



Demographic and Income Profile

Centreville

Summary		2000	2010	2015			
Population		1,975	3,371	3,854			
Households		810	1,482	1,702			
Families		577	1,030	1,175			
Average Household Size		2.34	2.22	2.21			
Owner Occupied Housing Units		579	1,152	1,337			
Renter Occupied Housing Units		231	330	365			
Median Age		39.3	41.1	39.9			
Trends: 2010 - 2015 Annual Rate		Area	State	National			
Population		2.71%	0.38%	0.76%			
Households		2.81%	0.40%	0.78%			
Families		2.67%	0.24%	0.64%			
Owner HHs		3.02%	0.44%	0.82%			
Median Household Income		2.37%	2.61%	2.36%			
Households by Income		2000		2010		2015	
		Number	Percent	Number	Percent	Number	Percent
<\$15,000		125	15.6%	174	11.7%	157	9.2%
\$15,000 - \$24,999		82	10.2%	111	7.5%	99	5.8%
\$25,000 - \$34,999		57	7.1%	97	6.5%	79	4.6%
\$35,000 - \$49,999		104	13.0%	124	8.4%	109	6.4%
\$50,000 - \$74,999		193	24.1%	282	19.0%	344	20.2%
\$75,000 - \$99,999		129	16.1%	360	24.3%	344	20.2%
\$100,000 - \$149,999		76	9.5%	222	15.0%	434	25.5%
\$150,000 - \$199,999		23	2.9%	74	5.0%	79	4.6%
\$200,000+		13	1.6%	38	2.6%	58	3.4%
Median Household Income		\$55,088		\$69,693		\$78,364	
Average Household Income		\$66,133		\$75,811		\$85,202	
Per Capita Income		\$23,717		\$29,454		\$33,188	
Population by Age		2000		2010		2015	
		Number	Percent	Number	Percent	Number	Percent
0 - 4		121	6.1%	208	6.2%	236	6.1%
5 - 9		150	7.6%	209	6.2%	242	6.3%
10 - 14		160	8.1%	209	6.2%	251	6.5%
15 - 19		117	5.9%	227	6.7%	224	5.8%
20 - 24		65	3.3%	208	6.2%	234	6.1%
25 - 34		212	10.7%	375	11.1%	540	14.0%
35 - 44		381	19.3%	417	12.4%	438	11.4%
45 - 54		270	13.7%	602	17.9%	566	14.7%
55 - 64		189	9.6%	409	12.1%	529	13.7%
65 - 74		136	6.9%	244	7.2%	315	8.2%
75 - 84		115	5.8%	170	5.0%	181	4.7%
85+		59	3.0%	91	2.7%	98	2.5%
Race and Ethnicity		2000		2010		2015	
		Number	Percent	Number	Percent	Number	Percent
White Alone		1,666	84.4%	2,809	83.3%	3,211	83.3%
Black Alone		278	14.1%	492	14.6%	553	14.3%
American Indian Alone		1	0.1%	2	0.1%	2	0.1%
Asian Alone		7	0.4%	17	0.5%	22	0.6%
Pacific Islander Alone		0	0.0%	0	0.0%	0	0.0%
Some Other Race Alone		2	0.1%	6	0.2%	8	0.2%
Two or More Races		20	1.0%	46	1.4%	58	1.5%
Hispanic Origin (Any Race)		12	0.6%	38	1.1%	54	1.4%

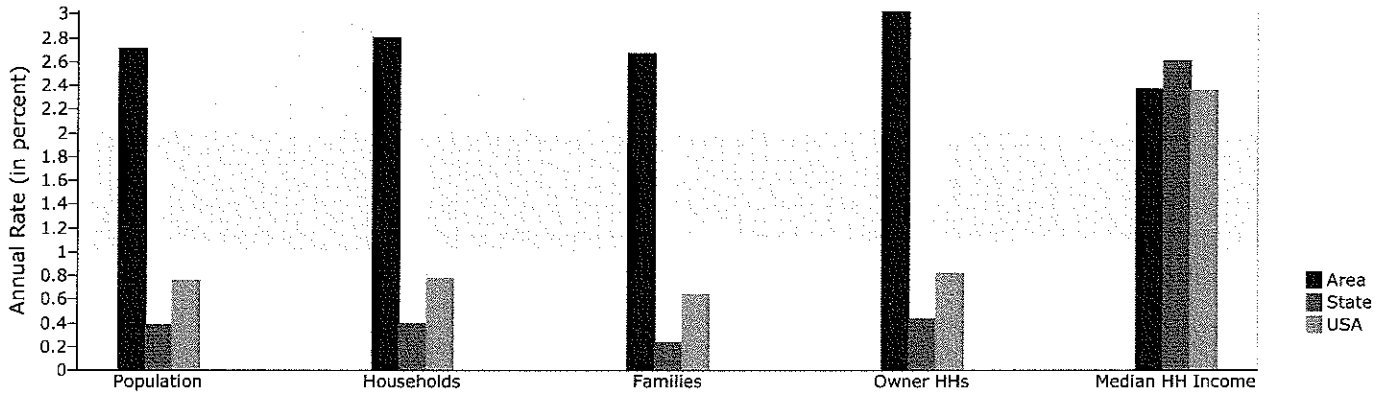
Data Note: Income is expressed in current dollars

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

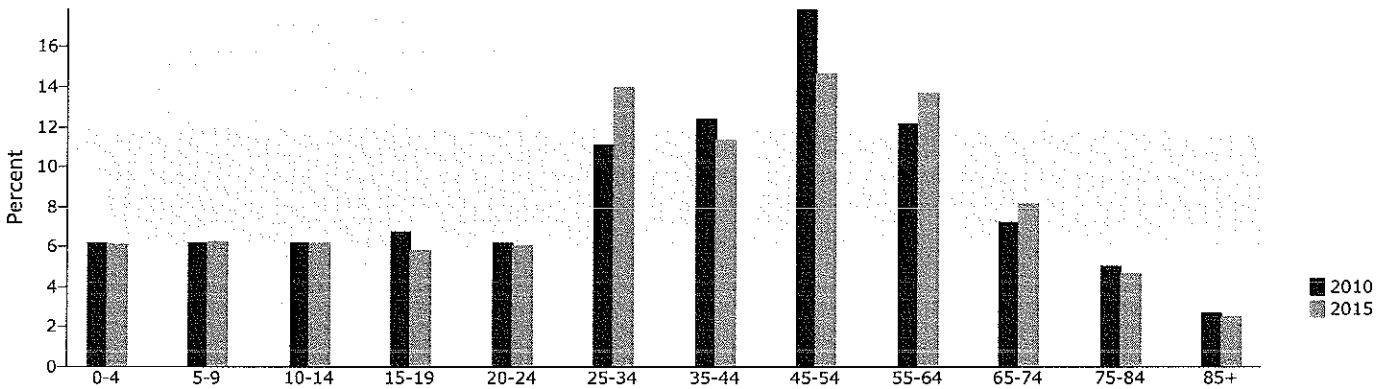
August 03, 2010

Made with ESRI Business Analyst

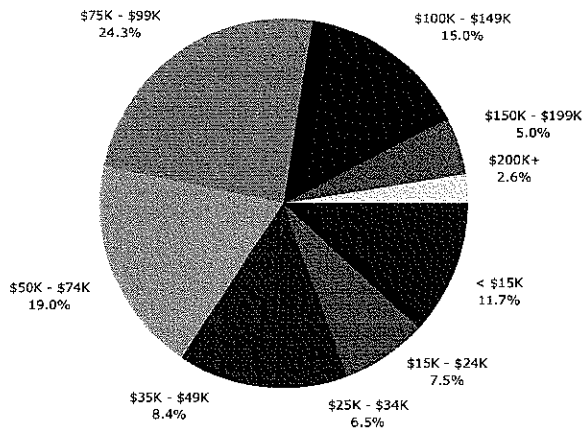
Trends 2010-2015



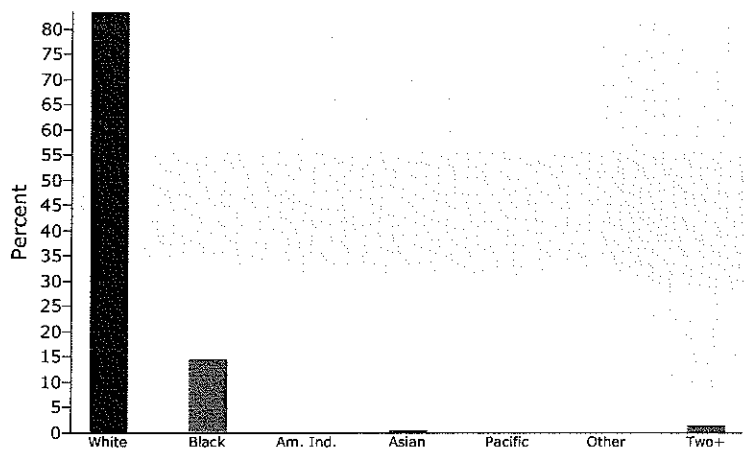
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 1.1%

