




**Site Type: Geography**

	2000 Total Population	4,109
	2000 Group Quarters	195
	2009 Total Population	4,013
	2014 Total Population	3,970
	2009 - 2014 Annual Rate	-0.22%
	2000 Households	1,690
	2000 Average Household Size	2.32
	2009 Households	1,628
	2009 Average Household Size	2.37
	2014 Households	1,607
	2014 Average Household Size	2.37
	2009 - 2014 Annual Rate	-0.26%
	2000 Families	1,051
	2000 Average Family Size	2.95
	2009 Families	1,000
	2009 Average Family Size	3.03
	2014 Families	972
2014 Average Family Size	3.05	
2009 - 2014 Annual Rate	-0.57%	
	<b>2000 Housing Units</b>	1,854
	Owner Occupied Housing Units	55.9%
	Renter Occupied Housing Units	35.3%
	Vacant Housing Units	8.8%
	<b>2009 Housing Units</b>	1,875
	Owner Occupied Housing Units	55.9%
	Renter Occupied Housing Units	30.9%
	Vacant Housing Units	13.2%
	<b>2014 Housing Units</b>	1,875
	Owner Occupied Housing Units	53.9%
	Renter Occupied Housing Units	31.8%
	Vacant Housing Units	14.3%
	<b>Median Household Income</b>	
	2000	\$31,501
	2009	\$40,457
2014	\$41,272	
<b>Median Home Value</b>		
2000	\$86,223	
2009	\$129,065	
2014	\$151,961	
<b>Per Capita Income</b>		
2000	\$21,123	
2009	\$23,607	
2014	\$24,734	
<b>Median Age</b>		
2000	40.5	
2009	43.7	
2014	44.9	

**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	1,707
< \$15,000	24.2%
\$15,000 - \$24,999	17.0%
\$25,000 - \$34,999	14.1%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	14.2%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	4.0%
\$150,000 - \$199,999	1.2%
\$200,000+	1.8%
Average Household Income	\$49,344

**2009 Households by Income**

Household Income Base	1,628
< \$15,000	19.8%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	12.6%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	8.8%
\$100,000 - \$149,999	7.7%
\$150,000 - \$199,999	2.5%
\$200,000+	2.1%
Average Household Income	\$56,245

**2014 Households by Income**

Household Income Base	1,607
< \$15,000	18.8%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	11.4%
\$35,000 - \$49,999	16.5%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	8.5%
\$100,000 - \$149,999	7.9%
\$150,000 - \$199,999	2.6%
\$200,000+	2.3%
Average Household Income	\$58,953

**2000 Owner Occupied HUs by Value**

Total	1,075
<\$50,000	24.1%
\$50,000 - 99,999	36.3%
\$100,000 - 149,999	23.2%
\$150,000 - 199,999	8.6%
\$200,000 - \$299,999	7.3%
\$300,000 - 499,999	0.7%
\$500,000 - 999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$97,940


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

Total	640
With Cash Rent	95.8%
No Cash Rent	4.2%
Median Rent	\$359
Average Rent	\$440

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		4,109
	0 - 4		5.6%
	5 - 9		6.8%
	10 - 14		6.0%
	15 - 19		5.9%
	20 - 24		4.8%
	25 - 34		12.9%
	35 - 44		13.9%
	45 - 54		11.9%
	55 - 64		8.5%
	65 - 74		9.3%
	75 - 84		9.8%
	85+		4.4%
	18+		77.9%
		<b>2009 Population by Age</b>	
	Total		4,012
	0 - 4		5.5%
	5 - 9		5.2%
	10 - 14		5.5%
	15 - 19		6.3%
	20 - 24		5.7%
	25 - 34		11.0%
	35 - 44		12.5%
	45 - 54		14.0%
	55 - 64		12.6%
	65 - 74		8.6%
	75 - 84		8.3%
	85+		4.9%
	18+		79.7%
		<b>2014 Population by Age</b>	
	Total		3,970
	0 - 4		5.5%
	5 - 9		5.2%
	10 - 14		5.2%
	15 - 19		5.3%
	20 - 24		6.2%
	25 - 34		11.7%
	35 - 44		11.0%
	45 - 54		13.4%
	55 - 64		13.4%
	65 - 74		10.7%
	75 - 84		7.5%
	85+		5.0%
	18+		80.7%
		<b>2000 Population by Sex</b>	
	Males		46.6%
	Females		53.4%
		<b>2009 Population by Sex</b>	
	Males		46.6%
	Females		53.4%
		<b>2014 Population by Sex</b>	
	Males		46.7%
	Females		53.3%

