

LOG Total Trade Area



2000 Total Population	617,156
2000 Group Quarters	37,647
2010 Total Population	609,848
2015 Total Population	602,085
2010 - 2015 Annual Rate	-0.26%



2000 Households	240,717
2000 Average Household Size	2.41
2010 Households	240,474
2010 Average Household Size	2.35
2015 Households	238,557
2015 Average Household Size	2.34
2010 - 2015 Annual Rate	-0.16%
2000 Families	158,247
2000 Average Family Size	2.94
2010 Families	153,414
2010 Average Family Size	2.89
2015 Families	150,632
2015 Average Family Size	2.88
2010 - 2015 Annual Rate	-0.37%



2000 Housing Units	266,962
Owner Occupied Housing Units	64.8%
Renter Occupied Housing Units	25.4%
Vacant Housing Units	9.9%
2010 Housing Units	276,202
Owner Occupied Housing Units	61.7%
Renter Occupied Housing Units	25.3%
Vacant Housing Units	12.9%
2015 Housing Units	278,086
Owner Occupied Housing Units	60.7%
Renter Occupied Housing Units	25.0%
Vacant Housing Units	14.2%

Median Household Income

2000	\$31,972
2010	\$40,895
2015	\$47,521

Median Home Value

2000	\$70,813
2010	\$116,352
2015	\$143,645

Per Capita Income

2000	\$16,580
2010	\$20,919
2015	\$23,528

Median Age

2000	37.9
2010	40.1
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](#)

LOG Total Trade Area



2000 Households by Income

Household Income Base	240,984
< \$15,000	21.3%
\$15,000 - \$24,999	17.5%
\$25,000 - \$34,999	15.4%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	16.7%
\$75,000 - \$99,999	6.4%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	0.7%
\$200,000 +	0.9%
Average Household Income	\$41,142

2010 Households by Income

Household Income Base	240,474
< \$15,000	14.9%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	21.6%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	1.1%
\$200,000 +	1.1%
Average Household Income	\$50,496

2015 Households by Income

Household Income Base	238,557
< \$15,000	13.5%
\$15,000 - \$24,999	12.6%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	15.3%
\$50,000 - \$74,999	24.4%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	1.6%
\$200,000 +	1.5%
Average Household Income	\$56,454

2000 Owner Occupied Housing Units by Value

Total	172,901
< \$50,000	30.9%
\$50,000 - \$99,999	42.9%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	5.7%
\$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	\$85,522

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	66,546
With Cash Rent	91.4%
No Cash Rent	8.6%
Median Rent	\$336
Average Rent	\$375

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

LOG Total Trade Area



2000 Population by Age

Total	617,180
Age 0 - 4	5.2%
Age 5 - 9	5.8%
Age 10 - 14	6.2%
Age 15 - 19	7.6%
Age 20 - 24	8.8%
Age 25 - 34	12.3%
Age 35 - 44	14.6%
Age 45 - 54	13.5%
Age 55 - 64	9.3%
Age 65 - 74	8.4%
Age 75 - 84	6.3%
Age 85+	2.0%
Age 18+	79.0%

2010 Population by Age

Total	609,848
Age 0 - 4	5.0%
Age 5 - 9	5.1%
Age 10 - 14	5.3%
Age 15 - 19	7.3%
Age 20 - 24	9.2%
Age 25 - 34	11.7%
Age 35 - 44	12.4%
Age 45 - 54	14.3%
Age 55 - 64	12.8%
Age 65 - 74	8.0%
Age 75 - 84	5.9%
Age 85+	2.8%
Age 18+	81.1%

2015 Population by Age

Total	602,085
Age 0 - 4	4.9%
Age 5 - 9	5.0%
Age 10 - 14	5.4%
Age 15 - 19	7.0%
Age 20 - 24	9.3%
Age 25 - 34	11.5%
Age 35 - 44	11.9%
Age 45 - 54	12.8%
Age 55 - 64	13.8%
Age 65 - 74	9.9%
Age 75 - 84	5.6%
Age 85+	2.9%
Age 18+	81.5%

2000 Population by Sex

Males	49.4%
Females	50.6%

2010 Population by Sex

Males	50.0%
Females	50.0%

2015 Population by Sex

Males	50.1%
Females	49.9%

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

LOG Total Trade Area



2000 Population by Race/Ethnicity

Total	617,153
White Alone	95.2%
Black Alone	2.5%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.2%
Some Other Race Alone	0.3%
Two or More Races	0.7%
Hispanic Origin	0.9%
Diversity Index	10.8

2010 Population by Race/Ethnicity

Total	609,848
White Alone	93.7%
Black Alone	3.1%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.7%
Some Other Race Alone	0.4%
Two or More Races	1.0%
Hispanic Origin	1.3%
Diversity Index	14.4

2015 Population by Race/Ethnicity

Total	602,085
White Alone	92.8%
Black Alone	3.4%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	2.0%
Some Other Race Alone	0.5%
Two or More Races	1.1%
Hispanic Origin	1.6%
Diversity Index	16.3



