

Consumer Profile Report

STI: PopStats, 2017 Q2

Trade Area

Current

2017 Population	87,681	---
2022 Projected Population	89,760	---
Pop Growth (%)	2.4%	---
2017 Households	34,572	---
2022 Projected Households	35,410	---
HH Growth (%)	2.4%	---

Census Year

2000 Population	79,191	---
2010 Population	85,308	---
Pop Growth (%)	7.7%	---
2000 Households	30,970	---
2010 Households	33,616	---
HH Growth (%)	8.5%	---

Total Population by Age Average Age (2017)

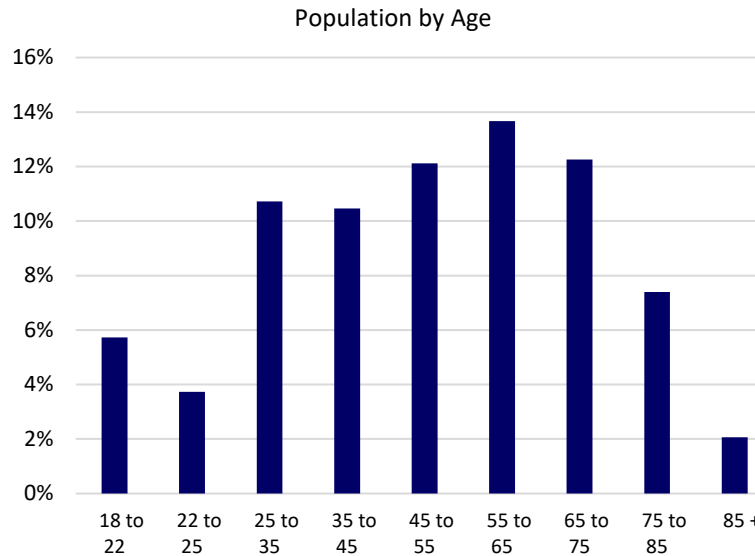
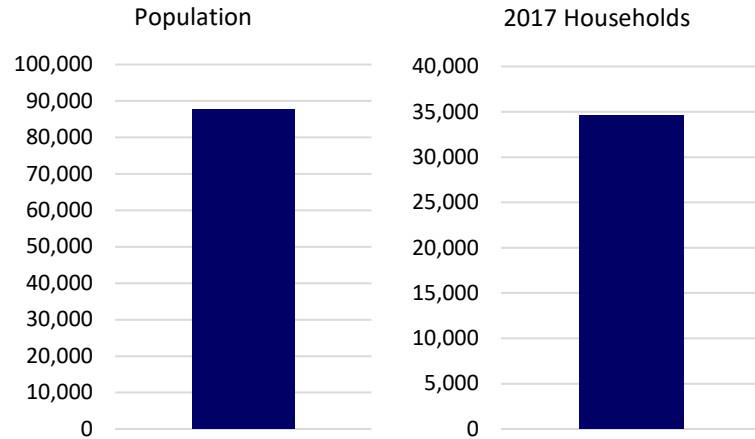
41.9

Children (2017)

0 - 4 Years	5,410
5 - 9 Years	5,081
10-13 Years	4,272
14-17 Years	4,388

Adults (2017)

18 to 22	5,027	5.7%
22 to 25	3,275	3.7%
25 to 35	9,404	10.7%
35 to 45	9,172	10.5%
45 to 55	10,624	12.1%
55 to 65	11,988	13.7%
65 to 75	10,747	12.3%
75 to 85	6,482	7.4%
85 +	1,812	2.1%



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Population by Race/Ethnicity (2017)

White, Non-Hispanic	71,644	81.7%
Hispanic	9,120	10.4%
African American	4,874	5.6%
Asian	399	0.5%

Language at Home (2017)

Spanish	6,332	7.7%
Asian Language	277	0.3%

Ancestry (2017)

American Indian (ancestry)	440	0.5%
Hawaiian (ancestry)	48	0.1%

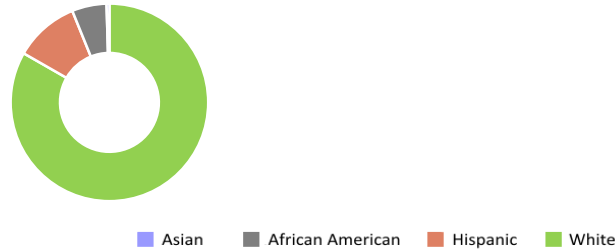
Household Income (2017)

Per Capita Income	\$24,906	---
Average HH Income	\$63,165	---
Median HH Income	\$45,925	---
Less than \$25,000	9,012	26.1%
\$25,000 - \$34,999	4,274	12.4%
\$35,000 - \$49,999	5,441	15.7%
\$50,000 - \$74,999	6,159	17.8%
\$75,000 - \$99,999	3,821	11.1%
\$100,000 - \$149,999	3,796	11.0%
\$150,000 - \$199,999	1,192	3.4%
\$200,000+	878	2.5%

