



Prepared for:
Client Name

FULL DEMOGRAPHIC PROFILE

Coordinates
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MSA Trade Area	TRADE AREA	
Any MSA USA		
Square Miles Land Mass	1,342.09	
Population & Growth		
CurYr Total Population	744,235	
CurYr Population Density	555 psm	
Actual-CurYr Growth	87,182	13.3%
Actual-CurYr Avg. Annual Growth	12,455	1.9%
5yr proj Total Population	775,865	
5yr proj Population Density	578 psm	
CurYr-5yr proj Proj. Pop. Growth	31,630	4.3%
CurYr-5yr proj Avg. Annual Growth	4,519	0.6%
Actual Total Population	657,053	
2000 Total Population	589,960	
1990 Total Population	489,486	
Households & Growth		
CurYr Households	323,560	
Actual-CurYr Growth	34,128	11.8%
Actual-CurYr Avg. Annual Growth	4,875	1.7%
5yr proj Households	333,759	
CurYr-5yr proj Growth	10,199	3.2%
CurYr-5yr proj Avg. Annual Growth	1,457	0.5%
Actual Households	289,432	
Families		
CurYr Families	205,466	
5yr proj Families	212,761	
Income		
CurYr Aggregate HH Income	\$26,909.62 million	
CurYr Average Household Income	\$83,167	
CurYr Median Household Income	\$69,763	
CurYr Per Capita Income	\$31,746	
5yr proj Aggregate HH Income	\$27,675.73 million	
5yr proj Average Household Income	\$82,921	
5yr proj Median Household Income	\$69,989	
5yr proj Per Capita Income	\$31,573	
Daytime Demographics		
Number of Employees	198,458	
Number of Businesses	19,338	
Avg. number Employees per Bus.	10.3	
Residents per Business	38.5	
Total Aggregate Annual Payroll	\$6,667.7 million	

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Population by Race

CurYr White Population	655,415	88.1%
CurYr Black Population	43,597	5.9%
CurYr Native American Population	532	0.1%
CurYr Asian Population	6,215	0.8%
CurYr Pacific Islander Population	95	0.0%
CurYr 2 or more races	38,380	5.2%
5yr proj White Population	675,251	87.0%
5yr proj Black Population	48,389	6.2%
5yr proj Native American Population	691	0.1%
5yr proj Asian Population	6,775	0.9%
5yr proj Pacific Islander Population	145	0.0%
5yr proj 2 or more races	44,616	5.8%

Male Population by Race

CurYr White Males	309,122	87.8%
CurYr Black Males	20,904	5.9%
CurYr Native American Males	249	0.1%
CurYr Asian Males	2,527	0.7%
CurYr Pacific Islander Males	47	0.0%
CurYr 2 or more races Males	19,262	5.5%
5yr proj White Males	319,124	75.8%
5yr proj Black Males	23,391	5.6%
5yr proj Native American Males	323	0.1%
5yr proj Asian Males	56,257	13.4%
5yr proj Pacific Islander Males	69	0.0%
5yr proj 2 or more races Males	22,025	5.2%

Female Population by Race

CurYr White Females	346,294	88.3%
CurYr Black Females	22,694	5.8%
CurYr Native American Females	283	0.1%
CurYr Asian Females	3,689	0.9%
CurYr Pacific Islander Females	48	0.0%
CurYr 2 or more races Females	19,119	4.9%
5yr proj White Females	356,127	87.3%
5yr proj Black Females	24,998	6.1%
5yr proj Native American Females	367	0.1%
5yr proj Asian Females	3,969	1.0%
5yr proj Pacific Islander Females	75	0.0%
5yr proj 2 or more races Females	22,590	5.5%

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Hispanic Population

CurYr Hispanic Population	91,140	12.2%
CurYr White not Hispanic Pop.	559,621	85.4%
CurYr Hispanic Males	45,898	50.4%
CurYr White not Hispanic Males	262,151	84.8%
CurYr Hispanic Females	45,243	49.6%
CurYr White not Hispanic Females	297,470	85.9%
5yr proj Hispanic Population	112,058	14.4%
5yr proj White not Hispanic Pop.	574,447	85.1%
5yr proj Hispanic Males	56,257	50.2%
5yr proj White not Hispanic Males	269,259	84.4%
5yr proj Hispanic Females	55,800	49.8%
5yr proj White not Hispanic Females	305,187	85.7%

Population by Sex

CurYr Male Population	352,109	47.3%
CurYr Female Population	392,126	52.7%
5yr proj Male Population	367,738	47.4%
5yr proj Female Population	408,127	52.6%

