

COMPLETE PROFILE

1990 - 2000 Census, 2010 Estimates with 2015 Projections
 Calculated using Proportional Block Groups



Lat/Lon: 38.5149/-82.77291

Ashland Town Center	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Population						
Estimated Population (2010)	89,522		201,407		290,930	
Census Population (1990)	94,984		194,474		289,458	
Census Population (2000)	91,822		200,985		292,807	
Projected Population (2015)	89,210		203,363		292,572	
Forecasted Population (2020)	87,726		204,603		292,328	
Historical Annual Change (1990-2000)	-3,162	-0.3%	6,511	0.3%	3,349	0.1%
Historical Annual Change (2000-2010)	-2,299	-0.3%	422	-	-1,877	-0.1%
Projected Annual Change (2010-2015)	-312	-0.1%	1,955	0.2%	1,643	0.1%
Est. Population Density (2010)	220.02 <i>psm</i>		87.91 <i>psm</i>		105.55 <i>psm</i>	
Trade Area Size	406.88 <i>sq mi</i>		2,291.08 <i>sq mi</i>		2,756.25 <i>sq mi</i>	
Households						
Estimated Households (2010)	35,703		79,349		115,052	
Census Households (1990)	36,177		72,346		108,523	
Census Households (2000)	36,910		78,975		115,885	
Projected Households (2015)	35,789		80,066		115,855	
Forecasted Households (2020)	35,133		80,582		115,715	
Historical Annual Change (1990-2000)	733	0.2%	6,629	0.9%	7,362	0.7%
Projected Annual Change (2000-2015)	-1,121	-0.2%	1,091	0.1%	-30	-
Average Household Income						
Est. Average Household Income (2010)	\$53,181		\$45,092		\$47,602	
Census Average Hhld Income (1990)	\$29,114		\$24,380		\$25,958	
Census Average Hhld Income (2000)	\$41,769		\$36,744		\$38,345	
Proj. Average Household Income (2015)	\$57,600		\$49,074		\$51,707	
Historical Annual Change (1990-2000)	\$12,655	4.3%	\$12,364	5.1%	\$12,387	4.8%
Projected Annual Change (2000-2015)	\$15,831	2.5%	\$12,329	2.2%	\$13,363	2.3%
Median Household Income						
Est. Median Household Income (2010)	\$40,193		\$34,855		\$36,511	
Census Median Hhld Income (1990)	\$23,669		\$19,151		\$20,657	
Census Median Hhld Income (2000)	\$32,232		\$28,041		\$29,376	
Proj. Median Household Income (2015)	\$43,543		\$37,791		\$39,568	
Historical Annual Change (1990-2000)	\$8,564	3.6%	\$8,890	4.6%	\$8,719	4.2%
Projected Annual Change (2000-2015)	\$11,310	2.3%	\$9,749	2.3%	\$10,191	2.3%
Per Capita Income						
Est. Per Capita Income (2010)	\$21,926		\$18,393		\$19,480	
Census Per Capita Income (1990)	\$11,089		\$9,070		\$9,732	
Census Per Capita Income (2000)	\$16,784		\$14,389		\$15,140	
Proj. Per Capita Income (2015)	\$23,911		\$20,042		\$21,221	
Historical Annual Change (1990-2000)	\$5,696	5.1%	\$5,320	5.9%	\$5,408	5.6%
Projected Annual Change (2000-2015)	\$7,126	2.8%	\$5,652	2.6%	\$6,081	2.7%
Other Income						
Est. Median Disposable Income (2010)	\$34,758		\$30,687		\$31,950	
Proj. Median Disposable Income (2015)	\$37,305		\$32,974		\$34,312	
Est. Average Household Net Worth (2010)	\$380,295		\$343,720		\$355,070	

