



Fern Marketplace
NEC 70th & Fern
May 2017

POSTALCOUNT PRO

DELIVERY STATISTICS as of 12-2016

Calculated using Proportional Postal Hybrid



Lat/Lon: 32.4437/-93.7291

Z1_CR8

Fern Marketplace		1 Mile	3 Miles	5 Miles
Summary Data				
Demographic Δ Adjustment	Census 2010 Households	3,365	29,132	62,957
	Route Active Residential Count	3,525	33,064	71,684
	Census 2010 Average Persons per Household	2.18	2.26	2.40
	Census 2010 Population	7,492	67,380	154,983
	Recalculated Route Lower range	7,675	74,833	171,846
	Active Population Upper range	7,675	75,801	174,249
	Census Households vs Route Residential Count	4.76%	13.50%	13.86%
Origination Data				
Residential Demographics	Total Active Residential Count	3,525	33,064	71,684
	Active Residential Count	3,525	33,064	71,683
	Active Residential Delivery	3,502	31,936	68,587
	Active Residential Box	22	1,128	3,096
	Additional Active General Delivery Count	-	-	1
	Total Possible Residential Count	3,616	35,362	78,663
	Additional Possible General Delivery Count	-	-	1
	Census 2010 Households	3,365	29,132	62,957
	Population in Households	7,326	65,932	150,926
	1 Person Household	34.42%	35.80%	32.81%
	2 Person Household	36.98%	32.22%	31.15%
	3 Person Household	13.87%	14.50%	15.73%
	4 Person Household	9.01%	10.10%	11.16%
	5 Person Household	3.80%	4.53%	5.27%
	6 or More Person Household	1.92%	2.84%	3.89%
	Population in Group Quarters	165	1,448	4,057
	Correctional Facilities - Adult	-	-	0.49%
	Correctional Facilities - Juvenile	-	0.86%	1.36%
	Nursing Facilities	99.71%	40.12%	45.67%
	College/University Student Housing	-	56.22%	20.24%
	Military Quarters	-	-	14.47%
	Other Facilities	0.29%	2.80%	17.77%
	Total Housing Units	3,566	31,737	69,252
	Occupied housing units	94.35%	91.79%	90.91%
	Owner-Occupied Housing Units	63.84%	57.23%	56.78%
Renter-Occupied Housing Units	36.16%	42.77%	43.22%	
Business Demos	Drop Site Business or Family Served Count	108	371	489
	Active Business Deliveries	576	3,775	8,243
	Possible Business Deliveries	613	4,231	9,795
	Active vs Possible Business Deliveries	6.32%	12.08%	18.83%

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Fern Marketplace		1 Mile	3 Miles	5 Miles
SCHEME ACTIVE POSTAL DROP	Business			
	Scheme Active Business Count	576	3,775	8,243
	Centralized Count	148	540	1,021
	Curb Count	52	255	508
	Neighborhood Delivery and Collection Box Unit Count	130	355	549
	Other Count	226	1,701	4,157
	Facility Box Count	20	919	1,977
	Contract Box Count	-	-	-
	Detached Box Count	-	-	-
	Non - Personnel Unit Count	-	-	-
	Caller, Remit, Contest, Other Box Count	-	6	33
	Scheme Active Residential Count	3,525	33,064	71,683
	Centralized Count	787	6,474	11,867
	Curb Count	1,430	5,254	13,821
Neighborhood Delivery and Collection Box Unit Count	129	1,856	4,756	
Other Count	1,157	18,354	38,142	
Facility Box Count	22	1,128	3,096	
Contract Box Count	-	-	-	
Detached Box Count	-	-	-	
Non - Personnel Unit Count	-	-	-	
Caller, Remit, Contest, Other Box Count	-	-	-	
<i>Scheme Active General Delivery Count</i>	-	-	1	
SCHEME POSSIBLE POSTAL DROP	Business			
	Scheme Possible Business Count	613	4,231	9,795
	Centralized Count	151	575	1,239
	Curb Count	52	263	533
	Neighborhood Delivery and Collection Box Unit Count	148	401	636
	Other Count	241	1,946	4,917
	Facility Box Count	20	1,040	2,432
	Contract Box Count	-	-	-
	Detached Box Count	-	-	-
	Non - Personnel Unit Count	-	-	-
	Caller, Remit, Contest, Other Box Count	-	6	38
	Scheme Possible Residential Count	3,616	35,362	78,662
	Centralized Count	799	6,691	12,204
	Curb Count	1,447	5,314	14,011
Neighborhood Delivery and Collection Box Unit Count	132	1,903	4,901	
Other Count	1,204	19,271	40,809	
Facility Box Count	34	2,178	6,717	
Contract Box Count	-	-	-	
Detached Box Count	-	-	-	
Non - Personnel Unit Count	-	-	-	
Caller, Remit, Contest, Other Box Count	-	4	20	
<i>Scheme Possible General Delivery Count</i>	-	-	1	
Scheme Drop				
Scheme Drop Business Family Served Count		108	370	488
Scheme Active Business: Residential Mix		-	1	1
Scheme Active Residential: Business Mix		-	-	-

