



Comprehensive Profile

Drive Time 5,10,15 min

Area ID: 1
Demographic

Name: 1

0 - 5 Minutes 0 - 10 Minutes 0 - 15 Minutes

Population 2008:

Population	48,682	115,512	126,230
Persons in Group Quarters	3,438	4,483	4,572

Population 2013:

Population	56,822	135,073	148,466
------------	--------	---------	---------

Households (2008):

Households	17,645	40,761	44,160
Family Households	10,132	25,869	28,590
Average Household Size	2.56	2.72	2.75

Households (2013):

Households	20,612	47,552	51,801
Family Households	11,601	29,599	32,955
Average Household Size	2.59	2.75	2.78

Race (2008):

White	36,675	87,166	95,735
Black	607	1,068	1,149
American Indian, Eskimo, Aleut	397	926	1,004
Asian or Pacific Islander	888	1,588	1,751
Other	8,354	20,988	22,538
Two or More Races	1,761	3,776	4,053
Hispanic Origin	16,006	42,612	45,811

Race (2013):

White	41,495	99,357	109,834
Black	720	1,285	1,399
American Indian, Eskimo, Aleut	441	1,018	1,111
Asian or Pacific Islander	1,097	2,021	2,265
Other	10,907	26,764	28,858
Two or More Races	2,161	4,628	4,999
Hispanic Origin	20,885	53,931	58,245

Gender (2008):

Population Male	23,622	56,944	62,448
Population Female	25,060	58,568	63,782

Gender (2013):

Population Male	27,704	66,648	73,497
Population Female	29,117	68,425	74,969

Housing Units (2008):

Owner-occupied	9,389	24,460	27,117
Renter-occupied	8,256	16,301	17,043

Housing Units (2013):

Owner-occupied	10,801	28,138	31,388
Renter-occupied	9,812	19,414	20,413

Income (2008):

Median Household Income	\$44,184	\$48,161	\$49,443
Median Family Income	\$56,426	\$59,006	\$60,202
Median Disposable Income	\$36,024	\$38,577	\$39,465
Average Household Income	\$54,883	\$60,696	\$62,299
Average Family Income	\$67,961	\$71,830	\$73,295
Per Capita Income	\$20,980	\$22,082	\$22,457

Population by Employment (2008):

Total Businesses	1,247	3,893	4,190
Total Employees	21,702	48,214	51,396



Comprehensive Profile

Drive Time 5,10,15 min

Area ID: 1
Demographic

Name: 1

0 - 5 Minutes 0 - 10 Minutes 0 - 15 Minutes

Income (2013):

Median Household Income	\$52,558	\$57,539	\$59,317
Median Family Income	\$67,554	\$71,673	\$73,470
Average Household Income	\$63,451	\$70,719	\$72,809
Average Family Income	\$83,276	\$88,162	\$89,922
Per Capita Income	\$24,015	\$25,530	\$26,041

Net Worth (2008):

Median Net Worth	\$35,585	\$50,914	\$56,835
------------------	----------	----------	----------

Households by Net Worth (2008):

< \$15,000	7,049	13,973	14,475
\$15,000-\$34,999	1,731	4,233	4,477
\$35,000-\$49,999	841	2,055	2,232
\$50,000-\$74,999	1,079	2,484	2,713
\$75,000-\$99,999	834	1,826	2,000
\$100,000-\$149,999	1,317	3,207	3,577
\$150,000-\$249,999	1,352	3,437	3,855
\$250,000-499,999	1,651	4,365	4,949
\$500,000 +	1,026	2,884	3,355

Households by Disposable Income (2008):

< \$15,000	2,966	6,100	6,334
\$15,000-\$24,999	2,633	5,678	6,019
\$25,000-\$34,999	2,921	6,406	6,836
\$35,000-\$49,999	3,102	7,059	7,641
\$50,000-\$74,999	4,194	9,866	10,774
\$75,000-\$99,999	921	2,654	3,022
\$100,000-\$149,999	612	2,078	2,450
\$150,000-\$199,999	124	401	473
\$200,000+	170	516	608

Households with Household Income (2008):

