



POSTALCOUNT PRO

DELIVERY STATISTICS as of 06-2017

Calculated using Proportional Postal Hybrid



Lat/Lon: 32.4430/-93.7291

Z1_CR8

Fern Marketplace		1 Mile	3 Miles	5 Miles
Summary Data				
Demographic Δ Adjustment	Census 2010 Households	3,362	28,825	62,535
	Route Active Residential Count	3,510	32,511	71,096
	Census 2010 Average Persons per Household	2.18	2.26	2.40
	Census 2010 Population	7,492	66,619	154,002
	Recalculated Route Lower range	7,652	73,565	170,489
	Active Population Upper range	7,652	74,470	172,866
	Census Households vs Route Residential Count	4.42%	12.79%	13.69%
Origination Data				
Residential Demographics	Total Active Residential Count	3,510	32,511	71,096
	Active Residential Count	3,510	32,511	71,096
	Active Residential Delivery	3,488	31,444	68,145
	Active Residential Box	23	1,067	2,950
	Additional Active General Delivery Count	-	-	1
	Total Possible Residential Count	3,609	34,909	78,413
	Additional Possible General Delivery Count	-	-	1
	Census 2010 Households	3,362	28,825	62,535
	Population in Households	7,328	65,223	149,961
	1 Person Household	34.41%	35.77%	32.75%
	2 Person Household	36.98%	32.27%	31.18%
	3 Person Household	13.84%	14.50%	15.75%
	4 Person Household	8.95%	10.12%	11.18%
	5 Person Household	3.84%	4.53%	5.26%
	6 or More Person Household	1.98%	2.81%	3.88%
	Population in Group Quarters	164	1,396	4,041
	Correctional Facilities - Adult	-	-	0.49%
	Correctional Facilities - Juvenile	-	0.80%	1.36%
	Nursing Facilities	99.81%	41.68%	45.97%
	College/University Student Housing	-	54.92%	20.32%
	Military Quarters	-	-	14.53%
	Other Facilities	0.19%	2.60%	17.33%
	Total Housing Units	3,562	31,385	68,766
	Occupied housing units	94.37%	91.84%	90.94%
Owner-Occupied Housing Units	63.36%	57.64%	57.01%	
Renter-Occupied Housing Units	36.64%	42.36%	42.99%	
Business Demos	Drop Site Business or Family Served Count	110	368	481
	Active Business Deliveries	581	3,697	8,037
	Possible Business Deliveries	618	4,124	9,571
	Active vs Possible Business Deliveries	6.39%	11.56%	19.09%

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Fern Marketplace		1 Mile	3 Miles	5 Miles
SCHEME ACTIVE POSTAL DROP	Business			
	Scheme Active Business Count	581	3,697	8,037
	Centralized Count	149	529	954
	Curb Count	54	263	515
	Neighborhood Delivery and Collection Box Unit Count	134	354	547
	Other Count	223	1,666	4,093
	Facility Box Count	21	879	1,893
	Contract Box Count	-	-	-
	Detached Box Count	-	-	-
	Non - Personnel Unit Count	-	-	-
	Caller, Remit, Contest, Other Box Count	-	6	35
	Scheme Active Residential Count	3,510	32,511	71,095
	Centralized Count	790	6,290	11,840
	Curb Count	1,474	5,320	13,993
	Neighborhood Delivery and Collection Box Unit Count	137	1,839	4,749
	Other Count	1,087	17,995	37,562
	Facility Box Count	23	1,067	2,950
	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	618	4,124	9,571
	Centralized Count	152	561	1,194
	Curb Count	55	271	540
	Neighborhood Delivery and Collection Box Unit Count	152	400	634
	Other Count	238	1,903	4,846
	Facility Box Count	21	983	2,318
	Contract Box Count	-	-	-
	Detached Box Count	-	-	-
	Non - Personnel Unit Count	-	-	-
	Caller, Remit, Contest, Other Box Count	-	6	39
	Scheme Possible Residential Count	3,609	34,909	78,412
	Centralized Count	801	6,505	12,180
	Curb Count	1,495	5,384	14,180
	Neighborhood Delivery and Collection Box Unit Count	140	1,889	4,884
	Other Count	1,136	18,966	40,424
	Facility Box Count	37	2,163	6,725
	Contract Box Count	-	-	-
	Detached Box Count	-	-	-
Non - Personnel Unit Count	-	-	-	
Caller, Remit, Contest, Other Box Count	-	4	19	
<i>Scheme Possible General Delivery Count</i>	-	-	1	
Scheme Drop				
Scheme Drop Business Family Served Count		110	367	480
Scheme Active Business: Residential Mix		-	1	1
Scheme Active Residential: Business Mix		-	-	-

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COMPLETE PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups



