



Growth Management Area Market Profile

Demographic



2000 Total Population	139,427
2000 Group Quarters	6,091
2006 Total Population	154,481
2011 Total Population	168,227
2006-2011 Annual Rate	1.72%



2000 Households	53,834
2000 Average Household Size	2.48
2006 Households	60,047
2006 Average Household Size	2.47
2011 Households	65,670
2011 Average Household Size	2.47
2006-2011 Annual Rate	1.81%
2000 Families	31,509
2000 Average Family Size	3.09
2006 Families	34,628
2006 Average Family Size	3.01
2011 Families	37,413
2011 Average Family Size	3.00
2006-2011 Annual Rate	1.56%



2000 Housing Units	55,958
Owner Occupied Housing Units	58.6%
Renter Occupied Housing Units	37.6%
Vacant Housing Units	3.8%

2006 Housing Units	63,925
Owner Occupied Housing Units	60.3%
Renter Occupied Housing Units	33.6%
Vacant Housing Units	6.1%

2011 Housing Units	70,426
Owner Occupied Housing Units	59.8%
Renter Occupied Housing Units	33.5%
Vacant Housing Units	6.8%

Median Household Income	
2000	\$45,425
2006	\$56,059
2011	\$66,338

Median Home Value	
2000	\$161,711
2006	\$229,805
2011	\$280,382

Per Capita Income	
2000	\$22,608
2006	\$29,088
2011	\$35,428

Median Age	
2000	29.2
2006	30.3
2011	32.2



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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

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Household by Income

Household Income Base	53,845
<15,000	13.8%
\$15,000 - \$24,999	12.7%
\$25,000 - \$34,999	11.8%
\$35,000 - \$49,999	16.4%
\$50,000 - \$74,999	19.9%
\$75,000 - \$99,999	12.1%
\$100,000 - \$149,999	8.6%
\$150,000 - \$199,999	2.5%
\$200,000+	2.2%
Average Household Income	\$57,572

2006 Household by Income

Household Income Base	60,048
<15,000	10.3%
\$15,000 - \$24,999	10.3%
\$25,000 - \$34,999	10.0%
\$35,000 - \$49,999	13.9%
\$50,000 - \$74,999	20.8%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	16.0%
\$150,000 - \$199,999	3.1%
\$200,000+	4.2%
Average Household Income	\$73,151

2011 Household by Income

Household Income Base	65,672
<15,000	8.3%
\$15,000 - \$24,999	8.0%
\$25,000 - \$34,999	9.0%
\$35,000 - \$49,999	11.9%
\$50,000 - \$74,999	17.9%
\$75,000 - \$99,999	15.1%
\$100,000 - \$149,999	17.8%
\$150,000 - \$199,999	5.5%
\$200,000+	6.4%
Average Household Income	\$89,088

2000 Owner Occupied HUs by Value

Total	32,799
<50,000	7.6%
\$50,000 - \$99,999	7.1%
\$100,000 - \$149,999	26.9%
\$150,000 - \$199,999	29.5%
\$200,000 - \$299,999	20.0%
\$300,000 - \$499,999	7.1%
\$500,000 - \$999,999	1.6%
\$1,000,000 +	0.2%
Average Home Value	\$180,410

2000 Specified Renter Occupied HUs by Contract Rent

Total	21,045
With Cash Rent	97.8%
No Cash Rent	2.2%
Median Rent	\$642
Average Rent	\$668



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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 HUs 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 2006 and 2011.



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2000 Population by Age

Total	139,429
0 - 4	6.0%
5 - 9	6.2%
10 - 14	6.4%
15 - 24	23.6%
25 - 34	16.4%
35 - 44	14.9%
45 - 54	12.4%
55 - 64	6.0%
65 - 74	4.1%
75 - 84	2.9%
85 +	1.1%
18 +	77.8%

2006 Population by Age

Total	154,481
0 - 4	6.1%
5 - 9	5.6%
10 - 14	5.6%
15 - 24	21.1%
25 - 34	18.9%
35 - 44	12.6%
45 - 54	13.7%
55 - 64	8.3%
65 - 74	3.9%
75 - 84	2.9%
85 +	1.2%
18 +	79.2%

2011 Population by Age

Total	168,226
0 - 4	6.3%
5 - 9	5.4%
10 - 14	5.5%
15 - 24	19.9%
25 - 34	18.4%
35 - 44	12.9%
45 - 54	12.8%
55 - 64	10.3%
65 - 74	4.3%
75 - 84	2.8%
85 +	1.4%
18 +	79.8%

