

## WCC Total Trade Area



2000 Total Population	599,678
2000 Group Quarters	17,362
2010 Total Population	592,389
2015 Total Population	586,940
2010 - 2015 Annual Rate	-0.18%



2000 Households	241,028
2000 Average Household Size	2.42
2010 Households	240,881
2010 Average Household Size	2.38
2015 Households	239,619
2015 Average Household Size	2.37
2010 - 2015 Annual Rate	-0.11%
2000 Families	164,920
2000 Average Family Size	2.96
2010 Families	160,581
2010 Average Family Size	2.93
2015 Families	158,423
2015 Average Family Size	2.93
2010 - 2015 Annual Rate	-0.27%



<b>2000 Housing Units</b>	260,596
Owner Occupied Housing Units	70.1%
Renter Occupied Housing Units	22.3%
Vacant Housing Units	7.5%
<b>2010 Housing Units</b>	268,595
Owner Occupied Housing Units	67.4%
Renter Occupied Housing Units	22.3%
Vacant Housing Units	10.3%
<b>2015 Housing Units</b>	270,717
Owner Occupied Housing Units	66.6%
Renter Occupied Housing Units	21.9%
Vacant Housing Units	11.5%

### Median Household Income

2000	\$37,270
2010	\$48,692
2015	\$55,899

### Median Home Value

2000	\$82,234
2010	\$125,737
2015	\$153,673

### Per Capita Income

2000	\$20,287
2010	\$25,252
2015	\$28,469

### Median Age

2000	40.8
2010	44.0
2015	45.0

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	241,165
< \$15,000	18.6%
\$15,000 - \$24,999	14.9%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	16.3%
\$50,000 - \$74,999	18.6%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	5.8%
\$150,000 - \$199,999	1.5%
\$200,000 +	1.6%
Average Household Income	\$49,678

**2010 Households by Income**

Household Income Base	240,879
< \$15,000	12.5%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	20.7%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	2.3%
\$200,000 +	2.1%
Average Household Income	\$61,074

**2015 Households by Income**

Household Income Base	239,617
< \$15,000	11.1%
\$15,000 - \$24,999	10.2%
\$25,000 - \$34,999	9.1%
\$35,000 - \$49,999	12.0%
\$50,000 - \$74,999	24.0%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	12.0%
\$150,000 - \$199,999	3.3%
\$200,000 +	2.7%
Average Household Income	\$68,562

**2000 Owner Occupied Housing Units by Value**

Total	182,793
< \$50,000	24.6%
\$50,000 - \$99,999	39.9%
\$100,000 - \$149,999	19.6%
\$150,000 - \$199,999	8.2%
\$200,000 - \$299,999	4.9%
\$300,000 - \$499,999	2.1%
\$500,000 - \$999,999	0.5%
\$1,000,000+	0.1%
Average Home Value	\$100,580

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

Total	57,054
With Cash Rent	91.0%
No Cash Rent	9.0%
Median Rent	\$342
Average Rent	\$375

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	599,700
Age 0 - 4	5.5%
Age 5 - 9	6.3%
Age 10 - 14	6.6%
Age 15 - 19	6.3%
Age 20 - 24	5.1%
Age 25 - 34	11.5%
Age 35 - 44	15.7%
Age 45 - 54	14.9%
Age 55 - 64	9.9%
Age 65 - 74	9.0%
Age 75 - 84	7.0%
Age 85+	2.2%
Age 18+	77.7%

**2010 Population by Age**

Total	592,389
Age 0 - 4	5.2%
Age 5 - 9	5.6%
Age 10 - 14	5.9%
Age 15 - 19	6.4%
Age 20 - 24	5.5%
Age 25 - 34	10.2%
Age 35 - 44	12.5%
Age 45 - 54	15.8%
Age 55 - 64	14.3%
Age 65 - 74	8.7%
Age 75 - 84	6.7%
Age 85+	3.3%
Age 18+	79.5%

