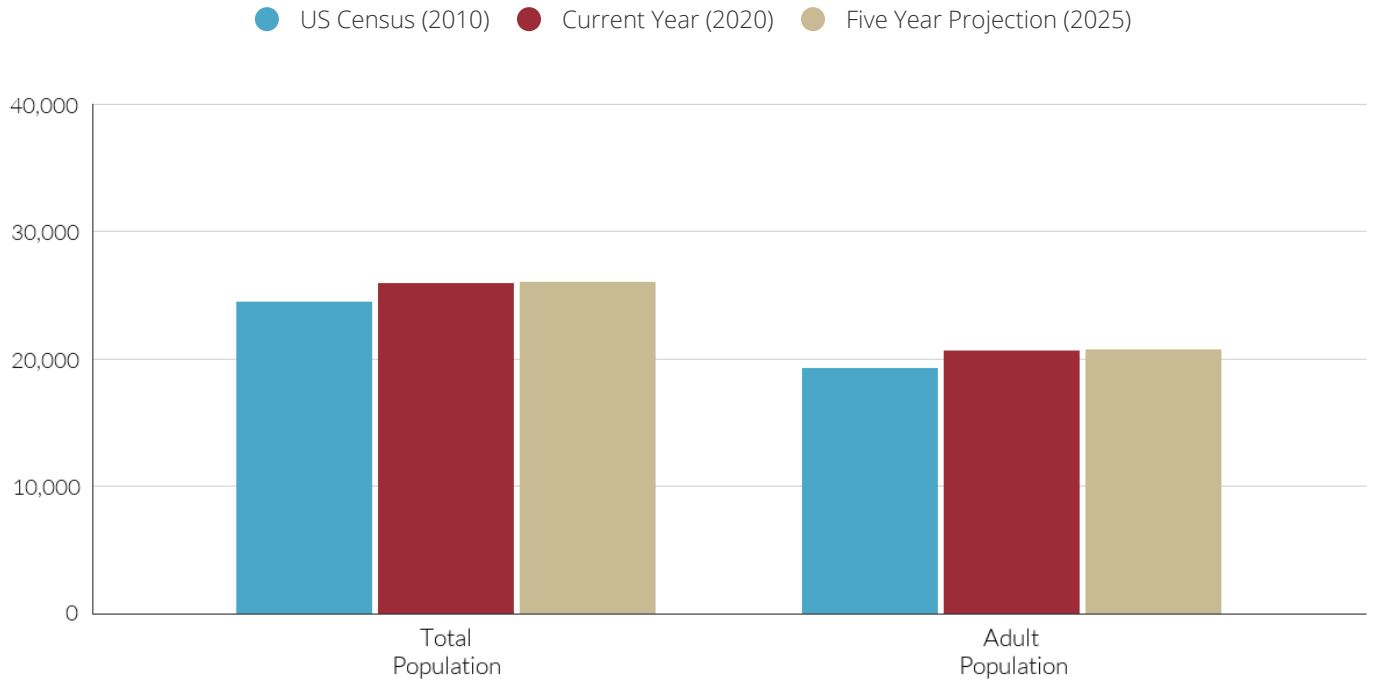
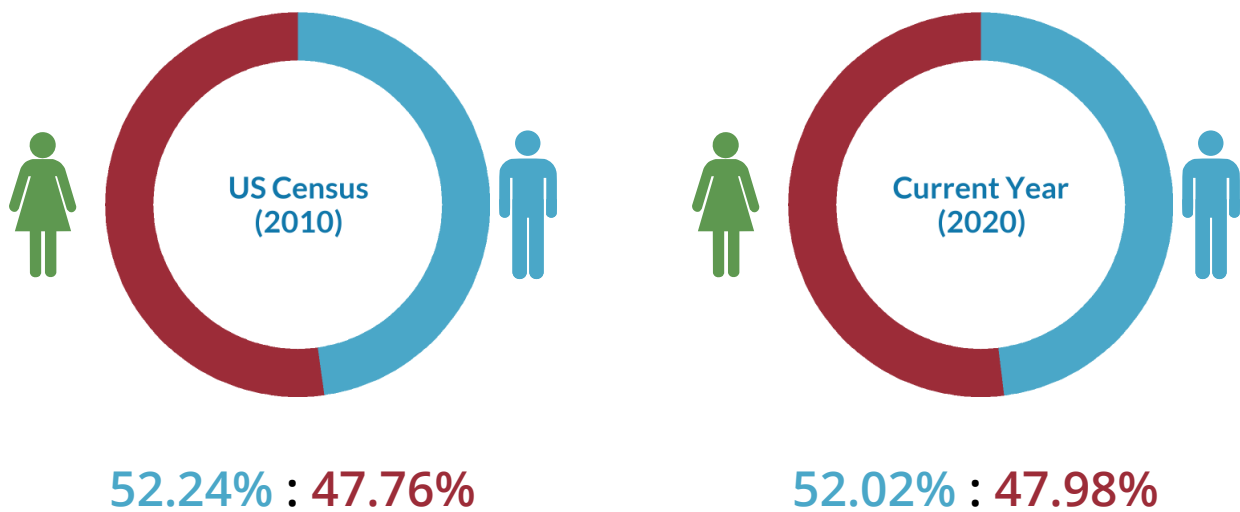


