

WOO Total Trade Area



2000 Total Population	825,147
2000 Group Quarters	25,859
2010 Total Population	891,376
2015 Total Population	910,457
2010 - 2015 Annual Rate	0.42%



2000 Households	297,944
2000 Average Household Size	2.68
2010 Households	325,012
2010 Average Household Size	2.66
2015 Households	332,995
2015 Average Household Size	2.65
2010 - 2015 Annual Rate	0.49%
2000 Families	208,719
2000 Average Family Size	3.20
2010 Families	225,274
2010 Average Family Size	3.19
2015 Families	229,632
2015 Average Family Size	3.19
2010 - 2015 Annual Rate	0.38%



2000 Housing Units	316,724
Owner Occupied Housing Units	69.6%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	5.9%
2010 Housing Units	354,421
Owner Occupied Housing Units	67.0%
Renter Occupied Housing Units	24.7%
Vacant Housing Units	8.3%
2015 Housing Units	366,622
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	9.2%

Median Household Income

2000	\$46,378
2010	\$57,042
2015	\$62,600

Median Home Value

2000	\$111,349
2010	\$130,521
2015	\$139,724

Per Capita Income

2000	\$20,788
2010	\$24,414
2015	\$27,425

Median Age

2000	32.8
2010	34.3
2015	34.7

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](#)

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2000 Households by Income

Household Income Base	298,349
< \$15,000	11.4%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	23.5%
\$75,000 - \$99,999	11.7%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	1.7%
\$200,000 +	1.8%
Average Household Income	\$56,596

2010 Households by Income

Household Income Base	325,012
< \$15,000	8.3%
\$15,000 - \$24,999	8.6%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	27.9%
\$75,000 - \$99,999	16.0%
\$100,000 - \$149,999	10.0%
\$150,000 - \$199,999	2.2%
\$200,000 +	2.0%
Average Household Income	\$65,745

2015 Households by Income

Household Income Base	332,995
< \$15,000	7.0%
\$15,000 - \$24,999	6.4%
\$25,000 - \$34,999	7.3%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	29.6%
\$75,000 - \$99,999	18.2%
\$100,000 - \$149,999	13.7%
\$150,000 - \$199,999	2.9%
\$200,000 +	2.6%
Average Household Income	\$73,637

2000 Owner Occupied Housing Units by Value

Total	220,470
< \$50,000	10.0%
\$50,000 - \$99,999	32.3%
\$100,000 - \$149,999	30.8%
\$150,000 - \$199,999	13.9%
\$200,000 - \$299,999	8.9%
\$300,000 - \$499,999	3.1%
\$500,000 - \$999,999	0.8%
\$1,000,000+	0.2%
Average Home Value	\$131,699

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	76,235
With Cash Rent	96.6%
No Cash Rent	3.4%
Median Rent	\$492
Average Rent	\$502

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	825,130
Age 0 - 4	7.5%
Age 5 - 9	7.9%
Age 10 - 14	8.0%
Age 15 - 19	8.0%
Age 20 - 24	7.4%
Age 25 - 34	14.4%
Age 35 - 44	16.3%
Age 45 - 54	12.7%
Age 55 - 64	7.4%
Age 65 - 74	5.3%
Age 75 - 84	3.7%
Age 85+	1.3%
Age 18+	71.8%

2010 Population by Age

Total	891,376
Age 0 - 4	7.5%
Age 5 - 9	7.3%
Age 10 - 14	7.0%
Age 15 - 19	7.7%
Age 20 - 24	7.3%
Age 25 - 34	14.2%
Age 35 - 44	13.5%
Age 45 - 54	14.4%
Age 55 - 64	10.5%
Age 65 - 74	5.6%
Age 75 - 84	3.4%
Age 85+	1.7%
Age 18+	73.8%

2015 Population by Age

Total	910,457
Age 0 - 4	7.4%
Age 5 - 9	7.2%
Age 10 - 14	7.3%
Age 15 - 19	7.2%
Age 20 - 24	7.2%
Age 25 - 34	14.1%
Age 35 - 44	13.3%
Age 45 - 54	13.0%
Age 55 - 64	11.6%
Age 65 - 74	6.8%
Age 75 - 84	3.3%
Age 85+	1.6%
Age 18+	74.0%

2000 Population by Sex

Males	49.7%
Females	50.3%

2010 Population by Sex

Males	49.8%
Females	50.2%

2015 Population by Sex

Males	49.8%
Females	50.2%

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	825,154
White Alone	86.8%
Black Alone	6.8%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	1.5%
Some Other Race Alone	2.6%
Two or More Races	1.9%
Hispanic Origin	5.6%
Diversity Index	32.2

2010 Population by Race/Ethnicity

Total	891,376
White Alone	85.0%
Black Alone	6.8%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	1.8%
Some Other Race Alone	3.6%
Two or More Races	2.3%
Hispanic Origin	7.8%
Diversity Index	37.7

