

	2000 Total Population	6,815
	2000 Group Quarters	249
	2005 Total Population	6,599
	2010 Total Population	6,339
	2005 - 2010 Annual Rate	-0.8%
	2000 Households	2,772
	2000 Average Household Size	2.37
	2005 Households	2,711
	2005 Average Household Size	2.34
	2010 Households	2,616
	2010 Average Household Size	2.33
	2005 - 2010 Annual Rate	-0.71%
	2000 Families	1,786
	2000 Average Family Size	2.97
	2005 Families	1,726
	2005 Average Family Size	2.94
	2010 Families	1,634
	2010 Average Family Size	2.94
	2005 - 2010 Annual Rate	-1.09%
	2000 Housing Units	3,011
	Owner Occupied Housing Units	66.7%
	Renter Occupied Housing Units	25.4%
	Vacant Housing Units	7.9%
	2005 Housing Units	3,069
	Owner Occupied Housing Units	66.5%
	Renter Occupied Housing Units	21.8%
	Vacant Housing Units	11.7%
	2010 Housing Units	3,057
	Owner Occupied Housing Units	64.6%
	Renter Occupied Housing Units	20.9%
	Vacant Housing Units	14.4%
	Median Household Income	
	2000	\$28,315
	2005	\$32,237
	2010	\$35,537
	Median Home Value	
	2000	\$51,983
	2005	\$75,886
	2010	\$97,348
	Per Capita Income	
	2000	\$14,612
	2005	\$17,141
	2010	\$19,607
	Median Age	
	2000	38.1
	2005	39.5
	2010	41.0

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 2005 and 2010.



2000 Households by Income

Household Income Base	2,765
< \$15,000	27.2%
\$15,000 - \$24,999	18.0%
\$25,000 - \$34,999	15.1%
\$35,000 - \$49,999	18.6%
\$50,000 - \$74,999	14.3%
\$75,000 - \$99,999	4.2%
\$100,000 - \$149,999	1.4%
\$150,000 - \$199,999	0.5%
\$200,000+	0.6%
Average Household Income	\$34,927

2005 Households by Income

Household Income Base	2,711
< \$15,000	22.2%
\$15,000 - \$24,999	16.6%
\$25,000 - \$34,999	14.2%
\$35,000 - \$49,999	19.3%
\$50,000 - \$74,999	16.1%
\$75,000 - \$99,999	6.6%
\$100,000 - \$149,999	3.6%
\$150,000 - \$199,999	0.7%
\$200,000+	0.7%
Average Household Income	\$40,713

2010 Households by Income

Household Income Base	2,615
< \$15,000	20.2%
\$15,000 - \$24,999	14.6%
\$25,000 - \$34,999	14.6%
\$35,000 - \$49,999	16.9%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,999	7.7%
\$100,000 - \$149,999	5.4%
\$150,000 - \$199,999	1.3%
\$200,000+	1.3%
Average Household Income	\$46,378

2000 Owner Occupied HUs by Value

Total	2,000
<\$50,000	47.7%
\$50,000 - 99,999	40.6%
\$100,000 - 149,999	7.7%
\$150,000 - 199,999	2.0%
\$200,000 - \$299,999	1.2%
\$300,000 - 499,999	0.9%
\$500,000 - 999,999	0.0%
\$1,000,000+	0.0%
Average Home Value	\$62,331

2000 Specified Renter Occupied HUs by Contract Rent

Total	768
With Cash Rent	92.1%
No Cash Rent	7.9%
Median Rent	\$267
Average Rent	\$260

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 2005 and 2010.



2000 Population by Age

Total	6,815
0 - 4	6.7%
5 - 9	7.1%
10 - 14	7.2%
15 - 24	12.1%
25 - 34	12.2%
35 - 44	14.4%
45 - 54	11.9%
55 - 64	8.1%
65 - 74	9.2%
75 - 84	7.2%
85+	3.9%
18+	74.4%

2005 Population by Age

Total	6,599
0 - 4	6.9%
5 - 9	6.5%
10 - 14	6.7%
15 - 24	12.9%
25 - 34	11.6%
35 - 44	13.9%
45 - 54	13.2%
55 - 64	9.7%
65 - 74	7.5%
75 - 84	7.2%
85+	4.1%
18+	75.9%