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



Business Summary by SIC Codes

Centreville
Custom Polygon

Total Businesses: 269
 Total Employees: 2,641
 Total Residential Population: 3,371
 Employee/Residential Population Ratio: 0.78

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	15	5.2%	35	1.3%
Construction	33	11.3%	308	11.6%
Manufacturing	9	3.1%	96	3.6%
Transportation	9	3.1%	23	0.9%
Communication	1	0.3%	10	0.4%
Utility	1	0.3%	1	0.0%
Wholesale Trade	7	2.4%	16	0.6%
Retail Trade Summary	45	15.9%	471	17.8%
Home Improvement	6	2.1%	176	6.7%
General Merchandise Stores	2	0.7%	6	0.2%
Food Stores	3	1.0%	125	4.7%
Auto Dealers, Gas Stations, Auto Aftermarket	4	1.4%	13	0.5%
Apparel & Accessory Stores	1	0.3%	1	0.0%
Furniture & Home Furnishings	4	1.4%	7	0.3%
Eating & Drinking Places	10	3.4%	94	3.6%
Miscellaneous Retail	15	5.2%	49	1.9%
Finance, Insurance, Real Estate Summary	33	11.3%	111	4.2%
Banks, Savings & Lending Institutions	7	2.4%	51	1.9%
Securities Brokers	1	0.3%	3	0.1%
Insurance Carriers & Agents	13	4.5%	30	1.1%
Real Estate, Holding, Other Investment Offices	12	4.1%	27	1.0%
Services Summary	85	32.6%	874	33.1%
Hotels & Lodging	1	0.3%	7	0.3%
Automotive Services	3	1.0%	7	0.3%
Motion Pictures & Amusements	6	2.1%	49	1.9%
Health Services	13	4.5%	261	9.9%
Legal Services	9	3.1%	33	1.2%
Education Institutions & Libraries	5	1.7%	294	11.1%
Other Services	58	19.9%	223	8.4%
Government	40	13.7%	699	26.4%
Other	3	1.0%	0	0.0%
Totals	261	100.0%	2,641	100.0%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. ESRI forecasts for 2010.



Business Summary by NAICS Codes

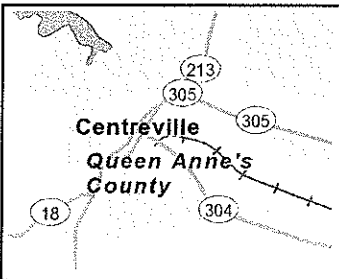
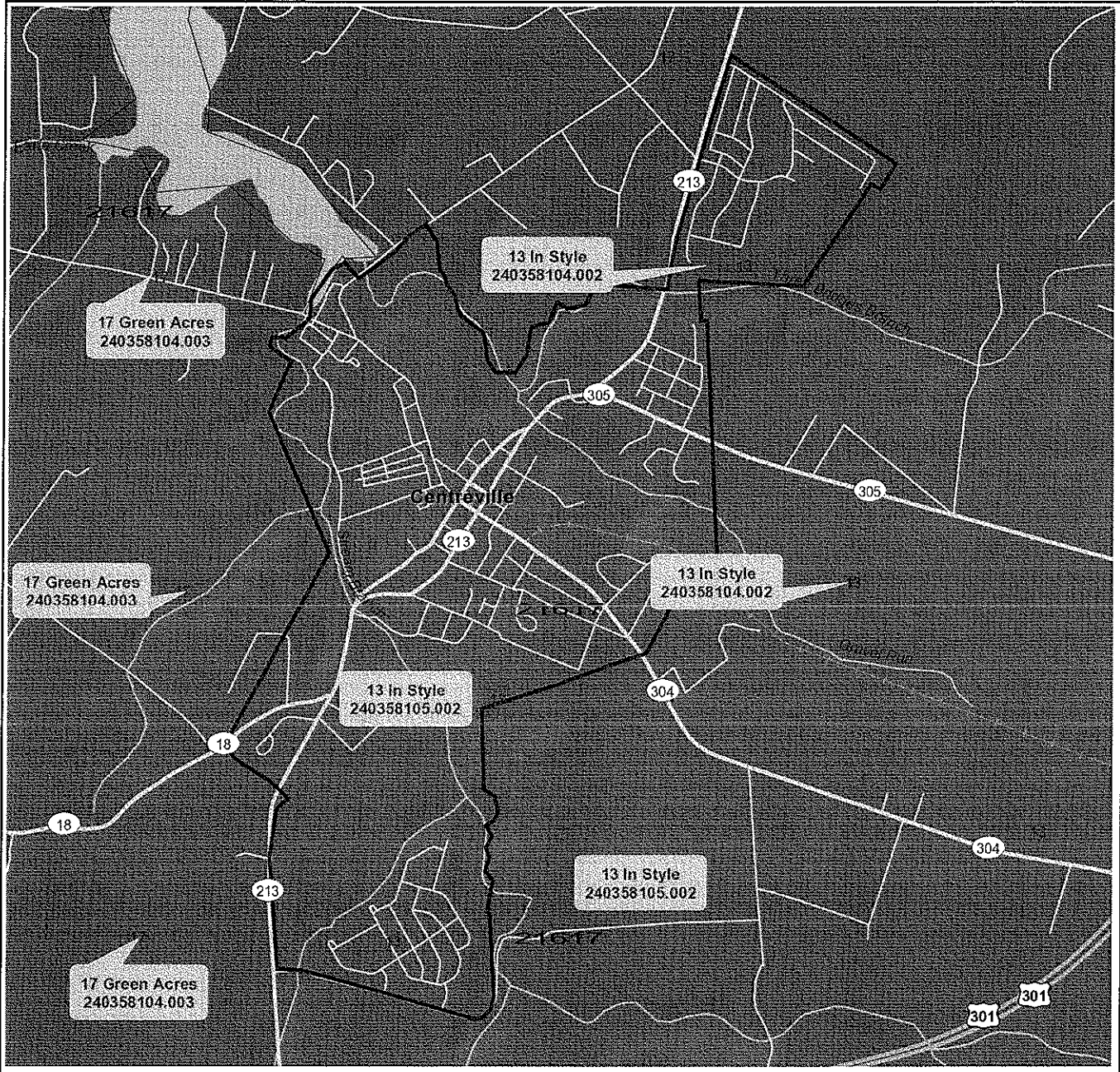
Centreville Custom Polygon

Total Businesses: 289
 Total Employees: 2,641
 Total Residential Population: 3,371
 Employee/Residential Population Ratio: 0.78

