



Client Demographics (DMA)

Project

Title: Client (DMA)
Database: iXPRESS 2009 Supplemental: Discovery Series

Study Area

Title: Client (DMA)
Study Area Type: Designated Market Area (DMA)
Target Area Type: Designated Market Area (DMA)
Number of Target Areas: 14
Number of Rejected Areas: 0

Lifestyle

Description: (DMA)
Dimension: (Ranked: Decreasing)

- Score * 3: Female Age 25-54
- Value: Female Age 25-54
- Score * 2: HHI>\$75,000
- Value: HHI>\$75,000
- Score: Edu>Some College
- Value: Edu>Some College



Client Demographics (DMA)

| Rank | Client (DMA) Designated Market Area (DMA) List | Client (DMA) ↓ | Score * 3: Female Age 25-54 | Value: Female Age 25-54 | Score * 2: HHI>\$75,000 | Value: HHI>\$75,000 | Score: Edu>Some College | Value: Edu>Some College |
|------|---|----------------------|--------------------------------|----------------------------|----------------------------|------------------------|----------------------------|----------------------------|
| 1 | Chicago, IL | 100 | 300 | 2,085,423 | 200 | 1,341,815 | 100 | 3,531,682 |
| 2 | San Francisco-Oakland-San Jose, CA | 89 | 257 | 1,513,567 | 186 | 1,279,074 | 93 | 3,176,404 |
| 3 | Philadelphia, PA | 86 | 279 | 1,645,135 | 157 | 1,115,491 | 79 | 2,605,327 |
| 4 | Washington, DC (Hagerstown, MD) | 75 | 193 | 1,393,658 | 171 | 1,213,985 | 86 | 2,605,694 |
| 5 | Dallas-Ft. Worth, TX | 71 | 236 | 1,512,476 | 129 | 860,980 | 64 | 2,533,516 |
| 6 | Boston (Manchester), MA-NH | 64 | 171 | 1,360,548 | 143 | 1,057,653 | 71 | 2,541,585 |
| 7 | Atlanta, GA | 64 | 214 | 1,463,451 | 114 | 811,450 | 57 | 2,323,725 |
| 8 | Detroit, MI | 45 | 150 | 1,060,268 | 86 | 641,520 | 36 | 1,818,868 |
| 9 | Seattle-Tacoma, WA | 43 | 107 | 1,026,375 | 100 | 706,478 | 50 | 2,077,857 |
| 10 | Phoenix (Prescott), AZ | 38 | 129 | 1,037,153 | 57 | 597,085 | 43 | 1,880,803 |
| 11 | Minneapolis-St. Paul, MN | 31 | 86 | 947,765 | 71 | 640,458 | 29 | 1,783,776 |
| 12 | Tampa-St.Petersburg (Sarasota), FL | 21 | 64 | 848,898 | 43 | 477,274 | 21 | 1,547,700 |
| 13 | Cleveland-Akron (Canton), OH | 12 | 43 | 796,234 | 14 | 414,582 | 14 | 1,242,037 |
| 14 | San Diego, CA | 10 | 21 | 644,554 | 29 | 443,837 | 7 | 1,237,653 |

| | | | | | | | | |
|----------|------------|---|--|------------|--|------------|--|------------|
| Accepted | 14 Targets | 0 | | 17,335,505 | | 11,601,682 | | 30,906,627 |
| Rejected | 0 Targets | 0 | | 0 | | 0 | | 0 |
| Total | 14 Targets | 0 | | 17,335,505 | | 11,601,682 | | 30,906,627 |

Client Demographics (DMA List)





Dallas-Ft. Worth, TX Client (DMA)

Project

Title: Client (DMA)
Database: iXPRESS 2009 Supplemental: Discovery Series

Study Area

Title: Dallas-Ft. Worth, TX
Study Area Type: Designated Market Area (DMA)
Target Area Type: ZIP code
Number of Target Areas: 399
Number of Rejected Areas: 0

Lifestyle

Description: Client (DMA)
Dimension: -(Ranked: Decreasing]

- Score * 3: Female Age 25-54
- Value: Female Age 25-54
- Score * 2: HHI>\$75,000
- Value: HHI>\$75,000
- Score: Edu>Some College
- Value: Edu>Some College



Dallas-Ft. Worth, TX Client (DMA)

| Rank | Dallas-Ft. Worth, TX ZIP code List | Client (DMA) | Score * 3: Female Age 25-54 | Value: Female Age 25-54 | Score * 2: HHI>\$75,000 | Value: HHI>\$75,000 | Score: Edu>Some College | Value: Edu>Some College |
|------|---------------------------------------|-----------------|--------------------------------|----------------------------|----------------------------|------------------------|----------------------------|----------------------------|
| 1 | 75070 McKinney | 100 | 298 | 16,850 | 200 | 17,394 | 100 | 37,758 |
| 2 | 76248 Keller | 99 | 297 | 16,309 | 199 | 15,094 | 99 | 30,241 |
| 3 | 75052 Grand Prairie | 99 | 300 | 19,409 | 196 | 11,127 | 99 | 30,871 |
| 4 | 75034 Frisco | 99 | 296 | 15,772 | 199 | 13,711 | 98 | 29,162 |
| 5 | 75002 Allen | 99 | 295 | 15,625 | 197 | 13,420 | 99 | 33,313 |
| 6 | 75067 Lewisville | 98 | 299 | 17,410 | 193 | 9,649 | 98 | 29,848 |
| 7 | 75287 Dallas | 98 | 298 | 16,819 | 191 | 8,581 | 100 | 34,260 |
| 8 | 75035 Frisco | 98 | 292 | 14,186 | 197 | 13,167 | 97 | 28,965 |
| 9 | 75093 Plano | 98 | 289 | 13,064 | 198 | 13,606 | 99 | 31,538 |
| 10 | 75025 Plano | 98 | 289 | 13,426 | 198 | 13,459 | 98 | 29,916 |
| 11 | 76137 Fort Worth | 98 | 293 | 14,597 | 195 | 10,763 | 97 | 26,291 |
| 12 | 76180 North Richland Hills | 97 | 290 | 13,924 | 195 | 10,133 | 97 | 27,535 |
| 13 | 75007 Carrollton | 96 | 288 | 12,945 | 194 | 9,745 | 96 | 26,026 |
| 14 | 75028 Flower Mound | 96 | 283 | 11,671 | 196 | 11,777 | 96 | 24,360 |
| 15 | 76051 Grapevine | 95 | 282 | 11,272 | 194 | 9,746 | 96 | 23,930 |
| 16 | 75243 Dallas | 95 | 295 | 15,117 | 179 | 5,642 | 98 | 28,992 |
| 17 | 75023 Plano | 95 | 280 | 11,111 | 192 | 9,222 | 97 | 26,400 |
| 18 | 76028 Burleson | 94 | 284 | 12,176 | 189 | 7,632 | 93 | 19,562 |
| 19 | 75043 Garland | 94 | 286 | 12,452 | 182 | 6,175 | 95 | 21,441 |
| 20 | 76017 Arlington | 93 | 275 | 10,554 | 188 | 7,612 | 95 | 21,231 |
| 21 | 75115 Desoto | 93 | 278 | 10,840 | 184 | 6,411 | 94 | 20,929 |
| 22 | 75056 The Colony | 93 | 274 | 10,491 | 191 | 8,412 | 91 | 18,840 |
| 23 | 76063 Mansfield | 93 | 273 | 10,253 | 190 | 8,192 | 92 | 18,959 |
| 24 | 75150 Mesquite | 93 | 287 | 12,575 | 174 | 5,255 | 94 | 20,492 |
| 25 | 75063 Irving | 92 | 269 | 9,612 | 187 | 7,409 | 94 | 21,157 |
| 26 | 75077 Lewisville | 92 | 265 | 9,086 | 193 | 9,350 | 93 | 19,922 |
| 27 | 75019 Coppell | 92 | 265 | 9,119 | 192 | 9,127 | 93 | 20,065 |
| 28 | 75006 Carrollton | 92 | 277 | 10,791 | 180 | 5,998 | 92 | 19,226 |
| 29 | 75104 Cedar Hill | 92 | 276 | 10,780 | 183 | 6,232 | 91 | 18,331 |
| 30 | 75040 Garland | 92 | 283 | 11,751 | 178 | 5,573 | 88 | 16,507 |
| 31 | 75149 Mesquite | 91 | 285 | 12,233 | 175 | 5,338 | 87 | 15,695 |
| 32 | 75098 Wylie | 91 | 271 | 9,711 | 186 | 6,710 | 89 | 17,131 |
| 33 | 76210 Denton | 91 | 266 | 9,189 | 189 | 7,947 | 90 | 17,529 |
| 34 | 76133 Fort Worth | 91 | 277 | 10,782 | 173 | 5,214 | 95 | 21,609 |
| 35 | 76116 Fort Worth | 91 | 280 | 11,076 | 170 | 4,977 | 93 | 19,797 |
| 36 | 75228 Dallas | 90 | 292 | 14,101 | 158 | 3,559 | 90 | 18,082 |
| 37 | 75024 Plano | 90 | 258 | 8,396 | 190 | 8,077 | 92 | 18,953 |
| 38 | 75248 Dallas | 90 | 255 | 7,768 | 188 | 7,616 | 95 | 21,822 |
| 39 | 75044 Garland | 90 | 262 | 8,950 | 186 | 6,494 | 91 | 18,119 |
| 40 | 75080 Richardson | 90 | 261 | 8,890 | 181 | 6,053 | 96 | 22,351 |
| 41 | 75206 Dallas | 89 | 268 | 9,568 | 174 | 5,288 | 94 | 20,190 |
| 42 | 76021 Bedford | 89 | 259 | 8,475 | 185 | 6,417 | 91 | 18,915 |
| 43 | 75074 Plano | 89 | 268 | 9,379 | 176 | 5,405 | 89 | 16,886 |
| 44 | 75075 Plano | 89 | 253 | 7,401 | 185 | 6,462 | 92 | 19,214 |
| 45 | 75231 Dallas | 88 | 286 | 12,396 | 154 | 3,370 | 90 | 17,901 |

