

## VIE Total Trade Area



2000 Total Population	369,668
2000 Group Quarters	11,401
2010 Total Population	378,917
2015 Total Population	380,131
2010 - 2015 Annual Rate	0.06%



2000 Households	147,502
2000 Average Household Size	2.43
2010 Households	153,383
2010 Average Household Size	2.38
2015 Households	154,680
2015 Average Household Size	2.37
2010 - 2015 Annual Rate	0.17%
2000 Families	98,777
2000 Average Family Size	3.00
2010 Families	100,345
2010 Average Family Size	2.96
2015 Families	100,434
2015 Average Family Size	2.95
2010 - 2015 Annual Rate	0.02%



<b>2000 Housing Units</b>	184,921
Owner Occupied Housing Units	57.5%
Renter Occupied Housing Units	22.3%
Vacant Housing Units	20.2%
<b>2010 Housing Units</b>	197,987
Owner Occupied Housing Units	55.9%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	22.5%
<b>2015 Housing Units</b>	203,415
Owner Occupied Housing Units	54.9%
Renter Occupied Housing Units	21.1%
Vacant Housing Units	24.0%

### Median Household Income

2000	\$34,978
2010	\$45,789
2015	\$52,366

### Median Home Value

2000	\$92,813
2010	\$148,694
2015	\$188,769

### Per Capita Income

2000	\$18,230
2010	\$22,993
2015	\$25,963

### Median Age

2000	40.3
2010	43.6
2015	44.7

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	147,522
< \$15,000	19.8%
\$15,000 - \$24,999	15.9%
\$25,000 - \$34,999	14.4%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	4.5%
\$150,000 - \$199,999	0.9%
\$200,000 +	1.1%
Average Household Income	\$45,042

### 2010 Households by Income

Household Income Base	153,383
< \$15,000	13.2%
\$15,000 - \$24,999	13.4%
\$25,000 - \$34,999	12.4%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	7.2%
\$150,000 - \$199,999	1.6%
\$200,000 +	1.4%
Average Household Income	\$55,614

### 2015 Households by Income

Household Income Base	154,680
< \$15,000	11.6%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	24.3%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	2.3%
\$200,000 +	1.9%
Average Household Income	\$62,465

### 2000 Owner Occupied Housing Units by Value

Total	106,463
< \$50,000	11.0%
\$50,000 - \$99,999	45.8%
\$100,000 - \$149,999	24.6%
\$150,000 - \$199,999	10.4%
\$200,000 - \$299,999	5.5%
\$300,000 - \$499,999	1.9%
\$500,000 - \$999,999	0.5%
\$1,000,000+	0.2%
Average Home Value	\$113,424

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

Total	40,343
With Cash Rent	90.9%
No Cash Rent	9.1%
Median Rent	\$371
Average Rent	\$368

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	369,658
Age 0 - 4	5.3%
Age 5 - 9	6.3%
Age 10 - 14	6.9%
Age 15 - 19	6.7%
Age 20 - 24	5.3%
Age 25 - 34	11.6%
Age 35 - 44	15.2%
Age 45 - 54	13.9%
Age 55 - 64	10.1%
Age 65 - 74	9.3%
Age 75 - 84	7.0%
Age 85+	2.4%
Age 18+	77.4%

**2010 Population by Age**

Total	378,917
Age 0 - 4	5.3%
Age 5 - 9	5.5%
Age 10 - 14	5.7%
Age 15 - 19	6.5%
Age 20 - 24	5.5%
Age 25 - 34	10.7%
Age 35 - 44	12.7%
Age 45 - 54	15.4%
Age 55 - 64	13.8%
Age 65 - 74	9.0%
Age 75 - 84	6.6%
Age 85+	3.2%
Age 18+	79.8%

**2015 Population by Age**

Total	380,131
Age 0 - 4	5.1%
Age 5 - 9	5.4%
Age 10 - 14	5.8%
Age 15 - 19	6.0%
Age 20 - 24	5.4%
Age 25 - 34	10.8%
Age 35 - 44	11.8%
Age 45 - 54	14.0%
Age 55 - 64	15.1%
Age 65 - 74	11.1%
Age 75 - 84	6.2%
Age 85+	3.3%
Age 18+	80.2%

**2000 Population by Sex**

Males	48.0%
Females	52.0%

**2010 Population by Sex**

Males	48.5%
Females	51.5%

**2015 Population by Sex**

Males	48.7%
Females	51.3%

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

## VIE Total Trade Area



### 2000 Population by Race/Ethnicity

Total	369,657
White Alone	96.1%
Black Alone	1.7%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.7%
Two or More Races	0.8%
Hispanic Origin	1.9%
Diversity Index	11.0

### 2010 Population by Race/Ethnicity

Total	378,917
White Alone	93.4%
Black Alone	3.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	1.5%
Two or More Races	1.2%
Hispanic Origin	4.0%
Diversity Index	19.4

### 2015 Population by Race/Ethnicity

Total	380,131
White Alone	92.4%
Black Alone	3.4%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	1.7%
Two or More Races	1.3%
Hispanic Origin	4.9%
Diversity Index	22.4



