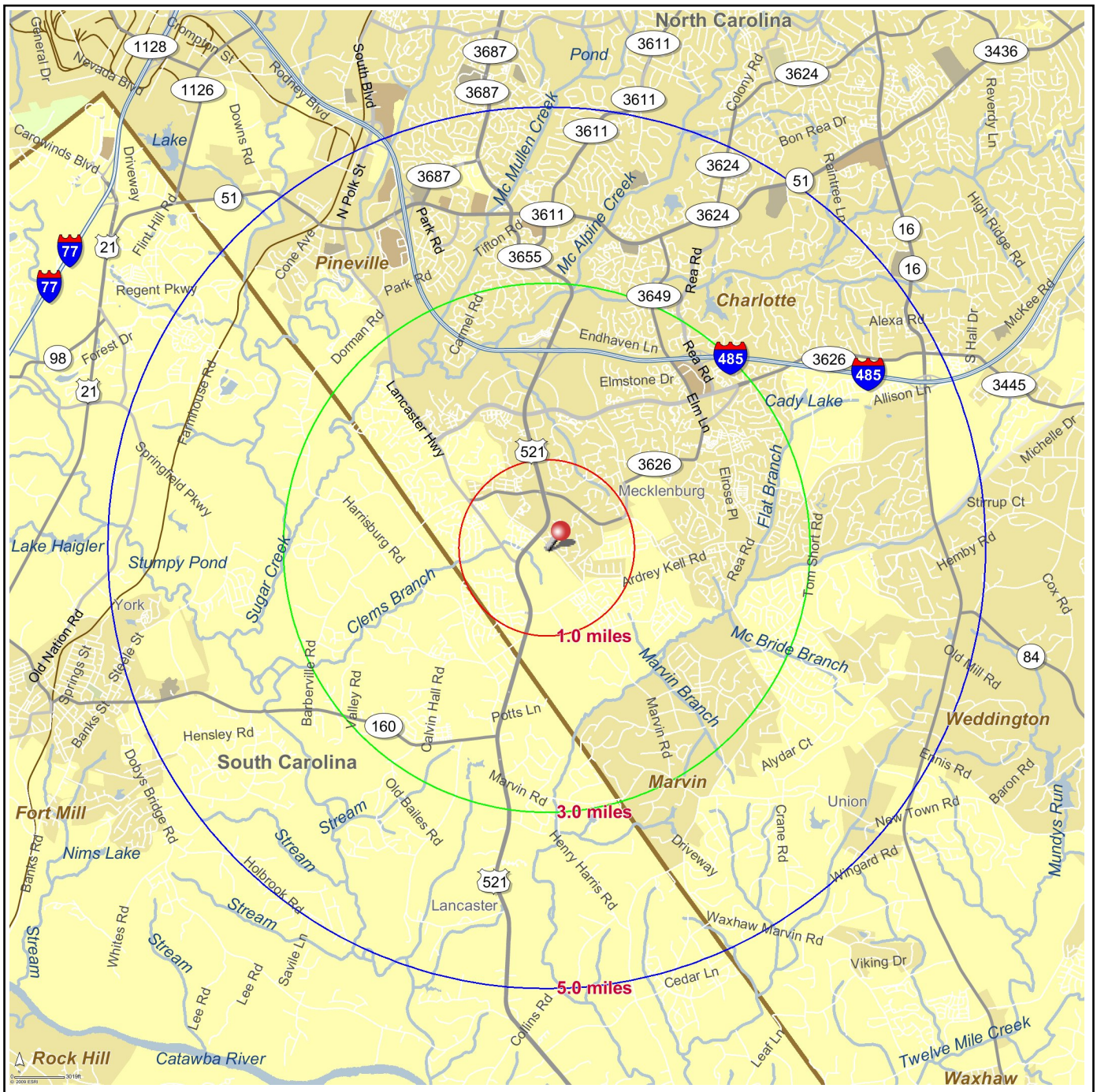


# Site Map

Lat: 35.032742  
Lon: -80.845754

Prepared By: Mike Brown  
April 30, 2009

Latitude 35.0327  
Longitude -80.8458





# Executive Summary

Prepared By: Mike Brown

<b>Site Type: Radius</b>	<b>Lat: 35.032742</b> <b>Lon: -80.845754</b> <b>Radius: 1.0 mile</b>	<b>Lat: 35.032742</b> <b>Lon: -80.845754</b> <b>Radius: 3.0 mile</b>	<b>Lat: 35.032742</b> <b>Lon: -80.845754</b> <b>Radius: 5.0 mile</b>
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## 2008 Population

Total Population	8,684	55,790	113,768
Male Population	49.5%	49.4%	49.2%
Female Population	50.5%	50.6%	50.8%
Median Age	33.2	34.9	36.1

## 2008 Income

Median HH Income	\$99,304	\$104,447	\$92,654
Per Capita Income	\$47,816	\$50,647	\$48,889
Average HH Income	\$124,307	\$134,420	\$126,755

## 2008 Households

Total Households	2,975	20,838	43,882
Average Household Size	2.91	2.67	2.58
1990-2000 Annual Rate	20.61%	11.98%	6.38%

## 2008 Housing

Owner Occupied Housing Units	73.2%	71.8%	68.4%
Renter Occupied Housing Units	19.2%	17.9%	22.8%
Vacant Housing Units	7.6%	10.3%	8.8%

## Population

1990 Population	403	10,276	39,747
2000 Population	2,555	28,811	71,709
2008 Population	8,684	55,790	113,768
2013 Population	11,709	72,063	139,279
1990-2000 Annual Rate	20.28%	10.86%	6.08%
2000-2008 Annual Rate	15.99%	8.34%	5.75%
2008-2013 Annual Rate	6.16%	5.25%	4.13%

In the identified market area, the current year population is 113,768. In 2000, the Census count in the market area was 71,709. The rate of change since 2000 was 5.75 percent annually. The five-year projection for the population in the market area is 139,279, representing a change of 4.13 percent annually from 2008 to 2013. Currently, the population is 49.2 percent male and 50.8 percent female.

## Households

1990 Households	136	3,419	14,987
2000 Households	886	10,596	27,822
2008 Households	2,975	20,838	43,882
2013 Households	4,051	27,040	53,704
1990-2000 Annual Rate	20.61%	11.98%	6.38%
2000-2008 Annual Rate	15.81%	8.54%	5.68%
2008-2013 Annual Rate	6.37%	5.35%	4.12%

The household count in this market area has changed from 27,822 in 2000 to 43,882 in the current year, a change of 5.68 percent annually. The five-year projection of households is 53,704, a change of 4.12 percent annually from the current year total. Average household size is currently 2.58, compared to 2.56 in the year 2000. The number of families in the current year is 30,788 in the market area.

## Housing

Currently, 68.4 percent of the 48,108 housing units in the market area are owner occupied; 22.8 percent, renter occupied; and 8.8 percent are vacant. In 2000, there were 29,733 housing units— 68.9 percent owner occupied, 24.6 percent renter occupied and 6.5 percent vacant. The rate of change in housing units since 2000 is 6.01 percent. Median home value in the market area is \$257,042, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 1.55 percent annually to \$277,644. From 2000 to the current year, median home value changed by 4.56 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2008 and 2013. ESRI converted 1990 Census data into 2000 geography.