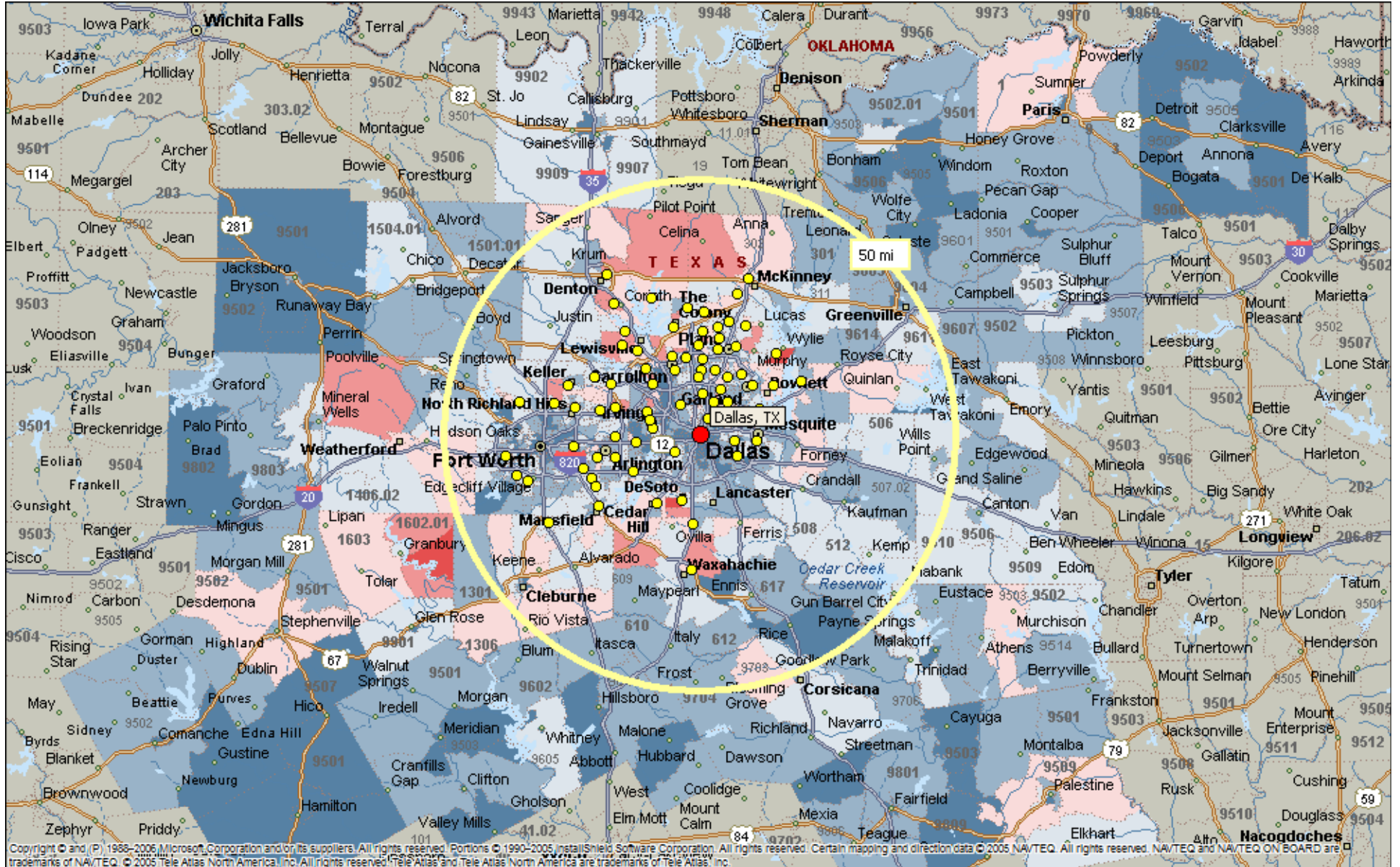


Dallas-Ft. Worth, TX Client (DMA)

| Rank | Dallas-Ft. Worth, TX ZIP code List | Client (DMA) | Score * 3: Female Age 25-54 | Value: Female Age 25-54 | Score * 2: HHI>\$75,000 | Value: HHI>\$75,000 | Score: Edu>Some College | Value: Edu>Some College |
|------|---------------------------------------|-----------------|--------------------------------|----------------------------|----------------------------|------------------------|----------------------------|----------------------------|
| 46 | 75214 Dallas | 88 | 256 | 8,085 | 181 | 6,089 | 89 | 17,152 |
| 47 | 76179 Fort Worth | 87 | 262 | 9,002 | 176 | 5,387 | 86 | 14,796 |
| 48 | 76039 Euless | 87 | 259 | 8,713 | 172 | 5,106 | 89 | 16,577 |
| 49 | 75081 Richardson | 86 | 254 | 7,745 | 173 | 5,229 | 90 | 18,083 |
| 50 | 76016 Arlington | 86 | 247 | 7,014 | 183 | 6,212 | 88 | 16,197 |
| 51 | 75050 Grand Prairie | 86 | 271 | 9,959 | 158 | 3,594 | 85 | 13,864 |
| 52 | 75061 Irving | 86 | 279 | 10,885 | 151 | 3,148 | 85 | 13,747 |
| 53 | 75013 Allen | 85 | 238 | 6,605 | 187 | 7,049 | 86 | 14,827 |
| 54 | 75211 Dallas | 85 | 291 | 13,983 | 150 | 3,102 | 70 | 8,016 |
| 55 | 75217 Dallas | 85 | 294 | 14,600 | 140 | 2,404 | 75 | 9,480 |
| 56 | 75252 Dallas | 85 | 243 | 6,736 | 178 | 5,549 | 88 | 16,220 |
| 57 | 76112 Fort Worth | 84 | 270 | 9,673 | 150 | 3,123 | 86 | 14,715 |
| 58 | 76132 Fort Worth | 84 | 250 | 7,204 | 166 | 4,305 | 88 | 16,275 |
| 59 | 75062 Irving | 84 | 260 | 8,839 | 157 | 3,492 | 87 | 15,784 |
| 60 | 75087 Rockwall | 84 | 242 | 6,675 | 177 | 5,466 | 84 | 13,299 |
| 61 | 75165 Waxahachie | 84 | 257 | 8,181 | 163 | 4,004 | 81 | 12,009 |
| 62 | 75154 Red Oak | 84 | 256 | 7,895 | 164 | 4,047 | 81 | 11,722 |
| 63 | 76001 Arlington | 83 | 244 | 6,741 | 169 | 4,827 | 82 | 12,370 |
| 64 | 75060 Irving | 82 | 263 | 9,014 | 152 | 3,222 | 78 | 10,532 |
| 65 | 75227 Dallas | 82 | 281 | 11,208 | 135 | 2,180 | 76 | 10,131 |
| 66 | 76013 Arlington | 82 | 244 | 6,803 | 161 | 3,816 | 87 | 15,305 |
| 67 | 75089 Rowlett | 82 | 239 | 6,613 | 171 | 5,033 | 82 | 12,209 |
| 68 | 76006 Arlington | 82 | 246 | 6,897 | 159 | 3,597 | 86 | 14,305 |
| 69 | 75071 McKinney | 82 | 235 | 6,335 | 172 | 5,143 | 83 | 13,046 |
| 70 | 75220 Dallas | 81 | 272 | 10,090 | 146 | 2,859 | 68 | 7,713 |
| 71 | 76209 Denton | 81 | 252 | 7,342 | 153 | 3,239 | 81 | 11,867 |
| 72 | 75238 Dallas | 80 | 236 | 6,469 | 162 | 3,895 | 84 | 13,520 |
| 73 | 75254 Dallas | 80 | 235 | 6,409 | 160 | 3,696 | 85 | 14,019 |
| 74 | 76010 Arlington | 80 | 274 | 10,529 | 129 | 1,808 | 77 | 10,432 |
| 75 | 75068 Little Elm | 80 | 237 | 6,550 | 168 | 4,673 | 76 | 9,796 |
| 76 | 76092 Southlake | 80 | 214 | 5,315 | 184 | 6,263 | 82 | 12,394 |

| | | | | | |
|----------|-------------|---|-----------|---------|-----------|
| Accepted | 399 Targets | 0 | 1,511,270 | 860,307 | 2,531,703 |
| Rejected | 0 Targets | 0 | 0 | 0 | 0 |
| Total | 399 Targets | 0 | 1,511,270 | 860,307 | 2,531,703 |

