



Coordinates

X: 0.0000

Y: 0.0000

Prepared for:
Client Name

FULL DEMOGRAPHIC PROFILE

| MSA Trade Area | TRADE AREA | |
|--------------------------------|---------------------|-------|
| Any MSA USA | | |
| Square Miles Land Mass | 924.69 | |
| Population & Growth | | |
| 2011 Total Population | 700,578 | |
| 2011 Population Density | 758 psm | |
| 2010-2011 Growth | -2,865 | -0.4% |
| 2010-2011 Avg. Annual Growth | -2,865 | -0.4% |
| 2016 Total Population | 691,551 | |
| 2016 Population Density | 748 psm | |
| 2011-2016 Proj. Pop. Growth | -9,028 | -1.3% |
| 2011-2016 Avg. Annual Growth | -1,806 | -0.3% |
| 2010 Total Population | 703,443 | |
| 2000 Total Population | 694,808 | |
| 1990 Total Population | 657,323 | |
| Households & Growth | | |
| 2011 Households | 283,722 | |
| 2010-2011 Growth | -1,373 | -0.5% |
| 2010-2011 Avg. Annual Growth | -1,373 | -0.5% |
| 2016 Households | 279,167 | |
| 2011-2016 Growth | -4,555 | -1.6% |
| 2011-2016 Avg. Annual Growth | -911 | -0.3% |
| 2010 Households | 285,095 | |
| Families | | |
| 2011 Families | 181,554 | |
| 2016 Families | 180,316 | |
| Income | | |
| 2011 Aggregate HH Income | \$17,963.71 million | |
| 2011 Average Household Income | \$63,314 | |
| 2011 Median Household Income | \$61,645 | |
| 2011 Per Capita Income | \$24,536 | |
| 2016 Aggregate HH Income | \$17,740.96 million | |
| 2016 Average Household Income | \$63,550 | |
| 2016 Median Household Income | \$59,745 | |
| 2016 Per Capita Income | \$24,629 | |
| Daytime Demographics | | |
| Number of Employees | 266,430 | |
| Number of Businesses | 16,954 | |
| Avg. number Employees per Bus. | 15.7 | |
| Residents per Business | 41.3 | |
| Total Aggregate Annual Payroll | \$10,331.4 million | |

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Population by Race

| | | |
|----------------------------------|---------|-------|
| 2011 White Population | 581,876 | 83.1% |
| 2011 Black Population | 85,068 | 12.1% |
| 2011 Native American Population | 1,311 | 0.2% |
| 2011 Asian Population | 14,423 | 2.1% |
| 2011 Pacific Islander Population | 173 | 0.0% |
| 2011 2 or more races | 17,727 | 2.5% |
| 2016 White Population | 567,639 | 82.1% |
| 2016 Black Population | 86,888 | 12.6% |
| 2016 Native American Population | 1,313 | 0.2% |
| 2016 Asian Population | 15,824 | 2.3% |
| 2016 Pacific Islander Population | 180 | 0.0% |
| 2016 2 or more races | 19,706 | 2.8% |

Male Population by Race

| | | |
|-----------------------------|---------|-------|
| 2011 White Males | 283,580 | 83.3% |
| 2011 Black Males | 40,436 | 11.9% |
| 2011 Native American Males | 572 | 0.2% |
| 2011 Asian Males | 7,141 | 2.1% |
| 2011 Pacific Islander Males | 58 | 0.0% |
| 2011 2 or more races Males | 8,791 | 2.6% |
| 2016 White Males | 276,848 | 82.7% |
| 2016 Black Males | 41,392 | 12.4% |
| 2016 Native American Males | 609 | 0.2% |
| 2016 Asian Males | 6,088 | 1.8% |
| 2016 Pacific Islander Males | 85 | 0.0% |
| 2016 2 or more races Males | 9,739 | 2.9% |

Female Population by Race

| | | |
|-------------------------------|---------|-------|
| 2011 White Females | 298,295 | 82.9% |
| 2011 Black Females | 44,632 | 12.4% |
| 2011 Native American Females | 739 | 0.2% |
| 2011 Asian Females | 7,283 | 2.0% |
| 2011 Pacific Islander Females | 115 | 0.0% |
| 2011 2 or more races Females | 8,936 | 2.5% |
| 2016 White Females | 290,791 | 81.9% |
| 2016 Black Females | 45,496 | 12.8% |
| 2016 Native American Females | 704 | 0.2% |
| 2016 Asian Females | 7,979 | 2.2% |
| 2016 Pacific Islander Females | 95 | 0.0% |
| 2016 2 or more races Females | 9,967 | 2.8% |

