



Community Profile

Driving Time : 30, 45, 60 Minutes radii

Latitude: 33.679
Longitude: -87.083

	30 Minutes	45 Minutes	60 Minutes
Population Summary			
2000 Total Population	358,063	801,088	1,040,309
2010 Total Population	327,276	806,453	1,108,107
2021 Total Population	325,575	822,625	1,153,594
2021 Group Quarters	13,082	17,910	23,194
2026 Total Population	326,656	833,063	1,177,835
2021-2026 Annual Rate	0.07%	0.25%	0.42%
2021 Total Daytime Population	390,665	881,582	1,176,459
Workers	206,602	445,677	560,968
Residents	184,063	435,905	615,491
Household Summary			
2000 Households	144,840	319,065	410,024
2000 Average Household Size	2.39	2.46	2.48
2010 Households	132,823	323,161	437,194
2010 Average Household Size	2.37	2.44	2.48
2021 Households	132,881	331,046	456,387
2021 Average Household Size	2.35	2.43	2.48
2026 Households	133,768	335,799	466,319
2026 Average Household Size	2.34	2.43	2.48
2021-2026 Annual Rate	0.13%	0.29%	0.43%
2010 Families	81,564	211,197	295,342
2010 Average Family Size	3.03	3.04	3.04
2021 Families	79,218	211,362	302,335
2021 Average Family Size	3.03	3.05	3.05
2026 Families	78,932	212,966	307,307
2026 Average Family Size	3.04	3.05	3.06
2021-2026 Annual Rate	-0.07%	0.15%	0.33%
Housing Unit Summary			
2000 Housing Units	162,357	350,174	452,221
Owner Occupied Housing Units	55.4%	62.5%	64.8%
Renter Occupied Housing Units	33.8%	28.6%	25.9%
Vacant Housing Units	10.8%	8.9%	9.3%
2010 Housing Units	156,749	367,765	496,289
Owner Occupied Housing Units	51.0%	58.5%	61.8%
Renter Occupied Housing Units	33.8%	29.3%	26.3%
Vacant Housing Units	15.3%	12.1%	11.9%
2021 Housing Units	160,973	383,080	525,289
Owner Occupied Housing Units	47.7%	56.1%	60.3%
Renter Occupied Housing Units	34.8%	30.3%	26.6%
Vacant Housing Units	17.5%	13.6%	13.1%
2026 Housing Units	162,869	389,522	538,004
Owner Occupied Housing Units	47.7%	56.3%	60.7%
Renter Occupied Housing Units	34.4%	29.9%	26.0%
Vacant Housing Units	17.9%	13.8%	13.3%
Median Household Income			
2021	\$43,384	\$54,866	\$56,706
2026	\$48,766	\$60,588	\$62,609
Median Home Value			
2021	\$153,911	\$192,020	\$188,632
2026	\$191,164	\$239,499	\$227,216
Per Capita Income			
2021	\$26,794	\$33,236	\$32,448
2026	\$30,344	\$37,505	\$36,507
Median Age			
2010	37.1	37.4	37.5
2021	39.2	39.5	39.7
2026	40.4	40.7	40.9

