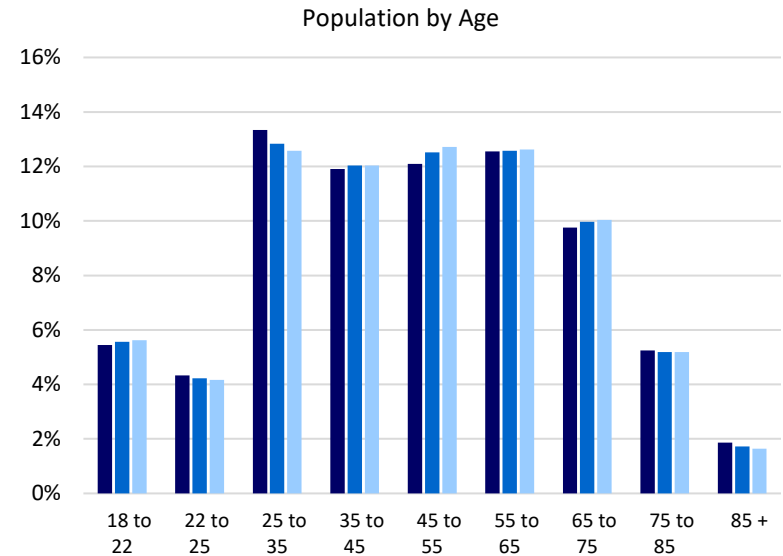
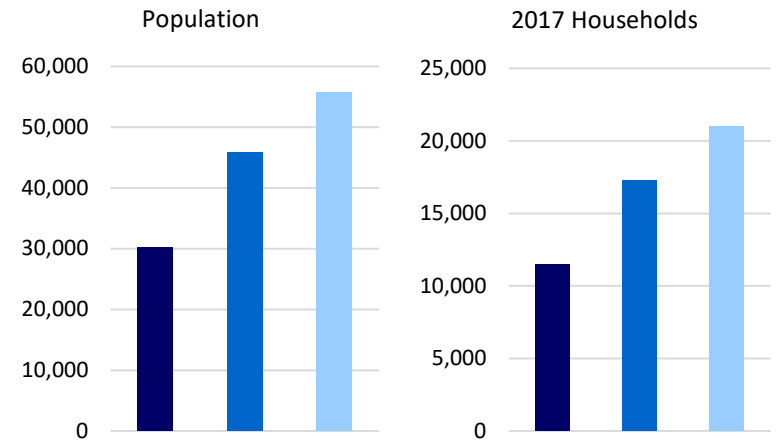


