






Site Type: Geography

	2000 Total Population	201,401
	2000 Group Quarters	3,348
	2009 Total Population	290,881
	2014 Total Population	338,022
	2009 - 2014 Annual Rate	3.05%
	2000 Households	67,454
	2000 Average Household Size	2.94
	2009 Households	97,626
	2009 Average Household Size	2.94
	2014 Households	113,556
	2014 Average Household Size	2.94
	2009 - 2014 Annual Rate	3.07%
	2000 Families	54,003
	2000 Average Family Size	3.29
	2009 Families	76,699
2009 Average Family Size	3.33	
2014 Families	88,225	
2014 Average Family Size	3.35	
2009 - 2014 Annual Rate	2.84%	
	2000 Housing Units	71,062
	Owner Occupied Housing Units	71.8%
	Renter Occupied Housing Units	23.2%
	Vacant Housing Units	5.1%
	2009 Housing Units	103,901
	Owner Occupied Housing Units	71.0%
	Renter Occupied Housing Units	23.0%
	Vacant Housing Units	6.0%
	2014 Housing Units	120,724
	Owner Occupied Housing Units	72.7%
	Renter Occupied Housing Units	21.4%
	Vacant Housing Units	5.9%
Median Household Income		
2000	\$57,316	
2009	\$70,110	
2014	\$69,724	
Median Home Value		
2000	\$90,132	
2009	\$124,071	
2014	\$144,540	
Per Capita Income		
2000	\$23,580	
2009	\$29,205	
2014	\$29,579	
Median Age		
2000	32.4	
2009	33.8	
2014	33.9	

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	67,682
< \$15,000	9.0%
\$15,000 - \$24,999	8.2%
\$25,000 - \$34,999	9.6%
\$35,000 - \$49,999	15.5%
\$50,000 - \$74,999	23.8%
\$75,000 - \$99,999	15.0%
\$100,000 - \$149,999	12.4%
\$150,000 - \$199,999	3.6%
\$200,000+	2.9%
Average Household Income	\$69,685

2009 Households by Income

Household Income Base	97,626
< \$15,000	6.3%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	6.7%
\$35,000 - \$49,999	9.3%
\$50,000 - \$74,999	25.7%
\$75,000 - \$99,999	19.1%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	5.9%
\$200,000+	4.7%
Average Household Income	\$86,477

2014 Households by Income

Household Income Base	113,556
< \$15,000	5.7%
\$15,000 - \$24,999	5.5%
\$25,000 - \$34,999	6.1%
\$35,000 - \$49,999	8.3%
\$50,000 - \$74,999	29.5%
\$75,000 - \$99,999	18.5%
\$100,000 - \$149,999	15.9%
\$150,000 - \$199,999	5.9%
\$200,000+	4.6%
Average Household Income	\$87,523

2000 Owner Occupied HUs by Value

Total	51,010
<\$50,000	12.5%
\$50,000 - 99,999	45.2%
\$100,000 - 149,999	23.2%
\$150,000 - 199,999	10.5%
\$200,000 - \$299,999	5.9%
\$300,000 - 499,999	2.0%
\$500,000 - 999,999	0.6%
\$1,000,000+	0.2%
Average Home Value	\$111,926

2000 Specified Renter Occupied HUs by Contract Rent

Total	16,506
With Cash Rent	95.0%
No Cash Rent	5.0%
Median Rent	\$608
Average Rent	\$600

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	201,394
0 - 4	7.8%
5 - 9	8.7%
10 - 14	9.0%
15 - 19	8.3%
20 - 24	5.8%
25 - 34	14.3%
35 - 44	17.6%
45 - 54	15.1%
55 - 64	7.6%
65 - 74	3.6%
75 - 84	1.7%
85+	0.5%
18+	69.2%
2009 Population by Age	
Total	290,881
0 - 4	7.9%
5 - 9	7.7%
10 - 14	7.6%
15 - 19	7.6%
20 - 24	6.5%
25 - 34	14.3%
35 - 44	14.7%
45 - 54	15.1%
55 - 64	11.0%
65 - 74	4.8%
75 - 84	2.1%
85+	0.7%
18+	72.1%
2014 Population by Age	
Total	338,022
0 - 4	7.9%
5 - 9	7.8%
10 - 14	7.7%
15 - 19	6.9%
20 - 24	6.4%
25 - 34	15.1%
35 - 44	14.0%
45 - 54	13.5%
55 - 64	11.4%
65 - 74	6.3%
75 - 84	2.2%
85+	0.7%
18+	72.4%
2000 Population by Sex	
Males	49.8%
Females	50.2%
2009 Population by Sex	
Males	49.6%
Females	50.4%
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.



