

BVM Total Trade Area



2000 Total Population	398,656
2000 Group Quarters	9,484
2010 Total Population	390,194
2015 Total Population	383,982
2010 - 2015 Annual Rate	-0.32%



2000 Households	158,367
2000 Average Household Size	2.46
2010 Households	156,845
2010 Average Household Size	2.43
2015 Households	154,752
2015 Average Household Size	2.42
2010 - 2015 Annual Rate	-0.27%
2000 Families	110,568
2000 Average Family Size	2.98
2010 Families	107,193
2010 Average Family Size	2.96
2015 Families	105,017
2015 Average Family Size	2.96
2010 - 2015 Annual Rate	-0.41%



2000 Housing Units	169,423
Owner Occupied Housing Units	70.7%
Renter Occupied Housing Units	22.8%
Vacant Housing Units	6.6%
2010 Housing Units	174,986
Owner Occupied Housing Units	67.5%
Renter Occupied Housing Units	22.2%
Vacant Housing Units	10.4%
2015 Housing Units	175,765
Owner Occupied Housing Units	66.3%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	12.0%

Median Household Income

2000	\$38,385
2010	\$50,549
2015	\$57,415

Median Home Value

2000	\$85,482
2010	\$132,225
2015	\$162,628

Per Capita Income

2000	\$20,131
2010	\$25,535
2015	\$28,776

Median Age

2000	40.0
2010	43.1
2015	43.8

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	158,738
< \$15,000	17.1%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	19.4%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	5.9%
\$150,000 - \$199,999	1.4%
\$200,000 +	1.5%
Average Household Income	\$50,002

2010 Households by Income

Household Income Base	156,845
< \$15,000	11.5%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	2.4%
\$200,000 +	2.2%
Average Household Income	\$62,711

2015 Households by Income

Household Income Base	154,752
< \$15,000	10.2%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	24.0%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	13.0%
\$150,000 - \$199,999	3.3%
\$200,000 +	2.8%
Average Household Income	\$70,463

2000 Owner Occupied Housing Units by Value

Total	119,829
< \$50,000	22.3%
\$50,000 - \$99,999	39.6%
\$100,000 - \$149,999	20.6%
\$150,000 - \$199,999	9.0%
\$200,000 - \$299,999	5.7%
\$300,000 - \$499,999	1.9%
\$500,000 - \$999,999	0.6%
\$1,000,000+	0.2%
Average Home Value	\$105,388

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	38,076
With Cash Rent	91.7%
No Cash Rent	8.3%
Median Rent	\$353
Average Rent	\$382

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](#)

BVM Total Trade Area



2000 Population by Age

Total	398,647
Age 0 - 4	5.8%
Age 5 - 9	6.7%
Age 10 - 14	6.9%
Age 15 - 19	6.5%
Age 20 - 24	4.9%
Age 25 - 34	11.4%
Age 35 - 44	16.3%
Age 45 - 54	14.5%
Age 55 - 64	9.6%
Age 65 - 74	8.9%
Age 75 - 84	6.6%
Age 85+	2.0%
Age 18+	76.6%

2010 Population by Age

Total	390,194
Age 0 - 4	5.6%
Age 5 - 9	5.9%
Age 10 - 14	6.1%
Age 15 - 19	6.5%
Age 20 - 24	5.3%
Age 25 - 34	10.7%
Age 35 - 44	12.5%
Age 45 - 54	16.0%
Age 55 - 64	13.7%
Age 65 - 74	8.3%
Age 75 - 84	6.5%
Age 85+	2.9%
Age 18+	78.4%

2015 Population by Age

Total	383,982
Age 0 - 4	5.5%
Age 5 - 9	5.7%
Age 10 - 14	6.1%
Age 15 - 19	6.1%
Age 20 - 24	5.3%
Age 25 - 34	11.0%
Age 35 - 44	11.6%
Age 45 - 54	14.0%
Age 55 - 64	15.2%
Age 65 - 74	10.3%
Age 75 - 84	6.0%
Age 85+	3.1%
Age 18+	78.9%

2000 Population by Sex

Males	48.0%
Females	52.0%

2010 Population by Sex

Males	48.1%
Females	51.9%

2015 Population by Sex

Males	48.2%
Females	51.8%

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

BVM Total Trade Area



2000 Population by Race/Ethnicity

Total	398,660
White Alone	93.8%
Black Alone	4.4%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.2%
Two or More Races	0.9%
Hispanic Origin	0.7%
Diversity Index	13.0

2010 Population by Race/Ethnicity

Total	390,194
White Alone	92.5%
Black Alone	4.9%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	0.3%
Two or More Races	1.3%
Hispanic Origin	1.1%
Diversity Index	16.1

2015 Population by Race/Ethnicity

Total	383,982
White Alone	91.8%
Black Alone	5.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	0.3%
Two or More Races	1.6%
Hispanic Origin	1.4%
Diversity Index	17.7



