



**Outline 199 60 min drive**

Population Summary	
2000 Total Population	883,974
2000 Group Quarters	52,263
2010 Total Population	881,817
2015 Total Population	874,596
2010-2015 Annual Rate	-0.16%
Household Summary	
2000 Households	342,533
2000 Average Household Size	2.43
2010 Households	346,186
2010 Average Household Size	2.37
2015 Households	345,107
2015 Average Household Size	2.36
2010-2015 Annual Rate	-0.06%
2000 Families	228,228
2000 Average Family Size	2.94
2010 Families	224,222
2010 Average Family Size	2.90
2015 Families	221,417
2015 Average Family Size	2.88
2010-2015 Annual Rate	-0.25%
Housing Unit Summary	
2000 Housing Units	380,549
Owner Occupied Housing Units	65.1%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	10.0%
2010 Housing Units	397,037
Owner Occupied Housing Units	62.4%
Renter Occupied Housing Units	24.8%
Vacant Housing Units	12.8%
2015 Housing Units	401,453
Owner Occupied Housing Units	61.4%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	14.0%
Median Household Income	
2000	\$32,078
2010	\$40,990
2015	\$47,349
Median Home Value	
2000	\$73,545
2010	\$119,970
2015	\$147,004
Per Capita Income	
2000	\$16,364
2010	\$20,616
2015	\$23,162
Median Age	
2000	37.7
2010	40.1
2015	40.9

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 the total population. Detail may not sum to totals due to rounding.  
 Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2010 and 2015.



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<b>2000 Households by Income</b>	
Household Income Base	342,911
<\$15,000	21.2%
\$15,000 - \$24,999	17.3%
\$25,000 - \$34,999	15.7%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	16.8%
\$75,000 - \$99,999	6.1%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	0.7%
\$200,000+	0.8%
Average Household Income	\$40,919
<b>2010 Households by Income</b>	
Household Income Base	346,179
<\$15,000	14.9%
\$15,000 - \$24,999	14.5%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	17.4%
\$50,000 - \$74,999	21.7%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	1.1%
\$200,000+	1.1%
Average Household Income	\$50,097
<b>2015 Households by Income</b>	
Household Income Base	345,100
<\$15,000	13.4%
\$15,000 - \$24,999	12.3%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	15.8%
\$50,000 - \$74,999	24.7%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	1.6%
\$200,000+	1.4%
Average Household Income	\$55,941
<b>2000 Owner Occupied Housing Units by Value</b>	
Total	247,787
<\$50,000	28.9%
\$50,000 - \$99,999	43.9%
\$100,000 - \$149,999	16.3%
\$150,000 - \$199,999	6.0%
\$200,000 - \$299,999	3.3%
\$300,000 - \$499,999	1.3%
\$500,000 - \$999,999	0.3%
\$1,000,000 +	0.2%
Average Home Value	\$88,324
<b>2000 Specified Renter Occupied Housing Units by Contract Rent</b>	
Total	92,224
With Cash Rent	91.0%
No Cash Rent	9.0%
Median Rent	\$336
Average Rent	\$366

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.

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



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2000 Population by Age	
Total	883,974
0 - 4	5.3%
5 - 9	5.9%
10 - 14	6.3%
15 - 24	16.4%
25 - 34	12.4%
35 - 44	14.6%
45 - 54	13.5%
55 - 64	9.5%
65 - 74	8.2%
75 - 84	6.0%
85 +	1.9%
18 +	78.7%
2010 Population by Age	
Total	881,817
0 - 4	5.1%
5 - 9	5.3%
10 - 14	5.4%
15 - 24	16.3%
25 - 34	11.6%
35 - 44	12.6%
45 - 54	14.4%
55 - 64	12.8%
65 - 74	8.1%
75 - 84	5.7%
85 +	2.7%
18 +	80.7%
2015 Population by Age	
Total	874,596
0 - 4	5.0%
5 - 9	5.1%
10 - 14	5.5%
15 - 24	16.1%
25 - 34	11.2%
35 - 44	12.0%
45 - 54	13.0%
55 - 64	13.9%
65 - 74	9.9%
75 - 84	5.5%
85 +	2.7%
18 +	81.0%
2000 Population by Sex	
Males	49.4%
Females	50.6%
2010 Population by Sex	
Males	49.9%
Females	50.1%
2015 Population by Sex	
Males	50.0%
Females	50.0%

