

DEMOGRAPHIC PROFILE COMPLETE

1990 - 2000 Census, 2006 Estimates & 2011 Projections

Calculated using Proportional Block Groups

Prepared For CityofInnovation.com 2009

Lat/Lon: 35.789542/-111.675811

October 2009

RF9

	TradeArea object 1	
Population		
Estimated Population (2006)	199,810	
Census Population (1990)	148,532	
Census Population (2000)	180,815	
Projected Population (2011)	215,064	
Forecasted Population (2016)	229,009	
Historical Annual Change (1990-2000)	32,283	2.2%
Historical Annual Change (2000-2006)	18,995	1.8%
Projected Annual Change (2006-2011)	15,254	1.5%
Est. Population Density (2006)	7.98	<i>psm</i>
Trade Area Size	25,034.24	<i>sq mi</i>
Households		
Estimated Households (2006)	69,707	
Census Households (1990)	46,348	
Census Households (2000)	61,708	
Projected Households (2011)	74,820	
Forecasted Households (2016)	77,703	
Historical Annual Change (1990-2000)	15,360	3.3%
Projected Annual Change (2000-2011)	13,112	1.9%
Average Household Income		
Est. Average Household Income (2006)	\$50,635	
Census Average Hhld Income (1990)	\$30,544	
Census Average Hhld Income (2000)	\$46,833	
Proj. Average Household Income (2011)	\$54,821	
Historical Annual Change (1990-2000)	\$16,289	5.3%
Projected Annual Change (2000-2011)	\$7,989	1.6%
Median Household Income		
Est. Median Household Income (2006)	\$41,874	
Census Median Hhld Income (1990)	\$25,355	
Census Median Hhld Income (2000)	\$37,066	
Proj. Median Household Income (2011)	\$45,238	
Historical Annual Change (1990-2000)	\$11,711	4.6%
Projected Annual Change (2000-2011)	\$8,171	2.0%
Per Capita Income		
Est. Per Capita Income (2006)	\$18,225	
Census Per Capita Income (1990)	\$9,531	
Census Per Capita Income (2000)	\$15,809	
Proj. Per Capita Income (2011)	\$19,635	
Historical Annual Change (1990-2000)	\$6,278	6.6%
Projected Annual Change (2000-2011)	\$3,826	2.2%
Other Income		
Est. Median Disposable Income (2006)	\$35,939	
Proj. Median Disposable Income (2011)	\$38,435	
Est. Median Household Net Worth (2006)	\$38,039	

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Household Income Distribution (2006)		
HH Income \$200,000 or More		1,353 1.9%
HH Income \$150,000 to 199,999		1,414 2.0%
HH Income \$125,000 to 149,999		1,686 2.4%
HH Income \$100,000 to 124,999		3,742 5.4%
HH Income \$75,000 to 99,999		6,926 9.9%
HH Income \$50,000 to 74,999		12,686 18.2%
HH Income \$35,000 to 49,999		10,812 15.5%
HH Income \$25,000 to 34,999		9,162 13.1%
HH Income \$15,000 to 24,999		9,053 13.0%
HH Income \$10,000 to 14,999		4,375 6.3%
HH Income \$0 to 9,999		8,498 12.2%
HH Income \$35,000+		38,619 55.4%
HH Income \$50,000+		27,808 39.9%
HH Income \$75,000+		15,121 21.7%
Race & Ethnicity (2006)		
Total Population		199,810
White		115,808 58.0%
Black or African American		1,938 1.0%
American Indian & Alaska Native		70,577 35.3%
Asian		1,667 0.8%
Hawaiian & Pacific Islander		174 0.1%
Other Race		6,151 3.1%
Two or More Races		3,495 1.7%
Not Hispanic or Latino Population		176,334 88.3%
<i>Non Hispanic: White</i>		101,964 57.8%
<i>Non Hispanic: Black or African American</i>		1,729 1.0%
<i>Non Hispanic: Amer Indian & AK Native</i>		68,690 39.0%
<i>Non Hispanic: Asian</i>		1,601 0.9%
<i>Non Hispanic: Hawaiian & Pacific Islander</i>		162 0.1%
<i>Non Hispanic: Other Race</i>		17 0.0%
<i>Non Hispanic: Two or More Races</i>		2,170 1.2%
Hispanic or Latino Population		23,476 11.7%
<i>Hispanic: White</i>		13,844 59.0%
<i>Hispanic: Black or African American</i>		209 0.9%
<i>Hispanic: American Indian & Alaska Native</i>		1,887 8.0%
<i>Hispanic: Asian</i>		66 0.3%
<i>Hispanic: Hawaiian & Pacific Islander</i>		12 0.1%
<i>Hispanic: Other Race</i>		6,134 26.1%
<i>Hispanic: Two or More Races</i>		1,325 5.6%
Not of Hispanic Origin Population (1990)		134,458 90.5%
Hispanic Origin Population (1990)		14,073 9.5%
Not Hispanic or Latino Population (2000)		161,772 89.5%
Hispanic or Latino Population (2000)		19,043 10.5%
Not Hispanic or Latino Population 5yr (2011)		188,146 87.5%
Hispanic or Latino Population 5yr (2011)		26,918 12.5%
Historical Annual Change (1990-2000)		4,970 3.5%
Projected Annual Change (2000-2011)		7,875 3.8%

