

HUD Total Trade Area



2000 Total Population	555,277
2000 Group Quarters	8,168
2010 Total Population	549,580
2015 Total Population	545,917
2010 - 2015 Annual Rate	-0.13%



2000 Households	205,642
2000 Average Household Size	2.66
2010 Households	204,956
2010 Average Household Size	2.64
2015 Households	203,714
2015 Average Household Size	2.64
2010 - 2015 Annual Rate	-0.12%
2000 Families	133,514
2000 Average Family Size	3.30
2010 Families	132,587
2010 Average Family Size	3.28
2015 Families	130,842
2015 Average Family Size	3.29
2010 - 2015 Annual Rate	-0.26%



2000 Housing Units	215,020
Owner Occupied Housing Units	30.7%
Renter Occupied Housing Units	64.9%
Vacant Housing Units	4.4%
2010 Housing Units	226,556
Owner Occupied Housing Units	28.8%
Renter Occupied Housing Units	61.6%
Vacant Housing Units	9.5%
2015 Housing Units	230,571
Owner Occupied Housing Units	28.1%
Renter Occupied Housing Units	60.3%
Vacant Housing Units	11.6%

Median Household Income

2000	\$38,880
2010	\$51,056
2015	\$57,720

Median Home Value

2000	\$160,634
2010	\$289,831
2015	\$336,455

Per Capita Income

2000	\$19,600
2010	\$24,601
2015	\$28,220

Median Age

2000	34.1
2010	35.0
2015	34.9

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	205,756
< \$15,000	19.9%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	16.2%
\$50,000 - \$74,999	17.4%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	7.5%
\$150,000 - \$199,999	2.0%
\$200,000 +	1.7%
Average Household Income	\$52,141

2010 Households by Income

Household Income Base	204,956
< \$15,000	13.6%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	19.0%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	3.7%
\$200,000 +	2.7%
Average Household Income	\$65,240

2015 Households by Income

Household Income Base	203,714
< \$15,000	12.1%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	7.0%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	17.6%
\$100,000 - \$149,999	14.0%
\$150,000 - \$199,999	4.6%
\$200,000 +	4.0%
Average Household Income	\$74,794

2000 Owner Occupied Housing Units by Value

Total	65,888
< \$50,000	2.5%
\$50,000 - \$99,999	12.4%
\$100,000 - \$149,999	27.3%
\$150,000 - \$199,999	32.5%
\$200,000 - \$299,999	20.0%
\$300,000 - \$499,999	4.3%
\$500,000 - \$999,999	0.7%
\$1,000,000+	0.2%
Average Home Value	\$174,028

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	139,541
With Cash Rent	98.3%
No Cash Rent	1.7%
Median Rent	\$628
Average Rent	\$649

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	555,278
Age 0 - 4	6.6%
Age 5 - 9	6.7%
Age 10 - 14	6.4%
Age 15 - 19	6.3%
Age 20 - 24	7.5%
Age 25 - 34	18.1%
Age 35 - 44	16.1%
Age 45 - 54	12.2%
Age 55 - 64	8.4%
Age 65 - 74	6.2%
Age 75 - 84	4.1%
Age 85+	1.4%
Age 18+	76.5%

2010 Population by Age

Total	549,580
Age 0 - 4	6.8%
Age 5 - 9	6.2%
Age 10 - 14	5.6%
Age 15 - 19	6.6%
Age 20 - 24	8.1%
Age 25 - 34	16.7%
Age 35 - 44	14.4%
Age 45 - 54	13.5%
Age 55 - 64	10.4%
Age 65 - 74	6.1%
Age 75 - 84	3.8%
Age 85+	1.8%
Age 18+	77.6%

2015 Population by Age

Total	545,917
Age 0 - 4	6.8%
Age 5 - 9	6.3%
Age 10 - 14	5.7%
Age 15 - 19	5.6%
Age 20 - 24	8.0%
Age 25 - 34	17.8%
Age 35 - 44	13.3%
Age 45 - 54	12.6%
Age 55 - 64	11.2%
Age 65 - 74	7.2%
Age 75 - 84	3.7%
Age 85+	1.8%
Age 18+	78.0%

2000 Population by Sex

Males	48.9%
Females	51.1%

2010 Population by Sex

Males	49.1%
Females	50.9%

2015 Population by Sex

Males	49.3%
Females	50.7%

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	555,277
White Alone	54.0%
Black Alone	14.4%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	9.7%
Some Other Race Alone	15.7%
Two or More Races	5.8%
Hispanic Origin	40.3%
Diversity Index	83.3

2010 Population by Race/Ethnicity

Total	549,580
White Alone	51.3%
Black Alone	13.3%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	11.9%
Some Other Race Alone	16.6%
Two or More Races	6.2%
Hispanic Origin	42.4%
Diversity Index	84.9

