






**Site Type: Geography**

	2000 Total Population	4,009
	2000 Group Quarters	3
	2009 Total Population	4,471
	2014 Total Population	4,793
	2009 - 2014 Annual Rate	1.4%
	2000 Households	1,696
	2000 Average Household Size	2.36
	2009 Households	1,922
	2009 Average Household Size	2.3
	2014 Households	2,067
	2014 Average Household Size	2.29
	2009 - 2014 Annual Rate	1.47%
	2000 Families	1,188
	2000 Average Family Size	2.85
	2009 Families	1,396
	2009 Average Family Size	2.71
	2014 Families	1,485
	2014 Average Family Size	2.71
2009 - 2014 Annual Rate	1.24%	
	<b>2000 Housing Units</b>	1,793
	Owner Occupied Housing Units	77.8%
	Renter Occupied Housing Units	16.8%
	Vacant Housing Units	5.4%
	<b>2009 Housing Units</b>	2,066
	Owner Occupied Housing Units	78.1%
	Renter Occupied Housing Units	15.0%
	Vacant Housing Units	7.0%
	<b>2014 Housing Units</b>	2,219
	Owner Occupied Housing Units	78.0%
	Renter Occupied Housing Units	15.2%
	Vacant Housing Units	6.8%
<b>Median Household Income</b>		
2000	\$43,300	
2009	\$57,512	
2014	\$59,746	
<b>Median Home Value</b>		
2000	\$91,975	
2009	\$108,785	
2014	\$114,012	
<b>Per Capita Income</b>		
2000	\$21,304	
2009	\$25,303	
2014	\$25,869	
<b>Median Age</b>		
2000	40.6	
2009	42.1	
2014	43.5	

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



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**2000 Households by Income**

Household Income Base	1,691
< \$15,000	11.3%
\$15,000 - \$24,999	17.9%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	16.1%
\$50,000 - \$74,999	26.1%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	5.1%
\$150,000 - \$199,999	0.6%
\$200,000+	0.8%
Average Household Income	\$49,728

**2009 Households by Income**

Household Income Base	1,922
< \$15,000	8.2%
\$15,000 - \$24,999	9.2%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	12.8%
\$50,000 - \$74,999	25.8%
\$75,000 - \$99,999	20.9%
\$100,000 - \$149,999	8.7%
\$150,000 - \$199,999	1.6%
\$200,000+	1.2%
Average Household Income	\$63,059

**2014 Households by Income**

Household Income Base	2,067
< \$15,000	7.6%
\$15,000 - \$24,999	8.7%
\$25,000 - \$34,999	10.3%
\$35,000 - \$49,999	10.9%
\$50,000 - \$74,999	32.1%
\$75,000 - \$99,999	18.8%
\$100,000 - \$149,999	8.8%
\$150,000 - \$199,999	1.6%
\$200,000+	1.3%
Average Household Income	\$64,280

**2000 Owner Occupied HUs by Value**

Total	1,422
<\$50,000	9.8%
\$50,000 - 99,999	49.1%
\$100,000 - 149,999	31.9%
\$150,000 - 199,999	5.2%
\$200,000 - \$299,999	3.3%
\$300,000 - 499,999	0.7%
\$500,000 - 999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$99,337

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

Total	290
With Cash Rent	93.4%
No Cash Rent	6.6%
Median Rent	\$381
Average Rent	\$365

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.



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<b>2000 Population by Age</b>	
 Total	4,009
0 - 4	5.6%
5 - 9	5.7%
10 - 14	6.2%
15 - 19	5.6%
20 - 24	4.8%
25 - 34	13.0%
35 - 44	16.9%
45 - 54	15.3%
55 - 64	11.7%
65 - 74	9.2%
75 - 84	4.7%
85+	1.2%
18+	79.1%

<b>2009 Population by Age</b>	
Total	4,473
0 - 4	6.0%
5 - 9	6.3%
10 - 14	6.6%
15 - 19	5.9%
20 - 24	4.5%
25 - 34	10.2%
35 - 44	15.1%
45 - 54	16.8%
55 - 64	13.4%
65 - 74	8.4%
75 - 84	5.1%
85+	1.7%
18+	77.4%

