



Population

Popula	ation
--------	-------

	1-mi.	3-mi.	5-mi.
Total Population (US Census 2010)	1,939	4,234	5,336
Total Population (Current Year)	2,032	4,441	5,601
Total Population (Five Year Projection)	2,298	5,007	6,294
Adult Population (US Census 2010)	1,357	2,991	3,791
Adult Population (Current Year)	1,430	3,158	4,009
Adult Population (Five Year Projection)	1,653	3,633	4,591
% Female Population (US Census 2010)	48.76%	48.64%	48.52%
% Male Population (US Census 2010)	51.24%	51.36%	51.48%
% Female Population (Current Year)	49.61%	49.41%	49.25%
% Male Population (Current Year)	50.39%	50.59%	50.75%
% Female Population (Five Year Projection)	49.66%	49.42%	49.23%
% Male Population (Five Year Projection)	50.34%	50.58%	50.77%
Total Daytime Population	1,224	2,687	3,483
Population aged 16 and under (Children)	343	734	946
Daytime population (Age 16+)	881	1,953	2,537
Civilian 16+, at Workplace	464	1,047	1,405
Retired population (Age 65+)	157	351	446
Homemakers (Age 16+)	86	193	259

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%	1.7%	8.23%
% Promising Families	0%	2.44%	7.63%
% Young City Solos	0%	0%	0%

% Middle-class Melting Pot	0%	0%	0%
% Family Union	0.65%	8.47%	11.98%
% 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%	1.18%	1.98%
% Singles and Starters	99.35%	86.21%	70.18%
% 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	35.85	36.58	37.12
% Age 18+	70.63%	71.34%	71.82%
% Age 55+	23.04%	24.02%	24.61%

10.61%

10.89%

10.97%

% Age 65+

Ethnicity			
	1-mi.	3-mi.	5-mi.
% White (2010 US Census, Not Hispanic/Latino)	97%	97.08%	97.11%
% Black/African American (2010 US Census, Not Hispanic/Latino)	0.28%	0.29%	0.31%
% American Indian & Alaska Native (2010 US Census, Not Hispanic/Latino)	0.43%	0.45%	0.46%
% Asian (2010 US Census, Not Hispanic/Latino)	0.63%	0.6%	0.59%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Not Hispanic/Latino)	0%	0%	0.01%
% Some other race (2010 US Census, Not Hispanic/Latino)	0%	0.01%	0.03%
% Two or more races (2010 US Census, Not Hispanic/Latino)	1.66%	1.57%	1.5%
% White (2010 US Census, Hispanic/Latino)	48.52%	48.52%	48.57%
% Black/African American (2010 US Census, Hispanic/Latino)	0.3%	0.3%	0.3%
% American Indian & Alaska Native (2010 US Census, Hispanic/Latino)	1.53%	1.69%	1.84%

