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**Prepared for:**  
Client Name

**FULL DEMOGRAPHIC PROFILE**

MSA Trade Area	TRADE AREA	
Any MSA USA		
Square Miles Land Mass	1,993.04	
<b>Population &amp; Growth</b>		
2010 Total Population	2,065,849	
2010 Population Density	1,037	psm
2000-2010 Growth	-79,298	-3.7%
2000-2010 Avg. Annual Growth	-7,930	-0.4%
2015 Total Population	2,023,252	
2015 Population Density	1,015	psm
2010-2015 Proj. Pop. Growth	-42,597	-2.1%
2010-2015 Avg. Annual Growth	-8,519	-0.4%
2000 Total Population	2,145,148	
1990 Total Population	2,099,394	
<b>Households &amp; Growth</b>		
2010 Households	819,245	
2000-2010 Growth	-32,922	-3.9%
2000-2010 Avg. Annual Growth	-4,115	-0.6%
2015 Households	798,483	
2010-2015 Growth	-20,762	-2.5%
2010-2015 Avg. Annual Growth	-4,152	-0.5%
2000 Households	852,167	
1990 Households	807,706	
<b>Families</b>		
2010 Families	546,974	
2015 Families	535,715	
<b>Income</b>		
2010 Aggregate HH Income	\$58,740.20	million
2010 Average Household Income	\$71,700	
2010 Median Household Income	\$58,596	
2010 Per Capita Income	\$25,927	
2015 Aggregate HH Income	\$57,266.71	million
2015 Average Household Income	\$71,719	
2015 Median Household Income	\$58,625	
2015 Per Capita Income	\$25,908	
<b>Daytime Demographics</b>		
Number of Employees	946,537	
Number of Businesses	55,402	
Avg. number Employees per Bus.	17.1	
Residents per Business	37.3	
Total Aggregate Annual Payroll	\$33,926.0	million

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**Population by Race**

2010 White Population	1,584,011	76.7%
2010 Black Population	415,794	20.1%
2010 Native American Population	2,811	0.1%
2010 Asian Population	38,035	1.8%
2010 Pacific Islander Population	652	0.0%
2010 2 or more races	24,546	1.2%
2015 White Population	1,540,571	76.1%
2015 Black Population	415,263	20.5%
2015 Native American Population	2,710	0.1%
2015 Asian Population	39,582	2.0%
2015 Pacific Islander Population	566	0.0%
2015 2 or more races	24,561	1.2%

**Male Population by Race**

2010 White Males	771,657	77.6%
2010 Black Males	190,854	19.2%
2010 Native American Males	1,388	0.1%
2010 Asian Males	18,609	1.9%
2010 Pacific Islander Males	329	0.0%
2010 2 or more races Males	11,891	1.2%
2015 White Males	753,093	74.7%
2015 Black Males	191,104	18.9%
2015 Native American Males	1,334	0.1%
2015 Asian Males	50,960	5.1%
2015 Pacific Islander Males	291	0.0%
2015 2 or more races Males	11,903	1.2%

**Female Population by Race**

2010 White Females	812,354	75.8%
2010 Black Females	224,940	21.0%
2010 Native American Females	1,423	0.1%
2010 Asian Females	19,427	1.8%
2010 Pacific Islander Females	323	0.0%
2010 2 or more races Females	12,655	1.2%
2015 White Females	787,477	75.3%
2015 Black Females	224,159	21.4%
2015 Native American Females	1,376	0.1%
2015 Asian Females	20,201	1.9%
2015 Pacific Islander Females	275	0.0%
2015 2 or more races Females	12,657	1.2%

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**Hispanic Population**

2010 Hispanic Population	91,441	4.4%
2010 White not Hispanic Pop.	1,500,530	94.7%
2010 Hispanic Males	46,280	50.6%
2010 White not Hispanic Males	729,079	94.5%
2010 Hispanic Females	45,161	49.4%
2010 White not Hispanic Females	771,452	95.0%
2015 Hispanic Population	100,176	5.0%
2015 White not Hispanic Pop.	1,450,681	94.2%
2015 Hispanic Males	50,960	50.9%
2015 White not Hispanic Males	707,208	93.9%
2015 Hispanic Females	49,213	49.1%
2015 White not Hispanic Females	743,473	94.4%

**Population by Sex**

2010 Male Population	994,728	48.2%
2010 Female Population	1,071,121	51.8%
2015 Male Population	977,107	48.3%
2015 Female Population	1,046,146	51.7%

