

FSK Total Trade Area



2000 Total Population	253,334
2000 Group Quarters	4,941
2010 Total Population	306,279
2015 Total Population	322,079
2010 - 2015 Annual Rate	1.01%



2000 Households	90,240
2000 Average Household Size	2.75
2010 Households	110,273
2010 Average Household Size	2.73
2015 Households	116,361
2015 Average Household Size	2.72
2010 - 2015 Annual Rate	1.08%
2000 Families	67,959
2000 Average Family Size	3.17
2010 Families	81,095
2010 Average Family Size	3.19
2015 Families	84,948
2015 Average Family Size	3.19
2010 - 2015 Annual Rate	0.93%



2000 Housing Units	93,904
Owner Occupied Housing Units	74.5%
Renter Occupied Housing Units	21.6%
Vacant Housing Units	3.9%
2010 Housing Units	116,158
Owner Occupied Housing Units	72.8%
Renter Occupied Housing Units	22.1%
Vacant Housing Units	5.1%
2015 Housing Units	124,109
Owner Occupied Housing Units	72.0%
Renter Occupied Housing Units	21.8%
Vacant Housing Units	6.2%

Median Household Income

2000	\$60,277
2010	\$77,166
2015	\$87,497

Median Home Value

2000	\$162,790
2010	\$303,772
2015	\$381,575

Per Capita Income

2000	\$25,322
2010	\$32,593
2015	\$37,068

Median Age

2000	35.9
2010	38.3
2015	38.2

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	90,379
< \$15,000	7.2%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	9.2%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	24.2%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	3.3%
\$200,000 +	2.3%
Average Household Income	\$70,247

2010 Households by Income

Household Income Base	110,273
< \$15,000	4.8%
\$15,000 - \$24,999	5.6%
\$25,000 - \$34,999	5.5%
\$35,000 - \$49,999	11.1%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	20.0%
\$100,000 - \$149,999	21.2%
\$150,000 - \$199,999	6.9%
\$200,000 +	4.3%
Average Household Income	\$89,616

2015 Households by Income

Household Income Base	116,361
< \$15,000	3.8%
\$15,000 - \$24,999	4.2%
\$25,000 - \$34,999	3.8%
\$35,000 - \$49,999	8.1%
\$50,000 - \$74,999	20.5%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	28.2%
\$150,000 - \$199,999	8.6%
\$200,000 +	6.2%
Average Household Income	\$101,619

2000 Owner Occupied Housing Units by Value

Total	69,851
< \$50,000	1.2%
\$50,000 - \$99,999	11.7%
\$100,000 - \$149,999	29.5%
\$150,000 - \$199,999	26.1%
\$200,000 - \$299,999	22.5%
\$300,000 - \$499,999	7.1%
\$500,000 - \$999,999	1.6%
\$1,000,000+	0.3%
Average Home Value	\$189,140

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	19,443
With Cash Rent	94.0%
No Cash Rent	6.0%
Median Rent	\$621
Average Rent	\$617

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	253,321
Age 0 - 4	7.1%
Age 5 - 9	8.0%
Age 10 - 14	8.2%
Age 15 - 19	6.9%
Age 20 - 24	4.7%
Age 25 - 34	13.3%
Age 35 - 44	19.0%
Age 45 - 54	14.7%
Age 55 - 64	8.3%
Age 65 - 74	5.3%
Age 75 - 84	3.4%
Age 85+	1.1%
Age 18+	72.1%

2010 Population by Age

Total	306,279
Age 0 - 4	7.0%
Age 5 - 9	7.1%
Age 10 - 14	7.3%
Age 15 - 19	7.3%
Age 20 - 24	5.6%
Age 25 - 34	11.3%
Age 35 - 44	14.6%
Age 45 - 54	16.9%
Age 55 - 64	11.9%
Age 65 - 74	6.0%
Age 75 - 84	3.4%
Age 85+	1.5%
Age 18+	74.1%

2015 Population by Age

Total	322,079
Age 0 - 4	6.8%
Age 5 - 9	7.1%
Age 10 - 14	7.4%
Age 15 - 19	6.7%
Age 20 - 24	5.6%
Age 25 - 34	12.3%
Age 35 - 44	13.1%
Age 45 - 54	15.6%
Age 55 - 64	12.8%
Age 65 - 74	7.6%
Age 75 - 84	3.5%
Age 85+	1.5%
Age 18+	74.5%

2000 Population by Sex

Males	49.2%
Females	50.8%

2010 Population by Sex

Males	49.1%
Females	50.9%

2015 Population by Sex

Males	49.0%
Females	51.0%

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	253,329
White Alone	90.6%
Black Alone	5.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.5%
Some Other Race Alone	0.8%
Two or More Races	1.4%
Hispanic Origin	2.2%
Diversity Index	21.2

2010 Population by Race/Ethnicity

Total	306,279
White Alone	85.0%
Black Alone	7.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	3.2%
Some Other Race Alone	1.9%
Two or More Races	2.2%
Hispanic Origin	5.7%
Diversity Index	35.0