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2000-2010 Census, 2016 Estimates with 2021 Projections

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RFULL9

Fern Marketplace

	1 Mile	3 Miles	5 Miles
Population			
Estimated Population (2016)	6,594	69,574	159,839
Projected Population (2021)	6,608	70,505	164,156
Census Population (2010)	6,641	70,002	156,328
Census Population (2000)	6,368	67,289	156,571
Projected Annual Growth (2016-2021)	14 -	931 0.3%	4,318 0.5%
Historical Annual Growth (2010-2016)	-47 -0.1%	-428 -0.1%	3,511 0.4%
Historical Annual Growth (2000-2010)	273 0.4%	2,713 0.4%	-244 -
Estimated Population Density (2016)	2,101 <i>psm</i>	2,462 <i>psm</i>	2,036 <i>psm</i>
Trade Area Size	3.1 <i>sq mi</i>	28.3 <i>sq mi</i>	78.5 <i>sq mi</i>
Households			
Estimated Households (2016)	2,998	30,624	65,856
Projected Households (2021)	3,061	31,642	69,065
Census Households (2010)	2,963	30,315	63,422
Census Households (2000)	2,718	28,207	61,591
Projected Annual Growth (2016-2021)	62 0.4%	1,018 0.7%	3,209 1.0%
Historical Annual Change (2000-2016)	281 0.6%	2,417 0.5%	4,265 0.4%
Average Household Income			
Estimated Average Household Income (2016)	\$99,273	\$75,491	\$65,059
Projected Average Household Income (2021)	\$119,509	\$87,854	\$74,824
Census Average Household Income (2010)	\$94,321	\$63,291	\$55,460
Census Average Household Income (2000)	\$68,181	\$51,821	\$45,163
Projected Annual Change (2016-2021)	\$20,236 4.1%	\$12,363 3.3%	\$9,766 3.0%
Historical Annual Change (2000-2016)	\$31,092 2.9%	\$23,670 2.9%	\$19,896 2.8%
Median Household Income			
Estimated Median Household Income (2016)	\$77,560	\$54,402	\$49,169
Projected Median Household Income (2021)	\$85,085	\$59,343	\$53,794
Census Median Household Income (2010)	\$66,295	\$48,962	\$44,159
Census Median Household Income (2000)	\$47,359	\$38,559	\$34,671
Projected Annual Change (2016-2021)	\$7,525 1.9%	\$4,940 1.8%	\$4,626 1.9%
Historical Annual Change (2000-2016)	\$30,201 4.0%	\$15,844 2.6%	\$14,498 2.6%
Per Capita Income			
Estimated Per Capita Income (2016)	\$45,237	\$33,311	\$27,006
Projected Per Capita Income (2021)	\$55,446	\$39,510	\$31,676
Census Per Capita Income (2010)	\$42,090	\$27,409	\$22,500
Census Per Capita Income (2000)	\$28,867	\$21,613	\$17,644
Projected Annual Change (2016-2021)	\$10,209 4.5%	\$6,198 3.7%	\$4,670 3.5%
Historical Annual Change (2000-2016)	\$16,371 3.5%	\$11,699 3.4%	\$9,362 3.3%
Estimated Average Household Net Worth (2016)	\$742,082	\$477,929	\$387,770

