






Site_1	Latitude: 36.2475 Longitude: -95.3362 Radius: 20 Miles	Latitude: 36.2475 Longitude: -95.3362 Radius: 30 Miles	Latitude: 36.2475 Longitude: -95.3362 Radius: 40 Miles
 2000 Total Population	90,013	282,794	839,391
2000 Group Quarters	1,216	3,855	19,768
2009 Total Population	101,849	328,302	913,431
2014 Total Population	108,386	352,714	953,371
2009 - 2014 Annual Rate	1.25%	1.44%	0.86%
 2000 Households	34,036	105,796	331,116
2000 Average Household Size	2.61	2.64	2.48
2009 Households	38,717	123,779	362,065
2009 Average Household Size	2.6	2.62	2.47
2014 Households	41,342	133,346	378,310
2014 Average Household Size	2.59	2.62	2.47
2009 - 2014 Annual Rate	1.32%	1.5%	0.88%
2000 Families	25,455	79,100	223,521
2000 Average Family Size	3.05	3.07	3.03
2009 Families	28,264	90,568	238,963
2009 Average Family Size	3.06	3.08	3.04
2014 Families	29,920	96,883	247,937
2014 Average Family Size	3.06	3.08	3.05
2009 - 2014 Annual Rate	1.15%	1.36%	0.74%
 2000 Housing Units	38,237	118,530	365,766
Owner Occupied Housing Units	69.0%	66.8%	59.7%
Renter Occupied Housing Units	20.0%	22.4%	30.8%
Vacant Housing Units	11.0%	10.7%	9.5%
2009 Housing Units	43,968	139,958	406,465
Owner Occupied Housing Units	67.5%	66.2%	58.8%
Renter Occupied Housing Units	20.5%	22.2%	30.3%
Vacant Housing Units	11.9%	11.6%	10.9%
2014 Housing Units	46,907	150,473	424,498
Owner Occupied Housing Units	67.4%	66.3%	58.6%
Renter Occupied Housing Units	20.7%	22.3%	30.5%
Vacant Housing Units	11.9%	11.4%	10.9%
Median Household Income			
2000	\$36,218	\$38,283	\$36,514
2009	\$46,903	\$50,661	\$48,000
2014	\$48,748	\$52,906	\$50,758
Median Home Value			
2000	\$74,100	\$77,034	\$80,789
2009	\$104,713	\$107,990	\$109,676
2014	\$121,017	\$125,050	\$125,983
Per Capita Income			
2000	\$16,889	\$17,529	\$19,493
2009	\$21,455	\$22,927	\$24,830
2014	\$22,039	\$23,759	\$25,784
Median Age			
2000	36.6	35.3	35.2
2009	38.3	36.6	36.6
2014	38.8	36.8	36.8

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 rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Income

Household Income Base	34,010	105,687	331,351
< \$15,000	18.4%	16.3%	18.1%
\$15,000 - \$24,999	15.5%	14.6%	15.4%
\$25,000 - \$34,999	14.5%	14.6%	14.4%
\$35,000 - \$49,999	17.3%	18.2%	17.1%
\$50,000 - \$74,999	20.9%	21.0%	18.1%
\$75,000 - \$99,999	7.9%	9.0%	8.3%
\$100,000 - \$149,999	3.9%	4.5%	5.4%
\$150,000 - \$199,999	0.9%	1.0%	1.5%
\$200,000+	0.7%	0.8%	1.7%
Average Household Income	\$43,981	\$46,228	\$48,739

2009 Households by Income

Household Income Base	38,717	123,779	362,065
< \$15,000	13.1%	11.0%	12.6%
\$15,000 - \$24,999	11.5%	10.4%	11.2%
\$25,000 - \$34,999	12.3%	11.9%	12.5%
\$35,000 - \$49,999	15.7%	15.9%	15.7%
\$50,000 - \$74,999	22.4%	22.6%	20.7%
\$75,000 - \$99,999	14.8%	15.6%	13.6%
\$100,000 - \$149,999	7.2%	8.9%	8.5%
\$150,000 - \$199,999	1.8%	2.2%	2.6%
\$200,000+	1.3%	1.6%	2.6%
Average Household Income	\$56,027	\$60,404	\$61,934