2015 Population by Race/Ethnicity

Total	545,917
White Alone	50.3%
Black Alone	12.7%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	13.0%
Some Other Race Alone	16.9%
Two or More Races	6.4%
Hispanic Origin	43.0%
Diversity Index	85.4



2000 Population 3+ by School Enrollment

Total	533,878
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.5%
Enrolled in Grade 9-12	6.0%
Enrolled in College	5.2%
Enrolled in Grad/Prof School	1.6%
Not Enrolled in School	72.6%

2010 Population 25+ by Educational Attainment

Total	366,858
Less than 9th Grade	11.1%
9th - 12th Grade, No Diploma	9.4%
High School Graduate	30.2%
Some College, No Degree	15.3%
Associate Degree	4.3%
Bachelor's Degree	19.4%
Graduate/Professional Degree	10.1%

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	447,451
Never Married	37.7%
Married	47.2%
Widowed	6.5%
Divorced	8.6%



2000 Population 16+ by Employment Status

Total	438,865
In Labor Force	59.8%
Civilian Employed	54.3%
Civilian Unemployed	5.4%
In Armed Forces	0.0%
Not in Labor Force	40.2%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	85.5%
Civilian Unemployed	14.5%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	88.0%
Civilian Unemployed	12.0%

2000 Females 16+ by Employment Status and Age of Children

Total	227,676
Own Children < 6 Only	7.3%
Employed/in Armed Forces	3.6%
Unemployed	0.5%
Not in Labor Force	3.2%
Own Children <6 and 6-17	5.9%
Employed/in Armed Forces	2.9%
Unemployed	0.4%
Not in Labor Force	2.6%
Own Children 6-17 Only	15.6%
Employed/in Armed Forces	9.4%
Unemployed	1.0%
Not in Labor Force	5.2%
No Own Children <18	71.2%
Employed/in Armed Forces	32.1%
Unemployed	3.4%
Not in Labor Force	35.8%

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	224,931
Agriculture/Mining	0.1%
Construction	3.8%
Manufacturing	7.8%
Wholesale Trade	5.5%
Retail Trade	10.7%
Transportation/Utilities	11.0%
Information	3.0%
Finance/Insurance/Real Estate	10.1%
Services	44.3%
Public Administration	3.8%

2010 Employed Population 16+ by Occupation

Total	224,931
White Collar	59.1%
Management/Business/Financial	11.6%
Professional	19.6%
Sales	10.7%
Administrative Support	17.3%
Services	19.4%
Blue Collar	21.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.6%
Installation/Maintenance/Repair	2.8%
Production	5.3%
Transportation/Material Moving	9.6%



2000 Workers 16+ by Means of Transportation to Work

Total	231,881
Drove Alone - Car, Truck, or Van	44.8%
Carpooled - Car, Truck, or Van	13.8%
Public Transportation	30.5%
Walked	8.1%
Other Means	1.0%
Worked at Home	1.6%

2000 Workers 16+ by Travel Time to Work

Total	231,883
Did not Work at Home	98.4%
Less than 5 minutes	1.6%
5 to 9 minutes	5.8%
10 to 19 minutes	22.3%
20 to 24 minutes	13.1%
25 to 34 minutes	22.0%
35 to 44 minutes	7.4%
45 to 59 minutes	12.1%
60 to 89 minutes	10.1%
90 or more minutes	4.0%
Worked at Home	1.6%
Average Travel Time to Work (in min)	32.3

2000 Households by Vehicles Available

Total	205,548
None	34.5%
1	42.4%
2	17.9%
3	3.9%
4	0.8%
5+	0.5%
Average Number of Vehicles Available	1.0

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	205,642
Family Households	64.9%
Married-couple Family	41.5%
With Related Children	21.0%
Other Family (No Spouse)	23.5%
With Related Children	13.7%
Nonfamily Households	35.1%
Householder Living Alone	28.5%
Householder Not Living Alone	6.6%
Households with Related Children	34.7%
Households with Persons 65+	24.1%

2000 Households by Size

Total	205,642
1 Person Household	28.5%
2 Person Household	27.1%
3 Person Household	17.4%
4 Person Household	14.1%
5 Person Household	7.5%
6 Person Household	3.2%
7+ Person Household	2.3%

2000 Households by Year Householder Moved In

Total	205,550
Moved in 1999 to March 2000	19.6%
Moved in 1995 to 1998	31.2%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	15.0%
Moved in 1970 to 1979	9.1%
Moved in 1969 or Earlier	9.5%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	214,942
1, Detached	12.0%
1, Attached	5.7%
2	26.6%
3 or 4	15.0%
5 to 9	10.6%
10 to 19	8.7%
20+	21.3%
Mobile Home	0.2%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	214,944
1999 to March 2000	1.1%
1995 to 1998	2.3%
1990 to 1994	2.4%
1980 to 1989	5.7%
1970 to 1979	10.4%
1969 or Earlier	78.1%
Median Year Structure Built	1949