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 the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Households by Income			
Household Income Base	132,881	331,046	456,387
<\$15,000	18.5%	13.6%	12.2%
\$15,000 - \$24,999	11.6%	9.1%	9.1%
\$25,000 - \$34,999	11.4%	10.1%	9.8%
\$35,000 - \$49,999	13.6%	12.7%	12.6%
\$50,000 - \$74,999	16.6%	17.1%	17.7%
\$75,000 - \$99,999	8.8%	10.3%	11.3%
\$100,000 - \$149,999	11.6%	14.3%	15.2%
\$150,000 - \$199,999	4.0%	6.0%	5.9%
\$200,000+	3.9%	6.8%	6.2%
Average Household Income	\$65,613	\$82,504	\$81,912
2026 Households by Income			
Household Income Base	133,768	335,799	466,319
<\$15,000	16.7%	12.0%	10.7%
\$15,000 - \$24,999	10.4%	8.0%	8.0%
\$25,000 - \$34,999	10.7%	9.3%	9.0%
\$35,000 - \$49,999	13.1%	11.9%	11.8%
\$50,000 - \$74,999	16.9%	17.1%	17.6%
\$75,000 - \$99,999	9.1%	10.3%	11.3%
\$100,000 - \$149,999	13.7%	16.3%	17.2%
\$150,000 - \$199,999	5.1%	7.3%	7.2%
\$200,000+	4.5%	7.8%	7.1%
Average Household Income	\$74,099	\$92,976	\$92,110
2021 Owner Occupied Housing Units by Value			
Total	76,814	214,863	316,738
<\$50,000	12.5%	8.0%	8.2%
\$50,000 - \$99,999	21.4%	14.8%	13.7%
\$100,000 - \$149,999	14.8%	14.0%	14.6%
\$150,000 - \$199,999	16.9%	15.8%	17.5%
\$200,000 - \$249,999	9.2%	11.2%	12.1%
\$250,000 - \$299,999	6.4%	8.4%	8.4%
\$300,000 - \$399,999	6.7%	11.0%	10.8%
\$400,000 - \$499,999	3.9%	6.1%	5.5%
\$500,000 - \$749,999	4.9%	6.9%	5.9%
\$750,000 - \$999,999	2.0%	2.4%	2.0%
\$1,000,000 - \$1,499,999	0.6%	0.8%	0.7%
\$1,500,000 - \$1,999,999	0.2%	0.2%	0.2%
\$2,000,000 +	0.5%	0.5%	0.4%
Average Home Value	\$217,615	\$260,789	\$249,905
2026 Owner Occupied Housing Units by Value			
Total	77,662	219,366	326,363
<\$50,000	8.9%	5.5%	5.7%
\$50,000 - \$99,999	14.7%	9.8%	9.4%
\$100,000 - \$149,999	12.0%	10.6%	11.4%
\$150,000 - \$199,999	17.5%	15.2%	16.8%
\$200,000 - \$249,999	10.6%	11.3%	12.3%
\$250,000 - \$299,999	7.5%	8.7%	8.7%
\$300,000 - \$399,999	8.6%	12.6%	12.7%
\$400,000 - \$499,999	5.5%	7.8%	7.1%
\$500,000 - \$749,999	8.4%	11.1%	9.5%
\$750,000 - \$999,999	4.3%	4.8%	4.0%
\$1,000,000 - \$1,499,999	1.1%	1.4%	1.2%
\$1,500,000 - \$1,999,999	0.4%	0.4%	0.4%
\$2,000,000 +	0.5%	0.7%	0.6%
Average Home Value	\$280,902	\$329,730	\$311,319

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.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2010 Population by Age			
Total	327,277	806,453	1,108,108
0 - 4	6.4%	6.5%	6.6%
5 - 9	5.9%	6.4%	6.5%
10 - 14	5.9%	6.5%	6.6%
15 - 24	15.1%	13.5%	13.1%
25 - 34	14.1%	14.0%	13.7%
35 - 44	12.0%	12.8%	13.3%
45 - 54	14.3%	14.6%	14.6%
55 - 64	12.7%	12.4%	12.3%
65 - 74	7.2%	7.0%	7.2%
75 - 84	4.5%	4.5%	4.3%
85 +	1.8%	1.8%	1.7%
18 +	77.9%	76.6%	76.2%
2021 Population by Age			
Total	325,573	822,626	1,153,594
0 - 4	5.7%	5.7%	5.8%
5 - 9	5.8%	5.9%	6.1%
10 - 14	5.8%	6.2%	6.3%
15 - 24	13.0%	12.1%	11.7%
25 - 34	14.3%	14.0%	13.6%
35 - 44	12.6%	13.1%	13.4%
45 - 54	11.3%	11.9%	12.3%
55 - 64	13.3%	13.3%	13.2%
65 - 74	10.9%	10.6%	10.5%
75 - 84	5.2%	5.2%	5.1%
85 +	2.1%	2.2%	2.0%
18 +	79.6%	78.8%	78.3%
2026 Population by Age			
Total	326,656	833,063	1,177,835
0 - 4	5.6%	5.6%	5.7%
5 - 9	5.6%	5.7%	5.9%
10 - 14	5.7%	6.0%	6.2%
15 - 24	13.1%	11.9%	11.6%
25 - 34	12.8%	13.1%	12.6%
35 - 44	13.1%	13.3%	13.6%
45 - 54	11.6%	12.1%	12.5%
55 - 64	11.9%	12.1%	12.2%
65 - 74	11.6%	11.3%	11.2%
75 - 84	6.6%	6.5%	6.4%
85 +	2.2%	2.3%	2.1%
18 +	79.8%	79.1%	78.6%
2010 Population by Sex			
Males	155,600	383,805	532,896
Females	171,676	422,648	575,211
2021 Population by Sex			
Males	155,660	393,945	558,021
Females	169,914	428,680	595,574
2026 Population by Sex			
Males	156,652	400,235	571,540
Females	170,004	432,827	606,295

