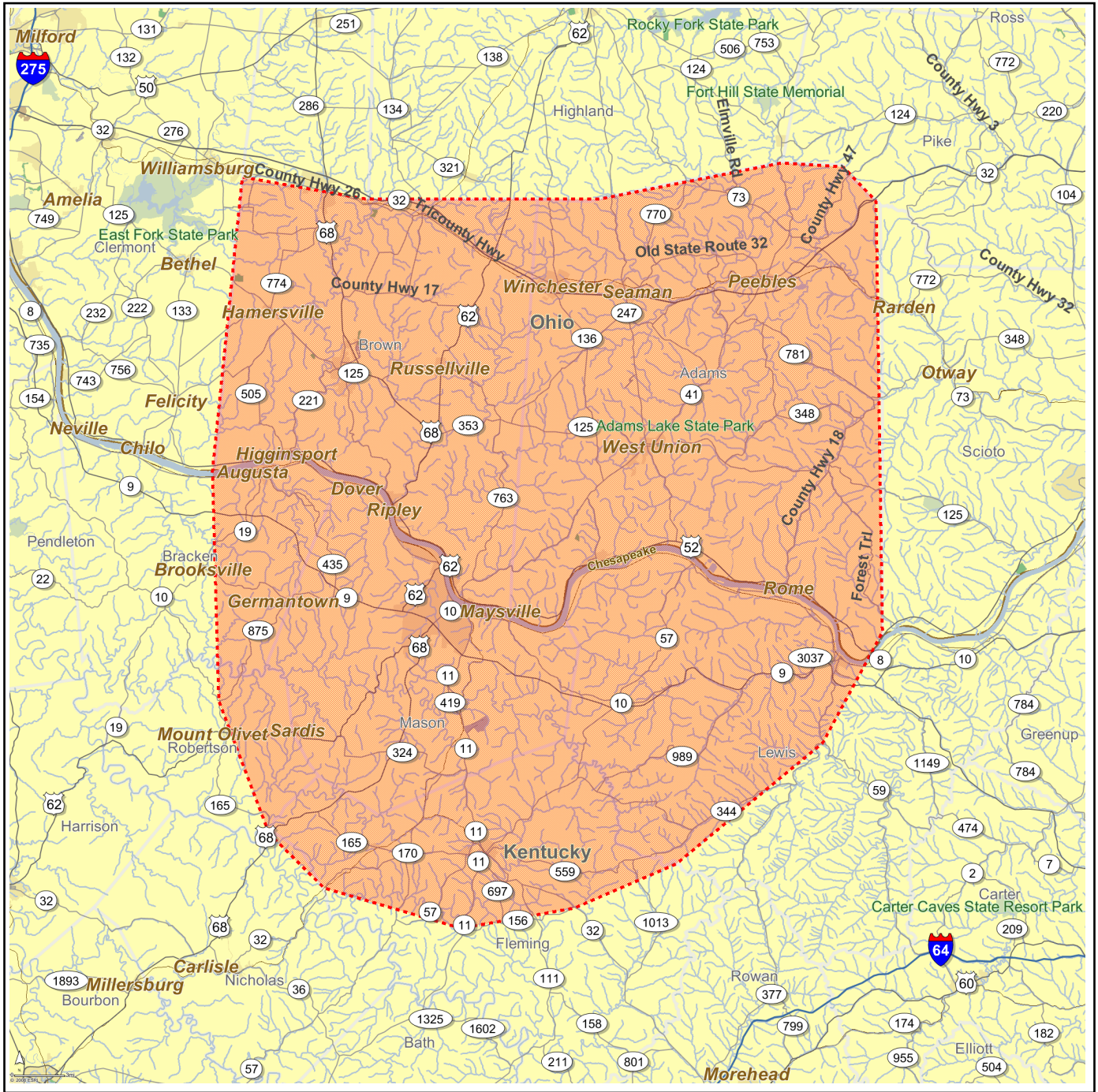


Site Map

Buffalo Trace Area Market

Prepared by Mark L. Mims

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Study Area: Custom Shapes

2007 Population

| | |
|-------------------|--------|
| Total Population | 99,824 |
| Male Population | 49.1% |
| Female Population | 50.9% |
| Median Age | 38.7 |

2007 Income

| | |
|-------------------|----------|
| Median HH Income | \$37,749 |
| Per Capita Income | \$19,615 |
| Average HH Income | \$49,136 |

2007 Households

| | |
|------------------------|--------|
| Total Households | 39,453 |
| Average Household Size | 2.49 |
| 1990-2000 Annual Rate | 1.3% |

