



Coordinates

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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		
2011 Total Population	33,549	
2011 Population Density	2,674	psm
2010-2011 Growth	-709	-2.1%
2010-2011 Avg. Annual Growth	-709	-2.1%
2016 Total Population	30,593	
2016 Population Density	2,438	psm
2011-2016 Proj. Pop. Growth	-2,956	-8.8%
2011-2016 Avg. Annual Growth	-591	-1.8%
2010 Total Population	34,258	
2000 Total Population	35,819	
1990 Total Population	36,240	
Households & Growth		
2011 Households	14,082	
2010-2011 Growth	-301	-2.1%
2010-2011 Avg. Annual Growth	-301	-2.1%
2016 Households	12,812	
2011-2016 Growth	-1,270	-9.0%
2011-2016 Avg. Annual Growth	-254	-1.8%
2010 Households	14,383	
Families		
2011 Families	8,936	
2016 Families	8,540	
Income		
2011 Aggregate HH Income	\$1,423.22	million
2011 Average Household Income	\$101,063	
2011 Median Household Income	\$91,095	
2011 Per Capita Income	\$38,558	
2016 Aggregate HH Income	\$1,316.89	million
2016 Average Household Income	\$102,784	
2016 Median Household Income	\$74,216	
2016 Per Capita Income	\$39,255	
Daytime Demographics		
Number of Employees	35,780	
Number of Businesses	1,993	
Avg. number Employees per Bus.	18.0	
Residents per Business	16.8	
Total Aggregate Annual Payroll	\$1,785.0	million

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Population by Race

2011 White Population	19,322	57.6%
2011 Black Population	11,795	35.2%
2011 Native American Population	38	0.1%
2011 Asian Population	1,526	4.5%
2011 Pacific Islander Population	5	0.0%
2011 2 or more races	863	2.6%
2016 White Population	17,315	56.6%
2016 Black Population	10,873	35.5%
2016 Native American Population	37	0.1%
2016 Asian Population	1,528	5.0%
2016 Pacific Islander Population	6	0.0%
2016 2 or more races	834	2.7%

Male Population by Race

2011 White Males	8,974	58.0%
2011 Black Males	5,280	34.2%
2011 Native American Males	17	0.1%
2011 Asian Males	775	5.0%
2011 Pacific Islander Males	2	0.0%
2011 2 or more races Males	412	2.7%
2016 White Males	8,128	58.9%
2016 Black Males	4,915	35.6%
2016 Native American Males	16	0.1%
2016 Asian Males	346	2.5%
2016 Pacific Islander Males	3	0.0%
2016 2 or more races Males	401	2.9%

Female Population by Race

2011 White Females	10,348	57.2%
2011 Black Females	6,515	36.0%
2011 Native American Females	21	0.1%
2011 Asian Females	751	4.2%
2011 Pacific Islander Females	3	0.0%
2011 2 or more races Females	451	2.5%
2016 White Females	9,187	56.2%
2016 Black Females	5,958	36.4%
2016 Native American Females	21	0.1%
2016 Asian Females	756	4.6%
2016 Pacific Islander Females	3	0.0%
2016 2 or more races Females	432	2.6%

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Hispanic Population

2011 Hispanic Population	667	2.0%
2011 White not Hispanic Pop.	18,913	97.9%
2011 Hispanic Males	321	48.1%
2011 White not Hispanic Males	8,778	97.8%
2011 Hispanic Females	346	51.9%
2011 White not Hispanic Females	10,135	97.9%
2016 Hispanic Population	708	2.3%
2016 White not Hispanic Pop.	16,925	97.7%
2016 Hispanic Males	346	48.9%
2016 White not Hispanic Males	7,939	97.7%
2016 Hispanic Females	362	51.1%
2016 White not Hispanic Females	8,986	97.8%

Population by Sex

2011 Male Population	15,460	46.1%
2011 Female Population	18,090	53.9%
2016 Male Population	14,235	46.5%
2016 Female Population	16,358	53.5%

