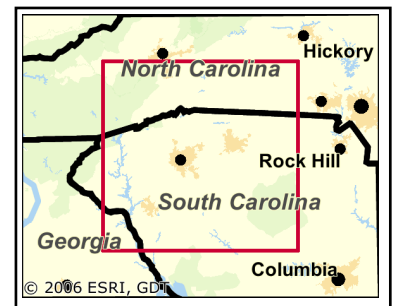
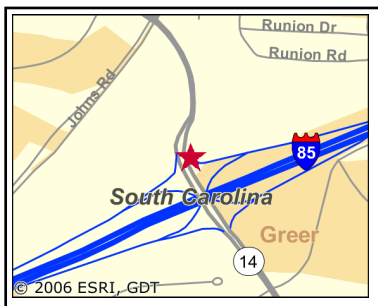
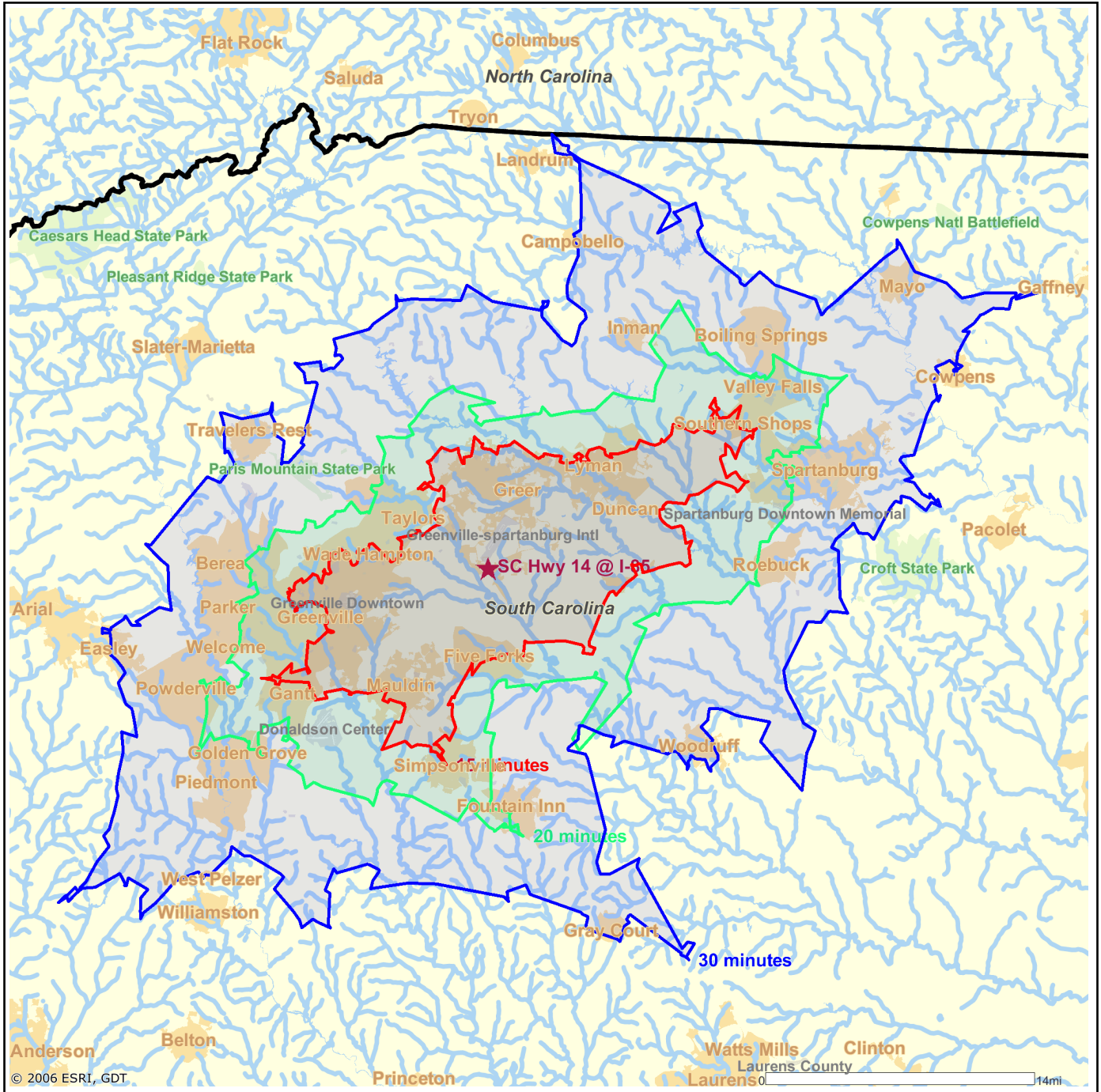


