% | 56.9% | 57.7% |
| Now Married - Separated | 2.2% | 1.5% | 2.3% | 2.7% |
| Widowed | 5.9% | 3.6% | 4.5% | 4.6% |

Educational Attainment:

| | | | | |
|--------------------------|-------------|-------|--------|--------|
| Total Population Age 25+ | 219,008,338 | 2,317 | 10,307 | 19,735 |
| Grade K - 8 | 4.4% | 7.9% | 7.0% | 6.6% |
| Grade 9 - 12 | 7.8% | 7.0% | 9.6% | 8.0% |
| High School Graduate | 27.9% | 24.1% | 26.7% | 28.1% |
| Associates Degree | 7.9% | 9.1% | 9.0% | 9.2% |
| Bachelor's Degree | 18.4% | 24.0% | 17.9% | 16.5% |
| Graduate Degree | 11.0% | 7.2% | 7.6% | 8.1% |
| Some College, No Degree | 21.1% | 19.8% | 20.2% | 21.4% |
| No Schooling Completed | 1.4% | 1.1% | 1.9% | 2.1% |

Household Income:

| | | | | |
|------------------------------|-------|-------|-------|-------|
| Income \$ 0 - \$9,999 | 6.9% | 7.0% | 6.4% | 6.1% |
| Income \$ 10,000 - \$14,999 | 5.0% | 4.4% | 4.5% | 4.3% |
| Income \$ 15,000 - \$24,999 | 10.2% | 7.5% | 9.8% | 8.7% |
| Income \$ 25,000 - \$34,999 | 9.7% | 9.2% | 11.1% | 10.9% |
| Income \$ 35,000 - \$49,999 | 13.1% | 12.5% | 14.1% | 14.1% |
| Income \$ 50,000 - \$74,999 | 18.2% | 19.7% | 20.1% | 19.1% |
| Income \$ 75,000 - \$99,999 | 12.6% | 12.4% | 11.4% | 11.8% |
| Income \$100,000 - \$124,999 | 8.6% | 11.7% | 9.3% | 9.2% |

| | | | | |
|------------------------------|----------|----------|----------|----------|
| Income \$125,000 - \$149,999 | 5.1% | 4.0% | 3.6% | 4.9% |
| Income \$150,000 + | 10.6% | 11.5% | 9.6% | 11.0% |
| Average Household Income | \$81,217 | \$78,909 | \$74,914 | \$82,025 |
| Median Household Income | \$56,286 | \$61,270 | \$54,494 | \$56,425 |
| Per Capita Income | \$30,968 | \$24,952 | \$24,280 | \$29,348 |

Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under

| | | | | |
|--|------------|-----|-------|-------|
| Total Families (Family Households) | 80,787,447 | 886 | 3,823 | 7,687 |
| Husband-Wife Family, Own Children, Below Poverty | 1,964,884 | 11 | 71 | 126 |
| Husband-Wife Family, No Own Children, Below Poverty | 1,262,019 | 7 | 35 | 77 |
| Male Householder, Own Children, Below Poverty | 617,027 | 14 | 48 | 79 |
| Male Householder, No Own Children, Below Poverty | 274,059 | 0 | 0 | 2 |
| Female Householder, Own Children, Below Poverty | 3,431,758 | 41 | 195 | 332 |
| Female Householder, No Own Children, Below Poverty | 882,150 | 6 | 22 | 74 |
| Husband-Wife Family, Own Children, At/Above Poverty | 21,829,120 | 306 | 1,144 | 1,996 |
| Husband-Wife Family, No Own Children, At/Above Poverty | 33,892,361 | 346 | 1,626 | 3,648 |
| Male Householder, Own Children, At/Above Poverty | 2,239,708 | 25 | 112 | 247 |
| Male Householder, No Own Children, At/Above Poverty | 2,844,136 | 34 | 137 | 266 |
| Female Householder, Own Children, At/Above Poverty | 5,208,416 | 55 | 228 | 448 |
| Female Householder, No Own Children, At/Above Poverty | 6,341,809 | 40 | 206 | 393 |

Poverty: Popn, Ratio of Income to Poverty Level

| | | | | |
|--|-------------|-------|--------|--------|
| Total Population for whom poverty status is determined | 325,227,741 | 3,790 | 16,276 | 29,698 |
| Less Than .50 | 22,017,217 | 98 | 624 | 1,504 |
| .50 - .99 | 27,724,453 | 206 | 1,300 | 2,109 |
| 1.00 - 1.24 | 15,540,866 | 154 | 758 | 1,191 |
| 1.25 - 1.49 | 15,625,397 | 133 | 825 | 1,811 |
| 1.50 - 1.84 | 21,535,007 | 530 | 2,055 | 3,345 |
| 1.85 - 1.99 | 8,724,843 | 103 | 400 | 618 |
| 2.00+ | 214,059,958 | 2,567 | 10,315 | 19,120 |

Poverty: Popn by Race

By Race

| | | | | |
|--|-------------|-------|--------|--------|
| White, Below Poverty Level | 26,936,916 | 167 | 1,199 | 2,234 |
| White, Above Poverty Level | 202,076,348 | 2,322 | 10,197 | 20,103 |
| Black, Below Poverty Level | 11,435,408 | 58 | 205 | 393 |
| Black, Above Poverty Level | 30,344,187 | 499 | 1,535 | 2,102 |
| AI/Alaskan Native, Below Poverty Level | 898,419 | 2 | 7 | 22 |
| AI/Alaskan Native, Above Poverty Level | 2,272,696 | 9 | 31 | 67 |
| Asian, Below Poverty Level | 2,284,559 | 0 | 3 | 7 |
| Asian, Above Poverty Level | 15,689,936 | 112 | 348 | 517 |
| NH/PI, Below Poverty Level | 128,106 | 0 | 1 | 2 |
| NH/PI, Above Poverty Level | 492,086 | 1 | 4 | 12 |
| Some Other Race, Below Poverty Level | 5,788,652 | 69 | 461 | 829 |
| Some Other Race, Above Poverty Level | 16,044,592 | 428 | 1,881 | 2,720 |
| 2+ Races, Below Poverty Level | 2,269,610 | 7 | 48 | 126 |
| 2+ Races, Above Poverty Level | 8,566,226 | 115 | 356 | 564 |

Poverty: Popn by Ethnicity

Hispanic/Latino

| | | | | |
|--|-------------|-------|-------|--------|
| Hispanic/Latino, Below Poverty Level | 13,675,665 | 217 | 1,146 | 2,234 |
| Hispanic/Latino, Above Poverty Level | 44,462,765 | 1,095 | 5,190 | 8,143 |
| Non-Hispanic/Latino, Below Poverty Level | 36,066,005 | 87 | 778 | 1,379 |
| Non-Hispanic/Latino, Above Poverty Level | 231,023,306 | 2,391 | 9,162 | 17,942 |

