



RING: 1 MILE

## Demographic & Income Profile

| SUMMARY                       | CENSUS 2010 | 2016   | 2021   |
|-------------------------------|-------------|--------|--------|
| Population                    | 32,743      | 34,510 | 36,016 |
| Households                    | 17,861      | 18,848 | 19,679 |
| Families                      | 4,582       | 4,771  | 4,947  |
| Average Household Size        | 1.81        | 1.81   | 1.81   |
| Owner Occupied Housing Units  | 4,593       | 4,582  | 4,727  |
| Renter Occupied Housing Units | 13,268      | 14,266 | 14,953 |
| Median Age                    | 30.0        | 31.4   | 32.3   |

| TRENDS: 2016 - 2021 ANNUAL RATE | AREA  | STATE | NATIONAL |
|---------------------------------|-------|-------|----------|
| Population                      | 0.86% | 0.74% | 0.84%    |
| Households                      | 0.87% | 0.74% | 0.79%    |
| Families                        | 0.73% | 0.68% | 0.72%    |
| Owner HHs                       | 0.63% | 0.73% | 0.73%    |
| Median Household Income         | 0.59% | 2.56% | 1.89%    |

### DATA FOR ALL BUSINESSES IN AREA

|                                       |        |
|---------------------------------------|--------|
| Total Businesses                      | 1,683  |
| Total Employees                       | 14,294 |
| Total Residential Population          | 34,510 |
| Employee/Residential Population Ratio | 0.41   |

| BY SIC CODES                                   | BUSINESSES |              | EMPLOYEES    |              |
|--|------------|--------------|--------------|--------------|
|  | NUMBER     | PERCENT      | NUMBER       | PERCENT      |
| Agriculture & Mining                           | 15         | 0.9%         | 88           | 0.6%         |
| Construction                                   | 89         | 5.3%         | 412          | 2.9%         |
| Manufacturing                                  | 34         | 2.0%         | 470          | 3.3%         |
| Transportation                                 | 38         | 2.3%         | 274          | 1.9%         |
| Communication                                  | 12         | 0.7%         | 67           | 0.5%         |
| Utility  | 1          | 0.1%         | 7            | 0.0%         |
| Wholesale Trade                                | 21         | 1.2%         | 146          | 1.0%         |
| <b>Retail Trade Summary</b>                    | <b>434</b> | <b>25.8%</b> | <b>5,559</b> | <b>38.9%</b> |
| Home Improvement                               | 16         | 1.0%         | 97           | 0.7%         |
| General Merchandise Stores                     | 11         | 0.7%         | 177          | 1.2%         |
| Food Stores                                    | 36         | 2.1%         | 692          | 4.8%         |
| Auto Dealers, Gas Stations, Auto Aftermarket   | 9          | 0.5%         | 50           | 0.3%         |
| Apparel & Accessory Stores                     | 46         | 2.7%         | 355          | 2.5%         |
| Furniture & Home Furnishings                   | 41         | 2.4%         | 276          | 1.9%         |
| Eating & Drinking Places                       | 157        | 9.3%         | 3,254        | 22.8%        |
| Miscellaneous Retail                           | 118        | 7.0%         | 657          | 4.6%         |
| <b>Finance, Insurance, Real Estate Summary</b> | <b>239</b> | <b>14.2%</b> | <b>1,182</b> | <b>8.3%</b>  |
| Banks, Savings & Lending Institutions          | 75         | 4.5%         | 188          | 1.3%         |
| Securities Brokers                             | 12         | 0.7%         | 45           | 0.3%         |
| Insurance Carriers & Agents                    | 18         | 1.1%         | 110          | 0.8%         |
| Real Estate, Holding, Other Investment Offices | 134        | 8.0%         | 839          | 5.9%         |
| <b>Services Summary</b>                        | <b>675</b> | <b>40.1%</b> | <b>5,974</b> | <b>41.8%</b> |
| Hotels & Lodging                               | 2          | 0.1%         | 132          | 0.9%         |
| Automotive Services                            | 28         | 1.7%         | 173          | 1.2%         |
| Motion Pictures & Amusements                   | 76         | 4.5%         | 530          | 3.7%         |
| Health Services                                | 83         | 4.9%         | 617          | 4.3%         |
| Legal Services                                 | 34         | 2.0%         | 128          | 0.9%         |
| Education Institutions & Libraries             | 18         | 1.1%         | 675          | 4.7%         |

| BY SIC CODES                | BUSINESSES   |               | EMPLOYEES     |               |
|-----------------------------|--------------|---------------|---------------|---------------|
|                             | NUMBER       | PERCENT       | NUMBER        | PERCENT       |
| <b>Other Services</b>       | 435          | 25.8%         | 3,721         | 26.0%         |
| Government                  | 8            | 0.5%          | 90            | 0.6%          |
| Unclassified Establishments | 117          | 7.0%          | 25            | 0.2%          |
| <b>Totals</b>               | <b>1,683</b> | <b>100.0%</b> | <b>14,294</b> | <b>100.0%</b> |

| BY NAICS CODES   | BUSINESSES |              | EMPLOYEES    |              |
|--|------------|--------------|--------------|--------------|
|  | NUMBER     | PERCENT      | NUMBER       | PERCENT      |
| Agriculture, Forestry, Fishing & Hunting                           | 1          | 0.1%         | 3            | 0.0%         |
| Mining   | 0          | 0.0%         | 0            | 0.0%         |
| Utilities  | 0          | 0.0%         | 0            | 0.0%         |
| Construction   | 96         | 5.7%         | 477          | 3.3%         |
| Manufacturing  | 23         | 1.4%         | 241          | 1.7%         |
| Wholesale Trade  | 21         | 1.2%         | 146          | 1.0%         |
| <b>Retail Trade</b>  | <b>273</b> | <b>16.2%</b> | <b>2,225</b> | <b>15.6%</b> |
| <b>Motor Vehicle &amp; Parts Dealers</b>                           | <b>8</b>   | <b>0.5%</b>  | <b>47</b>    | <b>0.3%</b>  |
| <b>Furniture &amp; Home Furnishings Stores</b>                     | <b>19</b>  | <b>1.1%</b>  | <b>99</b>    | <b>0.7%</b>  |
| <b>Electronics &amp; Appliance Stores</b>                          | <b>20</b>  | <b>1.2%</b>  | <b>189</b>   | <b>1.3%</b>  |
| <b>Bldg Material &amp; Garden Equipment &amp; Supplies Dealers</b> | <b>16</b>  | <b>1.0%</b>  | <b>97</b>    | <b>0.7%</b>  |
| <b>Food &amp; Beverage Stores</b>                                  | <b>32</b>  | <b>1.9%</b>  | <b>618</b>   | <b>4.3%</b>  |
| <b>Health &amp; Personal Care Stores</b>                           | <b>22</b>  | <b>1.3%</b>  | <b>193</b>   | <b>1.4%</b>  |
| <b>Gasoline Stations</b>   | <b>1</b>   | <b>0.1%</b>  | <b>3</b>     | <b>0.0%</b>  |
| <b>Clothing &amp; Clothing Accessories Stores</b>                  | <b>59</b>  | <b>3.5%</b>  | <b>386</b>   | <b>2.7%</b>  |
| <b>Sport Goods, Hobby, Book, &amp; Music Stores</b>                | <b>31</b>  | <b>1.8%</b>  | <b>183</b>   | <b>1.3%</b>  |
| <b>General Merchandise Stores</b>                                  | <b>11</b>  | <b>0.7%</b>  | <b>177</b>   | <b>1.2%</b>  |
| <b>Miscellaneous Store Retailers</b>                               | <b>50</b>  | <b>3.0%</b>  | <b>221</b>   | <b>1.5%</b>  |
| <b>Nonstore Retailers</b>  | <b>5</b>   | <b>0.3%</b>  | <b>11</b>    | <b>0.1%</b>  |
| Transportation & Warehousing                                       | 24         | 1.4%         | 253          | 1.8%         |
| Information  | 43         | 2.6%         | 485          | 3.4%         |