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Ashland Town Center	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Income Distribution (2010)						
HH Income \$200,000 or More	489	1.4%	670	0.8%	1,158	1.0%
HH Income \$150,000 to 199,999	510	1.4%	974	1.2%	1,484	1.3%
HH Income \$125,000 to 149,999	981	2.7%	1,365	1.7%	2,345	2.0%
HH Income \$100,000 to 124,999	1,851	5.2%	2,920	3.7%	4,772	4.1%
HH Income \$75,000 to 99,999	3,470	9.7%	7,098	8.9%	10,568	9.2%
HH Income \$50,000 to 74,999	6,434	18.0%	13,252	16.7%	19,686	17.1%
HH Income \$35,000 to 49,999	5,453	15.3%	11,298	14.2%	16,751	14.6%
HH Income \$25,000 to 34,999	4,689	13.1%	9,922	12.5%	14,610	12.7%
HH Income \$15,000 to 24,999	5,100	14.3%	13,304	16.8%	18,404	16.0%
HH Income \$10,000 to 14,999	2,781	7.8%	7,495	9.4%	10,276	8.9%
HH Income \$0 to 9,999	3,946	11.1%	11,051	13.9%	14,997	13.0%
HH Income \$35,000+	19,188	53.7%	37,577	47.4%	56,764	49.3%
HH Income \$50,000+	13,735	38.5%	26,279	33.1%	40,014	34.8%
HH Income \$75,000+	7,301	20.5%	13,026	16.4%	20,328	17.7%
Race & Ethnicity (2010)						
Total Population	89,522		201,407		290,930	
White	85,814	95.9%	194,853	96.7%	280,667	96.5%
Black or African American	2,282	2.5%	2,966	1.5%	5,247	1.8%
American Indian & Alaska Native	159	0.2%	657	0.3%	816	0.3%
Asian	390	0.4%	773	0.4%	1,162	0.4%
Hawaiian & Pacific Islander	6	-	39	-	45	-
Other Race	139	0.2%	285	0.1%	424	0.1%
Two or More Races	734	0.8%	1,834	0.9%	2,568	0.9%
Not Hispanic or Latino Population	88,460	98.8%	199,821	99.2%	288,281	99.1%
Non Hispanic: White	84,912	96.0%	193,310	96.7%	278,223	96.5%
Non Hispanic: Black or African American	2,131	2.4%	2,931	1.5%	5,062	1.8%
Non Hispanic: Amer Indian & AK Native	157	0.2%	657	0.3%	814	0.3%
Non Hispanic: Asian	386	0.4%	770	0.4%	1,155	0.4%
Non Hispanic: Hawaiian & Pacific Islander	6	-	39	-	45	-
Non Hispanic: Other Race	139	0.2%	283	0.1%	422	0.1%
Non Hispanic: Two or More Races	730	0.8%	1,830	0.9%	2,560	0.9%
Hispanic or Latino Population	1,062	1.2%	1,586	0.8%	2,648	0.9%
Hispanic: White	902	84.9%	1,542	97.2%	2,444	92.3%
Hispanic: Black or African American	150	14.2%	35	2.2%	186	7.0%
Hispanic: American Indian & Alaska Native	2	0.2%	-	-	2	0.1%
Hispanic: Asian	4	0.4%	3	0.2%	7	0.3%
Hispanic: Hawaiian & Pacific Islander	-	-	-	-	-	-
Hispanic: Other Race	-	-	2	0.1%	2	0.1%
Hispanic: Two or More Races	4	0.4%	4	0.3%	8	0.3%
Not of Hispanic Origin Population (1990)	94,432	99.4%	193,911	99.7%	288,344	99.6%
Hispanic Origin Population (1990)	551	0.6%	563	0.3%	1,114	0.4%
Not Hispanic or Latino Population (2000)	90,975	99.1%	199,811	99.4%	290,786	99.3%
Hispanic or Latino Population (2000)	846	0.9%	1,174	0.6%	2,021	0.7%
Not Hispanic or Latino Population 5yr (2015)	88,070	98.7%	201,594	99.1%	289,664	99.0%
Hispanic or Latino Population 5yr (2015)	1,140	1.3%	1,769	0.9%	2,909	1.0%
Historical Annual Change (1990-2000)	295	5.3%	612	10.9%	906	8.1%
Projected Annual Change (2000-2015)	293	2.3%	595	3.4%	888	2.9%

