

	2000 Total Population	15,392
	2000 Group Quarters	496
	2008 Total Population	16,118
	2013 Total Population	16,798
	2008 - 2013 Annual Rate	0.83%
	2000 Households	6,600
	2000 Average Household Size	2.26
	2008 Households	7,035
	2008 Average Household Size	2.22
	2013 Households	7,387
	2013 Average Household Size	2.21
	2008 - 2013 Annual Rate	0.98%
	2000 Families	4,276
	2000 Average Family Size	2.82
	2008 Families	4,358
	2008 Average Family Size	2.82
	2013 Families	4,499
	2013 Average Family Size	2.82
2008 - 2013 Annual Rate	0.64%	
	2000 Housing Units	7,175
	Owner Occupied Housing Units	57.6%
	Renter Occupied Housing Units	34.1%
	Vacant Housing Units	8.3%
	2008 Housing Units	7,651
	Owner Occupied Housing Units	59.2%
	Renter Occupied Housing Units	32.7%
	Vacant Housing Units	8.1%
	2013 Housing Units	8,033
	Owner Occupied Housing Units	58.0%
	Renter Occupied Housing Units	34.0%
	Vacant Housing Units	8.0%
Median Household Income		
2000	\$28,067	
2008	\$37,889	
2013	\$45,159	
Median Home Value		
2000	\$75,851	
2008	\$109,256	
2013	\$113,443	
Per Capita Income		
2000	\$17,197	
2008	\$23,201	
2013	\$28,388	
Median Age		
2000	39.1	
2008	40.5	
2013	41.6	

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 2008 and 2013.



2000 Households by Income

Household Income Base	6,613
< \$15,000	26.9%
\$15,000 - \$24,999	17.0%
\$25,000 - \$34,999	16.6%
\$35,000 - \$49,999	17.3%
\$50,000 - \$74,999	13.6%
\$75,000 - \$99,999	3.8%
\$100,000 - \$149,999	2.4%
\$150,000 - \$199,999	0.7%
\$200,000+	1.6%
Average Household Income	\$39,852

2008 Households by Income

Household Income Base	7,036
< \$15,000	19.5%
\$15,000 - \$24,999	13.6%
\$25,000 - \$34,999	13.2%
\$35,000 - \$49,999	18.2%
\$50,000 - \$74,999	18.9%
\$75,000 - \$99,999	8.6%
\$100,000 - \$149,999	4.3%
\$150,000 - \$199,999	1.4%
\$200,000+	2.4%
Average Household Income	\$52,815

2013 Households by Income

Household Income Base	7,386
< \$15,000	16.9%
\$15,000 - \$24,999	10.8%
\$25,000 - \$34,999	11.5%
\$35,000 - \$49,999	15.4%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	10.9%
\$100,000 - \$149,999	7.5%
\$150,000 - \$199,999	1.9%
\$200,000+	3.2%
Average Household Income	\$64,234

2000 Owner Occupied HUs by Value

Total	4,125
<\$50,000	17.9%
\$50,000 - 99,999	51.3%
\$100,000 - 149,999	19.3%
\$150,000 - 199,999	6.4%
\$200,000 - \$299,999	3.1%
\$300,000 - 499,999	1.6%
\$500,000 - 999,999	0.2%
\$1,000,000+	0.3%
Average Home Value	\$96,847

2000 Specified Renter Occupied HUs by Contract Rent

Total	2,440
With Cash Rent	91.8%
No Cash Rent	8.2%
Median Rent	\$334
Average Rent	\$328

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 HUs 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 2008 and 2013.