2014 Households by Income

Household Income Base	41,342	133,346	378,310
< \$15,000	13.2%	10.9%	12.6%
\$15,000 - \$24,999	10.4%	9.2%	10.0%
\$25,000 - \$34,999	11.3%	10.8%	11.5%
\$35,000 - \$49,999	16.1%	15.3%	14.9%
\$50,000 - \$74,999	23.7%	24.6%	23.0%
\$75,000 - \$99,999	14.5%	15.5%	13.5%
\$100,000 - \$149,999	7.7%	9.6%	9.1%
\$150,000 - \$199,999	1.8%	2.3%	2.7%
\$200,000+	1.3%	1.6%	2.7%
Average Household Income	\$57,342	\$62,420	\$64,210

2000 Owner Occupied HUs by Value

Total	26,427	79,171	218,422
<\$50,000	28.7%	23.7%	23.5%
\$50,000 - 99,999	42.8%	46.3%	42.1%
\$100,000 - 149,999	18.3%	18.9%	19.4%
\$150,000 - 199,999	5.7%	6.0%	7.3%
\$200,000 - \$299,999	2.9%	3.4%	4.6%
\$300,000 - 499,999	1.0%	1.1%	2.2%
\$500,000 - 999,999	0.4%	0.3%	0.7%
\$1,000,000+	0.2%	0.2%	0.2%
Average Home Value	\$87,850	\$91,698	\$102,382

2000 Specified Renter Occupied HUs by Contract Rent

Total	7,234	25,781	111,130
With Cash Rent	88.1%	91.5%	94.3%
No Cash Rent	11.9%	8.5%	5.7%
Median Rent	\$349	\$391	\$410
Average Rent	\$357	\$405	\$431

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 Housing Units 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 2009 and 2014.



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2000 Population by Age

Total	90,013	282,794	839,391
0 - 4	7.0%	7.3%	7.2%
5 - 9	7.5%	7.8%	7.4%
10 - 14	8.0%	8.0%	7.3%
15 - 19	7.7%	7.6%	7.4%
20 - 24	5.4%	5.7%	6.7%
25 - 34	12.1%	13.1%	13.6%
35 - 44	15.1%	16.0%	15.5%
45 - 54	13.4%	13.6%	13.5%
55 - 64	10.3%	9.6%	8.9%
65 - 74	7.6%	6.5%	6.7%
75 - 84	4.5%	3.7%	4.3%
85+	1.5%	1.2%	1.5%
18+	72.7%	72.1%	73.6%

2009 Population by Age

Total	101,849	328,302	913,431
0 - 4	7.1%	7.4%	7.1%
5 - 9	7.0%	7.1%	6.8%
10 - 14	7.0%	7.1%	6.7%
15 - 19	6.9%	7.0%	7.0%
20 - 24	5.7%	6.1%	6.9%
25 - 34	12.1%	13.1%	13.4%
35 - 44	12.9%	13.5%	13.2%
45 - 54	14.7%	14.7%	14.3%
55 - 64	12.3%	11.8%	11.6%
65 - 74	7.9%	6.9%	6.8%
75 - 84	4.7%	3.9%	4.3%
85+	1.8%	1.4%	1.8%
18+	74.6%	74.1%	75.2%

2014 Population by Age

Total	108,386	352,714	953,371
0 - 4	6.9%	7.3%	7.1%
5 - 9	7.0%	7.1%	6.8%
10 - 14	7.2%	7.2%	6.8%
15 - 19	6.6%	6.5%	6.6%
20 - 24	5.6%	6.0%	6.8%
25 - 34	12.3%	13.5%	13.7%
35 - 44	12.2%	12.8%	12.6%
45 - 54	13.5%	13.4%	13.0%
55 - 64	13.1%	12.5%	12.3%
65 - 74	9.1%	8.2%	8.2%
75 - 84	4.7%	4.0%	4.2%
85+	1.8%	1.5%	1.9%
18+	74.8%	74.4%	75.5%

2000 Population by Sex

Males	49.3%	49.3%	48.7%
Females	50.7%	50.7%	51.3%

2009 Population by Sex

Males	49.4%	49.3%	48.9%
Females	50.6%	50.7%	51.1%

2014 Population by Sex

Males	49.5%	49.3%	48.9%
Females	50.5%	50.7%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Population by Race/Ethnicity

Total	90,013	282,794	839,391
White Alone	75.5%	76.2%	72.6%
Black Alone	0.8%	2.9%	9.1%
American Indian Alone	16.0%	12.5%	9.5%
Asian or Pacific Islander Alone	0.3%	1.0%	1.2%
Some Other Race Alone	0.6%	1.3%	2.2%
Two or More Races	6.8%	6.1%	5.3%
Hispanic Origin	1.9%	3.2%	4.8%
Diversity Index	42.7	44.0	50.4

