

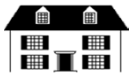
NIT Total Trade Area



2000 Total Population	147,700
2000 Group Quarters	14,770
2010 Total Population	159,349
2015 Total Population	161,951
2010 - 2015 Annual Rate	0.32%



2000 Households	54,238
2000 Average Household Size	2.45
2010 Households	58,734
2010 Average Household Size	2.41
2015 Households	60,138
2015 Average Household Size	2.39
2010 - 2015 Annual Rate	0.47%
2000 Families	32,002
2000 Average Family Size	2.95
2010 Families	33,488
2010 Average Family Size	2.89
2015 Families	33,909
2015 Average Family Size	2.87
2010 - 2015 Annual Rate	0.25%



2000 Housing Units	58,327
Owner Occupied Housing Units	57.3%
Renter Occupied Housing Units	35.6%
Vacant Housing Units	7.2%
2010 Housing Units	64,974
Owner Occupied Housing Units	55.2%
Renter Occupied Housing Units	35.2%
Vacant Housing Units	9.6%
2015 Housing Units	67,261
Owner Occupied Housing Units	54.6%
Renter Occupied Housing Units	34.8%
Vacant Housing Units	10.6%

Median Household Income

2000	\$36,153
2010	\$46,995
2015	\$53,890

Median Home Value

2000	\$103,569
2010	\$169,354
2015	\$212,767

Per Capita Income

2000	\$17,869
2010	\$22,888
2015	\$25,944

Median Age

2000	29.6
2010	30.8
2015	31.2

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](#)

NIT Total Trade Area



2000 Households by Income

Household Income Base	54,208
< \$15,000	19.3%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	16.8%
\$50,000 - \$74,999	18.4%
\$75,000 - \$99,999	8.3%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	1.3%
\$200,000 +	1.2%
Average Household Income	\$47,174

2010 Households by Income

Household Income Base	58,734
< \$15,000	13.6%
\$15,000 - \$24,999	12.0%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	20.2%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	7.8%
\$150,000 - \$199,999	1.9%
\$200,000 +	1.7%
Average Household Income	\$57,881

2015 Households by Income

Household Income Base	60,138
< \$15,000	11.9%
\$15,000 - \$24,999	9.9%
\$25,000 - \$34,999	8.6%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	22.8%
\$75,000 - \$99,999	16.3%
\$100,000 - \$149,999	11.5%
\$150,000 - \$199,999	2.8%
\$200,000 +	2.2%
Average Household Income	\$65,184

2000 Owner Occupied Housing Units by Value

Total	33,487
< \$50,000	13.8%
\$50,000 - \$99,999	34.2%
\$100,000 - \$149,999	26.0%
\$150,000 - \$199,999	13.7%
\$200,000 - \$299,999	8.2%
\$300,000 - \$499,999	3.2%
\$500,000 - \$999,999	0.6%
\$1,000,000+	0.3%
Average Home Value	\$126,135

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	20,470
With Cash Rent	95.7%
No Cash Rent	4.3%
Median Rent	\$507
Average Rent	\$549

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

NIT Total Trade Area



2000 Population by Age

Total	147,699
Age 0 - 4	4.7%
Age 5 - 9	5.2%
Age 10 - 14	5.4%
Age 15 - 19	9.7%
Age 20 - 24	18.6%
Age 25 - 34	13.4%
Age 35 - 44	13.2%
Age 45 - 54	11.4%
Age 55 - 64	7.6%
Age 65 - 74	5.8%
Age 75 - 84	3.7%
Age 85+	1.2%
Age 18+	81.5%

2010 Population by Age

Total	159,349
Age 0 - 4	4.6%
Age 5 - 9	4.5%
Age 10 - 14	4.7%
Age 15 - 19	10.0%
Age 20 - 24	19.0%
Age 25 - 34	11.9%
Age 35 - 44	11.6%
Age 45 - 54	12.4%
Age 55 - 64	10.0%
Age 65 - 74	5.9%
Age 75 - 84	3.8%
Age 85+	1.6%
Age 18+	83.2%

2015 Population by Age

Total	161,951
Age 0 - 4	4.4%
Age 5 - 9	4.5%
Age 10 - 14	4.8%
Age 15 - 19	9.6%
Age 20 - 24	18.9%
Age 25 - 34	11.9%
Age 35 - 44	10.8%
Age 45 - 54	11.6%
Age 55 - 64	10.8%
Age 65 - 74	7.1%
Age 75 - 84	3.8%
Age 85+	1.7%
Age 18+	83.4%

2000 Population by Sex

Males	50.9%
Females	49.1%

2010 Population by Sex

Males	51.3%
Females	48.7%

2015 Population by Sex

Males	51.3%
Females	48.7%

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

NIT Total Trade Area



2000 Population by Race/Ethnicity

Total	147,700
White Alone	92.0%
Black Alone	2.4%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	3.7%
Some Other Race Alone	0.7%
Two or More Races	1.0%
Hispanic Origin	1.5%
Diversity Index	17.7

