

## SOU Total Trade Area



2000 Total Population	380,818
2000 Group Quarters	15,117
2010 Total Population	421,408
2015 Total Population	441,285
2010 - 2015 Annual Rate	0.93%



2000 Households	148,544
2000 Average Household Size	2.46
2010 Households	165,217
2010 Average Household Size	2.46
2015 Households	173,425
2015 Average Household Size	2.45
2010 - 2015 Annual Rate	0.97%
2000 Families	99,169
2000 Average Family Size	3.01
2010 Families	107,374
2010 Average Family Size	3.02
2015 Families	111,711
2015 Average Family Size	3.02
2010 - 2015 Annual Rate	0.80%



<b>2000 Housing Units</b>	156,920
Owner Occupied Housing Units	64.3%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	5.3%
<b>2010 Housing Units</b>	175,587
Owner Occupied Housing Units	63.3%
Renter Occupied Housing Units	30.8%
Vacant Housing Units	5.9%
<b>2015 Housing Units</b>	185,176
Owner Occupied Housing Units	63.1%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	6.3%

### Median Household Income

2000	\$42,836
2010	\$57,042
2015	\$65,493

### Median Home Value

2000	\$112,000
2010	\$184,895
2015	\$234,950

### Per Capita Income

2000	\$21,825
2010	\$27,583
2015	\$31,403

### Median Age

2000	38.1
2010	40.7
2015	41.0

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](#)

## SOU Total Trade Area



### 2000 Households by Income

Household Income Base	148,634
< \$15,000	14.4%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	13.0%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	2.0%
\$200,000 +	1.8%
Average Household Income	\$55,070

### 2010 Households by Income

Household Income Base	165,217
< \$15,000	9.4%
\$15,000 - \$24,999	9.6%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	15.1%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	3.2%
\$200,000 +	2.8%
Average Household Income	\$69,081

### 2015 Households by Income

Household Income Base	173,425
< \$15,000	8.1%
\$15,000 - \$24,999	7.7%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	11.5%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	19.7%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	4.5%
\$200,000 +	3.5%
Average Household Income	\$78,526

### 2000 Owner Occupied Housing Units by Value

Total	101,004
< \$50,000	6.8%
\$50,000 - \$99,999	35.1%
\$100,000 - \$149,999	30.7%
\$150,000 - \$199,999	13.9%
\$200,000 - \$299,999	9.0%
\$300,000 - \$499,999	3.5%
\$500,000 - \$999,999	0.9%
\$1,000,000+	0.2%
Average Home Value	\$134,670

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

Total	47,264
With Cash Rent	96.7%
No Cash Rent	3.3%
Median Rent	\$510
Average Rent	\$521

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

SOU Total Trade Area



**2000 Population by Age**

Total	380,800
Age 0 - 4	5.9%
Age 5 - 9	6.7%
Age 10 - 14	6.9%
Age 15 - 19	6.9%
Age 20 - 24	6.2%
Age 25 - 34	12.6%
Age 35 - 44	15.9%
Age 45 - 54	13.7%
Age 55 - 64	9.0%
Age 65 - 74	7.9%
Age 75 - 84	6.1%
Age 85+	2.1%
Age 18+	76.5%

**2010 Population by Age**

Total	421,408
Age 0 - 4	5.8%
Age 5 - 9	5.9%
Age 10 - 14	6.1%
Age 15 - 19	7.2%
Age 20 - 24	6.8%
Age 25 - 34	11.1%
Age 35 - 44	13.0%
Age 45 - 54	15.4%
Age 55 - 64	12.5%
Age 65 - 74	7.6%
Age 75 - 84	5.8%
Age 85+	2.9%
Age 18+	78.0%

**2015 Population by Age**

Total	441,285
Age 0 - 4	5.8%
Age 5 - 9	5.9%
Age 10 - 14	6.2%
Age 15 - 19	6.6%
Age 20 - 24	6.7%
Age 25 - 34	11.8%
Age 35 - 44	11.8%
Age 45 - 54	14.0%
Age 55 - 64	13.5%
Age 65 - 74	9.4%
Age 75 - 84	5.3%
Age 85+	2.9%
Age 18+	78.4%

**2000 Population by Sex**

Males	48.2%
Females	51.8%

**2010 Population by Sex**

Males	48.4%
Females	51.6%

**2015 Population by Sex**

Males	48.5%
Females	51.5%

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

## SOU Total Trade Area



### 2000 Population by Race/Ethnicity

Total	380,817
White Alone	86.2%
Black Alone	3.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.2%
Some Other Race Alone	6.0%
Two or More Races	1.9%
Hispanic Origin	11.5%
Diversity Index	40.8

### 2010 Population by Race/Ethnicity

Total	421,408
White Alone	79.1%
Black Alone	5.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	3.3%
Some Other Race Alone	9.6%
Two or More Races	2.7%
Hispanic Origin	18.6%
Diversity Index	56.1

### 2015 Population by Race/Ethnicity

Total	441,285
White Alone	76.4%
Black Alone	5.8%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	3.8%
Some Other Race Alone	10.7%
Two or More Races	2.9%
Hispanic Origin	21.7%
Diversity Index	61.1