**2015 Population by Age**

Total	586,940
Age 0 - 4	5.1%
Age 5 - 9	5.4%
Age 10 - 14	5.9%
Age 15 - 19	6.1%
Age 20 - 24	5.5%
Age 25 - 34	10.4%
Age 35 - 44	11.5%
Age 45 - 54	14.0%
Age 55 - 64	15.5%
Age 65 - 74	10.9%
Age 75 - 84	6.2%
Age 85+	3.3%
Age 18+	80.0%

**2000 Population by Sex**

Males	47.9%
Females	52.1%

**2010 Population by Sex**

Males	48.1%
Females	51.9%

**2015 Population by Sex**

Males	48.2%
Females	51.8%

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

## WCC Total Trade Area



### 2000 Population by Race/Ethnicity

Total	599,676
White Alone	94.6%
Black Alone	3.7%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.2%
Two or More Races	0.8%
Hispanic Origin	0.6%
Diversity Index	11.3

### 2010 Population by Race/Ethnicity

Total	592,389
White Alone	93.2%
Black Alone	4.2%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.2%
Two or More Races	1.1%
Hispanic Origin	1.1%
Diversity Index	14.8

### 2015 Population by Race/Ethnicity

Total	586,940
White Alone	92.5%
Black Alone	4.5%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	0.3%
Two or More Races	1.3%
Hispanic Origin	1.3%
Diversity Index	16.5



### 2000 Population 3+ by School Enrollment

Total	580,218
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	10.8%
Enrolled in Grade 9-12	5.6%
Enrolled in College	3.9%
Enrolled in Grad/Prof School	0.8%
Not Enrolled in School	76.0%

### 2010 Population 25+ by Educational Attainment

Total	422,959
Less than 9th Grade	3.5%
9th - 12th Grade, No Diploma	7.2%
High School Graduate	40.2%
Some College, No Degree	15.2%
Associate Degree	8.3%
Bachelor's Degree	16.6%
Graduate/Professional Degree	9.1%

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

## WCC Total Trade Area



### 2010 Population 15+ by Marital Status

Total	493,209
Never Married	25.1%
Married	56.8%
Widowed	8.7%
Divorced	9.4%



### 2000 Population 16+ by Employment Status

Total	481,717
In Labor Force	58.3%
Civilian Employed	54.8%
Civilian Unemployed	3.5%
In Armed Forces	0.1%
Not in Labor Force	41.7%

### 2010 Civilian Population 16+ in Labor Force

Civilian Employed	90.4%
Civilian Unemployed	9.6%

### 2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.0%
Civilian Unemployed	8.0%

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

Total	255,017
Own Children < 6 Only	6.1%
Employed/in Armed Forces	3.7%
Unemployed	0.3%
Not in Labor Force	2.2%
Own Children <6 and 6-17	5.0%
Employed/in Armed Forces	2.8%
Unemployed	0.1%
Not in Labor Force	2.1%
Own Children 6-17 Only	15.9%
Employed/in Armed Forces	11.2%
Unemployed	0.4%
Not in Labor Force	4.3%
No Own Children <18	73.0%
Employed/in Armed Forces	30.5%
Unemployed	2.0%
Not in Labor Force	40.5%

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

## WCC Total Trade Area



### 2010 Employed Population 16+ by Industry

Total	271,553
Agriculture/Mining	3.0%
Construction	6.9%
Manufacturing	7.8%
Wholesale Trade	3.3%
Retail Trade	12.6%
Transportation/Utilities	6.2%
Information	1.7%
Finance/Insurance/Real Estate	6.3%
Services	48.3%
Public Administration	3.9%

### 2010 Employed Population 16+ by Occupation

Total	271,553
White Collar	61.2%
Management/Business/Financial	13.1%
Professional	22.3%
Sales	11.7%
Administrative Support	14.1%
Services	17.1%
Blue Collar	21.6%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	4.1%
Production	4.6%
Transportation/Material Moving	6.4%



