



Retail Specialty Report

Search result
Ring: 1 mile radius

Prepared by Site To Do Business

Latitude: 38.11893
Longitude: -85.67790

Summary Demographics	Census 2010	2023	2028			
Population	9,561	10,375	10,222			
Households	3,877	4,163	4,130			
Families	2,608	2,686	2,649			
Average Household Size	2.41	2.44	2.42			
Owner Occupied Housing Units	2,495	2,828	2,864			
Renter Occupied Housing Units	1,378	1,335	1,266			
Median Age	36.9	39.9	40.3			
Trends: 2023 - 2028 Annual Rate	Area	State	National			
Population	-0.30%		0.77%			
Households	-0.16%		0.75%			
Families	-0.28%		0.68%			
Owner HHs	0.25%		0.92%			
Median Household Income	2.80%		2.70%			
Population Summary						
2000 Total Population		7,796	7,796			
2010 Total Population		9,561	9,561			
2023 Total Population		10,375	10,375			
2023 Group Quarters		215	215			
2028 Total Population		10,222	10,222			
2018-2023 Annual Rate		-0.30%	-0.30%			
2023 Total Daytime Population		7,893	7,893			
Workers		2,490	2,490			
Residents		5,403	5,403			
Housing Units by Occupancy Status and Tenure	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	4,160	100.0%	4,348	100.0%	4,360	100.0%
Occupied	3,873	93.1%	4,163	95.7%	4,130	94.7%
Owner	2,495	60.0%	2,828	65.0%	2,864	65.7%
Renter	1,378	33.1%	1,335	30.7%	1,266	29.0%
Vacant	283	6.8%	185	4.3%	230	5.3%
Owner Occupied Housing Units by Value	2023		2028			
	Number	Percent	Number	Percent		
Total	2,828	100.0%	2,865	100.0%		
<\$50,000	55	1.9%	16	0.6%		
\$50,000-\$99,999	49	1.7%	10	0.3%		
\$100,000-\$149,999	752	26.6%	308	10.8%		
\$150,000-\$199,999	1,006	35.6%	841	29.4%		
\$200,000-\$249,999	312	11.0%	373	13.0%		
\$250,000-\$299,999	315	11.1%	547	19.1%		
\$300,000-\$399,999	133	4.7%	226	7.9%		
\$400,000-\$499,999	78	2.8%	155	5.4%		
\$500,000-\$749,999	97	3.4%	333	11.6%		
\$750,000-\$999,999	16	0.6%	41	1.4%		
\$1,000,000-\$1,499,999	10	0.4%	10	0.3%		
\$1,500,000-\$1,999,999	5	0.2%	5	0.2%		
\$2,000,000+	0	0.0%	0	0.0%		
Median Value			\$177,734		\$234,517	



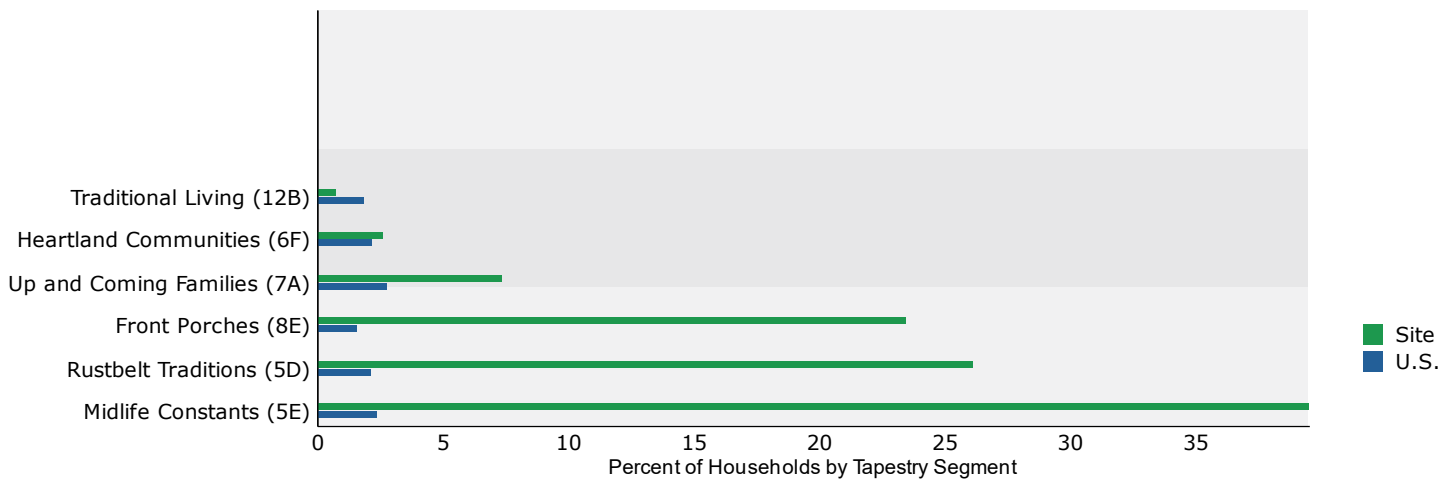
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Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Midlife Constants (5E)	39.5%	39.5%	2.4%	2.4%	1635
2	Rustbelt Traditions (5D)	26.2%	65.7%	2.1%	4.6%	1,220
3	Front Porches (8E)	23.5%	89.2%	1.6%	6.2%	1,479
4	Up and Coming Families (7A)	7.4%	96.6%	2.8%	8.9%	265
5	Heartland Communities (6F)	2.7%	99.2%	2.2%	11.1%	121
Subtotal		99.3%		11.1%		
6	Traditional Living (12B)	0.8%	100.0%	1.9%	13.0%	41
Subtotal		0.8%		1.9%		
Total		100.0%		13.0%		768

Top Ten Tapestry Segments Site vs. U.S.





