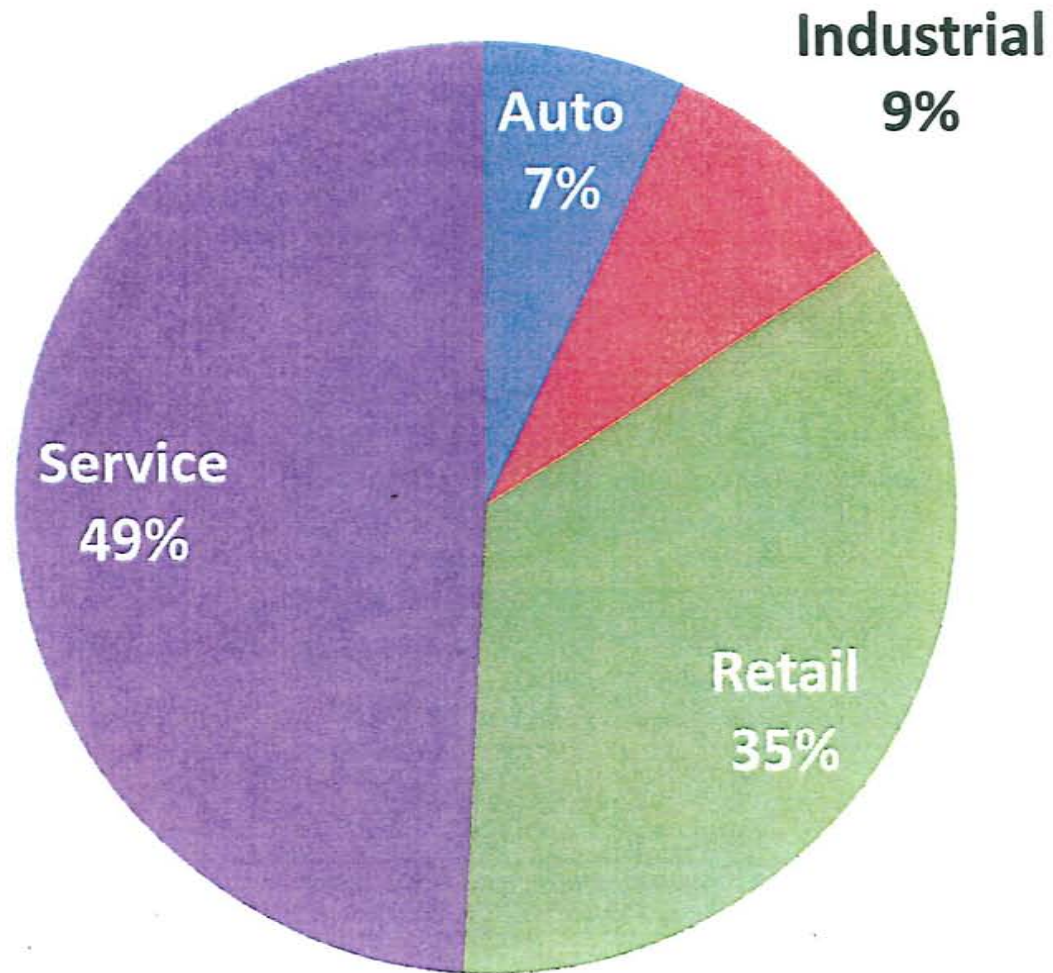


A photograph of a street intersection in West Lebanon, NH. The scene shows a multi-lane road with traffic lights and several cars. Buildings line the street, and there are trees and utility poles in the background. The text is overlaid on the image.

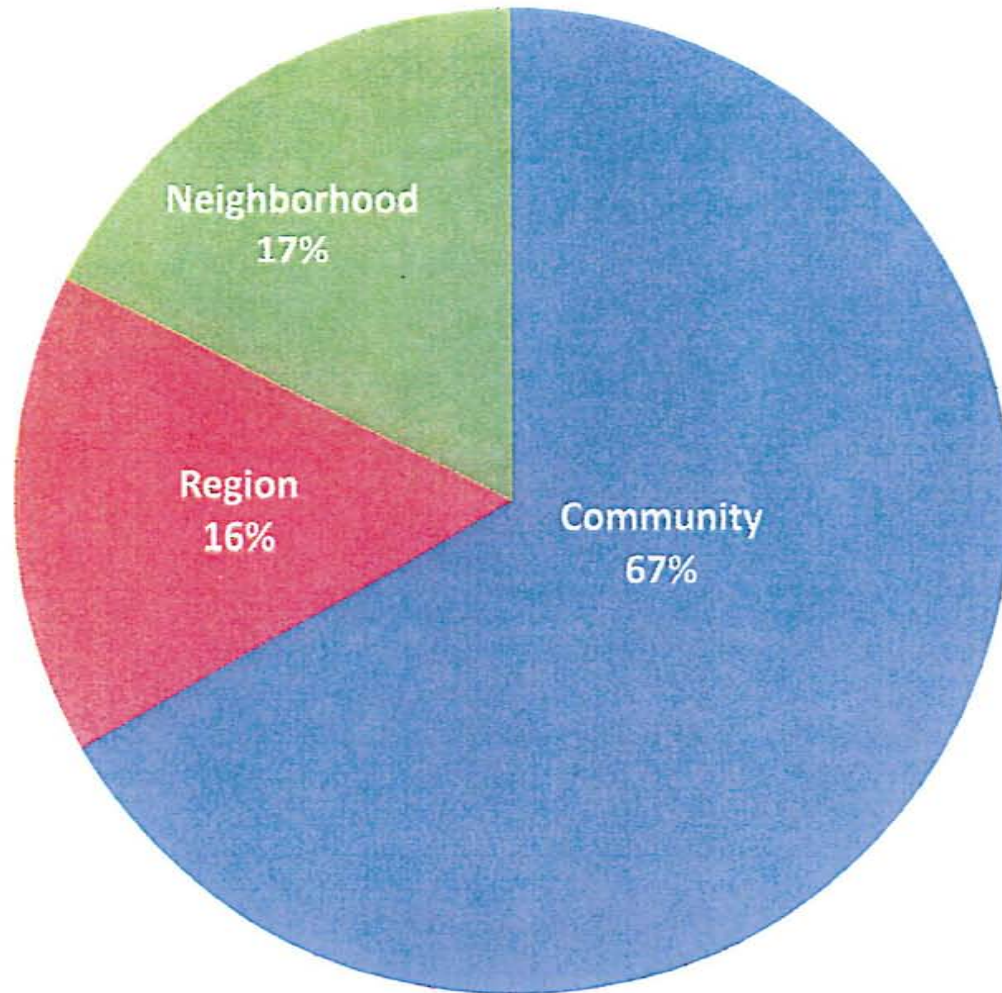
***West Lebanon Main Street
Market Perspectives
October 2008***

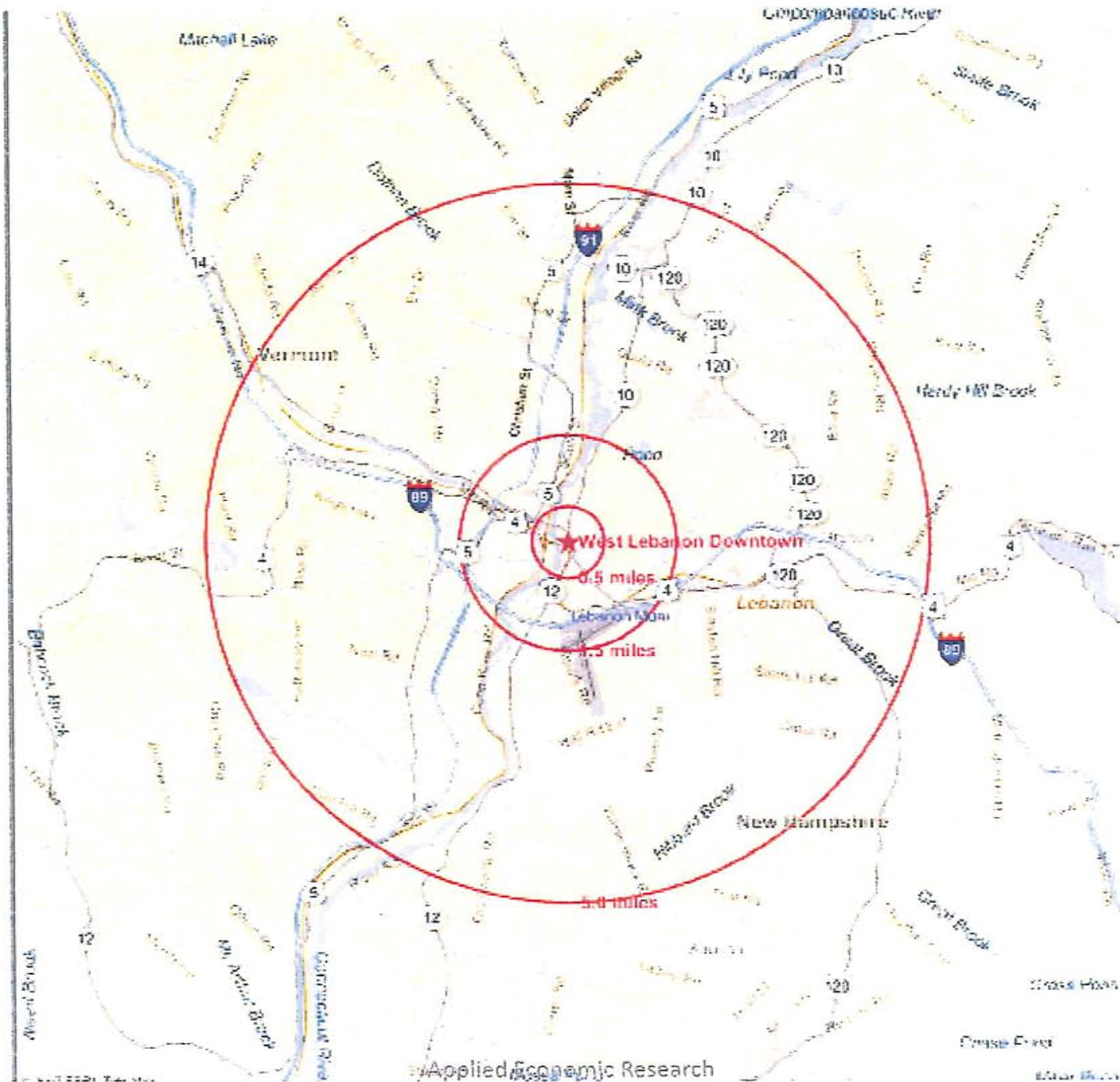
***Russ Thibeault
Applied Economic Research
Laconia NH***

West Lebanon Businesses By Type (57 Total Businesses)



Market Orientation of West Lebanon Businesses





Selected Market Indicators

Population	2000	2008	2013
0.5 Miles	1,052	1,120	1,179
1.5 Miles	5,916	6,154	6,379
5.0 Miles	28,467	30,424	31,391

Median Household Income. 2008

0.5 Miles	\$ 41,037
1.5 Miles	\$ 39,048
5.0 Miles	\$ 44,571

Estimated Spending on Selected Items, 2008

	0.5 Miles	1.5 Miles	5.0 Miles
Apparel and Services	\$ 1,194,159	\$ 5,587,461	\$ 29,151,079
Food at Home	\$ 2,567,747	\$ 12,145,695	\$ 62,330,741
Entertainment/Recreation	\$ 1,857,533	\$ 8,930,366	\$ 46,925,968
Food Away From Home	\$ 1,807,644	\$ 8,539,190	\$ 44,202,277
Furniture and Fixtures	\$ 1,083,842	\$ 5,146,609	\$ 27,471,258
Total Retail Goods	\$ 13,314,600	\$ 63,581,846	\$ 333,795,306

Retail Space Supported (Square Feet)

At \$125/sf	107,000	509,000	2,670,000
At \$175/sf	76,000	363,000	1,907,000
At \$250/sf	53,000	254,000	1,335,000

Source: ERSI and AER

Applied Economic Research

West Lebanon Business Profile, 2008

	0.5 Miles	1.5 Miles	5.0 Miles
Construction	4	18	104
Manufacturing	4	18	91
Transportation	2	13	51
Communication	2	5	24
Utilities	0	2	5
Wholesale Trade	5	25	90
Retail Trade	34	157	476
Finance, Insurance, Real Estate	9	36	176
Services	76	272	1087
Total Enterprises, Including Gov't	145	589	2255

Source: ERSI and AER

Retailer Observations

(Interviewed 10 retailers)

- Businesses are long-standing, generally there for 20 years or more.
- Are very satisfied with their location.
- Most prefer West Lebanon to Route 12A due to lighter traffic volumes and proximity to Hanover.
- But, heavy traffic (at times) and inadequate parking are seen as problems.
- Would like to see streetscape improvements, reuse of rail yard, a park, traffic quieting.
- Support trail and launch as well as public use and private use of RR buildings. Mixed use gets somewhat higher score. Generally would like SOMETHING to happen. “Any improvements are welcome.”