# Executive Summary

Prepared By: Mike Brown

	Lat: 35.032742 Lon: -80.845754 Radius: 1.0 mile	Lat: 35.032742 Lon: -80.845754 Radius: 3.0 mile	Lat: 35.032742 Lon: -80.845754 Radius: 5.0 mile
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## Site Type: Radius

### Median Household Income

1990 Median HH Income	\$45,536	\$47,994	\$45,530
2000 Median HH Income	\$76,193	\$76,974	\$67,846
2008 Median HH Income	\$99,304	\$104,447	\$92,654
2013 Median HH Income	\$121,108	\$126,186	\$107,989
1990-2000 Annual Rate	5.28%	4.84%	4.07%
2000-2008 Annual Rate	3.26%	3.77%	3.85%
2008-2013 Annual Rate	4.05%	3.85%	3.11%

### Per Capita Income

1990 Per Capita Income	\$16,803	\$18,601	\$20,948
2000 Per Capita Income	\$38,434	\$35,141	\$35,354
2008 Per Capita Income	\$47,816	\$50,647	\$48,889
2013 Per Capita Income	\$61,748	\$67,335	\$63,704
1990-2000 Annual Rate	8.63%	6.57%	5.37%
2000-2008 Annual Rate	2.68%	4.53%	4.01%
2008-2013 Annual Rate	5.25%	5.86%	5.44%

### Average Household Income

1990 Average Household Income	\$49,313	\$53,912	\$55,332
2000 Average Household Income	\$96,363	\$95,871	\$91,305
2008 Average HH Income	\$124,307	\$134,420	\$126,755
2013 Average HH Income	\$158,852	\$177,823	\$165,165
1990-2000 Annual Rate	6.93%	5.93%	5.14%
2000-2008 Annual Rate	3.13%	4.18%	4.06%
2008-2013 Annual Rate	5.03%	5.76%	5.44%

### Households by Income

Current median household income is \$92,654 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$107,989 in five years. In 2000, median household income was \$67,846, compared to \$45,530 in 1990.

Current average household income is \$126,755 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$165,165 in five years. In 2000, average household income was \$91,305, compared to \$55,332 in 1990.

Current per capita income is \$48,889 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$63,704 in five years. In 2000, the per capita income was \$35,354, compared to \$20,948 in 1990.

### Population by Employment

Total Businesses	147	1,800	5,092
Total Employees	1,650	49,375	82,149

Currently, 95.3 percent of the civilian labor force in the identified market area is employed and 4.7 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 95.3 percent of the civilian labor force, and unemployment will be 4.7 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 75.0 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 74.9 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 10.9 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 14.2 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 85.7 percent of the market area population drove alone to work, and 4.8 percent worked at home. The average travel time to work in 2000 was 26.6 minutes in the market area, compared to the U.S. average of 25.5 minutes.

### Population by Education

In 2008, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 5.3 percent had not earned a high school diploma (16.4 percent in the U.S.)
- 16.6 percent were high school graduates only (29.6 percent in the U.S.)
- 8.2 percent had completed an Associate degree (7.2 percent in the U.S.)
- 37.1 percent had a Bachelor's degree (17.0 percent in the U.S.)
- 13.5 percent had earned a Master's/Professional/Doctorate Degree (9.7 percent in the U.S.)



# Demographic and Income Profile

Prepared By: Mike Brown

Lat: 35.032742  
Lon: -80.845754

Latitude 35.0327  
Longitude -80.8458  
Radius: 1.0 mile

Site Type: Radius

Summary	2000	2008	2013
Population	2,555	8,684	11,709
Households	886	2,975	4,051
Families	619	2,104	2,816
Average Household Size	2.88	2.91	2.89
Owner Occupied HUs	650	2,357	3,172
Renter Occupied HUs	236	618	878
Median Age	31.8	33.2	33.3

Trends: 2008-2013 Annual Rate	Area	State	National
Population	6.16%	1.79%	1.23%
Households	6.37%	1.9%	1.26%
Families	6%	1.67%	1.05%
Owner HHs	6.12%	1.69%	1.07%
Median Household Income	4.05%	3.55%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	30	3.3%	48	1.6%	56	1.4%
\$15,000 - \$24,999	41	4.6%	82	2.8%	59	1.5%
\$25,000 - \$34,999	42	4.7%	89	3.0%	91	2.2%
\$35,000 - \$49,999	116	12.9%	129	4.3%	159	3.9%
\$50,000 - \$74,999	209	23.3%	595	20.0%	366	9.0%
\$75,000 - \$99,999	158	17.6%	556	18.7%	897	22.1%
\$100,000 - \$149,999	158	17.6%	894	30.1%	1,077	26.6%
\$150,000 - \$199,000	72	8.0%	250	8.4%	693	17.1%
\$200,000+	71	7.9%	332	11.2%	652	16.1%
Median Household Income	\$76,193		\$99,304		\$121,108	
Average Household Income	\$96,363		\$124,307		\$158,852	
Per Capita Income	\$38,434		\$47,816		\$61,748	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	254	9.9%	844	9.7%	1,124	9.6%
5 - 9	210	8.2%	794	9.1%	1,013	8.7%
10 - 14	173	6.8%	728	8.4%	977	8.3%
15 - 19	122	4.8%	544	6.3%	793	6.8%
20 - 24	125	4.9%	401	4.6%	567	4.8%
25 - 34	603	23.6%	1,281	14.8%	1,686	14.4%
35 - 44	552	21.6%	1,832	21.1%	2,079	17.8%
45 - 54	313	12.2%	1,277	14.7%	1,925	16.4%
55 - 64	116	4.5%	633	7.3%	993	8.5%
65 - 74	54	2.1%	219	2.5%	376	3.2%
75 - 84	30	1.2%	98	1.1%	131	1.1%
85+	5	0.2%	29	0.3%	46	0.4%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	2,245	87.8%	7,100	81.8%	9,234	78.9%
Black Alone	144	5.6%	737	8.5%	1,083	9.2%
American Indian Alone	8	0.3%	29	0.3%	42	0.4%
Asian Alone	103	4.0%	468	5.4%	759	6.5%
Pacific Islander Alone	2	0.1%	2	0.0%	4	0.0%
Some Other Race Alone	21	0.8%	173	2.0%	308	2.6%
Two or More Races	33	1.3%	175	2.0%	279	2.4%
Hispanic Origin (Any Race)	83	3.2%	504	5.8%	847	7.2%

Data Note: Income is expressed in current dollars.

