

## PHM Total Trade Area



2000 Total Population	572,793
2000 Group Quarters	26,273
2010 Total Population	630,769
2015 Total Population	645,314
2010 - 2015 Annual Rate	0.46%



2000 Households	214,675
2000 Average Household Size	2.55
2010 Households	239,490
2010 Average Household Size	2.53
2015 Households	245,841
2015 Average Household Size	2.52
2010 - 2015 Annual Rate	0.52%
2000 Families	150,864
2000 Average Family Size	3.02
2010 Families	165,077
2010 Average Family Size	3.03
2015 Families	168,658
2015 Average Family Size	3.03
2010 - 2015 Annual Rate	0.43%



<b>2000 Housing Units</b>	229,943
Owner Occupied Housing Units	59.5%
Renter Occupied Housing Units	33.8%
Vacant Housing Units	6.7%
<b>2010 Housing Units</b>	264,552
Owner Occupied Housing Units	57.5%
Renter Occupied Housing Units	33.0%
Vacant Housing Units	9.5%
<b>2015 Housing Units</b>	276,887
Owner Occupied Housing Units	56.7%
Renter Occupied Housing Units	32.1%
Vacant Housing Units	11.2%

### Median Household Income

2000	\$42,294
2010	\$55,654
2015	\$63,555

### Median Home Value

2000	\$104,873
2010	\$195,746
2015	\$264,324

### Per Capita Income

2000	\$20,508
2010	\$25,269
2015	\$29,176

### Median Age

2000	34.9
2010	36.8
2015	37.0

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](#)

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**2000 Households by Income**

Household Income Base	214,689
< \$15,000	14.4%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	17.7%
\$50,000 - \$74,999	21.0%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	6.7%
\$150,000 - \$199,999	1.6%
\$200,000 +	1.4%
Average Household Income	\$52,595

**2010 Households by Income**

Household Income Base	239,490
< \$15,000	10.2%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	17.1%
\$50,000 - \$74,999	24.4%
\$75,000 - \$99,999	16.2%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	2.5%
\$200,000 +	1.7%
Average Household Income	\$64,691

**2015 Households by Income**

Household Income Base	245,839
< \$15,000	8.1%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	27.6%
\$75,000 - \$99,999	16.6%
\$100,000 - \$149,999	16.2%
\$150,000 - \$199,999	3.9%
\$200,000 +	2.4%
Average Household Income	\$74,523

**2000 Owner Occupied Housing Units by Value**

Total	136,979
< \$50,000	7.7%
\$50,000 - \$99,999	39.3%
\$100,000 - \$149,999	27.2%
\$150,000 - \$199,999	12.4%
\$200,000 - \$299,999	8.5%
\$300,000 - \$499,999	3.6%
\$500,000 - \$999,999	1.0%
\$1,000,000+	0.2%
Average Home Value	\$132,384

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

Total	77,149
With Cash Rent	93.4%
No Cash Rent	6.6%
Median Rent	\$482
Average Rent	\$500

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	572,768
Age 0 - 4	6.7%
Age 5 - 9	7.4%
Age 10 - 14	7.5%
Age 15 - 19	7.4%
Age 20 - 24	7.3%
Age 25 - 34	13.7%
Age 35 - 44	17.1%
Age 45 - 54	12.9%
Age 55 - 64	8.7%
Age 65 - 74	6.2%
Age 75 - 84	3.8%
Age 85+	1.1%
Age 18+	74.1%

**2010 Population by Age**

Total	630,769
Age 0 - 4	6.7%
Age 5 - 9	6.4%
Age 10 - 14	6.3%
Age 15 - 19	7.3%
Age 20 - 24	7.7%
Age 25 - 34	13.3%
Age 35 - 44	13.1%
Age 45 - 54	15.0%
Age 55 - 64	11.5%
Age 65 - 74	7.0%
Age 75 - 84	4.1%
Age 85+	1.6%
Age 18+	76.7%

**2015 Population by Age**

Total	645,314
Age 0 - 4	6.6%
Age 5 - 9	6.4%
Age 10 - 14	6.4%
Age 15 - 19	6.5%
Age 20 - 24	7.4%
Age 25 - 34	14.1%
Age 35 - 44	12.6%
Age 45 - 54	13.2%
Age 55 - 64	12.5%
Age 65 - 74	8.5%
Age 75 - 84	4.2%
Age 85+	1.7%
Age 18+	77.2%

**2000 Population by Sex**

Males	48.7%
Females	51.3%

**2010 Population by Sex**

Males	48.8%
Females	51.2%

**2015 Population by Sex**

Males	48.9%
Females	51.1%

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	572,790
White Alone	61.6%
Black Alone	32.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.0%
Some Other Race Alone	1.0%
Two or More Races	2.1%
Hispanic Origin	2.8%
Diversity Index	53.9

**2010 Population by Race/Ethnicity**

Total	630,769
White Alone	59.7%
Black Alone	33.1%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.6%
Some Other Race Alone	1.4%
Two or More Races	2.8%
Hispanic Origin	4.3%
Diversity Index	57.2