Population by Sex by Age

CurYr Male 0 to 9 years	37,254	5.0%
CurYr Male 10 to 19 years	37,112	5.0%
CurYr Male 20 to 29 years	35,421	4.8%
CurYr Male 30 to 39 years	32,812	4.4%
CurYr Male 40 to 49 years	35,048	4.7%
CurYr Male 50 to 59 years	40,492	5.4%
CurYr Male 60 to 69 years	41,482	5.6%
CurYr Male 70 to 79 years	38,896	5.2%
CurYr Male 80 to 84 years	16,756	2.3%
CurYr Male 85+ years	36,838	4.9%
CurYr Female 0 to 9 years	41,488	5.6%
CurYr Female 10 to 19 years	41,329	5.6%
CurYr Female 20 to 29 years	39,446	5.3%
CurYr Female 30 to 39 years	36,541	4.9%
CurYr Female 40 to 49 years	39,031	5.2%
CurYr Female 50 to 59 years	45,094	6.1%
CurYr Female 60 to 69 years	46,196	6.2%
CurYr Female 70 to 79 years	43,316	5.8%
CurYr Female 80 to 85 years	18,660	2.5%
CurYr Female 85+ years	41,024	5.5%

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CurYr Population by Age

CurYr Median Age	50	
CurYr Pop. 0 to 4 years	37,528	5.0%
CurYr Pop. 5 to 9 years	41,215	5.5%
CurYr Pop. 10 to 14 years	39,754	5.3%
CurYr Pop. 15 to 19 years	38,687	5.2%
CurYr Pop. 20 to 24 years	37,929	5.1%
CurYr Pop. 25 to 29 years	36,938	5.0%
CurYr Pop. 30 to 34 years	35,166	4.7%
CurYr Pop. 35 to 39 years	34,186	4.6%
CurYr Pop. 40 to 44 years	35,296	4.7%
CurYr Pop. 45 to 49 years	38,782	5.2%
CurYr Pop. 50 to 54 years	41,825	5.6%
CurYr Pop. 55 to 59 years	43,760	5.9%
CurYr Pop. 60 to 64 years	44,170	5.9%
CurYr Pop. 65 to 69 years	43,508	5.8%
CurYr Pop. 70 to 74 years	42,247	5.7%
CurYr Pop. 75 to 79 years	39,965	5.4%
CurYr Pop. 80 to 84 years	35,416	4.8%
CurYr Pop. 85+	77,862	10.5%

5yr proj Population by Age

5yr proj Median Age	50	
5yr proj Pop. 0 to 4 years	43,148	5.6%
5yr proj Pop. 5 to 9 years	46,969	6.1%
5yr proj Pop. 10 to 14 years	44,066	5.7%
5yr proj Pop. 15 to 19 years	41,882	5.4%
5yr proj Pop. 20 to 24 years	40,495	5.2%
5yr proj Pop. 25 to 29 years	39,527	5.1%
5yr proj Pop. 30 to 34 years	38,244	4.9%
5yr proj Pop. 35 to 39 years	36,895	5.3%
5yr proj Pop. 40 to 44 years	36,458	4.7%
5yr proj Pop. 45 to 49 years	38,057	4.9%
5yr proj Pop. 50 to 54 years	40,140	5.2%
5yr proj Pop. 55 to 59 years	42,696	5.5%
5yr proj Pop. 60 to 64 years	43,961	5.7%
5yr proj Pop. 65 to 69 years	43,873	5.7%
5yr proj Pop. 70 to 74 years	42,283	5.4%
5yr proj Pop. 75 to 79 years	39,202	5.1%
5yr proj Pop. 80 to 84 years	34,088	4.4%
5yr proj Pop. 85+	83,882	10.8%

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Children

CurYr Pop. 0 to 5 (Infant-K)	45,774
CurYr Pop. 6 to 17 (Gradeschool)	88,204
5yr proj Pop. 0 to 5 (Infant-K)	52,539
5yr proj 6 to 17 (Gradeschool)	98,392

Educational Attainment

CurYr Population 25+	535,198	
No Education	4,201	0.8%
Elementary	20,803	3.9%
Some High School No Diploma	60,176	11.2%
High School Graduate or Equiv.	165,311	30.9%
Some College	122,889	23.0%
Associate Degree	33,744	6.3%
Bachelor Degree	82,314	15.4%
Master Degree	28,713	5.4%
Professional Degree	12,416	2%
Doctorate Degree	4,611	0.9%

Employment & Drive Time

2000 Total Workers 16+	243,766	
Worked at Home	9,953	4.1%
Did not Work at Home	233,813	95.9%
under 5 minutes	6,650	2.8%
5 - 9 minutes	25,708	11.0%
10 -14 minutes	40,903	17.5%
15 - 19 minutes	44,428	19.0%
20 - 24 minutes	40,170	17.2%
25 - 29 minutes	13,644	5.8%
30 - 34 minutes	31,497	13.5%
35 - 39 minutes	4,068	1.7%
40 - 44 minutes	5,140	2.2%
45 - 59 minutes	10,387	4.4%
60 - 89 minutes	6,936	3.0%
90+ minutes	4,282	1.8%

