



Population	1-mi.	3-mi.	5-mi.
Total Population	2,716	4,302	8,165
Group Quarters Population	58	100	105
Urban Population	2,250	3,461	4,970
Rural Population	465	842	3,196
Not defined	0	0	0
Adult Population	2,021	3,199	6,041
Ratio of Males to Females	0.9	0.9	1.0
Female Population	1,411	2,243	4,167
Male Population	1,305	2,059	3,998
Land Area (Square Miles)	24.4	34.5	70.2

Age	1-mi.	3-mi.	5-mi.
Median Age, Total	40.1	40.2	40.4
Median Age, Male	38.6	38.7	39.4
Median Age, Female	41.4	41.5	41.3
% Age 18+	74.4	74.4	74.0
% Age 21+	70.5	70.5	69.9
% Age 55+	30.9	31.0	29.2
% Age 65+	19.9	20.1	16.2

Ethnicity	1-mi.	3-mi.	5-mi.
% White	94.9	94.9	95.4
% Black	0.4	0.4	0.5
% Asian	0.5	0.5	0.9
% Hispanic	2.7	2.6	2.0
% Other	1.5	1.5	1.3

5 Year Projections	1-mi.	3-mi.	5-mi.
Total Population	2,939	4,677	8,788
Group Quarters Population	58	100	105
Adult Population	2,201	3,500	6,591
Total Households	1,121	1,799	3,187
Per Capita Income (based on Total Population)	35,819	35,648	37,493
Total Population 16+	2,283	3,633	6,855

5 Year Ethnicity Projections	1-mi.	3-mi.	5-mi.
% White	93.9	93.9	94.6
% Black	0.4	0.5	0.5
% Asian	0.6	0.6	1.0
% Hispanic	3.2	3.2	2.4
% Other	1.8	1.8	1.5

Housing and Household's	1-mi.	3-mi.	5-mi.
Total Housing Units	1,083	1,737	3,090
Total Households	1,035	1,654	2,952
Owner-Occupied: Owned with a mortgage or loan	540	849	1,686
Owner-Occupied: Owned free and clear	318	510	855
Renter-Occupied	178	295	410
Aggregate Contract Rent	\$84,775	\$137,929	\$196,375
Average (Mean) Number of Vehicles Available	2.3	2.2	2.3

Housing Value	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	2	4	16
Housing Value \$10,000-\$14,999	6	12	27
Housing Value \$15,000-\$19,999	11	23	57
Housing Value \$20,000-\$24,999	10	20	24
Housing Value \$25,000-\$29,999	0	0	0
Housing Value \$30,000-\$34,999	0	0	0
Housing Value \$35,000-\$39,999	0	0	3
Housing Value \$40,000-\$49,999	0	0	2
Housing Value \$50,000-\$59,999	1	1	3
Housing Value \$60,000-\$69,999	15	27	30
Housing Value \$70,000-\$79,999	27	44	57
Housing Value \$80,000-\$89,999	59	99	128
Housing Value \$90,000-\$99,999	27	40	75
Housing Value \$100,000-\$124,999	125	178	292
Housing Value \$125,000-\$149,999	90	134	196
Housing Value \$150,000-\$174,999	124	207	357
Housing Value \$175,000-\$199,999	59	100	230
Housing Value \$200,000-\$249,999	130	205	389
Housing Value \$250,000-\$299,999	62	107	299
Housing Value \$300,000-\$399,999	47	75	199
Housing Value \$400,000-\$499,999	7	12	34
Housing Value \$500,000-\$749,999	13	18	40
Housing Value \$750,000-\$999,999	27	36	51
Housing Value \$1,000,000 or more	12	18	31
Total Owner-occupied housing units (OOHU)	857	1,359	2,542

Income	1-mi.	3-mi.	5-mi.
Per Capita Income (based on Total Population)	\$27,637	\$27,444	\$29,259
Average (Mean) Household Income	\$79,656	\$78,317	\$88,518
Median Household Income	\$72,475	\$70,532	\$78,610
Aggregate Income	\$83,118,861	\$130,885,663	\$262,693,831

% Households by Income	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	2.7	2.9	2.7
% Household Income \$10,000-\$14,999	2.1	1.9	1.7
% Household Income \$15,000-\$19,999	3.7	3.9	3.6
% Household Income \$20,000-\$24,999	6.4	6.9	5.1
% Household Income \$25,000-\$29,999	4	4.1	3.1
% Household Income \$30,000-\$34,999	3.9	4.4	3.5
% Household Income \$35,000-\$39,999	2.4	2.5	2.5
% Household Income \$40,000-\$44,999	3.1	3.4	3.0
% Household Income \$45,000-\$49,999	4.4	4.5	3.2
% Household Income \$50,000-\$59,999	6.7	6.4	6.7
% Household Income \$60,000-\$74,999	12.8	13.0	11.8
% Household Income \$75,000-\$99,999	20.4	19.3	21.1
% Household Income \$100,000-\$124,999	13.5	12.7	13.8
% Household Income \$125,000-\$149,999	5.3	5.6	7.6
% Household Income \$150,000-\$199,999	6.5	6.2	7
% Household Income \$200,000-\$249,999	1.5	1.5	2
% Household Income \$250,000-\$499,999	0.4	0.5	1.2
% Household Income \$500,000+	0.2	0.2	0.5

