



# Trade Area Profile

*A Profile of the Trade Area*  
**Within a Five-Mile Radius**  
*From the Intersection of*  
**Main Street and Center Street**  
**Gardner, Kansas**

*Prepared For The:*  
**Southwest Johnson County Economic Development Corp.**  
May 18, 2021

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## TRADE AREA PROFILE

This report was prepared for the Southwest Johnson County Economic Development Corporation. It provides an overview of the salient socioeconomic and consumer market characteristics of the trade area within a five-mile radius from the intersection of Main Street and Center Street in Gardner, Kansas. The study produced estimates of the demographic characteristics of the trade area's current residents; an estimate of the rate of household growth since 2010; estimates of annual household expenditures; markets for selected consumer goods and services; and estimates of current business activity. The latest available weekday traffic counts on key arterial streets and highways are also provided.

## METHODOLOGY

Demographic data presented in this report were derived from a mathematical model formulated by CERI Inc. The model provides estimates of the current demographic characteristics and spending patterns of the populations of the zip codes or portions of zip codes located within any trade area in Johnson County. Table 1 provides detailed demographic characteristics for each zip code within the trade area as well as summary statistics for the trade area in total. Table 2 shows estimates of annual household and per capita expenditures in the trade area for selected goods and services.

Estimates of the current number of business establishments and jobs within the trade area, shown in Table 3, came from a business activity model also developed by CERI. The 24-hour weekday traffic counts, shown in Table 4, are taken from the Transportation File of the *CERI Economic Data Service*. The file contains a compilation of the latest traffic counts taken by the Kansas Department of Transportation, the Johnson County Public Works Department, and cities in Johnson County. A glossary of the terms used in CERI's socio-economic model is included as an appendix.

### ***Expiration Date:***

The CERI Trade Area Demographic and Business Activity Models used to develop this report are updated annually. The information contained in this report is current for one year from the date the report was prepared.

***Please Note:*** The base data used as independent variables in CERI's demographic and business activity models are discrete with each new update of the models and the methodology employed is constantly being refined. Therefore, direct comparison between figures presented in this report and in earlier reports for the same trade area might prove misleading and is not recommended.

## SUMMARY

### ***Demographic Characteristics:***

- Approximately 29,397 people currently reside in 10,407 households within the trade area.
- The average trade area household is composed of 2.82 persons vs. 2.53 in the Kansas City Metropolitan Area and 2.65 in the Nation.
- It is estimated that families make up 7,616 (73.2%) of the trade area's households while 2,791 (26.8%) are non-family households.
- Homeowners occupy 7,707 dwelling units, 74.1% of the trade area's total. The average value of homes in the trade area is \$246,847.
- Renters occupy 2,700 dwelling units, 25.9% of the trade area's total. The average monthly rent in the area is approximately \$1,113.
- The median age of the trade area's population is 32.4 years vs. 37.4 in the Kansas City Metropolitan Area and 38.1 in the U.S.
- Approximately 55.9% of the trade area's residents are in the "Household & Family Formation" (ages 25 to 44) and "Peak Earning" (ages 45 to 64) cohorts vs. 53.4% in the Kansas City Metropolitan Area and 52.5% in the nation.
- Annual per capita income of the population in the trade area is approximately \$42,702 – 117% of the Kansas City Metropolitan Area average and 125% of the national average.
- The average gross annual income of trade area households is \$120,628 - 131% of the Kansas City Metropolitan Area average and 133% of the national average.
- Median household income in the trade area is estimated to be \$96,773 – 148% of the Kansas City Metropolitan Area median and 153% of the national median.
- Approximately 10.4% of the trade area's households have gross annual incomes of less than \$25,000 vs. 18.2% in the Kansas City Metropolitan Area and 21.4% in the nation.
- Approximately 7.7% of the trade area's households have gross annual incomes greater than \$150,000 vs. 11.6% in the Kansas City Metropolitan Area and 12.1% in the nation.
- The annual market within the trade area for food consumed at home is estimated to total approximately \$67 million. Markets for other goods and services are shown in Table 2.

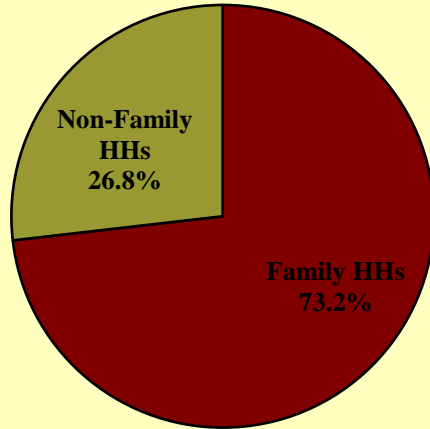
### ***Business Activity:***

- It is estimated that 1,034 business establishments are located within the trade area employing approximately 17,580 workers (see Table 3).

### ***Traffic Volume:***

- According to the latest available traffic counts, an average of 21,800 vehicles passes through the intersection of Main Street and Center Street each weekday. (See Table 4)

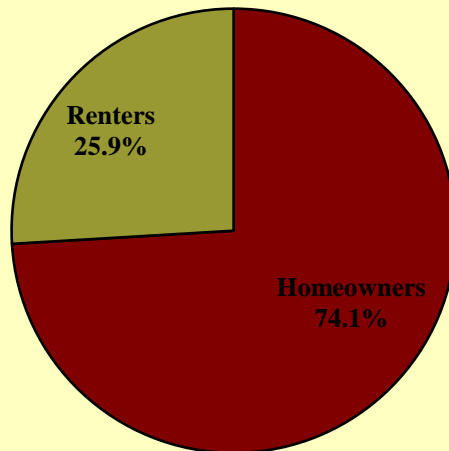
**Figure 1**  
**Household Composition**



