

UNI Total Trade Area



2000 Total Population	236,422
2000 Group Quarters	4,895
2010 Total Population	232,819
2015 Total Population	229,369
2010 - 2015 Annual Rate	-0.30%



2000 Households	96,174
2000 Average Household Size	2.41
2010 Households	94,670
2010 Average Household Size	2.36
2015 Households	93,698
2015 Average Household Size	2.35
2010 - 2015 Annual Rate	-0.21%
2000 Families	65,519
2000 Average Family Size	2.94
2010 Families	62,800
2010 Average Family Size	2.91
2015 Families	61,600
2015 Average Family Size	2.90
2010 - 2015 Annual Rate	-0.39%



2000 Housing Units	106,250
Owner Occupied Housing Units	67.6%
Renter Occupied Housing Units	22.9%
Vacant Housing Units	9.6%
2010 Housing Units	107,783
Owner Occupied Housing Units	64.9%
Renter Occupied Housing Units	22.9%
Vacant Housing Units	12.2%
2015 Housing Units	108,107
Owner Occupied Housing Units	64.0%
Renter Occupied Housing Units	22.6%
Vacant Housing Units	13.3%

Median Household Income

2000	\$28,600
2010	\$36,935
2015	\$43,449

Median Home Value

2000	\$60,486
2010	\$95,203
2015	\$117,864

Per Capita Income

2000	\$15,781
2010	\$19,757
2015	\$22,310

Median Age

2000	40.5
2010	43.4
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](#)

UNI Total Trade Area



2000 Households by Income

Household Income Base	96,232
< \$15,000	25.5%
\$15,000 - \$24,999	18.3%
\$25,000 - \$34,999	15.0%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	15.6%
\$75,000 - \$99,999	5.8%
\$100,000 - \$149,999	3.0%
\$150,000 - \$199,999	0.6%
\$200,000 +	0.7%
Average Household Income	\$38,359

2010 Households by Income

Household Income Base	94,670
< \$15,000	18.0%
\$15,000 - \$24,999	16.0%
\$25,000 - \$34,999	14.0%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	1.1%
\$200,000 +	0.9%
Average Household Income	\$47,402

2015 Households by Income

Household Income Base	93,698
< \$15,000	16.3%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	23.0%
\$75,000 - \$99,999	11.9%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	1.6%
\$200,000 +	1.2%
Average Household Income	\$53,252

2000 Owner Occupied Housing Units by Value

Total	71,765
< \$50,000	39.2%
\$50,000 - \$99,999	41.9%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	4.0%
\$200,000 - \$299,999	2.3%
\$300,000 - \$499,999	0.7%
\$500,000 - \$999,999	0.2%
\$1,000,000+	0.1%
Average Home Value	\$73,912

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	23,872
With Cash Rent	88.0%
No Cash Rent	12.0%
Median Rent	\$283
Average Rent	\$275

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

UNI Total Trade Area



2000 Population by Age

Total	236,411
Age 0 - 4	5.5%
Age 5 - 9	6.2%
Age 10 - 14	6.4%
Age 15 - 19	6.5%
Age 20 - 24	5.7%
Age 25 - 34	12.1%
Age 35 - 44	14.7%
Age 45 - 54	14.4%
Age 55 - 64	9.8%
Age 65 - 74	9.2%
Age 75 - 84	7.3%
Age 85+	2.2%
Age 18+	78.0%

2010 Population by Age

Total	232,819
Age 0 - 4	5.3%
Age 5 - 9	5.5%
Age 10 - 14	5.7%
Age 15 - 19	6.2%
Age 20 - 24	5.6%
Age 25 - 34	11.2%
Age 35 - 44	12.7%
Age 45 - 54	15.0%
Age 55 - 64	14.3%
Age 65 - 74	8.8%
Age 75 - 84	6.6%
Age 85+	3.3%
Age 18+	79.9%

2015 Population by Age

Total	229,369
Age 0 - 4	5.1%
Age 5 - 9	5.3%
Age 10 - 14	5.8%
Age 15 - 19	5.9%
Age 20 - 24	5.7%
Age 25 - 34	10.6%
Age 35 - 44	12.1%
Age 45 - 54	13.5%
Age 55 - 64	15.6%
Age 65 - 74	11.1%
Age 75 - 84	6.1%
Age 85+	3.3%
Age 18+	80.4%

2000 Population by Sex

Males	47.8%
Females	52.2%

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

UNI Total Trade Area



2000 Population by Race/Ethnicity

Total	236,419
White Alone	95.6%
Black Alone	3.2%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	0.1%
Two or More Races	0.7%
Hispanic Origin	0.4%
Diversity Index	9.3

2010 Population by Race/Ethnicity

Total	232,819
White Alone	94.5%
Black Alone	3.8%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.1%
Two or More Races	1.0%
Hispanic Origin	0.7%
Diversity Index	11.7

