

## CRO Total Trade Area



2000 Total Population	245,801
2000 Group Quarters	8,162
2010 Total Population	244,530
2015 Total Population	243,687
2010 - 2015 Annual Rate	-0.07%



2000 Households	100,188
2000 Average Household Size	2.37
2010 Households	101,962
2010 Average Household Size	2.31
2015 Households	102,263
2015 Average Household Size	2.30
2010 - 2015 Annual Rate	0.06%
2000 Families	69,473
2000 Average Family Size	2.87
2010 Families	69,010
2010 Average Family Size	2.84
2015 Families	68,772
2015 Average Family Size	2.83
2010 - 2015 Annual Rate	-0.07%



<b>2000 Housing Units</b>	115,680
Owner Occupied Housing Units	67.3%
Renter Occupied Housing Units	19.3%
Vacant Housing Units	13.4%
<b>2010 Housing Units</b>	120,944
Owner Occupied Housing Units	65.2%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	15.7%
<b>2015 Housing Units</b>	122,804
Owner Occupied Housing Units	64.4%
Renter Occupied Housing Units	18.8%
Vacant Housing Units	16.7%

### Median Household Income

2000	\$26,152
2010	\$32,230
2015	\$35,422

### Median Home Value

2000	\$56,099
2010	\$86,987
2015	\$102,998

### Per Capita Income

2000	\$15,284
2010	\$18,149
2015	\$19,030

### Median Age

2000	40.2
2010	43.1
2015	44.3

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	100,353
< \$15,000	28.8%
\$15,000 - \$24,999	19.2%
\$25,000 - \$34,999	14.7%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	13.1%
\$75,000 - \$99,999	4.7%
\$100,000 - \$149,999	2.4%
\$150,000 - \$199,999	0.6%
\$200,000 +	1.1%
Average Household Income	\$36,996

### 2010 Households by Income

Household Income Base	101,962
< \$15,000	22.4%
\$15,000 - \$24,999	17.0%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	16.9%
\$75,000 - \$99,999	7.5%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	0.6%
\$200,000 +	1.1%
Average Household Income	\$42,893

### 2015 Households by Income

Household Income Base	102,263
< \$15,000	22.2%
\$15,000 - \$24,999	15.3%
\$25,000 - \$34,999	11.9%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	7.4%
\$100,000 - \$149,999	4.6%
\$150,000 - \$199,999	0.6%
\$200,000 +	1.2%
Average Household Income	\$44,630

### 2000 Owner Occupied Housing Units by Value

Total	77,838
< \$50,000	44.1%
\$50,000 - \$99,999	38.2%
\$100,000 - \$149,999	10.5%
\$150,000 - \$199,999	3.7%
\$200,000 - \$299,999	2.2%
\$300,000 - \$499,999	0.7%
\$500,000 - \$999,999	0.3%
\$1,000,000+	0.2%
Average Home Value	\$71,169

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

Total	21,606
With Cash Rent	81.4%
No Cash Rent	18.6%
Median Rent	\$278
Average Rent	\$277

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

**CRO Total Trade Area**



**2000 Population by Age**

Total	245,793
Age 0 - 4	5.5%
Age 5 - 9	5.9%
Age 10 - 14	6.2%
Age 15 - 19	6.5%
Age 20 - 24	6.2%
Age 25 - 34	12.6%
Age 35 - 44	14.9%
Age 45 - 54	15.6%
Age 55 - 64	10.3%
Age 65 - 74	8.8%
Age 75 - 84	5.6%
Age 85+	1.9%
Age 18+	78.5%

**2010 Population by Age**

Total	244,530
Age 0 - 4	5.2%
Age 5 - 9	5.4%
Age 10 - 14	5.7%
Age 15 - 19	6.0%
Age 20 - 24	5.3%
Age 25 - 34	11.9%
Age 35 - 44	12.9%
Age 45 - 54	15.1%
Age 55 - 64	15.3%
Age 65 - 74	8.9%
Age 75 - 84	5.9%
Age 85+	2.5%
Age 18+	80.2%

