

OFS Total Trade Area



2000 Total Population	617,607
2000 Group Quarters	13,408
2010 Total Population	662,522
2015 Total Population	666,975
2010 - 2015 Annual Rate	0.13%



2000 Households	244,053
2000 Average Household Size	2.48
2010 Households	259,485
2010 Average Household Size	2.49
2015 Households	261,068
2015 Average Household Size	2.49
2010 - 2015 Annual Rate	0.12%
2000 Families	148,730
2000 Average Family Size	3.07
2010 Families	151,635
2010 Average Family Size	3.16
2015 Families	149,777
2015 Average Family Size	3.20
2010 - 2015 Annual Rate	-0.25%



2000 Housing Units	260,491
Owner Occupied Housing Units	51.2%
Renter Occupied Housing Units	42.5%
Vacant Housing Units	6.3%
2010 Housing Units	295,201
Owner Occupied Housing Units	45.7%
Renter Occupied Housing Units	42.2%
Vacant Housing Units	12.1%
2015 Housing Units	305,132
Owner Occupied Housing Units	44.2%
Renter Occupied Housing Units	41.3%
Vacant Housing Units	14.4%

Median Household Income

2000	\$38,352
2010	\$47,536
2015	\$54,501

Median Home Value

2000	\$94,707
2010	\$128,807
2015	\$149,817

Per Capita Income

2000	\$20,305
2010	\$23,606
2015	\$26,046

Median Age

2000	33.6
2010	34.7
2015	34.8

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](#)

OFS Total Trade Area



2000 Households by Income

Household Income Base	244,033
< \$15,000	15.1%
\$15,000 - \$24,999	14.8%
\$25,000 - \$34,999	15.3%
\$35,000 - \$49,999	19.1%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	5.5%
\$150,000 - \$199,999	1.3%
\$200,000 +	1.8%
Average Household Income	\$50,651

2010 Households by Income

Household Income Base	259,485
< \$15,000	12.0%
\$15,000 - \$24,999	11.0%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	13.2%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	1.6%
\$200,000 +	2.1%
Average Household Income	\$59,255

2015 Households by Income

Household Income Base	261,068
< \$15,000	10.4%
\$15,000 - \$24,999	9.1%
\$25,000 - \$34,999	9.9%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	27.5%
\$75,000 - \$99,999	13.8%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	2.0%
\$200,000 +	2.4%
Average Household Income	\$65,394

2000 Owner Occupied Housing Units by Value

Total	133,250
< \$50,000	8.5%
\$50,000 - \$99,999	47.4%
\$100,000 - \$149,999	25.8%
\$150,000 - \$199,999	8.5%
\$200,000 - \$299,999	5.4%
\$300,000 - \$499,999	2.9%
\$500,000 - \$999,999	1.3%
\$1,000,000+	0.3%
Average Home Value	\$122,555

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	110,655
With Cash Rent	98.2%
No Cash Rent	1.8%
Median Rent	\$591
Average Rent	\$596

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

OFS Total Trade Area



2000 Population by Age

Total	617,605
Age 0 - 4	6.6%
Age 5 - 9	6.9%
Age 10 - 14	6.6%
Age 15 - 19	6.7%
Age 20 - 24	8.4%
Age 25 - 34	17.1%
Age 35 - 44	16.4%
Age 45 - 54	12.4%
Age 55 - 64	7.6%
Age 65 - 74	6.0%
Age 75 - 84	4.0%
Age 85+	1.3%
Age 18+	76.1%

2010 Population by Age

Total	662,522
Age 0 - 4	6.7%
Age 5 - 9	6.1%
Age 10 - 14	5.7%
Age 15 - 19	6.6%
Age 20 - 24	8.9%
Age 25 - 34	16.4%
Age 35 - 44	13.8%
Age 45 - 54	13.8%
Age 55 - 64	10.3%
Age 65 - 74	5.8%
Age 75 - 84	4.0%
Age 85+	1.8%
Age 18+	77.8%

