



HOMEDESIGN

E M P O R I U M

AT NEW GARDEN VILLAGE

**DEMOGRAPHIC
OVERVIEW REPORT**

NGV

3,5,10 mile radii : 5888 OLD OAK RIDGE RD, GREENSBORO, NC 27410-9265

Prepared By:

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Brown Investment Properties, Inc.

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Consumer Expenditure Report

	3 Miles:	5 Miles:	10 Miles:
2002 Consumer Expenditures (Ave Hhld Exp):			
Total Households	14,988	38,937	135,562
Median Household Income	\$50,479	\$49,429	\$45,607
Total Hhld Expenditure (Avg Hhld)	\$59,288	\$57,795	\$51,014
Airline Fares	\$425	\$415	\$366
Alcoholic Beverages	\$577	\$563	\$494
Alimony And Child Support	\$166	\$163	\$147
Apparel	\$3,254	\$3,176	\$2,814
Apparel Services And Accessories	\$432	\$422	\$372
Audio Equipment	\$92	\$90	\$79
Babysitting And Elderly Care	\$341	\$332	\$293
Books	\$111	\$109	\$96
Books And Supplies	\$159	\$155	\$137
Boys Apparel	\$169	\$164	\$147
Cellular Phone Service	\$99	\$96	\$85
Cigarettes	\$494	\$481	\$423
Computer Hardware	\$463	\$452	\$400
Computer Information Services	\$49	\$48	\$42
Computer Software	\$63	\$61	\$54
Contributions	\$1,809	\$1,763	\$1,547
Coolant And Other Fluids	\$14	\$14	\$12
Cosmetics and Perfume	\$132	\$128	\$113
Deodorants and Other Personal Care	\$43	\$42	\$37
Education	\$1,023	\$1,000	\$886
Electricity	\$1,831	\$1,787	\$1,586
Entertainment	\$3,141	\$3,060	\$2,700
Fees And Admissions	\$799	\$778	\$686
Finance Charges Excl Mort & Veh	\$264	\$257	\$227
Floor Coverings	\$98	\$96	\$84
Food And Beverages	\$9,738	\$9,498	\$8,402
Food At Home	\$5,725	\$5,584	\$4,951
Food Away From Home	\$3,437	\$3,351	\$2,956
Footwear	\$604	\$591	\$525
Fuel Oil And Other Fuels	\$126	\$123	\$107
Funeral And Cemetery	\$133	\$130	\$115
Furniture	\$608	\$592	\$521
Gasoline And Oil	\$2,135	\$2,077	\$1,834
Gifts	\$1,791	\$1,747	\$1,539
Girls Apparel	\$206	\$200	\$179
Hair Care	\$83	\$81	\$72
Hard Surface Flooring	\$18	\$18	\$16
Health Care	\$3,645	\$3,558	\$3,143
Health Care Insurance	\$1,821	\$1,777	\$1,574