2000 Population 3+ by School Enrollment

Total	598,532
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.1%
Enrolled in Grade 1-8	10.1%
Enrolled in Grade 9-12	5.5%
Enrolled in College	8.0%
Enrolled in Grad/Prof School	1.2%
Not Enrolled in School	72.6%

2010 Population 25+ by Educational Attainment

Total	414,532
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	7.8%
High School Graduate	46.1%
Some College, No Degree	13.6%
Associate Degree	7.6%
Bachelor's Degree	12.1%
Graduate/Professional Degree	8.6%

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

LOG Total Trade Area



2010 Population 15+ by Marital Status

Total	515,450
Never Married	30.8%
Married	52.9%
Widowed	7.9%
Divorced	8.5%



2000 Population 16+ by Employment Status

Total	503,537
In Labor Force	56.8%
Civilian Employed	52.9%
Civilian Unemployed	3.8%
In Armed Forces	0.1%
Not in Labor Force	43.2%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	90.2%
Civilian Unemployed	9.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.8%
Civilian Unemployed	8.2%

2000 Females 16+ by Employment Status and Age of Children

Total	257,011
Own Children < 6 Only	5.7%
Employed/in Armed Forces	3.5%
Unemployed	0.3%
Not in Labor Force	1.9%
Own Children <6 and 6-17	4.4%
Employed/in Armed Forces	2.6%
Unemployed	0.2%
Not in Labor Force	1.7%
Own Children 6-17 Only	15.1%
Employed/in Armed Forces	11.0%
Unemployed	0.5%
Not in Labor Force	3.7%
No Own Children <18	74.7%
Employed/in Armed Forces	30.4%
Unemployed	2.4%
Not in Labor Force	42.0%

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

LOG Total Trade Area



2010 Employed Population 16+ by Industry

Total	276,178
Agriculture/Mining	2.1%
Construction	5.9%
Manufacturing	10.4%
Wholesale Trade	2.8%
Retail Trade	12.3%
Transportation/Utilities	5.8%
Information	1.4%
Finance/Insurance/Real Estate	4.4%
Services	49.8%
Public Administration	5.1%

2010 Employed Population 16+ by Occupation

Total	276,178
White Collar	56.6%
Management/Business/Financial	9.8%
Professional	23.3%
Sales	10.5%
Administrative Support	13.0%
Services	18.6%
Blue Collar	24.8%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	5.4%
Installation/Maintenance/Repair	4.3%
Production	6.8%
Transportation/Material Moving	7.9%



2000 Workers 16+ by Means of Transportation to Work

Total	261,946
Drove Alone - Car, Truck, or Van	77.9%
Carpooled - Car, Truck, or Van	11.2%
Public Transportation	1.4%
Walked	5.7%
Other Means	0.9%
Worked at Home	2.8%

2000 Workers 16+ by Travel Time to Work

Total	261,957
Did not Work at Home	97.2%
Less than 5 minutes	5.2%
5 to 9 minutes	16.4%
10 to 19 minutes	36.9%
20 to 24 minutes	12.7%
25 to 34 minutes	12.2%
35 to 44 minutes	3.7%
45 to 59 minutes	4.5%
60 to 89 minutes	2.9%
90 or more minutes	2.8%
Worked at Home	2.8%
Average Travel Time to Work (in min)	21.4

2000 Households by Vehicles Available

Total	240,713
None	10.0%
1	35.1%
2	38.3%
3	12.2%
4	3.2%
5+	1.1%
Average Number of Vehicles Available	1.7

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

LOG Total Trade Area



2000 Households by Type

Total	240,724
Family Households	65.7%
Married-couple Family	52.7%
With Related Children	21.9%
Other Family (No Spouse)	13.1%
With Related Children	7.7%
Nonfamily Households	34.3%
Householder Living Alone	28.2%
Householder Not Living Alone	6.1%
Households with Related Children	29.5%
Households with Persons 65+	29.5%

2000 Households by Size

Total	240,717
1 Person Household	28.2%
2 Person Household	34.3%
3 Person Household	16.7%
4 Person Household	13.4%
5 Person Household	5.2%
6 Person Household	1.6%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	240,708
Moved in 1999 to March 2000	14.7%
Moved in 1995 to 1998	21.6%
Moved in 1990 to 1994	14.3%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	12.9%
Moved in 1969 or Earlier	19.6%
Median Year Householder Moved In	1990



2000 Housing Units by Units in Structure

Total	267,064
1, Detached	68.6%
1, Attached	4.5%
2	4.9%
3 or 4	3.9%
5 to 9	3.0%
10 to 19	2.0%
20+	4.8%
Mobile Home	8.0%
Other	0.2%

2000 Housing Units by Year Structure Built

Total	266,928
1999 to March 2000	1.2%
1995 to 1998	4.1%
1990 to 1994	4.7%
1980 to 1989	9.6%
1970 to 1979	15.0%
1969 or Earlier	65.4%
Median Year Structure Built	1955