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	6	2.1%	26	1.0%
Mining	0	0.0%	0	0.0%
Utilities	1	0.3%	1	0.0%
Construction	37	12.8%	316	12.0%
Manufacturing	7	2.4%	81	3.1%
Wholesale Trade	6	2.1%	14	0.5%
Retail Trade	33	11.4%	367	13.9%
Motor Vehicle & Parts Dealers	2	0.7%	4	0.2%
Furniture & Home Furnishings Stores	3	1.0%	6	0.2%
Electronics & Appliance Stores	1	0.3%	1	0.0%
Big & Bulk Retail & Garden Equipment & Supplies Dealers	6	2.1%	176	6.7%
Food & Beverage Stores	4	1.4%	126	4.8%
Health & Personal Care Stores	3	1.0%	19	0.7%
Gasoline Stations	2	0.7%	9	0.3%
Clothing & Clothing Accessories Stores	1	0.3%	1	0.0%
Sport Goods, Hobby, Book, & Music Stores	0	0.0%	0	0.0%
General Merchandise Stores	2	0.7%	6	0.2%
Miscellaneous Store Retailers	7	2.4%	17	0.6%
Nonstore Retailers	2	0.7%	3	0.1%
Transportation & Warehousing	6	2.1%	19	0.7%
Information	3	1.0%	49	1.9%
Finance & Insurance	21	7.2%	83	3.1%
Central Bank/Credit Intermediation & Related Activities	7	2.4%	51	1.9%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.3%	3	0.1%
Insurance Carriers & Related Activities, Funds, Trusts & Other Financial Vehicles	13	4.5%	30	1.1%
Real Estate, Rental & Leasing	12	4.1%	24	0.9%
Professional, Scientific & Tech Services	28	9.7%	136	5.2%
Legal Services	9	3.1%	33	1.3%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation Services	13	4.5%	6	0.2%
Educational Services	5	1.7%	275	10.4%
Health Care & Social Assistance	20	6.9%	290	11.0%
Arts, Entertainment & Recreation	6	2.1%	46	1.7%
Accommodation & Food Services	12	4.1%	109	4.1%
Accommodation	1	0.3%	7	0.3%
Food Services & Drinking Places	11	3.8%	102	3.9%
Other Services (except Public Administration)	31	10.7%	97	3.7%
Automotive Repair & Maintenance	2	0.7%	7	0.3%
Public Administration	40	13.8%	689	26.5%
Unclassified Establishments	3	1.0%	0	0.0%
Total	290	100.0%	2,641	100.0%

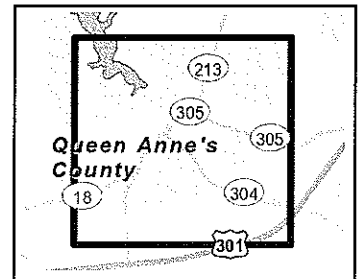
Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. ESRI forecasts for 2010.

Centreville
Custom Polygon



Tapestry LifeMode

- ☞ L1 High Society: Affluent, well-educated, married-couple homeowners
- ☞ L2 Upscale Avenues: Prosperous, married-couple homeowners in different housing
- ☞ L3 Metropolis: City dwellers in older homes reflecting the diversity of urban culture
- ☞ L4 Solo Acts: Urban young singles on the move
- ☞ L5 Senior Styles: Senior lifestyles by income, age, and housing type
- ☞ L6 Scholars and Patriots: College, military environments
- ☞ L7 High Hopes: Young households striving for the "American Dream"
- ☞ L8 Global Roots: Ethnic and culturally diverse families
- ☞ L9 Family Portrait: Youth, family life, and children
- ☞ L10 Traditional Living: Middle-aged, middle income—Middle America
- ☞ L11 Factories and Farms: Hardworking families in small communities, settled near jobs
- ☞ L12 American Quilt: Households in small towns and rural areas



Source: ESRI



Tapestry Segmentation

Tapestry Segmentation represents the fourth generation of market segmentation systems that began 30 years ago. The 65-segment Tapestry Segmentation system classifies U.S. neighborhoods based on their socioeconomic and demographic composition. Each segment is identified by its two-digit Segment Code. Match the two-digit segment labels on the map to the list below. A longer description of each segment is available at:

<http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

- | | |
|--|---------------------------------------|
| Segment 01: Top Rung | Segment 34: Family Foundations |
| Segment 02: Suburban Splendor | Segment 35: International Marketplace |
| Segment 03: Connoisseurs | Segment 36: Old and Newcomers |
| Segment 04: Boomburbs | Segment 37: Prairie Living |
| Segment 05: Wealthy Seaboard Suburbs | Segment 38: Industrious Urban Fringe |
| Segment 06: Sophisticated Squires | Segment 39: Young and Restless |
| Segment 07: Exurbanites | Segment 40: Military Proximity |
| Segment 08: Laptops and Lattes | Segment 41: Crossroads |
| Segment 09: Urban Chic | Segment 42: Southern Satellites |
| Segment 10: Pleasant-Ville | Segment 43: The Elders |
| Segment 11: Pacific Heights | Segment 44: Urban Melting Pot |
| Segment 12: Up and Coming Families | Segment 45: City Strivers |
| Segment 13: In Style | Segment 46: Rooted Rural |
| Segment 14: Prosperous Empty Nesters | Segment 47: Las Casas |
| Segment 15: Silver and Gold | Segment 48: Great Expectations |
| Segment 16: Enterprising Professionals | Segment 49: Senior Sun Seekers |
| Segment 17: Green Acres | Segment 50: Heartland Communities |
| Segment 18: Cozy and Comfortable | Segment 51: Metro City Edge |
| Segment 19: Milk and Cookies | Segment 52: Inner City Tenants |
| Segment 20: City Lights | Segment 53: Home Town |
| Segment 21: Urban Villages | Segment 54: Urban Rows |
| Segment 22: Metropolitans | Segment 55: College Towns |
| Segment 23: Trendsetters | Segment 56: Rural Bypasses |
| Segment 24: Main Street, USA | Segment 57: Simple Living |
| Segment 25: Salt of the Earth | Segment 58: NeWest Residents |
| Segment 26: Midland Crowd | Segment 59: Southwestern Families |
| Segment 27: Metro Renters | Segment 60: City Dimensions |
| Segment 28: Aspiring Young Families | Segment 61: High Rise Renters |
| Segment 29: Rustbelt Retirees | Segment 62: Modest Income Homes |
| Segment 30: Retirement Communities | Segment 63: Dorms to Diplomas |
| Segment 31: Rural Resort Dwellers | Segment 64: City Commons |
| Segment 32: Rustbelt Traditions | Segment 65: Social Security Set |
| Segment 33: Midlife Junction | Segment 66: Unclassified |



Centreville
Custom Polygon

Demographic Summary	2010	2015
Population	3,371	3,854
Households	1,482	1,702
Families	1,030	1,175
Median Age	41.1	39.9
Median Household Income	\$69,693	\$78,364

	Spending Potential Index	Average	Total
Assets			
Market Value			
Checking Accounts	114	\$6,637.79	\$9,837,210
Savings Accounts	114	\$14,984.94	\$22,207,688
U.S. Savings Bonds	115	\$474.16	\$702,712
Stocks, Bonds & Mutual Funds	121	\$47,258.80	\$70,037,544
Annual Changes			
Checking Accounts	126	\$327.80	\$485,801
Savings Accounts	118	\$461.67	\$684,199
U.S. Savings Bonds	162	\$3.86	\$5,721
Earnings			
Dividends, Royalties, Estates, Trusts	114	\$1,120.53	\$1,660,619
Interest from Savings Accounts or Bonds	113	\$1,036.78	\$1,536,510
Retirement Plan Contributions	119	\$1,639.57	\$2,429,850
Liabilities			
Original Mortgage Amount	119	\$25,533.25	\$37,840,271
Vehicle Loan Amount ¹	104	\$2,814.53	\$4,171,130
Amount Paid: Interest			
Home Mortgage	118	\$5,489.45	\$8,135,365
Lump Sum Home Equity Loan	118	\$153.27	\$227,139
New Car/Truck/Van Loan	108	\$226.35	\$335,451
Used Car/Truck/Van Loan	100	\$162.67	\$241,070
Amount Paid: Principal			
Home Mortgage	118	\$2,340.36	\$3,468,413
Lump Sum Home Equity Loan	117	\$195.17	\$289,237
New Car/Truck/Van Loan	110	\$1,219.36	\$1,807,093
Used Car/Truck/Van Loan	100	\$760.91	\$1,127,668
Checking Account and Banking Service Charges	104	\$28.97	\$42,937
Finance Charges, excluding Mortgage/Vehicle	109	\$266.15	\$394,441

Data Note: The Spending Potential Index (SPI) is household-based, and represents the asset value or amount spent for a product or service relative to a national average of 100. Annual change may be negative.