| BY NAICS CODES   | BUSINESSES |         | EMPLOYEES |         |
|--|------------|---------|-----------|---------|
|  | NUMBER     | PERCENT | NUMBER    | PERCENT |
| <b>Finance &amp; Insurance</b>   | 106        | 6.3%    | 343       | 2.4%    |
| <b>Central Bank/Credit Intermediation &amp; Related Activities</b>     | 75         | 4.5%    | 188       | 1.3%    |
| <b>Securities, Commodity Contracts &amp; Other Financial</b>           | 12         | 0.7%    | 45        | 0.3%    |
| <b>Investments &amp; Other Related Activities; Funds, Trusts &amp;</b> | 18         | 1.1%    | 110       | 0.8%    |
| Real State, Rental & Leasing   | 141        | 8.4%    | 811       | 5.7%    |
| <b>Professional, Scientific &amp; Tech Services</b>                    | 174        | 10.3%   | 1,032     | 7.2%    |
| <b>Legal Services</b>  | 37         | 2.2%    | 139       | 1.0%    |
| Management of Companies & Enterprises                                  | 2          | 0.1%    | 8         | 0.1%    |
| Administrative & Support & Waste Management & Remediation              | 74         | 4.4%    | 307       | 2.1%    |
| Educational Services   | 30         | 1.8%    | 739       | 5.2%    |
| Health Care & Social Assistance  | 142        | 8.4%    | 1,277     | 8.9%    |
| Arts, Entertainment & Recreation                                       | 47         | 2.8%    | 499       | 3.5%    |
| <b>Accommodation &amp; Food Services</b>                               | 161        | 9.6%    | 3,417     | 23.9%   |
| <b>Accommodation</b>   | 2          | 0.1%    | 132       | 0.9%    |
| <b>Food Services &amp; Drinking Places</b>                             | 160        | 9.5%    | 3,285     | 23.0%   |
| <b>Other Services (except Public Administration)</b>                   | 201        | 11.9%   | 1,916     | 13.4%   |
| <b>Automotive Repair &amp; Maintenance</b>                             | 21         | 1.2%    | 128       | 0.9%    |
| Public Administration  | 8          | 0.5%    | 90        | 0.6%    |
| Unclassified Establishments  | 117        | 7.0%    | 25        | 0.2%    |
| Totals   | 1,683      | 100.0%  | 14,294    | 100.0%  |

| HOUSEHOLDS BY INCOME | 2016   |         | 2021   |         |
|----------------------|--------|---------|--------|---------|
|                      | NUMBER | PERCENT | NUMBER | PERCENT |
| <\$15,000            | 2,709  | 14.4%   | 2,842  | 14.4%   |
| \$15,000 - \$24,999  | 2,033  | 10.8%   | 2,000  | 10.2%   |
| \$25,000 - \$34,999  | 2,146  | 11.4%   | 2,079  | 10.6%   |
| \$35,000 - \$49,999  | 2,487  | 13.2%   | 2,723  | 13.8%   |
| \$50,000 - \$74,999  | 2,455  | 13.0%   | 1,980  | 10.1%   |

| HOUSEHOLDS BY INCOME     | 2016     |         | 2021     |         |
|--------------------------|----------|---------|----------|---------|
|                          | NUMBER   | PERCENT | NUMBER   | PERCENT |
| \$75,000 - \$99,999      | 2,062    | 10.9%   | 2,313    | 11.8%   |
| \$100,000 - \$149,999    | 2,604    | 13.8%   | 2,971    | 15.1%   |
| \$150,000 - \$199,999    | 1,082    | 5.7%    | 1,359    | 6.9%    |
| \$200,000+               | 1,271    | 6.7%    | 1,412    | 7.2%    |
| Median Household Income  | \$50,355 |         | \$51,848 |         |
| Average Household Income | \$82,030 |         | \$88,058 |         |
| Per Capita Income        | \$45,384 |         | \$48,698 |         |

| POPULATION BY AGE | CENSUS 2010 |         | 2016   |         | 2021   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | NUMBER      | PERCENT | NUMBER | PERCENT | NUMBER | PERCENT |
| 0 - 4             | 1,499       | 4.6%    | 1,474  | 4.3%    | 1,567  | 4.4%    |
| 5 - 9             | 1,144       | 3.5%    | 1,172  | 3.4%    | 1,178  | 3.3%    |
| 10 - 14           | 822         | 2.5%    | 945    | 2.7%    | 903    | 2.5%    |
| 15 - 19           | 850         | 2.6%    | 986    | 2.9%    | 946    | 2.6%    |
| 20 - 24           | 4,620       | 14.1%   | 3,927  | 11.4%   | 3,339  | 9.3%    |
| 25 - 34           | 11,453      | 35.0%   | 12,390 | 35.9%   | 13,409 | 37.2%   |
| 35 - 44           | 4,456       | 13.6%   | 4,793  | 13.9%   | 5,613  | 15.6%   |
| 45 - 54           | 3,293       | 10.1%   | 3,378  | 9.8%    | 3,246  | 9.0%    |
| 55 - 64           | 2,577       | 7.9%    | 2,870  | 8.3%    | 2,844  | 7.9%    |
| 65 - 74           | 1,206       | 3.7%    | 1,657  | 4.8%    | 1,941  | 5.4%    |
| 75 - 84           | 536         | 1.6%    | 618    | 1.8%    | 740    | 2.1%    |
| 85+               | 287         | 0.9%    | 299    | 0.9%    | 291    | 0.8%    |

RING: 1 MILE

Market Profile

| POPULATION BY SEX | 2010   | 2016   | 2021   |
|-------------------|--------|--------|--------|
| Males             | 16,904 | 17,885 | 18,514 |
| Females           | 15,839 | 16,625 | 17,501 |

POPULATION 15+ BY MARITAL STATUS 2016

|               |        |
|---------------|--------|
| <b>Total</b>  | 30,919 |
| Never Married | 65.7%  |
| Married       | 23.4%  |
| Widowed       | 1.9%   |
| Divorced      | 9.0%   |

CIVILIAN POPULATION 16+ IN LABOR FORCE 2016

|                     |       |
|---------------------|-------|
| Civilian Employed   | 96.6% |
| Civilian Unemployed | 3.4%  |

