



Coordinates

X: 0.0000

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Prepared for:
Client Name

FULL DEMOGRAPHIC PROFILE

Zip Code Trade Area	TRADE AREA	
Any Zip Code USA		
Square Miles Land Mass	12.55	
Population & Growth		
2010 Total Population	29,259	
2010 Population Density	2,332 psm	
2000-2010 Growth	-6,561	-18.3%
2000-2010 Avg. Annual Growth	-656	-1.8%
2015 Total Population	26,947	
2015 Population Density	2,147 psm	
2010-2015 Proj. Pop. Growth	-2,311	-7.9%
2010-2015 Avg. Annual Growth	-462	-1.6%
2000 Total Population	35,819	
1990 Total Population	36,240	
Households & Growth		
2010 Households	12,038	
2000-2010 Growth	-2,758	-18.6%
2000-2010 Avg. Annual Growth	-345	-2.7%
2015 Households	11,084	
2010-2015 Growth	-954	-7.9%
2010-2015 Avg. Annual Growth	-191	-1.6%
2000 Households	14,796	
1990 Households	14,303	
Families		
2010 Families	8,003	
2015 Families	7,395	
Income		
2010 Aggregate HH Income	\$1,244.51 million	
2010 Average Household Income	\$103,381	
2010 Median Household Income	\$74,942	
2010 Per Capita Income	\$38,839	
2015 Aggregate HH Income	\$1,141.69 million	
2015 Average Household Income	\$103,001	
2015 Median Household Income	\$74,760	
2015 Per Capita Income	\$38,682	
Daytime Demographics		
Number of Employees	37,285	
Number of Businesses	2,126	
Avg. number Employees per Bus.	17.5	
Residents per Business	13.8	
Total Aggregate Annual Payroll	\$1,480.8 million	

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Population by Race

2010 White Population	17,967	61.4%
2010 Black Population	9,732	33.3%
2010 Native American Population	8	0.0%
2010 Asian Population	1,151	3.9%
2010 Pacific Islander Population	9	0.0%
2010 2 or more races	391	1.3%
2015 White Population	16,235	60.2%
2015 Black Population	9,195	34.1%
2015 Native American Population	7	0.0%
2015 Asian Population	1,163	4.3%
2015 Pacific Islander Population	7	0.0%
2015 2 or more races	339	1.3%

Male Population by Race

2010 White Males	8,401	62.4%
2010 Black Males	4,328	32.1%
2010 Native American Males	0	0.0%
2010 Asian Males	559	4.2%
2010 Pacific Islander Males	6	0.0%
2010 2 or more races Males	177	1.3%
2015 White Males	7,654	63.5%
2015 Black Males	4,105	34.1%
2015 Native American Males	0	0.0%
2015 Asian Males	137	1.1%
2015 Pacific Islander Males	4	0.0%
2015 2 or more races Males	153	1.3%

Female Population by Race

2010 White Females	9,566	60.6%
2010 Black Females	5,404	34.2%
2010 Native American Females	8	0.1%
2010 Asian Females	592	3.7%
2010 Pacific Islander Females	3	0.0%
2010 2 or more races Females	214	1.4%
2015 White Females	8,581	59.4%
2015 Black Females	5,090	35.2%
2015 Native American Females	7	0.1%
2015 Asian Females	588	4.1%
2015 Pacific Islander Females	3	0.0%
2015 2 or more races Females	186	1.3%

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Hispanic Population

2010 Hispanic Population	303	1.0%
2010 White not Hispanic Pop.	17,617	98.1%
2010 Hispanic Males	142	46.8%
2010 White not Hispanic Males	8,229	98.0%
2010 Hispanic Females	161	53.2%
2010 White not Hispanic Females	9,388	98.1%
2015 Hispanic Population	302	1.1%
2015 White not Hispanic Pop.	15,856	97.7%
2015 Hispanic Males	137	45.2%
2015 White not Hispanic Males	7,465	97.5%
2015 Hispanic Females	166	54.8%
2015 White not Hispanic Females	8,391	97.8%

Population by Sex

2010 Male Population	13,471	46.0%
2010 Female Population	15,787	54.0%
2015 Male Population	12,492	46.4%
2015 Female Population	14,456	53.6%

