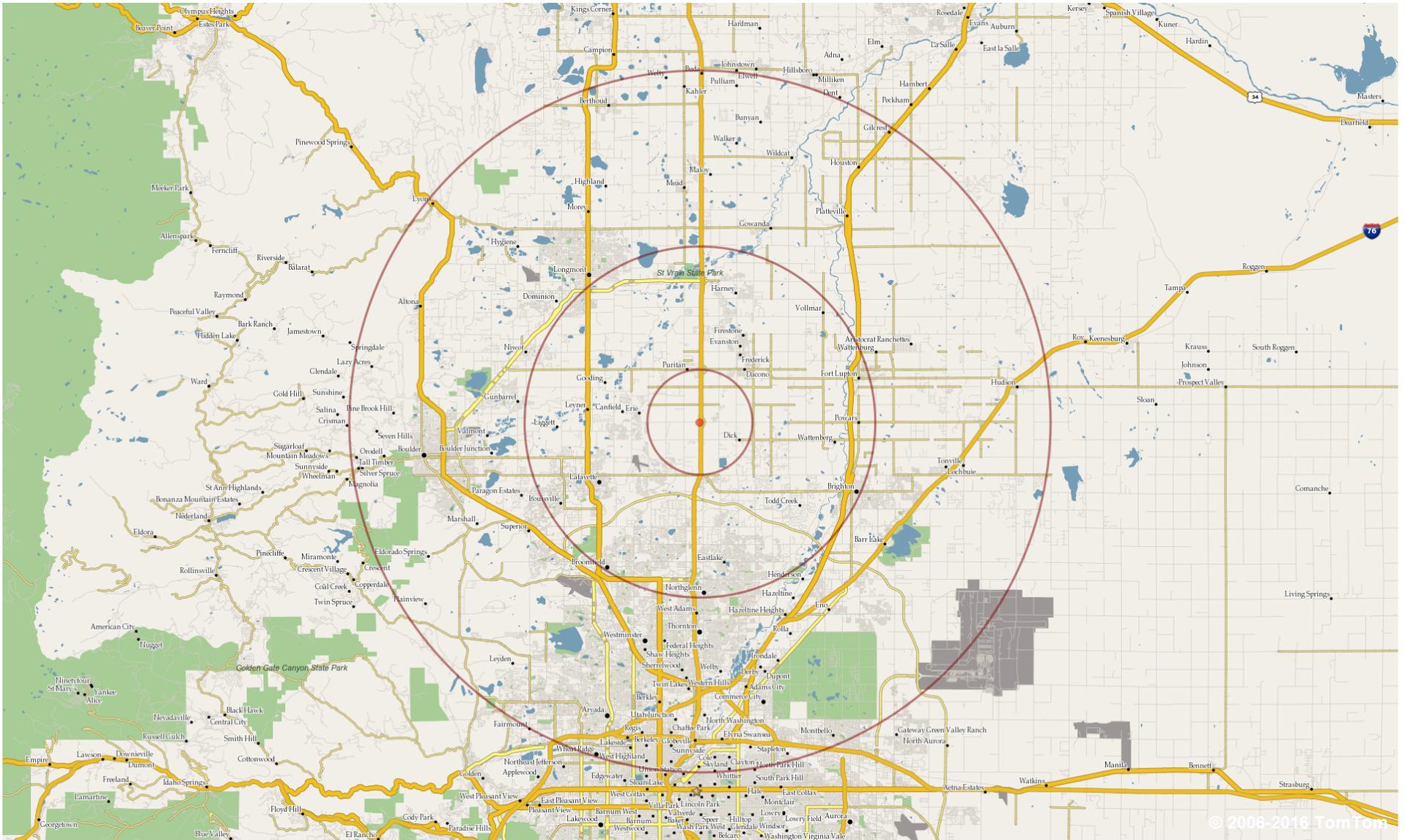


I-25 & Erie Parkway 3, 10, 20 Miles



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Demographic Detail Comparison



Geography: 3 Miles: I-25 & Erie Parkway, 10 Miles: I-25 & Erie Parkway, 20 Miles: I-25 & Erie Parkway

3 Miles: I-25 & Erie Parkway 10 Miles: I-25 & Erie Parkway 20 Miles: I-25 & Erie Parkway

2015A Demographics:

Employees	1,473	84,531	521,857
Establishments*	219	11,676	55,940
Total Population	3,898	297,797	1,197,386
Total Households	1,325	107,822	451,545
Female Population	1,911	150,552	598,090
% Female	49.0%	50.5%	49.9%
Male Population	1,987	147,245	599,296
% Male	50.9%	49.4%	50.0%
Population Density (per Sq. Mi.)	137.55	945.76	950.69

Employed Civilian Population 16+

Total	1,640	153,662	615,135
White Collar	78.5%	68.0%	64.3%
Blue Collar	21.4%	31.9%	35.6%

Seasonal Population by Quarter:

Q4 2011	20	1,177	5,165
Q1 2012	20	1,154	5,021
Q2 2012	15	1,041	4,850
Q3 2012	15	1,025	4,707
Q4 2012	14	986	4,570
Q1 2013	14	930	4,280
Q2 2013	14	829	3,969
Q3 2013	14	813	3,761
Q4 2013	14	774	3,520

Age:

Age 0 - 4	9.2%	7.1%	6.6%
Age 5 - 14	16.2%	15.8%	13.9%
Age 15 - 19	4.7%	6.4%	6.6%
Age 20 - 24	3.7%	5.5%	7.5%
Age 25 - 34	12.5%	13.7%	15.3%
Age 35 - 44	18.3%	15.6%	14.2%
Age 45 - 54	14.0%	14.5%	13.4%
Age 55 - 64	11.8%	11.5%	11.3%
Age 65 - 74	6.4%	6.1%	6.3%
Age 75 - 84	2.4%	2.5%	3.0%
Age 85 +	0.3%	0.9%	1.2%
Median Age	36.9	35.8	34.8

Housing Units

Total Housing Units	1,354	109,447	458,122
Occupied Housing Units	97.8%	98.5%	98.5%

Vacant Housing Units	2.1%	1.4%	1.4%
Housing Units by Tenure			
Owner Occupied Housing Units	1,325	107,822	451,545
Owner Occupied free and clear	13.3%	12.3%	13.7%
Owner Occupied with a mortgage or loan	71.6%	62.4%	50.9%
Renter Occupied Housing Units	15.0%	25.1%	35.2%
Race and Ethnicity			
American Indian, Eskimo, Aleut	0.5%	0.8%	1.1%
Asian	4.1%	4.1%	3.5%
Black	0.7%	1.3%	2.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	87.9%	83.2%	79.0%
Other	3.2%	6.7%	9.5%
Multi-Race	3.4%	3.5%	3.6%
Hispanic Ethnicity	11.1%	19.8%	26.4%
Not of Hispanic Ethnicity	88.8%	80.1%	73.5%
Race of Hispanics			
Hispanics	436	59,208	317,126
American Indian	2.2%	2.0%	2.1%
Asian	0.7%	0.3%	0.3%
Black	0.4%	0.7%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	60.5%	56.2%	54.5%
Other	26.8%	33.4%	35.5%
Multi-Race	9.1%	6.9%	6.4%
Race of Non Hispanics			
Non Hispanics	3,462	238,589	880,260
American Indian	0.3%	0.5%	0.7%
Asian	4.5%	5.0%	4.7%
Black	0.7%	1.4%	3.7%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	91.3%	89.9%	87.8%
Other	0.2%	0.1%	0.2%
Multi-Race	2.6%	2.6%	2.6%
Marital Status:			
Age 15 + Population	2,907	229,466	949,943
Divorced	7.7%	11.5%	12.1%
Never Married	23.7%	26.1%	32.9%
Now Married	66.5%	58.5%	50.6%
Now Married - Separated	0.8%	1.2%	1.4%
Widowed	1.9%	3.7%	4.2%
Educational Attainment:			