EMPLOYED POPULATION 16+ BY INDUSTRY 2016

|                          |        |
|--------------------------|--------|
| <b>Total</b>             | 24,733 |
| Agriculture/Mining       | 0.9%   |
| Construction             | 2.5%   |
| Manufacturing            | 8.2%   |
| Wholesale Trade          | 1.8%   |
| Retail Trade             | 8.9%   |
| Transportation/Utilities | 3.3%   |

## EMPLOYED POPULATION 16+ BY INDUSTRY

2016

|                                      |       |
|--------------------------------------|-------|
| <b>Information</b>                   | 1.7%  |
| <b>Finance/Insurance/Real Estate</b> | 10.3% |
| <b>Services</b>                      | 60.5% |
| <b>Public Administration</b>         | 1.8%  |

## EMPLOYED POPULATION 16+ BY OCCUPATION

2016

|                                 |        |
|---------------------------------|--------|
| <b>Total</b>                    | 24,733 |
| <b>White Collar</b>             | 72.9%  |
| Management/Business/Financial   | 22.2%  |
| Professional                    | 31.9%  |
| Sales                           | 9.9%   |
| Administrative Support          | 8.9%   |
| <b>Services</b>                 | 17.8%  |
| <b>Blue Collar</b>              | 9.2%   |
| Farming/Forestry/Fishing        | 0.4%   |
| Construction/Extraction         | 1.5%   |
| Installation/Maintenance/Repair | 0.6%   |
| Production                      | 2.7%   |
| Transportation/Material Moving  | 4.0%   |

## HOUSEHOLDS BY TYPE

|                                  |        |       |
|----------------------------------|--------|-------|
| <b>Total</b>                     | 17,861 | 100%  |
| <b>Households with 1 Person</b>  | 9,298  | 52.1% |
| <b>Households with 2+ People</b> | 8,563  | 47.9% |
| Family Households                | 4,582  | 25.7% |
| Husband-wife Families            | 3,062  | 17.1% |
| With Own Children                | 1,245  | 7.0%  |
| Other Family (No Spouse Present) | 1,521  | 8.5%  |

## HOUSEHOLDS BY TYPE

|                                     |       |       |
|-------------------------------------|-------|-------|
| With Own Children                   | 780   | 4.4%  |
| Nonfamily Households                | 3,981 | 22.2% |
| All Households with Children        | 2,180 | 12.2% |
| Multigenerational Households        | 108   | 0.6%  |
| <b>Unmarried Partner Households</b> | 1,855 | 10.4% |
| Male-female                         | 1,510 | 8.5%  |
| Same-sex                            | 345   | 1.9%  |
| Average Household Size              | 1.81  |       |

## FAMILY HOUSEHOLDS BY SIZE

|              |        |
|--------------|--------|
| <b>Total</b> | 17,861 |
| 1 Person     | 52.1%  |
| 2 People     | 30.2%  |
| 3 People     | 9.1%   |
| 4 People     | 5.3%   |
| 5 People     | 2.1%   |
| 6 People     | 0.6%   |
| 7+ People    | 0.6%   |

## POPULATION 25+ BY EDUCATIONAL ATTAINMENT

|                              |        |
|------------------------------|--------|
| <b>Total</b>                 | 26,005 |
| Less than 9th Grade          | 3.7%   |
| 9th - 12th Grade, No Diploma | 3.0%   |
| High School Graduate         | 7.9%   |
| GED/Alternative Credential   | 1.0%   |
| Some College, No Degree      | 16.1%  |
| Associate Degree             | 7.4%   |
| Bachelor's Degree            | 39.8%  |

# POPULATION 25+ BY EDUCATIONAL ATTAINMENT

**Graduate/Professional Degree**

21.1%

RING: 1 MILE

Tapestry

| TOP TAPESTRY SEGMENTS                       | PERCENT | SUMMARY DEMOGRAPHIC     | 2016     | 2021     |
|---|---------|-------------------------|----------|----------|
| 1. <a href="#">Metro Renters (3B)</a>       | 70.1%   | Population              | 34,510   | 36,016   |
| 2. <a href="#">Metro Fusion (11C)</a>       | 9.3%    | Households              | 18,848   | 19,679   |
| 3. <a href="#">Laptops and Lattes (3A)</a>  | 6.5%    | Families                | 4,771    | 4,947    |
| 4. <a href="#">Social Security Set (9F)</a> | 4.7%    | Median Age              | 31.4     | 32.3     |
| 5. <a href="#">Young and Restless (11B)</a> | 4.1%    | Median Household Income | \$50,355 | \$51,848 |

RING: 3 MILES

## Demographic & Income Profile

| SUMMARY                       | CENSUS 2010 | 2016    | 2021    |
|-------------------------------|-------------|---------|---------|
| Population                    | 205,259     | 218,808 | 229,994 |
| Households                    | 94,009      | 100,254 | 105,580 |
| Families                      | 37,057      | 38,868  | 40,599  |
| Average Household Size        | 2.09        | 2.09    | 2.09    |
| Owner Occupied Housing Units  | 38,553      | 39,918  | 41,828  |
| Renter Occupied Housing Units | 55,456      | 60,335  | 63,752  |
| Median Age                    | 32.1        | 33.1    | 33.7    |

| TRENDS: 2016 - 2021 ANNUAL RATE | AREA  | STATE | NATIONAL |
|---------------------------------|-------|-------|----------|
| Population                      | 1.00% | 0.74% | 0.84%    |
| Households                      | 1.04% | 0.74% | 0.79%    |
| Families                        | 0.88% | 0.68% | 0.72%    |
| Owner HHs                       | 0.94% | 0.73% | 0.73%    |
| Median Household Income         | 0.50% | 2.56% | 1.89%    |

### DATA FOR ALL BUSINESSES IN AREA

|                                       |         |
|---------------------------------------|---------|
| Total Businesses                      | 14,110  |
| Total Employees                       | 271,227 |
| Total Residential Population          | 218,808 |
| Employee/Residential Population Ratio | 1.24    |