Site Map

Prepared by Greer Development Corporation

Latitude: 34.8732
Longitude: -82.2251

April 7, 2006





Market Profile

Prepared by Greer Development Corporation

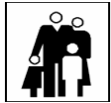
Latitude: 34.8732

Longitude: -82.2251

Drive Time: 15 minutes Drive Time: 20 minutes Drive Time: 30 minutes



| | | | |
|-------------------------|---------|---------|---------|
| 2000 Total Population | 150,719 | 365,495 | 589,316 |
| 2000 Group Quarters | 4,652 | 9,079 | 15,547 |
| 2005 Total Population | 164,188 | 392,054 | 630,049 |
| 2010 Total Population | 175,743 | 417,311 | 668,417 |
| 2005 - 2010 Annual Rate | 1.37% | 1.26% | 1.19% |



| | | | |
|-----------------------------|--------|---------|---------|
| 2000 Households | 60,435 | 144,969 | 230,642 |
| 2000 Average Household Size | 2.42 | 2.46 | 2.49 |
| 2005 Households | 66,645 | 157,427 | 250,098 |
| 2005 Average Household Size | 2.39 | 2.43 | 2.46 |
| 2010 Households | 71,866 | 168,785 | 267,470 |
| 2010 Average Household Size | 2.38 | 2.42 | 2.44 |
| 2005 - 2010 Annual Rate | 1.52% | 1.4% | 1.35% |
| 2000 Families | 39,949 | 97,428 | 159,270 |
| 2000 Average Family Size | 2.99 | 3.01 | 3 |
| 2005 Families | 42,866 | 103,045 | 168,319 |
| 2005 Average Family Size | 2.98 | 3 | 2.99 |
| 2010 Families | 44,831 | 107,220 | 174,878 |
| 2010 Average Family Size | 2.99 | 3 | 2.99 |
| 2005 - 2010 Annual Rate | 0.9% | 0.8% | 0.77% |



| | | | |
|-------------------------------|--------|---------|---------|
| 2000 Housing Units | 65,793 | 158,175 | 250,897 |
| Owner Occupied Housing Units | 58.2% | 60.0% | 63.3% |
| Renter Occupied Housing Units | 33.7% | 31.7% | 28.6% |
| Vacant Housing Units | 8.1% | 8.3% | 8.1% |
| 2005 Housing Units | 73,136 | 173,134 | 274,559 |
| Owner Occupied Housing Units | 59.4% | 61.1% | 64.3% |
| Renter Occupied Housing Units | 31.8% | 29.8% | 26.8% |
| Vacant Housing Units | 8.9% | 9.1% | 8.9% |
| 2010 Housing Units | 79,319 | 186,727 | 295,634 |
| Owner Occupied Housing Units | 59.7% | 61.5% | 64.4% |
| Renter Occupied Housing Units | 30.9% | 28.9% | 26.1% |
| Vacant Housing Units | 9.4% | 9.6% | 9.5% |

Median Household Income

| | | | |
|------|----------|----------|----------|
| 2000 | \$45,354 | \$40,883 | \$40,415 |
| 2005 | \$53,573 | \$48,119 | \$47,184 |
| 2010 | \$63,634 | \$56,488 | \$55,012 |

Median Home Value

| | | | |
|------|-----------|-----------|-----------|
| 2000 | \$119,577 | \$102,678 | \$96,788 |
| 2005 | \$144,914 | \$122,251 | \$116,181 |
| 2010 | \$174,125 | \$146,063 | \$138,020 |

Per Capita Income

| | | | |
|------|----------|----------|----------|
| 2000 | \$24,833 | \$22,009 | \$21,085 |
| 2005 | \$29,756 | \$26,420 | \$25,197 |
| 2010 | \$36,730 | \$32,452 | \$30,796 |

Median Age

| | | | |
|------|------|------|------|
| 2000 | 35.1 | 35.3 | 35.6 |
| 2005 | 36.4 | 36.5 | 36.8 |
| 2010 | 37.6 | 37.8 | 38.2 |

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.



Market Profile

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Latitude: 34.8732

Longitude: -82.2251

Drive Time: 15 minutes Drive Time: 20 minutes Drive Time: 30 minutes



2000 Households by Income

| | | | |
|--------------------------|----------|----------|----------|
| Household Income Base | 60,450 | 145,014 | 230,693 |
| < \$15,000 | 13.9% | 16.3% | 16.4% |
| \$15,000 - \$24,999 | 11.8% | 13.3% | 13.6% |
| \$25,000 - \$34,999 | 12.0% | 13.2% | 13.4% |
| \$35,000 - \$49,999 | 16.9% | 16.9% | 17.2% |
| \$50,000 - \$74,999 | 19.7% | 18.9% | 19.5% |
| \$75,000 - \$99,999 | 11.0% | 9.7% | 9.5% |
| \$100,000 - \$149,999 | 9.4% | 7.6% | 6.9% |
| \$150,000 - \$199,999 | 2.5% | 2.0% | 1.7% |
| \$200,000 + | 2.7% | 2.1% | 1.9% |
| Average Household Income | \$61,072 | \$54,697 | \$53,010 |