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



**Outline 199 60 min drive**

2000 Population by Race/Ethnicity	
Total	883,974
White Alone	95.7%
Black Alone	2.3%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	0.3%
Two or More Races	0.7%
Hispanic Origin	0.9%
Diversity Index	9.9
2010 Population by Race/Ethnicity	
Total	881,817
White Alone	94.3%
Black Alone	2.8%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	0.4%
Two or More Races	0.9%
Hispanic Origin	1.3%
Diversity Index	13.1
2015 Population by Race/Ethnicity	
Total	874,596
White Alone	93.6%
Black Alone	3.1%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.6%
Some Other Race Alone	0.5%
Two or More Races	1.0%
Hispanic Origin	1.5%
Diversity Index	14.8
2000 Population 3+ by School Enrollment	
Total	856,233
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	1.1%
Enrolled in Grade 1-8	10.2%
Enrolled in Grade 9-12	5.5%
Enrolled in College	7.9%
Enrolled in Grad/Prof School	1.1%
Not Enrolled in School	72.9%
2010 Population 25+ by Educational Attainment	
Total	598,226
Less Than 9th Grade	4.4%
9th to 12th Grade, No Diploma	8.1%
High School Graduate	46.8%
Some College, No Degree	13.4%
Associate Degree	7.3%
Bachelor's Degree	11.7%
Graduate/Professional Degree	8.3%

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



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<b>2010 Population 15+ by Marital Status</b>	
Total	742,255
Never Married	30.2%
Married	53.8%
Widowed	7.6%
Divorced	8.4%
<b>2000 Population 16+ by Employment Status</b>	
Total	718,607
In Labor Force	57.4%
Civilian Employed	53.6%
Civilian Unemployed	3.8%
In Armed Forces	0.1%
Not In Labor Force	42.6%
<b>2010 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	90.4%
Civilian Unemployed	9.6%
<b>2015 Civilian Population 16+ in Labor Force</b>	
Civilian Employed	92.1%
Civilian Unemployed	7.9%
<b>2000 Females 16+ by Employment Status and Age of Children</b>	
Total	367,133
Own Children < 6 Only	5.8%
Employed/in Armed Forces	3.6%
Unemployed	0.3%
Not in Labor Force	1.9%
Own Children <6 and 6-17 Only	4.5%
Employed/in Armed Forces	2.6%
Unemployed	0.2%
Not in Labor Force	1.8%
Own Children 6-17 Only	15.1%
Employed/in Armed Forces	11.1%
Unemployed	0.4%
Not in Labor Force	3.6%
No Own Children < 18	74.6%
Employed/in Armed Forces	31.0%
Unemployed	2.4%
Not in Labor Force	41.3%
<b>2010 Employed Population 16+ by Industry</b>	
Total	402,104
Agriculture/Mining	3.0%
Construction	6.2%
Manufacturing	10.4%
Wholesale Trade	2.6%
Retail Trade	12.3%
Transportation/Utilities	5.6%
Information	1.4%
Finance/Insurance/Real Estate	4.2%
Services	49.1%
Public Administration	5.2%

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



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**2010 Employed Population 16+ by Occupation**

Total	402,104
White Collar	55.6%
Management/Business/Financial	9.9%
Professional	22.1%
Sales	10.3%
Administrative Support	13.3%
Services	18.5%
Blue Collar	25.9%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	4.3%
Production	6.9%
Transportation/Material Moving	8.1%

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

Total	378,354
Drove Alone - Car, Truck, or Van	77.6%
Carpooled - Car, Truck, or Van	11.7%
Public Transportation	1.1%
Walked	5.6%
Other Means	0.9%
Worked at Home	3.2%

