

Consumer Demographic Profile

For Market:

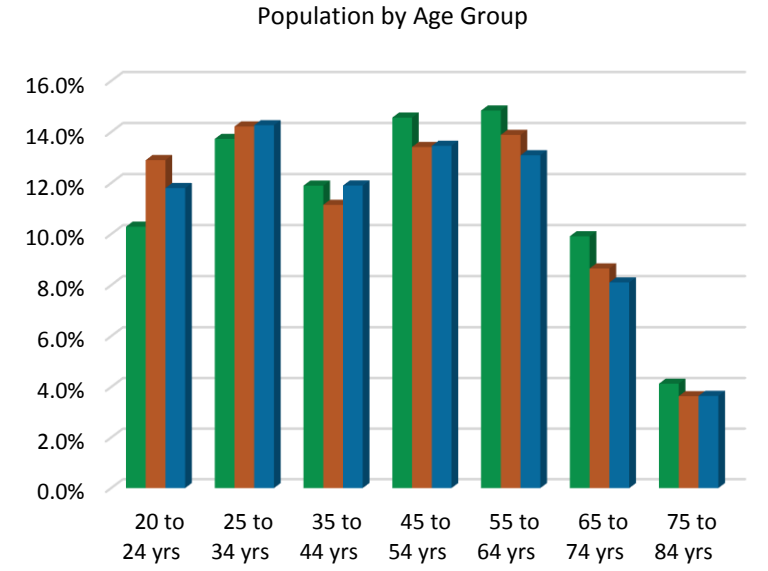
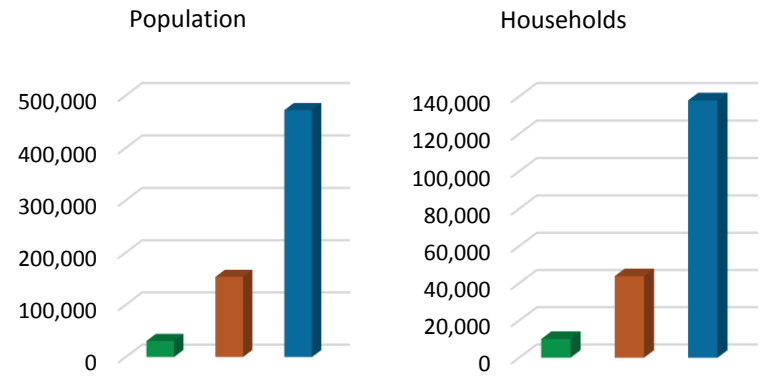
Market Name

Market Definition:

Business Address or Intersection

Date Report Created:

	5 Minutes		10 Minutes		15 Minutes			
	#	%	#	%	#	%		
Market Stats								
Population	30,918	---	153,619	---	472,204	---		
5 Year Projected Pop	32,242	---	158,782	---	494,971	---		
Pop Growth (%)	4.3%	---	3.4%	---	4.8%	---		
Households	10,069	---	43,798	---	137,887	---		
5 Year Projected HHs	10,510	---	45,336	---	144,571	---		
HH Growth (%)	4.4%	---	3.5%	---	4.8%	---		
Census Stats								
2000 Population	30,878	---	153,048	---	456,288	---		
2010 Population	29,954	---	150,636	---	455,115	---		
Pop Growth (%)	-3.0%	---	-1.6%	---	-0.3%	---		
2000 Households	9,741	---	42,613	---	131,122	---		
2010 Households	9,720	---	42,797	---	132,684	---		
HH Growth (%)	-0.2%	---	0.4%	---	1.2%	---		
Total Population by Age								
Average Age	40.6		38.7		38.2			
19 yrs & under	6,005	19.4%	32,336	21.0%	105,927	22.4%		
20 to 24 yrs	3,181	10.3%	19,813	12.9%	55,734	11.8%		
25 to 34 yrs	4,245	13.7%	21,839	14.2%	67,362	14.3%		
35 to 44 yrs	3,679	11.9%	17,122	11.1%	56,204	11.9%		
45 to 54 yrs	4,503	14.6%	20,605	13.4%	63,550	13.5%		
55 to 64 yrs	4,588	14.8%	21,333	13.9%	61,797	13.1%		
65 to 74 yrs	3,065	9.9%	13,293	8.7%	38,272	8.1%		
75 to 84 yrs	1,276	4.1%	5,581	3.6%	17,206	3.6%		
85 + yrs	376	1.2%	1,696	1.1%	6,152	1.3%		
Population Bases								
20-34 yrs	7,426	24.0%	41,653	27.1%	123,095	26.1%		
45-64 yrs	9,091	29.4%	41,938	27.3%	125,347	26.5%		
16 yrs +	25,599	82.8%	125,163	81.5%	378,713	80.2%		
25 yrs +	21,731	70.3%	101,469	66.1%	310,543	65.8%		
65 yrs +	4,717	15.3%	20,570	13.4%	61,631	13.1%		
75 yrs +	1,652	5.3%	7,277	4.7%	23,359	4.9%		
85 yrs +	376	1.2%	1,696	1.1%	6,152	1.3%		



