

GBC Trade Market Area
 198-334
 Ring: 5 mile radius

Prepared by Jack Thompson
 Latitude: 32.330817
 Longitude: -96.112561

Summary	Census 2010	2012	2017
Population	18,236	18,508	19,003
Households	7,459	7,568	7,778
Families	4,953	4,940	5,131
Average Household Size	2.44	2.44	2.44
Owner Occupied Housing Units	5,559	5,552	5,749
Renter Occupied Housing Units	1,900	2,016	2,029
Median Age	43.9	44.7	46.2
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.53%	1.49%	0.68%
Households	0.55%	1.51%	0.74%
Families	0.76%	1.73%	0.72%
Owner HHs	0.70%	1.82%	0.91%
Median Household Income	2.99%	3.07%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	1,504	19.9%	1,449	18.6%
\$15,000 - \$24,999	1,222	16.1%	1,039	13.4%
\$25,000 - \$34,999	970	12.8%	906	11.6%
\$35,000 - \$49,999	1,037	13.7%	956	12.3%
\$50,000 - \$74,999	1,407	18.6%	1,675	21.5%
\$75,000 - \$99,999	627	8.3%	830	10.7%
\$100,000 - \$149,999	497	6.6%	574	7.4%
\$150,000 - \$199,999	185	2.4%	222	2.9%
\$200,000+	120	1.6%	128	1.6%
Median Household Income	\$35,938		\$41,648	
Average Household Income	\$50,574		\$55,979	
Per Capita Income	\$20,669		\$22,882	

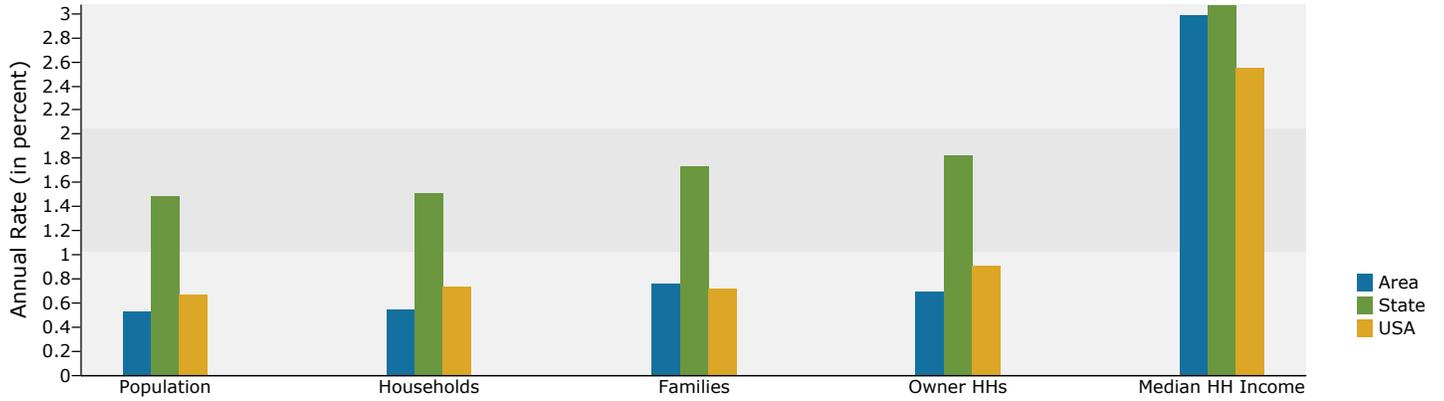
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,082	5.9%	1,084	5.9%	1,091	5.7%
5 - 9	1,077	5.9%	1,074	5.8%	1,076	5.7%
10 - 14	1,185	6.5%	1,173	6.3%	1,193	6.3%
15 - 19	1,137	6.2%	1,091	5.9%	1,047	5.5%
20 - 24	931	5.1%	951	5.1%	878	4.6%
25 - 34	1,848	10.1%	1,892	10.2%	1,917	10.1%
35 - 44	2,099	11.5%	2,050	11.1%	2,010	10.6%
45 - 54	2,642	14.5%	2,592	14.0%	2,414	12.7%
55 - 64	2,569	14.1%	2,724	14.7%	2,885	15.2%
65 - 74	2,138	11.7%	2,318	12.5%	2,821	14.8%
75 - 84	1,199	6.6%	1,208	6.5%	1,296	6.8%
85+	327	1.8%	350	1.9%	376	2.0%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	16,908	92.7%	17,025	92.0%	17,121	90.1%
Black Alone	284	1.6%	308	1.7%	356	1.9%
American Indian Alone	127	0.7%	130	0.7%	139	0.7%
Asian Alone	99	0.5%	115	0.6%	153	0.8%
Pacific Islander Alone	12	0.1%	12	0.1%	14	0.1%
Some Other Race Alone	460	2.5%	546	2.9%	777	4.1%
Two or More Races	346	1.9%	373	2.0%	442	2.3%
Hispanic Origin (Any Race)	1,309	7.2%	1,545	8.3%	2,158	11.4%