**Average HH Size**

**Trade Area: 2.82**  
**K.C. Metro: 2.53**

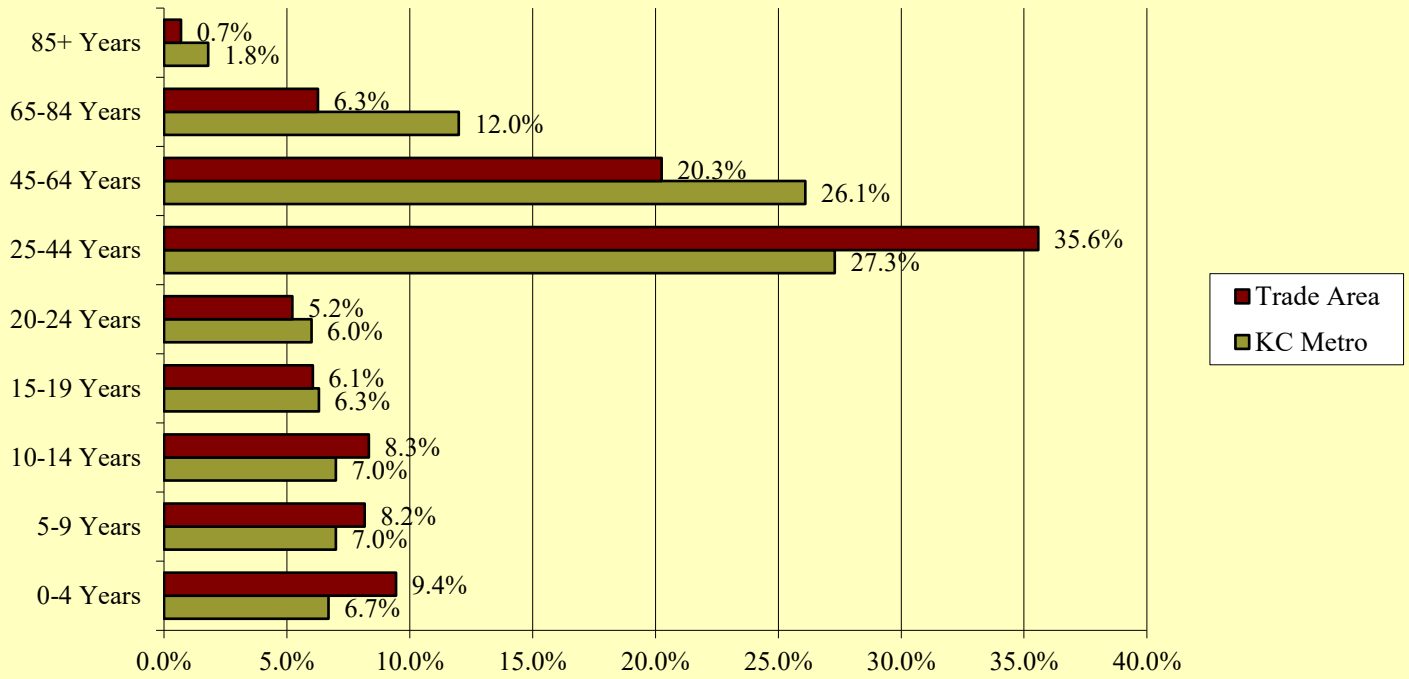
**Figure 2**  
**Residential Tenure**



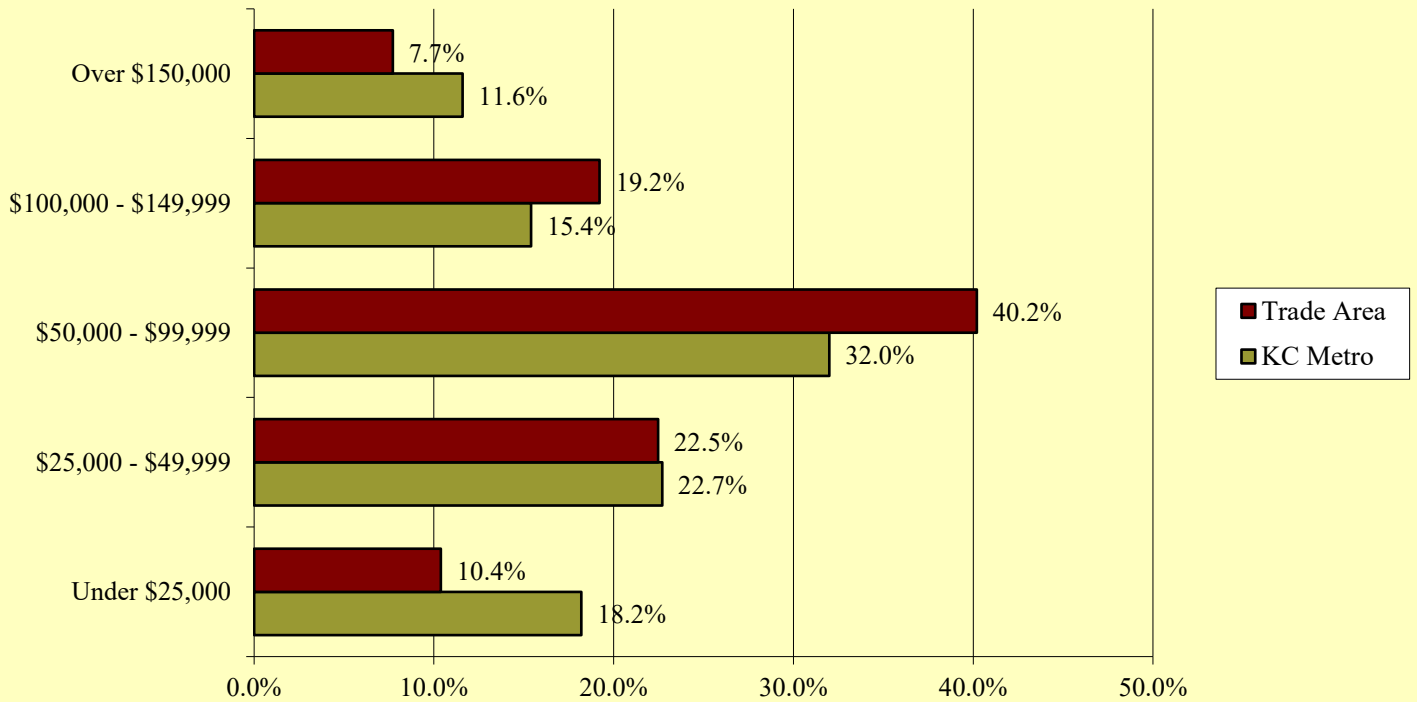
**Trade Area Average**

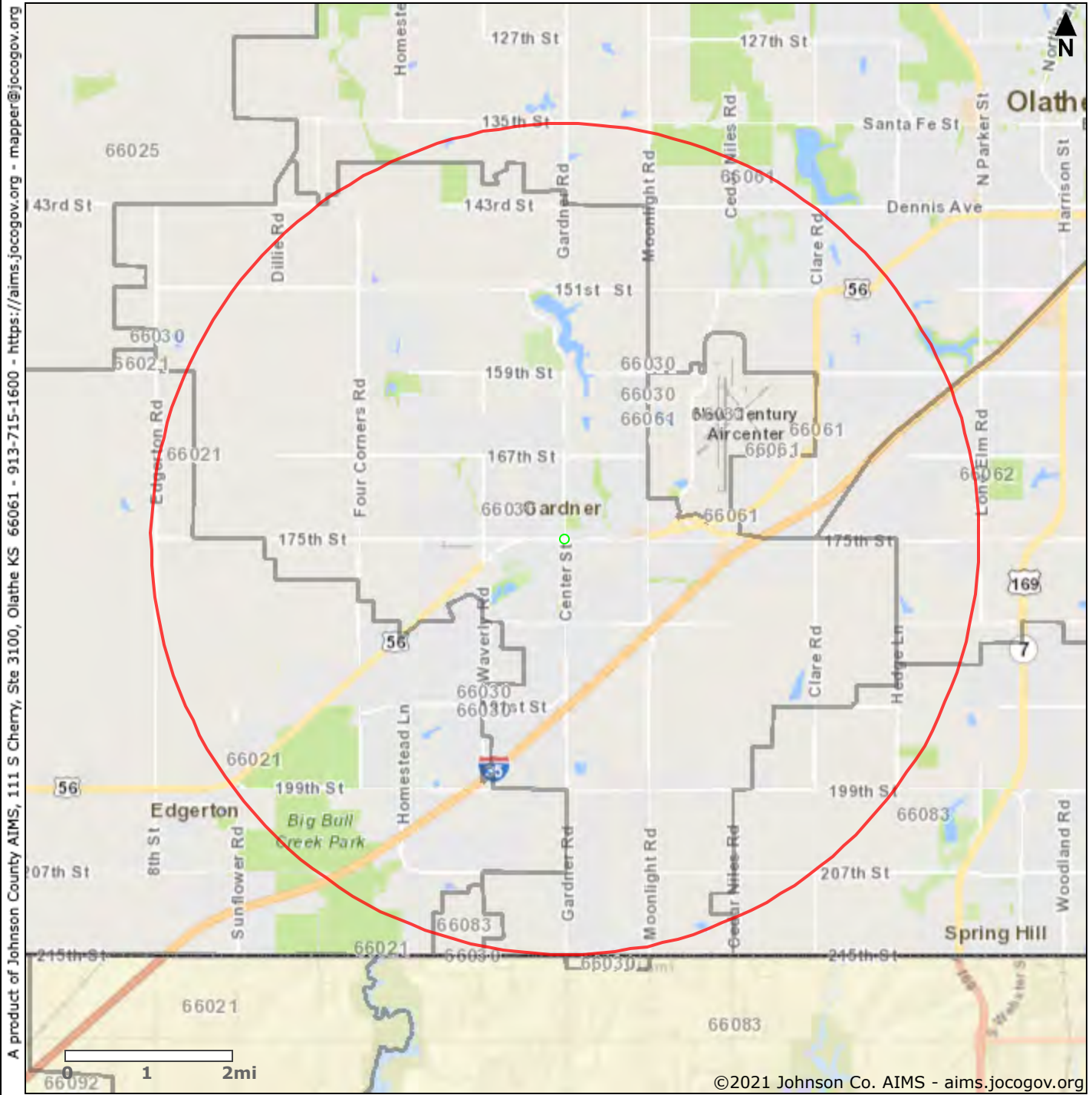