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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	4,924	61.2%	100
Bought any women's clothing in last 12 months	4,101	51.0%	98
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	5,901	73.3%	98
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	1,579	19.6%	96
Bought a watch in last 12 months	1,040	12.9%	93
Automobiles (Households)			
HH owns/leases any vehicle	3,882	93.3%	102
HH bought/leased new vehicle last 12 mo	427	10.3%	102
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	7,455	92.7%	102
Bought/changed motor oil in last 12 months	4,439	55.2%	107
Had tune-up in last 12 months	1,911	23.8%	96
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	3,058	38.0%	103
Drank beer/ale in last 6 months	3,158	39.2%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	917	11.4%	104
Own digital SLR camera/camcorder	798	9.9%	92
Printed digital photos in last 12 months	2,194	27.3%	101
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	2,812	34.9%	100
Have a smartphone	7,517	93.4%	100
Have a smartphone: Android phone (any brand)	3,477	43.2%	112
Have a smartphone: Apple iPhone	4,160	51.7%	92
Number of cell phones in household: 1	1,393	33.5%	110
Number of cell phones in household: 2	1,585	38.1%	97
Number of cell phones in household: 3+	1,100	26.4%	92
HH has cell phone only (no landline telephone)	2,959	71.1%	104
Computers (Households)			
HH owns a computer	3,550	85.3%	100
HH owns desktop computer	1,698	40.8%	102
HH owns laptop/notebook	2,915	70.0%	99
HH owns any Apple/Mac brand computer	887	21.3%	88
HH owns any PC/non-Apple brand computer	3,039	73.0%	103
HH purchased most recent computer in a store	1,674	40.2%	103
HH purchased most recent computer online	1,084	26.0%	95
Spent <\$500 on most recent home computer	735	17.7%	112
Spent \$500-\$999 on most recent home computer	896	21.5%	106
Spent \$1,000-\$1,499 on most recent home computer	465	11.2%	92
Spent \$1,500-\$1,999 on most recent home computer	153	3.7%	80
Spent \$2,000+ on most recent home computer	187	4.5%	83



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	5,363	66.7%	104
Bought brewed coffee at convenience store in last 30 days	951	11.8%	98
Bought cigarettes at convenience store in last 30 days	572	7.1%	116
Bought gas at convenience store in last 30 days	3,430	42.6%	108
Spent at convenience store in last 30 days: <\$20	547	6.8%	92
Spent at convenience store in last 30 days: \$20-\$39	824	10.2%	104
Spent at convenience store in last 30 days: \$40-\$50	710	8.8%	114
Spent at convenience store in last 30 days: \$51-\$99	609	7.6%	124
Spent at convenience store in last 30 days: \$100+	1,759	21.9%	105
Entertainment (Adults)			
Attended a movie in last 6 months	2,729	33.9%	92
Went to live theater in last 12 months	529	6.6%	96
Went to a bar/night club in last 12 months	1,383	17.2%	106
Dined out in last 12 months	4,295	53.4%	102
Gambled at a casino in last 12 months	908	11.3%	105
Visited a theme park in last 12 months	810	10.1%	87
Viewed movie (video-on-demand) in last 30 days	772	9.6%	87
Viewed TV show (video-on-demand) in last 30 days	584	7.3%	96
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	377	4.7%	78
Downloaded any individual song in last 6 months	1,594	19.8%	98
Watched a movie online in the last 30 days	2,555	31.8%	93
Watched a TV program online in last 30 days	1,650	20.5%	93
Played a video/electronic game (console) in last 12 months	1,045	13.0%	101
Played a video/electronic game (portable) in last 12 months	561	7.0%	105
Financial (Adults)			
Have home mortgage (1st)	3,202	39.8%	105
Used ATM/cash machine in last 12 months	4,934	61.3%	97
Own any stock	1,059	13.2%	88
Own U.S. savings bond	606	7.5%	106
Own shares in mutual fund (stock)	1,070	13.3%	97
Own shares in mutual fund (bonds)	674	8.4%	98
Have interest checking account	3,215	40.0%	102
Have non-interest checking account	3,179	39.5%	104
Have savings account	6,084	75.6%	102
Have 401K retirement savings plan	2,017	25.1%	103
Own/used any credit/debit card in last 12 months	7,442	92.5%	100
Avg monthly credit card expenditures: <\$111	1,086	13.5%	118
Avg monthly credit card expenditures: \$111-\$225	590	7.3%	96
Avg monthly credit card expenditures: \$226-\$450	740	9.2%	99
Avg monthly credit card expenditures: \$451-\$700	813	10.1%	110
Avg monthly credit card expenditures: \$701-\$1,000	677	8.4%	103
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	4,738	58.9%	100
Did banking on mobile device in last 12 months	3,721	46.2%	96
Paid bills online in last 12 months			



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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months			
Used bread in last 6 months	3,968	95.3%	101
Used chicken (fresh or frozen) in last 6 months	2,873	69.0%	99
Used turkey (fresh or frozen) in last 6 months	624	15.0%	101
Used fish/seafood (fresh or frozen) in last 6 months	2,475	59.5%	99
Used fresh fruit/vegetables in last 6 months	3,640	87.4%	99
Used fresh milk in last 6 months	3,474	83.4%	101
Used organic food in last 6 months	947	22.7%	88
Health (Adults)			
Exercise at home 2+ times per week	3,860	48.0%	98
Exercise at club 2+ times per week	853	10.6%	90
Visited a doctor in last 12 months	6,539	81.3%	102
Used vitamin/dietary supplement in last 6 months	5,240	65.1%	99
Home (Households)			
Any home improvement in last 12 months	1,829	43.9%	112
Used housekeeper/maid/professional HH cleaning service in last 12	1,192	28.6%	94
Purchased low ticket HH furnishings in last 12 months	1,043	25.1%	102
Purchased big ticket HH furnishings in last 12 months	1,182	28.4%	100
Bought any small kitchen appliance in last 12 months	1,125	27.0%	104
Bought any large kitchen appliance in last 12 months	697	16.7%	103
Insurance (Adults/Households)			
Currently carry life insurance	4,240	52.7%	103
Carry medical/hospital/accident insurance	7,018	87.2%	102
Carry homeowner insurance	5,278	65.6%	106
Carry renter's insurance	895	11.1%	93
Have auto insurance: 1 vehicle in household covered	1,362	32.7%	107
Have auto insurance: 2 vehicles in household covered	1,404	33.7%	103
Have auto insurance: 3+ vehicles in household covered	1,024	24.6%	93
Pets (Households)			
Household owns any pet			
Household owns any cat	1,050	25.2%	109
Household owns any dog	1,746	41.9%	106
Psychographics (Adults)			
Buying American is important to me	2,905	36.1%	112
Usually buy items on credit rather than wait	994	12.4%	97
Usually buy based on quality - not price	1,203	15.0%	99
Price is usually more important than brand name	2,242	27.9%	103
Usually use coupons for brands I buy often	924	11.5%	104
Am interested in how to help the environment	1,419	17.6%	95
Usually pay more for environ safe product	909	11.3%	93
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
Reading (Adults)			
Bought digital book in last 12 months	1,334	16.6%	88
Bought hardcover book in last 12 months	2,195	27.3%	101
Bought paperback book in last 12 month	2,653	33.0%	97
Read any daily newspaper (paper version)	1,334	16.6%	108
Read any digital newspaper in last 30 days	3,755	46.7%	92
Read any magazine (paper/electronic version) in last 6 months	6,865	85.3%	98