### 2000 Population 3+ by School Enrollment

Total	367,823
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.7%
Enrolled in Grade 9-12	5.5%
Enrolled in College	5.3%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	73.4%

### 2010 Population 25+ by Educational Attainment

Total	287,029
Less than 9th Grade	4.7%
9th - 12th Grade, No Diploma	9.2%
High School Graduate	33.4%
Some College, No Degree	15.8%
Associate Degree	8.3%
Bachelor's Degree	17.1%
Graduate/Professional Degree	11.6%

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

**SOU Total Trade Area**



**2010 Population 15+ by Marital Status**

Total	346,021
Never Married	28.3%
Married	54.4%
Widowed	7.5%
Divorced	9.7%



**2000 Population 16+ by Employment Status**

Total	301,747
In Labor Force	63.0%
Civilian Employed	59.8%
Civilian Unemployed	3.2%
In Armed Forces	0.0%
Not in Labor Force	37.0%

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

Civilian Employed	89.0%
Civilian Unemployed	11.0%

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

Civilian Employed	90.8%
Civilian Unemployed	9.2%

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

Total	158,953
Own Children < 6 Only	6.7%
Employed/in Armed Forces	4.2%
Unemployed	0.3%
Not in Labor Force	2.3%
Own Children <6 and 6-17	5.0%
Employed/in Armed Forces	2.9%
Unemployed	0.2%
Not in Labor Force	1.9%
Own Children 6-17 Only	16.1%
Employed/in Armed Forces	12.1%
Unemployed	0.5%
Not in Labor Force	3.5%
No Own Children <18	72.1%
Employed/in Armed Forces	34.4%
Unemployed	1.8%
Not in Labor Force	36.0%

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

## SOU Total Trade Area



### 2010 Employed Population 16+ by Industry

Total	190,495
Agriculture/Mining	0.5%
Construction	5.2%
Manufacturing	13.1%
Wholesale Trade	3.3%
Retail Trade	11.6%
Transportation/Utilities	4.7%
Information	2.3%
Finance/Insurance/Real Estate	6.4%
Services	50.0%
Public Administration	3.0%

### 2010 Employed Population 16+ by Occupation

Total	190,495
White Collar	64.2%
Management/Business/Financial	13.2%
Professional	24.7%
Sales	10.9%
Administrative Support	15.4%
Services	16.0%
Blue Collar	19.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.2%
Installation/Maintenance/Repair	3.4%
Production	6.4%
Transportation/Material Moving	5.6%



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

Total	177,441
Drove Alone - Car, Truck, or Van	81.2%
Carpooled - Car, Truck, or Van	9.8%
Public Transportation	1.7%
Walked	4.1%
Other Means	0.7%
Worked at Home	2.6%

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

Total	177,430
Did not Work at Home	97.4%
Less than 5 minutes	3.2%
5 to 9 minutes	12.4%
10 to 19 minutes	38.1%
20 to 24 minutes	16.8%
25 to 34 minutes	13.9%
35 to 44 minutes	3.2%
45 to 59 minutes	3.7%
60 to 89 minutes	3.6%
90 or more minutes	2.5%
Worked at Home	2.6%
Average Travel Time to Work (in min)	21.8

### 2000 Households by Vehicles Available

Total	148,562
None	11.0%
1	34.3%
2	38.7%
3	11.8%
4	3.0%
5+	1.1%
Average Number of Vehicles Available	1.7

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

**SOU Total Trade Area**



**2000 Households by Type**

Total	148,545
Family Households	66.8%
Married-couple Family	52.2%
With Related Children	22.5%
Other Family (No Spouse)	14.6%
With Related Children	9.2%
Nonfamily Households	33.2%
Householder Living Alone	27.5%
Householder Not Living Alone	5.7%
Households with Related Children	31.8%
Households with Persons 65+	28.0%

**2000 Households by Size**

Total	148,544
1 Person Household	27.5%
2 Person Household	34.1%
3 Person Household	16.2%
4 Person Household	13.7%
5 Person Household	5.7%
6 Person Household	1.9%
7+ Person Household	1.0%

**2000 Households by Year Householder Moved In**

Total	148,563
Moved in 1999 to March 2000	16.9%
Moved in 1995 to 1998	25.0%
Moved in 1990 to 1994	14.5%
Moved in 1980 to 1989	16.8%
Moved in 1970 to 1979	10.7%
Moved in 1969 or Earlier	16.1%
Median Year Householder Moved In	1992



**2000 Housing Units by Units in Structure**

Total	156,982
1, Detached	47.4%
1, Attached	24.8%
2	4.8%
3 or 4	5.5%
5 to 9	5.1%
10 to 19	4.8%
20+	5.5%
Mobile Home	2.0%
Other	0.0%

**2000 Housing Units by Year Structure Built**

Total	156,974
1999 to March 2000	1.4%
1995 to 1998	3.9%
1990 to 1994	4.8%
1980 to 1989	11.2%
1970 to 1979	14.0%
1969 or Earlier	64.8%
Median Year Structure Built	1958

