

## GAD Total Trade Area



2000 Total Population	422,106
2000 Group Quarters	8,840
2010 Total Population	447,612
2015 Total Population	461,570
2010 - 2015 Annual Rate	0.62%



2000 Households	166,398
2000 Average Household Size	2.48
2010 Households	178,204
2010 Average Household Size	2.46
2015 Households	184,147
2015 Average Household Size	2.46
2010 - 2015 Annual Rate	0.66%
2000 Families	119,353
2000 Average Family Size	2.96
2010 Families	125,216
2010 Average Family Size	2.95
2015 Families	128,504
2015 Average Family Size	2.96
2010 - 2015 Annual Rate	0.52%



<b>2000 Housing Units</b>	189,418
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	21.5%
Vacant Housing Units	12.1%
<b>2010 Housing Units</b>	210,525
Owner Occupied Housing Units	64.2%
Renter Occupied Housing Units	20.5%
Vacant Housing Units	15.4%
<b>2015 Housing Units</b>	220,177
Owner Occupied Housing Units	63.5%
Renter Occupied Housing Units	20.1%
Vacant Housing Units	16.4%

### Median Household Income

2000	\$31,712
2010	\$37,142
2015	\$39,767

### Median Home Value

2000	\$67,780
2010	\$96,650
2015	\$116,389

### Per Capita Income

2000	\$16,712
2010	\$18,891
2015	\$19,340

### Median Age

2000	37.1
2010	39.7
2015	40.7

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](#)

## GAD Total Trade Area



### 2000 Households by Income

Household Income Base	166,651
< \$15,000	23.3%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	15.1%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	16.5%
\$75,000 - \$99,999	6.3%
\$100,000 - \$149,999	3.6%
\$150,000 - \$199,999	0.9%
\$200,000 +	1.0%
Average Household Income	\$41,771

### 2010 Households by Income

Household Income Base	178,204
< \$15,000	18.1%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	16.4%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	21.8%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	0.9%
\$200,000 +	1.0%
Average Household Income	\$46,825

### 2015 Households by Income

Household Income Base	184,147
< \$15,000	17.3%
\$15,000 - \$24,999	10.9%
\$25,000 - \$34,999	16.3%
\$35,000 - \$49,999	18.1%
\$50,000 - \$74,999	23.3%
\$75,000 - \$99,999	7.1%
\$100,000 - \$149,999	5.2%
\$150,000 - \$199,999	0.9%
\$200,000 +	1.0%
Average Household Income	\$47,788

### 2000 Owner Occupied Housing Units by Value

Total	125,880
< \$50,000	34.0%
\$50,000 - \$99,999	40.1%
\$100,000 - \$149,999	13.8%
\$150,000 - \$199,999	5.9%
\$200,000 - \$299,999	3.9%
\$300,000 - \$499,999	1.5%
\$500,000 - \$999,999	0.5%
\$1,000,000+	0.2%
Average Home Value	\$87,863

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

Total	39,251
With Cash Rent	87.1%
No Cash Rent	12.9%
Median Rent	\$290
Average Rent	\$283

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

**GAD Total Trade Area**



**2000 Population by Age**

Total	422,110
Age 0 - 4	6.5%
Age 5 - 9	6.8%
Age 10 - 14	6.8%
Age 15 - 19	6.9%
Age 20 - 24	6.4%
Age 25 - 34	13.5%
Age 35 - 44	14.9%
Age 45 - 54	13.8%
Age 55 - 64	10.0%
Age 65 - 74	7.9%
Age 75 - 84	4.8%
Age 85+	1.6%
Age 18+	75.8%

**2010 Population by Age**

Total	447,612
Age 0 - 4	6.4%
Age 5 - 9	6.4%
Age 10 - 14	6.5%
Age 15 - 19	6.5%
Age 20 - 24	5.5%
Age 25 - 34	12.2%
Age 35 - 44	13.7%
Age 45 - 54	14.6%
Age 55 - 64	13.0%
Age 65 - 74	8.1%
Age 75 - 84	5.0%
Age 85+	2.0%
Age 18+	76.8%

