

	2000 Total Population	12,588
	2000 Group Quarters	287
	2007 Total Population	22,324
	2012 Total Population	28,372
	2007 - 2012 Annual Rate	4.91%
	2000 Households	4,617
	2000 Average Household Size	2.66
	2007 Households	8,322
	2007 Average Household Size	2.66
	2012 Households	10,605
	2012 Average Household Size	2.65
	2007 - 2012 Annual Rate	4.97%
	2000 Families	3,409
	2000 Average Family Size	3.11
	2007 Families	5,959
	2007 Average Family Size	3.13
	2012 Families	7,401
	2012 Average Family Size	3.15
2007 - 2012 Annual Rate	4.43%	
	2000 Housing Units	5,091
	Owner Occupied Housing Units	57.3%
	Renter Occupied Housing Units	33.4%
	Vacant Housing Units	9.3%
	2007 Housing Units	9,245
	Owner Occupied Housing Units	61.2%
	Renter Occupied Housing Units	28.8%
	Vacant Housing Units	10.0%
	2012 Housing Units	11,731
	Owner Occupied Housing Units	61.0%
	Renter Occupied Housing Units	29.4%
	Vacant Housing Units	9.6%
	Median Household Income	
	2000	\$52,750
	2007	\$74,660
2012	\$91,645	
Median Home Value		
2000	\$142,067	
2007	\$203,993	
2012	\$232,070	
Per Capita Income		
2000	\$22,746	
2007	\$34,043	
2012	\$42,968	
Median Age		
2000	31.6	
2007	33.9	
2012	34.1	

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 2007 and 2012.



2000 Households by Income

Household Income Base	4,616
< \$15,000	11.4%
\$15,000 - \$24,999	9.4%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	15.0%
\$50,000 - \$74,999	24.5%
\$75,000 - \$99,999	15.6%
\$100,000 - \$149,999	9.5%
\$150,000 - \$199,999	2.2%
\$200,000+	1.6%
Average Household Income	\$60,448

2007 Households by Income

Household Income Base	8,323
< \$15,000	6.7%
\$15,000 - \$24,999	6.2%
\$25,000 - \$34,999	6.2%
\$35,000 - \$49,999	12.1%
\$50,000 - \$74,999	19.2%
\$75,000 - \$99,999	19.1%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	8.2%
\$200,000+	4.7%
Average Household Income	\$90,200

2012 Households by Income

Household Income Base	10,605
< \$15,000	5.5%
\$15,000 - \$24,999	3.8%
\$25,000 - \$34,999	5.0%
\$35,000 - \$49,999	7.1%
\$50,000 - \$74,999	18.0%
\$75,000 - \$99,999	14.6%
\$100,000 - \$149,999	27.5%
\$150,000 - \$199,999	7.7%
\$200,000+	10.7%
Average Household Income	\$113,660

2000 Owner Occupied HUs by Value

Total	2,919
<\$50,000	3.5%
\$50,000 - 99,999	15.1%
\$100,000 - 149,999	37.6%
\$150,000 - 199,999	23.0%
\$200,000 - \$299,999	14.7%
\$300,000 - 499,999	5.8%
\$500,000 - 999,999	0.3%
\$1,000,000+	0.1%
Average Home Value	\$161,141

2000 Specified Renter Occupied HUs by Contract Rent

Total	1,703
With Cash Rent	96.5%
No Cash Rent	3.5%
Median Rent	\$495
Average Rent	\$535

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 2007 and 2012.



2000 Population by Age

Total	12,588
0 - 4	9.8%
5 - 9	8.8%
10 - 14	7.4%
15 - 19	5.2%
20 - 24	5.9%
25 - 34	20.0%
35 - 44	19.3%
45 - 54	10.8%
55 - 64	5.0%
65 - 74	3.7%
75 - 84	2.8%
85+	1.4%
18+	70.3%

2007 Population by Age

Total	22,322
0 - 4	8.9%
5 - 9	8.5%
10 - 14	7.7%
15 - 19	6.7%
20 - 24	5.3%
25 - 34	15.0%
35 - 44	17.9%
45 - 54	15.2%
55 - 64	7.9%
65 - 74	3.8%
75 - 84	2.2%
85+	1.1%
18+	70.5%