2009 Population by Race/Ethnicity

Total	101,849	328,302	913,431
White Alone	72.4%	73.1%	69.4%
Black Alone	0.9%	3.2%	9.3%
American Indian Alone	16.2%	12.4%	9.6%
Asian or Pacific Islander Alone	0.4%	1.4%	1.7%
Some Other Race Alone	0.9%	1.8%	2.9%
Two or More Races	9.2%	8.1%	7.1%
Hispanic Origin	2.7%	4.5%	6.5%
Diversity Index	47.8	49.6	56.1

2014 Population by Race/Ethnicity

Total	108,386	352,714	953,371
White Alone	70.6%	71.2%	67.5%
Black Alone	1.0%	3.3%	9.4%
American Indian Alone	16.2%	12.3%	9.6%
Asian or Pacific Islander Alone	0.5%	1.6%	2.0%
Some Other Race Alone	1.0%	2.2%	3.4%
Two or More Races	10.7%	9.4%	8.2%
Hispanic Origin	3.1%	5.3%	7.6%
Diversity Index	50.8	52.9	59.3



2000 Population 3+ by School Enrollment

Total	86,433	270,662	803,661
Enrolled in Nursery/Preschool	2.1%	2.0%	2.0%
Enrolled in Kindergarten	1.6%	1.7%	1.6%
Enrolled in Grade 1-8	13.4%	13.8%	12.8%
Enrolled in Grade 9-12	6.6%	6.4%	5.9%
Enrolled in College	2.9%	3.7%	4.8%
Enrolled in Grad/Prof School	0.3%	0.5%	0.9%
Not Enrolled in School	73.1%	71.9%	72.0%

2009 Population 25+ by Educational Attainment

Total	67,512	214,329	597,899
Less than 9th Grade	5.3%	4.3%	4.1%
9th - 12th Grade, No Diploma	12.5%	11.0%	10.0%
High School Graduate	37.9%	35.4%	30.6%
Some College, No Degree	21.2%	22.9%	22.5%
Associate Degree	8.0%	8.5%	7.9%
Bachelor's Degree	10.5%	13.0%	17.2%
Graduate/Professional Degree	4.5%	4.9%	7.6%

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 2009 and 2014.



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2009 Population 15+ by Marital Status

Total	80,389	257,444	724,566
Never Married	18.3%	20.2%	24.1%
Married	62.5%	62.1%	56.4%
Widowed	7.1%	5.9%	6.5%
Divorced	12.1%	11.9%	13.0%



2000 Population 16+ by Employment Status

Total	68,191	212,834	643,521
In Labor Force	61.9%	64.8%	64.6%
Civilian Employed	59.0%	62.0%	61.3%
Civilian Unemployed	2.8%	2.7%	3.2%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	38.1%	35.2%	35.4%

2009 Civilian Population 16+ in Labor Force

Civilian Employed	92.6%	93.5%	93.0%
Civilian Unemployed	7.4%	6.5%	7.0%

2014 Civilian Population 16+ in Labor Force

Civilian Employed	94.4%	95.0%	94.6%
Civilian Unemployed	5.6%	5.0%	5.4%

2000 Females 16+ by Employment Status and Age of Children

Total	34,959	109,471	335,104
Own Children < 6 Only	7.7%	8.2%	7.9%
Employed/in Armed Forces	4.3%	4.7%	4.4%
Unemployed	0.4%	0.4%	0.4%
Not in Labor Force	3.0%	3.1%	3.1%
Own Children < 6 and 6-17 Only	7.0%	7.3%	6.5%
Employed/in Armed Forces	3.9%	4.0%	3.6%
Unemployed	0.3%	0.2%	0.2%
Not in Labor Force	2.8%	3.1%	2.7%
Own Children 6-17 Only	19.2%	19.4%	17.4%
Employed/in Armed Forces	13.7%	14.2%	12.6%
Unemployed	0.5%	0.5%	0.5%
Not in Labor Force	5.0%	4.8%	4.3%
No Own Children < 18	66.1%	65.1%	68.2%
Employed/in Armed Forces	29.3%	31.8%	33.3%
Unemployed	1.3%	1.3%	1.8%
Not in Labor Force	35.5%	31.9%	33.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2009 Employed Population 16+ by Industry

	20 Miles	30 Miles	40 Miles
Total	42,085	144,936	408,546
Agriculture/Mining	4.4%	3.1%	2.9%
Construction	8.6%	8.2%	7.5%
Manufacturing	14.3%	10.8%	8.7%
Wholesale Trade	3.5%	3.5%	3.6%
Retail Trade	10.4%	11.2%	11.1%
Transportation/Utilities	7.5%	7.6%	6.1%
Information	2.3%	3.4%	4.1%
Finance/Insurance/Real Estate	5.4%	6.5%	7.5%
Services	38.9%	41.6%	44.8%
Public Administration	4.8%	4.3%	3.8%