Some Market-Based Observations

- Main Street has a diverse mix of long-present businesses that are satisfied with their location and serve primarily the broader community setting.
- The close-in population exerts limited demand for retail uses—that demand is dissipated into the broader retail community.
- Traffic is a two edged sword—better than Route 12A, but still a problem at times.
- The condition of walkways and the streetscape are concerns to retailers
- The businesses surveyed are supportive of public and/or private use of the rail yard, but want SOMETHING done there.

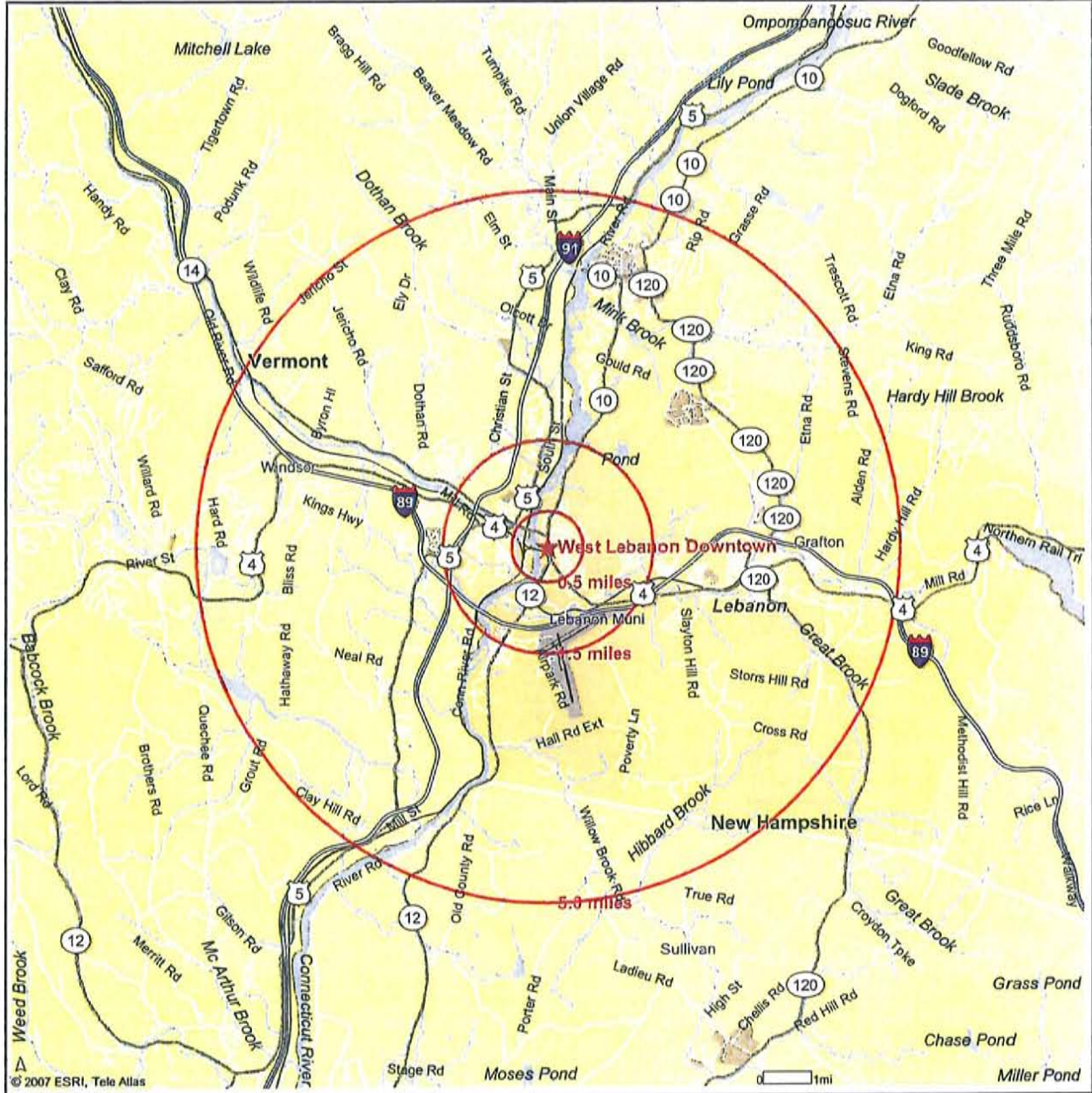
Demographic And Retail Profile

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

Site Map

October 23, 2008




Latitude: 43.6476
Longitude: -72.3104





Market Profile

Prepared by Applied Economic Research

West Lebanon Downtown	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Latitude: 43.6476			
Longitude: -72.3104			
 2000 Total Population	1,052	5,916	28,467
2000 Group Quarters	7	57	3,327
2008 Total Population	1,120	6,154	30,424
2013 Total Population	1,179	6,379	31,391
2008 - 2013 Annual Rate	1.03%	0.72%	0.63%
 2000 Households	518	2,677	10,937
2000 Average Household Size	2.02	2.19	2.3
2008 Households	556	2,837	11,910
2008 Average Household Size	2	2.15	2.25
2013 Households	589	2,959	12,434
2013 Average Household Size	1.99	2.14	2.24
2008 - 2013 Annual Rate	1.16%	0.85%	0.86%
2000 Families	305	1,546	6,359
2000 Average Family Size	2.59	2.82	2.92
2008 Families	319	1,597	6,728
2008 Average Family Size	2.6	2.8	2.89
2013 Families	332	1,637	6,886
2013 Average Family Size	2.6	2.8	2.88
2008 - 2013 Annual Rate	0.8%	0.5%	0.47%
 2000 Housing Units	548	2,809	11,434
Owner Occupied Housing Units	43.7%	47.9%	54.7%
Renter Occupied Housing Units	51.8%	47.3%	40.4%
Vacant Housing Units	4.4%	4.8%	4.9%
2008 Housing Units	591	2,996	12,548
Owner Occupied Housing Units	45.7%	50.2%	57.1%
Renter Occupied Housing Units	48.4%	44.5%	37.8%
Vacant Housing Units	5.9%	5.3%	5.1%
2013 Housing Units	628	3,136	13,145
Owner Occupied Housing Units	41.7%	47.2%	55.3%
Renter Occupied Housing Units	52.1%	47.1%	39.3%
Vacant Housing Units	6.2%	5.6%	5.4%
Median Household Income			
2000	\$41,037	\$39,048	\$44,574
2008	\$54,094	\$52,225	\$60,046
2013	\$63,654	\$62,831	\$71,653
Median Home Value			
2000	\$117,708	\$105,990	\$124,342
2008	\$212,500	\$204,756	\$237,316
2013	\$211,957	\$204,539	\$237,286
Per Capita Income			
2000	\$24,127	\$22,784	\$24,918
2008	\$30,390	\$28,855	\$32,935
2013	\$35,678	\$34,593	\$40,532
Median Age			
2000	34.0	36.3	34.7
2008	34.2	37.4	35.7
2013	32.0	37.2	35.3

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 total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Market Profile

Prepared by Applied Economic Research

West Lebanon Downtown
 Latitude: 43.6476
 Longitude: -72.3104

West Main Street and Br
 Lebanon, NH 032784
 Radius: 0.5 miles

West Main Street and Br
 Lebanon, NH 032784
 Radius: 1.5 miles

West Main Street and Br
 Lebanon, NH 032784
 Radius: 5.0 miles



2000 Households by Income

Household Income Base	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
< \$15,000	515 15.0%	2,666 18.4%	10,923 13.8%
\$15,000 - \$24,999	12.6%	14.3%	11.8%
\$25,000 - \$34,999	13.2%	12.2%	11.7%
\$35,000 - \$49,999	23.3%	22.3%	19.9%
\$50,000 - \$74,999	18.8%	19.3%	20.0%
\$75,000 - \$99,999	8.9%	7.5%	11.3%
\$100,000 - \$149,999	4.7%	3.6%	6.9%
\$150,000 - \$199,999	1.7%	0.9%	2.1%
\$200,000+	1.7%	1.4%	2.5%
Average Household Income	\$54,516	\$49,378	\$58,603

2008 Households by Income

Household Income Base	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
< \$15,000	556 10.8%	2,838 11.8%	11,913 9.1%
\$15,000 - \$24,999	9.0%	11.1%	9.0%
\$25,000 - \$34,999	9.4%	10.4%	8.4%
\$35,000 - \$49,999	15.8%	14.0%	14.0%
\$50,000 - \$74,999	26.6%	26.5%	23.1%
\$75,000 - \$99,999	16.2%	15.9%	17.3%
\$100,000 - \$149,999	7.7%	6.8%	10.7%
\$150,000 - \$199,999	2.0%	1.5%	4.0%
\$200,000+	2.5%	2.0%	4.4%
Average Household Income	\$67,352	\$62,665	\$78,238

2013 Households by Income

Household Income Base	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
< \$15,000	587 9.7%	2,959 9.9%	12,435 8.0%
\$15,000 - \$24,999	6.8%	9.1%	6.9%
\$25,000 - \$34,999	7.8%	8.6%	7.0%
\$35,000 - \$49,999	10.9%	10.7%	10.0%
\$50,000 - \$74,999	26.4%	23.8%	20.6%
\$75,000 - \$99,999	19.4%	19.6%	17.9%
\$100,000 - \$149,999	12.1%	12.9%	17.0%
\$150,000 - \$199,999	3.2%	2.6%	5.1%
\$200,000+	3.6%	2.8%	7.6%
Average Household Income	\$78,906	\$74,702	\$95,687

2000 Owner Occupied HUs by Value

Total	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
<\$50,000	237 6.8%	1,369 10.3%	6,300 9.0%
\$50,000 - 99,999	25.3%	33.8%	24.0%
\$100,000 - 149,999	50.6%	42.4%	31.3%
\$150,000 - 199,999	14.3%	10.3%	17.0%
\$200,000 - \$299,999	2.1%	2.6%	10.0%
\$300,000 - 499,999	0.8%	0.6%	6.6%
\$500,000 - 999,999	0.0%	0.0%	1.8%
\$1,000,000+	0.0%	0.0%	0.4%
Average Home Value	\$120,372	\$110,194	\$157,125

2000 Specified Renter Occupied HUs by Contract Rent

Total	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
286	1,310	4,565	
With Cash Rent	97.6%	97.5%	97.0%
No Cash Rent	2.4%	2.5%	3.0%
Median Rent	\$595	\$538	\$567
Average Rent	\$540	\$515	\$589

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. Specified Renter Occupied HUs exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Market Profile

