




Shapefile_3

	2000 Total Population	10,690	
	2000 Group Quarters	446	
	2009 Total Population	10,356	
	2014 Total Population	10,246	
	2009 - 2014 Annual Rate	-0.21%	
	2000 Households	4,575	
	2000 Average Household Size	2.24	
	2009 Households	4,430	
	2009 Average Household Size	2.24	
	2014 Households	4,385	
	2014 Average Household Size	2.23	
	2009 - 2014 Annual Rate	-0.2%	
	2000 Families	2,844	
	2000 Average Family Size	2.88	
	2009 Families	2,641	
	2009 Average Family Size	2.93	
	2014 Families	2,579	
	2014 Average Family Size	2.94	
	2009 - 2014 Annual Rate	-0.47%	
		2000 Housing Units	5,105
Owner Occupied Housing Units		56.1%	
Renter Occupied Housing Units		33.9%	
Vacant Housing Units		10.0%	
2009 Housing Units		5,185	
Owner Occupied Housing Units		52.7%	
Renter Occupied Housing Units		32.7%	
Vacant Housing Units		14.6%	
2014 Housing Units		5,191	
Owner Occupied Housing Units		52.3%	
Renter Occupied Housing Units		32.2%	
Vacant Housing Units		15.5%	
Median Household Income			
2000		\$28,515	
2009		\$36,376	
2014	\$37,497		
Median Home Value			
2000	\$79,710		
2009	\$123,501		
2014	\$145,597		
Per Capita Income			
2000	\$19,578		
2009	\$22,874		
2014	\$23,889		
Median Age			
2000	42.4		
2009	44.8		
2014	45.7		

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	4,570
< \$15,000	27.7%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	17.6%
\$35,000 - \$49,999	12.4%
\$50,000 - \$74,999	13.5%
\$75,000 - \$99,999	5.3%
\$100,000 - \$149,999	3.7%
\$150,000 - \$199,999	1.7%
\$200,000+	2.0%
Average Household Income	\$43,375

2009 Households by Income

Household Income Base	4,428
< \$15,000	22.2%
\$15,000 - \$24,999	14.0%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	14.7%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	5.2%
\$150,000 - \$199,999	1.7%
\$200,000+	2.9%
Average Household Income	\$52,018

2014 Households by Income

Household Income Base	4,385
< \$15,000	21.1%
\$15,000 - \$24,999	13.5%
\$25,000 - \$34,999	10.9%
\$35,000 - \$49,999	20.3%
\$50,000 - \$74,999	15.1%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	5.3%
\$150,000 - \$199,999	1.8%
\$200,000+	3.1%
Average Household Income	\$54,161

2000 Owner Occupied HUs by Value

Total	2,847
<\$50,000	20.3%
\$50,000 - 99,999	42.5%
\$100,000 - 149,999	18.8%
\$150,000 - 199,999	10.4%
\$200,000 - \$299,999	4.7%
\$300,000 - 499,999	2.0%
\$500,000 - 999,999	0.7%
\$1,000,000+	0.7%
Average Home Value	\$109,778


2000 Specified Renter Occupied HUs by Contract Rent

Total	1,719
With Cash Rent	91.9%
No Cash Rent	8.1%
Median Rent	\$285
Average Rent	\$313

