




Site Type: Geography

	2000 Total Population	71,219
	2000 Group Quarters	1,270
	2009 Total Population	73,569
	2014 Total Population	74,413
	2009 - 2014 Annual Rate	0.23%
	2000 Households	28,408
	2000 Average Household Size	2.46
	2009 Households	29,278
	2009 Average Household Size	2.47
	2014 Households	29,626
	2014 Average Household Size	2.47
	2009 - 2014 Annual Rate	0.24%
	2000 Families	20,484
	2000 Average Family Size	2.92
	2009 Families	20,527
	2009 Average Family Size	2.97
	2014 Families	20,579
	2014 Average Family Size	2.98
2009 - 2014 Annual Rate	0.05%	
	2000 Housing Units	31,033
	Owner Occupied Housing Units	69.9%
	Renter Occupied Housing Units	21.7%
	Vacant Housing Units	8.5%
	2009 Housing Units	32,977
	Owner Occupied Housing Units	67.5%
	Renter Occupied Housing Units	21.3%
	Vacant Housing Units	11.2%
	2014 Housing Units	33,326
	Owner Occupied Housing Units	67.6%
	Renter Occupied Housing Units	21.3%
	Vacant Housing Units	11.1%
Median Household Income		
2000	\$33,224	
2009	\$41,217	
2014	\$42,164	
Median Home Value		
2000	\$78,813	
2009	\$119,154	
2014	\$139,253	
Per Capita Income		
2000	\$17,722	
2009	\$20,433	
2014	\$21,034	
Median Age		
2000	38.0	
2009	40.5	
2014	41.9	

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	28,392
< \$15,000	21.0%
\$15,000 - \$24,999	16.1%
\$25,000 - \$34,999	15.5%
\$35,000 - \$49,999	18.7%
\$50,000 - \$74,999	16.6%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	3.4%
\$150,000 - \$199,999	0.9%
\$200,000+	1.2%
Average Household Income	\$43,616

2009 Households by Income

Household Income Base	29,278
< \$15,000	16.3%
\$15,000 - \$24,999	13.1%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	19.1%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	9.3%
\$100,000 - \$149,999	4.8%
\$150,000 - \$199,999	1.2%
\$200,000+	1.4%
Average Household Income	\$50,749

2014 Households by Income

Household Income Base	29,626
< \$15,000	15.4%
\$15,000 - \$24,999	12.5%
\$25,000 - \$34,999	11.3%
\$35,000 - \$49,999	21.3%
\$50,000 - \$74,999	22.8%
\$75,000 - \$99,999	9.0%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	1.3%
\$200,000+	1.5%
Average Household Income	\$52,167

2000 Owner Occupied HUs by Value

Total	21,687
<\$50,000	26.3%
\$50,000 - 99,999	40.8%
\$100,000 - 149,999	18.0%
\$150,000 - 199,999	7.7%
\$200,000 - \$299,999	4.9%
\$300,000 - 499,999	1.4%
\$500,000 - 999,999	0.4%
\$1,000,000+	0.5%
Average Home Value	\$98,850


2000 Specified Renter Occupied HUs by Contract Rent

Total	6,442
With Cash Rent	85.9%
No Cash Rent	14.1%
Median Rent	\$306
Average Rent	\$320