Population Charts

Population

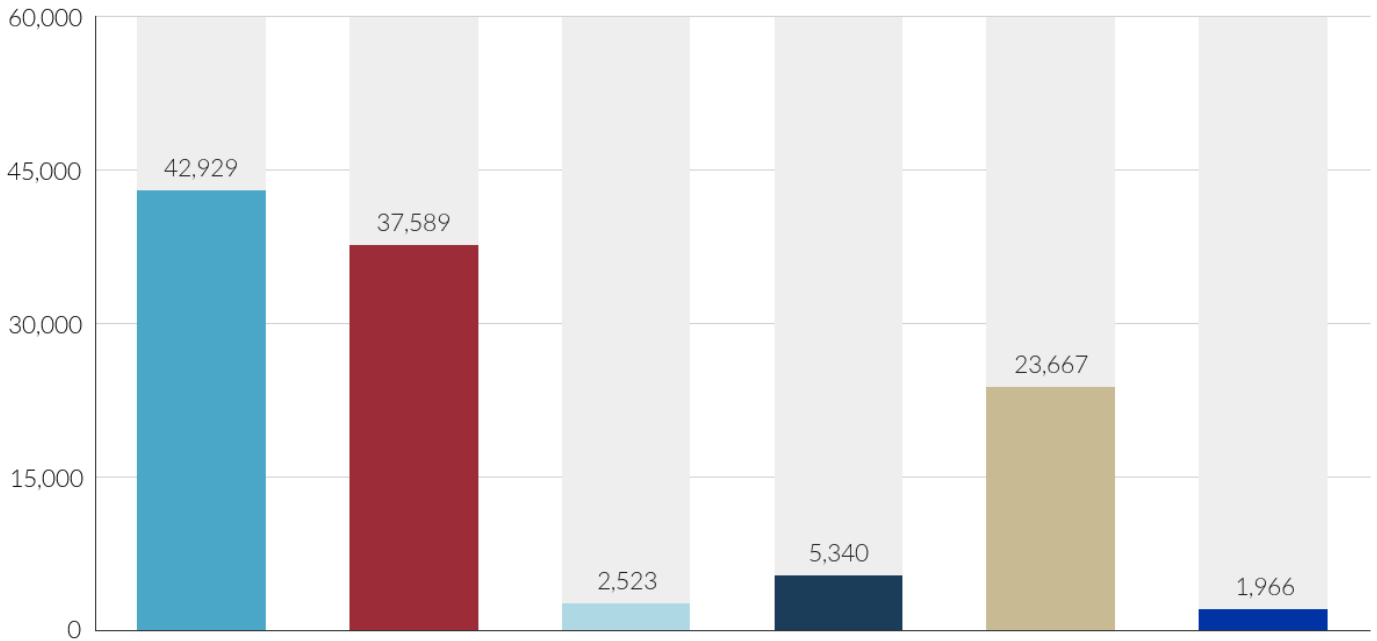


Female/Male Ratio

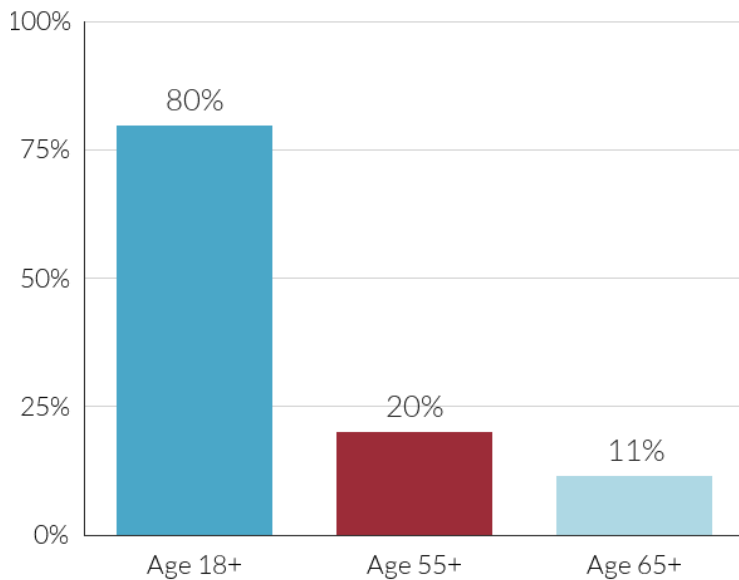


Daytime Population

- Total Daytime Population
- Daytime population (Age 16+)
- Retired population (Age 65+)
- Population aged 16 and under (Children)
- Civilian 16+, at Workplace
- Homemakers (Age 16+)



Age



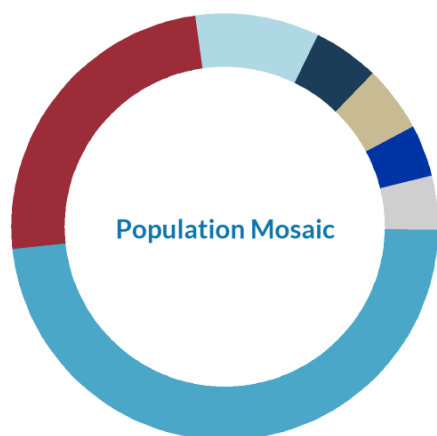
Median Age, Total

27.55

Age Demographics

- 79.57 % Age 18+
- 19.96 % Age 55+
- 11.33 % Age 65+

Population Mosaic (Current Year)