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



HUD Total Trade Area

Total Businesses:	18,109			
Total Employees:	187,011			
Total Residential Population:	549,580			
Employee/Residential Population Ratio:	0.34			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	98	0.5%	354	0.2%
Construction	977	5.4%	5,367	2.9%
Manufacturing	534	2.9%	17,932	9.6%
Transportation	1,127	6.2%	16,499	8.8%
Communication	202	1.1%	805	0.4%
Utility	49	0.3%	583	0.3%
Wholesale Trade	975	5.4%	9,359	5.0%
Retail Trade Summary	4,828	26.7%	30,879	16.5%
Home Improvement	140	0.8%	1,718	0.9%
General Merchandise Stores	177	1.0%	2,912	1.6%
Food Stores	803	4.4%	5,072	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	332	1.8%	1,937	1.0%
Apparel & Accessory Stores	477	2.6%	4,863	2.6%
Furniture & Home Furnishings	394	2.2%	1,880	1.0%
Eating & Drinking Places	1,456	8.0%	7,545	4.0%
Miscellaneous Retail	1,049	5.8%	4,952	2.6%
Finance, Insurance, Real Estate Summary	1,625	9.0%	21,540	11.5%
Banks, Savings & Lending Institutions	435	2.4%	5,530	3.0%
Securities Brokers	162	0.9%	4,701	2.5%
Insurance Carriers & Agents	193	1.1%	3,734	2.0%
Real Estate, Holding, Other Investment Offices	835	4.6%	7,575	4.1%
Services Summary	6,600	36.4%	65,454	35.0%
Hotels & Lodging	51	0.3%	1,704	0.9%
Automotive Services	634	3.5%	3,093	1.7%
Motion Pictures & Amusements	324	1.8%	2,292	1.2%
Health Services	858	4.7%	12,608	6.7%
Legal Services	265	1.5%	2,021	1.1%
Education Institutions & Libraries	353	1.9%	15,850	8.5%
Other Services	4,115	22.7%	27,886	14.9%
Government	525	2.9%	17,171	9.2%
Other	569	3.1%	1,068	0.6%
Totals	18,109	100.0%	187,011	100.0%
Agriculture, Forestry, Fishing and Hunting	13	0.1%	32	0.0%
Mining	8	0.0%	9	0.0%
Utilities	14	0.1%	66	0.0%
Construction	1,063	5.9%	5,738	3.1%
Manufacturing	639	3.5%	15,499	8.3%
Wholesale Trade	922	5.1%	8,981	4.8%
Retail Trade	3,218	17.8%	22,490	12.0%
Motor Vehicle and Parts Dealers	212	1.2%	1,470	0.8%
Furniture and Home Furnishings Stores	212	1.2%	1,086	0.6%
Electronics and Appliance Stores	164	0.9%	738	0.4%
Building Material and Garden Equipment and Supplies Dealers	139	0.8%	1,708	0.9%
Food and Beverage Stores	784	4.3%	4,396	2.4%
Health and Personal Care Stores	247	1.4%	1,472	0.8%
Gasoline Stations	120	0.7%	467	0.2%
Clothing and Clothing Accessories Stores	600	3.3%	5,547	3.0%
Sporting Goods, Hobby, Book, and Music Stores	173	1.0%	1,043	0.6%
General Merchandise Stores	177	1.0%	2,912	1.6%
Miscellaneous Store Retailers	353	1.9%	1,202	0.6%
Nonstore Retailers	37	0.2%	449	0.2%
Transportation and Warehousing	969	5.4%	16,212	8.7%
Information	399	2.2%	5,515	2.9%
Finance and Insurance	811	4.5%	14,208	7.6%
Central Bank; Credit Intermediation and Related Activities	436	2.4%	5,442	2.9%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	181	1.0%	4,882	2.6%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	194	1.1%	3,884	2.1%
Real Estate and Rental and Leasing	949	5.2%	7,816	4.2%
Professional, Scientific, and Technical Services	1,186	6.5%	9,554	5.1%
Legal Services	284	1.6%	2,075	1.1%
Management of Companies and Enterprises	18	0.1%	342	0.2%
Administrative and Support and Waste Management and Remediation Services	844	4.7%	8,015	4.3%
Educational Services	392	2.2%	15,341	8.2%
Health Care and Social Assistance	1,226	6.8%	16,749	9.0%
Arts, Entertainment, and Recreation	209	1.2%	1,977	1.1%
Accommodation and Food Services	1,570	8.7%	9,748	5.2%
Accommodation	51	0.3%	1,704	0.9%
Food Services and Drinking Places	1,519	8.4%	8,044	4.3%
Other Services (except Public Administration)	2,552	14.1%	10,179	5.4%
Automotive Repair and Maintenance	454	2.5%	1,763	0.9%
Public Administration	531	2.9%	17,386	9.3%
Unclassified Establishments	576	3.2%	1,154	0.6%
Totals	18,109	100.0%	187,011	100.0%

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