

Population

| Population | | | |
|--|--------|--------|---------|
| | 1-mi. | 3-mi. | 5-mi. |
| Total Population (US Census 2010) | 2,488 | 27,955 | 108,090 |
| Total Population (Current Year) | 2,912 | 29,778 | 113,128 |
| Total Population (Five Year Projection) | 3,210 | 31,064 | 116,666 |
| Adult Population (US Census 2010) | 1,956 | 21,660 | 92,159 |
| Adult Population (Current Year) | 2,204 | 22,945 | 96,452 |
| Adult Population (Five Year Projection) | 2,385 | 23,854 | 99,286 |
| % Female Population (US Census 2010) | 50.89% | 50.27% | 48.83% |
| % Male Population (US Census 2010) | 49.11% | 49.73% | 51.17% |
| % Female Population (Current Year) | 50.48% | 50.23% | 49.08% |
| % Male Population (Current Year) | 49.52% | 49.77% | 50.92% |
| % Female Population (Five Year Projection) | 50.42% | 50.2% | 49% |
| % Male Population (Five Year Projection) | 49.58% | 49.8% | 51% |
| Total Daytime Population | 6,425 | 45,049 | 194,057 |
| Population aged 16 and under (Children) | 228 | 6,260 | 17,623 |
| Daytime population (Age 16+) | 6,197 | 38,788 | 176,435 |
| Civilian 16+, at Workplace | 5,655 | 28,989 | 88,251 |
| Retired population (Age 65+) | 138 | 2,164 | 7,600 |
| Homemakers (Age 16+) | 276 | 2,064 | 6,787 |

| Population Mosaic (Current Year) | | | |
|----------------------------------|-------|-------|-------|
| | 1-mi. | 3-mi. | 5-mi. |
| % Power Elite | 0% | 0% | 0.04% |
| % Flourishing Families | 0% | 0% | 1.07% |
| % Booming with Confidence | 0% | 0% | 3.88% |
| % Suburban Style | 0% | 0% | 1.8% |
| % Thriving Boomers | 0.68% | 1.95% | 6.97% |
| % Promising Families | 0% | 5.43% | 3.38% |
| % Young City Solos | 0% | 2.18% | 2.44% |

| | | | |
|----------------------------|--------|--------|--------|
| % Middle-class Melting Pot | 0% | 0% | 0% |
| % Family Union | 0% | 0% | 1.29% |
| % Autumn Years | 0% | 2.72% | 5.39% |
| % Significant Singles | 0% | 3.26% | 3.02% |
| % Blue Sky Boomers | 0% | 15.35% | 4.9% |
| % Families in Motion | 0% | 0% | 0% |
| % Pastoral Pride | 0% | 5.33% | 1.27% |
| % Singles and Starters | 99.32% | 36.28% | 55.54% |
| % Cultural Connections | 0% | 2.49% | 0.59% |
| % Golden Year Guardians | 0% | 0% | 0.6% |
| % Aspirational Fusion | 0% | 0% | 0.87% |
| % Economic Challenges | 0% | 25.01% | 6.94% |
| % Unclassified | 0% | 0% | 0% |

Age

| | 1-mi. | 3-mi. | 5-mi. |
|-------------------|--------|--------|--------|
| Median Age, Total | 29.53 | 30.69 | 24.92 |
| % Age 18+ | 75.69% | 77.05% | 85.26% |
| % Age 55+ | 13.18% | 18.89% | 16.84% |
| % Age 65+ | 6.84% | 9.43% | 8.95% |

Ethnicity

| | 1-mi. | 3-mi. | 5-mi. |
|--|--------|--------|--------|
| % White (2010 US Census, Not Hispanic/Latino) | 51.14% | 53.34% | 66.93% |
| % Black/African American (2010 US Census, Not Hispanic/Latino) | 26.85% | 34.75% | 16.42% |
| % American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino) | 0.24% | 0.21% | 0.2% |
| % Asian (2010 US Census, Not Hispanic/Latino) | 18.18% | 8.45% | 13.35% |
| % Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino) | 0.04% | 0.07% | 0.11% |
| % Some other race (2010 US Census, Not Hispanic/Latino) | 0.16% | 0.19% | 0.25% |
| % Two or more races (2010 US Census, Not Hispanic/Latino) | 3.39% | 3% | 2.74% |
| % White (2010 US Census, Hispanic/Latino) | 43.33% | 37.42% | 46.87% |
| % Black/African American (2010 US Census, Hispanic/Latino) | 6.26% | 5.45% | 3.51% |
| % American Indian & Alaska Native (2010 US Census, Hispanic/Latino) | 1.89% | 1.42% | 1.29% |