Health Care Services	\$1,122	\$1,096	\$970
Health Care Supplies And Equipment	\$703	\$685	\$600
Household Services	\$427	\$416	\$364
Household Supplies	\$906	\$880	\$772
Household Textiles	\$140	\$137	\$120
Housewares And Small Appliances	\$1,264	\$1,232	\$1,087
Indoor Plants And Fresh Flowers	\$100	\$97	\$85
Infants Apparel	\$147	\$144	\$128
Jewelry	\$155	\$151	\$133
Legal And Accounting	\$131	\$127	\$112
Magazines	\$67	\$65	\$58
Major Appliances	\$280	\$272	\$240
Mass Transit	\$131	\$128	\$113
Men's Apparel	\$607	\$592	\$524
Mortgage Interest	\$3,508	\$3,415	\$3,023
Natural Gas	\$574	\$559	\$495
New Car Purchased	\$1,459	\$1,426	\$1,262
New Truck Purchased	\$1,111	\$1,085	\$959
New Vehicle Purchase	\$2,570	\$2,511	\$2,221
Newspapers	\$141	\$137	\$121
Oral Hygeine Products	\$39	\$38	\$34
Other Lodging	\$924	\$890	\$785
Other Miscellaneous Expenses	\$138	\$134	\$119
Other Repairs And Maintenance	\$133	\$130	\$114
Other Tobacco Products	\$54	\$52	\$46
Other Transportation Costs	\$971	\$947	\$838
Other Utilities	\$492	\$480	\$425
Paint And Wallpaper	\$62	\$60	\$53
Personal Care Products	\$231	\$225	\$199
Personal Care Services	\$668	\$652	\$580
Personal Insurance	\$689	\$671	\$592
Pet Supplies And Services	\$331	\$322	\$284
Photographic Equipment And Supplies	\$152	\$148	\$131
Plumbing And Heating	\$87	\$85	\$74
Property Taxes	\$633	\$609	\$524
Public Transportation	\$671	\$655	\$578
Records / Tapes / CD Purchases	\$156	\$153	\$135
Recreational Equipment And Supplies	\$1,195	\$1,163	\$1,022
Rental Costs	\$4,297	\$4,191	\$3,658
Roofing And Siding	\$94	\$92	\$81
Satellite Dishes	\$10	\$10	\$9
Shaving Needs	\$18	\$17	\$15
Shelter	\$10,385	\$10,101	\$8,863
Telephone Service Excl Cell Phones	\$1,531	\$1,496	\$1,331
Televisions	\$134	\$131	\$116
Transportation	\$12,399	\$12,091	\$10,686
Tuition	\$864	\$845	\$749
Used Car Purchase	\$1,752	\$1,708	\$1,506
Used Truck Purchase	\$1,015	\$989	\$875
Used Vehicle Purchase	\$2,767	\$2,696	\$2,381
VCRs And Related Equipment	\$59	\$58	\$51
Vehicle Insurance	\$1,420	\$1,384	\$1,225

Vehicle Repair	\$1,352	\$1,320	\$1,168
Vehicle Repair And Maintenance	\$1,366	\$1,333	\$1,180
Video And Audio Equipment	\$1,147	\$1,119	\$992
Video Game Hardware And Software	\$39	\$38	\$34
Watches	\$31	\$30	\$26
Women's Apparel	\$1,088	\$1,062	\$939

2007 Consumer Expenditures (Ave Hhld Exp):

Total Households	17,698	43,885	148,767
Median Household Income	\$56,964	\$55,937	\$51,512

Total Hhld Expenditure (Avg Hhld)	\$61,503	\$60,274	\$54,256
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Airline Fares	\$443	\$434	\$392
Alcoholic Beverages	\$599	\$588	\$527
Alimony And Child Support	\$171	\$169	\$154
Apparel	\$3,375	\$3,310	\$2,989
Apparel Services And Accessories	\$449	\$441	\$397
Audio Equipment	\$96	\$94	\$85
Babysitting And Elderly Care	\$354	\$346	\$312
Books	\$116	\$114	\$102
Books And Supplies	\$165	\$162	\$146
Boys Apparel	\$174	\$171	\$156
Cellular Phone Service	\$102	\$100	\$90
Cigarettes	\$511	\$500	\$449
Computer Hardware	\$480	\$471	\$424
Computer Information Services	\$51	\$50	\$45
Computer Software	\$65	\$64	\$58
Contributions	\$1,874	\$1,837	\$1,643
Coolant And Other Fluids	\$14	\$14	\$13
Cosmetics and Perfume	\$137	\$134	\$121
Deodorants and Other Personal Care	\$45	\$44	\$40
Education	\$1,062	\$1,043	\$943
Electricity	\$1,892	\$1,855	\$1,674
Entertainment	\$3,257	\$3,191	\$2,870
Fees And Admissions	\$830	\$813	\$731
Finance Charges Excl Mort & Veh	\$274	\$268	\$242
Floor Coverings	\$102	\$100	\$90
Food And Beverages	\$10,113	\$9,916	\$8,948
Food At Home	\$5,939	\$5,823	\$5,264
Food Away From Home	\$3,576	\$3,505	\$3,157
Footwear	\$627	\$615	\$557
Fuel Oil And Other Fuels	\$130	\$127	\$113
Funeral And Cemetery	\$137	\$135	\$122
Furniture	\$632	\$619	\$556
Gasoline And Oil	\$2,218	\$2,170	\$1,954
Gifts	\$1,857	\$1,822	\$1,637
Girls Apparel	\$213	\$209	\$189
Hair Care	\$86	\$84	\$76
Hard Surface Flooring	\$19	\$19	\$17
Health Care	\$3,778	\$3,706	\$3,337