¹ **Vehicle Loan Amount** is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: ESRI forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Household Budget Expenditures

Centreville

Custom Polygon

Demographic Summary	2010	2015
Population	3,371	3,854
Households	1,482	1,702
Families	1,030	1,175
Median Age	41.1	39.9
Median Household Income	\$69,693	\$78,364

	Spending Potential Index	Average Amount Spent	Total	Percent
Total Expenditures	108	\$72,306.00	\$107,157,499	100.0%
Food	107	\$8,196.72	\$12,147,535	11.3%
Food at Home	105	\$4,711.03	\$6,981,752	6.5%
Food Away from Home	108	\$3,485.68	\$5,165,785	4.8%
Alcoholic Beverages	111	\$634.64	\$940,532	0.9%
Housing	110	\$22,362.10	\$33,140,636	30.9%
Shelter	111	\$17,577.74	\$26,050,214	24.3%
Utilities, Fuel and Public Services	106	\$4,784.36	\$7,090,422	6.6%
Household Operations	109	\$1,725.11	\$2,556,618	2.4%
Housekeeping Supplies	106	\$746.49	\$1,106,304	1.0%
Household Furnishings and Equipment	97	\$1,997.14	\$2,959,768	2.8%
Apparel and Services	76	\$1,820.38	\$2,697,801	2.5%
Transportation	106	\$10,696.27	\$15,851,873	14.8%
Travel	115	\$2,168.76	\$3,214,104	3.0%
Health Care	106	\$3,931.66	\$5,826,715	5.4%
Entertainment and Recreation	111	\$3,586.23	\$5,314,796	5.0%
Personal Care Products & Services	110	\$766.90	\$1,136,553	1.1%
Education	115	\$1,396.67	\$2,069,861	1.9%
Smoking Products	99	\$421.25	\$624,297	0.6%
Miscellaneous ¹	108	\$1,263.30	\$1,872,210	1.7%
Support Payments/Cash Contributions/Gifts in Kind	110	\$2,683.55	\$3,977,014	3.7%
Life/Other Insurance	112	\$465.67	\$690,118	0.6%
Pensions and Social Security	113	\$7,443.16	\$11,030,768	10.3%

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

¹ **Miscellaneous** includes lotteries, pari-mutuel losses, legal fees, funeral expenses, safe deposit box rentals, checking account/banking service charges, cemetery lots/vaults/maintenance fees, accounting fees, miscellaneous personal services/advertising/finances, finance charges excluding mortgage & vehicle, occupational expenses, expenses for other properties, credit card membership fees, and shopping club membership fees.

Source: ESRI forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



Retail Goods and Services Expenditures

Centreville

Custom Polygon

Top Tapestry Segments:		Demographic Summary		2010	2015
In Style	84.0%	Population		3,371	3,854
Green Acres	16.0%	Households		1,482	1,702
		Families		1,030	1,175
		Median Age		41.1	39.9
		Median Household Income		\$69,693	\$78,364

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	76	\$1,820.38	\$2,697,801
Men's	72	\$329.62	\$488,492
Women's	69	\$569.36	\$843,789
Children's	79	\$316.61	\$469,218
Footwear	52	\$218.07	\$323,184
Watches & Jewelry	112	\$216.90	\$321,440
Apparel Products and Services ¹	181	\$169.82	\$251,677
Computer			
Computers and Hardware for Home Use	109	\$209.60	\$310,622
Software and Accessories for Home Use	111	\$31.64	\$46,896
Entertainment & Recreation	111	\$3,586.23	\$5,314,796
Fees and Admissions	117	\$723.67	\$1,072,486
Membership Fees for Clubs ²	117	\$192.50	\$285,280
Fees for Participant Sports, excl. Trips	116	\$123.36	\$182,819
Admission to Movie/Theatre/Opera/Ballet	113	\$171.39	\$253,993
Admission to Sporting Events, excl. Trips	118	\$70.12	\$103,925
Fees for Recreational Lessons	121	\$165.50	\$245,269
Dating Services	105	\$0.81	\$1,200
TV/Video/Audio	106	\$1,317.68	\$1,952,805
Community Antenna or Cable TV	105	\$754.95	\$1,118,830
Televisions	112	\$215.84	\$319,876
VCRs, Video Cameras, and DVD Players	108	\$21.90	\$32,456
Video Cassettes and DVDs	106	\$55.56	\$82,336
Video and Computer Game Hardware and Software	113	\$62.83	\$93,108
Satellite Dishes	108	\$1.36	\$2,022
Rental of Video Cassettes and DVDs	107	\$44.22	\$65,537
Streaming/Downloaded Video	113	\$1.58	\$2,341
Audio ³	103	\$151.33	\$224,270
Rental and Repair of TV/Radio/Audio	107	\$8.12	\$12,030
Pets	133	\$573.69	\$850,208
Toys and Games ⁴	108	\$156.51	\$231,949
Recreational Vehicles and Fees ⁵	105	\$339.18	\$502,668
Sports/Recreation/Exercise Equipment ⁶	87	\$157.85	\$233,935
Photo Equipment and Supplies ⁷	112	\$115.57	\$171,278
Reading ⁸	111	\$172.47	\$255,595
Catered Affairs ⁹	120	\$29.60	\$43,871
Food	107	\$8,196.72	\$12,147,535
Food at Home	105	\$4,711.03	\$6,981,752
Bakery and Cereal Products	105	\$629.21	\$932,492
Meat, Poultry, Fish, and Eggs	105	\$1,087.24	\$1,611,289
Dairy Products	105	\$521.20	\$772,423
Fruit and Vegetables	106	\$831.94	\$1,232,934
Snacks and Other Food at Home ¹⁰	105	\$1,641.44	\$2,432,613
Food Away from Home	108	\$3,485.68	\$5,165,785
Alcoholic Beverages	111	\$634.64	\$940,532
Nonalcoholic Beverages at Home	105	\$458.70	\$679,800



Retail Goods and Services Expenditures

Centreville
Custom Polygon

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	109	\$1,892.30	\$2,804,391
Vehicle Loans	105	\$5,138.63	\$7,615,443
Health			
Nonprescription Drugs	102	\$104.94	\$155,526
Prescription Drugs	102	\$510.02	\$755,848
Eyeglasses and Contact Lenses	112	\$85.88	\$127,280
Home			
Mortgage Payment and Basics ¹¹	117	\$11,003.81	\$16,307,643
Maintenance and Remodeling Services	118	\$2,348.70	\$3,480,780
Maintenance and Remodeling Materials ¹²	110	\$407.49	\$603,894
Utilities, Fuel, and Public Services	106	\$4,784.36	\$7,090,422
Household Furnishings and Equipment			
Household Textiles ¹³	110	\$146.18	\$216,638
Furniture	111	\$667.25	\$988,860
Floor Coverings	117	\$87.57	\$129,784
Major Appliances ¹⁴	108	\$326.82	\$484,347
Housewares ¹⁵	96	\$82.45	\$122,184
Small Appliances	107	\$35.12	\$52,041
Luggage	116	\$10.71	\$15,878
Telephones and Accessories	72	\$30.75	\$45,570
Household Operations			
Child Care	112	\$517.72	\$767,268
Lawn and Garden ¹⁶	111	\$465.38	\$689,694
Moving/Storage/Freight Express	105	\$63.71	\$94,417
Housekeeping Supplies ¹⁷	106	\$746.49	\$1,106,304
Insurance			
Owners and Renters Insurance	111	\$511.87	\$758,595
Vehicle Insurance	107	\$1,251.15	\$1,854,201
Life/Other Insurance	112	\$465.67	\$690,118
Health Insurance	105	\$2,035.43	\$3,016,513
Personal Care Products ¹⁸	107	\$428.20	\$634,587
School Books and Supplies ¹⁹	106	\$112.78	\$167,140
Smoking Products	99	\$421.25	\$624,297
Transportation			
Vehicle Purchases (Net Outlay) ²⁰	106	\$4,674.76	\$6,927,998
Gasoline and Motor Oil	104	\$2,986.51	\$4,426,001
Vehicle Maintenance and Repairs	108	\$1,019.28	\$1,510,577
Travel			
Airline Fares	117	\$537.49	\$796,566
Lodging on Trips	116	\$506.11	\$750,057
Auto/Truck/Van Rental on Trips	120	\$44.30	\$65,659
Food and Drink on Trips	113	\$491.85	\$728,921

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.



13 In Style



Segment Code..... 13
 Segment Name *In Style*
 LifeMode Summary Group L2 *Upscale Avenues*
 Urbanization Summary Group ... U7 *Suburban Periphery I*

Demographic

In Style residents live in the suburbs but prefer the city lifestyle. Professional couples predominate. Household distributions by type are similar to those of the United States. Married-couple families represent 54 percent of households. Households without children (married couples without children, single-person, shared, and other family types), comprise more than two-thirds of all households. This count is increasing. The population is slightly older, with a median age of 39.9 years. There is little diversity in these neighborhoods.

