



Executive Summary

Prepared by Donato Mucciacciaro

Lat: 3549716.245789, Lon: -1...

Latitude: 30.358506

Longitude: -91.011216

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population			
Total Population	1,632	28,051	91,207
Male Population	49.7%	49.3%	48.8%
Female Population	50.3%	50.7%	51.2%
Median Age	35.5	36.3	35.3
2010 Income			
Median HH Income	\$75,795	\$74,811	\$65,377
Per Capita Income	\$38,470	\$35,884	\$31,595
Average HH Income	\$98,057	\$96,125	\$81,445
2010 Households			
Total Households	650	10,320	35,549
Average Household Size	2.51	2.72	2.56
2010 Housing			
Owner Occupied Housing Units	82.1%	77.8%	67.1%
Renter Occupied Housing Units	12.4%	16.4%	25.6%
Vacant Housing Units	5.5%	5.8%	7.3%
Population			
1990 Population	949	15,204	55,414
2000 Population	1,492	23,457	74,642
2010 Population	1,632	28,051	91,207
2015 Population	1,718	30,192	97,311
1990-2000 Annual Rate	4.63%	4.43%	3.02%
2000-2010 Annual Rate	0.88%	1.76%	1.97%
2010-2015 Annual Rate	1.03%	1.48%	1.3%

In the identified market area, the current year population is 91,207. In 2000, the Census count in the market area was 74,642. The rate of change since 2000 was 1.97 percent annually. The five-year projection for the population in the market area is 97,311, representing a change of 1.3 percent annually from 2010 to 2015. Currently, the population is 48.8 percent male and 51.2 percent female.

Households			
1990 Households	329	5,085	20,060
2000 Households	576	8,356	28,326
2010 Households	650	10,320	35,549
2015 Households	688	11,181	38,127
1990-2000 Annual Rate	5.76%	5.09%	3.51%
2000-2010 Annual Rate	1.19%	2.08%	2.24%
2010-2015 Annual Rate	1.14%	1.62%	1.41%

The household count in this market area has changed from 28,326 in 2000 to 35,549 in the current year, a change of 2.24 percent annually. The five-year projection of households is 38,127, a change of 1.41 percent annually from the current year total. Average household size is currently 2.56, compared to 2.63 in the year 2000. The number of families in the current year is 25,794 in the market area.

Housing

Currently, 67.1 percent of the 38,341 housing units in the market area are owner occupied; 25.6 percent, renter occupied; and 7.3 percent are vacant. In 2000, there were 29,942 housing units - 69.8 percent owner occupied, 25.1 percent renter occupied and 5.1 percent vacant. The rate of change in housing units since 2000 is 2.44 percent. Median home value in the market area is \$202,789, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 3.62 percent annually to \$242,215. From 2000 to the current year, median home value changed by 3.97 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



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Median Household Income			
1990 Median HH Income	\$42,560	\$43,614	\$41,788
2000 Median HH Income	\$63,808	\$65,260	\$59,806
2010 Median HH Income	\$75,795	\$74,811	\$65,377
2015 Median HH Income	\$76,022	\$74,494	\$65,363
1990-2000 Annual Rate	4.13%	4.11%	3.65%
2000-2010 Annual Rate	1.69%	1.34%	0.87%
2010-2015 Annual Rate	0.06%	-0.08%	0%
Per Capita Income			
1990 Per Capita Income	\$19,526	\$17,846	\$17,990
2000 Per Capita Income	\$28,531	\$29,623	\$27,792
2010 Per Capita Income	\$38,470	\$35,884	\$31,595
2015 Per Capita Income	\$39,528	\$36,243	\$31,931
1990-2000 Annual Rate	3.87%	5.2%	4.45%
2000-2010 Annual Rate	2.96%	1.89%	1.26%
2010-2015 Annual Rate	0.54%	0.2%	0.21%
Average Household Income			
1990 Average Household Income	\$57,299	\$52,812	\$49,506
2000 Average Household Income	\$76,214	\$82,444	\$73,401
2010 Average HH Income	\$98,057	\$96,125	\$81,445
2015 Average HH Income	\$100,087	\$96,361	\$81,891
1990-2000 Annual Rate	2.89%	4.55%	4.02%
2000-2010 Annual Rate	2.49%	1.51%	1.02%
2010-2015 Annual Rate	0.41%	0.05%	0.11%
Households by Income			
Current median household income is \$65,377 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$65,363 in five years. In 2000, median household income was \$59,806, compared to \$41,788 in 1990.			
Current average household income is \$81,445 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$81,891 in five years. In 2000, average household income was \$73,401, compared to \$49,506 in 1990.			
Current per capita income is \$31,595 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$31,931 in five years. In 2000, the per capita income was \$27,792, compared to \$17,990 in 1990.			
Population by Employment			
Total Businesses	204	1,467	4,917
Total Employees	3,459	17,440	54,982

Currently, 95.3 percent of the civilian labor force in the identified market area is employed and 4.7 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 95.7 percent of the civilian labor force, and unemployment will be 4.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 73.6 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 74.9 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 10.5 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 14.6 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 86.7 percent of the market area population drove alone to work, and 2.8 percent worked at home. The average travel time to work in 2000 was 23.9 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 4.6 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 21.7 percent were high school graduates only (29.6 percent in the U.S.)
- 6.9 percent had completed an Associate degree (7.7 percent in the U.S.)
- 29.9 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 13.0 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.