**Home Value: \$246,847**  
**Monthly Rent: \$1,113**

**Figure 3**  
**Age Distribution**



**Figure 4**  
**Income Distribution**





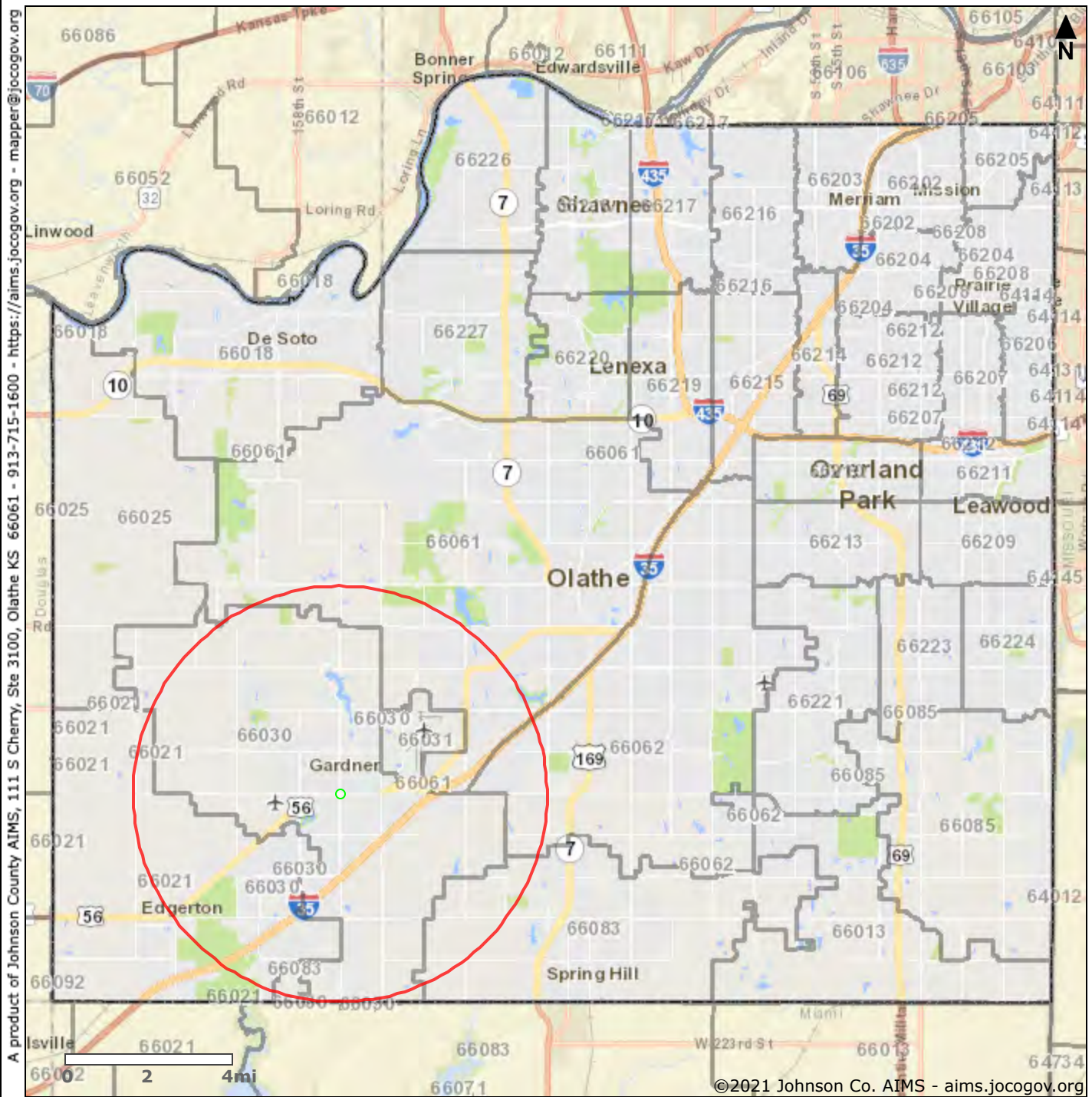
**Figure 5: 5-Mile Radius from Main St. & Center St. (Gardner, KS)**