48.21	% Singles and Starters	4.92	% Family Union
24.54	% Pastoral Pride	4.88	% Power Elite
9.45	% Economic Challenges	3.96	% Aspirational Fusion

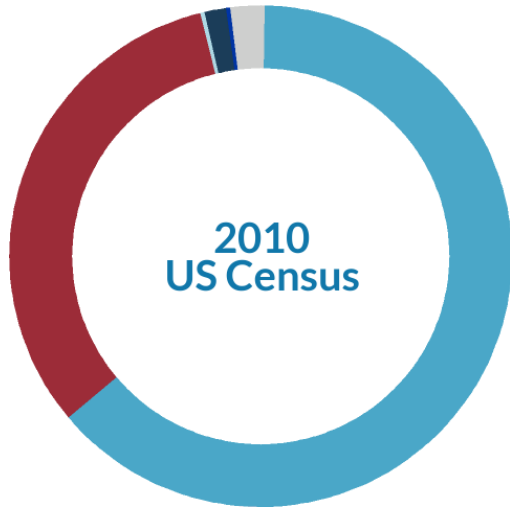
Other

Significant Singles 3.02	Autumn Years 0.98	Families in Motion 0.03
Golden Year Guardians 0	Booming with Confidence 0	Flourishing Families 0
Unclassified 0	Cultural Connections 0	Thriving Boomers 0
Young City Solos 0	Promising Families 0	Blue Sky Boomers 0
Middle-class Melting Pot 0	Suburban Style 0	

Population Mosaic Segment Definitions:

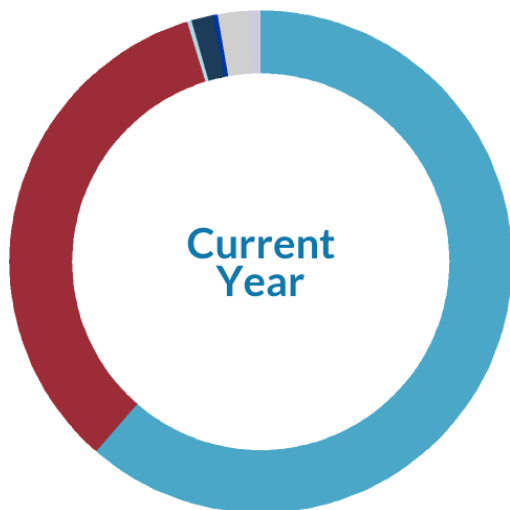
- **Aspirational Fusion:** Multi-cultural, low-income singles and single parents living in urban locations and striving to make a better life
- **Autumn Years:** Established, ethnically-diverse and mature couples living gratified lifestyles in older homes
- **Blue Sky Boomers:** Lower- and middle-class baby boomer-aged households living in small towns
- **Booming with Confidence:** Prosperous, established couples in their peak earning years living in suburban homes
- **Cultural Connections:** Diverse, mid- and low-income families in urban apartments and residences
- **Economic Challenges:** Economically challenged mix of singles, divorced and widowed individuals in smaller cities and urban areas looking to make ends meet
- **Families in Motion:** Younger, working-class families earning moderate incomes in smaller residential communities
- **Family Union:** Mid-scale, middle-aged and somewhat ethnically-diverse families living in homes supported by solid blue-collar occupations
- **Flourishing Families:** Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles
- **Golden Year Guardians:** Retirees living in settled residences and communities
- **Middle-class Melting Pot:** Mid-scale, middle-aged and established couples living in suburban and fringe homes
- **Pastoral Pride:** Eclectic mix of lower middle-class widowed and divorced individuals and couples who have settled in country and small town areas
- **Power Elite:** The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer
- **Promising Families:** Young couples with children in starter homes living child-centered lifestyles
- **Significant Singles:** Middle-aged singles and some couples earning mid-scale incomes supporting active city styles of Living
- **Singles and Starters:** Young singles starting out, and some starter families, in diverse urban communities
- **Suburban Style:** Middle-aged, ethnically-mixed suburban families and couples earning upscale incomes
- **Thriving Boomers:** Upper-middle-class baby boomer-age couples living comfortable lifestyles settled in town and exurban homes
- **Young City Solos:** Younger and middle-aged singles living active and energetic lifestyles in metropolitan areas

Ethnicity (Not Hispanic/Latino)



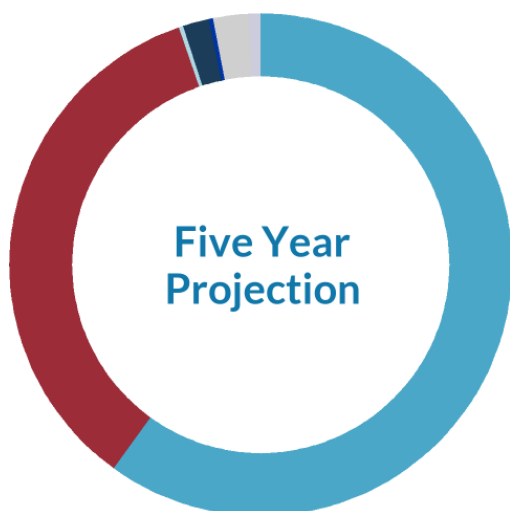
2010 US Census (Not Hispanic/Latino)

