

## MPG Total Trade Area



2000 Total Population	1,985,288
2000 Group Quarters	61,892
2010 Total Population	2,095,351
2015 Total Population	2,115,693
2010 - 2015 Annual Rate	0.19%



2000 Households	769,117
2000 Average Household Size	2.50
2010 Households	811,677
2010 Average Household Size	2.50
2015 Households	821,257
2015 Average Household Size	2.50
2010 - 2015 Annual Rate	0.23%
2000 Families	469,031
2000 Average Family Size	3.16
2010 Families	480,340
2010 Average Family Size	3.21
2015 Families	479,690
2015 Average Family Size	3.23
2010 - 2015 Annual Rate	-0.03%



<b>2000 Housing Units</b>	818,625
Owner Occupied Housing Units	52.7%
Renter Occupied Housing Units	41.3%
Vacant Housing Units	6.0%
<b>2010 Housing Units</b>	882,207
Owner Occupied Housing Units	50.8%
Renter Occupied Housing Units	41.2%
Vacant Housing Units	8.0%
<b>2015 Housing Units</b>	903,625
Owner Occupied Housing Units	50.1%
Renter Occupied Housing Units	40.8%
Vacant Housing Units	9.1%

### Median Household Income

2000	\$54,519
2010	\$68,500
2015	\$77,143

### Median Home Value

2000	\$163,608
2010	\$327,611
2015	\$427,207

### Per Capita Income

2000	\$29,293
2010	\$35,287
2015	\$40,006

### Median Age

2000	34.9
2010	36.7
2015	36.8

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	769,659
< \$15,000	11.7%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	12.9%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	4.5%
\$200,000 +	4.6%
Average Household Income	\$74,433

**2010 Households by Income**

Household Income Base	811,677
< \$15,000	9.0%
\$15,000 - \$24,999	5.9%
\$25,000 - \$34,999	6.8%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	17.1%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	6.6%
\$200,000 +	6.6%
Average Household Income	\$89,804

**2015 Households by Income**

Household Income Base	821,257
< \$15,000	7.3%
\$15,000 - \$24,999	4.8%
\$25,000 - \$34,999	5.2%
\$35,000 - \$49,999	10.2%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	20.3%
\$150,000 - \$199,999	7.9%
\$200,000 +	8.6%
Average Household Income	\$101,611

**2000 Owner Occupied Housing Units by Value**

Total	431,350
< \$50,000	1.7%
\$50,000 - \$99,999	11.7%
\$100,000 - \$149,999	28.9%
\$150,000 - \$199,999	22.9%
\$200,000 - \$299,999	16.5%
\$300,000 - \$499,999	11.8%
\$500,000 - \$999,999	5.4%
\$1,000,000+	1.1%
Average Home Value	\$223,488

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

Total	337,154
With Cash Rent	96.4%
No Cash Rent	3.6%
Median Rent	\$694
Average Rent	\$731

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	1,985,290
Age 0 - 4	6.6%
Age 5 - 9	7.1%
Age 10 - 14	6.6%
Age 15 - 19	6.5%
Age 20 - 24	7.2%
Age 25 - 34	16.1%
Age 35 - 44	16.6%
Age 45 - 54	13.9%
Age 55 - 64	8.7%
Age 65 - 74	5.7%
Age 75 - 84	3.7%
Age 85+	1.3%
Age 18+	76.0%

**2010 Population by Age**

Total	2,095,351
Age 0 - 4	6.5%
Age 5 - 9	6.3%
Age 10 - 14	6.2%
Age 15 - 19	7.1%
Age 20 - 24	7.5%
Age 25 - 34	14.1%
Age 35 - 44	13.9%
Age 45 - 54	14.8%
Age 55 - 64	11.6%
Age 65 - 74	6.4%
Age 75 - 84	3.8%
Age 85+	1.8%
Age 18+	77.1%

