

Traffic Count Profile

Polygon 3
Area: 10.81 square miles

Prepared by Esri

Distance:	Street:	Closest Cross-street:	Year of Count:	Count:
0.33	Hobbs Road Southeast	Chunn Rd SE (0.02 miles W)	2018	8,434
0.36	Chaney Thompson Rd SE	Shirley Ct SE (0.04 miles N)	2018	2,134
0.38	Chaney Thompson Road Southeast	Wynterhall Rd SE (0.01 miles S)	2018	2,044
0.49	Hobbs Road Southeast	Branscomb Rd SE (0.04 miles W)	2018	6,000
0.51	Hobbs Rd SE	Wynterhall Rd SE (0.03 miles W)	2017	8,600
0.52	Chaney Thompson Rd SE	Chaney Pl Dr SE (0.05 miles N)	2015	3,600
0.68	Hobbs Rd SE	Clovercrest Dr SE (0.1 miles E)	2017	6,000
0.75	Branscomb Road Southeast	Versailles Dr SE (0.02 miles N)	2014	6,090
0.75	Mountain Gap Rd SE	Branscomb Rd SE (0.03 miles E)	2017	6,330
0.76	Chaney Thompson Road Southeast	Chaney Pl Dr SE (0.05 miles N)	2014	1,940
0.77	Mountain Gap Road Southeast	Versailles Dr SE (0.0 miles E)	2018	6,208
0.82	Memorial Parkway Southwest	Memorial Pkwy SW (0.05 miles N)	2018	29,635
0.86	Bailey Cove Rd SE	Lyngate Dr SE (0.06 miles N)	2017	11,320
0.88	Bailey Cove Rd SE	Presidents Way SE (0.04 miles S)	2017	5,870
0.91	Memorial Pkwy SW	Southpark Blvd SW (0.02 miles S)	2017	44,560
0.92	Mountain Gap Rd SE	Todd Mill Rd SE (0.07 miles W)	2018	6,570
0.92	Mountain Gap Rd SE	Brandywine Dr SE (0.09 miles NW)	2018	7,363
0.93	Memorial Parkway Southwest	Memorial Pkwy SW (0.05 miles S)	2018	44,867
0.96	Bailey Cove Road Southeast	Stone Creek Ln SE (0.03 miles N)	2018	11,971
0.96	Memorial Pkwy SW	Veterans Dr SE (0.38 miles N)	2017	30,220
1.05	Gallop Drive Southeast	Bailey Cove Rd SE (0.0 miles SE)	2018	5,923
1.06	Hobbs Rd SE	Memorial Pkwy SW (0.23 miles E)	2018	10,551
1.14	Redstone Rd SW	Temperance St SW (0.05 miles W)	2017	4,390
1.15	Todd Mill Rd SE	Hobbs Pl SE (0.11 miles S)	2018	2,475
1.18	Mountain Gap Road Southeast	Chicamauga Trl SE (0.0 miles E)	2018	7,530
1.19	Towne Park Drive Southwest	Temperance St SW (0.05 miles N)	2014	4,220
1.19	Willena Drive Southeast	Gawain Rd SE (0.12 miles NE)	2014	6,310
1.20	Redstone Road Southwest	Temperance St SW (0.01 miles E)	2018	4,471
1.24	Chaney Thompson Rd SE	Green Cove Rd SE (0.12 miles S)	2017	2,020
1.30	Mountain Gap Rd SE	Hillwood Dr SE (0.04 miles E)	2017	7,680

Data Note: The Traffic Profile displays up to 30 of the closest available traffic counts within the largest radius around your site. The years of the counts in the database range from 2020 to 2000. Esri removes counts that are older than 2000 from the Kalibrate provided database. Traffic counts are identified by the street on which they were recorded, along with the distance and direction to the closest cross-street. Distances displayed as 0.00 miles (due to rounding), are closest to the site. A traffic count is defined as the two-way Average Daily Traffic (ADT) that passes that location.

Source: ©2020 Kalibrate Technologies (Q4 2020).

Restaurant Market Potential

Polygon 3
Area: 10.81 square miles

Prepared by Esri

Demographic Summary

	2020	2025
Population	19,296	20,340
Population 18+	15,573	16,463
Households	8,130	8,613
Median Household Income	\$75,429	\$80,906

Product/Consumer Behavior

	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	12,314	79.1%	107
Went to family restaurant/steak house 4+ times/month	4,684	30.1%	115
Spent at family restaurant last 30 days: <\$1-30	1,298	8.3%	106
Spent at family restaurant last 30 days: \$31-50	1,622	10.4%	113
Spent at family restaurant last 30 days: \$51-100	2,756	17.7%	119
Spent at family restaurant last 30 days: \$101-200	1,664	10.7%	114
Went to family restaurant last 6 months: for breakfast	2,490	16.0%	124
Went to family restaurant last 6 months: for lunch	3,157	20.3%	109
Went to family restaurant last 6 months: for dinner	8,225	52.8%	117
Went to family restaurant last 6 months: for snack	264	1.7%	86
Went to family restaurant last 6 months: on weekday	5,418	34.8%	117
Went to family restaurant last 6 months: on weekend	7,278	46.7%	116
Went to family restaurant last 6 months: Applebee's	3,436	22.1%	111
Went to family restaurant last 6 months: Bob Evans	550	3.5%	117
Went to family restaurant last 6 months: Buffalo Wild Wings	1,780	11.4%	119
Went to family restaurant last 6 months: California Pizza Kitchen	324	2.1%	78
Went to family restaurant last 6 months: The Cheesecake Factory	1,144	7.3%	104
Went to family restaurant last 6 months: Chili's Grill & Bar	1,911	12.3%	116
Went to family restaurant last 6 months: Cici's	277	1.8%	82
Went to family restaurant last 6 months: Cracker Barrel	2,105	13.5%	120
Went to family restaurant last 6 months: Denny's	1,341	8.6%	97
Went to family restaurant last 6 months: Golden Corral	1,080	6.9%	99
Went to family restaurant last 6 months: IHOP	1,726	11.1%	113
Went to family restaurant last 6 months: Logan's Roadhouse	464	3.0%	96
Went to family restaurant last 6 months: LongHorn Steakhouse	1,200	7.7%	144
Went to family restaurant last 6 months: Olive Garden	2,944	18.9%	122
Went to family restaurant last 6 months: Outback Steakhouse	1,559	10.0%	125
Went to family restaurant last 6 months: Red Lobster	1,675	10.8%	113
Went to family restaurant last 6 months: Red Robin	1,373	8.8%	130
Went to family restaurant last 6 months: Ruby Tuesday	723	4.6%	114
Went to family restaurant last 6 months: Texas Roadhouse	2,107	13.5%	130
Went to family restaurant last 6 months: T.G.I. Friday's	804	5.2%	104
Went to family restaurant last 6 months: Waffle House	1,078	6.9%	109
Went to family restaurant last 6 months: fast food/drive-in	14,497	93.1%	103
Went to fast food/drive-in restaurant 9+ times/month	6,339	40.7%	104
Spent at fast food restaurant last 30 days: <\$1-10	688	4.4%	109
Spent at fast food restaurant last 30 days: \$11-\$20	1,637	10.5%	104
Spent at fast food restaurant last 30 days: \$21-\$40	2,581	16.6%	103
Spent at fast food restaurant last 30 days: \$41-\$50	1,347	8.6%	103
Spent at fast food restaurant last 30 days: \$51-\$100	2,985	19.2%	112
Spent at fast food restaurant last 30 days: \$101-\$200	1,614	10.4%	116
Spent at fast food restaurant last 30 days: \$201+	567	3.6%	110

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GRK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

February 17, 2021

Restaurant Market Potential

Polygon 3
Area: 10.81 square miles

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Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Went to fast food restaurant in the last 6 months: eat in	6,111	39.2%	110
Went to fast food restaurant in the last 6 months: home delivery	1,363	8.8%	104
Went to fast food restaurant in the last 6 months: take-out/drive-thru	8,182	52.5%	115
Went to fast food restaurant in the last 6 months: take-out/walk-in	3,447	22.1%	107
Went to fast food restaurant in the last 6 months: breakfast	5,898	37.9%	109
Went to fast food restaurant in the last 6 months: lunch	8,411	54.0%	110
Went to fast food restaurant in the last 6 months: dinner	7,980	51.2%	112
Went to fast food restaurant in the last 6 months: snack	1,945	12.5%	101
Went to fast food restaurant in the last 6 months: weekday	10,223	65.6%	113
Went to fast food restaurant in the last 6 months: weekend	7,903	50.7%	109
Went to fast food restaurant in the last 6 months: A & W	472	3.0%	108
Went to fast food restaurant in the last 6 months: Arby's	3,261	20.9%	120
Went to fast food restaurant in the last 6 months: Baskin-Robbins	521	3.3%	98
Went to fast food restaurant in the last 6 months: Boston Market	436	2.8%	89
Went to fast food restaurant in the last 6 months: Burger King	4,540	29.2%	102
Went to fast food restaurant in the last 6 months: Captain D's	464	3.0%	90
Went to fast food restaurant in the last 6 months: Carl's Jr.	725	4.7%	80
Went to fast food restaurant in the last 6 months: Checkers	392	2.5%	73
Went to fast food restaurant in the last 6 months: Chick-fil-A	4,968	31.9%	124
Went to fast food restaurant in the last 6 months: Chipotle Mex. Grill	2,155	13.8%	110
Went to fast food restaurant in the last 6 months: Chuck E. Cheese's	363	2.3%	88
Went to fast food restaurant in the last 6 months: Church's Fr. Chicken	440	2.8%	79
Went to fast food restaurant in the last 6 months: Cold Stone Creamery	508	3.3%	111
Went to fast food restaurant in the last 6 months: Dairy Queen	2,774	17.8%	113
Went to fast food restaurant in the last 6 months: Del Taco	495	3.2%	81
Went to fast food restaurant in the last 6 months: Domino's Pizza	2,236	14.4%	110
Went to fast food restaurant in the last 6 months: Dunkin' Donuts	2,314	14.9%	110
Went to fast food restaurant in the last 6 months: Five Guys	1,721	11.1%	120
Went to fast food restaurant in the last 6 months: Hardee's	1,045	6.7%	109
Went to fast food restaurant in the last 6 months: Jack in the Box	1,000	6.4%	84
Went to fast food restaurant in the last 6 months: Jimmy John's	1,171	7.5%	131
Went to fast food restaurant in the last 6 months: KFC	2,967	19.1%	94
Went to fast food restaurant in the last 6 months: Krispy Kreme	1,015	6.5%	116
Went to fast food restaurant in the last 6 months: Little Caesars	1,906	12.2%	99
Went to fast food restaurant in the last 6 months: Long John Silver's	454	2.9%	85
Went to fast food restaurant in the last 6 months: McDonald's	8,453	54.3%	106
Went to fast food restaurant in the last 6 months: Panda Express	1,715	11.0%	114
Went to fast food restaurant in the last 6 months: Panera Bread	2,605	16.7%	132
Went to fast food restaurant in the last 6 months: Papa John's	1,490	9.6%	116
Went to fast food restaurant in the last 6 months: Papa Murphy's	984	6.3%	148
Went to fast food restaurant in the last 6 months: Pizza Hut	2,440	15.7%	100
Went to fast food restaurant in the last 6 months: Popeyes Chicken	1,403	9.0%	97
Went to fast food restaurant in the last 6 months: Sonic Drive-In	1,981	12.7%	105
Went to fast food restaurant in the last 6 months: Starbucks	3,123	20.1%	110
Went to fast food restaurant in the last 6 months: Steak 'n Shake	994	6.4%	117
Went to fast food restaurant in the last 6 months: Subway	4,309	27.7%	113
Went to fast food restaurant in the last 6 months: Taco Bell	4,894	31.4%	109
Went to fast food restaurant in the last 6 months: Wendy's	4,552	29.2%	114
Went to fast food restaurant in the last 6 months: Whataburger	947	6.1%	107
Went to fast food restaurant in the last 6 months: White Castle	394	2.5%	82
Went to fine dining restaurant last month	2,061	13.2%	128
Went to fine dining restaurant 3+ times last month	588	3.8%	131

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2020 and 2025.

