

<b>Population Summary</b>	
2000 Total Population	283,305
2010 Total Population	296,538
2017 Total Population	297,906
2017 Group Quarters	9,060
2022 Total Population	297,818
2017-2022 Annual Rate	-0.01%
2017 Total Daytime Population	304,725
Workers	131,491
Residents	173,234
<b>Household Summary</b>	
2000 Households	105,628
2000 Average Household Size	2.59
2010 Households	113,029
2010 Average Household Size	2.54
2017 Households	113,706
2017 Average Household Size	2.54
2022 Households	113,645
2022 Average Household Size	2.54
2017-2022 Annual Rate	-0.01%
2010 Families	77,891
2010 Average Family Size	3.08
2017 Families	77,372
2017 Average Family Size	3.09
2022 Families	76,912
2022 Average Family Size	3.10
2017-2022 Annual Rate	-0.12%
<b>Housing Unit Summary</b>	
2000 Housing Units	117,532
Owner Occupied Housing Units	66.3%
Renter Occupied Housing Units	23.6%
Vacant Housing Units	10.1%
2010 Housing Units	127,621
Owner Occupied Housing Units	60.5%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	11.4%
2017 Housing Units	129,609
Owner Occupied Housing Units	59.4%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	12.3%
2022 Housing Units	131,488
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	27.9%
Vacant Housing Units	13.6%
<b>Median Household Income</b>	
2017	\$39,956
2022	\$45,066
<b>Median Home Value</b>	
2017	\$105,882
2022	\$125,970
<b>Per Capita Income</b>	
2017	\$21,935
2022	\$25,062
<b>Median Age</b>	
2010	37.9
2017	39.3
2022	40.5

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



## 2017 Households by Income

Household Income Base	113,705
<\$15,000	17.6%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	12.2%
\$35,000 - \$49,999	15.7%
\$50,000 - \$74,999	17.2%
\$75,000 - \$99,999	10.0%
\$100,000 - \$149,999	8.9%
\$150,000 - \$199,999	2.5%
\$200,000+	2.1%

Average Household Income \$55,932

## 2022 Households by Income

Household Income Base	113,644
<\$15,000	16.2%
\$15,000 - \$24,999	12.1%
\$25,000 - \$34,999	11.2%
\$35,000 - \$49,999	14.2%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	12.2%
\$100,000 - \$149,999	10.7%
\$150,000 - \$199,999	3.0%
\$200,000+	2.5%

Average Household Income \$64,148

## 2017 Owner Occupied Housing Units by Value

Total	77,048
<\$50,000	20.3%
\$50,000 - \$99,999	27.6%
\$100,000 - \$149,999	17.2%
\$150,000 - \$199,999	13.0%
\$200,000 - \$249,999	7.1%
\$250,000 - \$299,999	5.1%
\$300,000 - \$399,999	5.0%
\$400,000 - \$499,999	2.0%
\$500,000 - \$749,999	1.8%
\$750,000 - \$999,999	0.6%
\$1,000,000 +	0.3%

Average Home Value \$146,530

## 2022 Owner Occupied Housing Units by Value

Total	76,972
<\$50,000	15.9%
\$50,000 - \$99,999	25.3%
\$100,000 - \$149,999	16.8%
\$150,000 - \$199,999	12.8%
\$200,000 - \$249,999	7.7%
\$250,000 - \$299,999	6.4%
\$300,000 - \$399,999	7.0%
\$400,000 - \$499,999	3.2%
\$500,000 - \$749,999	3.4%
\$750,000 - \$999,999	1.1%
\$1,000,000 +	0.4%

Average Home Value \$175,306

**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.



<b>2010 Population by Age</b>	
Total	296,541
0 - 4	6.7%
5 - 9	6.8%
10 - 14	6.7%
15 - 24	14.0%
25 - 34	12.2%
35 - 44	12.6%
45 - 54	14.3%
55 - 64	13.1%
65 - 74	7.9%
75 - 84	4.1%
85 +	1.6%
18 +	75.5%
<b>2017 Population by Age</b>	
Total	297,905
0 - 4	6.2%
5 - 9	6.5%
10 - 14	6.4%
15 - 24	12.6%
25 - 34	13.0%
35 - 44	12.1%
45 - 54	12.8%
55 - 64	13.6%
65 - 74	10.4%
75 - 84	4.6%
85 +	1.7%
18 +	77.3%
<b>2022 Population by Age</b>	
Total	297,818
0 - 4	6.0%
5 - 9	6.2%
10 - 14	6.5%
15 - 24	12.2%
25 - 34	12.2%
35 - 44	12.3%
45 - 54	12.1%
55 - 64	13.2%
65 - 74	11.6%
75 - 84	5.8%
85 +	1.8%
18 +	77.5%
<b>2010 Population by Sex</b>	
Males	141,154
Females	155,384
<b>2017 Population by Sex</b>	
Males	142,229
Females	155,677
<b>2022 Population by Sex</b>	
Males	142,782
Females	155,036

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	296,538
White Alone	51.2%
Black Alone	45.1%
American Indian Alone	0.5%
Asian Alone	0.8%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.2%
Hispanic Origin	2.3%
Diversity Index	55.5

