




**Site Type: Geography**

	2000 Total Population	2,818
	2000 Group Quarters	413
	2009 Total Population	3,018
	2014 Total Population	3,080
	2009 - 2014 Annual Rate	0.41%
	2000 Households	959
	2000 Average Household Size	2.51
	2009 Households	1,045
	2009 Average Household Size	2.69
	2014 Households	1,074
	2014 Average Household Size	2.67
	2009 - 2014 Annual Rate	0.55%
	2000 Families	642
	2000 Average Family Size	3.1
	2009 Families	707
	2009 Average Family Size	3.29
	2014 Families	719
	2014 Average Family Size	3.28
2009 - 2014 Annual Rate	0.34%	
	<b>2000 Housing Units</b>	1,026
	Owner Occupied Housing Units	63.4%
	Renter Occupied Housing Units	30.1%
	Vacant Housing Units	6.5%
	<b>2009 Housing Units</b>	1,133
	Owner Occupied Housing Units	69.9%
	Renter Occupied Housing Units	22.3%
	Vacant Housing Units	7.8%
	<b>2014 Housing Units</b>	1,155
	Owner Occupied Housing Units	70.4%
	Renter Occupied Housing Units	22.6%
	Vacant Housing Units	7.0%
	<b>Median Household Income</b>	
	2000	\$31,491
	2009	\$44,129
2014	\$46,237	
<b>Median Home Value</b>		
2000	\$83,077	
2009	\$104,040	
2014	\$111,783	
<b>Per Capita Income</b>		
2000	\$14,792	
2009	\$20,965	
2014	\$21,463	
<b>Median Age</b>		
2000	38.5	
2009	41.7	
2014	43.3	

**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.

**Site Type: Geography**



**2000 Households by Income**

Household Income Base	937
< \$15,000	21.1%
\$15,000 - \$24,999	19.5%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	14.7%
\$50,000 - \$74,999	19.5%
\$75,000 - \$99,999	7.0%
\$100,000 - \$149,999	3.3%
\$150,000 - \$199,999	0.3%
\$200,000+	0.2%
Average Household Income	\$39,283

**2009 Households by Income**

Household Income Base	1,044
< \$15,000	13.2%
\$15,000 - \$24,999	12.8%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	16.7%
\$50,000 - \$74,999	26.2%
\$75,000 - \$99,999	11.5%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	1.9%
\$200,000+	0.7%
Average Household Income	\$51,903

**2014 Households by Income**

Household Income Base	1,075
< \$15,000	12.6%
\$15,000 - \$24,999	12.4%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	19.2%
\$50,000 - \$74,999	26.5%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	4.9%
\$150,000 - \$199,999	2.0%
\$200,000+	0.7%
Average Household Income	\$52,609

**2000 Owner Occupied HUs by Value**

Total	636
<\$50,000	16.7%
\$50,000 - 99,999	50.6%
\$100,000 - 149,999	23.7%
\$150,000 - 199,999	4.6%
\$200,000 - \$299,999	4.4%
\$300,000 - 499,999	0.0%
\$500,000 - 999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$89,729

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

Total	316
With Cash Rent	89.9%
No Cash Rent	10.1%
Median Rent	\$365
Average Rent	\$334

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	2,818
0 - 4	7.0%
5 - 9	6.7%
10 - 14	6.0%
15 - 19	5.5%
20 - 24	6.0%
25 - 34	13.9%
35 - 44	13.3%
45 - 54	10.9%
55 - 64	9.5%
65 - 74	8.0%
75 - 84	7.4%
85+	5.9%
18+	77.0%

**2009 Population by Age**

Total	3,017
0 - 4	6.4%
5 - 9	6.5%
10 - 14	6.6%
15 - 19	6.0%
20 - 24	4.0%
25 - 34	10.6%
35 - 44	14.9%
45 - 54	14.4%
55 - 64	11.6%
65 - 74	8.7%
75 - 84	6.3%
85+	4.1%
18+	76.8%