Health Care Insurance	\$1,888	\$1,852	\$1,671
Health Care Services	\$1,164	\$1,142	\$1,031
Health Care Supplies And Equipment	\$727	\$712	\$636
Household Services	\$440	\$430	\$384
Household Supplies	\$942	\$921	\$826
Household Textiles	\$145	\$142	\$127
Housewares And Small Appliances	\$1,310	\$1,284	\$1,154
Indoor Plants And Fresh Flowers	\$104	\$101	\$90
Infants Apparel	\$153	\$150	\$136
Jewelry	\$161	\$158	\$142
Legal And Accounting	\$135	\$133	\$120
Magazines	\$70	\$68	\$62
Major Appliances	\$290	\$284	\$255
Mass Transit	\$136	\$134	\$120
Men's Apparel	\$629	\$617	\$557
Mortgage Interest	\$3,648	\$3,572	\$3,228
Natural Gas	\$591	\$579	\$521
New Car Purchased	\$1,514	\$1,487	\$1,341
New Truck Purchased	\$1,153	\$1,132	\$1,020
New Vehicle Purchase	\$2,666	\$2,618	\$2,361
Newspapers	\$146	\$143	\$129
Oral Hygeine Products	\$40	\$39	\$36
Other Lodging	\$948	\$917	\$822
Other Miscellaneous Expenses	\$143	\$140	\$126
Other Repairs And Maintenance	\$138	\$135	\$121
Other Tobacco Products	\$56	\$55	\$49
Other Transportation Costs	\$1,007	\$988	\$891
Other Utilities	\$511	\$502	\$452
Paint And Wallpaper	\$64	\$63	\$56
Personal Care Products	\$240	\$235	\$212
Personal Care Services	\$691	\$678	\$613
Personal Insurance	\$716	\$703	\$633
Pet Supplies And Services	\$343	\$336	\$302
Photographic Equipment And Supplies	\$158	\$155	\$139
Plumbing And Heating	\$90	\$88	\$79
Property Taxes	\$654	\$635	\$559
Public Transportation	\$699	\$685	\$617
Records / Tapes / CD Purchases	\$162	\$159	\$144
Recreational Equipment And Supplies	\$1,237	\$1,211	\$1,085
Rental Costs	\$4,447	\$4,361	\$3,892
Roofing And Siding	\$97	\$95	\$86
Satellite Dishes	\$11	\$10	\$10
Shaving Needs	\$18	\$18	\$16
Shelter	\$10,757	\$10,522	\$9,429
Telephone Service Excl Cell Phones	\$1,591	\$1,561	\$1,414
Televisions	\$140	\$137	\$123
Transportation	\$12,884	\$12,632	\$11,386
Tuition	\$897	\$882	\$797
Used Car Purchase	\$1,824	\$1,787	\$1,607
Used Truck Purchase	\$1,059	\$1,038	\$939
Used Vehicle Purchase	\$2,883	\$2,825	\$2,546
VCRs And Related Equipment	\$61	\$60	\$54

Vehicle Insurance	\$1,475	\$1,446	\$1,305
Vehicle Repair	\$1,403	\$1,376	\$1,242
Vehicle Repair And Maintenance	\$1,417	\$1,390	\$1,254
Video And Audio Equipment	\$1,190	\$1,167	\$1,054
Video Game Hardware And Software	\$41	\$40	\$36
Watches	\$32	\$31	\$28
Women's Apparel	\$1,129	\$1,108	\$997

Consumer Expenditure Categories contain overlapping information and will therefore NOT add up to Total Household Expenditure

