



Site Map

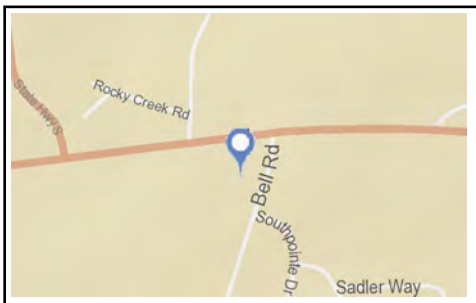
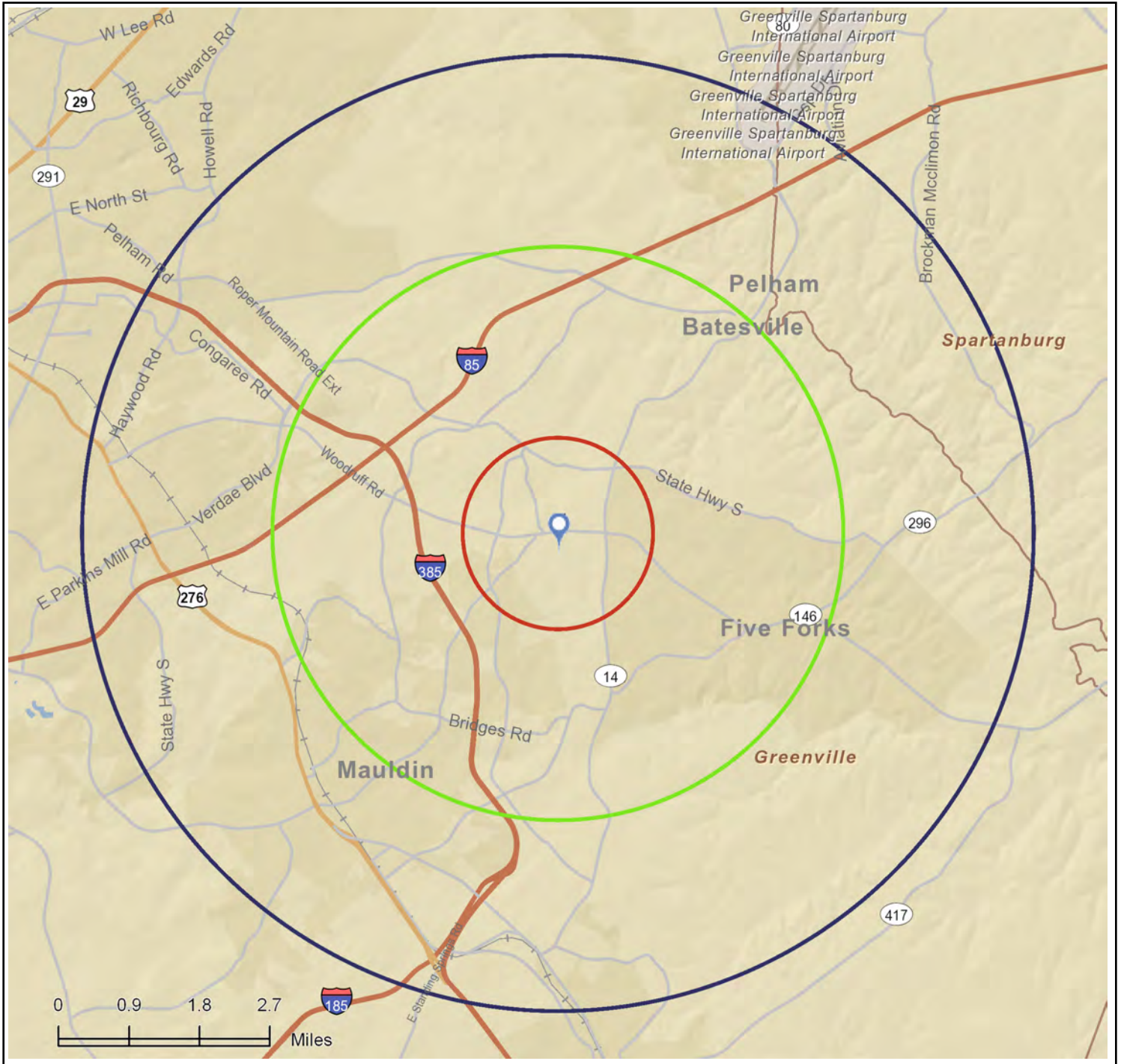
Prepared by Trudy Parker Asset Marketing

Lat: 34.819897, Lon: -82.265...

Latitude: 34.819897

Longitude: -82.26514

Ring: 1, 3, 5 Miles





Executive Summary

Prepared by Trudy Parker Asset Marketing

Lat: 34.819897, Lon: -82.265...

Latitude: 34.819897

Longitude: -82.26514

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population			
Total Population	5,218	44,843	109,647
Male Population	48.3%	48.8%	49.2%
Female Population	51.7%	51.2%	50.8%
Median Age	39.2	37.5	37.8
2010 Income			
Median HH Income	\$77,832	\$78,061	\$72,835
Per Capita Income	\$38,895	\$37,210	\$35,810
Average HH Income	\$98,269	\$96,164	\$90,200
2010 Households			
Total Households	2,080	17,259	43,311
Average Household Size	2.47	2.58	2.51
2010 Housing			
Owner Occupied Housing Units	75.4%	67.4%	63.8%
Renter Occupied Housing Units	17.7%	24.1%	27.6%
Vacant Housing Units	6.8%	8.5%	8.6%
Population			
1990 Population	1,743	17,943	53,379
2000 Population	3,709	31,508	80,894
2010 Population	5,218	44,843	109,647
2015 Population	6,145	51,754	124,561
1990-2000 Annual Rate	7.84%	5.79%	4.24%
2000-2010 Annual Rate	3.39%	3.5%	3.01%
2010-2015 Annual Rate	3.32%	2.91%	2.58%

In the identified market area, the current year population is 109,647. In 2000, the Census count in the market area was 80,894. The rate of change since 2000 was 3.01 percent annually. The five-year projection for the population in the market area is 124,561, representing a change of 2.58 percent annually from 2010 to 2015. Currently, the population is 49.2 percent male and 50.8 percent female.

Households			
1990 Households	682	7,057	20,634
2000 Households	1,456	12,191	32,007
2010 Households	2,080	17,259	43,311
2015 Households	2,458	19,943	49,267
1990-2000 Annual Rate	7.88%	5.62%	4.49%
2000-2010 Annual Rate	3.54%	3.45%	2.99%
2010-2015 Annual Rate	3.4%	2.93%	2.61%

The household count in this market area has changed from 32,007 in 2000 to 43,311 in the current year, a change of 2.99 percent annually. The five-year projection of households is 49,267, a change of 2.61 percent annually from the current year total. Average household size is currently 2.51, compared to 2.50 in the year 2000. The number of families in the current year is 29,691 in the market area.

Housing

Currently, 63.8 percent of the 47,364 housing units in the market area are owner occupied; 27.6 percent, renter occupied; and 8.6 percent are vacant. In 2000, there were 34,339 housing units - 64.0 percent owner occupied, 29.0 percent renter occupied and 6.9 percent vacant. The rate of change in housing units since 2000 is 3.19 percent. Median home value in the market area is \$191,289, compared to a median home value of \$157,913 for the U.S. In five years, median home value is projected to change by 2.59 percent annually to \$217,419. From 2000 to the current year, median home value changed by 2.27 percent annually.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Lat: 34.819897, Lon: -82.265...

