

DAR Total Trade Area



2000 Total Population	364,082
2000 Group Quarters	10,306
2010 Total Population	367,889
2015 Total Population	366,363
2010 - 2015 Annual Rate	-0.08%



2000 Households	146,375
2000 Average Household Size	2.42
2010 Households	148,362
2010 Average Household Size	2.40
2015 Households	147,923
2015 Average Household Size	2.40
2010 - 2015 Annual Rate	-0.06%
2000 Families	94,950
2000 Average Family Size	3.00
2010 Families	94,956
2010 Average Family Size	3.00
2015 Families	94,123
2015 Average Family Size	3.00
2010 - 2015 Annual Rate	-0.18%



2000 Housing Units	160,199
Owner Occupied Housing Units	49.7%
Renter Occupied Housing Units	41.7%
Vacant Housing Units	8.6%
2010 Housing Units	168,168
Owner Occupied Housing Units	48.3%
Renter Occupied Housing Units	39.9%
Vacant Housing Units	11.8%
2015 Housing Units	169,974
Owner Occupied Housing Units	47.7%
Renter Occupied Housing Units	39.4%
Vacant Housing Units	13.0%

Median Household Income

2000	\$38,068
2010	\$50,600
2015	\$59,103

Median Home Value

2000	\$140,918
2010	\$232,455
2015	\$278,388

Per Capita Income

2000	\$20,393
2010	\$25,979
2015	\$30,072

Median Age

2000	37.5
2010	39.5
2015	39.6

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	146,393
< \$15,000	21.2%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	6.5%
\$150,000 - \$199,999	1.3%
\$200,000 +	1.6%
Average Household Income	\$49,671

2010 Households by Income

Household Income Base	148,362
< \$15,000	14.6%
\$15,000 - \$24,999	11.1%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	3.1%
\$200,000 +	2.3%
Average Household Income	\$63,365

2015 Households by Income

Household Income Base	147,923
< \$15,000	13.0%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	11.2%
\$50,000 - \$74,999	21.4%
\$75,000 - \$99,999	14.0%
\$100,000 - \$149,999	15.8%
\$150,000 - \$199,999	5.0%
\$200,000 +	3.2%
Average Household Income	\$73,278

2000 Owner Occupied Housing Units by Value

Total	79,703
< \$50,000	2.1%
\$50,000 - \$99,999	14.6%
\$100,000 - \$149,999	41.5%
\$150,000 - \$199,999	22.6%
\$200,000 - \$299,999	12.1%
\$300,000 - \$499,999	4.6%
\$500,000 - \$999,999	2.0%
\$1,000,000+	0.5%
Average Home Value	\$170,700

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	66,470
With Cash Rent	94.9%
No Cash Rent	5.1%
Median Rent	\$403
Average Rent	\$430

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

DAR Total Trade Area



2000 Population by Age

Total	364,077
Age 0 - 4	5.9%
Age 5 - 9	6.7%
Age 10 - 14	6.8%
Age 15 - 19	6.7%
Age 20 - 24	6.3%
Age 25 - 34	13.6%
Age 35 - 44	15.4%
Age 45 - 54	13.6%
Age 55 - 64	9.1%
Age 65 - 74	7.6%
Age 75 - 84	6.1%
Age 85+	2.2%
Age 18+	76.5%

2010 Population by Age

Total	367,889
Age 0 - 4	6.1%
Age 5 - 9	5.9%
Age 10 - 14	5.7%
Age 15 - 19	6.7%
Age 20 - 24	6.9%
Age 25 - 34	13.0%
Age 35 - 44	13.1%
Age 45 - 54	14.5%
Age 55 - 64	12.3%
Age 65 - 74	7.4%
Age 75 - 84	5.5%
Age 85+	2.9%
Age 18+	78.4%

2015 Population by Age

Total	366,363
Age 0 - 4	6.1%
Age 5 - 9	6.0%
Age 10 - 14	5.8%
Age 15 - 19	5.9%
Age 20 - 24	6.8%
Age 25 - 34	13.7%
Age 35 - 44	12.2%
Age 45 - 54	13.4%
Age 55 - 64	12.8%
Age 65 - 74	9.4%
Age 75 - 84	5.1%
Age 85+	2.9%
Age 18+	78.7%

2000 Population by Sex

Males	47.8%
Females	52.2%

2010 Population by Sex

Males	48.2%
Females	51.8%

2015 Population by Sex

Males	48.4%
Females	51.6%

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

DAR Total Trade Area



2000 Population by Race/Ethnicity

Total	364,077
White Alone	88.9%
Black Alone	2.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	3.7%
Two or More Races	3.0%
Hispanic Origin	4.4%
Diversity Index	27.6

2010 Population by Race/Ethnicity

Total	367,889
White Alone	85.4%
Black Alone	3.7%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	4.7%
Two or More Races	4.1%
Hispanic Origin	6.8%
Diversity Index	36.1

