



# Retail Site Determination

July 2007



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## Recommendations & Conclusions

Buxton has reviewed the three sites discussed with the City of Muncie / Delaware County on the basis of retail recruitment potential. This Retail Site Determination booklet features maps of each site's trade area and an analysis contributing to this recommendation.

Buxton has selected Site I (Macedonia & 29th) as having the best overall retail trade potential. While all three sites share similar psychographic profiles, Site I has a greater overall household count and number of households in dominant segments. Site I also surpasses all other sites with an estimated product category potential value in excess of 1.6 billion dollars.

This recommendation is based on the market characteristics and retail potential of the sites studied. This recommendation does not take into consideration limitations related to cost, environment, engineering, infrastructure or ownership.

### **Buxton Recommends**

Site I – Macedonia & 29th

## Selecting Muncie / Delaware County's Retail Site

To begin the CommunityID process, the City of Muncie / Delaware County selected three sites to be analyzed and ranked for possible retail development or revitalization. The locations of the three sites are shown on the opposite page.

**The next task for the sponsoring organization is to select one of the three sites for a more detailed analysis and determination of retail firms that will best match the consumers in Muncie / Delaware County's trade area.**

To aid in the decision-making process to select the best site, Buxton has ranked the retail potential of the three sites based on the following analyses:

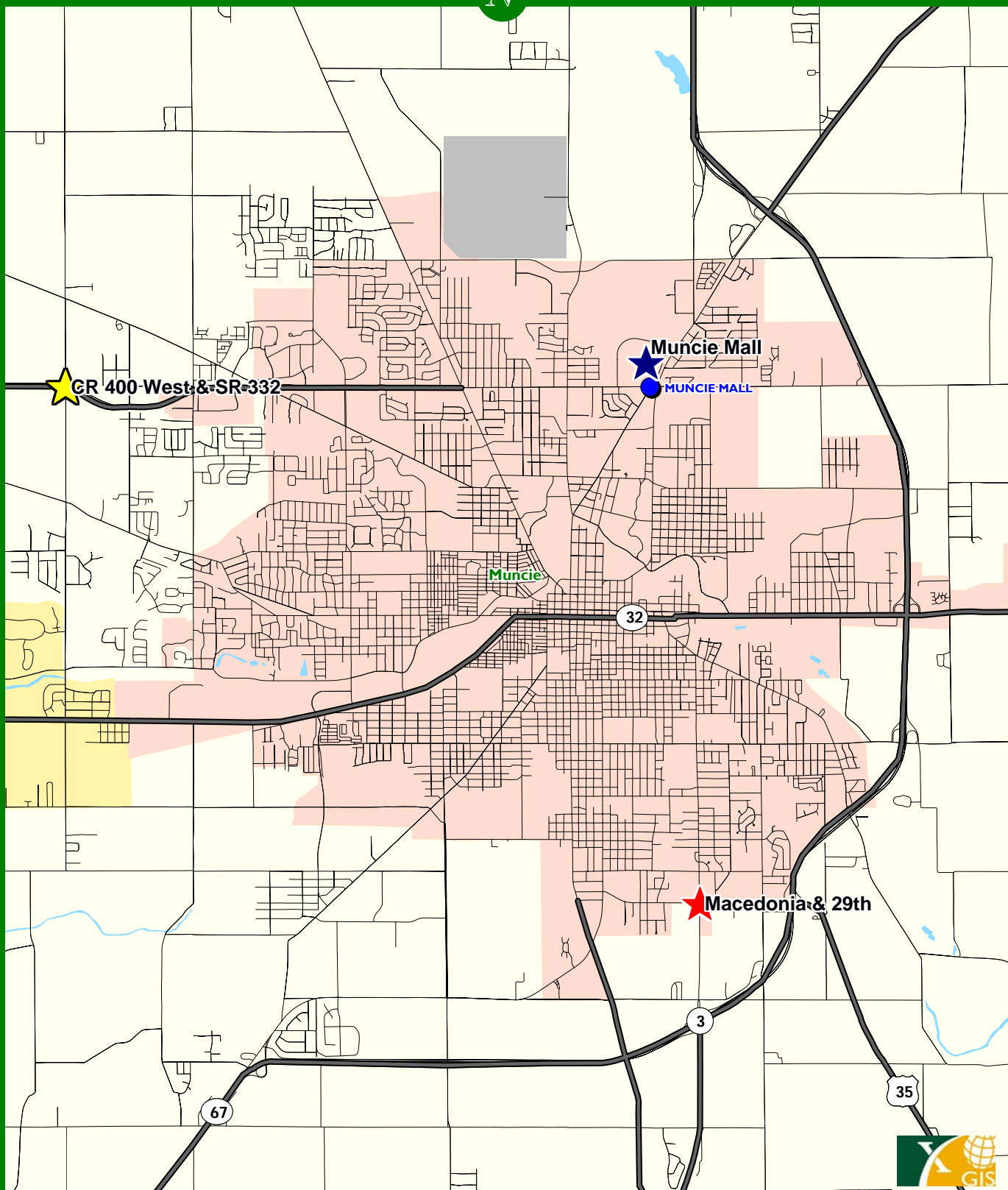
- A primary drive-time trade area was delineated for each site
- The customers in each trade area were segmented according to buying habits and lifestyles
- A profile of Muncie / Delaware County's customers within each of the three trade areas was developed
- The retail demand for more than 400 products and services was determined for each potential trade area

The purpose of these analyses is to develop Muncie / Delaware County's Customer Profile. The Customer Profile is a snapshot of the customers that reside in Muncie / Delaware County's trade area. Even though these consumers are complex and diverse, Buxton is able to capture and catalogue the extent to which potential demand for retailer's goods and services are concentrated in the trade area.

By overlaying Muncie / Delaware County's Customer Profile with over 4,500 retail matching profiles in Buxton's proprietary database, we are able to identify major categories of retail that are candidates for location in Muncie / Delaware County. This matching provides the basis for determining Muncie / Delaware County's viability to attract retailers and restaurants and forms the basis for Buxton's recommendations and conclusions.

With this analysis and Buxton's recommendations, Muncie / Delaware County can make a more informed decision about investments in infrastructure and can focus resources on areas of higher retail development potential.

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## Muncie / Delaware County, Indiana: Overview



### Shopping Centers

GLA in thousands

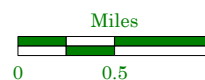


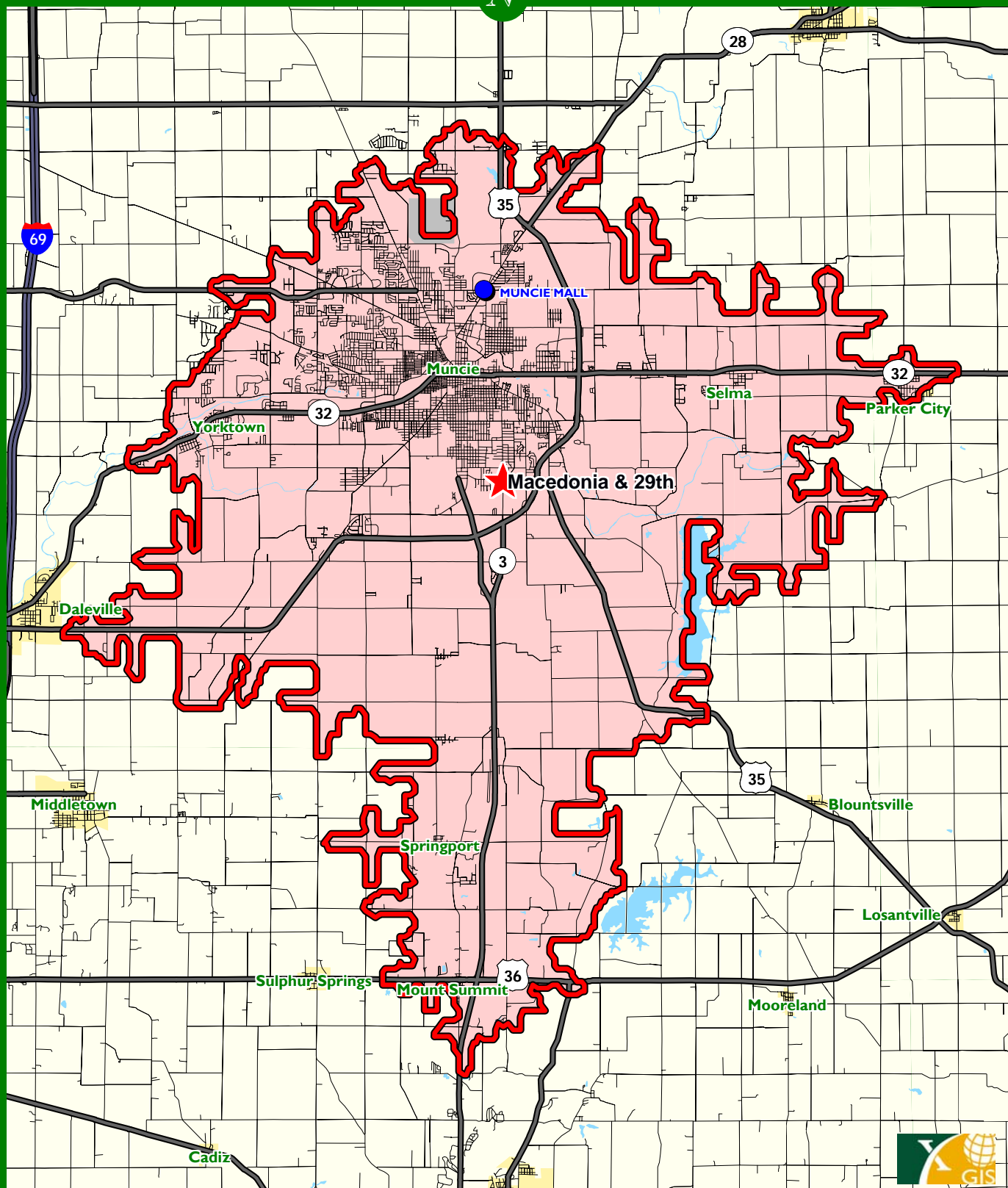
City Limits

Site I

Site 2

Site 3





## Muncie / Delaware County, Indiana: Trade Area



### Shopping Centers

GLA in thousands



15 Minute Drive Time



Miles



0 1.5 3



## Site I Analysis: Macedonia & 29th

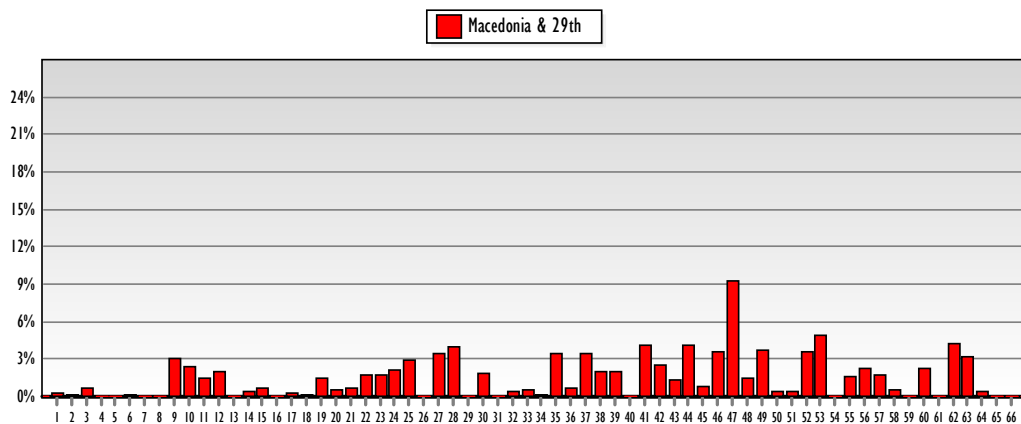
### Drive-Time Trade Area

The map on the opposite page depicts the primary trade area for Site I. The primary trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

### Psychographics

The psychographic profile of the households within a fifteen-minute drive-time of Site I is presented below.

**Trade Area Segmentation**



Source: Claritas, Inc. PRIZM® NE, © 2006

### Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site I.

