

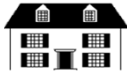
VAL Total Trade Area



2000 Total Population	411,532
2000 Group Quarters	15,245
2010 Total Population	495,109
2015 Total Population	531,577
2010 - 2015 Annual Rate	1.43%



2000 Households	158,331
2000 Average Household Size	2.50
2010 Households	193,530
2010 Average Household Size	2.48
2015 Households	208,815
2015 Average Household Size	2.47
2010 - 2015 Annual Rate	1.53%
2000 Families	111,776
2000 Average Family Size	2.97
2010 Families	133,172
2010 Average Family Size	2.98
2015 Families	142,576
2015 Average Family Size	2.98
2010 - 2015 Annual Rate	1.37%



2000 Housing Units	171,189
Owner Occupied Housing Units	66.8%
Renter Occupied Housing Units	25.7%
Vacant Housing Units	7.5%
2010 Housing Units	211,404
Owner Occupied Housing Units	65.9%
Renter Occupied Housing Units	25.7%
Vacant Housing Units	8.5%
2015 Housing Units	231,237
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	25.2%
Vacant Housing Units	9.7%

Median Household Income

2000	\$41,085
2010	\$50,694
2015	\$56,349

Median Home Value

2000	\$103,258
2010	\$175,371
2015	\$218,631

Per Capita Income

2000	\$19,718
2010	\$23,819
2015	\$26,286

Median Age

2000	37.4
2010	40.2
2015	40.8

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](#)

VAL Total Trade Area



2000 Households by Income

Household Income Base	158,303
< \$15,000	14.4%
\$15,000 - \$24,999	13.4%
\$25,000 - \$34,999	13.9%
\$35,000 - \$49,999	18.9%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	9.8%
\$100,000 - \$149,999	5.5%
\$150,000 - \$199,999	1.2%
\$200,000 +	1.0%
Average Household Income	\$49,716

2010 Households by Income

Household Income Base	193,530
< \$15,000	10.6%
\$15,000 - \$24,999	10.1%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	23.7%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	1.9%
\$200,000 +	1.4%
Average Household Income	\$59,735

2015 Households by Income

Household Income Base	208,815
< \$15,000	9.7%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	15.2%
\$50,000 - \$74,999	25.3%
\$75,000 - \$99,999	15.8%
\$100,000 - \$149,999	12.3%
\$150,000 - \$199,999	2.4%
\$200,000 +	1.9%
Average Household Income	\$65,649

2000 Owner Occupied Housing Units by Value

Total	114,303
< \$50,000	11.3%
\$50,000 - \$99,999	36.5%
\$100,000 - \$149,999	29.4%
\$150,000 - \$199,999	12.5%
\$200,000 - \$299,999	7.4%
\$300,000 - \$499,999	2.0%
\$500,000 - \$999,999	0.6%
\$1,000,000+	0.1%
Average Home Value	\$121,472

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	42,663
With Cash Rent	93.6%
No Cash Rent	6.4%
Median Rent	\$401
Average Rent	\$402

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

VAL Total Trade Area



2000 Population by Age

Total	411,528
Age 0 - 4	6.2%
Age 5 - 9	6.8%
Age 10 - 14	7.0%
Age 15 - 19	6.7%
Age 20 - 24	5.6%
Age 25 - 34	13.6%
Age 35 - 44	16.4%
Age 45 - 54	14.2%
Age 55 - 64	9.6%
Age 65 - 74	7.4%
Age 75 - 84	4.8%
Age 85+	1.5%
Age 18+	75.8%

2010 Population by Age

Total	495,109
Age 0 - 4	6.2%
Age 5 - 9	6.2%
Age 10 - 14	6.4%
Age 15 - 19	6.6%
Age 20 - 24	5.6%
Age 25 - 34	11.9%
Age 35 - 44	14.0%
Age 45 - 54	15.6%
Age 55 - 64	12.9%
Age 65 - 74	7.6%
Age 75 - 84	4.9%
Age 85+	2.0%
Age 18+	77.1%

2015 Population by Age

Total	531,577
Age 0 - 4	6.0%
Age 5 - 9	6.2%
Age 10 - 14	6.6%
Age 15 - 19	6.3%
Age 20 - 24	5.6%
Age 25 - 34	11.8%
Age 35 - 44	13.1%
Age 45 - 54	14.6%
Age 55 - 64	13.7%
Age 65 - 74	9.3%
Age 75 - 84	4.7%
Age 85+	2.1%
Age 18+	77.3%

2000 Population by Sex

Males	49.8%
Females	50.2%

2010 Population by Sex

Males	49.7%
Females	50.3%

2015 Population by Sex

Males	49.7%
Females	50.3%

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

VAL Total Trade Area



2000 Population by Race/Ethnicity

Total	411,529
White Alone	92.8%
Black Alone	4.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.6%
Two or More Races	1.0%
Hispanic Origin	1.5%
Diversity Index	16.1

2010 Population by Race/Ethnicity

Total	495,109
White Alone	89.8%
Black Alone	6.1%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	1.2%
Two or More Races	1.6%
Hispanic Origin	3.4%
Diversity Index	24.3