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Fern Marketplace	1 Mile		3 Miles		5 Miles	
Race and Ethnicity						
Total Population (2016)	6,594		69,574		159,839	
White (2016)	4,223	64.0%	38,907	55.9%	77,756	48.6%
Black or African American (2016)	2,021	30.6%	26,675	38.3%	72,523	45.4%
American Indian or Alaska Native (2016)	17	0.3%	249	0.4%	638	0.4%
Asian (2016)	170	2.6%	1,713	2.5%	3,047	1.9%
Hawaiian or Pacific Islander (2016)	5	0.1%	37	0.1%	117	0.1%
Other Race (2016)	42	0.6%	742	1.1%	2,660	1.7%
Two or More Races (2016)	116	1.8%	1,250	1.8%	3,098	1.9%
Population < 18 (2016)	1,227	18.6%	15,691	22.6%	38,552	24.1%
White Not Hispanic	669	54.5%	6,579	41.9%	13,631	35.4%
Black or African American	429	35.0%	7,607	48.5%	20,849	54.1%
Asian	36	2.9%	380	2.4%	672	1.7%
Other Race Not Hispanic	49	4.0%	512	3.3%	1,389	3.6%
Hispanic	44	3.6%	613	3.9%	2,012	5.2%
Not Hispanic or Latino Population (2016)	6,443	97.7%	67,400	96.9%	153,204	95.8%
Not Hispanic White	4,138	64.2%	37,836	56.1%	74,855	48.9%
Not Hispanic Black or African American	2,010	31.2%	26,521	39.3%	72,061	47.0%
Not Hispanic American Indian or Alaska Native	14	0.2%	221	0.3%	540	0.4%
Not Hispanic Asian	170	2.6%	1,699	2.5%	3,005	2.0%
Not Hispanic Hawaiian or Pacific Islander	5	0.1%	35	0.1%	110	0.1%
Not Hispanic Other Race	2	-	53	0.1%	120	0.1%
Not Hispanic Two or More Races	102	1.6%	1,034	1.5%	2,512	1.6%
Hispanic or Latino Population (2016)	151	2.3%	2,174	3.1%	6,635	4.2%
Hispanic White	85	56.2%	1,071	49.2%	2,902	43.7%
Hispanic Black or African American	10	6.9%	154	7.1%	461	7.0%
Hispanic American Indian or Alaska Native	3	1.7%	28	1.3%	98	1.5%
Hispanic Asian	-	-	14	0.6%	42	0.6%
Hispanic Hawaiian or Pacific Islander	-	-	2	0.1%	7	0.1%
Hispanic Other Race	39	25.9%	689	31.7%	2,539	38.3%
Hispanic Two or More Races	14	9.3%	216	9.9%	586	8.8%
Not Hispanic or Latino Population (2010)	6,516	98.1%	68,091	97.3%	150,533	96.3%
Hispanic or Latino Population (2010)	125	1.9%	1,911	2.7%	5,794	3.7%
Not Hispanic or Latino Population (2000)	6,301	98.9%	66,224	98.4%	153,546	98.1%
Hispanic or Latino Population (2000)	67	1.1%	1,065	1.6%	3,026	1.9%
Not Hispanic or Latino Population (2021)	6,431	97.3%	67,961	96.4%	156,322	95.2%
Hispanic or Latino Population (2021)	177	2.7%	2,544	3.6%	7,835	4.8%
Projected Annual Growth (2016-2021)	26	3.4%	370	3.4%	1,200	3.6%
Historical Annual Growth (2000-2010)	58	8.6%	846	7.9%	2,769	9.2%

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Fern Marketplace

	1 Mile		3 Miles		5 Miles	
Total Age Distribution (2016)						
Total Population	6,594		69,574		159,839	
Age Under 5 Years	352	5.3%	4,899	7.0%	11,816	7.4%
Age 5 to 9 Years	344	5.2%	4,436	6.4%	10,807	6.8%
Age 10 to 14 Years	334	5.1%	4,165	6.0%	10,299	6.4%
Age 15 to 19 Years	329	5.0%	4,166	6.0%	10,075	6.3%
Age 20 to 24 Years	412	6.2%	5,624	8.1%	12,302	7.7%
Age 25 to 29 Years	430	6.5%	5,804	8.3%	12,684	7.9%
Age 30 to 34 Years	412	6.3%	5,090	7.3%	11,700	7.3%
Age 35 to 39 Years	315	4.8%	4,084	5.9%	9,621	6.0%
Age 40 to 44 Years	320	4.9%	3,736	5.4%	8,871	5.6%
Age 45 to 49 Years	329	5.0%	3,700	5.3%	8,765	5.5%
Age 50 to 54 Years	410	6.2%	4,114	5.9%	9,600	6.0%
Age 55 to 59 Years	476	7.2%	4,398	6.3%	9,985	6.2%
Age 60 to 64 Years	458	6.9%	4,113	5.9%	9,008	5.6%
Age 65 to 69 Years	400	6.1%	3,151	4.5%	7,154	4.5%
Age 70 to 74 Years	399	6.1%	2,449	3.5%	5,544	3.5%
Age 75 to 79 Years	293	4.4%	1,959	2.8%	4,314	2.7%
Age 80 to 84 Years	276	4.2%	1,681	2.4%	3,373	2.1%
Age 85 Years or Over	305	4.6%	2,005	2.9%	3,920	2.5%
Median Age	44.4		36.0		35.5	
Age 19 Years or Less	1,359	20.6%	17,666	25.4%	42,997	26.9%
Age 20 to 64 Years	3,560	54.0%	40,663	58.4%	92,537	57.9%
Age 65 Years or Over	1,674	25.4%	11,244	16.2%	24,305	15.2%
Female Age Distribution (2016)						
Female Population	3,545	53.8%	37,156	53.4%	83,717	52.4%
Age Under 5 Years	171	4.8%	2,442	6.6%	5,857	7.0%
Age 5 to 9 Years	163	4.6%	2,138	5.8%	5,256	6.3%
Age 10 to 14 Years	161	4.6%	2,035	5.5%	4,977	5.9%
Age 15 to 19 Years	152	4.3%	2,121	5.7%	4,955	5.9%
Age 20 to 24 Years	209	5.9%	2,980	8.0%	6,260	7.5%
Age 25 to 29 Years	232	6.5%	2,955	8.0%	6,452	7.7%
Age 30 to 34 Years	213	6.0%	2,662	7.2%	6,079	7.3%
Age 35 to 39 Years	163	4.6%	2,130	5.7%	5,044	6.0%
Age 40 to 44 Years	168	4.8%	1,966	5.3%	4,628	5.5%
Age 45 to 49 Years	175	4.9%	1,967	5.3%	4,528	5.4%
Age 50 to 54 Years	220	6.2%	2,231	6.0%	5,070	6.1%
Age 55 to 59 Years	266	7.5%	2,459	6.6%	5,346	6.4%
Age 60 to 64 Years	245	6.9%	2,208	5.9%	4,780	5.7%
Age 65 to 69 Years	243	6.9%	1,821	4.9%	4,013	4.8%
Age 70 to 74 Years	228	6.4%	1,439	3.9%	3,225	3.9%
Age 75 to 79 Years	174	4.9%	1,205	3.2%	2,550	3.0%
Age 80 to 84 Years	171	4.8%	1,061	2.9%	2,081	2.5%
Age 85 Years or Over	191	5.4%	1,338	3.6%	2,615	3.1%
Female Median Age	46.9		38.2		37.4	
Age 19 Years or Less	647	18.2%	8,736	23.5%	21,046	25.1%
Age 20 to 64 Years	1,891	53.3%	21,557	58.0%	48,186	57.6%
Age 65 Years or Over	1,007	28.4%	6,864	18.5%	14,485	17.3%

