

# Complete Demographic Summary Report



Geography: Trade Area

Date: May 17, 2018

Trade Area

## Population Demographics

	2000		2010		2015A		2020		Percent Change	
	Census		Census		Estimates		Projections		2000 to 2010	2015 to 2020
Total Population	192,963		208,522		216,920		222,920		8.0%	2.7%
Population Density (Pop/Sq Mi)	8.86		8.74		9.98		10.25		-1.4%	2.7%
Total Households	59,107		66,724		69,469		72,188		12.8%	3.9%

## Population by Gender:

Male	96,304	49.9%	103,591	49.6%	107,388	49.5%	110,687	49.6%	7.5%	3.0%
Female	96,658	50.0%	104,931	50.3%	109,532	50.4%	112,233	50.3%	8.5%	2.4%

## Population by Race/Ethnicity

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
White	70,129	36.3%	80,302	38.5%	82,859	38.2%	86,111	38.6%	14.5%	3.9%
Black	1,729	0.9%	2,186	1.0%	2,880	1.3%	3,148	1.4%	26.4%	9.3%
American Indian or Alaska Native	110,569	57.2%	110,911	53.1%	114,515	52.7%	114,067	51.1%	0.3%	0.3%
Asian/Native Hawaiian/Other Pacific Islander	1,249	0.6%	2,126	1.0%	2,643	1.2%	3,116	1.3%	70.2%	17.9%
Some Other Race	5,805	3.0%	7,671	3.6%	8,101	3.7%	9,441	4.2%	32.1%	16.5%
Two or More Races	3,481	1.8%	5,325	2.5%	5,921	2.7%	7,036	3.1%	52.9%	18.8%
Hispanic Ethnicity	15,443	8.0%	21,783	10.4%	23,364	10.7%	26,872	12.0%	41.0%	15.0%
Not Hispanic or Latino	177,520	92.0%	186,739	89.5%	193,555	89.2%	196,048	87.9%	5.1%	1.2%

## Population by Age

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
0 to 4	16,247	8.4%	15,677	7.5%	15,454	7.1%	15,555	6.9%	-3.5%	0.6%
5 to 14	38,063	19.7%	31,754	15.2%	31,819	14.6%	30,822	13.8%	-16.5%	-3.1%
15 to 19	18,358	9.5%	21,348	10.2%	20,567	9.4%	19,658	8.8%	16.2%	-4.4%
20 to 24	18,217	9.4%	21,579	10.3%	25,205	11.6%	25,257	11.3%	18.4%	0.2%
25 to 34	25,694	13.3%	26,915	12.9%	28,131	12.9%	31,238	14.0%	4.7%	11.0%
35 to 44	28,420	14.7%	24,568	11.7%	24,606	11.3%	25,067	11.2%	-13.5%	1.8%
45 to 54	22,126	11.4%	27,190	13.0%	26,448	12.1%	24,357	10.9%	22.8%	-7.9%
55 to 64	12,768	6.6%	21,272	10.2%	23,461	10.8%	24,847	11.1%	66.6%	5.9%
65 to 74	8,209	4.2%	10,961	5.2%	12,806	5.9%	16,183	7.2%	33.5%	26.3%
75 to 84	3,563	1.8%	5,427	2.6%	6,210	2.8%	7,377	3.3%	52.3%	18.8%
85+	1,294	0.6%	1,828	0.8%	2,208	1.0%	2,553	1.1%	41.2%	15.6%

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
<b>Median Age:</b>										
Total Population	26.8		29.8		30.2		31.0			

#### Households by Income

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
\$0 - \$15,000	16,211	27.4%	14,063	21.0%	16,000	23.0%	14,005	19.4%	-13.2%	-12.4%
\$15,000 - \$24,999	8,651	14.6%	7,991	11.9%	8,449	12.1%	8,024	11.1%	-7.6%	-5.0%
\$25,000 - \$34,999	7,982	13.5%	7,440	11.1%	7,939	11.4%	7,497	10.3%	-6.7%	-5.5%
\$35,000 - \$49,999	9,287	15.7%	9,544	14.3%	9,518	13.7%	9,790	13.5%	2.7%	2.8%
\$50,000 - \$74,999	9,220	15.5%	11,934	17.8%	12,070	17.3%	13,157	18.2%	29.4%	9.0%
\$75,000 - \$99,999	4,307	7.2%	7,031	10.5%	6,876	9.9%	8,118	11.2%	63.2%	18.0%
\$100,000 - \$149,999	2,379	4.0%	6,273	9.4%	5,971	8.5%	7,995	11.0%	163.6%	33.8%
\$150,000 +	952	1.6%	2,444	3.6%	2,643	3.8%	3,597	4.9%	156.5%	36.1%
Average Hhld Income	\$39,661		\$55,079		\$53,282		\$60,892		38.8%	14.2%
Median Hhld Income	\$30,354		\$40,426		\$38,259		\$44,192		33.1%	15.5%
Per Capita Income	\$12,149		\$18,311		\$17,808		\$20,460		50.7%	14.8%

