



Market Profile

Market Profile
 500-508 Myrtle St, Aurelia, IA 51005
 Rings: 5, 15, 25 miles radii

Latitude: 42.715939
 Longitude: -95.435448

	5 miles	15 miles	25 miles
Population Summary			
2000 Total Population	1,853	26,363	44,822
2000 Group Quarters	72	1,595	1,906
2010 Total Population	1,624	24,980	41,947
2015 Total Population	1,531	24,426	40,794
2010-2015 Annual Rate	-1.17%	-0.45%	-0.56%
Household Summary			
2000 Households	714	10,099	17,501
2000 Average Household Size	2.49	2.45	2.45
2010 Households	635	9,737	16,696
2010 Average Household Size	2.46	2.43	2.42
2015 Households	600	9,510	16,249
2015 Average Household Size	2.45	2.43	2.41
2010-2015 Annual Rate	-1.13%	-0.47%	-0.54%
2000 Families	509	6,781	12,007
2000 Average Family Size	3.01	3.01	2.99
2010 Families	446	6,424	11,266
2010 Average Family Size	2.95	2.97	2.93
2015 Families	418	6,215	10,864
2015 Average Family Size	2.94	2.97	2.93
2010-2015 Annual Rate	-1.29%	-0.66%	-0.72%
Housing Unit Summary			
2000 Housing Units	772	10,926	19,077
Owner Occupied Housing Units	73.4%	65.3%	67.3%
Renter Occupied Housing Units	18.4%	27.1%	24.5%
Vacant Housing Units	8.2%	7.6%	8.2%
2010 Housing Units	745	10,963	19,158
Owner Occupied Housing Units	67.8%	62.8%	63.8%
Renter Occupied Housing Units	17.5%	26.0%	23.3%
Vacant Housing Units	14.8%	11.2%	12.9%
2015 Housing Units	730	10,922	19,120
Owner Occupied Housing Units	65.3%	61.4%	62.2%
Renter Occupied Housing Units	17.0%	25.7%	22.8%
Vacant Housing Units	17.8%	12.9%	15.0%
Median Household Income			
2000	\$38,045	\$35,427	\$35,351
2010	\$44,012	\$44,379	\$43,217
2015	\$49,681	\$50,810	\$49,587
Median Home Value			
2000	\$63,793	\$66,429	\$61,494
2010	\$86,222	\$88,392	\$82,568
2015	\$96,750	\$99,910	\$93,799
Per Capita Income			
2000	\$17,810	\$17,096	\$16,949
2010	\$20,745	\$21,430	\$21,035
2015	\$23,042	\$23,795	\$23,306
Median Age			
2000	42.4	37.7	39.2
2010	46.3	40.0	41.5
2015	47.5	40.2	41.9