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Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	5,508	68.5%	104
Went to family restaurant/steak house: 4+ times a month	1,679	20.9%	102
Went to fast food/drive-in restaurant in last 6 months	7,399	92.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	3,230	40.1%	103
Fast food/drive-in last 6 months: eat in	1,658	20.6%	101
Fast food/drive-in last 6 months: home delivery	982	12.2%	91
Fast food/drive-in last 6 months: take-out/drive-thru	5,129	63.7%	109
Fast food/drive-in last 6 months: take-out/walk-in	1,602	19.9%	89
Television & Electronics (Adults/Households)			
Own any tablet	4,665	58.0%	98
Own any e-reader	1,071	13.3%	93
Own e-reader/tablet: iPad	2,660	33.1%	89
HH has Internet connectable TV	1,830	44.0%	102
Own any portable MP3 player	943	11.7%	105
HH owns 1 TV	744	17.9%	98
HH owns 2 TVs	1,206	29.0%	102
HH owns 3 TVs	1,000	24.0%	105
HH owns 4+ TVs	932	22.4%	99
HH subscribes to cable TV	1,461	35.1%	103
HH subscribes to fiber optic	178	4.3%	81
HH owns portable GPS navigation device	976	23.4%	113
HH purchased video game system in last 12 mos	256	6.1%	77
HH owns any Internet video device for TV	2,214	53.2%	101
Travel (Adults)			
Domestic travel in last 12 months	4,225	52.5%	98
Took 3+ domestic non-business trips in last 12 months	1,046	13.0%	93
Spent on domestic vacations in last 12 months: <\$1,000	1,090	13.5%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	492	6.1%	96
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	323	4.0%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	307	3.8%	96
Spent on domestic vacations in last 12 months: \$3,000+	514	6.4%	96
Domestic travel in the 12 months: used general travel website	382	4.7%	85
Foreign travel in last 3 years	2,189	27.2%	82
Took 3+ foreign trips by plane in last 3 years	409	5.1%	70
Spent on foreign vacations in last 12 months: <\$1,000	493	6.1%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	180	2.2%	73
Spent on foreign vacations in last 12 months: \$3,000+	185	2.3%	54
Foreign travel in last 3 years: used general travel website	380	4.7%	74
Nights spent in hotel/motel in last 12 months: any	3,550	44.1%	97
Took cruise of more than one day in last 3 years	654	8.1%	80
Member of any frequent flyer program	1,920	23.9%	86
Member of any hotel rewards program	2,219	27.6%	96



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Summary Demographics	Census 2010	2023	2028			
Population	65,573	71,865	72,297			
Households	25,613	28,511	28,925			
Families	17,485	18,506	18,649			
Average Household Size	2.55	2.51	2.49			
Owner Occupied Housing Units	17,563	18,246	18,589			
Renter Occupied Housing Units	8,050	10,265	10,336			
Median Age	35.9	38.5	38.6			
Trends: 2023 - 2028 Annual Rate	Area	State	National			
Population	0.12%		0.77%			
Households	0.29%		0.75%			
Families	0.15%		0.68%			
Owner HHs	0.37%		0.92%			
Median Household Income	2.26%		2.70%			
Population Summary						
2000 Total Population		59,170	59,170			
2010 Total Population		65,573	65,573			
2023 Total Population		71,865	71,865			
2023 Group Quarters		259	259			
2028 Total Population		72,297	72,297			
2018-2023 Annual Rate		0.12%	0.12%			
2023 Total Daytime Population		59,685	59,685			
Workers		25,516	25,516			
Residents		34,169	34,169			
Housing Units by Occupancy Status and Tenure	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	27,336	100.0%	30,232	100.0%	30,633	100.0%
Occupied	25,613	93.7%	28,511	94.3%	28,925	94.4%
Owner	17,563	64.2%	18,246	60.4%	18,589	60.7%
Renter	8,050	29.4%	10,265	34.0%	10,336	33.7%
Vacant	1,723	6.3%	1,721	5.7%	1,708	5.6%
Owner Occupied Housing Units by Value	2023		2028			
	Number	Percent	Number	Percent		
Total	18,246	100.0%	18,589	100.0%		
<\$50,000	900	4.9%	589	3.2%		
\$50,000-\$99,999	489	2.7%	149	0.8%		
\$100,000-\$149,999	3,988	21.9%	1,924	10.4%		
\$150,000-\$199,999	5,018	27.5%	4,055	21.8%		
\$200,000-\$249,999	3,168	17.4%	3,576	19.2%		
\$250,000-\$299,999	1,624	8.9%	2,812	15.1%		
\$300,000-\$399,999	1,652	9.1%	2,820	15.2%		
\$400,000-\$499,999	455	2.5%	897	4.8%		
\$500,000-\$749,999	400	2.2%	984	5.3%		
\$750,000-\$999,999	463	2.5%	686	3.7%		
\$1,000,000-\$1,499,999	22	0.1%	27	0.1%		
\$1,500,000-\$1,999,999	57	0.3%	66	0.4%		
\$2,000,000+	10	0.1%	4	0.0%		
Median Value			\$187,326		\$236,039	



