



Growth Management Area Comprehensive Profile

Demographic

Population 2006:

Population	154,481
Persons in Group Quarters	6,091

Population 2011:

Population	168,227
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Households (2006):

Households	60,047
Family Households	34,628
Average Household Size	2.47

Households (2011):

Households	65,670
Family Households	37,413
Average Household Size	2.47

Race (2006):

White	136,175
Black	1,561
American Indian, Eskimo, Aleut	1,006
Asian or Pacific Islander	4,407
Other	7,213
Two or More Races	4,120
Hispanic Origin	16,950

Race (2011):

White	146,287
Black	1,810
American Indian, Eskimo, Aleut	1,095
Asian or Pacific Islander	5,535
Other	8,786
Two or More Races	4,713
Hispanic Origin	20,769

Gender (2006):

Population Male	77,444
Population Female	77,037

Gender (2011):

Population Male	84,121
Population Female	84,105

Housing Units (2006):

Owner-occupied	38,561
Renter-occupied	21,487

Housing Units (2011):

Owner-occupied	42,099
Renter-occupied	23,570



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Income (2006):

Median Household Income	\$56,059
Median Family Income	\$74,130
Median Disposable Income	\$42,917
Average Household Income	\$73,151
Average Family Income	\$92,811
Per Capita Income	\$29,088

Income (2011):

Median Household Income	\$66,338
Median Family Income	\$86,546
Average Household Income	\$89,088
Average Family Income	\$114,131
Per Capita Income	\$35,428

Net Worth (2006):

Median Net Worth	\$80,335
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Households by Net Worth (2006):

< \$15,000	17,778
\$15,000-\$34,999	5,343
\$35,000-\$49,999	2,701
\$50,000-\$74,999	3,483
\$75,000-\$99,999	2,896
\$100,000-\$149,999	4,738
\$150,000-\$249,999	5,988
\$250,000-499,999	7,724
500,000 +	9,395

Households by Disposable Income (2006):

< \$15,000	7,120
\$15,000-\$24,999	7,943
\$25,000-\$34,999	7,997
\$35,000-\$49,999	11,307
\$50,000-\$74,999	12,205
\$75,000-\$99,999	6,397
\$100,000-\$149,999	4,574
\$150,000-\$199,999	1,146
\$200,000+	1,358

Households with Household Income (2006):

< \$10,000	3,774
\$10,000-\$14,999	2,383
\$15,000-\$19,999	3,094
\$20,000-\$24,999	3,120
\$25,000-\$29,999	3,084
\$30,000-\$34,999	2,949
\$35,000-\$39,999	2,793
\$40,000-\$44,999	2,772
\$45,000-\$49,999	2,768
\$50,000-\$59,999	5,084
\$60,000-\$74,999	7,424
\$75,500-\$99,999	6,830
\$100,000-\$124,999	6,658
\$125,000-\$149,999	2,932
\$150,000-\$199,999	1,888
\$200,000-\$249,999	1,072
\$250,000-\$499,999	1,227
>\$500,000	196



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Demographic

Households with Household Income (2011):

< \$10,000	3,318
\$10,000-\$14,999	2,133
\$15,000-\$19,999	2,799
\$20,000-\$24,999	2,469
\$25,000-\$29,999	3,160
\$30,000-\$34,999	2,775
\$35,000-\$39,999	2,352
\$40,000-\$44,999	2,910
\$45,000-\$49,999	2,573
\$50,000-\$59,999	5,277
\$60,000-\$74,999	6,468
\$75,500-\$99,999	9,908
\$100,000-\$124,999	5,591
\$125,000-\$149,999	6,121
\$150,000-\$199,999	3,595
\$200,000-\$249,999	1,736
\$250,000-\$499,999	1,871
>\$500,000	616

Families with Household Income (2006):

< \$10,000	874
\$10,000-\$14,999	590
\$15,000-\$19,999	928
\$20,000-\$24,999	980
\$25,000-\$29,999	1,198
\$30,000-\$34,999	1,430
\$35,000-\$39,999	1,355
\$40,000-\$44,999	1,416
\$45,000-\$49,999	1,141
\$50,000-\$59,999	3,238
\$60,000-\$74,999	4,366
\$75,500-\$99,999	6,364
\$100,000-\$124,999	4,121
\$150,000-\$199,999	2,203
\$125,000-\$149,999	2,268
\$200,000-\$249,999	926
\$250,000-\$499,999	1,035
>\$500,000	190

Families with Household Income (2011):

< \$10,000	709
\$10,000-\$14,999	519
\$15,000-\$19,999	747
\$20,000-\$24,999	763
\$25,000-\$29,999	867
\$30,000-\$34,999	1,096
\$35,000-\$39,999	1,130
\$40,000-\$44,999	1,235
\$45,000-\$49,999	1,390
\$50,000-\$59,999	2,529
\$60,000-\$74,999	4,270
\$75,500-\$99,999	6,389
\$100,000-\$124,999	5,215
\$125,000-\$149,999	3,304
\$150,000-\$199,999	3,182
\$200,000-\$249,999	2,009
\$250,000-\$499,999	1,510
>\$500,000	548



