

PHI Total Trade Area



2000 Total Population	317,439
2000 Group Quarters	12,723
2010 Total Population	352,018
2015 Total Population	361,816
2010 - 2015 Annual Rate	0.55%



2000 Households	120,574
2000 Average Household Size	2.53
2010 Households	135,252
2010 Average Household Size	2.51
2015 Households	139,479
2015 Average Household Size	2.50
2010 - 2015 Annual Rate	0.62%
2000 Families	83,515
2000 Average Family Size	3.04
2010 Families	91,762
2010 Average Family Size	3.04
2015 Families	93,828
2015 Average Family Size	3.03
2010 - 2015 Annual Rate	0.45%



2000 Housing Units	127,157
Owner Occupied Housing Units	67.8%
Renter Occupied Housing Units	27.0%
Vacant Housing Units	5.2%
2010 Housing Units	143,917
Owner Occupied Housing Units	66.7%
Renter Occupied Housing Units	27.2%
Vacant Housing Units	6.0%
2015 Housing Units	150,598
Owner Occupied Housing Units	65.8%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	7.4%

Median Household Income

2000	\$46,885
2010	\$62,987
2015	\$72,512

Median Home Value

2000	\$124,157
2010	\$206,009
2015	\$258,677

Per Capita Income

2000	\$22,391
2010	\$28,969
2015	\$32,862

Median Age

2000	38.2
2010	41.0
2015	41.3

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	120,721
< \$15,000	13.6%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	2.1%
\$200,000 +	1.8%
Average Household Income	\$57,946

2010 Households by Income

Household Income Base	135,252
< \$15,000	8.7%
\$15,000 - \$24,999	8.4%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	12.5%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	19.8%
\$100,000 - \$149,999	13.1%
\$150,000 - \$199,999	3.9%
\$200,000 +	3.0%
Average Household Income	\$74,047

2015 Households by Income

Household Income Base	139,479
< \$15,000	7.3%
\$15,000 - \$24,999	6.6%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	9.5%
\$50,000 - \$74,999	21.3%
\$75,000 - \$99,999	20.4%
\$100,000 - \$149,999	19.0%
\$150,000 - \$199,999	5.1%
\$200,000 +	3.9%
Average Household Income	\$83,758

2000 Owner Occupied Housing Units by Value

Total	86,224
< \$50,000	3.3%
\$50,000 - \$99,999	29.3%
\$100,000 - \$149,999	33.4%
\$150,000 - \$199,999	17.2%
\$200,000 - \$299,999	11.8%
\$300,000 - \$499,999	4.0%
\$500,000 - \$999,999	0.8%
\$1,000,000+	0.1%
Average Home Value	\$146,711

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	33,962
With Cash Rent	95.5%
No Cash Rent	4.5%
Median Rent	\$518
Average Rent	\$522

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	317,427
Age 0 - 4	5.9%
Age 5 - 9	6.9%
Age 10 - 14	7.1%
Age 15 - 19	7.0%
Age 20 - 24	5.8%
Age 25 - 34	12.1%
Age 35 - 44	16.6%
Age 45 - 54	14.0%
Age 55 - 64	8.9%
Age 65 - 74	7.6%
Age 75 - 84	6.0%
Age 85+	2.1%
Age 18+	76.1%

2010 Population by Age

Total	352,018
Age 0 - 4	5.8%
Age 5 - 9	6.0%
Age 10 - 14	6.2%
Age 15 - 19	7.3%
Age 20 - 24	6.7%
Age 25 - 34	10.7%
Age 35 - 44	12.8%
Age 45 - 54	16.0%
Age 55 - 64	12.6%
Age 65 - 74	7.4%
Age 75 - 84	5.6%
Age 85+	2.8%
Age 18+	77.9%

2015 Population by Age

Total	361,816
Age 0 - 4	5.7%
Age 5 - 9	5.9%
Age 10 - 14	6.3%
Age 15 - 19	6.7%
Age 20 - 24	6.7%
Age 25 - 34	11.6%
Age 35 - 44	11.5%
Age 45 - 54	14.4%
Age 55 - 64	13.8%
Age 65 - 74	9.4%
Age 75 - 84	5.1%
Age 85+	2.8%
Age 18+	78.3%

2000 Population by Sex

Males	48.4%
Females	51.6%

2010 Population by Sex

Males	48.6%
Females	51.4%

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

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2000 Population by Race/Ethnicity

Total	317,435
White Alone	91.0%
Black Alone	3.0%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.5%
Some Other Race Alone	3.0%
Two or More Races	1.5%
Hispanic Origin	6.8%
Diversity Index	27.7

2010 Population by Race/Ethnicity

Total	352,018
White Alone	85.7%
Black Alone	4.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.6%
Some Other Race Alone	4.8%
Two or More Races	2.1%
Hispanic Origin	11.0%
Diversity Index	40.7

