

Population Summary	
2000 Total Population	320,653
2010 Total Population	334,953
2017 Total Population	338,632
2017 Group Quarters	10,703
2022 Total Population	340,109
2017-2022 Annual Rate	0.09%
2017 Total Daytime Population	350,134
Workers	155,474
Residents	194,660
Household Summary	
2000 Households	119,382
2000 Average Household Size	2.59
2010 Households	127,888
2010 Average Household Size	2.53
2017 Households	129,699
2017 Average Household Size	2.53
2022 Households	130,355
2022 Average Household Size	2.53
2017-2022 Annual Rate	0.10%
2010 Families	87,825
2010 Average Family Size	3.07
2017 Families	87,914
2017 Average Family Size	3.08
2022 Families	87,866
2022 Average Family Size	3.09
2017-2022 Annual Rate	-0.01%
Housing Unit Summary	
2000 Housing Units	132,584
Owner Occupied Housing Units	65.5%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	10.0%
2010 Housing Units	144,890
Owner Occupied Housing Units	60.2%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	11.7%
2017 Housing Units	148,286
Owner Occupied Housing Units	59.1%
Renter Occupied Housing Units	28.4%
Vacant Housing Units	12.5%
2022 Housing Units	151,041
Owner Occupied Housing Units	58.3%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	13.7%
Median Household Income	
2017	\$41,230
2022	\$47,139
Median Home Value	
2017	\$111,928
2022	\$131,512
Per Capita Income	
2017	\$22,534
2022	\$25,767
Median Age	
2010	37.6
2017	39.0
2022	40.1

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



2017 Households by Income

Household Income Base	129,698
<\$15,000	16.8%
\$15,000 - \$24,999	13.2%
\$25,000 - \$34,999	12.3%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	17.8%
\$75,000 - \$99,999	10.5%
\$100,000 - \$149,999	9.2%
\$150,000 - \$199,999	2.6%
\$200,000+	2.2%
Average Household Income	\$57,195

2022 Households by Income

Household Income Base	130,354
<\$15,000	15.5%
\$15,000 - \$24,999	11.7%
\$25,000 - \$34,999	11.0%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	18.5%
\$75,000 - \$99,999	12.7%
\$100,000 - \$149,999	11.1%
\$150,000 - \$199,999	3.1%
\$200,000+	2.6%
Average Household Income	\$65,622

2017 Owner Occupied Housing Units by Value

Total	87,637
<\$50,000	18.6%
\$50,000 - \$99,999	26.9%
\$100,000 - \$149,999	18.7%
\$150,000 - \$199,999	14.0%
\$200,000 - \$249,999	7.2%
\$250,000 - \$299,999	5.1%
\$300,000 - \$399,999	4.6%
\$400,000 - \$499,999	2.1%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.3%
Average Home Value	\$149,000

2022 Owner Occupied Housing Units by Value

Total	88,011
<\$50,000	14.4%
\$50,000 - \$99,999	24.2%
\$100,000 - \$149,999	18.1%
\$150,000 - \$199,999	14.1%
\$200,000 - \$249,999	7.9%
\$250,000 - \$299,999	6.3%
\$300,000 - \$399,999	6.6%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	3.5%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.4%
Average Home Value	\$178,355

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



2010 Population by Age	
Total	334,953
0 - 4	6.8%
5 - 9	6.7%
10 - 14	6.7%
15 - 24	14.1%
25 - 34	12.4%
35 - 44	12.5%
45 - 54	14.3%
55 - 64	12.9%
65 - 74	7.8%
75 - 84	4.2%
85 +	1.6%
18 +	75.6%
2017 Population by Age	
Total	338,633
0 - 4	6.3%
5 - 9	6.5%
10 - 14	6.4%
15 - 24	12.7%
25 - 34	13.3%
35 - 44	12.1%
45 - 54	12.7%
55 - 64	13.5%
65 - 74	10.2%
75 - 84	4.6%
85 +	1.8%
18 +	77.3%
2022 Population by Age	
Total	340,111
0 - 4	6.1%
5 - 9	6.2%
10 - 14	6.5%
15 - 24	12.2%
25 - 34	12.5%
35 - 44	12.4%
45 - 54	11.9%
55 - 64	13.0%
65 - 74	11.4%
75 - 84	5.7%
85 +	1.9%
18 +	77.4%
2010 Population by Sex	
Males	160,219
Females	174,734
2017 Population by Sex	
Males	162,433
Females	176,199
2022 Population by Sex	
Males	163,705
Females	176,405

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2010 Population by Race/Ethnicity

Total	334,952
White Alone	52.2%
Black Alone	43.9%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.3%
Hispanic Origin	2.6%
Diversity Index	55.7

2017 Population by Race/Ethnicity

Total	338,632
White Alone	52.0%
Black Alone	43.2%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	1.6%
Hispanic Origin	3.2%
Diversity Index	57.1

2022 Population by Race/Ethnicity

Total	340,109
White Alone	51.6%
Black Alone	42.7%
American Indian Alone	0.5%
Asian Alone	1.4%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	1.9%
Hispanic Origin	3.8%
Diversity Index	58.3

2010 Population by Relationship and Household Type

Total	334,953
In Households	96.8%
In Family Households	82.8%
Householder	26.2%
Spouse	16.6%
Child	33.3%
Other relative	4.4%
Nonrelative	2.2%
In Nonfamily Households	14.0%
In Group Quarters	3.2%
Institutionalized Population	2.1%
Noninstitutionalized Population	1.2%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.

