




Site Type: Geography

	2000 Total Population	36,348
	2000 Group Quarters	473
	2009 Total Population	38,346
	2014 Total Population	39,009
	2009 - 2014 Annual Rate	0.34%
	2000 Households	14,505
	2000 Average Household Size	2.47
	2009 Households	15,459
	2009 Average Household Size	2.45
	2014 Households	15,759
	2014 Average Household Size	2.45
	2009 - 2014 Annual Rate	0.39%
	2000 Families	10,593
	2000 Average Family Size	2.92
	2009 Families	10,987
	2009 Average Family Size	2.92
	2014 Families	11,099
	2014 Average Family Size	2.92
2009 - 2014 Annual Rate	0.2%	
	2000 Housing Units	15,821
	Owner Occupied Housing Units	73.6%
	Renter Occupied Housing Units	18.1%
	Vacant Housing Units	8.3%
	2009 Housing Units	17,202
	Owner Occupied Housing Units	71.8%
	Renter Occupied Housing Units	18.0%
	Vacant Housing Units	10.1%
	2014 Housing Units	17,434
	Owner Occupied Housing Units	72.2%
	Renter Occupied Housing Units	18.1%
	Vacant Housing Units	9.6%
	Median Household Income	
	2000	\$36,496
	2009	\$44,275
2014	\$46,441	
Median Home Value		
2000	\$81,092	
2009	\$97,709	
2014	\$105,493	
Per Capita Income		
2000	\$18,576	
2009	\$21,585	
2014	\$22,122	
Median Age		
2000	37.7	
2009	40.3	
2014	41.7	

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	14,487
< \$15,000	17.3%
\$15,000 - \$24,999	15.4%
\$25,000 - \$34,999	15.3%
\$35,000 - \$49,999	18.7%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	8.0%
\$100,000 - \$149,999	3.8%
\$150,000 - \$199,999	0.8%
\$200,000+	1.2%
Average Household Income	\$46,021

2009 Households by Income

Household Income Base	15,459
< \$15,000	13.9%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	12.0%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	25.8%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	5.6%
\$150,000 - \$199,999	1.0%
\$200,000+	1.3%
Average Household Income	\$53,119

2014 Households by Income

Household Income Base	15,759
< \$15,000	13.1%
\$15,000 - \$24,999	11.2%
\$25,000 - \$34,999	10.7%
\$35,000 - \$49,999	20.2%
\$50,000 - \$74,999	26.2%
\$75,000 - \$99,999	10.3%
\$100,000 - \$149,999	5.7%
\$150,000 - \$199,999	1.0%
\$200,000+	1.4%
Average Household Income	\$54,291

2000 Owner Occupied HUs by Value

Total	11,641
<\$50,000	24.1%
\$50,000 - 99,999	40.8%
\$100,000 - 149,999	18.0%
\$150,000 - 199,999	9.9%
\$200,000 - \$299,999	5.1%
\$300,000 - 499,999	1.1%
\$500,000 - 999,999	0.8%
\$1,000,000+	0.2%
Average Home Value	\$99,725

2000 Specified Renter Occupied HUs by Contract Rent

Total	2,690
With Cash Rent	84.5%
No Cash Rent	15.5%
Median Rent	\$330
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.

Site Type: Geography



2000 Population by Age

Total	36,348
0 - 4	6.6%
5 - 9	7.0%
10 - 14	6.8%
15 - 19	5.8%
20 - 24	5.3%
25 - 34	14.1%
35 - 44	16.0%
45 - 54	13.7%
55 - 64	10.6%
65 - 74	7.9%
75 - 84	4.7%
85+	1.6%
18+	76.0%

2009 Population by Age

Total	38,346
0 - 4	6.5%
5 - 9	6.6%
10 - 14	6.9%
15 - 19	6.4%
20 - 24	4.8%
25 - 34	11.0%
35 - 44	15.0%
45 - 54	15.5%
55 - 64	12.6%
65 - 74	8.1%
75 - 84	4.7%
85+	1.9%
18+	76.1%

