

Account: W00001
 Site: 26631

MARKET PROFILE REPORT

6/7/00

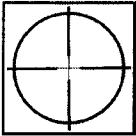
PREPARED FOR:

ABC Company

1st & Main
 Any City, VA
 Coords: 38.88287 -77.117539

Area 1: 1 Mile Radius
 Area 2: 3 Mile Radius
 Area 3: 5 Mile Radius

Description	Area 1	Area 2	Area 3
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MARKET PROFILE The Market Profile Report contains a comprehensive list of demographic information based on 1990 Census data updated to reflect 2000 estimates and 2005 projections.



POPULATION Population information allows you to quantify the market size and measure future growth. Population is defined as all living persons in a geographic area. Group quarters include non household living arrangements such as military barracks, college dormitories, long-term health care facilities, group homes, boarding houses, prisons, and ships.

2005 Population Projection	27,688	198,002	499,650
2000 Population Estimate	27,197	193,087	486,439
1990 Census Population	25,860	185,287	476,783
2000 Population Per Square Mile	8,532	6,822	6,304
2000 Group Quarters Population	164	7,045	17,424



HOUSEHOLDS Households consist of one or more persons who live together in the same housing unit, regardless of their relationship to each other. Households include all occupied housing units.

2005 Household Projection	12,351	86,414	233,548
2000 Household Estimate	12,091	83,928	225,451
1990 Households	11,354	79,303	216,829
% Annual Household Growth: 1990 - 2000	0.7	0.6	0.4
1990 % Households			
With 1 Person	36.1	36.5	41.0
With 2 Persons	32.8	33.2	32.0
With 3 Persons	14.6	13.8	12.5
With 4 Persons	10.0	9.5	8.4
With 5 Persons	3.7	3.9	3.5
With 6 Persons	1.4	1.7	1.4
With 7+ Persons	1.3	1.4	1.1
2000 Average Household Size	2.22	2.21	2.08

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 2000 INCOME Income is a good indicator of the spending power of your market. Per Capita Income includes the income of all persons 15 years old and over. Median Income divides the income distribution into two equal parts, one-half falling above the median and one-half below.			
% Under \$10,000	2.6	3.4	3.8
% \$10,000-\$14,999	2.2	1.9	2.0
% \$15,000-\$24,999	6.9	7.2	7.4
% \$25,000-\$34,999	9.8	10.5	10.3
% \$35,000-\$49,999	15.8	17.2	17.2
% \$50,000-\$74,999	22.5	22.4	22.0
% \$75,000-\$99,999	16.3	14.8	14.3
% \$100,000-\$149,000	16.4	14.4	13.8
% \$150,000+	7.5	8.4	9.3
2000 Per Capita Income	\$35,481	\$37,327	\$41,001
2000 Average Household Income	\$79,432	\$84,816	\$87,591
2000 Median Household Income	\$64,570	\$63,489	\$63,420
 2000 POPULATION BY RACE The race variables represent the self-classification by people according to the race with which they most closely identify. Ancestry can be viewed as the nationality, lineage or country of birth of a person. Persons of Hispanic ancestry may be of any race.			
% White	73.2	69.5	72.4
% Black	6.9	10.1	10.3
% Asian or Pacific Islander	9.1	10.7	9.9
% Other	10.9	9.7	7.4
% Hispanic Ancestry	22.9	21.8	17.1
 2000 POPULATION BY AGE Population by age provides valuable information as to the relative maturity or youth of a particular market. Median age divides the age distribution into two equal parts, one-half falling below the median and one-half above.			
% Under Age 5	5.2	5.2	4.7
% Age 5-14	8.2	9.5	8.7
% Age 15-17	2.3	2.5	2.3
% Age 18-20	2.8	4.3	4.1
% Age 21-24	6.4	6.4	6.2
% Age 25-34	19.3	18.4	18.6
% Age 35-44	21.2	19.6	19.3
% Age 45-54	14.8	14.3	15.0
% Age 55-64	8.1	8.1	8.7
% Age 65-74	5.0	5.7	6.3
% Age 75-84	4.8	4.5	4.5
% Age 85 +	1.8	1.4	1.6
Average Age of Total Population	38.8	38.0	38.9
Median Age of Total Population	37.7	37.3	38.3

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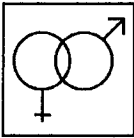

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Description	Area 1	Area 2	Area 3
POPULATION BY SEX			
			
