



Population

Population			
	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	5,847	75,170	223,257
Total Population (Current Year)	6,427	82,151	246,433
Total Population (Five Year Projection)	6,413	83,689	253,395
Adult Population (US Census 2010)	4,180	53,398	160,146
Adult Population (Current Year)	4,738	59,766	179,512
Adult Population (Five Year Projection)	4,798	61,670	186,096
% Female Population (US Census 2010)	49.45%	50.17%	49.66%
% Male Population (US Census 2010)	50.55%	49.83%	50.34%
% Female Population (Current Year)	50.06%	50.59%	50.07%
% Male Population (Current Year)	49.94%	49.41%	49.93%
% Female Population (Five Year Projection)	50.45%	50.5%	50%
% Male Population (Five Year Projection)	49.55%	49.5%	50%
Total Daytime Population	10,648	68,283	204,715
Population aged 16 and under (Children)	5,093	24,737	59,387
Daytime population (Age 16+)	5,555	43,546	145,328
Civilian 16+, at Workplace	4,230	26,065	96,793
Retired population (Age 65+)	560	6,021	16,908
Homemakers (Age 16+)	360	5,001	15,513

Population Mosaic (Current Year)			
	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	0%
% Flourishing Families	0%	8.11%	6.39%
% Booming with Confidence	1.59%	13.07%	15.6%
% Suburban Style	4.36%	9.28%	8.18%
% Thriving Boomers	0%	0%	1.01%
% Promising Families	0%	2.07%	1.11%
% Young City Solos	0%	0%	0.63%

% Middle-class Melting Pot	26.11%	13.67%	9.23%
% Family Union	31.36%	28.1%	21.95%
% Autumn Years	0%	2.46%	1.88%
% Significant Singles	0%	0%	0.01%
% Blue Sky Boomers	36.58%	4.97%	1.66%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	0%	0%
% Singles and Starters	0%	15.45%	23.44%
% Cultural Connections	0%	2.82%	8.58%
% Golden Year Guardians	0%	0%	0%
% Aspirational Fusion	0%	0%	0.34%
% Economic Challenges	0%	0%	0%
% Unclassified	0%	0%	0%

Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	35.26	34.28	33.39
% Age 18+	73.73%	72.75%	72.84%
% Age 55+	21.18%	20.39%	19.18%
% Age 65+	10.36%	9.5%	8.89%

Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	49.62%	46.11%	45.23%
% Black/African American (2010 US Census, Not Hispanic/Latino)	26.82%	29.43%	32.45%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.26%	0.34%	0.31%
% Asian (2010 US Census, Not Hispanic/Latino)	20.21%	20.94%	18.73%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0.03%	0.09%	0.08%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.52%	0.42%	0.44%
% Two or more races (2010 US Census, Not Hispanic/Latino)	2.54%	2.67%	2.76%
% White (2010 US Census, Hispanic/Latino)	46.76%	46.94%	43.25%
% Black/African American (2010 US Census, Hispanic/Latino)	2.16%	2.72%	2.8%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	1.54%	1.95%	1.74%

% Asian (2010 US Census, Hispanic/Latino)	0.24%	0.22%	0.28%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0.06%	0.02%	0.12%
% Some other race (2010 US Census, Hispanic/Latino)	44.74%	43.13%	46.49%
% Two or more races (2010 US Census, Hispanic/Latino)	4.5%	5.02%	5.33%
% White (Current Year, Not Hispanic/Latino)	42.53%	39.66%	38.89%
% Black/African American (Current Year, Not Hispanic/Latino)	31.31%	33.14%	36.16%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.25%	0.29%	0.27%
% Asian (Current Year, Not Hispanic/Latino)	22.62%	23.42%	21.05%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0.02%	0.09%	0.07%
% Some other race (Current Year, Not Hispanic/Latino)	0.47%	0.4%	0.42%
% Two or more races (Current Year, Not Hispanic/Latino)	2.8%	3%	3.14%
% White (Current Year), Hispanic/Latino	46.82%	46.6%	42.82%
% Black/African American (Current Year, Hispanic/Latino)	2.33%	3.15%	3.35%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	1.39%	1.75%	1.57%
% Asian (Current Year, Hispanic/Latino)	0.24%	0.2%	0.26%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0.02%	0.02%	0.12%
% Some other race (Current Year, Hispanic/Latino)	44.73%	42.95%	46.16%
% Two or more races (Current Year, Hispanic/Latino)	4.47%	5.33%	5.72%
% White (Five Year Projection, Not Hispanic/Latino)	40.54%	37.83%	36.84%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	31.38%	33.18%	36.71%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.24%	0.28%	0.27%
% Asian (Five Year Projection, Not Hispanic/Latino)	24.18%	24.82%	22.15%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.02%	0.09%	0.07%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.44%	0.41%	0.41%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	3.2%	3.39%	3.54%
% White (Five Year Projection, Hispanic/Latino)	46.65%	46.16%	42.57%
% Black/African American (Five Year Projection, Hispanic/Latino)	2.24%	3.1%	3.36%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	1.3%	1.67%	1.49%
% Asian (Five Year Projection, Hispanic/Latino)	0.21%	0.18%	0.24%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0.02%	0.01%	0.11%
% Some other race (Five Year Projection, Hispanic/Latino)	45.23%	43.49%	46.39%
% Two or more races (Five Year Projection, Hispanic/Latino)	4.36%	5.38%	5.84%