2017 Population 25+ by Educational Attainment

Total	230,790
Less than 9th Grade	5.0%
9th - 12th Grade, No Diploma	12.0%
High School Graduate	28.9%
GED/Alternative Credential	4.4%
Some College, No Degree	20.0%
Associate Degree	9.3%
Bachelor's Degree	13.6%
Graduate/Professional Degree	6.9%

2017 Population 15+ by Marital Status

Total	273,818
Never Married	35.1%
Married	46.3%
Widowed	7.9%
Divorced	10.7%

2017 Civilian Population 16+ in Labor Force

Civilian Employed	91.7%
Civilian Unemployed (Unemployment Rate)	8.3%

2017 Employed Population 16+ by Industry

Total	140,508
Agriculture/Mining	1.6%
Construction	5.1%
Manufacturing	14.6%
Wholesale Trade	2.4%
Retail Trade	11.9%
Transportation/Utilities	5.2%
Information	1.3%
Finance/Insurance/Real Estate	6.0%
Services	47.2%
Public Administration	4.7%

2017 Employed Population 16+ by Occupation

Total	140,511
White Collar	54.5%
Management/Business/Financial	10.5%
Professional	19.7%
Sales	10.4%
Administrative Support	13.9%
Services	19.6%
Blue Collar	25.9%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	5.0%
Installation/Maintenance/Repair	3.6%
Production	9.2%
Transportation/Material Moving	7.2%

2010 Population By Urban/ Rural Status

Total Population	334,953
Population Inside Urbanized Area	43.4%
Population Inside Urbanized Cluster	13.0%
Rural Population	43.6%

2010 Households by Type

Total	127,888
Households with 1 Person	27.0%
Households with 2+ People	73.0%
Family Households	68.7%
Husband-wife Families	43.4%
With Related Children	18.3%
Other Family (No Spouse Present)	25.2%
Other Family with Male Householder	5.0%
With Related Children	2.7%
Other Family with Female Householder	20.2%
With Related Children	13.3%
Nonfamily Households	4.3%
All Households with Children	34.7%

2010 Households by Size

Multigenerational Households	6.1%
Unmarried Partner Households	5.8%
Male-female	5.2%
Same-sex	0.6%

2010 Households by Size

Total	127,888
1 Person Household	27.0%
2 Person Household	32.3%
3 Person Household	17.6%
4 Person Household	13.1%
5 Person Household	6.1%
6 Person Household	2.4%
7 + Person Household	1.6%

2010 Households by Tenure and Mortgage Status

Total	127,888
Owner Occupied	68.2%
Owned with a Mortgage/Loan	41.1%
Owned Free and Clear	27.1%
Renter Occupied	31.8%

2010 Housing Units By Urban/ Rural Status

Total Housing Units	144,890
Housing Units Inside Urbanized Area	43.9%
Housing Units Inside Urbanized Cluster	13.3%
Rural Housing Units	42.8%

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 2017 and 2022 Esri converted Census 2000 data into 2010 geography.



Top 3 Tapestry Segments

1. Rural Bypasses (10E)
2. Southern Satellites (10A)
3. Modest Income Homes

2017 Consumer Spending

Apparel & Services: Total \$	\$196,466,731
Average Spent	\$1,514.79
Spending Potential Index	70
Education: Total \$	\$110,871,767
Average Spent	\$854.84
Spending Potential Index	59
Entertainment/Recreation: Total \$	\$299,219,332
Average Spent	\$2,307.03
Spending Potential Index	74
Food at Home: Total \$	\$499,760,604
Average Spent	\$3,853.23
Spending Potential Index	77
Food Away from Home: Total \$	\$312,640,864
Average Spent	\$2,410.51
Spending Potential Index	72
Health Care: Total \$	\$567,267,159
Average Spent	\$4,373.72
Spending Potential Index	78
HH Furnishings & Equipment: Total \$	\$183,965,984
Average Spent	\$1,418.41
Spending Potential Index	73
Personal Care Products & Services: Total \$	\$72,796,558
Average Spent	\$561.27
Spending Potential Index	70
Shelter: Total \$	\$1,419,811,271
Average Spent	\$10,946.97
Spending Potential Index	67
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$225,582,598
Average Spent	\$1,739.28
Spending Potential Index	74
Travel: Total \$	\$174,921,922
Average Spent	\$1,348.68
Spending Potential Index	65
Vehicle Maintenance & Repairs: Total \$	\$105,761,178
Average Spent	\$815.44
Spending Potential Index	76

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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2017 and 2022 Esri converted Census 2000 data into 2010 geography.