



Prepared for:
Client Name

FULL DEMOGRAPHIC PROFILE

Coordinates
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Y: 0.0000

Drive Time Report **TRADE AREA**
10 minutes

Square Miles Land Mass 39.09

Population & Growth

CurYr Total Population	48,876	
CurYr Population Density	1,250	psm
Actual-CurYr Growth	5,663	13.1%
Actual-CurYr Avg. Annual Growth	809	1.9%
5yr proj Total Population	49,965	
5yr proj Population Density	1,278	psm
CurYr-5yr proj Proj. Pop. Growth	1,089	2.2%
CurYr-5yr proj Avg. Annual Growth	156	0.3%
Actual Total Population	43,213	
2000 Total Population	23,096	
1990 Total Population	14,800	

Households & Growth

CurYr Households	19,882	
Actual-CurYr Growth	2,116	11.9%
Actual-CurYr Avg. Annual Growth	302	1.7%
5yr proj Households	20,243	
CurYr-5yr proj Growth	361	1.8%
CurYr-5yr proj Avg. Annual Growth	52	0.3%
Actual Households	17,765	

Families

CurYr Families	13,930
5yr proj Families	14,206

Income

CurYr Aggregate HH Income	\$1,135.80	million
CurYr Average Household Income	\$57,128	
CurYr Median Household Income	\$47,126	
CurYr Per Capita Income	\$22,919	
5yr proj Aggregate HH Income	\$1,165.24	million
5yr proj Average Household Income	\$57,563	
5yr proj Median Household Income	\$47,555	
5yr proj Per Capita Income	\$23,103	

Daytime Demographics

Number of Employees	2,913	
Number of Businesses	342	
Avg. number Employees per Bus.	8.5	
Residents per Business	142.9	
Total Aggregate Annual Payroll	\$71.9	million

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Population by Race

CurYr White Population	46,318	94.8%
CurYr Black Population	1,624	3.3%
CurYr Native American Population	10	0.0%
CurYr Asian Population	148	0.3%
CurYr Pacific Islander Population	0	0.0%
CurYr 2 or more races	775	1.6%
5yr proj White Population	47,075	94.2%
5yr proj Black Population	1,837	3.7%
5yr proj Native American Population	14	0.0%
5yr proj Asian Population	161	0.3%
5yr proj Pacific Islander Population	0	0.0%
5yr proj 2 or more races	878	1.8%

Male Population by Race

CurYr White Males	22,081	94.6%
CurYr Black Males	820	3.5%
CurYr Native American Males	3	0.0%
CurYr Asian Males	44	0.2%
CurYr Pacific Islander Males	0	0.0%
CurYr 2 or more races Males	385	1.6%
5yr proj White Males	22,472	89.1%
5yr proj Black Males	920	3.6%
5yr proj Native American Males	8	0.0%
5yr proj Asian Males	1,380	5.5%
5yr proj Pacific Islander Males	0	0.0%
5yr proj 2 or more races Males	436	1.7%

Female Population by Race

CurYr White Females	24,237	94.9%
CurYr Black Females	804	3.1%
CurYr Native American Females	7	0.0%
CurYr Asian Females	104	0.4%
CurYr Pacific Islander Females	0	0.0%
CurYr 2 or more races Females	390	1.5%
5yr proj White Females	24,603	94.3%
5yr proj Black Females	917	3.5%
5yr proj Native American Females	6	0.0%
5yr proj Asian Females	111	0.4%
5yr proj Pacific Islander Females	0	0.0%
5yr proj 2 or more races Females	443	1.7%

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Hispanic Population

CurYr Hispanic Population	2,205	4.5%
CurYr White not Hispanic Pop.	38,453	83.0%
CurYr Hispanic Males	1,114	50.5%
CurYr White not Hispanic Males	18,247	82.6%
CurYr Hispanic Females	1,091	49.5%
CurYr White not Hispanic Females	20,206	83.4%
5yr proj Hispanic Population	2,755	5.5%
5yr proj White not Hispanic Pop.	40,118	85.2%
5yr proj Hispanic Males	1,380	50.1%
5yr proj White not Hispanic Males	19,029	84.7%
5yr proj Hispanic Females	1,375	49.9%
5yr proj White not Hispanic Females	21,088	85.7%

Population by Sex

CurYr Male Population	23,333	47.7%
CurYr Female Population	25,542	52.3%
5yr proj Male Population	23,885	47.8%
5yr proj Female Population	26,080	52.2%