2000 Population 3+ by School Enrollment

Total	384,796
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.4%
Enrolled in Grade 9-12	5.6%
Enrolled in College	3.4%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	75.8%

2010 Population 25+ by Educational Attainment

Total	275,575
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	6.9%
High School Graduate	39.7%
Some College, No Degree	16.8%
Associate Degree	9.4%
Bachelor's Degree	16.1%
Graduate/Professional Degree	8.1%

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

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



BVM Total Trade Area



2010 Population 15+ by Marital Status

Total	321,404
Never Married	24.5%
Married	58.0%
Widowed	7.9%
Divorced	9.5%



2000 Population 16+ by Employment Status

Total	315,913
In Labor Force	61.0%
Civilian Employed	57.7%
Civilian Unemployed	3.1%
In Armed Forces	0.1%
Not in Labor Force	39.0%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	90.3%
Civilian Unemployed	9.7%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.0%
Civilian Unemployed	8.0%

2000 Females 16+ by Employment Status and Age of Children

Total	166,967
Own Children < 6 Only	6.3%
Employed/in Armed Forces	3.7%
Unemployed	0.3%
Not in Labor Force	2.3%
Own Children <6 and 6-17	5.4%
Employed/in Armed Forces	3.0%
Unemployed	0.2%
Not in Labor Force	2.3%
Own Children 6-17 Only	16.5%
Employed/in Armed Forces	12.0%
Unemployed	0.5%
Not in Labor Force	4.1%
No Own Children <18	71.8%
Employed/in Armed Forces	31.9%
Unemployed	1.8%
Not in Labor Force	38.1%

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

BVM Total Trade Area



2010 Employed Population 16+ by Industry

Total	182,673
Agriculture/Mining	0.6%
Construction	5.8%
Manufacturing	10.4%
Wholesale Trade	3.2%
Retail Trade	12.5%
Transportation/Utilities	10.0%
Information	1.4%
Finance/Insurance/Real Estate	5.9%
Services	46.7%
Public Administration	3.5%

2010 Employed Population 16+ by Occupation

Total	182,673
White Collar	59.7%
Management/Business/Financial	12.5%
Professional	20.8%
Sales	11.4%
Administrative Support	15.0%
Services	17.6%
Blue Collar	22.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	4.3%
Production	5.8%
Transportation/Material Moving	7.6%



2000 Workers 16+ by Means of Transportation to Work

Total	179,378
Drove Alone - Car, Truck, or Van	84.2%
Carpooled - Car, Truck, or Van	8.8%
Public Transportation	1.3%
Walked	2.6%
Other Means	0.7%
Worked at Home	2.5%

2000 Workers 16+ by Travel Time to Work

Total	179,377
Did not Work at Home	97.5%
Less than 5 minutes	3.8%
5 to 9 minutes	12.5%
10 to 19 minutes	31.1%
20 to 24 minutes	13.3%
25 to 34 minutes	17.4%
35 to 44 minutes	7.0%
45 to 59 minutes	7.0%
60 to 89 minutes	3.5%
90 or more minutes	1.8%
Worked at Home	2.5%
Average Travel Time to Work (in min)	23.7

2000 Households by Vehicles Available

Total	158,380
None	8.6%
1	34.3%
2	40.7%
3	12.5%
4	2.8%
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

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2000 Households by Type

Total	158,370
Family Households	69.8%
Married-couple Family	55.6%
With Related Children	23.6%
Other Family (No Spouse)	14.2%
With Related Children	8.3%
Nonfamily Households	30.2%
Householder Living Alone	26.6%
Householder Not Living Alone	3.5%
Households with Related Children	31.9%
Households with Persons 65+	30.5%

2000 Households by Size

Total	158,367
1 Person Household	26.6%
2 Person Household	34.3%
3 Person Household	16.8%
4 Person Household	14.2%
5 Person Household	5.7%
6 Person Household	1.7%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	158,378
Moved in 1999 to March 2000	12.6%
Moved in 1995 to 1998	22.7%
Moved in 1990 to 1994	15.4%
Moved in 1980 to 1989	16.0%
Moved in 1970 to 1979	12.8%
Moved in 1969 or Earlier	20.5%
Median Year Householder Moved In	1990



2000 Housing Units by Units in Structure

Total	169,459
1, Detached	73.0%
1, Attached	4.0%
2	4.0%
3 or 4	4.0%
5 to 9	3.5%
10 to 19	2.2%
20+	3.3%
Mobile Home	6.0%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	169,424
1999 to March 2000	1.5%
1995 to 1998	4.2%
1990 to 1994	4.9%
1980 to 1989	7.8%
1970 to 1979	13.9%
1969 or Earlier	67.7%
Median Year Structure Built	1956