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

Total	259,788
Drove Alone - Car, Truck, or Van	81.5%
Carpooled - Car, Truck, or Van	9.8%
Public Transportation	2.9%
Walked	2.7%
Other Means	0.6%
Worked at Home	2.4%

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

Total	259,782
Did not Work at Home	97.6%
Less than 5 minutes	3.9%
5 to 9 minutes	11.5%
10 to 19 minutes	28.6%
20 to 24 minutes	12.2%
25 to 34 minutes	16.9%
35 to 44 minutes	7.2%
45 to 59 minutes	9.0%
60 to 89 minutes	5.8%
90 or more minutes	2.4%
Worked at Home	2.4%
Average Travel Time to Work (in min)	26.2

### 2000 Households by Vehicles Available

Total	241,021
None	10.1%
1	35.2%
2	39.5%
3	11.4%
4	2.8%
5+	1.0%
Average Number of Vehicles Available	1.7

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

**WCC Total Trade Area**



**2000 Households by Type**

Total	241,022
Family Households	68.4%
Married-couple Family	54.4%
With Related Children	22.7%
Other Family (No Spouse)	14.1%
With Related Children	7.8%
Nonfamily Households	31.6%
Householder Living Alone	27.8%
Householder Not Living Alone	3.7%
Households with Related Children	30.5%
Households with Persons 65+	31.5%

**2000 Households by Size**

Total	241,028
1 Person Household	27.9%
2 Person Household	34.2%
3 Person Household	16.8%
4 Person Household	13.7%
5 Person Household	5.4%
6 Person Household	1.5%
7+ Person Household	0.6%

**2000 Households by Year Householder Moved In**

Total	241,022
Moved in 1999 to March 2000	11.9%
Moved in 1995 to 1998	21.3%
Moved in 1990 to 1994	14.9%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	13.8%
Moved in 1969 or Earlier	21.2%
Median Year Householder Moved In	1989



**2000 Housing Units by Units in Structure**

Total	260,588
1, Detached	71.2%
1, Attached	5.5%
2	4.0%
3 or 4	3.3%
5 to 9	3.2%
10 to 19	2.1%
20+	4.0%
Mobile Home	6.7%
Other	0.0%

**2000 Housing Units by Year Structure Built**

Total	260,591
1999 to March 2000	1.3%
1995 to 1998	3.7%
1990 to 1994	4.4%
1980 to 1989	8.4%
1970 to 1979	14.1%
1969 or Earlier	68.1%
Median Year Structure Built	1956