2009 Employed Population 16+ by Occupation

	20 Miles	30 Miles	40 Miles
Total	42,085	144,936	408,546
White Collar	52.0%	56.1%	60.9%
Management/Business/Financial	11.5%	12.3%	14.2%
Professional	16.9%	17.9%	20.1%
Sales	9.8%	11.2%	12.2%
Administrative Support	13.9%	14.7%	14.4%
Services	15.2%	15.6%	15.8%
Blue Collar	32.8%	28.3%	23.3%
Farming/Forestry/Fishing	0.8%	0.5%	0.4%
Construction/Extraction	8.3%	7.4%	6.4%
Installation/Maintenance/Repair	6.9%	6.8%	5.2%
Production	10.3%	8.0%	6.3%
Transportation/Material Moving	6.5%	5.6%	5.2%



2000 Workers 16+ by Means of Transportation to Work

	20 Miles	30 Miles	40 Miles
Total	39,632	130,063	387,657
Drove Alone - Car, Truck, or Van	81.8%	81.5%	80.1%
Carpooled - Car, Truck, or Van	13.0%	13.1%	13.2%
Public Transportation	0.1%	0.3%	0.7%
Walked	1.4%	1.3%	1.8%
Other Means	0.7%	0.8%	0.9%
Worked at Home	3.1%	3.1%	3.2%

2000 Workers 16+ by Travel Time to Work

	20 Miles	30 Miles	40 Miles
Total	39,632	130,063	387,657
Did Not Work at Home	96.9%	96.9%	96.8%
Less than 5 minutes	3.7%	3.1%	3.2%
5 to 9 minutes	12.5%	10.5%	11.5%
10 to 19 minutes	25.6%	28.8%	36.4%
20 to 24 minutes	10.1%	16.5%	16.9%
25 to 34 minutes	18.3%	20.4%	17.1%
35 to 44 minutes	8.6%	5.9%	3.7%
45 to 59 minutes	10.5%	6.7%	4.1%
60 to 89 minutes	5.3%	3.5%	2.5%
90 or more minutes	2.2%	1.7%	1.6%
Worked at Home	3.1%	3.1%	3.2%
Average Travel Time to Work (in min)	26.7	24.1	21.4

2000 Households by Vehicles Available

	20 Miles	30 Miles	40 Miles
Total	34,020	105,734	331,107
None	5.7%	5.4%	7.4%
1	27.7%	29.7%	35.9%
2	43.2%	42.9%	40.0%
3	16.7%	16.1%	12.3%
4	4.8%	4.4%	3.3%
5+	1.8%	1.6%	1.1%
Average Number of Vehicles Available	1.9	1.9	1.7

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2009 and 2014.



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2000 Households by Type

	20 Miles	30 Miles	40 Miles
Total	34,036	105,796	331,116
Family Households	74.8%	74.8%	67.5%
Married-couple Family	61.5%	60.7%	52.2%
With Related Children	28.5%	29.3%	24.4%
Other Family (No Spouse)	13.2%	14.1%	15.3%
With Related Children	9.2%	10.0%	10.7%
Nonfamily Households	25.2%	25.2%	32.5%
Householder Living Alone	22.1%	21.6%	27.6%
Householder Not Living Alone	3.1%	3.6%	4.9%
Households with Related Children	37.7%	39.3%	35.1%
Households with Persons 65+	24.7%	21.1%	22.0%

2000 Households by Size

	20 Miles	30 Miles	40 Miles
Total	34,036	105,796	331,116
1 Person Household	22.1%	21.6%	27.6%
2 Person Household	35.6%	34.8%	33.8%
3 Person Household	17.2%	17.8%	16.2%
4 Person Household	14.9%	15.4%	13.3%
5 Person Household	6.9%	6.9%	6.0%
6 Person Household	2.2%	2.3%	2.0%
7+ Person Household	1.1%	1.2%	1.1%

2000 Households by Year Householder Moved In

	20 Miles	30 Miles	40 Miles
Total	34,020	105,734	331,107
Moved in 1999 to March 2000	19.8%	21.1%	24.0%
Moved in 1995 to 1998	29.7%	30.1%	29.6%
Moved in 1990 to 1994	16.0%	15.9%	15.4%
Moved in 1980 to 1989	16.5%	15.7%	13.9%
Moved in 1970 to 1979	10.9%	11.0%	9.8%
Moved in 1969 or Earlier	7.2%	6.1%	7.3%
Median Year Householder Moved In	1995	1995	1995