2010 Population by Race/Ethnicity

Total	159,349
White Alone	89.9%
Black Alone	2.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	4.9%
Some Other Race Alone	0.9%
Two or More Races	1.3%
Hispanic Origin	2.2%
Diversity Index	22.3

2015 Population by Race/Ethnicity

Total	161,951
White Alone	88.7%
Black Alone	3.0%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	5.6%
Some Other Race Alone	1.1%
Two or More Races	1.5%
Hispanic Origin	2.5%
Diversity Index	24.8



2000 Population 3+ by School Enrollment

Total	143,719
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	8.8%
Enrolled in Grade 9-12	4.5%
Enrolled in College	21.6%
Enrolled in Grad/Prof School	3.9%
Not Enrolled in School	58.8%

2010 Population 25+ by Educational Attainment

Total	91,259
Less than 9th Grade	2.4%
9th - 12th Grade, No Diploma	4.9%
High School Graduate	33.9%
Some College, No Degree	12.3%
Associate Degree	6.2%
Bachelor's Degree	20.7%
Graduate/Professional Degree	19.6%

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

NIT Total Trade Area



2010 Population 15+ by Marital Status

Total	137,397
Never Married	43.6%
Married	45.6%
Widowed	4.2%
Divorced	6.7%



2000 Population 16+ by Employment Status

Total	123,547
In Labor Force	60.5%
Civilian Employed	57.1%
Civilian Unemployed	3.3%
In Armed Forces	0.1%
Not in Labor Force	39.5%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	92.1%
Civilian Unemployed	7.9%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	93.5%
Civilian Unemployed	6.5%

2000 Females 16+ by Employment Status and Age of Children

Total	60,898
Own Children < 6 Only	5.6%
Employed/in Armed Forces	3.5%
Unemployed	0.1%
Not in Labor Force	2.0%
Own Children <6 and 6-17	3.8%
Employed/in Armed Forces	2.2%
Unemployed	0.1%
Not in Labor Force	1.4%
Own Children 6-17 Only	13.3%
Employed/in Armed Forces	10.1%
Unemployed	0.3%
Not in Labor Force	2.9%
No Own Children <18	77.3%
Employed/in Armed Forces	36.9%
Unemployed	2.7%
Not in Labor Force	37.7%

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

NIT Total Trade Area



2010 Employed Population 16+ by Industry

Total	74,541
Agriculture/Mining	1.7%
Construction	4.4%
Manufacturing	7.6%
Wholesale Trade	1.3%
Retail Trade	9.8%
Transportation/Utilities	3.1%
Information	1.6%
Finance/Insurance/Real Estate	3.8%
Services	62.8%
Public Administration	4.0%

2010 Employed Population 16+ by Occupation

Total	74,541
White Collar	66.4%
Management/Business/Financial	11.4%
Professional	33.0%
Sales	9.2%
Administrative Support	12.8%
Services	17.1%
Blue Collar	16.4%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	3.7%
Installation/Maintenance/Repair	2.7%
Production	4.5%
Transportation/Material Moving	5.1%



2000 Workers 16+ by Means of Transportation to Work

Total	68,831
Drove Alone - Car, Truck, or Van	67.8%
Carpooled - Car, Truck, or Van	11.7%
Public Transportation	3.6%
Walked	11.7%
Other Means	1.3%
Worked at Home	3.9%

2000 Workers 16+ by Travel Time to Work

Total	68,833
Did not Work at Home	96.1%
Less than 5 minutes	4.6%
5 to 9 minutes	14.9%
10 to 19 minutes	38.4%
20 to 24 minutes	13.6%
25 to 34 minutes	13.1%
35 to 44 minutes	4.2%
45 to 59 minutes	3.9%
60 to 89 minutes	1.8%
90 or more minutes	1.5%
Worked at Home	3.9%
Average Travel Time to Work (in min)	19.7

2000 Households by Vehicles Available

Total	54,250
None	8.6%
1	35.0%
2	39.8%
3	12.0%
4	3.3%
5+	1.2%
Average Number of Vehicles Available	1.7

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

NIT Total Trade Area



2000 Households by Type

Total	54,237
Family Households	59.0%
Married-couple Family	49.9%
With Related Children	21.7%
Other Family (No Spouse)	9.1%
With Related Children	5.5%
Nonfamily Households	41.0%
Householder Living Alone	26.4%
Householder Not Living Alone	14.6%
Households with Related Children	27.2%
Households with Persons 65+	19.9%

2000 Households by Size

Total	54,238
1 Person Household	26.4%
2 Person Household	35.1%
3 Person Household	16.7%
4 Person Household	14.4%
5 Person Household	5.3%
6 Person Household	1.4%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	54,257
Moved in 1999 to March 2000	25.3%
Moved in 1995 to 1998	25.8%
Moved in 1990 to 1994	13.7%
Moved in 1980 to 1989	14.3%
Moved in 1970 to 1979	9.0%
Moved in 1969 or Earlier	11.9%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	58,434
1, Detached	58.0%
1, Attached	5.4%
2	3.6%
3 or 4	3.8%
5 to 9	4.8%
10 to 19	5.1%
20+	11.3%
Mobile Home	7.7%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	58,344
1999 to March 2000	1.9%
1995 to 1998	7.1%
1990 to 1994	8.0%
1980 to 1989	14.8%
1970 to 1979	19.1%
1969 or Earlier	49.1%
Median Year Structure Built	1970