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		71,219
	0 - 4		6.3%
	5 - 9		6.8%
	10 - 14		6.6%
	15 - 19		6.1%
	20 - 24		5.6%
	25 - 34		14.0%
	35 - 44		15.1%
	45 - 54		13.6%
	55 - 64		10.5%
	65 - 74		8.1%
	75 - 84		5.4%
	85+		1.9%
	18+		76.4%
		2009 Population by Age	
	Total		73,569
	0 - 4		6.2%
	5 - 9		6.3%
	10 - 14		6.5%
	15 - 19		6.2%
	20 - 24		5.1%
	25 - 34		11.7%
	35 - 44		14.5%
	45 - 54		14.7%
	55 - 64		12.7%
	65 - 74		8.4%
	75 - 84		5.3%
	85+		2.3%
	18+		77.2%
		2014 Population by Age	
	Total		74,413
	0 - 4		6.0%
	5 - 9		6.1%
	10 - 14		6.5%
	15 - 19		6.2%
	20 - 24		5.5%
	25 - 34		10.8%
	35 - 44		13.4%
	45 - 54		14.5%
	55 - 64		13.5%
	65 - 74		9.8%
	75 - 84		5.4%
	85+		2.4%
	18+		77.6%
		2000 Population by Sex	
	Males		48.9%
	Females		51.1%
		2009 Population by Sex	
	Males		49.4%
	Females		50.6%
		2014 Population by Sex	
	Males		49.5%
	Females		50.5%

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	71,219
White Alone	90.4%
Black Alone	4.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	3.5%
Two or More Races	1.1%
Hispanic Origin	6.5%
Diversity Index	28.0

2009 Population by Race/Ethnicity

Total	73,569
White Alone	87.6%
Black Alone	4.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	5.6%
Two or More Races	1.6%
Hispanic Origin	9.6%
Diversity Index	36.5

2014 Population by Race/Ethnicity

Total	74,413
White Alone	85.6%
Black Alone	4.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.0%
Some Other Race Alone	7.1%
Two or More Races	1.8%
Hispanic Origin	11.8%
Diversity Index	41.9



2000 Population 3+ by School Enrollment

Total	68,684
Enrolled in Nursery/Preschool	1.2%
Enrolled in Kindergarten	1.5%
Enrolled in Grade 1-8	11.6%
Enrolled in Grade 9-12	4.8%
Enrolled in College	3.5%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	77.0%

2009 Population 25+ by Educational Attainment

Total	51,260
Less than 9th Grade	12.9%
9th - 12th Grade, No Diploma	15.6%
High School Graduate	31.8%
Some College, No Degree	18.5%
Associate Degree	7.9%
Bachelor's Degree	9.6%
Graduate/Professional Degree	3.8%

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	59,591
Never Married	18.8%
Married	63.1%
Widowed	8.4%
Divorced	9.7%



2000 Population 16+ by Employment Status

Total	56,188
In Labor Force	63.0%
Civilian Employed	60.9%
Civilian Unemployed	2.1%
In Armed Forces	0.0%
Not in Labor Force	37.0%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	87.8%
Civilian Unemployed	12.2%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	91.8%
Civilian Unemployed	8.2%

2000 Females 16+ by Employment Status and Age of Children

Total	28,985
Own Children < 6 Only	7.0%
Employed/in Armed Forces	4.1%
Unemployed	0.4%
Not in Labor Force	2.5%
Own Children < 6 and 6-17 Only	6.0%
Employed/in Armed Forces	3.8%
Unemployed	0.2%
Not in Labor Force	2.0%
Own Children 6-17 Only	17.2%
Employed/in Armed Forces	13.1%
Unemployed	0.3%
Not in Labor Force	3.8%
No Own Children < 18	69.7%
Employed/in Armed Forces	32.2%
Unemployed	1.1%
Not in Labor Force	36.4%

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	29,801
Agriculture/Mining	2.4%
Construction	10.8%
Manufacturing	20.9%
Wholesale Trade	3.2%
Retail Trade	12.0%
Transportation/Utilities	4.7%
Information	1.3%
Finance/Insurance/Real Estate	4.0%
Services	37.0%
Public Administration	3.6%

2009 Employed Population 16+ by Occupation

Total	29,801
White Collar	49.4%
Management/Business/Financial	11.0%
Professional	17.0%
Sales	9.9%
Administrative Support	11.6%
Services	14.6%
Blue Collar	36.0%
Farming/Forestry/Fishing	0.8%
Construction/Extraction	8.7%
Installation/Maintenance/Repair	5.9%
Production	12.7%
Transportation/Material Moving	7.8%