2005 Households by Income

| | | | |
|--------------------------|----------|----------|----------|
| Household Income Base | 66,647 | 157,428 | 250,094 |
| < \$15,000 | 11.3% | 13.5% | 13.7% |
| \$15,000 - \$24,999 | 9.8% | 10.9% | 11.1% |
| \$25,000 - \$34,999 | 10.1% | 11.6% | 11.7% |
| \$35,000 - \$49,999 | 15.1% | 15.7% | 16.0% |
| \$50,000 - \$74,999 | 19.7% | 19.0% | 19.8% |
| \$75,000 - \$99,999 | 12.8% | 12.0% | 11.9% |
| \$100,000 - \$149,999 | 13.3% | 11.1% | 10.4% |
| \$150,000 - \$199,999 | 3.9% | 3.1% | 2.6% |
| \$200,000 + | 4.0% | 3.1% | 2.7% |
| Average Household Income | \$72,545 | \$65,214 | \$62,800 |

2010 Households by Income

| | | | |
|--------------------------|----------|----------|----------|
| Household Income Base | 71,866 | 168,786 | 267,468 |
| < \$15,000 | 9.3% | 11.3% | 11.6% |
| \$15,000 - \$24,999 | 8.3% | 9.3% | 9.5% |
| \$25,000 - \$34,999 | 8.5% | 9.7% | 10.0% |
| \$35,000 - \$49,999 | 12.9% | 14.1% | 14.5% |
| \$50,000 - \$74,999 | 18.4% | 18.1% | 18.8% |
| \$75,000 - \$99,999 | 12.7% | 12.0% | 12.3% |
| \$100,000 - \$149,999 | 17.3% | 15.3% | 14.6% |
| \$150,000 - \$199,999 | 6.2% | 5.0% | 4.4% |
| \$200,000 + | 6.4% | 5.1% | 4.4% |
| Average Household Income | \$89,031 | \$79,632 | \$76,250 |

2000 Owner Occupied HUs by Value

| | | | |
|-----------------------|-----------|-----------|-----------|
| Total | 38,147 | 94,786 | 159,023 |
| < \$50,000 | 8.7% | 13.6% | 15.3% |
| \$50,000 - \$99,999 | 30.0% | 34.9% | 37.3% |
| \$100,000 - \$149,999 | 26.3% | 25.1% | 24.0% |
| \$150,000 - \$199,999 | 15.6% | 12.5% | 11.4% |
| \$200,000 - \$299,999 | 11.9% | 8.6% | 7.6% |
| \$300,000 - \$499,999 | 5.5% | 4.0% | 3.2% |
| \$500,000 - \$999,999 | 1.8% | 1.1% | 0.9% |
| \$1,000,000+ | 0.3% | 0.2% | 0.3% |
| Average Home Value | \$150,843 | \$129,261 | \$122,524 |

2000 Specified Renter Occupied HUs by Contract Rent

| | | | |
|----------------|--------|--------|--------|
| Total | 22,169 | 50,060 | 71,202 |
| With Cash Rent | 96.1% | 95.2% | 94.1% |
| No Cash Rent | 3.9% | 4.8% | 5.9% |
| Median Rent | \$513 | \$454 | \$428 |
| Average Rent | \$523 | \$460 | \$439 |

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.



Market Profile

Prepared by Greer Development Corporation

Latitude: 34.8732
 Longitude: -82.2251

Drive Time: 15 minutes Drive Time: 20 minutes Drive Time: 30 minutes



2000 Population by Age

| | | | |
|---------|---------|---------|---------|
| Total | 150,719 | 365,492 | 589,316 |
| 0 - 4 | 6.6% | 6.8% | 6.8% |
| 5 - 9 | 6.9% | 7.1% | 7.1% |
| 10 - 14 | 6.7% | 7.0% | 7.0% |
| 15 - 24 | 13.9% | 13.3% | 13.4% |
| 25 - 34 | 15.6% | 15.3% | 14.8% |
| 35 - 44 | 16.1% | 16.2% | 16.0% |
| 45 - 54 | 13.8% | 13.7% | 13.8% |
| 55 - 64 | 9.0% | 8.9% | 9.2% |
| 65 - 74 | 6.0% | 6.2% | 6.4% |
| 75 - 84 | 3.9% | 4.2% | 4.2% |
| 85+ | 1.4% | 1.4% | 1.4% |
| 18+ | 76.0% | 75.3% | 75.2% |

2005 Population by Age

| | | | |
|---------|---------|---------|---------|
| Total | 164,190 | 392,054 | 630,048 |
| 0 - 4 | 6.6% | 6.8% | 6.8% |
| 5 - 9 | 6.5% | 6.7% | 6.7% |
| 10 - 14 | 6.8% | 7.0% | 7.0% |
| 15 - 24 | 14.0% | 13.3% | 13.3% |
| 25 - 34 | 14.1% | 14.0% | 13.6% |
| 35 - 44 | 15.6% | 15.7% | 15.6% |
| 45 - 54 | 14.4% | 14.4% | 14.4% |
| 55 - 64 | 10.4% | 10.3% | 10.6% |
| 65 - 74 | 6.0% | 6.1% | 6.4% |
| 75 - 84 | 4.0% | 4.2% | 4.2% |
| 85+ | 1.5% | 1.5% | 1.5% |
| 18+ | 76.3% | 75.7% | 75.8% |

