



Population

| Population | | | |
|--|--------|--------|--------|
| | 1-mi. | 3-mi. | 5-mi. |
| Total Population (US Census 2010) | 297 | 2,909 | 4,323 |
| Total Population (Current Year) | 389 | 3,503 | 5,299 |
| Total Population (Five Year Projection) | 418 | 3,668 | 5,646 |
| Adult Population (US Census 2010) | 214 | 2,060 | 3,034 |
| Adult Population (Current Year) | 280 | 2,509 | 3,768 |
| Adult Population (Five Year Projection) | 305 | 2,721 | 4,141 |
| % Female Population (US Census 2010) | 49.37% | 51.04% | 51.34% |
| % Male Population (US Census 2010) | 50.63% | 48.96% | 48.66% |
| % Female Population (Current Year) | 48.73% | 50.22% | 50.63% |
| % Male Population (Current Year) | 51.27% | 49.78% | 49.37% |
| % Female Population (Five Year Projection) | 49.08% | 50.37% | 50.83% |
| % Male Population (Five Year Projection) | 50.92% | 49.63% | 49.17% |
| Total Daytime Population | 324 | 4,331 | 4,871 |
| Population aged 16 and under (Children) | 222 | 3,189 | 3,359 |
| Daytime population (Age 16+) | 102 | 1,142 | 1,512 |
| Civilian 16+, at Workplace | 7 | 141 | 159 |
| Retired population (Age 65+) | 29 | 267 | 376 |
| Homemakers (Age 16+) | 22 | 204 | 304 |

| 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 | 0% | 0% | 0% |
| % 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 | 82.77% | 42.26% | 51.5% |
| % Singles and Starters | 17.23% | 57.74% | 48.5% |
| % Cultural Connections | 0% | 0% | 0% |
| % Golden Year Guardians | 0% | 0% | 0% |
| % Aspirational Fusion | 0% | 0% | 0% |
| % Economic Challenges | 0% | 0% | 0% |
| % Unclassified | 0% | 0% | 0% |

Age

| | 1-mi. | 3-mi. | 5-mi. |
|-------------------|--------|--------|--------|
| Median Age, Total | 32.97 | 33.02 | 32.26 |
| % Age 18+ | 73.62% | 73.87% | 73.01% |
| % Age 55+ | 19.89% | 20.64% | 19.06% |
| % Age 65+ | 8.41% | 8.75% | 8.12% |

Ethnicity

| | 1-mi. | 3-mi. | 5-mi. |
|--|--------|--------|--------|
| % White (2010 US Census, Not Hispanic/Latino) | 61.91% | 65.23% | 65.09% |
| % Black/African American (2010 US Census, Not Hispanic/Latino) | 33.99% | 30.55% | 29.76% |
| % American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino) | 0.71% | 0.61% | 0.59% |
| % Asian (2010 US Census, Not Hispanic/Latino) | 0.36% | 0.57% | 0.83% |
| % Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino) | 0.41% | 0.32% | 0.42% |
| % Some other race (2010 US Census, Not Hispanic/Latino) | 0.18% | 0.09% | 0.19% |
| % Two or more races (2010 US Census, Not Hispanic/Latino) | 2.44% | 2.64% | 3.11% |
| % White (2010 US Census, Hispanic/Latino) | 37.5% | 37.87% | 41.74% |
| % Black/African American (2010 US Census, Hispanic/Latino) | 8.12% | 8.37% | 10.05% |
| % American Indian & Alaska Native (2010 US Census, Hispanic/Latino) | 0.63% | 0.25% | 0.97% |