**Population by Sex by Age**

2010 Male 0 to 9 years	115,726	5.6%
2010 Male 10 to 19 years	138,064	6.7%
2010 Male 20 to 29 years	131,000	6.3%
2010 Male 30 to 39 years	117,573	5.7%
2010 Male 40 to 49 years	142,830	6.9%
2010 Male 50 to 59 years	143,023	6.9%
2010 Male 60 to 69 years	96,179	4.7%
2010 Male 70 to 79 years	62,119	3.0%
2010 Male 80 to 84 years	22,090	1.1%
2010 Male 85+ years	26,123	1.3%
2010 Female 0 to 9 years	124,614	6.0%
2010 Female 10 to 19 years	148,668	7.2%
2010 Female 20 to 29 years	141,061	6.8%
2010 Female 30 to 39 years	126,603	6.1%
2010 Female 40 to 49 years	153,799	7.4%
2010 Female 50 to 59 years	154,007	7.5%
2010 Female 60 to 69 years	103,565	5.0%
2010 Female 70 to 79 years	66,889	3.2%
2010 Female 80 to 85 years	23,787	1.2%
2010 Female 85+ years	28,129	1.4%

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**2010 Population by Age**

2010 Median Age	46	
2010 Pop. 0 to 4 years	109,106	5.3%
2010 Pop. 5 to 9 years	131,234	6.4%
2010 Pop. 10 to 14 years	139,314	6.7%
2010 Pop. 15 to 19 years	147,418	7.1%
2010 Pop. 20 to 24 years	140,433	6.8%
2010 Pop. 25 to 29 years	131,628	6.4%
2010 Pop. 30 to 34 years	120,016	5.8%
2010 Pop. 35 to 39 years	124,160	6.0%
2010 Pop. 40 to 44 years	141,370	6.8%
2010 Pop. 45 to 49 years	155,259	7.5%
2010 Pop. 50 to 54 years	154,701	7.5%
2010 Pop. 55 to 59 years	142,330	6.9%
2010 Pop. 60 to 64 years	110,790	5.4%
2010 Pop. 65 to 69 years	88,954	4.3%
2010 Pop. 70 to 74 years	71,030	3.4%
2010 Pop. 75 to 79 years	57,978	2.8%
2010 Pop. 80 to 84 years	45,877	2.2%
2010 Pop. 85+	54,253	2.6%

**2015 Population by Age**

2015 Median Age	47	
2015 Pop. 0 to 4 years	103,984	5.1%
2015 Pop. 5 to 9 years	121,386	6.0%
2015 Pop. 10 to 14 years	127,799	6.3%
2015 Pop. 15 to 19 years	140,169	6.9%
2015 Pop. 20 to 24 years	142,451	7.0%
2015 Pop. 25 to 29 years	139,263	6.9%
2015 Pop. 30 to 34 years	120,848	6.0%
2015 Pop. 35 to 39 years	118,044	6.0%
2015 Pop. 40 to 44 years	122,757	6.1%
2015 Pop. 45 to 49 years	139,144	6.9%
2015 Pop. 50 to 54 years	143,798	7.1%
2015 Pop. 55 to 59 years	140,643	7.0%
2015 Pop. 60 to 64 years	121,688	6.0%
2015 Pop. 65 to 69 years	98,587	4.9%
2015 Pop. 70 to 74 years	78,358	3.9%
2015 Pop. 75 to 79 years	60,206	3.0%
2015 Pop. 80 to 84 years	46,347	2.3%
2015 Pop. 85+	57,782	2.9%

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**Children**

2010 Pop. 0 to 5 (Infant-K)	135,353
2010 Pop. 6 to 17 (Gradeschool)	303,277
2015 Pop. 0 to 5 (Infant-K)	128,274
2015 6 to 17 (Gradeschool)	281,002

**Educational Attainment**

2010 Population 25+	1,402,038	
No Education	9,269	0.7%
Elementary	49,621	3.5%
Some High School No Diploma	178,869	12.8%
High School Graduate or Equiv.	446,349	31.8%
Some College	303,875	21.7%
Associate Degree	81,323	5.8%
Bachelor Degree	212,372	15.1%
Master Degree	78,287	5.6%
Professional Degree	30,916	2%
Doctorate Degree	11,141	0.8%

**Employment & Drive Time**

2000 Total Workers 16+	992,212	
Worked at Home	26,901	2.7%
Did not Work at Home	965,311	97.3%
under 5 minutes	24,026	2.5%
5 - 9 minutes	91,688	9.5%
10 -14 minutes	133,085	13.8%
15 - 19 minutes	152,945	15.8%
20 - 24 minutes	166,460	17.2%
25 - 29 minutes	75,802	7.9%
30 - 34 minutes	144,562	15.0%
35 - 39 minutes	32,104	3.3%
40 - 44 minutes	37,049	3.8%
45 - 59 minutes	63,666	6.6%
60 - 89 minutes	27,934	2.9%
90+ minutes	15,991	1.7%