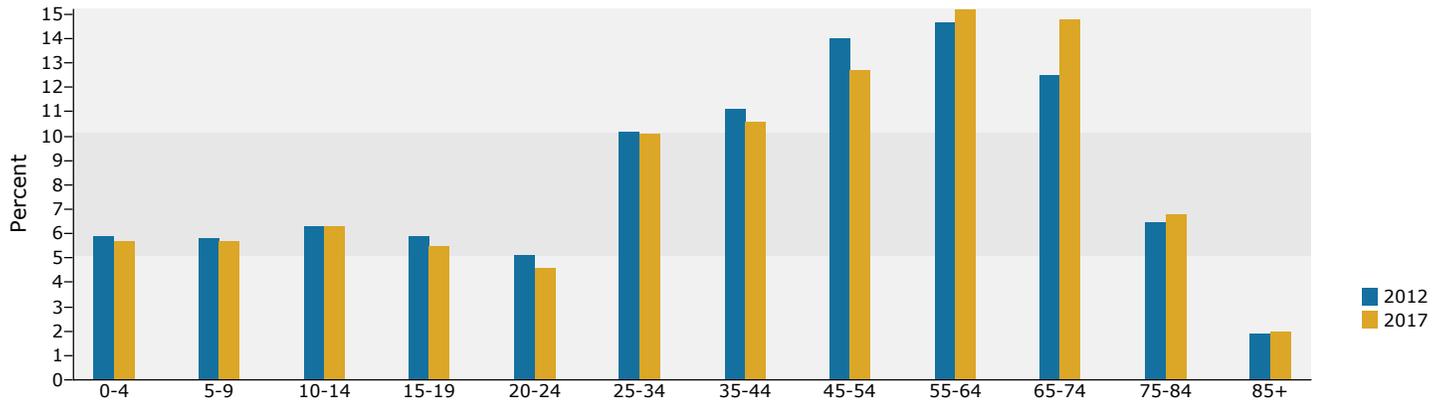
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