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



# Demographic and Income Profile

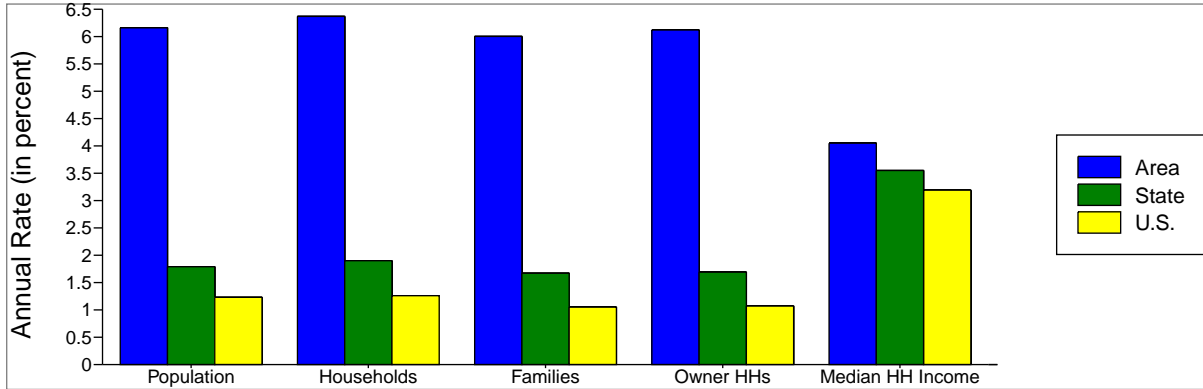
Prepared By: Mike Brown

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Lon: -80.845754

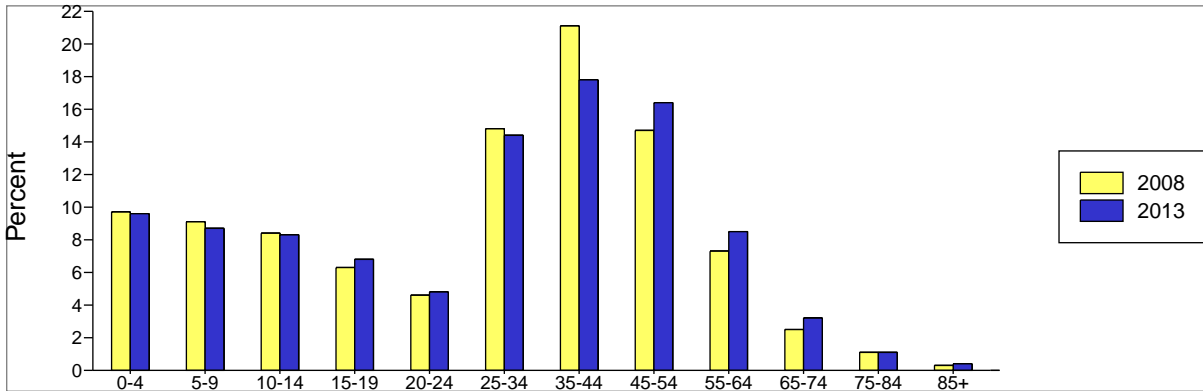
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Longitude -80.8458  
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Site Type: Radius

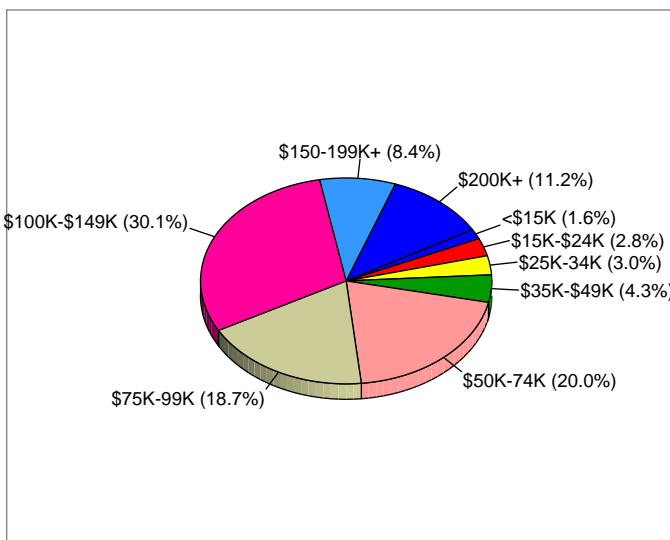
Trends 2008-2013



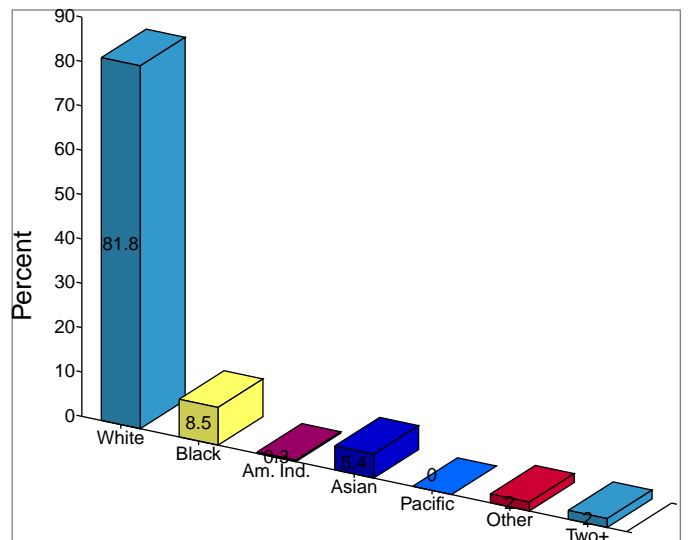
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 5.8%



# Demographic and Income Profile

Prepared By: Mike Brown

Lat: 35.032742  
Lon: -80.845754

Latitude 35.0327  
Longitude -80.8458  
Radius: 3.0 mile

Site Type: Radius

Summary	2000	2008	2013
Population	28,811	55,790	72,063
Households	10,596	20,838	27,040
Families	7,964	15,201	19,463
Average Household Size	2.71	2.67	2.66
Owner Occupied HUs	8,487	16,671	21,399
Renter Occupied HUs	2,109	4,167	5,641
Median Age	33.5	34.9	34.8

Trends: 2008-2013 Annual Rate	Area	State	National
Population	5.25%	1.79%	1.23%
Households	5.35%	1.9%	1.26%
Families	5.07%	1.67%	1.05%
Owner HHs	5.12%	1.69%	1.07%
Median Household Income	3.85%	3.55%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	439	4.1%	520	2.5%	540	2.0%
\$15,000 - \$24,999	503	4.8%	595	2.9%	534	2.0%
\$25,000 - \$34,999	589	5.6%	728	3.5%	598	2.2%
\$35,000 - \$49,999	1,266	12.0%	1,124	5.4%	1,240	4.6%
\$50,000 - \$74,999	2,281	21.6%	3,450	16.6%	2,795	10.3%
\$75,000 - \$99,999	1,956	18.5%	3,386	16.2%	4,807	17.8%
\$100,000 - \$149,999	2,098	19.8%	5,792	27.8%	6,417	23.7%
\$150,000 - \$199,000	683	6.5%	2,292	11.0%	3,903	14.4%
\$200,000+	769	7.3%	2,951	14.2%	6,205	22.9%
Median Household Income	\$76,974		\$104,447		\$126,186	
Average Household Income	\$95,871		\$134,420		\$177,823	
Per Capita Income	\$35,141		\$50,647		\$67,335	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,605	9.0%	5,004	9.0%	6,429	8.9%
5 - 9	2,433	8.4%	4,994	9.0%	6,014	8.3%
10 - 14	2,204	7.7%	4,741	8.5%	6,039	8.4%
15 - 19	1,635	5.7%	3,586	6.4%	4,944	6.9%
20 - 24	1,101	3.8%	2,511	4.5%	3,273	4.5%
25 - 34	5,326	18.5%	7,105	12.7%	9,586	13.3%
35 - 44	6,323	21.9%	11,561	20.7%	12,354	17.1%
45 - 54	4,108	14.3%	8,915	16.0%	12,530	17.4%
55 - 64	1,710	5.9%	4,774	8.6%	6,916	9.6%
65 - 74	837	2.9%	1,625	2.9%	2,682	3.7%
75 - 84	428	1.5%	743	1.3%	950	1.3%
85+	100	0.3%	234	0.4%	344	0.5%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	25,668	89.1%	47,355	84.9%	59,386	82.4%
Black Alone	1,388	4.8%	3,482	6.2%	4,906	6.8%
American Indian Alone	61	0.2%	146	0.3%	205	0.3%
Asian Alone	1,142	4.0%	3,065	5.5%	4,749	6.6%
Pacific Islander Alone	11	0.0%	27	0.0%	43	0.1%
Some Other Race Alone	203	0.7%	806	1.4%	1,390	1.9%
Two or More Races	339	1.2%	910	1.6%	1,383	1.9%
Hispanic Origin (Any Race)	856	3.0%	2,680	4.8%	4,291	6.0%

Data Note: Income is expressed in current dollars.