2015 Population by Race/Ethnicity

Total	366,363
White Alone	83.6%
Black Alone	4.2%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	2.0%
Some Other Race Alone	5.2%
Two or More Races	4.6%
Hispanic Origin	8.1%
Diversity Index	40.3



2000 Population 3+ by School Enrollment

Total	351,259
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.5%
Enrolled in Grade 9-12	5.8%
Enrolled in College	4.7%
Enrolled in Grad/Prof School	1.1%
Not Enrolled in School	73.8%

2010 Population 25+ by Educational Attainment

Total	252,507
Less than 9th Grade	12.4%
9th - 12th Grade, No Diploma	10.4%
High School Graduate	29.4%
Some College, No Degree	15.3%
Associate Degree	7.6%
Bachelor's Degree	15.8%
Graduate/Professional Degree	9.1%

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	302,736
Never Married	30.2%
Married	50.9%
Widowed	7.9%
Divorced	11.0%



2000 Population 16+ by Employment Status

Total	288,527
In Labor Force	62.8%
Civilian Employed	57.6%
Civilian Unemployed	4.2%
In Armed Forces	1.1%
Not in Labor Force	37.2%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	86.0%
Civilian Unemployed	14.0%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	89.4%
Civilian Unemployed	10.6%

2000 Females 16+ by Employment Status and Age of Children

Total	153,313
Own Children < 6 Only	6.8%
Employed/in Armed Forces	4.3%
Unemployed	0.3%
Not in Labor Force	2.2%
Own Children <6 and 6-17	5.2%
Employed/in Armed Forces	3.3%
Unemployed	0.2%
Not in Labor Force	1.7%
Own Children 6-17 Only	17.1%
Employed/in Armed Forces	12.7%
Unemployed	0.6%
Not in Labor Force	3.8%
No Own Children <18	70.9%
Employed/in Armed Forces	33.1%
Unemployed	2.4%
Not in Labor Force	35.4%

[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	161,304
Agriculture/Mining	0.7%
Construction	6.3%
Manufacturing	12.2%
Wholesale Trade	3.4%
Retail Trade	11.8%
Transportation/Utilities	3.7%
Information	1.9%
Finance/Insurance/Real Estate	5.1%
Services	49.7%
Public Administration	5.1%

2010 Employed Population 16+ by Occupation

Total	161,304
White Collar	56.2%
Management/Business/Financial	10.6%
Professional	22.4%
Sales	10.7%
Administrative Support	12.6%
Services	20.7%
Blue Collar	23.1%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	3.2%
Production	8.4%
Transportation/Material Moving	5.2%



2000 Workers 16+ by Means of Transportation to Work

Total	165,714
Drove Alone - Car, Truck, or Van	80.0%
Carpooled - Car, Truck, or Van	11.5%
Public Transportation	1.6%
Walked	3.5%
Other Means	1.1%
Worked at Home	2.3%

2000 Workers 16+ by Travel Time to Work

Total	165,713
Did not Work at Home	97.7%
Less than 5 minutes	3.5%
5 to 9 minutes	13.8%
10 to 19 minutes	37.9%
20 to 24 minutes	12.5%
25 to 34 minutes	12.6%
35 to 44 minutes	4.3%
45 to 59 minutes	5.5%
60 to 89 minutes	4.9%
90 or more minutes	2.7%
Worked at Home	2.3%
Average Travel Time to Work (in min)	22.9

2000 Households by Vehicles Available

Total	146,375
None	14.2%
1	39.6%
2	34.4%
3	9.0%
4	2.1%
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

DAR Total Trade Area



2000 Households by Type

Total	146,370
Family Households	64.9%
Married-couple Family	47.1%
With Related Children	20.7%
Other Family (No Spouse)	17.8%
With Related Children	11.5%
Nonfamily Households	35.1%
Householder Living Alone	29.7%
Householder Not Living Alone	5.4%
Households with Related Children	32.2%
Households with Persons 65+	28.0%

2000 Households by Size

Total	146,375
1 Person Household	29.7%
2 Person Household	31.9%
3 Person Household	16.9%
4 Person Household	13.6%
5 Person Household	5.5%
6 Person Household	1.6%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	146,373
Moved in 1999 to March 2000	16.8%
Moved in 1995 to 1998	25.9%
Moved in 1990 to 1994	15.0%
Moved in 1980 to 1989	16.3%
Moved in 1970 to 1979	11.6%
Moved in 1969 or Earlier	14.4%
Median Year Householder Moved In	1993



2000 Housing Units by Units in Structure

Total	160,158
1, Detached	47.1%
1, Attached	2.8%
2	12.1%
3 or 4	19.8%
5 to 9	8.3%
10 to 19	2.8%
20+	5.8%
Mobile Home	1.2%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	160,179
1999 to March 2000	0.8%
1995 to 1998	3.0%
1990 to 1994	3.6%
1980 to 1989	8.9%
1970 to 1979	11.8%
1969 or Earlier	71.8%
Median Year Structure Built	1950