Non-Hispanic/Latino by Race

| | | | | |
|---------------------------------------|-------------|-------|-------|--------|
| White, Below Poverty Level | 20,490,392 | 31 | 565 | 943 |
| White, Above Poverty Level | 177,818,765 | 1,726 | 7,119 | 15,054 |
| Other than White, Below Poverty Level | 29,251,278 | 272 | 1,359 | 2,670 |
| Other than White, Above Poverty Level | 97,667,306 | 1,760 | 7,233 | 11,031 |

Vehicles Available

| | | | | |
|--------------------------------|-------------|-------|-------|--------|
| 0 Vehicles Available | 9.1% | 3.0% | 3.2% | 3.1% |
| 1 Vehicle Available | 33.8% | 35.6% | 35.4% | 34.2% |
| 2+ Vehicles Available | 57.1% | 61.4% | 61.4% | 62.7% |
| Average Vehicles Per Household | 1.91 | 1.85 | 1.83 | 1.88 |
| Total Vehicles Available | 235,125,118 | 2,279 | 9,898 | 20,294 |

2022 Demographics:

| | | | | |
|----------------------------------|-------------|----------|----------|----------|
| Total Population | 338,317,173 | 4,791 | 19,082 | 34,128 |
| Total Households | 129,506,301 | 1,533 | 6,300 | 12,523 |
| Female Population | 171,433,568 | 2,367 | 9,448 | 17,072 |
| % Female | 50.7% | 49.4% | 49.5% | 50.0% |
| Male Population | 166,883,605 | 2,424 | 9,634 | 17,057 |
| % Male | 49.3% | 50.6% | 50.5% | 50.0% |
| Population Density (per Sq. Mi.) | 94.04 | 1,526.76 | 1,520.23 | 1,208.43 |

Employed Civilian Population 16+

| | | | | |
|----------------|-------------|-------|-------|--------|
| Total | 164,768,727 | 2,157 | 8,736 | 15,818 |
| % White Collar | 61.0% | 55.0% | 55.9% | 57.7% |
| % Blue Collar | 39.0% | 45.0% | 44.1% | 42.3% |

Age:

| | | | | |
|-------------|-------|-------|-------|-------|
| Age 0 - 4 | 6.1% | 10.6% | 9.8% | 8.2% |
| Age 5 - 14 | 12.4% | 18.1% | 16.5% | 14.9% |
| Age 15 - 19 | 6.4% | 5.4% | 5.5% | 5.3% |
| Age 20 - 24 | 6.7% | 4.4% | 4.6% | 4.5% |
| Age 25 - 34 | 13.8% | 15.0% | 14.1% | 12.7% |
| Age 35 - 44 | 12.8% | 16.4% | 14.9% | 13.4% |
| Age 45 - 54 | 12.3% | 10.8% | 10.6% | 11.0% |
| Age 55 - 64 | 12.6% | 9.2% | 10.2% | 12.0% |
| Age 65 - 74 | 9.8% | 6.7% | 9.1% | 11.7% |
| Age 75 - 84 | 5.1% | 2.7% | 3.8% | 4.9% |
| Age 85 + | 2.0% | 0.7% | 1.0% | 1.5% |
| Median Age | 38.5 | 33.1 | 34.8 | 38.2 |

Housing Units

| | | | | |
|------------------------|-------------|-------|-------|--------|
| Total Housing Units | 143,512,941 | 1,905 | 7,443 | 14,625 |
| Occupied Housing Units | 90.2% | 80.5% | 84.7% | 85.6% |
| Vacant Housing Units | 9.8% | 19.5% | 15.4% | 14.4% |

Housing Units by Tenure

| | | | | |
|--|-------------|-------|-------|--------|
| Total Households in Tenure | 129,506,301 | 1,533 | 6,300 | 12,523 |
| Owner Occupied Housing Units | 82,491,835 | 927 | 3,986 | 8,761 |
| Owner Occupied free and clear | 34.0% | 20.2% | 27.3% | 32.7% |
| Owner Occupied with a mortgage or loan | 66.0% | 79.8% | 72.7% | 67.3% |
| Renter Occupied Housing Units | 47,014,466 | 606 | 2,314 | 3,762 |

Race and Ethnicity

| | | | | |
|--------------------------------|-------|-------|-------|-------|
| American Indian, Eskimo, Aleut | 1.0% | 0.3% | 0.2% | 0.3% |
| Asian | 5.9% | 3.1% | 2.4% | 1.9% |
| Black | 12.7% | 14.8% | 11.2% | 8.8% |
| Hawaiian/Pacific Islander | 0.2% | 0.0% | 0.0% | 0.0% |
| White | 69.5% | 64.4% | 68.2% | 73.6% |
| Other | 7.1% | 13.8% | 15.2% | 12.7% |
| Multi-Race | 3.7% | 3.6% | 2.8% | 2.6% |

| | | | | |
|--------------------------------|-------------|----------|----------|----------|
| Hispanic Ethnicity | 18.9% | 36.6% | 40.6% | 36.8% |
| Not of Hispanic Ethnicity | 81.1% | 63.4% | 59.4% | 63.2% |
| Race of Hispanics | | | | |
| Hispanics | 63,799,950 | 1,753 | 7,750 | 12,551 |
| American Indian | 1.3% | 0.3% | 0.2% | 0.4% |
| Asian | 0.4% | 0.3% | 0.2% | 0.2% |
| Black | 2.5% | 2.7% | 1.9% | 1.7% |
| Hawaiian/Pacific Islander | 0.1% | 0.0% | 0.0% | 0.0% |
| White | 52.8% | 55.8% | 58.0% | 60.6% |
| Other | 36.4% | 36.6% | 36.6% | 33.9% |
| Multi-Race | 6.5% | 4.3% | 3.1% | 3.2% |
| Race of Non Hispanics | | | | |
| Non Hispanics | 274,517,223 | 3,038 | 11,332 | 21,577 |
| American Indian | 0.9% | 0.3% | 0.3% | 0.3% |
| Asian | 7.1% | 4.8% | 3.8% | 2.9% |
| Black | 15.1% | 21.7% | 17.6% | 12.9% |
| Hawaiian/Pacific Islander | 0.2% | 0.0% | 0.0% | 0.1% |
| White | 73.4% | 69.4% | 75.1% | 81.2% |
| Other | 0.2% | 0.6% | 0.5% | 0.4% |
| Multi-Race | 3.1% | 3.2% | 2.7% | 2.3% |
| Marital Status: | | | | |
| Age 15 + Population | 275,723,599 | 3,419 | 14,073 | 26,261 |
| Divorced | 11.1% | 9.4% | 11.7% | 11.9% |
| Never Married | 33.1% | 25.9% | 25.9% | 25.0% |
| Now Married | 49.9% | 61.2% | 58.2% | 58.6% |
| Now Married - Separated | 2.2% | 1.5% | 2.2% | 2.7% |
| Widowed | 5.9% | 3.5% | 4.3% | 4.5% |
| Educational Attainment: | | | | |
| Total Population Age 25+ | 231,469,567 | 2,950 | 12,157 | 22,927 |
| Grade K - 9 | 4.3% | 7.9% | 7.2% | 6.6% |
| Grade 9 - 12 | 7.7% | 6.9% | 9.2% | 7.9% |
| High School Graduate | 27.6% | 23.9% | 26.3% | 27.8% |
| Associates Degree | 8.0% | 9.2% | 9.1% | 9.3% |
| Bachelor's Degree | 18.7% | 23.8% | 18.4% | 16.8% |
| Graduate Degree | 11.2% | 7.4% | 7.8% | 8.2% |
| Some College, No Degree | 21.1% | 19.9% | 20.2% | 21.4% |
| No Schooling Completed | 1.4% | 1.1% | 1.8% | 2.0% |
| Household Income: | | | | |
| Income \$ 0 - \$9,999 | 5.2% | 4.7% | 4.4% | 4.2% |
| Income \$ 10,000 - \$14,999 | 4.7% | 4.0% | 4.1% | 3.9% |
| Income \$ 15,000 - \$24,999 | 8.9% | 6.2% | 8.0% | 7.3% |
| Income \$ 25,000 - \$34,999 | 8.6% | 7.7% | 9.5% | 9.2% |
| Income \$ 35,000 - \$49,999 | 11.8% | 10.7% | 12.4% | 12.5% |
| Income \$ 50,000 - \$74,999 | 17.1% | 17.8% | 18.5% | 17.4% |
| Income \$ 75,000 - \$99,999 | 13.5% | 14.3% | 13.5% | 13.5% |
| Income \$100,000 - \$124,999 | 10.5% | 13.9% | 11.7% | 11.4% |
| Income \$125,000 - \$149,999 | 6.5% | 6.3% | 5.5% | 6.6% |
| Income \$150,000 + | 13.3% | 14.5% | 12.4% | 14.0% |
| Average Household Income | \$93,376 | \$91,435 | \$87,497 | \$95,353 |
| Median Household Income | \$65,658 | \$73,499 | \$65,913 | \$68,274 |
| Per Capita Income | \$36,063 | \$29,309 | \$28,922 | \$35,022 |
| Vehicles Available | | | | |
| 0 Vehicles Available | 8.9% | 3.0% | 3.2% | 3.1% |