Prepared by Applied Economic Research

West Lebanon Downtown
 Latitude: 43.6476
 Longitude: -72.3104

West Main Street and Br
 Lebanon, NH 032784
 Radius: 0.5 miles

West Main Street and Br
 Lebanon, NH 032784
 Radius: 1.5 miles

West Main Street and Br
 Lebanon, NH 032784
 Radius: 5.0 miles



2000 Population by Age

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	1,056	5,919	28,470
0 - 4	8.2%	6.5%	5.0%
5 - 9	6.9%	7.1%	5.8%
10 - 14	6.1%	6.6%	6.0%
15 - 19	6.3%	6.7%	9.6%
20 - 24	5.5%	5.0%	11.0%
25 - 34	18.7%	15.9%	12.9%
35 - 44	15.7%	16.2%	14.3%
45 - 54	12.9%	13.7%	13.6%
55 - 64	6.9%	7.9%	7.8%
65 - 74	6.4%	7.0%	6.5%
75 - 84	4.8%	5.5%	5.4%
85+	1.6%	1.8%	2.1%
18+	74.7%	75.4%	79.4%

2008 Population by Age

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	1,119	6,153	30,422
0 - 4	8.1%	6.7%	5.0%
5 - 9	6.6%	5.6%	4.6%
10 - 14	6.3%	5.8%	5.0%
15 - 19	7.0%	7.0%	9.7%
20 - 24	9.2%	8.4%	13.2%
25 - 34	13.7%	13.2%	11.8%
35 - 44	13.9%	13.8%	11.7%
45 - 54	13.7%	14.9%	14.2%
55 - 64	10.0%	11.1%	11.2%
65 - 74	5.1%	6.1%	5.9%
75 - 84	4.4%	5.0%	5.2%
85+	2.0%	2.3%	2.6%
18+	74.6%	77.6%	82.0%

2013 Population by Age

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	1,178	6,377	31,388
0 - 4	8.7%	7.0%	5.2%
5 - 9	6.2%	5.4%	4.4%
10 - 14	5.3%	4.9%	4.4%
15 - 19	6.2%	5.8%	8.6%
20 - 24	10.7%	9.2%	13.4%
25 - 34	16.3%	15.4%	13.6%
35 - 44	11.1%	11.5%	10.0%
45 - 54	12.6%	14.2%	13.4%
55 - 64	11.3%	12.8%	12.5%
65 - 74	5.6%	6.7%	6.8%
75 - 84	3.7%	4.6%	4.9%
85+	2.1%	2.5%	2.7%
18+	76.0%	79.2%	83.1%

2000 Population by Sex

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Males	46.4%	46.8%	47.8%
Females	53.6%	53.2%	52.2%

2008 Population by Sex

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Males	46.0%	46.6%	47.9%
Females	54.0%	53.4%	52.1%

2013 Population by Sex

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Males	46.3%	46.8%	48.1%
Females	53.7%	53.2%	51.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Market Profile

Prepared by Applied Economic Research

West Lebanon Downtown
Latitude: 43.6476
Longitude: -72.3104

**West Main Street and Br
Lebanon, NH 032784**
Radius: 0.5 miles

**West Main Street and Br
Lebanon, NH 032784**
Radius: 1.5 miles

**West Main Street and Br
Lebanon, NH 032784**
Radius: 5.0 miles



2000 Population by Race/Ethnicity

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	1,052	5,915	28,468
White Alone	92.5%	94.4%	93.0%
Black Alone	1.0%	0.8%	1.1%
American Indian Alone	0.5%	0.5%	0.4%
Asian or Pacific Islander Alone	3.6%	2.2%	3.4%
Some Other Race Alone	0.4%	0.3%	0.5%
Two or More Races	2.0%	1.8%	1.5%
Hispanic Origin	2.3%	1.6%	1.8%
Diversity Index	18.1	13.5	16.3

2008 Population by Race/Ethnicity

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	1,120	6,153	30,424
White Alone	90.0%	92.8%	90.8%
Black Alone	1.3%	1.0%	1.3%
American Indian Alone	0.5%	0.5%	0.5%
Asian or Pacific Islander Alone	5.6%	3.5%	5.2%
Some Other Race Alone	0.5%	0.3%	0.7%
Two or More Races	2.1%	1.9%	1.6%
Hispanic Origin	2.9%	2.1%	2.4%
Diversity Index	23.3	17.3	21.1

2013 Population by Race/Ethnicity

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	1,179	6,377	31,392
White Alone	88.0%	91.4%	89.0%
Black Alone	1.4%	1.2%	1.4%
American Indian Alone	0.6%	0.6%	0.5%
Asian or Pacific Islander Alone	7.3%	4.5%	6.7%
Some Other Race Alone	0.6%	0.4%	0.8%
Two or More Races	2.1%	1.9%	1.6%
Hispanic Origin	3.6%	2.5%	2.8%
Diversity Index	27.3	20.3	24.6



2000 Population 3+ by School Enrollment

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	1,024	5,725	27,697
Enrolled in Nursery/Preschool	1.6%	1.6%	1.4%
Enrolled in Kindergarten	1.2%	1.5%	1.1%
Enrolled in Grade 1-8	10.5%	10.3%	9.6%
Enrolled in Grade 9-12	7.6%	6.8%	5.6%
Enrolled in College	1.9%	2.2%	12.6%
Enrolled in Grad/Prof School	5.6%	3.5%	3.7%
Not Enrolled in School	71.7%	74.0%	66.1%

2008 Population 25+ by Educational Attainment

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	702	4,091	19,013
Less than 9th Grade	1.4%	2.9%	2.2%
9th - 12th Grade, No Diploma	4.8%	6.2%	5.5%
High School Graduate	24.8%	31.3%	27.1%
Some College, No Degree	12.7%	15.6%	13.6%
Associate Degree	8.1%	7.9%	7.0%
Bachelor's Degree	30.1%	24.1%	24.1%
Graduate/Professional Degree	18.1%	12.1%	20.5%

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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Market Profile

Prepared by Applied Economic Research

West Lebanon Downtown
 Latitude: 43.6476
 Longitude: -72.3104

**West Main Street and Br
 Lebanon, NH 032784**
 Radius: 0.5 miles

**West Main Street and Br
 Lebanon, NH 032784**
 Radius: 1.5 miles

**West Main Street and Br
 Lebanon, NH 032784**
 Radius: 5.0 miles



2008 Population 15+ by Marital Status

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	882	5,040	25,982
Never Married	31.4%	30.4%	35.8%
Married	53.4%	51.2%	46.9%
Widowed	4.1%	6.1%	6.6%
Divorced	11.1%	12.4%	10.7%



2000 Population 16+ by Employment Status

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	834	4,745	23,482
In Labor Force	70.0%	68.3%	64.5%
Civilian Employed	67.6%	65.5%	61.7%
Civilian Unemployed	2.4%	2.8%	2.8%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	30.0%	31.7%	35.5%

2008 Civilian Population 16+ in Labor Force

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Civilian Employed	96.5%	95.4%	96.6%
Civilian Unemployed	3.5%	4.6%	3.4%

2013 Civilian Population 16+ in Labor Force

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Civilian Employed	96.8%	95.7%	96.8%
Civilian Unemployed	3.2%	4.3%	3.2%

2000 Females 16+ by Employment Status and Age of Children

	West Main Street and Br Lebanon, NH 032784 Radius: 0.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 1.5 miles	West Main Street and Br Lebanon, NH 032784 Radius: 5.0 miles
Total	435	2,489	12,444
Own Children < 6 Only	12.4%	8.3%	5.4%
Employed/in Armed Forces	7.4%	5.7%	4.2%
Unemployed	0.0%	0.0%	0.0%
Not in Labor Force	5.1%	2.6%	1.2%
Own Children < 6 and 6-17 Only	4.8%	3.9%	3.7%
Employed/in Armed Forces	4.4%	3.1%	2.6%
Unemployed	0.0%	0.2%	0.0%
Not in Labor Force	0.5%	0.6%	1.1%
Own Children 6-17 Only	20.7%	18.8%	16.0%
Employed/in Armed Forces	18.4%	14.7%	13.5%
Unemployed	0.2%	0.6%	0.3%
Not in Labor Force	2.1%	3.5%	2.2%
No Own Children < 18	62.1%	68.9%	74.9%
Employed/in Armed Forces	37.0%	39.6%	38.6%
Unemployed	1.8%	2.2%	1.9%
Not in Labor Force	23.2%	27.2%	34.3%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



West Lebanon Downtown	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784
Latitude: 43.6476	Radius: 0.5 miles	Radius: 1.5 miles	Radius: 5.0 miles
Longitude: -72.3104			



2008 Employed Population 16+ by Industry

	0.5 miles	1.5 miles	5.0 miles
Total	598	3,326	16,294
Agriculture/Mining	0.2%	0.4%	0.6%
Construction	3.7%	4.0%	4.7%
Manufacturing	5.4%	7.2%	5.7%
Wholesale Trade	1.2%	1.9%	2.0%
Retail Trade	15.4%	14.5%	12.2%
Transportation/Utilities	2.2%	2.5%	2.8%
Information	2.8%	2.6%	2.9%
Finance/Insurance/Real Estate	2.3%	2.5%	2.8%
Services	65.4%	61.4%	64.0%
Public Administration	1.5%	3.0%	2.3%

2008 Employed Population 16+ by Occupation

	0.5 miles	1.5 miles	5.0 miles
Total	601	3,326	16,294
White Collar	69.2%	61.6%	69.4%
Management/Business/Financial	12.1%	11.0%	12.0%
Professional	35.3%	28.9%	34.9%
Sales	10.0%	9.4%	9.6%
Administrative Support	11.8%	12.3%	12.9%
Services	19.6%	21.9%	16.3%
Blue Collar	11.1%	16.4%	14.3%
Farming/Forestry/Fishing	0.0%	0.2%	0.3%
Construction/Extraction	3.3%	4.1%	4.6%
Installation/Maintenance/Repair	2.0%	3.1%	2.5%
Production	2.8%	5.5%	4.1%
Transportation/Material Moving	3.0%	3.5%	2.8%



2000 Workers 16+ by Means of Transportation to Work

	0.5 miles	1.5 miles	5.0 miles
Total	550	3,032	14,176
Drove Alone - Car, Truck, or Van	80.5%	78.5%	69.9%
Carpooled - Car, Truck, or Van	12.5%	14.1%	11.8%
Public Transportation	0.9%	1.0%	1.2%
Walked	0.9%	1.7%	11.4%
Other Means	0.5%	0.6%	1.5%
Worked at Home	4.5%	4.1%	4.3%

2000 Workers 16+ by Travel Time to Work

	0.5 miles	1.5 miles	5.0 miles
Total	549	3,033	14,177
Did Not Work at Home	95.4%	95.9%	95.7%
Less than 5 minutes	3.6%	4.8%	5.9%
5 to 9 minutes	16.6%	18.7%	21.1%
10 to 19 minutes	53.2%	49.4%	45.7%
20 to 24 minutes	10.0%	9.4%	9.8%
25 to 34 minutes	4.7%	7.0%	6.9%
35 to 44 minutes	2.2%	1.7%	1.6%
45 to 59 minutes	1.8%	1.6%	1.6%
60 to 89 minutes	2.6%	2.1%	1.7%
90 or more minutes	0.7%	1.2%	1.5%
Worked at Home	4.6%	4.1%	4.3%
Average Travel Time to Work (in min)	16.1	16.5	16.1

2000 Households by Vehicles Available

	0.5 miles	1.5 miles	5.0 miles
Total	523	2,685	10,941
None	7.3%	9.8%	9.0%
1	51.1%	47.7%	40.2%
2	32.3%	32.4%	38.4%
3	5.5%	6.4%	9.2%
4	2.3%	2.5%	2.0%
5+	1.5%	1.1%	1.1%
Average Number of Vehicles Available	1.5	1.5	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



