



**Michael Jordan**  
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## Population

Population			
	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	5,298	30,789	64,300
Total Population (Current Year)	5,796	34,244	70,723
Total Population (Five Year Projection)	6,068	35,979	74,028
Adult Population (US Census 2010)	4,384	25,988	52,177
Adult Population (Current Year)	4,881	29,184	58,139
Adult Population (Five Year Projection)	5,163	30,861	61,395
% Female Population (US Census 2010)	51.37%	52.62%	52.47%
% Male Population (US Census 2010)	48.63%	47.38%	47.53%
% Female Population (Current Year)	51.7%	53.08%	52.74%
% Male Population (Current Year)	48.3%	46.92%	47.26%
% Female Population (Five Year Projection)	51.85%	53.17%	52.85%
% Male Population (Five Year Projection)	48.15%	46.83%	47.15%
Total Daytime Population	4,494	52,533	88,973
Population aged 16 and under (Children)	696	5,183	8,964
Daytime population (Age 16+)	3,798	47,350	80,010
Civilian 16+, at Workplace	1,710	26,053	45,443
Retired population (Age 65+)	1,370	6,782	14,370
Homemakers (Age 16+)	461	2,678	6,511

Population Mosaic (Current Year)			
	1-mi.	3-mi.	5-mi.
% Power Elite	0%	0%	0%
% Flourishing Families	0%	0%	0%
% Booming with Confidence	99.43%	57.36%	53.83%
% Suburban Style	0%	0%	9.13%
% 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%	4.16%
% Significant Singles	0%	2.49%	4.42%
% Blue Sky Boomers	0%	0%	0%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	1.52%	1.03%
% Singles and Starters	0.57%	23.07%	17.79%
% Cultural Connections	0%	0%	0%
% Golden Year Guardians	0%	15.57%	9.64%
% Aspirational Fusion	0%	0%	0%
% Economic Challenges	0%	0%	0%
% Unclassified	0%	0%	0%

## Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	49.6	40.57	43.16
% Age 18+	84.21%	85.22%	82.21%
% Age 55+	43.29%	35.68%	37.14%
% Age 65+	28.21%	23.35%	24.16%

## Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	87.68%	83.81%	80.17%
% Black/African American (2010 US Census, Not Hispanic/Latino)	6.73%	9.28%	13.2%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.25%	0.18%	0.26%
% Asian (2010 US Census, Not Hispanic/Latino)	2.91%	4.21%	3.57%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0.1%	0.11%	0.1%
% 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)	2.13%	2.25%	2.51%
% White (2010 US Census, Hispanic/Latino)	56.88%	61.73%	53.41%
% Black/African American (2010 US Census, Hispanic/Latino)	2.29%	3.88%	5.06%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	0.17%	0.56%	0.69%

% Asian (2010 US Census, Hispanic/Latino)	1.23%	0.8%	0.63%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0%	0.15%	0.06%
% Some other race (2010 US Census, Hispanic/Latino)	30.94%	23.72%	29.63%
% Two or more races (2010 US Census, Hispanic/Latino)	8.49%	9.16%	10.52%
% White (Current Year, Not Hispanic/Latino)	86.62%	82.08%	78.47%
% Black/African American (Current Year, Not Hispanic/Latino)	6.92%	9.97%	13.73%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.33%	0.23%	0.31%
% Asian (Current Year, Not Hispanic/Latino)	3.27%	4.77%	4.11%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0.23%	0.15%	0.14%
% Some other race (Current Year, Not Hispanic/Latino)	0.14%	0.16%	0.2%
% Two or more races (Current Year, Not Hispanic/Latino)	2.5%	2.65%	3.04%
% White (Current Year), Hispanic/Latino	56.79%	58.81%	50.96%
% Black/African American (Current Year, Hispanic/Latino)	2.36%	4.52%	5.77%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	0.38%	1.23%	1.3%
% Asian (Current Year, Hispanic/Latino)	1.34%	1.08%	0.84%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0%	0.17%	0.07%
% Some other race (Current Year, Hispanic/Latino)	29.94%	23.94%	29.11%
% Two or more races (Current Year, Hispanic/Latino)	9.19%	10.25%	11.95%
% White (Five Year Projection, Not Hispanic/Latino)	85.45%	80.81%	77.19%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	7.28%	10.32%	14.09%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.34%	0.23%	0.31%
% Asian (Five Year Projection, Not Hispanic/Latino)	3.61%	5.22%	4.5%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.25%	0.16%	0.15%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.13%	0.16%	0.2%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	2.95%	3.1%	3.55%
% White (Five Year Projection, Hispanic/Latino)	56.84%	58.58%	50.91%
% Black/African American (Five Year Projection, Hispanic/Latino)	2.06%	4.46%	5.75%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	0.39%	1.16%	1.23%
% Asian (Five Year Projection, Hispanic/Latino)	1.17%	1.04%	0.81%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0%	0.15%	0.06%
% Some other race (Five Year Projection, Hispanic/Latino)	30.27%	24.07%	28.94%
% Two or more races (Five Year Projection, Hispanic/Latino)	9.27%	10.54%	12.29%