3 Miles: I-25 & Erie Parkway 10 Miles: I-25 & Erie Parkway 20 Miles: I-25 & Erie Parkway

Total Population Age 25+	2,575	193,495	780,218
Grade K - 8	0.7%	2.7%	4.3%
Grade 9 - 12	3.5%	4.9%	7.2%
High School Graduate	16.7%	21.4%	22.8%
Associates Degree	8.1%	8.4%	7.0%
Bachelor's Degree	25.8%	25.4%	22.6%
Graduate Degree	16.6%	13.7%	13.3%
Some College, No Degree	27.9%	22.6%	21.2%
No Schooling Completed	0.4%	0.5%	1.1%

Household Income:

Income \$ 0 - \$9,999	1.3%	3.0%	5.2%
Income \$ 10,000 - \$14,999	1.4%	2.1%	3.7%
Income \$ 15,000 - \$24,999	2.1%	5.2%	8.3%
Income \$ 25,000 - \$34,999	2.2%	6.5%	8.6%
Income \$ 35,000 - \$49,999	7.3%	10.1%	12.2%
Income \$ 50,000 - \$74,999	20.3%	18.8%	18.7%
Income \$ 75,000 - \$99,999	20.5%	17.8%	15.0%
Income \$100,000 - \$124,999	16.3%	13.7%	10.4%
Income \$125,000 - \$149,999	12.3%	8.1%	6.2%
Income \$150,000 +	15.8%	14.3%	11.1%

Average Household Income	\$110,773	\$99,881	\$85,642
Median Household Income	\$93,025	\$80,334	\$65,463
Per Capita Income	\$37,651	\$36,238	\$32,555

Vehicles Available

0 Vehicles Available	0.8%	2.5%	5.3%
1 Vehicle Available	16.5%	25.0%	30.9%
2+ Vehicles Available	82.6%	72.4%	63.6%
Average Vehicles Per Household	2.42	2.16	2.02
Total Vehicles Available	3,218	233,066	914,310

2020 Demographics:

Total Population	4,776	332,330	1,274,957
Total Households	1,609	120,882	483,641
Female Population	2,365	167,539	635,107
% Female	49.5%	50.4%	49.8%
Male Population	2,411	164,791	639,850
% Male	50.4%	49.5%	50.1%
Population Density (per Sq. Mi.)	118.50	861.33	880.71

Employed Civilian Population 16+

Total	2,036	178,795	680,036
% White Collar	78.6%	68.5%	64.7%
% Blue Collar	21.3%	31.4%	35.2%

Age:			
Age 0 - 4	9.1%	6.9%	6.5%
Age 5 - 14	17.2%	15.0%	13.5%
Age 15 - 19	4.6%	6.4%	6.5%
Age 20 - 24	4.0%	5.5%	6.9%
Age 25 - 34	11.2%	13.5%	15.4%
Age 35 - 44	18.2%	15.4%	14.3%
Age 45 - 54	13.6%	13.2%	12.2%
Age 55 - 64	11.7%	12.0%	11.7%
Age 65 - 74	7.0%	7.7%	7.7%
Age 75 - 84	2.6%	2.9%	3.4%
Age 85 +	0.4%	0.9%	1.3%
Median Age	37.1	36.5	35.6

Housing Units Trend			
Total Housing Units	1,641	122,743	490,645
Owner Occupied Housing Units	98.0%	98.4%	98.5%
Renter Occupied Housing Units	14.9%	24.8%	35.1%
Vacant Housing Units	1.9%	1.5%	1.4%

Race and Ethnicity			
American Indian, Eskimo, Aleut	0.5%	0.8%	1.1%
Asian	4.9%	4.7%	4.0%
Black	0.6%	1.3%	2.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
White	86.0%	81.6%	77.6%
Other	3.6%	7.1%	10.0%
Multi-Race	4.0%	4.0%	4.1%
Hispanic Ethnicity	12.3%	21.0%	27.8%
Not of Hispanic Ethnicity	87.6%	78.9%	72.1%

Race of Hispanics			
Hispanics	587	69,943	354,653
American Indian	1.8%	2.0%	2.0%
Asian	0.4%	0.3%	0.3%
Black	0.5%	0.7%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	58.9%	56.1%	54.3%
Other	28.0%	33.2%	35.6%
Multi-Race	10.1%	7.2%	6.7%

Race of Non Hispanics			
Non Hispanics	4,189	262,386	920,305
American Indian	0.3%	0.5%	0.7%
Asian	5.5%	5.9%	5.4%
Black	0.6%	1.4%	3.6%
Hawaiian/Pacific Islander	0.0%	0.1%	0.1%
White	89.8%	88.4%	86.5%

Other	0.2%	0.1%	0.2%
Multi-Race	3.2%	3.2%	3.2%

Marital Status:

Age 15 + Population	3,515	259,152	1,018,703
Divorced	7.4%	11.5%	12.1%
Never Married	23.4%	26.2%	32.9%
Now Married	67.4%	58.4%	50.7%
Now Married - Separated	0.8%	1.2%	1.4%
Widowed	1.7%	3.7%	4.1%

Educational Attainment:

Total Population Age 25+	3,102	219,336	847,050
Grade K - 9	0.6%	2.6%	4.2%
Grade 9 - 12	3.4%	4.8%	7.0%
High School Graduate	16.6%	20.9%	22.5%
Associates Degree	8.2%	8.4%	7.2%
Bachelor's Degree	26.2%	25.8%	23.0%
Graduate Degree	16.6%	13.9%	13.5%
Some College, No Degree	27.6%	22.7%	21.3%
No Schooling Completed	0.5%	0.5%	1.1%

Household Income:

Income \$ 0 - \$9,999	0.8%	2.0%	3.8%
Income \$ 10,000 - \$14,999	1.1%	1.8%	3.3%
Income \$ 15,000 - \$24,999	1.6%	4.1%	7.0%
Income \$ 25,000 - \$34,999	1.8%	5.2%	7.4%
Income \$ 35,000 - \$49,999	5.6%	8.2%	10.6%
Income \$ 50,000 - \$74,999	15.6%	14.5%	15.7%
Income \$ 75,000 - \$99,999	20.6%	18.0%	16.1%
Income \$100,000 - \$124,999	18.4%	15.9%	12.9%
Income \$125,000 - \$149,999	14.2%	10.9%	8.2%
Income \$150,000 +	19.8%	19.0%	14.4%