**2015 Population by Age**

Total	243,687
Age 0 - 4	5.0%
Age 5 - 9	5.2%
Age 10 - 14	5.7%
Age 15 - 19	6.0%
Age 20 - 24	5.4%
Age 25 - 34	10.5%
Age 35 - 44	13.0%
Age 45 - 54	13.2%
Age 55 - 64	16.1%
Age 65 - 74	11.4%
Age 75 - 84	5.8%
Age 85+	2.6%
Age 18+	80.6%

**2000 Population by Sex**

Males	48.5%
Females	51.5%

**2010 Population by Sex**

Males	49.1%
Females	50.9%

**2015 Population by Sex**

Males	49.2%
Females	50.8%

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

## CRO Total Trade Area



### 2000 Population by Race/Ethnicity

Total	245,790
White Alone	92.8%
Black Alone	5.6%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.1%
Two or More Races	0.8%
Hispanic Origin	0.7%
Diversity Index	14.8

### 2010 Population by Race/Ethnicity

Total	244,530
White Alone	91.9%
Black Alone	5.9%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.2%
Two or More Races	1.2%
Hispanic Origin	1.2%
Diversity Index	17.3

### 2015 Population by Race/Ethnicity

Total	243,687
White Alone	91.4%
Black Alone	6.1%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.2%
Two or More Races	1.4%
Hispanic Origin	1.6%
Diversity Index	18.7



### 2000 Population 3+ by School Enrollment

Total	237,889
Enrolled in Nursery/Preschool	1.0%
Enrolled in Kindergarten	1.2%
Enrolled in Grade 1-8	10.4%
Enrolled in Grade 9-12	5.5%
Enrolled in College	3.6%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	77.7%

### 2010 Population 25+ by Educational Attainment

Total	176,972
Less than 9th Grade	7.8%
9th - 12th Grade, No Diploma	12.8%
High School Graduate	42.3%
Some College, No Degree	16.7%
Associate Degree	5.8%
Bachelor's Degree	9.1%
Graduate/Professional Degree	5.5%

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

**CRO Total Trade Area**



**2010 Population 15+ by Marital Status**

Total	204,622
Never Married	21.3%
Married	57.0%
Widowed	9.1%
Divorced	12.5%



**2000 Population 16+ by Employment Status**

Total	199,166
In Labor Force	48.9%
Civilian Employed	44.4%
Civilian Unemployed	4.3%
In Armed Forces	0.1%
Not in Labor Force	51.1%

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

Civilian Employed	89.1%
Civilian Unemployed	10.9%

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

Civilian Employed	91.3%
Civilian Unemployed	8.7%

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

Total	103,970
Own Children < 6 Only	6.4%
Employed/in Armed Forces	3.1%
Unemployed	0.4%
Not in Labor Force	2.9%
Own Children <6 and 6-17	4.3%
Employed/in Armed Forces	2.1%
Unemployed	0.2%
Not in Labor Force	2.1%
Own Children 6-17 Only	16.7%
Employed/in Armed Forces	9.7%
Unemployed	0.7%
Not in Labor Force	6.4%
No Own Children <18	72.6%
Employed/in Armed Forces	23.9%
Unemployed	2.1%
Not in Labor Force	46.6%

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

## CRO Total Trade Area



### 2010 Employed Population 16+ by Industry

Total	87,699
Agriculture/Mining	9.4%
Construction	6.1%
Manufacturing	4.9%
Wholesale Trade	2.3%
Retail Trade	13.3%
Transportation/Utilities	5.8%
Information	1.3%
Finance/Insurance/Real Estate	4.3%
Services	46.8%
Public Administration	5.7%

