



Population

Population			
	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	4,862	60,518	143,247
Total Population (Current Year)	5,514	67,642	160,651
Total Population (Five Year Projection)	6,366	77,944	183,209
Adult Population (US Census 2010)	3,452	42,175	100,671
Adult Population (Current Year)	4,050	48,644	116,123
Adult Population (Five Year Projection)	4,781	57,257	135,053
% Female Population (US Census 2010)	51.52%	51.79%	51.58%
% Male Population (US Census 2010)	48.48%	48.21%	48.42%
% Female Population (Current Year)	51.62%	52%	51.88%
% Male Population (Current Year)	48.38%	48%	48.12%
% Female Population (Five Year Projection)	51.53%	51.85%	51.75%
% Male Population (Five Year Projection)	48.47%	48.15%	48.25%
Total Daytime Population	3,384	65,650	159,425
Population aged 16 and under (Children)	755	19,058	41,308
Daytime population (Age 16+)	2,629	46,591	118,117
Civilian 16+, at Workplace	1,385	31,501	76,378
Retired population (Age 65+)	569	5,763	13,107
Homemakers (Age 16+)	359	3,924	8,945

Population Mosaic (Current Year)			
	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	0%
% Flourishing Families	29.03%	22.98%	16.92%
% Booming with Confidence	22.73%	19.13%	12.79%
% Suburban Style	22.21%	31.89%	40.45%
% Thriving Boomers	0%	0.07%	1.42%
% Promising Families	0%	1.32%	4.03%
% Young City Solos	0%	0%	0%

% Middle-class Melting Pot	0%	0%	0.29%
% Family Union	0%	0%	1.27%
% Autumn Years	26.03%	5.56%	4.71%
% Significant Singles	0%	0%	0%
% Blue Sky Boomers	0%	0%	0%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	0%	0%
% Singles and Starters	0%	6.89%	11.91%
% Cultural Connections	0%	2.03%	0.85%
% Golden Year Guardians	0%	9.14%	4.94%
% Aspirational Fusion	0%	0%	0%
% Economic Challenges	0%	0.98%	0.41%
% Unclassified	0%	0%	0%

Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	39	36.53	35.65
% Age 18+	73.46%	71.91%	72.28%
% Age 55+	24.71%	22%	21.54%
% Age 65+	12.07%	10.22%	10.07%

Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	60.86%	54.25%	54.57%
% Black/African American (2010 US Census, Not Hispanic/Latino)	29.03%	33.81%	34.12%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.17%	0.22%	0.24%
% Asian (2010 US Census, Not Hispanic/Latino)	7.56%	8.87%	8.14%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0.02%	0.04%	0.04%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.37%	0.46%	0.47%
% Two or more races (2010 US Census, Not Hispanic/Latino)	1.99%	2.35%	2.42%
% White (2010 US Census, Hispanic/Latino)	52.31%	48.37%	47.82%
% Black/African American (2010 US Census, Hispanic/Latino)	4.69%	4.57%	4.99%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	2.55%	1.68%	1.45%

% Asian (2010 US Census, Hispanic/Latino)	0.05%	0.26%	0.27%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0%	0.02%	0.04%
% Some other race (2010 US Census, Hispanic/Latino)	31.34%	38.27%	38.75%
% Two or more races (2010 US Census, Hispanic/Latino)	9.07%	6.84%	6.69%
% White (Current Year, Not Hispanic/Latino)	52.76%	46.09%	46.54%
% Black/African American (Current Year, Not Hispanic/Latino)	35.64%	40.39%	40.67%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.16%	0.21%	0.22%
% Asian (Current Year, Not Hispanic/Latino)	8.57%	9.85%	9%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0%	0.03%	0.03%
% Some other race (Current Year, Not Hispanic/Latino)	0.4%	0.52%	0.52%
% Two or more races (Current Year, Not Hispanic/Latino)	2.46%	2.92%	3.01%
% White (Current Year), Hispanic/Latino	51.97%	47.65%	47.11%
% Black/African American (Current Year, Hispanic/Latino)	5.04%	4.99%	5.59%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	2.22%	1.53%	1.3%
% Asian (Current Year, Hispanic/Latino)	0.04%	0.24%	0.24%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0%	0.02%	0.03%
% Some other race (Current Year, Hispanic/Latino)	31.87%	38.41%	38.6%
% Two or more races (Current Year, Hispanic/Latino)	8.85%	7.15%	7.11%
% White (Five Year Projection, Not Hispanic/Latino)	50.61%	42.97%	43.71%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	36.83%	42.36%	42.5%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.17%	0.22%	0.23%
% Asian (Five Year Projection, Not Hispanic/Latino)	9.17%	10.56%	9.55%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0%	0.03%	0.03%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.39%	0.53%	0.53%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	2.81%	3.34%	3.45%
% White (Five Year Projection, Hispanic/Latino)	51.54%	47.55%	47.02%
% Black/African American (Five Year Projection, Hispanic/Latino)	4.79%	4.91%	5.54%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	2.15%	1.47%	1.26%
% Asian (Five Year Projection, Hispanic/Latino)	0.03%	0.22%	0.22%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0%	0.02%	0.03%
% Some other race (Five Year Projection, Hispanic/Latino)	32.32%	38.48%	38.62%
% Two or more races (Five Year Projection, Hispanic/Latino)	9.17%	7.34%	7.3%