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



SOU Total Trade Area

Total Businesses:	15,447			
Total Employees:	187,452			
Total Residential Population:	421,408			
Employee/Residential Population Ratio:	0.44			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	327	2.1%	1,471	0.8%
Construction	1,288	8.3%	6,742	3.6%
Manufacturing	590	3.8%	20,377	10.9%
Transportation	406	2.6%	6,416	3.4%
Communication	96	0.6%	1,688	0.9%
Utility	62	0.4%	2,986	1.6%
Wholesale Trade	836	5.4%	10,048	5.4%
Retail Trade Summary	3,371	21.8%	35,921	19.2%
Home Improvement	212	1.4%	2,451	1.3%
General Merchandise Stores	97	0.6%	2,591	1.4%
Food Stores	372	2.4%	4,248	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	355	2.3%	4,595	2.5%
Apparel & Accessory Stores	263	1.7%	1,752	0.9%
Furniture & Home Furnishings	297	1.9%	2,398	1.3%
Eating & Drinking Places	922	6.0%	10,859	5.8%
Miscellaneous Retail	853	5.5%	7,027	3.7%
Finance, Insurance, Real Estate Summary	1,399	9.1%	11,127	5.9%
Banks, Savings & Lending Institutions	354	2.3%	2,311	1.2%
Securities Brokers	193	1.2%	864	0.5%
Insurance Carriers & Agents	289	1.9%	4,385	2.3%
Real Estate, Holding, Other Investment Offices	563	3.6%	3,567	1.9%
Services Summary	6,235	40.4%	82,924	44.2%
Hotels & Lodging	72	0.5%	2,684	1.4%
Automotive Services	530	3.4%	2,866	1.5%
Motion Pictures & Amusements	363	2.3%	7,471	4.0%
Health Services	949	6.1%	23,892	12.7%
Legal Services	271	1.8%	1,502	0.8%
Education Institutions & Libraries	347	2.2%	14,333	7.6%
Other Services	3,703	24.0%	30,176	16.1%
Government	491	3.2%	7,398	3.9%
Other	346	2.2%	354	0.2%
<b>Totals</b>	<b>15,447</b>	<b>100.0%</b>	<b>187,452</b>	<b>100.0%</b>
Agriculture, Forestry, Fishing and Hunting	54	0.3%	97	0.1%
Mining	7	0.0%	170	0.1%
Utilities	39	0.3%	2,849	1.5%
Construction	1,382	8.9%	7,540	4.0%
Manufacturing	644	4.2%	20,106	10.7%
Wholesale Trade	806	5.2%	9,741	5.2%
Retail Trade	2,334	15.1%	24,134	12.9%
Motor Vehicle and Parts Dealers	279	1.8%	4,178	2.2%
Furniture and Home Furnishings Stores	127	0.8%	690	0.4%
Electronics and Appliance Stores	126	0.8%	978	0.5%
Building Material and Garden Equipment and Supplies Dealers	209	1.4%	2,448	1.3%
Food and Beverage Stores	290	1.9%	3,726	2.0%
Health and Personal Care Stores	190	1.2%	2,937	1.6%
Gasoline Stations	76	0.5%	417	0.2%
Clothing and Clothing Accessories Stores	330	2.1%	2,079	1.1%
Sporting Goods, Hobby, Book, and Music Stores	181	1.2%	1,515	0.8%
General Merchandise Stores	97	0.6%	2,591	1.4%
Miscellaneous Store Retailers	385	2.5%	1,745	0.9%
Nonstore Retailers	44	0.3%	830	0.4%
Transportation and Warehousing	321	2.1%	5,677	3.0%
Information	231	1.5%	3,262	1.7%
Finance and Insurance	842	5.5%	7,581	4.0%
Central Bank; Credit Intermediation and Related Activities	354	2.3%	2,288	1.2%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	198	1.3%	891	0.5%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	290	1.9%	4,402	2.3%
Real Estate and Rental and Leasing	619	4.0%	4,358	2.3%
Professional, Scientific, and Technical Services	1,285	8.3%	11,779	6.3%
Legal Services	358	2.3%	1,768	0.9%
Management of Companies and Enterprises	8	0.1%	77	0.0%
Administrative and Support and Waste Management and Remediation Services	689	4.5%	5,330	2.8%
Educational Services	405	2.6%	14,405	7.7%
Health Care and Social Assistance	1,373	8.9%	31,030	16.6%
Arts, Entertainment, and Recreation	272	1.8%	7,014	3.7%
Accommodation and Food Services	1,033	6.7%	13,799	7.4%
Accommodation	72	0.5%	2,684	1.4%
Food Services and Drinking Places	961	6.2%	11,115	5.9%
Other Services (except Public Administration)	2,253	14.6%	10,513	5.6%
Automotive Repair and Maintenance	409	2.6%	1,894	1.0%
Public Administration	495	3.2%	7,567	4.0%
Unclassified Establishments	355	2.3%	423	0.2%
<b>Totals</b>	<b>15,447</b>	<b>100.0%</b>	<b>187,452</b>	<b>100.0%</b>

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