



### Total Trade Area



2000 Total Population	498,137
2000 Group Quarters	18,334
2009 Total Population	533,237
2014 Total Population	550,691
2009 - 2014 Annual Rate	0.65%



2000 Households	199,103
2000 Average Household Size	2.41
2009 Households	216,929
2009 Average Household Size	2.37
2014 Households	225,349
2014 Average Household Size	2.36
2009 - 2014 Annual Rate	0.76%
2000 Families	133,111
2000 Average Family Size	2.95
2009 Families	140,999
2009 Average Family Size	2.92
2014 Families	144,450
2014 Average Family Size	2.91
2009 - 2014 Annual Rate	0.48%



<b>2000 Housing Units</b>	211,888
Owner Occupied Housing Units	66.2%
Renter Occupied Housing Units	27.8%
Vacant Housing Units	6.0%
<b>2009 Housing Units</b>	232,841
Owner Occupied Housing Units	65.7%
Renter Occupied Housing Units	27.5%
Vacant Housing Units	6.8%
<b>2014 Housing Units</b>	241,954
Owner Occupied Housing Units	66.0%
Renter Occupied Housing Units	27.2%
Vacant Housing Units	6.9%

#### Median Household Income

2000	\$45,256
2009	\$59,844
2014	\$62,127

#### Median Home Value

2000	\$108,806
2009	\$176,153
2014	\$210,670

#### Per Capita Income

2000	\$23,028
2009	\$28,972
2014	\$30,275

#### Median Age

2000	38.0
2009	40.7
2014	41.5

**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 total population. Detail may not sum to totals due to rounding.

**Source:** [ESRI forecasts for 2009 and 2014; U.S. Bureau of the Census, 2000 Census of Population and Housing](#)



### Total Trade Area



#### 2000 Households by Income

Household Income Base	199,141
< \$15,000	11.7%
\$15,000 - \$24,999	12.2%
\$25,000 - \$34,999	13.5%
\$35,000 - \$49,999	18.0%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	7.6%
\$150,000 - \$199,999	1.7%
\$200,000 +	1.7%
Average Household Income	\$56,297

#### 2009 Households by Income

Household Income Base	216,929
< \$15,000	7.4%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	9.8%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	20.0%
\$100,000 - \$149,999	10.6%
\$150,000 - \$199,999	3.1%
\$200,000 +	2.5%
Average Household Income	\$70,087

#### 2014 Households by Income

Household Income Base	225,349
< \$15,000	7.5%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	8.8%
\$35,000 - \$49,999	13.4%
\$50,000 - \$74,999	24.6%
\$75,000 - \$99,999	21.5%
\$100,000 - \$149,999	10.9%
\$150,000 - \$199,999	3.3%
\$200,000 +	2.7%
Average Household Income	\$72,752

#### 2000 Owner Occupied Housing Units by Value

Total	140,168
< \$50,000	9.7%
\$50,000 - \$99,999	33.4%
\$100,000 - \$149,999	33.0%
\$150,000 - \$199,999	13.4%
\$200,000 - \$299,999	7.3%
\$300,000 - \$499,999	2.4%
\$500,000 - \$999,999	0.6%
\$1,000,000+	0.1%
Average Home Value	\$125,193

#### 2000 Specified Renter Occ. Housing Units by Contract Rent

Total	58,195
With Cash Rent	96.1%
No Cash Rent	3.9%
Median Rent	\$483
Average Rent	\$483

**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 rent.

[Source: ESRI forecasts for 2009 and 2014; U.S. Bureau of the Census, 2000 Census of Population and Housing](#)



### Total Trade Area



#### 2000 Population by Age

Total	498,153
Age 0 - 4	5.9%
Age 5 - 9	6.8%
Age 10 - 14	6.9%
Age 15 - 19	6.4%
Age 20 - 24	5.5%
Age 25 - 34	13.5%
Age 35 - 44	16.8%
Age 45 - 54	15.2%
Age 55 - 64	9.2%
Age 65 - 74	7.3%
Age 75 - 84	5.0%
Age 85+	1.6%
Age 18+	76.4%

#### 2009 Population by Age

Total	533,237
Age 0 - 4	5.7%
Age 5 - 9	5.9%
Age 10 - 14	6.2%
Age 15 - 19	6.8%
Age 20 - 24	6.2%
Age 25 - 34	11.5%
Age 35 - 44	14.1%
Age 45 - 54	16.1%
Age 55 - 64	13.1%
Age 65 - 74	7.2%
Age 75 - 84	5.1%
Age 85+	2.2%
Age 18+	78.2%