< \$10,000	1,594	3,279	3,383
\$10,000-\$14,999	1,039	2,078	2,154
\$15,000-\$19,999	1,230	2,578	2,703
\$20,000-\$24,999	753	1,738	1,883
\$25,000-\$29,999	1,292	2,598	2,756
\$30,000-\$34,999	966	2,188	2,311
\$35,000-\$39,999	1,054	2,360	2,519
\$40,000-\$44,999	1,048	2,211	2,362
\$45,000-\$49,999	833	2,056	2,235
\$50,000-\$59,999	1,672	3,857	4,192
\$60,000-\$74,999	1,968	4,426	4,817
\$75,000-\$99,999	2,645	6,367	6,969
\$100,000-\$124,999	815	2,548	2,917
\$125,000-\$149,999	233	734	872
\$150,000-\$199,999	217	833	1,011
\$200,000-\$249,999	112	353	442
\$250,000-\$499,999	136	443	515
>\$500,000+	35	109	116



Comprehensive Profile

Drive Time 5,10,15 min

Area ID: 1
Demographic

Name: 1

0 - 5 Minutes 0 - 10 Minutes 0 - 15 Minutes

Households with Household Income (2013):

Household Income	0 - 5 Minutes	0 - 10 Minutes	0 - 15 Minutes
< \$10,000	1,578	3,290	3,406
\$10,000-\$14,999	969	1,904	1,976
\$15,000-\$19,999	1,110	2,268	2,377
\$20,000-\$24,999	1,019	2,259	2,401
\$25,000-\$29,999	813	1,762	1,924
\$30,000-\$34,999	1,442	2,906	3,099
\$35,000-\$39,999	984	2,119	2,242
\$40,000-\$44,999	921	2,012	2,143
\$45,000-\$49,999	991	2,133	2,312
\$50,000-\$59,999	1,643	3,981	4,268
\$60,000-\$74,999	2,915	6,448	7,128
\$75,500-\$99,999	3,122	7,358	8,107
\$100,000-\$124,999	2,054	5,091	5,560
\$125,000-\$149,999	351	1,455	1,672
\$150,000-\$199,999	259	1,031	1,291
\$200,000-\$249,999	164	621	783
\$250,000-\$499,999	197	671	838
>\$500,000+	76	241	271

Families with Household Income (2008):

Household Income	0 - 5 Minutes	0 - 10 Minutes	0 - 15 Minutes
< \$10,000	470	1,240	1,307
\$10,000-\$14,999	270	652	687
\$15,000-\$19,999	362	883	961
\$20,000-\$24,999	493	1,084	1,162
\$25,000-\$29,999	530	1,240	1,342
\$30,000-\$34,999	400	1,205	1,321
\$35,000-\$39,999	660	1,448	1,542
\$40,000-\$44,999	682	1,571	1,695
\$45,000-\$49,999	532	1,255	1,410
\$50,000-\$59,999	974	2,572	2,799
\$60,000-\$74,999	1,547	3,530	3,881
\$75,000-\$99,999	1,856	4,881	5,426
\$100,000-\$124,999	532	1,624	1,858
\$150,000-\$199,999	373	1,228	1,463
\$125,000-\$149,999	174	647	794
\$200,000-\$249,999	102	336	403
\$250,000-\$499,999	143	391	450
>\$500,000+	30	80	87

Families with Household Income (2013):

Household Income	0 - 5 Minutes	0 - 10 Minutes	0 - 15 Minutes
< \$10,000	404	1,100	1,166
\$10,000-\$14,999	279	663	699
\$15,000-\$19,999	276	667	733
\$20,000-\$24,999	344	786	861
\$25,000-\$29,999	521	1,194	1,296
\$30,000-\$34,999	490	1,192	1,300
\$35,000-\$39,999	361	1,067	1,166
\$40,000-\$44,999	672	1,521	1,627
\$45,000-\$49,999	464	1,070	1,165
\$50,000-\$59,999	1,263	2,927	3,220
\$60,000-\$74,999	1,298	3,214	3,542
\$75,500-\$99,999	2,279	5,660	6,400
\$100,000-\$124,999	1,603	4,204	4,645
\$125,000-\$149,999	477	1,508	1,806
\$150,000-\$199,999	456	1,504	1,706
\$200,000-\$249,999	153	556	706
\$250,000-\$499,999	186	561	687
>\$500,000+	73	205	228