| BY SIC CODES                                   | BUSINESSES   |              | EMPLOYEES      |              |
|--|--------------|--------------|----------------|--------------|
|  | NUMBER       | PERCENT      | NUMBER         | PERCENT      |
| Agriculture & Mining                           | 121          | 0.9%         | 1,777          | 0.7%         |
| Construction                                   | 634          | 4.5%         | 5,761          | 2.1%         |
| Manufacturing                                  | 336          | 2.4%         | 10,845         | 4.0%         |
| Transportation                                 | 282          | 2.0%         | 7,884          | 2.9%         |
| Communication                                  | 170          | 1.2%         | 3,498          | 1.3%         |
| Utility  | 20           | 0.1%         | 1,052          | 0.4%         |
| Wholesale Trade                                | 356          | 2.5%         | 5,617          | 2.1%         |
| <b>Retail Trade Summary</b>                    | <b>2,563</b> | <b>18.2%</b> | <b>58,468</b>  | <b>21.6%</b> |
| Home Improvement                               | 122          | 0.9%         | 1,331          | 0.5%         |
| General Merchandise Stores                     | 63           | 0.4%         | 17,073         | 6.3%         |
| Food Stores                                    | 278          | 2.0%         | 3,228          | 1.2%         |
| Auto Dealers, Gas Stations, Auto Aftermarket   | 92           | 0.7%         | 512            | 0.2%         |
| Apparel & Accessory Stores                     | 184          | 1.3%         | 1,263          | 0.5%         |
| Furniture & Home Furnishings                   | 267          | 1.9%         | 4,199          | 1.5%         |
| Eating & Drinking Places                       | 942          | 6.7%         | 18,675         | 6.9%         |
| Miscellaneous Retail                           | 614          | 4.4%         | 12,188         | 4.5%         |
| <b>Finance, Insurance, Real Estate Summary</b> | <b>2,044</b> | <b>14.5%</b> | <b>31,021</b>  | <b>11.4%</b> |
| Banks, Savings & Lending Institutions          | 538          | 3.8%         | 2,371          | 0.9%         |
| Securities Brokers                             | 364          | 2.6%         | 14,848         | 5.5%         |
| Insurance Carriers & Agents                    | 267          | 1.9%         | 4,315          | 1.6%         |
| Real Estate, Holding, Other Investment Offices | 874          | 6.2%         | 9,487          | 3.5%         |
| <b>Services Summary</b>                        | <b>6,410</b> | <b>45.4%</b> | <b>131,172</b> | <b>48.4%</b> |
| Hotels & Lodging                               | 75           | 0.5%         | 4,921          | 1.8%         |
| Automotive Services                            | 219          | 1.6%         | 1,634          | 0.6%         |
| Motion Pictures & Amusements                   | 455          | 3.2%         | 6,206          | 2.3%         |
| Health Services                                | 796          | 5.6%         | 41,277         | 15.2%        |
| Legal Services                                 | 698          | 4.9%         | 11,885         | 4.4%         |
| Education Institutions & Libraries             | 265          | 1.9%         | 10,809         | 4.0%         |

| BY SIC CODES                | BUSINESSES    |               | EMPLOYEES      |               |
|-----------------------------|---------------|---------------|----------------|---------------|
|                             | NUMBER        | PERCENT       | NUMBER         | PERCENT       |
| <b>Other Services</b>       | 3,901         | 27.6%         | 54,440         | 20.1%         |
| Government                  | 300           | 2.1%          | 13,260         | 4.9%          |
| Unclassified Establishments | 875           | 6.2%          | 871            | 0.3%          |
| <b>Totals</b>               | <b>14,110</b> | <b>100.0%</b> | <b>271,227</b> | <b>100.0%</b> |

| BY NAICS CODES   | BUSINESSES   |              | EMPLOYEES     |              |
|--|--------------|--------------|---------------|--------------|
|  | NUMBER       | PERCENT      | NUMBER        | PERCENT      |
| Agriculture, Forestry, Fishing & Hunting                           | 9            | 0.1%         | 1,069         | 0.4%         |
| Mining   | 8            | 0.1%         | 18            | 0.0%         |
| Utilities  | 5            | 0.0%         | 914           | 0.3%         |
| Construction   | 708          | 5.0%         | 6,383         | 2.4%         |
| Manufacturing  | 295          | 2.1%         | 6,384         | 2.4%         |
| Wholesale Trade  | 339          | 2.4%         | 5,569         | 2.1%         |
| <b>Retail Trade</b>  | <b>1,569</b> | <b>11.1%</b> | <b>39,212</b> | <b>14.5%</b> |
| <b>Motor Vehicle &amp; Parts Dealers</b>                           | <b>45</b>    | <b>0.3%</b>  | <b>408</b>    | <b>0.2%</b>  |
| <b>Furniture &amp; Home Furnishings Stores</b>                     | <b>87</b>    | <b>0.6%</b>  | <b>653</b>    | <b>0.2%</b>  |
| <b>Electronics &amp; Appliance Stores</b>                          | <b>164</b>   | <b>1.2%</b>  | <b>3,500</b>  | <b>1.3%</b>  |
| <b>Bldg Material &amp; Garden Equipment &amp; Supplies Dealers</b> | <b>122</b>   | <b>0.9%</b>  | <b>1,331</b>  | <b>0.5%</b>  |
| <b>Food &amp; Beverage Stores</b>                                  | <b>241</b>   | <b>1.7%</b>  | <b>2,994</b>  | <b>1.1%</b>  |
| <b>Health &amp; Personal Care Stores</b>                           | <b>96</b>    | <b>0.7%</b>  | <b>8,478</b>  | <b>3.1%</b>  |
| <b>Gasoline Stations</b>   | <b>47</b>    | <b>0.3%</b>  | <b>104</b>    | <b>0.0%</b>  |
| <b>Clothing &amp; Clothing Accessories Stores</b>                  | <b>254</b>   | <b>1.8%</b>  | <b>1,541</b>  | <b>0.6%</b>  |
| <b>Sport Goods, Hobby, Book, &amp; Music Stores</b>                | <b>134</b>   | <b>0.9%</b>  | <b>1,066</b>  | <b>0.4%</b>  |
| <b>General Merchandise Stores</b>                                  | <b>63</b>    | <b>0.4%</b>  | <b>17,073</b> | <b>6.3%</b>  |
| <b>Miscellaneous Store Retailers</b>                               | <b>279</b>   | <b>2.0%</b>  | <b>1,878</b>  | <b>0.7%</b>  |
| <b>Nonstore Retailers</b>  | <b>37</b>    | <b>0.3%</b>  | <b>186</b>    | <b>0.1%</b>  |
| Transportation & Warehousing                                       | 214          | 1.5%         | 7,468         | 2.8%         |
| Information  | 467          | 3.3%         | 11,599        | 4.3%         |

| BY NAICS CODES   | BUSINESSES |         | EMPLOYEES |         |
|--|------------|---------|-----------|---------|
|  | NUMBER     | PERCENT | NUMBER    | PERCENT |
| <b>Finance &amp; Insurance</b>   | 1,200      | 8.5%    | 21,791    | 8.0%    |
| <b>Central Bank/Credit Intermediation &amp; Related Activities</b>     | 539        | 3.8%    | 2,365     | 0.9%    |
| <b>Securities, Commodity Contracts &amp; Other Financial</b>           | 390        | 2.8%    | 15,080    | 5.6%    |
| <b>Investments &amp; Other Related Activities; Funds, Trusts &amp;</b> | 271        | 1.9%    | 4,346     | 1.6%    |
| Real State, Rental & Leasing   | 864        | 6.1%    | 8,145     | 3.0%    |
| <b>Professional, Scientific &amp; Tech Services</b>                    | 2,254      | 16.0%   | 39,524    | 14.6%   |
| <b>Legal Services</b>  | 728        | 5.2%    | 12,251    | 4.5%    |
| Management of Companies & Enterprises                                  | 16         | 0.1%    | 809       | 0.3%    |
| Administrative & Support & Waste Management & Remediation              | 591        | 4.2%    | 5,540     | 2.0%    |
| Educational Services   | 311        | 2.2%    | 10,521    | 3.9%    |
| Health Care & Social Assistance  | 1,240      | 8.8%    | 48,329    | 17.8%   |
| Arts, Entertainment & Recreation                                       | 339        | 2.4%    | 6,026     | 2.2%    |
| <b>Accommodation &amp; Food Services</b>                               | 1,034      | 7.3%    | 23,784    | 8.8%    |
| <b>Accommodation</b>   | 75         | 0.5%    | 4,921     | 1.8%    |
| <b>Food Services &amp; Drinking Places</b>                             | 959        | 6.8%    | 18,862    | 7.0%    |
| <b>Other Services (except Public Administration)</b>                   | 1,468      | 10.4%   | 13,707    | 5.1%    |
| <b>Automotive Repair &amp; Maintenance</b>                             | 116        | 0.8%    | 671       | 0.2%    |
| Public Administration  | 305        | 2.2%    | 13,564    | 5.0%    |
| Unclassified Establishments  | 875        | 6.2%    | 871       | 0.3%    |
| Totals   | 14,110     | 100.0%  | 271,227   | 100.0%  |

