



# Population

Total Population (US Census 2010)         4,165         15,627           Total Population (Current Year)         4,555         16,549           Total Population (Five Year Projection)         4,785         17,145           Adult Population (US Census 2010)         3,135         12,217           Adult Population (Current Year)         3,389         13,033           Adult Population (Five Year Projection)         3,562         13,578           % Female Population (US Census 2010)         52.99%         52.66%           % Male Population (US Census 2010)         47.01%         47.34%           % Female Population (Current Year)         53.03%         52.65%           % Male Population (Five Year Projection)         53.11%         52.81%           % Female Population (Five Year Projection)         53.11%         52.81%           % Male Population (Five Year Projection)         46.89%         47.19%           Total Daytime Population         3,088         15,465           Population aged 16 and under (Children)         598         2,412           Daytime population (Age 16+)         2,490         13,054           Civilian 16+, at Workplace         1,342         6,371           Retired population (Age 65+)         471         2,691           Homemakers (Age 16+		1-mi.	3-mi.	5-mi.
Total Population (Five Year Projection)       4,785       17,145         Adult Population (US Census 2010)       3,135       12,217         Adult Population (Current Year)       3,389       13,033         Adult Population (Five Year Projection)       3,562       13,578         % Female Population (US Census 2010)       52.99%       52.66%         % Male Population (US Census 2010)       47.01%       47.34%         % Female Population (Current Year)       53.03%       52.65%         % Male Population (Five Year Projection)       53.11%       52.81%         % Male Population (Five Year Projection)       53.11%       52.81%         % Male Population (Five Year Projection)       46.89%       47.19%         Total Daytime Population       3,088       15,465         Population aged 16 and under (Children)       598       2,412         Daytime population (Age 16+)       2,490       13,054         Civilian 16+, at Workplace       1,342       6,371         Retired population (Age 65+)       471       2,691	Total Population (US Census 2010)	4,165	15,627	103,728
Adult Population (US Census 2010)       3,135       12,217         Adult Population (Current Year)       3,389       13,033         Adult Population (Five Year Projection)       3,562       13,578         % Female Population (US Census 2010)       52.99%       52.66%         % Male Population (US Census 2010)       47.01%       47.34%         % Female Population (Current Year)       53.03%       52.65%         % Male Population (Five Year Projection)       53.11%       52.81%         % Male Population (Five Year Projection)       46.89%       47.19%         Total Daytime Population       3,088       15,465         Population aged 16 and under (Children)       598       2,412         Daytime population (Age 16+)       2,490       13,054         Civilian 16+, at Workplace       1,342       6,371         Retired population (Age 65+)       471       2,691	Total Population (Current Year)	4,555	16,549	108,497
Adult Population (Current Year)       3,389       13,033         Adult Population (Five Year Projection)       3,562       13,578         % Female Population (US Census 2010)       52.99%       52.66%         % Male Population (US Census 2010)       47.01%       47.34%         % Female Population (Current Year)       53.03%       52.65%         % Male Population (Current Year)       46.97%       47.35%         % Female Population (Five Year Projection)       53.11%       52.81%         % Male Population (Five Year Projection)       46.89%       47.19%         Total Daytime Population       3,088       15,465         Population aged 16 and under (Children)       598       2,412         Daytime population (Age 16+)       2,490       13,054         Civilian 16+, at Workplace       1,342       6,371         Retired population (Age 65+)       471       2,691	Total Population (Five Year Projection)	4,785	17,145	111,782
Adult Population (Five Year Projection)       3,562       13,578         % Female Population (US Census 2010)       52.99%       52.66%         % Male Population (US Census 2010)       47.01%       47.34%         % Female Population (Current Year)       53.03%       52.65%         % Male Population (Current Year)       46.97%       47.35%         % Female Population (Five Year Projection)       53.11%       52.81%         % Male Population (Five Year Projection)       46.89%       47.19%         Total Daytime Population       3,088       15,465         Population aged 16 and under (Children)       598       2,412         Daytime population (Age 16+)       2,490       13,054         Civilian 16+, at Workplace       1,342       6,371         Retired population (Age 65+)       471       2,691	Adult Population (US Census 2010)	3,135	12,217	89,128
