



Prepared for:
Client Name

FULL DEMOGRAPHIC PROFILE

Coordinates
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Custom Trade Area	TRADE AREA	
Any Trade Area		
Square Miles Land Mass	183.95	
Population & Growth		
CurYr Total Population	186,743	
CurYr Population Density	1,015	psm
Actual-CurYr Growth	15,739	9.2%
Actual-CurYr Avg. Annual Growth	2,248	1.3%
5yr proj Total Population	189,099	
5yr proj Population Density	1,028	psm
CurYr-5yr proj Proj. Pop. Growth	2,356	1.3%
CurYr-5yr proj Avg. Annual Growth	337	0.2%
Actual Total Population	171,004	
2000 Total Population	132,679	
1990 Total Population	104,866	
Households & Growth		
CurYr Households	83,743	
Actual-CurYr Growth	6,506	8.4%
Actual-CurYr Avg. Annual Growth	929	1.2%
5yr proj Households	84,200	
CurYr-5yr proj Growth	456	0.5%
CurYr-5yr proj Avg. Annual Growth	65	0.1%
Actual Households	77,237	
Families		
CurYr Families	54,248	
5yr proj Families	54,723	
Income		
CurYr Aggregate HH Income	\$5,197.52	million
CurYr Average Household Income	\$62,065	
CurYr Median Household Income	\$50,864	
CurYr Per Capita Income	\$27,167	
5yr proj Aggregate HH Income	\$5,218.61	million
5yr proj Average Household Income	\$61,979	
5yr proj Median Household Income	\$50,919	
5yr proj Per Capita Income	\$27,158	
Daytime Demographics		
Number of Employees	43,227	
Number of Businesses	3,443	
Avg. number Employees per Bus.	12.6	
Residents per Business	54.2	
Total Aggregate Annual Payroll	\$1,176.8	million

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Population by Race

CurYr White Population	176,126	94.3%
CurYr Black Population	6,824	3.7%
CurYr Native American Population	33	0.0%
CurYr Asian Population	815	0.4%
CurYr Pacific Islander Population	1	0.0%
CurYr 2 or more races	2,944	1.6%
5yr proj White Population	176,196	93.2%
5yr proj Black Population	8,216	4.3%
5yr proj Native American Population	37	0.0%
5yr proj Asian Population	927	0.5%
5yr proj Pacific Islander Population	0	0.0%
5yr proj 2 or more races	3,723	2.0%

Male Population by Race

CurYr White Males	81,493	94.3%
CurYr Black Males	3,138	3.6%
CurYr Native American Males	17	0.0%
CurYr Asian Males	304	0.4%
CurYr Pacific Islander Males	0	0.0%
CurYr 2 or more races Males	1,499	1.7%
5yr proj White Males	81,423	87.7%
5yr proj Black Males	3,849	4.1%
5yr proj Native American Males	26	0.0%
5yr proj Asian Males	5,646	6.1%
5yr proj Pacific Islander Males	0	0.0%
5yr proj 2 or more races Males	1,859	2.0%

Female Population by Race

CurYr White Females	94,634	94.4%
CurYr Black Females	3,685	3.7%
CurYr Native American Females	16	0.0%
CurYr Asian Females	511	0.5%
CurYr Pacific Islander Females	1	0.0%
CurYr 2 or more races Females	1,445	1.4%
5yr proj White Females	94,773	93.3%
5yr proj Black Females	4,366	4.3%
5yr proj Native American Females	11	0.0%
5yr proj Asian Females	564	0.6%
5yr proj Pacific Islander Females	0	0.0%
5yr proj 2 or more races Females	1,864	1.8%

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Hispanic Population

CurYr Hispanic Population	8,539	4.6%
CurYr White not Hispanic Pop.	147,047	83.5%
CurYr Hispanic Males	4,329	50.7%
CurYr White not Hispanic Males	67,704	83.1%
CurYr Hispanic Females	4,210	49.3%
CurYr White not Hispanic Females	79,342	83.8%
5yr proj Hispanic Population	11,187	5.9%
5yr proj White not Hispanic Pop.	147,403	83.7%
5yr proj Hispanic Males	5,646	50.5%
5yr proj White not Hispanic Males	67,580	83.0%
5yr proj Hispanic Females	5,541	49.5%
5yr proj White not Hispanic Females	79,822	84.2%

Population by Sex

CurYr Male Population	86,451	46.3%
CurYr Female Population	100,292	53.7%
5yr proj Male Population	87,521	46.3%
5yr proj Female Population	101,578	53.7%

