



Brooke Armstrong
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Population

Population			
	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	10,118	78,142	133,225
Total Population (Current Year)	10,642	82,366	139,460
Total Population (Five Year Projection)	11,059	85,380	143,818
Adult Population (US Census 2010)	7,261	67,092	111,748
Adult Population (Current Year)	7,650	70,638	117,231
Adult Population (Five Year Projection)	7,951	73,123	120,839
% Female Population (US Census 2010)	51.34%	48.09%	49.43%
% Male Population (US Census 2010)	48.66%	51.91%	50.57%
% Female Population (Current Year)	51.19%	48.34%	49.58%
% Male Population (Current Year)	48.81%	51.66%	50.42%
% Female Population (Five Year Projection)	51.26%	48.25%	49.52%
% Male Population (Five Year Projection)	48.74%	51.75%	50.48%
Total Daytime Population	16,180	161,208	212,377
Population aged 16 and under (Children)	2,509	12,483	20,627
Daytime population (Age 16+)	13,671	148,724	191,750
Civilian 16+, at Workplace	11,325	74,223	95,057
Retired population (Age 65+)	654	4,553	11,989
Homemakers (Age 16+)	822	4,215	9,288

Population Mosaic (Current Year)			
	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	1.74%
% Flourishing Families	0%	1.46%	4.87%
% Booming with Confidence	0%	0.77%	6.23%
% Suburban Style	0%	2.43%	1.48%
% Thriving Boomers	0%	3.37%	6.48%
% Promising Families	0%	4.44%	2.79%
% Young City Solos	0%	1.69%	2.01%

% Middle-class Melting Pot	0%	0%	0%
% Family Union	0%	1.45%	1.06%
% Autumn Years	0%	3.04%	6.92%
% Significant Singles	0.57%	2.62%	3.55%
% Blue Sky Boomers	0.71%	5.07%	4.96%
% Families in Motion	0%	0%	0%
% Pastoral Pride	15.97%	1.73%	1.04%
% Singles and Starters	36.31%	61.94%	47.52%
% Cultural Connections	0%	0.81%	0.49%
% Golden Year Guardians	0%	0.14%	0.49%
% Aspirational Fusion	0%	0%	0.71%
% Economic Challenges	46.43%	9.04%	7.65%
% Unclassified	0%	0%	0%

Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	30.01	23.67	26.7
% Age 18+	71.89%	85.76%	84.06%
% Age 55+	17.38%	13.93%	20.19%
% Age 65+	8.83%	7.22%	11.14%

Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	40.75%	64.05%	67.92%
% Black/African American (2010 US Census, Not Hispanic/Latino)	47.49%	19.07%	15.84%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.19%	0.18%	0.19%
% Asian (2010 US Census, Not Hispanic/Latino)	7.86%	13.63%	12.98%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0.1%	0.08%	0.09%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.13%	0.24%	0.25%
% Two or more races (2010 US Census, Not Hispanic/Latino)	3.47%	2.75%	2.73%
% White (2010 US Census, Hispanic/Latino)	36.19%	45.13%	47.51%
% Black/African American (2010 US Census, Hispanic/Latino)	7.4%	3.84%	3.69%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	1.77%	1.23%	1.58%

% Asian (2010 US Census, Hispanic/Latino)	0.09%	1.06%	0.95%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0.07%	0.04%	0.04%
% Some other race (2010 US Census, Hispanic/Latino)	48.28%	41.72%	38.6%
% Two or more races (2010 US Census, Hispanic/Latino)	6.21%	6.99%	7.64%
% White (Current Year, Not Hispanic/Latino)	34.05%	58.58%	62.62%
% Black/African American (Current Year, Not Hispanic/Latino)	49.89%	20.6%	17.35%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.22%	0.19%	0.19%
% Asian (Current Year, Not Hispanic/Latino)	11.14%	16.93%	16.16%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0.11%	0.09%	0.1%
% Some other race (Current Year, Not Hispanic/Latino)	0.11%	0.25%	0.27%
% Two or more races (Current Year, Not Hispanic/Latino)	4.49%	3.37%	3.31%
% White (Current Year), Hispanic/Latino	36.52%	45.72%	47.85%
% Black/African American (Current Year, Hispanic/Latino)	8.87%	4.03%	3.82%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	1.65%	1.04%	1.46%
% Asian (Current Year, Hispanic/Latino)	0.07%	1.2%	1.03%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0.05%	0.08%	0.05%
% Some other race (Current Year, Hispanic/Latino)	46.44%	41.36%	38.69%
% Two or more races (Current Year, Hispanic/Latino)	6.4%	6.56%	7.1%
% White (Five Year Projection, Not Hispanic/Latino)	32.02%	56.3%	60.36%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	50.01%	21%	17.76%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.23%	0.19%	0.19%
% Asian (Five Year Projection, Not Hispanic/Latino)	12.37%	18.28%	17.48%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.1%	0.09%	0.1%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.12%	0.25%	0.26%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	5.15%	3.9%	3.84%
% White (Five Year Projection, Hispanic/Latino)	36.35%	45.65%	47.77%
% Black/African American (Five Year Projection, Hispanic/Latino)	8.92%	3.95%	3.71%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	1.6%	0.96%	1.36%
% Asian (Five Year Projection, Hispanic/Latino)	0.06%	1.18%	1%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0.05%	0.08%	0.05%
% Some other race (Five Year Projection, Hispanic/Latino)	46.33%	41.39%	38.78%
% Two or more races (Five Year Projection, Hispanic/Latino)	6.68%	6.79%	7.33%