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RFULL9

Fern Marketplace

	1 Mile		3 Miles		5 Miles	
Population						
Estimated Population (2016)	6,504		66,016		157,105	
Projected Population (2021)	6,324		64,738		155,306	
Census Population (2010)	6,682		67,714		155,315	
Census Population (2000)	6,452		66,360		155,315	
Projected Annual Growth (2016-2021)	-180	-0.6%	-1,278	-0.4%	-1,798	-0.2%
Historical Annual Growth (2010-2016)	-178	-0.4%	-1,698	-0.4%	1,790	0.2%
Historical Annual Growth (2000-2010)	230	0.4%	1,355	0.2%	-	-
Estimated Population Density (2016)	2,072 <i>psm</i>		2,336 <i>psm</i>		2,001 <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)	2,986		29,392		65,445	
Projected Households (2021)	3,060		30,386		68,842	
Census Households (2010)	2,969		29,309		63,040	
Census Households (2000)	2,738		27,854		61,131	
Projected Annual Growth (2016-2021)	75	0.5%	994	0.7%	3,397	1.0%
Historical Annual Change (2000-2016)	248	0.6%	1,538	0.3%	4,314	0.4%
Average Household Income						
Estimated Average Household Income (2016)	\$103,689		\$77,432		\$66,575	
Projected Average Household Income (2021)	\$125,065		\$90,138		\$76,570	
Census Average Household Income (2010)	\$96,501		\$63,593		\$55,767	
Census Average Household Income (2000)	\$69,786		\$52,133		\$45,312	
Projected Annual Change (2016-2021)	\$21,376	4.1%	\$12,707	3.3%	\$9,994	3.0%
Historical Annual Change (2000-2016)	\$33,903	3.0%	\$25,299	3.0%	\$21,263	2.9%
Median Household Income						
Estimated Median Household Income (2016)	\$77,678		\$54,989		\$49,927	
Projected Median Household Income (2021)	\$86,869		\$60,324		\$54,696	
Census Median Household Income (2010)	\$67,084		\$49,278		\$44,342	
Census Median Household Income (2000)	\$48,070		\$38,766		\$34,799	
Projected Annual Change (2016-2021)	\$9,191	2.4%	\$5,335	1.9%	\$4,769	1.9%
Historical Annual Change (2000-2016)	\$29,609	3.8%	\$16,223	2.6%	\$15,128	2.7%
Per Capita Income						
Estimated Per Capita Income (2016)	\$47,700		\$34,558		\$27,929	
Projected Per Capita Income (2021)	\$60,629		\$42,393		\$34,139	
Census Per Capita Income (2010)	\$42,881		\$27,525		\$22,635	
Census Per Capita Income (2000)	\$29,454		\$21,782		\$17,711	
Projected Annual Change (2016-2021)	\$12,928	5.4%	\$7,835	4.5%	\$6,210	4.4%
Historical Annual Change (2000-2016)	\$18,246	3.9%	\$12,776	3.7%	\$10,218	3.6%
Estimated Average Household Net Worth (2016)	\$773,626		\$494,001		\$398,746	

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COMPLETE PROFILE

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RFULL9

Fern Marketplace

	1 Mile		3 Miles		5 Miles	
Race and Ethnicity						
Total Population (2016)	6,504		66,016		157,105	
White (2016)	4,134	63.6%	37,007	56.1%	76,927	49.0%
Black or African American (2016)	2,044	31.4%	25,368	38.4%	70,714	45.0%
American Indian or Alaska Native (2016)	17	0.3%	245	0.4%	645	0.4%
Asian (2016)	164	2.5%	1,542	2.3%	3,035	1.9%
Hawaiian or Pacific Islander (2016)	5	0.1%	31	-	114	0.1%
Other Race (2016)	36	0.5%	646	1.0%	2,598	1.7%
Two or More Races (2016)	104	1.6%	1,178	1.8%	3,072	2.0%
Population < 18 (2016)	1,213	18.6%	14,891	22.6%	37,875	24.1%
White Not Hispanic	665	54.8%	6,275	42.1%	13,539	35.7%
Black or African American	425	35.0%	7,219	48.5%	20,305	53.6%
Asian	35	2.9%	350	2.4%	664	1.8%
Other Race Not Hispanic	45	3.7%	492	3.3%	1,380	3.6%
Hispanic	44	3.6%	555	3.7%	1,988	5.2%
Not Hispanic or Latino Population (2016)	6,357	97.7%	64,056	97.0%	150,578	95.8%
Not Hispanic White	4,048	63.7%	36,034	56.3%	74,061	49.2%
Not Hispanic Black or African American	2,032	32.0%	25,216	39.4%	70,262	46.7%
Not Hispanic American Indian or Alaska Native	15	0.2%	218	0.3%	547	0.4%
Not Hispanic Asian	163	2.6%	1,529	2.4%	2,994	2.0%
Not Hispanic Hawaiian or Pacific Islander	5	0.1%	30	-	108	0.1%
Not Hispanic Other Race	2	-	55	0.1%	120	0.1%
Not Hispanic Two or More Races	91	1.4%	975	1.5%	2,486	1.7%
Hispanic or Latino Population (2016)	147	2.3%	1,960	3.0%	6,527	4.2%
Hispanic White	87	58.9%	973	49.6%	2,866	43.9%
Hispanic Black or African American	11	7.7%	151	7.7%	452	6.9%
Hispanic American Indian or Alaska Native	2	1.5%	27	1.4%	98	1.5%
Hispanic Asian	-	0.3%	13	0.7%	41	0.6%
Hispanic Hawaiian or Pacific Islander	-	-	1	0.1%	7	0.1%
Hispanic Other Race	33	22.6%	592	30.2%	2,477	38.0%
Hispanic Two or More Races	13	8.9%	203	10.4%	586	9.0%
Not Hispanic or Latino Population (2010)	6,561	98.2%	65,970	97.4%	149,626	96.3%
Hispanic or Latino Population (2010)	121	1.8%	1,744	2.6%	5,689	3.7%
Not Hispanic or Latino Population (2000)	6,386	99.0%	65,323	98.4%	152,326	98.1%
Hispanic or Latino Population (2000)	66	1.0%	1,037	1.6%	2,989	1.9%
Not Hispanic or Latino Population (2021)	6,157	97.4%	62,537	96.6%	147,954	95.3%
Hispanic or Latino Population (2021)	167	2.6%	2,201	3.4%	7,353	4.7%
Projected Annual Growth (2016-2021)	20	2.8%	241	2.5%	826	2.5%
Historical Annual Growth (2000-2010)	55	8.3%	708	6.8%	2,700	9.0%