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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2000 Households by Income			
Household Income Base	704	10,104	17,503
<\$15,000	13.8%	15.5%	16.0%
\$15,000 - \$24,999	16.2%	18.8%	17.8%
\$25,000 - \$34,999	14.9%	15.0%	15.6%
\$35,000 - \$49,999	22.0%	19.6%	20.9%
\$50,000 - \$74,999	22.6%	19.5%	19.3%
\$75,000 - \$99,999	6.0%	6.6%	6.1%
\$100,000 - \$149,999	3.4%	3.6%	3.1%
\$150,000 - \$199,999	0.4%	0.5%	0.5%
\$200,000+	0.7%	1.0%	0.9%
Average Household Income	\$43,826	\$43,529	\$42,526
2010 Households by Income			
Household Income Base	636	9,736	16,696
<\$15,000	10.2%	10.5%	11.0%
\$15,000 - \$24,999	12.9%	12.9%	12.8%
\$25,000 - \$34,999	14.9%	14.8%	14.4%
\$35,000 - \$49,999	21.5%	18.1%	19.7%
\$50,000 - \$74,999	25.2%	24.0%	23.9%
\$75,000 - \$99,999	8.2%	10.8%	10.4%
\$100,000 - \$149,999	5.2%	6.6%	5.9%
\$150,000 - \$199,999	1.3%	1.2%	1.0%
\$200,000+	0.6%	1.1%	0.9%
Average Household Income	\$49,850	\$53,339	\$51,631
2015 Households by Income			
Household Income Base	601	9,511	16,249
<\$15,000	9.8%	10.1%	10.6%
\$15,000 - \$24,999	11.0%	11.1%	10.9%
\$25,000 - \$34,999	11.8%	11.6%	11.4%
\$35,000 - \$49,999	17.8%	16.0%	17.5%
\$50,000 - \$74,999	29.3%	25.6%	25.9%
\$75,000 - \$99,999	9.5%	12.3%	11.9%
\$100,000 - \$149,999	8.2%	10.3%	9.2%
\$150,000 - \$199,999	1.8%	1.7%	1.4%
\$200,000+	0.8%	1.4%	1.1%
Average Household Income	\$55,077	\$59,182	\$57,081
2000 Owner Occupied Housing Units by Value			
Total	566	7,134	12,839
<\$50,000	34.3%	31.0%	36.9%
\$50,000 - \$99,999	51.2%	46.1%	42.4%
\$100,000 - \$149,999	9.4%	12.1%	11.2%
\$150,000 - \$199,999	1.9%	4.4%	3.7%
\$200,000 - \$299,999	0.7%	4.2%	3.3%
\$300,000 - \$499,999	2.1%	1.7%	1.8%
\$500,000 - \$999,999	0.4%	0.4%	0.6%
\$1,000,000 +	0.0%	0.1%	0.1%
Average Home Value	\$74,569	\$85,799	\$81,902
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	124	2,728	4,066
With Cash Rent	79.8%	90.4%	86.7%
No Cash Rent	20.2%	9.6%	13.3%
Median Rent	\$268	\$310	\$278
Average Rent	\$257	\$304	\$279

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	1,854	26,362	44,823
0 - 4	5.6%	5.8%	5.8%
5 - 9	5.6%	6.7%	6.7%
10 - 14	7.8%	7.5%	7.8%
15 - 24	11.7%	16.0%	14.2%
25 - 34	8.4%	10.3%	9.8%
35 - 44	15.7%	14.6%	14.8%
45 - 54	12.2%	13.2%	13.5%
55 - 64	9.1%	8.3%	8.6%
65 - 74	11.6%	8.5%	9.1%
75 - 84	8.1%	6.5%	7.0%
85 +	4.4%	2.7%	2.8%
18 +	75.7%	75.1%	74.8%
2010 Population by Age			
Total	1,622	24,983	41,945
0 - 4	5.1%	5.9%	5.8%
5 - 9	5.8%	6.1%	6.2%
10 - 14	6.2%	6.5%	6.6%
15 - 24	10.5%	14.6%	13.2%
25 - 34	10.9%	11.6%	11.1%
35 - 44	9.4%	11.4%	11.3%
45 - 54	16.4%	14.5%	15.0%
55 - 64	13.0%	12.8%	13.4%
65 - 74	8.4%	7.4%	7.7%
75 - 84	8.8%	6.0%	6.3%
85 +	5.3%	3.2%	3.4%
18 +	79.1%	77.2%	77.1%
2015 Population by Age			
Total	1,534	24,426	40,791
0 - 4	4.8%	5.7%	5.7%
5 - 9	5.2%	6.0%	6.0%
10 - 14	6.5%	6.6%	6.8%
15 - 24	10.2%	14.4%	12.9%
25 - 34	11.4%	11.1%	10.7%
35 - 44	9.3%	11.5%	11.4%
45 - 54	12.5%	12.5%	12.6%
55 - 64	17.5%	14.5%	15.2%
65 - 74	9.1%	9.2%	9.6%
75 - 84	7.8%	5.4%	5.7%
85 +	5.8%	3.2%	3.4%
18 +	79.4%	77.7%	77.4%
2000 Population by Sex			
Males	49.1%	49.8%	49.7%
Females	50.9%	50.2%	50.3%
2010 Population by Sex			
Males	48.6%	50.0%	50.0%
Females	51.4%	50.1%	50.0%
2015 Population by Sex			
Males	48.4%	50.0%	50.2%
Females	51.6%	50.0%	49.8%