Dallas-Ft. Worth, TX



EXECUTIVE SUMMARY

Study Area: Dallas-Ft. Worth, TX

Benchmark: The United States



Population

- The population in this area is estimated to change from 5,755,588 to 6,992,505, resulting in a growth of 21.5% between the year 2000 and the current year. Over the next five years, the population is projected to grow by 10.4%.

The Population in The United States is estimated to change from 281,421,906 to 306,624,699, resulting in a growth of 9.0% between 2000 and the current year. Over the next five years, the population is expected to grow by 5.1%

- The current year median age for this population is 33.9, and the average age is 34.8. Five years from now, the median age is projected to be 35.1.

The current year median age for The United States is 36.9, while the average age is 37.6. Five years from now, the median age is projected to be 37.7

- Of this area's current year population:
 - 66.4% are White alone, 13.6% are Black or African American alone, 0.7% are American Indian or Alaska Native alone, 4.3% are Asian alone, 0.1% are Native Hawaiian or other Pacific Islander alone, 12.1% are Some Other Race, and 2.9% are Two or More Races

For The United States:

72.5% are White alone, 12.5% are Black or African American alone, 0.9% are American Indian or Alaska Native alone, 4.4% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 6.7% are Some Other Race, and 2.9% are Two or More Races

- This area's current estimated Hispanic or Latino population is 26.3%, while The United States current estimated Hispanic or Latino population is 15.5%.



Households

- The number of households in this area is estimated to change from 2,102,776 to 2,510,868, resulting in an increase of 19.4% between 2000 and the current year. Over the next five years, the number is expected to increase by 9.9%.

The number of households in The United States is estimated to change from 105,480,101 to 115,306,103, resulting in an increase of 9.3% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.2%.



Household Income

- The average household income is estimated to be \$73,804 for the current year, while the average household income for The United States is estimated to be \$69,376 for the same time frame

The average household income in this area is projected to increase 9.0% over the next five years, from \$73,804 to \$80,418. The United States is projected to have a 10.3% increase in average household income.

- The current year estimated per capita income for this area is \$26,729, compared to an estimate of \$26,410 for The United States as a whole.



Employment

- For this area, 75.4% of the population is estimated to be age 16 and over for the current year. The employment status of this labor force is as follows:
 - 0.1% are in the armed forces, 65.7% are employed civilians, 3.2% are unemployed civilians, 31.0% are not in the labor force.

For The United States, 78.5% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.6% are not in the labor force.

- For this area, 49.5% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
22.4% have occupation type blue collar, 64.8% are white collar, and 12.9% are service & farm workers.

For The United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.8% have occupation type blue collar, 60.2% are white collar, and 16.0% are service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
16.4% are in "Management, Business and Financial Operations", 20.1% are in "Professional and Related Occupations", 12.3% are in "Service", and 28.5% are in "Sales and Office".
0.3% are in "Farming, Forestry and Fishing", 9.9% are in "Construction, Extraction, and Maintenance", and 12.4% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in The United States, it is estimated that they are employed in the following occupational categories:
13.8% are in "Management, Business and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.6% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Forestry and Fishing", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".

Educational Attainment



- Currently, it is estimated that 8.6% of the population over 25 in this area had earned a Masters. Professional, or Doctorate Degree and 19.4% had earned a Bachelor's Degree.

In comparison, for The United States, it is estimated that 8.9% of the population over 25 in this area had earned a Masters. Professional, or Doctorate Degree and 15.8% had earned a Bachelor's Degree.

Dwellings



- Most of the dwellings (63.5%) in this area are estimated to be Owner Occupied for the current year. For the entire country, the majority of housing units are Owner Occupied.
- The majority of dwellings in this area (62.4%) are estimated to be "detached single units" for the current year. In The United States, the majority of dwellings are estimated to be "detached single units".

- The majority of housing units in this area (22.8%) are estimated to have been built between 1999 and March 2008 for the current year. Most of the housing units in The United States (16.2%) are estimated to have been built between 1970 and 1979 for the current year.



Seattle-Tacoma, WA Client (DMA)

Project

Title: Client (DMA)
Database: iXPRESS 2009 Supplemental: Discovery Series

Study Area

Title: Seattle-Tacoma, WA
Study Area Type: Designated Market Area (DMA)
Target Area Type: ZIP code
Number of Target Areas: 311
Number of Rejected Areas: 0

Lifestyle

Description: Cleint (DMA)
Dimension: -(Ranked: Decreasing]

- Score * 3: Female Age 25-54
- Value: Female Age 25-54
- Score * 2: HHI>\$75,000
- Value: HHI>\$75,000
- Score: Edu>Some College
- Value: Edu>Some College



Seattle-Tacoma, WA Client (DMA)

| Rank | Seattle-Tacoma, WA ZIP code List | Client (DMA) | Score * 3: Female Age 25-54 | Value: Female Age 25-54 | Score * 2: HHI>\$75,000 | Value: HHI>\$75,000 | Score: Edu>Some College | Value: Edu>Some College |
|------|-------------------------------------|-----------------|--------------------------------|----------------------------|----------------------------|------------------------|----------------------------|----------------------------|
| 1 | 98052 Redmond | 100 | 299 | 12,629 | 200 | 13,244 | 100 | 31,978 |
| 2 | 98103 Seattle | 100 | 300 | 13,424 | 197 | 8,821 | 100 | 30,621 |
| 3 | 98012 Bothell | 99 | 297 | 11,634 | 199 | 10,045 | 99 | 24,428 |
| 4 | 98115 Seattle | 99 | 296 | 11,430 | 199 | 9,858 | 99 | 30,223 |
| 5 | 98208 Everett | 99 | 298 | 11,738 | 196 | 8,508 | 98 | 21,551 |
| 6 | 98034 Kirkland | 98 | 292 | 9,590 | 195 | 8,282 | 98 | 22,021 |
| 7 | 98023 Federal Way | 97 | 294 | 10,377 | 193 | 7,409 | 97 | 20,481 |
| 8 | 98391 Bonney Lake | 97 | 295 | 10,385 | 195 | 8,368 | 92 | 16,463 |
| 9 | 98042 Kent | 96 | 287 | 9,241 | 194 | 8,107 | 95 | 17,872 |
| 10 | 98006 Bellevue | 96 | 277 | 7,978 | 198 | 9,110 | 98 | 22,223 |
| 11 | 98133 Seattle | 95 | 293 | 10,131 | 181 | 5,531 | 99 | 22,405 |
| 12 | 98058 Renton | 95 | 283 | 8,675 | 194 | 7,460 | 95 | 18,291 |
| 13 | 98270 Marysville | 95 | 290 | 9,367 | 187 | 6,178 | 92 | 16,557 |
| 14 | 98026 Edmonds | 95 | 281 | 8,424 | 192 | 6,768 | 96 | 19,004 |
| 15 | 98223 Arlington | 94 | 286 | 9,157 | 190 | 6,265 | 90 | 15,215 |
| 16 | 98033 Kirkland | 94 | 272 | 7,795 | 197 | 8,654 | 96 | 19,834 |
| 17 | 98117 Seattle | 94 | 276 | 7,971 | 191 | 6,474 | 95 | 18,009 |
| 18 | 98125 Seattle | 93 | 285 | 9,133 | 177 | 5,253 | 97 | 20,769 |
| 19 | 98118 Seattle | 93 | 291 | 9,382 | 176 | 5,151 | 91 | 15,465 |
| 20 | 98387 Spanaway | 93 | 289 | 9,350 | 183 | 5,659 | 85 | 13,438 |
| 21 | 98501 Olympia | 92 | 279 | 8,184 | 180 | 5,458 | 94 | 17,696 |
| 22 | 98374 Puyallup | 92 | 278 | 8,126 | 185 | 6,105 | 86 | 14,018 |
| 23 | 98092 Auburn | 91 | 267 | 7,583 | 192 | 6,736 | 89 | 14,792 |
| 24 | 98503 Lacey | 91 | 282 | 8,614 | 171 | 4,837 | 95 | 17,980 |
| 25 | 98105 Seattle | 91 | 271 | 7,704 | 179 | 5,397 | 97 | 20,276 |
| 26 | 98003 Federal Way | 91 | 288 | 9,348 | 167 | 4,496 | 92 | 16,387 |
| 27 | 98155 Seattle | 90 | 268 | 7,621 | 181 | 5,571 | 93 | 16,935 |
| 28 | 98031 Kent | 90 | 273 | 7,845 | 182 | 5,629 | 86 | 14,046 |
| 29 | 98059 Renton | 90 | 260 | 7,015 | 189 | 6,221 | 89 | 14,755 |
| 30 | 98290 Snohomish | 90 | 266 | 7,358 | 188 | 6,179 | 84 | 13,168 |
| 31 | 98277 Oak Harbor | 89 | 280 | 8,312 | 161 | 4,256 | 93 | 16,756 |
| 32 | 98225 Bellingham | 88 | 286 | 9,173 | 147 | 3,613 | 96 | 18,859 |
| 33 | 98011 Bothell | 88 | 257 | 6,843 | 183 | 5,796 | 89 | 15,012 |
| 34 | 98036 Lynnwood | 88 | 269 | 7,638 | 172 | 4,941 | 87 | 14,263 |
| 35 | 98122 Seattle | 88 | 274 | 7,898 | 160 | 4,233 | 94 | 17,213 |
| 36 | 98203 Everett | 88 | 265 | 7,230 | 176 | 5,073 | 87 | 14,070 |
| 37 | 98226 Bellingham | 87 | 275 | 7,913 | 158 | 4,122 | 91 | 15,293 |
| 38 | 98056 Renton | 87 | 259 | 6,972 | 178 | 5,333 | 85 | 13,860 |
| 39 | 98038 Maple Valley | 86 | 249 | 6,338 | 186 | 6,116 | 81 | 12,901 |
| 40 | 98801 Wenatchee | 85 | 270 | 7,693 | 155 | 4,024 | 88 | 14,399 |
| 41 | 98513 Olympia | 85 | 258 | 6,859 | 170 | 4,835 | 85 | 13,438 |
| 42 | 98198 Seattle | 85 | 261 | 7,088 | 163 | 4,429 | 86 | 13,887 |
| 43 | 98502 Olympia | 85 | 253 | 6,538 | 165 | 4,485 | 91 | 15,483 |
| 44 | 98027 Issaquah | 85 | 236 | 5,926 | 184 | 5,908 | 88 | 14,648 |
| 45 | 98004 Bellevue | 83 | 216 | 5,224 | 190 | 6,391 | 94 | 17,342 |