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 11, 2022



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2010 Population by Race/Ethnicity			
Total	327,276	806,452	1,108,107
White Alone	49.1%	59.5%	67.5%
Black Alone	46.7%	35.4%	27.7%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	0.7%	1.4%	1.2%
Pacific Islander Alone	0.1%	0.0%	0.0%
Some Other Race Alone	2.0%	2.2%	2.1%
Two or More Races	1.1%	1.1%	1.2%
Hispanic Origin	3.7%	4.0%	4.0%
Diversity Index	57.3	55.7	50.9
2021 Population by Race/Ethnicity			
Total	325,574	822,626	1,153,594
White Alone	47.3%	57.4%	65.5%
Black Alone	47.5%	36.4%	28.5%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.0%	2.0%	1.7%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.2%	2.3%	2.3%
Two or More Races	1.5%	1.6%	1.7%
Hispanic Origin	4.1%	4.4%	4.5%
Diversity Index	58.5	57.7	53.3
2026 Population by Race/Ethnicity			
Total	326,655	833,063	1,177,834
White Alone	46.1%	56.1%	64.3%
Black Alone	48.1%	37.0%	29.1%
American Indian Alone	0.3%	0.3%	0.3%
Asian Alone	1.2%	2.3%	2.0%
Pacific Islander Alone	0.1%	0.1%	0.1%
Some Other Race Alone	2.3%	2.4%	2.4%
Two or More Races	1.8%	1.9%	1.9%
Hispanic Origin	4.4%	4.7%	4.7%
Diversity Index	59.3	58.9	54.7
2010 Population by Relationship and Household Type			
Total	327,276	806,453	1,108,107
In Households	96.2%	97.9%	97.9%
In Family Households	77.6%	81.4%	82.8%
Householder	24.8%	26.2%	26.6%
Spouse	14.6%	17.6%	18.9%
Child	31.2%	31.6%	31.6%
Other relative	4.8%	4.2%	3.9%
Nonrelative	2.1%	1.8%	1.7%
In Nonfamily Households	18.6%	16.5%	15.2%
In Group Quarters	3.8%	2.1%	2.1%
Institutionalized Population	1.3%	1.0%	1.1%
Noninstitutionalized Population	2.5%	1.1%	1.0%

