




Site Type: Geography

	2000 Total Population	255,225
	2000 Group Quarters	7,849
	2009 Total Population	278,551
	2014 Total Population	291,137
	2009 - 2014 Annual Rate	0.89%
	2000 Households	99,775
	2000 Average Household Size	2.48
	2009 Households	111,491
	2009 Average Household Size	2.43
	2014 Households	117,359
	2014 Average Household Size	2.41
	2009 - 2014 Annual Rate	1.03%
	2000 Families	69,934
	2000 Average Family Size	2.96
	2009 Families	74,913
	2009 Average Family Size	2.94
	2014 Families	77,168
	2014 Average Family Size	2.94
2009 - 2014 Annual Rate	0.59%	
	2000 Housing Units	112,237
	Owner Occupied Housing Units	63.9%
	Renter Occupied Housing Units	25.0%
	Vacant Housing Units	11.1%
	2009 Housing Units	127,754
	Owner Occupied Housing Units	62.7%
	Renter Occupied Housing Units	24.6%
	Vacant Housing Units	12.7%
	2014 Housing Units	134,249
	Owner Occupied Housing Units	62.4%
	Renter Occupied Housing Units	25.1%
	Vacant Housing Units	12.6%
Median Household Income		
2000	\$31,650	
2009	\$41,135	
2014	\$44,063	
Median Home Value		
2000	\$74,509	
2009	\$97,778	
2014	\$106,721	
Per Capita Income		
2000	\$16,624	
2009	\$20,846	
2014	\$21,708	
Median Age		
2000	35.6	
2009	37.4	
2014	38.3	

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.

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2000 Households by Income

Household Income Base	99,802
< \$15,000	23.7%
\$15,000 - \$24,999	16.2%
\$25,000 - \$34,999	14.5%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	17.1%
\$75,000 - \$99,999	6.4%
\$100,000 - \$149,999	3.2%
\$150,000 - \$199,999	0.7%
\$200,000+	1.2%
Average Household Income	\$41,961

2009 Households by Income

Household Income Base	111,483
< \$15,000	17.7%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.9%
\$35,000 - \$49,999	16.6%
\$50,000 - \$74,999	20.6%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	5.2%
\$150,000 - \$199,999	1.5%
\$200,000+	1.5%
Average Household Income	\$51,243

2014 Households by Income

Household Income Base	117,351
< \$15,000	17.2%
\$15,000 - \$24,999	11.6%
\$25,000 - \$34,999	11.1%
\$35,000 - \$49,999	18.9%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	10.7%
\$100,000 - \$149,999	5.5%
\$150,000 - \$199,999	1.6%
\$200,000+	1.6%
Average Household Income	\$52,948

2000 Owner Occupied HUs by Value

Total	71,673
<\$50,000	28.9%
\$50,000 - 99,999	41.8%
\$100,000 - 149,999	16.1%
\$150,000 - 199,999	7.1%
\$200,000 - \$299,999	4.0%
\$300,000 - 499,999	1.3%
\$500,000 - 999,999	0.6%
\$1,000,000+	0.1%
Average Home Value	\$91,043

2000 Specified Renter Occupied HUs by Contract Rent

Total	26,280
With Cash Rent	90.2%
No Cash Rent	9.8%
Median Rent	\$335
Average Rent	\$332

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	255,225
0 - 4	6.5%
5 - 9	6.8%
10 - 14	6.7%
15 - 19	7.8%
20 - 24	7.8%
25 - 34	13.5%
35 - 44	15.3%
45 - 54	13.2%
55 - 64	9.6%
65 - 74	6.9%
75 - 84	4.4%
85+	1.6%
18+	75.7%

2009 Population by Age

Total	278,551
0 - 4	6.5%
5 - 9	6.5%
10 - 14	6.5%
15 - 19	7.1%
20 - 24	6.8%
25 - 34	13.2%
35 - 44	13.6%
45 - 54	14.5%
55 - 64	11.9%
65 - 74	7.3%
75 - 84	4.3%
85+	1.8%
18+	76.6%

