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Client Name

FULL DEMOGRAPHIC PROFILE

Trade Area Report **TRADE AREA**
Custom Trade Area USA

Square Miles Land Mass 13.37

Population & Growth

2010 Total Population	42,441	
2010 Population Density	3,174	psm
2000-2010 Growth	10,552	33.1%
2000-2010 Avg. Annual Growth	1,055	3.3%
2015 Total Population	44,424	
2015 Population Density	3,322	psm
2010-2015 Proj. Pop. Growth	1,983	4.7%
2010-2015 Avg. Annual Growth	397	0.9%
2000 Total Population	31,889	
1990 Total Population	27,230	

Households & Growth

2010 Households	15,486	
2000-2010 Growth	4,160	36.7%
2000-2010 Avg. Annual Growth	520	5.2%
2015 Households	16,204	
2010-2015 Growth	718	4.6%
2010-2015 Avg. Annual Growth	144	0.9%
2000 Households	11,327	
1990 Households	8,740	

Families

2010 Families	11,919
2015 Families	12,471

Income

2010 Aggregate HH Income	\$1,020.23	million
2010 Average Household Income	\$65,879	
2010 Median Household Income	\$59,608	
2010 Per Capita Income	\$22,907	
2015 Aggregate HH Income	\$1,066.67	million
2015 Average Household Income	\$65,827	
2015 Median Household Income	\$59,625	
2015 Per Capita Income	\$22,855	

Daytime Demographics

Number of Employees	4,295	
Number of Businesses	424	
Avg. number Employees per Bus.	10.1	
Residents per Business	100.2	
Total Aggregate Annual Payroll	\$110.5	million

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Population by Race

2010 White Population	41,012	96.6%
2010 Black Population	623	1.5%
2010 Native American Population	13	0.0%
2010 Asian Population	548	1.3%
2010 Pacific Islander Population	0	0.0%
2010 2 or more races	245	0.6%
2015 White Population	42,724	96.2%
2015 Black Population	784	1.8%
2015 Native American Population	13	0.0%
2015 Asian Population	605	1.4%
2015 Pacific Islander Population	0	0.0%
2015 2 or more races	298	0.7%

Male Population by Race

2010 White Males	20,156	96.7%
2010 Black Males	296	1.4%
2010 Native American Males	5	0.0%
2010 Asian Males	268	1.3%
2010 Pacific Islander Males	0	0.0%
2010 2 or more races Males	111	0.5%
2015 White Males	21,024	95.1%
2015 Black Males	375	1.7%
2015 Native American Males	5	0.0%
2015 Asian Males	554	2.5%
2015 Pacific Islander Males	0	0.0%
2015 2 or more races Males	142	0.6%

Female Population by Race

2010 White Females	20,855	96.5%
2010 Black Females	328	1.5%
2010 Native American Females	8	0.0%
2010 Asian Females	280	1.3%
2010 Pacific Islander Females	0	0.0%
2010 2 or more races Females	134	0.6%
2015 White Females	21,700	96.1%
2015 Black Females	409	1.8%
2015 Native American Females	8	0.0%
2015 Asian Females	315	1.4%
2015 Pacific Islander Females	0	0.0%
2015 2 or more races Females	156	0.7%

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Hispanic Population

2010 Hispanic Population	870	2.0%
2010 White not Hispanic Pop.	40,016	97.6%
2010 Hispanic Males	443	50.9%
2010 White not Hispanic Males	19,648	97.5%
2010 Hispanic Females	427	49.1%
2010 White not Hispanic Females	20,368	97.7%
2015 Hispanic Population	1,096	2.5%
2015 White not Hispanic Pop.	41,450	97.0%
2015 Hispanic Males	554	50.5%
2015 White not Hispanic Males	20,368	96.9%
2015 Hispanic Females	543	49.5%
2015 White not Hispanic Females	21,082	97.2%

Population by Sex

2010 Male Population	20,836	49.1%
2010 Female Population	21,606	50.9%
2015 Male Population	21,836	49.2%
2015 Female Population	22,588	50.8%

