



| Population | 1-mi. | 3-mi. | 5-mi. |
|---------------------------|-------|--------|--------|
| Total Population | 6,749 | 12,778 | 13,858 |
| Group Quarters Population | 2,203 | 2,772 | 2,787 |
| Urban Population | 6,692 | 11,140 | 11,446 |
| Rural Population | 57 | 1,638 | 2,412 |
| Adult Population | 5,688 | 10,304 | 11,143 |
| Ratio of Males to Females | 0.91 | 1 | 1.01 |
| Female Population | 3,532 | 6,379 | 6,910 |
| Male Population | 3,218 | 6,399 | 6,947 |
| Land Area (Square Miles) | 4.04 | 70.08 | 98.32 |

| Age | 1-mi. | 3-mi. | 5-mi. |
|--------------------|--------|--------|--------|
| Median Age, Total | 23.52 | 30.83 | 31.68 |
| Median Age, Male | 23.68 | 30.95 | 31.63 |
| Median Age, Female | 23.39 | 30.67 | 31.75 |
| % Age 18+ | 84.27% | 80.64% | 80.41% |
| % Age 21+ | 62.12% | 67.34% | 67.9% |
| % Age 55+ | 20.12% | 23.43% | 24.17% |
| % Age 65+ | 11.33% | 12.55% | 12.88% |

| Ethnicity | 1-mi. | 3-mi. | 5-mi. |
|--|--------|-------|--------|
| % White | 89.64% | 89.7% | 90.27% |
| % Black/African American | 2.71% | 3.43% | 3.21% |
| % American Indian / Alaska Native | 0.31% | 0.59% | 0.55% |
| % Asian | 2.3% | 1.61% | 1.52% |
| % Native Hawaiian / Other Pacific Islander | 0% | 0% | 0% |

| | | | |
|---------------------|-------|-------|-------|
| % Other | 2.25% | 2.33% | 2.21% |
| % Two or More Races | 2.79% | 2.35% | 2.24% |

| 5 Year Projections | 1-mi. | 3-mi. | 5-mi. |
|---|--------|--------|--------|
| Total Population | 6,856 | 13,243 | 14,377 |
| Group Quarters Population | 2,224 | 2,798 | 2,813 |
| Adult Population | 5,797 | 10,710 | 11,603 |
| Total Households | 2,017 | 4,277 | 4,724 |
| Per Capita Income (based on Total Population) | 26,355 | 28,173 | 28,937 |
| Total Population 16+ | 5,899 | 10,971 | 11,895 |

| 5 Year Ethnicity Projections | 1-mi. | 3-mi. | 5-mi. |
|--|--------|-------|--------|
| % White | 88.63% | 88.7% | 89.34% |
| % Black/African American | 2.86% | 3.66% | 3.42% |
| % American Indian / Alaska Native | 0.32% | 0.64% | 0.59% |
| % Asian | 2.5% | 1.75% | 1.65% |
| % Native Hawaiian / Other Pacific Islander | 0% | 0% | 0% |
| % Other | 2.48% | 2.57% | 2.43% |
| % Two or More | 3.22% | 2.69% | 2.56% |

| Housing & Households | 1-mi. | 3-mi. | 5-mi. |
|---|-----------|-----------|-----------|
| Total Housing Units | 2,109 | 4,328 | 4,769 |
| Total Households | 1,965 | 4,062 | 4,481 |
| Owner-Occupied: Owned with a mortgage or loan | 832 | 1,820 | 2,051 |
| Owner-Occupied: Owned free and clear | 397 | 934 | 1,063 |
| Renter-Occupied | 736 | 1,308 | 1,368 |
| Aggregate Contract Rent | \$511,717 | \$881,384 | \$925,880 |
| Average (Mean) Number of Vehicles Available | 2.02 | 2.1 | 2.13 |

| Housing Value | 1-mi. | 3-mi. | 5-mi. |
|---------------------------------|-------|-------|-------|
| Housing Value < \$10,000 | 58 | 141 | 143 |
| Housing Value \$10,000-\$14,999 | 26 | 66 | 68 |
| Housing Value \$15,000-\$19,999 | 30 | 56 | 57 |
| Housing Value \$20,000-\$24,999 | 9 | 20 | 21 |
| Housing Value \$25,000-\$29,999 | 6 | 15 | 16 |
| Housing Value \$30,000-\$34,999 | 10 | 25 | 25 |
| Housing Value \$35,000-\$39,999 | 9 | 22 | 24 |
| Housing Value \$40,000-\$49,999 | 10 | 24 | 29 |
| Housing Value \$50,000-\$59,999 | 8 | 23 | 30 |
| Housing Value \$60,000-\$69,999 | 6 | 26 | 35 |
| Housing Value \$70,000-\$79,999 | 18 | 49 | 57 |
| Housing Value \$80,000-\$89,999 | 21 | 42 | 52 |
| Housing Value \$90,000-\$99,999 | 57 | 97 | 109 |

