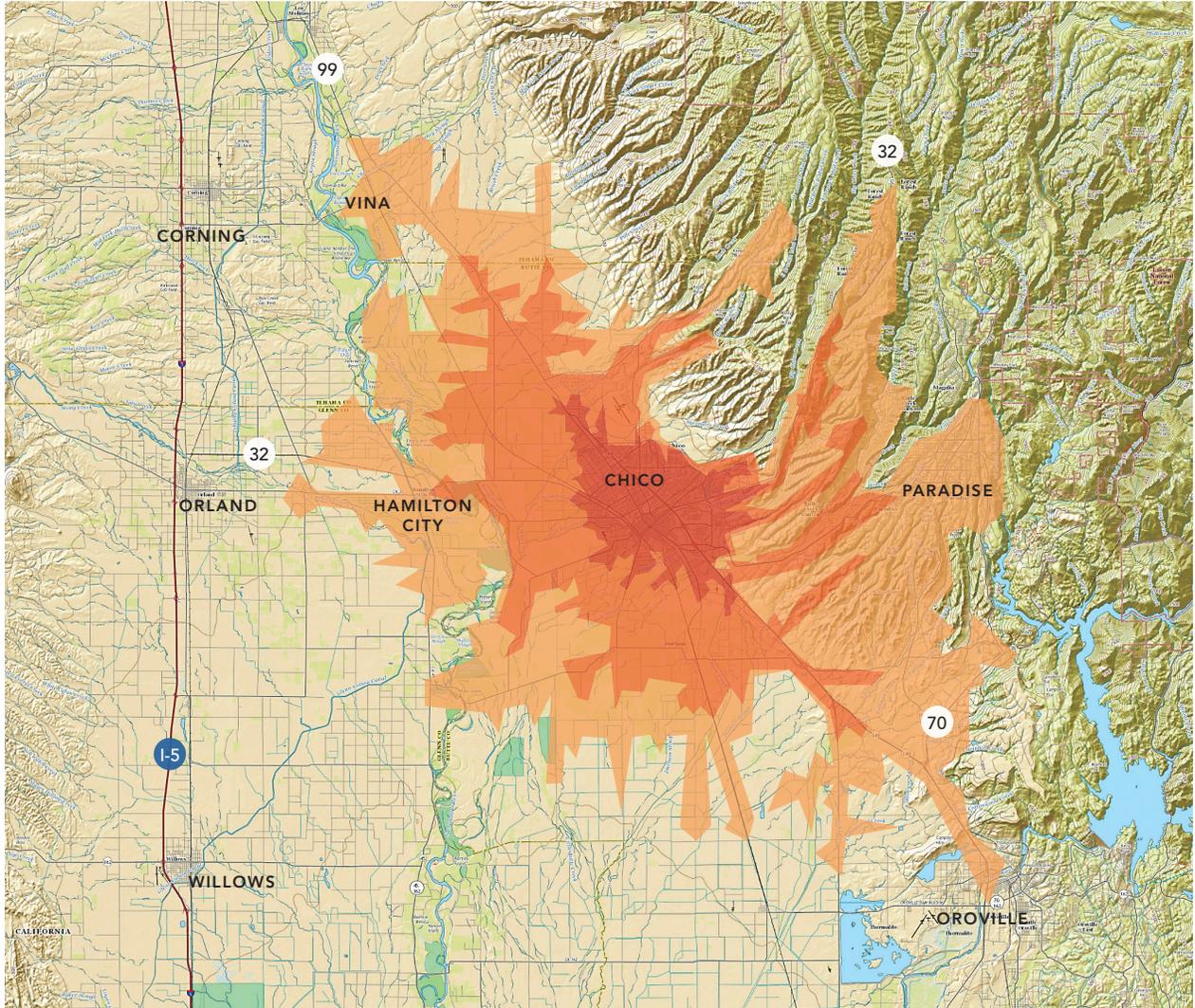


Demographic Report

Service Area Map - 10, 20, & 30 Minute Drive Times



All demographic data provided by Nielsen SiteReports (Nielsen Corporation) unless otherwise stated

Demographic Report

POPULATION GROWTH

	0-10 MIN	%	10-20 MIN	%	20-30 MIN	%
2000 Census	85,798		9,833		37,189	
2010 Census	96,068	12.0%	10,660	8.4%	38,012	2.2%
2015 Estimate	98,524	2.6%	10,861	1.9%	38,158	0.4%
2020 Projection	101,651	3.2%	11,147	2.6%	38,753	1.6%

