CBRE
DEMOGRAPHIC COMPREHENSIVE

PRIMARY TRADE AREA

PLACE OF WORK

	PRIMARY TRADE AREA
2018 Businesses	25,930
2018 Employees	392,111

POPULATION

2018 Population - Current Year Estimate	543,382
2023 Population - Five Year Projection	549,295
2010 Population - Census	533,258
2000 Population - Census	532,466
2010-2018 Annual Population Growth Rate	0.23%
2018-2023 Annual Population Growth Rate	0.22%

AGE

2018 Population	543,382	
Age 0-4	29,854	5.5%
Age 5-9	33,140	6.1%
Age 10-14	35,877	6.6%
Age 15-19	34,699	6.4%
Age 20-24	32,275	5.9%
Age 25-29	34,919	6.4%
Age 30-34	35,251	6.5%
Age 35-39	35,411	6.5%
Age 40-44	33,009	6.1%
Age 45-49	34,871	6.4%
Age 50-54	37,480	6.9%
Age 55-59	39,973	7.4%
Age 60-64	35,935	6.6%
Age 65-69	29,792	5.5%
Age 70-74	21,578	4.0%
Age 75-79	14,813	2.7%
Age 80-84	10,445	1.9%
Age 85 and Older	14,059	2.6%
2018 Median Age	40.0	

GENERATIONS

2018 Population	543,382	
Generation Alpha (Born 2017 or Later)	11,486	2.1%
Generation Z (Born 1999-2016)	122,085	22.5%
Millennials (Born 1981-1998)	123,843	22.8%
Generation X (Born 1965-1980)	111,650	20.6%
Baby Boomers (Born 1946-1964)	127,238	23.4%
Greatest Generations (Born 1945 or Earlier)	47,080	8.7%

CBRE
DEMOGRAPHIC COMPREHENSIVE

PRIMARY TRADE AREA

RACE AND ETHNICITY

2018 Population	**543,382**	
White	414,499	76.3%
Black or African American	31,160	5.7%
Asian	54,905	10.1%
American Indian or Alaska Native	1,327	0.2%
Pacific Islander	181	0.0%
Other Race	27,434	5.0%
Two or More Races	13,877	2.6%
Hispanic	73,709	13.6%
White Non-Hispanic	373,328	68.7%

EDUCATION

2018 Population 25 and Over	**377,535**	
Less than 9th Grade	11,521	3.1%
9-12th Grade - No Diploma	12,489	3.3%
High School Diploma	58,247	15.4%
GED or Alternative Credential	6,257	1.7%
Some College - No Degree	71,315	18.9%
Associate`s Degree	25,745	6.8%
Bachelor`s Degree	114,354	30.3%
Graduate or Professional Degree	77,607	20.6%

HOUSEHOLDS

2018 Households - Current Year Estimate	205,251
2023 Households - Five Year Projection	207,751
2010 Households - Census	201,181
2000 Households - Census	196,787
2010-2018 Annual Household Growth Rate	0.24%
2018-2023 Annual Household Growth Rate	0.24%
2018 Average Household Size	2.60

HOUSEHOLD INCOME

2018 Households	**205,251**	
Under $15,000	12,924	6.3%
$15,000-$24,999	12,423	6.1%
$25,000-$34,999	13,608	6.6%
$35,000-$49,999	20,059	9.8%
$50,000-$74,999	32,298	15.7%
$75,000-$99,999	27,255	13.3%
$100,000-$149,999	39,581	19.3%
$150,000-$199,999	21,439	10.5%
$200,000 and Over	25,664	12.5%
2018 Average Household Income	$113,805	
2023 Average Household Income	$125,022	
2018 Median Household Income	$83,724	
2023 Median Household Income	$89,892	
2018 Per Capita Income	$43,677	
2023 Per Capita Income	$47,967	

CBRE
DEMOGRAPHIC COMPREHENSIVE

PRIMARY TRADE AREA

🚗 TRAVEL TIME

	PRIMARY TRADE AREA	
2012-2016 Work Away From Home 16+	**255,522**	
Under 5 Minutes	5,188	2.0%
5-9 Minutes	23,904	9.4%
10-14 Minutes	31,289	12.3%
15-19 Minutes	35,625	13.9%
20-24 Minutes	34,422	13.5%
25-29 Minutes	16,169	6.3%
30-34 Minutes	34,276	13.4%
35-39 Minutes	7,703	3.0%
40-44 Minutes	12,074	4.7%
45-59 Minutes	25,782	10.1%
60-89 Minutes	22,952	9.0%
Over 90 Minutes	6,136	2.4%