Average Household Income	\$123,469	\$116,541	\$99,028
Median Household Income	\$103,220	\$94,359	\$77,632
Per Capita Income	\$41,600	\$42,458	\$37,812

Vehicles Available

0 Vehicles Available	0.9%	2.4%	5.2%
1 Vehicle Available	16.3%	24.5%	30.5%
2+ Vehicles Available	82.6%	72.9%	64.1%
Average Vehicles Per Household	2.42	2.16	2.02
Total Vehicles Available	3,903	262,130	981,449

2010 Demographics:

Total Population	3,358	271,210	1,109,242
Total Households	1,142	98,303	418,653

Female Population	1,678	137,127	554,735
% Female	49.9%	50.5%	50.0%
Male Population	1,680	134,083	554,507
% Male	50.0%	49.4%	49.9%
Population Density (per Sq. Mi.)	118.50	861.33	880.71

Employed Civilian Population 16+

Total	1,528	137,364	553,503
% White Collar	78.2%	67.8%	64.3%
% Blue Collar	21.7%	32.1%	35.6%

Age:

Age 0 - 4	10.3%	7.7%	7.1%
Age 5 - 14	16.0%	15.9%	14.1%
Age 15 - 19	5.3%	6.5%	6.9%
Age 20 - 24	2.7%	5.0%	7.2%
Age 25 - 34	14.1%	14.0%	15.1%
Age 35 - 44	18.6%	16.2%	14.4%
Age 45 - 54	14.0%	15.3%	14.3%
Age 55 - 64	10.7%	10.9%	10.8%
Age 65 - 74	5.4%	5.0%	5.4%
Age 75 - 84	2.0%	2.2%	2.9%
Age 85 +	0.3%	0.7%	1.1%
Median Age	35.6	35.3	34.5

Housing Units

Total Housing Units	1,195	102,928	442,120
Occupied Housing Units	95.5%	95.5%	94.6%
Vacant Housing Units	4.4%	4.4%	5.3%

Housing Units by Tenure

Owner Occupied Housing Units	1,142	98,303	418,653
Owner Occupied free and clear	12.0%	11.3%	12.8%
Owner Occupied with a mortgage or loan	75.7%	64.4%	53.3%
Renter Occupied Housing Units	12.2%	24.2%	33.8%

Race and Ethnicity

American Indian, Eskimo, Aleut	0.5%	0.8%	1.0%
Asian	3.4%	3.9%	3.3%
Black	0.4%	1.1%	2.9%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	88.9%	84.1%	79.7%
Other	3.2%	6.5%	9.3%
Multi-Race	3.4%	3.2%	3.3%
Hispanic Ethnicity	10.3%	19.3%	25.8%
Not of Hispanic Ethnicity	89.6%	80.7%	74.1%

Race of Hispanics

Hispanics	347	52,344	286,947
American Indian	2.1%	2.0%	2.1%
Asian	0.5%	0.3%	0.3%
Black	0.3%	0.7%	0.8%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	58.3%	56.4%	54.7%
Other	29.2%	33.4%	35.5%
Multi-Race	9.4%	6.8%	6.3%

Race of Non Hispanics

Non Hispanics	3,011	218,867	822,295
American Indian	0.3%	0.5%	0.6%
Asian	3.7%	4.8%	4.4%
Black	0.4%	1.2%	3.6%
Hawaiian/Pacific Islander	0.0%	0.0%	0.0%
White	92.4%	90.7%	88.5%
Other	0.2%	0.1%	0.1%
Multi-Race	2.7%	2.3%	2.3%

Marital Status:

Age 15 + Population	2,472	206,796	872,941
Divorced	9.5%	11.3%	11.7%
Never Married	21.4%	26.8%	32.0%
Now Married	66.9%	58.2%	52.0%
Now Married - Separated	1.7%	1.6%	1.6%
Widowed	2.0%	3.5%	4.0%

Educational Attainment:

Total Population Age 25+	2,198	175,283	715,431
Grade K - 8	0.9%	2.9%	4.5%
Grade 9 - 12	3.3%	5.2%	7.5%
High School Graduate	15.5%	22.3%	23.3%
Associates Degree	7.9%	8.0%	6.7%
Bachelor's Degree	25.1%	25.1%	22.4%
Graduate Degree	17.3%	13.1%	12.8%
Some College, No Degree	29.1%	22.5%	21.3%
No Schooling Completed	0.3%	0.4%	1.0%

Household Income:

Income \$ 0 - \$9,999	1.8%	3.2%	5.5%
Income \$ 10,000 - \$14,999	1.4%	2.3%	4.0%
Income \$ 15,000 - \$24,999	3.1%	5.9%	9.1%
Income \$ 25,000 - \$34,999	3.2%	7.2%	9.4%
Income \$ 35,000 - \$49,999	8.9%	12.0%	14.0%
Income \$ 50,000 - \$74,999	21.1%	20.4%	19.4%
Income \$ 75,000 - \$99,999	18.9%	16.9%	13.8%
Income \$100,000 - \$124,999	16.1%	13.3%	10.1%
Income \$125,000 - \$149,999	11.7%	7.2%	5.5%

3 Miles: I-25 & Erie Parkway 10 Miles: I-25 & Erie Parkway 20 Miles: I-25 & Erie Parkway

Income \$150,000 +	13.4%	11.0%	8.7%
Average Household Income	\$106,956	\$91,976	\$79,078
Median Household Income	\$88,334	\$73,195	\$59,169
Per Capita Income	\$36,366	\$33,418	\$30,104

Vehicles Available

0 Vehicles Available	0.6%	2.4%	5.4%
1 Vehicle Available	17.4%	25.6%	31.1%
2+ Vehicles Available	81.8%	71.9%	63.4%
Average Vehicles Per Household	2.43	2.15	2.02
Total Vehicles Available	2,784	212,169	848,455

2000 Census Demographics:

Total Population	1,297	187,851	944,307
Total Households	473	66,655	348,384
Female Population	631	93,559	469,169
% Female	48.6%	49.8%	49.6%
Male Population	666	94,292	475,138
% Male	51.3%	50.1%	50.3%

Employed Civilian Population 16+

Total	699	101,818	489,545
% White Collar	34.1%	32.1%	34.9%
% Blue Collar	65.8%	67.8%	65.0%

Age:

Age 0 - 4	5.7%	8.0%	7.1%
Age 5 - 14	14.1%	16.4%	14.9%
Age 15 - 19	5.5%	6.7%	7.3%
Age 20 - 24	4.8%	5.3%	7.6%
Age 25 - 34	8.7%	16.5%	16.1%
Age 35 - 44	20.6%	19.6%	17.3%
Age 45 - 54	19.4%	14.1%	13.6%
Age 55 - 64	12.2%	6.8%	7.3%
Age 65 - 74	6.6%	3.7%	4.7%
Age 75 - 84	1.7%	1.7%	2.7%
Age 85 +	0.2%	0.5%	0.9%
Median Age	39.7	33.2	33.1

