



Population	1 Miles	3 Miles	5 Miles
Total Population (US Census 2010)	12,796	78,261	120,300
Total Population (Current Year)	12,757	78,163	120,855
Total Population (Five Year Projection)	12,333	76,221	119,977
Adult Population (US Census 2010)	10,099	60,162	93,057
Adult Population (Current Year)	10,074	60,285	94,083
Adult Population (Five Year Projection)	9,664	58,607	93,458
% Female Population (US Census 2010)	52.88%	52.62%	52.73%
% Male Population (US Census 2010)	47.12%	47.38%	47.27%
% Female Population (Current Year)	52.8%	52.51%	52.69%
% Male Population (Current Year)	47.2%	47.49%	47.31%
Total Daytime Population	35,688	115,043	163,025
Population aged 16 and under (Children)	4,626	18,558	23,734
Daytime population (Age 16+)	31,062	96,485	139,291
Civilian 16+, at Workplace	26,670	73,004	101,780
Retired population (Age 65+)	1,513	9,815	16,129
Homemakers (Age 16+)	599	5,248	8,695

Population Mosaic (Current Year)	1 Miles	3 Miles	5 Miles
% A Power Elite	0%	0%	0%
% B Flourishing Families	6.86%	8.04%	7.77%
% C Booming with Confidence	0%	13.68%	18.35%
% D Suburban Style	0%	0%	0.99%
% E Thriving Boomers	0%	1.89%	3.58%
% F Promising Families	0%	0%	0%
% G Young City Solos	0%	0%	0%

% H Middle-class Melting Pot	0%	0%	0%
% I Family Union	0%	2.15%	3.06%
% J Autumn Years	11.44%	22.19%	24.12%
% K Significant Singles	0%	1.29%	0.83%
% L Blue Sky Boomers	31.17%	14.23%	10.1%
% M Families in Motion	12.47%	4.37%	2.9%
% N Pastoral Pride	4.66%	0.97%	0.62%
% O Singles and Starters	10.14%	6.45%	7.24%
% P Cultural Connections	0%	0%	0%
% Q Golden Year Guardians	0%	0.24%	1.01%
% R Aspirational Fusion	8.71%	2.63%	2.98%
% S Economic Challenges	14.55%	21.86%	16.45%
% U Unclassified	0%	0%	0%

Age	1 Miles	3 Miles	5 Miles
Median Age, Total	36.48	37.32	38.88
% Age 18+	78.97%	77.13%	77.85%
% Age 55+	27%	28.46%	29.9%
% Age 65+	14.86%	15.34%	16.23%

Ethnicity	1 Miles	3 Miles	5 Miles
% White (2010 US Census, Not Hispanic/Latino)	77.75%	73.38%	76.79%
% Black/African American (2010 US Census, Not Hispanic/Lati	16.82%	21.82%	18.43%
% American Indian & Alaska Native (2010 US Census, Not His	0.26%	0.23%	0.21%
% Asian (2010 US Census, Not Hispanic/Latino)	1.61%	1.41%	1.75%
% Native Hawaiian / Other Pacific Islander (2010 US Census, I	0.03%	0.02%	0.02%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.17%	0.22%	0.2%
% Two or more races (2010 US Census, Not Hispanic/Latino)	3.36%	2.92%	2.59%
% White (2010 US Census)	49.18%	54.06%	56.53%
% Black/African American (2010 US Census)	5.86%	8.34%	6.98%
% American Indian & Alaska Native (2010 US Census)	1.03%	1.51%	1.65%
% Asian (2010 US Census)	0.14%	0.38%	0.71%
% Native Hawaiian / Other Pacific Islander (2010 US Census)	0.32%	0.19%	0.12%
% Some other race (2010 US Census)	29.83%	22.99%	23.16%
% Two or more races (2010 US Census)	13.64%	12.54%	10.86%
% White (Current Year, Not Hispanic/Latino)	75.44%	71.5%	74.96%
% Black/African American (Current Year, Not Hispanic/Latino)	18.26%	22.97%	19.49%
% American Indian & Alaska Native (Current Year, Not Hispani	0.28%	0.25%	0.22%
% Asian (Current Year, Not Hispanic/Latino)	1.82%	1.59%	2.07%
% Native Hawaiian / Other Pacific Islander (Current Year, Not I	0.02%	0.02%	0.03%
% Some other race (Current Year, Not Hispanic/Latino)	0.15%	0.23%	0.2%
% Two or more races (Current Year, Not Hispanic/Latino)	4.02%	3.44%	3.03%
% White (Current Year)	47.72%	52.19%	54.96%
% Black/African American (Current Year)	6.35%	9.69%	8.06%

% American Indian & Alaska Native (Current Year)	0.84%	1.74%	1.88%
% Asian (Current Year)	0.31%	0.41%	0.84%
% Native Hawaiian / Other Pacific Islander (Current Year)	0.21%	0.05%	0.08%
% Some other race (Current Year)	30.9%	23.27%	23.34%
% Two or more races (Current Year)	13.67%	12.64%	10.84%
% White (Five Year Projection, Not Hispanic/Latino)	74%	70.49%	74.09%
% Black/African American (Five Year Projection, Not Hispanic/	18.95%	23.3%	19.64%
% American Indian & Alaska Native (Five Year Projection, Not	0.28%	0.25%	0.22%
% Asian (Five Year Projection, Not Hispanic/Latino)	1.94%	1.75%	2.35%
% Native Hawaiian / Other Pacific Islander (Five Year Projectio	0.02%	0.02%	0.03%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.16%	0.23%	0.2%