🏠 HOUSING VALUE

	PRIMARY TRADE AREA	
2018 Owner Occupied Housing Units	**142,269**	
Under $50,000	1,525	1.1%
$50,000-$99,999	3,488	2.5%
$100,000-$149,999	8,487	6.0%
$150,000-$199,999	14,112	9.9%
$200,000-$249,999	17,969	12.6%
$250,000-$299,999	19,869	14.0%
$300,000-$399,999	29,530	20.8%
$400,000-$499,999	17,658	12.4%
$500,000-$749,999	18,303	12.9%
$750,000-$999,999	6,397	4.5%
$1,000,000-$1,499,999	3,220	2.3%
$1,500,000-$1,999,999	864	0.6%
$2,000,000 and Over	847	0.6%
2018 Median Value of Owner Occ. Housing Units	$319,250	
2018 Average Value of Owner Occ. Housing Units	$394,311	

🏢 HOUSING UNITS

	PRIMARY TRADE AREA	
2012-2016 Housing Units	**214,221**	
1 Unit -Detached	128,800	60.1%
1 Unit -Attached	19,924	9.3%
2 Units	1,730	0.8%
3-4 Units	6,105	2.9%
5-9 Units	14,703	6.9%
10-19 Units	12,793	6.0%
20-49 Units	11,233	5.2%
50 and Over	18,633	8.7%
Mobile Home	302	0.1%
Other Units	0	0.0%

CBRE
DEMOGRAPHIC COMPREHENSIVE

PRIMARY TRADE AREA

	PRIMARY TRADE AREA	
HISPANIC ORIGIN		
2018 Hispanic Population	**73,709**	
Hispanic: White	41,171	55.9%
Hispanic: Black or African American	862	1.2%
Hispanic: Asian	824	1.1%
Hispanic: American Indian or Alaska Native	336	0.5%
Hispanic: Pacific Islander	35	0.0%
Hispanic: Other Race	26,777	36.3%
Hispanic: Two or More Races	3,705	5.0%
GENDER		
2018 Population	**543,382**	
Males	265,453	48.9%
Females	277,930	51.1%
MARITAL STATUS		
2018 Population 15+	**444,510**	
Never Married	140,455	31.6%
Married	240,747	54.2%
Widowed	24,803	5.6%
Divorced	38,505	8.7%
EMPLOYMENT STATUS		
2018 Civilian Population 16+ in Labor Force	**302,018**	
2018 Employed Civilian Population 16+	288,660	95.6%
2018 Unemployed Population 16+	13,357	4.4%
CLASS OF WORKER		
2018 Employed Civilian Population 16+	**288,660**	
White Collar	208,820	72.3%
Services	38,012	13.2%
Blue Collar	41,828	14.5%
DAYTIME POPULATION		
2018 Daytime Population	**639,065**	
Daytime Workers	379,187	59.3%
Daytime Residents	259,878	40.7%

CBRE
DEMOGRAPHIC COMPREHENSIVE

PRIMARY TRADE AREA

OCCUPATION	PRIMARY TRADE AREA	
2018 Employed Civilian Population 16+	**288,660**	
Management	35,669	12.4%
Business and Financial	20,705	7.2%
Computer and Mathematical	12,851	4.5%
Architecture and Engineering	7,023	2.4%
Life, Physical and Social Science	2,842	1.0%
Community and Social Service	4,645	1.6%
Legal	4,727	1.6%
Education, Training and Library	19,821	6.9%
Arts, Design and Entertainment, Sports and Media	6,257	2.2%
Healthcare Practitioner and Technical	18,487	6.4%
Healthcare Support	4,193	1.5%
Protective Service	4,255	1.5%
Food Preparation and Serving Related	14,033	4.9%
Building and Grounds Cleaning and Maintenance	6,347	2.2%
Personal Care and Service	9,184	3.2%
Sales and Related	35,297	12.2%
Office and Administrative Support	40,496	14.0%
Farming and Fishing and Forestry	321	0.1%
Construction and Extraction	7,893	2.7%
Installation, Maintenance and Repair	6,815	2.4%
Production	12,225	4.2%
Transportation and Material Moving	14,574	5.0%