2014 Population by Age

Total	39,009
0 - 4	6.2%
5 - 9	6.4%
10 - 14	6.8%
15 - 19	6.5%
20 - 24	5.4%
25 - 34	10.1%
35 - 44	13.4%
45 - 54	15.4%
55 - 64	13.7%
65 - 74	9.4%
75 - 84	4.8%
85+	2.0%
18+	76.6%

2000 Population by Sex

Males	49.1%
Females	50.9%

2009 Population by Sex

Males	49.7%
Females	50.3%

2014 Population by Sex

Males	50.0%
Females	50.0%

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	36,348
White Alone	92.5%
Black Alone	3.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	2.9%
Two or More Races	0.8%
Hispanic Origin	6.5%
Diversity Index	24.6

2009 Population by Race/Ethnicity

Total	38,346
White Alone	90.3%
Black Alone	3.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	4.7%
Two or More Races	1.0%
Hispanic Origin	9.4%
Diversity Index	32.2

2014 Population by Race/Ethnicity

Total	39,009
White Alone	88.7%
Black Alone	3.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	6.0%
Two or More Races	1.2%
Hispanic Origin	11.5%
Diversity Index	37.1



2000 Population 3+ by School Enrollment

Total	34,818
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	11.5%
Enrolled in Grade 9-12	5.1%
Enrolled in College	2.9%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	77.1%

2009 Population 25+ by Educational Attainment

Total	26,400
Less than 9th Grade	10.1%
9th - 12th Grade, No Diploma	13.7%
High School Graduate	39.3%
Some College, No Degree	17.3%
Associate Degree	8.3%
Bachelor's Degree	8.0%
Graduate/Professional Degree	3.3%

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	30,704
Never Married	17.2%
Married	66.2%
Widowed	7.2%
Divorced	9.4%



2000 Population 16+ by Employment Status

Total	28,439
In Labor Force	64.3%
Civilian Employed	62.2%
Civilian Unemployed	2.0%
In Armed Forces	0.0%
Not in Labor Force	35.7%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	90.2%
Civilian Unemployed	9.8%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	93.5%
Civilian Unemployed	6.5%

2000 Females 16+ by Employment Status and Age of Children

Total	14,685
Own Children < 6 Only	8.1%
Employed/in Armed Forces	5.5%
Unemployed	0.3%
Not in Labor Force	2.3%
Own Children < 6 and 6-17 Only	5.8%
Employed/in Armed Forces	3.9%
Unemployed	0.1%
Not in Labor Force	1.9%
Own Children 6-17 Only	17.4%
Employed/in Armed Forces	13.7%
Unemployed	0.3%
Not in Labor Force	3.4%
No Own Children < 18	68.7%
Employed/in Armed Forces	33.7%
Unemployed	1.2%
Not in Labor Force	33.7%

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	17,044
Agriculture/Mining	2.0%
Construction	9.8%
Manufacturing	20.5%
Wholesale Trade	3.6%
Retail Trade	11.0%
Transportation/Utilities	4.0%
Information	2.2%
Finance/Insurance/Real Estate	4.2%
Services	39.4%
Public Administration	3.3%

2009 Employed Population 16+ by Occupation

Total	17,044
White Collar	49.1%
Management/Business/Financial	11.4%
Professional	16.4%
Sales	9.4%
Administrative Support	11.9%
Services	15.1%
Blue Collar	35.8%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	7.7%
Installation/Maintenance/Repair	7.1%
Production	12.5%
Transportation/Material Moving	7.8%



2000 Workers 16+ by Means of Transportation to Work

Total	17,267
Drove Alone - Car, Truck, or Van	80.0%
Carpooled - Car, Truck, or Van	15.7%
Public Transportation	0.2%
Walked	1.2%
Other Means	0.6%
Worked at Home	2.2%

