

## WIR Total Trade Area



2000 Total Population	375,044
2000 Group Quarters	15,845
2010 Total Population	399,136
2015 Total Population	410,622
2010 - 2015 Annual Rate	0.57%



2000 Households	145,295
2000 Average Household Size	2.47
2010 Households	156,455
2010 Average Household Size	2.43
2015 Households	161,823
2015 Average Household Size	2.42
2010 - 2015 Annual Rate	0.68%
2000 Families	102,919
2000 Average Family Size	2.97
2010 Families	108,418
2010 Average Family Size	2.95
2015 Families	111,120
2015 Average Family Size	2.95
2010 - 2015 Annual Rate	0.49%



<b>2000 Housing Units</b>	167,572
Owner Occupied Housing Units	63.2%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	13.3%
<b>2010 Housing Units</b>	187,425
Owner Occupied Housing Units	60.8%
Renter Occupied Housing Units	22.6%
Vacant Housing Units	16.5%
<b>2015 Housing Units</b>	196,067
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	22.4%
Vacant Housing Units	17.5%

### Median Household Income

2000	\$30,573
2010	\$36,773
2015	\$39,641

### Median Home Value

2000	\$62,703
2010	\$95,057
2015	\$111,624

### Per Capita Income

2000	\$16,195
2010	\$18,770
2015	\$19,902

### Median Age

2000	36.9
2010	39.2
2015	39.8

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	145,409
< \$15,000	25.0%
\$15,000 - \$24,999	16.8%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	15.7%
\$75,000 - \$99,999	6.2%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	0.9%
\$200,000 +	1.1%
Average Household Income	\$40,946

### 2010 Households by Income

Household Income Base	156,455
< \$15,000	19.6%
\$15,000 - \$24,999	14.2%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	17.8%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	7.3%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	0.9%
\$200,000 +	1.1%
Average Household Income	\$46,130

### 2015 Households by Income

Household Income Base	161,823
< \$15,000	18.0%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	23.2%
\$75,000 - \$99,999	7.3%
\$100,000 - \$149,999	5.9%
\$150,000 - \$199,999	1.0%
\$200,000 +	1.2%
Average Household Income	\$48,571

### 2000 Owner Occupied Housing Units by Value

Total	105,937
< \$50,000	37.7%
\$50,000 - \$99,999	40.7%
\$100,000 - \$149,999	12.2%
\$150,000 - \$199,999	4.9%
\$200,000 - \$299,999	2.9%
\$300,000 - \$499,999	1.0%
\$500,000 - \$999,999	0.5%
\$1,000,000+	0.2%
Average Home Value	\$79,639

### 2000 Specified Renter Occ. Housing Units by Contract Rent

Total	38,486
With Cash Rent	85.7%
No Cash Rent	14.3%
Median Rent	\$281
Average Rent	\$292

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

WIR Total Trade Area



**2000 Population by Age**

Total	375,043
Age 0 - 4	6.5%
Age 5 - 9	6.9%
Age 10 - 14	7.2%
Age 15 - 19	7.2%
Age 20 - 24	6.0%
Age 25 - 34	13.3%
Age 35 - 44	15.1%
Age 45 - 54	13.5%
Age 55 - 64	10.0%
Age 65 - 74	7.7%
Age 75 - 84	4.9%
Age 85+	1.8%
Age 18+	74.9%

**2010 Population by Age**

Total	399,136
Age 0 - 4	6.4%
Age 5 - 9	6.4%
Age 10 - 14	6.4%
Age 15 - 19	6.4%
Age 20 - 24	5.9%
Age 25 - 34	12.9%
Age 35 - 44	13.2%
Age 45 - 54	14.4%
Age 55 - 64	12.8%
Age 65 - 74	8.1%
Age 75 - 84	4.8%
Age 85+	2.2%
Age 18+	76.8%