Housing & Households

Housing and Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	4.48	30.56	94.66
Total Housing Units (Current Year)	4,971	37,008	63,228
Total Households (Current Year)	4,319	33,511	57,252
Total Households (Five Year Projection)	4,515	35,093	59,648
Owner-Occupied: Owned with a mortgage or loan	1,096	7,319	16,626
Owner-Occupied: Owned free and clear	507	3,726	9,059
Renter-Occupied	2,715	22,466	31,568

Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	34	131	324
Housing Value \$10,000-\$14,999	45	128	238
Housing Value \$15,000-\$19,999	25	89	213
Housing Value \$20,000-\$24,999	10	39	129
Housing Value \$25,000-\$29,999	12	46	93
Housing Value \$30,000-\$34,999	8	49	163
Housing Value \$35,000-\$39,999	26	59	88
Housing Value \$40,000-\$49,999	47	143	206
Housing Value \$50,000-\$59,999	110	255	379
Housing Value \$60,000-\$69,999	138	346	520
Housing Value \$70,000-\$79,999	163	434	729
Housing Value \$80,000-\$89,999	168	526	922
Housing Value \$90,000-\$99,999	142	589	967
Housing Value \$100,000-\$124,999	195	1,406	2,395
Housing Value \$125,000-\$149,999	166	1,343	2,542
Housing Value \$150,000-\$174,999	130	1,447	2,956
Housing Value \$175,000-\$199,999	48	1,208	2,990
Housing Value \$200,000-\$249,999	84	1,204	3,444

Housing Value \$250,000-\$299,999	16	598	2,181
Housing Value \$300,000-\$399,999	13	418	2,103
Housing Value \$400,000-\$499,999	16	218	991
Housing Value \$500,000-\$749,999	2	180	644
Housing Value \$750,000-\$999,999	0	103	277
Housing Value \$1,000,000 or more	6	86	190
Total Owner-occupied housing units (OOHU)	1,603	11,045	25,684

Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$17,949	\$19,030	\$24,895
Per Capita Income (Current Year, based on Total Population)	\$22,302	\$22,529	\$30,601
Per Capita Income (Five Year Projection, based on Total Population)	\$26,138	\$25,856	\$35,018
Average (Mean) Household Income (Current Year)	\$54,777	\$51,875	\$70,903
Median Household Income (Current Year)	\$40,844	\$33,283	\$45,444

% Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	13.55%	21.02%	16.02%
% Household Income \$10,000-\$14,999	6.37%	7.17%	5.47%
% Household Income \$15,000-\$19,999	5.91%	6.22%	5.15%
% Household Income \$20,000-\$24,999	6.17%	7.33%	6.12%
% Household Income \$25,000-\$29,999	5.02%	4.49%	4.11%
% Household Income \$30,000-\$34,999	7.13%	5.61%	5.01%
% Household Income \$35,000-\$39,999	4.88%	3.74%	3.86%
% Household Income \$40,000-\$44,999	5.92%	4.13%	3.96%
% Household Income \$45,000-\$49,999	4.81%	2.96%	3.01%
% Household Income \$50,000-\$59,999	10.63%	8.32%	8.33%
% Household Income \$60,000-\$74,999	9.2%	7.58%	8.13%
% Household Income \$75,000-\$99,999	9.4%	8.21%	9.59%
% Household Income \$100,000-\$124,999	5.81%	5.77%	7.4%
% Household Income \$125,000-\$149,999	0.88%	2.75%	4.15%
% Household Income \$150,000-\$199,999	2.54%	2.51%	4.69%

% Household Income \$200,000-\$249,999	0.67%	1.11%	2.29%
% Household Income \$250,000-\$499,999	0.48%	0.68%	1.67%
% Household Income \$500,000+	0.64%	0.4%	1.03%

Education (Current Year)

Education			
	1-mi.	3-mi.	5-mi.
College undergraduate	625	30,101	38,847
Graduate or prof school	459	5,198	8,176

Educational Attainment			
	1-mi.	3-mi.	5-mi.
No schooling completed	64	234	435
Nursery to 4th grade	23	65	137
5th and 6th grade	50	191	344
7th and 8th grade	59	244	379
9th grade	79	194	317
10th grade	82	300	591
11th grade	227	767	1,168
12th grade, no diploma	104	440	742
High school graduate, GED	1,779	7,668	13,275
Some college, <1 year	393	2,039	3,875
Some college, 1+ years	1,307	5,718	9,974
Associate's degree	401	2,894	5,292
Bachelor's degree	1,060	8,491	17,643
Master's degree	548	5,565	12,462
Professional school degree	80	819	2,590
Doctorate degree	183	2,000	5,557

