

## Complete Demographic Comparison Report



Date: April 3, 2018

20 Minutes: 20-minute drive-time  
around 38.588939 -89.990382

15 Minutes: 15-minute drive-time  
around 38.588939 -89.990382

10 Minutes: 10-minute drive-time  
around 38.588939 -89.990382

### 2015A Demographics:

Employees	141,669	48,518	19,440
Establishments*	8,533	4,550	1,728
Total Population	236,024	138,016	37,475
Total Households	93,623	55,092	15,536
Female Population	121,604	71,257	19,220
% Female	51.5%	51.6%	51.2%
Male Population	114,420	66,759	18,255
% Male	48.4%	48.3%	48.7%
Population Density (per Sq. Mi.)	1,149.50	1,493.05	1,347.85

### Employed Civilian Population 16+

Total	100,395	61,012	17,720
White Collar	60.8%	63.6%	68.8%
Blue Collar	39.1%	36.3%	31.1%

### Seasonal Population by Quarter:

Q4 2011	749	397	139
Q1 2012	781	423	151
Q2 2012	805	432	155
Q3 2012	801	432	155
Q4 2012	785	428	154
Q1 2013	943	519	189
Q2 2013	982	538	198
Q3 2013	970	530	194
Q4 2013	946	522	191
Q1 2014	948	523	191
Q2 2014	999	543	203
Q3 2014	955	510	173
Q4 2014	925	505	172

### Age:

Age 0 - 4	6.6%	6.1%	5.7%
Age 5 - 14	13.4%	12.9%	12.3%
Age 15 - 19	6.5%	6.4%	5.9%
Age 20 - 24	6.9%	6.5%	6.0%
Age 25 - 34	14.1%	13.5%	14.2%
Age 35 - 44	12.5%	12.8%	13.4%

20 Minutes: 20-minute drive-time around 38.588939 -89.990382      15 Minutes: 15-minute drive-time around 38.588939 -89.990382      10 Minutes: 10-minute drive-time around 38.588939 -89.990382

Age 45 - 54	14.1%	14.7%	15.1%
Age 55 - 64	12.4%	13.0%	13.1%
Age 65 - 74	7.0%	7.4%	7.3%
Age 75 - 84	4.1%	4.3%	4.4%
Age 85 +	1.8%	2.0%	2.0%
Median Age	36.7	38.5	39.2

**Housing Units**

Total Housing Units	107,278	62,589	17,196
Occupied Housing Units	87.2%	88.0%	90.3%
Vacant Housing Units	12.7%	11.9%	9.6%

**Housing Units by Tenure**

Total Households in Tenure	93,623	55,092	15,536
Owner Occupied Housing Units	57,286	36,307	10,759
Owner Occupied free and clear	32.2%	30.8%	27.3%
Owner Occupied with a mortgage or loan	67.7%	69.1%	72.6%
Renter Occupied Housing Units	36,337	18,785	4,777

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%
Asian	1.5%	1.7%	2.7%
Black	34.1%	31.0%	22.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	59.7%	62.8%	70.2%
Other	1.5%	1.2%	1.1%
Multi-Race	2.6%	2.7%	2.9%
Hispanic Ethnicity	4.4%	3.8%	3.8%
Not of Hispanic Ethnicity	95.5%	96.1%	96.1%

**Race of Hispanics**

Hispanics	10,507	5,253	1,427
American Indian	1.2%	1.2%	1.2%
Asian	0.6%	0.8%	0.8%
Black	4.5%	4.7%	3.6%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	51.3%	54.1%	54.4%
Other	32.3%	28.1%	26.8%
Multi-Race	9.6%	10.7%	12.7%

20 Minutes: 20-minute drive-time around 38.588939 -89.990382      15 Minutes: 15-minute drive-time around 38.588939 -89.990382      10 Minutes: 10-minute drive-time around 38.588939 -89.990382

**Race of Non Hispanics**

Non Hispanics	225,517	132,763	36,048
American Indian	0.2%	0.2%	0.2%
Asian	1.5%	1.8%	2.7%
Black	35.4%	32.0%	23.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	60.1%	63.2%	70.9%
Other	0.1%	0.1%	0.1%
Multi-Race	2.3%	2.4%	2.5%

**Marital Status:**

Age 15 + Population	188,659	111,706	30,700
Divorced	12.0%	12.0%	10.7%
Never Married	36.4%	34.1%	31.7%
Now Married	45.1%	47.2%	51.6%
Now Married - Separated	2.7%	2.6%	2.2%
Widowed	6.4%	6.5%	5.8%

**Educational Attainment:**

Total Population Age 25+	156,805	93,719	26,199
Grade K - 8	2.6%	2.2%	1.4%
Grade 9 - 12	7.7%	6.7%	4.9%
High School Graduate	27.3%	26.0%	23.6%
Associates Degree	9.5%	10.0%	10.9%
Bachelor's Degree	16.5%	17.9%	21.0%
Graduate Degree	9.4%	10.2%	12.3%
Some College, No Degree	25.7%	25.8%	25.1%
No Schooling Completed	1.0%	0.7%	0.3%

**Household Income:**

Income \$ 0 - \$9,999	9.5%	7.2%	4.2%
Income \$ 10,000 - \$14,999	6.1%	5.3%	3.7%
Income \$ 15,000 - \$24,999	11.9%	11.1%	8.1%
Income \$ 25,000 - \$34,999	11.4%	11.5%	10.2%
Income \$ 35,000 - \$49,999	13.4%	13.0%	12.2%
Income \$ 50,000 - \$74,999	19.0%	19.8%	22.3%
Income \$ 75,000 - \$99,999	11.4%	12.4%	15.0%
Income \$100,000 - \$124,999	7.2%	8.0%	10.4%
Income \$125,000 - \$149,999	3.8%	4.2%	5.2%
Income \$150,000 +	5.9%	7.0%	8.2%

	20 Minutes: 20-minute drive-time around 38.588939 -89.990382	15 Minutes: 15-minute drive-time around 38.588939 -89.990382	10 Minutes: 10-minute drive-time around 38.588939 -89.990382
Average Household Income	\$63,897	\$69,319	\$78,995
Median Household Income	\$46,695	\$52,051	\$62,619
Per Capita Income	\$25,615	\$27,923	\$32,914
<b>Vehicles Available</b>			
0 Vehicles Available	9.7%	7.3%	4.7%
1 Vehicle Available	37.9%	37.3%	34.3%
2+ Vehicles Available	52.2%	55.3%	60.9%
Average Vehicles Per Household	1.81	1.84	1.90
Total Vehicles Available	169,473	101,438	29,592