2014 Population by Age

Total	291,137
0 - 4	6.3%
5 - 9	6.4%
10 - 14	6.6%
15 - 19	7.0%
20 - 24	7.0%
25 - 34	12.2%
35 - 44	13.5%
45 - 54	13.5%
55 - 64	12.8%
65 - 74	8.5%
75 - 84	4.4%
85+	1.8%
18+	76.8%

2000 Population by Sex

Males	48.8%
Females	51.2%

2009 Population by Sex

Males	49.1%
Females	50.9%

2014 Population by Sex

Males	49.2%
Females	50.8%

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	255,225
White Alone	91.5%
Black Alone	5.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.7%
Two or More Races	1.0%
Hispanic Origin	1.6%
Diversity Index	18.5

2009 Population by Race/Ethnicity

Total	278,551
White Alone	90.1%
Black Alone	6.3%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.1%
Some Other Race Alone	1.1%
Two or More Races	1.2%
Hispanic Origin	2.6%
Diversity Index	22.6

2014 Population by Race/Ethnicity

Total	291,137
White Alone	89.1%
Black Alone	6.5%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.4%
Some Other Race Alone	1.5%
Two or More Races	1.3%
Hispanic Origin	3.4%
Diversity Index	25.3



2000 Population 3+ by School Enrollment

Total	245,271
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.7%
Enrolled in Grade 9-12	5.6%
Enrolled in College	5.5%
Enrolled in Grad/Prof School	0.6%
Not Enrolled in School	73.9%

2009 Population 25+ by Educational Attainment

Total	185,338
Less than 9th Grade	12.2%
9th - 12th Grade, No Diploma	13.1%
High School Graduate	37.8%
Some College, No Degree	15.9%
Associate Degree	4.6%
Bachelor's Degree	9.4%
Graduate/Professional Degree	6.9%

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	224,264
Never Married	22.6%
Married	58.4%
Widowed	7.1%
Divorced	11.9%



2000 Population 16+ by Employment Status

Total	200,421
In Labor Force	62.9%
Civilian Employed	59.4%
Civilian Unemployed	3.5%
In Armed Forces	0.1%
Not in Labor Force	37.1%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	89.8%
Civilian Unemployed	10.2%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	93.3%
Civilian Unemployed	6.7%

2000 Females 16+ by Employment Status and Age of Children

Total	104,092
Own Children < 6 Only	7.8%
Employed/in Armed Forces	4.9%
Unemployed	0.4%
Not in Labor Force	2.6%
Own Children < 6 and 6-17 Only	5.6%
Employed/in Armed Forces	3.2%
Unemployed	0.3%
Not in Labor Force	2.1%
Own Children 6-17 Only	17.4%
Employed/in Armed Forces	12.3%
Unemployed	0.6%
Not in Labor Force	4.5%
No Own Children < 18	69.1%
Employed/in Armed Forces	31.5%
Unemployed	2.2%
Not in Labor Force	35.4%

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	123,020
Agriculture/Mining	3.7%
Construction	7.1%
Manufacturing	17.4%
Wholesale Trade	2.8%
Retail Trade	13.6%
Transportation/Utilities	4.7%
Information	1.2%
Finance/Insurance/Real Estate	4.7%
Services	41.3%
Public Administration	3.6%

2009 Employed Population 16+ by Occupation

Total	123,020
White Collar	53.0%
Management/Business/Financial	12.2%
Professional	17.2%
Sales	10.9%
Administrative Support	12.6%
Services	16.7%
Blue Collar	30.4%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	5.9%
Installation/Maintenance/Repair	3.8%
Production	11.6%
Transportation/Material Moving	7.8%



2000 Workers 16+ by Means of Transportation to Work

Total	116,935
Drove Alone - Car, Truck, or Van	79.4%
Carpooled - Car, Truck, or Van	13.6%
Public Transportation	0.4%
Walked	2.3%
Other Means	0.8%
Worked at Home	3.4%

