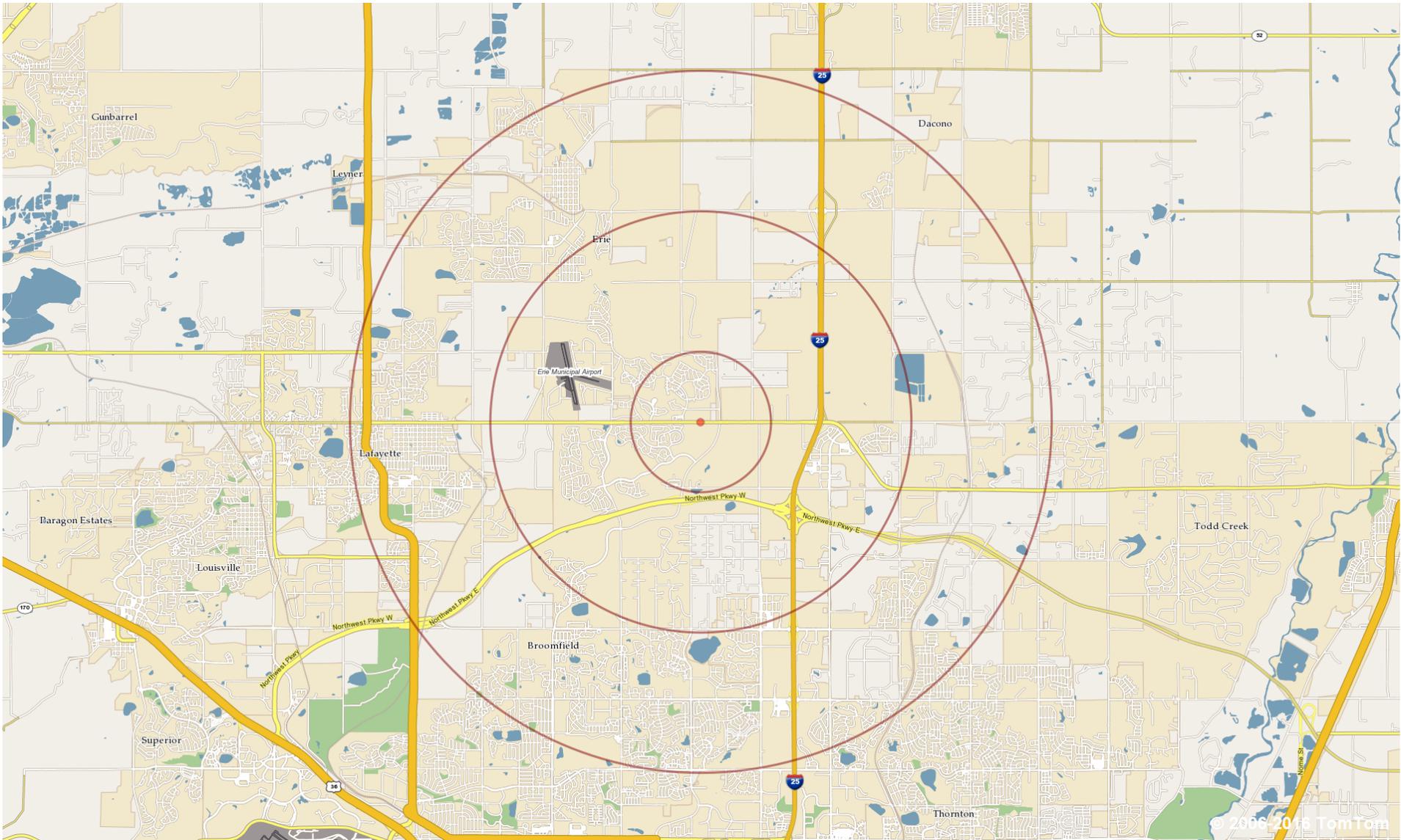


Hwy 7 & Sheridan 1, 3 & 5 Miles



Demographic Detail Comparison



Geography: 1 Mile: Highway 7 & Sheridan, 3 Miles: Highway 7 & Sheridan, 5 Miles: Highway 7 & Sheridan

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
2015A Demographics:			
Employees	500	3,409	20,660
Establishments*	148	650	3,154
Total Population	5,846	17,771	90,187
Total Households	2,050	6,460	32,007
Female Population	2,935	8,959	45,673
% Female	50.2%	50.4%	50.6%
Male Population	2,910	8,812	44,514
% Male	49.7%	49.5%	49.3%
Population Density (per Sq. Mi.)	1,856.56	627.11	1,145.71
Employed Civilian Population 16+			
Total	2,428	8,318	46,385
White Collar	81.2%	79.8%	71.2%
Blue Collar	18.7%	20.1%	28.7%
Seasonal Population by Quarter:			
Q4 2011	43	126	389
Q1 2012	41	124	385
Q2 2012	36	114	344
Q3 2012	38	110	334
Q4 2012	37	108	323
Q1 2013	35	105	314
Q2 2013	39	115	306
Q3 2013	39	113	294
Q4 2013	39	113	284
Age:			
Age 0 - 4	11.0%	8.1%	7.2%
Age 5 - 14	18.7%	16.2%	16.9%
Age 15 - 19	4.3%	4.6%	6.3%
Age 20 - 24	2.5%	2.8%	4.6%
Age 25 - 34	14.5%	11.2%	12.1%
Age 35 - 44	22.8%	18.1%	17.2%
Age 45 - 54	11.8%	13.3%	14.9%
Age 55 - 64	7.9%	12.7%	11.5%
Age 65 - 74	4.7%	9.1%	6.0%
Age 75 - 84	0.9%	2.9%	2.2%
Age 85 +	0.2%	0.4%	0.6%
Median Age	34.4	38.7	36.6
Housing Units			
Total Housing Units	2,168	6,762	32,790
Occupied Housing Units	94.5%	95.5%	97.6%

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Vacant Housing Units	5.4%	4.4%	2.3%
Housing Units by Tenure			
Owner Occupied Housing Units	2,050	6,460	32,007
Owner Occupied free and clear	8.0%	16.5%	13.5%
Owner Occupied with a mortgage or loan	77.1%	73.0%	70.0%
Renter Occupied Housing Units	14.7%	10.4%	16.3%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.3%	0.4%	0.6%
Asian	4.7%	4.4%	5.3%
Black	0.6%	0.9%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	88.3%	89.4%	84.9%
Other	2.3%	1.9%	4.4%
Multi-Race	3.5%	2.7%	3.4%
Hispanic Ethnicity	9.0%	8.3%	14.6%
Not of Hispanic Ethnicity	90.9%	91.6%	85.3%
Race of Hispanics			
Hispanics	530	1,492	13,195
American Indian	2.2%	1.7%	1.8%
Asian	0.0%	0.2%	0.4%
Black	0.1%	0.6%	0.8%
Hawaiian/Pacific Islander	0.1%	0.0%	0.0%
White	62.1%	65.1%	59.6%
Other	24.1%	22.2%	29.3%
Multi-Race	11.2%	9.8%	7.7%
Race of Non Hispanics			
Non Hispanics	5,316	16,280	76,993
American Indian	0.1%	0.3%	0.4%
Asian	5.2%	4.7%	6.2%
Black	0.6%	0.9%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	91.0%	91.6%	89.2%
Other	0.2%	0.1%	0.1%
Multi-Race	2.7%	2.1%	2.7%
Marital Status:			
Age 15 + Population	4,101	13,429	68,392
Divorced	7.0%	7.2%	10.1%
Never Married	21.1%	18.3%	23.9%
Now Married	70.1%	70.7%	62.2%
Now Married - Separated	0.5%	1.0%	0.7%
Widowed	1.6%	3.6%	3.6%

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Educational Attainment:			
Total Population Age 25+	3,695	12,103	58,483
Grade K - 8	0.5%	1.0%	1.6%
Grade 9 - 12	3.2%	3.4%	3.6%
High School Graduate	14.1%	16.0%	17.7%
Associates Degree	7.3%	6.9%	7.7%
Bachelor's Degree	33.5%	33.3%	30.7%
Graduate Degree	19.1%	18.5%	16.8%
Some College, No Degree	21.4%	20.2%	21.0%
No Schooling Completed	0.5%	0.3%	0.4%
Household Income:			
Income \$ 0 - \$9,999	1.7%	2.0%	2.8%
Income \$ 10,000 - \$14,999	0.5%	0.5%	1.4%
Income \$ 15,000 - \$24,999	2.0%	2.0%	4.2%
Income \$ 25,000 - \$34,999	2.0%	2.9%	4.7%
Income \$ 35,000 - \$49,999	4.9%	5.3%	8.2%
Income \$ 50,000 - \$74,999	17.0%	16.6%	17.6%
Income \$ 75,000 - \$99,999	20.7%	20.1%	17.2%
Income \$100,000 - \$124,999	15.2%	14.6%	14.9%
Income \$125,000 - \$149,999	12.5%	11.4%	10.0%
Income \$150,000 +	23.0%	24.1%	18.4%
Average Household Income	\$129,190	\$130,853	\$111,780
Median Household Income	\$101,208	\$100,329	\$90,115
Per Capita Income	\$45,308	\$47,566	\$39,676
Vehicles Available			
0 Vehicles Available	1.6%	2.0%	1.8%
1 Vehicle Available	14.0%	13.2%	21.5%
2+ Vehicles Available	84.2%	84.6%	76.5%
Average Vehicles Per Household	2.43	2.44	2.21
Total Vehicles Available	4,990	15,820	70,906

2020 Demographics:

Total Population	7,489	21,736	102,677
Total Households	2,652	7,950	36,538
Female Population	3,775	10,954	51,906
% Female	50.3%	50.3%	50.5%
Male Population	3,714	10,782	50,771
% Male	49.6%	49.6%	49.4%
Population Density (per Sq. Mi.)	1,492.71	488.49	998.65

Employed Civilian Population 16+

Total	3,215	10,568	55,218
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	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
% White Collar	81.4%	80.1%	72.2%
% Blue Collar	18.5%	19.8%	27.7%
Age:			
Age 0 - 4	10.4%	7.7%	6.9%
Age 5 - 14	19.5%	16.3%	16.1%
Age 15 - 19	4.6%	4.8%	6.5%
Age 20 - 24	2.8%	3.1%	4.8%
Age 25 - 34	12.0%	9.8%	11.4%
Age 35 - 44	22.2%	17.6%	16.6%
Age 45 - 54	12.1%	12.7%	13.9%
Age 55 - 64	8.3%	12.7%	12.2%
Age 65 - 74	5.9%	10.6%	7.7%
Age 75 - 84	1.4%	3.4%	2.7%
Age 85 +	0.3%	0.5%	0.7%
Median Age	35.2	39.4	37.5
Housing Units Trend			
Total Housing Units	2,816	8,349	37,516
Owner Occupied Housing Units	94.1%	95.2%	97.3%
Renter Occupied Housing Units	15.3%	10.7%	15.8%
Vacant Housing Units	5.8%	4.7%	2.6%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.3%	0.4%	0.6%
Asian	5.4%	5.1%	6.1%
Black	0.6%	0.9%	1.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	86.8%	87.9%	83.4%
Other	2.6%	2.2%	4.4%
Multi-Race	4.1%	3.2%	3.9%
Hispanic Ethnicity	10.1%	9.2%	15.3%
Not of Hispanic Ethnicity	89.8%	90.7%	84.6%
Race of Hispanics			
Hispanics	762	2,011	15,714
American Indian	2.3%	1.5%	1.7%
Asian	0.0%	0.1%	0.4%
Black	0.0%	0.5%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	61.6%	64.3%	60.0%
Other	24.1%	22.8%	28.5%
Multi-Race	11.6%	10.3%	8.2%
Race of Non Hispanics			
Non Hispanics	6,727	19,724	86,963
American Indian	0.1%	0.2%	0.4%
Asian	6.0%	5.6%	7.2%

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Black	0.6%	0.9%	1.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	89.6%	90.3%	87.6%
Other	0.1%	0.1%	0.1%
Multi-Race	3.2%	2.5%	3.2%
Marital Status:			
Age 15 + Population	5,248	16,475	78,940
Divorced	7.0%	7.2%	10.0%
Never Married	21.6%	18.7%	23.9%
Now Married	69.7%	70.3%	62.3%
Now Married - Separated	0.5%	1.0%	0.7%
Widowed	1.5%	3.6%	3.7%
Educational Attainment:			
Total Population Age 25+	4,685	14,722	67,235
Grade K - 9	0.4%	0.9%	1.5%
Grade 9 - 12	3.1%	3.3%	3.5%
High School Graduate	13.8%	15.5%	17.0%
Associates Degree	7.3%	7.0%	7.8%
Bachelor's Degree	33.9%	33.4%	31.3%
Graduate Degree	19.2%	18.8%	17.2%
Some College, No Degree	21.5%	20.4%	20.8%
No Schooling Completed	0.5%	0.4%	0.4%
Household Income:			
Income \$ 0 - \$9,999	1.0%	1.2%	1.8%
Income \$ 10,000 - \$14,999	0.5%	0.6%	1.3%
Income \$ 15,000 - \$24,999	1.5%	1.5%	3.2%
Income \$ 25,000 - \$34,999	1.6%	2.1%	3.7%
Income \$ 35,000 - \$49,999	3.7%	3.8%	6.5%
Income \$ 50,000 - \$74,999	12.8%	12.0%	13.1%
Income \$ 75,000 - \$99,999	18.8%	17.6%	15.8%
Income \$100,000 - \$124,999	16.7%	16.0%	16.0%
Income \$125,000 - \$149,999	14.5%	13.9%	13.2%
Income \$150,000 +	28.5%	30.9%	25.0%
Average Household Income	\$147,002	\$152,558	\$132,374
Median Household Income	\$114,292	\$116,690	\$106,608
Per Capita Income	\$52,051	\$55,800	\$47,111
Vehicles Available			
0 Vehicles Available	1.6%	2.0%	1.8%
1 Vehicle Available	14.1%	13.5%	21.0%
2+ Vehicles Available	84.1%	84.4%	77.1%
Average Vehicles Per Household	2.42	2.43	2.22
Total Vehicles Available	6,419	19,367	81,202