February 17, 2021

Retail Demand Outlook

Polygon 3
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Prepared by Esri

Top Tapestry Segments	Percent	Demographic Summary	2020	2025
Comfortable Empty Nesters (5A)	30.7%	Population	19,296	20,340
Middleburg (4C)	18.0%	Households	8,130	8,613
Savvy Suburbanites (1D)	10.9%	Families	5,616	5,897
In Style (5B)	10.1%	Median Age	45.1	45.2
Bright Young Professionals (8C)	10.0%	Median Household Income	\$75,429	\$80,906
		2020	2025	Projected
		Consumer Spending	Forecasted Demand	Spending Growth
Apparel and Services		\$18,874,629	\$21,869,449	\$2,994,820
Men's		\$3,664,480	\$4,244,665	\$580,185
Women's		\$6,724,597	\$7,789,104	\$1,064,507
Children's		\$2,764,556	\$3,206,459	\$441,903
Footwear		\$4,186,778	\$4,852,010	\$665,232
Watches & Jewelry		\$1,028,523	\$1,191,966	\$163,443
Apparel Products and Services (1)		\$505,694	\$585,245	\$79,551
Computer				
Computers and Hardware for Home Use		\$1,429,562	\$1,655,882	\$226,320
Portable Memory		\$33,385	\$38,687	\$5,302
Computer Software		\$83,807	\$97,056	\$13,249
Computer Accessories		\$167,463	\$193,857	\$26,394
Entertainment & Recreation		\$28,903,055	\$33,473,621	\$4,570,566
Fees and Admissions		\$6,550,638	\$7,580,588	\$1,029,950
Membership Fees for Clubs (2)		\$2,203,353	\$2,549,483	\$346,130
Fees for Participant Sports, excl. Trips		\$939,744	\$1,088,493	\$148,749
Tickets to Theatre/Operas/Concerts		\$740,560	\$856,205	\$115,645
Tickets to Movies		\$507,875	\$588,598	\$80,723
Tickets to Parks or Museums		\$282,223	\$327,015	\$44,792
Admission to Sporting Events, excl. Trips		\$579,361	\$670,592	\$91,231
Fees for Recreational Lessons		\$1,290,164	\$1,491,674	\$201,510
Dating Services		\$7,358	\$8,529	\$1,171
TV/Video/Audio		\$10,347,902	\$11,991,508	\$1,643,606
Cable and Satellite Television Services		\$7,137,310	\$8,268,938	\$1,131,628
Televisions		\$969,009	\$1,123,516	\$154,507
Satellite Dishes		\$11,556	\$13,395	\$1,839
VCRs, Video Cameras, and DVD Players		\$47,047	\$54,553	\$7,506
Miscellaneous Video Equipment		\$233,405	\$270,658	\$37,253
Video Cassettes and DVDs		\$90,244	\$104,657	\$14,413
Video Game Hardware/Accessories		\$242,663	\$281,648	\$38,985
Video Game Software		\$144,129	\$167,251	\$23,122
Rental/Streaming/Downloaded Video		\$481,683	\$558,822	\$77,139
Installation of Televisions		\$10,903	\$12,622	\$1,719
Audio (3)		\$959,197	\$1,111,371	\$152,174
Rental and Repair of TV/Radio/Sound Equipment		\$20,756	\$24,077	\$3,321
Pets		\$5,975,273	\$6,921,613	\$946,340
Toys/Games/Crafts/Hobbies (4)		\$1,079,857	\$1,251,580	\$171,723
Recreational Vehicles and Fees (5)		\$1,376,155	\$1,589,032	\$212,877
Sports/Recreation/Exercise Equipment (6)		\$1,863,729	\$2,160,485	\$296,756
Photo Equipment and Supplies (7)		\$457,636	\$530,083	\$72,447
Reading (8)		\$988,256	\$1,143,879	\$155,623
Catered Affairs (9)		\$263,610	\$304,853	\$41,243
Food		\$79,634,226	\$92,283,631	\$12,649,405
Food at Home		\$46,573,489	\$53,968,010	\$7,394,521
Bakery and Cereal Products		\$6,063,561	\$7,025,386	\$961,825
Meats, Poultry, Fish, and Eggs		\$10,120,334	\$11,728,008	\$1,607,674
Dairy Products		\$4,795,945	\$5,556,221	\$760,276
Fruits and Vegetables		\$9,134,685	\$10,582,563	\$1,447,878
Snacks and Other Food at Home (10)		\$16,458,964	\$19,075,833	\$2,616,869
Food Away from Home		\$33,060,737	\$38,315,621	\$5,254,884
Alcoholic Beverages		\$5,601,367	\$6,485,951	\$884,584

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Retail Demand Outlook

Polygon 3
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	2020 Consumer Spending	2025 Forecasted Demand	Projected Spending Growth
Financial			
Value of Stocks/Bonds/Mutual Funds	\$245,619,174	\$284,124,674	\$38,505,500
Value of Retirement Plans	\$940,293,305	\$1,087,105,540	\$146,812,235
Value of Other Financial Assets	\$78,310,273	\$90,601,923	\$12,291,650
Vehicle Loan Amount excluding Interest	\$26,510,128	\$30,757,414	\$4,247,286
Value of Credit Card Debt	\$23,371,887	\$27,076,603	\$3,704,716
Health			
Nonprescription Drugs	\$1,323,053	\$1,533,257	\$210,204
Prescription Drugs	\$3,219,833	\$3,730,204	\$510,371
Eyeglasses and Contact Lenses	\$839,016	\$971,398	\$132,382
Home			
Mortgage Payment and Basics (11)	\$98,219,872	\$113,636,560	\$15,416,688
Maintenance and Remodeling Services	\$24,105,892	\$27,883,067	\$3,777,175
Maintenance and Remodeling Materials (12)	\$4,900,950	\$5,671,965	\$771,015
Utilities, Fuel, and Public Services	\$42,912,002	\$49,731,648	\$6,819,646
Household Furnishings and Equipment			
Household Textiles (13)	\$908,707	\$1,052,782	\$144,075
Furniture	\$5,831,043	\$6,753,046	\$922,003
Rugs	\$344,946	\$399,010	\$54,064
Major Appliances (14)	\$3,289,340	\$3,809,229	\$519,889
Housewares (15)	\$872,410	\$1,010,771	\$138,361
Small Appliances	\$432,753	\$501,439	\$68,686
Luggage	\$134,715	\$156,048	\$21,333
Telephones and Accessories	\$825,323	\$955,084	\$129,761
Household Operations			
Child Care	\$4,532,151	\$5,254,365	\$722,214
Lawn and Garden (16)	\$4,493,478	\$5,200,190	\$706,712
Moving/Storage/Freight Express	\$526,211	\$610,256	\$84,045
Housekeeping Supplies (17)	\$6,896,981	\$7,993,455	\$1,096,474
Insurance			
Owners and Renters Insurance	\$5,586,258	\$6,470,794	\$884,536
Vehicle Insurance	\$15,719,368	\$18,225,773	\$2,506,405
Life/Other Insurance	\$5,055,413	\$5,852,096	\$796,683
Health Insurance	\$33,789,607	\$39,143,755	\$5,354,148
Personal Care Products (18)	\$4,417,922	\$5,120,647	\$702,725
School Books and Supplies (19)	\$1,282,778	\$1,486,861	\$204,083
Smoking Products	\$3,266,581	\$3,788,523	\$521,942
Transportation			
Payments on Vehicles excluding Leases	\$22,982,874	\$26,655,675	\$3,672,801
Gasoline and Motor Oil	\$20,417,357	\$23,674,339	\$3,256,982
Vehicle Maintenance and Repairs	\$10,566,533	\$12,241,136	\$1,674,603
Travel			
Airline Fares	\$5,400,448	\$6,249,437	\$848,989
Lodging on Trips	\$5,965,620	\$6,902,208	\$936,588
Auto/Truck Rental on Trips	\$263,300	\$304,759	\$41,459
Food and Drink on Trips	\$5,210,310	\$6,031,365	\$821,055

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.

Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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- (1) Apparel Products and Services** includes 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 health clubs.
 - (3) Audio** includes satellite radio service, radios, stereos, sound components, equipment and accessories, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, 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, online entertainment and games, and stamp and coin collecting.
 - (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, payments on boats, trailers, campers and RVs, rental of boats, trailers, campers and RVs, 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 digital book readers, books, magazine and newspaper subscriptions, and single copies of magazines and newspapers.
 - (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, fats and oils, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips and other snacks, 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 on owned dwellings.
 - (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, 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 and decorative pillows.
 - (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 flatware, dishes, cups glasses, 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, adult diapers, other miscellaneous care products and personal care appliances.
 - (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, vocational/technical school, preschool and other schools.

Data Note: The Consumer Spending data is household-based and represents the amount spent for a product or service by all households in an area. Detail may not sum to totals due to rounding. This report is not a comprehensive list of all consumer spending variables therefore the variables in each section may not sum to totals.
Source: Esri forecasts for 2020 and 2025; Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics.

Household Income Profile

Polygon 3
Area: 10.81 square miles

Prepared by Esri

Summary	2020	2025	2020-2025 Change	2020-2025 Annual Rate
Population	19,296	20,340	1,044	1.06%
Households	8,130	8,613	483	1.16%
Median Age	45.1	45.2	0.1	0.04%
Average Household Size	2.37	2.36	-0.01	-0.08%

Households by Income	2020		2025	
	Number	Percent	Number	Percent
Household	8,130	100%	8,613	100%
<\$15,000	525	6.5%	509	5.9%
\$15,000-\$24,999	465	5.7%	452	5.2%
\$25,000-\$34,999	477	5.9%	458	5.3%
\$35,000-\$49,999	908	11.2%	862	10.0%
\$50,000-\$74,999	1,663	20.5%	1,668	19.4%
\$75,000-\$99,999	1,143	14.1%	1,215	14.1%
\$100,000-\$149,999	1,403	17.3%	1,600	18.6%
\$150,000-\$199,999	939	11.5%	1,151	13.4%
\$200,000+	606	7.5%	696	8.1%
Median Household Income	\$75,429		\$80,906	
Average Household Income	\$98,709		\$107,902	
Per Capita Income	\$41,696		\$45,814	

Data Note: Income is reported for households as of July 1, 2020 and represents annual income for the preceding year, expressed in 2019 dollars. Income is reported for households as of July 1, 2025 and represents annual income for the preceding year, expressed in 2024 dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2020 and 2025.