Population by Sex by Age

CurYr Male 0 to 9 years	7,217	3.9%
CurYr Male 10 to 19 years	8,311	4.5%
CurYr Male 20 to 29 years	8,125	4.4%
CurYr Male 30 to 39 years	7,259	3.9%
CurYr Male 40 to 49 years	7,631	4.1%
CurYr Male 50 to 59 years	9,181	4.9%
CurYr Male 60 to 69 years	10,059	5.4%
CurYr Male 70 to 79 years	10,798	5.8%
CurYr Male 80 to 84 years	5,138	2.8%
CurYr Male 85+ years	12,732	6.8%
CurYr Female 0 to 9 years	8,372	4.5%
CurYr Female 10 to 19 years	9,641	5.2%
CurYr Female 20 to 29 years	9,426	5.0%
CurYr Female 30 to 39 years	8,421	4.5%
CurYr Female 40 to 49 years	8,852	4.7%
CurYr Female 50 to 59 years	10,651	5.7%
CurYr Female 60 to 69 years	11,670	6.2%
CurYr Female 70 to 79 years	12,527	6.7%
CurYr Female 80 to 85 years	5,961	3.2%
CurYr Female 85+ years	14,771	7.9%

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CurYr Population by Age

CurYr Median Age	57	
CurYr Pop. 0 to 4 years	6,969	3.7%
CurYr Pop. 5 to 9 years	8,620	4.6%
CurYr Pop. 10 to 14 years	8,871	4.8%
CurYr Pop. 15 to 19 years	9,081	4.9%
CurYr Pop. 20 to 24 years	8,971	4.8%
CurYr Pop. 25 to 29 years	8,580	4.6%
CurYr Pop. 30 to 34 years	8,055	4.3%
CurYr Pop. 35 to 39 years	7,625	4.1%
CurYr Pop. 40 to 44 years	7,815	4.2%
CurYr Pop. 45 to 49 years	8,668	4.6%
CurYr Pop. 50 to 54 years	9,559	5.1%
CurYr Pop. 55 to 59 years	10,274	5.5%
CurYr Pop. 60 to 64 years	10,672	5.7%
CurYr Pop. 65 to 69 years	11,057	5.9%
CurYr Pop. 70 to 74 years	11,539	6.2%
CurYr Pop. 75 to 79 years	11,786	6.3%
CurYr Pop. 80 to 84 years	11,099	5.9%
CurYr Pop. 85+	27,503	14.7%

5yr proj Population by Age

5yr proj Median Age	56	
5yr proj Pop. 0 to 4 years	7,968	4.2%
5yr proj Pop. 5 to 9 years	9,448	5.0%
5yr proj Pop. 10 to 14 years	9,277	4.9%
5yr proj Pop. 15 to 19 years	9,328	4.9%
5yr proj Pop. 20 to 24 years	9,438	5.0%
5yr proj Pop. 25 to 29 years	9,297	4.9%
5yr proj Pop. 30 to 34 years	8,885	4.7%
5yr proj Pop. 35 to 39 years	8,371	5.2%
5yr proj Pop. 40 to 44 years	8,081	4.3%
5yr proj Pop. 45 to 49 years	8,392	4.4%
5yr proj Pop. 50 to 54 years	9,040	4.8%
5yr proj Pop. 55 to 59 years	9,787	5.2%
5yr proj Pop. 60 to 64 years	10,305	5.4%
5yr proj Pop. 65 to 69 years	10,655	5.6%
5yr proj Pop. 70 to 74 years	10,821	5.7%
5yr proj Pop. 75 to 79 years	10,696	5.7%
5yr proj Pop. 80 to 84 years	9,804	5.2%
5yr proj Pop. 85+	29,504	15.6%

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Children

CurYr Pop. 0 to 5 (Infant-K)	8,691
CurYr Pop. 6 to 17 (Gradeschool)	19,402
5yr proj Pop. 0 to 5 (Infant-K)	9,858
5yr proj 6 to 17 (Gradeschool)	20,566

Educational Attainment

CurYr Population 25+	111,745	
No Education	505	0.5%
Elementary	4,127	3.7%
Some High School No Diploma	14,297	12.8%
High School Graduate or Equiv.	39,812	35.6%
Some College	25,940	23.2%
Associate Degree	6,903	6.2%
Bachelor Degree	12,496	11.2%
Master Degree	4,743	4.2%
Professional Degree	2,169	2%
Doctorate Degree	769	0.7%

Employment & Drive Time

2000 Total Workers 16+	48,142	
Worked at Home	1,467	3.0%
Did not Work at Home	46,675	97.0%
under 5 minutes	1,254	2.7%
5 - 9 minutes	6,142	13.2%
10 -14 minutes	9,442	20.2%
15 - 19 minutes	8,255	17.7%
20 - 24 minutes	6,163	13.2%
25 - 29 minutes	2,041	4.4%
30 - 34 minutes	4,629	9.9%
35 - 39 minutes	1,178	2.5%
40 - 44 minutes	1,544	3.3%
45 - 59 minutes	3,308	7.1%
60 - 89 minutes	1,640	3.5%
90+ minutes	1,081	2.3%