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
2010 Demographics:			
Total Population	4,700	13,843	78,612
Total Households	1,676	5,000	27,895
Female Population	2,362	6,989	39,785
% Female	50.2%	50.4%	50.6%
Male Population	2,338	6,854	38,827
% Male	49.7%	49.5%	49.3%
Population Density (per Sq. Mi.)	1,492.71	488.49	998.65
Employed Civilian Population 16+			
Total	2,132	6,674	39,955
% White Collar	80.5%	79.1%	71.0%
% Blue Collar	19.4%	20.8%	28.9%
Age:			
Age 0 - 4	11.9%	9.3%	8.1%
Age 5 - 14	17.5%	16.1%	16.9%
Age 15 - 19	4.1%	4.7%	6.2%
Age 20 - 24	2.4%	2.5%	3.8%
Age 25 - 34	17.3%	13.1%	12.7%
Age 35 - 44	21.7%	18.2%	17.9%
Age 45 - 54	11.2%	13.7%	15.7%
Age 55 - 64	8.3%	12.0%	10.8%
Age 65 - 74	3.9%	7.2%	4.8%
Age 75 - 84	1.0%	2.3%	1.9%
Age 85 +	0.2%	0.3%	0.5%
Median Age	33.5	37.0	36.1
Housing Units			
Total Housing Units	1,808	5,314	29,183
Occupied Housing Units	92.7%	94.0%	95.5%
Vacant Housing Units	7.2%	5.9%	4.4%
Housing Units by Tenure			
Owner Occupied Housing Units	1,676	5,000	27,895
Owner Occupied free and clear	6.2%	13.5%	12.0%
Owner Occupied with a mortgage or loan	79.8%	76.7%	72.4%
Renter Occupied Housing Units	13.8%	9.7%	15.4%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.3%	0.4%	0.6%
Asian	4.0%	4.0%	5.2%
Black	0.6%	0.8%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	89.1%	89.8%	85.9%
Other	2.4%	2.0%	4.1%
Multi-Race	3.2%	2.7%	3.0%

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Hispanic Ethnicity	8.6%	8.2%	13.7%
Not of Hispanic Ethnicity	91.3%	91.7%	86.2%
Race of Hispanics			
Hispanics	406	1,142	10,831
American Indian	2.6%	1.9%	1.8%
Asian	0.0%	0.2%	0.4%
Black	0.1%	0.6%	0.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	60.4%	63.3%	60.2%
Other	26.2%	23.5%	29.3%
Multi-Race	10.4%	10.2%	7.4%
Race of Non Hispanics			
Non Hispanics	4,294	12,701	67,781
American Indian	0.1%	0.3%	0.4%
Asian	4.4%	4.3%	5.9%
Black	0.6%	0.8%	0.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	91.8%	92.2%	90.0%
Other	0.2%	0.1%	0.1%
Multi-Race	2.5%	2.0%	2.3%
Marital Status:			
Age 15 + Population	3,316	10,312	58,884
Divorced	7.8%	7.5%	10.7%
Never Married	21.3%	20.8%	25.3%
Now Married	68.5%	68.8%	60.5%
Now Married - Separated	1.9%	1.6%	1.0%
Widowed	2.2%	2.7%	3.3%
Educational Attainment:			
Total Population Age 25+	3,005	9,307	50,950
Grade K - 8	0.5%	1.0%	1.7%
Grade 9 - 12	3.3%	3.6%	3.8%
High School Graduate	16.1%	17.5%	18.8%
Associates Degree	7.8%	7.0%	7.5%
Bachelor's Degree	30.2%	32.0%	30.3%
Graduate Degree	18.6%	17.7%	15.8%
Some College, No Degree	22.7%	20.5%	21.4%
No Schooling Completed	0.4%	0.3%	0.4%
Household Income:			
Income \$ 0 - \$9,999	1.7%	2.4%	3.1%
Income \$ 10,000 - \$14,999	0.5%	0.5%	1.6%
Income \$ 15,000 - \$24,999	3.1%	2.7%	4.7%

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Income \$ 25,000 - \$34,999	2.7%	3.3%	5.4%
Income \$ 35,000 - \$49,999	6.0%	6.2%	9.8%
Income \$ 50,000 - \$74,999	19.5%	19.0%	20.3%
Income \$ 75,000 - \$99,999	20.9%	21.5%	17.3%
Income \$100,000 - \$124,999	15.7%	15.1%	14.5%
Income \$125,000 - \$149,999	11.9%	10.6%	9.0%
Income \$150,000 +	17.4%	18.2%	14.0%
Average Household Income	\$119,178	\$119,826	\$102,166
Median Household Income	\$93,979	\$92,736	\$81,710
Per Capita Income	\$42,500	\$43,282	\$36,259

Vehicles Available

0 Vehicles Available	1.1%	1.8%	1.8%
1 Vehicle Available	14.2%	12.7%	22.0%
2+ Vehicles Available	84.5%	85.4%	76.1%
Average Vehicles Per Household	2.52	2.50	2.21
Total Vehicles Available	4,233	12,543	61,795

2000 Census Demographics:

Total Population	68	3,148	47,846
Total Households	25	1,093	16,871
Female Population	30	1,526	23,775
% Female	44.3%	48.4%	49.6%
Male Population	38	1,622	24,070
% Male	55.6%	51.5%	50.3%

Employed Civilian Population 16+

Total	27	1,744	26,494
% White Collar	19.7%	28.9%	30.3%
% Blue Collar	80.2%	71.0%	69.6%

Age:

Age 0 - 4	8.6%	4.2%	8.3%
Age 5 - 14	12.9%	17.4%	16.9%
Age 15 - 19	2.7%	7.7%	6.9%
Age 20 - 24	2.4%	3.6%	4.1%
Age 25 - 34	5.5%	6.9%	16.7%
Age 35 - 44	23.2%	23.1%	21.5%
Age 45 - 54	24.2%	18.1%	14.3%
Age 55 - 64	15.2%	12.1%	6.2%
Age 65 - 74	3.0%	4.7%	2.9%
Age 75 - 84	0.8%	0.8%	1.3%
Age 85 +	1.0%	0.8%	0.4%
Median Age	40.8	39.2	33.5

Housing Units

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Total Housing Units	25	1,111	17,296
Owner Occupied Housing Units	97.4%	92.4%	82.3%
Renter Occupied Housing Units	2.5%	6.0%	15.1%
Vacant Housing Units	0.0%	1.5%	2.4%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.0%	0.2%	1.2%
Asian	0.4%	0.7%	3.4%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.0%	0.0%	0.7%
White	97.9%	94.6%	86.9%
Other	0.3%	2.6%	5.1%
Two or More Races	1.2%	1.6%	2.4%
Hispanic Ethnicity	7.0%	6.7%	13.5%
Not of Hispanic Ethnicity	93.0%	93.2%	86.4%
Marital Status:			
Age 15 + Population	54	2,463	35,735
Divorced	11.8%	6.2%	10.3%
Never Married	17.2%	18.1%	22.5%
Now Married	76.0%	71.7%	61.6%
Separated	0.3%	0.8%	2.5%
Widowed	1.2%	3.2%	2.8%
Educational Attainment:			
Total Population Age 25+	42	2,096	30,402
Grade K - 8	0.5%	1.6%	2.6%
Grade 9 - 11, No diploma	2.9%	3.6%	5.0%
High School Graduate	23.9%	26.8%	22.3%
Associates Degree	5.1%	6.4%	7.9%
Bachelor's Degree	25.1%	19.0%	25.0%
Graduate Degree	11.8%	16.0%	12.1%
Some College, No Degree	30.3%	26.3%	23.9%
No Schooling Completed	0.0%	0.0%	0.8%
Public School Enrollment	92.0%	94.2%	86.6%
Private School Enrollment	7.9%	5.7%	13.3%
Household Income:			
Income \$ 0 - \$9,999	1.5%	2.5%	3.7%
Income \$ 10,000 - \$14,999	0.5%	1.1%	2.4%
Income \$ 15,000 - \$24,999	3.4%	3.9%	6.1%
Income \$ 25,000 - \$34,999	1.8%	4.8%	8.6%
Income \$ 35,000 - \$49,999	3.6%	7.1%	12.4%
Income \$ 50,000 - \$74,999	21.2%	23.7%	27.5%
Income \$ 75,000 - \$99,999	25.1%	21.1%	18.1%
Income \$100,000 - \$124,999	9.0%	14.2%	9.9%
Income \$125,000 - \$149,999	8.6%	5.6%	4.6%

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Income \$150,000 - \$199,999	2.5%	7.1%	3.3%
Income \$200,000 or More	8.5%	7.2%	2.9%
Average Household Income	\$94,433	\$99,958	\$74,763
Median Household Income	\$85,523	\$81,225	\$64,607
Per Capita Income	\$34,930	\$34,714	\$26,363

Vehicles Available

0 Vehicles Available	0.0%	3.1%	2.4%
1 Vehicle Available	3.6%	8.4%	22.2%
2 Vehicles Available	33.2%	35.8%	47.7%
3+ Vehicles Available	63.0%	52.5%	27.6%
Average Vehicles Per Household	2.89	2.60	2.10
Total Vehicles Available	74	2,877	35,542

Population Trend

2000	68	3,148	47,846
2010	4,700	13,843	78,612
Change 2000 to 2010	6,766.3%	339.7%	64.3%
2015A	5,846	17,771	90,187
2020	7,489	21,736	102,677
Change 2015A to 2020	28.1%	22.3%	13.8%

Household Trend

2000	25	1,093	16,871
2010	1,676	5,000	27,895
Change 2000 to 2010	7,997.2%	490.9%	89.7%
2015A	2,050	6,460	32,007
2020	2,652	7,950	36,538
Change 2015A to 2020	29.3%	23.0%	14.1%

Average Household Size Trend

2000	2.7	2.8	2.8
2010	2.8	2.7	2.8
Change 2000 to 2010	1.9%	-2.9%	0.3%
2015A	2.8	2.7	2.8
2020	2.8	2.7	2.8
Change 2015A to 2020	0.9%	0.5%	0.2%

Median Age Trend

2000	40.8	39.2	33.5
2010	33.5	37.0	36.1
2015A	34.4	38.7	36.6
2020	35.2	39.4	37.5

Housing Units Trend

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Total Housing Units			
Change 2000 to 2010	7,040.7%	378.4%	68.7%
Change 2015A to 2020	29.8%	23.4%	14.4%
Owner Occupied Housing Units			
Change 2000 to 2010	5,747.4%	339.5%	65.5%
Change 2015A to 2020	28.4%	22.6%	14.7%
Renter Occupied Housing Units			
Change 2000 to 2010	36,483.7%	631.7%	63.9%
Change 2015A to 2020	34.5%	26.4%	10.9%
Vacant Housing Units			
Change 2000 to 2010	N/A%	1,696.3%	202.8%
Change 2015A to 2020	39.1%	32.1%	24.8%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	N/A%	666.0%	-18.3%
Change 2015A to 2020	38.9%	18.2%	10.7%

Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	65,701.2%	2,214.0%	148.0%
Change 2015A to 2020	46.6%	42.7%	31.4%

Black

Change 2000 to 2010	N/A%	11,680.8%	120.6%
Change 2015A to 2020	30.3%	24.0%	18.7%

White

Change 2000 to 2010	6,148.3%	317.7%	62.4%
Change 2015A to 2020	25.8%	20.2%	11.8%

Other

Change 2000 to 2010	47,753.8%	244.9%	33.5%
Change 2015A to 2020	41.9%	37.6%	15.7%

Two or More Races

Change 2000 to 2010	17,858.6%	614.1%	102.1%
Change 2015A to 2020	49.8%	45.5%	32.2%

Hispanic Ethnicity

Change 2000 to 2010	8,374.3%	438.1%	67.5%
Change 2015A to 2020	43.6%	34.8%	19.0%

Not of Hispanic Ethnicity

Change 2000 to 2010	6,645.3%	332.6%	63.7%
Change 2015A to 2020	26.5%	21.1%	12.9%

*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

Daytime Population Comparison



Geography: 1 Mile: Highway 7 & Sheridan, 3 Miles: Highway 7 & Sheridan, 5 Miles: Highway 7 & Sheridan

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
2015A Population & Household Overview			
Population	5,846	17,771	90,187
Household Population	5,846	17,771	90,152
Family Population	90.0%	90.2%	88.5%
Non-family Population	9.9%	9.7%	11.4%
Group Quarters Population	0	1	35
Households	2,050	6,460	32,007
Family Households	84.6%	87.6%	81.7%
Non-family Households	15.3%	12.3%	18.2%
2015A Daytime Population			
Total Daytime Population	3,033	9,215	56,280
Population aged 16 and under (Children)	1,834	3,287	21,845
Daytime Population Age 16+	1,200	5,929	34,435
Civilian 16+, at Workplace	289	1,663	15,273
Civilian 16+, Unemployed	56	342	1,962
Civilian 16+, Work at home	203	752	3,391
Homemakers Age 16+	714	2,101	7,743
Retired population Age 65+	235	1,838	6,381
Student popn: Pre-kindergarten to 8th	1,422	2,033	15,046
Student popn: 9th grade-12th grade	54	638	4,605
Student popn: Post-secondary students	157	558	3,902

