

Study Area: Custom Shapes

2007 Population

Total Population	12,147
Male Population	49.2%
Female Population	50.8%
Median Age	37.1

2007 Income

Median HH Income	\$55,980
Per Capita Income	\$28,123
Average HH Income	\$74,535

2007 Households

Total Households	4,592
Average Household Size	2.64
1990-2000 Annual Rate	3.57%

2007 Housing

Owner Occupied Housing Units	76.5%
Renter Occupied Housing Units	18.9%
Vacant Housing Units	4.6%

Population

1990 Population	8,027
2000 Population	10,607
2007 Population	12,147
2012 Population	13,940
1990-2000 Annual Rate	2.83%
2000-2007 Annual Rate	1.89%
2007-2012 Annual Rate	2.79%

In the identified market area, the current year population is 12,147. In 2000, the Census count in the market area was 10,607. The rate of change since 2000 was 1.89 percent annually. The five-year projection for the population in the market area is 13,940, representing a change of 2.79 percent annually from 2007 to 2012. Currently, the population is 49.2 percent male and 50.8 percent female.

Households

1990 Households	2,740
2000 Households	3,891
2007 Households	4,592
2012 Households	5,326
1990-2000 Annual Rate	3.57%
2000-2007 Annual Rate	2.31%
2007-2012 Annual Rate	3.01%

The household count in this market area has changed from 3,891 in 2000 to 4,592 in the current year, a change of 2.31 percent annually. The five-year projection of households is 5,326, a change of 3.01 percent annually from the current year total. Average household size is currently 2.64, compared to 2.72 in the year 2000. The number of families in the current year is 3,491 in the market area.

Housing

Currently, 76.5 percent of the 4,815 housing units in the market area are owner occupied; 18.9 percent, renter occupied; and 4.6 percent are vacant. In 2000, there were 4,118 housing units— 76.2 percent owner occupied, 18.3 percent renter occupied and 5.5 percent vacant. The rate of change in housing units since 2000 is 2.18 percent. Median home value in the market area is \$174,335, compared to a median home value of \$192,285 for the U.S. In five years, median home value is projected to change by 2.37 percent annually to \$195,972. From 2000 to the current year, median home value changed by 5.64 percent annually.

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Median Household Income

1990 Median HH Income	\$30,147
2000 Median HH Income	\$45,116
2007 Median HH Income	\$55,980
2012 Median HH Income	\$65,158
1990-2000 Annual Rate	4.11%
2000-2007 Annual Rate	3.02%
2007-2012 Annual Rate	3.08%

Per Capita Income

1990 Per Capita Income	\$11,304
2000 Per Capita Income	\$21,561
2007 Per Capita Income	\$28,123
2012 Per Capita Income	\$33,515
1990-2000 Annual Rate	6.67%
2000-2007 Annual Rate	3.73%
2007-2012 Annual Rate	3.57%

Average Household Income

1990 Average Household Income	\$32,908
2000 Average Household Income	\$58,596
2007 Average HH Income	\$74,535
2012 Average HH Income	\$87,903
1990-2000 Annual Rate	5.94%
2000-2007 Annual Rate	3.37%
2007-2012 Annual Rate	3.35%

Households by Income

Current median household income is \$55,980 in the market area, compared to \$53,154 for all U.S. households. Median household income is projected to be \$65,158 in five years. In 2000, median household income was \$45,116, compared to \$30,147 in 1990.

Current average household income is \$74,535 in this market area, compared to \$73,126 for all U.S. households. Average household income is projected to be \$87,903 in five years. In 2000, average household income was \$58,596, compared to \$32,908 in 1990.

Current per capita income is \$28,123 in the market area, compared to the U.S. per capita income of \$27,916. The per capita income is projected to be \$33,515 in five years. In 2000, the per capita income was \$21,561, compared to \$11,304 in 1990.

Population by Employment

Total Businesses	367
Total Employees	2,666

Currently, 96.6 percent of the civilian labor force in the identified market area is employed and 3.4 percent are unemployed. In comparison, 93.4 percent of the U.S. civilian labor force is employed, and 6.6 percent are unemployed. In five years the rate of employment in the market area will be 96.7 percent of the civilian labor force, and unemployment will be 3.3 percent. The percentage of the U.S. civilian labor force that will be employed in five years is 93.9 percent, and 6.1 percent will be unemployed. In 2000, 70.8 percent of the population aged 16 years or older in the market area participated in the labor force, and 0.0 percent were in the Armed Forces.

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

- 51.8 percent in white collar jobs (compared to 60.2 percent of U.S. employment)
- 16.5 percent in service jobs (compared to 16.5 percent of U.S. employment)
- 31.6 percent in blue collar jobs (compared to 23.3 percent of U.S. employment)

In 2000, 79.8 percent of the market area population drove alone to work, and 2.7 percent worked at home. The average travel time to work in 2000 was 35.4 minutes in the market area, compared to the U.S. average of 25.5 minutes.

Population by Education

In 2000, the educational attainment of the population aged 25 years or older in the market area was distributed as follows:

- 22.7 percent had not earned a high school diploma (19.6 percent in the U.S.)
- 36.3 percent were high school graduates only (28.6 percent in the U.S.)
- 4.7 percent had completed an Associate degree (6.3 percent in the U.S.)
- 12.1 percent had a Bachelor's degree (15.5 percent in the U.S.)
- 4.0 percent had earned a Master's/Professional/Doctorate Degree (8.9 percent in the U.S.)