Transportation to Work

Car, Truck, or Van	45,186	98.8%
<i>Drove Alone</i>	39,351	
<i>Carpooled</i>	5,835	
Public Transportation	170	0.4%
Other	356	0.8%

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CurYr Households by Income

CurYr Under \$10,000	4,655	5.6%
CurYr \$10,000 - \$15,000	4,788	5.7%
CurYr \$15,000 - \$20,000	4,645	5.5%
CurYr \$20,000 - \$25,000	5,063	6.0%
CurYr \$25,000 - \$30,000	6,296	7.5%
CurYr \$30,000 - \$35,000	5,646	6.7%
CurYr \$35,000 - \$40,000	5,297	6.3%
CurYr \$40,000 - \$45,000	5,011	6.0%
CurYr \$45,000 - \$50,000	4,883	5.8%
CurYr \$50,000 - \$60,000	8,640	10.3%
CurYr \$60,000 - \$75,000	9,195	11.0%
CurYr \$75,000 - \$100,000	9,689	11.6%
CurYr \$100,000 - \$125,000	4,771	5.7%
CurYr \$125,000 - \$150,000	1,667	2.0%
CurYr \$150,000 - \$200,000	2,007	2.4%
CurYr \$200,000+	1,491	1.8%

5yr proj Households by Income

5yr proj Under \$10,000	4,687	5.6%
5yr proj \$10,000 - \$15,000	4,799	5.7%
5yr proj \$15,000 - \$20,000	4,661	5.5%
5yr proj \$20,000 - \$25,000	5,094	6.0%
5yr proj \$25,000 - \$30,000	6,331	7.5%
5yr proj \$30,000 - \$35,000	5,671	6.7%
5yr proj \$35,000 - \$40,000	5,376	6.4%
5yr proj \$40,000 - \$45,000	5,020	6.0%
5yr proj \$45,000 - \$50,000	4,925	5.8%
5yr proj \$50,000 - \$60,000	8,703	10.3%
5yr proj \$60,000 - \$75,000	9,297	11.0%
5yr proj \$75,000 - \$100,000	9,756	11.6%
5yr proj \$100,000 - \$125,000	4,782	5.7%
5yr proj \$125,000 - \$150,000	1,662	2.0%
5yr proj \$150,000 - \$200,000	1,980	2.4%
5yr proj \$200,000+	1,455	1.7%

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CurYr Household Structure

Average HH Size	2.3	
1-person HH	24,393	15.9%
2-person HH	59,351	38.6%
2+ person family	54,248	35.3%
Families Married	43,490	
Families Married w/children	9,976	
Families Married no children	33,515	
Families Other	10,758	7.0%
Fam. Oth. Single Male Head	2,969	
Fam. Oth. Single Male Head w/ch.	1,486	
Fam. Oth. Single Male Head no/ch.	1,483	
Fam. Oth. Single Female Head	7,788	
Fam. Oth. Single Fem. Head w/ch.	3,850	
Fam. Oth. Single Fem. Head no/ch.	3,938	
Non-Family HH	5,103	3.3%

5yr proj Household Structure

Average HH Size	2.3	
1-person HH	24,296	15.7%
2-person HH	59,904	38.6%
2+ person Family	54,723	35.3%
Families Married	43,612	
Families Married w/children	10,286	
Families Married no children	33,326	
Families Other	11,110	7.2%
Fam. Oth. Single Male Head	3,075	
Fam. Oth. Single Male Head w/ch.	1,536	
Fam. Oth. Single Male Head no/ch.	1,538	
Fam. Oth. Single Female Head	8,036	
Fam. Oth. Single Fem. Head w/ch.	3,984	
Fam. Oth. Single Fem. Head no/ch.	4,051	
Non-Family HH	5,181	3.3%

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CurYr Householders by Age

15-24 years	1,579	1.9%
25-34 years	6,657	7.9%
35-44 years	9,493	11.3%
45-54 years	13,106	15.7%
55-59 years	6,825	8.2%
60-64 years	8,631	10.3%
65-74 years	17,659	21.1%
75-84 years	13,612	16.3%
85+ years	6,182	7.4%

Housing

Median year Built	1981	
2000 Median Value	\$105,371	
CurYr Total Housing Units	107,030	
CurYr Owner Occupied	64,551	60.3%
CurYr Renter Occupied	19,192	17.9%
CurYr Vacant Housing Units	23,287	21.8%
5yr proj Total Housing Units	112,022	
5yr proj Owner Occupied	64,826	57.9%
5yr proj Renter Occupied	19,373	17.3%
5yr proj Vacant Housing Units	27,823	
2000 Total Housing Units	73,294	
2000 Owner Occupied	50,435	68.8%
2000 Renter Occupied	10,107	13.8%
2000 Total Vacant	12,752	17.4%
2000 Median Contract Rent	\$549	
2000 Gross Rent as % of HH Inc.	24.2	