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



BVM Total Trade Area

Total Businesses:	14,469			
Total Employees:	169,335			
Total Residential Population:	390,194			
Employee/Residential Population Ratio:	0.43			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	356	2.5%	1,219	0.7%
Construction	1,185	8.2%	7,468	4.4%
Manufacturing	646	4.5%	21,934	13.0%
Transportation	479	3.3%	9,050	5.3%
Communication	59	0.4%	1,409	0.8%
Utility	69	0.5%	763	0.5%
Wholesale Trade	796	5.5%	11,363	6.7%
Retail Trade Summary	3,014	20.8%	31,593	18.7%
Home Improvement	241	1.7%	2,591	1.5%
General Merchandise Stores	94	0.6%	3,109	1.8%
Food Stores	294	2.0%	3,797	2.2%
Auto Dealers, Gas Stations, Auto Aftermarket	401	2.8%	3,767	2.2%
Apparel & Accessory Stores	138	1.0%	717	0.4%
Furniture & Home Furnishings	234	1.6%	1,434	0.8%
Eating & Drinking Places	865	6.0%	11,169	6.6%
Miscellaneous Retail	747	5.2%	5,009	3.0%
Finance, Insurance, Real Estate Summary	1,202	8.3%	10,666	6.3%
Banks, Savings & Lending Institutions	322	2.2%	4,388	2.6%
Securities Brokers	127	0.9%	442	0.3%
Insurance Carriers & Agents	290	2.0%	2,534	1.5%
Real Estate, Holding, Other Investment Offices	463	3.2%	3,302	1.9%
Services Summary	5,716	39.5%	63,238	37.3%
Hotels & Lodging	71	0.5%	1,511	0.9%
Automotive Services	544	3.8%	1,879	1.1%
Motion Pictures & Amusements	323	2.2%	6,726	4.0%
Health Services	802	5.5%	17,083	10.1%
Legal Services	174	1.2%	688	0.4%
Education Institutions & Libraries	319	2.2%	10,492	6.2%
Other Services	3,483	24.1%	24,859	14.7%
Government	786	5.4%	10,495	6.2%
Other	161	1.1%	137	0.1%
Totals	14,469	100.0%	169,335	100.0%
Agriculture, Forestry, Fishing and Hunting	95	0.7%	235	0.1%
Mining	25	0.2%	224	0.1%
Utilities	36	0.2%	360	0.2%
Construction	1,269	8.8%	7,908	4.7%
Manufacturing	671	4.6%	21,008	12.4%
Wholesale Trade	773	5.3%	11,292	6.7%
Retail Trade	2,096	14.5%	19,919	11.8%
Motor Vehicle and Parts Dealers	316	2.2%	3,264	1.9%
Furniture and Home Furnishings Stores	94	0.6%	366	0.2%
Electronics and Appliance Stores	117	0.8%	1,038	0.6%
Building Material and Garden Equipment and Supplies Dealers	230	1.6%	2,547	1.5%
Food and Beverage Stores	266	1.8%	3,441	2.0%
Health and Personal Care Stores	178	1.2%	2,504	1.5%
Gasoline Stations	85	0.6%	503	0.3%
Clothing and Clothing Accessories Stores	178	1.2%	928	0.5%
Sporting Goods, Hobby, Book, and Music Stores	159	1.1%	739	0.4%
General Merchandise Stores	94	0.6%	3,109	1.8%
Miscellaneous Store Retailers	340	2.3%	1,317	0.8%
Nonstore Retailers	39	0.3%	163	0.1%
Transportation and Warehousing	354	2.4%	6,916	4.1%
Information	190	1.3%	3,821	2.3%
Finance and Insurance	745	5.1%	7,391	4.4%
Central Bank; Credit Intermediation and Related Activities	321	2.2%	3,242	1.9%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	134	0.9%	1,615	1.0%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	290	2.0%	2,534	1.5%
Real Estate and Rental and Leasing	580	4.0%	4,332	2.6%
Professional, Scientific, and Technical Services	971	6.7%	9,011	5.3%
Legal Services	218	1.5%	1,454	0.9%
Management of Companies and Enterprises	11	0.1%	448	0.3%
Administrative and Support and Waste Management and Remediation Services	605	4.2%	3,889	2.3%
Educational Services	358	2.5%	10,462	6.2%
Health Care and Social Assistance	1,175	8.1%	22,491	13.3%
Arts, Entertainment, and Recreation	244	1.7%	6,268	3.7%
Accommodation and Food Services	952	6.6%	12,945	7.6%
Accommodation	71	0.5%	1,511	0.9%
Food Services and Drinking Places	881	6.1%	11,434	6.8%
Other Services (except Public Administration)	2,360	16.3%	9,680	5.7%
Automotive Repair and Maintenance	431	3.0%	1,265	0.7%
Public Administration	791	5.5%	10,561	6.2%
Unclassified Establishments	168	1.2%	174	0.1%
Totals	14,469	100.0%	169,335	100.0%

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