### 2000 Population 3+ by School Enrollment

Total	358,398
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.3%
Enrolled in Grade 9-12	5.8%
Enrolled in College	4.1%
Enrolled in Grad/Prof School	0.8%
Not Enrolled in School	75.1%

### 2010 Population 25+ by Educational Attainment

Total	270,920
Less than 9th Grade	3.4%
9th - 12th Grade, No Diploma	8.0%
High School Graduate	41.3%
Some College, No Degree	16.3%
Associate Degree	8.7%
Bachelor's Degree	14.1%
Graduate/Professional Degree	8.2%

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

**VIE Total Trade Area**



**2010 Population 15+ by Marital Status**

Total	316,613
Never Married	27.3%
Married	54.5%
Widowed	9.1%
Divorced	9.0%



**2000 Population 16+ by Employment Status**

Total	295,954
In Labor Force	59.1%
Civilian Employed	55.8%
Civilian Unemployed	3.1%
In Armed Forces	0.1%
Not in Labor Force	40.9%

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

Civilian Employed	90.7%
Civilian Unemployed	9.3%

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

Civilian Employed	92.3%
Civilian Unemployed	7.7%

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

Total	156,851
Own Children < 6 Only	5.5%
Employed/in Armed Forces	3.4%
Unemployed	0.2%
Not in Labor Force	1.9%
Own Children <6 and 6-17	4.7%
Employed/in Armed Forces	2.7%
Unemployed	0.1%
Not in Labor Force	1.9%
Own Children 6-17 Only	16.2%
Employed/in Armed Forces	12.1%
Unemployed	0.4%
Not in Labor Force	3.7%
No Own Children <18	73.6%
Employed/in Armed Forces	31.5%
Unemployed	1.8%
Not in Labor Force	40.2%

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

## VIE Total Trade Area



### 2010 Employed Population 16+ by Industry

Total	176,813
Agriculture/Mining	1.3%
Construction	6.1%
Manufacturing	9.9%
Wholesale Trade	3.4%
Retail Trade	13.2%
Transportation/Utilities	5.8%
Information	2.0%
Finance/Insurance/Real Estate	6.2%
Services	46.8%
Public Administration	5.4%

### 2010 Employed Population 16+ by Occupation

Total	176,813
White Collar	59.0%
Management/Business/Financial	10.8%
Professional	21.2%
Sales	11.6%
Administrative Support	15.4%
Services	17.6%
Blue Collar	23.4%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	4.2%
Production	6.6%
Transportation/Material Moving	7.0%



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

Total	162,248
Drove Alone - Car, Truck, or Van	80.7%
Carpooled - Car, Truck, or Van	11.8%
Public Transportation	1.1%
Walked	3.3%
Other Means	0.6%
Worked at Home	2.4%

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

Total	162,243
Did not Work at Home	97.6%
Less than 5 minutes	4.3%
5 to 9 minutes	13.3%
10 to 19 minutes	36.0%
20 to 24 minutes	15.0%
25 to 34 minutes	14.5%
35 to 44 minutes	4.0%
45 to 59 minutes	4.2%
60 to 89 minutes	2.9%
90 or more minutes	3.3%
Worked at Home	2.4%
Average Travel Time to Work (in min)	22.8

### 2000 Households by Vehicles Available

Total	147,518
None	11.1%
1	35.4%
2	37.9%
3	11.4%
4	3.1%
5+	1.0%
Average Number of Vehicles Available	1.6

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

## VIE Total Trade Area



### 2000 Households by Type

Total	147,493
Family Households	67.0%
Married-couple Family	51.7%
With Related Children	22.0%
Other Family (No Spouse)	15.2%
With Related Children	8.1%
Nonfamily Households	33.0%
Householder Living Alone	29.0%
Householder Not Living Alone	4.0%
Households with Related Children	30.1%
Households with Persons 65+	32.8%

### 2000 Households by Size

Total	147,502
1 Person Household	29.0%
2 Person Household	33.1%
3 Person Household	16.2%
4 Person Household	13.3%
5 Person Household	5.5%
6 Person Household	1.9%
7+ Person Household	0.9%

### 2000 Households by Year Householder Moved In

Total	147,523
Moved in 1999 to March 2000	12.0%
Moved in 1995 to 1998	21.5%
Moved in 1990 to 1994	14.5%
Moved in 1980 to 1989	18.2%
Moved in 1970 to 1979	12.9%
Moved in 1969 or Earlier	20.9%
Median Year Householder Moved In	1989



### 2000 Housing Units by Units in Structure

Total	184,853
1, Detached	68.4%
1, Attached	3.6%
2	9.9%
3 or 4	6.1%
5 to 9	2.6%
10 to 19	0.9%
20+	2.2%
Mobile Home	6.0%
Other	0.3%

### 2000 Housing Units by Year Structure Built

Total	184,948
1999 to March 2000	1.1%
1995 to 1998	4.3%
1990 to 1994	6.6%
1980 to 1989	13.5%
1970 to 1979	14.4%
1969 or Earlier	60.2%
Median Year Structure Built	1958

