



Prepared for:
Client Name

FULL DEMOGRAPHIC PROFILE

Coordinates
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MSA Trade Area **TRADE AREA**
Any MSA USA

Square Miles Land Mass 1,342.09

Population & Growth

2014 Total Population	699,968	
2014 Population Density	522	psm
2010-2014 Growth	42,915	6.5%
2010-2014 Avg. Annual Growth	14,305	1.6%
2019 Total Population	752,844	
2019 Population Density	561	psm
2014-2019 Proj. Pop. Growth	52,876	7.6%
2014-2019 Avg. Annual Growth	10,575	1.5%
2010 Total Population	657,053	
2000 Total Population	589,960	
1990 Total Population	489,486	

Households & Growth

2014 Households	306,371	
2010-2014 Growth	16,939	5.9%
2010-2014 Avg. Annual Growth	5,646	1.5%
2019 Households	326,257	
2014-2019 Growth	19,885	6.5%
2014-2019 Avg. Annual Growth	3,977	1.3%
2010 Households	289,432	

Families

2014 Families	194,058
2019 Families	207,373

Income

2014 Aggregate HH Income	\$25,112.53	million
2014 Average Household Income	\$81,968	
2014 Median Household Income	\$69,627	
2014 Per Capita Income	\$31,125	
2019 Aggregate HH Income	\$27,020.27	million
2019 Average Household Income	\$82,819	
2019 Median Household Income	\$69,853	
2019 Per Capita Income	\$31,522	

Daytime Demographics

Number of Employees	198,458	
Number of Businesses	19,338	
Avg. number Employees per Bus.	10.3	
Residents per Business	36.2	
Total Aggregate Annual Payroll	\$6,667.7	million

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Population by Race

2014 White Population	620,347	88.6%
2014 Black Population	39,645	5.7%
2014 Native American Population	439	0.1%
2014 Asian Population	5,546	0.8%
2014 Pacific Islander Population	81	0.0%
2014 2 or more races	33,910	4.8%
2019 White Population	660,120	87.7%
2019 Black Population	44,934	6.0%
2019 Native American Population	607	0.1%
2019 Asian Population	6,301	0.8%
2019 Pacific Islander Population	131	0.0%
2019 2 or more races	40,751	5.4%

Male Population by Race

2014 White Males	292,435	88.4%
2014 Black Males	19,015	5.7%
2014 Native American Males	207	0.1%
2014 Asian Males	2,246	0.7%
2014 Pacific Islander Males	37	0.0%
2014 2 or more races Males	16,996	5.1%
2019 White Males	311,439	77.1%
2019 Black Males	21,664	5.4%
2019 Native American Males	280	0.1%
2019 Asian Males	50,211	12.4%
2019 Pacific Islander Males	60	0.0%
2019 2 or more races Males	20,180	5.0%

Female Population by Race

2014 White Females	327,912	88.9%
2014 Black Females	20,630	5.6%
2014 Native American Females	232	0.1%
2014 Asian Females	3,300	0.9%
2014 Pacific Islander Females	45	0.0%
2014 2 or more races Females	16,914	4.6%
2019 White Females	348,680	87.9%
2019 Black Females	23,270	5.9%
2019 Native American Females	327	0.1%
2019 Asian Females	3,723	0.9%
2019 Pacific Islander Females	72	0.0%
2019 2 or more races Females	20,571	5.2%

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Hispanic Population

2014 Hispanic Population	77,218	11.0%
2014 White not Hispanic Pop.	525,662	84.7%
2014 Hispanic Males	38,982	50.5%
2014 White not Hispanic Males	246,255	84.2%
2014 Hispanic Females	38,235	49.5%
2014 White not Hispanic Females	279,406	85.2%
2019 Hispanic Population	99,930	13.3%
2019 White not Hispanic Pop.	562,737	85.2%
2019 Hispanic Males	50,211	50.2%
2019 White not Hispanic Males	263,538	84.6%
2019 Hispanic Females	49,719	49.8%
2019 White not Hispanic Females	299,199	85.8%

Population by Sex

2014 Male Population	330,936	47.3%
2014 Female Population	369,032	52.7%
2019 Male Population	356,201	47.3%
2019 Female Population	396,643	52.7%

