




Site Type: Geography

	2000 Total Population	43,637
	2000 Group Quarters	381
	2009 Total Population	65,380
	2014 Total Population	77,599
	2009 - 2014 Annual Rate	3.49%
	2000 Households	16,736
	2000 Average Household Size	2.58
	2009 Households	25,119
	2009 Average Household Size	2.59
	2014 Households	29,863
	2014 Average Household Size	2.58
	2009 - 2014 Annual Rate	3.52%
	2000 Families	12,535
	2000 Average Family Size	3
	2009 Families	18,339
	2009 Average Family Size	3.03
	2014 Families	21,609
	2014 Average Family Size	3.04
	2009 - 2014 Annual Rate	3.34%
	2000 Housing Units	18,877
	Owner Occupied Housing Units	68.7%
	Renter Occupied Housing Units	20.0%
	Vacant Housing Units	11.3%
	2009 Housing Units	29,025
	Owner Occupied Housing Units	67.6%
	Renter Occupied Housing Units	19.0%
	Vacant Housing Units	13.5%
	2014 Housing Units	34,394
	Owner Occupied Housing Units	68.0%
	Renter Occupied Housing Units	18.8%
	Vacant Housing Units	13.2%
	Median Household Income	
	2000	\$50,606
	2009	\$64,580
	2014	\$64,592
	Median Home Value	
	2000	\$149,669
	2009	\$251,718
	2014	\$309,701
	Per Capita Income	
	2000	\$25,696
	2009	\$30,891
	2014	\$32,002
	Median Age	
	2000	36.4
	2009	38.5
	2014	38.9

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	16,759
< \$15,000	10.5%
\$15,000 - \$24,999	10.0%
\$25,000 - \$34,999	12.4%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	22.7%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	9.0%
\$150,000 - \$199,999	2.6%
\$200,000+	3.1%
Average Household Income	\$66,467

2009 Households by Income

Household Income Base	25,119
< \$15,000	6.9%
\$15,000 - \$24,999	7.4%
\$25,000 - \$34,999	7.7%
\$35,000 - \$49,999	13.7%
\$50,000 - \$74,999	22.6%
\$75,000 - \$99,999	20.6%
\$100,000 - \$149,999	12.6%
\$150,000 - \$199,999	4.3%
\$200,000+	4.3%
Average Household Income	\$80,183

2014 Households by Income

Household Income Base	29,863
< \$15,000	6.4%
\$15,000 - \$24,999	6.9%
\$25,000 - \$34,999	7.0%
\$35,000 - \$49,999	12.6%
\$50,000 - \$74,999	25.2%
\$75,000 - \$99,999	20.6%
\$100,000 - \$149,999	12.5%
\$150,000 - \$199,999	4.3%
\$200,000+	4.5%
Average Household Income	\$82,948

2000 Owner Occupied HUs by Value

Total	12,951
<\$50,000	6.8%
\$50,000 - 99,999	22.2%
\$100,000 - 149,999	21.1%
\$150,000 - 199,999	17.5%
\$200,000 - \$299,999	17.5%
\$300,000 - 499,999	10.4%
\$500,000 - 999,999	4.2%
\$1,000,000+	0.3%
Average Home Value	\$193,193

2000 Specified Renter Occupied HUs by Contract Rent

Total	3,728
With Cash Rent	92.5%
No Cash Rent	7.5%
Median Rent	\$490
Average Rent	\$507

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	43,635
0 - 4	7.1%
5 - 9	8.0%
10 - 14	7.7%
15 - 19	5.6%
20 - 24	4.7%
25 - 34	14.1%
35 - 44	18.9%
45 - 54	13.9%
55 - 64	9.2%
65 - 74	6.3%
75 - 84	3.5%
85+	1.1%
18+	73.4%

2009 Population by Age

Total	65,380
0 - 4	7.0%
5 - 9	7.3%
10 - 14	7.4%
15 - 19	6.8%
20 - 24	4.8%
25 - 34	11.5%
35 - 44	15.7%
45 - 54	16.8%
55 - 64	11.5%
65 - 74	6.3%
75 - 84	3.6%
85+	1.3%
18+	73.9%

