



Prepared for:
Client Name

FULL DEMOGRAPHIC PROFILE

Coordinates
X: 0.0000
Y: 0.0000

Zip Code Trade Area	TRADE AREA
34287	

Square Miles Land Mass 19.86

Population & Growth

CurYr Total Population	25,511	
CurYr Population Density	1,284	psm
Actual-CurYr Growth	1,702	7.1%
Actual-CurYr Avg. Annual Growth	243	1.0%
5yr proj Total Population	25,818	
5yr proj Population Density	1,300	psm
CurYr-5yr proj Proj. Pop. Growth	307	1.2%
CurYr-5yr proj Avg. Annual Growth	44	0.2%
Actual Total Population	23,809	
2000 Total Population	18,220	
1990 Total Population	13,613	

Households & Growth

CurYr Households	11,534	
Actual-CurYr Growth	640	5.9%
Actual-CurYr Avg. Annual Growth	91	0.8%
5yr proj Households	11,555	
CurYr-5yr proj Growth	22	0.2%
CurYr-5yr proj Avg. Annual Growth	3	0.0%
Actual Households	10,894	

Families

CurYr Families	7,507
5yr proj Families	7,550

Income

CurYr Aggregate HH Income	\$628.65 million
CurYr Average Household Income	\$54,507
CurYr Median Household Income	\$48,674
CurYr Per Capita Income	\$23,888
5yr proj Aggregate HH Income	\$633.28 million
5yr proj Average Household Income	\$54,805
5yr proj Median Household Income	\$50,352
5yr proj Per Capita Income	\$24,030

Daytime Demographics

Number of Employees	3,062
Number of Businesses	305
Avg. number Employees per Bus.	10.1
Residents per Business	83.7
Total Aggregate Annual Payroll	\$68.4 million

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Population by Race

CurYr White Population	24,396	95.6%
CurYr Black Population	721	2.8%
CurYr Native American Population	9	0.0%
CurYr Asian Population	58	0.2%
CurYr Pacific Islander Population	0	0.0%
CurYr 2 or more races	327	1.3%
5yr proj White Population	24,542	95.1%
5yr proj Black Population	826	3.2%
5yr proj Native American Population	13	0.1%
5yr proj Asian Population	67	0.3%
5yr proj Pacific Islander Population	0	0.0%
5yr proj 2 or more races	370	1.4%

Male Population by Race

CurYr White Males	11,163	95.5%
CurYr Black Males	339	2.9%
CurYr Native American Males	3	0.0%
CurYr Asian Males	16	0.1%
CurYr Pacific Islander Males	0	0.0%
CurYr 2 or more races Males	168	1.4%
5yr proj White Males	11,274	90.6%
5yr proj Black Males	387	3.1%
5yr proj Native American Males	8	0.1%
5yr proj Asian Males	590	4.7%
5yr proj Pacific Islander Males	0	0.0%
5yr proj 2 or more races Males	192	1.5%

Female Population by Race

CurYr White Females	13,233	95.7%
CurYr Black Females	382	2.8%
CurYr Native American Females	6	0.0%
CurYr Asian Females	42	0.3%
CurYr Pacific Islander Females	0	0.0%
CurYr 2 or more races Females	160	1.2%
5yr proj White Females	13,269	95.2%
5yr proj Black Females	440	3.2%
5yr proj Native American Females	5	0.0%
5yr proj Asian Females	47	0.3%
5yr proj Pacific Islander Females	0	0.0%
5yr proj 2 or more races Females	178	1.3%

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Hispanic Population

CurYr Hispanic Population	988	3.9%
CurYr White not Hispanic Pop.	21,366	87.6%
CurYr Hispanic Males	471	47.7%
CurYr White not Hispanic Males	9,757	87.4%
CurYr Hispanic Females	517	52.3%
CurYr White not Hispanic Females	11,609	87.7%
5yr proj Hispanic Population	1,226	4.7%
5yr proj White not Hispanic Pop.	21,621	88.1%
5yr proj Hispanic Males	590	48.1%
5yr proj White not Hispanic Males	9,891	87.7%
5yr proj Hispanic Females	636	51.9%
5yr proj White not Hispanic Females	11,729	88.4%

Population by Sex

CurYr Male Population	11,688	45.8%
CurYr Female Population	13,823	54.2%
5yr proj Male Population	11,879	46.0%
5yr proj Female Population	13,939	54.0%