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RFULL9

Fern Marketplace

	1 Mile		3 Miles		5 Miles	
Male Age Distribution (2016)						
Male Population	3,049	46.2%	32,417	46.6%	76,122	47.6%
Age Under 5 Years	181	5.9%	2,457	7.6%	5,959	7.8%
Age 5 to 9 Years	181	5.9%	2,299	7.1%	5,551	7.3%
Age 10 to 14 Years	173	5.7%	2,130	6.6%	5,322	7.0%
Age 15 to 19 Years	177	5.8%	2,045	6.3%	5,119	6.7%
Age 20 to 24 Years	203	6.7%	2,644	8.2%	6,043	7.9%
Age 25 to 29 Years	198	6.5%	2,850	8.8%	6,232	8.2%
Age 30 to 34 Years	199	6.5%	2,429	7.5%	5,621	7.4%
Age 35 to 39 Years	152	5.0%	1,954	6.0%	4,577	6.0%
Age 40 to 44 Years	152	5.0%	1,769	5.5%	4,243	5.6%
Age 45 to 49 Years	153	5.0%	1,734	5.3%	4,238	5.6%
Age 50 to 54 Years	190	6.2%	1,883	5.8%	4,530	6.0%
Age 55 to 59 Years	209	6.9%	1,939	6.0%	4,639	6.1%
Age 60 to 64 Years	213	7.0%	1,905	5.9%	4,228	5.6%
Age 65 to 69 Years	157	5.2%	1,330	4.1%	3,142	4.1%
Age 70 to 74 Years	172	5.6%	1,010	3.1%	2,319	3.0%
Age 75 to 79 Years	120	3.9%	754	2.3%	1,764	2.3%
Age 80 to 84 Years	105	3.4%	620	1.9%	1,291	1.7%
Age 85 Years or Over	114	3.7%	667	2.1%	1,305	1.7%
Male Median Age	41.7		33.8		33.4	
Age 19 Years or Less	712	23.4%	8,930	27.5%	21,951	28.8%
Age 20 to 64 Years	1,669	54.7%	19,107	58.9%	44,351	58.3%
Age 65 Years or Over	668	21.9%	4,381	13.5%	9,820	12.9%
Males per 100 Females (2016)						
Overall Comparison	86		87		91	
Age Under 5 Years	106	51.5%	101	50.1%	102	50.4%
Age 5 to 9 Years	111	52.7%	108	51.8%	106	51.4%
Age 10 to 14 Years	107	51.7%	105	51.1%	107	51.7%
Age 15 to 19 Years	117	53.9%	96	49.1%	103	50.8%
Age 20 to 24 Years	97	49.3%	89	47.0%	97	49.1%
Age 25 to 29 Years	85	46.1%	96	49.1%	97	49.1%
Age 30 to 34 Years	94	48.4%	91	47.7%	92	48.0%
Age 35 to 39 Years	93	48.2%	92	47.8%	91	47.6%
Age 40 to 44 Years	90	47.4%	90	47.4%	92	47.8%
Age 45 to 49 Years	88	46.7%	88	46.9%	94	48.3%
Age 50 to 54 Years	86	46.3%	84	45.8%	89	47.2%
Age 55 to 59 Years	79	44.0%	79	44.1%	87	46.5%
Age 60 to 64 Years	87	46.6%	86	46.3%	88	46.9%
Age 65 to 69 Years	65	39.2%	73	42.2%	78	43.9%
Age 70 to 74 Years	75	43.0%	70	41.3%	72	41.8%
Age 75 to 79 Years	69	40.8%	63	38.5%	69	40.9%
Age 80 to 84 Years	61	38.0%	58	36.9%	62	38.3%
Age 85 Years or Over	60	37.5%	50	33.2%	50	33.3%
Age 19 Years or Less	110	52.4%	102	50.5%	104	51.1%
Age 20 to 39 Years	92	47.9%	92	47.9%	94	48.5%
Age 40 to 64 Years	85	46.1%	85	46.0%	90	47.3%
Age 65 Years or Over	66	39.9%	64	39.0%	68	40.4%

