

Cumberland Total Trade Area



2000 Total Population	805,141
2000 Group Quarters	27,663
2010 Total Population	887,440
2015 Total Population	915,914
2010 - 2015 Annual Rate	0.63%



2000 Households	290,206
2000 Average Household Size	2.68
2010 Households	321,551
2010 Average Household Size	2.67
2015 Households	332,342
2015 Average Household Size	2.67
2010 - 2015 Annual Rate	0.66%
2000 Families	208,140
2000 Average Family Size	3.17
2010 Families	229,394
2010 Average Family Size	3.16
2015 Families	235,715
2015 Average Family Size	3.17
2010 - 2015 Annual Rate	0.55%



2000 Housing Units	353,744
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	18.0%
2010 Housing Units	402,707
Owner Occupied Housing Units	60.0%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	20.2%
2015 Housing Units	419,381
Owner Occupied Housing Units	59.5%
Renter Occupied Housing Units	19.7%
Vacant Housing Units	20.8%

Median Household Income

2000	\$47,922
2010	\$61,905
2015	\$72,747

Median Home Value

2000	\$112,369
2010	\$210,377
2015	\$269,016

Per Capita Income

2000	\$21,289
2010	\$27,397
2015	\$30,872

Median Age

2000	36.7
2010	38.7
2015	38.8

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	290,194
< \$15,000	12.3%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	22.4%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	1.8%
\$200,000 +	1.6%
Average Household Income	\$57,803

2010 Households by Income

Household Income Base	321,551
< \$15,000	7.6%
\$15,000 - \$24,999	7.5%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	19.7%
\$100,000 - \$149,999	14.0%
\$150,000 - \$199,999	4.1%
\$200,000 +	2.6%
Average Household Income	\$73,934

2015 Households by Income

Household Income Base	332,342
< \$15,000	6.5%
\$15,000 - \$24,999	6.1%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	20.3%
\$75,000 - \$99,999	19.1%
\$100,000 - \$149,999	21.1%
\$150,000 - \$199,999	5.1%
\$200,000 +	3.7%
Average Household Income	\$83,236

2000 Owner Occupied Housing Units by Value

Total	220,693
< \$50,000	5.5%
\$50,000 - \$99,999	34.7%
\$100,000 - \$149,999	34.7%
\$150,000 - \$199,999	14.4%
\$200,000 - \$299,999	7.3%
\$300,000 - \$499,999	2.4%
\$500,000 - \$999,999	0.8%
\$1,000,000+	0.2%
Average Home Value	\$131,877

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	68,717
With Cash Rent	94.4%
No Cash Rent	5.6%
Median Rent	\$560
Average Rent	\$536

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	805,159
Age 0 - 4	6.4%
Age 5 - 9	7.4%
Age 10 - 14	7.7%
Age 15 - 19	6.9%
Age 20 - 24	5.6%
Age 25 - 34	13.0%
Age 35 - 44	17.1%
Age 45 - 54	13.9%
Age 55 - 64	8.9%
Age 65 - 74	6.8%
Age 75 - 84	4.7%
Age 85+	1.5%
Age 18+	74.2%

2010 Population by Age

Total	887,440
Age 0 - 4	6.4%
Age 5 - 9	6.5%
Age 10 - 14	6.5%
Age 15 - 19	7.0%
Age 20 - 24	6.3%
Age 25 - 34	12.4%
Age 35 - 44	13.6%
Age 45 - 54	15.6%
Age 55 - 64	12.1%
Age 65 - 74	7.1%
Age 75 - 84	4.5%
Age 85+	2.0%
Age 18+	76.4%

2015 Population by Age

Total	915,914
Age 0 - 4	6.3%
Age 5 - 9	6.5%
Age 10 - 14	6.7%
Age 15 - 19	6.3%
Age 20 - 24	6.2%
Age 25 - 34	12.8%
Age 35 - 44	13.0%
Age 45 - 54	14.0%
Age 55 - 64	13.1%
Age 65 - 74	8.7%
Age 75 - 84	4.3%
Age 85+	2.0%
Age 18+	76.7%

2000 Population by Sex

Males	48.9%
Females	51.1%

2010 Population by Sex

Males	48.9%
Females	51.1%

2015 Population by Sex

Males	49.0%
Females	51.0%

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	805,158
White Alone	79.7%
Black Alone	13.1%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	3.3%
Two or More Races	1.8%
Hispanic Origin	7.4%
Diversity Index	43.6

2010 Population by Race/Ethnicity

Total	887,440
White Alone	76.9%
Black Alone	13.1%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.6%
Some Other Race Alone	4.6%
Two or More Races	2.4%
Hispanic Origin	10.3%
Diversity Index	50.4

2015 Population by Race/Ethnicity

Total	915,914
White Alone	75.6%
Black Alone	13.1%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	3.0%
Some Other Race Alone	5.2%
Two or More Races	2.7%
Hispanic Origin	11.9%
Diversity Index	53.3