Executive Summary

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Latitude: 34.819897

Longitude: -82.26514

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
Median Household Income			
1990 Median HH Income	\$45,139	\$42,917	\$42,949
2000 Median HH Income	\$68,243	\$64,033	\$59,748
2010 Median HH Income	\$77,832	\$78,061	\$72,835
2015 Median HH Income	\$82,866	\$82,159	\$76,824
1990-2000 Annual Rate	4.22%	4.08%	3.36%
2000-2010 Annual Rate	1.29%	1.95%	1.95%
2010-2015 Annual Rate	1.26%	1.03%	1.07%
Per Capita Income			
1990 Per Capita Income	\$20,403	\$19,206	\$19,439
2000 Per Capita Income	\$31,128	\$30,804	\$30,485
2010 Per Capita Income	\$38,895	\$37,210	\$35,810
2015 Per Capita Income	\$41,176	\$39,231	\$38,033
1990-2000 Annual Rate	4.31%	4.84%	4.6%
2000-2010 Annual Rate	2.2%	1.86%	1.58%
2010-2015 Annual Rate	1.15%	1.06%	1.21%
Average Household Income			
1990 Average Household Income	\$49,329	\$48,215	\$49,666
2000 Average Household Income	\$80,081	\$79,145	\$76,432
2010 Average HH Income	\$98,269	\$96,164	\$90,200
2015 Average HH Income	\$103,677	\$101,313	\$95,684
1990-2000 Annual Rate	4.96%	5.08%	4.41%
2000-2010 Annual Rate	2.02%	1.92%	1.63%
2010-2015 Annual Rate	1.08%	1.05%	1.19%

Households by Income

Current median household income is \$72,835 in the market area, compared to \$54,442 for all U.S. households. Median household income is projected to be \$76,824 in five years. In 2000, median household income was \$59,748, compared to \$42,949 in 1990.

Current average household income is \$90,200 in this market area, compared to \$70,173 for all U.S. households. Average household income is projected to be \$95,684 in five years. In 2000, average household income was \$76,432, compared to \$49,666 in 1990.

Current per capita income is \$35,810 in the market area, compared to the U.S. per capita income of \$26,739. The per capita income is projected to be \$38,033 in five years. In 2000, the per capita income was \$30,485, compared to \$19,439 in 1990.

Population by Employment

Total Businesses	257	2,260	5,750
Total Employees	3,368	37,865	82,329

Currently, 91.5 percent of the civilian labor force in the identified market area is employed and 8.5 percent are unemployed. In comparison, 89.2 percent of the U.S. civilian labor force is employed, and 10.8 percent are unemployed. In five years the rate of employment in the market area will be 93.1 percent of the civilian labor force, and unemployment will be 6.9 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 91.2 percent, and 8.8 percent will be unemployed. In 2000, 72.5 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.1 percent were in the Armed Forces.

In the current year, the occupational distribution of the employed population is:

- 74.9 percent in white collar jobs (compared to 61.6 percent of U.S. employment)
- 10.6 percent in service jobs (compared to 17.3 percent of U.S. employment)
- 14.5 percent in blue collar jobs (compared to 21.1 percent of U.S. employment)

In 2000, 87.2 percent of the market area population drove alone to work, and 3.1 percent worked at home. The average travel time to work in 2000 was 20.1 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2010, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 6.7 percent had not earned a high school diploma (14.8 percent in the U.S.)
- 20.1 percent were high school graduates only (29.6 percent in the U.S.)
- 9.0 percent had completed an Associate degree (7.7 percent in the U.S.)
- 30.6 percent had a Bachelor's degree (17.7 percent in the U.S.)
- 15.0 percent had earned a Master's/Professional/Doctorate Degree (10.4 percent in the U.S.)

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015. Esri converted 1990 Census data into 2000 geography.



Demographic and Income Profile

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 Ring: 1 mile radius

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Summary	2000	2010	2015
Population	3,709	5,218	6,145
Households	1,456	2,080	2,458
Families	1,048	1,415	1,652
Average Household Size	2.49	2.47	2.47
Owner Occupied Housing Units	1,201	1,684	1,952
Renter Occupied Housing Units	255	396	505
Median Age	37.6	39.2	37.8
Trends: 2010 - 2015 Annual Rate	Area	State	National
Population	3.33%	1.53%	0.76%
Households	3.40%	1.65%	0.78%
Families	3.15%	1.48%	0.64%
Owner HHs	3.00%	1.69%	0.82%
Median Household Income	1.26%	2.38%	2.36%

Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	84	5.8%	81	3.9%	72	2.9%
\$15,000 - \$24,999	94	6.5%	134	6.4%	130	5.3%
\$25,000 - \$34,999	114	7.9%	104	5.0%	91	3.7%
\$35,000 - \$49,999	229	15.9%	213	10.2%	175	7.1%
\$50,000 - \$74,999	261	18.1%	458	22.0%	618	25.2%
\$75,000 - \$99,999	268	18.6%	330	15.9%	372	15.1%
\$100,000 - \$149,999	283	19.6%	480	23.1%	639	26.0%
\$150,000 - \$199,999	49	3.4%	147	7.1%	200	8.1%
\$200,000+	61	4.2%	132	6.3%	160	6.5%
Median Household Income	\$68,243		\$77,832		\$82,866	
Average Household Income	\$80,081		\$98,269		\$103,677	
Per Capita Income	\$31,125		\$38,895		\$41,176	

Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	282	7.6%	383	7.3%	453	7.4%
5 - 9	325	8.8%	390	7.5%	457	7.4%
10 - 14	260	7.0%	373	7.1%	442	7.2%
15 - 19	174	4.7%	368	7.1%	386	6.3%
20 - 24	109	2.9%	257	4.9%	353	5.7%
25 - 34	519	14.0%	538	10.3%	786	12.8%
35 - 44	689	18.6%	788	15.1%	766	12.5%
45 - 54	522	14.1%	863	16.5%	957	15.6%
55 - 64	291	7.9%	599	11.5%	743	12.1%
65 - 74	195	5.3%	294	5.6%	454	7.4%
75 - 84	210	5.7%	194	3.7%	196	3.2%
85+	130	3.5%	172	3.3%	151	2.5%

Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,337	90.0%	4,498	86.2%	5,206	84.7%
Black Alone	224	6.0%	371	7.1%	469	7.6%
American Indian Alone	3	0.1%	9	0.2%	11	0.2%
Asian Alone	94	2.5%	205	3.9%	276	4.5%
Pacific Islander Alone	0	0.0%	1	0.0%	2	0.0%
Some Other Race Alone	22	0.6%	65	1.2%	90	1.5%
Two or More Races	27	0.7%	69	1.3%	92	1.5%
Hispanic Origin (Any Race)	71	1.9%	247	4.7%	367	6.0%