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	1 Mile	3 Miles	5 Miles
Household Type (2016)			
Total Households	2,998	30,624	65,856
Households with Children	687 22.9%	8,431 27.5%	20,447 31.0%
Average Household Size	2.2	2.2	2.4
Household Density per Square Mile	955	1,084	839
Population Family	5,025 76.2%	52,233 75.1%	124,089 77.6%
Population Non-Family	1,426 21.6%	15,889 22.8%	31,434 19.7%
Population Group Quarters	143 2.2%	1,453 2.1%	4,315 2.7%
Family Households	1,769 59.0%	17,236 56.3%	39,612 60.1%
Married Couple Households	1,248 70.5%	10,389 60.3%	22,836 57.6%
Other Family Households	521 29.5%	6,848 39.7%	16,776 42.4%
Family Households with Children	682 38.6%	8,353 48.5%	20,225 51.1%
Married Couple with Children	395 58.0%	4,011 48.0%	9,442 46.7%
Other Family Households with Children	287 42.0%	4,342 52.0%	10,783 53.3%
Family Households No Children	1,087 61.4%	8,883 51.5%	19,387 48.9%
Married Couple No Children	853 78.4%	6,377 71.8%	13,393 69.1%
Other Family Households No Children	234 21.6%	2,506 28.2%	5,994 30.9%
Non-Family Households	1,229 41.0%	13,388 43.7%	26,244 39.9%
Non-Family Households with Children	5 0.4%	78 0.6%	222 0.8%
Non-Family Households No Children	1,224 99.6%	13,310 99.4%	26,022 99.2%
Average Family Household Size	2.8	3.0	3.1
Average Family Income	\$124,037	\$95,206	\$79,783
Median Family Income	\$100,502	\$74,009	\$64,144
Average Non-Family Household Size	1.2	1.2	1.2
Marital Status (2016)			
Population Age 15 Years or Over	5,564	56,074	126,916
Never Married	1,684 30.3%	21,348 38.1%	47,598 37.5%
Currently Married	2,394 43.0%	19,527 34.8%	44,376 35.0%
Previously Married	1,486 26.7%	15,199 27.1%	34,942 27.5%
Separated	214 14.4%	3,096 20.4%	7,856 22.5%
Widowed	462 31.1%	4,412 29.0%	9,592 27.5%
Divorced	810 54.5%	7,691 50.6%	17,495 50.1%
Educational Attainment (2016)			
Adult Population Age 25 Years or Over	4,823	46,284	104,539
Elementary (Grade Level 0 to 8)	189 3.9%	1,488 3.2%	3,802 3.6%
Some High School (Grade Level 9 to 11)	171 3.5%	3,269 7.1%	9,632 9.2%
High School Graduate	1,046 21.7%	11,996 25.9%	32,206 30.8%
Some College	1,096 22.7%	10,425 22.5%	24,369 23.3%
Associate Degree Only	177 3.7%	2,830 6.1%	6,377 6.1%
Bachelor Degree Only	1,254 26.0%	9,568 20.7%	17,483 16.7%
Graduate Degree	890 18.4%	6,708 14.5%	10,670 10.2%
Any College (Some College or Higher)	3,417 70.9%	29,530 63.8%	58,900 56.3%
College Degree + (Bachelor Degree or Higher)	2,144 44.5%	16,276 35.2%	28,153 26.9%

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COMPLETE PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.4437/-93.7291

