

CATEGORY	1-mile radius	3-mile radius	5-mile radius	City of West	Zip Code 76691	McLennan County	City of Waco	Texas	US
POPULATION									
2009 estimated	147	1,027	3,205	2,657	6,161	230,676	122,654	24,475,918	307,145,525
2013 projected	153	1,071	3,335	2,605	6,208	240,537	127,835	26,353,155	319,161,431
Annual % change thru 2013	1.1%	1.1%	1.0%	-0.5%	0.2%	1.1%	1.1%	2.0%	1.0%
DENSITY									
2009 estimated	47	36	41	1,661	66	218	1,284	91	83
2013 projected	49	38	42	1,628	66	227	1,339	98	85.8
AVERAGE ANNUAL HOUSEHOLD EFFECTIVE BUYING INCOME (EBI)									
2009 estimated	52,777	49,537	48,328	41,776	47,587	45,029	36,854	54,912	56,178
2013 projected	56,561	53,158	51,884	45,128	51,220	48,065	39,237	59,358	61,149
Annual % change thru 2013	1.8%	1.9%	1.9%	2.0%	1.9%	1.7%	1.6%	2.1%	2.3%
ANNUAL ESTIMATED CONSUMER SPENDING (CSP)									
2009 estimated	43,434,096	91,235,788	113,116,700	45,269,446	113,673,227	3,967,721,543	1,884,966,574	448,945,172,721	6,158,767,036,856
2013 projected	51,556,430	108,075,550	134,436,774	49,849,440	129,813,921	4,672,103,496	2,214,474,376	550,080,051,994	7,324,458,459,023
Annual % change thru 2013	4.9%	4.8%	4.9%	2.6%	3.7%	4.6%	4.6%	6.0%	5.0%
TOTAL ESTIMATED ECONOMY									
2009 estimated	58,636,030	123,168,313	152,707,546	61,113,752	153,458,857	5,356,424,083	2,544,704,875	606,075,983,174	6,158,767,036,856
2013 projected	69,601,181	145,901,993	181,489,645	67,296,744	175,248,793	6,307,339,720	2,989,540,408	742,608,070,192	7,324,458,459,023
Total 5 year growth	13,706,438	28,417,099	35,977,624	7,728,741	27,237,420	1,188,644,545	556,044,415	170,665,108,773	1,457,114,277,709
AVERAGE HOUSEHOLD INCOME									
2009 estimated	63,299	59,341	57,873	49,282	56,686	53,382	43,186	65,776	69,503
2013 projected	67,860	63,823	62,337	53,407	61,496	57,160	46,094	71,307	75,843
Annual % change thru 2013	1.8%	1.9%	2.0%	2.1%	2.2%	1.8%	1.7%	2.1%	2.3%
ANNUAL ESTIMATED FAMILY INCOME (EFI) AT LEAST \$100,000									
2009 estimated	12.5%	13.1%	12.5%	5.4%	8.3%	8.7%	6.1%	13.4%	14.4%
2013 projected	16.4%	16.3%	15.7%	10.2%	14.7%	13.6%	9.1%	20.8%	23.0%
Annual % change thru 2013	8.4%	6.5%	6.8%	28.0%	23.5%	16.3%	13.7%	16.0%	17.3%
EFI AT LEAST \$150,000									
2009 estimated	#DIV/0!	2.0%	2.0%	1.7%	2.7%	3.1%	2.4%	5.1%	5.5%
2013 projected	1.8%	3.4%	3.2%	3.9%	4.3%	4.8%	3.6%	8.2%	9.3%
Annual % change thru 2013	#DIV/0!	21.1%	19.1%	44.2%	18.3%	15.6%	14.2%	18.3%	20.6%
EFI AT LEAST \$250,000									
2009 estimated	2.5%	2.2%	2.0%	0.3%	0.5%	1.0%	0.7%	1.4%	1.6%
2013 projected	5.0%	4.0%	3.1%	0.8%	1.1%	1.6%	1.2%	2.5%	2.8%
Annual % change thru 2013	25.0%	20.5%	99.2%	70.2%	55.3%	18.9%	17.9%	21.8%	24.4%
TOTAL GAFO PER PERSON									
2009 estimated	35,683	8,656	3,701	1,283	2,379	(895)	(1,956)	(236)	\$ 0.06
TOTAL CSP PER PERSON									
2009 estimated	299,545	89,799	35,650	16,955	18,486	17,386	15,532	18,701	20,250
Annual % change thru 2013	4.9%	4.8%	4.9%	2.6%	3.7%	4.6%	4.6%	6.0%	5.0%
2013 estimated	336,970	100,911	40,311	19,136	20,911	19,424	17,323	21,281	23,176