Data Note: Income is expressed in current dollars

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

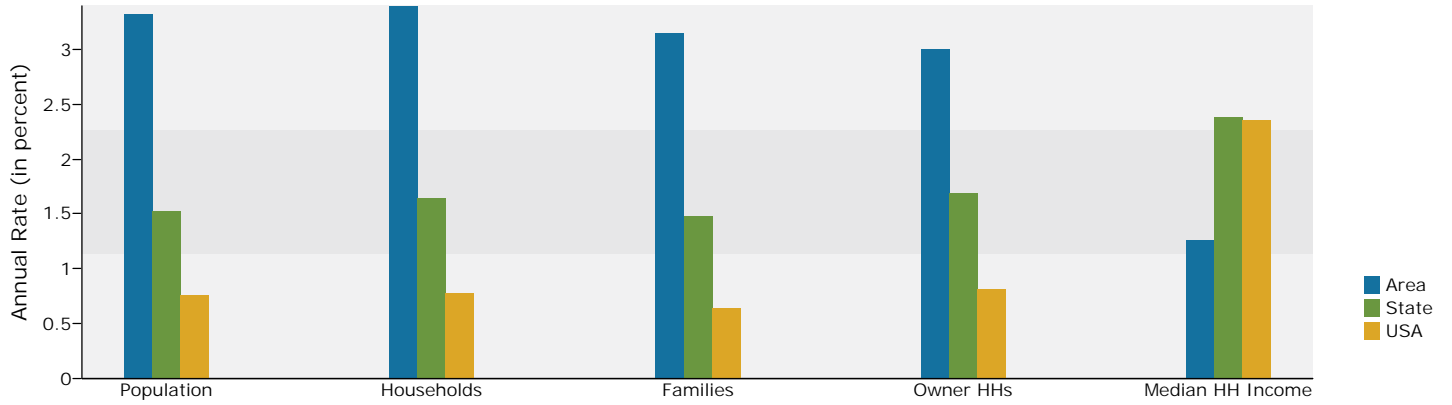


Demographic and Income Profile

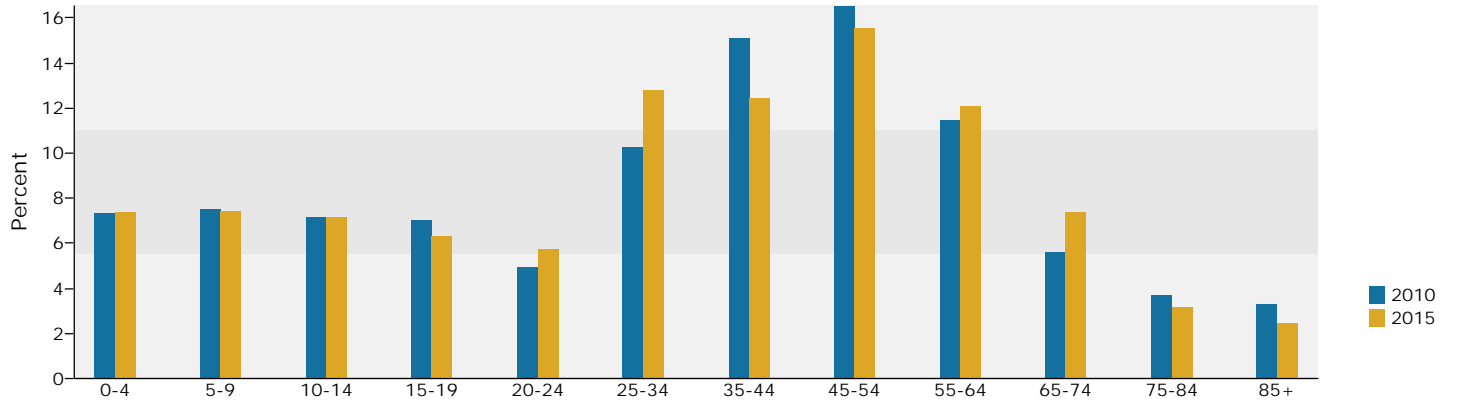
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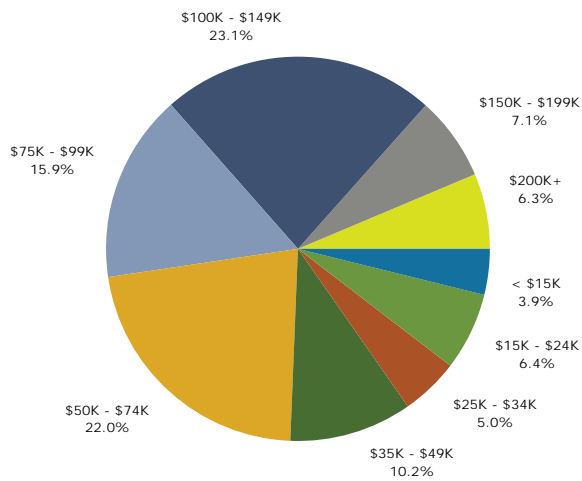
Trends 2010-2015



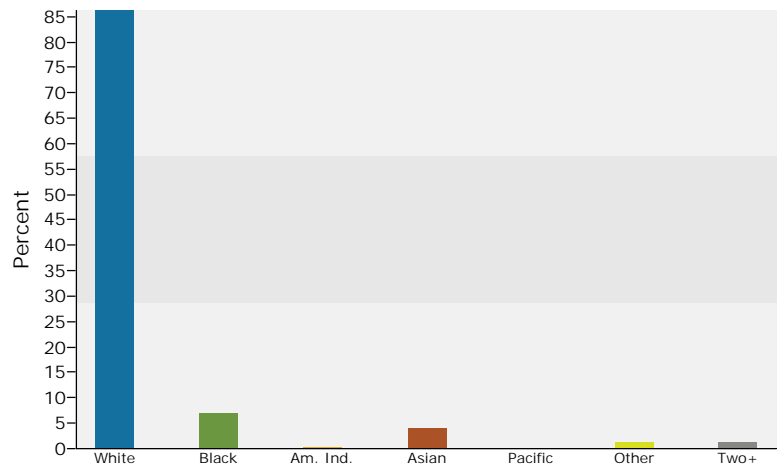
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 4.7%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

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Summary	2000	2010	2015			
Population	31,508	44,843	51,754			
Households	12,191	17,259	19,943			
Families	8,730	12,099	13,878			
Average Household Size	2.55	2.58	2.58			
Owner Occupied Housing Units	8,915	12,707	14,768			
Renter Occupied Housing Units	3,276	4,552	5,175			
Median Age	35.7	37.5	36.7			
Trends: 2010 - 2015 Annual Rate	Area	State	National			
Population	2.91%	1.53%	0.76%			
Households	2.93%	1.65%	0.78%			
Families	2.78%	1.48%	0.64%			
Owner HHs	3.05%	1.69%	0.82%			
Median Household Income	1.03%	2.38%	2.36%			
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	752	6.2%	780	4.5%	705	3.5%
\$15,000 - \$24,999	884	7.2%	894	5.2%	867	4.3%
\$25,000 - \$34,999	1,047	8.6%	909	5.3%	778	3.9%
\$35,000 - \$49,999	1,939	15.9%	1,894	11.0%	1,539	7.7%
\$50,000 - \$74,999	2,470	20.2%	3,639	21.1%	4,869	24.4%
\$75,000 - \$99,999	2,039	16.7%	3,110	18.0%	3,399	17.0%
\$100,000 - \$149,999	2,019	16.5%	3,740	21.7%	4,897	24.6%
\$150,000 - \$199,999	588	4.8%	1,241	7.2%	1,640	8.2%
\$200,000+	470	3.9%	1,052	6.1%	1,248	6.3%
Median Household Income	\$64,033		\$78,061		\$82,159	
Average Household Income	\$79,145		\$96,164		\$101,313	
Per Capita Income	\$30,804		\$37,210		\$39,231	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,387	7.6%	3,272	7.3%	3,788	7.3%
5 - 9	2,611	8.3%	3,318	7.4%	3,814	7.4%
10 - 14	2,391	7.6%	3,269	7.3%	3,723	7.2%
15 - 19	1,730	5.5%	3,021	6.7%	3,229	6.2%
20 - 24	1,395	4.4%	2,378	5.3%	2,769	5.4%
25 - 34	4,809	15.3%	5,526	12.3%	7,403	14.3%
35 - 44	6,002	19.0%	6,940	15.5%	7,032	13.6%
45 - 54	4,747	15.1%	7,425	16.6%	7,828	15.1%
55 - 64	2,570	8.2%	5,206	11.6%	6,219	12.0%
65 - 74	1,392	4.4%	2,515	5.6%	3,792	7.3%
75 - 84	988	3.1%	1,280	2.9%	1,457	2.8%
85+	486	1.5%	692	1.5%	701	1.4%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	27,549	87.4%	37,555	83.7%	42,662	82.4%
Black Alone	2,471	7.8%	3,844	8.6%	4,625	8.9%
American Indian Alone	46	0.1%	121	0.3%	149	0.3%
Asian Alone	872	2.8%	1,765	3.9%	2,289	4.4%
Pacific Islander Alone	19	0.1%	60	0.1%	71	0.1%
Some Other Race Alone	223	0.7%	751	1.7%	994	1.9%
Two or More Races	327	1.0%	747	1.7%	964	1.9%
Hispanic Origin (Any Race)	745	2.4%	2,461	5.5%	3,467	6.7%

