

	2000 Total Population	111,312
	2000 Group Quarters	2,398
	2008 Total Population	124,113
	2013 Total Population	133,344
	2008 - 2013 Annual Rate	1.45%
	2000 Households	45,228
	2000 Average Household Size	2.41
	2008 Households	50,788
	2008 Average Household Size	2.4
	2013 Households	54,761
	2013 Average Household Size	2.39
	2008 - 2013 Annual Rate	1.52%
	2000 Families	32,123
	2000 Average Family Size	2.85
	2008 Families	34,775
	2008 Average Family Size	2.89
	2013 Families	36,799
	2013 Average Family Size	2.91
2008 - 2013 Annual Rate	1.14%	
	2000 Housing Units	54,529
	Owner Occupied Housing Units	60.6%
	Renter Occupied Housing Units	22.3%
	Vacant Housing Units	17.1%
	2008 Housing Units	61,684
	Owner Occupied Housing Units	60.1%
	Renter Occupied Housing Units	22.2%
	Vacant Housing Units	17.7%
	2013 Housing Units	66,559
	Owner Occupied Housing Units	59.2%
	Renter Occupied Housing Units	23.1%
	Vacant Housing Units	17.7%
Median Household Income		
2000	\$30,554	
2008	\$38,973	
2013	\$45,780	
Median Home Value		
2000	\$78,476	
2008	\$113,255	
2013	\$118,856	
Per Capita Income		
2000	\$16,591	
2008	\$21,190	
2013	\$24,727	
Median Age		
2000	39.7	
2008	42.3	
2013	44.0	

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	45,230
< \$15,000	20.9%
\$15,000 - \$24,999	19.0%
\$25,000 - \$34,999	17.6%
\$35,000 - \$49,999	18.6%
\$50,000 - \$74,999	14.5%
\$75,000 - \$99,999	4.9%
\$100,000 - \$149,999	2.7%
\$150,000 - \$199,999	0.7%
\$200,000+	1.1%
Average Household Income	\$40,559

2008 Households by Income

Household Income Base	50,788
< \$15,000	14.7%
\$15,000 - \$24,999	14.7%
\$25,000 - \$34,999	14.8%
\$35,000 - \$49,999	19.3%
\$50,000 - \$74,999	19.6%
\$75,000 - \$99,999	9.2%
\$100,000 - \$149,999	4.4%
\$150,000 - \$199,999	1.3%
\$200,000+	1.8%
Average Household Income	\$51,300

2013 Households by Income

Household Income Base	54,760
< \$15,000	12.7%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	12.7%
\$35,000 - \$49,999	17.6%
\$50,000 - \$74,999	23.9%
\$75,000 - \$99,999	11.0%
\$100,000 - \$149,999	6.6%
\$150,000 - \$199,999	1.6%
\$200,000+	2.5%
Average Household Income	\$59,709

2000 Owner Occupied HUs by Value

Total	33,082
<\$50,000	24.9%
\$50,000 - 99,999	41.7%
\$100,000 - 149,999	17.8%
\$150,000 - 199,999	7.7%
\$200,000 - \$299,999	4.7%
\$300,000 - 499,999	2.1%
\$500,000 - 999,999	0.7%
\$1,000,000+	0.3%
Average Home Value	\$102,579

2000 Specified Renter Occupied HUs by Contract Rent

Total	11,626
With Cash Rent	88.8%
No Cash Rent	11.2%
Median Rent	\$357
Average Rent	\$359

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	111,311
0 - 4	6.1%
5 - 9	6.3%
10 - 14	6.6%
15 - 19	6.9%
20 - 24	5.8%
25 - 34	11.7%
35 - 44	14.0%
45 - 54	13.6%
55 - 64	12.1%
65 - 74	9.7%
75 - 84	5.4%
85+	1.9%
18+	76.9%

2008 Population by Age

Total	124,112
0 - 4	6.1%
5 - 9	5.8%
10 - 14	5.8%
15 - 19	6.0%
20 - 24	5.7%
25 - 34	11.5%
35 - 44	12.5%
45 - 54	14.4%
55 - 64	13.9%
65 - 74	10.1%
75 - 84	5.8%
85+	2.3%
18+	78.7%