## Housing & Households

### Housing and Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	4.33	35.31	67.92
Total Housing Units (Current Year)	2,886	14,563	32,129
Total Households (Current Year)	2,723	12,805	27,774
Total Households (Five Year Projection)	2,853	13,580	29,206
Owner-Occupied: Owned with a mortgage or loan	1,150	5,640	12,639
Owner-Occupied: Owned free and clear	663	2,632	5,997
Renter-Occupied	910	4,533	9,139

### Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	4	27	64
Housing Value \$10,000-\$14,999	0	7	13
Housing Value \$15,000-\$19,999	1	9	22
Housing Value \$20,000-\$24,999	1	23	53
Housing Value \$25,000-\$29,999	6	41	60
Housing Value \$30,000-\$34,999	1	8	12
Housing Value \$35,000-\$39,999	0	0	3
Housing Value \$40,000-\$49,999	1	7	26
Housing Value \$50,000-\$59,999	1	15	66
Housing Value \$60,000-\$69,999	7	23	64
Housing Value \$70,000-\$79,999	5	11	49
Housing Value \$80,000-\$89,999	5	16	46
Housing Value \$90,000-\$99,999	8	27	78
Housing Value \$100,000-\$124,999	24	91	287
Housing Value \$125,000-\$149,999	42	184	441
Housing Value \$150,000-\$174,999	45	249	707
Housing Value \$175,000-\$199,999	52	265	686
Housing Value \$200,000-\$249,999	109	568	1,327

Housing Value \$250,000-\$299,999	138	685	1,509
Housing Value \$300,000-\$399,999	392	1,561	3,578
Housing Value \$400,000-\$499,999	399	1,768	3,733
Housing Value \$500,000-\$749,999	329	1,631	3,541
Housing Value \$750,000-\$999,999	161	693	1,478
Housing Value \$1,000,000 or more	82	361	793
Total Owner-occupied housing units (OOHU)	1,813	8,272	18,635

## Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$51,385	\$40,234	\$40,444
Per Capita Income (Current Year, based on Total Population)	\$65,434	\$50,714	\$50,433
Per Capita Income (Five Year Projection, based on Total Population)	\$76,937	\$59,585	\$58,705
Average (Mean) Household Income (Current Year)	\$138,659	\$130,204	\$125,823
Median Household Income (Current Year)	\$107,363	\$99,322	\$94,451

## % Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	4.61%	4.96%	4.63%
% Household Income \$10,000-\$14,999	1.98%	2.26%	2.26%
% Household Income \$15,000-\$19,999	2.02%	2.11%	2.46%
% Household Income \$20,000-\$24,999	2.08%	2.65%	2.73%
% Household Income \$25,000-\$29,999	1.95%	2.38%	2.68%
% Household Income \$30,000-\$34,999	1.94%	2.15%	2.37%
% Household Income \$35,000-\$39,999	1.96%	3.28%	3.2%
% Household Income \$40,000-\$44,999	2.57%	2.69%	3.04%
% Household Income \$45,000-\$49,999	2.32%	2.48%	2.63%
% Household Income \$50,000-\$59,999	4.25%	5.29%	5.86%
% Household Income \$60,000-\$74,999	7.37%	7.11%	7.81%
% Household Income \$75,000-\$99,999	12.57%	13%	13.31%
% Household Income \$100,000-\$124,999	14.83%	13.85%	13.52%
% Household Income \$125,000-\$149,999	10.4%	9.69%	9.38%
% Household Income \$150,000-\$199,999	12.18%	11.93%	11.09%

% Household Income \$200,000-\$249,999	7.08%	6.22%	5.56%
% Household Income \$250,000-\$499,999	7.34%	4.96%	4.58%
% Household Income \$500,000+	2.56%	2.98%	2.89%

## Education (Current Year)

Education			
	1-mi.	3-mi.	5-mi.
College undergraduate	280	6,667	8,360
Graduate or prof school	197	1,185	1,950

Educational Attainment			
	1-mi.	3-mi.	5-mi.
No schooling completed	4	92	418
Nursery to 4th grade	1	26	90
5th and 6th grade	1	31	132
7th and 8th grade	3	96	269
9th grade	9	95	257
10th grade	13	178	389
11th grade	24	126	323
12th grade, no diploma	28	170	426
High school graduate, GED	565	3,335	7,877
Some college, <1 year	256	1,141	2,456
Some college, 1+ years	483	2,679	6,031
Associate's degree	367	1,714	3,566
Bachelor's degree	1,235	6,811	14,287
Master's degree	882	3,973	8,593
Professional school degree	289	1,044	1,893
Doctorate degree	236	1,013	1,895