2000 Population by Age

Total	15,393
0 - 4	6.5%
5 - 9	6.2%
10 - 14	6.0%
15 - 19	7.0%
20 - 24	6.5%
25 - 34	12.3%
35 - 44	13.4%
45 - 54	12.5%
55 - 64	9.9%
65 - 74	9.3%
75 - 84	7.0%
85+	3.4%
18+	77.3%

2008 Population by Age

Total	16,119
0 - 4	6.7%
5 - 9	5.7%
10 - 14	5.8%
15 - 19	6.3%
20 - 24	6.7%
25 - 34	12.3%
35 - 44	12.2%
45 - 54	13.4%
55 - 64	11.7%
65 - 74	8.4%
75 - 84	7.0%
85+	4.0%
18+	78.1%

2013 Population by Age

Total	16,798
0 - 4	6.6%
5 - 9	5.6%
10 - 14	5.6%
15 - 19	6.1%
20 - 24	6.7%
25 - 34	12.0%
35 - 44	11.5%
45 - 54	13.3%
55 - 64	12.8%
65 - 74	8.9%
75 - 84	6.7%
85+	4.4%
18+	78.6%

2000 Population by Sex

Males	46.6%
Females	53.4%

2008 Population by Sex

Males	47.0%
Females	53.0%

2013 Population by Sex

Males	47.2%
Females	52.8%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



2000 Population by Race/Ethnicity

Total	15,391
White Alone	97.4%
Black Alone	0.1%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.5%
Two or More Races	0.7%
Hispanic Origin	1.3%
Diversity Index	7.6

2008 Population by Race/Ethnicity

Total	16,118
White Alone	96.7%
Black Alone	0.2%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	0.7%
Some Other Race Alone	0.8%
Two or More Races	0.8%
Hispanic Origin	2.0%
Diversity Index	10.1

2013 Population by Race/Ethnicity

Total	16,798
White Alone	96.2%
Black Alone	0.2%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.8%
Some Other Race Alone	1.0%
Two or More Races	0.9%
Hispanic Origin	2.5%
Diversity Index	12.0



2000 Population 3+ by School Enrollment

Total	14,797
Enrolled in Nursery/Preschool	1.4%
Enrolled in Kindergarten	0.9%
Enrolled in Grade 1-8	10.8%
Enrolled in Grade 9-12	5.5%
Enrolled in College	3.2%
Enrolled in Grad/Prof School	0.3%
Not Enrolled in School	77.9%

2008 Population 25+ by Educational Attainment

Total	11,101
Less than 9th Grade	8.2%
9th - 12th Grade, No Diploma	11.4%
High School Graduate	31.1%
Some College, No Degree	25.1%
Associate Degree	7.3%
Bachelor's Degree	11.6%
Graduate/Professional Degree	5.4%

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 2008 and 2013.



2008 Population 15+ by Marital Status

Total	13,200
Never Married	18.3%
Married	58.2%
Widowed	8.9%
Divorced	14.5%



2000 Population 16+ by Employment Status

Total	12,329
In Labor Force	58.3%
Civilian Employed	55.4%
Civilian Unemployed	2.8%
In Armed Forces	0.0%
Not in Labor Force	41.7%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	93.0%
Civilian Unemployed	7.0%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	93.6%
Civilian Unemployed	6.4%

2000 Females 16+ by Employment Status and Age of Children

Total	6,645
Own Children < 6 Only	7.5%
Employed/in Armed Forces	4.5%
Unemployed	0.3%
Not in Labor Force	2.7%
Own Children < 6 and 6-17 Only	4.9%
Employed/in Armed Forces	2.9%
Unemployed	0.2%
Not in Labor Force	1.8%
Own Children 6-17 Only	16.2%
Employed/in Armed Forces	12.2%
Unemployed	0.3%
Not in Labor Force	3.8%
No Own Children < 18	71.3%
Employed/in Armed Forces	28.6%
Unemployed	1.6%
Not in Labor Force	41.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008.



2008 Employed Population 16+ by Industry

Total	7,111
Agriculture/Mining	1.2%
Construction	7.1%
Manufacturing	12.4%
Wholesale Trade	4.1%
Retail Trade	15.9%
Transportation/Utilities	7.7%
Information	1.6%
Finance/Insurance/Real Estate	6.5%
Services	40.5%
Public Administration	3.1%

2008 Employed Population 16+ by Occupation

Total	7,114
White Collar	59.3%
Management/Business/Financial	11.5%
Professional	17.4%
Sales	15.1%
Administrative Support	15.3%
Services	14.2%
Blue Collar	26.5%
Farming/Forestry/Fishing	0.2%
Construction/Extraction	6.0%
Installation/Maintenance/Repair	3.9%
Production	9.1%
Transportation/Material Moving	7.3%