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2000 Population by Race/Ethnicity

Total	201,402
White Alone	77.9%
Black Alone	11.1%
American Indian Alone	0.4%
Asian or Pacific Islander Alone	2.1%
Some Other Race Alone	6.3%
Two or More Races	2.1%
Hispanic Origin	16.0%
Diversity Index	54.7

2009 Population by Race/Ethnicity

Total	290,881
White Alone	72.0%
Black Alone	12.5%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	2.8%
Some Other Race Alone	9.4%
Two or More Races	2.8%
Hispanic Origin	23.6%
Diversity Index	65.8

2014 Population by Race/Ethnicity

Total	338,022
White Alone	69.2%
Black Alone	12.8%
American Indian Alone	0.5%
Asian or Pacific Islander Alone	3.3%
Some Other Race Alone	11.2%
Two or More Races	3.1%
Hispanic Origin	27.9%
Diversity Index	70.4



2000 Population 3+ by School Enrollment

Total	192,837
Enrolled in Nursery/Preschool	2.3%
Enrolled in Kindergarten	1.7%
Enrolled in Grade 1-8	15.2%
Enrolled in Grade 9-12	7.5%
Enrolled in College	4.3%
Enrolled in Grad/Prof School	0.7%
Not Enrolled in School	68.2%

2009 Population 25+ by Educational Attainment

Total	182,138
Less than 9th Grade	5.6%
9th - 12th Grade, No Diploma	9.2%
High School Graduate	29.0%
Some College, No Degree	24.1%
Associate Degree	6.2%
Bachelor's Degree	18.3%
Graduate/Professional Degree	7.7%

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	223,210
Never Married	26.3%
Married	59.8%
Widowed	4.1%
Divorced	9.9%



2000 Population 16+ by Employment Status

Total	147,162
In Labor Force	69.0%
Civilian Employed	66.0%
Civilian Unemployed	3.0%
In Armed Forces	0.0%
Not in Labor Force	31.0%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	92.0%
Civilian Unemployed	8.0%

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	74,571
Own Children < 6 Only	9.4%
Employed/in Armed Forces	5.1%
Unemployed	0.4%
Not in Labor Force	4.0%
Own Children < 6 and 6-17 Only	8.4%
Employed/in Armed Forces	4.5%
Unemployed	0.4%
Not in Labor Force	3.5%
Own Children 6-17 Only	24.1%
Employed/in Armed Forces	15.9%
Unemployed	0.7%
Not in Labor Force	7.5%
No Own Children < 18	58.1%
Employed/in Armed Forces	32.7%
Unemployed	1.6%
Not in Labor Force	23.8%

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	129,597
Agriculture/Mining	3.4%
Construction	8.4%
Manufacturing	7.6%
Wholesale Trade	4.6%
Retail Trade	10.8%
Transportation/Utilities	10.2%
Information	1.6%
Finance/Insurance/Real Estate	6.9%
Services	42.9%
Public Administration	3.6%

2009 Employed Population 16+ by Occupation

Total	129,597
White Collar	64.2%
Management/Business/Financial	16.2%
Professional	20.5%
Sales	12.7%
Administrative Support	14.8%
Services	15.0%
Blue Collar	20.7%
Farming/Forestry/Fishing	0.0%
Construction/Extraction	6.2%
Installation/Maintenance/Repair	3.9%
Production	4.7%
Transportation/Material Moving	6.0%