2000 Housing Units by Units in Structure

	20 Miles	30 Miles	40 Miles
Total	38,186	118,409	365,796
1, Detached	70.2%	71.4%	67.5%
1, Attached	1.2%	1.7%	2.5%
2	1.7%	1.5%	1.9%
3 or 4	1.7%	1.8%	3.3%
5 to 9	1.3%	2.4%	4.1%
10 to 19	0.9%	2.5%	4.7%
20+	1.6%	2.2%	6.6%
Mobile Home	20.8%	15.7%	9.0%
Other	0.6%	0.7%	0.3%

2000 Housing Units by Year Structure Built

	20 Miles	30 Miles	40 Miles
Total	38,186	118,409	365,796
1999 to March 2000	3.6%	4.1%	2.6%
1995 to 1998	9.8%	9.4%	6.9%
1990 to 1994	7.0%	7.0%	5.9%
1980 to 1989	21.1%	20.9%	18.9%
1970 to 1979	24.7%	27.6%	23.7%
1969 or Earlier	33.9%	31.0%	41.9%
Median Year Structure Built	1977	1977	1973

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



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Top 3 Tapestry Segments

1.	Southern Satellites	Midland Crowd	Home Town
2.	Midland Crowd	Green Acres	Midland Crowd
3.	Green Acres	Up and Coming Families	Rustbelt Traditions

 **2009 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 \$	\$53,186,667	\$184,627,242	\$561,200,368
Average Spent	\$1,373.73	\$1,491.59	\$1,550.00
Spending Potential Index	55	60	62
Computers & Accessories: Total \$	\$6,810,964	\$24,017,470	\$72,628,303
Average Spent	\$175.92	\$194.04	\$200.59
Spending Potential Index	77	85	88
Education: Total \$	\$34,673,642	\$125,468,293	\$390,860,217
Average Spent	\$895.57	\$1,013.65	\$1,079.53
Spending Potential Index	71	81	86
Entertainment/Recreation: Total \$	\$103,503,138	\$352,149,114	\$1,042,362,811
Average Spent	\$2,673.33	\$2,844.98	\$2,878.94
Spending Potential Index	83	88	89
Food at Home: Total \$	\$144,316,373	\$489,221,837	\$1,471,154,742
Average Spent	\$3,727.47	\$3,952.38	\$4,063.23
Spending Potential Index	82	87	89
Food Away from Home: Total \$	\$103,343,649	\$356,028,911	\$1,073,523,325
Average Spent	\$2,669.21	\$2,876.33	\$2,965.00
Spending Potential Index	80	86	89
Health Care: Total \$	\$128,777,476	\$420,537,559	\$1,238,047,034
Average Spent	\$3,326.12	\$3,397.49	\$3,419.41
Spending Potential Index	88	90	91
HH Furnishings & Equipment: Total \$	\$58,441,093	\$203,915,482	\$607,659,174
Average Spent	\$1,509.44	\$1,647.42	\$1,678.32
Spending Potential Index	69	76	77
Investments: Total \$	\$44,173,409	\$147,061,271	\$426,303,145
Average Spent	\$1,140.93	\$1,188.10	\$1,177.42
Spending Potential Index	79	83	82
Retail Goods: Total \$	\$791,129,699	\$2,679,994,096	\$7,938,291,316
Average Spent	\$20,433.65	\$21,651.44	\$21,925.04
Spending Potential Index	79	84	85
Shelter: Total \$	\$437,609,208	\$1,566,623,905	\$4,808,141,868
Average Spent	\$11,302.77	\$12,656.62	\$13,279.78
Spending Potential Index	72	81	85
TV/Video/Sound Equipment: Total \$	\$38,322,754	\$130,778,802	\$394,232,908
Average Spent	\$989.82	\$1,056.55	\$1,088.85
Spending Potential Index	81	87	90
Travel: Total \$	\$53,356,546	\$187,749,083	\$563,227,727
Average Spent	\$1,378.12	\$1,516.81	\$1,555.60
Spending Potential Index	75	82	84
Vehicle Maintenance & Repairs: Total \$	\$29,557,575	\$100,696,854	\$300,582,480
Average Spent	\$763.43	\$813.52	\$830.19
Spending Potential Index	82	87	89

Data Note: 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 2005 and 2006 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI.

Site Map

Prepared by ESRI
June 23, 2008

Latitude: 36.2475
Longitude: -95.3362