2015 Population by Age

Total	666,975
Age 0 - 4	6.7%
Age 5 - 9	6.2%
Age 10 - 14	5.9%
Age 15 - 19	5.9%
Age 20 - 24	8.4%
Age 25 - 34	17.2%
Age 35 - 44	13.3%
Age 45 - 54	12.7%
Age 55 - 64	10.9%
Age 65 - 74	7.1%
Age 75 - 84	3.8%
Age 85+	1.9%
Age 18+	78.0%

2000 Population by Sex

Males	49.3%
Females	50.7%

2010 Population by Sex

Males	49.4%
Females	50.6%

2015 Population by Sex

Males	49.5%
Females	50.5%

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

OFS Total Trade Area



2000 Population by Race/Ethnicity

Total	617,605
White Alone	67.9%
Black Alone	19.5%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	2.8%
Some Other Race Alone	6.0%
Two or More Races	3.5%
Hispanic Origin	18.9%
Diversity Index	65.3

2010 Population by Race/Ethnicity

Total	662,522
White Alone	61.2%
Black Alone	22.0%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	3.6%
Some Other Race Alone	8.3%
Two or More Races	4.4%
Hispanic Origin	26.5%
Diversity Index	74.1

2015 Population by Race/Ethnicity

Total	666,975
White Alone	60.2%
Black Alone	21.9%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	3.9%
Some Other Race Alone	9.0%
Two or More Races	4.6%
Hispanic Origin	29.2%
Diversity Index	75.9



2000 Population 3+ by School Enrollment

Total	593,685
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.4%
Enrolled in Grade 9-12	5.5%
Enrolled in College	6.6%
Enrolled in Grad/Prof School	1.1%
Not Enrolled in School	72.1%

2010 Population 25+ by Educational Attainment

Total	437,030
Less than 9th Grade	5.3%
9th - 12th Grade, No Diploma	8.5%
High School Graduate	28.5%
Some College, No Degree	19.2%
Associate Degree	10.2%
Bachelor's Degree	19.1%
Graduate/Professional Degree	9.2%

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

OFS Total Trade Area



2010 Population 15+ by Marital Status

Total	539,652
Never Married	37.3%
Married	44.0%
Widowed	5.5%
Divorced	13.2%



2000 Population 16+ by Employment Status

Total	485,525
In Labor Force	67.4%
Civilian Employed	63.7%
Civilian Unemployed	3.6%
In Armed Forces	0.1%
Not in Labor Force	32.6%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	86.2%
Civilian Unemployed	13.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	89.0%
Civilian Unemployed	11.0%

2000 Females 16+ by Employment Status and Age of Children

Total	249,394
Own Children < 6 Only	7.3%
Employed/in Armed Forces	4.6%
Unemployed	0.3%
Not in Labor Force	2.4%
Own Children <6 and 6-17	5.8%
Employed/in Armed Forces	3.5%
Unemployed	0.2%
Not in Labor Force	2.1%
Own Children 6-17 Only	15.4%
Employed/in Armed Forces	11.1%
Unemployed	0.5%
Not in Labor Force	3.7%
No Own Children <18	71.5%
Employed/in Armed Forces	39.1%
Unemployed	2.5%
Not in Labor Force	30.0%

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

OFS Total Trade Area



2010 Employed Population 16+ by Industry

Total	302,888
Agriculture/Mining	0.3%
Construction	7.9%
Manufacturing	4.2%
Wholesale Trade	3.0%
Retail Trade	12.2%
Transportation/Utilities	4.9%
Information	2.6%
Finance/Insurance/Real Estate	8.6%
Services	52.6%
Public Administration	3.6%