Data Note: Income is expressed in current dollars
 Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



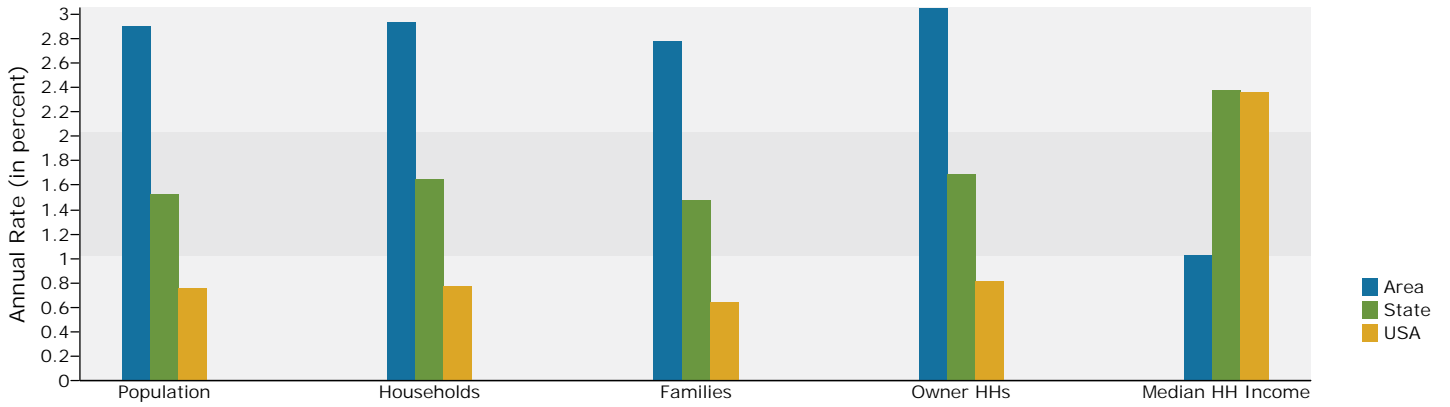
Demographic and Income Profile

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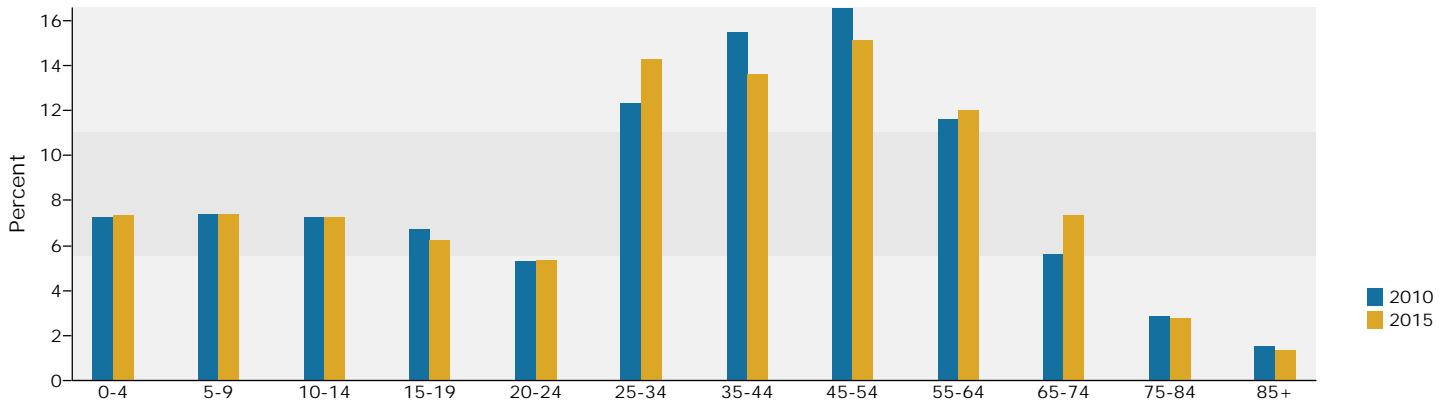
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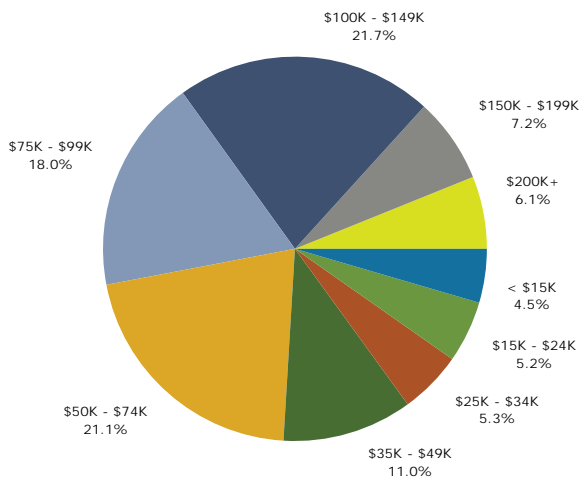
Trends 2010-2015



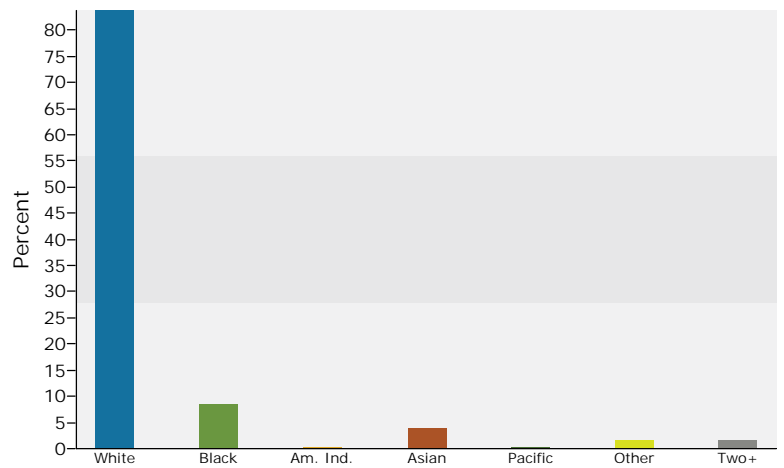
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 5.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Demographic and Income Profile