RFULL9

Fern Marketplace

	1 Mile		3 Miles		5 Miles	
Housing						
Total Housing Units (2016)	3,224		33,297		71,931	
Total Housing Units (2010)	3,150		33,009		69,741	
Historical Annual Growth (2010-2016)	75	0.4%	288	0.1%	2,189	0.5%
Housing Units Occupied (2016)	2,998 93.0%		30,624 92.0%		65,856 91.6%	
Housing Units Owner-Occupied	1,893	63.1%	16,913	55.2%	37,522	57.0%
Housing Units Renter-Occupied	1,105	36.9%	13,711	44.8%	28,334	43.0%
Housing Units Vacant (2016)	226	7.5%	2,673	8.7%	6,075	9.2%
Household Size (2016)						
Total Households	2,998		30,624		65,856	
1 Person Households	1,063	35.5%	11,288	36.9%	22,068	33.5%
2 Person Households	1,086	36.2%	9,774	31.9%	20,557	31.2%
3 Person Households	412	13.7%	4,333	14.1%	10,108	15.3%
4 Person Households	268	8.9%	3,001	9.8%	7,244	11.0%
5 Person Households	111	3.7%	1,346	4.4%	3,383	5.1%
6 Person Households	37	1.2%	529	1.7%	1,475	2.2%
7 or More Person Households	22	0.7%	353	1.2%	1,022	1.6%
Household Income Distribution (2016)						
HH Income \$200,000 or More	346	11.5%	1,981	6.5%	2,835	4.3%
HH Income \$150,000 to \$199,999	274	9.2%	1,360	4.4%	2,298	3.5%
HH Income \$125,000 to \$149,999	180	6.0%	1,651	5.4%	2,987	4.5%
HH Income \$100,000 to \$124,999	174	5.8%	2,077	6.8%	4,188	6.4%
HH Income \$75,000 to \$99,999	332	11.1%	2,922	9.5%	6,253	9.5%
HH Income \$50,000 to \$74,999	462	15.4%	4,725	15.4%	10,124	15.4%
HH Income \$35,000 to \$49,999	251	8.4%	3,629	11.9%	8,861	13.5%
HH Income \$25,000 to \$34,999	301	10.0%	3,679	12.0%	8,182	12.4%
HH Income \$15,000 to \$24,999	313	10.4%	3,827	12.5%	8,584	13.0%
HH Income \$10,000 to \$14,999	121	4.0%	1,624	5.3%	4,231	6.4%
HH Income Under \$10,000	245	8.2%	3,149	10.3%	7,312	11.1%
Household Vehicles (2016)						
Households 0 Vehicles Available	164	5.5%	2,887	9.4%	7,282	11.1%
Households 1 Vehicle Available	1,299	43.3%	13,384	43.7%	26,933	40.9%
Households 2 Vehicles Available	1,075	35.8%	10,278	33.6%	22,497	34.2%
Households 3 or More Vehicles Available	461	15.4%	4,074	13.3%	9,144	13.9%
Total Vehicles Available	4,932		47,112		101,850	
Average Vehicles per Household	1.6		1.5		1.5	
Owner-Occupied Household Vehicles	3,580	72.6%	30,490	64.7%	68,578	67.3%
Average Vehicles per Owner-Occupied Household	1.9		1.8		1.8	
Renter-Occupied Household Vehicles	1,352	27.4%	16,621	35.3%	33,272	32.7%
Average Vehicles per Renter-Occupied Household	1.2		1.2		1.2	
Travel Time (2010)						
Worker Base Age 16 years or Over	2,903		32,205		68,059	
Travel to Work in 14 Minutes or Less	1,232	42.5%	14,260	44.3%	27,070	39.8%
Travel to Work in 15 to 29 Minutes	1,281	44.1%	13,901	43.2%	31,355	46.1%
Travel to Work in 30 to 59 Minutes	156	5.4%	2,452	7.6%	6,299	9.3%
Travel to Work in 60 Minutes or More	110	3.8%	943	2.9%	2,027	3.0%
Work at Home	123	4.3%	649	2.0%	1,308	1.9%
Average Minutes Travel to Work	14.8		15.0		15.9	