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Ashland Town Center	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Age Distribution (2010)						
Total Population	89,522		201,407		290,930	
Age 0 to 4 yrs	5,047	5.6%	12,849	6.4%	17,896	6.2%
Age 5 to 9 yrs	5,054	5.6%	12,108	6.0%	17,162	5.9%
Age 10 to 14 yrs	5,149	5.8%	11,939	5.9%	17,088	5.9%
Age 15 to 19 yrs	5,503	6.1%	13,331	6.6%	18,834	6.5%
Age 20 to 24 yrs	5,143	5.7%	13,893	6.9%	19,036	6.5%
Age 25 to 29 yrs	5,487	6.1%	14,493	7.2%	19,979	6.9%
Age 30 to 34 yrs	5,647	6.3%	13,683	6.8%	19,330	6.6%
Age 35 to 39 yrs	5,544	6.2%	12,936	6.4%	18,480	6.4%
Age 40 to 44 yrs	5,910	6.6%	12,936	6.4%	18,845	6.5%
Age 45 to 49 yrs	6,358	7.1%	13,442	6.7%	19,800	6.8%
Age 50 to 54 yrs	6,646	7.4%	14,011	7.0%	20,656	7.1%
Age 55 to 59 yrs	6,355	7.1%	13,111	6.5%	19,466	6.7%
Age 60 to 64 yrs	5,578	6.2%	11,500	5.7%	17,078	5.9%
Age 65 to 69 yrs	4,722	5.3%	9,268	4.6%	13,990	4.8%
Age 70 to 74 yrs	3,862	4.3%	7,525	3.7%	11,387	3.9%
Age 75 to 79 yrs	3,078	3.4%	5,815	2.9%	8,893	3.1%
Age 80 to 84 yrs	2,309	2.6%	4,275	2.1%	6,585	2.3%
Age 85 yrs plus	2,133	2.4%	4,292	2.1%	6,424	2.2%
Median Age	41.1 yrs		37.5 yrs		38.6 yrs	
Age 19 yrs or less	20,752	23.2%	50,228	24.9%	70,980	24.4%
Age 20 to 64 years	52,666	58.8%	120,005	59.6%	172,671	59.4%
Age 65 years Plus	16,104	18.0%	31,175	15.5%	47,279	16.3%
Female Age Distribution (2010)						
Female Population	46,120	51.5%	104,030	51.7%	150,150	51.6%
Age 0 to 4 yrs	2,483	5.4%	6,210	6.0%	8,693	5.8%
Age 5 to 9 yrs	2,440	5.3%	5,842	5.6%	8,281	5.5%
Age 10 to 14 yrs	2,512	5.4%	5,806	5.6%	8,318	5.5%
Age 15 to 19 yrs	2,625	5.7%	6,555	6.3%	9,179	6.1%
Age 20 to 24 yrs	2,522	5.5%	6,969	6.7%	9,491	6.3%
Age 25 to 29 yrs	2,626	5.7%	7,305	7.0%	9,931	6.6%
Age 30 to 34 yrs	2,768	6.0%	6,871	6.6%	9,639	6.4%
Age 35 to 39 yrs	2,806	6.1%	6,655	6.4%	9,460	6.3%
Age 40 to 44 yrs	2,977	6.5%	6,647	6.4%	9,623	6.4%
Age 45 to 49 yrs	3,221	7.0%	7,001	6.7%	10,222	6.8%
Age 50 to 54 yrs	3,436	7.4%	7,308	7.0%	10,743	7.2%
Age 55 to 59 yrs	3,328	7.2%	6,767	6.5%	10,096	6.7%
Age 60 to 64 yrs	2,947	6.4%	6,033	5.8%	8,979	6.0%
Age 65 to 69 yrs	2,533	5.5%	4,966	4.8%	7,499	5.0%
Age 70 to 74 yrs	2,182	4.7%	4,146	4.0%	6,328	4.2%
Age 75 to 79 yrs	1,835	4.0%	3,349	3.2%	5,184	3.5%
Age 80 to 84 yrs	1,432	3.1%	2,674	2.6%	4,106	2.7%
Age 85 yrs plus	1,450	3.1%	2,927	2.8%	4,376	2.9%
Female Median Age	43.1 yrs		39.1 yrs		40.4 yrs	
Age 19 yrs or less	10,059	21.8%	24,412	23.5%	34,472	23.0%
Age 20 to 64 years	26,630	57.7%	61,556	59.2%	88,186	58.7%
Age 65 years Plus	9,431	20.4%	18,061	17.4%	27,492	18.3%

