

Complete Demographic Comparison Report



Date: August 5, 2020

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
--	--	--	--

2019 Demographics:

Q4 2019 Employees	8,681	5,616	622
Q4 2019 Establishments*	1,047	713	95
Total Population	34,610	27,368	5,802
Total Households	12,115	9,491	2,022
Female Population	17,236	13,636	2,832
% Female	49.8%	49.8%	48.8%
Male Population	17,374	13,732	2,970
% Male	50.2%	50.2%	51.2%
Population Density (per Sq. Mi.)	440.00	966.49	1,843.91

Employed Civilian Population 16+

Total	17,973	14,130	3,076
White Collar	59.1%	59.0%	55.4%
Blue Collar	40.9%	41.0%	44.6%

Seasonal Population by Quarter:

Q4 2016	247	74	0
Q1 2017	234	69	0
Q2 2017	262	78	0
Q3 2017	268	81	0
Q4 2017	272	83	0
Q1 2018	277	84	0
Q2 2018	282	88	0
Q3 2018	301	93	0
Q4 2018	312	94	0

Age:

Age 0 - 4	8.4%	8.2%	8.2%
Age 5 - 14	16.1%	16.5%	17.1%
Age 15 - 19	6.1%	6.2%	6.6%
Age 20 - 24	3.9%	3.8%	4.1%
Age 25 - 34	14.4%	13.9%	14.8%
Age 35 - 44	17.0%	17.2%	17.1%
Age 45 - 54	13.5%	13.5%	12.8%
Age 55 - 64	11.1%	11.1%	10.3%
Age 65 - 74	6.9%	6.9%	6.3%

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Age 75 - 84	2.2%	2.2%	2.2%
Age 85 +	0.5%	0.5%	0.4%
Median Age	35.6	35.8	34.5
Housing Units			
Total Housing Units	12,257	9,530	2,022
Occupied Housing Units	98.8%	99.6%	100.0%
Vacant Housing Units	1.2%	0.4%	0.0%
Housing Units by Tenure			
Total Households in Tenure	12,115	9,491	2,022
Owner Occupied Housing Units	10,051	7,910	1,686
Owner Occupied free and clear	17.0%	14.7%	12.1%
Owner Occupied with a mortgage or loan	83.0%	85.3%	87.9%
Renter Occupied Housing Units	2,065	1,582	336
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.7%	0.6%	0.9%
Asian	2.3%	2.1%	2.1%
Black	0.8%	0.7%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	84.0%	84.7%	82.0%
Other	8.7%	8.4%	10.1%
Multi-Race	3.4%	3.5%	4.2%
Hispanic Ethnicity	21.1%	20.6%	22.8%
Not of Hispanic Ethnicity	78.9%	79.4%	77.2%
Race of Hispanics			
Hispanics	7,306	5,638	1,325
American Indian	1.9%	1.8%	2.4%
Asian	0.2%	0.2%	0.1%
Black	0.6%	0.6%	0.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	49.0%	49.5%	43.6%
Other	40.9%	40.0%	44.0%
Multi-Race	7.5%	8.0%	9.4%
Race of Non Hispanics			
Non Hispanics	27,304	21,730	4,477
American Indian	0.4%	0.3%	0.4%
Asian	2.9%	2.6%	2.7%

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Black	0.8%	0.7%	0.6%
Hawaiian/Pacific Islander	0.1%	0.0%	0.1%
White	93.4%	93.8%	93.4%
Other	0.1%	0.1%	0.1%
Multi-Race	2.3%	2.4%	2.6%
Marital Status:			
Age 15 + Population	26,122	20,594	4,334
Divorced	13.1%	13.2%	9.1%
Never Married	23.8%	23.4%	28.8%
Now Married	59.8%	60.0%	60.1%
Now Married - Separated	1.4%	1.3%	2.0%
Widowed	3.3%	3.4%	1.9%
Educational Attainment:			
Total Population Age 25+	22,680	17,859	3,711
Grade K - 8	2.7%	2.8%	3.5%
Grade 9 - 12	5.5%	5.6%	5.5%
High School Graduate	25.3%	25.8%	26.6%
Associates Degree	10.0%	10.1%	11.3%
Bachelor's Degree	22.0%	22.1%	23.2%
Graduate Degree	8.5%	8.1%	6.7%
Some College, No Degree	25.5%	25.1%	23.0%
No Schooling Completed	0.4%	0.4%	0.1%
Household Income:			
Income \$ 0 - \$9,999	3.7%	3.7%	3.1%
Income \$ 10,000 - \$14,999	2.1%	2.1%	0.8%
Income \$ 15,000 - \$24,999	4.7%	4.8%	3.7%
Income \$ 25,000 - \$34,999	5.2%	5.7%	5.3%
Income \$ 35,000 - \$49,999	11.8%	11.9%	12.0%
Income \$ 50,000 - \$74,999	21.1%	20.9%	22.8%
Income \$ 75,000 - \$99,999	19.2%	19.5%	21.9%
Income \$100,000 - \$124,999	13.7%	13.6%	13.5%
Income \$125,000 - \$149,999	6.1%	6.1%	7.8%
Income \$150,000 +	12.5%	11.7%	9.1%
Average Household Income	\$92,065	\$89,220	\$91,389
Median Household Income	\$76,816	\$75,953	\$77,550
Per Capita Income	\$32,228	\$30,942	\$31,854
Poverty: Status of Families by Family Type/Presence of Children 18 Yrs and Under			
Total Families (Family Households)	9,084	7,209	1,515