2015 Population by Race/Ethnicity

Total	322,079
White Alone	83.1%
Black Alone	8.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	3.6%
Some Other Race Alone	2.1%
Two or More Races	2.5%
Hispanic Origin	6.8%
Diversity Index	38.9



2000 Population 3+ by School Enrollment

Total	242,802
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	13.5%
Enrolled in Grade 9-12	6.5%
Enrolled in College	4.0%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	71.2%

2010 Population 25+ by Educational Attainment

Total	201,514
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	5.9%
High School Graduate	29.3%
Some College, No Degree	19.6%
Associate Degree	7.8%
Bachelor's Degree	21.5%
Graduate/Professional Degree	13.3%

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	240,821
Never Married	25.2%
Married	60.9%
Widowed	5.1%
Divorced	8.8%



2000 Population 16+ by Employment Status

Total	190,430
In Labor Force	72.6%
Civilian Employed	69.9%
Civilian Unemployed	2.1%
In Armed Forces	0.5%
Not in Labor Force	27.4%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	93.3%
Civilian Unemployed	6.7%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	94.4%
Civilian Unemployed	5.6%

2000 Females 16+ by Employment Status and Age of Children

Total	98,188
Own Children < 6 Only	7.8%
Employed/in Armed Forces	5.2%
Unemployed	0.2%
Not in Labor Force	2.4%
Own Children <6 and 6-17	7.2%
Employed/in Armed Forces	4.3%
Unemployed	0.1%
Not in Labor Force	2.8%
Own Children 6-17 Only	20.2%
Employed/in Armed Forces	16.1%
Unemployed	0.3%
Not in Labor Force	3.8%
No Own Children <18	64.7%
Employed/in Armed Forces	37.5%
Unemployed	1.6%
Not in Labor Force	25.6%

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	149,264
Agriculture/Mining	1.2%
Construction	10.1%
Manufacturing	6.1%
Wholesale Trade	2.4%
Retail Trade	10.8%
Transportation/Utilities	3.5%
Information	2.7%
Finance/Insurance/Real Estate	7.8%
Services	47.2%
Public Administration	8.2%

2010 Employed Population 16+ by Occupation

Total	149,264
White Collar	68.2%
Management/Business/Financial	17.7%
Professional	26.1%
Sales	10.2%
Administrative Support	14.3%
Services	13.0%
Blue Collar	18.8%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	6.7%
Installation/Maintenance/Repair	4.2%
Production	3.2%
Transportation/Material Moving	4.1%



2000 Workers 16+ by Means of Transportation to Work

Total	132,345
Drove Alone - Car, Truck, or Van	79.4%
Carpooled - Car, Truck, or Van	12.0%
Public Transportation	1.4%
Walked	2.2%
Other Means	0.6%
Worked at Home	4.2%

2000 Workers 16+ by Travel Time to Work

Total	132,345
Did not Work at Home	95.8%
Less than 5 minutes	2.8%
5 to 9 minutes	8.0%
10 to 19 minutes	22.6%
20 to 24 minutes	11.2%
25 to 34 minutes	15.1%
35 to 44 minutes	7.5%
45 to 59 minutes	11.9%
60 to 89 minutes	12.4%
90 or more minutes	4.3%
Worked at Home	4.2%
Average Travel Time to Work (in min)	32.6

2000 Households by Vehicles Available

Total	90,255
None	4.6%
1	24.1%
2	43.4%
3	19.1%
4	6.1%
5+	2.7%
Average Number of Vehicles Available	2.1

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	90,234
Family Households	75.3%
Married-couple Family	62.3%
With Related Children	32.6%
Other Family (No Spouse)	13.0%
With Related Children	8.7%
Nonfamily Households	24.7%
Householder Living Alone	19.2%
Householder Not Living Alone	5.5%
Households with Related Children	41.3%
Households with Persons 65+	18.9%

2000 Households by Size

Total	90,240
1 Person Household	19.2%
2 Person Household	32.6%
3 Person Household	18.8%
4 Person Household	18.0%
5 Person Household	7.7%
6 Person Household	2.5%
7+ Person Household	1.1%

2000 Households by Year Householder Moved In

Total	90,261
Moved in 1999 to March 2000	16.0%
Moved in 1995 to 1998	28.8%
Moved in 1990 to 1994	18.3%
Moved in 1980 to 1989	18.5%
Moved in 1970 to 1979	9.8%
Moved in 1969 or Earlier	8.5%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	93,861
1, Detached	68.7%
1, Attached	15.7%
2	2.0%
3 or 4	2.1%
5 to 9	2.6%
10 to 19	5.4%
20+	2.2%
Mobile Home	1.3%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	93,887
1999 to March 2000	3.6%
1995 to 1998	10.1%
1990 to 1994	12.7%
1980 to 1989	21.5%
1970 to 1979	18.2%
1969 or Earlier	33.9%
Median Year Structure Built	1979