**LEGEND**

□ Zip Code



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**Figure 6: Johnson Co. Map - 5-Mile Radius from Main & Center (Gardner)**



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**Figure 7: Aerial Photo, Main St. & Center St. (Gardner, KS)**

**LEGEND**

AIMS Imagery: 2020

Zip Code



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**Table 1: Page 1**  
**Demographic Characteristics**

	<u>66021</u>	<u>66030</u>	<u>66061</u>	<u>66062</u>
<b>Population</b>	305	24,675	3,045	977
<b>Households:</b>	119	8,757	1,065	327
<b>Family Households</b>	95	6,380	770	257
<b>Non-Family Households</b>	24	2,377	295	70
<b>Average Household Size</b>	2.55	2.81	2.85	2.97
<b>Homeowner Households:</b>	104	6,277	895	304
<b>Average Value of Homes</b>	\$326,818	\$220,179	\$370,784	\$358,461
<b>Renter Households:</b>	15	2,480	170	23
<b>Average Rent</b>	\$1,234	\$1,119	\$1,008	\$1,132
<b>White</b>	287	21,813	2,402	806
<b>Black</b>	2	888	195	58
<b>Asian or Pacific Islander</b>	1	469	100	54
<b>American Indian or Alaska Native</b>	2	123	12	4
<b>Two or More Races</b>	11	864	128	32
<b>Some Other Race</b>	3	518	207	23
<b>Hispanic of Any Race</b>	15	1,604	457	76
<b>Population Age 0-4</b>	18	2,394	262	76
<b>Population Age 5-9</b>	22	2,023	244	82
<b>Population Age 10-14</b>	22	2,073	238	85
<b>Population Age 15-19</b>	22	1,481	177	71
<b>Population Age 20-24</b>	18	1,283	161	56
<b>Population Age 25-44</b>	81	9,031	944	299
<b>Population Age 45-64</b>	90	4,787	734	234
<b>Population Age 65-84</b>	30	1,456	250	65
<b>Population Over 85</b>	2	148	37	10
<b>Median Age</b>	37.6	32.0	34.3	33.7
<b>Percapita Income:</b>	\$76,031	\$40,185	\$57,508	\$50,339
<b>Percent Of Kansas City MSA</b>	208%	110%	157%	138%
<b>Percent Of US</b>	223%	118%	169%	148%
<b>Average Household Income:</b>	\$193,880	\$112,920	\$163,897	\$149,506
<b>Percent Of Kansas City MSA</b>	210%	122%	177%	162%
<b>Percent Of US</b>	215%	125%	181%	165%
<b>Median Household Income:</b>	\$153,670	\$91,372	\$122,317	\$125,613
<b>Percent Of Kansas City MSA</b>	235%	140%	187%	192%
<b>Percent Of US</b>	244%	145%	194%	199%
<b>HHs Earning Less Than \$25,000</b>	12	884	137	29
<b>HHs \$25,000 to \$49,999</b>	26	2,005	227	54
<b>HHs \$50,000 to \$99,999</b>	55	3,573	373	126
<b>HHs \$100,000 to \$149,999</b>	18	1,673	206	78
<b>HHs Earning More Than \$150,000</b>	8	622	122	40
<b>Total Household Income</b>	\$23,085,260	\$988,811,822	\$174,542,209	\$48,871,962

**Table 1: Page 2**  
**Demographic Characteristics**

	<b>66083</b>
<b>Population</b>	394
<b>Households:</b>	139
<b>Family Households</b>	114
<b>Non-Family Households</b>	25
<b>Average Household Size</b>	2.82
<b>Homeowner Households:</b>	128
<b>Average Value of Homes</b>	\$358,674
<b>Renter Households:</b>	11
<b>Average Rent</b>	\$1,034
<b>White</b>	370
<b>Black</b>	6
<b>Asian or Pacific Islander</b>	3
<b>American Indian or Alaska Native</b>	3
<b>Two or More Races</b>	9
<b>Some Other Race</b>	4
<b>Hispanic of Any Race</b>	15
<b>Population Age 0-4</b>	25
<b>Population Age 5-9</b>	30
<b>Population Age 10-14</b>	32
<b>Population Age 15-19</b>	29
<b>Population Age 20-24</b>	18
<b>Population Age 25-44</b>	104
<b>Population Age 45-64</b>	109
<b>Population Age 65-84</b>	42
<b>Population Over 85</b>	5
<b>Median Age</b>	37.5
<b>Percapita Income:</b>	\$51,084
<b>Percent Of Kansas City MSA</b>	140%
<b>Percent Of US</b>	150%
<b>Average Household Income:</b>	\$144,056
<b>Percent Of Kansas City MSA</b>	156%
<b>Percent Of US</b>	159%
<b>Median Household Income:</b>	\$124,778
<b>Percent Of Kansas City MSA</b>	191%
<b>Percent Of US</b>	198%
<b>HHs Earning Less Than \$25,000</b>	18
<b>HHs \$25,000 to \$49,999</b>	26
<b>HHs \$50,000 to \$99,999</b>	58
<b>HHs \$100,000 to \$149,999</b>	26
<b>HHs Earning More Than \$150,000</b>	11
<b>Total Household Income</b>	\$20,023,743

