

MOO Total Trade Area



2000 Total Population	1,000,573
2000 Group Quarters	22,575
2010 Total Population	1,012,769
2015 Total Population	1,005,614
2010 - 2015 Annual Rate	-0.14%



2000 Households	371,112
2000 Average Household Size	2.64
2010 Households	379,452
2010 Average Household Size	2.61
2015 Households	377,833
2015 Average Household Size	2.60
2010 - 2015 Annual Rate	-0.09%
2000 Families	256,608
2000 Average Family Size	3.20
2010 Families	259,756
2010 Average Family Size	3.17
2015 Families	256,955
2015 Average Family Size	3.17
2010 - 2015 Annual Rate	-0.22%



2000 Housing Units	396,541
Owner Occupied Housing Units	68.2%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	6.4%
2010 Housing Units	413,489
Owner Occupied Housing Units	66.1%
Renter Occupied Housing Units	25.7%
Vacant Housing Units	8.2%
2015 Housing Units	418,705
Owner Occupied Housing Units	65.0%
Renter Occupied Housing Units	25.3%
Vacant Housing Units	9.8%

Median Household Income

2000	\$46,525
2010	\$64,153
2015	\$71,076

Median Home Value

2000	\$101,122
2010	\$190,979
2015	\$250,098

Per Capita Income

2000	\$22,401
2010	\$29,517
2015	\$33,559

Median Age

2000	36.4
2010	38.7
2015	38.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by total population. Detail may not sum to totals due to rounding.

Source: [ESRI forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing](#)

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2000 Households by Income

Household Income Base	371,378
< \$15,000	14.6%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	9.7%
\$150,000 - \$199,999	2.5%
\$200,000 +	2.3%
Average Household Income	\$59,612

2010 Households by Income

Household Income Base	379,452
< \$15,000	9.5%
\$15,000 - \$24,999	8.3%
\$25,000 - \$34,999	7.6%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	15.1%
\$150,000 - \$199,999	4.5%
\$200,000 +	3.9%
Average Household Income	\$77,793

2015 Households by Income

Household Income Base	377,833
< \$15,000	8.1%
\$15,000 - \$24,999	6.7%
\$25,000 - \$34,999	5.9%
\$35,000 - \$49,999	9.8%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	20.7%
\$150,000 - \$199,999	5.5%
\$200,000 +	5.4%
Average Household Income	\$88,191

2000 Owner Occupied Housing Units by Value

Total	270,348
< \$50,000	13.6%
\$50,000 - \$99,999	35.8%
\$100,000 - \$149,999	24.9%
\$150,000 - \$199,999	13.6%
\$200,000 - \$299,999	8.1%
\$300,000 - \$499,999	3.1%
\$500,000 - \$999,999	0.8%
\$1,000,000+	0.1%
Average Home Value	\$124,686

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	100,298
With Cash Rent	96.4%
No Cash Rent	3.6%
Median Rent	\$544
Average Rent	\$568

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest, dividends, net rents, pensions, SSI and welfare payments, child support and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash rent.

Source: ESRI forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing

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2000 Population by Age

Total	1,000,574
Age 0 - 4	6.7%
Age 5 - 9	7.5%
Age 10 - 14	7.7%
Age 15 - 19	6.7%
Age 20 - 24	5.5%
Age 25 - 34	13.5%
Age 35 - 44	16.4%
Age 45 - 54	13.3%
Age 55 - 64	8.6%
Age 65 - 74	7.1%
Age 75 - 84	5.3%
Age 85+	1.7%
Age 18+	73.7%

2010 Population by Age

Total	1,012,769
Age 0 - 4	6.7%
Age 5 - 9	6.8%
Age 10 - 14	6.7%
Age 15 - 19	6.9%
Age 20 - 24	6.1%
Age 25 - 34	12.1%
Age 35 - 44	13.5%
Age 45 - 54	15.1%
Age 55 - 64	11.7%
Age 65 - 74	7.0%
Age 75 - 84	5.1%
Age 85+	2.4%
Age 18+	75.5%

