





	2000 Total Population 2000 Group Quarters	102,286 591
	2009 Total Population	167,917
	2014 Total Population	203,500
	2009 - 2014 Annual Rate	3.92%
	2000 Households	40,768
	2000 Average Household Size 2009 Households	2.49 66,578
TEII	2009 Average Household Size	2.51
	2014 Households	80,600
	2014 Average Household Size	2.52
	2009 - 2014 Annual Rate	3.9%
	2000 Families	30,210
	2000 Average Family Size	2.85
	2009 Families	48,519
	2009 Average Family Size	2.89
	2014 Families	58,060
	2014 Average Family Size	2.91
	2009 - 2014 Annual Rate	3.66%
	2000 Housing Units	45,653
	Owner Occupied Housing Units	71.4%
	Renter Occupied Housing Units	17.9%
	Vacant Housing Units	10.7%
	2009 Housing Units	77,078
	Owner Occupied Housing Units	67.8% 18.5%
	Renter Occupied Housing Units Vacant Housing Units	13.6%
	2014 Housing Units	92,836
	Owner Occupied Housing Units	68.6%
	Renter Occupied Housing Units	18.2%
	Vacant Housing Units	13.2%
	Median Household Income	
	2000	\$43,523
	2009	\$56,051
	2014	\$57,937
	Median Home Value	
	2000	\$106,471
	2009	\$132,145
	2014	\$140,007
	Per Capita Income	#24.024
	2000 2009	\$21,021 \$26,758
	2009	\$20,750
	Median Age	Ψ27,339
	2000	41.7
	2009	42.7
	2014	42.8
		-

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.





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2000 Households by Income 40,848 < \$15,000 \$24,999 10,6% \$15,000 \$24,999 15,0% \$25,000 \$34,999 22,3% \$55,000 \$94,999 24,8% \$75,000 \$149,999 5,3% \$10,000 \$149,999 5,3% \$15,000 \$199,999 5,3% \$15,000 \$199,999 6,5% \$200,000+ 1,4% 320,000+ \$200,000+ 1,4% 320,000+ \$200,000+ 1,4% 320,000+ \$200,000+ 6,7% 6,7% \$15,000 \$4,999 7,8% \$25,000 \$34,999 10,7% \$50,000 \$74,999 9,5% \$10,000 \$149,999 9,5% \$10,000 \$149,999 9,5% \$10,000 \$149,999 9,5% \$15,000 \$149,999 9,5% \$10,000 \$149,999 9,5% \$10,000 \$149,999 9,1% \$		
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Average Household Income 2014 Household Income Base 80,598 < \$15,000 64% \$15,000 - \$24,999 7.2% \$25,000 - \$34,999 9.1% \$35,000 - \$49,999 91.% \$50,000 - \$49,999 15.8% \$100,000 - \$149,999 2.8% \$100,000 - \$149,999 2.8% \$200,000+ 2.8% \$200,000+ 2.5% Average Household Income \$69,129 2000 Owner Occupied HUs by Value Total 32,663 \$50,000 - 99,999 43.2% \$50,000 - 99,999 43.2% \$150,000 - 149,999 31.5% \$150,000 - 199,999 7.0% \$200,000 - \$299,999 2.6% \$500,000 - 999,999 2.6% \$500,000 - 999,999 0.5% \$1,000,000+ 0.2% Average Home Value \$128,99 2000 Specified Renter Occupied HUs by Contract Rent \$1,89 With Cash Rent 9.6.5% No Cash Rent 9.6.5% Median Rent 558	\$150,000 - \$199,999	2.6%
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Household Income Base 80,598 < \$15,000 - \$24,999 6.4% \$25,000 - \$24,999 9.1% \$35,000 - \$34,999 16.2% \$50,000 - \$74,999 30.1% \$75,000 - \$99,999 30.1% \$150,000 - \$149,999 2.8% \$100,000 - \$149,999 2.8% \$200,000+ 2.5% Average Household Income \$69,129 2000 Owner Occupied HUs by Value Total 32,663 <\$50,000 - 99,999 31.5% \$150,000 - 149,999 31.5% \$150,000 - 199,999 12.7% \$200,000 - \$29,999 12.7% \$200,000 - \$99,999 2.6% \$500,000 - \$99,999 2.6% \$500,000 - \$99,999 2.6% \$500,000 - \$99,999 2.6% \$500,000 - \$99,999 2.6% \$500,000 - \$99,999 2.6% \$1,000,000+ 2.99,999 2.6% \$1,000,000+ 2.99,999 2.6% \$1,000,000+ 2.99,999 2.6% \$1,000,000+ 2.99,999 2.6% \$1,000,000+ 2.99,999	2014 Households by Income	
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\$35,000 - \$49,999	\$15,000 - \$24,999	7.2%
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With Cash Rent 96.5% No Cash Rent 3.5% Median Rent \$588		8.189
No Cash Rent 3.5% Median Rent \$588		
Median Rent \$588		
	Average Rent	\$625

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.