| | | | | |
|--------------------------------|-------------|-------|--------|--------|
| 1 Vehicle Available | 33.6% | 35.4% | 35.1% | 34.4% |
| 2+ Vehicles Available | 57.5% | 61.6% | 61.7% | 62.5% |
| Average Vehicles Per Household | 1.92 | 1.90 | 1.87 | 1.90 |
| Total Vehicles Available | 248,813,811 | 2,908 | 11,802 | 23,811 |

2010 Demographics:

| | | | | |
|----------------------------------|-------------|--------|--------|--------|
| Total Population | 308,745,538 | 2,818 | 12,429 | 22,949 |
| Total Households | 116,716,292 | 909 | 4,127 | 8,423 |
| Female Population | 156,964,212 | 1,393 | 6,191 | 11,520 |
| % Female | 50.8% | 49.4% | 49.8% | 50.2% |
| Male Population | 151,781,326 | 1,425 | 6,238 | 11,430 |
| % Male | 49.2% | 50.6% | 50.2% | 49.8% |
| Population Density (per Sq. Mi.) | 85.82 | 897.98 | 990.21 | 812.61 |

Employed Civilian Population 16+

| | | | | |
|----------------|-------------|-------|-------|-------|
| Total | 140,768,943 | 1,210 | 5,340 | 9,990 |
| % White Collar | 61.0% | 52.0% | 53.9% | 56.6% |
| % Blue Collar | 39.0% | 48.0% | 46.1% | 43.4% |

Age:

| | | | | |
|-------------|-------|-------|-------|-------|
| Age 0 - 4 | 6.5% | 10.0% | 9.4% | 8.1% |
| Age 5 - 14 | 13.3% | 15.6% | 15.1% | 14.2% |
| Age 15 - 19 | 7.1% | 6.0% | 6.3% | 6.0% |
| Age 20 - 24 | 7.0% | 5.2% | 5.5% | 5.1% |
| Age 25 - 34 | 13.3% | 18.6% | 16.0% | 13.7% |
| Age 35 - 44 | 13.3% | 15.9% | 14.3% | 13.6% |
| Age 45 - 54 | 14.6% | 11.7% | 12.6% | 13.5% |
| Age 55 - 64 | 11.8% | 9.4% | 11.0% | 12.9% |
| Age 65 - 74 | 7.0% | 5.0% | 6.2% | 7.9% |
| Age 75 - 84 | 4.2% | 2.1% | 2.9% | 3.7% |
| Age 85 + | 1.8% | 0.6% | 0.8% | 1.2% |
| Median Age | 37.1 | 32.4 | 33.7 | 36.9 |

Housing Units

| | | | | |
|------------------------|-------------|-------|-------|--------|
| Total Housing Units | 131,704,730 | 1,183 | 5,079 | 10,226 |
| Occupied Housing Units | 88.6% | 76.8% | 81.3% | 82.4% |
| Vacant Housing Units | 11.4% | 23.2% | 18.8% | 17.6% |

Housing Units by Tenure

| | | | | |
|--|-------------|-------|-------|-------|
| Total Households in Tenure | 116,716,292 | 909 | 4,127 | 8,423 |
| Owner Occupied Housing Units | 75,986,074 | 608 | 2,834 | 6,264 |
| Owner Occupied free and clear | 30.3% | 15.4% | 23.2% | 27.2% |
| Owner Occupied with a mortgage or loan | 69.7% | 84.6% | 76.8% | 72.8% |
| Renter Occupied Housing Units | 40,730,218 | 301 | 1,292 | 2,159 |

Race and Ethnicity

| | | | | |
|--------------------------------|-------|-------|-------|-------|
| American Indian, Eskimo, Aleut | 1.0% | 0.4% | 0.3% | 0.3% |
| Asian | 4.8% | 2.6% | 1.9% | 1.6% |
| Black | 12.6% | 13.1% | 9.5% | 7.4% |
| Hawaiian/Pacific Islander | 0.2% | 0.0% | 0.0% | 0.0% |
| White | 72.4% | 69.2% | 73.0% | 77.9% |
| Other | 6.2% | 12.0% | 13.1% | 10.7% |
| Multi-Race | 2.9% | 2.7% | 2.2% | 2.1% |
| Hispanic Ethnicity | 16.3% | 31.8% | 36.3% | 31.6% |
| Not of Hispanic Ethnicity | 83.7% | 68.2% | 63.7% | 68.4% |

