

Site Type: Drivetime

Drivetime: 15 minutes

Drivetime: 30 minutes

Drivetime: 45 minutes

## 2008 Population

Total Population	37,430	256,224	1,101,554
Male Population	49.2%	49.4%	49.9%
Female Population	50.8%	50.6%	50.1%
Median Age	35.9	34.9	35.1

## 2008 Income

Median HH Income	\$52,144	\$64,997	\$71,046
Per Capita Income	\$21,890	\$28,107	\$37,052
Average HH Income	\$59,103	\$76,964	\$98,587

## 2008 Households

Total Households	13,720	93,294	411,557
Average Household Size	2.67	2.73	2.64
1990-2000 Annual Rate	2.6%	4.06%	2.73%

## 2008 Housing

Owner Occupied Housing Units	62.2%	69.6%	62.6%
Renter Occupied Housing Units	30.0%	23.3%	29.6%
Vacant Housing Units	7.8%	7.1%	7.8%

## Population

1990 Population	21,668	136,914	667,758
2000 Population	28,247	200,909	894,163
2008 Population	37,430	256,224	1,101,554
2013 Population	43,677	293,736	1,247,864
1990-2000 Annual Rate	2.69%	3.91%	2.96%
2000-2008 Annual Rate	3.47%	2.99%	2.56%
2008-2013 Annual Rate	3.14%	2.77%	2.53%

In the identified market area, the current year population is 1,101,554. In 2000, the Census count in the market area was 894,163. The rate of change since 2000 was 2.56 percent annually. The five-year projection for the population in the market area is 1,247,864, representing a change of 2.53 percent annually from 2008 to 2013. Currently, the population is 49.9 percent male and 50.1 percent female.

## Households

1990 Households	7,949	49,026	258,307
2000 Households	10,271	73,011	338,014
2008 Households	13,720	93,294	411,557
2013 Households	16,065	106,929	465,335
1990-2000 Annual Rate	2.6%	4.06%	2.73%
2000-2008 Annual Rate	3.57%	3.02%	2.41%
2008-2013 Annual Rate	3.21%	2.77%	2.49%

The household count in this market area has changed from 338,014 in 2000 to 411,557 in the current year, a change of 2.41 percent annually. The five-year projection of households is 465,335, a change of 2.49 percent annually from the current year total. Average household size is currently 2.64, compared to 2.61 in the year 2000. The number of families in the current year is 273,502 in the market area.

## Housing

Currently, 62.6 percent of the 446,476 housing units in the market area are owner occupied; 29.6 percent, renter occupied; and 7.8 percent are vacant. In 2000, there were 356,837 housing units— 63.7 percent owner occupied, 31.1 percent renter occupied and 5.3 percent vacant. The rate of change in housing units since 2000 is 2.75 percent. Median home value in the market area is \$186,303, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 0.65 percent annually to \$192,410. From 2000 to the current year, median home value changed by 3.62 percent annually.

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**Median Household Income**

	15 minutes	30 minutes	45 minutes
1990 Median HH Income	\$26,825	\$33,215	\$36,567
2000 Median HH Income	\$41,572	\$50,865	\$53,604
2008 Median HH Income	\$52,144	\$64,997	\$71,046
2013 Median HH Income	\$61,328	\$77,551	\$84,434
1990-2000 Annual Rate	4.48%	4.35%	3.9%
2000-2008 Annual Rate	2.78%	3.02%	3.47%
2008-2013 Annual Rate	3.3%	3.6%	3.51%

**Per Capita Income**

	15 minutes	30 minutes	45 minutes
1990 Per Capita Income	\$11,246	\$13,929	\$18,903
2000 Per Capita Income	\$18,318	\$21,809	\$27,855
2008 Per Capita Income	\$21,890	\$28,107	\$37,052
2013 Per Capita Income	\$25,475	\$33,837	\$45,830
1990-2000 Annual Rate	5%	4.59%	3.95%
2000-2008 Annual Rate	2.18%	3.12%	3.52%
2008-2013 Annual Rate	3.08%	3.78%	4.34%

**Average Household Income**

	15 minutes	30 minutes	45 minutes
1990 Average Household Income	\$30,736	\$38,632	\$48,450
2000 Average Household Income	\$49,019	\$59,428	\$72,803
2008 Average HH Income	\$59,103	\$76,964	\$98,587
2013 Average HH Income	\$68,690	\$92,750	\$122,341
1990-2000 Annual Rate	4.78%	4.4%	4.16%
2000-2008 Annual Rate	2.29%	3.18%	3.74%
2008-2013 Annual Rate	3.05%	3.8%	4.41%

**Households by Income**

Current median household income is \$71,046 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$84,434 in five years. In 2000, median household income was \$53,604, compared to \$36,567 in 1990.

Current average household income is \$98,587 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$122,341 in five years. In 2000, average household income was \$72,803, compared to \$48,450 in 1990.

Current per capita income is \$37,052 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$45,830 in five years. In 2000, the per capita income was \$27,855, compared to \$18,903 in 1990.

**Population by Employment**

Currently, 94.5 percent of the civilian labor force in the identified market area is employed and 5.5 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 95.3 percent of the civilian labor force, and unemployment will be 4.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 71.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.2 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 67.9 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 12.9 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 19.3 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 80.0 percent of the market area population drove alone to work, and 3.8 percent worked at home. The average travel time to work in 2000 was 29.2 minutes in the market area, compared to the U.S. average of 25.5 minutes.

**Population by Education**

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 14.0 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 23.8 percent were high school graduates only (29.6 percent in the U.S.)
- 6.0 percent had completed an Associate degree (7.2 percent in the U.S.)
- 24.7 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 12.1 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)