Population by Sex by Age

CurYr Male 0 to 9 years	1,017	4.0%
CurYr Male 10 to 19 years	1,165	4.6%
CurYr Male 20 to 29 years	1,106	4.3%
CurYr Male 30 to 39 years	991	3.9%
CurYr Male 40 to 49 years	1,028	4.0%
CurYr Male 50 to 59 years	1,156	4.5%
CurYr Male 60 to 69 years	1,191	4.7%
CurYr Male 70 to 79 years	1,386	5.4%
CurYr Male 80 to 84 years	746	2.9%
CurYr Male 85+ years	1,902	7.5%
CurYr Female 0 to 9 years	1,203	4.7%
CurYr Female 10 to 19 years	1,378	5.4%
CurYr Female 20 to 29 years	1,308	5.1%
CurYr Female 30 to 39 years	1,171	4.6%
CurYr Female 40 to 49 years	1,215	4.8%
CurYr Female 50 to 59 years	1,367	5.4%
CurYr Female 60 to 69 years	1,409	5.5%
CurYr Female 70 to 79 years	1,639	6.4%
CurYr Female 80 to 85 years	883	3.5%
CurYr Female 85+ years	2,249	8.8%

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CurYr Population by Age

CurYr Median Age	53	
CurYr Pop. 0 to 4 years	1,005	3.9%
CurYr Pop. 5 to 9 years	1,215	4.8%
CurYr Pop. 10 to 14 years	1,248	4.9%
CurYr Pop. 15 to 19 years	1,296	5.1%
CurYr Pop. 20 to 24 years	1,239	4.9%
CurYr Pop. 25 to 29 years	1,176	4.6%
CurYr Pop. 30 to 34 years	1,105	4.3%
CurYr Pop. 35 to 39 years	1,057	4.1%
CurYr Pop. 40 to 44 years	1,072	4.2%
CurYr Pop. 45 to 49 years	1,171	4.6%
CurYr Pop. 50 to 54 years	1,250	4.9%
CurYr Pop. 55 to 59 years	1,273	5.0%
CurYr Pop. 60 to 64 years	1,278	5.0%
CurYr Pop. 65 to 69 years	1,322	5.2%
CurYr Pop. 70 to 74 years	1,432	5.6%
CurYr Pop. 75 to 79 years	1,593	6.2%
CurYr Pop. 80 to 84 years	1,629	6.4%
CurYr Pop. 85+	4,151	16.3%

5yr proj Population by Age

5yr proj Median Age	50	
5yr proj Pop. 0 to 4 years	1,160	4.5%
5yr proj Pop. 5 to 9 years	1,332	5.2%
5yr proj Pop. 10 to 14 years	1,288	5.0%
5yr proj Pop. 15 to 19 years	1,316	5.1%
5yr proj Pop. 20 to 24 years	1,331	5.2%
5yr proj Pop. 25 to 29 years	1,275	4.9%
5yr proj Pop. 30 to 34 years	1,235	4.8%
5yr proj Pop. 35 to 39 years	1,155	5.4%
5yr proj Pop. 40 to 44 years	1,123	4.3%
5yr proj Pop. 45 to 49 years	1,148	4.4%
5yr proj Pop. 50 to 54 years	1,215	4.7%
5yr proj Pop. 55 to 59 years	1,285	5.0%
5yr proj Pop. 60 to 64 years	1,283	5.0%
5yr proj Pop. 65 to 69 years	1,305	5.1%
5yr proj Pop. 70 to 74 years	1,348	5.2%
5yr proj Pop. 75 to 79 years	1,390	5.4%
5yr proj Pop. 80 to 84 years	1,360	5.3%
5yr proj Pop. 85+	4,269	16.5%

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Children

CurYr Pop. 0 to 5 (Infant-K)	1,248
CurYr Pop. 6 to 17 (Gradeschool)	2,739
5yr proj Pop. 0 to 5 (Infant-K)	1,427
5yr proj 6 to 17 (Gradeschool)	2,881

Educational Attainment

CurYr Population 25+	17,720	
No Education	62	0.4%
Elementary	1,043	5.9%
Some High School No Diploma	2,508	14.2%
High School Graduate or Equiv.	6,539	36.9%
Some College	3,958	22.3%
Associate Degree	1,134	6.4%
Bachelor Degree	1,538	8.7%
Master Degree	714	4.0%
Professional Degree	167	1%
Doctorate Degree	63	0.4%

Employment & Drive Time

2000 Total Workers 16+	5,907	
Worked at Home	114	1.9%
Did not Work at Home	5,792	98.1%
under 5 minutes	106	1.8%
5 - 9 minutes	478	8.2%
10 -14 minutes	518	8.9%
15 - 19 minutes	663	11.4%
20 - 24 minutes	1,114	19.2%
25 - 29 minutes	474	8.2%
30 - 34 minutes	1,020	17.6%
35 - 39 minutes	240	4.1%
40 - 44 minutes	205	3.5%
45 - 59 minutes	556	9.6%
60 - 89 minutes	239	4.1%
90+ minutes	179	3.1%