Housing Units

Total Housing Units	477	68,739	358,991
Owner Occupied Housing Units	91.7%	76.3%	66.8%
Renter Occupied Housing Units	7.2%	20.6%	30.2%
Vacant Housing Units	0.9%	3.0%	2.9%

Race and Ethnicity

3 Miles: I-25 & Erie Parkway 10 Miles: I-25 & Erie Parkway 20 Miles: I-25 & Erie Parkway

American Indian, Eskimo, Aleut	0.0%	0.8%	0.8%
Asian	0.7%	2.6%	2.7%
Hawaiian or other Pacific Islander	0.0%	0.0%	0.0%
Black	0.3%	0.9%	3.6%
White	95.2%	85.6%	79.8%
Other	1.8%	7.1%	9.8%
Two or More Races	1.8%	2.6%	3.0%
Hispanic Ethnicity	8.5%	17.1%	21.5%
Not of Hispanic Ethnicity	91.4%	82.9%	78.4%

Marital Status:

Age 15 + Population	1,039	141,849	735,785
Divorced	9.5%	10.4%	11.0%
Never Married	17.2%	23.1%	28.3%
Now Married	69.4%	60.1%	51.2%
Separated	1.6%	3.0%	4.8%
Widowed	3.1%	3.1%	4.4%

Educational Attainment:

Total Population Age 25+	911	119,154	594,558
Grade K - 8	1.7%	3.3%	4.9%
Grade 9 - 11, No diploma	6.1%	6.9%	9.6%
High School Graduate	22.9%	23.7%	24.2%
Associates Degree	7.0%	7.8%	6.4%
Bachelor's Degree	21.5%	22.5%	20.0%
Graduate Degree	12.3%	10.7%	10.7%
Some College, No Degree	28.1%	24.0%	22.6%
No Schooling Completed	0.0%	0.9%	1.2%
Public School Enrollment	88.4%	86.0%	87.0%
Private School Enrollment	11.5%	13.9%	12.9%

Household Income:

Income \$ 0 - \$9,999	4.3%	3.6%	6.2%
Income \$ 10,000 - \$14,999	3.0%	2.7%	4.2%
Income \$ 15,000 - \$24,999	4.6%	6.7%	9.7%
Income \$ 25,000 - \$34,999	5.7%	10.0%	12.0%
Income \$ 35,000 - \$49,999	9.6%	15.2%	16.9%
Income \$ 50,000 - \$74,999	24.8%	26.6%	22.9%
Income \$ 75,000 - \$99,999	22.3%	16.9%	13.1%
Income \$100,000 - \$124,999	10.5%	8.3%	6.7%
Income \$125,000 - \$149,999	7.4%	4.2%	3.1%
Income \$150,000 - \$199,999	4.2%	3.2%	2.6%
Income \$200,000 or More	7.0%	2.7%	2.1%
Average Household Income	\$88,901	\$71,793	\$62,318
Median Household Income	\$74,604	\$60,833	\$50,701
Per Capita Income	\$32,393	\$25,474	\$22,991

Vehicles Available

0 Vehicles Available	0.5%	3.3%	6.2%
1 Vehicle Available	9.5%	23.4%	30.6%
2 Vehicles Available	37.0%	47.3%	41.0%
3+ Vehicles Available	52.8%	25.8%	22.1%
Average Vehicles Per Household	2.70	2.00	1.80
Total Vehicles Available	1,281	136,722	651,953

Population Trend

2000	1,297	187,851	944,307
2010	3,358	271,210	1,109,242
Change 2000 to 2010	158.8%	44.3%	17.4%
2015A	3,898	297,797	1,197,386
2020	4,776	332,330	1,274,957
Change 2015A to 2020	22.5%	11.5%	6.4%

Household Trend

2000	473	66,655	348,384
2010	1,142	98,303	418,653
Change 2000 to 2010	180.2%	61.7%	29.6%
2015A	1,325	107,822	451,545
2020	1,609	120,882	483,641
Change 2015A to 2020	21.4%	12.1%	7.1%

Average Household Size Trend

2000	2.7	2.7	2.6
2010	2.9	2.7	2.6
Change 2000 to 2010	6.1%	-2.0%	-2.0%
2015A	2.9	2.7	2.6
2020	2.9	2.7	2.5
Change 2015A to 2020	0.8%	0.4%	0.4%

Median Age Trend

2000	39.7	33.2	33.1
2010	35.6	35.3	34.5
2015A	36.9	35.8	34.8
2020	37.1	36.5	35.6

Housing Units Trend

Total Housing Units

Change 2000 to 2010	150.3%	49.7%	23.1%
Change 2015A to 2020	21.1%	12.1%	7.0%

Owner Occupied Housing Units

Change 2000 to 2010	128.7%	42.0%	15.4%
Change 2015A to 2020	21.5%	12.5%	7.2%

Renter Occupied Housing Units

Change 2000 to 2010	301.9%	67.6%	30.5%
Change 2015A to 2020	20.8%	10.7%	6.7%
Vacant Housing Units			
Change 2000 to 2010	1,088.2%	121.8%	121.2%
Change 2015A to 2020	9.0%	14.5%	6.4%

Race and Ethnicity Trend

American Indian, Eskimo, Aleut

Change 2000 to 2010	N/A%	42.7%	40.2%
Change 2015A to 2020	19.4%	11.2%	6.9%

Asian and Native Hawaiian/Other Pacific Islander

Change 2000 to 2010	1,155.9%	117.1%	45.0%
Change 2015A to 2020	47.7%	27.9%	20.9%

Black

Change 2000 to 2010	203.8%	77.1%	-4.9%
Change 2015A to 2020	12.4%	15.3%	3.7%

White

Change 2000 to 2010	141.7%	41.7%	17.4%
Change 2015A to 2020	19.9%	9.4%	4.5%

Other

Change 2000 to 2010	358.2%	33.1%	11.7%
Change 2015A to 2020	39.3%	17.4%	11.8%

Two or More Races

Change 2000 to 2010	366.4%	75.2%	32.3%
Change 2015A to 2020	45.8%	28.8%	21.0%

Hispanic Ethnicity

Change 2000 to 2010	211.6%	62.9%	41.1%
Change 2015A to 2020	34.7%	18.1%	11.8%

Not of Hispanic Ethnicity

Change 2000 to 2010	153.8%	40.5%	10.9%
Change 2015A to 2020	20.9%	9.9%	4.5%

*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).

