

	<u>3 Mile Radius</u>	<u>5 Mile Radius</u>	<u>10 Mile Radius</u>
Population:			
2014 Total Population	10,945	21,217	33,643
2009 Total Population	10,873	21,028	33,343
2000 Total Population	11,237	21,413	33,697
1990 Total Population	11,765	21,788	33,396
Households:			
2014 Total Population	4,691	9,061	13,770
2009 Total Population	4,592	8,843	13,434
2000 Total Population	4,474	8,464	12,755
1990 Total Population	4,361	7,958	11,850
2009 Avg. HH Income	\$61,152	\$61,301	\$62,330
2009 Median HH Income	\$45,179	\$47,025	\$49,031

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

Population:	<u>Defiance</u>	<u>Defiance County</u>
2015 Projection	15,604	37,884
2010 Estimates	16,005	38,753
2000 U.S. Census	16,465	39,500

Disposable Income & Retail Sales:

Disposable Personal Income:

(Thousands)		
2010 Estimate	\$395,373	\$972,721

Total Retail Sales:

(Thousands)		
2002 U.S. Census	\$209,083	\$590,400
2010 Estimate	\$219,061	\$669,462

2010 Estimate of Sales:

Motor/Vehicle Parts	\$55,118	\$148,550
Furniture	\$3,494	\$9,931
Electrical, Appliances	\$2,583	\$6,663
Building Materials	\$20,744	\$66,734
Food/Beverage	\$37,361	\$107,890
Health/Personal Care	\$8,338	\$22,978
Gasoline	\$30,994	\$88,765
Clothing/Accessories	\$4,123	\$11,661
General Merchandise	\$55,274	\$152,735

Source: 2010 Editor & Publisher Market Guide