






Site Type: Geography

	2000 Total Population	4,178	
	2000 Group Quarters	242	
	2009 Total Population	5,117	
	2014 Total Population	5,607	
	2009 - 2014 Annual Rate	1.85%	
	2000 Households	1,627	
	2000 Average Household Size	2.42	
	2009 Households	2,044	
	2009 Average Household Size	2.42	
	2014 Households	2,251	
	2014 Average Household Size	2.42	
	2009 - 2014 Annual Rate	1.95%	
	2000 Families	1,068	
	2000 Average Family Size	2.97	
	2009 Families	1,377	
	2009 Average Family Size	2.92	
	2014 Families	1,500	
	2014 Average Family Size	2.93	
	2009 - 2014 Annual Rate	1.73%	
	2000 Housing Units	1,781	
	Owner Occupied Housing Units	57.6%	
	Renter Occupied Housing Units	33.7%	
	Vacant Housing Units	8.6%	
	2009 Housing Units	2,283	
	Owner Occupied Housing Units	60.8%	
	Renter Occupied Housing Units	28.7%	
	Vacant Housing Units	10.5%	
	2014 Housing Units	2,515	
	Owner Occupied Housing Units	60.8%	
	Renter Occupied Housing Units	28.7%	
	Vacant Housing Units	10.5%	
	Median Household Income		
	2000	\$35,468	
	2009	\$50,465	
2014	\$52,804		
Median Home Value			
2000	\$97,423		
2009	\$108,128		
2014	\$107,574		
Per Capita Income			
2000	\$18,703		
2009	\$24,762		
2014	\$26,072		
Median Age			
2000	37.6		
2009	38.7		
2014	39.0		

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	1,607
< \$15,000	21.3%
\$15,000 - \$24,999	16.7%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	18.5%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	7.2%
\$100,000 - \$149,999	6.1%
\$150,000 - \$199,999	0.0%
\$200,000+	1.2%
Average Household Income	\$45,837

2009 Households by Income

Household Income Base	2,046
< \$15,000	15.7%
\$15,000 - \$24,999	9.7%
\$25,000 - \$34,999	10.6%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	17.4%
\$100,000 - \$149,999	8.3%
\$150,000 - \$199,999	3.5%
\$200,000+	1.5%
Average Household Income	\$61,801

2014 Households by Income

Household Income Base	2,251
< \$15,000	14.8%
\$15,000 - \$24,999	9.3%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	12.7%
\$50,000 - \$74,999	24.3%
\$75,000 - \$99,999	15.9%
\$100,000 - \$149,999	8.4%
\$150,000 - \$199,999	3.6%
\$200,000+	1.6%
Average Household Income	\$64,781

2000 Owner Occupied HUs by Value

Total	1,064
<\$50,000	9.7%
\$50,000 - 99,999	42.7%
\$100,000 - 149,999	25.7%
\$150,000 - 199,999	11.7%
\$200,000 - \$299,999	7.1%
\$300,000 - 499,999	2.4%
\$500,000 - 999,999	0.7%
\$1,000,000+	0.0%
Average Home Value	\$118,099

2000 Specified Renter Occupied HUs by Contract Rent

Total	581
With Cash Rent	94.1%
No Cash Rent	5.9%
Median Rent	\$370
Average Rent	\$338

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

	2000 Population by Age	
	Total	4,178
	0 - 4	6.7%
	5 - 9	6.6%
	10 - 14	6.2%
	15 - 19	6.9%
	20 - 24	6.0%
	25 - 34	14.0%
	35 - 44	13.6%
	45 - 54	11.8%
	55 - 64	9.6%
	65 - 74	8.2%
	75 - 84	7.3%
	85+	3.0%
	18+	76.5%

	2009 Population by Age	
	Total	5,116
	0 - 4	6.8%
	5 - 9	6.4%
	10 - 14	6.1%
	15 - 19	6.1%
	20 - 24	6.4%
	25 - 34	13.3%
	35 - 44	13.2%
	45 - 54	13.9%
	55 - 64	11.2%
	65 - 74	7.7%
	75 - 84	6.0%
	85+	2.8%
	18+	77.0%