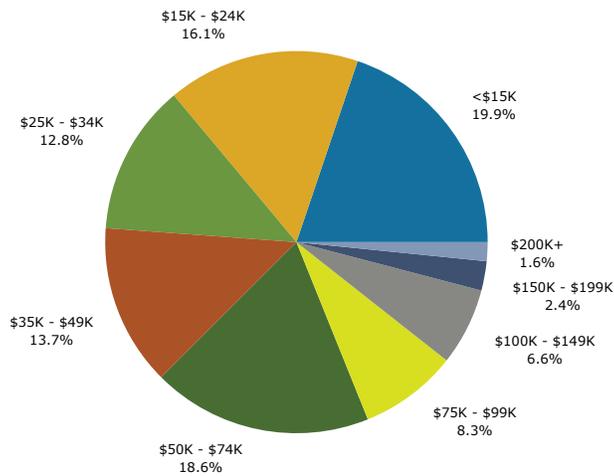
Trends 2012-2017



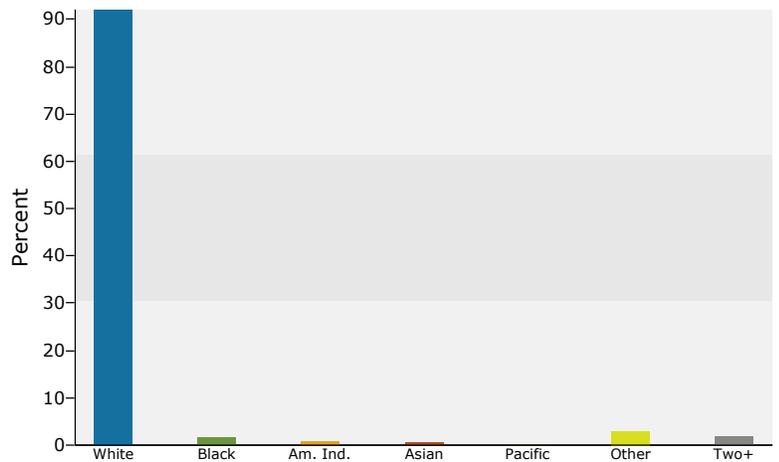
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 8.3%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

GBC Trade Market Area
 198-334
 Ring: 10 mile radius

Prepared by Jack Thompson
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Summary	Census 2010	2012	2017
Population	37,634	38,173	39,206
Households	15,314	15,531	15,958
Families	10,484	10,470	10,876
Average Household Size	2.45	2.45	2.45
Owner Occupied Housing Units	12,052	12,052	12,489
Renter Occupied Housing Units	3,262	3,479	3,469
Median Age	45.5	46.2	47.7
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.54%	1.49%	0.68%
Households	0.54%	1.51%	0.74%
Families	0.76%	1.73%	0.72%
Owner HHs	0.71%	1.82%	0.91%
Median Household Income	3.13%	3.07%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	3,024	19.5%	2,889	18.1%
\$15,000 - \$24,999	2,326	15.0%	1,943	12.2%
\$25,000 - \$34,999	1,964	12.6%	1,731	10.8%
\$35,000 - \$49,999	2,272	14.6%	2,215	13.9%
\$50,000 - \$74,999	2,807	18.1%	3,365	21.1%
\$75,000 - \$99,999	1,469	9.5%	1,881	11.8%
\$100,000 - \$149,999	1,121	7.2%	1,301	8.2%
\$150,000 - \$199,999	327	2.1%	395	2.5%
\$200,000+	221	1.4%	236	1.5%
Median Household Income	\$37,249		\$43,462	
Average Household Income	\$51,037		\$56,513	
Per Capita Income	\$20,827		\$23,063	