### 2010 Employed Population 16+ by Occupation

Total	87,699
White Collar	53.1%
Management/Business/Financial	8.7%
Professional	18.9%
Sales	12.7%
Administrative Support	12.7%
Services	19.5%
Blue Collar	27.5%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	9.5%
Installation/Maintenance/Repair	4.8%
Production	4.1%
Transportation/Material Moving	8.1%



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

Total	86,586
Drove Alone - Car, Truck, or Van	82.1%
Carpooled - Car, Truck, or Van	12.5%
Public Transportation	0.4%
Walked	1.9%
Other Means	0.8%
Worked at Home	2.3%

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

Total	86,573
Did not Work at Home	97.7%
Less than 5 minutes	4.4%
5 to 9 minutes	12.6%
10 to 19 minutes	30.7%
20 to 24 minutes	12.2%
25 to 34 minutes	14.9%
35 to 44 minutes	4.9%
45 to 59 minutes	7.3%
60 to 89 minutes	6.2%
90 or more minutes	4.6%
Worked at Home	2.3%
Average Travel Time to Work (in min)	27.3

### 2000 Households by Vehicles Available

Total	100,191
None	11.8%
1	35.9%
2	37.7%
3	11.3%
4	2.5%
5+	0.8%
Average Number of Vehicles Available	1.6

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	100,176
Family Households	69.3%
Married-couple Family	54.2%
With Related Children	22.1%
Other Family (No Spouse)	15.2%
With Related Children	8.9%
Nonfamily Households	30.7%
Householder Living Alone	27.3%
Householder Not Living Alone	3.4%
Households with Related Children	31.0%
Households with Persons 65+	29.6%

### 2000 Households by Size

Total	100,188
1 Person Household	27.3%
2 Person Household	35.5%
3 Person Household	18.5%
4 Person Household	12.5%
5 Person Household	4.4%
6 Person Household	1.2%
7+ Person Household	0.5%

### 2000 Households by Year Householder Moved In

Total	100,177
Moved in 1999 to March 2000	14.2%
Moved in 1995 to 1998	23.3%
Moved in 1990 to 1994	15.7%
Moved in 1980 to 1989	17.4%
Moved in 1970 to 1979	13.9%
Moved in 1969 or Earlier	15.4%
Median Year Householder Moved In	1991



### 2000 Housing Units by Units in Structure

Total	115,677
1, Detached	69.7%
1, Attached	1.3%
2	1.6%
3 or 4	1.8%
5 to 9	2.1%
10 to 19	1.0%
20+	1.8%
Mobile Home	20.3%
Other	0.4%

### 2000 Housing Units by Year Structure Built

Total	115,700
1999 to March 2000	1.9%
1995 to 1998	7.3%
1990 to 1994	6.1%
1980 to 1989	13.9%
1970 to 1979	20.9%
1969 or Earlier	49.8%
Median Year Structure Built	1970