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

Total	378,354
Did not Work at Home	96.8%
Less than 5 minutes	5.3%
5 to 9 minutes	15.0%
10 to 19 minutes	34.4%
20 to 24 minutes	13.0%
25 to 34 minutes	13.7%
35 to 44 minutes	4.2%
45 to 59 minutes	5.1%
60 to 89 minutes	3.2%
90 or more minutes	2.9%
Worked at Home	3.2%
Average Travel Time to Work (in min)	22.5

**2000 Households by Vehicles Available**

Total	342,513
None	9.4%
1	34.2%
2	39.1%
3	12.7%
4	3.4%
5+	1.2%
Average Number of Vehicles Available	1.7

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



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<b>2000 Households by Type</b>	
Total	342,533
Family Households	66.6%
Married-couple Family	53.8%
With Related Children	22.3%
Other Family (No Spouse)	12.8%
With Related Children	7.5%
Nonfamily Households	33.4%
Householder Living Alone	27.3%
Householder Not Living Alone	6.1%
Households with Related Children	29.8%
Households with Persons 65+	28.9%
<b>2000 Households by Size</b>	
Total	342,533
1 Person Household	27.3%
2 Person Household	34.9%
3 Person Household	16.8%
4 Person Household	13.5%
5 Person Household	5.3%
6 Person Household	1.6%
7 + Person Household	0.7%
<b>2000 Households by Year Householder Moved In</b>	
Total	342,513
Moved in 1999 to March 2000	14.8%
Moved in 1995 to 1998	21.8%
Moved in 1990 to 1994	14.2%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	13.3%
Moved in 1969 or Earlier	19.0%
Median Year Householder Moved In	1990
<b>2000 Housing Units by Units in Structure</b>	
Total	380,541
1, Detached	68.0%
1, Attached	4.5%
2	4.8%
3 or 4	3.8%
5 to 9	3.2%
10 to 19	2.0%
20 +	3.8%
Mobile Home	9.7%
Other	0.2%
<b>2000 Housing Units by Year Structure Built</b>	
Total	380,541
1999 to March 2000	1.3%
1995 to 1998	4.4%
1990 to 1994	5.1%
1980 to 1989	10.1%
1970 to 1979	15.7%
1969 or Earlier	63.4%
Median Year Structure Built	1957

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



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<b>Top 3 Tapestry Segments</b>		
	<b>1.</b>	Salt of the Earth
	<b>2.</b>	Rustbelt Retirees
	<b>3.</b>	Heartland Communities
<b>2010 Consumer Spending</b>		
Apparel & Services: Total \$		\$409,531,960
Average Spent		\$1,182.98
Spending Potential Index		49
Computers & Accessories: Total \$		\$53,987,923
Average Spent		\$155.95
Spending Potential Index		71
Education: Total \$		\$303,602,426
Average Spent		\$876.99
Spending Potential Index		72
Entertainment/Recreation: Total \$		\$838,582,381
Average Spent		\$2,422.35
Spending Potential Index		75
Food at Home: Total \$		\$1,166,365,036
Average Spent		\$3,369.19
Spending Potential Index		75
Food Away from Home: Total \$		\$807,506,705
Average Spent		\$2,332.58
Spending Potential Index		72
Health Care: Total \$		\$1,063,238,621
Average Spent		\$3,071.29
Spending Potential Index		82
HH Furnishings & Equipment: Total \$		\$449,109,296
Average Spent		\$1,297.31
Spending Potential Index		63
Investments: Total \$		\$467,433,795
Average Spent		\$1,350.24
Spending Potential Index		78
Retail Goods: Total \$		\$6,249,854,405
Average Spent		\$18,053.46
Spending Potential Index		73
Shelter: Total \$		\$3,604,724,001
Average Spent		\$10,412.68
Spending Potential Index		66
TV/Video/Audio: Total \$		\$319,310,523
Average Spent		\$922.37
Spending Potential Index		74
Travel: Total \$		\$442,012,784
Average Spent		\$1,276.81
Spending Potential Index		67
Vehicle Maintenance & Repairs: Total \$		\$242,232,136
Average Spent		\$699.72
Spending Potential Index		74

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.

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