| | | | |
|---|-------|-------|-------|
| Housing Value \$100,000-\$124,999 | 134 | 223 | 247 |
| Housing Value \$125,000-\$149,999 | 167 | 315 | 344 |
| Housing Value \$150,000-\$174,999 | 180 | 371 | 407 |
| Housing Value \$175,000-\$199,999 | 144 | 320 | 357 |
| Housing Value \$200,000-\$249,999 | 149 | 334 | 384 |
| Housing Value \$250,000-\$299,999 | 86 | 219 | 260 |
| Housing Value \$300,000-\$399,999 | 65 | 172 | 207 |
| Housing Value \$400,000-\$499,999 | 9 | 65 | 87 |
| Housing Value \$500,000-\$749,999 | 6 | 47 | 58 |
| Housing Value \$750,000-\$999,999 | 12 | 54 | 65 |
| Housing Value \$1,000,000 or more | 7 | 30 | 33 |
| Total Owner-occupied housing units (OOHU) | 1,229 | 2,753 | 3,114 |

| Income | 1-mi. | 3-mi. | 5-mi. |
|---|---------------|---------------|---------------|
| Per Capita Income (based on Total Population) | \$21,730 | \$22,743 | \$23,248 |
| Average (Mean) Household Income | \$63,169 | \$66,763 | \$68,323 |
| Median Household Income | \$46,931 | \$52,996 | \$55,235 |
| Aggregate Income | \$155,389,222 | \$309,804,136 | \$345,022,993 |

| % Households by Income | 1-mi. | 3-mi. | 5-mi. |
|--|--------|--------|--------|
| % Household Income < \$10,000 | 8.86% | 7.53% | 7.15% |
| % Household Income \$10,000-\$14,999 | 7.14% | 5.85% | 5.54% |
| % Household Income \$15,000-\$19,999 | 5.33% | 4.68% | 4.5% |
| % Household Income \$20,000-\$24,999 | 5.15% | 5.13% | 5% |
| % Household Income \$25,000-\$29,999 | 5.34% | 4.38% | 4.29% |
| % Household Income \$30,000-\$34,999 | 5.92% | 5.77% | 5.67% |
| % Household Income \$35,000-\$39,999 | 5.2% | 5.13% | 5.06% |
| % Household Income \$40,000-\$44,999 | 5.28% | 5.66% | 5.49% |
| % Household Income \$45,000-\$49,999 | 4.39% | 3.83% | 3.79% |
| % Household Income \$50,000-\$59,999 | 7.59% | 6.78% | 6.82% |
| % Household Income \$60,000-\$74,999 | 13.24% | 13.4% | 13.61% |
| % Household Income \$75,000-\$99,999 | 12.86% | 15.22% | 15.58% |
| % Household Income \$100,000-\$124,999 | 5.27% | 7.11% | 7.55% |
| % Household Income \$125,000-\$149,999 | 3.75% | 4.7% | 4.9% |
| % Household Income \$150,000-\$199,999 | 1.53% | 2.31% | 2.48% |
| % Household Income \$200,000-\$249,999 | 1.72% | 1.16% | 1.15% |
| % Household Income \$250,000-\$499,999 | 0.71% | 0.81% | 0.83% |
| % Household Income \$500,000+ | 0.72% | 0.56% | 0.6% |

| Education | 1-mi. | 3-mi. | 5-mi. |
|-------------------------|--------------|--------------|--------------|
| College undergraduate | 2,324 | 2,720 | 2,760 |
| Graduate or prof school | 42 | 127 | 141 |

| Employment and Occupation | 1-mi. | 3-mi. | 5-mi. |
|---|--------------|--------------|--------------|
| Total Civilian employed population aged 16+ | 4,255 | 7,654 | 8,288 |