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 Ring: 5 miles radius

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Summary	2000		2010		2015	
Population	80,894		109,647		124,561	
Households	32,007		43,311		49,267	
Families	22,347		29,691		33,519	
Average Household Size	2.50		2.51		2.51	
Owner Occupied Housing Units	22,020		30,225		34,522	
Renter Occupied Housing Units	9,986		13,086		14,745	
Median Age	35.7		37.8		37.5	
Trends: 2010 - 2015 Annual Rate	Area		State		National	
Population	2.58%		1.53%		0.76%	
Households	2.61%		1.65%		0.78%	
Families	2.46%		1.48%		0.64%	
Owner HHs	2.69%		1.69%		0.82%	
Median Household Income	1.07%		2.38%		2.36%	
Households by Income	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
<\$15,000	2,205	6.9%	2,276	5.3%	2,061	4.2%
\$15,000 - \$24,999	2,673	8.4%	2,418	5.6%	2,372	4.8%
\$25,000 - \$34,999	3,160	9.9%	2,809	6.5%	2,431	4.9%
\$35,000 - \$49,999	5,122	16.0%	5,686	13.1%	4,749	9.6%
\$50,000 - \$74,999	6,866	21.5%	9,092	21.0%	12,114	24.6%
\$75,000 - \$99,999	4,738	14.8%	8,149	18.8%	8,966	18.2%
\$100,000 - \$149,999	4,683	14.7%	8,116	18.7%	10,599	21.5%
\$150,000 - \$199,999	1,187	3.7%	2,429	5.6%	3,190	6.5%
\$200,000+	1,312	4.1%	2,334	5.4%	2,784	5.7%
Median Household Income	\$59,748		\$72,835		\$76,824	
Average Household Income	\$76,432		\$90,200		\$95,684	
Per Capita Income	\$30,485		\$35,810		\$38,033	
Population by Age	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	5,693	7.0%	7,602	6.9%	8,618	6.9%
5 - 9	6,045	7.5%	7,689	7.0%	8,742	7.0%
10 - 14	5,824	7.2%	7,754	7.1%	8,761	7.0%
15 - 19	4,824	6.0%	7,075	6.5%	7,747	6.2%
20 - 24	4,292	5.3%	5,970	5.4%	6,771	5.4%
25 - 34	12,701	15.7%	14,184	12.9%	17,474	14.0%
35 - 44	14,345	17.7%	16,813	15.3%	17,105	13.7%
45 - 54	12,341	15.3%	17,624	16.1%	18,767	15.1%
55 - 64	7,391	9.1%	13,157	12.0%	15,249	12.2%
65 - 74	4,052	5.0%	6,873	6.3%	9,724	7.8%
75 - 84	2,429	3.0%	3,414	3.1%	3,973	3.2%
85+	958	1.2%	1,494	1.4%	1,633	1.3%
Race and Ethnicity	2000		2010		2015	
	Number	Percent	Number	Percent	Number	Percent
White Alone	68,993	85.3%	88,745	80.9%	99,027	79.5%
Black Alone	7,804	9.6%	11,809	10.8%	13,965	11.2%
American Indian Alone	134	0.2%	358	0.3%	427	0.3%
Asian Alone	2,267	2.8%	4,317	3.9%	5,505	4.4%
Pacific Islander Alone	44	0.1%	135	0.1%	151	0.1%
Some Other Race Alone	755	0.9%	2,292	2.1%	2,957	2.4%
Two or More Races	898	1.1%	1,991	1.8%	2,530	2.0%
Hispanic Origin (Any Race)	2,311	2.9%	7,098	6.5%	9,759	7.8%

Data Note: Income is expressed in current dollars
 Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



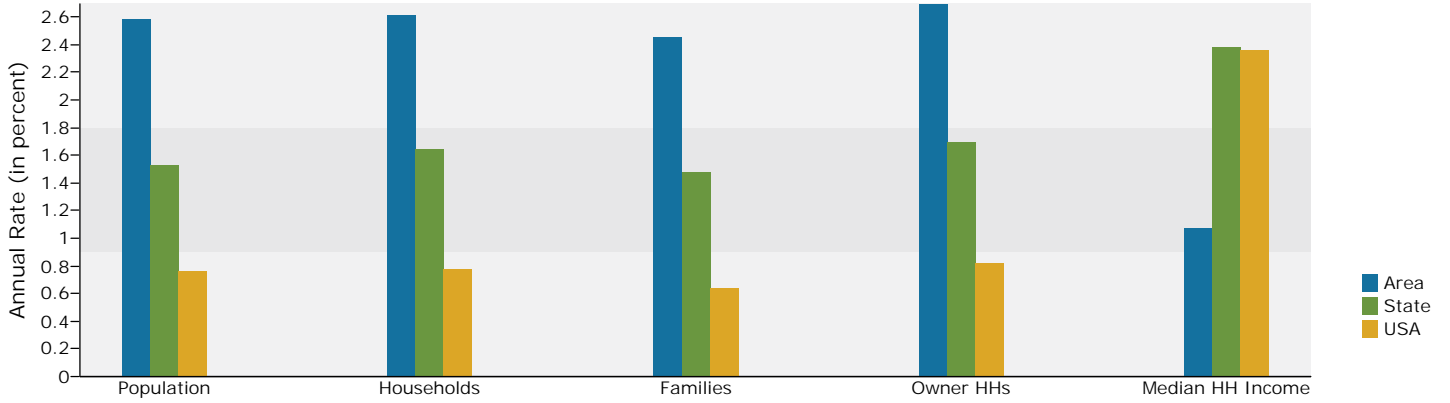
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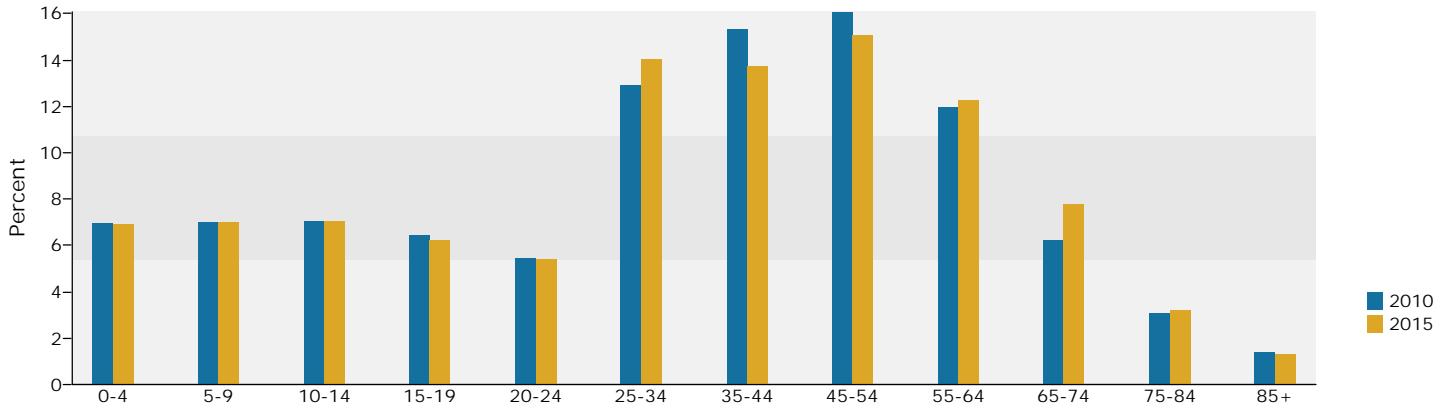
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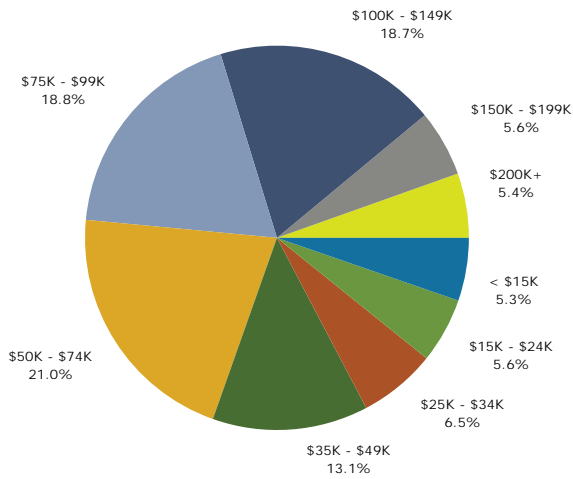
Trends 2010-2015



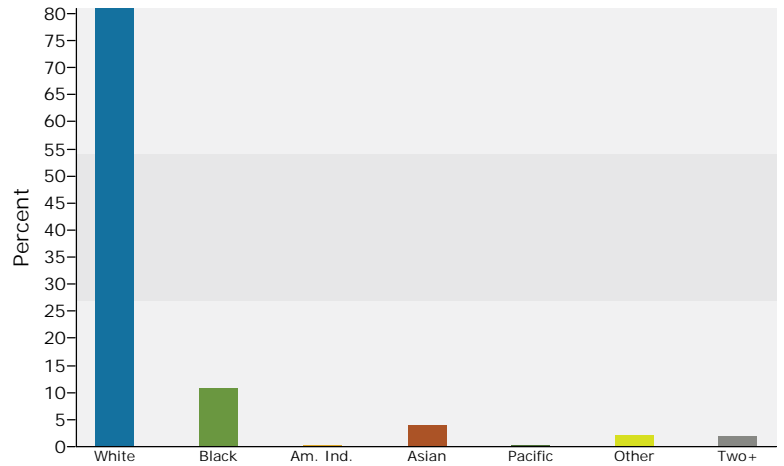
Population by Age



2010 Household Income



2010 Population by Race



2010 Percent Hispanic Origin: 6.5%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



Lat: 34.819897, Lon: -82.265...