2010 Population by Age

| | | | |
|---------|---------|---------|---------|
| Total | 175,742 | 417,313 | 668,418 |
| 0 - 4 | 6.5% | 6.7% | 6.7% |
| 5 - 9 | 6.0% | 6.2% | 6.2% |
| 10 - 14 | 6.8% | 7.0% | 7.0% |
| 15 - 24 | 14.3% | 13.6% | 13.5% |
| 25 - 34 | 12.7% | 12.5% | 12.2% |
| 35 - 44 | 14.9% | 15.0% | 14.9% |
| 45 - 54 | 15.3% | 15.1% | 15.1% |
| 55 - 64 | 11.5% | 11.6% | 11.9% |
| 65 - 74 | 6.3% | 6.5% | 6.7% |
| 75 - 84 | 3.9% | 4.1% | 4.2% |
| 85+ | 1.7% | 1.7% | 1.7% |
| 18+ | 76.8% | 76.2% | 76.2% |

2000 Population by Sex

| | | | |
|---------|-------|-------|-------|
| Males | 48.8% | 48.5% | 48.4% |
| Females | 51.2% | 51.5% | 51.6% |

2005 Population by Sex

| | | | |
|---------|-------|-------|-------|
| Males | 49.0% | 48.7% | 48.6% |
| Females | 51.0% | 51.3% | 51.4% |

2010 Population by Sex

| | | | |
|---------|-------|-------|-------|
| Males | 49.0% | 48.8% | 48.7% |
| Females | 51.0% | 51.2% | 51.3% |

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



Market Profile

Prepared by Greer Development Corporation

Latitude: 34.8732

Longitude: -82.2251

Drive Time: 15 minutes Drive Time: 20 minutes Drive Time: 30 minutes



2000 Population by Race/Ethnicity

| | | | |
|---------------------------------|---------|---------|---------|
| Total | 150,719 | 365,495 | 589,316 |
| White Alone | 77.3% | 73.4% | 76.0% |
| Black Alone | 17.4% | 21.7% | 19.8% |
| American Indian Alone | 0.2% | 0.2% | 0.2% |
| Asian or Pacific Islander Alone | 2.2% | 1.8% | 1.5% |
| Some Other Race Alone | 1.7% | 1.7% | 1.5% |
| Two or More Races | 1.2% | 1.2% | 1.1% |
| Hispanic Origin | 4.0% | 4.0% | 3.5% |
| Diversity Index | 41.9 | 46.0 | 42.5 |

2005 Population by Race/Ethnicity

| | | | |
|---------------------------------|---------|---------|---------|
| Total | 164,188 | 392,054 | 630,048 |
| White Alone | 76.3% | 72.2% | 74.8% |
| Black Alone | 17.1% | 21.7% | 19.9% |
| American Indian Alone | 0.2% | 0.2% | 0.2% |
| Asian or Pacific Islander Alone | 2.8% | 2.3% | 1.9% |
| Some Other Race Alone | 2.2% | 2.2% | 1.8% |
| Two or More Races | 1.4% | 1.4% | 1.3% |
| Hispanic Origin | 5.1% | 5.2% | 4.5% |
| Diversity Index | 44.7 | 48.7 | 45.2 |

2010 Population by Race/Ethnicity

| | | | |
|---------------------------------|---------|---------|---------|
| Total | 175,743 | 417,312 | 668,416 |
| White Alone | 75.0% | 70.9% | 73.6% |
| Black Alone | 17.0% | 21.6% | 20.0% |
| American Indian Alone | 0.2% | 0.3% | 0.3% |
| Asian or Pacific Islander Alone | 3.4% | 2.9% | 2.3% |
| Some Other Race Alone | 2.7% | 2.7% | 2.3% |
| Two or More Races | 1.6% | 1.6% | 1.5% |
| Hispanic Origin | 6.4% | 6.5% | 5.7% |
| Diversity Index | 47.9 | 51.6 | 48.0 |



2000 Population 3+ by School Enrollment

| | | | |
|-------------------------------|---------|---------|---------|
| Total | 144,917 | 350,705 | 565,314 |
| Enrolled in Nursery/Preschool | 1.8% | 1.8% | 1.7% |
| Enrolled in Kindergarten | 1.6% | 1.7% | 1.7% |
| Enrolled in Grade 1-8 | 11.7% | 11.9% | 11.9% |
| Enrolled in Grade 9-12 | 5.5% | 5.7% | 5.6% |
| Enrolled in College | 5.3% | 4.5% | 4.6% |
| Enrolled in Grad/Prof School | 1.0% | 0.9% | 0.8% |
| Not Enrolled in School | 73.1% | 73.5% | 73.7% |

2000 Population 25+ by Educational Attainment

| | | | |
|--------------------------------|--------|---------|---------|
| Total | 99,083 | 240,951 | 387,933 |
| Less than 9th Grade | 5.2% | 7.3% | 7.7% |
| 9th - 12th Grade, No Diploma | 10.5% | 13.7% | 14.5% |
| High School Graduate | 23.5% | 25.3% | 27.2% |
| Some College, No Degree | 20.3% | 19.5% | 19.5% |
| Associate Degree | 7.4% | 7.3% | 7.1% |
| Bachelor's Degree | 22.3% | 18.5% | 16.3% |
| Master's/Prof/Doctorate Degree | 10.7% | 8.5% | 7.7% |

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.