| % Employment by Industry | 1-mi. | 3-mi. | 5-mi. |
|--|--------------|--------------|--------------|
| % Armed Forces | 0.01% | 0.03% | 0.04% |
| % Civilian, Employed | 92.45% | 94.69% | 94.85% |
| % Civilian, Unemployed | 7.53% | 5.28% | 5.11% |
| % Not in Labor Force | 20.69% | 23.55% | 23.62% |
| % Agriculture, forestry, fishing/hunting, mining | 2.04% | 2.54% | 2.85% |
| % Construction | 2.82% | 4% | 4.31% |
| % Manufacturing | 10.2% | 11.65% | 11.88% |
| % Wholesale trade | 1.73% | 1.64% | 1.72% |
| % Retail trade | 9.19% | 8.41% | 8.39% |
| % Transportation and warehousing and utilities | 2.75% | 3.66% | 3.66% |
| % Information | 0.82% | 0.87% | 0.96% |
| % Finance and ins, real estate, rental and leasing | 3.13% | 3.23% | 3.27% |
| % Professional, sci, mgmt, admin and waste mgmt svcs | 3.68% | 4.26% | 4.39% |
| % Educational svcs, health care and social asst | 46.95% | 42.39% | 41.72% |
| % Arts, entertainmnt, recreation, accom. and food svcs | 8.83% | 7% | 6.72% |
| % Other svcs, except public admin | 5.01% | 6.49% | 6.26% |
| % Public admin | 2.84% | 3.87% | 3.86% |

| Transportation to Work | 1-mi. | 3-mi. | 5-mi. |
|-------------------------------|--------------|--------------|--------------|
| Total Workers 16+ | 4,255 | 7,654 | 8,288 |
| Car, truck, or van | 2,807 | 5,799 | 6,378 |
| Public transport (not taxi) | 0 | 2 | 3 |
| Taxicab | 0 | 0 | 0 |
| Motorcycle | 0 | 0 | 0 |
| Bicycle | 94 | 138 | 138 |
| Walked | 824 | 986 | 998 |
| Other means | 13 | 43 | 47 |
| Worked at home | 517 | 686 | 724 |

| Consumer Expenditures | 1-mi. | 3-mi. | 5-mi. |
|------------------------------|--------------|--------------|--------------|
| Average Apparel | \$1,408.94 | \$1,524.89 | \$1,540.71 |
| Average Education | \$1,282.43 | \$1,403.51 | \$1,425.98 |
| Average Entertainment | \$2,745.93 | \$3,019.18 | \$3,096.39 |
| Average Food and Beverages | \$6,404.99 | \$6,810.95 | \$6,906.06 |
| Average Gifts | \$1,067.6 | \$1,148.73 | \$1,176.17 |

| | | | |
|---|-------------|------------|-------------|
| Average Health Care | \$4,598 | \$4,833.57 | \$4,921.75 |
| Average Household Furnishings and Equipment | \$1,661.41 | \$1,812.06 | \$1,847.51 |
| Average Household Operations | \$948.57 | \$1,000.57 | \$1,012.64 |
| Average Personal Care | \$607.8 | \$653.84 | \$668.3 |
| Average Personal Expenditure | \$731.02 | \$754.64 | \$766.65 |
| Average Reading | \$123.82 | \$130 | \$131.91 |
| Average Shelter | \$8,946.22 | \$9,471.27 | \$9,599.16 |
| Average Transportation | \$10,696.61 | \$11,470.7 | \$11,726.93 |
| Average Utilities | \$3,273.72 | \$3,400.51 | \$3,440.94 |

| Demand by Store Type | 1-mi. | 3-mi. | 5-mi. |
|---|--------------|--------------|--------------|
| Motor Vehicle & Parts Dealers | \$7,116,550 | \$15,753,390 | \$17,754,158 |
| Furniture & Home Furnishings Stores | \$695,219 | \$1,566,658 | \$1,761,954 |
| Electronics & Appliance Stores | \$634,884 | \$1,410,454 | \$1,582,574 |
| Building Material & Garden Equipment & Supply Dealers | \$1,770,157 | \$3,933,082 | \$4,448,598 |
| Food & Beverage Stores | \$6,258,959 | \$13,698,216 | \$15,334,248 |
| Health & Personal Care Stores | \$1,104,666 | \$2,395,326 | \$2,688,428 |
| Gasoline stations | \$3,702,475 | \$8,081,235 | \$9,058,775 |
| Clothing & Clothing Accessories Stores | \$1,454,558 | \$3,261,062 | \$3,648,518 |
| Sporting Goods, Hobby, Book, & Music Stores | \$652,342 | \$1,461,091 | \$1,642,453 |
| General Merchandise Stores | \$5,399,535 | \$11,902,068 | \$13,332,372 |
| Miscellaneous Store Retailers | \$699,593 | \$1,539,871 | \$1,723,422 |
| Nonstore retailers | \$2,211,389 | \$4,888,412 | \$5,485,352 |
| Foodservice & Drinking Places | \$4,840,321 | \$10,818,686 | \$12,114,321 |
| General Merchandise, Apparel and Accessories, Furniture and | \$9,037,741 | \$20,044,399 | \$22,464,009 |

2016/2017 Demographics provided by Experian through Alteryx