- 63.74 % White
- 32.17 % Black/African American
- 0.27 % American Indian & Alaska Native
- 1.26 % Asian
- 0.02 % Native Hawaiian / Other Pacific Islander
- 0.3 % Some other race
- 2.22 % Two or more races



Current Year (Not Hispanic/Latino)

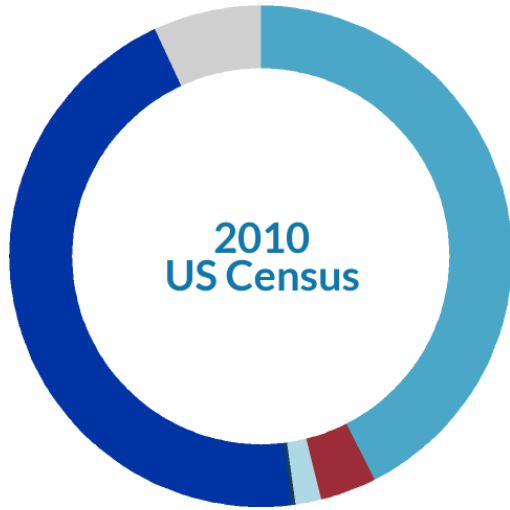
- 61.5 % White
- 33.88 % Black/African American
- 0.28 % American Indian & Alaska Native
- 1.49 % Asian
- 0.05 % Native Hawaiian / Other Pacific Islander
- 0.32 % Some other race
- 2.48 % Two or more races



Five Year Projection (Not Hispanic/Latino)

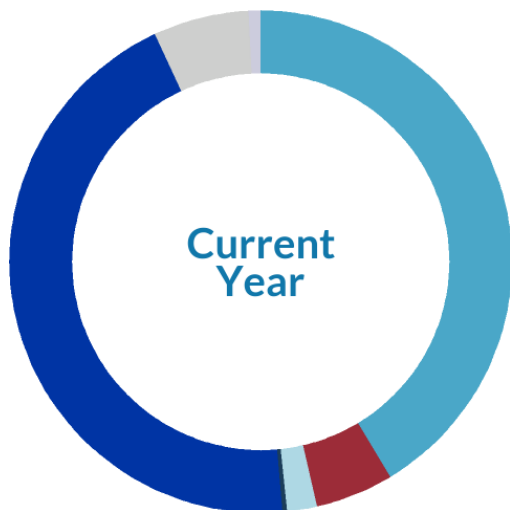
- 60.05 % White
- 34.79 % Black/African American
- 0.29 % American Indian & Alaska Native
- 1.64 % Asian
- 0.05 % Native Hawaiian / Other Pacific Islander
- 0.33 % Some other race
- 2.87 % Two or more races

Ethnicity (Hispanic/Latino)



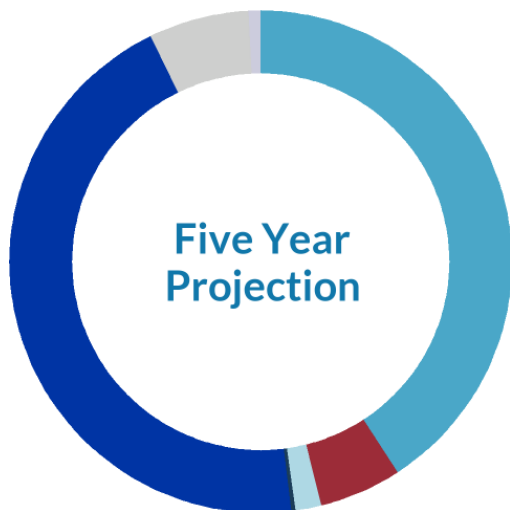
2010 US Census (Hispanic/Latino)

- 42.41 % White
- 3.66 % Black/African American
- 1.63 % American Indian & Alaska Native
- 0.28 % Asian
- 0.09 % Native Hawaiian / Other Pacific Islander
- 44.96 % Some other race
- 6.97 % Two or more races



Current Year (Hispanic/Latino)

- 41.29 % White , Hispanic/Latino
- 5.09 % Black/African American
- 1.82 % American Indian & Alaska Native
- 0.36 % Asian
- 0.1 % Native Hawaiian / Other Pacific Islander
- 44.57 % Some other race
- 6.77 % Two or more races



Five Year Projection (Hispanic/Latino)

- 40.9 % White
- 5.28 % Black/African American
- 1.79 % American Indian & Alaska Native
- 0.36 % Asian
- 0.09 % Native Hawaiian / Other Pacific Islander
- 44.7 % Some other race
- 6.88 % Two or more races