Population by Sex by Age

2010 Male 0 to 9 years	1,262	4.3%
2010 Male 10 to 19 years	1,686	5.8%
2010 Male 20 to 29 years	1,638	5.6%
2010 Male 30 to 39 years	1,251	4.3%
2010 Male 40 to 49 years	1,658	5.7%
2010 Male 50 to 59 years	2,048	7.0%
2010 Male 60 to 69 years	1,600	5.5%
2010 Male 70 to 79 years	1,171	4.0%
2010 Male 80 to 84 years	463	1.6%
2010 Male 85+ years	694	2.4%
2010 Female 0 to 9 years	1,479	5.1%
2010 Female 10 to 19 years	1,975	6.8%
2010 Female 20 to 29 years	1,920	6.6%
2010 Female 30 to 39 years	1,466	5.0%
2010 Female 40 to 49 years	1,943	6.6%
2010 Female 50 to 59 years	2,400	8.2%
2010 Female 60 to 69 years	1,875	6.4%
2010 Female 70 to 79 years	1,373	4.7%
2010 Female 80 to 85 years	543	1.9%
2010 Female 85+ years	813	2.8%

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2010 Population by Age

2010 Median Age	54	
2010 Pop. 0 to 4 years	1,238	4.2%
2010 Pop. 5 to 9 years	1,503	5.1%
2010 Pop. 10 to 14 years	1,696	5.8%
2010 Pop. 15 to 19 years	1,965	6.7%
2010 Pop. 20 to 24 years	1,901	6.5%
2010 Pop. 25 to 29 years	1,657	5.7%
2010 Pop. 30 to 34 years	1,353	4.6%
2010 Pop. 35 to 39 years	1,364	4.7%
2010 Pop. 40 to 44 years	1,623	5.5%
2010 Pop. 45 to 49 years	1,978	6.8%
2010 Pop. 50 to 54 years	2,202	7.5%
2010 Pop. 55 to 59 years	2,245	7.7%
2010 Pop. 60 to 64 years	1,887	6.5%
2010 Pop. 65 to 69 years	1,588	5.4%
2010 Pop. 70 to 74 years	1,359	4.6%
2010 Pop. 75 to 79 years	1,185	4.0%
2010 Pop. 80 to 84 years	1,006	3.4%
2010 Pop. 85+	1,507	5.2%

2015 Population by Age

2015 Median Age	54	
2015 Pop. 0 to 4 years	1,180	4.4%
2015 Pop. 5 to 9 years	1,392	5.2%
2015 Pop. 10 to 14 years	1,479	5.5%
2015 Pop. 15 to 19 years	1,683	6.2%
2015 Pop. 20 to 24 years	1,810	6.7%
2015 Pop. 25 to 29 years	1,786	6.6%
2015 Pop. 30 to 34 years	1,466	5.4%
2015 Pop. 35 to 39 years	1,346	5.3%
2015 Pop. 40 to 44 years	1,368	5.1%
2015 Pop. 45 to 49 years	1,594	5.9%
2015 Pop. 50 to 54 years	1,801	6.7%
2015 Pop. 55 to 59 years	1,945	7.2%
2015 Pop. 60 to 64 years	1,819	6.8%
2015 Pop. 65 to 69 years	1,587	5.9%
2015 Pop. 70 to 74 years	1,343	5.0%
2015 Pop. 75 to 79 years	1,097	4.1%
2015 Pop. 80 to 84 years	890	3.3%
2015 Pop. 85+	1,361	5.1%

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Children

2010 Pop. 0 to 5 (Infant-K)	1,539
2010 Pop. 6 to 17 (Gradeschool)	3,686
2015 Pop. 0 to 5 (Infant-K)	1,459
2015 6 to 17 (Gradeschool)	3,265

Educational Attainment

2010 Population 25+	21,669	
No Education	128	0.6%
Elementary	466	2.1%
Some High School No Diploma	1,416	6.5%
High School Graduate or Equiv.	3,757	17.3%
Some College	3,862	17.8%
Associate Degree	960	4.4%
Bachelor Degree	5,244	24.2%
Master Degree	2,897	13.4%
Professional Degree	2,255	10%
Doctorate Degree	682	3.1%

Employment & Drive Time

2000 Total Workers 16+	15,931	
Worked at Home	876	5.5%
Did not Work at Home	15,056	94.5%
under 5 minutes	398	2.6%
5 - 9 minutes	1,408	9.4%
10 -14 minutes	2,130	14.1%
15 - 19 minutes	2,277	15.1%
20 - 24 minutes	2,525	16.8%
25 - 29 minutes	1,570	10.4%
30 - 34 minutes	2,760	18.3%
35 - 39 minutes	445	3.0%
40 - 44 minutes	438	2.9%
45 - 59 minutes	640	4.2%
60 - 89 minutes	302	2.0%
90+ minutes	165	1.1%