Household Income Profile

Polygon 3
Area: 10.81 square miles

Prepared by Esri

2020 Households by Income and Age of Householder

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	173	1,013	1,197	1,470	1,918	1,336	1,023
<\$15,000	25	58	56	73	108	90	115
\$15,000-\$24,999	22	52	60	64	88	72	107
\$25,000-\$34,999	19	72	70	51	77	78	110
\$35,000-\$49,999	29	150	142	131	106	138	212
\$50,000-\$74,999	38	226	193	221	366	333	285
\$75,000-\$99,999	20	155	154	208	333	221	52
\$100,000-\$149,999	10	172	301	298	368	175	79
\$150,000-\$199,999	6	83	137	282	313	98	21
\$200,000+	3	45	82	142	161	131	43

Median HH Income	\$44,198	\$67,335	\$85,721	\$97,993	\$89,295	\$70,409	\$46,951
Average HH Income	\$57,238	\$86,607	\$101,870	\$117,058	\$110,833	\$99,265	\$64,185

Percent Distribution

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	14.5%	5.7%	4.7%	5.0%	5.6%	6.7%	11.2%
\$15,000-\$24,999	12.7%	5.1%	5.0%	4.4%	4.6%	5.4%	10.5%
\$25,000-\$34,999	11.0%	7.1%	5.8%	3.5%	4.0%	5.8%	10.8%
\$35,000-\$49,999	16.8%	14.8%	11.9%	8.9%	5.5%	10.3%	20.7%
\$50,000-\$74,999	22.0%	22.3%	16.1%	15.0%	19.1%	24.9%	27.9%
\$75,000-\$99,999	11.6%	15.3%	12.9%	14.1%	17.4%	16.5%	5.1%
\$100,000-\$149,999	5.8%	17.0%	25.1%	20.3%	19.2%	13.1%	7.7%
\$150,000-\$199,999	3.5%	8.2%	11.4%	19.2%	16.3%	7.3%	2.1%
\$200,000+	1.7%	4.4%	6.9%	9.7%	8.4%	9.8%	4.2%

Data Note: Income is reported for households as of July 1, 2020 and represents annual income for the preceding year, expressed in 2019 dollars. Income is reported for households as of July 1, 2025 and represents annual income for the preceding year, expressed in 2024 dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2020 and 2025.

February 17, 2021

Household Income Profile

Polygon 3
Area: 10.81 square miles

Prepared by Esri

2025 Households by Income and Age of Householder

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	162	1,079	1,357	1,325	1,768	1,640	1,281
<\$15,000	20	54	55	61	80	103	136
\$15,000-\$24,999	20	49	58	52	71	79	123
\$25,000-\$34,999	16	66	67	38	63	82	127
\$35,000-\$49,999	24	138	135	103	76	146	239
\$50,000-\$74,999	37	222	200	173	308	375	353
\$75,000-\$99,999	23	176	175	193	303	269	77
\$100,000-\$149,999	12	206	374	281	360	248	120
\$150,000-\$199,999	7	114	193	298	350	149	41
\$200,000+	3	54	100	126	158	190	65

Median HH Income	\$50,416	\$76,086	\$97,911	\$105,083	\$98,207	\$77,462	\$50,632
Average HH Income	\$64,580	\$96,788	\$112,982	\$126,367	\$122,192	\$112,266	\$73,033

Percent Distribution

	<25	25-34	35-44	45-54	55-64	65-74	75+
HH Income Base	100%	100%	100%	100%	100%	100%	100%
<\$15,000	12.3%	5.0%	4.1%	4.6%	4.5%	6.3%	10.6%
\$15,000-\$24,999	12.3%	4.5%	4.3%	3.9%	4.0%	4.8%	9.6%
\$25,000-\$34,999	9.9%	6.1%	4.9%	2.9%	3.6%	5.0%	9.9%
\$35,000-\$49,999	14.8%	12.8%	9.9%	7.8%	4.3%	8.9%	18.7%
\$50,000-\$74,999	22.8%	20.6%	14.7%	13.1%	17.4%	22.9%	27.6%
\$75,000-\$99,999	14.2%	16.3%	12.9%	14.6%	17.1%	16.4%	6.0%
\$100,000-\$149,999	7.4%	19.1%	27.6%	21.2%	20.4%	15.1%	9.4%
\$150,000-\$199,999	4.3%	10.6%	14.2%	22.5%	19.8%	9.1%	3.2%
\$200,000+	1.9%	5.0%	7.4%	9.5%	8.9%	11.6%	5.1%

Data Note: Income is reported for households as of July 1, 2020 and represents annual income for the preceding year, expressed in 2019 dollars. Income is reported for households as of July 1, 2025 and represents annual income for the preceding year, expressed in 2024 dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2020 and 2025.

February 17, 2021

Executive Summary

Polygon 3
Area: 10.81 square miles

Prepared by Esri

Population

2000 Population	17,281
2010 Population	17,486
2020 Population	19,296
2025 Population	20,340
2000-2010 Annual Rate	0.12%
2010-2020 Annual Rate	0.97%
2020-2025 Annual Rate	1.06%
2020 Male Population	48.9%
2020 Female Population	51.1%
2020 Median Age	45.1

In the identified area, the current year population is 19,296. In 2010, the Census count in the area was 17,486. The rate of change since 2010 was 0.97% annually. The five-year projection for the population in the area is 20,340 representing a change of 1.06% annually from 2020 to 2025. Currently, the population is 48.9% male and 51.1% female.

Median Age

The median age in this area is 45.1, compared to U.S. median age of 38.5.

Race and Ethnicity

2020 White Alone	85.7%
2020 Black Alone	4.3%
2020 American Indian/Alaska Native Alone	0.8%
2020 Asian Alone	5.0%
2020 Pacific Islander Alone	0.1%
2020 Other Race	1.1%
2020 Two or More Races	3.2%
2020 Hispanic Origin (Any Race)	3.9%

Persons of Hispanic origin represent 3.9% of the population in the identified area compared to 18.8% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 31.7 in the identified area, compared to 65.1 for the U.S. as a whole.

Households

2020 Wealth Index	125
2000 Households	6,596
2010 Households	7,240
2020 Total Households	8,130
2025 Total Households	8,613
2000-2010 Annual Rate	0.94%
2010-2020 Annual Rate	1.14%
2020-2025 Annual Rate	1.16%
2020 Average Household Size	2.37

The household count in this area has changed from 7,240 in 2010 to 8,130 in the current year, a change of 1.14% annually. The five-year projection of households is 8,613, a change of 1.16% annually from the current year total. Average household size is currently 2.37, compared to 2.41 in the year 2010. The number of families in the current year is 5,616 in the specified area.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

February 17, 2021

Executive Summary

Polygon 3
Area: 10.81 square miles

Prepared by Esri

Mortgage Income

2020 Percent of Income for Mortgage	10.5%
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Median Household Income

2020 Median Household Income	\$75,429
2025 Median Household Income	\$80,906
2020-2025 Annual Rate	1.41%

Average Household Income

2020 Average Household Income	\$98,709
2025 Average Household Income	\$107,902
2020-2025 Annual Rate	1.80%

Per Capita Income

2020 Per Capita Income	\$41,696
2025 Per Capita Income	\$45,814
2020-2025 Annual Rate	1.90%

Households by Income

Current median household income is \$75,429 in the area, compared to \$62,203 for all U.S. households. Median household income is projected to be \$80,906 in five years, compared to \$67,325 for all U.S. households

Current average household income is \$98,709 in this area, compared to \$90,054 for all U.S. households. Average household income is projected to be \$107,902 in five years, compared to \$99,510 for all U.S. households

Current per capita income is \$41,696 in the area, compared to the U.S. per capita income of \$34,136. The per capita income is projected to be \$45,814 in five years, compared to \$37,691 for all U.S. households

Housing

2020 Housing Affordability Index	235
2000 Total Housing Units	6,943
2000 Owner Occupied Housing Units	5,434
2000 Renter Occupied Housing Units	1,162
2000 Vacant Housing Units	347
2010 Total Housing Units	7,649
2010 Owner Occupied Housing Units	5,787
2010 Renter Occupied Housing Units	1,453
2010 Vacant Housing Units	409
2020 Total Housing Units	8,642
2020 Owner Occupied Housing Units	6,142
2020 Renter Occupied Housing Units	1,988
2020 Vacant Housing Units	512
2025 Total Housing Units	9,160
2025 Owner Occupied Housing Units	6,461
2025 Renter Occupied Housing Units	2,151
2025 Vacant Housing Units	547

Currently, 71.1% of the 8,642 housing units in the area are owner occupied; 23.0%, renter occupied; and 5.9% are vacant. Currently, in the U.S., 56.4% of the housing units in the area are owner occupied; 32.3% are renter occupied; and 11.3% are vacant. In 2010, there were 7,649 housing units in the area - 75.7% owner occupied, 19.0% renter occupied, and 5.3% vacant. The annual rate of change in housing units since 2010 is 5.57%. Median home value in the area is \$189,492, compared to a median home value of \$235,127 for the U.S. In five years, median value is projected to change by 0.83% annually to \$197,457.

Data Note: Income is expressed in current dollars. Housing Affordability Index and Percent of Income for Mortgage calculations are only available for areas with 50 or more owner-occupied housing units.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025. Esri converted Census 2000 data into 2010 geography.

February 17, 2021

Demographic and Income Profile

Polygon 3
Area: 10.81 square miles

Prepared by Esri

Summary	Census 2010		2020		2025		
Population	17,486		19,296		20,340		
Households	7,240		8,130		8,613		
Families	5,097		5,616		5,897		
Average Household Size	2.41		2.37		2.36		
Owner Occupied Housing Units	5,787		6,142		6,461		
Renter Occupied Housing Units	1,453		1,988		2,151		
Median Age	42.5		45.1		45.2		
Trends: 2020-2025 Annual Rate	Area		State		National		
Population	1.06%		0.46%		0.72%		
Households	1.16%		0.47%		0.72%		
Families	0.98%		0.31%		0.64%		
Owner HHs	1.02%		0.41%		0.72%		
Median Household Income	1.41%		1.13%		1.60%		
Households by Income			2020		2025		
			Number	Percent	Number	Percent	
	<\$15,000		525	6.5%	509	5.9%	
	\$15,000 - \$24,999		465	5.7%	452	5.2%	
	\$25,000 - \$34,999		477	5.9%	458	5.3%	
	\$35,000 - \$49,999		908	11.2%	862	10.0%	
	\$50,000 - \$74,999		1,663	20.5%	1,668	19.4%	
	\$75,000 - \$99,999		1,143	14.1%	1,215	14.1%	
	\$100,000 - \$149,999		1,403	17.3%	1,600	18.6%	
	\$150,000 - \$199,999		939	11.5%	1,151	13.4%	
\$200,000+		606	7.5%	696	8.1%		
Median Household Income		\$75,429		\$80,906			
Average Household Income		\$98,709		\$107,902			
Per Capita Income		\$41,696		\$45,814			
Population by Age	Census 2010		2020		2025		
	Number	Percent	Number	Percent	Number	Percent	
	0 - 4	947	5.4%	903	4.7%	962	4.7%
	5 - 9	962	5.5%	1,026	5.3%	1,053	5.2%
	10 - 14	1,241	7.1%	1,153	6.0%	1,174	5.8%
	15 - 19	1,274	7.3%	1,058	5.5%	1,107	5.4%
	20 - 24	817	4.7%	1,024	5.3%	847	4.2%
	25 - 34	1,898	10.9%	2,245	11.6%	2,425	11.9%
	35 - 44	2,159	12.3%	2,224	11.5%	2,565	12.6%
	45 - 54	3,385	19.4%	2,643	13.7%	2,401	11.8%
	55 - 64	2,367	13.5%	3,273	17.0%	3,077	15.1%
	65 - 74	1,375	7.9%	2,205	11.4%	2,750	13.5%
	75 - 84	809	4.6%	1,146	5.9%	1,475	7.3%
	85+	253	1.4%	395	2.0%	504	2.5%
Race and Ethnicity	Census 2010		2020		2025		
	Number	Percent	Number	Percent	Number	Percent	
	White Alone	15,258	87.3%	16,531	85.7%	17,203	84.6%
	Black Alone	690	3.9%	821	4.3%	911	4.5%
	American Indian Alone	138	0.8%	149	0.8%	155	0.8%
	Asian Alone	788	4.5%	959	5.0%	1,082	5.3%
	Pacific Islander Alone	11	0.1%	11	0.1%	12	0.1%
	Some Other Race Alone	160	0.9%	208	1.1%	239	1.2%
	Two or More Races	440	2.5%	617	3.2%	737	3.6%
	Hispanic Origin (Any Race)	555	3.2%	750	3.9%	908	4.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