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Age Distribution (2006)		
Total Population	199,810	
Age 0 to 4 yrs	14,910	7.5%
Age 5 to 9 yrs	14,631	7.3%
Age 10 to 14 yrs	15,803	7.9%
Age 15 to 19 yrs	16,830	8.4%
Age 20 to 24 yrs	17,087	8.6%
Age 25 to 29 yrs	15,895	8.0%
Age 30 to 34 yrs	13,360	6.7%
Age 35 to 39 yrs	11,767	5.9%
Age 40 to 44 yrs	12,701	6.4%
Age 45 to 49 yrs	13,717	6.9%
Age 50 to 54 yrs	13,093	6.6%
Age 55 to 59 yrs	11,110	5.6%
Age 60 to 64 yrs	8,594	4.3%
Age 65 to 69 yrs	6,585	3.3%
Age 70 to 74 yrs	5,189	2.6%
Age 75 to 79 yrs	3,733	1.9%
Age 80 to 84 yrs	2,530	1.3%
Age 85 yrs plus	2,277	1.1%
Median Age	32.0	yrs
Age 19 yrs or less	62,174	31.1%
Age 20 to 64 years	117,323	58.7%
Age 65 years Plus	20,313	10.2%
Female Age Distribution (2006)		
Female Population	100,561	50.3%
Age 0 to 4 yrs	7,321	7.3%
Age 5 to 9 yrs	7,261	7.2%
Age 10 to 14 yrs	7,830	7.8%
Age 15 to 19 yrs	8,167	8.1%
Age 20 to 24 yrs	8,368	8.3%
Age 25 to 29 yrs	7,674	7.6%
Age 30 to 34 yrs	6,461	6.4%
Age 35 to 39 yrs	5,783	5.8%
Age 40 to 44 yrs	6,480	6.4%
Age 45 to 49 yrs	7,141	7.1%
Age 50 to 54 yrs	6,728	6.7%
Age 55 to 59 yrs	5,674	5.6%
Age 60 to 64 yrs	4,501	4.5%
Age 65 to 69 yrs	3,487	3.5%
Age 70 to 74 yrs	2,753	2.7%
Age 75 to 79 yrs	2,028	2.0%
Age 80 to 84 yrs	1,459	1.5%
Age 85 yrs plus	1,443	1.4%
Female Median Age	32.7	yrs
Age 19 yrs or less	30,579	30.4%
Age 20 to 64 years	58,811	58.5%
Age 65 years Plus	11,170	11.1%