<b>Housing &amp; Households</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Land Area (Estimated Square Miles)	4.43	28.54	80.71
Total Housing Units (Current Year)	7,046	39,258	59,095
Total Households (Current Year)	6,226	35,198	53,940
Total Households (Five Year Projection)	6,034	34,628	54,007
Owner-Occupied: Owned with a mortgage or loan	1,830	13,031	21,512
Owner-Occupied: Owned free and clear	909	7,177	12,122
Renter-Occupied	3,486	14,990	20,306
Aggregate Contract Rent	\$1,826,320	\$7,694,884	\$10,836,763

<b>Housing Value (Current Year)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Housing Value < \$10,000	80	454	765
Housing Value \$10,000-\$14,999	30	167	370
Housing Value \$15,000-\$19,999	9	165	317
Housing Value \$20,000-\$24,999	24	227	409
Housing Value \$25,000-\$29,999	26	204	360
Housing Value \$30,000-\$34,999	12	352	506
Housing Value \$35,000-\$39,999	40	531	755
Housing Value \$40,000-\$49,999	148	936	1,199
Housing Value \$50,000-\$59,999	181	1,029	1,351
Housing Value \$60,000-\$69,999	214	1,313	1,686
Housing Value \$70,000-\$79,999	360	1,806	2,477
Housing Value \$80,000-\$89,999	265	1,730	2,794
Housing Value \$90,000-\$99,999	242	1,457	2,321
Housing Value \$100,000-\$124,999	372	2,307	3,982
Housing Value \$125,000-\$149,999	290	1,925	3,512
Housing Value \$150,000-\$174,999	111	1,281	2,552
Housing Value \$175,000-\$199,999	39	840	1,585
Housing Value \$200,000-\$249,999	66	1,112	2,450
Housing Value \$250,000-\$299,999	95	865	1,771
Housing Value \$300,000-\$399,999	65	671	1,234
Housing Value \$400,000-\$499,999	12	218	346

Housing Value \$500,000-\$749,999	23	290	424
Housing Value \$750,000-\$999,999	34	211	259
Housing Value \$1,000,000 or more	4	118	209
Total Owner-occupied housing units (OOHU)	2,740	20,208	33,634

Income	1 Miles	3 Miles	5 Miles
Per Capita Income (2010 US Census, based on Total Populatio	\$25,518	\$27,206	\$28,572
Per Capita Income (Current Year, based on Total Population)	\$26,357	\$28,413	\$30,070
Per Capita Income (Five Year Projection, based on Total Popu	\$31,256	\$33,797	\$35,684
Average (Mean) Household Income (Current Year)	\$52,262	\$62,451	\$66,706
Median Household Income (Current Year)	\$35,433	\$42,097	\$46,571
Aggregate Income (Current Year)	\$336,237,866	\$2,220,845,575	\$3,634,153,128

% Households by Income (Current Year)	1 Miles	3 Miles	5 Miles
% Household Income < \$10,000	12.63%	10.16%	8.84%
% Household Income \$10,000-\$14,999	8.02%	7.25%	6.11%
% Household Income \$15,000-\$19,999	6.47%	6.84%	6.24%
% Household Income \$20,000-\$24,999	8.28%	7.13%	6.51%
% Household Income \$25,000-\$29,999	7.38%	5.91%	5.57%
% Household Income \$30,000-\$34,999	6.72%	5.86%	5.66%
% Household Income \$35,000-\$39,999	5.17%	4.93%	4.88%
% Household Income \$40,000-\$44,999	4.21%	4.47%	4.78%
% Household Income \$45,000-\$49,999	4.4%	4.12%	4.37%
% Household Income \$50,000-\$59,999	7.51%	7.44%	7.61%
% Household Income \$60,000-\$74,999	8.43%	9.78%	10.35%
% Household Income \$75,000-\$99,999	11.04%	10.83%	11.85%
% Household Income \$100,000-\$124,999	3.79%	5.82%	6.6%
% Household Income \$125,000-\$149,999	2.31%	3.55%	3.94%
% Household Income \$150,000-\$199,999	1.41%	2.78%	3.37%
% Household Income \$200,000-\$249,999	1.28%	1.36%	1.36%
% Household Income \$250,000-\$499,999	0.48%	1.05%	1.18%
% Household Income \$500,000+	0.47%	0.74%	0.78%

Education (Current Year)	1 Miles	3 Miles	5 Miles
College undergraduate	652	3,653	6,156
Graduate or prof school	378	1,409	2,106

Employment and Occupation	1 Miles	3 Miles	5 Miles
Total Civilian employed population aged 16+ (2010 US Census)	6,046	35,712	56,959
Total Civilian employed population aged 16+ (Current Year)	6,326	37,509	60,159
Total Civilian employed population aged 16+ (Five Year Projec	6,060	36,373	59,709