Comprehensive Profile

Drive Time 5,10,15 min

Area ID: 1
Demographic

Name: 1

0 - 5 Minutes

0 - 10 Minutes

0 - 15 Minutes

Population by Age (2008):

0-4	3,476	9,125	9,891
5-9	3,004	8,081	8,905
10-14	2,841	7,741	8,606
15-19	5,448	10,428	11,344
20-24	6,503	11,933	12,504
25-29	4,200	9,710	10,313
30-34	3,560	8,644	9,260
35-39	2,867	7,631	8,389
40-44	2,666	7,029	7,904
45-49	2,677	7,045	7,927
50-54	2,515	6,694	7,558
55-59	2,294	6,035	6,762
60-64	1,663	4,312	4,814
65-69	1,212	3,046	3,382
70-74	1,005	2,361	2,610
75-79	926	2,053	2,214
80-84	875	1,756	1,867
85+	950	1,888	1,980
Median Age	28.7	30.4	30.8

Population by Age (2013):

0-4	4,207	10,922	11,870
5-9	3,520	9,446	10,444
10-14	3,251	8,779	9,823
15-19	5,821	11,388	12,490
20-24	7,535	13,820	14,511
25-29	4,342	10,253	10,935
30-34	4,028	9,921	10,698
35-39	3,743	9,338	10,201
40-44	3,203	8,343	9,376
45-49	3,141	8,210	9,275
50-54	2,985	7,792	8,864
55-59	2,905	7,501	8,532
60-64	2,291	5,961	6,732
65-69	1,639	4,117	4,606
70-74	1,172	2,807	3,131
75-79	958	2,235	2,457
80-84	919	1,904	2,052
85+	1,163	2,335	2,469
Median Age	29.7	31.5	31.9

Population Age - Males (2008):

0-4	1,780	4,651	5,057
5-9	1,546	4,128	4,563
10-14	1,464	3,986	4,453
15-19	2,465	5,054	5,552
20-24	3,284	6,076	6,387
25-29	2,165	4,978	5,301
30-34	1,803	4,388	4,699
35-39	1,455	3,881	4,249
40-44	1,330	3,536	3,970
45-49	1,322	3,510	3,945
50-54	1,203	3,268	3,703
55-59	1,107	2,928	3,291
60-64	769	2,052	2,312
65-69	545	1,404	1,572
70-74	440	1,058	1,184
75-79	368	838	922
80-84	309	663	712
85+	267	545	576



Comprehensive Profile

Drive Time 5,10,15 min

Area ID: 1
Demographic

Name: 1

0 - 5 Minutes

0 - 10 Minutes

0 - 15 Minutes

Population Age - Males (2013):

0-4	2,155	5,580	6,080
5-9	1,815	4,833	5,356
10-14	1,684	4,513	5,073
15-19	2,670	5,549	6,152
20-24	3,822	7,077	7,457
25-29	2,218	5,222	5,583
30-34	2,052	5,040	5,433
35-39	1,894	4,707	5,129
40-44	1,600	4,178	4,692
45-49	1,561	4,108	4,627
50-54	1,465	3,858	4,392
55-59	1,364	3,592	4,106
60-64	1,075	2,851	3,242
65-69	749	1,911	2,155
70-74	508	1,257	1,422
75-79	401	950	1,064
80-84	331	722	788
85+	341	700	746

Population Age - Females (2008):

0-4	1,696	4,470	4,834
5-9	1,458	3,953	4,342
10-14	1,377	3,755	4,153
15-19	2,983	5,374	5,792
20-24	3,219	5,857	6,117
25-29	2,035	4,732	5,012
30-34	1,757	4,256	4,561
35-39	1,412	3,750	4,140
40-44	1,336	3,493	3,934
45-49	1,355	3,535	3,982
50-54	1,312	3,426	3,855
55-59	1,187	3,107	3,471
60-64	894	2,260	2,502
65-69	667	1,642	1,810
70-74	565	1,303	1,426
75-79	558	1,215	1,292
80-84	566	1,093	1,155
85+	683	1,343	1,404

Population Age - Females (2013):