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Consumer Expenditure Comparison



Geography: 1 Mile: Highway 7 & Sheridan, 3 Miles: Highway 7 & Sheridan, 5 Miles: Highway 7 & Sheridan

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
2015A Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	2,050	6,460	32,007
Median Household Income	\$101,208	\$100,329	\$90,115
Total Average Household Expenditure	\$69,388	\$69,301	\$64,448
Airline Fares	\$667	\$635	\$549
Alcoholic beverages purchased on trips	\$70	\$81	\$69
Alimony Expenditures	\$29	\$38	\$36
Alteration, Repair and Tailoring of Apparel and Accessories	\$12	\$12	\$11
Apparel and Services for Children Under 2	\$123	\$105	\$100
Apparel Laundry and Dry Cleaning not coin-operated	\$211	\$198	\$171
Audio Equipment and Sound Components	\$0	\$0	\$0
Books thru book clubs	\$4	\$5	\$4
Books not thru book clubs	\$38	\$47	\$38
Boys' active sportswear	\$5	\$4	\$4
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,547	\$1,973	\$1,693
CDs, Records, Audio Tapes	\$20	\$18	\$16
Cellular Phone Service	\$1,116	\$1,086	\$1,042
Child Support Expenditures	\$113	\$110	\$112
College Tuition	\$484	\$584	\$581
Computers and Computer Hardware for nonbusiness use	\$195	\$196	\$171
Computer information services	\$301	\$307	\$306
Coolant, brake fluid, transmission fluid, and other additives	\$7	\$6	\$7
Cosmetics, perfume, bath preparations	\$250	\$241	\$222
Deodorants, feminine hygiene, miscellaneous personal care	\$51	\$46	\$42
Electricity	\$1,254	\$1,313	\$1,265
Fees for Recreational Lessons	\$449	\$353	\$326
Finance Charges Excluding Mortgage And Vehicle	\$27	\$23	\$25
Floor Coverings, Nonpermanent	\$27	\$28	\$26
Food or Board at School	\$43	\$47	\$42
Food on out-of-town trips	\$617	\$597	\$529
Funeral Expenses	\$57	\$74	\$74
Furniture	\$493	\$501	\$463
Gasoline And Motor Oil	\$2,654	\$2,486	\$2,399
Girls' Active Sportswear	\$22	\$18	\$17
Hair Care Products	\$114	\$104	\$99
Hospital Room and Services	\$303	\$255	\$240
Health Care Insurance	\$451	\$461	\$443
Health Maintenance Organization (not BCBS)	\$968	\$961	\$897
Housekeeping Services	\$184	\$223	\$187
Household Textiles	\$188	\$191	\$176
Intracity Bus Fares	\$13	\$14	\$12

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Intracity Mass Transit Fares	\$42	\$40	\$42
Jewelry	\$141	\$142	\$124
Legal fees	\$196	\$176	\$170
Life and Other Personal Insurance	\$383	\$476	\$394
Maintenance and Repair Services	\$1,141	\$1,377	\$1,201
Medical equipment for general use	\$4	\$4	\$4
Men's Suits	\$42	\$43	\$40
Miscellaneous fees	\$4	\$4	\$4
Mortgage interest and charges owned dwellings	\$6,690	\$6,189	\$5,655
Mortgage interest and charges owned vacation homes	\$429	\$462	\$437
Movie, Theater, Amusement parks, and Other	\$20	\$18	\$18
Natural Gas	\$624	\$623	\$587
New Cars	\$849	\$859	\$784
New Trucks	\$1,195	\$1,117	\$998
New Motorcycle	\$26	\$30	\$28
Newspaper, Magazine by Subscription	\$24	\$34	\$29
Oral Hygiene Products, Articles	\$53	\$60	\$51
Other Household Products	\$634	\$637	\$538
Other Home Services	\$27	\$30	\$27
Other Tobacco Products	\$267	\$266	\$270
Personal Care Services	\$459	\$447	\$391
Pet Purchase, Supplies, Medicine	\$181	\$192	\$176
Photo Processing	\$16	\$17	\$14
Portable Heating and Cooling Equipment	\$12	\$14	\$13
Property taxes owned dwellings	\$1,934	\$1,993	\$1,801
Property taxes owned vacation homes	\$63	\$81	\$71
Rent	\$3,404	\$3,280	\$3,525
Satellite Dishes	\$2	\$1	\$1
Shaving Needs	\$41	\$38	\$35
Small Electric Kitchen Appliances	\$49	\$50	\$48
Residential Telephone/Pay Phones	\$216	\$258	\$227
Televisions	\$95	\$84	\$79
Tobacco Products and Smoking supplies	\$267	\$266	\$270
Tolls or Electronic Toll Passes	\$44	\$41	\$37
Toys, Games, Arts and Crafts, and Tricycles	\$233	\$213	\$201
Used Cars	\$1,131	\$986	\$954
Used Trucks	\$1,243	\$1,091	\$1,037
VCR's and Video Disc Players	\$8	\$8	\$7
Vehicle Insurance	\$1,310	\$1,219	\$1,209
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$15	\$14	\$14
Video Game Hardware And Software	\$174	\$133	\$124
Watches	\$55	\$47	\$41
Women's Suits	\$15	\$18	\$15

1 Mile: Highway 7 & Sheridan 3 Miles: Highway 7 & Sheridan 5 Miles: Highway 7 & Sheridan

1 Mile: Highway 7 & Sheridan 3 Miles: Highway 7 & Sheridan 5 Miles: Highway 7 & Sheridan

2020 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	2,652	7,950	36,538
Median Household Income	\$114,292	\$116,690	\$106,608
Total Average Household Expenditure	\$83,455	\$83,661	\$78,286
Airline Fares	\$817	\$780	\$684
Alcoholic beverages purchased on trips	\$90	\$105	\$92
Alimony Expenditures	\$45	\$57	\$54
Alteration, Repair and Tailoring of Apparel and Accessories	\$16	\$17	\$15
Apparel and Services for Children Under 2	\$164	\$144	\$139
Apparel Laundry and Dry Cleaning not coin-operated	\$287	\$271	\$243
Audio Equipment and Sound Components	\$1	\$1	\$1
Books thru book clubs	\$2	\$3	\$2
Books not thru book clubs	\$21	\$26	\$22
Boys' active sportswear	\$7	\$6	\$6
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,363	\$2,956	\$2,584
CDs, Records, Audio Tapes	\$25	\$23	\$21
Cellular Phone Service	\$1,302	\$1,284	\$1,242
Child Support Expenditures	\$162	\$154	\$155
College Tuition	\$572	\$699	\$703
Computers and Computer Hardware for nonbusiness use	\$243	\$250	\$219
Computer information services	\$346	\$351	\$348
Coolant, brake fluid, transmission fluid, and other additives	\$8	\$8	\$8
Cosmetics, perfume, bath preparations	\$304	\$294	\$272
Deodorants, feminine hygiene, miscellaneous personal care	\$61	\$56	\$52
Electricity	\$1,424	\$1,490	\$1,434
Fees for Recreational Lessons	\$532	\$416	\$383
Finance Charges Excluding Mortgage And Vehicle	\$30	\$25	\$27
Floor Coverings, Nonpermanent	\$32	\$33	\$31
Food or Board at School	\$57	\$61	\$56
Food on out-of-town trips	\$811	\$781	\$698
Funeral Expenses	\$72	\$92	\$91
Furniture	\$598	\$609	\$568
Gasoline And Motor Oil	\$3,182	\$3,005	\$2,901
Girls' Active Sportswear	\$32	\$26	\$25
Hair Care Products	\$138	\$125	\$120
Hospital Room and Services	\$298	\$251	\$241
Health Care Insurance	\$483	\$492	\$475
Health Maintenance Organization (not BCBS)	\$1,057	\$1,045	\$994
Housekeeping Services	\$229	\$274	\$236
Household Textiles	\$232	\$235	\$217
Intracity Bus Fares	\$16	\$18	\$15
Intracity Mass Transit Fares	\$46	\$44	\$45
Jewelry	\$196	\$200	\$183

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Legal fees	\$230	\$208	\$200
Life and Other Personal Insurance	\$480	\$596	\$503
Maintenance and Repair Services	\$1,141	\$1,377	\$1,201
Medical equipment for general use	\$4	\$4	\$4
Men's Suits	\$60	\$62	\$59
Miscellaneous fees	\$4	\$5	\$5
Mortgage interest and charges owned dwellings	\$7,873	\$7,283	\$6,672
Mortgage interest and charges owned vacation homes	\$500	\$529	\$505
Movie, Theater, Amusement parks, and Other	\$24	\$22	\$21
Natural Gas	\$698	\$698	\$662
New Cars	\$1,022	\$1,039	\$951
New Trucks	\$1,427	\$1,345	\$1,209
New Motorcycle	\$35	\$39	\$37
Newspaper, Magazine by Subscription	\$14	\$19	\$17
Oral Hygiene Products, Articles	\$70	\$80	\$68
Other Household Products	\$753	\$771	\$664
Other Home Services	\$33	\$36	\$32
Other Tobacco Products	\$262	\$258	\$263
Personal Care Services	\$568	\$562	\$498
Pet Purchase, Supplies, Medicine	\$233	\$248	\$231
Photo Processing	\$19	\$21	\$18
Portable Heating and Cooling Equipment	\$16	\$18	\$17
Property taxes owned dwellings	\$2,317	\$2,384	\$2,176
Property taxes owned vacation homes	\$72	\$91	\$81
Rent	\$4,027	\$3,955	\$4,224
Satellite Dishes	\$2	\$2	\$2
Shaving Needs	\$51	\$46	\$44
Small Electric Kitchen Appliances	\$60	\$62	\$59
Residential Telephone/Pay Phones	\$273	\$322	\$287
Televisions	\$136	\$122	\$116
Tobacco Products and Smoking supplies	\$262	\$258	\$263
Tolls or Electronic Toll Passes	\$51	\$48	\$44
Toys, Games, Arts and Crafts, and Tricycles	\$319	\$296	\$282
Used Cars	\$1,381	\$1,208	\$1,165
Used Trucks	\$1,489	\$1,313	\$1,257
VCR's and Video Disc Players	\$11	\$10	\$10
Vehicle Insurance	\$1,564	\$1,445	\$1,434
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$18	\$17	\$16
Video Game Hardware And Software	\$219	\$167	\$158
Watches	\$69	\$62	\$56
Women's Suits	\$22	\$26	\$22

Not all Consumer Expenditure Categories are listed and will therefore NOT add up to Total Household Expenditure

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Retail Sales Potential Comparison



Geography: 1 Mile: Highway 7 & Sheridan, 3 Miles: Highway 7 & Sheridan, 5 Miles: Highway 7 & Sheridan

1 Mile: Highway 7 & Sheridan

3 Miles: Highway 7 & Sheridan

5 Miles: Highway 7 & Sheridan

Average Annual Household Dollars 2015A

	1 Mile: Highway 7 & Sheridan	3 Miles: Highway 7 & Sheridan	5 Miles: Highway 7 & Sheridan
Automotive Dealers	\$4,505	\$4,148	\$3,865
Automotive Parts, Accessories, & Tire Stores	\$240	\$234	\$231
Beer, Wine, & Liquor Stores	\$194	\$194	\$181
Book Stores	\$79	\$86	\$79
Childrens and Infants Clothing Stores	\$63	\$55	\$53
Clothing Accessories Stores	\$34	\$36	\$32
Convenience Stores	\$139	\$138	\$133
Cosmetics, Beauty Supplies and Perfume Stores	\$33	\$34	\$31
Department Stores excluding leased depts	\$1,273	\$1,280	\$1,176
Drinking Place - Alcoholic Beverages	\$115	\$120	\$110
Family Clothing Stores	\$547	\$577	\$527
Florists	\$29	\$35	\$28
Full-service Restaurants	\$1,857	\$1,926	\$1,788
Furniture Stores	\$28	\$28	\$25
Gasoline Stations	\$3,030	\$2,874	\$2,773
Gift, Novelty, and Souvenir Stores	\$90	\$91	\$84
Hardware Stores	\$52	\$59	\$51
Hobby, Toys and Games Stores	\$88	\$82	\$76
Home Centers	\$480	\$562	\$487
Home Furnishing Stores	\$158	\$162	\$150
Household Appliances Stores	\$124	\$129	\$114
Jewelry Stores	\$111	\$107	\$94
Limited-service Eating Places	\$1,928	\$1,998	\$1,858
Luggage & Leather Goods Stores	\$11	\$11	\$10
Mens Clothing Stores	\$55	\$58	\$55
Musical Instrument and Supplies Stores	\$16	\$14	\$13
News Dealers and Newsstands	\$6	\$6	\$6
Nonstore retailers	\$1,222	\$1,262	\$1,147
Nursery and Garden centers	\$164	\$192	\$158
Office Supplies and Stationery Stores	\$104	\$107	\$97
Optical Goods Stores	\$65	\$65	\$60
Other Building Materials Dealers	\$387	\$472	\$411