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	4,109
White Alone	84.1%
Black Alone	7.2%
American Indian Alone	0.0%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	6.8%
Two or More Races	1.5%
Hispanic Origin	13.4%
Diversity Index	45.3

**2009 Population by Race/Ethnicity**

Total	4,012
White Alone	82.8%
Black Alone	6.3%
American Indian Alone	0.0%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	8.7%
Two or More Races	1.6%
Hispanic Origin	15.6%
Diversity Index	49.2

**2014 Population by Race/Ethnicity**

Total	3,971
White Alone	80.2%
Black Alone	6.2%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	11.0%
Two or More Races	1.9%
Hispanic Origin	18.8%
Diversity Index	55.0



**2000 Population 3+ by School Enrollment**

Total	4,050
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	2.4%
Enrolled in Grade 1-8	10.5%
Enrolled in Grade 9-12	4.7%
Enrolled in College	1.8%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	78.7%

**2009 Population 25+ by Educational Attainment**

Total	2,879
Less than 9th Grade	12.2%
9th - 12th Grade, No Diploma	13.8%
High School Graduate	25.6%
Some College, No Degree	17.8%
Associate Degree	5.5%
Bachelor's Degree	20.0%
Graduate/Professional Degree	5.0%

**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	3,359
Never Married	20.5%
Married	60.1%
Widowed	10.9%
Divorced	8.5%



**2000 Population 16+ by Employment Status**

Total	3,393
In Labor Force	55.3%
Civilian Employed	53.1%
Civilian Unemployed	2.2%
In Armed Forces	0.0%
Not in Labor Force	44.7%

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

Civilian Employed	88.3%
Civilian Unemployed	11.7%

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

Civilian Employed	92.2%
Civilian Unemployed	7.8%

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

Total	1,840
Own Children < 6 Only	3.9%
Employed/in Armed Forces	3.9%
Unemployed	0.0%
Not in Labor Force	0.0%
Own Children < 6 and 6-17 Only	5.0%
Employed/in Armed Forces	4.2%
Unemployed	0.0%
Not in Labor Force	0.8%
Own Children 6-17 Only	12.1%
Employed/in Armed Forces	8.8%
Unemployed	0.0%
Not in Labor Force	3.4%
No Own Children < 18	79.0%
Employed/in Armed Forces	28.1%
Unemployed	1.6%
Not in Labor Force	49.2%

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	1,510
Agriculture/Mining	2.4%
Construction	9.1%
Manufacturing	19.6%
Wholesale Trade	5.9%
Retail Trade	14.2%
Transportation/Utilities	3.0%
Information	1.3%
Finance/Insurance/Real Estate	2.5%
Services	38.9%
Public Administration	3.2%

**2009 Employed Population 16+ by Occupation**

Total	1,510
White Collar	57.6%
Management/Business/Financial	12.3%
Professional	24.1%
Sales	9.6%
Administrative Support	11.6%
Services	11.6%
Blue Collar	30.8%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	2.8%
Production	11.0%
Transportation/Material Moving	8.9%



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

Total	1,753
Drove Alone - Car, Truck, or Van	76.6%
Carpooled - Car, Truck, or Van	20.0%
Public Transportation	0.0%
Walked	2.1%
Other Means	0.0%
Worked at Home	1.4%