Housing & Households

Housing and Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	2.52	27.66	76.05
Total Housing Units (Current Year)	1,941	22,433	53,656
Total Households (Current Year)	1,935	22,172	53,085
Total Households (Five Year Projection)	2,320	26,057	61,673
Owner-Occupied: Owned with a mortgage or loan	1,236	13,850	31,094
Owner-Occupied: Owned free and clear	273	3,021	7,222
Renter-Occupied	426	5,302	14,770

Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	1	49	105
Housing Value \$10,000-\$14,999	4	102	170
Housing Value \$15,000-\$19,999	10	124	231
Housing Value \$20,000-\$24,999	2	45	85
Housing Value \$25,000-\$29,999	0	5	19
Housing Value \$30,000-\$34,999	0	10	16
Housing Value \$35,000-\$39,999	1	12	31
Housing Value \$40,000-\$49,999	8	44	104
Housing Value \$50,000-\$59,999	4	36	107
Housing Value \$60,000-\$69,999	12	136	284
Housing Value \$70,000-\$79,999	18	177	451
Housing Value \$80,000-\$89,999	25	266	551
Housing Value \$90,000-\$99,999	48	425	839
Housing Value \$100,000-\$124,999	111	1,136	2,593
Housing Value \$125,000-\$149,999	125	1,588	4,035
Housing Value \$150,000-\$174,999	124	1,500	3,887
Housing Value \$175,000-\$199,999	126	1,460	3,532
Housing Value \$200,000-\$249,999	260	2,927	6,581

Housing Value \$250,000-\$299,999	226	2,530	5,773
Housing Value \$300,000-\$399,999	196	2,249	4,561
Housing Value \$400,000-\$499,999	114	1,161	2,400
Housing Value \$500,000-\$749,999	45	489	1,112
Housing Value \$750,000-\$999,999	27	204	464
Housing Value \$1,000,000 or more	23	196	383
Total Owner-occupied housing units (OOHU)	1,509	16,871	38,315

Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$29,218	\$25,954	\$26,412
Per Capita Income (Current Year, based on Total Population)	\$31,848	\$28,696	\$28,292
Per Capita Income (Five Year Projection, based on Total Population)	\$35,661	\$31,805	\$31,288
Average (Mean) Household Income (Current Year)	\$90,726	\$87,443	\$85,265
Median Household Income (Current Year)	\$73,380	\$67,117	\$65,559

% Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	3.36%	4.87%	4.47%
% Household Income \$10,000-\$14,999	2.34%	3.56%	3.12%
% Household Income \$15,000-\$19,999	1.46%	3.03%	3.32%
% Household Income \$20,000-\$24,999	3.83%	4.41%	4.21%
% Household Income \$25,000-\$29,999	3.2%	3.98%	4.12%
% Household Income \$30,000-\$34,999	5.27%	4.83%	4.64%
% Household Income \$35,000-\$39,999	4.2%	3.85%	4.16%
% Household Income \$40,000-\$44,999	4.92%	4.73%	4.88%
% Household Income \$45,000-\$49,999	3.54%	3.67%	3.97%
% Household Income \$50,000-\$59,999	7.11%	7.46%	8.61%
% Household Income \$60,000-\$74,999	12.11%	11.7%	11.68%
% Household Income \$75,000-\$99,999	19.99%	16.11%	15.94%
% Household Income \$100,000-\$124,999	12.4%	10.82%	10.54%
% Household Income \$125,000-\$149,999	5.74%	5.72%	5.74%
% Household Income \$150,000-\$199,999	6.11%	6.36%	6.1%

% Household Income \$200,000-\$249,999	1.78%	2.08%	1.95%
% Household Income \$250,000-\$499,999	1.28%	1.51%	1.48%
% Household Income \$500,000+	1.37%	1.3%	1.07%

Employment and Occupation

Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	2,419	29,382	69,886
Total Civilian employed population aged 16+ (Current Year)	3,092	37,433	89,248
Total Civilian employed population aged 16+ (Five Year Projection)	3,602	43,532	102,462

% Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0.06%	0.1%	0.13%
% Civilian, Employed (2010 US Census)	94.57%	91.46%	91.31%
% Civilian, Unemployed (2010 US Census)	5.36%	8.44%	8.56%
% Not in Labor Force (2010 US Census)	29.26%	27.6%	27.65%
% Armed Forces (Current Year)	0.05%	0.09%	0.11%
% Civilian, Employed (Current Year)	97.3%	95.78%	95.69%
% Civilian, Unemployed (Current Year)	2.65%	4.13%	4.19%
% Not in Labor Force (Current Year)	24.63%	23.5%	23.43%
% Armed Forces (Five Year Projection)	0.05%	0.08%	0.1%
% Civilian, Employed (Five Year Projection)	97.73%	96.48%	96.42%
% Civilian, Unemployed (Five Year Projection)	2.23%	3.44%	3.48%
% Not in Labor Force (Five Year Projection)	26.01%	24.85%	24.82%

Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	3,092	37,433	89,248
Car, truck, or van	2,783	33,798	81,097
Public transport (not taxi)	15	439	946
Worked at home	248	2,302	5,336

Travel Time to Work (Current Year)

	1-mi.	3-mi.	5-mi.
< 5 minutes	27	404	1,039
5-9 minutes	185	2,116	4,984
10-14 minutes	284	3,236	7,711
15-19 minutes	265	3,706	8,619
20-24 minutes	285	3,669	8,988
25-29 minutes	148	1,959	4,722
30-34 minutes	414	4,857	12,056
35-39 minutes	144	1,246	3,338
40-44 minutes	149	1,730	4,249
45-59 minutes	400	5,613	13,118
60-89 minutes	437	5,006	11,652
90+ minutes	106	1,587	3,435

Consumer Expenditures (Current Year)

Consumer Expenditures			
	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$647,820	\$6,904,710	\$16,734,082
Total Apparel and services	\$4,660,688	\$49,979,542	\$116,710,117
Total Cash contributions	\$3,828,276	\$40,862,281	\$95,810,193
Total Education	\$2,158,709	\$23,473,451	\$55,593,194
Total Entertainment	\$6,222,053	\$66,669,466	\$157,108,639
Total Food	\$13,904,554	\$150,657,502	\$358,530,793
Total Gifts	\$1,692,967	\$18,373,196	\$43,985,347
Total Healthcare	\$9,990,697	\$104,943,545	\$246,121,694
Total Housing	\$42,734,385	\$461,000,832	\$1,088,917,654
Total Miscellaneous	\$1,444,201	\$14,867,743	\$34,985,579
Total Personal care products and services	\$1,536,229	\$16,539,587	\$38,987,350
Total Personal insurance and pensions	\$15,933,161	\$168,401,285	\$396,856,387
Total Reading	\$219,480	\$2,299,420	\$5,375,308
Total Tobacco products and smoking supplies	\$855,255	\$9,603,793	\$23,067,604
Total Transportation	\$32,492,774	\$351,749,527	\$839,355,742

Retail Demand by Store Type			
	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$114,661,753	\$1,230,139,819	\$2,918,657,859
Building Material & Garden Equipment & Supply Dealers	\$7,618,615	\$79,001,929	\$183,863,107
Clothing & Clothing Accessories Stores	\$5,287,182	\$56,727,763	\$132,787,173
Electronics and Appliance Stores	\$2,218,729	\$23,181,380	\$54,064,915
Food & Beverage Stores	\$11,674,814	\$126,934,495	\$301,636,168
Food Services & Drinking Places	\$10,197,686	\$109,321,577	\$260,408,835
Furniture & Home Furnishings Stores	\$2,275,534	\$23,825,587	\$55,777,398
Gasoline stations	\$9,272,394	\$101,812,610	\$242,710,759
General Merchandise Stores	\$12,876,339	\$138,203,602	\$325,690,874

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$24,622,123	\$262,912,919	\$617,822,167
Health & Personal Care Stores	\$6,103,637	\$64,209,952	\$150,322,379
Miscellaneous Store Retailers	\$2,275,941	\$24,268,929	\$57,188,074
Motor Vehicle & Parts Dealers	\$31,972,297	\$345,949,562	\$833,037,486
Nonstore retailers	\$11,459,145	\$121,372,524	\$284,877,836
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$1,429,440	\$15,329,908	\$36,292,854

Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	5	49	124
Construction (15-17)	16	162	438
Finance, Insurance, & Real Estate (60-69)	20	207	488
Manufacturing (20-39)	2	55	196
Mining (10-14)	0	1	3
Public Administration (90-98)	1	41	61
Retail Trade (52-59)	30	418	1,086
Services (70-89)	99	1,367	3,452
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	13	157	411
Wholesale Trade (50-51)	5	75	239