2000 Workers 16+ by Means of Transportation to Work

Total	6,731
Drove Alone - Car, Truck, or Van	81.6%
Carpooled - Car, Truck, or Van	10.8%
Public Transportation	0.2%
Walked	2.6%
Other Means	1.1%
Worked at Home	3.8%

2000 Workers 16+ by Travel Time to Work

Total	6,732
Did Not Work at Home	96.2%
Less than 5 minutes	9.0%
5 to 9 minutes	27.0%
10 to 19 minutes	43.6%
20 to 24 minutes	4.1%
25 to 34 minutes	4.4%
35 to 44 minutes	2.1%
45 to 59 minutes	2.6%
60 to 89 minutes	1.4%
90 or more minutes	1.9%
Worked at Home	3.8%
Average Travel Time to Work (in min)	15.1

2000 Households by Vehicles Available

Total	6,608
None	8.8%
1	37.2%
2	38.8%
3	11.8%
4	2.7%
5+	0.6%
Average Number of Vehicles Available	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013.



2000 Households by Type

Total	6,600
Family Households	64.8%
Married-couple Family	51.4%
With Related Children	21.0%
Other Family (No Spouse)	13.3%
With Related Children	9.4%
Nonfamily Households	35.2%
Householder Living Alone	31.3%
Householder Not Living Alone	3.9%
Households with Related Children	30.5%
Households with Persons 65+	30.0%

2000 Households by Size

Total	6,600
1 Person Household	31.3%
2 Person Household	35.8%
3 Person Household	15.9%
4 Person Household	11.0%
5 Person Household	4.2%
6 Person Household	1.3%
7+ Person Household	0.5%

2000 Households by Year Householder Moved In

Total	6,609
Moved in 1999 to March 2000	27.5%
Moved in 1995 to 1998	28.3%
Moved in 1990 to 1994	16.0%
Moved in 1980 to 1989	11.3%
Moved in 1970 to 1979	10.0%
Moved in 1969 or Earlier	6.9%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	7,193
1, Detached	71.6%
1, Attached	2.1%
2	3.7%
3 or 4	4.9%
5 to 9	6.9%
10 to 19	4.3%
20+	1.3%
Mobile Home	5.1%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	7,177
1999 to March 2000	3.1%
1995 to 1998	8.6%
1990 to 1994	9.2%
1980 to 1989	14.3%
1970 to 1979	21.7%
1969 or Earlier	43.1%
Median Year Structure Built	1973

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



Top 3 Tapestry Segments

- | | |
|----|--------------------------|
| 1. | Great Expectations |
| 2. | Simple Living |
| 3. | Prosperous Empty Nesters |



2008 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 \$	\$11,492,804
Average Spent	\$1,633.66
Spending Potential Index	61
Computers & Accessories: Total \$	\$1,222,734
Average Spent	\$173.81
Spending Potential Index	73
Education: Total \$	\$7,538,799
Average Spent	\$1,071.61
Spending Potential Index	78
Entertainment/Recreation: Total \$	\$18,999,209
Average Spent	\$2,700.67
Spending Potential Index	73
Food at Home: Total \$	\$25,764,857
Average Spent	\$3,662.38
Spending Potential Index	75
Food Away from Home: Total \$	\$17,828,661
Average Spent	\$2,534.28
Spending Potential Index	74
Health Care: Total \$	\$22,576,357
Average Spent	\$3,209.15
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$10,565,642
Average Spent	\$1,501.87
Spending Potential Index	65
Investments: Total \$	\$4,786,141
Average Spent	\$680.33
Spending Potential Index	67
Retail Goods: Total \$	\$135,189,421
Average Spent	\$19,216.69
Spending Potential Index	71
Shelter: Total \$	\$75,412,053
Average Spent	\$10,719.55
Spending Potential Index	69
TV/Video/Sound Equipment: Total \$	\$7,569,602
Average Spent	\$1,075.99
Spending Potential Index	75
Travel: Total \$	\$9,212,052
Average Spent	\$1,309.46
Spending Potential Index	69
Vehicle Maintenance & Repairs: Total \$	\$5,057,878
Average Spent	\$718.96
Spending Potential Index	72

Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.