




Site Type: Geography

	2000 Total Population	85,781	
	2000 Group Quarters	486	
	2009 Total Population	99,771	
	2014 Total Population	108,868	
	2009 - 2014 Annual Rate	1.76%	
	2000 Households	39,288	
	2000 Average Household Size	2.17	
	2009 Households	45,097	
	2009 Average Household Size	2.2	
	2014 Households	49,134	
	2014 Average Household Size	2.21	
	2009 - 2014 Annual Rate	1.73%	
	2000 Families	19,702	
	2000 Average Family Size	2.87	
	2009 Families	21,120	
	2009 Average Family Size	2.95	
	2014 Families	22,130	
2014 Average Family Size	2.98		
2009 - 2014 Annual Rate	0.94%		
	2000 Housing Units	42,794	
	Owner Occupied Housing Units	41.9%	
	Renter Occupied Housing Units	49.9%	
	Vacant Housing Units	8.2%	
	2009 Housing Units	51,051	
	Owner Occupied Housing Units	39.1%	
	Renter Occupied Housing Units	49.2%	
	Vacant Housing Units	11.7%	
	2014 Housing Units	55,613	
	Owner Occupied Housing Units	38.5%	
	Renter Occupied Housing Units	49.8%	
	Vacant Housing Units	11.6%	
	Median Household Income		
	2000	\$60,493	
2009	\$78,338		
2014	\$81,412		
Median Home Value			
2000	\$311,898		
2009	\$343,012		
2014	\$344,862		
Per Capita Income			
2000	\$45,494		
2009	\$52,310		
2014	\$55,484		
Median Age			
2000	33.5		
2009	35.2		
2014	35.2		

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 2009 and 2014.

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2000 Households by Income

Household Income Base	39,182
< \$15,000	7.6%
\$15,000 - \$24,999	7.2%
\$25,000 - \$34,999	9.5%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	11.1%
\$100,000 - \$149,999	11.6%
\$150,000 - \$199,999	5.7%
\$200,000+	10.9%
Average Household Income	\$98,482

2009 Households by Income

Household Income Base	45,096
< \$15,000	5.2%
\$15,000 - \$24,999	4.5%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	10.5%
\$50,000 - \$74,999	21.1%
\$75,000 - \$99,999	18.0%
\$100,000 - \$149,999	16.6%
\$150,000 - \$199,999	5.7%
\$200,000+	12.9%
Average Household Income	\$115,686

2014 Households by Income

Household Income Base	49,136
< \$15,000	4.6%
\$15,000 - \$24,999	4.1%
\$25,000 - \$34,999	4.5%
\$35,000 - \$49,999	9.1%
\$50,000 - \$74,999	20.4%
\$75,000 - \$99,999	21.6%
\$100,000 - \$149,999	15.7%
\$150,000 - \$199,999	5.9%
\$200,000+	14.1%
Average Household Income	\$122,897

2000 Owner Occupied HUs by Value

Total	17,887
<\$50,000	0.6%
\$50,000 - 99,999	8.1%
\$100,000 - 149,999	10.7%
\$150,000 - 199,999	7.7%
\$200,000 - \$299,999	19.4%
\$300,000 - 499,999	34.3%
\$500,000 - 999,999	16.0%
\$1,000,000+	3.1%
Average Home Value	\$363,873

2000 Specified Renter Occupied HUs by Contract Rent

Total	21,314
With Cash Rent	98.7%
No Cash Rent	1.3%
Median Rent	\$796
Average Rent	\$835

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.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Geography



2000 Population by Age

Total	85,781
0 - 4	5.5%
5 - 9	4.8%
10 - 14	4.6%
15 - 19	4.7%
20 - 24	8.7%
25 - 34	24.8%
35 - 44	15.6%
45 - 54	13.5%
55 - 64	8.1%
65 - 74	4.7%
75 - 84	3.6%
85+	1.4%
18+	82.2%

2009 Population by Age

Total	99,771
0 - 4	5.4%
5 - 9	4.8%
10 - 14	4.7%
15 - 19	4.6%
20 - 24	9.2%
25 - 34	20.8%
35 - 44	15.8%
45 - 54	13.3%
55 - 64	10.4%
65 - 74	5.3%
75 - 84	3.6%
85+	2.0%
18+	82.3%