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RFULL9

Fern Marketplace

	1 Mile		3 Miles		5 Miles	
Total Age Distribution (2016)						
Total Population	6,504		66,016		157,105	
Age Under 5 Years	336	5.2%	4,684	7.1%	11,719	7.5%
Age 5 to 9 Years	342	5.3%	4,195	6.4%	10,618	6.8%
Age 10 to 14 Years	339	5.2%	3,937	6.0%	10,060	6.4%
Age 15 to 19 Years	325	5.0%	3,917	5.9%	9,792	6.2%
Age 20 to 24 Years	372	5.7%	4,989	7.6%	11,689	7.4%
Age 25 to 29 Years	411	6.3%	5,374	8.1%	12,485	7.9%
Age 30 to 34 Years	393	6.0%	4,745	7.2%	11,562	7.4%
Age 35 to 39 Years	319	4.9%	3,909	5.9%	9,664	6.2%
Age 40 to 44 Years	315	4.8%	3,515	5.3%	8,680	5.5%
Age 45 to 49 Years	317	4.9%	3,491	5.3%	8,495	5.4%
Age 50 to 54 Years	416	6.4%	3,937	6.0%	9,342	5.9%
Age 55 to 59 Years	476	7.3%	4,206	6.4%	9,776	6.2%
Age 60 to 64 Years	469	7.2%	4,041	6.1%	9,001	5.7%
Age 65 to 69 Years	416	6.4%	3,185	4.8%	7,272	4.6%
Age 70 to 74 Years	399	6.1%	2,416	3.7%	5,521	3.5%
Age 75 to 79 Years	294	4.5%	1,918	2.9%	4,254	2.7%
Age 80 to 84 Years	274	4.2%	1,648	2.5%	3,349	2.1%
Age 85 Years or Over	290	4.5%	1,907	2.9%	3,827	2.4%
Median Age	45.1		36.5		35.6	
Age 19 Years or Less	1,342	20.6%	16,734	25.3%	42,188	26.9%
Age 20 to 64 Years	3,488	53.6%	38,208	57.9%	90,694	57.7%
Age 65 Years or Over	1,673	25.7%	11,074	16.8%	24,223	15.4%
Female Age Distribution (2016)						
Female Population	3,473	53.4%	35,263	53.4%	82,228	52.3%
Age Under 5 Years	162	4.7%	2,340	6.6%	5,833	7.1%
Age 5 to 9 Years	161	4.6%	2,024	5.7%	5,129	6.2%
Age 10 to 14 Years	161	4.6%	1,920	5.4%	4,865	5.9%
Age 15 to 19 Years	151	4.4%	1,989	5.6%	4,820	5.9%
Age 20 to 24 Years	181	5.2%	2,643	7.5%	5,950	7.2%
Age 25 to 29 Years	223	6.4%	2,754	7.8%	6,369	7.7%
Age 30 to 34 Years	203	5.8%	2,478	7.0%	5,973	7.3%
Age 35 to 39 Years	162	4.7%	2,030	5.8%	5,076	6.2%
Age 40 to 44 Years	167	4.8%	1,847	5.2%	4,505	5.5%
Age 45 to 49 Years	174	5.0%	1,876	5.3%	4,397	5.3%
Age 50 to 54 Years	225	6.5%	2,112	6.0%	4,918	6.0%
Age 55 to 59 Years	254	7.3%	2,330	6.6%	5,221	6.3%
Age 60 to 64 Years	247	7.1%	2,165	6.1%	4,762	5.8%
Age 65 to 69 Years	250	7.2%	1,823	5.2%	4,052	4.9%
Age 70 to 74 Years	229	6.6%	1,433	4.1%	3,211	3.9%
Age 75 to 79 Years	174	5.0%	1,184	3.4%	2,514	3.1%
Age 80 to 84 Years	168	4.8%	1,038	2.9%	2,074	2.5%
Age 85 Years or Over	181	5.2%	1,276	3.6%	2,560	3.1%
Female Median Age	47.5		38.7		37.5	
Age 19 Years or Less	635	18.3%	8,273	23.5%	20,646	25.1%
Age 20 to 64 Years	1,836	52.9%	20,236	57.4%	47,171	57.4%
Age 65 Years or Over	1,001	28.8%	6,753	19.2%	14,411	17.5%