| | | | |
|--|--------|--------|--------|
| % Asian (2010 US Census, Hispanic/Latino) | 2.5% | 1.58% | 1.05% |
| % Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino) | 0% | 0.72% | 0.87% |
| % Some other race (2010 US Census, Hispanic/Latino) | 36.26% | 38.07% | 32.84% |
| % Two or more races (2010 US Census, Hispanic/Latino) | 15% | 13.14% | 12.49% |
| % White (Current Year, Not Hispanic/Latino) | 60.85% | 64.25% | 63.9% |
| % Black/African American (Current Year, Not Hispanic/Latino) | 34.01% | 30.49% | 29.66% |
| % American Indian & Alaska Native (Current Year, Not Hispanic/Latino) | 0.75% | 0.63% | 0.63% |
| % Asian (Current Year, Not Hispanic/Latino) | 0.57% | 0.9% | 1.32% |
| % Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino) | 0.59% | 0.48% | 0.63% |
| % Some other race (Current Year, Not Hispanic/Latino) | 0.21% | 0.11% | 0.21% |
| % Two or more races (Current Year, Not Hispanic/Latino) | 3.04% | 3.14% | 3.66% |
| % White (Current Year), Hispanic/Latino | 35.87% | 36.69% | 41.04% |
| % Black/African American (Current Year, Hispanic/Latino) | 7.06% | 8.01% | 10.98% |
| % American Indian & Alaska Native (Current Year, Hispanic/Latino) | 0.54% | 0.26% | 1.34% |
| % Asian (Current Year, Hispanic/Latino) | 4.35% | 3.23% | 2.01% |
| % Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino) | 0.54% | 0.26% | 0.16% |
| % Some other race (Current Year, Hispanic/Latino) | 36.42% | 38.95% | 31.39% |
| % Two or more races (Current Year, Hispanic/Latino) | 15.22% | 12.6% | 13.08% |
| % White (Five Year Projection, Not Hispanic/Latino) | 59.29% | 62.69% | 62.34% |
| % Black/African American (Five Year Projection, Not Hispanic/Latino) | 34.95% | 31.38% | 30.42% |
| % American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino) | 0.78% | 0.66% | 0.66% |
| % Asian (Five Year Projection, Not Hispanic/Latino) | 0.63% | 1.01% | 1.48% |
| % Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino) | 0.63% | 0.51% | 0.67% |
| % Some other race (Five Year Projection, Not Hispanic/Latino) | 0.21% | 0.11% | 0.21% |
| % Two or more races (Five Year Projection, Not Hispanic/Latino) | 3.51% | 3.64% | 4.24% |
| % White (Five Year Projection, Hispanic/Latino) | 36.07% | 36.64% | 40.85% |
| % Black/African American (Five Year Projection, Hispanic/Latino) | 6.85% | 7.46% | 10.72% |
| % American Indian & Alaska Native (Five Year Projection, Hispanic/Latino) | 0.46% | 0.23% | 1.41% |
| % Asian (Five Year Projection, Hispanic/Latino) | 4.11% | 3.04% | 1.85% |
| % Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino) | 0.46% | 0.22% | 0.14% |
| % Some other race (Five Year Projection, Hispanic/Latino) | 36.53% | 40.02% | 31.72% |
| % Two or more races (Five Year Projection, Hispanic/Latino) | 15.53% | 12.38% | 13.31% |

Housing & Households

Housing and Households

| | 1-mi. | 3-mi. | 5-mi. |
|---|-------|-------|--------|
| Land Area (Estimated Square Miles) | 11.1 | 78.61 | 101.16 |
| Total Housing Units (Current Year) | 141 | 1,192 | 1,797 |
| Total Households (Current Year) | 133 | 1,125 | 1,695 |
| Total Households (Five Year Projection) | 145 | 1,211 | 1,850 |
| Owner-Occupied: Owned with a mortgage or loan | 45 | 336 | 573 |
| Owner-Occupied: Owned free and clear | 27 | 245 | 333 |
| Renter-Occupied | 58 | 521 | 761 |

Housing Value (Current Year)