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2000 Population by Age	
Total	102,28
0 - 4	5.5%
5 - 9	6.5%
10 - 14	6.8%
15 - 19	5.7%
20 - 24	3.8%
25 - 34	11.29
35 - 44	15.6%
45 - 54	13.9%
55 - 64	11.49
65 - 74	10.5%
75 - 84	7.19
85+	2.09
18+	77.4%
2009 Population by Age	
Total	167,91
0 - 4	6.0%
5 - 9	6.0%
10 - 14	6.19
15 - 19	6.29
20 - 24	5.0%
25 - 34	10.9%
35 - 44	12.9%
45 - 54	
	15.3%
55 - 64	13.7%
65 - 74	9.5%
75 - 84	6.1%
85+	2.3%
18+	78.1%
2014 Population by Age	
Total	203,498
0 - 4	6.0%
5 - 9	6.1%
10 - 14	6.2%
15 - 19	5.6%
20 - 24	5.1%
25 - 34	11.8%
35 - 44	11.8%
45 - 54	14.09
55 - 64	14.2%
65 - 74	11.1%
75 - 84	5.7%
85+	2.3%
18+	78.2%
2000 Panulation by Say	
2000 Population by Sex	40.50
Males	48.5%
Females	51.5%
2009 Population by Sex	
Males	48.5%
Females	51.5%
2014 Population by Sex	
Males	48.5%
Females	51.5%

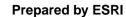




	2000 Population by Race/Ethnicity Total	102,286
	White Alone	93.0%
	Black Alone	2.0%
	American Indian Alone	0.3%
	Asian or Pacific Islander Alone	1.0%
	Some Other Race Alone	2.2%
	Two or More Races	1.6%
	Hispanic Origin	8.3%
	Diversity Index	26.7
	2009 Population by Race/Ethnicity	
	Total	167,916
	White Alone	88.3%
	Black Alone	3.7%
	American Indian Alone	0.3%
	Asian or Pacific Islander Alone	1.3%
	Some Other Race Alone Two or More Races	4.1% 2.3%
		2.3% 14.1%
	Hispanic Origin Diversity Index	40.8
	Diversity index	40.6
	2014 Population by Race/Ethnicity	
	Total	203,500
	White Alone	86.1%
	Black Alone	4.5%
	American Indian Alone	0.4%
	Asian or Pacific Islander Alone	1.4%
	Some Other Race Alone	5.0%
	Two or More Races	2.6% 16.9%
	Hispanic Origin	46.5
	Diversity Index	40.5
Z ,	2000 Population 3+ by School Enrollment	22.247
	Total	99,047
	Enrolled in Nursery/Preschool Enrolled in Kindergarten	1.7% 1.2%
	Enrolled in Grade 1-8	11.2%
	Enrolled in Grade 9-12	4.8%
	Enrolled in College	3.0%
	Enrolled in Grad/Prof School	0.5%
	Not Enrolled in School	77.7%
	2000 Denutetion OF, by Edwards and Attainment	
	2009 Population 25+ by Educational Attainment Total	119 670
	Less than 9th Grade	118,670 3.5%
	9th - 12th Grade, No Diploma	9.2%
	High School Graduate	34.6%
	Some College, No Degree	24.0%
	Associate Degree	8.5%
	Bachelor's Degree	13.4%
	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.







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£ 0	2000 Demulation 45: by Marital Ctatus	
	2009 Population 15+ by Marital Status Total	137,496
) T	Never Married	20.0%
	Married	61.1%
	Widowed	6.6%
	Divorced	12.2%
	BNO1000	12.270
lln-	2000 Population 16+ by Employment Status	
	Total	81,736
	In Labor Force	60.6%
	Civilian Employed	58.3%
	Civilian Unemployed	2.2%
	In Armed Forces	0.1%
	Not in Labor Force	39.4%
	2009 Civilian Population 16+ in Labor Force	
	Civilian Employed	90.2%
	Civilian Unemployed	9.8%
	2014 Civilian Population 16+ in Labor Force	
	Civilian Employed	93.5%
	Civilian Unemployed	6.5%
	2000 Females 46: by Females mant Status and Asso of Children	
	2000 Females 16+ by Employment Status and Age of Children Total	42,414
	Own Children < 6 Only	6.2%
	Employed/in Armed Forces	4.1%
	Unemployed	0.2%
	Not in Labor Force	1.9%
	Own Children < 6 and 6-17 Only	5.1%
	Employed/in Armed Forces	3.6%
	Unemployed	0.1%
	Not in Labor Force	1.4%
	Own Children 6-17 Only	16.5%
	Employed/in Armed Forces	13.1%
	Unemployed	0.3%
	Not in Labor Force	3.1%
	No Own Children < 18	72.1%
	Employed/in Armed Forces	33.2%
	Unemployed	1.6%
	Not in Labor Force	37.3%