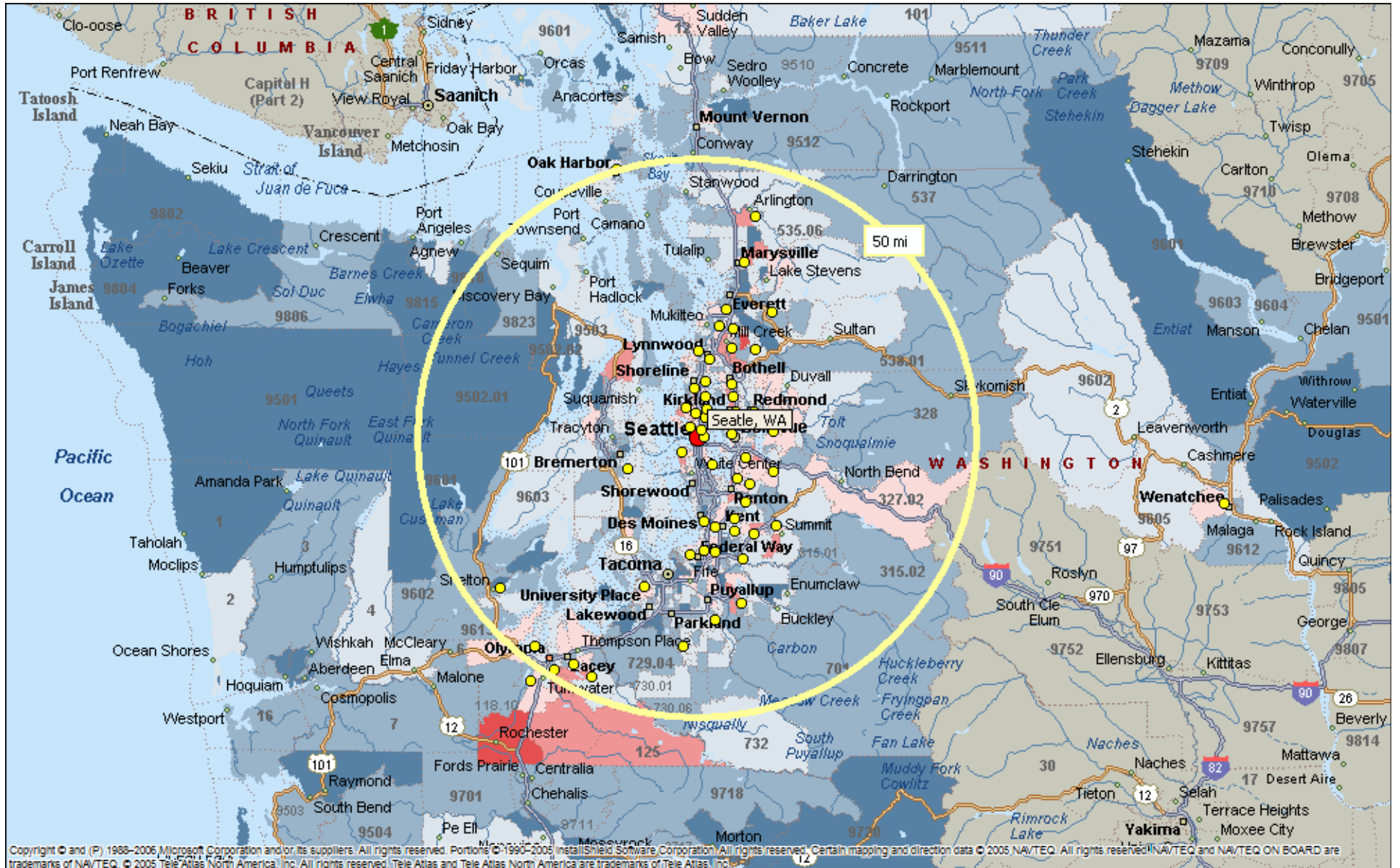


Seattle-Tacoma, WA Client (DMA)

| Rank | Seattle-Tacoma, WA ZIP code List | Client (DMA) ↓ | Score * 3: Female Age 25-54 | Value: Female Age 25-54 | Score * 2: HHI>\$75,000 | Value: HHI>\$75,000 | Score: Edu>Some College | Value: Edu>Some College |
|------|-------------------------------------|----------------------|--------------------------------|----------------------------|----------------------------|------------------------|----------------------------|----------------------------|
| 46 | 98102 Seattle | 83 | 248 | 6,318 | 157 | 4,111 | 93 | 16,808 |
| 47 | 98119 Seattle | 83 | 241 | 6,006 | 168 | 4,580 | 88 | 14,446 |
| 48 | 98296 Snohomish | 82 | 232 | 5,794 | 185 | 6,078 | 78 | 11,774 |
| 49 | 98229 Bellingham | 82 | 252 | 6,533 | 152 | 3,873 | 90 | 15,070 |
| 50 | 98366 Port Orchard | 82 | 259 | 6,874 | 150 | 3,747 | 82 | 13,052 |
| 51 | 98001 Auburn | 82 | 244 | 6,119 | 170 | 4,770 | 76 | 11,507 |
| 52 | 98074 Sammamish | 82 | 219 | 5,331 | 188 | 6,187 | 82 | 13,052 |
| 53 | 98204 Everett | 81 | 284 | 8,694 | 121 | 2,597 | 81 | 12,878 |
| 54 | 98584 Shelton | 80 | 264 | 7,193 | 140 | 3,285 | 79 | 12,413 |
| 55 | 98512 Olympia | 80 | 238 | 5,951 | 163 | 4,338 | 81 | 12,840 |
| 56 | 98116 Seattle | 80 | 220 | 5,365 | 179 | 5,345 | 83 | 13,117 |
| 57 | 98030 Kent | 80 | 262 | 7,128 | 141 | 3,306 | 78 | 11,857 |
| 58 | 98466 Tacoma | 80 | 243 | 6,090 | 153 | 3,965 | 83 | 13,071 |

| | | | | | | | | |
|----------|-------------|---|--|-----------|--|---------|--|-----------|
| Accepted | 311 Targets | 0 | | 1,026,367 | | 706,465 | | 2,077,871 |
| Rejected | 0 Targets | 0 | | 0 | | 0 | | 0 |
| Total | 311 Targets | 0 | | 1,026,367 | | 706,465 | | 2,077,871 |

Seattle-Tacoma, WA



EXECUTIVE SUMMARY

Study Area: Seattle-Tacoma, WA

Benchmark: The United States



Population

- The population in this area is estimated to change from 4,234,547 to 4,713,086, resulting in a growth of 11.3% between the year 2000 and the current year. Over the next five years, the population is projected to grow by 6.1%.