**2015 Population by Age**

Total	2,115,693
Age 0 - 4	6.4%
Age 5 - 9	6.3%
Age 10 - 14	6.1%
Age 15 - 19	6.4%
Age 20 - 24	7.6%
Age 25 - 34	14.9%
Age 35 - 44	12.7%
Age 45 - 54	13.8%
Age 55 - 64	12.2%
Age 65 - 74	7.9%
Age 75 - 84	3.9%
Age 85+	1.9%
Age 18+	77.7%

**2000 Population by Sex**

Males	47.6%
Females	52.4%

**2010 Population by Sex**

Males	47.7%
Females	52.3%

**2015 Population by Sex**

Males	47.7%
Females	52.3%

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	1,985,288
White Alone	40.7%
Black Alone	46.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	5.7%
Some Other Race Alone	4.1%
Two or More Races	2.8%
Hispanic Origin	8.8%
Diversity Index	67.8

**2010 Population by Race/Ethnicity**

Total	2,095,351
White Alone	39.4%
Black Alone	43.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	6.9%
Some Other Race Alone	6.0%
Two or More Races	3.4%
Hispanic Origin	13.5%
Diversity Index	73.0

**2015 Population by Race/Ethnicity**

Total	2,115,693
White Alone	40.1%
Black Alone	41.6%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	7.5%
Some Other Race Alone	6.8%
Two or More Races	3.7%
Hispanic Origin	15.5%
Diversity Index	74.9



**2000 Population 3+ by School Enrollment**

Total	1,907,453
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.8%
Enrolled in Grade 9-12	5.6%
Enrolled in College	6.6%
Enrolled in Grad/Prof School	2.5%
Not Enrolled in School	70.1%

**2010 Population 25+ by Educational Attainment**

Total	1,391,937
Less than 9th Grade	5.3%
9th - 12th Grade, No Diploma	6.4%
High School Graduate	20.5%
Some College, No Degree	16.4%
Associate Degree	5.3%
Bachelor's Degree	22.4%
Graduate/Professional Degree	23.7%

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	1,697,678
Never Married	39.6%
Married	45.3%
Widowed	5.5%
Divorced	9.5%



**2000 Population 16+ by Employment Status**

Total	1,557,124
In Labor Force	68.2%
Civilian Employed	62.8%
Civilian Unemployed	4.3%
In Armed Forces	1.0%
Not in Labor Force	31.8%

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

Civilian Employed	90.6%
Civilian Unemployed	9.4%

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

Civilian Employed	92.4%
Civilian Unemployed	7.6%

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

Total	832,553
Own Children < 6 Only	7.2%
Employed/in Armed Forces	4.7%
Unemployed	0.4%
Not in Labor Force	2.1%
Own Children <6 and 6-17	5.8%
Employed/in Armed Forces	3.7%
Unemployed	0.3%
Not in Labor Force	1.9%
Own Children 6-17 Only	15.4%
Employed/in Armed Forces	11.5%
Unemployed	0.6%
Not in Labor Force	3.3%
No Own Children <18	71.5%
Employed/in Armed Forces	40.2%
Unemployed	2.9%
Not in Labor Force	28.5%

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	1,015,116
Agriculture/Mining	0.1%
Construction	4.6%
Manufacturing	2.0%
Wholesale Trade	1.4%
Retail Trade	7.5%
Transportation/Utilities	3.8%
Information	3.9%
Finance/Insurance/Real Estate	6.6%
Services	56.5%
Public Administration	13.8%

**2010 Employed Population 16+ by Occupation**

Total	1,015,116
White Collar	75.2%
Management/Business/Financial	18.9%
Professional	33.5%
Sales	8.3%
Administrative Support	14.5%
Services	14.3%
Blue Collar	10.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.5%
Installation/Maintenance/Repair	2.1%
Production	1.6%
Transportation/Material Moving	3.3%