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Husband-Wife Family, Own Children, Below Poverty	178	142	19
Husband-Wife Family, No Own Children, Below Poverty	30	24	2
Male Householder, Own Children, Below Poverty	19	15	3
Male Householder, No Own Children, Below Poverty	5	5	4
Female Householder, Own Children, Below Poverty	205	139	17
Female Householder, No Own Children, Below Poverty	23	18	0
Husband-Wife Family, Own Children, At/Above Poverty	3,585	2,872	625
Husband-Wife Family, No Own Children, At/Above Poverty	3,643	2,873	593
Male Householder, Own Children, At/Above Poverty	311	249	49
Male Householder, No Own Children, At/Above Poverty	251	199	35
Female Householder, Own Children, At/Above Poverty	419	343	95
Female Householder, No Own Children, At/Above Poverty	415	330	72

Poverty: Popn, Ratio of Income to Poverty Level

Total Population for whom poverty status is determined	34,610	27,368	5,802
Less Than .50	911	679	97
.50 - .99	937	768	58
1.00 - 1.24	1,192	989	238
1.25 - 1.49	873	756	63
1.50 - 1.84	1,689	1,455	234
1.85 - 1.99	989	806	300
2.00+	28,018	21,915	4,811

Poverty: Popn by Race

By Race

White, Below Poverty Level	1,411	1,073	155
White, Above Poverty Level	27,674	22,098	4,604
Black, Below Poverty Level	25	18	0
Black, Above Poverty Level	247	168	34
AI/Alaskan Native, Below Poverty Level	28	25	0
AI/Alaskan Native, Above Poverty Level	210	151	51

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Asian, Below Poverty Level	22	17	0
Asian, Above Poverty Level	777	560	124
NH/PI, Below Poverty Level	0	0	0
NH/PI, Above Poverty Level	14	5	4
Some Other Race, Below Poverty Level	290	252	0
Some Other Race, Above Poverty Level	2,733	2,032	588
2+ Races, Below Poverty Level	71	61	1
2+ Races, Above Poverty Level	1,107	907	241
Poverty: Popn by Ethnicity			
Hispanic/Latino			
Hispanic/Latino, Below Poverty Level	739	585	7
Hispanic/Latino, Above Poverty Level	6,567	5,053	1,317
Non-Hispanic/Latino, Below Poverty Level	1,109	861	149
Non-Hispanic/Latino, Above Poverty Level	26,194	20,869	4,328
Non-Hispanic/Latino by Race			
White, Below Poverty Level	1,021	790	148
White, Above Poverty Level	24,485	19,590	4,034
Other than White, Below Poverty Level	827	656	8
Other than White, Above Poverty Level	8,276	6,331	1,612
Vehicles Available			
0 Vehicles Available	1.4%	1.4%	1.4%
1 Vehicle Available	19.5%	20.2%	17.1%
2+ Vehicles Available	79.2%	78.4%	81.4%
Average Vehicles Per Household	2.38	2.35	2.55
Total Vehicles Available	28,798	22,334	5,164

2024 Demographics:

Total Population	40,507	31,744	6,399
Total Households	14,221	11,013	2,236
Female Population	20,174	15,782	3,123
% Female	49.8%	49.7%	48.8%

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Male Population	20,333	15,962	3,277
% Male	50.2%	50.3%	51.2%
Population Density (per Sq. Mi.)	514.97	1,121.02	2,033.93
Employed Civilian Population 16+			
Total	20,129	15,712	3,271
% White Collar	59.0%	59.0%	55.1%
% Blue Collar	41.0%	41.0%	44.9%
Age:			
Age 0 - 4	8.1%	7.9%	7.6%
Age 5 - 14	15.5%	15.8%	16.3%
Age 15 - 19	6.2%	6.4%	6.7%
Age 20 - 24	4.4%	4.4%	4.8%
Age 25 - 34	12.8%	12.4%	13.5%
Age 35 - 44	17.4%	17.6%	17.6%
Age 45 - 54	13.1%	13.1%	12.5%
Age 55 - 64	10.5%	10.5%	9.7%
Age 65 - 74	8.1%	8.2%	7.5%
Age 75 - 84	3.2%	3.2%	3.2%
Age 85 +	0.6%	0.6%	0.5%
Median Age	36.7	36.8	35.6
Housing Units			
Total Housing Units	14,415	11,060	2,236
Occupied Housing Units	98.7%	99.6%	100.0%
Vacant Housing Units	1.3%	0.4%	0.0%
Housing Units by Tenure			
Total Households in Tenure	14,221	11,013	2,236
Owner Occupied Housing Units	11,774	9,157	1,860
Owner Occupied free and clear	17.3%	15.0%	12.4%
Owner Occupied with a mortgage or loan	82.7%	85.0%	87.6%
Renter Occupied Housing Units	2,448	1,856	376
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.7%	0.6%	0.9%
Asian	2.6%	2.3%	2.4%
Black	0.8%	0.7%	0.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	82.9%	83.4%	80.3%