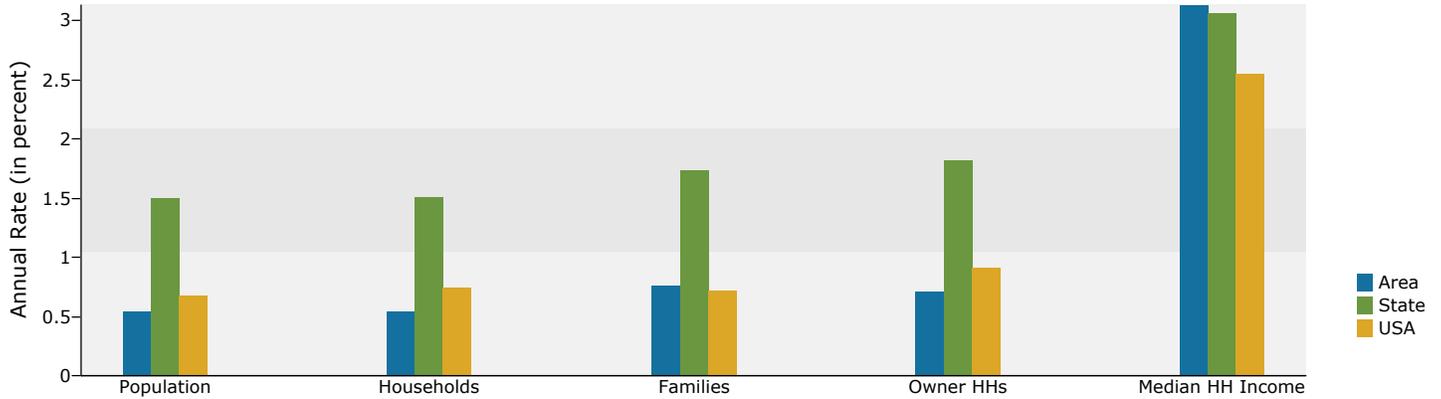
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,069	5.5%	2,073	5.4%	2,087	5.3%
5 - 9	2,122	5.6%	2,119	5.6%	2,125	5.4%
10 - 14	2,330	6.2%	2,305	6.0%	2,348	6.0%
15 - 19	2,360	6.3%	2,262	5.9%	2,174	5.5%
20 - 24	1,823	4.8%	1,866	4.9%	1,730	4.4%
25 - 34	3,559	9.5%	3,642	9.5%	3,697	9.4%
35 - 44	4,284	11.4%	4,186	11.0%	4,099	10.5%
45 - 54	5,723	15.2%	5,609	14.7%	5,220	13.3%
55 - 64	5,776	15.3%	6,107	16.0%	6,464	16.5%
65 - 74	4,543	12.1%	4,902	12.8%	5,947	15.2%
75 - 84	2,401	6.4%	2,421	6.3%	2,588	6.6%
85+	643	1.7%	682	1.8%	726	1.9%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	35,046	93.1%	35,285	92.4%	35,523	90.6%
Black Alone	609	1.6%	659	1.7%	763	1.9%
American Indian Alone	255	0.7%	265	0.7%	291	0.7%
Asian Alone	147	0.4%	171	0.4%	233	0.6%
Pacific Islander Alone	27	0.1%	28	0.1%	34	0.1%
Some Other Race Alone	927	2.5%	1,091	2.9%	1,556	4.0%
Two or More Races	624	1.7%	674	1.8%	806	2.1%
Hispanic Origin (Any Race)	2,593	6.9%	3,051	8.0%	4,286	10.9%

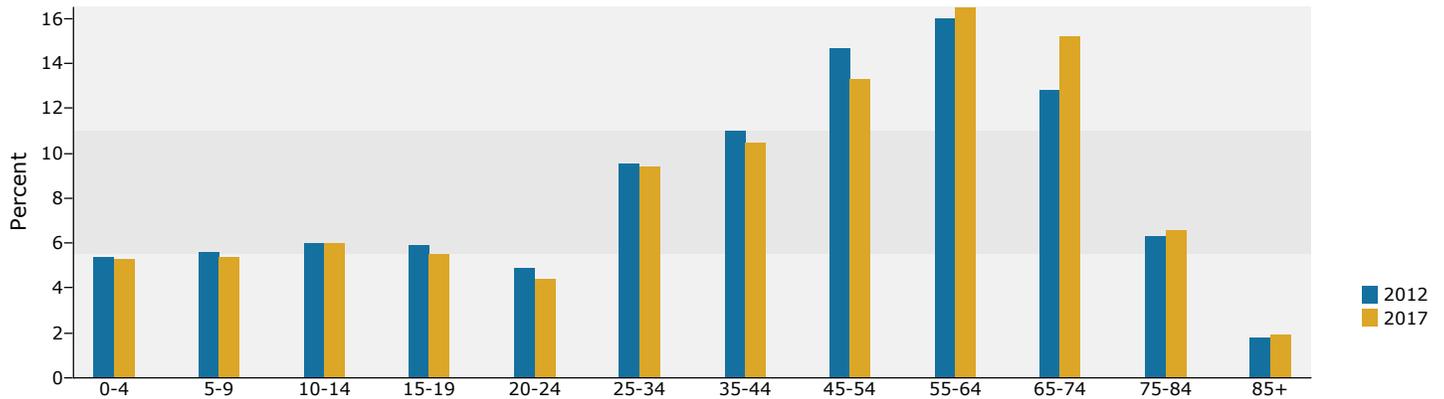
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