2010 Population by Age

Total	6,340
0 - 4	6.9%
5 - 9	6.1%
10 - 14	6.5%
15 - 24	12.3%
25 - 34	11.5%
35 - 44	12.0%
45 - 54	14.3%
55 - 64	12.1%
65 - 74	7.0%
75 - 84	6.9%
85+	4.5%
18+	76.7%

2000 Population by Sex

Males	46.3%
Females	53.7%

2005 Population by Sex

Males	46.8%
Females	53.2%

2010 Population by Sex

Males	47.0%
Females	53.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



2000 Population by Race/Ethnicity

Total	6,815
White Alone	98.3%
Black Alone	0.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.3%
Some Other Race Alone	0.2%
Two or More Races	0.6%
Hispanic Origin	1.0%
Diversity Index	5.2

2005 Population by Race/Ethnicity

Total	6,599
White Alone	97.9%
Black Alone	0.4%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.4%
Some Other Race Alone	0.2%
Two or More Races	0.8%
Hispanic Origin	1.3%
Diversity Index	6.7

2010 Population by Race/Ethnicity

Total	6,339
White Alone	97.4%
Black Alone	0.5%
American Indian Alone	0.2%
Asian or Pacific Islander Alone	0.6%
Some Other Race Alone	0.3%
Two or More Races	1.0%
Hispanic Origin	1.7%
Diversity Index	8.3



2000 Population 3+ by School Enrollment

Total	6,600
Enrolled in Nursery/Preschool	3.0%
Enrolled in Kindergarten	1.6%
Enrolled in Grade 1-8	11.8%
Enrolled in Grade 9-12	5.7%
Enrolled in College	1.5%
Enrolled in Grad/Prof School	0.4%
Not Enrolled in School	76.0%

2000 Population 25+ by Educational Attainment

Total	4,565
Less than 9th Grade	10.8%
9th - 12th Grade, No Diploma	15.6%
High School Graduate	37.4%
Some College, No Degree	21.7%
Associate Degree	3.7%
Bachelor's Degree	7.5%
Master's/Prof/Doctorate Degree	3.2%

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 2005 and 2010.



2000 Population 15+ by Sex and Marital Status

Total	5,410
Females	55.2%
Never Married	8.4%
Married, not Separated	27.4%
Married, Separated	0.8%
Widowed	9.7%
Divorced	8.8%
Males	44.8%
Never Married	11.7%
Married, not Separated	25.5%
Married, Separated	0.5%
Widowed	1.7%
Divorced	5.4%



2000 Population 16+ by Employment Status

Total	5,291
In Labor Force	60.3%
Civilian Employed	55.6%
Civilian Unemployed	4.4%
In Armed Forces	0.3%
Not in Labor Force	39.7%

2005 Civilian Population 16+ in Labor Force

Civilian Employed	89.9%
Civilian Unemployed	10.1%

2010 Civilian Population 16+ in Labor Force

Civilian Employed	89.9%
Civilian Unemployed	10.1%

2000 Females 16+ by Employment Status and Age of Children

Total	2,931
Own Children < 6 Only	7.5%
Employed/in Armed Forces	5.9%
Unemployed	0.3%
Not in Labor Force	1.2%
Own Children < 6 and 6-17 Only	8.5%
Employed/in Armed Forces	5.2%
Unemployed	0.2%
Not in Labor Force	3.1%
Own Children 6-17 Only	13.9%
Employed/in Armed Forces	10.6%
Unemployed	0.7%
Not in Labor Force	2.6%
No Own Children < 18	70.1%
Employed/in Armed Forces	30.0%
Unemployed	2.1%
Not in Labor Force	38.0%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005.



2005 Employed Population 16+ by Industry

Total	2,750
Agriculture/Mining	1.2%
Construction	6.7%
Manufacturing	12.3%
Wholesale Trade	3.6%
Retail Trade	16.7%
Transportation/Utilities	3.3%
Information	1.6%
Finance/Insurance/Real Estate	4.4%
Services	45.3%
Public Administration	5.0%

2005 Employed Population 16+ by Occupation

Total	2,749
White Collar	51.0%
Management/Business/Financial	9.4%
Professional	14.6%
Sales	12.1%
Administrative Support	14.9%
Services	21.4%
Blue Collar	27.6%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	6.6%
Installation/Maintenance/Repair	4.9%
Production	10.0%
Transportation/Material Moving	5.9%