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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		2000 Population by Age	
	Total		10,691
	0 - 4		5.8%
	5 - 9		6.2%
	10 - 14		6.1%
	15 - 19		5.4%
	20 - 24		4.7%
	25 - 34		11.9%
	35 - 44		13.5%
	45 - 54		12.7%
	55 - 64		10.5%
	65 - 74		11.1%
	75 - 84		8.7%
	85+		3.5%
	18+		78.4%
		2009 Population by Age	
	Total		10,355
	0 - 4		5.6%
	5 - 9		5.4%
	10 - 14		5.6%
	15 - 19		5.9%
	20 - 24		5.6%
	25 - 34		10.2%
	35 - 44		11.9%
	45 - 54		13.9%
	55 - 64		12.5%
	65 - 74		9.9%
	75 - 84		9.1%
	85+		4.4%
	18+		79.8%
		2014 Population by Age	
	Total		10,246
	0 - 4		5.7%
	5 - 9		5.3%
	10 - 14		5.4%
	15 - 19		5.4%
	20 - 24		5.9%
	25 - 34		11.0%
	35 - 44		10.6%
	45 - 54		12.9%
	55 - 64		13.3%
	65 - 74		11.3%
	75 - 84		8.6%
	85+		4.8%
	18+		80.4%
		2000 Population by Sex	
	Males		46.6%
	Females		53.4%
		2009 Population by Sex	
	Males		47.3%
	Females		52.7%
		2014 Population by Sex	
	Males		47.7%
	Females		52.3%

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	10,689
White Alone	85.9%
Black Alone	8.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	2.3%
Some Other Race Alone	2.0%
Two or More Races	1.2%
Hispanic Origin	5.0%
Diversity Index	32.6

2009 Population by Race/Ethnicity

Total	10,355
White Alone	82.7%
Black Alone	8.7%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	3.4%
Some Other Race Alone	3.4%
Two or More Races	1.6%
Hispanic Origin	7.4%
Diversity Index	40.2

2014 Population by Race/Ethnicity

Total	10,246
White Alone	80.7%
Black Alone	8.7%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	4.0%
Some Other Race Alone	4.4%
Two or More Races	1.8%
Hispanic Origin	9.1%
Diversity Index	45.0



2000 Population 3+ by School Enrollment

Total	10,254
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.1%
Enrolled in Grade 1-8	10.6%
Enrolled in Grade 9-12	4.2%
Enrolled in College	4.4%
Enrolled in Grad/Prof School	0.8%
Not Enrolled in School	77.1%

2009 Population 25+ by Educational Attainment

Total	7,441
Less than 9th Grade	14.5%
9th - 12th Grade, No Diploma	14.3%
High School Graduate	26.2%
Some College, No Degree	17.0%
Associate Degree	6.5%
Bachelor's Degree	15.8%
Graduate/Professional Degree	5.7%

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	8,636
Never Married	19.3%
Married	55.3%
Widowed	13.2%
Divorced	12.1%



2000 Population 16+ by Employment Status

Total	8,564
In Labor Force	55.8%
Civilian Employed	53.8%
Civilian Unemployed	1.8%
In Armed Forces	0.2%
Not in Labor Force	44.2%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	88.5%
Civilian Unemployed	11.5%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	92.3%
Civilian Unemployed	7.7%

2000 Females 16+ by Employment Status and Age of Children

Total	4,650
Own Children < 6 Only	6.7%
Employed/in Armed Forces	3.9%
Unemployed	0.2%
Not in Labor Force	2.5%
Own Children < 6 and 6-17 Only	4.5%
Employed/in Armed Forces	3.0%
Unemployed	0.0%
Not in Labor Force	1.5%
Own Children 6-17 Only	14.8%
Employed/in Armed Forces	10.8%
Unemployed	0.2%
Not in Labor Force	3.7%
No Own Children < 18	74.0%
Employed/in Armed Forces	26.0%
Unemployed	1.0%
Not in Labor Force	47.0%

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	3,831
Agriculture/Mining	0.6%
Construction	9.9%
Manufacturing	20.6%
Wholesale Trade	3.7%
Retail Trade	10.5%
Transportation/Utilities	4.3%
Information	0.8%
Finance/Insurance/Real Estate	5.4%
Services	40.4%
Public Administration	3.8%

2009 Employed Population 16+ by Occupation

Total	3,833
White Collar	56.5%
Management/Business/Financial	13.3%
Professional	22.4%
Sales	10.1%
Administrative Support	10.7%
Services	14.1%
Blue Collar	29.4%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	7.1%
Installation/Maintenance/Repair	3.3%
Production	11.4%
Transportation/Material Moving	7.4%