Market Profile

Prepared by Greer Development Corporation

Latitude: 34.8732

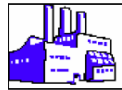
Longitude: -82.2251

Drive Time: 15 minutes Drive Time: 20 minutes Drive Time: 30 minutes



2000 Population 15+ by Sex and Marital Status

| | | | |
|------------------------|---------|---------|---------|
| Total | 119,849 | 289,046 | 466,001 |
| Females | 51.8% | 52.2% | 52.3% |
| Never Married | 12.2% | 11.8% | 11.5% |
| Married, not Separated | 27.6% | 27.3% | 27.9% |
| Married, Separated | 1.6% | 1.8% | 1.7% |
| Widowed | 5.2% | 5.8% | 5.9% |
| Divorced | 5.1% | 5.4% | 5.4% |
| Males | 48.2% | 47.8% | 47.7% |
| Never Married | 13.9% | 13.5% | 13.0% |
| Married, not Separated | 28.3% | 27.7% | 28.2% |
| Married, Separated | 1.0% | 1.3% | 1.2% |
| Widowed | 1.0% | 1.1% | 1.2% |
| Divorced | 3.9% | 4.2% | 4.1% |



2000 Population 16+ by Employment Status

| | | | |
|---------------------|---------|---------|---------|
| Total | 118,031 | 284,249 | 458,212 |
| In Labor Force | 69.4% | 67.3% | 66.5% |
| Civilian Employed | 66.5% | 64.1% | 63.3% |
| Civilian Unemployed | 2.8% | 3.1% | 3.2% |
| In Armed Forces | 0.1% | 0.1% | 0.1% |
| Not in Labor Force | 30.6% | 32.7% | 33.5% |

2005 Civilian Population 16+ in Labor Force

| | | | |
|---------------------|-------|-------|-------|
| Civilian Employed | 93.1% | 92.2% | 91.8% |
| Civilian Unemployed | 6.9% | 7.8% | 8.2% |

2010 Civilian Population 16+ in Labor Force

| | | | |
|---------------------|-------|-------|-------|
| Civilian Employed | 93.8% | 93.0% | 92.6% |
| Civilian Unemployed | 6.2% | 7.0% | 7.4% |

2000 Females 16+ by Employment Status and Age of Children

| | | | |
|--------------------------|--------|---------|---------|
| Total | 61,132 | 148,453 | 240,220 |
| Own Children < 6 Only | 7.9% | 8.1% | 8.1% |
| Employed/in Armed Forces | 4.7% | 4.8% | 4.9% |
| Unemployed | 0.2% | 0.3% | 0.3% |
| Not in Labor Force | 3.0% | 2.9% | 2.8% |
| Own Children <6 and 6-17 | 5.5% | 5.8% | 5.8% |
| Employed/in Armed Forces | 2.9% | 3.3% | 3.3% |
| Unemployed | 0.2% | 0.2% | 0.3% |
| Not in Labor Force | 2.4% | 2.3% | 2.3% |
| Own Children 6-17 Only | 17.5% | 17.3% | 17.3% |
| Employed/in Armed Forces | 12.6% | 12.5% | 12.6% |
| Unemployed | 0.5% | 0.5% | 0.5% |
| Not in Labor Force | 4.5% | 4.3% | 4.2% |
| No Own Children <18 | 69.1% | 68.9% | 68.8% |
| Employed/in Armed Forces | 38.1% | 36.1% | 35.1% |
| Unemployed | 1.8% | 2.1% | 2.1% |
| Not in Labor Force | 29.2% | 30.6% | 31.6% |

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



Market Profile

Prepared by Greer Development Corporation

Latitude: 34.8732

Longitude: -82.2251

Drive Time: 15 minutes Drive Time: 20 minutes Drive Time: 30 minutes



2005 Employed Population 16+ by Industry

| | | | |
|-------------------------------|--------|---------|---------|
| Total | 82,544 | 189,051 | 300,171 |
| Agriculture/Mining | 0.2% | 0.3% | 0.4% |
| Construction | 7.4% | 7.8% | 8.4% |
| Manufacturing | 17.0% | 17.8% | 18.5% |
| Wholesale Trade | 4.4% | 4.5% | 4.4% |
| Retail Trade | 11.5% | 11.8% | 11.6% |
| Transportation/Utilities | 3.7% | 3.8% | 4.0% |
| Information | 4.0% | 3.4% | 3.0% |
| Finance/Insurance/Real Estate | 6.8% | 6.4% | 6.2% |
| Services | 42.9% | 41.9% | 41.4% |
| Public Administration | 2.1% | 2.2% | 2.3% |