Market Profile

Prepared by Applied Economic Research

West Lebanon Downtown
 Latitude: 43.6476
 Longitude: -72.3104

**West Main Street and Br
 Lebanon, NH 032784**
 Radius: 0.5 miles

**West Main Street and Br
 Lebanon, NH 032784**
 Radius: 1.5 miles

**West Main Street and Br
 Lebanon, NH 032784**
 Radius: 5.0 miles



2000 Households by Type

	West Lebanon Downtown	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784
Total	519	2,677	10,937	
Family Households	58.8%	57.8%	58.1%	
Married-couple Family	43.4%	41.8%	46.1%	
With Related Children	21.4%	19.6%	21.0%	
Other Family (No Spouse)	15.4%	16.0%	12.0%	
With Related Children	11.9%	11.8%	8.6%	
Nonfamily Households	41.2%	42.2%	41.9%	
Householder Living Alone	34.1%	35.0%	32.5%	
Householder Not Living Alone	7.1%	7.3%	9.3%	
Households with Related Children	33.4%	31.5%	29.6%	
Households with Persons 65+	22.0%	24.1%	23.0%	

2000 Households by Size

	West Lebanon Downtown	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784
Total	518	2,677	10,937	
1 Person Household	34.0%	35.0%	32.5%	
2 Person Household	32.9%	32.6%	34.4%	
3 Person Household	15.6%	15.2%	14.6%	
4 Person Household	12.1%	11.7%	12.5%	
5 Person Household	4.0%	4.2%	4.3%	
6 Person Household	1.0%	0.9%	1.2%	
7+ Person Household	0.4%	0.4%	0.5%	

2000 Households by Year Householder Moved In

	West Lebanon Downtown	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784
Total	521	2,685	10,939	
Moved in 1999 to March 2000	26.9%	25.0%	22.0%	
Moved in 1995 to 1998	34.2%	33.9%	29.1%	
Moved in 1990 to 1994	10.4%	10.7%	14.1%	
Moved in 1980 to 1989	19.4%	17.6%	18.0%	
Moved in 1970 to 1979	4.2%	5.5%	7.7%	
Moved in 1969 or Earlier	5.0%	7.2%	9.0%	
Median Year Householder Moved In	1996	1996	1995	



2000 Housing Units by Units in Structure

	West Lebanon Downtown	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784
Total	548	2,816	11,501	
1, Detached	41.6%	45.4%	52.5%	
1, Attached	6.4%	4.7%	3.5%	
2	9.3%	9.4%	8.2%	
3 or 4	9.3%	11.4%	9.0%	
5 to 9	8.9%	11.3%	10.3%	
10 to 19	10.4%	6.6%	6.3%	
20+	11.1%	6.3%	5.2%	
Mobile Home	2.9%	4.8%	4.9%	
Other	0.0%	0.0%	0.0%	

2000 Housing Units by Year Structure Built

	West Lebanon Downtown	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784	West Main Street and Br Lebanon, NH 032784
Total	551	2,814	11,435	
1999 to March 2000	0.0%	0.0%	0.3%	
1995 to 1998	0.5%	2.2%	3.6%	
1990 to 1994	4.9%	4.8%	5.2%	
1980 to 1989	19.2%	15.8%	16.5%	
1970 to 1979	26.3%	21.3%	18.9%	
1969 or Earlier	49.0%	55.9%	55.6%	
Median Year Structure Built	1970	1963	1964	

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



West Lebanon Downtown
 Latitude: 43.6476
 Longitude: -72.3104

West Main Street and Br
 Lebanon, NH 032784
 Radius: 0.5 miles

West Main Street and Br
 Lebanon, NH 032784
 Radius: 1.5 miles

West Main Street and Br
 Lebanon, NH 032784
 Radius: 5.0 miles

Top 3 Tapestry Segments

1.	Old and Newcomers	Old and Newcomers	Old and Newcomers
2.	Midlife Junction	Midlife Junction	Metropolitans
3.	Main Street, USA	Great Expectations	Midlife Junction



2008 Consumer Spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$1,194,159	\$5,587,461	\$29,151,079
Average Spent	\$2,147.77	\$1,969.50	\$2,447.61
Spending Potential Index	80	73	91
Computers & Accessories: Total \$	\$129,655	\$607,086	\$3,182,920
Average Spent	\$233.19	\$213.99	\$267.25
Spending Potential Index	97	89	112
Education: Total \$	\$760,618	\$3,672,333	\$18,784,975
Average Spent	\$1,368.02	\$1,294.44	\$1,577.24
Spending Potential Index	100	94	115
Entertainment/Recreation: Total \$	\$1,857,533	\$8,930,366	\$46,925,968
Average Spent	\$3,340.89	\$3,147.82	\$3,940.05
Spending Potential Index	90	85	106
Food at Home: Total \$	\$2,567,747	\$12,145,695	\$62,330,741
Average Spent	\$4,618.25	\$4,281.18	\$5,233.48
Spending Potential Index	95	88	107
Food Away from Home: Total \$	\$1,807,644	\$8,539,190	\$44,202,277
Average Spent	\$3,251.16	\$3,009.94	\$3,711.36
Spending Potential Index	95	88	108
Health Care: Total \$	\$2,042,616	\$10,067,650	\$50,925,351
Average Spent	\$3,673.77	\$3,548.70	\$4,275.85
Spending Potential Index	90	87	104
HH Furnishings & Equipment: Total \$	\$1,083,842	\$5,146,609	\$27,471,258
Average Spent	\$1,949.36	\$1,814.10	\$2,306.57
Spending Potential Index	85	79	100
Investments: Total \$	\$479,013	\$2,351,701	\$12,806,155
Average Spent	\$861.53	\$828.94	\$1,075.24
Spending Potential Index	85	82	106
Retail Goods: Total \$	\$13,314,600	\$63,581,846	\$333,795,306
Average Spent	\$23,947.12	\$22,411.65	\$28,026.47
Spending Potential Index	88	83	103
Shelter: Total \$	\$8,235,654	\$37,872,927	\$201,566,871
Average Spent	\$14,812.33	\$13,349.64	\$16,924.17
Spending Potential Index	95	86	109
TV/Video/Sound Equipment: Total \$	\$761,149	\$3,604,867	\$18,527,471
Average Spent	\$1,368.97	\$1,270.66	\$1,555.62
Spending Potential Index	95	88	108
Travel: Total \$	\$940,553	\$4,494,240	\$24,116,596
Average Spent	\$1,691.64	\$1,584.15	\$2,024.90
Spending Potential Index	90	84	107
Vehicle Maintenance & Repairs: Total \$	\$514,330	\$2,430,434	\$12,729,750
Average Spent	\$925.05	\$856.69	\$1,068.83
Spending Potential Index	93	86	108

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.



Retail Goods and Services Expenditures

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

Latitude: 43.6476
Longitude: -72.3104
Radius: 0.5 miles

Site Type: Radius

Top Tapestry Segments:		Demographic Summary		2008	2013
Old and Newcomers	76.1%	Population		1,120	1,179
Midlife Junction	12.2%	Households		556	589
Main Street, USA	11.5%	Families		319	332
Great Expectations	0.2%	Median Age		34.2	32.0
		Median Household Income		\$54,094	\$63,654

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	80	\$2,147.77	\$1,194,159
Men's	82	\$404.53	\$224,917
Women's	76	\$718.23	\$399,334
Children's	86	\$356.55	\$198,242
Footwear	67	\$324.71	\$180,541
Watches & Jewelry	90	\$200.78	\$111,636
Apparel Products and Services ¹	113	\$142.97	\$79,489
Computer			
Computers and Hardware for Home Use	98	\$205.21	\$114,096
Software and Accessories for Home Use	97	\$27.98	\$15,559
Entertainment & Recreation	90	\$3,340.89	\$1,857,533
Fees and Admissions	91	\$565.25	\$314,281
Membership Fees for Clubs ²	91	\$150.66	\$83,765
Fees for Participant Sports, excl. Trips	91	\$104.37	\$58,029
Admission to Movie/Theatre/Opera/Ballet	99	\$147.11	\$81,791
Admission to Sporting Events, excl. Trips	92	\$56.00	\$31,135
Fees for Recreational Lessons	84	\$106.53	\$59,233
Dating Services	100	\$0.59	\$328
TV/Video/Sound Equipment	95	\$1,368.97	\$761,149
Community Antenna or Cable TV	95	\$698.22	\$388,211
Televisions	96	\$280.97	\$156,218
VCRs, Video Cameras, and DVD Players	93	\$31.06	\$17,268
Video Cassettes and DVDs	101	\$66.02	\$36,709
Video Game Hardware and Software	97	\$34.74	\$19,318
Satellite Dishes	84	\$0.93	\$519
Rental of Video Cassettes and DVDs	100	\$51.06	\$28,387
Streaming/Downloaded Video	98	\$0.79	\$440
Sound Equipment ³	94	\$199.10	\$110,702
Rental and Repair of TV/Radio/Sound Equipment	104	\$6.07	\$3,377
Pets	91	\$401.33	\$223,137
Toys and Games	92	\$137.08	\$76,219
Recreational Vehicles and Fees ⁴	71	\$308.74	\$171,662
Sports/Recreation/Exercise Equipment ⁵	82	\$176.19	\$97,960
Photo Equipment and Supplies ⁶	89	\$113.85	\$63,301
Reading ⁷	94	\$269.47	\$149,824
Food	95	\$7,869.41	\$4,375,391
Food at Home	95	\$4,618.25	\$2,567,747
Bakery and Cereal Products	94	\$636.20	\$353,729
Meat, Poultry, Fish, and Eggs	94	\$1,150.85	\$639,872
Dairy Products	94	\$524.88	\$291,831
Fruit and Vegetables	96	\$794.35	\$441,659
Snacks and Other Food at Home ⁸	95	\$1,511.97	\$840,656
Food Away from Home	95	\$3,251.16	\$1,807,644
Alcoholic Beverages	102	\$607.65	\$337,853
Nonalcoholic Beverages at Home	94	\$415.74	\$231,151



Retail Goods and Services Expenditures

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 0.5 miles

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	85	\$861.53	\$479,013
Vehicle Loans	88	\$5,122.61	\$2,848,171
Health			
Nonprescription Drugs	92	\$103.99	\$57,816
Prescription Drugs	91	\$516.81	\$287,349
Eyeglasses and Contact Lenses	88	\$67.46	\$37,505
Home			
Mortgage Payment and Basics ⁹	80	\$7,310.40	\$4,064,581
Maintenance and Remodeling Services	79	\$1,626.60	\$904,389
Maintenance and Remodeling Materials ¹⁰	73	\$304.45	\$169,273
Utilities, Fuel, and Public Services	92	\$4,189.28	\$2,329,237
Household Furnishings and Equipment			
Household Textiles ¹¹	92	\$128.49	\$71,439
Furniture	91	\$600.27	\$333,748
Floor Coverings	83	\$80.13	\$44,555
Major Appliances ¹²	84	\$254.04	\$141,246
Housewares ¹³	88	\$83.54	\$46,447
Small Appliances	92	\$32.30	\$17,957
Luggage	95	\$9.56	\$5,314
Telephones and Accessories	76	\$32.85	\$18,264
Household Operations			
Child Care	92	\$377.01	\$209,616
Lawn and Garden ¹⁴	82	\$347.10	\$192,990
Moving/Storage/Freight Express	106	\$55.41	\$30,809
Housekeeping Supplies ¹⁵	92	\$700.81	\$389,653
Insurance			
Owners and Renters Insurance	80	\$395.38	\$219,829
Vehicle Insurance	93	\$1,295.05	\$720,047
Life/Other Insurance	83	\$476.33	\$264,837
Health Insurance	91	\$1,840.84	\$1,023,506
Personal Care Products ¹⁶	96	\$414.96	\$230,717
School Books and Supplies ¹⁷	112	\$131.69	\$73,222
Smoking Products	101	\$456.21	\$253,650
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	89	\$4,577.13	\$2,544,886
Gasoline and Motor Oil	91	\$2,287.65	\$1,271,932
Vehicle Maintenance and Repairs	93	\$925.05	\$514,330
Travel			
Airline Fares	93	\$388.12	\$215,792
Lodging on Trips	87	\$369.53	\$205,460
Auto/Truck/Van Rental on Trips	92	\$35.92	\$19,971
Food and Drink on Trips	90	\$420.39	\$233,737

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
Longitude: -72.3104
Radius: 0.5 miles

- ¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.
- ³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.
- ⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, 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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- ⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- ¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- ¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- ¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- ¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- ¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- ¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- ¹⁶**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.
- ¹⁷**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, and personal care appliances.
- ¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- ¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 1.5 miles

Top Tapestry Segments:		Demographic Summary		2008	2013
Old and Newcomers	35.8%	Population	6,154	6,379	
Midlife Junction	33.5%	Households	2,837	2,959	
Great Expectations	14.4%	Families	1,597	1,637	
Main Street, USA	10.7%	Median Age	37.4	37.2	
Metropolitans	5.6%	Median Household Income	\$52,225	\$62,831	

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	73	\$1,969.50	\$5,587,461
Men's	75	\$370.33	\$1,050,634
Women's	71	\$664.13	\$1,884,138
Children's	80	\$329.81	\$935,672
Footwear	61	\$295.04	\$837,025
Watches & Jewelry	82	\$183.99	\$521,977
Apparel Products and Services ¹	100	\$126.19	\$358,015
Computer			
Computers and Hardware for Home Use	90	\$188.51	\$534,796
Software and Accessories for Home Use	88	\$25.48	\$72,290
Entertainment & Recreation	85	\$3,147.82	\$8,930,366
Fees and Admissions	85	\$525.71	\$1,491,448
Membership Fees for Clubs ²	86	\$142.67	\$404,768
Fees for Participant Sports, excl. Trips	85	\$97.43	\$276,415
Admission to Movie/Theatre/Opera/Ballet	88	\$132.02	\$374,550
Admission to Sporting Events, excl. Trips	84	\$51.42	\$145,870
Fees for Recreational Lessons	80	\$101.66	\$288,400
Dating Services	86	\$0.51	\$1,445
TV/Video/Sound Equipment	88	\$1,270.66	\$3,604,867
Community Antenna or Cable TV	89	\$657.31	\$1,864,790
Televisions	87	\$255.22	\$724,067
VCRs, Video Cameras, and DVD Players	88	\$29.29	\$83,095
Video Cassettes and DVDs	93	\$60.58	\$171,879
Video Game Hardware and Software	90	\$32.26	\$91,533
Satellite Dishes	87	\$0.97	\$2,764
Rental of Video Cassettes and DVDs	93	\$47.20	\$133,920
Streaming/Downloaded Video	85	\$0.69	\$1,948
Sound Equipment ³	86	\$181.65	\$515,351
Rental and Repair of TV/Radio/Sound Equipment	94	\$5.47	\$15,520
Pets	86	\$382.56	\$1,085,313
Toys and Games	86	\$127.97	\$363,048
Recreational Vehicles and Fees⁴	72	\$314.09	\$891,084
Sports/Recreation/Exercise Equipment⁵	77	\$166.17	\$471,432
Photo Equipment and Supplies⁶	84	\$106.85	\$303,133
Reading⁷	88	\$253.80	\$720,041
Food	88	\$7,291.11	\$20,684,885
Food at Home	88	\$4,281.18	\$12,145,695
Bakery and Cereal Products	88	\$592.14	\$1,679,911
Meat, Poultry, Fish, and Eggs	87	\$1,065.11	\$3,021,724
Dairy Products	87	\$487.40	\$1,382,744
Fruit and Vegetables	88	\$728.83	\$2,067,677
Snacks and Other Food at Home ⁸	88	\$1,407.70	\$3,993,639
Food Away from Home	88	\$3,009.94	\$8,539,190
Alcoholic Beverages	93	\$551.38	\$1,564,273
Nonalcoholic Beverages at Home	87	\$385.81	\$1,094,555



Retail Goods and Services Expenditures

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
Longitude: -72.3104
Radius: 1.5 miles

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	82	\$828.94	\$2,351,701
Vehicle Loans	83	\$4,806.80	\$13,636,880
Health			
Nonprescription Drugs	87	\$99.07	\$281,063
Prescription Drugs	89	\$506.62	\$1,437,282
Eyeglasses and Contact Lenses	84	\$64.71	\$183,595
Home			
Mortgage Payment and Basics ⁹	77	\$7,051.03	\$20,003,761
Maintenance and Remodeling Services	75	\$1,559.33	\$4,423,830
Maintenance and Remodeling Materials ¹⁰	72	\$299.10	\$848,550
Utilities, Fuel, and Public Services	87	\$3,961.06	\$11,237,534
Household Furnishings and Equipment			
Household Textiles ¹¹	85	\$119.38	\$338,677
Furniture	83	\$547.04	\$1,551,965
Floor Coverings	79	\$76.52	\$217,090
Major Appliances ¹²	80	\$241.78	\$685,923
Housewares ¹³	83	\$78.95	\$223,990
Small Appliances	86	\$30.12	\$85,441
Luggage	87	\$8.72	\$24,737
Telephones and Accessories	74	\$31.81	\$90,240
Household Operations			
Child Care	85	\$351.28	\$996,592
Lawn and Garden ¹⁴	80	\$339.34	\$962,698
Moving/Storage/Freight Express	93	\$48.80	\$138,457
Housekeeping Supplies ¹⁵	86	\$659.04	\$1,869,708
Insurance			
Owners and Renters Insurance	80	\$393.75	\$1,117,055
Vehicle Insurance	86	\$1,201.63	\$3,409,012
Life/Other Insurance	82	\$471.11	\$1,336,531
Health Insurance	87	\$1,770.67	\$5,023,377
Personal Care Products ¹⁶	89	\$384.65	\$1,091,249
School Books and Supplies ¹⁷	107	\$125.73	\$356,705
Smoking Products	94	\$426.13	\$1,208,943
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	82	\$4,254.41	\$12,069,757
Gasoline and Motor Oil	85	\$2,146.48	\$6,089,572
Vehicle Maintenance and Repairs	86	\$856.69	\$2,430,434
Travel			
Airline Fares	85	\$354.01	\$1,004,326
Lodging on Trips	82	\$349.34	\$991,064
Auto/Truck/Van Rental on Trips	83	\$32.20	\$91,360
Food and Drink on Trips	84	\$395.47	\$1,121,937

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Consumer Spending data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2008 and 2013.



Retail Goods and Services Expenditures

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
Longitude: -72.3104
Radius: 1.5 miles

¹**Apparel Products and Services** includes material for making clothes, sewing patterns and notions, 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 civic clubs.

³**Sound Equipment** includes sound components and systems, Digital Audio Players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, 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, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** 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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

¹⁰**Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.

¹¹**Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.

¹²**Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.

¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

¹⁶**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.

¹⁷**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, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Goods and Services Expenditures

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

Latitude: 43.6476
Longitude: -72.3104
Radius: 5.0 miles

Site Type: Radius

Top Tapestry Segments:		Demographic Summary	2008	2013
Old and Newcomers	30.6%	Population	30,424	31,391
Metropolitans	12.9%	Households	11,910	12,434
Midlife Junction	10.3%	Families	6,728	6,886
Main Street, USA	7.9%	Median Age	35.7	35.3
In Style	7.3%	Median Household Income	\$60,046	\$71,653

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	91	\$2,447.61	\$29,151,079
Men's	93	\$462.70	\$5,510,785
Women's	87	\$820.16	\$9,768,122
Children's	98	\$405.99	\$4,835,355
Footwear	75	\$362.57	\$4,318,202
Watches & Jewelry	107	\$239.29	\$2,849,937
Apparel Products and Services ¹	124	\$156.90	\$1,868,678
Computer			
Computers and Hardware for Home Use	112	\$235.11	\$2,800,111
Software and Accessories for Home Use	111	\$32.14	\$382,809
Entertainment & Recreation	106	\$3,940.05	\$46,925,968
Fees and Admissions	108	\$668.48	\$7,961,549
Membership Fees for Clubs ²	108	\$179.39	\$2,136,497
Fees for Participant Sports, excl. Trips	108	\$123.06	\$1,465,619
Admission to Movie/Theatre/Opera/Ballet	112	\$167.08	\$1,989,866
Admission to Sporting Events, excl. Trips	110	\$66.81	\$795,711
Fees for Recreational Lessons	103	\$131.49	\$1,566,017
Dating Services	112	\$0.66	\$7,839
TV/Video/Sound Equipment	108	\$1,555.62	\$18,527,471
Community Antenna or Cable TV	107	\$791.29	\$9,424,243
Televisions	110	\$322.31	\$3,838,748
VCRs, Video Cameras, and DVD Players	107	\$35.64	\$424,530
Video Cassettes and DVDs	113	\$73.76	\$878,497
Video Game Hardware and Software	110	\$39.27	\$467,683
Satellite Dishes	105	\$1.16	\$13,794
Rental of Video Cassettes and DVDs	112	\$56.88	\$677,444
Streaming/Downloaded Video	112	\$0.91	\$10,845
Sound Equipment ³	107	\$227.86	\$2,713,770
Rental and Repair of TV/Radio/Sound Equipment	112	\$6.54	\$77,917
Pets	109	\$483.93	\$5,763,602
Toys and Games	106	\$157.60	\$1,877,074
Recreational Vehicles and Fees ⁴	96	\$418.16	\$4,980,238
Sports/Recreation/Exercise Equipment ⁵	97	\$209.08	\$2,490,152
Photo Equipment and Supplies ⁶	106	\$134.95	\$1,607,233
Reading ⁷	109	\$312.23	\$3,718,649
Food	108	\$8,944.84	\$106,533,018
Food at Home	107	\$5,233.48	\$62,330,741
Bakery and Cereal Products	107	\$721.58	\$8,593,963
Meat, Poultry, Fish, and Eggs	106	\$1,302.58	\$15,513,673
Dairy Products	107	\$596.85	\$7,108,543
Fruit and Vegetables	108	\$895.27	\$10,662,657
Snacks and Other Food at Home ⁸	107	\$1,717.20	\$20,451,905
Food Away from Home	108	\$3,711.36	\$44,202,277
Alcoholic Beverages	114	\$678.67	\$8,082,902
Nonalcoholic Beverages at Home	107	\$471.56	\$5,616,324



Retail Goods and Services Expenditures

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

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Site Type: Radius

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	106	\$1,075.24	\$12,806,155
Vehicle Loans	104	\$5,997.97	\$71,435,782
Health			
Nonprescription Drugs	105	\$119.63	\$1,424,822
Prescription Drugs	104	\$592.46	\$7,056,206
Eyeglasses and Contact Lenses	104	\$80.23	\$955,527
Home			
Mortgage Payment and Basics ⁹	100	\$9,176.57	\$109,292,983
Maintenance and Remodeling Services	101	\$2,084.25	\$24,823,360
Maintenance and Remodeling Materials ¹⁰	96	\$401.23	\$4,778,664
Utilities, Fuel, and Public Services	105	\$4,803.31	\$57,207,453
Household Furnishings and Equipment			
Household Textiles ¹¹	107	\$150.00	\$1,786,522
Furniture	107	\$702.09	\$8,361,896
Floor Coverings	103	\$99.67	\$1,187,023
Major Appliances ¹²	102	\$309.33	\$3,684,131
Housewares ¹³	102	\$96.96	\$1,154,814
Small Appliances	107	\$37.59	\$447,663
Luggage	111	\$11.12	\$132,384
Telephones and Accessories	86	\$37.16	\$442,629
Household Operations			
Child Care	106	\$434.13	\$5,170,506
Lawn and Garden ¹⁴	101	\$428.97	\$5,109,030
Moving/Storage/Freight Express	117	\$61.34	\$730,506
Housekeeping Supplies ¹⁵	106	\$807.88	\$9,621,893
Insurance			
Owners and Renters Insurance	99	\$487.77	\$5,809,283
Vehicle Insurance	106	\$1,487.39	\$17,714,796
Life/Other Insurance	101	\$582.29	\$6,935,029
Health Insurance	105	\$2,128.18	\$25,346,651
Personal Care Products ¹⁶	108	\$470.30	\$5,601,293
School Books and Supplies ¹⁷	123	\$145.06	\$1,727,640
Smoking Products	111	\$499.80	\$5,952,654
Transportation			
Vehicle Purchases (Net Outlay) ¹⁸	104	\$5,393.39	\$64,235,253
Gasoline and Motor Oil	105	\$2,646.75	\$31,522,811
Vehicle Maintenance and Repairs	108	\$1,068.83	\$12,729,750
Travel			
Airline Fares	110	\$458.69	\$5,463,026
Lodging on Trips	106	\$449.22	\$5,350,172
Auto/Truck/Van Rental on Trips	109	\$42.65	\$508,003
Food and Drink on Trips	107	\$502.60	\$5,985,995

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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Retail Goods and Services Expenditures

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⁴**Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.

