

NRV Total Trade Area



2000 Total Population	218,475
2000 Group Quarters	15,666
2010 Total Population	230,594
2015 Total Population	236,613
2010 - 2015 Annual Rate	0.52%



2000 Households	85,587
2000 Average Household Size	2.37
2010 Households	91,634
2010 Average Household Size	2.32
2015 Households	94,582
2015 Average Household Size	2.31
2010 - 2015 Annual Rate	0.64%
2000 Families	54,027
2000 Average Family Size	2.84
2010 Families	55,962
2010 Average Family Size	2.83
2015 Families	57,161
2015 Average Family Size	2.83
2010 - 2015 Annual Rate	0.42%



2000 Housing Units	93,281
Owner Occupied Housing Units	61.2%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	8.2%
2010 Housing Units	103,744
Owner Occupied Housing Units	57.8%
Renter Occupied Housing Units	30.6%
Vacant Housing Units	11.7%
2015 Housing Units	108,186
Owner Occupied Housing Units	57.1%
Renter Occupied Housing Units	30.3%
Vacant Housing Units	12.6%

Median Household Income

2000	\$33,994
2010	\$43,758
2015	\$50,365

Median Home Value

2000	\$88,367
2010	\$139,071
2015	\$177,106

Per Capita Income

2000	\$17,925
2010	\$21,826
2015	\$25,226

Median Age

2000	33.7
2010	36.2
2015	37.0

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	85,712
< \$15,000	21.0%
\$15,000 - \$24,999	16.4%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	7.2%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	1.1%
\$200,000 +	1.2%
Average Household Income	\$44,526

2010 Households by Income

Household Income Base	91,634
< \$15,000	16.2%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	15.9%
\$50,000 - \$74,999	23.8%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	6.2%
\$150,000 - \$199,999	1.3%
\$200,000 +	1.1%
Average Household Income	\$51,743

2015 Households by Income

Household Income Base	94,582
< \$15,000	13.5%
\$15,000 - \$24,999	9.8%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	23.9%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	10.1%
\$150,000 - \$199,999	2.1%
\$200,000 +	1.7%
Average Household Income	\$59,604

2000 Owner Occupied Housing Units by Value

Total	56,976
< \$50,000	20.0%
\$50,000 - \$99,999	39.9%
\$100,000 - \$149,999	21.6%
\$150,000 - \$199,999	9.4%
\$200,000 - \$299,999	6.3%
\$300,000 - \$499,999	2.4%
\$500,000 - \$999,999	0.4%
\$1,000,000+	0.1%
Average Home Value	\$106,629

2000 Specified Renter Occ. Housing Units by Contract Rent

Total	27,799
With Cash Rent	93.2%
No Cash Rent	6.8%
Median Rent	\$408
Average Rent	\$426

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	218,476
Age 0 - 4	5.0%
Age 5 - 9	5.3%
Age 10 - 14	5.6%
Age 15 - 19	9.5%
Age 20 - 24	13.3%
Age 25 - 34	13.0%
Age 35 - 44	13.4%
Age 45 - 54	13.0%
Age 55 - 64	9.3%
Age 65 - 74	6.8%
Age 75 - 84	4.5%
Age 85+	1.5%
Age 18+	80.8%

2010 Population by Age

Total	230,594
Age 0 - 4	4.8%
Age 5 - 9	4.9%
Age 10 - 14	5.1%
Age 15 - 19	9.4%
Age 20 - 24	13.1%
Age 25 - 34	11.2%
Age 35 - 44	12.1%
Age 45 - 54	13.1%
Age 55 - 64	12.2%
Age 65 - 74	7.5%
Age 75 - 84	4.5%
Age 85+	2.0%
Age 18+	82.1%

2015 Population by Age

Total	236,613
Age 0 - 4	4.7%
Age 5 - 9	4.8%
Age 10 - 14	5.1%
Age 15 - 19	9.1%
Age 20 - 24	13.2%
Age 25 - 34	10.9%
Age 35 - 44	11.5%
Age 45 - 54	12.3%
Age 55 - 64	12.5%
Age 65 - 74	9.3%
Age 75 - 84	4.6%
Age 85+	2.0%
Age 18+	82.3%

2000 Population by Sex

Males	49.9%
Females	50.1%

2010 Population by Sex

Males	50.2%
Females	49.8%

2015 Population by Sex

Males	50.3%
Females	49.7%

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

NRV Total Trade Area



2000 Population by Race/Ethnicity

Total	218,480
White Alone	92.4%
Black Alone	4.0%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.9%
Some Other Race Alone	0.4%
Two or More Races	1.1%
Hispanic Origin	1.1%
Diversity Index	16.3

2010 Population by Race/Ethnicity

Total	230,594
White Alone	90.8%
Black Alone	4.3%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.6%
Some Other Race Alone	0.6%
Two or More Races	1.6%
Hispanic Origin	1.8%
Diversity Index	20.2

2015 Population by Race/Ethnicity

Total	236,613
White Alone	90.0%
Black Alone	4.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	3.0%
Some Other Race Alone	0.7%
Two or More Races	1.8%
Hispanic Origin	2.2%
Diversity Index	22.3