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Other	9.2%	8.9%	11.0%
Multi-Race	3.8%	4.0%	4.8%
Hispanic Ethnicity	22.3%	22.0%	24.7%
Not of Hispanic Ethnicity	77.7%	78.0%	75.3%
Race of Hispanics			
Hispanics	9,047	6,971	1,582
American Indian	1.8%	1.7%	2.3%
Asian	0.1%	0.2%	0.1%
Black	0.6%	0.6%	0.4%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	48.9%	49.3%	43.2%
Other	40.8%	40.0%	44.3%
Multi-Race	7.8%	8.2%	9.8%
Race of Non Hispanics			
Non Hispanics	31,460	24,774	4,817
American Indian	0.4%	0.3%	0.4%
Asian	3.3%	2.9%	3.1%
Black	0.9%	0.7%	0.7%
Hawaiian/Pacific Islander	0.1%	0.0%	0.1%
White	92.6%	93.0%	92.5%
Other	0.1%	0.1%	0.1%
Multi-Race	2.7%	2.8%	3.1%
Marital Status:			
Age 15 + Population	30,934	24,217	4,865
Divorced	13.1%	13.3%	9.2%
Never Married	24.0%	23.6%	29.4%
Now Married	59.6%	59.7%	59.6%
Now Married - Separated	1.4%	1.3%	2.0%
Widowed	3.3%	3.4%	1.9%
Educational Attainment:			
Total Population Age 25+	26,637	20,788	4,126
Grade K - 9	2.6%	2.7%	3.3%
Grade 9 - 12	5.3%	5.4%	5.3%
High School Graduate	25.2%	25.5%	26.5%
Associates Degree	10.0%	10.1%	11.5%
Bachelor's Degree	22.3%	22.4%	23.3%
Graduate Degree	8.7%	8.3%	6.8%
Some College, No Degree	25.5%	25.2%	23.2%

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
No Schooling Completed	0.4%	0.4%	0.1%
Household Income:			
Income \$ 0 - \$9,999	2.7%	2.8%	2.2%
Income \$ 10,000 - \$14,999	2.0%	2.0%	1.0%
Income \$ 15,000 - \$24,999	4.0%	4.1%	3.0%
Income \$ 25,000 - \$34,999	4.4%	4.8%	4.3%
Income \$ 35,000 - \$49,999	10.1%	10.4%	10.3%
Income \$ 50,000 - \$74,999	17.2%	17.2%	18.8%
Income \$ 75,000 - \$99,999	20.3%	20.6%	23.1%
Income \$100,000 - \$124,999	16.1%	16.0%	16.3%
Income \$125,000 - \$149,999	8.0%	8.0%	9.7%
Income \$150,000 +	15.2%	14.1%	11.4%
Average Household Income	\$102,837	\$99,016	\$100,961
Median Household Income	\$86,787	\$85,576	\$86,349
Per Capita Income	\$36,105	\$34,352	\$35,275
Vehicles Available			
0 Vehicles Available	1.4%	1.4%	1.5%
1 Vehicle Available	19.2%	20.0%	17.0%
2+ Vehicles Available	79.4%	78.6%	81.6%
Average Vehicles Per Household	2.38	2.35	2.55
Total Vehicles Available	33,853	25,914	5,691

2010 Demographics:

Total Population	26,479	21,432	4,948
Total Households	9,036	7,262	1,684
Female Population	13,205	10,710	2,429
% Female	49.9%	50.0%	49.1%
Male Population	13,275	10,722	2,519
% Male	50.1%	50.0%	50.9%
Population Density (per Sq. Mi.)	336.63	756.87	1,572.50

Employed Civilian Population 16+

Total	12,466	10,035	2,422
% White Collar	59.5%	59.3%	57.2%
% Blue Collar	40.5%	40.7%	42.8%

Age:

Age 0 - 4	9.3%	9.2%	9.4%
-----------	------	------	------

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Age 5 - 14	17.2%	17.4%	17.1%
Age 15 - 19	6.2%	6.2%	6.5%
Age 20 - 24	3.9%	3.8%	4.0%
Age 25 - 34	15.3%	14.9%	15.9%
Age 35 - 44	17.2%	17.6%	17.8%
Age 45 - 54	13.5%	13.6%	13.5%
Age 55 - 64	10.3%	10.3%	9.6%
Age 65 - 74	4.8%	4.8%	4.4%
Age 75 - 84	1.7%	1.7%	1.6%
Age 85 +	0.5%	0.5%	0.3%
Median Age	33.9	34.2	33.5
Housing Units			
Total Housing Units	9,547	7,607	1,754
Occupied Housing Units	94.7%	95.5%	96.0%
Vacant Housing Units	5.4%	4.5%	4.0%
Housing Units by Tenure			
Total Households in Tenure	9,036	7,262	1,684
Owner Occupied Housing Units	7,683	6,206	1,434
Owner Occupied free and clear	13.4%	11.5%	9.6%
Owner Occupied with a mortgage or loan	86.6%	88.5%	90.4%
Renter Occupied Housing Units	1,353	1,055	250
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.8%	0.7%	0.9%
Asian	1.7%	1.6%	1.6%
Black	0.7%	0.6%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	85.5%	86.2%	84.7%
Other	8.2%	7.7%	8.9%
Multi-Race	3.1%	3.2%	3.5%
Hispanic Ethnicity	19.9%	19.2%	20.8%
Not of Hispanic Ethnicity	80.1%	80.8%	79.2%
Race of Hispanics			
Hispanics	5,271	4,112	1,027
American Indian	2.0%	1.9%	2.3%
Asian	0.2%	0.2%	0.2%
Black	0.7%	0.7%	0.6%

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	48.8%	49.7%	45.5%
Other	40.6%	39.4%	42.1%
Multi-Race	7.7%	8.0%	9.3%
Race of Non Hispanics			
Non Hispanics	21,208	17,321	3,920
American Indian	0.5%	0.4%	0.5%
Asian	2.1%	2.0%	2.0%
Black	0.6%	0.6%	0.5%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	94.6%	94.8%	94.9%
Other	0.2%	0.2%	0.1%
Multi-Race	2.0%	2.0%	1.9%
Marital Status:			
Age 15 + Population	19,454	15,714	3,638
Divorced	13.5%	13.8%	11.5%
Never Married	24.2%	24.4%	26.7%
Now Married	59.4%	58.7%	59.9%
Now Married - Separated	3.2%	3.1%	5.2%
Widowed	2.9%	3.1%	1.9%
Educational Attainment:			
Total Population Age 25+	16,775	13,584	3,119
Grade K - 8	4.3%	4.5%	6.3%
Grade 9 - 12	7.3%	7.6%	7.7%
High School Graduate	26.6%	27.4%	28.2%
Associates Degree	9.6%	9.7%	9.4%
Bachelor's Degree	19.4%	19.1%	21.0%
Graduate Degree	7.2%	6.7%	5.6%
Some College, No Degree	25.3%	24.8%	21.6%
No Schooling Completed	0.2%	0.2%	0.1%
Household Income:			
Income \$ 0 - \$9,999	3.8%	3.9%	3.3%
Income \$ 10,000 - \$14,999	2.1%	2.2%	1.0%
Income \$ 15,000 - \$24,999	6.1%	6.3%	4.3%
Income \$ 25,000 - \$34,999	6.0%	6.4%	6.2%
Income \$ 35,000 - \$49,999	14.0%	14.4%	14.0%
Income \$ 50,000 - \$74,999	23.1%	23.0%	24.1%
Income \$ 75,000 - \$99,999	19.8%	19.7%	22.7%

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Income \$100,000 - \$124,999	12.2%	11.7%	10.8%
Income \$125,000 - \$149,999	5.1%	5.1%	6.6%
Income \$150,000 +	7.9%	7.4%	7.1%
Average Household Income	\$81,282	\$79,483	\$86,477
Median Household Income	\$69,280	\$67,916	\$71,820
Per Capita Income	\$27,738	\$26,930	\$29,436

Vehicles Available

0 Vehicles Available	1.4%	1.5%	1.5%
1 Vehicle Available	20.8%	21.6%	18.9%
2+ Vehicles Available	77.8%	76.9%	79.7%
Average Vehicles Per Household	2.36	2.34	2.58
Total Vehicles Available	21,312	16,976	4,338

2000 Census Demographics:

Total Population	10,823	9,137	2,902
Total Households	3,797	3,189	960
Female Population	5,371	4,539	1,428
% Female	49.6%	49.7%	49.2%
Male Population	5,452	4,598	1,474
% Male	50.4%	50.3%	50.8%

Employed Civilian Population 16+

Total	5,470	4,580	1,505
% White Collar	49.4%	48.8%	51.3%
% Blue Collar	50.7%	51.2%	48.7%

Age:

Age 0 - 4	8.0%	8.0%	8.4%
Age 5 - 14	16.7%	16.8%	17.3%
Age 15 - 19	6.2%	6.3%	7.4%
Age 20 - 24	5.8%	5.7%	5.1%
Age 25 - 34	15.9%	16.1%	15.9%
Age 35 - 44	17.4%	17.6%	18.7%
Age 45 - 54	14.0%	13.8%	14.2%
Age 55 - 64	8.9%	8.7%	7.4%
Age 65 - 74	4.4%	4.2%	3.6%
Age 75 - 84	1.9%	1.9%	1.1%
Age 85 +	0.8%	0.9%	0.8%
Median Age	33.4	33.3	32.5

