



Coordinates

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Client Name

FULL DEMOGRAPHIC PROFILE

Municipal Trade Area **TRADE AREA**
Any City USA

Square Miles Land Mass 5.29

Population & Growth

2011 Total Population	11,452	
2011 Population Density	2,166	psm
2010-2011 Growth	-371	-3.1%
2010-2011 Avg. Annual Growth	-371	-3.1%
2016 Total Population	10,067	
2016 Population Density	1,905	psm
2011-2016 Proj. Pop. Growth	-1,384	-12.1%
2011-2016 Avg. Annual Growth	-277	-2.4%
2010 Total Population	11,822	
2000 Total Population	12,186	
1990 Total Population	10,783	

Households & Growth

2011 Households	4,858	
2010-2011 Growth	-158	-3.1%
2010-2011 Avg. Annual Growth	-158	-3.1%
2016 Households	4,257	
2011-2016 Growth	-601	-12.4%
2011-2016 Avg. Annual Growth	-120	-2.5%
2010 Households	5,016	

Families

2011 Families	2,927
2016 Families	2,735

Income

2011 Aggregate HH Income	\$432.44	million
2011 Average Household Income	\$89,021	
2011 Median Household Income	\$86,563	
2011 Per Capita Income	\$33,788	
2016 Aggregate HH Income	\$385.12	million
2016 Average Household Income	\$90,468	
2016 Median Household Income	\$60,445	
2016 Per Capita Income	\$34,479	

Daytime Demographics

Number of Employees	15,059	
Number of Businesses	839	
Avg. number Employees per Bus.	17.9	
Residents per Business	13.6	
Total Aggregate Annual Payroll	\$751.2	million

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Population by Race

2011 White Population	8,823	77.0%
2011 Black Population	1,558	13.6%
2011 Native American Population	5	0.0%
2011 Asian Population	876	7.6%
2011 Pacific Islander Population	2	0.0%
2011 2 or more races	187	1.6%
2016 White Population	7,666	76.1%
2016 Black Population	1,339	13.3%
2016 Native American Population	5	0.0%
2016 Asian Population	876	8.7%
2016 Pacific Islander Population	2	0.0%
2016 2 or more races	180	1.8%

Male Population by Race

2011 White Males	3,945	77.0%
2011 Black Males	637	12.4%
2011 Native American Males	1	0.0%
2011 Asian Males	452	8.8%
2011 Pacific Islander Males	1	0.0%
2011 2 or more races Males	86	1.7%
2016 White Males	3,495	82.2%
2016 Black Males	562	13.2%
2016 Native American Males	1	0.0%
2016 Asian Males	109	2.6%
2016 Pacific Islander Males	1	0.0%
2016 2 or more races Males	82	1.9%

Female Population by Race

2011 White Females	4,878	77.1%
2011 Black Females	921	14.5%
2011 Native American Females	4	0.1%
2011 Asian Females	424	6.7%
2011 Pacific Islander Females	1	0.0%
2011 2 or more races Females	101	1.6%
2016 White Females	4,170	76.2%
2016 Black Females	777	14.2%
2016 Native American Females	4	0.1%
2016 Asian Females	423	7.7%
2016 Pacific Islander Females	1	0.0%
2016 2 or more races Females	97	1.8%

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Hispanic Population

2011 Hispanic Population	232	2.0%
2011 White not Hispanic Pop.	8,648	98.0%
2011 Hispanic Males	106	45.7%
2011 White not Hispanic Males	3,863	97.9%
2011 Hispanic Females	126	54.3%
2011 White not Hispanic Females	4,785	98.1%
2016 Hispanic Population	234	2.3%
2016 White not Hispanic Pop.	7,502	97.9%
2016 Hispanic Males	109	46.6%
2016 White not Hispanic Males	3,419	97.8%
2016 Hispanic Females	125	53.4%
2016 White not Hispanic Females	4,083	97.9%

Population by Sex

2011 Male Population	5,123	44.7%
2011 Female Population	6,329	55.3%
2016 Male Population	4,594	45.6%
2016 Female Population	5,473	54.4%