Daytime Population Comparison



Geography: 3 Miles: I-25 & Erie Parkway, 10 Miles: I-25 & Erie Parkway, 20 Miles: I-25 & Erie Parkway

3 Miles: I-25 & Erie Parkway 10 Miles: I-25 & Erie Parkway 20 Miles: I-25 & Erie Parkway

2015A Population & Household Overview

Population	3,898	297,797	1,197,386
Household Population	3,897	296,654	1,177,650
Family Population	90.4%	86.4%	80.4%
Non-family Population	9.5%	13.5%	19.5%
Group Quarters Population	1	1,143	19,736
Households	1,325	107,822	451,545
Family Households	83.9%	79.1%	74.9%
Non-family Households	16.0%	20.8%	25.0%

2015A Daytime Population

Total Daytime Population	2,709	238,367	1,179,849
Population aged 16 and under (Children)	1,128	73,651	266,032
Daytime Population Age 16+	1,581	164,715	913,817
Civilian 16+, at Workplace	610	94,951	574,713
Civilian 16+, Unemployed	26	7,338	35,725
Civilian 16+, Work at home	112	9,924	38,575
Homemakers Age 16+	503	24,787	95,485
Retired population Age 65+	300	22,803	104,914
Student popn: Pre-kindergarten to 8th	565	49,890	176,813
Student popn: 9th grade-12th grade	535	17,106	63,460
Student popn: Post-secondary students	122	15,330	95,164

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Consumer Expenditure Comparison



Geography: 3 Miles: I-25 & Erie Parkway, 10 Miles: I-25 & Erie Parkway, 20 Miles: I-25 & Erie Parkway

	3 Miles: I-25 & Erie Parkway	10 Miles: I-25 & Erie Parkway	20 Miles: I-25 & Erie Parkway
2015A Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	1,325	107,822	451,545
Median Household Income	\$93,025	\$80,334	\$65,463
Total Average Household Expenditure	\$68,489	\$61,814	\$56,549
Airline Fares	\$620	\$499	\$425
Alcoholic beverages purchased on trips	\$73	\$65	\$57
Alimony Expenditures	\$37	\$33	\$28
Alteration, Repair and Tailoring of Apparel and Accessories	\$12	\$10	\$9
Apparel and Services for Children Under 2	\$109	\$97	\$91
Apparel Laundry and Dry Cleaning not coin-operated	\$191	\$157	\$129
Audio Equipment and Sound Components	\$0	\$0	\$0
Books thru book clubs	\$5	\$4	\$3
Books not thru book clubs	\$42	\$37	\$35
Boys' active sportswear	\$4	\$3	\$3
Cash contributions to charities, church, religious, educational, political and other organizations	\$1,811	\$1,646	\$1,522
CDs, Records, Audio Tapes	\$18	\$15	\$13
Cellular Phone Service	\$1,099	\$1,024	\$973
Child Support Expenditures	\$117	\$106	\$94
College Tuition	\$582	\$576	\$563
Computers and Computer Hardware for nonbusiness use	\$182	\$167	\$158
Computer information services	\$306	\$305	\$296
Coolant, brake fluid, transmission fluid, and other additives	\$7	\$7	\$7
Cosmetics, perfume, bath preparations	\$236	\$211	\$194
Deodorants, feminine hygiene, miscellaneous personal care	\$46	\$41	\$38
Electricity	\$1,281	\$1,242	\$1,195
Fees for Recreational Lessons	\$366	\$289	\$227
Finance Charges Excluding Mortgage And Vehicle	\$24	\$25	\$22
Floor Coverings, Nonpermanent	\$27	\$24	\$22
Food or Board at School	\$46	\$38	\$31
Food on out-of-town trips	\$585	\$478	\$395
Funeral Expenses	\$69	\$75	\$77
Furniture	\$487	\$446	\$405
Gasoline And Motor Oil	\$2,527	\$2,341	\$2,249
Girls' Active Sportswear	\$19	\$17	\$14
Hair Care Products	\$105	\$92	\$82
Hospital Room and Services	\$266	\$227	\$203
Health Care Insurance	\$472	\$424	\$384
Health Maintenance Organization (not BCBS)	\$985	\$837	\$717
Housekeeping Services	\$204	\$178	\$159
Household Textiles	\$184	\$167	\$150
Intracity Bus Fares	\$13	\$11	\$10

	3 Miles: I-25 & Erie Parkway	10 Miles: I-25 & Erie Parkway	20 Miles: I-25 & Erie Parkway
Intracity Mass Transit Fares	\$42	\$42	\$43
Jewelry	\$135	\$121	\$109
Legal fees	\$177	\$165	\$152
Life and Other Personal Insurance	\$431	\$371	\$325
Maintenance and Repair Services	\$1,290	\$1,150	\$1,047
Medical equipment for general use	\$4	\$4	\$3
Men's Suits	\$43	\$37	\$32
Miscellaneous fees	\$4	\$4	\$4
Mortgage interest and charges owned dwellings	\$6,121	\$5,217	\$4,449
Mortgage interest and charges owned vacation homes	\$452	\$399	\$328
Movie, Theater, Amusement parks, and Other	\$19	\$17	\$15
Natural Gas	\$620	\$560	\$510
New Cars	\$846	\$758	\$694
New Trucks	\$1,121	\$926	\$801
New Motorcycle	\$30	\$25	\$19
Newspaper, Magazine by Subscription	\$30	\$28	\$26
Oral Hygiene Products, Articles	\$55	\$48	\$44
Other Household Products	\$591	\$516	\$460
Other Home Services	\$28	\$25	\$22
Other Tobacco Products	\$274	\$269	\$266
Personal Care Services	\$436	\$371	\$333
Pet Purchase, Supplies, Medicine	\$184	\$170	\$158
Photo Processing	\$16	\$13	\$11
Portable Heating and Cooling Equipment	\$13	\$13	\$13
Property taxes owned dwellings	\$1,903	\$1,708	\$1,518
Property taxes owned vacation homes	\$75	\$70	\$66
Rent	\$3,439	\$3,714	\$3,971
Satellite Dishes	\$2	\$1	\$1
Shaving Needs	\$38	\$33	\$28
Small Electric Kitchen Appliances	\$49	\$47	\$45
Residential Telephone/Pay Phones	\$239	\$218	\$201
Televisions	\$85	\$78	\$73
Tobacco Products and Smoking supplies	\$274	\$269	\$266
Tolls or Electronic Toll Passes	\$42	\$35	\$30
Toys, Games, Arts and Crafts, and Tricycles	\$216	\$194	\$182
Used Cars	\$1,036	\$931	\$881
Used Trucks	\$1,138	\$991	\$909
VCR's and Video Disc Players	\$8	\$7	\$6
Vehicle Insurance	\$1,277	\$1,163	\$1,086
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$15	\$13	\$12
Video Game Hardware And Software	\$144	\$113	\$97
Watches	\$47	\$41	\$38
Women's Suits	\$17	\$14	\$12