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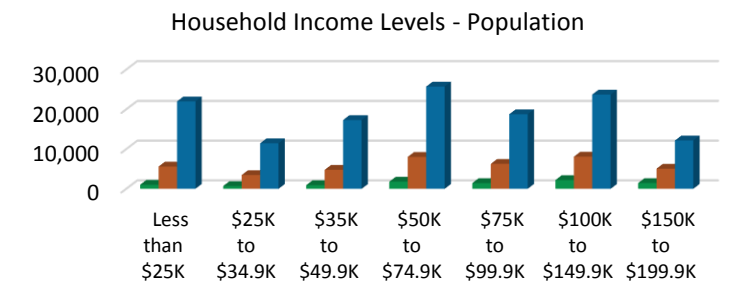
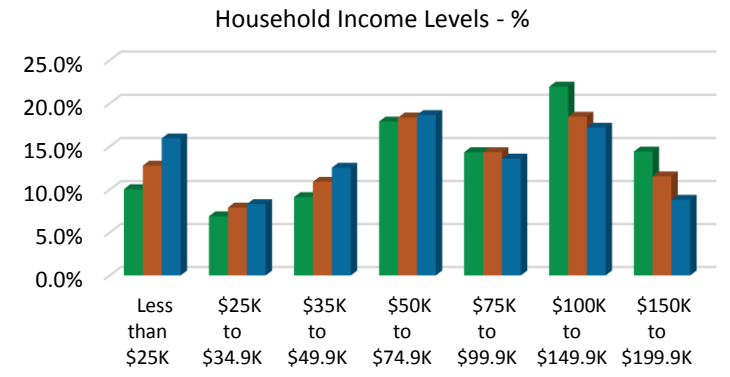
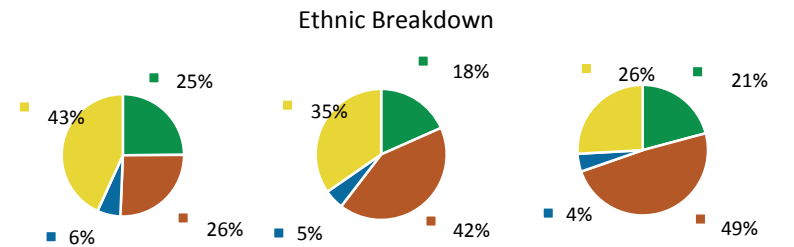
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Population by Race						
White	7,450	24.1%	27,510	17.9%	96,074	20.3%
Hispanic	7,716	25.0%	63,035	41.0%	225,286	47.7%
African American	1,840	6.0%	7,340	4.8%	20,485	4.3%
Asian	12,933	41.8%	51,913	33.8%	119,371	25.3%
Ancestry						
American Indian (ancestry)	35	0.1%	223	0.1%	905	0.2%
Hawaiian (ancestry)	46	0.1%	267	0.2%	709	0.2%
Household Income						
Per Capita Income	\$32,250	---	\$26,792	---	\$25,202	---
Average HH Income	\$99,032	---	\$93,972	---	\$86,305	---
Median HH Income	\$84,444	---	\$75,039	---	\$67,114	---
Less than \$25K	1,012	10.1%	5,603	12.8%	21,988	15.9%
\$25K to \$34.9K	694	6.9%	3,460	7.9%	11,458	8.3%
\$35K to \$49.9K	919	9.1%	4,781	10.9%	17,300	12.5%
\$50K to \$74.9K	1,802	17.9%	8,044	18.4%	25,720	18.7%
\$75K to \$99.9K	1,444	14.3%	6,283	14.3%	18,767	13.6%
\$100K to \$149.9K	2,209	21.9%	8,084	18.5%	23,702	17.2%
\$150K to \$199.9K	1,452	14.4%	5,057	11.5%	12,161	8.8%
\$200K +	535	5.3%	2,486	5.7%	6,792	4.9%
Education						
Less than 9th Grade	1,008	4.6%	10,086	9.9%	32,158	10.4%
Some HS, No Diploma	900	4.1%	7,451	7.3%	26,751	8.6%
HS Grad (or Equivalent)	4,056	18.7%	20,118	19.8%	65,812	21.2%
Some College, No Degree	4,337	20.0%	18,418	18.2%	65,000	20.9%
Associate Degree	1,904	8.8%	8,639	8.5%	26,868	8.7%
Bachelor Degree	6,288	28.9%	24,864	24.5%	65,191	21.0%
Graduates Degree	2,290	10.5%	8,279	8.2%	20,706	6.7%



