






**Site Type: Geography**

	2000 Total Population	34,835
	2000 Group Quarters	376
	2009 Total Population	41,940
	2014 Total Population	45,897
	2009 - 2014 Annual Rate	1.82%
	2000 Households	13,750
	2000 Average Household Size	2.51
	2009 Households	16,865
	2009 Average Household Size	2.47
	2014 Households	18,537
	2014 Average Household Size	2.46
	2009 - 2014 Annual Rate	1.91%
	2000 Families	10,261
	2000 Average Family Size	2.91
	2009 Families	12,266
	2009 Average Family Size	2.9
	2014 Families	13,368
	2014 Average Family Size	2.9
	2009 - 2014 Annual Rate	1.74%
	<b>2000 Housing Units</b>	14,953
	Owner Occupied Housing Units	76.6%
	Renter Occupied Housing Units	15.4%
	Vacant Housing Units	8.0%
	<b>2009 Housing Units</b>	18,747
	Owner Occupied Housing Units	74.4%
	Renter Occupied Housing Units	15.5%
	Vacant Housing Units	10.0%
	<b>2014 Housing Units</b>	20,620
	Owner Occupied Housing Units	74.5%
	Renter Occupied Housing Units	15.4%
	Vacant Housing Units	10.1%
	<b>Median Household Income</b>	
	2000	\$40,176
	2009	\$50,933
	2014	\$53,275
	<b>Median Home Value</b>	
	2000	\$103,287
	2009	\$111,511
	2014	\$111,469
	<b>Per Capita Income</b>	
	2000	\$21,359
	2009	\$25,994
	2014	\$26,914
	<b>Median Age</b>	
	2000	38.4
	2009	41.1
	2014	42.3

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: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



**Site Type: Geography**



**2000 Households by Income**

Household Income Base	13,724
< \$15,000	14.8%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	13.6%
\$35,000 - \$49,999	18.6%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	10.1%
\$100,000 - \$149,999	6.3%
\$150,000 - \$199,999	1.7%
\$200,000+	2.1%
Average Household Income	\$53,556

**2009 Households by Income**

Household Income Base	16,865
< \$15,000	11.4%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	20.1%
\$75,000 - \$99,999	17.5%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	3.0%
\$200,000+	2.6%
Average Household Income	\$64,407

**2014 Households by Income**

Household Income Base	18,537
< \$15,000	10.7%
\$15,000 - \$24,999	8.9%
\$25,000 - \$34,999	10.2%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	24.7%
\$75,000 - \$99,999	16.0%
\$100,000 - \$149,999	8.0%
\$150,000 - \$199,999	3.1%
\$200,000+	2.8%
Average Household Income	\$66,395

**2000 Owner Occupied HUs by Value**

Total	11,454
<\$50,000	19.3%
\$50,000 - 99,999	29.0%
\$100,000 - 149,999	23.3%
\$150,000 - 199,999	11.2%
\$200,000 - \$299,999	9.9%
\$300,000 - 499,999	5.2%
\$500,000 - 999,999	1.3%
\$1,000,000+	0.7%
Average Home Value	\$137,091

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	2,203
With Cash Rent	87.2%
No Cash Rent	12.8%
Median Rent	\$379
Average Rent	\$384

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: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



**Site Type: Geography**

---

<b>2000 Population by Age</b>	
 Total	34,835
0 - 4	6.5%
5 - 9	7.1%
10 - 14	6.8%
15 - 19	6.0%
20 - 24	5.1%
25 - 34	13.2%
35 - 44	16.2%
45 - 54	14.9%
55 - 64	10.5%
65 - 74	7.4%
75 - 84	4.8%
85+	1.6%
18+	75.7%

<b>2009 Population by Age</b>	
Total	41,940
0 - 4	6.2%
5 - 9	6.4%
10 - 14	6.7%
15 - 19	6.4%
20 - 24	4.7%
25 - 34	11.0%
35 - 44	14.3%
45 - 54	15.8%
55 - 64	13.9%
65 - 74	8.3%
75 - 84	4.6%
85+	1.8%
18+	76.6%