0-4	2,052	5,342	5,790
5-9	1,705	4,613	5,088
10-14	1,567	4,266	4,750
15-19	3,151	5,839	6,338
20-24	3,713	6,743	7,054
25-29	2,124	5,031	5,352
30-34	1,976	4,881	5,265
35-39	1,849	4,631	5,072
40-44	1,603	4,165	4,684
45-49	1,580	4,102	4,648
50-54	1,520	3,934	4,472
55-59	1,541	3,909	4,426
60-64	1,216	3,110	3,490
65-69	890	2,206	2,451
70-74	664	1,550	1,709
75-79	557	1,285	1,393
80-84	588	1,182	1,264
85+	822	1,635	1,723



Comprehensive Profile

Drive Time 5,10,15 min

Area ID: 1

Name: 1

Demographic

0 - 5 Minutes

0 - 10 Minutes

0 - 15 Minutes

Consumer Expenditure (2008)

Retail Summary:

	0 - 5 Minutes	0 - 10 Minutes	0 - 15 Minutes
Retail Goods: Total	348,077,377	890,298,991	991,784,969

Apparel:

Apparel & Services: Total	30,620,421	77,359,061	85,685,259
Men's Apparel: Total	5,721,015	14,514,194	16,086,590
Women's Apparel: Total	10,211,633	25,578,014	28,316,640
Children's Apparel: Total	5,282,551	13,488,515	14,950,740
Infant Apparel (Under 2 Years): Total	1,473,304	3,692,957	4,067,919
Footwear: Total	4,528,609	11,324,355	12,506,115
Watches & Jewelry: Total	2,984,914	7,750,482	8,646,547
Apparel Products & Services: Total	1,891,699	4,703,501	5,178,627

Household Goods:

Computers & Hardware for Home Use: Total	2,916,843	7,332,954	8,114,962
Software & Accessories for Home Use: Total	399,999	1,021,521	1,130,626

Entertainment/Recreation:

Entertainment/Recreation: Total	48,702,159	124,687,095	138,990,973
Fees & Admissions: Total	8,233,793	21,377,133	23,801,536
Membership Fees: Total	2,212,155	5,725,647	6,374,076
Fees for Participant Sports excluding Trips: Total	1,519,397	3,953,886	4,397,671
Admission to Movies/Theater/Opera/Ballet: Total	2,051,582	5,200,034	5,748,738
Admission to Sporting Events excluding Trips: Total	810,305	2,107,818	2,350,716
Fees for Recreational Lessons: Total	1,632,880	4,370,814	4,909,307
TV/Video/Sound Equipment: Total	19,300,820	48,495,474	53,675,755
Community Antenna or Cable TV: Total	9,755,747	24,326,673	26,933,431
Televisions: Total	4,011,026	10,249,320	11,350,554
VCRs/Video Cameras & DVD Players: Total	445,674	1,134,811	1,259,481
Video Cassettes & DVDs: Total	917,951	2,275,583	2,510,123
Video Game Hardware & Software: Total	495,917	1,236,637	1,367,291
Satellite Dishes: Total	13,664	35,219	39,614
Rental of Video Cassettes & DVDs: Total	725,908	1,804,187	1,987,085
Sound Equipment: Total	2,842,400	7,208,082	7,981,109
Rental/Repair of TV/VCR/Sound Equipment: Total	81,275	196,207	215,182
Pets: Total	5,982,965	15,441,527	17,297,434
Toys & Games: Total	2,033,931	5,154,759	5,714,184
Recreational Vehicles & Fees: Total	5,196,769	13,928,920	15,880,842
Sports/Rec/Exercise Equipment: Total	2,605,195	6,623,804	7,399,286
Photo Equipment/Supplies: Total	1,669,737	4,314,557	4,815,441
Film Processing: Total	394,529	1,010,689	1,128,051
Reading: Total	3,678,950	9,350,921	10,406,495

Food:

Food: Total	110,615,232	278,550,159	308,783,528
Food at Home: Total	64,411,595	162,441,752	180,138,792
Food at Home - Bakery & Cereal Products: Total	8,855,800	22,290,356	24,727,074
Food at Home - Meat/Poultry/Fish/Eggs: Total	16,062,601	40,490,255	44,901,502
Food at Home - Dairy Products: Total	7,298,238	18,448,405	20,479,612
Food at Home - Fruit & Vegetables: Total	10,910,008	27,611,443	30,584,739
Food at Home - Snacks/Other Food: Total	21,284,949	53,601,293	59,445,865
Food at Home - Nonalcoholic Beverages: Total	5,849,170	14,718,955	16,330,565
Food Away from Home: Total	46,203,637	116,108,407	128,644,736
Food Away from Home - Meals at Restaurants: Total	42,430,612	106,431,449	117,838,737
Alcoholic Beverages: Total	8,243,785	20,364,075	22,440,853

Financial:

Investments: Total	13,201,334	35,067,379	39,245,684
Vehicle Loans: Total	78,121,534	199,349,069	221,871,576



Comprehensive Profile

Drive Time 5,10,15 min

Area ID: 1
Demographic

Name: 1

0 - 5 Minutes 0 - 10 Minutes 0 - 15 Minutes

Health Care:

Health Care: Total	51,939,267	131,758,961	146,852,047
Health Insurance: Total	25,775,767	65,172,606	72,545,410
Nonprescription Drugs: Total	1,465,388	3,683,788	4,098,791
Prescription Drugs: Total	7,134,583	17,824,297	19,834,942
Eyeglasses & Contact Lenses: Total	976,858	2,513,273	2,812,433

Housing:

Shelter: Total	207,447,498	532,142,512	590,142,328
Mortgage Payment & Basics: Total	118,079,311	317,428,135	355,803,848
Maintenance & Remodeling Services: Total	25,481,619	69,142,313	77,858,991
Maintenance & Remodeling Materials: Total	4,986,617	13,518,426	15,345,764
Owned Dwellings - Paint/Wallpaper/Supplies: Total	287,506	768,280	862,780
Rented Dwellings - Paint/Wallpaper & Supplies: Total	19,912	43,449	46,559
Home Improvement Services: Total	25,897,260	70,118,212	78,922,703
Home Improvement Materials: Total	5,128,465	13,849,379	15,712,628
Utilities/Fuel/Public Services: Total	60,061,345	151,104,090	167,784,367
Telephone Services: Total	20,479,540	51,129,930	56,567,245
Insurance - Owners & Renters: Total	6,259,765	16,343,949	18,310,751

Household Goods:

Household Furnishings & Equipment: Total	28,954,959	75,011,241	83,513,106
Household Textiles: Total	1,853,020	4,753,215	5,284,241
Furniture: Total	8,957,387	23,259,161	25,834,899
Floor Coverings: Total	1,238,672	3,295,148	3,697,217
Major Appliances: Total	3,820,605	10,000,320	11,206,060
Housewares: Total	1,199,332	3,063,632	3,396,506
Small Appliances: Total	452,412	1,151,758	1,283,274
Other HH Items - Luggage: Total	135,812	350,364	389,062
Other HH Items - Telephones & Accessories: Total	487,591	1,205,442	1,327,897

Household Services:

Computer Information Services: Total	2,942,025	7,457,660	8,269,455
Child Care: Total	5,933,620	15,297,252	16,886,556
Lawn & Garden: Total	5,281,603	13,792,079	15,501,758
Moving/Storage/Freight Express: Total	711,710	1,792,744	1,977,577
Housekeeping Supplies: Total	10,013,109	25,390,608	28,241,260
Housekeeping Services: Total	1,723,626	4,578,882	5,122,441

Personal Care:

Personal Care Products: Total	5,849,298	14,726,041	16,301,792
-------------------------------	-----------	------------	------------

Education:

Education: Total	19,606,733	48,087,201	53,162,824
School Books & Supplies: Total	1,869,698	4,336,405	4,724,948

Miscellaneous Expenses:

Smoking Products: Total	6,006,029	14,421,844	15,951,672
-------------------------	-----------	------------	------------

Life Insurance/Pensions:

Life & Other Pers Ins: Total	7,269,683	18,872,695	21,151,210
------------------------------	-----------	------------	------------

Transportation (Local):