Dominant Segments	Description	Households	% of All Households
9	BIG FISH, SMALL POND	1,231	3.09%
27	MIDDLEBURG MANAGERS	1,365	3.42%
28	TRADITIONAL TIMES	1,557	3.90%
35	BOOMTOWN SINGLES	1,347	3.38%
37	MAYBERRY-VILLE	1,398	3.50%
41	SUNSET CITY BLUES	1,649	4.13%
44	NEW BEGINNINGS	1,634	4.10%
46	OLD GLORIES	1,410	3.53%
47	CITY STARTUPS	3,695	9.26%
49	AMERICAN CLASSICS	1,471	3.69%
52	SUBURBAN PIONEERS	1,403	3.52%
53	MOBILITY BLUES	1,948	4.88%
62	HOMETOWN RETIRED	1,710	4.29%
63	FAMILY THRIFTS	1,249	3.13%

Source: Claritas, Inc. PRIZM® NE, © 2006

## Site I Analysis (continued)

### Product Category

The following table outlines the estimated dollar potential available in major retail categories by consumers located within the trade area for Site I:

<b>Consumer Variable - Major Categories</b>	<b>Total Estimated Dollars</b>
Food at Home	\$200,567,520
Food Away from Home	\$172,516,400
Alcoholic Beverages	\$48,628,220
Smoking Products & Supplies	\$39,504,930
Personal Care Products & Services	\$34,980,370
Day Care	\$8,653,570
Household Furnishings & Services	\$223,392,750
Housing Expenses	\$43,360,370
Apparel	\$147,953,430
Sports & Recreation	\$47,669,600
Miscellaneous	\$103,516,400
Education	\$65,259,810
Automotive	\$340,767,610
Health Care	\$144,239,030
<b>TOTAL</b>	<b>\$1,621,010,010</b>

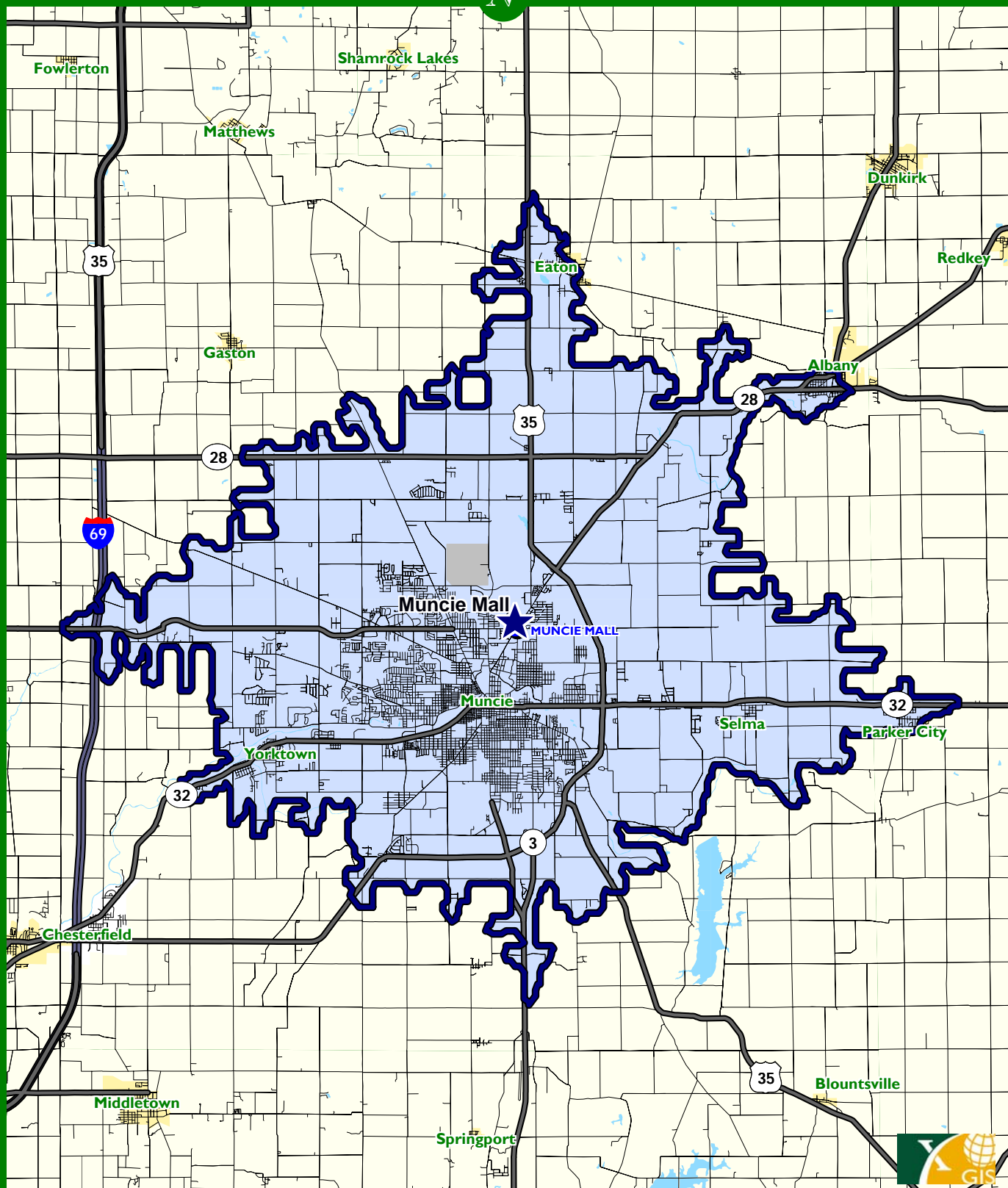
Source: Claritas, Inc. PRIZM® NE, © 2006

The following table presents the trade potential variables for Site I:

<b>Trade Potential Variables</b>	<b>Site I</b>
Estimated Household Count	39,899
Number of Households in Dominant Segments	23,067
Traffic Count	20,380
Estimated Product Category Potential	\$1,621,010,010

Source: Claritas, Inc. PRIZM® NE, © 2006





## Muncie / Delaware County, Indiana: Trade Area



### Shopping Centers

GLA in thousands



15 Minute Drive Time



Miles



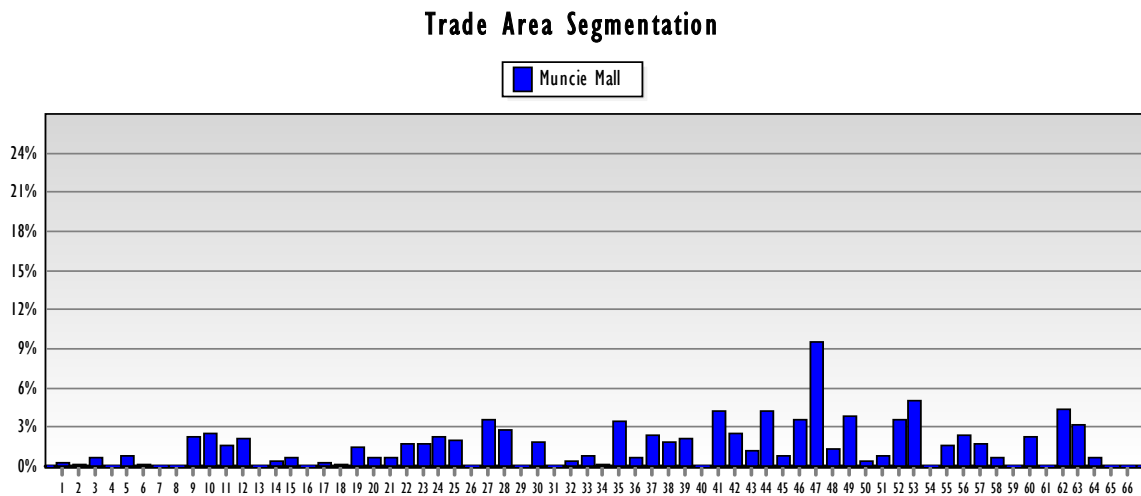
## Site 2 Analysis: Muncie Mall

### Drive-Time Trade Area

The map on the opposite page depicts the primary trade area for Site 2. The primary trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

### Psychographics

The psychographic profile of the households within a fifteen-minute drive-time of Site 2 is presented below.



Source: Claritas, Inc. PRIZM® NE, © 2006

### Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site 2.

Dominant Segments	Description	Households	% of All Households
27	MIDDLEBURG MANAGERS	1,365	3.51%
35	BOOMTOWN SINGLES	1,347	3.46%
41	SUNSET CITY BLUES	1,649	4.24%
44	NEW BEGINNINGS	1,634	4.20%
46	OLD GLORIES	1,410	3.62%
47	CITY STARTUPS	3,695	9.50%
49	AMERICAN CLASSICS	1,471	3.78%
52	SUBURBAN PIONEERS	1,403	3.61%
53	MOBILITY BLUES	1,948	5.01%
62	HOMETOWN RETIRED	1,710	4.40%
63	FAMILY THRIFTS	1,249	3.21%

Source: Claritas, Inc. PRIZM® NE, © 2006

## Site 2 Analysis (continued)

### Product Category

The following table outlines the estimated dollar potential available in major retail categories by consumers located within the trade area for Site 2:

<b>Consumer Variable - Major Categories</b>	<b>Total Estimated Dollars</b>
Food at Home	\$193,778,620
Food Away from Home	\$166,428,420
Alcoholic Beverages	\$46,948,840
Smoking Products & Supplies	\$38,378,880
Personal Care Products & Services	\$33,776,370
Day Care	\$8,224,470
Household Furnishings & Services	\$213,398,440
Housing Expenses	\$41,960,180
Apparel	\$141,981,600
Sports & Recreation	\$45,539,590
Miscellaneous	\$98,902,270
Education	\$63,803,320
Automotive	\$325,156,620
Health Care	\$138,716,330
<b>TOTAL</b>	<b>\$1,556,993,950</b>

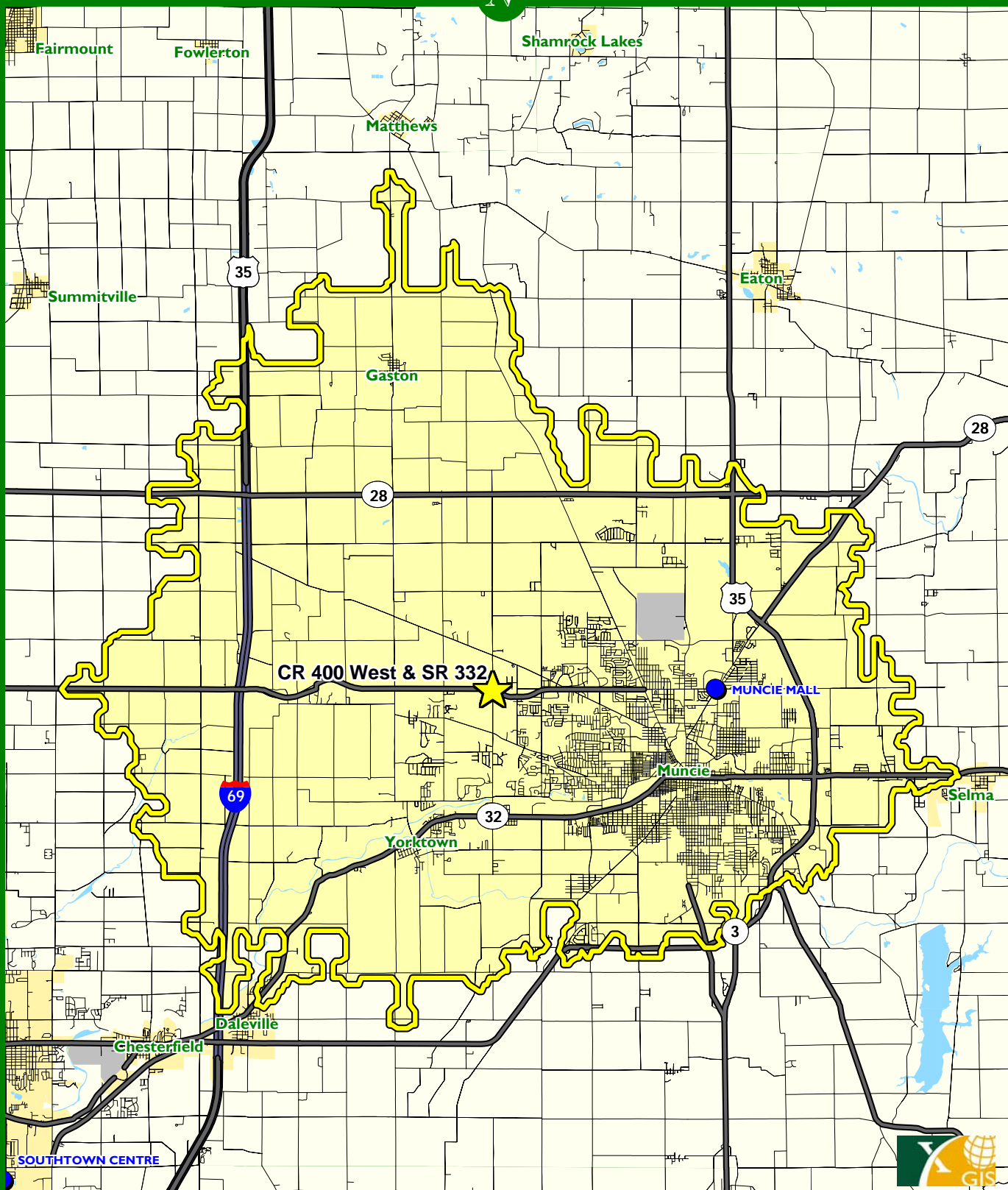
Source: Claritas, Inc. PRIZM® NE, © 2006

The following table presents the trade potential variables for Site 2:

<b>Trade Potential Variables</b>	<b>Site 2</b>
Estimated Household Count	38,906
Number of Households in Dominant Segments	18,881
Traffic Count	25,334
Estimated Product Category Potential	\$1,556,993,950

Source: Claritas, Inc. PRIZM® NE, © 2006





## Muncie / Delaware County, Indiana: Trade Area



### Shopping Centers

GLA in thousands



15 Minute Drive Time



Miles





## Site 3 Analysis: CR 400 West & SR 332

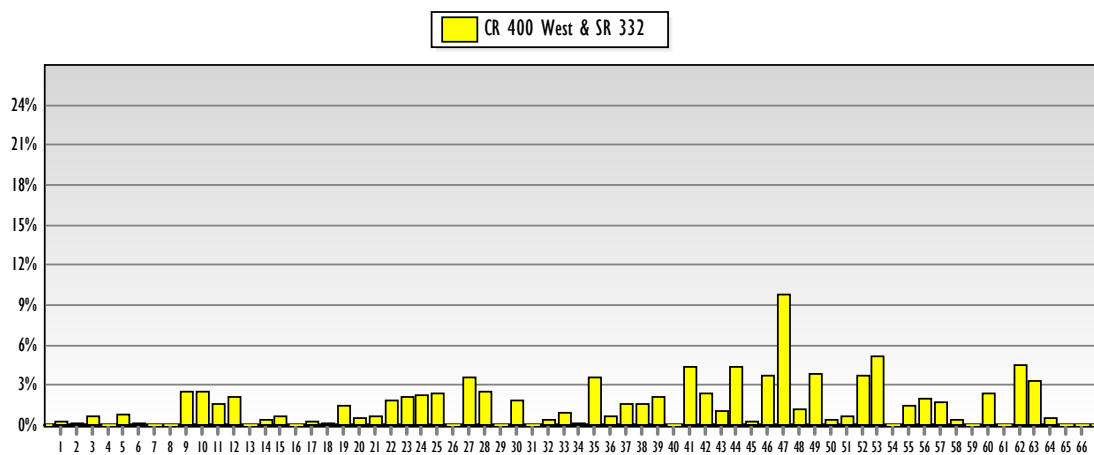
### Drive-Time Trade Area

The map on the opposite page depicts the primary trade area for Site 3. The primary trade area consists of a fifteen-minute polygon, determined by Buxton's proprietary drive-time technology.