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



# Demographic and Income Profile

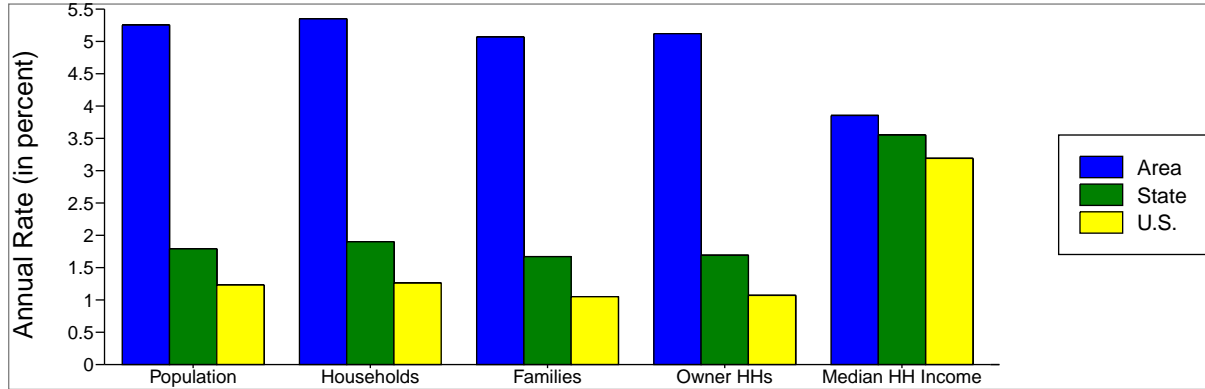
Prepared By: Mike Brown

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Lon: -80.845754

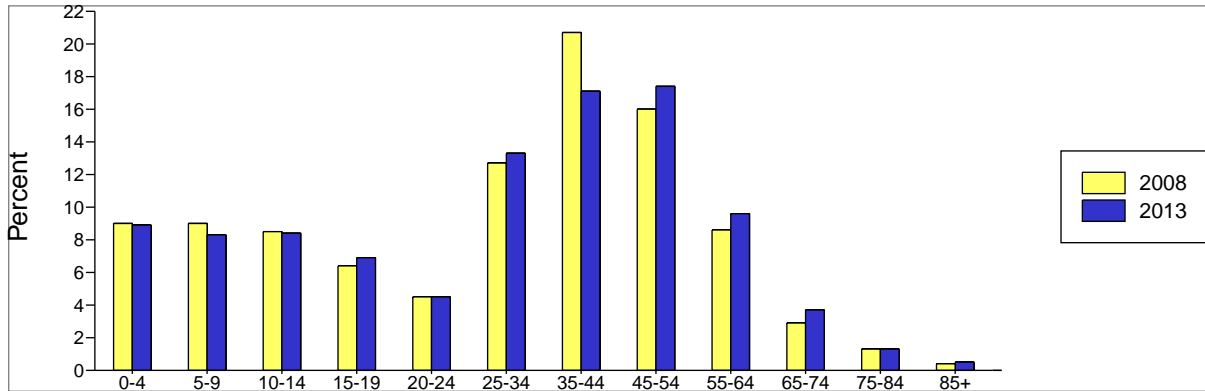
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Radius: 3.0 mile

Site Type: Radius

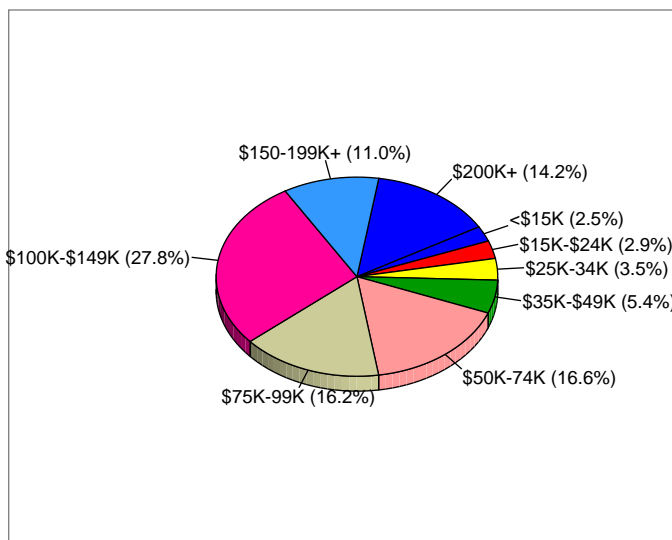
Trends 2008-2013



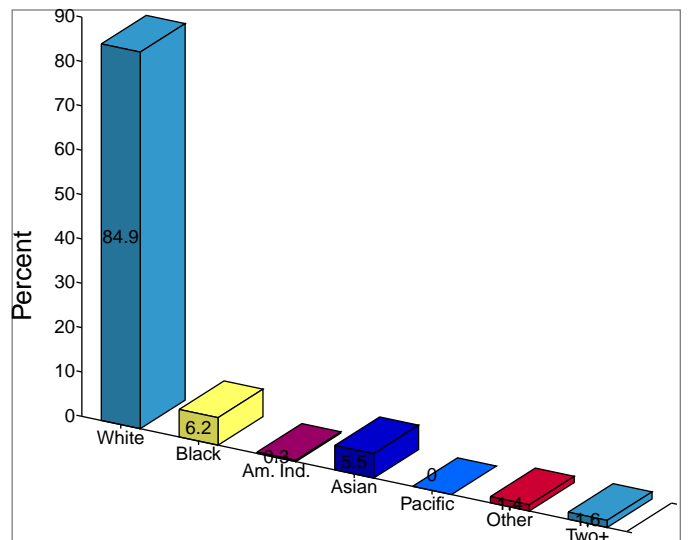
Population by Age



2008 Household Income



2008 Population by Race



2008 Percent Hispanic Origin: 4.8%



# Demographic and Income Profile

Prepared By: Mike Brown

Lat: 35.032742  
Lon: -80.845754

Latitude 35.0327  
Longitude -80.8458  
Radius: 5.0 mile

Site Type: Radius

Summary	2000	2008	2013
Population	71,709	113,768	139,279
Households	27,822	43,882	53,704
Families	19,609	30,788	37,406
Average Household Size	2.56	2.58	2.58
Owner Occupied HUs	20,492	32,925	40,148
Renter Occupied HUs	7,330	10,957	13,557
Median Age	34.7	36.1	36.2

Trends: 2008-2013 Annual Rate	Area	State	National
Population	4.13%	1.79%	1.23%
Households	4.12%	1.9%	1.26%
Families	3.97%	1.67%	1.05%
Owner HHs	4.05%	1.69%	1.07%
Median Household Income	3.11%	3.55%	3.19%