Other Clothing Stores	\$68	\$75	\$67
Other General Merchandise Stores	\$2,460	\$2,394	\$2,257
Other Health and Personal Care Stores	\$44	\$46	\$42
Other Miscellaneous Store Retailers	\$411	\$395	\$366
Other Motor Vehicle Dealers	\$420	\$451	\$381
Outdoor Power Equipment Stores	\$26	\$32	\$25
Paint and Wallpaper Stores	\$41	\$47	\$41
Pharmacies and Drug Stores	\$699	\$726	\$666
Radio, Television and Other Electronics Stores	\$260	\$252	\$230
Sew/Needlework/Piece Goods Stores	\$8	\$8	\$7
Shoe Stores	\$279	\$274	\$254
Special Foodservices	\$20	\$21	\$19
Specialty Food Stores	\$137	\$136	\$130
Sporting Goods Stores	\$230	\$252	\$215
Supermarkets and Other Grocery (except Convenience) Stores	\$3,536	\$3,499	\$3,341
Used Merchandise Stores	\$47	\$48	\$43
Womens Clothing Stores	\$253	\$278	\$247
Total Avg Annual Retail Sales	\$32,678	\$32,601	\$30,252

Aggregate Household Dollars 2015A

Automotive Dealers	\$9,238,004	\$26,797,602	\$123,739,351
Automotive Parts, Accessories, & Tire Stores	\$493,545	\$1,514,915	\$7,395,615
Beer, Wine, & Liquor Stores	\$398,494	\$1,257,186	\$5,820,326
Book Stores	\$163,400	\$557,596	\$2,537,779
Childrens and Infants Clothing Stores	\$129,181	\$358,430	\$1,722,738
Clothing Accessories Stores	\$69,869	\$233,532	\$1,040,713
Convenience Stores	\$285,193	\$897,538	\$4,261,370
Cosmetics, Beauty Supplies and Perfume Stores	\$67,756	\$224,251	\$1,013,216
Department Stores excluding leased depts	\$2,611,296	\$8,272,158	\$37,663,524
Drinking Place - Alcoholic Beverages	\$236,718	\$780,390	\$3,537,503
Family Clothing Stores	\$1,122,206	\$3,732,758	\$16,876,887
Florists	\$59,779	\$230,365	\$916,921
Full-service Restaurants	\$3,808,413	\$12,447,133	\$57,237,841
Furniture Stores	\$58,655	\$184,080	\$826,270
Gasoline Stations	\$6,212,171	\$18,569,177	\$88,764,754
Gift, Novelty, and Souvenir Stores	\$185,959	\$588,763	\$2,692,666
Hardware Stores	\$107,664	\$382,893	\$1,649,005
Hobby, Toys and Games Stores	\$180,576	\$530,514	\$2,434,639

Home Centers	\$985,473	\$3,633,332	\$15,589,127
Home Furnishing Stores	\$324,083	\$1,048,599	\$4,805,217
Household Appliances Stores	\$255,095	\$835,116	\$3,679,076
Jewelry Stores	\$228,937	\$695,657	\$3,019,516
Limited-service Eating Places	\$3,954,605	\$12,907,362	\$59,481,570
Luggage & Leather Goods Stores	\$23,974	\$77,059	\$349,818
Mens Clothing Stores	\$114,596	\$380,260	\$1,773,890
Musical Instrument and Supplies Stores	\$33,481	\$92,726	\$429,835
News Dealers and Newsstands	\$13,153	\$42,048	\$194,288
Nonstore retailers	\$2,505,323	\$8,156,554	\$36,743,144
Nursery and Garden centers	\$337,334	\$1,244,231	\$5,068,088
Office Supplies and Stationery Stores	\$214,762	\$691,498	\$3,110,205
Optical Goods Stores	\$134,326	\$425,025	\$1,943,326
Other Building Materials Dealers	\$795,358	\$3,053,811	\$13,173,980
Other Clothing Stores	\$140,566	\$484,803	\$2,148,680
Other General Merchandise Stores	\$5,044,858	\$15,469,544	\$72,242,852
Other Health and Personal Care Stores	\$92,121	\$302,626	\$1,373,574
Other Miscellaneous Store Retailers	\$843,304	\$2,553,756	\$11,724,581
Other Motor Vehicle Dealers	\$862,708	\$2,916,894	\$12,195,571
Outdoor Power Equipment Stores	\$53,400	\$209,911	\$822,430
Paint and Wallpaper Stores	\$85,051	\$308,700	\$1,335,432
Pharmacies and Drug Stores	\$1,434,777	\$4,691,537	\$21,335,242
Radio, Television and Other Electronics Stores	\$533,733	\$1,632,776	\$7,380,873
Sew/Needlework/Piece Goods Stores	\$17,372	\$55,781	\$252,904
Shoe Stores	\$573,983	\$1,770,392	\$8,134,336
Special Foodservices	\$41,534	\$136,170	\$621,409
Specialty Food Stores	\$282,609	\$880,772	\$4,178,894
Sporting Goods Stores	\$472,153	\$1,631,944	\$6,905,903
Supermarkets and Other Grocery (except Convenience) Stores	\$7,250,516	\$22,610,003	\$106,952,079
Used Merchandise Stores	\$96,409	\$310,983	\$1,407,887
Womens Clothing Stores	\$520,154	\$1,796,074	\$7,916,145
Total Aggregate Annual Retail Sales	\$66,996,052	\$210,608,920	\$968,281,254

Mosaic Population Comparison

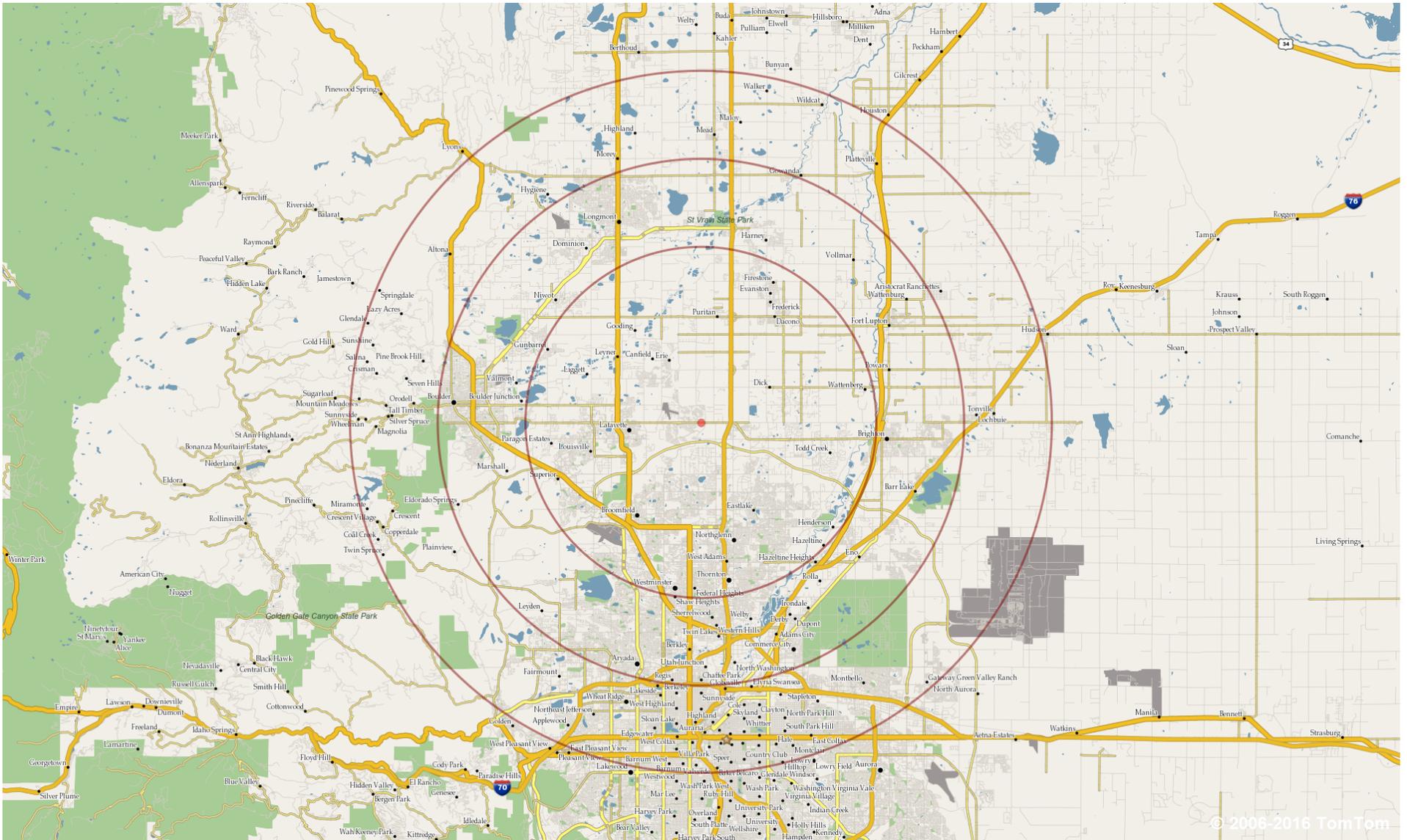
Geography: 1 Mile: Highway 7 & Sheridan, 3 Miles: Highway 7 & Sheridan, 5 Miles: Highway 7 & Sheridan

	1 Mile: Highway 7 & Sheridan		3 Miles: Highway 7 & Sheridan		5 Miles: Highway 7 & Sheridan	
	2015 Pop Count	%	2015 Pop Count	%	2015 Pop Count	%
Group A: Power Elite						
A01 American Royalty	0	0.0%	0	0.0%	16	0.0%
A02 Platinum Prosperity	0	0.0%	0	0.0%	0	0.0%
A03 Kids and Cabernet	0	0.0%	882	4.9%	1,426	1.5%
A04 Picture Perfect Families	0	0.0%	0	0.0%	0	0.0%
A05 Couples with Clout	0	0.0%	0	0.0%	0	0.0%
A06 Jet Set Urbanites	0	0.0%	0	0.0%	0	0.0%
Group B: Flourishing Families						
B07 Generational Soup	0	0.0%	798	4.4%	23,478	26.0%
B08 Babies and Bliss	4,176	71.4%	6,085	34.2%	19,743	21.8%
B09 Family Fun-tastic	0	0.0%	0	0.0%	0	0.0%
B10 Cosmopolitan Achievers	0	0.0%	0	0.0%	0	0.0%
Group C: Booming with Confidence						
C11 Aging of Aquarius	41	0.6%	500	2.8%	4,409	4.8%
C12 Golf Carts and Gourmets	0	0.0%	1,697	9.5%	1,697	1.8%
C13 Silver Sophisticates	0	0.0%	1,529	8.5%	1,842	2.0%
C14 Boomers and Boomerangs	0	0.0%	0	0.0%	2,638	2.9%
Group D: Suburban Style						
D15 Sports Utility Families	0	0.0%	0	0.0%	0	0.0%
D16 Settled in Suburbia	0	0.0%	0	0.0%	1,163	1.2%
D17 Cul de Sac Diversity	0	0.0%	0	0.0%	1,353	1.5%
D18 Suburban Attainment	0	0.0%	0	0.0%	0	0.0%
Group E: Thriving Boomers						
E19 Full Pockets, Empty Nests	0	0.0%	0	0.0%	2,568	2.8%
E20 No Place Like Home	0	0.0%	100	0.5%	800	0.8%
E21 Unspoiled Splendor	0	0.0%	0	0.0%	49	0.0%
Group F: Promising Families						
F22 Fast Track Couples	540	9.2%	5,041	28.3%	10,421	11.5%
F23 Families Matter Most	0	0.0%	0	0.0%	0	0.0%
Group G: Young, City Solos						
G24 Status Seeking Singles	0	0.0%	0	0.0%	3,988	4.4%
G25 Urban Edge	0	0.0%	0	0.0%	0	0.0%
Group H: Middle-class Melting Pot						

	1 Mile: Highway 7 & Sheridan		3 Miles: Highway 7 & Sheridan		5 Miles: Highway 7 & Sheridan	
H26 Progressive Potpourri	0	0.0%	0	0.0%	0	0.0%
H27 Birkenstocks and Beemers	0	0.0%	0	0.0%	0	0.0%
H28 Everyday Moderates	0	0.0%	0	0.0%	1,445	1.6%
H29 Destination Recreation	0	0.0%	0	0.0%	0	0.0%
Group I: Family Union						
I30 Stockcars and State Parks	0	0.0%	0	0.0%	0	0.0%
I31 Blue Collar Comfort	0	0.0%	0	0.0%	0	0.0%
I32 Steadfast Conventionalists	0	0.0%	0	0.0%	0	0.0%
I33 Balance and Harmony	0	0.0%	0	0.0%	0	0.0%
Group J: Autumn Years						
J34 Aging in Place	0	0.0%	0	0.0%	0	0.0%
J35 Rural Escape	0	0.0%	0	0.0%	0	0.0%
J36 Settled and Sensible	0	0.0%	0	0.0%	0	0.0%
Group K: Significant Singles						
K37 Wired for Success	1,089	18.6%	1,139	6.4%	2,801	3.1%
K38 Gotham Blend	0	0.0%	0	0.0%	0	0.0%
K39 Metro Fusion	0	0.0%	0	0.0%	0	0.0%
K40 Bohemian Groove	0	0.0%	0	0.0%	0	0.0%
Group L: Blue Sky Boomers						
L41 Booming and Consuming	0	0.0%	0	0.0%	0	0.0%
L42 Rooted Flower Power	0	0.0%	0	0.0%	6,974	7.7%
L43 Homemade Happiness	0	0.0%	0	0.0%	0	0.0%
Group M: Families in Motion						
M44 Red, White and Bluegrass	0	0.0%	0	0.0%	0	0.0%
M45 Diapers and Debit Cards	0	0.0%	0	0.0%	0	0.0%
Group N: Pastoral Pride						
N46 True Grit Americans	0	0.0%	0	0.0%	0	0.0%
N47 Countrified Pragmatics	0	0.0%	0	0.0%	0	0.0%
N48 Rural Southern Bliss	0	0.0%	0	0.0%	0	0.0%
N49 Touch of Tradition	0	0.0%	0	0.0%	0	0.0%
Group O: Singles and Starters						
O50 Full Steam Ahead	0	0.0%	0	0.0%	0	0.0%
O51 Digital Dependents	0	0.0%	0	0.0%	0	0.0%
O52 Urban Ambition	0	0.0%	0	0.0%	0	0.0%
O53 Colleges and Cafes	0	0.0%	0	0.0%	0	0.0%
O54 Striving Single Scene	0	0.0%	0	0.0%	0	0.0%
O55 Family Troopers	0	0.0%	0	0.0%	0	0.0%
Group P: Cultural Connections						