#### 2014 Population by Age

Total	550,691
Age 0 - 4	5.6%
Age 5 - 9	5.8%
Age 10 - 14	6.1%
Age 15 - 19	6.2%
Age 20 - 24	6.3%
Age 25 - 34	12.1%
Age 35 - 44	12.6%
Age 45 - 54	14.8%
Age 55 - 64	14.2%
Age 65 - 74	9.1%
Age 75 - 84	4.9%
Age 85+	2.3%
Age 18+	78.8%

#### 2000 Population by Sex

Males	48.5%
Females	51.5%

#### 2009 Population by Sex

Males	48.6%
Females	51.4%

#### 2014 Population by Sex

Males	48.7%
Females	51.3%



### Total Trade Area



#### 2000 Population by Race/Ethnicity

Total	498,144
White Alone	85.9%
Black Alone	9.6%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	1.8%
Some Other Race Alone	1.2%
Two or More Races	1.4%
Hispanic Origin	2.8%
Diversity Index	29.3

#### 2009 Population by Race/Ethnicity

Total	533,237
White Alone	83.4%
Black Alone	10.6%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.7%
Some Other Race Alone	1.6%
Two or More Races	1.6%
Hispanic Origin	3.6%
Diversity Index	34.3

#### 2014 Population by Race/Ethnicity

Total	550,691
White Alone	81.8%
Black Alone	11.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	3.3%
Some Other Race Alone	1.8%
Two or More Races	1.7%
Hispanic Origin	4.2%
Diversity Index	37.2



#### 2000 Population 3+ by School Enrollment

Total	481,148
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.8%
Enrolled in Grade 9-12	5.6%
Enrolled in College	3.7%
Enrolled in Grad/Prof School	1.0%
Not Enrolled in School	75.1%

#### 2009 Population 25+ by Educational Attainment

Total	369,544
Less than 9th Grade	3.1%
9th - 12th Grade, No Diploma	8.1%
High School Graduate	37.4%
Some College, No Degree	15.7%
Associate Degree	7.7%
Bachelor's Degree	18.0%
Graduate/Professional Degree	9.9%

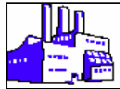
**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** [ESRI forecasts for 2009 and 2014](#); [U.S. Bureau of the Census, 2000 Census of Population and Housing](#)



#### 2009 Population 15+ by Marital Status

Total	438,453
Never Married	26.3%
Married	56.9%
Widowed	6.3%
Divorced	10.4%



#### 2000 Population 16+ by Employment Status

Total	394,119
In Labor Force	66.6%
Civilian Employed	63.8%
Civilian Unemployed	2.5%
In Armed Forces	0.3%
Not in Labor Force	33.4%

#### 2009 Civilian Population 16+ in Labor Force

Civilian Employed	92.6%
Civilian Unemployed	7.4%

#### 2014 Civilian Population 16+ in Labor Force

Civilian Employed	94.9%
Civilian Unemployed	5.1%

#### 2000 Females 16+ by Employment Status and Age of Children

Total	205,300
Own Children < 6 Only	6.9%
Employed/in Armed Forces	4.7%
Unemployed	0.2%
Not in Labor Force	2.0%
Own Children <6 and 6-17	5.1%
Employed/in Armed Forces	3.1%
Unemployed	0.1%
Not in Labor Force	1.9%
Own Children 6-17 Only	17.2%
Employed/in Armed Forces	13.4%
Unemployed	0.3%
Not in Labor Force	3.4%
No Own Children <18	70.8%
Employed/in Armed Forces	37.4%
Unemployed	1.5%
Not in Labor Force	31.9%



### Total Trade Area



#### 2009 Employed Population 16+ by Industry

Total	271,800
Agriculture/Mining	0.7%
Construction	5.3%
Manufacturing	7.1%
Wholesale Trade	3.8%
Retail Trade	11.3%
Transportation/Utilities	7.0%
Information	2.0%
Finance/Insurance/Real Estate	8.5%
Services	42.1%
Public Administration	12.2%

#### 2009 Employed Population 16+ by Occupation

Total	271,800
White Collar	66.3%
Management/Business/Financial	14.8%
Professional	23.0%
Sales	10.3%
Administrative Support	18.1%
Services	14.4%
Blue Collar	19.3%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	3.9%
Installation/Maintenance/Repair	3.7%
Production	4.1%
Transportation/Material Moving	7.4%



#### 2000 Workers 16+ by Means of Transportation to Work

Total	248,667
Drove Alone - Car, Truck, or Van	81.6%
Carpooled - Car, Truck, or Van	10.3%
Public Transportation	1.4%
Walked	3.2%
Other Means	0.8%
Worked at Home	2.7%