2000 Workers 16+ by Means of Transportation to Work

Total	2,920
Drove Alone - Car, Truck, or Van	79.7%
Carpooled - Car, Truck, or Van	13.7%
Public Transportation	0.6%
Walked	2.7%
Other Means	1.7%
Worked at Home	1.7%

2000 Workers 16+ by Travel Time to Work

Total	2,920
Did Not Work at Home	98.3%
Less than 5 minutes	12.1%
5 to 9 minutes	35.4%
10 to 19 minutes	23.8%
20 to 24 minutes	3.2%
25 to 34 minutes	5.6%
35 to 44 minutes	2.6%
45 to 59 minutes	6.6%
60 to 89 minutes	7.2%
90 or more minutes	1.7%
Worked at Home	1.7%
Average Travel Time to Work (in min)	18.2

2000 Households by Vehicles Available

Total	2,774
None	8.4%
1	43.3%
2	36.3%
3	8.8%
4	2.8%
5+	0.4%
Average Number of Vehicles Available	1.6

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. ESRI forecasts for 2005 and 2010.



2000 Households by Type

Total	2,772
Family Households	64.4%
Married-couple Family	48.7%
With Related Children	22.0%
Other Family (No Spouse)	15.8%
With Related Children	11.5%
Nonfamily Households	35.6%
Householder Living Alone	32.5%
Householder Not Living Alone	3.1%
Households with Related Children	33.5%
Households with Persons 65+	32.0%

2000 Households by Size

Total	2,772
1 Person Household	32.5%
2 Person Household	30.8%
3 Person Household	16.1%
4 Person Household	12.5%
5 Person Household	5.7%
6 Person Household	1.8%
7+ Person Household	0.6%

2000 Households by Year Householder Moved In

Total	2,774
Moved in 1999 to March 2000	18.2%
Moved in 1995 to 1998	24.2%
Moved in 1990 to 1994	16.0%
Moved in 1980 to 1989	14.3%
Moved in 1970 to 1979	13.1%
Moved in 1969 or Earlier	14.2%
Median Year Householder Moved In	1993



2000 Housing Units by Units in Structure

Total	3,008
1, Detached	71.1%
1, Attached	1.2%
2	3.4%
3 or 4	5.4%
5 to 9	3.1%
10 to 19	2.2%
20+	1.6%
Mobile Home	11.9%
Other	0.0%

2000 Housing Units by Year Structure Built

Total	3,008
1999 to March 2000	0.9%
1995 to 1998	2.8%
1990 to 1994	3.8%
1980 to 1989	5.3%
1970 to 1979	13.0%
1969 or Earlier	74.3%
Median Year Structure Built	1950

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



Top 3 Tapestry Segments

- 1. Heartland Communities
- 2. Home Town
- 3. Rustbelt Traditions



2005 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 \$	\$4,327,242
Average Spent	\$1,596.18
Spending Potential Index	58
Computers & Accessories: Total \$	\$418,317
Average Spent	\$154.30
Spending Potential Index	56
Education: Total \$	\$1,698,773
Average Spent	\$626.62
Spending Potential Index	59
Entertainment/Recreation: Total \$	\$4,976,717
Average Spent	\$1,835.75
Spending Potential Index	59
Food at Home: Total \$	\$8,060,447
Average Spent	\$2,973.24
Spending Potential Index	63
Food Away from Home: Total \$	\$5,137,233
Average Spent	\$1,894.96
Spending Potential Index	60
Health Care: Total \$	\$6,720,597
Average Spent	\$2,479.01
Spending Potential Index	71
HH Furnishings & Equipment: Total \$	\$3,244,926
Average Spent	\$1,196.95
Spending Potential Index	56
Investments: Total \$	\$8,609,809
Average Spent	\$3,175.88
Spending Potential Index	38
Retail Goods: Total \$	\$42,296,307
Average Spent	\$15,601.74
Spending Potential Index	62
Shelter: Total \$	\$19,778,577
Average Spent	\$7,295.68
Spending Potential Index	53
TV/Video/Sound Equipment: Total \$	\$1,748,446
Average Spent	\$644.95
Spending Potential Index	63
Travel: Total \$	\$2,825,322
Average Spent	\$1,042.17
Spending Potential Index	58
Vehicle Maintenance & Repairs: Total \$	\$1,679,024
Average Spent	\$619.34
Spending Potential Index	60

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 2000, 2001 and 2002 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.