#### 2020 Demographics:

Total Population	241,866	142,529	40,442
Total Households	96,724	57,124	16,885
Female Population	124,161	73,423	20,733
% Female	51.3%	51.5%	51.2%
Male Population	117,705	69,106	19,709
% Male	48.6%	48.4%	48.7%
Population Density (per Sq. Mi.)	1,164.47	1,504.98	1,339.92

#### Employed Civilian Population 16+

Total	104,508	63,813	19,284
% White Collar	61.3%	64.0%	68.8%
% Blue Collar	38.6%	35.9%	31.1%

#### Age:

Age 0 - 4	6.4%	6.0%	5.6%
Age 5 - 14	13.0%	12.4%	11.6%
Age 15 - 19	6.2%	6.1%	5.7%
Age 20 - 24	6.3%	6.0%	5.4%
Age 25 - 34	14.5%	13.7%	14.4%
Age 35 - 44	12.6%	12.7%	13.6%
Age 45 - 54	12.6%	13.1%	13.3%
Age 55 - 64	13.0%	13.6%	13.8%
Age 65 - 74	8.6%	9.1%	9.1%
Age 75 - 84	4.5%	4.7%	4.9%
Age 85 +	1.9%	2.1%	2.1%
Median Age	37.5	39.2	39.9

20 Minutes: 20-minute drive-time around 38.588939 -89.990382    15 Minutes: 15-minute drive-time around 38.588939 -89.990382    10 Minutes: 10-minute drive-time around 38.588939 -89.990382

**Housing Units**

Total Housing Units	111,391	65,297	18,827
Occupied Housing Units	86.8%	87.4%	89.6%
Vacant Housing Units	13.1%	12.5%	10.3%

**Housing Units by Tenure**

Total Households in Tenure	96,724	57,124	16,885
Owner Occupied Housing Units	59,171	37,705	11,652
Owner Occupied free and clear	32.0%	30.7%	27.5%
Owner Occupied with a mortgage or loan	67.9%	69.2%	72.4%
Renter Occupied Housing Units	37,553	19,419	5,233

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%
Asian	1.7%	2.1%	3.1%
Black	33.7%	30.8%	23.1%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	59.2%	62.0%	68.5%
Other	1.7%	1.3%	1.2%
Multi-Race	3.1%	3.2%	3.5%
Hispanic Ethnicity	4.9%	4.3%	4.3%
Not of Hispanic Ethnicity	95.0%	95.6%	95.6%

**Race of Hispanics**

Hispanics	11,951	6,172	1,750
American Indian	1.1%	1.1%	1.0%
Asian	0.6%	0.7%	0.8%
Black	4.4%	4.5%	3.6%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	51.7%	54.2%	54.2%
Other	31.7%	28.1%	26.9%
Multi-Race	10.0%	11.0%	13.2%

**Race of Non Hispanics**

Non Hispanics	229,915	136,357	38,692
American Indian	0.2%	0.2%	0.2%
Asian	1.8%	2.1%	3.2%
Black	35.2%	32.0%	24.0%

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Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	59.6%	62.3%	69.1%
Other	0.1%	0.1%	0.1%
Multi-Race	2.7%	2.8%	3.0%
<b>Marital Status:</b>			
Age 15 + Population	194,857	116,185	33,413
Divorced	11.9%	12.0%	10.8%
Never Married	36.5%	34.2%	32.2%
Now Married	45.2%	47.2%	51.1%
Now Married - Separated	2.7%	2.6%	2.2%
Widowed	6.2%	6.4%	5.8%
<b>Educational Attainment:</b>			
Total Population Age 25+	164,523	98,798	28,911
Grade K - 9	2.4%	2.1%	1.4%
Grade 9 - 12	7.4%	6.4%	4.8%
High School Graduate	26.9%	25.7%	23.4%
Associates Degree	9.6%	10.2%	11.0%
Bachelor's Degree	16.9%	18.3%	21.2%
Graduate Degree	9.8%	10.6%	12.5%
Some College, No Degree	25.5%	25.7%	25.0%
No Schooling Completed	0.9%	0.7%	0.3%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	7.2%	5.3%	3.0%
Income \$ 10,000 - \$14,999	5.8%	4.8%	3.2%
Income \$ 15,000 - \$24,999	10.6%	9.7%	6.9%
Income \$ 25,000 - \$34,999	10.1%	10.1%	8.5%
Income \$ 35,000 - \$49,999	12.3%	11.8%	10.7%
Income \$ 50,000 - \$74,999	18.9%	19.5%	21.5%
Income \$ 75,000 - \$99,999	12.8%	13.9%	16.4%
Income \$100,000 - \$124,999	9.0%	10.0%	12.4%
Income \$125,000 - \$149,999	5.0%	5.5%	6.7%
Income \$150,000 +	7.7%	8.9%	10.3%
Average Household Income	\$73,081	\$79,178	\$88,938
Median Household Income	\$55,080	\$60,924	\$70,554
Per Capita Income	\$29,490	\$31,980	\$37,287
<b>Vehicles Available</b>			
0 Vehicles Available	9.6%	7.1%	4.7%

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1 Vehicle Available	37.7%	36.9%	34.1%
2+ Vehicles Available	52.6%	55.8%	61.0%
Average Vehicles Per Household	1.81	1.84	1.90
Total Vehicles Available	175,499	105,597	32,239

### 2010 Demographics:

Total Population	239,099	139,118	37,254
Total Households	94,966	55,596	15,436
Female Population	123,698	72,043	19,102
% Female	51.7%	51.7%	51.2%
Male Population	115,401	67,076	18,153
% Male	48.2%	48.2%	48.7%
Population Density (per Sq. Mi.)	1,164.47	1,504.98	1,339.92

### Employed Civilian Population 16+

Total	105,642	64,137	18,441
% White Collar	61.0%	63.9%	69.3%
% Blue Collar	38.9%	36.0%	30.6%

### Age:

Age 0 - 4	6.8%	6.3%	6.0%
Age 5 - 14	13.6%	13.3%	12.9%
Age 15 - 19	7.1%	6.9%	6.2%
Age 20 - 24	6.8%	6.3%	5.9%
Age 25 - 34	14.0%	13.4%	14.2%
Age 35 - 44	12.9%	13.2%	13.8%
Age 45 - 54	14.9%	15.4%	15.6%
Age 55 - 64	11.3%	11.8%	11.9%
Age 65 - 74	6.2%	6.5%	6.4%
Age 75 - 84	4.3%	4.5%	4.7%
Age 85 +	1.7%	1.8%	1.8%
Median Age	36.1	37.7	38.3

### Housing Units

Total Housing Units	106,030	61,406	16,557
Occupied Housing Units	89.5%	90.5%	93.2%
Vacant Housing Units	10.4%	9.4%	6.7%