Vehicle Insurance: Total	18,568,005	46,961,722	52,159,574
Transportation-Vehicle Purchases (Net Outlay):Total	68,132,430	174,972,433	195,098,805
Transportation - Gasoline & Motor Oil: Total	33,492,442	84,627,402	94,164,857
Vehicle Maintenance & Repairs: Total	13,151,346	33,496,262	37,238,398

Travel:

Travel: Total	24,387,545	63,551,538	70,948,840
Airline Fares: Total	5,465,818	14,306,062	15,926,017
Travel - Lodging on Trips: Total	5,407,930	14,178,284	15,881,008
Auto/Truck/Van Rental on Trips: Total	512,832	1,356,778	1,513,859
Travel - Food & Drink on Trips: Total	6,106,961	15,854,027	17,694,961



Comprehensive Profile

Drive Time 5,10,15 min

Area ID: 1
Demographic

Name: 1

0 - 5 Minutes 0 - 10 Minutes 0 - 15 Minutes

Tapestry Segmentation System (2008):

L1: High Society

01. Top Rung	0	0	0
02. Suburban Splendor	0	934	2,036
03. Connoisseurs	0	0	0
04. Boomburbs	0	0	0
05. Wealthy Seaboard Suburbs	0	0	0
06. Sophisticated Squires	0	0	0
07. Exurbanites	0	811	811

L2: Upscale Avenues

09. Urban Chic	0	0	0
10. Pleasant-Ville	0	0	0
11. Pacific Heights	0	0	0
13. In Style	626	3,847	3,847
16. Enterprising Professionals	0	0	0
17. Green Acres	0	53	214
18. Cozy and Comfortable	516	516	516

L3: Metropolis

20. City Lights	0	0	0
22. Metropolitans	713	713	713
45. City Strivers	0	0	0
51. Metro City Edge	0	0	0
54. Urban Rows	0	0	0
62. Modest Income Homes	0	0	0

L4: Solo Acts

08. Laptops and Lattes	0	0	0
23. Trendsetters	0	0	0
27. Metro Renters	0	0	0
36. Old and Newcomers	652	652	652
39. Young and Restless	0	0	0

L5: Senior Styles

14. Prosperous Empty Nesters	862	1,413	1,413
15. Silver and Gold	0	0	0
29. Rustbelt Retirees	608	608	608
30. Retirement Communities	435	435	435
43. The Elders	0	0	0
49. Senior Sun Seekers	0	0	0
50. Heartland Communities	0	0	0
57. Simple Living	0	296	296
65. Social Security Set	0	372	372

L6: Scholars & Patriots

40. Military Proximity	0	0	0
55. College Towns	1,468	2,529	2,529
63. Dorms to Diplomas	925	925	925

L7: High Hopes

28. Aspiring Young Families	929	929	929
48. Great Expectations	951	2,319	2,319



Comprehensive Profile

Drive Time 5,10,15 min

Area ID: 1
Demographic

Name: 1

0 - 5 Minutes 0 - 10 Minutes 0 - 15 Minutes

L8: Global Roots

35. International Marketplace	0	0	0
38. Industrious Urban Fringe	398	3,659	4,303
44. Urban Melting Pot	0	0	0
47. Las Casas	0	391	391
52. Inner City Tenants	2,667	2,931	2,931
58. NeWest Residents	0	1,147	1,147
60. City Dimensions	192	192	192
61. High Rise Renters	0	0	0

L9: Family Portrait

12. Up and Coming Families	1,195	5,344	5,833
19. Milk and Cookies	1,728	2,226	2,226
21. Urban Villages	0	0	0
59. Southwestern Families	0	397	399
64. City Commons	0	0	0

L10: Traditional Living

24. Main Street USA	761	1,833	1,886
32. Rustbelt Traditions	0	0	0
33. Midlife Junction	176	742	742
34. Family Foundations	0	0	0

L11: Factories & Farms

25. Salt of the Earth	0	631	1,044
37. Prairie Living	0	37	511
42. Southern Satellites	0	0	0
53. Home Town	0	0	0
56. Rural Bypasses	0	0	0

L12: American Quilt

26. Midland Crowd	1,381	2,356	2,416
31. Rural Resort Dwellers	0	0	0
41. Crossroads	462	1,524	1,524
46. Rooted Rural	0	0	0