Transportation to Work

Car, Truck, or Van	223,819	98.4%
<i>Drove Alone</i>	195,651	
<i>Carpooled</i>	28,169	
Public Transportation	1,616	0.7%
Other	2,013	0.9%

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CurYr Households by Income

CurYr Under \$10,000	17,991	5.6%
CurYr \$10,000 - \$15,000	18,788	5.8%
CurYr \$15,000 - \$20,000	17,512	5.4%
CurYr \$20,000 - \$25,000	19,418	6.0%
CurYr \$25,000 - \$30,000	20,031	6.2%
CurYr \$30,000 - \$35,000	18,668	5.8%
CurYr \$35,000 - \$40,000	18,365	5.7%
CurYr \$40,000 - \$45,000	17,917	5.5%
CurYr \$45,000 - \$50,000	16,170	5.0%
CurYr \$50,000 - \$60,000	28,410	8.8%
CurYr \$60,000 - \$75,000	34,086	10.5%
CurYr \$75,000 - \$100,000	38,504	11.9%
CurYr \$100,000 - \$125,000	23,209	7.2%
CurYr \$125,000 - \$150,000	11,247	3.5%
CurYr \$150,000 - \$200,000	11,295	3.5%
CurYr \$200,000+	11,949	3.7%

5yr proj Households by Income

5yr proj Under \$10,000	18,698	5.6%
5yr proj \$10,000 - \$15,000	19,482	5.8%
5yr proj \$15,000 - \$20,000	18,062	5.4%
5yr proj \$20,000 - \$25,000	20,101	6.0%
5yr proj \$25,000 - \$30,000	20,700	6.2%
5yr proj \$30,000 - \$35,000	19,233	5.8%
5yr proj \$35,000 - \$40,000	18,954	5.7%
5yr proj \$40,000 - \$45,000	18,526	5.6%
5yr proj \$45,000 - \$50,000	16,716	5.0%
5yr proj \$50,000 - \$60,000	29,203	8.7%
5yr proj \$60,000 - \$75,000	35,243	10.6%
5yr proj \$75,000 - \$100,000	39,768	11.9%
5yr proj \$100,000 - \$125,000	23,878	7.2%
5yr proj \$125,000 - \$150,000	11,558	3.5%
5yr proj \$150,000 - \$200,000	11,549	3.5%
5yr proj \$200,000+	12,088	3.6%

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CurYr Household Structure

Average HH Size	2.6	
1-person HH	95,908	16.1%
2-person HH	227,652	38.1%
2+ person family	205,466	34.4%
Families Married	159,904	
Families Married w/children	43,489	
Families Married no children	116,415	
Families Other	45,562	7.6%
Fam. Oth. Single Male Head	12,595	
Fam. Oth. Single Male Head w/ch.	6,282	
Fam. Oth. Single Male Head no/ch.	6,313	
Fam. Oth. Single Female Head	32,967	
Fam. Oth. Single Fem. Head w/ch.	17,619	
Fam. Oth. Single Fem. Head no/ch.	15,348	
Non-Family HH	22,186	3.7%

5yr proj Household Structure

Average HH Size	2.6	
1-person HH	97,844	15.8%
2-person HH	235,915	38.2%
2+ person Family	212,761	34.4%
Families Married	164,175	
Families Married w/children	46,015	
Families Married no children	118,160	
Families Other	48,586	7.9%
Fam. Oth. Single Male Head	13,446	
Fam. Oth. Single Male Head w/ch.	6,735	
Fam. Oth. Single Male Head no/ch.	6,711	
Fam. Oth. Single Female Head	35,140	
Fam. Oth. Single Fem. Head w/ch.	18,938	
Fam. Oth. Single Fem. Head no/ch.	16,202	
Non-Family HH	23,154	3.7%

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CurYr Householders by Age

15-24 years	8,738	2.7%
25-34 years	30,756	9.5%
35-44 years	42,937	13.3%
45-54 years	57,289	17.7%
55-59 years	28,710	8.9%
60-64 years	32,248	10.0%
65-74 years	59,200	18.3%
75-84 years	44,684	13.8%
85+ years	19,000	5.9%

Housing

Median year Built	1976	
2000 Median Value	\$171,585	
CurYr Total Housing Units	415,345	
CurYr Owner Occupied	236,770	57.0%
CurYr Renter Occupied	86,790	20.9%
CurYr Vacant Housing Units	91,785	22.1%
5yr proj Total Housing Units	451,816	
5yr proj Owner Occupied	246,287	54.5%
5yr proj Renter Occupied	87,472	19.4%
5yr proj Vacant Housing Units	118,058	
2000 Total Housing Units	320,598	
2000 Owner Occupied	201,476	62.8%
2000 Renter Occupied	60,923	19.0%
2000 Total Vacant	58,199	18.2%
2000 Median Contract Rent	\$586	
2000 Gross Rent as % of HH Inc.	25.8	