2013 Population by Age

Total	133,342
0 - 4	5.9%
5 - 9	5.6%
10 - 14	5.9%
15 - 19	5.9%
20 - 24	5.4%
25 - 34	10.6%
35 - 44	11.8%
45 - 54	14.3%
55 - 64	15.1%
65 - 74	10.7%
75 - 84	6.2%
85+	2.6%
18+	79.0%

2000 Population by Sex

Males	48.6%
Females	51.4%

2008 Population by Sex

Males	48.7%
Females	51.3%

2013 Population by Sex

Males	48.7%
Females	51.3%

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	111,312
White Alone	96.4%
Black Alone	0.2%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	1.1%
Two or More Races	1.2%
Hispanic Origin	3.3%
Diversity Index	13.0

2008 Population by Race/Ethnicity

Total	124,113
White Alone	95.6%
Black Alone	0.2%
American Indian Alone	0.8%
Asian or Pacific Islander Alone	0.5%
Some Other Race Alone	1.5%
Two or More Races	1.4%
Hispanic Origin	4.6%
Diversity Index	16.6

2013 Population by Race/Ethnicity

Total	133,345
White Alone	95.0%
Black Alone	0.2%
American Indian Alone	0.9%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	1.8%
Two or More Races	1.5%
Hispanic Origin	5.4%
Diversity Index	19.1



2000 Population 3+ by School Enrollment

Total	107,184
Enrolled in Nursery/Preschool	1.3%
Enrolled in Kindergarten	1.3%
Enrolled in Grade 1-8	10.7%
Enrolled in Grade 9-12	5.4%
Enrolled in College	3.2%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	77.7%

2008 Population 25+ by Educational Attainment

Total	87,486
Less than 9th Grade	6.0%
9th - 12th Grade, No Diploma	12.6%
High School Graduate	37.5%
Some College, No Degree	23.3%
Associate Degree	5.4%
Bachelor's Degree	10.3%
Graduate/Professional Degree	4.8%

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	102,050
Never Married	18.9%
Married	62.4%
Widowed	7.2%
Divorced	11.5%



2000 Population 16+ by Employment Status

Total	88,806
In Labor Force	61.1%
Civilian Employed	56.4%
Civilian Unemployed	4.7%
In Armed Forces	0.1%
Not in Labor Force	38.9%

2008 Civilian Population 16+ in Labor Force

Civilian Employed	92.1%
Civilian Unemployed	7.9%

2013 Civilian Population 16+ in Labor Force

Civilian Employed	92.7%
Civilian Unemployed	7.3%

2000 Females 16+ by Employment Status and Age of Children

Total	46,098
Own Children < 6 Only	6.6%
Employed/in Armed Forces	4.2%
Unemployed	0.3%
Not in Labor Force	2.1%
Own Children < 6 and 6-17 Only	4.9%
Employed/in Armed Forces	3.0%
Unemployed	0.3%
Not in Labor Force	1.7%
Own Children 6-17 Only	16.3%
Employed/in Armed Forces	11.8%
Unemployed	0.8%
Not in Labor Force	3.8%
No Own Children < 18	72.1%
Employed/in Armed Forces	31.7%
Unemployed	3.5%
Not in Labor Force	36.9%

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



2008 Employed Population 16+ by Industry

Total	59,429
Agriculture/Mining	2.8%
Construction	8.1%
Manufacturing	11.5%
Wholesale Trade	2.6%
Retail Trade	14.7%
Transportation/Utilities	5.0%
Information	1.6%
Finance/Insurance/Real Estate	5.9%
Services	45.5%
Public Administration	2.5%

2008 Employed Population 16+ by Occupation

Total	59,431
White Collar	53.8%
Management/Business/Financial	11.7%
Professional	14.1%
Sales	14.3%
Administrative Support	13.7%
Services	19.6%
Blue Collar	26.5%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	6.8%
Installation/Maintenance/Repair	4.1%
Production	8.1%
Transportation/Material Moving	6.8%