Socioeconomic

In Style residents are prosperous, with a median household income of \$71,177 and a median net worth of \$188,492. Wages and salaries provide income for 84 percent of the households; 47 percent also receive some form of investment income. *In Style* residents are more educated compared to the U.S. level: 42 percent of the population aged 25 years and older hold a bachelor's or graduate degree. Labor force participation is 70 percent; unemployment is 8.2 percent. Forty-six percent of employed residents have professional or management positions, with above average concentrations in the finance, insurance, health care, technical services, and education industry sectors.

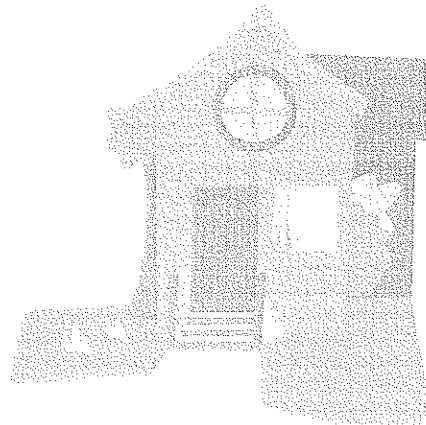
Residential

In Style residents live in affluent neighborhoods of metropolitan areas across the country. More suburban than urban, they embrace an urbane lifestyle; 14 percent prefer townhouses to traditional single-family homes chosen by 56 percent of the households. The median home value is \$224,030. The 69 percent rate of homeownership is just slightly above average. More than three-quarters of the housing was built in the last 30 years.

Preferences

Computer savvy *In Style* residents go online daily to research real estate information; do their banking; track investments; trade stocks; book travel; and buy computer hardware or software, concert tickets, or tickets to sporting events. They use a financial planner and invest in stocks, bonds, money market funds, money market bank accounts, and securities. Looking toward the future, residents hold life insurance policies and contribute to IRA and 401(k) retirement accounts. To maintain their homes, they hire professional household cleaning services and contractors to remodel their kitchens.

Residents stay fit by exercising, eating a healthy diet to control their weight, buying low-fat foods, and taking vitamins. They attend live musical performances and gamble at casinos. They take domestic vacations to hike, golf, and go backpacking. They read magazines, listen to news-talk radio, and watch professional sports events and golf on TV.



17 Green Acres



Segment Code.....17
Segment Name *Green Acres*
LifeMode Summary Group L2 *Upscale Avenues*
Urbanization Summary Group ... U10 *Rural I*

Demographic

Seventy-one percent of the households in *Green Acres* neighborhoods are married couples with and without children. Many families are blue-collar Baby Boomers, many with children aged 6–17 years. With more than 10 million people, *Green Acres* represents Tapestry's third largest segment, currently more than 3 percent of the U.S. population and growing by 2.2 percent annually. The median age is 40.7 years. This segment is not ethnically diverse; 92 percent of the residents are white.

Socioeconomic

Educated and hard-working, more than one-fourth of *Green Acres* residents hold a bachelor's or graduate degree; more than half have attended college. Labor force participation is 68 percent, with higher employment concentrations in the manufacturing, construction, health care, and retail trade industry sectors. Occupation distributions are similar to those of the U.S. Seventeen percent of the households earn income from self-employment ventures. The median household income is \$64,480; the median net worth is \$177,629.

Residential

Although *Green Acres* neighborhoods are located throughout the country, they are found primarily in the Midwest and South, with the highest concentrations in Michigan, Ohio, and Pennsylvania. A "little bit country," these residents live in pastoral settings of developing suburban fringe areas. Homeownership is at 86 percent, and median home value is \$181,705. Typical of rural residents, *Green Acres* households own multiple vehicles; 78 percent own two or more vehicles.

Preferences

Country living describes the lifestyle of *Green Acres* residents. Pet dogs or cats are considered part of the family. These do-it-yourselfers maintain and remodel their homes; projects include roofing and installing carpet or insulation. They own all the necessary power tools, including routers, welders, sanders, and various saws, to finish their projects. Residents also have the right tools to maintain their lawns, flower gardens, and vegetable gardens. They own riding lawn mowers, garden tillers, tractors, and even separate home freezers for the harvest. Continuing the do-it-yourself mode, it is not surprising that *Green Acres* is the top market for owning a sewing machine. A favorite pastime is using their ice cream maker to produce homemade ice cream. They prefer motorcycles and full-size pickup trucks.

For exercise, *Green Acres* residents ride their mountain bikes and go fishing, canoeing, and kayaking. They also ride horseback and go power boating, bird watching, target shooting, hunting, motorcycling, and bowling. They listen to auto racing and country music on the radio and read fishing and hunting magazines. Many own satellite dishes so they can watch news programs, the Speed Channel, and auto racing on TV. A favorite channel is Country Music Television.



Centreville Custom Polygon

- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- ²**Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- ³**Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- ⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- ⁶**Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- ⁷**Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- ⁸**Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- ¹⁰**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹¹**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹²**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹³**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹⁴**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁵**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁶**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁷**Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- ¹⁸**Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- ¹⁹**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ²⁰**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



**Centreville
Custom Polygon**

Summary Demographics

2010 Population	3,371
2010 Households	1,482
2010 Median Disposable Income	\$52,120
2010 Per Capita Income	\$29,454

Industry Summary

	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink (NAICS 44-45, 722)	\$44,865,616	\$83,707,196	\$-38,841,580	-30.2	45
Total Retail Trade (NAICS 44-45)	\$38,117,538	\$74,913,705	\$-36,796,167	-32.6	34
Total Food & Drink (NAICS 722)	\$6,748,078	\$8,793,491	\$-2,045,413	-13.2	11

Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers (NAICS 441)	\$10,565,937	\$476,804	\$10,089,133	91.4	1
Automobile Dealers (NAICS 4411)	\$4,259,487	\$0	\$4,259,487	100.0	0
Other Motor Vehicle Dealers (NAICS 4412)	\$5,571,620	\$206,334	\$5,365,286	92.9	1
Auto Parts, Accessories, and Tire Stores (NAICS 4413)	\$734,830	\$270,470	\$464,360	46.2	1
Furniture & Home Furnishings Stores (NAICS 442)	\$1,199,620	\$1,138,806	\$60,814	2.6	3
Furniture Stores (NAICS 4421)	\$783,554	\$734,966	\$48,588	3.2	1
Home Furnishings Stores (NAICS 4422)	\$416,066	\$403,840	\$12,226	1.5	2
Electronics & Appliance Stores (NAICS 443/NAICS 4431)	\$754,363	\$1,038,362	\$-283,999	-15.8	2
Bldg Materials, Garden Equip. & Supply Stores (NAICS 444)	\$1,765,582	\$13,459,725	\$-11,694,143	-76.8	5
Building Material and Supplies Dealers (NAICS 4441)	\$1,328,378	\$13,092,735	\$-11,764,357	-81.6	3
Lawn and Garden Equipment and Supplies Stores (NAICS 4442)	\$437,204	\$366,990	\$70,214	8.7	2
Food & Beverage Stores (NAICS 445)	\$8,842,070	\$33,681,619	\$-24,839,549	-58.4	6
Grocery Stores (NAICS 4451)	\$7,185,420	\$32,174,786	\$-24,989,366	-63.5	2
Specialty Food Stores (NAICS 4452)	\$881,331	\$230,294	\$651,037	58.6	2
Beer, Wine, and Liquor Stores (NAICS 4453)	\$775,319	\$1,276,539	\$-501,220	-24.4	2
Health & Personal Care Stores (NAICS 446/NAICS 4461)	\$1,525,863	\$1,794,824	\$-268,961	-8.1	2
Gasoline Stations (NAICS 447/4471)	\$5,645,877	\$12,226,985	\$-6,581,108	-36.8	3
Clothing and Clothing Accessories Stores (NAICS 448)	\$2,284,005	\$63,448	\$2,220,557	94.6	1
Clothing Stores (NAICS 4481)	\$1,721,498	\$63,448	\$1,658,050	92.9	1
Shoe Stores (NAICS 4482)	\$240,830	\$0	\$240,830	100.0	0
Jewelry, Luggage, and Leather Goods Stores (NAICS 4483)	\$321,677	\$0	\$321,677	100.0	0
Sporting Goods, Hobby, Book, and Music Stores (NAICS 451)	\$560,800	\$0	\$560,800	100.0	0
Sporting Goods/Hobby/Musical Instrument Stores (NAICS 4511)	\$397,987	\$0	\$397,987	100.0	0
Book, Periodical, and Music Stores (NAICS 4512)	\$162,813	\$0	\$162,813	100.0	0

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.