**2015 Population by Age**

Total	461,570
Age 0 - 4	6.2%
Age 5 - 9	6.3%
Age 10 - 14	6.6%
Age 15 - 19	6.5%
Age 20 - 24	5.8%
Age 25 - 34	11.1%
Age 35 - 44	13.3%
Age 45 - 54	13.7%
Age 55 - 64	13.8%
Age 65 - 74	9.7%
Age 75 - 84	5.0%
Age 85+	2.1%
Age 18+	77.0%

**2000 Population by Sex**

Males	48.6%
Females	51.4%

**2010 Population by Sex**

Males	49.1%
Females	50.9%

**2015 Population by Sex**

Males	49.3%
Females	50.7%

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

## GAD Total Trade Area



### 2000 Population by Race/Ethnicity

Total	422,094
White Alone	85.6%
Black Alone	10.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	1.7%
Two or More Races	1.0%
Hispanic Origin	3.4%
Diversity Index	30.4

### 2010 Population by Race/Ethnicity

Total	447,612
White Alone	83.1%
Black Alone	11.3%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	3.2%
Two or More Races	1.5%
Hispanic Origin	6.5%
Diversity Index	38.2

### 2015 Population by Race/Ethnicity

Total	461,570
White Alone	82.2%
Black Alone	11.5%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	3.6%
Two or More Races	1.6%
Hispanic Origin	7.7%
Diversity Index	40.9



### 2000 Population 3+ by School Enrollment

Total	406,199
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	11.4%
Enrolled in Grade 9-12	5.3%
Enrolled in College	3.8%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	76.0%

### 2010 Population 25+ by Educational Attainment

Total	307,253
Less than 9th Grade	7.6%
9th - 12th Grade, No Diploma	14.0%
High School Graduate	36.4%
Some College, No Degree	20.3%
Associate Degree	7.2%
Bachelor's Degree	8.9%
Graduate/Professional Degree	5.6%

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

**GAD Total Trade Area**



**2010 Population 15+ by Marital Status**

Total	361,009
Never Married	20.6%
Married	59.2%
Widowed	7.8%
Divorced	12.4%



**2000 Population 16+ by Employment Status**

Total	331,527
In Labor Force	58.2%
Civilian Employed	54.7%
Civilian Unemployed	3.4%
In Armed Forces	0.1%
Not in Labor Force	41.8%

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

Civilian Employed	87.9%
Civilian Unemployed	12.1%

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

Civilian Employed	90.4%
Civilian Unemployed	9.6%

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

Total	173,276
Own Children < 6 Only	7.8%
Employed/in Armed Forces	4.3%
Unemployed	0.5%
Not in Labor Force	3.0%
Own Children <6 and 6-17	5.7%
Employed/in Armed Forces	3.1%
Unemployed	0.2%
Not in Labor Force	2.4%
Own Children 6-17 Only	17.0%
Employed/in Armed Forces	11.6%
Unemployed	0.5%
Not in Labor Force	4.9%
No Own Children <18	69.6%
Employed/in Armed Forces	27.9%
Unemployed	2.0%
Not in Labor Force	39.7%

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

**GAD Total Trade Area**



**2010 Employed Population 16+ by Industry**

Total	170,632
Agriculture/Mining	1.7%
Construction	7.3%
Manufacturing	18.5%
Wholesale Trade	3.4%
Retail Trade	13.1%
Transportation/Utilities	5.0%
Information	1.3%
Finance/Insurance/Real Estate	4.3%
Services	40.1%
Public Administration	5.3%

**2010 Employed Population 16+ by Occupation**

Total	170,632
White Collar	50.6%
Management/Business/Financial	10.0%
Professional	18.0%
Sales	11.7%
Administrative Support	10.9%
Services	15.8%
Blue Collar	33.6%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	6.2%
Production	11.5%
Transportation/Material Moving	8.5%