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



DAR Total Trade Area

Total Businesses:	14,293			
Total Employees:	149,642			
Total Residential Population:	367,889			
Employee/Residential Population Ratio:	0.41			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	308	2.2%	1,085	0.7%
Construction	1,196	8.4%	6,449	4.3%
Manufacturing	500	3.5%	12,235	8.2%
Transportation	439	3.1%	4,710	3.1%
Communication	68	0.5%	2,050	1.4%
Utility	45	0.3%	850	0.6%
Wholesale Trade	747	5.2%	12,920	8.6%
Retail Trade Summary	3,567	25.0%	30,299	20.2%
Home Improvement	209	1.5%	2,073	1.4%
General Merchandise Stores	94	0.7%	1,866	1.2%
Food Stores	456	3.2%	5,387	3.6%
Auto Dealers, Gas Stations, Auto Aftermarket	483	3.4%	3,513	2.3%
Apparel & Accessory Stores	279	2.0%	1,598	1.1%
Furniture & Home Furnishings	290	2.0%	1,069	0.7%
Eating & Drinking Places	859	6.0%	10,702	7.2%
Miscellaneous Retail	897	6.3%	4,091	2.7%
Finance, Insurance, Real Estate Summary	1,149	8.0%	6,806	4.5%
Banks, Savings & Lending Institutions	247	1.7%	2,408	1.6%
Securities Brokers	98	0.7%	351	0.2%
Insurance Carriers & Agents	206	1.4%	1,181	0.8%
Real Estate, Holding, Other Investment Offices	598	4.2%	2,866	1.9%
Services Summary	5,540	38.8%	62,216	41.6%
Hotels & Lodging	175	1.2%	2,300	1.5%
Automotive Services	507	3.5%	1,598	1.1%
Motion Pictures & Amusements	412	2.9%	4,348	2.9%
Health Services	608	4.3%	21,154	14.1%
Legal Services	302	2.1%	991	0.7%
Education Institutions & Libraries	312	2.2%	11,383	7.6%
Other Services	3,224	22.6%	20,442	13.7%
Government	528	3.7%	9,430	6.3%
Other	206	1.4%	592	0.4%
Totals	14,293	100.0%	149,642	100.0%
Agriculture, Forestry, Fishing and Hunting	70	0.5%	209	0.1%
Mining	10	0.1%	27	0.0%
Utilities	20	0.1%	205	0.1%
Construction	1,275	8.9%	6,831	4.6%
Manufacturing	584	4.1%	12,423	8.3%
Wholesale Trade	723	5.1%	12,591	8.4%
Retail Trade	2,504	17.5%	17,648	11.8%
Motor Vehicle and Parts Dealers	399	2.8%	2,978	2.0%
Furniture and Home Furnishings Stores	139	1.0%	508	0.3%
Electronics and Appliance Stores	126	0.9%	849	0.6%
Building Material and Garden Equipment and Supplies Dealers	206	1.4%	2,069	1.4%
Food and Beverage Stores	371	2.6%	3,886	2.6%
Health and Personal Care Stores	150	1.0%	1,133	0.8%
Gasoline Stations	84	0.6%	535	0.4%
Clothing and Clothing Accessories Stores	345	2.4%	1,791	1.2%
Sporting Goods, Hobby, Book, and Music Stores	172	1.2%	487	0.3%
General Merchandise Stores	94	0.7%	1,866	1.2%
Miscellaneous Store Retailers	384	2.7%	1,369	0.9%
Nonstore Retailers	34	0.2%	177	0.1%
Transportation and Warehousing	326	2.3%	3,732	2.5%
Information	211	1.5%	3,425	2.3%
Finance and Insurance	568	4.0%	3,966	2.7%
Central Bank; Credit Intermediation and Related Activities	256	1.8%	2,425	1.6%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	105	0.7%	359	0.2%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	207	1.4%	1,182	0.8%
Real Estate and Rental and Leasing	688	4.8%	2,997	2.0%
Professional, Scientific, and Technical Services	1,088	7.6%	5,120	3.4%
Legal Services	311	2.2%	995	0.7%
Management of Companies and Enterprises	8	0.1%	253	0.2%
Administrative and Support and Waste Management and Remediation Services	548	3.8%	2,843	1.9%
Educational Services	373	2.6%	11,199	7.5%
Health Care and Social Assistance	1,015	7.1%	28,309	18.9%
Arts, Entertainment, and Recreation	360	2.5%	5,303	3.5%
Accommodation and Food Services	1,128	7.9%	14,280	9.5%
Accommodation	175	1.2%	2,300	1.5%
Food Services and Drinking Places	953	6.7%	11,980	8.0%
Other Services (except Public Administration)	2,051	14.3%	8,149	5.4%
Automotive Repair and Maintenance	418	2.9%	1,311	0.9%
Public Administration	532	3.7%	9,488	6.3%
Unclassified Establishments	211	1.5%	644	0.4%
Totals	14,293	100.0%	149,642	100.0%

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