| HOUSEHOLDS BY INCOME | 2016   |         | 2021   |         |
|----------------------|--------|---------|--------|---------|
|                      | NUMBER | PERCENT | NUMBER | PERCENT |
| <\$15,000            | 17,010 | 17.0%   | 18,281 | 17.3%   |
| \$15,000 - \$24,999  | 9,732  | 9.7%    | 9,672  | 9.2%    |
| \$25,000 - \$34,999  | 9,306  | 9.3%    | 8,865  | 8.4%    |
| \$35,000 - \$49,999  | 11,805 | 11.8%   | 13,634 | 12.9%   |
| \$50,000 - \$74,999  | 15,331 | 15.3%   | 11,277 | 10.7%   |

| HOUSEHOLDS BY INCOME     | 2016     |         | 2021     |         |
|--------------------------|----------|---------|----------|---------|
|                          | NUMBER   | PERCENT | NUMBER   | PERCENT |
| \$75,000 - \$99,999      | 11,063   | 11.0%   | 12,468   | 11.8%   |
| \$100,000 - \$149,999    | 12,792   | 12.8%   | 15,442   | 14.6%   |
| \$150,000 - \$199,999    | 5,804    | 5.8%    | 7,407    | 7.0%    |
| \$200,000+               | 7,412    | 7.4%    | 8,534    | 8.1%    |
| Median Household Income  | \$52,668 |         | \$53,990 |         |
| Average Household Income | \$82,834 |         | \$89,771 |         |
| Per Capita Income        | \$38,621 |         | \$41,835 |         |

| POPULATION BY AGE | CENSUS 2010 |         | 2016   |         | 2021   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | NUMBER      | PERCENT | NUMBER | PERCENT | NUMBER | PERCENT |
| 0 - 4             | 13,909      | 6.8%    | 13,717 | 6.3%    | 14,354 | 6.2%    |
| 5 - 9             | 11,612      | 5.7%    | 12,168 | 5.6%    | 12,141 | 5.3%    |
| 10 - 14           | 9,392       | 4.6%    | 10,904 | 5.0%    | 10,933 | 4.8%    |
| 15 - 19           | 10,087      | 4.9%    | 11,050 | 5.1%    | 11,389 | 5.0%    |
| 20 - 24           | 20,452      | 10.0%   | 20,241 | 9.3%    | 20,017 | 8.7%    |
| 25 - 34           | 49,037      | 23.9%   | 49,880 | 22.8%   | 52,366 | 22.8%   |
| 35 - 44           | 29,172      | 14.2%   | 31,150 | 14.2%   | 33,807 | 14.7%   |
| 45 - 54           | 25,086      | 12.2%   | 25,780 | 11.8%   | 25,899 | 11.3%   |
| 55 - 64           | 19,645      | 9.6%    | 22,167 | 10.1%   | 22,861 | 9.9%    |
| 65 - 74           | 9,060       | 4.4%    | 13,083 | 6.0%    | 15,998 | 7.0%    |
| 75 - 84           | 5,012       | 2.4%    | 5,584  | 2.6%    | 7,043  | 3.1%    |
| 85+               | 2,794       | 1.4%    | 3,083  | 1.4%    | 3,183  | 1.4%    |

RING: 3 MILES

Market Profile

## POPULATION BY SEX

|         | 2010    | 2016    | 2021    |
|---------|---------|---------|---------|
| Males   | 104,272 | 111,119 | 116,365 |
| Females | 100,987 | 107,689 | 113,629 |

## POPULATION 15+ BY MARITAL STATUS

|               | 2016    |
|---------------|---------|
| <b>Total</b>  | 182,019 |
| Never Married | 52.6%   |
| Married       | 34.1%   |
| Widowed       | 3.0%    |
| Divorced      | 10.3%   |

## CIVILIAN POPULATION 16+ IN LABOR FORCE

|                     | 2016  |
|---------------------|-------|
| Civilian Employed   | 94.7% |
| Civilian Unemployed | 5.3%  |

## EMPLOYED POPULATION 16+ BY INDUSTRY

|                          | 2016    |
|--------------------------|---------|
| <b>Total</b>             | 126,130 |
| Agriculture/Mining       | 0.5%    |
| Construction             | 2.5%    |
| Manufacturing            | 8.2%    |
| Wholesale Trade          | 2.2%    |
| Retail Trade             | 9.9%    |
| Transportation/Utilities | 3.0%    |

## EMPLOYED POPULATION 16+ BY INDUSTRY

2016

|                                      |       |
|--------------------------------------|-------|
| <b>Information</b>                   | 2.0%  |
| <b>Finance/Insurance/Real Estate</b> | 9.0%  |
| <b>Services</b>                      | 60.4% |
| <b>Public Administration</b>         | 2.3%  |

## EMPLOYED POPULATION 16+ BY OCCUPATION

2016

|                                 |         |
|---------------------------------|---------|
| <b>Total</b>                    | 126,130 |
| <b>White Collar</b>             | 71.1%   |
| Management/Business/Financial   | 20.6%   |
| Professional                    | 31.3%   |
| Sales                           | 9.6%    |
| Administrative Support          | 9.6%    |
| <b>Services</b>                 | 18.4%   |
| <b>Blue Collar</b>              | 10.6%   |
| Farming/Forestry/Fishing        | 0.4%    |
| Construction/Extraction         | 2.0%    |
| Installation/Maintenance/Repair | 0.9%    |
| Production                      | 3.6%    |
| Transportation/Material Moving  | 3.7%    |

## HOUSEHOLDS BY TYPE

|                                  |        |       |
|----------------------------------|--------|-------|
| <b>Total</b>                     | 94,009 | 100%  |
| <b>Households with 1 Person</b>  | 42,882 | 45.6% |
| <b>Households with 2+ People</b> | 51,127 | 54.4% |
| <b>Family Households</b>         | 37,057 | 39.4% |
| Husband-wife Families            | 24,276 | 25.8% |
| With Own Children                | 10,812 | 11.5% |
| Other Family (No Spouse Present) | 12,781 | 13.6% |