2005 Employed Population 16+ by Occupation

| | | | |
|---------------------------------|--------|---------|---------|
| Total | 82,541 | 189,051 | 300,172 |
| White Collar | 65.6% | 61.5% | 59.5% |
| Management/Business/Financial | 16.3% | 13.9% | 13.0% |
| Professional | 23.1% | 21.4% | 20.4% |
| Sales | 12.2% | 12.1% | 11.5% |
| Administrative Support | 14.0% | 14.1% | 14.5% |
| Services | 14.3% | 15.3% | 15.1% |
| Blue Collar | 20.1% | 23.1% | 25.4% |
| Farming/Forestry/Fishing | 0.2% | 0.2% | 0.2% |
| Construction/Extraction | 3.9% | 4.4% | 4.9% |
| Installation/Maintenance/Repair | 3.2% | 3.6% | 4.3% |
| Production | 7.7% | 9.3% | 10.4% |
| Transportation/Material Moving | 5.1% | 5.6% | 5.8% |



2000 Workers 16+ by Means of Transportation to Work

| | | | |
|----------------------------------|--------|---------|---------|
| Total | 77,483 | 179,100 | 284,664 |
| Drove Alone - Car, Truck, or Van | 82.2% | 81.6% | 82.0% |
| Carpooled - Car, Truck, or Van | 11.3% | 12.7% | 12.5% |
| Public Transportation | 0.3% | 0.4% | 0.5% |
| Walked | 2.9% | 2.2% | 1.9% |
| Other Means | 0.9% | 0.9% | 0.8% |
| Worked at Home | 2.5% | 2.3% | 2.2% |

2000 Workers 16+ by Travel Time to Work

| | | | |
|--------------------------------------|--------|---------|---------|
| Total | 77,483 | 179,100 | 284,664 |
| Did not Work at Home | 97.5% | 97.7% | 97.8% |
| Less than 5 minutes | 3.1% | 2.6% | 2.6% |
| 5 to 9 minutes | 12.1% | 11.2% | 10.3% |
| 10 to 19 minutes | 41.5% | 40.1% | 37.2% |
| 20 to 24 minutes | 16.9% | 17.5% | 18.0% |
| 25 to 34 minutes | 15.3% | 16.9% | 19.3% |
| 35 to 44 minutes | 2.8% | 3.1% | 3.4% |
| 45 to 59 minutes | 2.8% | 3.0% | 3.5% |
| 60 to 89 minutes | 1.4% | 1.5% | 1.7% |
| 90 or more minutes | 1.6% | 1.7% | 1.7% |
| Worked at Home | 2.5% | 2.3% | 2.2% |
| Average Travel Time to Work (in min) | 19.9 | 20.6 | 21.5 |

2000 Households by Vehicles Available

| | | | |
|--------------------------------------|--------|---------|---------|
| Total | 60,397 | 144,996 | 230,646 |
| None | 6.3% | 8.1% | 7.9% |
| 1 | 35.4% | 35.2% | 33.7% |
| 2 | 41.1% | 39.7% | 40.0% |
| 3 | 13.6% | 13.0% | 13.9% |
| 4 | 2.7% | 2.9% | 3.4% |
| 5+ | 1.0% | 1.0% | 1.2% |
| Average Number of Vehicles Available | 1.7 | 1.7 | 1.8 |

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



Market Profile



Prepared by Greer Development Corporation

Latitude: 34.8732
Longitude: -82.2251

Drive Time: 15 minutes Drive Time: 20 minutes Drive Time: 30 minutes



2000 Households by Type

| | | | |
|----------------------------------|--------|---------|---------|
| Total | 60,435 | 144,968 | 230,643 |
| Family Households | 66.1% | 67.2% | 69.1% |
| Married-couple Family | 51.4% | 50.3% | 52.2% |
| With Related Children | 23.6% | 23.4% | 24.1% |
| Other Family (No Spouse) | 14.7% | 16.9% | 16.8% |
| With Related Children | 9.7% | 11.1% | 11.1% |
| Nonfamily Households | 33.9% | 32.8% | 30.9% |
| Householder Living Alone | 28.5% | 27.6% | 26.2% |
| Householder Not Living Alone | 5.4% | 5.2% | 4.8% |
| Households with Related Children | 33.3% | 34.5% | 35.2% |
| Households with Persons 65+ | 19.8% | 21.0% | 21.6% |

2000 Households by Size

| | | | |
|---------------------|--------|---------|---------|
| Total | 60,435 | 144,969 | 230,642 |
| 1 Person Household | 28.5% | 27.6% | 26.2% |
| 2 Person Household | 33.8% | 33.4% | 33.8% |
| 3 Person Household | 16.5% | 17.1% | 17.7% |
| 4 Person Household | 13.6% | 13.8% | 14.1% |
| 5 Person Household | 5.3% | 5.5% | 5.5% |
| 6 Person Household | 1.6% | 1.7% | 1.7% |
| 7+ Person Household | 0.7% | 0.9% | 0.9% |