| | 1-mi. | 3-mi. | 5-mi. |
|-----------------------------------|-------|-------|-------|
| Housing Value < \$10,000 | 7 | 39 | 60 |
| Housing Value \$10,000-\$14,999 | 3 | 24 | 30 |
| Housing Value \$15,000-\$19,999 | 4 | 23 | 31 |
| Housing Value \$20,000-\$24,999 | 5 | 33 | 47 |
| Housing Value \$25,000-\$29,999 | 2 | 30 | 45 |
| Housing Value \$30,000-\$34,999 | 2 | 25 | 32 |
| Housing Value \$35,000-\$39,999 | 2 | 15 | 21 |
| Housing Value \$40,000-\$49,999 | 2 | 17 | 24 |
| Housing Value \$50,000-\$59,999 | 3 | 24 | 32 |
| Housing Value \$60,000-\$69,999 | 3 | 28 | 40 |
| Housing Value \$70,000-\$79,999 | 6 | 44 | 61 |
| Housing Value \$80,000-\$89,999 | 4 | 27 | 44 |
| Housing Value \$90,000-\$99,999 | 3 | 28 | 54 |
| Housing Value \$100,000-\$124,999 | 5 | 51 | 90 |
| Housing Value \$125,000-\$149,999 | 4 | 41 | 63 |
| Housing Value \$150,000-\$174,999 | 3 | 28 | 48 |
| Housing Value \$175,000-\$199,999 | 4 | 26 | 46 |
| Housing Value \$200,000-\$249,999 | 5 | 34 | 56 |

| | | | |
|---|----|-----|-----|
| Housing Value \$250,000-\$299,999 | 2 | 19 | 38 |
| Housing Value \$300,000-\$399,999 | 1 | 9 | 16 |
| Housing Value \$400,000-\$499,999 | 2 | 11 | 16 |
| Housing Value \$500,000-\$749,999 | 1 | 3 | 9 |
| Housing Value \$750,000-\$999,999 | 0 | 1 | 3 |
| Housing Value \$1,000,000 or more | 0 | 0 | 0 |
| Total Owner-occupied housing units (OOHU) | 72 | 581 | 906 |

Income

| | 1-mi. | 3-mi. | 5-mi. |
|---|----------|----------|----------|
| Per Capita Income (2010 US Census, based on Total Population) | \$15,972 | \$14,739 | \$14,661 |
| Per Capita Income (Current Year, based on Total Population) | \$15,423 | \$14,099 | \$14,170 |
| Per Capita Income (Five Year Projection, based on Total Population) | \$19,168 | \$17,976 | \$17,721 |
| Average (Mean) Household Income (Current Year) | \$43,957 | \$43,931 | \$44,239 |
| Median Household Income (Current Year) | \$34,777 | \$37,409 | \$39,990 |

% Households by Income (Current Year)

| | 1-mi. | 3-mi. | 5-mi. |
|--|--------|--------|--------|
| % Household Income < \$10,000 | 10.9% | 13.89% | 12.85% |
| % Household Income \$10,000-\$14,999 | 9% | 6.65% | 6.24% |
| % Household Income \$15,000-\$19,999 | 5.24% | 6.86% | 6.04% |
| % Household Income \$20,000-\$24,999 | 8.17% | 6.21% | 6.67% |
| % Household Income \$25,000-\$29,999 | 5.8% | 6.17% | 6.1% |
| % Household Income \$30,000-\$34,999 | 11.3% | 7.71% | 7.27% |
| % Household Income \$35,000-\$39,999 | 3.94% | 4.83% | 4.86% |
| % Household Income \$40,000-\$44,999 | 2.99% | 4.44% | 5.12% |
| % Household Income \$45,000-\$49,999 | 11.7% | 7.36% | 8.14% |
| % Household Income \$50,000-\$59,999 | 7.41% | 10.44% | 12.06% |
| % Household Income \$60,000-\$74,999 | 10.56% | 11.82% | 11.82% |
| % Household Income \$75,000-\$99,999 | 8.18% | 9.71% | 9.1% |
| % Household Income \$100,000-\$124,999 | 2.26% | 2.35% | 2.12% |
| % Household Income \$125,000-\$149,999 | 1.96% | 0.95% | 0.9% |
| % Household Income \$150,000-\$199,999 | 0.15% | 0.15% | 0.35% |

| | | | |
|--|-------|-------|-------|
| % Household Income \$200,000-\$249,999 | 0.1% | 0.21% | 0.18% |
| % Household Income \$250,000-\$499,999 | 0.2% | 0.15% | 0.12% |
| % Household Income \$500,000+ | 0.15% | 0.13% | 0.1% |