Population by Sex by Age

2014 Male 0 to 9 years	32,366	4.6%
2014 Male 10 to 19 years	34,211	4.9%
2014 Male 20 to 29 years	32,695	4.7%
2014 Male 30 to 39 years	30,231	4.3%
2014 Male 40 to 49 years	34,706	5.0%
2014 Male 50 to 59 years	39,633	5.7%
2014 Male 60 to 69 years	39,846	5.7%
2014 Male 70 to 79 years	38,095	5.4%
2014 Male 80 to 84 years	16,569	2.4%
2014 Male 85+ years	32,585	4.7%
2014 Female 0 to 9 years	36,092	5.2%
2014 Female 10 to 19 years	38,149	5.5%
2014 Female 20 to 29 years	36,458	5.2%
2014 Female 30 to 39 years	33,711	4.8%
2014 Female 40 to 49 years	38,701	5.5%
2014 Female 50 to 59 years	44,195	6.3%
2014 Female 60 to 69 years	44,433	6.3%
2014 Female 70 to 79 years	42,480	6.1%
2014 Female 80 to 85 years	18,476	2.6%
2014 Female 85+ years	36,336	5.2%

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2014 Population by Age

2014 Median Age	51	
2014 Pop. 0 to 4 years	30,303	4.3%
2014 Pop. 5 to 9 years	38,156	5.5%
2014 Pop. 10 to 14 years	36,339	5.2%
2014 Pop. 15 to 19 years	36,021	5.1%
2014 Pop. 20 to 24 years	35,434	5.1%
2014 Pop. 25 to 29 years	33,719	4.8%
2014 Pop. 30 to 34 years	31,990	4.6%
2014 Pop. 35 to 39 years	31,952	4.6%
2014 Pop. 40 to 44 years	34,579	4.9%
2014 Pop. 45 to 49 years	38,828	5.5%
2014 Pop. 50 to 54 years	41,334	5.9%
2014 Pop. 55 to 59 years	42,494	6.1%
2014 Pop. 60 to 64 years	42,462	6.1%
2014 Pop. 65 to 69 years	41,816	6.0%
2014 Pop. 70 to 74 years	41,056	5.9%
2014 Pop. 75 to 79 years	39,520	5.6%
2014 Pop. 80 to 84 years	35,045	5.0%
2014 Pop. 85+	68,920	9.8%

2019 Population by Age

2019 Median Age	51	
2019 Pop. 0 to 4 years	38,435	5.1%
2019 Pop. 5 to 9 years	43,486	5.8%
2019 Pop. 10 to 14 years	40,740	5.4%
2019 Pop. 15 to 19 years	39,571	5.3%
2019 Pop. 20 to 24 years	38,627	5.1%
2019 Pop. 25 to 29 years	37,669	5.0%
2019 Pop. 30 to 34 years	36,143	4.8%
2019 Pop. 35 to 39 years	35,014	5.2%
2019 Pop. 40 to 44 years	35,457	4.7%
2019 Pop. 45 to 49 years	38,047	5.1%
2019 Pop. 50 to 54 years	40,915	5.4%
2019 Pop. 55 to 59 years	43,232	5.7%
2019 Pop. 60 to 64 years	44,198	5.9%
2019 Pop. 65 to 69 years	43,688	5.8%
2019 Pop. 70 to 74 years	42,207	5.6%
2019 Pop. 75 to 79 years	39,476	5.2%
2019 Pop. 80 to 84 years	34,800	4.6%
2019 Pop. 85+	81,141	10.8%

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Children

2014 Pop. 0 to 5 (Infant-K)	37,940
2014 Pop. 6 to 17 (Gradeschool)	81,271
2019 Pop. 0 to 5 (Infant-K)	47,132
2019 6 to 17 (Gradeschool)	91,360

Educational Attainment

2014 Population 25+	535,198	
No Education	4,201	0.8%
Elementary	20,803	3.9%
Some High School No Diploma	60,176	11.2%
High School Graduate or Equiv.	165,311	30.9%
Some College	122,889	23.0%
Associate Degree	33,744	6.3%
Bachelor Degree	82,314	15.4%
Master Degree	28,713	5.4%
Professional Degree	12,416	2%
Doctorate Degree	4,611	0.9%

Employment & Drive Time

2000 Total Workers 16+	243,766	
Worked at Home	9,953	4.1%
Did not Work at Home	233,813	95.9%
under 5 minutes	6,650	2.8%
5 - 9 minutes	25,708	11.0%
10 -14 minutes	40,903	17.5%
15 - 19 minutes	44,428	19.0%
20 - 24 minutes	40,170	17.2%
25 - 29 minutes	13,644	5.8%
30 - 34 minutes	31,497	13.5%
35 - 39 minutes	4,068	1.7%
40 - 44 minutes	5,140	2.2%
45 - 59 minutes	10,387	4.4%
60 - 89 minutes	6,936	3.0%
90+ minutes	4,282	1.8%