2000 Households by Year Householder Moved In

| | | | |
|----------------------------------|--------|---------|---------|
| Total | 60,396 | 144,995 | 230,645 |
| Moved in 1999 to March 2000 | 26.6% | 23.9% | 21.8% |
| Moved in 1995 to 1998 | 29.6% | 29.0% | 28.6% |
| Moved in 1990 to 1994 | 14.0% | 14.1% | 14.7% |
| Moved in 1980 to 1989 | 12.9% | 13.3% | 13.9% |
| Moved in 1970 to 1979 | 8.7% | 9.6% | 10.2% |
| Moved in 1969 or Earlier | 8.3% | 10.1% | 10.7% |
| Median Year Householder Moved In | 1996 | 1995 | 1995 |



2000 Housing Units by Units in Structure

| | | | |
|-------------|--------|---------|---------|
| Total | 65,766 | 158,101 | 250,853 |
| 1, Detached | 62.3% | 66.1% | 66.8% |
| 1, Attached | 4.0% | 2.7% | 2.3% |
| 2 | 2.6% | 3.3% | 3.2% |
| 3 or 4 | 3.3% | 3.2% | 2.9% |
| 5 to 9 | 7.7% | 5.8% | 4.9% |
| 10 to 19 | 7.3% | 4.5% | 3.3% |
| 20+ | 7.2% | 5.5% | 4.4% |
| Mobile Home | 5.6% | 8.7% | 12.1% |
| Other | 0.0% | 0.1% | 0.1% |

2000 Housing Units by Year Structure Built

| | | | |
|-----------------------------|--------|---------|---------|
| Total | 65,779 | 158,188 | 250,862 |
| 1999 to March 2000 | 4.3% | 3.5% | 3.6% |
| 1995 to 1998 | 13.6% | 11.4% | 11.7% |
| 1990 to 1994 | 10.4% | 9.3% | 9.6% |
| 1980 to 1989 | 22.2% | 17.9% | 17.6% |
| 1970 to 1979 | 18.7% | 19.1% | 19.7% |
| 1969 or Earlier | 30.7% | 38.7% | 37.9% |
| Median Year Structure Built | 1980 | 1976 | 1976 |

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





Latitude: 34.8732
Longitude: -82.2251

Drive Time: 15 minutes Drive Time: 20 minutes Drive Time: 30 minutes

Top 3 Tapestry Segments

| | | | |
|----|----------------------------|---------------|---------------------|
| 1. | In Style | Midland Crowd | Midland Crowd |
| 2. | Young and Restless | Home Town | Southern Satellites |
| 3. | Enterprising Professionals | In Style | Home Town |



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 \$ | \$139,249,786 | \$294,055,480 | \$444,686,146 |
| Average Spent | \$2,089.43 | \$1,867.88 | \$1,778.05 |
| Spending Potential Index | 79 | 71 | 68 |
| Computers & Accessories: Total \$ | \$17,955,193 | \$37,701,359 | \$56,907,725 |
| Average Spent | \$269.42 | \$239.48 | \$227.54 |
| Spending Potential Index | 108 | 96 | 92 |
| Education: Total \$ | \$78,995,443 | \$166,663,359 | \$248,384,031 |
| Average Spent | \$1,185.32 | \$1,058.67 | \$993.15 |
| Spending Potential Index | 109 | 97 | 91 |
| Entertainment/Recreation: Total \$ | \$225,819,625 | \$480,845,418 | \$739,913,906 |
| Average Spent | \$3,388.40 | \$3,054.40 | \$2,958.50 |
| Spending Potential Index | 106 | 96 | 93 |
| Food at Home: Total \$ | \$335,903,179 | \$723,022,586 | \$1,113,552,683 |
| Average Spent | \$5,040.19 | \$4,592.75 | \$4,452.47 |
| Spending Potential Index | 106 | 97 | 94 |
| Food Away from Home: Total \$ | \$232,350,876 | \$493,423,379 | \$751,054,495 |
| Average Spent | \$3,486.40 | \$3,134.30 | \$3,003.04 |
| Spending Potential Index | 108 | 97 | 93 |
| Health Care: Total \$ | \$247,594,590 | \$543,752,845 | \$851,857,515 |
| Average Spent | \$3,715.13 | \$3,454.00 | \$3,406.09 |
| Spending Potential Index | 105 | 97 | 96 |
| HH Furnishings & Equipment: Total \$ | \$132,968,958 | \$280,681,587 | \$428,684,089 |
| Average Spent | \$1,995.18 | \$1,782.93 | \$1,714.06 |
| Spending Potential Index | 94 | 84 | 80 |
| Investments: Total \$ | \$311,129,094 | \$617,173,827 | \$889,693,605 |
| Average Spent | \$4,668.45 | \$3,920.38 | \$3,557.38 |
| Spending Potential Index | 103 | 87 | 79 |
| Retail Goods: Total \$ | \$1,713,888,633 | \$3,684,084,554 | \$5,708,373,842 |
| Average Spent | \$25,716.69 | \$23,401.86 | \$22,824.55 |
| Spending Potential Index | 102 | 93 | 91 |
| Shelter: Total \$ | \$981,689,024 | \$2,051,163,382 | \$3,090,424,414 |
| Average Spent | \$14,730.12 | \$13,029.30 | \$12,356.85 |
| Spending Potential Index | 107 | 95 | 90 |
| TV/Video/Sound Equipment: Total \$ | \$75,675,495 | \$161,804,472 | \$246,767,282 |
| Average Spent | \$1,135.50 | \$1,027.81 | \$986.68 |
| Spending Potential Index | 108 | 97 | 94 |
| Travel: Total \$ | \$122,035,722 | \$258,015,584 | \$392,866,298 |
| Average Spent | \$1,831.13 | \$1,638.95 | \$1,570.85 |
| Spending Potential Index | 106 | 95 | 91 |
| Vehicle Maintenance & Repairs: Total \$ | \$73,938,990 | \$156,832,783 | \$240,187,299 |
| Average Spent | \$1,109.45 | \$996.23 | \$960.37 |
| Spending Potential Index | 107 | 96 | 93 |