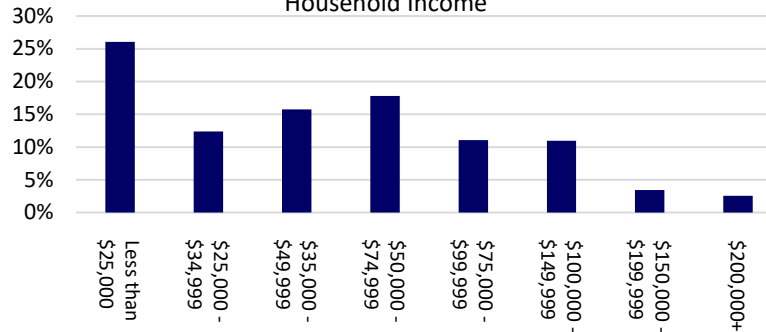
Education (2017)

Less than 9th Grade	4,103	6.8%
Some High School	6,694	11.1%
High School Grad	20,802	34.5%
Some College	14,525	24.1%
Associate Degree	4,156	6.9%
Bachelors Degree	6,850	11.4%
Graduate Degree	2,629	4.4%

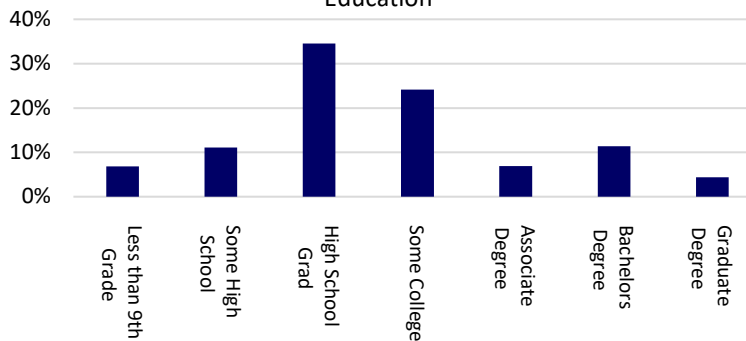
Race/Ethnicity



Household Income



Education



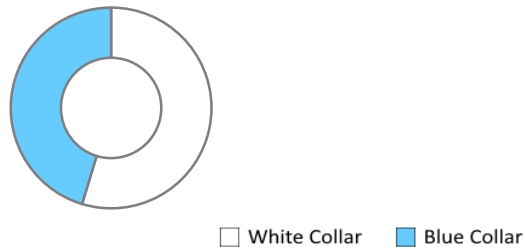
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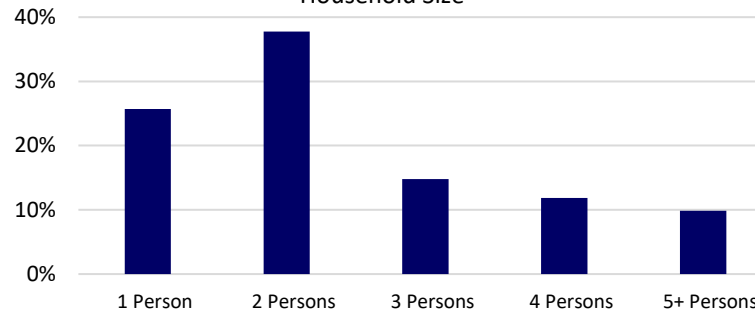
Trade Area

Unemployment Rate (2017)		5.7%
Employment, Pop 16+ (2017)	70,696	
Armed Services	23	0.0%
Civilian	37,693	53.3%
Employed	35,576	50.3%
Unemployed	2,117	3.0%
Not in Labor Force	32,981	46.7%
Daytime Population (2017)	35,576	
White Collar	19,451	54.7%
Blue Collar	16,125	45.3%
Family Structure (2017)	24,289	
Single - Male	812	3.3%
Single - Female	1,778	7.3%
Single Parent - Male	658	2.7%
Single Parent - Female	1,505	6.2%
Married w/ Children	6,300	25.9%
Married w/out Children	13,236	54.5%
Household Size (2017)		
1 Person	8,881	25.7%
2 Persons	13,061	37.8%
3 Persons	5,110	14.8%
4 Persons	4,104	11.9%
5+ Persons	3,417	9.9%
Home Ownership (2017)	34,572	
Owners	26,156	75.7%
Renters	8,416	24.3%
Components of Change (2017)		
Births	1,078	1.2%
Deaths	999	1.1%
Migration	867	1.0%

White Collar / Blue Collar Occupation



Household Size



Home Ownership

