



Demographic and Income Profile

Centennial Centre at Hobart
Drive Time: 5 minutes

Hobart Business Parks
Latitude: 44.56955
Longitude: -88.15932

Summary	Census 2010	2012	2017
Population	3,718	3,985	4,362
Households	1,316	1,418	1,571
Families	1,128	1,212	1,336
Average Household Size	2.82	2.81	2.77
Owner Occupied Housing Units	1,221	1,303	1,438
Renter Occupied Housing Units	95	116	133
Median Age	42.5	42.7	43.0
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	1.82%	0.42%	0.68%
Households	2.07%	0.59%	0.74%
Families	1.97%	0.43%	0.72%
Owner HHs	1.99%	0.68%	0.91%
Median Household Income	2.09%	2.81%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	55	3.9%	48	3.1%
\$15,000 - \$24,999	85	6.0%	60	3.8%
\$25,000 - \$34,999	57	4.0%	39	2.5%
\$35,000 - \$49,999	122	8.6%	98	6.2%
\$50,000 - \$74,999	298	21.0%	297	18.9%
\$75,000 - \$99,999	228	16.1%	319	20.3%
\$100,000 - \$149,999	324	22.8%	389	24.8%
\$150,000 - \$199,999	103	7.3%	145	9.2%
\$200,000+	148	10.4%	176	11.2%
Median Household Income	\$83,389		\$92,465	
Average Household Income	\$102,024		\$117,508	
Per Capita Income	\$36,229		\$42,105	

Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	216	5.8%	235	5.9%	259	5.9%
5 - 9	286	7.7%	306	7.7%	335	7.7%
10 - 14	311	8.4%	326	8.2%	357	8.2%
15 - 19	286	7.7%	290	7.3%	301	6.9%
20 - 24	120	3.2%	134	3.4%	137	3.1%
25 - 34	282	7.6%	318	8.0%	357	8.2%
35 - 44	497	13.4%	524	13.1%	558	12.8%
45 - 54	700	18.8%	719	18.0%	720	16.5%
55 - 64	585	15.7%	649	16.3%	730	16.7%
65 - 74	305	8.2%	346	8.7%	450	10.3%
75 - 84	104	2.8%	111	2.8%	126	2.9%
85+	25	0.7%	27	0.7%	33	0.8%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,312	89.1%	3,551	89.1%	3,851	88.3%
Black Alone	20	0.5%	24	0.6%	35	0.8%
American Indian Alone	262	7.0%	267	6.7%	284	6.5%
Asian Alone	56	1.5%	67	1.7%	93	2.1%
Pacific Islander Alone	2	0.1%	3	0.1%	4	0.1%
Some Other Race Alone	5	0.1%	6	0.2%	10	0.2%
Two or More Races	60	1.6%	67	1.7%	85	1.9%
Hispanic Origin (Any Race)	62	1.7%	70	1.8%	97	2.2%

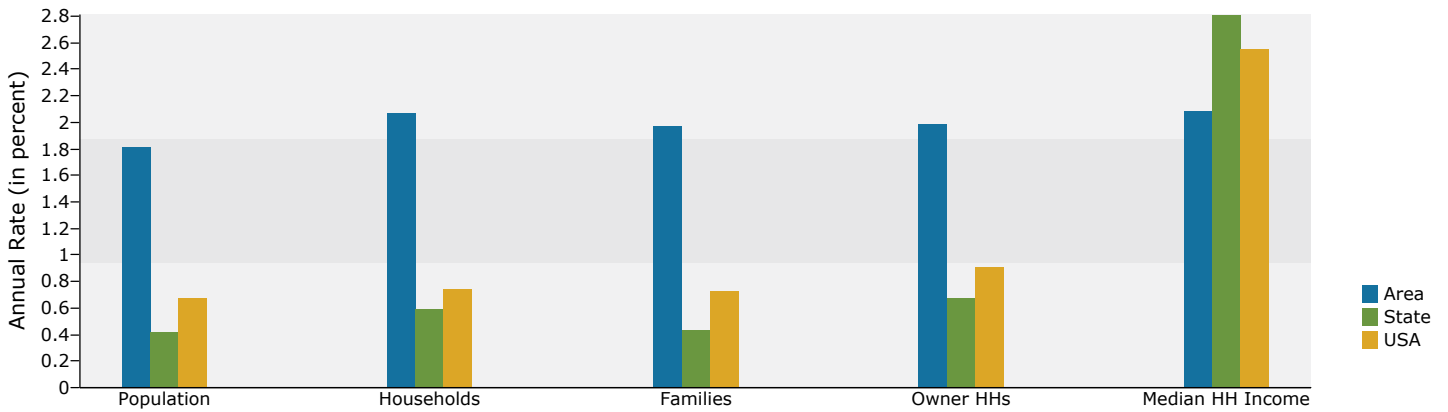
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