2000 Population 3+ by School Enrollment

Total	211,898
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	1.1%
Enrolled in Grade 1-8	9.0%
Enrolled in Grade 9-12	4.4%
Enrolled in College	15.9%
Enrolled in Grad/Prof School	2.3%
Not Enrolled in School	66.0%

2010 Population 25+ by Educational Attainment

Total	144,653
Less than 9th Grade	6.7%
9th - 12th Grade, No Diploma	8.8%
High School Graduate	31.9%
Some College, No Degree	18.1%
Associate Degree	7.8%
Bachelor's Degree	14.3%
Graduate/Professional Degree	12.4%

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	196,551
Never Married	33.9%
Married	50.8%
Widowed	6.3%
Divorced	9.0%



2000 Population 16+ by Employment Status

Total	181,245
In Labor Force	59.5%
Civilian Employed	56.4%
Civilian Unemployed	2.9%
In Armed Forces	0.1%
Not in Labor Force	40.5%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	90.6%
Civilian Unemployed	9.4%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	92.9%
Civilian Unemployed	7.1%

2000 Females 16+ by Employment Status and Age of Children

Total	91,530
Own Children < 6 Only	6.4%
Employed/in Armed Forces	4.1%
Unemployed	0.2%
Not in Labor Force	2.1%
Own Children <6 and 6-17	4.4%
Employed/in Armed Forces	2.7%
Unemployed	0.1%
Not in Labor Force	1.6%
Own Children 6-17 Only	13.7%
Employed/in Armed Forces	10.6%
Unemployed	0.2%
Not in Labor Force	2.9%
No Own Children <18	75.5%
Employed/in Armed Forces	34.8%
Unemployed	1.7%
Not in Labor Force	38.9%

[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	103,159
Agriculture/Mining	1.5%
Construction	6.1%
Manufacturing	13.0%
Wholesale Trade	1.9%
Retail Trade	11.4%
Transportation/Utilities	3.3%
Information	1.1%
Finance/Insurance/Real Estate	4.3%
Services	53.7%
Public Administration	3.6%

2010 Employed Population 16+ by Occupation

Total	103,159
White Collar	58.6%
Management/Business/Financial	10.4%
Professional	26.0%
Sales	9.3%
Administrative Support	12.8%
Services	17.6%
Blue Collar	23.8%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	4.4%
Production	8.1%
Transportation/Material Moving	5.1%



2000 Workers 16+ by Means of Transportation to Work

Total	100,223
Drove Alone - Car, Truck, or Van	79.8%
Carpooled - Car, Truck, or Van	11.2%
Public Transportation	1.3%
Walked	3.9%
Other Means	1.1%
Worked at Home	2.7%

2000 Workers 16+ by Travel Time to Work

Total	100,222
Did not Work at Home	97.3%
Less than 5 minutes	4.3%
5 to 9 minutes	15.4%
10 to 19 minutes	33.2%
20 to 24 minutes	13.1%
25 to 34 minutes	15.8%
35 to 44 minutes	4.9%
45 to 59 minutes	5.8%
60 to 89 minutes	3.1%
90 or more minutes	1.7%
Worked at Home	2.7%
Average Travel Time to Work (in min)	21.8

2000 Households by Vehicles Available

Total	85,564
None	7.0%
1	30.5%
2	38.2%
3	16.9%
4	5.7%
5+	1.7%
Average Number of Vehicles Available	1.9

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	85,577
Family Households	63.1%
Married-couple Family	50.9%
With Related Children	21.0%
Other Family (No Spouse)	12.2%
With Related Children	7.4%
Nonfamily Households	36.9%
Householder Living Alone	26.3%
Householder Not Living Alone	10.5%
Households with Related Children	28.4%
Households with Persons 65+	22.8%

2000 Households by Size

Total	85,587
1 Person Household	26.3%
2 Person Household	37.0%
3 Person Household	17.7%
4 Person Household	13.5%
5 Person Household	4.0%
6 Person Household	1.1%
7+ Person Household	0.4%

2000 Households by Year Householder Moved In

Total	85,578
Moved in 1999 to March 2000	21.8%
Moved in 1995 to 1998	26.6%
Moved in 1990 to 1994	13.7%
Moved in 1980 to 1989	15.7%
Moved in 1970 to 1979	10.3%
Moved in 1969 or Earlier	12.0%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	93,280
1, Detached	63.9%
1, Attached	3.3%
2	2.5%
3 or 4	2.5%
5 to 9	4.2%
10 to 19	8.5%
20+	2.4%
Mobile Home	12.5%
Other	0.3%

2000 Housing Units by Year Structure Built

Total	93,287
1999 to March 2000	2.2%
1995 to 1998	7.5%
1990 to 1994	8.1%
1980 to 1989	17.6%
1970 to 1979	21.7%
1969 or Earlier	42.8%
Median Year Structure Built	1973