**Table 1: Page 3**  
**Demographic Characteristics**

	<u>Trade Area</u>		<u>K.C.</u>	<u>U.S.</u>
	<u>Summary</u>		<u>Metro</u>	
<b>Population</b>	29,397		2,173,000	328,600,000
<b>Households:</b>	10,407		858,800	124,000,000
<b>Family Households</b>	7,616	73.2%	63.9%	65.5%
<b>Non-Family Households</b>	2,791	26.8%	36.1%	34.5%
<b>Average Household Size</b>	2.82		2.53	2.65
<b>Homeowner Households:</b>	7,707		64.6%	63.9%
<b>Average Value of Homes</b>	\$246,847		\$209,000	\$250,000
<b>Renter Households:</b>	2,700		35.4%	36.1%
<b>Average Rent</b>	\$1,113		\$1,070	\$1,595
<b>White</b>	25,678	87.3%	78.6%	72.6%
<b>Black</b>	1,149	3.9%	12.5%	12.7%
<b>Asian or Pacific Islander</b>	627	2.1%	2.8%	5.4%
<b>American Indian or Alaska Native</b>	144	0.5%	0.4%	0.8%
<b>Two or More Races</b>	1,044	3.5%	3.2%	3.1%
<b>Some Other Race</b>	756	2.6%	2.5%	5.4%
<b>Hispanic of Any Race</b>	2,167	7.4%	8.8%	17.6%
<b>Population Age 0-4</b>	2,774	9.4%	6.7%	6.2%
<b>Population Age 5-9</b>	2,401	8.2%	7.0%	6.4%
<b>Population Age 10-14</b>	2,449	8.3%	7.0%	6.5%
<b>Population Age 15-19</b>	1,780	6.1%	6.3%	6.6%
<b>Population Age 20-24</b>	1,536	5.2%	6.0%	7.0%
<b>Population Age 25-44</b>	10,459	35.6%	27.3%	26.4%
<b>Population Age 45-64</b>	5,954	20.3%	26.1%	26.1%
<b>Population Age 65-84</b>	1,842	6.3%	12.0%	13.0%
<b>Population Over 85</b>	201	0.7%	1.8%	1.9%
<b>Median Age</b>	32.4		37.4	38.1
<b>Percapita Income:</b>	\$42,702		\$36,528	\$34,098
<b>Percent Of Kansas City MSA</b>	117%		100%	93%
<b>Percent Of US</b>	125%		107%	100%
<b>Average Household Income:</b>	\$120,628		\$92,425	\$90,360
<b>Percent Of Kansas City MSA</b>	131%		100%	98%
<b>Percent Of US</b>	133%		102%	100%
<b>Median Household Income:</b>	\$96,773		\$65,423	\$63,055
<b>Percent Of Kansas City MSA</b>	148%		100%	96%
<b>Percent Of US</b>	153%		104%	100%
<b>HHs Earning Less Than \$25,000</b>	1,081	10.4%	18.2%	21.4%
<b>HHs \$25,000 to \$49,999</b>	2,339	22.5%	22.7%	22.5%
<b>HHs \$50,000 to \$99,999</b>	4,184	40.2%	32.0%	30.0%
<b>HHs \$100,000 to \$149,999</b>	2,001	19.2%	15.4%	14.1%
<b>HHs Earning More Than \$150,000</b>	803	7.7%	11.6%	12.1%
<b>Total Household Income</b>	\$1,255,334,996			

**Table 2: Page 1**  
**Annual Market Potential**

	<u>66021</u>	<u>66030</u>	<u>66061</u>	<u>66062</u>
<b>Food &amp; Beverages:</b>				
Food Consumed at Home	\$1,265,026	\$54,184,927	\$8,210,657	\$2,253,258
Food Consumed Away From Home	\$1,010,719	\$43,292,149	\$6,953,571	\$1,990,363
Alcoholic Beverages (consumed at, or away from home)	\$191,351	\$8,196,151	\$1,425,645	\$325,361
<b>Housing &amp; Household Expenses:</b>				
Shelter (owned & rented dwellings)	\$3,167,373	\$135,668,218	\$23,886,654	\$5,784,140
Utilities, Fuels & Public Services	\$1,101,587	\$47,184,325	\$7,926,340	\$1,787,237
Household Operations	\$277,568	\$11,889,068	\$2,705,069	\$632,296
Housekeeping & Garden Supplies	\$209,959	\$8,993,184	\$1,750,578	\$401,308
Household Textiles	\$51,482	\$2,205,123	\$540,201	\$142,458
Furniture	\$182,047	\$7,797,635	\$1,169,760	\$355,470
Floor Coverings	\$13,956	\$597,774	\$162,467	\$39,547
Major Appliances	\$99,552	\$4,264,124	\$655,959	\$142,008
Small Appliances, Misc. Housewares	\$40,317	\$1,726,904	\$304,625	\$98,417
Misc. Household Equipment	\$259,580	\$11,118,604	\$2,323,273	\$626,454
<b>Apparel:</b>				
Men's Apparel (16 and over)	\$129,945	\$5,565,944	\$974,800	\$302,891
Boys' Apparel (2 to 15)	\$39,077	\$1,673,768	\$270,101	\$78,644
Women's Apparel (16 and over)	\$215,541	\$9,232,293	\$2,022,709	\$562,640
Girls' Apparel (2 to 15)	\$49,311	\$2,112,136	\$328,995	\$106,956
Children Under 2	\$36,596	\$1,567,497	\$186,837	\$65,162
Footwear	\$117,850	\$5,047,873	\$775,778	\$284,915
Other Apparel Products & Services	\$100,172	\$4,290,692	\$852,950	\$236,381
<b>Transportation:</b>				
Vehicle Purchases	\$1,308,135	\$56,031,386	\$11,202,073	\$2,702,201
Vehicle Finance Charges	\$173,364	\$7,425,686	\$1,145,390	\$258,401
Gasoline & Motor Oil	\$660,890	\$28,307,938	\$4,804,950	\$1,101,912
Vehicle Maintenance & Repairs	\$257,409	\$11,025,616	\$2,128,313	\$486,693
Other Transportation	\$170,572	\$7,306,131	\$1,559,680	\$413,442
<b>Medical Care:</b>				
Medical Services (hospital & medical professional)	\$268,884	\$11,517,120	\$1,919,137	\$522,644
Medicine (prescription & nonprescription drugs)	\$158,477	\$6,788,060	\$1,072,280	\$255,705
Medical Supplies	\$36,906	\$1,580,781	\$294,471	\$99,765
<b>Insurance:</b>				
Health Insurance	\$475,121	\$20,350,897	\$3,586,451	\$799,021
Vehicle Insurance	\$386,114	\$16,538,425	\$2,906,122	\$711,839
Life & Other Personal Insurance	\$133,357	\$5,712,066	\$1,309,887	\$352,774
<b>Entertainment:</b>				
Fees & Admissions	\$208,719	\$8,940,048	\$1,876,489	\$474,110
Television, Radios & Sound Equipment	\$315,094	\$13,496,417	\$2,319,211	\$540,171
Pets, Toys, & Playground Equipment	\$173,674	\$7,438,970	\$1,226,623	\$276,377
Other Entertainment Supplies, Equipment & Services	\$192,592	\$8,249,287	\$2,045,049	\$333,450
<b>Education:</b>				
Tuition, Fees, Textbooks, Supplies	\$291,524	\$12,486,843	\$3,127,482	\$838,118
Books, Newspapers & Magazines	\$49,311	\$2,112,136	\$400,074	\$102,012
<b>Personal Care Products &amp; Services:</b>	\$204,067	\$8,740,790	\$1,730,269	\$462,875
<b>Miscellaneous</b>	\$250,896	\$10,746,655	\$1,815,564	\$508,713
<b>Cash Contributions:</b>	\$481,014	\$20,603,291	\$4,167,269	\$1,098,766