	1 Mile: Highway 7 & Sheridan		3 Miles: Highway 7 & Sheridan		5 Miles: Highway 7 & Sheridan	
P56 Mid-scale Medley	0	0.0%	0	0.0%	0	0.0%
P57 Modest Metro Means	0	0.0%	0	0.0%	0	0.0%
P58 Heritage Heights	0	0.0%	0	0.0%	0	0.0%
P59 Expanding Horizons	0	0.0%	0	0.0%	0	0.0%
P60 Striving Forward	0	0.0%	0	0.0%	0	0.0%
P61 Humble Beginnings	0	0.0%	0	0.0%	0	0.0%
Group Q: Golden Year Guardians						
Q62 Reaping Rewards	0	0.0%	0	0.0%	0	0.0%
Q63 Footloose and Family Tree	0	0.0%	0	0.0%	0	0.0%
Q64 Town Elders	0	0.0%	0	0.0%	0	0.0%
Q65 Senior Discounts	0	0.0%	0	0.0%	0	0.0%
Group R: Aspirational Fusion						
R66 Dare to Dream	0	0.0%	0	0.0%	0	0.0%
R67 Hope for Tomorrow	0	0.0%	0	0.0%	0	0.0%
Group S: Economic Challenges						
S68 Small Town Shallow Pockets	0	0.0%	0	0.0%	3,375	3.7%
S69 Urban Survivors	0	0.0%	0	0.0%	0	0.0%
S70 Tight Money	0	0.0%	0	0.0%	0	0.0%
S71 Tough Times	0	0.0%	0	0.0%	0	0.0%
U00 Unclassified	0	0.0%	0	0.0%	0	0.0%
Total Population	5,846	100.0%	17,771	100.0%	90,187	100.0%

Hwy 7 & Sheridan 10, 15 & 20 Mile Radius



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Demographic Detail Comparison



Geography: 10 Miles: Highway 7 & Sheridan, 15 Miles: Highway 7 & Sheridan, 20 Miles: Highway 7 & Sheridan

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
2015A Demographics:			
Employees	157,079	418,072	777,654
Establishments*	16,588	44,083	80,176
Total Population	430,094	983,492	1,534,669
Total Households	158,878	367,803	604,676
Female Population	216,632	492,431	763,561
% Female	50.3%	50.0%	49.7%
Male Population	213,461	491,061	771,109
% Male	49.6%	49.9%	50.2%
Population Density (per Sq. Mi.)	1,365.94	1,388.22	1,218.50
Employed Civilian Population 16+			
Total	227,381	510,327	778,007
White Collar	66.9%	64.6%	64.3%
Blue Collar	33.0%	35.3%	35.6%
Seasonal Population by Quarter:			
Q4 2011	1,421	3,985	7,810
Q1 2012	1,394	3,872	7,699
Q2 2012	1,193	3,662	7,706
Q3 2012	1,123	3,539	7,526
Q4 2012	1,080	3,431	7,376
Q1 2013	990	3,189	7,026
Q2 2013	853	2,869	6,849
Q3 2013	790	2,685	6,625
Q4 2013	736	2,467	6,328
Age:			
Age 0 - 4	6.9%	6.6%	6.7%
Age 5 - 14	15.1%	14.1%	13.3%
Age 15 - 19	6.4%	6.8%	6.1%
Age 20 - 24	6.2%	7.8%	7.4%
Age 25 - 34	14.7%	14.8%	16.8%
Age 35 - 44	15.1%	14.1%	14.6%
Age 45 - 54	14.2%	13.4%	13.1%
Age 55 - 64	11.4%	11.2%	11.1%
Age 65 - 74	6.0%	6.2%	6.2%
Age 75 - 84	2.6%	3.0%	3.0%
Age 85 +	0.9%	1.2%	1.3%
Median Age	35.3	34.6	34.7
Housing Units			
Total Housing Units	161,156	372,457	616,422
Occupied Housing Units	98.5%	98.7%	98.0%

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Vacant Housing Units	1.4%	1.2%	1.9%
Housing Units by Tenure			
Owner Occupied Housing Units	158,878	367,803	604,676
Owner Occupied free and clear	12.7%	13.9%	12.6%
Owner Occupied with a mortgage or loan	58.0%	51.7%	46.5%
Renter Occupied Housing Units	29.1%	34.2%	40.7%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.8%	1.0%	1.1%
Asian	5.0%	3.9%	3.4%
Black	1.4%	1.4%	4.2%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	81.5%	80.7%	77.3%
Other	7.2%	9.0%	9.9%
Multi-Race	3.6%	3.6%	3.7%
Hispanic Ethnicity	21.4%	25.5%	27.1%
Not of Hispanic Ethnicity	78.5%	74.4%	72.8%
Race of Hispanics			
Hispanics	92,257	250,798	416,534
American Indian	1.8%	2.0%	2.2%
Asian	0.4%	0.3%	0.3%
Black	0.8%	0.7%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	56.7%	55.2%	53.9%
Other	33.1%	35.0%	35.9%
Multi-Race	6.9%	6.3%	6.3%
Race of Non Hispanics			
Non Hispanics	337,836	732,695	1,118,135
American Indian	0.6%	0.6%	0.7%
Asian	6.3%	5.2%	4.6%
Black	1.6%	1.6%	5.4%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	88.3%	89.4%	86.0%
Other	0.1%	0.2%	0.2%
Multi-Race	2.7%	2.6%	2.8%
Marital Status:			
Age 15 + Population	334,999	778,397	1,227,019
Divorced	11.3%	12.0%	12.5%
Never Married	28.2%	32.1%	35.2%
Now Married	56.5%	51.7%	48.0%
Now Married - Separated	1.2%	1.3%	1.7%
Widowed	3.8%	4.1%	4.1%

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Educational Attainment:			
Total Population Age 25+	280,687	633,300	1,019,021
Grade K - 8	2.5%	3.8%	4.6%
Grade 9 - 12	6.0%	7.1%	7.5%
High School Graduate	22.5%	22.9%	21.7%
Associates Degree	7.9%	7.2%	6.6%
Bachelor's Degree	24.8%	22.6%	23.5%
Graduate Degree	13.6%	13.6%	14.2%
Some College, No Degree	21.7%	21.5%	20.4%
No Schooling Completed	0.6%	1.0%	1.1%
Household Income:			
Income \$ 0 - \$9,999	3.0%	4.8%	6.5%
Income \$ 10,000 - \$14,999	2.1%	3.4%	4.4%
Income \$ 15,000 - \$24,999	6.0%	7.9%	9.2%
Income \$ 25,000 - \$34,999	6.9%	8.2%	9.0%
Income \$ 35,000 - \$49,999	11.2%	12.2%	12.4%
Income \$ 50,000 - \$74,999	19.6%	18.9%	18.1%
Income \$ 75,000 - \$99,999	17.2%	15.6%	13.7%
Income \$100,000 - \$124,999	12.9%	10.8%	9.5%
Income \$125,000 - \$149,999	7.5%	6.4%	5.7%
Income \$150,000 +	13.0%	11.2%	10.9%
Average Household Income	\$95,895	\$87,084	\$83,281
Median Household Income	\$76,161	\$67,335	\$60,976
Per Capita Income	\$35,467	\$32,808	\$33,118
Vehicles Available			
0 Vehicles Available	3.1%	4.7%	7.9%
1 Vehicle Available	27.7%	30.3%	33.6%
2+ Vehicles Available	69.1%	64.9%	58.3%
Average Vehicles Per Household	2.09	2.04	1.93
Total Vehicles Available	332,340	750,982	1,169,055

2020 Demographics:

Total Population	468,306	1,051,972	1,623,164
Total Households	173,844	394,751	643,025
Female Population	235,117	525,449	805,462
% Female	50.2%	49.9%	49.6%
Male Population	233,190	526,523	817,702
% Male	49.7%	50.0%	50.3%
Population Density (per Sq. Mi.)	1,264.76	1,293.67	1,124.04
Employed Civilian Population 16+			
Total	257,399	565,960	853,811

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
% White Collar	67.4%	64.9%	64.7%
% Blue Collar	32.5%	35.0%	35.2%
Age:			
Age 0 - 4	6.7%	6.5%	6.6%
Age 5 - 14	14.4%	13.6%	13.0%
Age 15 - 19	6.3%	6.7%	6.0%
Age 20 - 24	5.8%	7.2%	6.6%
Age 25 - 34	14.8%	15.1%	16.8%
Age 35 - 44	15.0%	14.2%	14.8%
Age 45 - 54	12.8%	12.1%	12.0%
Age 55 - 64	12.0%	11.6%	11.5%
Age 65 - 74	7.6%	7.7%	7.6%
Age 75 - 84	3.1%	3.4%	3.3%
Age 85 +	1.0%	1.3%	1.3%
Median Age	36.1	35.3	35.5
Housing Units Trend			
Total Housing Units	176,456	399,828	655,358
Owner Occupied Housing Units	98.5%	98.7%	98.1%
Renter Occupied Housing Units	29.1%	34.0%	40.5%
Vacant Housing Units	1.4%	1.2%	1.8%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.8%	1.0%	1.1%
Asian	5.8%	4.5%	3.9%
Black	1.4%	1.4%	4.1%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	79.8%	79.1%	75.9%
Other	7.6%	9.6%	10.3%
Multi-Race	4.1%	4.1%	4.2%
Hispanic Ethnicity	22.7%	26.9%	28.3%
Not of Hispanic Ethnicity	77.2%	73.0%	71.6%
Race of Hispanics			
Hispanics	106,590	283,368	460,637
American Indian	1.8%	2.0%	2.1%
Asian	0.4%	0.3%	0.2%
Black	0.8%	0.7%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	56.5%	55.0%	53.7%
Other	33.1%	35.1%	36.0%
Multi-Race	7.2%	6.6%	6.6%
Race of Non Hispanics			
Non Hispanics	361,716	768,604	1,162,527
American Indian	0.6%	0.6%	0.7%
Asian	7.4%	6.0%	5.3%

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Black	1.6%	1.7%	5.3%
Hawaiian/Pacific Islander	0.1%	0.1%	0.1%
White	86.6%	87.9%	84.7%
Other	0.1%	0.2%	0.2%
Multi-Race	3.2%	3.2%	3.3%
Marital Status:			
Age 15 + Population	368,830	839,020	1,303,409
Divorced	11.3%	12.0%	12.5%
Never Married	28.3%	32.1%	35.2%
Now Married	56.3%	51.7%	48.1%
Now Married - Separated	1.2%	1.3%	1.7%
Widowed	3.8%	4.0%	4.1%
Educational Attainment:			
Total Population Age 25+	312,009	691,525	1,098,013
Grade K - 9	2.4%	3.6%	4.5%
Grade 9 - 12	5.8%	6.8%	7.3%
High School Graduate	22.0%	22.6%	21.5%
Associates Degree	8.0%	7.4%	6.7%
Bachelor's Degree	25.2%	23.0%	23.8%
Graduate Degree	13.8%	13.7%	14.4%
Some College, No Degree	21.8%	21.5%	20.5%
No Schooling Completed	0.6%	1.0%	1.1%
Household Income:			
Income \$ 0 - \$9,999	2.0%	3.5%	4.9%
Income \$ 10,000 - \$14,999	1.9%	3.1%	4.1%
Income \$ 15,000 - \$24,999	4.7%	6.6%	7.9%
Income \$ 25,000 - \$34,999	5.6%	7.0%	7.9%
Income \$ 35,000 - \$49,999	9.1%	10.5%	11.0%
Income \$ 50,000 - \$74,999	15.3%	15.4%	15.8%
Income \$ 75,000 - \$99,999	18.0%	16.7%	14.8%
Income \$100,000 - \$124,999	15.3%	13.5%	11.7%
Income \$125,000 - \$149,999	10.2%	8.5%	7.4%
Income \$150,000 +	17.4%	14.7%	13.9%
Average Household Income	\$111,919	\$101,070	\$95,807
Median Household Income	\$90,247	\$80,359	\$71,903
Per Capita Income	\$41,586	\$38,155	\$38,245
Vehicles Available			
0 Vehicles Available	3.1%	4.6%	7.8%
1 Vehicle Available	27.3%	29.8%	33.3%
2+ Vehicles Available	69.5%	65.4%	58.8%
Average Vehicles Per Household	2.09	2.04	1.93
Total Vehicles Available	364,506	808,049	1,246,024