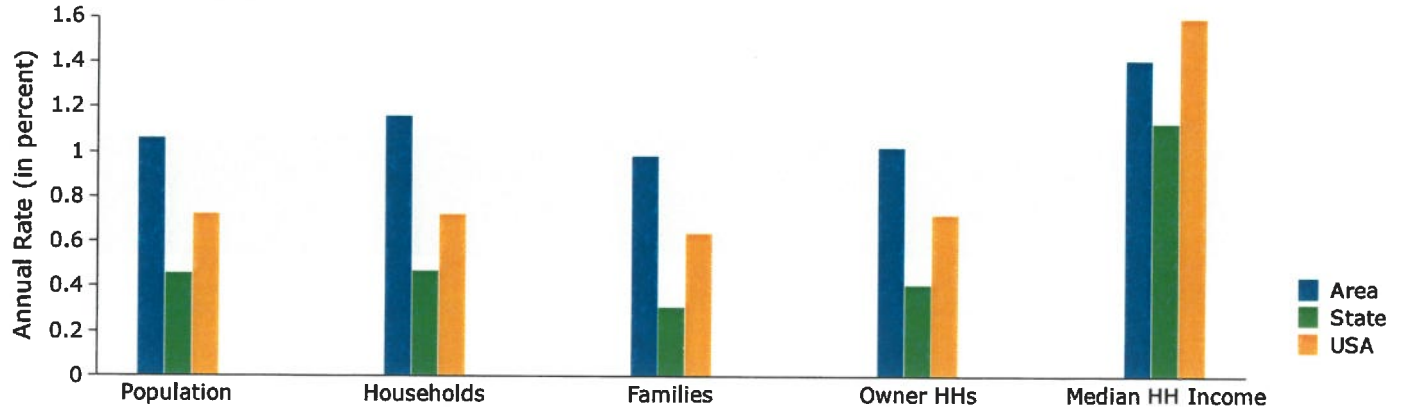
February 17, 2021

Demographic and Income Profile

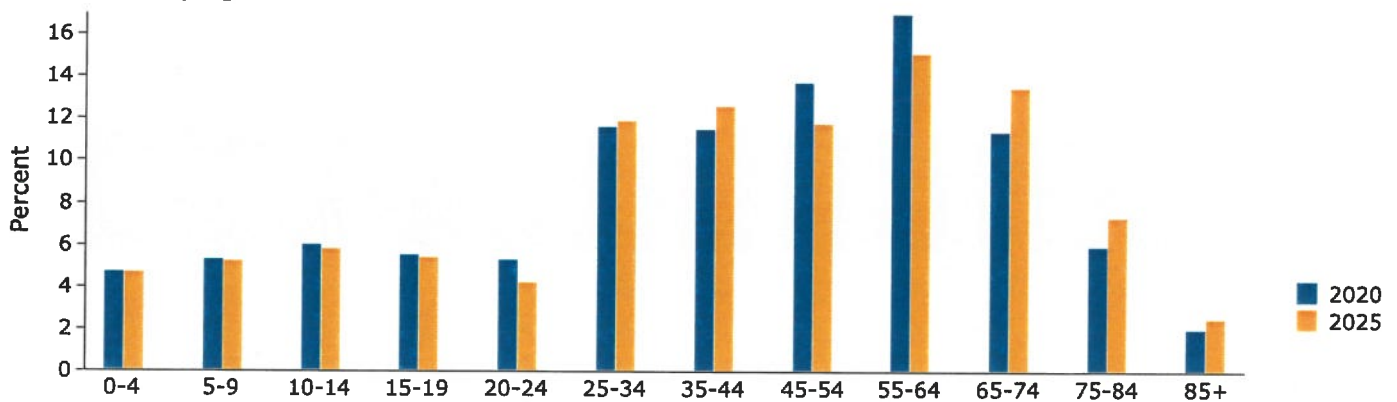
Polygon 3
Area: 10.81 square miles

Prepared by Esri

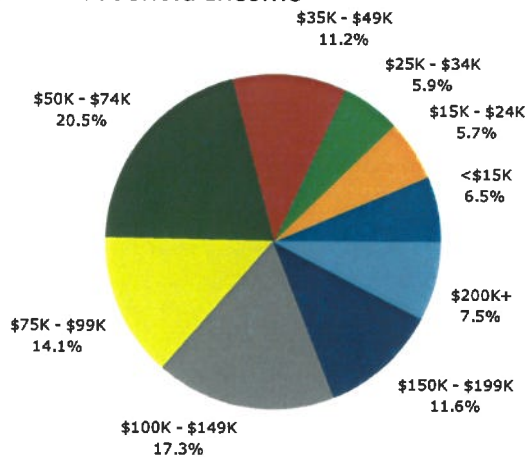
Trends 2020-2025



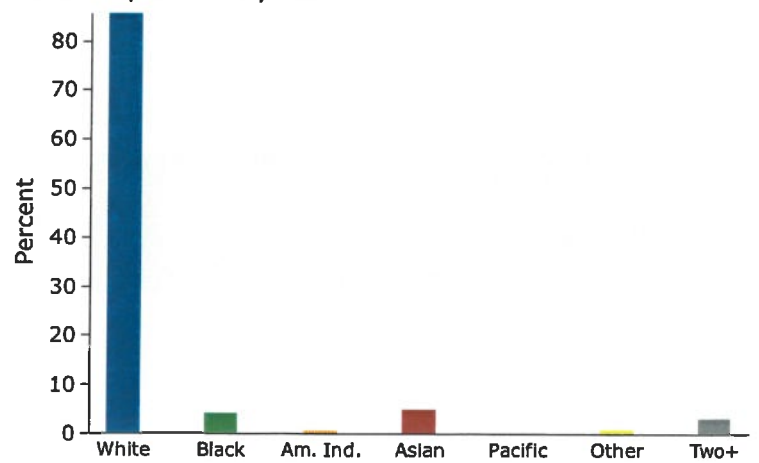
Population by Age



2020 Household Income



2020 Population by Race



2020 Percent Hispanic Origin: 3.9%

Population Summary

2000 Total Population	17,281
2010 Total Population	17,486
2020 Total Population	19,296
2020 Group Quarters	41
2025 Total Population	20,340
2020-2025 Annual Rate	1.06%
2020 Total Daytime Population	16,145
Workers	5,891
Residents	10,254

Household Summary

2000 Households	6,596
2000 Average Household Size	2.62
2010 Households	7,240
2010 Average Household Size	2.41
2020 Households	8,130
2020 Average Household Size	2.37
2025 Households	8,613
2025 Average Household Size	2.36
2020-2025 Annual Rate	1.16%
2010 Families	5,097
2010 Average Family Size	2.91
2020 Families	5,616
2020 Average Family Size	2.88
2025 Families	5,897
2025 Average Family Size	2.88
2020-2025 Annual Rate	0.98%

Housing Unit Summary

2000 Housing Units	6,943
Owner Occupied Housing Units	78.3%
Renter Occupied Housing Units	16.7%
Vacant Housing Units	5.0%
2010 Housing Units	7,649
Owner Occupied Housing Units	75.7%
Renter Occupied Housing Units	19.0%
Vacant Housing Units	5.3%
2020 Housing Units	8,642
Owner Occupied Housing Units	71.1%
Renter Occupied Housing Units	23.0%
Vacant Housing Units	5.9%
2025 Housing Units	9,160
Owner Occupied Housing Units	70.5%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	6.0%

Median Household Income

2020	\$75,429
2025	\$80,906

Median Home Value

2020	\$189,492
2025	\$197,457

Per Capita Income

2020	\$41,696
2025	\$45,814

Median Age

2010	42.5
2020	45.1
2025	45.2

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2020 Households by Income

Household Income Base	8,130
<\$15,000	6.5%
\$15,000 - \$24,999	5.7%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	17.3%
\$150,000 - \$199,999	11.5%
\$200,000+	7.5%
Average Household Income	\$98,709

2025 Households by Income

Household Income Base	8,613
<\$15,000	5.9%
\$15,000 - \$24,999	5.2%
\$25,000 - \$34,999	5.3%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	14.1%
\$100,000 - \$149,999	18.6%
\$150,000 - \$199,999	13.4%
\$200,000+	8.1%
Average Household Income	\$107,902

2020 Owner Occupied Housing Units by Value

Total	6,142
<\$50,000	4.7%
\$50,000 - \$99,999	6.6%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	27.6%
\$200,000 - \$249,999	16.8%
\$250,000 - \$299,999	11.2%
\$300,000 - \$399,999	10.6%
\$400,000 - \$499,999	2.6%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.3%
Average Home Value	\$215,976

2025 Owner Occupied Housing Units by Value

Total	6,461
<\$50,000	4.2%
\$50,000 - \$99,999	5.4%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	26.8%
\$200,000 - \$249,999	17.7%
\$250,000 - \$299,999	12.5%
\$300,000 - \$399,999	12.0%
\$400,000 - \$499,999	3.0%
\$500,000 - \$749,999	3.0%
\$750,000 - \$999,999	0.1%
\$1,000,000 - \$1,499,999	0.0%
\$1,500,000 - \$1,999,999	0.0%
\$2,000,000 +	0.2%
Average Home Value	\$226,195

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

2010 Population by Age

Total	17,487
0 - 4	5.4%
5 - 9	5.5%
10 - 14	7.1%
15 - 24	12.0%
25 - 34	10.9%
35 - 44	12.3%
45 - 54	19.4%
55 - 64	13.5%
65 - 74	7.9%
75 - 84	4.6%
85 +	1.4%
18 +	77.1%

2020 Population by Age

Total	19,295
0 - 4	4.7%
5 - 9	5.3%
10 - 14	6.0%
15 - 24	10.8%
25 - 34	11.6%
35 - 44	11.5%
45 - 54	13.7%
55 - 64	17.0%
65 - 74	11.4%
75 - 84	5.9%
85 +	2.0%
18 +	80.7%

2025 Population by Age

Total	20,340
0 - 4	4.7%
5 - 9	5.2%
10 - 14	5.8%
15 - 24	9.6%
25 - 34	11.9%
35 - 44	12.6%
45 - 54	11.8%
55 - 64	15.1%
65 - 74	13.5%
75 - 84	7.3%
85 +	2.5%
18 +	80.9%

2010 Population by Sex

Males	8,544
Females	8,942

2020 Population by Sex

Males	9,440
Females	9,856

2025 Population by Sex

Males	9,972
Females	10,368

2010 Population by Race/Ethnicity

Total	17,485
White Alone	87.3%
Black Alone	3.9%
American Indian Alone	0.8%
Asian Alone	4.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	0.9%
Two or More Races	2.5%
Hispanic Origin	3.2%
Diversity Index	28.2

2020 Population by Race/Ethnicity

Total	19,296
White Alone	85.7%
Black Alone	4.3%
American Indian Alone	0.8%
Asian Alone	5.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.1%
Two or More Races	3.2%
Hispanic Origin	3.9%
Diversity Index	31.7

2025 Population by Race/Ethnicity

Total	20,339
White Alone	84.6%
Black Alone	4.5%
American Indian Alone	0.8%
Asian Alone	5.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.2%
Two or More Races	3.6%
Hispanic Origin	4.5%
Diversity Index	34.1

2010 Population by Relationship and Household Type

Total	17,486
In Households	99.8%
In Family Households	85.9%
Householder	29.2%
Spouse	23.3%
Child	30.1%
Other relative	2.1%
Nonrelative	1.1%
In Nonfamily Households	13.8%
In Group Quarters	0.2%
Institutionalized Population	0.2%
Noninstitutionalized Population	0.0%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment

Total	14,132
Less than 9th Grade	0.6%
9th - 12th Grade, No Diploma	3.1%
High School Graduate	13.1%
GED/Alternative Credential	2.6%
Some College, No Degree	17.9%
Associate Degree	9.0%
Bachelor's Degree	34.6%
Graduate/Professional Degree	19.1%