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Ashland Town Center	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Male Age Distribution (2010)						
Male Population	43,402	48.5%	97,378	48.3%	140,780	48.4%
Age 0 to 4 yrs	2,564	5.9%	6,639	6.8%	9,203	6.5%
Age 5 to 9 yrs	2,614	6.0%	6,267	6.4%	8,881	6.3%
Age 10 to 14 yrs	2,637	6.1%	6,133	6.3%	8,770	6.2%
Age 15 to 19 yrs	2,878	6.6%	6,777	7.0%	9,654	6.9%
Age 20 to 24 yrs	2,620	6.0%	6,924	7.1%	9,544	6.8%
Age 25 to 29 yrs	2,861	6.6%	7,187	7.4%	10,048	7.1%
Age 30 to 34 yrs	2,879	6.6%	6,812	7.0%	9,691	6.9%
Age 35 to 39 yrs	2,738	6.3%	6,281	6.5%	9,019	6.4%
Age 40 to 44 yrs	2,933	6.8%	6,289	6.5%	9,222	6.6%
Age 45 to 49 yrs	3,137	7.2%	6,440	6.6%	9,578	6.8%
Age 50 to 54 yrs	3,210	7.4%	6,703	6.9%	9,913	7.0%
Age 55 to 59 yrs	3,026	7.0%	6,344	6.5%	9,370	6.7%
Age 60 to 64 yrs	2,631	6.1%	5,468	5.6%	8,099	5.8%
Age 65 to 69 yrs	2,189	5.0%	4,302	4.4%	6,491	4.6%
Age 70 to 74 yrs	1,681	3.9%	3,379	3.5%	5,060	3.6%
Age 75 to 79 yrs	1,243	2.9%	2,466	2.5%	3,709	2.6%
Age 80 to 84 yrs	878	2.0%	1,601	1.6%	2,479	1.8%
Age 85 yrs plus	683	1.6%	1,365	1.4%	2,048	1.5%
Male Median Age	39.0 yrs		35.9 yrs		36.8 yrs	
Age 19 yrs or less	10,693	24.6%	25,815	26.5%	36,508	25.9%
Age 20 to 64 years	26,036	60.0%	58,449	60.0%	84,485	60.0%
Age 65 years Plus	6,673	15.4%	13,114	13.5%	19,787	14.1%
Males per 100 Females (2010)						
Overall Comparison	94		94		94	
Age 0 to 4 yrs	103	50.8%	107	51.7%	106	51.4%
Age 5 to 9 yrs	107	51.7%	107	51.8%	107	51.7%
Age 10 to 14 yrs	105	51.2%	106	51.4%	105	51.3%
Age 15 to 19 yrs	110	52.3%	103	50.8%	105	51.3%
Age 20 to 24 yrs	104	51.0%	99	49.8%	101	50.1%
Age 25 to 29 yrs	109	52.1%	98	49.6%	101	50.3%
Age 30 to 34 yrs	104	51.0%	99	49.8%	101	50.1%
Age 35 to 39 yrs	98	49.4%	94	48.6%	95	48.8%
Age 40 to 44 yrs	99	49.6%	95	48.6%	96	48.9%
Age 45 to 49 yrs	97	49.3%	92	47.9%	94	48.4%
Age 50 to 54 yrs	93	48.3%	92	47.8%	92	48.0%
Age 55 to 59 yrs	91	47.6%	94	48.4%	93	48.1%
Age 60 to 64 yrs	89	47.2%	91	47.5%	90	47.4%
Age 65 to 69 yrs	86	46.4%	87	46.4%	87	46.4%
Age 70 to 74 yrs	77	43.5%	82	44.9%	80	44.4%
Age 75 to 79 yrs	68	40.4%	74	42.4%	72	41.7%
Age 80 to 84 yrs	61	38.0%	60	37.5%	60	37.6%
Age 85 yrs plus	47	32.0%	47	31.8%	47	31.9%
Age 19 yrs or less	106	51.5%	106	51.4%	106	51.4%
Age 20 to 39 yrs	104	50.9%	98	49.5%	99	49.9%
Age 40 to 64 yrs	94	48.4%	93	48.1%	93	48.2%
Age 65 years Plus	71	41.4%	73	42.1%	72	41.9%