% Asian (2010 US Census, Hispanic/Latino)	0.2%	0.19%	0.17%
% Native Hawaiian / Other Pacific Islander (2010 US Census, Hispanic/Latino)	0.3%	0.27%	0.22%
% Some other race (2010 US Census, Hispanic/Latino)	43.86%	43.5%	43.33%
% Two or more races (2010 US Census, Hispanic/Latino)	5.29%	5.53%	5.56%
% White (Current Year, Not Hispanic/Latino)	96.4%	96.53%	96.58%
% Black/African American (Current Year, Not Hispanic/Latino)	0.44%	0.44%	0.47%
% American Indian & Alaska Native (Current Year, Not Hispanic/Latino)	0.41%	0.43%	0.45%
% Asian (Current Year, Not Hispanic/Latino)	0.75%	0.71%	0.69%
% Native Hawaiian / Other Pacific Islander (Current Year, Not Hispanic/Latino)	0%	0%	0.01%
% Some other race (Current Year, Not Hispanic/Latino)	0%	0.02%	0.03%
% Two or more races (Current Year, Not Hispanic/Latino)	2%	1.87%	1.78%
% White (Current Year), Hispanic/Latino	49.79%	49.68%	49.64%
% Black/African American (Current Year, Hispanic/Latino)	0.38%	0.37%	0.37%
% American Indian & Alaska Native (Current Year, Hispanic/Latino)	1.44%	1.6%	1.78%
% Asian (Current Year, Hispanic/Latino)	0.19%	0.18%	0.16%
% Native Hawaiian / Other Pacific Islander (Current Year, Hispanic/Latino)	0.29%	0.26%	0.21%
% Some other race (Current Year, Hispanic/Latino)	42.06%	41.89%	41.88%
% Two or more races (Current Year, Hispanic/Latino)	5.85%	6.02%	5.97%
% White (Five Year Projection, Not Hispanic/Latino)	95.91%	96.06%	96.12%
% Black/African American (Five Year Projection, Not Hispanic/Latino)	0.46%	0.46%	0.5%
% American Indian & Alaska Native (Five Year Projection, Not Hispanic/Latino)	0.44%	0.46%	0.48%
% Asian (Five Year Projection, Not Hispanic/Latino)	0.83%	0.79%	0.77%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Not Hispanic/Latino)	0%	0%	0.01%
% Some other race (Five Year Projection, Not Hispanic/Latino)	0%	0.02%	0.03%
% Two or more races (Five Year Projection, Not Hispanic/Latino)	2.35%	2.21%	2.1%
% White (Five Year Projection, Hispanic/Latino)	49.63%	49.5%	49.46%
% Black/African American (Five Year Projection, Hispanic/Latino)	0.38%	0.38%	0.38%
% American Indian & Alaska Native (Five Year Projection, Hispanic/Latino)	1.39%	1.53%	1.69%
% Asian (Five Year Projection, Hispanic/Latino)	0.15%	0.14%	0.13%
% Native Hawaiian / Other Pacific Islander (Five Year Projection, Hispanic/Latino)	0.23%	0.21%	0.17%
% Some other race (Five Year Projection, Hispanic/Latino)	42.25%	42.09%	42.04%
% Two or more races (Five Year Projection, Hispanic/Latino)	5.96%	6.14%	6.13%

Housing & Households

Housing and Households

	1-mi.	3-mi.	5-mi.
Land Area (Estimated Square Miles)	6.23	64.35	135.81
Total Housing Units (Current Year)	774	1,662	2,078
Total Households (Current Year)	740	1,588	1,989
Total Households (Five Year Projection)	846	1,810	2,262
Owner-Occupied: Owned with a mortgage or loan	414	884	1,107
Owner-Occupied: Owned free and clear	112	258	346
Renter-Occupied	203	423	507

Housing Value (Current Year)

	1-mi.	3-mi.	5-mi.
Housing Value < \$10,000	8	17	19
Housing Value \$10,000-\$14,999	12	25	32
Housing Value \$15,000-\$19,999	5	13	21
Housing Value \$20,000-\$24,999	0	1	3
Housing Value \$25,000-\$29,999	1	4	8
Housing Value \$30,000-\$34,999	7	14	17
Housing Value \$35,000-\$39,999	4	8	11
Housing Value \$40,000-\$49,999	4	9	14
Housing Value \$50,000-\$59,999	5	12	17
Housing Value \$60,000-\$69,999	0	2	8
Housing Value \$70,000-\$79,999	2	5	7
Housing Value \$80,000-\$89,999	5	9	9
Housing Value \$90,000-\$99,999	5	10	12
Housing Value \$100,000-\$124,999	12	25	30
Housing Value \$125,000-\$149,999	15	31	36
Housing Value \$150,000-\$174,999	21	43	51
Housing Value \$175,000-\$199,999	34	67	78
Housing Value \$200,000-\$249,999	83	166	190

Housing Value \$250,000-\$299,999	73	150	180
Housing Value \$300,000-\$399,999	88	188	235
Housing Value \$400,000-\$499,999	47	114	166
Housing Value \$500,000-\$749,999	67	149	192
Housing Value \$750,000-\$999,999	23	54	73
Housing Value \$1,000,000 or more	6	27	44
Total Owner-occupied housing units (OOHU)	526	1,142	1,452

