

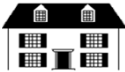
WGP Total Trade Area



2000 Total Population	1,337,308
2000 Group Quarters	34,635
2010 Total Population	1,314,407
2015 Total Population	1,296,263
2010 - 2015 Annual Rate	-0.28%



2000 Households	505,538
2000 Average Household Size	2.58
2010 Households	501,948
2010 Average Household Size	2.55
2015 Households	496,381
2015 Average Household Size	2.54
2010 - 2015 Annual Rate	-0.22%
2000 Families	342,097
2000 Average Family Size	3.17
2010 Families	332,828
2010 Average Family Size	3.14
2015 Families	326,922
2015 Average Family Size	3.14
2010 - 2015 Annual Rate	-0.36%



2000 Housing Units	534,445
Owner Occupied Housing Units	66.2%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	5.4%
2010 Housing Units	544,013
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	7.7%
2015 Housing Units	547,201
Owner Occupied Housing Units	63.2%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	9.3%

Median Household Income

2000	\$45,216
2010	\$61,130
2015	\$68,435

Median Home Value

2000	\$105,010
2010	\$204,789
2015	\$275,867

Per Capita Income

2000	\$22,893
2010	\$29,849
2015	\$33,625

Median Age

2000	37.2
2010	39.6
2015	40.0

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](#)

WGP Total Trade Area



2000 Households by Income

Household Income Base	505,892
< \$15,000	15.3%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	9.1%
\$150,000 - \$199,999	2.7%
\$200,000 +	2.6%
Average Household Income	\$59,612

2010 Households by Income

Household Income Base	501,947
< \$15,000	10.2%
\$15,000 - \$24,999	9.0%
\$25,000 - \$34,999	8.3%
\$35,000 - \$49,999	13.3%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	15.0%
\$150,000 - \$199,999	4.3%
\$200,000 +	4.3%
Average Household Income	\$77,173

2015 Households by Income

Household Income Base	496,380
< \$15,000	8.5%
\$15,000 - \$24,999	7.0%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	11.0%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	14.9%
\$100,000 - \$149,999	19.8%
\$150,000 - \$199,999	5.7%
\$200,000 +	5.1%
Average Household Income	\$86,672

2000 Owner Occupied Housing Units by Value

Total	353,647
< \$50,000	13.5%
\$50,000 - \$99,999	34.4%
\$100,000 - \$149,999	20.4%
\$150,000 - \$199,999	14.9%
\$200,000 - \$299,999	10.8%
\$300,000 - \$499,999	4.6%
\$500,000 - \$999,999	1.2%
\$1,000,000+	0.3%
Average Home Value	\$136,539

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	151,467
With Cash Rent	96.6%
No Cash Rent	3.4%
Median Rent	\$547
Average Rent	\$587

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

WGP Total Trade Area



2000 Population by Age

Total	1,337,282
Age 0 - 4	6.3%
Age 5 - 9	7.1%
Age 10 - 14	7.4%
Age 15 - 19	6.6%
Age 20 - 24	5.8%
Age 25 - 34	13.3%
Age 35 - 44	15.8%
Age 45 - 54	13.6%
Age 55 - 64	9.1%
Age 65 - 74	7.4%
Age 75 - 84	5.5%
Age 85+	2.0%
Age 18+	75.0%

2010 Population by Age

Total	1,314,407
Age 0 - 4	6.3%
Age 5 - 9	6.4%
Age 10 - 14	6.4%
Age 15 - 19	6.7%
Age 20 - 24	6.2%
Age 25 - 34	11.9%
Age 35 - 44	13.4%
Age 45 - 54	14.9%
Age 55 - 64	12.1%
Age 65 - 74	7.4%
Age 75 - 84	5.3%
Age 85+	2.8%
Age 18+	76.7%