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Hispanic Population

| | | |
|---------------------------------|---------|-------|
| 2011 Hispanic Population | 11,067 | 1.6% |
| 2011 White not Hispanic Pop. | 575,128 | 98.8% |
| 2011 Hispanic Males | 5,499 | 49.7% |
| 2011 White not Hispanic Males | 280,229 | 98.8% |
| 2011 Hispanic Females | 5,568 | 50.3% |
| 2011 White not Hispanic Females | 294,899 | 98.9% |
| 2016 Hispanic Population | 12,338 | 1.8% |
| 2016 White not Hispanic Pop. | 560,979 | 98.8% |
| 2016 Hispanic Males | 6,088 | 49.3% |
| 2016 White not Hispanic Males | 273,557 | 98.8% |
| 2016 Hispanic Females | 6,250 | 50.7% |
| 2016 White not Hispanic Females | 287,422 | 98.8% |

Population by Sex

| | | |
|------------------------|---------|-------|
| 2011 Male Population | 340,578 | 48.6% |
| 2011 Female Population | 360,001 | 51.4% |
| 2016 Male Population | 336,519 | 48.7% |
| 2016 Female Population | 355,032 | 51.3% |

Population by Sex by Age

| | | |
|----------------------------|--------|------|
| 2011 Male 0 to 9 years | 35,362 | 5.0% |
| 2011 Male 10 to 19 years | 44,823 | 6.4% |
| 2011 Male 20 to 29 years | 44,693 | 6.4% |
| 2011 Male 30 to 39 years | 43,050 | 6.1% |
| 2011 Male 40 to 49 years | 46,753 | 6.7% |
| 2011 Male 50 to 59 years | 47,390 | 6.8% |
| 2011 Male 60 to 69 years | 36,429 | 5.2% |
| 2011 Male 70 to 79 years | 23,444 | 3.3% |
| 2011 Male 80 to 84 years | 7,995 | 1.1% |
| 2011 Male 85+ years | 10,638 | 1.5% |
| 2011 Female 0 to 9 years | 37,378 | 5.3% |
| 2011 Female 10 to 19 years | 47,380 | 6.8% |
| 2011 Female 20 to 29 years | 47,242 | 6.7% |
| 2011 Female 30 to 39 years | 45,505 | 6.5% |
| 2011 Female 40 to 49 years | 49,419 | 7.1% |
| 2011 Female 50 to 59 years | 50,093 | 7.2% |
| 2011 Female 60 to 69 years | 38,507 | 5.5% |
| 2011 Female 70 to 79 years | 24,781 | 3.5% |
| 2011 Female 80 to 85 years | 8,451 | 1.2% |
| 2011 Female 85+ years | 11,245 | 1.6% |

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2011 Population by Age

| | | |
|--------------------------|--------|------|
| 2011 Median Age | 46 | |
| 2011 Pop. 0 to 4 years | 31,380 | 4.5% |
| 2011 Pop. 5 to 9 years | 41,360 | 5.9% |
| 2011 Pop. 10 to 14 years | 44,802 | 6.4% |
| 2011 Pop. 15 to 19 years | 47,401 | 6.8% |
| 2011 Pop. 20 to 24 years | 46,604 | 6.7% |
| 2011 Pop. 25 to 29 years | 45,332 | 6.5% |
| 2011 Pop. 30 to 34 years | 44,162 | 6.3% |
| 2011 Pop. 35 to 39 years | 44,393 | 6.3% |
| 2011 Pop. 40 to 44 years | 46,787 | 6.7% |
| 2011 Pop. 45 to 49 years | 49,384 | 7.0% |
| 2011 Pop. 50 to 54 years | 50,119 | 7.2% |
| 2011 Pop. 55 to 59 years | 47,364 | 6.8% |
| 2011 Pop. 60 to 64 years | 41,247 | 5.9% |
| 2011 Pop. 65 to 69 years | 33,688 | 4.8% |
| 2011 Pop. 70 to 74 years | 26,797 | 3.8% |
| 2011 Pop. 75 to 79 years | 21,429 | 3.1% |
| 2011 Pop. 80 to 84 years | 16,446 | 2.3% |
| 2011 Pop. 85+ | 21,883 | 3.1% |