⁵**Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.

⁶**Sports/Recreation/Exercise Equipmen** 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 magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.

⁹**Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.

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¹³**Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.

¹⁴**Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.

¹⁵**Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.

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¹⁷**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, and personal care appliances.

¹⁸**School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.

¹⁹**Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.



Retail Market Potential

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
Longitude: -72.3104
Radius: 0.5 miles

Demographic Summary	2008	2013
Population	1,120	1,179
Total Number of Adults	835	896
Households	556	589
Median Household Income	\$54,094	\$63,654

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	412	47.2%	94
Bought any women's apparel in last 12 months	408	46.8%	105
Bought apparel for child <13 in last 6 months	181	20.8%	78
Bought any shoes in last 12 months	435	49.9%	98
Bought costume jewelry in last 12 months	184	21.1%	102
Bought any fine jewelry in last 12 months	213	24.4%	106
Bought a watch in last 12 months	200	22.9%	100
Automobiles (Households)			
HH owns/leases any vehicle	483	86.9%	99
HH bought new vehicle in last 12 months	49	8.8%	82
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	726	83.2%	96
Bought/changed motor oil	445	51.0%	100
Had tune-up	239	27.4%	88
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	534	61.2%	99
Drank regular cola in last 6 months	478	54.8%	103
Drank beer/ale in last 6 months	365	41.8%	98
Cameras & Film (Adults)			
Bought any camera in last 12 months	163	18.7%	105
Bought film in last 12 months	222	25.5%	94
Bought digital camera in last 12 months	76	8.7%	112
Bought memory card for camera in last 12 months	64	7.3%	107
Computers (Households)			
HH owns a personal computer	357	64.2%	92
HH spent <\$500 on home PC	61	11.0%	119
HH spent \$500-\$999 on home PC	91	16.4%	96
HH spent \$1000-\$1499 on home PC	68	12.2%	84
HH spent \$1500-\$1999 on home PC	39	7.0%	82
Spent \$2000+ on home PC	33	5.9%	74
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	502	57.6%	98
Bought cigarettes at convenience store in last 30 days	116	13.3%	97
Bought gas at convenience store in last 30 days	259	29.7%	92
Spent at convenience store in last 30 days: <\$20	83	9.5%	95
Spent at convenience store in last 30 days: \$20-39	84	9.6%	93
Spent at convenience store in last 30 days: \$40+	284	32.6%	101

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Retail Market Potential

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 0.5 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	485	55.6%	98
Went to live theater in last 6 months	123	14.1%	111
Went to a bar/night club in last 12 months	164	18.8%	103
Dined out in last 12 months	426	48.8%	101
Gambled at a casino in last 12 months	134	15.4%	92
Visited a theme park in last 12 months	179	20.5%	94
Rented 1 DVD in last 30 days	20	2.3%	73
Purchased 1 DVD in last 30 days	44	5.0%	94
Spent on toys/games in last 12 months: <\$50	46	5.3%	92
Spent on toys/games in last 12 months: \$50-\$99	25	2.9%	100
Spent on toys/games in last 12 months: \$100-\$199	56	6.4%	97
Spent on toys/games in last 12 months: \$200-\$499	76	8.7%	94
Spent on toys/games in last 12 months: \$500+	28	3.2%	60
Financial (Adults)			
Have home mortgage (1st)	126	14.4%	90
Used ATM/cash machine in last 12 months	428	49.1%	103
Own any stock	67	7.7%	87
Own shares in mutual fund (stock)	77	8.8%	96
Own shares in mutual fund (bonds)	50	5.7%	104
Own any credit/debit card (in own name)	611	70.1%	99
Used full service brokerage firm in last 12 months	54	6.2%	103
Have 401K retirement savings	126	14.4%	94
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	561	64.3%	94
Used bread in last 6 months	795	91.2%	95
Used chicken/turkey (fresh or frozen) in last 6 months	613	70.3%	96
Used fish/seafood (fresh or frozen) in last 6 months	430	49.3%	100
Used fresh fruit/vegetables in last 6 months	727	83.4%	98
Used fresh milk in last 6 months	749	85.9%	96
Health (Adults)			
Exercise at home 2+ times per week	248	28.4%	99
Exercise at club 2+ times per week	94	10.8%	97
Visited a doctor in last 12 months	673	77.2%	99
Home (Households)			
Any home improvement in last 12 months	133	23.9%	75
Used housekeeper/maid/professional cleaning service in last 12 months	82	14.7%	94
Purchased any HH furnishing in last 12 months	175	31.5%	108
Purchased bedding/bath goods in last 12 months	309	55.6%	106
Purchased cooking/serving product in last 12 months	155	27.9%	107
Bought any kitchen appliance in last 12 months	103	18.5%	103
Insurance (Adults)			
Currently carry any life insurance	401	46.0%	93
Have medical/hospital/accident insurance	562	64.4%	95
Carry homeowner insurance	332	38.1%	72
Carry renter insurance	78	8.9%	155

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Retail Market Potential

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 0.5 miles

Site Type: Radius

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	186	33.5%	80
HH owns any cat	97	17.4%	80
HH owns any dog	119	21.4%	69
Reading Materials (Adults)			
Bought book in last 12 months	427	49.0%	101
Read any daily newspaper	390	44.7%	100
Heavy magazine reader	156	17.9%	89
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	252	28.9%	108
Went to family restaurant/steak house last mo: 2-4 times	213	24.4%	92
Went to family restaurant/steak house last mo: 5+ times	171	19.6%	103
Went to fast food/drive-in restaurant in last 6 mo	752	86.2%	97
Fast food/drive-in last 6 mo: eat in	313	35.9%	96
Fast food/drive-in last 6 mo: home delivery	100	11.5%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	447	51.3%	99
Fast food/drive-in last 6 mo: take-out/walk-in	194	22.2%	92
Telephones & Service (Households)			
HH owns in-home cordless telephone	314	56.5%	89
HH owns cellular phone	412	74.1%	95
HH average monthly long distance phone bill: <\$16	146	26.3%	93
HH average monthly long distance phone bill: \$16-25	61	11.0%	89
HH average monthly long distance phone bill: \$26-59	57	10.3%	100
HH average monthly long distance phone bill: \$60+	22	4.0%	86
HH average monthly cell/digital phone bill: <\$25	42	7.6%	109
HH average monthly cell/digital phone bill: \$25-\$49	102	18.3%	93
HH average monthly cell/digital phone bill: \$50-\$74	107	19.2%	104
HH average monthly cell/digital phone bill: \$75-\$99	47	8.5%	85
HH average monthly cell/digital phone bill: \$100+	47	8.5%	86
Television & Sound Equipment (Households)			
HH owns 1 TV	150	27.0%	133
HH owns 2 TVs	170	30.6%	117
HH owns 3 TVs	106	19.1%	88
HH owns 4+ TVs	80	14.4%	69
HH subscribes to cable TV	384	69.1%	117
Purchased audio equipment in last 12 months	49	8.8%	110
Purchased CD player in last 12 months	33	5.9%	93
Purchased MP3 player in last 12 months	41	7.4%	98

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

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Retail Market Potential

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Site Type: Radius

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	449	51.5%	97
Took 3+ domestic trips by plane in last 12 months	46	5.3%	67
Spent on domestic vacations last 12 mo: <\$1000	129	14.8%	113
Spent on domestic vacations last 12 mo: \$1000-\$1499	63	7.2%	101
Spent on domestic vacations last 12 mo: \$1500-\$1999	21	2.4%	61
Spent on domestic vacations last 12 mo: \$2000-\$2999	34	3.9%	96
Spent on domestic vacations last 12 mo: \$3000+	29	3.3%	72
Foreign travel in last 3 years	193	22.1%	90
Took 3+ foreign trips by plane in last 3 years	29	3.3%	76
Spent on foreign vacations last 12 mo: <\$1000	54	6.2%	120
Spent on foreign vacations last 12 mo: \$1000-\$2999	32	3.7%	89
Spent on foreign vacations: \$3000+	25	2.9%	62



Retail Market Potential

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 1.5 miles

Demographic Summary	2008	2013
Population	6,154	6,379
Total Number of Adults	4,775	5,049
Households	2,837	2,959
Median Household Income	\$52,225	\$62,831

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	2,357	47.6%	95
Bought any women's apparel in last 12 months	2,253	45.5%	102
Bought apparel for child <13 in last 6 months	1,145	23.1%	87
Bought any shoes in last 12 months	2,448	49.4%	97
Bought costume jewelry in last 12 months	983	19.8%	96
Bought any fine jewelry in last 12 months	1,128	22.8%	99
Bought a watch in last 12 months	1,105	22.3%	97
Automobiles (Households)			
HH owns/leases any vehicle	2,455	86.5%	99
HH bought new vehicle in last 12 months	276	9.7%	90
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	4,125	83.3%	96
Bought/changed motor oil	2,474	49.9%	98
Had tune-up	1,372	27.7%	89
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	2,855	57.6%	93
Drank regular cola in last 6 months	2,551	51.5%	96
Drank beer/ale in last 6 months	1,985	40.1%	94
Cameras & Film (Adults)			
Bought any camera in last 12 months	927	18.7%	105
Bought film in last 12 months	1,297	26.2%	96
Bought digital camera in last 12 months	359	7.2%	93
Bought memory card for camera in last 12 months	299	6.0%	88
Computers (Households)			
HH owns a personal computer	1,852	65.3%	93
HH spent <\$500 on home PC	303	10.7%	116
HH spent \$500-\$999 on home PC	459	16.2%	95
HH spent \$1000-\$1499 on home PC	392	13.8%	95
HH spent \$1500-\$1999 on home PC	205	7.2%	85
Spent \$2000+ on home PC	172	6.1%	76
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	2,852	57.6%	98
Bought cigarettes at convenience store in last 30 days	725	14.6%	106
Bought gas at convenience store in last 30 days	1,556	31.4%	98
Spent at convenience store in last 30 days: <\$20	503	10.2%	101
Spent at convenience store in last 30 days: \$20-39	499	10.1%	97
Spent at convenience store in last 30 days: \$40+	1,546	31.2%	97

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediamark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Retail Market Potential