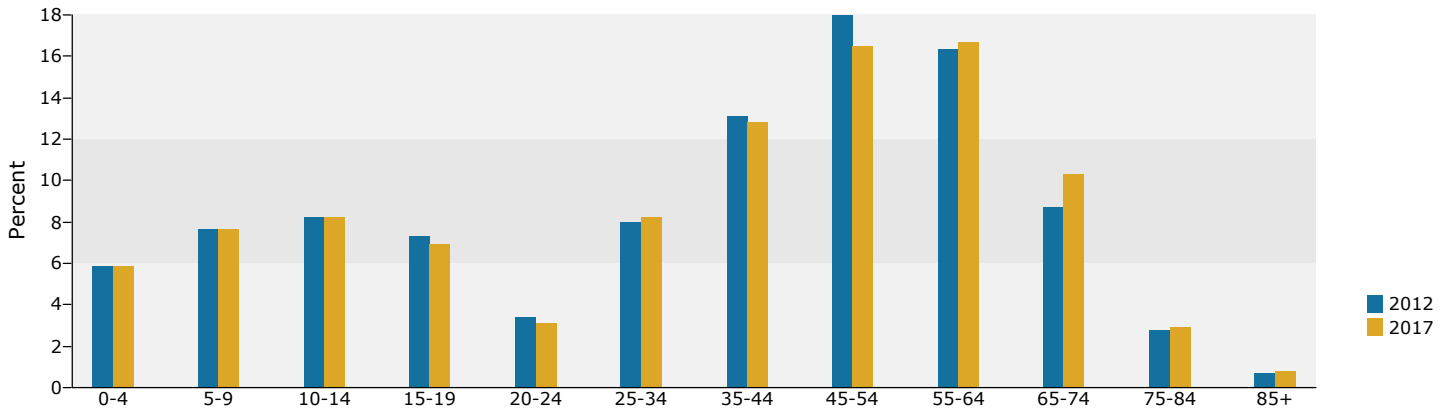
June 11, 2013

Made with Esri Community Analyst

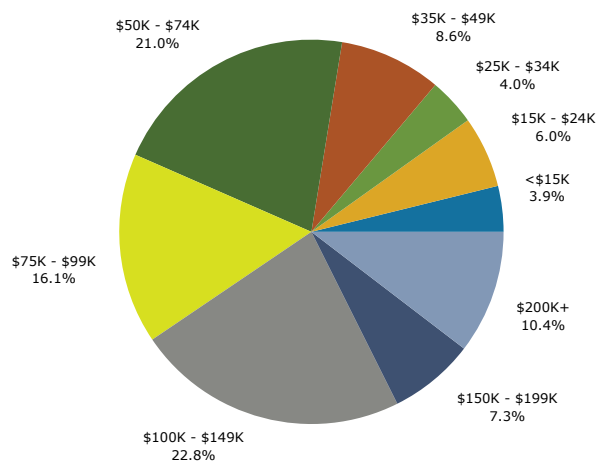
Trends 2012-2017



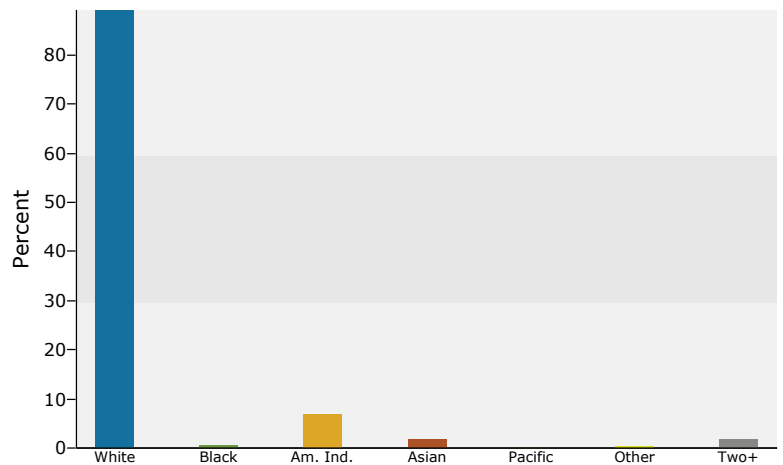
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 1.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.



Business Summary

Centennial Centre at Hobart
Drive Time: 5 minutes

Hobart Business Parks
Latitude: 44.56955
Longitude: -88.15932

Data for all businesses in area

0 - 5 minutes

Total Businesses:	305
Total Employees:	1,536
Total Residential Population:	3,985
Employee/Residential Population Ratio:	0.39

by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	14	4.6%	36	2.4%
Construction	29	9.6%	85	5.5%
Manufacturing	11	3.8%	71	4.6%
Transportation	4	1.2%	23	1.5%
Communication	4	1.5%	51	3.3%
Utility	0	0.1%	2	0.1%
Wholesale Trade	13	4.2%	71	4.6%
Retail Trade Summary	30	10.0%	230	15.0%
Home Improvement	2	0.7%	34	2.2%
General Merchandise Stores	0	0.0%	0	0.0%
Food Stores	3	1.1%	61	4.0%
Auto Dealers, Gas Stations, Auto Aftermarket	3	0.9%	24	1.5%
Apparel & Accessory Stores	2	0.7%	5	0.3%
Furniture & Home Furnishings	3	1.1%	12	0.8%
Eating & Drinking Places	7	2.4%	64	4.2%
Miscellaneous Retail	9	3.0%	31	2.0%
Finance, Insurance, Real Estate Summary	36	11.9%	342	22.3%
Banks, Savings & Lending Institutions	3	0.9%	17	1.1%
Securities Brokers	3	0.9%	222	14.4%
Insurance Carriers & Agents	6	1.9%	30	2.0%
Real Estate, Holding, Other Investment Offices	25	8.3%	74	4.8%
Services Summary	161	52.7%	522	34.0%
Hotels & Lodging	1	0.3%	23	1.5%
Automotive Services	4	1.3%	12	0.8%
Motion Pictures & Amusements	2	0.7%	3	0.2%
Health Services	7	2.2%	25	1.6%
Legal Services	1	0.4%	2	0.1%
Education Institutions & Libraries	1	0.5%	48	3.1%
Other Services	144	47.3%	409	26.6%
Government	2	0.5%	103	6.7%
Totals	305	100%	1,536	100%

Source: Copyright 2012 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2012.