2015 Population by Age

Total	1,005,614
Age 0 - 4	6.6%
Age 5 - 9	6.8%
Age 10 - 14	6.9%
Age 15 - 19	6.2%
Age 20 - 24	6.0%
Age 25 - 34	12.8%
Age 35 - 44	12.4%
Age 45 - 54	13.8%
Age 55 - 64	12.6%
Age 65 - 74	8.6%
Age 75 - 84	4.8%
Age 85+	2.5%
Age 18+	75.8%

2000 Population by Sex

Males	48.1%
Females	51.9%

2010 Population by Sex

Males	48.1%
Females	51.9%

2015 Population by Sex

Males	48.2%
Females	51.8%

Source: ESRI forecasts for 2010 and 2015.; U.S. Bureau of the Census, 2000 Census of Population and Housing

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2000 Population by Race/Ethnicity

Total	1,000,571
White Alone	73.0%
Black Alone	15.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	3.6%
Some Other Race Alone	5.2%
Two or More Races	2.1%
Hispanic Origin	9.6%
Diversity Index	53.7

2010 Population by Race/Ethnicity

Total	1,012,769
White Alone	68.1%
Black Alone	16.6%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	4.9%
Some Other Race Alone	7.3%
Two or More Races	2.8%
Hispanic Origin	13.4%
Diversity Index	62.0

2015 Population by Race/Ethnicity

Total	1,005,614
White Alone	66.5%
Black Alone	16.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	5.5%
Some Other Race Alone	8.3%
Two or More Races	3.0%
Hispanic Origin	15.1%
Diversity Index	65.0



2000 Population 3+ by School Enrollment

Total	962,149
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	13.1%
Enrolled in Grade 9-12	6.4%
Enrolled in College	3.7%
Enrolled in Grad/Prof School	0.9%
Not Enrolled in School	72.2%

2010 Population 25+ by Educational Attainment

Total	676,661
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	9.6%
High School Graduate	33.4%
Some College, No Degree	17.3%
Associate Degree	6.8%
Bachelor's Degree	17.9%
Graduate/Professional Degree	10.3%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: ESRI forecasts for 2010 and 2015; U.S. Bureau of the Census, 2000 Census of Population and Housing

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2010 Population 15+ by Marital Status

Total	808,090
Never Married	31.6%
Married	52.1%
Widowed	7.2%
Divorced	9.1%



2000 Population 16+ by Employment Status

Total	767,097
In Labor Force	62.0%
Civilian Employed	58.1%
Civilian Unemployed	3.6%
In Armed Forces	0.3%
Not in Labor Force	38.0%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.0%
Civilian Unemployed	12.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.1%
Civilian Unemployed	9.9%

2000 Females 16+ by Employment Status and Age of Children

Total	405,618
Own Children < 6 Only	7.1%
Employed/in Armed Forces	4.2%
Unemployed	0.3%
Not in Labor Force	2.5%
Own Children <6 and 6-17	6.4%
Employed/in Armed Forces	3.6%
Unemployed	0.3%
Not in Labor Force	2.5%
Own Children 6-17 Only	17.6%
Employed/in Armed Forces	12.5%
Unemployed	0.6%
Not in Labor Force	4.5%
No Own Children <18	69.0%
Employed/in Armed Forces	32.6%
Unemployed	2.0%
Not in Labor Force	34.3%

Source: ESRI forecasts for 2010 and 2015.; U.S. Bureau of the Census. 2000 Census of Population and Housing

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2010 Employed Population 16+ by Industry

Total	442,007
Agriculture/Mining	0.2%
Construction	5.0%
Manufacturing	7.2%
Wholesale Trade	4.3%
Retail Trade	11.7%
Transportation/Utilities	5.7%
Information	2.1%
Finance/Insurance/Real Estate	8.0%
Services	48.5%
Public Administration	7.2%

