



# Market Profile

Marion County  
Geography: County

Marion County, N...

Population Summary	
2000 Total Population	258,916
2010 Total Population	331,298
2016 Total Population	344,417
2016 Group Quarters	9,223
2020 Total Population	357,308
2016-2021 Annual Rate	0.74%
Household Summary	
2000 Households	106,755
2000 Average Household Size	2.36
2010 Households	137,726
2010 Average Household Size	2.35
2016 Households	141,510
2016 Average Household Size	2.37
2021 Households	146,211
2021 Average Household Size	2.38
2016-2021 Annual Rate	0.66%
2010 Families	92,554
2010 Average Family Size	2.80
2016 Families	94,370
2016 Average Family Size	2.83
2021 Families	97,107
2021 Average Family Size	2.85
2016-2021 Annual Rate	0.57%
Housing Unit Summary	
2000 Housing Units	122,663
Owner Occupied Housing Units	69.4%
Renter Occupied Housing Units	17.6%
Vacant Housing Units	13.0%
2010 Housing Units	164,050
Owner Occupied Housing Units	64.1%
Renter Occupied Housing Units	19.9%
Vacant Housing Units	16.0%
2016 Housing Units	170,911
Owner Occupied Housing Units	59.7%
Renter Occupied Housing Units	23.1%
Vacant Housing Units	17.2%
2021 Housing Units	177,366
Owner Occupied Housing Units	59.2%
Renter Occupied Housing Units	23.3%
Vacant Housing Units	17.6%
Median Household Income	
2016	\$40,353
2021	\$44,929
Median Home Value	
2016	\$132,019
2021	\$170,950
Per Capita Income	
2016	\$23,700
2021	\$25,668
Median Age	
2010	47.3
2016	49.3
2021	51.0

**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 the total population.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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## 2016 Households by Income

Household Income Base	141,510
<\$15,000	14.7%
\$15,000 - \$24,999	13.7%
\$25,000 - \$34,999	13.8%
\$35,000 - \$49,999	17.5%
\$50,000 - \$74,999	19.8%
\$75,000 - \$99,999	9.4%
\$100,000 - \$149,999	7.1%
\$150,000 - \$199,999	1.9%
\$200,000+	2.1%

Average Household Income \$55,558

## 2021 Households by Income

Household Income Base	146,211
<\$15,000	15.1%
\$15,000 - \$24,999	15.9%
\$25,000 - \$34,999	10.1%
\$35,000 - \$49,999	12.3%
\$50,000 - \$74,999	21.9%
\$75,000 - \$99,999	11.4%
\$100,000 - \$149,999	8.5%
\$150,000 - \$199,999	2.5%
\$200,000+	2.3%

Average Household Income \$60,670

## 2016 Owner Occupied Housing Units by Value

Total	102,002
<\$50,000	16.4%
\$50,000 - \$99,999	22.8%
\$100,000 - \$149,999	16.9%
\$150,000 - \$199,999	14.1%
\$200,000 - \$249,999	10.0%
\$250,000 - \$299,999	5.0%
\$300,000 - \$399,999	7.0%
\$400,000 - \$499,999	2.8%
\$500,000 - \$749,999	2.1%
\$750,000 - \$999,999	1.2%
\$1,000,000 +	1.6%

Average Home Value \$184,185

## 2021 Owner Occupied Housing Units by Value

Total	104,928
<\$50,000	10.9%
\$50,000 - \$99,999	18.1%
\$100,000 - \$149,999	15.1%
\$150,000 - \$199,999	14.2%
\$200,000 - \$249,999	14.3%
\$250,000 - \$299,999	8.8%
\$300,000 - \$399,999	8.6%
\$400,000 - \$499,999	3.6%
\$500,000 - \$749,999	2.8%
\$750,000 - \$999,999	1.7%
\$1,000,000 +	2.0%

Average Home Value \$219,775

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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## 2010 Population by Age

Total	331,298
0 - 4	5.2%
5 - 9	5.3%
10 - 14	5.4%
15 - 24	10.7%
25 - 34	9.6%
35 - 44	10.8%
45 - 54	13.4%
55 - 64	13.9%
65 - 74	14.2%
75 - 84	8.7%
85 +	2.8%
18 +	80.6%

## 2016 Population by Age

Total	344,417
0 - 4	4.8%
5 - 9	4.9%
10 - 14	5.1%
15 - 24	10.1%
25 - 34	10.1%
35 - 44	9.9%
45 - 54	12.1%
55 - 64	14.4%
65 - 74	16.1%
75 - 84	9.0%
85 +	3.4%
18 +	82.1%

## 2021 Population by Age

Total	357,308
0 - 4	4.6%
5 - 9	4.7%
10 - 14	5.0%
15 - 24	9.3%
25 - 34	10.0%
35 - 44	10.0%
45 - 54	10.8%
55 - 64	14.1%
65 - 74	17.2%
75 - 84	10.6%
85 +	3.6%
18 +	82.6%

## 2010 Population by Sex

Males	158,993
Females	172,305

## 2016 Population by Sex

Males	165,814
Females	178,603

## 2021 Population by Sex

Males	172,364
Females	184,944

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

June 27, 2016



# Market Profile

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Marion County, N...