June 11, 2013



Business Summary

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by NAICS Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	11	3.5%	25	1.6%
Mining	0	0.0%	0	0.0%
Utilities	0	0.0%	0	0.0%
Construction	32	10.4%	110	7.2%
Manufacturing	11	3.7%	71	4.6%
Wholesale Trade	13	4.2%	71	4.6%
Retail Trade	23	7.5%	165	10.8%
Motor Vehicle & Parts Dealers	1	0.2%	9	0.6%
Furniture & Home Furnishings Stores	2	0.6%	8	0.5%
Electronics & Appliance Stores	1	0.5%	4	0.2%
Bldg Material & Garden Equipment & Supplies Dealers	2	0.7%	34	2.2%
Food & Beverage Stores	2	0.6%	58	3.8%
Health & Personal Care Stores	3	1.0%	7	0.4%
Gasoline Stations	2	0.7%	15	1.0%
Clothing & Clothing Accessories Stores	2	0.7%	5	0.3%
Sport Goods, Hobby, Book, & Music Stores	2	0.8%	4	0.3%
General Merchandise Stores	0	0.0%	0	0.0%
Miscellaneous Store Retailers	3	1.0%	19	1.3%
Nonstore Retailers	2	0.7%	3	0.2%
Transportation & Warehousing	3	1.1%	23	1.5%
Information	5	1.5%	52	3.4%
Finance & Insurance	19	6.3%	284	18.5%
Central Bank/Credit Intermediation & Related Activities	3	0.9%	17	1.1%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	11	3.6%	238	15.5%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	6	1.9%	30	2.0%
Real Estate, Rental & Leasing	17	5.6%	40	2.6%
Professional, Scientific & Tech Services	39	12.9%	214	13.9%
Legal Services	2	0.7%	3	0.2%
Management of Companies & Enterprises	1	0.3%	3	0.2%
Administrative & Support & Waste Management & Remediation Services	87	28.5%	153	10.0%
Educational Services	3	1.0%	49	3.2%
Health Care & Social Assistance	10	3.2%	44	2.8%
Arts, Entertainment & Recreation	1	0.4%	2	0.1%
Accommodation & Food Services	8	2.7%	88	5.7%
Accommodation	1	0.3%	23	1.5%
Food Services & Drinking Places	7	2.4%	64	4.2%
Other Services (except Public Administration)	20	6.5%	39	2.5%
Automotive Repair & Maintenance	1	0.5%	3	0.2%
Public Administration	2	0.5%	103	6.7%
Total	305	100%	1,536	100%