Households by Income	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
< \$15,000	1,628	5.9%	1,646	3.8%	1,644	3.1%
\$15,000 - \$24,999	1,763	6.4%	1,698	3.9%	1,463	2.7%
\$25,000 - \$34,999	2,426	8.8%	2,085	4.8%	1,604	3.0%
\$35,000 - \$49,999	3,592	13.0%	3,832	8.7%	3,520	6.6%
\$50,000 - \$74,999	5,827	21.1%	7,490	17.1%	7,428	13.8%
\$75,000 - \$99,999	4,320	15.6%	6,810	15.5%	9,274	17.3%
\$100,000 - \$149,999	4,443	16.1%	10,223	23.3%	11,454	21.3%
\$150,000 - \$199,000	1,673	6.0%	4,104	9.4%	6,064	11.3%
\$200,000+	1,987	7.2%	5,996	13.7%	11,254	21.0%
Median Household Income	\$67,846		\$92,654		\$107,989	
Average Household Income	\$91,305		\$126,755		\$165,165	
Per Capita Income	\$35,354		\$48,889		\$63,704	

Population by Age	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,467	7.6%	8,908	7.8%	11,043	7.9%
5 - 9	5,581	7.8%	8,959	7.9%	10,461	7.5%
10 - 14	5,480	7.6%	8,980	7.9%	10,753	7.7%
15 - 19	4,264	5.9%	7,496	6.6%	9,306	6.7%
20 - 24	3,278	4.6%	5,814	5.1%	7,256	5.2%
25 - 34	12,139	16.9%	14,534	12.8%	18,535	13.3%
35 - 44	14,415	20.1%	20,872	18.3%	21,859	15.7%
45 - 54	10,865	15.2%	18,678	16.4%	23,910	17.2%
55 - 64	5,248	7.3%	11,590	10.2%	15,394	11.1%
65 - 74	2,754	3.8%	4,561	4.0%	6,698	4.8%
75 - 84	1,648	2.3%	2,422	2.1%	2,858	2.1%
85+	569	0.8%	953	0.8%	1,207	0.9%

Race and Ethnicity	2000		2008		2013	
	Number	Percent	Number	Percent	Number	Percent
White Alone	62,676	87.4%	95,680	84.1%	114,189	82.0%
Black Alone	4,478	6.2%	8,170	7.2%	10,584	7.6%
American Indian Alone	155	0.2%	286	0.3%	378	0.3%
Asian Alone	2,688	3.7%	5,635	5.0%	8,188	5.9%
Pacific Islander Alone	25	0.0%	49	0.0%	71	0.1%
Some Other Race Alone	809	1.1%	2,129	1.9%	3,289	2.4%
Two or More Races	879	1.2%	1,818	1.6%	2,580	1.9%
Hispanic Origin (Any Race)	2,498	3.5%	5,878	5.2%	8,718	6.3%

Data Note: Income is expressed in current dollars.

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



# Demographic and Income Profile

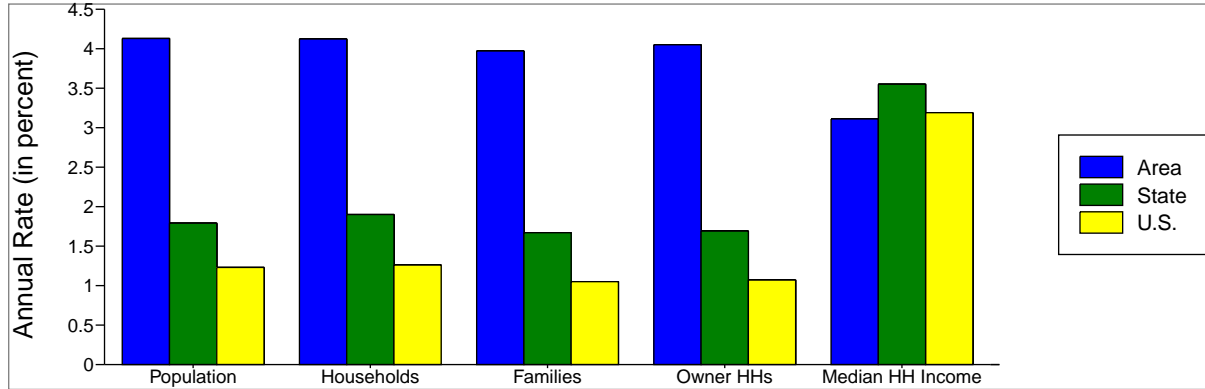
Prepared By: Mike Brown

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Lon: -80.845754

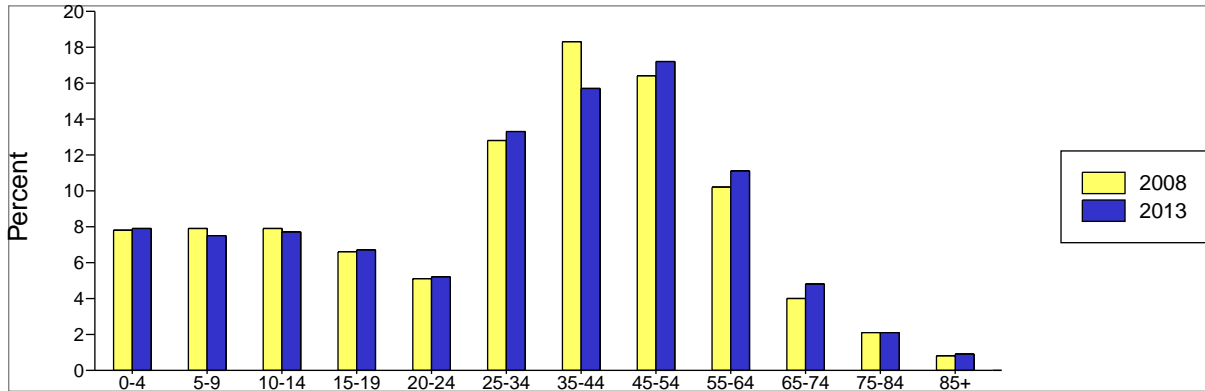
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Site Type: Radius

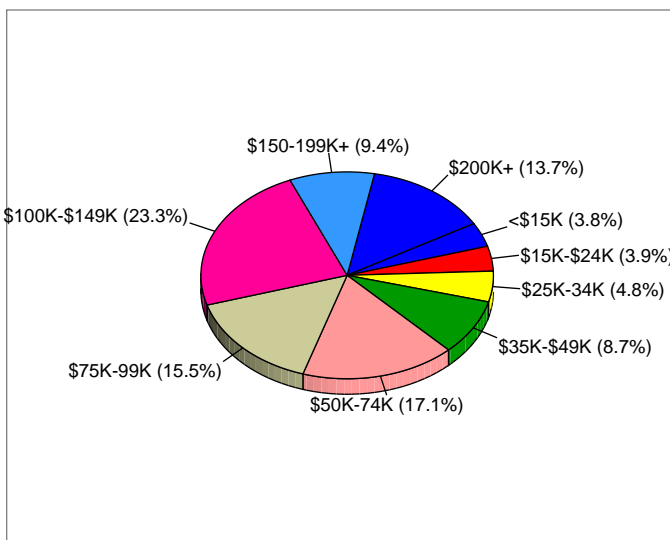
Trends 2008-2013



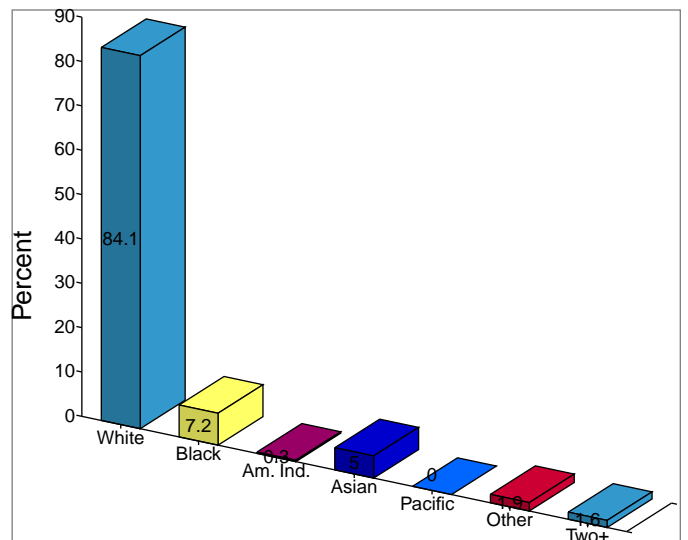
Population by Age



2008 Household Income



2008 Population by Race





2008 Percent Hispanic Origin: 5.2%



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	2000 Total Population	2,555	28,811	71,709
	2000 Group Quarters	5	120	616
	2008 Total Population	8,684	55,790	113,768
	2013 Total Population	11,709	72,063	139,279
	2008 - 2013 Annual Rate	6.16%	5.25%	4.13%