3 Miles: I-25 & Erie Parkway 10 Miles: I-25 & Erie Parkway 20 Miles: I-25 & Erie Parkway

	3 Miles: I-25 & Erie Parkway	10 Miles: I-25 & Erie Parkway	20 Miles: I-25 & Erie Parkway
2020 Consumer Expenditures (Average Household Annual Expenditures):			
Total Households	1,609	120,882	483,641
Median Household Income	\$103,220	\$94,359	\$77,632
Total Average Household Expenditure	\$82,674	\$75,595	\$69,395
Airline Fares	\$769	\$632	\$543
Alcoholic beverages purchased on trips	\$94	\$87	\$77
Alimony Expenditures	\$54	\$50	\$42
Alteration, Repair and Tailoring of Apparel and Accessories	\$16	\$15	\$14
Apparel and Services for Children Under 2	\$150	\$137	\$129
Apparel Laundry and Dry Cleaning not coin-operated	\$268	\$231	\$194
Audio Equipment and Sound Components	\$1	\$1	\$0
Books thru book clubs	\$2	\$2	\$2
Books not thru book clubs	\$23	\$22	\$20
Boys' active sportswear	\$6	\$5	\$4
Cash contributions to charities, church, religious, educational, political and other organizations	\$2,638	\$2,507	\$2,305
CDs, Records, Audio Tapes	\$23	\$20	\$17
Cellular Phone Service	\$1,297	\$1,229	\$1,172
Child Support Expenditures	\$163	\$147	\$131
College Tuition	\$664	\$684	\$656
Computers and Computer Hardware for nonbusiness use	\$231	\$216	\$204
Computer information services	\$349	\$348	\$338
Coolant, brake fluid, transmission fluid, and other additives	\$8	\$8	\$8
Cosmetics, perfume, bath preparations	\$289	\$260	\$240
Deodorants, feminine hygiene, miscellaneous personal care	\$56	\$50	\$47
Electricity	\$1,445	\$1,411	\$1,358
Fees for Recreational Lessons	\$455	\$348	\$282
Finance Charges Excluding Mortgage And Vehicle	\$27	\$27	\$25
Floor Coverings, Nonpermanent	\$32	\$30	\$27
Food or Board at School	\$60	\$51	\$42
Food on out-of-town trips	\$779	\$642	\$538
Funeral Expenses	\$83	\$92	\$92
Furniture	\$591	\$553	\$505
Gasoline And Motor Oil	\$3,042	\$2,840	\$2,739
Girls' Active Sportswear	\$28	\$24	\$21
Hair Care Products	\$130	\$113	\$101
Hospital Room and Services	\$271	\$230	\$210
Health Care Insurance	\$503	\$456	\$416
Health Maintenance Organization (not BCBS)	\$1,079	\$941	\$816
Housekeeping Services	\$247	\$226	\$202
Household Textiles	\$227	\$208	\$188
Intracity Bus Fares	\$16	\$14	\$13
Intracity Mass Transit Fares	\$46	\$45	\$45
Jewelry	\$190	\$182	\$165

	3 Miles: I-25 & Erie Parkway	10 Miles: I-25 & Erie Parkway	20 Miles: I-25 & Erie Parkway
Legal fees	\$214	\$197	\$184
Life and Other Personal Insurance	\$522	\$474	\$415
Maintenance and Repair Services	\$1,290	\$1,150	\$1,047
Medical equipment for general use	\$4	\$4	\$4
Men's Suits	\$62	\$56	\$49
Miscellaneous fees	\$5	\$5	\$4
Mortgage interest and charges owned dwellings	\$7,352	\$6,245	\$5,376
Mortgage interest and charges owned vacation homes	\$519	\$462	\$381
Movie, Theater, Amusement parks, and Other	\$23	\$20	\$18
Natural Gas	\$698	\$638	\$583
New Cars	\$1,011	\$924	\$851
New Trucks	\$1,367	\$1,141	\$1,001
New Motorcycle	\$38	\$33	\$26
Newspaper, Magazine by Subscription	\$17	\$16	\$15
Oral Hygiene Products, Articles	\$71	\$64	\$58
Other Household Products	\$712	\$648	\$584
Other Home Services	\$34	\$30	\$27
Other Tobacco Products	\$267	\$263	\$261
Personal Care Services	\$547	\$479	\$434
Pet Purchase, Supplies, Medicine	\$238	\$225	\$208
Photo Processing	\$19	\$16	\$14
Portable Heating and Cooling Equipment	\$16	\$17	\$16
Property taxes owned dwellings	\$2,292	\$2,088	\$1,860
Property taxes owned vacation homes	\$82	\$80	\$75
Rent	\$4,099	\$4,450	\$4,744
Satellite Dishes	\$2	\$2	\$1
Shaving Needs	\$48	\$41	\$36
Small Electric Kitchen Appliances	\$60	\$59	\$56
Residential Telephone/Pay Phones	\$293	\$275	\$253
Televisions	\$126	\$116	\$109
Tobacco Products and Smoking supplies	\$267	\$263	\$261
Tolls or Electronic Toll Passes	\$49	\$41	\$37
Toys, Games, Arts and Crafts, and Tricycles	\$301	\$275	\$257
Used Cars	\$1,288	\$1,141	\$1,088
Used Trucks	\$1,386	\$1,207	\$1,117
VCR's and Video Disc Players	\$10	\$9	\$9
Vehicle Insurance	\$1,521	\$1,380	\$1,295
Vehicle Air Conditioning Repair	\$0	\$0	\$0
Vehicle Inspection	\$18	\$15	\$14
Video Game Hardware And Software	\$187	\$146	\$127
Watches	\$61	\$58	\$54
Women's Suits	\$24	\$21	\$18

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

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Retail Sales Potential Comparison



Geography: 3 Miles: I-25 & Erie Parkway, 10 Miles: I-25 & Erie Parkway, 20 Miles: I-25 & Erie Parkway

3 Miles: I-25 & Erie Parkway

10 Miles: I-25 & Erie Parkway

20 Miles: I-25 & Erie Parkway

Average Annual Household Dollars 2015A

	3 Miles: I-25 & Erie Parkway	10 Miles: I-25 & Erie Parkway	20 Miles: I-25 & Erie Parkway
Automotive Dealers	\$4,234	\$3,693	\$3,366
Automotive Parts, Accessories, & Tire Stores	\$242	\$225	\$214
Beer, Wine, & Liquor Stores	\$191	\$177	\$164
Book Stores	\$84	\$77	\$72
Childrens and Infants Clothing Stores	\$56	\$50	\$44
Clothing Accessories Stores	\$35	\$30	\$27
Convenience Stores	\$138	\$129	\$122
Cosmetics, Beauty Supplies and Perfume Stores	\$33	\$30	\$28
Department Stores excluding leased depts	\$1,257	\$1,112	\$1,000
Drinking Place - Alcoholic Beverages	\$117	\$104	\$93
Family Clothing Stores	\$563	\$494	\$437
Florists	\$31	\$27	\$24
Full-service Restaurants	\$1,894	\$1,692	\$1,517
Furniture Stores	\$27	\$24	\$22
Gasoline Stations	\$2,913	\$2,705	\$2,593
Gift, Novelty, and Souvenir Stores	\$89	\$80	\$73
Hardware Stores	\$55	\$49	\$45
Hobby, Toys and Games Stores	\$82	\$72	\$65
Home Centers	\$521	\$465	\$422
Home Furnishing Stores	\$156	\$144	\$132
Household Appliances Stores	\$124	\$108	\$96
Jewelry Stores	\$103	\$92	\$83
Limited-service Eating Places	\$1,968	\$1,757	\$1,577
Luggage & Leather Goods Stores	\$11	\$10	\$9
Mens Clothing Stores	\$57	\$52	\$46
Musical Instrument and Supplies Stores	\$14	\$12	\$11
News Dealers and Newsstands	\$6	\$5	\$5
Nonstore retailers	\$1,222	\$1,102	\$1,015
Nursery and Garden centers	\$172	\$150	\$135
Office Supplies and Stationery Stores	\$103	\$93	\$85
Optical Goods Stores	\$64	\$57	\$50
Other Building Materials Dealers	\$440	\$393	\$359