**Table 2: Page 2**  
**Annual Market Potential**

	<b><u>66083</u></b>
<b>Food &amp; Beverages:</b>	
Food Consumed at Home	\$941,939
Food Consumed Away From Home	\$797,724
Alcoholic Beverages (consumed at, or away from home)	\$163,552
<b>Housing &amp; Household Expenses:</b>	
Shelter (owned & rented dwellings)	\$2,740,313
Utilities, Fuels & Public Services	\$909,322
Household Operations	\$310,330
Housekeeping & Garden Supplies	\$200,829
Household Textiles	\$61,973
Furniture	\$134,197
Floor Coverings	\$18,638
Major Appliances	\$75,253
Small Appliances, Misc. Housewares	\$34,947
Misc. Household Equipment	\$266,529
<b>Apparel:</b>	
Men's Apparel (16 and over)	\$111,830
Boys' Apparel (2 to 15)	\$30,986
Women's Apparel (16 and over)	\$232,048
Girls' Apparel (2 to 15)	\$37,743
Children Under 2	\$21,434
Footwear	\$88,998
Other Apparel Products & Services	\$97,852
<b>Transportation:</b>	
Vehicle Purchases	\$1,285,119
Vehicle Finance Charges	\$131,401
Gasoline & Motor Oil	\$551,231
Vehicle Maintenance & Repairs	\$244,163
Other Transportation	\$178,929
<b>Medical Care:</b>	
Medical Services (hospital & medical professional)	\$220,166
Medicine (prescription & nonprescription drugs)	\$123,014
Medical Supplies	\$33,782
<b>Insurance:</b>	
Health Insurance	\$411,443
Vehicle Insurance	\$333,395
Life & Other Personal Insurance	\$150,272
<b>Entertainment:</b>	
Fees & Admissions	\$215,274
Television, Radios & Sound Equipment	\$266,063
Pets, Toys, & Playground Equipment	\$140,720
Other Entertainment Supplies, Equipment & Services	\$234,611
<b>Education:</b>	
Tuition, Fees, Textbooks, Supplies	\$358,789
Books, Newspapers & Magazines	\$45,897
<b>Personal Care Products &amp; Services:</b>	\$198,499
<b>Miscellaneous</b>	\$208,284
<b>Cash Contributions:</b>	\$478,075

**Table 2: Page 3**  
**Annual Market Potential**

	<b>Trade Area Summary</b>		
	<b>Trade Area</b>	<b>Household</b>	<b>Per Capita</b>
	<b>Expenditures</b>	<b>Expenditures</b>	<b>Expenditures</b>
<b>Food &amp; Beverages:</b>			
Food Consumed at Home	\$66,855,807	\$6,424	\$2,274
Food Consumed Away From Home	\$54,044,526	\$5,193	\$1,838
Alcoholic Beverages (consumed at, or away from home)	\$10,302,059	\$990	\$350
<b>Housing &amp; Household Expenses:</b>			
Shelter (owned & rented dwellings)	\$171,246,698	\$16,456	\$5,825
Utilities, Fuels & Public Services	\$58,908,810	\$5,661	\$2,004
Household Operations	\$15,814,331	\$1,520	\$538
Housekeeping & Garden Supplies	\$11,555,857	\$1,110	\$393
Household Textiles	\$3,001,237	\$288	\$102
Furniture	\$9,639,108	\$926	\$328
Floor Coverings	\$832,382	\$80	\$28
Major Appliances	\$5,236,896	\$503	\$178
Small Appliances, Misc. Housewares	\$2,205,210	\$212	\$75
Misc. Household Equipment	\$14,594,440	\$1,402	\$496
<b>Apparel:</b>			
Men's Apparel (16 and over)	\$7,085,410	\$681	\$241
Boys' Apparel (2 to 15)	\$2,092,576	\$201	\$71
Women's Apparel (16 and over)	\$12,265,233	\$1,179	\$417
Girls' Apparel (2 to 15)	\$2,635,140	\$253	\$90
Children Under 2	\$1,877,526	\$180	\$64
Footwear	\$6,315,414	\$607	\$215
Other Apparel Products & Services	\$5,578,046	\$536	\$190
<b>Transportation:</b>			
Vehicle Purchases	\$72,528,914	\$6,969	\$2,467
Vehicle Finance Charges	\$9,134,241	\$878	\$311
Gasoline & Motor Oil	\$35,426,922	\$3,404	\$1,205
Vehicle Maintenance & Repairs	\$14,142,194	\$1,359	\$481
Other Transportation	\$9,628,754	\$925	\$328
<b>Medical Care:</b>			
Medical Services (hospital & medical professional)	\$14,447,951	\$1,388	\$491
Medicine (prescription & nonprescription drugs)	\$8,397,535	\$807	\$286
Medical Supplies	\$2,045,705	\$197	\$70
<b>Insurance:</b>			
Health Insurance	\$25,622,933	\$2,462	\$872
Vehicle Insurance	\$20,875,893	\$2,006	\$710
Life & Other Personal Insurance	\$7,658,356	\$736	\$261
<b>Entertainment:</b>			
Fees & Admissions	\$11,714,639	\$1,126	\$398
Television, Radios & Sound Equipment	\$16,936,956	\$1,628	\$576
Pets, Toys, & Playground Equipment	\$9,256,364	\$889	\$315
Other Entertainment Supplies, Equipment & Services	\$11,054,988	\$1,062	\$376
<b>Education:</b>			
Tuition, Fees, Textbooks, Supplies	\$17,102,757	\$1,643	\$582
Books, Newspapers & Magazines	\$2,709,430	\$260	\$92
<b>Personal Care Products &amp; Services:</b>	\$11,336,500	\$1,089	\$386
<b>Miscellaneous</b>	\$13,530,113	\$1,300	\$460
<b>Cash Contributions:</b>	\$26,828,415	\$2,578	\$913

