



Site Type: Geography



2000 Households by Income

Household Income Base	37,796
< \$15,000	20.8%
\$15,000 - \$24,999	18.4%
\$25,000 - \$34,999	16.0%
\$35,000 - \$49,999	17.2%
\$50,000 - \$74,999	14.8%
\$75,000 - \$99,999	6.7%
\$100,000 - \$149,999	4.1%
\$150,000 - \$199,999	0.7%
\$200,000+	1.3%
Average Household Income	\$42,947

2009 Households by Income

Household Income Base	41,586
< \$15,000	14.5%
\$15,000 - \$24,999	13.8%
\$25,000 - \$34,999	12.8%
\$35,000 - \$49,999	17.9%
\$50,000 - \$74,999	21.2%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	6.9%
\$150,000 - \$199,999	1.9%
\$200,000+	1.7%
Average Household Income	\$54,117

2014 Households by Income

Household Income Base	43,899
< \$15,000	13.8%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	11.7%
\$35,000 - \$49,999	19.4%
\$50,000 - \$74,999	22.3%
\$75,000 - \$99,999	9.1%
\$100,000 - \$149,999	7.3%
\$150,000 - \$199,999	1.9%
\$200,000+	1.8%
Average Household Income	\$55,542

2000 Owner Occupied HUs by Value

Total	26,908
<\$50,000	27.3%
\$50,000 - 99,999	38.7%
\$100,000 - 149,999	15.8%
\$150,000 - 199,999	8.6%
\$200,000 - \$299,999	5.7%
\$300,000 - 499,999	2.9%
\$500,000 - 999,999	0.9%
\$1,000,000+	0.1%
Average Home Value	\$103,278

2000 Specified Renter Occupied HUs by Contract Rent

Total	10,764
With Cash Rent	89.9%
No Cash Rent	10.1%
Median Rent	\$361
Average Rent	\$394

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			88,068
0 - 4			5.5%
5 - 9			5.7%
10 - 14			6.2%
15 - 19			6.1%
20 - 24			5.0%
25 - 34			11.1%
35 - 44			14.1%
45 - 54			13.5%
55 - 64			11.6%
65 - 74			11.4%
75 - 84			7.4%
85+			2.4%
18+			78.7%
		2009 Population by Age	
Total			97,839
0 - 4			5.4%
5 - 9			5.3%
10 - 14			5.5%
15 - 19			5.6%
20 - 24			4.9%
25 - 34			10.3%
35 - 44			11.8%
45 - 54			14.4%
55 - 64			14.7%
65 - 74			11.3%
75 - 84			7.7%
85+			3.0%
18+			80.3%
		2014 Population by Age	
Total			103,107
0 - 4			5.2%
5 - 9			5.2%
10 - 14			5.5%
15 - 19			5.4%
20 - 24			4.7%
25 - 34			10.1%
35 - 44			11.2%
45 - 54			12.9%
55 - 64			15.6%
65 - 74			13.3%
75 - 84			7.7%
85+			3.2%
18+			80.8%
		2000 Population by Sex	
Males			48.6%
Females			51.4%
		2009 Population by Sex	
Males			48.7%
Females			51.3%
		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.



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2000 Population by Race/Ethnicity

Total	88,068
White Alone	88.9%
Black Alone	7.8%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	0.7%
Two or More Races	1.5%
Hispanic Origin	2.6%
Diversity Index	24.4

2009 Population by Race/Ethnicity

Total	97,839
White Alone	86.9%
Black Alone	8.8%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	1.1%
Two or More Races	1.8%
Hispanic Origin	3.9%
Diversity Index	29.5

2014 Population by Race/Ethnicity

Total	103,107
White Alone	85.7%
Black Alone	9.3%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	0.9%
Some Other Race Alone	1.4%
Two or More Races	2.0%
Hispanic Origin	4.9%
Diversity Index	32.7



2000 Population 3+ by School Enrollment

Total	85,043
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	10.7%
Enrolled in Grade 9-12	5.1%
Enrolled in College	2.8%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	78.6%

2009 Population 25+ by Educational Attainment

Total	71,699
Less than 9th Grade	5.7%
9th - 12th Grade, No Diploma	12.3%
High School Graduate	33.5%
Some College, No Degree	23.3%
Associate Degree	5.5%
Bachelor's Degree	12.9%
Graduate/Professional Degree	6.8%

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	81,985
Never Married	19.0%
Married	57.3%
Widowed	9.1%
Divorced	14.7%



2000 Population 16+ by Employment Status

Total	71,338
In Labor Force	54.1%
Civilian Employed	51.2%
Civilian Unemployed	2.7%
In Armed Forces	0.1%
Not in Labor Force	45.9%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	91.3%
Civilian Unemployed	8.7%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	94.0%
Civilian Unemployed	6.0%