COMMUTE		
2012-2016 Workers 16 and Older	**272,233**	
Drove Alone	207,445	76.2%
Carpooled	19,165	7.0%
Bus	935	0.3%
Streetcar	44	0.0%
Subway	1,036	0.4%
Railroad	17,935	6.6%
Ferryboat	32	0.0%
Taxicab	516	0.2%
Motorcycle	202	0.1%
Bicycle	1,035	0.4%
Walked	5,420	2.0%
Other Means	1,756	0.7%
Work at Home	16,712	6.1%

CBRE
DEMOGRAPHIC COMPREHENSIVE

PRIMARY TRADE AREA

INDUSTRY	PRIMARY TRADE AREA	
2018 Employed Civilian Population 16+	288,660	
Agriculture, Forestry, Fishing, and Hunting	511	0.2%
Mining, Quarrying, and Oil and Gas Extraction	99	0.0%
Construction	13,271	4.6%
Manufacturing	31,028	10.7%
Wholesale Trade	11,142	3.9%
Retail Trade	29,383	10.2%
Transportation and Warehousing	14,380	5.0%
Utilities	1,723	0.6%
Information	6,423	2.2%
Finance and Insurance	20,034	6.9%
Real Estate and Rental and Leasing	6,202	2.1%
Professional, Scientific, and Technical Services	33,309	11.5%
Management of Companies and Enterprises	481	0.2%
Admin. and Support and Waste Mgmt. Services	11,430	4.0%
Educational Services	27,313	9.5%
Health Care and Social Assistance	35,127	12.2%
Arts, Entertainment and Recreation	7,744	2.7%
Accommodation and Food Services	18,090	6.3%
Other Services, Except Public Administration	13,865	4.8%
Public Administration	7,107	2.5%

VEHICLES		
2012-2016 Households	202,788	
No Vehicles	10,057	5.0%
1 Vehicles	67,124	33.1%
2 Vehicles	89,476	44.1%
3 Vehicles	26,838	13.2%
4 Vehicles	6,994	3.4%
Over 5 Vehicles	2,300	1.1%

CBRE
DEMOGRAPHIC COMPREHENSIVE

Primary Trade Area

YEAR BUILT	Primary Trade Area	
2012-2016 Housing Units	**214,221**	
Built Later than 2010	1,698	0.8%
Built 2000-2009	16,927	7.9%
Built 1990-1999	21,476	10.0%
Built 1980-1989	32,771	15.3%
Built 1970-1979	48,981	22.9%
Built 1960-1969	34,425	16.1%
Built 1950-1959	32,215	15.0%
Built 1940-1949	8,433	3.9%
Built Before 1939	16,818	7.9%
2012-2016 Median Year Built	1973	

HOUSING UNITS	Primary Trade Area	
2018 Housing Units	**217,116**	
2018 Vacant Housing Units	11,865	5.5%
2018 Occupied Housing Units	205,251	94.5%
2018 Owner Occupied Housing Units	142,271	65.5%
2018 Renter Occupied Housing Units	62,980	29.0%

HOUSEHOLD SIZE	Primary Trade Area	
2010 Households	**201,181**	
1 Person Household	53,245	26.5%
2 Person Household	62,978	31.3%
3 Person Household	32,058	15.9%
4 Person Household	30,249	15.0%
5 Person Household	14,546	7.2%
6 Person Household	5,224	2.6%
7 or More Person Household	2,881	1.4%
2010 Average Household Size	2.60	
2018 Average Household Size	2.60	

LANGUAGE	Primary Trade Area	
2012-2016 Pop. 5+ by Language Spoken at Home	**510,457**	
Only English	394,767	77.3%
Spanish	48,589	9.5%
Other Indo-European Language	42,622	8.3%
Asian-Pacific Island Language	20,890	4.1%
Other Language	3,590	0.7%

NAME

PRIMARY TRADE AREA