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



FSK Total Trade Area

Total Businesses:	11,022			
Total Employees:	111,993			
Total Residential Population:	306,279			
Employee/Residential Population Ratio:	0.37			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	483	4.4%	2,617	2.3%
Construction	1,549	14.1%	11,249	10.0%
Manufacturing	334	3.0%	6,375	5.7%
Transportation	237	2.2%	2,530	2.3%
Communication	82	0.7%	434	0.4%
Utility	68	0.6%	631	0.6%
Wholesale Trade	465	4.2%	4,050	3.6%
Retail Trade Summary	2,099	19.0%	24,341	21.7%
Home Improvement	176	1.6%	2,045	1.8%
General Merchandise Stores	58	0.5%	1,831	1.6%
Food Stores	177	1.6%	3,311	3.0%
Auto Dealers, Gas Stations, Auto Aftermarket	243	2.2%	3,324	3.0%
Apparel & Accessory Stores	101	0.9%	588	0.5%
Furniture & Home Furnishings	244	2.2%	1,416	1.3%
Eating & Drinking Places	526	4.8%	8,357	7.5%
Miscellaneous Retail	574	5.2%	3,469	3.1%
Finance, Insurance, Real Estate Summary	969	8.8%	5,108	4.6%
Banks, Savings & Lending Institutions	237	2.2%	1,467	1.3%
Securities Brokers	79	0.7%	304	0.3%
Insurance Carriers & Agents	201	1.8%	736	0.7%
Real Estate, Holding, Other Investment Offices	452	4.1%	2,601	2.3%
Services Summary	4,207	38.2%	45,151	40.3%
Hotels & Lodging	57	0.5%	863	0.8%
Automotive Services	319	2.9%	1,506	1.3%
Motion Pictures & Amusements	291	2.6%	2,056	1.8%
Health Services	509	4.6%	9,404	8.4%
Legal Services	114	1.0%	405	0.4%
Education Institutions & Libraries	199	1.8%	9,421	8.4%
Other Services	2,718	24.7%	21,496	19.2%
Government	268	2.4%	9,047	8.1%
Other	261	2.4%	460	0.4%
Totals	11,022	100.0%	111,993	100.0%
Agriculture, Forestry, Fishing and Hunting	150	1.4%	519	0.5%
Mining	12	0.1%	131	0.1%
Utilities	33	0.3%	302	0.3%
Construction	1,653	15.0%	11,676	10.4%
Manufacturing	337	3.1%	6,059	5.4%
Wholesale Trade	460	4.2%	4,041	3.6%
Retail Trade	1,526	13.8%	15,736	14.1%
Motor Vehicle and Parts Dealers	165	1.5%	2,468	2.2%
Furniture and Home Furnishings Stores	99	0.9%	546	0.5%
Electronics and Appliance Stores	123	1.1%	688	0.6%
Building Material and Garden Equipment and Supplies Dealers	168	1.5%	2,032	1.8%
Food and Beverage Stores	201	1.8%	3,375	3.0%
Health and Personal Care Stores	114	1.0%	1,003	0.9%
Gasoline Stations	78	0.7%	856	0.8%
Clothing and Clothing Accessories Stores	124	1.1%	660	0.6%
Sporting Goods, Hobby, Book, and Music Stores	112	1.0%	1,008	0.9%
General Merchandise Stores	58	0.5%	1,831	1.6%
Miscellaneous Store Retailers	263	2.4%	1,171	1.0%
Nonstore Retailers	21	0.2%	98	0.1%
Transportation and Warehousing	212	1.9%	2,595	2.3%
Information	207	1.9%	1,546	1.4%
Finance and Insurance	526	4.8%	2,536	2.3%
Central Bank; Credit Intermediation and Related Activities	237	2.2%	1,476	1.3%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	87	0.8%	323	0.3%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	202	1.8%	737	0.7%
Real Estate and Rental and Leasing	483	4.4%	2,772	2.5%
Professional, Scientific, and Technical Services	1,055	9.6%	10,233	9.1%
Legal Services	161	1.5%	536	0.5%
Management of Companies and Enterprises	10	0.1%	86	0.1%
Administrative and Support and Waste Management and Remediation Services	628	5.7%	4,354	3.9%
Educational Services	251	2.3%	9,419	8.4%
Health Care and Social Assistance	737	6.7%	11,677	10.4%
Arts, Entertainment, and Recreation	220	2.0%	1,759	1.6%
Accommodation and Food Services	592	5.4%	9,271	8.3%
Accommodation	57	0.5%	863	0.8%
Food Services and Drinking Places	535	4.9%	8,408	7.5%
Other Services (except Public Administration)	1,399	12.7%	7,743	6.9%
Automotive Repair and Maintenance	244	2.2%	1,257	1.1%
Public Administration	269	2.4%	9,077	8.1%
Unclassified Establishments	262	2.4%	461	0.4%
Totals	11,022	100.0%	111,993	100.0%

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