2020 Population 15+ by Marital Status

Total	16,214
Never Married	21.2%
Married	57.4%
Widowed	7.3%
Divorced	14.2%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	10,135
Population 16+ Employed	89.7%
Population 16+ Unemployment rate	10.3%
Population 16-24 Employed	9.7%
Population 16-24 Unemployment rate	18.7%
Population 25-54 Employed	61.1%
Population 25-54 Unemployment rate	9.1%
Population 55-64 Employed	22.6%
Population 55-64 Unemployment rate	9.5%
Population 65+ Employed	6.6%
Population 65+ Unemployment rate	9.8%

2020 Employed Population 16+ by Industry

Total	9,096
Agriculture/Mining	0.2%
Construction	4.1%
Manufacturing	12.8%
Wholesale Trade	0.3%
Retail Trade	7.1%
Transportation/Utilities	1.8%
Information	1.5%
Finance/Insurance/Real Estate	4.2%
Services	57.6%
Public Administration	10.5%

2020 Employed Population 16+ by Occupation

Total	9,096
White Collar	70.7%
Management/Business/Financial	16.0%
Professional	37.0%
Sales	7.6%
Administrative Support	10.1%
Services	15.3%
Blue Collar	14.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	1.8%
Installation/Maintenance/Repair	2.5%
Production	6.4%
Transportation/Material Moving	3.2%

Community Profile

Polygon 3
Area: 10.81 square miles

Prepared by Esri

2010 Households by Type

Total	7,240
Households with 1 Person	26.5%
Households with 2+ People	73.5%
Family Households	70.4%
Husband-wife Families	56.2%
With Related Children	23.5%
Other Family (No Spouse Present)	14.2%
Other Family with Male Householder	3.5%
With Related Children	2.1%
Other Family with Female Householder	10.7%
With Related Children	6.6%
Nonfamily Households	3.1%
All Households with Children	32.4%
Multigenerational Households	2.4%
Unmarried Partner Households	3.3%
Male-female	2.7%
Same-sex	0.6%

2010 Households by Size

Total	7,240
1 Person Household	26.5%
2 Person Household	36.0%
3 Person Household	17.5%
4 Person Household	13.4%
5 Person Household	4.7%
6 Person Household	1.4%
7 + Person Household	0.5%

2010 Households by Tenure and Mortgage Status

Total	7,240
Owner Occupied	79.9%
Owned with a Mortgage/Loan	59.2%
Owned Free and Clear	20.7%
Renter Occupied	20.1%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	235
Percent of Income for Mortgage	10.5%
Wealth Index	125

2010 Housing Units By Urban/ Rural Status

Total Housing Units	7,649
Housing Units Inside Urbanized Area	99.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.8%

2010 Population By Urban/ Rural Status

Total Population	17,486
Population Inside Urbanized Area	99.1%
Population Inside Urbanized Cluster	0.0%
Rural Population	0.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Community Profile

Polygon 3
Area: 10.81 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Comfortable Empty Nesters (5A)
2. Middleburg (4C)
3. Savvy Suburbanites (1D)

2020 Consumer Spending

Apparel & Services: Total \$	\$18,874,629
Average Spent	\$2,321.60
Spending Potential Index	108
Education: Total \$	\$15,642,199
Average Spent	\$1,924.01
Spending Potential Index	108
Entertainment/Recreation: Total \$	\$28,903,055
Average Spent	\$3,555.11
Spending Potential Index	109
Food at Home: Total \$	\$46,573,489
Average Spent	\$5,728.60
Spending Potential Index	107
Food Away from Home: Total \$	\$33,060,737
Average Spent	\$4,066.51
Spending Potential Index	108
Health Care: Total \$	\$52,524,783
Average Spent	\$6,460.61
Spending Potential Index	112
HH Furnishings & Equipment: Total \$	\$19,904,245
Average Spent	\$2,448.25
Spending Potential Index	112
Personal Care Products & Services: Total \$	\$8,344,144
Average Spent	\$1,026.34
Spending Potential Index	112
Shelter: Total \$	\$168,776,677
Average Spent	\$20,759.74
Spending Potential Index	107
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$21,891,855
Average Spent	\$2,692.73
Spending Potential Index	115
Travel: Total \$	\$21,954,970
Average Spent	\$2,700.49
Spending Potential Index	112
Vehicle Maintenance & Repairs: Total \$	\$10,566,533
Average Spent	\$1,299.70
Spending Potential Index	112

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Business Summary

Polygon 3
Area: 10.81 square miles

Prepared by Esri

Data for all businesses in area

Total Businesses:	253
Total Employees:	6,253
Total Residential Population:	19,296
Employee/Residential Population Ratio (per 100 Residents)	32

by SIC Codes

	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	11	4.3%	36	0.6%
Construction	22	8.7%	95	1.5%
Manufacturing	13	5.1%	3,964	63.4%
Transportation	10	4.0%	29	0.5%
Communication	4	1.6%	15	0.2%
Utility	2	0.8%	10	0.2%
Wholesale Trade	8	3.2%	41	0.7%
Retail Trade Summary	68	26.9%	986	15.8%
Home Improvement	2	0.8%	9	0.1%
General Merchandise Stores	3	1.2%	220	3.5%
Food Stores	9	3.6%	188	3.0%
Auto Dealers, Gas Stations, Auto Aftermarket	9	3.6%	64	1.0%
Apparel & Accessory Stores	1	0.4%	3	0.0%
Furniture & Home Furnishings	7	2.8%	50	0.8%
Eating & Drinking Places	19	7.5%	364	5.8%
Miscellaneous Retail	18	7.1%	88	1.4%
Finance, Insurance, Real Estate Summary	13	5.1%	40	0.6%
Banks, Savings & Lending Institutions	4	1.6%	18	0.3%
Securities Brokers	0	0.0%	1	0.0%
Insurance Carriers & Agents	2	0.8%	6	0.1%
Real Estate, Holding, Other Investment Offices	7	2.8%	15	0.2%
Services Summary	93	36.8%	990	15.8%
Hotels & Lodging	1	0.4%	4	0.1%
Automotive Services	11	4.3%	65	1.0%
Motion Pictures & Amusements	6	2.4%	13	0.2%
Health Services	6	2.4%	120	1.9%
Legal Services	0	0.0%	0	0.0%
Education Institutions & Libraries	5	2.0%	193	3.1%
Other Services	63	24.9%	594	9.5%
Government	4	1.6%	45	0.7%
Unclassified Establishments	5	2.0%	3	0.0%
Totals	253	100.0%	6,253	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

Data Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

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Business Summary

Polygon 3
Area: 10.81 square miles

Prepared by Esri

by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	1	0.4%	2	0.0%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	23	9.1%	98	1.6%
Manufacturing	17	6.7%	4,006	64.1%
Wholesale Trade	8	3.2%	41	0.7%
Retail Trade	45	17.8%	574	9.2%
Motor Vehicle & Parts Dealers	7	2.8%	53	0.8%
Furniture & Home Furnishings Stores	3	1.2%	9	0.1%
Electronics & Appliance Stores	2	0.8%	12	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.8%	9	0.1%
Food & Beverage Stores	6	2.4%	172	2.8%
Health & Personal Care Stores	7	2.8%	43	0.7%
Gasoline Stations	2	0.8%	11	0.2%
Clothing & Clothing Accessories Stores	1	0.4%	6	0.1%
Sport Goods, Hobby, Book, & Music Stores	2	0.8%	22	0.4%
General Merchandise Stores	3	1.2%	220	3.5%
Miscellaneous Store Retailers	6	2.4%	13	0.2%
Nonstore Retailers	2	0.8%	6	0.1%
Transportation & Warehousing	7	2.8%	23	0.4%
Information	7	2.8%	172	2.8%
Finance & Insurance	6	2.4%	25	0.4%
Central Bank/Credit Intermediation & Related Activities	4	1.6%	19	0.3%
Securities, Commodity Contracts & Other Financial	0	0.0%	1	0.0%
Insurance Carriers & Related Activities; Funds, Trusts &	2	0.8%	6	0.1%
Real Estate, Rental & Leasing	16	6.3%	26	0.4%
Professional, Scientific & Tech Services	20	7.9%	79	1.3%
Legal Services	0	0.0%	0	0.0%
Management of Companies & Enterprises	0	0.0%	0	0.0%
Administrative & Support & Waste Management & Remediation	18	7.1%	193	3.1%
Educational Services	5	2.0%	193	3.1%
Health Care & Social Assistance	14	5.5%	220	3.5%
Arts, Entertainment & Recreation	3	1.2%	13	0.2%
Accommodation & Food Services	21	8.3%	375	6.0%
Accommodation	1	0.4%	4	0.1%
Food Services & Drinking Places	20	7.9%	371	5.9%
Other Services (except Public Administration)	35	13.8%	166	2.7%
Automotive Repair & Maintenance	9	3.6%	60	1.0%
Public Administration	4	1.6%	45	0.7%
Unclassified Establishments	5	2.0%	3	0.0%
Total	253	100.0%	6,253	100.0%

Source: Copyright 2020 Infogroup, Inc. All rights reserved. Esri Total Residential Population forecasts for 2020.

Date Note: Data on the Business Summary report is calculated using Esri's Data allocation method which uses census block groups to allocate business summary data to custom areas.

February 17, 2021

Business Locator

Polygon 3
Area: 10.81 square miles

Prepared by Esri

2010 Residential Population:	17,486	2020 Total Sales (\$000)	\$503,199
2020 Residential Population:	19,296	2020 Total Employees	3,421
2025 Residential Population:	20,340	Employee/Residential Population Ratio:	0.18:1
Annual Population Growth 2020 - 2025	1.06%	Total Number of Businesses:	304

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
866107	GOOD SHEPHERD CATHOLIC CHURCH CHANEY THOMPSON RD SE HUNTSVILLE, AL 35803	E	0.14 SE	12	\$0
449901	GDS SERVICE RIVERCHASE RD SE HUNTSVILLE, AL 35803		0.22 SE	1	\$268
734902	SLUDGE BUSTERS DRAIN CLEANING SUGAR MILL CIR SE HUNTSVILLE, AL 35803		0.24 SE	2	\$147
999977	HUNTSVILLE AREA FRIENDSHIP FRC WEATHERSTONE RD SE HUNTSVILLE, AL 35803		0.25 SW	0	\$0
421303	CHUNN TRANSPORTATION CHUNN RD SE HUNTSVILLE, AL 35803		0.35 SW	5	\$1,087
176103	BAMA'S BEST SEAMLESS GUTTERS HAMILTON DR SE HUNTSVILLE, AL 35803		0.35 SW	2	\$247
821103	CHALLENGER ELEMENTARY SCHOOL CHANEY THOMPSON RD SE HUNTSVILLE, AL 35803	EJKN	0.37 SE	68	\$0
821103	CHALLENGER MIDDLE SCHOOL CHANEY THOMPSON RD SE HUNTSVILLE, AL 35803	JN	0.37 SE	66	\$0
651303	CHANEY PLACE TOWNHOMES CHANEY PLACE DR HUNTSVILLE, AL 35803		0.38 SE	4	\$569
832215	CRISIS CENTER OF TAMPA BAY INC KENNESAW DR SE HUNTSVILLE, AL 35803		0.40 NE	4	\$242
078206	ROPER LAWN CARE SHARPSBURG DR SE HUNTSVILLE, AL 35803		0.44 NE	1	\$66
421401	MID SOUTH MOVING INC BRANSCOMB RD SE HUNTSVILLE, AL 35803		0.45 SE	6	\$738
509223	ALLCAT RESTORATION WYNTERHALL RD SE HUNTSVILLE, AL 35803		0.45 SW	3	\$3,318
651303	MOUNTAIN RIDGE APARTMENTS HOBBS RD SE HUNTSVILLE, AL 35803		0.45 SW	1	\$143

