

PAL Total Trade Area



2000 Total Population	322,040
2000 Group Quarters	12,365
2010 Total Population	357,864
2015 Total Population	368,579
2010 - 2015 Annual Rate	0.59%



2000 Households	123,248
2000 Average Household Size	2.51
2010 Households	138,446
2010 Average Household Size	2.49
2015 Households	143,047
2015 Average Household Size	2.49
2010 - 2015 Annual Rate	0.66%
2000 Families	85,466
2000 Average Family Size	3.02
2010 Families	93,872
2010 Average Family Size	3.01
2015 Families	96,167
2015 Average Family Size	3.01
2010 - 2015 Annual Rate	0.48%



2000 Housing Units	129,868
Owner Occupied Housing Units	68.4%
Renter Occupied Housing Units	26.5%
Vacant Housing Units	5.1%
2010 Housing Units	147,124
Owner Occupied Housing Units	67.3%
Renter Occupied Housing Units	26.8%
Vacant Housing Units	5.9%
2015 Housing Units	154,154
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	26.4%
Vacant Housing Units	7.2%

Median Household Income

2000	\$45,686
2010	\$61,254
2015	\$69,827

Median Home Value

2000	\$120,352
2010	\$197,301
2015	\$247,320

Per Capita Income

2000	\$21,884
2010	\$28,071
2015	\$31,788

Median Age

2000	38.5
2010	41.3
2015	41.8

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	123,361
< \$15,000	13.8%
\$15,000 - \$24,999	11.5%
\$25,000 - \$34,999	12.4%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	11.8%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	1.8%
\$200,000 +	1.6%
Average Household Income	\$56,172

2010 Households by Income

Household Income Base	138,446
< \$15,000	8.8%
\$15,000 - \$24,999	8.5%
\$25,000 - \$34,999	9.4%
\$35,000 - \$49,999	13.1%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	20.1%
\$100,000 - \$149,999	12.1%
\$150,000 - \$199,999	3.4%
\$200,000 +	2.6%
Average Household Income	\$71,292

2015 Households by Income

Household Income Base	143,047
< \$15,000	7.4%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	7.2%
\$35,000 - \$49,999	10.0%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	21.0%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	4.6%
\$200,000 +	3.3%
Average Household Income	\$80,514

2000 Owner Occupied Housing Units by Value

Total	88,849
< \$50,000	4.1%
\$50,000 - \$99,999	30.8%
\$100,000 - \$149,999	33.9%
\$150,000 - \$199,999	16.8%
\$200,000 - \$299,999	10.3%
\$300,000 - \$499,999	3.2%
\$500,000 - \$999,999	0.7%
\$1,000,000+	0.1%
Average Home Value	\$140,200

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	34,090
With Cash Rent	95.1%
No Cash Rent	4.9%
Median Rent	\$505
Average Rent	\$514

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	322,030
Age 0 - 4	5.8%
Age 5 - 9	6.7%
Age 10 - 14	7.0%
Age 15 - 19	6.9%
Age 20 - 24	5.8%
Age 25 - 34	12.2%
Age 35 - 44	16.4%
Age 45 - 54	14.0%
Age 55 - 64	9.0%
Age 65 - 74	7.8%
Age 75 - 84	6.2%
Age 85+	2.1%
Age 18+	76.5%

2010 Population by Age

Total	357,864
Age 0 - 4	5.7%
Age 5 - 9	5.9%
Age 10 - 14	6.1%
Age 15 - 19	7.2%
Age 20 - 24	6.6%
Age 25 - 34	10.7%
Age 35 - 44	12.9%
Age 45 - 54	15.9%
Age 55 - 64	12.8%
Age 65 - 74	7.6%
Age 75 - 84	5.7%
Age 85+	2.8%
Age 18+	78.2%

2015 Population by Age

Total	368,579
Age 0 - 4	5.6%
Age 5 - 9	5.8%
Age 10 - 14	6.2%
Age 15 - 19	6.6%
Age 20 - 24	6.5%
Age 25 - 34	11.5%
Age 35 - 44	11.6%
Age 45 - 54	14.5%
Age 55 - 64	14.0%
Age 65 - 74	9.7%
Age 75 - 84	5.2%
Age 85+	2.8%
Age 18+	78.7%

2000 Population by Sex

Males	48.4%
Females	51.6%

2010 Population by Sex

Males	48.7%
Females	51.3%

2015 Population by Sex

Males	48.7%
Females	51.3%

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

PAL Total Trade Area



2000 Population by Race/Ethnicity

Total	322,039
White Alone	91.4%
Black Alone	2.7%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	3.0%
Two or More Races	1.4%
Hispanic Origin	6.6%
Diversity Index	26.8

2010 Population by Race/Ethnicity

Total	357,864
White Alone	86.3%
Black Alone	4.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.4%
Some Other Race Alone	4.7%
Two or More Races	2.0%
Hispanic Origin	10.6%
Diversity Index	39.4