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



NIT Total Trade Area

Total Businesses:	5,279			
Total Employees:	62,711			
Total Residential Population:	159,349			
Employee/Residential Population Ratio:	0.39			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	176	3.3%	1,925	3.1%
Construction	361	6.8%	2,000	3.2%
Manufacturing	207	3.9%	7,329	11.7%
Transportation	145	2.7%	1,475	2.4%
Communication	49	0.9%	343	0.5%
Utility	26	0.5%	197	0.3%
Wholesale Trade	217	4.1%	2,308	3.7%
Retail Trade Summary	1,138	21.6%	13,529	21.6%
Home Improvement	74	1.4%	664	1.1%
General Merchandise Stores	31	0.6%	1,491	2.4%
Food Stores	115	2.2%	1,480	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	117	2.2%	793	1.3%
Apparel & Accessory Stores	78	1.5%	796	1.3%
Furniture & Home Furnishings	112	2.1%	597	1.0%
Eating & Drinking Places	322	6.1%	5,644	9.0%
Miscellaneous Retail	289	5.5%	2,064	3.3%
Finance, Insurance, Real Estate Summary	467	8.8%	3,036	4.8%
Banks, Savings & Lending Institutions	135	2.6%	860	1.4%
Securities Brokers	55	1.0%	259	0.4%
Insurance Carriers & Agents	100	1.9%	708	1.1%
Real Estate, Holding, Other Investment Offices	177	3.4%	1,209	1.9%
Services Summary	2,171	41.1%	24,862	39.6%
Hotels & Lodging	69	1.3%	4,191	6.7%
Automotive Services	177	3.4%	965	1.5%
Motion Pictures & Amusements	134	2.5%	1,830	2.9%
Health Services	253	4.8%	4,534	7.2%
Legal Services	64	1.2%	316	0.5%
Education Institutions & Libraries	133	2.5%	4,186	6.7%
Other Services	1,341	25.4%	8,840	14.1%
Government	269	5.1%	4,990	8.0%
Other	53	1.0%	717	1.1%
Totals	5,279	100.0%	62,711	100.0%
Agriculture, Forestry, Fishing and Hunting	66	1.3%	279	0.4%
Mining	8	0.2%	243	0.4%
Utilities	16	0.3%	125	0.2%
Construction	396	7.5%	2,238	3.6%
Manufacturing	214	4.1%	7,113	11.3%
Wholesale Trade	207	3.9%	2,266	3.6%
Retail Trade	787	14.9%	7,615	12.1%
Motor Vehicle and Parts Dealers	89	1.7%	611	1.0%
Furniture and Home Furnishings Stores	56	1.1%	293	0.5%
Electronics and Appliance Stores	42	0.8%	236	0.4%
Building Material and Garden Equipment and Supplies Dealers	70	1.3%	646	1.0%
Food and Beverage Stores	96	1.8%	1,291	2.1%
Health and Personal Care Stores	73	1.4%	1,026	1.6%
Gasoline Stations	28	0.5%	182	0.3%
Clothing and Clothing Accessories Stores	92	1.7%	871	1.4%
Sporting Goods, Hobby, Book, and Music Stores	66	1.3%	314	0.5%
General Merchandise Stores	31	0.6%	1,491	2.4%
Miscellaneous Store Retailers	136	2.6%	625	1.0%
Nonstore Retailers	8	0.2%	29	0.0%
Transportation and Warehousing	111	2.1%	1,371	2.2%
Information	112	2.1%	1,520	2.4%
Finance and Insurance	290	5.5%	1,827	2.9%
Central Bank; Credit Intermediation and Related Activities	135	2.6%	860	1.4%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	55	1.0%	259	0.4%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	100	1.9%	708	1.1%
Real Estate and Rental and Leasing	220	4.2%	1,516	2.4%
Professional, Scientific, and Technical Services	473	9.0%	4,267	6.8%
Legal Services	78	1.5%	357	0.6%
Management of Companies and Enterprises	2	0.0%	0	0.0%
Administrative and Support and Waste Management and Remediation Services	221	4.2%	1,887	3.0%
Educational Services	136	2.6%	3,590	5.7%
Health Care and Social Assistance	391	7.4%	5,986	9.5%
Arts, Entertainment, and Recreation	110	2.1%	1,670	2.7%
Accommodation and Food Services	395	7.5%	9,899	15.8%
Accommodation	69	1.3%	4,191	6.7%
Food Services and Drinking Places	326	6.2%	5,708	9.1%
Other Services (except Public Administration)	799	15.1%	3,545	5.7%
Automotive Repair and Maintenance	141	2.7%	676	1.1%
Public Administration	270	5.1%	5,014	8.0%
Unclassified Establishments	55	1.0%	740	1.2%
Totals	5,279	100.0%	62,711	100.0%

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