### Psychographics

The psychographic profile of the households within a fifteen-minute drive-time of Site 3 is presented below.

#### Trade Area Segmentation



Source: Claritas, Inc. PRIZM® NE, © 2006

### Dominant Segments

A segment that represents at least three percent of a trade area is a dominant segment. Following is a description of the dominant segments for Site 3.

Dominant Segments	Description	Households	% of All Households
27	MIDDLEBURG MANAGERS	1,365	3.62%
35	BOOMTOWN SINGLES	1,347	3.57%
41	SUNSET CITY BLUES	1,649	4.37%
44	NEW BEGINNINGS	1,634	4.33%
46	OLD GLORIES	1,410	3.74%
47	CITY STARTUPS	3,695	9.79%
49	AMERICAN CLASSICS	1,471	3.90%
52	SUBURBAN PIONEERS	1,403	3.72%
53	MOBILITY BLUES	1,948	5.16%
62	HOMETOWN RETIRED	1,710	4.53%
63	FAMILY THRIFTS	1,249	3.31%

Source: Claritas, Inc. PRIZM® NE, © 2006

## Site 3 Analysis (continued)

### Product Category

The following table outlines the estimated dollar potential available in major retail categories by consumers located within the trade area for Site 3:

<b>Consumer Variable - Major Categories</b>	<b>Total Estimated Dollars</b>
Food at Home	\$188,623,290
Food Away from Home	\$162,250,460
Alcoholic Beverages	\$45,824,130
Smoking Products & Supplies	\$37,124,260
Personal Care Products & Services	\$32,926,180
Day Care	\$8,038,750
Household Furnishings & Services	\$208,375,560
Housing Expenses	\$40,844,540
Apparel	\$139,271,180
Sports & Recreation	\$44,551,520
Miscellaneous	\$96,570,490
Education	\$63,465,320
Automotive	\$317,640,030
Health Care	\$134,785,240
<b>TOTAL</b>	<b>\$1,520,290,950</b>

Source: Claritas, Inc. PRIZM® NE, © 2006

The following table presents the trade potential variables for Site 3:

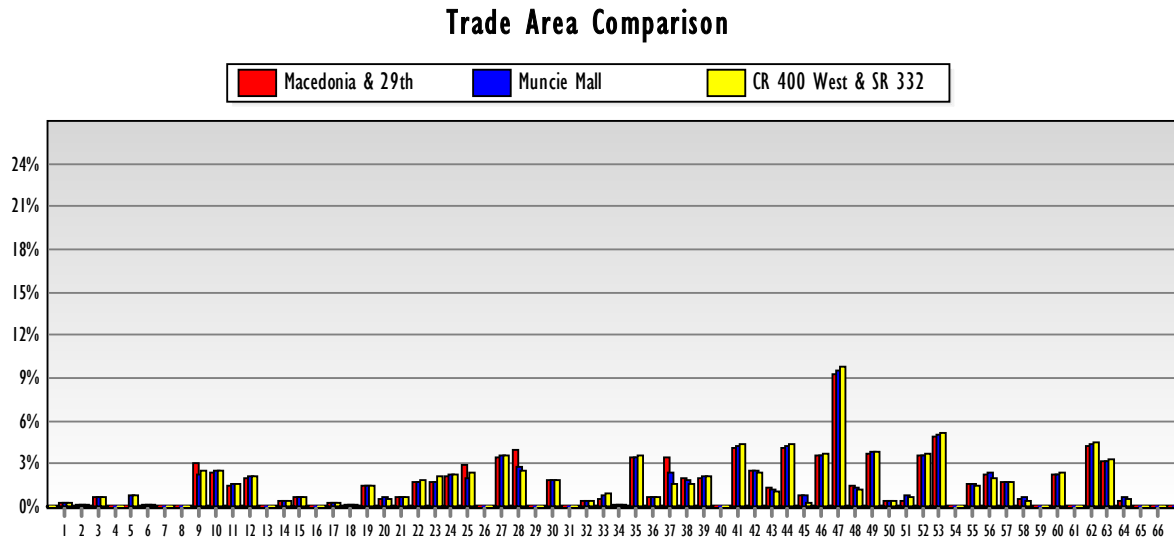
<b>Trade Potential Variables</b>	<b>Site 3</b>
Estimated Household Count	37,738
Number of Households in Dominant Segments	18,881
Traffic Count	9,388
Estimated Product Category Potential	\$1,520,290,950

Source: Claritas, Inc. PRIZM® NE, © 2006

## Site Comparison

### Trade Area Segmentation

This side by side comparison of the three trade areas shows the compositions and characteristics of the households to be very similar. This is not unusual and can be expected in an area with potential sites in close proximity.



Source: Claritas, Inc, PRIZM® NE, © 2006

### 15- Minute Trade Area Statistics with Trade Area Rank

Trade Potential Variables	Site 1	Site 2	Site 3
Estimated Household Count	<b>39,899 (1)</b>	38,906 (2)	37,738 (3)
Number of Households in Dominant Segments	<b>23,067 (1)</b>	18,881 (2)	18,881 (2)
Traffic Count	20,380 (2)	<b>25,334 (1)</b>	9,388 (3)
Estimated Product Category Potential	<b>\$1,621,010,010 (1)</b>	\$1,556,993,950 (2)	\$1,520,290,950 (3)

Source: Claritas, Inc, PRIZM® NE, © 2006



## Brief Segment Descriptions

- 1 UPPER CRUST – The nation’s most exclusive address, Upper Crust is the wealthiest lifestyle in America—a haven for empty-nesting couples over 55 years old. No segment has a higher concentration of residents earning over \$200,000 a year or possessing a postgraduate degree, and none has a more opulent standard of living.
- 2 BLUE BLOOD ESTATES – Blue Blood Estates is a family portrait of suburban wealth, a place of million-dollar homes and manicured lawns, high-end cars and exclusive private clubs. The nation’s second-wealthiest lifestyle, it is characterized by married couples with children, college degrees, a significant percentage of Asian Americans and six-figure incomes earned by business executives, managers and professionals.
- 3 MOVERS & SHAKERS – Movers & Shakers is home to America’s up-and-coming business class: a wealthy suburban world of dual-income couples who are highly educated, typically between the ages of 35 and 54, often with children. Given its high percentage of executives and white-collar professionals, there is a decided business bent to this segment: Movers & Shakers rank number one for owning a small business and having a home office.
- 4 YOUNG DIGERATI – Young Digerati are the nation’s tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars—from juice to coffee to microbrew.
- 5 COUNTRY SQUIRES – The wealthiest residents in exurban America live in Country Squires, an oasis for affluent Baby Boomers who have fled the city for the charms of small-town living. In their bucolic communities noted for their recently built homes on sprawling properties, the families of executives live in six-figure comfort. Country Squires enjoy country club sports like golf, tennis and swimming as well as skiing, boating and biking.
- 6 WINNER’S CIRCLE – Among the wealthy suburban lifestyles, Winner’s Circle is the youngest, a collection of mostly 25- to 34-year-old couples with large families in new-money subdivisions. Surrounding their homes are the signs of upscale living: recreational parks, golf courses and upscale malls. With a median income of nearly \$90,000, Winner’s Circle residents are big spenders who like to travel, ski, go out to eat, shop at clothing boutiques and take in a show.
- 7 MONEY & BRAINS – The residents of Money & Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers—predominantly white with a high concentration of Asian Americans—are married couples with few children who live in fashionable homes on small, manicured lots.

## Brief Segment Descriptions

- 8 **EXECUTIVE SUITES** – Executive Suites consists of upper-middle-class singles and couples typically living just beyond the nation's beltways. Filled with significant numbers of Asian Americans and college graduates—both groups are represented at more than twice the national average—this segment is a haven for white-collar professionals drawn to comfortable homes and apartments within a manageable commute to downtown jobs, restaurants and entertainment.
- 9 **BIG FISH, SMALL POND** – Older, upper-class, college-educated professionals, the members of Big Fish, Small Pond are often among the leading citizens of their small-town communities. These upscale, empty-nesting couples enjoy the trappings of success, belonging to country clubs, maintaining large investment portfolios and spending freely on computer technology.
- 10 **SECOND CITY ELITE** – There's money to be found in the nation's smaller cities, and you're most likely to find it in Second City Elite. The residents of these satellite cities tend to be prosperous executives who decorate their \$200,000 homes with multiple computers, large-screen TV sets and an impressive collection of wines. With more than half holding college degrees, Second City Elite residents enjoy cultural activities—from reading books to attending theater and dance productions.
- 11 **GOD'S COUNTRY** – When city dwellers and suburbanites began moving to the country in the 1970's, God's Country emerged as the most affluent of the nation's exurban lifestyles. Today, wealthier communities exist in the hinterlands, but God's Country remains a haven for upper-income couples in spacious homes. Typically college-educated Baby Boomers, these Americans try to maintain a balanced lifestyle between high-power jobs and laid-back leisure.
- 12 **BRITE LITES, LI'L CITY** – Not all of the America's chic sophisticates live in major metros. Brite Lights, Li'l City is a group of well-off, middle-aged couples settled in the nation's satellite cities. Residents of these typical double income, no kids households have college educations, well-paying business and professional careers and swank homes filled with the latest technology.
- 13 **UPWARD BOUND** – More than any other segment, Upward Bound appears to be the home of those legendary Soccer Moms and Dads. In these small satellite cities, upper-class families boast dual incomes, college degrees and new split-levels and colonials. Residents of Upward Bound tend to be kid-obsessed, with heavy purchases of computers, action figures, dolls, board games, bicycles and camping equipment.
- 14 **NEW EMPTY NESTS** – With their grown-up children recently out of the house, New Empty Nests is composed of upscale older Americans who pursue active—and activist—lifestyles. Nearly three-quarters of residents are over 65 years old, but they show no interest in a rest-home retirement. This is the top-ranked segment for all-inclusive travel packages; the favorite destination is Italy.

## Brief Segment Descriptions

- 15 **POOLS & PATIOS** – Formed during the postwar Baby Boom, Pools & Patios has evolved from a segment of young suburban families to one for mature, empty-nesting couples. In these stable neighborhoods graced with backyard pools and patios—the highest proportion of homes were built in the 1960’s—residents work as white-collar managers and professionals, and are now at the top of their careers.
- 16 **BOHEMIAN MIX** – A collection of young, mobile urbanites, Bohemian Mix represents the nation’s most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop and microbrew.
- 17 **BELTWAY BOOMERS** – The members of the postwar Baby Boom are all grown up. Today, these Americans are in their forties and fifties, and one segment of this huge cohort—college-educated, upper-middle-class and home-owning—is found in Beltway Boomers. Like many of their peers who married late, these Boomers are still raising children in comfortable suburban subdivisions, and they’re pursuing kid-centered lifestyles.
- 18 **KIDS & CUL-DE-SACS** – Upscale, suburban, married couples with children is the description of Kids & Cul-de-Sacs, an enviable lifestyle of large families in recently built subdivisions. With a high rate of Hispanic and Asian Americans, this segment is a refuge for college-educated, white-collar professionals with administrative jobs and upper-middle-class incomes. Their nexus of education, affluence and children translates into large outlays for child-centered products and services.
- 19 **HOME SWEET HOME** – Widely scattered across the nation’s suburbs, the residents of Home Sweet Home tend to be upper-middle-class married couples living in mid-sized homes with few children. The adults in the segment, mostly between the ages of 25 and 54, have gone to college and hold professional and white-collar jobs. With their upscale incomes and small families, these folks have fashioned comfortable lifestyles, filling their homes with toys, TV sets and pets.
- 20 **FAST-TRACK FAMILIES** – With their upper-middle-class incomes, numerous children and spacious homes, Fast-Track Families are in their prime acquisition years. These middle-aged parents have the disposable income and educated sensibility to want the best for their children. They buy the latest technology with impunity: new computers, DVD players, home theater systems and video games. They take advantage of their rustic locales by camping, boating and fishing.