POPULATION BY AGE

	0-10 MIN	%	10-20 MIN	%	20-30 MIN	%
Children	20,073	20.4%	2,186	20.1%	6,948	18.2%
Under 5	5,290	5.4%	523	4.8%	1,887	4.9%
5 to 14	10,544	10.7%	1,214	11.2%	3,885	10.2%
15 to 17	4,239	4.3%	449	4.1%	1,176	3.1%
Family Forming Adults	45,765	46.5%	3,317	30.5%	11,216	29.4%
18 to 24	19,475	19.8%	1,208	11.1%	3,580	9.4%
25 to 34	15,157	15.4%	1,013	9.3%	4,044	10.6%
35 to 44	11,133	11.3%	1,096	10.1%	3,592	9.4%
Mature Adults	20,217	20.5%	3,492	32.2%	10,965	28.7%
45 to 54	10,046	10.2%	1,595	14.7%	4,774	12.5%
55 to 64	10,171	10.3%	1,897	17.5%	6,191	16.2%
Retirement Age	12,469	12.7%	1,865	17.2%	9,032	23.7%
65 and over	12,469	12.7%	14,334	13.1%	23,366	15.8%

HOUSEHOLDS

	0-10 MIN	%	10-20 MIN	%	20-30 MIN	%
2000 Census	34,171		3,575		15,096	
2010 Census	38,758	13.4%	4,065	13.7%	15,941	5.6%
2015 Estimate	39,690	2.4%	4,165	2.5%	16,117	1.1%
2020 Projection	40,916	3.1%	4,290	3.0%	16,427	1.9%
Households with 1 or More Persons Under 18	10,579	26.7%	1,352	32.5%	4,028	25.0%

Demographic Report

FAMILY HOUSEHOLDS

	0-10 MIN	%	10-20 MIN	%	20-30 MIN	%
2000 Census	18,145		2,706		9,882	
2010 Census	20,065	10.6%	2,967	9.6%	9,971	0.9%
2015 Estimate	20,630	2.8%	3,040	2.5%	10,077	1.1%
2020 Projection	21,333	3.4%	3,134	3.1%	10,274	2.0%

POVERTY

	0-10 MIN	%	10-20 MIN	%	20-30 MIN	%
Family Households	20,630		3,040		10,077	
Families Below Poverty Level	2,690	13.0%	259	8.5%	1,260	12.5%
Families Below Poverty Level with Children	2,120	10.3%	178	5.9%	931	9.2%

HOUSEHOLD INCOME

	0-10 MIN	%	10-20 MIN	%	20-30 MIN	%
< \$25,000	11,531	29.1%	821	19.7%	4901	30.4%
\$25,000 - \$50,000	10,448	26.3%	863	20.7%	4513	28.0%
\$50,000 - \$75,000	6,476	16.3%	940	22.6%	2826	17.5%
\$75,000 - \$100,000	4,209	10.6%	535	12.8%	1355	8.4%
\$100,000 - \$125,000	3,076	7.8%	330	7.9%	1042	6.5%
\$125,000 - \$150,000	1,399	3.5%	204	4.9%	577	3.6%
\$150,000+	2,551	6.4%	475	11.4%	899	5.6%

Demographic Report

EDUCATIONAL ATTAINMENT

	0-10 MIN	%	10-20 MIN	%	20-30 MIN	%
Total Persons 25 Years & Over	58,976		66,442		94,075	
No High School Diploma	5,684	9.6%	464	6.2%	3,660	13.2%
High School Graduate or GED	9,446	16.0%	1,258	16.8%	7,063	25.6%
Some College or Associate Degree	24,095	40.9%	3,031	40.6%	11,272	40.8%
Bachelor's Degree	13,144	22.3%	1,668	22.3%	3,754	13.6%
Graduate or Professional Degree	6,606	11.2%	1,047	14.0%	1,882	6.8%

RACE & ETHNICITY

	0-10 MIN	%	10-20 MIN	%	20-30 MIN	%
White Alone	70,945	72.0%	8,853	81.5%	29,838	78.2%
Black or African American Alone	1,785	1.8%	51	0.5%	251	0.7%
Amer. Indian and Alaska Native Alone	938	1.0%	98	0.9%	458	1.2%
Asian Alone	4,386	4.5%	205	1.9%	1,070	2.8%
Native Hawaiian and Other Pac. Isl. Alone	221	0.2%	11	0.1%	52	0.1%
Some Other Race Alone	179	0.2%	23	0.2%	46	0.1%
Two or More Races	3,490	3.5%	225	2.1%	1,043	2.7%
Hispanic or Latino	16,581	16.8%	1,393	12.8%	5,403	14.2%