Housing & Households

Housing and Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	2.9	26.58	76.62
Total Housing Units (Current Year)	2,137	26,919	85,029
Total Households (Current Year)	2,082	26,266	82,570
Total Households (Five Year Projection)	2,129	27,301	86,815
Owner-Occupied: Owned with a mortgage or loan	860	10,992	31,578
Owner-Occupied: Owned free and clear	325	4,275	11,285
Renter-Occupied	897	10,999	39,706

Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	3	79	205
Housing Value \$10,000-\$14,999	10	114	337
Housing Value \$15,000-\$19,999	9	137	342
Housing Value \$20,000-\$24,999	0	43	129
Housing Value \$25,000-\$29,999	1	50	82
Housing Value \$30,000-\$34,999	9	68	112
Housing Value \$35,000-\$39,999	0	14	75
Housing Value \$40,000-\$49,999	4	30	193
Housing Value \$50,000-\$59,999	10	145	399
Housing Value \$60,000-\$69,999	12	213	627
Housing Value \$70,000-\$79,999	50	463	1,051
Housing Value \$80,000-\$89,999	53	493	1,276
Housing Value \$90,000-\$99,999	54	582	1,712
Housing Value \$100,000-\$124,999	168	1,543	3,852
Housing Value \$125,000-\$149,999	203	1,867	4,972
Housing Value \$150,000-\$174,999	151	1,776	4,992
Housing Value \$175,000-\$199,999	112	1,416	4,162
Housing Value \$200,000-\$249,999	116	1,987	6,218

Housing Value \$250,000-\$299,999	72	1,674	4,981
Housing Value \$300,000-\$399,999	57	1,588	4,012
Housing Value \$400,000-\$499,999	32	599	1,777
Housing Value \$500,000-\$749,999	12	166	729
Housing Value \$750,000-\$999,999	36	166	389
Housing Value \$1,000,000 or more	9	52	238
Total Owner-occupied housing units (OOHU)	1,185	15,267	42,864

Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$19,103	\$21,946	\$22,480
Per Capita Income (Current Year, based on Total Population)	\$19,213	\$21,802	\$22,710
Per Capita Income (Five Year Projection, based on Total Population)	\$21,673	\$24,149	\$25,111
Average (Mean) Household Income (Current Year)	\$59,049	\$68,057	\$67,697
Median Household Income (Current Year)	\$45,083	\$50,783	\$49,582

% Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	9.54%	5.28%	5.47%
% Household Income \$10,000-\$14,999	5.93%	4.38%	4.15%
% Household Income \$15,000-\$19,999	7.26%	5.14%	5.13%
% Household Income \$20,000-\$24,999	7.57%	7.06%	6.85%
% Household Income \$25,000-\$29,999	5.67%	6.12%	5.99%
% Household Income \$30,000-\$34,999	5.78%	5.83%	6.22%
% Household Income \$35,000-\$39,999	4.11%	5.49%	6.03%
% Household Income \$40,000-\$44,999	4.08%	5.22%	5.45%
% Household Income \$45,000-\$49,999	4.1%	4.75%	5.13%
% Household Income \$50,000-\$59,999	9.17%	8.85%	9.08%
% Household Income \$60,000-\$74,999	11.25%	10.72%	10.63%
% Household Income \$75,000-\$99,999	13%	13.36%	12.15%
% Household Income \$100,000-\$124,999	5.39%	6.86%	6.98%
% Household Income \$125,000-\$149,999	3.22%	4.28%	4.09%
% Household Income \$150,000-\$199,999	1.8%	3.95%	3.83%

% Household Income \$200,000-\$249,999	1.05%	1.35%	1.26%
% Household Income \$250,000-\$499,999	0.51%	0.77%	1.01%
% Household Income \$500,000+	0.57%	0.59%	0.56%

Employment and Occupation

Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	2,903	37,275	109,930
Total Civilian employed population aged 16+ (Current Year)	3,618	45,731	135,909
Total Civilian employed population aged 16+ (Five Year Projection)	3,607	46,602	139,425

% Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0%	0.04%	0.11%
% Civilian, Employed (2010 US Census)	91.98%	92.08%	90.29%
% Civilian, Unemployed (2010 US Census)	8.02%	7.88%	9.6%
% Not in Labor Force (2010 US Census)	27.54%	27.31%	26.84%
% Armed Forces (Current Year)	0%	0.04%	0.1%
% Civilian, Employed (Current Year)	96.01%	95.99%	95.12%
% Civilian, Unemployed (Current Year)	3.99%	3.97%	4.78%
% Not in Labor Force (Current Year)	23.3%	23.26%	23.15%
% Armed Forces (Five Year Projection)	0%	0.04%	0.1%
% Civilian, Employed (Five Year Projection)	96.68%	96.68%	95.92%
% Civilian, Unemployed (Five Year Projection)	3.32%	3.29%	3.98%
% Not in Labor Force (Five Year Projection)	24.94%	24.67%	24.53%

Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	3,618	45,731	135,909
Car, truck, or van	3,324	41,209	120,572
Public transport (not taxi)	20	421	2,145
Worked at home	118	2,267	5,804

Travel Time to Work (Current Year)

	1-mi.	3-mi.	5-mi.
< 5 minutes	77	464	1,389
5-9 minutes	389	2,831	7,784
10-14 minutes	421	4,159	11,691
15-19 minutes	502	5,030	15,720
20-24 minutes	433	5,547	16,940
25-29 minutes	207	2,525	7,235
30-34 minutes	542	8,615	25,156
35-39 minutes	79	1,607	4,310
40-44 minutes	139	2,198	6,449
45-59 minutes	392	5,600	16,060
60-89 minutes	301	3,583	13,382
90+ minutes	19	1,305	3,989

Consumer Expenditures (Current Year)

Consumer Expenditures			
	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$493,326	\$7,156,236	\$22,415,704
Total Apparel and services	\$3,154,244	\$47,407,311	\$146,429,794
Total Cash contributions	\$2,818,358	\$39,882,265	\$121,601,263
Total Education	\$1,708,195	\$22,840,174	\$72,014,449
Total Entertainment	\$4,801,376	\$66,261,794	\$202,811,348
Total Food	\$11,560,224	\$156,756,530	\$488,073,551
Total Gifts	\$1,453,134	\$20,327,771	\$64,039,934
Total Healthcare	\$7,432,646	\$103,604,315	\$313,977,343
Total Housing	\$32,810,027	\$457,745,148	\$1,416,937,278
Total Miscellaneous	\$1,127,339	\$15,421,872	\$46,868,537
Total Personal care products and services	\$1,122,634	\$16,161,126	\$49,900,974
Total Personal insurance and pensions	\$10,301,309	\$154,238,702	\$475,553,342
Total Reading	\$150,379	\$2,192,368	\$6,698,290
Total Tobacco products and smoking supplies	\$846,599	\$10,823,141	\$33,810,960
Total Transportation	\$25,500,787	\$347,564,792	\$1,087,915,736

Retail Demand by Store Type			
	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$87,373,722	\$1,219,432,455	\$3,791,372,443
Building Material & Garden Equipment & Supply Dealers	\$5,037,007	\$74,099,963	\$224,653,827
Clothing & Clothing Accessories Stores	\$3,638,651	\$53,813,141	\$166,250,505
Electronics and Appliance Stores	\$1,448,625	\$22,037,908	\$67,193,551
Food & Beverage Stores	\$9,843,421	\$133,298,219	\$414,028,541
Food Services & Drinking Places	\$8,013,164	\$110,062,668	\$342,940,724
Furniture & Home Furnishings Stores	\$1,547,976	\$22,477,654	\$68,767,654
Gasoline stations	\$8,027,391	\$105,371,433	\$330,235,846
General Merchandise Stores	\$9,883,708	\$138,920,861	\$428,942,411

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$17,957,799	\$258,029,086	\$795,334,824
Health & Personal Care Stores	\$4,622,657	\$64,155,922	\$194,854,671
Miscellaneous Store Retailers	\$1,747,856	\$24,367,137	\$74,826,897
Motor Vehicle & Parts Dealers	\$24,236,411	\$336,753,416	\$1,067,081,694
Nonstore retailers	\$8,260,384	\$118,764,031	\$364,117,503
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$1,066,472	\$15,310,101	\$47,478,620

Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	8	55	165
Construction (15-17)	34	255	754
Finance, Insurance, & Real Estate (60-69)	29	229	847
Manufacturing (20-39)	18	143	471
Mining (10-14)	1	4	8
Public Administration (90-98)	2	11	37
Retail Trade (52-59)	76	499	1,879
Services (70-89)	185	1,396	4,618
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	20	170	630
Wholesale Trade (50-51)	22	181	721