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Male Age Distribution (2006)		
Male Population	99,250	49.7%
Age 0 to 4 yrs	7,590	7.6%
Age 5 to 9 yrs	7,369	7.4%
Age 10 to 14 yrs	7,973	8.0%
Age 15 to 19 yrs	8,663	8.7%
Age 20 to 24 yrs	8,719	8.8%
Age 25 to 29 yrs	8,221	8.3%
Age 30 to 34 yrs	6,899	7.0%
Age 35 to 39 yrs	5,984	6.0%
Age 40 to 44 yrs	6,221	6.3%
Age 45 to 49 yrs	6,576	6.6%
Age 50 to 54 yrs	6,364	6.4%
Age 55 to 59 yrs	5,436	5.5%
Age 60 to 64 yrs	4,093	4.1%
Age 65 to 69 yrs	3,098	3.1%
Age 70 to 74 yrs	2,436	2.5%
Age 75 to 79 yrs	1,704	1.7%
Age 80 to 84 yrs	1,072	1.1%
Age 85 yrs plus	834	0.8%
Male Median Age	31.2	yrs
Age 19 yrs or less	31,594	31.8%
Age 20 to 64 years	58,512	59.0%
Age 65 years Plus	9,143	9.2%
Males per 100 Females, Male % Pop (2006)		
Overall Comparison	99	
Age 0 to 4 yrs	104	50.9%
Age 5 to 9 yrs	101	50.4%
Age 10 to 14 yrs	102	50.5%
Age 15 to 19 yrs	106	51.5%
Age 20 to 24 yrs	104	51.0%
Age 25 to 29 yrs	107	51.7%
Age 30 to 34 yrs	107	51.6%
Age 35 to 39 yrs	103	50.9%
Age 40 to 44 yrs	96	49.0%
Age 45 to 49 yrs	92	47.9%
Age 50 to 54 yrs	95	48.6%
Age 55 to 59 yrs	96	48.9%
Age 60 to 64 yrs	91	47.6%
Age 65 to 69 yrs	89	47.0%
Age 70 to 74 yrs	88	46.9%
Age 75 to 79 yrs	84	45.7%
Age 80 to 84 yrs	73	42.4%
Age 85 yrs plus	58	36.6%
Age 19 yrs or less	103	50.8%
Age 20 to 39 yrs	105	51.3%
Age 40 to 64 yrs	94	48.5%
Age 65 years Plus	82	45.0%

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	TradeArea object 1	
Household Type (2006)		
Total Households	69,707	
Households with Children	28,161	40.4%
Average Household Size	2.79	
Est. Household Density	2.78	psm
Population Family	163,783	82.0%
Population Non-Family	30,881	15.5%
Population Group Qtrs	5,147	2.6%
Family Households	47,570	68.2%
<i>Married Couple Hhlds</i>	34,836	73.2%
<i>Other Family Hhlds</i>	12,734	26.8%
Family Households With Children	27,592	58.0%
<i>Married Couple With Children</i>	18,114	65.7%
<i>Other Family Hhlds With Children</i>	9,478	34.3%
Family Households No Children	19,978	42.0%
<i>Married Couple No Children</i>	16,722	83.7%
<i>Other Family Households No Childrer</i>	3,256	16.3%
Average Family Household Size	3.44	
Average Family Income	\$56,673	
Median Family Income	\$48,209	
Non-Family Households	22,137	31.8%
Non-Family Hhlds With Children	569	2.6%
Non-Family Hhld No Children	21,568	97.4%
<i>N-F Hhld Lone Person No Children</i>	16,234	73.3%
Lone Male Householder	7,809	48.1%
Lone Female Householder	8,425	51.9%
<i>N-F Hhld 2+ Persons No Children</i>	5,334	24.1%
Average Non-Family Hhld Size	1.39	
Marital Status (2006)		
(15 Years or Older)	154,470	
Never Married	51,032	33.0%
Now Married	73,517	47.6%
Previously Married	29,921	19.4%
<i>Separated</i>	7,820	26.1%
<i>Widowed</i>	7,010	23.4%
<i>Divorced</i>	15,091	50.4%
Educational Attainment (2006)		
Adult Population (25 Years or Older)	120,549	
Elementary (0 to 8)	10,054	8.3%
Some High School (9 to 11)	12,783	10.6%
High School Graduate (12)	29,851	24.8%
Some College (13 to 16)	30,681	25.5%
Associate Degree Only	7,140	5.9%
Bachelor Degree Only	18,220	15.1%
Graduate Degree	11,821	9.8%
Any College + (Some College or higher	67,861	56.3%
College Degree + (Bachelor Degree or higher	30,040	24.9%