| | | | |
|--|--------|--------|--------|
| % Asian (2010 US Census, Hispanic/Latino) | 0.21% | 0.31% | 0.98% |
| % Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino) | 0% | 0.08% | 0.04% |
| % Some other race (2010 US Census, Hispanic/Latino) | 40.06% | 49.63% | 39.9% |
| % Two or more races (2010 US Census, Hispanic/Latino) | 8.25% | 5.68% | 7.41% |
| % White (Current Year, Not Hispanic/Latino) | 41.62% | 47.7% | 61.65% |
| % Black/African American (Current Year, Not Hispanic/Latino) | 27.97% | 36.84% | 17.96% |
| % American Indian & Alaska Native (Current Year, Not Hispanic/Latino) | 0.34% | 0.23% | 0.21% |
| % Asian (Current Year, Not Hispanic/Latino) | 25.24% | 11.16% | 16.47% |
| % Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino) | 0.03% | 0.08% | 0.12% |
| % Some other race (Current Year, Not Hispanic/Latino) | 0.14% | 0.21% | 0.26% |
| % Two or more races (Current Year, Not Hispanic/Latino) | 4.65% | 3.79% | 3.32% |
| % White (Current Year), Hispanic/Latino | 42.44% | 37.8% | 47.21% |
| % Black/African American (Current Year, Hispanic/Latino) | 7.05% | 6.3% | 3.6% |
| % American Indian & Alaska Native (Current Year, Hispanic/Latino) | 1.8% | 1.24% | 1.16% |
| % Asian (Current Year, Hispanic/Latino) | 0.15% | 0.38% | 1.08% |
| % Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino) | 0% | 0.17% | 0.06% |
| % Some other race (Current Year, Hispanic/Latino) | 38.75% | 48.17% | 40.02% |
| % Two or more races (Current Year, Hispanic/Latino) | 9.81% | 5.93% | 6.87% |
| % White (Five Year Projection, Not Hispanic/Latino) | 38.8% | 45.65% | 59.39% |
| % Black/African American (Five Year Projection, Not Hispanic/Latino) | 28.12% | 37.27% | 18.41% |
| % American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino) | 0.35% | 0.23% | 0.21% |
| % Asian (Five Year Projection, Not Hispanic/Latino) | 27.2% | 12.18% | 17.76% |
| % Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino) | 0.03% | 0.07% | 0.12% |
| % Some other race (Five Year Projection, Not Hispanic/Latino) | 0.15% | 0.21% | 0.26% |
| % Two or more races (Five Year Projection, Not Hispanic/Latino) | 5.34% | 4.38% | 3.85% |
| % White (Five Year Projection, Hispanic/Latino) | 42.06% | 37.71% | 47.1% |
| % Black/African American (Five Year Projection, Hispanic/Latino) | 7.14% | 6.35% | 3.48% |
| % American Indian & Alaska Native (Five Year Projection, Hispanic/Latino) | 1.8% | 1.18% | 1.08% |
| % Asian (Five Year Projection, Hispanic/Latino) | 0.13% | 0.37% | 1.05% |
| % Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino) | 0% | 0.18% | 0.06% |
| % Some other race (Five Year Projection, Hispanic/Latino) | 38.43% | 47.91% | 40.12% |
| % Two or more races (Five Year Projection, Hispanic/Latino) | 10.45% | 6.29% | 7.09% |