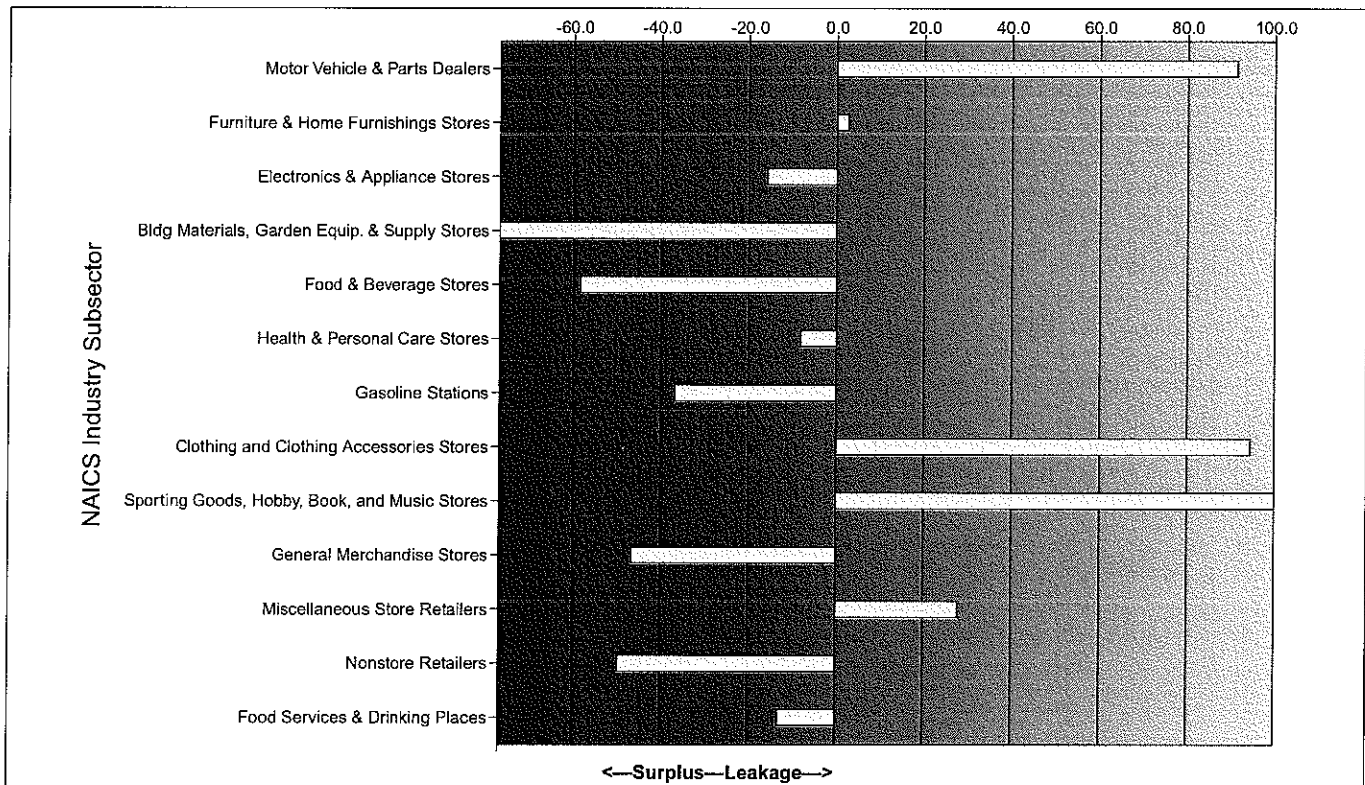
Source: ESRI and Infogroup



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Industry Group	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
General Merchandise Stores (NAICS 452)	\$2,338,271	\$6,417,489	\$-4,079,218	-46.6	2
Department Stores Excluding Leased Depts.(NAICS 4521)	\$1,033,226	\$0	\$1,033,226	100.0	0
Other General Merchandise Stores (NAICS 4529)	\$1,305,045	\$6,417,489	\$-5,112,444	-66.2	2
Miscellaneous Store Retailers (NAICS 453)	\$1,335,960	\$755,096	\$580,864	27.8	6
Florists (NAICS 4531)	\$40,865	\$247,246	\$-206,381	-71.6	1
Office Supplies, Stationery, and Gift Stores (NAICS 4532)	\$147,866	\$269,032	\$-121,166	-29.1	2
Used Merchandise Stores (NAICS 4533)	\$747,523	\$148,508	\$599,015	66.9	2
Other Miscellaneous Store Retailers (NAICS 4539)	\$399,706	\$90,310	\$309,396	63.1	1
Nonstore Retailers (NAICS 454)	\$1,299,190	\$3,860,547	\$-2,561,357	-49.6	3
Electronic Shopping and Mail-Order Houses (NAICS 4541)	\$0	\$414,730	\$-414,730	-100.0	1
Vending Machine Operators (NAICS 4542)	\$355,339	\$0	\$355,339	100.0	0
Direct Selling Establishments (NAICS 4543)	\$943,851	\$3,445,817	\$-2,501,966	-57.0	2
Food Services & Drinking Places (NAICS 722)	\$6,748,078	\$8,793,491	\$-2,045,413	-13.2	11
Full-Service Restaurants (NAICS 7221)	\$1,873,529	\$4,057,110	\$-2,183,581	-36.8	6
Limited-Service Eating Places (NAICS 7222)	\$3,131,254	\$4,477,194	\$-1,345,940	-17.7	4
Special Food Services (NAICS 7223)	\$1,393,304	\$0	\$1,393,304	100.0	0
Drinking Places - Alcoholic Beverages (NAICS 7224)	\$349,991	\$259,187	\$90,804	14.9	1

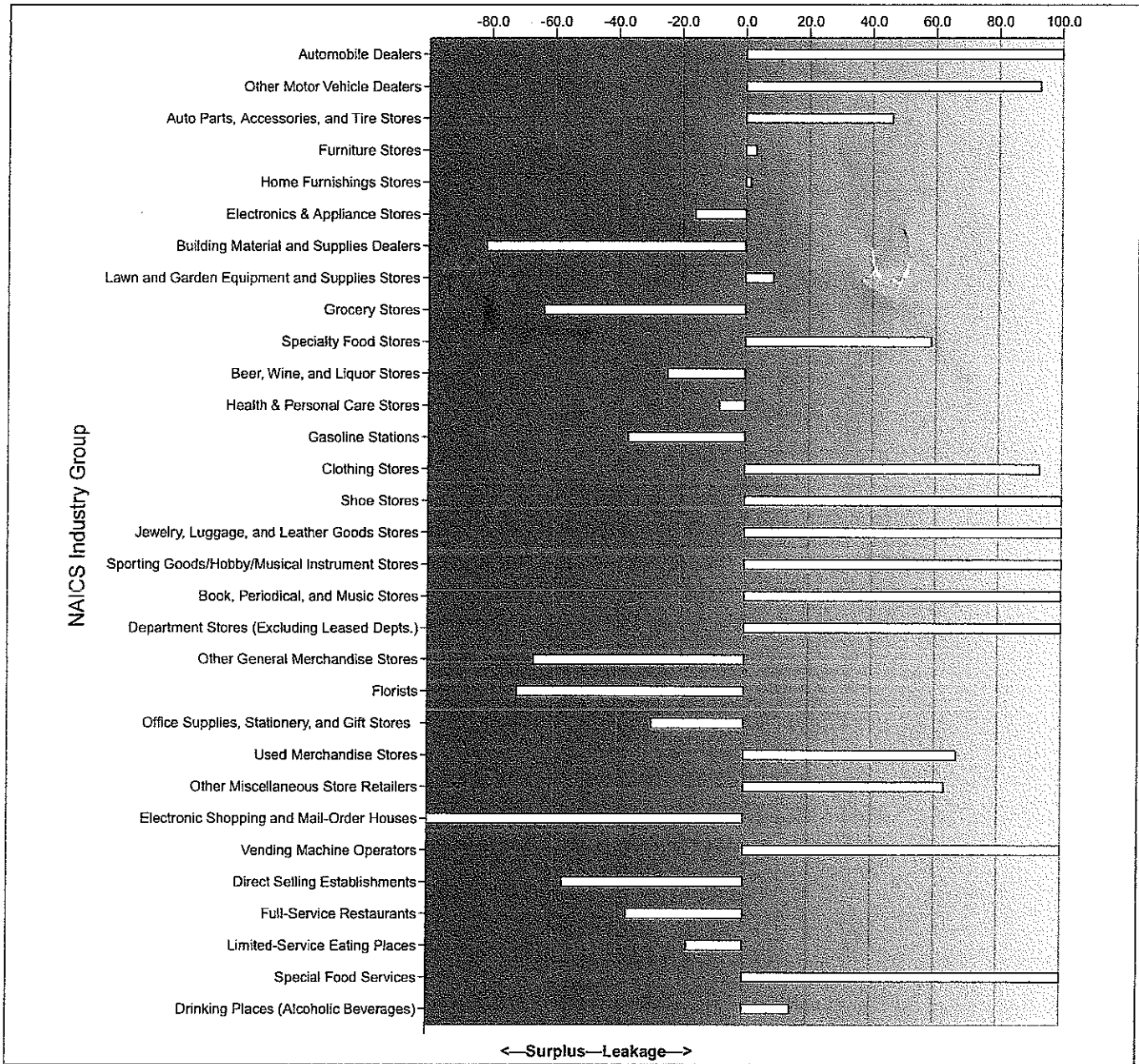
Leakage/Surplus Factor by Industry Subsector