2014 Population by Age

Total	77,599
0 - 4	6.8%
5 - 9	7.3%
10 - 14	7.4%
15 - 19	6.6%
20 - 24	5.1%
25 - 34	11.5%
35 - 44	14.1%
45 - 54	16.1%
55 - 64	12.7%
65 - 74	7.5%
75 - 84	3.5%
85+	1.4%
18+	74.4%

2000 Population by Sex

Males	49.6%
Females	50.4%

2009 Population by Sex

Males	49.8%
Females	50.2%

2014 Population by Sex

Males	49.9%
Females	50.1%

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	43,638
White Alone	88.8%
Black Alone	8.4%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	0.7%
Two or More Races	0.8%
Hispanic Origin	1.7%
Diversity Index	23.2

2009 Population by Race/Ethnicity

Total	65,380
White Alone	87.1%
Black Alone	8.8%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	1.5%
Some Other Race Alone	1.2%
Two or More Races	1.0%
Hispanic Origin	2.6%
Diversity Index	27.2

2014 Population by Race/Ethnicity

Total	77,599
White Alone	86.4%
Black Alone	8.8%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.8%
Some Other Race Alone	1.5%
Two or More Races	1.1%
Hispanic Origin	3.1%
Diversity Index	29.1



2000 Population 3+ by School Enrollment

Total	41,701
Enrolled in Nursery/Preschool	2.0%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	13.2%
Enrolled in Grade 9-12	5.4%
Enrolled in College	2.5%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	74.7%

2009 Population 25+ by Educational Attainment

Total	43,573
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	9.3%
High School Graduate	30.1%
Some College, No Degree	21.1%
Associate Degree	9.8%
Bachelor's Degree	18.4%
Graduate/Professional Degree	7.3%

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	51,175
Never Married	19.5%
Married	66.3%
Widowed	5.1%
Divorced	9.1%



2000 Population 16+ by Employment Status

Total	33,094
In Labor Force	68.7%
Civilian Employed	66.6%
Civilian Unemployed	2.0%
In Armed Forces	0.1%
Not in Labor Force	31.3%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	86.6%
Civilian Unemployed	13.4%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	90.2%
Civilian Unemployed	9.8%

2000 Females 16+ by Employment Status and Age of Children

Total	16,915
Own Children < 6 Only	9.1%
Employed/in Armed Forces	5.4%
Unemployed	0.3%
Not in Labor Force	3.4%
Own Children < 6 and 6-17 Only	7.1%
Employed/in Armed Forces	3.7%
Unemployed	0.0%
Not in Labor Force	3.3%
Own Children 6-17 Only	20.3%
Employed/in Armed Forces	15.9%
Unemployed	0.4%
Not in Labor Force	4.0%
No Own Children < 18	63.5%
Employed/in Armed Forces	32.7%
Unemployed	0.9%
Not in Labor Force	29.9%

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	29,148
Agriculture/Mining	0.9%
Construction	9.8%
Manufacturing	14.1%
Wholesale Trade	4.2%
Retail Trade	11.3%
Transportation/Utilities	6.1%
Information	1.9%
Finance/Insurance/Real Estate	7.2%
Services	41.4%
Public Administration	3.1%

2009 Employed Population 16+ by Occupation

Total	29,148
White Collar	59.5%
Management/Business/Financial	15.5%
Professional	19.8%
Sales	12.7%
Administrative Support	11.6%
Services	12.7%
Blue Collar	27.7%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	7.1%
Installation/Maintenance/Repair	5.8%
Production	8.8%
Transportation/Material Moving	5.6%



2000 Workers 16+ by Means of Transportation to Work

Total	21,651
Drove Alone - Car, Truck, or Van	83.7%
Carpooled - Car, Truck, or Van	11.6%
Public Transportation	0.2%
Walked	0.6%
Other Means	0.8%
Worked at Home	3.1%