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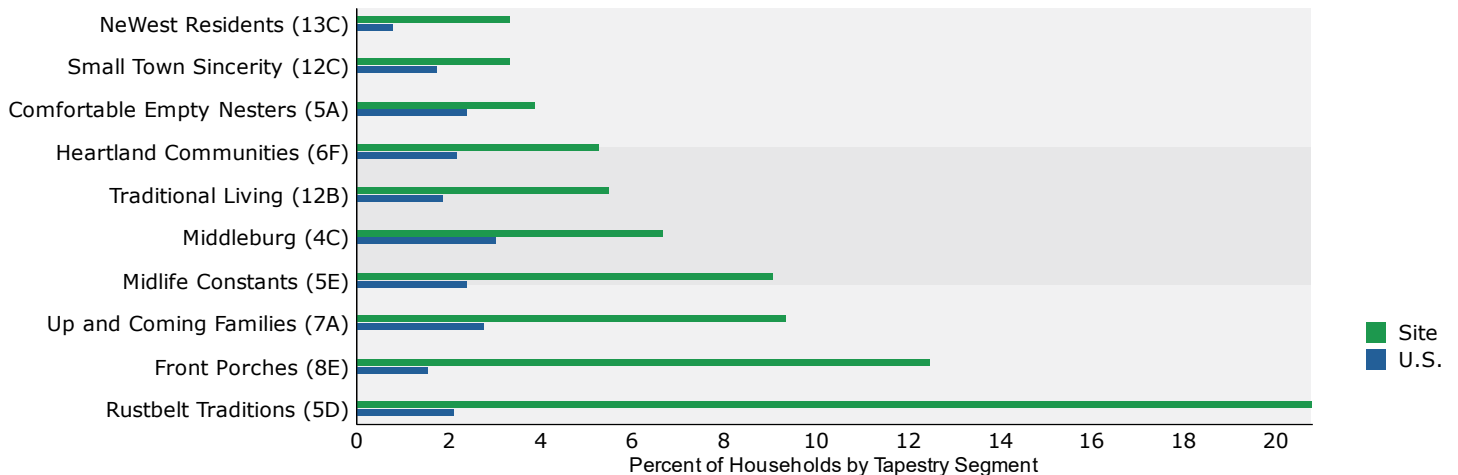
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Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rustbelt Traditions (5D)	20.8%	20.8%	2.1%	2.1%	970
2	Front Porches (8E)	12.5%	33.3%	1.6%	3.7%	788
3	Up and Coming Families (7A)	9.3%	42.7%	2.8%	6.5%	336
4	Midlife Constants (5E)	9.1%	51.7%	2.4%	8.9%	375
5	Middleburg (4C)	6.7%	58.4%	3.1%	12.0%	219
Subtotal		58.4%		12.0%		
6	Traditional Living (12B)	5.5%	63.9%	1.9%	13.9%	292
7	Heartland Communities (6F)	5.3%	69.2%	2.2%	16.1%	240
8	Comfortable Empty Nesters (5A)	3.9%	73.1%	2.4%	18.5%	161
9	Small Town Sincerity (12C)	3.4%	76.5%	1.8%	20.3%	189
10	NeWest Residents (13C)	3.4%	79.8%	0.8%	21.1%	420
Subtotal		21.5%		9.1%		
11	Home Improvement (4B)	2.9%	82.7%	1.7%	22.8%	170
12	Metro Fusion (11C)	2.5%	85.2%	1.5%	24.2%	174
13	Southern Satellites (10A)	2.4%	87.7%	3.1%	27.3%	79
14	Down the Road (10D)	2.4%	90.1%	1.2%	28.5%	209
15	Urban Edge Families (7C)	2.4%	92.4%	1.5%	30.0%	157
Subtotal		12.6%		9.0%		
16	Salt of the Earth (6B)	2.2%	94.6%	2.8%	32.8%	78
17	Bright Young Professionals (8C)	2.2%	96.8%	2.3%	35.1%	94
18	Young and Restless (11B)	1.9%	98.7%	1.8%	36.9%	109
19	Family Foundations (12A)	1.3%	100.0%	1.0%	37.9%	126
Subtotal		7.6%		7.9%		
Total		100.0%		37.9%		264

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Apparel (Adults)			
Bought any men's clothing in last 12 months	34,157	61.3%	100
Bought any women's clothing in last 12 months	29,032	52.1%	101
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	41,392	74.3%	100
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	11,295	20.3%	99
Bought a watch in last 12 months	7,627	13.7%	99
Automobiles (Households)			
HH owns/leases any vehicle	26,481	92.9%	102
HH bought/leased new vehicle last 12 mo	2,778	9.7%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	51,457	92.4%	102
Bought/changed motor oil in last 12 months	31,104	55.8%	109
Had tune-up in last 12 months	13,442	24.1%	97
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	22,241	39.9%	108
Drank beer/ale in last 6 months	21,785	39.1%	99
Cameras (Adults)			
Own digital point & shoot camera/camcorder	5,730	10.3%	94
Own digital SLR camera/camcorder	5,474	9.8%	91
Printed digital photos in last 12 months	15,031	27.0%	100
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	19,907	35.7%	102
Have a smartphone	52,165	93.6%	100
Have a smartphone: Android phone (any brand)	24,279	43.6%	113
Have a smartphone: Apple iPhone	28,804	51.7%	92
Number of cell phones in household: 1	9,019	31.6%	104
Number of cell phones in household: 2	10,836	38.0%	97
Number of cell phones in household: 3+	8,202	28.8%	100
HH has cell phone only (no landline telephone)	20,515	72.0%	105
Computers (Households)			
HH owns a computer	23,871	83.7%	98
HH owns desktop computer	11,238	39.4%	99
HH owns laptop/notebook	19,537	68.5%	97
HH owns any Apple/Mac brand computer	5,772	20.2%	84
HH owns any PC/non-Apple brand computer	20,514	72.0%	101
HH purchased most recent computer in a store	11,110	39.0%	100
HH purchased most recent computer online	7,332	25.7%	94
Spent <\$500 on most recent home computer	4,996	17.5%	111
Spent \$500-\$999 on most recent home computer	5,794	20.3%	100
Spent \$1,000-\$1,499 on most recent home computer	3,131	11.0%	91
Spent \$1,500-\$1,999 on most recent home computer	1,089	3.8%	83
Spent \$2,000+ on most recent home computer	1,230	4.3%	80