Growth Management Area Comprehensive Profile

Demographic

Population by Age (2006):

0-4	9,398
5-9	8,601
10-14	8,721
15-19	13,548
20-24	18,978
25-29	17,292
30-34	11,919
35-39	9,469
40-44	10,009
45-49	10,880
50-54	10,340
55-59	7,876
60-64	4,986
65-69	3,324
70-74	2,740
75-79	2,549
80-84	1,967
85+	1,884
Median Age	30.3

Population by Age (2011):

0-4	10,529
5-9	9,037
10-14	9,205
15-19	13,108
20-24	20,452
25-29	14,834
30-34	16,155
35-39	11,397
40-44	10,362
45-49	10,612
50-54	10,870
55-59	10,465
60-64	6,846
65-69	4,397
70-74	2,908
75-79	2,592
80-84	2,178
85+	2,279
Median Age	32.2

Population Age - Males (2006):

0-4	4,835
5-9	4,436
10-14	4,477
15-19	6,582
20-24	9,556
25-29	9,422
30-34	6,642
35-39	4,872
40-44	4,972
45-49	5,317
50-54	5,017
55-59	3,937
60-64	2,299
65-69	1,549
70-74	1,205
75-79	992
80-84	760
85+	572

Source: ESRI, 2006 Estimates & Projections.



Growth Management Area Comprehensive Profile

Demographic

Population Age - Males (2011):

0-4	5,410
5-9	4,636
10-14	4,729
15-19	6,325
20-24	10,500
25-29	7,594
30-34	8,591
35-39	6,274
40-44	5,263
45-49	5,248
50-54	5,295
55-59	5,061
60-64	3,340
65-69	1,967
70-74	1,314
75-79	1,053
80-84	794
85+	727

Population Age - Females (2006):

0-4	4,563
5-9	4,165
10-14	4,244
15-19	6,966
20-24	9,422
25-29	7,870
30-34	5,277
35-39	4,597
40-44	5,037
45-49	5,563
50-54	5,323
55-59	3,939
60-64	2,687
65-69	1,775
70-74	1,535
75-79	1,557
80-84	1,207
85+	1,312

Population Age - Females (2011):

0-4	5,119
5-9	4,401
10-14	4,476
15-19	6,783
20-24	9,952
25-29	7,240
30-34	7,564
35-39	5,123
40-44	5,099
45-49	5,364
50-54	5,575
55-59	5,404
60-64	3,506
65-69	2,430
70-74	1,594
75-79	1,539
80-84	1,384
85+	1,552



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Demographic

Consumer Expenditure (2006)

Retail Summary:

Retail Goods: Total 1,524,495,736

Apparel:

Apparel & Services: Total 127,399,808
Men's Apparel: Total 25,695,635
Women's Apparel: Total 39,592,116
Children's Apparel: Total 24,050,486
Infant Apparel (Under 2 Years): Total 7,121,933
Footwear: Total 12,627,359
Watches & Jewelry: Total 12,539,781
Apparel Products & Services: Total 12,894,430

Household Goods:

Computers & Hardware for Home Use: Total 15,026,658
Software & Accessories for Home Use: Total 2,124,767

Entertainment/Recreation:

Entertainment/Recreation: Total 206,170,494
Fees & Admissions: Total 40,449,955
Membership Fees: Total 10,697,687
Fees for Participant Sports excluding Trips: Total 7,461,973
Admission to Movies/Theater/Opera/Ballet: Total 9,844,559
Admission to Sporting Events excluding Trips: Total 3,939,170
Fees for Recreational Lessons: Total 8,506,566
TV/Video/Sound Equipment: Total 67,717,856
Community Antenna or Cable TV: Total 35,604,913
Color TVs: Total 8,289,265
VCRs/Video Cameras & DVD Players: Total 2,571,670
Video Cassettes & DVDs: Total 3,437,570
Video Game Hardware & Software: Total 2,399,755
Satellite Dishes: Total 139,846
Rental of Video Cassettes & DVDs: Total 4,164,998
Sound Equipment: Total 10,736,845
Rental/Repair of TV/VCR/Sound Equipment: Total 372,996
Pets: Total 27,834,515
Toys & Games: Total 12,289,208
Recreational Vehicles & Fees: Total 24,316,150
Sports/Rec/Exercise Equipment: Total 11,034,675
Photo Equipment/Supplies: Total 9,095,678
Film Processing: Total 2,672,599
Reading: Total 13,432,456

Food:

Food: Total 504,889,133
Food at Home: Total 293,950,720
Food at Home - Bakery & Cereal Products: Total 43,148,370
Food at Home - Meat/Poultry/Fish/Eggs: Total 76,155,184
Food at Home - Dairy Products: Total 31,915,980
Food at Home - Fruit & Vegetables: Total 51,379,011
Food at Home - Snacks/Other Food: Total 91,352,175
Food at Home - Nonalcoholic Beverages: Total 25,112,307
Food Away from Home: Total 210,938,413
Food Away from Home - Meals at Restaurants: Total 192,489,878
Alcoholic Beverages: Total 28,485,846