### Housing Units by Tenure

Total Households in Tenure	94,966	55,596	15,436
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	20 Minutes: 20-minute drive-time around 38.588939 -89.990382	15 Minutes: 15-minute drive-time around 38.588939 -89.990382	10 Minutes: 10-minute drive-time around 38.588939 -89.990382
Owner Occupied Housing Units	58,670	36,856	10,778
Owner Occupied free and clear	30.0%	28.6%	25.1%
Owner Occupied with a mortgage or loan	69.9%	71.3%	74.8%
Renter Occupied Housing Units	36,295	18,740	4,658
<b>Race and Ethnicity</b>			
American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%
Asian	1.3%	1.6%	2.4%
Black	34.3%	31.1%	22.2%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	60.1%	63.3%	71.2%
Other	1.4%	1.0%	0.9%
Multi-Race	2.3%	2.4%	2.6%
Hispanic Ethnicity	3.8%	3.1%	3.1%
Not of Hispanic Ethnicity	96.1%	96.8%	96.8%
<b>Race of Hispanics</b>			
Hispanics	9,143	4,385	1,187
American Indian	1.3%	1.4%	1.4%
Asian	0.6%	0.8%	0.8%
Black	4.6%	5.1%	3.8%
Hawaiian/Pacific Islander	0.1%	0.1%	0.0%
White	50.8%	53.8%	55.0%
Other	33.4%	28.6%	26.9%
Multi-Race	8.8%	9.9%	11.7%
<b>Race of Non Hispanics</b>			
Non Hispanics	229,955	134,734	36,067
American Indian	0.2%	0.2%	0.2%
Asian	1.4%	1.6%	2.5%
Black	35.5%	32.0%	22.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	60.5%	63.6%	71.8%
Other	0.1%	0.1%	0.1%
Multi-Race	2.1%	2.2%	2.3%

**Marital Status:**

20 Minutes: 20-minute drive-time around 38.588939 -89.990382    15 Minutes: 15-minute drive-time around 38.588939 -89.990382    10 Minutes: 10-minute drive-time around 38.588939 -89.990382

Age 15 + Population	190,044	111,698	30,183
Divorced	11.6%	11.4%	10.1%
Never Married	35.9%	33.5%	30.4%
Now Married	46.1%	48.7%	53.3%
Now Married - Separated	2.1%	1.7%	1.4%
Widowed	6.3%	6.3%	6.0%

**Educational Attainment:**

Total Population Age 25+	156,637	93,226	25,643
Grade K - 8	2.8%	2.4%	1.6%
Grade 9 - 12	8.3%	7.1%	5.3%
High School Graduate	27.5%	26.1%	23.9%
Associates Degree	9.2%	9.8%	11.0%
Bachelor's Degree	16.3%	17.9%	20.9%
Graduate Degree	8.9%	9.7%	11.8%
Some College, No Degree	25.8%	25.9%	24.9%
No Schooling Completed	0.9%	0.7%	0.3%

**Household Income:**

Income \$ 0 - \$9,999	9.5%	7.1%	4.2%
Income \$ 10,000 - \$14,999	6.2%	5.4%	3.7%
Income \$ 15,000 - \$24,999	12.2%	11.3%	8.4%
Income \$ 25,000 - \$34,999	12.3%	12.5%	11.4%
Income \$ 35,000 - \$49,999	14.4%	14.2%	13.5%
Income \$ 50,000 - \$74,999	18.8%	19.7%	22.1%
Income \$ 75,000 - \$99,999	10.9%	12.0%	14.3%
Income \$100,000 - \$124,999	7.2%	8.1%	10.5%
Income \$125,000 - \$149,999	3.5%	3.9%	5.0%
Income \$150,000 +	4.6%	5.3%	6.4%
Average Household Income	\$60,339	\$65,235	\$74,381
Median Household Income	\$44,505	\$49,123	\$59,620
Per Capita Income	\$24,224	\$26,314	\$30,980

**Vehicles Available**

0 Vehicles Available	9.3%	6.9%	4.1%
1 Vehicle Available	38.5%	37.9%	34.9%
2+ Vehicles Available	52.0%	55.1%	60.8%
Average Vehicles Per Household	1.80	1.83	1.90
Total Vehicles Available	171,776	102,191	29,385

20 Minutes: 20-minute drive-time around 38.588939 -89.990382    15 Minutes: 15-minute drive-time around 38.588939 -89.990382    10 Minutes: 10-minute drive-time around 38.588939 -89.990382

**2000 Census Demographics:**

Total Population	227,548	131,616	30,420
Total Households	87,902	51,231	12,004
Female Population	118,873	68,784	15,791
% Female	52.2%	52.2%	51.9%
Male Population	108,675	62,831	14,629
% Male	47.7%	47.7%	48.0%

**Employed Civilian Population 16+**

Total	97,143	58,839	14,702
% White Collar	61.7%	63.4%	67.4%
% Blue Collar	38.2%	36.5%	32.5%

**Age:**

Age 0 - 4	6.8%	6.5%	5.9%
Age 5 - 14	15.5%	15.0%	14.7%
Age 15 - 19	7.5%	7.4%	7.1%
Age 20 - 24	6.1%	5.8%	4.6%
Age 25 - 34	13.1%	13.1%	13.3%
Age 35 - 44	16.4%	16.8%	18.4%
Age 45 - 54	12.9%	13.6%	14.0%
Age 55 - 64	7.9%	8.1%	8.2%
Age 65 - 74	6.9%	6.9%	7.3%
Age 75 - 84	4.7%	4.7%	4.8%
Age 85 +	1.6%	1.6%	1.3%
Median Age	35.3	36.2	37.2

**Housing Units**

Total Housing Units	95,885	54,863	12,529
Owner Occupied Housing Units	58.4%	62.8%	70.7%
Renter Occupied Housing Units	33.2%	30.5%	25.0%
Vacant Housing Units	8.3%	6.6%	4.1%

**Race and Ethnicity**

American Indian, Eskimo, Aleut	0.2%	0.2%	0.2%
Asian	0.9%	1.0%	1.7%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	32.2%	28.5%	14.0%