Other Clothing Stores	\$72	\$62	\$55
Other General Merchandise Stores	\$2,383	\$2,168	\$2,013
Other Health and Personal Care Stores	\$45	\$41	\$38
Other Miscellaneous Store Retailers	\$391	\$347	\$316
Other Motor Vehicle Dealers	\$418	\$353	\$303
Outdoor Power Equipment Stores	\$28	\$24	\$21
Paint and Wallpaper Stores	\$44	\$39	\$35
Pharmacies and Drug Stores	\$703	\$640	\$595
Radio, Television and Other Electronics Stores	\$247	\$223	\$205
Sew/Needlework/Piece Goods Stores	\$8	\$7	\$6
Shoe Stores	\$273	\$236	\$207
Special Foodservices	\$20	\$18	\$16
Specialty Food Stores	\$136	\$126	\$120
Sporting Goods Stores	\$236	\$202	\$174
Supermarkets and Other Grocery (except Convenience) Stores	\$3,489	\$3,243	\$3,072
Used Merchandise Stores	\$47	\$41	\$37
Womens Clothing Stores	\$268	\$231	\$205
Total Avg Annual Retail Sales	\$32,223	\$28,943	\$26,562

Aggregate Household Dollars 2015A

Automotive Dealers	\$5,609,812	\$398,290,178	\$1,520,193,181
Automotive Parts, Accessories, & Tire Stores	\$321,067	\$24,343,300	\$96,935,472
Beer, Wine, & Liquor Stores	\$253,330	\$19,106,971	\$74,365,604
Book Stores	\$111,390	\$8,332,368	\$32,723,144
Childrens and Infants Clothing Stores	\$74,992	\$5,395,453	\$20,012,529
Clothing Accessories Stores	\$46,462	\$3,306,554	\$12,308,588
Convenience Stores	\$183,891	\$13,940,601	\$55,140,524
Cosmetics, Beauty Supplies and Perfume Stores	\$44,264	\$3,279,980	\$12,738,750
Department Stores excluding leased depts	\$1,665,779	\$119,993,233	\$451,934,516
Drinking Place - Alcoholic Beverages	\$155,193	\$11,307,288	\$42,343,841
Family Clothing Stores	\$746,904	\$53,289,409	\$197,721,833
Florists	\$41,364	\$2,935,616	\$11,040,018
Full-service Restaurants	\$2,510,108	\$182,442,564	\$685,072,656
Furniture Stores	\$36,556	\$2,654,957	\$10,083,796
Gasoline Stations	\$3,860,144	\$291,705,758	\$1,171,020,780
Gift, Novelty, and Souvenir Stores	\$118,872	\$8,672,962	\$33,143,517
Hardware Stores	\$73,049	\$5,324,880	\$20,331,787
Hobby, Toys and Games Stores	\$109,224	\$7,802,414	\$29,678,541

Home Centers	\$690,947	\$50,189,587	\$190,847,590
Home Furnishing Stores	\$207,798	\$15,595,969	\$59,628,055
Household Appliances Stores	\$164,688	\$11,733,232	\$43,766,327
Jewelry Stores	\$137,310	\$10,006,309	\$37,793,823
Limited-service Eating Places	\$2,608,100	\$189,544,308	\$712,183,128
Luggage & Leather Goods Stores	\$15,503	\$1,125,345	\$4,295,584
Mens Clothing Stores	\$76,762	\$5,622,068	\$20,781,601
Musical Instrument and Supplies Stores	\$19,357	\$1,386,458	\$5,167,834
News Dealers and Newsstands	\$8,519	\$628,858	\$2,435,042
Nonstore retailers	\$1,619,915	\$118,856,482	\$458,370,266
Nursery and Garden centers	\$227,923	\$16,211,466	\$61,127,846
Office Supplies and Stationery Stores	\$137,612	\$10,062,866	\$38,743,382
Optical Goods Stores	\$85,091	\$6,149,967	\$22,591,043
Other Building Materials Dealers	\$583,134	\$42,449,622	\$162,142,658
Other Clothing Stores	\$96,085	\$6,771,030	\$25,138,135
Other General Merchandise Stores	\$3,157,214	\$233,805,705	\$909,077,152
Other Health and Personal Care Stores	\$60,031	\$4,443,153	\$17,268,198
Other Miscellaneous Store Retailers	\$518,139	\$37,504,498	\$143,035,236
Other Motor Vehicle Dealers	\$555,002	\$38,108,520	\$137,160,585
Outdoor Power Equipment Stores	\$37,235	\$2,625,203	\$9,821,902
Paint and Wallpaper Stores	\$59,607	\$4,263,472	\$15,948,752
Pharmacies and Drug Stores	\$932,569	\$69,085,894	\$268,676,938
Radio, Television and Other Electronics Stores	\$327,708	\$24,046,687	\$92,920,540
Sew/Needlework/Piece Goods Stores	\$11,189	\$813,815	\$3,097,830
Shoe Stores	\$361,667	\$25,481,296	\$93,659,747
Special Foodservices	\$27,268	\$1,984,739	\$7,451,742
Specialty Food Stores	\$180,302	\$13,672,811	\$54,358,874
Sporting Goods Stores	\$313,059	\$21,784,151	\$78,982,935
Supermarkets and Other Grocery (except Convenience) Stores	\$4,622,014	\$349,718,051	\$1,387,251,911
Used Merchandise Stores	\$62,340	\$4,511,245	\$17,054,927
Womens Clothing Stores	\$355,596	\$24,938,427	\$92,628,580
Total Aggregate Annual Retail Sales	\$42,686,898	\$3,120,729,609	\$11,994,005,272

Mosaic Population Comparison

Geography: 3 Miles: I-25 & Erie Parkway, 10 Miles: I-25 & Erie Parkway, 20 Miles: I-25 & Erie Parkway