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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Business Locator

Polygon 3
Area: 10.81 square miles

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
871106	SPANIO ENGINEERING INC JOHNSTONE CIR SE HUNTSVILLE, AL 35803		0.47 SW	11	\$1,746
874242	BIGGHEALTH MANAGEMENT FARMINGDALE RD SE HUNTSVILLE, AL 35803		0.48 NW	3	\$404
651303	ABBINGTON PLACE AT SOUTH PNT WYNTERHALL RD SE HUNTSVILLE, AL 35803		0.50 SW	2	\$285
872101	A-N ACCTG ENSURED PRODUCTIVITY WYNTERHALL RD SE HUNTSVILLE, AL 35803		0.50 SW	3	\$266
152115	GMS ENTERPRISES WYNTERHALL RD SE HUNTSVILLE, AL 35803		0.50 SW	1	\$370
899999	JERSEY INSTRUMENTS HALSTEAD CT SE HUNTSVILLE, AL 35803		0.58 NE	1	\$105
999966	OHIO TECHNOLOGY CLEARINGHOUSE MOUNT HOPE PL SE HUNTSVILLE, AL 35803		0.60 NW	19	\$0
734904	HUNTSVILLE PRESSURE WASHING TEENAJO DR SE HUNTSVILLE, AL 35803		0.60 NE	2	\$147
912103	EXTENSION INC E GATEWAY DR SE HUNTSVILLE, AL 35803		0.61 SW	7	\$0
571236	HUNTSVILLE AMERICAN CABINETS E GATEWAY DR SE HUNTSVILLE, AL 35803		0.61 SW	28	\$5,619
152103	MR GUTTER HOBBS RD SE HUNTSVILLE, AL 35803		0.64 SW	4	\$1,480
721704	HEAVEN'S BEST CARPET CLEANING CHICAMAUGA TRL SE HUNTSVILLE, AL 35803		0.64 NW	2	\$128
805908	HOSPICE FAMILY CARE SERENITY LN SE HUNTSVILLE, AL 35803		0.66 SW	25	\$0
805904	REDSTONE VILLAGE TURNMEYER DR SE HUNTSVILLE, AL 35803		0.67 SW	75	\$6,095
839998	MENDED HEARTS CHAPTER 260 EARLWOOD DR SE HUNTSVILLE, AL 35803		0.68 SE	1	\$0
473104	BRAINLINE SHIPPING CO W GATEWAY DR SE HUNTSVILLE, AL 35803		0.68 SW	3	\$621

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
078206	AMESBURY LAWN CARE TEENAJO DR SE HUNTSVILLE, AL 35803		0.71 NE	1	\$66
173101	BOWMAN ELECTRIC CAMDEN CIR SE HUNTSVILLE, AL 35803		0.73 SE	6	\$740
509905	MM IMPORTS & EXPORTS INC MOUNTAIN GAP RD SE HUNTSVILLE, AL 35803		0.74 NE	2	\$1,822
723102	BERRYHILL STUDIO MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.75 SW	1	\$38
421402	MID SOUTH MOVING INC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.75 SW	5	\$615
541105	ALDI MEMORIAL PKWY SE HUNTSVILLE, AL 35803	a	0.75 SW	10	\$2,326
781211	T M VIDEO PRODUCTIONS BRIGHTON CIR SE HUNTSVILLE, AL 35803		0.75 NE	1	\$405
874266	BENTLEY LOGISTICS LLC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.75 SW	3	\$404
723106	SALON SOUTH MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.75 SW	4	\$149
599958	KEGKITS.COM MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.75 SW	3	\$363
581208	I LOVE SUSHI OAK PLACE DR SE HUNTSVILLE, AL 35803		0.76 SE	10	\$509
737298	INTERGRAPH CORP GREENLEAF DR SE HUNTSVILLE, AL 35803		0.77 NW	8	\$692
521136	SOUTHERN SOLAR SYSTEMS MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.77 NW	5	\$1,389
871106	CAMP SYSTEMS GREENLEAF DR SE HUNTSVILLE, AL 35803		0.77 NW	11	\$1,746
509908	BJR MANUFACTURERS REPS MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.77 SW	3	\$2,732
171117	ESNEAULT HEATING & COOLING MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.77 SW	3	\$370

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
641112	FARMERS INSURANCE MEMORIAL PKWY SE HUNTSVILLE, AL 35803	G	0.78 SW	1	\$149
078204	TURF MEDIC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.78 SW	3	\$198
581208	BURGER KING MEMORIAL PKWY SE HUNTSVILLE, AL 35803	C	0.78 SW	40	\$2,033
751401	ENTERPRISE RENT-A-CAR MEMORIAL PKWY SE HUNTSVILLE, AL 35803	O	0.79 NW	3	\$324
599502	KELLEY'S OPTICAL MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.79 SW	3	\$412
614113	EASYMONEY CASH CENTERS MEMORIAL PKWY SE HUNTSVILLE, AL 35803	e	0.80 NW	5	\$3,046
753801	EXPRESS OIL CHANGE/TIRE ENGRS MEMORIAL PKWY SW HUNTSVILLE, AL 35803	E	0.80 SW	8	\$728
078204	DALE WEBSTER SVC INC MOUNTAIN GAP RD SE HUNTSVILLE, AL 35803		0.80 NE	3	\$198
359903	THEONICS INC GILLELAND RD SE HUNTSVILLE, AL 35803		0.80 NW	23	\$2,898
349903	REP INC GILLELAND RD SE HUNTSVILLE, AL 35803		0.80 NW	8	\$984
866107	FARLEY CHURCH OF CHRIST MEMORIAL PKWY SW HUNTSVILLE, AL 35803	F	0.81 SW	4	\$0
651303	PINE TREE VILLAGE APARTMENTS MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.81 NW	1	\$143
912104	HUNTSVILLE CITY MOUNTAIN GAP RD SE HUNTSVILLE, AL 35803		0.82 NE	5	\$0
821103	MOUNTAIN GAP ELEMENTARY SCHOOL MOUNTAIN GAP RD SE HUNTSVILLE, AL 35803	EJKN	0.82 NE	40	\$0
821103	MOUNTAIN GAP MIDDLE SCHOOL MOUNTAIN GAP RD SE HUNTSVILLE, AL 35803	JN	0.82 NE	65	\$0
175203	D & D FLOORS & MORE MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.82 NW	2	\$247

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
422503	LIFE STORAGE MEMORIAL PKWY SE HUNTSVILLE, AL 35803	L	0.82 NW	2	\$202
554101	SHELL FOOD MART MEMORIAL PKWY SW HUNTSVILLE, AL 35803	T	0.83 SW	5	\$4,553
541103	MINITMAN FOOD STORES MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.83 SW	3	\$698
382501	ZETA AUTOMATED TEST & DESIGN GILLELAND RD SE HUNTSVILLE, AL 35803		0.83 NW	25	\$2,454
753801	QUALITY CAR CARE MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.84 NW	2	\$182
557106	FREEDOM POWERSPORTS HUNTSVILLE MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.84 SW	1	\$319
557106	K C'S POWERSPORTS MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.84 SW	1	\$319
602103	ATM MEMORIAL PKWY SW HUNTSVILLE, AL 35803	oy	0.86 NW	0	\$0
516916	INTERNATIONAL CHEMICAL PRODS MEADOW PARK DR SE HUNTSVILLE, AL 35803		0.86 SE	3	\$5,072
723106	NAILS BY SOUTHERN BELLES MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.86 NW	11	\$408
581208	CHICK-FIL-A MEMORIAL PKWY SW HUNTSVILLE, AL 35803	s	0.86 SW	30	\$1,525
573117	RESISTACAP INC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.86 NW	12	\$2,927
753801	MARTINEZ GARAGE MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.86 NW	4	\$364
581208	SONIC DRIVE-IN MEMORIAL PKWY SW HUNTSVILLE, AL 35803	o	0.87 NW	24	\$1,220
422515	PODS GILLELAND RD SE HUNTSVILLE, AL 35803	O	0.87 NW	4	\$403
753801	LBJ TIRE & AUTO MEMORIAL PKWY SE HUNTSVILLE, AL 35803	Q	0.87 SW	12	\$1,092

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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Area: 10.81 square miles

Prepared by Esri

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
481207	CELLULAR SALES-VERIZON AUTH MEMORIAL PKWY SW HUNTSVILLE, AL 35803	NO	0.87 NW	4	\$3,369
581208	ZAXBY'S CHICKEN FINGERS MEMORIAL PKWY SW HUNTSVILLE, AL 35803	b	0.88 NW	25	\$1,271
641111	DIRECT AUTO INSURANCE MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.88 NW	3	\$445
581208	WENDY'S HOBBS RD SE HUNTSVILLE, AL 35803	X	0.88 SW	25	\$1,271
999977	CONSERVATIVE ORGANICS SHADES RD SE HUNTSVILLE, AL 35803		0.88 NE	0	\$0
581208	RUBY TUESDAY MEMORIAL PKWY SW HUNTSVILLE, AL 35803	y	0.89 NW	48	\$2,439
737201	ABACO SYSTEMS INC MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.89 SW	248	\$21,452
762902	GE APPLIANCES REPAIR MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.89 SW	1	\$74
508448	MOOSE TRADING LLC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.89 SW	6	\$5,695
177105	BEST STAMPED CONCRETE MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.89 NW	3	\$370
596104	NARPA GREENLEAF DR SE HUNTSVILLE, AL 35803		0.89 NW	6	\$2,151
495311	MARS LLC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.90 NW	4	\$1,302
899999	M-POWER TECH ASSET RECOVERY MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.90 NW	3	\$313
484101	GATR TECHNOLOGIES INC GILLELAND DR SE HUNTSVILLE, AL 35803		0.90 NW	4	\$883
899999	HUNTSVILLE EMERGENCY SVC MEMORIAL PKWY SW HUNTSVILLE, AL 35801		0.91 NW	3	\$313
581222	PIZZA HUT MEMORIAL PKWY SW HUNTSVILLE, AL 35803	M	0.91 NW	15	\$763

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Area: 10.81 square miles

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
422503	CUBESMART SELF STORAGE MEMORIAL PKWY SW HUNTSVILLE, AL 35803	1	0.91 NW	2	\$202
422501	SOUTH PARKWAY SELF STORAGE MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.91 SW	1	\$101
602103	ATM MEMORIAL PKWY SW HUNTSVILLE, AL 35803	o	0.92 NW	0	\$0
152103	PENHALL CO GILLELAND RD SE HUNTSVILLE, AL 35803		0.93 NW	3	\$1,110
754201	RED ROCKET CAR WASH LLC REDSTONE RD SW HUNTSVILLE, AL 35803		0.93 NW	5	\$220
738924	NEW LIFE ELECTRONICS LLC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		0.94 SW	3	\$211
724101	DISTINGUISHED CLIPPERS MOUNTAIN GAP RD SE HUNTSVILLE, AL 35803		0.95 NE	3	\$68
533101	DOLLAR TREE MEMORIAL PKWY SW HUNTSVILLE, AL 35803	m	0.95 SW	8	\$1,394
723102	KING NAIL MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.95 SW	2	\$75
723106	CUTS BY US MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.95 SW	8	\$297
581208	EL HERRADURA MEXICAN RSTRNT MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.95 SW	8	\$407
581208	CHINA MOON MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.95 SW	3	\$153
562101	CATO MEMORIAL PKWY SW HUNTSVILLE, AL 35803	9	0.95 SW	5	\$574
592103	WINE RACK MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.95 SW	2	\$895
594509	GAME STOP MEMORIAL PKWY SW HUNTSVILLE, AL 35803	A	0.95 SW	5	\$678
753701	SPARTAN TRANSMISSION SOUTHPARK BLVD SW HUNTSVILLE, AL 35803		0.95 NW	1	\$88

