




Site Type: Geography

	2000 Total Population	104,166
	2000 Group Quarters	5,719
	2009 Total Population	119,288
	2014 Total Population	127,939
	2009 - 2014 Annual Rate	1.41%
	2000 Households	40,013
	2000 Average Household Size	2.46
	2009 Households	47,221
	2009 Average Household Size	2.41
	2014 Households	51,103
	2014 Average Household Size	2.39
	2009 - 2014 Annual Rate	1.59%
	2000 Families	26,888
	2000 Average Family Size	2.96
	2009 Families	30,331
	2009 Average Family Size	2.93
	2014 Families	32,080
	2014 Average Family Size	2.93
2009 - 2014 Annual Rate	1.13%	
	2000 Housing Units	44,454
	Owner Occupied Housing Units	59.8%
	Renter Occupied Housing Units	30.2%
	Vacant Housing Units	10.0%
	2009 Housing Units	53,162
	Owner Occupied Housing Units	59.2%
	Renter Occupied Housing Units	29.7%
	Vacant Housing Units	11.2%
	2014 Housing Units	57,525
	Owner Occupied Housing Units	58.8%
	Renter Occupied Housing Units	30.1%
	Vacant Housing Units	11.2%
	Median Household Income	
	2000	\$34,741
	2009	\$46,111
2014	\$48,143	
Median Home Value		
2000	\$90,027	
2009	\$122,501	
2014	\$136,134	
Per Capita Income		
2000	\$18,359	
2009	\$23,442	
2014	\$24,416	
Median Age		
2000	33.0	
2009	34.9	
2014	35.8	

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	40,073
< \$15,000	21.2%
\$15,000 - \$24,999	15.5%
\$25,000 - \$34,999	13.7%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	7.9%
\$100,000 - \$149,999	4.7%
\$150,000 - \$199,999	1.0%
\$200,000+	1.6%
Average Household Income	\$46,917

2009 Households by Income

Household Income Base	47,213
< \$15,000	15.4%
\$15,000 - \$24,999	11.9%
\$25,000 - \$34,999	12.5%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	13.4%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	2.3%
\$200,000+	2.1%
Average Household Income	\$57,778

2014 Households by Income

Household Income Base	51,095
< \$15,000	14.9%
\$15,000 - \$24,999	10.4%
\$25,000 - \$34,999	10.5%
\$35,000 - \$49,999	17.0%
\$50,000 - \$74,999	22.0%
\$75,000 - \$99,999	13.3%
\$100,000 - \$149,999	7.4%
\$150,000 - \$199,999	2.4%
\$200,000+	2.1%
Average Household Income	\$59,621

2000 Owner Occupied HUs by Value

Total	26,623
<\$50,000	19.6%
\$50,000 - 99,999	39.4%
\$100,000 - 149,999	21.9%
\$150,000 - 199,999	10.0%
\$200,000 - \$299,999	6.2%
\$300,000 - 499,999	2.1%
\$500,000 - 999,999	0.8%
\$1,000,000+	0.1%
Average Home Value	\$108,693


2000 Specified Renter Occupied HUs by Contract Rent

Total	12,986
With Cash Rent	93.8%
No Cash Rent	6.2%
Median Rent	\$397
Average Rent	\$390

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	104,166
	0 - 4	6.4%
	5 - 9	6.4%
	10 - 14	6.3%
	15 - 19	8.8%
	20 - 24	10.7%
	25 - 34	14.0%
	35 - 44	15.0%
	45 - 54	13.0%
	55 - 64	8.6%
	65 - 74	5.9%
	75 - 84	3.7%
	85+	1.3%
	18+	76.8%
	2009 Population by Age	
	Total	119,288
	0 - 4	6.4%
	5 - 9	6.2%
	10 - 14	6.1%
	15 - 19	8.0%
	20 - 24	9.0%
	25 - 34	14.4%
	35 - 44	13.3%
	45 - 54	13.8%
	55 - 64	11.2%
	65 - 74	6.3%
	75 - 84	3.7%
	85+	1.6%
	18+	77.6%
	2014 Population by Age	
	Total	127,939
	0 - 4	6.3%
	5 - 9	6.2%
	10 - 14	6.3%
	15 - 19	7.7%
	20 - 24	9.0%
	25 - 34	13.4%
	35 - 44	13.8%
	45 - 54	12.6%
	55 - 64	11.8%
	65 - 74	7.7%
	75 - 84	3.7%
	85+	1.6%
	18+	77.6%
	2000 Population by Sex	
	Males	49.1%
	Females	50.9%
	2009 Population by Sex	
	Males	49.2%
	Females	50.8%
	2014 Population by Sex	
	Males	49.3%
	Females	50.7%

