



## Population

Population			
	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	2,973	21,769	64,098
Total Population (Current Year)	3,722	26,713	76,582
Total Population (Five Year Projection)	4,563	31,807	89,980
Adult Population (US Census 2010)	2,130	15,801	46,357
Adult Population (Current Year)	2,702	19,685	56,005
Adult Population (Five Year Projection)	3,385	23,730	66,551
% Female Population (US Census 2010)	54.53%	54.54%	54.94%
% Male Population (US Census 2010)	45.47%	45.46%	45.06%
% Female Population (Current Year)	54.68%	54.89%	55.29%
% Male Population (Current Year)	45.32%	45.11%	44.71%
% Female Population (Five Year Projection)	54.4%	54.66%	55.06%
% Male Population (Five Year Projection)	45.6%	45.34%	44.94%
Total Daytime Population	5,763	30,156	76,133
Population aged 16 and under (Children)	1,027	7,315	17,467
Daytime population (Age 16+)	4,736	22,841	58,666
Civilian 16+, at Workplace	3,517	14,700	35,682
Retired population (Age 65+)	339	2,912	8,181
Homemakers (Age 16+)	170	1,401	4,342

Population Mosaic (Current Year)			
	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	0%
% Flourishing Families	0%	0%	0%
% Booming with Confidence	0%	0%	0%
% Suburban Style	100%	95.8%	80.08%
% Thriving Boomers	0%	0%	0%
% Promising Families	0%	0%	0%
% Young City Solos	0%	0%	0%

% Middle-class Melting Pot	0%	0%	0%
% Family Union	0%	0%	0%
% Autumn Years	0%	0%	0%
% Significant Singles	0%	0%	0%
% Blue Sky Boomers	0%	0%	0%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	0%	0.09%
% Singles and Starters	0%	1.93%	12.89%
% Cultural Connections	0%	0%	0%
% Golden Year Guardians	0%	0%	0%
% Aspirational Fusion	0%	0%	0%
% Economic Challenges	0%	2.27%	6.94%
% Unclassified	0%	0%	0%

## Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	37.09	37.95	36.07
% Age 18+	72.58%	73.69%	73.13%
% Age 55+	22.81%	25.16%	23.59%
% Age 65+	10.75%	12.85%	12.53%

## Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	1.6%	3.13%	5.76%
% Black/African American (2010 US Census, Not Hispanic/Latino)	96.07%	94.57%	91.75%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.21%	0.21%	0.19%
% Asian (2010 US Census, Not Hispanic/Latino)	0.41%	0.41%	0.55%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0.03%	0.05%	0.04%
% Some other race (2010 US Census, Not Hispanic/Latino)	0.19%	0.16%	0.19%
% Two or more races (2010 US Census, Not Hispanic/Latino)	1.48%	1.46%	1.52%
% White (2010 US Census, Hispanic/Latino)	7.52%	14.53%	27.49%
% Black/African American (2010 US Census, Hispanic/Latino)	49.86%	45.62%	20.55%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	0%	0.28%	0.74%

% Asian (2010 US Census, Hispanic/Latino)	0%	0.44%	0.22%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0%	0.02%	0.01%
% Some other race (2010 US Census, Hispanic/Latino)	22.58%	25.01%	42.3%
% Two or more races (2010 US Census, Hispanic/Latino)	20.04%	14.09%	8.69%
% White (Current Year, Not Hispanic/Latino)	1.44%	2.75%	4.72%
% Black/African American (Current Year, Not Hispanic/Latino)	95.81%	94.52%	92.32%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.13%	0.17%	0.16%
% Asian (Current Year, Not Hispanic/Latino)	0.46%	0.45%	0.61%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0.02%	0.02%	0.02%
% Some other race (Current Year, Not Hispanic/Latino)	0.21%	0.18%	0.2%
% Two or more races (Current Year, Not Hispanic/Latino)	1.94%	1.91%	1.95%
% White (Current Year), Hispanic/Latino	6.1%	13.49%	27.65%
% Black/African American (Current Year, Hispanic/Latino)	50.05%	46.06%	19.72%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	0%	0.2%	0.67%
% Asian (Current Year, Hispanic/Latino)	0%	0.44%	0.19%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0%	0.02%	0.01%
% Some other race (Current Year, Hispanic/Latino)	23.86%	25.2%	43.01%
% Two or more races (Current Year, Hispanic/Latino)	20%	14.58%	8.76%
% White (Five Year Projection, Not Hispanic/Latino)	1.36%	2.68%	4.62%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	95.62%	94.28%	92.08%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.12%	0.16%	0.16%
% Asian (Five Year Projection, Not Hispanic/Latino)	0.48%	0.48%	0.66%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.01%	0.02%	0.02%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.21%	0.19%	0.21%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	2.2%	2.19%	2.24%
% White (Five Year Projection, Hispanic/Latino)	6.27%	13.84%	27.19%
% Black/African American (Five Year Projection, Hispanic/Latino)	48.31%	44.23%	21.26%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	0%	0.19%	0.6%
% Asian (Five Year Projection, Hispanic/Latino)	0%	0.42%	0.21%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0%	0.02%	0.01%
% Some other race (Five Year Projection, Hispanic/Latino)	24.46%	25.98%	41.17%
% Two or more races (Five Year Projection, Hispanic/Latino)	20.97%	15.33%	9.55%