Population by Sex by Age

2011 Male 0 to 9 years	1,513	4.5%
2011 Male 10 to 19 years	2,110	6.3%
2011 Male 20 to 29 years	1,765	5.3%
2011 Male 30 to 39 years	1,389	4.1%
2011 Male 40 to 49 years	1,686	5.0%
2011 Male 50 to 59 years	2,079	6.2%
2011 Male 60 to 69 years	1,881	5.6%
2011 Male 70 to 79 years	1,420	4.2%
2011 Male 80 to 84 years	569	1.7%
2011 Male 85+ years	1,047	3.1%
2011 Female 0 to 9 years	1,771	5.3%
2011 Female 10 to 19 years	2,469	7.4%
2011 Female 20 to 29 years	2,065	6.2%
2011 Female 30 to 39 years	1,626	4.8%
2011 Female 40 to 49 years	1,973	5.9%
2011 Female 50 to 59 years	2,433	7.3%
2011 Female 60 to 69 years	2,200	6.6%
2011 Female 70 to 79 years	1,662	5.0%
2011 Female 80 to 85 years	665	2.0%
2011 Female 85+ years	1,225	3.7%

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2011 Population by Age

2011 Median Age	54	
2011 Pop. 0 to 4 years	1,412	4.2%
2011 Pop. 5 to 9 years	1,872	5.6%
2011 Pop. 10 to 14 years	2,147	6.4%
2011 Pop. 15 to 19 years	2,432	7.3%
2011 Pop. 20 to 24 years	2,085	6.2%
2011 Pop. 25 to 29 years	1,746	5.2%
2011 Pop. 30 to 34 years	1,508	4.5%
2011 Pop. 35 to 39 years	1,508	4.5%
2011 Pop. 40 to 44 years	1,691	5.0%
2011 Pop. 45 to 49 years	1,968	5.9%
2011 Pop. 50 to 54 years	2,216	6.6%
2011 Pop. 55 to 59 years	2,295	6.8%
2011 Pop. 60 to 64 years	2,175	6.5%
2011 Pop. 65 to 69 years	1,906	5.7%
2011 Pop. 70 to 74 years	1,639	4.9%
2011 Pop. 75 to 79 years	1,443	4.3%
2011 Pop. 80 to 84 years	1,234	3.7%
2011 Pop. 85+	2,272	6.8%

2016 Population by Age

2016 Median Age	52	
2016 Pop. 0 to 4 years	1,307	4.3%
2016 Pop. 5 to 9 years	1,674	5.5%
2016 Pop. 10 to 14 years	1,802	5.9%
2016 Pop. 15 to 19 years	2,038	6.7%
2016 Pop. 20 to 24 years	2,128	7.0%
2016 Pop. 25 to 29 years	1,921	6.3%
2016 Pop. 30 to 34 years	1,648	5.4%
2016 Pop. 35 to 39 years	1,474	5.1%
2016 Pop. 40 to 44 years	1,476	4.8%
2016 Pop. 45 to 49 years	1,613	5.3%
2016 Pop. 50 to 54 years	1,813	5.9%
2016 Pop. 55 to 59 years	1,982	6.5%
2016 Pop. 60 to 64 years	1,998	6.5%
2016 Pop. 65 to 69 years	1,857	6.1%
2016 Pop. 70 to 74 years	1,590	5.2%
2016 Pop. 75 to 79 years	1,297	4.2%
2016 Pop. 80 to 84 years	1,037	3.4%
2016 Pop. 85+	1,938	6.3%

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Children

2011 Pop. 0 to 5 (Infant-K)	1,785
2011 Pop. 6 to 17 (Gradeschool)	4,620
2016 Pop. 0 to 5 (Infant-K)	1,643
2016 6 to 17 (Gradeschool)	3,955

Educational Attainment

2011 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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2011 Households by Income