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## Brief Segment Descriptions

- 21 **GRAY POWER** – The steady rise of older, healthier Americans over the past decade has produced one important by-product: middle-class, home-owning suburbanites who are aging in place rather than moving to retirement communities. A segment of older, mid-scale singles and couples who live in quiet comfort, Gray Power reflects this trend.
- 22 **YOUNG INFLUENTIALS** – Once known as the home of the nation’s yuppies, Young Influentials reflects the fading glow of acquisitive yuppiedom. Today, the segment is a common address for young, middle-class singles and couples who are more preoccupied with balancing work and leisure pursuits. Having recently left college dorms, they now live in apartment complexes surrounded by ball fields, health clubs and casual-dining restaurants.
- 23 **GREENBELT SPORTS** – A segment of middle-class exurban couples, Greenbelt Sports is known for its active lifestyle. Most of these middle-aged residents are married, college-educated and own new homes; about a third have children. And few segments have higher rates for pursuing outdoor activities such as skiing, canoeing, backpacking, boating and mountain biking.
- 24 **UP-AND-COMERS** – Up-and-Comers is a stopover for young, mid-scale singles before they marry, have families and establish more deskbound lifestyles. Found in second-tier cities, these mobile twenty-somethings include a disproportionate number of recent college graduates who are into athletic activities, the latest technology and nightlife entertainment.
- 25 **COUNTRY CASUALS** – There’s a laid-back atmosphere in Country Casuals, a collection of middle-aged, upper-middle-class households that have started to empty-nest. Workers here—and most households boast two earners—have well-paying blue- or white-collar jobs, or own small businesses. Today these Baby-Boom couples have the disposable income to enjoy traveling, owning timeshares and going out to eat.
- 26 **THE COSMOPOLITANS** – Educated, mid-scale and multi-ethnic, The Cosmopolitans are urbane couples in America’s fast-growing cities. Concentrated in a handful of metros—such as Las Vegas, Miami and Albuquerque—these households feature older home-owners, empty-nesters and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.
- 27 **MIDDLEBURG MANAGERS** – Middleburg Managers arose when empty-nesters settled in satellite communities which offered a lower cost of living and more relaxed pace. Today segment residents tend to be middle-class and over 55 years old with solid managerial jobs and comfortable retirements. In their older homes, they enjoy reading, playing musical instruments, indoor gardening and refinishing furniture.



## Brief Segment Descriptions

- 28 **TRADITIONAL TIMES** – Traditional Times is the kind of lifestyle where small-town couples nearing retirement are beginning to enjoy their first empty-nest years. Typically in their fifties and sixties, these middle-class Americans pursue a kind of granola-and-grits lifestyle. On their coffee tables are magazines with titles ranging from *Country Living* and *Country Home* to *Gourmet* and *Forbes*. But they're big travelers, especially in recreational vehicles and campers.
- 29 **AMERICAN DREAMS** – American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian or African-American. In these multilingual neighborhoods—one in ten residents speaks a language other than English—middle-aged immigrants and their children live in middle-class comfort.
- 30 **SUBURBAN SPRAWL** – Suburban Sprawl is an unusual American lifestyle: a collection of mid-scale, middle-aged singles and couples living in the heart of suburbia. Typically members of the Baby Boom generation, they hold decent jobs, own older homes and condos, and pursue conservative versions of the American Dream. Among their favorite activities are jogging on treadmills, playing trivia games and renting videos.
- 31 **URBAN ACHIEVERS** – Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.
- 32 **NEW HOMESTEADERS** – Young, middle-class families seeking to escape suburban sprawl find refuge in New Homesteaders, a collection of small rustic townships filled with new ranches and Cape Cods. With decent-paying jobs in white-collar and service industries, these dual-income couples have fashioned comfortable, child-centered lifestyles, their driveways filled with campers and powerboats, their family rooms with PlayStations and Game Boys.
- 33 **BIG SKY FAMILIES** – Scattered in placid towns across the American heartland, Big Sky Families is a segment of young rural families who have turned high school educations and blue-collar jobs into busy, middle-class lifestyles. Residents like to play baseball, basketball and volleyball in addition to going fishing, hunting and horseback riding. To entertain their sprawling families, they buy virtually every piece of sporting equipment on the market.
- 34 **WHITE PICKET FENCES** – Midpoint on the socioeconomic ladder, residents in White Picket Fences look a lot like the stereotypical American household of a generation ago: young, middle-class, married with children. But the current version is characterized by modest homes and ethnic diversity—including a disproportionate number of Hispanics and African-Americans.

## Brief Segment Descriptions

- 35 **BOOMTOWN SINGLES** – Affordable housing, abundant entry-level jobs and a thriving singles scene— all have given rise to the Boomtown Singles segment in fast-growing satellite cities. Young, single and working-class, these residents pursue active lifestyles amid sprawling apartment complexes, bars, convenience stores and laundromats.
- 36 **BLUE-CHIP BLUES** – Blue-Chip Blues is known as a comfortable lifestyle for young, sprawling families with well-paying blue-collar jobs. Ethnically diverse—with a significant presence of Hispanics and African-Americans—the segment’s aging neighborhoods feature compact, modestly priced homes surrounded by commercial centers that cater to child-filled households.
- 37 **MAYBERRY-VILLE** – Like the old Andy Griffith Show set in a quaint picturesque berg, Mayberry-ville harks back to an old-fashioned way of life. In these small towns, middle-class couples and families like to fish and hunt during the day, and stay home and watch TV at night. With lucrative blue-collar jobs and moderately priced housing, residents use their discretionary cash to purchase boats, campers, motorcycles and pickup trucks.
- 38 **SIMPLE PLEASURES** – With more than two-thirds of its residents over 65 years old, Simple Pleasures is mostly a retirement lifestyle: a neighborhood of lower-middle-class singles and couples living in modestly priced homes. Many are high school-educated seniors who held blue-collar jobs before their retirement, and a disproportionate number served in the military; no segment has more members of veterans clubs.
- 39 **DOMESTIC DUOS** – Domestic Duos represents a middle-class mix of mainly over-55 singles and married couples living in older suburban homes. With their high-school educations and fixed incomes, segment residents maintain an easy-going lifestyle. Residents like to socialize by going bowling, seeing a play, meeting at the local fraternal order or going out to eat.
- 40 **CLOSE-IN COUPLES** – Close-In Couples is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.
- 41 **SUNSET CITY BLUES** – Scattered throughout the older neighborhoods of small cities, Sunset City Blues is a segment of lower-middle-class singles and couples who have retired or are getting close to retirement. These empty-nesters tend to own their homes but have modest educations and incomes. They maintain a low-key lifestyle filled with newspapers and television by day, and family-style restaurants at night.

## Brief Segment Descriptions

- 42 **RED, WHITE & BLUES** – The residents of Red, White & Blues typically live in exurban towns rapidly morphing into bedroom suburbs. Their streets feature new fast-food restaurants, and locals have recently celebrated the arrival of chains like Wal-Mart, Radio Shack and Payless Shoes. Middle-aged, high school educated and lower-middle class, these folks tend to have solid, blue-collar jobs in manufacturing, milling and construction.
- 43 **HEARTLANDERS** – America was once a land of small middle-class towns, which can still be found today among Heartlanders. This widespread segment consists of middle-aged couples with working-class jobs living in sturdy, unpretentious homes. In these communities of small families and empty-nesting couples, Heartlanders pursue a rustic lifestyle where hunting and fishing remain prime leisure activities along with cooking, sewing, camping and boating.
- 44 **NEW BEGINNINGS** – Filled with young, single adults, New Beginnings is a magnet for adults in transition. Many of its residents are twenty-something singles and couples just starting out on their career paths—or starting over after recent divorces or company transfers. Ethnically diverse—with nearly half its residents Hispanic, Asian or African-American—New Beginnings households tend to have the modest living standards typical of transient apartment dwellers.
- 45 **BLUE HIGHWAYS** – On maps, blue highways are often two-lane roads that wind through remote stretches of the American landscape. Among lifestyles, Blue Highways is the standout for lower-middle-class couples and families who live in isolated towns and farmsteads. Here, Boomer men like to hunt and fish; the women enjoy sewing and crafts, and everyone looks forward to going out to a country music concert.
- 46 **OLD GLORIES** – Old Glories are the nation's downscale suburban retirees, Americans aging in place in older apartment complexes. These racially mixed households often contain widows and widowers living on fixed incomes, and they tend to lead home-centered lifestyles. They're among the nation's most ardent television fans, watching game shows, soaps, talk shows and newsmagazines at high rates.
- 47 **CITY STARTUPS** – In City Startups, young, multi-ethnic singles have settled in neighborhoods filled with cheap apartments and a commercial base of cafés, bars, laundromats and clubs that cater to twenty-somethings. One of the youngest segments in America—with ten times as many college students as the national average—these neighborhoods feature low incomes and high concentrations of Hispanics and African-Americans.

## Brief Segment Descriptions

- 48 **YOUNG & RUSTIC** – Like the soap opera that inspired its nickname, Young & Rustic is composed of young, restless singles. Unlike the glitzy soap denizens, however, these folks tend to be lower income, high school-educated and live in tiny apartments in the nation's exurban towns. With their service industry jobs and modest incomes, these folks still try to fashion fast-paced lifestyles centered on sports, cars and dating.
- 49 **AMERICAN CLASSICS** – They may be older, lower-middle class and retired, but the residents of American Classics are still living the American Dream of home ownership. Few segments rank higher in their percentage of home owners, and that fact alone reflects a more comfortable lifestyle for these predominantly white singles and couples with deep ties to their neighborhoods.
- 50 **KID COUNTRY, USA** – Widely scattered throughout the nation's heartland, Kid Country, USA is a segment dominated by large families living in small towns. Predominantly white with an above-average concentration of Hispanics, these young working-class households include homeowners, renters and military personnel living in base housing; about 20 percent of residents own mobile homes.
- 51 **SHOTGUNS & PICKUPS** – The segment known as Shotguns & Pickups came by its moniker honestly: it scores near the top of all lifestyles for owning hunting rifles and pickup trucks. These Americans tend to be young, working-class couples with large families—more than half have two or more kids—living in small homes and manufactured housing. Nearly a third of residents live in mobile homes, more than any other segment.
- 52 **SUBURBAN PIONEERS** – Suburban Pioneers represents one of the nation's eclectic lifestyles, a mix of young singles, recently divorced and single parents who have moved into older, inner-ring suburbs. They live in aging homes and garden-style apartment buildings where the jobs are blue-collar and the money is tight. What unites these residents—a diverse mix of whites, Hispanics and African-Americans—is a working-class sensibility and an appreciation for their off-the-beaten-track neighborhoods.
- 53 **MOBILITY BLUES** – Young singles and single parents make their way to Mobility Blues, a segment of working-class neighborhoods in America's satellite cities. Racially mixed and under 25 years old, these transient Americans tend to have modest lifestyles due to their lower-income blue-collar jobs. Surveys show they excel in going to movies, playing basketball and shooting pool.
- 54 **MULTI-CULTI MOSAIC** – An immigrant gateway community, Multi-Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a Mecca for first-generation Americans who are striving to improve their lower-middle-class status.

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## Brief Segment Descriptions

- 55 **GOLDEN PONDS** – Golden Ponds is mostly a retirement lifestyle, dominated by downscale singles and couples over 65 years old. Found in small bucolic towns around the country, these high school-educated seniors live in small apartments on less than \$25,000 a year; one in five resides in a nursing home. For these elderly residents, daily life is often a succession of sedentary activities such as reading, watching TV, playing bingo and doing craft projects.
- 56 **CROSSROADS VILLAGERS** – With a population of middle-aged, blue-collar couples and families, Crossroads Villagers is a classic rural lifestyle. Residents are high school-educated with lower-middle incomes and modest housing; one-quarter live in mobile homes. There's an air of self-reliance in these households as Crossroads Villagers help put food on the table through fishing, gardening and hunting.
- 57 **OLD MILLTOWNS** – America's once-thriving mining and manufacturing towns have aged—as have the residents in Old Milltowns communities. Today, the majority of residents are retired singles and couples living on downscale incomes in pre-1960 homes and apartments. For leisure they enjoy gardening, sewing, socializing at veterans clubs or eating out at casual restaurants.
- 58 **BACK COUNTRY FOLKS** – Strewn among remote farm communities across the nation, Back Country Folks are a long way away from economic paradise. The residents tend to be poor, over 55 years old and living in older, modest-sized homes and manufactured housing. Typically, life in this segment is a throwback to an earlier era when farming dominated the American landscape.
- 59 **URBAN ELDERS** – For Urban Elders—a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas and Miami—life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans and tend to be downscale, with singles living in older apartment rentals.
- 60 **PARK BENCH SENIORS** – Park Bench Seniors are typically retired singles living in the racially mixed neighborhoods of the nation's satellite cities. With modest educations and incomes, these residents maintain low-key, sedentary lifestyles. Theirs is one of the top-ranked segments for TV viewing, especially daytime soaps and game shows.
- 61 **CITY ROOTS** – Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods—more than a third are African-American and Hispanic—residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.

## Brief Segment Descriptions

- 62 **HOMETOWN RETIRED** – With three-quarters of all residents over 65 years old, Hometown Retired is one of the oldest segments. These racially mixed seniors tend to live in aging homes—half were built before 1958—and typically get by on social security and modest pensions. Because most never made it beyond high school and spent their working lives at blue-collar jobs, their retirements are extremely modest.
- 63 **FAMILY THRIFTS** – The small-city cousins of inner-city districts, Family Thrifts contain young, ethnically diverse parents who have lots of children and work entry-level service jobs. In these apartment-filled neighborhoods, visitors find the streets jam-packed with babies and toddlers, tricycles and basketball hoops, Daewoos and Hyundais.
- 64 **BEDROCK AMERICA** – Bedrock America consists of young, economically challenged families in small, isolated towns located throughout the nation's heartland. With modest educations, sprawling families and blue-collar jobs, many of these residents struggle to make ends meet. One quarter live in mobile homes. One in three has not finished high school. Rich in scenery, Bedrock America is a haven for fishing, hunting, hiking and camping.
- 65 **BIG CITY BLUES** – With a population that's half Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation, but it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs and modest educations. More than 40% haven't finished high school.
- 66 **LOW-RISE LIVING** – The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low—about half the national average—and even then, less than a quarter of residents can afford to own real estate.