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

Total	1,753
Did Not Work at Home	98.6%
Less than 5 minutes	6.3%
5 to 9 minutes	25.3%
10 to 19 minutes	26.5%
20 to 24 minutes	4.3%
25 to 34 minutes	13.9%
35 to 44 minutes	5.5%
45 to 59 minutes	13.3%
60 to 89 minutes	1.5%
90 or more minutes	2.1%
Worked at Home	1.4%
Average Travel Time to Work (in min)	22.1

**2000 Households by Vehicles Available**

Total	1,715
None	11.1%
1	35.5%
2	33.2%
3	13.5%
4	5.3%
5+	1.3%
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.

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**2000 Households by Type**

Total	1,690
Family Households	62.2%
Married-couple Family	48.3%
With Related Children	20.6%
Other Family (No Spouse)	13.9%
With Related Children	7.9%
Nonfamily Households	37.8%
Householder Living Alone	34.4%
Householder Not Living Alone	3.4%
Households with Related Children	28.5%
Households with Persons 65+	37.6%

**2000 Households by Size**

Total	1,690
1 Person Household	34.4%
2 Person Household	32.8%
3 Person Household	13.4%
4 Person Household	11.4%
5 Person Household	4.7%
6 Person Household	1.6%
7+ Person Household	1.6%

**2000 Households by Year Householder Moved In**

Total	1,715
Moved in 1999 to March 2000	14.6%
Moved in 1995 to 1998	35.1%
Moved in 1990 to 1994	16.9%
Moved in 1980 to 1989	8.3%
Moved in 1970 to 1979	7.4%
Moved in 1969 or Earlier	17.7%
Median Year Householder Moved In	1995



**2000 Housing Units by Units in Structure**

Total	1,907
1, Detached	69.9%
1, Attached	2.0%
2	3.7%
3 or 4	4.0%
5 to 9	2.3%
10 to 19	4.5%
20+	6.2%
Mobile Home	7.4%
Other	0.0%

**2000 Housing Units by Year Structure Built**


Total	1,907
1999 to March 2000	0.0%
1995 to 1998	3.5%
1990 to 1994	4.5%
1980 to 1989	16.7%
1970 to 1979	13.3%
1969 or Earlier	62.1%
Median Year Structure Built	1962

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

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Top 3 Tapestry Segments

1.	Simple Living
2.	Heartland Communities
3.	Rustbelt Retirees

 **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 \$	\$2,263,766
Average Spent	\$1,390.52
Spending Potential Index	56
Computers & Accessories: Total \$	\$284,333
Average Spent	\$174.65
Spending Potential Index	77
Education: Total \$	\$1,503,263
Average Spent	\$923.38
Spending Potential Index	74
Entertainment/Recreation: Total \$	\$4,335,733
Average Spent	\$2,663.23
Spending Potential Index	82
Food at Home: Total \$	\$6,328,534
Average Spent	\$3,887.31
Spending Potential Index	85
Food Away from Home: Total \$	\$4,388,396
Average Spent	\$2,695.57
Spending Potential Index	81
Health Care: Total \$	\$5,722,343
Average Spent	\$3,514.95
Spending Potential Index	93
HH Furnishings & Equipment: Total \$	\$2,378,129
Average Spent	\$1,460.77
Spending Potential Index	67
Investments: Total \$	\$1,897,987
Average Spent	\$1,165.84
Spending Potential Index	81
Retail Goods: Total \$	\$33,295,096
Average Spent	\$20,451.53
Spending Potential Index	80
Shelter: Total \$	\$18,781,534
Average Spent	\$11,536.57
Spending Potential Index	74
TV/Video/Sound Equipment: Total \$	\$1,649,669
Average Spent	\$1,013.31
Spending Potential Index	83
Travel: Total \$	\$2,226,946
Average Spent	\$1,367.90
Spending Potential Index	74
Vehicle Maintenance & Repairs: Total \$	\$1,259,744
Average Spent	\$773.80
Spending Potential Index	83

**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.