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
2010 Demographics:			
Total Population	398,236	916,506	1,415,718
Total Households	147,208	343,564	557,707
Female Population	200,731	459,171	705,452
% Female	50.4%	50.1%	49.8%
Male Population	197,505	457,335	710,266
% Male	49.5%	49.8%	50.1%
Population Density (per Sq. Mi.)	1,264.76	1,293.67	1,124.04
Employed Civilian Population 16+			
Total	205,069	457,919	708,320
% White Collar	66.7%	64.6%	64.4%
% Blue Collar	33.2%	35.3%	35.5%
Age:			
Age 0 - 4	7.5%	7.2%	7.1%
Age 5 - 14	15.3%	14.2%	13.3%
Age 15 - 19	6.5%	7.0%	6.5%
Age 20 - 24	5.8%	7.5%	7.4%
Age 25 - 34	14.6%	14.8%	16.4%
Age 35 - 44	15.6%	14.4%	14.6%
Age 45 - 54	15.2%	14.3%	13.9%
Age 55 - 64	10.8%	10.7%	10.8%
Age 65 - 74	5.0%	5.3%	5.4%
Age 75 - 84	2.4%	2.9%	3.0%
Age 85 +	0.8%	1.1%	1.2%
Median Age	35.0	34.3	34.4
Housing Units			
Total Housing Units	154,149	361,297	594,234
Occupied Housing Units	95.5%	95.0%	93.8%
Vacant Housing Units	4.5%	4.9%	6.1%
Housing Units by Tenure			
Owner Occupied Housing Units	147,208	343,564	557,707
Owner Occupied free and clear	11.7%	13.0%	11.9%
Owner Occupied with a mortgage or loan	60.2%	54.0%	48.8%
Renter Occupied Housing Units	27.9%	32.9%	39.2%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.8%	1.0%	1.1%
Asian	4.8%	3.7%	3.2%
Black	1.3%	1.3%	4.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	82.5%	81.7%	77.9%
Other	7.0%	8.8%	9.7%
Multi-Race	3.3%	3.2%	3.5%

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Hispanic Ethnicity	20.7%	24.6%	26.7%
Not of Hispanic Ethnicity	79.2%	75.3%	73.2%
Race of Hispanics			
Hispanics	82,503	226,292	378,676
American Indian	1.9%	2.0%	2.2%
Asian	0.4%	0.3%	0.2%
Black	0.7%	0.6%	1.0%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	56.9%	55.4%	54.0%
Other	33.0%	35.1%	36.0%
Multi-Race	6.8%	6.2%	6.2%
Race of Non Hispanics			
Non Hispanics	315,733	690,213	1,037,042
American Indian	0.5%	0.6%	0.7%
Asian	5.9%	4.8%	4.3%
Black	1.4%	1.5%	5.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	89.2%	90.3%	86.6%
Other	0.1%	0.1%	0.2%
Multi-Race	2.3%	2.3%	2.5%
Marital Status:			
Age 15 + Population	307,139	719,670	1,125,040
Divorced	11.3%	11.5%	12.0%
Never Married	29.1%	31.6%	34.3%
Now Married	55.9%	52.8%	49.4%
Now Married - Separated	1.8%	1.6%	1.8%
Widowed	3.5%	4.0%	4.1%
Educational Attainment:			
Total Population Age 25+	257,659	585,559	927,842
Grade K - 8	2.6%	4.0%	4.9%
Grade 9 - 12	6.4%	7.3%	7.7%
High School Graduate	23.4%	23.4%	22.3%
Associates Degree	7.3%	6.8%	6.4%
Bachelor's Degree	24.6%	22.4%	23.1%
Graduate Degree	13.2%	13.1%	13.7%
Some College, No Degree	21.5%	21.6%	20.5%
No Schooling Completed	0.5%	0.9%	1.0%
Household Income:			
Income \$ 0 - \$9,999	3.3%	5.1%	6.8%
Income \$ 10,000 - \$14,999	2.4%	3.7%	4.8%
Income \$ 15,000 - \$24,999	6.8%	8.6%	10.0%

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Income \$ 25,000 - \$34,999	7.6%	9.0%	9.8%
Income \$ 35,000 - \$49,999	13.2%	14.1%	14.2%
Income \$ 50,000 - \$74,999	21.0%	19.8%	18.5%
Income \$ 75,000 - \$99,999	16.1%	14.3%	12.6%
Income \$100,000 - \$124,999	12.4%	10.4%	9.2%
Income \$125,000 - \$149,999	6.7%	5.7%	5.1%
Income \$150,000 +	10.0%	8.8%	8.6%
Average Household Income	\$87,939	\$80,270	\$76,830
Median Household Income	\$69,156	\$60,676	\$55,096
Per Capita Income	\$32,552	\$30,326	\$30,576

Vehicles Available

0 Vehicles Available	3.1%	4.8%	8.0%
1 Vehicle Available	28.6%	30.6%	33.7%
2+ Vehicles Available	68.2%	64.4%	58.2%
Average Vehicles Per Household	2.08	2.04	1.93
Total Vehicles Available	306,354	701,142	1,080,893

2000 Census Demographics:

Total Population	309,705	761,067	1,232,097
Total Households	112,345	283,127	475,851
Female Population	154,764	378,615	609,150
% Female	49.9%	49.7%	49.4%
Male Population	154,941	382,452	622,947
% Male	50.0%	50.2%	50.5%

Employed Civilian Population 16+

Total	170,244	404,778	637,703
% White Collar	31.4%	33.7%	35.1%
% Blue Collar	68.5%	66.2%	64.8%

Age:

Age 0 - 4	7.7%	7.0%	7.0%
Age 5 - 14	16.2%	14.8%	14.2%
Age 15 - 19	6.7%	7.3%	6.8%
Age 20 - 24	5.7%	7.8%	7.7%
Age 25 - 34	16.8%	16.1%	17.1%
Age 35 - 44	19.3%	17.5%	17.1%
Age 45 - 54	14.0%	13.6%	13.5%
Age 55 - 64	6.8%	7.3%	7.3%
Age 65 - 74	3.8%	4.6%	4.8%
Age 75 - 84	1.8%	2.6%	3.0%
Age 85 +	0.5%	0.8%	1.0%
Median Age	33.2	33.0	33.2

Housing Units

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Total Housing Units	115,916	291,282	493,994
Owner Occupied Housing Units	74.7%	67.9%	60.1%
Renter Occupied Housing Units	22.1%	29.2%	36.1%
Vacant Housing Units	3.0%	2.7%	3.6%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.8%	0.8%	1.0%
Asian	3.6%	3.0%	2.6%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	1.0%	0.9%	5.0%
White	85.9%	84.2%	77.3%
Other	5.7%	7.9%	10.6%
Two or More Races	2.6%	2.9%	3.2%
Hispanic Ethnicity	14.8%	18.6%	23.5%
Not of Hispanic Ethnicity	85.1%	81.3%	76.4%
Marital Status:			
Age 15 + Population	235,328	594,599	970,012
Divorced	10.4%	11.0%	11.6%
Never Married	24.4%	28.2%	30.5%
Now Married	58.9%	52.4%	47.6%
Separated	2.8%	4.1%	5.3%
Widowed	3.2%	4.2%	4.7%
Educational Attainment:			
Total Population Age 25+	196,379	478,844	789,249
Grade K - 8	2.3%	3.9%	5.5%
Grade 9 - 11, No diploma	7.4%	8.5%	10.2%
High School Graduate	23.9%	24.1%	23.4%
Associates Degree	7.7%	6.7%	6.0%
Bachelor's Degree	22.5%	21.0%	20.3%
Graduate Degree	10.8%	11.4%	11.1%
Some College, No Degree	24.3%	23.0%	21.9%
No Schooling Completed	0.7%	0.9%	1.3%
Public School Enrollment	85.9%	86.8%	86.4%
Private School Enrollment	14.0%	13.1%	13.5%
Household Income:			
Income \$ 0 - \$9,999	3.3%	5.5%	7.7%
Income \$ 10,000 - \$14,999	2.5%	3.8%	4.9%
Income \$ 15,000 - \$24,999	6.7%	9.2%	10.9%
Income \$ 25,000 - \$34,999	10.0%	11.7%	12.7%
Income \$ 35,000 - \$49,999	16.3%	16.9%	16.9%
Income \$ 50,000 - \$74,999	26.5%	23.6%	21.2%
Income \$ 75,000 - \$99,999	16.4%	13.8%	11.8%
Income \$100,000 - \$124,999	8.5%	7.0%	6.0%
Income \$125,000 - \$149,999	3.9%	3.3%	2.9%

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Income \$150,000 - \$199,999	3.0%	2.7%	2.4%
Income \$200,000 or More	2.5%	2.1%	2.2%
Average Household Income	\$70,517	\$63,769	\$59,800
Median Household Income	\$59,683	\$52,612	\$46,654
Per Capita Income	\$25,580	\$23,723	\$23,096

Vehicles Available

0 Vehicles Available	3.1%	5.2%	9.2%
1 Vehicle Available	25.5%	29.9%	33.9%
2 Vehicles Available	46.7%	42.2%	37.7%
3+ Vehicles Available	24.6%	22.5%	19.0%
Average Vehicles Per Household	2.00	1.80	1.70
Total Vehicles Available	226,330	538,678	826,116

Population Trend

2000	309,705	761,067	1,232,097
2010	398,236	916,506	1,415,718
Change 2000 to 2010	28.5%	20.4%	14.9%
2015A	430,094	983,492	1,534,669
2020	468,306	1,051,972	1,623,164
Change 2015A to 2020	8.8%	6.9%	5.7%

Household Trend

2000	112,345	283,127	475,851
2010	147,208	343,564	557,707
Change 2000 to 2010	41.4%	29.9%	27.0%
2015A	158,878	367,803	604,676
2020	173,844	394,751	643,025
Change 2015A to 2020	9.4%	7.3%	6.3%

Average Household Size Trend

2000	2.7	2.6	2.5
2010	2.7	2.6	2.4
Change 2000 to 2010	-1.6%	0.5%	-1.9%
2015A	2.7	2.6	2.4
2020	2.6	2.6	2.4
Change 2015A to 2020	0.4%	0.2%	0.4%

Median Age Trend

2000	33.2	33.0	33.2
2010	35.0	34.3	34.4
2015A	35.3	34.6	34.7
2020	36.1	35.3	35.5

Housing Units Trend

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Total Housing Units			
Change 2000 to 2010	32.9%	24.0%	20.2%
Change 2015A to 2020	9.4%	7.3%	6.3%
Owner Occupied Housing Units			
Change 2000 to 2010	22.3%	16.4%	14.0%
Change 2015A to 2020	9.3%	7.6%	6.6%
Renter Occupied Housing Units			
Change 2000 to 2010	60.1%	32.7%	22.4%
Change 2015A to 2020	9.5%	6.7%	5.8%
Vacant Housing Units			
Change 2000 to 2010	94.4%	117.4%	101.3%
Change 2015A to 2020	14.6%	9.0%	4.9%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut			
Change 2000 to 2010	35.0%	48.1%	31.5%
Change 2015A to 2020	8.9%	7.5%	5.4%
Asian and Native Hawaiian/Other Pacific Islander			
Change 2000 to 2010	71.6%	46.6%	44.1%
Change 2015A to 2020	23.9%	21.3%	19.6%
Black			
Change 2000 to 2010	62.0%	60.9%	-3.7%
Change 2015A to 2020	12.7%	11.3%	4.0%
White			
Change 2000 to 2010	23.5%	16.8%	15.8%
Change 2015A to 2020	6.5%	4.7%	3.9%
Other			
Change 2000 to 2010	55.4%	34.1%	5.2%
Change 2015A to 2020	15.3%	12.9%	10.5%
Two or More Races			
Change 2000 to 2010	59.0%	36.5%	24.4%
Change 2015A to 2020	25.2%	22.6%	19.7%
Hispanic Ethnicity			
Change 2000 to 2010	79.6%	59.4%	30.4%
Change 2015A to 2020	15.5%	12.9%	10.5%
Not of Hispanic Ethnicity			
Change 2000 to 2010	19.6%	11.4%	10.1%
Change 2015A to 2020	7.0%	4.9%	3.9%

*Report counts include D&B business location records that have a valid telephone, known SIC code and D&B rating as well as exclude cottage industries (businesses that operate from a residence).