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# **Appendix A:**

## **Product Category**





**Analysis Geography:** Muncie, IN  
15 - Minute Trade Area

**Date:** 7/20/2007

Category Totals	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Food at Home	\$200,567,520	\$193,778,620	\$188,623,290
Food Away from Home	\$172,516,400	\$166,428,420	\$162,250,460
Alcoholic Beverages	\$48,628,220	\$46,948,840	\$45,824,130
Smoking Products & Supplies	\$39,504,930	\$38,378,880	\$37,124,260
Personal Care Products & Services	\$34,980,370	\$33,776,370	\$32,926,180
Day Care	\$8,653,570	\$8,224,470	\$8,038,750
Household Furnishings & Services	\$223,392,750	\$213,398,440	\$208,375,560
Housing Expenses	\$43,360,370	\$41,960,180	\$40,844,540
Apparel	\$147,953,430	\$141,981,600	\$139,271,180
Sports & Recreation	\$47,669,600	\$45,539,590	\$44,551,520
Miscellaneous	\$103,516,400	\$98,902,270	\$96,570,490
Education	\$65,259,810	\$63,803,320	\$63,465,320
Automotive	\$340,767,610	\$325,156,620	\$317,640,030
Health Care	\$144,239,030	\$138,716,330	\$134,785,240
<b>TOTAL</b>	<b>\$1,621,010,010</b>	<b>\$1,556,993,950</b>	<b>\$1,520,290,950</b>

**Analysis Geography:** Muncie, IN

15 - Minute Trade Area

**Date:** 7/20/2007

<b>Food at Home</b>	<b>Macedonia &amp; 29th</b>	<b>Muncie Mall</b>	<b>CR 400 West &amp; SR 332</b>
<b>Cereals &amp; Cereal Products</b>	<b>\$10,260,160</b>	<b>\$9,937,480</b>	<b>\$9,680,520</b>
Cereals	\$6,630,870	\$6,426,160	\$6,256,490
Rice	\$770,510	\$747,590	\$731,430
Pasta, Cornmeal, and Other	\$1,603,080	\$1,550,110	\$1,510,920
Flour	\$1,255,700	\$1,213,620	\$1,181,680
<b>Bakery Products</b>	<b>\$19,633,570</b>	<b>\$18,934,290</b>	<b>\$18,426,450</b>
Cookies	\$2,873,500	\$2,773,290	\$2,697,830
Crackers	\$1,556,040	\$1,498,620	\$1,457,560
Bread Products	\$15,204,030	\$14,662,380	\$14,271,060
<b>Fish &amp; Seafood</b>	<b>\$3,720,410</b>	<b>\$3,579,600</b>	<b>\$3,489,210</b>
Canned Fish	\$756,350	\$728,700	\$709,090
Frozen Fish	\$1,117,770	\$1,074,160	\$1,045,840
Fresh Fish	\$1,846,290	\$1,776,740	\$1,734,280
<b>Meats &amp; Poultry</b>	<b>\$37,470,500</b>	<b>\$36,198,560</b>	<b>\$35,253,150</b>
Meats	\$26,768,150	\$25,852,570	\$25,166,470
Poultry	\$10,702,350	\$10,345,990	\$10,086,680
<b>Juices</b>	<b>\$5,086,290</b>	<b>\$4,912,530</b>	<b>\$4,788,440</b>
Frozen Juices	\$674,770	\$650,870	\$633,120
Other Juices	\$4,411,520	\$4,261,660	\$4,155,320
<b>Fruits &amp; Vegetables</b>	<b>\$21,307,600</b>	<b>\$20,536,180</b>	<b>\$19,987,160</b>
Fresh Fruits & Vegetables	\$14,820,440	\$14,281,310	\$13,904,290
Frozen Fruits & Vegetables	\$2,353,270	\$2,266,080	\$2,203,630
Canned Fruits & Vegetables	\$3,370,580	\$3,253,410	\$3,163,820
Other Vegetables	\$763,310	\$735,380	\$715,420
<b>Dairy Products</b>	<b>\$21,087,760</b>	<b>\$20,373,830</b>	<b>\$19,821,670</b>
Eggs	\$1,967,690	\$1,907,990	\$1,858,920
Fresh Whole Milk All Types	\$5,333,870	\$5,171,440	\$5,031,380
Cream	\$497,940	\$478,680	\$465,460
Butter & Margarine	\$1,804,930	\$1,741,030	\$1,692,630
Cheese	\$6,240,700	\$6,023,730	\$5,859,250
Ice Cream Related Products	\$3,597,570	\$3,468,490	\$3,374,150
Other Dairy Products	\$1,645,060	\$1,582,470	\$1,539,880
<b>Sugar &amp; Other Sweets</b>	<b>\$14,569,180</b>	<b>\$14,059,150</b>	<b>\$13,683,750</b>
Candy & Chewing Gum	\$9,726,240	\$9,376,330	\$9,127,200
Jams, Jellies, and Preserves	\$2,603,960	\$2,513,270	\$2,444,850
Sugar & Artificial Sweeteners	\$2,238,980	\$2,169,550	\$2,111,700
<b>Fats &amp; Oils</b>	<b>\$1,859,730</b>	<b>\$1,799,330</b>	<b>\$1,750,770</b>
Fats & Oil Products	\$760,420	\$737,770	\$718,430
Non-Dairy Cream	\$447,150	\$430,860	\$418,330
Peanut Butter	\$652,160	\$630,700	\$614,010
<b>Non-Alcoholic Beverages</b>	<b>\$22,715,830</b>	<b>\$21,989,340</b>	<b>\$21,405,900</b>
Coffee	\$3,280,280	\$3,143,080	\$3,057,340
Non-Carbonated Beverages	\$5,332,180	\$5,162,210	\$5,028,950
Carbonated Beverages	\$12,941,720	\$12,564,600	\$12,228,460

**Analysis Geography:** Muncie, IN

15 - Minute Trade Area

**Date:** 7/20/2007

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Food at Home</b>			
Tea	\$1,161,650	\$1,119,450	\$1,091,150
<b>Prepared Foods</b>	<b>\$42,856,490</b>	<b>\$41,458,330</b>	<b>\$40,336,270</b>
Canned / Packaged Soup	\$3,049,680	\$2,946,110	\$2,864,960
Frozen Meals	\$2,908,670	\$2,824,920	\$2,745,200
Frozen Prepared Food	\$6,981,710	\$6,770,280	\$6,582,290
Potato Chips & Other Snacks	\$7,470,370	\$7,236,370	\$7,039,970
Nuts	\$2,091,170	\$2,006,640	\$1,952,540
Salt & Other Seasonings	\$1,408,050	\$1,357,320	\$1,322,640
Sauces & Gravies	\$2,968,770	\$2,868,820	\$2,791,550
Prepared Salads	\$1,147,660	\$1,102,650	\$1,073,150
Baby Food	\$2,441,160	\$2,378,970	\$2,316,860
Condiments	\$4,962,700	\$4,783,960	\$4,655,300
Miscellaneous Prepared Food	\$7,426,550	\$7,182,290	\$6,991,810
<b>Housekeeping Supplies</b>	<b>\$11,967,560</b>	<b>\$11,476,200</b>	<b>\$11,167,180</b>
Soaps & Detergents	\$1,610,620	\$1,557,850	\$1,517,530
Other Laundry & Cleaning Products	\$1,161,420	\$1,099,730	\$1,074,780
Paper Towels & Napkins	\$4,185,570	\$4,040,060	\$3,930,210
Miscellaneous Housekeeping Products	\$5,009,950	\$4,778,560	\$4,644,660
<b>Food Away From Home</b>			
	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Lunch</b>	<b>\$48,948,320</b>	<b>\$47,298,380</b>	<b>\$46,121,080</b>
Lunch Fast Food	\$29,501,720	\$28,670,340	\$27,960,850
Lunch Full Service	\$19,446,600	\$18,628,040	\$18,160,230
<b>Dinner</b>	<b>\$47,344,750</b>	<b>\$45,558,900</b>	<b>\$44,416,240</b>
Dinner Fast Food	\$16,193,340	\$15,732,840	\$15,322,420
Dinner Full Service	\$31,151,410	\$29,826,060	\$29,093,820
<b>Breakfast &amp; Brunch</b>	<b>\$14,153,520</b>	<b>\$13,695,310</b>	<b>\$13,328,770</b>
Breakfast & Brunch Fast Food	\$6,628,140	\$6,459,970	\$6,292,580
Breakfast & Brunch Full Service	\$7,525,380	\$7,235,340	\$7,036,190
<b>Other</b>	<b>\$62,069,810</b>	<b>\$59,875,830</b>	<b>\$58,384,370</b>
Snacks & Non-Alcoholic Beverages	\$22,204,830	\$21,556,190	\$21,024,770
Catered Affairs	\$3,599,380	\$3,404,050	\$3,336,780
Food & Non-Alcoholic Beverages on Trips	\$36,265,600	\$34,915,590	\$34,022,820
<b>Alcoholic Beverages</b>			
	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Alcoholic Beverages at Home</b>	<b>\$33,762,640</b>	<b>\$32,613,180</b>	<b>\$31,828,780</b>
Beer & Ale at Home	\$22,505,020	\$21,863,650	\$21,276,790
Whiskey at Home	\$2,075,260	\$1,998,000	\$1,957,910
Wine at Home	\$5,474,910	\$5,207,980	\$5,131,250
Other Alcoholic Beverages at Home	\$3,707,450	\$3,543,550	\$3,462,830
<b>Alcoholic Beverages Away from Home</b>	<b>\$14,865,580</b>	<b>\$14,335,660</b>	<b>\$13,995,350</b>
Beer & Ale Away from Home	\$1,661,870	\$1,602,020	\$1,565,940

**Analysis Geography:** Muncie, IN

15 - Minute Trade Area

**Date:** 7/20/2007

## Alcoholic Beverages

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Wine Away from Home	\$832,600	\$798,320	\$782,430
Other Alcoholic Beverages Away from Home	\$1,063,250	\$1,019,990	\$998,050
Alcohol at Restaurants & Etc.	\$11,307,860	\$10,915,330	\$10,648,930

## Smoking Products & Supplies

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Cigarettes	\$37,732,130	\$36,669,730	\$35,464,960
Cigars, Pipes, and Other Tobacco Products	\$1,772,800	\$1,709,150	\$1,659,300

## Personal Care Products & Services

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Services	\$15,995,220	\$15,390,850	\$15,022,530
Products	\$18,985,150	\$18,385,520	\$17,903,650
Hair Care Products	\$5,170,430	\$5,016,110	\$4,883,120
Non-Electric Articles for Hair	\$629,630	\$611,730	\$596,580
Oral Hygiene Products & Articles	\$2,596,500	\$2,515,500	\$2,448,140
Shaving Needs	\$1,555,060	\$1,502,330	\$1,460,000
Cosmetics, Perfume, and Bath	\$5,504,480	\$5,316,230	\$5,180,550
Deodorant & Feminine Hygiene Products	\$3,150,150	\$3,058,080	\$2,977,630
Electric Personal Care Appliances	\$339,660	\$327,220	\$320,060
Wigs & Hairpieces	\$39,240	\$38,320	\$37,570

## Day Care

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Babysitting & Child Care	\$1,352,510	\$1,284,320	\$1,262,870
Day Care, Nursery, and Pre-School	\$5,323,050	\$5,035,640	\$4,936,280
Eldercare	\$1,978,010	\$1,904,510	\$1,839,600

## Household Furnishings & Services

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Household Services	\$17,088,710	\$16,497,400	\$16,129,840
Domestic Service	\$5,218,210	\$4,959,480	\$4,870,630
Gardening & Lawn Service	\$6,266,250	\$6,057,570	\$5,905,490
Miscellaneous Home Services	\$1,028,110	\$1,001,130	\$974,950
Termite & Pest Control Services	\$253,040	\$244,230	\$237,500
Moving, Storage, and Freight	\$4,323,100	\$4,234,990	\$4,141,270
Domestic Textiles	\$8,563,290	\$8,198,330	\$8,012,950
Bathroom Linens	\$2,083,710	\$1,986,640	\$1,945,770
Bedroom Linens	\$6,479,580	\$6,211,690	\$6,067,180
Window & Furniture Covers	\$10,200,950	\$9,663,970	\$9,465,110
Kitchen & Dining Room Linens	\$281,130	\$257,570	\$258,960
Other Linens	\$245,850	\$229,960	\$227,080
Curtains & Drapes	\$2,358,760	\$2,228,350	\$2,179,480
Slipcovers & Decorative Pillows	\$351,840	\$335,480	\$327,930