2015 Population by Race/Ethnicity

Total	531,577
White Alone	88.7%
Black Alone	6.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	1.3%
Two or More Races	1.8%
Hispanic Origin	4.0%
Diversity Index	26.9



2000 Population 3+ by School Enrollment

Total	396,038
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.6%
Enrolled in Grade 9-12	5.7%
Enrolled in College	3.2%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	76.4%

2010 Population 25+ by Educational Attainment

Total	341,446
Less than 9th Grade	4.6%
9th - 12th Grade, No Diploma	9.7%
High School Graduate	41.4%
Some College, No Degree	17.4%
Associate Degree	6.9%
Bachelor's Degree	12.0%
Graduate/Professional Degree	8.0%

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

VAL Total Trade Area



2010 Population 15+ by Marital Status

Total	401,797
Never Married	23.6%
Married	59.0%
Widowed	6.2%
Divorced	11.2%



2000 Population 16+ by Employment Status

Total	323,276
In Labor Force	63.8%
Civilian Employed	61.3%
Civilian Unemployed	2.3%
In Armed Forces	0.2%
Not in Labor Force	36.2%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	91.2%
Civilian Unemployed	8.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.7%
Civilian Unemployed	7.3%

2000 Females 16+ by Employment Status and Age of Children

Total	163,621
Own Children < 6 Only	7.2%
Employed/in Armed Forces	4.6%
Unemployed	0.2%
Not in Labor Force	2.3%
Own Children <6 and 6-17	5.9%
Employed/in Armed Forces	3.5%
Unemployed	0.2%
Not in Labor Force	2.3%
Own Children 6-17 Only	16.9%
Employed/in Armed Forces	12.9%
Unemployed	0.3%
Not in Labor Force	3.7%
No Own Children <18	70.0%
Employed/in Armed Forces	34.9%
Unemployed	1.5%
Not in Labor Force	33.6%

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

VAL Total Trade Area



2010 Employed Population 16+ by Industry

Total	210,584
Agriculture/Mining	2.1%
Construction	8.4%
Manufacturing	12.0%
Wholesale Trade	2.6%
Retail Trade	12.2%
Transportation/Utilities	4.7%
Information	1.7%
Finance/Insurance/Real Estate	6.5%
Services	42.2%
Public Administration	7.6%

2010 Employed Population 16+ by Occupation

Total	210,584
White Collar	56.1%
Management/Business/Financial	12.0%
Professional	19.1%
Sales	10.0%
Administrative Support	14.9%
Services	16.3%
Blue Collar	27.6%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	7.1%
Installation/Maintenance/Repair	4.7%
Production	7.6%
Transportation/Material Moving	7.6%



2000 Workers 16+ by Means of Transportation to Work

Total	195,402
Drove Alone - Car, Truck, or Van	80.0%
Carpooled - Car, Truck, or Van	12.7%
Public Transportation	0.9%
Walked	2.3%
Other Means	0.9%
Worked at Home	3.2%

2000 Workers 16+ by Travel Time to Work

Total	195,401
Did not Work at Home	96.8%
Less than 5 minutes	3.6%
5 to 9 minutes	10.4%
10 to 19 minutes	30.5%
20 to 24 minutes	13.8%
25 to 34 minutes	16.4%
35 to 44 minutes	5.3%
45 to 59 minutes	6.2%
60 to 89 minutes	6.0%
90 or more minutes	4.5%
Worked at Home	3.2%
Average Travel Time to Work (in min)	27.1

2000 Households by Vehicles Available

Total	158,326
None	7.2%
1	30.1%
2	40.8%
3	15.6%
4	4.6%
5+	1.6%
Average Number of Vehicles Available	1.9

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

VAL Total Trade Area



2000 Households by Type

Total	158,331
Family Households	70.6%
Married-couple Family	56.9%
With Related Children	24.8%
Other Family (No Spouse)	13.7%
With Related Children	9.3%
Nonfamily Households	29.4%
Householder Living Alone	24.2%
Householder Not Living Alone	5.2%
Households with Related Children	34.1%
Households with Persons 65+	24.7%

2000 Households by Size

Total	158,331
1 Person Household	24.2%
2 Person Household	36.0%
3 Person Household	17.5%
4 Person Household	14.2%
5 Person Household	5.5%
6 Person Household	1.7%
7+ Person Household	0.9%

2000 Households by Year Householder Moved In

Total	158,317
Moved in 1999 to March 2000	16.0%
Moved in 1995 to 1998	26.7%
Moved in 1990 to 1994	16.9%
Moved in 1980 to 1989	17.7%
Moved in 1970 to 1979	11.0%
Moved in 1969 or Earlier	11.7%
Median Year Householder Moved In	1993



2000 Housing Units by Units in Structure

Total	171,160
1, Detached	66.2%
1, Attached	7.9%
2	3.8%
3 or 4	3.9%
5 to 9	3.5%
10 to 19	2.8%
20+	1.9%
Mobile Home	9.9%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	171,165
1999 to March 2000	2.6%
1995 to 1998	8.0%
1990 to 1994	9.6%
1980 to 1989	15.9%
1970 to 1979	16.9%
1969 or Earlier	47.1%
Median Year Structure Built	1972