Housing & Households

Housing and Households

| | 1-mi. | 3-mi. | 5-mi. |
|---|-------|--------|--------|
| Land Area (Estimated Square Miles) | 3.08 | 30.39 | 78.54 |
| Total Housing Units (Current Year) | 1,342 | 15,846 | 50,571 |
| Total Households (Current Year) | 1,163 | 13,804 | 45,856 |
| Total Households (Five Year Projection) | 1,299 | 14,517 | 47,813 |
| Owner-Occupied: Owned with a mortgage or loan | 311 | 3,727 | 11,831 |
| Owner-Occupied: Owned free and clear | 76 | 1,889 | 6,408 |
| Renter-Occupied | 776 | 8,189 | 27,617 |

Housing Value (Current Year)

| | 1-mi. | 3-mi. | 5-mi. |
|-----------------------------------|-------|-------|-------|
| Housing Value < \$10,000 | 0 | 103 | 250 |
| Housing Value \$10,000-\$14,999 | 0 | 109 | 205 |
| Housing Value \$15,000-\$19,999 | 0 | 64 | 176 |
| Housing Value \$20,000-\$24,999 | 0 | 31 | 107 |
| Housing Value \$25,000-\$29,999 | 2 | 34 | 83 |
| Housing Value \$30,000-\$34,999 | 0 | 35 | 144 |
| Housing Value \$35,000-\$39,999 | 0 | 50 | 84 |
| Housing Value \$40,000-\$49,999 | 2 | 109 | 191 |
| Housing Value \$50,000-\$59,999 | 8 | 203 | 348 |
| Housing Value \$60,000-\$69,999 | 16 | 277 | 458 |
| Housing Value \$70,000-\$79,999 | 16 | 324 | 587 |
| Housing Value \$80,000-\$89,999 | 15 | 333 | 771 |
| Housing Value \$90,000-\$99,999 | 29 | 344 | 796 |
| Housing Value \$100,000-\$124,999 | 44 | 658 | 1,974 |
| Housing Value \$125,000-\$149,999 | 85 | 656 | 2,049 |
| Housing Value \$150,000-\$174,999 | 85 | 710 | 2,311 |
| Housing Value \$175,000-\$199,999 | 38 | 496 | 2,109 |
| Housing Value \$200,000-\$249,999 | 32 | 467 | 2,235 |

| | | | |
|---|-----|-------|--------|
| Housing Value \$250,000-\$299,999 | 4 | 189 | 1,303 |
| Housing Value \$300,000-\$399,999 | 11 | 164 | 992 |
| Housing Value \$400,000-\$499,999 | 0 | 126 | 461 |
| Housing Value \$500,000-\$749,999 | 0 | 64 | 343 |
| Housing Value \$750,000-\$999,999 | 0 | 6 | 144 |
| Housing Value \$1,000,000 or more | 0 | 65 | 117 |
| Total Owner-occupied housing units (OOHU) | 387 | 5,616 | 18,239 |

Income

| | 1-mi. | 3-mi. | 5-mi. |
|---|----------|----------|----------|
| Per Capita Income (2010 US Census, based on Total Population) | \$22,476 | \$21,168 | \$21,482 |
| Per Capita Income (Current Year, based on Total Population) | \$27,515 | \$25,763 | \$25,765 |
| Per Capita Income (Five Year Projection, based on Total Population) | \$31,886 | \$30,007 | \$29,465 |
| Average (Mean) Household Income (Current Year) | \$68,452 | \$55,140 | \$59,384 |
| Median Household Income (Current Year) | \$52,088 | \$40,796 | \$39,778 |

% Households by Income (Current Year)

| | 1-mi. | 3-mi. | 5-mi. |
|--|--------|--------|--------|
| % Household Income < \$10,000 | 7.8% | 14.17% | 17.94% |
| % Household Income \$10,000-\$14,999 | 3.41% | 5.69% | 6.21% |
| % Household Income \$15,000-\$19,999 | 4.47% | 5.97% | 5.65% |
| % Household Income \$20,000-\$24,999 | 4.91% | 6.58% | 6.7% |
| % Household Income \$25,000-\$29,999 | 2.99% | 5.27% | 4.42% |
| % Household Income \$30,000-\$34,999 | 7.51% | 6.91% | 5.41% |
| % Household Income \$35,000-\$39,999 | 5.27% | 4.53% | 3.84% |
| % Household Income \$40,000-\$44,999 | 6.18% | 5.68% | 4.18% |
| % Household Income \$45,000-\$49,999 | 5.06% | 4.06% | 3.09% |
| % Household Income \$50,000-\$59,999 | 11.66% | 9.57% | 8.64% |
| % Household Income \$60,000-\$74,999 | 12.05% | 8.73% | 8.12% |
| % Household Income \$75,000-\$99,999 | 10.28% | 9.13% | 9.21% |
| % Household Income \$100,000-\$124,999 | 10.27% | 6.75% | 6.59% |
| % Household Income \$125,000-\$149,999 | 1.57% | 2.71% | 3.47% |
| % Household Income \$150,000-\$199,999 | 4.08% | 2.46% | 3.52% |