Market Profil

Prepared by Trudy ParkerAsset Marketing

Latitude: 34.819897

Longitude: -82.26514

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
 2000 Total Population	3,709	31,508	80,894
2000 Group Quarters	86	385	740
2010 Total Population	5,218	44,843	109,647
2015 Total Population	6,145	51,754	124,561
2010 - 2015 Annual Rate	3.32%	2.91%	2.58%
 2000 Households	1,456	12,191	32,007
2000 Average Household Size	2.49	2.55	2.5
2010 Households	2,080	17,259	43,311
2010 Average Household Size	2.47	2.58	2.51
2015 Households	2,458	19,943	49,267
2015 Average Household Size	2.47	2.58	2.51
2010 - 2015 Annual Rate	3.4%	2.93%	2.61%
2000 Families	1,048	8,730	22,347
2000 Average Family Size	3	3.07	3.03
2010 Families	1,415	12,099	29,691
2010 Average Family Size	3.05	3.11	3.05
2015 Families	1,652	13,878	33,519
2015 Average Family Size	3.05	3.11	3.05
2010 - 2015 Annual Rate	3.15%	2.78%	2.46%
 2000 Housing Units	1,536	13,088	34,339
Owner Occupied Housing Units	77.7%	68.1%	64.0%
Renter Occupied Housing Units	16.5%	25.0%	29.0%
Vacant Housing Units	5.8%	6.9%	6.9%
2010 Housing Units	2,232	18,855	47,364
Owner Occupied Housing Units	75.4%	67.4%	63.8%
Renter Occupied Housing Units	17.7%	24.1%	27.6%
Vacant Housing Units	6.8%	8.5%	8.6%
2015 Housing Units	2,652	21,917	54,217
Owner Occupied Housing Units	73.6%	67.4%	63.7%
Renter Occupied Housing Units	19.0%	23.6%	27.2%
Vacant Housing Units	7.3%	9.0%	9.1%
Median Household Income			
2000	\$68,243	\$64,033	\$59,748
2010	\$77,832	\$78,061	\$72,835
2015	\$82,866	\$82,159	\$76,824
Median Home Value			
2000	\$149,142	\$161,285	\$152,041
2010	\$193,656	\$203,498	\$191,289
2015	\$220,889	\$228,418	\$217,419
Per Capita Income			
2000	\$31,128	\$30,804	\$30,485
2010	\$38,895	\$37,210	\$35,810
2015	\$41,176	\$39,231	\$38,033
Median Age			
2000	37.6	35.7	35.7
2010	39.2	37.5	37.8
2015	37.8	36.7	37.5

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 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 2010 and 2015.



Lat: 34.819897, Lon: -82.265...


Market Profil

Prepared by Trudy Parker Asset Marketing

Latitude: 34.819897

Longitude: -82.26514

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Income			
 Household Income Base	1,443	12,208	31,946
< \$15,000	5.8%	6.2%	6.9%
\$15,000 - \$24,999	6.5%	7.2%	8.4%
\$25,000 - \$34,999	7.9%	8.6%	9.9%
\$35,000 - \$49,999	15.9%	15.9%	16.0%
\$50,000 - \$74,999	18.1%	20.2%	21.5%
\$75,000 - \$99,999	18.6%	16.7%	14.8%
\$100,000 - \$149,999	19.6%	16.5%	14.7%
\$150,000 - \$199,999	3.4%	4.8%	3.7%
\$200,000+	4.2%	3.8%	4.1%
Average Household Income	\$80,081	\$79,145	\$76,432
2010 Households by Income			
Household Income Base	2,079	17,259	43,309
< \$15,000	3.9%	4.5%	5.3%
\$15,000 - \$24,999	6.4%	5.2%	5.6%
\$25,000 - \$34,999	5.0%	5.3%	6.5%
\$35,000 - \$49,999	10.2%	11.0%	13.1%
\$50,000 - \$74,999	22.0%	21.1%	21.0%
\$75,000 - \$99,999	15.9%	18.0%	18.8%
\$100,000 - \$149,999	23.1%	21.7%	18.7%
\$150,000 - \$199,999	7.1%	7.2%	5.6%
\$200,000+	6.3%	6.1%	5.4%
Average Household Income	\$98,269	\$96,164	\$90,200
2015 Households by Income			
Household Income Base	2,457	19,942	49,266
< \$15,000	2.9%	3.5%	4.2%
\$15,000 - \$24,999	5.3%	4.3%	4.8%
\$25,000 - \$34,999	3.7%	3.9%	4.9%
\$35,000 - \$49,999	7.1%	7.7%	9.6%
\$50,000 - \$74,999	25.2%	24.4%	24.6%
\$75,000 - \$99,999	15.1%	17.0%	18.2%
\$100,000 - \$149,999	26.0%	24.6%	21.5%
\$150,000 - \$199,999	8.1%	8.2%	6.5%
\$200,000+	6.5%	6.3%	5.7%
Average Household Income	\$103,677	\$101,313	\$95,684
2000 Owner Occupied HUs by Value			
Total	1,194	8,895	21,946
<\$50,000	0.9%	1.3%	2.4%
\$50,000 - 99,999	14.3%	14.9%	16.1%
\$100,000 - 149,999	35.4%	27.8%	30.4%
\$150,000 - 199,999	22.9%	25.1%	22.6%
\$200,000 - \$299,999	16.0%	17.3%	17.2%
\$300,000 - 499,999	8.7%	11.2%	8.5%
\$500,000 - 999,999	1.8%	2.5%	2.4%
\$1,000,000+	0.0%	0.0%	0.3%
Average Home Value	\$181,848	\$193,534	\$186,035
2000 Specified Renter Occupied HUs by Contract Rent			
Total	255	3,285	9,965
With Cash Rent	94.5%	96.8%	97.1%
No Cash Rent	5.5%	3.2%	2.9%
Median Rent	\$757	\$610	\$599
Average Rent	\$900	\$649	\$638

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 2010 and 2015.




Lat: 34.819897, Lon: -82.265...