**2014 Population by Age**

Total	3,080
0 - 4	6.0%
5 - 9	6.3%
10 - 14	6.8%
15 - 19	6.2%
20 - 24	4.7%
25 - 34	8.8%
35 - 44	13.8%
45 - 54	14.6%
55 - 64	12.6%
65 - 74	9.8%
75 - 84	6.2%
85+	4.2%
18+	77.1%

**2000 Population by Sex**

Males	47.9%
Females	52.1%

**2009 Population by Sex**

Males	48.5%
Females	51.5%

**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	2,818
White Alone	85.8%
Black Alone	6.5%
American Indian Alone	0.0%
Asian or Pacific Islander Alone	0.2%
Some Other Race Alone	6.3%
Two or More Races	1.1%
Hispanic Origin	18.8%
Diversity Index	48.5

**2009 Population by Race/Ethnicity**

Total	3,018
White Alone	86.2%
Black Alone	4.8%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	7.4%
Two or More Races	1.2%
Hispanic Origin	16.7%
Diversity Index	46.1

**2014 Population by Race/Ethnicity**

Total	3,081
White Alone	84.1%
Black Alone	4.8%
American Indian Alone	0.1%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	9.4%
Two or More Races	1.4%
Hispanic Origin	19.8%
Diversity Index	51.6



**2000 Population 3+ by School Enrollment**

Total	2,675
Enrolled in Nursery/Preschool	1.0%
Enrolled in Kindergarten	2.0%
Enrolled in Grade 1-8	10.1%
Enrolled in Grade 9-12	5.9%
Enrolled in College	1.7%
Enrolled in Grad/Prof School	0.1%
Not Enrolled in School	79.1%

**2009 Population 25+ by Educational Attainment**

Total	2,131
Less than 9th Grade	14.7%
9th - 12th Grade, No Diploma	10.9%
High School Graduate	37.4%
Some College, No Degree	17.0%
Associate Degree	7.6%
Bachelor's Degree	9.2%
Graduate/Professional Degree	3.1%

**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	2,433
Never Married	18.7%
Married	62.6%
Widowed	9.8%
Divorced	8.8%



**2000 Population 16+ by Employment Status**

Total	2,203
In Labor Force	54.1%
Civilian Employed	49.9%
Civilian Unemployed	4.2%
In Armed Forces	0.0%
Not in Labor Force	45.9%

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

Civilian Employed	88.2%
Civilian Unemployed	11.8%

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

Civilian Employed	92.1%
Civilian Unemployed	7.9%

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

Total	1,124
Own Children < 6 Only	6.0%
Employed/in Armed Forces	4.4%
Unemployed	0.5%
Not in Labor Force	1.2%
Own Children < 6 and 6-17 Only	3.5%
Employed/in Armed Forces	2.4%
Unemployed	0.0%
Not in Labor Force	1.1%
Own Children 6-17 Only	13.4%
Employed/in Armed Forces	10.9%
Unemployed	0.0%
Not in Labor Force	2.6%
No Own Children < 18	77.0%
Employed/in Armed Forces	28.4%
Unemployed	0.7%
Not in Labor Force	48.0%

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	1,222
Agriculture/Mining	0.7%
Construction	9.0%
Manufacturing	19.3%
Wholesale Trade	4.1%
Retail Trade	11.1%
Transportation/Utilities	3.6%
Information	2.6%
Finance/Insurance/Real Estate	3.3%
Services	41.2%
Public Administration	5.2%

**2009 Employed Population 16+ by Occupation**

Total	1,224
White Collar	51.6%
Management/Business/Financial	12.1%
Professional	17.9%
Sales	12.0%
Administrative Support	9.6%
Services	13.9%
Blue Collar	34.5%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	8.1%
Installation/Maintenance/Repair	6.0%
Production	11.8%
Transportation/Material Moving	8.1%