	20 Minutes: 20-minute drive-time around 38.588939 -89.990382	15 Minutes: 15-minute drive-time around 38.588939 -89.990382	10 Minutes: 10-minute drive-time around 38.588939 -89.990382
White	64.2%	68.2%	81.4%
Other	0.8%	0.5%	0.8%
Two or More Races	1.4%	1.3%	1.7%
Hispanic Ethnicity	2.3%	1.9%	2.1%
Not of Hispanic Ethnicity	97.6%	98.0%	97.8%
<b>Marital Status:</b>			
Age 15 + Population	176,394	103,205	24,147
Divorced	11.6%	11.5%	10.8%
Never Married	29.2%	27.3%	21.7%
Now Married	45.4%	48.0%	56.4%
Separated	5.4%	5.5%	4.4%
Widowed	8.2%	7.5%	6.5%
<b>Educational Attainment:</b>			
Total Population Age 25+	145,127	85,640	20,567
Grade K - 8	5.2%	4.5%	4.4%
Grade 9 - 11, No diploma	13.1%	11.8%	8.6%
High School Graduate	28.1%	27.3%	24.4%
Associates Degree	7.3%	7.7%	7.7%
Bachelor's Degree	12.7%	13.8%	17.0%
Graduate Degree	7.6%	8.6%	11.3%
Some College, No Degree	24.6%	25.2%	25.9%
No Schooling Completed	0.9%	0.6%	0.3%
Public School Enrollment	84.2%	83.2%	79.6%
Private School Enrollment	15.7%	16.7%	20.3%
<b>Household Income:</b>			
Income \$ 0 - \$9,999	12.0%	9.3%	5.0%
Income \$ 10,000 - \$14,999	7.1%	6.3%	4.2%
Income \$ 15,000 - \$24,999	13.8%	13.6%	11.2%
Income \$ 25,000 - \$34,999	13.9%	13.6%	11.7%
Income \$ 35,000 - \$49,999	16.6%	17.0%	17.9%
Income \$ 50,000 - \$74,999	19.3%	20.4%	24.6%
Income \$ 75,000 - \$99,999	9.0%	10.0%	12.5%
Income \$100,000 - \$124,999	3.9%	4.4%	6.0%
Income \$125,000 - \$149,999	1.8%	2.1%	2.7%
Income \$150,000 - \$199,999	1.3%	1.5%	2.1%
Income \$200,000 or More	1.0%	1.2%	1.4%

20 Minutes: 20-minute drive-time around 38.588939 -89.990382    15 Minutes: 15-minute drive-time around 38.588939 -89.990382    10 Minutes: 10-minute drive-time around 38.588939 -89.990382

Average Household Income	\$47,574	\$50,889	\$58,866
Median Household Income	\$37,655	\$40,825	\$49,691
Per Capita Income	\$18,378	\$19,808	\$23,229

**Vehicles Available**

0 Vehicles Available	11.9%	9.0%	5.4%
1 Vehicle Available	37.2%	36.8%	34.1%
2 Vehicles Available	36.1%	38.2%	43.3%
3+ Vehicles Available	14.6%	15.7%	16.9%
Average Vehicles Per Household	1.39	1.50	1.70
Total Vehicles Available	138,908	84,749	21,333

**Population Trend**

2000	227,548	131,616	30,420
2010	239,099	139,118	37,254
Change 2000 to 2010	5.0%	5.7%	22.4%
2015A	236,024	138,016	37,475
2020	241,866	142,529	40,442
Change 2015A to 2020	2.4%	3.2%	7.9%

**Household Trend**

2000	87,902	51,231	12,004
2010	94,966	55,596	15,436
Change 2000 to 2010	6.5%	7.5%	29.4%
2015A	93,623	55,092	15,536
2020	96,724	57,124	16,885
Change 2015A to 2020	3.3%	3.6%	8.6%

**Average Household Size Trend**

2000	2.5	2.5	2.4
2010	2.4	2.4	2.4
Change 2000 to 2010	-2.7%	-2.0%	-3.1%
2015A	2.4	2.4	2.4
2020	2.4	2.4	2.3
Change 2015A to 2020	0.7%	0.3%	0.7%

**Median Age Trend**

2000	35.3	36.2	37.2
2010	36.1	37.7	38.3
2015A	36.7	38.5	39.2



20 Minutes: 20-minute drive-time    15 Minutes: 15-minute drive-time    10 Minutes: 10-minute drive-time  
around 38.588939 -89.990382    around 38.588939 -89.990382    around 38.588939 -89.990382

\*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).

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C11

# Aging of Aquarius

Upscale boomer-aged couples living in city and close-in suburbs

Gary & Donna

2.46% | 3.27%



### Key Features

- Affluent
- Highly educated
- Upscale housing
- College sports fans
- Philanthropic
- Savvy investor

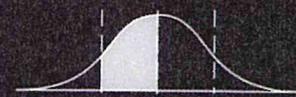
### Who We Are

Head of household age	Type of property
<b>51-65</b>	<b>Single family</b>
86.9% 309	99.1% 125
Estimated household income	Household size
<b>\$125,000-\$149,999</b>	<b>3 persons</b>
17.9% 367	26.3% 214
Home ownership	Age of children
<b>Homeowner</b>	<b>13-18</b>
96.4% 148	0.6% 5

### Channel Preference



### Technology Adoption



Apprentices



D18

# Suburban Attainment

Upper middle-class couples and families living mainly in the expanding suburbs

Donald & Sharon

1.61% | 2.07%



### Key Features

- Tech-wizards
- Politically liberal
- Power shoppers
- Status-seekers
- Tech-savvy
- Omni-channel shoppers

### Who We Are

Head of household age	Type of property
<b>46-50</b>	<b>Single family</b>
14.8% 173	95.9% 121
Estimated household income	Household size
<b>\$50,000-\$74,999</b>	<b>4 persons</b>
34.1% 184	12.5% 160
Home ownership	Age of children
<b>Homeowner</b>	<b>0-3</b>
87.8% 135	10.3% 140

### Channel Preference



### Technology Adoption



Wizards





E20

# No Place Like Home

Older, middle-class multi-generational households in suburban areas

Timothy & Rebecca

2.17% | 3.12%



### Key Features

- Smart shoppers
- Multi-generational homes
- Contribute to charities
- Tailgaters
- Financially informed
- Conservative values

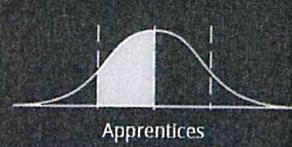
### Who We Are

Head of household age	Type of property
<b>51-65</b>	<b>Single family</b>
51.4% 182	98.4% 124
Estimated household income	Household size
<b>\$75,000-\$99,999</b>	<b>4 persons</b>
25.9% 203	19.6% 251
Home ownership	Age of children
<b>Homeowner</b>	<b>0-3</b>
91.5% 141	5.5% 74

### Channel Preference



### Technology Adoption



J34

# Aging in Place

Middle-class seniors living comfortable suburban lifestyles

Frank & Shirley

3.11% | 3.23%



### Key Features

- Retired
- Financially secure
- AARP members
- Fine arts appreciation
- Avid newspaper readers
- Republican households