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RFULL9

Fern Marketplace

	1 Mile		3 Miles		5 Miles	
Male Age Distribution (2016)						
Male Population	3,031	46.6%	30,753	46.6%	74,877	47.7%
Age Under 5 Years	173	5.7%	2,345	7.6%	5,886	7.9%
Age 5 to 9 Years	181	6.0%	2,171	7.1%	5,488	7.3%
Age 10 to 14 Years	179	5.9%	2,017	6.6%	5,195	6.9%
Age 15 to 19 Years	173	5.7%	1,928	6.3%	4,973	6.6%
Age 20 to 24 Years	192	6.3%	2,345	7.6%	5,740	7.7%
Age 25 to 29 Years	189	6.2%	2,620	8.5%	6,115	8.2%
Age 30 to 34 Years	190	6.3%	2,267	7.4%	5,589	7.5%
Age 35 to 39 Years	158	5.2%	1,879	6.1%	4,589	6.1%
Age 40 to 44 Years	147	4.9%	1,668	5.4%	4,175	5.6%
Age 45 to 49 Years	144	4.7%	1,615	5.3%	4,097	5.5%
Age 50 to 54 Years	190	6.3%	1,825	5.9%	4,424	5.9%
Age 55 to 59 Years	222	7.3%	1,876	6.1%	4,555	6.1%
Age 60 to 64 Years	221	7.3%	1,876	6.1%	4,239	5.7%
Age 65 to 69 Years	166	5.5%	1,362	4.4%	3,220	4.3%
Age 70 to 74 Years	170	5.6%	984	3.2%	2,309	3.1%
Age 75 to 79 Years	120	4.0%	734	2.4%	1,740	2.3%
Age 80 to 84 Years	106	3.5%	609	2.0%	1,276	1.7%
Age 85 Years or Over	110	3.6%	632	2.1%	1,267	1.7%
Male Median Age	42.3		34.2		33.6	
Age 19 Years or Less	707	23.3%	8,461	27.5%	21,542	28.8%
Age 20 to 64 Years	1,652	54.5%	17,972	58.4%	43,523	58.1%
Age 65 Years or Over	672	22.2%	4,321	14.0%	9,812	13.1%
Males per 100 Females (2016)						
Overall Comparison	87		87		91	
Age Under 5 Years	107	51.6%	100	50.1%	101	50.2%
Age 5 to 9 Years	113	53.0%	107	51.7%	107	51.7%
Age 10 to 14 Years	111	52.7%	105	51.2%	107	51.6%
Age 15 to 19 Years	115	53.4%	97	49.2%	103	50.8%
Age 20 to 24 Years	106	51.4%	89	47.0%	96	49.1%
Age 25 to 29 Years	85	45.9%	95	48.8%	96	49.0%
Age 30 to 34 Years	93	48.3%	92	47.8%	94	48.3%
Age 35 to 39 Years	97	49.3%	93	48.1%	90	47.5%
Age 40 to 44 Years	88	46.9%	90	47.5%	93	48.1%
Age 45 to 49 Years	83	45.3%	86	46.3%	93	48.2%
Age 50 to 54 Years	84	45.7%	86	46.3%	90	47.4%
Age 55 to 59 Years	87	46.6%	81	44.6%	87	46.6%
Age 60 to 64 Years	90	47.2%	87	46.4%	89	47.1%
Age 65 to 69 Years	67	40.0%	75	42.8%	79	44.3%
Age 70 to 74 Years	74	42.6%	69	40.7%	72	41.8%
Age 75 to 79 Years	69	40.9%	62	38.3%	69	40.9%
Age 80 to 84 Years	63	38.6%	59	37.0%	62	38.1%
Age 85 Years or Over	61	37.8%	50	33.1%	50	33.1%
Age 19 Years or Less	111	52.7%	102	50.6%	104	51.1%
Age 20 to 39 Years	95	48.6%	92	47.9%	94	48.5%
Age 40 to 64 Years	87	46.4%	86	46.2%	90	47.4%
Age 65 Years or Over	67	40.2%	64	39.0%	68	40.5%