Demographic Overview Report

	3 Miles:	5 Miles:	10 Miles:
Population			
5 Year Projection	41,017	97,779	362,711
Current Year Estimate	35,213	87,596	332,937
1990 Census	20,900	62,227	257,975
Households			
5 Year Projection	17,698	43,885	148,767
Current Year Estimate	14,988	38,937	135,562
1990 Census	8,595	26,893	103,411
CY Population by Race			
White	83.88%	82.02%	65.50%
Black	11.95%	13.61%	29.46%
Asian or Pacific Islander	2.83%	2.75%	2.70%
American Indian, Eskimo, Aleut	0.24%	0.31%	0.41%
CY Population			
Hispanic Origin	3.16%	3.55%	4.31%
2002 Total Housing Units			
Owner-Occupied	59.4%	57.4%	57.6%
Renter-Occupied	36.4%	37.8%	36.9%
Vacant	4.2%	4.8%	5.4%
Average Household Size	2.27	2.22	2.37
CY Household Income			
Income \$ 0 – \$9,999	5.9%	6.3%	7.3%
Income \$ 10,000 – \$19,999	12.3%	12.6%	14.1%
Income \$ 20,000 – \$29,999	10.7%	11.3%	11.6%
Income \$ 30,000 – \$39,999	10.8%	11.4%	12.2%
Income \$ 40,000 – \$49,999	10.5%	10.2%	10.8%
Income \$ 50,000 – \$59,999	9.4%	8.7%	8.5%
Income \$ 60,000 – \$74,999	12.1%	11.4%	10.7%
Income \$ 75,000 – \$99,999	11.7%	11.1%	10.2%
Income \$100,000 – \$124,999	7.6%	7.5%	6.3%
Income \$125,000 – \$149,999	3.6%	3.7%	2.9%
Income \$150,000 +	5.3%	5.6%	5.4%
CY Average Household Income	\$80,074	\$77,150	\$64,900
CY Median Household Income	\$50,479	\$49,429	\$45,607
CY Per Capita Income	\$34,361	\$34,057	\$26,537
CY Population by Sex			
Female Population	51.6%	51.9%	52.2%
Male Population	48.4%	48.1%	47.8%

Marital Status

Age 15 + Population	28,169	71,099	263,393
Divorced	8.2%	9.1%	9.8%
Never Married	28.2%	28.2%	30.1%
Now Married	57.4%	55.3%	51.0%
Separated	2.3%	2.4%	3.1%
Widowed	4.0%	5.1%	6.0%

Family Status

Lone Female Householder	21.3%	22.7%	20.4%
Lone Male Householder	16.4%	17.4%	16.1%
Lone Parent Female No Children	2.7%	3.1%	4.6%
Lone Parent Female W/Children	6.5%	6.6%	9.8%
Lone Parent Male No Children	1.2%	1.5%	2.0%
Lone Parent Male W/Children	1.6%	1.5%	2.0%
Married Couple Family No Children	26.6%	26.2%	23.8%
Married Couple Family W/Children	23.5%	20.7%	20.9%
Non-Family Female Head W/Children	0.0%	0.1%	0.1%
Non-Family Male Head W/Children	0.1%	0.2%	0.2%

Length of Residence

Stability (% In Res 5+ Yrs)	32.8%	32.8%	32.5%
Turnover (% Yearly)	21.2%	21.9%	20.6%

CY Population by Age

Age 0 – 4	6.0%	5.8%	6.5%
Age 5 – 13	11.5%	10.8%	12.1%
Age 14 – 17	4.9%	4.6%	4.7%
Age 18 – 20	3.7%	3.2%	5.1%
Age 21 – 24	6.1%	6.3%	6.2%
Age 25 – 34	15.5%	16.0%	15.5%
Age 35 – 44	17.3%	16.2%	16.2%
Age 45 – 54	15.0%	15.0%	14.0%
Age 55 – 64	8.1%	8.7%	8.2%
Age 65 – 74	5.5%	6.6%	6.0%
Age 75 – 84	4.3%	4.8%	3.9%
Age 85 +	2.2%	2.0%	1.5%