**Table 3:  
Business Activity**

<b>NAICS Code</b>	<b>Industry</b>	<b>No. of Firms</b>	<b>Percent Firms</b>	<b>Jobs</b>	<b>Percent Jobs</b>
11	Forestry, Fishing, Hunting & Agriculture Support	22	2.1%	102	0.6%
21	Mining/Extraction	11	1.1%	37	0.2%
22	Utilities	4	0.4%	21	0.1%
23	Construction	80	7.7%	705	4.0%
31	Manufacturing	55	5.3%	2,029	11.5%
42	Wholesale Trade	54	5.3%	1,134	6.4%
44	Retail Trade	155	14.9%	2,032	11.6%
48	Transportation & Warehousing	37	3.6%	4,025	22.9%
51	Information	27	2.6%	1,027	5.8%
52	Finance & Insurance	57	5.5%	615	3.5%
53	Real Estate & Rental & Leasing	29	2.8%	103	0.6%
54	Professional, Scientific & Technical Services	91	8.8%	436	2.5%
55	Management of Companies & Enterprises	1	0.1%	16	0.1%
56	Admin, Support, Waste Mgt, Remediation Services	50	4.8%	651	3.7%
61	Educational Services	26	2.5%	1,168	6.6%
62	Health Care & Social Assistance	145	14.1%	1,684	9.6%
71	Arts, Entertainment & Recreation	16	1.5%	162	0.9%
72	Accommodation & Food Services	81	7.8%	1,122	6.4%
81	Other Services	92	8.9%	510	2.9%
	<b>Trade Area Totals</b>	<b>1,034</b>	<b>100.0%</b>	<b>17,580</b>	<b>100.0%</b>

**Table 4**  
**24-Hour Weekday Traffic Counts**

<b>Location</b>	<b>Average Daily Traffic Count (Year Taken)</b>
<b><i>ON MAIN STREET:</i></b>	
East of Center Street	16,200 (2017)
West of Center Street	11,500 (2017)
<b><i>ON CENTER STREET:</i></b>	
North of Main Street	6,600 (2017)
South of Main Street	9,300 (2017)



## Glossary:

### Demographic Characteristics

**Household:** All individuals occupying a single dwelling unit.

**Family Household:** All members of a particular household related by blood, marriage, adoption or other legal arrangement. Includes households, with or without children, occupied by married couples or a male or female householder with no spouse present.

**Non-Family Household:** Unrelated persons sharing a household or a single person living alone. They may be independent consumers or two or more persons living together who use their incomes to make joint expenditures.

**Average Household Size:** An estimate of the average number of persons in a household as calculated by dividing total population by the total number of households.

**Average Annual Household Growth Rate:** The annual compound rate of change since 2000 in the number of households.

**Homeowner Household:** One or more individuals living in their own home, townhouse or condominium.

**Renter Household:** Those paying rent for their dwelling unit as well as those living rent free in lieu of wages.

**Race:** The racial composition of the population is expressed as a percentage of the population. It is reported for six categories: White, Black or African American, Asian or Pacific Islander, American Indian or Alaskan Native, Two or More Races for persons identifying themselves as multiracial, and Some Other Race for those who do not identify with any of the specified groups.

**Hispanic of Any Race:** Hispanic origin refers to ethnicity, not race, and is a self-identified category. As such, persons of Hispanic origin may be of any race.

**Age:** Estimates of the percentage of the population falling within each of nine age groups.

**Median Age:** An estimate of the point at which the population distribution is divided into two equal parts. Half the population is younger than this point and half the population is older than this point.

**Per Capita Income:** Defined as total household income divided by total population. (See Total Household Income)

**Average Household Income:** Defined as total household income divided by total number of households. (See Total Household Income)

**Median Household Income:** An estimate of the point at which the household income distribution is divided into two equal parts. Half the households have annual earnings below this point and half the households have annual earnings above this point.

**Total Household Income:** The aggregate of all wages and salaries, other labor-related income, proprietor's income, rental income, interest income and transfer payments of all households within the specified geography.

### Expenditure Categories

#### Food & Beverages:

**Food consumed at home:** Total expenditures for food at grocery stores or other food stores and food prepared by the household on trips. It excludes the purchase of nonfood items.

**Food consumed away from home:** All meals (breakfast, lunch, brunch and dinner) at restaurants, carryouts, and vending machines, including tips, plus meals as pay, special catered affairs such as weddings, and meals away from home on trips.

**Alcoholic beverages:** Includes beer and ale, wine, whiskey, gin, vodka, rum and other alcoholic beverages consumed at or away from home.

## **Housing & Household Expenses:**

**Shelter:** For owned dwellings: includes interest on mortgages, interest on home equity loans and lines of credit, property taxes and insurance, refinancing and prepayment charges, ground rent, expenses for property management and security, homeowners coverage, expenses for repairs and maintenance for dwellings used or maintained by the consumer unit. Note: Mortgage principal repayments are payments of loans and are not included in this category. For rented dwellings: includes rent paid for primary dwelling and also includes all expenses for vacation homes, schools, college, hotels, motels, and other lodging while out of town.

