

MAG Total Trade Area



2000 Total Population	308,175
2000 Group Quarters	9,106
2010 Total Population	316,933
2015 Total Population	321,335
2010 - 2015 Annual Rate	0.28%



2000 Households	115,003
2000 Average Household Size	2.60
2010 Households	119,443
2010 Average Household Size	2.57
2015 Households	121,441
2015 Average Household Size	2.57
2010 - 2015 Annual Rate	0.33%
2000 Families	82,378
2000 Average Family Size	3.11
2010 Families	83,558
2010 Average Family Size	3.09
2015 Families	84,313
2015 Average Family Size	3.09
2010 - 2015 Annual Rate	0.18%



2000 Housing Units	128,258
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	22.8%
Vacant Housing Units	10.3%
2010 Housing Units	139,140
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	22.0%
Vacant Housing Units	14.2%
2015 Housing Units	143,228
Owner Occupied Housing Units	63.1%
Renter Occupied Housing Units	21.7%
Vacant Housing Units	15.2%

Median Household Income

2000	\$31,181
2010	\$39,169
2015	\$45,750

Median Home Value

2000	\$61,309
2010	\$81,900
2015	\$94,744

Per Capita Income

2000	\$15,951
2010	\$19,097
2015	\$20,719

Median Age

2000	35.5
2010	38.0
2015	38.7

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	115,029
< \$15,000	25.2%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	13.4%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	16.2%
\$75,000 - \$99,999	6.4%
\$100,000 - \$149,999	3.6%
\$150,000 - \$199,999	0.9%
\$200,000 +	1.2%
Average Household Income	\$42,028

2010 Households by Income

Household Income Base	119,443
< \$15,000	20.5%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	20.9%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	1.1%
\$200,000 +	1.5%
Average Household Income	\$49,792

2015 Households by Income

Household Income Base	121,441
< \$15,000	18.0%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	13.6%
\$50,000 - \$74,999	26.7%
\$75,000 - \$99,999	8.7%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	1.4%
\$200,000 +	1.6%
Average Household Income	\$53,839

2000 Owner Occupied Housing Units by Value

Total	85,738
< \$50,000	39.0%
\$50,000 - \$99,999	40.0%
\$100,000 - \$149,999	11.4%
\$150,000 - \$199,999	4.9%
\$200,000 - \$299,999	3.2%
\$300,000 - \$499,999	1.2%
\$500,000 - \$999,999	0.3%
\$1,000,000+	0.1%
Average Home Value	\$77,561

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	28,891
With Cash Rent	85.6%
No Cash Rent	14.4%
Median Rent	\$281
Average Rent	\$292

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	308,174
Age 0 - 4	6.7%
Age 5 - 9	7.5%
Age 10 - 14	7.7%
Age 15 - 19	7.5%
Age 20 - 24	6.7%
Age 25 - 34	13.2%
Age 35 - 44	15.0%
Age 45 - 54	14.5%
Age 55 - 64	9.3%
Age 65 - 74	6.5%
Age 75 - 84	4.1%
Age 85+	1.4%
Age 18+	73.5%

2010 Population by Age

Total	316,933
Age 0 - 4	6.6%
Age 5 - 9	6.7%
Age 10 - 14	6.7%
Age 15 - 19	7.2%
Age 20 - 24	6.5%
Age 25 - 34	12.6%
Age 35 - 44	13.0%
Age 45 - 54	14.7%
Age 55 - 64	13.1%
Age 65 - 74	7.2%
Age 75 - 84	4.1%
Age 85+	1.8%
Age 18+	75.7%

2015 Population by Age

Total	321,335
Age 0 - 4	6.4%
Age 5 - 9	6.6%
Age 10 - 14	6.8%
Age 15 - 19	6.7%
Age 20 - 24	6.5%
Age 25 - 34	12.2%
Age 35 - 44	12.7%
Age 45 - 54	13.2%
Age 55 - 64	13.7%
Age 65 - 74	9.1%
Age 75 - 84	4.2%
Age 85+	1.8%
Age 18+	76.2%

2000 Population by Sex

Males	47.4%
Females	52.6%

2010 Population by Sex

Males	47.8%
Females	52.2%

2015 Population by Sex

Males	47.9%
Females	52.1%

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	308,176
White Alone	53.3%
Black Alone	44.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.5%
Two or More Races	0.6%
Hispanic Origin	1.2%
Diversity Index	52.7

2010 Population by Race/Ethnicity

Total	316,933
White Alone	51.6%
Black Alone	45.7%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.8%
Two or More Races	0.8%
Hispanic Origin	2.0%
Diversity Index	54.3

2015 Population by Race/Ethnicity

Total	321,335
White Alone	50.8%
Black Alone	46.1%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.9%
Two or More Races	1.0%
Hispanic Origin	2.3%
Diversity Index	55.0