#### 2000 Workers 16+ by Travel Time to Work

Total	248,662
Did not Work at Home	97.3%
Less than 5 minutes	3.2%
5 to 9 minutes	10.6%
10 to 19 minutes	35.6%
20 to 24 minutes	18.2%
25 to 34 minutes	18.3%
35 to 44 minutes	4.2%
45 to 59 minutes	4.0%
60 to 89 minutes	1.9%
90 or more minutes	1.4%
Worked at Home	2.7%
Average Travel Time to Work (in min)	21.2

#### 2000 Households by Vehicles Available

Total	199,126
None	8.1%
1	34.2%
2	41.0%
3	12.5%
4	3.0%
5+	1.0%
Average Number of Vehicles Available	1.7



#### 2000 Households by Type

<b>Total</b>	<b>199,096</b>
Family Households	66.9%
Married-couple Family	52.7%
With Related Children	22.8%
Other Family (No Spouse)	14.1%
With Related Children	9.4%
Nonfamily Households	33.1%
Householder Living Alone	27.7%
Householder Not Living Alone	5.4%
Households with Related Children	32.2%
Households with Persons 65+	23.5%

#### 2000 Households by Size

<b>Total</b>	<b>199,103</b>
1 Person Household	27.7%
2 Person Household	35.3%
3 Person Household	16.3%
4 Person Household	13.3%
5 Person Household	5.1%
6 Person Household	1.6%
7+ Person Household	0.7%

#### 2000 Households by Year Householder Moved In

<b>Total</b>	<b>199,103</b>
Moved in 1999 to March 2000	16.8%
Moved in 1995 to 1998	25.9%
Moved in 1990 to 1994	16.6%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	11.4%
Moved in 1969 or Earlier	12.3%
Median Year Householder Moved In	1993



#### 2000 Housing Units by Units in Structure

<b>Total</b>	<b>211,892</b>
1, Detached	56.1%
1, Attached	16.2%
2	3.6%
3 or 4	5.0%
5 to 9	5.3%
10 to 19	3.9%
20+	4.3%
Mobile Home	5.6%
Other	0.0%

#### 2000 Housing Units by Year Structure Built

<b>Total</b>	<b>211,901</b>
1999 to March 2000	1.8%
1995 to 1998	5.6%
1990 to 1994	7.2%
1980 to 1989	14.0%
1970 to 1979	17.3%
1969 or Earlier	54.0%
Median Year Structure Built	1967



# Business Summary

Capital City Mall  
Total Trade Area

Total Businesses:	21,276			
Total Employees:	312,820			
Total Residential Population:	533,237			
Employee/Residential Population Ratio:	0.59			
	<b>BUSINESSES</b>		<b>EMPLOYEES</b>	
	<b>Number</b>	<b>Percent</b>	<b>Number</b>	<b>Percent</b>
Agriculture & Mining	481	2.3%	2,297	0.7%
Construction	1,732	8.1%	11,535	3.7%
Manufacturing	652	3.1%	24,258	7.8%
Transportation	488	2.3%	8,383	2.7%
Communication	153	0.7%	2,395	0.8%
Utility	50	0.2%	1,078	0.3%
Wholesale Trade	923	4.3%	15,800	5.1%
Retail Trade Summary	4,378	20.6%	52,130	16.7%
Home Improvement	278	1.3%	2,901	0.9%
General Merchandise Stores	129	0.6%	5,584	1.8%
Food Stores	419	2.0%	7,457	2.4%
Auto Dealers, Gas Stations, Auto Aftermarket	576	2.7%	5,484	1.8%
Apparel & Accessory Stores	306	1.4%	2,704	0.9%
Furniture & Home Furnishings	426	2.0%	3,008	1.0%
Eating & Drinking Places	1,184	5.6%	17,276	5.5%
Miscellaneous Retail	1,060	5.0%	7,716	2.5%
Finance, Insurance, Real Estate Summary	1,859	8.7%	20,674	6.6%
Banks, Savings & Lending Institutions	461	2.2%	3,633	1.2%
Securities Brokers	226	1.1%	1,337	0.4%
Insurance Carriers & Agents	444	2.1%	11,215	3.6%
Real Estate, Holding, Other Investment Offices	728	3.4%	4,489	1.4%
Services Summary	9,147	43.0%	141,341	45.2%
Hotels & Lodging	199	0.9%	5,396	1.7%
Automotive Services	680	3.2%	2,774	0.9%
Motion Pictures & Amusements	517	2.4%	7,444	2.4%
Health Services	1,139	5.4%	47,106	15.1%
Legal Services	436	2.0%	3,709	1.2%
Education Institutions & Libraries	425	2.0%	21,029	6.7%
Other Services	5,751	27.0%	53,883	17.2%
Government	944	4.4%	32,590	10.4%
Other	469	2.2%	339	0.1%
Totals	21,276	100.0%	312,820	100.0%

Source: [ESRI forecasts for 2009. Business data provided by InfoUSA, Omaha NE. Copyright 2009, all rights reserved.](#)