2000 Workers 16+ by Means of Transportation to Work

Total	4,517
Drove Alone - Car, Truck, or Van	76.3%
Carpooled - Car, Truck, or Van	16.9%
Public Transportation	0.3%
Walked	2.1%
Other Means	2.7%
Worked at Home	1.7%

2000 Workers 16+ by Travel Time to Work

Total	4,516
Did Not Work at Home	98.3%
Less than 5 minutes	5.1%
5 to 9 minutes	21.3%
10 to 19 minutes	36.6%
20 to 24 minutes	8.5%
25 to 34 minutes	7.3%
35 to 44 minutes	3.1%
45 to 59 minutes	6.1%
60 to 89 minutes	4.7%
90 or more minutes	5.5%
Worked at Home	1.7%
Average Travel Time to Work (in min)	24.7

2000 Households by Vehicles Available

Total	4,568
None	13.0%
1	36.4%
2	34.7%
3	11.6%
4	3.5%
5+	0.8%
Average Number of Vehicles Available	1.6

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	4,574
Family Households	62.2%
Married-couple Family	46.2%
With Related Children	17.7%
Other Family (No Spouse)	15.9%
With Related Children	9.3%
Nonfamily Households	37.8%
Householder Living Alone	34.6%
Householder Not Living Alone	3.2%
Households with Related Children	27.0%
Households with Persons 65+	35.2%

2000 Households by Size

Total	4,575
1 Person Household	34.6%
2 Person Household	34.7%
3 Person Household	14.6%
4 Person Household	9.8%
5 Person Household	3.8%
6 Person Household	1.3%
7+ Person Household	1.2%

2000 Households by Year Householder Moved In

Total	4,570
Moved in 1999 to March 2000	17.5%
Moved in 1995 to 1998	23.7%
Moved in 1990 to 1994	15.5%
Moved in 1980 to 1989	13.7%
Moved in 1970 to 1979	10.9%
Moved in 1969 or Earlier	18.7%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure

Total	5,076
1, Detached	67.2%
1, Attached	2.3%
2	6.2%
3 or 4	8.5%
5 to 9	5.2%
10 to 19	2.3%
20+	2.3%
Mobile Home	6.0%
Other	0.0%

2000 Housing Units by Year Structure Built


Total	5,096
1999 to March 2000	1.1%
1995 to 1998	4.4%
1990 to 1994	6.8%
1980 to 1989	12.0%
1970 to 1979	12.3%
1969 or Earlier	63.3%
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.	Midlife Junction
3.	Heartland Communities

 **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 \$	\$5,696,810
Average Spent	\$1,285.96
Spending Potential Index	51
Computers & Accessories: Total \$	\$727,713
Average Spent	\$164.27
Spending Potential Index	72
Education: Total \$	\$3,830,122
Average Spent	\$864.59
Spending Potential Index	69
Entertainment/Recreation: Total \$	\$10,877,941
Average Spent	\$2,455.52
Spending Potential Index	76
Food at Home: Total \$	\$15,793,298
Average Spent	\$3,565.08
Spending Potential Index	78
Food Away from Home: Total \$	\$11,012,623
Average Spent	\$2,485.92
Spending Potential Index	75
Health Care: Total \$	\$14,137,826
Average Spent	\$3,191.38
Spending Potential Index	85
HH Furnishings & Equipment: Total \$	\$6,054,040
Average Spent	\$1,366.60
Spending Potential Index	63
Investments: Total \$	\$4,727,088
Average Spent	\$1,067.06
Spending Potential Index	74
Retail Goods: Total \$	\$83,537,591
Average Spent	\$18,857.24
Spending Potential Index	73
Shelter: Total \$	\$47,668,516
Average Spent	\$10,760.39
Spending Potential Index	69
TV/Video/Sound Equipment: Total \$	\$4,136,294
Average Spent	\$933.70
Spending Potential Index	77
Travel: Total \$	\$5,659,516
Average Spent	\$1,277.54
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$3,171,855
Average Spent	\$715.99
Spending Potential Index	77

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.