2015 Population by Age

Total	1,296,263
Age 0 - 4	6.2%
Age 5 - 9	6.4%
Age 10 - 14	6.6%
Age 15 - 19	6.1%
Age 20 - 24	6.1%
Age 25 - 34	12.6%
Age 35 - 44	12.5%
Age 45 - 54	13.7%
Age 55 - 64	13.0%
Age 65 - 74	9.0%
Age 75 - 84	5.1%
Age 85+	2.8%
Age 18+	77.1%

2000 Population by Sex

Males	47.3%
Females	52.7%

2010 Population by Sex

Males	47.4%
Females	52.6%

2015 Population by Sex

Males	47.4%
Females	52.6%

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

WGP Total Trade Area



2000 Population by Race/Ethnicity

Total	1,337,309
White Alone	68.6%
Black Alone	22.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	4.0%
Some Other Race Alone	3.1%
Two or More Races	1.7%
Hispanic Origin	5.9%
Diversity Index	53.6

2010 Population by Race/Ethnicity

Total	1,314,407
White Alone	65.0%
Black Alone	22.7%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	5.5%
Some Other Race Alone	4.5%
Two or More Races	2.1%
Hispanic Origin	8.7%
Diversity Index	59.8

2015 Population by Race/Ethnicity

Total	1,296,263
White Alone	63.7%
Black Alone	22.4%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	6.2%
Some Other Race Alone	5.1%
Two or More Races	2.2%
Hispanic Origin	10.0%
Diversity Index	62.3



2000 Population 3+ by School Enrollment

Total	1,287,715
Enrolled in Nursery/Preschool	2.1%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	12.2%
Enrolled in Grade 9-12	6.3%
Enrolled in College	4.5%
Enrolled in Grad/Prof School	1.4%
Not Enrolled in School	72.2%

2010 Population 25+ by Educational Attainment

Total	892,246
Less than 9th Grade	3.6%
9th - 12th Grade, No Diploma	9.0%
High School Graduate	32.3%
Some College, No Degree	16.8%
Associate Degree	6.7%
Bachelor's Degree	19.0%
Graduate/Professional Degree	12.7%

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

WGP Total Trade Area



2010 Population 15+ by Marital Status

Total	1,062,765
Never Married	32.6%
Married	51.3%
Widowed	7.3%
Divorced	8.8%



2000 Population 16+ by Employment Status

Total	1,039,675
In Labor Force	62.4%
Civilian Employed	58.3%
Civilian Unemployed	4.0%
In Armed Forces	0.1%
Not in Labor Force	37.6%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	88.8%
Civilian Unemployed	11.2%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	90.7%
Civilian Unemployed	9.3%

2000 Females 16+ by Employment Status and Age of Children

Total	560,540
Own Children < 6 Only	6.6%
Employed/in Armed Forces	4.1%
Unemployed	0.3%
Not in Labor Force	2.2%
Own Children <6 and 6-17	5.7%
Employed/in Armed Forces	3.4%
Unemployed	0.3%
Not in Labor Force	2.1%
Own Children 6-17 Only	16.9%
Employed/in Armed Forces	12.3%
Unemployed	0.6%
Not in Labor Force	4.1%
No Own Children <18	70.7%
Employed/in Armed Forces	33.4%
Unemployed	2.4%
Not in Labor Force	35.0%

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

WGP Total Trade Area



2010 Employed Population 16+ by Industry

Total	591,035
Agriculture/Mining	0.2%
Construction	5.0%
Manufacturing	7.4%
Wholesale Trade	3.3%
Retail Trade	11.2%
Transportation/Utilities	4.6%
Information	2.1%
Finance/Insurance/Real Estate	8.8%
Services	51.0%
Public Administration	6.4%

2010 Employed Population 16+ by Occupation

Total	591,035
White Collar	69.2%
Management/Business/Financial	14.8%
Professional	26.2%
Sales	11.5%
Administrative Support	16.7%
Services	15.8%
Blue Collar	15.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.8%
Installation/Maintenance/Repair	3.1%
Production	3.9%
Transportation/Material Moving	4.1%