% Female Population (US Census 2010)       52.99%       52.66%         % Male Population (US Census 2010)       47.01%       47.34%         % Female Population (Current Year)       53.03%       52.65%         % Male Population (Current Year)       46.97%       47.35%         % Female Population (Five Year Projection)       53.11%       52.81%         % Male Population (Five Year Projection)       46.89%       47.19%         Total Daytime Population       3,088       15,465         Population aged 16 and under (Children)       598       2,412         Daytime population (Age 16+)       2,490       13,054         Civilian 16+, at Workplace       1,342       6,371         Retired population (Age 65+)       471       2,691	Adult Population (Current Year)	3,389	13,033	93,652
% Male Population (US Census 2010)       47.01%       47.34%         % Female Population (Current Year)       53.03%       52.65%         % Male Population (Current Year)       46.97%       47.35%         % Female Population (Five Year Projection)       53.11%       52.81%         % Male Population (Five Year Projection)       46.89%       47.19%         Total Daytime Population       3,088       15,465         Population aged 16 and under (Children)       598       2,412         Daytime population (Age 16+)       2,490       13,054         Civilian 16+, at Workplace       1,342       6,371         Retired population (Age 65+)       471       2,691	Adult Population (Five Year Projection)	3,562	13,578	96,532
% Female Population (Current Year)       53.03%       52.65%         % Male Population (Current Year)       46.97%       47.35%         % Female Population (Five Year Projection)       53.11%       52.81%         % Male Population (Five Year Projection)       46.89%       47.19%         Total Daytime Population       3,088       15,465         Population aged 16 and under (Children)       598       2,412         Daytime population (Age 16+)       2,490       13,054         Civilian 16+, at Workplace       1,342       6,371         Retired population (Age 65+)       471       2,691	% Female Population (US Census 2010)	52.99%	52.66%	49.28%
% Male Population (Current Year) 46.97% 47.35% % Female Population (Five Year Projection) 53.11% 52.81% % Male Population (Five Year Projection) 46.89% 47.19%  Total Daytime Population 3,088 15,465  Population aged 16 and under (Children) 598 2,412  Daytime population (Age 16+) 2,490 13,054  Civilian 16+, at Workplace 1,342 6,371  Retired population (Age 65+) 471 2,691	% Male Population (US Census 2010)	47.01%	47.34%	50.72%
% Female Population (Five Year Projection)  % Male Population (Five Year Projection)  Total Daytime Population  3,088  15,465  Population aged 16 and under (Children)  598  2,412  Daytime population (Age 16+)  Civilian 16+, at Workplace  Retired population (Age 65+)  52.81%  47.19%  47.19%  47.19%  52.81%  52.81%  52.81%  52.81%  47.19%  47.19%  52.81%  47.19%  47.19%  52.81%  47.19%  47.19%  52.81%  47.19%  47.19%  52.81%  47.19%  47.19%  52.81%  47.19%  47.19%  52.81%  47.19%  47.19%  52.81%  47.19%  52.81%  47.19%  47.19%  52.81%  47.19%  52.81%  47.19%  52.81%  47.19%  52.81%	% Female Population (Current Year)	53.03%	52.65%	49.47%
% Male Population (Five Year Projection)  Total Daytime Population  3,088  15,465  Population aged 16 and under (Children)  598  2,412  Daytime population (Age 16+)  2,490  13,054  Civilian 16+, at Workplace  1,342  6,371  Retired population (Age 65+)  471  2,691	% Male Population (Current Year)	46.97%	47.35%	50.53%
Total Daytime Population 3,088 15,465  Population aged 16 and under (Children) 598 2,412  Daytime population (Age 16+) 2,490 13,054  Civilian 16+, at Workplace 1,342 6,371  Retired population (Age 65+) 471 2,691	% Female Population (Five Year Projection)	53.11%	52.81%	49.41%
Population aged 16 and under (Children)  Daytime population (Age 16+)  Civilian 16+, at Workplace  Retired population (Age 65+)  798  2,412  2,490  13,054  6,371  Retired population (Age 65+)  471  2,691	% Male Population (Five Year Projection)	46.89%	47.19%	50.59%
Daytime population (Age 16+)       2,490       13,054         Civilian 16+, at Workplace       1,342       6,371         Retired population (Age 65+)       471       2,691	Total Daytime Population	3,088	15,465	164,083
Civilian 16+, at Workplace 1,342 6,371 Retired population (Age 65+) 471 2,691	Population aged 16 and under (Children)	598	2,412	16,265
Retired population (Age 65+) 471 2,691	Daytime population (Age 16+)	2,490	13,054	147,818
	Civilian 16+, at Workplace	1,342	6,371	61,041
Homemakers (Age 16+) 268 1,469	Retired population (Age 65+)	471	2,691	9,899
	Homemakers (Age 16+)	268	1,469	6,809