2000 Population by Sex

Males	50.2%
Females	49.8%

2006 Population by Sex

Males	50.1%
Females	49.9%

2011 Population by Sex

Males	50.0%
Females	50.0%



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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Population by Race/Ethnicity

Total	139,426
White Alone	89.6%
Black Alone	0.9%
American Indian Alone	0.6%
Asian or Pacific Islander Alone	2.3%
Some Other Race Alone	4.0%
Two or More Races	2.5%
Hispanic Origin	9.4%
Diversity Index	33.4

2006 Population by Race/Ethnicity

Total	154,482
White Alone	88.1%
Black Alone	1.0%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	2.9%
Some Other Race Alone	4.7%
Two or More Races	2.7%
Hispanic Origin	11.0%
Diversity Index	37.4

2011 Population by Race/Ethnicity

Total	168,226
White Alone	87.0%
Black Alone	1.1%
American Indian Alone	0.7%
Asian or Pacific Islander Alone	3.3%
Some Other Race Alone	5.2%
Two or More Races	2.8%
Hispanic Origin	12.3%
Diversity Index	40.7

2000 Population 3+ by School Enrollment

Total	134,495
Enrolled in Nursery/Preschool	1.7%
Enrolled in Kindergarten	1.0%
Enrolled in Grade 1-8	10.6%
Enrolled in Grade 9-12	5.0%
Enrolled in College	16.2%
Enrolled in Grad/Prof School	3.2%
Not Enrolled in School	62.3%

2000 Population 25+ by Educational Attainment

Total	80,973
Less Than 9th Grade	2.2%
9th to 12th Grade, No Diploma	4.7%
High School Graduate	17.7%
Some College, No Degree	22.8%
Associate Degree	6.3%
Bachelor's Degree	28.5%
Master's/Prof/Doctorate Degree	17.8%



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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 2006 and 2011.

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2000 Population 15+ by Sex and Marital Status

Total	114,066
Females	49.9%
Never Married	17.0%
Married, Not Separated	23.9%
Married, Separated	0.5%
Widowed	3.1%
Divorced	5.3%
Males	50.1%
Never Married	20.8%
Married, Not Separated	24.3%
Married, Separated	0.4%
Widowed	0.7%
Divorced	3.9%



2000 Population 16+ by Employment Status

Total	112,347
In Labor Force	72.4%
Civilian Employed	68.7%
Civilian Unemployed	3.6%
In Armed Forces	0.1%
Not In Labor Force	27.6%

2006 Civilian Population 16+ in Labor Force

Civilian Employed	93.2%
Civilian Unemployed	6.8%

2011 Civilian Population 16+ in Labor Force

Civilian Employed	93.5%
Civilian Unemployed	6.5%

2000 Females 16+ by Employment Status and Age of Children

Total	56,184
Own Children < 6 Only	7.1%
Employed/in Armed Forces	4.3%
Unemployed	0.1%
Not in Labor Force	2.7%
Own Children <6 and 6-17 Only	5.0%
Employed/in Armed Forces	2.9%
Unemployed	0.1%
Not in Labor Force	2.1%
Own Children 6-17 Only	15.8%
Employed/in Armed Forces	12.0%
Unemployed	0.2%
Not in Labor Force	3.5%
No Own Children < 18	72.2%
Employed/in Armed Forces	43.3%
Unemployed	2.9%
Not in Labor Force	26.0%



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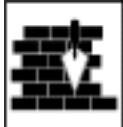
Demographic

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2006 Employed Population 16+ by Industry

Total	86,997
Agriculture/Mining	1.0%
Construction	8.5%
Manufacturing	10.3%
Wholesale Trade	2.7%
Retail Trade	13.2%
Transportation/Utilities	3.1%
Information	1.6%
Finance/Insurance/Real Estate	5.4%
Services	50.8%
Public Administration	3.6%

2006 Employed Population 16+ by Occupation

Total	86,998
White Collar	64.9%
Management/Business/Financial	14.9%
Professional	26.2%
Sales	12.0%
Administrative Support	11.9%
Services	16.2%
Blue Collar	18.9%
Farming/Forestry/Fishing	0.5%
Construction/Extraction	6.4%
Installation/Maintenance/Repair	2.8%
Production	4.6%
Transportation/Material Moving	4.6%