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Ashland Town Center	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Household Type (2010)						
Total Households	35,703		79,349		115,052	
Households with Children	10,954	30.7%	26,409	33.3%	37,363	32.5%
Average Household Size	2.43		2.45		2.45	
Est. Household Density	87.75 <i>psm</i>		34.63 <i>psm</i>		41.74 <i>psm</i>	
Population Family	73,819	82.5%	165,948	82.4%	239,767	82.4%
Population Non-Family	12,950	14.5%	28,781	14.3%	41,730	14.3%
Population Group Qtrs	2,754	3.1%	6,679	3.3%	9,433	3.2%
Family Households	23,799	66.7%	54,393	68.5%	78,192	68.0%
<i>Married Couple Hhlds</i>	17,915	75.3%	41,251	75.8%	59,166	75.7%
<i>Other Family Hhlds</i>	5,884	24.7%	13,142	24.2%	19,026	24.3%
Family Households With Children	10,848	45.6%	26,115	48.0%	36,963	47.3%
<i>Married Couple With Children</i>	6,747	62.2%	17,407	66.7%	24,154	65.3%
<i>Other Family Hhlds With Children</i>	4,101	37.8%	8,708	33.3%	12,809	34.7%
Family Households No Children	12,951	54.4%	28,278	52.0%	41,229	52.7%
<i>Married Couple No Children</i>	11,169	86.2%	23,844	84.3%	35,013	84.9%
<i>Other Family Households No Children</i>	1,783	13.8%	4,434	15.7%	6,217	15.1%
Average Family Household Size	3.10		3.05		3.07	
Average Family Income	\$64,125		\$53,380		\$56,650	
Median Family Income	\$52,276		\$44,294		\$46,723	
Non-Family Households	11,904	33.3%	24,956	31.5%	36,860	32.0%
Non-Family Hhlds With Children	106	0.9%	294	1.2%	400	1.1%
Non-Family Hhld No Children	11,798	99.1%	24,662	98.8%	36,459	98.9%
<i>N-F Hhld Lone Person No Children</i>	10,862	91.2%	21,735	87.1%	32,596	88.4%
Lone Male Householder	4,395	40.5%	9,507	43.7%	13,902	42.6%
Lone Female Householder	6,467	59.5%	12,228	56.3%	18,695	57.4%
<i>N-F Hhld 2+ Persons No Children</i>	936	7.9%	2,927	11.7%	3,863	10.5%
Average Non-Family Hhld Size	1.09		1.15		1.13	
Marital Status (2010)						
(15 Years or Older)	74,239		164,494		238,733	
Never Married	14,170	19.1%	35,186	21.4%	49,356	20.7%
Now Married	42,398	57.1%	92,223	56.1%	134,621	56.4%
Previously Married	17,671	23.8%	37,086	22.5%	54,756	22.9%
Separated	2,821	16.0%	6,370	17.2%	9,191	16.8%
Widowed	6,581	37.2%	13,322	35.9%	19,903	36.3%
Divorced	8,269	46.8%	17,393	46.9%	25,662	46.9%
Educational Attainment (2010)						
Adult Population (25 Years or Older)	63,627		137,287		200,914	
Elementary (0 to 8)	3,086	4.8%	11,053	8.1%	14,139	7.0%
Some High School (9 to 11)	7,456	11.7%	17,473	12.7%	24,930	12.4%
High School Graduate (12)	24,435	38.4%	55,040	40.1%	79,476	39.6%
Some College (13 to 16)	13,389	21.0%	26,104	19.0%	39,493	19.7%
Associate Degree Only	5,105	8.0%	9,091	6.6%	14,196	7.1%
Bachelor Degree Only	5,876	9.2%	10,414	7.6%	16,290	8.1%
Graduate Degree	4,280	6.7%	8,111	5.9%	12,391	6.2%
Any College + (Some College or higher)	28,650	45.0%	53,719	39.1%	82,369	41.0%
College Degree + (Bachelor Degree or higher)	10,157	16.0%	18,524	13.5%	28,681	14.3%

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Ashland Town Center	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Housing (2010)						
Total Housing Units	40,783		91,395		132,178	
Housing Units, Occupied	35,703	87.5%	79,349	86.8%	115,052	87.0%
Housing Units, Owner-Occupied	25,940	72.7%	56,973	71.8%	82,913	72.1%
Housing Units, Renter-Occupied	9,763	27.3%	22,376	28.2%	32,139	27.9%
Housing Units, Vacant	5,080	11.1%	12,046	11.6%	17,126	11.5%
Total Housing Units (2000)	40,583		87,996		128,579	
Historical Annual Change (2000-2010)	200	-	3,399	0.4%	3,599	0.3%
Household Size (2010)						
Total Households	35,703		79,349		115,052	
1 Person Household	10,862	30.4%	21,735	27.4%	32,596	28.3%
2 Person Households	10,964	30.7%	25,938	32.7%	36,902	32.1%
3 Person Households	5,645	15.8%	14,324	18.1%	19,969	17.4%
4 Person Households	5,495	15.4%	11,335	14.3%	16,830	14.6%
5 Person Households	1,967	5.5%	4,240	5.3%	6,207	5.4%
6 Person Households	575	1.6%	1,225	1.5%	1,800	1.6%
7+ Person Households	195	0.5%	552	0.7%	747	0.6%
Household Stability (2010)						
Total Households	35,703		79,349		115,052	
In current residence < 1 year	4,702	13.2%	12,831	16.2%	17,534	15.2%
In current residence 1-2 years	9,723	27.2%	26,834	33.8%	36,556	31.8%
In current residence 3-5 years	7,122	19.9%	16,070	20.3%	23,192	20.2%
In current residence 6-10 years	4,174	11.7%	8,175	10.3%	12,348	10.7%
In current residence > 10 years	9,983	28.0%	15,439	19.5%	25,421	22.1%
Turnover (% Annual Residential Turnover)		13.2%		16.2%		15.2%
Stability (% In Current Residence 5+ Years)		39.6%		29.8%		32.8%
Median Years in Residence	4.5 yrs		3.5 yrs		3.8 yrs	
Household Vehicles (2010)						
Total Vehicles Available	66,629		150,393		217,022	
Household: 0 Vehicles Available	3,063	8.6%	6,577	8.3%	9,640	8.4%
Household: 1 Vehicles Available	11,218	31.4%	24,758	31.2%	35,976	31.3%
Household: 2 Vehicles Available	13,496	37.8%	29,365	37.0%	42,860	37.3%
Household: 3+ Vehicles Available	7,926	22.2%	18,649	23.5%	26,575	23.1%
Average Per Household	1.9 Vehicles		1.9 Vehicles		1.9 Vehicles	
Owner Occupied Hhlds Vehicles	55,321	83.0%	122,248	81.3%	177,568	81.8%
Average Per Owner Household	2.1 Vehicles		2.1 Vehicles		2.1 Vehicles	
Renter Occupied Hhlds Vehicles	11,308	17.0%	28,146	18.7%	39,454	18.2%
Average Per Renter Household	1.2 Vehicles		1.3 Vehicles		1.2 Vehicles	
Travel Time (2000)						
Worker Base (16 Years or Older)	35,000		77,698		112,698	
Travel to Work in 14 Minutes or Less	13,953	39.9%	24,548	31.6%	38,502	34.2%
Travel to Work in 15 to 29 Minutes	13,033	37.2%	27,007	34.8%	40,041	35.5%
Travel to Work in 30 to 59 Minutes	5,615	16.0%	17,363	22.3%	22,978	20.4%
Travel to Work in 60 Minutes or More	1,698	4.9%	6,989	9.0%	8,687	7.7%
Work at Home	701	2.0%	1,790	2.3%	2,491	2.2%
Average Travel Time to Work	20.5 mins		25.9 mins		24.2 mins	