н	n	-		m	0
н	ш	L	U		C

	1-mi.	3-mi.	5-mi.
Per Capita Income (2010 US Census, based on Total Population)	\$28,105	\$27,734	\$27,355
Per Capita Income (Current Year, based on Total Population)	\$29,043	\$28,779	\$28,642
Per Capita Income (Five Year Projection, based on Total Population)	\$33,803	\$33,495	\$33,379
Average (Mean) Household Income (Current Year)	\$80,903	\$81,654	\$81,809
Median Household Income (Current Year)	\$63,575	\$65,091	\$65,956

% Households by Income (Current Year)

	1-mi.	3-mi.	5-mi.
% Household Income < \$10,000	2.09%	2.09%	2.12%
% Household Income \$10,000-\$14,999	3.81%	3.62%	3.4%
% Household Income \$15,000-\$19,999	3.24%	3.12%	2.92%
% Household Income \$20,000-\$24,999	3.89%	3.73%	3.63%
% Household Income \$25,000-\$29,999	3.8%	3.55%	3.4%
% Household Income \$30,000-\$34,999	5.39%	5.17%	5%
% Household Income \$35,000-\$39,999	5.48%	6.21%	6.53%
% Household Income \$40,000-\$44,999	6.25%	5.92%	5.74%
% Household Income \$45,000-\$49,999	4.1%	3.9%	3.73%
% Household Income \$50,000-\$59,999	9.5%	9.34%	9.58%
% Household Income \$60,000-\$74,999	8.86%	8.81%	9.05%
% Household Income \$75,000-\$99,999	16.41%	16.86%	17.26%
% Household Income \$100,000-\$124,999	12.63%	12.73%	12.82%
% Household Income \$125,000-\$149,999	8.14%	8.64%	8.44%
% Household Income \$150,000-\$199,999	3.95%	3.71%	3.61%

% Household Income \$200,000-\$249,999	0.8%	0.9%	1.06%
% Household Income \$250,000-\$499,999	0.72%	0.8%	0.9%
% Household Income \$500,000+	0.94%	0.91%	0.82%

Education (Current Year)

Education

	1-mi.	3-mi.	5-mi.
College undergraduate	166	338	398
Graduate or prof school	10	19	23

Educational Attainment

	1-mi.	3-mi.	5-mi.
No schooling completed	5	10	14
Nursery to 4th grade	12	24	28
5th and 6th grade	21	44	52
7th and 8th grade	31	64	76
9th grade	15	33	48
10th grade	24	50	60
11th grade	29	62	78
12th grade, no diploma	29	62	78
High school graduate, GED	407	919	1,182
Some college, <1 year	123	287	374
Some college, 1+ years	226	496	629
Associate's degree	143	300	357
Bachelor's degree	174	387	493
Master's degree	32	75	107
Professional school degree	6	11	13
Doctorate degree	1	3	4

Employment and Occupation

Employment and Occupation

	1-mi.	3-mi.	5-mi.
Total Civilian employed population aged 16+ (2010 US Census)	960	2,123	2,703
Total Civilian employed population aged 16+ (Current Year)	1,186	2,619	3,323
Total Civilian employed population aged 16+ (Five Year Projection)	1,324	2,916	3,691

% Employment by Industry (2010 US Census)

	1-mi.	3-mi.	5-mi.
% Armed Forces (2010 US Census)	0%	0.01%	0.03%
% Civilian, Employed (2010 US Census)	84.73%	85.11%	85.88%
% Civilian, Unemployed (2010 US Census)	15.27%	14.89%	14.09%
% Not in Labor Force (2010 US Census)	19.9%	19.89%	20.21%
% Armed Forces (Current Year)	0%	0%	0.03%
% Civilian, Employed (Current Year)	93.77%	93.95%	94.29%
% Civilian, Unemployed (Current Year)	6.23%	6.04%	5.68%
% Not in Labor Force (Current Year)	15.76%	15.72%	15.93%
% Armed Forces (Five Year Projection)	0%	0%	0.03%
% Civilian, Employed (Five Year Projection)	93%	93.2%	93.58%
% Civilian, Unemployed (Five Year Projection)	7%	6.79%	6.4%
% Not in Labor Force (Five Year Projection)	17.44%	17.39%	17.6%