Latitude: 34.819897

Longitude: -82.26514

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Age			
 Total	3,707	31,508	80,895
Age 0 - 4	7.6%	7.6%	7.0%
Age 5 - 9	8.8%	8.3%	7.5%
Age 10 - 14	7.0%	7.6%	7.2%
Age 15 - 19	4.7%	5.5%	6.0%
Age 20 - 24	2.9%	4.4%	5.3%
Age 25 - 34	14.0%	15.3%	15.7%
Age 35 - 44	18.6%	19.0%	17.7%
Age 45 - 54	14.1%	15.1%	15.3%
Age 55 - 64	7.9%	8.2%	9.1%
Age 65 - 74	5.3%	4.4%	5.0%
Age 75 - 84	5.7%	3.1%	3.0%
Age 85+	3.5%	1.5%	1.2%
Age 18+	73.3%	72.8%	74.3%
2010 Population by Age			
Total	5,219	44,842	109,649
Age 0 - 4	7.3%	7.3%	6.9%
Age 5 - 9	7.5%	7.4%	7.0%
Age 10 - 14	7.1%	7.3%	7.1%
Age 15 - 19	7.1%	6.7%	6.5%
Age 20 - 24	4.9%	5.3%	5.4%
Age 25 - 34	10.3%	12.3%	12.9%
Age 35 - 44	15.1%	15.5%	15.3%
Age 45 - 54	16.5%	16.6%	16.1%
Age 55 - 64	11.5%	11.6%	12.0%
Age 65 - 74	5.6%	5.6%	6.3%
Age 75 - 84	3.7%	2.9%	3.1%
Age 85+	3.3%	1.5%	1.4%
Age 18+	73.2%	73.6%	74.9%
2015 Population by Age			
Total	6,143	51,754	124,564
Age 0 - 4	7.4%	7.3%	6.9%
Age 5 - 9	7.4%	7.4%	7.0%
Age 10 - 14	7.2%	7.2%	7.0%
Age 15 - 19	6.3%	6.2%	6.2%
Age 20 - 24	5.7%	5.4%	5.4%
Age 25 - 34	12.8%	14.3%	14.0%
Age 35 - 44	12.5%	13.6%	13.7%
Age 45 - 54	15.6%	15.1%	15.1%
Age 55 - 64	12.1%	12.0%	12.2%
Age 65 - 74	7.4%	7.3%	7.8%
Age 75 - 84	3.2%	2.8%	3.2%
Age 85+	2.5%	1.4%	1.3%
Age 18+	73.7%	74.1%	75.1%
2000 Population by Sex			
Males	47.6%	49.2%	49.3%
Females	52.4%	50.8%	50.7%
2010 Population by Sex			
Males	48.3%	48.8%	49.2%
Females	51.7%	51.2%	50.8%
2015 Population by Sex			
Males	48.5%	48.7%	49.1%
Females	51.5%	51.3%	50.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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Market Profil

Prepared by Trudy ParkerAsset Marketing

Latitude: 34.819897

Longitude: -82.26514

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Population by Race/Ethnicity			
 Total	3,707	31,507	80,895
White Alone	90.0%	87.4%	85.3%
Black Alone	6.0%	7.8%	9.6%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	2.5%	2.8%	2.9%
Some Other Race Alone	0.6%	0.7%	0.9%
Two or More Races	0.7%	1.0%	1.1%
Hispanic Origin	1.9%	2.4%	2.9%
Diversity Index	21.7	26.4	30.3
2010 Population by Race/Ethnicity			
Total	5,218	44,843	109,647
White Alone	86.2%	83.7%	80.9%
Black Alone	7.1%	8.6%	10.8%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	3.9%	4.1%	4.1%
Some Other Race Alone	1.2%	1.7%	2.1%
Two or More Races	1.3%	1.7%	1.8%
Hispanic Origin	4.7%	5.5%	6.5%
Diversity Index	31.8	36.3	41.3
2015 Population by Race/Ethnicity			
Total	6,146	51,754	124,562
White Alone	84.7%	82.4%	79.5%
Black Alone	7.6%	8.9%	11.2%
American Indian Alone	0.2%	0.3%	0.3%
Asian or Pacific Islander Alone	4.5%	4.6%	4.5%
Some Other Race Alone	1.5%	1.9%	2.4%
Two or More Races	1.5%	1.9%	2.0%
Hispanic Origin	6.0%	6.7%	7.8%
Diversity Index	35.6	39.7	44.7
2000 Population 3+ by School Enrollment			
 Total	3,581	30,179	77,362
Enrolled in Nursery/Preschool	3.3%	2.5%	2.0%
Enrolled in Kindergarten	1.7%	1.8%	1.6%
Enrolled in Grade 1-8	13.8%	13.2%	12.5%
Enrolled in Grade 9-12	5.5%	5.9%	5.8%
Enrolled in College	2.5%	3.4%	3.8%
Enrolled in Grad/Prof School	0.9%	1.2%	1.2%
Not Enrolled in School	72.3%	72.0%	73.1%
2010 Population 25+ by Educational Attainment			
Total	3,447	29,586	73,556
Less than 9th Grade	1.8%	1.8%	2.0%
9th - 12th Grade, No Diploma	2.7%	3.6%	4.7%
High School Graduate	21.1%	18.9%	20.1%
Some College, No Degree	18.2%	17.7%	18.6%
Associate Degree	8.3%	9.1%	9.0%
Bachelor's Degree	31.6%	33.5%	30.6%
Graduate/Professional Degree	16.3%	15.4%	15.0%

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 2010 and 2015.



Lat: 34.819897, Lon: -82.265...




Market Profil

Prepared by Trudy ParkerAsset Marketing

Latitude: 34.819897

Longitude: -82.26514

Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Population 15+ by Marital Status			
 Total	4,072	34,983	86,602
Never Married	18.6%	23.5%	25.7%
Married	65.8%	63.7%	61.3%
Widowed	8.1%	4.6%	4.7%
Divorced	7.5%	8.3%	8.3%
2000 Population 16+ by Employment Status			
 Total	2,784	23,868	62,298
In Labor Force	64.8%	71.6%	72.5%
Civilian Employed	64.3%	70.0%	70.4%
Civilian Unemployed	0.6%	1.5%	2.0%
In Armed Forces	0.0%	0.1%	0.1%
Not in Labor Force	35.2%	28.4%	27.5%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	93.4%	92.5%	91.5%
Civilian Unemployed	6.6%	7.5%	8.5%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	94.6%	93.9%	93.1%
Civilian Unemployed	5.4%	6.1%	6.9%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,506	12,285	31,933
Own Children < 6 Only	7.3%	9.8%	8.5%
Employed/in Armed Forces	4.1%	5.7%	5.0%
Unemployed	0.0%	0.1%	0.1%
Not in Labor Force	3.3%	4.1%	3.3%
Own Children < 6 and 6-17 Only	6.4%	6.0%	6.2%
Employed/in Armed Forces	2.5%	2.7%	3.1%
Unemployed	0.0%	0.0%	0.1%
Not in Labor Force	4.0%	3.2%	3.1%
Own Children 6-17 Only	20.8%	21.4%	20.3%
Employed/in Armed Forces	13.9%	14.7%	14.6%
Unemployed	0.0%	0.2%	0.4%
Not in Labor Force	6.9%	6.5%	5.3%
No Own Children < 18	65.5%	62.8%	65.0%
Employed/in Armed Forces	30.9%	34.8%	37.7%
Unemployed	0.5%	1.1%	1.4%
Not in Labor Force	34.1%	26.9%	25.9%
2010 Employed Population 16+ by Industry			
 Total	2,332	21,381	52,734
Agriculture/Mining	0.3%	0.1%	0.1%
Construction	6.8%	6.1%	6.4%
Manufacturing	15.2%	17.5%	16.2%
Wholesale Trade	4.7%	4.1%	4.1%
Retail Trade	12.7%	12.6%	12.3%
Transportation/Utilities	4.8%	3.9%	3.5%
Information	5.1%	4.4%	4.3%
Finance/Insurance/Real Estate	6.9%	7.4%	7.8%
Services	42.0%	41.6%	43.2%
Public Administration	1.5%	2.3%	2.2%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2010 Employed Population 16+ by Occupation			
Total	2,333	21,380	52,736
White Collar	82.9%	77.2%	74.9%
Management/Business/Financial	26.0%	22.8%	20.8%
Professional	31.1%	28.8%	27.4%
Sales	13.8%	13.7%	14.4%
Administrative Support	11.9%	12.0%	12.2%
Services	5.7%	9.2%	10.6%
Blue Collar	11.4%	13.6%	14.5%
Farming/Forestry/Fishing	0.4%	0.1%	0.1%
Construction/Extraction	2.5%	2.8%	3.1%
Installation/Maintenance/Repair	2.3%	2.7%	2.7%
Production	3.4%	4.7%	5.0%
Transportation/Material Moving	2.9%	3.2%	3.6%
2000 Workers 16+ by Means of Transportation to Work			
 Total	1,777	16,543	43,476
Drove Alone - Car, Truck, or Van	89.0%	87.0%	87.2%
Carpooled - Car, Truck, or Van	6.6%	8.2%	8.3%
Public Transportation	0.1%	0.0%	0.1%
Walked	0.2%	0.6%	0.6%
Other Means	0.6%	0.7%	0.7%
Worked at Home	3.5%	3.5%	3.1%
2000 Workers 16+ by Travel Time to Work			
Total	1,777	16,544	43,476
Did Not Work at Home	96.5%	96.5%	96.9%
Less than 5 minutes	1.7%	2.3%	1.9%
5 to 9 minutes	8.7%	10.4%	9.8%
10 to 19 minutes	40.7%	41.9%	43.2%
20 to 24 minutes	21.8%	20.1%	18.8%
25 to 34 minutes	13.9%	14.2%	15.0%
35 to 44 minutes	3.8%	2.8%	2.9%
45 to 59 minutes	2.6%	2.3%	2.5%
60 to 89 minutes	0.6%	1.1%	1.4%
90 or more minutes	2.8%	1.6%	1.4%
Worked at Home	3.5%	3.5%	3.1%
Average Travel Time to Work (in min)	22.1	20.0	20.1
2000 Households by Vehicles Available			
Total	1,450	12,182	31,930
None	5.8%	3.2%	3.2%
1	28.3%	29.0%	30.6%
2	48.8%	49.2%	47.0%
3	12.6%	14.7%	15.0%
4	3.5%	3.2%	3.2%
5+	1.0%	0.8%	1.0%
Average Number of Vehicles Available	1.8	1.9	1.9