## 2010 Population by Race/Ethnicity

Total	331,298
White Alone	81.0%
Black Alone	12.3%
American Indian Alone	0.4%
Asian Alone	1.3%
Pacific Islander Alone	0.0%
Some Other Race Alone	2.9%
Two or More Races	2.1%
Hispanic Origin	10.9%
Diversity Index	45.9

## 2016 Population by Race/Ethnicity

Total	344,417
White Alone	79.0%
Black Alone	13.2%
American Indian Alone	0.4%
Asian Alone	1.6%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.3%
Two or More Races	2.4%
Hispanic Origin	12.8%
Diversity Index	50.1

## 2021 Population by Race/Ethnicity

Total	357,308
White Alone	77.3%
Black Alone	13.7%
American Indian Alone	0.5%
Asian Alone	1.9%
Pacific Islander Alone	0.1%
Some Other Race Alone	3.7%
Two or More Races	2.8%
Hispanic Origin	14.9%
Diversity Index	53.9

## 2010 Population by Relationship and Household Type

Total	331,298
In Households	97.5%
In Family Households	80.8%
Householder	27.9%
Spouse	21.1%
Child	25.4%
Other relative	3.7%
Nonrelative	2.6%
In Nonfamily Households	16.7%
In Group Quarters	2.5%
Institutionalized Population	2.3%
Noninstitutionalized Population	0.2%

**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. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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# Market Profile

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## 2016 Population 25+ by Educational Attainment

Total	258,241
Less than 9th Grade	4.3%
9th - 12th Grade, No Diploma	9.2%
High School Graduate	30.0%
GED/Alternative Credential	6.4%
Some College, No Degree	22.3%
Associate Degree	9.8%
Bachelor's Degree	11.7%
Graduate/Professional Degree	6.2%

## 2016 Population 15+ by Marital Status

Total	293,149
Never Married	24.6%
Married	52.2%
Widowed	9.1%
Divorced	14.2%

## 2016 Civilian Population 16+ in Labor Force

Civilian Employed	92.3%
Civilian Unemployed	7.7%

## 2016 Employed Population 16+ by Industry

Total	120,357
Agriculture/Mining	2.9%
Construction	7.8%
Manufacturing	6.4%
Wholesale Trade	2.6%
Retail Trade	15.0%
Transportation/Utilities	4.2%
Information	1.7%
Finance/Insurance/Real Estate	4.9%
Services	49.9%
Public Administration	4.5%

## 2016 Employed Population 16+ by Occupation

Total	120,357
White Collar	54.8%
Management/Business/Financial	10.2%
Professional	17.3%
Sales	13.0%
Administrative Support	14.3%
Services	24.8%
Blue Collar	20.4%
Farming/Forestry/Fishing	1.5%
Construction/Extraction	5.7%
Installation/Maintenance/Repair	3.4%
Production	4.6%
Transportation/Material Moving	5.3%

## 2010 Population By Urban/ Rural Status

Total Population	331,298
Population Inside Urbanized Area	61.2%
Population Inside Urbanized Cluster	7.8%
Rural Population	31.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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## 2010 Households by Type

Total	137,726
Households with 1 Person	26.7%
Households with 2+ People	73.3%
Family Households	67.2%
Husband-wife Families	50.9%
With Related Children	14.5%
Other Family (No Spouse Present)	16.3%
Other Family with Male Householder	4.3%
With Related Children	2.5%
Other Family with Female Householder	12.0%
With Related Children	7.6%
Nonfamily Households	6.1%
All Households with Children	25.0%

## 2010 Households by Size

Multigenerational Households	3.8%
Unmarried Partner Households	7.0%
Male-female	6.3%
Same-sex	0.7%

## 2010 Households by Size

Total	137,726
1 Person Household	26.7%
2 Person Household	42.4%
3 Person Household	13.3%
4 Person Household	9.8%
5 Person Household	4.8%
6 Person Household	1.9%
7 + Person Household	1.1%

## 2010 Households by Tenure and Mortgage Status

Total	137,726
Owner Occupied	76.3%
Owned with a Mortgage/Loan	43.7%
Owned Free and Clear	32.6%
Renter Occupied	23.7%

## 2010 Housing Units By Urban/ Rural Status

Total Housing Units	164,050
Housing Units Inside Urbanized Area	61.8%
Housing Units Inside Urbanized Cluster	7.7%
Rural Housing Units	30.5%

**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 2016 and 2021 Esri converted Census 2000 data into 2010 geography.



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## Top 3 Tapestry Segments

1. The Elders (9C)
2. Senior Escapes (9D)
3. The Great Outdoors (6C)

## 2016 Consumer Spending

Apparel & Services: Total \$	\$200,519,574
Average Spent	\$1,417.00
Spending Potential Index	70
Education: Total \$	\$121,793,966
Average Spent	\$860.67
Spending Potential Index	61
Entertainment/Recreation: Total \$	\$306,478,133
Average Spent	\$2,165.77
Spending Potential Index	74
Food at Home: Total \$	\$528,950,262
Average Spent	\$3,737.90
Spending Potential Index	75
Food Away from Home: Total \$	\$316,582,832
Average Spent	\$2,237.18
Spending Potential Index	72
Health Care: Total \$	\$597,020,709
Average Spent	\$4,218.93
Spending Potential Index	80
HH Furnishings & Equipment: Total \$	\$183,164,561
Average Spent	\$1,294.36
Spending Potential Index	73
Personal Care Products & Services: Total \$	\$78,815,786
Average Spent	\$556.96
Spending Potential Index	76
Shelter: Total \$	\$1,557,526,775
Average Spent	\$11,006.48
Spending Potential Index	71
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$259,662,028
Average Spent	\$1,834.94
Spending Potential Index	79
Travel: Total \$	\$188,125,456
Average Spent	\$1,329.41
Spending Potential Index	71
Vehicle Maintenance & Repairs: Total \$	\$111,173,688
Average Spent	\$785.62
Spending Potential Index	76

**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 2013 and 2014 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2016 and 2021 Esri converted Census 2000 data into 2010 geography.

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