2000 Population 3+ by School Enrollment

Total	296,009
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	1.9%
Enrolled in Grade 1-8	13.2%
Enrolled in Grade 9-12	6.9%
Enrolled in College	3.6%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	72.2%

2010 Population 25+ by Educational Attainment

Total	210,544
Less than 9th Grade	8.1%
9th - 12th Grade, No Diploma	13.9%
High School Graduate	37.4%
Some College, No Degree	16.2%
Associate Degree	7.6%
Bachelor's Degree	10.9%
Graduate/Professional Degree	5.9%

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	253,663
Never Married	31.8%
Married	50.0%
Widowed	8.6%
Divorced	9.6%



2000 Population 16+ by Employment Status

Total	235,925
In Labor Force	59.9%
Civilian Employed	54.8%
Civilian Unemployed	5.1%
In Armed Forces	0.1%
Not in Labor Force	40.1%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	83.9%
Civilian Unemployed	16.1%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	86.8%
Civilian Unemployed	13.2%

2000 Females 16+ by Employment Status and Age of Children

Total	126,769
Own Children < 6 Only	7.2%
Employed/in Armed Forces	4.1%
Unemployed	0.6%
Not in Labor Force	2.5%
Own Children <6 and 6-17	5.7%
Employed/in Armed Forces	3.3%
Unemployed	0.4%
Not in Labor Force	2.0%
Own Children 6-17 Only	18.9%
Employed/in Armed Forces	13.2%
Unemployed	1.0%
Not in Labor Force	4.7%
No Own Children <18	68.2%
Employed/in Armed Forces	29.6%
Unemployed	3.2%
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	122,316
Agriculture/Mining	2.3%
Construction	7.2%
Manufacturing	17.7%
Wholesale Trade	2.9%
Retail Trade	11.8%
Transportation/Utilities	4.6%
Information	1.3%
Finance/Insurance/Real Estate	6.6%
Services	40.9%
Public Administration	4.8%

2010 Employed Population 16+ by Occupation

Total	122,316
White Collar	50.8%
Management/Business/Financial	9.4%
Professional	18.4%
Sales	10.9%
Administrative Support	12.1%
Services	17.0%
Blue Collar	32.2%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	6.0%
Installation/Maintenance/Repair	5.2%
Production	11.5%
Transportation/Material Moving	8.6%



2000 Workers 16+ by Means of Transportation to Work

Total	126,685
Drove Alone - Car, Truck, or Van	78.7%
Carpooled - Car, Truck, or Van	15.0%
Public Transportation	1.1%
Walked	1.8%
Other Means	1.8%
Worked at Home	1.7%

2000 Workers 16+ by Travel Time to Work

Total	126,685
Did not Work at Home	98.3%
Less than 5 minutes	3.6%
5 to 9 minutes	12.2%
10 to 19 minutes	35.2%
20 to 24 minutes	13.4%
25 to 34 minutes	16.5%
35 to 44 minutes	4.6%
45 to 59 minutes	6.1%
60 to 89 minutes	3.4%
90 or more minutes	3.4%
Worked at Home	1.7%
Average Travel Time to Work (in min)	24.4

2000 Households by Vehicles Available

Total	114,999
None	12.6%
1	34.7%
2	35.9%
3	12.6%
4	3.3%
5+	1.0%
Average Number of Vehicles Available	1.6

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	115,002
Family Households	71.6%
Married-couple Family	47.6%
With Related Children	22.5%
Other Family (No Spouse)	24.0%
With Related Children	16.0%
Nonfamily Households	28.4%
Householder Living Alone	25.0%
Householder Not Living Alone	3.4%
Households with Related Children	38.6%
Households with Persons 65+	23.3%

2000 Households by Size

Total	115,003
1 Person Household	25.0%
2 Person Household	31.2%
3 Person Household	19.1%
4 Person Household	14.8%
5 Person Household	6.2%
6 Person Household	2.3%
7+ Person Household	1.5%

2000 Households by Year Householder Moved In

Total	115,001
Moved in 1999 to March 2000	16.3%
Moved in 1995 to 1998	25.4%
Moved in 1990 to 1994	15.6%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	12.5%
Moved in 1969 or Earlier	13.3%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure

Total	128,278
1, Detached	60.9%
1, Attached	1.3%
2	2.3%
3 or 4	2.6%
5 to 9	2.7%
10 to 19	0.7%
20+	1.4%
Mobile Home	28.0%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	128,262
1999 to March 2000	2.7%
1995 to 1998	11.2%
1990 to 1994	10.4%
1980 to 1989	18.2%
1970 to 1979	21.6%
1969 or Earlier	36.0%
Median Year Structure Built	1977