## Employment and Occupation

### Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	2,417	12,441	26,396
Total Civilian employed population aged 16+ (Current Year)	3,276	17,571	36,323
Total Civilian employed population aged 16+ (Five Year Projection)	3,518	18,927	38,770

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

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0.62%	0.76%	1.5%
% Civilian, Employed (2010 US Census)	94.28%	89.37%	91.49%
% Civilian, Unemployed (2010 US Census)	5.1%	9.87%	7.01%
% Not in Labor Force (2010 US Census)	43.2%	47.72%	46.33%
% Armed Forces (Current Year)	0.49%	0.59%	1.15%
% Civilian, Employed (Current Year)	97.02%	94.67%	95.38%
% Civilian, Unemployed (Current Year)	2.49%	4.75%	3.47%
% Not in Labor Force (Current Year)	32.57%	37.85%	36.21%
% Armed Forces (Five Year Projection)	0.46%	0.53%	1.05%
% Civilian, Employed (Five Year Projection)	96.61%	93.97%	94.85%
% Civilian, Unemployed (Five Year Projection)	2.93%	5.5%	4.11%
% Not in Labor Force (Five Year Projection)	31.13%	36.13%	35.06%

### Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	3,276	17,571	36,323
Car, truck, or van	2,868	14,313	31,032
Public transport (not taxi)	16	110	296
Worked at home	235	1,220	2,434

## Travel Time to Work (Current Year)

	<b>1-mi.</b>	<b>3-mi.</b>	<b>5-mi.</b>
< 5 minutes	66	646	980
5-9 minutes	469	2,531	4,577
10-14 minutes	867	3,858	7,235
15-19 minutes	459	2,964	6,455
20-24 minutes	257	1,524	3,804
25-29 minutes	158	625	1,434
30-34 minutes	225	1,208	2,788
35-39 minutes	150	582	1,165
40-44 minutes	72	473	995
45-59 minutes	181	1,052	2,121
60-89 minutes	111	679	1,857
90+ minutes	26	209	478

## Consumer Expenditures (Current Year)

Consumer Expenditures			
	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$1,354,085	\$6,029,842	\$12,735,972
Total Apparel and services	\$4,735,075	\$21,493,469	\$45,667,725
Total Cash contributions	\$8,405,816	\$36,913,351	\$78,738,250
Total Education	\$2,424,328	\$11,684,032	\$24,601,335
Total Entertainment	\$10,105,982	\$45,606,369	\$95,254,295
Total Food	\$22,704,915	\$101,080,353	\$213,314,506
Total Gifts	\$2,474,383	\$11,127,058	\$23,811,178
Total Healthcare	\$17,284,841	\$76,595,878	\$161,057,735
Total Housing	\$60,945,742	\$273,531,035	\$574,419,971
Total Miscellaneous	\$4,085,822	\$18,881,658	\$38,871,731
Total Personal care products and services	\$2,497,828	\$10,929,062	\$23,340,195
Total Personal insurance and pensions	\$25,457,467	\$114,780,895	\$239,128,379
Total Reading	\$267,570	\$1,208,039	\$2,557,982
Total Tobacco products and smoking supplies	\$940,980	\$4,445,446	\$9,851,946
Total Transportation	\$35,155,052	\$164,023,338	\$355,308,812

Retail Demand by Store Type			
	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$139,351,318	\$632,756,360	\$1,349,343,078
Building Material & Garden Equipment & Supply Dealers	\$8,588,554	\$37,871,857	\$81,477,983
Clothing & Clothing Accessories Stores	\$5,615,527	\$25,378,007	\$53,803,853
Electronics and Appliance Stores	\$2,139,044	\$9,532,131	\$19,720,075
Food & Beverage Stores	\$17,119,107	\$76,094,393	\$161,675,050
Food Services & Drinking Places	\$16,989,992	\$76,117,226	\$159,718,172
Furniture & Home Furnishings Stores	\$2,561,789	\$11,949,278	\$25,441,419
Gasoline stations	\$10,242,457	\$48,430,443	\$105,828,201
General Merchandise Stores	\$15,743,980	\$70,693,061	\$150,123,753

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$28,211,282	\$127,204,521	\$269,588,452
Health & Personal Care Stores	\$9,519,634	\$42,124,879	\$89,474,449
Miscellaneous Store Retailers	\$2,525,568	\$11,444,788	\$24,392,884
Motor Vehicle & Parts Dealers	\$30,125,337	\$141,532,645	\$305,037,367
Nonstore retailers	\$16,632,706	\$74,626,347	\$157,871,712
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$1,547,624	\$6,961,305	\$14,778,159

## Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	6	24	48
Construction (15-17)	11	63	145
Finance, Insurance, & Real Estate (60-69)	39	211	347
Manufacturing (20-39)	5	32	64
Mining (10-14)	0	1	1
Public Administration (90-98)	4	38	51
Retail Trade (52-59)	50	364	666
Services (70-89)	184	931	1,616
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	8	57	109
Wholesale Trade (50-51)	8	45	80