**Analysis Geography:** Muncie, IN

15 - Minute Trade Area

**Date:** 7/20/2007

Household Furnishings & Services	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Sewing Materials	\$1,714,330	\$1,644,410	\$1,598,440
Window Coverings	\$1,202,980	\$1,162,460	\$1,134,120
Non-Permanent Floor Coverings	\$1,293,800	\$1,226,930	\$1,204,700
Other Household Decorative Items	\$2,752,260	\$2,578,810	\$2,534,400
<b>Bedroom Furniture</b>	<b>\$7,245,180</b>	<b>\$6,936,700</b>	<b>\$6,763,520</b>
Mattress Springs	\$3,328,620	\$3,185,140	\$3,102,720
Other Bedroom Furniture	\$3,916,560	\$3,751,560	\$3,660,800
<b>Living &amp; Dining Room Furniture</b>	<b>\$11,125,790</b>	<b>\$10,585,430</b>	<b>\$10,333,060</b>
Living Room Chairs	\$2,663,800	\$2,533,620	\$2,468,700
Living Room Tables	\$994,070	\$948,690	\$927,220
Sofas	\$5,201,480	\$4,983,330	\$4,855,840
Kitchen & Dining Room Furniture	\$2,266,440	\$2,119,790	\$2,081,300
<b>Other Furniture</b>	<b>\$7,406,230</b>	<b>\$7,064,320</b>	<b>\$6,901,530</b>
Infants Furniture	\$294,800	\$281,460	\$274,170
Patio, Porch, and Outdoor Furniture	\$1,245,100	\$1,171,450	\$1,146,840
Other Living & Family Room Furniture	\$3,124,110	\$2,972,650	\$2,903,270
Office Furniture & Equipment Home	\$921,830	\$877,270	\$857,630
Rental Office Furniture & Equipment Home	\$525,570	\$524,040	\$511,350
Infants Equipment	\$253,060	\$243,110	\$235,930
Lamps & Lighting Fixtures	\$745,750	\$711,060	\$695,390
Closet & Storage Items	\$296,010	\$283,280	\$276,950
<b>Major Household Appliances</b>	<b>\$11,611,030</b>	<b>\$11,090,550</b>	<b>\$10,784,670</b>
Purchase & Install Window AC	\$592,400	\$574,870	\$557,370
Purchase & Install Refrigerator Freezer	\$3,130,930	\$2,999,580	\$2,913,210
Purchase & Install Clothes Washer	\$1,227,900	\$1,179,430	\$1,146,110
Purchase & Install Clothes Dryer	\$1,043,030	\$1,002,640	\$973,330
Purchase & Install Stoves & Ovens	\$1,722,160	\$1,622,830	\$1,582,800
Purchase & Install Microwave Ovens	\$586,810	\$565,810	\$550,650
Purchase & Install Dishwashers	\$997,920	\$941,360	\$918,800
Repair of Household Appliances	\$1,285,610	\$1,222,340	\$1,187,130
Sewing Machines	\$227,220	\$213,550	\$208,940
Electric Floor Cleaning Equipment	\$797,050	\$768,140	\$746,330
<b>Small Appliances &amp; Housewares</b>	<b>\$24,030,180</b>	<b>\$22,822,850</b>	<b>\$22,267,420</b>
Small Electric Kitchen Appliances	\$1,423,900	\$1,369,500	\$1,333,130
Portable Heating & Cooling Equipment	\$535,910	\$517,030	\$503,070
Plastic Dinnerware	\$721,920	\$698,480	\$681,910
China & Other Dinnerware	\$3,517,730	\$3,340,800	\$3,263,200
Flatware	\$1,297,420	\$1,229,080	\$1,209,600
Glassware	\$1,073,010	\$1,004,740	\$988,800
Serving Pieces	\$705,250	\$666,810	\$653,280
Non-Electric Cookware	\$3,981,300	\$3,822,980	\$3,727,440
Clocks	\$153,760	\$143,070	\$143,660
Smoke Alarm	\$52,650	\$50,360	\$48,890
Miscellaneous Household Items	\$10,567,330	\$9,980,000	\$9,714,440
<b>Miscellaneous Household Equipment</b>	<b>\$19,692,030</b>	<b>\$18,811,480</b>	<b>\$18,310,160</b>

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Household Furnishings & Services	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Power Tools	\$2,950,310	\$2,808,270	\$2,734,420
Non-Power Hand Tools	\$1,289,530	\$1,240,760	\$1,206,800
Fresh Flowers & Potted Plants	\$6,371,670	\$6,073,070	\$5,933,770
Outdoor Equipment	\$253,010	\$237,850	\$232,640
Lawn & Garden Supplies	\$6,800,180	\$6,516,050	\$6,330,030
Rental & Repair of Lawn Mowing Equipment	\$276,070	\$262,520	\$255,140
Yard Machinery Power & Non-Power	\$1,751,260	\$1,672,960	\$1,617,360
<b>Household Repairs</b>	<b>\$39,102,930</b>	<b>\$36,777,790</b>	<b>\$35,977,880</b>
Wall to Wall Carpet	\$4,823,290	\$4,530,890	\$4,435,200
Heat, AC, Electric Labor & Materials	\$4,693,340	\$4,481,260	\$4,354,330
Plumbing & Water Heater Labor & Materials	\$2,347,530	\$2,229,670	\$2,169,050
Electrical Supplies & Heating & Cooling Equipment	\$174,520	\$166,130	\$162,040
Construction Materials	\$718,130	\$685,980	\$663,720
Hard Surface Floor Labor & Materials	\$757,440	\$718,470	\$700,020
Floor Repair & Replacement Materials	\$230,460	\$221,900	\$214,650
Patio, Masonry, and etc. Materials	\$60,030	\$57,210	\$55,070
Landscaping Materials	\$133,170	\$127,120	\$123,970
Remodeling & Maintenance Repair Materials	\$488,930	\$473,910	\$458,150
Paint & Wallpaper Supplies & Equipment	\$1,085,740	\$1,042,430	\$1,008,060
Paneling, Roofing, and Siding Materials	\$1,293,760	\$1,242,790	\$1,207,830
Plumbing Supplies & Equipment	\$418,890	\$402,180	\$388,560
Security System Management Fees	\$588,600	\$563,200	\$547,670
Miscellaneous Household Repairs	\$40,950	\$38,750	\$37,720
Miscellaneous Equipment & Hardware	\$8,150	\$7,860	\$7,630
Capital Improvements Material	\$4,839,610	\$4,505,430	\$4,418,450
Capital Improvements Labor	\$10,967,220	\$10,136,490	\$10,006,720
Roofing & Gutters Labor & Materials	\$4,117,190	\$3,904,530	\$3,801,550
Painting & Papering Labor & Materials	\$1,315,980	\$1,241,590	\$1,217,490
<b>TV, Radio, and Sound Equipment</b>	<b>\$67,326,430</b>	<b>\$64,949,620</b>	<b>\$63,429,420</b>
Comm Antenna or Cable TV	\$17,244,270	\$16,723,140	\$16,262,220
Color TVs All	\$5,516,380	\$5,303,720	\$5,180,960
VCRs & Video Disc Players	\$1,101,200	\$1,062,610	\$1,035,450
Radios	\$1,394,410	\$1,346,130	\$1,311,180
Sound Components & Component System	\$5,890,750	\$5,642,790	\$5,525,590
Record, Tape, CD, or Video Mail Order	\$6,652,510	\$6,468,800	\$6,337,790
Purchased CD or Tape not Club	\$1,051,110	\$1,014,670	\$989,140
Video Cassettes, Tapes, Discs	\$2,107,160	\$2,050,820	\$2,000,550
Computer Software Accessories Home Use	\$1,963,450	\$1,884,700	\$1,844,790
Computer Hardware Home Use	\$16,547,890	\$15,879,180	\$15,550,940
Repair Computer System Home Use	\$206,460	\$198,380	\$193,520
Calculator or Other Office Machine Home Use	\$172,330	\$166,820	\$163,610
Rental Video Cassette Tapes	\$4,113,660	\$3,971,170	\$3,873,230
Telephone Answering Devices	\$71,980	\$69,420	\$67,850
Telephone Accessories	\$870,470	\$842,090	\$822,520
Video Games Hardware & Software	\$1,000,600	\$964,060	\$945,660

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## Household Furnishings & Services

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Repair of TV, Radio, or Sound Equipment	\$1,376,060	\$1,316,050	\$1,280,540
Rental of Home Electronic Equipment	\$45,740	\$45,070	\$43,880

## Housing Expenses

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Fuels &amp; Utilities</b>	<b>\$6,080,590</b>	<b>\$5,854,620</b>	<b>\$5,671,520</b>
Fuel Oil	\$2,213,710	\$2,122,820	\$2,057,910
Gas Bottled or Tank	\$3,697,000	\$3,570,200	\$3,458,280
Other Home Heating Fuels	\$169,880	\$161,600	\$155,330
<b>Telephone Services</b>	<b>\$37,279,780</b>	<b>\$36,105,560</b>	<b>\$35,173,020</b>
Telephone Service Excluding Mobile Phone	\$16,660,590	\$16,125,390	\$15,711,510
Telephone Service For Mobile Phone	\$20,619,190	\$19,980,170	\$19,461,510

## Apparel

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Women's Apparel</b>	<b>\$44,537,930</b>	<b>\$42,744,350</b>	<b>\$42,057,010</b>
Women's Coats & Jackets	\$4,549,780	\$4,345,790	\$4,260,340
Women's Dresses	\$3,261,320	\$3,129,210	\$3,067,080
Women's Sport Coats & Tailored Jackets	\$654,280	\$623,780	\$612,280
Women's Vests & Sweaters	\$2,714,700	\$2,596,990	\$2,553,580
Women's Shirts, Tops, and Blouses	\$8,310,240	\$7,998,180	\$7,896,530
Women's Skirts	\$1,479,390	\$1,404,910	\$1,392,890
Women's Pants	\$9,554,230	\$9,206,140	\$9,082,480
Women's Shorts & Shorts Sets	\$1,809,720	\$1,738,760	\$1,705,740
Women's Active Sportswear	\$1,113,530	\$1,066,390	\$1,050,800
Women's Sleepwear	\$1,049,050	\$1,005,990	\$985,090
Women's Undergarments	\$2,975,750	\$2,867,940	\$2,824,460
Women's Hosiery	\$1,044,470	\$1,005,130	\$982,280
Women's Suits	\$2,705,250	\$2,584,220	\$2,531,950
Women's Accessories	\$1,485,960	\$1,421,680	\$1,398,420
Women's Uniforms & Costumes	\$1,830,260	\$1,749,240	\$1,713,090
<b>Men's Apparel</b>	<b>\$30,275,740</b>	<b>\$29,067,350</b>	<b>\$28,507,610</b>
Men's Suits	\$3,757,850	\$3,590,100	\$3,522,810
Men's Sport Coats & Tailor Jackets	\$1,023,100	\$968,790	\$954,300
Men's Coats & Jackets	\$2,113,700	\$2,017,840	\$1,984,920
Men's Underwear	\$1,266,760	\$1,221,070	\$1,196,290
Men's Hosiery	\$753,310	\$726,290	\$711,080
Men's Nightwear & Loungewear	\$243,720	\$233,270	\$227,900
Men's Accessories	\$1,048,620	\$1,005,590	\$987,860
Men's Sweaters & Vests	\$1,349,200	\$1,295,310	\$1,272,930
Men's Active Sportswear	\$809,410	\$772,770	\$762,350
Men's Shirts	\$6,610,630	\$6,357,810	\$6,235,170
Men's Pants	\$8,273,470	\$7,979,000	\$7,809,960
Men's Shorts & Shorts Sets	\$1,703,820	\$1,638,110	\$1,604,160



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## Apparel

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Men's Uniforms & Costumes	\$1,322,150	\$1,261,400	\$1,237,880
<b>Girl's Apparel</b>	<b>\$8,836,300</b>	<b>\$8,534,520</b>	<b>\$8,325,490</b>
Girl's Coats & Jackets	\$553,840	\$536,380	\$522,790
Girl's Dresses & Suits	\$732,760	\$706,900	\$689,200
Girl's Shirts, Blouses, and Sweaters	\$2,180,850	\$2,104,830	\$2,053,900
Girl's Skirts & Pants	\$2,435,200	\$2,355,800	\$2,296,920
Girl's Shorts & Shorts Sets	\$935,170	\$905,150	\$882,640
Girl's Active Sportswear	\$240,130	\$230,190	\$225,260
Girl's Underwear & Sleepwear	\$651,320	\$629,200	\$613,290
Girl's Hosiery	\$225,980	\$219,310	\$213,590
Girl's Accessories	\$133,770	\$128,280	\$125,320
Girl's Uniforms & Costumes	\$747,280	\$718,480	\$702,580
<b>Boy's Apparel</b>	<b>\$7,491,810</b>	<b>\$7,274,280</b>	<b>\$7,082,960</b>
Boy's Coats & Jackets	\$527,400	\$511,540	\$498,650
Boy's Sweaters	\$224,860	\$217,790	\$211,880
Boy's Shirts	\$1,641,240	\$1,593,430	\$1,551,630
Boy's Underwear	\$404,760	\$394,510	\$383,650
Boy's Nightwear	\$92,440	\$89,290	\$86,830
Boy's Hosiery	\$246,720	\$240,340	\$233,820
Boy's Accessories	\$111,830	\$108,040	\$105,230
Boy's Suits, Sport Coats, and Vests	\$166,180	\$159,450	\$155,910
Boy's Pants	\$2,270,780	\$2,209,360	\$2,149,400
Boy's Shorts & Shorts Sets	\$1,162,760	\$1,130,590	\$1,100,570
Boy's Active Sportswear	\$282,800	\$272,750	\$266,730
Boy's Uniforms & Costumes	\$360,040	\$347,190	\$338,660
<b>Infants' Apparel</b>	<b>\$3,684,680</b>	<b>\$3,582,890</b>	<b>\$3,473,490</b>
Infants' Coats, Jackets, and Snowsuit	\$104,110	\$100,730	\$97,600
Infants' Rompers, Dresses, and Outerwear	\$1,264,860	\$1,219,450	\$1,184,310
Infants' Undergarments	\$1,721,830	\$1,689,100	\$1,633,940
Infants' Sleeping Garments	\$207,940	\$200,190	\$194,570
Infants' Accessories	\$385,940	\$373,420	\$363,070
<b>Footwear (Excl Infants')</b>	<b>\$17,295,930</b>	<b>\$16,677,910</b>	<b>\$16,351,200</b>
Men's Footwear	\$5,785,490	\$5,569,060	\$5,460,320
Boy's Footwear	\$1,550,640	\$1,508,010	\$1,468,330
Girl's Footwear	\$1,619,510	\$1,568,280	\$1,530,180
Women's Footwear	\$8,340,290	\$8,032,560	\$7,892,370
<b>Other Apparel Products &amp; Services</b>	<b>\$35,831,040</b>	<b>\$34,100,300</b>	<b>\$33,473,420</b>
Clothing Material & Pattern	\$873,580	\$828,180	\$803,860
Clothing Rental & Storage	\$6,255,610	\$6,028,800	\$5,888,890
Clothing Repair & Alteration	\$7,747,800	\$7,370,150	\$7,222,110
Shoe Repair & Other Shoe Service	\$92,060	\$87,400	\$85,560
Coin Operated Laundry Service	\$1,824,880	\$1,825,380	\$1,793,490
Laundry & Dry Cleaning not Coin Operated	\$2,293,550	\$2,194,190	\$2,158,090
Watches	\$2,047,930	\$1,939,010	\$1,900,190
Jewelry	\$13,992,950	\$13,161,550	\$12,969,340