Population by Sex by Age

CurYr Male 0 to 9 years	2,486	5.1%
CurYr Male 10 to 19 years	2,883	5.9%
CurYr Male 20 to 29 years	2,652	5.4%
CurYr Male 30 to 39 years	2,266	4.6%
CurYr Male 40 to 49 years	2,415	4.9%
CurYr Male 50 to 59 years	2,647	5.4%
CurYr Male 60 to 69 years	2,430	5.0%
CurYr Male 70 to 79 years	2,197	4.5%
CurYr Male 80 to 84 years	992	2.0%
CurYr Male 85+ years	2,364	4.8%
CurYr Female 0 to 9 years	2,722	5.6%
CurYr Female 10 to 19 years	3,156	6.5%
CurYr Female 20 to 29 years	2,903	5.9%
CurYr Female 30 to 39 years	2,480	5.1%
CurYr Female 40 to 49 years	2,644	5.4%
CurYr Female 50 to 59 years	2,897	5.9%
CurYr Female 60 to 69 years	2,660	5.4%
CurYr Female 70 to 79 years	2,405	4.9%
CurYr Female 80 to 85 years	1,086	2.2%
CurYr Female 85+ years	2,588	5.3%

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CurYr Population by Age

CurYr Median Age	49	
CurYr Pop. 0 to 4 years	2,334	4.8%
CurYr Pop. 5 to 9 years	2,874	5.9%
CurYr Pop. 10 to 14 years	2,984	6.1%
CurYr Pop. 15 to 19 years	3,055	6.3%
CurYr Pop. 20 to 24 years	2,917	6.0%
CurYr Pop. 25 to 29 years	2,638	5.4%
CurYr Pop. 30 to 34 years	2,403	4.9%
CurYr Pop. 35 to 39 years	2,344	4.8%
CurYr Pop. 40 to 44 years	2,433	5.0%
CurYr Pop. 45 to 49 years	2,626	5.4%
CurYr Pop. 50 to 54 years	2,776	5.7%
CurYr Pop. 55 to 59 years	2,769	5.7%
CurYr Pop. 60 to 64 years	2,619	5.4%
CurYr Pop. 65 to 69 years	2,471	5.1%
CurYr Pop. 70 to 74 years	2,350	4.8%
CurYr Pop. 75 to 79 years	2,252	4.6%
CurYr Pop. 80 to 84 years	2,078	4.3%
CurYr Pop. 85+	4,951	10.1%

5yr proj Population by Age

5yr proj Median Age	48	
5yr proj Pop. 0 to 4 years	2,573	5.1%
5yr proj Pop. 5 to 9 years	2,974	6.0%
5yr proj Pop. 10 to 14 years	2,979	6.0%
5yr proj Pop. 15 to 19 years	3,032	6.1%
5yr proj Pop. 20 to 24 years	3,049	6.1%
5yr proj Pop. 25 to 29 years	2,911	5.8%
5yr proj Pop. 30 to 34 years	2,710	5.4%
5yr proj Pop. 35 to 39 years	2,481	5.6%
5yr proj Pop. 40 to 44 years	2,431	4.9%
5yr proj Pop. 45 to 49 years	2,516	5.0%
5yr proj Pop. 50 to 54 years	2,632	5.3%
5yr proj Pop. 55 to 59 years	2,742	5.5%
5yr proj Pop. 60 to 64 years	2,687	5.4%
5yr proj Pop. 65 to 69 years	2,554	5.1%
5yr proj Pop. 70 to 74 years	2,390	4.8%
5yr proj Pop. 75 to 79 years	2,174	4.4%
5yr proj Pop. 80 to 84 years	1,853	3.7%
5yr proj Pop. 85+	5,279	10.6%

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Children

CurYr Pop. 0 to 5 (Infant-K)	2,909
CurYr Pop. 6 to 17 (Gradeschool)	6,506
5yr proj Pop. 0 to 5 (Infant-K)	3,169
5yr proj 6 to 17 (Gradeschool)	6,571

Educational Attainment

CurYr Population 25+	22,289	
No Education	56	0.3%
Elementary	1,241	5.6%
Some High School No Diploma	3,174	14.2%
High School Graduate or Equiv.	8,490	38.1%
Some College	5,001	22.4%
Associate Degree	1,521	6.8%
Bachelor Degree	1,797	8.1%
Master Degree	736	3.3%
Professional Degree	230	1%
Doctorate Degree	46	0.2%

Employment & Drive Time

2000 Total Workers 16+	9,025	
Worked at Home	189	2.1%
Did not Work at Home	8,837	97.9%
under 5 minutes	119	1.4%
5 - 9 minutes	704	8.0%
10 -14 minutes	910	10.3%
15 - 19 minutes	1,026	11.6%
20 - 24 minutes	1,615	18.3%
25 - 29 minutes	648	7.3%
30 - 34 minutes	1,519	17.2%
35 - 39 minutes	385	4.4%
40 - 44 minutes	372	4.2%
45 - 59 minutes	843	9.5%
60 - 89 minutes	471	5.3%
90+ minutes	223	2.5%