| | | | |
|--|-------|-------|-------|
| % Household Income \$200,000-\$249,999 | 1.06% | 0.86% | 1.51% |
| % Household Income \$250,000-\$499,999 | 0.51% | 0.6% | 0.98% |
| % Household Income \$500,000+ | 0.9% | 0.33% | 0.51% |

Employment and Occupation

Employment and Occupation

| | 1-mi. | 3-mi. | 5-mi. |
|--|-------|--------|--------|
| Total Civilian employed population aged 16+ (2010 US Census) | 1,136 | 13,158 | 51,694 |
| Total Civilian employed population aged 16+ (Current Year) | 1,279 | 13,778 | 52,974 |
| Total Civilian employed population aged 16+ (Five Year Projection) | 1,346 | 13,854 | 52,639 |

% Employment by Industry (2010 US Census)

| | 1-mi. | 3-mi. | 5-mi. |
|---|--------|--------|--------|
| % Armed Forces (2010 US Census) | 0.21% | 0.11% | 0.06% |
| % Civilian, Employed (2010 US Census) | 93.13% | 89.86% | 89.54% |
| % Civilian, Unemployed (2010 US Census) | 6.65% | 10.03% | 10.4% |
| % Not in Labor Force (2010 US Census) | 38.82% | 34.48% | 38.56% |
| % Armed Forces (Current Year) | 0.28% | 0.13% | 0.07% |
| % Civilian, Employed (Current Year) | 96.58% | 94.82% | 94.56% |
| % Civilian, Unemployed (Current Year) | 3.14% | 5.04% | 5.37% |
| % Not in Labor Force (Current Year) | 40.95% | 38.46% | 42.92% |
| % Armed Forces (Five Year Projection) | 0.27% | 0.13% | 0.07% |
| % Civilian, Employed (Five Year Projection) | 96.59% | 94.84% | 94.56% |
| % Civilian, Unemployed (Five Year Projection) | 3.14% | 5.02% | 5.37% |
| % Not in Labor Force (Five Year Projection) | 42.77% | 40.36% | 44.83% |

Transportation to Work (Current Year)

| | 1-mi. | 3-mi. | 5-mi. |
|-----------------------------|-------|--------|--------|
| Total Workers 16+ | 1,279 | 13,778 | 52,974 |
| Car, truck, or van | 1,179 | 10,914 | 34,653 |
| Public transport (not taxi) | 49 | 1,365 | 4,805 |
| Worked at home | 23 | 488 | 2,469 |

Travel Time to Work (Current Year)

| | 1-mi. | 3-mi. | 5-mi. |
|---------------|-------|-------|--------|
| < 5 minutes | 37 | 507 | 2,158 |
| 5-9 minutes | 128 | 1,723 | 8,147 |
| 10-14 minutes | 360 | 4,058 | 15,095 |
| 15-19 minutes | 329 | 3,436 | 13,534 |
| 20-24 minutes | 130 | 1,531 | 5,855 |
| 25-29 minutes | 96 | 469 | 1,302 |
| 30-34 minutes | 64 | 716 | 1,936 |
| 35-39 minutes | 7 | 102 | 283 |
| 40-44 minutes | 35 | 147 | 314 |
| 45-59 minutes | 58 | 312 | 973 |
| 60-89 minutes | 11 | 186 | 604 |
| 90+ minutes | 2 | 102 | 304 |