# Population Mosaic (Current Year)

	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	2.11%
% Flourishing Families	48.38%	35.7%	9.8%
% Booming with Confidence	12.87%	23.03%	7.95%
% Suburban Style	0%	0%	1.81%
% Thriving Boomers	0%	3.09%	6.97%
% Promising Families	0%	0%	0%
% Young City Solos	0%	4.86%	2.51%

% Middle-class Melting Pot	0%	0%	0%
% Family Union	0%	0%	2.15%
% Autumn Years	0%	20.73%	8.09%
% Significant Singles	0%	0%	3.45%
% Blue Sky Boomers	0%	0%	3.4%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	0%	0%
% Singles and Starters	38.75%	12.58%	51.26%
% Cultural Connections	0%	0%	0%
% Golden Year Guardians	0%	0%	0%
% Aspirational Fusion	0%	0%	0%
% Economic Challenges	0%	0%	0.5%
% Unclassified	0%	0%	0%

Age			
	1-mi.	3-mi.	5-mi.
Median Age, Total	32.72	39.59	25.64
% Age 18+	74.41%	78.76%	86.32%
% Age 55+	21.47%	33.44%	20.53%
% Age 65+	12.68%	20.39%	11.63%

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Ethnicity			
	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	79.34%	78.86%	73.83%
% Black/African American (2010 US Census, Not Hispanic/Latino)	6.17%	6.15%	9.16%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.14%	0.13%	0.16%
% Asian (2010 US Census, Not Hispanic/Latino)	11.76%	12.26%	14.02%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0%	0.01%	0.09%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.15%	0.19%	0.25%
% Two or more races (2010 US Census, Not Hispanic/Latino)	2.44%	2.4%	2.48%
% White (2010 US Census, Hispanic/Latino)	64.24%	63.73%	53.74%
% Black/African American (2010 US Census, Hispanic/Latino)	7.1%	5.33%	3.33%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	1.76%	1.74%	1.63%

% Asian (2010 US Census, Hispanic/Latino)	1%	0.88%	1.35%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0%	0%	0%
% Some other race (2010 US Census, Hispanic/Latino)	21.81%	21.4%	31.5%
% Two or more races (2010 US Census, Hispanic/Latino)	4.1%	6.92%	8.45%
% White (Current Year, Not Hispanic/Latino)	74.36%	73.85%	69.07%
% Black/African American (Current Year, Not Hispanic/Latino)	6.47%	6.78%	10.18%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.23%	0.14%	0.17%
% Asian (Current Year, Not Hispanic/Latino)	15.48%	15.96%	17.25%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0%	0.01%	0.1%
% Some other race (Current Year, Not Hispanic/Latino)	0.15%	0.19%	0.26%
% Two or more races (Current Year, Not Hispanic/Latino)	3.31%	3.06%	2.96%
% White (Current Year), Hispanic/Latino	67.02%	64.97%	54.3%
% Black/African American (Current Year, Hispanic/Latino)	6.38%	5.14%	3.18%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	1.62%	1.97%	1.51%
% Asian (Current Year, Hispanic/Latino)	0.77%	0.72%	1.45%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0%	0%	0%
% Some other race (Current Year, Hispanic/Latino)	20.59%	20.98%	32.01%
% Two or more races (Current Year, Hispanic/Latino)	3.62%	6.22%	7.55%
% White (Five Year Projection, Not Hispanic/Latino)	72.25%	71.6%	66.95%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	6.67%	7.05%	10.47%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.25%	0.15%	0.17%
% Asian (Five Year Projection, Not Hispanic/Latino)	16.76%	17.42%	18.61%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0%	0.01%	0.1%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.15%	0.19%	0.26%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	3.91%	3.59%	3.43%
% White (Five Year Projection, Hispanic/Latino)	67.58%	65.57%	54.29%
% Black/African American (Five Year Projection, Hispanic/Latino)	5.98%	4.9%	3.01%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	1.42%	1.76%	1.38%
% Asian (Five Year Projection, Hispanic/Latino)	0.68%	0.64%	1.4%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0%	0%	0%
% Some other race (Five Year Projection, Hispanic/Latino)	20.79%	20.97%	32.21%
% Two or more races (Five Year Projection, Hispanic/Latino)	3.56%	6.15%	7.71%

# Housing & Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	10.48	18.79	78.7
Total Housing Units (Current Year)	2,039	7,793	46,924
Total Households (Current Year)	1,904	7,251	43,345
Total Households (Five Year Projection)	2,039	7,610	45,156
Owner-Occupied: Owned with a mortgage or loan	767	3,240	12,891
Owner-Occupied: Owned free and clear	312	1,580	6,830
Renter-Occupied	825	2,431	23,624

# Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	18	28	99
Housing Value \$10,000-\$14,999	12	18	78
Housing Value \$15,000-\$19,999	5	19	66
Housing Value \$20,000-\$24,999	6	13	30
Housing Value \$25,000-\$29,999	4	5	23
Housing Value \$30,000-\$34,999	5	5	16
Housing Value \$35,000-\$39,999	9	9	23
Housing Value \$40,000-\$49,999	0	2	42
Housing Value \$50,000-\$59,999	4	4	103
Housing Value \$60,000-\$69,999	7	12	162
Housing Value \$70,000-\$79,999	8	24	295
Housing Value \$80,000-\$89,999	8	45	450
Housing Value \$90,000-\$99,999	7	50	535
Housing Value \$100,000-\$124,999	45	204	1,736
Housing Value \$125,000-\$149,999	56	313	1,900
Housing Value \$150,000-\$174,999	70	436	2,273
Housing Value \$175,000-\$199,999	129	674	2,524
Housing Value \$200,000-\$249,999	387	1,270	3,380

Housing Value \$250,000-\$299,999	166	731	2,172
Housing Value \$300,000-\$399,999	75	567	1,896
Housing Value \$400,000-\$499,999	33	208	949
Housing Value \$500,000-\$749,999	14	103	602
Housing Value \$750,000-\$999,999	6	47	264
Housing Value \$1,000,000 or more	5	32	102
Total Owner-occupied housing units (OOHU)	1,079	4,820	19,720

Income	
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	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$30,264	\$41,666	\$26,847
Per Capita Income (Current Year, based on Total Population)	\$40,575	\$53,136	\$33,433
Per Capita Income (Five Year Projection, based on Total Population)	\$47,404	\$60,147	\$38,232
Average (Mean) Household Income (Current Year)	\$97,004	\$115,107	\$79,059
Median Household Income (Current Year)	\$70,443	\$84,346	\$50,844

# % Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	6.58%	5.18%	16.28%
% Household Income \$10,000-\$14,999	3.13%	2.11%	5.38%
% Household Income \$15,000-\$19,999	3.68%	2.85%	4.79%
% Household Income \$20,000-\$24,999	3.93%	3.53%	5.99%
% Household Income \$25,000-\$29,999	3.29%	2.43%	3.43%
% Household Income \$30,000-\$34,999	3.93%	3.2%	4.14%
% Household Income \$35,000-\$39,999	3.08%	2.93%	3.45%
% Household Income \$40,000-\$44,999	3.44%	2.77%	3.21%
% Household Income \$45,000-\$49,999	4.7%	3.06%	2.74%
% Household Income \$50,000-\$59,999	7.18%	7.43%	7.63%
% Household Income \$60,000-\$74,999	9.89%	9.41%	7.71%
% Household Income \$75,000-\$99,999	12.27%	13.2%	9.91%
% Household Income \$100,000-\$124,999	14.79%	14.05%	8.34%
% Household Income \$125,000-\$149,999	7.11%	8.17%	5.14%
% Household Income \$150,000-\$199,999	5.39%	8.92%	5.36%

% Household Income \$200,000-\$249,999	2.54%	4.65%	2.9%
% Household Income \$250,000-\$499,999	3.5%	3.5%	2.19%
% Household Income \$500,000+	1.55%	2.62%	1.4%

# Education (Current Year)

#### Education

	1-mi.	3-mi.	5-mi.
College undergraduate	402	1,320	35,120
Graduate or prof school	176	581	6,722

#### **Educational Attainment**

	1-mi.	3-mi.	5-mi.
No schooling completed	4	15	179
Nursery to 4th grade	0	2	56
5th and 6th grade	1	8	110
7th and 8th grade	7	19	202
9th grade	14	21	149
10th grade	17	39	300
11th grade	32	59	469
12th grade, no diploma	10	47	398
High school graduate, GED	494	1,349	7,733
Some college, <1 year	114	517	2,672
Some college, 1+ years	307	1,234	6,566
Associate's degree	280	827	3,849
Bachelor's degree	810	3,257	14,537
Master's degree	482	2,297	10,928
Professional school degree	170	716	2,546
Doctorate degree	239	1,221	5,159

### **Employment and Occupation**

#### **Employment and Occupation**

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	2,026	7,717	50,091
Total Civilian employed population aged 16+ (Current Year)	2,139	7,875	51,093
Total Civilian employed population aged 16+ (Five Year Projection)	2,194	7,968	50,882

### % Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0.09%	0.03%	0.05%
% Civilian, Employed (2010 US Census)	95.86%	96.01%	90.91%
% Civilian, Unemployed (2010 US Census)	4.05%	3.96%	9.04%
% Not in Labor Force (2010 US Census)	33.78%	35.86%	39.29%
% Armed Forces (Current Year)	0.13%	0.04%	0.06%
% Civilian, Employed (Current Year)	97.82%	97.89%	95.24%
% Civilian, Unemployed (Current Year)	2.06%	2.07%	4.7%
% Not in Labor Force (Current Year)	37.16%	39.9%	43.67%
% Armed Forces (Five Year Projection)	0.12%	0.04%	0.06%
% Civilian, Employed (Five Year Projection)	97.83%	97.89%	95.23%
% Civilian, Unemployed (Five Year Projection)	2.05%	2.07%	4.71%
% Not in Labor Force (Five Year Projection)	38.84%	41.68%	45.55%

### Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	2,139	7,875	51,093
Car, truck, or van	1,914	6,759	33,853
Public transport (not taxi)	69	418	3,866
Worked at home	80	428	2,337

Travel Time to Work (Current Ye	ear)		
	1-mi.	3-mi.	5-mi.
< 5 minutes	83	235	2,223
5-9 minutes	194	950	7,774
10-14 minutes	450	1,983	13,875
15-19 minutes	608	2,091	13,157
20-24 minutes	387	1,243	6,168
25-29 minutes	64	165	1,345
30-34 minutes	96	247	1,805
35-39 minutes	14	54	285
40-44 minutes	29	87	297
45-59 minutes	53	171	821
60-89 minutes	50	150	677

90+ minutes

# Consumer Expenditures (Current Year)

### **Consumer Expenditures**

	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$1,386,323	\$5,853,349	\$24,708,928
Total Apparel and services	\$4,231,148	\$17,305,799	\$74,113,212
Total Cash contributions	\$2,940,761	\$16,516,287	\$61,846,789
Total Education	\$2,353,146	\$10,402,320	\$55,028,656
Total Entertainment	\$6,497,796	\$27,538,580	\$119,927,316
Total Food	\$16,796,772	\$69,559,531	\$308,055,396
Total Gifts	\$2,351,638	\$11,130,499	\$46,288,621
Total Healthcare	\$10,260,416	\$45,226,172	\$195,610,372
Total Housing	\$39,903,842	\$164,927,761	\$742,081,835
Total Miscellaneous	\$1,467,671	\$7,303,105	\$31,796,602
Total Personal care products and services	\$1,392,523	\$6,019,401	\$27,315,981
Total Personal insurance and pensions	\$15,001,129	\$61,033,765	\$260,224,763
Total Reading	\$232,921	\$998,909	\$4,442,682
Total Tobacco products and smoking supplies	\$753,191	\$2,574,003	\$15,346,949
Total Transportation	\$24,192,072	\$101,231,650	\$457,155,379

### Retail Demand by Store Type

	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$100,716,822	\$420,169,016	\$1,871,312,913
Building Material & Garden Equipment & Supply Dealers	\$5,104,338	\$24,346,888	\$101,532,118
Clothing & Clothing Accessories Stores	\$4,842,824	\$20,104,198	\$84,906,015
Electronics and Appliance Stores	\$1,719,000	\$7,014,076	\$31,366,177
Food & Beverage Stores	\$13,447,785	\$55,517,494	\$246,288,918
Food Services & Drinking Places	\$11,970,026	\$50,176,479	\$221,602,483
Furniture & Home Furnishings Stores	\$1,791,052	\$7,704,721	\$32,800,391
Gasoline stations	\$7,773,418	\$31,042,477	\$150,520,013
General Merchandise Stores	\$12,173,192	\$50,214,892	\$223,439,971

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$22,490,739	\$93,138,029	\$408,616,778
Health & Personal Care Stores	\$5,812,488	\$25,659,476	\$114,054,898
Miscellaneous Store Retailers	\$2,296,210	\$9,357,983	\$42,729,511
Motor Vehicle & Parts Dealers	\$19,711,863	\$79,117,201	\$360,986,970
Nonstore retailers	\$12,641,552	\$54,026,597	\$234,692,002
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$1,433,073	\$5,886,532	\$26,393,445

#### **Business Summary by SIC**

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	4	19	60
Construction (15-17)	4	20	107
Finance, Insurance, & Real Estate (60-69)	5	93	375
Manufacturing (20-39)	2	16	74
Mining (10-14)	0	0	0
Public Administration (90-98)	3	13	55
Retail Trade (52-59)	10	99	586
Services (70-89)	35	390	1,814
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	3	15	80
Wholesale Trade (50-51)	4	14	63