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SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
481207	CORR WIRELESS MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.96 SW	3	\$2,527
481207	CRICKET WIRELESS AUTH RETAILER MEMORIAL PKWY SW HUNTSVILLE, AL 35803	Z	0.96 SW	4	\$3,369
651202	SUNCOM MOBILE MEMORIAL PKWY SW HUNTSVILLE, AL 35803		0.96 SW	2	\$644
835101	RAINBOW CHILD CARE CTR BAILEY COVE RD SE HUNTSVILLE, AL 35803		0.96 NE	16	\$304
734201	COOK'S PEST CONTROL INC SOUTHPARK BLVD SW HUNTSVILLE, AL 35803		0.98 NW	39	\$4,557
581222	LITTLE CAESARS PIZZA REDSTONE RD SW HUNTSVILLE, AL 35803	2	0.98 NW	20	\$1,017
553111	O'REILLY AUTO PARTS MEMORIAL PKWY SW HUNTSVILLE, AL 35803	6	0.98 NW	10	\$1,648
152112	J H SMITH CUSTOM HOMES BELL MOUNTAIN DR SW HUNTSVILLE, AL 35803		0.99 SW	1	\$370
541105	PUBLIX SUPER MARKET BAILEY COVE RD SE HUNTSVILLE, AL 35803	Y	0.99 NE	140	\$32,557
591205	PUBLIX PHARMACY BAILEY COVE RD SE HUNTSVILLE, AL 35803	\$	0.99 NE	5	\$1,743
784108	REDBOX BAILEY COVE RD SE HUNTSVILLE, AL 35803	R	0.99 NE	0	\$0
602103	ATM BAILEY COVE RD SE HUNTSVILLE, AL 35803	o	0.99 NE	0	\$0
609902	WESTERN UNION AGENT LOCATION BAILEY COVE RD SE HUNTSVILLE, AL 35803	I	0.99 NE	4	\$1,849
509908	ELECTRONIC MARKETING ASSOC MAEBETH DR SE HUNTSVILLE, AL 35803		1.01 NE	3	\$2,732
581208	LAWLERS BARBECUE EXPRESS MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.01 NW	8	\$407
581208	FIRE WOK ASIAN BISTRO MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.01 NW	4	\$204

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581222	MARCO'S PIZZA MEMORIAL PKWY SW HUNTSVILLE, AL 35803	X	1.01 NW	25	\$1,271
571209	BEDZZZ EXPRESS SLEEP TIGHT GA MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.01 NW	2	\$402
614101	1ST FRANKLIN FINANCIAL CORP MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.01 NW	3	\$1,828
799101	9ROUND FITNESS MEMORIAL PKWY SW HUNTSVILLE, AL 35803	n	1.01 NW	5	\$102
723106	GREAT CLIPS MEMORIAL PKWY SW HUNTSVILLE, AL 35803	G	1.01 NW	5	\$186
804918	RESULTS PHYSIOTHERAPY MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.01 NW	6	\$400
641112	STATE FARM INSURANCE MEMORIAL PKWY SW HUNTSVILLE, AL 35803)%Y	1.01 NW	5	\$742
573131	ESA VERSAILLES DR SE HUNTSVILLE, AL 35803		1.01 NE	2	\$488
481207	T-MOBILE MEMORIAL PKWY SW HUNTSVILLE, AL 35803	d	1.01 NW	6	\$5,053
866107	ST LUKE CHRISTIAN CHURCH MEMORIAL PKWY SW HUNTSVILLE, AL 35802	C	1.01 SW	3	\$0
549901	SHAKLEE DISTRIBUTOR COYS DR SE HUNTSVILLE, AL 35803		1.02 NE	1	\$125
541103	MURPHY USA MEMORIAL PKWY SW HUNTSVILLE, AL 35803	m	1.02 NW	4	\$931
784108	REDBOX MEMORIAL PKWY SW HUNTSVILLE, AL 35803	R	1.02 NW	0	\$0
599902	WALMART CONNECTION CTR MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.02 NW	3	\$363
738905	COINSTAR MEMORIAL PKWY SW HUNTSVILLE, AL 35803	H	1.02 NW	0	\$0
602103	ATM MEMORIAL PKWY SW HUNTSVILLE, AL 35803	o	1.02 NW	0	\$0

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729101	JACKSON HEWITT TAX SVC-WALMART MEMORIAL PKWY SW HUNTSVILLE, AL 35803	OP	1.02 NW	2	\$38
554101	MURPHY OIL MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.02 NW	3	\$2,732
723102	REGAL NAILS SALON & SPA MEMORIAL PKWY SW HUNTSVILLE, AL 35803	R	1.02 NW	2	\$75
581208	SUBWAY MEMORIAL PKWY SW HUNTSVILLE, AL 35803	R	1.02 NW	4	\$204
602101	WOODFOREST NATIONAL BANK MEMORIAL PKWY SW HUNTSVILLE, AL 35803	#	1.02 NW	5	\$1,038
591205	WALMART PHARMACY MEMORIAL PKWY SW HUNTSVILLE, AL 35803	J	1.02 NW	8	\$2,788
738401	WALMART PHOTO CENTER MEMORIAL PKWY SW HUNTSVILLE, AL 35803	Q	1.02 NW	3	\$165
599502	WALMART VISION & GLASSES MEMORIAL PKWY SW HUNTSVILLE, AL 35803	V	1.02 NW	4	\$549
546102	WALMART BAKERY MEMORIAL PKWY SW HUNTSVILLE, AL 35803	O	1.02 NW	5	\$198
753801	WALMART AUTO CARE CENTERS MEMORIAL PKWY SW HUNTSVILLE, AL 35803	W	1.02 NW	6	\$546
541110	WALMART GROCERY PKUP-DELIVERY MEMORIAL PKWY SW HUNTSVILLE, AL 35803	H	1.02 NW	10	\$2,326
598406	BLUE RHINO MEMORIAL PKWY SW HUNTSVILLE, AL 35803	H	1.02 NW	0	\$0
526104	WALMART GARDEN CENTER MEMORIAL PKWY SW HUNTSVILLE, AL 35803	W	1.02 NW	10	\$1,772
531102	WALMART SUPERCENTER MEMORIAL PKWY SW HUNTSVILLE, AL 35803	m	1.02 NW	335	\$60,151
723106	COST CUTTERS MEMORIAL PKWY SW HUNTSVILLE, AL 35803	C	1.02 NW	5	\$186
593202	ANTIQU MARKET MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.02 NW	2	\$1,433

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078204	MAKO LAWN CARE MAGNA CARTA PL SW HUNTSVILLE, AL 35803		1.02 NW	3	\$198
571216	OFFICE FURNITURE OUTLET MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.03 NW	4	\$803
737101	HUNTSVILLE COMPUTER SVC CHICAMAUGA TRL SE HUNTSVILLE, AL 35803		1.06 NW	5	\$607
078206	HARRELL LAWN CARE SVC WILLENA DR SE HUNTSVILLE, AL 35803		1.06 NE	1	\$66
737416	BUSKERDOO LLC CHESTERFIELD RD SE HUNTSVILLE, AL 35803		1.07 SE	15	\$1,713
571917	CUSTOM PLUS INC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.07 NW	3	\$530
171117	COLE MECHANICAL CHESTERFIELD RD SE HUNTSVILLE, AL 35803		1.07 SE	1	\$124
829972	LEARNING FOR THE JOURNEY LLC WILLENA DR SE HUNTSVILLE, AL 35803		1.08 NE	3	\$0
546102	CINNABON MEMORIAL PKWY SW HUNTSVILLE, AL 35803	C	1.08 NW	8	\$317
581208	SCHLOTZSKY'S MEMORIAL PKWY SW HUNTSVILLE, AL 35803	m	1.08 NW	14	\$712
734201	A PLUS PEST CONTROL CHICAMAUGA TRL SE HUNTSVILLE, AL 35803		1.09 NW	2	\$234
866107	ALDRSGATE UNITED MTHDST CHR BAILEY COVE RD SE HUNTSVILLE, AL 35803	R	1.09 NE	18	\$0
832215	TRINITY COUNSELING CTR INC BAILEY COVE RD SE HUNTSVILLE, AL 35803		1.09 NE	4	\$242
811103	NORTH ALABAMA TECHNICAL SVC BRANDYWINE DR SE HUNTSVILLE, AL 35803		1.10 NW	1	\$144
342302	RIDGEVIEW INDUSTRIES INC CHANEY THOMPSON RD SE HUNTSVILLE, AL 35803		1.11 SE	50	\$1,806
801101	VALLEY VIEW FAMILY MEDICINE BRANDYWINE DR SE HUNTSVILLE, AL 35803	K	1.11 NW	13	\$3,179

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553111	PEP BOYS MEMORIAL PKWY SW HUNTSVILLE, AL 35803	7	1.12 NW	8	\$1,318
593229	FAMILY JEWELRY & LOAN MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.12 NW	2	\$1,433
753201	ROD'S CUSTOM COLLISION REPAIR MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.12 NW	7	\$562
999977	KN4YBA PALISADES CT SW HUNTSVILLE, AL 35803		1.12 NW	0	\$0
802101	PRISTINE DENTAL QUALITY CARE MEMORIAL PKWY SE HUNTSVILLE, AL 35803	2	1.14 NW	2	\$334
866107	HILLWOOD BAPTIST CHURCH KOHLER RD SE HUNTSVILLE, AL 35803	C	1.14 NW	3	\$0
835101	HILLWOOD BAPTIST DAY CARE KOHLER RD SE HUNTSVILLE, AL 35803		1.14 NW	30	\$569
593202	PACKARDS ANTIQUES MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.16 NW	2	\$1,433
154213	JOHN G GANN & CO MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.17 NW	2	\$740
737298	S4 INC PALISADES CT SW HUNTSVILLE, AL 35803		1.18 NW	1	\$87
152105	PROFESSIONAL HOME REPAIR COVINGTON DR SE HUNTSVILLE, AL 35803		1.19 NE	4	\$1,480
821103	MONTESSORI AMS SCHOOL CHANEY THOMPSON RD SE HUNTSVILLE, AL 35803	TEKP	1.19 SE	17	\$0
753201	JOE HUDSON'S COLLISION CTR MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.19 NW	14	\$1,123
581208	LA VILLA INC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.21 NW	8	\$407
737801	HUNTSVILLE COMPUTER SVC MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.21 NW	4	\$429
581208	PIZZERIA THE BOOT MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.21 NW	9	\$458

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835101	STEPPING STONES LEARNING CTR MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.21 SW	8	\$152
835101	GRINS & GIGGLES CREATIVE MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.21 SW	8	\$152
873114	ENVIRONMENTAL EFFECTS LLC QUEENS PL SE HUNTSVILLE, AL 35803		1.21 NE	1	\$0
075204	VIP GROOMING KOHLER RD SE HUNTSVILLE, AL 35803		1.22 NW	6	\$252
599930	LIFELINE PET RESCUE-NORTH AL KOHLER RD SE HUNTSVILLE, AL 35803		1.22 NW	2	\$242
801104	NORTH ALABAMA MEDICAL CARE MEMORIAL PKWY SW HUNTSVILLE, AL 35803	M	1.23 NW	16	\$3,912
801101	CAREPLUS FAMILY MEDICAL MEMORIAL PKWY SW HUNTSVILLE, AL 35803	F9	1.23 NW	10	\$2,445
533101	DOLLAR GENERAL MEMORIAL PKWY SE HUNTSVILLE, AL 35803	D	1.23 SW	7	\$1,219
866107	JEHOVAH'S WITNESSES CHANEY THOMPSON RD SE HUNTSVILLE, AL 35803	N	1.23 SE	3	\$0
602103	ATM MEMORIAL PKWY SE HUNTSVILLE, AL 35803	oy	1.24 NW	0	\$0
764105	FINAL FINISH INC KOHLER RD SE HUNTSVILLE, AL 35803		1.25 NW	2	\$101
581208	WAFFLE HOUSE MEMORIAL PKWY SW HUNTSVILLE, AL 35803	r	1.26 NW	21	\$1,067
344303	NORRIS CYLINDER GREEN COVE RD SE HUNTSVILLE, AL 35803		1.27 SE	150	\$20,896
614113	CHECK 'N GO MEMORIAL PKWY SE HUNTSVILLE, AL 35803	C	1.27 NW	3	\$1,828
723102	DIXIE NAILS MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.27 NW	3	\$112
599306	GREENWORX CBD MEMORIAL PKWY SE HUNTSVILLE, AL 35803		1.27 NW	1	\$158