2000 Population 3+ by School Enrollment

Total	775,382
Enrolled in Nursery/Preschool	2.0%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	13.0%
Enrolled in Grade 9-12	6.4%
Enrolled in College	4.5%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	71.9%

2010 Population 25+ by Educational Attainment

Total	596,867
Less than 9th Grade	5.4%
9th - 12th Grade, No Diploma	8.4%
High School Graduate	37.9%
Some College, No Degree	18.1%
Associate Degree	7.4%
Bachelor's Degree	16.0%
Graduate/Professional Degree	6.7%

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	714,886
Never Married	28.8%
Married	55.1%
Widowed	6.7%
Divorced	9.5%



2000 Population 16+ by Employment Status

Total	620,187
In Labor Force	64.6%
Civilian Employed	59.9%
Civilian Unemployed	4.6%
In Armed Forces	0.2%
Not in Labor Force	35.4%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.0%
Civilian Unemployed	12.0%

2015 Civilian Population 16+ in Labor Force

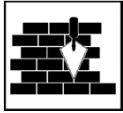
Civilian Employed	90.1%
Civilian Unemployed	9.9%

2000 Females 16+ by Employment Status and Age of Children

Total	322,054
Own Children < 6 Only	6.8%
Employed/in Armed Forces	4.3%
Unemployed	0.4%
Not in Labor Force	2.1%
Own Children <6 and 6-17	6.0%
Employed/in Armed Forces	3.6%
Unemployed	0.3%
Not in Labor Force	2.1%
Own Children 6-17 Only	18.4%
Employed/in Armed Forces	13.7%
Unemployed	0.7%
Not in Labor Force	4.0%
No Own Children <18	68.8%
Employed/in Armed Forces	33.7%
Unemployed	3.1%
Not in Labor Force	31.9%

[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	408,817
Agriculture/Mining	1.2%
Construction	6.7%
Manufacturing	6.7%
Wholesale Trade	3.6%
Retail Trade	12.0%
Transportation/Utilities	6.1%
Information	1.6%
Finance/Insurance/Real Estate	5.7%
Services	50.6%
Public Administration	5.9%

2010 Employed Population 16+ by Occupation

Total	408,817
White Collar	57.0%
Management/Business/Financial	10.8%
Professional	21.4%
Sales	11.1%
Administrative Support	13.8%
Services	21.9%
Blue Collar	21.1%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	4.0%
Production	3.9%
Transportation/Material Moving	6.6%



2000 Workers 16+ by Means of Transportation to Work

Total	363,295
Drove Alone - Car, Truck, or Van	80.7%
Carpooled - Car, Truck, or Van	10.8%
Public Transportation	2.9%
Walked	2.2%
Other Means	1.1%
Worked at Home	2.3%

2000 Workers 16+ by Travel Time to Work

Total	363,276
Did not Work at Home	97.7%
Less than 5 minutes	3.9%
5 to 9 minutes	11.2%
10 to 19 minutes	28.0%
20 to 24 minutes	14.0%
25 to 34 minutes	18.1%
35 to 44 minutes	6.3%
45 to 59 minutes	7.7%
60 to 89 minutes	5.6%
90 or more minutes	2.9%
Worked at Home	2.3%
Average Travel Time to Work (in min)	26.1

2000 Households by Vehicles Available

Total	290,172
None	8.6%
1	34.4%
2	41.5%
3	11.4%
4	3.2%
5+	0.9%
Average Number of Vehicles Available	1.7

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	290,208
Family Households	71.7%
Married-couple Family	54.0%
With Related Children	26.3%
Other Family (No Spouse)	17.7%
With Related Children	11.3%
Nonfamily Households	28.3%
Householder Living Alone	23.3%
Householder Not Living Alone	4.9%
Households with Related Children	37.6%
Households with Persons 65+	25.7%

2000 Households by Size

Total	290,206
1 Person Household	23.3%
2 Person Household	31.2%
3 Person Household	17.7%
4 Person Household	16.2%
5 Person Household	7.5%
6 Person Household	2.6%
7+ Person Household	1.4%

2000 Households by Year Householder Moved In

Total	290,163
Moved in 1999 to March 2000	13.9%
Moved in 1995 to 1998	25.2%
Moved in 1990 to 1994	16.9%
Moved in 1980 to 1989	19.8%
Moved in 1970 to 1979	11.6%
Moved in 1969 or Earlier	12.6%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure

Total	353,727
1, Detached	65.4%
1, Attached	8.2%
2	7.3%
3 or 4	4.0%
5 to 9	3.7%
10 to 19	3.1%
20+	4.3%
Mobile Home	3.8%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	353,721
1999 to March 2000	2.1%
1995 to 1998	5.6%
1990 to 1994	7.3%
1980 to 1989	16.7%
1970 to 1979	17.9%
1969 or Earlier	50.4%
Median Year Structure Built	1970

