Population Summary	
2000 Total Population	40,169
2010 Total Population	37,043
2015 Total Population	37,375
2015 Group Quarters	2,759
2020 Total Population	38,109
2015-2020 Annual Rate	0.39%
Household Summary	
2000 Households	16,372
2000 Average Household Size	2.30
2010 Households	15,195
2010 Average Household Size	2.26
2015 Households	15,346
2015 Average Household Size	2.26
2020 Households	15,660
2020 Average Household Size	2.26
2015-2020 Annual Rate	0.41%
2010 Families	8,912
2010 Average Family Size	2.95
2015 Families	8,894
2015 Average Family Size	2.96
2020 Families	9,015
2020 Average Family Size	2.96
2015-2020 Annual Rate	0.27%
Housing Unit Summary	
2000 Housing Units	18,112
Owner Occupied Housing Units	47.0%
Renter Occupied Housing Units	43.4%
Vacant Housing Units	9.6%
2010 Housing Units	17,527
Owner Occupied Housing Units	43.8%
Renter Occupied Housing Units	42.9%
Vacant Housing Units	13.3%
2015 Housing Units	17,971
Owner Occupied Housing Units	40.9%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	14.6%
2020 Housing Units	18,463
Owner Occupied Housing Units	40.4%
Renter Occupied Housing Units	44.4%
Vacant Housing Units	15.2%
Median Household Income	
2015	$33,600
2020	$38,083
Median Home Value	
2015	$134,061
2020	$156,603
Per Capita Income	
2015	$21,376
2020	$23,758
Median Age	
2010	36.5
2015	37.1
2020	37.5

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 12, 2015

Latitude: 34.94362573
Longitude: -81.9257465

2015 Households by Income	
Household Income Base	15,346
<$15,000	25.8%
$15,000 - $24,999	14.3%
$25,000 - $34,999	11.1%
$35,000 - $49,999	13.8%
$50,000 - $74,999	15.0%
$75,000 - $99,999	8.2%
$100,000 - $149,999	6.9%
$150,000 - $199,999	2.4%
$200,000+	2.4%
Average Household Income	$50,795
2020 Households by Income	
Household Income Base	15,660
<$15,000	25.1%
$15,000 - $24,999	11.0%
$25,000 - $34,999	10.1%
$35,000 - $49,999	14.2%
$50,000 - $74,999	16.5%
$75,000 - $99,999	9.5%
$100,000 - $149,999	8.1%
$150,000 - $199,999	2.9%
$200,000+	2.6%
Average Household Income	$56,594
2015 Owner Occupied Housing Units by Value	
Total	7,337
<$50,000	7.2%
$50,000 - $99,999	26.0%
$100,000 - $149,999	24.7%
$150,000 - $199,999	17.3%
$200,000 - $249,999	8.7%
$250,000 - $299,999	4.9%
$300,000 - $399,999	4.6%
$400,000 - $499,999	2.1%
$500,000 - $749,999	2.5%
$750,000 - $999,999	0.8%
$1,000,000 +	1.3%
Average Home Value	$179,549
2020 Owner Occupied Housing Units by Value	
Total	7,458
<$50,000	6.0%
$50,000 - $99,999	21.6%
$100,000 - $149,999	19.9%
$150,000 - $199,999	18.7%
$200,000 - $249,999	11.3%
$250,000 - $299,999	6.6%
$300,000 - $399,999	6.2%
$400,000 - $499,999	2.7%
$500,000 - $749,999	3.8%
$750,000 - $999,999	1.4%
$1,000,000 +	1.7%
Average Home Value	$209,994

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 12, 2015

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2010 Population by Age	
Total	37,043
0 - 4	7.3%
5 - 9	6.1%
10 - 14	5.6%
15 - 24	17.8%
25 - 34	11.6%
35 - 44	11.2%
45 - 54	13.1%
55 - 64	12.1%
65 - 74	7.5%
75 - 84	5.1%
85 +	2.7%
18 +	77.3%
2015 Population by Age	
Total	37,374
0 - 4	6.9%
5 - 9	6.2%
10 - 14	5.5%
15 - 24	17.1%
25 - 34	12.1%
35 - 44	10.6%
45 - 54	12.2%
55 - 64	12.6%
65 - 74	9.0%
75 - 84	5.0%
85 +	2.8%
18 +	78.1%
2020 Population by Age	
Total	38,109
0 - 4	6.8%
5 - 9	6.0%
10 - 14	5.7%
15 - 24	16.1%
25 - 34	12.6%
35 - 44	10.7%
45 - 54	11.1%
55 - 64	12.2%
65 - 74	10.6%
75 - 84	5.5%
85 +	2.7%
18 +	78.1%
2010 Population by Sex	
Males	16,412
Females	20,631
2015 Population by Sex	
Males	16,610
Females	20,764
2020 Population by Sex	
Males	17,020
Females	21,089