### Consumer Profile Report

STI: PopStats, 2017 Q2

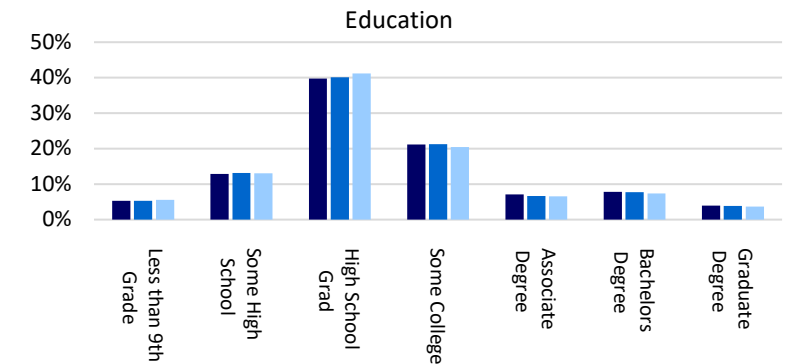
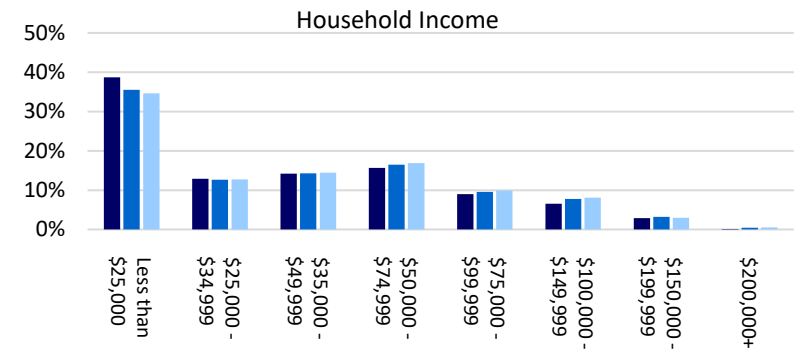
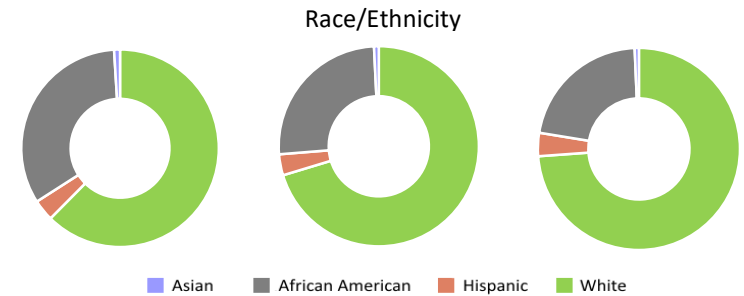
|                                | 10 Minutes |       | 20 Minutes |       | 30 Minutes |       |
|--------------------------------|------------|-------|------------|-------|------------|-------|
| <b>Current</b>                 |            |       |            |       |            |       |
| 2017 Population                | 30,144     | ---   | 45,901     | ---   | 55,785     | ---   |
| 2022 Projected Population      | 30,870     | ---   | 47,595     | ---   | 58,201     | ---   |
| Pop Growth (%)                 | 2.4%       | ---   | 3.7%       | ---   | 4.3%       | ---   |
| 2017 Households                | 11,481     | ---   | 17,291     | ---   | 20,998     | ---   |
| 2022 Projected Households      | 11,765     | ---   | 17,949     | ---   | 21,929     | ---   |
| HH Growth (%)                  | 2.5%       | ---   | 3.8%       | ---   | 4.4%       | ---   |
| <b>Census Year</b>             |            |       |            |       |            |       |
| 2000 Population                | 29,961     | ---   | 43,246     | ---   | 51,770     | ---   |
| 2010 Population                | 30,677     | ---   | 46,329     | ---   | 56,070     | ---   |
| Pop Growth (%)                 | 2.4%       | ---   | 7.1%       | ---   | 8.3%       | ---   |
| 2000 Households                | 11,582     | ---   | 16,538     | ---   | 19,694     | ---   |
| 2010 Households                | 11,699     | ---   | 17,466     | ---   | 21,119     | ---   |
| HH Growth (%)                  | 1.0%       | ---   | 5.6%       | ---   | 7.2%       | ---   |
| <b>Total Population by Age</b> |            |       |            |       |            |       |
| Average Age (2017)             | 39.2       |       | 39.3       |       | 39.3       |       |
| <b>Children (2017)</b>         |            |       |            |       |            |       |
| 0 - 4 Years                    | 1,897      |       | 2,852      |       | 3,460      |       |
| 5 - 9 Years                    | 2,074      |       | 3,103      |       | 3,735      |       |
| 10-13 Years                    | 1,551      |       | 2,351      |       | 2,882      |       |
| 14-17 Years                    | 1,553      |       | 2,420      |       | 2,971      |       |
| <b>Adults (2017)</b>           |            |       |            |       |            |       |
| 18 to 22                       | 1,641      | 5.4%  | 2,555      | 5.6%  | 3,136      | 5.6%  |
| 22 to 25                       | 1,305      | 4.3%  | 1,941      | 4.2%  | 2,322      | 4.2%  |
| 25 to 35                       | 4,021      | 13.3% | 5,891      | 12.8% | 7,017      | 12.6% |
| 35 to 45                       | 3,588      | 11.9% | 5,524      | 12.0% | 6,713      | 12.0% |
| 45 to 55                       | 3,646      | 12.1% | 5,744      | 12.5% | 7,095      | 12.7% |
| 55 to 65                       | 3,783      | 12.5% | 5,775      | 12.6% | 7,043      | 12.6% |
| 65 to 75                       | 2,939      | 9.8%  | 4,573      | 10.0% | 5,599      | 10.0% |
| 75 to 85                       | 1,582      | 5.2%  | 2,380      | 5.2%  | 2,893      | 5.2%  |
| 85 +                           | 562        | 1.9%  | 791        | 1.7%  | 918        | 1.6%  |