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



CRO Total Trade Area

Total Businesses:	8,621			
Total Employees:	77,847			
Total Residential Population:	244,530			
Employee/Residential Population Ratio:	0.32			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	245	2.8%	3,113	4.0%
Construction	537	6.2%	3,476	4.5%
Manufacturing	223	2.6%	3,522	4.5%
Transportation	318	3.7%	2,944	3.8%
Communication	82	1.0%	445	0.6%
Utility	73	0.8%	577	0.7%
Wholesale Trade	394	4.6%	3,174	4.1%
Retail Trade Summary	2,072	24.0%	19,029	24.4%
Home Improvement	142	1.6%	1,242	1.6%
General Merchandise Stores	94	1.1%	2,579	3.3%
Food Stores	229	2.7%	2,527	3.2%
Auto Dealers, Gas Stations, Auto Aftermarket	386	4.5%	3,112	4.0%
Apparel & Accessory Stores	80	0.9%	336	0.4%
Furniture & Home Furnishings	137	1.6%	511	0.7%
Eating & Drinking Places	471	5.5%	6,509	8.4%
Miscellaneous Retail	533	6.2%	2,213	2.8%
Finance, Insurance, Real Estate Summary	631	7.3%	2,923	3.8%
Banks, Savings & Lending Institutions	136	1.6%	1,017	1.3%
Securities Brokers	26	0.3%	85	0.1%
Insurance Carriers & Agents	203	2.4%	613	0.8%
Real Estate, Holding, Other Investment Offices	266	3.1%	1,208	1.6%
Services Summary	3,378	39.2%	32,221	41.4%
Hotels & Lodging	137	1.6%	3,714	4.8%
Automotive Services	274	3.2%	725	0.9%
Motion Pictures & Amusements	190	2.2%	1,148	1.5%
Health Services	514	6.0%	11,048	14.2%
Legal Services	129	1.5%	520	0.7%
Education Institutions & Libraries	211	2.4%	5,915	7.6%
Other Services	1,923	22.3%	9,151	11.8%
Government	590	6.8%	6,275	8.1%
Other	78	0.9%	148	0.2%
<b>Totals</b>	<b>8,621</b>	<b>100.0%</b>	<b>77,847</b>	<b>100.0%</b>
Agriculture, Forestry, Fishing and Hunting	73	0.8%	411	0.5%
Mining	93	1.1%	2,328	3.0%
Utilities	53	0.6%	275	0.4%
Construction	564	6.5%	3,980	5.1%
Manufacturing	240	2.8%	3,605	4.6%
Wholesale Trade	388	4.5%	3,149	4.0%
Retail Trade	1,544	17.9%	12,091	15.5%
Motor Vehicle and Parts Dealers	264	3.1%	2,355	3.0%
Furniture and Home Furnishings Stores	58	0.7%	308	0.4%
Electronics and Appliance Stores	56	0.6%	156	0.2%
Building Material and Garden Equipment and Supplies Dealers	133	1.5%	1,200	1.5%
Food and Beverage Stores	199	2.3%	2,160	2.8%
Health and Personal Care Stores	130	1.5%	782	1.0%
Gasoline Stations	122	1.4%	757	1.0%
Clothing and Clothing Accessories Stores	95	1.1%	390	0.5%
Sporting Goods, Hobby, Book, and Music Stores	113	1.3%	369	0.5%
General Merchandise Stores	94	1.1%	2,579	3.3%
Miscellaneous Store Retailers	258	3.0%	940	1.2%
Nonstore Retailers	22	0.3%	95	0.1%
Transportation and Warehousing	250	2.9%	2,120	2.7%
Information	164	1.9%	1,229	1.6%
Finance and Insurance	381	4.4%	1,733	2.2%
Central Bank; Credit Intermediation and Related Activities	152	1.8%	1,040	1.3%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	25	0.3%	70	0.1%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	204	2.4%	623	0.8%
Real Estate and Rental and Leasing	373	4.3%	1,328	1.7%
Professional, Scientific, and Technical Services	480	5.6%	2,346	3.0%
Legal Services	133	1.5%	550	0.7%
Management of Companies and Enterprises	7	0.1%	74	0.1%
Administrative and Support and Waste Management and Remediation Services	235	2.7%	1,548	2.0%
Educational Services	200	2.3%	5,754	7.4%
Health Care and Social Assistance	760	8.8%	14,105	18.1%
Arts, Entertainment, and Recreation	167	1.9%	965	1.2%
Accommodation and Food Services	609	7.1%	10,229	13.1%
Accommodation	137	1.6%	3,714	4.8%
Food Services and Drinking Places	472	5.5%	6,515	8.4%
Other Services (except Public Administration)	1,361	15.8%	4,113	5.3%
Automotive Repair and Maintenance	203	2.4%	535	0.7%
Public Administration	601	7.0%	6,324	8.1%
Unclassified Establishments	78	0.9%	140	0.2%
<b>Totals</b>	<b>8,621</b>	<b>100.0%</b>	<b>77,847</b>	<b>100.0%</b>

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