<b>2014 Population by Age</b>	
Total	4,795
0 - 4	5.7%
5 - 9	6.1%
10 - 14	6.7%
15 - 19	6.2%
20 - 24	4.6%
25 - 34	10.0%
35 - 44	12.8%
45 - 54	16.1%
55 - 64	14.9%
65 - 74	9.9%
75 - 84	5.2%
85+	1.8%
18+	77.7%

<b>2000 Population by Sex</b>	
Males	48.7%
Females	51.3%

<b>2009 Population by Sex</b>	
Males	49.0%
Females	51.0%

<b>2014 Population by Sex</b>	
Males	49.1%
Females	50.9%

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



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**2000 Population by Race/Ethnicity**

Total	4,009
White Alone	88.0%
Black Alone	10.0%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.4%
Two or More Races	0.8%
Hispanic Origin	1.4%
Diversity Index	23.7

**2009 Population by Race/Ethnicity**

Total	4,472
White Alone	79.8%
Black Alone	16.5%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	1.3%
Two or More Races	1.3%
Hispanic Origin	2.5%
Diversity Index	36.8

**2014 Population by Race/Ethnicity**

Total	4,792
White Alone	77.9%
Black Alone	17.6%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	1.8%
Two or More Races	1.5%
Hispanic Origin	3.3%
Diversity Index	40.3



**2000 Population 3+ by School Enrollment**

Total	3,835
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	9.7%
Enrolled in Grade 9-12	5.2%
Enrolled in College	2.9%
Enrolled in Grad/Prof School	0.5%
Not Enrolled in School	78.8%

**2009 Population 25+ by Educational Attainment**

Total	3,160
Less than 9th Grade	4.9%
9th - 12th Grade, No Diploma	13.0%
High School Graduate	36.8%
Some College, No Degree	20.0%
Associate Degree	8.6%
Bachelor's Degree	12.6%
Graduate/Professional Degree	4.1%

**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.



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**2009 Population 15+ by Marital Status**

Total	3,625
Never Married	18.2%
Married	65.4%
Widowed	6.5%
Divorced	10.0%



**2000 Population 16+ by Employment Status**

Total	3,195
In Labor Force	66.1%
Civilian Employed	63.7%
Civilian Unemployed	2.4%
In Armed Forces	0.1%
Not in Labor Force	33.9%

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

Civilian Employed	86.7%
Civilian Unemployed	13.3%

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

Civilian Employed	91.0%
Civilian Unemployed	9.0%

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

Total	1,589
Own Children < 6 Only	5.3%
Employed/in Armed Forces	3.3%
Unemployed	0.0%
Not in Labor Force	2.0%
Own Children < 6 and 6-17 Only	5.5%
Employed/in Armed Forces	4.2%
Unemployed	0.0%
Not in Labor Force	1.3%
Own Children 6-17 Only	15.7%
Employed/in Armed Forces	12.6%
Unemployed	0.3%
Not in Labor Force	2.7%
No Own Children < 18	73.6%
Employed/in Armed Forces	37.9%
Unemployed	2.1%
Not in Labor Force	33.5%

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



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**2009 Employed Population 16+ by Industry**

Total	2,001
Agriculture/Mining	0.6%
Construction	7.7%
Manufacturing	13.6%
Wholesale Trade	2.5%
Retail Trade	13.7%
Transportation/Utilities	7.5%
Information	2.2%
Finance/Insurance/Real Estate	6.1%
Services	41.2%
Public Administration	4.5%

**2009 Employed Population 16+ by Occupation**

Total	2,003
White Collar	55.4%
Management/Business/Financial	10.1%
Professional	20.7%
Sales	8.6%
Administrative Support	16.0%
Services	16.8%
Blue Collar	27.8%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	6.7%
Production	9.2%
Transportation/Material Moving	6.1%



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

Total	2,012
Drove Alone - Car, Truck, or Van	85.3%
Carpooled - Car, Truck, or Van	11.4%
Public Transportation	0.5%
Walked	0.4%
Other Means	0.3%
Worked at Home	2.0%