2011 Under \$10,000	750	5.4%
2011 \$10,000 - \$15,000	704	5.0%
2011 \$15,000 - \$20,000	636	4.5%
2011 \$20,000 - \$25,000	623	4.4%
2011 \$25,000 - \$30,000	780	5.6%
2011 \$30,000 - \$35,000	645	4.6%
2011 \$35,000 - \$40,000	675	4.8%
2011 \$40,000 - \$45,000	659	4.7%
2011 \$45,000 - \$50,000	734	5.2%
2011 \$50,000 - \$60,000	788	5.6%
2011 \$60,000 - \$75,000	1,368	9.8%
2011 \$75,000 - \$100,000	1,471	10.5%
2011 \$100,000 - \$125,000	1,029	7.3%
2011 \$125,000 - \$150,000	775	5.5%
2011 \$150,000 - \$200,000	833	6.0%
2011 \$200,000+	1,532	10.9%

2016 Households by Income

2016 Under \$10,000	712	5.6%
2016 \$10,000 - \$15,000	539	4.2%
2016 \$15,000 - \$20,000	570	4.4%
2016 \$20,000 - \$25,000	583	4.6%
2016 \$25,000 - \$30,000	636	5.0%
2016 \$30,000 - \$35,000	585	4.6%
2016 \$35,000 - \$40,000	647	5.0%
2016 \$40,000 - \$45,000	598	4.7%
2016 \$45,000 - \$50,000	489	3.8%
2016 \$50,000 - \$60,000	886	6.9%
2016 \$60,000 - \$75,000	1,241	9.7%
2016 \$75,000 - \$100,000	1,683	13.1%
2016 \$100,000 - \$125,000	946	7.4%
2016 \$125,000 - \$150,000	536	4.2%
2016 \$150,000 - \$200,000	815	6.4%
2016 \$200,000+	1,346	10.5%

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2011 Household Structure

Average HH Size	2.3	
1-person HH	4,756	18.5%
2-person HH	9,326	36.3%
2+ person family	8,936	34.8%
Families Married	6,671	
Families Married w/children	2,606	
Families Married no children	4,065	
Families Other	2,265	8.8%
Fam. Oth. Single Male Head	386	
Fam. Oth. Single Male Head w/ch.	161	
Fam. Oth. Single Male Head no/ch.	225	
Fam. Oth. Single Female Head	1,878	
Fam. Oth. Single Fem. Head w/ch.	976	
Fam. Oth. Single Fem. Head no/ch.	902	
Non-Family HH	390	1.5%

2016 Household Structure

Average HH Size	2.3	
1-person HH	4,129	17.5%
2-person HH	8,683	36.8%
2+ person Family	8,540	36.2%
Families Married	6,468	
Families Married w/children	2,512	
Families Married no children	3,957	
Families Other	2,072	8.8%
Fam. Oth. Single Male Head	305	
Fam. Oth. Single Male Head w/ch.	125	
Fam. Oth. Single Male Head no/ch.	180	
Fam. Oth. Single Female Head	1,767	
Fam. Oth. Single Fem. Head w/ch.	919	
Fam. Oth. Single Fem. Head no/ch.	848	
Non-Family HH	143	0.6%

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2011 Householders by Age

15-24 years	218	1.6%
25-34 years	1,330	9.4%
35-44 years	2,052	14.6%
45-54 years	2,742	19.5%
55-59 years	1,527	10.8%
60-64 years	1,326	9.4%
65-74 years	1,896	13.5%
75-84 years	1,787	12.7%
85+ years	1,204	8.6%

Housing

Median year Built	1955	
2000 Median Value	\$230,892	
2011 Total Housing Units	16,049	
2011 Owner Occupied	11,650	72.6%
2011 Renter Occupied	2,870	17.9%
2011 Vacant Housing Units	1,530	9.5%
2016 Total Housing Units	16,699	
2016 Owner Occupied	11,823	70.8%
2016 Renter Occupied	3,030	18.1%
2016 Vacant Housing Units	1,846	
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	