Housing & Households

35

Land Area

10,185

Total Housing Units

8,898

Total Households

9,029

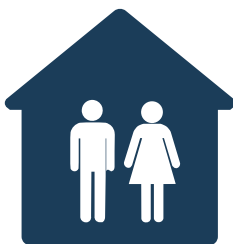
Total Households

5 Year Projections



2,276

Owner-Occupied: Owned with a mortgage or loan



1,500

Owner-Occupied: Owned free and clear



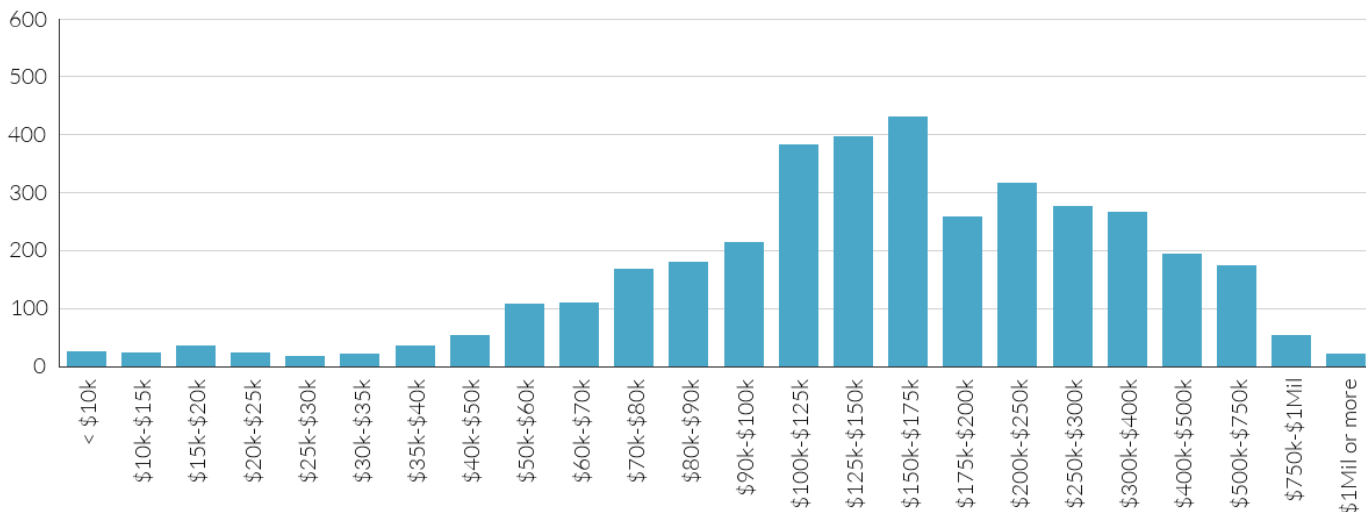
5,122

Renter-Occupied

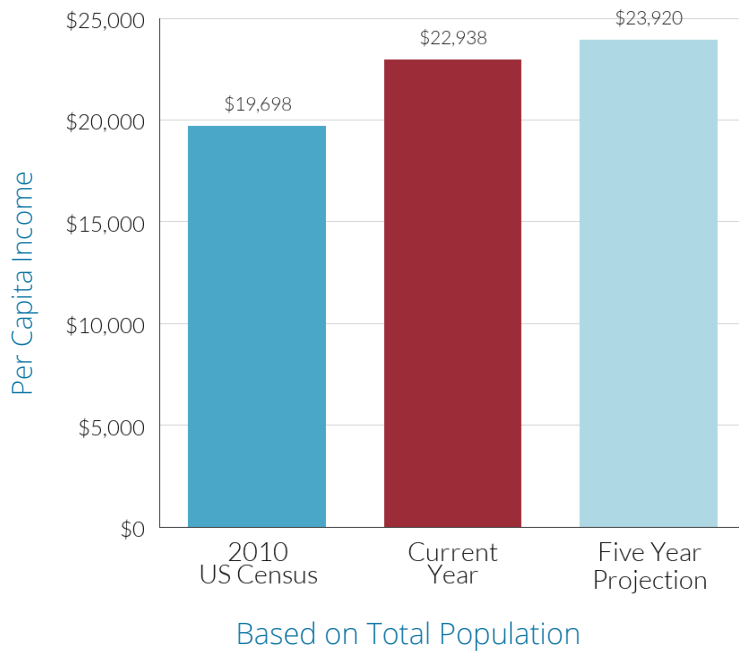
Housing Value (Current Year)

3,776

Total Owner-occupied housing units (OOHU)