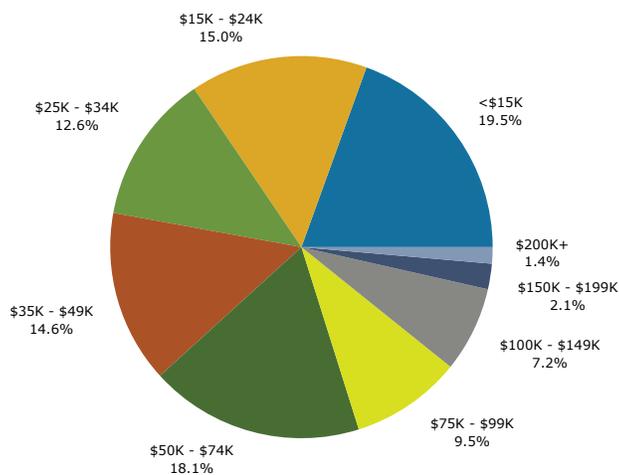
Trends 2012-2017



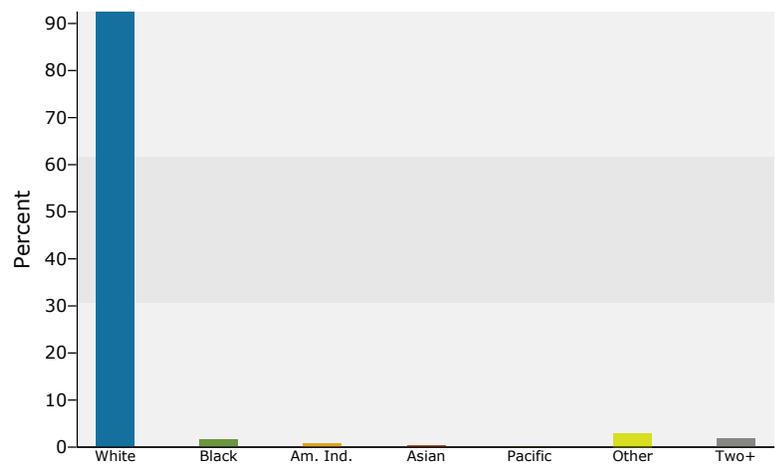
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 8.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

Demographic and Income Profile

GBC Trade Market Area
 198-334
 Ring: 15 mile radius

Prepared by Jack Thompson
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Summary	Census 2010	2012	2017
Population	51,947	52,641	54,069
Households	20,725	21,009	21,590
Families	14,485	14,468	15,023
Average Household Size	2.49	2.49	2.49
Owner Occupied Housing Units	16,338	16,332	16,948
Renter Occupied Housing Units	4,387	4,677	4,642
Median Age	44.9	45.5	46.9
Trends: 2012 - 2017 Annual Rate	Area	State	National
Population	0.54%	1.49%	0.68%
Households	0.55%	1.51%	0.74%
Families	0.76%	1.73%	0.72%
Owner HHs	0.74%	1.82%	0.91%
Median Household Income	3.35%	3.07%	2.55%

Households by Income	2012		2017	
	Number	Percent	Number	Percent
<\$15,000	4,063	19.3%	3,871	17.9%
\$15,000 - \$24,999	2,993	14.2%	2,450	11.3%
\$25,000 - \$34,999	2,634	12.5%	2,262	10.5%
\$35,000 - \$49,999	3,101	14.8%	3,058	14.2%
\$50,000 - \$74,999	3,879	18.5%	4,711	21.8%
\$75,000 - \$99,999	2,061	9.8%	2,605	12.1%
\$100,000 - \$149,999	1,580	7.5%	1,829	8.5%
\$150,000 - \$199,999	407	1.9%	493	2.3%
\$200,000+	290	1.4%	311	1.4%
Median Household Income	\$38,034		\$44,854	
Average Household Income	\$51,379		\$56,904	
Per Capita Income	\$20,642		\$22,852	