Source: Copyright 2012 Dun & Bradstreet, Inc. All rights reserved. Esri Total Residential Population forecasts for 2012.

June 11, 2013



Retail MarketPlace Profile

Centennial Centre at Hobart
Drive Time: 5 minutes

Hobart Business Parks
Latitude: 44.56955
Longitude: -88.15932

Summary Demographics

2012 Population	3,985
2012 Households	1,418
2012 Median Disposable Income	\$61,590
2012 Per Capita Income	\$36,229

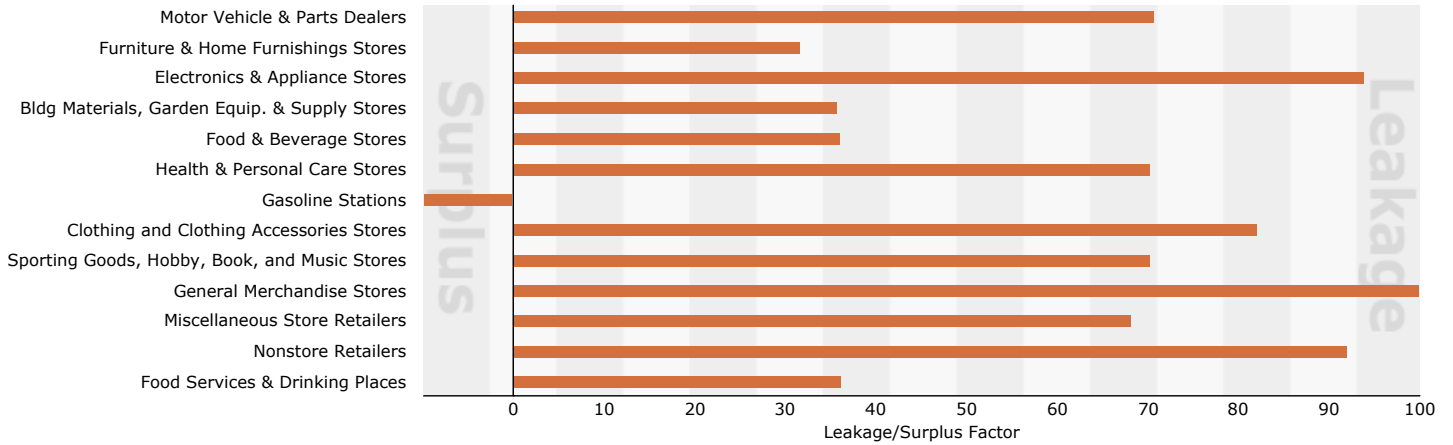
Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$57,636,015	\$19,015,533	\$38,620,483	50.4	26
Total Retail Trade	44-45	\$51,930,101	\$16,350,125	\$35,579,976	52.1	21
Total Food & Drink	722	\$5,705,915	\$2,665,408	\$3,040,507	36.3	5