Transportation to Work

Car, Truck, or Van	5,613	98.9%
<i>Drove Alone</i>	4,709	
<i>Carpooled</i>	904	
Public Transportation	30	0.5%
Other	32	0.6%

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CurYr Households by Income

CurYr Under \$10,000	671	5.8%
CurYr \$10,000 - \$15,000	809	7.0%
CurYr \$15,000 - \$20,000	718	6.2%
CurYr \$20,000 - \$25,000	540	4.7%
CurYr \$25,000 - \$30,000	1,205	10.4%
CurYr \$30,000 - \$35,000	907	7.9%
CurYr \$35,000 - \$40,000	826	7.2%
CurYr \$40,000 - \$45,000	711	6.2%
CurYr \$45,000 - \$50,000	794	6.9%
CurYr \$50,000 - \$60,000	959	8.3%
CurYr \$60,000 - \$75,000	1,087	9.4%
CurYr \$75,000 - \$100,000	1,371	11.9%
CurYr \$100,000 - \$125,000	432	3.7%
CurYr \$125,000 - \$150,000	177	1.5%
CurYr \$150,000 - \$200,000	193	1.7%
CurYr \$200,000+	133	1.2%

5yr proj Households by Income

5yr proj Under \$10,000	668	5.8%
5yr proj \$10,000 - \$15,000	813	7.0%
5yr proj \$15,000 - \$20,000	710	6.1%
5yr proj \$20,000 - \$25,000	540	4.7%
5yr proj \$25,000 - \$30,000	1,217	10.5%
5yr proj \$30,000 - \$35,000	893	7.7%
5yr proj \$35,000 - \$40,000	818	7.1%
5yr proj \$40,000 - \$45,000	692	6.0%
5yr proj \$45,000 - \$50,000	792	6.9%
5yr proj \$50,000 - \$60,000	953	8.2%
5yr proj \$60,000 - \$75,000	1,107	9.6%
5yr proj \$75,000 - \$100,000	1,400	12.1%
5yr proj \$100,000 - \$125,000	445	3.9%
5yr proj \$125,000 - \$150,000	182	1.6%
5yr proj \$150,000 - \$200,000	195	1.7%
5yr proj \$200,000+	132	1.1%

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CurYr Household Structure

Average HH Size	2.3	
1-person HH	3,387	15.9%
2-person HH	8,147	38.4%
2+ person family	7,507	35.3%
Families Married	5,949	
Families Married w/children	1,292	
Families Married no children	4,657	
Families Other	1,557	7.3%
Fam. Oth. Single Male Head	436	
Fam. Oth. Single Male Head w/ch.	231	
Fam. Oth. Single Male Head no/ch.	205	
Fam. Oth. Single Female Head	1,122	
Fam. Oth. Single Fem. Head w/ch.	596	
Fam. Oth. Single Fem. Head no/ch.	526	
Non-Family HH	640	3.0%

5yr proj Household Structure

Average HH Size	2.3	
1-person HH	3,357	15.7%
2-person HH	8,198	38.4%
2+ person Family	7,550	35.3%
Families Married	5,939	
Families Married w/children	1,348	
Families Married no children	4,590	
Families Other	1,611	7.5%
Fam. Oth. Single Male Head	454	
Fam. Oth. Single Male Head w/ch.	240	
Fam. Oth. Single Male Head no/ch.	214	
Fam. Oth. Single Female Head	1,158	
Fam. Oth. Single Fem. Head w/ch.	618	
Fam. Oth. Single Fem. Head no/ch.	539	
Non-Family HH	648	3.0%

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CurYr Householders by Age

15-24 years	230	2.0%
25-34 years	956	8.3%
35-44 years	1,285	11.1%
45-54 years	1,639	14.2%
55-59 years	788	6.8%
60-64 years	1,112	9.6%
65-74 years	2,573	22.3%
75-84 years	2,051	17.8%
85+ years	899	7.8%

Housing

Median year Built	1982	
2000 Median Value	\$82,624	
CurYr Total Housing Units	16,251	
CurYr Owner Occupied	9,152	56.3%
CurYr Renter Occupied	2,381	14.7%
CurYr Vacant Housing Units	4,717	29.0%
5yr proj Total Housing Units	17,654	
5yr proj Owner Occupied	9,169	51.9%
5yr proj Renter Occupied	2,386	13.5%
5yr proj Vacant Housing Units	6,099	
2000 Total Housing Units	10,345	
2000 Owner Occupied	7,447	72.0%
2000 Renter Occupied	998	9.7%
2000 Total Vacant	1,899	18.4%
2000 Median Contract Rent	\$593	
2000 Gross Rent as % of HH Inc.	25.8	