Retail Specialty Report

Search result
Ring: 3 mile radius

Prepared by Site To Do Business

Latitude: 38.11893
Longitude: -85.67790

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	37,241	66.8%	105
Bought brewed coffee at convenience store in last 30 days	6,699	12.0%	100
Bought cigarettes at convenience store in last 30 days	4,240	7.6%	125
Bought gas at convenience store in last 30 days	24,299	43.6%	111
Spent at convenience store in last 30 days: <\$20	3,724	6.7%	91
Spent at convenience store in last 30 days: \$20-\$39	5,627	10.1%	102
Spent at convenience store in last 30 days: \$40-\$50	4,783	8.6%	111
Spent at convenience store in last 30 days: \$51-\$99	4,064	7.3%	119
Spent at convenience store in last 30 days: \$100+	12,878	23.1%	111
Entertainment (Adults)			
Attended a movie in last 6 months	19,639	35.2%	95
Went to live theater in last 12 months	3,421	6.1%	90
Went to a bar/night club in last 12 months	9,121	16.4%	101
Dined out in last 12 months	28,627	51.4%	98
Gambled at a casino in last 12 months	6,204	11.1%	104
Visited a theme park in last 12 months	6,147	11.0%	95
Viewed movie (video-on-demand) in last 30 days	5,180	9.3%	84
Viewed TV show (video-on-demand) in last 30 days	3,660	6.6%	87
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	2,785	5.0%	83
Downloaded any individual song in last 6 months	11,111	19.9%	99
Watched a movie online in the last 30 days	18,373	33.0%	97
Watched a TV program online in last 30 days	11,818	21.2%	96
Played a video/electronic game (console) in last 12 months	7,514	13.5%	105
Played a video/electronic game (portable) in last 12 months	3,917	7.0%	106
Financial (Adults)			
Have home mortgage (1st)	21,402	38.4%	101
Used ATM/cash machine in last 12 months	34,457	61.8%	98
Own any stock	6,746	12.1%	81
Own U.S. savings bond	3,740	6.7%	94
Own shares in mutual fund (stock)	6,417	11.5%	84
Own shares in mutual fund (bonds)	3,997	7.2%	84
Have interest checking account	20,954	37.6%	96
Have non-interest checking account	21,605	38.8%	102
Have savings account	41,068	73.7%	100
Have 401K retirement savings plan	13,548	24.3%	100
Own/used any credit/debit card in last 12 months	51,379	92.2%	99
Avg monthly credit card expenditures: <\$111	7,209	12.9%	113
Avg monthly credit card expenditures: \$111-\$225	4,238	7.6%	99
Avg monthly credit card expenditures: \$226-\$450	5,349	9.6%	104
Avg monthly credit card expenditures: \$451-\$700	5,052	9.1%	99
Avg monthly credit card expenditures: \$701-\$1,000	4,347	7.8%	95
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	32,052	57.5%	98
Did banking on mobile device in last 12 months	26,276	47.2%	98
Paid bills online in last 12 months			



Retail Specialty Report

Search result
Ring: 3 mile radius

Prepared by Site To Do Business

Latitude: 38.11893
Longitude: -85.67790

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months			
Used bread in last 6 months	27,059	94.9%	100
Used chicken (fresh or frozen) in last 6 months	19,806	69.5%	100
Used turkey (fresh or frozen) in last 6 months	4,211	14.8%	100
Used fish/seafood (fresh or frozen) in last 6 months	16,872	59.2%	98
Used fresh fruit/vegetables in last 6 months	25,009	87.7%	99
Used fresh milk in last 6 months	23,778	83.4%	101
Used organic food in last 6 months	6,559	23.0%	89
Health (Adults)			
Exercise at home 2+ times per week	25,678	46.1%	94
Exercise at club 2+ times per week	6,165	11.1%	94
Visited a doctor in last 12 months	44,580	80.0%	100
Used vitamin/dietary supplement in last 6 months	36,302	65.2%	99
Home (Households)			
Any home improvement in last 12 months	11,773	41.3%	105
Used housekeeper/maid/professional HH cleaning service in last 12	7,902	27.7%	91
Purchased low ticket HH furnishings in last 12 months	7,033	24.7%	100
Purchased big ticket HH furnishings in last 12 months	8,049	28.2%	99
Bought any small kitchen appliance in last 12 months	7,664	26.9%	103
Bought any large kitchen appliance in last 12 months	4,872	17.1%	105
Insurance (Adults/Households)			
Currently carry life insurance	29,075	52.2%	102
Carry medical/hospital/accident insurance	47,523	85.3%	100
Carry homeowner insurance	34,908	62.7%	102
Carry renter's insurance	6,771	12.2%	102
Have auto insurance: 1 vehicle in household covered	9,150	32.1%	105
Have auto insurance: 2 vehicles in household covered	9,444	33.1%	101
Have auto insurance: 3+ vehicles in household covered	7,232	25.4%	96
Pets (Households)			
Household owns any pet			
Household owns any cat	7,071	24.8%	107
Household owns any dog	12,256	43.0%	109
Psychographics (Adults)			
Buying American is important to me	19,299	34.6%	108
Usually buy items on credit rather than wait	6,983	12.5%	98
Usually buy based on quality - not price	8,249	14.8%	98
Price is usually more important than brand name	15,964	28.7%	105
Usually use coupons for brands I buy often	6,267	11.2%	102
Am interested in how to help the environment	10,173	18.3%	98
Usually pay more for environ safe product	6,361	11.4%	94
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
Reading (Adults)			
Bought digital book in last 12 months	9,411	16.9%	89
Bought hardcover book in last 12 months	14,724	26.4%	98
Bought paperback book in last 12 month	18,169	32.6%	96
Read any daily newspaper (paper version)	7,934	14.2%	93
Read any digital newspaper in last 30 days	25,565	45.9%	91
Read any magazine (paper/electronic version) in last 6 months	47,325	84.9%	98



Retail Specialty Report

Search result
Ring: 3 mile radius

Prepared by Site To Do Business

Latitude: 38.11893
Longitude: -85.67790

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	38,234	68.6%	104
Went to family restaurant/steak house: 4+ times a month	11,820	21.2%	103
Went to fast food/drive-in restaurant in last 6 months	51,370	92.2%	102
Went to fast food/drive-in restaurant 9+ times/mo	23,199	41.6%	107
Fast food/drive-in last 6 months: eat in	12,074	21.7%	106
Fast food/drive-in last 6 months: home delivery	7,437	13.3%	100
Fast food/drive-in last 6 months: take-out/drive-thru	34,930	62.7%	107
Fast food/drive-in last 6 months: take-out/walk-in	11,228	20.2%	90
Television & Electronics (Adults/Households)			
Own any tablet	31,746	57.0%	97
Own any e-reader	7,001	12.6%	88
Own e-reader/tablet: iPad	18,108	32.5%	87
HH has Internet connectable TV	12,213	42.8%	99
Own any portable MP3 player	6,189	11.1%	99
HH owns 1 TV	4,936	17.3%	95
HH owns 2 TVs	8,015	28.1%	99
HH owns 3 TVs	6,771	23.7%	104
HH owns 4+ TVs	6,554	23.0%	102
HH subscribes to cable TV	9,221	32.3%	95
HH subscribes to fiber optic	1,155	4.1%	77
HH owns portable GPS navigation device	6,044	21.2%	102
HH purchased video game system in last 12 mos	1,922	6.7%	84
HH owns any Internet video device for TV	14,996	52.6%	100
Travel (Adults)			
Domestic travel in last 12 months	28,929	51.9%	97
Took 3+ domestic non-business trips in last 12 months	7,227	13.0%	93
Spent on domestic vacations in last 12 months: <\$1,000	7,531	13.5%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	3,504	6.3%	99
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	2,227	4.0%	105
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	2,128	3.8%	96
Spent on domestic vacations in last 12 months: \$3,000+	3,216	5.8%	87
Domestic travel in the 12 months: used general travel website	2,867	5.1%	92
Foreign travel in last 3 years	15,506	27.8%	84
Took 3+ foreign trips by plane in last 3 years	2,996	5.4%	74
Spent on foreign vacations in last 12 months: <\$1,000	3,415	6.1%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	1,464	2.6%	86
Spent on foreign vacations in last 12 months: \$3,000+	1,655	3.0%	70
Foreign travel in last 3 years: used general travel website	2,664	4.8%	75
Nights spent in hotel/motel in last 12 months: any	24,470	43.9%	97
Took cruise of more than one day in last 3 years	4,886	8.8%	87
Member of any frequent flyer program	12,680	22.8%	82
Member of any hotel rewards program	15,002	26.9%	93