Consumer Expenditures (Current Year)

| Consumer Expenditures | | | |
|---|--------------|---------------|---------------|
| | 1-mi. | 3-mi. | 5-mi. |
| Total Alcoholic beverages | \$612,140 | \$6,331,512 | \$21,686,648 |
| Total Apparel and services | \$2,092,331 | \$20,200,197 | \$67,206,521 |
| Total Cash contributions | \$841,654 | \$11,438,230 | \$46,796,666 |
| Total Education | \$1,085,504 | \$14,143,979 | \$51,824,316 |
| Total Entertainment | \$3,250,582 | \$32,727,692 | \$109,909,609 |
| Total Food | \$8,372,651 | \$86,332,360 | \$285,383,017 |
| Total Gifts | \$976,681 | \$11,667,676 | \$39,988,535 |
| Total Healthcare | \$4,989,129 | \$54,829,274 | \$179,760,132 |
| Total Housing | \$20,576,383 | \$211,105,147 | \$691,976,968 |
| Total Miscellaneous | \$652,708 | \$7,907,890 | \$28,135,912 |
| Total Personal care products and services | \$699,214 | \$7,591,751 | \$25,513,135 |
| Total Personal insurance and pensions | \$7,529,929 | \$71,288,912 | \$236,750,779 |
| Total Reading | \$109,143 | \$1,248,717 | \$4,113,799 |
| Total Tobacco products and smoking supplies | \$495,787 | \$5,772,197 | \$17,051,605 |
| Total Transportation | \$13,143,714 | \$130,200,056 | \$430,191,517 |

| Retail Demand by Store Type | | | |
|---|--------------|---------------|-----------------|
| | 1-mi. | 3-mi. | 5-mi. |
| Total Retail Demand | \$51,003,108 | \$526,754,030 | \$1,735,938,889 |
| Building Material & Garden Equipment & Supply Dealers | \$2,104,134 | \$25,492,077 | \$87,815,404 |
| Clothing & Clothing Accessories Stores | \$2,324,801 | \$22,636,291 | \$75,904,298 |
| Electronics and Appliance Stores | \$886,406 | \$8,548,098 | \$28,741,687 |
| Food & Beverage Stores | \$6,701,800 | \$70,497,952 | \$229,247,172 |
| Food Services & Drinking Places | \$5,902,646 | \$59,902,229 | \$203,172,628 |
| Furniture & Home Furnishings Stores | \$839,022 | \$8,472,422 | \$28,877,566 |
| Gasoline stations | \$4,393,383 | \$45,271,911 | \$147,631,695 |
| General Merchandise Stores | \$6,164,930 | \$63,628,972 | \$207,961,479 |

| | | | |
|---|--------------|---------------|---------------|
| General Merchandise, Apparel and Accessories, Furniture and Other Sales | \$11,193,681 | \$113,652,015 | \$375,220,013 |
| Health & Personal Care Stores | \$2,729,342 | \$31,971,143 | \$105,127,304 |
| Miscellaneous Store Retailers | \$1,188,965 | \$12,530,647 | \$40,376,767 |
| Motor Vehicle & Parts Dealers | \$10,985,771 | \$106,526,508 | \$343,777,748 |
| Nonstore retailers | \$6,065,470 | \$63,666,582 | \$212,499,934 |
| Sporting Goods, Hobby, Musical Instrument, and Book Stores | \$716,438 | \$7,609,198 | \$24,805,206 |

Business Summary by SIC

| | 1-mi. | 3-mi. | 5-mi. |
|--|-------|-------|-------|
| Agriculture, Forestry, & Fishing (01-09) | 3 | 23 | 67 |
| Construction (15-17) | 7 | 85 | 196 |
| Finance, Insurance, & Real Estate (60-69) | 10 | 125 | 405 |
| Manufacturing (20-39) | 9 | 55 | 128 |
| Mining (10-14) | 0 | 0 | 0 |
| Public Administration (90-98) | 1 | 25 | 78 |
| Retail Trade (52-59) | 68 | 401 | 896 |
| Services (70-89) | 68 | 669 | 2,115 |
| Transportation, Communications, Electric, Gas, & Sanitary Services (40-49) | 9 | 69 | 147 |
| Wholesale Trade (50-51) | 8 | 64 | 127 |