2016 Population by Age

| | | |
|--------------------------|--------|------|
| 2016 Median Age | 47 | |
| 2016 Pop. 0 to 4 years | 31,003 | 4.5% |
| 2016 Pop. 5 to 9 years | 39,328 | 5.7% |
| 2016 Pop. 10 to 14 years | 41,197 | 6.0% |
| 2016 Pop. 15 to 19 years | 43,971 | 6.4% |
| 2016 Pop. 20 to 24 years | 45,527 | 6.6% |
| 2016 Pop. 25 to 29 years | 45,337 | 6.6% |
| 2016 Pop. 30 to 34 years | 44,298 | 6.4% |
| 2016 Pop. 35 to 39 years | 43,566 | 6.5% |
| 2016 Pop. 40 to 44 years | 44,111 | 6.4% |
| 2016 Pop. 45 to 49 years | 45,851 | 6.6% |
| 2016 Pop. 50 to 54 years | 47,393 | 6.9% |
| 2016 Pop. 55 to 59 years | 47,029 | 6.8% |
| 2016 Pop. 60 to 64 years | 43,429 | 6.3% |
| 2016 Pop. 65 to 69 years | 37,143 | 5.4% |
| 2016 Pop. 70 to 74 years | 29,777 | 4.3% |
| 2016 Pop. 75 to 79 years | 22,815 | 3.3% |
| 2016 Pop. 80 to 84 years | 16,709 | 2.4% |
| 2016 Pop. 85+ | 23,066 | 3.3% |

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Children

| | |
|---------------------------------|--------|
| 2011 Pop. 0 to 5 (Infant-K) | 39,660 |
| 2011 Pop. 6 to 17 (Gradeschool) | 96,838 |
| 2016 Pop. 0 to 5 (Infant-K) | 38,864 |
| 2016 6 to 17 (Gradeschool) | 90,246 |

Educational Attainment

| | | |
|--------------------------------|---------|-------|
| 2011 Population 25+ | 474,183 | |
| No Education | 2,086 | 0.4% |
| Elementary | 12,267 | 2.6% |
| Some High School No Diploma | 52,973 | 11.2% |
| High School Graduate or Equiv. | 164,764 | 34.7% |
| Some College | 101,565 | 21.4% |
| Associate Degree | 24,429 | 5.2% |
| Bachelor Degree | 76,976 | 16.2% |
| Master Degree | 26,206 | 5.5% |
| Professional Degree | 8,217 | 2% |
| Doctorate Degree | 4,694 | 1.0% |

Employment & Drive Time

| | | |
|------------------------|---------|-------|
| 2000 Total Workers 16+ | 336,359 | |
| Worked at Home | 8,607 | 2.6% |
| Did not Work at Home | 327,752 | 97.4% |
| under 5 minutes | 9,859 | 3.0% |
| 5 - 9 minutes | 36,765 | 11.2% |
| 10 -14 minutes | 52,115 | 15.9% |
| 15 - 19 minutes | 57,318 | 17.5% |
| 20 - 24 minutes | 54,066 | 16.5% |
| 25 - 29 minutes | 22,957 | 7.0% |
| 30 - 34 minutes | 37,806 | 11.5% |
| 35 - 39 minutes | 9,618 | 2.9% |
| 40 - 44 minutes | 11,120 | 3.4% |
| 45 - 59 minutes | 20,969 | 6.4% |
| 60 - 89 minutes | 10,021 | 3.1% |
| 90+ minutes | 5,137 | 1.6% |

Transportation to Work

| | | |
|-----------------------|---------|-------|
| Car, Truck, or Van | 314,361 | 98.1% |
| <i>Drove Alone</i> | 287,348 | |
| <i>Carpooled</i> | 27,013 | |
| Public Transportation | 4,681 | 1.5% |
| Other | 1,562 | 0.5% |

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2011 Households by Income

| | | |
|----------------------------|--------|-------|
| 2011 Under \$10,000 | 21,009 | 7.4% |
| 2011 \$10,000 - \$15,000 | 17,926 | 6.3% |
| 2011 \$15,000 - \$20,000 | 16,179 | 5.7% |
| 2011 \$20,000 - \$25,000 | 16,812 | 5.9% |
| 2011 \$25,000 - \$30,000 | 15,675 | 5.5% |
| 2011 \$30,000 - \$35,000 | 16,700 | 5.9% |
| 2011 \$35,000 - \$40,000 | 16,231 | 5.7% |
| 2011 \$40,000 - \$45,000 | 17,036 | 6.0% |
| 2011 \$45,000 - \$50,000 | 16,608 | 5.9% |
| 2011 \$50,000 - \$60,000 | 24,061 | 8.5% |
| 2011 \$60,000 - \$75,000 | 29,731 | 10.5% |
| 2011 \$75,000 - \$100,000 | 33,974 | 12.0% |
| 2011 \$100,000 - \$125,000 | 20,822 | 7.3% |
| 2011 \$125,000 - \$150,000 | 9,140 | 3.2% |
| 2011 \$150,000 - \$200,000 | 6,114 | 2.2% |
| 2011 \$200,000+ | 5,704 | 2.0% |