Employment and Occupation

Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	4,200	36,829	63,562
Total Civilian employed population aged 16+ (Current Year)	4,433	38,109	65,015
Total Civilian employed population aged 16+ (Five Year Projection)	4,451	38,039	64,729

% Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0.16%	0.08%	0.05%
% Civilian, Employed (2010 US Census)	86.52%	88.81%	90.37%
% Civilian, Unemployed (2010 US Census)	13.32%	11.11%	9.58%
% Not in Labor Force (2010 US Census)	35.89%	39.31%	38.4%
% Armed Forces (Current Year)	0.19%	0.1%	0.06%
% Civilian, Employed (Current Year)	93.13%	94.21%	94.99%
% Civilian, Unemployed (Current Year)	6.68%	5.7%	4.95%
% Not in Labor Force (Current Year)	40.04%	43.66%	42.75%
% Armed Forces (Five Year Projection)	0.19%	0.1%	0.06%
% Civilian, Employed (Five Year Projection)	93.2%	94.21%	94.98%
% Civilian, Unemployed (Five Year Projection)	6.61%	5.69%	4.96%
% Not in Labor Force (Five Year Projection)	41.97%	45.62%	44.64%

Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	4,433	38,109	65,015
Car, truck, or van	3,629	24,258	44,875
Public transport (not taxi)	526	3,381	5,541
Worked at home	157	1,679	2,957

Travel Time to Work (Current Year)

	1-mi.	3-mi.	5-mi.
< 5 minutes	113	1,627	2,471
5-9 minutes	490	6,156	9,621
10-14 minutes	1,250	11,192	18,121
15-19 minutes	1,177	9,545	16,923
20-24 minutes	535	3,755	7,538
25-29 minutes	211	905	1,674
30-34 minutes	157	1,431	2,502
35-39 minutes	29	249	356
40-44 minutes	99	254	415
45-59 minutes	129	711	1,200
60-89 minutes	76	407	842
90+ minutes	9	199	393

Consumer Expenditures (Current Year)

Consumer Expenditures			
	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$1,940,685	\$14,007,067	\$30,379,365
Total Apparel and services	\$6,336,957	\$43,937,274	\$92,653,101
Total Cash contributions	\$2,922,346	\$26,530,143	\$71,971,063
Total Education	\$4,048,202	\$36,172,084	\$68,692,250
Total Entertainment	\$10,005,240	\$71,450,569	\$150,251,631
Total Food	\$26,844,698	\$189,303,406	\$388,232,018
Total Gifts	\$3,611,008	\$24,857,823	\$57,522,696
Total Healthcare	\$17,169,935	\$116,531,823	\$247,506,755
Total Housing	\$65,356,436	\$459,624,061	\$938,108,346
Total Miscellaneous	\$2,427,421	\$18,060,161	\$39,390,720
Total Personal care products and services	\$2,287,486	\$17,018,076	\$34,493,317
Total Personal insurance and pensions	\$21,932,470	\$154,054,486	\$324,740,052
Total Reading	\$394,425	\$2,662,621	\$5,638,145
Total Tobacco products and smoking supplies	\$1,849,234	\$12,232,641	\$21,172,711
Total Transportation	\$40,524,112	\$285,994,650	\$581,504,512

Retail Demand by Store Type			
	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$163,805,849	\$1,148,969,290	\$2,364,471,406
Building Material & Garden Equipment & Supply Dealers	\$7,721,508	\$55,207,952	\$125,316,874
Clothing & Clothing Accessories Stores	\$7,047,675	\$49,263,276	\$105,492,180
Electronics and Appliance Stores	\$2,608,402	\$19,069,588	\$38,999,893
Food & Beverage Stores	\$22,037,551	\$151,923,920	\$311,862,444
Food Services & Drinking Places	\$18,500,784	\$134,558,890	\$277,224,972
Furniture & Home Furnishings Stores	\$2,569,138	\$18,518,881	\$40,502,034
Gasoline stations	\$14,006,764	\$101,312,495	\$194,038,890
General Merchandise Stores	\$19,849,570	\$137,595,494	\$282,770,907

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$35,307,260	\$246,754,579	\$513,632,825
Health & Personal Care Stores	\$9,920,834	\$69,081,411	\$144,253,139
Miscellaneous Store Retailers	\$3,953,483	\$26,906,223	\$54,557,347
Motor Vehicle & Parts Dealers	\$33,542,379	\$230,338,672	\$462,490,822
Nonstore retailers	\$19,685,298	\$138,742,740	\$293,371,101
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$2,362,463	\$16,449,750	\$33,590,804

Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	5	42	81
Construction (15-17)	19	129	215
Finance, Insurance, & Real Estate (60-69)	36	289	484
Manufacturing (20-39)	18	91	139
Mining (10-14)	0	0	0
Public Administration (90-98)	5	46	95
Retail Trade (52-59)	144	728	989
Services (70-89)	160	1,532	2,464
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	21	103	160
Wholesale Trade (50-51)	17	97	139