



Population

Population			
	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	10,360	99,954	263,358
Total Population (Current Year)	10,903	106,809	281,531
Total Population (Five Year Projection)	10,757	106,089	283,467
Adult Population (US Census 2010)	8,019	77,100	202,515
Adult Population (Current Year)	8,375	82,534	217,580
Adult Population (Five Year Projection)	8,189	81,854	219,177
% Female Population (US Census 2010)	52.77%	52.06%	52.78%
% Male Population (US Census 2010)	47.23%	47.94%	47.22%
% Female Population (Current Year)	53.08%	52.73%	53.31%
% Male Population (Current Year)	46.92%	47.27%	46.69%
% Female Population (Five Year Projection)	52.84%	52.47%	53.05%
% Male Population (Five Year Projection)	47.16%	47.53%	46.95%
Total Daytime Population	9,163	110,800	276,508
Population aged 16 and under (Children)	3,580	24,433	59,413
Daytime population (Age 16+)	5,583	86,367	217,094
Civilian 16+, at Workplace	3,180	56,820	131,931
Retired population (Age 65+)	840	10,363	27,577
Homemakers (Age 16+)	648	7,189	18,457

Population Mosaic (Current Year)			
	1-mi.	3-mi.	5-mi.
% Power Elite	0%	4.98%	4.18%
% Flourishing Families	0%	0%	0%
% Booming with Confidence	28.65%	6.26%	6.82%
% Suburban Style	20.84%	41.32%	42.96%
% Thriving Boomers	4.15%	11.04%	9.1%
% Promising Families	0%	0%	0%
% Young City Solos	0%	5.83%	6.28%

% Middle-class Melting Pot	0%	0%	0%
% Family Union	0%	0%	0%
% Autumn Years	0%	0%	0%
% Significant Singles	0%	1.23%	0.47%
% Blue Sky Boomers	0%	0%	0%
% Families in Motion	0%	0%	0%
% Pastoral Pride	0%	0.21%	0.35%
% Singles and Starters	46.36%	22.85%	24%
% Cultural Connections	0%	1.83%	0.7%
% Golden Year Guardians	0%	0%	0.73%
% Aspirational Fusion	0%	0.04%	1.8%
% Economic Challenges	0%	4.41%	2.61%
% Unclassified	0%	0%	0%

Age

	1-mi.	3-mi.	5-mi.
Median Age, Total	36.77	36.85	36.33
% Age 18+	76.82%	77.27%	77.28%
% Age 55+	23.75%	24.47%	24.54%
% Age 65+	10%	11.76%	11.93%

Ethnicity

	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	33.5%	28.12%	28.73%
% Black/African American (2010 US Census, Not Hispanic/Latino)	62.38%	63.51%	63.07%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.2%	0.24%	0.2%
% Asian (2010 US Census, Not Hispanic/Latino)	1.37%	5.81%	5.77%
% 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)	0.26%	0.27%	0.26%
% Two or more races (2010 US Census, Not Hispanic/Latino)	2.27%	2.01%	1.93%
% White (2010 US Census, Hispanic/Latino)	41.01%	39.32%	39.87%
% Black/African American (2010 US Census, Hispanic/Latino)	18.6%	21.61%	19.69%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	0.23%	0.86%	1.2%

% Asian (2010 US Census, Hispanic/Latino)	0.74%	0.82%	1.09%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0%	0.06%	0.06%
% Some other race (2010 US Census, Hispanic/Latino)	29.15%	28.3%	29.08%
% Two or more races (2010 US Census, Hispanic/Latino)	10.28%	9.02%	9.01%
% White (Current Year, Not Hispanic/Latino)	32.7%	27.3%	27.77%
% Black/African American (Current Year, Not Hispanic/Latino)	62.42%	62.94%	62.55%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.17%	0.22%	0.18%
% Asian (Current Year, Not Hispanic/Latino)	1.78%	6.85%	6.95%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0.02%	0.05%	0.04%
% Some other race (Current Year, Not Hispanic/Latino)	0.26%	0.28%	0.27%
% Two or more races (Current Year, Not Hispanic/Latino)	2.64%	2.36%	2.24%
% White (Current Year), Hispanic/Latino	39.96%	38.11%	38.72%
% Black/African American (Current Year, Hispanic/Latino)	22.66%	26.43%	24.05%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	0.27%	1.04%	1.26%
% Asian (Current Year, Hispanic/Latino)	0.88%	1.05%	1.4%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0%	0.07%	0.07%
% Some other race (Current Year, Hispanic/Latino)	24.75%	23.77%	25.01%
% Two or more races (Current Year, Hispanic/Latino)	11.48%	9.53%	9.49%
% White (Five Year Projection, Not Hispanic/Latino)	32.23%	26.97%	27.3%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	62.32%	62.2%	62.11%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.18%	0.22%	0.18%
% Asian (Five Year Projection, Not Hispanic/Latino)	1.97%	7.59%	7.56%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0.02%	0.05%	0.04%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0.27%	0.28%	0.27%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	3%	2.69%	2.54%
% White (Five Year Projection, Hispanic/Latino)	40.77%	38.88%	39.22%
% Black/African American (Five Year Projection, Hispanic/Latino)	22.39%	25.91%	23.67%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	0.26%	0.97%	1.17%
% Asian (Five Year Projection, Hispanic/Latino)	0.84%	0.99%	1.36%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0%	0.07%	0.06%
% Some other race (Five Year Projection, Hispanic/Latino)	24.53%	23.72%	24.94%
% Two or more races (Five Year Projection, Hispanic/Latino)	11.21%	9.46%	9.58%

