Executive Summary

Coldwell Banker Commercial Southwest

Site Type: Geography

2009 Population	
Total Population	6,223,472
Male Population	49.9%
Female Population	50.1%
Median Age	33.4
2009 Income	
Median HH Income	$57,446
Per Capita Income	$26,342
Average HH Income	$75,601
2009 Households	
Total Households	2,148,290
Average Household Size	2.85
2009 Housing	
Owner Occupied Housing Units	56.9%
Renter Occupied Housing Units	33.2%
Vacant Housing Units	9.9%
Population	
1990 Population	4,032,724
2000 Population	5,020,575
2009 Population	6,223,472
2014 Population	6,903,203
1990-2000 Annual Rate	2.22%
2000-2009 Annual Rate	2.35%
2009-2014 Annual Rate	2.09%

In the identified market area, the current year population is 6,223,472. In 2000, the Census count in the market area was 5,020,575. The rate of change since 2000 was 2.35 percent annually. The five-year projection for the population in the market area is 6,903,203, representing a change of 2.09 percent annually from 2009 to 2014. Currently, the population is 49.9 percent male and 50.1 percent female.

Households	
1990 Households	1,445,587
2000 Households	1,764,138
2009 Households	2,148,290
2014 Households	2,373,417
1990-2000 Annual Rate	2.01%
2000-2009 Annual Rate	2.15%
2009-2014 Annual Rate	2.01%

The household count in this market area has changed from 1,764,138 in 2000 to 2,148,290 in the current year, a change of 2.15 percent annually. The five-year projection of households is 2,373,417, a change of 2.01 percent annually from the current year total. Average household size is currently 2.85, compared to 2.79 in the year 2000. The number of families in the current year is 1,516,319 in the market area.

Housing

Currently, 56.9 percent of the 2,384,199 housing units in the market area are owner occupied; 33.2 percent, renter occupied; and 9.9 percent are vacant. In 2000, there were 1,934,206 housing unitsâ€" 56.1 percent owner occupied, 35.1 percent renter occupied and 8.8 percent vacant. The rate of change in housing units since 2000 is 2.29 percent. Median home value in the market area is $119,019, compared to a median home value of $162,279 for the U.S. In five years, median home value is projected to change by 3.29 percent annually to $139,906. From 2000 to the current year, median home value changed by 3.88 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography.

Site Type: Geography

Median Household Income	
1990 Median HH Income	$30,832
2000 Median HH Income	$43,799
2009 Median HH Income	$57,446
2014 Median HH Income	$60,232
1990-2000 Annual Rate	3.57%
2000-2009 Annual Rate	2.98%
2009-2014 Annual Rate	0.95%
Per Capita Income	
1990 Per Capita Income	$14,594
2000 Per Capita Income	$21,295
2009 Per Capita Income	$26,342
2014 Per Capita Income	$27,117
1990-2000 Annual Rate	3.85%
2000-2009 Annual Rate	2.33%
2009-2014 Annual Rate	0.58%
Average Household Income	
1990 Average Household Income	$40,287
2000 Average Household Income	$59,842
2009 Average HH Income	$75,601
2014 Average HH Income	$78,146
1990-2000 Annual Rate	4.04%
2000-2009 Annual Rate	2.56%
2009-2014 Annual Rate	0.66%

Households by Income

Current median household income is $57,446 in the market area, compared to $54,719 for all U.S. households. Median household income is projected to be $60,232 in five years. In 2000, median household income was $43,799, compared to $30,832 in 1990.

Current average household income is $75,601 in this market area, compared to $71,437 for all U.S. households. Average household income is projected to be $78,146 in five years. In 2000, average household income was $59,842, compared to $40,287 in 1990.

Current per capita income is $26,342 in the market area, compared to the U.S. per capita income of $27,277. The per capita income is projected to be $27,117 in five years. In 2000, the per capita income was $21,295, compared to $14,594 in 1990.

Population by Employment

Total Businesses	232,408
Total Employees	2,578,621

Currently, 90.6 percent of the civilian labor force in the identified market area is employed and 9.4 percent are unemployed. In comparison, 89.4 percent of the U.S. civilian labor force is employed, and 10.6 percent are unemployed. In five years the rate of employment in the market area will be 93.5 percent of the civilian labor force, and unemployment will be 6.5 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 92.9 percent, and 7.1 percent will be unemployed. In 2000, 64.6 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

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

- 61.1 percent in white collar jobs (compared to 61.5 percent of U.S. employment)
- 16.3 percent in service jobs (compared to 17.1 percent of U.S. employment)
- 22.7 percent in blue collar jobs (compared to 21.4 percent of U.S. employment)

In 2000, 77.0 percent of the market area population drove alone to work, and 2.5 percent worked at home. The average travel time to work in 2000 was 28.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2009, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 21.4 percent had not earned a high school diploma (16.2 percent in the U.S.)
- 26.0 percent were high school graduates only (29.8 percent in the U.S.)
- 5.8 percent had completed an Associate degree (7.2 percent in the U.S.)
- 17.9 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 8.7 percent had earned a Master's/Professional/Doctorate Degree (9.8 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014. ESRI converted 1990 Census data into 2000 geography. Business data provided by InfoUSA, Omaha NE