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Housing Units			
Total Housing Units	3,990	3,344	1,003
Owner Occupied Housing Units	80.7%	81.0%	83.9%
Renter Occupied Housing Units	14.4%	14.4%	11.8%
Vacant Housing Units	4.8%	4.6%	4.3%
Race and Ethnicity			
American Indian, Eskimo, Aleut	1.0%	1.1%	1.4%
Asian	0.8%	0.7%	0.4%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.2%	0.2%	0.4%
White	81.5%	81.0%	83.6%
Other	13.1%	13.3%	11.1%
Two or More Races	3.5%	3.7%	3.3%
Hispanic Ethnicity	25.8%	26.2%	26.9%
Not of Hispanic Ethnicity	74.2%	73.8%	73.1%
Marital Status:			
Age 15 + Population	8,145	6,871	2,156
Divorced	11.1%	10.9%	9.7%
Never Married	21.4%	21.9%	22.3%
Now Married	60.5%	59.9%	61.0%
Separated	2.8%	2.9%	2.9%
Widowed	4.1%	4.1%	3.6%
Educational Attainment:			
Total Population Age 25+	6,824	5,749	1,780
Grade K - 8	6.1%	6.0%	4.8%
Grade 9 - 11, No diploma	13.5%	14.2%	12.1%
High School Graduate	31.9%	32.6%	33.1%
Associates Degree	7.9%	8.0%	7.0%
Bachelor's Degree	10.9%	10.0%	10.2%
Graduate Degree	3.4%	3.0%	3.6%
Some College, No Degree	24.5%	24.2%	27.6%
No Schooling Completed	1.9%	2.0%	1.6%
Public School Enrollment	90.8%	91.7%	92.4%
Private School Enrollment	9.2%	8.4%	7.7%
Household Income:			
Income \$ 0 - \$9,999	4.1%	4.1%	3.9%

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Income \$ 10,000 - \$14,999	5.0%	5.0%	3.6%
Income \$ 15,000 - \$24,999	9.8%	10.2%	9.3%
Income \$ 25,000 - \$34,999	12.5%	13.1%	8.8%
Income \$ 35,000 - \$49,999	21.1%	21.2%	18.9%
Income \$ 50,000 - \$74,999	24.5%	24.7%	26.9%
Income \$ 75,000 - \$99,999	13.4%	13.0%	17.8%
Income \$100,000 - \$124,999	4.4%	4.0%	4.5%
Income \$125,000 - \$149,999	2.5%	2.3%	3.3%
Income \$150,000 - \$199,999	1.4%	1.1%	1.0%
Income \$200,000 or More	1.4%	1.1%	1.5%
Average Household Income	\$56,767	\$54,851	\$59,742
Median Household Income	\$47,839	\$46,748	\$54,811
Per Capita Income	\$19,914	\$19,146	\$19,770

Vehicles Available

0 Vehicles Available	3.4%	3.6%	3.2%
1 Vehicle Available	20.3%	20.9%	18.4%
2 Vehicles Available	41.2%	41.3%	39.6%
3+ Vehicles Available	35.1%	34.3%	38.9%
Average Vehicles Per Household	2.10	2.10	2.20
Total Vehicles Available	8,522	7,083	2,231

Population Trend

2000	10,823	9,137	2,902
2010	26,479	21,432	4,948
Change 2000 to 2010	144.7%	134.6%	70.5%
2019	34,610	27,368	5,802
2024	40,507	31,744	6,399
Change 2019 to 2024	17.0%	16.0%	10.3%

Household Trend

2000	3,797	3,189	960
2010	9,036	7,262	1,684
Change 2000 to 2010	219.1%	197.6%	110.6%
2019	12,115	9,491	2,022
2024	14,221	11,013	2,236
Change 2019 to 2024	17.4%	16.0%	10.6%

Average Household Size Trend

2000	2.9	2.9	3.0
------	-----	-----	-----

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
2010	3.0	3.0	3.0
Change 2000 to 2010	3.3%	3.6%	-1.2%
2019	2.9	2.9	2.9
2024	2.9	2.9	2.9
Change 2019 to 2024	-0.3%	-0.1%	-0.2%

Median Age Trend

2000	33.4	33.3	32.5
2010	33.9	34.2	33.5
2019	35.6	35.8	34.5
2024	36.7	36.8	35.6

Housing Units Trend

Total Housing Units

Change 2000 to 2010	139.3%	127.5%	74.9%
Change 2019 to 2024	17.6%	16.1%	10.6%

Owner Occupied Housing Units

Change 2000 to 2010	138.5%	129.1%	70.4%
Change 2019 to 2024	17.1%	15.8%	10.3%

Renter Occupied Housing Units

Change 2000 to 2010	135.0%	120.0%	110.6%
Change 2019 to 2024	18.6%	17.3%	11.9%

Vacant Housing Units

Change 2000 to 2010	164.6%	123.8%	63.3%
Change 2019 to 2024	36.4%	22.4%	N/A%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	82.4%	55.8%	8.5%
Change 2019 to 2024	15.2%	14.2%	12.2%

Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	457.9%	453.9%	683.6%
Change 2019 to 2024	29.7%	28.5%	22.4%

Black

Change 2000 to 2010	768.1%	627.2%	128.4%
Change 2019 to 2024	20.7%	19.5%	12.6%

White

Change 2000 to 2010	156.9%	149.6%	72.7%
Change 2019 to 2024	15.4%	14.3%	7.9%

Other

Change 2000 to 2010	53.6%	35.4%	36.6%
---------------------	-------	-------	-------

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Change 2019 to 2024	23.5%	23.4%	20.1%
Two or More Races			
Change 2000 to 2010	117.5%	100.0%	81.9%
Change 2019 to 2024	31.7%	31.1%	26.2%
Hispanic Ethnicity			
Change 2000 to 2010	88.6%	71.5%	31.5%
Change 2019 to 2024	23.8%	23.6%	19.5%
Not of Hispanic Ethnicity			
Change 2000 to 2010	164.2%	157.0%	84.9%
Change 2019 to 2024	15.2%	14.0%	7.6%

*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).

Copyright 2019 Dun and Bradstreet, Inc. All rights reserved
 © 2017 Easy Analytic Software, Inc. (EASI®) All Rights Reserved, Alteryx, Inc.
 © 2019 Alteryx, Inc. All Rights Reserved
 © 2019 Experian Information Solutions, Inc. • All rights reserved
 © 2019 Experian Marketing Solutions, Inc. • All rights reserved

Daytime Population Comparison Report



Date: August 5, 2020

5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom) 3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom) 1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)

2019 Population & Household Overview

Population	34,610	27,368	5,802
Household Population	34,609	27,368	5,802
Family Population	88.8%	89.3%	88.9%
Non-family Population	11.2%	10.7%	11.1%
Group Quarters Population	1	0	0
Households	12,115	9,491	2,022
Family Households	80.5%	80.6%	80.4%
Non-family Households	19.5%	19.4%	19.6%

2019 Daytime Population

Total Daytime Population	23,694	18,318	2,378
Population aged 16 and under (Children)	7,621	6,532	346
Daytime Population Age 16+	16,073	11,786	2,032
Civilian 16+, at Workplace	9,880	6,843	1,104
Civilian 16+, Unemployed	536	435	80
Civilian 16+, Work at home	1,251	954	280
Homemakers Age 16+	2,986	2,363	530
Retired population Age 65+	2,567	2,016	359
Student popn: Pre-kindergarten to 8th	5,126	4,526	66
Student popn: 9th grade-12th grade	1,164	1,028	5
Student popn: Post-secondary students	1,255	1,002	266

Consumer Expenditure Comparison Report



Date: August 5, 2020

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
2019 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	12,115	9,491	2,022
Median Household Income	\$76,816	\$75,953	\$77,550
Total Average Household Expenditure	\$86,870	\$86,358	\$87,955
Airline Fares	\$828.76	\$824.47	\$862.28
Alcoholic beverages purchased on trips	\$94.53	\$91.53	\$99.83
Alimony Expenditures	\$20.35	\$20.38	\$19.23
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.09	\$5.07	\$5.08
Apparel and Services for Children Under 2	\$97.97	\$97.58	\$102.99
Apparel Laundry and Dry Cleaning not coin-operated	\$64.28	\$64.65	\$64.23
Books thru book clubs	\$1.55	\$1.57	\$1.57
Books not thru book clubs	\$65.62	\$64.93	\$66.57
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,143.71	\$2,126.53	\$2,172.00
CDs, Records, Audio Tapes	\$7.74	\$7.67	\$7.75
Cellular Phone Service	\$1,481.07	\$1,476.74	\$1,500.22
Child Support Expenditures	\$76.08	\$76.13	\$76.79
College Tuition	\$853.18	\$839.03	\$820.71
Computers and Computer Hardware for nonbusiness use	\$175.66	\$174.08	\$180.41
Computer information services	\$587.86	\$584.13	\$599.80
Coolant, brake fluid, transmission fluid, and other additives	\$7.28	\$7.21	\$7.59
Cosmetics, perfume, bath preparations	\$209.36	\$209.36	\$207.04
Deodorants, feminine hygiene, miscellaneous personal care	\$37.16	\$37.24	\$37.21
Electricity	\$1,403.65	\$1,398.98	\$1,420.99
Fees for Recreational Lessons	\$281.75	\$281.21	\$276.64
Finance Charges Excluding Mortgage And Vehicle	\$342.25	\$333.97	\$331.99
Floor Coverings, Nonpermanent	\$34.96	\$34.76	\$34.84
Food or Board at School	\$32.97	\$32.55	\$31.27
Food on out-of-town trips	\$614.36	\$607.22	\$614.35
Funeral Expenses	\$92.94	\$89.37	\$87.65
Furniture	\$1,165.44	\$1,161.12	\$1,183.52