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RFULL9

Fern Marketplace	1 Mile	3 Miles	5 Miles
Household Type (2016)			
Total Households	2,986	29,392	65,445
Households with Children	668 22.4%	7,992 27.2%	20,211 30.9%
Average Household Size	2.1	2.2	2.3
Household Density per Square Mile	951	1,040	834
Population Family	4,936 75.9%	49,426 74.9%	121,658 77.4%
Population Non-Family	1,424 21.9%	15,219 23.1%	31,300 19.9%
Population Group Quarters	144 2.2%	1,371 2.1%	4,147 2.6%
Family Households	1,740 58.3%	16,441 55.9%	39,162 59.8%
Married Couple Households	1,230 70.7%	9,913 60.3%	22,722 58.0%
Other Family Households	510 29.3%	6,528 39.7%	16,440 42.0%
Family Households with Children	663 38.1%	7,921 48.2%	19,995 51.1%
Married Couple with Children	386 58.2%	3,805 48.0%	9,429 47.2%
Other Family Households with Children	277 41.8%	4,116 52.0%	10,566 52.8%
Family Households No Children	1,077 61.9%	8,520 51.8%	19,167 48.9%
Married Couple No Children	844 78.3%	6,108 71.7%	13,293 69.4%
Other Family Households No Children	233 21.7%	2,412 28.3%	5,874 30.6%
Non-Family Households	1,246 41.7%	12,952 44.1%	26,283 40.2%
Non-Family Households with Children	5 0.4%	71 0.6%	216 0.8%
Non-Family Households No Children	1,240 99.6%	12,880 99.4%	26,067 99.2%
Average Family Household Size	2.8	3.0	3.1
Average Family Income	\$131,516	\$98,853	\$82,139
Median Family Income	\$101,580	\$75,754	\$65,463
Average Non-Family Household Size	1.1	1.2	1.2
Marital Status (2016)			
Population Age 15 Years or Over	5,486	53,199	124,709
Never Married	1,673 30.5%	19,987 37.6%	46,554 37.3%
Currently Married	2,382 43.4%	18,780 35.3%	44,013 35.3%
Previously Married	1,431 26.1%	14,433 27.1%	34,143 27.4%
Separated	213 14.9%	2,853 19.8%	7,666 22.5%
Widowed	442 30.9%	4,324 30.0%	9,377 27.5%
Divorced	776 54.2%	7,256 50.3%	17,099 50.1%
Educational Attainment (2016)			
Adult Population Age 25 Years or Over	4,789	44,293	103,227
Elementary (Grade Level 0 to 8)	187 3.9%	1,440 3.3%	3,734 3.6%
Some High School (Grade Level 9 to 11)	178 3.7%	3,130 7.1%	9,470 9.2%
High School Graduate	1,023 21.4%	11,603 26.2%	31,850 30.9%
Some College	1,083 22.6%	9,982 22.5%	24,021 23.3%
Associate Degree Only	184 3.8%	2,755 6.2%	6,317 6.1%
Bachelor Degree Only	1,242 25.9%	9,074 20.5%	17,312 16.8%
Graduate Degree	892 18.6%	6,310 14.2%	10,524 10.2%
Any College (Some College or Higher)	3,402 71.0%	28,121 63.5%	58,174 56.4%
College Degree + (Bachelor Degree or Higher)	2,134 44.6%	15,384 34.7%	27,836 27.0%