CY Female Population by Age

Age 0 – 4	11.7%	11.1%	12.4%
Age 5 – 13	22.3%	20.7%	23.2%
Age 14 – 17	9.5%	8.8%	9.1%
Age 18 – 20	7.1%	6.2%	9.9%
Age 21 – 24	11.7%	12.1%	11.9%
Age 25 – 34	30.0%	30.8%	29.8%
Age 35 – 44	33.5%	31.2%	31.0%
Age 45 – 54	29.1%	29.0%	26.9%
Age 55 – 64	15.6%	16.8%	15.8%
Age 65 – 74	10.6%	12.7%	11.5%
Age 75 – 84	8.4%	9.3%	7.6%
Age 85 +	4.2%	3.8%	2.8%

2002 Occupation Employment

Age 16 + Population	28,170	71,093	263,359
Employed	69.6%	70.0%	70.7%
Unemployed	2.8%	2.8%	2.8%
Not In Labor Force	27.2%	26.8%	26.1%
In Armed Forces	0.4%	0.4%	0.4%

Employment By Industry

Agriculture, Forestry Fisheries	0.6%	0.5%	0.6%
Business Repair Services	5.3%	5.4%	5.1%
Communications Other Public Utilities	2.7%	2.7%	2.5%
Construction	5.3%	5.5%	6.5%
Educational Services	11.2%	10.2%	9.9%
Entertainment Recreation Services	1.6%	1.5%	1.2%
Finance, Insurance Real Estate	9.3%	10.6%	9.0%
Health Services	8.2%	8.3%	7.8%
Manufacturing, Durable Goods	11.9%	11.0%	11.9%
Manufacturing, Nondurable Goods	8.0%	8.0%	9.1%
Mining	0.5%	0.2%	0.2%
Other Professional Related Services	7.5%	8.1%	6.8%
Personal Services	2.2%	2.4%	3.2%
Public Administration	2.9%	2.7%	2.8%
Retail Trade	11.9%	11.8%	12.8%
Transportation	4.8%	4.9%	5.3%
Wholesale Trade	6.0%	6.0%	5.1%

Race

White	83.9%	82.0%	65.5%
Black	12.0%	13.6%	29.5%
Asian or Pacific Islander	2.8%	2.7%	2.7%
American Indian, Eskimo, Aleut	0.2%	0.3%	0.4%
Other	1.1%	1.3%	1.9%

Hispanic Ethnicity

Hispanic Origin	3.2%	3.5%	4.3%
Not of Hispanic Origin	96.8%	96.5%	95.7%

Means Of Transportation To Work

Car, Truck or Van, Drove alone	85.8%	86.7%	80.8%
Car, Truck or Van, Carpoled	8.1%	8.1%	11.9%
Bicycle	0.2%	0.1%	0.2%
Motorcycle	0.0%	0.0%	0.1%
Public Transportation	0.3%	0.3%	1.3%
Other means	0.4%	0.5%	0.7%
Walked	2.9%	1.9%	3.0%
Worked at home	2.3%	2.3%	2.0%

Vehicles Available

0 Vehicles Available	2.6%	2.4%	4.4%
1 Vehicle Available	14.8%	17.2%	17.4%
2+ Vehicles Available	33.9%	32.9%	32.1%

Ave Vehicles Per Hhld	1.95	1.91	1.86
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Educational Attainment:

Total Population Age 25+	28,064	68,199	239,469
Grade K – 9	2.4%	2.7%	3.9%
Grade 9 – 12	5.4%	5.8%	8.7%
High School Graduate	18.3%	19.0%	23.6%
Associates Degree	6.2%	6.0%	6.3%
Bachelor's Degree	33.2%	31.5%	25.2%
Graduate Degree	13.1%	13.5%	10.8%
Some College, No Degree	21.5%	21.4%	21.5%