## HOUSEHOLDS BY TYPE

|                                     |        |       |
|-------------------------------------|--------|-------|
| With Own Children                   | 7,432  | 7.9%  |
| Nonfamily Households                | 14,070 | 15.0% |
| All Households with Children        | 19,843 | 21.1% |
| Multigenerational Households        | 1,541  | 1.6%  |
| <b>Unmarried Partner Households</b> | 8,702  | 9.3%  |
| Male-female                         | 6,864  | 7.3%  |
| Same-sex                            | 1,838  | 2.0%  |
| Average Household Size              | 2.09   |       |

## FAMILY HOUSEHOLDS BY SIZE

|              |        |
|--------------|--------|
| <b>Total</b> | 94,009 |
| 1 Person     | 45.6%  |
| 2 People     | 29.3%  |
| 3 People     | 10.7%  |
| 4 People     | 7.6%   |
| 5 People     | 3.4%   |
| 6 People     | 1.5%   |
| 7+ People    | 1.9%   |

## POPULATION 25+ BY EDUCATIONAL ATTAINMENT

|                              |         |
|------------------------------|---------|
| <b>Total</b>                 | 150,729 |
| Less than 9th Grade          | 5.9%    |
| 9th - 12th Grade, No Diploma | 5.1%    |
| High School Graduate         | 11.4%   |
| GED/Alternative Credential   | 2.3%    |
| Some College, No Degree      | 15.9%   |
| Associate Degree             | 6.2%    |
| Bachelor's Degree            | 32.1%   |

POPULATION 25+ BY EDUCATIONAL ATTAINMENT

Graduate/Professional Degree

21.1%

RING: 3 MILES

Tapestry

| TOP TAPESTRY SEGMENTS                       | PERCENT | SUMMARY DEMOGRAPHIC     | 2016     | 2021     |
|---|---------|-------------------------|----------|----------|
| 1. <a href="#">Metro Renters (3B)</a>       | 34.4%   | Population              | 218,808  | 229,994  |
| 2. <a href="#">Emerald City (8B)</a>        | 11.9%   | Households              | 100,254  | 105,580  |
| 3. <a href="#">Metro Fusion (11C)</a>       | 8.8%    | Families                | 38,868   | 40,599   |
| 4. <a href="#">Urban Chic (2A)</a>          | 8.2%    | Median Age              | 33.1     | 33.7     |
| 5. <a href="#">Social Security Set (9F)</a> | 6.9%    | Median Household Income | \$52,668 | \$53,990 |

RING: 5 MILES

## Demographic & Income Profile

| SUMMARY                       | CENSUS 2010 | 2016    | 2021    |
|-------------------------------|-------------|---------|---------|
| Population                    | 446,977     | 475,595 | 499,912 |
| Households                    | 194,112     | 205,912 | 216,491 |
| Families                      | 88,267      | 92,087  | 95,985  |
| Average Household Size        | 2.20        | 2.21    | 2.22    |
| Owner Occupied Housing Units  | 99,196      | 102,223 | 106,800 |
| Renter Occupied Housing Units | 94,916      | 103,689 | 109,691 |
| Median Age                    | 32.5        | 33.4    | 33.9    |

| TRENDS: 2016 - 2021 ANNUAL RATE | AREA  | STATE | NATIONAL |
|---------------------------------|-------|-------|----------|
| Population                      | 1.00% | 0.74% | 0.84%    |
| Households                      | 1.01% | 0.74% | 0.79%    |
| Families                        | 0.83% | 0.68% | 0.72%    |
| Owner HHs                       | 0.88% | 0.73% | 0.73%    |
| Median Household Income         | 0.70% | 2.56% | 1.89%    |

### DATA FOR ALL BUSINESSES IN AREA

|                                       |         |
|---------------------------------------|---------|
| Total Businesses                      | 25,069  |
| Total Employees                       | 509,864 |
| Total Residential Population          | 475,595 |
| Employee/Residential Population Ratio | 1.07    |

| BY SIC CODES                                   | BUSINESSES    |              | EMPLOYEES      |              |
|--|---------------|--------------|----------------|--------------|
|  | NUMBER        | PERCENT      | NUMBER         | PERCENT      |
| Agriculture & Mining                           | 264           | 1.1%         | 2,682          | 0.5%         |
| Construction                                   | 1,295         | 5.2%         | 12,653         | 2.5%         |
| Manufacturing                                  | 794           | 3.2%         | 31,750         | 6.2%         |
| Transportation                                 | 536           | 2.1%         | 12,202         | 2.4%         |
| Communication                                  | 268           | 1.1%         | 6,122          | 1.2%         |
| Utility  | 48            | 0.2%         | 1,419          | 0.3%         |
| Wholesale Trade                                | 776           | 3.1%         | 13,169         | 2.6%         |
| <b>Retail Trade Summary</b>                    | <b>4,652</b>  | <b>18.6%</b> | <b>96,666</b>  | <b>19.0%</b> |
| Home Improvement                               | 253           | 1.0%         | 3,348          | 0.7%         |
| General Merchandise Stores                     | 112           | 0.4%         | 19,143         | 3.8%         |
| Food Stores                                    | 457           | 1.8%         | 7,412          | 1.5%         |
| Auto Dealers, Gas Stations, Auto Aftermarket   | 231           | 0.9%         | 2,592          | 0.5%         |
| Apparel & Accessory Stores                     | 366           | 1.5%         | 2,964          | 0.6%         |
| Furniture & Home Furnishings                   | 505           | 2.0%         | 6,754          | 1.3%         |
| Eating & Drinking Places                       | 1,548         | 6.2%         | 30,337         | 6.0%         |
| Miscellaneous Retail                           | 1,180         | 4.7%         | 24,116         | 4.7%         |
| <b>Finance, Insurance, Real Estate Summary</b> | <b>3,197</b>  | <b>12.8%</b> | <b>41,661</b>  | <b>8.2%</b>  |
| Banks, Savings & Lending Institutions          | 935           | 3.7%         | 4,337          | 0.9%         |
| Securities Brokers                             | 480           | 1.9%         | 15,754         | 3.1%         |
| Insurance Carriers & Agents                    | 422           | 1.7%         | 8,490          | 1.7%         |
| Real Estate, Holding, Other Investment Offices | 1,360         | 5.4%         | 13,080         | 2.6%         |
| <b>Services Summary</b>                        | <b>11,345</b> | <b>45.3%</b> | <b>274,363</b> | <b>53.8%</b> |
| Hotels & Lodging                               | 114           | 0.5%         | 5,811          | 1.1%         |
| Automotive Services                            | 449           | 1.8%         | 3,068          | 0.6%         |
| Motion Pictures & Amusements                   | 866           | 3.5%         | 10,918         | 2.1%         |
| Health Services                                | 1,597         | 6.4%         | 94,280         | 18.5%        |
| Legal Services                                 | 858           | 3.4%         | 12,813         | 2.5%         |
| Education Institutions & Libraries             | 645           | 2.6%         | 49,711         | 9.7%         |