Retail Specialty Report

Search result
Ring: 5 mile radius

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Latitude: 38.11893
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Summary Demographics	Census 2010	2023	2028
Population	140,384	153,168	154,725
Households	55,064	60,472	61,485
Families	37,298	39,153	39,607
Average Household Size	2.54	2.52	2.51
Owner Occupied Housing Units	37,136	39,764	40,513
Renter Occupied Housing Units	17,930	20,708	20,972
Median Age	35.9	38.7	39.2
Trends: 2023 - 2028 Annual Rate	Area	State	National
Population	0.20%		0.77%
Households	0.33%		0.75%
Families	0.23%		0.68%
Owner HHs	0.37%		0.92%
Median Household Income	2.47%		2.70%

Population Summary			
2000 Total Population		126,220	126,220
2010 Total Population		140,384	140,384
2023 Total Population		153,168	153,168
2023 Group Quarters		485	485
2028 Total Population		154,725	154,725
2018-2023 Annual Rate		0.20%	0.20%
2023 Total Daytime Population		139,649	139,649
Workers		64,985	64,985
Residents		74,664	74,664

Housing Units by Occupancy Status and Tenure	Census 2010		2023		2028	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	58,840	100.0%	64,183	100.0%	65,240	100.0%
Occupied	55,066	93.6%	60,472	94.2%	61,485	94.2%
Owner	37,136	63.1%	39,764	62.0%	40,513	62.1%
Renter	17,930	30.5%	20,708	32.3%	20,972	32.1%
Vacant	3,776	6.4%	3,711	5.8%	3,755	5.8%

Owner Occupied Housing Units by Value	2023		2028		
	Number	Percent	Number	Percent	
Total	39,765	100.0%	40,513	100.0%	
<\$50,000	2,279	5.7%	1,301	3.2%	
\$50,000-\$99,999	1,899	4.8%	968	2.4%	
\$100,000-\$149,999	6,964	17.5%	3,721	9.2%	
\$150,000-\$199,999	9,775	24.6%	7,816	19.3%	
\$200,000-\$249,999	6,886	17.3%	7,405	18.3%	
\$250,000-\$299,999	4,604	11.6%	6,821	16.8%	
\$300,000-\$399,999	4,462	11.2%	7,513	18.5%	
\$400,000-\$499,999	1,184	3.0%	2,170	5.4%	
\$500,000-\$749,999	889	2.2%	1,672	4.1%	
\$750,000-\$999,999	583	1.5%	898	2.2%	
\$1,000,000-\$1,499,999	74	0.2%	84	0.2%	
\$1,500,000-\$1,999,999	117	0.3%	125	0.3%	
\$2,000,000+	49	0.1%	19	0.0%	
Median Value			\$194,708		\$243,555