## Housing & Households

### Housing and Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	4.43	29.06	78.82
Total Housing Units (Current Year)	1,305	10,309	31,403
Total Households (Current Year)	1,226	9,722	29,063
Total Households (Five Year Projection)	1,523	11,706	34,819
Owner-Occupied: Owned with a mortgage or loan	777	5,994	14,507
Owner-Occupied: Owned free and clear	97	1,098	2,912
Renter-Occupied	352	2,630	11,645

### Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	3	18	83
Housing Value \$10,000-\$14,999	4	43	103
Housing Value \$15,000-\$19,999	11	69	159
Housing Value \$20,000-\$24,999	11	58	151
Housing Value \$25,000-\$29,999	3	25	87
Housing Value \$30,000-\$34,999	1	45	137
Housing Value \$35,000-\$39,999	0	72	182
Housing Value \$40,000-\$49,999	1	54	228
Housing Value \$50,000-\$59,999	7	68	206
Housing Value \$60,000-\$69,999	9	105	343
Housing Value \$70,000-\$79,999	9	173	432
Housing Value \$80,000-\$89,999	12	210	532
Housing Value \$90,000-\$99,999	26	297	734
Housing Value \$100,000-\$124,999	24	370	1,115
Housing Value \$125,000-\$149,999	31	441	1,328
Housing Value \$150,000-\$174,999	48	695	1,962
Housing Value \$175,000-\$199,999	67	618	1,627
Housing Value \$200,000-\$249,999	92	666	1,685

Housing Value \$250,000-\$299,999	119	759	1,754
Housing Value \$300,000-\$399,999	201	1,132	2,277
Housing Value \$400,000-\$499,999	111	613	1,156
Housing Value \$500,000-\$749,999	48	319	624
Housing Value \$750,000-\$999,999	21	137	310
Housing Value \$1,000,000 or more	14	107	203
Total Owner-occupied housing units (OOHU)	874	7,093	17,419

## Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$32,978	\$33,706	\$29,882
Per Capita Income (Current Year, based on Total Population)	\$34,532	\$34,957	\$30,842
Per Capita Income (Five Year Projection, based on Total Population)	\$42,585	\$43,415	\$38,656
Average (Mean) Household Income (Current Year)	\$104,840	\$96,015	\$81,228
Median Household Income (Current Year)	\$84,653	\$74,510	\$61,374

## % Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	2.01%	3.62%	5.42%
% Household Income \$10,000-\$14,999	2.75%	4.08%	4.88%
% Household Income \$15,000-\$19,999	3.51%	3.59%	4.91%
% Household Income \$20,000-\$24,999	3.32%	3.26%	4.45%
% Household Income \$25,000-\$29,999	1.95%	2.79%	4.35%
% Household Income \$30,000-\$34,999	2.54%	3.7%	5.01%
% Household Income \$35,000-\$39,999	3.3%	3.87%	4.48%
% Household Income \$40,000-\$44,999	3.67%	4.09%	4.59%
% Household Income \$45,000-\$49,999	4.47%	3.83%	3.67%
% Household Income \$50,000-\$59,999	5.11%	6.73%	7.24%
% Household Income \$60,000-\$74,999	9.62%	10.76%	10.64%
% Household Income \$75,000-\$99,999	19.96%	16.93%	14.75%
% Household Income \$100,000-\$124,999	11.78%	11.87%	9.66%
% Household Income \$125,000-\$149,999	11.14%	8.5%	6.4%
% Household Income \$150,000-\$199,999	7.66%	6.07%	5.26%

% Household Income \$200,000-\$249,999	3.27%	2.6%	1.72%
% Household Income \$250,000-\$499,999	2.38%	2.11%	1.55%
% Household Income \$500,000+	1.56%	1.57%	1.02%

## Employment and Occupation

### Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	1,459	10,498	29,487
Total Civilian employed population aged 16+ (Current Year)	1,752	12,515	34,957
Total Civilian employed population aged 16+ (Five Year Projection)	2,180	14,985	41,226