	2014 Population by Age	
	Total	5,607
	0 - 4	6.6%
	5 - 9	6.4%
	10 - 14	6.3%
	15 - 19	5.8%
	20 - 24	6.5%
	25 - 34	13.6%
	35 - 44	12.3%
	45 - 54	12.8%
	55 - 64	12.4%
	65 - 74	8.5%
	75 - 84	6.0%
	85+	2.8%
	18+	77.2%

	2000 Population by Sex	
	Males	47.5%
	Females	52.5%

	2009 Population by Sex	
	Males	48.4%
	Females	51.6%

	2014 Population by Sex	
	Males	48.8%
	Females	51.2%

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	4,178
White Alone	76.1%
Black Alone	17.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	3.8%
Two or More Races	1.4%
Hispanic Origin	8.1%
Diversity Index	47.9

2009 Population by Race/Ethnicity

Total	5,118
White Alone	78.9%
Black Alone	13.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	4.4%
Two or More Races	1.6%
Hispanic Origin	9.9%
Diversity Index	47.2

2014 Population by Race/Ethnicity

Total	5,607
White Alone	77.2%
Black Alone	13.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	5.6%
Two or More Races	1.8%
Hispanic Origin	11.9%
Diversity Index	51.3



2000 Population 3+ by School Enrollment

Total	3,996
Enrolled in Nursery/Preschool	1.6%
Enrolled in Kindergarten	0.8%
Enrolled in Grade 1-8	11.0%
Enrolled in Grade 9-12	7.4%
Enrolled in College	2.6%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	76.0%

2009 Population 25+ by Educational Attainment

Total	3,488
Less than 9th Grade	8.4%
9th - 12th Grade, No Diploma	10.0%
High School Graduate	34.7%
Some College, No Degree	19.0%
Associate Degree	8.3%
Bachelor's Degree	15.2%
Graduate/Professional Degree	4.5%

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	4,130
Never Married	26.8%
Married	56.6%
Widowed	7.6%
Divorced	9.1%



2000 Population 16+ by Employment Status

Total	3,364
In Labor Force	60.3%
Civilian Employed	56.2%
Civilian Unemployed	4.1%
In Armed Forces	0.0%
Not in Labor Force	39.7%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	88.0%
Civilian Unemployed	12.0%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	91.9%
Civilian Unemployed	8.1%

2000 Females 16+ by Employment Status and Age of Children

Total	1,842
Own Children < 6 Only	7.8%
Employed/in Armed Forces	3.6%
Unemployed	0.7%
Not in Labor Force	3.4%
Own Children < 6 and 6-17 Only	5.4%
Employed/in Armed Forces	3.6%
Unemployed	0.3%
Not in Labor Force	1.6%
Own Children 6-17 Only	14.9%
Employed/in Armed Forces	13.5%
Unemployed	0.0%
Not in Labor Force	1.4%
No Own Children < 18	71.9%
Employed/in Armed Forces	28.6%
Unemployed	4.3%
Not in Labor Force	39.0%

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	2,181
Agriculture/Mining	1.0%
Construction	6.2%
Manufacturing	18.5%
Wholesale Trade	3.3%
Retail Trade	14.7%
Transportation/Utilities	4.1%
Information	1.4%
Finance/Insurance/Real Estate	4.3%
Services	41.6%
Public Administration	5.0%

2009 Employed Population 16+ by Occupation

Total	2,184
White Collar	57.6%
Management/Business/Financial	8.7%
Professional	23.5%
Sales	12.8%
Administrative Support	12.5%
Services	14.3%
Blue Collar	28.1%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	5.6%
Installation/Maintenance/Repair	3.5%
Production	10.3%
Transportation/Material Moving	8.2%



2000 Workers 16+ by Means of Transportation to Work

Total	1,837
Drove Alone - Car, Truck, or Van	77.3%
Carpooled - Car, Truck, or Van	20.1%
Public Transportation	0.0%
Walked	1.1%
Other Means	0.2%
Worked at Home	1.3%