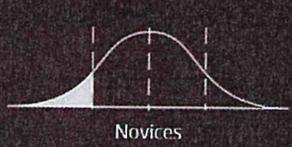
### Who We Are

Head of household age	Type of property
<b>66-75</b>	<b>Single family</b>
49.2% 475	99.4% 125
Estimated household income	Household size
<b>\$50,000-\$74,999</b>	<b>2 persons</b>
34.9% 188	41.6% 178
Home ownership	Age of children
<b>Homeowner</b>	<b>0-3</b>
96.7% 149	1.3% 18

### Channel Preference



### Technology Adoption





**L42 Rooted Flower Power** Bruce & Denise  
2.63% | 2.26%

Mid-scale baby boomer singles and couples rooted in established suburban communities and approaching retirement



**Key Features**

- Nearing retirement
- Deeply rooted
- Single adults
- Liberal
- Bargain hunters
- Clubs and volunteering

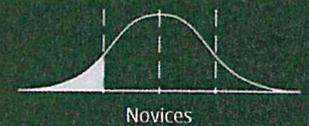
**Who We Are**

Head of household age	Type of property
<b>51-65</b>	<b>Single family</b>
85.3% 303	93.9% 118
Estimated household income	Household size
<b>\$50,000-\$74,999</b>	<b>1 person</b>
35.8% 193	49.5% 108
Home ownership	Age of children
<b>Homeowner</b>	<b>0-3</b>
80.9% 124	1.0% 13

**Channel Preference**

91	27	69
32	62	49

**Technology Adoption**



Novices



**S69 Urban Survivors** Bobby & Annie  
1.60% | 1.25%

Middle-aged and older singles and single parents established in modest urban settings



**Key Features**

- Modest budgets
- Racially diverse
- Entrepreneurial spirit
- Materialistic aspirations
- Modest educations
- Style on a budget

**Who We Are**

Head of household age	Type of property
<b>51-65</b>	<b>Single family</b>
44.5% 158	95.6% 121
Estimated household income	Household size
<b>Less than \$15,000</b>	<b>1 person</b>
25.3% 214	61.7% 134
Home ownership	Age of children
<b>Renter</b>	<b>10-12</b>
27.1% 110	4.0% 54

**Channel Preference**

133	103	213
198	11	24

**Technology Adoption**



Wizards



10 Minute DTTA Dominant Segments C11 7.1% D18 11.3% J34 8.3%

15 Minute DTTA Dominant Segments D18 6.7% L42 6.8% J34 5.4%

20 Minute DTTA Dominate Segments E20 5.3% L42 6.6% S69 7.3%





## Retail Leakage and Surplus Analysis

The Retail Leakage and Surplus Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a gap analysis" or "a supply and demand analysis" and can aid in the following:

- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between estimated and potential retail sales

### Understanding Retail Leakage

Retail leakage means that residents are spending more for products than local businesses capture. Retail sales leakage suggests that there is unmet demand in the trade area and that the community can support additional store space for that type of business.

However, retail leakage does not necessarily translate into opportunity. For example, there could be a strong competitor in a neighboring community that dominates the market for that type of product or store.

### Understanding Retail Surplus

A retail surplus means that the community's trade area is capturing the local market plus attracting non-local shoppers. A retail surplus does not necessarily mean that the community cannot support additional business. Many communities have developed strong clusters of stores that have broad geographic appeal. Examples of these types of retailers include: sporting goods stores, home furnishing stores, restaurants, and other specialty operations that become destination retailers and draw customers from outside the trade area.

Examining the quantitative aspects (Leakage/Surplus) is only part of the evaluation of community's retail opportunities. Before any conclusions can be drawn about potential business expansion or recruitment opportunities, qualitative considerations such as trade area psychographics and buying habits must be analyzed in context of other market factors.

### Interpreting Leakage Index

1.0 = equilibrium, meaning that demand and sales in the area being analyzed are in balance.

.80 = demand exceeds sales by 20%, meaning that consumers are leaving the area being analyzed.

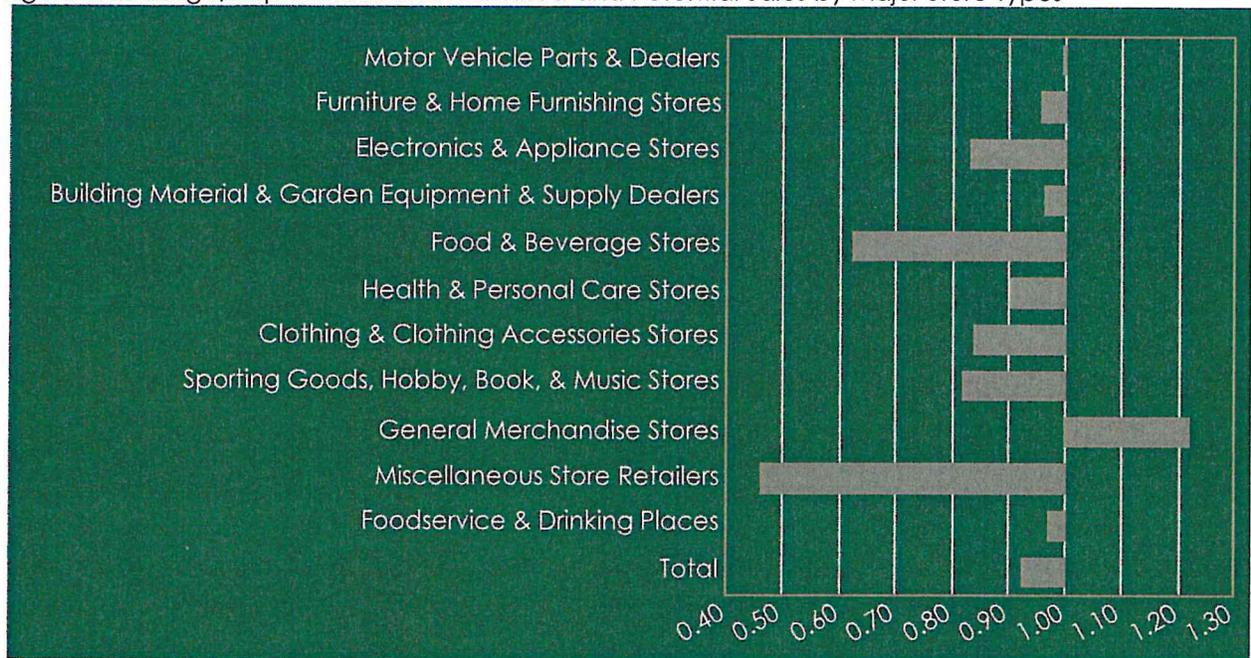
1.2 = sales exceed demand by 20%, meaning that consumers are coming from outside the area being analyzed.