The Population in The United States is estimated to change from 281,421,906 to 306,624,699, resulting in a growth of 9.0% between 2000 and the current year. Over the next five years, the population is expected to grow by 5.1%

- The current year median age for this population is 38.2, and the average age is 38.2. Five years from now, the median age is projected to be 39.7.

The current year median age for The United States is 36.9, while the average age is 37.6. Five years from now, the median age is projected to be 37.7

- Of this area's current year population:
 - 77.6% are White alone, 4.2% are Black or African American alone, 1.4% are American Indian or Alaska Native alone, 8.4% are Asian alone, 0.5% are Native Hawaiian or other Pacific Islander alone, 3.4% are Some Other Race, and 4.5% are Two or More Races

For The United States:

72.5% are White alone, 12.5% are Black or African American alone, 0.9% are American Indian or Alaska Native alone, 4.4% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 6.7% are Some Other Race, and 2.9% are Two or More Races

- This area's current estimated Hispanic or Latino population is 7.7%, while The United States current estimated Hispanic or Latino population is 15.5%.



Households

- The number of households in this area is estimated to change from 1,658,851 to 1,856,154, resulting in an increase of 11.9% between 2000 and the current year. Over the next five years, the number is expected to increase by 6.4%.

The number of households in The United States is estimated to change from 105,480,101 to 115,306,103, resulting in an increase of 9.3% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.2%.



Household Income

- The average household income is estimated to be \$77,038 for the current year, while the average household income for The United States is estimated to be \$69,376 for the same time frame

The average household income in this area is projected to increase 11.0% over the next five years, from \$77,038 to \$85,515. The United States is projected to have a 10.3% increase in average household income.

- The current year estimated per capita income for this area is \$30,674, compared to an estimate of \$26,410 for The United States as a whole.



Employment

- For this area, 79.9% of the population is estimated to be age 16 and over for the current year. The employment status of this labor force is as follows:
 - 1.3% are in the armed forces, 62.6% are employed civilians, 3.6% are unemployed civilians, 32.5% are not in the labor force.

For The United States, 78.5% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.6% are not in the labor force.

- For this area, 50.0% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
- 21.5% have occupation type blue collar, 62.9% are white collar, and 15.6% are service & farm workers.

For The United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.8% have occupation type blue collar, 60.2% are white collar, and 16.0% are service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
14.9% are in "Management, Business and Financial Operations", 22.1% are in "Professional and Related Occupations", 14.4% are in "Service", and 26.1% are in "Sales and Office".
0.9% are in "Farming, Forestry and Fishing", 9.5% are in "Construction, Extraction, and Maintenance", and 12.0% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in The United States, it is estimated that they are employed in the following occupational categories:
13.8% are in "Management, Business and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.6% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Forestry and Fishing", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".

Educational Attainment



- Currently, it is estimated that 9.9% of the population over 25 in this area had earned a Masters. Professional, or Doctorate Degree and 20.1% had earned a Bachelor's Degree.

In comparison, for The United States, it is estimated that 8.9% of the population over 25 in this area had earned a Masters. Professional, or Doctorate Degree and 15.8% had earned a Bachelor's Degree.

Dwellings



- Most of the dwellings (64.3%) in this area are estimated to be Owner Occupied for the current year. For the entire country, the majority of housing units are Owner Occupied.
- The majority of dwellings in this area (61.3%) are estimated to be "detached single units" for the current year. In The United States, the majority of dwellings are estimated to be "detached single units".

- The majority of housing units in this area (16.7%) are estimated to have been built between 1970 and 1979 for the current year. Most of the housing units in The United States (16.2%) are estimated to have been built between 1970 and 1979 for the current year.



Phoenix (Prescott), AZ Client (DMA)

Project

Title: Client (DMA)
Database: iXPRESS 2009 Supplemental: Discovery Series

Study Area

Title: Phoenix (Prescott), AZ
Study Area Type: Designated Market Area (DMA)
Target Area Type: ZIP code
Number of Target Areas: 249
Number of Rejected Areas: 0

Lifestyle

Description: Client (DMA)
Dimension: -(Ranked: Decreasing]

- Score * 3: Female Age 25-54
- Value: Female Age 25-54
- Score * 2: HHI>\$75,000
- Value: HHI>\$75,000
- Score: Edu>Some College
- Value: Edu>Some College



Phoenix (Prescott), AZ Client (DMA)

| Rank | Phoenix (Prescott), AZ ZIP code List | Client (DMA) | Score * 3: Female Age 25-54 | Value: Female Age 25-54 | Score * 2: HHI>\$75,000 | Value: HHI>\$75,000 | Score: Edu>Some College | Value: Edu>Some College |
|------|---|-----------------|--------------------------------|----------------------------|----------------------------|------------------------|----------------------------|----------------------------|
| 1 | 85308 Glendale | 100 | 299 | 17,607 | 200 | 13,957 | 100 | 35,449 |
| 2 | 85225 Chandler | 99 | 300 | 17,652 | 195 | 9,266 | 98 | 26,731 |
| 3 | 85234 Gilbert | 99 | 296 | 14,773 | 197 | 10,814 | 99 | 29,112 |
| 4 | 85233 Gilbert | 99 | 294 | 13,642 | 199 | 11,540 | 98 | 27,260 |
| 5 | 85032 Phoenix | 98 | 298 | 16,553 | 191 | 8,112 | 99 | 28,529 |
| 6 | 85254 Scottsdale | 98 | 289 | 12,224 | 198 | 11,041 | 100 | 29,322 |
| 7 | 85022 Phoenix | 95 | 288 | 12,070 | 188 | 7,156 | 97 | 24,606 |
| 8 | 85044 Phoenix | 95 | 283 | 11,316 | 192 | 8,390 | 97 | 26,031 |
| 9 | 85224 Chandler | 95 | 287 | 12,029 | 190 | 7,462 | 95 | 22,964 |
| 10 | 85226 Chandler | 95 | 280 | 10,952 | 193 | 8,434 | 95 | 22,740 |
| 11 | 85296 Gilbert | 95 | 277 | 10,861 | 196 | 9,882 | 94 | 20,724 |
| 12 | 85345 Peoria | 94 | 290 | 12,618 | 183 | 6,258 | 91 | 19,081 |
| 13 | 85282 Tempe | 94 | 286 | 11,985 | 181 | 6,045 | 98 | 26,441 |
| 14 | 85283 Tempe | 94 | 281 | 11,109 | 186 | 6,476 | 96 | 22,972 |
| 15 | 85260 Scottsdale | 93 | 269 | 9,878 | 194 | 8,754 | 96 | 23,980 |
| 16 | 85048 Phoenix | 92 | 264 | 9,250 | 194 | 8,822 | 93 | 20,243 |
| 17 | 85255 Scottsdale | 92 | 255 | 8,597 | 198 | 10,849 | 96 | 24,483 |
| 18 | 85204 Mesa | 91 | 292 | 13,160 | 165 | 4,610 | 92 | 19,793 |
| 19 | 85286 Chandler | 90 | 261 | 9,148 | 189 | 7,373 | 88 | 16,697 |
| 20 | 86001 Flagstaff | 87 | 265 | 9,303 | 166 | 4,650 | 93 | 20,186 |
| 21 | 85018 Phoenix | 87 | 252 | 8,505 | 179 | 5,977 | 92 | 19,988 |
| 22 | 85201 Mesa | 87 | 282 | 11,251 | 148 | 3,569 | 90 | 17,291 |
| 23 | 85382 Peoria | 86 | 239 | 7,837 | 187 | 7,081 | 92 | 19,850 |
| 24 | 85027 Phoenix | 86 | 267 | 9,775 | 164 | 4,445 | 86 | 16,218 |
| 25 | 85029 Phoenix | 86 | 272 | 10,287 | 154 | 3,833 | 88 | 16,849 |
| 26 | 85281 Tempe | 85 | 276 | 10,805 | 142 | 3,207 | 94 | 21,122 |
| 27 | 85008 Phoenix | 85 | 295 | 14,141 | 133 | 2,781 | 84 | 14,938 |
| 28 | 85374 Surprise | 85 | 235 | 7,224 | 185 | 6,379 | 91 | 19,237 |
| 29 | 85251 Scottsdale | 85 | 249 | 8,323 | 167 | 4,717 | 94 | 20,440 |
| 30 | 85207 Mesa | 85 | 243 | 8,125 | 180 | 6,015 | 84 | 15,148 |
| 31 | 85222 Casa Grande | 85 | 273 | 10,714 | 157 | 4,118 | 77 | 13,100 |
| 32 | 85338 Goodyear | 85 | 257 | 8,640 | 173 | 5,311 | 78 | 13,337 |
| 33 | 85392 Avondale | 84 | 241 | 7,947 | 184 | 6,328 | 81 | 13,971 |
| 34 | 85016 Phoenix | 84 | 254 | 8,574 | 161 | 4,398 | 90 | 17,115 |
| 35 | 85020 Phoenix | 84 | 242 | 8,076 | 171 | 5,003 | 89 | 17,107 |
| 36 | 86004 Flagstaff | 84 | 246 | 8,278 | 169 | 4,846 | 87 | 16,577 |
| 37 | 85202 Mesa | 83 | 260 | 9,043 | 152 | 3,743 | 88 | 16,957 |
| 38 | 85295 Gilbert | 83 | 236 | 7,388 | 178 | 5,839 | 83 | 14,755 |
| 39 | 85331 Cave Creek | 83 | 219 | 6,572 | 190 | 7,704 | 87 | 16,437 |
| 40 | 85242 Queen Creek | 83 | 245 | 8,184 | 178 | 5,947 | 73 | 11,898 |
| 41 | 85037 Phoenix | 82 | 271 | 10,234 | 144 | 3,221 | 77 | 13,107 |
| 42 | 85021 Phoenix | 81 | 251 | 8,382 | 153 | 3,815 | 85 | 15,326 |
| 43 | 85302 Glendale | 81 | 253 | 8,548 | 150 | 3,708 | 85 | 15,509 |
| 44 | 85301 Glendale | 81 | 293 | 13,265 | 115 | 2,119 | 80 | 13,665 |
| 45 | 85205 Mesa | 81 | 233 | 7,025 | 165 | 4,485 | 86 | 16,247 |