Race of Hispanics

| | | | | |
|--------------------------------|-------------|----------|----------|----------|
| Hispanics | 50,477,594 | 897 | 4,515 | 7,259 |
| American Indian | 1.4% | 0.4% | 0.2% | 0.4% |
| Asian | 0.4% | 0.3% | 0.3% | 0.2% |
| Black | 2.5% | 2.3% | 1.6% | 1.5% |
| Hawaiian/Pacific Islander | 0.1% | 0.0% | 0.0% | 0.0% |
| White | 53.0% | 56.4% | 59.4% | 61.5% |
| Other | 36.7% | 36.7% | 35.6% | 33.2% |
| Multi-Race | 6.0% | 3.8% | 2.8% | 3.1% |
| Race of Non Hispanics | | | | |
| Non Hispanics | 258,267,944 | 1,921 | 7,914 | 15,691 |
| American Indian | 0.9% | 0.3% | 0.3% | 0.3% |
| Asian | 5.6% | 3.6% | 2.8% | 2.2% |
| Black | 14.6% | 18.1% | 14.0% | 10.1% |
| Hawaiian/Pacific Islander | 0.2% | 0.0% | 0.1% | 0.0% |
| White | 76.2% | 75.2% | 80.7% | 85.4% |
| Other | 0.2% | 0.4% | 0.3% | 0.3% |
| Multi-Race | 2.3% | 2.2% | 1.9% | 1.6% |
| Marital Status: | | | | |
| Age 15 + Population | 247,518,325 | 2,096 | 9,388 | 17,825 |
| Divorced | 10.9% | 10.1% | 12.7% | 13.2% |
| Never Married | 32.1% | 26.7% | 25.9% | 26.1% |
| Now Married | 51.0% | 59.3% | 56.3% | 55.8% |
| Now Married - Separated | 2.2% | 0.3% | 1.4% | 1.8% |
| Widowed | 6.0% | 3.9% | 5.1% | 4.9% |
| Educational Attainment: | | | | |
| Total Population Age 25+ | 203,891,983 | 1,782 | 7,930 | 15,275 |
| Grade K - 8 | 4.8% | 8.5% | 7.5% | 7.1% |
| Grade 9 - 12 | 8.3% | 7.7% | 10.4% | 8.4% |
| High School Graduate | 28.5% | 25.3% | 26.8% | 28.6% |
| Associates Degree | 7.6% | 7.8% | 8.3% | 8.5% |
| Bachelor's Degree | 17.7% | 25.1% | 18.2% | 16.5% |
| Graduate Degree | 10.4% | 5.6% | 6.3% | 6.9% |
| Some College, No Degree | 21.3% | 18.9% | 20.1% | 21.6% |
| No Schooling Completed | 1.3% | 1.0% | 2.3% | 2.5% |
| Household Income: | | | | |
| Income \$ 0 - \$9,999 | 7.4% | 7.5% | 6.4% | 6.0% |
| Income \$ 10,000 - \$14,999 | 5.4% | 6.2% | 6.0% | 5.5% |
| Income \$ 15,000 - \$24,999 | 11.0% | 7.6% | 10.1% | 8.9% |
| Income \$ 25,000 - \$34,999 | 10.7% | 11.4% | 13.6% | 13.4% |
| Income \$ 35,000 - \$49,999 | 14.3% | 14.0% | 15.5% | 15.5% |
| Income \$ 50,000 - \$74,999 | 18.5% | 20.5% | 19.6% | 18.1% |
| Income \$ 75,000 - \$99,999 | 12.2% | 12.2% | 10.9% | 11.4% |
| Income \$100,000 - \$124,999 | 8.2% | 9.6% | 8.0% | 8.6% |
| Income \$125,000 - \$149,999 | 4.4% | 2.7% | 2.8% | 4.2% |
| Income \$150,000 + | 7.9% | 8.4% | 7.0% | 8.5% |
| Average Household Income | \$73,387 | \$70,200 | \$66,998 | \$74,858 |
| Median Household Income | \$51,362 | \$53,722 | \$48,110 | \$50,903 |
| Per Capita Income | \$28,088 | \$22,705 | \$22,295 | \$27,522 |
| Vehicles Available | | | | |
| 0 Vehicles Available | 9.1% | 3.1% | 2.9% | 2.8% |
| 1 Vehicle Available | 33.9% | 37.1% | 36.2% | 34.1% |
| 2+ Vehicles Available | 57.1% | 59.8% | 60.9% | 63.1% |
| Average Vehicles Per Household | 1.91 | 1.88 | 1.86 | 1.91 |

| | | | | |
|---|-------------|-------|-------|--------|
| Total Vehicles Available | 223,213,952 | 1,704 | 7,666 | 16,088 |
| 2000 Census Demographics: | | | | |
| Total Population | 281,422,025 | 652 | 5,640 | 12,970 |
| Total Households | 105,480,443 | 216 | 1,952 | 4,953 |
| Female Population | 143,514,568 | 327 | 2,920 | 6,525 |
| % Female | 51.0% | 50.2% | 51.8% | 50.3% |
| Male Population | 137,907,457 | 325 | 2,720 | 6,445 |
| % Male | 49.0% | 49.8% | 48.2% | 49.7% |
| Employed Civilian Population 16+ | | | | |
| Total | 129,717,205 | 278 | 2,428 | 5,564 |
| % White Collar | 61.9% | 34.1% | 48.4% | 55.8% |
| % Blue Collar | 38.1% | 65.9% | 51.6% | 44.3% |
| Age: | | | | |
| Age 0 - 4 | 6.8% | 6.2% | 7.2% | 6.4% |
| Age 5 - 14 | 14.6% | 14.1% | 15.0% | 14.4% |
| Age 15 - 19 | 7.1% | 8.6% | 7.2% | 7.1% |
| Age 20 - 24 | 6.8% | 6.6% | 5.5% | 4.4% |
| Age 25 - 34 | 14.1% | 13.4% | 12.2% | 11.3% |
| Age 35 - 44 | 16.3% | 14.5% | 15.1% | 15.4% |
| Age 45 - 54 | 13.4% | 12.1% | 13.0% | 13.6% |
| Age 55 - 64 | 8.6% | 12.7% | 10.8% | 11.1% |
| Age 65 - 74 | 6.6% | 7.5% | 7.6% | 9.1% |
| Age 75 - 84 | 4.4% | 4.4% | 5.8% | 6.4% |
| Age 85 + | 1.5% | 0.0% | 0.6% | 0.8% |
| Median Age | 35.5 | 35.9 | 36.9 | 39.1 |
| Housing Units | | | | |
| Total Housing Units | 115,905,192 | 280 | 2,345 | 5,940 |
| Owner Occupied Housing Units | 60.3% | 49.9% | 58.3% | 66.0% |
| Renter Occupied Housing Units | 30.7% | 27.1% | 24.9% | 17.4% |
| Vacant Housing Units | 9.0% | 23.0% | 16.8% | 16.6% |
| Race and Ethnicity | | | | |
| American Indian, Eskimo, Aleut | 0.9% | 0.4% | 0.9% | 0.6% |
| Asian | 3.6% | 0.2% | 0.7% | 0.6% |
| Hawaiian or other Pacific Islander | 0.1% | 0.2% | 0.1% | 0.0% |
| Black | 12.2% | 0.5% | 1.4% | 0.8% |
| White | 75.1% | 79.3% | 80.6% | 87.3% |
| Other | 5.5% | 15.8% | 14.7% | 9.1% |
| Two or More Races | 2.6% | 3.6% | 1.5% | 1.7% |
| Hispanic Ethnicity | 12.5% | 31.3% | 33.0% | 25.1% |
| Not of Hispanic Ethnicity | 87.5% | 68.7% | 67.0% | 75.0% |
| Marital Status: | | | | |
| Age 15 + Population | 221,224,172 | 520 | 4,386 | 10,276 |
| Divorced | 9.8% | 17.7% | 14.5% | 12.5% |
| Never Married | 27.1% | 21.7% | 22.7% | 18.9% |
| Now Married | 51.1% | 44.5% | 50.1% | 55.9% |
| Separated | 5.4% | 6.2% | 6.8% | 5.7% |
| Widowed | 6.6% | 6.2% | 7.7% | 7.0% |
| Educational Attainment: | | | | |
| Total Population Age 25+ | 182,213,807 | 401 | 3,734 | 8,798 |
| Grade K - 8 | 6.1% | 11.6% | 12.3% | 8.7% |