**2015 Population by Age**

Total	410,622
Age 0 - 4	6.3%
Age 5 - 9	6.3%
Age 10 - 14	6.6%
Age 15 - 19	6.3%
Age 20 - 24	5.9%
Age 25 - 34	12.5%
Age 35 - 44	12.9%
Age 45 - 54	13.1%
Age 55 - 64	13.6%
Age 65 - 74	9.6%
Age 75 - 84	4.9%
Age 85+	2.2%
Age 18+	77.0%

**2000 Population by Sex**

Males	49.1%
Females	50.9%

**2010 Population by Sex**

Males	49.7%
Females	50.3%

**2015 Population by Sex**

Males	49.8%
Females	50.2%

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

## WIR Total Trade Area



### 2000 Population by Race/Ethnicity

Total	375,041
White Alone	72.2%
Black Alone	24.6%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.8%
Two or More Races	1.2%
Hispanic Origin	2.2%
Diversity Index	44.3

### 2010 Population by Race/Ethnicity

Total	399,136
White Alone	70.1%
Black Alone	25.6%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	1.3%
Two or More Races	1.7%
Hispanic Origin	3.6%
Diversity Index	48.2

### 2015 Population by Race/Ethnicity

Total	410,622
White Alone	69.4%
Black Alone	25.9%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	1.4%
Two or More Races	1.9%
Hispanic Origin	4.2%
Diversity Index	49.5



### 2000 Population 3+ by School Enrollment

Total	360,701
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	12.2%
Enrolled in Grade 9-12	6.1%
Enrolled in College	3.5%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	74.6%

### 2010 Population 25+ by Educational Attainment

Total	273,249
Less than 9th Grade	7.9%
9th - 12th Grade, No Diploma	12.6%
High School Graduate	34.4%
Some College, No Degree	20.3%
Associate Degree	7.7%
Bachelor's Degree	10.9%
Graduate/Professional Degree	6.0%

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

**WIR Total Trade Area**



**2010 Population 15+ by Marital Status**

Total	322,393
Never Married	23.5%
Married	56.3%
Widowed	8.2%
Divorced	12.0%



**2000 Population 16+ by Employment Status**

Total	292,034
In Labor Force	57.3%
Civilian Employed	52.3%
Civilian Unemployed	3.5%
In Armed Forces	1.6%
Not in Labor Force	42.7%

**2010 Civilian Population 16+ in Labor Force**

Civilian Employed	89.0%
Civilian Unemployed	11.0%

**2015 Civilian Population 16+ in Labor Force**

Civilian Employed	91.3%
Civilian Unemployed	8.7%

**2000 Females 16+ by Employment Status and Age of Children**

Total	150,604
Own Children < 6 Only	7.5%
Employed/in Armed Forces	4.3%
Unemployed	0.6%
Not in Labor Force	2.6%
Own Children <6 and 6-17	5.8%
Employed/in Armed Forces	3.3%
Unemployed	0.3%
Not in Labor Force	2.2%
Own Children 6-17 Only	18.2%
Employed/in Armed Forces	12.4%
Unemployed	0.9%
Not in Labor Force	4.9%
No Own Children <18	68.4%
Employed/in Armed Forces	27.7%
Unemployed	2.1%
Not in Labor Force	38.6%

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

## WIR Total Trade Area



### 2010 Employed Population 16+ by Industry

Total	152,792
Agriculture/Mining	3.2%
Construction	7.0%
Manufacturing	10.9%
Wholesale Trade	2.8%
Retail Trade	13.3%
Transportation/Utilities	6.9%
Information	1.0%
Finance/Insurance/Real Estate	4.3%
Services	43.5%
Public Administration	7.3%

### 2010 Employed Population 16+ by Occupation

Total	152,792
White Collar	53.0%
Management/Business/Financial	10.7%
Professional	19.6%
Sales	11.9%
Administrative Support	10.8%
Services	19.5%
Blue Collar	27.5%
Farming/Forestry/Fishing	1.3%
Construction/Extraction	5.8%
Installation/Maintenance/Repair	6.0%
Production	7.2%
Transportation/Material Moving	7.3%