2000 Workers 16+ by Means of Transportation to Work

Total	49,237
Drove Alone - Car, Truck, or Van	76.4%
Carpooled - Car, Truck, or Van	15.0%
Public Transportation	0.2%
Walked	2.8%
Other Means	0.8%
Worked at Home	4.8%

2000 Workers 16+ by Travel Time to Work

Total	49,238
Did Not Work at Home	95.2%
Less than 5 minutes	5.2%
5 to 9 minutes	14.1%
10 to 19 minutes	33.6%
20 to 24 minutes	13.1%
25 to 34 minutes	15.8%
35 to 44 minutes	3.3%
45 to 59 minutes	4.8%
60 to 89 minutes	3.2%
90 or more minutes	2.3%
Worked at Home	4.8%
Average Travel Time to Work (in min)	22.0

2000 Households by Vehicles Available

Total	45,259
None	5.7%
1	33.2%
2	42.0%
3	14.3%
4	3.4%
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 2008 and 2013.



2000 Households by Type

Total	45,228
Family Households	71.0%
Married-couple Family	59.3%
With Related Children	22.7%
Other Family (No Spouse)	11.7%
With Related Children	8.0%
Nonfamily Households	29.0%
Householder Living Alone	24.6%
Householder Not Living Alone	4.4%
Households with Related Children	30.8%
Households with Persons 65+	28.8%

2000 Households by Size

Total	45,228
1 Person Household	24.6%
2 Person Household	40.3%
3 Person Household	15.8%
4 Person Household	12.0%
5 Person Household	4.9%
6 Person Household	1.6%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	45,259
Moved in 1999 to March 2000	22.7%
Moved in 1995 to 1998	31.1%
Moved in 1990 to 1994	18.6%
Moved in 1980 to 1989	13.6%
Moved in 1970 to 1979	8.8%
Moved in 1969 or Earlier	5.2%
Median Year Householder Moved In	1995



2000 Housing Units by Units in Structure

Total	54,603
1, Detached	64.1%
1, Attached	1.8%
2	2.0%
3 or 4	2.5%
5 to 9	3.5%
10 to 19	3.9%
20+	1.6%
Mobile Home	19.9%
Other	0.7%

2000 Housing Units by Year Structure Built


Total	54,572
1999 to March 2000	3.0%
1995 to 1998	13.1%
1990 to 1994	14.8%
1980 to 1989	18.8%
1970 to 1979	22.7%
1969 or Earlier	27.7%
Median Year Structure Built	1980

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



Top 3 Tapestry Segments

- | | | |
|----|--|---------------------|
| 1. | | Rooted Rural |
| 2. | | Southern Satellites |
| 3. | | Senior Sun Seekers |

 **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 \$	\$76,425,700
Average Spent	\$1,504.80
Spending Potential Index	56
Computers & Accessories: Total \$	\$7,910,428
Average Spent	\$155.75
Spending Potential Index	65
Education: Total \$	\$41,734,743
Average Spent	\$821.74
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$138,989,743
Average Spent	\$2,736.67
Spending Potential Index	74
Food at Home: Total \$	\$181,032,782
Average Spent	\$3,564.48
Spending Potential Index	73
Food Away from Home: Total \$	\$120,754,678
Average Spent	\$2,377.62
Spending Potential Index	69
Health Care: Total \$	\$171,860,980
Average Spent	\$3,383.89
Spending Potential Index	83
HH Furnishings & Equipment: Total \$	\$74,166,055
Average Spent	\$1,460.31
Spending Potential Index	63
Investments: Total \$	\$27,915,831
Average Spent	\$549.65
Spending Potential Index	54
Retail Goods: Total \$	\$1,001,620,381
Average Spent	\$19,721.60
Spending Potential Index	73
Shelter: Total \$	\$491,702,924
Average Spent	\$9,681.48
Spending Potential Index	62
TV/Video/Sound Equipment: Total \$	\$50,795,790
Average Spent	\$1,000.15
Spending Potential Index	70
Travel: Total \$	\$64,204,662
Average Spent	\$1,264.17
Spending Potential Index	67
Vehicle Maintenance & Repairs: Total \$	\$37,106,071
Average Spent	\$730.61
Spending Potential Index	74

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.