2000 Workers 16+ by Means of Transportation to Work

Total	595,359
Drove Alone - Car, Truck, or Van	69.8%
Carpooled - Car, Truck, or Van	10.9%
Public Transportation	12.9%
Walked	3.0%
Other Means	0.7%
Worked at Home	2.6%

2000 Workers 16+ by Travel Time to Work

Total	595,358
Did not Work at Home	97.4%
Less than 5 minutes	1.8%
5 to 9 minutes	7.3%
10 to 19 minutes	22.7%
20 to 24 minutes	12.7%
25 to 34 minutes	21.4%
35 to 44 minutes	8.5%
45 to 59 minutes	11.8%
60 to 89 minutes	8.1%
90 or more minutes	3.0%
Worked at Home	2.6%
Average Travel Time to Work (in min)	30.4

2000 Households by Vehicles Available

Total	505,558
None	17.0%
1	38.9%
2	33.4%
3	8.1%
4	1.9%
5+	0.7%
Average Number of Vehicles Available	1.4

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

WGP Total Trade Area



2000 Households by Type

Total	505,537
Family Households	67.7%
Married-couple Family	48.2%
With Related Children	22.9%
Other Family (No Spouse)	19.5%
With Related Children	11.8%
Nonfamily Households	32.3%
Householder Living Alone	27.4%
Householder Not Living Alone	5.0%
Households with Related Children	34.7%
Households with Persons 65+	27.5%

2000 Households by Size

Total	505,538
1 Person Household	27.4%
2 Person Household	30.4%
3 Person Household	16.8%
4 Person Household	14.5%
5 Person Household	6.9%
6 Person Household	2.5%
7+ Person Household	1.4%

2000 Households by Year Householder Moved In

Total	505,559
Moved in 1999 to March 2000	14.3%
Moved in 1995 to 1998	24.8%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	17.3%
Moved in 1970 to 1979	12.5%
Moved in 1969 or Earlier	15.6%
Median Year Householder Moved In	1991



2000 Housing Units by Units in Structure

Total	534,407
1, Detached	31.7%
1, Attached	41.3%
2	6.9%
3 or 4	4.5%
5 to 9	3.0%
10 to 19	3.4%
20+	8.6%
Mobile Home	0.6%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	534,466
1999 to March 2000	0.8%
1995 to 1998	2.3%
1990 to 1994	3.0%
1980 to 1989	7.8%
1970 to 1979	12.1%
1969 or Earlier	73.9%
Median Year Structure Built	1956