Source: ESRI and Infogroup




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Leakage/Surplus Factor by Industry Group



Source: ESRI and Infogroup

Centreville
Custom Polygon

	2000 Total Population	1,975
	2000 Group Quarters	83
	2010 Total Population	3,371
	2015 Total Population	3,854
	2010 - 2015 Annual Rate	2.71%
	2000 Households	810
	2000 Average Household Size	2.34
	2010 Households	1,482
	2010 Average Household Size	2.22
	2015 Households	1,702
	2015 Average Household Size	2.21
	2010 - 2015 Annual Rate	2.81%
	2000 Families	577
	2000 Average Family Size	2.76
	2010 Families	1,030
	2010 Average Family Size	2.66
	2015 Families	1,175
2015 Average Family Size	2.67	
2010 - 2015 Annual Rate	2.67%	
	2000 Housing Units	869
	Owner Occupied Housing Units	66.9%
	Renter Occupied Housing Units	26.7%
	Vacant Housing Units	6.4%
	2010 Housing Units	1,592
	Owner Occupied Housing Units	72.4%
	Renter Occupied Housing Units	20.7%
	Vacant Housing Units	6.9%
	2015 Housing Units	1,846
	Owner Occupied Housing Units	72.4%
	Renter Occupied Housing Units	19.8%
	Vacant Housing Units	7.8%
	Median Household Income	
	2000	\$55,088
	2010	\$69,693
2015	\$78,364	
Median Home Value		
2000	\$168,524	
2010	\$328,625	
2015	\$405,841	
Per Capita Income		
2000	\$23,713	
2010	\$29,454	
2015	\$33,188	
Median Age		
2000	39.3	
2010	41.1	
2015	39.9	

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

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



Centreville
Custom Polygon



2000 Households by Income

Household Income Base	802
< \$15,000	15.6%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	7.1%
\$35,000 - \$49,999	13.0%
\$50,000 - \$74,999	24.1%
\$75,000 - \$99,999	16.1%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	2.9%
\$200,000+	1.6%
Average Household Income	\$66,133

2010 Households by Income

Household Income Base	1,482
< \$15,000	11.7%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	6.5%
\$35,000 - \$49,999	8.4%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	24.3%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	5.0%
\$200,000+	2.6%
Average Household Income	\$75,811

2015 Households by Income

Household Income Base	1,703
< \$15,000	9.2%
\$15,000 - \$24,999	5.8%
\$25,000 - \$34,999	4.6%
\$35,000 - \$49,999	6.4%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	20.2%
\$100,000 - \$149,999	25.5%
\$150,000 - \$199,999	4.6%
\$200,000+	3.4%
Average Household Income	\$85,202

2000 Owner Occupied HUs by Value

Total	577
<\$50,000	3.5%
\$50,000 - 99,999	14.6%
\$100,000 - 149,999	21.3%
\$150,000 - 199,999	26.2%
\$200,000 - \$299,999	27.9%
\$300,000 - 499,999	4.2%
\$500,000 - 999,999	1.4%
\$1,000,000+	1.0%
Average Home Value	\$191,526

2000 Specified Renter Occupied HUs by Contract Rent

Total	229
With Cash Rent	86.9%
No Cash Rent	13.1%
Median Rent	\$390
Average Rent	\$397

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

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

Centreville
Custom Polygon



2000 Population by Age

Total	1,975
Age 0 - 4	6.1%
Age 5 - 9	7.6%
Age 10 - 14	8.1%
Age 15 - 19	5.9%
Age 20 - 24	3.3%
Age 25 - 34	10.7%
Age 35 - 44	19.3%
Age 45 - 54	13.7%
Age 55 - 64	9.6%
Age 65 - 74	6.9%
Age 75 - 84	5.8%
Age 85+	3.0%
Age 18+	74.5%

2010 Population by Age

Total	3,369
Age 0 - 4	6.2%
Age 5 - 9	6.2%
Age 10 - 14	6.2%
Age 15 - 19	6.7%
Age 20 - 24	6.2%
Age 25 - 34	11.1%
Age 35 - 44	12.4%
Age 45 - 54	17.9%
Age 55 - 64	12.1%
Age 65 - 74	7.2%
Age 75 - 84	5.0%
Age 85+	2.7%
Age 18+	77.1%

2015 Population by Age

Total	3,855
Age 0 - 4	6.1%
Age 5 - 9	6.3%
Age 10 - 14	6.5%
Age 15 - 19	5.8%
Age 20 - 24	6.1%
Age 25 - 34	14.0%
Age 35 - 44	11.4%
Age 45 - 54	14.7%
Age 55 - 64	13.7%
Age 65 - 74	8.2%
Age 75 - 84	4.7%
Age 85+	2.5%
Age 18+	77.4%

2000 Population by Sex

Males	47.8%
Females	52.2%

2010 Population by Sex

Males	48.4%
Females	51.6%

2015 Population by Sex

Males	48.6%
Females	51.4%

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

Centreville
Custom Polygon



2000 Population by Race/Ethnicity

Total	1,974
White Alone	84.4%
Black Alone	14.1%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.1%
Two or More Races	1.0%
Hispanic Origin	0.6%
Diversity Index	27.7

2010 Population by Race/Ethnicity

Total	3,372
White Alone	83.3%
Black Alone	14.6%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.2%
Two or More Races	1.4%
Hispanic Origin	1.1%
Diversity Index	30.0

2015 Population by Race/Ethnicity

Total	3,854
White Alone	83.3%
Black Alone	14.3%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.2%
Two or More Races	1.5%
Hispanic Origin	1.4%
Diversity Index	30.5



2000 Population 3+ by School Enrollment

Total	1,918
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	2.1%
Enrolled in Grade 1-8	13.5%
Enrolled in Grade 9-12	5.6%
Enrolled in College	2.4%
Enrolled in Grad/Prof School	2.1%
Not Enrolled in School	72.5%

2010 Population 25+ by Educational Attainment

Total	2,308
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	6.2%
High School Graduate	33.1%
Some College, No Degree	17.5%
Associate Degree	7.5%
Bachelor's Degree	19.4%
Graduate/Professional Degree	12.5%

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

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

Centreville
Custom Polygon



2010 Population 15+ by Marital Status

Total	2,746
Never Married	23.8%
Married	57.6%
Widowed	8.8%
Divorced	9.8%



2000 Population 16+ by Employment Status

Total	1,521
In Labor Force	69.1%
Civilian Employed	67.1%
Civilian Unemployed	1.6%
In Armed Forces	0.3%
Not in Labor Force	30.9%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	93.5%
Civilian Unemployed	6.5%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	94.6%
Civilian Unemployed	5.4%