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 Race/Ethnicity			
Total	1,853	26,363	44,823
White Alone	98.7%	90.4%	93.7%
Black Alone	0.1%	0.4%	0.3%
American Indian Alone	0.0%	0.1%	0.1%
Asian or Pacific Islander Alone	0.2%	3.4%	2.2%
Some Other Race Alone	0.8%	4.4%	2.8%
Two or More Races	0.2%	1.2%	0.9%
Hispanic Origin	1.2%	9.7%	6.3%
Diversity Index	5.0	32.5	22.5
2010 Population by Race/Ethnicity			
Total	1,625	24,981	41,947
White Alone	98.1%	85.9%	90.7%
Black Alone	0.1%	0.5%	0.3%
American Indian Alone	0.1%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	4.3%	2.8%
Some Other Race Alone	1.1%	7.5%	4.9%
Two or More Races	0.3%	1.6%	1.2%
Hispanic Origin	1.8%	16.2%	10.5%
Diversity Index	7.0	46.1	33.3
2015 Population by Race/Ethnicity			
Total	1,531	24,427	40,794
White Alone	98.0%	85.6%	90.4%
Black Alone	0.1%	0.5%	0.4%
American Indian Alone	0.0%	0.2%	0.2%
Asian or Pacific Islander Alone	0.3%	4.4%	2.8%
Some Other Race Alone	1.1%	7.6%	5.0%
Two or More Races	0.3%	1.7%	1.2%
Hispanic Origin	1.9%	16.5%	10.9%
Diversity Index	7.4	46.7	34.1
2000 Population 3+ by School Enrollment			
Total	1,764	25,430	43,239
Enrolled in Nursery/Preschool	1.3%	1.7%	1.7%
Enrolled in Kindergarten	1.1%	1.5%	1.5%
Enrolled in Grade 1-8	11.6%	12.0%	12.4%
Enrolled in Grade 9-12	7.4%	6.9%	7.2%
Enrolled in College	2.0%	5.7%	4.2%
Enrolled in Grad/Prof School	0.6%	0.3%	0.3%
Not Enrolled in School	75.9%	71.9%	72.8%
2010 Population 25+ by Educational Attainment			
Total	1,172	16,709	28,596
Less Than 9th Grade	3.1%	5.5%	4.9%
9th to 12th Grade, No Diploma	4.4%	7.1%	6.3%
High School Graduate	39.9%	37.1%	38.9%
Some College, No Degree	21.6%	20.5%	21.2%
Associate Degree	9.4%	8.4%	8.9%
Bachelor's Degree	16.6%	15.6%	15.0%
Graduate/Professional Degree	5.0%	5.8%	4.8%

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.

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2010 Population 15+ by Marital Status			
Total	1,345	20,357	34,113
Never Married	20.1%	26.5%	24.3%
Married	63.4%	57.7%	59.8%
Widowed	8.9%	8.2%	8.5%
Divorced	7.5%	7.5%	7.3%
2000 Population 16+ by Employment Status			
Total	1,472	20,646	34,965
In Labor Force	65.0%	65.0%	64.8%
Civilian Employed	63.1%	62.4%	62.4%
Civilian Unemployed	1.7%	2.5%	2.3%
In Armed Forces	0.2%	0.0%	0.0%
Not In Labor Force	35.0%	35.0%	35.3%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	96.3%	94.0%	94.3%
Civilian Unemployed	3.7%	6.0%	5.7%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	96.7%	94.6%	94.9%
Civilian Unemployed	3.3%	5.4%	5.1%
2000 Females 16+ by Employment Status and Age of Children			
Total	763	10,451	17,744
Own Children < 6 Only	6.6%	5.6%	5.7%
Employed/in Armed Forces	5.4%	3.9%	4.0%
Unemployed	0.1%	0.1%	0.1%
Not in Labor Force	1.0%	1.6%	1.5%
Own Children <6 and 6-17 Only	5.4%	6.0%	6.0%
Employed/in Armed Forces	4.5%	4.2%	4.4%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	0.7%	1.6%	1.4%
Own Children 6-17 Only	17.3%	16.6%	17.1%
Employed/in Armed Forces	15.3%	14.1%	14.6%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	1.7%	2.3%	2.3%
No Own Children < 18	70.8%	71.7%	71.2%
Employed/in Armed Forces	31.5%	35.3%	33.7%
Unemployed	1.0%	1.4%	1.2%
Not in Labor Force	38.3%	35.0%	36.4%
2010 Employed Population 16+ by Industry			
Total	905	12,754	21,568
Agriculture/Mining	10.7%	6.7%	9.5%
Construction	6.4%	5.4%	5.9%
Manufacturing	9.9%	15.5%	13.9%
Wholesale Trade	5.3%	3.9%	4.0%
Retail Trade	11.2%	11.7%	11.4%
Transportation/Utilities	3.9%	3.4%	4.1%
Information	1.2%	1.3%	1.3%
Finance/Insurance/Real Estate	3.0%	3.3%	3.4%
Services	45.0%	45.7%	43.8%
Public Administration	3.4%	3.3%	2.7%