Retail Specialty Report

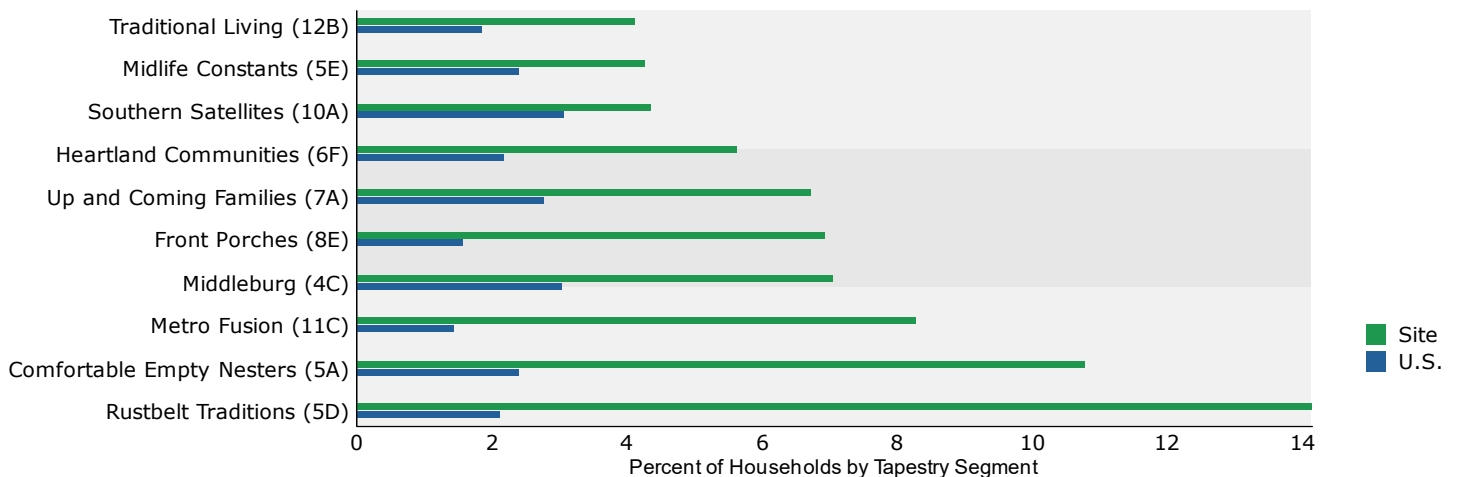
Search result
Ring: 5 mile radius

Prepared by Site To Do Business

Latitude: 38.11893
Longitude: -85.67790

Rank	Tapestry Segment	2023 Households		2023 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Rustbelt Traditions (5D)	14.2%	14.2%	2.1%	2.1%	659
2	Comfortable Empty Nesters (5A)	10.8%	25.0%	2.4%	4.6%	447
3	Metro Fusion (11C)	8.3%	33.3%	1.5%	6.0%	570
4	Middleburg (4C)	7.1%	40.3%	3.1%	9.1%	232
5	Front Porches (8E)	6.9%	47.3%	1.6%	10.7%	438
Subtotal		47.3%		10.7%		
6	Up and Coming Families (7A)	6.7%	54.0%	2.8%	13.4%	242
7	Heartland Communities (6F)	5.6%	59.7%	2.2%	15.6%	256
8	Southern Satellites (10A)	4.4%	64.0%	3.1%	18.7%	142
9	Midlife Constants (5E)	4.3%	68.3%	2.4%	21.2%	177
10	Traditional Living (12B)	4.1%	72.5%	1.9%	23.0%	219
Subtotal		25.1%		12.4%		
11	Down the Road (10D)	3.5%	76.0%	1.2%	24.2%	307
12	Bright Young Professionals (8C)	3.0%	79.0%	2.3%	26.5%	130
13	Salt of the Earth (6B)	3.0%	82.0%	2.8%	29.3%	107
14	Green Acres (6A)	2.3%	84.3%	3.3%	32.5%	71
15	City Commons (11E)	2.2%	86.4%	0.9%	33.4%	246
Subtotal		14.0%		10.5%		
16	Small Town Sincerity (12C)	2.0%	88.4%	1.8%	35.2%	111
17	NeWest Residents (13C)	1.6%	90.0%	0.8%	36.0%	198
18	Young and Restless (11B)	1.6%	91.6%	1.8%	37.8%	88
19	Family Foundations (12A)	1.4%	93.0%	1.0%	38.8%	135
20	Home Improvement (4B)	1.4%	94.3%	1.7%	40.5%	80
Subtotal		8.0%		7.1%		
Total		94.3%		40.5%		233

Top Ten Tapestry Segments Site vs. U.S.





Retail Specialty Report

Search result
Ring: 5 mile radius

Prepared by Site To Do Business

Latitude: 38.11893
Longitude: -85.67790

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	72,484	61.1%	100
Bought any women's clothing in last 12 months	62,368	52.6%	102
Bought clothing for child <13 years in last 6 months			
Bought any shoes in last 12 months	88,163	74.4%	100
Bought costume jewelry in last 12 months			
Bought any fine jewelry in last 12 months	24,581	20.7%	101
Bought a watch in last 12 months	16,567	14.0%	101
Automobiles (Households)			
HH owns/leases any vehicle	55,981	92.6%	101
HH bought/leased new vehicle last 12 mo	5,849	9.7%	96
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	109,310	92.2%	102
Bought/changed motor oil in last 12 months	65,750	55.5%	108
Had tune-up in last 12 months	28,643	24.2%	98
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months			
Drank regular cola in last 6 months	47,291	39.9%	108
Drank beer/ale in last 6 months	45,936	38.7%	98
Cameras (Adults)			
Own digital point & shoot camera/camcorder	12,233	10.3%	94
Own digital SLR camera/camcorder	11,610	9.8%	91
Printed digital photos in last 12 months	31,671	26.7%	99
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	41,918	35.4%	101
Have a smartphone	110,826	93.5%	100
Have a smartphone: Android phone (any brand)	51,232	43.2%	112
Have a smartphone: Apple iPhone	61,430	51.8%	92
Number of cell phones in household: 1	18,933	31.3%	103
Number of cell phones in household: 2	23,391	38.7%	99
Number of cell phones in household: 3+	17,170	28.4%	99
HH has cell phone only (no landline telephone)	43,131	71.3%	104
Computers (Households)			
HH owns a computer	50,549	83.6%	98
HH owns desktop computer	23,467	38.8%	97
HH owns laptop/notebook	41,420	68.5%	97
HH owns any Apple/Mac brand computer	12,093	20.0%	83
HH owns any PC/non-Apple brand computer	43,387	71.7%	101
HH purchased most recent computer in a store	23,452	38.8%	99
HH purchased most recent computer online	15,507	25.6%	93
Spent <\$500 on most recent home computer	10,635	17.6%	111
Spent \$500-\$999 on most recent home computer	12,206	20.2%	99
Spent \$1,000-\$1,499 on most recent home computer	6,564	10.9%	90
Spent \$1,500-\$1,999 on most recent home computer	2,319	3.8%	83
Spent \$2,000+ on most recent home computer	2,591	4.3%	79



Retail Specialty Report

Search result
Ring: 5 mile radius

Prepared by Site To Do Business

Latitude: 38.11893
Longitude: -85.67790

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 mos	79,473	67.0%	105
Bought brewed coffee at convenience store in last 30 days	14,342	12.1%	100
Bought cigarettes at convenience store in last 30 days	8,890	7.5%	123
Bought gas at convenience store in last 30 days	52,124	44.0%	112
Spent at convenience store in last 30 days: <\$20	8,231	6.9%	94
Spent at convenience store in last 30 days: \$20-\$39	11,779	9.9%	101
Spent at convenience store in last 30 days: \$40-\$50	9,925	8.4%	108
Spent at convenience store in last 30 days: \$51-\$99	8,490	7.2%	117
Spent at convenience store in last 30 days: \$100+	27,905	23.5%	113
Entertainment (Adults)			
Attended a movie in last 6 months	42,082	35.5%	96
Went to live theater in last 12 months	7,219	6.1%	89
Went to a bar/night club in last 12 months	18,924	16.0%	98
Dined out in last 12 months	60,543	51.1%	98
Gambled at a casino in last 12 months	13,050	11.0%	103
Visited a theme park in last 12 months	13,303	11.2%	96
Viewed movie (video-on-demand) in last 30 days	11,338	9.6%	86
Viewed TV show (video-on-demand) in last 30 days	7,916	6.7%	88
Watched any pay-per-view TV in last 12 months			
Downloaded a movie over the Internet in last 30 days	6,269	5.3%	88
Downloaded any individual song in last 6 months	23,674	20.0%	99
Watched a movie online in the last 30 days	38,554	32.5%	95
Watched a TV program online in last 30 days	25,288	21.3%	96
Played a video/electronic game (console) in last 12 months	15,458	13.0%	102
Played a video/electronic game (portable) in last 12 months	7,968	6.7%	101
Financial (Adults)			
Have home mortgage (1st)	45,346	38.3%	101
Used ATM/cash machine in last 12 months	73,352	61.9%	98
Own any stock	14,665	12.4%	83
Own U.S. savings bond	7,965	6.7%	94
Own shares in mutual fund (stock)	13,940	11.8%	86
Own shares in mutual fund (bonds)	8,678	7.3%	85
Have interest checking account	44,756	37.8%	96
Have non-interest checking account	45,637	38.5%	101
Have savings account	86,714	73.1%	99
Have 401K retirement savings plan	28,207	23.8%	98
Own/used any credit/debit card in last 12 months	109,289	92.2%	99
Avg monthly credit card expenditures: <\$111	14,905	12.6%	110
Avg monthly credit card expenditures: \$111-\$225	9,196	7.8%	101
Avg monthly credit card expenditures: \$226-\$450	11,272	9.5%	103
Avg monthly credit card expenditures: \$451-\$700	10,705	9.0%	98
Avg monthly credit card expenditures: \$701-\$1,000	8,987	7.6%	93
Avg monthly credit card expenditures: \$1,001+			
Did banking online in last 12 months	67,670	57.1%	97
Did banking on mobile device in last 12 months	55,413	46.7%	97
Paid bills online in last 12 months			