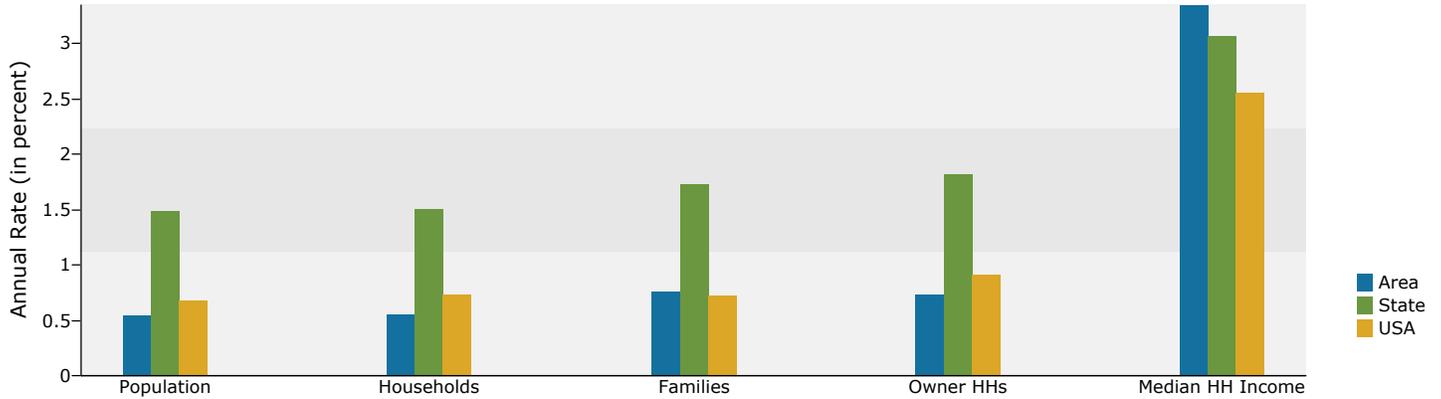
Population by Age	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,896	5.6%	2,902	5.5%	2,926	5.4%
5 - 9	3,047	5.9%	3,045	5.8%	3,060	5.7%
10 - 14	3,297	6.3%	3,260	6.2%	3,324	6.1%
15 - 19	3,341	6.4%	3,199	6.1%	3,080	5.7%
20 - 24	2,540	4.9%	2,603	4.9%	2,423	4.5%
25 - 34	4,976	9.6%	5,092	9.7%	5,177	9.6%
35 - 44	5,962	11.5%	5,828	11.1%	5,717	10.6%
45 - 54	8,000	15.4%	7,829	14.9%	7,306	13.5%
55 - 64	7,752	14.9%	8,196	15.6%	8,692	16.1%
65 - 74	6,029	11.6%	6,504	12.4%	7,897	14.6%
75 - 84	3,193	6.1%	3,217	6.1%	3,440	6.4%
85+	913	1.8%	966	1.8%	1,027	1.9%

Race and Ethnicity	Census 2010		2012		2017	
	Number	Percent	Number	Percent	Number	Percent
White Alone	47,364	91.2%	47,593	90.4%	47,810	88.4%
Black Alone	1,537	3.0%	1,617	3.1%	1,778	3.3%
American Indian Alone	375	0.7%	391	0.7%	436	0.8%
Asian Alone	185	0.4%	214	0.4%	291	0.5%
Pacific Islander Alone	36	0.1%	38	0.1%	46	0.1%
Some Other Race Alone	1,575	3.0%	1,840	3.5%	2,577	4.8%
Two or More Races	876	1.7%	947	1.8%	1,131	2.1%
Hispanic Origin (Any Race)	4,061	7.8%	4,743	9.0%	6,590	12.2%