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

Total	178,331
Drove Alone - Car, Truck, or Van	83.2%
Carpooled - Car, Truck, or Van	12.6%
Public Transportation	0.2%
Walked	1.1%
Other Means	0.7%
Worked at Home	2.2%

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

Total	178,350
Did not Work at Home	97.8%
Less than 5 minutes	3.5%
5 to 9 minutes	11.1%
10 to 19 minutes	32.9%
20 to 24 minutes	14.4%
25 to 34 minutes	16.3%
35 to 44 minutes	4.6%
45 to 59 minutes	7.2%
60 to 89 minutes	4.6%
90 or more minutes	3.2%
Worked at Home	2.2%
Average Travel Time to Work (in min)	25.5

**2000 Households by Vehicles Available**

Total	166,506
None	7.2%
1	30.2%
2	38.8%
3	16.8%
4	5.0%
5+	2.0%
Average Number of Vehicles Available	1.9

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

**GAD Total Trade Area**



**2000 Households by Type**

<b>Total</b>	<b>166,398</b>
Family Households	71.7%
Married-couple Family	56.3%
With Related Children	24.7%
Other Family (No Spouse)	15.4%
With Related Children	9.8%
Nonfamily Households	28.3%
Householder Living Alone	25.1%
Householder Not Living Alone	3.2%
Households with Related Children	34.5%
Households with Persons 65+	26.2%

**2000 Households by Size**

<b>Total</b>	<b>166,398</b>
1 Person Household	25.1%
2 Person Household	34.9%
3 Person Household	18.3%
4 Person Household	14.1%
5 Person Household	5.2%
6 Person Household	1.6%
7+ Person Household	0.9%

**2000 Households by Year Householder Moved In**

<b>Total</b>	<b>166,496</b>
Moved in 1999 to March 2000	17.3%
Moved in 1995 to 1998	26.3%
Moved in 1990 to 1994	16.0%
Moved in 1980 to 1989	16.2%
Moved in 1970 to 1979	11.3%
Moved in 1969 or Earlier	12.9%
Median Year Householder Moved In	1993



**2000 Housing Units by Units in Structure**

<b>Total</b>	<b>189,346</b>
1, Detached	68.1%
1, Attached	1.3%
2	2.3%
3 or 4	2.2%
5 to 9	2.4%
10 to 19	0.8%
20+	1.5%
Mobile Home	20.8%
Other	0.6%

**2000 Housing Units by Year Structure Built**

<b>Total</b>	<b>189,508</b>
1999 to March 2000	2.7%
1995 to 1998	9.5%
1990 to 1994	8.8%
1980 to 1989	17.2%
1970 to 1979	19.6%
1969 or Earlier	42.2%
Median Year Structure Built	1974