2014 Population by Age

Total	108,866
0 - 4	5.4%
5 - 9	4.8%
10 - 14	4.5%
15 - 19	4.3%
20 - 24	8.5%
25 - 34	22.2%
35 - 44	13.7%
45 - 54	13.2%
55 - 64	10.4%
65 - 74	7.1%
75 - 84	3.7%
85+	2.1%
18+	82.8%

2000 Population by Sex

Males	49.1%
Females	50.9%

2009 Population by Sex

Males	49.8%
Females	50.2%

2014 Population by Sex

Males	50.0%
Females	50.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Geography



2000 Population by Race/Ethnicity

Total	85,781
White Alone	77.5%
Black Alone	12.0%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	3.3%
Some Other Race Alone	4.9%
Two or More Races	1.9%
Hispanic Origin	9.9%
Diversity Index	49.3

2009 Population by Race/Ethnicity

Total	99,770
White Alone	67.3%
Black Alone	18.2%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	4.2%
Some Other Race Alone	7.5%
Two or More Races	2.6%
Hispanic Origin	14.3%
Diversity Index	63.2

2014 Population by Race/Ethnicity

Total	108,868
White Alone	62.3%
Black Alone	20.7%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	4.7%
Some Other Race Alone	9.1%
Two or More Races	2.9%
Hispanic Origin	16.9%
Diversity Index	68.8



2000 Population 3+ by School Enrollment

Total	82,487
Enrolled in Nursery/Preschool	1.8%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	7.8%
Enrolled in Grade 9-12	4.0%
Enrolled in College	4.2%
Enrolled in Grad/Prof School	2.1%
Not Enrolled in School	79.1%

2009 Population 25+ by Educational Attainment

Total	71,071
Less than 9th Grade	2.2%
9th - 12th Grade, No Diploma	2.1%
High School Graduate	10.3%
Some College, No Degree	14.2%
Associate Degree	6.0%
Bachelor's Degree	42.5%
Graduate/Professional Degree	22.8%

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 2009 and 2014.

Site Type: Geography



2009 Population 15+ by Marital Status

Total	84,837
Never Married	39.5%
Married	45.2%
Widowed	4.5%
Divorced	10.8%



2000 Population 16+ by Employment Status

Total	72,256
In Labor Force	74.1%
Civilian Employed	71.9%
Civilian Unemployed	2.1%
In Armed Forces	0.1%
Not in Labor Force	25.9%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	90.4%
Civilian Unemployed	9.6%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	94.0%
Civilian Unemployed	6.0%

2000 Females 16+ by Employment Status and Age of Children

Total	37,145
Own Children < 6 Only	7.2%
Employed/in Armed Forces	3.9%
Unemployed	0.2%
Not in Labor Force	3.2%
Own Children < 6 and 6-17 Only	3.4%
Employed/in Armed Forces	1.8%
Unemployed	0.1%
Not in Labor Force	1.5%
Own Children 6-17 Only	12.0%
Employed/in Armed Forces	8.0%
Unemployed	0.3%
Not in Labor Force	3.7%
No Own Children < 18	77.4%
Employed/in Armed Forces	49.9%
Unemployed	1.5%
Not in Labor Force	25.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Geography



2009 Employed Population 16+ by Industry

Total	50,434
Agriculture/Mining	0.1%
Construction	4.3%
Manufacturing	3.7%
Wholesale Trade	2.7%
Retail Trade	11.1%
Transportation/Utilities	2.6%
Information	5.2%
Finance/Insurance/Real Estate	15.0%
Services	53.6%
Public Administration	1.7%

2009 Employed Population 16+ by Occupation

Total	50,434
White Collar	80.4%
Management/Business/Financial	27.9%
Professional	26.7%
Sales	16.7%
Administrative Support	9.1%
Services	12.4%
Blue Collar	7.2%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	3.1%
Installation/Maintenance/Repair	1.1%
Production	1.1%
Transportation/Material Moving	1.7%



2000 Workers 16+ by Means of Transportation to Work

Total	51,358
Drove Alone - Car, Truck, or Van	77.7%
Carpooled - Car, Truck, or Van	8.9%
Public Transportation	5.4%
Walked	1.8%
Other Means	1.0%
Worked at Home	5.1%