**2015 Population by Race/Ethnicity**

Total	645,314
White Alone	59.2%
Black Alone	32.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.9%
Some Other Race Alone	1.6%
Two or More Races	3.1%
Hispanic Origin	5.1%
Diversity Index	58.5



**2000 Population 3+ by School Enrollment**

Total	549,821
Enrolled in Nursery/Preschool	2.0%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	12.8%
Enrolled in Grade 9-12	6.0%
Enrolled in College	6.1%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	70.4%

**2010 Population 25+ by Educational Attainment**

Total	414,266
Less than 9th Grade	3.2%
9th - 12th Grade, No Diploma	7.4%
High School Graduate	27.5%
Some College, No Degree	23.6%
Associate Degree	9.3%
Bachelor's Degree	17.4%
Graduate/Professional Degree	11.5%

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	508,584
Never Married	27.7%
Married	56.2%
Widowed	6.0%
Divorced	10.0%



**2000 Population 16+ by Employment Status**

Total	440,781
In Labor Force	65.4%
Civilian Employed	56.6%
Civilian Unemployed	3.7%
In Armed Forces	5.1%
Not in Labor Force	34.6%

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

Civilian Employed	90.9%
Civilian Unemployed	9.1%

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

Civilian Employed	93.2%
Civilian Unemployed	6.8%

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

Total	229,764
Own Children < 6 Only	7.9%
Employed/in Armed Forces	5.0%
Unemployed	0.4%
Not in Labor Force	2.5%
Own Children <6 and 6-17	6.0%
Employed/in Armed Forces	3.8%
Unemployed	0.2%
Not in Labor Force	2.1%
Own Children 6-17 Only	18.5%
Employed/in Armed Forces	14.1%
Unemployed	0.5%
Not in Labor Force	3.9%
No Own Children <18	67.5%
Employed/in Armed Forces	33.1%
Unemployed	2.5%
Not in Labor Force	31.9%

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	285,817
Agriculture/Mining	0.6%
Construction	7.2%
Manufacturing	9.5%
Wholesale Trade	1.9%
Retail Trade	11.6%
Transportation/Utilities	3.5%
Information	1.5%
Finance/Insurance/Real Estate	5.0%
Services	50.2%
Public Administration	9.0%

**2010 Employed Population 16+ by Occupation**

Total	285,817
White Collar	61.5%
Management/Business/Financial	13.1%
Professional	24.6%
Sales	10.6%
Administrative Support	13.2%
Services	17.6%
Blue Collar	20.9%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	4.0%
Production	5.1%
Transportation/Material Moving	5.0%



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

Total	267,255
Drove Alone - Car, Truck, or Van	80.2%
Carpooled - Car, Truck, or Van	12.3%
Public Transportation	1.9%
Walked	2.1%
Other Means	1.2%
Worked at Home	2.2%

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

Total	267,258
Did not Work at Home	97.8%
Less than 5 minutes	2.5%
5 to 9 minutes	9.2%
10 to 19 minutes	33.8%
20 to 24 minutes	14.9%
25 to 34 minutes	18.9%
35 to 44 minutes	5.6%
45 to 59 minutes	6.9%
60 to 89 minutes	3.7%
90 or more minutes	2.1%
Worked at Home	2.2%
Average Travel Time to Work (in min)	24.5

**2000 Households by Vehicles Available**

Total	214,683
None	8.3%
1	32.6%
2	39.4%
3	14.8%
4	3.7%
5+	1.1%
Average Number of Vehicles Available	1.8

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	214,677
Family Households	70.3%
Married-couple Family	51.8%
With Related Children	24.7%
Other Family (No Spouse)	18.5%
With Related Children	13.1%
Nonfamily Households	29.7%
Householder Living Alone	24.0%
Householder Not Living Alone	5.7%
Households with Related Children	37.7%
Households with Persons 65+	21.2%

**2000 Households by Size**

Total	214,675
1 Person Household	24.0%
2 Person Household	33.9%
3 Person Household	18.6%
4 Person Household	14.7%
5 Person Household	5.9%
6 Person Household	1.9%
7+ Person Household	0.9%

**2000 Households by Year Householder Moved In**

Total	214,688
Moved in 1999 to March 2000	21.8%
Moved in 1995 to 1998	29.9%
Moved in 1990 to 1994	15.8%
Moved in 1980 to 1989	14.9%
Moved in 1970 to 1979	8.0%
Moved in 1969 or Earlier	9.6%
Median Year Householder Moved In	1995



**2000 Housing Units by Units in Structure**

Total	229,961
1, Detached	63.6%
1, Attached	7.7%
2	1.8%
3 or 4	4.9%
5 to 9	7.7%
10 to 19	5.3%
20+	4.6%
Mobile Home	4.3%
Other	0.0%

**2000 Housing Units by Year Structure Built**

Total	229,920
1999 to March 2000	2.3%
1995 to 1998	8.1%
1990 to 1994	10.4%
1980 to 1989	20.2%
1970 to 1979	18.5%
1969 or Earlier	40.5%
Median Year Structure Built	1975