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

Total	1,059
Drove Alone - Car, Truck, or Van	69.2%
Carpooled - Car, Truck, or Van	28.0%
Public Transportation	0.0%
Walked	0.7%
Other Means	0.9%
Worked at Home	1.1%

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

Total	1,059
Did Not Work at Home	98.9%
Less than 5 minutes	5.4%
5 to 9 minutes	20.3%
10 to 19 minutes	14.7%
20 to 24 minutes	5.8%
25 to 34 minutes	29.9%
35 to 44 minutes	7.1%
45 to 59 minutes	6.3%
60 to 89 minutes	4.7%
90 or more minutes	4.6%
Worked at Home	1.1%
Average Travel Time to Work (in min)	26.6

**2000 Households by Vehicles Available**

Total	956
None	8.5%
1	35.0%
2	37.2%
3	15.2%
4	3.1%
5+	0.9%
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	959
Family Households	66.9%
Married-couple Family	49.8%
With Related Children	23.1%
Other Family (No Spouse)	17.1%
With Related Children	10.8%
Nonfamily Households	33.1%
Householder Living Alone	30.2%
Householder Not Living Alone	2.8%

Households with Related Children	34.0%
Households with Persons 65+	26.5%

**2000 Households by Size**

Total	959
1 Person Household	30.2%
2 Person Household	32.3%
3 Person Household	16.4%
4 Person Household	10.3%
5 Person Household	5.1%
6 Person Household	2.7%
7+ Person Household	2.9%

**2000 Households by Year Householder Moved In**

Total	956
Moved in 1999 to March 2000	15.4%
Moved in 1995 to 1998	27.4%
Moved in 1990 to 1994	9.3%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	12.7%
Moved in 1969 or Earlier	18.3%
Median Year Householder Moved In	1991



**2000 Housing Units by Units in Structure**

Total	998
1, Detached	75.4%
1, Attached	2.8%
2	2.8%
3 or 4	2.8%
5 to 9	1.6%
10 to 19	0.4%
20+	0.4%
Mobile Home	13.8%
Other	0.0%

**2000 Housing Units by Year Structure Built**


Total	998
1999 to March 2000	1.1%
1995 to 1998	8.0%
1990 to 1994	6.0%
1980 to 1989	11.7%
1970 to 1979	19.7%
1969 or Earlier	53.4%
Median Year Structure Built	1968

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

Site Type: Geography

**Top 3 Tapestry Segments**

- |    |  |                       |
|----|--|-----------------------|
| 1. |  | Salt of the Earth     |
| 2. |  | Heartland Communities |
| 3. |  | Southern Satellites   |

 **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 \$	\$1,308,164
Average Spent	\$1,251.83
Spending Potential Index	50
Computers & Accessories: Total \$	\$167,636
Average Spent	\$160.42
Spending Potential Index	70
Education: Total \$	\$827,995
Average Spent	\$792.34
Spending Potential Index	63
Entertainment/Recreation: Total \$	\$2,669,196
Average Spent	\$2,554.25
Spending Potential Index	79
Food at Home: Total \$	\$3,710,900
Average Spent	\$3,551.10
Spending Potential Index	78
Food Away from Home: Total \$	\$2,573,281
Average Spent	\$2,462.47
Spending Potential Index	74
Health Care: Total \$	\$3,447,505
Average Spent	\$3,299.05
Spending Potential Index	88
HH Furnishings & Equipment: Total \$	\$1,425,810
Average Spent	\$1,364.41
Spending Potential Index	63
Investments: Total \$	\$1,180,957
Average Spent	\$1,130.10
Spending Potential Index	79
Retail Goods: Total \$	\$20,281,602
Average Spent	\$19,408.23
Spending Potential Index	75
Shelter: Total \$	\$10,399,054
Average Spent	\$9,951.25
Spending Potential Index	64
TV/Video/Sound Equipment: Total \$	\$963,475
Average Spent	\$921.99
Spending Potential Index	76
Travel: Total \$	\$1,326,537
Average Spent	\$1,269.41
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$752,842
Average Spent	\$720.42
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.