Population by Sex by Age

2010 Male 0 to 9 years	2,594	6.1%
2010 Male 10 to 19 years	3,009	7.1%
2010 Male 20 to 29 years	2,786	6.6%
2010 Male 30 to 39 years	2,530	6.0%
2010 Male 40 to 49 years	3,168	7.5%
2010 Male 50 to 59 years	3,039	7.2%
2010 Male 60 to 69 years	1,981	4.7%
2010 Male 70 to 79 years	1,083	2.6%
2010 Male 80 to 84 years	320	0.8%
2010 Male 85+ years	326	0.8%
2010 Female 0 to 9 years	2,690	6.3%
2010 Female 10 to 19 years	3,120	7.4%
2010 Female 20 to 29 years	2,889	6.8%
2010 Female 30 to 39 years	2,624	6.2%
2010 Female 40 to 49 years	3,285	7.7%
2010 Female 50 to 59 years	3,151	7.4%
2010 Female 60 to 69 years	2,054	4.8%
2010 Female 70 to 79 years	1,123	2.6%
2010 Female 80 to 85 years	332	0.8%
2010 Female 85+ years	338	0.8%

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2010 Population by Age

2010 Median Age	44	
2010 Pop. 0 to 4 years	2,395	5.6%
2010 Pop. 5 to 9 years	2,888	6.8%
2010 Pop. 10 to 14 years	3,006	7.1%
2010 Pop. 15 to 19 years	3,123	7.4%
2010 Pop. 20 to 24 years	2,961	7.0%
2010 Pop. 25 to 29 years	2,715	6.4%
2010 Pop. 30 to 34 years	2,494	5.9%
2010 Pop. 35 to 39 years	2,659	6.3%
2010 Pop. 40 to 44 years	3,104	7.3%
2010 Pop. 45 to 49 years	3,349	7.9%
2010 Pop. 50 to 54 years	3,247	7.7%
2010 Pop. 55 to 59 years	2,943	6.9%
2010 Pop. 60 to 64 years	2,278	5.4%
2010 Pop. 65 to 69 years	1,757	4.1%
2010 Pop. 70 to 74 years	1,275	3.0%
2010 Pop. 75 to 79 years	931	2.2%
2010 Pop. 80 to 84 years	652	1.5%
2010 Pop. 85+	663	1.6%

2015 Population by Age

2015 Median Age	44	
2015 Pop. 0 to 4 years	2,385	5.4%
2015 Pop. 5 to 9 years	2,799	6.3%
2015 Pop. 10 to 14 years	2,908	6.5%
2015 Pop. 15 to 19 years	3,175	7.1%
2015 Pop. 20 to 24 years	3,223	7.3%
2015 Pop. 25 to 29 years	3,079	6.9%
2015 Pop. 30 to 34 years	2,626	5.9%
2015 Pop. 35 to 39 years	2,587	5.9%
2015 Pop. 40 to 44 years	2,763	6.2%
2015 Pop. 45 to 49 years	3,154	7.1%
2015 Pop. 50 to 54 years	3,236	7.3%
2015 Pop. 55 to 59 years	3,111	7.0%
2015 Pop. 60 to 64 years	2,678	6.0%
2015 Pop. 65 to 69 years	2,134	4.8%
2015 Pop. 70 to 74 years	1,644	3.7%
2015 Pop. 75 to 79 years	1,174	2.6%
2015 Pop. 80 to 84 years	858	1.9%
2015 Pop. 85+	890	2.0%

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Children

2010 Pop. 0 to 5 (Infant-K)	2,974
2010 Pop. 6 to 17 (Gradeschool)	6,566
2015 Pop. 0 to 5 (Infant-K)	2,946
2015 6 to 17 (Gradeschool)	6,416

Educational Attainment

2010 Population 25+	28,316	
No Education	172	0.6%
Elementary	560	2.0%
Some High School No Diploma	2,943	10.4%
High School Graduate or Equiv.	10,935	38.6%
Some College	6,319	22.3%
Associate Degree	1,987	7.0%
Bachelor Degree	4,191	14.8%
Master Degree	861	3.0%
Professional Degree	265	1%
Doctorate Degree	78	0.3%

Employment & Drive Time

2000 Total Workers 16+	16,451	
Worked at Home	393	2.4%
Did not Work at Home	16,058	97.6%
under 5 minutes	253	1.6%
5 - 9 minutes	1,430	8.9%
10 -14 minutes	1,797	11.2%
15 - 19 minutes	1,837	11.4%
20 - 24 minutes	2,225	13.9%
25 - 29 minutes	1,213	7.6%
30 - 34 minutes	2,717	16.9%
35 - 39 minutes	884	5.5%
40 - 44 minutes	1,170	7.3%
45 - 59 minutes	1,771	11.0%
60 - 89 minutes	571	3.6%
90+ minutes	190	1.2%