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

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0.02%	0.17%	0.39%
% Civilian, Employed (2010 US Census)	93%	89.96%	86.98%
% Civilian, Unemployed (2010 US Census)	6.98%	9.87%	12.63%
% Not in Labor Force (2010 US Census)	29.5%	29.32%	30.02%
% Armed Forces (Current Year)	0.02%	0.17%	0.42%
% Civilian, Employed (Current Year)	96.41%	94.73%	93.06%
% Civilian, Unemployed (Current Year)	3.57%	5.1%	6.52%
% Not in Labor Force (Current Year)	35.78%	35.66%	35.56%
% Armed Forces (Five Year Projection)	0.01%	0.15%	0.39%
% Civilian, Employed (Five Year Projection)	96.72%	95.26%	93.73%
% Civilian, Unemployed (Five Year Projection)	3.26%	4.59%	5.88%
% Not in Labor Force (Five Year Projection)	36.38%	36.43%	36.44%

### Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	1,752	12,515	34,957
Car, truck, or van	1,598	11,286	30,799
Public transport (not taxi)	20	426	2,096
Worked at home	109	647	1,543



## Travel Time to Work (Current Year)

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
< 5 minutes	36	214	593
5-9 minutes	66	312	964
10-14 minutes	137	870	2,636
15-19 minutes	143	1,195	3,881
20-24 minutes	380	2,191	5,786
25-29 minutes	146	956	2,410
30-34 minutes	247	2,184	6,365
35-39 minutes	66	466	1,408
40-44 minutes	128	965	1,918
45-59 minutes	179	1,320	3,822
60-89 minutes	90	728	2,134
90+ minutes	25	466	1,497

## Consumer Expenditures (Current Year)

Consumer Expenditures			
	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$408,972	\$3,065,302	\$8,382,703
Total Apparel and services	\$3,286,863	\$23,744,177	\$60,730,049
Total Cash contributions	\$2,956,481	\$22,102,690	\$56,803,724
Total Education	\$1,512,041	\$10,744,199	\$28,309,107
Total Entertainment	\$3,618,553	\$26,352,997	\$70,153,353
Total Food	\$8,799,667	\$65,360,065	\$177,945,990
Total Gifts	\$1,139,730	\$8,896,506	\$24,926,346
Total Healthcare	\$6,360,297	\$47,119,758	\$122,762,893
Total Housing	\$29,654,929	\$216,083,412	\$571,731,767
Total Miscellaneous	\$888,110	\$6,823,605	\$17,975,825
Total Personal care products and services	\$1,031,771	\$7,602,225	\$20,083,633
Total Personal insurance and pensions	\$11,548,262	\$80,706,351	\$202,779,306
Total Reading	\$132,430	\$994,056	\$2,620,831
Total Tobacco products and smoking supplies	\$454,454	\$3,538,979	\$10,522,948
Total Transportation	\$22,977,431	\$163,615,535	\$434,051,753

Retail Demand by Store Type			
	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$77,263,671	\$559,805,464	\$1,485,128,471
Building Material & Garden Equipment & Supply Dealers	\$5,118,339	\$37,108,245	\$93,494,228
Clothing & Clothing Accessories Stores	\$3,767,016	\$27,154,951	\$69,648,209
Electronics and Appliance Stores	\$1,383,300	\$9,906,558	\$25,054,559
Food & Beverage Stores	\$7,449,137	\$55,735,259	\$152,112,325
Food Services & Drinking Places	\$6,399,534	\$46,762,321	\$125,458,105
Furniture & Home Furnishings Stores	\$1,536,745	\$11,017,537	\$28,236,742
Gasoline stations	\$6,682,950	\$48,003,393	\$128,732,106
General Merchandise Stores	\$8,276,563	\$60,835,915	\$161,142,575

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$16,176,263	\$117,754,647	\$307,442,875
Health & Personal Care Stores	\$3,707,891	\$27,676,207	\$72,899,252
Miscellaneous Store Retailers	\$1,312,794	\$9,740,697	\$26,118,999
Motor Vehicle & Parts Dealers	\$23,489,766	\$166,434,023	\$447,041,540
Nonstore retailers	\$7,259,920	\$53,023,294	\$138,145,136
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$879,717	\$6,407,065	\$17,044,696

## Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	1	13	35
Construction (15-17)	3	46	132
Finance, Insurance, & Real Estate (60-69)	4	79	213
Manufacturing (20-39)	7	81	206
Mining (10-14)	0	0	2
Public Administration (90-98)	1	10	31
Retail Trade (52-59)	9	130	383
Services (70-89)	35	557	1,566
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	8	119	299
Wholesale Trade (50-51)	8	99	241