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2009 Employed Population 16+ by Industry	
Total	71,035
Agriculture/Mining	0.5%
Construction	13.4%
Manufacturing	3.3%
Wholesale Trade	2.4%
Retail Trade	15.2%
Transportation/Utilities	3.5%
Information	1.9%
Finance/Insurance/Real Estate	7.8%
Services	47.3%
Public Administration	4.8%
2009 Employed Population 16+ by Occupation	
Total	71,032
White Collar	59.3%
Management/Business/Financial	12.4%
Professional	17.7%
Sales	15.8%
Administrative Support	13.4%
Services	20.0%
Blue Collar	20.7%
Farming/Forestry/Fishing	0.4%
Construction/Extraction	8.6%
Installation/Maintenance/Repair	4.5%
Production	2.8%
Transportation/Material Moving	4.3%
2000 Workers 16+ by Means of Transportation to Work	
Total	46,914
Drove Alone - Car, Truck, or Van	83.5%
Carpooled - Car, Truck, or Van	11.2%
Public Transportation	0.5%
Walked	0.7%
Other Means	1.4%
Worked at Home	2.8%
2000 Workers 16+ by Travel Time to Work	
Total	46,914
Did Not Work at Home	97.2%
Less than 5 minutes	2.0%
5 to 9 minutes	9.0%
10 to 19 minutes	29.9%
20 to 24 minutes	17.8%
25 to 34 minutes	22.1%
35 to 44 minutes	4.7%
45 to 59 minutes	5.7%
60 to 89 minutes	3.7%
90 or more minutes	2.3%
Worked at Home	2.8%
Average Travel Time to Work (in min)	25.2
2000 Households by Vehicles Available	
Total	40,852
None	3.4%
1	38.7%
2	45.4%
3	9.5%
4	2.4%
5+	0.5%
Average Number of Vehicles Available	1.7





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2000 Households by Type	
Total	40,768
Family Households	74.1%
Married-couple Family	61.2%
With Related Children	23.1%
Other Family (No Spouse)	12.9%
With Related Children	8.4%
Nonfamily Households	25.9%
Householder Living Alone	19.7%
Householder Not Living Alone	6.1%
Households with Related Children	31.4%
Households with Persons 65+	32.9%
2000 Haysahalda by Siza	
2000 Households by Size Total	40,768
1 Person Household	19.7%
2 Person Household	42.7%
3 Person Household	16.7%
4 Person Household	13.3%
5 Person Household	5.3%
6 Person Household	1.7%
7+ Person Household	0.6%
2000 Households by Year Householder Moved In Total	40.052
Moved in 1999 to March 2000	40,852 21.4%
Moved in 1995 to 1998	33.7%
Moved in 1993 to 1998 Moved in 1990 to 1994	17.8%
Moved in 1980 to 1989	21.5%
Moved in 1970 to 1979	4.9%
Moved in 1970 to 1979 Moved in 1969 or Earlier	0.8%
Median Year Householder Moved In	1996
Wedian real Householder Woved III	1990
2000 Housing Units by Units in Structure	
Total	45,704
1, Detached	76.5%
1. Attached	2.2%



Iotal	45,704
1, Detached	76.5%
1, Attached	2.2%
2	4.9%
3 or 4	3.3%
5 to 9	5.5%
10 to 19	4.4%
20+	2.7%
Mobile Home	0.4%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	45,704
1999 to March 2000	4.2%
1995 to 1998	12.3%
1990 to 1994	13.4%
1980 to 1989	39.8%
1970 to 1979	19.8%
1969 or Earlier	10.5%
Median Year Structure Built	1985

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





Top 3 Tapestry Segments

Main Street, USA
 Silver and Gold
 Up and Coming Families

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.

area. Expenditures are snown by broad budget categories that are not mutually exclusive.	Consumer spending does not equal
Apparel & Services: Total \$	\$108,340,508
Average Spent	\$1,627.27
Spending Potential Index	\$1,027.27 65
Computers & Accessories: Total \$	\$14,183,149
Average Spent	\$213.03
Spending Potential Index	93
Education: Total \$	\$76,124,439
Average Spent	\$1,143.39
Spending Potential Index	91,143.39
Entertainment/Recreation: Total \$	\$207,022,620
Average Spent	\$3,109.47
Spending Potential Index	96,109.47
Food at Home: Total \$	\$282,159,135
Average Spent	\$4,238.02
Spending Potential Index	φ 4 ,238.02 93
Food Away from Home: Total \$	\$206,720,103
Average Spent	\$3,104.93
Spending Potential Index	93
Health Care: Total \$	\$250,498,095
Average Spent	\$3,762.48
Spending Potential Index	100
HH Furnishings & Equipment: Total \$	\$124,519,736
Average Spent	\$1,870.28
Spending Potential Index	\$1,670.20 86
Investments: Total \$	\$98,815,257
Average Spent	\$1,484.20
Spending Potential Index	103
Retail Goods: Total \$	\$1,567,375,076
Average Spent	\$23,541.94
Spending Potential Index	Ψ23,341.94 92
Shelter: Total \$	\$981,161,554
Average Spent	\$14,737.02
Spending Potential Index	94
TV/Video/Sound Equipment: Total \$	\$75,433,943
Average Spent	\$1,133.02
Spending Potential Index	93
Travel: Total \$	\$120,716,282
Average Spent	\$1,813.16
Spending Potential Index	98
Vehicle Maintenance & Repairs: Total \$	\$59,559,134
Average Spent	\$894.58
Spending Potential Index	96
opending i diential index	30

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.