Population by Sex by Age

2011 Male 0 to 9 years	411	3.6%
2011 Male 10 to 19 years	636	5.5%
2011 Male 20 to 29 years	520	4.5%
2011 Male 30 to 39 years	383	3.3%
2011 Male 40 to 49 years	498	4.3%
2011 Male 50 to 59 years	659	5.8%
2011 Male 60 to 69 years	627	5.5%
2011 Male 70 to 79 years	548	4.8%
2011 Male 80 to 84 years	259	2.3%
2011 Male 85+ years	584	5.1%
2011 Female 0 to 9 years	508	4.4%
2011 Female 10 to 19 years	785	6.9%
2011 Female 20 to 29 years	642	5.6%
2011 Female 30 to 39 years	473	4.1%
2011 Female 40 to 49 years	615	5.4%
2011 Female 50 to 59 years	814	7.1%
2011 Female 60 to 69 years	774	6.8%
2011 Female 70 to 79 years	677	5.9%
2011 Female 80 to 85 years	320	2.8%
2011 Female 85+ years	721	6.3%

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2011 Population by Age

2011 Median Age	63	
2011 Pop. 0 to 4 years	388	3.4%
2011 Pop. 5 to 9 years	531	4.6%
2011 Pop. 10 to 14 years	646	5.6%
2011 Pop. 15 to 19 years	775	6.8%
2011 Pop. 20 to 24 years	641	5.6%
2011 Pop. 25 to 29 years	520	4.5%
2011 Pop. 30 to 34 years	430	3.8%
2011 Pop. 35 to 39 years	426	3.7%
2011 Pop. 40 to 44 years	498	4.3%
2011 Pop. 45 to 49 years	615	5.4%
2011 Pop. 50 to 54 years	713	6.2%
2011 Pop. 55 to 59 years	759	6.6%
2011 Pop. 60 to 64 years	737	6.4%
2011 Pop. 65 to 69 years	664	5.8%
2011 Pop. 70 to 74 years	619	5.4%
2011 Pop. 75 to 79 years	606	5.3%
2011 Pop. 80 to 84 years	580	5.1%
2011 Pop. 85+	1,304	11.4%

2016 Population by Age

2016 Median Age	58	
2016 Pop. 0 to 4 years	354	3.5%
2016 Pop. 5 to 9 years	467	4.6%
2016 Pop. 10 to 14 years	522	5.2%
2016 Pop. 15 to 19 years	614	6.1%
2016 Pop. 20 to 24 years	663	6.6%
2016 Pop. 25 to 29 years	588	5.8%
2016 Pop. 30 to 34 years	498	4.9%
2016 Pop. 35 to 39 years	431	4.8%
2016 Pop. 40 to 44 years	433	4.3%
2016 Pop. 45 to 49 years	485	4.8%
2016 Pop. 50 to 54 years	571	5.7%
2016 Pop. 55 to 59 years	638	6.3%
2016 Pop. 60 to 64 years	667	6.6%
2016 Pop. 65 to 69 years	632	6.3%
2016 Pop. 70 to 74 years	563	5.6%
2016 Pop. 75 to 79 years	497	4.9%
2016 Pop. 80 to 84 years	439	4.4%
2016 Pop. 85+	1,006	10.0%

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Children

2011 Pop. 0 to 5 (Infant-K)	492
2011 Pop. 6 to 17 (Gradeschool)	1,382
2016 Pop. 0 to 5 (Infant-K)	448
2016 6 to 17 (Gradeschool)	1,140

Educational Attainment

2011 Population 25+	7,228	
No Education	33	0.5%
Elementary	105	1.5%
Some High School No Diploma	394	5.5%
High School Graduate or Equiv.	1,310	18.1%
Some College	1,288	17.8%
Associate Degree	260	3.6%
Bachelor Degree	1,847	25.6%
Master Degree	963	13.3%
Professional Degree	808	11%
Doctorate Degree	222	3.1%

Employment & Drive Time

2000 Total Workers 16+	4,965	
Worked at Home	378	7.6%
Did not Work at Home	4,587	92.4%
under 5 minutes	141	3.1%
5 - 9 minutes	460	10.0%
10 -14 minutes	877	19.1%
15 - 19 minutes	495	10.8%
20 - 24 minutes	787	17.2%
25 - 29 minutes	425	9.3%
30 - 34 minutes	943	20.6%
35 - 39 minutes	100	2.2%
40 - 44 minutes	134	2.9%
45 - 59 minutes	108	2.4%
60 - 89 minutes	86	1.9%
90+ minutes	31	0.7%