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COMPLETE PROFILE

2000-2010 Census, 2016 Estimates with 2021 Projections

Calculated using Weighted Block Centroid from Block Groups



Lat/Lon: 32.4430/-93.7291

RFULL9

Fern Marketplace		1 Mile		3 Miles		5 Miles	
Housing							
Total Housing Units (2016)		3,220		32,039		71,813	
Total Housing Units (2010)		3,156		31,901		69,300	
Historical Annual Growth (2010-2016)		63	0.3%	137	0.1%	2,514	0.6%
Housing Units Occupied (2016)		2,986		29,392		65,445	
Housing Units Owner-Occupied		1,897	63.5%	16,726	56.9%	37,582	57.4%
Housing Units Renter-Occupied		1,089	36.5%	12,667	43.1%	27,863	42.6%
Housing Units Vacant (2016)		234	7.8%	2,646	9.0%	6,368	9.7%
Household Size (2016)							
Total Households		2,986		29,392		65,445	
1 Person Households		1,096	36.7%	11,055	37.6%	22,245	34.0%
2 Person Households		1,058	35.4%	9,337	31.8%	20,501	31.3%
3 Person Households		401	13.4%	4,078	13.9%	9,916	15.2%
4 Person Households		261	8.7%	2,844	9.7%	7,054	10.8%
5 Person Households		111	3.7%	1,272	4.3%	3,314	5.1%
6 Person Households		37	1.2%	476	1.6%	1,426	2.2%
7 or More Person Households		23	0.8%	331	1.1%	991	1.5%
Household Income Distribution (2016)							
HH Income \$200,000 or More		375	12.6%	2,035	6.9%	2,954	4.5%
HH Income \$150,000 to \$199,999		281	9.4%	1,360	4.6%	2,392	3.7%
HH Income \$125,000 to \$149,999		168	5.6%	1,524	5.2%	2,988	4.6%
HH Income \$100,000 to \$124,999		177	5.9%	2,003	6.8%	4,237	6.5%
HH Income \$75,000 to \$99,999		308	10.3%	2,820	9.6%	6,292	9.6%
HH Income \$50,000 to \$74,999		444	14.9%	4,467	15.2%	10,080	15.4%
HH Income \$35,000 to \$49,999		264	8.8%	3,380	11.5%	8,758	13.4%
HH Income \$25,000 to \$34,999		305	10.2%	3,550	12.1%	8,083	12.4%
HH Income \$15,000 to \$24,999		303	10.2%	3,687	12.5%	8,350	12.8%
HH Income \$10,000 to \$14,999		121	4.0%	1,561	5.3%	4,130	6.3%
HH Income Under \$10,000		241	8.1%	3,005	10.2%	7,181	11.0%
Household Vehicles (2016)							
Households 0 Vehicles Available		172	5.8%	2,803	9.5%	7,202	11.0%
Households 1 Vehicle Available		1,259	42.2%	12,711	43.2%	26,587	40.6%
Households 2 Vehicles Available		1,077	36.1%	9,903	33.7%	22,496	34.4%
Households 3 or More Vehicles Available		479	16.0%	3,975	13.5%	9,161	14.0%
Total Vehicles Available		4,960		45,380		101,543	
Average Vehicles per Household		1.7		1.5		1.6	
Owner-Occupied Household Vehicles		3,637	73.3%	30,139	66.4%	68,822	67.8%
Average Vehicles per Owner-Occupied Household		1.9		1.8		1.8	
Renter-Occupied Household Vehicles		1,324	26.7%	15,240	33.6%	32,720	32.2%
Average Vehicles per Renter-Occupied Household		1.2		1.2		1.2	
Travel Time (2010)							
Worker Base Age 16 years or Over		2,925		30,816		67,708	
Travel to Work in 14 Minutes or Less		1,246	42.6%	13,559	44.0%	26,849	39.7%
Travel to Work in 15 to 29 Minutes		1,305	44.6%	13,336	43.3%	31,273	46.2%
Travel to Work in 30 to 59 Minutes		151	5.2%	2,373	7.7%	6,272	9.3%
Travel to Work in 60 Minutes or More		107	3.6%	912	3.0%	2,004	3.0%
Work at Home		117	4.0%	637	2.1%	1,310	1.9%
Average Minutes Travel to Work		14.7		15.1		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	2,925	30,816	67,708
Drive to Work Alone	2,378 81.3%	25,336 82.2%	54,805 80.9%
Drive to Work in Carpool	248 8.5%	2,389 7.8%	5,985 8.8%
Travel to Work by Public Transportation	87 3.0%	855 2.8%	2,135 3.2%
Drive to Work on Motorcycle	- -	80 0.3%	137 0.2%
Bicycle to Work	1 -	62 0.2%	117 0.2%
Walk to Work	32 1.1%	830 2.7%	1,626 2.4%
Other Means	62 2.1%	628 2.0%	1,592 2.4%
Work at Home	117 4.0%	637 2.1%	1,310 1.9%
Daytime Demographics (2016)			
Total Businesses	602	4,189	9,148
Total Employees	6,837	50,705	119,402
Company Headquarter Businesses	2 0.4%	11 0.3%	28 0.3%
Company Headquarter Employees	654 9.6%	2,331 4.6%	3,757 3.1%
Employee Population per Business	11.4 to 1	12.1 to 1	13.1 to 1
Residential Population per Business	10.8 to 1	15.8 to 1	17.2 to 1
Adj. Daytime Demographics Age 16 Years or Over	9,395	71,869	171,899
Labor Force			
Labor Population Age 16 Years or Over (2016)	5,434	52,550	123,001
Labor Force Total Males (2016)	2,466 45.4%	23,886 45.5%	57,431 46.7%
Male Civilian Employed	1,494 60.6%	15,442 64.6%	34,012 59.2%
Male Civilian Unemployed	48 1.9%	807 3.4%	2,248 3.9%
Males in Armed Forces	34 1.4%	311 1.3%	1,564 2.7%
Males Not in Labor Force	890 36.1%	7,327 30.7%	19,607 34.1%
Labor Force Total Females (2016)	2,967 54.6%	28,663 54.5%	65,570 53.3%
Female Civilian Employed	1,347 45.4%	15,609 54.5%	34,576 52.7%
Female Civilian Unemployed	50 1.7%	737 2.6%	2,040 3.1%
Females in Armed Forces	- -	24 0.1%	352 0.5%
Females Not in Labor Force	1,569 52.9%	12,294 42.9%	28,601 43.6%
Unemployment Rate	1.8%	2.9%	3.5%
Labor Force Growth (2010-2016)	-168 -5.6%	-145 -0.5%	1,147 1.7%
Male Labor Force Growth (2010-2016)	-69 -4.4%	383 2.5%	1,657 5.1%
Female Labor Force Growth (2010-2016)	-99 -6.8%	-529 -3.3%	-510 -1.5%
Occupation (2010)			
Occupation Population Age 16 Years or Over	3,010	31,196	67,441
Occupation Total Males	1,563 51.9%	15,058 48.3%	32,354 48.0%
Occupation Total Females	1,446 48.1%	16,137 51.7%	35,087 52.0%
Management, Business, Financial Operations	448 14.9%	4,066 13.0%	7,518 11.1%
Professional, Related	832 27.6%	7,920 25.4%	14,502 21.5%
Service	559 18.6%	6,580 21.1%	15,617 23.2%
Sales, Office	717 23.8%	7,671 24.6%	16,543 24.5%
Farming, Fishing, Forestry	3 0.1%	41 0.1%	107 0.2%
Construction, Extraction, Maintenance	169 5.6%	2,108 6.8%	5,606 8.3%
Production, Transport, Material Moving	282 9.4%	2,809 9.0%	7,549 11.2%
White Collar Workers	1,997 66.4%	19,657 63.0%	38,562 57.2%
Blue Collar Workers	1,012 33.6%	11,539 37.0%	28,879 42.8%

