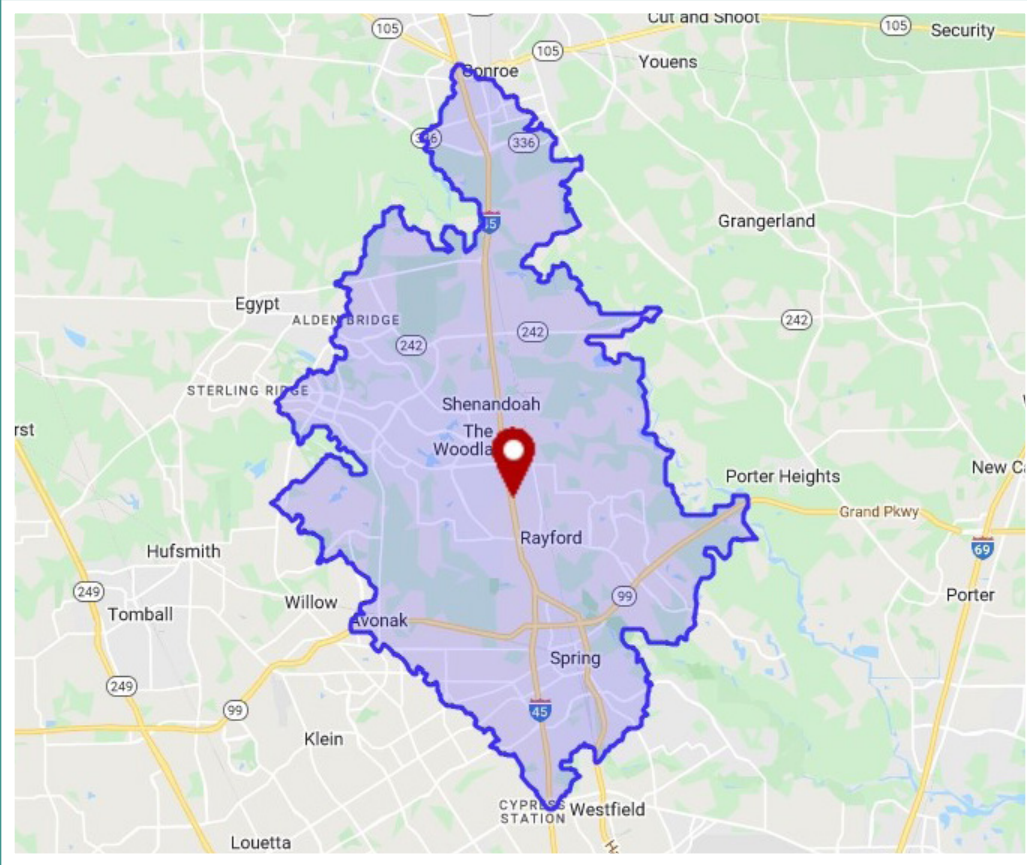


OAK RIDGE NORTH

COMMUNITY PROFILE



POPULATION
301,381

5 YEAR
PROJECTED
POPULATION
336,974

POPULATION
GROWTH
11.8%

TOTAL HOUSEHOLDS 109,916



\$95,633

Median HH
Income



\$1.5M

Taxable
Sales



48.8%

College
Degree



38.1

Median
Age

OAK RIDGE NORTH BY THE NUMBERS



IN LABOR FORCE

66.2% Employed
2.8% Unemployed

OPPORTUNITY

By Establishments	Consumer Demand	Market Supply	Opportunity Gap/Surplus
Vending Machine Operators (Non-Store)	\$47,805,410	\$50,294	(\$47,755,116)
Electronic Shopping/Mail Order Houses	\$756,497,312	\$48,201,993	(\$708,295,319)
Bar/Drinking Places (Alcoholic Beverages)	\$37,893,014	\$28,242,815	(\$9,650,199)
Used Merchandise Stores	\$13,263,375	\$4,296,298	(\$8,967,077)
Automotive Dealers	\$1,016,038,487	\$683,081,873	(\$332,956,614)
Florists/Misc. Store Retailers	\$7,525,929	\$5,491,383	(\$2,034,546)
Other Motor Vehicle Dealers	\$71,043,153	\$66,273,820	(\$4,769,333)
Beer/Wine/Liquor Stores	\$58,584,346	\$49,765,182	(\$8,819,163)
Limited-Service Eating Places	\$300,860,617	\$273,431,545	(\$27,429,072)
Direct Selling Establishments	\$23,541,734	\$24,959,121	\$1,417,388
Special Food Services	\$16,633,565	\$18,711,632	\$2,078,067
Full-Service Restaurants	\$188,642,612	\$261,289,625	\$72,647,013
Other General Merchandise Stores	\$557,395,449	\$427,761,491	(\$129,633,958)
Gasoline Stations	\$410,649,037	\$425,569,705	\$14,920,668
Automotive Parts/Accessories/Tire	\$87,811,730	\$56,390,582	(\$31,421,148)
Office Supplies/Stationary/Gift	\$20,183,008	\$22,666,034	\$2,483,026
Grocery Stores	\$668,204,129	\$1,087,777,984	\$419,573,855
Building Material/Supplies Dealers	\$327,084,922	\$423,522,615	\$96,437,693
Lawn/Garden Equipment/Supplies Stores	\$46,876,414	\$71,351,292	\$24,474,878
Specialty Food Stores	\$19,618,153	\$20,205,375	\$587,223
Shoe Stores	\$25,196,063	\$21,798,495	(\$3,397,569)