2015 Population by Race/Ethnicity

Total	229,369
White Alone	93.9%
Black Alone	4.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.1%
Two or More Races	1.2%
Hispanic Origin	0.8%
Diversity Index	13.0



2000 Population 3+ by School Enrollment

Total	228,966
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	1.2%
Enrolled in Grade 1-8	10.8%
Enrolled in Grade 9-12	5.4%
Enrolled in College	3.7%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	77.2%

2010 Population 25+ by Educational Attainment

Total	167,146
Less than 9th Grade	5.2%
9th - 12th Grade, No Diploma	9.4%
High School Graduate	49.0%
Some College, No Degree	13.5%
Associate Degree	7.2%
Bachelor's Degree	9.8%
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

UNI Total Trade Area



2010 Population 15+ by Marital Status

Total	194,531
Never Married	25.5%
Married	55.4%
Widowed	9.2%
Divorced	9.9%



2000 Population 16+ by Employment Status

Total	190,558
In Labor Force	54.5%
Civilian Employed	50.0%
Civilian Unemployed	4.5%
In Armed Forces	0.0%
Not in Labor Force	45.5%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.1%
Civilian Unemployed	11.9%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.0%
Civilian Unemployed	10.0%

2000 Females 16+ by Employment Status and Age of Children

Total	101,151
Own Children < 6 Only	5.9%
Employed/in Armed Forces	3.0%
Unemployed	0.3%
Not in Labor Force	2.5%
Own Children <6 and 6-17	4.6%
Employed/in Armed Forces	2.5%
Unemployed	0.2%
Not in Labor Force	2.0%
Own Children 6-17 Only	15.9%
Employed/in Armed Forces	10.8%
Unemployed	0.6%
Not in Labor Force	4.6%
No Own Children <18	73.6%
Employed/in Armed Forces	26.9%
Unemployed	2.5%
Not in Labor Force	44.2%

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

UNI Total Trade Area



2010 Employed Population 16+ by Industry

Total	97,819
Agriculture/Mining	4.9%
Construction	7.3%
Manufacturing	9.2%
Wholesale Trade	3.0%
Retail Trade	13.9%
Transportation/Utilities	6.9%
Information	1.5%
Finance/Insurance/Real Estate	3.5%
Services	45.6%
Public Administration	4.3%

2010 Employed Population 16+ by Occupation

Total	97,819
White Collar	52.1%
Management/Business/Financial	8.8%
Professional	19.0%
Sales	10.9%
Administrative Support	13.4%
Services	19.1%
Blue Collar	28.8%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	5.1%
Production	6.6%
Transportation/Material Moving	9.1%



2000 Workers 16+ by Means of Transportation to Work

Total	93,497
Drove Alone - Car, Truck, or Van	82.3%
Carpooled - Car, Truck, or Van	11.2%
Public Transportation	0.6%
Walked	3.2%
Other Means	0.6%
Worked at Home	2.1%

2000 Workers 16+ by Travel Time to Work

Total	93,489
Did not Work at Home	97.9%
Less than 5 minutes	5.0%
5 to 9 minutes	12.5%
10 to 19 minutes	28.6%
20 to 24 minutes	11.9%
25 to 34 minutes	15.5%
35 to 44 minutes	5.8%
45 to 59 minutes	8.7%
60 to 89 minutes	6.2%
90 or more minutes	3.7%
Worked at Home	2.1%
Average Travel Time to Work (in min)	27.0

2000 Households by Vehicles Available

Total	96,169
None	11.1%
1	35.8%
2	36.5%
3	12.0%
4	3.3%
5+	1.2%
Average Number of Vehicles Available	1.7

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

UNI Total Trade Area



2000 Households by Type

Total	96,176
Family Households	68.1%
Married-couple Family	52.0%
With Related Children	21.1%
Other Family (No Spouse)	16.1%
With Related Children	9.1%
Nonfamily Households	31.9%
Householder Living Alone	28.3%
Householder Not Living Alone	3.6%
Households with Related Children	30.2%
Households with Persons 65+	33.1%

2000 Households by Size

Total	96,174
1 Person Household	28.2%
2 Person Household	33.7%
3 Person Household	17.5%
4 Person Household	13.4%
5 Person Household	5.1%
6 Person Household	1.5%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	96,171
Moved in 1999 to March 2000	11.6%
Moved in 1995 to 1998	19.5%
Moved in 1990 to 1994	13.9%
Moved in 1980 to 1989	17.0%
Moved in 1970 to 1979	14.5%
Moved in 1969 or Earlier	23.5%
Median Year Householder Moved In	1987



2000 Housing Units by Units in Structure

Total	106,343
1, Detached	69.7%
1, Attached	4.7%
2	4.4%
3 or 4	3.1%
5 to 9	2.7%
10 to 19	1.0%
20+	2.4%
Mobile Home	11.8%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	106,240
1999 to March 2000	1.3%
1995 to 1998	3.7%
1990 to 1994	4.0%
1980 to 1989	8.3%
1970 to 1979	12.9%
1969 or Earlier	69.8%
Median Year Structure Built	1951