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



LOG Total Trade Area

Total Businesses:	23,067			
Total Employees:	273,138			
Total Residential Population:	609,848			
Employee/Residential Population Ratio:	0.45			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	559	2.4%	4,101	1.5%
Construction	1,709	7.4%	9,497	3.5%
Manufacturing	854	3.7%	28,800	10.5%
Transportation	666	2.9%	10,459	3.8%
Communication	174	0.8%	1,464	0.5%
Utility	134	0.6%	1,377	0.5%
Wholesale Trade	1,053	4.6%	14,168	5.2%
Retail Trade Summary	5,322	23.1%	57,101	20.9%
Home Improvement	382	1.7%	3,007	1.1%
General Merchandise Stores	211	0.9%	7,336	2.7%
Food Stores	462	2.0%	7,454	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	795	3.4%	6,027	2.2%
Apparel & Accessory Stores	278	1.2%	3,076	1.1%
Furniture & Home Furnishings	453	2.0%	2,230	0.8%
Eating & Drinking Places	1,350	5.9%	19,840	7.3%
Miscellaneous Retail	1,391	6.0%	8,131	3.0%
Finance, Insurance, Real Estate Summary	1,749	7.6%	12,319	4.5%
Banks, Savings & Lending Institutions	513	2.2%	4,420	1.6%
Securities Brokers	177	0.8%	767	0.3%
Insurance Carriers & Agents	471	2.0%	3,312	1.2%
Real Estate, Holding, Other Investment Offices	588	2.5%	3,820	1.4%
Services Summary	9,321	40.4%	112,149	41.1%
Hotels & Lodging	237	1.0%	6,326	2.3%
Automotive Services	923	4.0%	4,276	1.6%
Motion Pictures & Amusements	544	2.4%	4,609	1.7%
Health Services	1,245	5.4%	37,984	13.9%
Legal Services	266	1.2%	1,175	0.4%
Education Institutions & Libraries	555	2.4%	22,907	8.4%
Other Services	5,551	24.1%	34,872	12.8%
Government	1,351	5.9%	20,488	7.5%
Other	175	0.8%	1,215	0.4%
Totals	23,067	100.0%	273,138	100.0%
Agriculture, Forestry, Fishing and Hunting	240	1.0%	1,326	0.5%
Mining	59	0.3%	739	0.3%
Utilities	75	0.3%	800	0.3%
Construction	1,790	7.8%	9,778	3.6%
Manufacturing	867	3.8%	27,803	10.2%
Wholesale Trade	1,021	4.4%	14,062	5.1%
Retail Trade	3,874	16.8%	36,240	13.3%
Motor Vehicle and Parts Dealers	659	2.9%	4,639	1.7%
Furniture and Home Furnishings Stores	211	0.9%	1,055	0.4%
Electronics and Appliance Stores	201	0.9%	973	0.4%
Building Material and Garden Equipment and Supplies Dealers	367	1.6%	2,922	1.1%
Food and Beverage Stores	419	1.8%	6,748	2.5%
Health and Personal Care Stores	314	1.4%	2,811	1.0%
Gasoline Stations	136	0.6%	1,388	0.5%
Clothing and Clothing Accessories Stores	348	1.5%	3,396	1.2%
Sporting Goods, Hobby, Book, and Music Stores	271	1.2%	1,448	0.5%
General Merchandise Stores	211	0.9%	7,336	2.7%
Miscellaneous Store Retailers	679	2.9%	2,952	1.1%
Nonstore Retailers	58	0.3%	572	0.2%
Transportation and Warehousing	520	2.3%	9,630	3.5%
Information	416	1.8%	4,512	1.7%
Finance and Insurance	1,170	5.1%	8,522	3.1%
Central Bank; Credit Intermediation and Related Activities	517	2.2%	4,427	1.6%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	180	0.8%	772	0.3%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	473	2.1%	3,323	1.2%
Real Estate and Rental and Leasing	812	3.5%	4,275	1.6%
Professional, Scientific, and Technical Services	1,399	6.1%	10,529	3.9%
Legal Services	322	1.4%	1,320	0.5%
Management of Companies and Enterprises	11	0.0%	716	0.3%
Administrative and Support and Waste Management and Remediation Services	736	3.2%	5,963	2.2%
Educational Services	584	2.5%	22,224	8.1%
Health Care and Social Assistance	1,918	8.3%	46,374	17.0%
Arts, Entertainment, and Recreation	437	1.9%	4,335	1.6%
Accommodation and Food Services	1,601	6.9%	26,413	9.7%
Accommodation	237	1.0%	6,326	2.3%
Food Services and Drinking Places	1,364	5.9%	20,087	7.4%
Other Services (except Public Administration)	3,984	17.3%	16,928	6.2%
Automotive Repair and Maintenance	738	3.2%	3,322	1.2%
Public Administration	1,364	5.9%	20,689	7.6%
Unclassified Establishments	189	0.8%	1,280	0.5%
Totals	23,067	100.0%	273,138	100.0%

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