Education	1-mi.	3-mi.	5-mi.
College undergraduate	141	228	533
Graduate or prof school	34	51	69

Employment and Occupation	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+	1,327	2,093	4,097

% Employment by Industry	1-mi.	3-mi.	5-mi.
% Armed Forces	0.1	0.1	0.1
% Civilian, Employed	93.5	94.1	94.4
% Civilian, Unemployed	6.5	5.8	5.6
% Not in Labor Force	32.6	33.3	31.1
% Agriculture, forestry, fishing/hunting, mining	2.1	1.9	1.5
% Construction	3.6	3.7	5.0
% Manufacturing	19.5	20.1	21.7
% Wholesale trade	1.0	0.8	1.2
% Retail trade	9.6	9.2	9.7
% Transportation and warehousing and utilities	1.8	2.0	3.6
% Information	1.7	1.5	1.2
% Finance and ins, real estate, rental and leasing	4.2	4	3.9
% Professional, sci, mgmt, admin and waste mgmt svcs	8.7	8.8	7.9
% Educational svcs, health care and social asst	33.2	33.7	29.1
% Arts, entertainmt, recreation, accom. and food svcs	4.6	4.6	6.1
% Other svcs, except public admin	6.0	6.1	6.3
% Public admin	4.1	3.6	2.8

Transportation to Work	1-mi.	3-mi.	5-mi.
Total Workers 16+	1,327	2,093	4,097
Car, truck, or van	1,196	1,895	3,805
Public transport (not taxi)	0	0	0
Taxicab	0	0	0
Motorcycle	22	32	44
Bicycle	1	1	1
Walked	29	42	49
Other means	14	24	30
Worked at home	65	98	168

Consumer Expenditures	1-mi.	3-mi.	5-mi.
Average Apparel	\$1,658.7	\$1,623.9	\$1,747.6
Average Education	\$1,865.0	\$1,826.3	\$2,216.5
Average Entertainment	\$3,355.6	\$3,295.6	\$3,577.8
Average Food and Beverages	\$7,568.4	\$7,433.1	\$7,904.0
Average Gifts	\$1,420.9	\$1,396.3	\$1,600.3
Average Health Care	\$4,758.4	\$4,740.2	\$4,917.2
Average Household Furnishings and Equipment	\$1,856.7	\$1,814.4	\$1,995.5
Average Household Operations	\$1,560.5	\$1,552.9	\$1,652.2
Average Personal Care	\$751.1	\$739.8	\$801.9
Average Personal Expenditure	\$1,045.4	\$1,031.3	\$1,076.5
Average Reading	\$138.1	\$136.6	\$141.5
Average Shelter	\$11,516.1	\$11,367.5	\$12,152.6
Average Transportation	\$9,880.8	\$9,785.5	\$10,287.5
Average Utilities	\$4,048.2	\$4,027.1	\$4,201.2

Demand by Store Type	1-mi.	3-mi.	5-mi.
Motor Vehicle & Parts Dealers	\$4,479,975	\$7,088,822	\$13,114,055
Furniture & Home Furnishings Stores	\$521,005	\$813,650	\$1,575,792
Electronics & Appliance Stores	\$429,041	\$672,496	\$1,354,463
Building Material & Garden Equipment & Supply Dealers	\$958,552	\$1,498,757	\$2,832,756
Food & Beverage Stores	\$3,375,519	\$5,318,625	\$10,015,582
Health & Personal Care Stores	\$685,485	\$1,087,788	\$2,038,874
Gasoline stations	\$3,305,444	\$5,224,064	\$9,860,164
Clothing & Clothing Accessories Stores	\$855,106	\$1,339,243	\$2,572,869
Sporting Goods, Hobby, Book, & Music Stores	\$306,084	\$479,254	\$945,203
General Merchandise Stores	\$2,820,415	\$4,437,822	\$8,447,676
Miscellaneous Store Retailers	\$549,680	\$869,567	\$1,655,963
Nonstore retailers	\$1,023,380	\$1,611,566	\$3,095,957
Foodservice & Drinking Places	\$3,280,388	\$5,139,496	\$9,823,108
General Merchandise, Apparel and Accessories, Furniture and	\$5,126,478	\$8,050,445	\$15,484,393

2015/2016 Demographics provided by Experian through Alteryx