<b>2014 Population by Age</b>	
Total	45,897
0 - 4	5.9%
5 - 9	6.2%
10 - 14	6.6%
15 - 19	6.2%
20 - 24	5.1%
25 - 34	10.5%
35 - 44	13.1%
45 - 54	14.8%
55 - 64	14.8%
65 - 74	10.2%
75 - 84	4.7%
85+	1.8%
18+	77.3%

<b>2000 Population by Sex</b>	
Males	49.2%
Females	50.8%

<b>2009 Population by Sex</b>	
Males	49.6%
Females	50.4%

<b>2014 Population by Sex</b>	
Males	49.8%
Females	50.2%

---

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



**Site Type: Geography**



**2000 Population by Race/Ethnicity**

Total	34,835
White Alone	90.4%
Black Alone	6.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	1.3%
Two or More Races	0.9%
Hispanic Origin	3.5%
Diversity Index	23.3

**2009 Population by Race/Ethnicity**

Total	41,940
White Alone	88.9%
Black Alone	7.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	2.1%
Two or More Races	1.2%
Hispanic Origin	5.0%
Diversity Index	28.0

**2014 Population by Race/Ethnicity**

Total	45,897
White Alone	88.0%
Black Alone	7.1%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	2.7%
Two or More Races	1.4%
Hispanic Origin	6.1%
Diversity Index	31.0



**2000 Population 3+ by School Enrollment**

Total	33,462
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	1.4%
Enrolled in Grade 1-8	11.9%
Enrolled in Grade 9-12	5.8%
Enrolled in College	3.1%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	75.8%

**2009 Population 25+ by Educational Attainment**

Total	29,184
Less than 9th Grade	6.4%
9th - 12th Grade, No Diploma	11.9%
High School Graduate	36.5%
Some College, No Degree	18.0%
Associate Degree	8.0%
Bachelor's Degree	13.5%
Graduate/Professional Degree	5.6%

**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. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



**Site Type: Geography**



**2009 Population 15+ by Marital Status**

Total	33,840
Never Married	19.2%
Married	64.7%
Widowed	6.9%
Divorced	9.2%



**2000 Population 16+ by Employment Status**

Total	27,262
In Labor Force	64.6%
Civilian Employed	62.2%
Civilian Unemployed	2.4%
In Armed Forces	0.0%
Not in Labor Force	35.4%

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

Civilian Employed	86.9%
Civilian Unemployed	13.1%

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

Civilian Employed	91.2%
Civilian Unemployed	8.8%

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

Total	14,099
Own Children < 6 Only	7.6%
Employed/in Armed Forces	4.6%
Unemployed	0.4%
Not in Labor Force	2.6%
Own Children < 6 and 6-17 Only	5.6%
Employed/in Armed Forces	3.2%
Unemployed	0.0%
Not in Labor Force	2.4%
Own Children 6-17 Only	18.6%
Employed/in Armed Forces	14.3%
Unemployed	0.4%
Not in Labor Force	3.8%
No Own Children < 18	68.2%
Employed/in Armed Forces	33.2%
Unemployed	1.6%
Not in Labor Force	33.4%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



**Site Type: Geography**



**2009 Employed Population 16+ by Industry**

Total	18,058
Agriculture/Mining	1.2%
Construction	8.9%
Manufacturing	18.5%
Wholesale Trade	2.8%
Retail Trade	11.1%
Transportation/Utilities	5.0%
Information	1.6%
Finance/Insurance/Real Estate	5.9%
Services	41.6%
Public Administration	3.3%

**2009 Employed Population 16+ by Occupation**

Total	18,058
White Collar	57.5%
Management/Business/Financial	12.9%
Professional	21.1%
Sales	10.1%
Administrative Support	13.5%
Services	12.6%
Blue Collar	29.9%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	7.4%
Installation/Maintenance/Repair	4.3%
Production	10.4%
Transportation/Material Moving	7.1%



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

Total	16,634
Drove Alone - Car, Truck, or Van	83.2%
Carpooled - Car, Truck, or Van	12.6%
Public Transportation	0.1%
Walked	0.9%
Other Means	0.7%
Worked at Home	2.5%