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 12, 2015

2010 Population by Race/Ethnicity	
Total	37,042
White Alone	47.1%
Black Alone	47.9%
American Indian Alone	0.2%
Asian Alone	1.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.3%
Two or More Races	1.7%
Hispanic Origin	3.4%
Diversity Index	57.8
2015 Population by Race/Ethnicity	
Total	37,375
White Alone	46.2%
Black Alone	48.0%
American Indian Alone	0.2%
Asian Alone	2.0%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.4%
Two or More Races	2.1%
Hispanic Origin	3.9%
Diversity Index	58.9
2020 Population by Race/Ethnicity	
Total	38,110
White Alone	45.3%
Black Alone	47.8%
American Indian Alone	0.2%
Asian Alone	2.3%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.7%
Two or More Races	2.5%
Hispanic Origin	4.5%
Diversity Index	60.3
2010 Population by Relationship and Household Type	
Total	37,043
In Households	92.6%
In Family Households	73.1%
Householder	24.0%
Spouse	12.6%
Child	30.3%
Other relative	4.1%
Nonrelative	2.0%
In Nonfamily Households	19.5%
In Group Quarters	7.4%
Institutionalized Population	1.0%
Noninstitutionalized Population	6.4%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 12, 2015

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2015 Population 25+ by Educational Attainment

Total	24,011
Less than 9th Grade	5.4%
9th - 12th Grade, No Diploma	12.1%
High School Graduate	20.4%
GED/Alternative Credential	4.5%
Some College, No Degree	19.6%
Associate Degree	10.4%
Bachelor's Degree	15.5%
Graduate/Professional Degree	12.2%

2015 Population 15+ by Marital Status

Total	30,397
Never Married	42.6%
Married	35.0%
Widowed	10.6%
Divorced	11.8%

2015 Civilian Population 16+ in Labor Force

Civilian Employed	91.0%
Civilian Unemployed	9.0%

2015 Employed Population 16+ by Industry

Total	14,905
Agriculture/Mining	0.1%
Construction	3.0%
Manufacturing	17.7%
Wholesale Trade	2.5%
Retail Trade	11.2%
Transportation/Utilities	2.2%
Information	1.3%
Finance/Insurance/Real Estate	3.7%
Services	55.9%
Public Administration	2.3%

2015 Employed Population 16+ by Occupation

Total	14,906
White Collar	57.5%
Management/Business/Financial	10.7%
Professional	22.3%
Sales	12.2%
Administrative Support	12.2%
Services	21.5%
Blue Collar	21.0%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	2.7%
Installation/Maintenance/Repair	1.5%
Production	9.3%
Transportation/Material Moving	7.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 12, 2015

2010 Households by Type	
Total	15,194
Households with 1 Person	35.9%
Households with 2+ People	64.1%
Family Households	58.7%
Husband-wife Families	30.9%
With Related Children	11.6%
Other Family (No Spouse Present)	27.8%
Other Family with Male Householder	4.3%
With Related Children	2.1%
Other Family with Female Householder	23.5%
With Related Children	16.0%
Nonfamily Households	5.4%
All Households with Children	30.0%
Multigenerational Households	4.5%
Unmarried Partner Households	5.9%
Male-female	5.3%
Same-sex	0.6%
2010 Households by Size	
Total	15,193
1 Person Household	35.9%
2 Person Household	31.4%
3 Person Household	15.3%
4 Person Household	9.9%
5 Person Household	4.5%
6 Person Household	1.9%
7 + Person Household	1.1%
2010 Households by Tenure and Mortgage Status	
Total	15,195
Owner Occupied	50.5%
Owned with a Mortgage/Loan	33.2%
Owned Free and Clear	17.3%
Renter Occupied	49.5%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 12, 2015

Top 3 Tapestry Segments

	1.	Modest Income Homes
	2.	City Commons (11E)
	3.	Comfortable Empty

2015 Consumer Spending

Apparel & Services: Total $	$24,523,679
Average Spent	$1,598.05
Spending Potential Index	69
Computers & Accessories: Total $	$2,706,408
Average Spent	$176.36
Spending Potential Index	69
Education: Total $	$15,634,945
Average Spent	$1,018.83
Spending Potential Index	67
Entertainment/Recreation: Total $	$34,142,841
Average Spent	$2,224.87
Spending Potential Index	67
Food at Home: Total $	$56,550,114
Average Spent	$3,685.01
Spending Potential Index	71
Food Away from Home: Total $	$34,236,258
Average Spent	$2,230.96
Spending Potential Index	68
Health Care: Total $	$50,001,156
Average Spent	$3,258.25
Spending Potential Index	69
HH Furnishings & Equipment: Total $	$19,092,858
Average Spent	$1,244.16
Spending Potential Index	68
Investments: Total $	$21,507,410
Average Spent	$1,401.50
Spending Potential Index	51
Retail Goods: Total $	$267,705,996
Average Spent	$17,444.68
Spending Potential Index	68
Shelter: Total $	$174,513,145
Average Spent	$11,371.90
Spending Potential Index	69
TV/Video/Audio: Total $	$14,548,721
Average Spent	$948.05
Spending Potential Index	72
Travel: Total $	$18,935,329
Average Spent	$1,233.89
Spending Potential Index	63
Vehicle Maintenance & Repairs: Total $	$11,660,986
Average Spent	$759.87
Spending Potential Index	68

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2011 and 2012 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020. Esri converted Census 2000 data into 2010 geography.

August 12, 2015