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Gasoline And Motor Oil	\$2,898.24	\$2,878.22	\$2,993.36
Girls' Active Sportswear	\$27.34	\$27.30	\$26.98
Hair Care Products	\$89.46	\$89.13	\$86.83
Hospital Room and Services	\$266.68	\$265.76	\$268.97
Health Care Insurance	\$1,349.73	\$1,350.82	\$1,342.91
Health Maintenance Organization (not BCBS)	\$1,169.12	\$1,169.94	\$1,186.85
Housekeeping Services	\$250.51	\$249.54	\$253.98
Household Textiles	\$132.50	\$131.73	\$132.96
Intracity Bus Fares	\$11.86	\$11.85	\$12.41
Intracity Mass Transit Fares	\$53.26	\$52.65	\$54.35
Jewelry	\$69.55	\$67.85	\$73.37
Legal fees	\$259.22	\$247.54	\$253.08
Life and Other Personal Insurance	\$369.18	\$367.27	\$378.99
Maintenance and Repair Services	\$2,300.50	\$2,289.25	\$2,284.31
Medical equipment for general use	\$9.04	\$9.08	\$9.04
Men's Suits	\$31.16	\$30.82	\$31.76
Miscellaneous fees	\$4.14	\$3.91	\$3.85
Mortgage interest and charges owned dwellings	\$5,839.61	\$5,841.71	\$5,931.18
Mortgage interest and charges owned vacation homes	\$224.86	\$221.84	\$218.87
Natural Gas	\$439.73	\$438.11	\$442.57
New Cars	\$959.58	\$949.52	\$979.82
New Trucks	\$1,931.98	\$1,925.27	\$1,995.16
New Motorcycle	\$59.09	\$59.40	\$60.65
Oral Hygiene Products, Articles	\$33.83	\$33.88	\$33.95
Other Household Products	\$795.28	\$794.55	\$794.18
Other Home Services	\$33.71	\$33.53	\$33.72
Other Tobacco Products	\$300.41	\$301.61	\$304.17
Personal Care Services	\$841.23	\$836.49	\$839.72
Pet Purchase, Supplies, Medicine	\$260.58	\$261.18	\$264.06
Photo Processing	\$5.67	\$5.66	\$5.82
Portable Heating and Cooling Equipment	\$19.14	\$19.26	\$19.45
Property taxes owned dwellings	\$1,845.44	\$1,840.12	\$1,857.83
Property taxes owned vacation homes	\$111.93	\$110.92	\$111.04
Rent	\$5,255.25	\$5,190.05	\$5,420.88
Satellite Dishes	\$1.03	\$1.01	\$1.05
Shaving Needs	\$14.90	\$14.99	\$15.07
Small Electric Kitchen Appliances	\$74.17	\$74.19	\$75.67
Residential Telephone Including VOIP	\$176.56	\$176.07	\$173.40
Televisions	\$90.08	\$89.59	\$91.90
Tobacco Products and Smoking supplies	\$300.41	\$301.61	\$304.17
Tolls or Electronic Toll Passes	\$60.77	\$60.44	\$62.34

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Toys, Games, Arts and Crafts, and Tricycles	\$205.11	\$201.99	\$210.79
Used Cars	\$1,063.79	\$1,060.85	\$1,087.74
Used Trucks	\$2,187.45	\$2,174.04	\$2,264.26
VCR's and Video Disc Players	\$4.93	\$4.88	\$4.99
Vehicle Insurance	\$1,048.30	\$1,039.18	\$1,074.67
Vehicle Inspection	\$14.36	\$14.21	\$14.54
Video Game Hardware And Software	\$133.63	\$133.14	\$134.28
Watches	\$20.09	\$20.13	\$21.01
Women's Suits	\$3.50	\$3.47	\$3.51

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
--	--	--	--

2024 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	14,221	11,013	2,236
Median Household Income	\$86,787	\$85,576	\$86,349
Total Average Household Expenditure	\$100,153	\$99,439	\$101,173
Airline Fares	\$1,024.55	\$1,018.75	\$1,051.69
Alcoholic beverages purchased on trips	\$96.43	\$93.48	\$101.35
Alimony Expenditures	\$22.96	\$22.95	\$22.03
Alteration, Repair and Tailoring of Apparel and Accessories	\$5.72	\$5.68	\$5.69
Apparel and Services for Children Under 2	\$101.01	\$100.57	\$104.79
Apparel Laundry and Dry Cleaning not coin-operated	\$72.35	\$72.36	\$72.37
Books thru book clubs	\$1.58	\$1.59	\$1.59
Books not thru book clubs	\$69.61	\$68.68	\$70.47
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,493.52	\$2,462.73	\$2,524.91
CDs, Records, Audio Tapes	\$8.65	\$8.55	\$8.66
Cellular Phone Service	\$1,689.50	\$1,682.39	\$1,710.87
Child Support Expenditures	\$80.10	\$79.91	\$80.47
College Tuition	\$1,171.06	\$1,150.50	\$1,155.58
Computers and Computer Hardware for nonbusiness use	\$196.16	\$194.18	\$201.30
Computer information services	\$612.78	\$608.33	\$623.62