**Utilities, fuels, and public services:** Includes natural gas, electricity, fuel oil, wood, kerosene, coal, bottled gas, water, garbage and trash collection, sewerage maintenance, septic tank cleaning, telephone charges, and other public services.

**Household Operations:** Includes baby-sitting; day care, nursery school, and preschool tuition; care of the elderly, invalids and handicapped; adult day care; and domestic and other duties. This category also includes housekeeping services, gardening and lawn care services, coin-operated laundry and dry-cleaning, termite and pest control products and services, home security system service fees, moving, storage, and freight expenses, repair of household appliances and other household equipment, repair of computer systems for home use, computer information services, reupholstering and furniture repair, rental and repair of lawn and gardening tools, and rental of other household equipment.

**Housekeeping and garden supplies:** Includes laundry and cleaning supplies, cleaning and toilet tissues, stationary supplies, postage, miscellaneous household products and lawn and garden supplies.

**Household Textiles:** Includes bathroom, bedroom, kitchen and dining room, other linens, curtains and drapes, slipcovers and decorative pillows, and sewing materials.

**Furniture:** Includes living room, dining room, kitchen, bedroom, nursery, porch, lawn, and outdoor furniture.

**Floor Coverings:** Includes new and replacement wall-to-wall carpets, room-size rugs, and other non-permanent floor coverings.

**Major Appliances:** Includes refrigerators and freezers, dishwashers and garbage disposals, stoves and ovens, vacuum cleaners, microwaves, air-conditioners, sewing machines, washing machines and dryers, and floor cleaning equipment.

**Small Appliances/Misc. Housewares:** Includes small electrical kitchen appliances, portable heating and cooling equipment, china and other dinnerware, flatware, glassware, silver and other serving pieces, non-electric cookware, and plastic dinnerware (excludes personal care appliances).

**Miscellaneous Household Equipment:** Includes typewriters, luggage, lamps and light fixtures, window coverings, clocks, lawnmowers and gardening equipment, other hand and power tools, telephone answering devices, telephones and accessories, computers and computer hardware for home use, computer software and accessories for home use, calculators, business equipment for home use, floral arrangements and house plants, rental furniture, closet and storage items, other household decorative items, infants' equipment, outdoor equipment, smoke alarms, other household appliances, and other small miscellaneous furnishings.

## **Apparel and Services**

**Men's and boys' apparel:** Includes coats, jackets, sweaters, vests, sport coats, tailored jackets, trousers, slacks, shorts, sportswear, shirts, underwear, nightwear, hosiery, uniforms and other accessories.

**Women's and girls' apparel:** Includes coats, jackets, furs, sport coats, tailored jackets, sweaters, vests, blouses, shirts, dresses, dungarees, culottes, slacks, shorts, sportswear, underwear, nightwear, uniforms, hosiery and other accessories.

**Children Under 2:** Includes coats, jackets, snowsuits, underwear, diapers, dresses, crawlers and other sleeping garments, hosiery, footwear, and accessories.

**Other apparel products & services:** Includes material for making clothes, shoe repair, alterations and repairs, sewing patterns and notions, clothing rental, clothing storage, dry cleaning and sent-out laundry, watches, jewelry, and repairs to watches and jewelry.

## **Transportation**

**Vehicle purchases:** Includes the net outlay (purchase price minus trade-in value) on new and used domestic and imported cars and trucks and other vehicles, including motorcycles and private planes.

**Vehicle Finance Charges:** Includes the dollar amount of interest paid for a loan contracted for the purchase of vehicles described above.

**Gasoline and motor oil:** Includes purchases of gasoline, diesel fuel and motor oil.

**Vehicle maintenance and repairs:** Includes tires, batteries, lubrication, filters, coolant, additives, brake and transmission fluids, oil change, brake adjustment and repair, front-end alignment, wheel balancing, steering repair, shock absorber replacement, clutch and transmission repair, electrical system repair, exhaust system repair, body work and painting, engine repair, repair to cooling system, drive train repair, drive shaft and rear-end repair, tire repair, other maintenance and services, and auto repair policies.

**Other transportation:** Includes fares for mass transit, buses, trains, airlines, taxis, school buses for which a fee is charged, and boats.

## **Medical Care:**

**Medical services:** Includes hospital room and services, physicians' services, service by a professional other than physician, eye and dental care, lab tests, x rays, medical care in a retirement community, care in convalescent or nursing home and other medical care.

**Medicine:** Includes prescription and nonprescription drugs, internal and respiratory over-the-counter drugs.

**Medical supplies:** Includes topicals and dressings, antiseptics, bandages, cotton, first aid kits, contraceptives, syringes, ice bags, thermometers, sunlamps, vaporizers, heating pads, medical appliances (such as braces, canes, crutches and walkers, eyeglasses and hearing aids) and rental and repair of medical equipment.

## **Insurance:**

**Health insurance:** Includes health maintenance plans, Blue Cross/Blue Shield, commercial health insurance, Medicare, Medicare supplemental insurance and other health insurance.

**Vehicle insurance:** Includes the premiums paid for insuring cars, trucks and other vehicles.

**Life and other personal insurance:** Includes premiums for whole life and term insurance; endowments; income and other life insurance; mortgage guarantee insurance; mortgage life insurance; premiums for personal liability, accident and disability, and other nonhealth insurance other than for homes and

## **Education**

**Tuition, Fees, Textbooks & Supplies:** Includes tuition, fees, textbooks, supplies, and equipment for public and private elementary and high schools, colleges and universities and other schools.

**Books, Newspapers & Magazines:** Includes subscriptions for newspapers, magazines and books through book clubs; the purchase of single copy newspapers and magazines, newsletters, books and encyclopedias and other reference books.

## **Other Expenditures**

**Personal care products and services:** Includes products for the hair, oral hygiene products, shaving needs, cosmetics and bath products, electric personal care appliances, other personal care products and personal care services for males and females.

**Miscellaneous:** Includes safe deposit box rental, checking account fees and other bank service charges, credit card memberships, legal fees, accounting fees, funerals, cemetery lots, union dues, occupational expenses, expenses for other properties, and finance charges other than those for mortgages and vehicles.

**Cash Contributions:** Includes cash contributed to persons or organizations outside the consumer unit, including alimony and child support payments; care of students away from home; and contributions to religious, educational, charitable or political organizations.