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	104,166
White Alone	88.3%
Black Alone	7.7%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	1.3%
Some Other Race Alone	1.2%
Two or More Races	1.3%
Hispanic Origin	2.4%
Diversity Index	25.2

2009 Population by Race/Ethnicity

Total	119,288
White Alone	86.2%
Black Alone	8.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	2.0%
Some Other Race Alone	1.9%
Two or More Races	1.6%
Hispanic Origin	4.0%
Diversity Index	30.8

2014 Population by Race/Ethnicity

Total	127,939
White Alone	84.8%
Black Alone	8.2%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	2.5%
Some Other Race Alone	2.4%
Two or More Races	1.7%
Hispanic Origin	5.1%
Diversity Index	34.4



2000 Population 3+ by School Enrollment

Total	100,291
Enrolled in Nursery/Preschool	1.5%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	11.1%
Enrolled in Grade 9-12	5.5%
Enrolled in College	10.3%
Enrolled in Grad/Prof School	0.8%
Not Enrolled in School	69.5%

2009 Population 25+ by Educational Attainment

Total	76,696
Less than 9th Grade	7.6%
9th - 12th Grade, No Diploma	10.9%
High School Graduate	33.1%
Some College, No Degree	18.5%
Associate Degree	5.3%
Bachelor's Degree	14.4%
Graduate/Professional Degree	10.1%

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	96,947
Never Married	28.0%
Married	54.8%
Widowed	5.8%
Divorced	11.3%



2000 Population 16+ by Employment Status

Total	82,933
In Labor Force	66.0%
Civilian Employed	62.0%
Civilian Unemployed	3.9%
In Armed Forces	0.1%
Not in Labor Force	34.0%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	91.7%
Civilian Unemployed	8.3%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	94.6%
Civilian Unemployed	5.4%

2000 Females 16+ by Employment Status and Age of Children

Total	42,956
Own Children < 6 Only	7.8%
Employed/in Armed Forces	4.8%
Unemployed	0.5%
Not in Labor Force	2.5%
Own Children < 6 and 6-17 Only	5.1%
Employed/in Armed Forces	2.9%
Unemployed	0.3%
Not in Labor Force	1.9%
Own Children 6-17 Only	16.4%
Employed/in Armed Forces	11.7%
Unemployed	0.5%
Not in Labor Force	4.2%
No Own Children < 18	70.7%
Employed/in Armed Forces	36.1%
Unemployed	2.5%
Not in Labor Force	32.0%

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	58,592
Agriculture/Mining	1.8%
Construction	6.3%
Manufacturing	12.7%
Wholesale Trade	3.2%
Retail Trade	14.5%
Transportation/Utilities	4.4%
Information	1.2%
Finance/Insurance/Real Estate	5.0%
Services	47.2%
Public Administration	3.6%

2009 Employed Population 16+ by Occupation

Total	58,592
White Collar	59.5%
Management/Business/Financial	12.2%
Professional	20.5%
Sales	12.5%
Administrative Support	14.3%
Services	17.3%
Blue Collar	23.2%
Farming/Forestry/Fishing	0.6%
Construction/Extraction	5.2%
Installation/Maintenance/Repair	3.1%
Production	7.8%
Transportation/Material Moving	6.6%