<b>% Employment by Industry (2010 US Census)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
% Armed Forces (2010 US Census)	0.34%	0.21%	0.23%
% Civilian, Employed (2010 US Census)	89.57%	88.57%	90.05%
% Civilian, Unemployed (2010 US Census)	10.08%	11.23%	9.72%
% Not in Labor Force (2010 US Census)	35.02%	35.17%	34.22%
% Armed Forces (Current Year)	0.36%	0.22%	0.25%
% Civilian, Employed (Current Year)	92.66%	91.79%	92.89%
% Civilian, Unemployed (Current Year)	6.98%	7.98%	6.86%
% Not in Labor Force (Current Year)	33.81%	34.12%	33.12%

<b>Transportation to Work (Current Year)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Total Workers 16+	6,326	37,509	60,159
Car, truck, or van	5,588	33,913	55,112
Public transport (not taxi)	114	859	1,252
Worked at home	175	805	1,428

<b>Travel Time to Work (Current Year)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
< 5 minutes	195	1,395	2,213
5-9 minutes	1,313	6,338	9,218
10-14 minutes	1,749	10,862	15,917
15-19 minutes	1,550	9,031	15,318
20-24 minutes	574	4,363	8,345
25-29 minutes	122	920	1,505
30-34 minutes	290	1,602	2,675
35-39 minutes	15	162	280
40-44 minutes	40	263	505
45-59 minutes	109	843	1,179
60-89 minutes	102	615	986
90+ minutes	92	310	592

<b>Consumer Expenditures (Current Year)</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Total Alcoholic beverages	\$2,805,859	\$16,589,019	\$26,421,632
Total Apparel and services	\$12,311,335	\$71,703,710	\$114,430,874
Total Cash contributions	\$7,102,230	\$49,550,086	\$82,024,396
Total Education	\$8,195,828	\$48,243,499	\$78,787,618
Total Entertainment	\$15,299,702	\$92,941,925	\$150,172,341
Total Food	\$40,328,979	\$238,839,226	\$378,989,751
Total Gifts	\$5,214,752	\$32,051,524	\$51,944,258
Total Healthcare	\$23,673,330	\$153,184,341	\$248,480,469
Total Housing	\$96,107,027	\$579,759,465	\$924,287,823
Total Miscellaneous	\$5,302,316	\$33,034,975	\$53,809,893
Total Personal care products and services	\$4,199,182	\$25,238,776	\$40,382,736
Total Personal insurance and pensions	\$28,204,606	\$183,016,570	\$303,969,387

Total Reading	\$582,614	\$3,769,298	\$6,146,973
Total Tobacco products and smoking supplies	\$2,403,947	\$13,634,268	\$21,114,856
Total Transportation	\$54,993,210	\$321,493,964	\$510,437,193

<b>Retail Sales Volume</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Total Retail Demand	\$110,354,054	\$659,637,542	\$1,050,996,620
Building Material & Garden Equipment & Supply Dealers	\$4,563,504	\$29,171,296	\$47,654,188
Clothing & Clothing Accessories Stores	\$5,974,492	\$35,737,227	\$57,166,580
Electronics & Appliance Stores	\$1,780,809	\$10,374,607	\$16,496,202
Food & Beverage Stores	\$19,476,322	\$114,741,930	\$181,496,775
Foodservice & Drinking Places	\$16,481,866	\$99,075,522	\$158,425,286
Furniture & Home Furnishings Stores	\$1,821,036	\$11,291,318	\$18,322,620
Gasoline stations	\$10,515,279	\$61,780,922	\$97,517,961
General Merchandise Stores	\$17,083,083	\$100,920,825	\$160,336,344
General Merchandise, Apparel and Accessories, Furniture and	\$29,332,340	\$174,087,012	\$277,647,589
Health & Personal Care Stores	\$3,189,683	\$19,881,436	\$31,950,181
Miscellaneous Store Retailers	\$1,995,219	\$11,684,915	\$18,615,549
Motor Vehicle & Parts Dealers	\$18,745,834	\$112,671,463	\$179,067,543
Nonstore retailers	\$6,668,323	\$40,136,082	\$64,337,993
Sporting Goods, Hobby, Book, & Music Stores	\$2,058,604	\$12,170,000	\$19,609,399

<b>Business Summary by SIC</b>	<b>1 Miles</b>	<b>3 Miles</b>	<b>5 Miles</b>
Agriculture, Forestry, & Fishing (01-09)	9	50	86
Construction (15-17)	25	132	238
Finance, Insurance, & Real Estate (60-69)	55	315	501
Manufacturing (20-39)	17	67	127
Mining (10-14)	0	3	7
Public Administration (90-98)	155	328	401
Retail Trade (52-59)	88	569	1,008
Services (70-89)	399	1,815	2,565
Transportation, Communications, Electric, Gas, & Sanitary Ser	19	95	161
Wholesale Trade (50-51)	14	103	202

2016/2017 Demographics provided by Experian through Alteryx