2012 Population by Age

Total	28,372
0 - 4	8.9%
5 - 9	7.8%
10 - 14	8.1%
15 - 19	6.4%
20 - 24	5.9%
25 - 34	14.3%
35 - 44	16.1%
45 - 54	15.9%
55 - 64	9.5%
65 - 74	4.0%
75 - 84	2.2%
85+	1.0%
18+	71.0%

2000 Population by Sex

Males	47.9%
Females	52.1%

2007 Population by Sex

Males	48.3%
Females	51.7%

2012 Population by Sex

Males	48.4%
Females	51.6%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



2000 Population by Race/Ethnicity

Total	12,588
White Alone	79.6%
Black Alone	15.8%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.0%
Some Other Race Alone	0.8%
Two or More Races	1.6%
Hispanic Origin	2.1%
Diversity Index	36.7

2007 Population by Race/Ethnicity

Total	22,324
White Alone	81.3%
Black Alone	12.9%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	2.3%
Some Other Race Alone	1.6%
Two or More Races	1.6%
Hispanic Origin	3.4%
Diversity Index	36.6

2012 Population by Race/Ethnicity

Total	28,372
White Alone	80.2%
Black Alone	13.0%
American Indian Alone	0.3%
Asian or Pacific Islander Alone	2.8%
Some Other Race Alone	1.9%
Two or More Races	1.8%
Hispanic Origin	4.0%
Diversity Index	39.0



2000 Population 3+ by School Enrollment

Total	11,800
Enrolled in Nursery/Preschool	2.7%
Enrolled in Kindergarten	2.1%
Enrolled in Grade 1-8	13.4%
Enrolled in Grade 9-12	5.4%
Enrolled in College	4.9%
Enrolled in Grad/Prof School	5.0%
Not Enrolled in School	66.5%

2000 Population 25+ by Educational Attainment

Total	7,922
Less than 9th Grade	3.9%
9th - 12th Grade, No Diploma	6.8%
High School Graduate	16.8%
Some College, No Degree	20.7%
Associate Degree	8.7%
Bachelor's Degree	32.3%
Master's/Prof/Doctorate Degree	10.7%

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 2007 and 2012.



2000 Population 15+ by Sex and Marital Status

Total	9,332
Females	52.7%
Never Married	10.4%
Married, not Separated	32.3%
Married, Separated	1.6%
Widowed	3.7%
Divorced	4.7%
Males	47.3%
Never Married	11.1%
Married, not Separated	31.5%
Married, Separated	1.0%
Widowed	0.7%
Divorced	3.0%



2000 Population 16+ by Employment Status

Total	9,143
In Labor Force	71.5%
Civilian Employed	69.8%
Civilian Unemployed	1.6%
In Armed Forces	0.1%
Not in Labor Force	28.5%

2007 Civilian Population 16+ in Labor Force

Civilian Employed	97.0%
Civilian Unemployed	3.0%

2012 Civilian Population 16+ in Labor Force

Civilian Employed	97.0%
Civilian Unemployed	3.0%

2000 Females 16+ by Employment Status and Age of Children

Total	4,810
Own Children < 6 Only	11.6%
Employed/in Armed Forces	6.9%
Unemployed	0.1%
Not in Labor Force	4.6%
Own Children < 6 and 6-17 Only	8.9%
Employed/in Armed Forces	5.0%
Unemployed	0.2%
Not in Labor Force	3.7%
Own Children 6-17 Only	17.9%
Employed/in Armed Forces	13.6%
Unemployed	0.3%
Not in Labor Force	4.1%
No Own Children < 18	61.6%
Employed/in Armed Forces	36.0%
Unemployed	0.9%
Not in Labor Force	24.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007.



2007 Employed Population 16+ by Industry

Total	10,405
Agriculture/Mining	0.2%
Construction	8.5%
Manufacturing	9.2%
Wholesale Trade	3.6%
Retail Trade	10.7%
Transportation/Utilities	3.3%
Information	4.0%
Finance/Insurance/Real Estate	7.6%
Services	48.2%
Public Administration	4.6%

2007 Employed Population 16+ by Occupation

Total	10,407
White Collar	72.7%
Management/Business/Financial	18.6%
Professional	29.2%
Sales	12.1%
Administrative Support	12.7%
Services	11.8%
Blue Collar	15.5%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	6.0%
Installation/Maintenance/Repair	3.0%
Production	3.2%
Transportation/Material Moving	3.2%