## 2017 Population by Race/Ethnicity

Total	297,906
White Alone	51.1%
Black Alone	44.4%
American Indian Alone	0.6%
Asian Alone	1.0%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.4%
Two or More Races	1.5%
Hispanic Origin	2.8%
Diversity Index	56.7

## 2022 Population by Race/Ethnicity

Total	297,819
White Alone	50.7%
Black Alone	44.0%
American Indian Alone	0.6%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.6%
Two or More Races	1.8%
Hispanic Origin	3.3%
Diversity Index	57.8

## 2010 Population by Relationship and Household Type

Total	296,538
In Households	96.9%
In Family Households	83.1%
Householder	26.3%
Spouse	16.3%
Child	33.7%
Other relative	4.5%
Nonrelative	2.2%
In Nonfamily Households	13.8%
In Group Quarters	3.1%
Institutionalized Population	2.0%
Noninstitutionalized Population	1.1%

**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	203,374
Less than 9th Grade	5.3%
9th - 12th Grade, No Diploma	12.2%
High School Graduate	30.4%
GED/Alternative Credential	4.4%
Some College, No Degree	19.5%
Associate Degree	9.0%
Bachelor's Degree	12.9%
Graduate/Professional Degree	6.3%

## 2017 Population 15+ by Marital Status

Total	240,974
Never Married	35.7%
Married	46.0%
Widowed	7.9%
Divorced	10.4%

## 2017 Civilian Population 16+ in Labor Force

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

## 2017 Employed Population 16+ by Industry

Total	123,277
Agriculture/Mining	1.7%
Construction	4.8%
Manufacturing	15.4%
Wholesale Trade	2.5%
Retail Trade	12.4%
Transportation/Utilities	5.3%
Information	1.4%
Finance/Insurance/Real Estate	6.0%
Services	46.4%
Public Administration	3.9%

## 2017 Employed Population 16+ by Occupation

Total	123,275
White Collar	54.2%
Management/Business/Financial	10.0%
Professional	19.4%
Sales	10.5%
Administrative Support	14.2%
Services	19.5%
Blue Collar	26.3%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	4.7%
Installation/Maintenance/Repair	3.7%
Production	9.3%
Transportation/Material Moving	7.7%

## 2010 Population By Urban/ Rural Status

Total Population	296,538
Population Inside Urbanized Area	33.8%
Population Inside Urbanized Cluster	18.4%
Rural Population	47.8%

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 Households by Type**

Total	113,029
Households with 1 Person	26.8%
Households with 2+ People	73.2%
Family Households	68.9%
Husband-wife Families	42.9%
With Related Children	17.9%
Other Family (No Spouse Present)	26.0%
Other Family with Male Householder	5.1%
With Related Children	2.6%
Other Family with Female Householder	20.9%
With Related Children	13.8%
Nonfamily Households	4.2%
All Households with Children	34.8%
Multigenerational Households	6.4%
Unmarried Partner Households	5.9%
Male-female	5.3%
Same-sex	0.6%

**2010 Households by Size**

Total	113,030
1 Person Household	26.8%
2 Person Household	32.2%
3 Person Household	17.6%
4 Person Household	13.2%
5 Person Household	6.2%
6 Person Household	2.4%
7 + Person Household	1.6%

**2010 Households by Tenure and Mortgage Status**

Total	113,029
Owner Occupied	68.3%
Owned with a Mortgage/Loan	40.2%
Owned Free and Clear	28.2%
Renter Occupied	31.7%

**2010 Housing Units By Urban/ Rural Status**

Total Housing Units	127,621
Housing Units Inside Urbanized Area	33.9%
Housing Units Inside Urbanized Cluster	18.8%
Rural Housing Units	47.3%

**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 \$	\$168,081,892
Average Spent	\$1,478.21
Spending Potential Index	68
Education: Total \$	\$92,534,273
Average Spent	\$813.80
Spending Potential Index	56
Entertainment/Recreation: Total \$	\$258,035,947
Average Spent	\$2,269.33
Spending Potential Index	73
Food at Home: Total \$	\$432,486,783
Average Spent	\$3,803.55
Spending Potential Index	76
Food Away from Home: Total \$	\$268,133,439
Average Spent	\$2,358.13
Spending Potential Index	71
Health Care: Total \$	\$492,119,585
Average Spent	\$4,328.00
Spending Potential Index	77
HH Furnishings & Equipment: Total \$	\$158,114,747
Average Spent	\$1,390.56
Spending Potential Index	72
Personal Care Products & Services: Total \$	\$62,217,351
Average Spent	\$547.18
Spending Potential Index	69
Shelter: Total \$	\$1,207,277,768
Average Spent	\$10,617.54
Spending Potential Index	65
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$194,246,977
Average Spent	\$1,708.33
Spending Potential Index	73
Travel: Total \$	\$148,388,330
Average Spent	\$1,305.02
Spending Potential Index	63
Vehicle Maintenance & Repairs: Total \$	\$91,471,496
Average Spent	\$804.46
Spending Potential Index	75

**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.