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

Total	2,012
Did Not Work at Home	98.0%
Less than 5 minutes	1.8%
5 to 9 minutes	7.3%
10 to 19 minutes	31.4%
20 to 24 minutes	27.1%
25 to 34 minutes	18.4%
35 to 44 minutes	4.0%
45 to 59 minutes	4.6%
60 to 89 minutes	0.4%
90 or more minutes	2.9%
Worked at Home	2.0%
Average Travel Time to Work (in min)	23.0

**2000 Households by Vehicles Available**

Total	1,715
None	4.3%
1	25.2%
2	40.8%
3	21.5%
4	6.3%
5+	1.9%
Average Number of Vehicles Available	2.1

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



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**2000 Households by Type**

Total	1,696
Family Households	70.0%
Married-couple Family	59.4%
With Related Children	23.6%
Other Family (No Spouse)	10.7%
With Related Children	6.0%
Nonfamily Households	30.0%
Householder Living Alone	26.6%
Householder Not Living Alone	3.4%
Households with Related Children	29.6%
Households with Persons 65+	26.2%

**2000 Households by Size**

Total	1,696
1 Person Household	26.6%
2 Person Household	36.4%
3 Person Household	19.0%
4 Person Household	12.7%
5 Person Household	3.9%
6 Person Household	1.1%
7+ Person Household	0.4%

**2000 Households by Year Householder Moved In**

Total	1,715
Moved in 1999 to March 2000	11.9%
Moved in 1995 to 1998	19.7%
Moved in 1990 to 1994	12.7%
Moved in 1980 to 1989	20.6%
Moved in 1970 to 1979	13.7%
Moved in 1969 or Earlier	21.3%
Median Year Householder Moved In	1987



**2000 Housing Units by Units in Structure**

Total	1,816
1, Detached	85.4%
1, Attached	0.8%
2	0.7%
3 or 4	0.5%
5 to 9	0.0%
10 to 19	1.3%
20+	2.0%
Mobile Home	9.3%
Other	0.0%

**2000 Housing Units by Year Structure Built**

Total	1,816
1999 to March 2000	1.4%
1995 to 1998	4.7%
1990 to 1994	4.4%
1980 to 1989	12.4%
1970 to 1979	23.0%
1969 or Earlier	54.1%
Median Year Structure Built	1968


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



Site Type: Geography

**Top 3 Tapestry Segments**

- |    |                     |
|----|---------------------|
| 1. | Rustbelt Retirees   |
| 2. | Midland Crowd       |
| 3. | Southern Satellites |

 **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 \$	\$2,963,985
Average Spent	\$1,542.14
Spending Potential Index	62
Computers & Accessories: Total \$	\$376,249
Average Spent	\$195.76
Spending Potential Index	86
Education: Total \$	\$2,058,063
Average Spent	\$1,070.79
Spending Potential Index	85
Entertainment/Recreation: Total \$	\$5,689,295
Average Spent	\$2,960.09
Spending Potential Index	91
Food at Home: Total \$	\$7,890,755
Average Spent	\$4,105.49
Spending Potential Index	90
Food Away from Home: Total \$	\$5,738,232
Average Spent	\$2,985.55
Spending Potential Index	90
Health Care: Total \$	\$7,079,630
Average Spent	\$3,683.47
Spending Potential Index	98
HH Furnishings & Equipment: Total \$	\$3,262,674
Average Spent	\$1,697.54
Spending Potential Index	78
Investments: Total \$	\$2,417,046
Average Spent	\$1,257.57
Spending Potential Index	87
Retail Goods: Total \$	\$43,191,269
Average Spent	\$22,472.04
Spending Potential Index	87
Shelter: Total \$	\$25,256,440
Average Spent	\$13,140.71
Spending Potential Index	84
TV/Video/Sound Equipment: Total \$	\$2,106,889
Average Spent	\$1,096.20
Spending Potential Index	90
Travel: Total \$	\$3,087,239
Average Spent	\$1,606.26
Spending Potential Index	87
Vehicle Maintenance & Repairs: Total \$	\$1,616,809
Average Spent	\$841.21
Spending Potential Index	90

**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.