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835102	FARLEY HEAD START GREEN COVE RD SW HUNTSVILLE, AL 35803		1.27 SW	10	\$190
821103	FARLEY ELEMENTARY SCHOOL GREEN COVE RD SW HUNTSVILLE, AL 35803	EKN	1.27 SW	50	\$0
581208	SUBWAY MEMORIAL PKWY SE HUNTSVILLE, AL 35803	R	1.28 NW	5	\$255
172101	TURK PAINT & CONTRACTING LLC CRESTFIELD DR SE HUNTSVILLE, AL 35803		1.28 NW	2	\$247
609910	WESTERN UNION AGENT LOCATION MEMORIAL PKWY SW HUNTSVILLE, AL 35803	I	1.29 SW	3	\$1,387
598406	AMERIGAS PROPANE EXCHANGE HIGHWAY 231 S HUNTSVILLE, AL 35803		1.29 SW	0	\$0
581208	ATLANTA BREAD ASHMONT BLVD SE HUNTSVILLE, AL 35803	ä	1.31 SE	45	\$2,287
602103	ATM MEMORIAL PKWY SE HUNTSVILLE, AL 35803	oy	1.31 NW	0	\$0
651303	GLENVIEW APARTMENTS REDSTONE RD SW HUNTSVILLE, AL 35803		1.31 NW	2	\$285
549901	ABUNDANT LIFE ENTERPRISES COLLIER DR SE HUNTSVILLE, AL 35803		1.32 SE	1	\$125
571213	GET A GRIP GALAHAD DR SE HUNTSVILLE, AL 35803		1.33 NE	6	\$1,204
769985	GET A GRIP OF NORTHERN AL LLC GALAHAD DR SE HUNTSVILLE, AL 35803		1.33 NE	3	\$329
152105	GREENER PASTURES LAWN CARE CHIMNEY SPRINGS CIR SE HUNTSVILLE, AL 35803		1.34 NE	3	\$1,110
784108	REDBOX MEMORIAL PKWY SW HUNTSVILLE, AL 35803	R	1.34 NW	0	\$0
602103	ATM MEMORIAL PKWY SW HUNTSVILLE, AL 35803	°C	1.34 NW	0	\$0
541103	CIRCLE K MEMORIAL PKWY SW HUNTSVILLE, AL 35803	F	1.34 NW	7	\$1,628

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866107	ST THOMAS EPISCOPAL CHURCH BAILEY COVE RD SE HUNTSVILLE, AL 35803	L	1.34 NE	10	\$0
598406	BLUE RHINO MEMORIAL PKWY SE HUNTSVILLE, AL 35803	H	1.34 NW	0	\$0
591205	WALGREENS MEMORIAL PKWY SE HUNTSVILLE, AL 35803	4	1.34 NW	20	\$6,969
737314	HYBRINETIKS INC BUCKINGHAM DR SW HUNTSVILLE, AL 35803		1.35 NW	6	\$930
726106	EARTH CARE BURIAL MAGNA CARTA PL SW HUNTSVILLE, AL 35803		1.35 NW	3	\$297
602103	ATM MEMORIAL PKWY SW HUNTSVILLE, AL 35803	QA	1.36 NW	0	\$0
591205	CVS/PHARMACY MEMORIAL PKWY SW HUNTSVILLE, AL 35803	K	1.37 NW	14	\$4,879
733101	UPS ACCESS POINT LOCATION MEMORIAL PKWY SW HUNTSVILLE, AL 35803		1.37 NW	13	\$1,937
799969	CAMELOT RECREATION ASSN GREEN MOUNTAIN RD SE HUNTSVILLE, AL 35803		1.37 NE	3	\$185
899999	LESLIE WARE ESTHETICS LLC ENGLISH DR SW HUNTSVILLE, AL 35803		1.38 NW	3	\$313
581208	BOJANGLES' FAMOUS CHICKEN MEMORIAL PKWY SE HUNTSVILLE, AL 35803	@	1.38 NW	45	\$2,287
866107	ABUNDANT LIFE CHURCH REDSTONE RD SW HUNTSVILLE, AL 35803		1.40 NW	2	\$0
866107	DWELLING PLACE REDSTONE RD SW HUNTSVILLE, AL 35803	2	1.40 NW	6	\$0
174101	MY TURN MASONRY HUNTSVILLE, AL 35803		1.41 NW	6	\$740
411903	EXTREME LIMOUSINE HUNTSVILLE, AL 35803		1.41 NW	6	\$360
174101	NEAR MASONRY SVC HUNTSVILLE, AL 35803		1.41 NW	6	\$740
722101	PHOTOGRAPHY BY SHANNON HUNTSVILLE, AL 35803		1.41 NW	2	\$68

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

Source: Copyright 2020 Infogroup and Esri. Esri Total Residential Population forecasts for 2020. Infogroup Business Locations (October 2020).

February 17, 2021

Business Locator

Polygon 3
Area: 10.81 square miles

Prepared by Esri

SIC Code	Business Name	Franchise	Distance From Site in Miles	Employees	Sales (\$000)
175103	JAMAR CARPENTRY HUNTSVILLE, AL 35803		1.41 NW	5	\$617
175203	YELL'S HARDWOOD FLOORS KATY THOMPSON HUNTSVILLE, AL 35803		1.41 NW	25	\$3,082
176103	A-1 GUTTERS HUNTSVILLE, AL 35803		1.41 NW	2	\$247
328101	BELLA TILE & GRANITE NELSON GAP HUNTSVILLE, AL 35803		1.41 NW	2	\$240
171117	WARD FAMILY HEATING & COOLING HUNTSVILLE, AL 35803		1.41 NW	2	\$247
799201	LEDGESOFFICE HUNTSVILLE, AL 35803		1.41 NW	15	\$579
162303	BUTLER'S GAS PIPE INC HUNTSVILLE, AL 35803		1.41 NW	2	\$519
171112	ANNETTE HALE'S INDOOR COMFORT CHURCH ST HUNTSVILLE, AL 35803	EK	1.41 NW	2	\$247
078204	HAPPY LANDSCAPER HUNTSVILLE, AL 35803		1.41 NW	3	\$198
172101	ALABAMA'S BEST PAINTING HUNTSVILLE, AL 35803	B	1.41 NW	2	\$247
734931	BEAUTIFICATION GUTTER CLEANING HUNTSVILLE, AL 35803		1.41 NW	1	\$74

Data Note: Businesses are listed based on their proximity to the study area location. A maximum of 250 records can be displayed on one report. Data on the Business Locations report is based on the businesses whose location falls within the area of study. Total Sales, Total Daytime Business Population, Total Number of Businesses, and the Daytime Business (pop)/Residential Ratio are calculated using the collection of business points that fall within the area of study.

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February 17, 2021

Housing Profile

Polygon 3
Area: 23.9 square miles

Prepared by Esri

Population

2010 Total Population	35,199
2020 Total Population	37,671
2025 Total Population	39,326
2020-2025 Annual Rate	0.86%

Households

2020 Median Household Income	\$76,174
2025 Median Household Income	\$81,043
2020-2025 Annual Rate	1.25%

Housing Units by Occupancy Status and Tenure	Census 2010		2020		2025	
	Number	Percent	Number	Percent	Number	Percent
Total Housing Units	16,087	100.0%	17,547	100.0%	18,406	100.0%
Occupied	15,137	94.1%	16,357	93.2%	17,148	93.2%
Owner	11,636	72.3%	11,862	67.6%	12,367	67.2%
Renter	3,501	21.8%	4,495	25.6%	4,781	26.0%
Vacant	950	5.9%	1,190	6.8%	1,258	6.8%

Owner Occupied Housing Units by Value

	2020		2025	
	Number	Percent	Number	Percent
Total	11,862	100.0%	12,367	100.0%
<\$50,000	374	3.2%	335	2.7%
\$50,000-\$99,999	570	4.8%	491	4.0%
\$100,000-\$149,999	1,872	15.8%	1,724	13.9%
\$150,000-\$199,999	3,192	26.9%	3,232	26.1%
\$200,000-\$249,999	2,491	21.0%	2,684	21.7%
\$250,000-\$299,999	1,587	13.4%	1,808	14.6%
\$300,000-\$399,999	1,167	9.8%	1,361	11.0%
\$400,000-\$499,999	337	2.8%	402	3.3%
\$500,000-\$749,999	234	2.0%	289	2.3%
\$750,000-\$999,999	6	0.1%	9	0.1%
\$1,000,000-\$1,499,999	9	0.1%	10	0.1%
\$1,500,000-\$1,999,999	0	0.0%	0	0.0%
\$2,000,000+	23	0.2%	22	0.2%
Median Value	\$198,794		\$207,480	
Average Value	\$220,553		\$229,251	

Census 2010 Housing Units

	Number	Percent
Total	16,087	100.0%
In Urbanized Areas	16,022	99.6%
In Urban Clusters	0	0.0%
Rural Housing Units	65	0.4%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

February 17, 2021

Housing Profile

Polygon 3
Area: 23.9 square miles

Prepared by Esri

Census 2010 Owner Occupied Housing Units by Mortgage Status

	Number	Percent
Total	11,636	100.0%
Owned with a Mortgage/Loan	7,911	68.0%
Owned Free and Clear	3,725	32.0%

Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	1,009	100.0%
For Rent	411	40.7%
Rented- Not Occupied	33	3.3%
For Sale Only	270	26.8%
Sold - Not Occupied	39	3.9%
Seasonal/Recreational/Occasional Use	69	6.8%
For Migrant Workers	1	0.1%
Other Vacant	186	18.4%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	15,137	11,636	76.9%
15-24	447	83	18.6%
25-34	1,696	881	51.9%
35-44	2,202	1,518	68.9%
45-54	3,594	2,953	82.2%
55-64	2,869	2,499	87.1%
65-74	2,234	2,013	90.1%
75-84	1,597	1,386	86.8%
85+	498	303	60.8%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	15,137	11,637	76.9%
White Alone	13,598	10,827	79.6%
Black/African American Alone	657	200	30.4%
American Indian/Alaska Native	101	63	62.4%
Asian Alone	463	361	78.0%
Pacific Islander Alone	8	6	75.0%
Other Race Alone	75	32	42.7%
Two or More Races	235	148	63.0%
Hispanic Origin	311	205	65.9%

Census 2010 Occupied Housing Units by Size and Home Ownership

	Occupied Units	Owner Occupied Units	
		Number	% of Occupied
Total	15,137	11,636	76.9%
1-Person	4,326	2,829	65.4%
2-Person	5,719	4,723	82.6%
3-Person	2,339	1,854	79.3%
4-Person	1,797	1,489	82.9%
5-Person	672	534	79.5%
6-Person	204	156	76.5%
7+ Person	80	51	63.8%

2020 Housing Affordability

Housing Affordability Index	227
Percent of Income for Mortgage	10.9%

Data Note: Persons of Hispanic Origin may be of any race.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025.

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