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

Total	975,414
Drove Alone - Car, Truck, or Van	59.2%
Carpooled - Car, Truck, or Van	12.9%
Public Transportation	18.4%
Walked	4.8%
Other Means	1.1%
Worked at Home	3.5%

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

Total	975,420
Did not Work at Home	96.5%
Less than 5 minutes	1.2%
5 to 9 minutes	4.5%
10 to 19 minutes	19.1%
20 to 24 minutes	12.9%
25 to 34 minutes	23.5%
35 to 44 minutes	9.6%
45 to 59 minutes	13.3%
60 to 89 minutes	9.3%
90 or more minutes	3.2%
Worked at Home	3.5%
Average Travel Time to Work (in min)	32.8

**2000 Households by Vehicles Available**

Total	769,151
None	18.3%
1	39.5%
2	30.0%
3	8.9%
4	2.2%
5+	0.9%
Average Number of Vehicles Available	1.4

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	769,128
Family Households	61.0%
Married-couple Family	40.1%
With Related Children	19.8%
Other Family (No Spouse)	20.9%
With Related Children	13.4%
Nonfamily Households	39.0%
Householder Living Alone	31.1%
Householder Not Living Alone	7.9%
Households with Related Children	33.2%
Households with Persons 65+	20.2%

**2000 Households by Size**

Total	769,117
1 Person Household	31.1%
2 Person Household	29.6%
3 Person Household	16.1%
4 Person Household	12.6%
5 Person Household	6.1%
6 Person Household	2.5%
7+ Person Household	1.9%

**2000 Households by Year Householder Moved In**

Total	769,120
Moved in 1999 to March 2000	20.8%
Moved in 1995 to 1998	29.7%
Moved in 1990 to 1994	15.6%
Moved in 1980 to 1989	15.4%
Moved in 1970 to 1979	9.3%
Moved in 1969 or Earlier	9.2%
Median Year Householder Moved In	1995



**2000 Housing Units by Units in Structure**

Total	818,640
1, Detached	37.9%
1, Attached	18.8%
2	1.4%
3 or 4	4.1%
5 to 9	7.7%
10 to 19	11.3%
20+	18.6%
Mobile Home	0.3%
Other	0.0%

**2000 Housing Units by Year Structure Built**

Total	818,636
1999 to March 2000	1.2%
1995 to 1998	3.9%
1990 to 1994	5.2%
1980 to 1989	11.7%
1970 to 1979	15.0%
1969 or Earlier	63.0%
Median Year Structure Built	1964