**Transportation to Work**

Car, Truck, or Van	894,429	95.0%
<i>Drove Alone</i>	806,952	
<i>Carpooled</i>	87,477	
Public Transportation	41,963	4.5%
Other	5,110	0.5%

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**2010 Households by Income**

2010 Under \$10,000	73,939	9.2%
2010 \$10,000 - \$15,000	49,433	6.1%
2010 \$15,000 - \$20,000	49,266	6.1%
2010 \$20,000 - \$25,000	52,801	6.5%
2010 \$25,000 - \$30,000	52,054	6.4%
2010 \$30,000 - \$35,000	50,857	6.3%
2010 \$35,000 - \$40,000	47,872	5.9%
2010 \$40,000 - \$45,000	46,472	5.8%
2010 \$45,000 - \$50,000	40,157	5.0%
2010 \$50,000 - \$60,000	75,949	9.4%
2010 \$60,000 - \$75,000	88,637	11.0%
2010 \$75,000 - \$100,000	88,123	10.9%
2010 \$100,000 - \$125,000	41,045	5.1%
2010 \$125,000 - \$150,000	18,799	2.3%
2010 \$150,000 - \$200,000	14,985	1.9%
2010 \$200,000+	17,223	2.1%

**2015 Households by Income**

2015 Under \$10,000	72,130	9.2%
2015 \$10,000 - \$15,000	48,052	6.1%
2015 \$15,000 - \$20,000	47,921	6.1%
2015 \$20,000 - \$25,000	51,388	6.5%
2015 \$25,000 - \$30,000	50,704	6.4%
2015 \$30,000 - \$35,000	49,483	6.3%
2015 \$35,000 - \$40,000	46,680	5.9%
2015 \$40,000 - \$45,000	45,296	5.8%
2015 \$45,000 - \$50,000	39,138	5.0%
2015 \$50,000 - \$60,000	74,149	9.4%
2015 \$60,000 - \$75,000	86,507	11.0%
2015 \$75,000 - \$100,000	85,969	10.9%
2015 \$100,000 - \$125,000	39,996	5.1%
2015 \$125,000 - \$150,000	18,287	2.3%
2015 \$150,000 - \$200,000	14,494	1.8%
2015 \$200,000+	16,534	2.1%

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**2010 Household Structure**

Average HH Size	2.7	
1-person HH	236,615	15.3%
2-person HH	585,118	37.7%
2+ person family	546,974	35.3%
Families Married	402,630	
Families Married w/children	177,740	
Families Married no children	224,896	
Families Other	144,336	9.3%
Fam. Oth. Single Male Head	31,755	
Fam. Oth. Single Male Head w/ch.	14,714	
Fam. Oth. Single Male Head no/ch.	17,031	
Fam. Oth. Single Female Head	112,599	
Fam. Oth. Single Fem. Head w/ch.	65,196	
Fam. Oth. Single Fem. Head no/ch.	47,400	
Non-Family HH	38,158	2.5%

**2015 Household Structure**

Average HH Size	2.7	
1-person HH	228,885	15.1%
2-person HH	572,975	37.8%
2+ person Family	535,715	35.3%
Families Married	393,944	
Families Married w/children	174,601	
Families Married no children	219,308	
Families Other	141,787	9.3%
Fam. Oth. Single Male Head	31,132	
Fam. Oth. Single Male Head w/ch.	14,497	
Fam. Oth. Single Male Head no/ch.	16,637	
Fam. Oth. Single Female Head	110,642	
Fam. Oth. Single Fem. Head w/ch.	64,421	
Fam. Oth. Single Fem. Head no/ch.	46,218	
Non-Family HH	37,235	2.5%

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**2010 Householders by Age**

15-24 years	32,217	3.9%
25-34 years	75,336	9.2%
35-44 years	160,986	19.6%
45-54 years	185,691	22.6%
55-59 years	87,555	10.7%
60-64 years	69,374	8.4%
65-74 years	107,970	13.1%
75-84 years	94,425	11.5%
85+ years	8,151	1.0%

**Housing**

Median year Built	1934	
2000 Median Value	\$160,763	
2010 Total Housing Units	952,464	
2010 Owner Occupied	612,452	64.3%
2010 Renter Occupied	280,138	29.4%
2010 Vacant Housing Units	59,890	6.3%
2015 Total Housing Units	961,301	
2015 Owner Occupied	618,839	64.4%
2015 Renter Occupied	282,185	29.4%
2015 Vacant Housing Units	60,303	
2000 Total Housing Units	910,122	
2000 Owner Occupied	579,970	63.7%
2000 Renter Occupied	272,014	29.9%
2000 Total Vacant	58,139	6.4%
2000 Median Contract Rent	\$527	
2000 Gross Rent as % of HH Inc.	22.4	