Transportation to Work

Car, Truck, or Van	4,455	97.9%
<i>Drove Alone</i>	4,172	
<i>Carpooled</i>	283	
Public Transportation	71	1.6%
Other	26	0.6%

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TRADE AREA

2011 Households by Income

2011 Under \$10,000	392	8.1%
2011 \$10,000 - \$15,000	252	5.2%
2011 \$15,000 - \$20,000	245	5.1%
2011 \$20,000 - \$25,000	131	2.7%
2011 \$25,000 - \$30,000	332	6.8%
2011 \$30,000 - \$35,000	164	3.4%
2011 \$35,000 - \$40,000	288	5.9%
2011 \$40,000 - \$45,000	220	4.5%
2011 \$45,000 - \$50,000	307	6.3%
2011 \$50,000 - \$60,000	280	5.8%
2011 \$60,000 - \$75,000	387	8.0%
2011 \$75,000 - \$100,000	468	9.6%
2011 \$100,000 - \$125,000	313	6.4%
2011 \$125,000 - \$150,000	291	6.0%
2011 \$150,000 - \$200,000	357	7.4%
2011 \$200,000+	429	8.8%

2016 Households by Income

2016 Under \$10,000	236	5.5%
2016 \$10,000 - \$15,000	177	4.2%
2016 \$15,000 - \$20,000	200	4.7%
2016 \$20,000 - \$25,000	141	3.3%
2016 \$25,000 - \$30,000	168	3.9%
2016 \$30,000 - \$35,000	139	3.3%
2016 \$35,000 - \$40,000	199	4.7%
2016 \$40,000 - \$45,000	254	6.0%
2016 \$45,000 - \$50,000	161	3.8%
2016 \$50,000 - \$60,000	288	6.8%
2016 \$60,000 - \$75,000	399	9.4%
2016 \$75,000 - \$100,000	583	13.7%
2016 \$100,000 - \$125,000	377	8.9%
2016 \$125,000 - \$150,000	161	3.8%
2016 \$150,000 - \$200,000	315	7.4%
2016 \$200,000+	460	10.8%

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2011 Household Structure

Average HH Size	2.4	
1-person HH	1,807	21.6%
2-person HH	3,051	36.5%
2+ person family	2,927	35.0%
Families Married	2,482	
Families Married w/children	932	
Families Married no children	1,550	
Families Other	445	5.3%
Fam. Oth. Single Male Head	92	
Fam. Oth. Single Male Head w/ch.	43	
Fam. Oth. Single Male Head no/ch.	50	
Fam. Oth. Single Female Head	352	
Fam. Oth. Single Fem. Head w/ch.	208	
Fam. Oth. Single Fem. Head no/ch.	144	
Non-Family HH	124	1.5%

2016 Household Structure

Average HH Size	2.4	
1-person HH	1,509	20.5%
2-person HH	2,748	37.4%
2+ person Family	2,735	37.2%
Families Married	2,384	
Families Married w/children	886	
Families Married no children	1,498	
Families Other	351	4.8%
Fam. Oth. Single Male Head	54	
Fam. Oth. Single Male Head w/ch.	23	
Fam. Oth. Single Male Head no/ch.	32	
Fam. Oth. Single Female Head	297	
Fam. Oth. Single Fem. Head w/ch.	180	
Fam. Oth. Single Fem. Head no/ch.	116	
Non-Family HH	13	0.2%

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2011 Householders by Age

15-24 years	42	0.9%
25-34 years	462	9.5%
35-44 years	571	11.8%
45-54 years	838	17.3%
55-59 years	485	10.0%
60-64 years	400	8.2%
65-74 years	550	11.3%
75-84 years	759	15.6%
85+ years	750	15.4%

Housing

Median year Built	1961	
2000 Median Value	\$232,776	
2011 Total Housing Units	5,453	
2011 Owner Occupied	4,699	86.2%
2011 Renter Occupied	328	6.0%
2011 Vacant Housing Units	427	7.8%
2016 Total Housing Units	5,676	
2016 Owner Occupied	4,757	83.8%
2016 Renter Occupied	383	6.7%
2016 Vacant Housing Units	536	
2000 Total Housing Units	5,447	
2000 Owner Occupied	3,262	59.9%
2000 Renter Occupied	1,812	33.3%
2000 Total Vacant	373	6.8%
2000 Median Contract Rent	\$596	
2000 Gross Rent as % of HH Inc.	21.8	