2010 Employed Population 16+ by Occupation

Total	302,888
White Collar	61.6%
Management/Business/Financial	13.2%
Professional	19.9%
Sales	14.0%
Administrative Support	14.6%
Services	20.8%
Blue Collar	17.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	3.3%
Production	3.2%
Transportation/Material Moving	5.3%



2000 Workers 16+ by Means of Transportation to Work

Total	303,352
Drove Alone - Car, Truck, or Van	79.1%
Carpooled - Car, Truck, or Van	12.0%
Public Transportation	3.1%
Walked	1.6%
Other Means	1.6%
Worked at Home	2.4%

2000 Workers 16+ by Travel Time to Work

Total	303,349
Did not Work at Home	97.6%
Less than 5 minutes	1.7%
5 to 9 minutes	7.0%
10 to 19 minutes	27.9%
20 to 24 minutes	16.5%
25 to 34 minutes	25.4%
35 to 44 minutes	6.5%
45 to 59 minutes	7.1%
60 to 89 minutes	3.2%
90 or more minutes	2.3%
Worked at Home	2.4%
Average Travel Time to Work (in min)	26.2

2000 Households by Vehicles Available

Total	244,004
None	8.7%
1	41.4%
2	37.9%
3	9.2%
4	2.2%
5+	0.7%
Average Number of Vehicles Available	1.6

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

OFS Total Trade Area



2000 Households by Type

Total	244,055
Family Households	60.9%
Married-couple Family	41.5%
With Related Children	19.2%
Other Family (No Spouse)	19.5%
With Related Children	12.9%
Nonfamily Households	39.1%
Householder Living Alone	27.9%
Householder Not Living Alone	11.1%
Households with Related Children	32.1%
Households with Persons 65+	20.2%

2000 Households by Size

Total	244,053
1 Person Household	27.9%
2 Person Household	33.4%
3 Person Household	16.8%
4 Person Household	12.7%
5 Person Household	5.7%
6 Person Household	2.2%
7+ Person Household	1.4%

2000 Households by Year Householder Moved In

Total	244,002
Moved in 1999 to March 2000	29.5%
Moved in 1995 to 1998	31.1%
Moved in 1990 to 1994	14.1%
Moved in 1980 to 1989	12.8%
Moved in 1970 to 1979	7.1%
Moved in 1969 or Earlier	5.5%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	260,417
1, Detached	51.9%
1, Attached	5.5%
2	2.8%
3 or 4	7.2%
5 to 9	9.5%
10 to 19	8.7%
20+	11.0%
Mobile Home	3.3%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	260,432
1999 to March 2000	2.5%
1995 to 1998	7.2%
1990 to 1994	9.4%
1980 to 1989	24.1%
1970 to 1979	22.6%
1969 or Earlier	34.2%
Median Year Structure Built	1977

