



Prepared for:
Client Name

FULL DEMOGRAPHIC PROFILE

Coordinates
X: 0.0000
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County Trade Area	TRADE AREA	
Any County USA		
Square Miles Land Mass	587.06	
Population & Growth		
CurYr Total Population	400,008	
CurYr Population Density	681 psm	
Actual-CurYr Growth	35,077	9.6%
Actual-CurYr Avg. Annual Growth	5,011	1.4%
5yr proj Total Population	410,629	
5yr proj Population Density	699 psm	
CurYr-5yr proj Proj. Pop. Growth	10,620	2.7%
CurYr-5yr proj Avg. Annual Growth	1,517	0.4%
Actual Total Population	364,932	
2000 Total Population	325,957	
1990 Total Population	277,776	
Households & Growth		
CurYr Households	182,296	
Actual-CurYr Growth	14,487	8.6%
Actual-CurYr Avg. Annual Growth	2,070	1.2%
5yr proj Households	185,609	
CurYr-5yr proj Growth	3,313	1.8%
CurYr-5yr proj Avg. Annual Growth	473	0.3%
Actual Households	167,809	
Families		
CurYr Families	112,287	
5yr proj Families	114,588	
Income		
CurYr Aggregate HH Income	\$17,143.84 million	
CurYr Average Household Income	\$94,044	
CurYr Median Household Income	\$71,916	
CurYr Per Capita Income	\$40,162	
5yr proj Aggregate HH Income	\$17,122.64 million	
5yr proj Average Household Income	\$92,251	
5yr proj Median Household Income	\$71,610	
5yr proj Per Capita Income	\$39,401	
Daytime Demographics		
Number of Employees	119,980	
Number of Businesses	12,319	
Avg. number Employees per Bus.	9.7	
Residents per Business	32.5	
Total Aggregate Annual Payroll	\$4,145.5 million	

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Population by Race

CurYr White Population	371,260	92.8%
CurYr Black Population	15,859	4.0%
CurYr Native American Population	139	0.0%
CurYr Asian Population	2,279	0.6%
CurYr Pacific Islander Population	11	0.0%
CurYr 2 or more races	10,460	2.6%
5yr proj White Population	378,360	92.1%
5yr proj Black Population	18,033	4.4%
5yr proj Native American Population	131	0.0%
5yr proj Asian Population	2,423	0.6%
5yr proj Pacific Islander Population	17	0.0%
5yr proj 2 or more races	11,665	2.8%

Male Population by Race

CurYr White Males	174,213	92.7%
CurYr Black Males	7,547	4.0%
CurYr Native American Males	75	0.0%
CurYr Asian Males	928	0.5%
CurYr Pacific Islander Males	7	0.0%
CurYr 2 or more races Males	5,183	2.8%
5yr proj White Males	177,955	85.0%
5yr proj Black Males	8,545	4.1%
5yr proj Native American Males	75	0.0%
5yr proj Asian Males	17,125	8.2%
5yr proj Pacific Islander Males	10	0.0%
5yr proj 2 or more races Males	5,695	2.7%

Female Population by Race

CurYr White Females	197,047	92.9%
CurYr Black Females	8,312	3.9%
CurYr Native American Females	64	0.0%
CurYr Asian Females	1,351	0.6%
CurYr Pacific Islander Females	4	0.0%
CurYr 2 or more races Females	5,277	2.5%
5yr proj White Females	200,405	92.2%
5yr proj Black Females	9,488	4.4%
5yr proj Native American Females	56	0.0%
5yr proj Asian Females	1,420	0.7%
5yr proj Pacific Islander Females	7	0.0%
5yr proj 2 or more races Females	5,970	2.7%

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Hispanic Population

CurYr Hispanic Population	29,043	7.3%
CurYr White not Hispanic Pop.	327,847	88.3%
CurYr Hispanic Males	14,463	49.8%
CurYr White not Hispanic Males	153,079	87.9%
CurYr Hispanic Females	14,580	50.2%
CurYr White not Hispanic Females	174,768	88.7%
5yr proj Hispanic Population	34,340	8.4%
5yr proj White not Hispanic Pop.	335,174	88.6%
5yr proj Hispanic Males	17,125	49.9%
5yr proj White not Hispanic Males	156,686	88.0%
5yr proj Hispanic Females	17,215	50.1%
5yr proj White not Hispanic Females	178,488	89.1%

Population by Sex

CurYr Male Population	187,953	47.0%
CurYr Female Population	212,055	53.0%
5yr proj Male Population	193,282	47.1%
5yr proj Female Population	217,346	52.9%