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 1.5 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	2,681	54.1%	95
Went to live theater in last 6 months	662	13.4%	105
Went to a bar/night club in last 12 months	964	19.5%	107
Dined out in last 12 months	2,388	48.2%	100
Gambled at a casino in last 12 months	739	14.9%	90
Visited a theme park in last 12 months	962	19.4%	88
Rented 1 DVD in last 30 days	146	2.9%	94
Purchased 1 DVD in last 30 days	255	5.1%	96
Spent on toys/games in last 12 months: <\$50	336	6.8%	118
Spent on toys/games in last 12 months: \$50-\$99	135	2.7%	95
Spent on toys/games in last 12 months: \$100-\$199	312	6.3%	96
Spent on toys/games in last 12 months: \$200-\$499	456	9.2%	99
Spent on toys/games in last 12 months: \$500+	201	4.1%	76
Financial (Adults)			
Have home mortgage (1st)	694	14.0%	87
Used ATM/cash machine in last 12 months	2,272	45.9%	96
Own any stock	385	7.8%	88
Own shares in mutual fund (stock)	402	8.1%	88
Own shares in mutual fund (bonds)	233	4.7%	86
Own any credit/debit card (in own name)	3,391	68.4%	97
Used full service brokerage firm in last 12 months	294	5.9%	98
Have 401K retirement savings	689	13.9%	90
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	3,282	66.2%	97
Used bread in last 6 months	4,570	92.2%	96
Used chicken/turkey (fresh or frozen) in last 6 months	3,511	70.9%	96
Used fish/seafood (fresh or frozen) in last 6 months	2,417	48.8%	99
Used fresh fruit/vegetables in last 6 months	4,158	83.9%	98
Used fresh milk in last 6 months	4,329	87.4%	97
Health (Adults)			
Exercise at home 2+ times per week	1,431	28.9%	100
Exercise at club 2+ times per week	477	9.6%	87
Visited a doctor in last 12 months	3,840	77.5%	99
Home (Households)			
Any home improvement in last 12 months	820	28.9%	91
Used housekeeper/maid/professional cleaning service in last 12 months	422	14.9%	95
Purchased any HH furnishing in last 12 months	891	31.4%	107
Purchased bedding/bath goods in last 12 months	1,530	53.9%	103
Purchased cooking/serving product in last 12 months	734	25.9%	99
Bought any kitchen appliance in last 12 months	534	18.8%	105
Insurance (Adults)			
Currently carry any life insurance	2,330	47.0%	95
Have medical/hospital/accident insurance	3,258	65.8%	97
Carry homeowner insurance	2,190	44.2%	84
Carry renter insurance	363	7.3%	127

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

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Retail Market Potential

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 1.5 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	1,111	39.2%	93
HH owns any cat	616	21.7%	100
HH owns any dog	741	26.1%	85
Reading Materials (Adults)			
Bought book in last 12 months	2,385	48.1%	99
Read any daily newspaper	2,322	46.9%	104
Heavy magazine reader	867	17.5%	87
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	1,317	26.6%	100
Went to family restaurant/steak house last mo: 2-4 times	1,289	26.0%	98
Went to family restaurant/steak house last mo: 5+ times	950	19.2%	101
Went to fast food/drive-in restaurant in last 6 mo	4,298	86.7%	97
Fast food/drive-in last 6 mo: eat in	1,683	34.0%	91
Fast food/drive-in last 6 mo: home delivery	586	11.8%	109
Fast food/drive-in last 6 mo: take-out/drive-thru	2,586	52.2%	100
Fast food/drive-in last 6 mo: take-out/walk-in	1,139	23.0%	95
Telephones & Service (Households)			
HH owns in-home cordless telephone	1,693	59.7%	94
HH owns cellular phone	2,064	72.8%	93
HH average monthly long distance phone bill: <\$16	790	27.8%	98
HH average monthly long distance phone bill: \$16-25	321	11.3%	92
HH average monthly long distance phone bill: \$26-59	285	10.0%	98
HH average monthly long distance phone bill: \$60+	99	3.5%	76
HH average monthly cell/digital phone bill: <\$25	189	6.7%	96
HH average monthly cell/digital phone bill: \$25-\$49	583	20.5%	104
HH average monthly cell/digital phone bill: \$50-\$74	490	17.3%	93
HH average monthly cell/digital phone bill: \$75-\$99	226	8.0%	80
HH average monthly cell/digital phone bill: \$100+	228	8.0%	82
Television & Sound Equipment (Households)			
HH owns 1 TV	698	24.6%	121
HH owns 2 TVs	809	28.5%	109
HH owns 3 TVs	564	19.9%	92
HH owns 4+ TVs	459	16.2%	78
HH subscribes to cable TV	1,902	67.0%	114
Purchased audio equipment in last 12 months	234	8.2%	103
Purchased CD player in last 12 months	170	6.0%	94
Purchased MP3 player in last 12 months	172	6.1%	80

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

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Retail Market Potential

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
Longitude: -72.3104
Radius: 1.5 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	2,530	51.1%	96
Took 3+ domestic trips by plane in last 12 months	289	5.8%	74
Spent on domestic vacations last 12 mo: <\$1000	698	14.1%	108
Spent on domestic vacations last 12 mo: \$1000-\$1499	337	6.8%	95
Spent on domestic vacations last 12 mo: \$1500-\$1999	158	3.2%	80
Spent on domestic vacations last 12 mo: \$2000-\$2999	175	3.5%	87
Spent on domestic vacations last 12 mo: \$3000+	163	3.3%	71
Foreign travel in last 3 years	1,023	20.6%	84
Took 3+ foreign trips by plane in last 3 years	141	2.8%	65
Spent on foreign vacations last 12 mo: <\$1000	226	4.6%	88
Spent on foreign vacations last 12 mo: \$1000-\$2999	178	3.6%	87
Spent on foreign vacations: \$3000+	147	3.0%	64



Retail Market Potential

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 5.0 miles

Demographic Summary	2008	2013
Population	30,424	31,391
Total Number of Adults	24,958	26,089
Households	11,910	12,434
Median Household Income	\$60,046	\$71,653

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	12,746	51.1%	102
Bought any women's apparel in last 12 months	11,712	46.9%	105
Bought apparel for child <13 in last 6 months	5,105	20.5%	77
Bought any shoes in last 12 months	13,377	53.6%	105
Bought costume jewelry in last 12 months	5,535	22.2%	108
Bought any fine jewelry in last 12 months	5,961	23.9%	104
Bought a watch in last 12 months	5,435	21.8%	95
Automobiles (Households)			
HH owns/leases any vehicle	10,459	87.8%	100
HH bought new vehicle in last 12 months	1,246	10.5%	97
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	21,378	85.7%	99
Bought/changed motor oil	11,497	46.1%	90
Had tune-up	8,001	32.1%	103
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	16,502	66.1%	107
Drank regular cola in last 6 months	12,284	49.2%	92
Drank beer/ale in last 6 months	11,605	46.5%	109
Cameras & Film (Adults)			
Bought any camera in last 12 months	5,039	20.2%	113
Bought film in last 12 months	6,717	26.9%	99
Bought digital camera in last 12 months	2,538	10.2%	131
Bought memory card for camera in last 12 months	2,043	8.2%	119
Computers (Households)			
HH owns a personal computer	8,651	72.6%	104
HH spent <\$500 on home PC	1,181	9.9%	108
HH spent \$500-\$999 on home PC	2,132	17.9%	105
HH spent \$1000-\$1499 on home PC	1,900	16.0%	110
HH spent \$1500-\$1999 on home PC	1,083	9.1%	106
Spent \$2000+ on home PC	1,060	8.9%	111
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	14,729	59.0%	100
Bought cigarettes at convenience store in last 30 days	3,120	12.5%	91
Bought gas at convenience store in last 30 days	7,170	28.7%	89
Spent at convenience store in last 30 days: <\$20	2,701	10.8%	108
Spent at convenience store in last 30 days: \$20-39	2,777	11.1%	107
Spent at convenience store in last 30 days: \$40+	7,579	30.4%	94

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults/HHs in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. average. 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 Mediemark Research Inc. in a nationally representative survey of U.S. households. ESRI forecasts for 2008 and 2013.



Retail Market Potential

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 5.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Entertainment (Adults)			
Attended movies in last 6 months	15,645	62.7%	110
Went to live theater in last 6 months	4,336	17.4%	137
Went to a bar/night club in last 12 months	5,870	23.5%	129
Dined out in last 12 months	13,778	55.2%	114
Gambled at a casino in last 12 months	4,200	16.8%	101
Visited a theme park in last 12 months	5,524	22.1%	101
Rented 1 DVD in last 30 days	765	3.1%	97
Purchased 1 DVD in last 30 days	1,428	5.7%	107
Spent on toys/games in last 12 months: <\$50	1,521	6.1%	106
Spent on toys/games in last 12 months: \$50-\$99	696	2.8%	98
Spent on toys/games in last 12 months: \$100-\$199	1,583	6.3%	96
Spent on toys/games in last 12 months: \$200-\$499	2,269	9.1%	98
Spent on toys/games in last 12 months: \$500+	1,180	4.7%	89
Financial (Adults)			
Have home mortgage (1st)	4,291	17.2%	107
Used ATM/cash machine in last 12 months	14,213	56.9%	119
Own any stock	2,696	10.8%	122
Own shares in mutual fund (stock)	2,836	11.4%	124
Own shares in mutual fund (bonds)	1,631	6.5%	119
Own any credit/debit card (in own name)	19,476	78.0%	110
Used full service brokerage firm in last 12 months	2,024	8.1%	134
Have 401K retirement savings	4,475	17.9%	116
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	16,394	65.7%	96
Used bread in last 6 months	23,733	95.1%	99
Used chicken/turkey (fresh or frozen) in last 6 months	17,963	72.0%	98
Used fish/seafood (fresh or frozen) in last 6 months	12,499	50.1%	102
Used fresh fruit/vegetables in last 6 months	21,808	87.4%	102
Used fresh milk in last 6 months	22,070	88.4%	98
Health (Adults)			
Exercise at home 2+ times per week	8,057	32.3%	112
Exercise at club 2+ times per week	3,813	15.3%	138
Visited a doctor in last 12 months	20,334	81.5%	104
Home (Households)			
Any home improvement in last 12 months	3,485	29.3%	92
Used housekeeper/maid/professional cleaning service in last 12 months	2,039	17.1%	109
Purchased any HH furnishing in last 12 months	3,842	32.3%	110
Purchased bedding/bath goods in last 12 months	6,577	55.2%	105
Purchased cooking/serving product in last 12 months	3,348	28.1%	108
Bought any kitchen appliance in last 12 months	2,244	18.8%	105
Insurance (Adults)			
Currently carry any life insurance	12,194	48.9%	99
Have medical/hospital/accident insurance	18,031	72.2%	106
Carry homeowner insurance	11,878	47.6%	90
Carry renter insurance	2,103	8.4%	146

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

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Retail Market Potential

West Lebanon Downtown
 West Main Street and Bridge St
 Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
 Longitude: -72.3104
 Radius: 5.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Pets (Households)			
HH owns any pet	4,806	40.4%	96
HH owns any cat	2,607	21.9%	101
HH owns any dog	3,270	27.5%	89
Reading Materials (Adults)			
Bought book in last 12 months	13,978	56.0%	116
Read any daily newspaper	12,791	51.2%	114
Heavy magazine reader	5,608	22.5%	112
Restaurants (Adults)			
Went to family restaurant/steak house last mo: <2 times	7,093	28.4%	106
Went to family restaurant/steak house last mo: 2-4 times	6,717	26.9%	102
Went to family restaurant/steak house last mo: 5+ times	4,690	18.8%	99
Went to fast food/drive-in restaurant in last 6 mo	22,361	89.6%	101
Fast food/drive-in last 6 mo: eat in	9,411	37.7%	101
Fast food/drive-in last 6 mo: home delivery	2,759	11.1%	102
Fast food/drive-in last 6 mo: take-out/drive-thru	12,851	51.5%	99
Fast food/drive-in last 6 mo: take-out/walk-in	6,357	25.5%	105
Telephones & Service (Households)			
HH owns in-home cordless telephone	7,309	61.4%	97
HH owns cellular phone	9,367	78.6%	101
HH average monthly long distance phone bill: <\$16	3,374	28.3%	100
HH average monthly long distance phone bill: \$16-25	1,505	12.6%	103
HH average monthly long distance phone bill: \$26-59	1,265	10.6%	104
HH average monthly long distance phone bill: \$60+	458	3.8%	83
HH average monthly cell/digital phone bill: <\$25	855	7.2%	103
HH average monthly cell/digital phone bill: \$25-\$49	2,522	21.2%	108
HH average monthly cell/digital phone bill: \$50-\$74	2,307	19.4%	105
HH average monthly cell/digital phone bill: \$75-\$99	1,143	9.6%	96
HH average monthly cell/digital phone bill: \$100+	1,086	9.1%	93
Television & Sound Equipment (Households)			
HH owns 1 TV	2,844	23.9%	118
HH owns 2 TVs	3,466	29.1%	111
HH owns 3 TVs	2,430	20.4%	94
HH owns 4+ TVs	2,015	16.9%	81
HH subscribes to cable TV	7,958	66.8%	113
Purchased audio equipment in last 12 months	1,041	8.7%	110
Purchased CD player in last 12 months	699	5.9%	92
Purchased MP3 player in last 12 months	1,003	8.4%	112