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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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2021 Population 25+ by Educational Attainment			
Total	227,414	577,008	808,866
Less than 9th Grade	3.5%	2.7%	3.0%
9th - 12th Grade, No Diploma	8.6%	6.6%	7.0%
High School Graduate	26.3%	22.5%	23.3%
GED/Alternative Credential	4.5%	3.9%	4.2%
Some College, No Degree	22.1%	20.7%	21.0%
Associate Degree	9.7%	9.3%	9.6%
Bachelor's Degree	15.1%	20.9%	19.7%
Graduate/Professional Degree	10.2%	13.6%	12.2%
2021 Population 15+ by Marital Status			
Total	269,586	676,214	943,689
Never Married	37.9%	32.9%	30.5%
Married	41.1%	47.9%	50.7%
Widowed	7.3%	6.4%	6.4%
Divorced	13.7%	12.7%	12.4%
2021 Civilian Population 16+ in Labor Force			
Civilian Population 16+	152,169	409,040	564,870
Population 16+ Employed	92.9%	94.6%	95.3%
Population 16+ Unemployment rate	7.1%	5.4%	4.7%
Population 16-24 Employed	13.6%	12.1%	11.7%
Population 16-24 Unemployment rate	9.5%	8.8%	8.3%
Population 25-54 Employed	63.6%	63.7%	64.4%
Population 25-54 Unemployment rate	7.3%	5.5%	4.7%
Population 55-64 Employed	15.3%	16.4%	16.6%
Population 55-64 Unemployment rate	5.6%	3.5%	2.9%
Population 65+ Employed	7.5%	7.8%	7.3%
Population 65+ Unemployment rate	3.7%	2.6%	2.3%
2021 Employed Population 16+ by Industry			
Total	141,386	387,132	538,369
Agriculture/Mining	1.0%	0.8%	1.0%
Construction	5.9%	5.9%	6.7%
Manufacturing	9.0%	8.8%	10.1%
Wholesale Trade	2.6%	3.0%	3.2%
Retail Trade	10.0%	10.2%	10.5%
Transportation/Utilities	6.9%	6.2%	6.3%
Information	1.5%	1.7%	1.7%
Finance/Insurance/Real Estate	7.6%	9.7%	9.1%
Services	50.4%	49.3%	47.0%
Public Administration	4.9%	4.4%	4.5%
2021 Employed Population 16+ by Occupation			
Total	141,385	387,131	538,371
White Collar	58.7%	65.5%	64.3%
Management/Business/Financial	14.0%	17.8%	17.6%
Professional	23.6%	25.7%	24.9%
Sales	9.5%	10.6%	10.6%
Administrative Support	11.5%	11.3%	11.1%
Services	17.6%	14.6%	14.0%
Blue Collar	23.7%	19.9%	21.7%
Farming/Forestry/Fishing	0.2%	0.1%	0.2%
Construction/Extraction	5.2%	4.5%	4.9%
Installation/Maintenance/Repair	2.9%	2.7%	3.0%
Production	5.7%	4.8%	5.6%
Transportation/Material Moving	9.8%	7.8%	8.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type			
Total	132,823	323,160	437,194
Households with 1 Person	32.9%	29.5%	27.7%
Households with 2+ People	67.1%	70.5%	72.3%
Family Households	61.4%	65.4%	67.6%
Husband-wife Families	36.2%	44.0%	47.9%
With Related Children	14.9%	19.1%	21.2%
Other Family (No Spouse Present)	25.2%	21.4%	19.6%
Other Family with Male Householder	5.0%	4.3%	4.3%
With Related Children	2.3%	2.1%	2.2%
Other Family with Female Householder	20.2%	17.0%	15.3%
With Related Children	12.4%	10.7%	9.6%
Nonfamily Households	5.7%	5.1%	4.7%
All Households with Children	30.0%	32.2%	33.3%
Multigenerational Households	5.6%	4.7%	4.5%
Unmarried Partner Households	5.2%	4.6%	4.4%
Male-female	4.5%	3.9%	3.7%
Same-sex	0.7%	0.7%	0.7%
2010 Households by Size			
Total	132,822	323,161	437,192
1 Person Household	32.9%	29.5%	27.7%
2 Person Household	30.8%	32.1%	32.7%
3 Person Household	16.4%	16.9%	17.3%
4 Person Household	11.3%	12.7%	13.3%
5 Person Household	5.2%	5.5%	5.8%
6 Person Household	2.0%	2.0%	2.0%
7 + Person Household	1.4%	1.2%	1.2%
2010 Households by Tenure and Mortgage Status			
Total	132,823	323,161	437,194
Owner Occupied	60.1%	66.6%	70.1%
Owned with a Mortgage/Loan	38.4%	45.8%	48.3%
Owned Free and Clear	21.8%	20.9%	21.8%
Renter Occupied	39.9%	33.4%	29.9%
2021 Affordability, Mortgage and Wealth			
Housing Affordability Index	165	167	178
Percent of Income for Mortgage	14.9%	14.7%	14.0%
Wealth Index	61	90	88
2010 Housing Units By Urban/ Rural Status			
Total Housing Units	156,749	367,765	496,289
Housing Units Inside Urbanized Area	77.5%	81.8%	67.7%
Housing Units Inside Urbanized Cluster	5.2%	2.3%	5.8%
Rural Housing Units	17.3%	15.9%	26.6%
2010 Population By Urban/ Rural Status			
Total Population	327,276	806,453	1,108,107
Population Inside Urbanized Area	75.8%	81.2%	67.3%
Population Inside Urbanized Cluster	5.6%	2.3%	5.8%
Rural Population	18.6%	16.5%	26.9%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