Electronics/Appliance	\$68,935,279	\$134,814,130	\$65,878,852
Health/Personal Care Stores	\$280,592,362	\$368,912,295	\$88,319,933
Book/Periodical/Music Stores	\$13,473,281	\$10,846,975	(\$2,626,306)
Clothing Stores	\$121,463,990	\$134,507,646	\$13,043,656
Other Misc. Store Retailers	\$64,927,380	\$86,595,379	\$21,667,999
Home Furnishing Stores	\$46,610,075	\$75,168,036	\$28,557,961
Jewelry/Luggage/Leather Goods	\$31,448,176	\$31,411,890	(\$36,285)
Furniture Stores	\$53,648,436	\$51,456,053	(\$2,192,384)
Department Stores	\$101,361,955	\$168,007,874	\$66,645,919
Sporting Goods/Hobby/Musical Instrument	\$68,005,201	\$101,023,070	\$33,017,869
Consumer Demand/Market Supply Index	\$5,551,814,594	\$5,183,582,504	107

DEMOGRAPHICS

Population by Age	#	%
19 yrs & under	78,353	26%
20 to 24 yrs	28,738	9.5%
25 to 34 yrs	35,036	11.6%
35 to 44 yrs	37,661	12.5%
45 to 54 yrs	40,387	13.4%
55 to 64 yrs	37,968	12.6%
65 to 74 yrs	28,179	9.3%
75 to 84 yrs	12,372	4.1%
85+ yrs	2,688	0.9%

Population by Race	#	%
White	186,690	61.9%
Hispanic	67,070	22.3%
Black	26,610	8.8%
Asian	14,187	4.7%
American Indian	1,085	0.4%
Hawaiian	283	0.1%

Population by Education	#	%
Less than 9th Grade	4,993	2.6%
Some HS, No Diploma	8,240	4.2%
HS Grad (or Equivalent)	33,854	17.4%
Some College, No Degree	44,040	22.7%
Associate Degree	17,253	8.9%
Bachelor Degree	56,237	28.9%
Graduates Degree	21,388	11.0%

City of Oak Ridge North Contact Information

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Prepared by HdL Companies. All data represents a Retail Trade Area with a 15 minute drive time. Taxable sales is calculated as total collections divided by regional tax rate. HdL provides relevant information and analyses on the economic forces to over 500 cities, counties and special districts across the nation. In addition, HdL's Revenue Enhancement and Economic Development Services help clients to maximize revenues. Visit hdlcompanies.com for more information.