Transportation to Work

Car, Truck, or Van	13,989	93.9%
<i>Drove Alone</i>	12,882	
<i>Carpooled</i>	1,106	
Public Transportation	822	5.5%
Other	94	0.6%

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2010 Households by Income

2010 Under \$10,000	636	5.4%
2010 \$10,000 - \$15,000	493	4.2%
2010 \$15,000 - \$20,000	528	4.5%
2010 \$20,000 - \$25,000	533	4.5%
2010 \$25,000 - \$30,000	596	5.0%
2010 \$30,000 - \$35,000	563	4.8%
2010 \$35,000 - \$40,000	604	5.1%
2010 \$40,000 - \$45,000	557	4.7%
2010 \$45,000 - \$50,000	453	3.8%
2010 \$50,000 - \$60,000	825	7.0%
2010 \$60,000 - \$75,000	1,145	9.7%
2010 \$75,000 - \$100,000	1,556	13.2%
2010 \$100,000 - \$125,000	866	7.3%
2010 \$125,000 - \$150,000	480	4.1%
2010 \$150,000 - \$200,000	720	6.1%
2010 \$200,000+	1,241	10.5%

2015 Households by Income

2015 Under \$10,000	576	5.3%
2015 \$10,000 - \$15,000	452	4.2%
2015 \$15,000 - \$20,000	475	4.4%
2015 \$20,000 - \$25,000	492	4.5%
2015 \$25,000 - \$30,000	550	5.1%
2015 \$30,000 - \$35,000	519	4.8%
2015 \$35,000 - \$40,000	555	5.1%
2015 \$40,000 - \$45,000	506	4.7%
2015 \$45,000 - \$50,000	412	3.8%
2015 \$50,000 - \$60,000	756	7.0%
2015 \$60,000 - \$75,000	1,057	9.8%
2015 \$75,000 - \$100,000	1,438	13.3%
2015 \$100,000 - \$125,000	791	7.3%
2015 \$125,000 - \$150,000	444	4.1%
2015 \$150,000 - \$200,000	662	6.1%
2015 \$200,000+	1,137	10.5%

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2010 Household Structure

Average HH Size	2.4	
1-person HH	3,760	17.0%
2-person HH	8,431	38.1%
2+ person family	8,003	36.2%
Families Married	6,494	
Families Married w/children	2,590	
Families Married no children	3,907	
Families Other	1,504	6.8%
Fam. Oth. Single Male Head	236	
Fam. Oth. Single Male Head w/ch.	96	
Fam. Oth. Single Male Head no/ch.	139	
Fam. Oth. Single Female Head	1,267	
Fam. Oth. Single Fem. Head w/ch.	757	
Fam. Oth. Single Fem. Head no/ch.	511	
Non-Family HH	430	1.9%

2015 Household Structure

Average HH Size	2.4	
1-person HH	3,428	16.8%
2-person HH	7,798	38.2%
2+ person Family	7,395	36.2%
Families Married	5,990	
Families Married w/children	2,405	
Families Married no children	3,584	
Families Other	1,409	6.9%
Fam. Oth. Single Male Head	221	
Fam. Oth. Single Male Head w/ch.	91	
Fam. Oth. Single Male Head no/ch.	131	
Fam. Oth. Single Female Head	1,189	
Fam. Oth. Single Fem. Head w/ch.	711	
Fam. Oth. Single Fem. Head no/ch.	478	
Non-Family HH	400	2.0%

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2010 Householders by Age

15-24 years	190	1.6%
25-34 years	660	5.5%
35-44 years	1,703	14.1%
45-54 years	2,525	20.9%
55-59 years	1,464	12.1%
60-64 years	1,201	9.9%
65-74 years	2,084	17.2%
75-84 years	2,059	17.0%
85+ years	203	1.7%

Housing

Median year Built	1955	
2000 Median Value	\$230,892	
2010 Total Housing Units	15,831	
2010 Owner Occupied	10,208	64.5%
2010 Renter Occupied	4,629	29.2%
2010 Vacant Housing Units	996	6.3%
2015 Total Housing Units	15,931	
2015 Owner Occupied	10,265	64.4%
2015 Renter Occupied	4,667	29.3%
2015 Vacant Housing Units	1,002	
2000 Total Housing Units	15,685	
2000 Owner Occupied	10,161	64.8%
2000 Renter Occupied	4,537	28.9%
2000 Total Vacant	987	6.3%
2000 Median Contract Rent	\$594	
2000 Gross Rent as % of HH Inc.	22.7	