2000 Workers 16+ by Travel Time to Work

Total	116,935
Did Not Work at Home	96.6%
Less than 5 minutes	4.0%
5 to 9 minutes	13.6%
10 to 19 minutes	36.0%
20 to 24 minutes	13.5%
25 to 34 minutes	14.6%
35 to 44 minutes	4.2%
45 to 59 minutes	5.1%
60 to 89 minutes	3.3%
90 or more minutes	2.3%
Worked at Home	3.4%
Average Travel Time to Work (in min)	22.3

2000 Households by Vehicles Available

Total	99,775
None	8.3%
1	30.6%
2	40.7%
3	15.3%
4	3.7%
5+	1.3%
Average Number of Vehicles Available	1.8

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	99,775
Family Households	70.1%
Married-couple Family	55.9%
With Related Children	25.4%
Other Family (No Spouse)	14.2%
With Related Children	9.2%
Nonfamily Households	29.9%
Householder Living Alone	25.2%
Householder Not Living Alone	4.7%
Households with Related Children	34.6%
Households with Persons 65+	23.4%

2000 Households by Size

Total	99,775
1 Person Household	25.2%
2 Person Household	35.0%
3 Person Household	18.4%
4 Person Household	13.9%
5 Person Household	5.1%
6 Person Household	1.5%
7+ Person Household	0.9%

2000 Households by Year Householder Moved In

Total	99,775
Moved in 1999 to March 2000	20.5%
Moved in 1995 to 1998	28.6%
Moved in 1990 to 1994	15.4%
Moved in 1980 to 1989	15.3%
Moved in 1970 to 1979	10.1%
Moved in 1969 or Earlier	10.0%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	112,237
1, Detached	68.0%
1, Attached	1.1%
2	3.8%
3 or 4	4.3%
5 to 9	3.3%
10 to 19	1.1%
20+	1.3%
Mobile Home	16.9%
Other	0.3%

2000 Housing Units by Year Structure Built

Total	112,237
1999 to March 2000	3.6%
1995 to 1998	11.8%
1990 to 1994	8.8%
1980 to 1989	15.7%
1970 to 1979	19.6%
1969 or Earlier	40.5%
Median Year Structure Built	1975

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.	Rooted Rural



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 \$	\$141,287,370
Average Spent	\$1,267.25
Spending Potential Index	51
Computers & Accessories: Total \$	\$18,063,105
Average Spent	\$162.01
Spending Potential Index	71
Education: Total \$	\$91,136,295
Average Spent	\$817.43
Spending Potential Index	65
Entertainment/Recreation: Total \$	\$273,826,800
Average Spent	\$2,456.04
Spending Potential Index	76
Food at Home: Total \$	\$384,409,382
Average Spent	\$3,447.90
Spending Potential Index	76
Food Away from Home: Total \$	\$274,244,131
Average Spent	\$2,459.79
Spending Potential Index	74
Health Care: Total \$	\$338,880,901
Average Spent	\$3,039.54
Spending Potential Index	81
HH Furnishings & Equipment: Total \$	\$152,780,598
Average Spent	\$1,370.34
Spending Potential Index	63
Investments: Total \$	\$116,610,236
Average Spent	\$1,045.92
Spending Potential Index	73
Retail Goods: Total \$	\$2,094,878,488
Average Spent	\$18,789.66
Spending Potential Index	73
Shelter: Total \$	\$1,146,321,861
Average Spent	\$10,281.74
Spending Potential Index	66
TV/Video/Sound Equipment: Total \$	\$101,734,604
Average Spent	\$912.49
Spending Potential Index	75
Travel: Total \$	\$138,525,917
Average Spent	\$1,242.49
Spending Potential Index	67
Vehicle Maintenance & Repairs: Total \$	\$78,216,247
Average Spent	\$701.55
Spending Potential Index	75

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.