Transportation to Work

Car, Truck, or Van	15,667	98.2%
<i>Drove Alone</i>	14,600	
<i>Carpooled</i>	1,068	
Public Transportation	186	1.2%
Other	101	0.6%

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2010 Households by Income

2010 Under \$10,000	638	4.2%
2010 \$10,000 - \$15,000	616	4.0%
2010 \$15,000 - \$20,000	496	3.2%
2010 \$20,000 - \$25,000	720	4.7%
2010 \$25,000 - \$30,000	811	5.3%
2010 \$30,000 - \$35,000	754	4.9%
2010 \$35,000 - \$40,000	1,085	7.1%
2010 \$40,000 - \$45,000	796	5.2%
2010 \$45,000 - \$50,000	964	6.3%
2010 \$50,000 - \$60,000	1,748	11.4%
2010 \$60,000 - \$75,000	2,496	16.3%
2010 \$75,000 - \$100,000	2,629	17.2%
2010 \$100,000 - \$125,000	839	5.5%
2010 \$125,000 - \$150,000	479	3.1%
2010 \$150,000 - \$200,000	144	0.9%
2010 \$200,000+	107	0.7%

2015 Households by Income

2015 Under \$10,000	670	4.2%
2015 \$10,000 - \$15,000	651	4.1%
2015 \$15,000 - \$20,000	521	3.2%
2015 \$20,000 - \$25,000	756	4.7%
2015 \$25,000 - \$30,000	852	5.3%
2015 \$30,000 - \$35,000	792	4.9%
2015 \$35,000 - \$40,000	1,136	7.1%
2015 \$40,000 - \$45,000	836	5.2%
2015 \$45,000 - \$50,000	1,015	6.3%
2015 \$50,000 - \$60,000	1,832	11.4%
2015 \$60,000 - \$75,000	2,611	16.3%
2015 \$75,000 - \$100,000	2,747	17.1%
2015 \$100,000 - \$125,000	877	5.5%
2015 \$125,000 - \$150,000	503	3.1%
2015 \$150,000 - \$200,000	151	0.9%
2015 \$200,000+	112	0.7%

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2010 Household Structure

Average HH Size	2.8	
1-person HH	2,922	9.7%
2-person HH	12,562	41.7%
2+ person family	11,919	39.5%
Families Married	9,806	
Families Married w/children	4,824	
Families Married no children	4,984	
Families Other	2,114	7.0%
Fam. Oth. Single Male Head	626	
Fam. Oth. Single Male Head w/ch.	305	
Fam. Oth. Single Male Head no/ch.	321	
Fam. Oth. Single Female Head	1,488	
Fam. Oth. Single Fem. Head w/ch.	810	
Fam. Oth. Single Fem. Head no/ch.	676	
Non-Family HH	641	2.1%

2015 Household Structure

Average HH Size	2.8	
1-person HH	3,065	9.7%
2-person HH	13,144	41.6%
2+ person Family	12,471	39.5%
Families Married	10,256	
Families Married w/children	5,053	
Families Married no children	5,203	
Families Other	2,214	7.0%
Fam. Oth. Single Male Head	656	
Fam. Oth. Single Male Head w/ch.	320	
Fam. Oth. Single Male Head no/ch.	335	
Fam. Oth. Single Female Head	1,560	
Fam. Oth. Single Fem. Head w/ch.	850	
Fam. Oth. Single Fem. Head no/ch.	709	
Non-Family HH	673	2.1%

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2010 Householders by Age

15-24 years	697	4.5%
25-34 years	1,498	9.7%
35-44 years	3,206	20.7%
45-54 years	3,824	24.7%
55-59 years	1,833	11.8%
60-64 years	1,348	8.7%
65-74 years	1,780	11.5%
75-84 years	1,213	7.8%
85+ years	83	0.5%

Housing

Median year Built	1976	
2000 Median Value	\$143,374	
2010 Total Housing Units	15,677	
2010 Owner Occupied	12,097	77.2%
2010 Renter Occupied	3,102	19.8%
2010 Vacant Housing Units	479	3.1%
2015 Total Housing Units	15,677	
2015 Owner Occupied	12,097	77.2%
2015 Renter Occupied	3,102	19.8%
2015 Vacant Housing Units	479	
2000 Total Housing Units	11,703	
2000 Owner Occupied	9,118	77.9%
2000 Renter Occupied	2,240	19.1%
2000 Total Vacant	346	3.0%
2000 Median Contract Rent	\$567	
2000 Gross Rent as % of HH Inc.	25.8	