Leakage/Surplus Index by Major Store Type

The quantitative comparison of retail leakage and surplus in the twelve major store types shown in the chart and table below provides an initial measure of market opportunities. Combining this analysis with the knowledge of the local retail situation will take the process of identifying retail possibilities one step further.

Figure 1 provides the leakage/surplus indices and following is the sales potential and estimated sales for major store types.

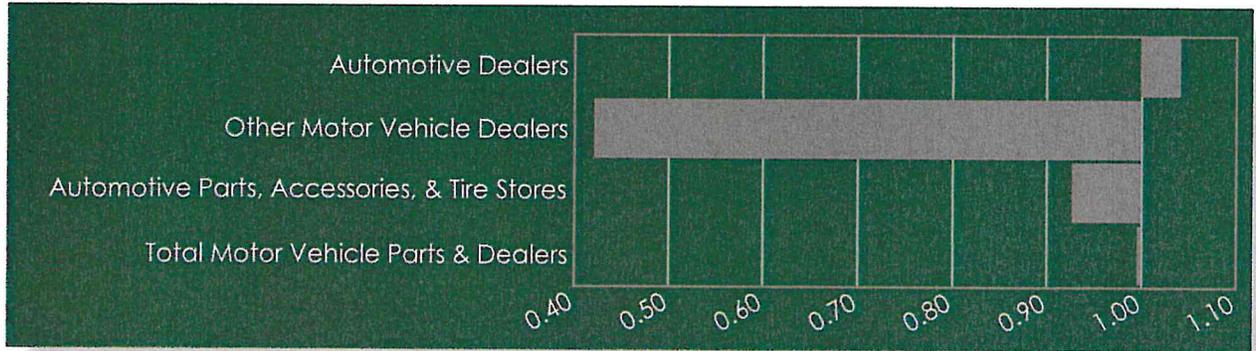
Figure 1. Leakage/Surplus Index and Estimated and Potential Sales by Major Store Types



Store Type	Potential	Estimated Sales	Surplus/Leakage
Motor Vehicle Parts & Dealers	819,071,380	816,306,792	1.0
Furniture & Home Furnishing Stores	81,212,132	77,869,460	1.0
Electronics & Appliance Stores	80,647,654	67,338,458	0.8
Building Material & Garden Equipment & Supply Dealers	264,130,908	254,516,393	1.0
Food & Beverage Stores	544,694,358	338,805,901	0.6
Health & Personal Care Stores	267,176,219	241,368,055	0.9
Clothing & Clothing Accessories Stores	210,937,696	177,282,184	0.8
Sporting Goods, Hobby, Book, & Music Stores	67,045,954	55,015,974	0.8
General Merchandise Stores	548,316,696	667,482,326	1.2
Miscellaneous Store Retailers	101,200,741	46,827,540	0.5
Foodservice & Drinking Places	545,611,199	529,761,819	1.0
<b>Total</b>	<b>3,530,044,937</b>	<b>3,272,574,902</b>	<b>0.9</b>

All estimates, projections or forecasts in this model are subject to errors, including statistical error, error due to the subjective nature of some data, error due to changes in demographics, error based on lagging competitor information or growth data, and error due to factors that are not included in the model. The user assumes all risk of reliance on this information.

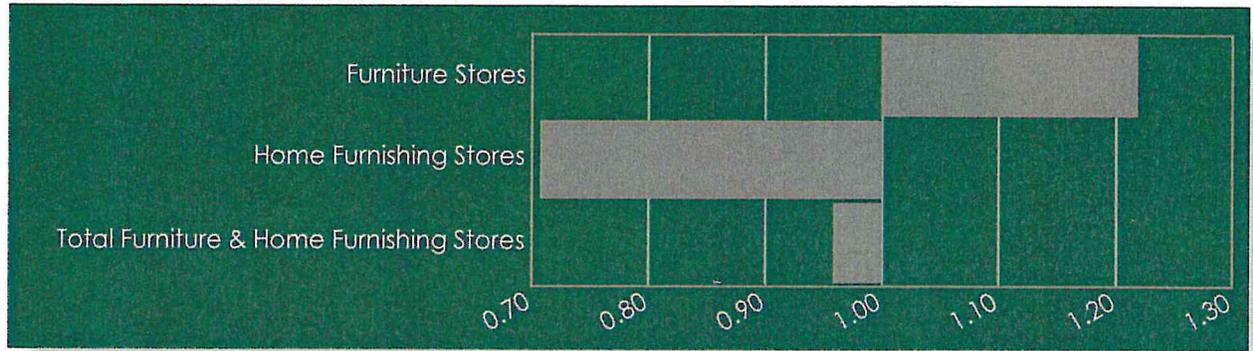
Sub-Categories of Motor Vehicle Parts & Dealers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Automotive Dealers	704,774,661	734,625,684	1.0
Other Motor Vehicle Dealers	48,155,443	20,313,612	0.4
Automotive Parts, Accessories, & Tire Stores	66,141,276	61,367,496	0.9
Total Motor Vehicle Parts & Dealers	819,071,380	816,306,792	1.0

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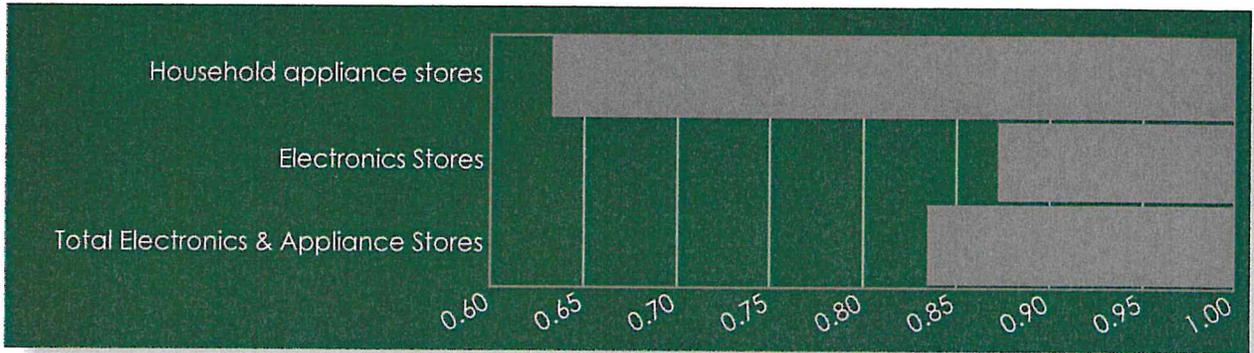
Sub-Categories of Furniture & Home Furnishing Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Furniture Stores	39,875,809	48,579,105	1.2
Home Furnishing Stores	41,336,323	29,290,355	0.7
Total Furniture & Home Furnishing Stores	81,212,132	77,869,460	1.0