Education (Current Year)

| Education | | | |
|-------------------------|-------|-------|-------|
| | 1-mi. | 3-mi. | 5-mi. |
| College undergraduate | 19 | 198 | 302 |
| Graduate or prof school | 0 | 3 | 3 |

| Educational Attainment | | | |
|----------------------------|-------|-------|-------|
| | 1-mi. | 3-mi. | 5-mi. |
| No schooling completed | 0 | 0 | 1 |
| Nursery to 4th grade | 0 | 12 | 15 |
| 5th and 6th grade | 1 | 6 | 9 |
| 7th and 8th grade | 5 | 59 | 76 |
| 9th grade | 7 | 84 | 100 |
| 10th grade | 10 | 77 | 129 |
| 11th grade | 14 | 86 | 109 |
| 12th grade, no diploma | 1 | 9 | 34 |
| High school graduate, GED | 101 | 881 | 1,264 |
| Some college, <1 year | 14 | 161 | 230 |
| Some college, 1+ years | 58 | 467 | 738 |
| Associate's degree | 8 | 87 | 163 |
| Bachelor's degree | 21 | 196 | 325 |
| Master's degree | 4 | 38 | 50 |
| Professional school degree | 0 | 7 | 13 |
| Doctorate degree | 0 | 9 | 11 |

Employment and Occupation

Employment and Occupation

| | 1-mi. | 3-mi. | 5-mi. |
|--|-------|-------|-------|
| Total Civilian employed population aged 16+ (2010 US Census) | 128 | 1,244 | 1,833 |
| Total Civilian employed population aged 16+ (Current Year) | 197 | 1,757 | 2,645 |
| Total Civilian employed population aged 16+ (Five Year Projection) | 236 | 2,105 | 3,209 |

% Employment by Industry (2010 US Census)

| | 1-mi. | 3-mi. | 5-mi. |
|---|--------|--------|--------|
| % Armed Forces (2010 US Census) | 2.19% | 1.87% | 2.38% |
| % Civilian, Employed (2010 US Census) | 91.35% | 91.56% | 90.96% |
| % Civilian, Unemployed (2010 US Census) | 6.46% | 6.57% | 6.65% |
| % Not in Labor Force (2010 US Census) | 36.85% | 37.36% | 36.76% |
| % Armed Forces (Current Year) | 1.76% | 1.43% | 1.9% |
| % Civilian, Employed (Current Year) | 93.08% | 93.16% | 92.65% |
| % Civilian, Unemployed (Current Year) | 5.16% | 5.41% | 5.45% |
| % Not in Labor Force (Current Year) | 26.89% | 27.53% | 27.06% |
| % Armed Forces (Five Year Projection) | 1.42% | 1.18% | 1.57% |
| % Civilian, Employed (Five Year Projection) | 95.08% | 95.18% | 94.76% |
| % Civilian, Unemployed (Five Year Projection) | 3.5% | 3.64% | 3.67% |
| % Not in Labor Force (Five Year Projection) | 21.16% | 21.65% | 21.24% |

Transportation to Work (Current Year)

| | 1-mi. | 3-mi. | 5-mi. |
|-----------------------------|-------|-------|-------|
| Total Workers 16+ | 197 | 1,757 | 2,645 |
| Car, truck, or van | 175 | 1,596 | 2,444 |
| Public transport (not taxi) | 0 | 2 | 3 |
| Worked at home | 5 | 41 | 54 |

Travel Time to Work (Current Year)

| | 1-mi. | 3-mi. | 5-mi. |
|---------------|--------------|--------------|--------------|
| < 5 minutes | 14 | 139 | 162 |
| 5-9 minutes | 11 | 151 | 238 |
| 10-14 minutes | 27 | 168 | 248 |
| 15-19 minutes | 23 | 212 | 365 |
| 20-24 minutes | 44 | 367 | 603 |
| 25-29 minutes | 2 | 91 | 124 |
| 30-34 minutes | 21 | 207 | 301 |
| 35-39 minutes | 5 | 31 | 47 |
| 40-44 minutes | 2 | 30 | 44 |
| 45-59 minutes | 11 | 97 | 141 |
| 60-89 minutes | 31 | 220 | 311 |
| 90+ minutes | 0 | 3 | 8 |