### 2000 Workers 16+ by Means of Transportation to Work

Total	154,399
Drove Alone - Car, Truck, or Van	82.0%
Carpooled - Car, Truck, or Van	12.6%
Public Transportation	0.4%
Walked	1.5%
Other Means	1.3%
Worked at Home	2.2%

### 2000 Workers 16+ by Travel Time to Work

Total	154,393
Did not Work at Home	97.8%
Less than 5 minutes	4.2%
5 to 9 minutes	14.0%
10 to 19 minutes	34.7%
20 to 24 minutes	13.5%
25 to 34 minutes	16.8%
35 to 44 minutes	3.7%
45 to 59 minutes	5.2%
60 to 89 minutes	2.9%
90 or more minutes	2.6%
Worked at Home	2.2%
Average Travel Time to Work (in min)	22.7

### 2000 Households by Vehicles Available

Total	145,299
None	9.0%
1	33.5%
2	38.5%
3	13.9%
4	3.8%
5+	1.4%
Average Number of Vehicles Available	1.8

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

**WIR Total Trade Area**



**2000 Households by Type**

Total	145,277
Family Households	70.8%
Married-couple Family	52.8%
With Related Children	23.2%
Other Family (No Spouse)	18.0%
With Related Children	12.3%
Nonfamily Households	29.2%
Householder Living Alone	26.0%
Householder Not Living Alone	3.2%
Households with Related Children	35.5%
Households with Persons 65+	26.5%

**2000 Households by Size**

Total	145,295
1 Person Household	26.0%
2 Person Household	34.5%
3 Person Household	17.9%
4 Person Household	13.7%
5 Person Household	5.3%
6 Person Household	1.7%
7+ Person Household	0.9%

**2000 Households by Year Householder Moved In**

Total	145,299
Moved in 1999 to March 2000	19.1%
Moved in 1995 to 1998	25.9%
Moved in 1990 to 1994	15.1%
Moved in 1980 to 1989	15.8%
Moved in 1970 to 1979	11.9%
Moved in 1969 or Earlier	12.2%
Median Year Householder Moved In	1993



**2000 Housing Units by Units in Structure**

Total	167,523
1, Detached	64.5%
1, Attached	2.0%
2	2.6%
3 or 4	2.8%
5 to 9	2.5%
10 to 19	0.6%
20+	1.4%
Mobile Home	23.3%
Other	0.3%

**2000 Housing Units by Year Structure Built**

Total	167,556
1999 to March 2000	2.7%
1995 to 1998	9.5%
1990 to 1994	8.9%
1980 to 1989	19.7%
1970 to 1979	22.0%
1969 or Earlier	37.2%
Median Year Structure Built	1976