| BY SIC CODES                | BUSINESSES    |               | EMPLOYEES      |               |
|-----------------------------|---------------|---------------|----------------|---------------|
|                             | NUMBER        | PERCENT       | NUMBER         | PERCENT       |
| <b>Other Services</b>       | 6,817         | 27.2%         | 97,762         | 19.2%         |
| Government                  | 438           | 1.7%          | 15,945         | 3.1%          |
| Unclassified Establishments | 1,457         | 5.8%          | 1,232          | 0.2%          |
| <b>Totals</b>               | <b>25,069</b> | <b>100.0%</b> | <b>509,864</b> | <b>100.0%</b> |

| BY NAICS CODES   | BUSINESSES   |              | EMPLOYEES     |              |
|--|--------------|--------------|---------------|--------------|
|  | NUMBER       | PERCENT      | NUMBER        | PERCENT      |
| Agriculture, Forestry, Fishing & Hunting                           | 15           | 0.1%         | 1,080         | 0.2%         |
| Mining   | 10           | 0.0%         | 82            | 0.0%         |
| Utilities  | 12           | 0.0%         | 1,007         | 0.2%         |
| Construction   | 1,424        | 5.7%         | 13,808        | 2.7%         |
| Manufacturing  | 752          | 3.0%         | 27,242        | 5.3%         |
| Wholesale Trade  | 754          | 3.0%         | 13,083        | 2.6%         |
| <b>Retail Trade</b>  | <b>2,999</b> | <b>12.0%</b> | <b>65,185</b> | <b>12.8%</b> |
| <b>Motor Vehicle &amp; Parts Dealers</b>                           | 137          | 0.5%         | 2,327         | 0.5%         |
| <b>Furniture &amp; Home Furnishings Stores</b>                     | 168          | 0.7%         | 1,613         | 0.3%         |
| <b>Electronics &amp; Appliance Stores</b>                          | 284          | 1.1%         | 5,006         | 1.0%         |
| <b>Bldg Material &amp; Garden Equipment &amp; Supplies Dealers</b> | 252          | 1.0%         | 3,345         | 0.7%         |
| <b>Food &amp; Beverage Stores</b>                                  | 430          | 1.7%         | 7,206         | 1.4%         |
| <b>Health &amp; Personal Care Stores</b>                           | 213          | 0.8%         | 16,290        | 3.2%         |
| <b>Gasoline Stations</b>   | 93           | 0.4%         | 265           | 0.1%         |
| <b>Clothing &amp; Clothing Accessories Stores</b>                  | 468          | 1.9%         | 3,416         | 0.7%         |
| <b>Sport Goods, Hobby, Book, &amp; Music Stores</b>                | 251          | 1.0%         | 1,994         | 0.4%         |
| <b>General Merchandise Stores</b>                                  | 112          | 0.4%         | 19,143        | 3.8%         |
| <b>Miscellaneous Store Retailers</b>                               | 514          | 2.1%         | 4,016         | 0.8%         |
| <b>Nonstore Retailers</b>  | 77           | 0.3%         | 564           | 0.1%         |
| Transportation & Warehousing                                       | 421          | 1.7%         | 11,330        | 2.2%         |
| Information  | 791          | 3.2%         | 16,615        | 3.3%         |

| BY NAICS CODES   | BUSINESSES |         | EMPLOYEES |         |
|--|------------|---------|-----------|---------|
|  | NUMBER     | PERCENT | NUMBER    | PERCENT |
| <b>Finance &amp; Insurance</b>   | 1,877      | 7.5%    | 28,953    | 5.7%    |
| <b>Central Bank/Credit Intermediation &amp; Related Activities</b>     | 940        | 3.7%    | 4,313     | 0.8%    |
| <b>Securities, Commodity Contracts &amp; Other Financial</b>           | 510        | 2.0%    | 16,117    | 3.2%    |
| <b>Investments &amp; Other Related Activities; Funds, Trusts &amp;</b> | 427        | 1.7%    | 8,523     | 1.7%    |
| Real State, Rental & Leasing   | 1,432      | 5.7%    | 11,962    | 2.3%    |
| <b>Professional, Scientific &amp; Tech Services</b>                    | 3,406      | 13.6%   | 60,814    | 11.9%   |
| <b>Legal Services</b>  | 906        | 3.6%    | 13,443    | 2.6%    |
| Management of Companies & Enterprises                                  | 24         | 0.1%    | 919       | 0.2%    |
| Administrative & Support & Waste Management & Remediation              | 1,054      | 4.2%    | 12,227    | 2.4%    |
| Educational Services   | 708        | 2.8%    | 49,326    | 9.7%    |
| Health Care & Social Assistance  | 2,399      | 9.6%    | 107,385   | 21.1%   |
| Arts, Entertainment & Recreation                                       | 617        | 2.5%    | 9,944     | 2.0%    |
| <b>Accommodation &amp; Food Services</b>                               | 1,689      | 6.7%    | 36,467    | 7.2%    |
| <b>Accommodation</b>   | 114        | 0.5%    | 5,811     | 1.1%    |
| <b>Food Services &amp; Drinking Places</b>                             | 1,575      | 6.3%    | 30,655    | 6.0%    |
| <b>Other Services (except Public Administration)</b>                   | 2,786      | 11.1%   | 24,956    | 4.9%    |
| <b>Automotive Repair &amp; Maintenance</b>                             | 294        | 1.2%    | 1,698     | 0.3%    |
| Public Administration  | 443        | 1.8%    | 16,249    | 3.2%    |
| Unclassified Establishments  | 1,456      | 5.8%    | 1,232     | 0.2%    |
| Totals   | 25,069     | 100.0%  | 509,864   | 100.0%  |

| HOUSEHOLDS BY INCOME | 2016   |         | 2021   |         |
|----------------------|--------|---------|--------|---------|
|                      | NUMBER | PERCENT | NUMBER | PERCENT |
| <\$15,000            | 31,677 | 15.4%   | 34,586 | 16.0%   |
| \$15,000 - \$24,999  | 19,140 | 9.3%    | 18,969 | 8.8%    |
| \$25,000 - \$34,999  | 19,165 | 9.3%    | 18,090 | 8.4%    |
| \$35,000 - \$49,999  | 24,461 | 11.9%   | 28,512 | 13.2%   |
| \$50,000 - \$74,999  | 33,073 | 16.1%   | 24,037 | 11.1%   |

| HOUSEHOLDS BY INCOME     | 2016     |         | 2021     |         |
|--------------------------|----------|---------|----------|---------|
|                          | NUMBER   | PERCENT | NUMBER   | PERCENT |
| \$75,000 - \$99,999      | 24,101   | 11.7%   | 26,942   | 12.4%   |
| \$100,000 - \$149,999    | 28,330   | 13.8%   | 33,979   | 15.7%   |
| \$150,000 - \$199,999    | 12,344   | 6.0%    | 15,795   | 7.3%    |
| \$200,000+               | 13,621   | 6.6%    | 15,580   | 7.2%    |
| Median Household Income  | \$54,792 |         | \$56,727 |         |
| Average Household Income | \$82,260 |         | \$88,784 |         |
| Per Capita Income        | \$36,192 |         | \$38,994 |         |