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COMPLETE PROFILE

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Fern Marketplace

	1 Mile	3 Miles	5 Miles
Transportation To Work (2010)			
Worker Base Age 16 years or Over	2,903	32,205	68,059
Drive to Work Alone	2,366 81.5%	26,533 82.4%	55,065 80.9%
Drive to Work in Carpool	240 8.3%	2,470 7.7%	6,035 8.9%
Travel to Work by Public Transportation	75 2.6%	881 2.7%	2,154 3.2%
Drive to Work on Motorcycle	- -	81 0.3%	137 0.2%
Bicycle to Work	2 0.1%	63 0.2%	118 0.2%
Walk to Work	34 1.2%	875 2.7%	1,644 2.4%
Other Means	61 2.1%	653 2.0%	1,596 2.3%
Work at Home	123 4.3%	649 2.0%	1,308 1.9%
Daytime Demographics (2016)			
Total Businesses	623	4,262	9,216
Total Employees	7,116	51,762	120,397
Company Headquarter Businesses	2 0.4%	10 0.2%	29 0.3%
Company Headquarter Employees	700 9.8%	2,272 4.4%	3,780 3.1%
Employee Population per Business	11.4 to 1	12.1 to 1	13.1 to 1
Residential Population per Business	10.6 to 1	16.3 to 1	17.3 to 1
Adj. Daytime Demographics Age 16 Years or Over	9,672	73,910	174,372
Labor Force			
Labor Population Age 16 Years or Over (2016)	5,509	55,376	125,161
Labor Force Total Males (2016)	2,482 45.0%	25,175 45.5%	58,392 46.7%
Male Civilian Employed	1,518 61.2%	16,314 64.8%	34,265 58.7%
Male Civilian Unemployed	54 2.2%	937 3.7%	2,591 4.4%
Males in Armed Forces	38 1.5%	355 1.4%	1,622 2.8%
Males Not in Labor Force	871 35.1%	7,569 30.1%	19,914 34.1%
Labor Force Total Females (2016)	3,027 55.0%	30,201 54.5%	66,769 53.3%
Female Civilian Employed	1,397 46.2%	16,536 54.8%	34,927 52.3%
Female Civilian Unemployed	59 1.9%	910 3.0%	2,356 3.5%
Females in Armed Forces	- -	23 0.1%	371 0.6%
Females Not in Labor Force	1,571 51.9%	12,732 42.2%	29,115 43.6%
Unemployment Rate	2.1%	3.3%	4.0%
Labor Force Growth (2010-2016)	-69 -2.3%	283 0.9%	1,441 2.1%
Male Labor Force Growth (2010-2016)	-26 -1.7%	556 3.5%	1,754 5.4%
Female Labor Force Growth (2010-2016)	-42 -2.9%	-273 -1.6%	-313 -0.9%
Occupation (2010)			
Occupation Population Age 16 Years or Over	2,984	32,567	67,752
Occupation Total Males	1,545 51.8%	15,758 48.4%	32,511 48.0%
Occupation Total Females	1,439 48.2%	16,809 51.6%	35,241 52.0%
Management, Business, Financial Operations	429 14.4%	4,229 13.0%	7,515 11.1%
Professional, Related	824 27.6%	8,337 25.6%	14,579 21.5%
Service	561 18.8%	6,920 21.2%	15,700 23.2%
Sales, Office	718 24.1%	7,899 24.3%	16,613 24.5%
Farming, Fishing, Forestry	3 0.1%	41 0.1%	106 0.2%
Construction, Extraction, Maintenance	169 5.7%	2,267 7.0%	5,627 8.3%
Production, Transport, Material Moving	280 9.4%	2,874 8.8%	7,612 11.2%
White Collar Workers	1,971 66.0%	20,465 62.8%	38,706 57.1%
Blue Collar Workers	1,013 34.0%	12,102 37.2%	29,045 42.9%

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Fern Marketplace

	1 Mile		3 Miles		5 Miles	
Units In Structure (2010)						
Total Units	2,963		30,315		63,422	
1 Detached Unit	2,112	71.3%	20,348	67.1%	45,526	71.8%
1 Attached Unit	23	0.8%	1,566	5.2%	2,533	4.0%
2 Units	30	1.0%	622	2.1%	1,509	2.4%
3 to 4 Units	173	5.8%	1,819	6.0%	2,770	4.4%
5 to 9 Units	315	10.6%	2,630	8.7%	4,104	6.5%
10 to 19 Units	135	4.6%	1,399	4.6%	2,228	3.5%
20 to 49 Units	57	1.9%	526	1.7%	921	1.5%
50 or More Units	65	2.2%	802	2.6%	1,829	2.9%
Mobile Home or Trailer	54	1.8%	603	2.0%	1,996	3.1%
Other Structure	-	-	1	-	5	-
Homes Built By Year (2010)						
Homes Built 2005 or later	237	8.0%	1,842	6.1%	4,267	6.7%
Homes Built 2000 to 2004	205	6.9%	1,839	6.1%	3,288	5.2%
Homes Built 1990 to 1999	245	8.3%	2,697	8.9%	5,804	9.2%
Homes Built 1980 to 1989	298	10.1%	3,927	13.0%	7,966	12.6%
Homes Built 1970 to 1979	767	25.9%	5,831	19.2%	12,031	19.0%
Homes Built 1960 to 1969	530	17.9%	4,580	15.1%	10,206	16.1%
Homes Built 1950 to 1959	473	16.0%	5,116	16.9%	10,568	16.7%
Homes Built 1940 to 1949	106	3.6%	2,161	7.1%	4,426	7.0%
Homes Built Before 1939	102	3.5%	2,322	7.7%	4,867	7.7%
Median Age of Homes	39.9 yrs		43.1 yrs		43.1 yrs	
Home Values (2010)						
Owner Specified Housing Units	1,921		16,997		36,211	
Home Values \$1,000,000 or More	16	0.8%	80	0.5%	232	0.6%
Home Values \$750,000 to \$999,999	45	2.4%	138	0.8%	170	0.5%
Home Values \$500,000 to \$749,999	154	8.0%	348	2.0%	519	1.4%
Home Values \$400,000 to \$499,999	68	3.6%	367	2.2%	625	1.7%
Home Values \$300,000 to \$399,999	195	10.2%	1,084	6.4%	1,675	4.6%
Home Values \$250,000 to \$299,999	139	7.2%	1,001	5.9%	1,567	4.3%
Home Values \$200,000 to \$249,999	331	17.2%	1,936	11.4%	3,219	8.9%
Home Values \$175,000 to \$199,999	206	10.7%	1,625	9.6%	2,617	7.2%
Home Values \$150,000 to \$174,999	211	11.0%	2,101	12.4%	4,023	11.1%
Home Values \$125,000 to \$149,999	118	6.1%	1,810	10.6%	3,622	10.0%
Home Values \$100,000 to \$124,999	109	5.7%	1,620	9.5%	3,749	10.4%
Home Values \$90,000 to \$99,999	39	2.0%	621	3.7%	1,819	5.0%
Home Values \$80,000 to \$89,999	31	1.6%	579	3.4%	1,741	4.8%
Home Values \$70,000 to \$79,999	35	1.8%	599	3.5%	1,815	5.0%
Home Values \$60,000 to \$69,999	43	2.2%	507	3.0%	1,568	4.3%
Home Values \$50,000 to \$59,999	55	2.9%	400	2.4%	1,441	4.0%
Home Values \$35,000 to \$49,999	56	2.9%	973	5.7%	2,455	6.8%
Home Values \$25,000 to \$34,999	33	1.7%	500	2.9%	1,353	3.7%
Home Values \$10,000 to \$24,999	26	1.3%	507	3.0%	1,362	3.8%
Home Values Under \$10,000	13	0.7%	202	1.2%	640	1.8%
Owner-Occupied Median Home Value	\$228,000		\$161,167		\$134,978	
Renter-Occupied Median Rent	\$636		\$605		\$569	