2000 Females 16+ by Employment Status and Age of Children

Total	815
Own Children < 6 Only	6.4%
Employed/in Armed Forces	4.7%
Unemployed	0.1%
Not in Labor Force	1.6%
Own Children < 6 and 6-17 Only	7.0%
Employed/in Armed Forces	5.2%
Unemployed	0.0%
Not in Labor Force	1.8%
Own Children 6-17 Only	18.5%
Employed/in Armed Forces	15.6%
Unemployed	0.2%
Not in Labor Force	2.7%
No Own Children < 18	68.1%
Employed/in Armed Forces	36.0%
Unemployed	0.5%
Not in Labor Force	31.7%



2010 Employed Population 16+ by Industry

Total	1,679
Agriculture/Mining	2.5%
Construction	11.7%
Manufacturing	3.5%
Wholesale Trade	3.8%
Retail Trade	11.3%
Transportation/Utilities	3.1%
Information	1.8%
Finance/Insurance/Real Estate	6.7%
Services	45.9%
Public Administration	9.8%

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

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2010 Employed Population 16+ by Occupation

Total	1,683
White Collar	68.0%
Management/Business/Financial	19.0%
Professional	24.9%
Sales	11.6%
Administrative Support	12.5%
Services	13.1%
Blue Collar	19.0%
Farming/Forestry/Fishing	1.5%
Construction/Extraction	7.3%
Installation/Maintenance/Repair	3.7%
Production	1.9%
Transportation/Material Moving	4.5%



2000 Workers 16+ by Means of Transportation to Work

Total	1,005
Drove Alone - Car, Truck, or Van	77.4%
Carpooled - Car, Truck, or Van	12.0%
Public Transportation	0.1%
Walked	3.8%
Other Means	0.7%
Worked at Home	6.0%

2000 Workers 16+ by Travel Time to Work

Total	1,006
Did Not Work at Home	94.0%
Less than 5 minutes	5.2%
5 to 9 minutes	10.9%
10 to 19 minutes	18.0%
20 to 24 minutes	12.3%
25 to 34 minutes	17.1%
35 to 44 minutes	6.9%
45 to 59 minutes	8.6%
60 to 89 minutes	12.5%
90 or more minutes	2.5%
Worked at Home	6.0%
Average Travel Time to Work (in min)	30.4

2000 Households by Vehicles Available

Total	815
None	8.7%
1	25.0%
2	43.2%
3	16.4%
4	5.8%
5+	0.9%
Average Number of Vehicles Available	1.9

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

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2000 Households by Type

Total	809
Family Households	71.2%
Married-couple Family	56.5%
With Related Children	26.3%
Other Family (No Spouse)	14.7%
With Related Children	9.9%
Nonfamily Households	28.8%
Householder Living Alone	23.9%
Householder Not Living Alone	4.9%
Households with Related Children	36.2%
Households with Persons 65+	24.1%

2000 Households by Size

Total	810
1 Person Household	23.9%
2 Person Household	34.5%
3 Person Household	17.1%
4 Person Household	15.6%
5 Person Household	6.4%
6 Person Household	1.7%
7+ Person Household	0.9%

2000 Households by Year Householder Moved In

Total	815
Moved in 1999 to March 2000	18.2%
Moved in 1995 to 1998	28.2%
Moved in 1990 to 1994	14.8%
Moved in 1980 to 1989	19.9%
Moved in 1970 to 1979	8.8%
Moved in 1969 or Earlier	10.1%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	878
1, Detached	76.1%
1, Attached	3.9%
2	4.6%
3 or 4	3.5%
5 to 9	4.0%
10 to 19	0.3%
20+	4.9%
Mobile Home	2.7%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	882
1999 to March 2000	5.6%
1995 to 1998	10.3%
1990 to 1994	8.0%
1980 to 1989	19.5%
1970 to 1979	12.5%
1969 or Earlier	44.1%
Median Year Structure Built	1975

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.

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Top 3 Tapestry Segments

- 1. In Style
- 2. Green Acres



2010 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$2,697,801
Average Spent	\$1,820.38
Spending Potential Index	76
Computers & Accessories: Total \$	\$357,518
Average Spent	\$241.24
Spending Potential Index	110
Education: Total \$	\$2,069,861
Average Spent	\$1,396.67
Spending Potential Index	115
Entertainment/Recreation: Total \$	\$5,314,796
Average Spent	\$3,586.23
Spending Potential Index	111
Food at Home: Total \$	\$6,981,752
Average Spent	\$4,711.03
Spending Potential Index	105
Food Away from Home: Total \$	\$5,165,785
Average Spent	\$3,485.68
Spending Potential Index	108
Health Care: Total \$	\$5,826,715
Average Spent	\$3,931.66
Spending Potential Index	106
HH Furnishings & Equipment: Total \$	\$2,959,768
Average Spent	\$1,997.14
Spending Potential Index	97
Investments: Total \$	\$2,804,391
Average Spent	\$1,892.30
Spending Potential Index	109
Retail Goods: Total \$	\$37,993,277
Average Spent	\$25,636.49
Spending Potential Index	103
Shelter: Total \$	\$26,050,214
Average Spent	\$17,577.74
Spending Potential Index	111
TV/Video/Audio: Total \$	\$1,952,805
Average Spent	\$1,317.68
Spending Potential Index	106
Travel: Total \$	\$3,214,104
Average Spent	\$2,168.76
Spending Potential Index	115
Vehicle Maintenance & Repairs: Total \$	\$1,510,577
Average Spent	\$1,019.28
Spending Potential Index	108

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.



Recreation Expenditures

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Demographic Summary	2010	2015	
Population	3,371	3,854	
Households	1,482	1,702	
Families	1,030	1,175	
Median Age	41.1	39.9	
Median Household Income	\$69,693	\$78,364	

	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	117	\$723.67	\$1,072,486
Admission to Movies, Theater, Opera, Ballet	113	\$171.39	\$253,993
Admission to Sporting Events, excl. Trips	118	\$70.12	\$103,925
Fees for Participant Sports, excl. Trips	116	\$123.36	\$182,819
Fees for Recreational Lessons	121	\$165.50	\$245,269
Membership Fees for Social/Recreation/Civic Clubs	117	\$192.50	\$285,280
Dating Services	105	\$0.81	\$1,200
Rental of Video Cassettes and DVDs	107	\$44.22	\$65,537
Toys & Games	108	\$156.51	\$231,949
Toys and Playground Equipment	108	\$152.00	\$225,260
Play Arcade Pinball/Video Games	108	\$2.05	\$3,034
Online Entertainment and Games	106	\$2.47	\$3,654
Recreational Vehicles and Fees	105	\$339.18	\$502,668
Docking and Landing Fees for Boats and Planes	122	\$8.67	\$12,844
Camp Fees	121	\$34.89	\$51,708
Purchase of RVs or Boats	103	\$285.89	\$423,690
Rental of RVs or Boats	114	\$9.73	\$14,426
Sports, Recreation and Exercise Equipment	87	\$157.85	\$233,935
Exercise Equipment and Gear, Game Tables	93	\$75.91	\$112,500
Bicycles	114	\$22.57	\$33,454
Camping Equipment	45	\$6.47	\$9,586
Hunting and Fishing Equipment	63	\$24.13	\$35,755
Winter Sports Equipment	105	\$6.79	\$10,058
Water Sports Equipment	106	\$7.06	\$10,458
Other Sports Equipment	111	\$10.53	\$15,603
Rental/Repair of Sports/Recreation/Exercise Equipment	110	\$4.40	\$6,521
Photographic Equipment and Supplies	112	\$115.57	\$171,278
Film	103	\$7.61	\$11,285
Film Processing	109	\$24.48	\$36,280
Photographic Equipment	113	\$48.23	\$71,474
Photographer Fees/Other Supplies & Equip Rental/Repair	114	\$35.25	\$52,239
Reading	111	\$172.47	\$255,595
Magazine/Newspaper Subscriptions	112	\$70.89	\$105,062
Magazine/Newspaper Single Copies	105	\$20.18	\$29,912
Books	112	\$81.39	\$120,620

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: ESRI forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.