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



MAG Total Trade Area

Total Businesses:	11,320			
Total Employees:	126,588			
Total Residential Population:	316,933			
Employee/Residential Population Ratio:	0.40			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	293	2.6%	935	0.7%
Construction	604	5.3%	4,739	3.7%
Manufacturing	329	2.9%	24,236	19.1%
Transportation	297	2.6%	2,702	2.1%
Communication	128	1.1%	806	0.6%
Utility	54	0.5%	971	0.8%
Wholesale Trade	526	4.6%	5,295	4.2%
Retail Trade Summary	2,801	24.7%	26,213	20.7%
Home Improvement	209	1.8%	1,698	1.3%
General Merchandise Stores	134	1.2%	3,259	2.6%
Food Stores	388	3.4%	4,034	3.2%
Auto Dealers, Gas Stations, Auto Aftermarket	513	4.5%	3,075	2.4%
Apparel & Accessory Stores	188	1.7%	792	0.6%
Furniture & Home Furnishings	206	1.8%	1,145	0.9%
Eating & Drinking Places	591	5.2%	7,507	5.9%
Miscellaneous Retail	572	5.1%	4,703	3.7%
Finance, Insurance, Real Estate Summary	1,039	9.2%	4,126	3.3%
Banks, Savings & Lending Institutions	417	3.7%	2,060	1.6%
Securities Brokers	52	0.5%	183	0.1%
Insurance Carriers & Agents	244	2.2%	790	0.6%
Real Estate, Holding, Other Investment Offices	326	2.9%	1,093	0.9%
Services Summary	4,465	39.4%	47,210	37.3%
Hotels & Lodging	114	1.0%	1,822	1.4%
Automotive Services	402	3.6%	1,320	1.0%
Motion Pictures & Amusements	185	1.6%	859	0.7%
Health Services	532	4.7%	16,534	13.1%
Legal Services	112	1.0%	634	0.5%
Education Institutions & Libraries	282	2.5%	10,251	8.1%
Other Services	2,838	25.1%	15,790	12.5%
Government	694	6.1%	9,047	7.1%
Other	90	0.8%	308	0.2%
Totals	11,320	100.0%	126,588	100.0%
Agriculture, Forestry, Fishing and Hunting	170	1.5%	592	0.5%
Mining	10	0.1%	29	0.0%
Utilities	30	0.3%	702	0.6%
Construction	628	5.5%	4,800	3.8%
Manufacturing	333	2.9%	24,023	19.0%
Wholesale Trade	517	4.6%	5,223	4.1%
Retail Trade	2,167	19.1%	18,494	14.6%
Motor Vehicle and Parts Dealers	343	3.0%	1,887	1.5%
Furniture and Home Furnishings Stores	109	1.0%	496	0.4%
Electronics and Appliance Stores	74	0.7%	1,961	1.5%
Building Material and Garden Equipment and Supplies Dealers	185	1.6%	1,634	1.3%
Food and Beverage Stores	413	3.6%	4,021	3.2%
Health and Personal Care Stores	134	1.2%	766	0.6%
Gasoline Stations	170	1.5%	1,188	0.9%
Clothing and Clothing Accessories Stores	215	1.9%	881	0.7%
Sporting Goods, Hobby, Book, and Music Stores	101	0.9%	491	0.4%
General Merchandise Stores	134	1.2%	3,259	2.6%
Miscellaneous Store Retailers	277	2.4%	1,797	1.4%
Nonstore Retailers	12	0.1%	113	0.1%
Transportation and Warehousing	272	2.4%	2,575	2.0%
Information	191	1.7%	1,533	1.2%
Finance and Insurance	735	6.5%	3,112	2.5%
Central Bank; Credit Intermediation and Related Activities	436	3.9%	2,135	1.7%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	55	0.5%	187	0.1%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	244	2.2%	790	0.6%
Real Estate and Rental and Leasing	441	3.9%	1,411	1.1%
Professional, Scientific, and Technical Services	500	4.4%	2,718	2.1%
Legal Services	118	1.0%	644	0.5%
Management of Companies and Enterprises	5	0.0%	95	0.1%
Administrative and Support and Waste Management and Remediation Services	331	2.9%	1,958	1.5%
Educational Services	297	2.6%	10,182	8.0%
Health Care and Social Assistance	823	7.3%	22,051	17.4%
Arts, Entertainment, and Recreation	158	1.4%	787	0.6%
Accommodation and Food Services	708	6.3%	9,394	7.4%
Accommodation	114	1.0%	1,822	1.4%
Food Services and Drinking Places	594	5.2%	7,572	6.0%
Other Services (except Public Administration)	2,205	19.5%	7,412	5.9%
Automotive Repair and Maintenance	296	2.6%	911	0.7%
Public Administration	701	6.2%	9,118	7.2%
Unclassified Establishments	98	0.9%	379	0.3%
Totals	11,320	100.0%	126,588	100.0%

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