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 2001, 2002 and 2003 Consumer Expenditure Surveys, Bureau of Labor Statistics. ESRI forecasts for 2005 and 2010.

Community Tapestry Descriptions for 15, 20 and 30 Minute Drive Times

In Style - *In Style* residents live in the affluent neighborhoods of metropolitan areas. More suburban than urban, these households nevertheless embrace an urban lifestyle, favoring townhomes over traditional single-family houses. Professional couples are predominant in these neighborhoods. Labor force participation is high and most households have fewer children than the US average. Their median age is approximately 38 years. Technologically savvy, *In Style* residents own cell phones, PDAs, and fully equipped PCs. Home remodeling and yard work are contracted out. Physical fitness is integral to their lives; they subscribe to Weight Watchers for diet control, work out in regular exercise programs, and take vitamins.

Young and Restless - Change is the constant in this market. With a median age under 29 years, the population is young and on the go. More than 70 percent have moved in the past five years. Still not settled, single-person or shared households are the standard-almost 60 percent of this growing segment. *Young and Restless* residents are renters who favor multiunit apartment buildings. Many are college graduates; some are still enrolled in college. Their median household income is nearly \$40,000. Technologically savvy, they use the Internet to communicate with family and friends, shop, bank, and search for new employment opportunities. They read magazines to keep up with trends in lifestyle and entertainment. They watch movies in the theater and on video, work out at the gym, and go to bars and nightclubs.

Enterprising Professionals - This market is home to young, highly educated working professionals. Single or recently married, they prefer newer neighborhoods with townhomes or apartments. Typically found in cities, these residents would rather rent than own. Median household income is almost \$65,000. Their lifestyle reflects their youth, mobility and growing consumer clout. To keep in touch, *Enterprising Professionals* residents rely on cell phones, PDAs, and PCs. They use the Internet to search for a job or a place to live, track their investments, or shop. *Enterprising Professionals* residents travel for business

and pleasure. They practice yoga, take aerobic classes and jog to stay physically fit.

Midland Crowd - Tapestry's largest market, *Midland Crowd*, represents 11 million people, nearly 4 percent of the total US population, with a median age of 36 years and an average family size of 3.1 people. The median household income of \$47,000 is just below the US median of \$48,100. These differences distinguish the *Midland Crowd* residents. These neighborhoods are located in mainly rural areas, which since 2000, have been growing at an annual rate of more than 2.5 percent. Approximately 40 percent of the homes were built after 1990; more than 95 percent of their homes are single-family houses or mobile homes. These do-it-yourselfers take pride in their homes and vehicles. Their vehicle of choice is a used truck such as a Ford or Chevrolet. For leisure, they go fishing and hunting, listen to country music, and watch television. They are politically conservative, devoted pet lovers, and interested in domestic travel.

Home Town - *Home Town* residents stay close to their home base. Although they may move from one house to another, they rarely cross the county line. Single-family homes predominate in these suburban neighborhoods with low population density, found mainly in the Midwest and South. The median home value is \$58,900; more than half of the *Home Town* residents own their homes. The local job market offers employment primarily in the manufacturing, retail trade, and support services industries. Residents enjoy going to movies, museums, and zoos and indoor activities such as reading and playing cards. They like to watch CNN, Fox News, Discovery Channel, and any movie channel. Many own pets. Perhaps hindered by a lack of choice, they tend to shop for apparel at discount stores or small local malls, but they are gaining confidence in purchasing online.

Southern Satellites - *Southern Satellites* neighborhoods are rural settlements, primarily in the South, that are dominated by employment in a single manufacturing and/or construction industry. Families in this market own newer single-family or mobile homes, with a median value of approximately \$79,000. With a median age of 37 years, these residents are slightly older than the national media. *Southern Satellites* residents enjoy country living. They listen to country music and participate in fishing and

hunting activities. Their rural setting makes satellite dishes popular and often necessary. They invest time in vegetable gardening over home improvement. They are likely to own riding mowers, garden tractors, and tillers. Vehicles are important to these residents; they frequently own two or more vehicles to meet their transportation requirements.