2000 Workers 16+ by Travel Time to Work

Total	51,358
Did Not Work at Home	94.9%
Less than 5 minutes	1.9%
5 to 9 minutes	6.1%
10 to 19 minutes	26.7%
20 to 24 minutes	18.1%
25 to 34 minutes	25.3%
35 to 44 minutes	6.4%
45 to 59 minutes	5.7%
60 to 89 minutes	3.6%
90 or more minutes	1.2%
Worked at Home	5.1%
Average Travel Time to Work (in min)	24.9

2000 Households by Vehicles Available

Total	39,219
None	6.6%
1	41.5%
2	38.6%
3	10.5%
4	2.0%
5+	0.8%
Average Number of Vehicles Available	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.

Site Type: Geography



2000 Households by Type

Total	39,288
Family Households	50.1%
Married-couple Family	40.1%
With Related Children	16.5%
Other Family (No Spouse)	10.0%
With Related Children	5.6%
Nonfamily Households	49.9%
Householder Living Alone	35.9%
Householder Not Living Alone	13.9%
Households with Related Children	22.1%
Households with Persons 65+	15.2%

2000 Households by Size

Total	39,288
1 Person Household	35.9%
2 Person Household	36.3%
3 Person Household	12.6%
4 Person Household	9.4%
5 Person Household	3.8%
6 Person Household	1.1%
7+ Person Household	1.0%

2000 Households by Year Householder Moved In

Total	39,219
Moved in 1999 to March 2000	38.2%
Moved in 1995 to 1998	30.9%
Moved in 1990 to 1994	10.9%
Moved in 1980 to 1989	10.8%
Moved in 1970 to 1979	5.3%
Moved in 1969 or Earlier	3.9%
Median Year Householder Moved In	1997



2000 Housing Units by Units in Structure

Total	42,744
1, Detached	33.6%
1, Attached	6.7%
2	0.6%
3 or 4	4.9%
5 to 9	16.2%
10 to 19	18.6%
20+	19.3%
Mobile Home	0.1%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	42,744
1999 to March 2000	2.3%
1995 to 1998	10.5%
1990 to 1994	11.0%
1980 to 1989	31.6%
1970 to 1979	21.4%
1969 or Earlier	23.2%
Median Year Structure Built	1982

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

Site Type: Geography

Top 3 Tapestry Segments

- | | | |
|----|--|--------------------|
| 1. | | Young and Restless |
| 2. | | Metro Renters |
| 3. | | Top Rung |



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.

Apparel & Services: Total \$	\$137,217,646
Average Spent	\$3,042.72
Spending Potential Index	122
Computers & Accessories: Total \$	\$17,639,327
Average Spent	\$391.14
Spending Potential Index	171
Education: Total \$	\$99,677,284
Average Spent	\$2,210.29
Spending Potential Index	176
Entertainment/Recreation: Total \$	\$235,654,805
Average Spent	\$5,225.51
Spending Potential Index	161
Food at Home: Total \$	\$332,034,713
Average Spent	\$7,362.68
Spending Potential Index	161
Food Away from Home: Total \$	\$252,879,514
Average Spent	\$5,607.46
Spending Potential Index	168
Health Care: Total \$	\$247,724,458
Average Spent	\$5,493.15
Spending Potential Index	146
HH Furnishings & Equipment: Total \$	\$142,112,371
Average Spent	\$3,151.26
Spending Potential Index	145
Investments: Total \$	\$98,473,112
Average Spent	\$2,183.58
Spending Potential Index	152
Retail Goods: Total \$	\$1,777,620,611
Average Spent	\$39,417.71
Spending Potential Index	153
Shelter: Total \$	\$1,217,313,924
Average Spent	\$26,993.24
Spending Potential Index	173
TV/Video/Sound Equipment: Total \$	\$91,081,963
Average Spent	\$2,019.69
Spending Potential Index	166
Travel: Total \$	\$134,147,686
Average Spent	\$2,974.65
Spending Potential Index	161
Vehicle Maintenance & Repairs: Total \$	\$68,183,577
Average Spent	\$1,511.93
Spending Potential Index	162

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.