Consumer Expenditures (Current Year)

| Consumer Expenditures | | | |
|---|-------------|--------------|--------------|
| | 1-mi. | 3-mi. | 5-mi. |
| Total Alcoholic beverages | \$38,123 | \$359,063 | \$528,951 |
| Total Apparel and services | \$240,760 | \$1,798,602 | \$2,867,338 |
| Total Cash contributions | \$161,367 | \$1,465,661 | \$2,148,848 |
| Total Education | \$96,708 | \$826,332 | \$1,279,701 |
| Total Entertainment | \$220,463 | \$1,934,871 | \$2,901,549 |
| Total Food | \$605,224 | \$5,277,387 | \$8,000,317 |
| Total Gifts | \$89,880 | \$757,456 | \$1,152,478 |
| Total Healthcare | \$389,386 | \$3,506,901 | \$5,193,275 |
| Total Housing | \$1,737,281 | \$14,983,798 | \$22,742,909 |
| Total Miscellaneous | \$59,239 | \$483,904 | \$750,920 |
| Total Personal care products and services | \$53,582 | \$475,568 | \$715,648 |
| Total Personal insurance and pensions | \$544,044 | \$4,790,181 | \$7,268,248 |
| Total Reading | \$6,209 | \$54,918 | \$83,307 |
| Total Tobacco products and smoking supplies | \$46,153 | \$396,272 | \$597,764 |
| Total Transportation | \$1,139,759 | \$10,048,207 | \$15,279,572 |

| Retail Demand by Store Type | | | |
|---|-------------|--------------|--------------|
| | 1-mi. | 3-mi. | 5-mi. |
| Total Retail Demand | \$4,200,228 | \$36,247,226 | \$55,222,912 |
| Building Material & Garden Equipment & Supply Dealers | \$207,839 | \$1,795,731 | \$2,686,439 |
| Clothing & Clothing Accessories Stores | \$279,350 | \$2,082,367 | \$3,326,145 |
| Electronics and Appliance Stores | \$63,565 | \$555,976 | \$842,358 |
| Food & Beverage Stores | \$531,975 | \$4,518,984 | \$6,868,110 |
| Food Services & Drinking Places | \$373,599 | \$3,501,435 | \$5,237,321 |
| Furniture & Home Furnishings Stores | \$69,724 | \$596,531 | \$914,082 |
| Gasoline stations | \$395,548 | \$3,439,746 | \$5,254,550 |
| General Merchandise Stores | \$525,427 | \$4,413,093 | \$6,744,814 |

| | | | |
|---|-------------|-------------|--------------|
| General Merchandise, Apparel and Accessories, Furniture and Other Sales | \$1,016,819 | \$8,313,087 | \$12,846,454 |
| Health & Personal Care Stores | \$206,528 | \$1,850,768 | \$2,755,674 |
| Miscellaneous Store Retailers | \$83,730 | \$735,732 | \$1,100,425 |
| Motor Vehicle & Parts Dealers | \$992,680 | \$8,797,098 | \$13,430,766 |
| Nonstore retailers | \$410,241 | \$3,456,960 | \$5,290,359 |
| Sporting Goods, Hobby, Musical Instrument, and Book Stores | \$60,023 | \$502,805 | \$771,866 |

Business Summary by SIC

| | 1-mi. | 3-mi. | 5-mi. |
|--|-------|-------|-------|
| Agriculture, Forestry, & Fishing (01-09) | 0 | 0 | 1 |
| Construction (15-17) | 0 | 4 | 6 |
| Finance, Insurance, & Real Estate (60-69) | 0 | 6 | 8 |
| Manufacturing (20-39) | 0 | 0 | 1 |
| Mining (10-14) | 0 | 0 | 0 |
| Public Administration (90-98) | 1 | 10 | 12 |
| Retail Trade (52-59) | 0 | 10 | 14 |
| Services (70-89) | 2 | 25 | 35 |
| Transportation, Communications, Electric, Gas, & Sanitary Services (40-49) | 0 | 5 | 6 |
| Wholesale Trade (50-51) | 0 | 0 | 0 |