2000 Workers 16+ by Travel Time to Work

Total	17,267
Did Not Work at Home	97.8%
Less than 5 minutes	3.7%
5 to 9 minutes	9.5%
10 to 19 minutes	23.7%
20 to 24 minutes	13.2%
25 to 34 minutes	23.4%
35 to 44 minutes	9.1%
45 to 59 minutes	8.7%
60 to 89 minutes	3.4%
90 or more minutes	2.9%
Worked at Home	2.2%
Average Travel Time to Work (in min)	27.5

2000 Households by Vehicles Available

Total	14,505
None	5.3%
1	25.6%
2	38.3%
3	21.6%
4	6.3%
5+	2.9%
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.

Site Type: Geography



2000 Households by Type

Total	14,505
Family Households	73.0%
Married-couple Family	60.0%
With Related Children	26.3%
Other Family (No Spouse)	13.0%
With Related Children	8.1%
Nonfamily Households	27.0%
Householder Living Alone	24.0%
Householder Not Living Alone	3.0%
Households with Related Children	34.3%
Households with Persons 65+	25.1%

2000 Households by Size

Total	14,505
1 Person Household	24.0%
2 Person Household	36.6%
3 Person Household	18.5%
4 Person Household	14.3%
5 Person Household	4.2%
6 Person Household	1.5%
7+ Person Household	0.9%

2000 Households by Year Householder Moved In

Total	14,505
Moved in 1999 to March 2000	13.5%
Moved in 1995 to 1998	24.8%
Moved in 1990 to 1994	14.7%
Moved in 1980 to 1989	16.8%
Moved in 1970 to 1979	12.0%
Moved in 1969 or Earlier	18.2%
Median Year Householder Moved In	1991



2000 Housing Units by Units in Structure

Total	15,821
1, Detached	67.0%
1, Attached	0.6%
2	0.8%
3 or 4	0.8%
5 to 9	0.6%
10 to 19	0.3%
20+	0.3%
Mobile Home	29.6%
Other	0.0%

2000 Housing Units by Year Structure Built


Total	15,821
1999 to March 2000	3.4%
1995 to 1998	11.2%
1990 to 1994	9.5%
1980 to 1989	16.6%
1970 to 1979	16.7%
1969 or Earlier	42.6%
Median Year Structure Built	1974

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

Site Type: Geography

Top 3 Tapestry Segments

1.	Southern Satellites
2.	Salt of the Earth
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 \$	\$20,135,682
Average Spent	\$1,302.52
Spending Potential Index	52
Computers & Accessories: Total \$	\$2,527,205
Average Spent	\$163.48
Spending Potential Index	72
Education: Total \$	\$11,924,110
Average Spent	\$771.34
Spending Potential Index	61
Entertainment/Recreation: Total \$	\$40,079,058
Average Spent	\$2,592.60
Spending Potential Index	80
Food at Home: Total \$	\$56,017,634
Average Spent	\$3,623.63
Spending Potential Index	79
Food Away from Home: Total \$	\$39,482,864
Average Spent	\$2,554.04
Spending Potential Index	77
Health Care: Total \$	\$51,211,594
Average Spent	\$3,312.74
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$21,795,245
Average Spent	\$1,409.87
Spending Potential Index	65
Investments: Total \$	\$17,434,714
Average Spent	\$1,127.80
Spending Potential Index	78
Retail Goods: Total \$	\$308,883,250
Average Spent	\$19,980.80
Spending Potential Index	78
Shelter: Total \$	\$155,889,980
Average Spent	\$10,084.09
Spending Potential Index	65
TV/Video/Sound Equipment: Total \$	\$14,784,194
Average Spent	\$956.35
Spending Potential Index	79
Travel: Total \$	\$19,196,568
Average Spent	\$1,241.77
Spending Potential Index	67
Vehicle Maintenance & Repairs: Total \$	\$11,372,632
Average Spent	\$735.66
Spending Potential Index	79

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.