

REDA Region  
Area: 1,236.95 square miles

<b>Population Summary</b>	
2000 Total Population	89,442
2010 Total Population	100,563
2013 Total Population	103,134
2013 Group Quarters	7,344
2018 Total Population	106,817
2013-2018 Annual Rate	0.70%
<b>Household Summary</b>	
2000 Households	33,186
2000 Average Household Size	2.49
2010 Households	38,196
2010 Average Household Size	2.44
2013 Households	39,414
2013 Average Household Size	2.43
2018 Households	41,067
2018 Average Household Size	2.42
2013-2018 Annual Rate	0.83%
2010 Families	23,095
2010 Average Family Size	2.95
2013 Families	23,682
2013 Average Family Size	2.94
2018 Families	24,475
2018 Average Family Size	2.93
2013-2018 Annual Rate	0.66%
<b>Housing Unit Summary</b>	
2000 Housing Units	34,742
Owner Occupied Housing Units	66.6%
Renter Occupied Housing Units	28.9%
Vacant Housing Units	4.5%
2010 Housing Units	40,763
Owner Occupied Housing Units	63.8%
Renter Occupied Housing Units	29.9%
Vacant Housing Units	6.3%
2013 Housing Units	41,786
Owner Occupied Housing Units	63.4%
Renter Occupied Housing Units	31.0%
Vacant Housing Units	5.7%
2018 Housing Units	43,505
Owner Occupied Housing Units	63.7%
Renter Occupied Housing Units	30.7%
Vacant Housing Units	5.6%
<b>Median Household Income</b>	
2013	\$51,809
2018	\$58,555
<b>Median Home Value</b>	
2013	\$166,566
2018	\$225,730
<b>Per Capita Income</b>	
2013	\$25,939
2018	\$30,417
<b>Median Age</b>	
2010	31.6
2013	32.3
2018	33.6

**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.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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**2013 Households by Income**

Household Income Base	39,414
<\$15,000	13.2%
\$15,000 - \$24,999	8.8%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	14.9%
\$50,000 - \$74,999	21.5%
\$75,000 - \$99,999	14.5%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	2.9%
\$200,000+	1.9%
Average Household Income	\$64,764

**2018 Households by Income**

Household Income Base	41,067
<\$15,000	12.9%
\$15,000 - \$24,999	6.8%
\$25,000 - \$34,999	7.9%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	16.7%
\$150,000 - \$199,999	5.9%
\$200,000+	2.2%
Average Household Income	\$76,132

**2013 Owner Occupied Housing Units by Value**

Total	26,474
<\$50,000	4.7%
\$50,000 - \$99,999	10.5%
\$100,000 - \$149,999	25.9%
\$150,000 - \$199,999	26.7%
\$200,000 - \$249,999	13.5%
\$250,000 - \$299,999	6.7%
\$300,000 - \$399,999	5.5%
\$400,000 - \$499,999	2.3%
\$500,000 - \$749,999	2.5%
\$750,000 - \$999,999	0.9%
\$1,000,000 +	0.7%
Average Home Value	\$199,242

**2018 Owner Occupied Housing Units by Value**

Total	27,721
<\$50,000	2.5%
\$50,000 - \$99,999	6.5%
\$100,000 - \$149,999	10.3%
\$150,000 - \$199,999	20.4%
\$200,000 - \$249,999	19.9%
\$250,000 - \$299,999	14.9%
\$300,000 - \$399,999	11.2%
\$400,000 - \$499,999	5.3%
\$500,000 - \$749,999	5.7%
\$750,000 - \$999,999	2.1%
\$1,000,000 +	1.1%
Average Home Value	\$270,442

**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.

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<b>2010 Population by Age</b>	
Total	100,564
0 - 4	6.2%
5 - 9	5.8%
10 - 14	5.4%
15 - 24	23.1%
25 - 34	13.8%
35 - 44	10.4%
45 - 54	12.6%
55 - 64	10.8%
65 - 74	5.9%
75 - 84	4.0%
85 +	2.1%
18 +	79.4%
<b>2013 Population by Age</b>	
Total	103,134
0 - 4	6.0%
5 - 9	5.8%
10 - 14	5.3%
15 - 24	22.4%
25 - 34	14.1%
35 - 44	10.3%
45 - 54	11.7%
55 - 64	11.6%
65 - 74	6.6%
75 - 84	4.0%
85 +	2.2%
18 +	79.8%
<b>2018 Population by Age</b>	
Total	106,817
0 - 4	6.0%
5 - 9	5.7%
10 - 14	5.5%
15 - 24	20.9%
25 - 34	13.7%
35 - 44	11.2%
45 - 54	10.5%
55 - 64	11.9%
65 - 74	8.1%
75 - 84	4.3%
85 +	2.2%
18 +	79.6%
<b>2010 Population by Sex</b>	
Males	50,417
Females	50,146
<b>2013 Population by Sex</b>	
Males	51,756
Females	51,378
<b>2018 Population by Sex</b>	
Males	53,667
Females	53,149

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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**2010 Population by Race/Ethnicity**

Total	100,563
White Alone	93.0%
Black Alone	2.4%
American Indian Alone	0.3%
Asian Alone	1.7%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.0%
Two or More Races	1.5%
Hispanic Origin	3.2%
Diversity Index	18.7