2000 Workers 16+ by Travel Time to Work

Total	21,652
Did Not Work at Home	96.9%
Less than 5 minutes	2.1%
5 to 9 minutes	9.0%
10 to 19 minutes	28.9%
20 to 24 minutes	11.5%
25 to 34 minutes	16.3%
35 to 44 minutes	6.7%
45 to 59 minutes	11.5%
60 to 89 minutes	8.8%
90 or more minutes	2.2%
Worked at Home	3.1%
Average Travel Time to Work (in min)	28.3

2000 Households by Vehicles Available

Total	16,753
None	4.8%
1	25.1%
2	46.4%
3	16.7%
4	5.4%
5+	1.6%
Average Number of Vehicles Available	2.0

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	16,735
Family Households	74.9%
Married-couple Family	62.3%
With Related Children	30.1%
Other Family (No Spouse)	12.6%
With Related Children	8.4%
Nonfamily Households	25.1%
Householder Living Alone	20.6%
Householder Not Living Alone	4.5%
Households with Related Children	38.5%
Households with Persons 65+	19.5%

2000 Households by Size

Total	16,736
1 Person Household	20.6%
2 Person Household	36.2%
3 Person Household	18.3%
4 Person Household	16.6%
5 Person Household	6.1%
6 Person Household	1.7%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	16,753
Moved in 1999 to March 2000	22.5%
Moved in 1995 to 1998	33.5%
Moved in 1990 to 1994	14.8%
Moved in 1980 to 1989	12.9%
Moved in 1970 to 1979	8.1%
Moved in 1969 or Earlier	8.2%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	18,868
1, Detached	75.3%
1, Attached	1.3%
2	1.5%
3 or 4	1.4%
5 to 9	3.5%
10 to 19	2.9%
20+	0.9%
Mobile Home	13.2%
Other	0.0%

2000 Housing Units by Year Structure Built


Total	18,872
1999 to March 2000	7.9%
1995 to 1998	22.7%
1990 to 1994	13.2%
1980 to 1989	16.6%
1970 to 1979	13.9%
1969 or Earlier	25.7%
Median Year Structure Built	1986

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

Site Type: Geography

Top 3 Tapestry Segments

- | | | |
|----|--|------------------------|
| 1. | | Up and Coming Families |
| 2. | | Exurbanites |
| 3. | | Midland Crowd |

 **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 \$	\$49,685,063
Average Spent	\$1,977.99
Spending Potential Index	79
Computers & Accessories: Total \$	\$6,512,791
Average Spent	\$259.28
Spending Potential Index	114
Education: Total \$	\$35,887,064
Average Spent	\$1,428.68
Spending Potential Index	114
Entertainment/Recreation: Total \$	\$93,658,037
Average Spent	\$3,728.57
Spending Potential Index	115
Food at Home: Total \$	\$125,844,671
Average Spent	\$5,009.94
Spending Potential Index	110
Food Away from Home: Total \$	\$94,100,342
Average Spent	\$3,746.18
Spending Potential Index	113
Health Care: Total \$	\$105,652,192
Average Spent	\$4,206.07
Spending Potential Index	112
HH Furnishings & Equipment: Total \$	\$56,421,339
Average Spent	\$2,246.16
Spending Potential Index	103
Investments: Total \$	\$40,943,481
Average Spent	\$1,629.98
Spending Potential Index	113
Retail Goods: Total \$	\$705,395,082
Average Spent	\$28,082.13
Spending Potential Index	109
Shelter: Total \$	\$440,017,746
Average Spent	\$17,517.33
Spending Potential Index	112
TV/Video/Sound Equipment: Total \$	\$34,102,447
Average Spent	\$1,357.64
Spending Potential Index	112
Travel: Total \$	\$53,205,061
Average Spent	\$2,118.12
Spending Potential Index	115
Vehicle Maintenance & Repairs: Total \$	\$26,392,740
Average Spent	\$1,050.71
Spending Potential Index	112

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.