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RFULL9

Fern Marketplace

	1 Mile		3 Miles		5 Miles	
Units In Structure (2010)						
Total Units	2,969		29,309		63,040	
1 Detached Unit	2,116	71.3%	20,046	68.4%	45,211	71.7%
1 Attached Unit	26	0.9%	1,598	5.5%	2,519	4.0%
2 Units	30	1.0%	577	2.0%	1,499	2.4%
3 to 4 Units	176	5.9%	1,714	5.8%	2,763	4.4%
5 to 9 Units	327	11.0%	2,424	8.3%	4,091	6.5%
10 to 19 Units	127	4.3%	1,128	3.8%	2,217	3.5%
20 to 49 Units	53	1.8%	516	1.8%	921	1.5%
50 or More Units	63	2.1%	727	2.5%	1,826	2.9%
Mobile Home or Trailer	51	1.7%	580	2.0%	1,989	3.2%
Other Structure	-	-	1	-	5	-
Homes Built By Year (2010)						
Homes Built 2005 or later	231	7.8%	1,726	5.9%	4,270	6.8%
Homes Built 2000 to 2004	202	6.8%	1,724	5.9%	3,280	5.2%
Homes Built 1990 to 1999	240	8.1%	2,557	8.7%	5,788	9.2%
Homes Built 1980 to 1989	321	10.8%	3,811	13.0%	7,937	12.6%
Homes Built 1970 to 1979	776	26.1%	5,706	19.5%	11,952	19.0%
Homes Built 1960 to 1969	550	18.5%	4,471	15.3%	10,156	16.1%
Homes Built 1950 to 1959	451	15.2%	5,004	17.1%	10,443	16.6%
Homes Built 1940 to 1949	97	3.3%	2,086	7.1%	4,392	7.0%
Homes Built Before 1939	101	3.4%	2,224	7.6%	4,824	7.7%
Median Age of Homes	39.8 yrs		43.2 yrs		43.0 yrs	
Home Values (2010)						
Owner Specified Housing Units	1,933		16,907		36,053	
Home Values \$1,000,000 or More	15	0.8%	78	0.5%	235	0.7%
Home Values \$750,000 to \$999,999	45	2.3%	137	0.8%	170	0.5%
Home Values \$500,000 to \$749,999	155	8.0%	347	2.0%	520	1.4%
Home Values \$400,000 to \$499,999	73	3.8%	366	2.2%	630	1.7%
Home Values \$300,000 to \$399,999	215	11.1%	1,086	6.4%	1,684	4.7%
Home Values \$250,000 to \$299,999	149	7.7%	1,003	5.9%	1,572	4.4%
Home Values \$200,000 to \$249,999	337	17.5%	1,937	11.5%	3,219	8.9%
Home Values \$175,000 to \$199,999	202	10.4%	1,632	9.7%	2,616	7.3%
Home Values \$150,000 to \$174,999	198	10.3%	2,108	12.5%	4,029	11.2%
Home Values \$125,000 to \$149,999	108	5.6%	1,813	10.7%	3,625	10.1%
Home Values \$100,000 to \$124,999	102	5.3%	1,608	9.5%	3,746	10.4%
Home Values \$90,000 to \$99,999	34	1.8%	610	3.6%	1,811	5.0%
Home Values \$80,000 to \$89,999	30	1.6%	561	3.3%	1,728	4.8%
Home Values \$70,000 to \$79,999	36	1.8%	580	3.4%	1,784	4.9%
Home Values \$60,000 to \$69,999	46	2.4%	501	3.0%	1,541	4.3%
Home Values \$50,000 to \$59,999	56	2.9%	388	2.3%	1,396	3.9%
Home Values \$35,000 to \$49,999	59	3.1%	959	5.7%	2,427	6.7%
Home Values \$25,000 to \$34,999	34	1.7%	494	2.9%	1,333	3.7%
Home Values \$10,000 to \$24,999	25	1.3%	499	3.0%	1,350	3.7%
Home Values Under \$10,000	13	0.7%	201	1.2%	636	1.8%
Owner-Occupied Median Home Value	\$231,279		\$161,966		\$135,698	
Renter-Occupied Median Rent	\$631		\$593		\$570	