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



VAL Total Trade Area

Total Businesses:	16,639			
Total Employees:	185,724			
Total Residential Population:	495,109			
Employee/Residential Population Ratio:	0.38			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	548	3.3%	2,332	1.3%
Construction	1,794	10.8%	10,725	5.8%
Manufacturing	477	2.9%	15,754	8.5%
Transportation	446	2.7%	6,175	3.3%
Communication	127	0.8%	568	0.3%
Utility	67	0.4%	465	0.3%
Wholesale Trade	728	4.4%	13,086	7.0%
Retail Trade Summary	3,733	22.4%	41,566	22.4%
Home Improvement	254	1.5%	3,135	1.7%
General Merchandise Stores	109	0.7%	4,074	2.2%
Food Stores	355	2.1%	7,383	4.0%
Auto Dealers, Gas Stations, Auto Aftermarket	490	2.9%	4,242	2.3%
Apparel & Accessory Stores	182	1.1%	1,130	0.6%
Furniture & Home Furnishings	354	2.1%	2,613	1.4%
Eating & Drinking Places	951	5.7%	12,215	6.6%
Miscellaneous Retail	1,038	6.2%	6,774	3.6%
Finance, Insurance, Real Estate Summary	1,334	8.0%	8,773	4.7%
Banks, Savings & Lending Institutions	343	2.1%	4,234	2.3%
Securities Brokers	88	0.5%	227	0.1%
Insurance Carriers & Agents	301	1.8%	1,314	0.7%
Real Estate, Holding, Other Investment Offices	602	3.6%	2,998	1.6%
Services Summary	6,428	38.6%	74,593	40.2%
Hotels & Lodging	186	1.1%	2,891	1.6%
Automotive Services	616	3.7%	1,965	1.1%
Motion Pictures & Amusements	387	2.3%	13,765	7.4%
Health Services	690	4.1%	18,423	9.9%
Legal Services	203	1.2%	994	0.5%
Education Institutions & Libraries	364	2.2%	12,015	6.5%
Other Services	3,982	23.9%	24,540	13.2%
Government	738	4.4%	11,483	6.2%
Other	219	1.3%	204	0.1%
Totals	16,639	100.0%	185,724	100.0%
Agriculture, Forestry, Fishing and Hunting	247	1.5%	808	0.4%
Mining	16	0.1%	369	0.2%
Utilities	40	0.2%	230	0.1%
Construction	1,895	11.4%	11,168	6.0%
Manufacturing	509	3.1%	15,584	8.4%
Wholesale Trade	699	4.2%	12,967	7.0%
Retail Trade	2,703	16.2%	28,539	15.4%
Motor Vehicle and Parts Dealers	395	2.4%	3,467	1.9%
Furniture and Home Furnishings Stores	144	0.9%	927	0.5%
Electronics and Appliance Stores	150	0.9%	1,568	0.8%
Building Material and Garden Equipment and Supplies Dealers	241	1.4%	3,095	1.7%
Food and Beverage Stores	366	2.2%	7,068	3.8%
Health and Personal Care Stores	189	1.1%	1,887	1.0%
Gasoline Stations	95	0.6%	775	0.4%
Clothing and Clothing Accessories Stores	223	1.3%	1,331	0.7%
Sporting Goods, Hobby, Book, and Music Stores	223	1.3%	1,306	0.7%
General Merchandise Stores	109	0.7%	4,074	2.2%
Miscellaneous Store Retailers	525	3.2%	2,614	1.4%
Nonstore Retailers	43	0.3%	427	0.2%
Transportation and Warehousing	329	2.0%	5,789	3.1%
Information	282	1.7%	3,907	2.1%
Finance and Insurance	750	4.5%	5,811	3.1%
Central Bank; Credit Intermediation and Related Activities	346	2.1%	4,200	2.3%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	102	0.6%	296	0.2%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	302	1.8%	1,315	0.7%
Real Estate and Rental and Leasing	736	4.4%	3,177	1.7%
Professional, Scientific, and Technical Services	1,156	6.9%	7,833	4.2%
Legal Services	252	1.5%	1,134	0.6%
Management of Companies and Enterprises	7	0.0%	126	0.1%
Administrative and Support and Waste Management and Remediation Services	685	4.1%	3,112	1.7%
Educational Services	411	2.5%	12,019	6.5%
Health Care and Social Assistance	1,068	6.4%	22,668	12.2%
Arts, Entertainment, and Recreation	329	2.0%	13,830	7.4%
Accommodation and Food Services	1,143	6.9%	15,152	8.2%
Accommodation	186	1.1%	2,891	1.6%
Food Services and Drinking Places	957	5.8%	12,261	6.6%
Other Services (except Public Administration)	2,653	15.9%	10,789	5.8%
Automotive Repair and Maintenance	506	3.0%	1,619	0.9%
Public Administration	749	4.5%	11,546	6.2%
Unclassified Establishments	232	1.4%	300	0.2%
Totals	16,639	100.0%	185,724	100.0%

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