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

Total	16,634
Did Not Work at Home	97.5%
Less than 5 minutes	2.4%
5 to 9 minutes	9.5%
10 to 19 minutes	30.5%
20 to 24 minutes	15.8%
25 to 34 minutes	23.0%
35 to 44 minutes	5.5%
45 to 59 minutes	6.1%
60 to 89 minutes	3.2%
90 or more minutes	1.6%
Worked at Home	2.5%
Average Travel Time to Work (in min)	23.9

**2000 Households by Vehicles Available**

Total	13,750
None	6.2%
1	25.7%
2	40.4%
3	19.2%
4	6.1%
5+	2.5%
Average Number of Vehicles Available	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



**Site Type: Geography**



**2000 Households by Type**

Total	13,750
Family Households	74.6%
Married-couple Family	61.4%
With Related Children	26.7%
Other Family (No Spouse)	13.2%
With Related Children	8.2%
Nonfamily Households	25.4%
Householder Living Alone	22.2%
Householder Not Living Alone	3.1%
Households with Related Children	34.9%
Households with Persons 65+	24.3%

**2000 Households by Size**

Total	13,750
1 Person Household	22.2%
2 Person Household	37.7%
3 Person Household	18.1%
4 Person Household	14.5%
5 Person Household	5.1%
6 Person Household	1.5%
7+ Person Household	0.7%

**2000 Households by Year Householder Moved In**

Total	13,750
Moved in 1999 to March 2000	15.5%
Moved in 1995 to 1998	27.6%
Moved in 1990 to 1994	15.4%
Moved in 1980 to 1989	16.6%
Moved in 1970 to 1979	12.5%
Moved in 1969 or Earlier	12.3%
Median Year Householder Moved In	1993



**2000 Housing Units by Units in Structure**

Total	14,953
1, Detached	69.5%
1, Attached	1.6%
2	0.7%
3 or 4	0.9%
5 to 9	1.0%
10 to 19	0.7%
20+	1.7%
Mobile Home	23.6%
Other	0.2%

**2000 Housing Units by Year Structure Built**

Total	14,953
1999 to March 2000	4.4%
1995 to 1998	13.1%
1990 to 1994	9.3%
1980 to 1989	19.3%
1970 to 1979	20.5%
1969 or Earlier	33.4%
Median Year Structure Built	1978

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing.



Site Type: Geography

**Top 3 Tapestry Segments**

1.	Southern Satellites
2.	Salt of the Earth
3.	Midland Crowd



**2009 Consumer Spending** shows the amount spent on a variety of goods and services by households that reside in the market area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue.

Apparel & Services: Total \$	\$26,518,884
Average Spent	\$1,572.42
Spending Potential Index	63
Computers & Accessories: Total \$	\$3,399,587
Average Spent	\$201.58
Spending Potential Index	88
Education: Total \$	\$17,222,101
Average Spent	\$1,021.17
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$52,118,465
Average Spent	\$3,090.33
Spending Potential Index	95
Food at Home: Total \$	\$71,776,437
Average Spent	\$4,255.94
Spending Potential Index	93
Food Away from Home: Total \$	\$51,473,975
Average Spent	\$3,052.12
Spending Potential Index	92
Health Care: Total \$	\$64,879,836
Average Spent	\$3,847.01
Spending Potential Index	102
HH Furnishings & Equipment: Total \$	\$29,334,790
Average Spent	\$1,739.39
Spending Potential Index	80
Investments: Total \$	\$22,717,302
Average Spent	\$1,347.01
Spending Potential Index	94
Retail Goods: Total \$	\$397,272,836
Average Spent	\$23,556.05
Spending Potential Index	92
Shelter: Total \$	\$217,437,381
Average Spent	\$12,892.82
Spending Potential Index	82
TV/Video/Sound Equipment: Total \$	\$19,095,279
Average Spent	\$1,132.24
Spending Potential Index	93
Travel: Total \$	\$26,913,477
Average Spent	\$1,595.82
Spending Potential Index	86
Vehicle Maintenance & Repairs: Total \$	\$14,767,016
Average Spent	\$875.60
Spending Potential Index	94

**Data Note:** 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.