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## Apparel

Macedonia & 29th

Muncie Mall

CR 400 West & SR 332

Watch & Jewelry Repair

\$702,680

\$665,640

\$651,890

## Sports & Recreation

Macedonia & 29th

Muncie Mall

CR 400 West & SR 332

### Recreation

**\$19,959,390**

**\$19,001,100**

**\$18,661,740**

Social or Recreational Civic Club Membership

\$4,319,370

\$4,077,550

\$4,009,610

Fees for Participant Sports

\$4,102,840

\$3,918,900

\$3,825,040

Admission to Sporting Events

\$4,906,530

\$4,686,780

\$4,605,600

Fees for Recreational Lessons

\$2,944,280

\$2,770,170

\$2,736,430

Music Instruments & Accessories

\$1,311,950

\$1,257,670

\$1,244,020

Rental & Repair Musical Instruments

\$147,160

\$143,670

\$139,950

Admission Fees for Entertainment

\$2,227,260

\$2,146,360

\$2,101,090

### Sports Equipment

**\$27,710,210**

**\$26,538,490**

**\$25,889,780**

General Sports & Exercise Equipment

\$6,035,680

\$5,777,310

\$5,649,390

Bicycles

\$1,907,530

\$1,840,750

\$1,798,610

Camping Equipment

\$955,540

\$921,730

\$902,520

Hunting Fishing Equipment

\$1,032,740

\$986,700

\$961,680

Winter Sport Equipment

\$308,620

\$289,320

\$291,870

Water Sport Equipment

\$975,300

\$933,730

\$915,270

Playground Equipment

\$1,030,250

\$989,000

\$964,610

Other Sports Equipment

\$1,158,540

\$1,085,950

\$1,080,730

Toys, Games, Hobbies, and Tricycles

\$14,306,010

\$13,714,000

\$13,325,100

## Miscellaneous

Macedonia & 29th

Muncie Mall

CR 400 West & SR 332

### Photographic Equipment & Supplies

**\$4,523,320**

**\$4,322,570**

**\$4,224,980**

Film

\$1,522,620

\$1,461,200

\$1,428,370

Film Processing

\$1,318,700

\$1,254,220

\$1,225,080

Photographic Equipment

\$1,682,000

\$1,607,150

\$1,571,530

### Pet Expenses

**\$15,921,720**

**\$15,107,390**

**\$14,682,850**

Pet Food

\$9,285,810

\$8,785,950

\$8,524,340

Pet Supplies & Medicine

\$1,071,510

\$1,014,690

\$986,750

Pet Services

\$185,490

\$173,720

\$170,470

Vetrinarian Services

\$5,378,910

\$5,133,030

\$5,001,290

### Reading Materials

**\$21,879,170**

**\$21,160,690**

**\$20,675,880**

Books not Through Book Club

\$7,917,300

\$7,679,410

\$7,469,830

Books Through Book Club

\$8,608,610

\$8,319,910

\$8,126,710

Newspapers Single Copy & Subscriptions

\$4,700,850

\$4,530,060

\$4,464,430

Magazines Single Copy & Subscriptions

\$652,410

\$631,310

\$614,910

### Travel

**\$49,224,630**

**\$46,835,420**

**\$45,819,600**

Airline Fares on Trips

\$14,290,760

\$13,572,530

\$13,281,580

Intercity Bus Fares on Trips

\$612,350

\$587,350

\$573,750

Local Transportation on Trips

\$3,078,870

\$2,919,160

\$2,861,890

Intercity Train Fares on Trips

\$290,220

\$279,620

\$273,740

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## Miscellaneous

Macedonia & 29th

Muncie Mall

CR 400 West & SR 332

Ship Fares on Trips	\$977,170	\$920,230	\$895,830
Travel Items & Luggage	\$1,348,910	\$1,274,320	\$1,248,990
Entertainment Expense on Trips	\$14,114,200	\$13,522,820	\$13,234,130
Lodging While on Trips	\$14,512,150	\$13,759,390	\$13,449,690

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## Education

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Room &amp; Board</b>	<b>\$6,831,790</b>	<b>\$6,656,240</b>	<b>\$6,627,410</b>
Board	\$6,161,450	\$5,996,850	\$5,965,530
Housing While Attending School	\$670,340	\$659,390	\$661,880
<b>Tuition &amp; School Supplies</b>	<b>\$58,428,020</b>	<b>\$57,147,080</b>	<b>\$56,837,910</b>
College Tuition	\$36,158,290	\$35,405,800	\$35,192,010
Elementary & High School Tuition	\$4,121,930	\$3,856,140	\$3,857,360
Other School Tuition	\$976,210	\$920,160	\$918,070
School Books, Supplies, and Equipment for College	\$15,592,360	\$15,452,160	\$15,370,830
School Books, Supplies, and Equipment non College	\$1,579,230	\$1,512,820	\$1,499,640

## Automotive

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Transportation</b>	<b>\$59,956,980</b>	<b>\$57,381,030</b>	<b>\$55,860,090</b>
Towing Charges	\$301,450	\$296,560	\$290,970
Gasoline	\$59,195,520	\$56,656,290	\$55,147,830
Diesel Fuel	\$460,010	\$428,180	\$421,290
<b>New Automobiles, Trucks, and Vans</b>	<b>\$105,285,630</b>	<b>\$100,826,720</b>	<b>\$98,277,050</b>
New Cars	\$27,917,910	\$26,689,210	\$26,020,020
New Car Lease	\$25,663,700	\$24,796,250	\$24,218,000
New Trucks & Vans	\$48,814,420	\$46,570,300	\$45,320,890
New Motorcycles	\$2,889,600	\$2,770,960	\$2,718,140
<b>Used Vehicles</b>	<b>\$93,403,930</b>	<b>\$89,043,860</b>	<b>\$87,066,270</b>
Used Cars	\$44,393,060	\$42,667,940	\$41,764,110
Used Trucks & Vans	\$45,768,720	\$43,413,890	\$42,335,540
Used Motorcycles	\$3,242,150	\$2,962,030	\$2,966,620
<b>Boats</b>	<b>\$13,556,630</b>	<b>\$12,268,730</b>	<b>\$12,291,880</b>
<b>Rented Vehicles</b>	<b>\$5,319,600</b>	<b>\$5,117,340</b>	<b>\$5,063,040</b>
Auto Rental	\$4,078,790	\$3,927,880	\$3,899,170
Vehicle Rentals non Auto	\$1,240,810	\$1,189,460	\$1,163,870
<b>Automotive Maintenance, Repair and Other</b>	<b>\$63,244,840</b>	<b>\$60,518,940</b>	<b>\$59,081,700</b>
Motor Oil	\$1,384,180	\$1,320,870	\$1,289,460
Vehicle Audio Equipment	\$752,670	\$721,530	\$709,130
Miscellaneous Auto Repair Svcs	\$3,497,500	\$3,335,100	\$3,258,880
Tire Repair & Other Repair Work	\$3,989,670	\$3,835,950	\$3,745,590
Minor Automobile Parts & Accessories	\$6,693,890	\$6,359,630	\$6,223,000
Automobile Service Clubs	\$691,530	\$664,730	\$646,090
Add Coolant, Brake, and Transmission Fluid	\$311,030	\$297,120	\$290,370
Tires Purchased, Replaced, and Installed	\$8,354,660	\$8,006,900	\$7,809,390
Body Work, Painting, and Upholstry	\$2,655,050	\$2,517,840	\$2,472,060
Repair to Steering or Front End	\$1,409,000	\$1,351,590	\$1,317,100
Front End Alignment, Wheel Balance, Rotate	\$1,172,880	\$1,122,750	\$1,096,420
Repair to Engine Cooling System	\$1,800,370	\$1,728,320	\$1,683,720
Motor Tune Up	\$3,462,720	\$3,321,120	\$3,240,560
Lube, Oil & Filter Change	\$6,332,230	\$6,087,970	\$5,932,280

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## Automotive

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Shock Absorber Replacement	\$345,430	\$330,070	\$321,900
Exhaust System Repair	\$995,480	\$953,960	\$929,890
Electrical System Repair	\$2,582,580	\$2,484,140	\$2,420,190
Motor Repair & Replacement	\$8,360,950	\$7,985,660	\$7,800,330
Brake Work	\$3,955,050	\$3,787,520	\$3,694,730
Clutch & Transmission Repair	\$4,037,130	\$3,864,030	\$3,768,240
Drive Shaft & Rear End Repair	\$460,840	\$442,140	\$432,370

## Health Care

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Medical Services</b>	<b>\$57,467,990</b>	<b>\$55,108,710</b>	<b>\$53,602,950</b>
Eye Care Services	\$3,732,210	\$3,566,770	\$3,474,010
Dental Services	\$19,652,710	\$18,773,350	\$18,249,350
Specialists Services	\$4,550,090	\$4,343,960	\$4,241,040
Physicians Services	\$15,782,130	\$15,186,810	\$14,773,760
Lab Tests & X Rays	\$3,367,600	\$3,236,880	\$3,148,890
Hospital Room	\$1,853,210	\$1,770,400	\$1,724,310
Hospital Service Other than Room	\$6,818,500	\$6,569,650	\$6,378,930
Care in Nursing Home	\$1,026,720	\$997,580	\$967,610
Other Medical Care Services	\$684,820	\$663,310	\$645,050
<b>Drugs</b>	<b>\$81,380,050</b>	<b>\$78,433,750</b>	<b>\$76,144,450</b>
Non-Prescription Drugs	\$5,599,240	\$5,405,670	\$5,257,130
Vitamins & Vitamin Supplements	\$3,057,750	\$2,918,560	\$2,840,310
Prescription Drugs	\$72,723,060	\$70,109,520	\$68,047,010
<b>Medical Supplies</b>	<b>\$5,390,990</b>	<b>\$5,173,870</b>	<b>\$5,037,840</b>
Eyeglasses & Contact Lenses	\$3,665,340	\$3,507,760	\$3,421,560
Hearing Aids	\$545,000	\$526,170	\$508,230
Topicals & Dressings	\$824,180	\$795,000	\$773,540
Purchase or Rent Medical & Surgical Equip.	\$356,470	\$344,940	\$334,510



# **Appendix B:**

# **Demographic Report**

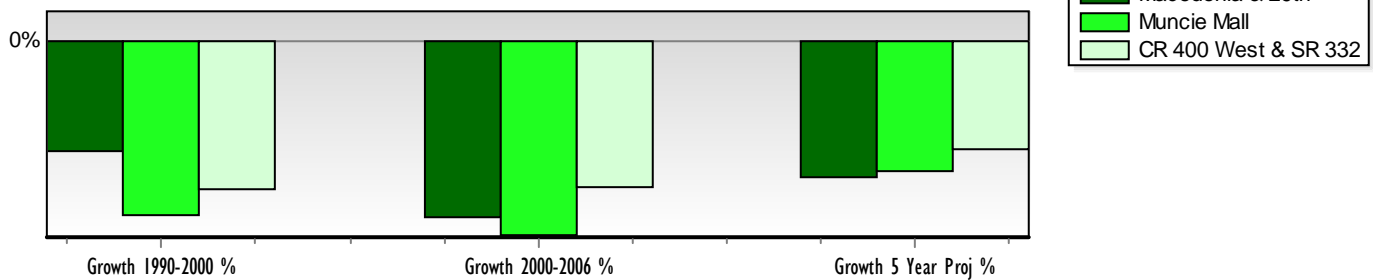


**Analysis Geography:** Muncie, IN  
15 - Minute Trade Area

**Date:** 7/20/2007

<b>Population Profile</b>	<b>Macedonia &amp; 29th</b>	<b>Muncie Mall</b>	<b>CR 400 West &amp; SR 332</b>
2011 Projection	96,943	94,618	92,612
2006 Estimate	98,309	95,906	93,652
2000 Census	100,125	97,850	95,074
1990 Census	101,285	99,625	96,546