Financial:

Investments: Total 313,632,943
Vehicle Loans: Total 368,180,587



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Health Care:

Health Care: Total	208,707,505
Health Insurance: Total	101,280,276
Nonprescription Drugs: Total	6,654,398
Prescription Drugs: Total	30,278,298
Eyelasses & Contact Lenses: Total	5,178,148

Housing:

Shelter: Total	914,228,175
Mortgage Payment & Basics: Total	534,683,313
Maintenance & Remodeling Services: Total	112,109,927
Maintenance & Remodeling Materials: Total	22,340,316
Owned Dwellings - Paint/Wallpaper/Supplies: Total	1,502,292
Rented Dwellings - Paint/Wallpaper & Supplies: Total	96,348
Home Improvement Services: Total	113,540,142
Home Improvement Materials: Total	23,173,344
Utilities/Fuel/Public Services: Total	253,717,066
Telephone Services: Total	89,785,977
Insurance - Owners & Renters: Total	26,456,900

Household Goods:

Household Furnishings & Equipment: Total	124,041,239
Household Textiles: Total	8,562,592
Furniture: Total	40,258,296
Floor Coverings: Total	5,535,826
Major Appliances: Total	17,498,670
Housewares: Total	5,259,081
Small Appliances: Total	2,256,791
Other HH Items - Luggage: Total	676,690
Other HH Items - Telephones & Accessories: Total	1,516,181

Household Services:

Computer Information Services: Total	10,730,814
Child Care: Total	28,781,533
Lawn & Garden: Total	25,027,304
Moving/Storage/Freight Express: Total	3,471,194
Housekeeping Supplies: Total	45,219,843
Housekeeping Services: Total	8,463,134

Personal Care:

Personal Care Products: Total	28,088,387
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Education:

Education: Total	79,889,529
School Books & Supplies: Total	8,598,940

Miscellaneous Expenses:

Smoking Products: Total	28,485,846
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Life Insurance/Pensions:

Life & Other Pers Ins: Total	38,390,027
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Transportation (Local):

Vehicle Insurance: Total	83,873,574
Transportation-Vehicle Purchases (Net Outlay):Total	359,622,518
Transportation - Gasoline & Motor Oil: Total	112,205,367
Vehicle Maintenance & Repairs: Total	66,971,341

Travel:

Travel: Total	113,394,367
Airline Fares: Total	25,558,105
Travel - Lodging on Trips: Total	24,785,998
Auto/Truck/Van Rental on Trips: Total	2,971,890
Travel - Food & Drink on Trips: Total	28,962,951



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Tapestry Segmentation System (2006):

L1: High Society

01. Top Rung	0
02. Suburban Splendor	0
03. Connoisseurs	0
04. Boomburbs	0
05. Wealthy Seaboard Suburbs	0
06. Sophisticated Squires	0
07. Exurbanites	0

L2: Upscale Avenues

09. Urban Chic	0
10. Pleasant-Ville	0
11. Pacific Heights	0
13. In Style	0
16. Enterprising Professionals	0
17. Green Acres	0
18. Cozy and Comfortable	0

L3: Metropolis

20. City Lights	0
22. Metropolitans	0
45. City Strivers	0
51. Metro City Edge	0
54. Urban Rows	0
62. Modest Income Homes	0

L4: Solo Acts

08. Laptops and Lattes	0
23. Trendsetters	0
27. Metro Renters	0
36. Old and Newcomers	0
39. Young and Restless	0

L5: Senior Styles

14. Prosperous Empty Nesters	0
15. Silver and Gold	0
29. Rustbelt Retirees	0
30. Retirement Communities	0
43. The Elders	0
49. Senior Sun Seekers	0
50. Heartland Communities	0
57. Simple Living	0
65. Social Security Set	0

L6: Scholars & Patriots

40. Military Proximity	0
55. College Towns	0
63. Dorms to Diplomas	0



Growth Management Area Comprehensive Profile

Demographic

L7: High Hopes

28. Aspiring Young Families	0
48. Great Expectations	0

L8: Global Roots

35. International Marketplace	0
38. Industrious Urban Fringe	0
44. Urban Melting Pot	0
47. Las Casas	0
52. Inner City Tenants	0
58. NeWest Residents	0
60. City Dimensions	0
61. High Rise Renters	0

L9: Family Portrait

12. Up and Coming Families	0
19. Milk and Cookies	0
21. Urban Villages	0
59. Southwestern Families	0
64. City Commons	0

L10: Traditional Living

24. Main Street USA	0
32. Rustbelt Traditions	0
33. Midlife Junction	0
34. Family Foundations	0

L11: Factories & Farms

25. Salt of the Earth	0
37. Prairie Living	0
42. Southern Satellites	0
53. Home Town	0
56. Rural Bypasses	0

L12: American Quilt

26. Midland Crowd	0
31. Rural Resort Dwellers	0
41. Crossroads	0
46. Rooted Rural	0