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Housing (2006)		
Total Housing Units	87,098	
Housing Units, Occupied	69,707	80.0%
<i>Housing Units, Owner-Occupied</i>	46,207	66.3%
<i>Housing Units, Renter-Occupied</i>	23,500	33.7%
Housing Units, Vacant	17,391	20.0%
Total Housing Units (2000)	79,656	
Historical Annual Change (2000-2006)	7,441	1.6%
Household Size (2006)		
Total Households	69,707	
1 Person Households	16,234	23.3%
2 Person Households	23,535	33.8%
3 Person Households	10,608	15.2%
4 Person Households	8,580	12.3%
5 Person Households	5,156	7.4%
6 Person Households	2,734	3.9%
7+ Person Households	2,860	4.1%
Household Stability (2006)		
Total Households	69,707	
In current residence < 1 year	13,798	19.8%
In current residence 1-2 years	24,034	34.5%
In current residence 3-5 years	12,897	18.5%
In current residence 6-10 years	7,630	10.9%
In current residence > 10 years	11,348	16.3%
Turnover (% Annual Residential Turnover)		19.8%
Stability (% In Current Residence 5+ Years)		27.2%
Median Years in Residence	2.8	yrs
Household Vehicles (2006)		
Total Vehicles Available	125,081	
Household: 0 Vehicles Available	5,454	7.8%
Household: 1 Vehicles Available	24,652	35.4%
Household: 2 Vehicles Available	26,024	37.3%
Household: 3+ Vehicles Available	13,577	19.5%
Average Per Household	1.8	<i>Vehicles</i>
Owner Occupied Hhlds Vehicles	89,669	71.7%
<i>Average Per Owner Household</i>	1.9	<i>Vehicles</i>
Renter Occupied Hhlds Vehicles	35,411	28.3%
<i>Average Per Renter Household</i>	1.5	<i>Vehicles</i>
Travel Time (2000)		
Worker Base (16 Years or Older)	75,747	
Travel to Work in 14 Minutes or Less	36,840	48.6%
Travel to Work in 15 to 29 Minutes	21,357	28.2%
Travel to Work in 30 to 59 Minutes	9,450	12.5%
Travel to Work in 60 Minutes or More	4,551	6.0%
Work at Home	3,549	4.7%
Average Travel Time to Work	18.8	mins

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Transportation To Work (2000)		
Work Base	75,747	
Drive to Work Alone	51,036	67.4%
Drive to Work in Carpool	12,801	16.9%
Travel to Work - Public Transportation	435	0.6%
Drive to Work on Motorcycle	133	0.2%
Bicycle to Work	1,403	1.9%
Walk to Work	5,665	7.5%
Other Means	724	1.0%
Work at Home	3,549	4.7%
Daytime Demos (2006)		
Total Number of Businesses	7,100	
Total Number of Employees	69,090	
Company Headqtrs: Businesses	3	0.0%
Company Headqtrs: Employees	375	0.5%
Employee Population per Business		9.7 to 1
Residential Population per Business		28.1 to 1
Est. Adj. Daytime Demographics (Age16+)	133,840	
Labor Force (2006)		
Labor: Population Age 16+	151,151	
Unemployment Rate		4.6%
Labor Force Total: Males	74,582	49.3%
<i>Male civilian employec</i>	45,697	61.3%
<i>Male civilian unemployec</i>	3,915	5.2%
<i>Males in Armed Forces</i>	68	0.1%
<i>Males not in labor force</i>	24,903	33.4%
Labor Force Total: Females	76,569	50.7%
<i>Female civilian employec</i>	40,636	53.1%
<i>Female civilian unemployec</i>	2,991	3.9%
<i>Females in Armed Forces</i>	0	-
<i>Females not in labor force</i>	32,941	43.0%
Employment Force Change (2000-2006)	10,644	14.1%
Male Change (2000-2006)	5,694	14.2%
Female Change (2000-2006)	4,950	13.9%
Occupation (2000)		
Occupation: Population Age 16+	75,689	
<i>Occupation Total: Males</i>	40,003	52.9%
<i>Occupation Total: Females</i>	35,686	47.1%
Mgmt, Business, & Financial Operations	8,383	11.1%
Professional and Related	16,453	21.7%
Service	14,831	19.6%
Sales and Office	19,179	25.3%
Farming, Fishing, and Forestry	463	0.6%
Construction, Extraction, & Maintenance	8,472	11.2%
Production, Transport, & Material Moving	7,908	10.4%
<i>White Collar</i>		58.2%
<i>Blue Collar</i>		41.8%