Population by Sex by Age

CurYr Male 0 to 9 years	16,306	4.1%
CurYr Male 10 to 19 years	17,214	4.3%
CurYr Male 20 to 29 years	17,578	4.4%
CurYr Male 30 to 39 years	16,875	4.2%
CurYr Male 40 to 49 years	18,296	4.6%
CurYr Male 50 to 59 years	21,950	5.5%
CurYr Male 60 to 69 years	23,462	5.9%
CurYr Male 70 to 79 years	22,902	5.7%
CurYr Male 80 to 84 years	10,210	2.6%
CurYr Male 85+ years	23,159	5.8%
CurYr Female 0 to 9 years	18,397	4.6%
CurYr Female 10 to 19 years	19,421	4.9%
CurYr Female 20 to 29 years	19,832	5.0%
CurYr Female 30 to 39 years	19,039	4.8%
CurYr Female 40 to 49 years	20,643	5.2%
CurYr Female 50 to 59 years	24,764	6.2%
CurYr Female 60 to 69 years	26,471	6.6%
CurYr Female 70 to 79 years	25,838	6.5%
CurYr Female 80 to 85 years	11,520	2.9%
CurYr Female 85+ years	26,129	6.5%

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CurYr Population by Age

CurYr Median Age	56	
CurYr Pop. 0 to 4 years	16,299	4.1%
CurYr Pop. 5 to 9 years	18,404	4.6%
CurYr Pop. 10 to 14 years	18,258	4.6%
CurYr Pop. 15 to 19 years	18,377	4.6%
CurYr Pop. 20 to 24 years	18,702	4.7%
CurYr Pop. 25 to 29 years	18,709	4.7%
CurYr Pop. 30 to 34 years	18,141	4.5%
CurYr Pop. 35 to 39 years	17,773	4.4%
CurYr Pop. 40 to 44 years	18,419	4.6%
CurYr Pop. 45 to 49 years	20,520	5.1%
CurYr Pop. 50 to 54 years	22,599	5.6%
CurYr Pop. 55 to 59 years	24,116	6.0%
CurYr Pop. 60 to 64 years	24,874	6.2%
CurYr Pop. 65 to 69 years	25,059	6.3%
CurYr Pop. 70 to 74 years	24,814	6.2%
CurYr Pop. 75 to 79 years	23,926	6.0%
CurYr Pop. 80 to 84 years	21,730	5.4%
CurYr Pop. 85+	49,289	12.3%

5yr proj Population by Age

5yr proj Median Age	55	
5yr proj Pop. 0 to 4 years	18,224	4.4%
5yr proj Pop. 5 to 9 years	20,372	5.0%
5yr proj Pop. 10 to 14 years	19,671	4.8%
5yr proj Pop. 15 to 19 years	19,316	4.7%
5yr proj Pop. 20 to 24 years	19,415	4.7%
5yr proj Pop. 25 to 29 years	19,565	4.8%
5yr proj Pop. 30 to 34 years	19,481	4.7%
5yr proj Pop. 35 to 39 years	19,102	5.3%
5yr proj Pop. 40 to 44 years	19,116	4.7%
5yr proj Pop. 45 to 49 years	20,183	4.9%
5yr proj Pop. 50 to 54 years	21,552	5.2%
5yr proj Pop. 55 to 59 years	23,401	5.7%
5yr proj Pop. 60 to 64 years	24,503	6.0%
5yr proj Pop. 65 to 69 years	25,044	6.1%
5yr proj Pop. 70 to 74 years	24,697	6.0%
5yr proj Pop. 75 to 79 years	23,323	5.7%
5yr proj Pop. 80 to 84 years	20,663	5.0%
5yr proj Pop. 85+	53,001	12.9%

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Children

CurYr Pop. 0 to 5 (Infant-K)	19,983
CurYr Pop. 6 to 17 (Gradeschool)	40,333
5yr proj Pop. 0 to 5 (Infant-K)	22,298
5yr proj 6 to 17 (Gradeschool)	43,694

Educational Attainment

CurYr Population 25+	297,503	
No Education	1,562	0.5%
Elementary	9,316	3.1%
Some High School No Diploma	29,234	9.8%
High School Graduate or Equiv.	90,399	30.4%
Some College	69,048	23.2%
Associate Degree	19,133	6.4%
Bachelor Degree	49,831	16.7%
Master Degree	17,851	6.0%
Professional Degree	8,185	3%
Doctorate Degree	2,970	1.0%

Employment & Drive Time

2000 Total Workers 16+	132,765	
Worked at Home	6,179	4.7%
Did not Work at Home	126,586	95.3%
under 5 minutes	3,559	2.8%
5 - 9 minutes	15,105	11.9%
10 -14 minutes	24,132	19.1%
15 - 19 minutes	24,409	19.3%
20 - 24 minutes	21,316	16.8%
25 - 29 minutes	7,028	5.6%
30 - 34 minutes	15,752	12.4%
35 - 39 minutes	2,111	1.7%
40 - 44 minutes	2,404	1.9%
45 - 59 minutes	4,925	3.9%
60 - 89 minutes	3,447	2.7%
90+ minutes	2,398	1.9%