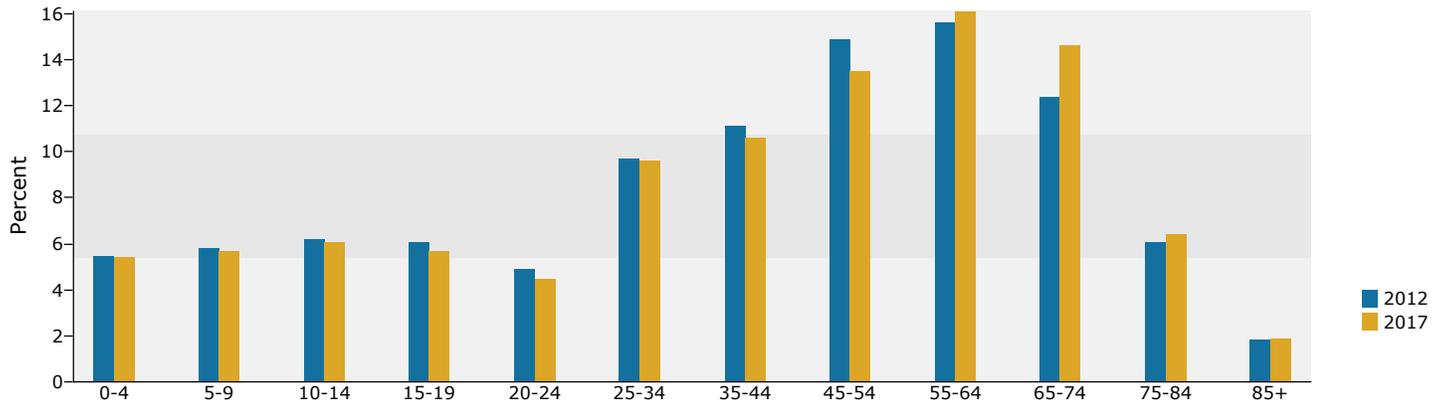
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.

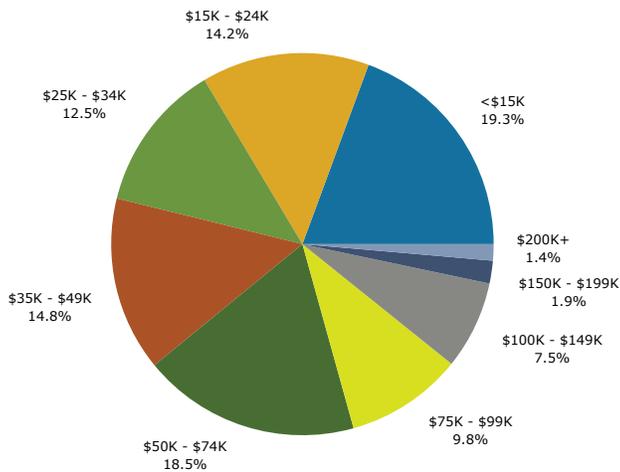
Trends 2012-2017



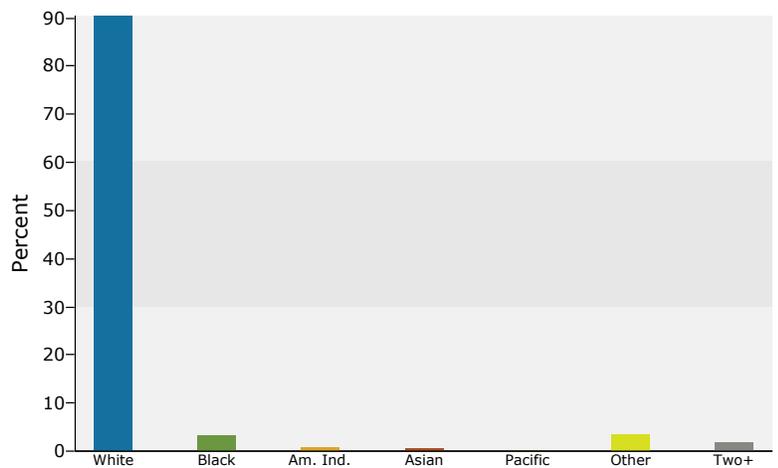
Population by Age



2012 Household Income



2012 Population by Race



2012 Percent Hispanic Origin: 9.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2012 and 2017.