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.



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Market Profil

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
2000 Households by Type			
 Total	1,456	12,191	32,007
Family Households	72.0%	71.6%	69.8%
Married-couple Family	65.0%	63.3%	60.2%
With Related Children	32.1%	32.9%	29.5%
Other Family (No Spouse)	7.0%	8.4%	9.6%
With Related Children	4.5%	5.5%	6.3%
Nonfamily Households	28.0%	28.4%	30.2%
Householder Living Alone	25.1%	24.2%	25.2%
Householder Not Living Alone	2.9%	4.2%	5.0%
Households with Related Children	36.5%	38.5%	35.8%
Households with Persons 65+	23.6%	15.2%	15.4%
2000 Households by Size			
Total	1,456	12,191	32,007
1 Person Household	25.1%	24.2%	25.2%
2 Person Household	34.7%	33.4%	34.6%
3 Person Household	15.7%	16.9%	16.6%
4 Person Household	16.0%	17.0%	15.7%
5 Person Household	6.7%	6.6%	5.9%
6 Person Household	1.3%	1.6%	1.5%
7+ Person Household	0.4%	0.4%	0.5%
2000 Households by Year Householder Moved In			
Total	1,449	12,181	31,933
Moved in 1999 to March 2000	26.1%	28.0%	28.5%
Moved in 1995 to 1998	38.4%	36.4%	33.5%
Moved in 1990 to 1994	20.4%	17.0%	15.4%
Moved in 1980 to 1989	9.9%	10.5%	11.8%
Moved in 1970 to 1979	4.2%	5.8%	7.6%
Moved in 1969 or Earlier	1.0%	2.4%	3.3%
Median Year Householder Moved In	1997	1997	1996
2000 Housing Units by Units in Structure			
 Total	1,535	13,069	34,335
1, Detached	72.3%	68.0%	64.2%
1, Attached	9.6%	4.7%	4.6%
2	2.1%	1.1%	2.1%
3 or 4	1.8%	2.0%	2.3%
5 to 9	2.9%	7.2%	7.8%
10 to 19	1.8%	6.8%	8.4%
20+	7.8%	8.0%	7.7%
Mobile Home	1.7%	2.2%	2.9%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,527	13,055	34,276
1999 to March 2000	11.5%	8.1%	6.6%
1995 to 1998	26.5%	22.2%	19.8%
1990 to 1994	20.2%	18.5%	15.4%
1980 to 1989	28.7%	27.9%	27.6%
1970 to 1979	9.9%	15.9%	19.3%
1969 or Earlier	3.1%	7.4%	11.3%
Median Year Structure Built	1992	1990	1987

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



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Market Profil

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Ring: 1, 3, 5 Miles

	1 mile radius	3 miles radius	5 miles radius
Top 3 Tapestry Segments			
1.	In Style	In Style	In Style
2.	Boomburbs	Boomburbs	Boomburbs
3.		Enterprising Professio	Enterprising Professio



2010 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 \$	\$4,929,367	\$40,275,186	\$94,875,392
Average Spent	\$2,369.89	\$2,333.58	\$2,190.56
Spending Potential Index	99	97	91
Computers & Accessories: Total \$	\$655,180	\$5,369,843	\$12,622,580
Average Spent	\$314.99	\$311.13	\$291.44
Spending Potential Index	143	141	132
Education: Total \$	\$3,763,046	\$30,648,008	\$70,907,715
Average Spent	\$1,809.16	\$1,775.77	\$1,637.18
Spending Potential Index	148	146	134
Entertainment/Recreation: Total \$	\$9,671,689	\$78,492,852	\$184,626,467
Average Spent	\$4,649.85	\$4,547.94	\$4,262.81
Spending Potential Index	144	141	132
Food at Home: Total \$	\$12,528,586	\$101,488,262	\$242,971,209
Average Spent	\$6,023.36	\$5,880.31	\$5,609.92
Spending Potential Index	135	131	125
Food Away from Home: Total \$	\$9,363,879	\$76,380,154	\$181,274,163
Average Spent	\$4,501.86	\$4,425.53	\$4,185.41
Spending Potential Index	140	137	130
Health Care: Total \$	\$10,274,099	\$81,793,581	\$196,546,918
Average Spent	\$4,939.47	\$4,739.18	\$4,538.04
Spending Potential Index	133	127	122
HH Furnishings & Equipment: Total \$	\$5,424,940	\$44,099,934	\$103,153,009
Average Spent	\$2,608.14	\$2,555.18	\$2,381.68
Spending Potential Index	127	124	116
Investments: Total \$	\$4,989,721	\$39,057,044	\$91,152,277
Average Spent	\$2,398.90	\$2,263.00	\$2,104.60
Spending Potential Index	138	130	121
Retail Goods: Total \$	\$68,773,052	\$558,820,448	\$1,326,625,693
Average Spent	\$33,063.97	\$32,378.50	\$30,630.23
Spending Potential Index	133	130	123
Shelter: Total \$	\$47,847,429	\$388,059,664	\$904,665,905
Average Spent	\$23,003.57	\$22,484.48	\$20,887.67
Spending Potential Index	146	142	132
TV/Video/Audio: Total \$	\$3,526,782	\$28,750,665	\$68,583,142
Average Spent	\$1,695.57	\$1,665.84	\$1,583.50
Spending Potential Index	137	134	128
Travel: Total \$	\$5,884,719	\$47,190,572	\$108,841,037
Average Spent	\$2,829.19	\$2,734.26	\$2,513.01
Spending Potential Index	149	144	133
Vehicle Maintenance & Repairs: Total \$	\$2,725,343	\$22,072,793	\$52,498,710
Average Spent	\$1,310.26	\$1,278.91	\$1,212.13
Spending Potential Index	139	136	129

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.