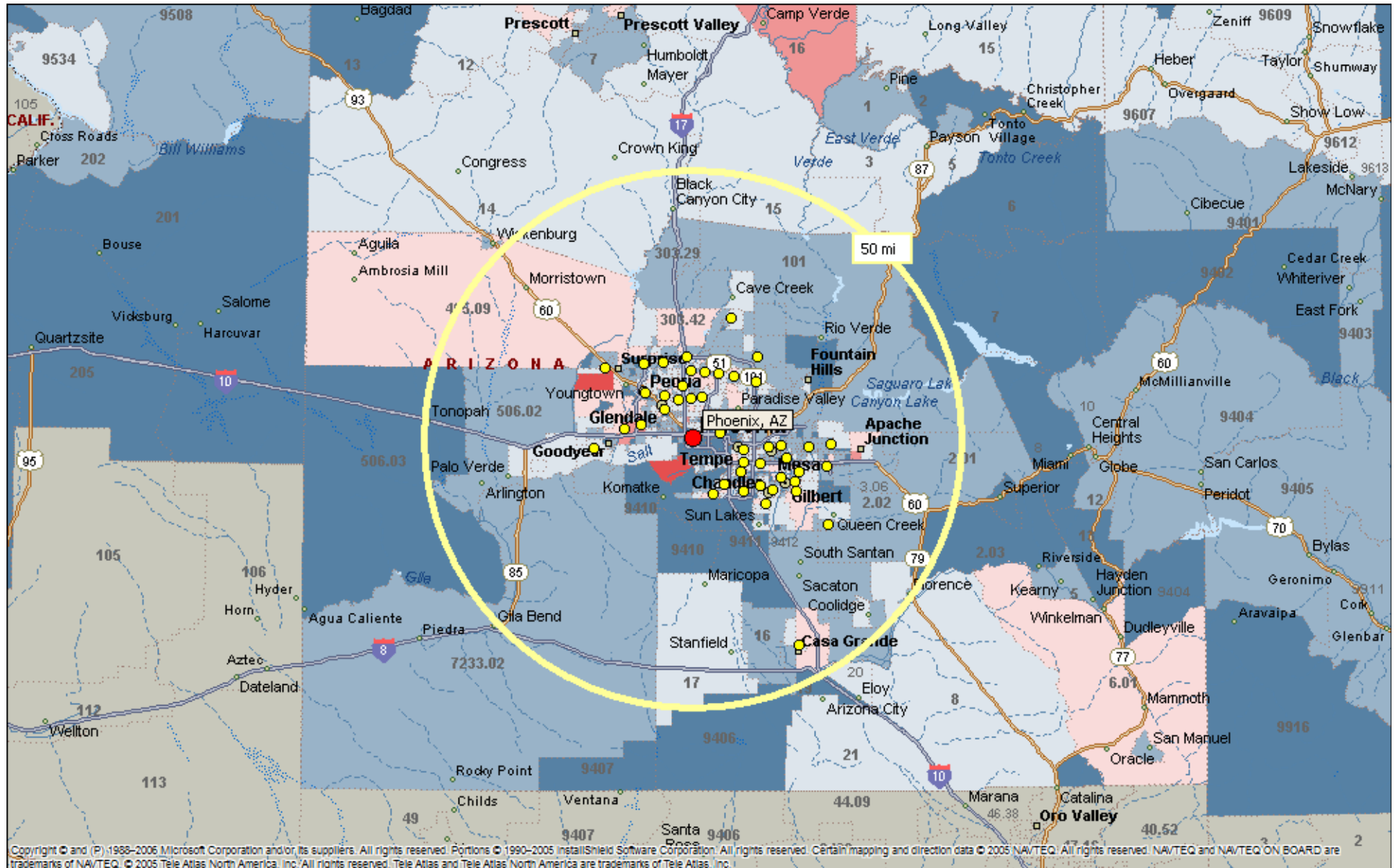


Phoenix (Prescott), AZ Client (DMA)

| Rank | Phoenix (Prescott), AZ ZIP code List | Client (DMA) | Score * 3: Female Age 25-54 | Value: Female Age 25-54 | Score * 2: HHI>\$75,000 | Value: HHI>\$75,000 | Score: Edu>Some College | Value: Edu>Some College |
|------|---|-----------------|--------------------------------|----------------------------|----------------------------|------------------------|----------------------------|----------------------------|
| 46 | 85209 Mesa | ↓ 81 | 228 | 6,726 | 175 | 5,512 | 81 | 13,959 |
| 47 | 85051 Phoenix | 80 | 263 | 9,235 | 137 | 2,965 | 82 | 14,417 |

| | | | | | | | | |
|----------|-------------|---|--|-----------|--|---------|--|-----------|
| Accepted | 249 Targets | 0 | | 1,036,543 | | 594,094 | | 1,873,159 |
| Rejected | 0 Targets | 0 | | 0 | | 0 | | 0 |
| Total | 249 Targets | 0 | | 1,036,543 | | 594,094 | | 1,873,159 |

Phoenix (Prescott), AZ



EXECUTIVE SUMMARY

Study Area: Phoenix (Prescott), AZ

Benchmark: The United States



Population

- The population in this area is estimated to change from 3,907,275 to 5,152,804, resulting in a growth of 31.9% between the year 2000 and the current year. Over the next five years, the population is projected to grow by 14.2%.

The Population in The United States is estimated to change from 281,421,906 to 306,624,699 , resulting in a growth of 9.0% between 2000 and the current year. Over the next five years, the population is expected to grow by 5.1%

- The current year median age for this population is 34.7, and the average age is 36.2. Five years from now, the median age is projected to be 35.4.

The current year median age for The United States is 36.9, while the average age is 37.6. Five years from now, the median age is projected to be 37.7

- Of this area's current year population:
72.5% are White alone, 3.8% are Black or African American alone, 4.1% are American Indian or Alaska Native alone, 2.5% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 13.5% are Some Other Race, and 3.4% are Two or More Races

For The United States:

72.5% are White alone, 12.5% are Black or African American alone, 0.9% are American Indian or Alaska Native alone, 4.4% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 6.7% are Some Other Race, and 2.9% are Two or More Races

- This area's current estimated Hispanic or Latino population is 28.5%, while The United States current estimated Hispanic or Latino population is 15.5%.



Households

- The number of households in this area is estimated to change from 1,440,876 to 1,862,250, resulting in an increase of 29.2% between 2000 and the current year. Over the next five years, the number is expected to increase by 13.6%.