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Top 3 Tapestry Segments			
1.	Modest Income Homes (12D)	Modest Income Homes (12D)	Southern Satellites (10A)
2.	Family Foundations (12A)	Family Foundations (12A)	Modest Income Homes (12D)
3.	Southern Satellites (10A)	Young and Restless (11B)	Family Foundations (12A)
2021 Consumer Spending			
Apparel & Services: Total \$	\$204,726,806	\$632,082,334	\$860,228,614
Average Spent	\$1,540.68	\$1,909.35	\$1,884.87
Spending Potential Index	73	90	89
Education: Total \$	\$151,793,491	\$492,632,470	\$656,519,195
Average Spent	\$1,142.33	\$1,488.11	\$1,438.51
Spending Potential Index	66	86	83
Entertainment/Recreation: Total \$	\$312,911,156	\$967,829,570	\$1,338,390,608
Average Spent	\$2,354.82	\$2,923.55	\$2,932.58
Spending Potential Index	73	90	91
Food at Home: Total \$	\$539,413,334	\$1,641,536,861	\$2,256,690,180
Average Spent	\$4,059.37	\$4,958.64	\$4,944.69
Spending Potential Index	75	91	91
Food Away from Home: Total \$	\$366,558,774	\$1,130,385,253	\$1,544,068,053
Average Spent	\$2,758.55	\$3,414.59	\$3,383.24
Spending Potential Index	73	90	89
Health Care: Total \$	\$630,010,203	\$1,915,179,718	\$2,660,733,346
Average Spent	\$4,741.16	\$5,785.24	\$5,829.99
Spending Potential Index	76	93	93
HH Furnishings & Equipment: Total \$	\$214,892,999	\$673,085,086	\$926,572,199
Average Spent	\$1,617.18	\$2,033.21	\$2,030.23
Spending Potential Index	72	90	90
Personal Care Products & Services: Total \$	\$86,214,478	\$267,605,435	\$364,558,201
Average Spent	\$648.81	\$808.36	\$798.79
Spending Potential Index	72	90	89
Shelter: Total \$	\$1,854,827,617	\$5,828,994,816	\$7,863,195,725
Average Spent	\$13,958.56	\$17,607.81	\$17,229.23
Spending Potential Index	69	87	85
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$223,986,638	\$710,067,889	\$990,031,047
Average Spent	\$1,685.62	\$2,144.92	\$2,169.28
Spending Potential Index	71	90	91
Travel: Total \$	\$226,402,019	\$731,315,855	\$999,378,121
Average Spent	\$1,703.80	\$2,209.11	\$2,189.76
Spending Potential Index	67	87	87
Vehicle Maintenance & Repairs: Total \$	\$111,729,774	\$339,929,480	\$469,936,192
Average Spent	\$840.83	\$1,026.83	\$1,029.69
Spending Potential Index	76	93	93

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. 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 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.