Transportation to Work

Car, Truck, or Van	8,630	99.2%
<i>Drove Alone</i>	7,381	
<i>Carpooled</i>	1,249	
Public Transportation	37	0.4%
Other	32	0.4%

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CurYr Households by Income

CurYr Under \$10,000	968	4.9%
CurYr \$10,000 - \$15,000	1,120	5.6%
CurYr \$15,000 - \$20,000	983	4.9%
CurYr \$20,000 - \$25,000	1,195	6.0%
CurYr \$25,000 - \$30,000	1,796	9.0%
CurYr \$30,000 - \$35,000	1,304	6.6%
CurYr \$35,000 - \$40,000	1,408	7.1%
CurYr \$40,000 - \$45,000	1,204	6.1%
CurYr \$45,000 - \$50,000	1,085	5.5%
CurYr \$50,000 - \$60,000	2,048	10.3%
CurYr \$60,000 - \$75,000	2,176	10.9%
CurYr \$75,000 - \$100,000	2,521	12.7%
CurYr \$100,000 - \$125,000	994	5.0%
CurYr \$125,000 - \$150,000	366	1.8%
CurYr \$150,000 - \$200,000	420	2.1%
CurYr \$200,000+	292	1.5%

5yr proj Households by Income

5yr proj Under \$10,000	979	4.8%
5yr proj \$10,000 - \$15,000	1,143	5.6%
5yr proj \$15,000 - \$20,000	991	4.9%
5yr proj \$20,000 - \$25,000	1,218	6.0%
5yr proj \$25,000 - \$30,000	1,826	9.0%
5yr proj \$30,000 - \$35,000	1,315	6.5%
5yr proj \$35,000 - \$40,000	1,418	7.0%
5yr proj \$40,000 - \$45,000	1,210	6.0%
5yr proj \$45,000 - \$50,000	1,107	5.5%
5yr proj \$50,000 - \$60,000	2,084	10.3%
5yr proj \$60,000 - \$75,000	2,242	11.1%
5yr proj \$75,000 - \$100,000	2,588	12.8%
5yr proj \$100,000 - \$125,000	1,021	5.0%
5yr proj \$125,000 - \$150,000	379	1.9%
5yr proj \$150,000 - \$200,000	430	2.1%
5yr proj \$200,000+	294	1.5%

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CurYr Household Structure

Average HH Size	2.5	
1-person HH	4,777	12.6%
2-person HH	15,105	39.7%
2+ person family	13,930	36.6%
Families Married	10,902	
Families Married w/children	3,401	
Families Married no children	7,502	
Families Other	3,027	8.0%
Fam. Oth. Single Male Head	888	
Fam. Oth. Single Male Head w/ch.	499	
Fam. Oth. Single Male Head no/ch.	389	
Fam. Oth. Single Female Head	2,140	
Fam. Oth. Single Fem. Head w/ch.	1,197	
Fam. Oth. Single Fem. Head no/ch.	943	
Non-Family HH	1,175	3.1%

5yr proj Household Structure

Average HH Size	2.5	
1-person HH	4,838	12.5%
2-person HH	15,405	39.7%
2+ person Family	14,206	36.6%
Families Married	11,087	
Families Married w/children	3,509	
Families Married no children	7,578	
Families Other	3,119	8.0%
Fam. Oth. Single Male Head	918	
Fam. Oth. Single Male Head w/ch.	514	
Fam. Oth. Single Male Head no/ch.	403	
Fam. Oth. Single Female Head	2,201	
Fam. Oth. Single Fem. Head w/ch.	1,234	
Fam. Oth. Single Fem. Head no/ch.	968	
Non-Family HH	1,199	3.1%

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CurYr Householders by Age

15-24 years	425	2.1%
25-34 years	2,214	11.1%
35-44 years	3,137	15.8%
45-54 years	3,631	18.3%
55-59 years	1,574	7.9%
60-64 years	1,956	9.8%
65-74 years	3,646	18.3%
75-84 years	2,381	12.0%
85+ years	917	4.6%

Housing

Median year Built	1983	
2000 Median Value	\$93,069	
CurYr Total Housing Units	26,296	
CurYr Owner Occupied	15,686	59.7%
CurYr Renter Occupied	4,195	16.0%
CurYr Vacant Housing Units	6,414	24.4%
5yr proj Total Housing Units	27,562	
5yr proj Owner Occupied	15,920	57.8%
5yr proj Renter Occupied	4,323	15.7%
5yr proj Vacant Housing Units	7,319	
2000 Total Housing Units	11,524	
2000 Owner Occupied	8,515	73.9%
2000 Renter Occupied	1,302	11.3%
2000 Total Vacant	1,707	14.8%
2000 Median Contract Rent	\$579	
2000 Gross Rent as % of HH Inc.	26.5	