2016 Households by Income

| | | |
|----------------------------|--------|-------|
| 2016 Under \$10,000 | 22,800 | 8.2% |
| 2016 \$10,000 - \$15,000 | 16,493 | 5.9% |
| 2016 \$15,000 - \$20,000 | 16,367 | 5.9% |
| 2016 \$20,000 - \$25,000 | 17,885 | 6.4% |
| 2016 \$25,000 - \$30,000 | 17,191 | 6.2% |
| 2016 \$30,000 - \$35,000 | 18,610 | 6.7% |
| 2016 \$35,000 - \$40,000 | 16,555 | 5.9% |
| 2016 \$40,000 - \$45,000 | 15,581 | 5.6% |
| 2016 \$45,000 - \$50,000 | 14,642 | 5.2% |
| 2016 \$50,000 - \$60,000 | 27,378 | 9.8% |
| 2016 \$60,000 - \$75,000 | 32,171 | 11.5% |
| 2016 \$75,000 - \$100,000 | 31,065 | 11.1% |
| 2016 \$100,000 - \$125,000 | 14,353 | 5.1% |
| 2016 \$125,000 - \$150,000 | 6,615 | 2.4% |
| 2016 \$150,000 - \$200,000 | 5,548 | 2.0% |
| 2016 \$200,000+ | 5,914 | 2.1% |

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2011 Household Structure

| | | |
|-----------------------------------|---------|-------|
| Average HH Size | 2.5 | |
| 1-person HH | 82,083 | 15.3% |
| 2-person HH | 201,639 | 37.7% |
| 2+ person family | 181,554 | 33.9% |
| Families Married | 131,783 | |
| Families Married w/children | 49,982 | |
| Families Married no children | 81,801 | |
| Families Other | 49,771 | 9.3% |
| Fam. Oth. Single Male Head | 12,783 | |
| Fam. Oth. Single Male Head w/ch. | 6,046 | |
| Fam. Oth. Single Male Head no/ch. | 6,736 | |
| Fam. Oth. Single Female Head | 36,988 | |
| Fam. Oth. Single Fem. Head w/ch. | 20,725 | |
| Fam. Oth. Single Fem. Head no/ch. | 16,263 | |
| Non-Family HH | 20,085 | 3.8% |

2016 Household Structure

| | | |
|-----------------------------------|---------|-------|
| Average HH Size | 2.5 | |
| 1-person HH | 79,859 | 15.1% |
| 2-person HH | 199,309 | 37.8% |
| 2+ person Family | 180,316 | 34.2% |
| Families Married | 131,069 | |
| Families Married w/children | 49,703 | |
| Families Married no children | 81,367 | |
| Families Other | 49,246 | 9.3% |
| Fam. Oth. Single Male Head | 12,575 | |
| Fam. Oth. Single Male Head w/ch. | 5,972 | |
| Fam. Oth. Single Male Head no/ch. | 6,603 | |
| Fam. Oth. Single Female Head | 36,671 | |
| Fam. Oth. Single Fem. Head w/ch. | 20,615 | |
| Fam. Oth. Single Fem. Head no/ch. | 16,056 | |
| Non-Family HH | 18,993 | 3.6% |

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2011 Householders by Age

| | | |
|-------------|--------|-------|
| 15-24 years | 15,054 | 5.3% |
| 25-34 years | 39,188 | 13.8% |
| 35-44 years | 47,970 | 16.9% |
| 45-54 years | 61,310 | 21.6% |
| 55-59 years | 29,135 | 10.3% |
| 60-64 years | 25,505 | 9.0% |
| 65-74 years | 32,479 | 11.4% |
| 75-84 years | 23,186 | 8.2% |
| 85+ years | 9,895 | 3.5% |

Housing

| | | |
|---------------------------------|-----------|-------|
| Median year Built | 1959 | |
| 2000 Median Value | \$140,217 | |
| 2011 Total Housing Units | 319,511 | |
| 2011 Owner Occupied | 212,207 | 66.4% |
| 2011 Renter Occupied | 76,381 | 23.9% |
| 2011 Vacant Housing Units | 30,923 | 9.7% |
| 2016 Total Housing Units | 332,424 | |
| 2016 Owner Occupied | 215,599 | 64.9% |
| 2016 Renter Occupied | 79,591 | 23.9% |
| 2016 Vacant Housing Units | 37,234 | |
| 2000 Total Housing Units | 290,917 | |
| 2000 Owner Occupied | 193,173 | 66.4% |
| 2000 Renter Occupied | 81,008 | 27.8% |
| 2000 Total Vacant | 16,737 | 5.8% |
| 2000 Median Contract Rent | \$520 | |
| 2000 Gross Rent as % of HH Inc. | 21.8 | |