Income



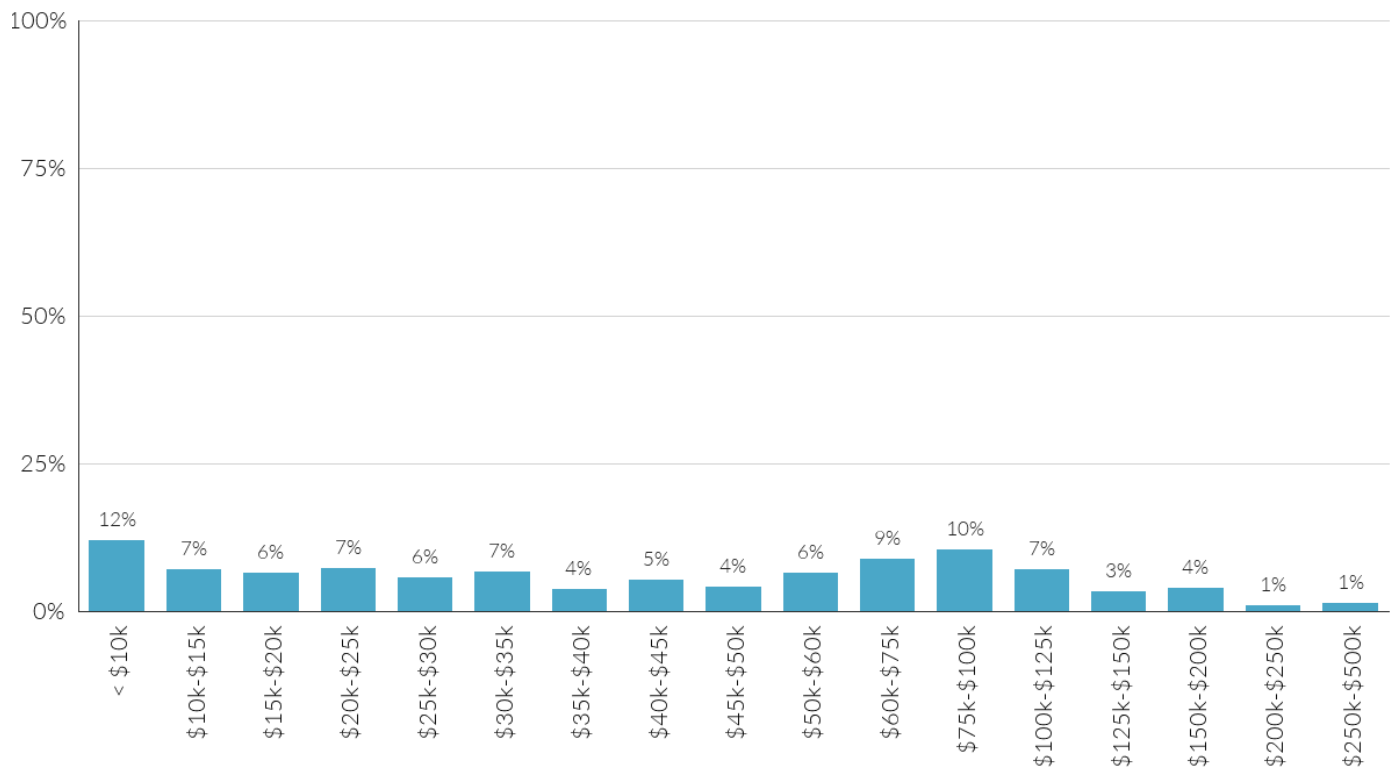
Average Household Income

\$63,479

Median Household Income

\$41,881

Households by Income (Current Year)



Education (Current Year)

Education



5,080

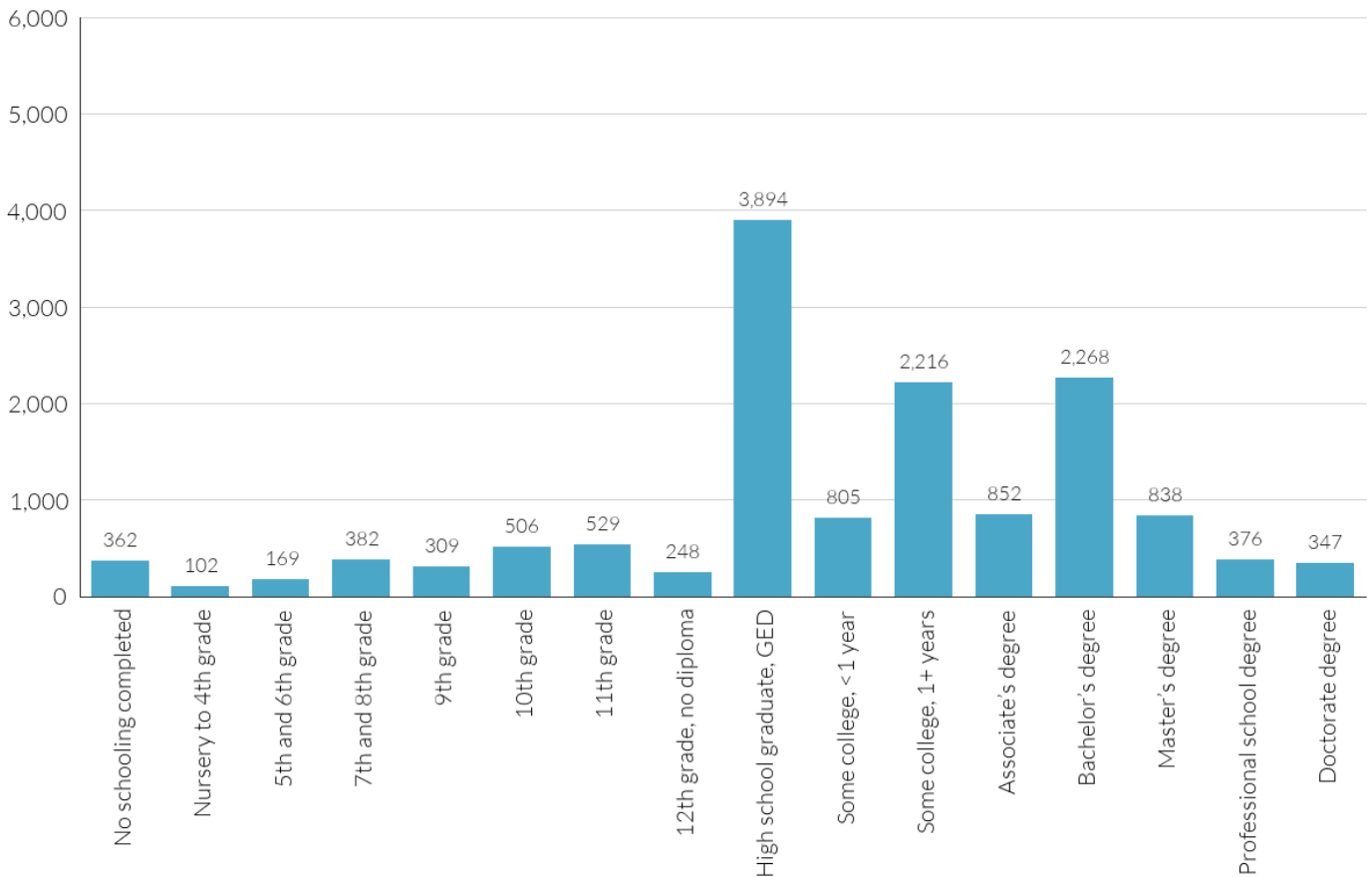
College undergraduate



384

Graduate or prof school

Educational Attainment at Age 25+ (Current Year)