2000 Workers 16+ by Means of Transportation to Work

Total	75,717
Drove Alone - Car, Truck, or Van	76.0%
Carpooled - Car, Truck, or Van	10.4%
Public Transportation	1.4%
Walked	3.3%
Other Means	4.5%
Worked at Home	4.4%

2000 Workers 16+ by Travel Time to Work

Total	75,714
Did not Work at Home	95.6%
Less than 5 minutes	3.4%
5 to 9 minutes	14.6%
10 to 19 minutes	45.7%
20 to 24 minutes	13.3%
25 to 34 minutes	9.3%
35 to 44 minutes	2.0%
45 to 59 minutes	2.7%
60 to 89 minutes	3.1%
90 or more minutes	1.6%
Worked at Home	4.4%
Average Travel Time to Work (in min)	18.8

2000 Households by Vehicles Available

Total	53,909
None	4.7%
1	30.8%
2	42.1%
3	16.1%
4	4.4%
5+	1.9%



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Average Number of Vehicles Available	1.9
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Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2006 and 2011.



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2000 Households by Type

Total	53,835
Family Households	58.5%
Married-couple Family	47.0%
With Related Children	23.2%
Other Family (No Spouse)	11.6%
With Related Children	7.7%
Nonfamily Households	41.5%
Householder Living Alone	25.2%
Householder Not Living Alone	16.2%
Households with Related Children	30.9%
Households with Persons 65+	14.3%

2000 Households by Size

Total	53,834
1 Person Household	25.2%
2 Person Household	35.9%
3 Person Household	16.5%
4 Person Household	14.4%
5 Person Household	5.5%
6 Person Household	1.6%
7 + Person Household	0.8%

2000 Households by Year Householder Moved In

Total	53,910
Moved in 1999 to March 2000	33.3%
Moved in 1995 to 1998	32.7%
Moved in 1990 to 1994	14.8%
Moved in 1980 to 1989	10.9%
Moved in 1970 to 1979	5.6%
Moved in 1969 or Earlier	2.6%
Median Year Householder Moved In	1996



2000 Housing Units by Units in Structure

Total	56,019
1, Detached	56.9%
1, Attached	7.0%
2	3.5%
3 or 4	5.7%
5 to 9	6.2%
10 to 19	7.7%
20 +	6.6%
Mobile Home	6.3%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	56,019
1999 to March 2000	4.9%
1995 to 1998	12.9%
1990 to 1994	10.9%
1980 to 1989	19.9%
1970 to 1979	27.2%
1969 or Earlier	24.4%
Median Year Structure Built	1979



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



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2006 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 \$	\$127,399,808
Average Spent	\$2,121.65
Spending Potential Index	78
Computers & Accessories: Total \$	\$17,151,425
Average Spent	\$285.63
Spending Potential Index	111
Education: Total \$	\$79,889,529
Average Spent	\$1,330.44
Spending Potential Index	118
Entertainment/Recreation: Total \$	\$206,170,494
Average Spent	\$3,433.46
Spending Potential Index	104
Food at Home: Total \$	\$293,950,720
Average Spent	\$4,895.31
Spending Potential Index	99
Food Away from Home: Total \$	\$210,938,413
Average Spent	\$3,512.86
Spending Potential Index	105
Health Care: Total \$	\$208,707,505
Average Spent	\$3,475.71
Spending Potential Index	95
HH Furnishings & Equip: Total \$	\$124,041,239
Average Spent	\$2,065.72
Spending Potential Index	94
Investments: Total \$	\$313,632,943
Average Spent	\$5,223.09
Spending Potential Index	112
Retail Goods: Total \$	\$1,524,495,736
Average Spent	\$25,388.20
Spending Potential Index	97
Shelter: Total \$	\$914,228,175
Average Spent	\$15,225.10
Spending Potential Index	107
TV/Video/Sound Equipment: Total \$	\$67,717,856
Average Spent	\$1,127.74
Spending Potential Index	103
Travel: Total \$	\$113,394,367
Average Spent	\$1,888.41
Spending Potential Index	106
Vehicle Maintenance & Repairs: Total \$	\$66,971,341
Average Spent	\$1,115.31
Spending Potential Index	104



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Data Note: The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Expenditure data are derived from the 2001, 2002, and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics, ESRI forecasts for 2006 and 2011