**2013 Population by Race/Ethnicity**

Total	103,136
White Alone	92.2%
Black Alone	2.7%
American Indian Alone	0.3%
Asian Alone	1.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.1%
Two or More Races	1.7%
Hispanic Origin	3.6%
Diversity Index	20.7

**2018 Population by Race/Ethnicity**

Total	106,817
White Alone	90.8%
Black Alone	3.2%
American Indian Alone	0.4%
Asian Alone	2.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.9%
Hispanic Origin	4.2%
Diversity Index	24.0

**2010 Population by Relationship and Household Type**

Total	100,563
In Households	92.7%
In Family Households	69.8%
Householder	23.0%
Spouse	18.2%
Child	25.0%
Other relative	1.6%
Nonrelative	2.1%
In Nonfamily Households	22.8%
In Group Quarters	7.3%
Institutionalized Population	0.7%
Noninstitutionalized Population	6.6%

**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:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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**2013 Population 25+ by Educational Attainment**

Total	62,417
Less than 9th Grade	2.8%
9th - 12th Grade, No Diploma	4.4%
High School Graduate	28.1%
Some College, No Degree	23.4%
Associate Degree	10.5%
Bachelor's Degree	21.5%
Graduate/Professional Degree	9.3%

**2013 Population 15+ by Marital Status**

Total	85,505
Never Married	40.6%
Married	46.9%
Widowed	5.3%
Divorced	7.2%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	94.2%
Civilian Unemployed	5.8%

**2013 Employed Population 16+ by Industry**

Total	56,743
Agriculture/Mining	3.4%
Construction	4.4%
Manufacturing	17.3%
Wholesale Trade	2.4%
Retail Trade	11.8%
Transportation/Utilities	4.0%
Information	2.1%
Finance/Insurance/Real Estate	3.7%
Services	48.5%
Public Administration	2.5%

**2013 Employed Population 16+ by Occupation**

Total	56,745
White Collar	56.8%
Management/Business/Financial	12.3%
Professional	19.3%
Sales	11.5%
Administrative Support	13.7%
Services	19.9%
Blue Collar	23.4%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	3.4%
Installation/Maintenance/Repair	2.9%
Production	9.5%
Transportation/Material Moving	6.7%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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**2010 Households by Type**

Total	38,196
Households with 1 Person	27.2%
Households with 2+ People	72.8%
Family Households	60.5%
Husband-wife Families	47.9%
With Related Children	19.8%
Other Family (No Spouse Present)	12.6%
Other Family with Male Householder	4.0%
With Related Children	2.4%
Other Family with Female Householder	8.5%
With Related Children	5.8%
Nonfamily Households	12.3%
All Households with Children	28.3%
Multigenerational Households	1.4%
Unmarried Partner Households	7.2%
Male-female	6.8%
Same-sex	0.4%

**2010 Households by Size**

Total	38,197
1 Person Household	27.2%
2 Person Household	35.8%
3 Person Household	15.4%
4 Person Household	13.1%
5 Person Household	5.8%
6 Person Household	1.7%
7 + Person Household	0.9%

**2010 Households by Tenure and Mortgage Status**

Total	38,196
Owner Occupied	68.1%
Owned with a Mortgage/Loan	47.2%
Owned Free and Clear	20.9%
Renter Occupied	31.9%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.

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**Top 3 Tapestry Segments**

1. Green Acres
2. College Towns
3. Prairie Living

**2013 Consumer Spending**

Apparel & Services: Total \$	\$54,633,187
Average Spent	\$1,386.14
Spending Potential Index	61
Computers & Accessories: Total \$	\$9,168,699
Average Spent	\$232.63
Spending Potential Index	94
Education: Total \$	\$56,411,819
Average Spent	\$1,431.26
Spending Potential Index	98
Entertainment/Recreation: Total \$	\$120,966,149
Average Spent	\$3,069.12
Spending Potential Index	94
Food at Home: Total \$	\$184,544,378
Average Spent	\$4,682.20
Spending Potential Index	93
Food Away from Home: Total \$	\$116,347,313
Average Spent	\$2,951.93
Spending Potential Index	92
Health Care: Total \$	\$161,455,604
Average Spent	\$4,096.40
Spending Potential Index	92
HH Furnishings & Equipment: Total \$	\$58,093,753
Average Spent	\$1,473.94
Spending Potential Index	82
Investments: Total \$	\$58,810,758
Average Spent	\$1,492.13
Spending Potential Index	72
Retail Goods: Total \$	\$850,253,061
Average Spent	\$21,572.36
Spending Potential Index	89
Shelter: Total \$	\$573,307,172
Average Spent	\$14,545.77
Spending Potential Index	89
TV/Video/Audio: Total \$	\$47,521,039
Average Spent	\$1,205.69
Spending Potential Index	94
Travel: Total \$	\$64,653,783
Average Spent	\$1,640.38
Spending Potential Index	89
Vehicle Maintenance & Repairs: Total \$	\$39,907,854
Average Spent	\$1,012.53
Spending Potential Index	93

**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 2010 and 2011 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2013 and 2018. Esri converted Census 2000 data into 2010 geography.