| | | | | |
|-------------------------------------|-------------|----------|----------|----------|
| Grade 9 - 11, No diploma | 12.1% | 19.4% | 18.6% | 16.7% |
| High School Graduate | 28.6% | 33.9% | 31.7% | 34.5% |
| Associates Degree | 6.3% | 4.9% | 5.6% | 6.5% |
| Bachelor's Degree | 15.5% | 6.1% | 6.1% | 7.4% |
| Graduate Degree | 8.9% | 3.6% | 3.7% | 4.8% |
| Some College, No Degree | 21.1% | 19.6% | 18.9% | 19.4% |
| No Schooling Completed | 1.4% | 0.8% | 3.2% | 2.3% |
| Public School Enrollment | 83.6% | 93.8% | 90.3% | 91.0% |
| Private School Enrollment | 16.4% | 6.2% | 9.7% | 9.0% |
| Household Income: | | | | |
| Income \$ 0 - \$9,999 | 9.5% | 16.6% | 14.4% | 10.3% |
| Income \$ 10,000 - \$14,999 | 6.3% | 9.4% | 8.4% | 9.1% |
| Income \$ 15,000 - \$24,999 | 12.8% | 8.9% | 15.4% | 13.0% |
| Income \$ 25,000 - \$34,999 | 12.8% | 25.0% | 18.4% | 15.1% |
| Income \$ 35,000 - \$49,999 | 16.5% | 16.0% | 18.7% | 18.8% |
| Income \$ 50,000 - \$74,999 | 19.5% | 13.9% | 14.6% | 15.2% |
| Income \$ 75,000 - \$99,999 | 10.2% | 5.6% | 7.3% | 8.4% |
| Income \$100,000 - \$124,999 | 5.2% | 1.5% | 3.0% | 4.5% |
| Income \$125,000 - \$149,999 | 2.5% | 1.2% | 1.2% | 1.9% |
| Income \$150,000 - \$199,999 | 2.2% | 0.0% | 1.6% | 2.2% |
| Income \$200,000 or More | 2.4% | 1.5% | 0.5% | 0.8% |
| Average Household Income | \$56,675 | \$37,351 | \$41,967 | \$46,716 |
| Median Household Income | \$42,257 | \$29,484 | \$29,524 | \$36,737 |
| Per Capita Income | \$21,242 | \$12,365 | \$14,522 | \$17,840 |
| Vehicles Available | | | | |
| 0 Vehicles Available | 10.3% | 4.6% | 5.3% | 4.1% |
| 1 Vehicle Available | 34.2% | 48.6% | 40.5% | 38.1% |
| 2 Vehicles Available | 38.4% | 28.7% | 38.5% | 41.9% |
| 3+ Vehicles Available | 17.1% | 18.1% | 15.7% | 16.0% |
| Average Vehicles Per Household | 1.50 | 1.30 | 1.40 | 1.50 |
| Total Vehicles Available | 177,487,515 | 353 | 3,275 | 8,624 |
| Population Trend | | | | |
| 2000 | 281,422,025 | 652 | 5,640 | 12,970 |
| 2010 | 308,745,538 | 2,818 | 12,429 | 22,949 |
| Change 2000 to 2010 | 9.7% | 332.2% | 120.4% | 76.9% |
| 2017B | 325,227,741 | 3,790 | 16,276 | 29,698 |
| 2022 | 338,317,173 | 4,791 | 19,082 | 34,128 |
| Change 2017B to 2022 | 4.0% | 26.4% | 17.2% | 14.9% |
| Household Trend | | | | |
| 2000 | 105,480,443 | 216 | 1,952 | 4,953 |
| 2010 | 116,716,292 | 909 | 4,127 | 8,423 |
| Change 2000 to 2010 | 16.8% | 470.1% | 177.3% | 118.5% |
| 2017B | 123,183,573 | 1,231 | 5,412 | 10,823 |
| 2022 | 129,506,301 | 1,533 | 6,300 | 12,523 |
| Change 2017B to 2022 | 5.1% | 24.6% | 16.4% | 15.7% |
| Average Household Size Trend | | | | |
| 2000 | 2.6 | 2.8 | 2.9 | 2.6 |
| 2010 | 2.6 | 3.0 | 2.9 | 2.7 |
| Change 2000 to 2010 | -0.7% | 5.2% | -0.8% | 5.3% |
| 2017B | 2.6 | 2.9 | 2.8 | 2.7 |
| 2022 | 2.6 | 3.0 | 2.9 | 2.7 |
| Change 2017B to 2022 | 0.0% | 2.6% | 2.7% | 1.4% |

Median Age Trend

| | | | | |
|-------|------|------|------|------|
| 2000 | 35.5 | 35.9 | 36.9 | 39.1 |
| 2010 | 37.1 | 32.4 | 33.7 | 36.9 |
| 2017B | 37.8 | 32.1 | 33.9 | 37.2 |
| 2022 | 38.5 | 33.1 | 34.8 | 38.2 |

Housing Units Trend

Total Housing Units

| | | | | |
|----------------------|-------|--------|--------|-------|
| Change 2000 to 2010 | 13.6% | 322.1% | 116.6% | 72.2% |
| Change 2017B to 2022 | 5.6% | 26.6% | 18.6% | 17.6% |

Owner Occupied Housing Units

| | | | | |
|----------------------|------|--------|--------|-------|
| Change 2000 to 2010 | 8.7% | 334.5% | 107.4% | 59.9% |
| Change 2017B to 2022 | 5.7% | 26.0% | 17.2% | 16.4% |

Renter Occupied Housing Units

| | | | | |
|----------------------|-------|--------|--------|--------|
| Change 2000 to 2010 | 14.4% | 296.0% | 121.0% | 108.6% |
| Change 2017B to 2022 | 5.2% | 29.0% | 21.6% | 19.9% |

Vacant Housing Units

| | | | | |
|----------------------|-------|--------|--------|-------|
| Change 2000 to 2010 | 43.8% | 325.9% | 141.9% | 82.8% |
| Change 2017B to 2022 | 5.8% | 24.5% | 17.8% | 19.6% |

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

| | | | | |
|----------------------|-------|--------|--------|-------|
| Change 2000 to 2010 | 19.8% | 343.1% | -32.6% | 4.9% |
| Change 2017B to 2022 | 3.1% | 20.6% | 15.3% | 15.5% |