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

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Retail Market Potential

West Lebanon Downtown
West Main Street and Bridge St
Lebanon, NH 032784

Site Type: Radius

Latitude: 43.6476
Longitude: -72.3104
Radius: 5.0 miles

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Travel (Adults)			
Domestic travel in last 12 months	15,139	60.7%	114
Took 3+ domestic trips by plane in last 12 months	2,915	11.7%	147
Spent on domestic vacations last 12 mo: <\$1000	4,101	16.4%	126
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,120	8.5%	119
Spent on domestic vacations last 12 mo: \$1500-\$1999	959	3.8%	97
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,177	4.7%	117
Spent on domestic vacations last 12 mo: \$3000+	1,217	4.9%	106
Foreign travel in last 3 years	8,213	32.9%	134
Took 3+ foreign trips by plane in last 3 years	1,869	7.5%	170
Spent on foreign vacations last 12 mo: <\$1000	1,902	7.6%	148
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,429	5.7%	139
Spent on foreign vacations: \$3000+	1,628	6.5%	142



Business Summary by SIC Codes

West Lebanon Downtown
Site Type: Radius

West Main Street and Bridge St
Lebanon, NH 032784
Radius: 0.5 miles

West Main Street and Bridge St
Lebanon, NH 032784
Radius: 1.5 miles

West Main Street and Bridge St
Lebanon, NH 032784
Radius: 5.0 miles

Total Businesses:	148	590	2,256
Total Employees:	2,917	8,631	35,370
Total Residential Population:	1,120	6,154	30,424
Employee/Residential Population Ratio:	2.6	1.4	1.16

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	1	0.7%	2	0.1%	6	1.0%	10	0.1%	29	1.3%	92	0.3%
Construction	4	2.8%	104	3.6%	18	3.1%	477	5.5%	104	4.6%	1,087	3.1%
Manufacturing	4	2.8%	134	4.6%	18	3.1%	304	3.5%	91	4.0%	2,763	7.8%
Transportation	2	1.4%	115	3.9%	13	2.2%	548	6.3%	51	2.3%	858	2.4%
Communication	2	1.4%	20	0.7%	5	0.8%	45	0.5%	24	1.1%	207	0.6%
Electric, Gas, Water, Sanitary Services	0	0.0%	7	0.2%	2	0.3%	32	0.4%	5	0.2%	51	0.1%
Wholesale Trade	5	3.4%	34	1.2%	25	4.2%	154	1.8%	90	4.0%	1,002	2.8%
Retail Trade Summary	34	23.4%	339	11.6%	157	26.7%	1,530	17.7%	476	21.1%	5,853	16.5%
Home Improvement	3	2.1%	16	0.5%	14	2.4%	73	0.8%	30	1.3%	294	0.8%
General Merchandise Stores	0	0.0%	1	0.0%	2	0.3%	1	0.0%	12	0.5%	654	1.8%
Food Stores	2	1.4%	58	2.0%	10	1.7%	254	2.9%	41	1.8%	929	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	4	2.8%	61	2.1%	19	3.2%	273	3.2%	52	2.3%	657	1.9%
Apparel & Accessory Stores	4	2.8%	15	0.5%	17	2.9%	66	0.8%	45	2.0%	295	0.8%
Furniture & Home Furnishings	4	2.8%	21	0.7%	20	3.4%	92	1.1%	71	3.1%	712	2.0%
Eating & Drinking Places	6	4.1%	99	3.4%	26	4.4%	461	5.3%	78	3.5%	1,558	4.4%
Miscellaneous Retail	11	7.6%	68	2.3%	49	8.3%	310	3.6%	147	6.5%	754	2.1%
Finance, Insurance, Real Estate Summary	9	6.2%	37	1.3%	36	6.1%	158	1.8%	176	7.8%	916	2.6%
Banks, Savings & Lending Institutions	3	2.1%	18	0.6%	12	2.0%	75	0.9%	44	2.0%	306	0.9%
Securities Brokers	1	0.7%	1	0.0%	3	0.5%	4	0.0%	24	1.1%	82	0.2%
Insurance Carriers & Agents	2	1.4%	9	0.3%	7	1.2%	39	0.5%	29	1.3%	153	0.4%
Real Estate, Holding, Other Investment Offices	3	2.1%	9	0.3%	14	2.4%	40	0.5%	79	3.5%	375	1.1%
Services Summary	76	52.4%	2,077	71.2%	272	46.2%	5,168	59.9%	1,087	48.2%	21,532	60.9%
Hotels & Lodging	1	0.7%	7	0.2%	4	0.7%	31	0.4%	26	1.2%	770	2.2%
Automotive Services	4	2.8%	65	2.2%	18	3.1%	298	3.5%	54	2.4%	483	1.4%
Motion Pictures & Amusements	4	2.8%	9	0.3%	15	2.5%	47	0.5%	58	2.6%	329	0.9%
Health Services	29	20.0%	1,746	59.9%	74	12.6%	3,714	43.0%	354	15.7%	14,126	39.9%
Legal Services	4	2.8%	12	0.4%	16	2.7%	44	0.5%	63	2.8%	238	0.7%
Education Institutions & Libraries	3	2.1%	76	2.6%	13	2.2%	359	4.2%	48	2.1%	1,336	3.8%
Other Services	31	21.4%	162	5.6%	132	22.4%	675	7.8%	484	21.5%	4,250	12.0%
Government	6	4.1%	48	1.6%	28	4.8%	205	2.4%	84	3.7%	773	2.2%
Other	2	1.4%	0	0.0%	9	1.5%	0	0.0%	38	1.7%	235	0.7%
Totals	145	100.0%	2,917	100.0%	589	100.0%	8,631	100.0%	2,255	100.0%	35,369	100.0%

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Business Summary by NAICS Codes

West Lebanon Downtown
Site Type: Radius

West Main Street and Bridge St
Lebanon, NH 032784
Radius: 0.5 miles

West Main Street and Bridge St
Lebanon, NH 032784
Radius: 1.5 miles

West Main Street and Bridge St
Lebanon, NH 032784
Radius: 5.0 miles

Total Businesses:	148	590	2,256
Total Employees:	2,917	8,631	35,370
Total Residential Population:	1,120	6,154	30,424
Employee/Residential Population Ratio:	2.6	1.4	1.16

	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.0%	0	0.0%	2	0.3%	2	0.0%	12	0.5%	46	0.1%
Mining	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%	0	0.0%
Utilities	0	0.0%	6	0.2%	1	0.2%	30	0.3%	3	0.1%	40	0.1%
Construction	4	2.8%	104	3.6%	18	3.0%	477	5.5%	111	4.9%	1,093	3.1%
Manufacturing	3	2.1%	130	4.5%	15	2.5%	287	3.3%	86	3.8%	2,669	7.5%
Wholesale Trade	5	3.4%	33	1.1%	24	4.1%	148	1.7%	88	3.9%	993	2.8%
Retail Trade	29	20.0%	231	7.9%	130	22.0%	1,032	12.0%	379	16.6%	4,112	11.6%
Motor Vehicle & Parts Dealers	3	2.1%	56	1.9%	15	2.5%	248	2.9%	35	1.6%	551	1.6%
Furniture & Home Furnishings Stores	3	2.1%	11	0.4%	12	2.0%	51	0.6%	28	1.2%	175	0.5%
Electronics & Appliance Stores	1	0.7%	6	0.2%	6	1.0%	21	0.2%	34	1.5%	500	1.4%
Bldg Material & Garden Equipment & Supplies Dealers	3	2.1%	16	0.5%	14	2.4%	73	0.8%	29	1.3%	277	0.8%
Food & Beverage Stores	2	1.4%	47	1.6%	8	1.4%	212	2.5%	28	1.2%	753	2.1%
Health & Personal Care Stores	2	1.4%	18	0.6%	9	1.5%	74	0.9%	25	1.1%	140	0.4%
Gasoline Stations	1	0.7%	5	0.2%	5	0.8%	25	0.3%	17	0.8%	106	0.3%
Clothing & Clothing Accessories Stores	5	3.4%	20	0.7%	23	3.9%	85	1.0%	55	2.4%	329	0.9%
Sport Goods, Hobby, Book, & Music Stores	4	2.8%	25	0.9%	17	2.9%	122	1.4%	46	2.0%	323	0.9%
General Merchandise Stores	0	0.0%	1	0.0%	2	0.3%	1	0.0%	12	0.5%	654	1.8%
Miscellaneous Store Retailers	4	2.8%	22	0.8%	19	3.2%	100	1.2%	66	2.9%	258	0.7%
Nonstore Retailers	0	0.0%	5	0.2%	1	0.2%	19	0.2%	3	0.1%	47	0.1%
Transportation & Warehousing	3	2.1%	117	4.0%	15	2.5%	559	6.5%	41	1.8%	845	2.4%
Information	4	2.8%	32	1.1%	13	2.2%	96	1.1%	71	3.1%	1,235	3.5%
Finance & Insurance	5	3.4%	28	1.0%	23	3.9%	118	1.4%	98	4.3%	541	1.5%
Central Bank/Credit Intermediation & Related Activities	3	2.1%	18	0.6%	12	2.0%	75	0.9%	44	1.9%	306	0.9%
Securities, Commodity Contracts & Other Financial Investments & Other Related Activities	1	0.7%	1	0.0%	3	0.5%	4	0.0%	25	1.1%	82	0.2%
Insurance Carriers & Related Activities; Funds, Trusts & Other Financial Vehicles	2	1.4%	9	0.3%	7	1.2%	39	0.5%	29	1.3%	153	0.4%
Real Estate, Rental & Leasing	5	3.4%	64	2.2%	21	3.6%	291	3.4%	105	4.7%	665	1.9%
Professional, Scientific & Tech Services	12	8.3%	48	1.6%	52	8.8%	186	2.2%	227	10.1%	1,109	3.1%
Legal Services	4	2.8%	12	0.4%	16	2.7%	44	0.5%	65	2.9%	241	0.7%
Management of Companies & Enterprises	0	0.0%	0	0.0%	0	0.0%	0	0.0%	1	0.0%	80	0.2%
Administrative & Support & Waste Management & Remediation Services	3	2.1%	21	0.7%	11	1.9%	79	0.9%	59	2.6%	248	0.7%
Educational Services	4	2.8%	79	2.7%	18	3.0%	377	4.4%	58	2.6%	1,225	3.5%
Health Care & Social Assistance	33	22.8%	1,763	60.5%	92	15.6%	3,788	43.9%	416	18.4%	14,526	41.1%
Arts, Entertainment & Recreation	2	1.4%	6	0.2%	11	1.9%	31	0.4%	36	1.6%	308	0.9%
Accommodation & Food Services	7	4.8%	112	3.8%	31	5.2%	516	6.0%	113	5.0%	2,395	6.8%
Accommodation	1	0.7%	7	0.2%	4	0.7%	31	0.4%	26	1.2%	770	2.2%
Food Services & Drinking Places	6	4.1%	105	3.6%	27	4.6%	485	5.6%	87	3.9%	1,625	4.6%
Other Services (except Public Administration)	18	12.4%	89	3.1%	76	12.9%	390	4.5%	229	10.1%	2,212	6.3%
Automotive Repair & Maintenance	3	2.1%	11	0.4%	11	1.9%	41	0.5%	34	1.5%	147	0.4%
Public Administration	6	4.1%	53	1.8%	29	4.9%	223	2.6%	85	3.8%	791	2.2%
Unclassified Establishments	2	1.4%	0	0.0%	9	1.5%	0	0.0%	39	1.7%	238	0.7%
Total	145	100.0%	2,916	100.0%	591	100.0%	8,630	100.0%	2,257	100.0%	35,371	100.0%

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