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



GAD Total Trade Area

Total Businesses:	15,793			
Total Employees:	167,685			
Total Residential Population:	447,612			
Employee/Residential Population Ratio:	0.37			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	403	2.6%	1,394	0.8%
Construction	1,205	7.6%	7,292	4.3%
Manufacturing	638	4.0%	40,103	23.9%
Transportation	441	2.8%	3,824	2.3%
Communication	144	0.9%	1,063	0.6%
Utility	86	0.5%	1,174	0.7%
Wholesale Trade	749	4.7%	8,236	4.9%
Retail Trade Summary	3,883	24.6%	34,538	20.6%
Home Improvement	255	1.6%	2,524	1.5%
General Merchandise Stores	196	1.2%	5,883	3.5%
Food Stores	446	2.8%	3,437	2.0%
Auto Dealers, Gas Stations, Auto Aftermarket	776	4.9%	4,285	2.6%
Apparel & Accessory Stores	211	1.3%	1,229	0.7%
Furniture & Home Furnishings	251	1.6%	1,096	0.7%
Eating & Drinking Places	793	5.0%	12,013	7.2%
Miscellaneous Retail	955	6.0%	4,071	2.4%
Finance, Insurance, Real Estate Summary	1,344	8.5%	6,069	3.6%
Banks, Savings & Lending Institutions	443	2.8%	2,554	1.5%
Securities Brokers	68	0.4%	248	0.1%
Insurance Carriers & Agents	334	2.1%	1,351	0.8%
Real Estate, Holding, Other Investment Offices	499	3.2%	1,916	1.1%
Services Summary	5,805	36.8%	49,666	29.6%
Hotels & Lodging	149	0.9%	1,104	0.7%
Automotive Services	602	3.8%	1,699	1.0%
Motion Pictures & Amusements	258	1.6%	1,452	0.9%
Health Services	683	4.3%	15,467	9.2%
Legal Services	192	1.2%	846	0.5%
Education Institutions & Libraries	347	2.2%	12,042	7.2%
Other Services	3,574	22.6%	17,056	10.2%
Government	1,002	6.3%	14,278	8.5%
Other	93	0.6%	48	0.0%
<b>Totals</b>	<b>15,793</b>	<b>100.0%</b>	<b>167,685</b>	<b>100.0%</b>
Agriculture, Forestry, Fishing and Hunting	167	1.1%	644	0.4%
Mining	17	0.1%	251	0.1%
Utilities	71	0.4%	1,019	0.6%
Construction	1,250	7.9%	7,482	4.5%
Manufacturing	666	4.2%	39,414	23.5%
Wholesale Trade	732	4.6%	7,769	4.6%
Retail Trade	2,956	18.7%	22,260	13.3%
Motor Vehicle and Parts Dealers	604	3.8%	3,629	2.2%
Furniture and Home Furnishings Stores	111	0.7%	540	0.3%
Electronics and Appliance Stores	113	0.7%	524	0.3%
Building Material and Garden Equipment and Supplies Dealers	234	1.5%	2,471	1.5%
Food and Beverage Stores	430	2.7%	3,420	2.0%
Health and Personal Care Stores	222	1.4%	1,178	0.7%
Gasoline Stations	172	1.1%	656	0.4%
Clothing and Clothing Accessories Stores	251	1.6%	1,379	0.8%
Sporting Goods, Hobby, Book, and Music Stores	174	1.1%	927	0.6%
General Merchandise Stores	196	1.2%	5,883	3.5%
Miscellaneous Store Retailers	426	2.7%	1,460	0.9%
Nonstore Retailers	23	0.1%	193	0.1%
Transportation and Warehousing	304	1.9%	3,419	2.0%
Information	252	1.6%	2,027	1.2%
Finance and Insurance	931	5.9%	4,320	2.6%
Central Bank; Credit Intermediation and Related Activities	525	3.3%	2,711	1.6%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	71	0.4%	257	0.2%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	335	2.1%	1,352	0.8%
Real Estate and Rental and Leasing	730	4.6%	2,461	1.5%
Professional, Scientific, and Technical Services	852	5.4%	4,734	2.8%
Legal Services	209	1.3%	886	0.5%
Management of Companies and Enterprises	11	0.1%	80	0.0%
Administrative and Support and Waste Management and Remediation Services	497	3.1%	2,598	1.5%
Educational Services	348	2.2%	11,933	7.1%
Health Care and Social Assistance	1,069	6.8%	19,550	11.7%
Arts, Entertainment, and Recreation	212	1.3%	1,335	0.8%
Accommodation and Food Services	945	6.0%	13,143	7.8%
Accommodation	149	0.9%	1,104	0.7%
Food Services and Drinking Places	796	5.0%	12,039	7.2%
Other Services (except Public Administration)	2,656	16.8%	8,404	5.0%
Automotive Repair and Maintenance	484	3.1%	1,411	0.8%
Public Administration	1,019	6.5%	14,353	8.6%
Unclassified Establishments	108	0.7%	489	0.3%
<b>Totals</b>	<b>15,793</b>	<b>100.0%</b>	<b>167,685</b>	<b>100.0%</b>

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