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



WIR Total Trade Area

Total Businesses:	15,525			
Total Employees:	145,086			
Total Residential Population:	399,136			
Employee/Residential Population Ratio:	0.36			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	491	3.2%	3,118	2.1%
Construction	1,023	6.6%	6,405	4.4%
Manufacturing	461	3.0%	12,663	8.7%
Transportation	470	3.0%	8,800	6.1%
Communication	162	1.0%	790	0.5%
Utility	100	0.6%	1,937	1.3%
Wholesale Trade	704	4.5%	8,803	6.1%
Retail Trade Summary	3,747	24.1%	29,704	20.5%
Home Improvement	260	1.7%	2,108	1.5%
General Merchandise Stores	168	1.1%	4,948	3.4%
Food Stores	442	2.8%	3,801	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	687	4.4%	4,345	3.0%
Apparel & Accessory Stores	228	1.5%	1,026	0.7%
Furniture & Home Furnishings	282	1.8%	1,066	0.7%
Eating & Drinking Places	779	5.0%	8,970	6.2%
Miscellaneous Retail	901	5.8%	3,440	2.4%
Finance, Insurance, Real Estate Summary	1,376	8.9%	6,498	4.5%
Banks, Savings & Lending Institutions	431	2.8%	2,730	1.9%
Securities Brokers	98	0.6%	310	0.2%
Insurance Carriers & Agents	334	2.2%	1,554	1.1%
Real Estate, Holding, Other Investment Offices	513	3.3%	1,904	1.3%
Services Summary	5,768	37.2%	50,364	34.7%
Hotels & Lodging	146	0.9%	1,193	0.8%
Automotive Services	510	3.3%	1,674	1.2%
Motion Pictures & Amusements	270	1.7%	1,863	1.3%
Health Services	613	3.9%	16,738	11.5%
Legal Services	159	1.0%	685	0.5%
Education Institutions & Libraries	345	2.2%	12,311	8.5%
Other Services	3,725	24.0%	15,900	11.0%
Government	1,049	6.8%	15,650	10.8%
Other	174	1.1%	354	0.2%
<b>Totals</b>	<b>15,525</b>	<b>100.0%</b>	<b>145,086</b>	<b>100.0%</b>
Agriculture, Forestry, Fishing and Hunting	281	1.8%	2,056	1.4%
Mining	21	0.1%	325	0.2%
Utilities	76	0.5%	1,688	1.2%
Construction	1,067	6.9%	6,648	4.6%
Manufacturing	483	3.1%	12,350	8.5%
Wholesale Trade	678	4.4%	8,572	5.9%
Retail Trade	2,878	18.5%	20,384	14.0%
Motor Vehicle and Parts Dealers	504	3.2%	3,363	2.3%
Furniture and Home Furnishings Stores	152	1.0%	632	0.4%
Electronics and Appliance Stores	116	0.7%	311	0.2%
Building Material and Garden Equipment and Supplies Dealers	245	1.6%	2,074	1.4%
Food and Beverage Stores	448	2.9%	3,751	2.6%
Health and Personal Care Stores	190	1.2%	1,043	0.7%
Gasoline Stations	183	1.2%	982	0.7%
Clothing and Clothing Accessories Stores	270	1.7%	1,170	0.8%
Sporting Goods, Hobby, Book, and Music Stores	144	0.9%	571	0.4%
General Merchandise Stores	168	1.1%	4,948	3.4%
Miscellaneous Store Retailers	425	2.7%	1,323	0.9%
Nonstore Retailers	33	0.2%	216	0.1%
Transportation and Warehousing	382	2.5%	7,856	5.4%
Information	306	2.0%	1,718	1.2%
Finance and Insurance	896	5.8%	4,662	3.2%
Central Bank; Credit Intermediation and Related Activities	463	3.0%	2,797	1.9%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	99	0.6%	311	0.2%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	334	2.2%	1,554	1.1%
Real Estate and Rental and Leasing	709	4.6%	3,265	2.3%
Professional, Scientific, and Technical Services	846	5.4%	3,962	2.7%
Legal Services	174	1.1%	720	0.5%
Management of Companies and Enterprises	15	0.1%	99	0.1%
Administrative and Support and Waste Management and Remediation Services	508	3.3%	3,810	2.6%
Educational Services	348	2.2%	12,218	8.4%
Health Care and Social Assistance	1,019	6.6%	19,802	13.6%
Arts, Entertainment, and Recreation	197	1.3%	1,412	1.0%
Accommodation and Food Services	930	6.0%	10,206	7.0%
Accommodation	146	0.9%	1,193	0.8%
Food Services and Drinking Places	784	5.0%	9,013	6.2%
Other Services (except Public Administration)	2,629	16.9%	7,753	5.3%
Automotive Repair and Maintenance	390	2.5%	1,347	0.9%
Public Administration	1,065	6.9%	15,735	10.8%
Unclassified Establishments	191	1.2%	565	0.4%
<b>Totals</b>	<b>15,525</b>	<b>100.0%</b>	<b>145,086</b>	<b>100.0%</b>

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