2015 Population by Race/Ethnicity

Total	361,816
White Alone	83.8%
Black Alone	5.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.9%
Some Other Race Alone	5.4%
Two or More Races	2.3%
Hispanic Origin	12.8%
Diversity Index	45.2



2000 Population 3+ by School Enrollment

Total	306,436
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.9%
Enrolled in Grade 9-12	5.7%
Enrolled in College	5.5%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	72.6%

2010 Population 25+ by Educational Attainment

Total	239,076
Less than 9th Grade	4.0%
9th - 12th Grade, No Diploma	7.9%
High School Graduate	35.2%
Some College, No Degree	16.7%
Associate Degree	8.2%
Bachelor's Degree	18.2%
Graduate/Professional Degree	9.8%

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	288,589
Never Married	27.3%
Married	56.8%
Widowed	7.1%
Divorced	8.7%



2000 Population 16+ by Employment Status

Total	250,181
In Labor Force	63.2%
Civilian Employed	60.2%
Civilian Unemployed	3.0%
In Armed Forces	0.0%
Not in Labor Force	36.8%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.6%
Civilian Unemployed	10.4%

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	130,895
Own Children < 6 Only	6.7%
Employed/in Armed Forces	4.1%
Unemployed	0.3%
Not in Labor Force	2.3%
Own Children <6 and 6-17	5.5%
Employed/in Armed Forces	3.1%
Unemployed	0.1%
Not in Labor Force	2.3%
Own Children 6-17 Only	16.8%
Employed/in Armed Forces	12.9%
Unemployed	0.4%
Not in Labor Force	3.5%
No Own Children <18	70.9%
Employed/in Armed Forces	33.7%
Unemployed	1.8%
Not in Labor Force	35.4%

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	160,041
Agriculture/Mining	0.8%
Construction	5.8%
Manufacturing	12.5%
Wholesale Trade	3.2%
Retail Trade	11.6%
Transportation/Utilities	5.0%
Information	2.6%
Finance/Insurance/Real Estate	6.0%
Services	48.7%
Public Administration	4.0%

2010 Employed Population 16+ by Occupation

Total	160,041
White Collar	62.6%
Management/Business/Financial	12.7%
Professional	24.1%
Sales	10.7%
Administrative Support	15.1%
Services	16.6%
Blue Collar	20.8%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	4.0%
Production	6.3%
Transportation/Material Moving	5.7%



2000 Workers 16+ by Means of Transportation to Work

Total	148,226
Drove Alone - Car, Truck, or Van	81.7%
Carpooled - Car, Truck, or Van	9.9%
Public Transportation	1.3%
Walked	3.9%
Other Means	0.7%
Worked at Home	2.6%

2000 Workers 16+ by Travel Time to Work

Total	148,212
Did not Work at Home	97.4%
Less than 5 minutes	3.8%
5 to 9 minutes	12.6%
10 to 19 minutes	31.3%
20 to 24 minutes	13.5%
25 to 34 minutes	14.2%
35 to 44 minutes	4.9%
45 to 59 minutes	6.8%
60 to 89 minutes	7.1%
90 or more minutes	3.2%
Worked at Home	2.6%
Average Travel Time to Work (in min)	25.5

2000 Households by Vehicles Available

Total	120,565
None	9.2%
1	32.2%
2	40.5%
3	13.3%
4	3.5%
5+	1.4%
Average Number of Vehicles Available	1.7

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	120,574
Family Households	69.3%
Married-couple Family	55.5%
With Related Children	25.3%
Other Family (No Spouse)	13.7%
With Related Children	8.3%
Nonfamily Households	30.7%
Householder Living Alone	25.6%
Householder Not Living Alone	5.2%
Households with Related Children	33.6%
Households with Persons 65+	27.9%

2000 Households by Size

Total	120,574
1 Person Household	25.6%
2 Person Household	33.5%
3 Person Household	16.8%
4 Person Household	14.9%
5 Person Household	6.4%
6 Person Household	1.9%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	120,559
Moved in 1999 to March 2000	15.4%
Moved in 1995 to 1998	24.3%
Moved in 1990 to 1994	14.9%
Moved in 1980 to 1989	18.0%
Moved in 1970 to 1979	11.4%
Moved in 1969 or Earlier	16.1%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure

Total	127,143
1, Detached	58.6%
1, Attached	18.7%
2	5.7%
3 or 4	5.2%
5 to 9	4.0%
10 to 19	2.6%
20+	4.0%
Mobile Home	1.1%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	127,144
1999 to March 2000	1.9%
1995 to 1998	4.4%
1990 to 1994	5.5%
1980 to 1989	10.2%
1970 to 1979	11.3%
1969 or Earlier	66.7%
Median Year Structure Built	1956