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Sub-Categories of Electronics & Appliance Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Household appliance stores	12,750,475	8,066,672	0.6
Electronics Stores	67,897,179	59,271,786	0.9
Total Electronics & Appliance Stores	80,647,654	67,338,458	0.8

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Sub-Categories of Building Material & Garden Equipment & Supply Dealers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Home Centers	125,604,599	174,915,652	1.4
Paint and Wallpaper Stores	7,766,902	5,418,630	0.7
Hardware Stores	19,521,824	14,211,138	0.7
Other Building Material Dealers	73,270,599	47,244,958	0.6
Outdoor Power Equipment Stores	5,680,459	2,975,640	0.5
Nursery, garden center, & farm supply stores	32,286,525	9,750,375	0.3
<b>Total Building Material &amp; Garden Equipment &amp; Supply Dealers</b>	<b>264,130,908</b>	<b>254,516,393</b>	<b>1.0</b>

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Sub-Categories of Food & Beverage Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Supermarkets and Other Grocery (except Convenience) Stores	463,438,918	316,535,967	0.7
Convenience Stores	20,020,060	4,141,383	0.2
Specialty Food Stores	18,603,367	8,332,329	0.4
Beer, Wine, & Liquor Stores	42,632,013	9,796,222	0.2
Total Food & Beverage Stores	544,694,358	338,805,901	0.6

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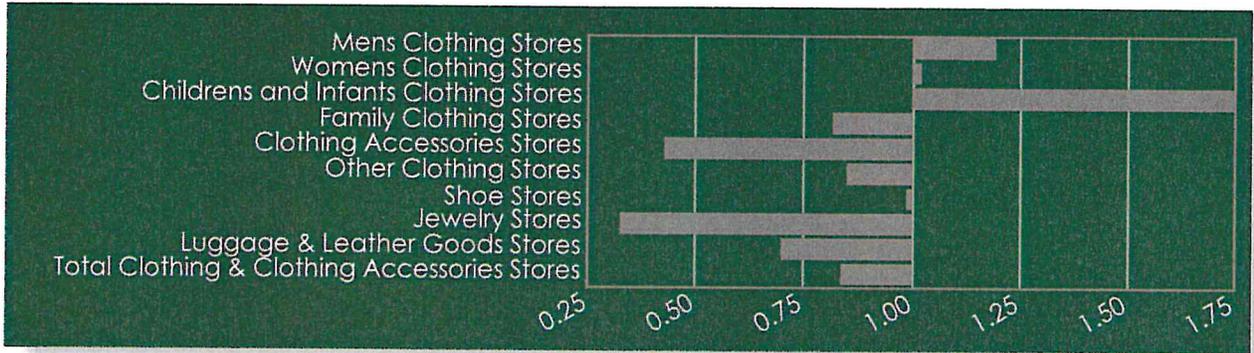
Sub-Categories of Health & Personal Care Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Pharmacies and Drug Stores	222,124,866	196,958,978	0.9
Cosmetics, Beauty Supplies and Perfume Stores	16,052,287	9,611,743	0.6
Optical Goods Stores	11,309,763	12,700,196	1.1
Other Health and Personal Care Stores	17,689,303	22,097,138	1.2
Total Health & Personal Care Stores	267,176,219	241,368,055	0.9

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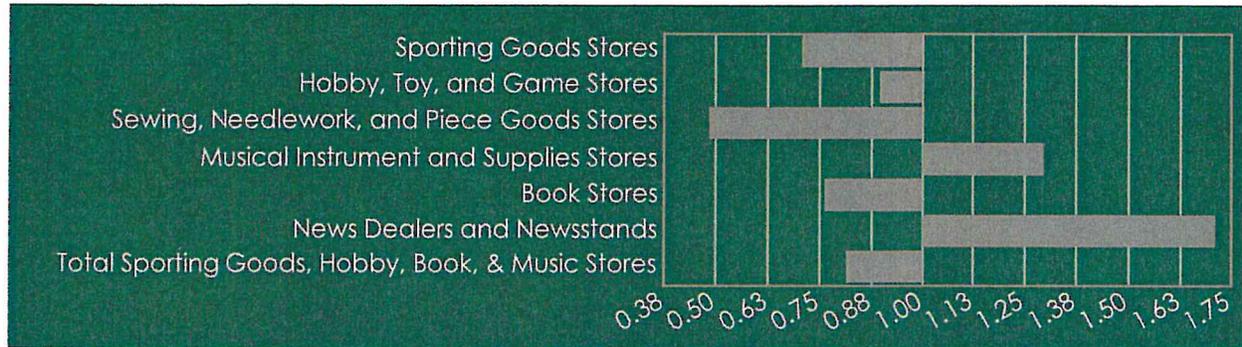
Sub-Categories of Clothing & Clothing Accessories Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Mens Clothing Stores	7,106,000	8,480,769	1.2
Womens Clothing Stores	35,984,772	36,893,927	1.0
Childrens and Infants Clothing Stores	8,892,416	15,553,617	1.7
Family Clothing Stores	78,473,801	64,034,769	0.8
Clothing Accessories Stores	7,615,168	3,266,692	0.4
Other Clothing Stores	10,966,080	9,344,634	0.9
Shoe Stores	28,100,487	27,782,624	1.0
Jewelry Stores	31,493,735	10,307,517	0.3
Luggage & Leather Goods Stores	2,305,237	1,617,635	0.7
<b>Total Clothing &amp; Clothing Accessories Stores</b>	<b>210,937,696</b>	<b>177,282,184</b>	<b>0.8</b>