### Consumer Profile Report

STI: PopStats, 2017 Q2

|  | 10 Minutes |       | 20 Minutes |       | 30 Minutes |       |
|--|------------|-------|------------|-------|------------|-------|
| <b>Population by Race/Ethnicity (2017)</b> |            |       |            |       |            |       |
| White, Non-Hispanic                        | 18,519     | 61.4% | 31,747     | 69.2% | 40,532     | 72.7% |
| Hispanic                                   | 1,038      | 3.4%  | 1,535      | 3.3%  | 2,046      | 3.7%  |
| African American                           | 9,818      | 32.6% | 11,519     | 25.1% | 11,939     | 21.4% |
| Asian                                      | 286        | 0.9%  | 346        | 0.8%  | 370        | 0.7%  |
| <b>Language at Home (2017)</b>             |            |       |            |       |            |       |
| Spanish                                    | 963        | 3.4%  | 1,396      | 3.2%  | 1,824      | 3.5%  |
| Asian Language                             | 133        | 0.5%  | 137        | 0.3%  | 139        | 0.3%  |
| <b>Ancestry (2017)</b>                     |            |       |            |       |            |       |
| American Indian (ancestry)                 | 74         | 0.2%  | 148        | 0.3%  | 175        | 0.3%  |
| Hawaiian (ancestry)                        | 6          | 0.0%  | 14         | 0.0%  | 19         | 0.0%  |
| <b>Household Income (2017)</b>             |            |       |            |       |            |       |
| <b>Per Capita Income</b>                   | \$18,307   | ---   | \$19,536   | ---   | \$19,593   | ---   |
| <b>Average HH Income</b>                   | \$48,065   | ---   | \$51,862   | ---   | \$52,053   | ---   |
| <b>Median HH Income</b>                    | \$33,712   | ---   | \$37,157   | ---   | \$38,054   | ---   |
| Less than \$25,000                         | 4,440      | 38.7% | 6,149      | 35.6% | 7,271      | 34.6% |
| \$25,000 - \$34,999                        | 1,481      | 12.9% | 2,193      | 12.7% | 2,666      | 12.7% |
| \$35,000 - \$49,999                        | 1,633      | 14.2% | 2,465      | 14.3% | 3,023      | 14.4% |
| \$50,000 - \$74,999                        | 1,802      | 15.7% | 2,855      | 16.5% | 3,536      | 16.8% |
| \$75,000 - \$99,999                        | 1,030      | 9.0%  | 1,651      | 9.6%  | 2,070      | 9.9%  |
| \$100,000 - \$149,999                      | 750        | 6.5%  | 1,347      | 7.8%  | 1,700      | 8.1%  |
| \$150,000 - \$199,999                      | 331        | 2.9%  | 558        | 3.2%  | 627        | 3.0%  |
| \$200,000+                                 | 13         | 0.1%  | 73         | 0.4%  | 104        | 0.5%  |
| <b>Education (2017)</b>                    |            |       |            |       |            |       |
| Less than 9th Grade                        | 1,068      | 5.3%  | 1,626      | 5.3%  | 2,085      | 5.6%  |
| Some High School                           | 2,593      | 12.9% | 4,021      | 13.1% | 4,857      | 13.0% |
| High School Grad                           | 7,989      | 39.7% | 12,299     | 40.1% | 15,354     | 41.2% |
| Some College                               | 4,255      | 21.1% | 6,519      | 21.3% | 7,625      | 20.5% |
| Associate Degree                           | 1,434      | 7.1%  | 2,033      | 6.6%  | 2,455      | 6.6%  |
| Bachelors Degree                           | 1,576      | 7.8%  | 2,359      | 7.7%  | 2,750      | 7.4%  |
| Graduate Degree                            | 802        | 4.0%  | 1,187      | 3.9%  | 1,385      | 3.7%  |