Employment and Occupation

Employment and Occupation

TOTAL CIVILIAN EMPLOYED POPULATION AGED 16+



10,698

2010 US Census



13,090

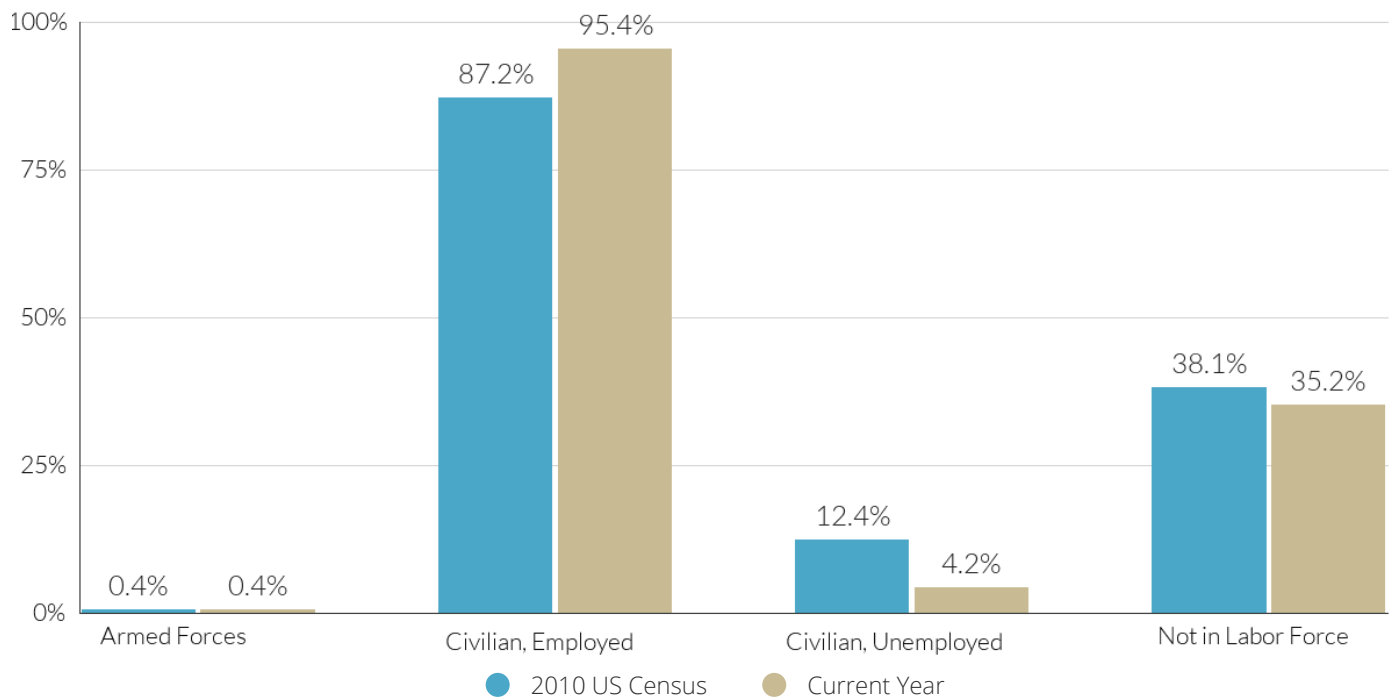
Current Year



12,957

Five Year Projection

Employment by Industry



Transportation to Work (Current Year)