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



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Total Businesses:	35,934			
Total Employees:	400,296			
Total Residential Population:	662,522			
Employee/Residential Population Ratio:	0.60			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	632	1.8%	3,701	0.9%
Construction	2,952	8.2%	23,039	5.8%
Manufacturing	1,006	2.8%	20,262	5.1%
Transportation	900	2.5%	15,452	3.9%
Communication	352	1.0%	5,950	1.5%
Utility	71	0.2%	2,179	0.5%
Wholesale Trade	1,754	4.9%	19,095	4.8%
Retail Trade Summary	7,044	19.6%	72,688	18.2%
Home Improvement	466	1.3%	3,767	0.9%
General Merchandise Stores	218	0.6%	7,142	1.8%
Food Stores	668	1.9%	9,201	2.3%
Auto Dealers, Gas Stations, Auto Aftermarket	828	2.3%	8,274	2.1%
Apparel & Accessory Stores	641	1.8%	4,866	1.2%
Furniture & Home Furnishings	840	2.3%	5,957	1.5%
Eating & Drinking Places	1,652	4.6%	23,076	5.8%
Miscellaneous Retail	1,731	4.8%	10,405	2.6%
Finance, Insurance, Real Estate Summary	4,471	12.4%	30,519	7.6%
Banks, Savings & Lending Institutions	972	2.7%	9,015	2.3%
Securities Brokers	447	1.2%	2,023	0.5%
Insurance Carriers & Agents	868	2.4%	7,152	1.8%
Real Estate, Holding, Other Investment Offices	2,184	6.1%	12,329	3.1%
Services Summary	14,545	40.5%	181,811	45.4%
Hotels & Lodging	180	0.5%	5,394	1.3%
Automotive Services	1,147	3.2%	5,426	1.4%
Motion Pictures & Amusements	820	2.3%	7,155	1.8%
Health Services	1,735	4.8%	59,675	14.9%
Legal Services	1,047	2.9%	9,669	2.4%
Education Institutions & Libraries	548	1.5%	21,716	5.4%
Other Services	9,068	25.2%	72,776	18.2%
Government	771	2.1%	23,373	5.8%
Other	1,436	4.0%	2,227	0.6%
Totals	35,934	100.0%	400,296	100.0%
Agriculture, Forestry, Fishing and Hunting	41	0.1%	208	0.1%
Mining	13	0.0%	38	0.0%
Utilities	20	0.1%	980	0.2%
Construction	3,250	9.0%	24,650	6.2%
Manufacturing	1,087	3.0%	16,939	4.2%
Wholesale Trade	1,705	4.7%	18,418	4.6%
Retail Trade	5,157	14.4%	48,244	12.1%
Motor Vehicle and Parts Dealers	696	1.9%	7,750	1.9%
Furniture and Home Furnishings Stores	304	0.8%	1,675	0.4%
Electronics and Appliance Stores	412	1.1%	3,725	0.9%
Building Material and Garden Equipment and Supplies Dealers	459	1.3%	3,739	0.9%
Food and Beverage Stores	585	1.6%	8,336	2.1%
Health and Personal Care Stores	411	1.1%	4,060	1.0%
Gasoline Stations	132	0.4%	524	0.1%
Clothing and Clothing Accessories Stores	788	2.2%	5,469	1.4%
Sporting Goods, Hobby, Book, and Music Stores	318	0.9%	2,103	0.5%
General Merchandise Stores	218	0.6%	7,142	1.8%
Miscellaneous Store Retailers	744	2.1%	3,334	0.8%
Nonstore Retailers	90	0.3%	387	0.1%
Transportation and Warehousing	676	1.9%	14,023	3.5%
Information	792	2.2%	13,486	3.4%
Finance and Insurance	2,348	6.5%	18,483	4.6%
Central Bank; Credit Intermediation and Related Activities	1,002	2.8%	9,138	2.3%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	471	1.3%	2,107	0.5%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	875	2.4%	7,238	1.8%
Real Estate and Rental and Leasing	2,339	6.5%	13,376	3.3%
Professional, Scientific, and Technical Services	4,326	12.0%	41,267	10.3%
Legal Services	1,253	3.5%	11,235	2.8%
Management of Companies and Enterprises	32	0.1%	105	0.0%
Administrative and Support and Waste Management and Remediation Services	2,229	6.2%	21,076	5.3%
Educational Services	717	2.0%	21,257	5.3%
Health Care and Social Assistance	2,374	6.6%	67,160	16.8%
Arts, Entertainment, and Recreation	634	1.8%	6,554	1.6%
Accommodation and Food Services	1,869	5.2%	28,851	7.2%
Accommodation	180	0.5%	5,394	1.3%
Food Services and Drinking Places	1,689	4.7%	23,457	5.9%
Other Services (except Public Administration)	4,091	11.4%	19,321	4.8%
Automotive Repair and Maintenance	820	2.3%	2,788	0.7%
Public Administration	778	2.2%	23,569	5.9%
Unclassified Establishments	1,456	4.1%	2,291	0.6%
Totals	35,934	100.0%	400,296	100.0%

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