



| <b>Summary</b>                       | <b>2000</b> | <b>2006</b>  | <b>2011</b>     |
|--------------------------------------|-------------|--------------|-----------------|
| Population                           | 18,256      | 18,228       | 18,144          |
| Households                           | 6,697       | 6,858        | 6,874           |
| Families                             | 3,648       | 3,596        | 3,511           |
| Owner Occupied Households            | 1,772       | 1,924        | 1,928           |
| Renter Occupied Households           | 4,925       | 4,934        | 4,946           |
| Median Age                           | 27.1        | 28.0         | 28.6            |
|                                      |             |              |                 |
| <b>Trends: 2006-2011 Annual Rate</b> | <b>Area</b> | <b>State</b> | <b>National</b> |
| Population                           | -0.09%      | 0.88%        | 1.30%           |
| Households                           | 0.05%       | 1.09%        | 1.33%           |
| Owner Households                     | 0.04%       | 1.14%        | 1.41%           |
| Median Household Income              | 3.48%       | 3.25%        | 3.32%           |

|                             | <b>2000</b>   |                | <b>2006</b>   |                | <b>2011</b>   |                |
|-----------------------------|---------------|----------------|---------------|----------------|---------------|----------------|
| <b>Households by Income</b> | <b>Number</b> | <b>Percent</b> | <b>Number</b> | <b>Percent</b> | <b>Number</b> | <b>Percent</b> |
| <\$15,000                   | 2,729         | 40.6%          | 2,140         | 31.2%          | 1,851         | 26.9%          |
| \$15,000 - \$24,999         | 1,315         | 19.6%          | 1,363         | 19.9%          | 1,244         | 18.1%          |
| \$25,000 - \$34,999         | 935           | 13.9%          | 869           | 12.7%          | 915           | 13.3%          |
| \$35,000 - \$49,999         | 768           | 11.4%          | 912           | 13.3%          | 901           | 13.1%          |
| \$50,000 - \$74,999         | 580           | 8.6%           | 855           | 12.5%          | 901           | 13.1%          |
| \$75,000 - \$99,999         | 186           | 2.8%           | 357           | 5.2%           | 471           | 6.9%           |
| \$100,000 - \$149,999       | 141           | 2.1%           | 231           | 3.4%           | 377           | 5.5%           |
| \$150,000 - \$199,000       | 25            | 0.4%           | 68            | 1.0%           | 113           | 1.6%           |
| \$200,000+                  | 43            | 0.6%           | 59            | 0.9%           | 99            | 1.4%           |
|                             |               |                |               |                |               |                |
| Median Household Income     | \$19,239      |                | \$24,207      |                | \$28,727      |                |
| Average Household Income    | \$29,045      |                | \$36,959      |                | \$44,508      |                |
| Per Capita Income           | \$10,982      |                | \$14,257      |                | \$17,241      |                |
|                             |               |                |               |                |               |                |
|                             | <b>2000</b>   |                | <b>2006</b>   |                | <b>2011</b>   |                |
| <b>Race and Ethnicity</b>   | <b>Number</b> | <b>Percent</b> | <b>Number</b> | <b>Percent</b> | <b>Number</b> | <b>Percent</b> |
| White Alone                 | 3,423         | 18.8%          | 2,926         | 16.1%          | 2,471         | 13.6%          |
| Black Alone                 | 13,509        | 74.0%          | 13,980        | 76.7%          | 14,344        | 79.1%          |
| American Indian Alone       | 89            | 0.5%           | 74            | 0.4%           | 68            | 0.4%           |
| Asian Alone                 | 106           | 0.6%           | 129           | 0.7%           | 141           | 0.8%           |
| Pacific Islander Alone      | 6             | 0.0%           | 6             | 0.0%           | 2             | 0.0%           |
| Other Alone                 | 752           | 4.1%           | 772           | 4.2%           | 800           | 4.4%           |
| Two or More Races           | 371           | 2.0%           | 341           | 1.9%           | 317           | 1.7%           |
| Hispanic Origin (Any Race)  | 1,531         | 8.4%           | 1,574         | 8.6%           | 1,611         | 8.9%           |

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI Forecasts for 2006 and 2011.

| <b>Goods and Services Expenditures (Annual)</b> |                                    |                       |
|---|------------------------------------|-----------------------|
| <b>Industry</b>                                 | <b>Average Spent per Household</b> | <b>Total for Area</b> |
| Apparel & Services                              | \$1,170.20                         | \$8,025,212           |
| Entertainment & Recreation                      | \$1,653.04                         | \$11,336,565          |
| Food  | \$4,793.42                         | \$32,873,274          |
| Financial                                       | \$5,139.51                         | \$35,246,731          |
| Health  | \$403.70                           | \$2,768,594           |
| Home  | \$6,135.20                         | \$42,073,231          |
| Household Furnishings                           | \$623.52                           | \$4,276,119           |
| Household Operations                            | \$840.48                           | \$5,764,043           |
| Insurance                                       | \$2,120.48                         | \$14,542,303          |
| Transportation                                  | \$4,519.16                         | \$30,992,397          |
| Travel  | \$621.35                           | \$4,261,191           |

Source: Expenditure data are derived from the 2001, 2002, and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI forecasts for 2006 and 2011

| <b>Traffic Profile</b>                           |                      |              |
|--|----------------------|--------------|
| <b>Cross-Streets</b>                             | <b>Year of Count</b> | <b>Count</b> |
| W North Avenue & N Dr. Martin Luther King Drive  | 1998                 | 18,700       |
| W Brown Street & N Dr. Martin Luther King Drive  | 2004                 | 13,500       |
| W Wright Street & N Dr. Martin Luther King Drive | 2004                 | 15,100       |

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