	2000 Households	886	10,596	27,822
	2000 Average Household Size	2.88	2.71	2.56
	2008 Households	2,975	20,838	43,882
	2008 Average Household Size	2.91	2.67	2.58
	2013 Households	4,051	27,040	53,704
	2013 Average Household Size	2.89	2.66	2.58
	2008 - 2013 Annual Rate	6.37%	5.35%	4.12%
	2000 Families	619	7,964	19,609
	2000 Average Family Size	3.45	3.15	3.06
	2008 Families	2,104	15,201	30,788
	2008 Average Family Size	3.5	3.16	3.11
	2013 Families	2,816	19,463	37,406
	2013 Average Family Size	3.5	3.17	3.13
	2008 - 2013 Annual Rate	6%	5.07%	3.97%

	<b>2000 Housing Units</b>	929	11,532	29,733
	Owner Occupied Housing Units	65.3%	73.8%	68.9%
	Renter Occupied Housing Units	23.7%	18.3%	24.6%
	Vacant Housing Units	11.0%	7.9%	6.5%
	<b>2008 Housing Units</b>	3,221	23,221	48,108
	Owner Occupied Housing Units	73.2%	71.8%	68.4%
	Renter Occupied Housing Units	19.2%	17.9%	22.8%
	Vacant Housing Units	7.6%	10.3%	8.8%
	<b>2013 Housing Units</b>	4,385	30,090	58,993
	Owner Occupied Housing Units	72.4%	71.1%	68.1%
	Renter Occupied Housing Units	20.0%	18.7%	23.0%
	Vacant Housing Units	7.6%	10.1%	9.0%

### Median Household Income

2000	\$76,193	\$76,974	\$67,846
2008	\$99,304	\$104,447	\$92,654
2013	\$121,108	\$126,186	\$107,989

### Median Home Value

2000	\$187,500	\$184,599	\$177,881
2008	\$236,381	\$257,363	\$257,042
2013	\$249,444	\$275,985	\$277,644

### Per Capita Income

2000	\$38,434	\$35,141	\$35,354
2008	\$47,816	\$50,647	\$48,889
2013	\$61,748	\$67,335	\$63,704

### Median Age

2000	31.8	33.5	34.7
2008	33.2	34.9	36.1
2013	33.3	34.8	36.2

**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.



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**2000 Households by Income**

Household Income Base	897	10,584	27,659
< \$15,000	3.3%	4.1%	5.9%
\$15,000 - \$24,999	4.6%	4.8%	6.4%
\$25,000 - \$34,999	4.7%	5.6%	8.8%
\$35,000 - \$49,999	12.9%	12.0%	13.0%
\$50,000 - \$74,999	23.3%	21.6%	21.1%
\$75,000 - \$99,999	17.6%	18.5%	15.6%
\$100,000 - \$149,999	17.6%	19.8%	16.1%
\$150,000 - \$199,999	8.0%	6.5%	6.0%
\$200,000+	7.9%	7.3%	7.2%
Average Household Income	\$96,363	\$95,871	\$91,305

**2008 Households by Income**

Household Income Base	2,975	20,838	43,884
< \$15,000	1.6%	2.5%	3.8%
\$15,000 - \$24,999	2.8%	2.9%	3.9%
\$25,000 - \$34,999	3.0%	3.5%	4.8%
\$35,000 - \$49,999	4.3%	5.4%	8.7%
\$50,000 - \$74,999	20.0%	16.6%	17.1%
\$75,000 - \$99,999	18.7%	16.2%	15.5%
\$100,000 - \$149,999	30.1%	27.8%	23.3%
\$150,000 - \$199,999	8.4%	11.0%	9.4%
\$200,000+	11.2%	14.2%	13.7%
Average Household Income	\$124,307	\$134,420	\$126,755

**2013 Households by Income**

Household Income Base	4,050	27,039	53,705
< \$15,000	1.4%	2.0%	3.1%
\$15,000 - \$24,999	1.5%	2.0%	2.7%
\$25,000 - \$34,999	2.2%	2.2%	3.0%
\$35,000 - \$49,999	3.9%	4.6%	6.6%
\$50,000 - \$74,999	9.0%	10.3%	13.8%
\$75,000 - \$99,999	22.1%	17.8%	17.3%
\$100,000 - \$149,999	26.6%	23.7%	21.3%
\$150,000 - \$199,999	17.1%	14.4%	11.3%
\$200,000+	16.1%	22.9%	21.0%
Average Household Income	\$158,852	\$177,823	\$165,165

**2000 Owner Occupied HUs by Value**

Total	652	8,507	20,528
<\$50,000	3.1%	3.1%	2.9%
\$50,000 - 99,999	1.5%	4.3%	10.7%
\$100,000 - 149,999	24.7%	27.1%	24.5%
\$150,000 - 199,999	26.4%	21.2%	19.5%
\$200,000 - \$299,999	21.8%	25.4%	22.2%
\$300,000 - 499,999	10.9%	11.7%	14.0%
\$500,000 - 999,999	10.9%	6.8%	5.7%
\$1,000,000+	0.8%	0.4%	0.5%
Average Home Value	\$258,658	\$235,263	\$227,545

**2000 Specified Renter Occupied HUs by Contract Rent**

Total	233	2,085	7,294
With Cash Rent	97.9%	96.0%	97.2%
No Cash Rent	2.1%	4.0%	2.8%
Median Rent	\$847	\$840	\$718
Average Rent	\$877	\$855	\$748

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.



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**2000 Population by Age**

Total	2,557	28,810	71,708
0 - 4	9.9%	9.0%	7.6%
5 - 9	8.2%	8.4%	7.8%
10 - 14	6.8%	7.7%	7.6%
15 - 19	4.8%	5.7%	5.9%
20 - 24	4.9%	3.8%	4.6%
25 - 34	23.6%	18.5%	16.9%
35 - 44	21.6%	21.9%	20.1%
45 - 54	12.2%	14.3%	15.2%
55 - 64	4.5%	5.9%	7.3%
65 - 74	2.1%	2.9%	3.8%
75 - 84	1.2%	1.5%	2.3%
85+	0.2%	0.3%	0.8%
18+	71.8%	70.8%	72.8%

**2008 Population by Age**

Total	8,680	55,793	113,767
0 - 4	9.7%	9.0%	7.8%
5 - 9	9.1%	9.0%	7.9%
10 - 14	8.4%	8.5%	7.9%
15 - 19	6.3%	6.4%	6.6%
20 - 24	4.6%	4.5%	5.1%
25 - 34	14.8%	12.7%	12.8%
35 - 44	21.1%	20.7%	18.3%
45 - 54	14.7%	16.0%	16.4%
55 - 64	7.3%	8.6%	10.2%
65 - 74	2.5%	2.9%	4.0%
75 - 84	1.1%	1.3%	2.1%
85+	0.3%	0.4%	0.8%
18+	68.3%	69.3%	72.1%