Daytime Population Comparison



Geography: 10 Miles: Highway 7 & Sheridan, 15 Miles: Highway 7 & Sheridan, 20 Miles: Highway 7 & Sheridan

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
2015A Population & Household Overview			
Population	430,094	983,492	1,534,669
Household Population	428,934	968,333	1,504,761
Family Population	85.0%	81.2%	77.1%
Non-family Population	14.9%	18.7%	22.8%
Group Quarters Population	1,159	15,159	29,908
Households	158,878	367,803	604,676
Family Households	77.7%	75.3%	74.5%
Non-family Households	22.2%	24.6%	25.4%
2015A Daytime Population			
Total Daytime Population	334,473	961,680	1,705,246
Population aged 16 and under (Children)	96,803	221,960	327,180
Daytime Population Age 16+	237,670	739,720	1,378,066
Civilian 16+, at Workplace	135,790	456,850	927,777
Civilian 16+, Unemployed	10,754	28,178	46,217
Civilian 16+, Work at home	14,045	31,601	47,633
Homemakers Age 16+	33,216	77,869	121,742
Retired population Age 65+	33,189	85,338	132,546
Student popn: Pre-kindergarten to 8th	63,535	146,780	216,085
Student popn: 9th grade-12th grade	23,954	55,325	75,157
Student popn: Post-secondary students	23,559	85,149	135,303

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Consumer Expenditure Comparison



Geography: 10 Miles: Highway 7 & Sheridan, 15 Miles: Highway 7 & Sheridan, 20 Miles: Highway 7 & Sheridan

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
2015A Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	158,878	367,803	604,676
Median Household Income	\$76,161	\$67,335	\$60,976
Total Average Household Expenditure	\$60,348	\$56,908	\$55,240
Airline Fares	\$474	\$429	\$409
Alcoholic beverages purchased on trips	\$63	\$58	\$55
Alimony Expenditures	\$31	\$28	\$26
Alteration, Repair and Tailoring of Apparel and Accessories	\$10	\$9	\$9
Apparel and Services for Children Under 2	\$97	\$92	\$90
Apparel Laundry and Dry Cleaning not coin-operated	\$149	\$131	\$124
Audio Equipment and Sound Components	\$0	\$0	\$0
Books thru book clubs	\$4	\$3	\$3
Books not thru book clubs	\$37	\$35	\$34
Boys' active sportswear	\$3	\$3	\$2
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,599	\$1,537	\$1,456
CDs, Records, Audio Tapes	\$15	\$13	\$13
Cellular Phone Service	\$1,018	\$977	\$961
Child Support Expenditures	\$102	\$94	\$91
College Tuition	\$582	\$573	\$555
Computers and Computer Hardware for nonbusiness use	\$164	\$159	\$155
Computer information services	\$304	\$297	\$293
Coolant, brake fluid, transmission fluid, and other additives	\$7	\$7	\$7
Cosmetics, perfume, bath preparations	\$205	\$194	\$190
Deodorants, feminine hygiene, miscellaneous personal care	\$40	\$38	\$37
Electricity	\$1,225	\$1,196	\$1,178
Fees for Recreational Lessons	\$271	\$231	\$219
Finance Charges Excluding Mortgage And Vehicle	\$25	\$23	\$22
Floor Coverings, Nonpermanent	\$24	\$22	\$21
Food or Board at School	\$36	\$32	\$30
Food on out-of-town trips	\$451	\$400	\$378
Funeral Expenses	\$75	\$76	\$76
Furniture	\$436	\$409	\$395
Gasoline And Motor Oil	\$2,315	\$2,251	\$2,225
Girls' Active Sportswear	\$16	\$15	\$14
Hair Care Products	\$89	\$83	\$81
Hospital Room and Services	\$220	\$205	\$198
Health Care Insurance	\$415	\$387	\$373
Health Maintenance Organization (not BCBS)	\$806	\$724	\$689
Housekeeping Services	\$171	\$161	\$151
Household Textiles	\$162	\$151	\$146
Intracity Bus Fares	\$11	\$10	\$10

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Intracity Mass Transit Fares	\$42	\$43	\$43
Jewelry	\$119	\$110	\$106
Legal fees	\$162	\$152	\$151
Life and Other Personal Insurance	\$355	\$328	\$310
Maintenance and Repair Services	\$1,121	\$1,054	\$1,008
Medical equipment for general use	\$4	\$3	\$3
Men's Suits	\$36	\$32	\$31
Miscellaneous fees	\$4	\$4	\$4
Mortgage interest and charges owned dwellings	\$4,981	\$4,495	\$4,309
Mortgage interest and charges owned vacation homes	\$379	\$334	\$311
Movie, Theater, Amusement parks, and Other	\$16	\$15	\$14
Natural Gas	\$547	\$513	\$498
New Cars	\$740	\$703	\$669
New Trucks	\$888	\$811	\$771
New Motorcycle	\$23	\$20	\$18
Newspaper, Magazine by Subscription	\$27	\$26	\$25
Oral Hygiene Products, Articles	\$46	\$44	\$42
Other Household Products	\$499	\$463	\$446
Other Home Services	\$24	\$22	\$21
Other Tobacco Products	\$268	\$266	\$266
Personal Care Services	\$359	\$336	\$324
Pet Purchase, Supplies, Medicine	\$168	\$159	\$156
Photo Processing	\$12	\$11	\$10
Portable Heating and Cooling Equipment	\$13	\$13	\$13
Property taxes owned dwellings	\$1,651	\$1,532	\$1,465
Property taxes owned vacation homes	\$69	\$66	\$63
Rent	\$3,835	\$3,955	\$4,039
Satellite Dishes	\$1	\$1	\$1
Shaving Needs	\$32	\$29	\$28
Small Electric Kitchen Appliances	\$47	\$45	\$44
Residential Telephone/Pay Phones	\$211	\$202	\$194
Televisions	\$77	\$74	\$72
Tobacco Products and Smoking supplies	\$268	\$266	\$266
Tolls or Electronic Toll Passes	\$33	\$31	\$30
Toys, Games, Arts and Crafts, and Tricycles	\$192	\$182	\$181
Used Cars	\$921	\$886	\$873
Used Trucks	\$972	\$913	\$895
VCR's and Video Disc Players	\$7	\$7	\$6
Vehicle Insurance	\$1,138	\$1,088	\$1,066
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$13	\$12	\$12
Video Game Hardware And Software	\$108	\$98	\$95
Watches	\$41	\$38	\$38
Women's Suits	\$13	\$12	\$11

10 Miles: Highway 7 & Sheridan 15 Miles: Highway 7 & Sheridan 20 Miles: Highway 7 & Sheridan

10 Miles: Highway 7 & Sheridan 15 Miles: Highway 7 & Sheridan 20 Miles: Highway 7 & Sheridan

2020 Consumer Expenditures (Average Household Annual Expenditures):

Total Households	173,844	394,751	643,025
Median Household Income	\$90,247	\$80,359	\$71,903
Total Average Household Expenditure	\$73,964	\$69,906	\$67,750
Airline Fares	\$604	\$550	\$522
Alcoholic beverages purchased on trips	\$84	\$78	\$74
Alimony Expenditures	\$47	\$43	\$39
Alteration, Repair and Tailoring of Apparel and Accessories	\$15	\$14	\$13
Apparel and Services for Children Under 2	\$136	\$130	\$127
Apparel Laundry and Dry Cleaning not coin-operated	\$222	\$197	\$186
Audio Equipment and Sound Components	\$1	\$0	\$0
Books thru book clubs	\$2	\$2	\$2
Books not thru book clubs	\$21	\$20	\$20
Boys' active sportswear	\$5	\$4	\$4
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,431	\$2,331	\$2,201
CDs, Records, Audio Tapes	\$19	\$18	\$17
Cellular Phone Service	\$1,224	\$1,177	\$1,157
Child Support Expenditures	\$141	\$131	\$128
College Tuition	\$685	\$670	\$640
Computers and Computer Hardware for nonbusiness use	\$212	\$206	\$200
Computer information services	\$347	\$339	\$335
Coolant, brake fluid, transmission fluid, and other additives	\$8	\$8	\$8
Cosmetics, perfume, bath preparations	\$253	\$241	\$236
Deodorants, feminine hygiene, miscellaneous personal care	\$49	\$47	\$47
Electricity	\$1,393	\$1,360	\$1,339
Fees for Recreational Lessons	\$329	\$287	\$273
Finance Charges Excluding Mortgage And Vehicle	\$27	\$25	\$25
Floor Coverings, Nonpermanent	\$29	\$27	\$26
Food or Board at School	\$49	\$43	\$40
Food on out-of-town trips	\$609	\$546	\$516
Funeral Expenses	\$92	\$91	\$91
Furniture	\$542	\$510	\$492
Gasoline And Motor Oil	\$2,812	\$2,743	\$2,713
Girls' Active Sportswear	\$24	\$22	\$21
Hair Care Products	\$109	\$102	\$100
Hospital Room and Services	\$225	\$211	\$206
Health Care Insurance	\$445	\$418	\$404
Health Maintenance Organization (not BCBS)	\$912	\$825	\$786
Housekeeping Services	\$219	\$205	\$193
Household Textiles	\$201	\$189	\$182
Intracity Bus Fares	\$13	\$13	\$12
Intracity Mass Transit Fares	\$45	\$45	\$46
Jewelry	\$181	\$167	\$160

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Legal fees	\$195	\$185	\$183
Life and Other Personal Insurance	\$455	\$420	\$396
Maintenance and Repair Services	\$1,121	\$1,054	\$1,008
Medical equipment for general use	\$4	\$4	\$4
Men's Suits	\$55	\$49	\$46
Miscellaneous fees	\$5	\$4	\$4
Mortgage interest and charges owned dwellings	\$5,986	\$5,439	\$5,207
Mortgage interest and charges owned vacation homes	\$438	\$388	\$362
Movie, Theater, Amusement parks, and Other	\$20	\$18	\$18
Natural Gas	\$625	\$587	\$569
New Cars	\$903	\$862	\$821
New Trucks	\$1,101	\$1,014	\$964
New Motorcycle	\$31	\$27	\$24
Newspaper, Magazine by Subscription	\$16	\$15	\$14
Oral Hygiene Products, Articles	\$62	\$59	\$56
Other Household Products	\$633	\$589	\$565
Other Home Services	\$29	\$27	\$26
Other Tobacco Products	\$262	\$261	\$261
Personal Care Services	\$467	\$437	\$421
Pet Purchase, Supplies, Medicine	\$222	\$209	\$204
Photo Processing	\$15	\$14	\$13
Portable Heating and Cooling Equipment	\$17	\$16	\$16
Property taxes owned dwellings	\$2,025	\$1,882	\$1,793
Property taxes owned vacation homes	\$79	\$76	\$72
Rent	\$4,589	\$4,723	\$4,822
Satellite Dishes	\$1	\$1	\$1
Shaving Needs	\$40	\$37	\$35
Small Electric Kitchen Appliances	\$58	\$56	\$55
Residential Telephone/Pay Phones	\$267	\$255	\$244
Televisions	\$115	\$110	\$108
Tobacco Products and Smoking supplies	\$262	\$261	\$261
Tolls or Electronic Toll Passes	\$40	\$37	\$36
Toys, Games, Arts and Crafts, and Tricycles	\$273	\$258	\$255
Used Cars	\$1,128	\$1,094	\$1,078
Used Trucks	\$1,186	\$1,122	\$1,102
VCR's and Video Disc Players	\$9	\$9	\$9
Vehicle Insurance	\$1,351	\$1,298	\$1,276
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$15	\$14	\$14
Video Game Hardware And Software	\$141	\$128	\$125
Watches	\$59	\$54	\$54
Women's Suits	\$20	\$18	\$17

Not all Consumer Expenditure Categories are listed and will therefore NOT add up to Total Household Expenditure

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Retail Sales Potential Comparison



Geography: 10 Miles: Highway 7 & Sheridan, 15 Miles: Highway 7 & Sheridan, 20 Miles: Highway 7 & Sheridan

10 Miles: Highway 7 & Sheridan

15 Miles: Highway 7 & Sheridan

20 Miles: Highway 7 & Sheridan

Average Annual Household Dollars 2015A

	10 Miles: Highway 7 & Sheridan	15 Miles: Highway 7 & Sheridan	20 Miles: Highway 7 & Sheridan
Automotive Dealers	\$3,607	\$3,394	\$3,287
Automotive Parts, Accessories, & Tire Stores	\$222	\$214	\$211
Beer, Wine, & Liquor Stores	\$174	\$165	\$161
Book Stores	\$76	\$73	\$70
Childrens and Infants Clothing Stores	\$48	\$44	\$43
Clothing Accessories Stores	\$29	\$27	\$26
Convenience Stores	\$127	\$122	\$120
Cosmetics, Beauty Supplies and Perfume Stores	\$29	\$28	\$27
Department Stores excluding leased depts	\$1,079	\$1,007	\$973
Drinking Place - Alcoholic Beverages	\$101	\$94	\$91
Family Clothing Stores	\$476	\$441	\$423
Florists	\$26	\$24	\$23
Full-service Restaurants	\$1,642	\$1,529	\$1,476
Furniture Stores	\$23	\$22	\$21
Gasoline Stations	\$2,672	\$2,595	\$2,564
Gift, Novelty, and Souvenir Stores	\$78	\$73	\$71
Hardware Stores	\$48	\$45	\$43
Hobby, Toys and Games Stores	\$70	\$66	\$64
Home Centers	\$452	\$425	\$407
Home Furnishing Stores	\$140	\$132	\$128
Household Appliances Stores	\$105	\$97	\$93
Jewelry Stores	\$91	\$84	\$81
Limited-service Eating Places	\$1,706	\$1,589	\$1,535
Luggage & Leather Goods Stores	\$10	\$9	\$9
Mens Clothing Stores	\$50	\$46	\$44
Musical Instrument and Supplies Stores	\$12	\$11	\$11
News Dealers and Newsstands	\$5	\$5	\$5
Nonstore retailers	\$1,074	\$1,020	\$991
Nursery and Garden centers	\$144	\$136	\$129
Office Supplies and Stationery Stores	\$91	\$86	\$83
Optical Goods Stores	\$54	\$50	\$48
Other Building Materials Dealers	\$384	\$361	\$346