2010 Employed Population 16+ by Occupation

Total	442,007
White Collar	65.8%
Management/Business/Financial	13.6%
Professional	24.5%
Sales	11.7%
Administrative Support	16.0%
Services	16.9%
Blue Collar	17.3%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	3.2%
Production	4.0%
Transportation/Material Moving	5.9%



2000 Workers 16+ by Means of Transportation to Work

Total	438,291
Drove Alone - Car, Truck, or Van	73.3%
Carpooled - Car, Truck, or Van	11.2%
Public Transportation	9.2%
Walked	3.0%
Other Means	0.9%
Worked at Home	2.4%

2000 Workers 16+ by Travel Time to Work

Total	438,287
Did not Work at Home	97.6%
Less than 5 minutes	2.2%
5 to 9 minutes	8.4%
10 to 19 minutes	25.9%
20 to 24 minutes	14.4%
25 to 34 minutes	19.8%
35 to 44 minutes	7.3%
45 to 59 minutes	9.5%
60 to 89 minutes	7.0%
90 or more minutes	3.1%
Worked at Home	2.4%
Average Travel Time to Work (in min)	28.6

2000 Households by Vehicles Available

Total	371,125
None	15.0%
1	37.7%
2	35.1%
3	9.3%
4	2.2%
5+	0.7%
Average Number of Vehicles Available	1.5

Source: ESRI forecasts for 2010; U.S. Bureau of the Census, 2000 Census of Population and Housing

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2000 Households by Type

Total	371,118
Family Households	69.1%
Married-couple Family	49.5%
With Related Children	24.1%
Other Family (No Spouse)	19.7%
With Related Children	12.3%
Nonfamily Households	30.9%
Householder Living Alone	26.1%
Householder Not Living Alone	4.7%
Households with Related Children	36.4%
Households with Persons 65+	27.1%

2000 Households by Size

Total	371,112
1 Person Household	26.1%
2 Person Household	30.0%
3 Person Household	17.0%
4 Person Household	15.2%
5 Person Household	7.4%
6 Person Household	2.7%
7+ Person Household	1.6%

2000 Households by Year Householder Moved In

Total	371,128
Moved in 1999 to March 2000	14.9%
Moved in 1995 to 1998	25.5%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	17.7%
Moved in 1970 to 1979	11.4%
Moved in 1969 or Earlier	15.0%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure

Total	396,630
1, Detached	43.2%
1, Attached	33.8%
2	5.6%
3 or 4	3.7%
5 to 9	3.4%
10 to 19	3.4%
20+	6.2%
Mobile Home	0.7%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	396,623
1999 to March 2000	1.1%
1995 to 1998	3.4%
1990 to 1994	4.0%
1980 to 1989	9.9%
1970 to 1979	13.4%
1969 or Earlier	68.3%
Median Year Structure Built	1959