## Population Change

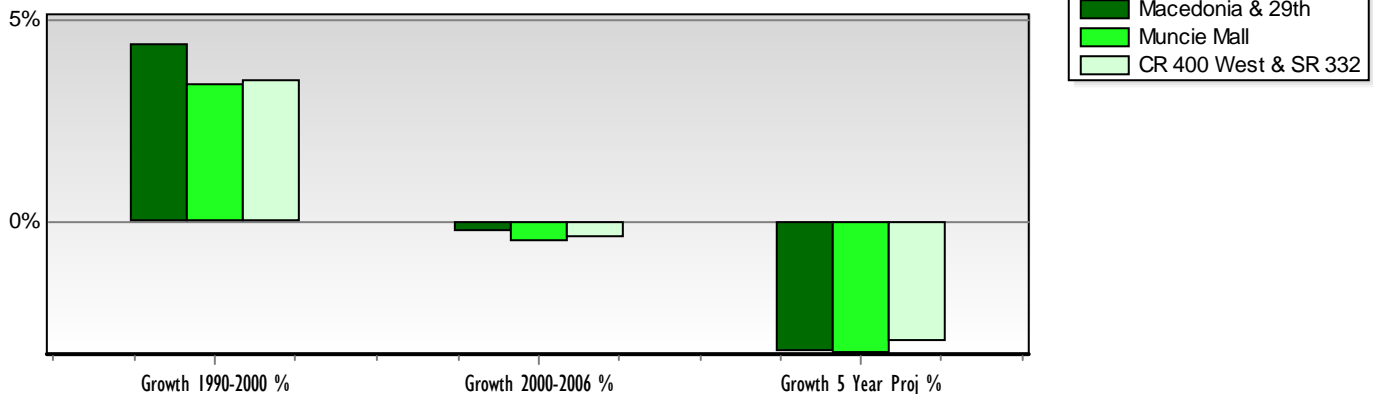


<b>Work Place Population</b>	<b>Macedonia &amp; 29th</b>	<b>Muncie Mall</b>	<b>CR 400 West &amp; SR 332</b>
Total	52,498	52,314	52,869

## Household Profile

2011 Projection	38,603	37,622	36,599
2006 Estimate	39,899	38,906	37,738
2000 Census	40,002	39,112	37,902
1990 Census	38,311	37,825	36,606

## Household Change

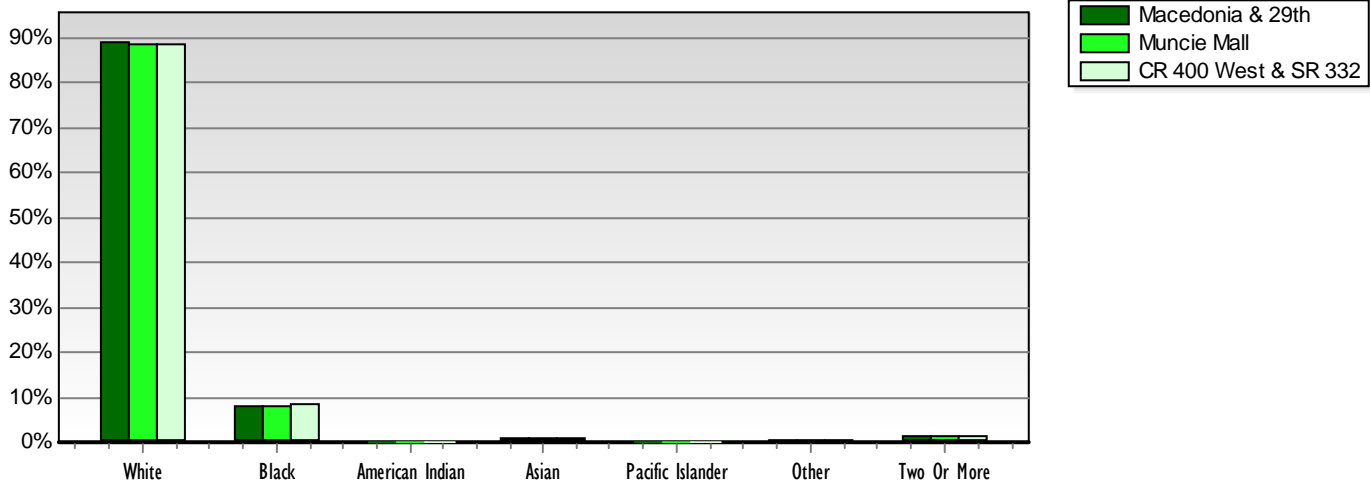


**Analysis Geography:** Muncie, IN  
15 - Minute Trade Area

**Date:** 7/20/2007

	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Population By Race (Current)</b>			
White	87,388	84,945	82,703
Black	7,863	7,873	7,866
American Indian	208	210	199
Asian	861	872	864
Pacific Islander	111	108	110
Other	537	553	568
Two Or More	1,341	1,345	1,342
<b>Total Population By Race</b>	<b>98,309</b>	<b>95,906</b>	<b>93,652</b>

**Population By Race (Current)**



	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
<b>Population By Hispanic Origin (Current)</b>			
Hispanic Origin	1,308	1,321	1,326
Non Hispanic Origin	97,001	94,585	92,326

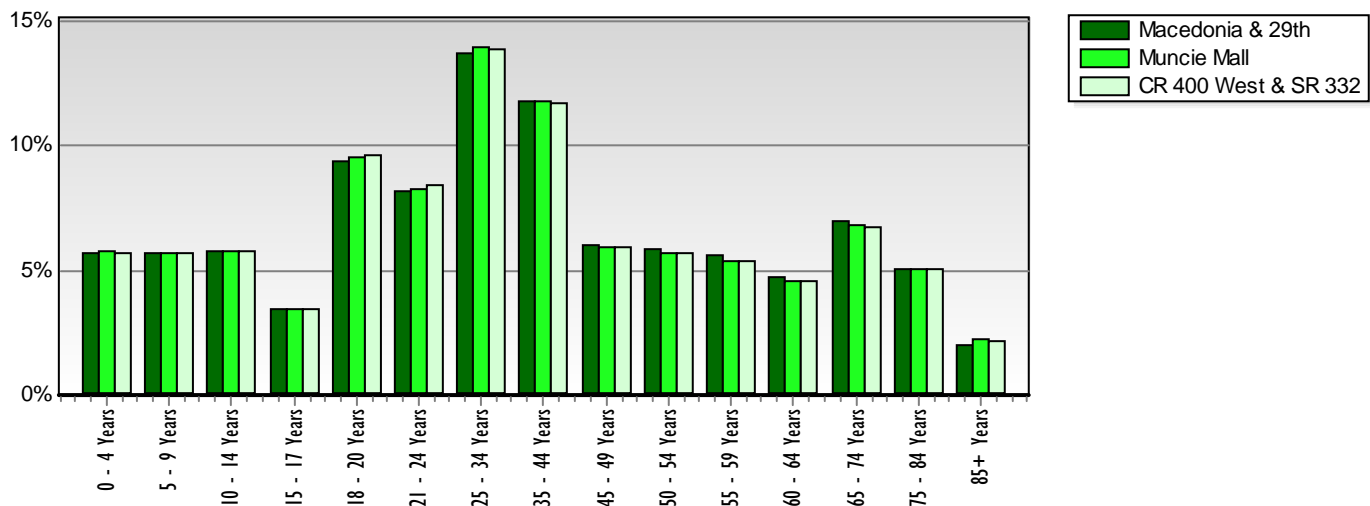


**Analysis Geography:** Muncie, IN  
15 - Minute Trade Area

**Date:** 7/20/2007

Population By Age (Current)	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
0 to 4 years	5,616	5,509	5,370
5 to 9 years	5,602	5,483	5,349
10 to 14 years	5,689	5,580	5,397
15 to 17 years	3,410	3,317	3,234
18 to 20 years	9,272	9,169	9,037
21 to 24 years	8,029	7,930	7,900
25 to 34 years	13,485	13,400	13,045
35 to 44 years	11,585	11,314	10,947
45 to 49 years	5,928	5,670	5,565
50 to 54 years	5,736	5,447	5,376
55 to 59 years	5,529	5,147	5,041
60 to 64 years	4,627	4,406	4,272
65 to 74 years	6,866	6,541	6,348
75 to 84 years	4,949	4,875	4,724
85+ Years	1,986	2,118	2,047
<b>Total Population By Age</b>	<b>98,309</b>	<b>95,906</b>	<b>93,652</b>
Average Age	37.2	37.0	37.0
Median Age	36.3	35.9	35.9

**Population By Age (Current)**

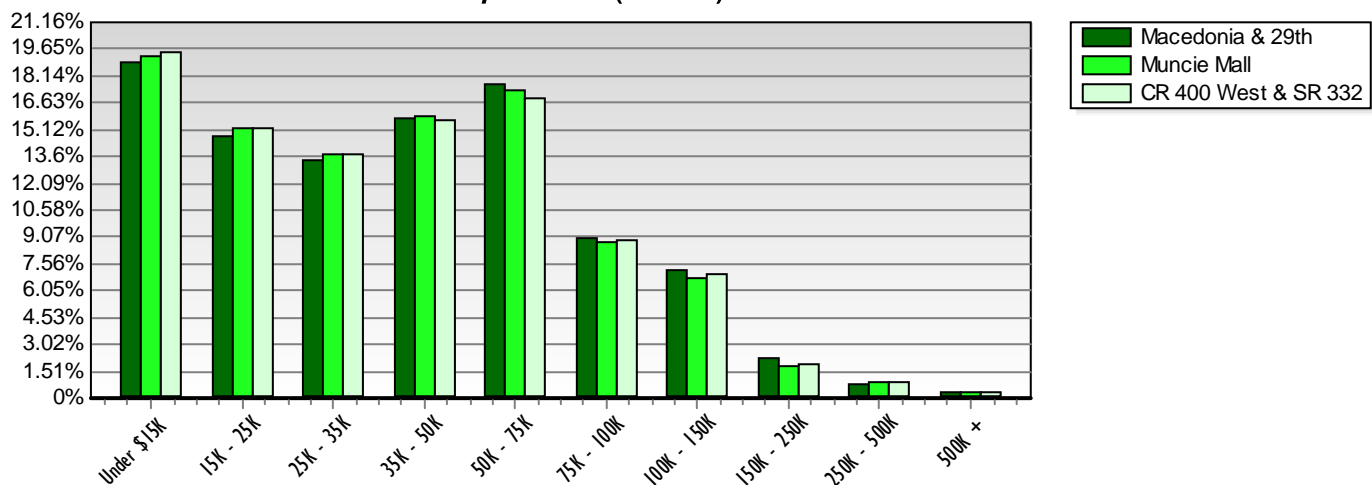


**Analysis Geography:** Muncie, IN  
15 - Minute Trade Area

**Date:** 7/20/2007

Households By Income (Current)	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Under \$15,000	7,432	7,368	7,258
\$15,000 to \$24,999	5,805	5,813	5,671
\$25,000 to \$34,999	5,271	5,276	5,111
\$35,000 to \$49,999	6,188	6,099	5,840
\$50,000 to \$74,999	6,939	6,642	6,278
\$75,000 to \$99,999	3,547	3,376	3,319
\$100,000 to \$149,999	2,824	2,597	2,597
\$150,000 to \$249,999	872	702	719
\$250,000 to \$499,999	312	335	339
\$500,000 +	135	137	139
<b>Total Households By Income</b>	<b>39,325</b>	<b>38,345</b>	<b>37,271</b>
Average Household Income	\$51,379	\$50,367	\$50,727
Per Capita Income	\$25,257	\$25,107	\$25,338
Median Household Income	\$40,996	\$39,791	\$40,094

**Households By Income (Current)**



**Analysis Geography:** Muncie, IN  
15 - Minute Trade Area

**Date:** 7/20/2007

Housing Units By Occupancy (Current)	Macedonia & 29th	Muncie Mall	CR 400 West & SR 332
Owner - Occupied	58.1%	57.1%	56.6%
Renter - Occupied	32.0%	32.8%	33.2%
Vacant	9.9%	10.1%	10.2%

## Owner - Occupied Property Values (Current)

Under \$20,000	1,225	1,356	1,298
\$20,000 to \$39,999	1,926	2,004	1,905
\$40,000 to \$59,999	3,694	3,753	3,544
\$60,000 to \$79,999	4,456	4,397	4,262
\$80,000 to \$99,999	4,045	3,925	3,745
\$100,000 to \$149,999	6,028	5,570	5,181
\$150,000 to \$199,999	2,287	1,856	1,928
\$200,000 to \$299,999	1,168	1,005	1,016
\$300,000 to \$399,999	290	286	355
\$400,000 to \$499,999	138	109	160
\$500,000 to \$749,999	63	65	81
\$750,000 to \$999,999	12	12	18
\$1,000,000 +	8	8	8

<b>Total Owner - Occupied Property Values</b>	<b>25,340</b>	<b>24,346</b>	<b>23,501</b>
<b>Median Property Value</b>	<b>87,350</b>	<b>85,137</b>	<b>85,924</b>

## Owner - Occupied Property Values (Current)