2015 Population by Race/Ethnicity

Total	368,579
White Alone	84.5%
Black Alone	5.0%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.8%
Some Other Race Alone	5.2%
Two or More Races	2.2%
Hispanic Origin	12.4%
Diversity Index	43.8



2000 Population 3+ by School Enrollment

Total	310,990
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.7%
Enrolled in Grade 9-12	5.6%
Enrolled in College	5.5%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	73.0%

2010 Population 25+ by Educational Attainment

Total	244,963
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	8.3%
High School Graduate	36.1%
Some College, No Degree	16.6%
Associate Degree	8.3%
Bachelor's Degree	17.3%
Graduate/Professional Degree	9.3%

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

PAL Total Trade Area



2010 Population 15+ by Marital Status

Total	294,573
Never Married	27.0%
Married	56.9%
Widowed	7.3%
Divorced	8.8%



2000 Population 16+ by Employment Status

Total	254,982
In Labor Force	63.2%
Civilian Employed	60.2%
Civilian Unemployed	2.9%
In Armed Forces	0.0%
Not in Labor Force	36.8%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.7%
Civilian Unemployed	10.3%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.5%
Civilian Unemployed	8.5%

2000 Females 16+ by Employment Status and Age of Children

Total	133,563
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	5.3%
Employed/in Armed Forces	3.1%
Unemployed	0.1%
Not in Labor Force	2.1%
Own Children 6-17 Only	16.6%
Employed/in Armed Forces	12.8%
Unemployed	0.3%
Not in Labor Force	3.5%
No Own Children <18	71.5%
Employed/in Armed Forces	33.9%
Unemployed	1.7%
Not in Labor Force	35.9%

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

PAL Total Trade Area



2010 Employed Population 16+ by Industry

Total	163,353
Agriculture/Mining	0.7%
Construction	5.9%
Manufacturing	13.0%
Wholesale Trade	3.1%
Retail Trade	11.6%
Transportation/Utilities	5.2%
Information	2.4%
Finance/Insurance/Real Estate	6.0%
Services	48.3%
Public Administration	3.8%

2010 Employed Population 16+ by Occupation

Total	163,353
White Collar	61.9%
Management/Business/Financial	12.2%
Professional	23.7%
Sales	10.7%
Administrative Support	15.2%
Services	16.4%
Blue Collar	21.7%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	4.6%
Installation/Maintenance/Repair	4.1%
Production	6.7%
Transportation/Material Moving	6.1%



2000 Workers 16+ by Means of Transportation to Work

Total	150,989
Drove Alone - Car, Truck, or Van	82.1%
Carpooled - Car, Truck, or Van	9.8%
Public Transportation	1.2%
Walked	3.8%
Other Means	0.7%
Worked at Home	2.5%

2000 Workers 16+ by Travel Time to Work

Total	150,974
Did not Work at Home	97.5%
Less than 5 minutes	3.7%
5 to 9 minutes	12.5%
10 to 19 minutes	32.1%
20 to 24 minutes	14.5%
25 to 34 minutes	15.2%
35 to 44 minutes	4.7%
45 to 59 minutes	5.9%
60 to 89 minutes	6.1%
90 or more minutes	3.0%
Worked at Home	2.5%
Average Travel Time to Work (in min)	24.6

2000 Households by Vehicles Available

Total	123,252
None	9.1%
1	32.1%
2	40.4%
3	13.5%
4	3.6%
5+	1.3%
Average Number of Vehicles Available	1.8

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

PAL Total Trade Area



2000 Households by Type

Total	123,247
Family Households	69.3%
Married-couple Family	55.6%
With Related Children	24.7%
Other Family (No Spouse)	13.7%
With Related Children	8.3%
Nonfamily Households	30.7%
Householder Living Alone	25.5%
Householder Not Living Alone	5.2%
Households with Related Children	33.0%
Households with Persons 65+	28.3%

2000 Households by Size

Total	123,248
1 Person Household	25.5%
2 Person Household	34.1%
3 Person Household	17.0%
4 Person Household	14.7%
5 Person Household	6.2%
6 Person Household	1.8%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	123,248
Moved in 1999 to March 2000	14.9%
Moved in 1995 to 1998	23.9%
Moved in 1990 to 1994	14.9%
Moved in 1980 to 1989	17.9%
Moved in 1970 to 1979	11.6%
Moved in 1969 or Earlier	16.7%
Median Year Householder Moved In	1991



2000 Housing Units by Units in Structure

Total	129,877
1, Detached	57.6%
1, Attached	19.7%
2	5.4%
3 or 4	5.1%
5 to 9	3.9%
10 to 19	2.4%
20+	3.9%
Mobile Home	1.9%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	129,898
1999 to March 2000	1.8%
1995 to 1998	4.5%
1990 to 1994	5.6%
1980 to 1989	10.3%
1970 to 1979	11.8%
1969 or Earlier	66.1%
Median Year Structure Built	1956