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



PHI Total Trade Area

Total Businesses:	12,773			
Total Employees:	135,058			
Total Residential Population:	352,018			
Employee/Residential Population Ratio:	0.38			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	351	2.7%	1,018	0.8%
Construction	1,308	10.2%	4,795	3.6%
Manufacturing	489	3.8%	15,355	11.4%
Transportation	300	2.3%	4,078	3.0%
Communication	74	0.6%	902	0.7%
Utility	63	0.5%	710	0.5%
Wholesale Trade	612	4.8%	7,768	5.8%
Retail Trade Summary	2,673	20.9%	29,180	21.6%
Home Improvement	210	1.6%	2,131	1.6%
General Merchandise Stores	75	0.6%	2,071	1.5%
Food Stores	278	2.2%	4,141	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	312	2.4%	2,782	2.1%
Apparel & Accessory Stores	143	1.1%	922	0.7%
Furniture & Home Furnishings	210	1.6%	1,514	1.1%
Eating & Drinking Places	755	5.9%	7,074	5.2%
Miscellaneous Retail	690	5.4%	8,545	6.3%
Finance, Insurance, Real Estate Summary	956	7.5%	6,867	5.1%
Banks, Savings & Lending Institutions	249	1.9%	1,529	1.1%
Securities Brokers	118	0.9%	409	0.3%
Insurance Carriers & Agents	187	1.5%	2,780	2.1%
Real Estate, Holding, Other Investment Offices	402	3.1%	2,149	1.6%
Services Summary	4,995	39.1%	56,331	41.7%
Hotels & Lodging	55	0.4%	1,547	1.1%
Automotive Services	414	3.2%	1,274	0.9%
Motion Pictures & Amusements	327	2.6%	3,494	2.6%
Health Services	724	5.7%	18,520	13.7%
Legal Services	176	1.4%	728	0.5%
Education Institutions & Libraries	307	2.4%	13,246	9.8%
Other Services	2,992	23.4%	17,522	13.0%
Government	649	5.1%	7,455	5.5%
Other	303	2.4%	599	0.4%
Totals	12,773	100.0%	135,058	100.0%
Agriculture, Forestry, Fishing and Hunting	100	0.8%	175	0.1%
Mining	13	0.1%	147	0.1%
Utilities	35	0.3%	317	0.2%
Construction	1,400	11.0%	5,127	3.8%
Manufacturing	513	4.0%	15,199	11.3%
Wholesale Trade	595	4.7%	7,672	5.7%
Retail Trade	1,845	14.4%	21,829	16.2%
Motor Vehicle and Parts Dealers	234	1.8%	2,289	1.7%
Furniture and Home Furnishings Stores	81	0.6%	269	0.2%
Electronics and Appliance Stores	100	0.8%	611	0.5%
Building Material and Garden Equipment and Supplies Dealers	208	1.6%	2,128	1.6%
Food and Beverage Stores	231	1.8%	3,678	2.7%
Health and Personal Care Stores	153	1.2%	2,692	2.0%
Gasoline Stations	78	0.6%	493	0.4%
Clothing and Clothing Accessories Stores	178	1.4%	1,067	0.8%
Sporting Goods, Hobby, Book, and Music Stores	142	1.1%	1,545	1.1%
General Merchandise Stores	75	0.6%	2,071	1.5%
Miscellaneous Store Retailers	327	2.6%	4,670	3.5%
Nonstore Retailers	38	0.3%	316	0.2%
Transportation and Warehousing	229	1.8%	3,398	2.5%
Information	199	1.6%	1,832	1.4%
Finance and Insurance	556	4.4%	4,722	3.5%
Central Bank; Credit Intermediation and Related Activities	249	1.9%	1,526	1.1%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	120	0.9%	416	0.3%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	187	1.5%	2,780	2.1%
Real Estate and Rental and Leasing	429	3.4%	2,285	1.7%
Professional, Scientific, and Technical Services	972	7.6%	6,001	4.4%
Legal Services	242	1.9%	846	0.6%
Management of Companies and Enterprises	8	0.1%	49	0.0%
Administrative and Support and Waste Management and Remediation Services	541	4.2%	2,940	2.2%
Educational Services	353	2.8%	13,108	9.7%
Health Care and Social Assistance	1,050	8.2%	22,611	16.7%
Arts, Entertainment, and Recreation	253	2.0%	3,323	2.5%
Accommodation and Food Services	841	6.6%	8,943	6.6%
Accommodation	55	0.4%	1,547	1.1%
Food Services and Drinking Places	786	6.2%	7,396	5.5%
Other Services (except Public Administration)	1,885	14.8%	7,702	5.7%
Automotive Repair and Maintenance	342	2.7%	1,080	0.8%
Public Administration	653	5.1%	7,510	5.6%
Unclassified Establishments	303	2.4%	168	0.1%
Totals	12,773	100.0%	135,058	100.0%

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