COMPLETE PROFILE

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 Calculated using Proportional Block Groups



Lat/Lon: 38.5149/-82.77291

Ashland Town Center	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Transportation To Work (2000)						
Work Base	35,000		77,698		112,698	
Drive to Work Alone	30,085	86.0%	62,421	80.3%	92,506	82.1%
Drive to Work in Carpool	3,233	9.2%	9,916	12.8%	13,149	11.7%
Travel to Work - Public Transportation	109	0.3%	475	0.6%	583	0.5%
Drive to Work on Motorcycle	22	0.1%	27	-	49	-
Bicycle to Work	27	0.1%	79	0.1%	106	0.1%
Walk to Work	647	1.8%	2,443	3.1%	3,090	2.7%
Other Means	177	0.5%	547	0.7%	724	0.6%
Work at Home	701	2.0%	1,790	2.3%	2,491	2.2%
Daytime Demos (2010)						
Total Number of Businesses	3,455		6,109		9,564	
Total Number of Employees	42,360		63,480		105,840	
Company Headqtrs: Businesses	6	0.2%	1	-	7	0.1%
Company Headqtrs: Employees	119	0.3%	8	-	127	0.1%
Employee Population per Business	12.3 to 1		10.4 to 1		11.1 to 1	
Residential Population per Business	25.9 to 1		33.0 to 1		30.4 to 1	
Est. Adj. Daytime Demographics (Age16+)	81,586		147,335		228,921	
Labor Force (2010)						
Labor: Population Age 16+	73,162		161,869		235,031	
Unemployment Rate		5.1%		5.3%		5.2%
Labor Force Total: Males	35,006	47.8%	76,985	47.6%	111,991	47.6%
<i>Male civilian employed</i>	17,904	51.1%	41,292	53.6%	59,195	52.9%
<i>Male civilian unemployed</i>	2,014	5.8%	4,444	5.8%	6,458	5.8%
<i>Males in Armed Forces</i>	8	-	95	0.1%	103	0.1%
<i>Males not in labor force</i>	15,081	43.1%	31,156	40.5%	46,236	41.3%
Labor Force Total: Females	38,155	52.2%	84,884	52.4%	123,040	52.4%
<i>Female civilian employed</i>	16,023	42.0%	36,622	43.1%	52,645	42.8%
<i>Female civilian unemployed</i>	1,711	4.5%	4,130	4.9%	5,841	4.7%
<i>Females in Armed Forces</i>	-	-	7	-	7	-
<i>Females not in labor force</i>	20,421	53.5%	44,125	52.0%	64,546	52.5%
Employment Force Change (2000-2010)	-1,033	-3.0%	311	0.4%	-722	-0.6%
Male Change (2000-2010)	-691	-3.7%	-123	-0.3%	-815	-1.4%
Female Change (2000-2010)	-342	-2.1%	435	1.2%	93	0.2%
Occupation (2000)						
Occupation: Population Age 16+	34,960		77,602		112,562	
Occupation Total: Males	18,595	53.2%	41,415	53.4%	60,010	53.3%
Occupation Total: Females	16,365	46.8%	36,187	46.6%	52,552	46.7%
Mgmt, Business, & Financial Operations	3,008	8.6%	6,241	8.0%	9,249	8.2%
Professional and Related	6,632	19.0%	13,208	17.0%	19,840	17.6%
Service	5,743	16.4%	13,339	17.2%	19,082	17.0%
Sales and Office	9,676	27.7%	19,168	24.7%	28,844	25.6%
Farming, Fishing, & Forestry	93	0.3%	755	1.0%	848	0.8%
Construction, Extraction, & Maintenance	4,117	11.8%	10,199	13.1%	14,316	12.7%
Production, Transport, & Material Moving	5,692	16.3%	14,692	18.9%	20,383	18.1%
White Collar		55.3%		49.8%		51.5%
Blue Collar		44.7%		50.2%		48.5%