2015 Population by Race/Ethnicity

Total	910,457
White Alone	84.4%
Black Alone	6.7%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	4.0%
Two or More Races	2.5%
Hispanic Origin	8.9%
Diversity Index	39.9



2000 Population 3+ by School Enrollment

Total	788,242
Enrolled in Nursery/Preschool	1.9%
Enrolled in Kindergarten	1.8%
Enrolled in Grade 1-8	13.6%
Enrolled in Grade 9-12	6.8%
Enrolled in College	5.4%
Enrolled in Grad/Prof School	0.9%
Not Enrolled in School	69.7%

2010 Population 25+ by Educational Attainment

Total	563,539
Less than 9th Grade	4.0%
9th - 12th Grade, No Diploma	7.5%
High School Graduate	30.9%
Some College, No Degree	22.9%
Associate Degree	8.5%
Bachelor's Degree	17.4%
Graduate/Professional Degree	8.7%

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	696,941
Never Married	31.1%
Married	54.1%
Widowed	4.8%
Divorced	10.0%



2000 Population 16+ by Employment Status

Total	618,263
In Labor Force	69.2%
Civilian Employed	66.1%
Civilian Unemployed	3.0%
In Armed Forces	0.0%
Not in Labor Force	30.8%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	85.9%
Civilian Unemployed	14.1%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	88.6%
Civilian Unemployed	11.4%

2000 Females 16+ by Employment Status and Age of Children

Total	314,342
Own Children < 6 Only	8.1%
Employed/in Armed Forces	5.2%
Unemployed	0.3%
Not in Labor Force	2.6%
Own Children <6 and 6-17	7.5%
Employed/in Armed Forces	4.5%
Unemployed	0.2%
Not in Labor Force	2.8%
Own Children 6-17 Only	18.6%
Employed/in Armed Forces	14.4%
Unemployed	0.5%
Not in Labor Force	3.8%
No Own Children <18	65.8%
Employed/in Armed Forces	36.2%
Unemployed	1.9%
Not in Labor Force	27.7%

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	374,491
Agriculture/Mining	1.5%
Construction	5.0%
Manufacturing	17.3%
Wholesale Trade	4.8%
Retail Trade	13.0%
Transportation/Utilities	3.3%
Information	1.5%
Finance/Insurance/Real Estate	6.3%
Services	44.5%
Public Administration	2.8%

2010 Employed Population 16+ by Occupation

Total	374,491
White Collar	59.3%
Management/Business/Financial	12.9%
Professional	21.2%
Sales	12.0%
Administrative Support	13.1%
Services	15.8%
Blue Collar	24.9%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	3.6%
Production	9.7%
Transportation/Material Moving	7.0%



2000 Workers 16+ by Means of Transportation to Work

Total	401,716
Drove Alone - Car, Truck, or Van	83.5%
Carpooled - Car, Truck, or Van	9.6%
Public Transportation	0.9%
Walked	2.1%
Other Means	0.8%
Worked at Home	3.2%

2000 Workers 16+ by Travel Time to Work

Total	401,718
Did not Work at Home	96.8%
Less than 5 minutes	3.5%
5 to 9 minutes	11.3%
10 to 19 minutes	33.2%
20 to 24 minutes	16.7%
25 to 34 minutes	18.8%
35 to 44 minutes	4.8%
45 to 59 minutes	4.7%
60 to 89 minutes	2.3%
90 or more minutes	1.5%
Worked at Home	3.2%
Average Travel Time to Work (in min)	22.0

2000 Households by Vehicles Available

Total	297,926
None	6.1%
1	31.2%
2	43.7%
3	13.1%
4	4.1%
5+	1.7%
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	297,936
Family Households	70.1%
Married-couple Family	55.7%
With Related Children	28.3%
Other Family (No Spouse)	14.4%
With Related Children	10.1%
Nonfamily Households	29.9%
Householder Living Alone	23.7%
Householder Not Living Alone	6.2%
Households with Related Children	38.4%
Households with Persons 65+	19.3%

2000 Households by Size

Total	297,944
1 Person Household	23.7%
2 Person Household	32.2%
3 Person Household	16.0%
4 Person Household	15.6%
5 Person Household	8.0%
6 Person Household	2.9%
7+ Person Household	1.5%

2000 Households by Year Householder Moved In

Total	297,916
Moved in 1999 to March 2000	19.6%
Moved in 1995 to 1998	30.2%
Moved in 1990 to 1994	16.6%
Moved in 1980 to 1989	15.8%
Moved in 1970 to 1979	8.6%
Moved in 1969 or Earlier	9.2%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	316,772
1, Detached	66.9%
1, Attached	4.2%
2	5.0%
3 or 4	3.3%
5 to 9	3.8%
10 to 19	4.9%
20+	5.1%
Mobile Home	6.8%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	316,689
1999 to March 2000	2.7%
1995 to 1998	8.8%
1990 to 1994	8.1%
1980 to 1989	14.0%
1970 to 1979	15.9%
1969 or Earlier	50.4%
Median Year Structure Built	1970