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



PHM Total Trade Area

Total Businesses:			20,181	
Total Employees:			252,480	
Total Residential Population:			630,769	
Employee/Residential Population Ratio:			0.40	
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	494	2.4%	2,512	1.0%
Construction	1,850	9.2%	12,375	4.9%
Manufacturing	479	2.4%	31,053	12.3%
Transportation	560	2.8%	4,382	1.7%
Communication	116	0.6%	1,464	0.6%
Utility	49	0.2%	309	0.1%
Wholesale Trade	672	3.3%	12,862	5.1%
Retail Trade Summary	4,562	22.6%	51,303	20.3%
Home Improvement	285	1.4%	2,810	1.1%
General Merchandise Stores	158	0.8%	6,219	2.5%
Food Stores	489	2.4%	6,255	2.5%
Auto Dealers, Gas Stations, Auto Aftermarket	517	2.6%	6,007	2.4%
Apparel & Accessory Stores	389	1.9%	1,905	0.8%
Furniture & Home Furnishings	366	1.8%	2,083	0.8%
Eating & Drinking Places	1,231	6.1%	19,934	7.9%
Miscellaneous Retail	1,127	5.6%	6,090	2.4%
Finance, Insurance, Real Estate Summary	2,061	10.2%	16,136	6.4%
Banks, Savings & Lending Institutions	505	2.5%	3,996	1.6%
Securities Brokers	179	0.9%	609	0.2%
Insurance Carriers & Agents	352	1.7%	1,249	0.5%
Real Estate, Holding, Other Investment Offices	1,025	5.1%	10,282	4.1%
Services Summary	8,157	40.4%	101,630	40.3%
Hotels & Lodging	285	1.4%	7,101	2.8%
Automotive Services	585	2.9%	2,513	1.0%
Motion Pictures & Amusements	491	2.4%	5,366	2.1%
Health Services	1,034	5.1%	21,771	8.6%
Legal Services	221	1.1%	1,357	0.5%
Education Institutions & Libraries	433	2.1%	24,397	9.7%
Other Services	5,108	25.3%	39,125	15.5%
Government	763	3.8%	17,425	6.9%
Other	418	2.1%	1,029	0.4%
<b>Totals</b>	<b>20,181</b>	<b>100.0%</b>	<b>252,480</b>	<b>100.0%</b>
Agriculture, Forestry, Fishing and Hunting	82	0.4%	157	0.1%
Mining	14	0.1%	89	0.0%
Utilities	15	0.1%	82	0.0%
Construction	1,985	9.8%	13,020	5.2%
Manufacturing	521	2.6%	30,365	12.0%
Wholesale Trade	653	3.2%	12,796	5.1%
Retail Trade	3,243	16.1%	30,874	12.2%
Motor Vehicle and Parts Dealers	396	2.0%	5,438	2.2%
Furniture and Home Furnishings Stores	177	0.9%	1,104	0.4%
Electronics and Appliance Stores	158	0.8%	710	0.3%
Building Material and Garden Equipment and Supplies Dealers	277	1.4%	2,774	1.1%
Food and Beverage Stores	433	2.1%	6,057	2.4%
Health and Personal Care Stores	221	1.1%	1,477	0.6%
Gasoline Stations	121	0.6%	569	0.2%
Clothing and Clothing Accessories Stores	457	2.3%	2,186	0.9%
Sporting Goods, Hobby, Book, and Music Stores	227	1.1%	1,162	0.5%
General Merchandise Stores	158	0.8%	6,219	2.5%
Miscellaneous Store Retailers	550	2.7%	2,764	1.1%
Nonstore Retailers	68	0.3%	414	0.2%
Transportation and Warehousing	426	2.1%	3,818	1.5%
Information	298	1.5%	5,012	2.0%
Finance and Insurance	1062	5.3%	9,929	3.9%
Central Bank; Credit Intermediation and Related Activities	520	2.6%	4,036	1.6%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	185	0.9%	4,630	1.8%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	357	1.8%	1,263	0.5%
Real Estate and Rental and Leasing	1,175	5.8%	7,151	2.8%
Professional, Scientific, and Technical Services	1,524	7.6%	10,222	4.0%
Legal Services	301	1.5%	1,562	0.6%
Management of Companies and Enterprises	8	0.0%	24	0.0%
Administrative and Support and Waste Management and Remediation Services	992	4.9%	10,428	4.1%
Educational Services	473	2.3%	23,841	9.4%
Health Care and Social Assistance	1,488	7.4%	26,490	10.5%
Arts, Entertainment, and Recreation	459	2.3%	8,351	3.3%
Accommodation and Food Services	1,529	7.6%	27,167	10.8%
Accommodation	285	1.4%	7,101	2.8%
Food Services and Drinking Places	1,244	6.2%	20,066	7.9%
Other Services (except Public Administration)	3,034	15.0%	14,059	5.6%
Automotive Repair and Maintenance	398	2.0%	1,761	0.7%
Public Administration	769	3.8%	17,532	6.9%
Unclassified Establishments	431	2.1%	1,073	0.4%
<b>Totals</b>	<b>20,181</b>	<b>100.0%</b>	<b>252,480</b>	<b>100.0%</b>

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