Asian and Native Hawaiian/Other Pacific Islander

| | | | | |
|----------------------|-------|----------|--------|--------|
| Change 2000 to 2010 | 44.3% | 2,860.1% | 432.4% | 349.8% |
| Change 2017B to 2022 | 9.9% | 33.2% | 28.4% | 25.1% |

Black

| | | | | |
|----------------------|-------|-----------|----------|----------|
| Change 2000 to 2010 | 13.4% | 10,453.2% | 1,346.0% | 1,598.4% |
| Change 2017B to 2022 | 3.0% | 26.9% | 23.0% | 20.0% |

White

| | | | | |
|----------------------|------|--------|-------|-------|
| Change 2000 to 2010 | 5.7% | 277.2% | 99.6% | 57.8% |
| Change 2017B to 2022 | 2.7% | 24.0% | 14.1% | 12.5% |

Other

| | | | | |
|----------------------|-------|--------|-------|--------|
| Change 2000 to 2010 | 23.9% | 227.7% | 96.9% | 108.5% |
| Change 2017B to 2022 | 9.4% | 33.2% | 23.5% | 22.0% |

Two or More Races

| | | | | |
|----------------------|-------|--------|--------|--------|
| Change 2000 to 2010 | 24.0% | 227.1% | 216.1% | 123.6% |
| Change 2017B to 2022 | 16.5% | 41.0% | 34.0% | 29.6% |

Hispanic Ethnicity

| | | | | |
|----------------------|-------|--------|--------|--------|
| Change 2000 to 2010 | 43.2% | 339.1% | 142.7% | 123.4% |
| Change 2017B to 2022 | 9.7% | 33.6% | 22.3% | 20.9% |

Not of Hispanic Ethnicity

| | | | | |
|----------------------|------|--------|--------|-------|
| Change 2000 to 2010 | 4.9% | 329.0% | 109.4% | 61.4% |
| Change 2017B to 2022 | 2.8% | 22.6% | 14.0% | 11.7% |

**Report counts include D&B business location records that have a valid telephone, known SIC code and D&B ratings as well as exclude cottage industries (businesses that operate from a residence).*

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[Experian Data Methodology](#)

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Retail Demand Comparison for My Site, 423 19th Ave NE Ruskin, Ruskin, FL, 33570:

| | Index: Entire US | 1 mile(s) | 2 mile(s) | 3 mile(s) |
|--|------------------|-------------|------------|------------|
| Average Annual Retail Demand for Households by Store Type 2017A | | | | |
| Building Material & Garden Equipment & Supply Dealers | | | | |
| Building Material & Supply Dealers | \$2,925.41 | \$2,678.68 | \$2,677.50 | \$2,999.85 |
| Hardware Stores | \$2,545.44 | \$2,332.36 | \$2,332.85 | \$2,624.36 |
| Home Centers | \$192.83 | \$175.94 | \$173.51 | \$190.54 |
| Other Building Materials Dealers | \$1,415.57 | \$1,306.58 | \$1,298.17 | \$1,445.74 |
| Paint and Wallpaper Stores | \$843.40 | \$768.99 | \$781.55 | \$896.42 |
| Lawn and Garden Equipment and Supplies Stores | \$93.65 | \$80.85 | \$79.62 | \$91.66 |
| Nursery and Garden centers | \$379.97 | \$346.32 | \$344.65 | \$375.49 |
| Outdoor Power Equipment Stores | \$323.67 | \$296.11 | \$294.48 | \$320.28 |
| | \$56.30 | \$50.22 | \$50.17 | \$55.21 |
| Clothing & Clothing Accessories Stores | | | | |
| Clothing Stores | \$2,095.67 | \$2,554.54 | \$2,182.95 | \$2,168.45 |
| Children's and Infants' Clothing Stores | \$1,512.79 | \$1,227.08 | \$1,113.31 | \$1,138.50 |
| Clothing Accessories Stores | \$87.56 | \$96.47 | \$81.46 | \$80.66 |
| Family Clothing Stores | \$86.88 | \$112.57 | \$94.78 | \$93.21 |
| Men's Clothing Stores | \$814.87 | \$662.65 | \$606.17 | \$622.99 |
| Other Clothing Stores | \$71.97 | \$58.03 | \$53.33 | \$54.98 |
| Women's Clothing Stores | \$128.09 | \$77.02 | \$73.27 | \$76.27 |
| Jewelry, Luggage & Leather Goods Stores | \$323.42 | \$220.35 | \$204.31 | \$210.38 |
| Jewelry Stores | \$290.71 | \$1,062.41 | \$822.36 | \$771.35 |
| Luggage & Leather Goods Stores | \$269.09 | \$1,043.99 | \$804.25 | \$751.90 |
| Shoe Stores | \$21.62 | \$18.42 | \$18.11 | \$19.45 |
| | \$292.17 | \$265.04 | \$247.28 | \$258.60 |
| Electronics and Appliance Stores | | | | |
| | \$787.17 | \$777.76 | \$734.89 | \$768.21 |
| Food & Beverage Stores | | | | |
| Beer, Wine, & Liquor Stores | \$5,739.91 | \$5,544.01 | \$5,212.75 | \$5,261.72 |
| Grocery Stores | \$431.72 | \$491.45 | \$439.16 | \$442.00 |
| Convenience Stores | \$5,125.95 | \$4,880.86 | \$4,612.61 | \$4,658.86 |
| Supermarkets and Other Grocery (except Convenience) Stores | \$226.09 | \$216.41 | \$204.49 | \$205.92 |
| Specialty Food Stores | \$4,899.87 | \$4,664.45 | \$4,408.11 | \$4,452.94 |
| | \$182.24 | \$171.70 | \$160.98 | \$160.86 |
| Food Services and Drinking Places | | | | |
| Drinking Place - Alcoholic Beverages | \$5,422.30 | \$5,079.68 | \$4,702.54 | \$4,879.38 |
| Restaurants and other Eating Places | \$206.76 | \$204.44 | \$187.22 | \$193.32 |
| Total Special Food Services | \$4,735.80 | \$4,464.26 | \$4,145.49 | \$4,309.71 |
| | \$479.74 | \$410.97 | \$369.82 | \$376.34 |
| Furniture & Home Furnishings Stores | | | | |
| Furniture Stores | \$908.30 | \$774.70 | \$744.25 | \$787.69 |
| Home Furnishing Stores | \$476.11 | \$396.90 | \$377.98 | \$393.05 |
| Floor Covering Stores | \$432.19 | \$377.80 | \$366.27 | \$394.64 |
| Other Home Furnishings Stores | \$166.49 | \$153.13 | \$145.33 | \$159.40 |
| | \$265.70 | \$224.67 | \$220.95 | \$235.24 |
| Gasoline stations | | | | |
| | \$3,557.18 | \$3,242.66 | \$3,085.02 | \$3,127.47 |
| General Merchandise Stores | | | | |
| Department Stores | \$5,499.47 | \$5,351.30 | \$5,065.72 | \$5,213.46 |
| Other General Merchandise Stores | \$1,235.32 | \$1,186.61 | \$1,099.28 | \$1,133.66 |
| | \$4,264.15 | \$4,164.69 | \$3,966.44 | \$4,079.80 |
| General Merchandise, Apparel and Accessories, Furniture and Other Sales | | | | |
| | \$10,241.20 | \$10,526.95 | \$9,727.64 | \$9,995.05 |
| Health & Personal Care Stores | | | | |
| Cosmetics, Beauty Supplies and Perfume Stores | \$2,669.04 | \$2,258.74 | \$2,250.54 | \$2,421.97 |
| | \$168.96 | \$137.03 | \$137.93 | \$150.75 |