2000 Workers 16+ by Means of Transportation to Work

Total	95,221
Drove Alone - Car, Truck, or Van	81.4%
Carpooled - Car, Truck, or Van	11.4%
Public Transportation	2.3%
Walked	1.1%
Other Means	1.0%
Worked at Home	2.8%

2000 Workers 16+ by Travel Time to Work

Total	95,225
Did Not Work at Home	97.2%
Less than 5 minutes	1.4%
5 to 9 minutes	6.3%
10 to 19 minutes	21.2%
20 to 24 minutes	11.4%
25 to 34 minutes	19.5%
35 to 44 minutes	10.0%
45 to 59 minutes	15.9%
60 to 89 minutes	9.1%
90 or more minutes	2.3%
Worked at Home	2.8%
Average Travel Time to Work (in min)	32.1

2000 Households by Vehicles Available

Total	67,558
None	4.5%
1	27.2%
2	49.7%
3	14.4%
4	3.4%
5+	0.8%
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	67,456
Family Households	80.1%
Married-couple Family	64.1%
With Related Children	36.8%
Other Family (No Spouse)	15.9%
With Related Children	11.6%
Nonfamily Households	19.9%
Householder Living Alone	16.0%
Householder Not Living Alone	3.9%
Households with Related Children	48.3%
Households with Persons 65+	12.6%

2000 Households by Size

Total	67,454
1 Person Household	16.0%
2 Person Household	30.2%
3 Person Household	20.3%
4 Person Household	19.6%
5 Person Household	8.9%
6 Person Household	3.2%
7+ Person Household	1.9%

2000 Households by Year Householder Moved In

Total	67,557
Moved in 1999 to March 2000	23.1%
Moved in 1995 to 1998	32.7%
Moved in 1990 to 1994	17.2%
Moved in 1980 to 1989	16.9%
Moved in 1970 to 1979	7.8%
Moved in 1969 or Earlier	2.2%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	71,160
1, Detached	74.5%
1, Attached	1.7%
2	0.6%
3 or 4	2.3%
5 to 9	2.1%
10 to 19	2.7%
20+	7.0%
Mobile Home	8.8%
Other	0.1%

2000 Housing Units by Year Structure Built

Total	71,144
1999 to March 2000	5.0%
1995 to 1998	12.8%
1990 to 1994	9.8%
1980 to 1989	31.5%
1970 to 1979	30.8%
1969 or Earlier	10.1%
Median Year Structure Built	1983


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



Site Type: Geography

Top 3 Tapestry Segments

- 1. Milk and Cookies
- 2. Up and Coming Families
- 3. Crossroads

 **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 \$	\$209,996,670
Average Spent	\$2,151.03
Spending Potential Index	86
Computers & Accessories: Total \$	\$27,738,736
Average Spent	\$284.13
Spending Potential Index	124
Education: Total \$	\$149,874,581
Average Spent	\$1,535.19
Spending Potential Index	122
Entertainment/Recreation: Total \$	\$386,923,750
Average Spent	\$3,963.33
Spending Potential Index	122
Food at Home: Total \$	\$525,348,930
Average Spent	\$5,381.24
Spending Potential Index	118
Food Away from Home: Total \$	\$396,678,445
Average Spent	\$4,063.25
Spending Potential Index	122
Health Care: Total \$	\$423,144,798
Average Spent	\$4,334.35
Spending Potential Index	115
HH Furnishings & Equipment: Total \$	\$238,745,534
Average Spent	\$2,445.51
Spending Potential Index	113
Investments: Total \$	\$162,123,995
Average Spent	\$1,660.66
Spending Potential Index	115
Retail Goods: Total \$	\$2,935,170,502
Average Spent	\$30,065.46
Spending Potential Index	117
Shelter: Total \$	\$1,889,083,266
Average Spent	\$19,350.21
Spending Potential Index	124
TV/Video/Sound Equipment: Total \$	\$143,054,317
Average Spent	\$1,465.33
Spending Potential Index	121
Travel: Total \$	\$221,060,672
Average Spent	\$2,264.36
Spending Potential Index	123
Vehicle Maintenance & Repairs: Total \$	\$110,142,111
Average Spent	\$1,128.20
Spending Potential Index	121

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.