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



MPG Total Trade Area

Total Businesses:	85,270			
Total Employees:	1,086,948			
Total Residential Population:	2,095,351			
Employee/Residential Population Ratio:	0.52			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	875	1.0%	6,534	0.6%
Construction	4,796	5.6%	49,249	4.5%
Manufacturing	1,859	2.2%	53,764	4.9%
Transportation	2,007	2.4%	16,096	1.5%
Communication	918	1.1%	13,191	1.2%
Utility	224	0.3%	1,948	0.2%
Wholesale Trade	2,527	3.0%	28,355	2.6%
Retail Trade Summary	15,210	17.8%	170,707	15.7%
Home Improvement	619	0.7%	8,213	0.8%
General Merchandise Stores	374	0.4%	9,249	0.9%
Food Stores	1,547	1.8%	23,789	2.2%
Auto Dealers, Gas Stations, Auto Aftermarket	1,226	1.4%	16,088	1.5%
Apparel & Accessory Stores	1,308	1.5%	8,071	0.7%
Furniture & Home Furnishings	1,654	1.9%	13,532	1.2%
Eating & Drinking Places	4,781	5.6%	67,686	6.2%
Miscellaneous Retail	3,701	4.3%	24,079	2.2%
Finance, Insurance, Real Estate Summary	9,497	11.1%	88,566	8.1%
Banks, Savings & Lending Institutions	1,930	2.3%	23,279	2.1%
Securities Brokers	1,117	1.3%	8,687	0.8%
Insurance Carriers & Agents	1,245	1.5%	13,957	1.3%
Real Estate, Holding, Other Investment Offices	5,205	6.1%	42,643	3.9%
Services Summary	41,500	48.7%	557,245	51.3%
Hotels & Lodging	401	0.5%	26,192	2.4%
Automotive Services	2,072	2.4%	10,557	1.0%
Motion Pictures & Amusements	1,975	2.3%	21,387	2.0%
Health Services	4,328	5.1%	92,213	8.5%
Legal Services	3,266	3.8%	57,984	5.3%
Education Institutions & Libraries	2,128	2.5%	93,248	8.6%
Other Services	27,330	32.1%	255,664	23.5%
Government	2,193	2.6%	95,196	8.8%
Other	3,664	4.3%	6,097	0.6%
<b>Totals</b>	<b>85,270</b>	<b>100.0%</b>	<b>1,086,948</b>	<b>100.0%</b>
Agriculture, Forestry, Fishing and Hunting	103	0.1%	366	0.0%
Mining	49	0.1%	379	0.0%
Utilities	108	0.1%	611	0.1%
Construction	5,537	6.5%	57,371	5.3%
Manufacturing	1,578	1.9%	40,981	3.8%
Wholesale Trade	2,408	2.8%	27,838	2.6%
Retail Trade	10,090	11.8%	100,674	9.3%
Motor Vehicle and Parts Dealers	733	0.9%	13,531	1.2%
Furniture and Home Furnishings Stores	621	0.7%	4,281	0.4%
Electronics and Appliance Stores	905	1.1%	8,843	0.8%
Building Material and Garden Equipment and Supplies Dealers	617	0.7%	8,214	0.8%
Food and Beverage Stores	1,619	1.9%	23,101	2.1%
Health and Personal Care Stores	838	1.0%	7,645	0.7%
Gasoline Stations	493	0.6%	2,557	0.2%
Clothing and Clothing Accessories Stores	1,604	1.9%	9,045	0.8%
Sporting Goods, Hobby, Book, and Music Stores	654	0.8%	4,722	0.4%
General Merchandise Stores	374	0.4%	9,249	0.9%
Miscellaneous Store Retailers	1,472	1.7%	8,253	0.8%
Nonstore Retailers	160	0.2%	1,233	0.1%
Transportation and Warehousing	1,616	1.9%	13,941	1.3%
Information	2,576	3.0%	42,100	3.9%
Finance and Insurance	4,442	5.2%	48,261	4.4%
Central Bank; Credit Intermediation and Related Activities	1,949	2.3%	23,058	2.1%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	1,221	1.4%	10,289	0.9%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	1,272	1.5%	14,914	1.4%
Real Estate and Rental and Leasing	5,158	6.0%	40,332	3.7%
Professional, Scientific, and Technical Services	13,107	15.4%	147,816	13.6%
Legal Services	3,668	4.3%	59,460	5.5%
Management of Companies and Enterprises	63	0.1%	561	0.1%
Administrative and Support and Waste Management and Remediation Services	3,971	4.7%	36,413	3.4%
Educational Services	2,348	2.8%	91,078	8.4%
Health Care and Social Assistance	6,527	7.7%	118,684	10.9%
Arts, Entertainment, and Recreation	1,548	1.8%	20,215	1.9%
Accommodation and Food Services	5,253	6.2%	94,562	8.7%
Accommodation	401	0.5%	26,192	2.4%
Food Services and Drinking Places	4,852	5.7%	68,370	6.3%
Other Services (except Public Administration)	12,901	15.1%	102,822	9.5%
Automotive Repair and Maintenance	1,270	1.5%	6,411	0.6%
Public Administration	2,204	2.6%	95,748	8.8%
Unclassified Establishments	3,683	4.3%	6,195	0.6%
<b>Totals</b>	<b>85,270</b>	<b>100.0%</b>	<b>1,086,948</b>	<b>100.0%</b>

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