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



WGP Total Trade Area

Total Businesses:	43,838			
Total Employees:	496,875			
Total Residential Population:	1,314,407			
Employee/Residential Population Ratio:	0.38			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	783	1.8%	4,935	1.0%
Construction	3,564	8.1%	21,021	4.2%
Manufacturing	1,764	4.0%	45,350	9.1%
Transportation	959	2.2%	11,983	2.4%
Communication	374	0.9%	6,327	1.3%
Utility	92	0.2%	845	0.2%
Wholesale Trade	2,355	5.4%	30,206	6.1%
Retail Trade Summary	9,857	22.5%	99,232	20.0%
Home Improvement	549	1.3%	5,724	1.2%
General Merchandise Stores	327	0.7%	7,434	1.5%
Food Stores	1,193	2.7%	16,855	3.4%
Auto Dealers, Gas Stations, Auto Aftermarket	841	1.9%	9,840	2.0%
Apparel & Accessory Stores	899	2.1%	7,724	1.6%
Furniture & Home Furnishings	980	2.2%	6,971	1.4%
Eating & Drinking Places	2,711	6.2%	28,573	5.8%
Miscellaneous Retail	2,357	5.4%	16,111	3.2%
Finance, Insurance, Real Estate Summary	4,640	10.6%	34,961	7.0%
Banks, Savings & Lending Institutions	1,262	2.9%	9,463	1.9%
Securities Brokers	474	1.1%	3,610	0.7%
Insurance Carriers & Agents	1,061	2.4%	8,539	1.7%
Real Estate, Holding, Other Investment Offices	1,843	4.2%	13,349	2.7%
Services Summary	17,693	40.4%	219,873	44.3%
Hotels & Lodging	121	0.3%	3,306	0.7%
Automotive Services	1,549	3.5%	7,533	1.5%
Motion Pictures & Amusements	945	2.2%	8,724	1.8%
Health Services	2,547	5.8%	75,657	15.2%
Legal Services	680	1.6%	4,246	0.9%
Education Institutions & Libraries	1,017	2.3%	34,885	7.0%
Other Services	10,834	24.7%	85,522	17.2%
Government	669	1.5%	20,304	4.1%
Other	1,088	2.5%	1,838	0.4%
Totals	43,838	100.0%	496,875	100.0%
Agriculture, Forestry, Fishing and Hunting	87	0.2%	605	0.1%
Mining	19	0.0%	116	0.0%
Utilities	33	0.1%	235	0.0%
Construction	3,831	8.7%	22,700	4.6%
Manufacturing	1,873	4.3%	42,745	8.6%
Wholesale Trade	2,252	5.1%	29,360	5.9%
Retail Trade	6,799	15.5%	68,219	13.7%
Motor Vehicle and Parts Dealers	617	1.4%	8,934	1.8%
Furniture and Home Furnishings Stores	446	1.0%	3,128	0.6%
Electronics and Appliance Stores	440	1.0%	3,677	0.7%
Building Material and Garden Equipment and Supplies Dealers	542	1.2%	5,703	1.1%
Food and Beverage Stores	948	2.2%	15,044	3.0%
Health and Personal Care Stores	647	1.5%	6,678	1.3%
Gasoline Stations	224	0.5%	906	0.2%
Clothing and Clothing Accessories Stores	1,086	2.5%	8,370	1.7%
Sporting Goods, Hobby, Book, and Music Stores	448	1.0%	2,890	0.6%
General Merchandise Stores	327	0.7%	7,434	1.5%
Miscellaneous Store Retailers	969	2.2%	4,650	0.9%
Nonstore Retailers	105	0.2%	805	0.2%
Transportation and Warehousing	644	1.5%	10,233	2.1%
Information	866	2.0%	14,610	2.9%
Finance and Insurance	2,830	6.5%	21,961	4.4%
Central Bank; Credit Intermediation and Related Activities	1,271	2.9%	9,483	1.9%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	488	1.1%	3,644	0.7%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	1,071	2.4%	8,834	1.8%
Real Estate and Rental and Leasing	1,977	4.5%	13,758	2.8%
Professional, Scientific, and Technical Services	3,962	9.0%	34,757	7.0%
Legal Services	891	2.0%	5,020	1.0%
Management of Companies and Enterprises	11	0.0%	18	0.0%
Administrative and Support and Waste Management and Remediation Services	2,048	4.7%	14,614	2.9%
Educational Services	1,178	2.7%	34,708	7.0%
Health Care and Social Assistance	3,706	8.5%	91,548	18.4%
Arts, Entertainment, and Recreation	671	1.5%	8,215	1.7%
Accommodation and Food Services	2,986	6.8%	32,896	6.6%
Accommodation	121	0.3%	3,306	0.7%
Food Services and Drinking Places	2,865	6.5%	29,590	6.0%
Other Services (except Public Administration)	6,277	14.3%	32,765	6.6%
Automotive Repair and Maintenance	1,259	2.9%	6,084	1.2%
Public Administration	674	1.5%	20,511	4.1%
Unclassified Establishments	1,114	2.5%	2,301	0.5%
Totals	43,838	100.0%	496,875	100.0%

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