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Fern Marketplace

	1 Mile	3 Miles	5 Miles
Total Annual Consumer Expenditure (2016)			
Total Household Expenditure	\$214 M	\$1.71 B	\$3.43 B
Total Non-Retail Expenditure	\$116 M	\$927 M	\$1.85 B
Total Retail Expenditure	\$97.4 M	\$785 M	\$1.58 B
Apparel	\$7.51 M	\$59.7 M	\$119 M
Contributions	\$10.9 M	\$77.0 M	\$147 M
Education	\$8.89 M	\$65.3 M	\$125 M
Entertainment	\$12.1 M	\$95.5 M	\$191 M
Food and Beverages	\$30.4 M	\$250 M	\$507 M
Furnishings and Equipment	\$7.50 M	\$58.3 M	\$115 M
Gifts	\$5.84 M	\$43.3 M	\$83.7 M
Health Care	\$16.5 M	\$137 M	\$280 M
Household Operations	\$6.55 M	\$49.1 M	\$95.8 M
Miscellaneous Expenses	\$3.06 M	\$25.2 M	\$51.0 M
Personal Care	\$2.75 M	\$22.2 M	\$44.5 M
Personal Insurance	\$1.74 M	\$12.8 M	\$24.9 M
Reading	\$480 K	\$3.82 M	\$7.61 M
Shelter	\$44.5 M	\$355 M	\$710 M
Tobacco	\$1.17 M	\$10.5 M	\$21.9 M
Transportation	\$38.7 M	\$318 M	\$645 M
Utilities	\$15.3 M	\$129 M	\$262 M
Monthly Household Consumer Expenditure (2016)			
Total Household Expenditure	\$5,967	\$4,854	\$4,369
Total Non-Retail Expenditure	\$3,250 54.5%	\$2,627 54.1%	\$2,360 54.0%
Total Retail Expenditures	\$2,718 45.5%	\$2,227 45.9%	\$2,009 46.0%
Apparel	\$210 3.5%	\$169 3.5%	\$152 3.5%
Contributions	\$303 5.1%	\$218 4.5%	\$187 4.3%
Education	\$248 4.2%	\$185 3.8%	\$160 3.7%
Entertainment	\$337 5.6%	\$271 5.6%	\$243 5.6%
Food and Beverages	\$848 14.2%	\$709 14.6%	\$646 14.8%
Furnishings and Equipment	\$209 3.5%	\$165 3.4%	\$147 3.4%
Gifts	\$163 2.7%	\$123 2.5%	\$107 2.4%
Health Care	\$460 7.7%	\$390 8.0%	\$356 8.2%
Household Operations	\$183 3.1%	\$139 2.9%	\$122 2.8%
Miscellaneous Expenses	\$85 1.4%	\$72 1.5%	\$65 1.5%
Personal Care	\$77 1.3%	\$63 1.3%	\$57 1.3%
Personal Insurance	\$49 0.8%	\$36 0.7%	\$32 0.7%
Reading	\$13 0.2%	\$11 0.2%	\$10 0.2%
Shelter	\$1,242 20.8%	\$1,006 20.7%	\$903 20.7%
Tobacco	\$33 0.5%	\$30 0.6%	\$28 0.6%
Transportation	\$1,081 18.1%	\$902 18.6%	\$821 18.8%
Utilities	\$426 7.1%	\$365 7.5%	\$334 7.7%

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