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



VIE Total Trade Area

Total Businesses:	15,918			
Total Employees:	165,552			
Total Residential Population:	378,917			
Employee/Residential Population Ratio:	0.44			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	416	2.6%	1,442	0.9%
Construction	1,320	8.3%	5,563	3.4%
Manufacturing	553	3.5%	16,243	9.8%
Transportation	517	3.2%	6,916	4.2%
Communication	117	0.7%	4,737	2.9%
Utility	84	0.5%	336	0.2%
Wholesale Trade	839	5.3%	9,161	5.5%
Retail Trade Summary	3,878	24.4%	32,589	19.7%
Home Improvement	241	1.5%	2,255	1.4%
General Merchandise Stores	110	0.7%	3,254	2.0%
Food Stores	392	2.5%	5,213	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	562	3.5%	3,893	2.4%
Apparel & Accessory Stores	242	1.5%	1,374	0.8%
Furniture & Home Furnishings	297	1.9%	1,291	0.8%
Eating & Drinking Places	1,069	6.7%	9,678	5.8%
Miscellaneous Retail	965	6.1%	5,631	3.4%
Finance, Insurance, Real Estate Summary	1,165	7.3%	8,037	4.9%
Banks, Savings & Lending Institutions	310	1.9%	2,878	1.7%
Securities Brokers	112	0.7%	642	0.4%
Insurance Carriers & Agents	285	1.8%	1,836	1.1%
Real Estate, Holding, Other Investment Offices	458	2.9%	2,681	1.6%
Services Summary	6,052	38.0%	66,949	40.4%
Hotels & Lodging	184	1.2%	5,181	3.1%
Automotive Services	690	4.3%	1,877	1.1%
Motion Pictures & Amusements	429	2.7%	2,638	1.6%
Health Services	724	4.5%	16,700	10.1%
Legal Services	240	1.5%	1,265	0.8%
Education Institutions & Libraries	294	1.8%	11,006	6.6%
Other Services	3,491	21.9%	28,282	17.1%
Government	689	4.3%	13,262	8.0%
Other	288	1.8%	317	0.2%
<b>Totals</b>	<b>15,918</b>	<b>100.0%</b>	<b>165,552</b>	<b>100.0%</b>
Agriculture, Forestry, Fishing and Hunting	128	0.8%	290	0.2%
Mining	48	0.3%	408	0.2%
Utilities	39	0.2%	159	0.1%
Construction	1,420	8.9%	5,983	3.6%
Manufacturing	584	3.7%	15,328	9.3%
Wholesale Trade	805	5.1%	8,890	5.4%
Retail Trade	2,692	16.9%	21,977	13.3%
Motor Vehicle and Parts Dealers	452	2.8%	3,279	2.0%
Furniture and Home Furnishings Stores	141	0.9%	760	0.5%
Electronics and Appliance Stores	110	0.7%	1,241	0.7%
Building Material and Garden Equipment and Supplies Dealers	236	1.5%	2,218	1.3%
Food and Beverage Stores	315	2.0%	4,432	2.7%
Health and Personal Care Stores	213	1.3%	2,155	1.3%
Gasoline Stations	110	0.7%	614	0.4%
Clothing and Clothing Accessories Stores	302	1.9%	1,527	0.9%
Sporting Goods, Hobby, Book, and Music Stores	184	1.2%	850	0.5%
General Merchandise Stores	110	0.7%	3,254	2.0%
Miscellaneous Store Retailers	463	2.9%	1,449	0.9%
Nonstore Retailers	56	0.4%	198	0.1%
Transportation and Warehousing	356	2.2%	6,049	3.7%
Information	269	1.7%	6,919	4.2%
Finance and Insurance	709	4.5%	5,360	3.2%
Central Bank; Credit Intermediation and Related Activities	311	2.0%	2,882	1.7%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	112	0.7%	642	0.4%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	286	1.8%	1,836	1.1%
Real Estate and Rental and Leasing	596	3.7%	3,239	2.0%
Professional, Scientific, and Technical Services	1,021	6.4%	6,559	4.0%
Legal Services	296	1.9%	1,422	0.9%
Management of Companies and Enterprises	11	0.1%	291	0.2%
Administrative and Support and Waste Management and Remediation Services	620	3.9%	3,400	2.1%
Educational Services	351	2.2%	10,948	6.6%
Health Care and Social Assistance	1,169	7.3%	24,468	14.8%
Arts, Entertainment, and Recreation	331	2.1%	2,546	1.5%
Accommodation and Food Services	1,296	8.1%	15,364	9.3%
Accommodation	184	1.2%	5,181	3.1%
Food Services and Drinking Places	1,112	7.0%	10,183	6.2%
Other Services (except Public Administration)	2,480	15.6%	13,562	8.2%
Automotive Repair and Maintenance	553	3.5%	1,415	0.9%
Public Administration	696	4.4%	13,422	8.1%
Unclassified Establishments	297	1.9%	390	0.2%
<b>Totals</b>	<b>15,918</b>	<b>100.0%</b>	<b>165,552</b>	<b>100.0%</b>

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