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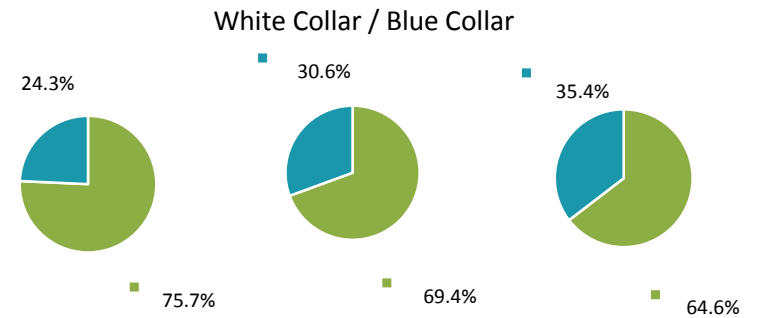
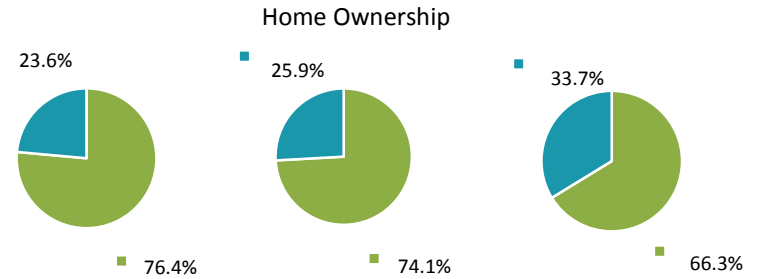
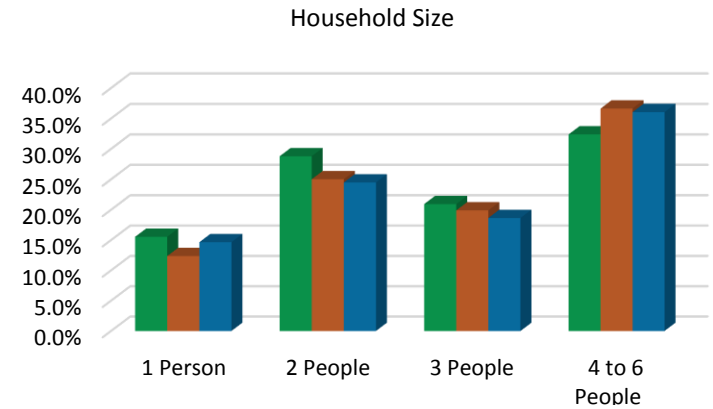
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Family Structure	7,926		36,587		110,953	
Single - Male	478	6.0%	2,240	6.1%	6,480	5.8%
Single - Female	944	11.9%	3,638	9.9%	11,584	10.4%
Single Parent - Male	115	1.4%	1,208	3.3%	3,696	3.3%
Single Parent - Female	444	5.6%	2,633	7.2%	10,138	9.1%
Married w/ Children	2,567	32.4%	12,294	33.6%	35,552	32.0%
Married w/out Children	3,379	42.6%	14,574	39.8%	43,503	39.2%
Household Size						
1 Person	1,565	15.5%	5,413	12.4%	20,211	14.7%
2 People	2,900	28.8%	10,960	25.0%	33,770	24.5%
3 People	2,107	20.9%	8,716	19.9%	25,708	18.6%
4 to 6 People	3,260	32.4%	16,040	36.6%	49,706	36.0%
7+ People	237	2.4%	2,669	6.1%	8,491	6.2%
Home Ownership	10,069		43,798		137,887	
Owners	7,697	76.4%	32,461	74.1%	91,367	66.3%
Renters	2,372	23.6%	11,337	25.9%	46,520	33.7%
Components of Change						
Births	381	1.2%	2,016	1.3%	6,342	1.3%
Deaths	213	0.7%	969	0.6%	2,998	0.6%
Migration	215	0.7%	94	0.1%	1,235	0.3%
Employment (Pop 16+)	25,599		125,163		378,713	
Armed Services	10	0.0%	59	0.0%	113	0.0%
Civilian	16,337	63.8%	77,961	62.3%	237,230	62.6%
Employed	15,588	60.9%	73,601	58.8%	223,519	59.0%
Unemployed	749	2.9%	4,361	3.5%	13,711	3.6%
Not in Labor Force	9,252	36.1%	47,142	37.7%	141,370	37.3%
Employed Population	15,588		73,601		223,519	
White Collar	11,804	75.7%	51,086	69.4%	144,364	64.6%
Blue Collar	3,785	24.3%	22,515	30.6%	79,154	35.4%