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

January 08, 2012

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2010 Employed Population 16+ by Occupation			
Total	901	12,757	21,567
White Collar	56.3%	53.9%	54.9%
Management/Business/Financial	15.2%	14.0%	15.6%
Professional	19.9%	18.3%	18.1%
Sales	9.1%	9.4%	9.4%
Administrative Support	12.1%	12.3%	11.8%
Services	18.2%	17.7%	16.8%
Blue Collar	25.5%	28.3%	28.3%
Farming/Forestry/Fishing	2.8%	1.7%	2.0%
Construction/Extraction	4.8%	4.2%	4.7%
Installation/Maintenance/Repair	4.7%	3.8%	4.2%
Production	5.3%	10.7%	9.3%
Transportation/Material Moving	8.0%	8.0%	8.1%
2000 Workers 16+ by Means of Transportation to Work			
Total	915	12,659	21,498
Drove Alone - Car, Truck, or Van	82.4%	74.9%	73.9%
Carpooled - Car, Truck, or Van	7.3%	11.3%	10.9%
Public Transportation	0.1%	0.2%	0.2%
Walked	4.9%	6.8%	6.2%
Other Means	0.5%	1.4%	1.1%
Worked at Home	4.7%	5.4%	7.6%
2000 Workers 16+ by Travel Time to Work			
Total	915	12,659	21,498
Did not Work at Home	95.3%	94.6%	92.4%
Less than 5 minutes	10.1%	11.3%	11.5%
5 to 9 minutes	16.1%	30.2%	24.5%
10 to 19 minutes	40.0%	32.7%	28.5%
20 to 24 minutes	15.3%	6.6%	9.0%
25 to 34 minutes	6.8%	7.2%	9.8%
35 to 44 minutes	1.7%	1.4%	2.4%
45 to 59 minutes	0.9%	2.1%	3.1%
60 to 89 minutes	2.4%	1.9%	2.1%
90 or more minutes	2.1%	1.4%	1.5%
Worked at Home	4.7%	5.4%	7.6%
Average Travel Time to Work (in min)	17.7	14.7	16.8
2000 Households by Vehicles Available			
Total	711	10,102	17,512
None	3.5%	6.1%	5.3%
1	24.0%	32.4%	29.9%
2	45.6%	39.7%	39.9%
3	18.9%	15.8%	17.3%
4	4.5%	4.1%	5.2%
5+	3.5%	2.0%	2.4%
Average Number of Vehicles Available	2.1	1.9	2.0

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2000 Households by Type			
Total	713	10,099	17,503
Family Households	71.4%	67.1%	68.6%
Married-couple Family	63.5%	56.5%	58.7%
With Related Children	25.4%	24.4%	24.8%
Other Family (No Spouse)	7.9%	10.7%	9.9%
With Related Children	5.6%	7.4%	6.7%
Nonfamily Households	28.8%	32.9%	31.4%
Householder Living Alone	25.7%	28.4%	27.5%
Householder Not Living Alone	2.9%	4.5%	3.9%
Households with Related Children	31.0%	31.8%	31.6%
Households with Persons 65+	35.0%	30.4%	31.6%
2000 Households by Size			
Total	714	10,099	17,501
1 Person Household	25.6%	28.4%	27.5%
2 Person Household	39.5%	35.8%	37.0%
3 Person Household	13.3%	13.0%	12.8%
4 Person Household	13.6%	12.8%	12.8%
5 Person Household	5.3%	6.4%	6.5%
6 Person Household	2.5%	2.3%	2.3%
7 + Person Household	0.1%	1.3%	1.1%
2000 Households by Year Householder Moved In			
Total	712	10,102	17,511
Moved in 1999 to March 2000	11.8%	16.3%	13.8%
Moved in 1995 to 1998	23.0%	24.2%	22.2%
Moved in 1990 to 1994	13.6%	14.9%	15.2%
Moved in 1980 to 1989	19.0%	17.4%	18.4%
Moved in 1970 to 1979	15.9%	13.1%	14.7%
Moved in 1969 or Earlier	16.7%	14.0%	15.8%
Median Year Householder Moved In	1989	1992	1990
2000 Housing Units by Units in Structure			
Total	768	10,934	19,092
1, Detached	88.4%	78.9%	84.4%
1, Attached	1.7%	1.3%	1.0%
2	0.9%	3.3%	2.3%
3 or 4	3.6%	4.8%	3.7%
5 to 9	0.4%	3.2%	2.3%
10 to 19	0.7%	1.6%	1.0%
20 +	0.9%	3.1%	1.9%
Mobile Home	3.4%	3.8%	3.3%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	769	10,935	19,092
1999 to March 2000	1.0%	0.9%	0.7%
1995 to 1998	2.2%	2.6%	2.2%
1990 to 1994	2.6%	2.8%	2.5%
1980 to 1989	5.6%	6.1%	5.5%
1970 to 1979	14.0%	14.3%	12.6%
1969 or Earlier	74.5%	73.5%	76.6%
Median Year Structure Built	1952	1952	1947