% Female	51.3	51.2	51.9
% Females Under Age 6	4.9	5.0	4.5
% Females Age 6-13	7.7	9.0	8.2
% Females Age 14-17	2.1	2.4	2.2
% Females Age 18-20	2.5	4.1	4.0
% Females Age 21-24	6.7	6.4	6.3
% Females Age 25-34	18.9	18.0	18.2
% Females Age 35-44	19.9	18.8	18.7
% Females Age 45-54	14.0	14.1	14.6
% Females Age 55-64	8.4	8.3	8.7
% Females Age 65-74	5.7	6.3	6.9
% Females Age 75-84	6.4	5.5	5.5
% Females Age 85+	2.7	2.0	2.3
Average Age Female	40.4	39.2	40.1
% Male	48.7	48.8	48.1
% Males Under Age 6	5.4	5.5	5.0
% Males Age 6-13	8.7	9.9	9.3
% Males Age 14-17	2.5	2.6	2.4
% Males Age 18-20	3.2	4.6	4.2
% Males Age 21-24	6.1	6.4	6.1
% Males Age 25-34	19.6	18.8	18.9
% Males Age 35-44	22.6	20.4	19.9
% Males Age 45-54	15.7	14.5	15.3
% Males Age 55-64	7.8	7.9	8.7
% Males Age 65-74	4.3	5.1	5.7
% Males Age 75-84	3.2	3.5	3.6
% Males 85+	1.0	0.8	0.9
Average Age Male	37.1	36.7	37.7
EDUCATION The education variables are another way to determine the relative socio-economic status of an area. Population enrolled in school provides information on the population ages 3 & over. Educational attainment classifies persons age 25 & over according to their highest level of school or degree completed.			
			
1990 Pop Enrolled in School	5,057	42,573	109,420
% Preprimary School	9.7	7.7	7.0
% Elementary & High School	45.0	44.3	41.1
% College	45.3	48.1	51.9
1990 Educational Attainment	19,248	131,471	342,649
% Elementary School (0-8 Years)	7.3	6.6	5.4
% Some High School (9-12 Years)	7.6	7.3	6.1
% High School Graduate only (12 Years)	15.6	15.5	14.1
% Some College (13-15 Years)	18.8	21.0	20.4
% Bachelor Degree	27.2	26.7	28.2
% Graduate Degree	23.5	22.9	25.7
Average Years of School Completed	14.2	14.2	14.6

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MARITAL STATUS

1990 Marital Status	22,602	159,647	415,538
% Persons Married	42.1	43.1	41.5
% Persons Single	57.9	56.9	58.5
1990 Female Marital Status	11,645	81,809	217,016
% Females Married	39.6	40.9	39.0
% Females Never Married	37.3	37.1	39.3
% Females Widowed/Divorced/Separated	23.1	22.0	21.7
1990 Male Marital Status	10,956	77,838	198,522
% Males Married	44.9	45.3	44.2
% Males Never Married	43.5	43.1	44.1
% Males Widowed/Divorced/Separated	11.7	11.6	11.6



FAMILIES/HOUSEHOLDERS

1990 Family Households	5,609	40,536	100,795
1990 Non Family Households	5,895	38,836	115,976
1990 Family Households With Children	2,238	17,140	41,517
% Married Couple Family	75.6	73.4	74.5
% Male Householder	6.5	6.3	5.7
% Female Householder	17.9	20.3	19.8
1990 % Households			
% W/children < 18	20.0	22.0	19.5
% W/person 65+	21.1	19.5	18.5
% W/householder 65+	19.2	17.6	16.7



OCCUPATION/INDUSTRY These variables help you evaluate the composition of the labor force in a particular market. Occupation describes the kind of work a person does on the job. Industry employment describes the type of industry in which a person works. Both are based on persons age 16 and over.

1990 Employment Status, Persons 16+	22,552	158,801	412,477
% Employed in Civilian Labor Force	73.5	70.3	71.5
% Unemployed	2.2	2.2	2.3
% Pop Not in Labor Force	23.4	24.8	24.3
% Pop in Armed Forces	0.8	2.7	1.9

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1990 Total Employed	16,584	111,623	294,943
% White Collar	74.7	75.0	79.0
% Executive & Managerial	23.1	23.3	24.0
% Professional Specialty	24.0	23.7	26.5
% Technical Support	4.9	4.7	5.0
% Sales	7.9	8.7	8.7
% Administrative Support	14.9	14.6	14.8
% Blue Collar	11.9	11.2	9.2
% Precision, Production, Craft & Repair	5.8	5.7	4.8
% Machine Operator	1.5	1.3	1.1
% Transportation & Material Moving	1.8	1.7	1.5
% Laborers	2.7	2.4	1.8
% Service	13.1	13.2	11.3
% Private Household	1.5	1.3	1.1
% Protective	1.1	1.1	1.1
% Other	10.5	10.7	9.0
% Farming, Forestry, & Fishing	0.4	0.6	0.5
White/Blue Collar Ratio	6.3	6.7	8.5
1990 Industry Employment	16,584	111,623	294,943
% Agriculture, Forestry, Fishing	0.7	0.8	0.7
% Mining	0.0	0.0	0.0
% Construction	7.0	6.2	5.1
% Manufacturing: Nondurable Goods	3.0	2.9	2.9
% Manufacturing: Durable Goods	2.2	1.7	1.7
% Transportation	3.1	2.8	2.9
% Communications & Public Utilities	2.4	2.3	2.5
% Wholesale Trade	1.8	2.1	1.8
% Retail Trade	12.1	12.9	11.9
% Finance, Insurance, Real Estate	7.2	8.2	9.1
% Service: Business & Repair	7.0	7.1	6.7
% Service: Personal	4.7	5.1	4.6
% Service: Entertainment & Recreation	1.0	1.4	1.3
% Service: Health	5.1	5.0	5.1
% Service: Educational	6.7	7.3	7.5
% Service: Other Professional & Related	18.4	17.2	18.9
% Public Administration	17.6	17.2	17.2