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



WOO Total Trade Area

Total Businesses:	33,105			
Total Employees:	444,612			
Total Residential Population:	891,376			
Employee/Residential Population Ratio:	0.50			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	1,030	3.1%	5,405	1.2%
Construction	2,944	8.9%	19,270	4.3%
Manufacturing	1,710	5.2%	62,559	14.1%
Transportation	859	2.6%	10,945	2.5%
Communication	242	0.7%	2,733	0.6%
Utility	120	0.4%	821	0.2%
Wholesale Trade	1,993	6.0%	32,940	7.4%
Retail Trade Summary	6,442	19.5%	84,956	19.1%
Home Improvement	509	1.5%	5,918	1.3%
General Merchandise Stores	205	0.6%	5,773	1.3%
Food Stores	534	1.6%	11,794	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	818	2.5%	9,257	2.1%
Apparel & Accessory Stores	369	1.1%	3,059	0.7%
Furniture & Home Furnishings	646	2.0%	5,010	1.1%
Eating & Drinking Places	1,654	5.0%	29,045	6.5%
Miscellaneous Retail	1,707	5.2%	15,100	3.4%
Finance, Insurance, Real Estate Summary	3,098	9.4%	23,584	5.3%
Banks, Savings & Lending Institutions	681	2.1%	5,772	1.3%
Securities Brokers	414	1.3%	1,977	0.4%
Insurance Carriers & Agents	704	2.1%	9,302	2.1%
Real Estate, Holding, Other Investment Offices	1,299	3.9%	6,533	1.5%
Services Summary	12,957	39.1%	179,816	40.4%
Hotels & Lodging	159	0.5%	3,423	0.8%
Automotive Services	1,077	3.3%	7,760	1.7%
Motion Pictures & Amusements	762	2.3%	6,676	1.5%
Health Services	1,473	4.4%	64,467	14.5%
Legal Services	384	1.2%	3,411	0.8%
Education Institutions & Libraries	893	2.7%	27,934	6.3%
Other Services	8,209	24.8%	66,145	14.9%
Government	970	2.9%	17,632	4.0%
Other	740	2.2%	3,951	0.9%
Totals	33,105	100.0%	444,612	100.0%
Agriculture, Forestry, Fishing and Hunting	413	1.2%	2,331	0.5%
Mining	14	0.0%	72	0.0%
Utilities	38	0.1%	333	0.1%
Construction	3,154	9.5%	20,542	4.6%
Manufacturing	1,787	5.4%	61,696	13.9%
Wholesale Trade	1,921	5.8%	31,897	7.2%
Retail Trade	4,623	14.0%	54,863	12.3%
Motor Vehicle and Parts Dealers	590	1.8%	7,333	1.6%
Furniture and Home Furnishings Stores	277	0.8%	2,441	0.5%
Electronics and Appliance Stores	330	1.0%	2,663	0.6%
Building Material and Garden Equipment and Supplies Dealers	499	1.5%	5,896	1.3%
Food and Beverage Stores	475	1.4%	11,309	2.5%
Health and Personal Care Stores	345	1.0%	4,928	1.1%
Gasoline Stations	228	0.7%	1,924	0.4%
Clothing and Clothing Accessories Stores	458	1.4%	3,437	0.8%
Sporting Goods, Hobby, Book, and Music Stores	339	1.0%	2,420	0.5%
General Merchandise Stores	205	0.6%	5,773	1.3%
Miscellaneous Store Retailers	805	2.4%	5,729	1.3%
Nonstore Retailers	72	0.2%	1,010	0.2%
Transportation and Warehousing	670	2.0%	9,612	2.2%
Information	616	1.9%	6,699	1.5%
Finance and Insurance	1,830	5.5%	17,169	3.9%
Central Bank; Credit Intermediation and Related Activities	693	2.1%	5,790	1.3%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	428	1.3%	2,004	0.5%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	709	2.1%	9,375	2.1%
Real Estate and Rental and Leasing	1,532	4.6%	7,393	1.7%
Professional, Scientific, and Technical Services	2,919	8.8%	25,263	5.7%
Legal Services	479	1.4%	3,851	0.9%
Management of Companies and Enterprises	24	0.1%	563	0.1%
Administrative and Support and Waste Management and Remediation Services	1,646	5.0%	14,641	3.3%
Educational Services	957	2.9%	28,100	6.3%
Health Care and Social Assistance	2,265	6.8%	77,080	17.3%
Arts, Entertainment, and Recreation	601	1.8%	5,556	1.2%
Accommodation and Food Services	1,834	5.5%	32,711	7.4%
Accommodation	159	0.5%	3,423	0.8%
Food Services and Drinking Places	1,675	5.1%	29,288	6.6%
Other Services (except Public Administration)	4,496	13.6%	25,564	5.7%
Automotive Repair and Maintenance	889	2.7%	6,584	1.5%
Public Administration	982	3.0%	17,782	4.0%
Unclassified Establishments	783	2.4%	4,745	1.1%
Totals	33,105	100.0%	444,612	100.0%

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