2000 Workers 16+ by Means of Transportation to Work

Total	6,275
Drove Alone - Car, Truck, or Van	82.4%
Carpooled - Car, Truck, or Van	11.7%
Public Transportation	0.2%
Walked	1.3%
Other Means	1.1%
Worked at Home	3.3%

2000 Workers 16+ by Travel Time to Work

Total	6,275
Did Not Work at Home	96.7%
Less than 5 minutes	2.8%
5 to 9 minutes	8.4%
10 to 19 minutes	13.3%
20 to 24 minutes	10.3%
25 to 34 minutes	24.4%
35 to 44 minutes	15.4%
45 to 59 minutes	15.5%
60 to 89 minutes	5.0%
90 or more minutes	1.7%
Worked at Home	3.3%
Average Travel Time to Work (in min)	30.7

2000 Households by Vehicles Available

Total	4,622
None	5.8%
1	29.7%
2	49.5%
3	12.2%
4	2.1%
5+	0.8%
Average Number of Vehicles Available	1.8

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2007 and 2012.



2000 Households by Type

Total	4,617
Family Households	73.8%
Married-couple Family	60.3%
With Related Children	33.7%
Other Family (No Spouse)	13.6%
With Related Children	9.9%
Nonfamily Households	26.2%
Householder Living Alone	20.6%
Householder Not Living Alone	5.6%
Households with Related Children	43.6%
Households with Persons 65+	13.4%

2000 Households by Size

Total	4,617
1 Person Household	20.6%
2 Person Household	33.0%
3 Person Household	19.5%
4 Person Household	17.5%
5 Person Household	6.8%
6 Person Household	1.9%
7+ Person Household	0.8%

2000 Households by Year Householder Moved In

Total	4,622
Moved in 1999 to March 2000	34.6%
Moved in 1995 to 1998	37.6%
Moved in 1990 to 1994	11.0%
Moved in 1980 to 1989	7.1%
Moved in 1970 to 1979	4.7%
Moved in 1969 or Earlier	5.0%
Median Year Householder Moved In	1997



2000 Housing Units by Units in Structure

Total	5,081
1, Detached	66.0%
1, Attached	4.4%
2	4.3%
3 or 4	3.9%
5 to 9	8.6%
10 to 19	7.8%
20+	3.3%
Mobile Home	1.7%
Other	0.0%

2000 Housing Units by Year Structure Built


Total	5,081
1999 to March 2000	14.2%
1995 to 1998	31.3%
1990 to 1994	11.1%
1980 to 1989	14.1%
1970 to 1979	8.9%
1969 or Earlier	20.4%
Median Year Structure Built	1993

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



Top 3 Tapestry Segments

- 1. Up and Coming Families
- 2. Aspiring Young Families
- 3. Great Expectations

 **2007 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 \$	\$25,215,054
Average Spent	\$3,029.93
Spending Potential Index	110
Computers & Accessories: Total \$	\$2,673,472
Average Spent	\$321.25
Spending Potential Index	129
Education: Total \$	\$12,842,298
Average Spent	\$1,543.17
Spending Potential Index	120
Entertainment/Recreation: Total \$	\$35,473,657
Average Spent	\$4,262.64
Spending Potential Index	124
Food at Home: Total \$	\$48,785,935
Average Spent	\$5,862.28
Spending Potential Index	117
Food Away from Home: Total \$	\$34,237,295
Average Spent	\$4,114.07
Spending Potential Index	121
Health Care: Total \$	\$36,365,090
Average Spent	\$4,369.75
Spending Potential Index	112
HH Furnishings & Equipment: Total \$	\$23,451,254
Average Spent	\$2,817.98
Spending Potential Index	125
Investments: Total \$	\$15,416,905
Average Spent	\$1,852.55
Spending Potential Index	124
Retail Goods: Total \$	\$263,070,357
Average Spent	\$31,611.43
Spending Potential Index	119
Shelter: Total \$	\$158,253,370
Average Spent	\$19,016.27
Spending Potential Index	127
TV/Video/Sound Equipment: Total \$	\$11,685,257
Average Spent	\$1,404.14
Spending Potential Index	121
Travel: Total \$	\$19,138,530
Average Spent	\$2,299.75
Spending Potential Index	125
Vehicle Maintenance & Repairs: Total \$	\$11,001,445
Average Spent	\$1,321.97
Spending Potential Index	124

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 2002, 2003 and 2004 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2007 and 2012.