1990 Owner Occupied Home Value

Home Value \$ 0 – \$24,999	0.2%	0.3%	1.0%
Home Value \$ 25,000 – \$34,999	0.3%	0.5%	2.2%
Home Value \$ 35,000 – \$49,999	0.8%	2.1%	9.2%
Home Value \$ 50,000 – \$74,999	9.9%	15.7%	29.6%
Home Value \$ 75,000 – \$99,999	26.0%	24.8%	24.4%
Home Value \$100,000 – \$149,999	39.8%	33.1%	18.8%
Home Value \$150,000 – \$199,999	15.1%	13.4%	7.5%
Home Value \$200,000 – \$299,999	6.8%	7.4%	4.7%
Home Value \$300,000 – \$399,999	0.8%	1.5%	1.5%
Home Value \$400,000 – \$499,999	0.2%	0.5%	0.5%
Home Value \$500,000 +	0.2%	0.6%	0.6%

Median Home Value	\$108,688	\$111,971	\$93,150
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1990 Rent

Contract Rent \$ 0 – \$100	1.3%	1.3%	4.6%
Contract Rent \$ 100 – \$199	2.2%	2.4%	7.7%
Contract Rent \$ 200 – \$299	3.2%	6.6%	18.8%
Contract Rent \$ 300 – \$399	29.0%	30.9%	32.5%
Contract Rent \$ 400 – \$499	38.4%	35.3%	23.1%
Contract Rent \$ 500 – \$599	16.1%	15.0%	7.7%
Contract Rent \$ 600 – \$699	4.4%	4.2%	2.7%
Contract Rent \$ 700 – \$749	0.8%	0.6%	0.4%
Contract Rent \$ 750 – \$999	2.1%	1.6%	0.9%
Contract Rent \$1,000+	2.5%	2.1%	1.5%

Median Contract Rent	\$506	\$479	\$405
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1990 Units In Structure

Units In Structure: 1, Attached	8.9%	8.4%	4.6%
Units In Structure: 1, Detached	52.0%	55.1%	60.7%
Units In Structure: 2	0.5%	0.5%	2.4%
Units In Structure: 3 – 4	2.6%	3.6%	5.1%
Units In Structure: 5 – 9	11.0%	13.0%	11.6%
Units In Structure: 10 – 19	15.4%	12.7%	8.1%
Units In Structure: 20 – 49	6.0%	3.9%	2.5%
Units In Structure: 50 or more	2.1%	1.2%	1.5%
Units In Structure: Mobile Home	1.2%	0.9%	2.6%
Units In Structure: Other	0.4%	0.7%	1.0%

1990 Year Moved In

Moved In 1959 or Earlier	3.1%	4.9%	7.8%
Moved In 1960–1969	5.9%	8.0%	9.2%
Moved In 1970–1979	11.5%	13.0%	15.4%
Moved In 1980–1984	9.8%	10.9%	11.9%
Moved In 1985–1988	36.6%	32.0%	31.3%
Moved In 1989–1990	28.3%	27.0%	25.4%

1990 Year Structure Built

< 1939	2.5%	3.0%	7.9%
1940 to 1949	2.2%	4.2%	7.5%
1950 to 1959	6.6%	10.5%	15.0%
1960 to 1969	14.7%	18.1%	20.0%
1970 to 1979	28.0%	24.8%	21.9%
1980 to 1984	14.3%	14.8%	10.0%
1985 to 1988	29.1%	22.5%	15.5%
1989 to March 1990	2.7%	2.1%	2.1%

Demographic Snapshot Report

	3 Miles:	5 Miles:	10 Miles:
2002 Demographics			
Population			
Total Population	35,213	87,596	332,937
Male Population	48.4%	48.1%	47.8%
Female Population	51.6%	51.9%	52.2%
Median Age	36	37	34
Employees	26,347	80,649	248,886
Income			
Median HH Income	\$50,479	\$49,429	\$45,607
Per Capita Income	\$34,361	\$34,057	\$26,537
Average HH Income	\$80,074	\$77,150	\$64,900
Households			
Total Households	14,988	38,937	135,562
Average Household Size	2.27	2.22	2.37
Race			
White	83.9%	82.0%	65.5%
Black	12.0%	13.6%	29.5%
American Indian/Eskimo	0.2%	0.3%	0.4%
Asian Pacific Islander	2.8%	2.7%	2.7%
Other	1.1%	1.3%	1.9%
Ethnicity			
Hispanic	3.2%	3.5%	4.3%
Non-Hispanic	96.8%	96.5%	95.7%

Executive Demographic Report

Geography: 10 Miles:

Population

In 2002, the population of your selected geography is 332,937. The population has changed by 29.06% since 1990. It is estimated that the population of your area will be 362,711 in 2007, which represents a change of 8.94% from 2002. The current population is 47.83% male and 52.17% female. The median age of the population in your area is 34, compare this to the US average which is 35.