#### Employment

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
Total Population 16+	134,754		157,859		166,565		173,441		17.1%	9.8%
Total Labor Force	78,130	57.9%	88,111	55.8%	89,014	53.4%	91,980	53.0%	12.7%	3.3%
Civilian, Employed	68,466	87.6%	76,886	87.2%	79,567	89.3%	85,192	92.6%	12.2%	7.0%
Civilian, Unemployed	9,602	12.2%	11,184	12.6%	9,402	10.5%	6,747	7.3%	16.4%	-28.2%
In Armed Forces	62	0.0%	41	0.0%	45	0.0%	42	0.0%	-33.8%	-6.6%
Not In Labor Force	56,624	42.0%	69,748	44.1%	77,551	46.5%	81,460	46.9%	23.1%	5.0%
% Blue Collar	27,724	40.5%	38,093	49.5%	39,355	49.4%	42,036	52.8%	37.4%	6.8%
% White Collar	40,643	59.4%	38,793	50.4%	40,212	50.5%	43,155	54.2%	-4.5%	7.3%

#### Housing Units

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
Total Housing Units	78,088		84,706		87,160		90,102		8.4%	3.3%
Total Occupied Housing Units	n/a	n/a	66,724	78.7%	69,469	79.7%	72,188	80.1%	n/a	3.9%
Owner Occupied: Owned with a mortgage or loan	n/a	n/a	18,276	27.3%	17,142	24.6%	17,986	24.9%	n/a	4.9%
Owner Occupied: Owned free and clear	n/a	n/a	24,524	36.7%	25,468	36.6%	25,763	35.6%	n/a	1.1%
Renter Occupied	n/a	n/a	23,924	35.8%	26,859	38.6%	28,438	39.3%	n/a	5.8%
Vacant	18,981	24.3%	17,982	21.2%	17,691	20.3%	17,914	19.8%	-5.2%	1.2%

**Vehicles Available**

	2000		2010		2015		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
0 Vehicles Available	7,685	13.0%	6,708	10.0%	6,871	9.8%	6,925	9.5%	-12.7%	0.7%
1 Vehicle Available	21,994	37.2%	28,172	42.2%	28,758	41.3%	29,626	41.0%	28.0%	3.0%
2+ Vehicles Available	29,428	49.7%	31,843	47.7%	33,840	48.7%	35,636	49.3%	8.2%	5.3%
Average Vehicles Per Household	1.19		1.80		1.81		1.82		49.1%	0.4%

**Marital Status**

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
Married, Spouse Present	59,251	42.7%	52,582	32.6%	57,044	33.6%	58,917	33.3%	-11.2%	3.2%
Married, Spouse Absent	8,507	6.1%	9,243	5.7%	11,156	6.5%	11,746	6.6%	8.6%	5.2%
Divorced	11,260	8.1%	15,546	9.6%	14,796	8.7%	15,614	8.8%	38.0%	5.5%
Widowed	6,192	4.4%	8,520	5.2%	7,451	4.3%	7,708	4.3%	37.5%	3.4%
Never Married	53,358	38.4%	75,200	46.6%	79,198	46.6%	82,557	46.7%	40.9%	4.2%
Age 15+ Population	138,652		161,091		169,645		176,542		16.1%	4.0%

**Educational Attainment**

	2000		2010		2015A		2020		Percent Change	
	Census	%	Census	%	Estimates	%	Projections	%	2000 to 2010	2015 to 2020
Grade K - 8	7,440	7.2%	7,886	6.6%	7,884	6.3%	8,109	6.1%	6.0%	2.8%
Grade 9 - 11	14,075	13.8%	12,654	10.7%	12,853	10.3%	13,449	10.2%	-10.0%	4.6%
High School Graduate	23,455	23.0%	30,838	26.1%	32,511	26.2%	34,242	26.0%	31.4%	5.3%
Some College, No Degree	22,967	22.5%	27,393	23.1%	28,814	23.2%	30,632	23.2%	19.2%	6.3%
Associates Degree	5,813	5.7%	8,674	7.3%	9,833	7.9%	10,630	8.0%	49.2%	8.1%
Bachelor's Degree	13,287	13.0%	15,505	13.1%	16,077	12.9%	17,476	13.2%	16.6%	8.6%
Graduate Degree	8,027	7.8%	11,119	9.4%	11,621	9.3%	12,776	9.7%	38.5%	9.9%
No Schooling Completed	6,859	6.7%	4,092	3.4%	4,277	3.4%	4,309	3.2%	-40.3%	0.7%
Age 25+ Population	101,922		118,163		123,872		131,626		15.9%	6.2%

**Seasonal Population by Quarter**

2015 Estimates	
Q4 2011	29,297
Q1 2012	28,415
Q2 2012	34,915
Q3 2012	34,297
Q4 2012	28,384

**2015**  
**Estimates**

Q1 2013	29,286
Q2 2013	34,278
Q3 2013	34,094
Q4 2013	30,044
Q1 2014	29,507
Q2 2014	34,977
Q3 2014	35,012
Q4 2014	31,085

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