Other Clothing Stores	\$60	\$56	\$53
Other General Merchandise Stores	\$2,122	\$2,020	\$1,979
Other Health and Personal Care Stores	\$40	\$38	\$37
Other Miscellaneous Store Retailers	\$338	\$318	\$310
Other Motor Vehicle Dealers	\$336	\$307	\$290
Outdoor Power Equipment Stores	\$23	\$22	\$20
Paint and Wallpaper Stores	\$38	\$35	\$34
Pharmacies and Drug Stores	\$623	\$597	\$581
Radio, Television and Other Electronics Stores	\$218	\$207	\$201
Sew/Needlework/Piece Goods Stores	\$7	\$6	\$6
Shoe Stores	\$228	\$209	\$201
Special Foodservices	\$17	\$16	\$16
Specialty Food Stores	\$124	\$120	\$118
Sporting Goods Stores	\$193	\$176	\$167
Supermarkets and Other Grocery (except Convenience) Stores	\$3,191	\$3,077	\$3,031
Used Merchandise Stores	\$40	\$38	\$36
Womens Clothing Stores	\$222	\$206	\$197
Total Avg Annual Retail Sales	\$28,242	\$26,705	\$25,972

Aggregate Household Dollars 2015A

Automotive Dealers	\$573,130,377	\$1,248,675,462	\$1,987,808,025
Automotive Parts, Accessories, & Tire Stores	\$35,362,336	\$79,030,433	\$127,985,424
Beer, Wine, & Liquor Stores	\$27,694,554	\$60,949,253	\$97,642,421
Book Stores	\$12,136,717	\$26,973,251	\$42,758,863
Childrens and Infants Clothing Stores	\$7,699,813	\$16,411,650	\$26,275,461
Clothing Accessories Stores	\$4,708,091	\$10,102,806	\$15,934,741
Convenience Stores	\$20,206,307	\$45,018,758	\$72,836,046
Cosmetics, Beauty Supplies and Perfume Stores	\$4,700,620	\$10,418,952	\$16,653,598
Department Stores excluding leased depts	\$171,430,200	\$370,530,586	\$588,893,344
Drinking Place - Alcoholic Beverages	\$16,194,940	\$34,782,861	\$55,120,310
Family Clothing Stores	\$75,759,112	\$162,297,298	\$255,841,829
Florists	\$4,162,729	\$9,088,819	\$14,112,012
Full-service Restaurants	\$260,926,107	\$562,387,059	\$892,682,572
Furniture Stores	\$3,790,217	\$8,261,952	\$13,178,251
Gasoline Stations	\$424,662,170	\$954,778,347	\$1,550,671,779
Gift, Novelty, and Souvenir Stores	\$12,456,819	\$27,158,104	\$43,299,221
Hardware Stores	\$7,629,274	\$16,667,835	\$26,373,777
Hobby, Toys and Games Stores	\$11,213,880	\$24,305,596	\$39,017,435

Home Centers	\$71,917,032	\$156,604,863	\$246,549,442
Home Furnishing Stores	\$22,379,450	\$48,830,907	\$77,898,116
Household Appliances Stores	\$16,686,472	\$35,967,259	\$56,596,305
Jewelry Stores	\$14,517,990	\$31,000,737	\$49,567,856
Limited-service Eating Places	\$271,047,746	\$584,575,348	\$928,208,370
Luggage & Leather Goods Stores	\$1,614,452	\$3,520,920	\$5,598,705
Mens Clothing Stores	\$8,048,599	\$17,064,478	\$26,885,985
Musical Instrument and Supplies Stores	\$1,996,530	\$4,240,574	\$6,787,284
News Dealers and Newsstands	\$906,619	\$1,993,951	\$3,191,199
Nonstore retailers	\$170,727,779	\$375,391,430	\$599,242,051
Nursery and Garden centers	\$23,026,343	\$50,258,860	\$78,494,469
Office Supplies and Stationery Stores	\$14,458,645	\$31,745,712	\$50,621,357
Optical Goods Stores	\$8,731,966	\$18,544,662	\$29,289,124
Other Building Materials Dealers	\$61,047,320	\$132,956,449	\$209,425,670
Other Clothing Stores	\$9,589,356	\$20,635,588	\$32,432,228
Other General Merchandise Stores	\$337,273,409	\$743,046,170	\$1,196,725,452
Other Health and Personal Care Stores	\$6,369,324	\$14,117,405	\$22,599,711
Other Miscellaneous Store Retailers	\$53,714,141	\$116,992,558	\$187,500,013
Other Motor Vehicle Dealers	\$53,413,140	\$113,112,142	\$175,948,675
Outdoor Power Equipment Stores	\$3,712,659	\$8,092,558	\$12,514,006
Paint and Wallpaper Stores	\$6,105,663	\$13,111,390	\$20,612,462
Pharmacies and Drug Stores	\$99,116,675	\$219,662,491	\$351,772,428
Radio, Television and Other Electronics Stores	\$34,679,114	\$76,150,990	\$122,056,075
Sew/Needlework/Piece Goods Stores	\$1,165,403	\$2,538,745	\$4,039,231
Shoe Stores	\$36,232,830	\$76,935,219	\$121,709,184
Special Foodservices	\$2,841,332	\$6,118,431	\$9,706,256
Specialty Food Stores	\$19,840,140	\$44,334,223	\$71,903,693
Sporting Goods Stores	\$30,747,348	\$65,076,107	\$101,497,224
Supermarkets and Other Grocery (except Convenience) Stores	\$507,098,704	\$1,131,792,394	\$1,833,304,373
Used Merchandise Stores	\$6,460,742	\$13,995,347	\$22,204,454
Womens Clothing Stores	\$35,284,982	\$76,034,120	\$119,498,932
Total Aggregate Annual Retail Sales	\$4,487,068,689	\$9,822,464,594	\$15,705,157,197

Mosaic Population Comparison

Geography: 10 Miles: Highway 7 & Sheridan, 15 Miles: Highway 7 & Sheridan, 20 Miles: Highway 7 & Sheridan

	10 Miles: Highway 7 & Sheridan		15 Miles: Highway 7 & Sheridan		20 Miles: Highway 7 & Sheridan	
	2015 Pop Count	%	2015 Pop Count	%	2015 Pop Count	%
Group A: Power Elite						
A01 American Royalty	4,519	1.0%	7,428	0.7%	15,082	0.9%
A02 Platinum Prosperity	1,495	0.3%	1,495	0.1%	1,876	0.1%
A03 Kids and Cabernet	1,426	0.3%	1,426	0.1%	4,224	0.2%
A04 Picture Perfect Families	0	0.0%	3,116	0.3%	3,116	0.2%
A05 Couples with Clout	0	0.0%	0	0.0%	19,594	1.2%
A06 Jet Set Urbanites	0	0.0%	0	0.0%	4,103	0.2%
Group B: Flourishing Families						
B07 Generational Soup	46,611	10.8%	56,223	5.7%	65,604	4.2%
B08 Babies and Bliss	25,693	5.9%	34,709	3.5%	34,778	2.2%
B09 Family Fun-tastic	1,369	0.3%	3,459	0.3%	3,459	0.2%
B10 Cosmopolitan Achievers	1,099	0.2%	1,099	0.1%	1,099	0.0%
Group C: Booming with Confidence						
C11 Aging of Aquarius	53,906	12.5%	100,368	10.2%	131,562	8.5%
C12 Golf Carts and Gourmets	1,697	0.3%	1,697	0.1%	2,010	0.1%
C13 Silver Sophisticates	12,816	2.9%	58,385	5.9%	89,437	5.8%
C14 Boomers and Boomerangs	28,526	6.6%	33,894	3.4%	33,894	2.2%
Group D: Suburban Style						
D15 Sports Utility Families	0	0.0%	0	0.0%	0	0.0%
D16 Settled in Suburbia	1,233	0.2%	2,157	0.2%	5,351	0.3%
D17 Cul de Sac Diversity	10,517	2.4%	35,415	3.6%	37,384	2.4%
D18 Suburban Attainment	0	0.0%	0	0.0%	23,117	1.5%
Group E: Thriving Boomers						
E19 Full Pockets, Empty Nests	3,741	0.8%	27,720	2.8%	57,778	3.7%
E20 No Place Like Home	2,994	0.7%	21,118	2.1%	25,792	1.6%
E21 Unspoiled Splendor	1,070	0.2%	7,463	0.7%	13,583	0.8%
Group F: Promising Families						
F22 Fast Track Couples	35,134	8.1%	55,256	5.6%	59,741	3.8%
F23 Families Matter Most	0	0.0%	0	0.0%	0	0.0%
Group G: Young, City Solos						
G24 Status Seeking Singles	9,696	2.2%	15,386	1.5%	50,374	3.2%
G25 Urban Edge	0	0.0%	4,099	0.4%	24,183	1.5%

10 Miles: Highway 7 &
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15 Miles: Highway 7 &
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20 Miles: Highway 7 &
Sheridan

Group H: Middle-class Melting Pot

H26 Progressive Potpourri	4,788	1.1%	14,420	1.4%	15,385	1.0%
H27 Birkenstocks and Beemers	656	0.1%	2,480	0.2%	5,677	0.3%
H28 Everyday Moderates	37,243	8.6%	42,273	4.2%	42,273	2.7%
H29 Destination Recreation	0	0.0%	0	0.0%	0	0.0%

Group I: Family Union

I30 Stockcars and State Parks	0	0.0%	0	0.0%	0	0.0%
I31 Blue Collar Comfort	3,742	0.8%	4,731	0.4%	4,731	0.3%
I32 Steadfast Conventionalists	0	0.0%	4,229	0.4%	11,052	0.7%
I33 Balance and Harmony	13,195	3.0%	57,731	5.8%	95,128	6.2%

Group J: Autumn Years

J34 Aging in Place	11,347	2.6%	40,341	4.0%	43,387	2.8%
J35 Rural Escape	0	0.0%	0	0.0%	0	0.0%
J36 Settled and Sensible	2,459	0.5%	3,935	0.4%	3,935	0.2%

Group K: Significant Singles

K37 Wired for Success	10,141	2.3%	18,356	1.8%	18,356	1.1%
K38 Gotham Blend	0	0.0%	0	0.0%	0	0.0%
K39 Metro Fusion	0	0.0%	0	0.0%	0	0.0%
K40 Bohemian Groove	8,791	2.0%	31,880	3.2%	57,590	3.7%

Group L: Blue Sky Boomers

L41 Booming and Consuming	0	0.0%	0	0.0%	0	0.0%
L42 Rooted Flower Power	15,246	3.5%	73,661	7.4%	99,273	6.4%
L43 Homemade Happiness	0	0.0%	825	0.0%	1,646	0.1%

Group M: Families in Motion

M44 Red, White and Bluegrass	0	0.0%	0	0.0%	0	0.0%
M45 Diapers and Debit Cards	0	0.0%	0	0.0%	0	0.0%

Group N: Pastoral Pride

N46 True Grit Americans	0	0.0%	859	0.0%	859	0.0%
N47 Countrified Pragmatics	0	0.0%	0	0.0%	3,433	0.2%
N48 Rural Southern Bliss	0	0.0%	0	0.0%	1,214	0.0%
N49 Touch of Tradition	0	0.0%	0	0.0%	0	0.0%

Group O: Singles and Starters

O50 Full Steam Ahead	2,008	0.4%	3,690	0.3%	5,619	0.3%
O51 Digital Dependents	5,205	1.2%	6,141	0.6%	10,399	0.6%
O52 Urban Ambition	0	0.0%	0	0.0%	7,604	0.5%
O53 Colleges and Cafes	0	0.0%	30,306	3.0%	33,465	2.1%
O54 Striving Single Scene	20,358	4.7%	49,228	5.0%	129,441	8.4%
O55 Family Troopers	16,226	3.7%	26,068	2.6%	28,545	1.8%

10 Miles: Highway 7 &
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Group P: Cultural Connections

P56 Mid-scale Medley	3,341	0.7%	10,154	1.0%	12,092	0.7%
P57 Modest Metro Means	0	0.0%	0	0.0%	0	0.0%
P58 Heritage Heights	0	0.0%	0	0.0%	0	0.0%
P59 Expanding Horizons	6,958	1.6%	49,171	5.0%	84,593	5.5%
P60 Striving Forward	0	0.0%	0	0.0%	23,660	1.5%
P61 Humble Beginnings	2,043	0.4%	7,427	0.7%	17,626	1.1%

Group Q: Golden Year Guardians

Q62 Reaping Rewards	740	0.1%	740	0.0%	2,222	0.1%
Q63 Footloose and Family Tree	917	0.2%	917	0.0%	917	0.0%
Q64 Town Elders	1,591	0.3%	1,591	0.1%	1,714	0.1%
Q65 Senior Discounts	704	0.1%	5,083	0.5%	11,744	0.7%

Group R: Aspirational Fusion

R66 Dare to Dream	12,467	2.8%	17,771	1.8%	39,471	2.5%
R67 Hope for Tomorrow	0	0.0%	0	0.0%	3,330	0.2%

Group S: Economic Challenges

S68 Small Town Shallow Pockets	6,075	1.4%	7,261	0.7%	7,261	0.4%
S69 Urban Survivors	0	0.0%	0	0.0%	1,979	0.1%
S70 Tight Money	0	0.0%	0	0.0%	0	0.0%
S71 Tough Times	312	0.0%	312	0.0%	1,905	0.1%
U00 Unclassified	0	0.0%	0	0.0%	0	0.0%
Total Population	430,094	100.0%	983,492	100.0%	1,534,669	100.0%