2007 Housing

| | |
|-------------------------------|-------|
| Owner Occupied Housing Units | 67.5% |
| Renter Occupied Housing Units | 20.6% |
| Vacant Housing Units | 11.9% |

Population

| | |
|-----------------------|---------|
| 1990 Population | 88,432 |
| 2000 Population | 96,393 |
| 2007 Population | 99,824 |
| 2012 Population | 102,205 |
| 1990-2000 Annual Rate | 0.87% |
| 2000-2007 Annual Rate | 0.48% |
| 2007-2012 Annual Rate | 0.47% |

In the identified market area, the current year population is 99,824. In 2000, the Census count in the market area was 96,393. The rate of change since 2000 was 0.48 percent annually. The five-year projection for the population in the market area is 102,205, representing a change of 0.47 percent annually from 2007 to 2012. Currently, the population is 49.1 percent male and 50.9 percent female.

Households

| | |
|-----------------------|--------|
| 1990 Households | 32,721 |
| 2000 Households | 37,249 |
| 2007 Households | 39,453 |
| 2012 Households | 40,724 |
| 1990-2000 Annual Rate | 1.3% |
| 2000-2007 Annual Rate | 0.8% |
| 2007-2012 Annual Rate | 0.64% |

The household count in this market area has changed from 37,249 in 2000 to 39,453 in the current year, a change of 0.8 percent annually. The five-year projection of households is 40,724, a change of 0.64 percent annually from the current year total. Average household size is currently 2.49, compared to 2.55 in the year 2000. The number of families in the current year is 27,814 in the market area.

Housing

Currently, 67.5 percent of the 44,763 housing units in the market area are owner occupied; 20.6 percent, renter occupied; and 11.9 percent are vacant. In 2000, there were 41,918 housing units— 66.3 percent owner occupied, 22.6 percent renter occupied and 11.1 percent vacant. The rate of change in housing units since 2000 is 0.91 percent. Median home value in the market area is \$95,365, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 2.41 percent annually to \$107,410. From 2000 to the current year, median home value changed by 4.25 percent annually.

Study Area: Custom Shapes

Median Household Income

| | |
|-----------------------|----------|
| 1990 Median HH Income | \$19,807 |
| 2000 Median HH Income | \$30,991 |
| 2007 Median HH Income | \$37,749 |
| 2012 Median HH Income | \$43,345 |
| 1990-2000 Annual Rate | 4.58% |
| 2000-2007 Annual Rate | 2.76% |
| 2007-2012 Annual Rate | 2.8% |

Per Capita Income

| | |
|------------------------|----------|
| 1990 Per Capita Income | \$9,342 |
| 2000 Per Capita Income | \$15,520 |
| 2007 Per Capita Income | \$19,615 |
| 2012 Per Capita Income | \$23,162 |
| 1990-2000 Annual Rate | 5.21% |
| 2000-2007 Annual Rate | 3.28% |
| 2007-2012 Annual Rate | 3.38% |

Average Household Income

| | |
|-------------------------------|----------|
| 1990 Average Household Income | \$25,086 |
| 2000 Average Household Income | \$39,718 |
| 2007 Average HH Income | \$49,136 |
| 2012 Average HH Income | \$57,580 |
| 1990-2000 Annual Rate | 4.7% |
| 2000-2007 Annual Rate | 2.98% |
| 2007-2012 Annual Rate | 3.22% |

Households by Income

Current median household income is \$37,749 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$43,345 in five years. In 2000, median household income was \$30,991, compared to \$19,807 in 1990.

Current average household income is \$49,136 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$57,580 in five years. In 2000, average household income was \$39,718, compared to \$25,086 in 1990.

Current per capita income is \$19,615 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$23,162 in five years. In 2000, the per capita income was \$15,520, compared to \$9,342 in 1990.

Population by Employment

| | |
|------------------|--------|
| Total Businesses | 4,181 |
| Total Employees | 28,339 |

Currently, 92.0 percent of the civilian labor force in the identified market area is employed and 8.0 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 92.2 percent of the civilian labor force, and unemployment will be 7.8 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, 59.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

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

- 45.0 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 17.4 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 37.5 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 77.0 percent of the market area population drove alone to work, and 4.1 percent worked at home. The average travel time to work in 2000 was 31.7 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 29.4 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 41.5 percent were high school graduates only (28.6 percent in the U.S.)
- 5.0 percent had completed an Associate degree (6.3 percent in the U.S.)
- 5.6 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 4.0 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)