Transportation to Work (Current Year)

	1-mi.	3-mi.	5-mi.
Total Workers 16+	1,186	2,619	3,323
Car, truck, or van	1,042	2,282	2,899
Public transport (not taxi)	18	38	46
Worked at home	89	223	287

Travel Time to Work (Current Year	r)		
	1-mi.	3-mi.	5-mi.
< 5 minutes	32	66	82
5-9 minutes	74	150	178
10-14 minutes	69	153	218
15-19 minutes	112	244	315
20-24 minutes	185	408	516
25-29 minutes	108	241	297
30-34 minutes	142	310	387
35-39 minutes	6	30	53

40-44 minutes

45-59 minutes

60-89 minutes

90+ minutes

Consumer Expenditures (Current Year)

Consumer Expenditures

	1-mi.	3-mi.	5-mi.
Total Alcoholic beverages	\$345,703	\$750,678	\$948,872
Total Apparel and services	\$1,100,206	\$2,360,073	\$2,957,721
Total Cash contributions	\$2,895,277	\$6,533,803	\$8,405,318
Total Education	\$898,003	\$1,933,131	\$2,416,953
Total Entertainment	\$2,753,713	\$6,013,795	\$7,612,328
Total Food	\$6,106,309	\$13,186,038	\$16,581,958
Total Gifts	\$734,327	\$1,592,518	\$2,005,487
Total Healthcare	\$4,085,139	\$8,957,224	\$11,367,505
Total Housing	\$15,505,381	\$33,591,927	\$42,316,942
Total Miscellaneous	\$944,311	\$2,034,708	\$2,551,506
Total Personal care products and services	\$687,587	\$1,489,947	\$1,876,706
Total Personal insurance and pensions	\$6,030,166	\$13,136,150	\$16,609,367
Total Reading	\$160,786	\$358,646	\$459,288
Total Tobacco products and smoking supplies	\$253,980	\$543,058	\$677,987
Total Transportation	\$10,080,716	\$21,953,726	\$27,751,656

Retail Demand by Store Type

	1-mi.	3-mi.	5-mi.
Total Retail Demand	\$37,246,428	\$80,817,340	\$101,928,271
Building Material & Garden Equipment & Supply Dealers	\$2,813,347	\$6,216,762	\$7,915,170
Clothing & Clothing Accessories Stores	\$1,346,274	\$2,895,204	\$3,633,775
Electronics and Appliance Stores	\$682,608	\$1,470,526	\$1,845,749
Food & Beverage Stores	\$4,761,069	\$10,290,113	\$12,947,835
Food Services & Drinking Places	\$4,558,549	\$9,853,046	\$12,400,875
Furniture & Home Furnishings Stores	\$844,344	\$1,846,172	\$2,336,657
Gasoline stations	\$2,847,924	\$6,148,740	\$7,738,699
General Merchandise Stores	\$4,522,053	\$9,779,910	\$12,309,346

General Merchandise, Apparel and Accessories, Furniture and Other Sales	\$8,252,628	\$17,841,044	\$22,447,139
Health & Personal Care Stores	\$2,273,837	\$4,947,928	\$6,249,121
Miscellaneous Store Retailers	\$868,891	\$1,891,670	\$2,391,512
Motor Vehicle & Parts Dealers	\$7,157,254	\$15,576,999	\$19,690,930
Nonstore retailers	\$3,922,215	\$8,504,045	\$10,717,084
Sporting Goods, Hobby, Musical Instrument, and Book Stores	\$648,062	\$1,396,224	\$1,751,518

Business Summary by SIC

	1-mi.	3-mi.	5-mi.
Agriculture, Forestry, & Fishing (01-09)	4	11	17
Construction (15-17)	17	37	54
Finance, Insurance, & Real Estate (60-69)	4	8	12
Manufacturing (20-39)	4	9	14
Mining (10-14)	2	3	5
Public Administration (90-98)	3	5	5
Retail Trade (52-59)	9	20	30
Services (70-89)	34	74	100
Transportation, Communications, Electric, Gas, & Sanitary Services (40-49)	6	13	21
Wholesale Trade (50-51)	7	14	18