The number of households in The United States is estimated to change from 105,480,101 to 115,306,103, resulting in an increase of 9.3% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.2%.



Household Income

- The average household income is estimated to be \$69,978 for the current year, while the average household income for The United States is estimated to be \$69,376 for the same time frame

The average household income in this area is projected to increase 11.1% over the next five years, from \$69,978 to \$77,749. The United States is projected to have a 10.3% increase in average household income.

- The current year estimated per capita income for this area is \$25,491, compared to an estimate of \$26,410 for The United States as a whole.



Employment

- For this area, 75.9% of the population is estimated to be age 16 and over for the current year. The employment status of this labor force is as follows:
0.3% are in the armed forces, 59.4% are employed civilians, 3.2% are unemployed civilians, 37.1% are not in the labor force.

For The United States, 78.5% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.6% are not in the labor force.

- For this area, 45.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
22.4% have occupation type blue collar, 60.9% are white collar, and 16.8% are service & farm workers.

For The United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.8% have occupation type blue collar, 60.2% are white collar, and 16.0% are service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
14.0% are in "Management, Business and Financial Operations", 18.4% are in "Professional and Related Occupations", 15.4% are in "Service", and 28.7% are in "Sales and Office".
1.1% are in "Farming, Forestry and Fishing", 11.0% are in "Construction, Extraction, and Maintenance", and 11.4% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in The United States, it is estimated that they are employed in the following occupational categories:
13.8% are in "Management, Business and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.6% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Forestry and Fishing", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".

Educational Attainment



- Currently, it is estimated that 7.9% of the population over 25 in this area had earned a Masters. Professional, or Doctorate Degree and 15.4% had earned a Bachelor's Degree.

In comparison, for The United States, it is estimated that 8.9% of the population over 25 in this area had earned a Masters. Professional, or Doctorate Degree and 15.8% had earned a Bachelor's Degree.

Dwellings



- Most of the dwellings (70.5%) in this area are estimated to be Owner Occupied for the current year. For the entire country, the majority of housing units are Owner Occupied.
- The majority of dwellings in this area (60.1%) are estimated to be "detached single units" for the current year. In The United States, the majority of dwellings are estimated to be "detached single units".

- The majority of housing units in this area (29.1%) are estimated to have been built between 1999 and March 2008 for the current year. Most of the housing units in The United States (16.2%) are estimated to have been built between 1970 and 1979 for the current year.



Tampa-St.Petersburg (Sarasota), FL Client (DMA)

Project

Title: Client (DMA)
Database: iXPRESS 2009 Supplemental: Discovery Series

Study Area

Title: Tampa-St.Petersburg (Sarasota), FL
Study Area Type: Designated Market Area (DMA)
Target Area Type: ZIP code
Number of Target Areas: 226
Number of Rejected Areas: 0

Lifestyle

Description: Client (DMA)
Dimension: - (Ranked: Decreasing)

- Score * 3: Female Age 25-54
- Value: Female Age 25-54
- Score * 2: HHI>\$75,000
- Value: HHI>\$75,000
- Score: Edu>Some College
- Value: Edu>Some College

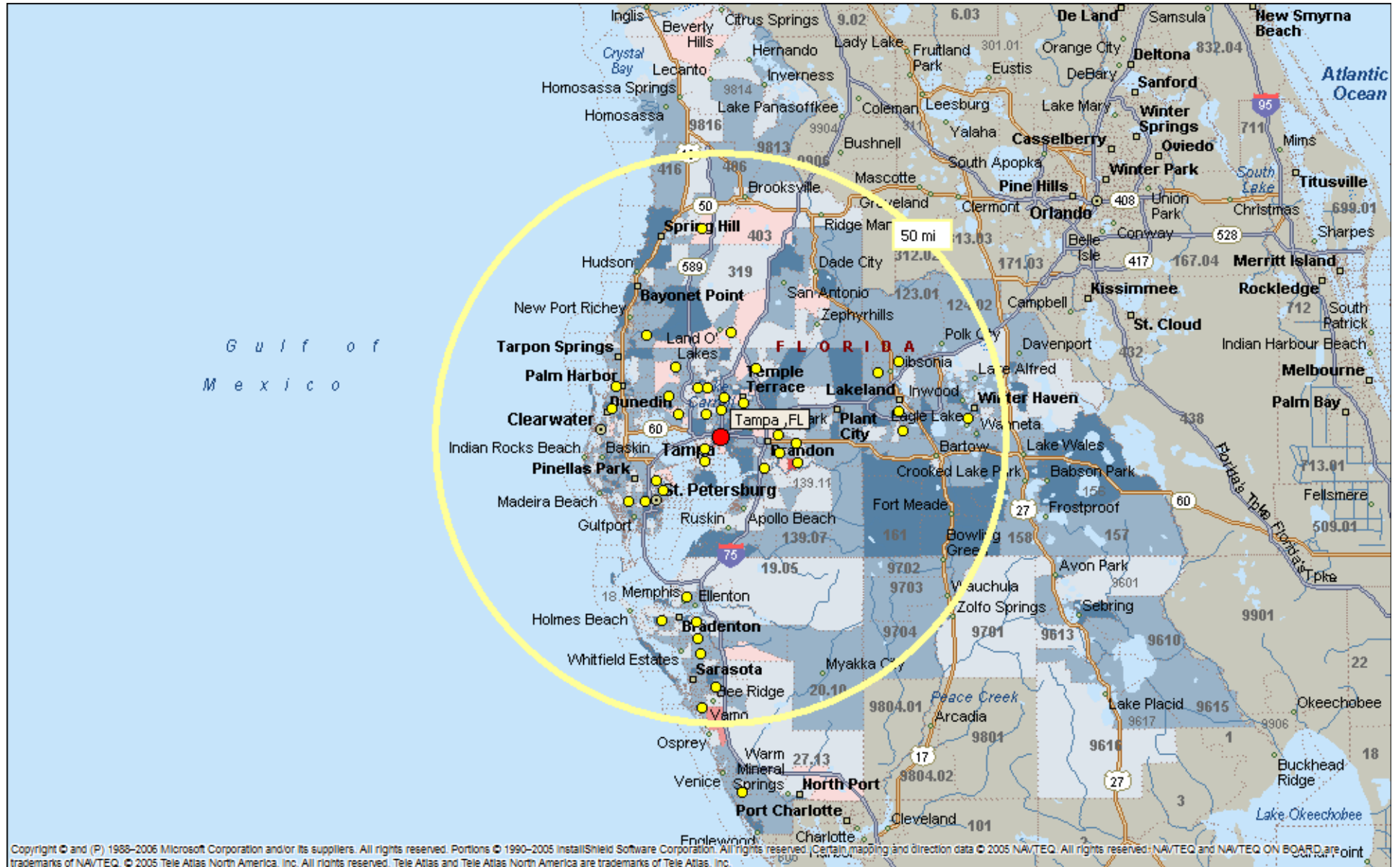


Tampa-St.Petersburg (Sarasota), FL Client (DMA)