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Coolant, brake fluid, transmission fluid, and other additives	\$7.78	\$7.78	\$8.00
Cosmetics, perfume, bath preparations	\$229.84	\$229.32	\$227.76
Deodorants, feminine hygiene, miscellaneous personal care	\$40.61	\$40.58	\$40.61
Electricity	\$1,526.60	\$1,519.84	\$1,543.49
Fees for Recreational Lessons	\$298.98	\$297.08	\$295.73
Finance Charges Excluding Mortgage And Vehicle	\$356.10	\$345.63	\$347.89
Floor Coverings, Nonpermanent	\$39.29	\$38.91	\$39.08
Food or Board at School	\$35.55	\$35.02	\$34.23
Food on out-of-town trips	\$672.59	\$663.54	\$672.94
Funeral Expenses	\$107.50	\$102.67	\$102.83
Furniture	\$1,309.27	\$1,299.74	\$1,322.68
Gasoline And Motor Oil	\$3,032.05	\$3,012.78	\$3,112.28
Girls' Active Sportswear	\$30.29	\$30.04	\$30.28
Hair Care Products	\$99.37	\$98.87	\$97.64
Hospital Room and Services	\$366.86	\$364.37	\$367.85
Health Care Insurance	\$1,892.35	\$1,890.45	\$1,889.14
Health Maintenance Organization (not BCBS)	\$1,640.76	\$1,639.08	\$1,671.27
Housekeeping Services	\$289.81	\$287.86	\$292.75
Household Textiles	\$153.72	\$152.77	\$154.39
Intracity Bus Fares	\$13.55	\$13.52	\$13.93
Intracity Mass Transit Fares	\$53.21	\$52.64	\$53.83
Jewelry	\$77.15	\$75.28	\$80.99
Legal fees	\$307.67	\$292.34	\$300.96
Life and Other Personal Insurance	\$444.52	\$440.81	\$452.95
Maintenance and Repair Services	\$2,300.50	\$2,289.25	\$2,284.31
Medical equipment for general use	\$13.03	\$13.06	\$13.03
Men's Suits	\$34.21	\$33.76	\$34.97
Miscellaneous fees	\$4.86	\$4.56	\$4.65
Mortgage interest and charges owned dwellings	\$6,358.82	\$6,359.15	\$6,431.18
Mortgage interest and charges owned vacation homes	\$252.13	\$248.06	\$249.32
Natural Gas	\$482.36	\$480.09	\$485.31
New Cars	\$1,171.94	\$1,158.13	\$1,192.28
New Trucks	\$2,349.89	\$2,343.07	\$2,408.04
New Motorcycle	\$70.00	\$69.90	\$70.68
Oral Hygiene Products, Articles	\$36.91	\$36.89	\$37.08
Other Household Products	\$922.05	\$919.18	\$921.35
Other Home Services	\$37.86	\$37.70	\$38.46
Other Tobacco Products	\$364.87	\$365.76	\$366.82

	5 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	3 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)	1 Miles: Grant and Colorado Blvd / Historic Firestone (Custom)
Personal Care Services	\$908.73	\$902.28	\$907.10
Pet Purchase, Supplies, Medicine	\$275.11	\$275.99	\$278.44
Photo Processing	\$6.36	\$6.32	\$6.53
Portable Heating and Cooling Equipment	\$21.47	\$21.53	\$21.70
Property taxes owned dwellings	\$2,056.98	\$2,047.96	\$2,066.36
Property taxes owned vacation homes	\$134.05	\$131.85	\$134.10
Rent	\$5,631.06	\$5,559.79	\$5,802.14
Satellite Dishes	\$1.19	\$1.17	\$1.21
Shaving Needs	\$15.68	\$15.74	\$15.74
Small Electric Kitchen Appliances	\$81.96	\$81.63	\$82.90
Televisions	\$116.97	\$116.25	\$118.59
Tobacco Products and Smoking supplies	\$364.87	\$365.76	\$366.82
Tolls or Electronic Toll Passes	\$72.19	\$71.76	\$73.51
Toys, Games, Arts and Crafts, and Tricycles	\$242.34	\$238.97	\$246.94
Used Cars	\$1,270.35	\$1,266.57	\$1,288.47
Used Trucks	\$2,636.76	\$2,620.42	\$2,713.96
VCR's and Video Disc Players	\$5.24	\$5.20	\$5.32
Vehicle Insurance	\$1,195.49	\$1,187.98	\$1,215.01
Vehicle Inspection	\$16.96	\$16.81	\$17.10
Video Game Hardware And Software	\$145.91	\$144.74	\$145.98
Watches	\$20.24	\$20.21	\$20.78
Women's Suits	\$3.91	\$3.86	\$3.94

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