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Lat/Lon: 38.5149/-82.77291

Ashland Town Center	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Units In Structure (2000)						
Total Units	40,583		87,996		128,579	
1 Detached Unit	30,356	74.8%	59,922	68.1%	90,278	70.2%
1 Attached Unit	475	1.2%	661	0.8%	1,136	0.9%
2 Units	1,121	2.8%	2,337	2.7%	3,457	2.7%
3 to 4 Units	1,070	2.6%	2,094	2.4%	3,165	2.5%
5 to 9 Units	996	2.5%	1,983	2.3%	2,979	2.3%
10 to 19 Units	697	1.7%	1,185	1.3%	1,882	1.5%
20 to 49 Units	203	0.5%	902	1.0%	1,105	0.9%
50 or more Units	691	1.7%	1,161	1.3%	1,852	1.4%
Mobile Home or Trailer	4,950	12.2%	17,577	20.0%	22,527	17.5%
Other Structure	23	0.1%	174	0.2%	198	0.2%
Homes Built By Year (2000)						
Homes Built 1999 to 2000	543	1.3%	1,740	2.0%	2,283	1.8%
Homes Built 1995 to 1998	1,788	4.4%	7,092	8.1%	8,880	6.9%
Homes Built 1990 to 1994	2,074	5.1%	6,858	7.8%	8,932	6.9%
Homes Built 1980 to 1989	4,394	10.8%	11,604	13.2%	15,997	12.4%
Homes Built 1970 to 1979	8,001	19.7%	17,141	19.5%	25,141	19.6%
Homes Built 1960 to 1969	6,448	15.9%	11,283	12.8%	17,731	13.8%
Homes Built 1950 to 1959	5,895	14.5%	10,526	12.0%	16,421	12.8%
Homes Built 1940 to 1949	4,033	9.9%	6,970	7.9%	11,003	8.6%
Homes Built Before 1939	7,407	18.3%	14,782	16.8%	22,190	17.3%
Median Age of Homes	36.8 yrs		32.4 yrs		33.8 yrs	
Home Values (2000)						
Owner Specified Housing Units	21,967		37,580		59,547	
Home Values \$1,000,000 or More	24	0.1%	12	-	37	0.1%
Home Values \$750,000 to \$999,999	8	-	16	-	24	-
Home Values \$500,000 to \$749,999	36	0.2%	12	-	48	0.1%
Home Values \$400,000 to \$499,999	42	0.2%	32	0.1%	74	0.1%
Home Values \$300,000 to \$399,999	126	0.6%	166	0.4%	292	0.5%
Home Values \$250,000 to \$299,999	163	0.7%	248	0.7%	412	0.7%
Home Values \$200,000 to \$249,999	333	1.5%	435	1.2%	768	1.3%
Home Values \$175,000 to \$199,999	375	1.7%	435	1.2%	811	1.4%
Home Values \$150,000 to \$174,999	546	2.5%	937	2.5%	1,482	2.5%
Home Values \$125,000 to \$149,999	979	4.5%	1,865	5.0%	2,843	4.8%
Home Values \$100,000 to \$124,999	1,631	7.4%	2,946	7.8%	4,577	7.7%
Home Values \$90,000 to \$99,999	1,216	5.5%	2,246	6.0%	3,462	5.8%
Home Values \$80,000 to \$89,999	2,270	10.3%	3,670	9.8%	5,940	10.0%
Home Values \$70,000 to \$79,999	2,377	10.8%	3,853	10.3%	6,231	10.5%
Home Values \$60,000 to \$69,999	2,805	12.8%	4,149	11.0%	6,953	11.7%
Home Values \$50,000 to \$59,999	2,803	12.8%	4,610	12.3%	7,412	12.4%
Home Values \$35,000 to \$49,999	3,725	17.0%	6,039	16.1%	9,764	16.4%
Home Values \$25,000 to \$34,999	1,436	6.5%	3,105	8.3%	4,540	7.6%
Home Values \$10,000 to \$24,999	993	4.5%	2,261	6.0%	3,254	5.5%
Home Values \$0 to \$9,999	80	0.4%	544	1.4%	624	1.0%
Owner Occupied Median Home Value	\$69,493		\$67,180		\$68,033	
Renter Occupied Median Rent	\$182		\$189		\$186	
Average Property Value (2010)	\$65,723		\$44,810		\$51,299	