2000 Females 16+ by Employment Status and Age of Children

Total	37,512
Own Children < 6 Only	6.1%
Employed/in Armed Forces	3.7%
Unemployed	0.3%
Not in Labor Force	2.1%
Own Children < 6 and 6-17 Only	4.0%
Employed/in Armed Forces	2.3%
Unemployed	0.2%
Not in Labor Force	1.6%
Own Children 6-17 Only	15.0%
Employed/in Armed Forces	11.0%
Unemployed	0.4%
Not in Labor Force	3.6%
No Own Children < 18	74.9%
Employed/in Armed Forces	29.0%
Unemployed	1.4%
Not in Labor Force	44.5%

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	39,869
Agriculture/Mining	1.7%
Construction	10.7%
Manufacturing	8.6%
Wholesale Trade	2.5%
Retail Trade	13.8%
Transportation/Utilities	3.5%
Information	1.1%
Finance/Insurance/Real Estate	5.4%
Services	49.3%
Public Administration	3.4%

2009 Employed Population 16+ by Occupation

Total	39,869
White Collar	53.1%
Management/Business/Financial	9.9%
Professional	19.7%
Sales	12.9%
Administrative Support	10.6%
Services	21.8%
Blue Collar	25.1%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	8.8%
Installation/Maintenance/Repair	3.8%
Production	5.9%
Transportation/Material Moving	6.0%



2000 Workers 16+ by Means of Transportation to Work

Total	36,185
Drove Alone - Car, Truck, or Van	78.9%
Carpooled - Car, Truck, or Van	13.9%
Public Transportation	1.0%
Walked	2.4%
Other Means	1.1%
Worked at Home	2.7%

2000 Workers 16+ by Travel Time to Work

Total	36,185
Did Not Work at Home	97.3%
Less than 5 minutes	3.4%
5 to 9 minutes	12.4%
10 to 19 minutes	39.9%
20 to 24 minutes	14.7%
25 to 34 minutes	15.0%
35 to 44 minutes	3.1%
45 to 59 minutes	3.3%
60 to 89 minutes	3.5%
90 or more minutes	1.9%
Worked at Home	2.7%
Average Travel Time to Work (in min)	21.1

2000 Households by Vehicles Available

Total	37,813
None	8.5%
1	38.7%
2	39.7%
3	10.3%
4	2.1%
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	37,813
Family Households	66.8%
Married-couple Family	53.2%
With Related Children	18.6%
Other Family (No Spouse)	13.6%
With Related Children	9.0%
Nonfamily Households	33.2%
Householder Living Alone	28.8%
Householder Not Living Alone	4.4%
Households with Related Children	27.5%
Households with Persons 65+	34.2%

2000 Households by Size

Total	37,813
1 Person Household	28.8%
2 Person Household	40.1%
3 Person Household	14.3%
4 Person Household	10.7%
5 Person Household	4.2%
6 Person Household	1.2%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	37,813
Moved in 1999 to March 2000	20.9%
Moved in 1995 to 1998	29.2%
Moved in 1990 to 1994	17.1%
Moved in 1980 to 1989	16.6%
Moved in 1970 to 1979	9.1%
Moved in 1969 or Earlier	7.2%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	44,953
1, Detached	64.5%
1, Attached	3.2%
2	1.9%
3 or 4	4.2%
5 to 9	3.7%
10 to 19	1.5%
20+	4.2%
Mobile Home	16.4%
Other	0.4%

2000 Housing Units by Year Structure Built

Total	44,953
1999 to March 2000	2.1%
1995 to 1998	9.5%
1990 to 1994	8.5%
1980 to 1989	20.8%
1970 to 1979	21.0%
1969 or Earlier	38.1%
Median Year Structure Built	1976


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



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Top 3 Tapestry Segments

- 1. Rooted Rural
- 2. Rural Resort Dwellers
- 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 \$	\$54,111,864
Average Spent	\$1,301.20
Spending Potential Index	52
Computers & Accessories: Total \$	\$6,966,574
Average Spent	\$167.52
Spending Potential Index	73
Education: Total \$	\$34,286,310
Average Spent	\$824.47
Spending Potential Index	66
Entertainment/Recreation: Total \$	\$107,146,200
Average Spent	\$2,576.50
Spending Potential Index	80
Food at Home: Total \$	\$150,633,923
Average Spent	\$3,622.23
Spending Potential Index	79
Food Away from Home: Total \$	\$105,495,604
Average Spent	\$2,536.81
Spending Potential Index	76
Health Care: Total \$	\$140,352,767
Average Spent	\$3,375.00
Spending Potential Index	90
HH Furnishings & Equipment: Total \$	\$60,804,343
Average Spent	\$1,462.13
Spending Potential Index	67
Investments: Total \$	\$51,435,308
Average Spent	\$1,236.84
Spending Potential Index	86
Retail Goods: Total \$	\$821,633,909
Average Spent	\$19,757.46
Spending Potential Index	77
Shelter: Total \$	\$461,589,695
Average Spent	\$11,099.64
Spending Potential Index	71
TV/Video/Sound Equipment: Total \$	\$39,454,702
Average Spent	\$948.75
Spending Potential Index	78
Travel: Total \$	\$57,220,452
Average Spent	\$1,375.95
Spending Potential Index	75
Vehicle Maintenance & Repairs: Total \$	\$31,168,379
Average Spent	\$749.49
Spending Potential Index	80

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.