

| | <u>3 Mile Radius</u> | <u>5 Mile Radius</u> | <u>10 Mile Radius</u> |
|---------------------------|----------------------|----------------------|-----------------------|
| <u>Population:</u> | | | |
| 2014 Total Population | 48,906 | 124,731 | 419,869 |
| 2009 Total Population | 48,735 | 124,086 | 416,867 |
| 2000 Total Population | 49,207 | 124,887 | 414,049 |
| 1990 Total Population | 45,090 | 116,052 | 399,761 |
| <u>Households:</u> | | | |
| 2014 Total Population | 22,644 | 57,197 | 184,973 |
| 2009 Total Population | 22,032 | 55,565 | 179,507 |
| 2000 Total Population | 20,525 | 51,753 | 167,285 |
| 1990 Total Population | 17,818 | 46,181 | 157,184 |
| 2009 Avg. HH Income | \$77,446 | \$82,448 | \$70,024 |
| 2009 Median HH Income | \$57,358 | \$57,184 | \$47,814 |

Source: Applied Geographic Solutions: AnySite Technologies (February 2010)

| <u>Population:</u> | <u>Dayton</u> | <u>Montgomery County</u> |
|---------------------------|----------------------|---------------------------------|
| 2015 Projection | 150,827 | 525,234 |
| 2010 Estimates | 156,558 | 534,588 |
| 2000 U.S. Census | 166,179 | 559,062 |

Disposable Income & Retail Sales:

Disposable Personal Income:

| | | |
|---------------|-------------|--------------|
| (Thousands) | | |
| 2010 Estimate | \$2,521,903 | \$14,882,511 |

Total Retail Sales:

| | | |
|------------------|-------------|-------------|
| (Thousands) | | |
| 2002 U.S. Census | \$1,754,581 | \$7,049,865 |
| 2010 Estimate | \$1,700,795 | \$7,067,693 |

2010 Estimate of Sales:

| | | |
|------------------------|-----------|-------------|
| Motor/Vehicle Parts | \$416,994 | \$1,654,795 |
| Furniture | \$69,369 | \$290,694 |
| Electrical, Appliances | \$59,200 | \$225,513 |
| Building Materials | \$119,813 | \$567,785 |
| Food/Beverage | \$263,977 | \$1,124,731 |
| Health/Personal Care | \$112,632 | \$458,041 |
| Gasoline | \$204,596 | \$862,341 |
| Clothing/Accessories | \$75,685 | \$315,764 |
| General Merchandise | \$374,360 | \$1,526,688 |

Source: 2010 Editor & Publisher Market Guide