Households

There are currently 135,562 households in your selected geography. The number of households has changed by 31.09% since 1990. It is estimated that the number of households in your area will be 148,767 in 2007, which represents a change of 9.74% from the current year. The average household size in your area is 2.46 persons.

The median number of years in residence for your geography's population is 3.40. The average household size in your geography is 2.37 people and the average family size is 2.91 people. The average number of vehicles per household in this geography is 1.9.

Income

In 2002, the median household income for your selected geography is \$45,607, compare this to the US average which is currently \$45,006. The median household income for your area has changed by 28.24% since 1990. It is estimated that the median household income for your area will be \$51,512 in 2007, which represents a change of 12.95% from the current year.

In 2002, the per capita income for your area is \$26,537, compare this to the US average, which is \$22,128. The 2002 average household income for your area is \$64,900, compare this to the US average which is \$58,330.

Race Ethnicity

In 2002, the racial makeup of your selected area is as follows: 65.50% White, 29.46% Black, 0.41% Native American, 2.70% Asian/Pacific Islander and 1.93% Other. Compare these to US averages which are: 76.44% White, 12.73% Black, 0.92% Native American, 4.04% Asian/Pacific Islander and 5.88% Other.

People of Hispanic origin are counted independently of race. People of Hispanic origin make up 4.31% of the current year population in your selected area. Compare this to the US average of 13.16%.

Housing

The median housing value in your area was \$93,150 in 1990, compare this to the US average of \$93,807 for the same year. In 1990, there were 61,426 owner occupied housing units in your area. Also in 1990, there were 41,986 renter occupied housing units in your area. The median rent at the time was \$405.

Census-Based Employment

In 2002, there are 263,359 people over the age of 16 in your population. Of these 70.70% are employed, 2.76% are unemployed, 26.13% are not in the labor force and 0.41% are in the armed forces.

In 2002, there are 248,886 employees in your selected area, this is also known as the daytime population.

For this area in 1990 64.36% of employees were employed in white-collar occupations and 35.62% were employed in blue-collar occupations. In 1990, unemployment in this area was 2.92%.

Addendum

Data Methodology

The demographic data used in STDBonline are developed by Experian/Applied Geographic Solutions (AGS) using a variety of source data sets, including, but not limited to information from AGS's household level data file, current year estimates from the Census Bureau and Postal Service, and economic forecasts from private sources. In addition:

- * These are the only US Estimates and Projections based on the most extensive household database available, summarized at the block group level. This is the demographic equivalent to an ongoing national census.
- * This unique bottom-up approach using household data is complemented by a rigorous, standard demographic cohort-component technique at the county level and above. AGS control totals are based on Census Bureau estimates advanced methodically to the current year and projected out five years. AGS takes the position that 10-year projections introduce unacceptable levels of uncertainty.
- * Migration effects, the most difficult to quantify for small area estimates, are taken into account through the Census Bureau's extensive analysis of IRS tax return data (maintaining strict confidentiality of individual records). From this, detailed county-to-county migration trends are established. AGS also takes into account undocumented immigration.
- * AGS methods make use of the current census MARS (modified age, race, sex) tabulation that corrects the current census for errors in age reporting (for example, grouping around age 21 and 65) and reallocates Hispanics from the "other race" category to more specific race groups. Any current analysis of opportunities in emerging ethnic markets should take this into account.
- * AGS list resources, GDT cartographic expertise, and Compusearch's years of demographic modeling experience represent a unique combination of leadership in the fields required for accurate estimates and projections.

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