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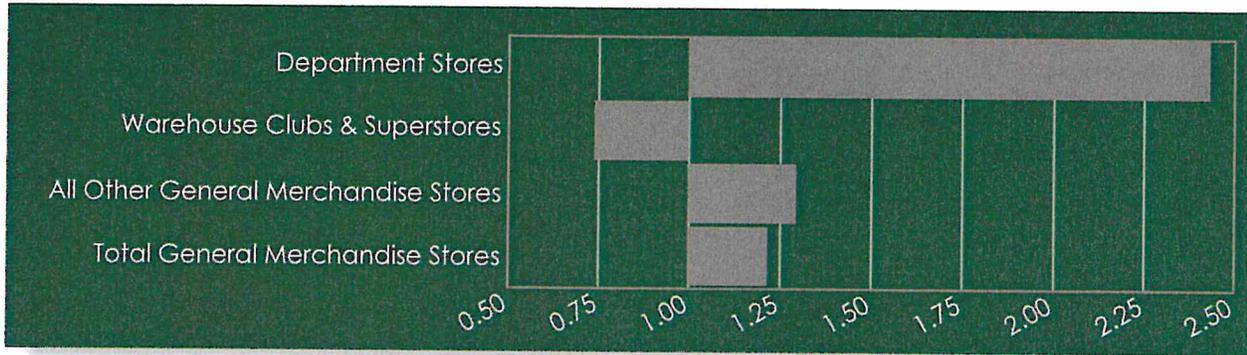
Sub-Categories of Sporting Goods, Hobby, Book, & Music Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Sporting Goods Stores	31,580,391	22,405,432	0.7
Hobby, Toy, and Game Stores	15,187,117	13,620,387	0.9
Sewing, Needlework, and Piece Goods Stores	3,957,014	1,932,715	0.5
Musical Instrument and Supplies Stores	3,366,222	4,365,086	1.3
Book Stores	10,023,859	7,662,754	0.8
News Dealers and Newsstands	2,931,351	5,029,600	1.7
<b>Total Sporting Goods, Hobby, Book, &amp; Music Stores</b>	<b>67,045,954</b>	<b>55,015,974</b>	<b>0.8</b>

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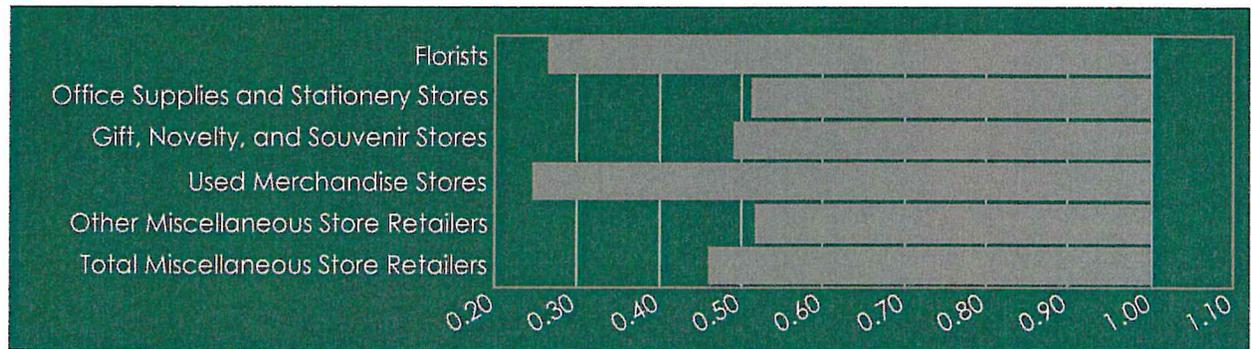
Sub-Categories of General Merchandise Stores



Store Type	Potential	Estimated Sales	Surplus/Leakage
Department Stores	136,130,470	331,513,069	2.4
Warehouse Clubs & Superstores	355,723,112	262,674,273	0.7
All Other General Merchandise Stores	56,463,114	73,294,984	1.3
<b>Total General Merchandise Stores</b>	<b>548,316,696</b>	<b>667,482,326</b>	<b>1.2</b>

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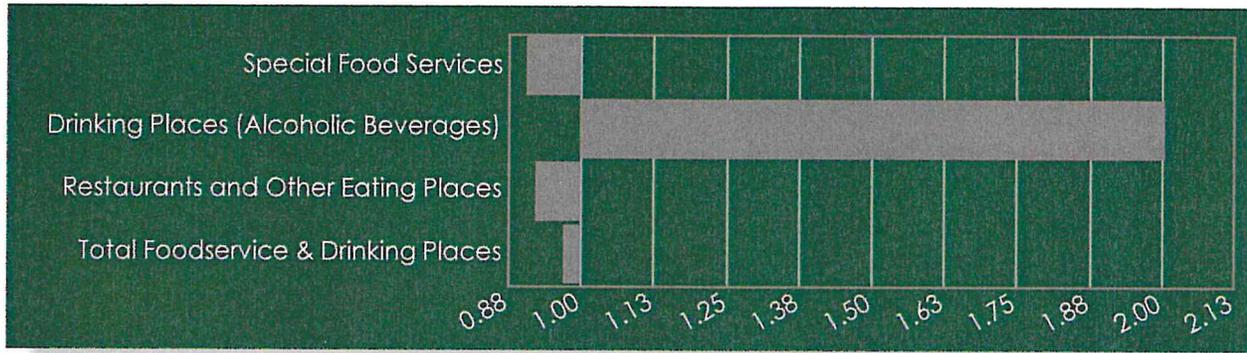
Sub-Categories of Miscellaneous Store Retailers



Store Type	Potential	Estimated Sales	Surplus/Leakage
Florists	4,928,376	1,304,163	0.3
Office Supplies and Stationery Stores	11,676,789	5,986,713	0.5
Gift, Novelty, and Souvenir Stores	15,600,215	7,648,325	0.5
Used Merchandise Stores	14,283,163	3,525,264	0.2
Other Miscellaneous Store Retailers	54,712,198	28,363,075	0.5
<b>Total Miscellaneous Store Retailers</b>	<b>101,200,741</b>	<b>46,827,540</b>	<b>0.5</b>

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Sub-Categories of Foodservice & Drinking Places



Store Type	Potential	Estimated Sales	Surplus/Leakage
Special Food Services	45,635,156	41,448,762	0.9
Drinking Places (Alcoholic Beverages)	24,387,517	48,951,272	2.0
Restaurants and Other Eating Places	475,588,526	439,361,785	0.9
Total Foodservice & Drinking Places	545,611,199	529,761,819	1.0

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## Sources and Methodology

The primary data sources used in the construction of the database include:

- Current Year CAPE (Census Area Projections & Estimates) Consumer Expenditure Estimates
- Census of Retail Trade, Merchandise Line Sales
- Census Bureau Monthly Retail Trade

The Census of Retail Trade presents a table known as the Merchandise Line summary, which relates approximately 120 merchandise lines (e.g. hardware) to each of the store types. For each merchandise line, the distribution of sales by store type can be computed, yielding a conversion table which apportions merchandise line sales by store type.

The CAPE (Census Area Projections & Estimates) Consumer Expenditure database was re-computed to these merchandise lines by aggregating both whole and partial categories, yielding, at the block group level, a series of merchandise line estimates which are consistent with the CAPE Consumer Expenditure database.

These two components were then combined in order to derive estimated potential by store type. The results were then compared to current retail trade statistics to ensure consistency and completeness.