Housing & Households

Housing and Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	2.73	28.71	78.05
Total Housing Units (Current Year)	5,410	45,765	119,550
Total Households (Current Year)	4,807	41,744	110,116
Total Households (Five Year Projection)	4,838	42,615	113,805
Owner-Occupied: Owned with a mortgage or loan	1,566	16,325	43,995
Owner-Occupied: Owned free and clear	486	4,932	13,778
Renter-Occupied	2,756	20,487	52,343

Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	5	125	265
Housing Value \$10,000-\$14,999	10	177	486
Housing Value \$15,000-\$19,999	12	122	426
Housing Value \$20,000-\$24,999	3	103	256
Housing Value \$25,000-\$29,999	3	105	253
Housing Value \$30,000-\$34,999	10	119	285
Housing Value \$35,000-\$39,999	4	139	345
Housing Value \$40,000-\$49,999	14	386	860
Housing Value \$50,000-\$59,999	25	446	1,114
Housing Value \$60,000-\$69,999	41	621	1,550
Housing Value \$70,000-\$79,999	73	821	2,155
Housing Value \$80,000-\$89,999	58	919	2,717
Housing Value \$90,000-\$99,999	87	1,148	3,110
Housing Value \$100,000-\$124,999	221	2,287	5,977
Housing Value \$125,000-\$149,999	192	1,890	5,158
Housing Value \$150,000-\$174,999	139	1,601	4,577
Housing Value \$175,000-\$199,999	105	1,449	4,207
Housing Value \$200,000-\$249,999	172	2,032	5,495

Housing Value \$250,000-\$299,999	257	1,990	5,082
Housing Value \$300,000-\$399,999	390	2,169	5,792
Housing Value \$400,000-\$499,999	134	1,205	3,217
Housing Value \$500,000-\$749,999	75	950	2,595
Housing Value \$750,000-\$999,999	22	287	1,161
Housing Value \$1,000,000 or more	1	164	687
Total Owner-occupied housing units (OOHU)	2,052	21,257	57,772

Income

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$26,000	\$24,105	\$25,605
Per Capita Income (Current Year, based on Total Population)	\$30,727	\$27,861	\$29,045
Per Capita Income (Five Year Projection, based on Total Population)	\$33,965	\$30,852	\$31,852
Average (Mean) Household Income (Current Year)	\$69,621	\$70,040	\$73,368
Median Household Income (Current Year)	\$44,677	\$46,064	\$47,832

% Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	9.21%	9.8%	9.16%
% Household Income \$10,000-\$14,999	5.45%	6.16%	5.57%
% Household Income \$15,000-\$19,999	6.52%	5.88%	5.8%
% Household Income \$20,000-\$24,999	7.84%	6.84%	6.51%
% Household Income \$25,000-\$29,999	6.68%	5.95%	5.71%
% Household Income \$30,000-\$34,999	5.1%	5.17%	5.24%
% Household Income \$35,000-\$39,999	4.71%	4.72%	4.79%
% Household Income \$40,000-\$44,999	4.82%	4.45%	4.62%
% Household Income \$45,000-\$49,999	6.19%	4.97%	4.55%
% Household Income \$50,000-\$59,999	8.8%	8.42%	8.34%
% Household Income \$60,000-\$74,999	8.81%	9.49%	9.63%
% Household Income \$75,000-\$99,999	8.9%	10%	10.35%
% Household Income \$100,000-\$124,999	5.58%	5.81%	6.48%
% Household Income \$125,000-\$149,999	2.74%	3.45%	4%
% Household Income \$150,000-\$199,999	4.15%	4.51%	4.31%

% Household Income \$200,000-\$249,999	1.24%	1.74%	1.98%
% Household Income \$250,000-\$499,999	2.06%	1.57%	1.75%
% Household Income \$500,000+	1.19%	1.08%	1.21%

Employment and Occupation

Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	5,284	46,552	126,371
Total Civilian employed population aged 16+ (Current Year)	5,656	51,383	139,909
Total Civilian employed population aged 16+ (Five Year Projection)	5,449	50,278	138,969

% Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0%	0.07%	0.08%
% Civilian, Employed (2010 US Census)	89.89%	88.28%	88.31%
% Civilian, Unemployed (2010 US Census)	10.11%	11.65%	11.61%
% Not in Labor Force (2010 US Census)	28.73%	33.7%	31.58%
% Armed Forces (Current Year)	0%	0.07%	0.08%
% Civilian, Employed (Current Year)	94.87%	93.93%	93.97%
% Civilian, Unemployed (Current Year)	5.13%	6%	5.95%
% Not in Labor Force (Current Year)	30.41%	35.48%	33.48%
% Armed Forces (Five Year Projection)	0%	0.07%	0.08%
% Civilian, Employed (Five Year Projection)	95.34%	94.46%	94.48%
% Civilian, Unemployed (Five Year Projection)	4.66%	5.47%	5.44%
% Not in Labor Force (Five Year Projection)	31.79%	36.73%	34.75%

Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	5,656	51,383	139,909
Car, truck, or van	4,069	39,811	110,794
Public transport (not taxi)	1,187	7,120	16,160
Worked at home	245	2,717	6,612

Travel Time to Work (Current Year)

	1-mi.	3-mi.	5-mi.
< 5 minutes	43	636	1,588
5-9 minutes	370	2,474	6,851
10-14 minutes	385	3,780	10,843
15-19 minutes	393	5,173	16,272
20-24 minutes	970	7,545	21,350
25-29 minutes	512	3,615	9,150
30-34 minutes	896	9,186	25,464
35-39 minutes	145	1,852	4,955
40-44 minutes	199	2,764	6,836
45-59 minutes	689	5,865	14,874
60-89 minutes	543	3,693	9,367
90+ minutes	264	2,084	5,746

Consumer Expenditures (Current Year)

Consumer Expenditures			
	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$1,197,075	\$10,802,439	\$29,654,143
Total Apparel and services	\$8,685,998	\$74,420,544	\$204,300,301
Total Cash contributions	\$7,126,615	\$64,863,942	\$176,551,694
Total Education	\$4,234,689	\$35,291,082	\$98,540,559
Total Entertainment	\$10,847,886	\$98,562,453	\$267,912,545
Total Food	\$26,625,590	\$239,438,447	\$646,246,932
Total Gifts	\$3,485,536	\$31,996,055	\$86,261,902
Total Healthcare	\$17,255,499	\$159,870,364	\$433,630,788
Total Housing	\$79,676,587	\$715,030,177	\$1,943,115,949
Total Miscellaneous	\$2,548,845	\$23,416,466	\$62,782,323
Total Personal care products and services	\$2,787,534	\$25,346,530	\$69,501,125
Total Personal insurance and pensions	\$25,971,914	\$234,635,291	\$652,298,074
Total Reading	\$384,407	\$3,580,438	\$9,651,006
Total Tobacco products and smoking supplies	\$1,903,341	\$16,472,878	\$43,525,486
Total Transportation	\$57,709,447	\$528,044,431	\$1,440,784,434

Retail Demand by Store Type			
	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$207,272,616	\$1,869,583,079	\$5,094,255,550
Building Material & Garden Equipment & Supply Dealers	\$12,731,010	\$115,475,156	\$317,879,027
Clothing & Clothing Accessories Stores	\$9,706,766	\$84,357,332	\$231,198,967
Electronics and Appliance Stores	\$3,790,016	\$33,154,532	\$91,809,766
Food & Beverage Stores	\$22,861,457	\$204,160,155	\$549,857,299
Food Services & Drinking Places	\$18,392,858	\$167,501,715	\$455,512,218
Furniture & Home Furnishings Stores	\$3,893,415	\$34,930,520	\$96,608,569
Gasoline stations	\$17,833,368	\$158,401,545	\$428,258,002
General Merchandise Stores	\$24,110,681	\$213,175,875	\$579,292,691

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$45,047,967	\$397,033,189	\$1,084,853,872
Health & Personal Care Stores	\$10,822,531	\$99,109,736	\$267,375,967
Miscellaneous Store Retailers	\$4,154,478	\$37,150,747	\$100,897,194
Motor Vehicle & Parts Dealers	\$55,942,726	\$517,173,920	\$1,415,044,097
Nonstore retailers	\$20,432,183	\$181,982,851	\$497,604,099
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$2,601,126	\$23,008,995	\$62,917,653

Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	5	56	114
Construction (15-17)	14	145	344
Finance, Insurance, & Real Estate (60-69)	34	354	839
Manufacturing (20-39)	6	100	215
Mining (10-14)	0	0	0
Public Administration (90-98)	8	120	181
Retail Trade (52-59)	66	766	1,761
Services (70-89)	201	2,431	5,503
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	14	205	511
Wholesale Trade (50-51)	7	131	277