 **13,090**
Total Workers 16+



12,026

Car, truck, or van



185

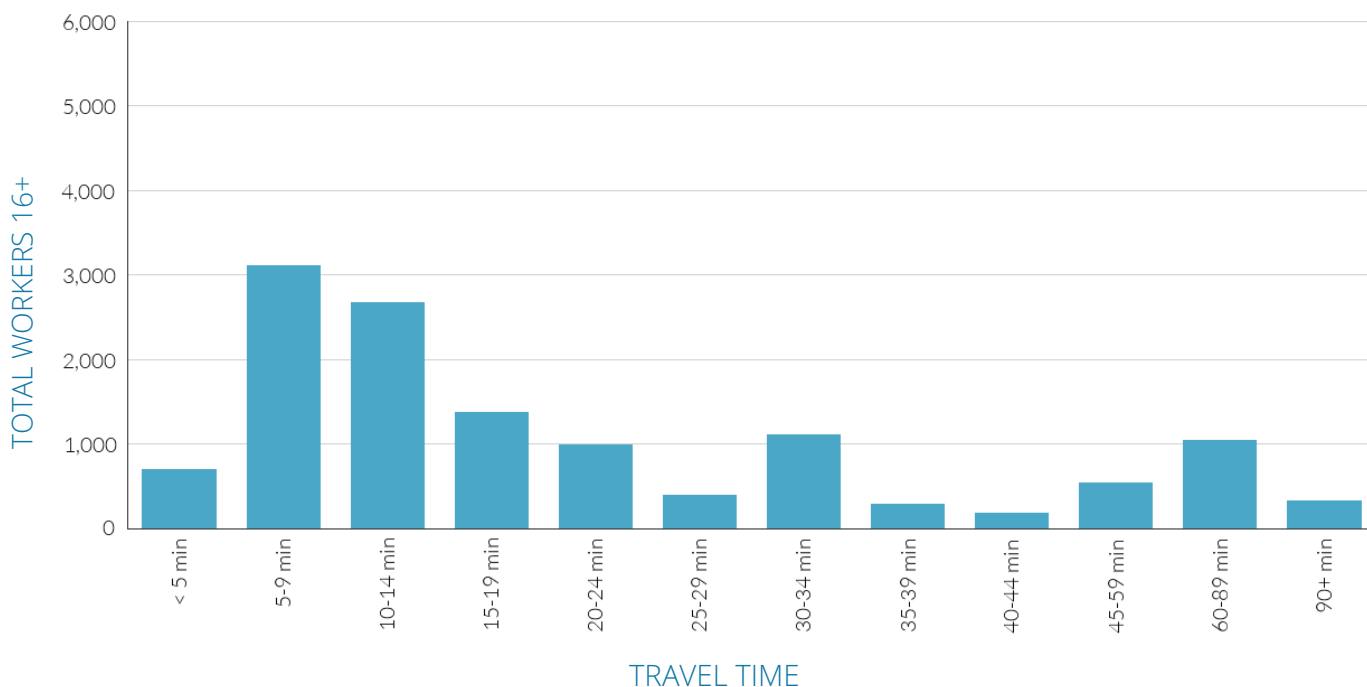
Public transport (not taxi)



364

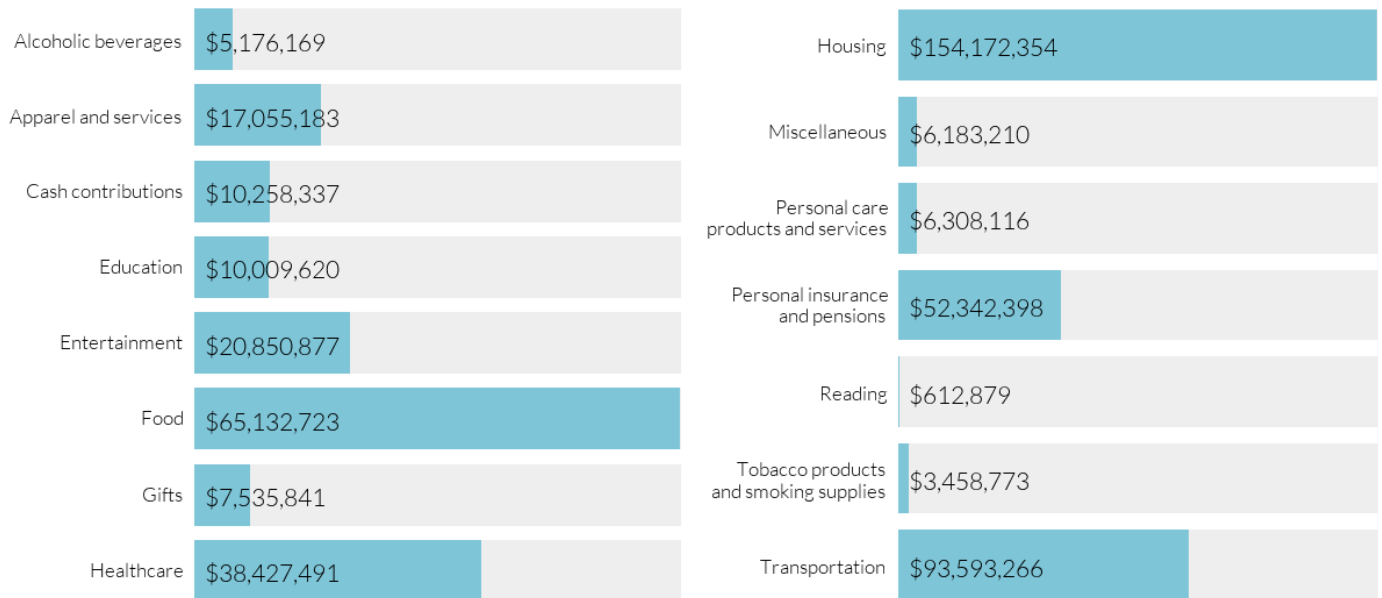
Worked at home

Travel Time to Work (Current Year)



Consumer Expenditures (Current Year)

Consumer Expenditures



Business Summary by SIC Code

- 15 Agriculture, Forestry, & Fishing
- 69 Construction
- 140 Finance, Insurance, & Real Estate
- 53 Manufacturing
- 0 Mining
- 40 Public Administration
- 302 Retail Trade
- 632 Services
- 51 Transportation, Communications, Electric, Gas, & Sanitary Services
- 50 Wholesale Trade

Retail Sales Volume