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RFULL9

Fern Marketplace

	1 Mile	3 Miles	5 Miles
Total Annual Consumer Expenditure (2016)			
Total Household Expenditure	\$208 M	\$1.75 B	\$3.40 B
Total Non-Retail Expenditure	\$113 M	\$949 M	\$1.84 B
Total Retail Expenditure	\$94.6 M	\$804 M	\$1.56 B
Apparel	\$7.30 M	\$61.1 M	\$118 M
Contributions	\$10.4 M	\$78.0 M	\$144 M
Education	\$8.56 M	\$66.5 M	\$124 M
Entertainment	\$11.7 M	\$97.8 M	\$189 M
Food and Beverages	\$29.6 M	\$257 M	\$503 M
Furnishings and Equipment	\$7.29 M	\$59.6 M	\$114 M
Gifts	\$5.62 M	\$44.0 M	\$82.6 M
Health Care	\$16.1 M	\$141 M	\$278 M
Household Operations	\$6.33 M	\$50.0 M	\$94.5 M
Miscellaneous Expenses	\$2.98 M	\$25.9 M	\$50.6 M
Personal Care	\$2.67 M	\$22.7 M	\$44.2 M
Personal Insurance	\$1.68 M	\$13.1 M	\$24.5 M
Reading	\$466 K	\$3.91 M	\$7.54 M
Shelter	\$43.2 M	\$363 M	\$703 M
Tobacco	\$1.14 M	\$10.8 M	\$21.8 M
Transportation	\$37.8 M	\$327 M	\$640 M
Utilities	\$14.9 M	\$132 M	\$261 M

Monthly Household Consumer Expenditure (2016)

	1 Mile	3 Miles	5 Miles
Monthly Household Consumer Expenditure (2016)			
Total Household Expenditure	\$5,773	\$4,770	\$4,301
Total Non-Retail Expenditure	\$3,144 54.5%	\$2,582 54.1%	\$2,322 54.0%
Total Retail Expenditures	\$2,629 45.5%	\$2,189 45.9%	\$1,979 46.0%
Apparel	\$203 3.5%	\$166 3.5%	\$150 3.5%
Contributions	\$290 5.0%	\$212 4.5%	\$183 4.2%
Education	\$238 4.1%	\$181 3.8%	\$156 3.6%
Entertainment	\$326 5.6%	\$266 5.6%	\$239 5.6%
Food and Beverages	\$823 14.3%	\$699 14.6%	\$637 14.8%
Furnishings and Equipment	\$203 3.5%	\$162 3.4%	\$144 3.4%
Gifts	\$156 2.7%	\$120 2.5%	\$104 2.4%
Health Care	\$446 7.7%	\$384 8.0%	\$351 8.2%
Household Operations	\$176 3.0%	\$136 2.9%	\$120 2.8%
Miscellaneous Expenses	\$83 1.4%	\$70 1.5%	\$64 1.5%
Personal Care	\$74 1.3%	\$62 1.3%	\$56 1.3%
Personal Insurance	\$47 0.8%	\$36 0.7%	\$31 0.7%
Reading	\$13 0.2%	\$11 0.2%	\$10 0.2%
Shelter	\$1,199 20.8%	\$988 20.7%	\$889 20.7%
Tobacco	\$32 0.6%	\$29 0.6%	\$28 0.6%
Transportation	\$1,051 18.2%	\$889 18.6%	\$810 18.8%
Utilities	\$414 7.2%	\$360 7.5%	\$330 7.7%

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