**2013 Population by Age**

Total	11,710	72,061	139,280
0 - 4	9.6%	8.9%	7.9%
5 - 9	8.7%	8.3%	7.5%
10 - 14	8.3%	8.4%	7.7%
15 - 19	6.8%	6.9%	6.7%
20 - 24	4.8%	4.5%	5.2%
25 - 34	14.4%	13.3%	13.3%
35 - 44	17.8%	17.1%	15.7%
45 - 54	16.4%	17.4%	17.2%
55 - 64	8.5%	9.6%	11.1%
65 - 74	3.2%	3.7%	4.8%
75 - 84	1.1%	1.3%	2.1%
85+	0.4%	0.5%	0.9%
18+	68.6%	69.8%	72.4%

**2000 Population by Sex**

Males	50.1%	49.6%	49.2%
Females	49.9%	50.4%	50.8%

**2008 Population by Sex**

Males	49.5%	49.4%	49.2%
Females	50.5%	50.6%	50.8%

**2013 Population by Sex**

Males	49.4%	49.4%	49.2%
Females	50.6%	50.6%	50.8%

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



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**2000 Population by Race/Ethnicity**

Total	2,556	28,812	71,710
White Alone	87.8%	89.1%	87.4%
Black Alone	5.6%	4.8%	6.2%
American Indian Alone	0.3%	0.2%	0.2%
Asian or Pacific Islander Alone	4.1%	4.0%	3.8%
Some Other Race Alone	0.8%	0.7%	1.1%
Two or More Races	1.3%	1.2%	1.2%
Hispanic Origin	3.2%	3.0%	3.5%
Diversity Index	27.2	24.8	28.2

**2008 Population by Race/Ethnicity**

Total	8,684	55,791	113,767
White Alone	81.8%	84.9%	84.1%
Black Alone	8.5%	6.2%	7.2%
American Indian Alone	0.3%	0.3%	0.3%
Asian or Pacific Islander Alone	5.4%	5.5%	5.0%
Some Other Race Alone	2.0%	1.4%	1.9%
Two or More Races	2.0%	1.6%	1.6%
Hispanic Origin	5.8%	4.8%	5.2%
Diversity Index	39.6	33.9	35.5

**2013 Population by Race/Ethnicity**

Total	11,709	72,062	139,279
White Alone	78.9%	82.4%	82.0%
Black Alone	9.2%	6.8%	7.6%
American Indian Alone	0.4%	0.3%	0.3%
Asian or Pacific Islander Alone	6.5%	6.6%	5.9%
Some Other Race Alone	2.6%	1.9%	2.4%
Two or More Races	2.4%	1.9%	1.9%
Hispanic Origin	7.2%	6.0%	6.3%
Diversity Index	45.0	38.9	39.9



**2000 Population 3+ by School Enrollment**

Total	2,412	27,307	68,291
Enrolled in Nursery/Preschool	3.6%	3.5%	2.8%
Enrolled in Kindergarten	1.8%	2.0%	1.8%
Enrolled in Grade 1-8	11.6%	13.1%	12.7%
Enrolled in Grade 9-12	4.6%	5.8%	6.0%
Enrolled in College	1.9%	2.4%	3.2%
Enrolled in Grad/Prof School	1.6%	1.4%	1.4%
Not Enrolled in School	74.9%	71.8%	72.2%

**2008 Population 25+ by Educational Attainment**

Total	5,372	34,956	73,610
Less than 9th Grade	1.1%	1.1%	1.5%
9th - 12th Grade, No Diploma	3.5%	3.3%	3.8%
High School Graduate	17.2%	16.0%	16.6%
Some College, No Degree	19.8%	18.3%	19.2%
Associate Degree	8.2%	7.9%	8.2%
Bachelor's Degree	38.5%	39.9%	37.1%
Graduate/Professional Degree	11.8%	13.6%	13.5%

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.



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**2008 Population 15+ by Marital Status**

Total	6,318	41,052	86,920
Never Married	22.5%	22.3%	24.1%
Married	67.0%	67.6%	65.0%
Widowed	2.7%	2.6%	3.4%
Divorced	7.8%	7.4%	7.6%



**2000 Population 16+ by Employment Status**

Total	1,918	21,221	54,101
In Labor Force	79.0%	76.6%	75.0%
Civilian Employed	76.8%	74.2%	72.4%
Civilian Unemployed	2.2%	2.4%	2.6%
In Armed Forces	0.0%	0.0%	0.0%
Not in Labor Force	21.0%	23.4%	25.0%

**2008 Civilian Population 16+ in Labor Force**

Civilian Employed	95.6%	95.6%	95.3%
Civilian Unemployed	4.4%	4.4%	4.7%

**2013 Civilian Population 16+ in Labor Force**

Civilian Employed	95.6%	95.7%	95.3%
Civilian Unemployed	4.4%	4.3%	4.7%

**2000 Females 16+ by Employment Status and Age of Children**

Total	962	10,765	27,862
Own Children < 6 Only	12.0%	12.6%	10.1%
Employed/in Armed Forces	7.2%	7.3%	5.6%
Unemployed	0.0%	0.1%	0.2%
Not in Labor Force	4.8%	5.1%	4.4%
Own Children < 6 and 6-17 Only	9.4%	9.2%	7.2%
Employed/in Armed Forces	4.9%	4.5%	3.5%
Unemployed	0.2%	0.2%	0.1%
Not in Labor Force	4.3%	4.5%	3.5%
Own Children 6-17 Only	14.8%	20.6%	20.6%
Employed/in Armed Forces	7.9%	13.2%	14.0%
Unemployed	0.4%	0.7%	0.5%
Not in Labor Force	6.4%	6.7%	6.0%
No Own Children < 18	63.9%	57.6%	62.1%
Employed/in Armed Forces	47.2%	39.0%	39.5%
Unemployed	2.4%	1.7%	1.8%
Not in Labor Force	14.3%	17.0%	20.8%

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



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**2008 Employed Population 16+ by Industry**

Total	4,217	27,276	55,890
Agriculture/Mining	0.0%	0.1%	0.2%
Construction	7.9%	7.7%	7.2%
Manufacturing	6.4%	7.3%	8.1%
Wholesale Trade	5.7%	6.2%	5.8%
Retail Trade	9.7%	11.0%	11.5%
Transportation/Utilities	4.9%	4.6%	4.7%
Information	3.6%	3.2%	3.2%
Finance/Insurance/Real Estate	16.5%	15.8%	15.3%
Services	43.7%	42.2%	42.3%
Public Administration	1.6%	1.8%	1.7%

**2008 Employed Population 16+ by Occupation**

Total	4,218	27,277	55,893
White Collar	74.4%	75.5%	74.9%
Management/Business/Financial	24.0%	24.6%	24.0%
Professional	22.9%	22.6%	21.9%
Sales	16.2%	16.9%	16.8%
Administrative Support	11.3%	11.4%	12.1%
Services	12.0%	10.5%	10.9%
Blue Collar	13.6%	14.0%	14.2%
Farming/Forestry/Fishing	0.0%	0.1%	0.1%
Construction/Extraction	5.1%	4.7%	4.5%
Installation/Maintenance/Repair	2.9%	3.0%	2.8%
Production	2.3%	2.7%	3.2%
Transportation/Material Moving	3.3%	3.4%	3.6%