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



UNI Total Trade Area

Total Businesses:	7,560			
Total Employees:	74,530			
Total Residential Population:	232,819			
Employee/Residential Population Ratio:	0.32			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	185	2.4%	1,063	1.4%
Construction	563	7.4%	3,754	5.0%
Manufacturing	253	3.3%	6,395	8.6%
Transportation	278	3.7%	2,416	3.2%
Communication	29	0.4%	168	0.2%
Utility	54	0.7%	339	0.5%
Wholesale Trade	336	4.4%	2,594	3.5%
Retail Trade Summary	1,726	22.8%	16,056	21.5%
Home Improvement	110	1.5%	777	1.0%
General Merchandise Stores	74	1.0%	1,969	2.6%
Food Stores	156	2.1%	1,965	2.6%
Auto Dealers, Gas Stations, Auto Aftermarket	345	4.6%	2,674	3.6%
Apparel & Accessory Stores	54	0.7%	199	0.3%
Furniture & Home Furnishings	116	1.5%	1,003	1.3%
Eating & Drinking Places	478	6.3%	4,898	6.6%
Miscellaneous Retail	393	5.2%	2,571	3.4%
Finance, Insurance, Real Estate Summary	426	5.6%	2,679	3.6%
Banks, Savings & Lending Institutions	116	1.5%	935	1.3%
Securities Brokers	27	0.4%	101	0.1%
Insurance Carriers & Agents	139	1.8%	464	0.6%
Real Estate, Holding, Other Investment Offices	144	1.9%	1,179	1.6%
Services Summary	3,161	41.8%	33,776	45.3%
Hotels & Lodging	68	0.9%	2,494	3.3%
Automotive Services	371	4.9%	1,207	1.6%
Motion Pictures & Amusements	184	2.4%	974	1.3%
Health Services	440	5.8%	6,168	8.3%
Legal Services	72	1.0%	297	0.4%
Education Institutions & Libraries	207	2.7%	14,189	19.0%
Other Services	1,819	24.1%	8,447	11.3%
Government	483	6.4%	5,252	7.0%
Other	66	0.9%	38	0.1%
Totals	7,560	100.0%	74,530	100.0%
Agriculture, Forestry, Fishing and Hunting	52	0.7%	283	0.4%
Mining	39	0.5%	485	0.7%
Utilities	31	0.4%	237	0.3%
Construction	604	8.0%	4,033	5.4%
Manufacturing	266	3.5%	6,239	8.4%
Wholesale Trade	327	4.3%	2,531	3.4%
Retail Trade	1,219	16.1%	10,956	14.7%
Motor Vehicle and Parts Dealers	262	3.5%	2,023	2.7%
Furniture and Home Furnishings Stores	56	0.7%	803	1.1%
Electronics and Appliance Stores	50	0.7%	143	0.2%
Building Material and Garden Equipment and Supplies Dealers	98	1.3%	737	1.0%
Food and Beverage Stores	146	1.9%	1,777	2.4%
Health and Personal Care Stores	91	1.2%	625	0.8%
Gasoline Stations	83	1.1%	651	0.9%
Clothing and Clothing Accessories Stores	72	1.0%	254	0.3%
Sporting Goods, Hobby, Book, and Music Stores	82	1.1%	908	1.2%
General Merchandise Stores	74	1.0%	1,969	2.6%
Miscellaneous Store Retailers	188	2.5%	878	1.2%
Nonstore Retailers	17	0.2%	188	0.3%
Transportation and Warehousing	232	3.1%	2,069	2.8%
Information	92	1.2%	698	0.9%
Finance and Insurance	287	3.8%	1,509	2.0%
Central Bank; Credit Intermediation and Related Activities	120	1.6%	944	1.3%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	28	0.4%	101	0.1%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	139	1.8%	464	0.6%
Real Estate and Rental and Leasing	217	2.9%	969	1.3%
Professional, Scientific, and Technical Services	350	4.6%	1,966	2.6%
Legal Services	91	1.2%	330	0.4%
Management of Companies and Enterprises	6	0.1%	607	0.8%
Administrative and Support and Waste Management and Remediation Services	218	2.9%	1,061	1.4%
Educational Services	208	2.8%	14,096	18.9%
Health Care and Social Assistance	640	8.5%	8,173	11.0%
Arts, Entertainment, and Recreation	149	2.0%	977	1.3%
Accommodation and Food Services	553	7.3%	7,474	10.0%
Accommodation	68	0.9%	2,494	3.3%
Food Services and Drinking Places	485	6.4%	4,980	6.7%
Other Services (except Public Administration)	1,517	20.1%	4,818	6.5%
Automotive Repair and Maintenance	308	4.1%	944	1.3%
Public Administration	484	6.4%	5,283	7.1%
Unclassified Establishments	69	0.9%	66	0.1%
Totals	7,560	100.0%	74,530	100.0%

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