2000 Workers 16+ by Travel Time to Work

Total	1,837
Did Not Work at Home	98.7%
Less than 5 minutes	5.2%
5 to 9 minutes	20.1%
10 to 19 minutes	32.9%
20 to 24 minutes	5.2%
25 to 34 minutes	20.7%
35 to 44 minutes	6.5%
45 to 59 minutes	5.4%
60 to 89 minutes	1.3%
90 or more minutes	1.3%
Worked at Home	1.3%
Average Travel Time to Work (in min)	20.0

2000 Households by Vehicles Available

Total	1,657
None	12.6%
1	34.5%
2	33.6%
3	12.5%
4	4.3%
5+	2.6%
Average Number of Vehicles Available	1.7

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	1,627
Family Households	65.6%
Married-couple Family	46.7%
With Related Children	21.0%
Other Family (No Spouse)	19.0%
With Related Children	12.2%
Nonfamily Households	34.4%
Householder Living Alone	30.7%
Householder Not Living Alone	3.6%
Households with Related Children	33.3%
Households with Persons 65+	29.9%

2000 Households by Size

Total	1,627
1 Person Household	30.7%
2 Person Household	31.8%
3 Person Household	16.7%
4 Person Household	12.2%
5 Person Household	5.4%
6 Person Household	2.0%
7+ Person Household	1.2%

2000 Households by Year Householder Moved In

Total	1,657
Moved in 1999 to March 2000	20.1%
Moved in 1995 to 1998	25.9%
Moved in 1990 to 1994	15.0%
Moved in 1980 to 1989	11.2%
Moved in 1970 to 1979	10.3%
Moved in 1969 or Earlier	17.5%
Median Year Householder Moved In	1994



2000 Housing Units by Units in Structure

Total	1,783
1, Detached	72.2%
1, Attached	0.5%
2	2.2%
3 or 4	5.0%
5 to 9	6.5%
10 to 19	5.2%
20+	3.4%
Mobile Home	4.8%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	1,783
1999 to March 2000	3.2%
1995 to 1998	3.9%
1990 to 1994	6.4%
1980 to 1989	17.0%
1970 to 1979	19.7%
1969 or Earlier	49.8%
Median Year Structure Built	1970


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



Site Type: Geography

Top 3 Tapestry Segments

- | | |
|----|--------------------|
| 1. | Midlife Junction |
| 2. | Great Expectations |
| 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 \$	\$3,146,670
Average Spent	\$1,539.47
Spending Potential Index	61
Computers & Accessories: Total \$	\$410,714
Average Spent	\$200.94
Spending Potential Index	88
Education: Total \$	\$2,223,318
Average Spent	\$1,087.73
Spending Potential Index	87
Entertainment/Recreation: Total \$	\$5,919,867
Average Spent	\$2,896.22
Spending Potential Index	89
Food at Home: Total \$	\$8,449,109
Average Spent	\$4,133.61
Spending Potential Index	91
Food Away from Home: Total \$	\$6,076,829
Average Spent	\$2,973.01
Spending Potential Index	89
Health Care: Total \$	\$7,315,735
Average Spent	\$3,579.13
Spending Potential Index	95
HH Furnishings & Equipment: Total \$	\$3,374,324
Average Spent	\$1,650.84
Spending Potential Index	76
Investments: Total \$	\$2,325,243
Average Spent	\$1,137.59
Spending Potential Index	79
Retail Goods: Total \$	\$45,129,761
Average Spent	\$22,079.14
Spending Potential Index	86
Shelter: Total \$	\$26,456,946
Average Spent	\$12,943.71
Spending Potential Index	83
TV/Video/Sound Equipment: Total \$	\$2,256,918
Average Spent	\$1,104.17
Spending Potential Index	91
Travel: Total \$	\$3,121,902
Average Spent	\$1,527.35
Spending Potential Index	83
Vehicle Maintenance & Repairs: Total \$	\$1,715,673
Average Spent	\$839.37
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.