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



PAL Total Trade Area

Total Businesses:	12,524			
Total Employees:	133,883			
Total Residential Population:	357,864			
Employee/Residential Population Ratio:	0.37			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	345	2.8%	1,125	0.8%
Construction	1,264	10.1%	5,107	3.8%
Manufacturing	486	3.9%	15,375	11.5%
Transportation	305	2.4%	4,123	3.1%
Communication	73	0.6%	921	0.7%
Utility	64	0.5%	759	0.6%
Wholesale Trade	618	4.9%	7,814	5.8%
Retail Trade Summary	2,637	21.1%	29,426	22.0%
Home Improvement	202	1.6%	1,996	1.5%
General Merchandise Stores	73	0.6%	2,078	1.6%
Food Stores	273	2.2%	4,153	3.1%
Auto Dealers, Gas Stations, Auto Aftermarket	305	2.4%	3,136	2.3%
Apparel & Accessory Stores	147	1.2%	934	0.7%
Furniture & Home Furnishings	207	1.7%	1,603	1.2%
Eating & Drinking Places	754	6.0%	7,014	5.2%
Miscellaneous Retail	676	5.4%	8,512	6.4%
Finance, Insurance, Real Estate Summary	953	7.6%	6,681	5.0%
Banks, Savings & Lending Institutions	266	2.1%	1,617	1.2%
Securities Brokers	111	0.9%	402	0.3%
Insurance Carriers & Agents	186	1.5%	2,780	2.1%
Real Estate, Holding, Other Investment Offices	390	3.1%	1,882	1.4%
Services Summary	4,919	39.3%	55,454	41.4%
Hotels & Lodging	54	0.4%	1,531	1.1%
Automotive Services	414	3.3%	1,280	1.0%
Motion Pictures & Amusements	332	2.7%	3,440	2.6%
Health Services	722	5.8%	18,257	13.6%
Legal Services	169	1.3%	702	0.5%
Education Institutions & Libraries	290	2.3%	12,659	9.5%
Other Services	2,938	23.5%	17,585	13.1%
Government	568	4.5%	6,497	4.9%
Other	292	2.3%	601	0.4%
Totals	12,524	100.0%	133,883	100.0%
Agriculture, Forestry, Fishing and Hunting	93	0.7%	183	0.1%
Mining	13	0.1%	172	0.1%
Utilities	35	0.3%	390	0.3%
Construction	1,352	10.8%	5,757	4.3%
Manufacturing	519	4.1%	15,271	11.4%
Wholesale Trade	600	4.8%	7,724	5.8%
Retail Trade	1,811	14.5%	22,132	16.5%
Motor Vehicle and Parts Dealers	234	1.9%	2,666	2.0%
Furniture and Home Furnishings Stores	80	0.6%	308	0.2%
Electronics and Appliance Stores	99	0.8%	637	0.5%
Building Material and Garden Equipment and Supplies Dealers	200	1.6%	1,994	1.5%
Food and Beverage Stores	221	1.8%	3,710	2.8%
Health and Personal Care Stores	151	1.2%	2,718	2.0%
Gasoline Stations	71	0.6%	470	0.4%
Clothing and Clothing Accessories Stores	185	1.5%	1,087	0.8%
Sporting Goods, Hobby, Book, and Music Stores	132	1.1%	1,544	1.2%
General Merchandise Stores	73	0.6%	2,078	1.6%
Miscellaneous Store Retailers	329	2.6%	4,626	3.5%
Nonstore Retailers	36	0.3%	294	0.2%
Transportation and Warehousing	229	1.8%	3,452	2.6%
Information	195	1.6%	1,821	1.4%
Finance and Insurance	565	4.5%	4,803	3.6%
Central Bank; Credit Intermediation and Related Activities	266	2.1%	1,614	1.2%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	113	0.9%	409	0.3%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	186	1.5%	2,780	2.1%
Real Estate and Rental and Leasing	431	3.4%	2,004	1.5%
Professional, Scientific, and Technical Services	930	7.4%	6,090	4.5%
Legal Services	230	1.8%	810	0.6%
Management of Companies and Enterprises	7	0.1%	49	0.0%
Administrative and Support and Waste Management and Remediation Services	520	4.2%	2,855	2.1%
Educational Services	346	2.8%	12,561	9.4%
Health Care and Social Assistance	1,035	8.3%	22,275	16.6%
Arts, Entertainment, and Recreation	249	2.0%	3,256	2.4%
Accommodation and Food Services	837	6.7%	8,837	6.6%
Accommodation	54	0.4%	1,531	1.1%
Food Services and Drinking Places	783	6.3%	7,306	5.5%
Other Services (except Public Administration)	1,896	15.1%	7,546	5.6%
Automotive Repair and Maintenance	340	2.7%	1,097	0.8%
Public Administration	570	4.6%	6,541	4.9%
Unclassified Establishments	291	2.3%	164	0.1%
Totals	12,524	100.0%	133,883	100.0%

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