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



NRV Total Trade Area

Total Businesses:	8,099			
Total Employees:	90,670			
Total Residential Population:	230,594			
Employee/Residential Population Ratio:	0.39			
	BUSINESSES		EMPLOYEES	
	Number	Percent	Number	Percent
Agriculture & Mining	243	3.0%	932	1.0%
Construction	649	8.0%	3,788	4.2%
Manufacturing	281	3.5%	12,400	13.7%
Transportation	204	2.5%	1,376	1.5%
Communication	84	1.0%	995	1.1%
Utility	28	0.3%	505	0.6%
Wholesale Trade	346	4.3%	4,513	5.0%
Retail Trade Summary	1,748	21.6%	22,043	24.3%
Home Improvement	117	1.4%	1,119	1.2%
General Merchandise Stores	48	0.6%	2,395	2.6%
Food Stores	201	2.5%	2,895	3.2%
Auto Dealers, Gas Stations, Auto Aftermarket	259	3.2%	5,198	5.7%
Apparel & Accessory Stores	92	1.1%	436	0.5%
Furniture & Home Furnishings	159	2.0%	957	1.1%
Eating & Drinking Places	436	5.4%	6,826	7.5%
Miscellaneous Retail	436	5.4%	2,217	2.4%
Finance, Insurance, Real Estate Summary	706	8.7%	3,253	3.6%
Banks, Savings & Lending Institutions	177	2.2%	1,143	1.3%
Securities Brokers	52	0.6%	112	0.1%
Insurance Carriers & Agents	180	2.2%	634	0.7%
Real Estate, Holding, Other Investment Offices	297	3.7%	1,364	1.5%
Services Summary	3,168	39.1%	33,342	36.8%
Hotels & Lodging	117	1.4%	1,304	1.4%
Automotive Services	303	3.7%	1,229	1.4%
Motion Pictures & Amusements	175	2.2%	1,232	1.4%
Health Services	390	4.8%	10,394	11.5%
Legal Services	79	1.0%	325	0.4%
Education Institutions & Libraries	176	2.2%	7,572	8.4%
Other Services	1,928	23.8%	11,286	12.4%
Government	496	6.1%	7,323	8.1%
Other	146	1.8%	200	0.2%
Totals	8,099	100.0%	90,670	100.0%
Agriculture, Forestry, Fishing and Hunting	99	1.2%	229	0.3%
Mining	10	0.1%	109	0.1%
Utilities	18	0.2%	408	0.4%
Construction	700	8.6%	3,944	4.3%
Manufacturing	299	3.7%	12,391	13.7%
Wholesale Trade	337	4.2%	4,472	4.9%
Retail Trade	1,261	15.6%	15,021	16.6%
Motor Vehicle and Parts Dealers	175	2.2%	4,744	5.2%
Furniture and Home Furnishings Stores	70	0.9%	371	0.4%
Electronics and Appliance Stores	69	0.9%	490	0.5%
Building Material and Garden Equipment and Supplies Dealers	112	1.4%	1,106	1.2%
Food and Beverage Stores	167	2.1%	2,733	3.0%
Health and Personal Care Stores	92	1.1%	815	0.9%
Gasoline Stations	84	1.0%	454	0.5%
Clothing and Clothing Accessories Stores	111	1.4%	517	0.6%
Sporting Goods, Hobby, Book, and Music Stores	104	1.3%	420	0.5%
General Merchandise Stores	48	0.6%	2,395	2.6%
Miscellaneous Store Retailers	213	2.6%	905	1.0%
Nonstore Retailers	16	0.2%	71	0.1%
Transportation and Warehousing	152	1.9%	1,231	1.4%
Information	163	2.0%	1,424	1.6%
Finance and Insurance	421	5.2%	1,908	2.1%
Central Bank; Credit Intermediation and Related Activities	188	2.3%	1,159	1.3%
Securities, Commodity Contracts, and Other Financial Investments and Related Activities	53	0.7%	115	0.1%
Insurance Carriers and Related Activities; Funds, Trusts, and Other Financial Vehicles	180	2.2%	634	0.7%
Real Estate and Rental and Leasing	398	4.9%	1,771	2.0%
Professional, Scientific, and Technical Services	553	6.8%	4,355	4.8%
Legal Services	93	1.1%	347	0.4%
Management of Companies and Enterprises	5	0.1%	26	0.0%
Administrative and Support and Waste Management and Remediation Services	261	3.2%	1,397	1.5%
Educational Services	187	2.3%	7,489	8.3%
Health Care and Social Assistance	594	7.3%	12,904	14.2%
Arts, Entertainment, and Recreation	141	1.7%	1,205	1.3%
Accommodation and Food Services	557	6.9%	8,129	9.0%
Accommodation	117	1.4%	1,304	1.4%
Food Services and Drinking Places	440	5.4%	6,825	7.5%
Other Services (except Public Administration)	1,295	16.0%	4,731	5.2%
Automotive Repair and Maintenance	231	2.9%	986	1.1%
Public Administration	499	6.2%	7,350	8.1%
Unclassified Establishments	149	1.8%	176	0.2%
Totals	8,099	100.0%	90,670	100.0%

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