2000 Workers 16+ by Means of Transportation to Work

Total	50,712
Drove Alone - Car, Truck, or Van	79.5%
Carpooled - Car, Truck, or Van	13.2%
Public Transportation	0.5%
Walked	3.3%
Other Means	0.9%
Worked at Home	2.6%

2000 Workers 16+ by Travel Time to Work

Total	50,712
Did Not Work at Home	97.4%
Less than 5 minutes	3.4%
5 to 9 minutes	13.1%
10 to 19 minutes	40.8%
20 to 24 minutes	15.0%
25 to 34 minutes	13.0%
35 to 44 minutes	3.2%
45 to 59 minutes	3.9%
60 to 89 minutes	2.9%
90 or more minutes	2.0%
Worked at Home	2.6%
Average Travel Time to Work (in min)	20.9

2000 Households by Vehicles Available

Total	40,013
None	7.4%
1	32.3%
2	41.2%
3	14.5%
4	3.6%
5+	1.0%
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	40,013
Family Households	67.2%
Married-couple Family	52.6%
With Related Children	24.1%
Other Family (No Spouse)	14.6%
With Related Children	9.7%
Nonfamily Households	32.8%
Householder Living Alone	25.6%
Householder Not Living Alone	7.2%
Households with Related Children	33.8%
Households with Persons 65+	20.1%

2000 Households by Size

Total	40,013
1 Person Household	25.6%
2 Person Household	35.0%
3 Person Household	18.3%
4 Person Household	13.8%
5 Person Household	5.1%
6 Person Household	1.4%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	40,013
Moved in 1999 to March 2000	24.8%
Moved in 1995 to 1998	30.2%
Moved in 1990 to 1994	14.0%
Moved in 1980 to 1989	14.7%
Moved in 1970 to 1979	8.5%
Moved in 1969 or Earlier	7.6%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	44,454
1, Detached	62.8%
1, Attached	1.5%
2	4.9%
3 or 4	7.7%
5 to 9	5.2%
10 to 19	1.7%
20+	2.3%
Mobile Home	13.6%
Other	0.3%

2000 Housing Units by Year Structure Built

Total	44,454
1999 to March 2000	3.9%
1995 to 1998	13.5%
1990 to 1994	9.7%
1980 to 1989	17.5%
1970 to 1979	20.6%
1969 or Earlier	34.8%
Median Year Structure Built	1977

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

Site Type: Geography

Top 3 Tapestry Segments

1.	Midland Crowd
2.	Salt of the Earth
3.	In Style



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 \$	\$68,481,641
Average Spent	\$1,450.24
Spending Potential Index	58
Computers & Accessories: Total \$	\$8,908,721
Average Spent	\$188.66
Spending Potential Index	83
Education: Total \$	\$48,064,838
Average Spent	\$1,017.87
Spending Potential Index	81
Entertainment/Recreation: Total \$	\$127,314,575
Average Spent	\$2,696.14
Spending Potential Index	83
Food at Home: Total \$	\$179,154,340
Average Spent	\$3,793.95
Spending Potential Index	83
Food Away from Home: Total \$	\$131,043,553
Average Spent	\$2,775.11
Spending Potential Index	83
Health Care: Total \$	\$149,842,317
Average Spent	\$3,173.21
Spending Potential Index	84
HH Furnishings & Equipment: Total \$	\$74,012,902
Average Spent	\$1,567.37
Spending Potential Index	72
Investments: Total \$	\$51,260,006
Average Spent	\$1,085.53
Spending Potential Index	75
Retail Goods: Total \$	\$968,722,188
Average Spent	\$20,514.65
Spending Potential Index	80
Shelter: Total \$	\$582,471,264
Average Spent	\$12,335.00
Spending Potential Index	79
TV/Video/Sound Equipment: Total \$	\$48,050,118
Average Spent	\$1,017.56
Spending Potential Index	84
Travel: Total \$	\$68,366,174
Average Spent	\$1,447.79
Spending Potential Index	78
Vehicle Maintenance & Repairs: Total \$	\$36,600,352
Average Spent	\$775.09
Spending Potential Index	83

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.