

<b>Population Summary</b>	
2000 Total Population	319,085
2010 Total Population	334,603
2017 Total Population	338,380
2017 Group Quarters	9,914
2022 Total Population	339,980
2017-2022 Annual Rate	0.09%
2017 Total Daytime Population	350,189
Workers	156,011
Residents	194,178
<b>Household Summary</b>	
2000 Households	118,987
2000 Average Household Size	2.59
2010 Households	128,059
2010 Average Household Size	2.53
2017 Households	129,943
2017 Average Household Size	2.53
2022 Households	130,672
2022 Average Household Size	2.53
2017-2022 Annual Rate	0.11%
2010 Families	88,199
2010 Average Family Size	3.07
2017 Families	88,349
2017 Average Family Size	3.08
2022 Families	88,347
2022 Average Family Size	3.08
2017-2022 Annual Rate	0.00%
<b>Housing Unit Summary</b>	
2000 Housing Units	132,043
Owner Occupied Housing Units	65.6%
Renter Occupied Housing Units	24.5%
Vacant Housing Units	9.9%
2010 Housing Units	144,868
Owner Occupied Housing Units	60.4%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	11.6%
2017 Housing Units	148,337
Owner Occupied Housing Units	59.3%
Renter Occupied Housing Units	28.3%
Vacant Housing Units	12.4%
2022 Housing Units	151,145
Owner Occupied Housing Units	58.5%
Renter Occupied Housing Units	28.0%
Vacant Housing Units	13.5%
<b>Median Household Income</b>	
2017	\$42,074
2022	\$48,411
<b>Median Home Value</b>	
2017	\$114,582
2022	\$134,162
<b>Per Capita Income</b>	
2017	\$22,866
2022	\$26,158
<b>Median Age</b>	
2010	37.6
2017	38.9
2022	40.0

**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	129,942
<\$15,000	16.4%
\$15,000 - \$24,999	12.9%
\$25,000 - \$34,999	12.1%
\$35,000 - \$49,999	15.6%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	10.8%
\$100,000 - \$149,999	9.3%
\$150,000 - \$199,999	2.7%
\$200,000+	2.2%

Average Household Income \$58,079

**2022 Households by Income**

Household Income Base	130,671
<\$15,000	15.1%
\$15,000 - \$24,999	11.4%
\$25,000 - \$34,999	10.8%
\$35,000 - \$49,999	13.8%
\$50,000 - \$74,999	18.7%
\$75,000 - \$99,999	13.1%
\$100,000 - \$149,999	11.2%
\$150,000 - \$199,999	3.2%
\$200,000+	2.6%

Average Household Income \$66,618

**2017 Owner Occupied Housing Units by Value**

Total	87,983
<\$50,000	18.0%
\$50,000 - \$99,999	26.4%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	14.2%
\$200,000 - \$249,999	7.4%
\$250,000 - \$299,999	5.2%
\$300,000 - \$399,999	4.7%
\$400,000 - \$499,999	2.2%
\$500,000 - \$749,999	1.9%
\$750,000 - \$999,999	0.5%
\$1,000,000 +	0.3%

Average Home Value \$150,762

**2022 Owner Occupied Housing Units by Value**

Total	88,403
<\$50,000	13.8%
\$50,000 - \$99,999	23.6%
\$100,000 - \$149,999	18.3%
\$150,000 - \$199,999	14.4%
\$200,000 - \$249,999	8.2%
\$250,000 - \$299,999	6.5%
\$300,000 - \$399,999	6.6%
\$400,000 - \$499,999	3.7%
\$500,000 - \$749,999	3.6%
\$750,000 - \$999,999	1.0%
\$1,000,000 +	0.4%

Average Home Value \$180,345

**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	334,603
0 - 4	6.8%
5 - 9	6.7%
10 - 14	6.8%
15 - 24	14.1%
25 - 34	12.4%
35 - 44	12.5%
45 - 54	14.3%
55 - 64	12.8%
65 - 74	7.8%
75 - 84	4.2%
85 +	1.6%
18 +	75.5%
<b>2017 Population by Age</b>	
Total	338,381
0 - 4	6.3%
5 - 9	6.5%
10 - 14	6.4%
15 - 24	12.7%
25 - 34	13.3%
35 - 44	12.0%
45 - 54	12.7%
55 - 64	13.4%
65 - 74	10.2%
75 - 84	4.6%
85 +	1.8%
18 +	77.3%
<b>2022 Population by Age</b>	
Total	339,983
0 - 4	6.1%
5 - 9	6.2%
10 - 14	6.5%
15 - 24	12.2%
25 - 34	12.5%
35 - 44	12.5%
45 - 54	11.9%
55 - 64	13.0%
65 - 74	11.4%
75 - 84	5.7%
85 +	1.9%
18 +	77.4%
<b>2010 Population by Sex</b>	
Males	159,714
Females	174,889
<b>2017 Population by Sex</b>	
Males	161,961
Females	176,419
<b>2022 Population by Sex</b>	
Males	163,288
Females	176,693

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	334,604
White Alone	52.5%
Black Alone	43.6%
American Indian Alone	0.4%
Asian Alone	0.9%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.2%
Two or More Races	1.4%
Hispanic Origin	2.6%
Diversity Index	55.7