2000 Workers 16+ by Means of Transportation to Work

Total	33,458
Drove Alone - Car, Truck, or Van	78.4%
Carpooled - Car, Truck, or Van	16.5%
Public Transportation	0.2%
Walked	1.4%
Other Means	1.1%
Worked at Home	2.5%

2000 Workers 16+ by Travel Time to Work

Total	33,458
Did Not Work at Home	97.5%
Less than 5 minutes	3.7%
5 to 9 minutes	11.7%
10 to 19 minutes	33.7%
20 to 24 minutes	12.9%
25 to 34 minutes	16.1%
35 to 44 minutes	4.5%
45 to 59 minutes	7.7%
60 to 89 minutes	3.5%
90 or more minutes	3.6%
Worked at Home	2.5%
Average Travel Time to Work (in min)	25.5

2000 Households by Vehicles Available

Total	28,408
None	7.7%
1	28.9%
2	35.8%
3	19.7%
4	5.7%
5+	2.1%
Average Number of Vehicles Available	1.9

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	28,408
Family Households	72.1%
Married-couple Family	58.4%
With Related Children	25.1%
Other Family (No Spouse)	13.7%
With Related Children	8.1%
Nonfamily Households	27.9%
Householder Living Alone	25.0%
Householder Not Living Alone	2.9%
Households with Related Children	33.2%
Households with Persons 65+	26.7%

2000 Households by Size

Total	28,408
1 Person Household	25.0%
2 Person Household	36.0%
3 Person Household	18.4%
4 Person Household	13.6%
5 Person Household	4.6%
6 Person Household	1.4%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	28,408
Moved in 1999 to March 2000	13.9%
Moved in 1995 to 1998	26.0%
Moved in 1990 to 1994	14.5%
Moved in 1980 to 1989	16.1%
Moved in 1970 to 1979	13.1%
Moved in 1969 or Earlier	16.4%
Median Year Householder Moved In	1992



2000 Housing Units by Units in Structure

Total	31,033
1, Detached	66.1%
1, Attached	1.2%
2	1.7%
3 or 4	2.3%
5 to 9	1.8%
10 to 19	0.8%
20+	1.1%
Mobile Home	25.0%
Other	0.0%

2000 Housing Units by Year Structure Built


Total	31,033
1999 to March 2000	2.3%
1995 to 1998	9.4%
1990 to 1994	9.2%
1980 to 1989	15.4%
1970 to 1979	19.6%
1969 or Earlier	44.2%
Median Year Structure Built	1973

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

Site Type: Geography

Top 3 Tapestry Segments

1.	Southern Satellites
2.	Midland Crowd
3.	Simple Living

 **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 \$	\$36,482,845
Average Spent	\$1,246.08
Spending Potential Index	50
Computers & Accessories: Total \$	\$4,597,020
Average Spent	\$157.01
Spending Potential Index	69
Education: Total \$	\$22,193,037
Average Spent	\$758.01
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$71,744,236
Average Spent	\$2,450.45
Spending Potential Index	76
Food at Home: Total \$	\$100,967,372
Average Spent	\$3,448.57
Spending Potential Index	76
Food Away from Home: Total \$	\$71,315,616
Average Spent	\$2,435.81
Spending Potential Index	73
Health Care: Total \$	\$91,643,323
Average Spent	\$3,130.11
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$39,528,119
Average Spent	\$1,350.10
Spending Potential Index	62
Investments: Total \$	\$31,428,771
Average Spent	\$1,073.46
Spending Potential Index	75
Retail Goods: Total \$	\$553,412,954
Average Spent	\$18,902.01
Spending Potential Index	74
Shelter: Total \$	\$289,419,356
Average Spent	\$9,885.22
Spending Potential Index	63
TV/Video/Sound Equipment: Total \$	\$26,669,623
Average Spent	\$910.91
Spending Potential Index	75
Travel: Total \$	\$35,186,287
Average Spent	\$1,201.80
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$20,527,171
Average Spent	\$701.11
Spending Potential Index	75

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.