Transportation to Work

Car, Truck, or Van	120,672	98.3%
<i>Drove Alone</i>	107,208	
<i>Carpooled</i>	13,464	
Public Transportation	1,070	0.9%
Other	996	0.8%

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CurYr Households by Income

CurYr Under \$10,000	9,939	5.5%
CurYr \$10,000 - \$15,000	10,006	5.5%
CurYr \$15,000 - \$20,000	9,948	5.5%
CurYr \$20,000 - \$25,000	9,944	5.5%
CurYr \$25,000 - \$30,000	11,282	6.2%
CurYr \$30,000 - \$35,000	11,329	6.2%
CurYr \$35,000 - \$40,000	10,597	5.8%
CurYr \$40,000 - \$45,000	9,811	5.4%
CurYr \$45,000 - \$50,000	8,830	4.8%
CurYr \$50,000 - \$60,000	16,246	8.9%
CurYr \$60,000 - \$75,000	19,584	10.7%
CurYr \$75,000 - \$100,000	21,796	12.0%
CurYr \$100,000 - \$125,000	13,287	7.3%
CurYr \$125,000 - \$150,000	5,732	3.1%
CurYr \$150,000 - \$200,000	6,536	3.6%
CurYr \$200,000+	7,429	4.1%

5yr proj Households by Income

5yr proj Under \$10,000	10,172	5.5%
5yr proj \$10,000 - \$15,000	10,193	5.5%
5yr proj \$15,000 - \$20,000	10,136	5.5%
5yr proj \$20,000 - \$25,000	10,120	5.5%
5yr proj \$25,000 - \$30,000	11,529	6.2%
5yr proj \$30,000 - \$35,000	11,536	6.2%
5yr proj \$35,000 - \$40,000	10,765	5.8%
5yr proj \$40,000 - \$45,000	9,959	5.4%
5yr proj \$45,000 - \$50,000	8,994	4.8%
5yr proj \$50,000 - \$60,000	16,557	8.9%
5yr proj \$60,000 - \$75,000	20,047	10.8%
5yr proj \$75,000 - \$100,000	22,231	12.0%
5yr proj \$100,000 - \$125,000	13,544	7.3%
5yr proj \$125,000 - \$150,000	5,801	3.1%
5yr proj \$150,000 - \$200,000	6,587	3.5%
5yr proj \$200,000+	7,438	4.0%

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CurYr Household Structure

Average HH Size	2.4	
1-person HH	57,130	17.3%
2-person HH	125,166	37.9%
2+ person family	112,287	34.0%
Families Married	89,245	
Families Married w/children	21,357	
Families Married no children	67,888	
Families Other	23,042	7.0%
Fam. Oth. Single Male Head	6,387	
Fam. Oth. Single Male Head w/ch.	3,105	
Fam. Oth. Single Male Head no/ch.	3,282	
Fam. Oth. Single Female Head	16,656	
Fam. Oth. Single Fem. Head w/ch.	8,421	
Fam. Oth. Single Fem. Head no/ch.	8,234	
Non-Family HH	12,879	3.9%

5yr proj Household Structure

Average HH Size	2.4	
1-person HH	57,722	17.1%
2-person HH	127,887	37.9%
2+ person Family	114,588	33.9%
Families Married	90,449	
Families Married w/children	22,279	
Families Married no children	68,170	
Families Other	24,140	7.1%
Fam. Oth. Single Male Head	6,693	
Fam. Oth. Single Male Head w/ch.	3,258	
Fam. Oth. Single Male Head no/ch.	3,435	
Fam. Oth. Single Female Head	17,446	
Fam. Oth. Single Fem. Head w/ch.	8,886	
Fam. Oth. Single Fem. Head no/ch.	8,561	
Non-Family HH	13,299	3.9%

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CurYr Householders by Age

15-24 years	3,885	2.1%
25-34 years	14,812	8.1%
35-44 years	21,840	12.0%
45-54 years	31,140	17.1%
55-59 years	16,165	8.9%
60-64 years	18,489	10.1%
65-74 years	35,665	19.6%
75-84 years	27,811	15.3%
85+ years	12,489	6.9%

Housing

Median year Built	1977	
2000 Median Value	\$195,549	
CurYr Total Housing Units	240,994	
CurYr Owner Occupied	137,611	57.1%
CurYr Renter Occupied	44,685	18.5%
CurYr Vacant Housing Units	58,698	24.4%
5yr proj Total Housing Units	259,662	
5yr proj Owner Occupied	141,566	54.5%
5yr proj Renter Occupied	44,043	17.0%
5yr proj Vacant Housing Units	74,053	
2000 Total Housing Units	182,467	
2000 Owner Occupied	118,538	65.0%
2000 Renter Occupied	31,399	17.2%
2000 Total Vacant	32,530	17.8%
2000 Median Contract Rent	\$752	
2000 Gross Rent as % of HH Inc.	34.8	