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



**WCC Total Trade Area**

Total Businesses:	22,293			
Total Employees:	233,059			
Total Residential Population:	592,389			
Employee/Residential Population Ratio:	0.39			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	549	2.5%	4,889	2.1%
Construction	1,922	8.6%	12,544	5.4%
Manufacturing	831	3.7%	22,220	9.5%
Transportation	580	2.6%	5,788	2.5%
Communication	149	0.7%	1,823	0.8%
Utility	141	0.6%	1,318	0.6%
Wholesale Trade	1,161	5.2%	11,168	4.8%
Retail Trade Summary	4,832	21.7%	48,502	20.8%
Home Improvement	384	1.7%	4,023	1.7%
General Merchandise Stores	168	0.8%	3,460	1.5%
Food Stores	431	1.9%	6,356	2.7%
Auto Dealers, Gas Stations, Auto Aftermarket	651	2.9%	5,875	2.5%
Apparel & Accessory Stores	256	1.1%	1,851	0.8%
Furniture & Home Furnishings	396	1.8%	2,527	1.1%
Eating & Drinking Places	1,334	6.0%	16,722	7.2%
Miscellaneous Retail	1,212	5.4%	7,688	3.3%
Finance, Insurance, Real Estate Summary	1,658	7.4%	10,584	4.5%
Banks, Savings & Lending Institutions	429	1.9%	3,241	1.4%
Securities Brokers	192	0.9%	1,084	0.5%
Insurance Carriers & Agents	449	2.0%	2,461	1.1%
Real Estate, Holding, Other Investment Offices	588	2.6%	3,798	1.6%
Services Summary	8,949	40.1%	100,429	43.1%
Hotels & Lodging	123	0.6%	4,058	1.7%
Automotive Services	867	3.9%	2,795	1.2%
Motion Pictures & Amusements	530	2.4%	7,373	3.2%
Health Services	1,287	5.8%	26,349	11.3%
Legal Services	326	1.5%	1,527	0.7%
Education Institutions & Libraries	518	2.3%	26,443	11.3%
Other Services	5,298	23.8%	31,884	13.7%
Government	1,155	5.2%	13,371	5.7%
Other	366	1.6%	423	0.2%
<b>Totals</b>	<b>22,293</b>	<b>100.0%</b>	<b>233,059</b>	<b>100.0%</b>
Agriculture, Forestry, Fishing and Hunting	118	0.5%	471	0.2%
Mining	95	0.4%	3,161	1.4%
Utilities	88	0.4%	689	0.3%
Construction	2,076	9.3%	13,412	5.8%
Manufacturing	879	3.9%	21,235	9.1%
Wholesale Trade	1,128	5.1%	10,864	4.7%
Retail Trade	3,403	15.3%	31,110	13.3%
Motor Vehicle and Parts Dealers	488	2.2%	4,849	2.1%
Furniture and Home Furnishings Stores	168	0.8%	1,307	0.6%
Electronics and Appliance Stores	198	0.9%	1,160	0.5%
Building Material and Garden Equipment and Supplies Dealers	368	1.7%	3,976	1.7%
Food and Beverage Stores	379	1.7%	5,798	2.5%
Health and Personal Care Stores	276	1.2%	2,736	1.2%
Gasoline Stations	163	0.7%	1,026	0.4%
Clothing and Clothing Accessories Stores	329	1.5%	2,189	0.9%
Sporting Goods, Hobby, Book, and Music Stores	222	1.0%	1,495	0.6%
General Merchandise Stores	168	0.8%	3,460	1.5%
Miscellaneous Store Retailers	579	2.6%	2,669	1.1%
Nonstore Retailers	65	0.3%	445	0.2%
Transportation and Warehousing	428	1.9%	5,013	2.2%
Information	353	1.6%	4,994	2.1%
Finance and Insurance	1080	4.8%	6,882	3.0%
Central Bank; Credit Intermediation and Related Activities	433	1.9%	3,251	1.4%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	196	0.9%	1,160	0.5%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	451	2.0%	2,471	1.1%
Real Estate and Rental and Leasing	780	3.5%	4,048	1.7%
Professional, Scientific, and Technical Services	1,623	7.3%	10,650	4.6%
Legal Services	379	1.7%	1,642	0.7%
Management of Companies and Enterprises	6	0.0%	633	0.3%
Administrative and Support and Waste Management and Remediation Services	775	3.5%	4,769	2.0%
Educational Services	542	2.4%	26,188	11.2%
Health Care and Social Assistance	1,882	8.4%	32,960	14.1%
Arts, Entertainment, and Recreation	422	1.9%	6,920	3.0%
Accommodation and Food Services	1,477	6.6%	21,015	9.0%
Accommodation	123	0.6%	4,058	1.7%
Food Services and Drinking Places	1,354	6.1%	16,957	7.3%
Other Services (except Public Administration)	3,605	16.2%	13,983	6.0%
Automotive Repair and Maintenance	711	3.2%	2,152	0.9%
Public Administration	1,161	5.2%	13,440	5.8%
Unclassified Establishments	372	1.7%	622	0.3%
<b>Totals</b>	<b>22,293</b>	<b>100.0%</b>	<b>233,059</b>	<b>100.0%</b>

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