Site Selection

July 24, 2018



| | | | | |
|---|----------------------|----------------|-----------------|-----------------|
| Optical Goods Stores | \$111.94 | \$91.36 | \$95.62 | \$109.01 |
| Other Health and Personal Care Stores | \$188.01 | \$155.38 | \$154.77 | \$167.00 |
| Pharmacies and Drug Stores | \$2,200.13 | \$1,874.97 | \$1,862.22 | \$1,995.22 |
| Miscellaneous Store Retailers | \$1,039.53 | \$1,104.83 | \$1,096.67 | \$1,181.57 |
| Florists | \$50.10 | \$43.01 | \$42.44 | \$45.95 |
| Office Supplies, Stationery, & Gift Stores | \$242.85 | \$234.33 | \$223.92 | \$236.26 |
| Gift, Novelty, and Souvenir Stores | \$135.06 | \$139.76 | \$131.09 | \$136.76 |
| Office Supplies and Stationery Stores | \$107.79 | \$94.58 | \$92.82 | \$99.50 |
| Other Miscellaneous Store Retailers | \$600.65 | \$685.10 | \$695.41 | \$757.56 |
| Used Merchandise Stores | \$145.94 | \$142.39 | \$134.90 | \$141.81 |
| Motor Vehicle & Parts Dealers | \$9,407.89 | \$10,393.27 | \$9,963.06 | \$10,611.23 |
| Automotive Dealers | \$8,097.20 | \$8,651.45 | \$8,097.54 | \$8,427.10 |
| Automotive Parts, Accessories, & Tire Stores | \$730.89 | \$802.58 | \$761.35 | \$805.89 |
| Other Motor Vehicle Dealers | \$579.79 | \$939.24 | \$1,104.17 | \$1,378.24 |
| Nonstore retailers | \$4,788.97 | \$4,448.21 | \$4,225.05 | \$4,439.08 |
| Sporting Goods, Hobby, Book, & Music Stores | \$707.73 | \$834.32 | \$775.92 | \$820.98 |
| Book Stores and News Dealers | \$116.89 | \$97.52 | \$90.27 | \$91.65 |
| Book Stores | \$90.39 | \$73.87 | \$67.81 | \$68.50 |
| News Dealers and Newsstands | \$26.49 | \$23.65 | \$22.46 | \$23.15 |
| Sporting Goods, Hobby, & Musical Instrument Stores | \$590.85 | \$736.80 | \$685.64 | \$729.33 |
| Hobby, Toys and Games Stores | \$154.51 | \$178.91 | \$159.95 | \$159.44 |
| Musical Instrument and Supplies Stores | \$35.49 | \$33.13 | \$30.06 | \$30.32 |
| Sew/Needlework/Piece Goods Stores | \$34.54 | \$104.38 | \$85.93 | \$82.40 |
| Sporting Goods Stores | \$366.30 | \$420.37 | \$409.70 | \$457.18 |
| Avg Annual Retail Demand - Sum of Bolded Fields (not including GAFO) | \$45,548.57 | \$45,042.69 | \$42,716.85 | \$44,681.07 |
| Aggregate Retail Demand 2017A | | | | |
| Building Material & Garden Equipment & Supply Dealers | \$360,362,000,002.00 | \$3,296,331.00 | \$14,491,095.00 | \$32,468,019.00 |
| Building Material & Supply Dealers | \$313,556,000,000.00 | \$2,870,155.00 | \$12,625,774.00 | \$28,404,008.00 |
| Hardware Stores | \$23,753,000,000.00 | \$216,510.00 | \$939,060.00 | \$2,062,245.00 |
| Home Centers | \$174,374,564,300.00 | \$1,607,851.00 | \$7,025,917.00 | \$15,647,584.00 |
| Other Building Materials Dealers | \$103,892,435,700.00 | \$946,303.00 | \$4,229,873.00 | \$9,702,137.00 |
| Paint and Wallpaper Stores | \$11,536,000,000.00 | \$99,490.00 | \$430,924.00 | \$992,042.00 |
| Lawn and Garden Equipment and Supplies Stores | \$46,806,000,002.00 | \$426,176.00 | \$1,865,321.00 | \$4,064,011.00 |
| Nursery and Garden centers | \$39,870,937,440.00 | \$364,381.00 | \$1,593,794.00 | \$3,466,486.00 |
| Outdoor Power Equipment Stores | \$6,935,062,562.00 | \$61,795.00 | \$271,527.00 | \$597,525.00 |
| Clothing & Clothing Accessories Stores | \$258,152,000,000.00 | \$3,143,568.00 | \$11,814,487.00 | \$23,469,621.00 |
| Clothing Stores | \$186,351,000,000.00 | \$1,510,027.00 | \$6,025,407.00 | \$12,322,208.00 |
| Children's and Infants' Clothing Stores | \$10,786,543,060.00 | \$118,719.00 | \$440,853.00 | \$873,009.00 |
| Clothing Accessories Stores | \$10,702,456,940.00 | \$138,525.00 | \$512,943.00 | \$1,008,884.00 |
| Family Clothing Stores | \$100,379,000,000.00 | \$815,439.00 | \$3,280,673.00 | \$6,742,786.00 |
| Men's Clothing Stores | \$8,865,000,000.00 | \$71,405.00 | \$288,622.00 | \$595,031.00 |
| Other Clothing Stores | \$15,778,000,000.00 | \$94,777.00 | \$396,532.00 | \$825,537.00 |
| Women's Clothing Stores | \$39,840,000,000.00 | \$271,161.00 | \$1,105,784.00 | \$2,276,960.00 |
| Jewelry, Luggage & Leather Goods Stores | \$35,811,000,000.00 | \$1,307,386.00 | \$4,450,748.00 | \$8,348,495.00 |
| Jewelry Stores | \$33,148,000,000.00 | \$1,284,714.00 | \$4,352,742.00 | \$8,137,945.00 |
| Luggage & Leather Goods Stores | \$2,663,000,000.00 | \$22,672.00 | \$98,006.00 | \$210,551.00 |
| Shoe Stores | \$35,990,000,000.00 | \$326,155.00 | \$1,338,332.00 | \$2,798,918.00 |
| Electronics and Appliance Stores | \$96,967,000,000.00 | \$957,094.00 | \$3,977,347.00 | \$8,314,486.00 |
| Food & Beverage Stores | \$707,063,000,000.00 | \$6,822,348.00 | \$28,212,274.00 | \$56,948,795.00 |