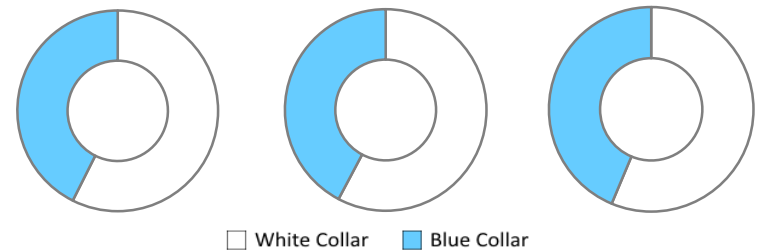


### Consumer Profile Report

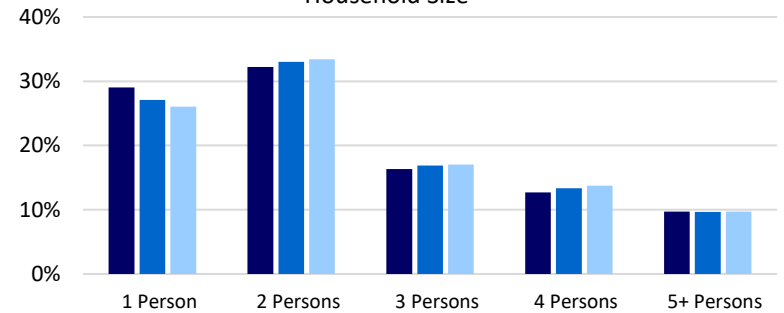
STI: PopStats, 2017 Q2

|                                    | 10 Minutes |       | 20 Minutes |       | 30 Minutes |       |
|------------------------------------|------------|-------|------------|-------|------------|-------|
| <b>Unemployment Rate (2017)</b>    |            | 3.4%  |            | 3.5%  |            | 3.6%  |
| <b>Employment, Pop 16+ (2017)</b>  | 23,866     |       | 36,422     |       | 44,268     |       |
| Armed Services                     | 0          | 0.0%  | 0          | 0.0%  | 1          | 0.0%  |
| Civilian                           | 11,914     | 49.9% | 18,436     | 50.6% | 22,704     | 51.3% |
| Employed                           | 11,508     | 48.2% | 17,785     | 48.8% | 21,892     | 49.5% |
| Unemployed                         | 405        | 1.7%  | 651        | 1.8%  | 812        | 1.8%  |
| Not in Labor Force                 | 11,952     | 50.1% | 17,986     | 49.4% | 21,562     | 48.7% |
| <b>Daytime Population (2017)</b>   | 11,508     |       | 17,785     |       | 21,892     |       |
| White Collar                       | 6,605      | 57.4% | 10,272     | 57.8% | 12,330     | 56.3% |
| Blue Collar                        | 4,903      | 42.6% | 7,513      | 42.2% | 9,562      | 43.7% |
| <b>Family Structure (2017)</b>     | 7,793      |       | 12,100     |       | 14,894     |       |
| Single - Male                      | 376        | 4.8%  | 612        | 5.1%  | 737        | 4.9%  |
| Single - Female                    | 1,002      | 12.9% | 1,452      | 12.0% | 1,704      | 11.4% |
| Single Parent - Male               | 410        | 5.3%  | 642        | 5.3%  | 762        | 5.1%  |
| Single Parent - Female             | 1,069      | 13.7% | 1,424      | 11.8% | 1,688      | 11.3% |
| Married w/ Children                | 1,895      | 24.3% | 3,123      | 25.8% | 4,023      | 27.0% |
| Married w/out Children             | 3,040      | 39.0% | 4,847      | 40.1% | 5,981      | 40.2% |
| <b>Household Size (2017)</b>       |            |       |            |       |            |       |
| 1 Person                           | 3,333      | 29.0% | 4,685      | 27.1% | 5,474      | 26.1% |
| 2 Persons                          | 3,699      | 32.2% | 5,715      | 33.1% | 7,021      | 33.4% |
| 3 Persons                          | 1,875      | 16.3% | 2,916      | 16.9% | 3,582      | 17.1% |
| 4 Persons                          | 1,458      | 12.7% | 2,307      | 13.3% | 2,883      | 13.7% |
| 5+ Persons                         | 1,116      | 9.7%  | 1,668      | 9.6%  | 2,039      | 9.7%  |
| <b>Home Ownership (2017)</b>       | 11,481     |       | 17,291     |       | 20,998     |       |
| Owners                             | 7,176      | 62.5% | 11,521     | 66.6% | 14,505     | 69.1% |
| Renters                            | 4,305      | 37.5% | 5,770      | 33.4% | 6,493      | 30.9% |
| <b>Components of Change (2017)</b> |            |       |            |       |            |       |
| Births                             | 366        | 1.2%  | 542        | 1.2%  | 661        | 1.2%  |
| Deaths                             | 295        | 1.0%  | 445        | 1.0%  | 543        | 1.0%  |
| Migration                          | 240        | 0.8%  | 231        | 0.5%  | 306        | 0.5%  |

White Collar / Blue Collar Occupation



Household Size



Home Ownership