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



Cumberland Total Trade Area

Total Businesses:	35,255			
Total Employees:	331,276			
Total Residential Population:	887,440			
Employee/Residential Population Ratio:	0.37			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	1,012	2.9%	4,344	1.3%
Construction	3,859	10.9%	17,904	5.4%
Manufacturing	1,053	3.0%	26,498	8.0%
Transportation	1,084	3.1%	13,947	4.2%
Communication	218	0.6%	1,421	0.4%
Utility	149	0.4%	2,361	0.7%
Wholesale Trade	1,658	4.7%	16,371	4.9%
Retail Trade Summary	8,092	23.0%	73,917	22.3%
Home Improvement	595	1.7%	5,903	1.8%
General Merchandise Stores	237	0.7%	5,125	1.5%
Food Stores	943	2.7%	13,372	4.0%
Auto Dealers, Gas Stations, Auto Aftermarket	947	2.7%	5,851	1.8%
Apparel & Accessory Stores	602	1.7%	3,775	1.1%
Furniture & Home Furnishings	625	1.8%	3,837	1.2%
Eating & Drinking Places	2,054	5.8%	24,476	7.4%
Miscellaneous Retail	2,089	5.9%	11,578	3.5%
Finance, Insurance, Real Estate Summary	2,509	7.1%	15,598	4.7%
Banks, Savings & Lending Institutions	599	1.7%	4,587	1.4%
Securities Brokers	173	0.5%	735	0.2%
Insurance Carriers & Agents	419	1.2%	2,448	0.7%
Real Estate, Holding, Other Investment Offices	1,318	3.7%	7,828	2.4%
Services Summary	13,215	37.5%	127,602	38.5%
Hotels & Lodging	654	1.9%	6,603	2.0%
Automotive Services	1,135	3.2%	4,279	1.3%
Motion Pictures & Amusements	1,067	3.0%	7,230	2.2%
Health Services	1,721	4.9%	29,471	8.9%
Legal Services	428	1.2%	1,964	0.6%
Education Institutions & Libraries	749	2.1%	32,311	9.8%
Other Services	7,461	21.2%	45,744	13.8%
Government	1,752	5.0%	30,505	9.2%
Other	654	1.9%	808	0.2%
Totals	35,255	100.0%	331,276	100.0%
Agriculture, Forestry, Fishing and Hunting	248	0.7%	1,468	0.4%
Mining	21	0.1%	160	0.0%
Utilities	75	0.2%	2,018	0.6%
Construction	4,124	11.7%	18,871	5.7%
Manufacturing	1,168	3.3%	23,401	7.1%
Wholesale Trade	1,604	4.5%	15,990	4.8%
Retail Trade	5,774	16.4%	47,383	14.3%
Motor Vehicle and Parts Dealers	758	2.2%	4,891	1.5%
Furniture and Home Furnishings Stores	325	0.9%	1,908	0.6%
Electronics and Appliance Stores	213	0.6%	1,431	0.4%
Building Material and Garden Equipment and Supplies Dealers	573	1.6%	5,849	1.8%
Food and Beverage Stores	849	2.4%	12,488	3.8%
Health and Personal Care Stores	362	1.0%	3,147	0.9%
Gasoline Stations	189	0.5%	960	0.3%
Clothing and Clothing Accessories Stores	740	2.1%	4,305	1.3%
Sporting Goods, Hobby, Book, and Music Stores	443	1.3%	2,963	0.9%
General Merchandise Stores	237	0.7%	5,125	1.5%
Miscellaneous Store Retailers	993	2.8%	3,904	1.2%
Nonstore Retailers	92	0.3%	412	0.1%
Transportation and Warehousing	873	2.5%	12,724	3.8%
Information	535	1.5%	7,757	2.3%
Finance and Insurance	1,204	3.4%	7,793	2.4%
Central Bank; Credit Intermediation and Related Activities	595	1.7%	4,580	1.4%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	185	0.5%	753	0.2%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	424	1.2%	2,460	0.7%
Real Estate and Rental and Leasing	1,554	4.4%	8,427	2.5%
Professional, Scientific, and Technical Services	2,295	6.5%	16,256	4.9%
Legal Services	541	1.5%	2,449	0.7%
Management of Companies and Enterprises	26	0.1%	384	0.1%
Administrative and Support and Waste Management and Remediation Services	1,900	5.4%	8,736	2.6%
Educational Services	891	2.5%	31,960	9.6%
Health Care and Social Assistance	2,463	7.0%	38,636	11.7%
Arts, Entertainment, and Recreation	854	2.4%	7,096	2.1%
Accommodation and Food Services	2,784	7.9%	31,536	9.5%
Accommodation	654	1.9%	6,603	2.0%
Food Services and Drinking Places	2,130	6.0%	24,933	7.5%
Other Services (except Public Administration)	4,433	12.6%	19,056	5.8%
Automotive Repair and Maintenance	853	2.4%	3,391	1.0%
Public Administration	1,759	5.0%	30,636	9.2%
Unclassified Establishments	670	1.9%	988	0.3%
Totals	35,255	100.0%	331,276	100.0%

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