Buffalo Trace Area Market

Study Area: Custom Shapes

| Summary | 2000 | 2007 | 2012 |
|------------------------|----------|-----------|-----------|
| Population | 96,393 | 99,824 | 102,205 |
| Households | 37,249 | 39,453 | 40,724 |
| Families | 27,022 | 27,814 | 28,051 |
| Average Household Size | 2.55 | 2.49 | 2.48 |
| Owner Occupied HUs | 27,769 | 30,220 | 31,146 |
| Renter Occupied HUs | 9,480 | 9,233 | 9,579 |
| Median Age | 36.6 | 38.7 | 40.3 |
| Total Housing Units | 41,892 | 44,763 | 46,485 |
| Vacant Housing Units | 4,643 | 5,310 | 5,760 |
| Average Home Value | \$87,288 | \$116,239 | \$133,402 |
| Total Businesses | - | 4,181 | - |
| Total Employees | - | 28,339 | - |

| Households by Income | 2000 | | 2007 | | 2012 | |
|--------------------------|----------|---------|----------|---------|----------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| < \$15,000 | 8,670 | 23.3% | 7,233 | 18.3% | 6,289 | 15.4% |
| \$15,000 - \$24,999 | 6,522 | 17.5% | 5,600 | 14.2% | 5,002 | 12.3% |
| \$25,000 - \$34,999 | 5,642 | 15.2% | 5,414 | 13.7% | 5,306 | 13.0% |
| \$35,000 - \$49,999 | 6,122 | 16.4% | 6,729 | 17.1% | 6,561 | 16.1% |
| \$50,000 - \$74,999 | 6,315 | 17.0% | 7,322 | 18.6% | 7,407 | 18.2% |
| \$75,000 - \$99,999 | 2,376 | 6.4% | 3,659 | 9.3% | 4,546 | 11.2% |
| \$100,000 - \$149,999 | 1,043 | 2.8% | 2,464 | 6.2% | 4,060 | 10.0% |
| \$150,000 - \$199,000 | 280 | 0.8% | 536 | 1.4% | 750 | 1.8% |
| \$200,000+ | 262 | 0.7% | 495 | 1.3% | 804 | 2.0% |
| Median Household Income | \$30,991 | | \$37,749 | | \$43,345 | |
| Average Household Income | \$39,718 | | \$49,136 | | \$57,580 | |
| Per Capita Income | \$15,520 | | \$19,615 | | \$23,162 | |

| Population by Age | 2000 | | 2007 | | 2012 | |
|-------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| 0 - 4 | 6,311 | 6.5% | 6,760 | 6.8% | 6,740 | 6.6% |
| 5 - 14 | 14,270 | 14.8% | 12,897 | 12.9% | 13,104 | 12.8% |
| 15 - 19 | 6,781 | 7.0% | 6,278 | 6.3% | 6,396 | 6.3% |
| 20 - 24 | 5,547 | 5.8% | 5,814 | 5.8% | 5,508 | 5.4% |
| 25 - 34 | 12,858 | 13.3% | 12,994 | 13.0% | 12,184 | 11.9% |
| 35 - 44 | 14,968 | 15.5% | 14,439 | 14.5% | 14,064 | 13.8% |
| 45 - 54 | 13,110 | 13.6% | 15,125 | 15.2% | 15,728 | 15.4% |
| 55 - 64 | 9,413 | 9.8% | 11,712 | 11.7% | 13,870 | 13.6% |
| 65 - 74 | 7,164 | 7.4% | 7,557 | 7.6% | 7,939 | 7.8% |
| 75 - 84 | 4,458 | 4.6% | 4,422 | 4.4% | 4,663 | 4.6% |
| 85+ | 1,514 | 1.6% | 1,823 | 1.8% | 2,009 | 2.0% |

| Race and Ethnicity | 2000 | | 2007 | | 2012 | |
|----------------------------|--------|---------|--------|---------|--------|---------|
| | Number | Percent | Number | Percent | Number | Percent |
| White Alone | 93,084 | 96.6% | 96,029 | 96.2% | 98,131 | 96.0% |
| Black Alone | 1,851 | 1.9% | 2,008 | 2.0% | 2,084 | 2.0% |
| American Indian Alone | 306 | 0.3% | 346 | 0.3% | 372 | 0.4% |
| Asian Alone | 160 | 0.2% | 246 | 0.2% | 303 | 0.3% |
| Pacific Islander Alone | 15 | 0.0% | 21 | 0.0% | 26 | 0.0% |
| Some Other Race Alone | 202 | 0.2% | 262 | 0.3% | 281 | 0.3% |
| Two or More Races | 775 | 0.8% | 913 | 0.9% | 1,008 | 1.0% |
| Hispanic Origin (Any Race) | 613 | 0.6% | 822 | 0.8% | 938 | 0.9% |

Data Note: Income is expressed in current dollars.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012 were effective as of July 1, 2007. Business data provided by Acxiom. Copyright 2007, all rights reserved.