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Employment By Occupation	15,588		73,601		223,519	
White Collar	11,804	75.7%	51,086	69.4%	144,364	64.6%
Managerial executive	3,638	23.3%	13,438	18.3%	34,431	15.4%
Prof specialty	4,235	27.2%	16,592	22.5%	44,511	19.9%
Healthcare support	335	2.2%	1,294	1.8%	4,268	1.9%
Sales	1,871	12.0%	9,081	12.3%	26,817	12.0%
Office Admin	1,724	11.1%	10,681	14.5%	34,338	15.4%
Blue Collar	3,785	24.3%	22,515	30.6%	79,154	35.4%
Protective	236	1.5%	1,154	1.6%	4,736	2.1%
Food Prep Serving	807	5.2%	3,505	4.8%	12,499	5.6%
Bldg Maint/Cleaning	216	1.4%	2,546	3.5%	8,162	3.7%
Personal Care	699	4.5%	2,368	3.2%	8,653	3.9%
Farming/Fishing/Forestry	20	0.1%	275	0.4%	749	0.3%
Construction	579	3.7%	4,754	6.5%	16,650	7.4%
Production Transp	1,228	7.9%	7,913	10.8%	27,705	12.4%
Employment By Industry	15,588		73,601		223,519	
Agri Mining Const	696	4.5%	3,958	5.4%	13,898	6.2%
Manufacturing	1,750	11.2%	8,769	11.9%	26,390	11.8%
Transportation	797	5.1%	4,283	5.8%	13,213	5.9%
Information	297	1.9%	1,534	2.1%	4,200	1.9%
Wholesale Retail	2,504	16.1%	12,992	17.7%	38,720	17.3%
Fin Insur Real Estate	1,413	9.1%	5,570	7.6%	14,937	6.7%
Professional Services	1,172	7.5%	4,866	6.6%	12,707	5.7%
Management Services	0	0.0%	20	0.0%	42	0.0%
Admin Waste Services	392	2.5%	2,976	4.0%	10,126	4.5%
Educational services	3,732	23.9%	16,412	22.3%	48,248	21.6%
Entertain services	1,301	8.3%	5,785	7.9%	20,297	9.1%
Other Prof services	733	4.7%	3,348	4.5%	10,882	4.9%
Public admin	800	5.1%	3,089	4.2%	9,859	4.4%