| Rank | Tampa-St.Petersburg (Sarasota), FL ZIP code List | Client (DMA) | Score * 3: Female Age 25-54 | Value: Female Age 25-54 | Score * 2: HHI>\$75,000 | Value: HHI>\$75,000 | Score: Edu>Some College | Value: Edu>Some College |
|------|---|-----------------|--------------------------------|----------------------------|----------------------------|------------------------|----------------------------|----------------------------|
| 1 | 33511 Brandon | 100 | 300 | 13,139 | 199 | 7,696 | 100 | 24,092 |
| 2 | 33647 Tampa | 100 | 299 | 12,675 | 200 | 9,835 | 100 | 27,891 |
| 3 | 33624 Tampa | 98 | 292 | 9,810 | 196 | 6,329 | 99 | 19,634 |
| 4 | 33615 Tampa | 97 | 296 | 10,068 | 186 | 4,450 | 99 | 17,000 |
| 5 | 33617 Tampa | 96 | 295 | 9,903 | 181 | 4,176 | 98 | 16,838 |
| 6 | 34683 Palm Harbor | 95 | 280 | 7,293 | 195 | 5,330 | 97 | 16,255 |
| 7 | 33596 Valrico | 95 | 277 | 6,908 | 197 | 6,451 | 96 | 14,914 |
| 8 | 33611 Tampa | 94 | 281 | 7,393 | 188 | 4,530 | 95 | 14,533 |
| 9 | 34655 New Port Richey | 94 | 276 | 6,904 | 191 | 4,916 | 95 | 14,421 |
| 10 | 33813 Lakeland | 93 | 271 | 6,773 | 194 | 5,159 | 93 | 13,935 |
| 11 | 33614 Tampa | 92 | 297 | 10,899 | 160 | 3,155 | 96 | 15,000 |
| 12 | 33810 Lakeland | 92 | 288 | 8,062 | 179 | 4,074 | 85 | 10,908 |
| 13 | 33626 Tampa | 91 | 258 | 6,337 | 198 | 6,659 | 92 | 13,752 |
| 14 | 34698 Dunedin | 91 | 267 | 6,697 | 183 | 4,360 | 97 | 16,587 |
| 15 | 33618 Tampa | 91 | 263 | 6,468 | 187 | 4,462 | 96 | 15,349 |
| 16 | 34209 Bradenton | 91 | 255 | 6,231 | 190 | 4,591 | 98 | 16,906 |
| 17 | 34232 Sarasota | 90 | 273 | 6,854 | 177 | 3,916 | 92 | 13,258 |
| 18 | 34609 Spring Hill | 90 | 283 | 7,407 | 171 | 3,572 | 88 | 11,681 |
| 19 | 33710 Saint Petersburg | 89 | 279 | 6,972 | 165 | 3,343 | 92 | 13,568 |
| 20 | 33880 Winter Haven | 87 | 289 | 8,565 | 156 | 2,929 | 77 | 9,814 |
| 21 | 33612 Tampa | 87 | 293 | 9,861 | 136 | 2,472 | 91 | 13,015 |
| 22 | 33594 Valrico | 86 | 252 | 6,148 | 182 | 4,284 | 84 | 10,816 |
| 23 | 33629 Tampa | 86 | 228 | 5,217 | 196 | 5,628 | 94 | 14,246 |
| 24 | 33578 Riverview | 86 | 264 | 6,657 | 173 | 3,688 | 81 | 10,308 |
| 25 | 34231 Sarasota | 86 | 242 | 5,588 | 181 | 4,217 | 94 | 14,169 |
| 26 | 33556 Odessa | 86 | 238 | 5,455 | 192 | 5,065 | 85 | 10,884 |
| 27 | 33702 Saint Petersburg | 85 | 256 | 6,234 | 162 | 3,159 | 89 | 11,955 |
| 28 | 33809 Lakeland | 84 | 254 | 6,218 | 168 | 3,440 | 83 | 10,593 |
| 29 | 34208 Bradenton | 84 | 284 | 7,440 | 152 | 2,777 | 69 | 8,634 |
| 30 | 34221 Palmetto | 84 | 260 | 6,412 | 165 | 3,289 | 79 | 9,943 |
| 31 | 33803 Lakeland | 84 | 250 | 6,017 | 163 | 3,183 | 89 | 11,835 |
| 32 | 34243 Sarasota | 83 | 220 | 4,952 | 189 | 4,561 | 91 | 12,577 |
| 33 | 34203 Bradenton | 83 | 240 | 5,521 | 176 | 3,880 | 83 | 10,538 |
| 34 | 33604 Tampa | 83 | 291 | 8,620 | 123 | 2,215 | 82 | 10,339 |
| 35 | 33510 Brandon | 82 | 244 | 5,710 | 169 | 3,445 | 80 | 10,070 |
| 36 | 34639 Land O Lakes | 81 | 236 | 5,437 | 178 | 3,925 | 73 | 9,109 |
| 37 | 34293 Venice | 81 | 218 | 4,903 | 173 | 3,753 | 93 | 13,811 |
| 38 | 33703 Saint Petersburg | 81 | 224 | 5,142 | 175 | 3,873 | 84 | 10,642 |
| 39 | 33713 Saint Petersburg | 80 | 269 | 6,744 | 135 | 2,435 | 76 | 9,465 |

| | | | | | | | | |
|----------|-------------|---|--|---------|--|---------|--|-----------|
| Accepted | 226 Targets | 0 | | 850,705 | | 478,078 | | 1,550,728 |
| Rejected | 0 Targets | 0 | | 0 | | 0 | | 0 |
| Total | 226 Targets | 0 | | 850,705 | | 478,078 | | 1,550,728 |

Tampa-St.Petersburg (Sarasota), FL



EXECUTIVE SUMMARY

Study Area: Tampa-St.Petersburg (Sarasota), FL

Benchmark: The United States



Population

- The population in this area is estimated to change from 3,707,010 to 4,377,752, resulting in a growth of 18.1% between the year 2000 and the current year. Over the next five years, the population is projected to grow by 9.7%.

The Population in The United States is estimated to change from 281,421,906 to 306,624,699 , resulting in a growth of 9.0% between 2000 and the current year. Over the next five years, the population is expected to grow by 5.1%

- The current year median age for this population is 41.8, and the average age is 41.8. Five years from now, the median age is projected to be 42.7.

The current year median age for The United States is 36.9, while the average age is 37.6. Five years from now, the median age is projected to be 37.7

- Of this area's current year population:
80.4% are White alone, 10.6% are Black or African American alone, 0.4% are American Indian or Alaska Native alone, 2.2% are Asian alone, 0.1% are Native Hawaiian or other Pacific Islander alone, 4.0% are Some Other Race, and 2.3% are Two or More Races

For The United States:

72.5% are White alone, 12.5% are Black or African American alone, 0.9% are American Indian or Alaska Native alone, 4.4% are Asian alone, 0.2% are Native Hawaiian or other Pacific Islander alone, 6.7% are Some Other Race, and 2.9% are Two or More Races

- This area's current estimated Hispanic or Latino population is 14.3%, while The United States current estimated Hispanic or Latino population is 15.5%.



Households

- The number of households in this area is estimated to change from 1,559,173 to 1,825,063, resulting in an increase of 17.1% between 2000 and the current year. Over the next five years, the number is expected to increase by 9.4%.

The number of households in The United States is estimated to change from 105,480,101 to 115,306,103, resulting in an increase of 9.3% between 2000 and the current year. Over the next five years, the number is projected to increase by 5.2%.



Household Income

- The average household income is estimated to be \$63,247 for the current year, while the average household income for The United States is estimated to be \$69,376 for the same time frame

The average household income in this area is projected to increase 11.1% over the next five years, from \$63,247 to \$70,261. The United States is projected to have a 10.3% increase in average household income.

- The current year estimated per capita income for this area is \$26,648, compared to an estimate of \$26,410 for The United States as a whole.



Employment

- For this area, 81.0% of the population is estimated to be age 16 and over for the current year. The employment status of this labor force is as follows:
0.3% are in the armed forces, 54.4% are employed civilians, 2.8% are unemployed civilians, 42.6% are not in the labor force.

For The United States, 78.5% of the population is estimated to be age 16 and over for the current year. Of this labor force: 0.5% are in the Armed Forces, 60.2% are employed civilians, 3.6% are unemployed civilians, and 35.6% are not in the labor force.

- For this area, 44.1% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
- 21.5% have occupation type blue collar, 61.5% are white collar, and 17.1% are service & farm workers.

For The United States, 47.3% of the population is estimated to be employed and age 16 and over for the current year. The occupational classifications are as follows:
23.8% have occupation type blue collar, 60.2% are white collar, and 16.0% are service & farm workers.

- For the civilian employed population age 16 and over in this area, it is estimated that they are employed in the following occupational categories:
13.2% are in "Management, Business and Financial Operations", 18.4% are in "Professional and Related Occupations", 15.8% are in "Service", and 30.0% are in "Sales and Office".
1.0% are in "Farming, Forestry and Fishing", 9.8% are in "Construction, Extraction, and Maintenance", and 11.7% are in "Production, Transportation, and Material Moving".

For the civilian employed population age 16 and over in The United States, it is estimated that they are employed in the following occupational categories:
13.8% are in "Management, Business and Financial Operations", 20.3% are in "Professional and Related Occupations", 14.6% are in "Service", and 26.7% are in "Sales and Office".
0.7% are in "Farming, Forestry and Fishing", 9.5% are in "Construction, Extraction, and Maintenance", and 14.4% are in "Production, Transportation, and Material Moving".

Educational Attainment



- Currently, it is estimated that 7.2% of the population over 25 in this area had earned a Masters. Professional, or Doctorate Degree and 13.8% had earned a Bachelor's Degree.

In comparison, for The United States, it is estimated that 8.9% of the population over 25 in this area had earned a Masters. Professional, or Doctorate Degree and 15.8% had earned a Bachelor's Degree.

Dwellings



- Most of the dwellings (73.8%) in this area are estimated to be Owner Occupied for the current year. For the entire country, the majority of housing units are Owner Occupied.
- The majority of dwellings in this area (55.1%) are estimated to be "detached single units" for the current year. In The United States, the majority of dwellings are estimated to be "detached single units".

- The majority of housing units in this area (22.0%) are estimated to have been built between 1980 and 1989 for the current year. Most of the housing units in The United States (16.2%) are estimated to have been built between 1970 and 1979 for the current year.