| POPULATION BY AGE | CENSUS 2010 |         | 2016   |         | 2021   |         |
|-------------------|-------------|---------|--------|---------|--------|---------|
|                   | NUMBER      | PERCENT | NUMBER | PERCENT | NUMBER | PERCENT |
| 0 - 4             | 30,005      | 6.7%    | 29,349 | 6.2%    | 30,584 | 6.1%    |
| 5 - 9             | 25,123      | 5.6%    | 26,783 | 5.6%    | 26,716 | 5.3%    |
| 10 - 14           | 21,652      | 4.8%    | 24,427 | 5.1%    | 25,002 | 5.0%    |
| 15 - 19           | 27,742      | 6.2%    | 29,543 | 6.2%    | 30,477 | 6.1%    |
| 20 - 24           | 47,675      | 10.7%   | 50,981 | 10.7%   | 51,818 | 10.4%   |
| 25 - 34           | 90,849      | 20.3%   | 90,003 | 18.9%   | 94,703 | 18.9%   |
| 35 - 44           | 60,060      | 13.4%   | 63,613 | 13.4%   | 67,622 | 13.5%   |
| 45 - 54           | 56,031      | 12.5%   | 55,827 | 11.7%   | 55,489 | 11.1%   |
| 55 - 64           | 45,280      | 10.1%   | 51,318 | 10.8%   | 52,612 | 10.5%   |
| 65 - 74           | 21,171      | 4.7%    | 30,483 | 6.4%    | 38,194 | 7.6%    |
| 75 - 84           | 13,448      | 3.0%    | 14,467 | 3.0%    | 17,589 | 3.5%    |
| 85+               | 7,942       | 1.8%    | 8,801  | 1.9%    | 9,107  | 1.8%    |

RING: 5 MILES

Market Profile

## POPULATION BY SEX

|         | 2010    | 2016    | 2021    |
|---------|---------|---------|---------|
| Males   | 222,689 | 237,352 | 249,393 |
| Females | 224,288 | 238,243 | 250,519 |

## POPULATION 15+ BY MARITAL STATUS

|               | 2016    |
|---------------|---------|
| <b>Total</b>  | 395,036 |
| Never Married | 49.6%   |
| Married       | 36.5%   |
| Widowed       | 3.7%    |
| Divorced      | 10.2%   |

## CIVILIAN POPULATION 16+ IN LABOR FORCE

|                     | 2016  |
|---------------------|-------|
| Civilian Employed   | 94.7% |
| Civilian Unemployed | 5.3%  |

## EMPLOYED POPULATION 16+ BY INDUSTRY

|                          | 2016    |
|--------------------------|---------|
| <b>Total</b>             | 264,910 |
| Agriculture/Mining       | 0.5%    |
| Construction             | 2.7%    |
| Manufacturing            | 8.7%    |
| Wholesale Trade          | 2.3%    |
| Retail Trade             | 9.9%    |
| Transportation/Utilities | 3.1%    |

## EMPLOYED POPULATION 16+ BY INDUSTRY

2016

|                                      |       |
|--------------------------------------|-------|
| <b>Information</b>                   | 2.1%  |
| <b>Finance/Insurance/Real Estate</b> | 8.6%  |
| <b>Services</b>                      | 59.6% |
| <b>Public Administration</b>         | 2.6%  |

## EMPLOYED POPULATION 16+ BY OCCUPATION

2016

|                                 |         |
|---------------------------------|---------|
| <b>Total</b>                    | 264,910 |
| <b>White Collar</b>             | 70.9%   |
| Management/Business/Financial   | 19.4%   |
| Professional                    | 31.4%   |
| Sales                           | 9.3%    |
| Administrative Support          | 10.8%   |
| <b>Services</b>                 | 17.8%   |
| <b>Blue Collar</b>              | 11.4%   |
| Farming/Forestry/Fishing        | 0.4%    |
| Construction/Extraction         | 2.1%    |
| Installation/Maintenance/Repair | 1.3%    |
| Production                      | 4.0%    |
| Transportation/Material Moving  | 3.6%    |

## HOUSEHOLDS BY TYPE

|                                  |         |       |
|----------------------------------|---------|-------|
| <b>Total</b>                     | 194,112 | 100%  |
| <b>Households with 1 Person</b>  | 77,574  | 40.0% |
| <b>Households with 2+ People</b> | 116,538 | 60.0% |
| <b>Family Households</b>         | 88,267  | 45.5% |
| Husband-wife Families            | 59,986  | 30.9% |
| With Own Children                | 26,009  | 13.4% |
| Other Family (No Spouse Present) | 28,282  | 14.6% |

## HOUSEHOLDS BY TYPE

|                                     |        |       |
|-------------------------------------|--------|-------|
| With Own Children                   | 15,979 | 8.2%  |
| Nonfamily Households                | 28,271 | 14.5% |
| All Households with Children        | 45,528 | 23.5% |
| Multigenerational Households        | 3,725  | 1.9%  |
| <b>Unmarried Partner Households</b> | 17,130 | 8.8%  |
| Male-female                         | 13,663 | 7.0%  |
| Same-sex                            | 3,467  | 1.8%  |
| Average Household Size              | 2.20   |       |

## FAMILY HOUSEHOLDS BY SIZE

|              |         |
|--------------|---------|
| <b>Total</b> | 194,110 |
| 1 Person     | 40.0%   |
| 2 People     | 31.1%   |
| 3 People     | 12.4%   |
| 4 People     | 9.2%    |
| 5 People     | 4.0%    |
| 6 People     | 1.6%    |
| 7+ People    | 1.8%    |

## POPULATION 25+ BY EDUCATIONAL ATTAINMENT

|                              |         |
|------------------------------|---------|
| <b>Total</b>                 | 314,512 |
| Less than 9th Grade          | 4.3%    |
| 9th - 12th Grade, No Diploma | 4.6%    |
| High School Graduate         | 12.7%   |
| GED/Alternative Credential   | 2.6%    |
| Some College, No Degree      | 16.8%   |
| Associate Degree             | 7.0%    |
| Bachelor's Degree            | 31.4%   |

# POPULATION 25+ BY EDUCATIONAL ATTAINMENT

**Graduate/Professional Degree**

20.5%

RING: 5 MILES

Tapestry

| TOP TAPESTRY SEGMENTS                 | PERCENT | SUMMARY DEMOGRAPHIC     | 2016     | 2021     |
|---------------------------------------|---------|-------------------------|----------|----------|
| 1. <a href="#">Metro Renters (3B)</a> | 17.6%   | Population              | 475,595  | 499,912  |
| 2. <a href="#">Emerald City (8B)</a>  | 15.5%   | Households              | 205,912  | 216,491  |
| 3. <a href="#">In Style (5B)</a>      | 7.4%    | Families                | 92,087   | 95,985   |
| 4. <a href="#">Urban Chic (2A)</a>    | 7.3%    | Median Age              | 33.4     | 33.9     |
| 5. <a href="#">Metro Fusion (11C)</a> | 5.8%    | Median Household Income | \$54,792 | \$56,727 |

Source: demographic data provided by esri & business data provided by Infogroup, Inc. All rights reserved.