	3 Miles: I-25 & Erie Parkway		10 Miles: I-25 & Erie Parkway		20 Miles: I-25 & Erie Parkway	
	2015 Pop Count	%	2015 Pop Count	%	2015 Pop Count	%
Group A: Power Elite						
A01 American Royalty	0	0.0%	3,090	1.0%	8,708	0.7%
A02 Platinum Prosperity	0	0.0%	0	0.0%	1,495	0.1%
A03 Kids and Cabernet	0	0.0%	1,426	0.4%	1,426	0.1%
A04 Picture Perfect Families	0	0.0%	2,410	0.8%	3,116	0.2%
A05 Couples with Clout	0	0.0%	0	0.0%	1,099	0.0%
A06 Jet Set Urbanites	0	0.0%	0	0.0%	1,485	0.1%
Group B: Flourishing Families						
B07 Generational Soup	0	0.0%	35,942	12.0%	63,843	5.3%
B08 Babies and Bliss	1,730	44.3%	30,027	10.0%	36,875	3.0%
B09 Family Fun-tastic	0	0.0%	1,369	0.4%	3,459	0.2%
B10 Cosmopolitan Achievers	0	0.0%	0	0.0%	1,099	0.0%
Group C: Booming with Confidence						
C11 Aging of Aquarius	1,027	26.3%	35,077	11.7%	116,915	9.7%
C12 Golf Carts and Gourmets	0	0.0%	1,697	0.5%	1,697	0.1%
C13 Silver Sophisticates	0	0.0%	9,105	3.0%	66,938	5.5%
C14 Boomers and Boomerangs	0	0.0%	13,612	4.5%	36,072	3.0%
Group D: Suburban Style						
D15 Sports Utility Families	0	0.0%	0	0.0%	0	0.0%
D16 Settled in Suburbia	0	0.0%	1,233	0.4%	2,157	0.1%
D17 Cul de Sac Diversity	0	0.0%	7,895	2.6%	35,417	2.9%
D18 Suburban Attainment	0	0.0%	0	0.0%	16,375	1.3%
Group E: Thriving Boomers						
E19 Full Pockets, Empty Nests	0	0.0%	3,741	1.2%	36,694	3.0%
E20 No Place Like Home	0	0.0%	2,896	0.9%	23,639	1.9%
E21 Unspoiled Splendor	39	1.0%	3,643	1.2%	16,567	1.3%
Group F: Promising Families						
F22 Fast Track Couples	1,102	28.2%	36,412	12.2%	58,990	4.9%
F23 Families Matter Most	0	0.0%	0	0.0%	0	0.0%
Group G: Young, City Solos						
G24 Status Seeking Singles	0	0.0%	7,200	2.4%	35,139	2.9%
G25 Urban Edge	0	0.0%	0	0.0%	4,099	0.3%
Group H: Middle-class Melting Pot						
H26 Progressive Potpourri	0	0.0%	1,646	0.5%	14,420	1.1%

	3 Miles: I-25 & Erie Parkway		10 Miles: I-25 & Erie Parkway		20 Miles: I-25 & Erie Parkway	
H27 Birkenstocks and Beemers	0	0.0%	1,305	0.4%	5,607	0.4%
H28 Everyday Moderates	0	0.0%	19,084	6.4%	42,273	3.5%
H29 Destination Recreation	0	0.0%	0	0.0%	0	0.0%
Group I: Family Union						
I30 Stockcars and State Parks	0	0.0%	0	0.0%	245	0.0%
I31 Blue Collar Comfort	0	0.0%	2,518	0.8%	4,731	0.4%
I32 Steadfast Conventionalists	0	0.0%	0	0.0%	5,555	0.4%
I33 Balance and Harmony	0	0.0%	10,319	3.4%	78,581	6.5%
Group J: Autumn Years						
J34 Aging in Place	0	0.0%	5,313	1.7%	41,414	3.4%
J35 Rural Escape	0	0.0%	0	0.0%	0	0.0%
J36 Settled and Sensible	0	0.0%	2,459	0.8%	3,935	0.3%
Group K: Significant Singles						
K37 Wired for Success	0	0.0%	8,803	2.9%	18,356	1.5%
K38 Gotham Blend	0	0.0%	0	0.0%	0	0.0%
K39 Metro Fusion	0	0.0%	0	0.0%	0	0.0%
K40 Bohemian Groove	0	0.0%	85	0.0%	38,522	3.2%
Group L: Blue Sky Boomers						
L41 Booming and Consuming	0	0.0%	0	0.0%	0	0.0%
L42 Rooted Flower Power	0	0.0%	10,998	3.6%	88,913	7.4%
L43 Homemade Happiness	0	0.0%	219	0.0%	1,646	0.1%
Group M: Families in Motion						
M44 Red, White and Bluegrass	0	0.0%	0	0.0%	0	0.0%
M45 Diapers and Debit Cards	0	0.0%	0	0.0%	0	0.0%
Group N: Pastoral Pride						
N46 True Grit Americans	0	0.0%	0	0.0%	859	0.0%
N47 Countrified Pragmatics	0	0.0%	0	0.0%	5,281	0.4%
N48 Rural Southern Bliss	0	0.0%	0	0.0%	1,214	0.1%
N49 Touch of Tradition	0	0.0%	0	0.0%	0	0.0%
Group O: Singles and Starters						
O50 Full Steam Ahead	0	0.0%	2,008	0.6%	3,725	0.3%
O51 Digital Dependents	0	0.0%	1,310	0.4%	10,163	0.8%
O52 Urban Ambition	0	0.0%	0	0.0%	6,225	0.5%
O53 Colleges and Cafes	0	0.0%	0	0.0%	30,310	2.5%
O54 Striving Single Scene	0	0.0%	8,074	2.7%	66,562	5.5%
O55 Family Troopers	0	0.0%	8,199	2.7%	26,068	2.1%
Group P: Cultural Connections						
P56 Mid-scale Medley	0	0.0%	2,733	0.9%	10,154	0.8%

	3 Miles: I-25 & Erie Parkway		10 Miles: I-25 & Erie Parkway		20 Miles: I-25 & Erie Parkway	
P57 Modest Metro Means	0	0.0%	0	0.0%	0	0.0%
P58 Heritage Heights	0	0.0%	0	0.0%	0	0.0%
P59 Expanding Horizons	0	0.0%	4,645	1.5%	63,597	5.3%
P60 Striving Forward	0	0.0%	0	0.0%	5,829	0.4%
P61 Humble Beginnings	0	0.0%	0	0.0%	11,075	0.9%
Group Q: Golden Year Guardians						
Q62 Reaping Rewards	0	0.0%	0	0.0%	788	0.0%
Q63 Footloose and Family Tree	0	0.0%	0	0.0%	917	0.0%
Q64 Town Elders	0	0.0%	1,591	0.5%	1,591	0.1%
Q65 Senior Discounts	0	0.0%	0	0.0%	6,349	0.5%
Group R: Aspirational Fusion						
R66 Dare to Dream	0	0.0%	6,026	2.0%	18,607	1.5%
R67 Hope for Tomorrow	0	0.0%	0	0.0%	1,018	0.0%
Group S: Economic Challenges						
S68 Small Town Shallow Pockets	0	0.0%	3,375	1.1%	7,261	0.6%
S69 Urban Survivors	0	0.0%	0	0.0%	1,979	0.1%
S70 Tight Money	0	0.0%	0	0.0%	0	0.0%
S71 Tough Times	0	0.0%	312	0.1%	312	0.0%
U00 Unclassified	0	0.0%	0	0.0%	0	0.0%
Total Population	3,898	100.0%	297,797	100.0%	1,197,386	100.0%