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HOUSING Housing units are defined as a house, apartment, mobile home or trailer, a group of rooms, or a single room occupied as separate living quarters or, if vacant, intended for occupancy as separate living quarters.

1990 Total Housing Units	12,749	85,313	234,969
% Occupied	89.1	93.0	92.3
% Vacant	10.9	7.0	7.7
% Year-round	10.5	6.5	6.9
% Seasonal	0.4	0.6	0.8
1990 Total Housing Units in Structure	12,749	85,313	234,969
% Single, Detached	37.3	35.1	28.5
% Single, Attached	8.8	8.4	11.1
% 2 Units	1.3	0.9	1.1
% 3-9 Units	16.7	13.9	11.0
% 10-49 Units	11.1	15.3	17.0
% 50+ Units	24.0	25.5	30.4
% Mobile Home or Trailer	0.0	0.0	0.0
% Other Units	0.7	0.8	0.9
1990 Total Occupied Housing Units	11,354	79,303	216,829
% Owner-occupied Units	46.3	47.8	46.1
% Renter-occupied Units	53.7	52.2	53.9
Owner/Renter Ratio	0.9	0.9	0.9
1990 Housing Units By Year Built	12,722	85,428	234,843
% Built 1985 - 1990	16.5	8.3	6.5
% Built 1980 - 1984	5.0	4.5	5.0
% Built 1970 - 1979	9.9	11.1	12.3
% Built 1960 - 1969	11.4	18.2	20.0
% Built 1950 - 1959	15.0	23.7	21.1
% Built 1949 or earlier	42.1	34.1	35.1
2000 Total Specified Owner-occupied Units	4,215	28,369	74,024
% Under \$50,000	0.5	0.7	0.5
% \$50,000-\$99,999	0.9	2.0	1.6
% \$100,000-\$149,999	3.4	6.0	6.5
% \$150,000-\$199,999	13.9	14.8	16.4
% \$200,000-\$299,999	53.9	42.7	34.8
% \$300,000-\$399,999	22.1	20.1	19.3
% \$400,000-\$499,999	3.9	7.5	10.2
% \$500,000+	1.4	6.3	10.8
Average Home Value	\$269,396	\$292,731	\$319,192
Median Home Value	\$257,036	\$270,181	\$289,957
1990 Spec. Renter-Occ. Units - Cash Rent	5,983	40,550	114,505
1990 Average Contract Rent	\$745	\$716	\$721
1990 Median Contract Rent	\$710	\$685	\$689

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COMMUTE The vehicle and commute variables are useful in determining the vehicle ownership that can be anticipated around a site. Commute time refers to the total number of minutes that it takes to get from home to work. Number of vehicles refers to the vehicle ownership per household.

1990 Means of Transportation to Work	16,607	114,179	298,111
% Car, Truck, or Van: Drove Alone	46.9	52.2	50.4
% Car, Truck, or Van: Carpooled	14.2	14.7	13.0
% Public Transportation	30.4	22.6	22.0
% Other Means	5.9	7.6	11.1
% Worked at home	2.6	2.9	3.5
1990 Commute Time to Work	16,173	110,836	287,538
% Commute Under 15 Minutes	18.1	21.5	21.3
% Commute 15-29 Minutes	37.9	40.0	41.6
% Commute 30-59 Minutes	38.0	34.6	33.3
% Commute 60-89 Minutes	4.8	3.3	3.2
% Commute 90+ Minutes	1.1	0.6	0.5
Average Commute to Work in Minutes	26.3	24.2	23.9
1990 Households With Vehicles	9,760	70,466	180,871
% With 1 Vehicle	53.2	52.5	54.2
% With 2 Vehicles	31.9	34.5	33.8
% With 3 Vehicles	11.4	9.8	9.1
% With 4 Vehicles	2.6	2.4	2.2
% With 5+ Vehicles	0.9	0.8	0.7
1990 Number of Vehicles	16,261	116,155	292,746
1990 Avg. Num of Vehicles Per Household	1.4	1.5	1.4