Transportation to Work

Car, Truck, or Van	223,819	98.4%
<i>Drove Alone</i>	195,651	
<i>Carpooled</i>	28,169	
Public Transportation	1,616	0.7%
Other	2,013	0.9%

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2014 Households by Income

2014 Under \$10,000	16,965	5.5%
2014 \$10,000 - \$15,000	17,724	5.8%
2014 \$15,000 - \$20,000	16,609	5.4%
2014 \$20,000 - \$25,000	18,319	6.0%
2014 \$25,000 - \$30,000	18,941	6.2%
2014 \$30,000 - \$35,000	17,721	5.8%
2014 \$35,000 - \$40,000	17,420	5.7%
2014 \$40,000 - \$45,000	16,961	5.5%
2014 \$45,000 - \$50,000	15,282	5.0%
2014 \$50,000 - \$60,000	26,962	8.8%
2014 \$60,000 - \$75,000	32,237	10.5%
2014 \$75,000 - \$100,000	36,413	11.9%
2014 \$100,000 - \$125,000	21,992	7.2%
2014 \$125,000 - \$150,000	10,645	3.5%
2014 \$150,000 - \$200,000	10,736	3.5%
2014 \$200,000+	11,445	3.7%

2019 Households by Income

2019 Under \$10,000	18,201	5.6%
2019 \$10,000 - \$15,000	18,957	5.8%
2019 \$15,000 - \$20,000	17,649	5.4%
2019 \$20,000 - \$25,000	19,569	6.0%
2019 \$25,000 - \$30,000	20,205	6.2%
2019 \$30,000 - \$35,000	18,864	5.8%
2019 \$35,000 - \$40,000	18,549	5.7%
2019 \$40,000 - \$45,000	18,065	5.5%
2019 \$45,000 - \$50,000	16,303	5.0%
2019 \$50,000 - \$60,000	28,612	8.8%
2019 \$60,000 - \$75,000	34,410	10.5%
2019 \$75,000 - \$100,000	38,843	11.9%
2019 \$100,000 - \$125,000	23,381	7.2%
2019 \$125,000 - \$150,000	11,300	3.5%
2019 \$150,000 - \$200,000	11,350	3.5%
2019 \$200,000+	11,998	3.7%

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2014 Household Structure

Average HH Size	2.6	
1-person HH	91,459	16.2%
2-person HH	214,912	38.1%
2+ person family	194,058	34.4%
Families Married	151,848	
Families Married w/children	40,503	
Families Married no children	111,345	
Families Other	42,210	7.5%
Fam. Oth. Single Male Head	11,656	
Fam. Oth. Single Male Head w/ch.	5,806	
Fam. Oth. Single Male Head no/ch.	5,850	
Fam. Oth. Single Female Head	30,554	
Fam. Oth. Single Fem. Head w/ch.	16,257	
Fam. Oth. Single Fem. Head no/ch.	14,297	
Non-Family HH	20,854	3.7%

2019 Household Structure

Average HH Size	2.6	
1-person HH	96,397	16.0%
2-person HH	229,860	38.1%
2+ person Family	207,373	34.4%
Families Married	160,918	
Families Married w/children	44,170	
Families Married no children	116,748	
Families Other	46,454	7.7%
Fam. Oth. Single Male Head	12,846	
Fam. Oth. Single Male Head w/ch.	6,416	
Fam. Oth. Single Male Head no/ch.	6,430	
Fam. Oth. Single Female Head	33,608	
Fam. Oth. Single Fem. Head w/ch.	18,007	
Fam. Oth. Single Fem. Head no/ch.	15,602	
Non-Family HH	22,487	3.7%

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2014 Householders by Age

15-24 years	8,028	2.6%
25-34 years	28,477	9.3%
35-44 years	39,962	13.0%
45-54 years	53,543	17.5%
55-59 years	27,017	8.8%
60-64 years	30,660	10.0%
65-74 years	56,943	18.6%
75-84 years	43,290	14.1%
85+ years	18,450	6.0%

Housing

Median year Built	1976	
2000 Median Value	\$171,585	
2014 Total Housing Units	393,878	
2014 Owner Occupied	227,765	57.8%
2014 Renter Occupied	83,885	21.3%
2014 Vacant Housing Units	82,228	20.9%
2019 Total Housing Units	433,715	
2019 Owner Occupied	250,494	57.8%
2019 Renter Occupied	92,552	21.3%
2019 Vacant Housing Units	90,669	
2000 Total Housing Units	320,598	
2000 Owner Occupied	201,476	62.8%
2000 Renter Occupied	60,923	19.0%
2000 Total Vacant	58,199	18.2%
2000 Median Contract Rent	\$586	
2000 Gross Rent as % of HH Inc.	25.8	