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Units In Structure (2000)		
Total Units	79,656	
1 Detached Unit	47,930	60.2%
1 Attached Unit	4,131	5.2%
2 Units	1,558	2.0%
3 to 4 Units	2,691	3.4%
5 to 9 Units	3,032	3.8%
10 to 19 Units	2,021	2.5%
20 to 49 Units	1,056	1.3%
50 or more Units	1,674	2.1%
Mobile Home or Trailer	14,626	18.4%
Other Structure	938	1.2%
Homes Built By Year (2000)		
Homes Built 1999 to 2000	2,902	3.6%
Homes Built 1995 to 1998	10,905	13.7%
Homes Built 1990 to 1994	9,816	12.3%
Homes Built 1980 to 1989	19,802	24.9%
Homes Built 1970 to 1979	17,280	21.7%
Homes Built 1960 to 1969	9,216	11.6%
Homes Built 1950 to 1959	4,842	6.1%
Homes Built 1940 to 1949	1,811	2.3%
Homes Built Before 1939	3,084	3.9%
Median Age of Homes	19.5	yrs
Home Values (2000)		
Owner Specified Housing Units	29,094	
Home Values \$1,000,000 or More	247	0.8%
Home Values \$750,000 or \$999,999	106	0.4%
Home Values \$500,000 or \$749,999	537	1.8%
Home Values \$400,000 to \$499,999	618	2.1%
Home Values \$300,000 to \$399,999	1,465	5.0%
Home Values \$250,000 to \$299,999	1,452	5.0%
Home Values \$200,000 to \$249,999	2,565	8.8%
Home Values \$175,000 to \$199,999	2,107	7.2%
Home Values \$150,000 to \$174,999	2,923	10.0%
Home Values \$125,000 to \$149,999	3,396	11.7%
Home Values \$100,000 to \$124,999	2,931	10.1%
Home Values \$90,000 to \$99,999	1,138	3.9%
Home Values \$80,000 to \$89,999	1,230	4.2%
Home Values \$70,000 to \$79,999	1,019	3.5%
Home Values \$60,000 to \$69,999	1,198	4.1%
Home Values \$50,000 to \$59,999	906	3.1%
Home Values \$35,000 to \$49,999	1,108	3.8%
Home Values \$25,000 to \$34,999	779	2.7%
Home Values \$10,000 to \$24,999	1,378	4.7%
Home Values \$0 to \$9,999	1,992	6.8%
Owner Occupied Median Home Value	\$134,128	
Renter Occupied Median Rent	\$478	

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Consumer Expenditure (Annual Total)		
Total Household Expenditure (2006)		\$3,059,244,880
<i>Total Non-Retail Expenditures (2006)</i>		<i>\$1,708,901,350</i>
<i>Total Retail Expenditures (2006)</i>		<i>\$1,350,343,527</i>
Apparel (2006)		\$44,662,537
Contributions (2006)		\$111,510,063
Education (2006)		\$72,056,447
Entertainment (2006)		\$175,381,519
Food And Beverages (2006)		\$495,480,634
Furnishings And Equipment (2006)		\$134,620,534
Gifts (2006)		\$80,240,884
Health Care (2006)		\$199,995,900
Household Operations (2006)		\$108,720,531
Miscellaneous Expenses (2006)		\$53,624,150
Personal Care (2006)		\$46,128,861
Personal Insurance (2006)		\$31,034,718
Reading (2006)		\$10,320,076
Shelter (2006)		\$607,986,863
Tobacco (2006)		\$22,305,537
Transportation (2006)		\$636,035,872
Utilities (2006)		\$229,139,781
Consumer Expenditure (per Household per Month)		
Total Household Expenditure (2006)		\$3,657
<i>Total Non-Retail Expenditures (2006)</i>		<i>\$2,043 55.9%</i>
<i>Total Retail Expenditures (2006)</i>		<i>\$1,614 44.1%</i>
Apparel (2006)		\$53 1.5%
Contributions (2006)		\$133 3.6%
Education (2006)		\$86 2.4%
Entertainment (2006)		\$210 5.7%
Food And Beverages (2006)		\$592 16.2%
Furnishings And Equipment (2006)		\$161 4.4%
Gifts (2006)		\$96 2.6%
Health Care (2006)		\$239 6.5%
Household Operations (2006)		\$130 3.6%
Miscellaneous Expenses (2006)		\$64 1.8%
Personal Care (2006)		\$55 1.5%
Personal Insurance (2006)		\$37 1.0%
Reading (2006)		\$12 0.3%
Shelter (2006)		\$727 19.9%
Tobacco (2006)		\$27 0.7%
Transportation (2006)		\$760 20.8%
Utilities (2006)		\$274 7.5%

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