COMPLETE PROFILE

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 Calculated using Proportional Block Groups



Lat/Lon: 38.5149/-82.77291

Ashland Town Center	Primary Trade Area		Secondary Trade Area		Total Trade Area	
Consumer Expenditure (Annual Total)						
Total Household Expenditure (2010)	\$1.62 B		\$3.23 B		\$4.85 B	
<i>Total Non-Retail Expenditures (2010)</i>	\$925 M		\$1.85 B		\$2.77 B	
<i>Total Retail Expenditures (2010)</i>	\$693 M		\$1.39 B		\$2.08 B	
Apparel (2010)	\$76.8 M		\$154 M		\$231 M	
Contributions (2010)	\$56.3 M		\$110 M		\$167 M	
Education (2010)	\$36.1 M		\$71.0 M		\$107 M	
Entertainment (2010)	\$89.4 M		\$178 M		\$268 M	
Food And Beverages (2010)	\$253 M		\$510 M		\$763 M	
Furnishings And Equipment (2010)	\$68.8 M		\$136 M		\$205 M	
Gifts (2010)	\$40.7 M		\$79.8 M		\$120 M	
Health Care (2010)	\$104 M		\$210 M		\$314 M	
Household Operations (2010)	\$55.2 M		\$109 M		\$164 M	
Miscellaneous Expenses (2010)	\$27.6 M		\$55.4 M		\$83.0 M	
Personal Care (2010)	\$23.6 M		\$47.3 M		\$70.9 M	
Personal Insurance (2010)	\$15.7 M		\$30.9 M		\$46.6 M	
Reading (2010)	\$5.29 M		\$10.5 M		\$15.8 M	
Shelter (2010)	\$312 M		\$622 M		\$933 M	
Tobacco (2010)	\$11.6 M		\$24.0 M		\$35.6 M	
Transportation (2010)	\$325 M		\$649 M		\$975 M	
Utilities (2010)	\$117 M		\$239 M		\$356 M	
Consumer Expenditure (per Household per Month)						
Total Household Expenditure (2010)	\$3,776		\$3,397		\$3,515	
<i>Total Non-Retail Expenditures (2010)</i>	\$2,160	57.2%	\$1,940	57.1%	\$2,009	57.1%
<i>Total Retail Expenditures (2010)</i>	\$1,616	42.8%	\$1,457	42.9%	\$1,506	42.9%
Apparel (2010)	\$179	4.7%	\$162	4.8%	\$167	4.8%
Contributions (2010)	\$131	3.5%	\$116	3.4%	\$121	3.4%
Education (2010)	\$84	2.2%	\$75	2.2%	\$78	2.2%
Entertainment (2010)	\$209	5.5%	\$187	5.5%	\$194	5.5%
Food And Beverages (2010)	\$590	15.6%	\$535	15.8%	\$552	15.7%
Furnishings And Equipment (2010)	\$161	4.3%	\$143	4.2%	\$148	4.2%
Gifts (2010)	\$95	2.5%	\$84	2.5%	\$87	2.5%
Health Care (2010)	\$242	6.4%	\$221	6.5%	\$227	6.5%
Household Operations (2010)	\$129	3.4%	\$114	3.4%	\$119	3.4%
Miscellaneous Expenses (2010)	\$65	1.7%	\$58	1.7%	\$60	1.7%
Personal Care (2010)	\$55	1.5%	\$50	1.5%	\$51	1.5%
Personal Insurance (2010)	\$37	1.0%	\$32	1.0%	\$34	1.0%
Reading (2010)	\$12	0.3%	\$11	0.3%	\$11	0.3%
Shelter (2010)	\$728	19.3%	\$653	19.2%	\$676	19.2%
Tobacco (2010)	\$27	0.7%	\$25	0.7%	\$26	0.7%
Transportation (2010)	\$759	20.1%	\$682	20.1%	\$706	20.1%
Utilities (2010)	\$274	7.3%	\$250	7.4%	\$258	7.3%