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing



MOO Total Trade Area

Total Businesses:	37,722			
Total Employees:	428,799			
Total Residential Population:	1,012,769			
Employee/Residential Population Ratio:	0.42			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	686	1.8%	3,653	0.9%
Construction	3,188	8.5%	14,532	3.4%
Manufacturing	1,363	3.6%	45,508	10.6%
Transportation	1,019	2.7%	12,914	3.0%
Communication	268	0.7%	1,810	0.4%
Utility	116	0.3%	1,285	0.3%
Wholesale Trade	1,917	5.1%	25,787	6.0%
Retail Trade Summary	8,306	22.0%	88,434	20.6%
Home Improvement	446	1.2%	5,008	1.2%
General Merchandise Stores	280	0.7%	10,930	2.5%
Food Stores	1,016	2.7%	11,611	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	867	2.3%	9,422	2.2%
Apparel & Accessory Stores	664	1.8%	4,619	1.1%
Furniture & Home Furnishings	791	2.1%	7,585	1.8%
Eating & Drinking Places	2,237	5.9%	23,068	5.4%
Miscellaneous Retail	2,005	5.3%	16,191	3.8%
Finance, Insurance, Real Estate Summary	3,474	9.2%	26,543	6.2%
Banks, Savings & Lending Institutions	871	2.3%	7,924	1.8%
Securities Brokers	384	1.0%	1,738	0.4%
Insurance Carriers & Agents	709	1.9%	5,471	1.3%
Real Estate, Holding, Other Investment Offices	1,510	4.0%	11,410	2.7%
Services Summary	15,198	40.3%	180,891	42.2%
Hotels & Lodging	133	0.4%	3,028	0.7%
Automotive Services	1,184	3.1%	6,850	1.6%
Motion Pictures & Amusements	851	2.3%	6,629	1.5%
Health Services	2,173	5.8%	59,254	13.8%
Legal Services	918	2.4%	6,066	1.4%
Education Institutions & Libraries	883	2.3%	35,367	8.2%
Other Services	9,056	24.0%	63,697	14.9%
Government	1,051	2.8%	24,842	5.8%
Other	1,136	3.0%	2,600	0.6%
Totals	37,722	100.0%	428,799	100.0%
Agriculture, Forestry, Fishing and Hunting	127	0.3%	721	0.2%
Mining	25	0.1%	126	0.0%
Utilities	59	0.2%	597	0.1%
Construction	3,424	9.1%	15,708	3.7%
Manufacturing	1,439	3.8%	44,022	10.3%
Wholesale Trade	1,845	4.9%	25,256	5.9%
Retail Trade	5,809	15.4%	63,848	14.9%
Motor Vehicle and Parts Dealers	631	1.7%	8,275	1.9%
Furniture and Home Furnishings Stores	362	1.0%	4,783	1.1%
Electronics and Appliance Stores	347	0.9%	2,221	0.5%
Building Material and Garden Equipment and Supplies Dealers	433	1.1%	4,958	1.2%
Food and Beverage Stores	906	2.4%	11,371	2.7%
Health and Personal Care Stores	503	1.3%	5,765	1.3%
Gasoline Stations	236	0.6%	1,147	0.3%
Clothing and Clothing Accessories Stores	799	2.1%	5,160	1.2%
Sporting Goods, Hobby, Book, and Music Stores	388	1.0%	3,265	0.8%
General Merchandise Stores	280	0.7%	10,930	2.5%
Miscellaneous Store Retailers	836	2.2%	5,172	1.2%
Nonstore Retailers	88	0.2%	801	0.2%
Transportation and Warehousing	805	2.1%	11,906	2.8%
Information	642	1.7%	7,016	1.6%
Finance and Insurance	1,988	5.3%	15,203	3.5%
Central Bank; Credit Intermediation and Related Activities	872	2.3%	7,952	1.9%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	402	1.1%	1,779	0.4%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	714	1.9%	5,472	1.3%
Real Estate and Rental and Leasing	1,701	4.5%	13,476	3.1%
Professional, Scientific, and Technical Services	3,646	9.7%	27,741	6.5%
Legal Services	1,078	2.9%	7,269	1.7%
Management of Companies and Enterprises	22	0.1%	68	0.0%
Administrative and Support and Waste Management and Remediation Services	1,909	5.1%	12,576	2.9%
Educational Services	1,052	2.8%	35,378	8.3%
Health Care and Social Assistance	3,102	8.2%	72,820	17.0%
Arts, Entertainment, and Recreation	603	1.6%	5,924	1.4%
Accommodation and Food Services	2,485	6.6%	26,798	6.2%
Accommodation	133	0.4%	3,028	0.7%
Food Services and Drinking Places	2,352	6.2%	23,770	5.5%
Other Services (except Public Administration)	4,822	12.8%	21,804	5.1%
Automotive Repair and Maintenance	907	2.4%	4,309	1.0%
Public Administration	1,055	2.8%	24,965	5.8%
Unclassified Establishments	1,162	3.1%	2,846	0.7%
Totals	37,722	100.0%	428,799	100.0%

Source: ESRI forecasts for 2010. Business data provided by Infogroup, Omaha NE. Copyright 2010. All rights reserved.