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Top 3 Tapestry Segments			
1.	Heartland Communities	Prairie Living	Prairie Living
2.	Prairie Living	Heartland Communities	Heartland Communities
3.	Rustbelt Traditions	Southern Satellites	Southern Satellites
2010 Consumer Spending			
Apparel & Services: Total \$	\$705,265	\$11,967,684	\$19,478,475
Average Spent	\$1,109.92	\$1,229.16	\$1,166.68
Spending Potential Index	46	51	49
Computers & Accessories: Total \$	\$95,936	\$1,600,597	\$2,649,103
Average Spent	\$150.98	\$164.39	\$158.67
Spending Potential Index	69	75	72
Education: Total \$	\$451,732	\$8,302,304	\$13,025,963
Average Spent	\$710.92	\$852.70	\$780.20
Spending Potential Index	58	70	64
Entertainment/Recreation: Total \$	\$1,605,818	\$25,588,117	\$43,212,460
Average Spent	\$2,527.17	\$2,628.06	\$2,588.25
Spending Potential Index	78	82	80
Food at Home: Total \$	\$2,251,695	\$35,559,387	\$60,037,432
Average Spent	\$3,543.63	\$3,652.17	\$3,595.99
Spending Potential Index	79	82	80
Food Away from Home: Total \$	\$1,435,621	\$23,973,553	\$39,377,340
Average Spent	\$2,259.32	\$2,462.23	\$2,358.54
Spending Potential Index	70	76	73
Health Care: Total \$	\$2,232,185	\$33,532,837	\$58,118,432
Average Spent	\$3,512.92	\$3,444.03	\$3,481.05
Spending Potential Index	94	92	93
HH Furnishings & Equipment: Total \$	\$828,548	\$13,530,587	\$22,547,546
Average Spent	\$1,303.94	\$1,389.68	\$1,350.51
Spending Potential Index	63	67	66
Investments: Total \$	\$1,043,261	\$15,006,056	\$27,149,999
Average Spent	\$1,641.84	\$1,541.22	\$1,626.17
Spending Potential Index	94	89	93
Retail Goods: Total \$	\$12,156,994	\$192,228,284	\$325,183,340
Average Spent	\$19,132.20	\$19,743.05	\$19,477.14
Spending Potential Index	77	79	78
Shelter: Total \$	\$5,820,309	\$102,465,976	\$163,947,697
Average Spent	\$9,159.77	\$10,523.90	\$9,819.79
Spending Potential Index	58	67	62
TV/Video/Audio: Total \$	\$587,263	\$9,594,441	\$15,887,638
Average Spent	\$924.21	\$985.41	\$951.60
Spending Potential Index	74	79	77
Travel: Total \$	\$764,807	\$12,938,514	\$21,286,814
Average Spent	\$1,203.62	\$1,328.87	\$1,274.99
Spending Potential Index	64	70	67
Vehicle Maintenance & Repairs: Total \$	\$457,724	\$7,367,209	\$12,362,946
Average Spent	\$720.35	\$756.66	\$740.49
Spending Potential Index	76	80	79

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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.