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,026,326	\$1,715,793	\$8,310,532	70.8	1
Automobile Dealers	4411	\$8,561,773	\$1,539,502	\$7,022,272	69.5	0
Other Motor Vehicle Dealers	4412	\$726,584	\$171,946	\$554,638	61.7	0
Auto Parts, Accessories & Tire Stores	4413	\$737,968	\$4,346	\$733,622	98.8	0
Furniture & Home Furnishings Stores	442	\$1,131,750	\$585,104	\$546,646	31.8	2
Furniture Stores	4421	\$699,424	\$529,003	\$170,421	13.9	1
Home Furnishings Stores	4422	\$432,326	\$56,101	\$376,225	77.0	1
Electronics & Appliance Stores	4431	\$1,719,659	\$53,783	\$1,665,876	93.9	1
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,984,234	\$938,925	\$1,045,309	35.8	2
Bldg Material & Supplies Dealers	4441	\$1,687,498	\$586,998	\$1,100,500	48.4	1
Lawn & Garden Equip & Supply Stores	4442	\$296,736	\$351,927	-\$55,190	-8.5	1
Food & Beverage Stores	445	\$8,395,523	\$3,945,812	\$4,449,711	36.1	2
Grocery Stores	4451	\$7,794,831	\$3,699,946	\$4,094,884	35.6	1
Specialty Food Stores	4452	\$180,982	\$245,866	-\$64,884	-15.2	1
Beer, Wine & Liquor Stores	4453	\$419,711	\$0	\$419,711	100.0	0
Health & Personal Care Stores	446,4461	\$4,595,559	\$797,569	\$3,797,990	70.4	3
Gasoline Stations	447,4471	\$6,092,271	\$7,429,684	-\$1,337,413	-9.9	2
Clothing & Clothing Accessories Stores	448	\$2,875,193	\$280,110	\$2,595,082	82.2	2
Clothing Stores	4481	\$1,917,221	\$271,417	\$1,645,804	75.2	2
Shoe Stores	4482	\$481,393	\$8,693	\$472,700	96.5	0
Jewelry, Luggage & Leather Goods Stores	4483	\$476,578	\$0	\$476,578	100.0	0
Sporting Goods, Hobby, Book & Music Stores	451	\$1,222,918	\$212,217	\$1,010,701	70.4	2
Sporting Goods/Hobby/Musical Instr Stores	4511	\$937,157	\$202,623	\$734,533	64.4	2
Book, Periodical & Music Stores	4512	\$285,761	\$9,593	\$276,168	93.5	0
General Merchandise Stores	452	\$8,358,124	\$0	\$8,358,124	100.0	0
Department Stores Excluding Leased Depts.	4521	\$4,214,310	\$0	\$4,214,310	100.0	0
Other General Merchandise Stores	4529	\$4,143,814	\$0	\$4,143,814	100.0	0
Miscellaneous Store Retailers	453	\$1,102,956	\$208,554	\$894,402	68.2	2
Florists	4531	\$67,512	\$9,272	\$58,240	75.9	0
Office Supplies, Stationery & Gift Stores	4532	\$367,759	\$17,727	\$350,032	90.8	1
Used Merchandise Stores	4533	\$199,521	\$20,483	\$179,039	81.4	0
Other Miscellaneous Store Retailers	4539	\$468,163	\$161,072	\$307,091	48.8	1
Nonstore Retailers	454	\$4,425,588	\$182,573	\$4,243,015	92.1	2
Electronic Shopping & Mail-Order Houses	4541	\$3,636,474	\$0	\$3,636,474	100.0	0
Vending Machine Operators	4542	\$208,817	\$120,651	\$88,166	26.8	1
Direct Selling Establishments	4543	\$580,297	\$61,922	\$518,375	80.7	1
Food Services & Drinking Places	722	\$5,705,915	\$2,665,408	\$3,040,507	36.3	5
Full-Service Restaurants	7221	\$2,199,484	\$1,062,319	\$1,137,165	34.9	1
Limited-Service Eating Places	7222	\$2,867,019	\$1,300,487	\$1,566,533	37.6	1
Special Food Services	7223	\$259,097	\$55,683	\$203,414	64.6	0
Drinking Places - Alcoholic Beverages	7224	\$380,315	\$246,919	\$133,395	21.3	2

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