## 2017 Population by Race/Ethnicity

Total	338,380
White Alone	52.3%
Black Alone	42.9%
American Indian Alone	0.4%
Asian Alone	1.2%
Pacific Islander Alone	0.0%
Some Other Race Alone	1.5%
Two or More Races	1.7%
Hispanic Origin	3.2%
Diversity Index	57.1

## 2022 Population by Race/Ethnicity

Total	339,980
White Alone	51.9%
Black Alone	42.5%
American Indian Alone	0.4%
Asian Alone	1.5%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.8%
Two or More Races	2.0%
Hispanic Origin	3.8%
Diversity Index	58.3

## 2010 Population by Relationship and Household Type

Total	334,603
In Households	97.0%
In Family Households	83.0%
Householder	26.3%
Spouse	16.8%
Child	33.4%
Other relative	4.4%
Nonrelative	2.2%
In Nonfamily Households	13.9%
In Group Quarters	3.0%
Institutionalized Population	1.8%
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	230,316
Less than 9th Grade	4.8%
9th - 12th Grade, No Diploma	11.8%
High School Graduate	28.5%
GED/Alternative Credential	4.3%
Some College, No Degree	20.3%
Associate Degree	9.4%
Bachelor's Degree	13.8%
Graduate/Professional Degree	7.1%

## 2017 Population 15+ by Marital Status

Total	273,401
Never Married	34.8%
Married	46.7%
Widowed	7.8%
Divorced	10.7%

## 2017 Civilian Population 16+ in Labor Force

Civilian Employed	91.8%
Civilian Unemployed (Unemployment Rate)	8.2%

## 2017 Employed Population 16+ by Industry

Total	141,103
Agriculture/Mining	1.6%
Construction	5.1%
Manufacturing	14.6%
Wholesale Trade	2.4%
Retail Trade	11.6%
Transportation/Utilities	5.1%
Information	1.3%
Finance/Insurance/Real Estate	5.9%
Services	47.5%
Public Administration	5.0%

## 2017 Employed Population 16+ by Occupation

Total	141,103
White Collar	55.2%
Management/Business/Financial	10.7%
Professional	20.2%
Sales	10.4%
Administrative Support	13.9%
Services	19.3%
Blue Collar	25.5%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	4.9%
Installation/Maintenance/Repair	3.5%
Production	9.2%
Transportation/Material Moving	7.1%

## 2010 Population By Urban/ Rural Status

Total Population	334,603
Population Inside Urbanized Area	47.3%
Population Inside Urbanized Cluster	11.6%
Rural Population	41.1%

**2010 Households by Type**

Total	128,059
Households with 1 Person	26.8%
Households with 2+ People	73.2%
Family Households	68.9%
Husband-wife Families	43.9%
With Related Children	18.6%
Other Family (No Spouse Present)	25.0%
Other Family with Male Householder	5.0%
With Related Children	2.7%
Other Family with Female Householder	20.0%
With Related Children	13.2%
Nonfamily Households	4.3%
All Households with Children	34.9%
Multigenerational Households	6.0%
Unmarried Partner Households	5.8%
Male-female	5.2%
Same-sex	0.6%

**2010 Households by Size**

Total	128,060
1 Person Household	26.8%
2 Person Household	32.4%
3 Person Household	17.7%
4 Person Household	13.2%
5 Person Household	6.1%
6 Person Household	2.3%
7 + Person Household	1.5%

**2010 Households by Tenure and Mortgage Status**

Total	128,059
Owner Occupied	68.3%
Owned with a Mortgage/Loan	41.7%
Owned Free and Clear	26.6%
Renter Occupied	31.7%

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

Total Housing Units	144,868
Housing Units Inside Urbanized Area	47.6%
Housing Units Inside Urbanized Cluster	11.8%
Rural Housing Units	40.6%

**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 \$	\$199,985,439
Average Spent	\$1,539.02
Spending Potential Index	71
Education: Total \$	\$113,779,260
Average Spent	\$875.61
Spending Potential Index	60
Entertainment/Recreation: Total \$	\$303,789,206
Average Spent	\$2,337.87
Spending Potential Index	75
Food at Home: Total \$	\$506,538,930
Average Spent	\$3,898.16
Spending Potential Index	77
Food Away from Home: Total \$	\$317,897,153
Average Spent	\$2,446.44
Spending Potential Index	73
Health Care: Total \$	\$574,840,971
Average Spent	\$4,423.79
Spending Potential Index	79
HH Furnishings & Equipment: Total \$	\$187,008,000
Average Spent	\$1,439.15
Spending Potential Index	74
Personal Care Products & Services: Total \$	\$74,138,379
Average Spent	\$570.55
Spending Potential Index	72
Shelter: Total \$	\$1,447,354,589
Average Spent	\$11,138.38
Spending Potential Index	69
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$229,189,054
Average Spent	\$1,763.77
Spending Potential Index	75
Travel: Total \$	\$178,739,324
Average Spent	\$1,375.52
Spending Potential Index	66
Vehicle Maintenance & Repairs: Total \$	\$107,257,674
Average Spent	\$825.42
Spending Potential Index	77

**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.