Site Selection

July 24, 2018



| | | | | |
|--|------------------------|-----------------|------------------|------------------|
| Beer, Wine, & Liquor Stores | \$53,181,000,000.00 | \$604,763.00 | \$2,376,824.00 | \$4,783,836.00 |
| Grocery Stores | \$631,433,000,000.00 | \$6,006,296.00 | \$24,964,221.00 | \$50,423,917.00 |
| Convenience Stores | \$27,850,000,000.00 | \$266,312.00 | \$1,106,748.00 | \$2,228,761.00 |
| Supermarkets and Other Grocery (except Convenience) Stores | \$603,583,000,000.00 | \$5,739,983.00 | \$23,857,474.00 | \$48,195,156.00 |
| Specialty Food Stores | \$22,449,000,000.00 | \$211,289.00 | \$871,228.00 | \$1,741,042.00 |
| Food Services and Drinking Places | \$667,938,000,000.00 | \$6,250,952.00 | \$25,450,954.00 | \$52,810,622.00 |
| Drinking Place - Alcoholic Beverages | \$25,469,000,000.00 | \$251,580.00 | \$1,013,293.00 | \$2,092,347.00 |
| Restaurants and other Eating Places | \$583,373,000,000.00 | \$5,493,636.00 | \$22,436,130.00 | \$46,645,022.00 |
| Total Special Food Services | \$59,096,000,000.00 | \$505,736.00 | \$2,001,531.00 | \$4,073,253.00 |
| Furniture & Home Furnishings Stores | \$111,888,000,000.00 | \$953,333.00 | \$4,028,017.00 | \$8,525,364.00 |
| Furniture Stores | \$58,649,000,000.00 | \$488,422.00 | \$2,045,697.00 | \$4,254,057.00 |
| Home Furnishing Stores | \$53,239,000,000.00 | \$464,911.00 | \$1,982,320.00 | \$4,271,307.00 |
| Floor Covering Stores | \$20,509,000,000.00 | \$188,434.00 | \$786,527.00 | \$1,725,199.00 |
| Other Home Furnishings Stores | \$32,730,000,000.00 | \$276,476.00 | \$1,195,793.00 | \$2,546,108.00 |
| Gasoline stations | \$438,186,000,000.00 | \$3,990,360.00 | \$16,696,648.00 | \$33,849,283.00 |
| General Merchandise Stores | \$677,444,000,000.00 | \$6,585,206.00 | \$27,416,539.00 | \$56,426,505.00 |
| Department Stores | \$152,171,000,000.00 | \$1,460,219.00 | \$5,949,484.00 | \$12,269,881.00 |
| Other General Merchandise Stores | \$525,273,000,000.00 | \$5,124,988.00 | \$21,467,056.00 | \$44,156,624.00 |
| General Merchandise, Apparel and Accessories, Furniture and Other Sales | \$1,261,547,000,000.00 | \$12,954,263.00 | \$52,647,670.00 | \$108,178,747.00 |
| Health & Personal Care Stores | \$328,782,000,000.00 | \$2,779,561.00 | \$12,180,312.00 | \$26,213,564.00 |
| Cosmetics, Beauty Supplies and Perfume Stores | \$20,813,227,180.00 | \$168,632.00 | \$746,475.00 | \$1,631,586.00 |
| Optical Goods Stores | \$13,788,629,630.00 | \$112,422.00 | \$517,535.00 | \$1,179,832.00 |
| Other Health and Personal Care Stores | \$23,160,143,190.00 | \$191,212.00 | \$837,659.00 | \$1,807,458.00 |
| Pharmacies and Drug Stores | \$271,020,000,000.00 | \$2,307,296.00 | \$10,078,644.00 | \$21,594,687.00 |
| Miscellaneous Store Retailers | \$128,052,999,997.00 | \$1,359,580.00 | \$5,935,378.00 | \$12,788,423.00 |
| Florists | \$6,171,334,807.00 | \$52,923.00 | \$229,718.00 | \$497,276.00 |
| Office Supplies, Stationery, & Gift Stores | \$29,915,000,000.00 | \$288,367.00 | \$1,211,882.00 | \$2,557,069.00 |
| Gift, Novelty, and Souvenir Stores | \$16,637,000,000.00 | \$171,983.00 | \$709,502.00 | \$1,480,201.00 |
| Office Supplies and Stationery Stores | \$13,278,000,000.00 | \$116,384.00 | \$502,379.00 | \$1,076,868.00 |
| Other Miscellaneous Store Retailers | \$73,989,665,190.00 | \$843,074.00 | \$3,763,694.00 | \$8,199,243.00 |
| Used Merchandise Stores | \$17,977,000,000.00 | \$175,217.00 | \$730,085.00 | \$1,534,835.00 |
| Motor Vehicle & Parts Dealers | \$1,158,897,000,000.00 | \$12,789,752.00 | \$53,921,816.00 | \$114,847,799.00 |
| Automotive Dealers | \$997,442,000,000.00 | \$10,646,308.00 | \$43,825,302.00 | \$91,208,465.00 |
| Automotive Parts, Accessories, & Tire Stores | \$90,034,000,000.00 | \$987,636.00 | \$4,120,574.00 | \$8,722,310.00 |
| Other Motor Vehicle Dealers | \$71,421,000,000.00 | \$1,155,807.00 | \$5,975,940.00 | \$14,917,024.00 |
| Nonstore retailers | \$589,922,000,000.00 | \$5,473,881.00 | \$22,866,696.00 | \$48,045,212.00 |
| Sporting Goods, Hobby, Book, & Music Stores | \$87,181,000,000.00 | \$1,026,696.00 | \$4,199,399.00 | \$8,885,702.00 |
| Book Stores and News Dealers | \$14,398,587,023.00 | \$120,008.00 | \$488,574.00 | \$991,957.00 |
| Book Stores | \$11,135,000,000.00 | \$90,907.00 | \$366,994.00 | \$741,425.00 |
| News Dealers and Newsstands | \$3,263,587,023.00 | \$29,101.00 | \$121,580.00 | \$250,532.00 |
| Sporting Goods, Hobby, & Musical Instrument Stores | \$72,782,412,977.00 | \$906,687.00 | \$3,710,824.00 | \$7,893,745.00 |
| Hobby, Toys and Games Stores | \$19,033,000,000.00 | \$220,165.00 | \$865,689.00 | \$1,725,603.00 |
| Musical Instrument and Supplies Stores | \$4,372,050,744.00 | \$40,766.00 | \$162,705.00 | \$328,165.00 |
| Sew/Needlework/Piece Goods Stores | \$4,255,362,233.00 | \$128,453.00 | \$465,057.00 | \$891,783.00 |
| Sporting Goods Stores | \$45,122,000,000.00 | \$517,304.00 | \$2,217,373.00 | \$4,948,193.00 |
| Aggregate Annual Retail Demand- Sum of Bolded Fields (not including GAFO) | \$5,610,834,999,999.00 | \$55,428,660.63 | \$231,190,961.32 | \$483,593,393.73 |

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