**2000 Workers 16+ by Means of Transportation to Work**

Total	1,454	15,492	38,499
Drove Alone - Car, Truck, or Van	86.8%	86.0%	85.7%
Carpooled - Car, Truck, or Van	5.2%	6.6%	7.8%
Public Transportation	0.2%	0.2%	0.4%
Walked	0.6%	0.5%	0.7%
Other Means	0.7%	0.8%	0.6%
Worked at Home	6.5%	5.9%	4.8%

**2000 Workers 16+ by Travel Time to Work**

Total	1,455	15,491	38,501
Did Not Work at Home	93.5%	94.1%	95.2%
Less than 5 minutes	2.7%	1.7%	2.0%
5 to 9 minutes	5.2%	5.5%	6.5%
10 to 19 minutes	19.2%	18.8%	22.2%
20 to 24 minutes	18.4%	16.0%	16.1%
25 to 34 minutes	28.4%	28.5%	26.5%
35 to 44 minutes	9.8%	10.4%	9.6%
45 to 59 minutes	6.9%	8.9%	8.6%
60 to 89 minutes	1.6%	2.5%	2.1%
90 or more minutes	1.4%	1.7%	1.6%
Worked at Home	6.5%	5.9%	4.8%
Average Travel Time to Work (in min)	25.9	27.8	26.6

**2000 Households by Vehicles Available**

Total	887	10,609	27,840
None	0.9%	1.2%	2.6%
1	26.6%	24.3%	28.5%
2	57.0%	55.5%	50.5%
3	13.3%	14.8%	14.3%
4	1.8%	3.4%	3.4%
5+	0.3%	0.7%	0.7%
Average Number of Vehicles Available	1.9	2.0	1.9

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



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**2000 Households by Type**

Total	886	10,596	27,821
Family Households	70.0%	75.2%	70.5%
Married-couple Family	62.1%	66.8%	60.8%
With Related Children	35.1%	38.1%	32.6%
Other Family (No Spouse)	7.9%	8.3%	9.7%
With Related Children	5.0%	5.4%	6.4%
Nonfamily Households	30.0%	24.8%	29.5%
Householder Living Alone	22.0%	19.0%	22.8%
Householder Not Living Alone	8.0%	5.9%	6.7%
Households with Related Children	40.1%	43.5%	39.0%
Households with Persons 65+	6.5%	8.9%	12.0%

**2000 Households by Size**

Total	886	10,596	27,822
1 Person Household	22.1%	19.0%	22.8%
2 Person Household	34.9%	34.0%	34.3%
3 Person Household	16.8%	18.3%	17.1%
4 Person Household	17.8%	19.7%	17.4%
5 Person Household	6.4%	6.9%	6.3%
6 Person Household	1.5%	1.7%	1.5%
7+ Person Household	0.5%	0.5%	0.5%

**2000 Households by Year Householder Moved In**

Total	888	10,609	27,841
Moved in 1999 to March 2000	52.7%	35.5%	30.6%
Moved in 1995 to 1998	36.1%	37.7%	35.5%
Moved in 1990 to 1994	6.0%	13.8%	16.0%
Moved in 1980 to 1989	4.6%	9.5%	12.9%
Moved in 1970 to 1979	0.2%	2.0%	3.3%
Moved in 1969 or Earlier	0.3%	1.4%	1.6%
Median Year Householder Moved In	2000	1997	1997



**2000 Housing Units by Units in Structure**

Total	998	11,518	29,798
1, Detached	65.1%	72.7%	64.9%
1, Attached	5.8%	4.9%	7.2%
2	0.6%	0.4%	0.9%
3 or 4	1.6%	1.3%	2.5%
5 to 9	4.8%	3.1%	5.6%
10 to 19	12.9%	8.4%	9.1%
20+	6.3%	4.3%	5.9%
Mobile Home	2.8%	4.9%	3.8%
Other	0.0%	0.1%	0.1%

**2000 Housing Units by Year Structure Built**

Total	931	11,542	29,786
1999 to March 2000	36.1%	20.5%	10.0%
1995 to 1998	37.4%	33.1%	24.6%
1990 to 1994	9.3%	14.5%	15.3%
1980 to 1989	13.3%	21.6%	31.3%
1970 to 1979	2.3%	6.7%	12.8%
1969 or Earlier	1.6%	3.6%	6.0%
Median Year Structure Built	1998	1995	1990

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



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**Top 3 Tapestry Segments**

1.	Up and Coming Families	Boomburbs	Boomburbs
2.	Boomburbs	Up and Coming Families	Enterprising Professio
3.	Enterprising Professio	Enterprising Professio	Up and Coming Families

 **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 \$	\$11,407,004	\$86,139,241	\$171,954,363
Average Spent	\$3,834.29	\$4,133.76	\$3,918.56
Spending Potential Index	143	154	146
Computers & Accessories: Total \$	\$1,244,357	\$9,319,295	\$18,570,284
Average Spent	\$418.27	\$447.23	\$423.19
Spending Potential Index	175	187	177
Education: Total \$	\$6,689,427	\$51,734,892	\$105,286,731
Average Spent	\$2,248.55	\$2,482.72	\$2,399.31
Spending Potential Index	164	181	175
Entertainment/Recreation: Total \$	\$18,803,734	\$142,673,898	\$281,962,308
Average Spent	\$6,320.58	\$6,846.81	\$6,425.47
Spending Potential Index	170	184	173
Food at Home: Total \$	\$22,798,902	\$171,581,495	\$347,237,131
Average Spent	\$7,663.50	\$8,234.07	\$7,912.97
Spending Potential Index	157	169	162
Food Away from Home: Total \$	\$16,943,826	\$127,524,881	\$255,564,003
Average Spent	\$5,695.40	\$6,119.82	\$5,823.89
Spending Potential Index	166	179	170
Health Care: Total \$	\$18,393,243	\$139,434,389	\$281,581,599
Average Spent	\$6,182.60	\$6,691.35	\$6,416.79
Spending Potential Index	151	163	157
HH Furnishings & Equipment: Total \$	\$11,793,455	\$89,119,775	\$173,862,461
Average Spent	\$3,964.19	\$4,276.79	\$3,962.05
Spending Potential Index	172	186	172
Investments: Total \$	\$5,641,819	\$44,807,818	\$87,659,556
Average Spent	\$1,896.41	\$2,150.29	\$1,997.62
Spending Potential Index	187	212	197
Retail Goods: Total \$	\$131,779,238	\$996,332,097	\$1,979,757,654
Average Spent	\$44,295.54	\$47,813.23	\$45,115.48
Spending Potential Index	163	176	166
Shelter: Total \$	\$80,308,684	\$606,430,748	\$1,203,408,402
Average Spent	\$26,994.52	\$29,102.16	\$27,423.74
Spending Potential Index	174	187	177
TV/Video/Sound Equipment: Total \$	\$7,075,996	\$53,075,083	\$106,360,758
Average Spent	\$2,378.49	\$2,547.03	\$2,423.79
Spending Potential Index	166	177	169
Travel: Total \$	\$9,680,161	\$73,917,806	\$146,013,002
Average Spent	\$3,253.84	\$3,547.26	\$3,327.40
Spending Potential Index	173	188	177
Vehicle Maintenance & Repairs: Total \$	\$4,874,432	\$36,593,880	\$73,279,191
Average Spent	\$1,638.46	\$1,756.11	\$1,669.91
Spending Potential Index	165	177	168

**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 2004 and 2005 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.