Retail Specialty Report

Search result
Ring: 5 mile radius

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Latitude: 38.11893
Longitude: -85.67790

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months			
Used bread in last 6 months	57,401	94.9%	100
Used chicken (fresh or frozen) in last 6 months	42,104	69.6%	100
Used turkey (fresh or frozen) in last 6 months	9,016	14.9%	101
Used fish/seafood (fresh or frozen) in last 6 months	36,030	59.6%	99
Used fresh fruit/vegetables in last 6 months	53,040	87.7%	99
Used fresh milk in last 6 months	50,596	83.7%	101
Used organic food in last 6 months	13,818	22.9%	88
Health (Adults)			
Exercise at home 2+ times per week	54,896	46.3%	94
Exercise at club 2+ times per week	13,292	11.2%	96
Visited a doctor in last 12 months	94,826	80.0%	100
Used vitamin/dietary supplement in last 6 months	77,575	65.4%	99
Home (Households)			
Any home improvement in last 12 months	24,474	40.5%	103
Used housekeeper/maid/professional HH cleaning service in last 12	17,043	28.2%	93
Purchased low ticket HH furnishings in last 12 months	15,072	24.9%	102
Purchased big ticket HH furnishings in last 12 months	17,021	28.1%	99
Bought any small kitchen appliance in last 12 months	16,043	26.5%	102
Bought any large kitchen appliance in last 12 months	10,367	17.1%	105
Insurance (Adults/Households)			
Currently carry life insurance	62,411	52.6%	103
Carry medical/hospital/accident insurance	100,517	84.8%	99
Carry homeowner insurance	74,594	62.9%	102
Carry renter's insurance	14,248	12.0%	101
Have auto insurance: 1 vehicle in household covered	19,124	31.6%	103
Have auto insurance: 2 vehicles in household covered	19,780	32.7%	100
Have auto insurance: 3+ vehicles in household covered	15,842	26.2%	99
Pets (Households)			
Household owns any pet			
Household owns any cat	14,717	24.3%	105
Household owns any dog	25,617	42.4%	107
Psychographics (Adults)			
Buying American is important to me	40,942	34.5%	108
Usually buy items on credit rather than wait	14,812	12.5%	98
Usually buy based on quality - not price	17,547	14.8%	98
Price is usually more important than brand name	33,564	28.3%	104
Usually use coupons for brands I buy often	13,421	11.3%	103
Am interested in how to help the environment	21,361	18.0%	97
Usually pay more for environ safe product	13,457	11.4%	93
Usually value green products over convenience			
Likely to buy a brand that supports a charity			
Reading (Adults)			
Bought digital book in last 12 months	20,319	17.1%	91
Bought hardcover book in last 12 months	31,189	26.3%	97
Bought paperback book in last 12 month	39,057	32.9%	97
Read any daily newspaper (paper version)	16,917	14.3%	93
Read any digital newspaper in last 30 days	54,585	46.0%	91
Read any magazine (paper/electronic version) in last 6 months	101,258	85.4%	98



Retail Specialty Report

Search result
Ring: 5 mile radius

Prepared by Site To Do Business

Latitude: 38.11893
Longitude: -85.67790

Product/Consumer Spending and Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	81,659	68.9%	104
Went to family restaurant/steak house: 4+ times a month	25,593	21.6%	105
Went to fast food/drive-in restaurant in last 6 months	109,004	92.0%	101
Went to fast food/drive-in restaurant 9+ times/mo	49,402	41.7%	107
Fast food/drive-in last 6 months: eat in	25,697	21.7%	106
Fast food/drive-in last 6 months: home delivery	15,288	12.9%	96
Fast food/drive-in last 6 months: take-out/drive-thru	73,615	62.1%	106
Fast food/drive-in last 6 months: take-out/walk-in	23,975	20.2%	91
Television & Electronics (Adults/Households)			
Own any tablet	67,903	57.3%	97
Own any e-reader	15,147	12.8%	89
Own e-reader/tablet: iPad	38,810	32.7%	88
HH has Internet connectable TV	25,859	42.8%	99
Own any portable MP3 player	13,069	11.0%	99
HH owns 1 TV	9,943	16.4%	90
HH owns 2 TVs	17,014	28.1%	99
HH owns 3 TVs	14,442	23.9%	104
HH owns 4+ TVs	14,317	23.7%	105
HH subscribes to cable TV	19,734	32.6%	96
HH subscribes to fiber optic	2,404	4.0%	76
HH owns portable GPS navigation device	12,591	20.8%	100
HH purchased video game system in last 12 mos	4,004	6.6%	83
HH owns any Internet video device for TV	31,804	52.6%	100
Travel (Adults)			
Domestic travel in last 12 months	61,661	52.0%	97
Took 3+ domestic non-business trips in last 12 months	15,513	13.1%	94
Spent on domestic vacations in last 12 months: <\$1,000	15,998	13.5%	99
Spent on domestic vacations in last 12 months: \$1,000-\$1,499	7,505	6.3%	99
Spent on domestic vacations in last 12 months: \$1,500-\$1,999	4,679	3.9%	103
Spent on domestic vacations in last 12 months: \$2,000-\$2,999	4,740	4.0%	101
Spent on domestic vacations in last 12 months: \$3,000+	6,889	5.8%	88
Domestic travel in the 12 months: used general travel website	6,120	5.2%	93
Foreign travel in last 3 years	33,151	28.0%	85
Took 3+ foreign trips by plane in last 3 years	6,356	5.4%	74
Spent on foreign vacations in last 12 months: <\$1,000	7,289	6.1%	79
Spent on foreign vacations in last 12 months: \$1,000-\$2,999	3,074	2.6%	85
Spent on foreign vacations in last 12 months: \$3,000+	3,721	3.1%	74
Foreign travel in last 3 years: used general travel website	5,621	4.7%	75
Nights spent in hotel/motel in last 12 months: any	52,301	44.1%	97
Took cruise of more than one day in last 3 years	11,087	9.4%	92
Member of any frequent flyer program	27,238	23.0%	83
Member of any hotel rewards program	32,544	27.5%	95